

## Information Item

**Date:** April 9, 2018

**To:** The City Manager

**From:** Scott Tesh, Performance and Accountability Director

**Subject:**

Presentation of Results from 2018 City of Winston-Salem Resident Survey

**Strategic Focus Area:** Service Excellence

**Strategic Objective:** Ensure Service Delivery Efficiency and Effectiveness

**Strategic Plan Action Item:** Yes

**Key Work Item:** Yes



**Background:**

As part of the FY 2017-18 budget, the Mayor and City Council authorized funds to administer a city-wide resident survey. Results from this survey will be used by the City Council and staff to help plan program investments and identify areas for improvement in City services, as well as provide context to understand community perceptions of quality of life and overall city image. This type of survey was last completed in 2011.

**Survey Tool and Selection:**

Through a request for proposals process, ETC Institute was selected based on qualifications, experience, and cost. The survey tool was generated by staff under recommendations provided by the vendor and city management. The distributed survey was seven pages long, which was comparable in length to community surveys utilized by similarly-sized cities. Based on municipal boundary lines, the sampling company provided a stratified, random selection of residents that reflected the demographic makeup of the city. To further ensure that all respondents are city residents, the survey tool also required residents to provide verification they live within the city boundaries. A mail-based method for distribution was selected (with an online option). The survey tool was available in both English and Spanish language versions, in all formats.

In addition to the randomly selected sample of residents, all city residents were provided an opportunity to take part and voice their concerns and opinions through an online posting of the survey tool. Results from online, self-selected participants are reported separately in an appendix in the attached report.

**Survey Marketing:**

The survey was marketed to residents through several methods. Prior to receiving the survey, residents were mailed a postcard alerting them of their selection and encouraging participation. City marketing staff purchased advertisements in the Winston-Salem Journal, The Chronicle, and Que Pasa. In addition to traditional marketing strategies, a video featuring Mayor Joines encouraging participation was circulated on social media, and e-mails were distributed by the

Office of Community Assistance and through neighborhood association distribution lists.

**Responses:**

The survey was distributed during the months of February and March, 2018. From the 10,000 surveys sent out, 1,004 surveys from the randomly selected residents were completed and either returned in a postage paid return envelope or a web-based application. This result produces a 95% level of confidence with a margin of error of +/- 3.1%. There were no statistically significant differences in the results of the survey and online administration. Further, 323 individuals completed the self-selected, non-random version.

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**Selected Findings:**

The attached report includes charts and tabular data summarizing all information collected. In addition to response information, the report provides benchmarks against national and regional data. ETC also provided an Importance-Satisfaction Analysis, which provides an index measure of how satisfied residents are with a service and how much emphasis a service should get in the next two years. Services with combined lower satisfaction and high importance scores are recommended priority areas for the next two years.

Overall, the survey revealed that residents are satisfied with Winston-Salem as a place to live, work, and raise children. Of respondents who expressed an opinion:

- 85% believe that the city is an excellent or good place to live
- 80% believe it is an excellent or good place to raise children
- 76% believe the city offers excellent or good quality of life

All three of these areas were at or above regional and national benchmarks. In addition to the areas above, 85% of services and departments were close to, or above, regional and national benchmarks, which suggests that Winston-Salem is providing quality services to residents.

Areas with lower satisfaction ratings that have been identified as investment areas include:

- Police visibility and crime prevention
- Private property code enforcement and housing rehabilitation programs
- Youth programming, recreation center maintenance, and recreation marketing
- Street maintenance, street lighting, and traffic congestion
- WSTA, bicycle infrastructure, and downtown parking
- Perception of availability of jobs

In addition to the attached report, a representative from ETC Institute will provide a presentation on survey findings.