

City of Winston-Salem

Resident Survey

Findings Report

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2020

Submitted to the City of Winston-Salem, NC

by:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

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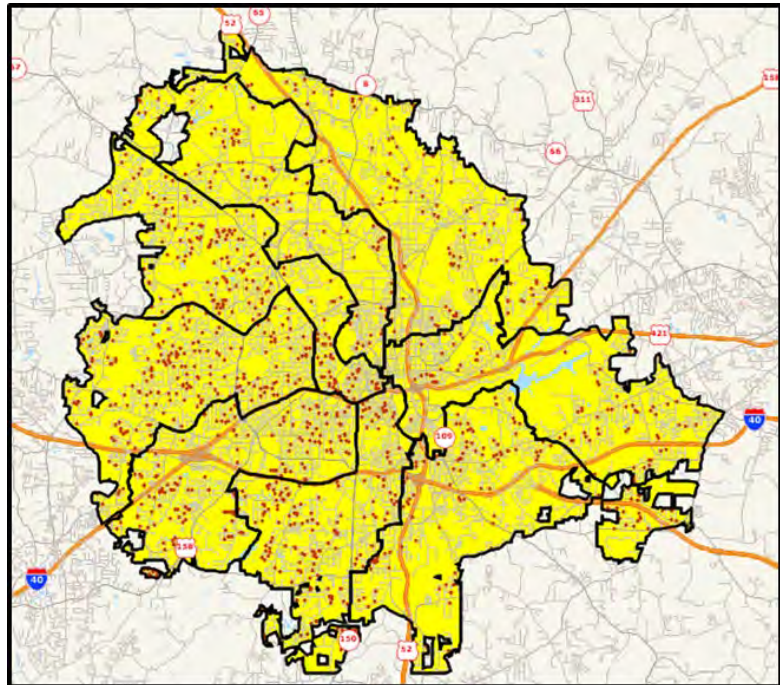
2020 City of Winston-Salem Resident Survey Executive Summary Report

Overview and Methodology

Overview. Between November 2020 and January 2021, ETC Institute administered a resident survey for the City of Winston-Salem. The purpose of the survey was to gather input from residents on service quality, priorities and overall performance. This is the third year ETC Institute has administered a resident survey for the City of Winston-Salem; the first was conducted in the winter of 2018.

Methodology. A seven-page survey was mailed to a random sample of households throughout the City of Winston-Salem. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey, both in English and Spanish, for those who preferred to fill out the survey over the internet. A Spanish version of the mailed survey was also available to those in the random sample who requested one.

The goal was to receive at least 1,000 completed surveys. This goal was far exceeded, with a total of 1,259 households completing a survey. The results for the random sample of 1,259 households have a 95% level of confidence with a precision of at least +/- 2.7%. A minimum of 100 surveys were collected from each of the City's eight council wards. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online). To ensure that households throughout the City were well represented, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflect the utilization and awareness of City services, the percentage of “don’t know” responses have been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey, including comparisons to the 2018 and 2019 survey results (Section 1)
- benchmarking data that show how the results for the City of Winston-Salem compare to other U.S. communities (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Major Findings

- **Overall Ratings for the City of Winston-Salem.** Eighty-five percent (85%) of residents, *who had an opinion*, rated the City “excellent” or “good” (rating of 4 or 5 on a 5-point scale) as a place to live; 77% gave the City “excellent” or “good” ratings as a place to raise children, and 72% indicated the City was an “excellent” or “good” place to work.
- **Satisfaction with Items That Influence Perceptions of the City.** Seventy-six percent (76%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of life in the City of Winston-Salem. Other perceptions of the City that respondents were satisfied with include: overall image of the City (75%), quality of the natural environment in the city (64%), and overall quality of services provided (63%). Residents were least satisfied with the availability of jobs in the City (42%).
- **Satisfaction with Communications Services.** Seventy-five percent (75%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the effectiveness of communications during severe weather. Other areas of City communication that respondents were satisfied with include: overall effectiveness of

City communications with the public (57%), and availability of information about City programs and services (57%). Residents were least satisfied with opportunities to engage/provide input into decisions made by the City (34%).

- **Overall Satisfaction with Major City Services.** Eighty-eight percent (88%), *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the City’s fire services (including medical responses by the Fire Department). Other major City services that respondents were satisfied with include: police services (75%), solid waste services (75%), City water and sewer utilities (74%), and City recreation and parks programs/facilities (64%). Residents were least satisfied with the maintenance of City streets and sidewalks (40%).
- **How Residents Would Prioritize Major City Services.** Respondents were asked to rank the twelve major City services from “most important” to “least important.” Based on the sum of their choices, the major services that respondents feel are most important are: 1) fire services, 2) police services, 3) solid waste services, 4) City water and sewer services, and 5) maintenance of streets and sidewalks. The services residents felt were least important were the City’s 311 service (City Link) and permitting and inspection services.
- **Satisfaction with Police and Fire Services.** Ninety percent (90%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with fire personnel response time to medical emergencies; 90% were satisfied with fire personnel response time to fire and rescue emergencies, and 75% were satisfied with the City’s fire prevention efforts. Residents were least satisfied with the City’s overall efforts to prevent crime (49%).
- **Police and Fire Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the police and fire services that respondents feel are most important for the City to emphasize over the next two years are: 1) overall efforts by the City to prevent crime and 2) visibility of police in neighborhoods.
- **Satisfaction with Public Transit.** Thirty-seven percent (37%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the cleanliness of WSTA buses, and 36% were satisfied with the timeliness of WSTA fixed route bus services. Residents were least satisfied overall with WSTA fixed route bus services. (33%).

- **Public Transit Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the public transit services that respondents feel are most important for the City to emphasize over the next two years are: 1) timeliness of WSTA fixed route bus services and 2) overall satisfaction with WSTA fixed route bus services.
- **Satisfaction with Streets and Transportation.** Sixty-eight percent (68%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of street signs and traffic signals; 64% were satisfied with snow removal on major city streets during the past 12 months; 60% were satisfied with the adequacy of city street lighting, and 57% were satisfied with the condition of existing greenways. Residents were least satisfied with on-street bicycle infrastructure (32%).
- **Streets and Transportation Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the streets and transportation services that respondents feel are most important for the City to emphasize over the next two years are: 1) maintenance of City streets throughout the City, 2) maintenance of neighborhood streets, and 3) availability of sidewalks throughout the City.
- **Satisfaction with Community Development Services.** Seventy percent (70%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall character/condition of their neighborhood; 44% were satisfied with enforcing trash, weeds, and exterior maintenance in their neighborhood, and 35% were satisfied with enforcing the mowing/cutting of weeds on private property. Residents were least satisfied with the demolishing of vacant structures that are nuisance properties (20%).
- **Community Development Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the community development services that respondents feel are most important for the City to emphasize over the next two years are: 1) enforcing clean-up of trash/debris on private property and 2) demolishing vacant structures that are nuisance properties.
- **Satisfaction with Recreation and Parks Services.** Seventy percent (70%) of the respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of city parks; 67% were satisfied with the quality of facilities in city parks; 63% were satisfied with the quality of city-owned outdoor athletic fields, and 62% were satisfied with walking and biking trails in the city. Residents were least satisfied with the marketing of Recreation and Parks programs/facilities (37%).

- **Recreation and Parks Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the recreation and parks services that respondents feel are most important for the City to emphasize over the next two years are: 1) maintenance of city parks and 2) quality of facilities in city parks.
- **Satisfaction with Solid Waste Services.** Eighty-five percent (85%) of the respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of residential trash collection services; 81% were satisfied with the quality of curbside recycling services, and 50% were satisfied with the quality of bulky item pick-up services. Residents were least satisfied with the quality of brush pick-up services (38%).
- **Solid Waste Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the solid waste services that respondents feel are most important for the City to emphasize over the next two years are: 1) quality of brush pick-up services and 2) quality of leaf collection services.
- **Satisfaction with Water, Sewer, and Stormwater Services.** Sixty-eight percent (68%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with overall quality of household drinking water, and 63% were satisfied with the timeliness of water/sewer line break repairs. Residents were least satisfied with the affordability of water/sewer and stormwater bills (42%).
- **Water, Sewer, and Stormwater Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the water, sewer, and stormwater services that respondents feel are most important for the City to emphasize over the next two years are: 1) overall quality of household drinking water and 2) affordability of water/sewer and stormwater bills.
- **Satisfaction with City Link 311 Services.** Sixty-nine percent (69%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of customer service provided, 65% were satisfied with the amount of time spent on the phone with City Link staff to resolve an issue, and 62% were satisfied with their wait time before speaking with an agent.

Other Findings

- Sixty percent (60%) of respondents surveyed get their information about City programs and services from local TV news. Other sources of information include: the City website (48%), utility bill inserts (47%), newspapers (37%), and word of mouth (35%). *Multiple responses were allowed for this question.*
- Thirty-nine percent (39%) of residents surveyed indicated they had called or visited the City government with a question, problem, or complaint during the past year. Of those 39% who had interacted with the City, 80% *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the professionalism and courtesy of the employee during their most recent interaction; 65% were satisfied with the ease of contacting the person they needed; 64% were satisfied with the accuracy of information/assistance given; 62% were satisfied overall with the way their concern was addressed, and 60% were satisfied with the amount of time they waited for the City’s response.

How Winston-Salem Compares to Other Communities

The City of Winston-Salem **rated at or above the Atlantic Regional average** in 33 of the 64 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey. Winston-Salem rated significantly higher than the Atlantic Regional average (3% or more above) in 24 of these areas. The areas in which the City rated at least 10% above the Atlantic Regional average are listed below:

Service	Winston-Salem	Atlantic Region	Difference	Category
As a place to live	85%	71%	14%	Overall Ratings
City swimming pools and programs	46%	32%	14%	Recreation and Parks Services
Timeliness of water/sewer line break repairs	63%	49%	14%	Water, Sewer, and Stormwater Services
Quality of curbside recycling services	81%	68%	13%	Solid Waste Services
Overall satisfaction with the way your concern was addressed	62%	49%	13%	Customer Service
As a place to raise children	77%	65%	12%	Overall Ratings
As a place to work	72%	60%	12%	Overall Ratings
City water and sewer services	74%	62%	12%	Major Categories of City Services
Quality of residential trash collection services	85%	73%	12%	Solid Waste Services
Overall quality of services provided by the City	63%	53%	10%	Perceptions
How well the City is managing growth/development	48%	38%	10%	Perceptions

Winston-Salem **rated at or above the National average** in 39 of the 64 areas that were assessed. The City rated significantly higher than the National average (3% or more above) in 31 of these areas. The areas in which Winston-Salem rated at least 10% above the National average are listed below:

Service	Winston-Salem	U.S.	Difference	Category
As a place to work	72%	54%	18%	Overall Ratings
As a place to live	85%	70%	15%	Overall Ratings
Overall quality of services provided by the City	63%	48%	15%	Perceptions
Availability of info about City programs/services	57%	42%	15%	Communications
Overall image of the city	75%	61%	14%	Perceptions
City swimming pools and programs	46%	33%	13%	Recreation and Parks Services
Quality of residential trash collection services	85%	72%	13%	Solid Waste Services
Overall satisfaction with the way your concern was addressed	62%	49%	13%	Customer Service
Quality of curbside recycling services	81%	69%	12%	Solid Waste Services
Fire personnel response time to fire and rescue emergencies	90%	79%	11%	Police and Fire Services
Timeliness of water/sewer line break repairs	63%	52%	11%	Water, Sewer, and Stormwater Services
Professionalism/courtesy of employee(s)	80%	70%	10%	Customer Service
City water and sewer services	74%	64%	10%	Major Categories of City Services
Fire personnel response time to medical emergencies	90%	80%	10%	Police and Fire Services

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

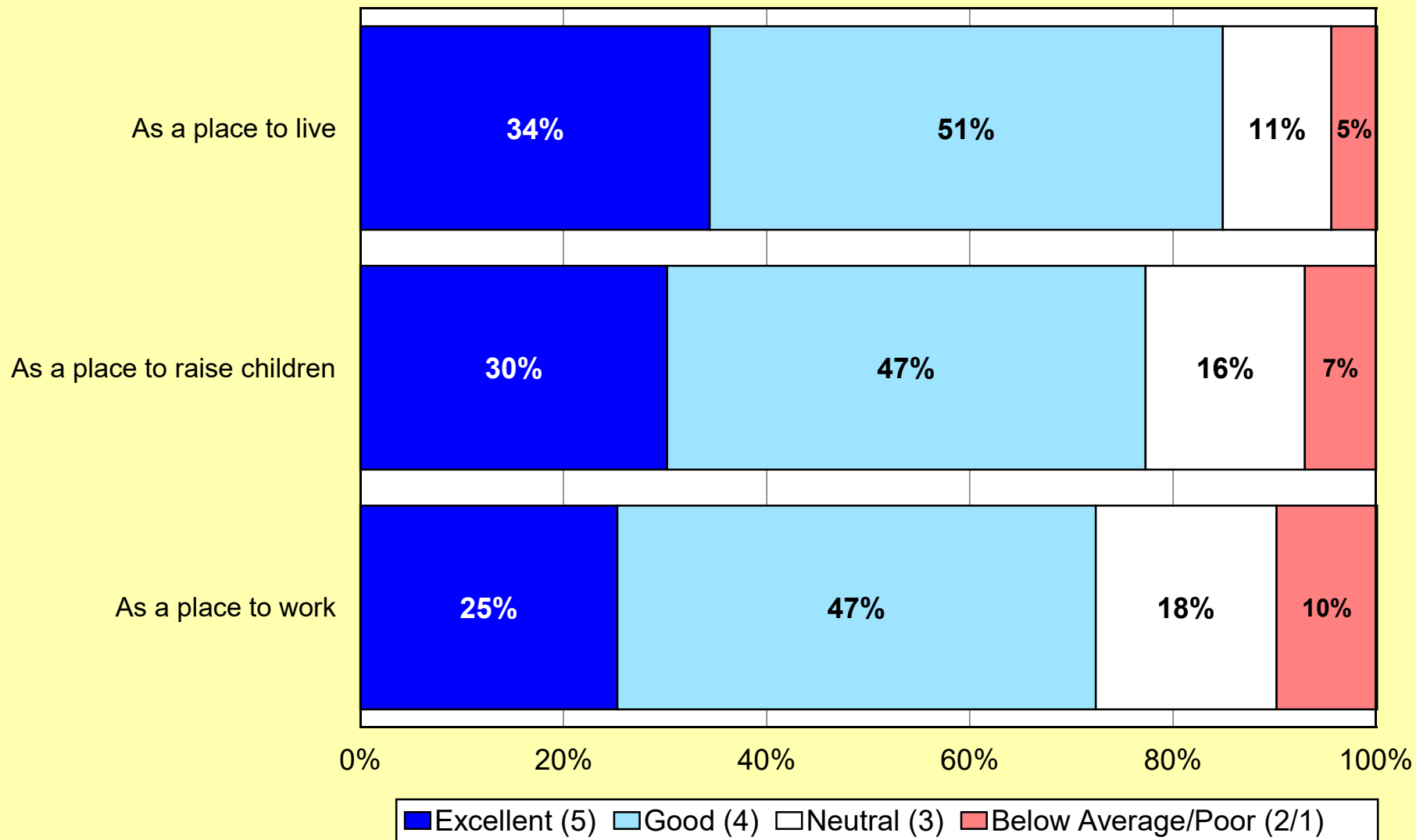
- Priorities within Departments/Specific Areas:** This analysis reviewed the importance of and satisfaction with services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:

- **Police and Fire:** the City's overall efforts to prevent crime and the visibility of police in neighborhoods
- **Public Transit:** timeliness of WSTA fixed route bus services, overall satisfaction with WSTA fixed route bus services, overall satisfaction with WSTA Trans-AID bus services, and cleanliness of WSTA buses
- **Streets and Transportation:** maintenance of City streets throughout the City, maintenance of neighborhood streets, availability of sidewalks throughout the City, litter pick-up along City streets, and amount of traffic congestion on City streets
- **Community Development:** enforcing clean-up of trash/debris on private property, demolishing vacant structures that are nuisance properties, City housing rehabilitation programs, enforcing mowing/cutting of weeds on private property, and enforcing exterior maintenance of residential property
- **Recreation and Parks:** the City's youth programs and activities and maintenance of City parks
- **Solid Waste:** quality of brush pick-up services, quality of leaf collection services, and quality of bulky item pick-up services
- **Water, Sewer, and Stormwater:** affordability of water/sewer and stormwater bills, overall quality of household drinking water, and condition and cleanliness of catch basins

Section 1:
Charts and Graphs

Q1. Overall Ratings for the City of Winston-Salem

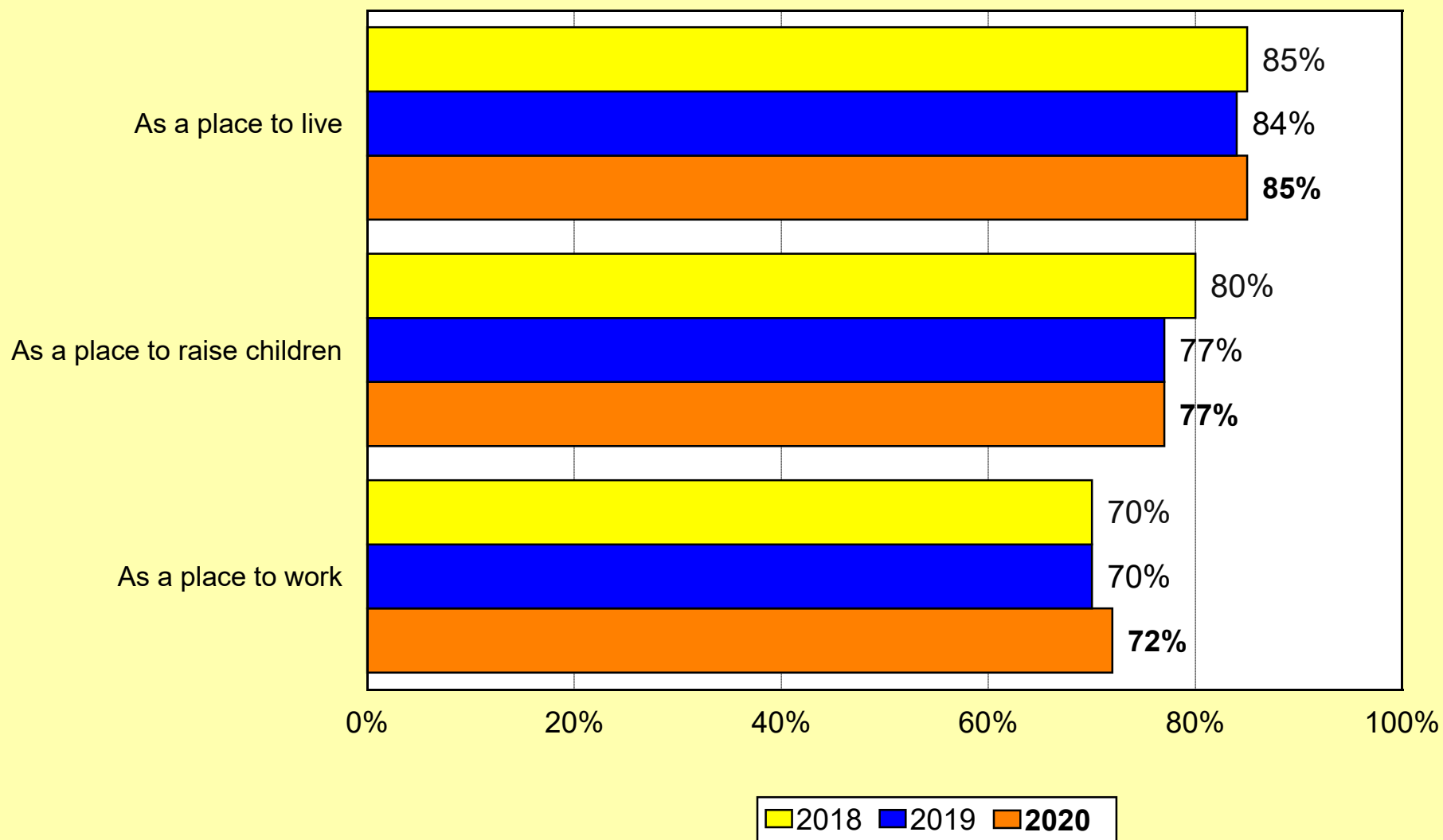
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Overall Ratings for the City of Winston-Salem 2018 to 2020

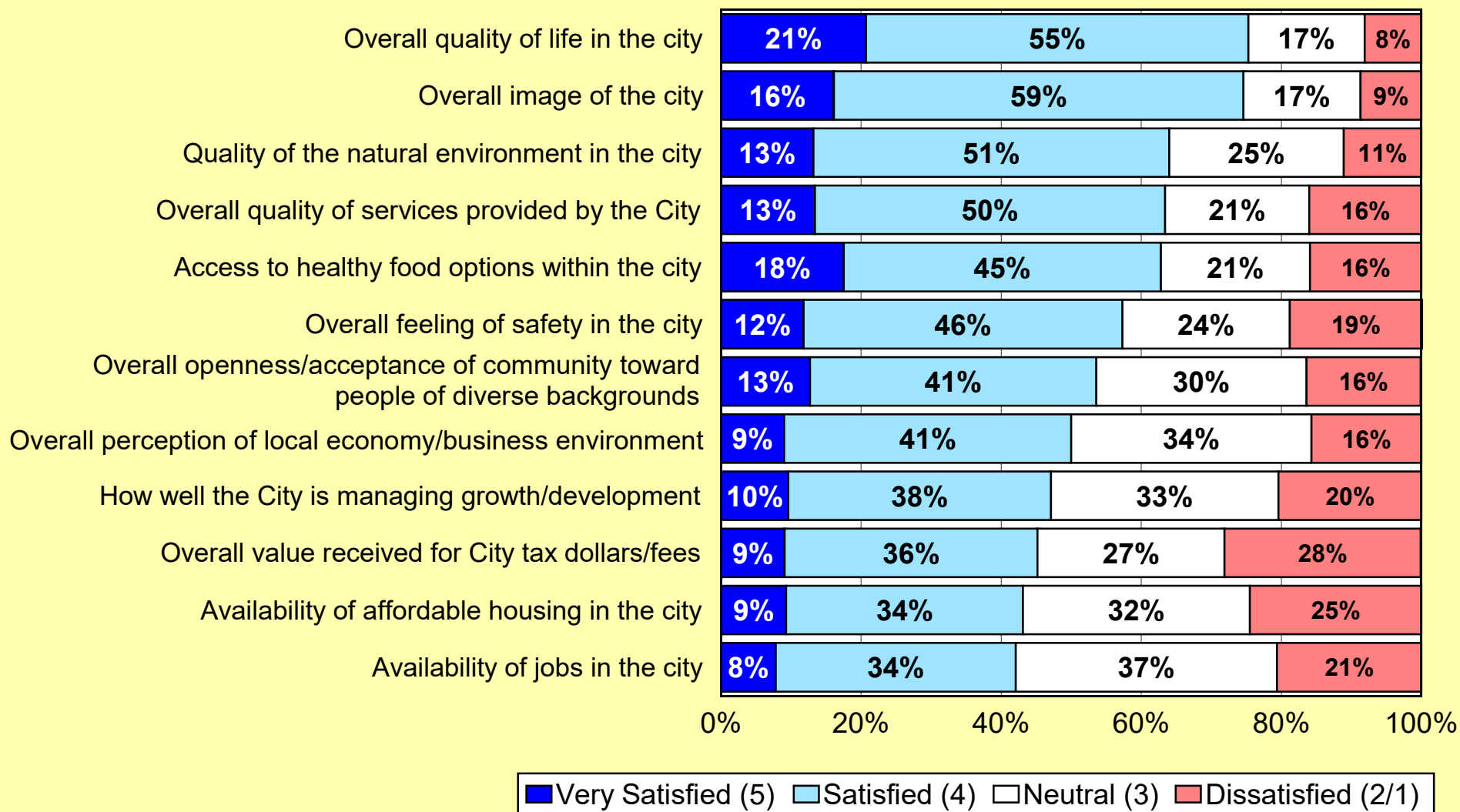
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q2. Satisfaction with Items That Influence Perceptions of the City

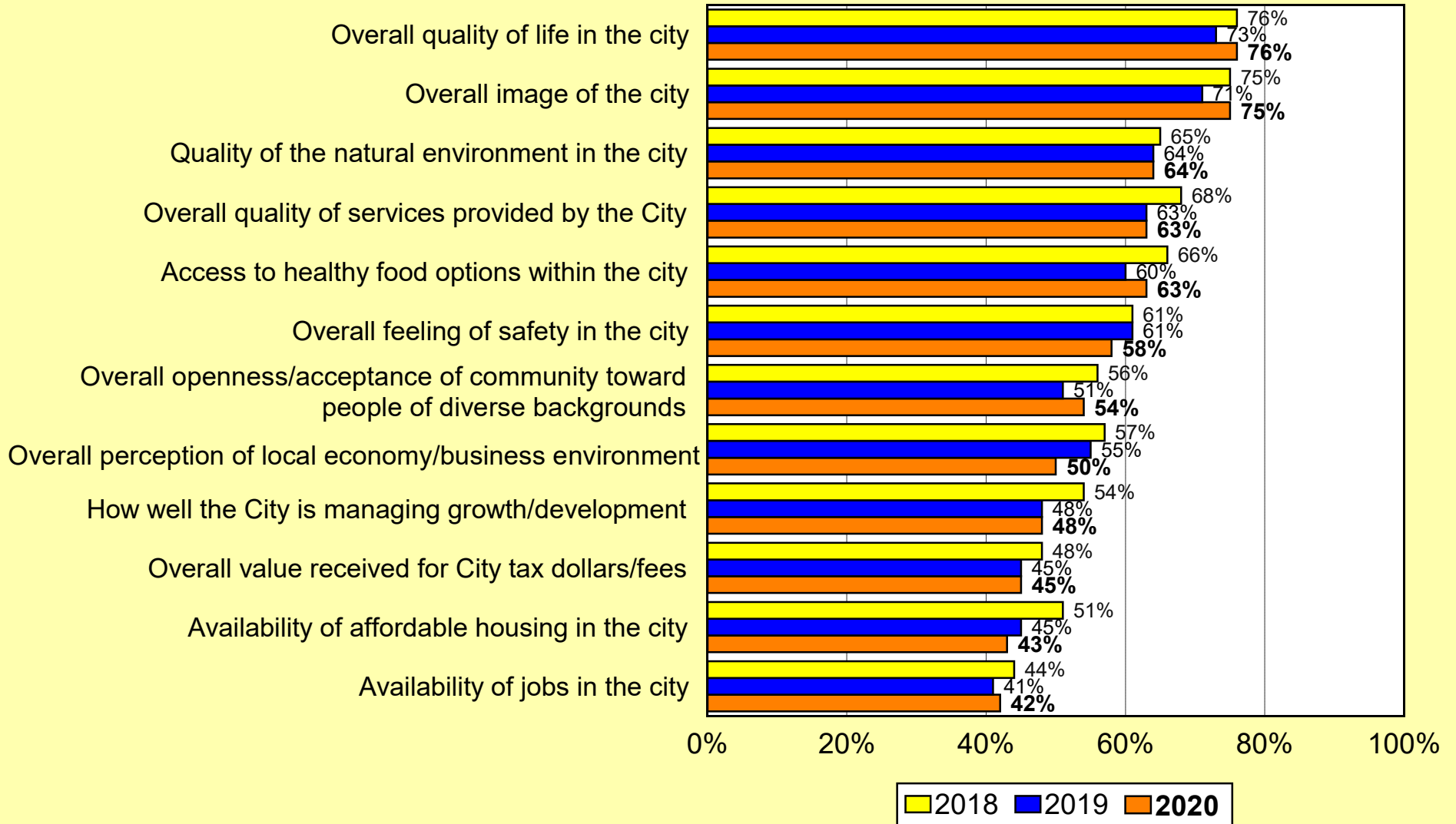
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2018 to 2020

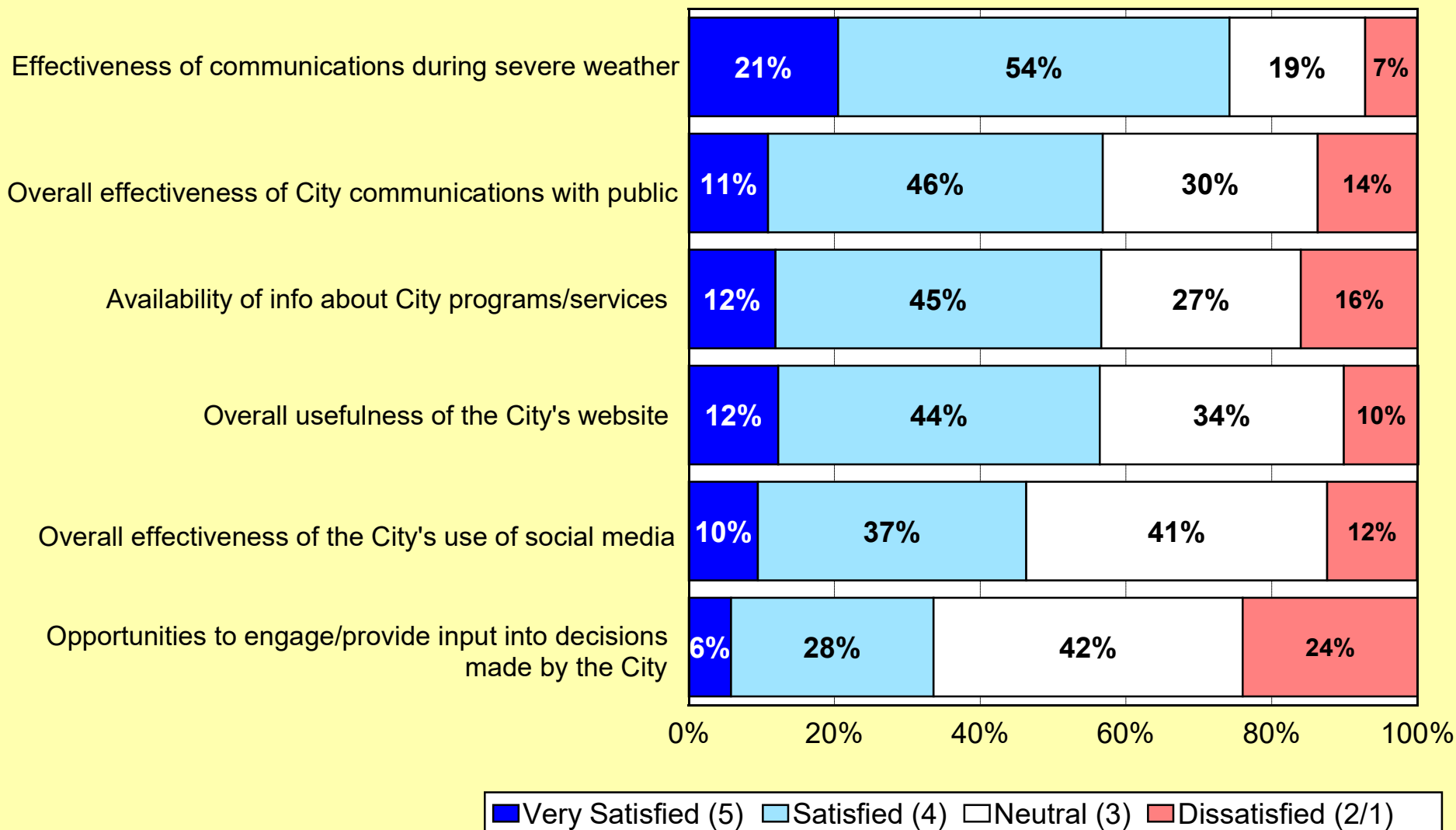
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q3. Satisfaction with Communications Services

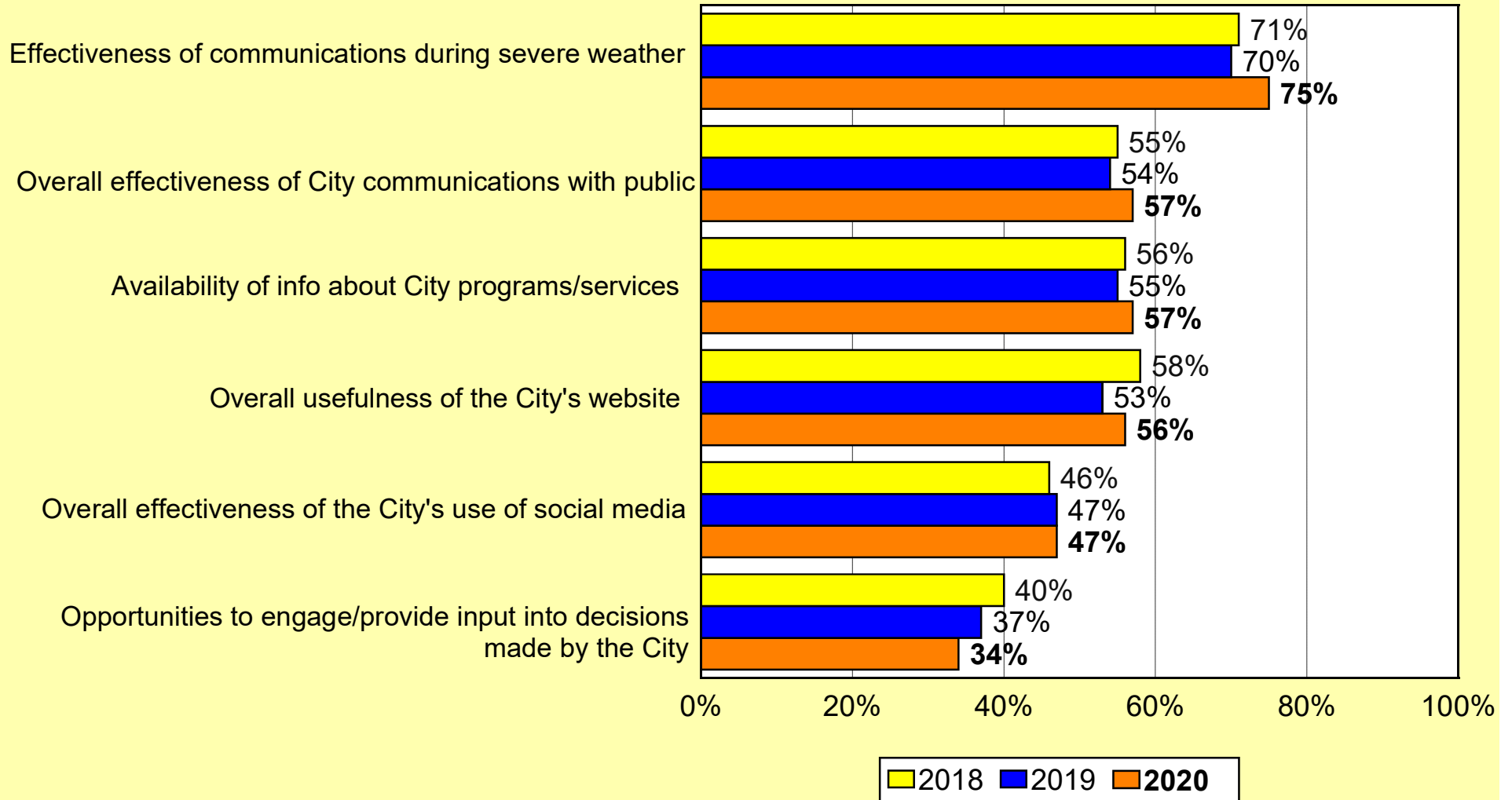
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Communications Services 2018 to 2020

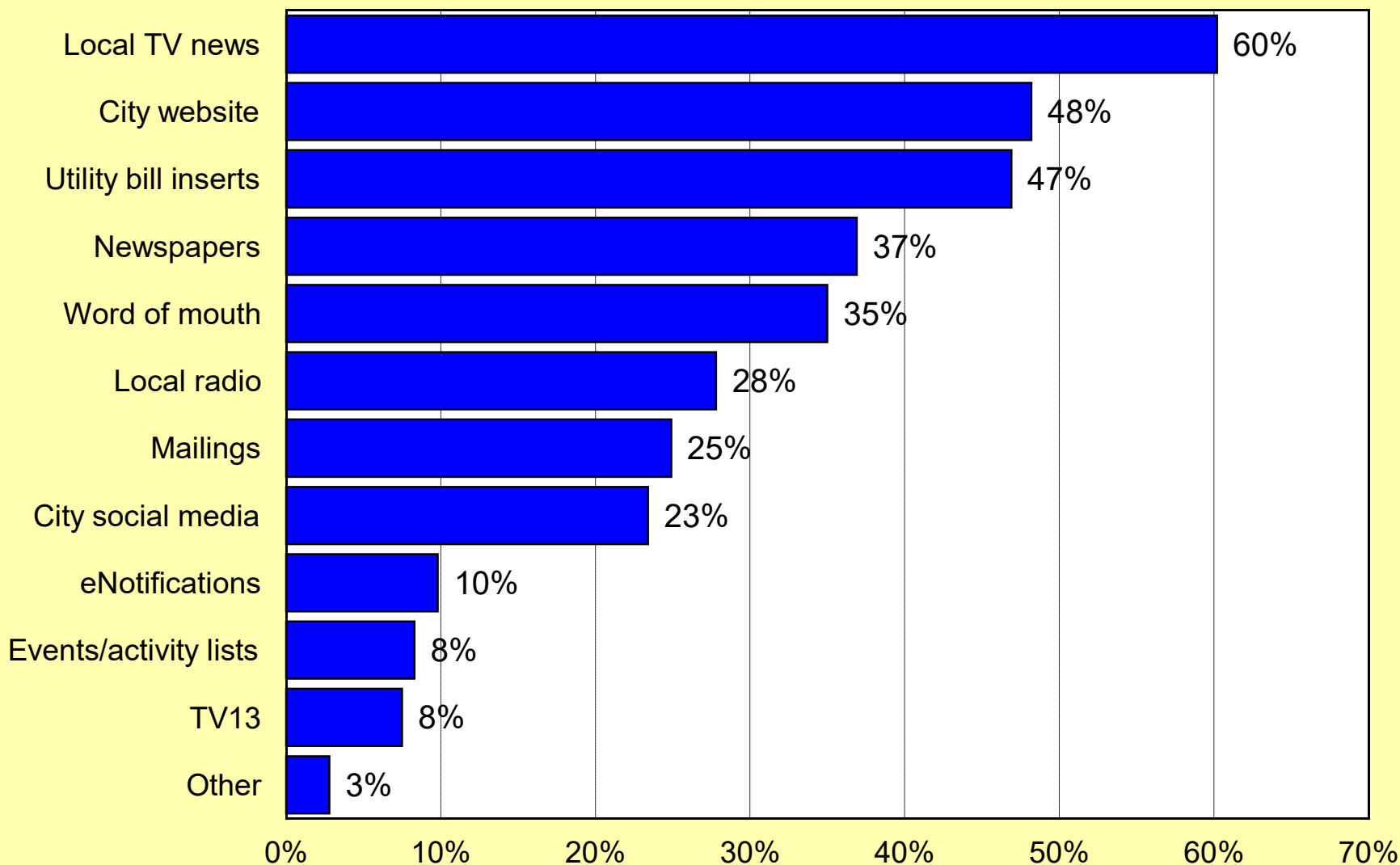
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

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

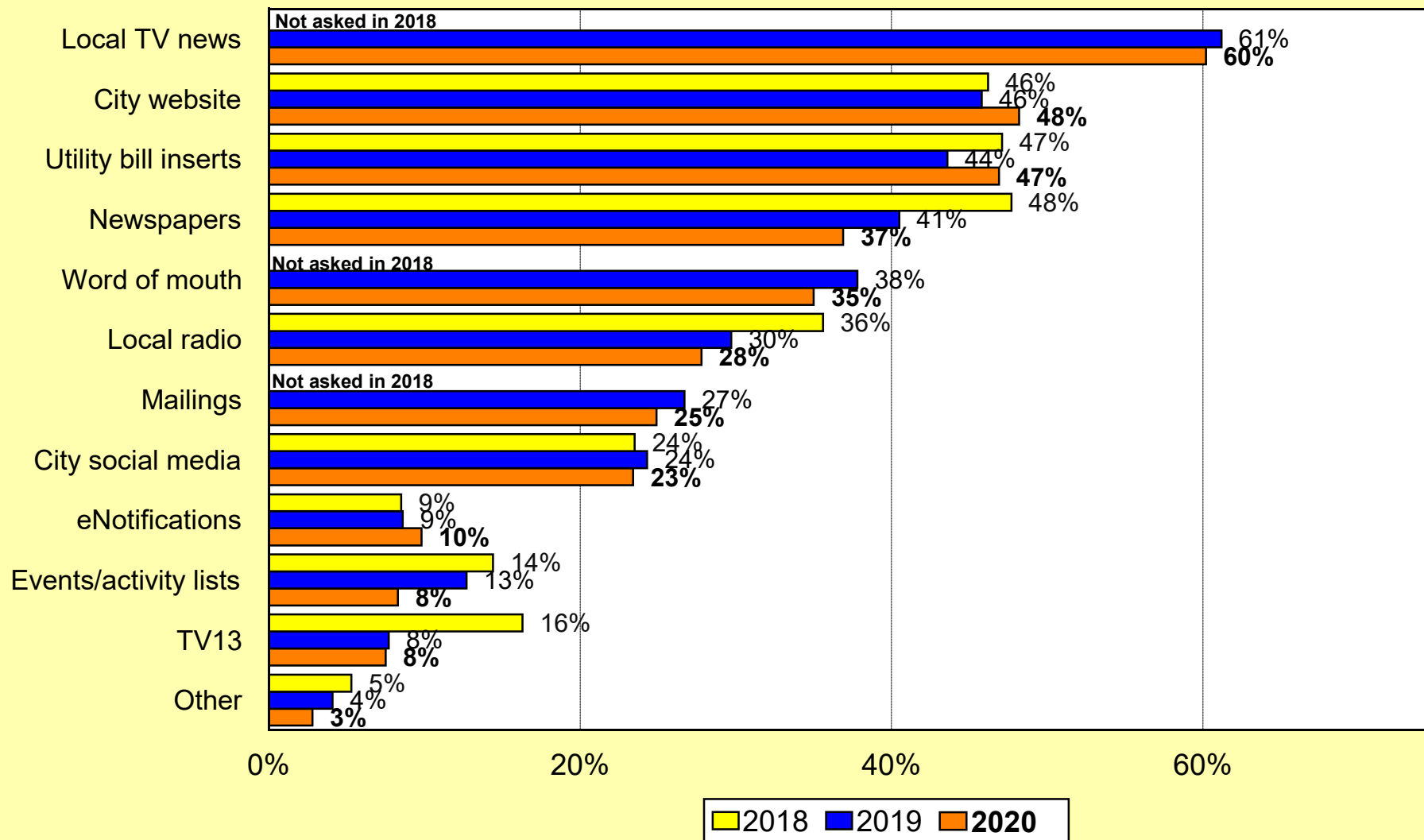
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

TRENDS: How Residents Get Information About Programs and Services Offered by the City 2018 to 2020

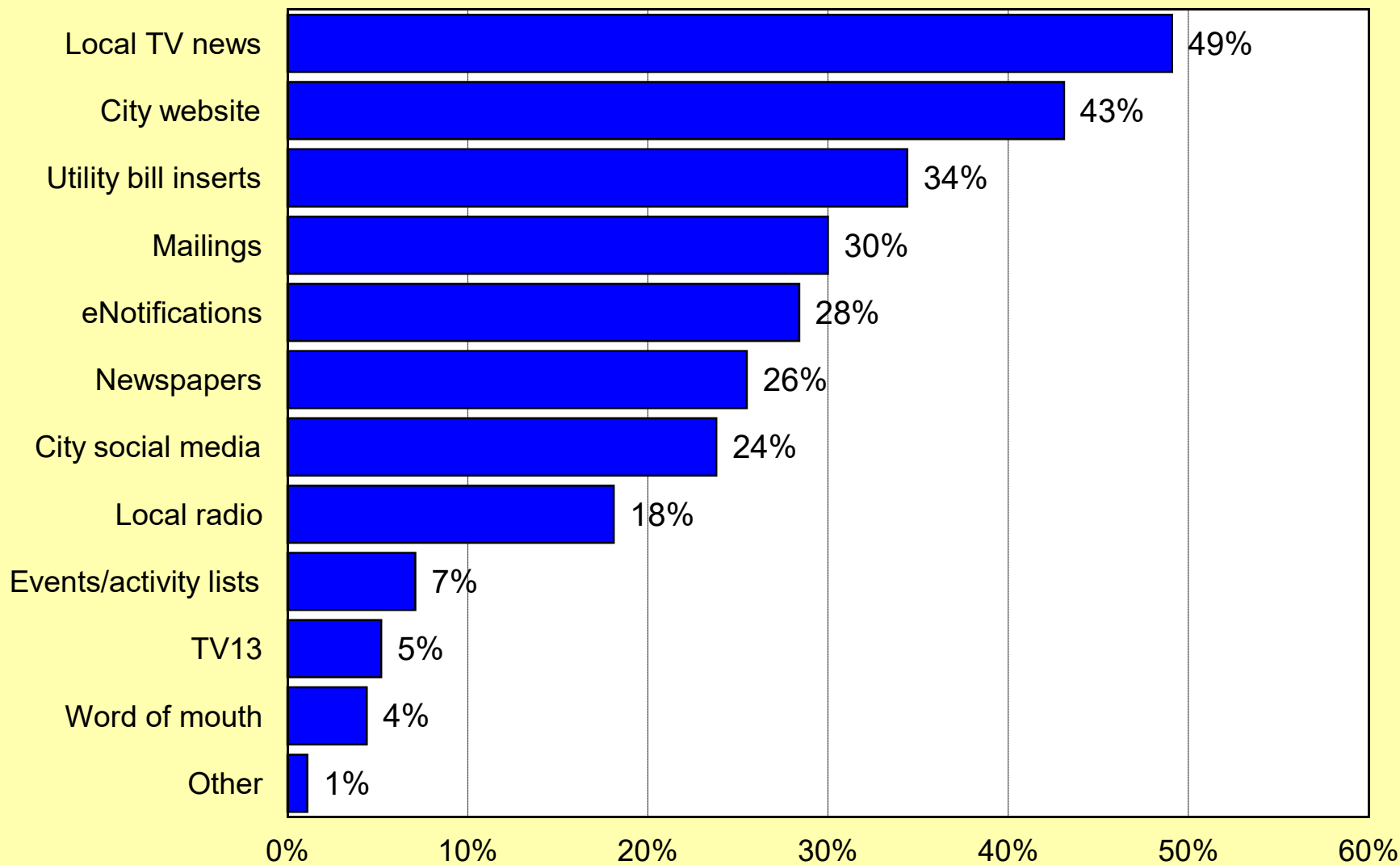
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

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

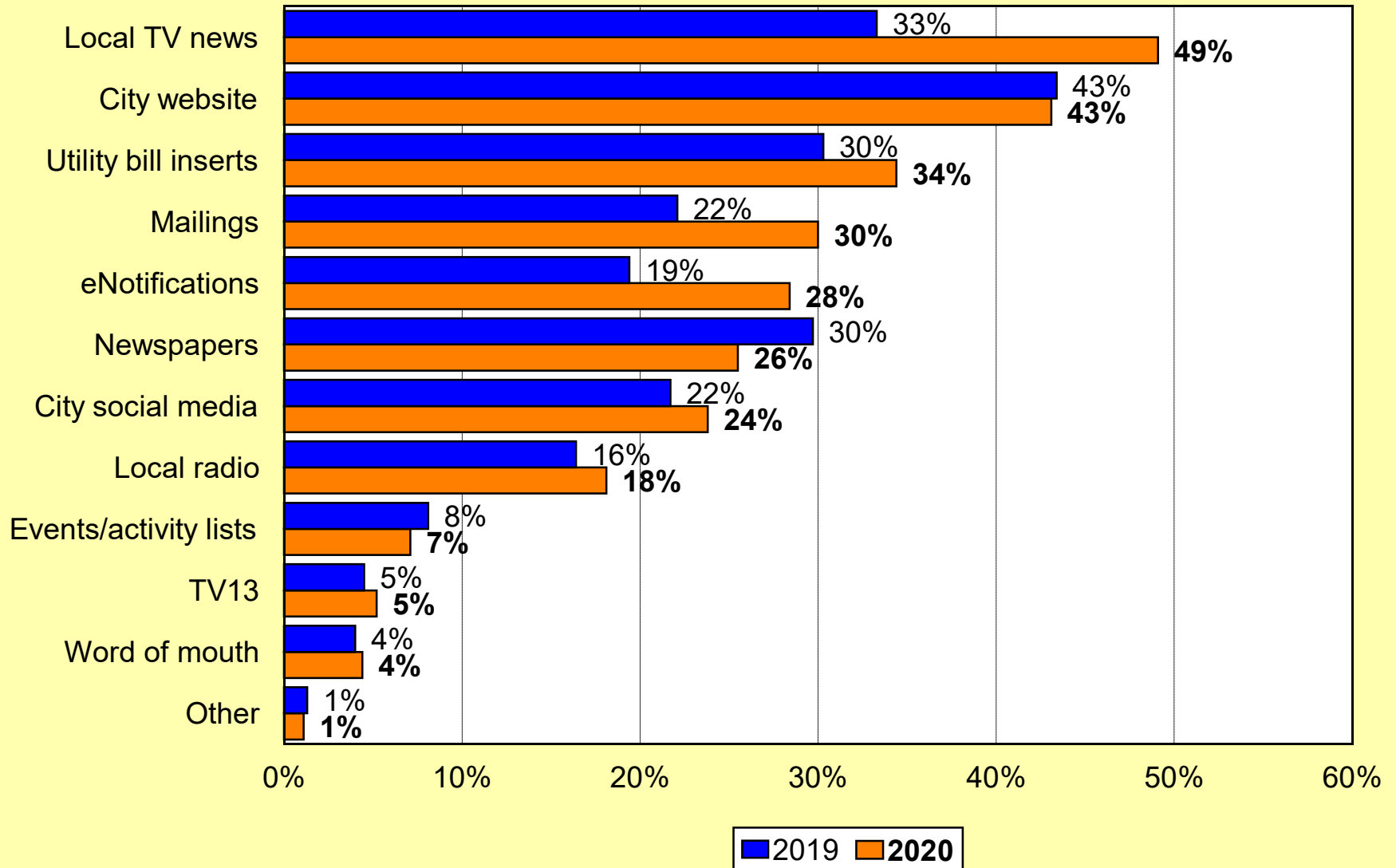
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

TRENDS: How Residents Prefer to Get Information About Programs and Services Offered by the City 2019 vs. 2020

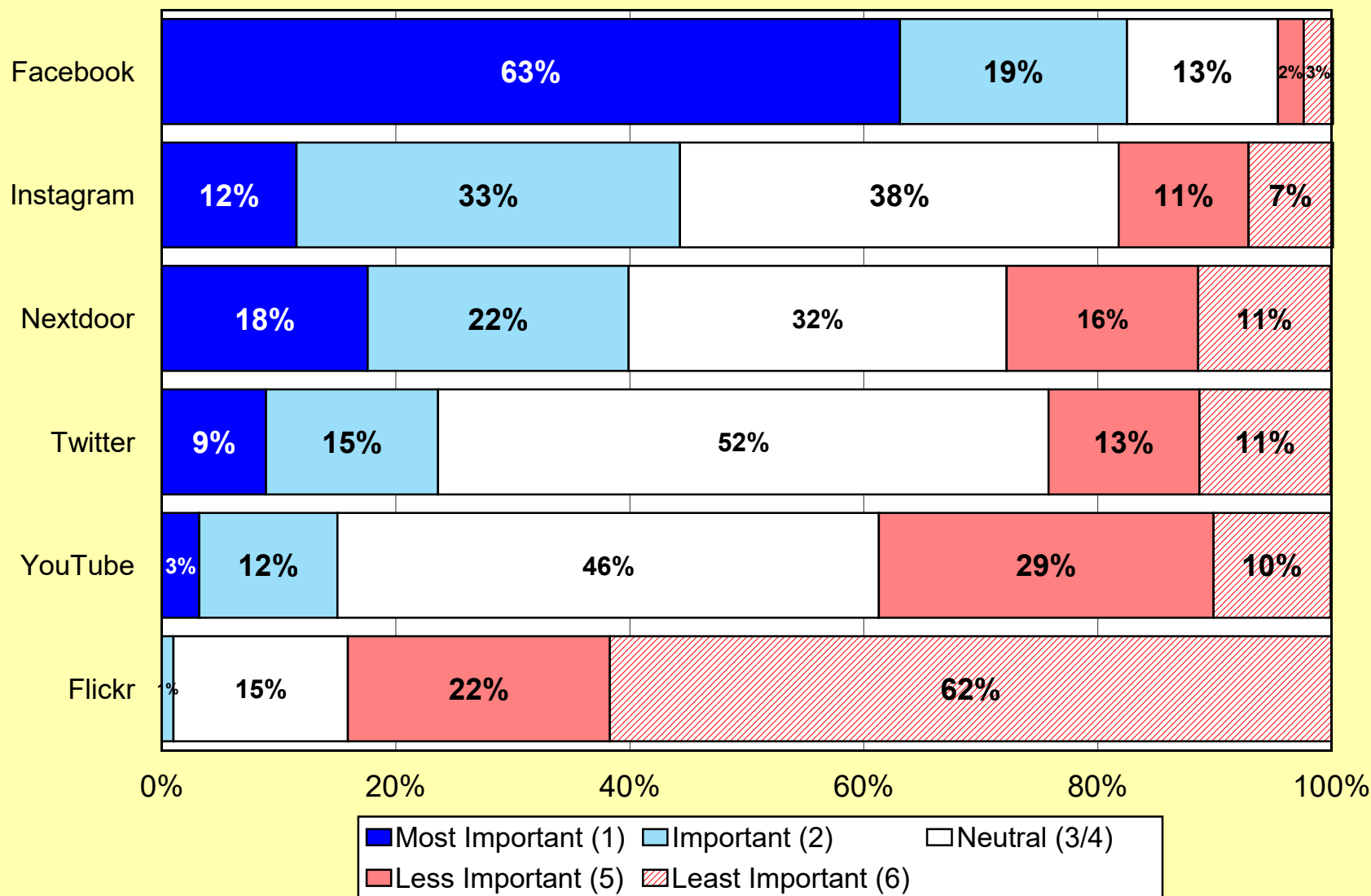
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q5a. How Residents Would Prioritize the Following City Social Media Platforms

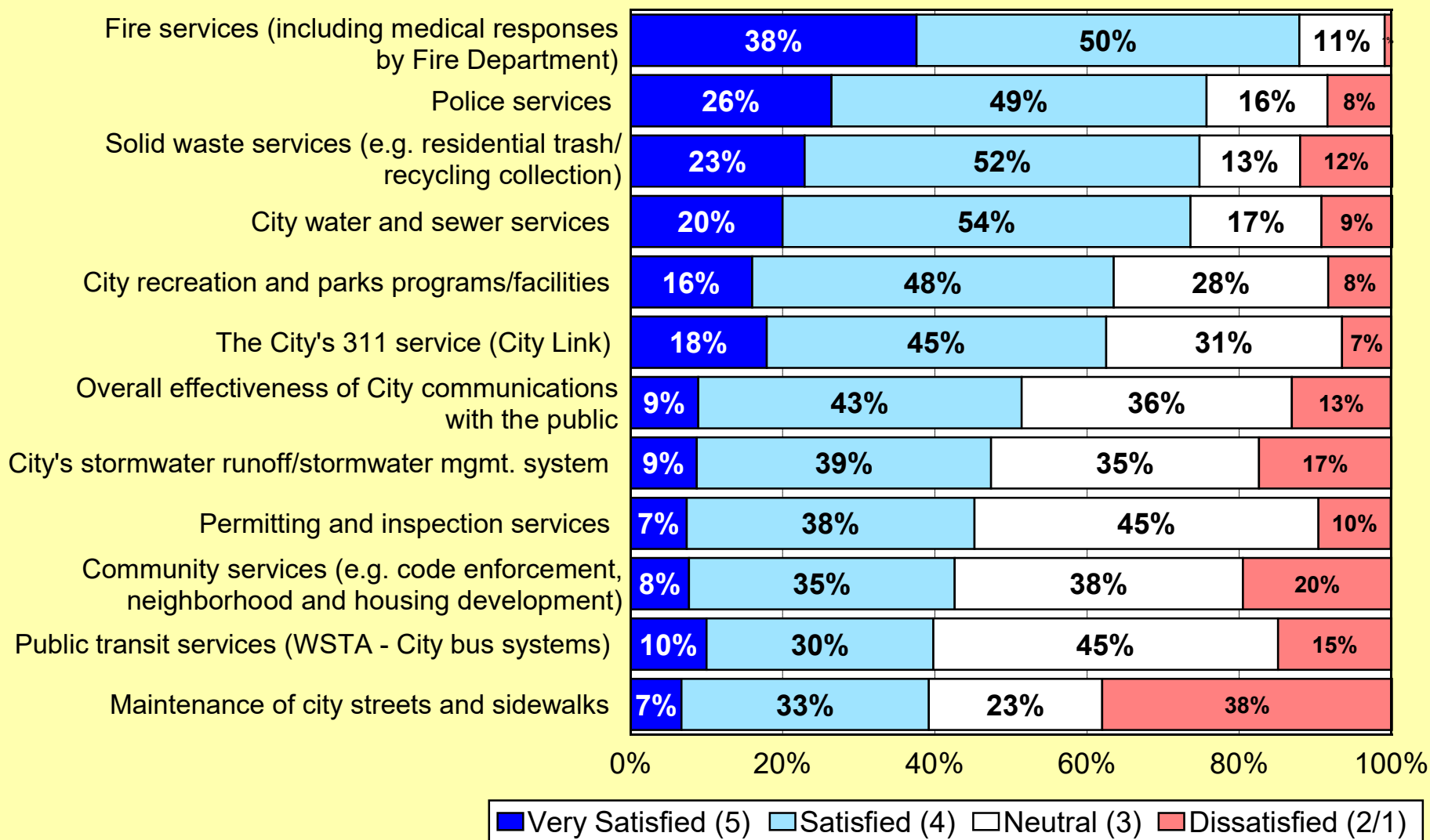
by percentage of respondents who selected "City social media" in Question 5 and rated the item as a 1 to 6 on a 6-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q6. Overall Satisfaction with City Services by Major Category

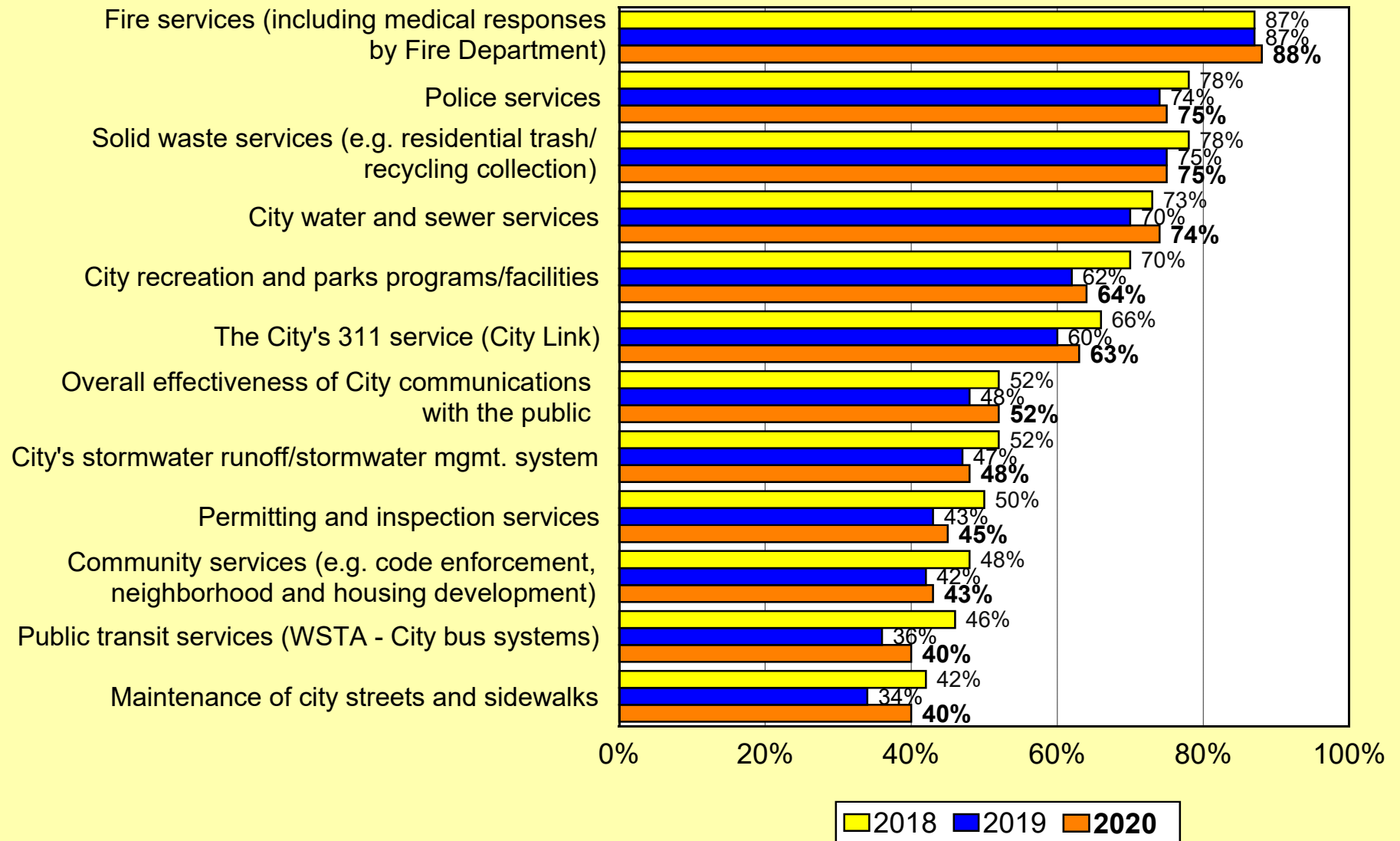
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Overall Satisfaction with City Services by Major Category - 2018 to 2020

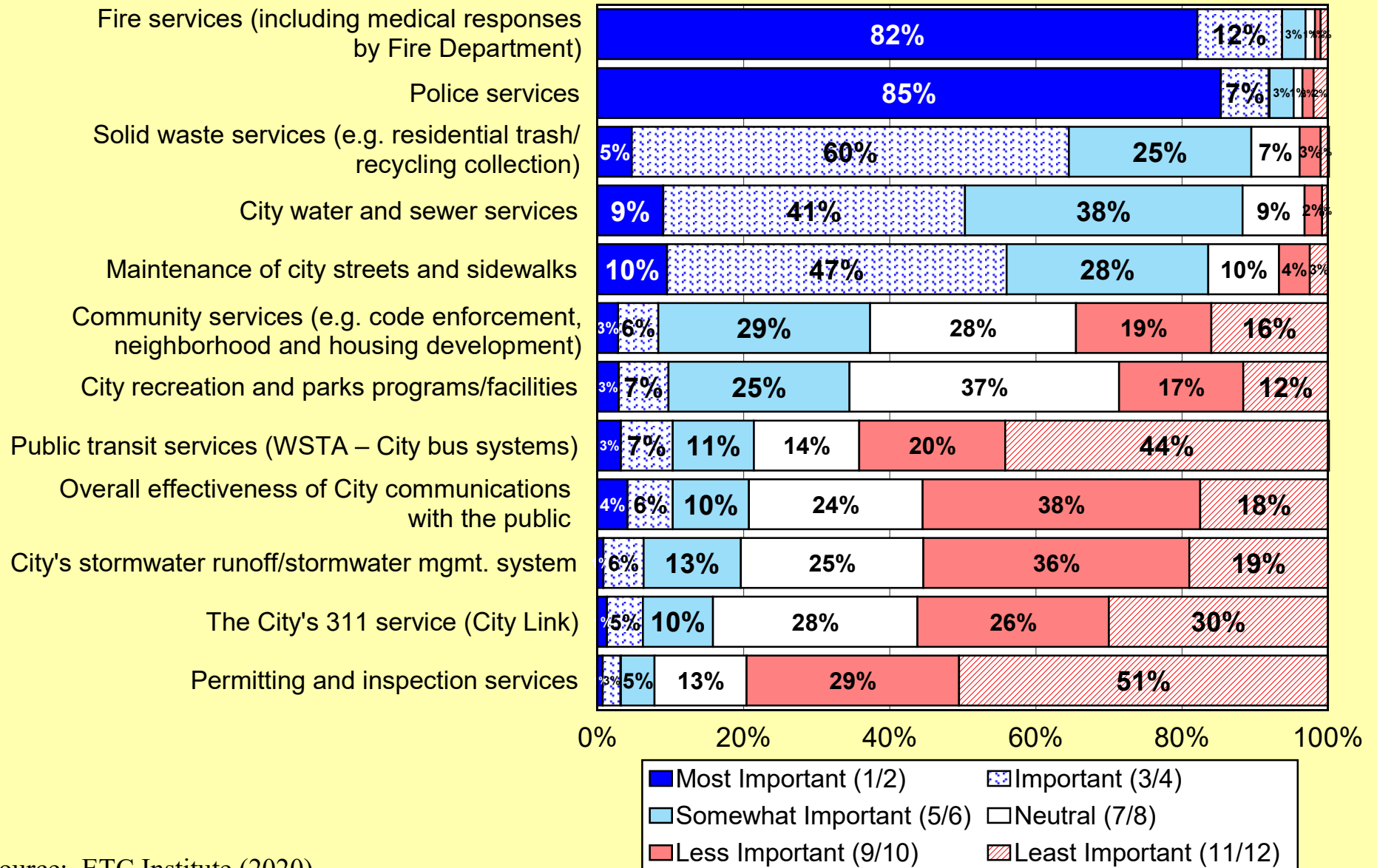
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q7. How Residents Would Prioritize the Following City Services

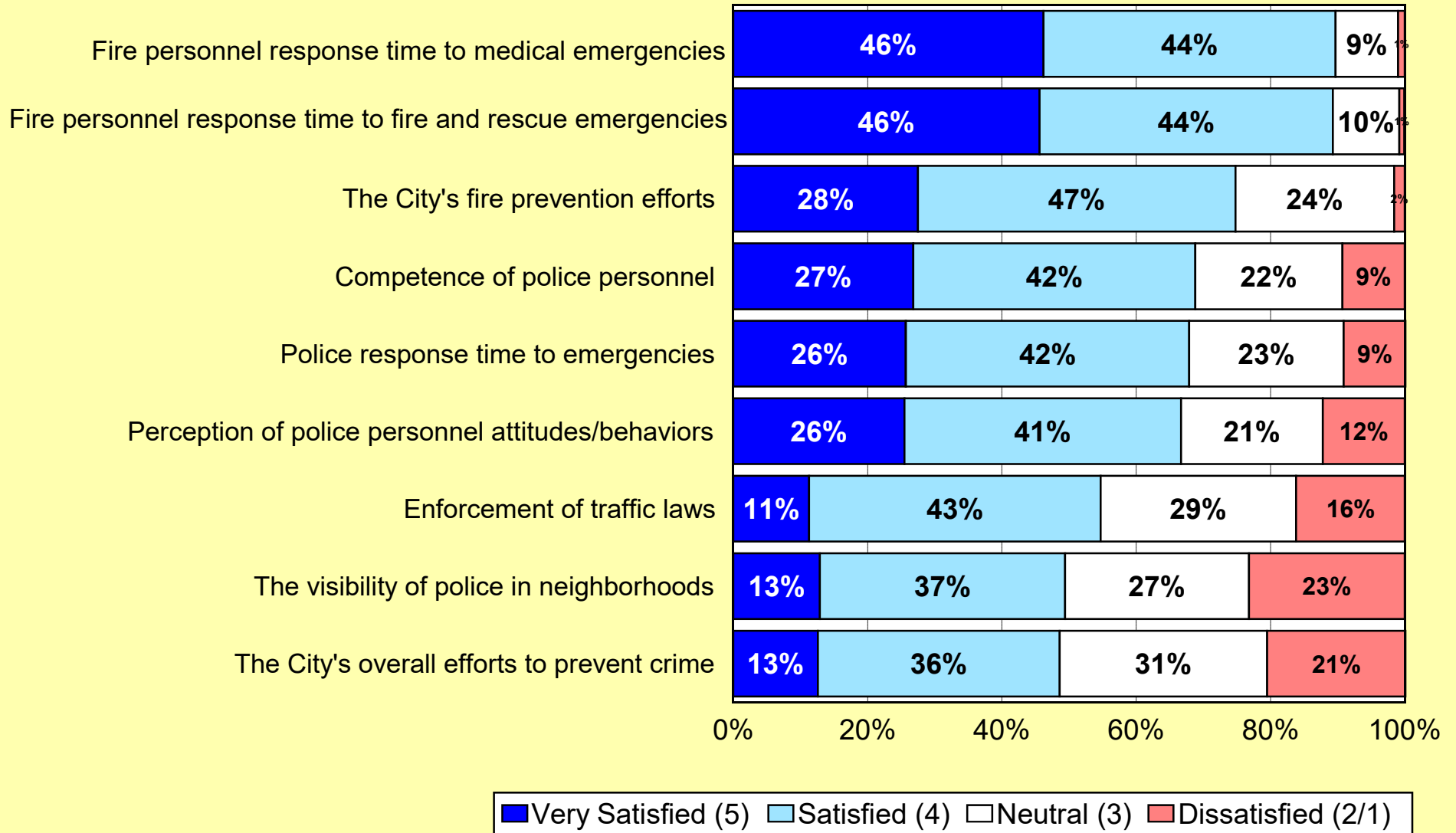
by percentage of respondents who rated the item as a 1 to 12 on a 12-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q8. Satisfaction with Police and Fire Services

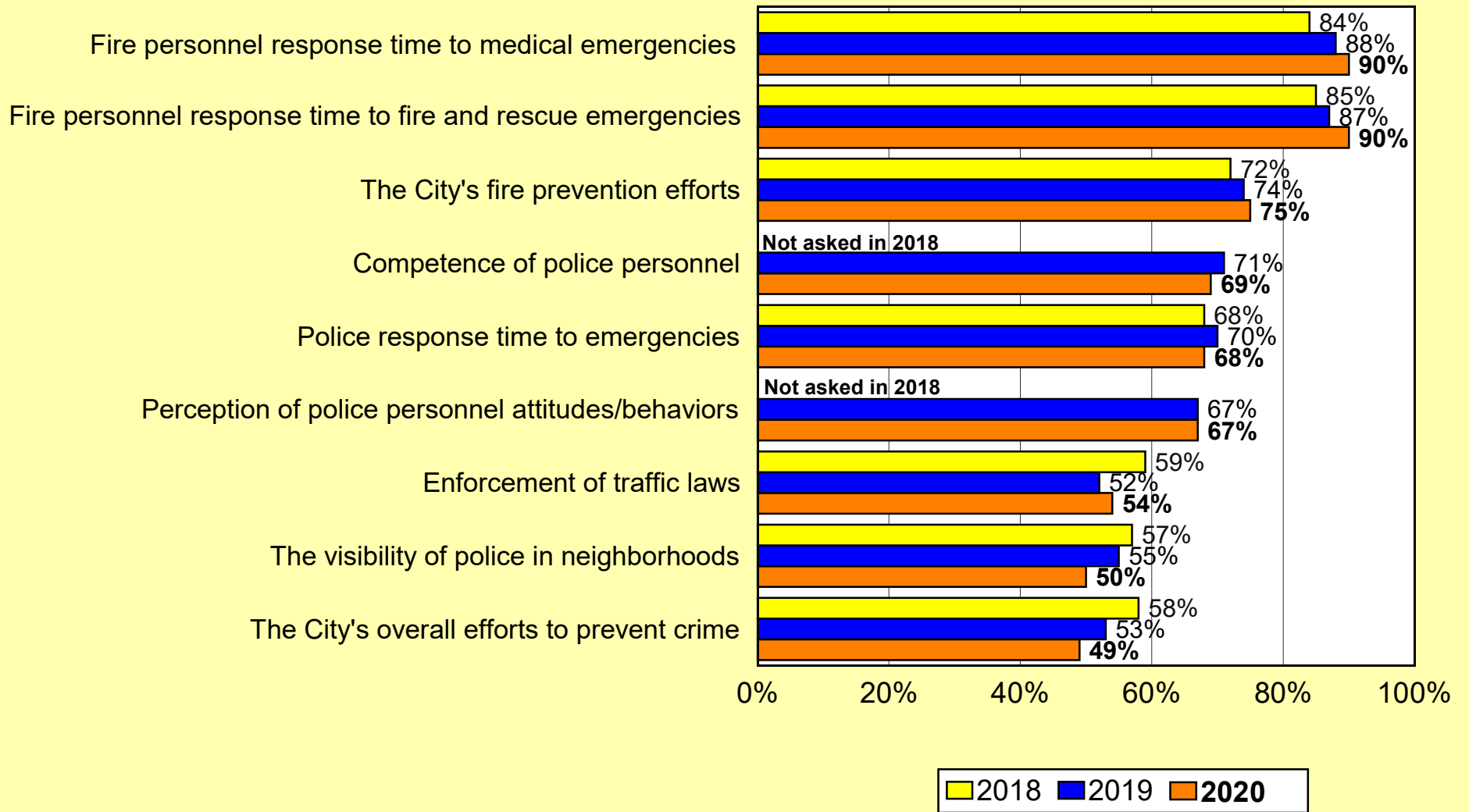
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Police and Fire Services 2018 to 2020

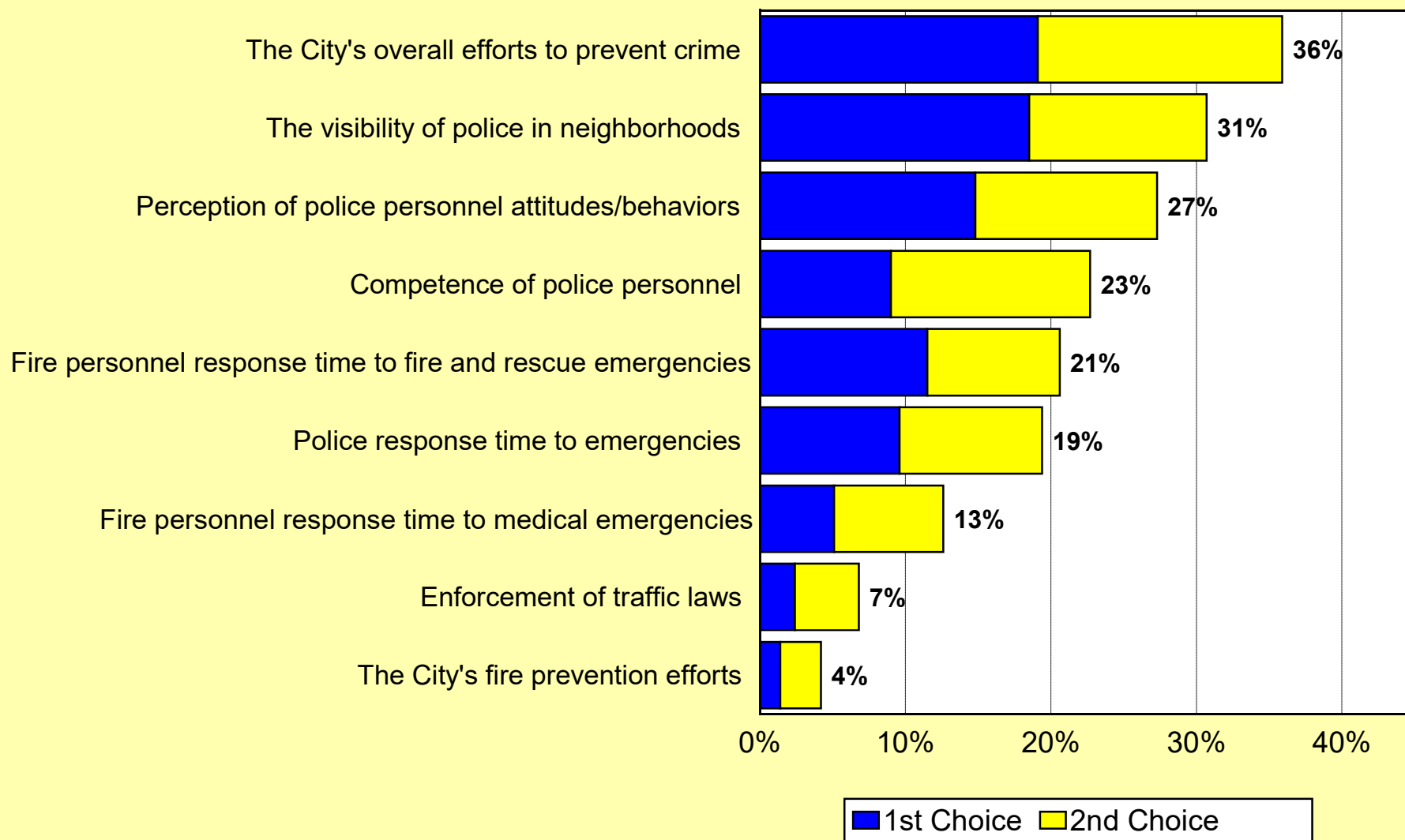
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q9. Police and Fire Services That Should Receive the Most Emphasis Over the Next Two Years

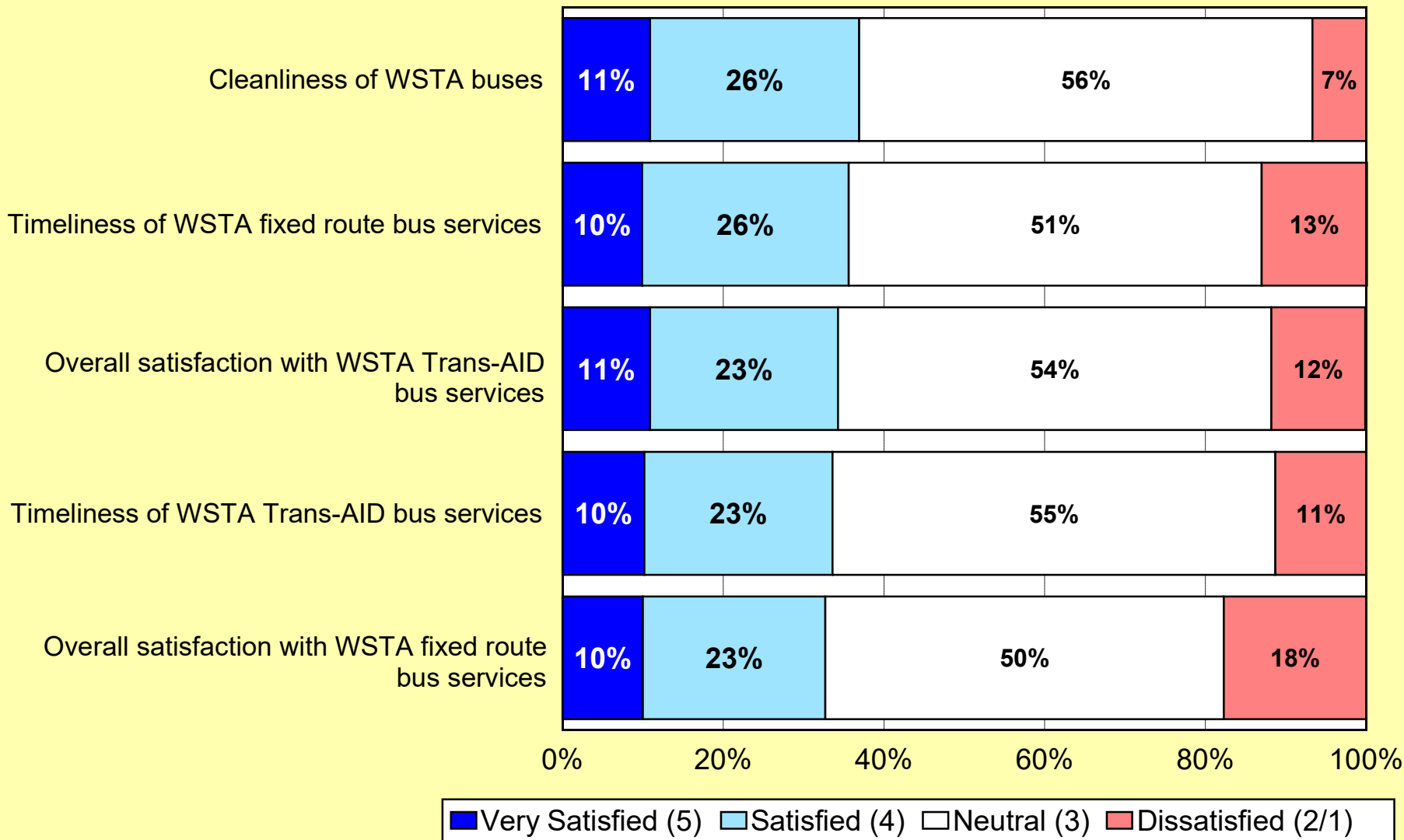
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q11. Satisfaction with Public Transit

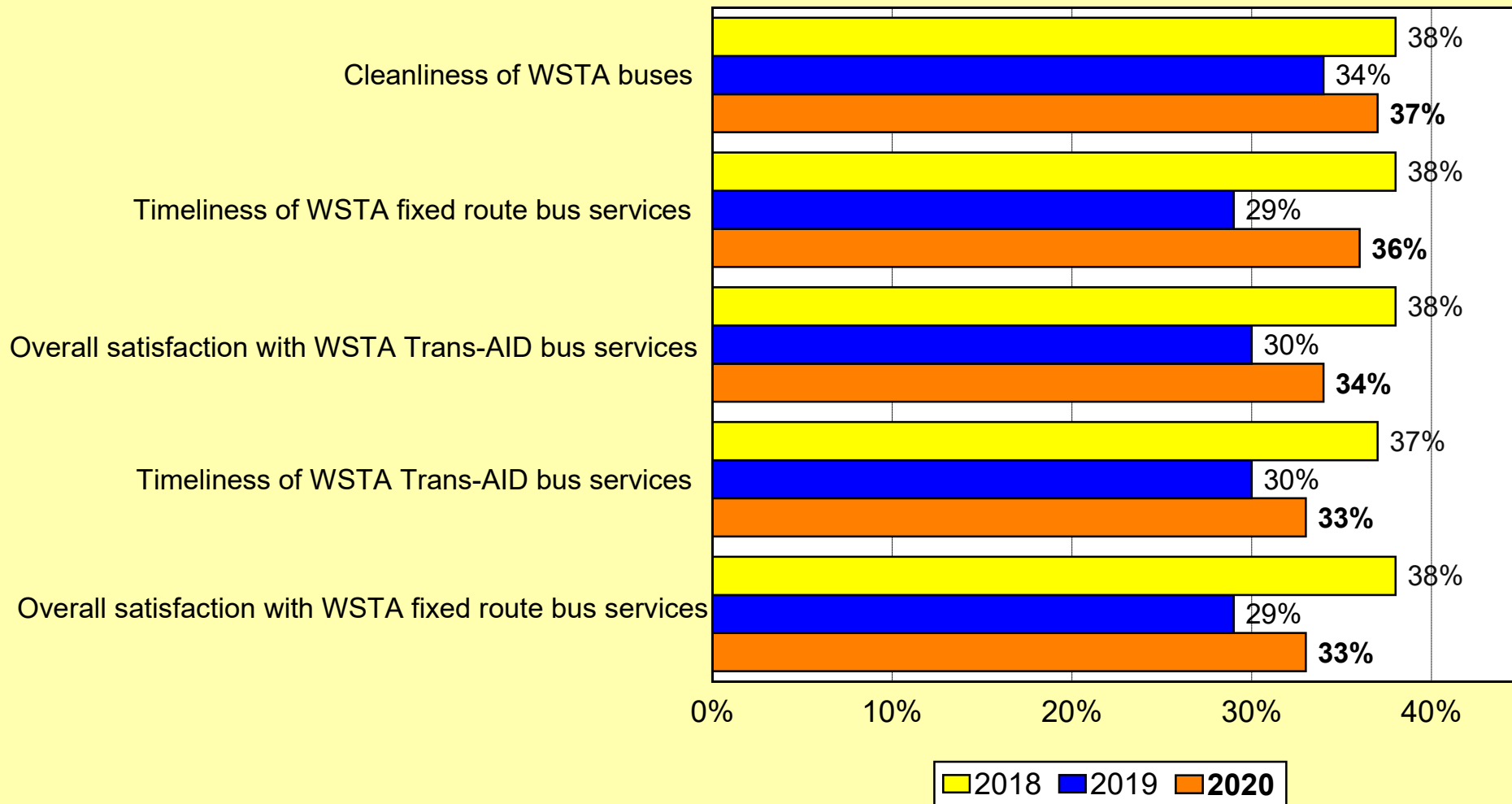
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Public Transportation 2018 to 2020

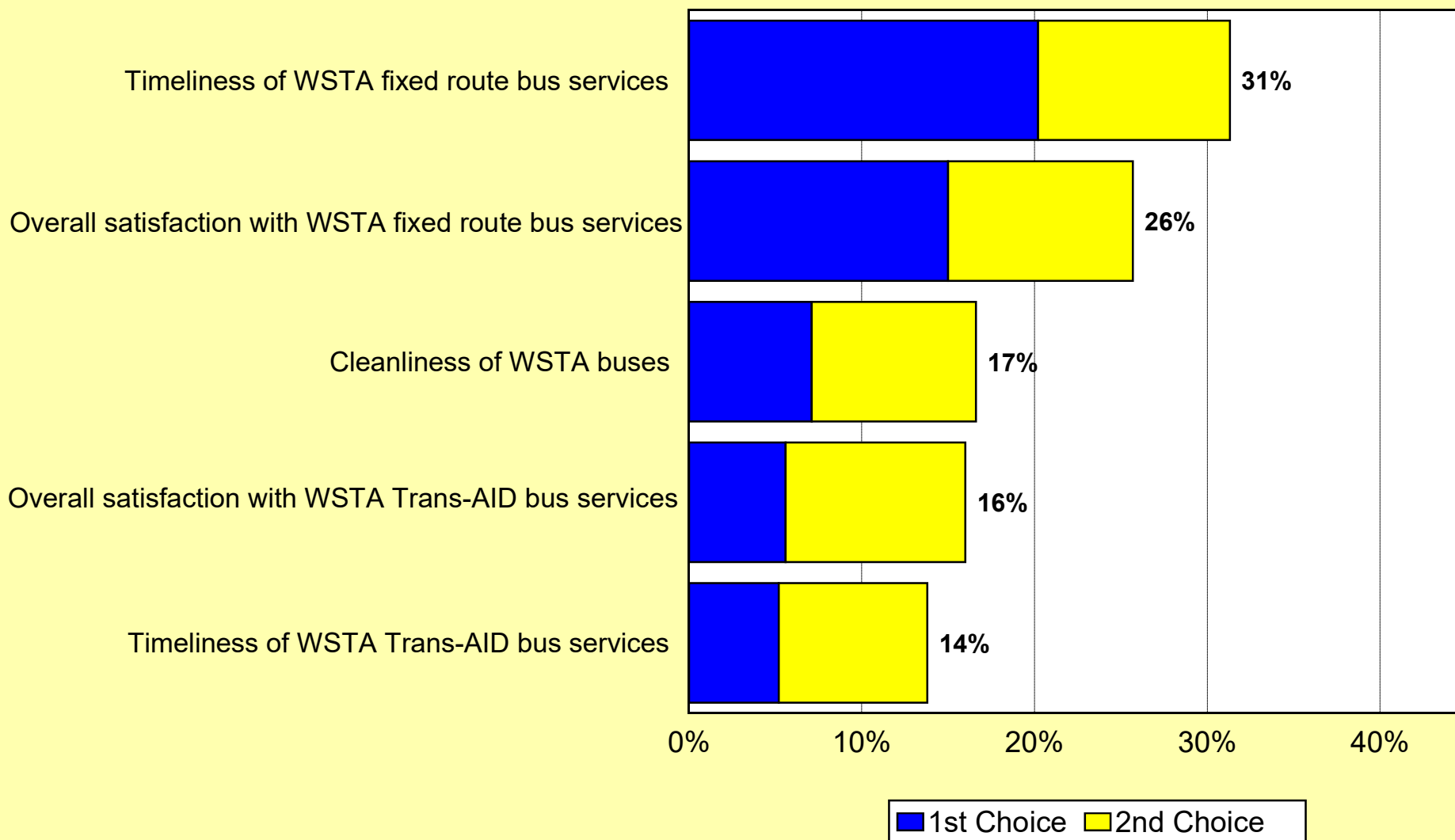
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q12. Public Transit Services That Should Receive the Most Emphasis Over the Next Two Years

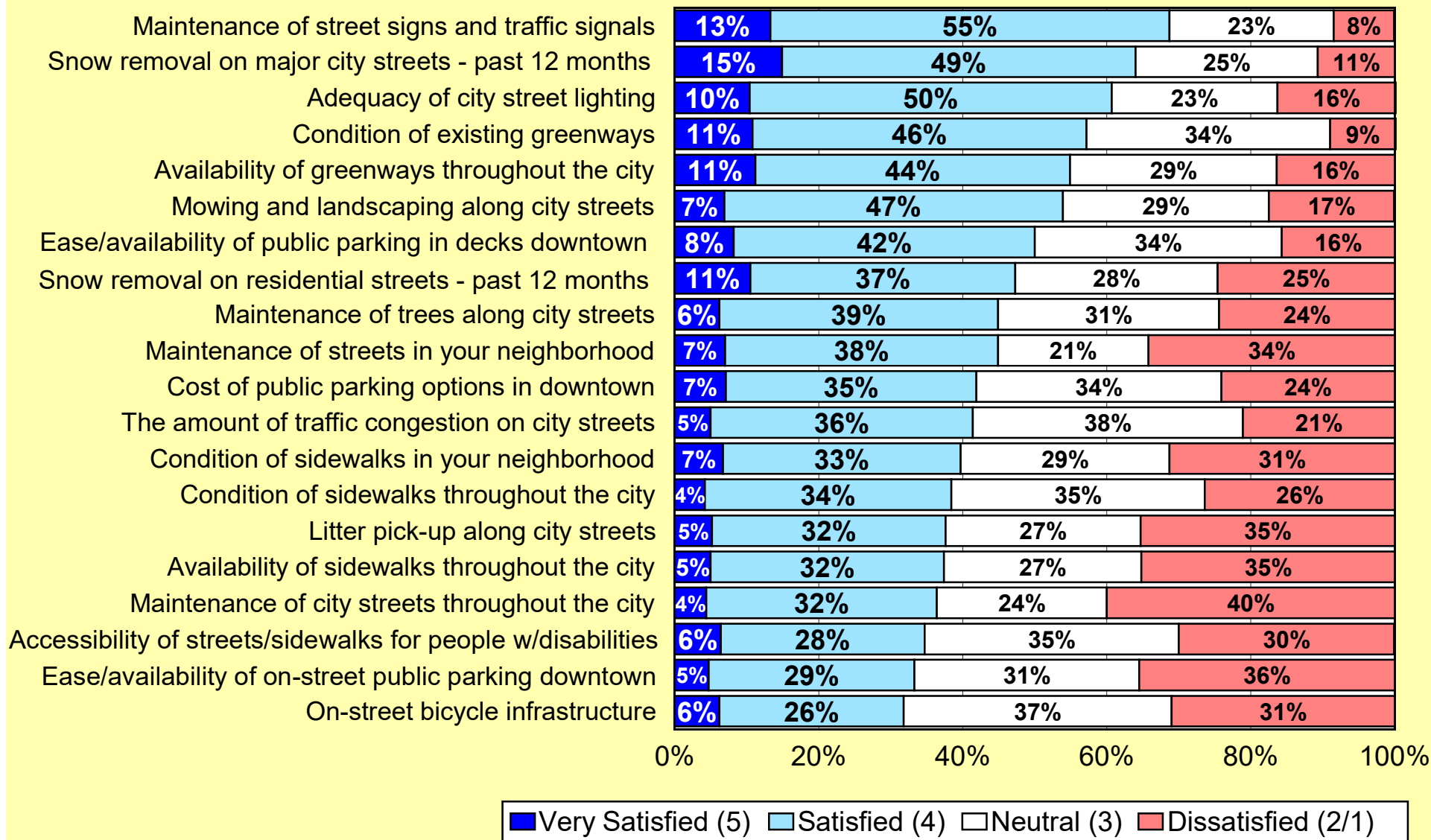
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q13. Satisfaction with Streets and Transportation

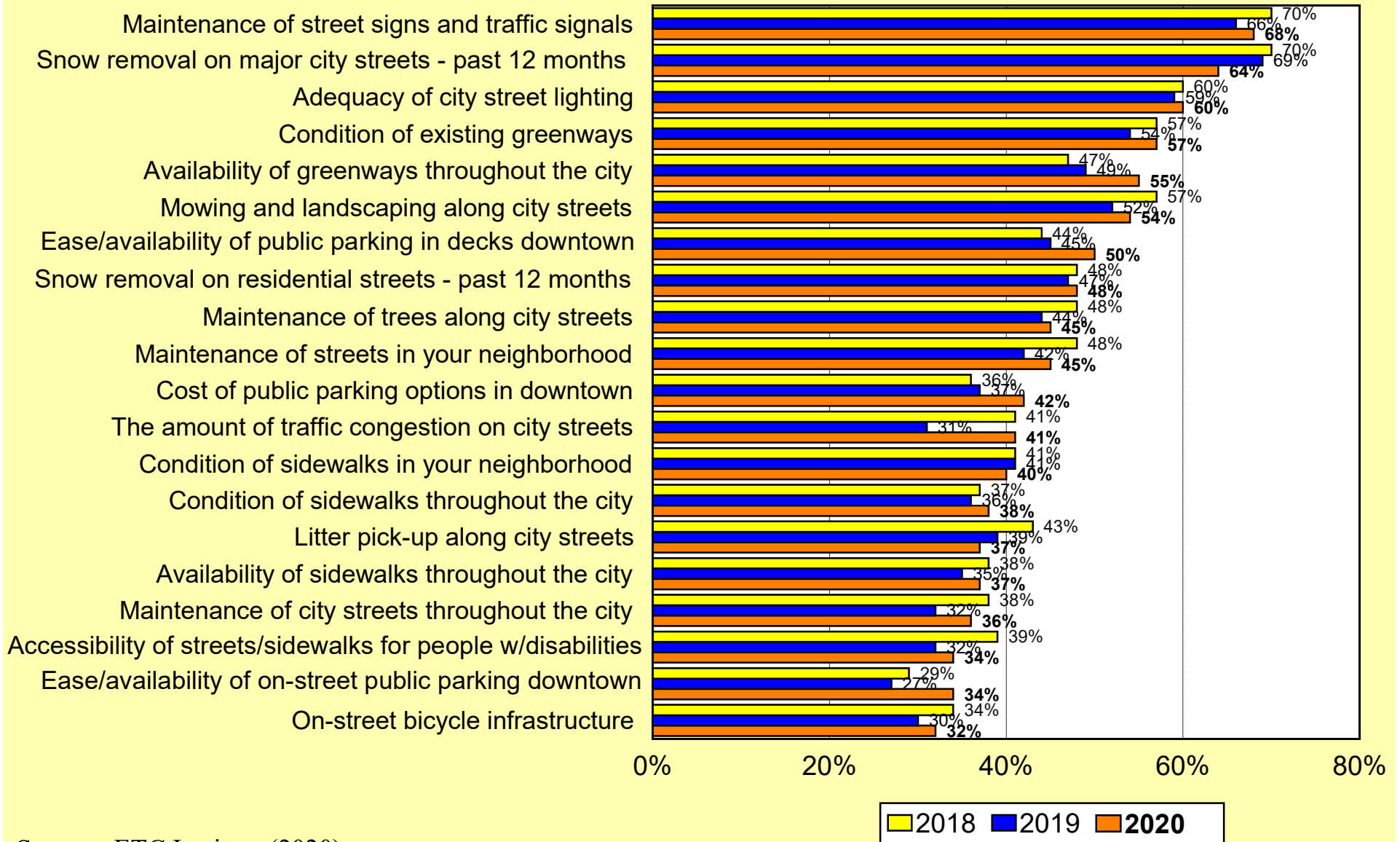
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Streets and Transportation 2018 to 2020

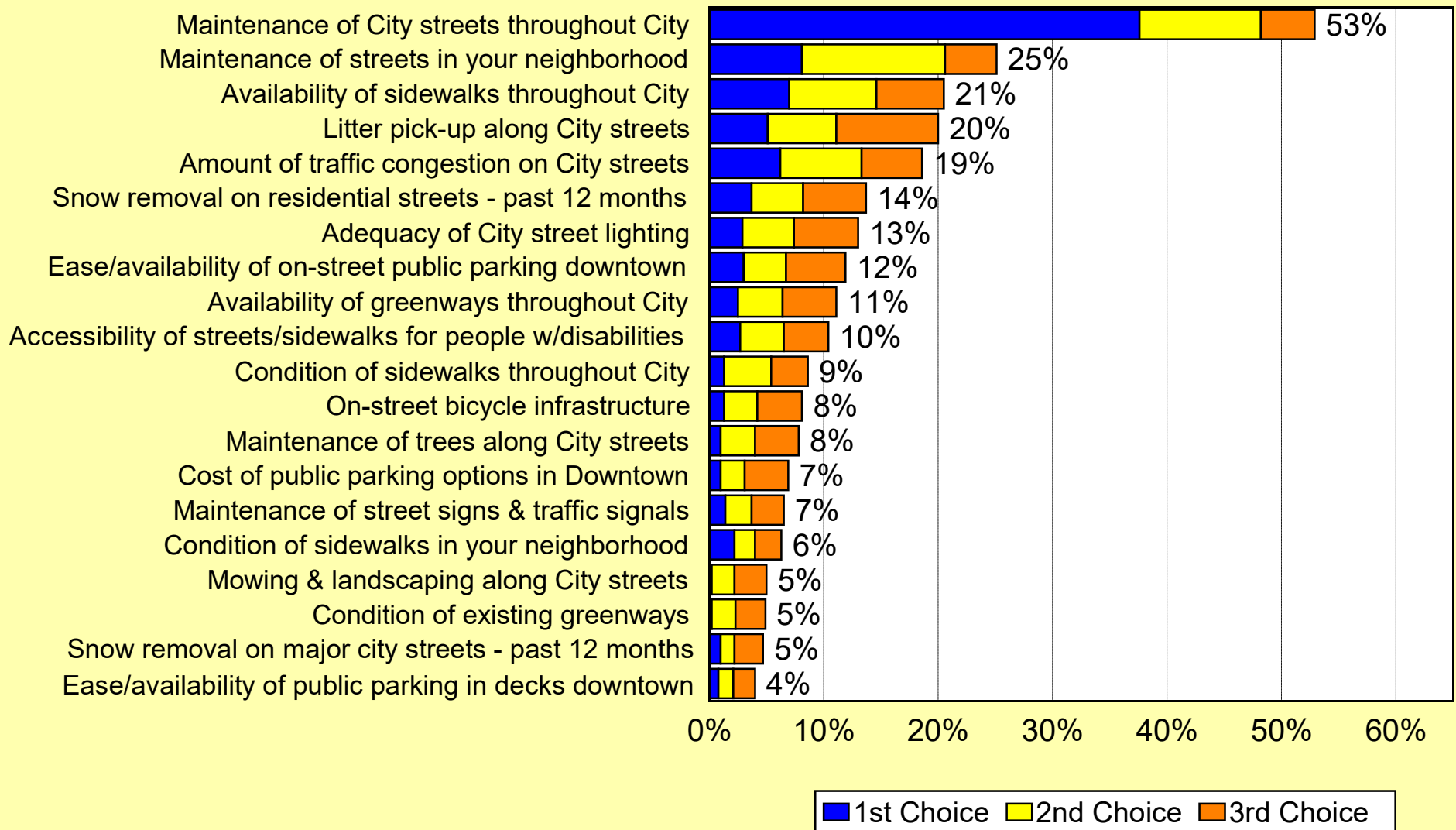
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q14. Streets and Transportation Services That Should Receive the Most Emphasis Over the Next Two Years

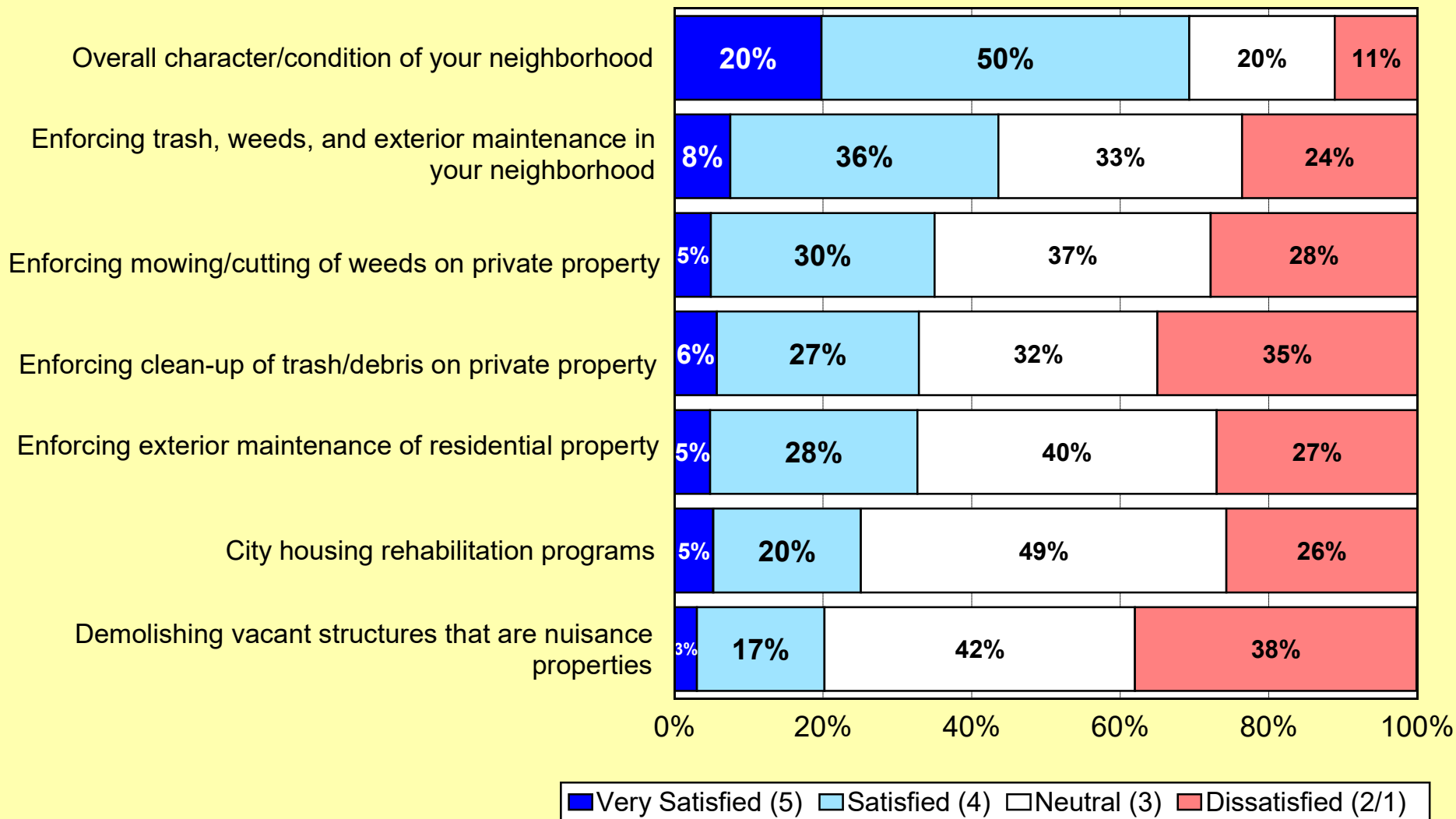
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q15. Satisfaction with Community Development Services

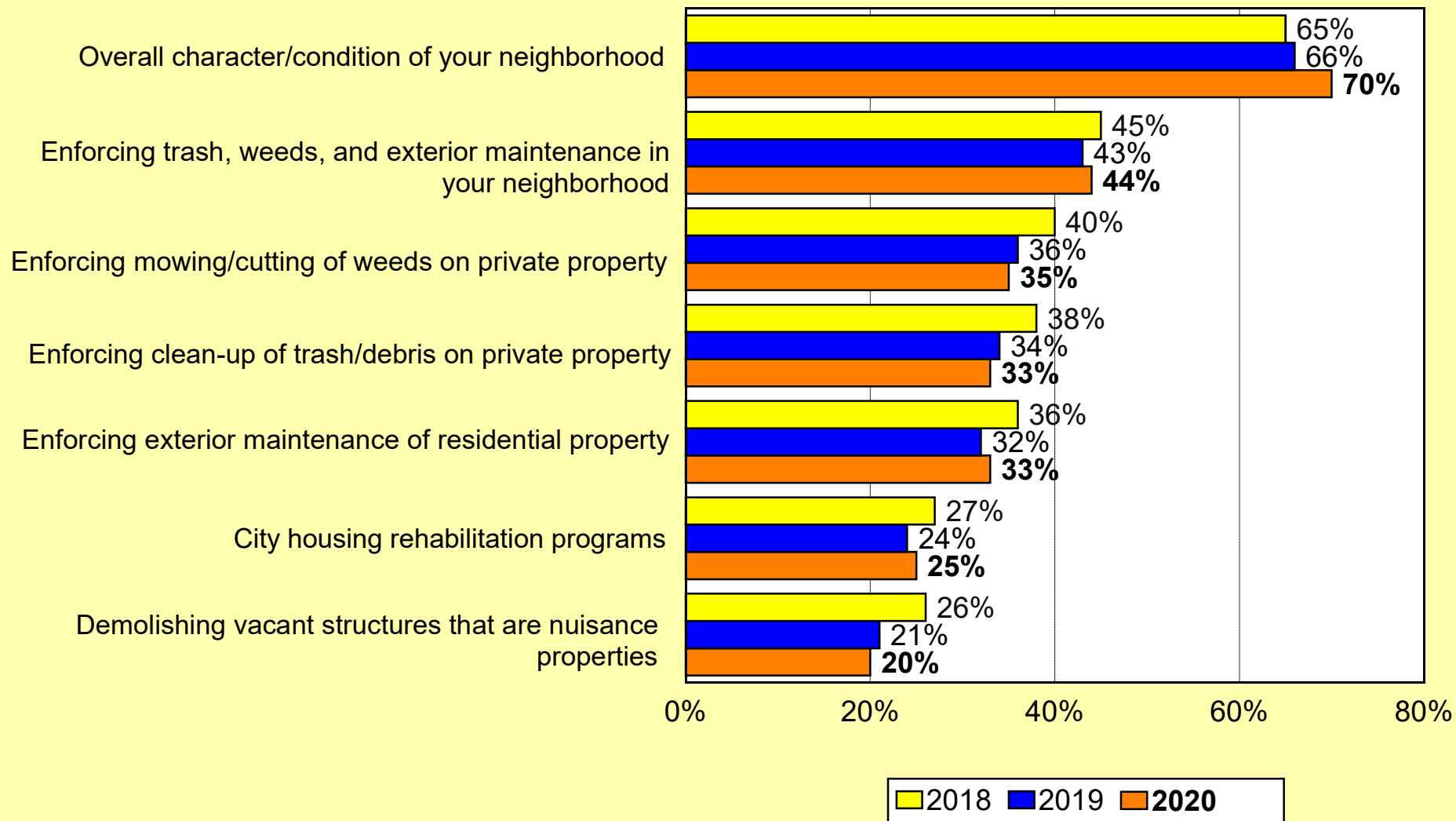
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Community Development Services - 2018 to 2020

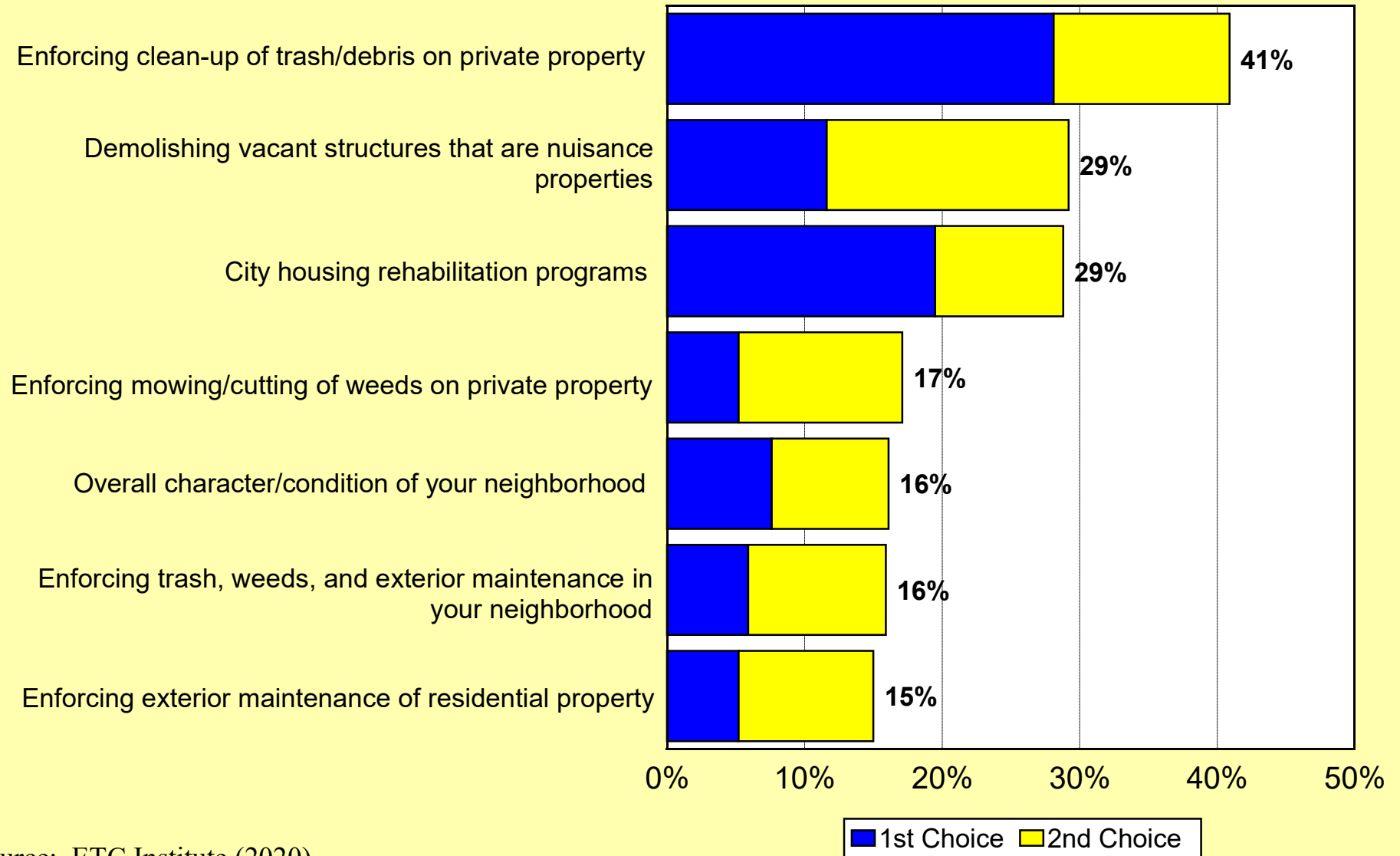
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q16. Community Development Services That Should Receive the Most Emphasis Over the Next Two Years

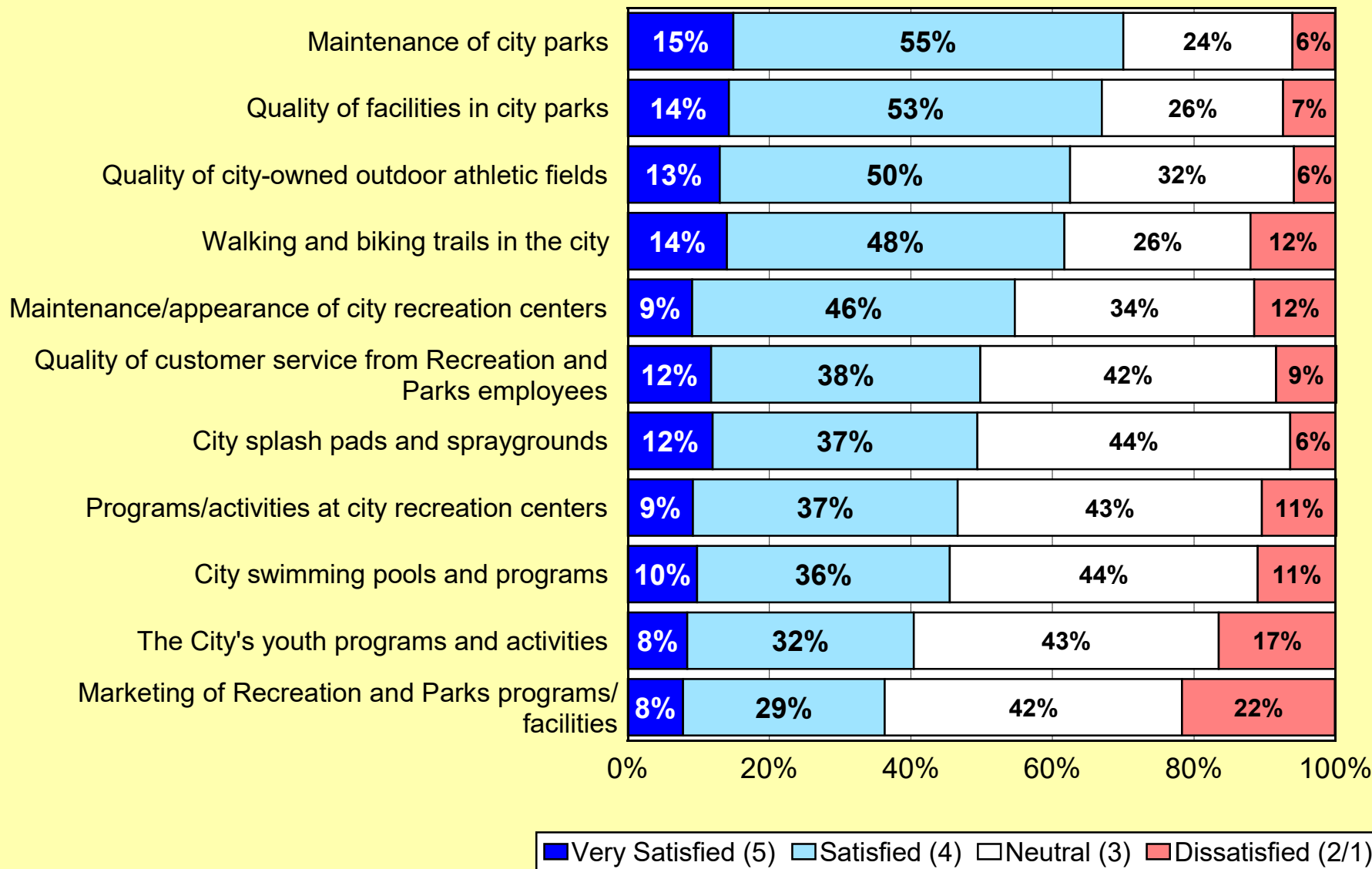
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q17. Satisfaction with Recreation and Parks Services

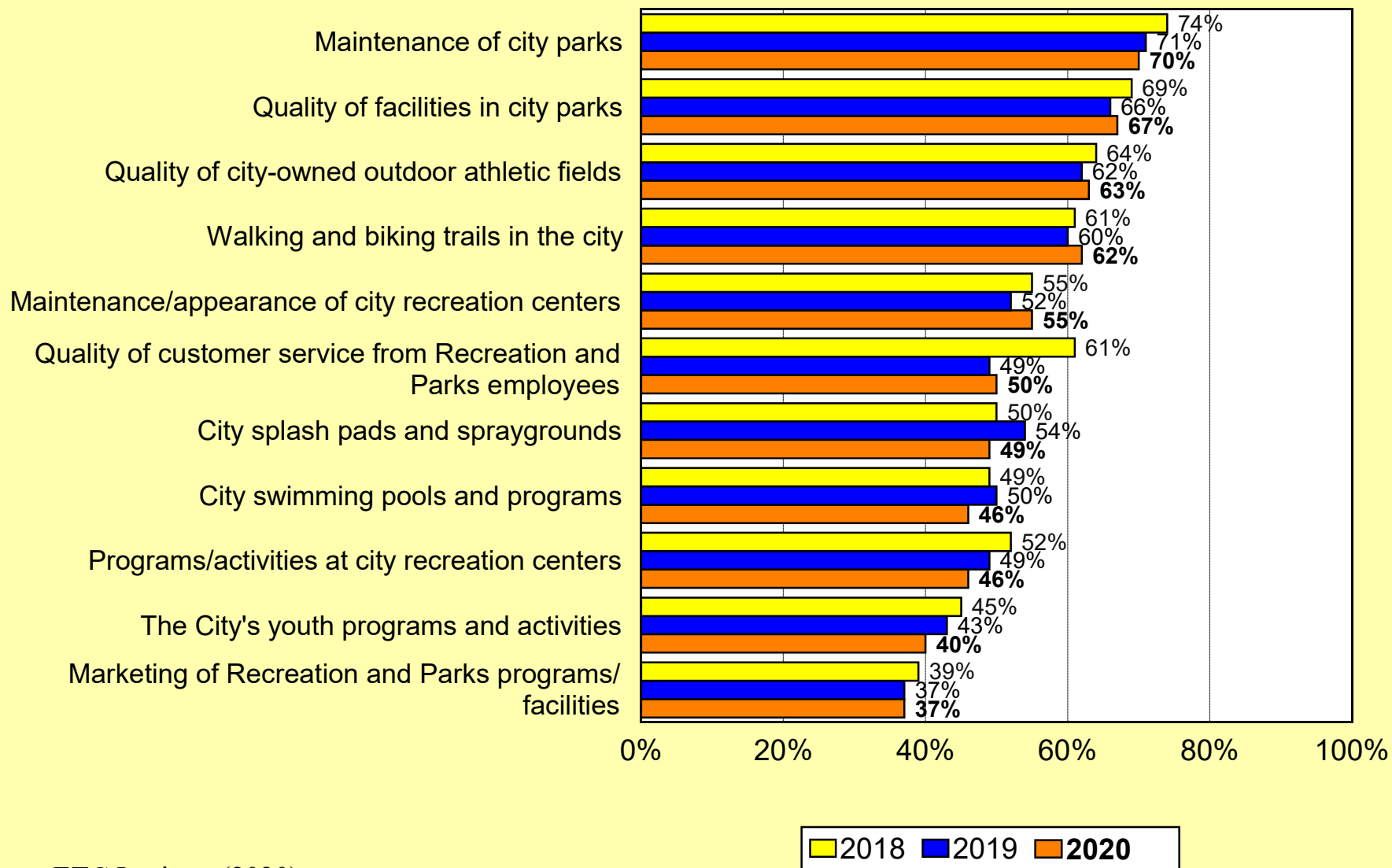
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Recreation and Parks Services 2018 to 2020

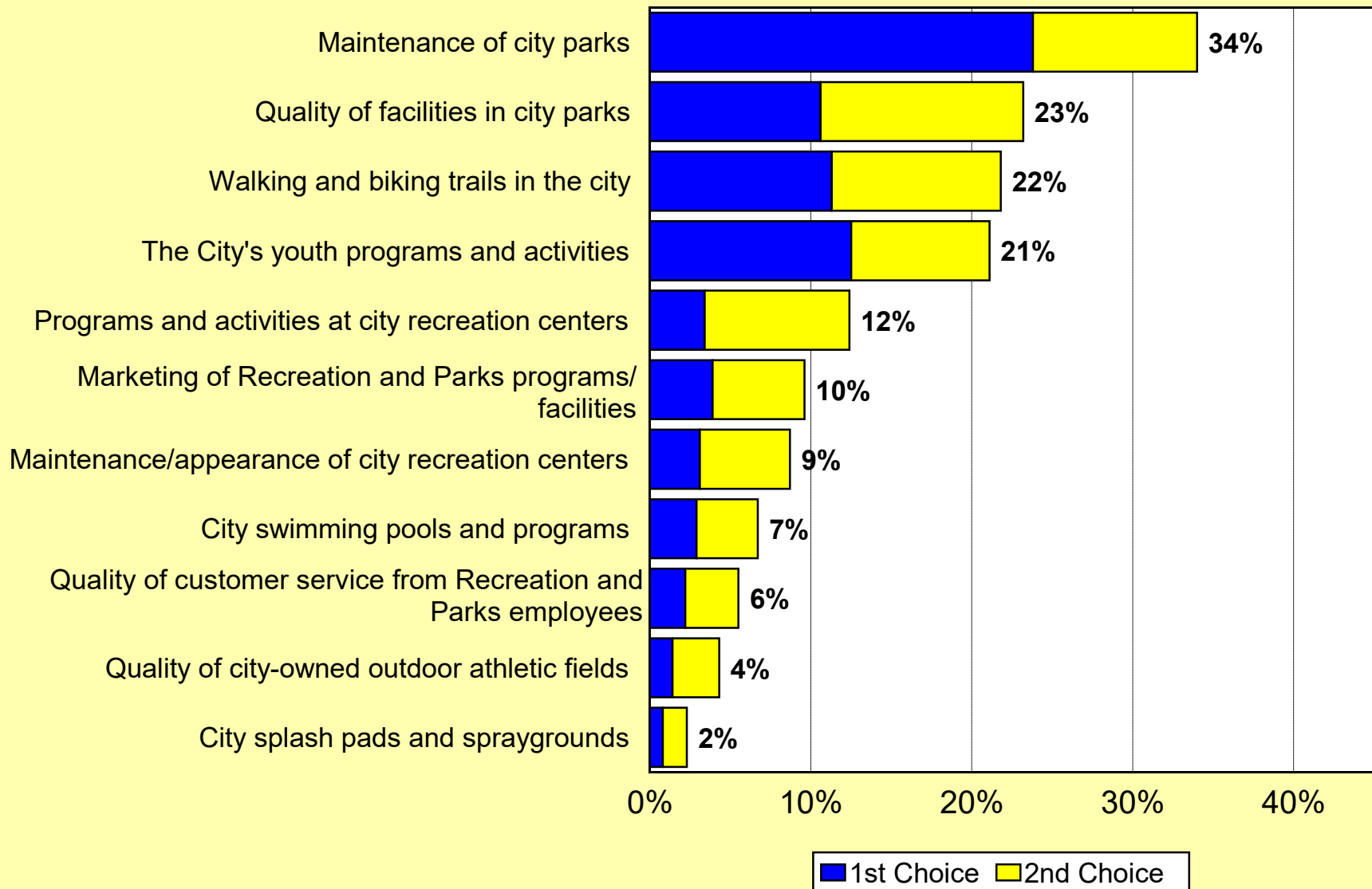
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q18. Recreation and Parks Services That Should Receive the Most Emphasis Over the Next Two Years

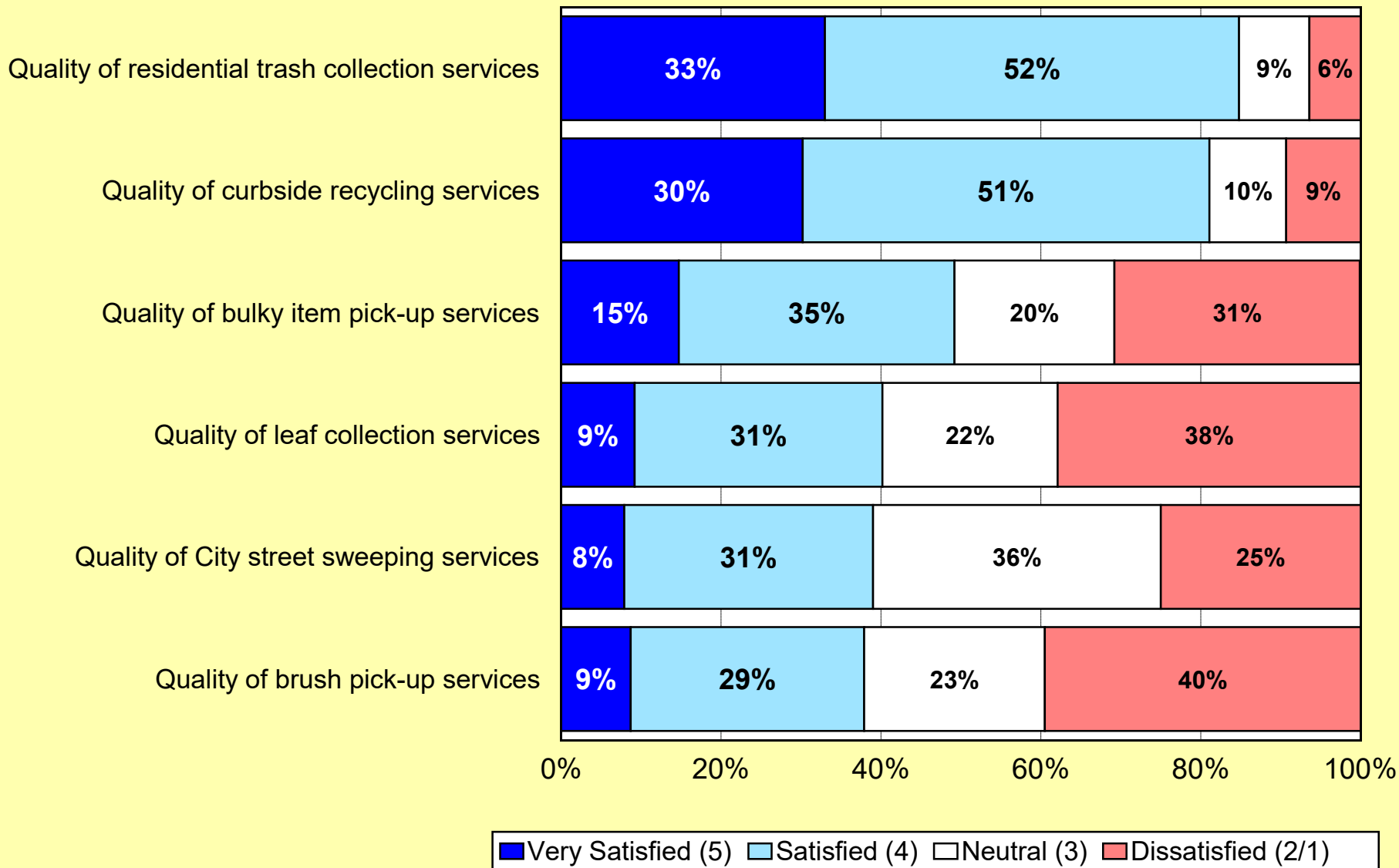
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q18. Satisfaction with Solid Waste Services

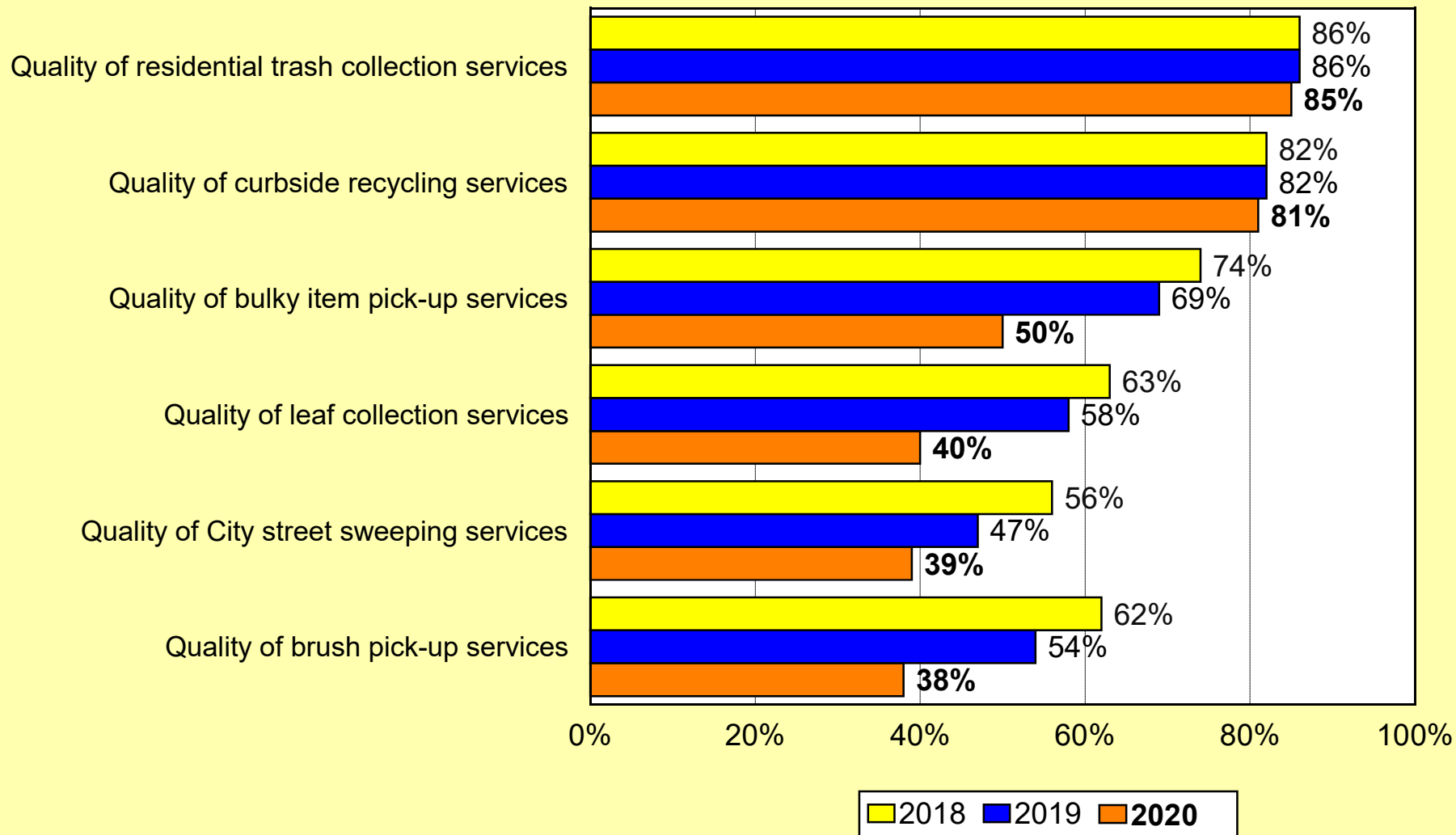
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Solid Waste Services 2018 to 2020

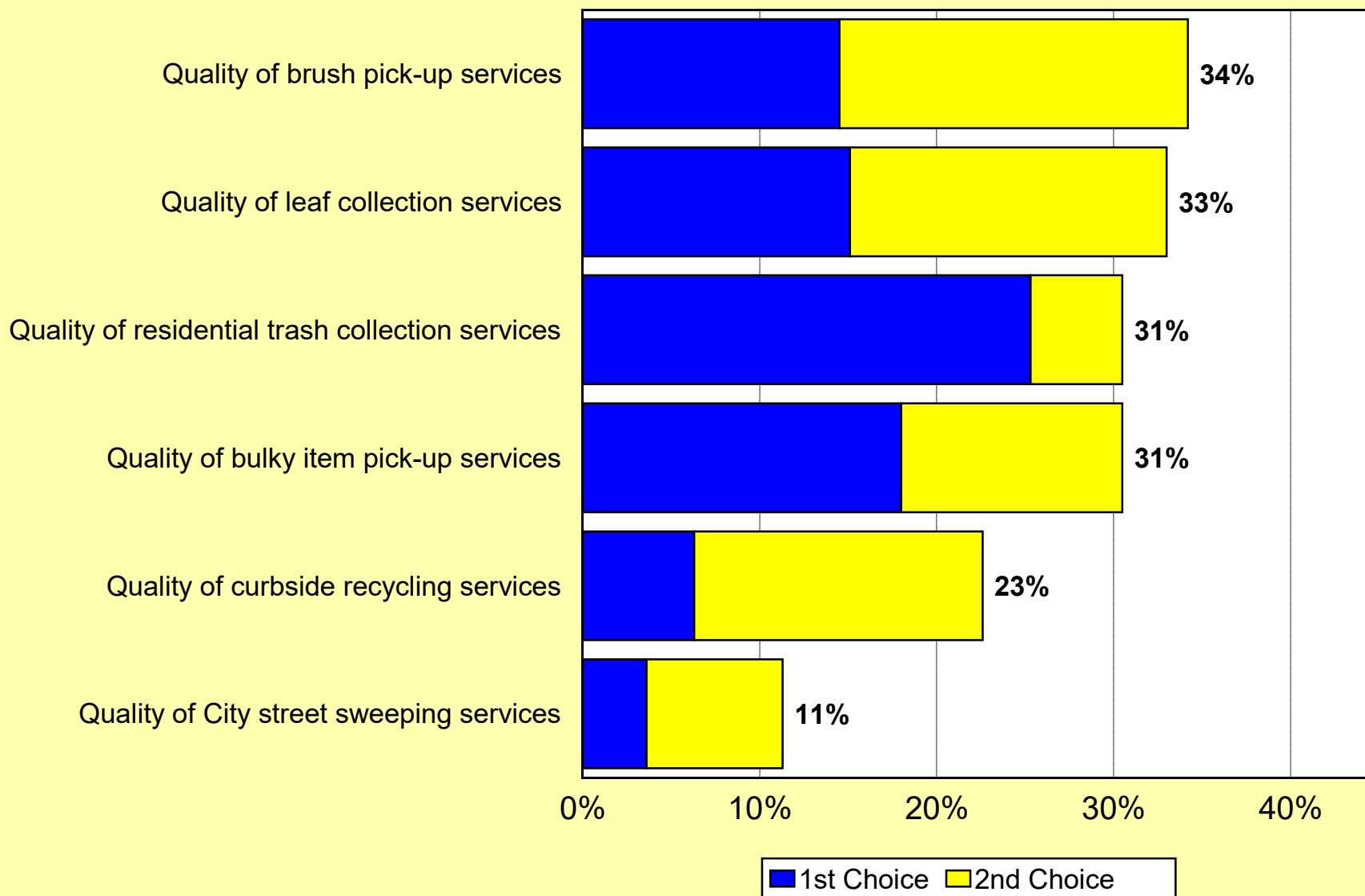
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q20. Solid Waste Services That Should Receive the Most Emphasis Over the Next Two Years

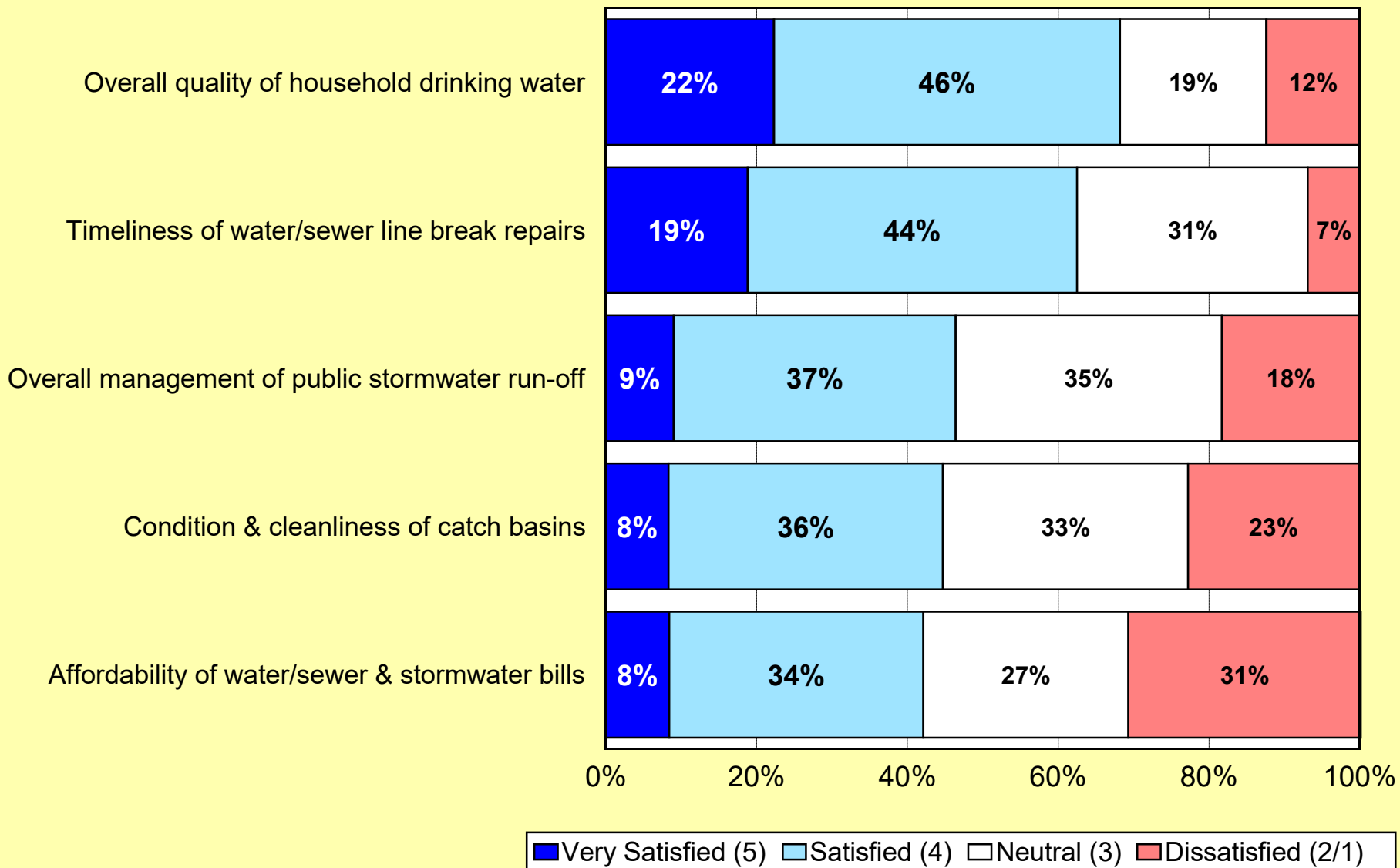
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

Q21. Satisfaction with Water, Sewer, and Stormwater Services

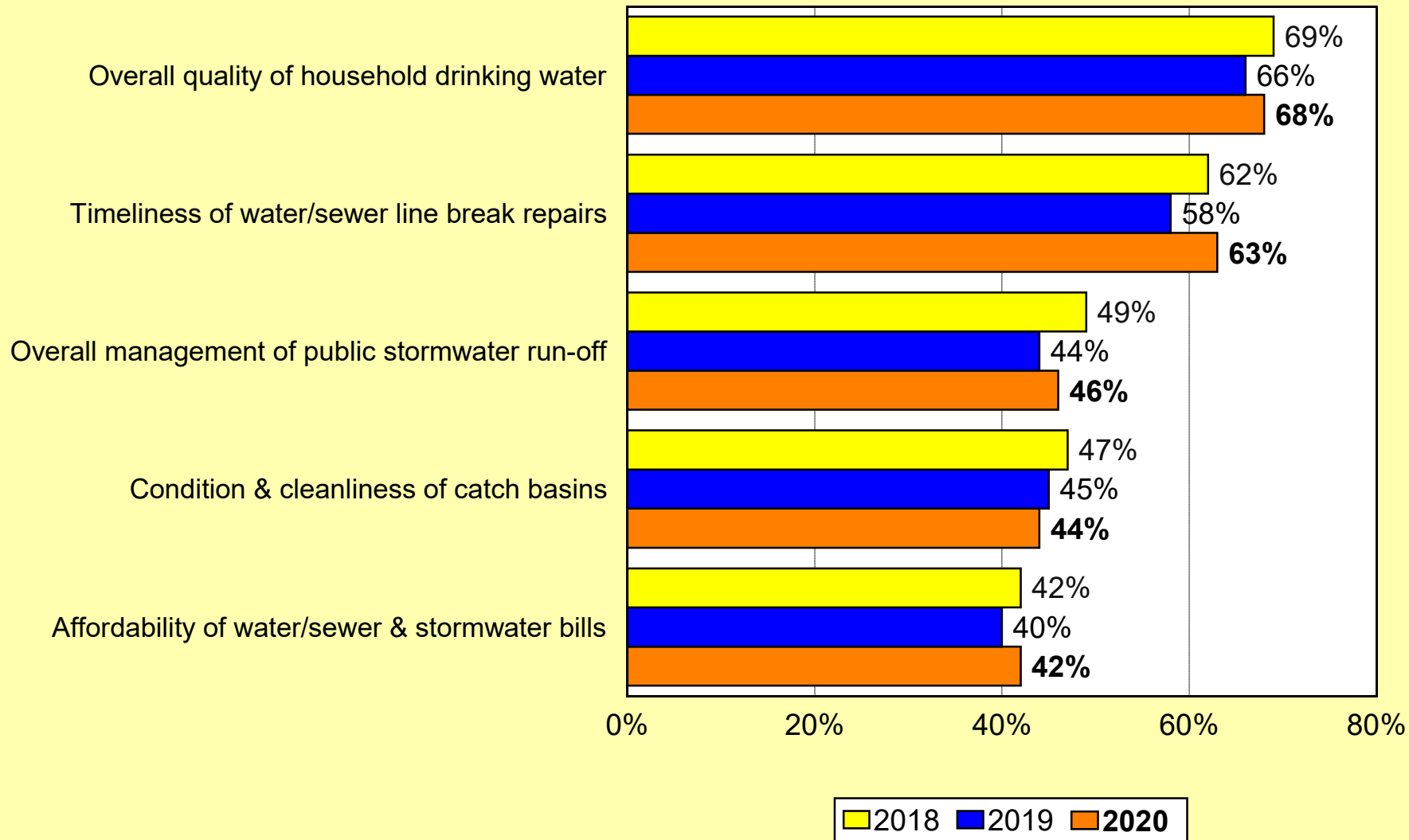
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with Water, Sewer, and Stormwater Services - 2018 to 2020

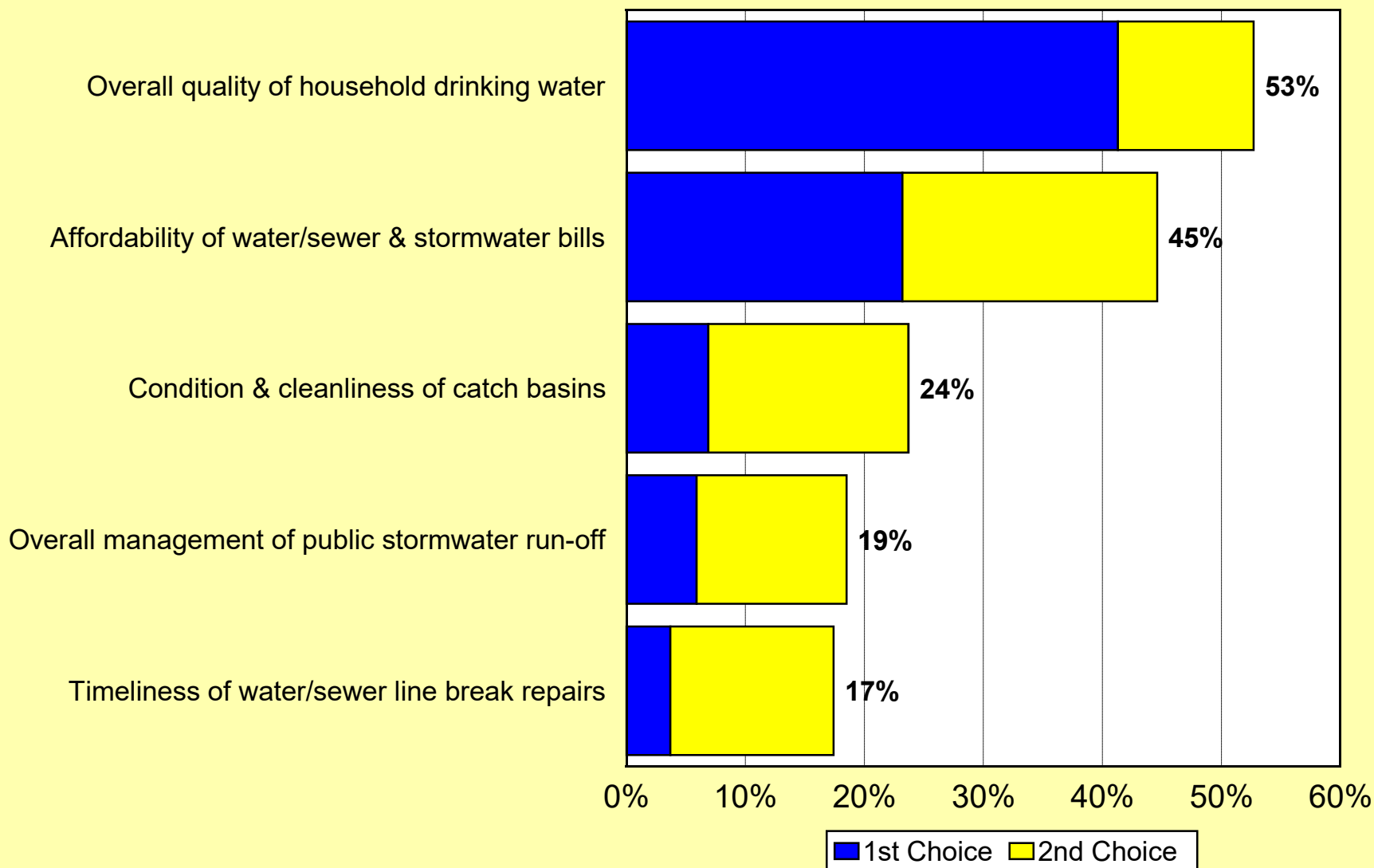
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q22. Water, Sewer, and Stormwater Services That Should Receive the Most Emphasis Over the Next Two Years

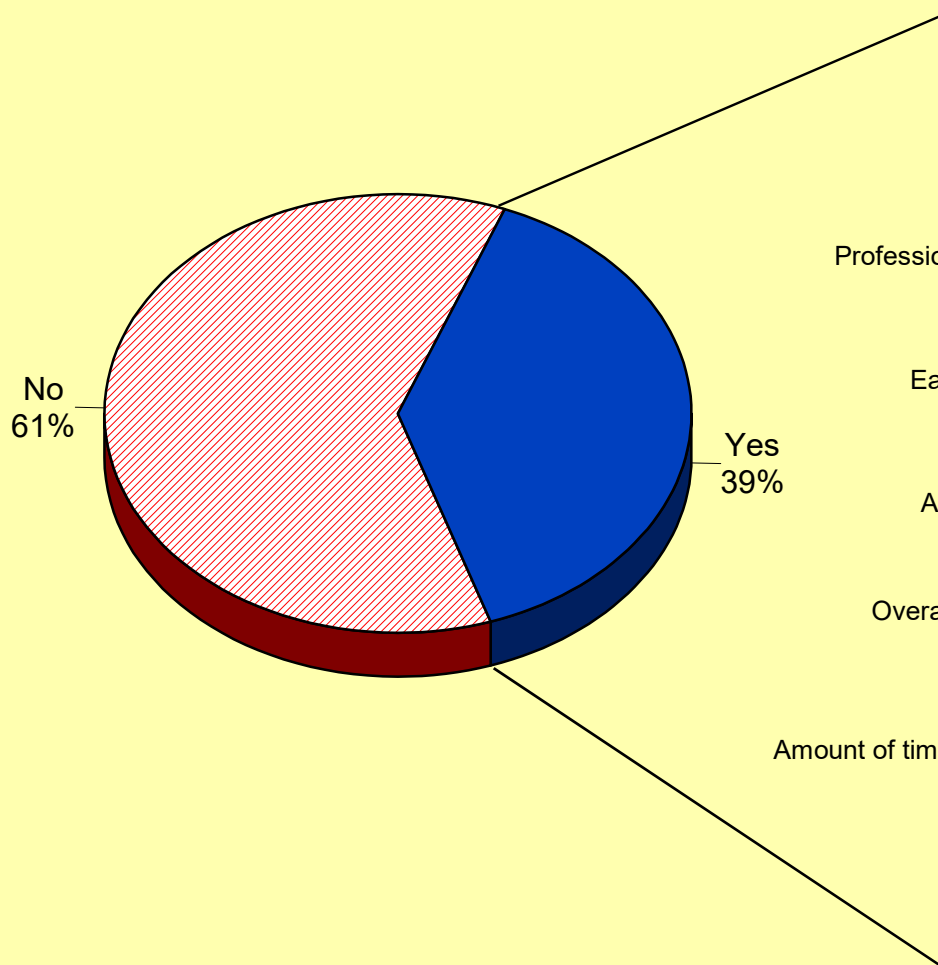
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

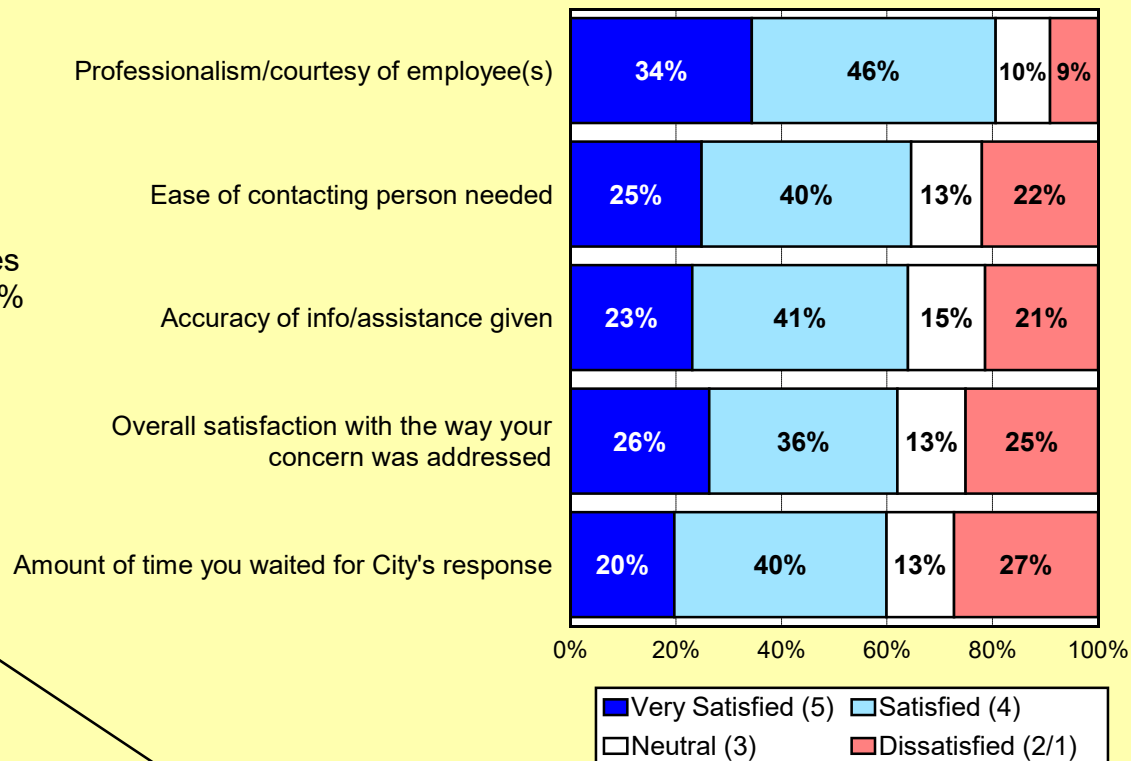
Q23. Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?

by percentage of respondents (excluding not provided)



Q23a. What was your level of satisfaction with the following aspects in your MOST RECENT interaction with the City?

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



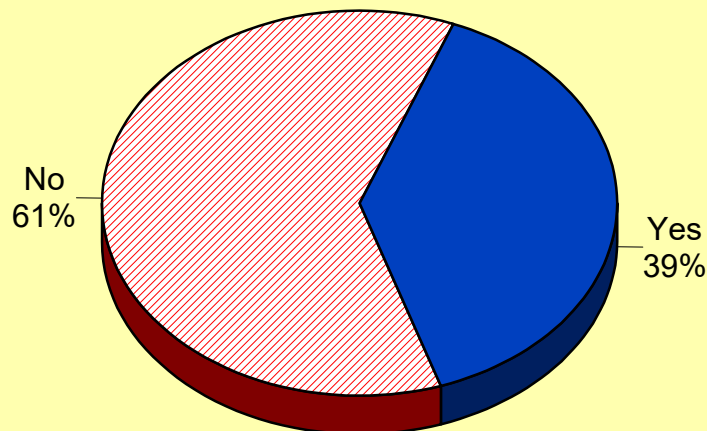
Source: ETC Institute (2020)

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

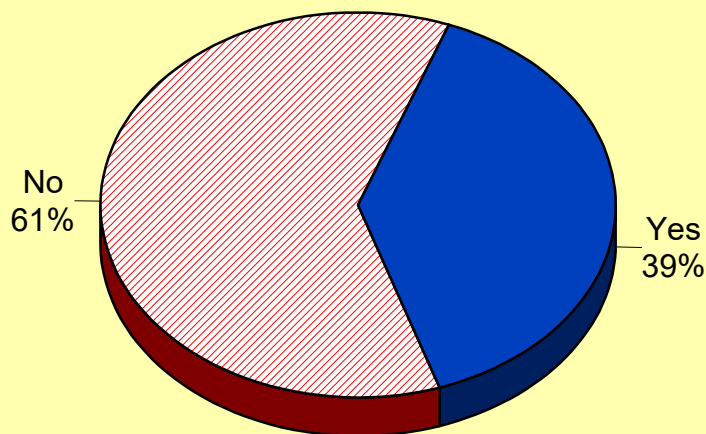
2018 to 2020

by percentage of respondents (excluding not provided)

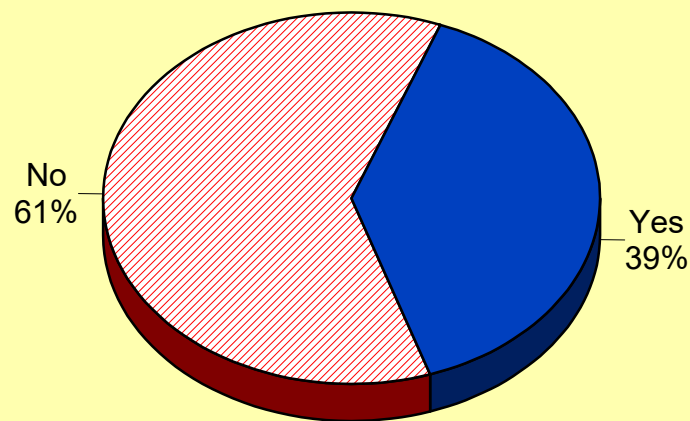
2020



2018



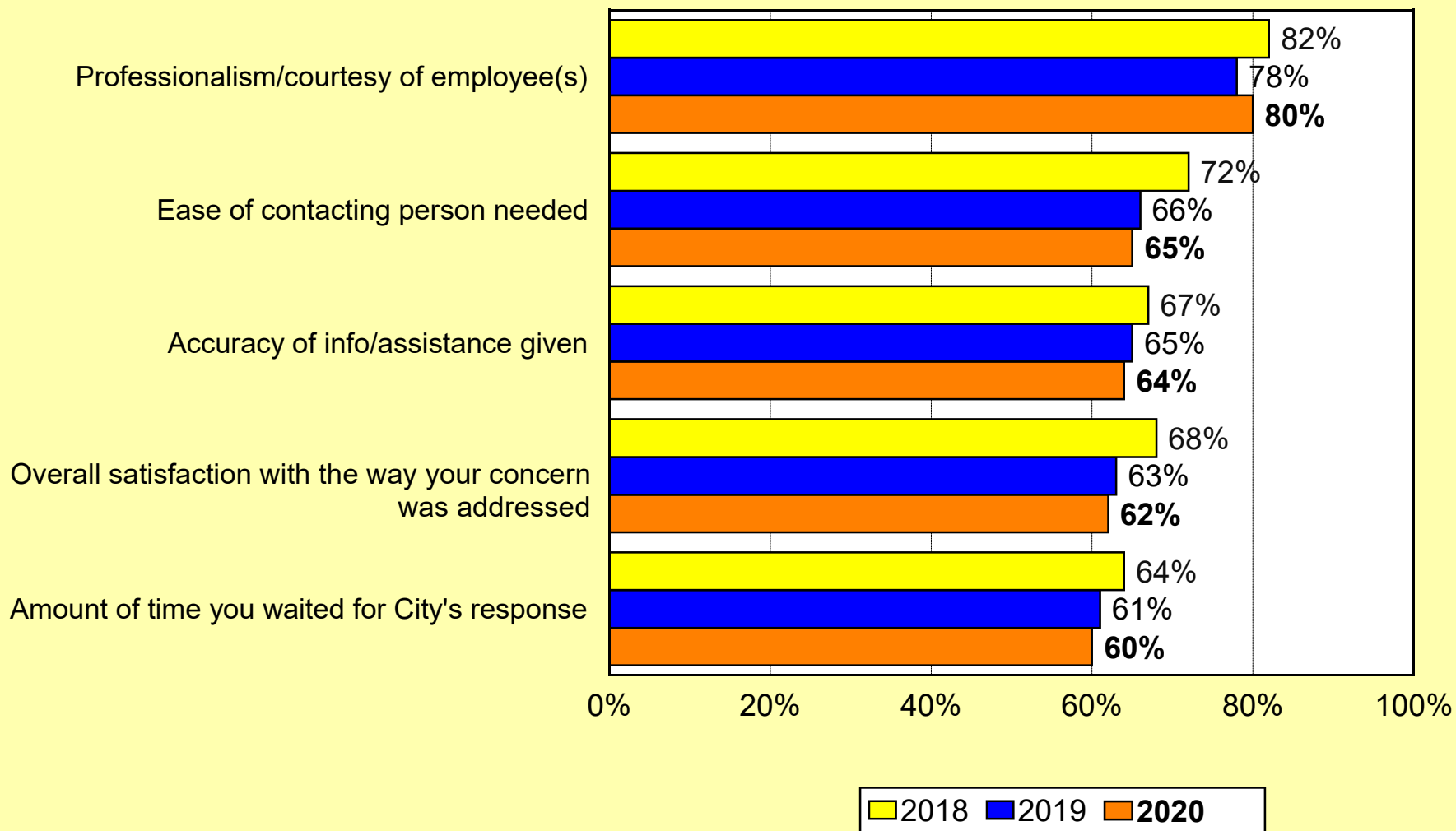
2019



Source: ETC Institute (2020)

TRENDS: What was your level of satisfaction with the following aspects in your MOST RECENT interaction with the City? 2018 to 2020

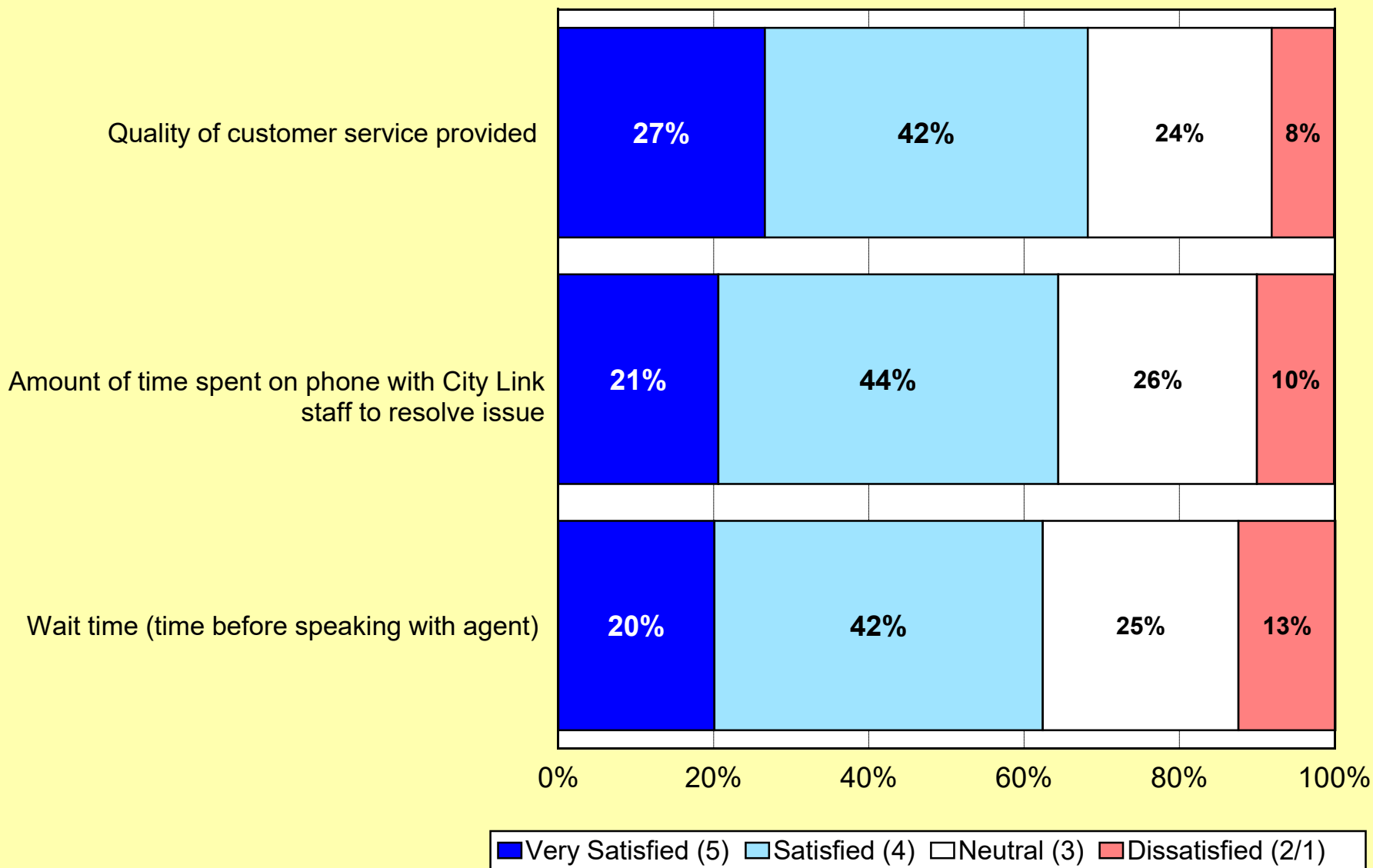
by percentage of respondents who called or visited City government during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q24. Satisfaction with City Link 311 Services

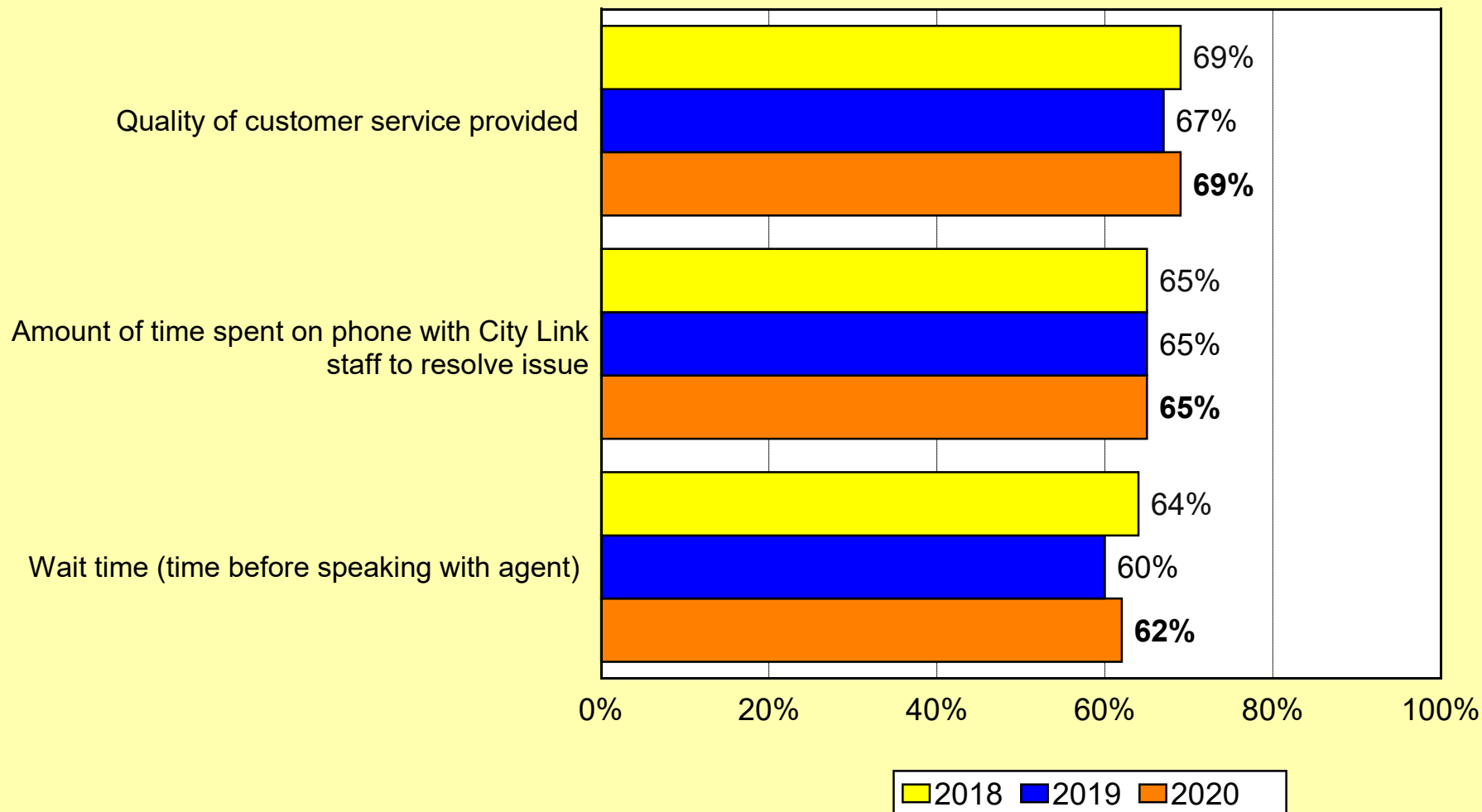
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

TRENDS: Satisfaction with City Link 311 Services 2018 to 2020

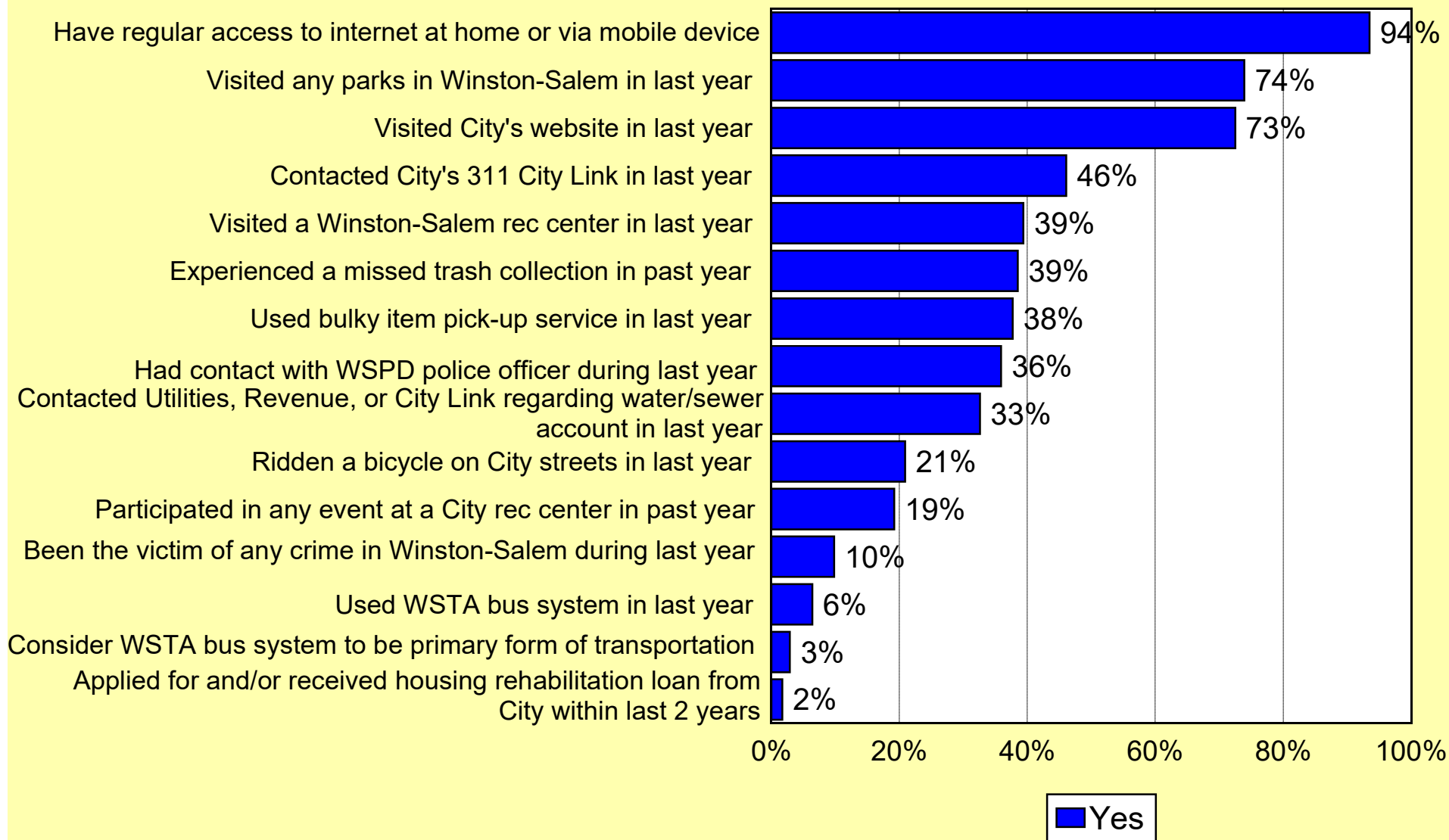
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2020)

Q25. Have you done or experienced the following?

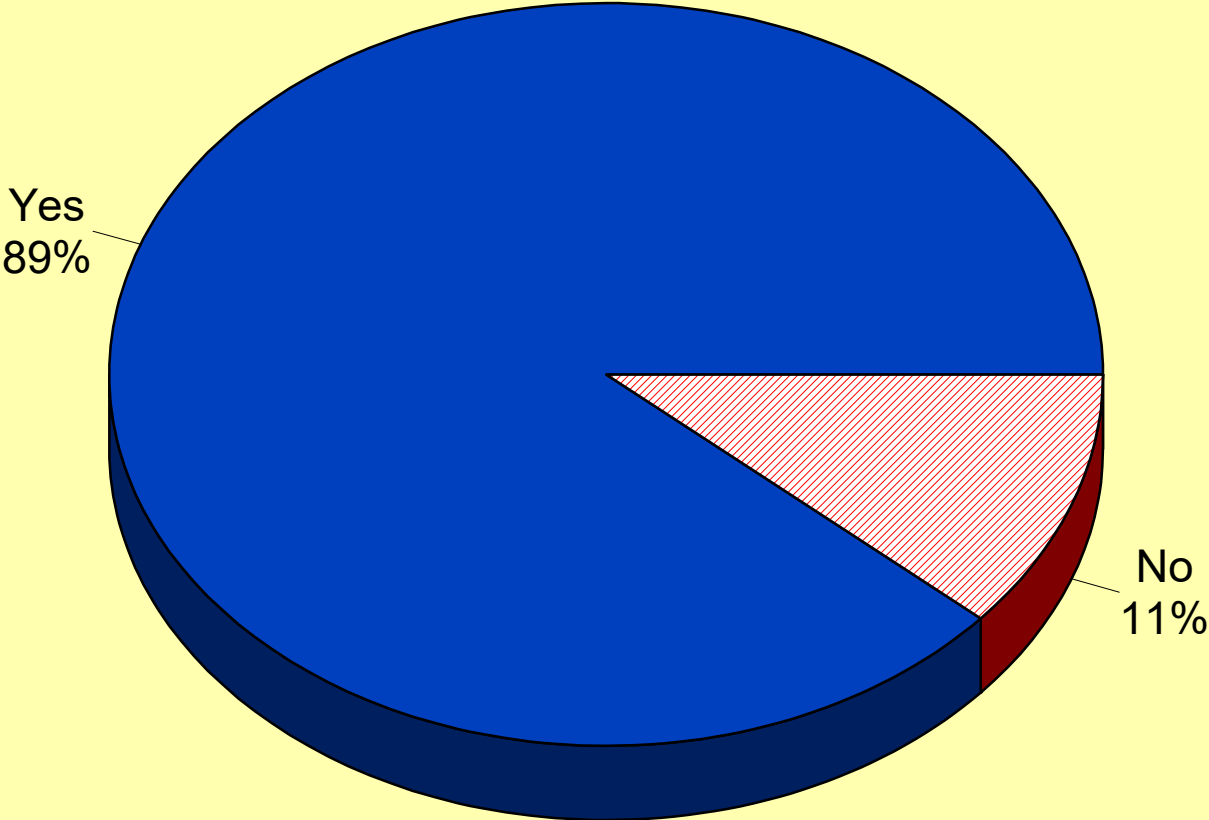
by percentage of respondents who answered "yes" (multiple choices could be made)



Source: ETC Institute (2020)

Q26. Do you think you will be living in Winston-Salem five years from now?

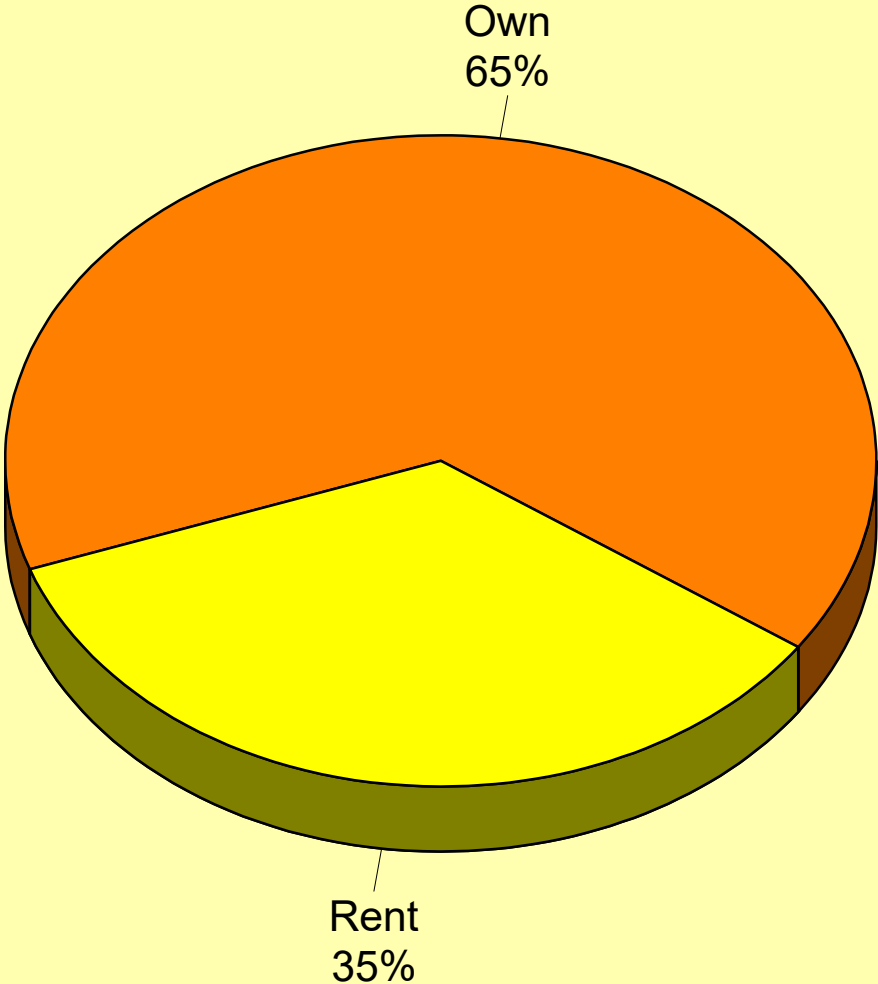
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q27. Do you own or rent your current residence?

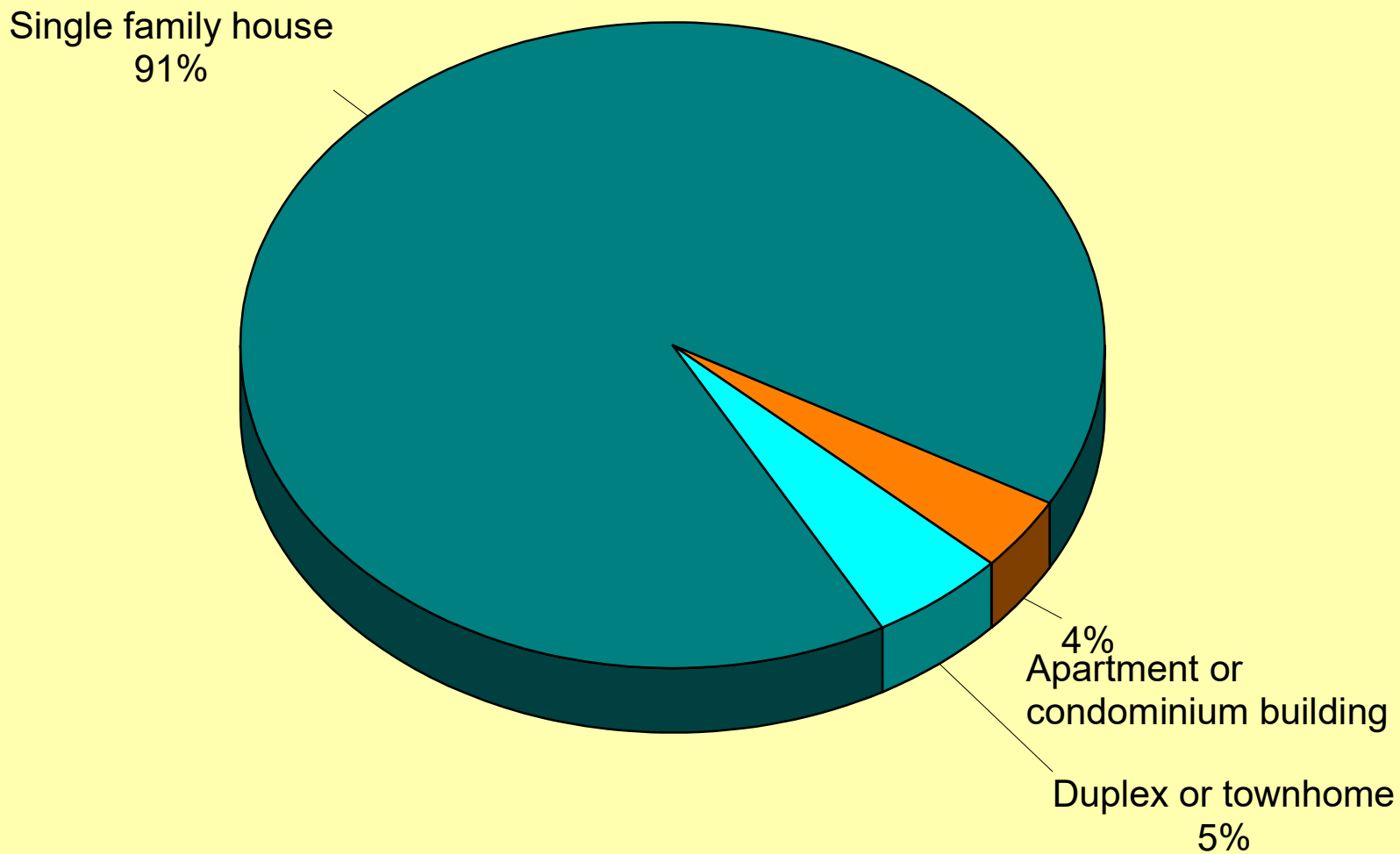
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q28. What type of dwelling do you live in?

by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q29. Approximately how many years have you lived in Winston-Salem?

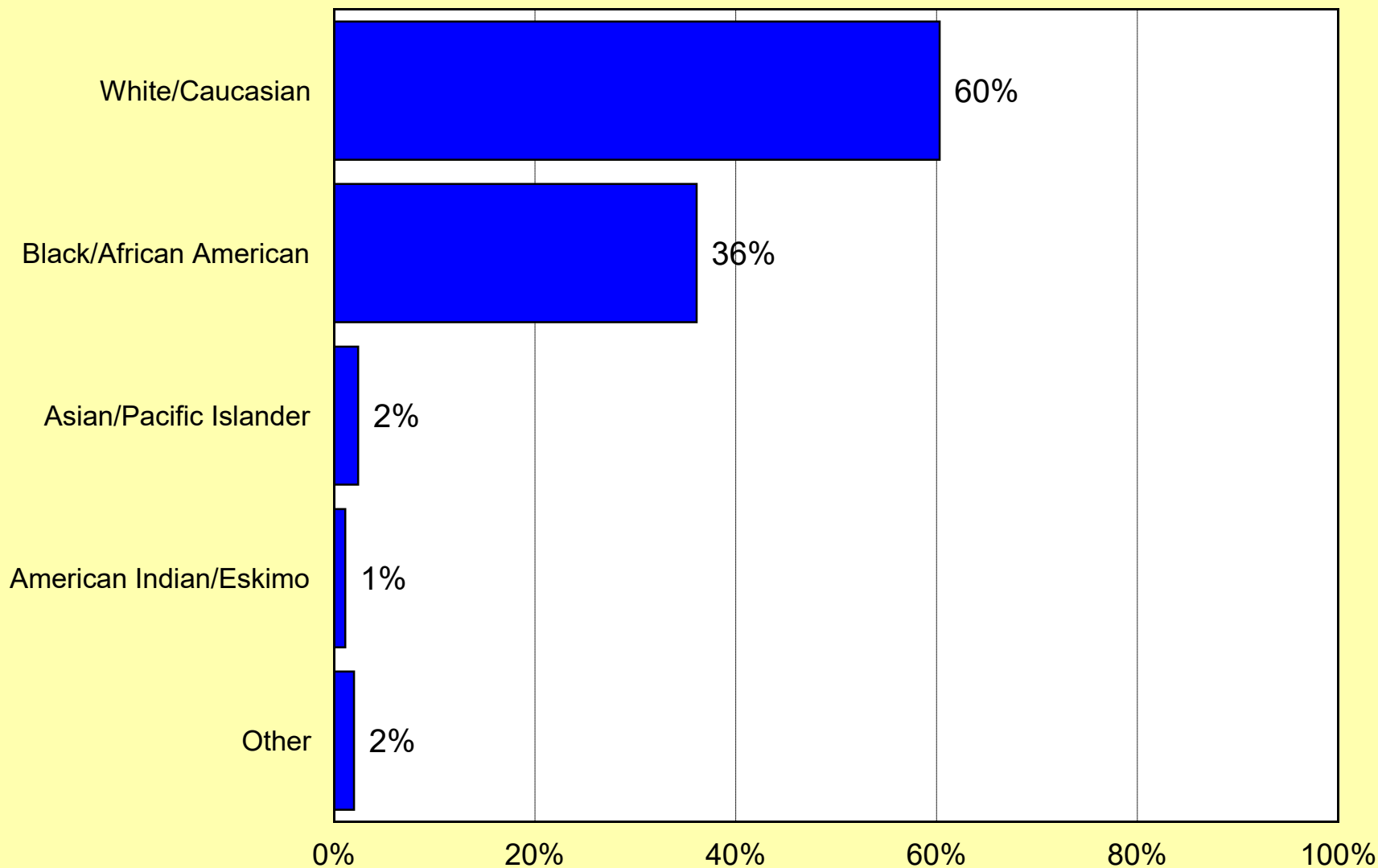
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

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

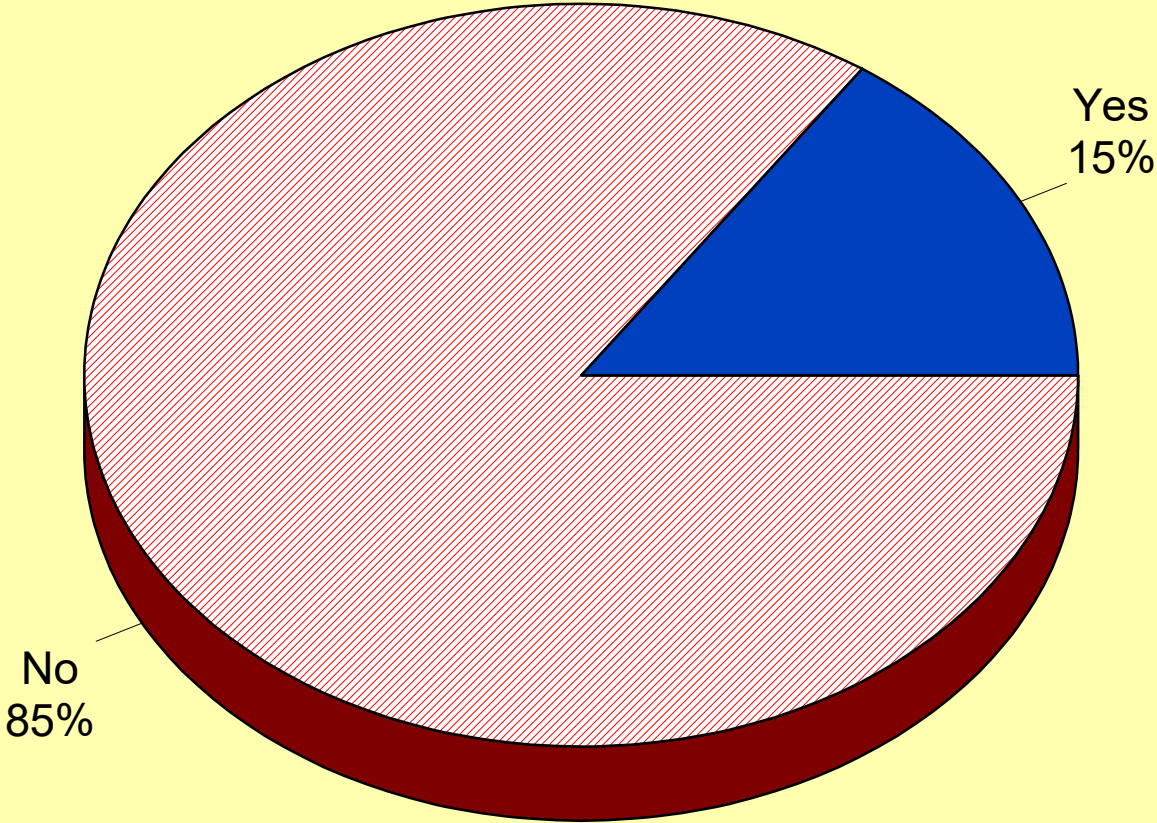
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q31. Are you of Hispanic, Latino, or other Spanish ancestry?

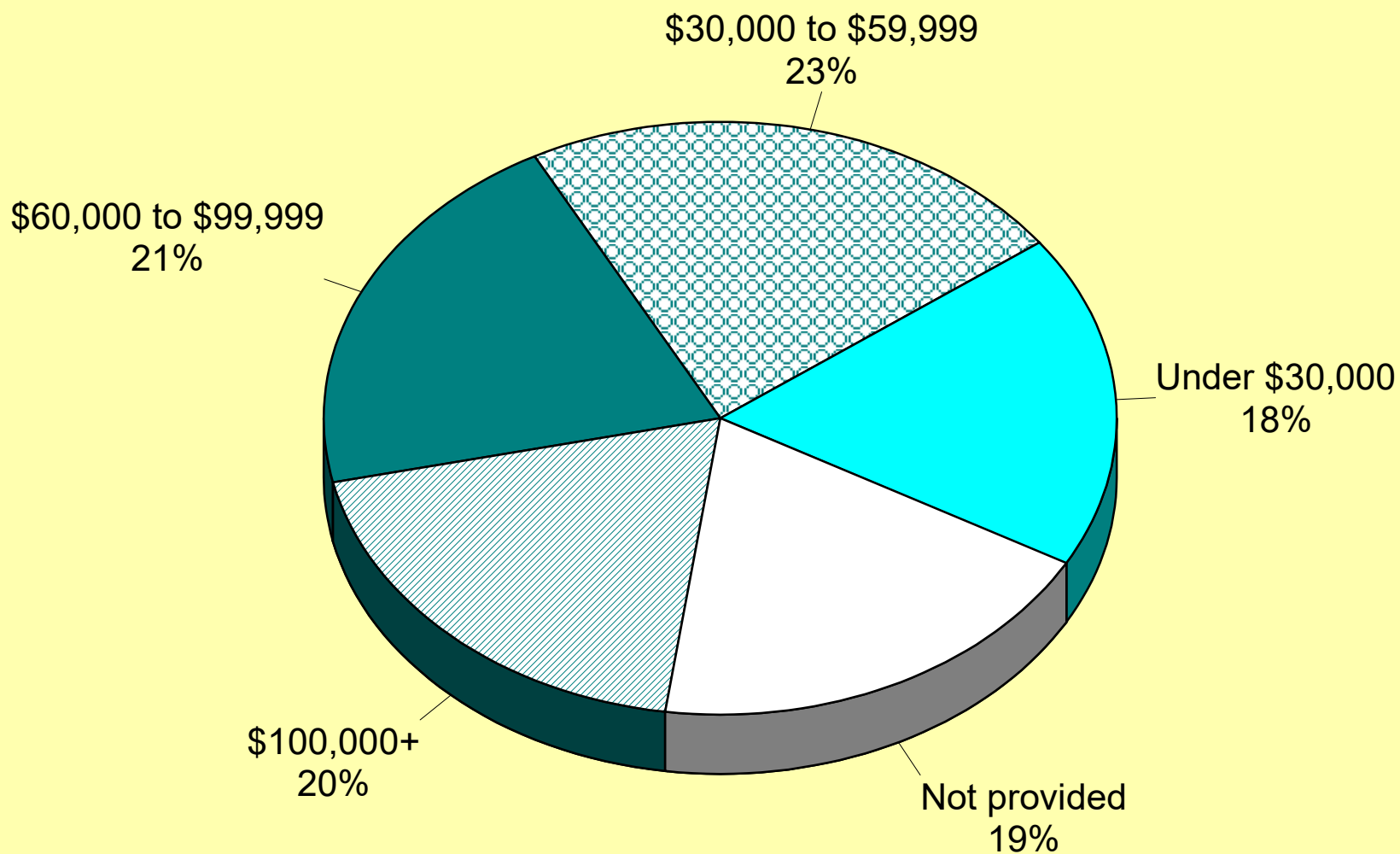
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q32. Demographics: Annual Household Income

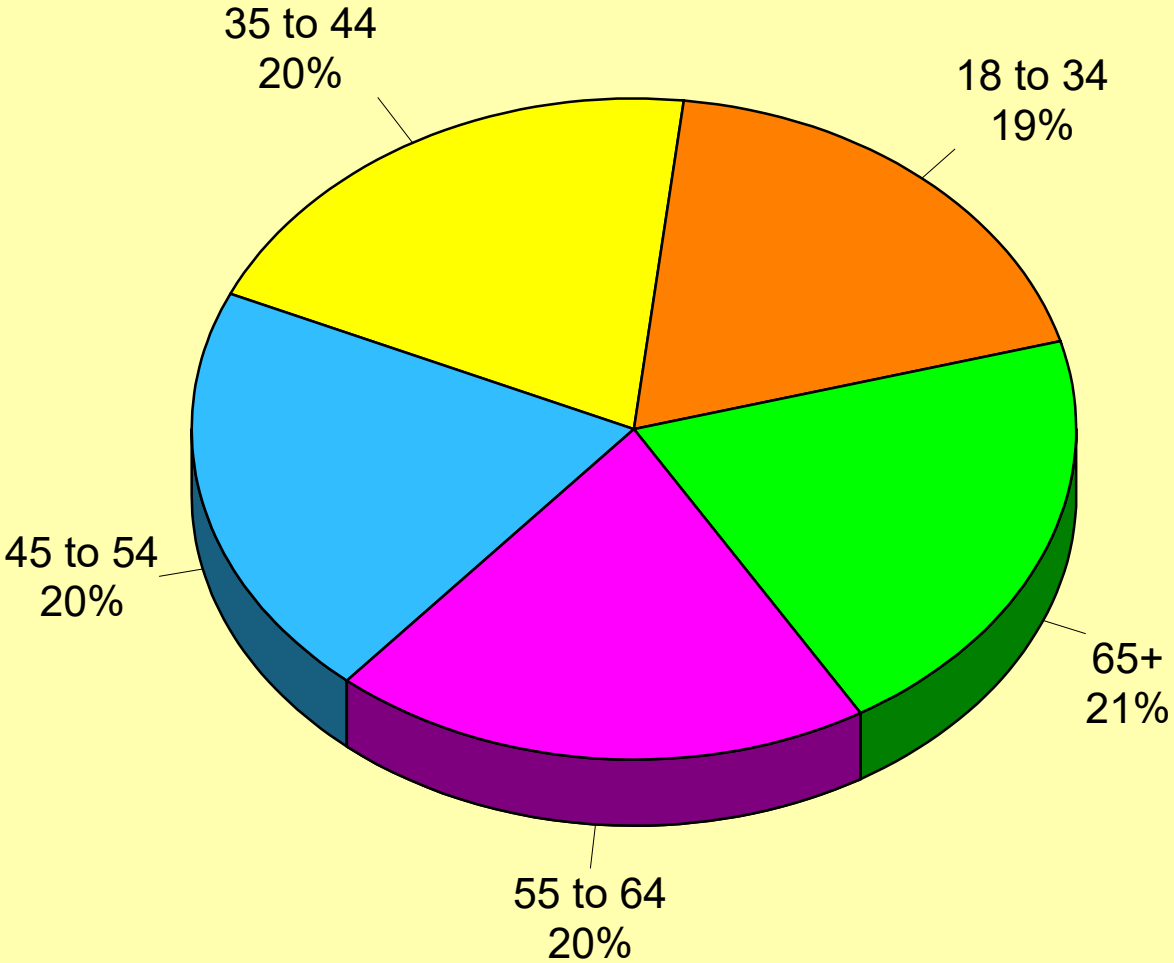
by percentage of respondents



Source: ETC Institute (2020)

Q33. What is your age?

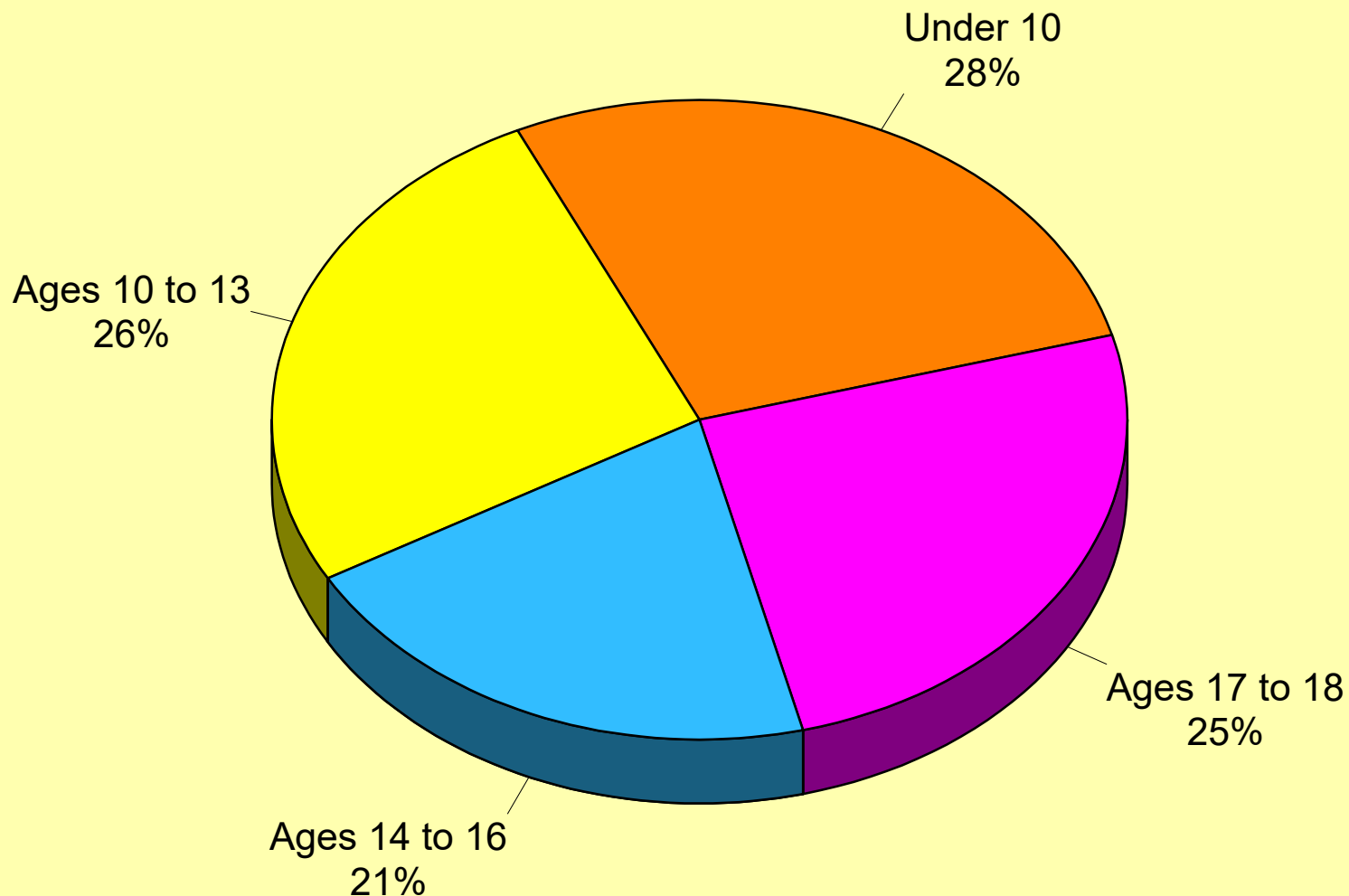
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q34. How many children in the following age ranges reside in your household?

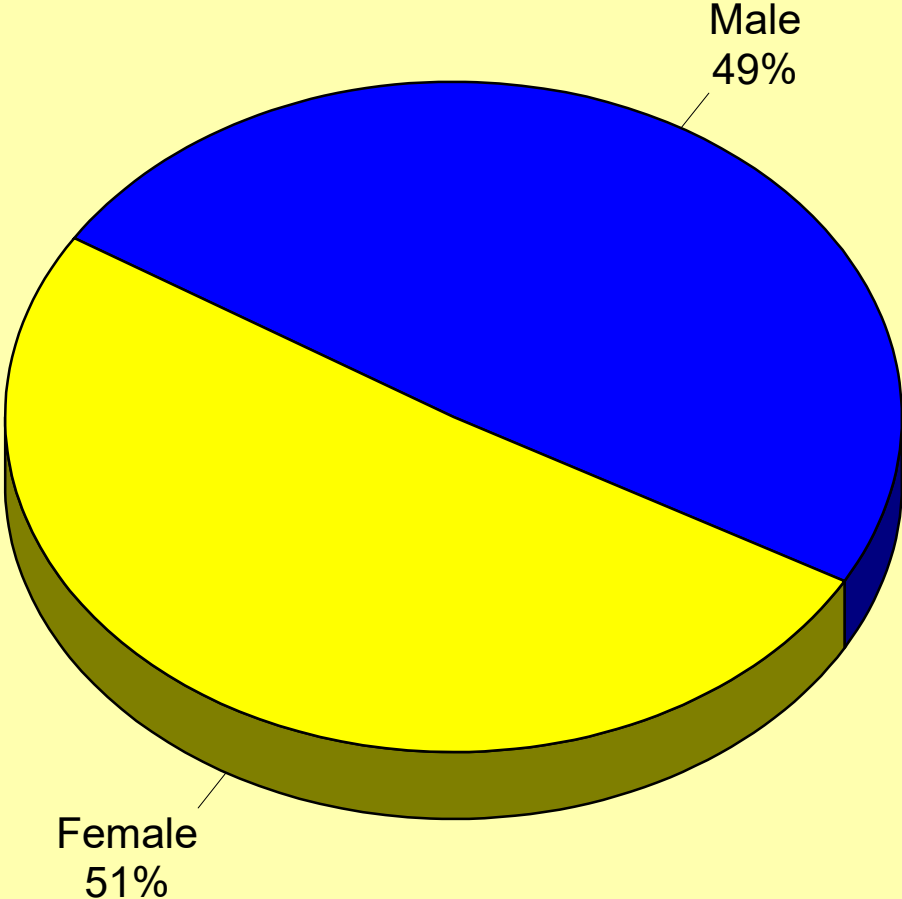
by percentage of children in households



Source: ETC Institute (2020)

Q35. What is your gender identity?

by percentage of respondents (excluding not provided)



0.1% self-identified as non-binary

Source: ETC Institute (2020)

Section 2:
Benchmarking Data

Benchmarking Summary Report

Winston-Salem, North Carolina

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of over 4,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of more than 300 residents in the Atlantic Region of the United States during the summer of 2019. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Atlantic Region Average” shown in the charts reflects the results of the regional survey of more than 300 residents in the Atlantic Region.

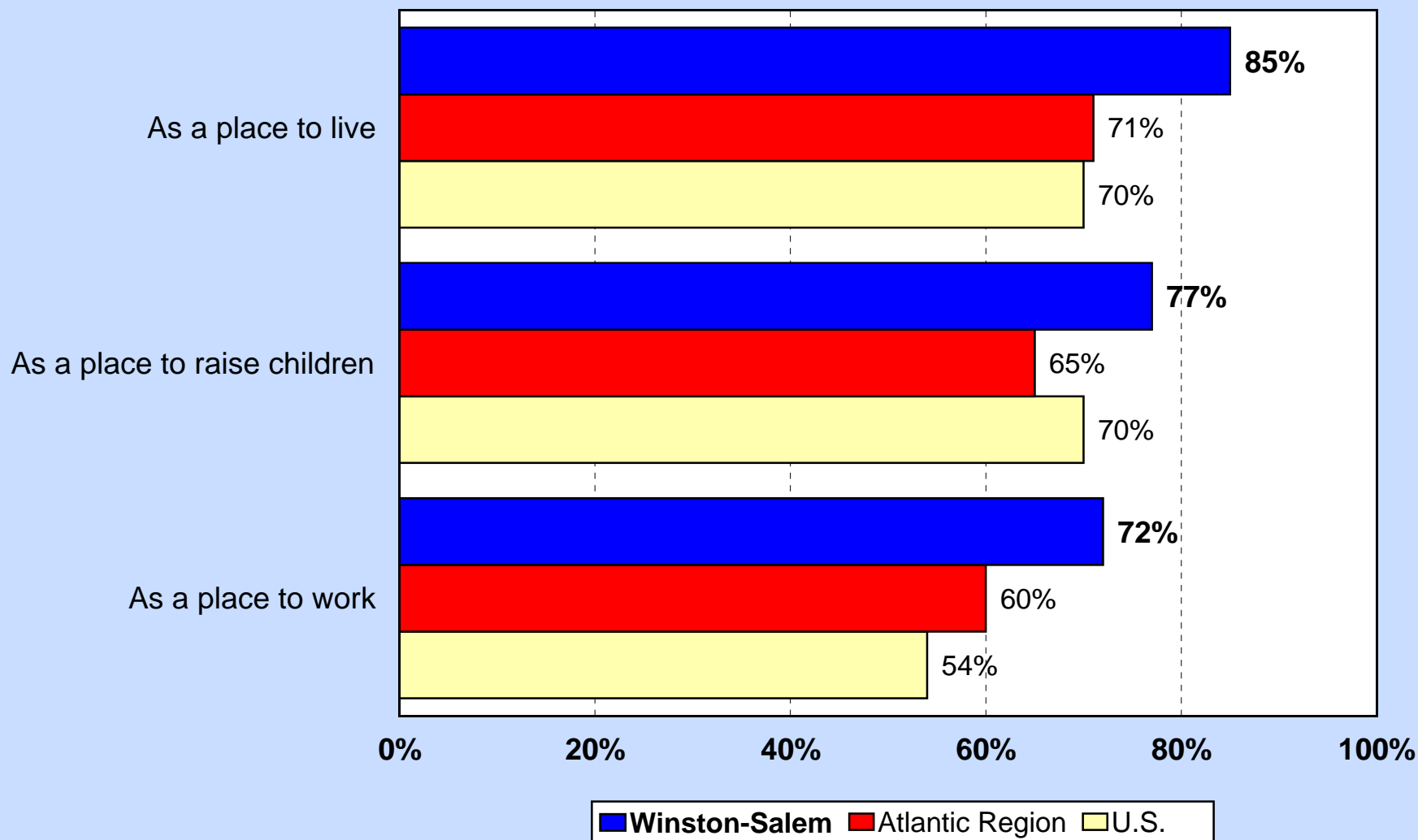
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Winston-Salem, North Carolina is not authorized without written consent from ETC Institute.

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)

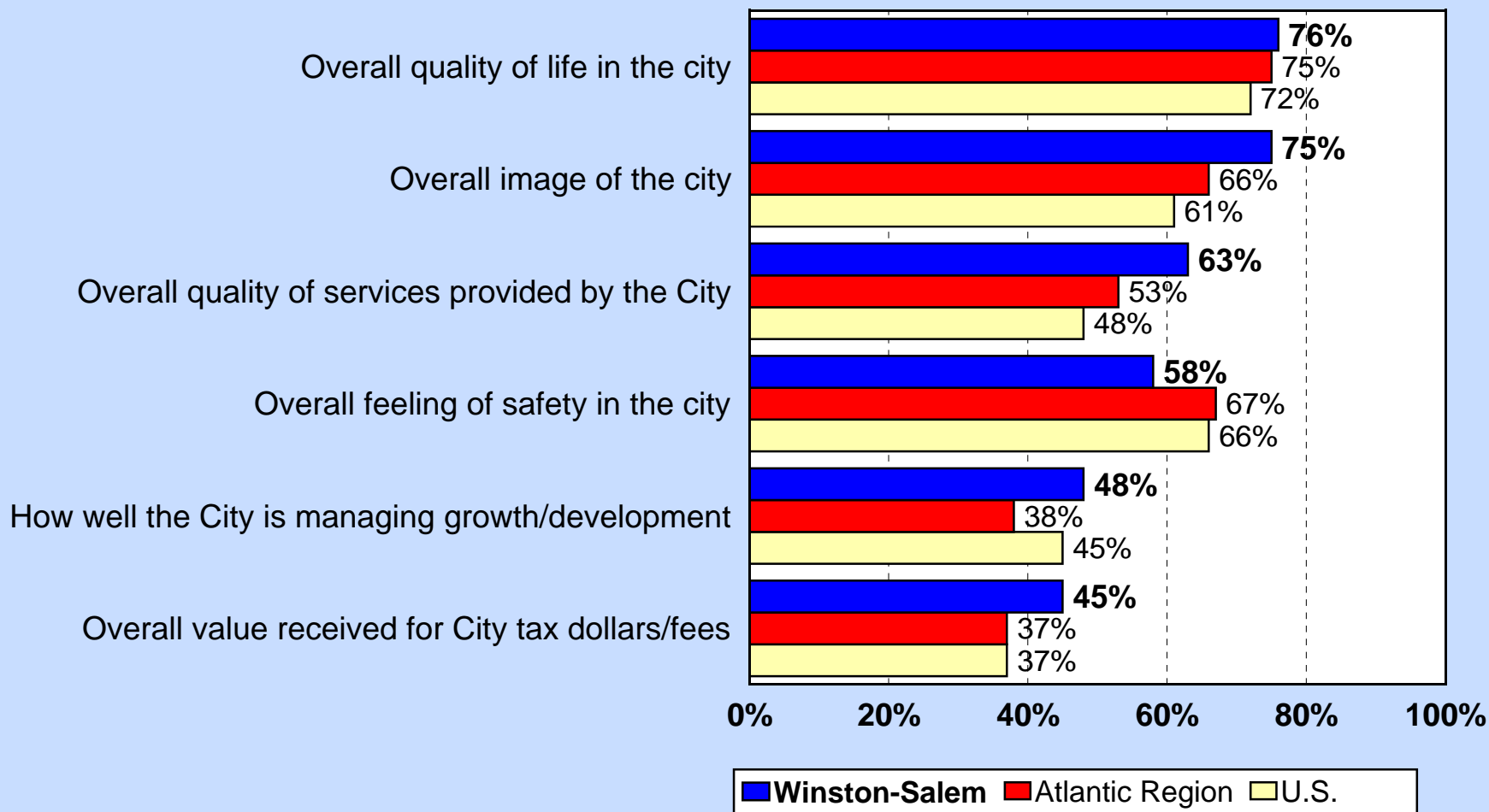


Source: 2020 ETC Institute

Satisfaction with Issues that Influence Perceptions of the Community

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

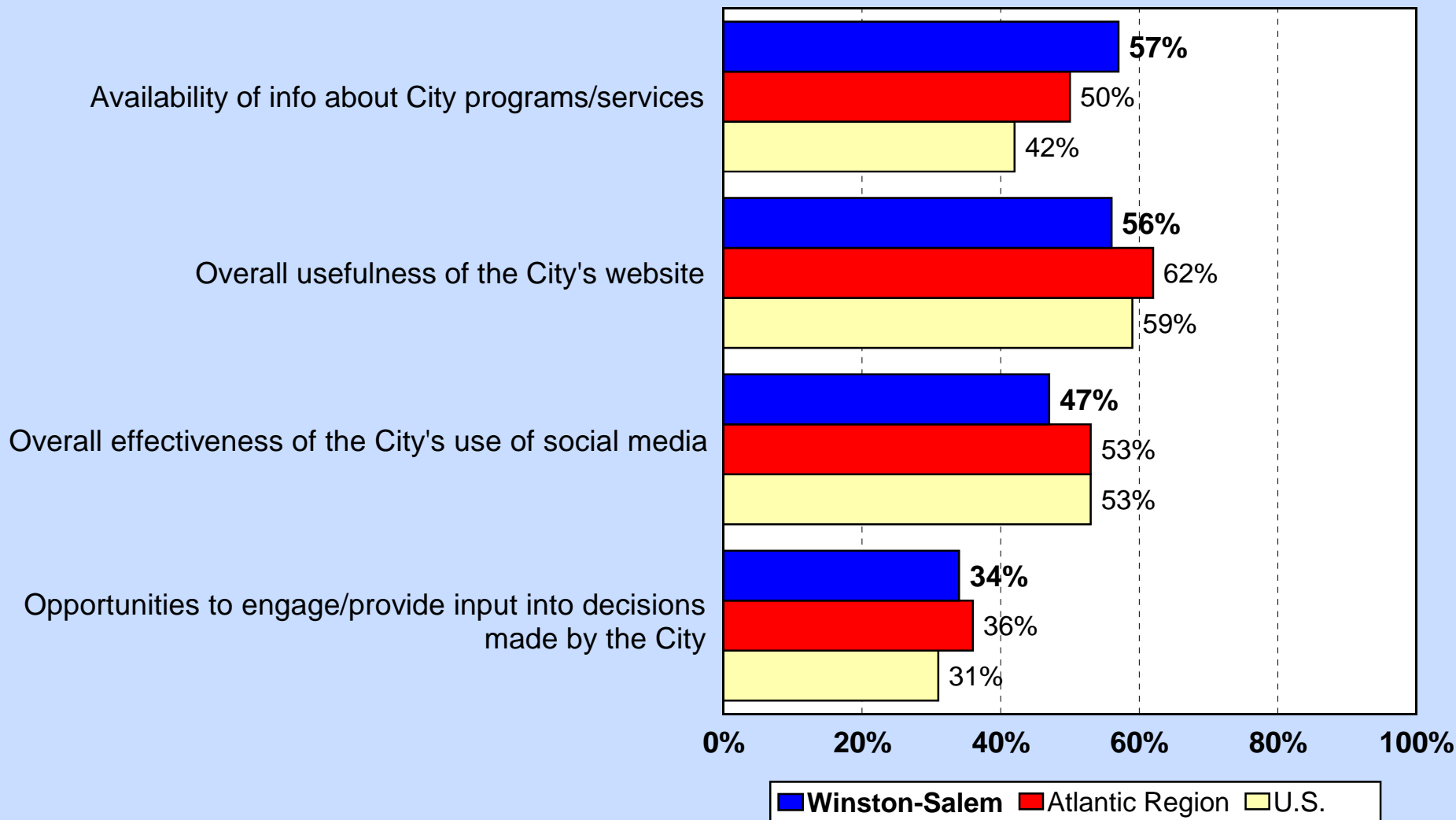
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Communications Services Winston-Salem vs. Atlantic Region vs. the U.S.

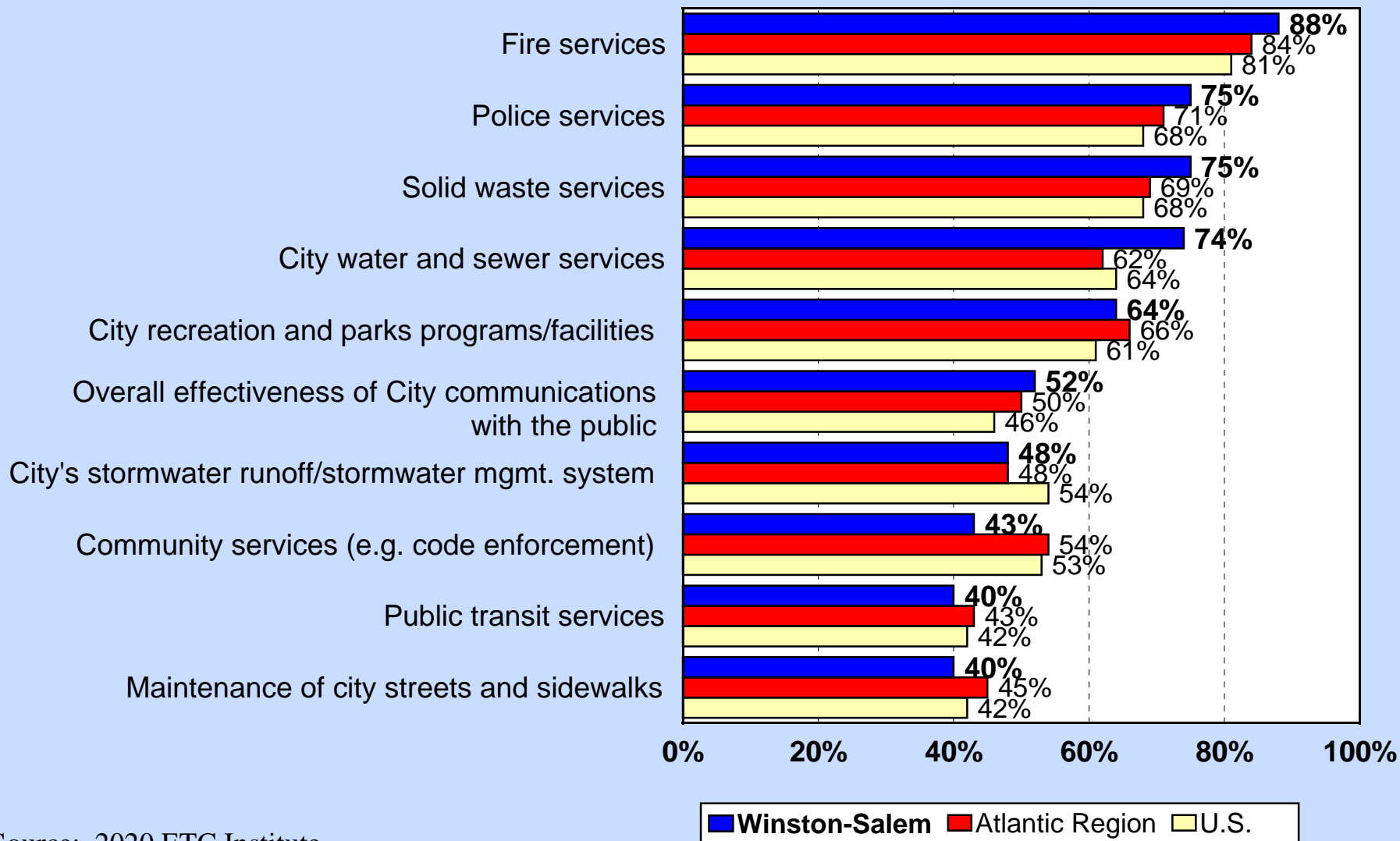
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

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

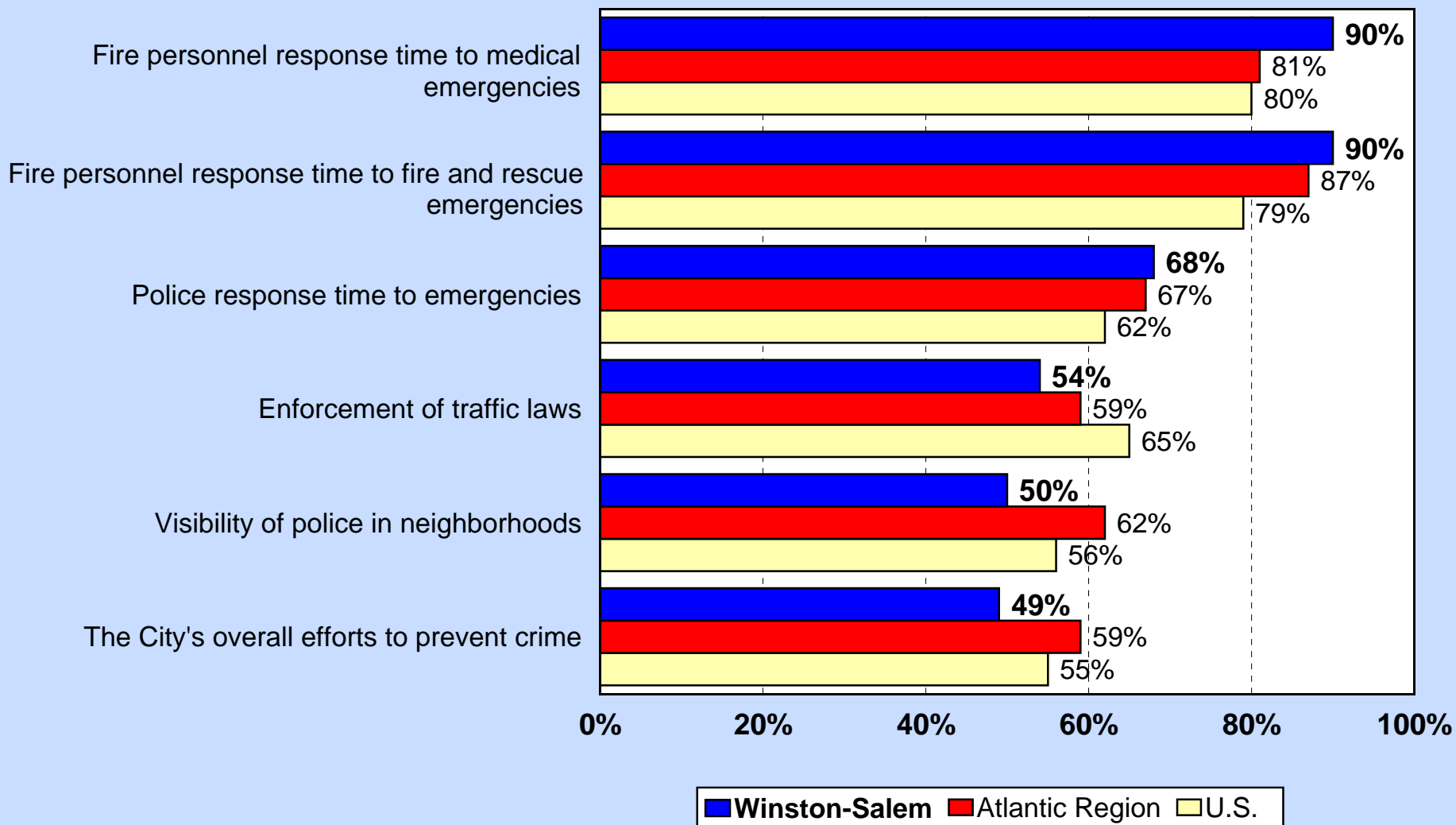
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Police and Fire Services Winston-Salem vs. Atlantic Region vs. the U.S.

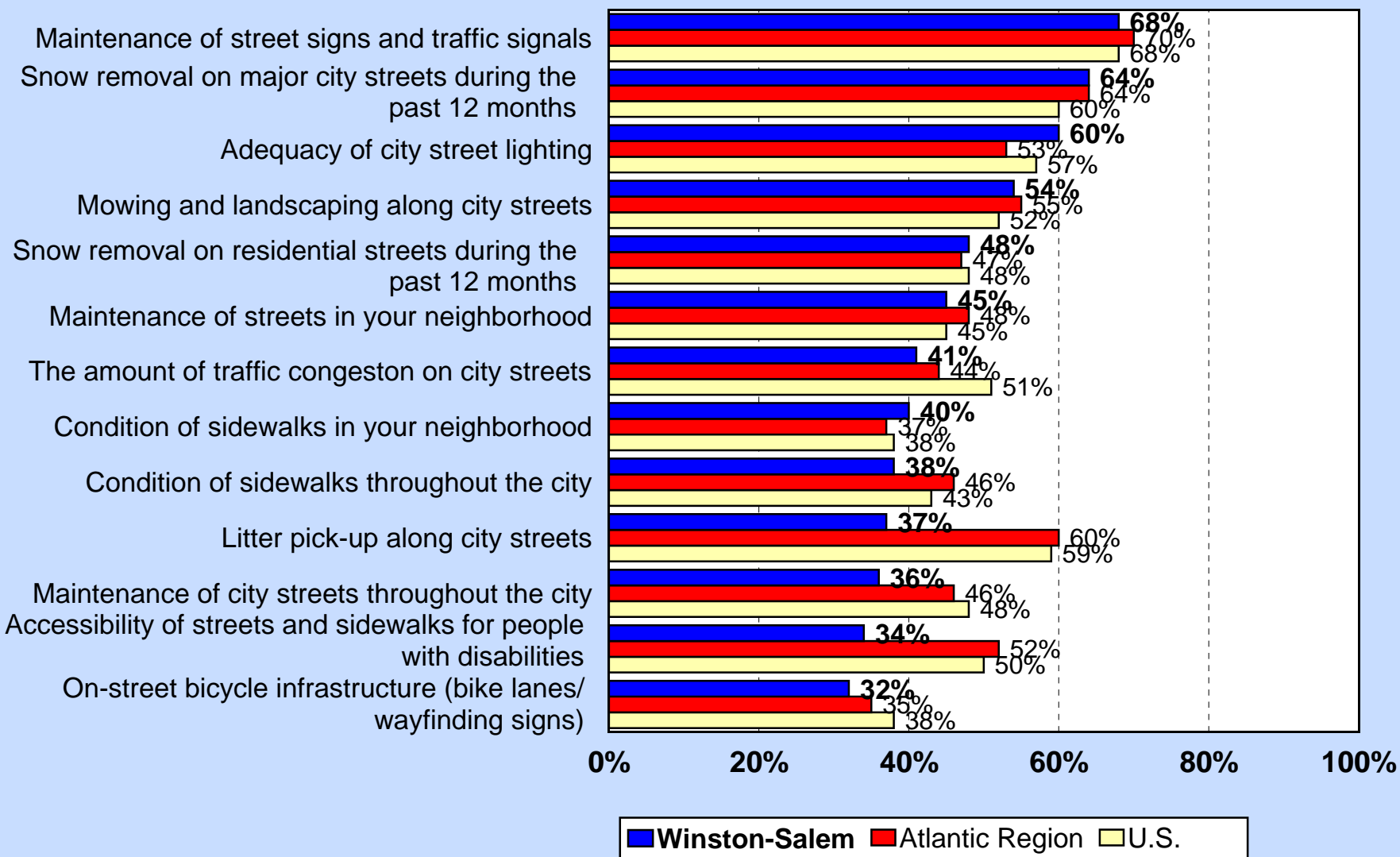
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Streets and Transportation Winston-Salem vs. Atlantic Region vs. the U.S.

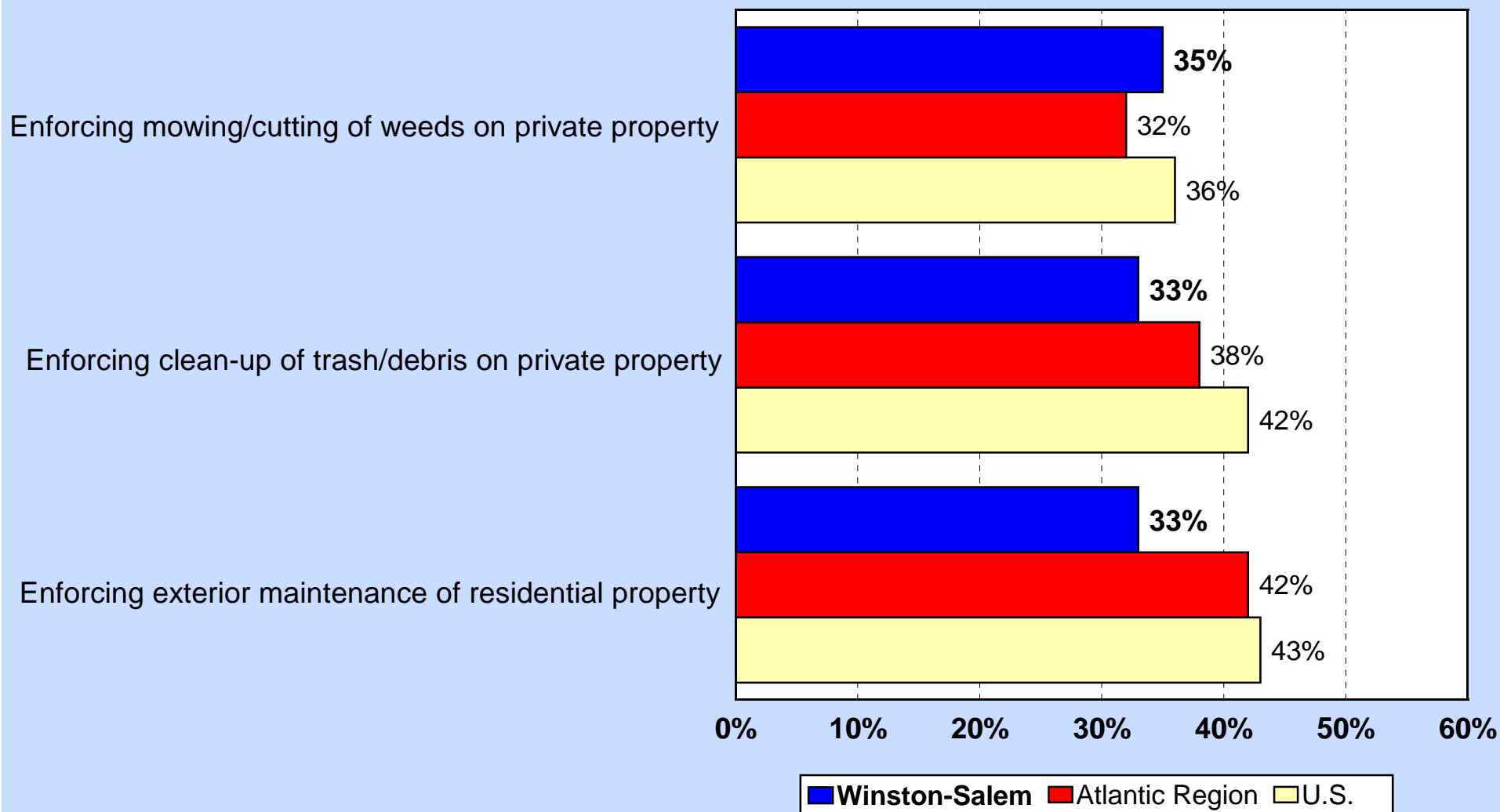
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Community Development Services Winston-Salem vs. Atlantic Region vs. the U.S.

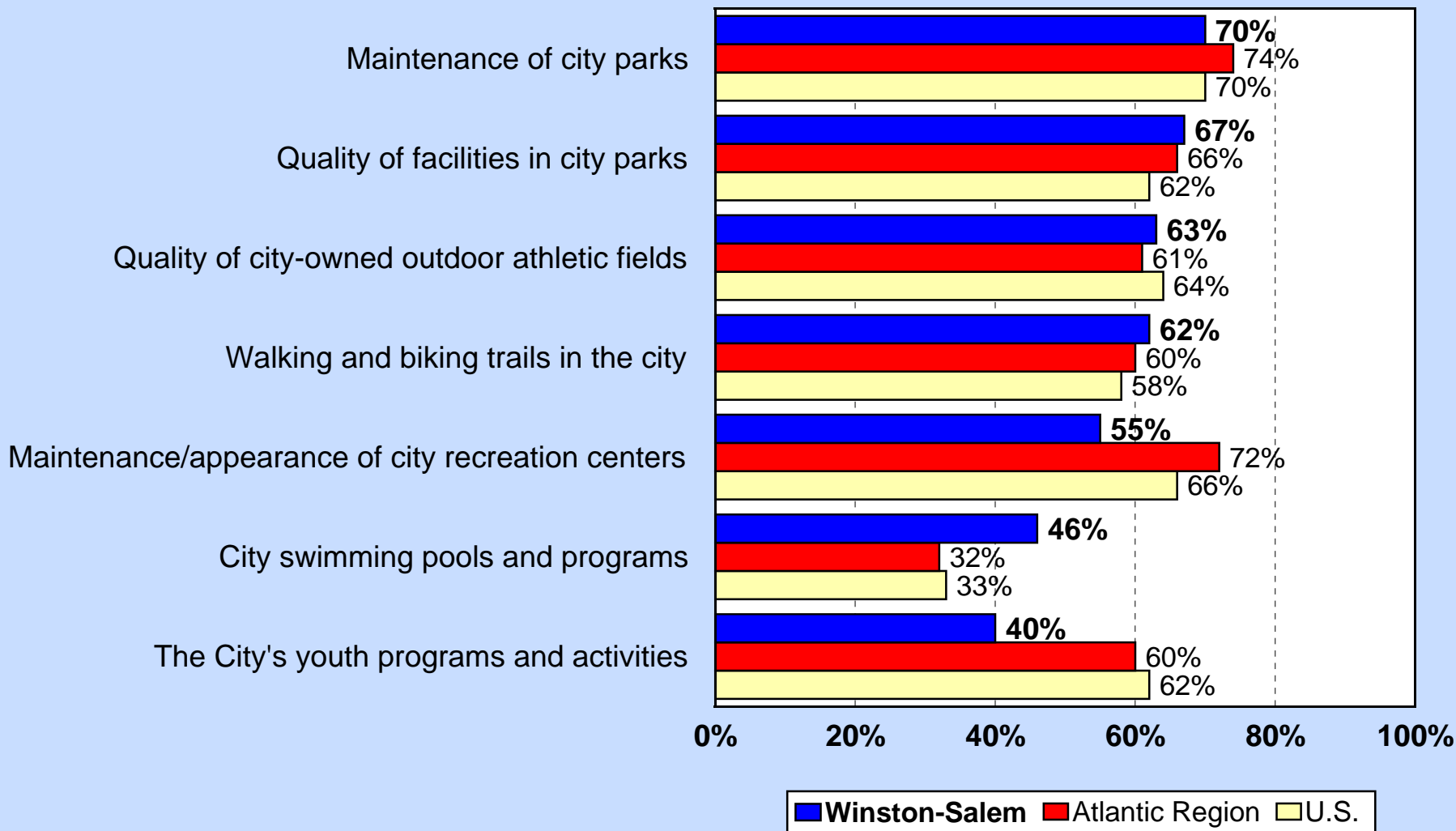
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Recreation and Parks Services 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)

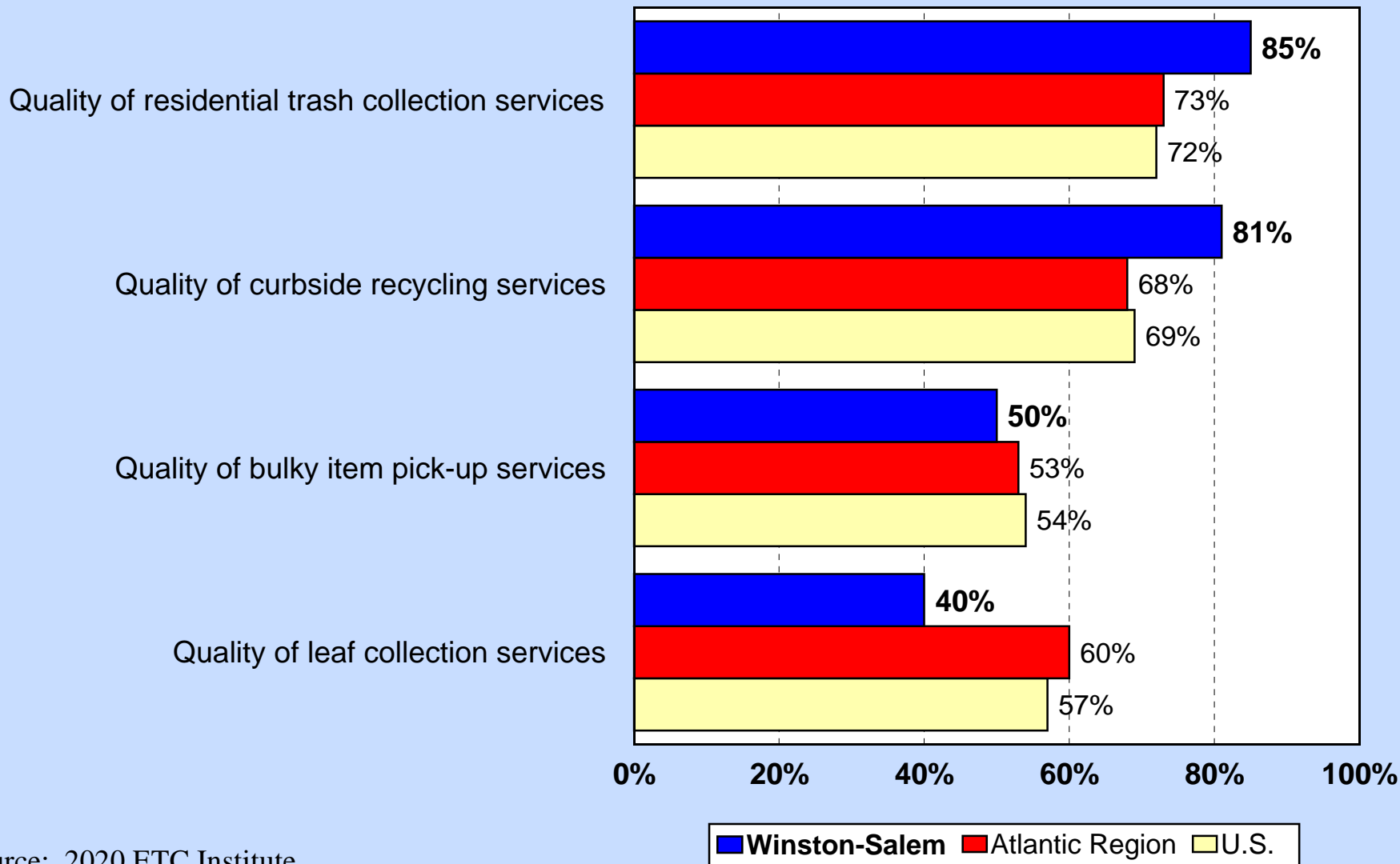


Source: 2020 ETC Institute

Satisfaction with Solid Waste Services

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

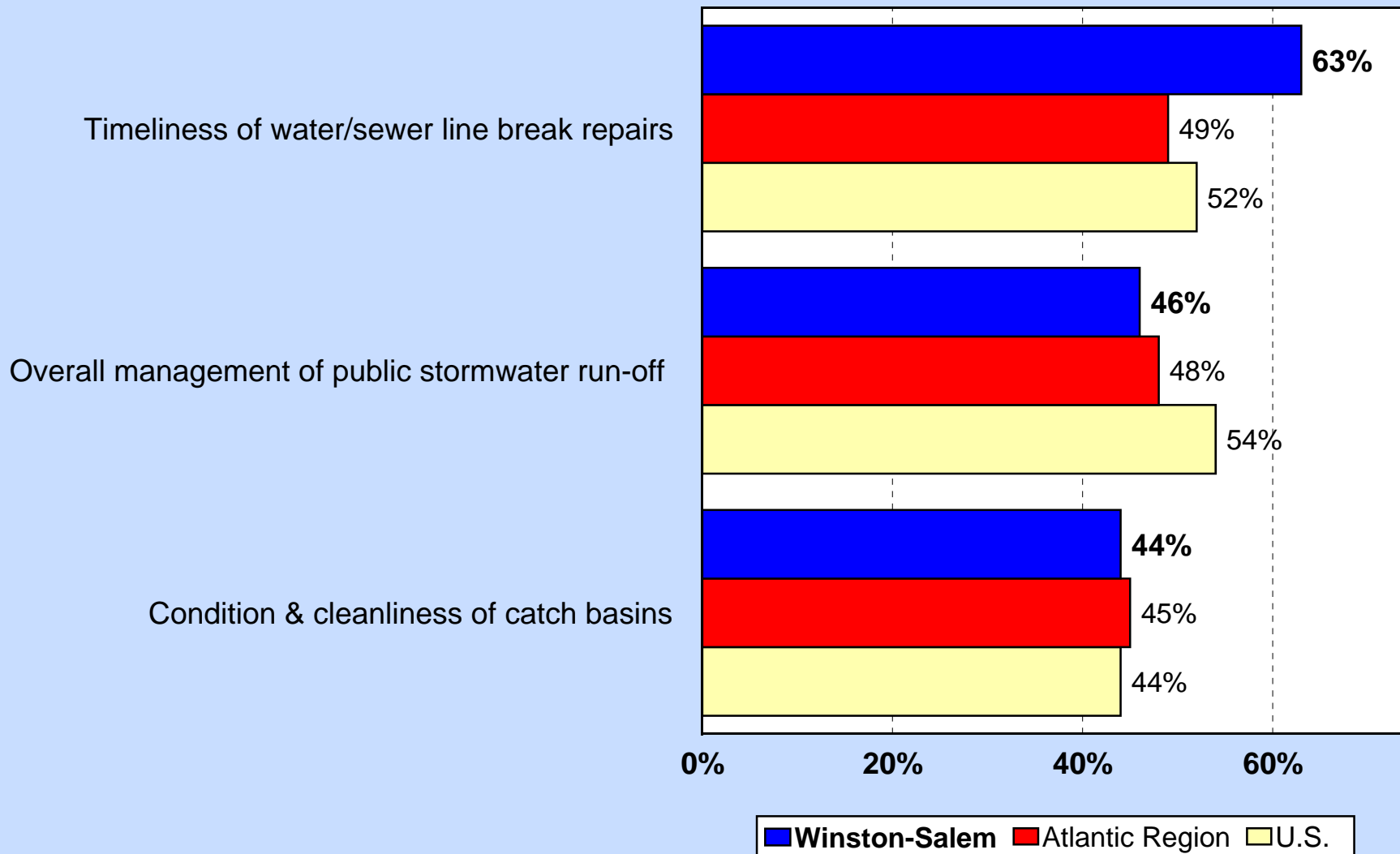
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Water, Sewer, and Stormwater Services Winston-Salem vs. Atlantic Region vs. the U.S.

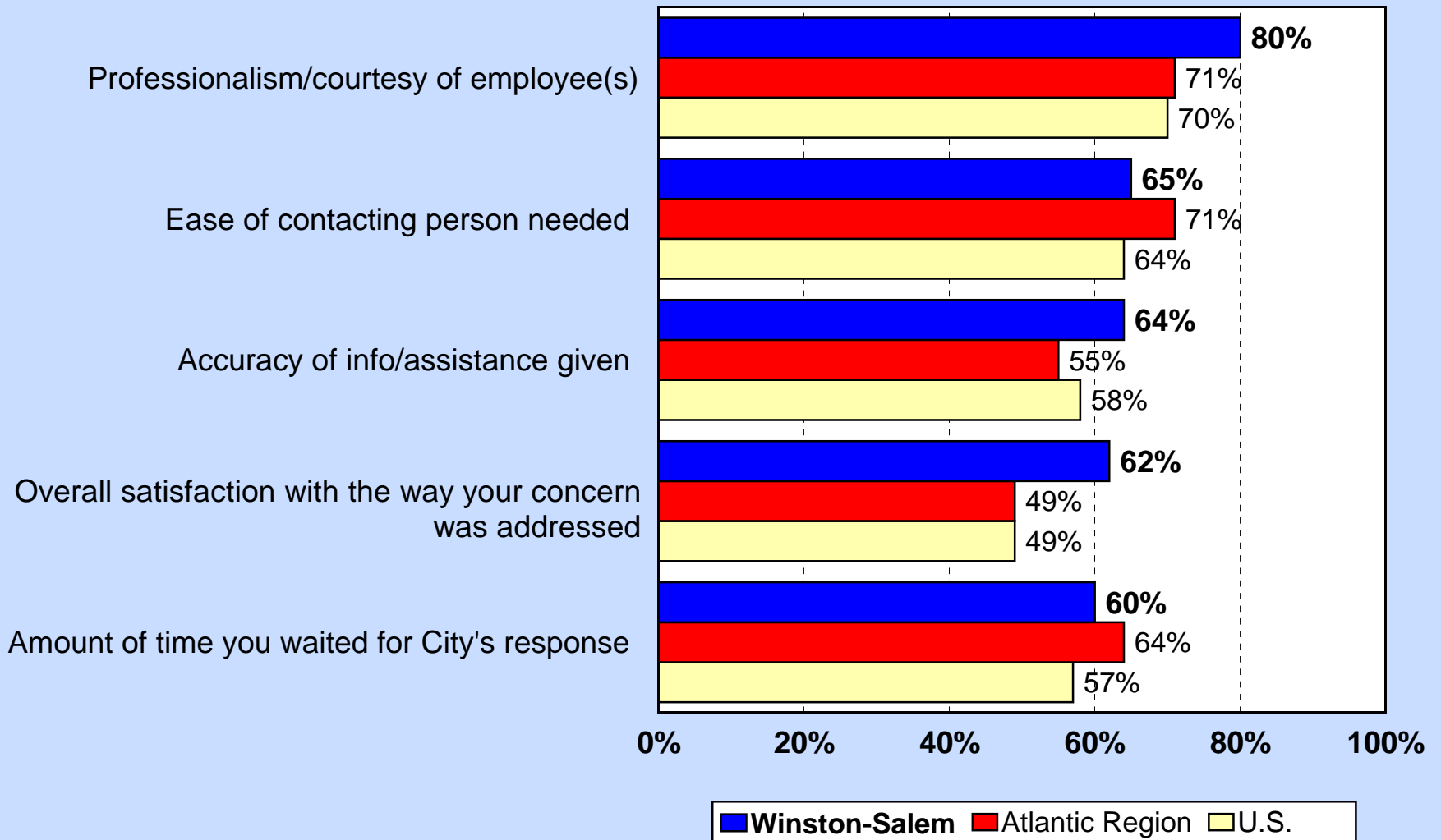
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

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: 2020 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Winston-Salem, North Carolina

Overview

Today, City leaders have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that communities will maximize overall resident satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first and second most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the categories of police and fire services they thought should receive the most emphasis over the next two years. Approximately thirty-one percent (30.7%) selected *visibility of police in neighborhoods* as one of the most important services for the City to provide.

With regard to satisfaction, 50% of the residents surveyed rated the City's overall performance in *visibility of police in neighborhoods* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 30.7% was multiplied by 50% (1-0.50). This calculation yielded an I-S rating of 0.1535, which was ranked second out of nine police and fire service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis (IS > 0.20)*
- *Increase Current Emphasis (IS = 0.10 - 0.20)*
- *Maintain Current Emphasis (IS < 0.10)*

The results for Winston-Salem are provided on the following pages.

Importance-Satisfaction Rating

2020 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
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
Medium Priority (IS < .10)						
Perception of police personnel attitudes/behaviors	27%	3	67%	6	0.0901	3
Competence of police personnel	23%	4	69%	4	0.0704	4
Police response time to emergencies	19%	6	68%	5	0.0621	5
Enforcement of traffic laws	7%	8	54%	7	0.0313	6
Fire personnel response time to fire and rescue emergencies	21%	5	90%	2	0.0206	7
Fire personnel response time to medical emergencies	13%	7	90%	1	0.0126	8
The City's fire prevention efforts	4%	9	75%	3	0.0105	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating 2020 City of Winston-Salem Resident Survey Public Transit

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>						
Timeliness of WSTA fixed route bus services	31%	1	36%	2	0.2003	1
<u>High Priority (IS = .10-.20)</u>						
Overall satisfaction with WSTA fixed route bus services	26%	2	33%	5	0.1722	2
Overall satisfaction with WSTA Trans-AID bus services	16%	4	34%	3	0.1056	3
Cleanliness of WSTA buses	17%	3	37%	1	0.1046	4
<u>Medium Priority (IS < .10)</u>						
Timeliness of WSTA Trans-AID bus services	14%	5	33%	4	0.0925	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating 2020 City of Winston-Salem Resident Survey Streets and Transportation

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>						
Maintenance of City streets throughout the city	53%	1	36%	17	0.3386	1
<u>High Priority (IS = .10-.20)</u>						
Maintenance of streets in your neighborhood	25%	2	45%	10	0.1381	2
Availability of sidewalks throughout the City	21%	3	37%	16	0.1292	3
Litter pick-up along City streets	20%	4	37%	15	0.1260	4
The amount of traffic congestion on City streets	19%	5	41%	12	0.1097	5
<u>Medium Priority (IS < .10)</u>						
Ease and availability of on-street public parking in downtown	12%	8	34%	19	0.0785	6
Snow removal on residential streets during the past 12 months	14%	6	48%	8	0.0712	7
Accessibility of streets and sidewalks for people with disabilities	10%	10	34%	18	0.0686	8
On-street bicycle infrastructure	8%	12	32%	20	0.0551	9
Condition of sidewalks throughout the City	9%	11	38%	14	0.0533	10
Adequacy of City street lighting	13%	7	60%	3	0.0520	11
Availability of greenways throughout the City	11%	9	55%	5	0.0500	12
Maintenance of trees along City streets	8%	13	45%	9	0.0429	13
Cost of public parking options in downtown	7%	14	42%	11	0.0400	14
Condition of sidewalks in your neighborhood	6%	16	40%	13	0.0378	15
Mowing and landscaping along City streets	5%	17	54%	6	0.0230	16
Condition of existing greenways	5%	18	57%	4	0.0211	17
Maintenance of street signs and traffic signals	7%	15	68%	1	0.0208	18
Ease and availability of public parking in decks in downtown	4%	20	50%	7	0.0200	19
Snow removal on major City streets during the past 12 months	5%	19	64%	2	0.0169	20

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating 2020 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	41%	1	33%	4	0.2740	1
Demolishing vacant structures that are nuisance properties	29%	2	20%	7	0.2336	2
City housing rehabilitation programs	29%	3	25%	6	0.2160	3
<u>High Priority (IS = .10-.20)</u>						
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
<u>Medium Priority (IS < .10)</u>						
Enforcing trash, weeds, and exterior maintenance in your neighborhood	16%	6	44%	2	0.0890	6
Overall character/condition of your neighborhood	16%	5	70%	1	0.0483	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

2020 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	21%	4	40%	10	0.1266	1
Maintenance of city parks	34%	1	70%	1	0.1020	2
Medium Priority (IS < .10)						
Walking and biking trails in the city	22%	3	62%	4	0.0828	3
Quality of facilities in city parks	23%	2	67%	2	0.0766	4
Programs/activities at city recreation centers	12%	5	46%	9	0.0670	5
Marketing of Recreation and Parks programs/facilities	10%	6	37%	11	0.0605	6
Maintenance/appearance of city recreation centers	9%	7	55%	5	0.0392	7
City swimming pools and programs	7%	8	46%	8	0.0362	8
Quality of customer service from Recreation and Parks employees	6%	9	50%	6	0.0275	9
Quality of city-owned outdoor athletic fields	4%	10	63%	3	0.0159	10
City splash pads and spraygrounds	2%	11	49%	7	0.0117	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

2020 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
<u>Very High Priority (IS > .20)</u>						
Quality of brush pick-up services	34%	1	38%	6	0.2120	1
<u>High Priority (IS = .10-.20)</u>						
Quality of leaf collection services	33%	2	40%	4	0.1980	2
Quality of bulky item pick-up services	31%	4	50%	3	0.1525	3
<u>Medium Priority (IS < .10)</u>						
Quality of City street sweeping services	11%	6	39%	5	0.0689	4
Quality of residential trash collection services	31%	3	85%	1	0.0458	5
Quality of curbside recycling services	23%	5	81%	2	0.0429	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

2020 City of Winston-Salem Resident Survey

Water, Sewer, and Stormwater

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>						
Affordability of water/sewer & stormwater bills	45%	2	42%	5	0.2587	1
<u>High Priority (IS= .10-.20)</u>						
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
<u>Medium Priority (IS < .10)</u>						
Overall management of public stormwater run-off	19%	4	46%	3	0.0999	4
Timeliness of water/sewer line break repairs	17%	5	63%	2	0.0644	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Section 4:

Tabular Data

Q1. 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.

(N=1259)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	34.1%	50.0%	10.6%	3.6%	0.9%	0.9%
Q1-2. As a place to raise children	27.2%	42.3%	14.1%	4.7%	1.6%	10.1%
Q1-3. As a place to work	24.1%	44.9%	16.9%	7.1%	2.4%	4.7%

WITHOUT "DON'T KNOW"

Q1. 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. (without "don't know")

(N=1259)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	34.4%	50.5%	10.7%	3.6%	0.9%
Q1-2. As a place to raise children	30.2%	47.1%	15.7%	5.2%	1.8%
Q1-3. As a place to work	25.3%	47.1%	17.8%	7.4%	2.5%

Q2. 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.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall image of City	15.9%	57.8%	16.5%	7.2%	1.4%	1.2%
Q2-2. Overall quality of life in City	20.4%	53.8%	16.4%	6.8%	1.2%	1.5%
Q2-3. Overall feeling of safety in City	11.6%	44.8%	23.5%	14.4%	4.2%	1.5%
Q2-4. Availability of jobs in City	6.8%	29.6%	32.2%	12.9%	4.9%	13.6%
Q2-5. Overall perception of local economy/business environment	8.6%	39.0%	32.6%	11.7%	3.3%	4.9%
Q2-6. Overall openness & acceptance of the community toward people of diverse backgrounds	12.1%	38.8%	28.5%	12.1%	3.4%	5.1%
Q2-7. Availability of affordable housing in City	7.9%	29.0%	27.8%	15.0%	6.0%	14.2%
Q2-8. Overall quality of the natural environment in City	12.7%	49.0%	24.0%	8.7%	2.1%	3.6%
Q2-9. Overall quality of services provided by City	13.1%	48.8%	20.1%	11.6%	4.0%	2.5%
Q2-10. Overall value you receive for your City tax dollars & fees	8.8%	34.9%	25.8%	18.0%	9.1%	3.3%
Q2-11. How well City is managing growth & development	8.9%	34.9%	30.3%	13.7%	5.3%	7.0%
Q2-12. Access to healthy food options within City	16.7%	43.2%	20.3%	13.0%	2.1%	4.6%

WITHOUT "DON'T KNOW"**Q2. 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. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall image of City	16.1%	58.5%	16.7%	7.3%	1.4%
Q2-2. Overall quality of life in City	20.7%	54.6%	16.6%	6.9%	1.2%
Q2-3. Overall feeling of safety in City	11.8%	45.5%	23.9%	14.6%	4.3%
Q2-4. Availability of jobs in City	7.8%	34.3%	37.3%	14.9%	5.7%
Q2-5. Overall perception of local economy/ business environment	9.0%	41.0%	34.3%	12.3%	3.4%
Q2-6. Overall openness & acceptance of the community toward people of diverse backgrounds	12.7%	40.9%	30.0%	12.7%	3.6%
Q2-7. Availability of affordable housing in City	9.3%	33.8%	32.4%	17.5%	7.0%
Q2-8. Overall quality of the natural environment in City	13.2%	50.8%	24.9%	9.0%	2.1%
Q2-9. Overall quality of services provided by City	13.4%	50.0%	20.6%	11.9%	4.1%
Q2-10. Overall value you receive for your City tax dollars & fees	9.1%	36.1%	26.7%	18.6%	9.4%
Q2-11. How well City is managing growth & development	9.6%	37.5%	32.5%	14.7%	5.7%
Q2-12. Access to healthy food options within City	17.5%	45.3%	21.3%	13.7%	2.2%

Q3. Communications Services. Please rate your satisfaction with the following services the City of Winston-Salem, North Carolina provides.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall effectiveness of City communications with the public	10.6%	44.6%	28.7%	9.8%	3.4%	2.9%
Q3-2. Availability of information about City programs/services	11.4%	42.8%	26.3%	11.9%	3.4%	4.2%
Q3-3. Overall usefulness of City's website	11.0%	39.4%	29.9%	7.4%	1.7%	10.7%
Q3-4. Overall effectiveness of City's use of social media	7.5%	29.2%	32.8%	7.3%	2.5%	20.7%
Q3-5. Opportunities to engage/ provide input into decisions made by City	5.0%	23.8%	36.3%	14.5%	6.0%	14.3%
Q3-6. Effectiveness of communications during severe weather	19.5%	51.3%	17.8%	5.6%	1.3%	4.5%

WITHOUT "DON'T KNOW"

Q3. Communications Services. Please rate your satisfaction with the following services the City of Winston-Salem, North Carolina provides. (without "don't know")

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall effectiveness of City communications with the public	10.9%	45.9%	29.5%	10.1%	3.5%
Q3-2. Availability of information about City programs/services	11.9%	44.7%	27.4%	12.4%	3.6%
Q3-3. Overall usefulness of City's website	12.3%	44.1%	33.5%	8.3%	1.9%
Q3-4. Overall effectiveness of City's use of social media	9.5%	36.8%	41.3%	9.2%	3.1%
Q3-5. Opportunities to engage/provide input into decisions made by City	5.8%	27.8%	42.4%	17.0%	7.0%
Q3-6. Effectiveness of communications during severe weather	20.5%	53.7%	18.6%	5.8%	1.3%

Q4. How do you currently get your information about programs and services the City of Winston-Salem, North Carolina offers?

Q4. How do you currently get City information about programs & services	Number	Percent
City website	607	48.2 %
Newspapers	465	36.9 %
Utility bill inserts	591	46.9 %
City social media	294	23.4 %
Local radio	350	27.8 %
Word of mouth	441	35.0 %
TV13	95	7.5 %
Local TV news	758	60.2 %
eNotifications	123	9.8 %
Events/activity lists	104	8.3 %
Mailings	313	24.9 %
Other	35	2.8 %
Total	4176	

Q4-12. Other

Q4-12. Other	Number	Percent
NextDoor app	8	22.9 %
Facebook	2	5.7 %
311 call	2	5.7 %
NextDoor app and emails from school district	1	2.9 %
Participating in Citizens of Winston Salem type programs	1	2.9 %
We have a neighborhood email list that is great about distributing city info	1	2.9 %
Other area social media	1	2.9 %
TWITTER	1	2.9 %
Internet google local news	1	2.9 %
Google	1	2.9 %
NEIGHBORHOOD WEB	1	2.9 %
ALDERMAN EMAILS	1	2.9 %
Google online	1	2.9 %
Community flyers	1	2.9 %
EMAIL AND NEXTDOOR	1	2.9 %
Web searches for particular information	1	2.9 %
Phone city office	1	2.9 %
Friends	1	2.9 %
ANY	1	2.9 %
News	1	2.9 %
Smitty's notes	1	2.9 %
INTERNET	1	2.9 %
Cell phone apps	1	2.9 %
I have to reach them myself	1	2.9 %
Word of mouth	1	2.9 %
Neighborhood network	1	2.9 %
Total	35	100.0 %

Q5. How would you prefer to get information about programs and services the City of Winston-Salem, North Carolina offers?

Q5. How would you prefer to get City information about programs & services	Number	Percent
City website	542	43.1 %
Newspapers	321	25.5 %
Utility bill inserts	433	34.4 %
City social media	300	23.8 %
Local radio	228	18.1 %
Word of mouth	56	4.4 %
TV13	65	5.2 %
Local TV news	618	49.1 %
eNotifications	357	28.4 %
Events/activity lists	89	7.1 %
Mailings	378	30.0 %
Other	14	1.1 %
Total	3401	

Q5-12. Other

Q5-12. Other	Number	Percent
Email	3	21.4 %
NextDoor app	2	14.3 %
City Facebook page	1	7.1 %
Text messages	1	7.1 %
311 call	1	7.1 %
Google	1	7.1 %
CityLink app	1	7.1 %
I have found it very helpful to read neighbors	1	7.1 %
Neighborhood email list	1	7.1 %
Internet	1	7.1 %
Apps	1	7.1 %
Total	14	100.0 %

Q5a. 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."

(N=300)

	Most important	2	3	4	5	Least important
Q5a-1. Facebook	63.1%	19.4%	8.6%	4.3%	2.2%	2.5%
Q5a-2. Instagram	11.5%	32.8%	20.9%	16.6%	11.1%	7.2%
Q5a-3. Twitter	8.9%	14.7%	29.9%	22.3%	12.9%	11.2%
Q5a-4. Nextdoor	17.6%	22.3%	13.4%	18.9%	16.4%	11.3%
Q5a-5. Flickr	0.0%	1.0%	4.5%	10.4%	22.4%	61.7%
Q5a-6. YouTube	3.2%	11.8%	23.6%	22.7%	28.6%	10.0%

Q6. 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.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Police services	25.3%	47.1%	15.3%	5.1%	2.9%	4.4%
Q6-2. Fire services (including medical responses by Fire Department)	34.4%	46.1%	10.2%	0.6%	0.3%	8.4%
Q6-3. Maintenance of City streets & sidewalks	6.6%	31.8%	22.2%	24.5%	12.7%	2.1%
Q6-4. Solid waste services (e.g. residential trash/recycling collection)	22.4%	50.8%	12.9%	7.8%	4.0%	2.1%
Q6-5. City water & sewer services	19.4%	52.0%	16.7%	6.1%	2.9%	2.9%
Q6-6. Community services (e.g. code enforcement, neighborhood & housing development)	6.5%	29.4%	31.9%	11.8%	4.7%	15.7%
Q6-7. City recreation & parks programs/facilities	14.7%	43.5%	25.8%	6.0%	1.7%	8.3%
Q6-8. City's 311 service (City Link)	14.2%	35.3%	24.5%	3.5%	1.7%	20.7%
Q6-9. Overall effectiveness of City communications with the public	8.3%	39.8%	33.2%	9.3%	2.9%	6.4%
Q6-10. City's stormwater runoff/stormwater management system	7.2%	32.3%	29.4%	9.1%	5.4%	16.5%
Q6-11. Permitting & inspection services	5.2%	26.6%	31.9%	4.6%	2.1%	29.5%
Q6-12. Public transit services (WSTA-City bus systems)	5.8%	17.2%	26.1%	5.5%	3.1%	42.3%

WITHOUT "DON'T KNOW"**Q6. 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. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Police services	26.4%	49.3%	15.9%	5.3%	3.1%
Q6-2. Fire services (including medical responses by Fire Department)	37.6%	50.3%	11.2%	0.6%	0.3%
Q6-3. Maintenance of City streets & sidewalks	6.7%	32.5%	22.7%	25.1%	13.0%
Q6-4. Solid waste services (e.g. residential trash/recycling collection)	22.9%	51.9%	13.2%	8.0%	4.1%
Q6-5. City water & sewer services	20.0%	53.6%	17.2%	6.3%	3.0%
Q6-6. Community services (e.g. code enforcement, neighborhood & housing development)	7.7%	34.9%	37.9%	13.9%	5.6%
Q6-7. City recreation & parks programs/facilities	16.0%	47.5%	28.2%	6.5%	1.8%
Q6-8. City's 311 service (City Link)	17.9%	44.6%	31.0%	4.4%	2.1%
Q6-9. Overall effectiveness of City communications with the public	8.9%	42.5%	35.5%	9.9%	3.1%
Q6-10. City's stormwater runoff/stormwater management system	8.7%	38.7%	35.2%	10.9%	6.5%
Q6-11. Permitting & inspection services	7.4%	37.8%	45.2%	6.5%	3.0%
Q6-12. Public transit services (WSTA-City bus systems)	10.0%	29.8%	45.3%	9.5%	5.4%

Q7. Prioritization of City Services. Please rank the following City services from 1 to 12, where 1 is "most important" and 12 is "least important."

(N=1259)

	Most important	2	3	4	5	6	7	8	9	10	11	Least important	Not provided
Q7-1. Police services	57.1%	18.4%	3.2%	2.7%	1.3%	1.7%	0.6%	0.6%	0.5%	0.9%	0.2%	1.4%	11.5%
Q7-2. Fire services (including medical responses by Fire Department)	16.8%	54.2%	7.2%	2.8%	2.1%	0.7%	0.6%	0.6%	0.2%	0.5%	0.6%	0.2%	13.5%
Q7-3. Maintenance of City streets & sidewalks	3.2%	4.9%	26.0%	13.7%	15.4%	8.1%	4.6%	3.7%	1.7%	1.7%	0.9%	1.3%	14.9%
Q7-4. Solid waste services (e.g. residential trash/recycling collection)	1.6%	2.4%	18.3%	31.9%	15.5%	5.6%	3.3%	2.3%	1.8%	0.6%	0.2%	0.6%	15.9%
Q7-5. City water & sewer services	4.5%	2.9%	17.6%	16.7%	23.6%	7.9%	4.7%	2.4%	1.1%	1.0%	0.4%	0.2%	17.0%
Q7-6. Community services (e.g. code enforcement, neighborhood & housing development)	1.7%	0.6%	2.3%	2.2%	6.1%	17.9%	13.5%	9.8%	8.3%	7.0%	6.6%	6.6%	17.4%
Q7-7. City recreation & parks programs/facilities	0.9%	1.5%	2.5%	3.1%	5.7%	14.8%	19.7%	10.8%	6.8%	7.2%	6.0%	3.6%	17.3%
Q7-8. City's 311 service (City Link)	0.4%	0.6%	1.7%	2.2%	2.5%	5.2%	6.0%	16.7%	11.8%	9.5%	8.5%	15.8%	19.1%
Q7-9. Overall effectiveness of City communication with the public	2.7%	0.6%	1.8%	3.2%	3.6%	4.8%	7.4%	11.8%	19.4%	11.3%	9.5%	4.7%	19.2%
Q7-10. City's stormwater runoff/stormwater management system	0.3%	0.3%	1.4%	2.9%	3.6%	7.1%	10.2%	9.8%	11.4%	17.6%	9.7%	5.5%	20.1%
Q7-11. Permitting & inspection services	0.1%	0.5%	0.6%	1.4%	1.1%	2.5%	4.8%	5.2%	10.4%	12.7%	25.3%	14.8%	20.6%
Q7-12. Public transit services (WSTA-City bus systems)	1.9%	0.6%	3.0%	2.6%	3.5%	5.3%	5.0%	6.4%	6.2%	9.8%	10.6%	24.8%	20.2%

WITHOUT "NOT PROVIDED"

Q7. Prioritization of City Services. Please rank the following City services from 1 to 12, where 1 is "most important" and 12 is "least important." (without "not provided")

(N=1259)

	Most important	2	3	4	5	6	7	8	9	10	11	Least important
Q7-1. Police services	64.5%	20.8%	3.6%	3.1%	1.4%	1.9%	0.6%	0.6%	0.5%	1.0%	0.3%	1.6%
Q7-2. Fire services (including medical responses by Fire Department)	19.4%	62.7%	8.4%	3.2%	2.4%	0.8%	0.6%	0.7%	0.2%	0.6%	0.7%	0.3%
Q7-3. Maintenance of City streets & sidewalks	3.7%	5.8%	30.5%	16.0%	18.1%	9.5%	5.4%	4.3%	2.1%	2.1%	1.0%	1.5%
Q7-4. Solid waste services (e.g. residential trash/recycling collection)	1.9%	2.8%	21.8%	38.0%	18.4%	6.6%	3.9%	2.7%	2.2%	0.7%	0.3%	0.8%
Q7-5. City water & sewer services	5.5%	3.5%	21.2%	20.1%	28.4%	9.6%	5.6%	2.9%	1.3%	1.1%	0.5%	0.2%
Q7-6. Community services (e.g. code enforcement, neighborhood & housing development)	2.0%	0.8%	2.8%	2.7%	7.4%	21.6%	16.3%	11.9%	10.0%	8.5%	8.0%	8.0%
Q7-7. City recreation & parks programs/facilities	1.1%	1.8%	3.1%	3.7%	6.9%	17.9%	23.8%	13.1%	8.3%	8.7%	7.3%	4.3%
Q7-8. City's 311 service (City Link)	0.5%	0.8%	2.2%	2.7%	3.1%	6.5%	7.4%	20.6%	14.5%	11.7%	10.5%	19.5%
Q7-9. Overall effectiveness of City communication with the public	3.3%	0.8%	2.3%	3.9%	4.4%	6.0%	9.1%	14.7%	24.0%	14.0%	11.7%	5.8%
Q7-10. City's stormwater runoff/stormwater management system	0.4%	0.4%	1.8%	3.7%	4.5%	8.8%	12.7%	12.3%	14.3%	22.1%	12.1%	6.9%
Q7-11. Permitting & inspection services	0.1%	0.6%	0.7%	1.8%	1.4%	3.2%	6.1%	6.5%	13.1%	16.0%	31.9%	18.6%
Q7-12. Public transit services (WSTA-City bus systems)	2.4%	0.8%	3.8%	3.3%	4.4%	6.7%	6.3%	8.1%	7.8%	12.2%	13.3%	31.0%

Q8. Police and Fire Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Fire personnel response time to fire & rescue emergencies	34.0%	32.6%	7.4%	0.4%	0.2%	25.5%
Q8-2. Fire personnel response time to medical emergencies	34.8%	32.8%	7.0%	0.5%	0.3%	24.6%
Q8-3. City's fire prevention efforts	20.3%	34.9%	17.5%	0.7%	0.5%	26.1%
Q8-4. Visibility of police in neighborhoods	11.9%	33.8%	25.3%	16.4%	5.0%	7.5%
Q8-5. City's overall efforts to prevent crime	11.3%	32.3%	27.7%	13.6%	4.9%	10.2%
Q8-6. Enforcement of traffic laws	10.2%	39.3%	26.4%	10.3%	4.4%	9.4%
Q8-7. Police response time to emergencies	20.2%	33.1%	18.0%	4.8%	2.5%	21.4%
Q8-8. Overall perception of police personnel attitudes/ behaviors	23.1%	37.4%	19.1%	7.6%	3.5%	9.2%
Q8-9. Overall competence of police personnel	23.3%	36.5%	19.1%	5.2%	2.9%	13.0%

WITHOUT "DON'T KNOW"**Q8. Police and Fire Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Fire personnel response time to fire & rescue emergencies	45.6%	43.7%	9.9%	0.5%	0.2%
Q8-2. Fire personnel response time to medical emergencies	46.2%	43.5%	9.3%	0.6%	0.4%
Q8-3. City's fire prevention efforts	27.5%	47.3%	23.6%	1.0%	0.6%
Q8-4. Visibility of police in neighborhoods	12.9%	36.5%	27.4%	17.8%	5.4%
Q8-5. City's overall efforts to prevent crime	12.6%	36.0%	30.9%	15.1%	5.5%
Q8-6. Enforcement of traffic laws	11.3%	43.4%	29.1%	11.4%	4.8%
Q8-7. Police response time to emergencies	25.7%	42.2%	23.0%	6.1%	3.1%
Q8-8. Overall perception of police personnel attitudes/behaviors	25.5%	41.2%	21.1%	8.4%	3.8%
Q8-9. Overall competence of police personnel	26.8%	42.0%	21.9%	6.0%	3.3%

Q9. 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?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Fire personnel response time to fire & rescue emergencies	145	11.5 %
Fire personnel response time to medical emergencies	64	5.1 %
City's fire prevention efforts	17	1.4 %
Visibility of police in neighborhoods	233	18.5 %
City's overall efforts to prevent crime	241	19.1 %
Enforcement of traffic laws	30	2.4 %
Police response time to emergencies	121	9.6 %
Overall perception of police personnel attitudes/behaviors	186	14.8 %
Overall competence of police personnel	113	9.0 %
None chosen	109	8.7 %
Total	1259	100.0 %

Q9. 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?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Fire personnel response time to fire & rescue emergencies	115	9.1 %
Fire personnel response time to medical emergencies	95	7.5 %
City's fire prevention efforts	35	2.8 %
Visibility of police in neighborhoods	154	12.2 %
City's overall efforts to prevent crime	211	16.8 %
Enforcement of traffic laws	56	4.4 %
Police response time to emergencies	123	9.8 %
Overall perception of police personnel attitudes/behaviors	158	12.5 %
Overall competence of police personnel	172	13.7 %
None chosen	140	11.1 %
Total	1259	100.0 %

SUM OF TOP 2 CHOICES

Q9. 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? (top 2)

<u>Q9. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Fire personnel response time to fire & rescue emergencies	260	20.7 %
Fire personnel response time to medical emergencies	159	12.6 %
City's fire prevention efforts	52	4.1 %
Visibility of police in neighborhoods	387	30.7 %
City's overall efforts to prevent crime	452	35.9 %
Enforcement of traffic laws	86	6.8 %
Police response time to emergencies	244	19.4 %
Overall perception of police personnel attitudes/behaviors	344	27.3 %
Overall competence of police personnel	285	22.6 %
None chosen	109	8.7 %
Total	2378	

Q11. Public Transit. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Timeliness of WSTA fixed route bus services	3.2%	8.3%	16.5%	2.7%	1.5%	67.8%
Q11-2. Overall satisfaction with WSTA fixed route bus services	3.3%	7.5%	16.5%	3.8%	2.1%	66.7%
Q11-3. Timeliness of WSTA Trans-AID bus services	3.1%	7.1%	16.7%	2.0%	1.4%	69.7%
Q11-4. Overall satisfaction with WSTA Trans-AID bus services	3.3%	7.1%	16.4%	2.0%	1.6%	69.5%
Q11-5. Cleanliness of WSTA buses	3.3%	7.9%	17.2%	1.0%	1.1%	69.4%

WITHOUT "DON'T KNOW"**Q11. Public Transit. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Timeliness of WSTA fixed route bus services	9.9%	25.7%	51.4%	8.4%	4.7%
Q11-2. Overall satisfaction with WSTA fixed route bus services	10.0%	22.7%	49.6%	11.5%	6.2%
Q11-3. Timeliness of WSTA Trans-AID bus services	10.2%	23.4%	55.1%	6.6%	4.7%
Q11-4. Overall satisfaction with WSTA Trans-AID bus services	10.9%	23.4%	53.9%	6.5%	5.2%
Q11-5. Cleanliness of WSTA buses	10.9%	26.0%	56.4%	3.1%	3.6%

Q12. Which TWO of the Public Transit services listed in Question 11 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Timeliness of WSTA fixed route bus services	254	20.2 %
Overall satisfaction with WSTA fixed route bus services	189	15.0 %
Timeliness of WSTA Trans-AID bus services	66	5.2 %
Overall satisfaction with WSTA Trans-AID bus services	71	5.6 %
Cleanliness of WSTA buses	90	7.1 %
None chosen	589	46.8 %
Total	1259	100.0 %

Q12. Which TWO of the Public Transit services listed in Question 11 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Timeliness of WSTA fixed route bus services	140	11.1 %
Overall satisfaction with WSTA fixed route bus services	135	10.7 %
Timeliness of WSTA Trans-AID bus services	108	8.6 %
Overall satisfaction with WSTA Trans-AID bus services	131	10.4 %
Cleanliness of WSTA buses	120	9.5 %
None chosen	625	49.6 %
Total	1259	100.0 %

SUM OF TOP 2 CHOICES

Q12. Which TWO of the Public Transit services listed in Question 11 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

<u>Q12. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Timeliness of WSTA fixed route bus services	394	31.3 %
Overall satisfaction with WSTA fixed route bus services	324	25.7 %
Timeliness of WSTA Trans-AID bus services	174	13.8 %
Overall satisfaction with WSTA Trans-AID bus services	202	16.0 %
Cleanliness of WSTA buses	210	16.7 %
None chosen	589	46.8 %
Total	1893	

Q13. Streets and Transportation. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Maintenance of City streets throughout City	4.2%	30.8%	22.8%	27.8%	10.8%	3.6%
Q13-2. Maintenance of streets in your neighborhood	6.8%	36.4%	20.1%	21.3%	11.6%	3.9%
Q13-3. Amount of traffic congestion on City streets	4.8%	34.6%	35.7%	15.4%	4.7%	4.8%
Q13-4. Availability of sidewalks throughout City	4.7%	30.1%	25.4%	24.5%	8.2%	7.1%
Q13-5. Condition of sidewalks throughout City	3.7%	30.3%	31.3%	18.7%	4.7%	11.2%
Q13-6. Condition of sidewalks in your neighborhood	5.3%	26.4%	23.2%	14.3%	10.7%	20.1%
Q13-7. Availability of greenways throughout City	9.8%	38.0%	24.9%	11.1%	3.1%	13.0%
Q13-8. Condition of existing greenways	8.7%	37.6%	27.4%	5.2%	2.1%	18.8%
Q13-9. Snow removal on major City streets during past 12 months	13.1%	43.2%	22.3%	6.6%	2.9%	11.9%
Q13-10. Snow removal on residential streets during past 12 months	9.2%	32.3%	24.7%	13.8%	7.9%	12.1%
Q13-11. Maintenance of street signs & traffic signals	12.6%	52.6%	21.7%	5.8%	2.2%	5.1%
Q13-12. Adequacy of City street lighting	9.9%	47.8%	21.8%	11.8%	3.8%	4.8%
Q13-13. Accessibility of streets & sidewalks for people with disabilities	4.6%	20.3%	25.3%	15.4%	6.0%	28.3%
Q13-14. On-street bicycle infrastructure (bike lanes/wayfinding signs)	4.8%	20.2%	29.3%	18.3%	6.0%	21.3%

Q13. Streets and 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
Q13-15. Maintenance of trees along City streets	5.8%	36.0%	28.6%	16.4%	6.4%	6.9%
Q13-16. Mowing & landscaping along City streets	6.5%	44.2%	26.8%	11.3%	5.1%	6.1%
Q13-17. Litter pick-up along City streets	4.8%	30.3%	25.3%	22.2%	10.9%	6.4%
Q13-18. Ease & availability of on-street public parking in Downtown	4.1%	24.9%	27.1%	21.8%	9.0%	13.2%
Q13-19. Ease & availability of public parking in decks in Downtown	7.0%	35.7%	29.2%	9.3%	4.1%	14.8%
Q13-20. Cost of public parking options in Downtown	6.0%	29.4%	28.8%	13.5%	6.8%	15.5%

WITHOUT "DON'T KNOW"**Q13. Streets and Transportation. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Maintenance of City streets throughout City	4.4%	32.0%	23.6%	28.8%	11.2%
Q13-2. Maintenance of streets in your neighborhood	7.0%	37.9%	20.9%	22.1%	12.1%
Q13-3. Amount of traffic congestion on City streets	5.0%	36.4%	37.5%	16.2%	4.9%
Q13-4. Availability of sidewalks throughout City	5.0%	32.4%	27.4%	26.4%	8.8%
Q13-5. Condition of sidewalks throughout City	4.2%	34.2%	35.2%	21.1%	5.3%
Q13-6. Condition of sidewalks in your neighborhood	6.7%	33.0%	29.0%	17.9%	13.4%
Q13-7. Availability of greenways throughout City	11.2%	43.7%	28.7%	12.8%	3.6%
Q13-8. Condition of existing greenways	10.8%	46.4%	33.8%	6.5%	2.6%
Q13-9. Snow removal on major City streets during past 12 months	14.9%	49.1%	25.3%	7.5%	3.2%
Q13-10. Snow removal on residential streets during past 12 months	10.5%	36.8%	28.1%	15.7%	8.9%
Q13-11. Maintenance of street signs & traffic signals	13.3%	55.4%	22.8%	6.1%	2.3%
Q13-12. Adequacy of City street lighting	10.4%	50.3%	23.0%	12.4%	4.0%
Q13-13. Accessibility of streets & sidewalks for people with disabilities	6.4%	28.3%	35.3%	21.5%	8.4%
Q13-14. On-street bicycle infrastructure (bike lanes/wayfinding signs)	6.2%	25.6%	37.2%	23.3%	7.7%
Q13-15. Maintenance of trees along City streets	6.2%	38.7%	30.7%	17.6%	6.8%
Q13-16. Mowing & landscaping along City streets	6.9%	47.0%	28.6%	12.0%	5.4%

WITHOUT "DON'T KNOW"**Q13. Streets and Transportation. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-17. Litter pick-up along City streets	5.2%	32.4%	27.1%	23.7%	11.6%
Q13-18. Ease & availability of on-street public parking in Downtown	4.7%	28.6%	31.2%	25.2%	10.3%
Q13-19. Ease & availability of public parking in decks in Downtown	8.2%	41.8%	34.3%	10.9%	4.8%
Q13-20. Cost of public parking options in Downtown	7.1%	34.8%	34.0%	16.0%	8.1%

Q14. Which THREE of the Streets and Transportation services listed in Question 13 do you think should receive the MOST EMPHASIS from the city over the next TWO years?

Q14. Top choice	Number	Percent
Maintenance of City streets throughout City	473	37.6 %
Maintenance of streets in your neighborhood	102	8.1 %
Amount of traffic congestion on City streets	78	6.2 %
Availability of sidewalks throughout City	88	7.0 %
Condition of sidewalks throughout City	16	1.3 %
Condition of sidewalks in your neighborhood	28	2.2 %
Availability of greenways throughout City	32	2.5 %
Condition of existing greenways	3	0.2 %
Snow removal on major City streets during past 12 months	12	1.0 %
Snow removal on residential streets during past 12 months	46	3.7 %
Maintenance of street signs & traffic signals	17	1.4 %
Adequacy of City street lighting	36	2.9 %
Accessibility of streets & sidewalks for people with disabilities	34	2.7 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	16	1.3 %
Maintenance of trees along City streets	13	1.0 %
Mowing & landscaping along City streets	3	0.2 %
Litter pick-up along City streets	64	5.1 %
Ease & availability of on-street public parking in Downtown	38	3.0 %
Ease & availability of public parking in decks in Downtown	10	0.8 %
Cost of public parking options in Downtown	12	1.0 %
None chosen	138	11.0 %
Total	1259	100.0 %

Q14. Which THREE of the Streets and Transportation services listed in Question 13 do you think should receive the MOST EMPHASIS from the city over the next TWO years?

Q14. 2nd choice	Number	Percent
Maintenance of City streets throughout City	133	10.6 %
Maintenance of streets in your neighborhood	158	12.5 %
Amount of traffic congestion on City streets	89	7.1 %
Availability of sidewalks throughout City	96	7.6 %
Condition of sidewalks throughout City	51	4.1 %
Condition of sidewalks in your neighborhood	23	1.8 %
Availability of greenways throughout City	49	3.9 %
Condition of existing greenways	27	2.1 %
Snow removal on major City streets during past 12 months	15	1.2 %
Snow removal on residential streets during past 12 months	57	4.5 %
Maintenance of street signs & traffic signals	29	2.3 %
Adequacy of City street lighting	57	4.5 %
Accessibility of streets & sidewalks for people with disabilities	48	3.8 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	37	2.9 %
Maintenance of trees along City streets	38	3.0 %
Mowing & landscaping along City streets	25	2.0 %
Litter pick-up along City streets	76	6.0 %
Ease & availability of on-street public parking in Downtown	47	3.7 %
Ease & availability of public parking in decks in Downtown	16	1.3 %
Cost of public parking options in Downtown	27	2.1 %
None chosen	161	12.8 %
Total	1259	100.0 %

Q14. Which THREE of the Streets and Transportation services listed in Question 13 do you think should receive the MOST EMPHASIS from the city over the next TWO years?

Q14. 3rd choice	Number	Percent
Maintenance of City streets throughout City	59	4.7 %
Maintenance of streets in your neighborhood	57	4.5 %
Amount of traffic congestion on City streets	67	5.3 %
Availability of sidewalks throughout City	74	5.9 %
Condition of sidewalks throughout City	40	3.2 %
Condition of sidewalks in your neighborhood	29	2.3 %
Availability of greenways throughout City	59	4.7 %
Condition of existing greenways	33	2.6 %
Snow removal on major City streets during past 12 months	31	2.5 %
Snow removal on residential streets during past 12 months	69	5.5 %
Maintenance of street signs & traffic signals	35	2.8 %
Adequacy of City street lighting	71	5.6 %
Accessibility of streets & sidewalks for people with disabilities	49	3.9 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	49	3.9 %
Maintenance of trees along City streets	48	3.8 %
Mowing & landscaping along City streets	35	2.8 %
Litter pick-up along City streets	112	8.9 %
Ease & availability of on-street public parking in Downtown	66	5.2 %
Ease & availability of public parking in decks in Downtown	24	1.9 %
Cost of public parking options in Downtown	48	3.8 %
None chosen	204	16.2 %
Total	1259	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the Streets and Transportation services listed in Question 13 do you think should receive the MOST EMPHASIS from the city over the next TWO years? (top 3)

Q14. Sum of top 3 choices	Number	Percent
Maintenance of City streets throughout City	665	52.8 %
Maintenance of streets in your neighborhood	317	25.2 %
Amount of traffic congestion on City streets	234	18.6 %
Availability of sidewalks throughout City	258	20.5 %
Condition of sidewalks throughout City	107	8.5 %
Condition of sidewalks in your neighborhood	80	6.4 %
Availability of greenways throughout City	140	11.1 %
Condition of existing greenways	63	5.0 %
Snow removal on major City streets during past 12 months	58	4.6 %
Snow removal on residential streets during past 12 months	172	13.7 %
Maintenance of street signs & traffic signals	81	6.4 %
Adequacy of City street lighting	164	13.0 %
Accessibility of streets & sidewalks for people with disabilities	131	10.4 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	102	8.1 %
Maintenance of trees along City streets	99	7.9 %
Mowing & landscaping along City streets	63	5.0 %
Litter pick-up along City streets	252	20.0 %
Ease & availability of on-street public parking in Downtown	151	12.0 %
Ease & availability of public parking in decks in Downtown	50	4.0 %
Cost of public parking options in Downtown	87	6.9 %
None chosen	138	11.0 %
Total	3412	

Q15. Community Development Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Enforcing clean-up of trash & debris on private property	4.7%	22.2%	26.2%	20.2%	8.4%	18.3%
Q15-2. Enforcing mowing & cutting of weeds on private property	4.0%	24.4%	30.1%	16.6%	5.9%	19.1%
Q15-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	3.7%	21.9%	31.7%	15.5%	5.7%	21.4%
Q15-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	6.2%	29.8%	27.1%	13.7%	5.8%	17.4%
Q15-5. City housing rehabilitation programs (e.g. loans to improve housing condition)	2.9%	11.2%	27.7%	10.5%	4.0%	43.7%
Q15-6. Demolishing vacant structures that are nuisance properties	2.0%	11.3%	27.4%	16.8%	8.0%	34.5%
Q15-7. Overall character & condition of your neighborhood	18.3%	45.7%	18.1%	7.5%	2.7%	7.7%

WITHOUT "DON'T KNOW"**Q15. Community Development Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcing clean-up of trash & debris on private property	5.7%	27.2%	32.1%	24.7%	10.3%
Q15-2. Enforcing mowing & cutting of weeds on private property	4.9%	30.1%	37.2%	20.5%	7.3%
Q15-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	4.8%	27.9%	40.3%	19.7%	7.3%
Q15-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	7.5%	36.1%	32.8%	16.6%	7.0%
Q15-5. City housing rehabilitation programs (e.g. loans to improve housing condition)	5.2%	19.9%	49.2%	18.6%	7.1%
Q15-6. Demolishing vacant structures that are nuisance properties	3.0%	17.2%	41.8%	25.7%	12.2%
Q15-7. Overall character & condition of your neighborhood	19.8%	49.5%	19.6%	8.2%	2.9%

Q16. Which TWO of the Community Development services listed in Question 15 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	354	28.1 %
Enforcing mowing & cutting of weeds on private property	66	5.2 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	66	5.2 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	74	5.9 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	245	19.5 %
Demolishing vacant structures that are nuisance properties	146	11.6 %
Overall character & condition of your neighborhood	96	7.6 %
None chosen	212	16.8 %
Total	1259	100.0 %

Q16. Which TWO of the Community Development services listed in Question 15 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	161	12.8 %
Enforcing mowing & cutting of weeds on private property	150	11.9 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	123	9.8 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	126	10.0 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	117	9.3 %
Demolishing vacant structures that are nuisance properties	222	17.6 %
Overall character & condition of your neighborhood	107	8.5 %
None chosen	253	20.1 %
Total	1259	100.0 %

SUM OF TOP 2 CHOICES**Q16. Which TWO of the Community Development services listed in Question 15 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)**

<u>Q16. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	515	40.9 %
Enforcing mowing & cutting of weeds on private property	216	17.2 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	189	15.0 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	200	15.9 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	362	28.8 %
Demolishing vacant structures that are nuisance properties	368	29.2 %
Overall character & condition of your neighborhood	203	16.1 %
<u>None chosen</u>	<u>212</u>	<u>16.8 %</u>
Total	2265	

Q17. Recreation and Parks Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Maintenance of City parks	12.4%	45.7%	19.9%	3.8%	1.2%	17.1%
Q17-2. Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	11.8%	43.7%	21.2%	5.2%	1.0%	17.1%
Q17-3. Quality of City-owned outdoor athletic fields	9.2%	35.2%	22.5%	3.5%	0.7%	28.9%
Q17-4. Walking & biking trails in City	11.3%	38.4%	21.2%	7.5%	2.1%	19.5%
Q17-5. City swimming pools & programs	5.4%	19.6%	23.9%	4.3%	1.7%	45.0%
Q17-6. City splash pads & spraygrounds	6.4%	19.9%	23.4%	2.5%	1.0%	46.9%
Q17-7. City's youth programs & activities	4.3%	16.4%	22.0%	6.0%	2.5%	48.9%
Q17-8. Maintenance & appearance of City recreation centers	6.2%	31.2%	23.1%	6.7%	1.2%	31.6%
Q17-9. Programs & activities at City recreation centers	5.1%	20.7%	23.7%	4.3%	1.5%	44.7%
Q17-10. Marketing of Recreation & Parks programs/facilities	4.9%	17.9%	26.4%	10.0%	3.6%	37.3%
Q17-11. Quality of customer service from Recreation & Parks employees	6.6%	21.3%	23.4%	3.2%	1.6%	43.9%

WITHOUT "DON'T KNOW"**Q17. Recreation and Parks Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of City parks	14.9%	55.1%	23.9%	4.6%	1.4%
Q17-2. Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	14.3%	52.7%	25.6%	6.2%	1.2%
Q17-3. Quality of City-owned outdoor athletic fields	13.0%	49.5%	31.6%	4.9%	1.0%
Q17-4. Walking & biking trails in City	14.0%	47.7%	26.3%	9.3%	2.7%
Q17-5. City swimming pools & programs	9.8%	35.7%	43.5%	7.8%	3.2%
Q17-6. City splash pads & spraygrounds	12.0%	37.4%	44.2%	4.6%	1.8%
Q17-7. City's youth programs & activities	8.4%	32.0%	43.1%	11.7%	4.8%
Q17-8. Maintenance & appearance of City recreation centers	9.1%	45.6%	33.8%	9.8%	1.7%
Q17-9. Programs & activities at City recreation centers	9.2%	37.4%	43.0%	7.8%	2.7%
Q17-10. Marketing of Recreation & Parks programs/facilities	7.8%	28.5%	42.0%	15.9%	5.7%
Q17-11. Quality of customer service from Recreation & Parks employees	11.8%	38.0%	41.8%	5.7%	2.8%

Q18. Which TWO of the Recreation and Parks services listed in Question 17 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	300	23.8 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	134	10.6 %
Quality of City-owned outdoor athletic fields	17	1.4 %
Walking & biking trails in City	142	11.3 %
City swimming pools & programs	37	2.9 %
City splash pads & spraygrounds	10	0.8 %
City's youth programs & activities	158	12.5 %
Maintenance & appearance of City recreation centers	39	3.1 %
Programs & activities at City recreation centers	43	3.4 %
Marketing of Recreation & Parks programs/facilities	49	3.9 %
Quality of customer service from Recreation & Parks employees	28	2.2 %
None chosen	302	24.0 %
Total	1259	100.0 %

Q18. Which TWO of the Recreation and Parks services listed in Question 17 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	128	10.2 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	159	12.6 %
Quality of City-owned outdoor athletic fields	37	2.9 %
Walking & biking trails in City	132	10.5 %
City swimming pools & programs	48	3.8 %
City splash pads & spraygrounds	19	1.5 %
City's youth programs & activities	108	8.6 %
Maintenance & appearance of City recreation centers	70	5.6 %
Programs & activities at City recreation centers	113	9.0 %
Marketing of Recreation & Parks programs/facilities	72	5.7 %
Quality of customer service from Recreation & Parks employees	41	3.3 %
None chosen	332	26.4 %
Total	1259	100.0 %

SUM OF TOP 2 CHOICES**Q18. Which TWO of the Recreation and Parks services listed in Question 17 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)**

<u>Q18. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	428	34.0 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	293	23.3 %
Quality of City-owned outdoor athletic fields	54	4.3 %
Walking & biking trails in City	274	21.8 %
City swimming pools & programs	85	6.8 %
City splash pads & spraygrounds	29	2.3 %
City's youth programs & activities	266	21.1 %
Maintenance & appearance of City recreation centers	109	8.7 %
Programs & activities at City recreation centers	156	12.4 %
Marketing of Recreation & Parks programs/facilities	121	9.6 %
Quality of customer service from Recreation & Parks employees	69	5.5 %
None chosen	302	24.0 %
Total	2186	

Q19. Solid Waste Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Overall quality of residential trash collection services	30.7%	48.3%	8.2%	4.2%	1.7%	6.8%
Q19-2. Overall quality of curbside recycling services	27.9%	47.0%	8.8%	5.3%	3.3%	7.7%
Q19-3. Overall quality of bulky item pick-up services	12.9%	30.2%	17.5%	16.6%	10.2%	12.6%
Q19-4. Overall quality of leaf collection services	7.9%	26.5%	18.7%	22.3%	10.1%	14.5%
Q19-5. Overall quality of brush pick-up services	7.5%	24.9%	19.3%	21.7%	12.1%	14.5%
Q19-6. Overall quality of City street sweeping services	5.9%	23.1%	26.8%	11.8%	6.8%	25.7%

WITHOUT "DON'T KNOW"

Q19. Solid Waste Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Overall quality of residential trash collection services	33.0%	51.8%	8.8%	4.5%	1.9%
Q19-2. Overall quality of curbside recycling services	30.2%	50.9%	9.6%	5.8%	3.5%
Q19-3. Overall quality of bulky item pick-up services	14.7%	34.5%	20.0%	19.0%	11.7%
Q19-4. Overall quality of leaf collection services	9.2%	31.0%	21.9%	26.1%	11.8%
Q19-5. Overall quality of brush pick-up services	8.7%	29.2%	22.6%	25.4%	14.1%
Q19-6. Overall quality of City street sweeping services	7.9%	31.1%	36.0%	15.9%	9.1%

Q20. Which TWO of the Solid Waste services listed in Question 19 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of residential trash collection services	319	25.3 %
Overall quality of curbside recycling services	79	6.3 %
Overall quality of bulky item pick-up services	226	18.0 %
Overall quality of leaf collection services	190	15.1 %
Overall quality of brush pick-up services	182	14.5 %
Overall quality of City street sweeping services	45	3.6 %
None chosen	218	17.3 %
Total	1259	100.0 %

Q20. Which TWO of the Solid Waste services listed in Question 19 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of residential trash collection services	65	5.2 %
Overall quality of curbside recycling services	205	16.3 %
Overall quality of bulky item pick-up services	158	12.5 %
Overall quality of leaf collection services	225	17.9 %
Overall quality of brush pick-up services	248	19.7 %
Overall quality of City street sweeping services	97	7.7 %
None chosen	261	20.7 %
Total	1259	100.0 %

SUM OF TOP 2 CHOICES

Q20. Which TWO of the Solid Waste services listed in Question 19 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

<u>Q20. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of residential trash collection services	384	30.5 %
Overall quality of curbside recycling services	284	22.6 %
Overall quality of bulky item pick-up services	384	30.5 %
Overall quality of leaf collection services	415	33.0 %
Overall quality of brush pick-up services	430	34.2 %
Overall quality of City street sweeping services	142	11.3 %
None chosen	218	17.3 %
Total	2257	

Q21. Water, Sewer, and Stormwater Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Overall quality of your household drinking water	20.5%	42.3%	17.9%	7.3%	4.1%	7.9%
Q21-2. Timeliness of water/sewer line break repairs	11.6%	26.9%	18.8%	3.2%	1.0%	38.4%
Q21-3. Affordability of water/sewer & stormwater bills	7.6%	30.7%	24.9%	20.4%	7.6%	8.7%
Q21-4. Overall management of public stormwater run-off	6.6%	27.5%	25.9%	9.5%	4.0%	26.6%
Q21-5. Condition & cleanliness of catch basins (storm drains) in your neighborhood	6.5%	28.4%	25.4%	11.6%	6.2%	21.8%

Q21. Water, Sewer, and Stormwater Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Overall quality of your household drinking water	22.3%	45.9%	19.4%	7.9%	4.5%
Q21-2. Timeliness of water/sewer line break repairs	18.8%	43.7%	30.6%	5.2%	1.7%
Q21-3. Affordability of water/sewer & stormwater bills	8.4%	33.7%	27.2%	22.4%	8.4%
Q21-4. Overall management of public stormwater run-off	9.0%	37.4%	35.3%	12.9%	5.4%
Q21-5. Condition & cleanliness of catch basins (storm drains) in your neighborhood	8.3%	36.4%	32.5%	14.8%	7.9%

Q22. Which TWO of the Water, Sewer and Stormwater services listed in Question 21 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

Q22. Top choice	Number	Percent
Overall quality of your household drinking water	520	41.3 %
Timeliness of water/sewer line break repairs	47	3.7 %
Affordability of water/sewer & stormwater bills	292	23.2 %
Overall management of public stormwater run-off	74	5.9 %
Condition & cleanliness of catch basins (storm drains) in your neighborhood	87	6.9 %
None chosen	239	19.0 %
Total	1259	100.0 %

Q22. Which TWO of the Water, Sewer and Stormwater services listed in Question 21 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

Q22. 2nd choice	Number	Percent
Overall quality of your household drinking water	143	11.4 %
Timeliness of water/sewer line break repairs	173	13.7 %
Affordability of water/sewer & stormwater bills	270	21.4 %
Overall management of public stormwater run-off	159	12.6 %
Condition & cleanliness of catch basins (storm drains) in your neighborhood	211	16.8 %
None chosen	303	24.1 %
Total	1259	100.0 %

SUM OF TOP 2 CHOICES

Q22. Which TWO of the Water, Sewer and Stormwater services listed in Question 21 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

Q22. Sum of top 2 choices	Number	Percent
Overall quality of your household drinking water	663	52.7 %
Timeliness of water/sewer line break repairs	220	17.5 %
Affordability of water/sewer & stormwater bills	562	44.6 %
Overall management of public stormwater run-off	233	18.5 %
Condition & cleanliness of catch basins (storm drains) in your neighborhood	298	23.7 %
None chosen	239	19.0 %
Total	2215	

Q23. Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?

Q23. Have you called or visited City government with a question, problem, or complaint during past year	Number	Percent
Yes	494	39.2 %
No	765	60.8 %
Total	1259	100.0 %

Q23a. 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?

(N=494)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23a-1. Ease of contacting the person you needed	24.5%	39.1%	13.2%	12.8%	8.9%	1.6%
Q23a-2. Amount of time you waited for City's response	19.2%	39.3%	12.6%	14.8%	11.9%	2.2%
Q23a-3. Accuracy of information or assistance you were given	22.1%	39.1%	14.0%	11.1%	9.3%	4.5%
Q23a-4. Professionalism & courtesy of employee(s)	33.0%	44.3%	9.9%	3.4%	5.3%	4.0%
Q23a-5. Overall satisfaction with the way your concern was addressed	25.7%	34.8%	12.6%	11.9%	12.6%	2.4%

WITHOUT "DON'T KNOW"

Q23a. 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? (without "don't know")

(N=494)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. Ease of contacting the person you needed	24.9%	39.7%	13.4%	13.0%	9.1%
Q23a-2. Amount of time you waited for City's response	19.7%	40.2%	12.8%	15.1%	12.2%
Q23a-3. Accuracy of information or assistance you were given	23.1%	40.9%	14.6%	11.7%	9.7%
Q23a-4. Professionalism & courtesy of employee(s)	34.4%	46.2%	10.3%	3.6%	5.5%
Q23a-5. Overall satisfaction with the way your concern was addressed	26.3%	35.7%	12.9%	12.2%	12.9%

Q24. City Link 311. Please rate your satisfaction with the following aspects of City Link 311 services in Winston-Salem, North Carolina.

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Overall quality of customer service provided by City Link agents	17.4%	27.2%	15.5%	3.0%	2.2%	34.7%
Q24-2. Wait time (time before speaking with an agent)	12.8%	26.9%	16.0%	5.0%	2.9%	36.3%
Q24-3. Amount of time spent on phone with City Link staff to resolve issue	13.0%	27.7%	16.2%	4.0%	2.3%	36.8%

WITHOUT "DON'T KNOW"**Q24. City Link 311. Please rate your satisfaction with the following aspects of City Link 311 services in Winston-Salem, North Carolina. (without "don't know")**

(N=1259)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Overall quality of customer service provided by City Link agents	26.6%	41.6%	23.7%	4.6%	3.4%
Q24-2. Wait time (time before speaking with an agent)	20.1%	42.3%	25.2%	7.9%	4.6%
Q24-3. Amount of time spent on phone with City Link staff to resolve issue	20.6%	43.8%	25.6%	6.3%	3.6%

Q25. Please answer the following questions by circling either "Yes" or "No."

(N=1259)

	Yes	No	Not provided
Q25-1. Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during last year	9.2%	84.6%	6.2%
Q25-2. Have you had contact with a WSPD police officer during last year	34.1%	60.8%	5.2%
Q25-3. Have you or anyone in your household contacted City's 311 Call Center (City Link) in last year	43.2%	50.4%	6.4%
Q25-4. Have you visited City's website (cityofws.org) in last year	68.2%	25.9%	5.9%
Q25-5. Have you used bulky item pick-up service in last year	34.9%	57.7%	7.4%
Q25-6. Have you or anyone in your household visited a Winston-Salem City recreation center in last year	37.0%	56.9%	6.1%
Q25-7. Have any members of your household visited any parks in Winston-Salem, North Carolina, in last year	70.1%	24.8%	5.2%
Q25-8. Have you used WSTA bus system in last year (fixed route or Trans-AID)	6.1%	88.7%	5.2%
Q25-9. Do you consider WSTA bus system to be your primary form of transportation	2.7%	90.8%	6.5%
Q25-10. Do you have regular access to internet at home or via mobile device	88.3%	6.1%	5.6%
Q25-11. Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in last year	30.9%	63.8%	5.3%
Q25-12. Have you ridden a bicycle on City streets in last year	19.7%	74.7%	5.6%
Q25-13. Have you applied for and/or received a housing rehabilitation loan from City within last two years	1.6%	92.9%	5.5%
Q25-14. Have you experienced a missed trash collection in past year	36.5%	58.1%	5.4%
Q25-15. Have you participated in any event at a City recreation center in past year	18.2%	76.3%	5.5%

WITHOUT "NOT PROVIDED"**Q25. Please answer the following questions by circling either "Yes" or "No." (without "not provided")**

(N=1259)

	Yes	No
Q25-1. Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during last year	9.8%	90.2%
Q25-2. Have you had contact with a WSPD police officer during last year	35.9%	64.1%
Q25-3. Have you or anyone in your household contacted City's 311 Call Center (City Link) in last year	46.1%	53.9%
Q25-4. Have you visited City's website (cityofws.org) in last year	72.5%	27.5%
Q25-5. Have you used bulky item pick-up service in last year	37.7%	62.3%
Q25-6. Have you or anyone in your household visited a Winston-Salem City recreation center in last year	39.4%	60.6%
Q25-7. Have any members of your household visited any parks in Winston-Salem, North Carolina, in last year	73.9%	26.1%
Q25-8. Have you used WSTA bus system in last year (fixed route or Trans-AID)	6.4%	93.6%
Q25-9. Do you consider WSTA bus system to be your primary form of transportation	2.9%	97.1%
Q25-10. Do you have regular access to internet at home or via mobile device	93.5%	6.5%
Q25-11. Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in last year	32.6%	67.4%
Q25-12. Have you ridden a bicycle on City streets in last year	20.9%	79.1%
Q25-13. Have you applied for and/or received a housing rehabilitation loan from City within last two years	1.7%	98.3%
Q25-14. Have you experienced a missed trash collection in past year	38.5%	61.5%
Q25-15. Have you participated in any event at a City recreation center in past year	19.2%	80.8%

Q26. Do you think you will be living in Winston-Salem, North Carolina five years from now?

Q26. Do you think you will be living in Winston-Salem, North Carolina five years from now	Number	Percent
Yes	1033	82.0 %
No	133	10.6 %
Not provided	93	7.4 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Do you think you will be living in Winston-Salem, North Carolina five years from now? (without "not provided")**

Q26. Do you think you will be living in Winston-Salem, North Carolina five years from now	Number	Percent
Yes	1033	88.6 %
No	133	11.4 %
Total	1166	100.0 %

Q27. Do you own or rent your current residence?

Q27. Do you own or rent your current residence	Number	Percent
Own	813	64.6 %
Rent	440	34.9 %
Not provided	6	0.5 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Do you own or rent your current residence? (without "not provided")**

Q27. Do you own or rent your current residence	Number	Percent
Own	813	64.9 %
Rent	440	35.1 %
Total	1253	100.0 %

Q28. What type of dwelling do you live in?

<u>Q28. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	1095	87.0 %
Duplex or townhome	63	5.0 %
Apartment or condominium building	45	3.6 %
Other	5	0.4 %
<u>Not provided</u>	<u>51</u>	<u>4.1 %</u>
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"**Q28. What type of dwelling do you live in? (without "not provided")**

<u>Q28. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	1095	90.6 %
Duplex or townhome	63	5.2 %
Apartment or condominium building	45	3.7 %
<u>Other</u>	<u>5</u>	<u>0.4 %</u>
Total	1208	100.0 %

Q28-4. Other

<u>Q28-4. Other</u>	<u>Number</u>	<u>Percent</u>
Mobile home	2	40.0 %
Buying a house	1	20.0 %
HOUSE	1	20.0 %
<u>LONG TERM RETIREMENT COMMUNITY</u>	<u>1</u>	<u>20.0 %</u>
Total	5	100.0 %

Q29. Approximately how many years have you lived in Winston-Salem, North Carolina?

Q29. How many years have you lived in Winston-Salem, North Carolina	Number	Percent
0-5	114	9.1 %
6-10	101	8.0 %
11-15	128	10.2 %
16-20	131	10.4 %
21-30	246	19.5 %
31+	466	37.0 %
Not provided	73	5.8 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Approximately how many years have you lived in Winston-Salem, North Carolina? (without "not provided")**

Q29. How many years have you lived in Winston-Salem, North Carolina	Number	Percent
0-5	114	9.6 %
6-10	101	8.5 %
11-15	128	10.8 %
16-20	131	11.0 %
21-30	246	20.7 %
31+	466	39.3 %
Total	1186	100.0 %

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

Q30. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	29	2.3 %
White	734	58.3 %
American Indian/Eskimo	13	1.0 %
Black/African American	439	34.9 %
Other	24	1.9 %
Prefer not to answer	42	3.3 %
Total	1281	

WITHOUT "PREFER NOT TO ANSWER"**Q30. Which of the following best describes your race/ethnicity? (without "prefer not to answer")**

Q30. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	29	2.4 %
White	734	60.3 %
American Indian/Eskimo	13	1.1 %
Black/African American	439	36.1 %
Other	24	2.0 %
Total	1239	

Q30-5. Other

Q30-5. Other	Number	Percent
Hispanic	4	28.6 %
African American & Native American	1	7.1 %
Mixed races	1	7.1 %
White/Latino	1	7.1 %
Ashkenazi Jew	1	7.1 %
White, Hispanic	1	7.1 %
Bi-racial	1	7.1 %
EUROPEAN	1	7.1 %
Mexican American	1	7.1 %
DOMINICAN	1	7.1 %
Native & Black American	1	7.1 %
Total	14	100.0 %

Q31. Are you of Hispanic, Latino, or other Spanish ancestry?

Q31. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	175	13.9 %
No	955	75.9 %
Not provided	129	10.2 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

Q31. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	175	15.5 %
No	955	84.5 %
Total	1130	100.0 %

Q32. Would you say your total annual household income is...

Q32. Your total annual household income	Number	Percent
Under \$30K	228	18.1 %
\$30K to \$59,999	285	22.6 %
\$60K to \$99,999	260	20.7 %
\$100K+	246	19.5 %
Not provided	240	19.1 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Would you say your total annual household income is... (without "not provided")

Q32. Your total annual household income	Number	Percent
Under \$30K	228	22.4 %
\$30K to \$59,999	285	28.0 %
\$60K to \$99,999	260	25.5 %
\$100K+	246	24.1 %
Total	1019	100.0 %

Q33. What is your age?

Q33. Your age	Number	Percent
18-34	223	17.7 %
35-44	235	18.7 %
45-54	238	18.9 %
55-64	230	18.3 %
65+	241	19.1 %
Not provided	92	7.3 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"

Q33. What is your age? (without "not provided")

Q33. Your age	Number	Percent
18-34	223	19.1 %
35-44	235	20.1 %
45-54	238	20.4 %
55-64	230	19.7 %
65+	241	20.7 %
Total	1167	100.0 %

Q34. How many children in the following age ranges reside in your household?

	Mean	Sum
number	1.7	689
Under 10	0.5	191
10-13	0.4	181
14-16	0.3	142
17-18	0.4	175

Q35. What is your gender identity?

Q35. Your gender identity	Number	Percent
Male	616	48.9 %
Female	637	50.6 %
Other	1	0.1 %
Not provided	5	0.4 %
Total	1259	100.0 %

WITHOUT "NOT PROVIDED"

Q35. What is your gender identity? (without "not provided")

Q35. Your gender identity	Number	Percent
Male	616	49.1 %
Female	637	50.8 %
Other	1	0.1 %
Total	1254	100.0 %

Q35-3. Other

Q35-3. Other	Number	Percent
NON BINARY	1	100.0 %
Total	1	100.0 %

Ward

Ward	Number	Percent
East	136	10.8 %
North	129	10.2 %
Northeast	137	10.9 %
Northwest	182	14.5 %
South	164	13.0 %
Southeast	136	10.8 %
Southwest	169	13.4 %
West	206	16.4 %
Total	1259	100.0 %

Section 5:
Survey Instrument



Office of the
City Manager

Lee D. Garrity
City Manager

P.O. Box 2511
Winston-Salem, NC 27102
Tel 336.747.7380
Fax 336.748.3060
leeg@cityofws.org
www.cityofws.org

Dear City of Winston-Salem Resident:

As our community adjusts to the changing times and related challenges, it is more important than ever to hear from the people we serve. The City of Winston-Salem wants to know what you think about our community and City government. You have been randomly selected to participate in Winston-Salem's 2020 Resident Survey.

En este documento, la Ciudad le dará una oportunidad importante para decirnos qué piensa sobre los servicios de la Ciudad y su opinión sobre la calidad de vida aquí en Winston-Salem. Su hogar fue seleccionado al azar para participar en esta encuesta. Si no puede completar la encuesta incluida en inglés, llámenos al 336-727-8000 para solicitar una copia de la encuesta en español. También puede completar la encuesta en español via web al: www.wsncsurvey.org. Todas sus respuestas serán anónimas y confidencial. Por favor devuelva la encuesta en el sobre adjunto con porte pagado. ¡Gracias!

Please take a few minutes to fill out the enclosed Resident Survey. Your answers will help the Winston-Salem Mayor and City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Winston-Salem residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at: www.wsncsurvey.com

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Resident Survey please email ResidentSurvey@cityofws.org or call City Link at 336.727.8000.

Please help us shape the future of Winston-Salem. Thank you for your time and participation.

Sincerely,

Lee Garrity
City Manager

CityLink311

Call 311 or 336-727-8000
citylink@cityofws.org

City Council: Mayor Allen Joines; Denise D. Adams, Mayor Pro Tempore, North Ward; Morticia "Tee-Tee" Parmon, Northeast 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 D. Garrity

2020 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.com. Any information that could be used to identify individual survey responses will remain confidential. If you have questions, please email 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 the 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.]

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

5. How would you prefer to get information about programs and services the City of Winston-Salem, North Carolina offers? [Select 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 importance of each 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.	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?

11. Public Transit. 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.	Timeliness of WSTA fixed route bus services	5	4	3	2	1	9
2.	Overall satisfaction with WSTA fixed route bus services	5	4	3	2	1	9
3.	Timeliness of WSTA Trans-AID bus services	5	4	3	2	1	9
4.	Overall satisfaction with WSTA Trans-AID bus services	5	4	3	2	1	9
5.	Cleanliness of WSTA buses	5	4	3	2	1	9

12. Which TWO of the Public Transit services listed in Question 11 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 11.]

1st: ____ 2nd: ____

13. Streets and 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.	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.	The amount of traffic congestion on city streets	5	4	3	2	1	9
04.	Availability of sidewalks throughout the city	5	4	3	2	1	9
05.	Condition of sidewalks throughout the city	5	4	3	2	1	9
06.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
07.	Availability of greenways throughout the city	5	4	3	2	1	9
08.	Condition of existing greenways	5	4	3	2	1	9
09.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
10.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
11.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
12.	Adequacy of city street lighting	5	4	3	2	1	9
13.	Accessibility of streets and sidewalks for people with disabilities	5	4	3	2	1	9
14.	On-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9
15.	Maintenance of trees along city streets	5	4	3	2	1	9
16.	Mowing and landscaping along city streets	5	4	3	2	1	9
17.	Litter pick-up along city streets	5	4	3	2	1	9
18.	Ease and availability of on-street public parking in downtown	5	4	3	2	1	9
19.	Ease and availability of public parking in decks in downtown	5	4	3	2	1	9
20.	Cost of public parking options in downtown	5	4	3	2	1	9

14. Which THREE of the Streets and Transportation services listed in Question 13 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 13.]

1st: ____ 2nd: ____ 3rd: ____

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 15 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 15.]

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 17 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 17.]

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 19 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 19.]

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 21 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 21.]

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 (6) 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.]

Under 10: _____ 10-13: _____ 14-16: _____ 17-18: _____

35. What is your gender identity? (1) Male (2) Female (3) Other: _____

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: Denise D Adams, Mayor Pro Tempore, North Ward; Morticia "Tee-Tee" Parmon, Northeast 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