

2023-24 City of Winston-Salem Resident Survey Findings Report

Presented to the City of Winston-Salem,
North Carolina

February 2024



ETC
INSTITUTE



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Purpose

Between November 2023 and February 2024, 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 sixth time 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 complete the survey over the internet.

The goal was to receive at least 1,000 completed surveys. This goal was met, with a total of 1,059 households completing a survey. The results for the random sample of 1,059 households have a 95% level of confidence with a precision of at least +/- 3.0%. 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).

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 2022 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)

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Major Findings

Overall Ratings for the City of Winston-Salem. Ninety percent (90%) 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; 78% gave the City “excellent” or “good” ratings as a place to raise children, and 74% indicated the City was an “excellent” or “good” place to work.

Satisfaction with Items That Influence Perceptions of the City. Seventy-seven percent (77%) 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 (74%), access to healthy food options within the city (65%), and quality of the natural environment in the city (63%). Residents were least satisfied with the availability of affordable housing in the city (27%).

Satisfaction with Communications Services. Sixty-seven percent (67%) 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 usefulness of the City’s website (54%) and overall effectiveness of City communications with the public (53%). Residents were least satisfied with opportunities to engage/provide input into decisions made by the City (31%).

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: City water and sewer services (74%), solid waste services (73%), police services (65%), and City recreation and parks programs/facilities (64%). Residents were least satisfied with the maintenance of City streets and sidewalks (34%).

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) maintenance of streets and sidewalks, and 5) City water and sewer services. The service residents felt was least important was permitting and inspection services.

Satisfaction with Police and Fire Services. Eighty-nine percent (89%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with fire personnel response time to fire and rescue emergencies; 88% were satisfied with fire personnel response time to medical emergencies, and 76% were satisfied with the City’s fire prevention efforts. Residents were least satisfied with the City’s overall efforts to prevent crime (38%).

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Residents were asked to rate their satisfaction with various aspects of the Public Safety Communications Center. Fifty-seven percent (57%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall perception of Public Safety Communication Center performance.

Police, Fire, and Public Safety Communications Center Services That Should Receive the Most Emphasis. Based on the sum of their top two choices, the police, fire, and public safety communications center 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-six percent (36%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the timeliness of WSTA fixed route bus services, and 35% were satisfied with the cleanliness of WSTA buses. Residents were least satisfied overall with WSTA fixed route bus services (20%).

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-six percent (66%) 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; 61% were satisfied with the condition of existing greenways; 57% were satisfied with the adequacy of city street lighting; 56% were satisfied with snow removal on major city streets during the past 12 months, and 55% were satisfied with mowing and landscaping along city streets. Residents were least satisfied with the accessibility of streets/sidewalks for people with disabilities (29%).

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-one percent (71%) 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; 42% were satisfied with enforcing trash, weeds, and exterior maintenance in their neighborhood, and 36% 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 (22%).

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

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and 2) city housing rehabilitation programs.

Satisfaction with Recreation and Parks Services. Seventy-four percent (74%) 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; 70% were satisfied with the quality of facilities in city parks; 65% 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 (36%).

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) walking and biking trails in the city.

Satisfaction with Solid Waste Services. Eighty-four percent (84%) 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; 79% were satisfied with the quality of curbside recycling services, and 69% were satisfied with the quality of bulky item pick-up services. Residents were least satisfied with the quality of leaf collection services (40%).

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 leaf collection services and 2) quality of brush pick-up services.

Satisfaction with Water, Sewer, and Stormwater Services. Seventy-two percent (72%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the 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 (43%).

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-six percent (66%) 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; 62% 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.

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Other Findings

- Fifty-three percent (53%) of respondents surveyed get their information about City programs and services from local TV news. Other sources of information include: the City website (49%), word of mouth (37%), utility bill inserts (33%), and City social media (32%). *Multiple responses were allowed for this question.*
- Forty-two percent (42%) of residents surveyed indicated they had called or visited the City government with a question, problem, or complaint during the past year. Of those 42% 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; 64% were satisfied with the ease of contacting the person they needed; 61% were satisfied with the amount of time they waited for the City's response; 60% were satisfied overall with the way their concern was addressed, and 60% were satisfied with the accuracy of information/assistance given.

How Winston-Salem Compares to Other Communities in the Region

The City of Winston-Salem **rated above the Atlantic Regional average** in 27 of the 52 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia. Winston-Salem rated significantly higher than the Atlantic Regional average (3% or more above) in 25 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	90%	58%	32%	Overall Ratings of the Community
Quality of bulky item pick-up services	69%	42%	27%	Solid Waste Services
The City's fire prevention efforts	76%	53%	23%	Police and Fire Services
City water and sewer services	74%	58%	16%	Major Categories of Service
Quality of curbside recycling services	79%	63%	16%	Solid Waste Services
City recreation and parks programs/facilities	64%	49%	15%	Major Categories of Service
How well the City is managing growth/development	45%	32%	13%	Perceptions of the Community
Overall openness/acceptance of community toward people of diverse backgrounds	59%	46%	13%	Perceptions of the Community
Overall usefulness of the City's website	54%	42%	12%	Communications
Overall value received for City tax dollars/fees	43%	31%	12%	Perceptions of the Community
Overall quality of household drinking water	72%	60%	12%	Water, Sewer, and Stormwater Services
As a place to raise children	78%	67%	11%	Overall Ratings of the Community
As a place to work	74%	63%	11%	Overall Ratings of the Community
Overall quality of services provided by the City	62%	52%	10%	Perceptions of the Community
Fire personnel response time to fire and rescue emergencies	89%	79%	10%	Police and Fire Services
Fire personnel response time to medical emergencies	88%	78%	10%	Police and Fire Services
Quality of residential trash collection services	84%	74%	10%	Solid Waste Services

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How Winston-Salem Compares to Other Communities in the Nation

Winston-Salem **rated at or above the National average** in 30 of the 52 areas that were assessed. The City rated significantly higher than the National average (3% or more above) in 29 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 live	90%	49%	41%	Overall Ratings of the Community
The City's fire prevention efforts	76%	49%	27%	Police and Fire Services
Quality of curbside recycling services	79%	56%	23%	Solid Waste Services
City water and sewer services	74%	52%	22%	Major Categories of Service
Quality of bulky item pick-up services	69%	47%	22%	Solid Waste Services
Overall image of the city	74%	53%	21%	Perceptions of the Community
Fire personnel response time to medical emergencies	88%	69%	19%	Police and Fire Services
Solid waste services	73%	55%	18%	Major Categories of Service
As a place to raise children	78%	61%	17%	Overall Ratings of the Community
As a place to work	74%	57%	17%	Overall Ratings of the Community
Fire personnel response time to fire and rescue emergencies	89%	72%	17%	Police and Fire Services
Overall effectiveness of City communications with public	53%	37%	16%	Communications
Quality of residential trash collection services	84%	68%	16%	Solid Waste Services
City recreation and parks programs/facilities	64%	49%	15%	Major Categories of Service
Visibility of police in neighborhoods	68%	54%	14%	Police and Fire Services
Overall quality of services provided by the City	62%	49%	13%	Perceptions of the Community
Overall quality of household drinking water	72%	59%	13%	Water, Sewer, and Stormwater Services
Overall openness/acceptance of community toward people of diverse backgrounds	59%	46%	13%	Perceptions of the Community
Overall usefulness of the City's website	54%	42%	12%	Communications
Fire services	88%	76%	12%	Major Categories of Service
Police services	65%	53%	12%	Major Categories of Service
Overall value received for City tax dollars/fees	43%	33%	10%	Perceptions of the Community

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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.

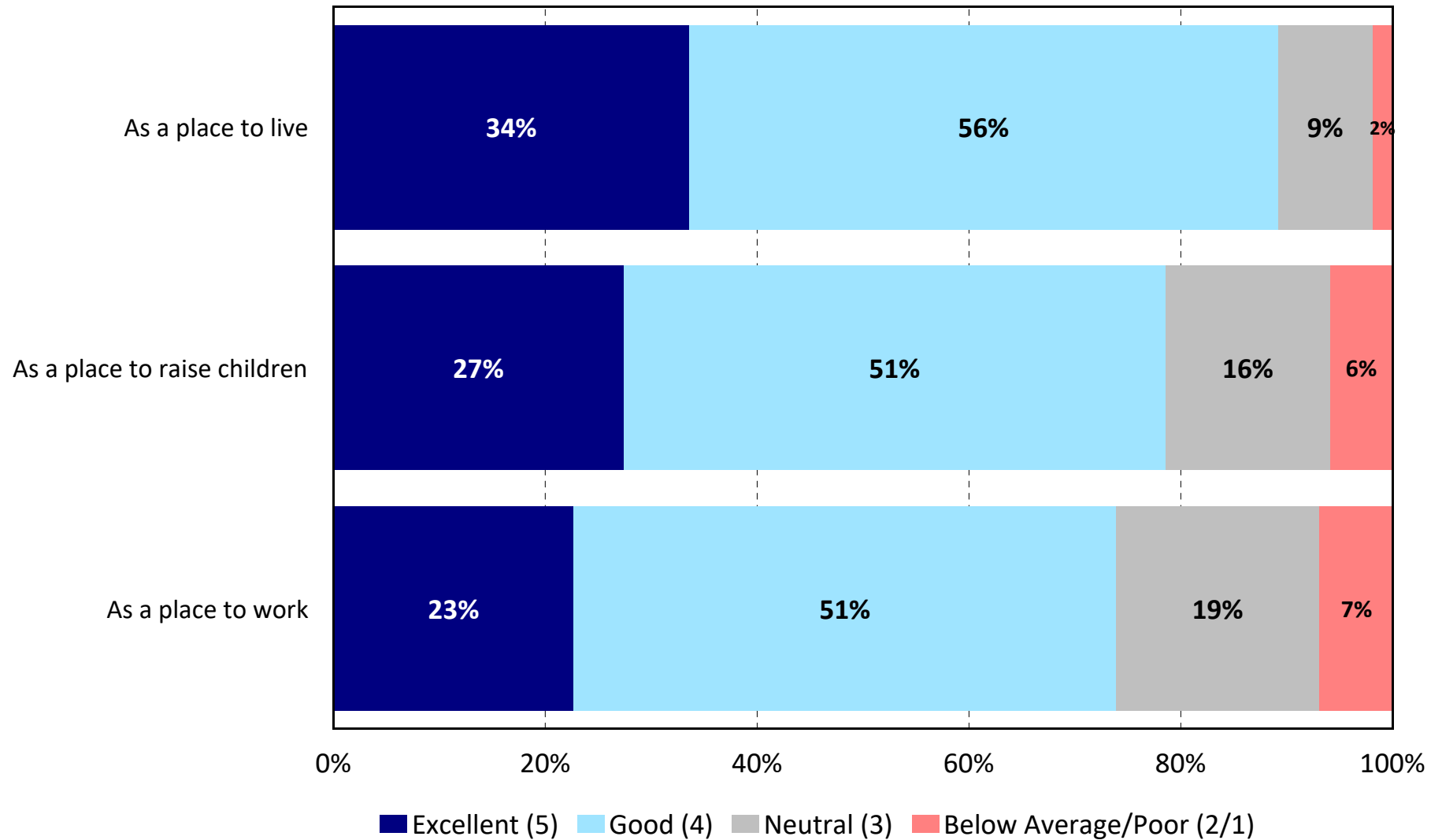
- **Police and Fire and Public Safety Communications Center:** the City's overall efforts to prevent crime and the visibility of police in neighborhoods
- **Public Transit:** overall satisfaction with WSTA fixed route bus services and timeliness of WSTA fixed route bus services
- **Streets and Transportation:** maintenance of City streets throughout the City and availability of sidewalks throughout the City
- **Community Development:** City housing rehabilitation programs, enforcing clean-up of trash/debris on private property, and demolishing vacant structures that are nuisance properties
- **Recreation and Parks:** the City's youth programs, walking and biking trails in the city, and maintenance of City parks
- **Solid Waste:** quality of leaf collection services and quality of brush pick-up services
- **Water, Sewer, and Stormwater:** affordability of water/sewer and stormwater bills and overall quality of household drinking water



Charts and Graphs

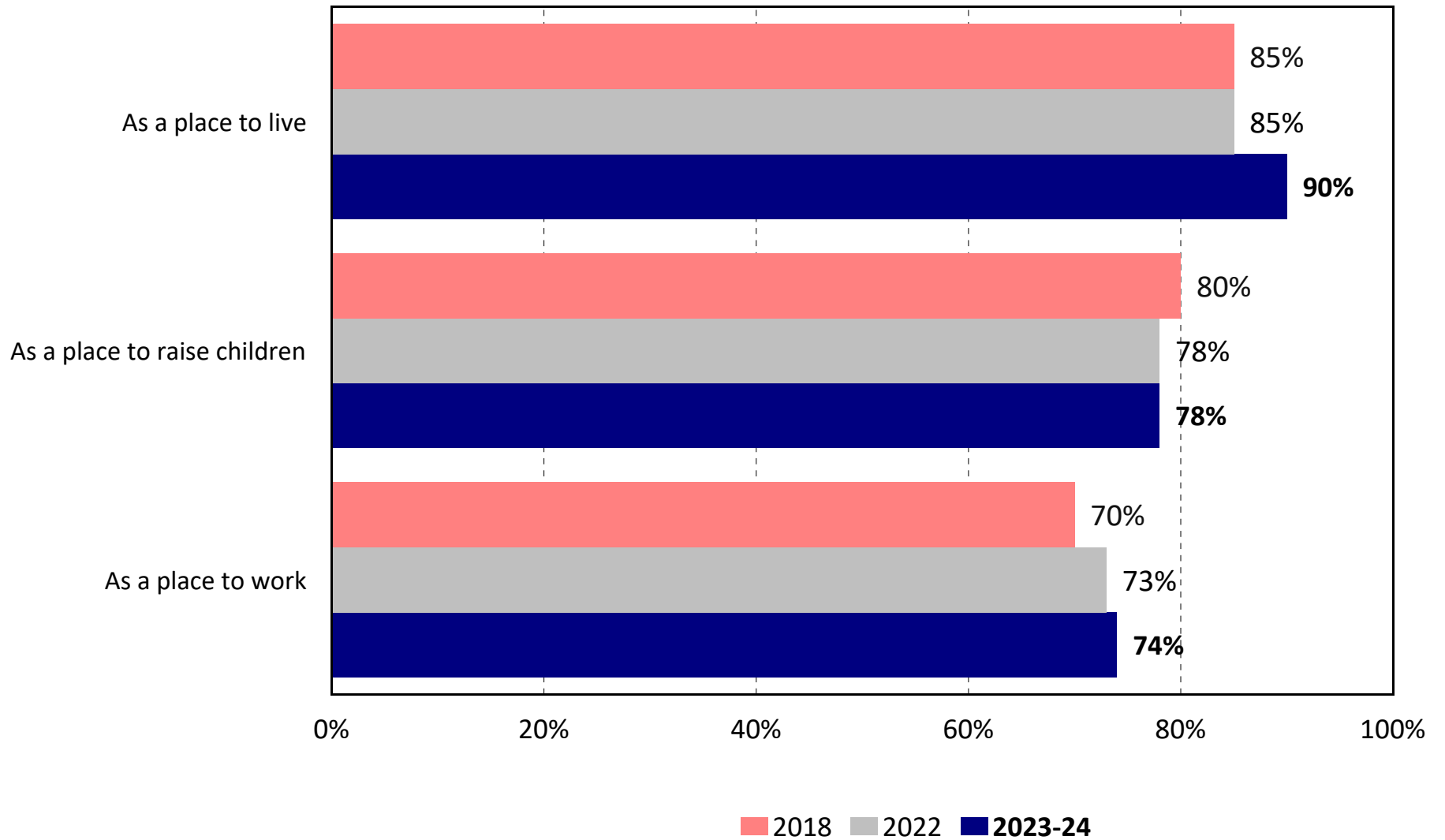
Q1. Overall Ratings for the City of Winston-Salem

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



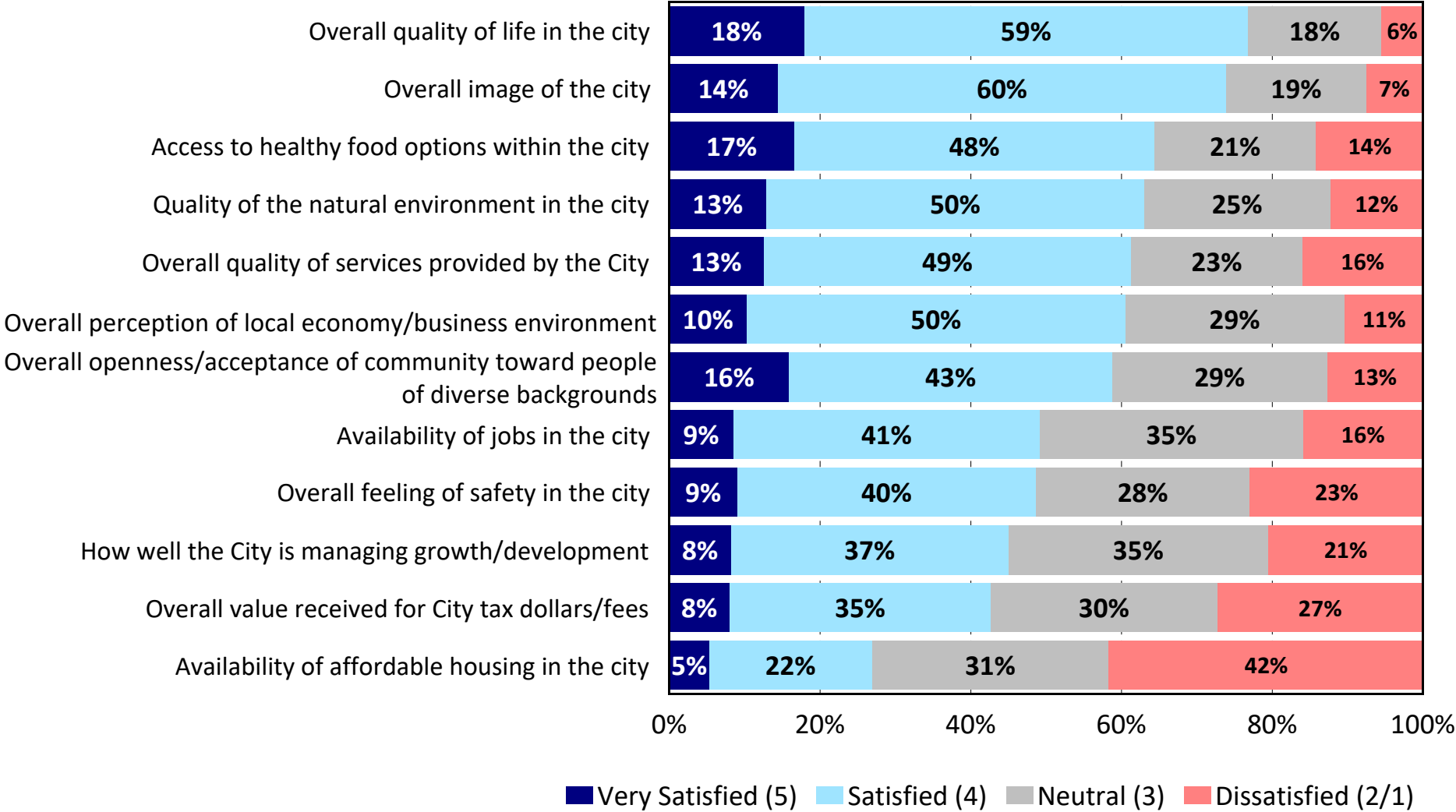
TRENDS: Overall Ratings for the City of Winston-Salem 2018 to 2023-24

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



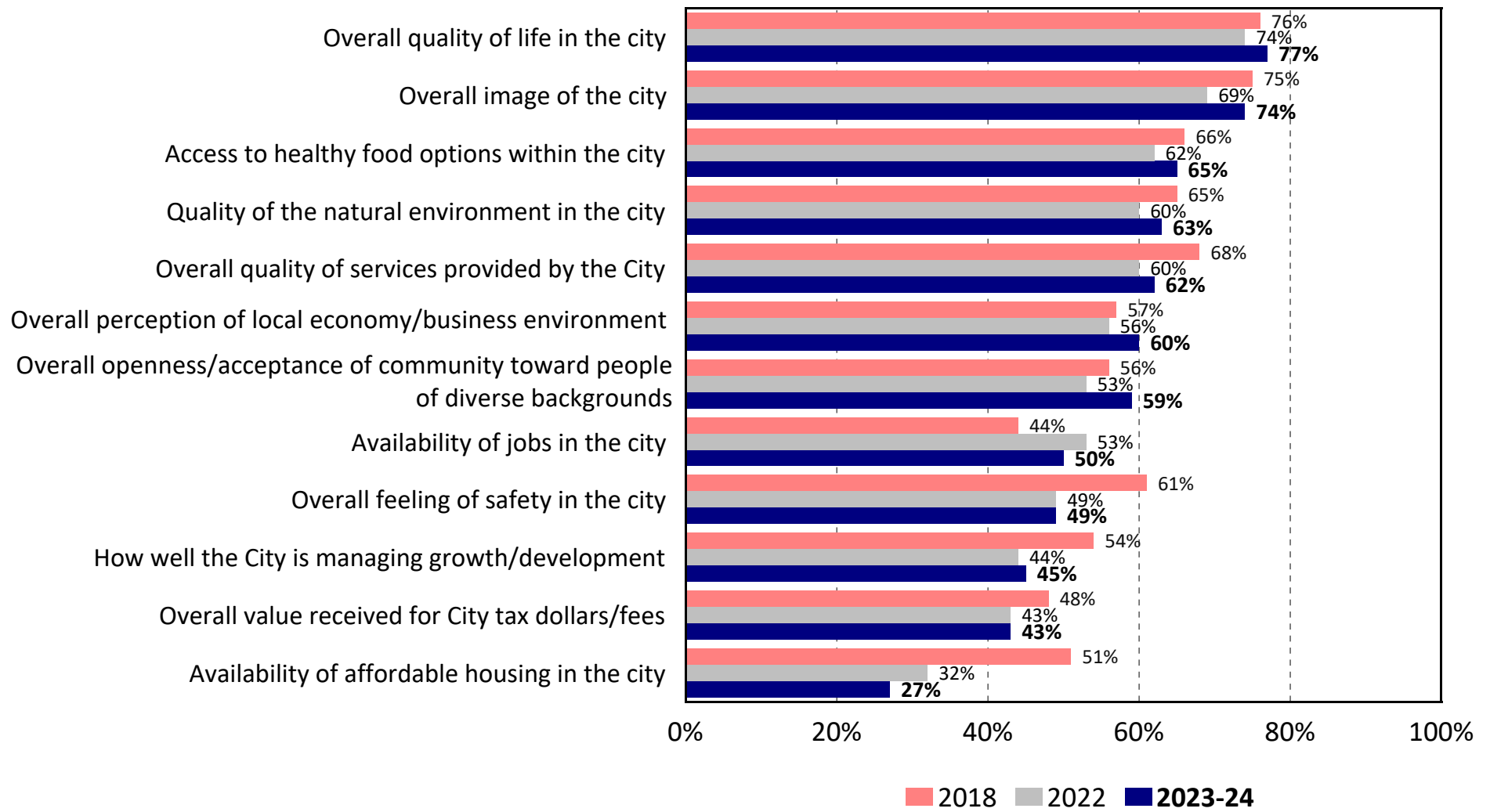
Q2. Satisfaction with Items That Influence Perceptions of the City

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



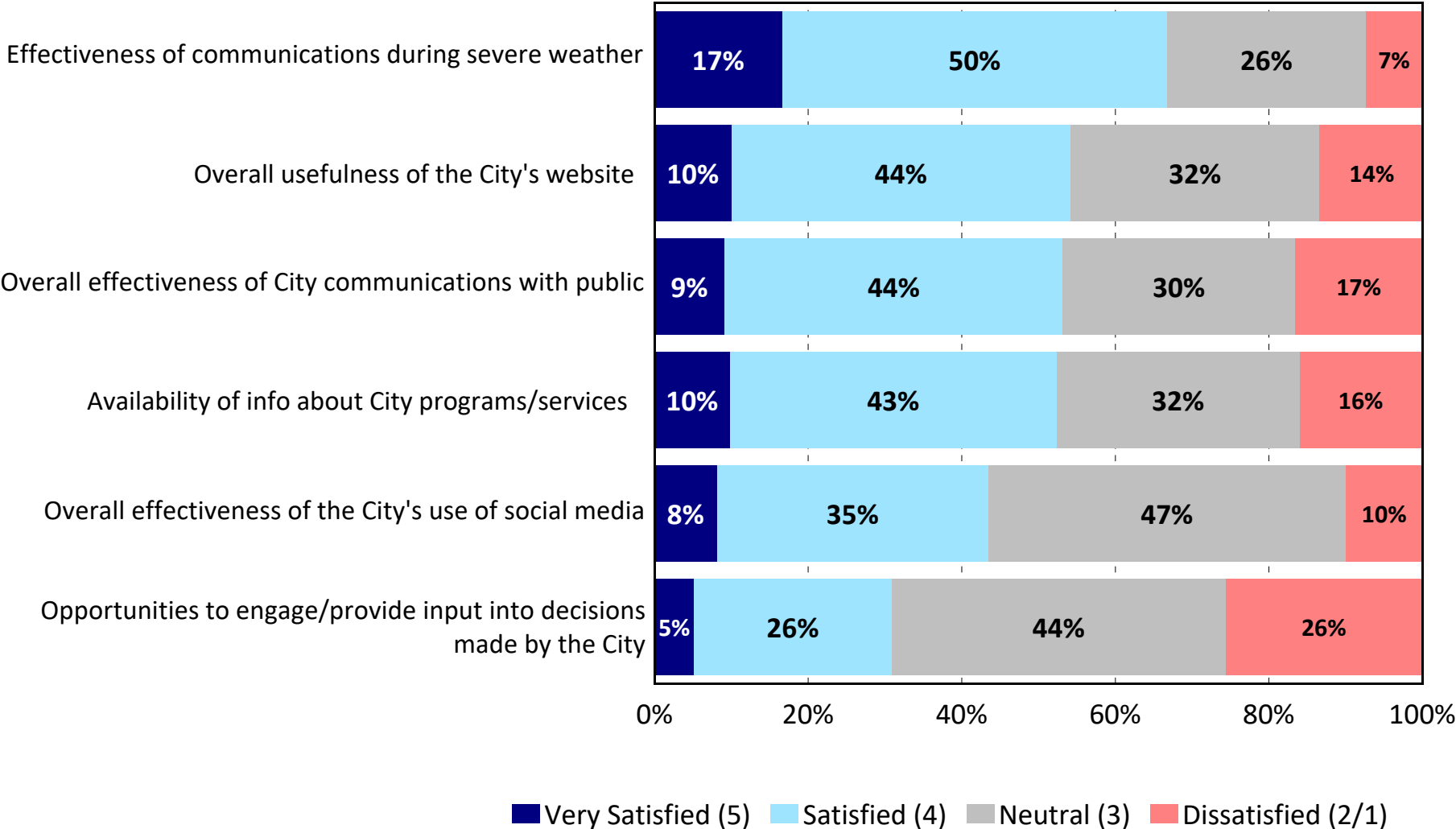
TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2018 to 2023-24

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



Q3. Satisfaction with Communications Services

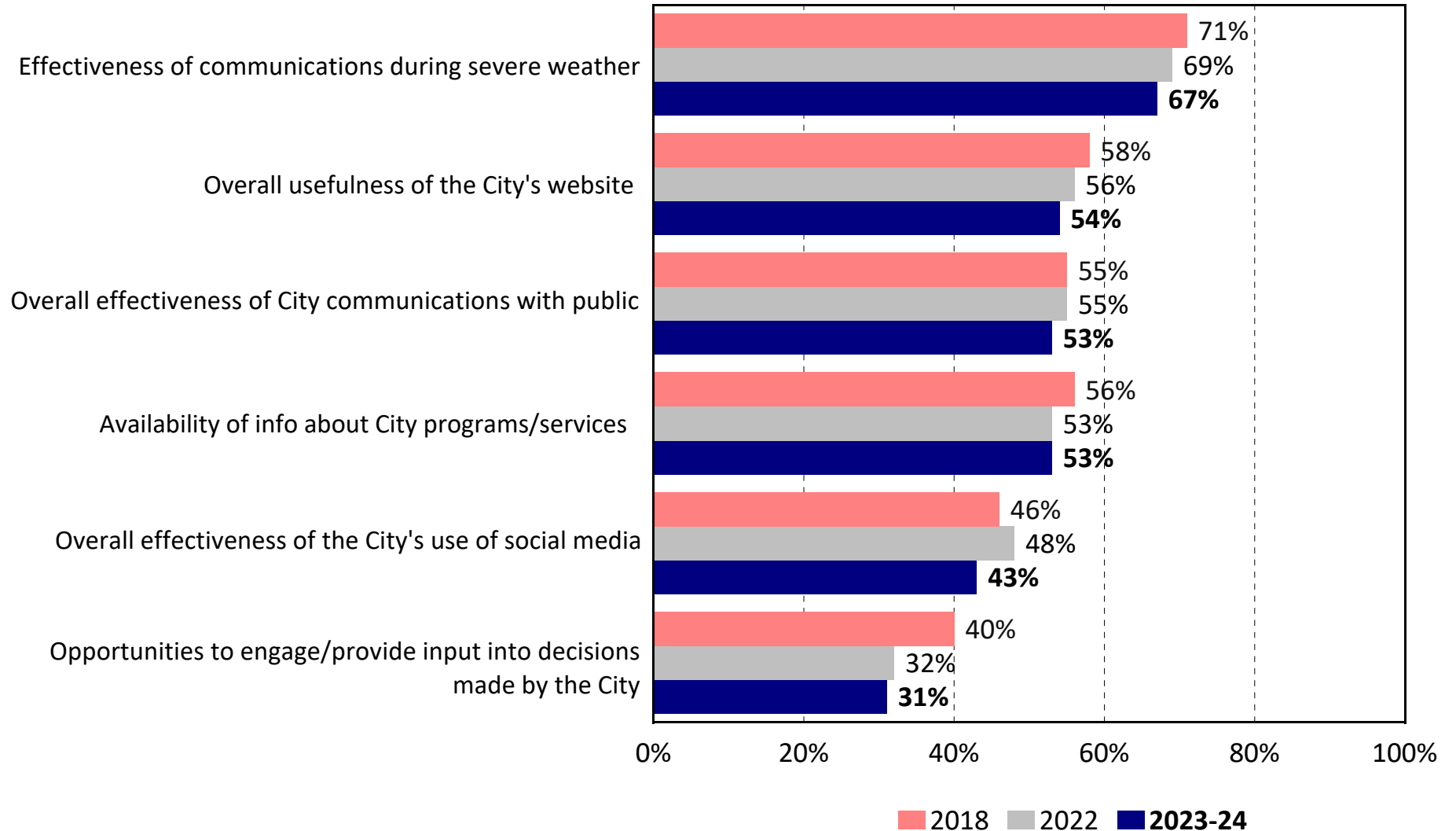
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



TRENDS: Satisfaction with Communications Services

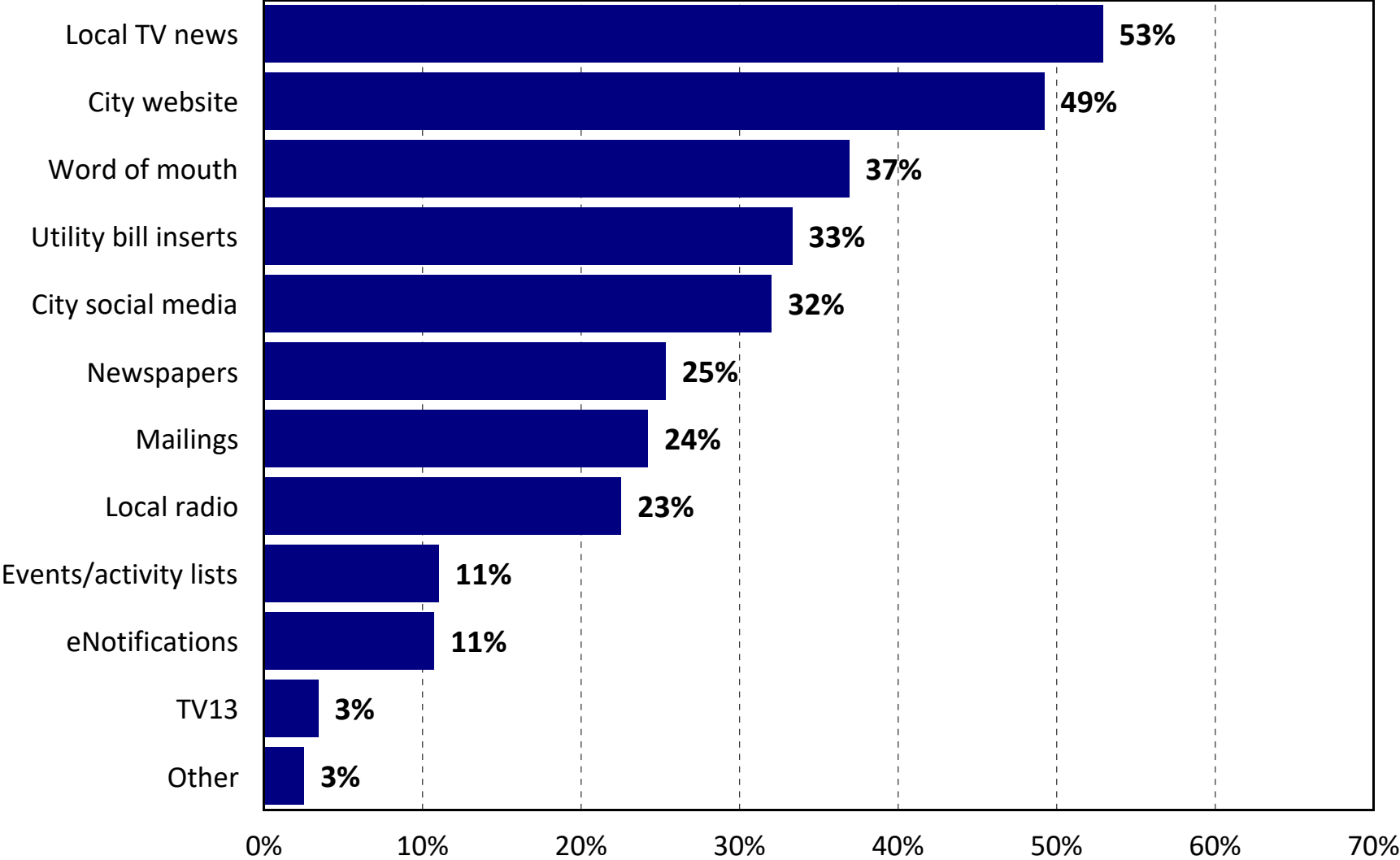
2018 to 2023-24

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



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

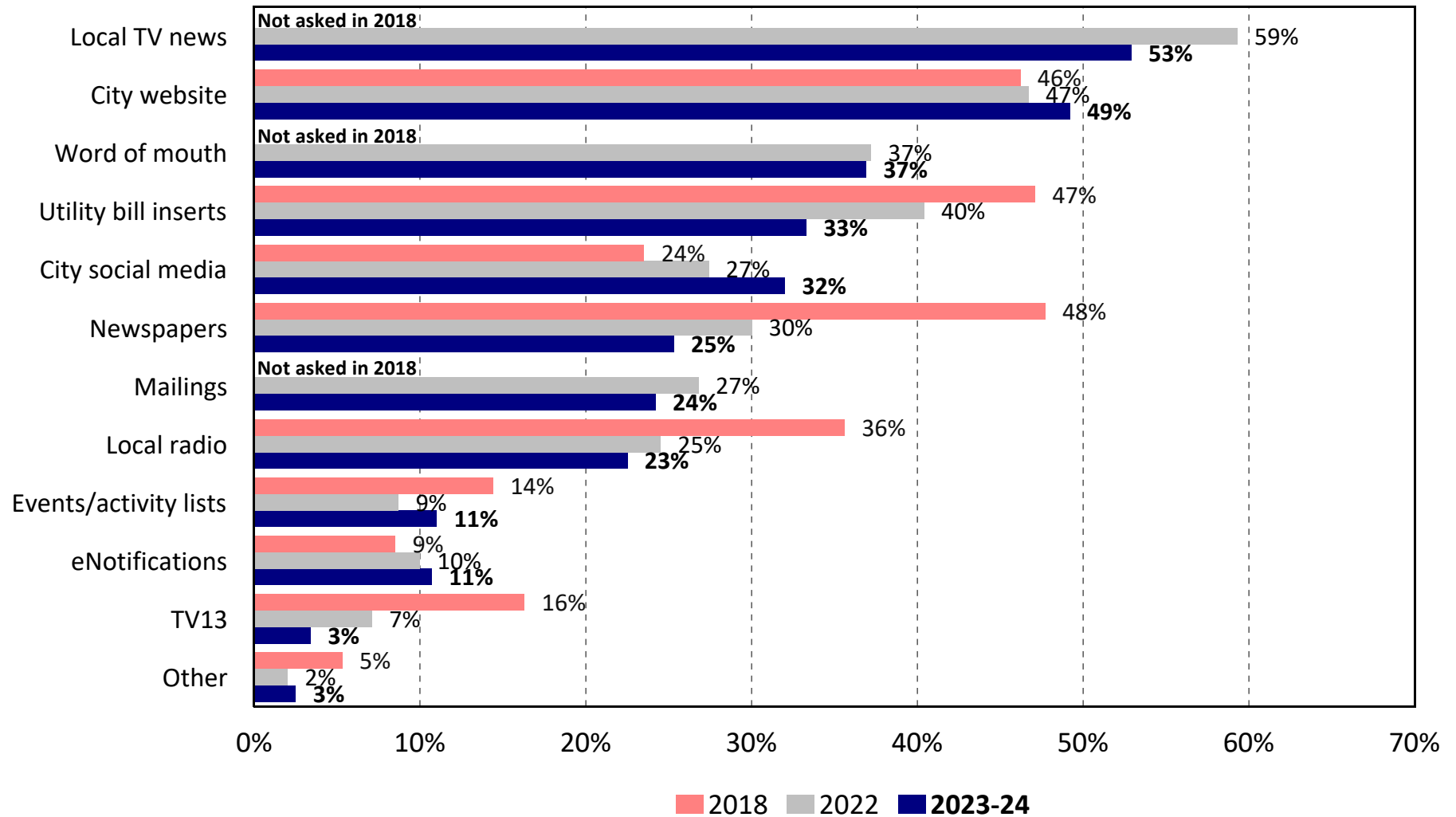
by percentage of respondents (multiple choices could be made)



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

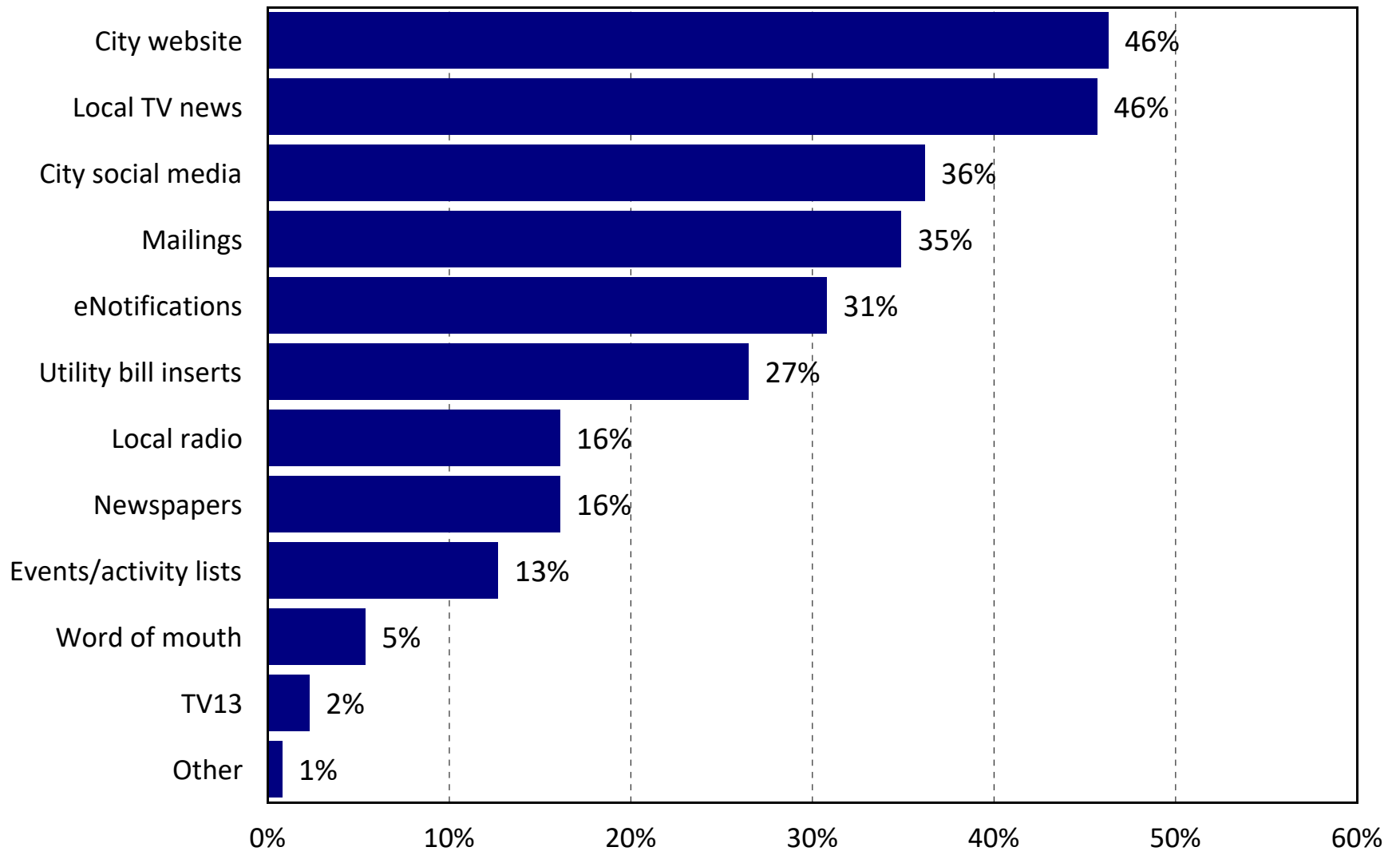
2018 to 2023-24

by percentage of respondents (multiple choices could be made)



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

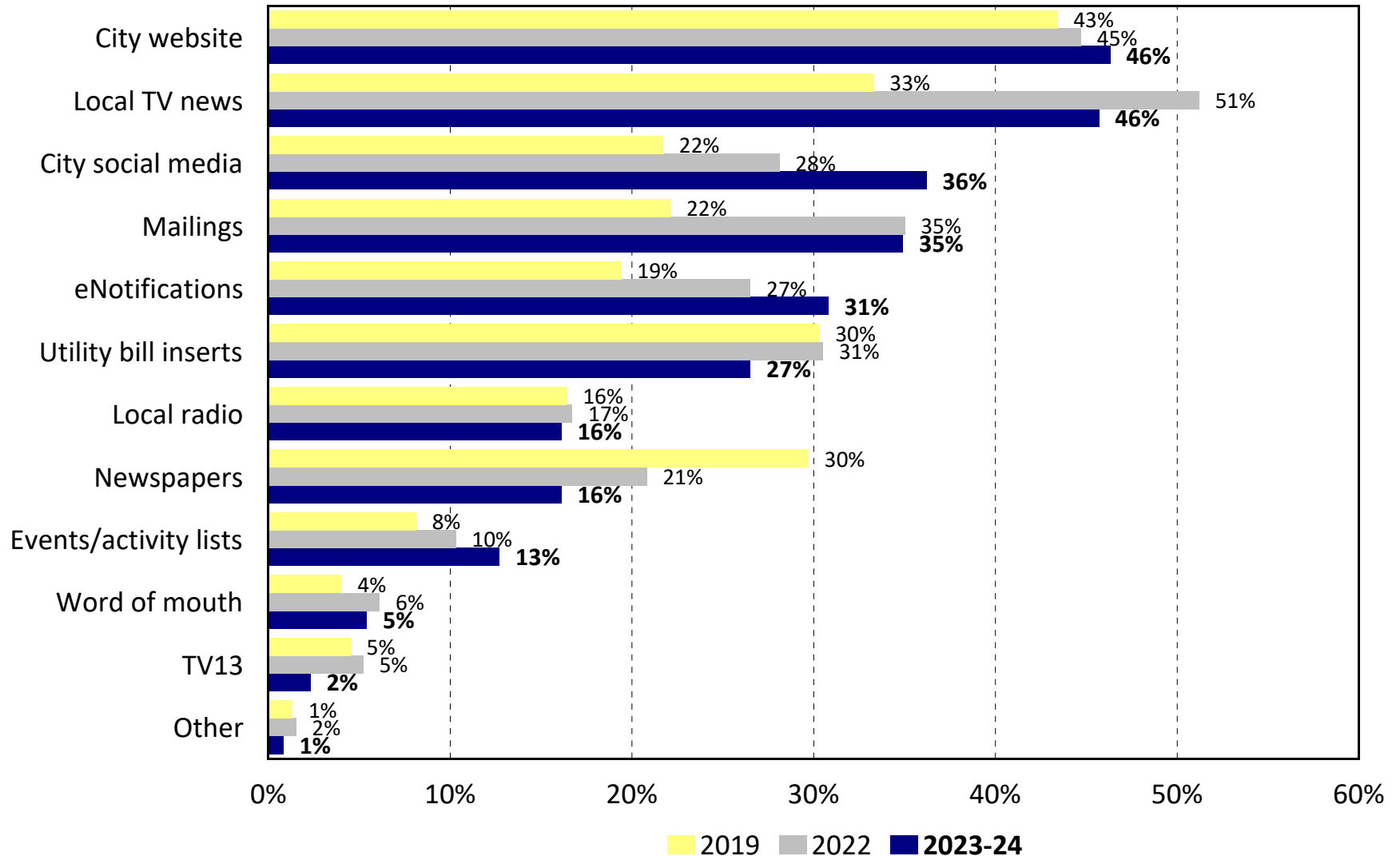
by percentage of respondents (three selections could be made)



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

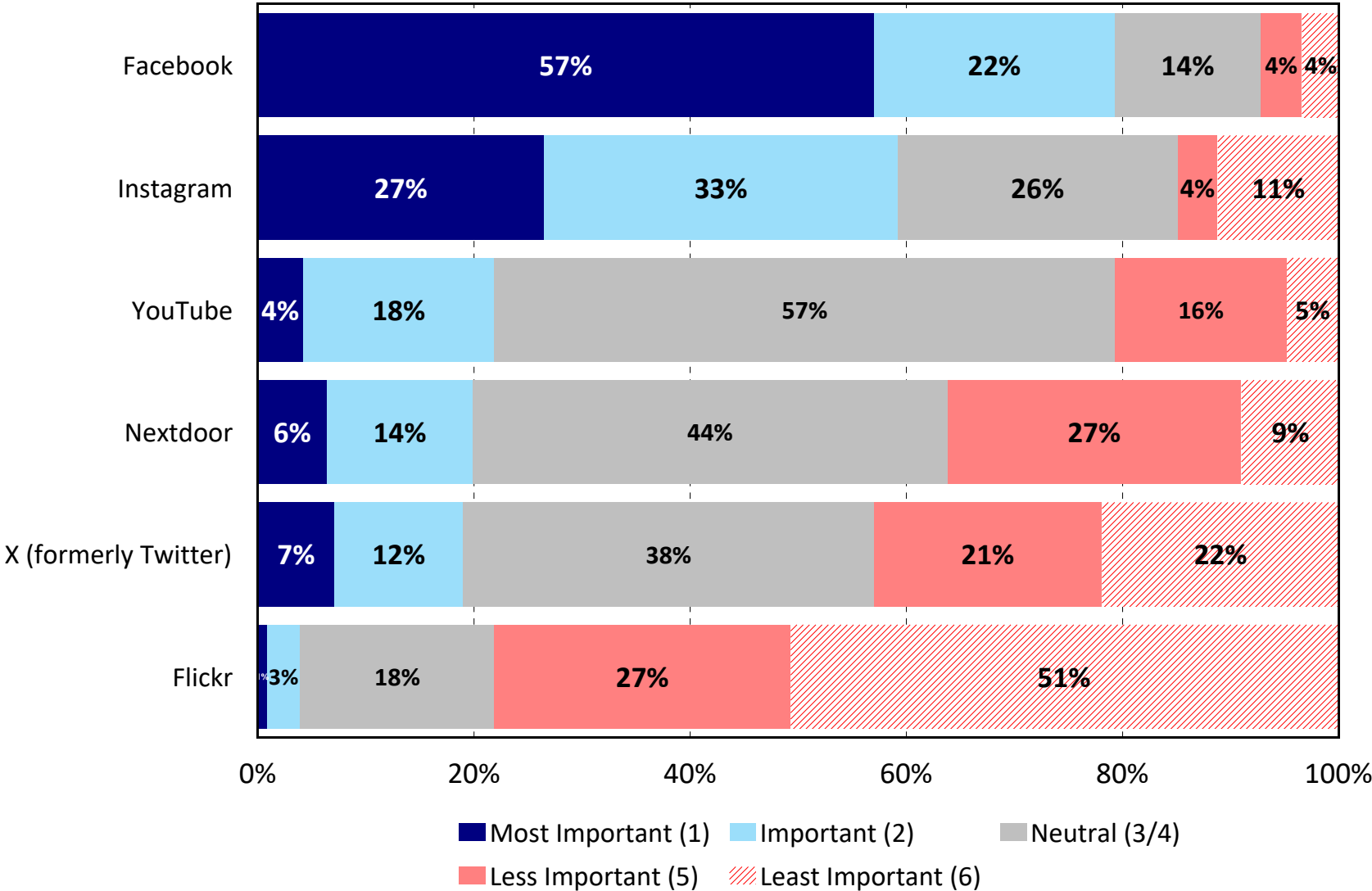
2019 to 2023-24

by percentage of respondents (three selections could be made)



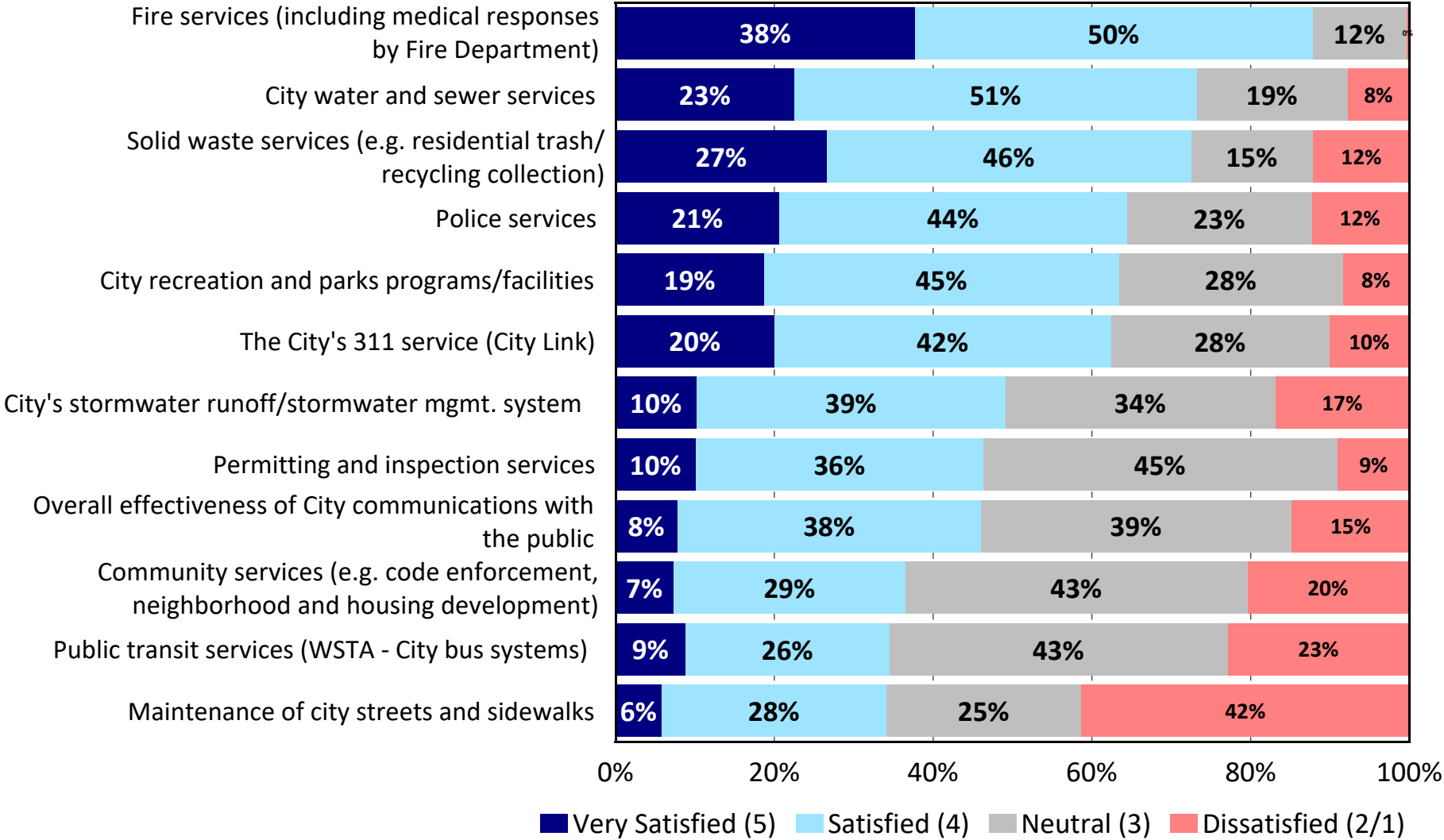
Q5a. How Residents Would Prioritize the Following City Social Media Platforms

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 not provided)



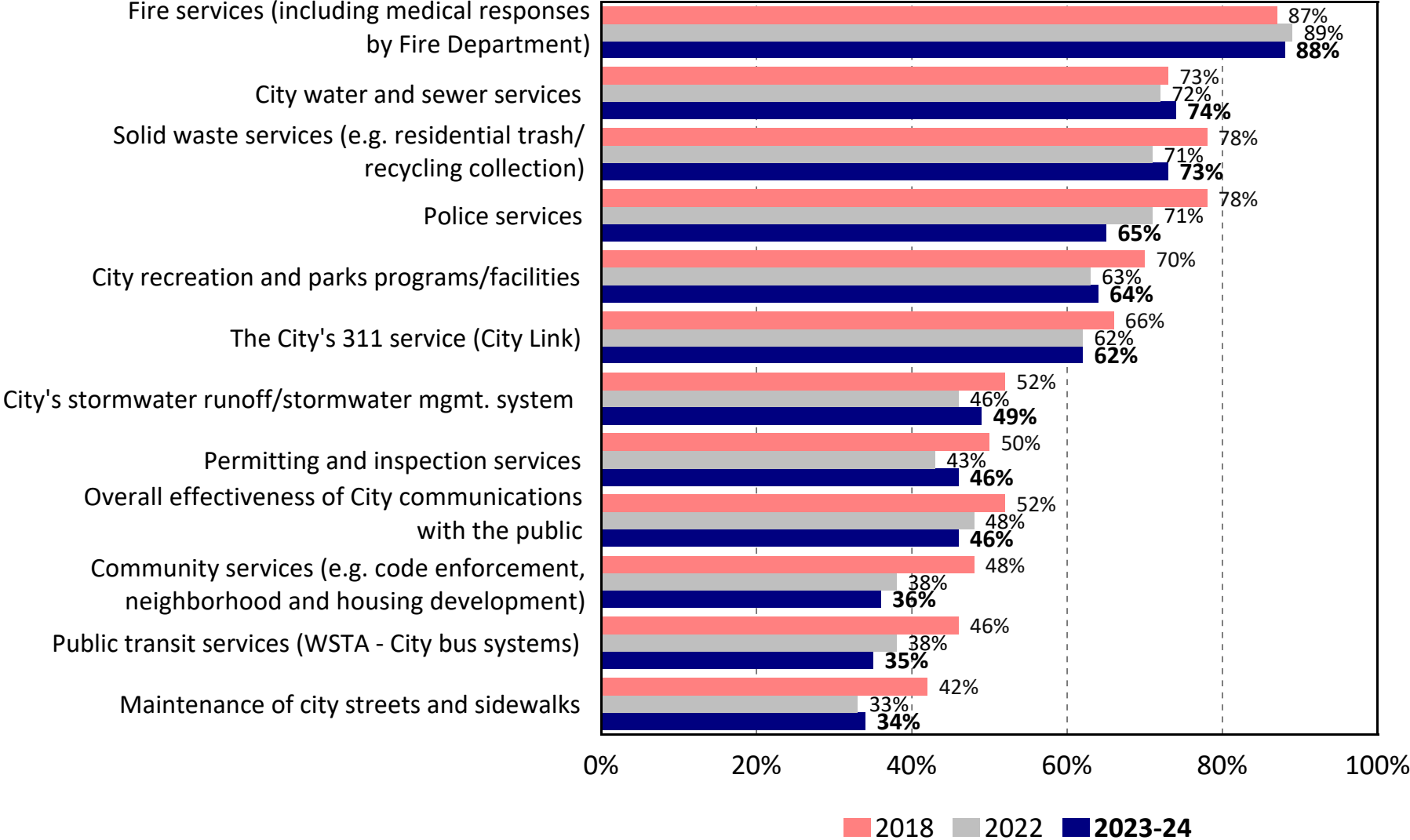
Q6. Overall Satisfaction with City Services by Major Category

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



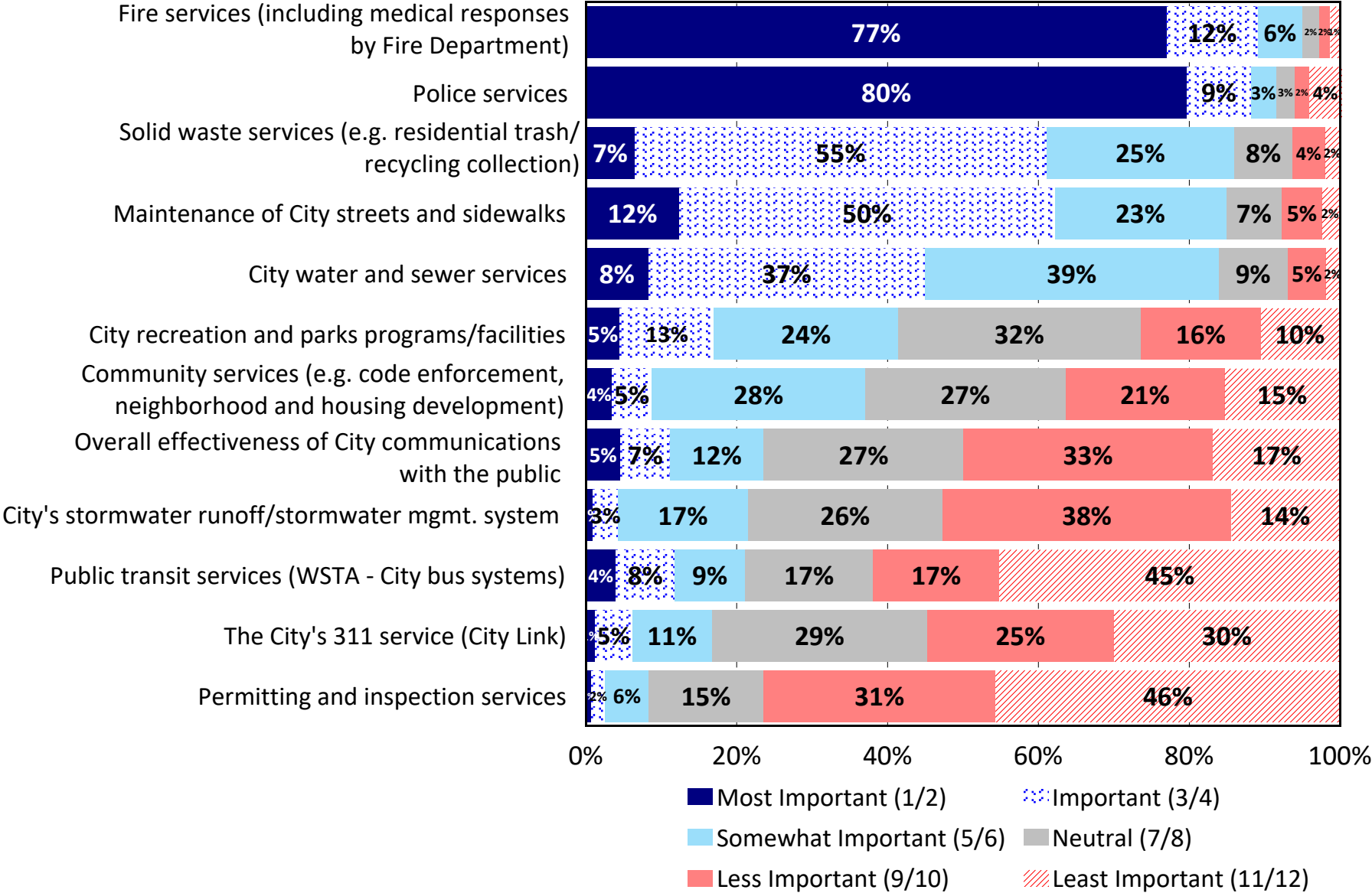
TRENDS: Overall Satisfaction with City Services by Major Category - 2018 to 2023-24

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



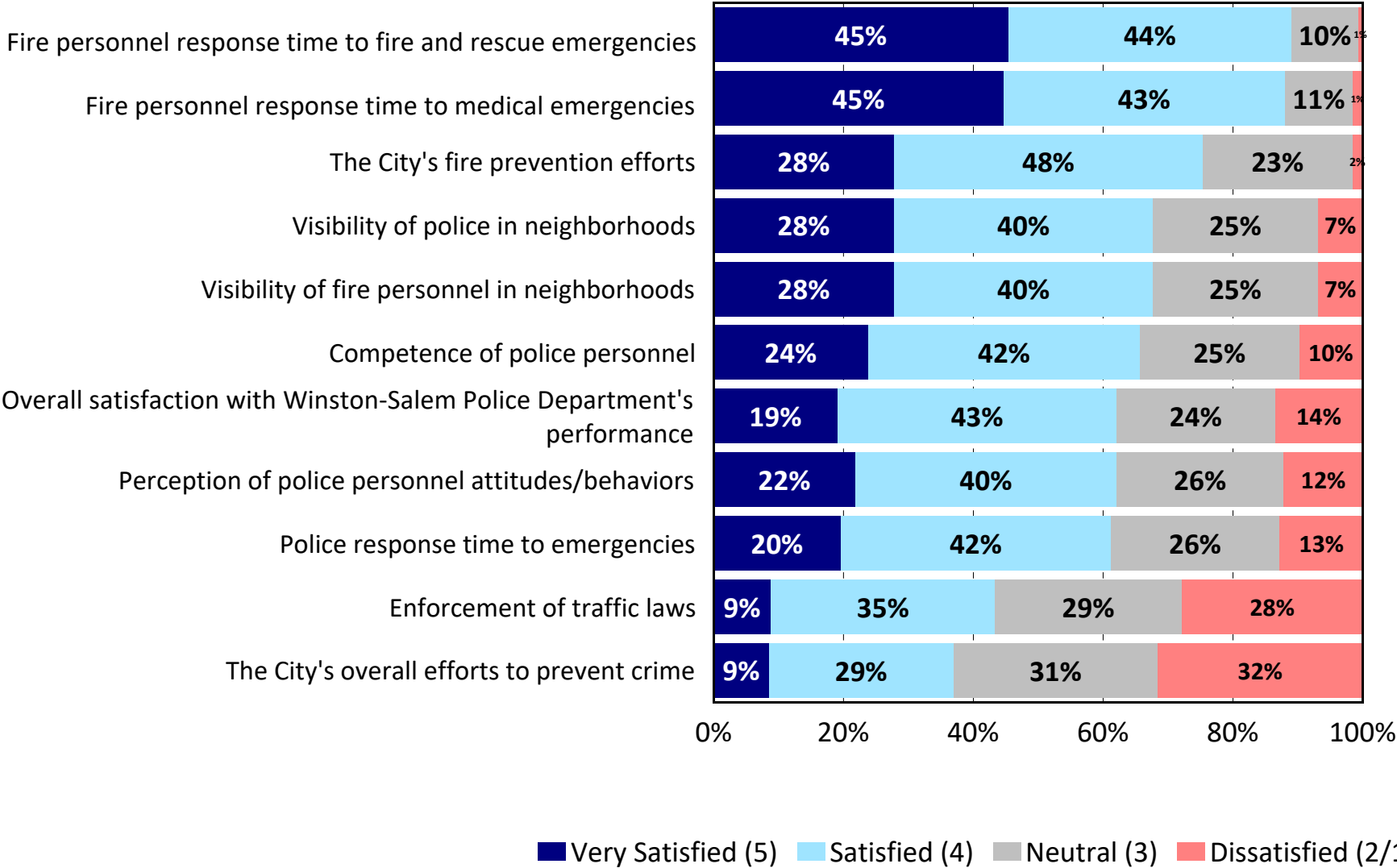
Q7. How Residents Would Prioritize the Following City Services

by percentage of respondents who rated the item as a 1 to 12 on a 12-point scale (excluding not provided)



Q8[1-11]. Satisfaction with Police and Fire Services

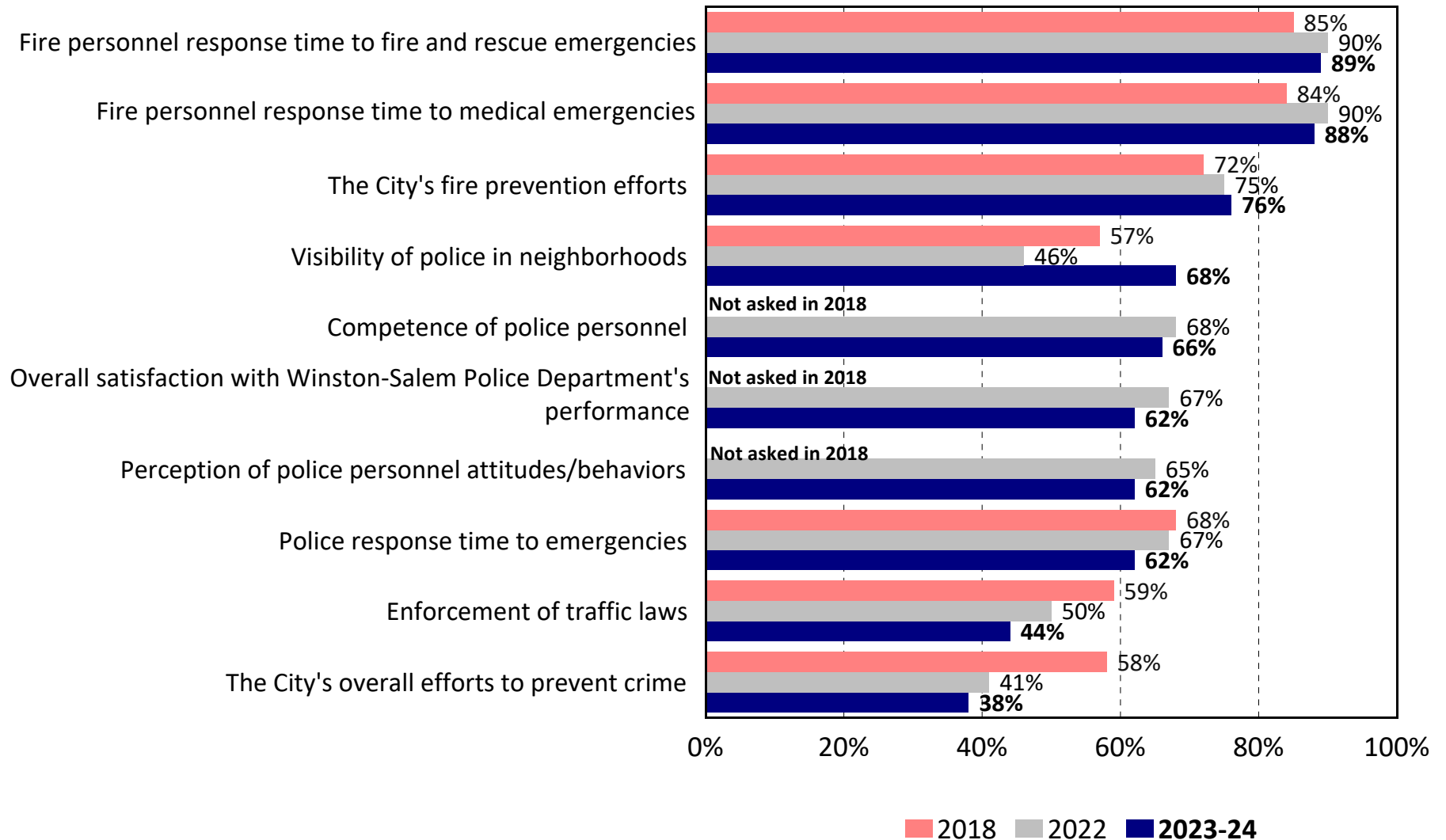
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



TRENDS: Satisfaction with Police and Fire Services

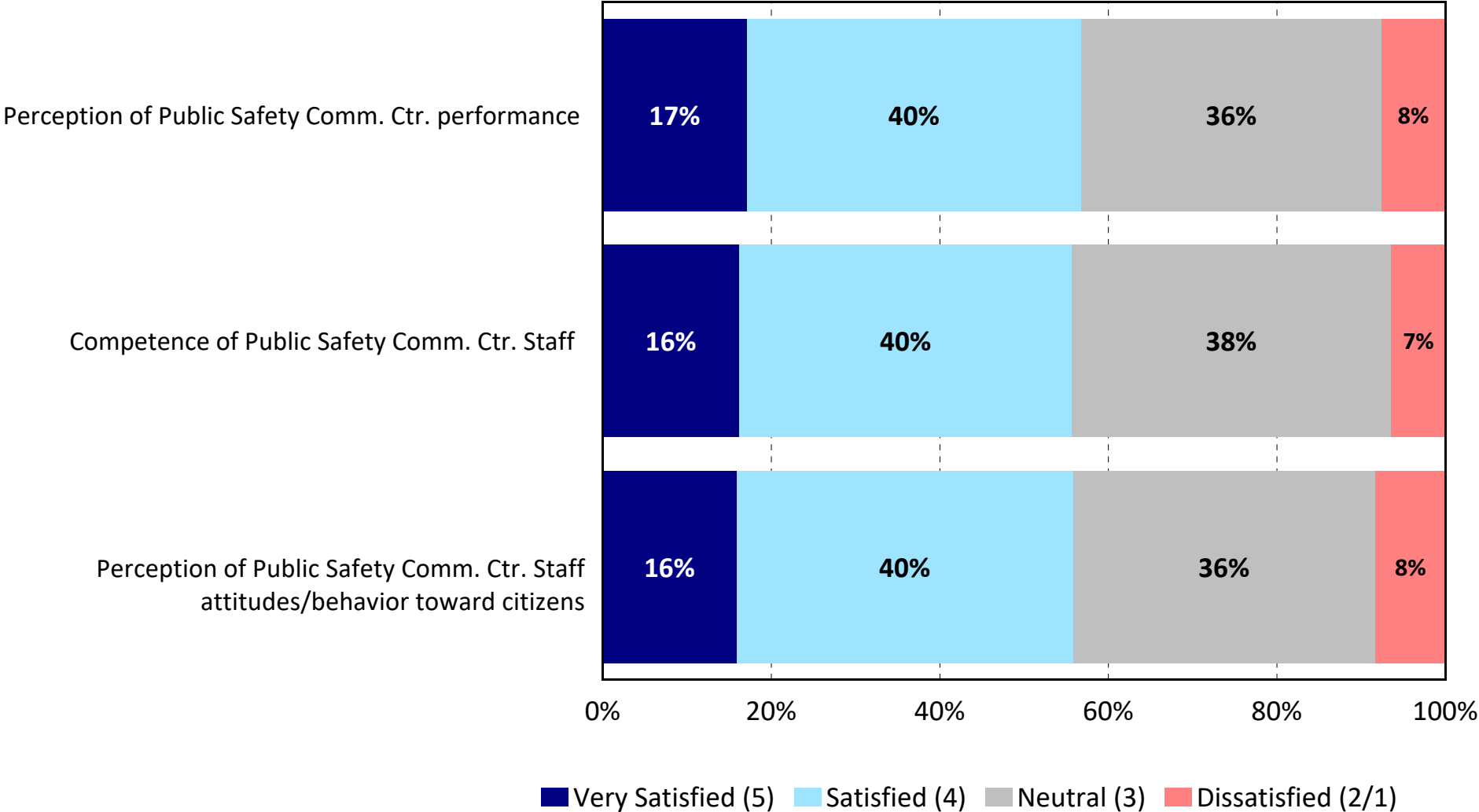
2018 to 2023-24

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



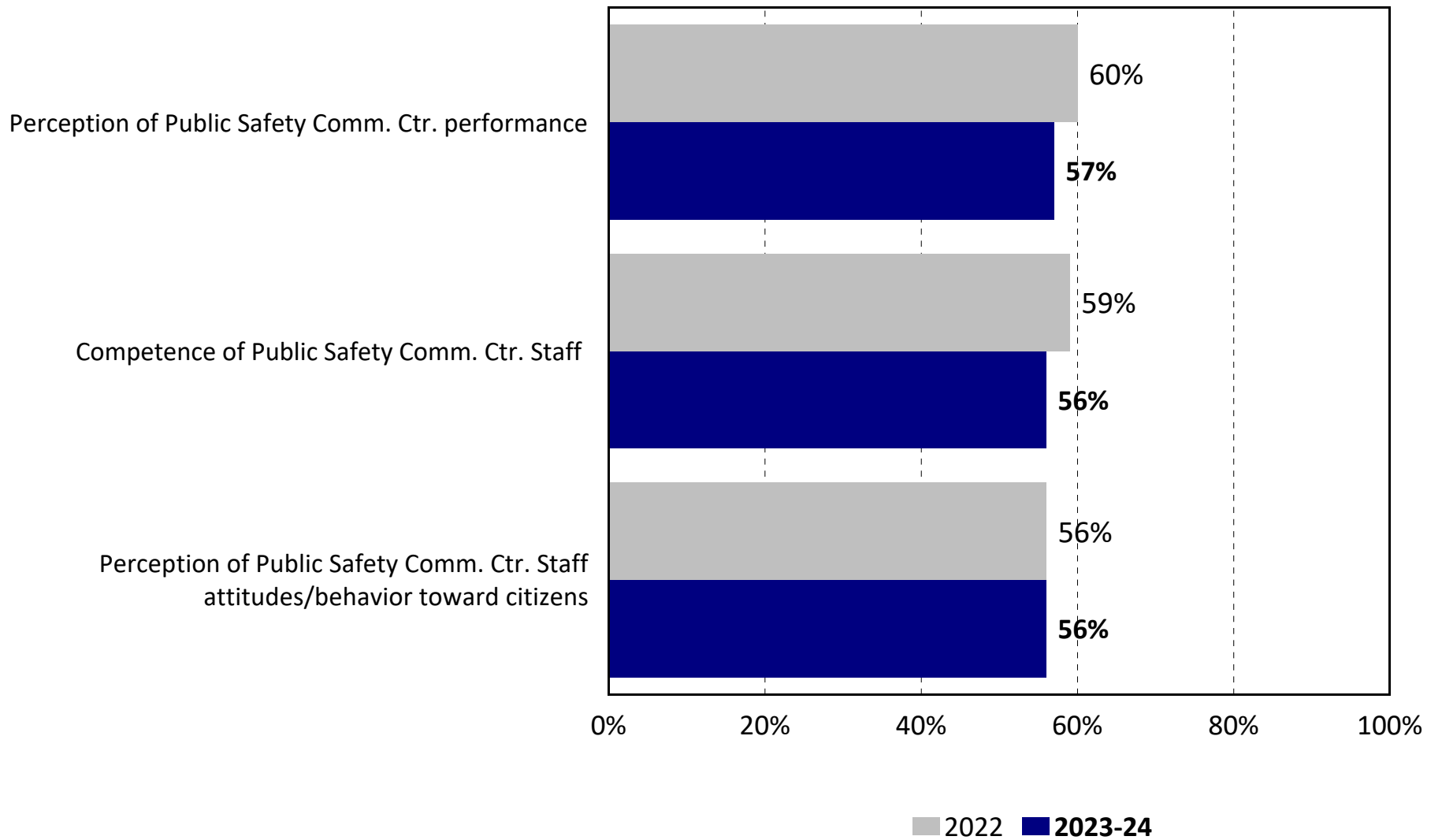
Q8[12-14]. Satisfaction with Public Safety Communications Center

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



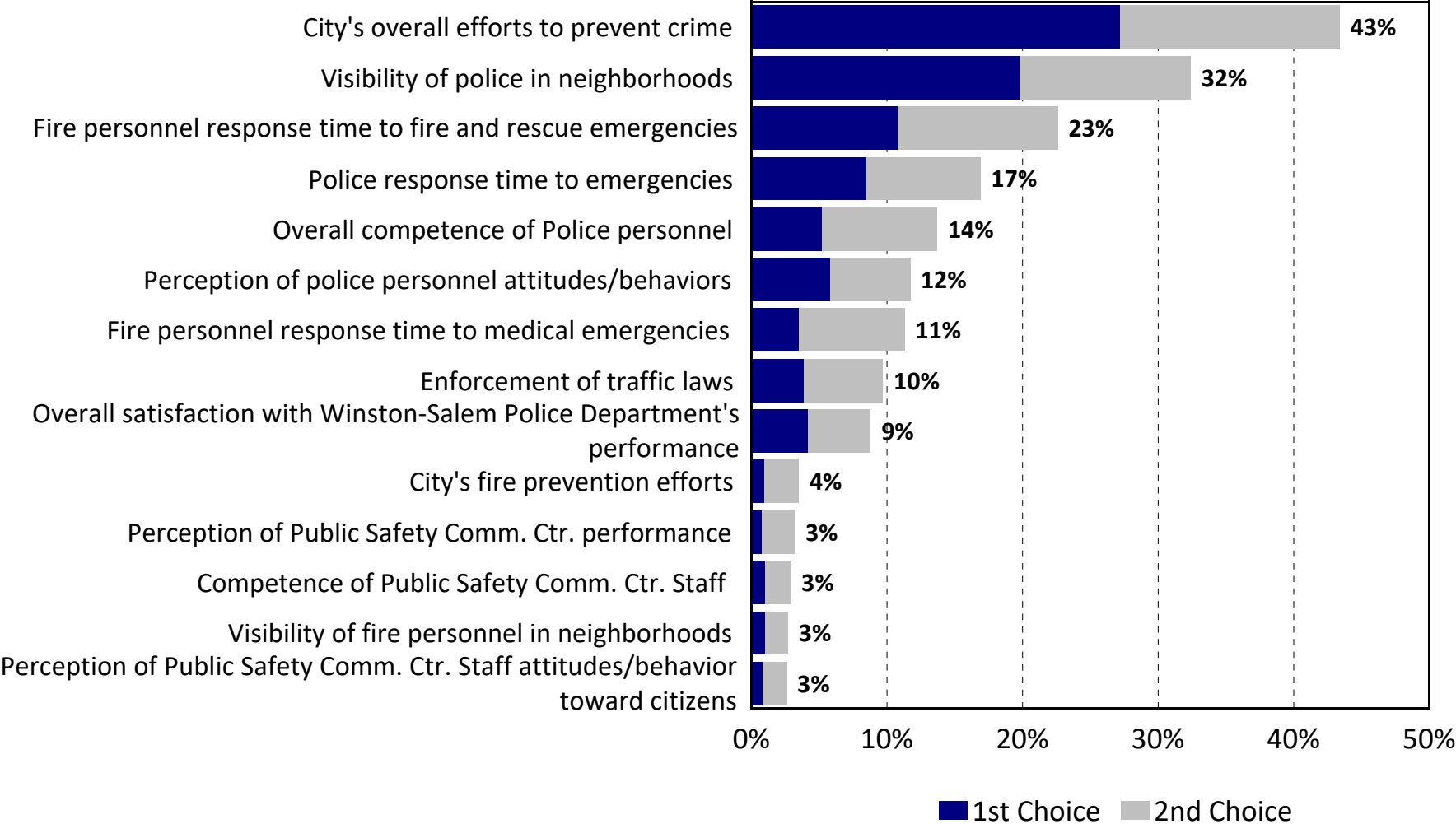
TRENDS: Satisfaction with Public Safety Communications Center - 2022 vs. 2023-24

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



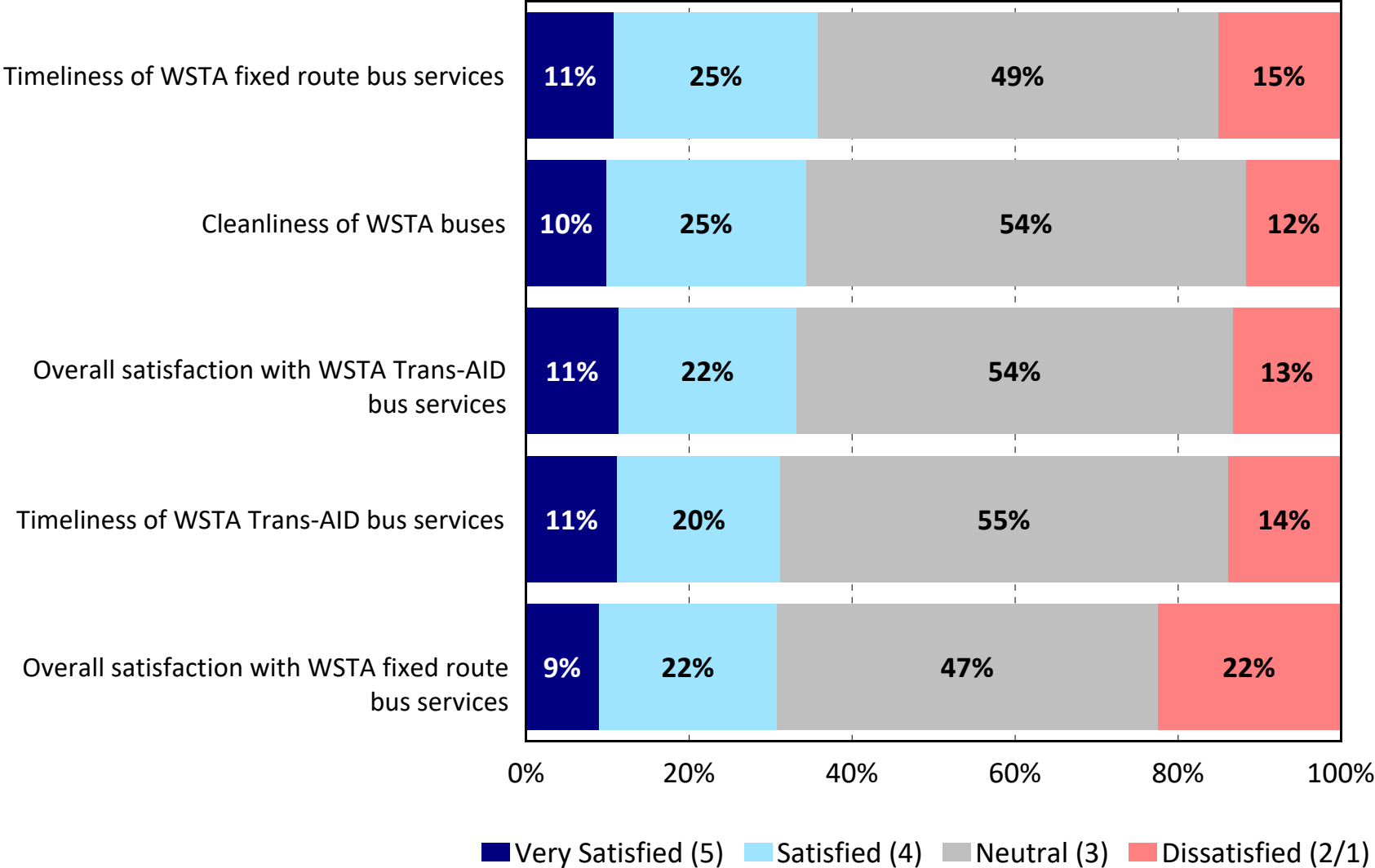
Q9. Police, Fire, and Public Safety Communications Center Services That Should Receive the Most Emphasis Over the Next Two Years

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



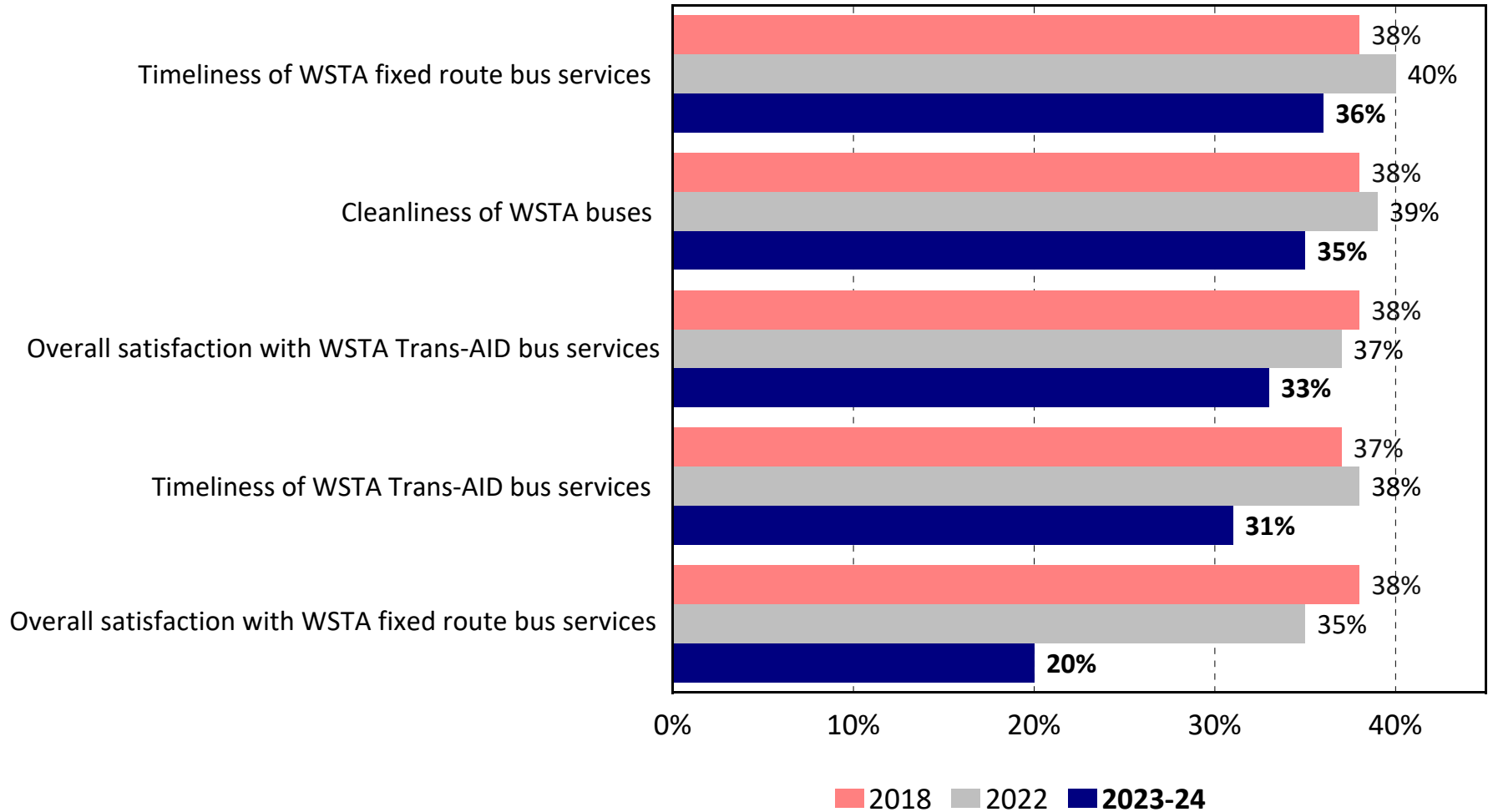
Q11. Satisfaction with Public Transit

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



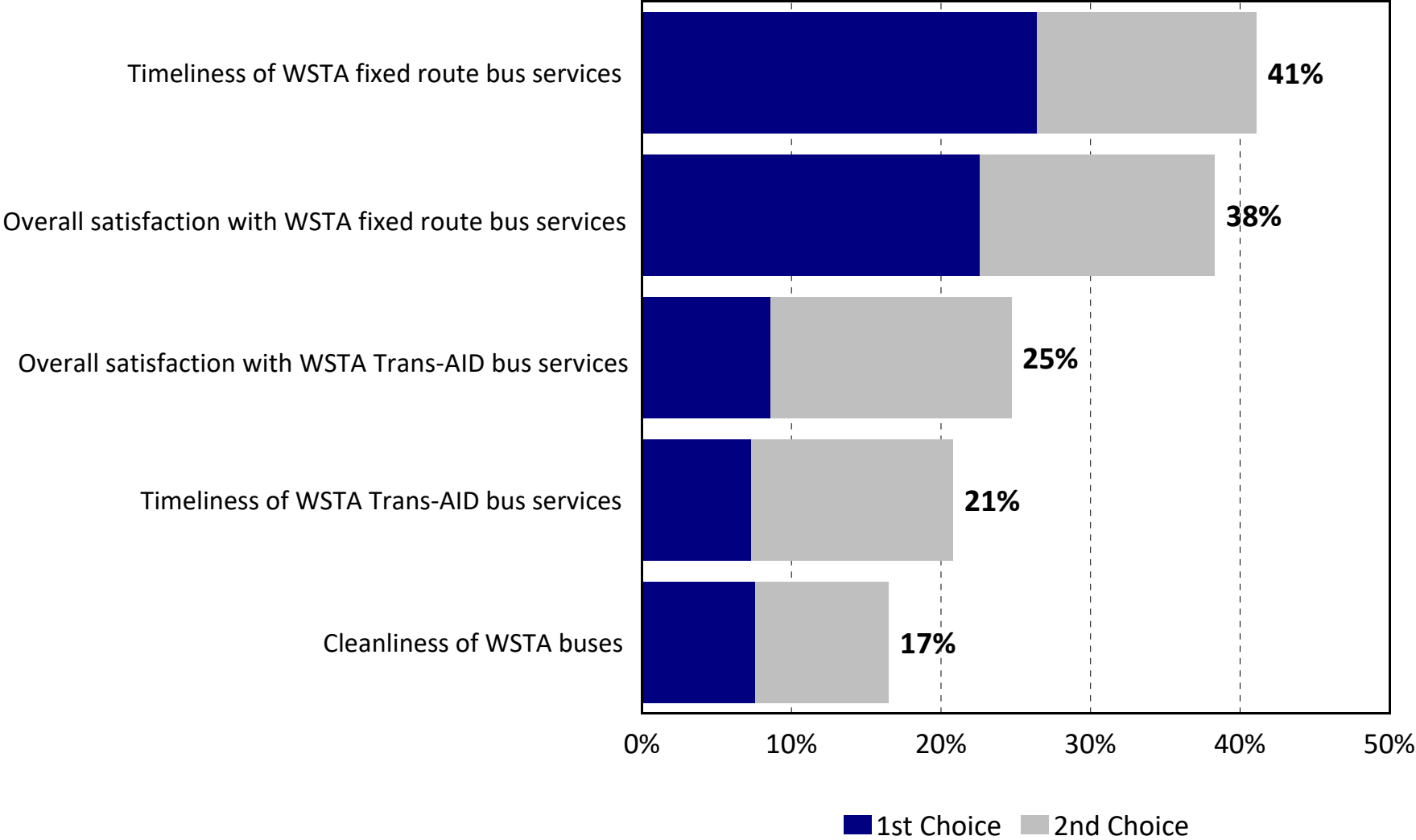
TRENDS: Satisfaction with Public Transit 2018 to 2023-24

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



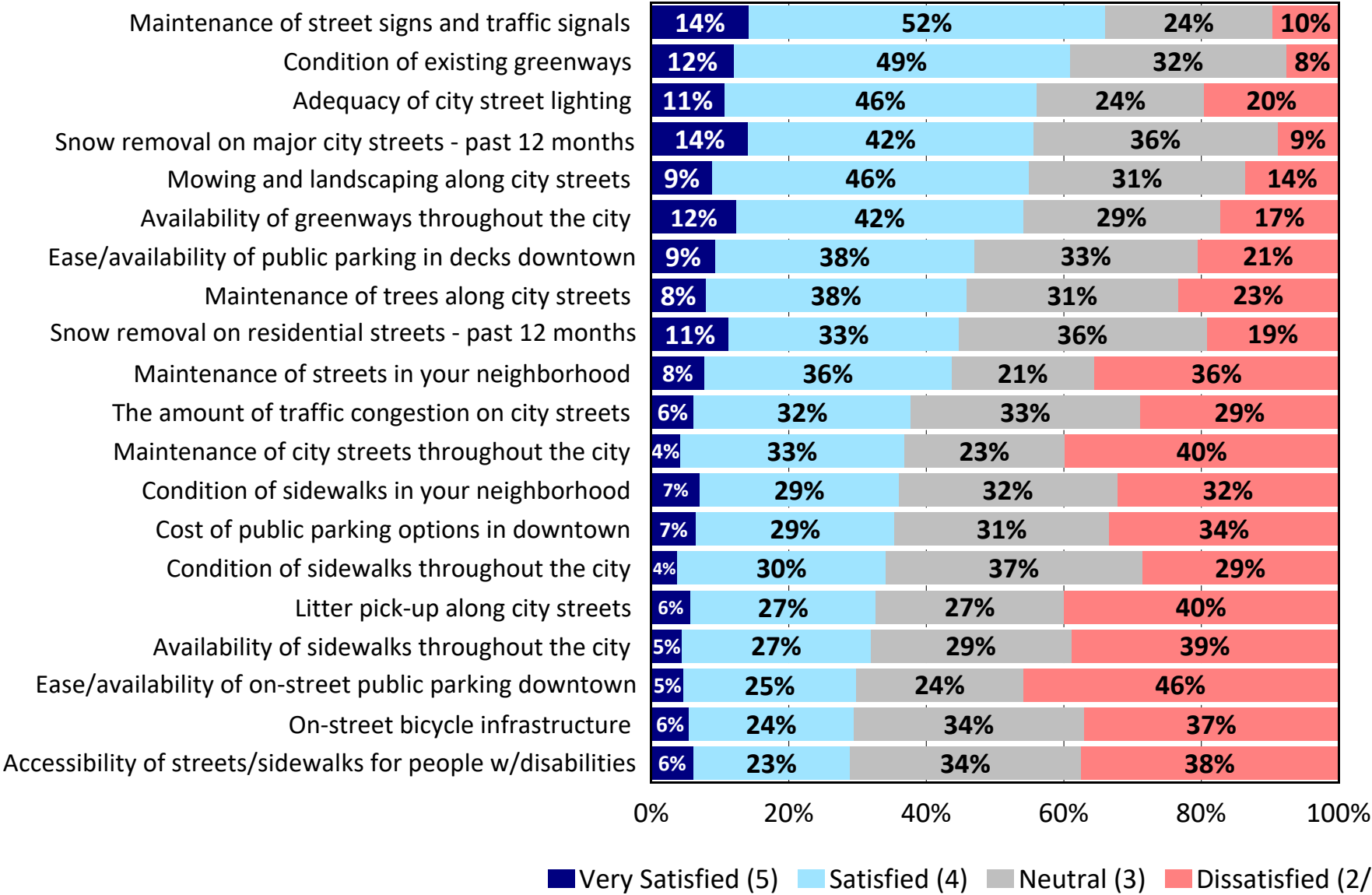
Q12. Public Transit Services That Should Receive the Most Emphasis Over the Next Two Years

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



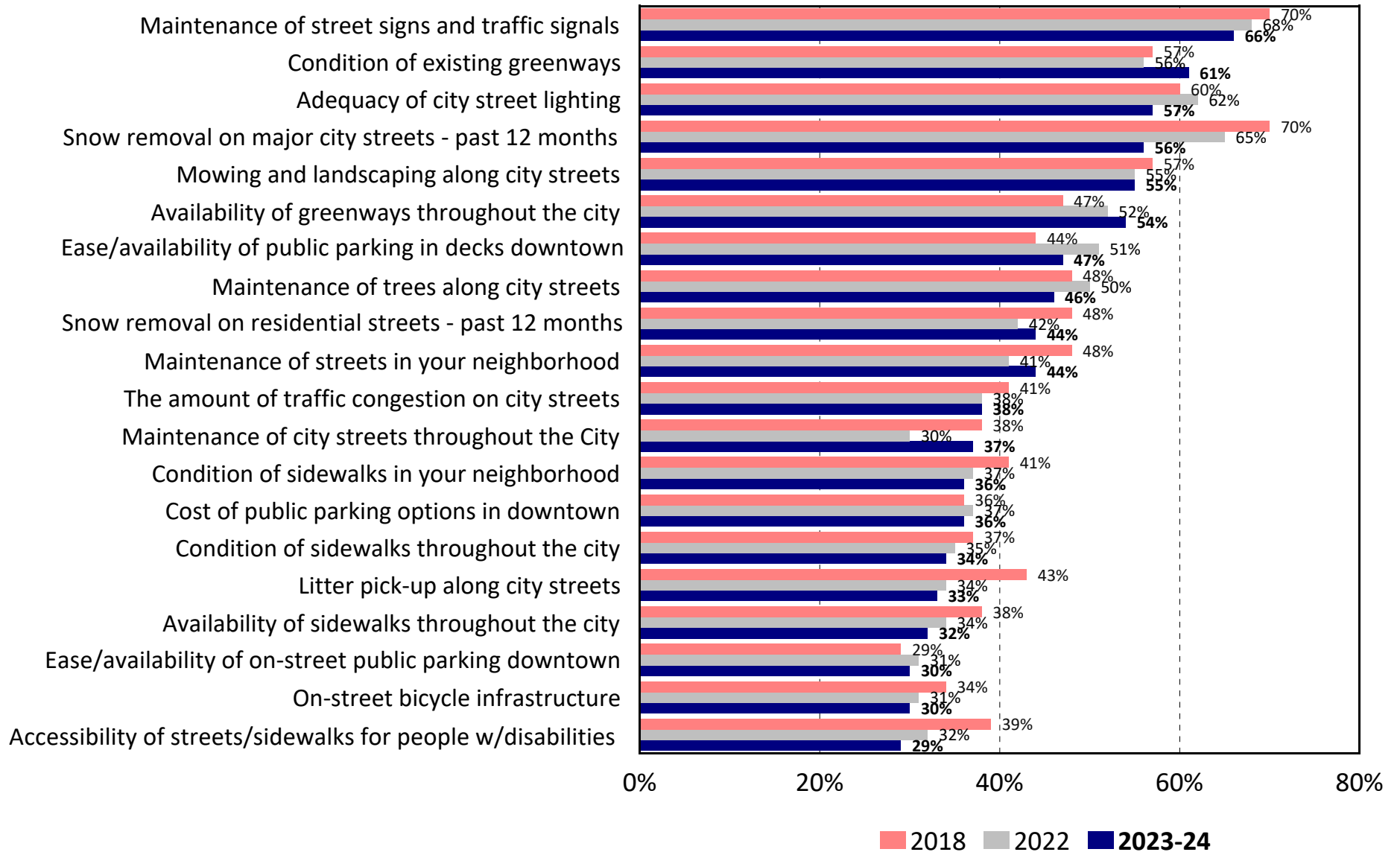
Q13. Satisfaction with Streets and Transportation

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



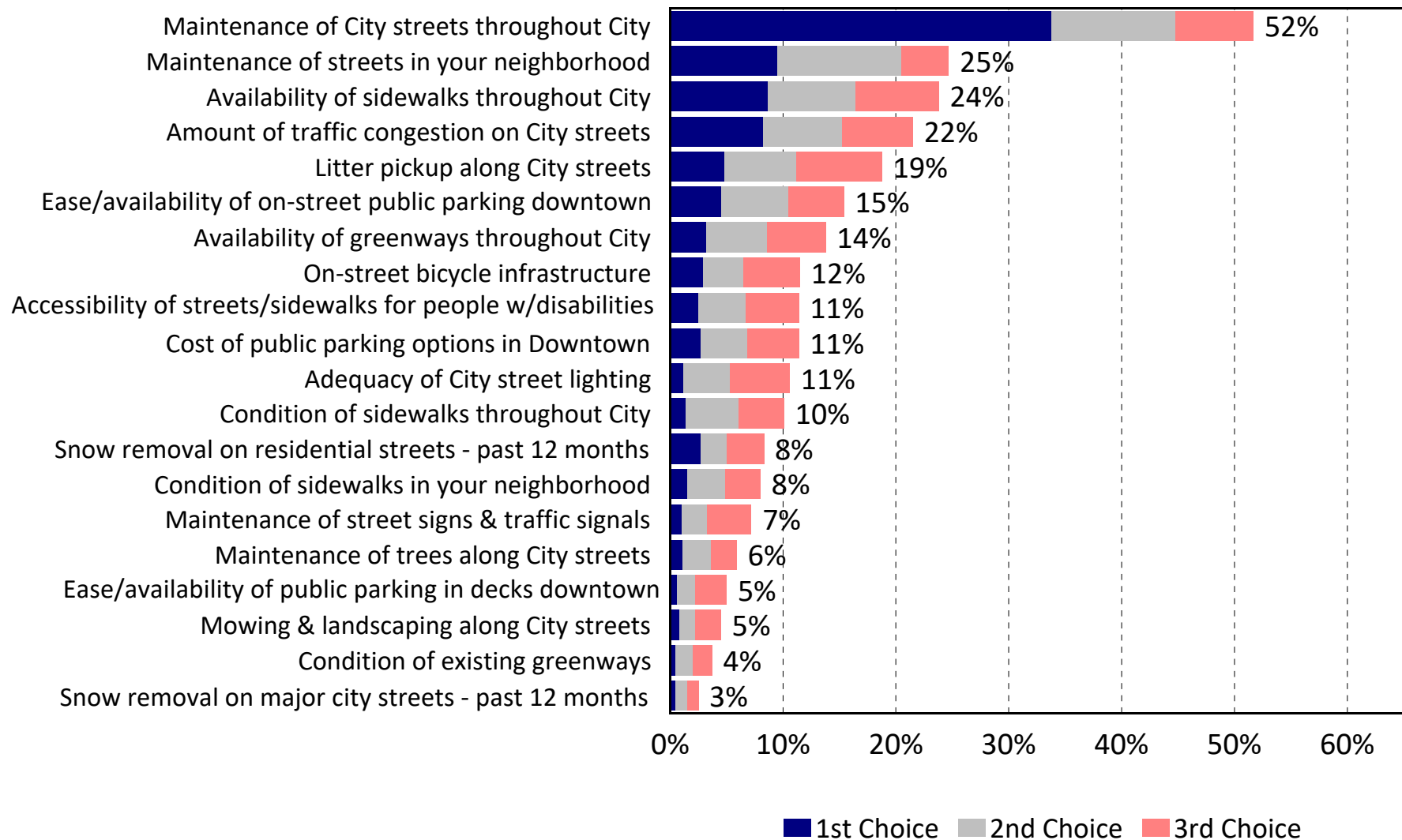
TRENDS: Satisfaction with Streets and Transportation 2018 to 2023-24

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



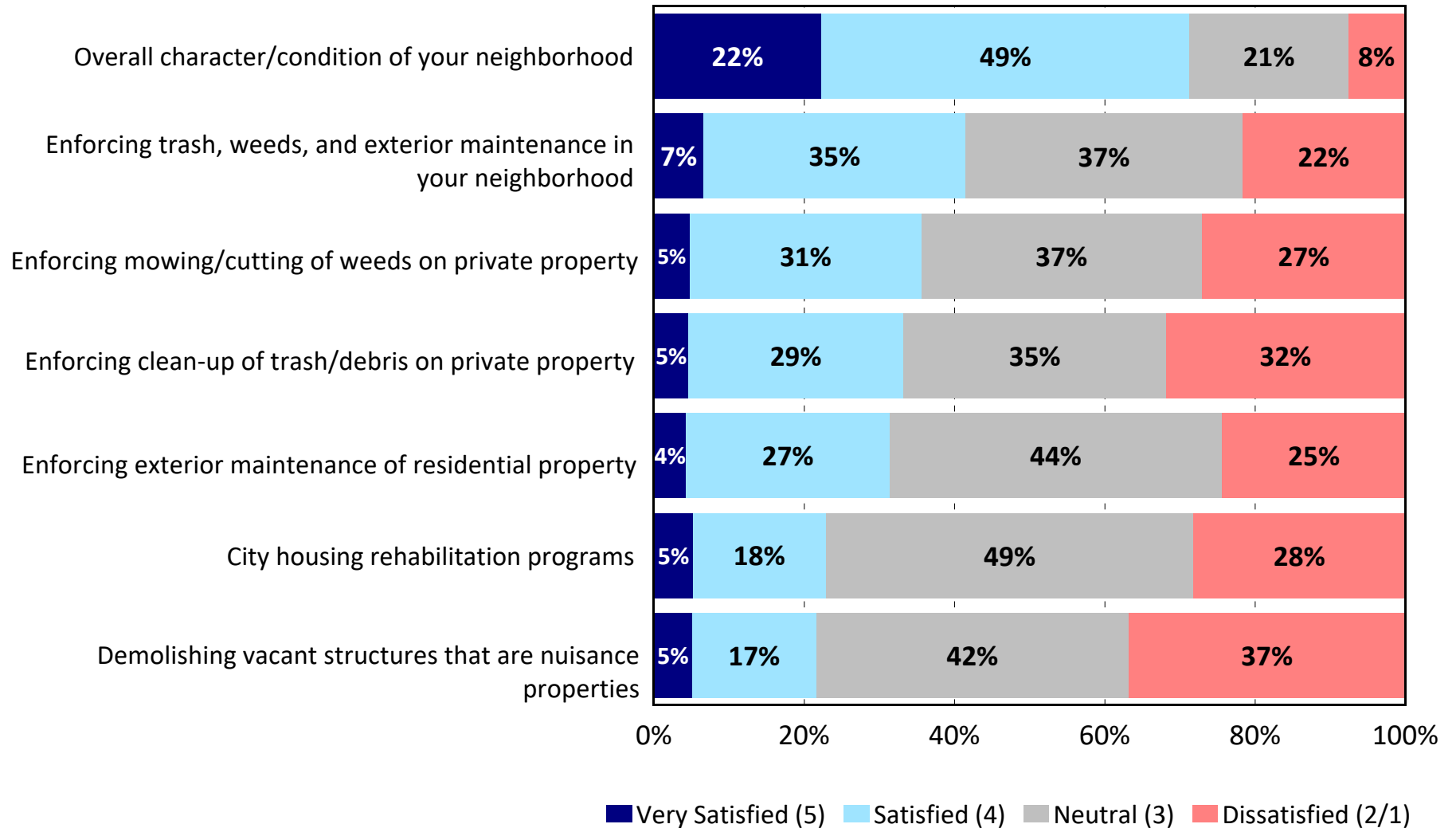
Q14. Streets and Transportation Services That Should Receive the Most Emphasis Over the Next Two Years

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



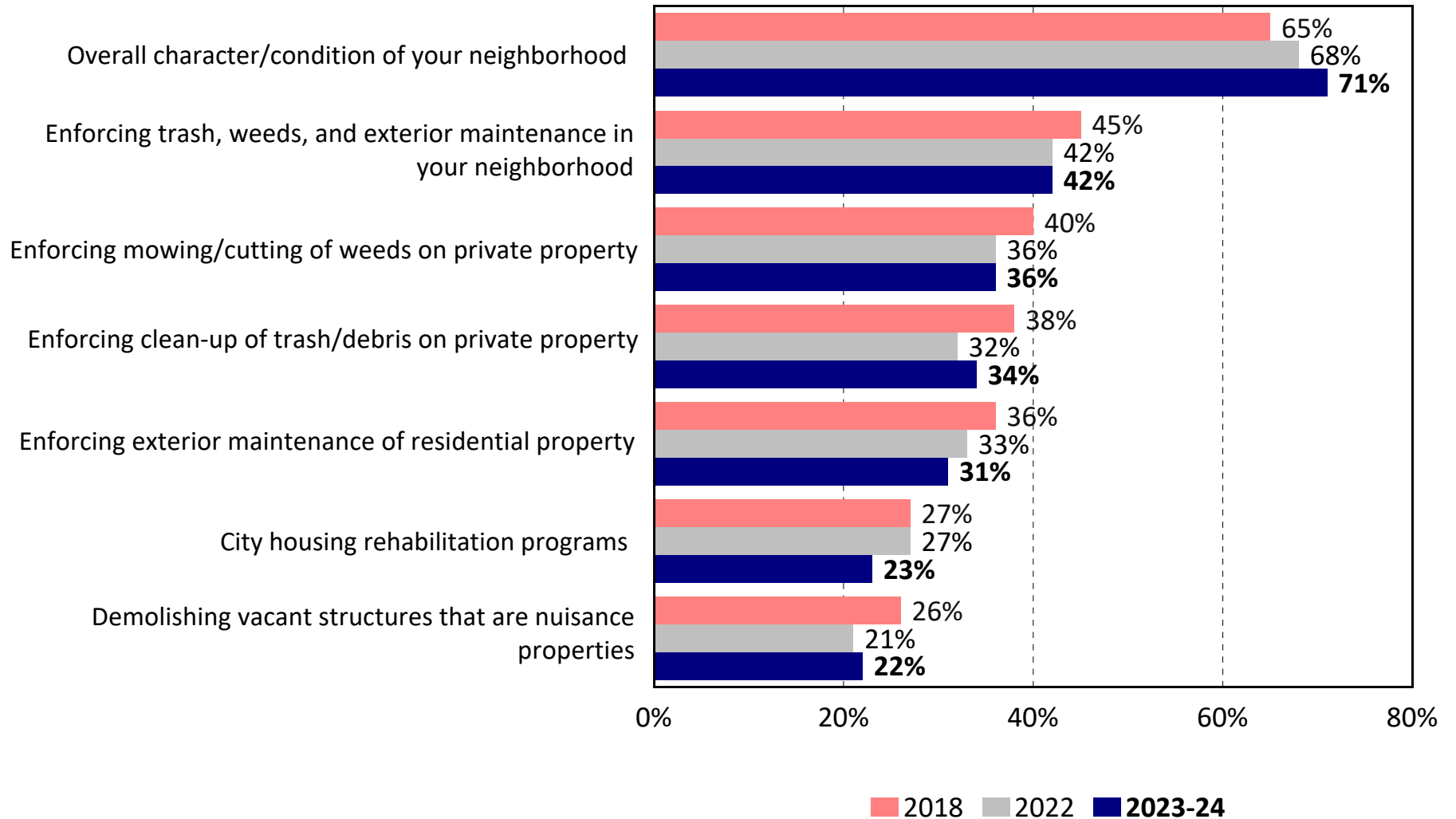
Q15. Satisfaction with Community Development Services

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



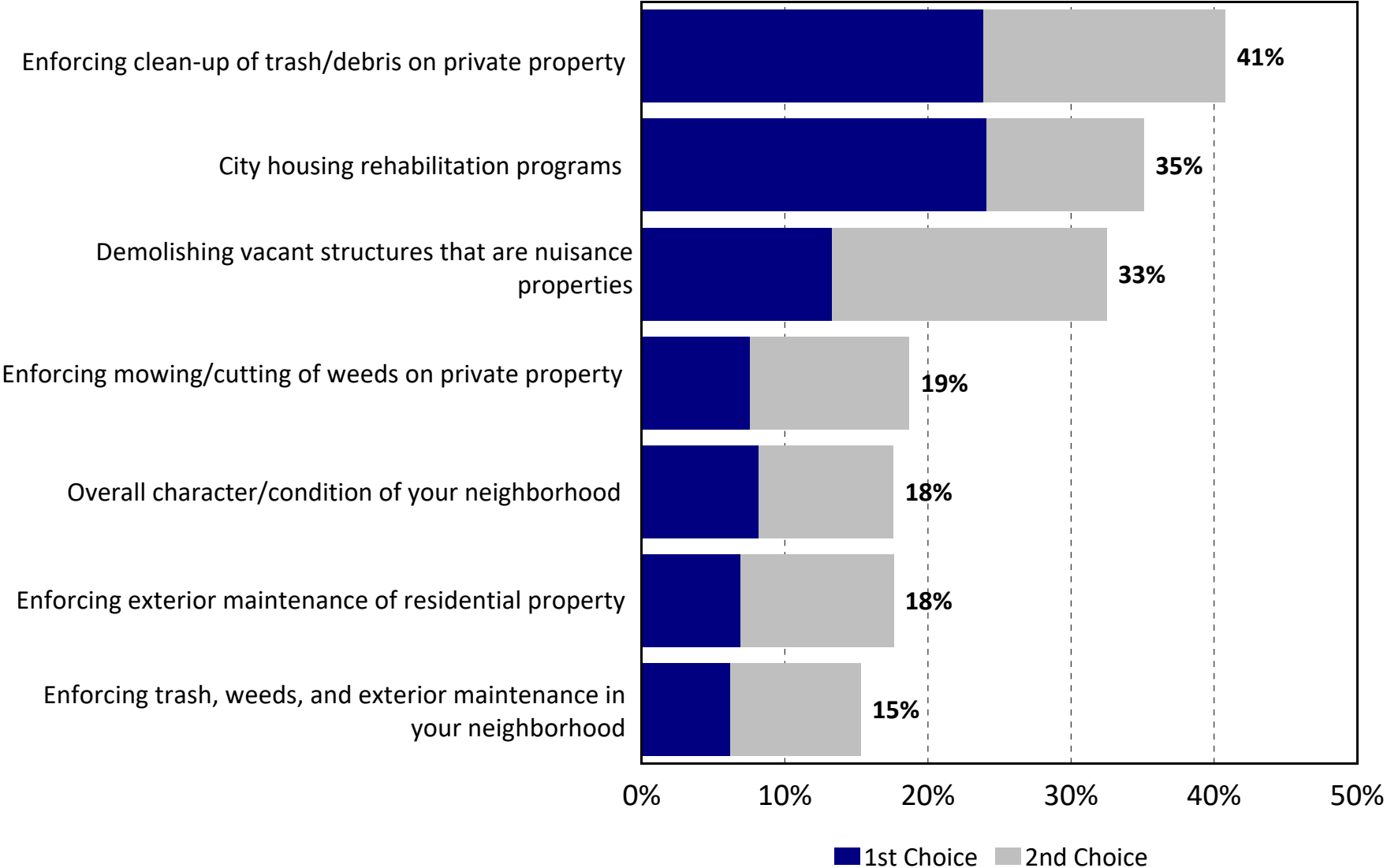
TRENDS: Satisfaction with Community Development Services 2018 to 2023-24

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



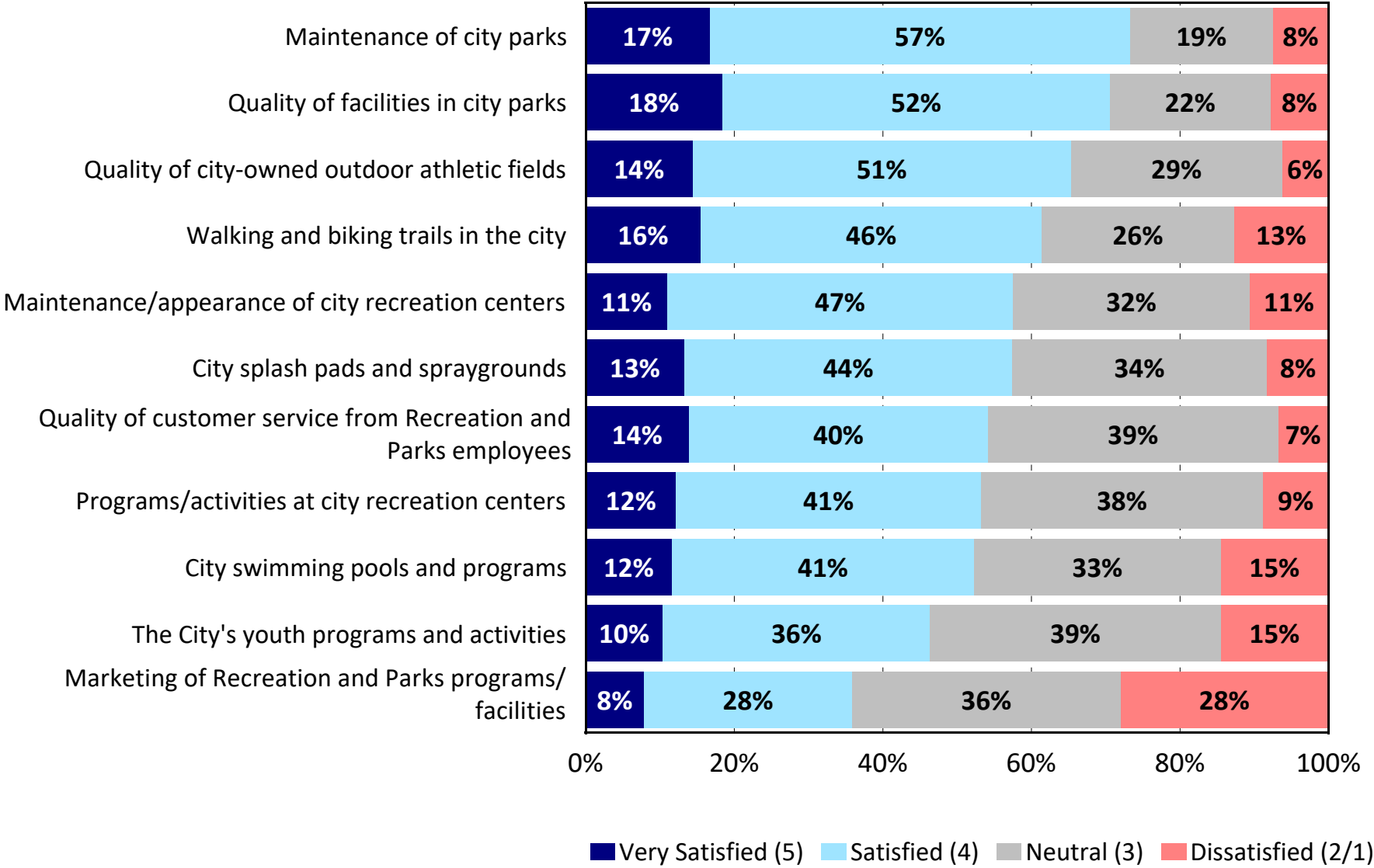
Q16. Community Development Services That Should Receive the Most Emphasis Over the Next Two Years

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



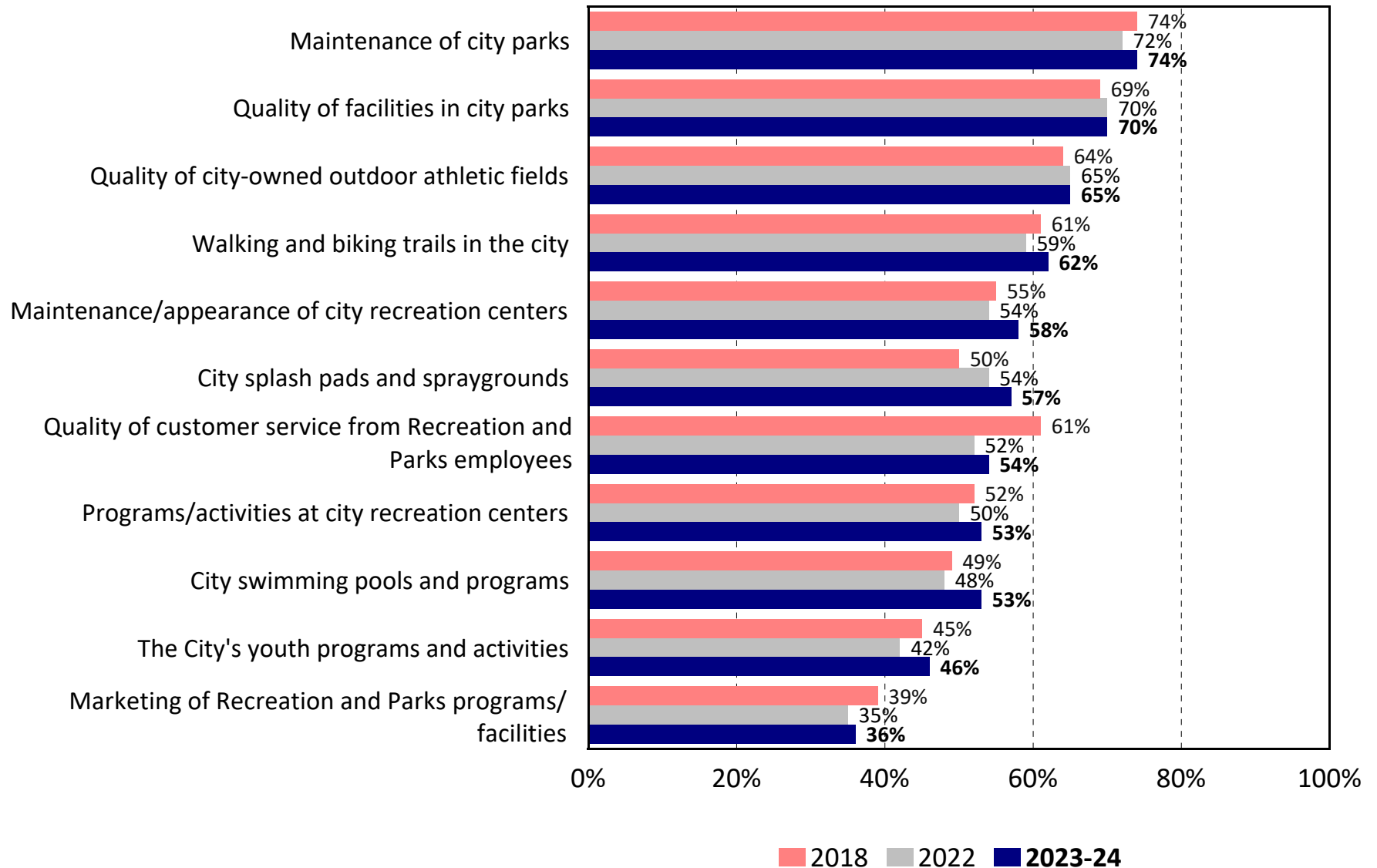
Q17. Satisfaction with Recreation and Parks Services

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



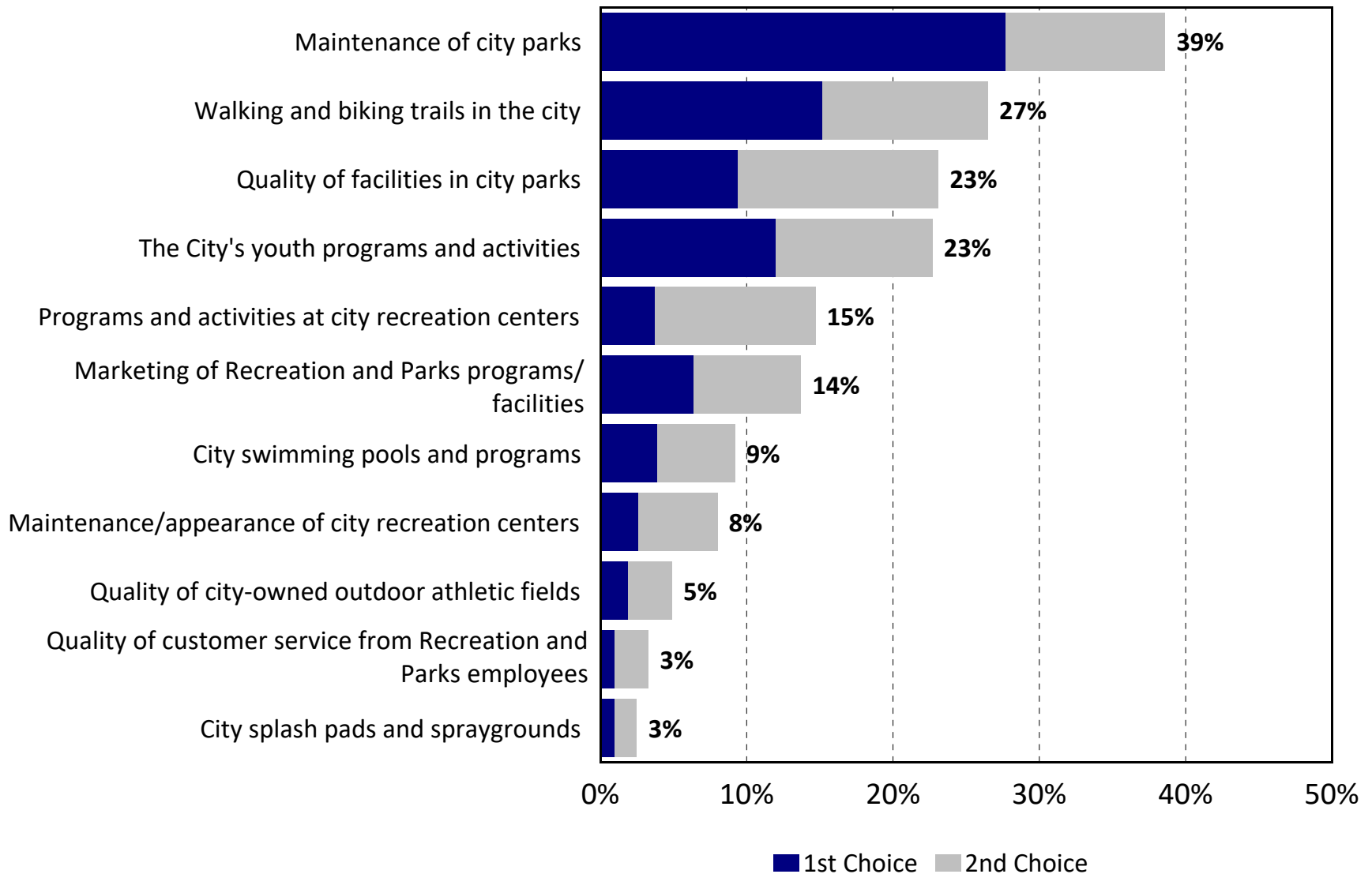
TRENDS: Satisfaction with Recreation and Parks Services 2018 to 2023-24

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



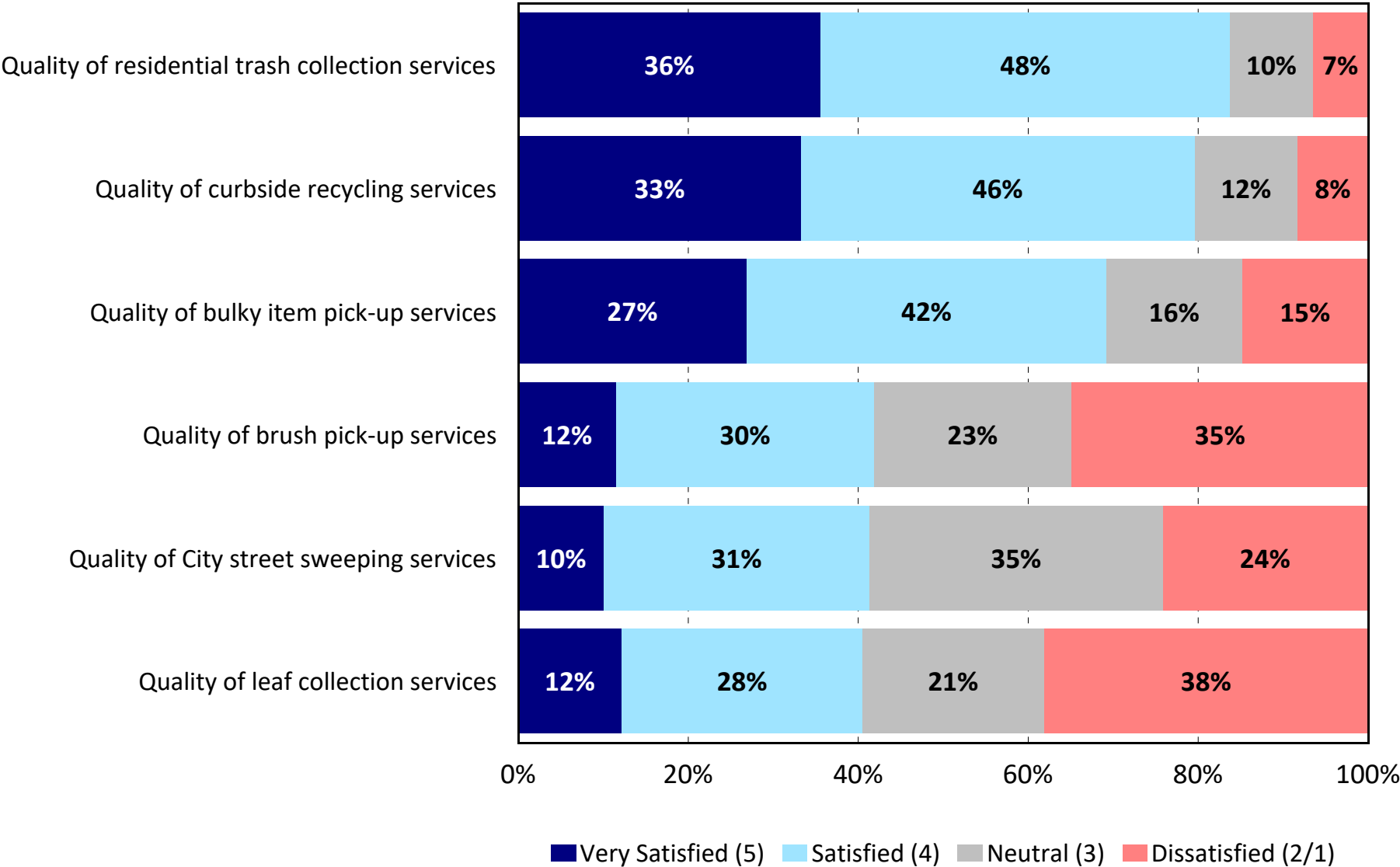
Q18. Recreation and Parks Services That Should Receive the Most Emphasis Over the Next Two Years

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



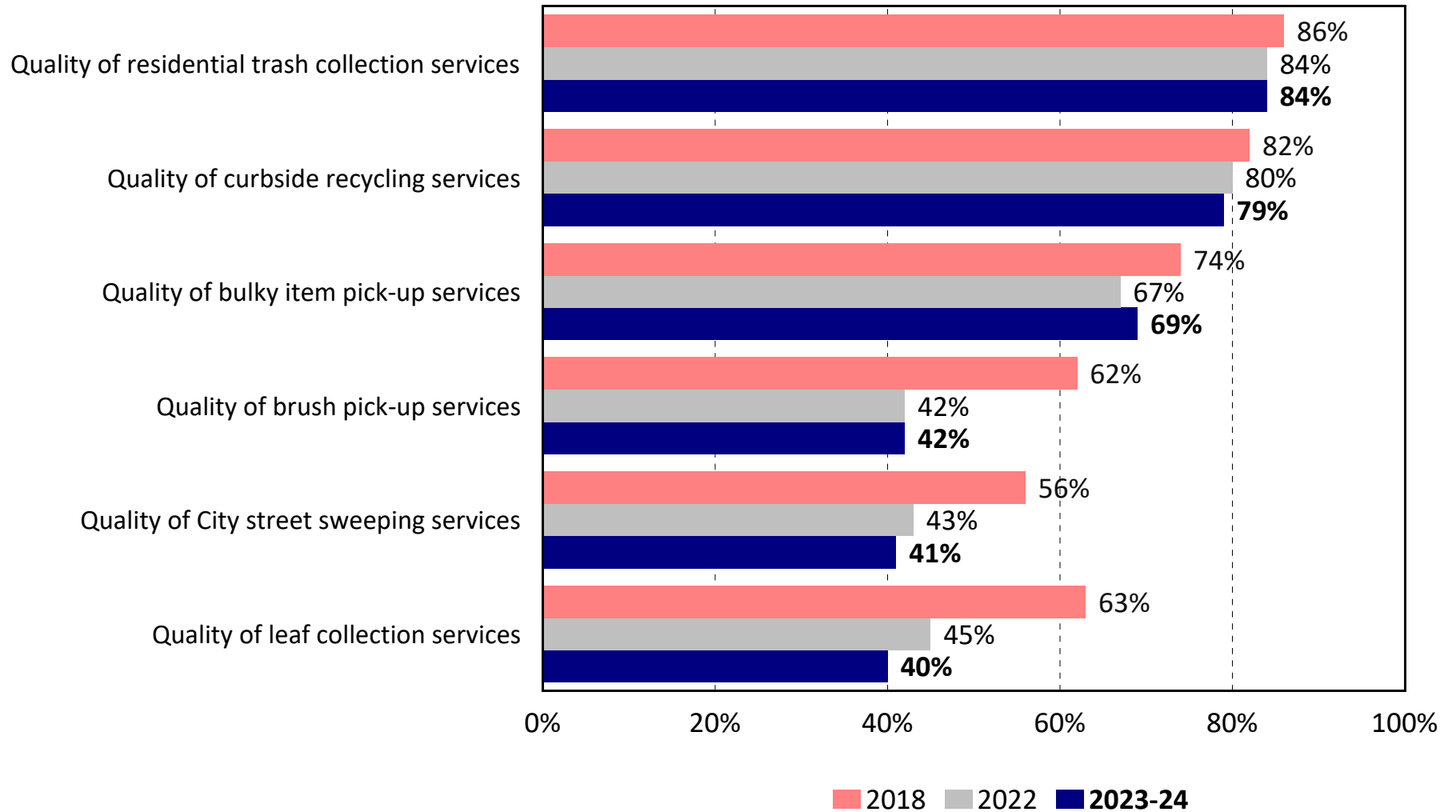
Q19. Satisfaction with Solid Waste Services

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



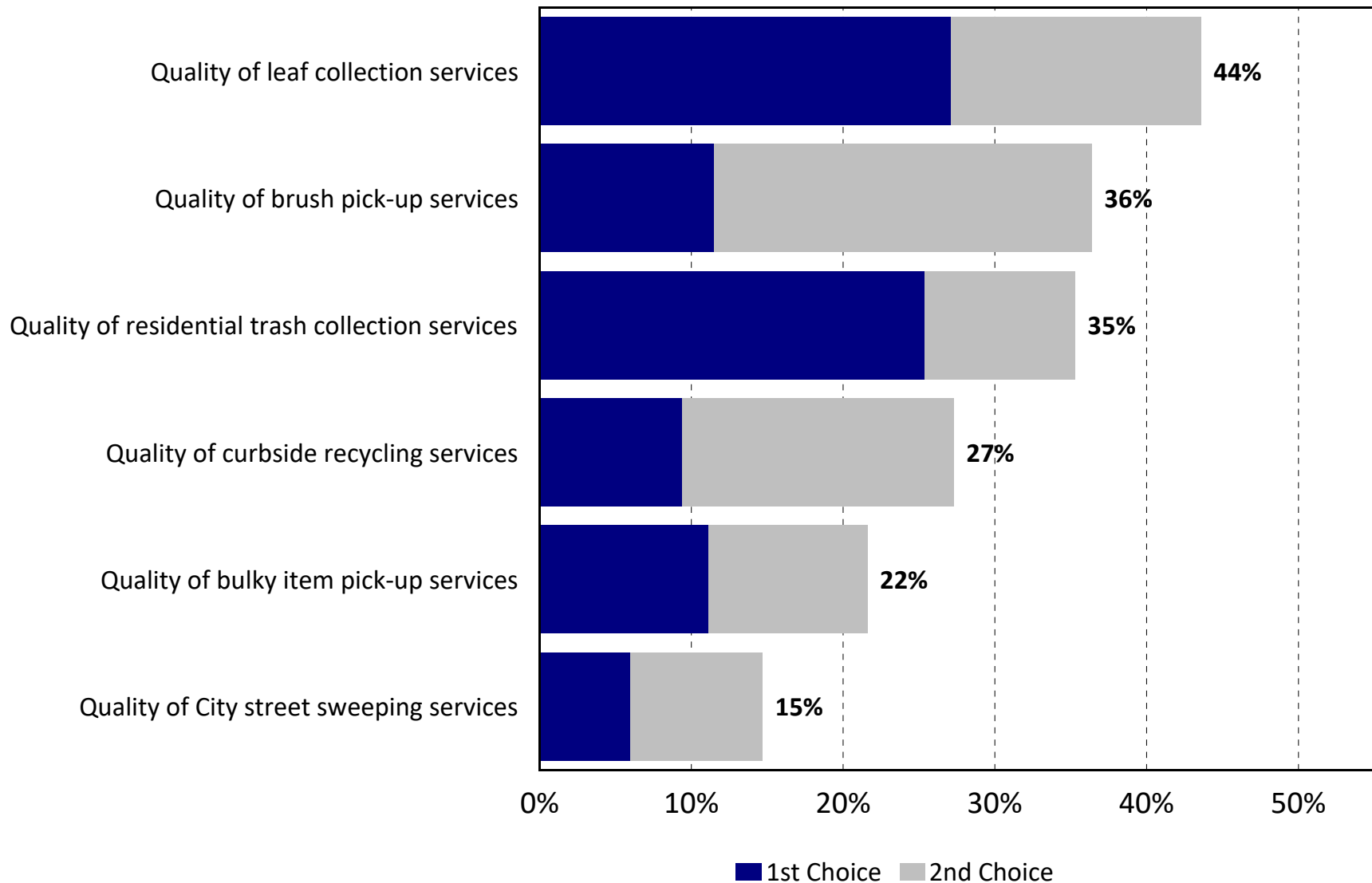
TRENDS: Satisfaction with Solid Waste Services 2018 to 2023-24

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



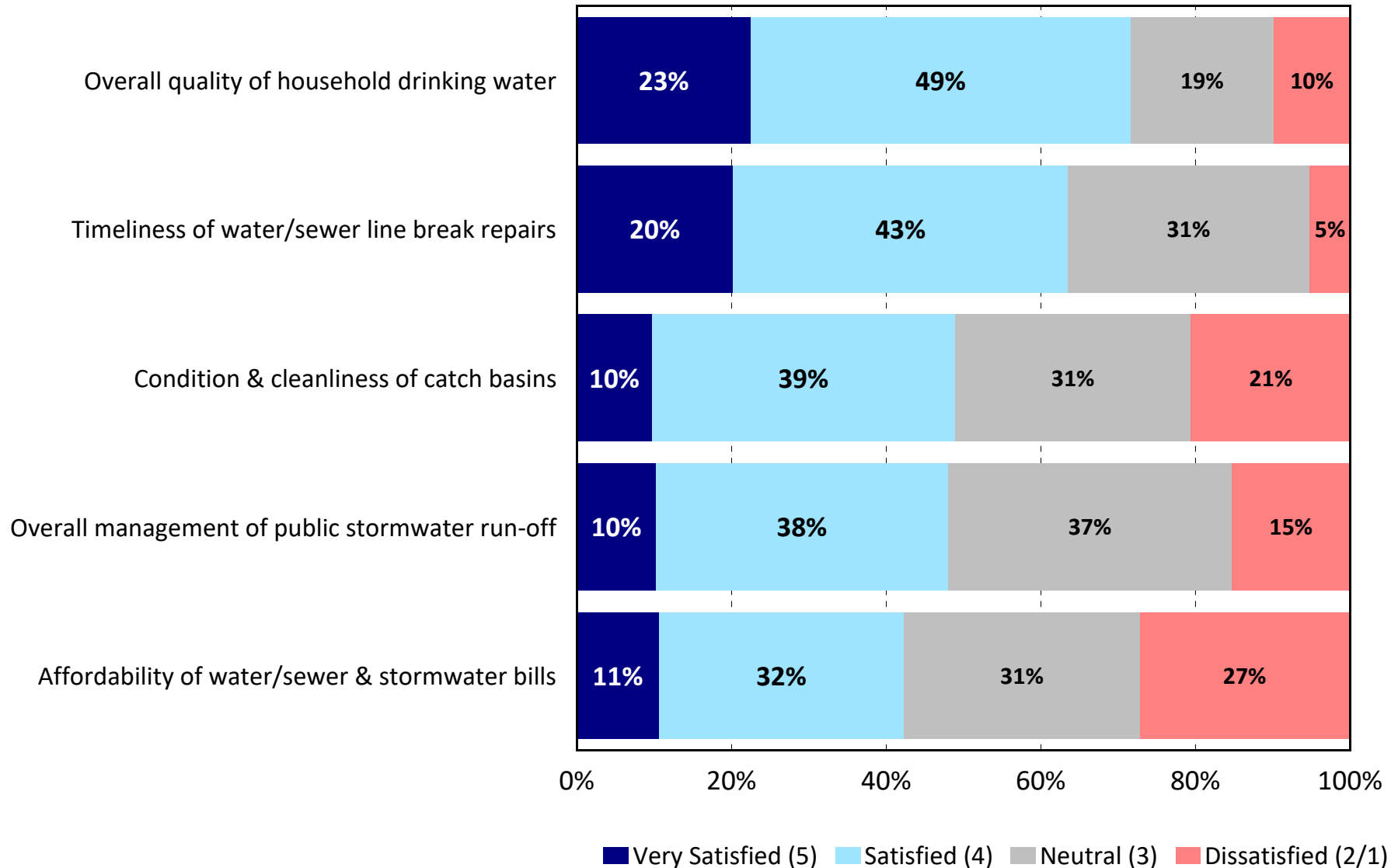
Q20. Solid Waste Services That Should Receive the Most Emphasis Over the Next Two Years

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



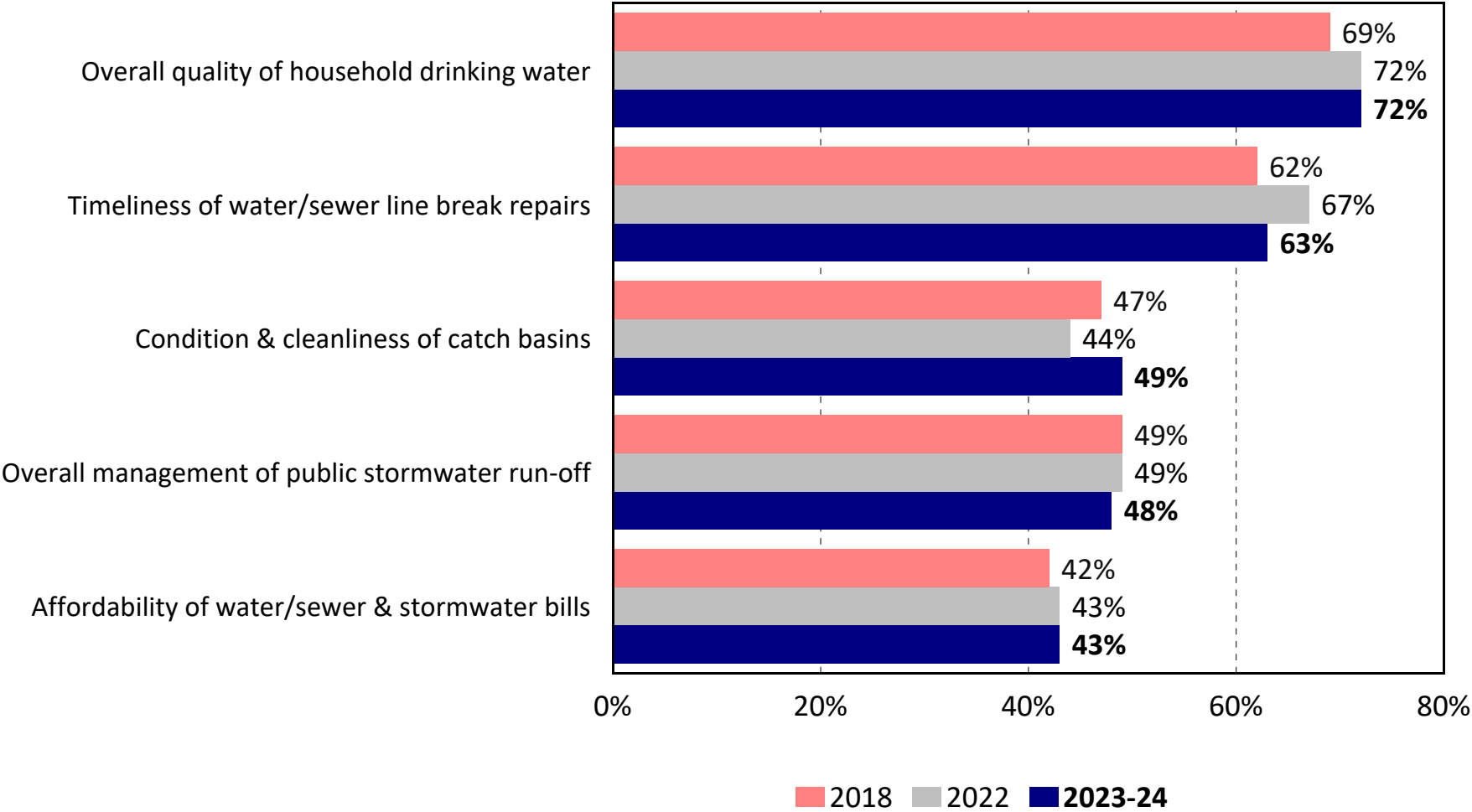
Q21. Satisfaction with Water, Sewer, and Stormwater Services

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



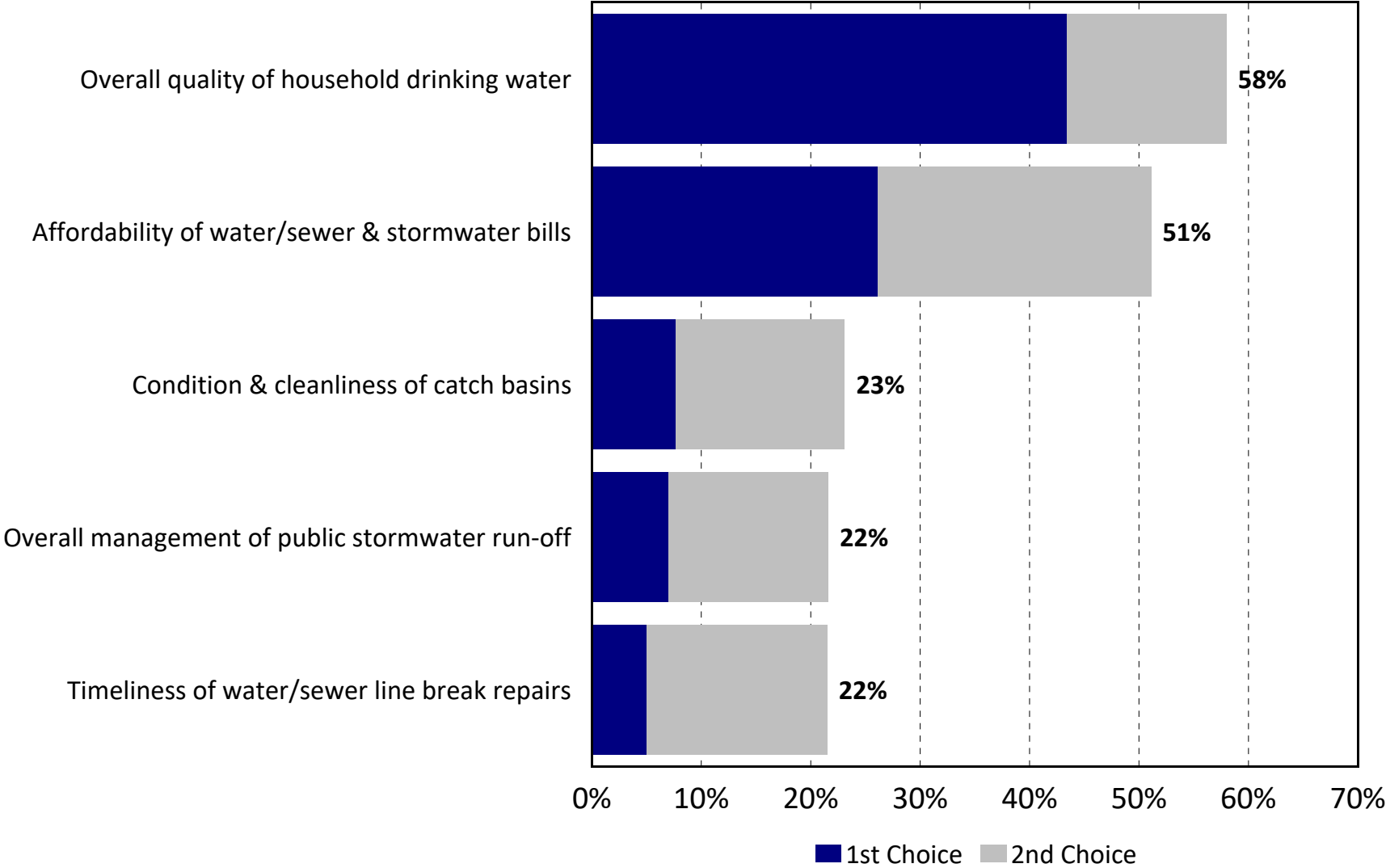
TRENDS: Satisfaction with Water, Sewer, and Stormwater Services - 2018 to 2023-24

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



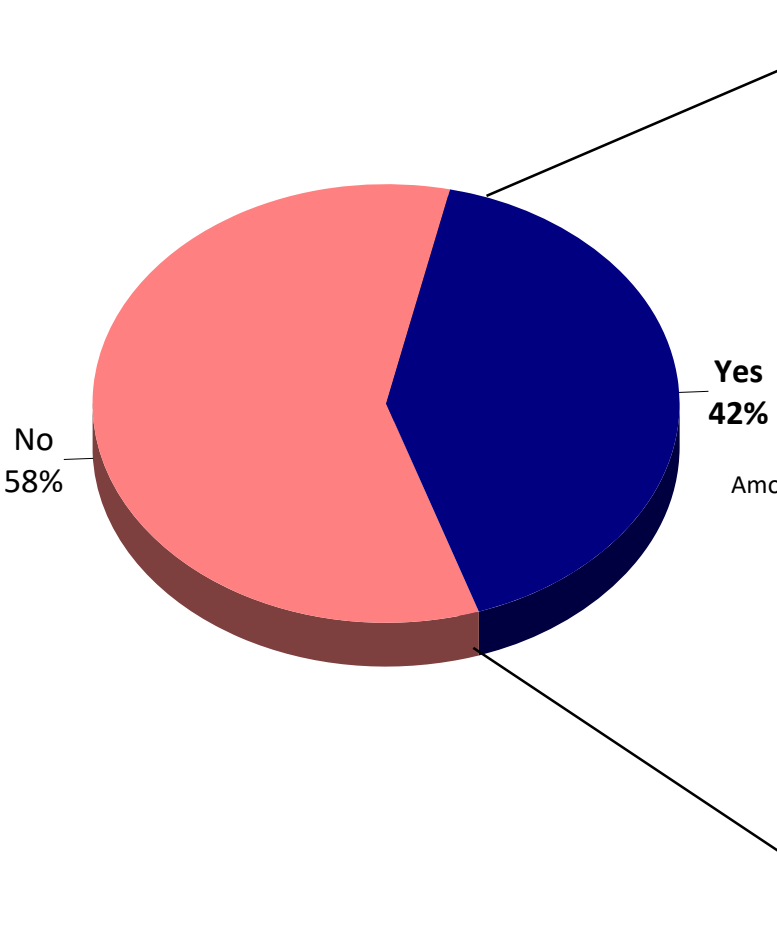
Q22. Water, Sewer, and Stormwater Services That Should Receive the Most Emphasis Over the Next Two Years

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



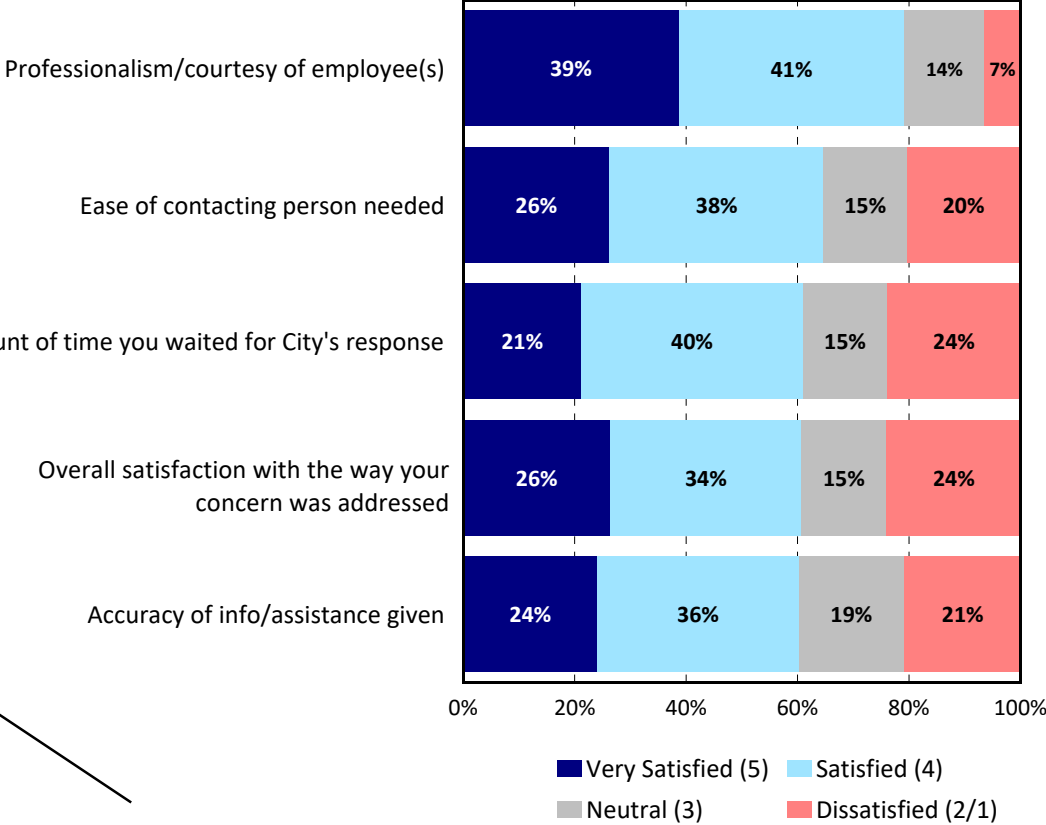
Q23. Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?

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)

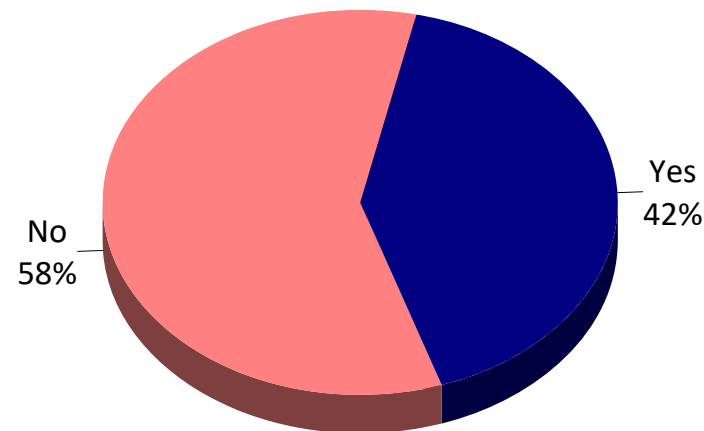


TRENDS: Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?

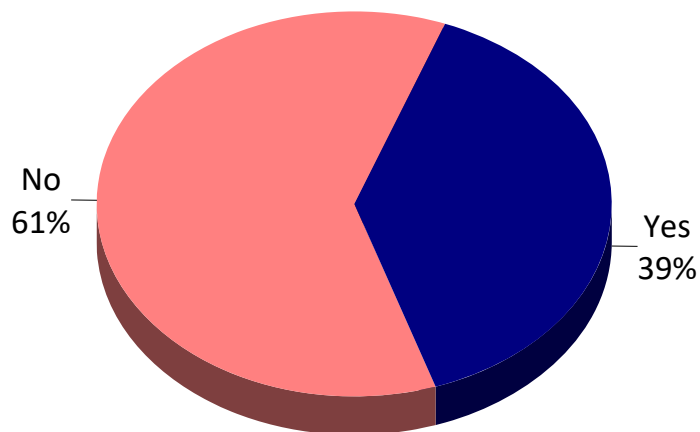
2018 to 2023-24

by percentage of respondents (excluding not provided)

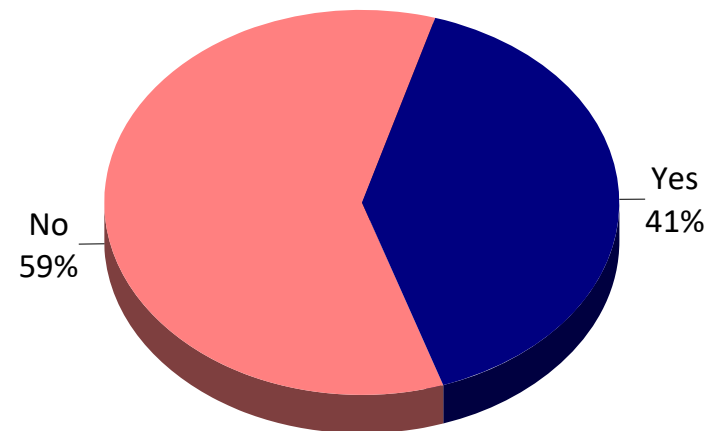
2023-24



2018

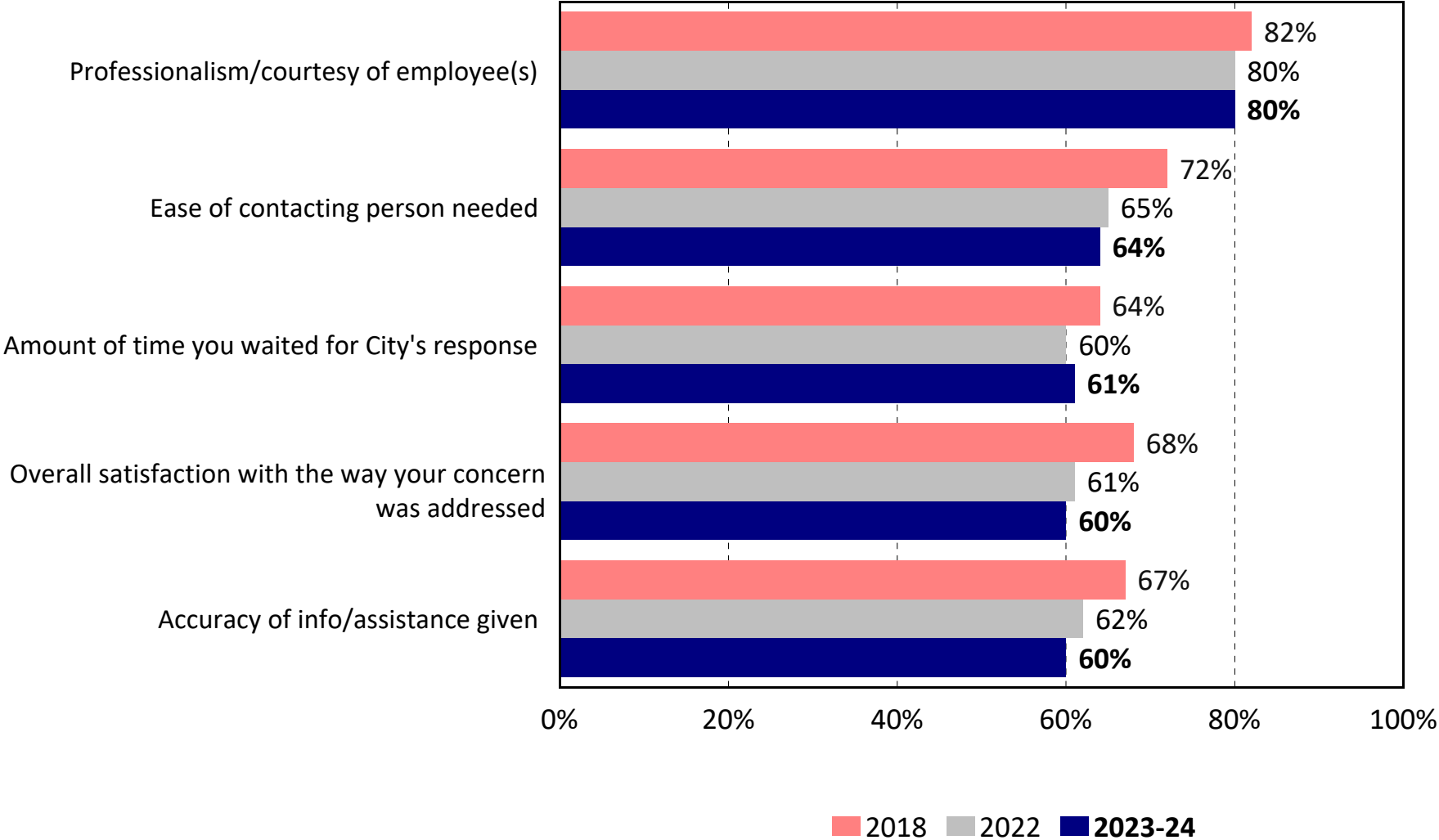


2022



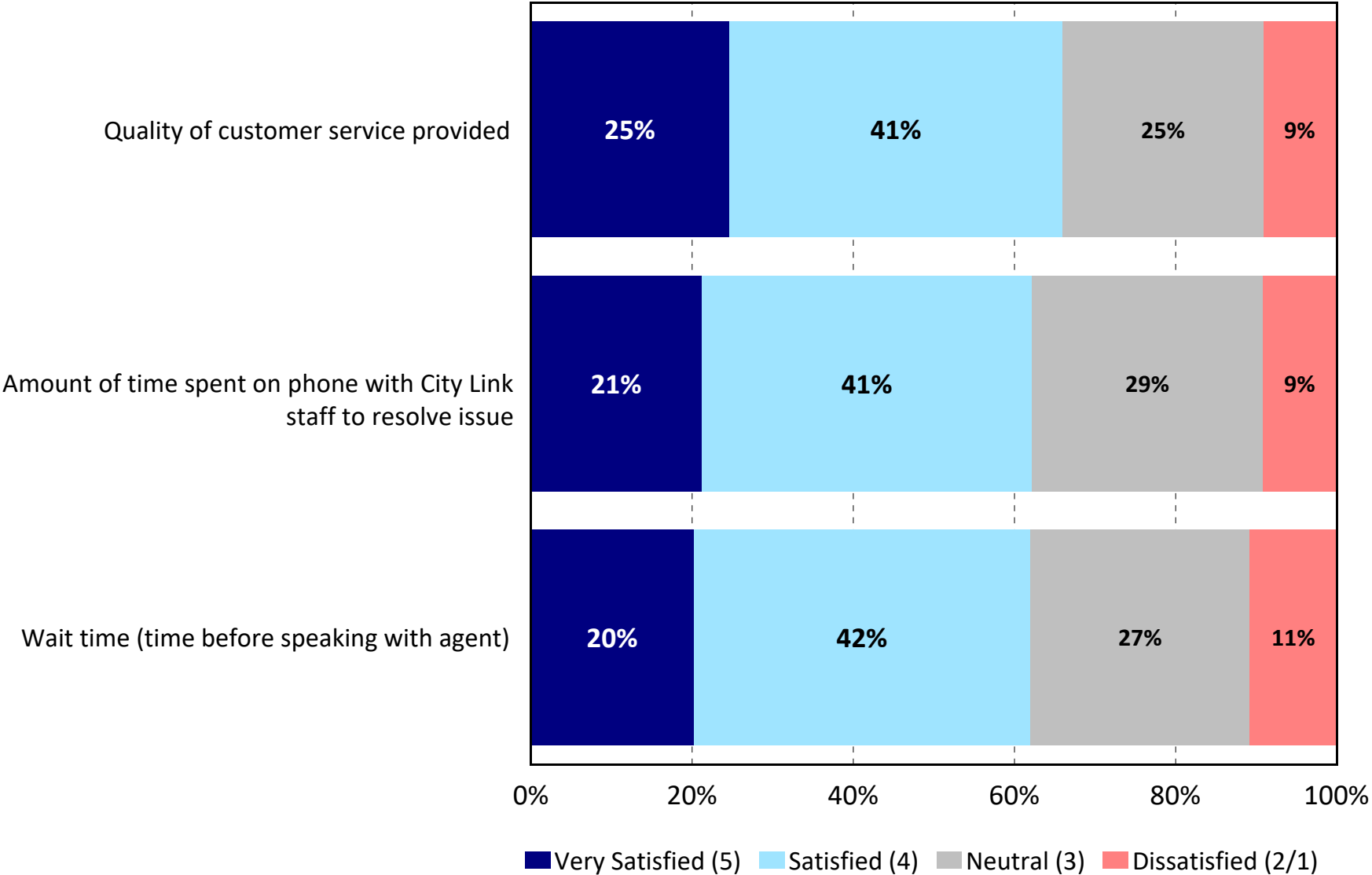
TRENDS: What was your level of satisfaction with the following aspects in your MOST RECENT interaction with the City? 2018 to 2023-24

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)



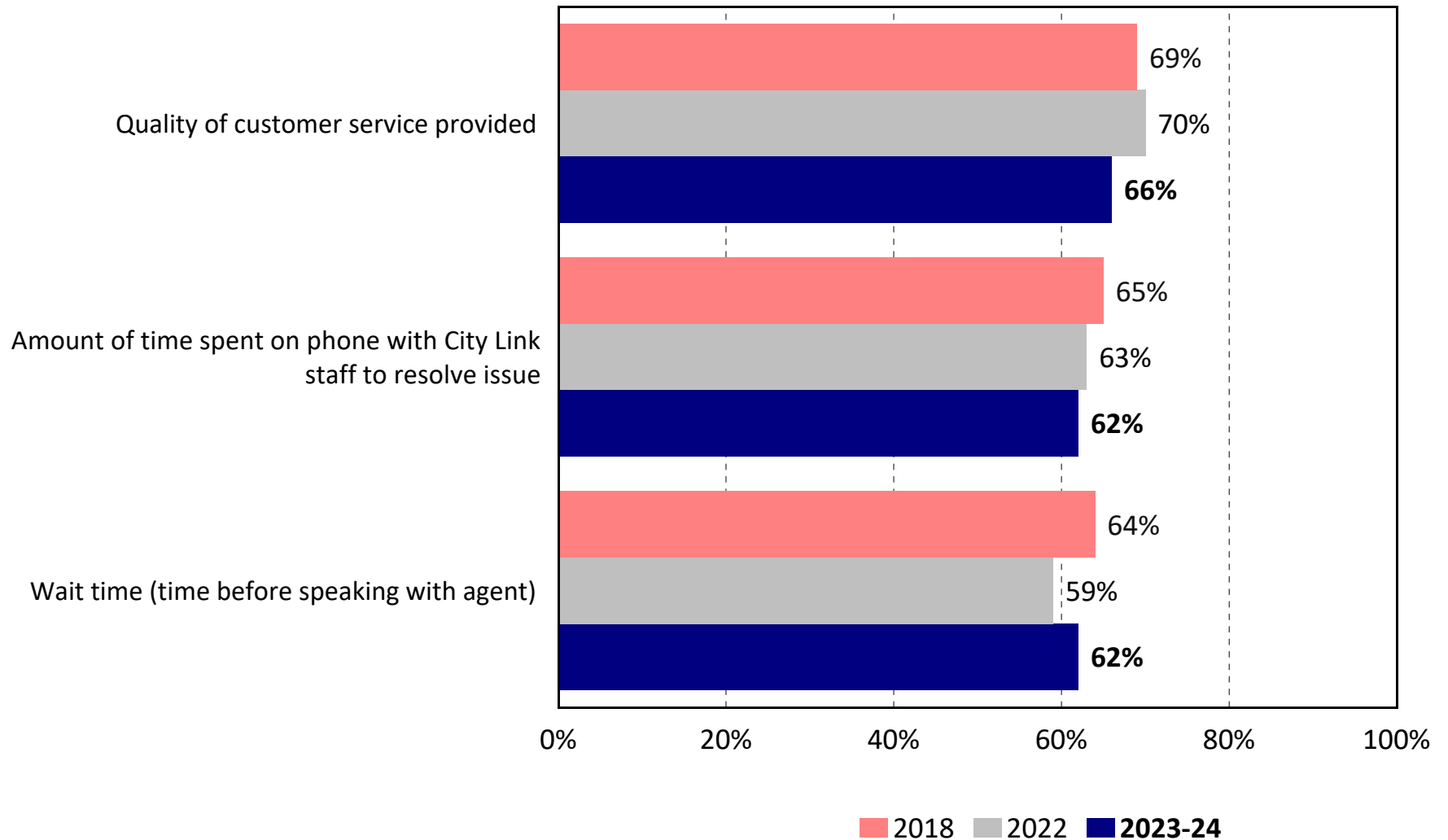
Q24. Satisfaction with City Link 311 Services

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



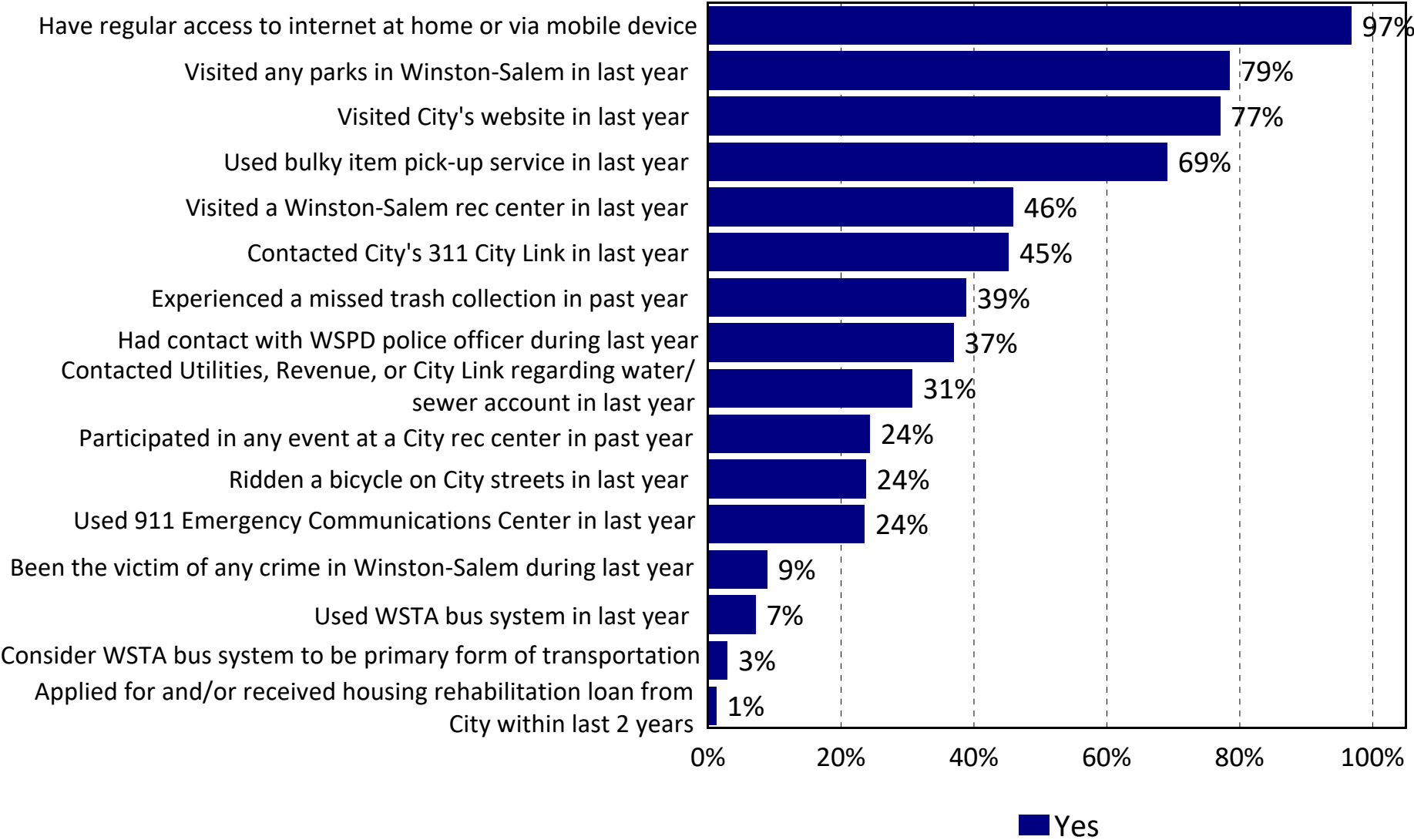
TRENDS: Satisfaction with City Link 311 Services 2018 to 2023-24

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



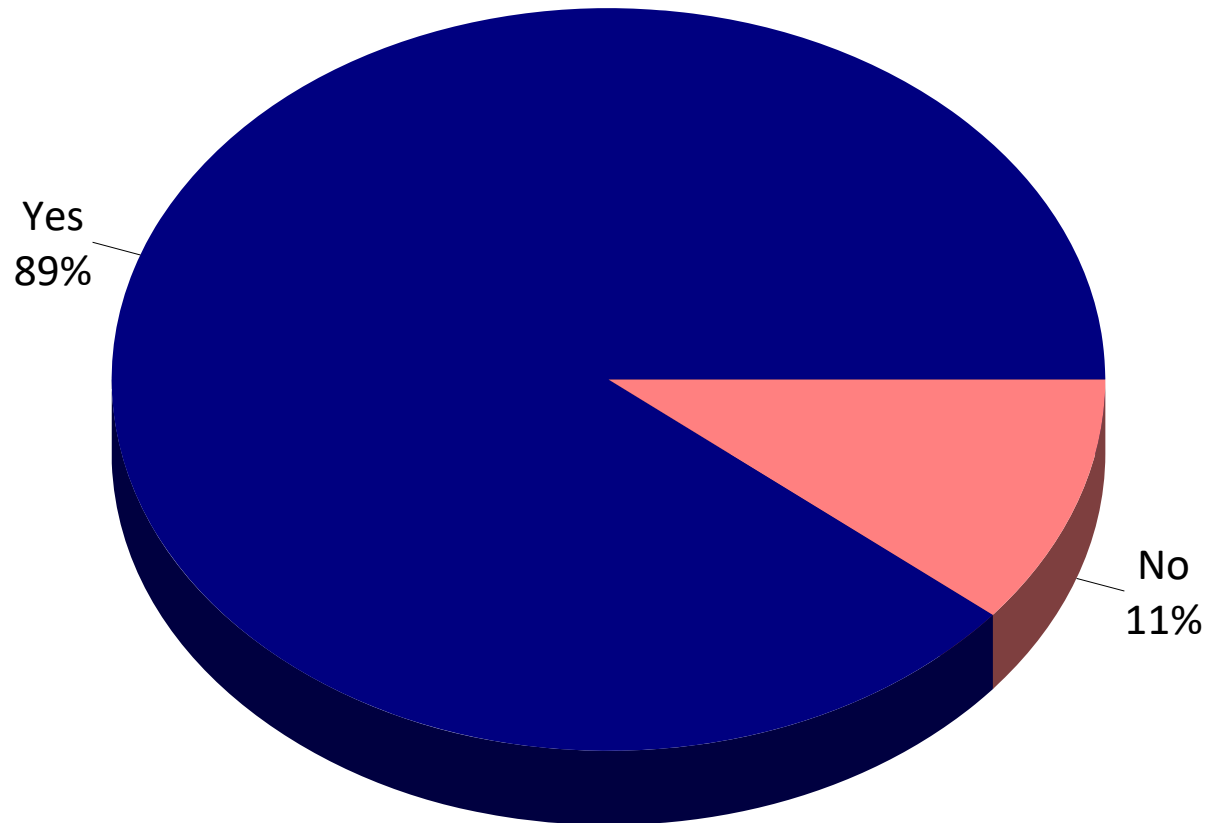
Q25. Have you done or experienced the following?

by percentage of respondents who answered "yes" (excluding not provided - multiple choices could be made)



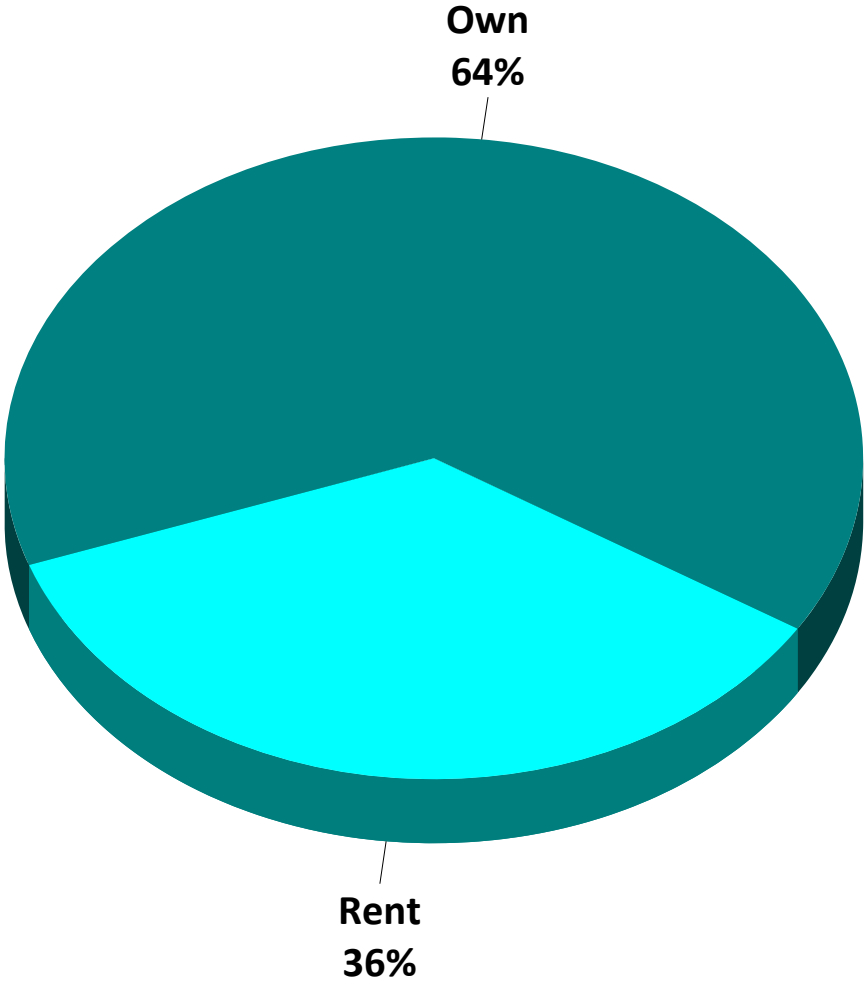
Q26. Do you think you will be living in Winston-Salem five years from now?

by percentage of respondents (excluding not provided)



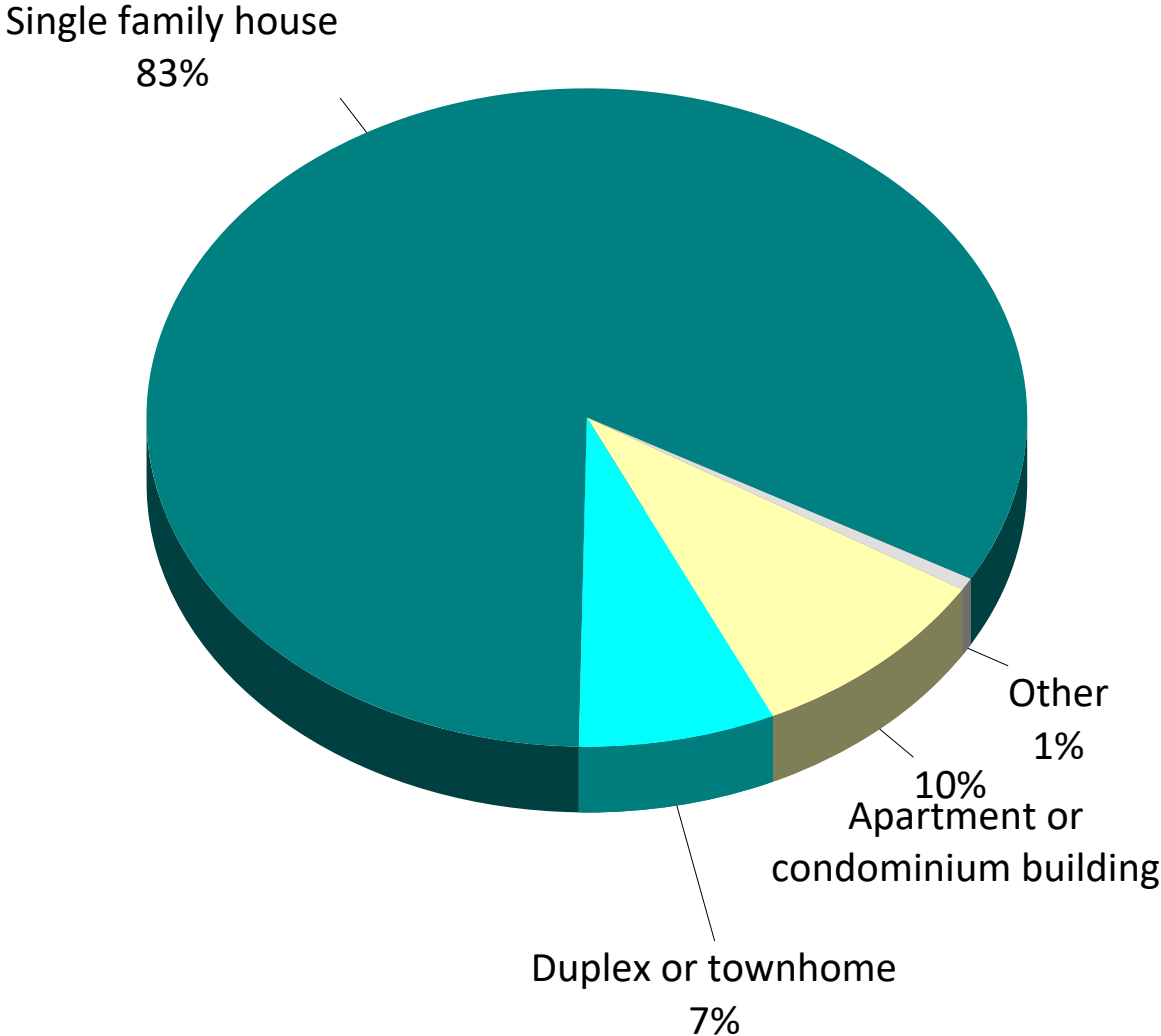
Q27. Do you own or rent your current residence?

by percentage of respondents (excluding not provided)



Q28. What type of dwelling do you live in?

by percentage of respondents (excluding not provided)



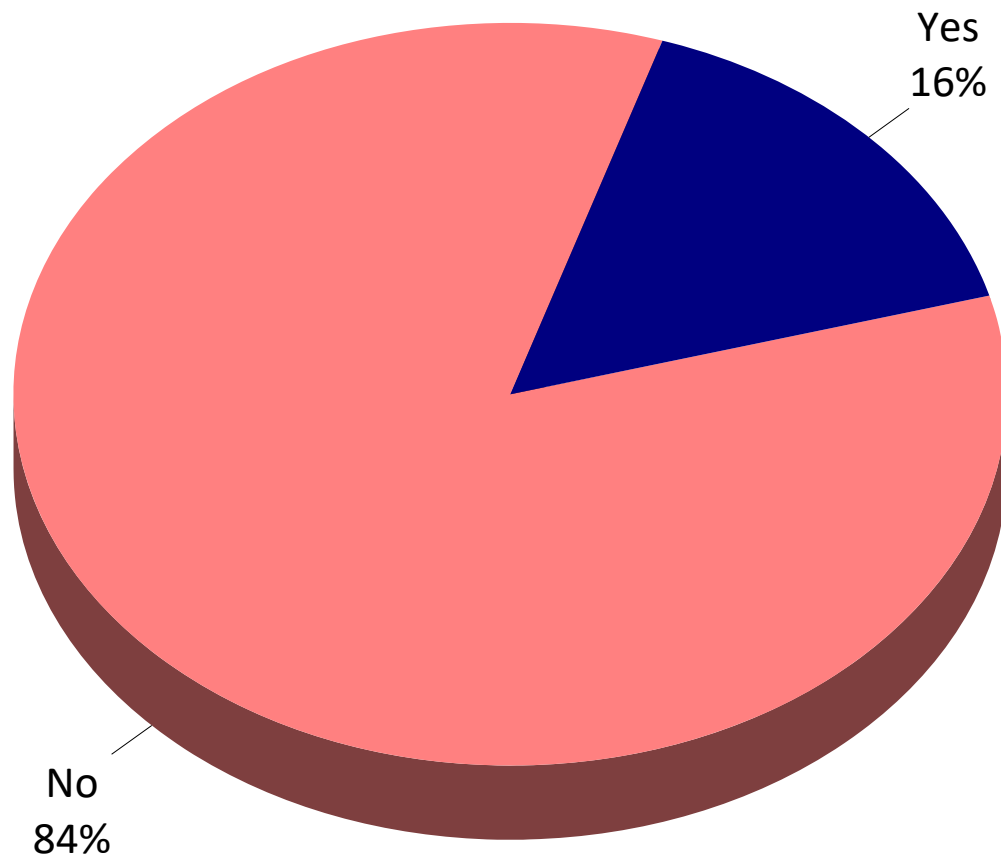
Q29. Approximately how many years have you lived in Winston-Salem?

by percentage of respondents (excluding not provided)



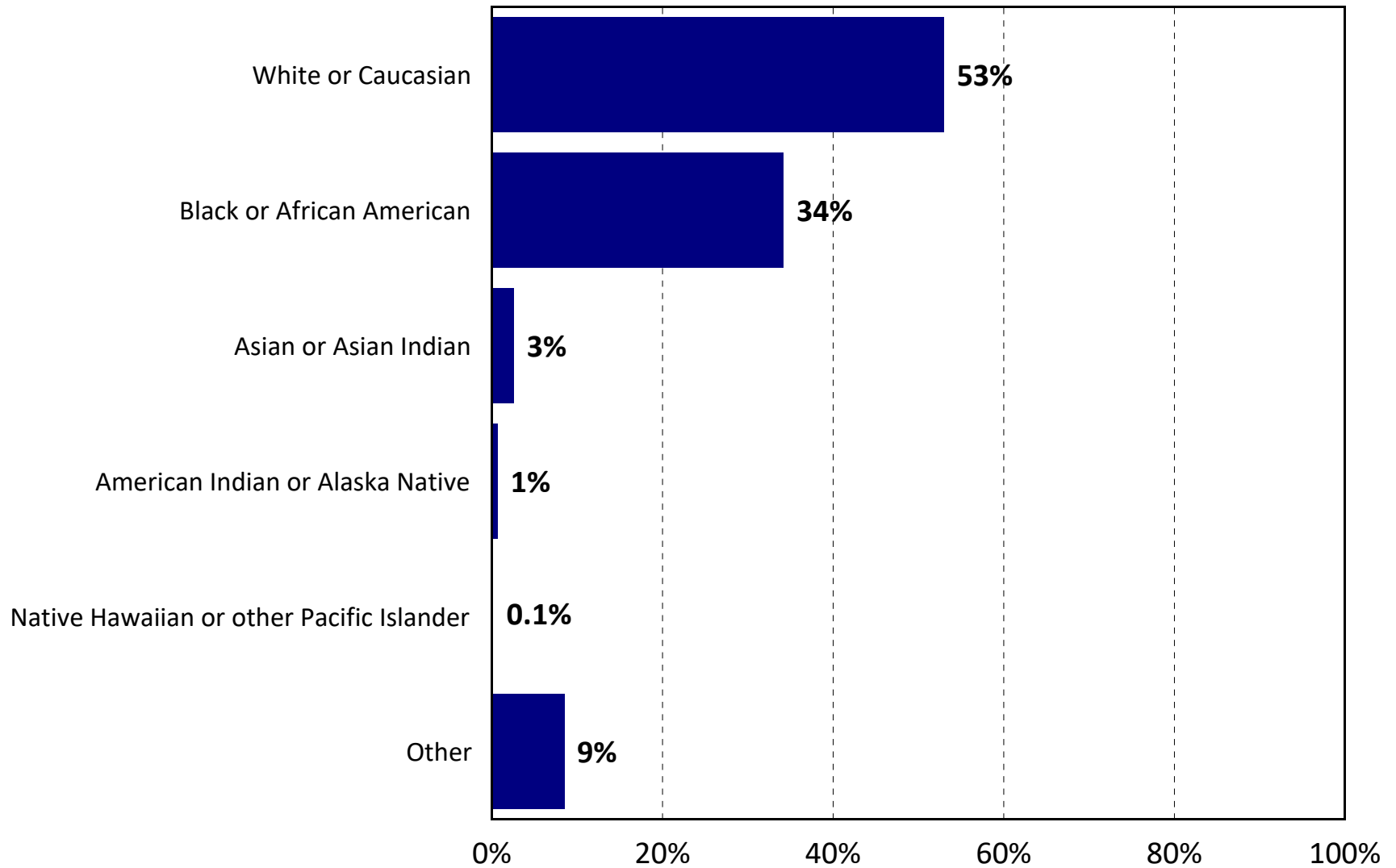
Q30. Are you of Hispanic, Latino, or other Spanish ancestry?

by percentage of respondents (excluding not provided)



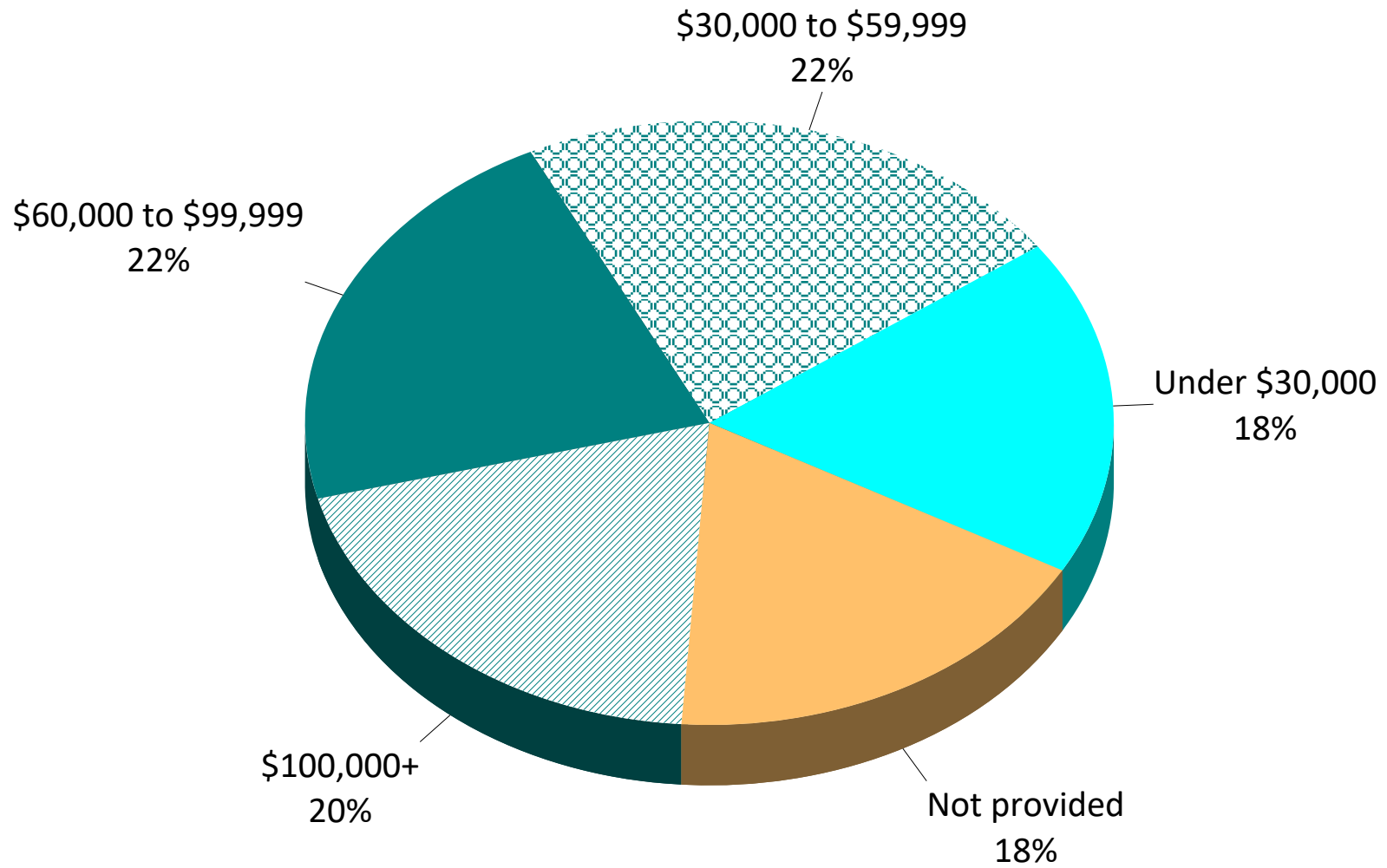
Q31. Which of the following best describes your race/ethnicity?

by percentage of respondents (excluding “prefer not to answer” - multiple choices could be made)



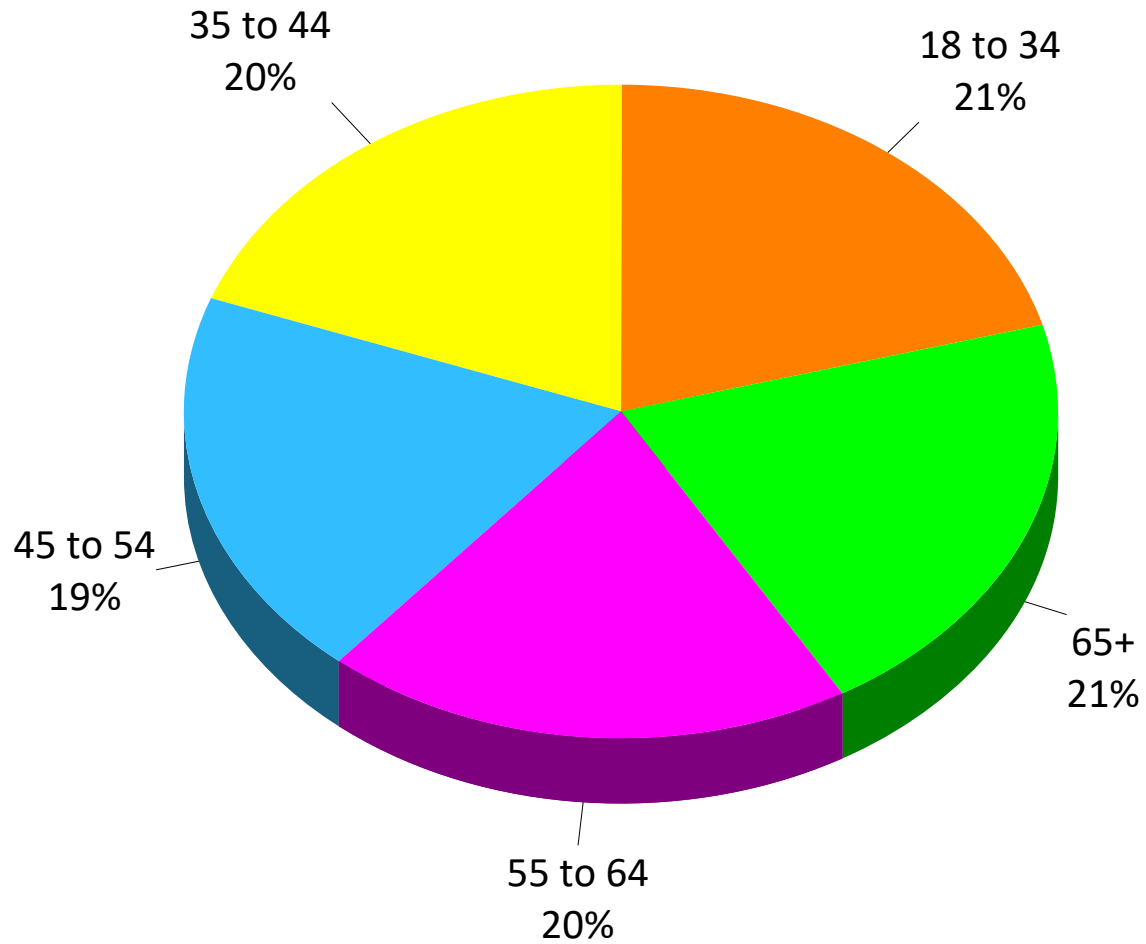
Q32. Annual Household Income

by percentage of respondents



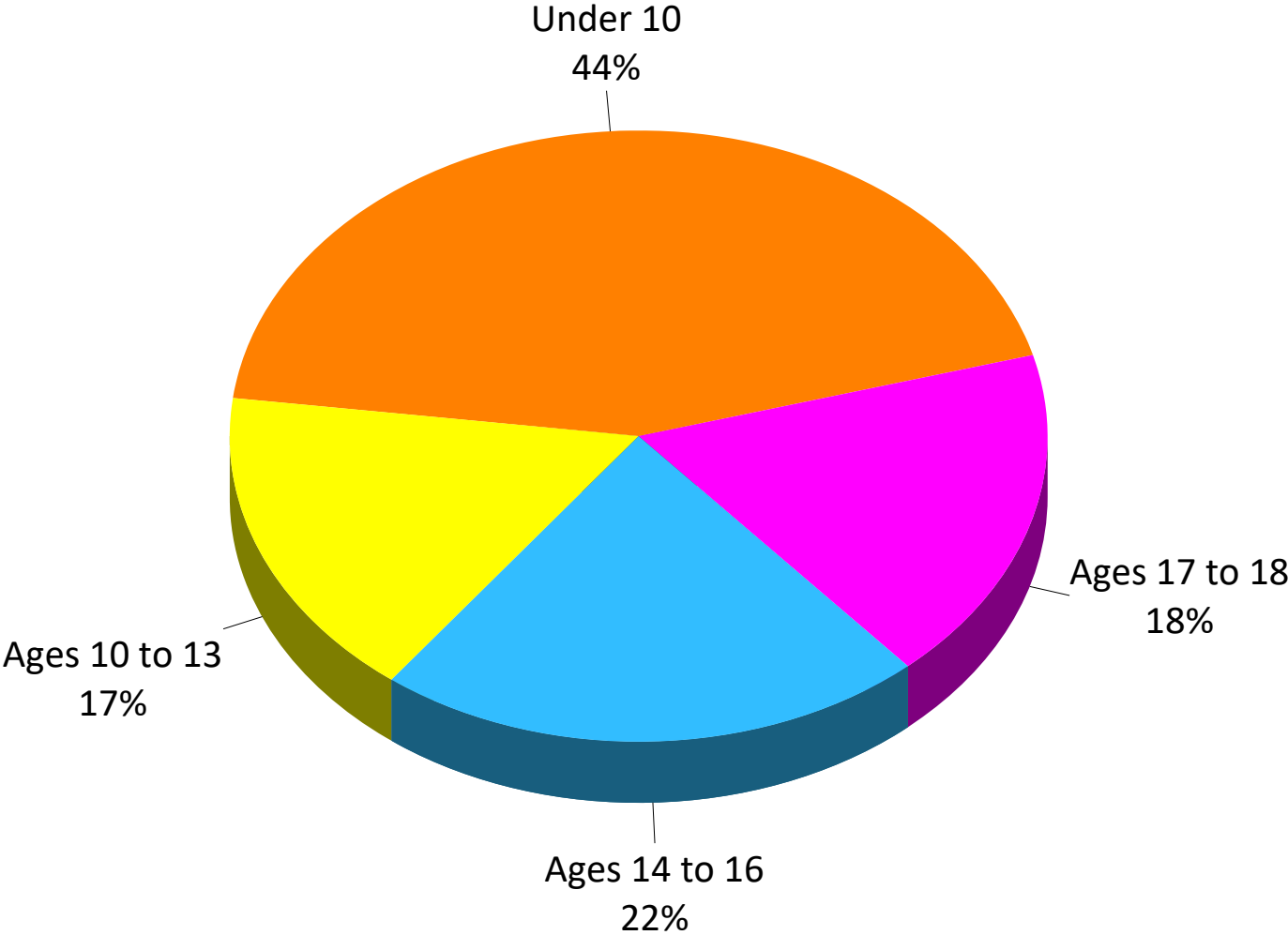
Q33. What is your age?

by percentage of respondents (excluding not provided)



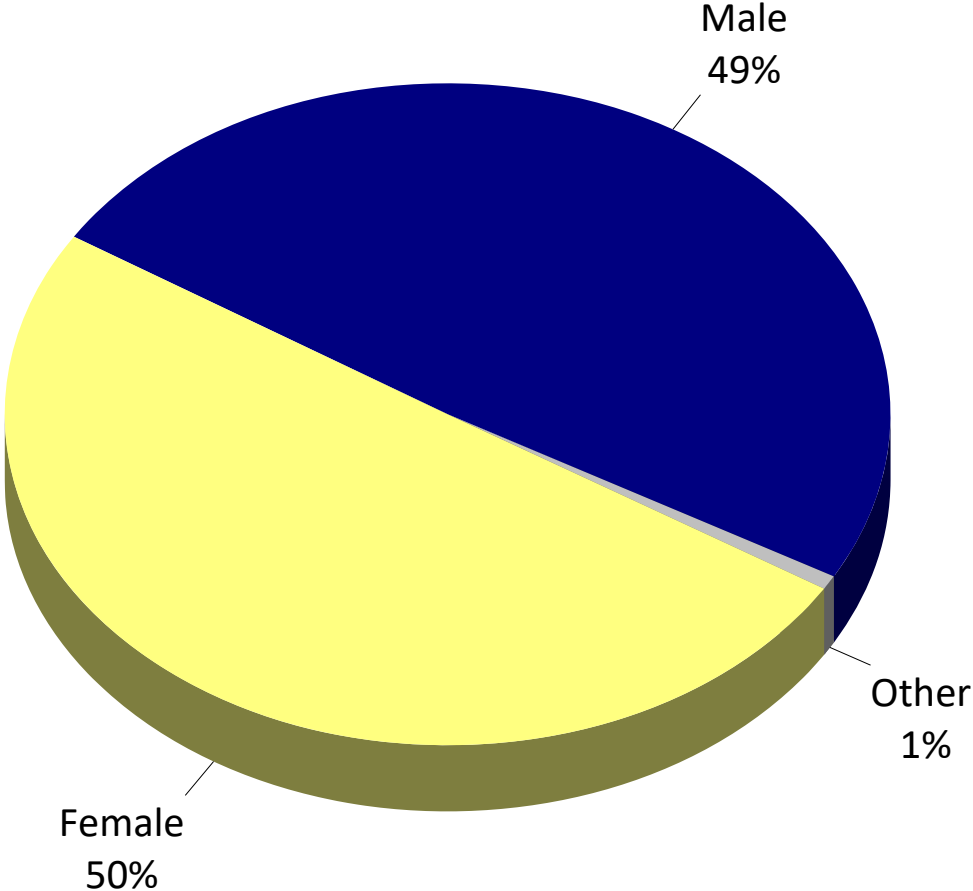
Q34. How many children in the following age ranges reside in your household?

by percentage of children in households



Q35. What is your gender identity?

by percentage of respondents (excluding not provided)





2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Atlantic Region of the United States. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia.

The charts on the following pages show how the results for the City of Winston-Salem compare to the national average and the Atlantic regional average. The blue bar shows the results for the City of Winston-Salem. The red bar shows the Atlantic regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

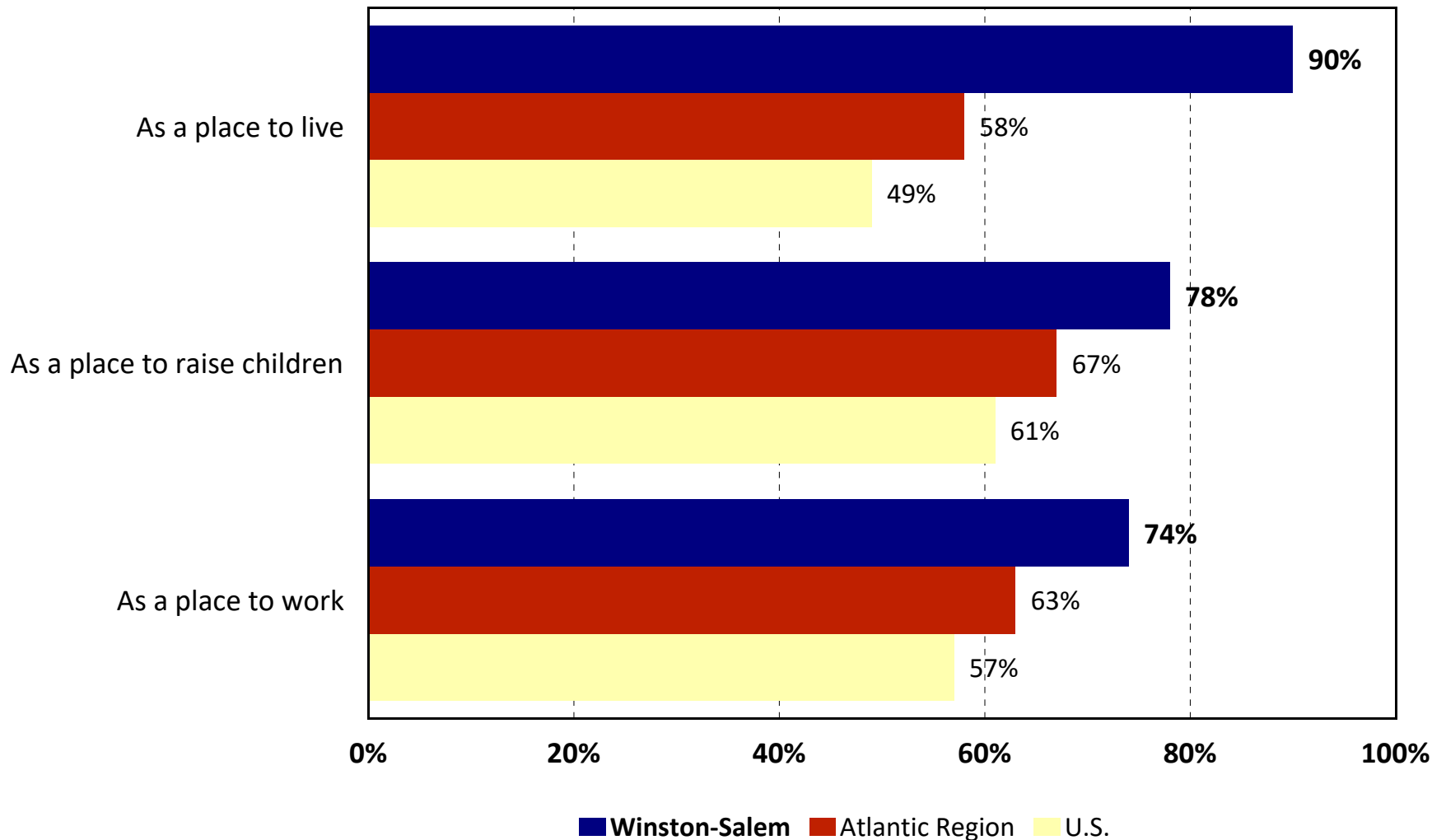
National Benchmarks

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.

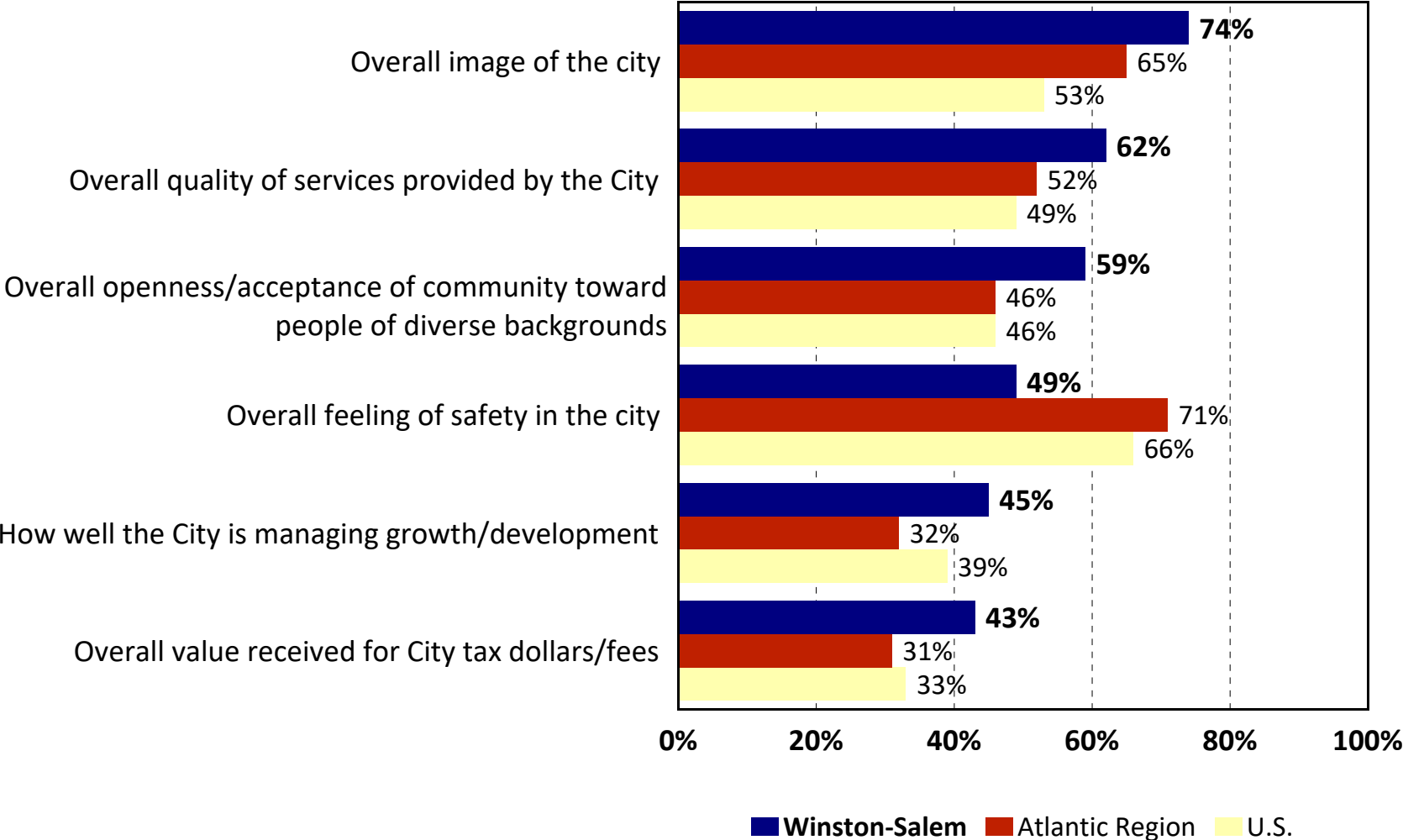
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
 where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the Community

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

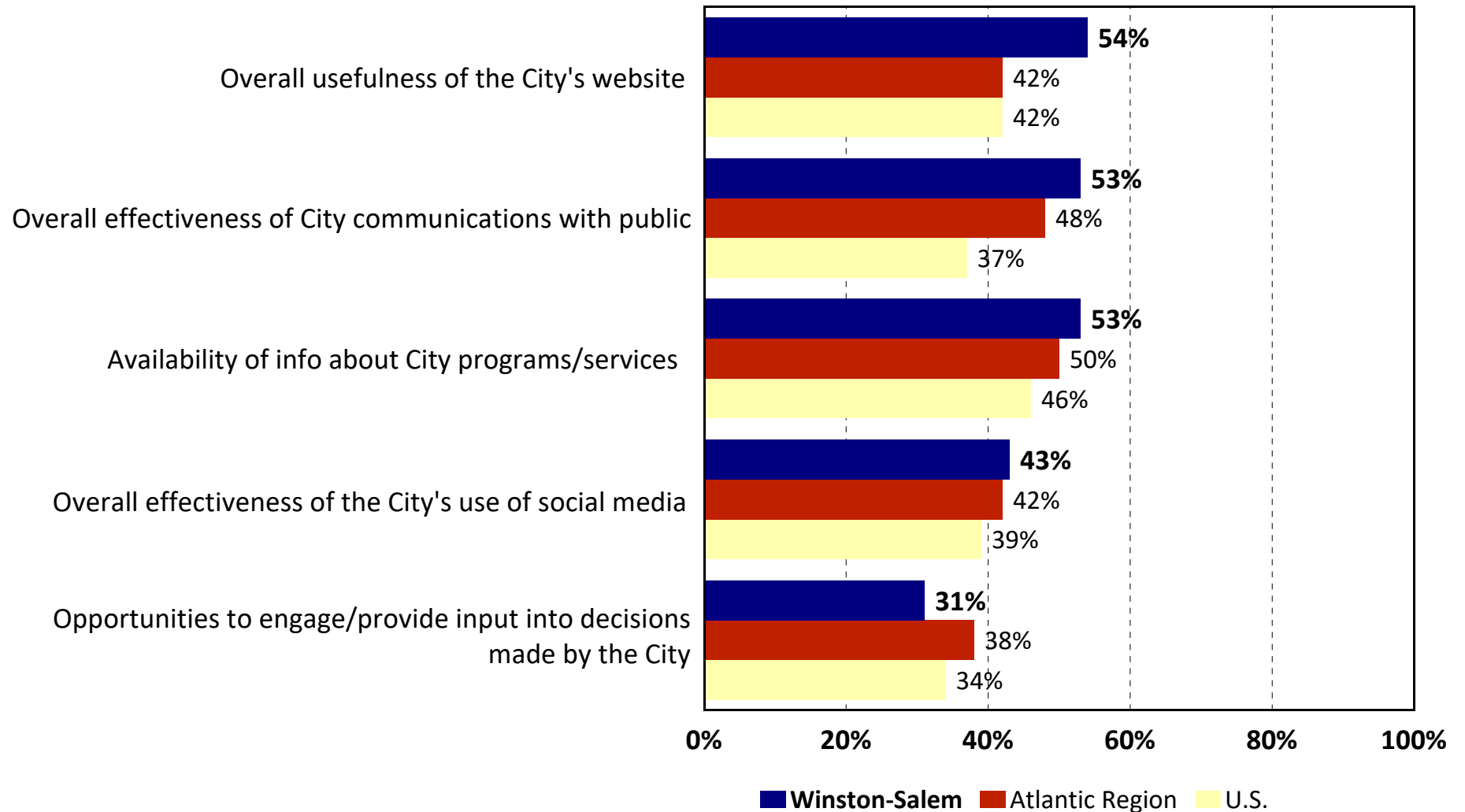
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Satisfaction with Communications Services

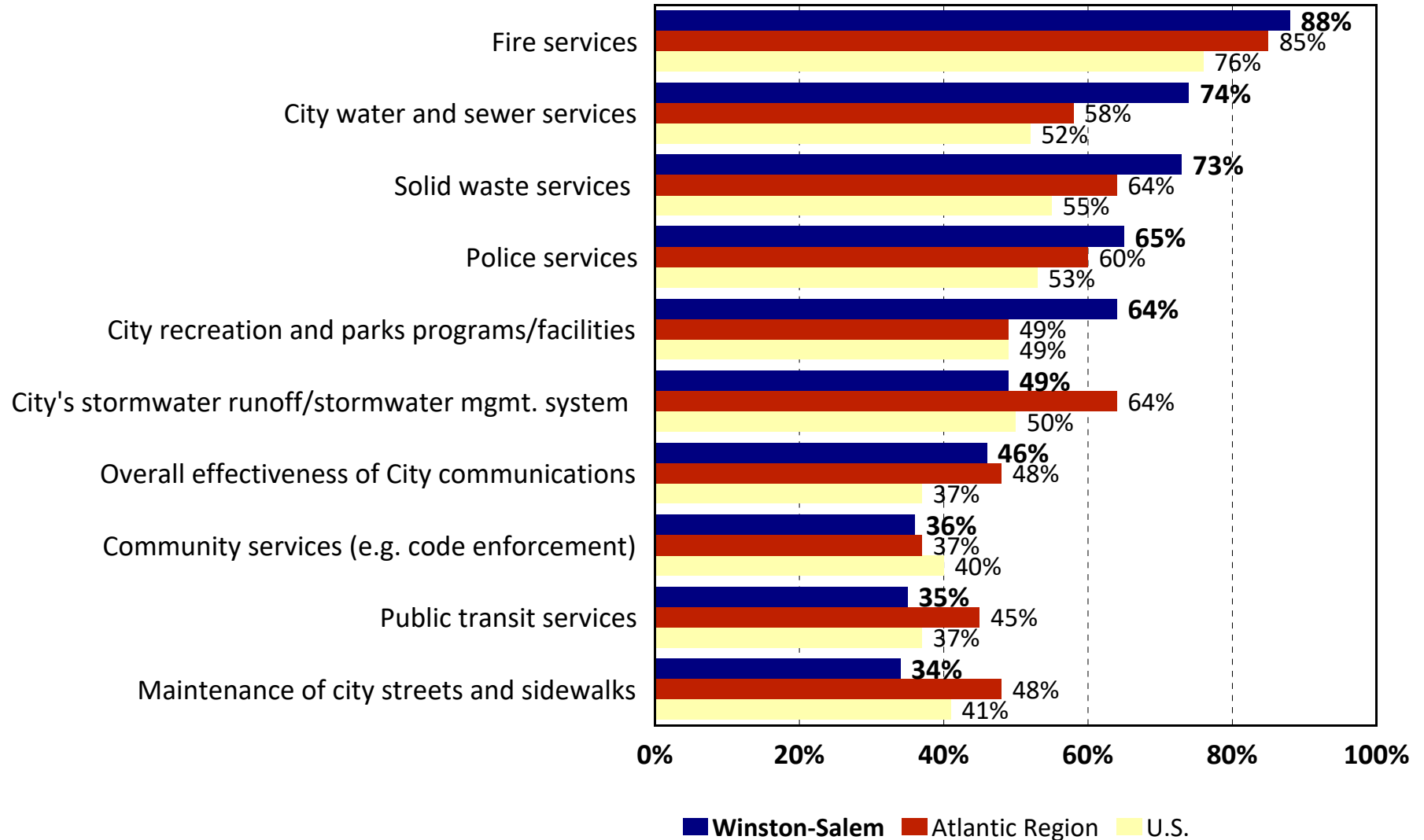
Winston-Salem vs. Atlantic Region vs. the U.S.

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)



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

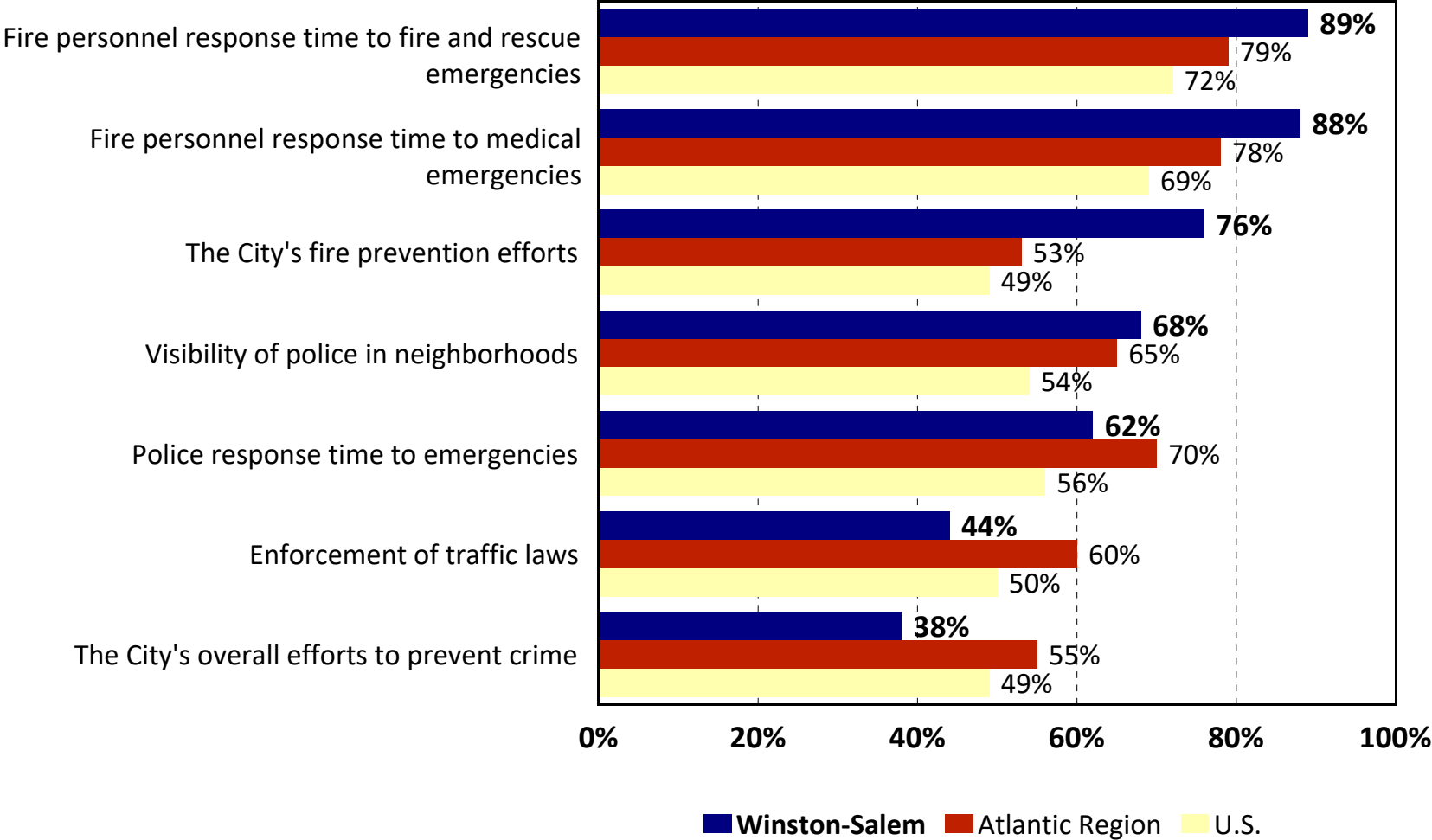
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Police and Fire Services

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

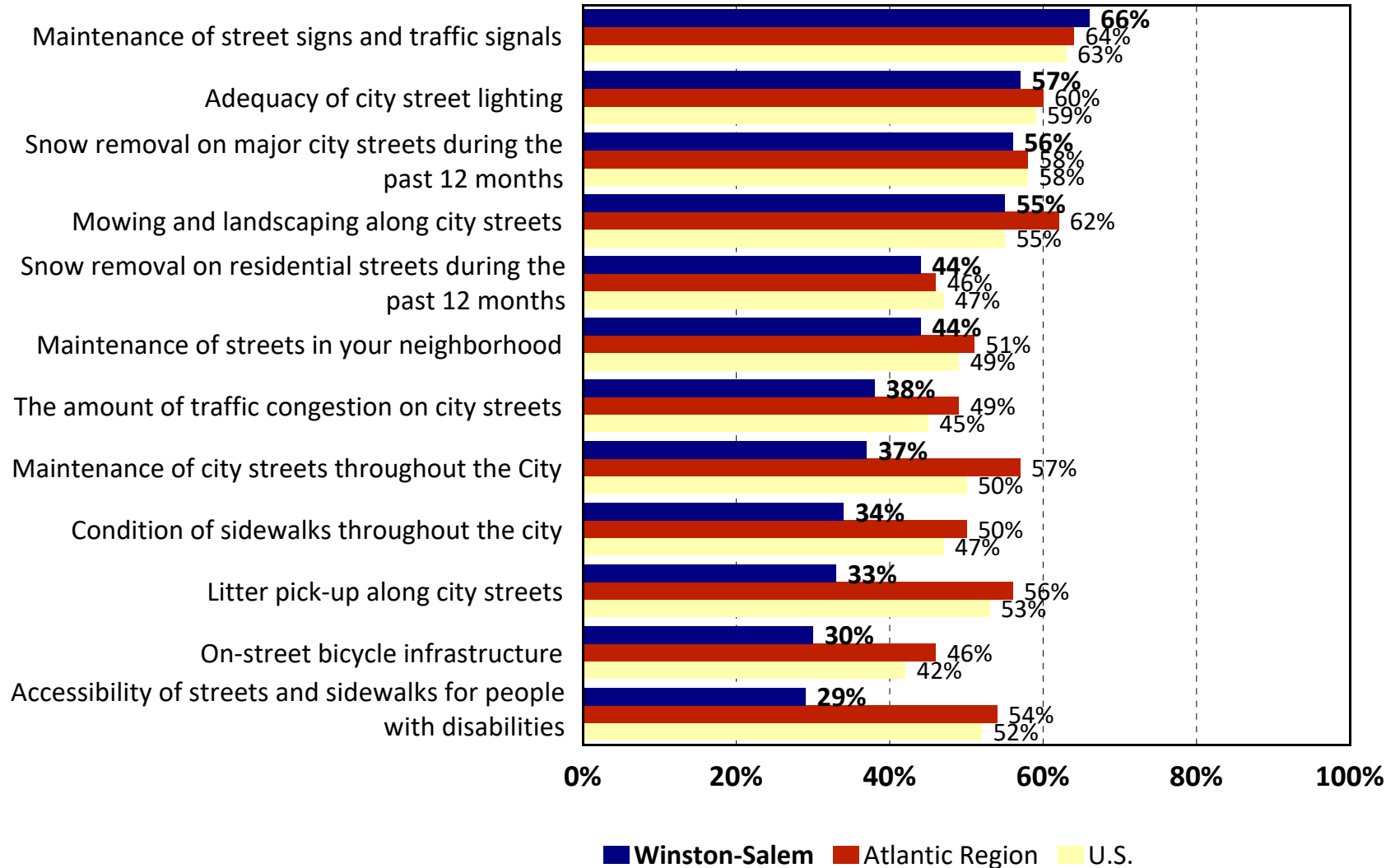
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Streets and Transportation

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

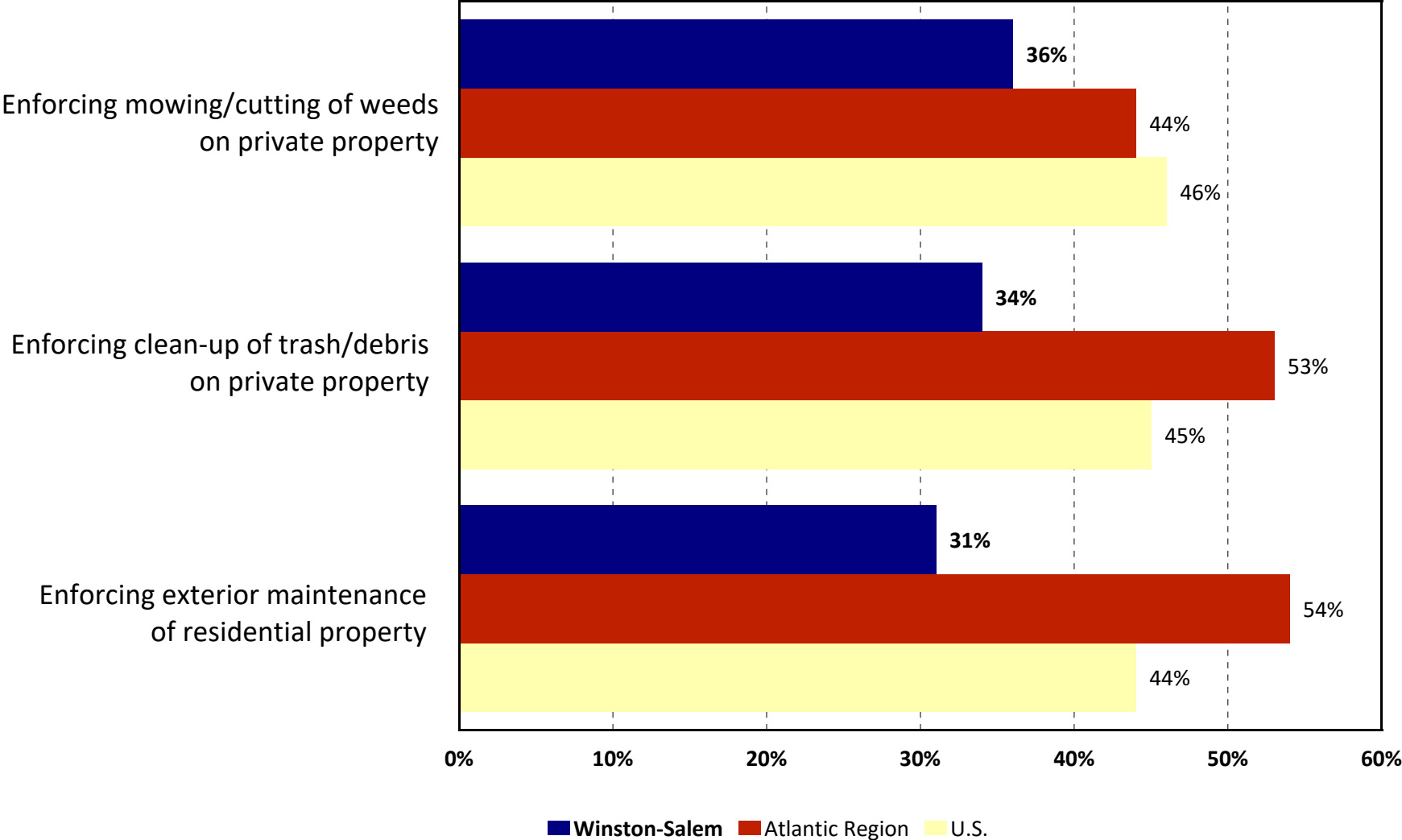
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Community Development Services

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

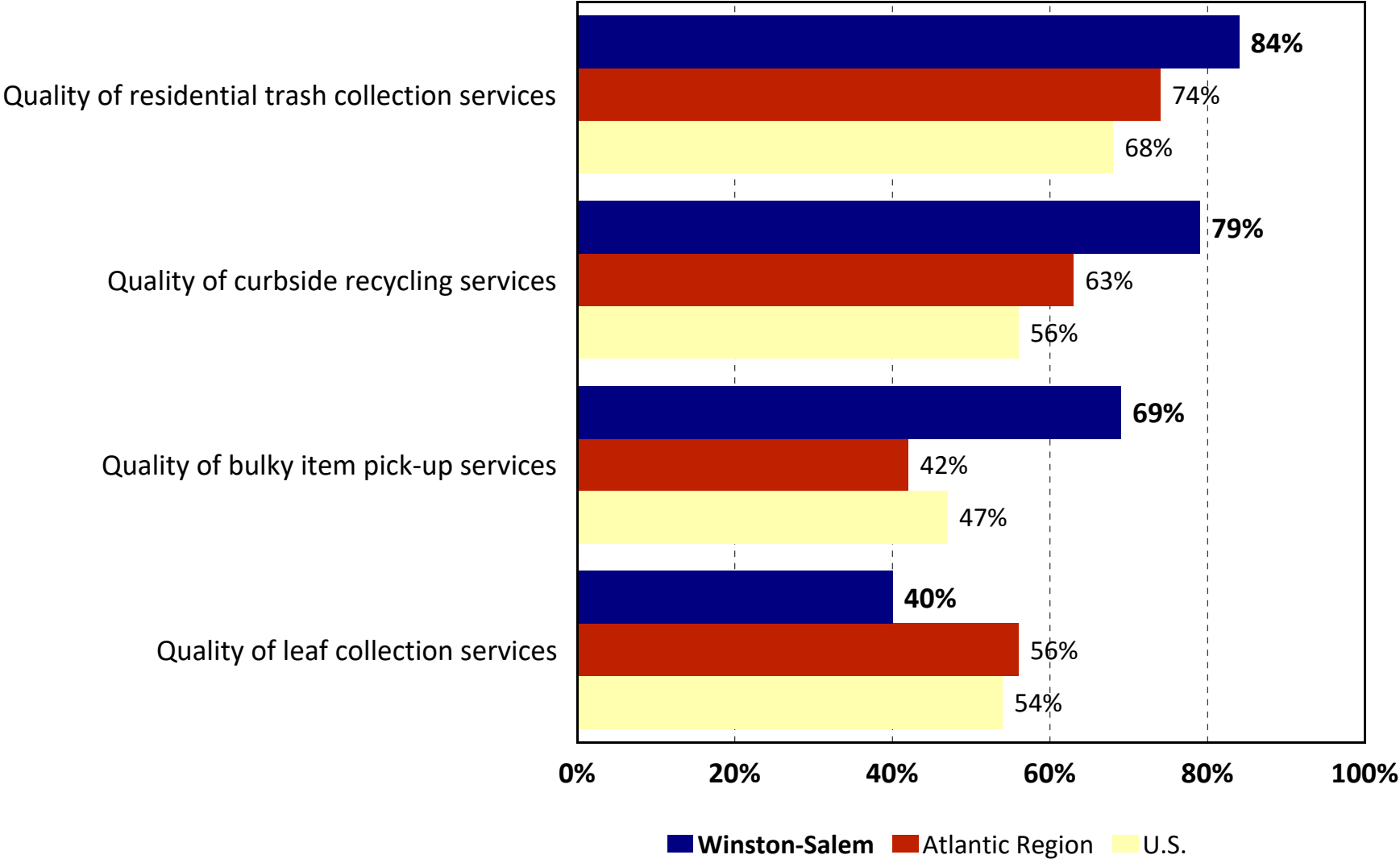
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Solid Waste Services

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

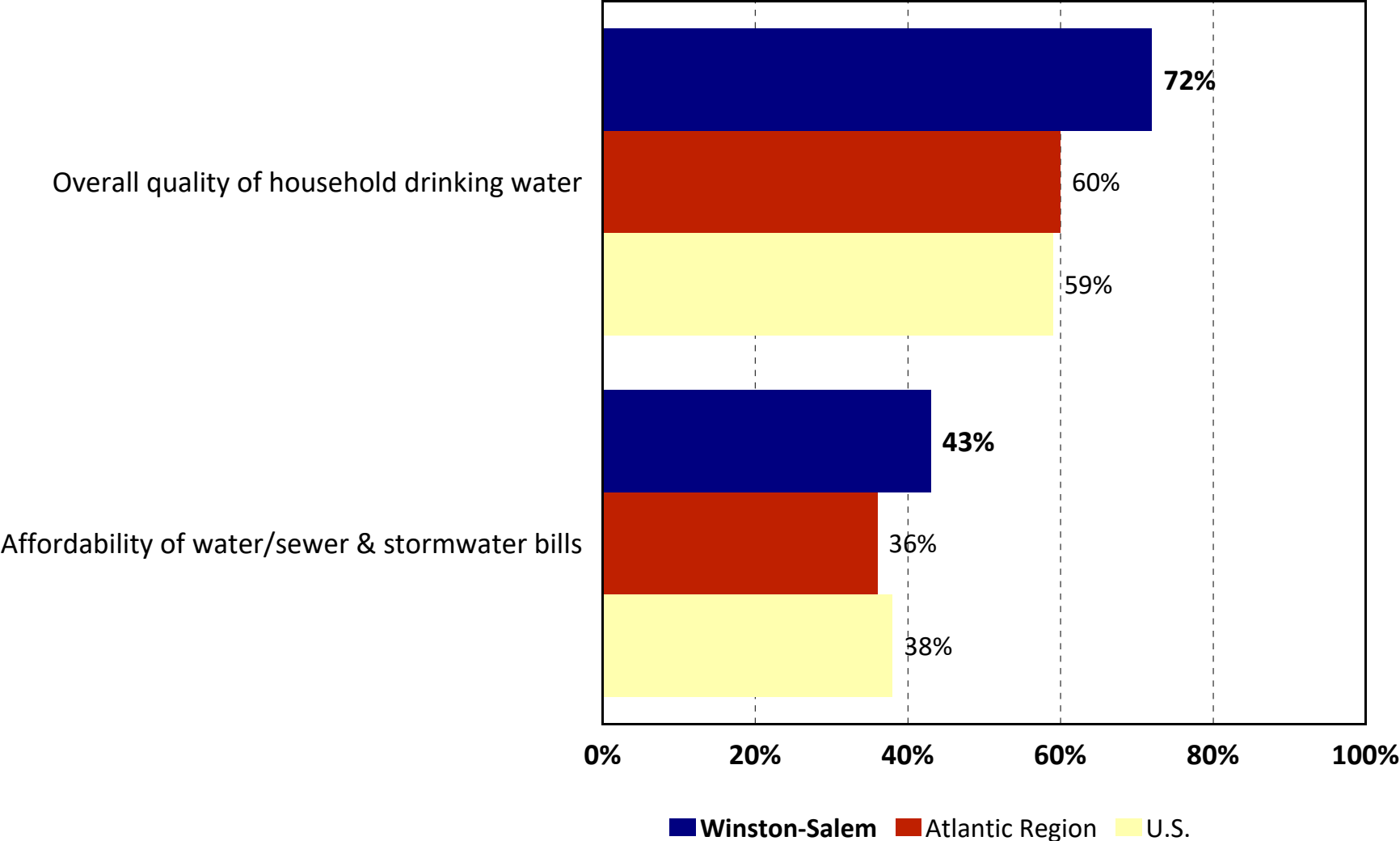
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



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)





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

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

The Importance-Satisfaction (I-S) 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 (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

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 emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who 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" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the streets and transportation services that were most important to their household. More than half (51.7%) of the respondent households selected "*maintenance of City streets throughout the City*" as one of the most important services for the City to emphasize over the next two years.

With regard to satisfaction, 37% of respondents surveyed rated "*maintenance of City streets throughout the City*" as a "4" or "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 one minus the sum of the satisfaction percentages. In this example, 51.7% was multiplied by 63% (1-0.37). This calculation yielded an I-S rating of 0.3257, which ranked first out of twenty categories of streets and transportation services analyzed.

Importance-Satisfaction Analysis



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

The lowest rating is 0.00 and could be achieved under either 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 two most important areas.

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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Winston-Salem are provided on the following pages.

Importance-Satisfaction Rating

2023-24 City of Winston-Salem Resident Survey

Police and Fire and Public Safety Communications Center

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>						
The City's overall efforts to prevent crime	43%	1	38%	14	0.2691	1
<u>High Priority (IS = .10-.20)</u>						
Visibility of police in neighborhoods	32%	2	68%	4	0.1037	2
<u>Medium Priority (IS < .10)</u>						
Police response time to emergencies	17%	4	62%	9	0.0642	3
Enforcement of traffic laws	10%	8	44%	13	0.0543	4
Competence of police personnel	14%	5	66%	6	0.0466	5
Perception of police personnel attitudes/behaviors	12%	6	62%	8	0.0445	6
Overall satisfaction with Winston-Salem Police Department's performance	9%	9	62%	7	0.0334	7
Fire personnel response time to fire and rescue emergencies	23%	3	89%	1	0.0249	8
Perception of Public Safety Comm. Ctr. performance	3%	11	57%	10	0.0138	9
Fire personnel response time to medical emergencies	11%	7	88%	2	0.0136	10
Competence of Public Safety Comm. Ctr. Staff	3%	12	56%	11	0.0128	11
Perception of Public Safety Comm. Ctr. Staff	3%	14	56%	12	0.0114	12
Visibility of fire personnel in neighborhoods	3%	13	68%	5	0.0086	13
The City's fire prevention efforts	4%	10	76%	3	0.0084	14

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

2023-24 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>						
Overall satisfaction with WSTA fixed route bus services	38%	2	20%	5	0.3064	1
Timeliness of WSTA fixed route bus services	41%	1	36%	1	0.2630	2
<u>High Priority (IS = .10-.20)</u>						
Overall satisfaction with WSTA Trans-AID bus services	25%	3	33%	3	0.1655	3
Timeliness of WSTA Trans-AID bus services	21%	4	31%	4	0.1435	4
Cleanliness of WSTA buses	17%	5	35%	2	0.1073	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

2023-24 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
Very High Priority (IS > .20)						
Maintenance of city streets throughout the City	52%	1	37%	12	0.3257	1
High Priority (IS = .10-.20)						
Availability of sidewalks throughout the city	24%	3	32%	17	0.1618	2
Maintenance of streets in your neighborhood	25%	2	44%	10	0.1383	3
The amount of traffic congestion on city streets	22%	4	38%	11	0.1333	4
Litter pick-up along city streets	19%	5	33%	16	0.1260	5
Ease/availability of on-street public parking downtown	15%	6	30%	18	0.1078	6
Medium Priority (IS < .10)						
Accessibility of streets/sidewalks for people w/disabilities	11%	9	29%	20	0.0809	7
On-street bicycle infrastructure	12%	8	30%	19	0.0805	8
Cost of public parking options in downtown	11%	10	36%	14	0.0730	9
Condition of sidewalks throughout the city	10%	12	34%	15	0.0667	10
Availability of greenways throughout the city	14%	7	54%	6	0.0635	11
Condition of sidewalks in your neighborhood	8%	14	36%	13	0.0512	12
Snow removal on residential streets - past 12 months	8%	13	44%	9	0.0465	13
Adequacy of city street lighting	11%	11	57%	3	0.0456	14
Maintenance of trees along city streets	6%	16	46%	8	0.0319	15
Ease/availability of public parking in decks downtown	5%	17	47%	7	0.0265	16
Maintenance of street signs and traffic signals	7%	15	66%	1	0.0245	17
Mowing and landscaping along city streets	5%	18	55%	5	0.0203	18
Condition of existing greenways	4%	19	61%	2	0.0144	19
Snow removal on major city streets - past 12 months	3%	20	56%	4	0.0110	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

2023-24 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>						
City housing rehabilitation programs	35%	2	23%	6	0.2703	1
Enforcing clean-up of trash/debris on private property	41%	1	34%	4	0.2693	2
Demolishing vacant structures	33%	3	22%	7	0.2535	3
<u>High Priority (IS = .10-.20)</u>						
Enforcing exterior maintenance of residential property	18%	6	31%	5	0.1214	4
Enforcing mowing/cutting of weeds on private property	19%	4	36%	3	0.1197	5
<u>Medium Priority (IS < .10)</u>						
Enforcing trash, weeds, and exterior maintenance	15%	7	42%	2	0.0887	6
Overall character/condition of your neighborhood	18%	5	71%	1	0.0510	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

2023-24 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	23%	4	46%	10	0.1226	1
Walking and biking trails in the city	27%	2	62%	4	0.1007	2
Maintenance of city parks	39%	1	74%	1	0.1004	3
Medium Priority (IS < .10)						
Marketing of Recreation and Parks programs/facilities	14%	6	36%	11	0.0877	4
Quality of facilities in city parks	23%	3	70%	2	0.0693	5
Programs/activities at city recreation centers	15%	5	53%	8	0.0691	6
City swimming pools and programs	9%	7	53%	9	0.0432	7
Maintenance/appearance of city recreation centers	8%	8	58%	5	0.0336	8
Quality of city-owned outdoor athletic fields	5%	9	65%	3	0.0172	9
Quality of customer service	3%	10	54%	7	0.0152	10
City splash pads and spraygrounds	3%	11	57%	6	0.0108	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

2023-24 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 leaf collection services	44%	1	40%	6	0.2616	1
Quality of brush pick-up services	36%	2	42%	4	0.2111	2
<u>High Priority (IS = .10-.20)</u>						
None						
<u>Medium Priority (IS < .10)</u>						
Quality of City street sweeping services	15%	6	41%	5	0.0867	3
Quality of bulky item pick-up services	22%	5	69%	3	0.0670	4
Quality of curbside recycling services	27%	4	79%	2	0.0573	5
Quality of residential trash collection services	35%	3	84%	1	0.0565	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

2023-24 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	51%	2	43%	5	0.2913	1
<u>High Priority (IS= .10-.20)</u>						
Overall quality of household drinking water	58%	1	72%	1	0.1624	2
Condition & cleanliness of catch basins in your neighborhood	23%	3	49%	3	0.1178	3
Overall management of public stormwater run-off	22%	4	48%	4	0.1123	4
<u>Medium Priority (IS < .10)</u>						
Timeliness of water/sewer line break repairs	22%	5	63%	2	0.0796	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.



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=1059)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	33.3%	55.1%	8.9%	1.8%	0.1%	0.8%
Q1-2. As a place to raise children	23.9%	44.7%	13.5%	4.4%	0.7%	12.8%
Q1-3. As a place to work	21.2%	47.9%	17.9%	5.9%	0.6%	6.4%

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=1059)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	33.6%	55.6%	8.9%	1.8%	0.1%
Q1-2. As a place to raise children	27.4%	51.2%	15.5%	5.1%	0.8%
Q1-3. As a place to work	22.7%	51.2%	19.2%	6.4%	0.6%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall image of City	14.4%	59.2%	18.5%	7.0%	0.4%	0.6%
Q2-2. Overall quality of life in City	17.8%	58.5%	17.6%	5.3%	0.2%	0.8%
Q2-3. Overall feeling of safety in City	9.0%	39.4%	28.0%	18.4%	4.4%	0.8%
Q2-4. Availability of jobs in City	7.2%	34.2%	29.3%	11.9%	1.4%	16.1%
Q2-5. Overall perception of local economy/business environment	9.8%	48.1%	27.9%	9.1%	0.9%	4.2%
Q2-6. Overall openness & acceptance of the community toward people of diverse backgrounds	14.9%	40.3%	26.8%	11.0%	1.0%	5.9%
Q2-7. Availability of affordable housing in City	4.5%	18.6%	27.0%	26.4%	9.5%	13.9%
Q2-8. Overall quality of the natural environment in City	12.6%	48.8%	24.1%	11.2%	0.8%	2.5%
Q2-9. Overall quality of services provided by City	12.3%	47.8%	22.2%	12.6%	3.1%	2.1%
Q2-10. Overall value you receive for your City tax dollars & fees	7.7%	33.6%	29.1%	19.8%	6.6%	3.1%
Q2-11. How well City is managing growth & development	7.7%	34.7%	32.6%	15.7%	3.7%	5.6%
Q2-12. Access to healthy food options within City	16.0%	46.1%	20.6%	11.0%	2.7%	3.6%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall image of City	14.4%	59.5%	18.6%	7.0%	0.4%
Q2-2. Overall quality of life in City	17.9%	58.9%	17.7%	5.3%	0.2%
Q2-3. Overall feeling of safety in City	9.0%	39.7%	28.3%	18.6%	4.5%
Q2-4. Availability of jobs in City	8.5%	40.7%	34.9%	14.2%	1.7%
Q2-5. Overall perception of local economy/business environment	10.3%	50.2%	29.1%	9.5%	1.0%
Q2-6. Overall openness & acceptance of the community toward people of diverse backgrounds	15.9%	42.9%	28.5%	11.6%	1.1%
Q2-7. Availability of affordable housing in City	5.3%	21.6%	31.4%	30.7%	11.1%
Q2-8. Overall quality of the natural environment in City	12.9%	50.1%	24.7%	11.5%	0.8%
Q2-9. Overall quality of services provided by City	12.5%	48.8%	22.7%	12.8%	3.2%
Q2-10. Overall value you receive for your City tax dollars & fees	8.0%	34.7%	30.0%	20.5%	6.8%
Q2-11. How well City is managing growth & development	8.2%	36.8%	34.5%	16.6%	3.9%
Q2-12. Access to healthy food options within City	16.6%	47.8%	21.4%	11.5%	2.8%

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall effectiveness of City communications with the public	8.6%	41.8%	28.6%	13.4%	2.4%	5.2%
Q3-2. Availability of information about City programs/services	9.3%	40.5%	30.0%	13.5%	1.6%	5.0%
Q3-3. Overall usefulness of City's website	8.8%	38.9%	28.5%	9.9%	2.0%	11.9%
Q3-4. Overall effectiveness of City's use of social media	6.1%	26.7%	35.1%	6.0%	1.5%	24.5%
Q3-5. Opportunities to engage/ provide input into decisions made by City	4.3%	21.9%	36.9%	17.5%	4.2%	15.2%
Q3-6. Effectiveness of communications during severe weather	14.9%	44.9%	23.1%	5.3%	1.3%	10.4%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall effectiveness of City communications with the public	9.1%	44.1%	30.2%	14.1%	2.5%
Q3-2. Availability of information about City programs/services	9.8%	42.6%	31.6%	14.2%	1.7%
Q3-3. Overall usefulness of City's website	10.0%	44.2%	32.4%	11.3%	2.3%
Q3-4. Overall effectiveness of City's use of social media	8.1%	35.4%	46.5%	8.0%	2.0%
Q3-5. Opportunities to engage/provide input into decisions made by City	5.1%	25.8%	43.5%	20.6%	4.9%
Q3-6. Effectiveness of communications during severe weather	16.6%	50.2%	25.8%	5.9%	1.5%

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 information about programs & services City offers	Number	Percent
City website	521	49.2 %
Newspapers	268	25.3 %
Utility bill inserts	353	33.3 %
City social media	339	32.0 %
Local radio	238	22.5 %
Word of mouth	391	36.9 %
TV13	36	3.4 %
Local TV news	560	52.9 %
eNotifications	113	10.7 %
Events/activity lists	116	11.0 %
Mailings	256	24.2 %
Other	27	2.5 %
Total	3218	

Q4-12. Other:

Q4-12. Other	Number	Percent
Facebook	2	9.1 %
GotoWinston-Salem Instagram	1	4.5 %
WS Today	1	4.5 %
Other social media accounts like gotowinstonsalem	1	4.5 %
Council person updates	1	4.5 %
Neighborhood Watch	1	4.5 %
Social media, but not the city	1	4.5 %
I use the WS Collects app	1	4.5 %
Phone	1	4.5 %
Social media	1	4.5 %
Go to Winston-Salem	1	4.5 %
Other online sources i.e. news	1	4.5 %
Smitty notes and WSToday	1	4.5 %
App	1	4.5 %
Various websites	1	4.5 %
Third party social media	1	4.5 %
Iphone	1	4.5 %
Smitty's Notes & Event brite	1	4.5 %
HOA	1	4.5 %
Social media and Mom groups	1	4.5 %
Information shared on social media	1	4.5 %
Total	22	100.0 %

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

Q5. From which following would you prefer to get information about programs & services City offers	Number	Percent
City website	490	46.3 %
Local TV news	484	45.7 %
City social media	383	36.2 %
Mailings	370	34.9 %
eNotifications	326	30.8 %
Utility bill inserts	281	26.5 %
Local radio	171	16.1 %
Newspapers	170	16.1 %
Events/activity lists	135	12.7 %
Word of mouth	57	5.4 %
TV13	24	2.3 %
Other	8	0.8 %
Total	2899	

Q5-12. Other:

Q5-12. Other	Number	Percent
Text	2	25.0 %
APP	2	25.0 %
Facebook, NextDoor, email	1	12.5 %
Facebook	1	12.5 %
HOA	1	12.5 %
Social media and Mom groups	1	12.5 %
Total	8	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=383)

	Most important	2	3	4	5	Least important	Not provided
Q5a-1. Facebook	55.4%	21.7%	8.6%	4.4%	3.7%	3.4%	2.9%
Q5a-2. Instagram	24.5%	30.3%	17.2%	6.8%	3.4%	10.4%	7.3%
Q5a-3. X (formerly Twitter)	6.3%	10.4%	18.3%	15.1%	18.5%	19.3%	12.0%
Q5a-4. Nextdoor	5.7%	12.0%	17.2%	21.9%	24.3%	8.1%	10.7%
Q5a-5. Flickr	0.8%	2.6%	5.0%	10.4%	23.5%	43.3%	14.4%
Q5a-6. YouTube	3.7%	15.4%	21.9%	28.2%	13.8%	4.2%	12.8%

WITHOUT "NOT PROVIDED"

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." (without "not provided")

(N=383)

	Most important	2	3	4	5	Least important
Q5a-1. Facebook	57.0%	22.3%	8.9%	4.6%	3.8%	3.5%
Q5a-2. Instagram	26.5%	32.7%	18.6%	7.3%	3.7%	11.3%
Q5a-3. X (formerly Twitter)	7.1%	11.9%	20.8%	17.2%	21.1%	22.0%
Q5a-4. Nextdoor	6.4%	13.5%	19.3%	24.6%	27.2%	9.1%
Q5a-5. Flickr	0.9%	3.0%	5.8%	12.2%	27.4%	50.6%
Q5a-6. YouTube	4.2%	17.7%	25.1%	32.3%	15.9%	4.8%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Police services	19.5%	41.4%	22.0%	9.1%	2.5%	5.7%
Q6-2. Fire services (including medical responses by Fire Department)	33.6%	44.7%	10.5%	0.3%	0.1%	10.9%
Q6-3. Maintenance of City streets & sidewalks	5.7%	27.7%	24.0%	27.4%	13.2%	2.1%
Q6-4. Solid waste services (e.g. residential trash/recycling collection)	26.0%	44.9%	14.9%	8.3%	3.7%	2.3%
Q6-5. City water & sewer services	21.8%	49.2%	18.4%	5.9%	1.8%	2.9%
Q6-6. Community services (e.g. code enforcement, neighborhood & housing development)	6.1%	24.6%	36.2%	13.0%	4.1%	16.1%
Q6-7. City recreation & parks programs/facilities	17.2%	41.1%	26.0%	6.3%	1.4%	8.0%
Q6-8. City's 311 service (City Link)	15.2%	32.3%	21.0%	5.5%	2.2%	23.9%
Q6-9. Overall effectiveness of City communications with the public	7.3%	35.6%	36.4%	11.7%	2.3%	6.7%
Q6-10. City's stormwater runoff/stormwater management system	8.5%	32.6%	28.4%	9.4%	4.7%	16.3%
Q6-11. Permitting & inspection services	6.5%	23.4%	28.9%	4.5%	1.4%	35.2%
Q6-12. Public transit services (WSTA-City bus systems)	4.8%	14.1%	23.3%	9.2%	3.4%	45.2%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Police services	20.6%	43.8%	23.3%	9.6%	2.6%
Q6-2. Fire services (including medical responses by Fire Department)	37.7%	50.1%	11.8%	0.3%	0.1%
Q6-3. Maintenance of City streets & sidewalks	5.8%	28.3%	24.5%	28.0%	13.5%
Q6-4. Solid waste services (e. g. residential trash/recycling collection)	26.6%	45.9%	15.3%	8.5%	3.8%
Q6-5. City water & sewer services	22.5%	50.7%	19.0%	6.0%	1.8%
Q6-6. Community services (e. g. code enforcement, neighborhood & housing development)	7.3%	29.2%	43.1%	15.5%	4.8%
Q6-7. City recreation & parks programs/facilities	18.7%	44.7%	28.2%	6.9%	1.5%
Q6-8. City's 311 service (City Link)	20.0%	42.4%	27.5%	7.2%	2.9%
Q6-9. Overall effectiveness of City communications with the public	7.8%	38.2%	39.1%	12.6%	2.4%
Q6-10. City's stormwater runoff/stormwater management system	10.2%	38.9%	34.0%	11.3%	5.6%
Q6-11. Permitting & inspection services	10.1%	36.2%	44.6%	7.0%	2.2%
Q6-12. Public transit services (WSTA-City bus systems)	8.8%	25.7%	42.6%	16.7%	6.2%

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=1059)

	Most important	2	3	4	5	6	7	8	9	10	11	Least important	Not provided
Q7-1. Police services	60.2%	15.8%	5.1%	2.9%	1.8%	1.3%	1.1%	1.2%	0.6%	1.2%	1.1%	2.9%	4.7%
Q7-2. Fire services (including medical responses by Fire Department)	15.0%	55.1%	7.4%	3.7%	3.3%	2.1%	1.2%	0.8%	0.7%	0.8%	0.6%	0.6%	8.8%
Q7-3. Maintenance of City streets & sidewalks	4.4%	6.8%	31.7%	13.4%	13.1%	7.5%	4.3%	2.4%	2.4%	2.5%	1.0%	1.0%	9.4%
Q7-4. Solid waste services (e.g. residential trash/recycling collection)	1.4%	4.4%	16.4%	32.6%	15.3%	7.0%	3.6%	3.3%	2.6%	1.2%	0.8%	0.9%	10.3%
Q7-5. City water & sewer services	4.4%	2.9%	15.4%	17.3%	26.7%	7.8%	4.9%	3.3%	2.4%	2.1%	0.8%	0.8%	11.1%
Q7-6. Community services (e.g. code enforcement, neighborhood & housing development)	1.4%	1.7%	1.5%	3.1%	7.6%	17.4%	12.0%	11.4%	9.9%	8.8%	8.1%	5.4%	11.6%
Q7-7. City recreation & parks programs/facilities	2.4%	1.6%	5.2%	5.8%	6.0%	15.3%	17.9%	10.2%	7.9%	5.9%	5.4%	3.7%	12.7%
Q7-8. City's 311 service (City Link)	0.6%	0.5%	2.0%	2.4%	3.2%	5.9%	10.4%	14.4%	10.7%	10.8%	11.9%	14.0%	13.5%
Q7-9. Overall effectiveness of City communications with the public	1.9%	2.1%	2.5%	3.2%	4.1%	6.8%	11.1%	12.1%	17.3%	11.6%	10.2%	4.7%	12.4%
Q7-10. City's stormwater runoff/stormwater management system	0.4%	0.5%	0.9%	2.0%	4.2%	10.7%	10.0%	12.2%	14.4%	18.6%	8.4%	3.9%	14.0%
Q7-11. Permitting & inspection services	0.3%	0.4%	0.2%	1.5%	2.0%	2.9%	4.8%	8.4%	12.2%	14.4%	23.1%	16.5%	13.3%
Q7-12. Public transit services (WSTA-City bus systems)	2.2%	1.3%	3.5%	3.3%	3.1%	5.0%	6.6%	8.2%	6.4%	8.1%	12.5%	27.1%	12.7%

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=1059)

	Most important	2	3	4	5	6	7	8	9	10	11	Least important
Q7-1. Police services	63.1%	16.6%	5.4%	3.1%	1.9%	1.4%	1.2%	1.3%	0.6%	1.3%	1.2%	3.1%
Q7-2. Fire services (including medical responses by Fire Department)	16.5%	60.5%	8.1%	4.0%	3.6%	2.3%	1.3%	0.9%	0.7%	0.8%	0.6%	0.6%
Q7-3. Maintenance of City streets & sidewalks	4.9%	7.5%	35.0%	14.8%	14.5%	8.2%	4.8%	2.6%	2.6%	2.7%	1.1%	1.1%
Q7-4. Solid waste services (e.g. residential trash/recycling collection)	1.6%	4.9%	18.3%	36.3%	17.1%	7.8%	4.0%	3.7%	2.9%	1.4%	0.9%	1.1%
Q7-5. City water & sewer services	5.0%	3.3%	17.3%	19.4%	30.1%	8.8%	5.5%	3.7%	2.7%	2.3%	0.9%	1.0%
Q7-6. Community services (e.g. code enforcement, neighborhood & housing development)	1.6%	1.9%	1.7%	3.5%	8.7%	19.7%	13.6%	12.9%	11.2%	9.9%	9.2%	6.1%
Q7-7. City recreation & parks programs/facilities	2.7%	1.8%	5.9%	6.6%	6.9%	17.5%	20.5%	11.7%	9.1%	6.8%	6.2%	4.2%
Q7-8. City's 311 service (City Link)	0.7%	0.5%	2.3%	2.7%	3.7%	6.8%	12.0%	16.6%	12.3%	12.4%	13.8%	16.2%
Q7-9. Overall effectiveness of City communications with the public	2.2%	2.4%	2.9%	3.7%	4.6%	7.8%	12.7%	13.8%	19.7%	13.3%	11.6%	5.4%
Q7-10. City's stormwater runoff/stormwater management system	0.4%	0.5%	1.1%	2.3%	4.8%	12.4%	11.6%	14.2%	16.7%	21.6%	9.8%	4.5%
Q7-11. Permitting & inspection services	0.3%	0.4%	0.2%	1.7%	2.3%	3.4%	5.6%	9.7%	14.1%	16.6%	26.7%	19.1%
Q7-12. Public transit services (WSTA-City bus systems)	2.5%	1.5%	4.0%	3.8%	3.6%	5.7%	7.6%	9.4%	7.4%	9.3%	14.3%	31.0%

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Fire personnel response time to fire & rescue emergencies	33.2%	32.0%	7.5%	0.5%	0.1%	26.7%
Q8-2. Fire personnel response time to medical emergencies	33.0%	31.9%	7.7%	0.8%	0.3%	26.3%
Q8-3. City's fire prevention efforts	20.1%	34.4%	16.6%	0.9%	0.2%	27.8%
Q8-4. Visibility of fire personnel in neighborhoods	23.4%	33.6%	21.4%	5.1%	0.8%	15.7%
Q8-5. Visibility of police in neighborhoods	11.1%	28.3%	29.7%	17.1%	6.0%	7.7%
Q8-6. City's overall efforts to prevent crime	7.6%	25.6%	28.2%	21.9%	6.5%	10.1%
Q8-7. Enforcement of traffic laws	8.0%	31.5%	26.2%	16.7%	8.8%	8.8%
Q8-8. Police response time to emergencies	14.5%	30.9%	19.4%	6.5%	3.0%	25.7%
Q8-9. Overall perception of Police personnel attitudes/ behaviors	19.6%	36.4%	23.1%	7.5%	3.6%	9.8%
Q8-10. Overall competence of Police personnel	20.5%	36.1%	21.1%	5.6%	2.8%	14.0%
Q8-11. Overall satisfaction with Winston-Salem Police Department's performance	17.1%	38.5%	21.9%	8.5%	3.6%	10.4%
Q8-12. Overall perception of Public Safety Communications Center performance	12.4%	28.6%	25.7%	4.2%	1.2%	27.9%
Q8-13. Overall competence of Public Safety Communications Center staff	10.9%	26.5%	25.4%	3.9%	0.6%	32.8%
Q8-14. Overall perception of Public Safety Communications Center staff attitudes & behavior toward citizens	10.7%	26.7%	24.1%	4.2%	1.4%	33.0%

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Fire personnel response time to fire & rescue emergencies	45.4%	43.7%	10.2%	0.6%	0.1%
Q8-2. Fire personnel response time to medical emergencies	44.7%	43.3%	10.5%	1.0%	0.4%
Q8-3. City's fire prevention efforts	27.8%	47.6%	23.0%	1.3%	0.3%
Q8-4. Visibility of fire personnel in neighborhoods	27.8%	39.9%	25.4%	6.0%	0.9%
Q8-5. Visibility of police in neighborhoods	12.1%	30.7%	32.1%	18.5%	6.6%
Q8-6. City's overall efforts to prevent crime	8.5%	28.5%	31.4%	24.4%	7.2%
Q8-7. Enforcement of traffic laws	8.8%	34.6%	28.7%	18.3%	9.6%
Q8-8. Police response time to emergencies	19.6%	41.6%	26.0%	8.8%	4.1%
Q8-9. Overall perception of Police personnel attitudes/ behaviors	21.8%	40.3%	25.7%	8.3%	4.0%
Q8-10. Overall competence of Police personnel	23.8%	41.9%	24.5%	6.5%	3.3%
Q8-11. Overall satisfaction with Winston-Salem Police Department's performance	19.1%	43.0%	24.4%	9.5%	4.0%
Q8-12. Overall perception of Public Safety Communications Center performance	17.1%	39.7%	35.6%	5.9%	1.7%
Q8-13. Overall competence of Public Safety Communications Center staff	16.2%	39.5%	37.8%	5.8%	0.8%

WITHOUT "DON'T KNOW"

Q8. Police and Fire Services and Public Safety Communications Center. 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
Q8-14. Overall perception of Public Safety Communications Center staff attitudes & behavior toward citizens	15.9%	39.9%	35.9%	6.2%	2.1%

Q9. Which TWO of the Police, Fire, and Public Safety Communications Center services listed in Question 8 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

Q9. Top choice	Number	Percent
Fire personnel response time to fire & rescue emergencies	114	10.8 %
Fire personnel response time to medical emergencies	37	3.5 %
City's fire prevention efforts	11	1.0 %
Visibility of fire personnel in neighborhoods	11	1.0 %
Visibility of police in neighborhoods	210	19.8 %
City's overall efforts to prevent crime	288	27.2 %
Enforcement of traffic laws	41	3.9 %
Police response time to emergencies	90	8.5 %
Overall perception of Police personnel attitudes/behaviors	61	5.8 %
Overall competence of Police personnel	55	5.2 %
Overall satisfaction with Winston-Salem Police Department's performance	44	4.2 %
Overall perception of Public Safety Communications Center performance	9	0.8 %
Overall competence of Public Safety Communications Center staff	11	1.0 %
Overall perception of Public Safety Communications Center staff attitudes & behavior toward citizens	9	0.8 %
None chosen	68	6.4 %
Total	1059	100.0 %

Q9. Which TWO of the Police, Fire, and Public Safety Communications Center services listed in Question 8 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

Q9. 2nd choice	Number	Percent
Fire personnel response time to fire & rescue emergencies	125	11.8 %
Fire personnel response time to medical emergencies	83	7.8 %
City's fire prevention efforts	27	2.5 %
Visibility of fire personnel in neighborhoods	18	1.7 %
Visibility of police in neighborhoods	133	12.6 %
City's overall efforts to prevent crime	172	16.2 %
Enforcement of traffic laws	61	5.8 %
Police response time to emergencies	89	8.4 %
Overall perception of Police personnel attitudes/behaviors	63	5.9 %
Overall competence of Police personnel	90	8.5 %
Overall satisfaction with Winston-Salem Police Department's performance	49	4.6 %
Overall perception of Public Safety Communications Center performance	25	2.4 %
Overall competence of Public Safety Communications Center staff	20	1.9 %
Overall perception of Public Safety Communications Center staff attitudes & behavior toward citizens	19	1.8 %
None chosen	85	8.0 %
Total	1059	100.0 %

SUM OF TOP 2 CHOICES**Q9. Which TWO of the Police, Fire, and Public Safety Communications Center 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	239	22.6 %
Fire personnel response time to medical emergencies	120	11.3 %
City's fire prevention efforts	38	3.6 %
Visibility of fire personnel in neighborhoods	29	2.7 %
Visibility of police in neighborhoods	343	32.4 %
City's overall efforts to prevent crime	460	43.4 %
Enforcement of traffic laws	102	9.6 %
Police response time to emergencies	179	16.9 %
Overall perception of Police personnel attitudes/behaviors	124	11.7 %
Overall competence of Police personnel	145	13.7 %
Overall satisfaction with Winston-Salem Police Department's performance	93	8.8 %
Overall perception of Public Safety Communications Center performance	34	3.2 %
Overall competence of Public Safety Communications Center staff	31	2.9 %
Overall perception of Public Safety Communications Center staff attitudes & behavior toward citizens	28	2.6 %
None chosen	68	6.4 %
Total	2033	

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Timeliness of WSTA fixed route bus services	3.4%	7.8%	15.4%	2.5%	2.2%	68.6%
Q11-2. Overall satisfaction with WSTA fixed route bus services	2.9%	7.2%	15.3%	4.4%	2.9%	67.2%
Q11-3. Timeliness of WSTA Trans-AID bus services	3.1%	5.6%	15.3%	2.7%	1.1%	72.1%
Q11-4. Overall satisfaction with WSTA Trans-AID bus services	3.2%	6.2%	15.2%	2.5%	1.3%	71.6%
Q11-5. Cleanliness of WSTA buses	2.7%	6.9%	15.1%	2.4%	0.9%	72.0%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Timeliness of WSTA fixed route bus services	10.8%	25.0%	49.1%	8.1%	6.9%
Q11-2. Overall satisfaction with WSTA fixed route bus services	8.9%	21.9%	46.7%	13.5%	8.9%
Q11-3. Timeliness of WSTA Trans-AID bus services	11.2%	20.0%	54.9%	9.8%	4.1%
Q11-4. Overall satisfaction with WSTA Trans-AID bus services	11.3%	21.9%	53.5%	8.6%	4.7%
Q11-5. Cleanliness of WSTA buses	9.8%	24.6%	53.9%	8.4%	3.4%

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	280	26.4 %
Overall satisfaction with WSTA fixed route bus services	239	22.6 %
Timeliness of WSTA Trans-AID bus services	77	7.3 %
Overall satisfaction with WSTA Trans-AID bus services	91	8.6 %
Cleanliness of WSTA buses	80	7.6 %
None chosen	292	27.6 %
Total	1059	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	156	14.7 %
Overall satisfaction with WSTA fixed route bus services	166	15.7 %
Timeliness of WSTA Trans-AID bus services	143	13.5 %
Overall satisfaction with WSTA Trans-AID bus services	171	16.1 %
Cleanliness of WSTA buses	94	8.9 %
None chosen	329	31.1 %
Total	1059	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	436	41.2 %
Overall satisfaction with WSTA fixed route bus services	405	38.2 %
Timeliness of WSTA Trans-AID bus services	220	20.8 %
Overall satisfaction with WSTA Trans-AID bus services	262	24.7 %
Cleanliness of WSTA buses	174	16.4 %
None chosen	292	27.6 %
Total	1789	

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Maintenance of City streets throughout City	4.1%	31.7%	22.7%	29.4%	9.5%	2.6%
Q13-2. Maintenance of streets in your neighborhood	7.5%	35.0%	20.1%	24.0%	10.8%	2.6%
Q13-3. Amount of traffic congestion on City streets	5.9%	30.4%	32.1%	21.5%	6.3%	3.7%
Q13-4. Availability of sidewalks throughout City	4.2%	25.9%	27.6%	25.3%	11.4%	5.6%
Q13-5. Condition of sidewalks throughout City	3.4%	27.4%	33.7%	19.8%	6.0%	9.6%
Q13-6. Condition of sidewalks in your neighborhood	5.9%	23.7%	26.1%	15.5%	11.0%	17.9%
Q13-7. Availability of greenways throughout City	11.0%	37.1%	25.6%	11.2%	4.1%	11.0%
Q13-8. Condition of existing greenways	10.0%	40.7%	26.3%	4.7%	1.6%	16.7%
Q13-9. Snow removal on major City streets during past 12 months	9.5%	28.0%	24.0%	3.2%	2.7%	32.5%
Q13-10. Snow removal on residential streets during past 12 months	7.6%	22.4%	24.2%	7.8%	5.1%	33.0%
Q13-11. Maintenance of street signs & traffic signals	13.4%	49.1%	23.1%	7.1%	2.0%	5.3%
Q13-12. Adequacy of City street lighting	10.1%	43.5%	23.2%	15.3%	3.5%	4.3%
Q13-13. Accessibility of streets & sidewalks for people with disabilities	4.4%	16.6%	24.5%	18.4%	8.9%	27.2%
Q13-14. On-street bicycle infrastructure (bike lanes/wayfinding signs)	4.4%	19.5%	27.4%	20.1%	10.0%	18.6%

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	7.4%	35.5%	28.7%	17.2%	4.6%	6.6%
Q13-16. Mowing & landscaping along City streets	8.3%	43.2%	29.5%	9.5%	3.3%	6.1%
Q13-17. Litter pickup along City streets	5.4%	25.4%	25.7%	25.0%	12.7%	5.9%
Q13-18. Ease & availability of on-street public parking in Downtown	4.2%	22.7%	21.9%	27.0%	14.4%	9.8%
Q13-19. Ease & availability of public parking in decks in Downtown	8.1%	33.0%	28.4%	11.8%	6.1%	12.6%
Q13-20. Cost of public parking options in Downtown	5.7%	25.1%	27.1%	17.2%	11.9%	13.0%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Maintenance of City streets throughout City	4.2%	32.6%	23.3%	30.2%	9.8%
Q13-2. Maintenance of streets in your neighborhood	7.7%	36.0%	20.7%	24.6%	11.1%
Q13-3. Amount of traffic congestion on City streets	6.2%	31.6%	33.3%	22.4%	6.6%
Q13-4. Availability of sidewalks throughout City	4.5%	27.4%	29.2%	26.8%	12.1%
Q13-5. Condition of sidewalks throughout City	3.8%	30.3%	37.3%	21.9%	6.7%
Q13-6. Condition of sidewalks in your neighborhood	7.1%	28.9%	31.8%	18.9%	13.3%
Q13-7. Availability of greenways throughout City	12.4%	41.7%	28.7%	12.6%	4.6%
Q13-8. Condition of existing greenways	12.0%	48.9%	31.5%	5.7%	1.9%
Q13-9. Snow removal on major City streets during past 12 months	14.1%	41.5%	35.5%	4.8%	4.1%
Q13-10. Snow removal on residential streets during past 12 months	11.3%	33.4%	36.1%	11.7%	7.6%
Q13-11. Maintenance of street signs & traffic signals	14.2%	51.8%	24.4%	7.5%	2.1%
Q13-12. Adequacy of City street lighting	10.6%	45.5%	24.3%	16.0%	3.7%
Q13-13. Accessibility of streets & sidewalks for people with disabilities	6.1%	22.8%	33.6%	25.3%	12.2%
Q13-14. On-street bicycle infrastructure (bike lanes/wayfinding signs)	5.5%	23.9%	33.6%	24.7%	12.3%

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
Q13-15. Maintenance of trees along City streets	7.9%	38.0%	30.7%	18.4%	5.0%
Q13-16. Mowing & landscaping along City streets	8.9%	46.1%	31.4%	10.2%	3.5%
Q13-17. Litter pickup along City streets	5.7%	27.0%	27.3%	26.6%	13.4%
Q13-18. Ease & availability of on-street public parking in Downtown	4.7%	25.1%	24.3%	29.9%	15.9%
Q13-19. Ease & availability of public parking in decks in Downtown	9.3%	37.7%	32.5%	13.5%	7.0%
Q13-20. Cost of public parking options in Downtown	6.5%	28.9%	31.2%	19.8%	13.7%

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?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	358	33.8 %
Maintenance of streets in your neighborhood	101	9.5 %
Amount of traffic congestion on City streets	87	8.2 %
Availability of sidewalks throughout City	92	8.7 %
Condition of sidewalks throughout City	15	1.4 %
Condition of sidewalks in your neighborhood	16	1.5 %
Availability of greenways throughout City	34	3.2 %
Condition of existing greenways	5	0.5 %
Snow removal on major City streets during past 12 months	5	0.5 %
Snow removal on residential streets during past 12 months	29	2.7 %
Maintenance of street signs & traffic signals	11	1.0 %
Adequacy of City street lighting	13	1.2 %
Accessibility of streets & sidewalks for people with disabilities	26	2.5 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	31	2.9 %
Maintenance of trees along City streets	12	1.1 %
Mowing & landscaping along City streets	8	0.8 %
Litter pickup along City streets	51	4.8 %
Ease & availability of on-street public parking in Downtown	48	4.5 %
Ease & availability of public parking in decks in Downtown	6	0.6 %
Cost of public parking options in Downtown	29	2.7 %
<u>None chosen</u>	<u>82</u>	<u>7.7 %</u>
Total	1059	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?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	116	11.0 %
Maintenance of streets in your neighborhood	117	11.0 %
Amount of traffic congestion on City streets	74	7.0 %
Availability of sidewalks throughout City	82	7.7 %
Condition of sidewalks throughout City	50	4.7 %
Condition of sidewalks in your neighborhood	36	3.4 %
Availability of greenways throughout City	57	5.4 %
Condition of existing greenways	16	1.5 %
Snow removal on major City streets during past 12 months	11	1.0 %
Snow removal on residential streets during past 12 months	24	2.3 %
Maintenance of street signs & traffic signals	24	2.3 %
Adequacy of City street lighting	43	4.1 %
Accessibility of streets & sidewalks for people with disabilities	44	4.2 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	38	3.6 %
Maintenance of trees along City streets	26	2.5 %
Mowing & landscaping along City streets	15	1.4 %
Litter pickup along City streets	68	6.4 %
Ease & availability of on-street public parking in Downtown	64	6.0 %
Ease & availability of public parking in decks in Downtown	17	1.6 %
Cost of public parking options in Downtown	43	4.1 %
<u>None chosen</u>	<u>94</u>	<u>8.9 %</u>
Total	1059	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?

<u>Q14. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	73	6.9 %
Maintenance of streets in your neighborhood	45	4.2 %
Amount of traffic congestion on City streets	67	6.3 %
Availability of sidewalks throughout City	78	7.4 %
Condition of sidewalks throughout City	42	4.0 %
Condition of sidewalks in your neighborhood	33	3.1 %
Availability of greenways throughout City	55	5.2 %
Condition of existing greenways	18	1.7 %
Snow removal on major City streets during past 12 months	11	1.0 %
Snow removal on residential streets during past 12 months	35	3.3 %
Maintenance of street signs & traffic signals	41	3.9 %
Adequacy of City street lighting	56	5.3 %
Accessibility of streets & sidewalks for people with disabilities	50	4.7 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	53	5.0 %
Maintenance of trees along City streets	24	2.3 %
Mowing & landscaping along City streets	24	2.3 %
Litter pickup along City streets	80	7.6 %
Ease & availability of on-street public parking in Downtown	52	4.9 %
Ease & availability of public parking in decks in Downtown	30	2.8 %
Cost of public parking options in Downtown	49	4.6 %
<u>None chosen</u>	<u>143</u>	<u>13.5 %</u>
Total	1059	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)**

<u>Q14. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	547	51.7 %
Maintenance of streets in your neighborhood	263	24.8 %
Amount of traffic congestion on City streets	228	21.5 %
Availability of sidewalks throughout City	252	23.8 %
Condition of sidewalks throughout City	107	10.1 %
Condition of sidewalks in your neighborhood	85	8.0 %
Availability of greenways throughout City	146	13.8 %
Condition of existing greenways	39	3.7 %
Snow removal on major City streets during past 12 months	27	2.5 %
Snow removal on residential streets during past 12 months	88	8.3 %
Maintenance of street signs & traffic signals	76	7.2 %
Adequacy of City street lighting	112	10.6 %
Accessibility of streets & sidewalks for people with disabilities	120	11.3 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	122	11.5 %
Maintenance of trees along City streets	62	5.9 %
Mowing & landscaping along City streets	47	4.4 %
Litter pickup along City streets	199	18.8 %
Ease & availability of on-street public parking in Downtown	164	15.5 %
Ease & availability of public parking in decks in Downtown	53	5.0 %
Cost of public parking options in Downtown	121	11.4 %
None chosen	82	7.7 %
Total	2940	

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Enforcing cleanup of trash & debris on private property	3.8%	23.3%	28.5%	20.3%	5.6%	18.5%
Q15-2. Enforcing mowing & cutting of weeds on private property	3.9%	25.0%	30.2%	17.1%	4.9%	18.9%
Q15-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	3.4%	21.5%	35.1%	15.5%	4.0%	20.5%
Q15-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	5.5%	29.0%	30.6%	13.0%	5.0%	16.9%
Q15-5. City housing rehabilitation programs (e.g. loans to improve housing condition)	2.6%	9.0%	24.8%	10.7%	3.7%	49.2%
Q15-6. Demolishing vacant structures that are nuisance properties	3.0%	9.8%	24.7%	15.7%	6.2%	40.5%
Q15-7. Overall character & condition of your neighborhood	21.0%	46.1%	19.8%	4.9%	2.2%	6.0%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcing cleanup of trash & debris on private property	4.6%	28.6%	35.0%	24.9%	6.8%
Q15-2. Enforcing mowing & cutting of weeds on private property	4.8%	30.8%	37.3%	21.1%	6.1%
Q15-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	4.3%	27.1%	44.2%	19.5%	5.0%
Q15-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	6.6%	34.9%	36.8%	15.7%	6.0%
Q15-5. City housing rehabilitation programs (e.g. loans to improve housing condition)	5.2%	17.7%	48.9%	21.0%	7.2%
Q15-6. Demolishing vacant structures that are nuisance properties	5.1%	16.5%	41.6%	26.3%	10.5%
Q15-7. Overall character & condition of your neighborhood	22.3%	49.0%	21.1%	5.2%	2.3%

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 cleanup of trash & debris on private property	253	23.9 %
Enforcing mowing & cutting of weeds on private property	81	7.6 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	73	6.9 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	66	6.2 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	255	24.1 %
Demolishing vacant structures that are nuisance properties	141	13.3 %
Overall character & condition of your neighborhood	87	8.2 %
None chosen	103	9.7 %
Total	1059	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 cleanup of trash & debris on private property	179	16.9 %
Enforcing mowing & cutting of weeds on private property	118	11.1 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	113	10.7 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	96	9.1 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	116	11.0 %
Demolishing vacant structures that are nuisance properties	203	19.2 %
Overall character & condition of your neighborhood	100	9.4 %
None chosen	134	12.7 %
Total	1059	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 cleanup of trash & debris on private property	432	40.8 %
Enforcing mowing & cutting of weeds on private property	199	18.8 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	186	17.6 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	162	15.3 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	371	35.0 %
Demolishing vacant structures that are nuisance properties	344	32.5 %
Overall character & condition of your neighborhood	187	17.7 %
None chosen	103	9.7 %
Total	1984	

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Maintenance of City parks	14.3%	48.3%	16.4%	5.2%	1.2%	14.5%
Q17-2. Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	15.7%	44.4%	18.4%	5.7%	0.9%	14.9%
Q17-3. Quality of City-owned outdoor athletic fields	10.2%	36.0%	20.1%	3.4%	0.9%	29.4%
Q17-4. Walking & biking trails in City	12.8%	38.1%	21.4%	8.4%	2.2%	17.1%
Q17-5. City swimming pools & programs	6.5%	22.9%	18.6%	6.6%	1.5%	43.9%
Q17-6. City splash pads & spraygrounds	7.3%	24.2%	18.8%	3.8%	0.8%	45.1%
Q17-7. City's youth programs & activities	5.1%	17.6%	19.1%	5.9%	1.2%	51.2%
Q17-8. Maintenance & appearance of City recreation centers	7.6%	32.2%	22.1%	6.2%	1.1%	30.7%
Q17-9. Programs & activities at City recreation centers	6.9%	23.1%	21.4%	4.0%	1.0%	43.5%
Q17-10. Marketing of Recreation & Parks programs/facilities	5.2%	18.7%	24.0%	15.2%	3.4%	33.5%
Q17-11. Quality of customer service from Recreation & Parks employees	7.6%	21.9%	21.2%	3.0%	0.7%	45.7%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of City parks	16.7%	56.6%	19.2%	6.1%	1.4%
Q17-2. Quality of facilities (e. g. picnic shelters & playgrounds) in City parks	18.4%	52.2%	21.6%	6.7%	1.1%
Q17-3. Quality of City-owned outdoor athletic fields	14.4%	50.9%	28.5%	4.8%	1.3%
Q17-4. Walking & biking trails in City	15.5%	45.9%	25.9%	10.1%	2.6%
Q17-5. City swimming pools & programs	11.6%	40.7%	33.2%	11.8%	2.7%
Q17-6. City splash pads & spraygrounds	13.3%	44.1%	34.3%	6.9%	1.5%
Q17-7. City's youth programs & activities	10.4%	36.0%	39.1%	12.0%	2.5%
Q17-8. Maintenance & appearance of City recreation centers	11.0%	46.5%	31.9%	9.0%	1.6%
Q17-9. Programs & activities at City recreation centers	12.2%	41.0%	38.0%	7.0%	1.8%
Q17-10. Marketing of Recreation & Parks programs/ facilities	7.8%	28.1%	36.1%	22.9%	5.1%
Q17-11. Quality of customer service from Recreation & Parks employees	13.9%	40.3%	39.0%	5.6%	1.2%

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	293	27.7 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	100	9.4 %
Quality of City-owned outdoor athletic fields	20	1.9 %
Walking & biking trails in City	161	15.2 %
City swimming pools & programs	41	3.9 %
City splash pads & spraygrounds	11	1.0 %
City's youth programs & activities	127	12.0 %
Maintenance & appearance of City recreation centers	28	2.6 %
Programs & activities at City recreation centers	39	3.7 %
Marketing of Recreation & Parks programs/facilities	68	6.4 %
Quality of customer service from Recreation & Parks employees	11	1.0 %
None chosen	160	15.1 %
Total	1059	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	115	10.9 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	145	13.7 %
Quality of City-owned outdoor athletic fields	32	3.0 %
Walking & biking trails in City	120	11.3 %
City swimming pools & programs	56	5.3 %
City splash pads & spraygrounds	16	1.5 %
City's youth programs & activities	113	10.7 %
Maintenance & appearance of City recreation centers	57	5.4 %
Programs & activities at City recreation centers	116	11.0 %
Marketing of Recreation & Parks programs/facilities	77	7.3 %
Quality of customer service from Recreation & Parks employees	24	2.3 %
None chosen	188	17.8 %
Total	1059	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	408	38.5 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	245	23.1 %
Quality of City-owned outdoor athletic fields	52	4.9 %
Walking & biking trails in City	281	26.5 %
City swimming pools & programs	97	9.2 %
City splash pads & spraygrounds	27	2.5 %
City's youth programs & activities	240	22.7 %
Maintenance & appearance of City recreation centers	85	8.0 %
Programs & activities at City recreation centers	155	14.6 %
Marketing of Recreation & Parks programs/facilities	145	13.7 %
Quality of customer service from Recreation & Parks employees	35	3.3 %
None chosen	160	15.1 %
Total	1930	

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Overall quality of residential trash collection services	34.2%	46.3%	9.3%	4.0%	2.3%	4.0%
Q19-2. Overall quality of curbside recycling services	31.4%	43.7%	11.4%	4.5%	3.3%	5.6%
Q19-3. Overall quality of bulky item pickup services	24.8%	39.0%	14.7%	10.1%	3.5%	7.8%
Q19-4. Overall quality of leaf collection services	11.0%	25.4%	19.2%	22.5%	11.6%	10.4%
Q19-5. Overall quality of brush pickup services	10.0%	26.5%	20.2%	19.3%	11.2%	12.7%
Q19-6. Overall quality of City street sweeping services	7.7%	23.9%	26.5%	11.1%	7.3%	23.4%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Overall quality of residential trash collection services	35.6%	48.2%	9.7%	4.1%	2.4%
Q19-2. Overall quality of curbside recycling services	33.3%	46.3%	12.1%	4.8%	3.5%
Q19-3. Overall quality of bulky item pickup services	26.9%	42.3%	16.0%	11.0%	3.8%
Q19-4. Overall quality of leaf collection services	12.2%	28.3%	21.4%	25.1%	13.0%
Q19-5. Overall quality of brush pickup services	11.5%	30.4%	23.2%	22.1%	12.9%
Q19-6. Overall quality of City street sweeping services	10.1%	31.2%	34.6%	14.5%	9.5%

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?

Q20. Top choice	Number	Percent
Overall quality of residential trash collection services	269	25.4 %
Overall quality of curbside recycling services	100	9.4 %
Overall quality of bulky item pickup services	118	11.1 %
Overall quality of leaf collection services	287	27.1 %
Overall quality of brush pickup services	122	11.5 %
Overall quality of City street sweeping services	64	6.0 %
None chosen	99	9.3 %
Total	1059	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?

Q20. 2nd choice	Number	Percent
Overall quality of residential trash collection services	105	9.9 %
Overall quality of curbside recycling services	190	17.9 %
Overall quality of bulky item pickup services	111	10.5 %
Overall quality of leaf collection services	175	16.5 %
Overall quality of brush pickup services	264	24.9 %
Overall quality of City street sweeping services	92	8.7 %
None chosen	122	11.5 %
Total	1059	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)

Q20. Sum of top 2 choices	Number	Percent
Overall quality of residential trash collection services	374	35.3 %
Overall quality of curbside recycling services	290	27.4 %
Overall quality of bulky item pickup services	229	21.6 %
Overall quality of leaf collection services	462	43.6 %
Overall quality of brush pickup services	386	36.4 %
Overall quality of City street sweeping services	156	14.7 %
None chosen	99	9.3 %
Total	1996	

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Overall quality of your household drinking water	21.5%	47.0%	17.8%	6.7%	2.7%	4.2%
Q21-2. Timeliness of water/sewer line break repairs	12.3%	26.3%	19.0%	2.1%	1.2%	39.1%
Q21-3. Affordability of water/sewer & stormwater bills	10.0%	29.8%	28.7%	17.7%	7.8%	5.9%
Q21-4. Overall management of public stormwater run-off	7.8%	29.1%	28.2%	7.7%	4.0%	23.1%
Q21-5. Condition & cleanliness of catch basins (storm drains) in your neighborhood	7.8%	31.8%	24.7%	12.1%	4.7%	18.8%

WITHOUT "DON'T KNOW"

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Overall quality of your household drinking water	22.5%	49.1%	18.5%	7.0%	2.9%
Q21-2. Timeliness of water/sewer line break repairs	20.2%	43.3%	31.2%	3.4%	2.0%
Q21-3. Affordability of water/sewer & stormwater bills	10.6%	31.7%	30.5%	18.8%	8.3%
Q21-4. Overall management of public stormwater run-off	10.2%	37.8%	36.7%	10.1%	5.2%
Q21-5. Condition & cleanliness of catch basins (storm drains) in your neighborhood	9.7%	39.2%	30.5%	14.9%	5.8%

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	460	43.4 %
Timeliness of water/sewer line break repairs	53	5.0 %
Affordability of water/sewer & stormwater bills	276	26.1 %
Overall management of public stormwater run-off	74	7.0 %
Condition & cleanliness of catch basins (storm drains) in your neighborhood	82	7.7 %
None chosen	114	10.8 %
Total	1059	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	155	14.6 %
Timeliness of water/sewer line break repairs	175	16.5 %
Affordability of water/sewer & stormwater bills	265	25.0 %
Overall management of public stormwater run-off	155	14.6 %
Condition & cleanliness of catch basins (storm drains) in your neighborhood	163	15.4 %
None chosen	146	13.8 %
Total	1059	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	615	58.1 %
Timeliness of water/sewer line break repairs	228	21.5 %
Affordability of water/sewer & stormwater bills	541	51.1 %
Overall management of public stormwater run-off	229	21.6 %
Condition & cleanliness of catch basins (storm drains) in your neighborhood	245	23.1 %
None chosen	114	10.8 %
Total	1972	

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	441	41.6 %
No	618	58.4 %
Total	1059	100.0 %

Q23a. In your MOST RECENT interaction with the City, what was your level of satisfaction with the following aspects of that experience?

(N=441)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23a-1. Ease of contacting the person you needed	26.1%	38.1%	14.7%	14.1%	6.1%	0.9%
Q23a-2. Amount of time you waited for City's response	20.6%	38.8%	14.7%	15.2%	8.2%	2.5%
Q23a-3. Accuracy of information or assistance you were given	23.4%	34.9%	18.4%	13.6%	6.6%	3.2%
Q23a-4. Professionalism & courtesy of employee(s)	37.9%	39.7%	14.1%	4.3%	2.0%	2.0%
Q23a-5. Overall satisfaction with the way your concern was addressed	25.9%	33.6%	15.0%	15.0%	8.6%	2.0%

WITHOUT "DON'T KNOW"**Q23a. 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=441)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. Ease of contacting the person you needed	26.3%	38.4%	14.9%	14.2%	6.2%
Q23a-2. Amount of time you waited for City's response	21.2%	39.8%	15.1%	15.6%	8.4%
Q23a-3. Accuracy of information or assistance you were given	24.1%	36.1%	19.0%	14.1%	6.8%
Q23a-4. Professionalism & courtesy of employee(s)	38.7%	40.5%	14.4%	4.4%	2.1%
Q23a-5. Overall satisfaction with the way your concern was addressed	26.4%	34.3%	15.3%	15.3%	8.8%

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

(N=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Overall quality of customer service provided by City Link agents	16.1%	27.0%	16.2%	4.2%	1.6%	34.8%
Q24-2. Wait time (time before speaking with an agent)	12.4%	25.6%	16.6%	5.0%	1.6%	38.8%
Q24-3. Amount of time spent on phone with City Link staff to resolve issue	12.7%	24.5%	17.1%	4.1%	1.4%	40.3%

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=1059)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Overall quality of customer service provided by City Link agents	24.6%	41.4%	24.9%	6.5%	2.5%
Q24-2. Wait time (time before speaking with an agent)	20.2%	41.8%	27.2%	8.2%	2.6%
Q24-3. Amount of time spent on phone with City Link staff to resolve issue	21.2%	41.0%	28.6%	6.8%	2.4%

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

(N=1059)

	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	8.6%	88.4%	3.0%
Q25-2. Have you had contact with a WSPD police officer during last year	35.9%	61.3%	2.8%
Q25-3. Have you or anyone in your household contacted City's 311 Call Center (City Link) in last year	43.8%	53.1%	3.1%
Q25-4. Have you or anyone in your household used 911 Emergency Communications Center in last year	22.9%	74.4%	2.7%
Q25-5. Have you visited City's website (cityofws.org) in last year	75.0%	22.4%	2.6%
Q25-6. Have you used bulky item pickup service in last year	67.4%	30.2%	2.4%
Q25-7. Have you or anyone in your household visited a Winston-Salem City recreation center in last year	44.5%	52.5%	3.0%
Q25-8. Have any members of your household visited any parks in Winston-Salem, North Carolina, in last year	76.6%	21.0%	2.5%
Q25-9. Have you used WSTA bus system in last year (fixed route or Trans-AID)	6.9%	90.4%	2.7%
Q25-10. Do you consider WSTA bus system to be your primary form of transportation	2.8%	93.5%	3.7%
Q25-11. Do you have regular access to internet at home or via mobile device	94.3%	3.1%	2.5%
Q25-12. Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in last year	29.7%	67.0%	3.2%
Q25-13. Have you ridden a bicycle on City streets in last year	23.2%	74.6%	2.2%

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

	Yes	No	Not provided
Q25-14. Have you applied for and/or received a housing rehabilitation loan from City within last two years	1.1%	96.1%	2.7%
Q25-15. Have you experienced a missed trash collection in past year	37.3%	58.8%	3.9%
Q25-16. Have you participated in any event at a City recreation center in past year	23.5%	73.2%	3.3%

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

(N=1059)

	Yes	No
Q25-1. Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during last year	8.9%	91.1%
Q25-2. Have you had contact with a WSPD police officer during last year	36.9%	63.1%
Q25-3. Have you or anyone in your household contacted City's 311 Call Center (City Link) in last year	45.2%	54.8%
Q25-4. Have you or anyone in your household used 911 Emergency Communications Center in last year	23.5%	76.5%
Q25-5. Have you visited City's website (cityofws.org) in last year	77.0%	23.0%
Q25-6. Have you used bulky item pickup service in last year	69.1%	30.9%
Q25-7. Have you or anyone in your household visited a Winston-Salem City recreation center in last year	45.9%	54.1%
Q25-8. Have any members of your household visited any parks in Winston-Salem, North Carolina, in last year	78.5%	21.5%
Q25-9. Have you used WSTA bus system in last year (fixed route or Trans-AID)	7.1%	92.9%
Q25-10. Do you consider WSTA bus system to be your primary form of transportation	2.9%	97.1%
Q25-11. Do you have regular access to internet at home or via mobile device	96.8%	3.2%
Q25-12. Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in last year	30.7%	69.3%
Q25-13. Have you ridden a bicycle on City streets in last year	23.7%	76.3%

WITHOUT "NOT PROVIDED"

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

	Yes	No
Q25-14. Have you applied for and/or received a housing rehabilitation loan from City within last two years	1.2%	98.8%
Q25-15. Have you experienced a missed trash collection in past year	38.8%	61.2%
Q25-16. Have you participated in any event at a City recreation center in past year	24.3%	75.7%

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

Q26. Will you be living in Winston-Salem, North Carolina five years from now	Number	Percent
Yes	895	84.5 %
No	109	10.3 %
Not provided	55	5.2 %
Total	1059	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. Will you be living in Winston-Salem, North Carolina five years from now	Number	Percent
Yes	895	89.1 %
No	109	10.9 %
Total	1004	100.0 %

Q27. Do you own or rent your current residence?

<u>Q27. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	670	63.3 %
Rent	375	35.4 %
Not provided	14	1.3 %
Total	1059	100.0 %

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

<u>Q27. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	670	64.1 %
Rent	375	35.9 %
Total	1045	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)	858	81.0 %
Duplex or townhome	74	7.0 %
Apartment or condominium building	99	9.3 %
Other	6	0.6 %
Not provided	22	2.1 %
Total	1059	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)	858	82.7 %
Duplex or townhome	74	7.1 %
Apartment or condominium building	99	9.5 %
Other	6	0.6 %
Total	1037	100.0 %

Q28-4. Other:

<u>Q28-4. Other</u>	<u>Number</u>	<u>Percent</u>
3-apartment in one house	1	20.0 %
Mobile home	1	20.0 %
House with multiple rented rooms	1	20.0 %
Independent living	1	20.0 %
Townhome apartment	1	20.0 %
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	195	18.4 %
6-10	111	10.5 %
11-15	81	7.6 %
16-20	98	9.3 %
21-30	193	18.2 %
31+	365	34.5 %
Not provided	16	1.5 %
Total	1059	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	195	18.7 %
6-10	111	10.6 %
11-15	81	7.8 %
16-20	98	9.4 %
21-30	193	18.5 %
31+	365	35.0 %
Total	1043	100.0 %

Q30. Are you of Hispanic, Latino, or other Spanish ancestry?

Q30. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	169	16.0 %
No	884	83.5 %
Not provided	6	0.6 %
Total	1059	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")**

Q30. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	169	16.0 %
No	884	84.0 %
Total	1053	100.0 %

Q31. Which of the following best describes your race/ethnicity?

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	26	2.5 %
Black or African American	348	32.9 %
American Indian or Alaska Native	7	0.7 %
White or Caucasian	540	51.0 %
Native Hawaiian or other Pacific Islander	1	0.1 %
Other	87	8.2 %
Prefer not to answer	40	3.8 %
Total	1049	

WITHOUT "PREFER NOT TO ANSWER"**Q31. Which of the following best describes your race/ethnicity? (without "prefer not to answer")**

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	26	2.6 %
Black or African American	348	34.2 %
American Indian or Alaska Native	7	0.7 %
White or Caucasian	540	53.0 %
Native Hawaiian or other Pacific Islander	1	0.1 %
Other	87	8.5 %
Total	1009	

Q31-6. Self-describe your race/ethnicity:

<u>Q31-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	79	90.8 %
Mixed	1	1.1 %
Latin American	1	1.1 %
Greek	1	1.1 %
Mixed White and Latino	1	1.1 %
Latino	1	1.1 %
Latino/Spain	1	1.1 %
Mexican	1	1.1 %
Latin	1	1.1 %
Total	87	100.0 %

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

Q32. Your total household income	Number	Percent
Under \$30K	190	17.9 %
\$30K to \$59,999	236	22.3 %
\$60K to \$99,999	230	21.7 %
\$100K+	212	20.0 %
Not provided	191	18.0 %
Total	1059	100.0 %

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

Q32. Your total household income	Number	Percent
Under \$30K	190	21.9 %
\$30K to \$59,999	236	27.2 %
\$60K to \$99,999	230	26.5 %
\$100K+	212	24.4 %
Total	868	100.0 %

Q33. What is your age?

Q33. Your age	Number	Percent
18-24	29	2.7 %
25-34	185	17.5 %
35-44	200	18.9 %
45-54	199	18.8 %
55-64	200	18.9 %
65+	213	20.1 %
Not provided	33	3.1 %
Total	1059	100.0 %

WITHOUT "NOT PROVIDED"**Q33. What is your age? (without "not provided")**

Q33. Your age	Number	Percent
18-24	29	2.8 %
25-34	185	18.0 %
35-44	200	19.5 %
45-54	199	19.4 %
55-64	200	19.5 %
65+	213	20.8 %
Total	1026	100.0 %

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

	Mean	Sum
number	1.7	535
Under 10	0.8	235
10-13	0.3	89
14-16	0.4	116
17-18	0.3	95

Q35. What is your gender identity?

Q35. Your gender	Number	Percent
Male	514	48.5 %
Female	525	49.6 %
Other	7	0.7 %
Not provided	13	1.2 %
Total	1059	100.0 %

WITHOUT "NOT PROVIDED"**Q35. What is your gender identity? (without "not provided")**

Q35. Your gender	Number	Percent
Male	514	49.1 %
Female	525	50.2 %
Other	7	0.7 %
Total	1046	100.0 %

Q35-3. Self-describe your gender identity:

Q35-3. Please define your gender identity.	Number	Percent
Non-binary	5	71.4 %
Transmale	1	14.3 %
Fluid	1	14.3 %
Total	7	100.0 %

Ward

<u>Ward</u>	<u>Number</u>	<u>Percent</u>
East	108	10.2 %
Northeast	107	10.1 %
North	109	10.3 %
Northwest	184	17.4 %
Southeast	100	9.4 %
South	133	12.6 %
Southwest	146	13.8 %
<u>West</u>	<u>172</u>	<u>16.2 %</u>
Total	1059	100.0 %



5

Survey Instrument



Office of the City Manager

Patrice Toney Assistant City Manager

City of Winston-Salem P.O. Box 2511 Winston-Salem, NC 27102 Tel 336.747-7424 Fax 336.748.3060 patricef@cityofws.org www.cityofws.org

November 4, 2015

From: City Manager/Assistant City Manager

Subject: Survey on City Services and Quality of Life

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 vía web al: wsncsurvey.org. Todas sus respuestas serán anónimas y confidencial. Por favor devuelva la encuesta en el sobre adjunto con porte pagado. ¡Gracias!

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.

Your responses will remain completely anonymous.

If you do not have a copy of the survey, please call City Link at 336.727.8000.

If you do not have a copy of the survey, please call City Link at 336.727.8000.

Resident Survey, please email ResidentSurvey@cityofws.org or call City Link at 336.727.8000.

Upegn.

Patrice Toney

City Manager



City Council: O c { q t ' C n g p ' l q l p g u = F g p k g ' F 0 C f c o u . ' O c { q t ' R i q ' V g o r q t g . ' P q t v j ' Y c t f = D e t d e t e ' J c p g u ' D w t n g . ' P q t v j g e u v Y c t f = T q d g t v E 0 E n t m ' ' Y g u v Y c t f = I q j p ' E 0 N e t u a p . ' U q w j ' Y c t f = L g h h ' O c e l f q u j . ' P q t v j g u v Y c t f = M e x l p ' O w p f { . ' U q w j g u v Y c t f = C p p g v g ' U e l r r l q . ' G e u v Y c t f = ' L e o g u ' V e { i q t . ' I r 0 ' U q w j g e u v Y c t f



2023-24 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 WSNCSurvey.org. 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. From which THREE of the following would you prefer to get information about programs and services the City of Winston-Salem, North Carolina offers?

- | | | |
|-------------------------------|------------------------|--------------------------------|
| ____(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 preferred platform from 1 to 6, where 1 is "Most Important" and 6 is "Least Important."

City Social Media		Rank
1.	Facebook	
2.	Instagram	
3.	X (formerly Twitter)	
4.	Nextdoor	
5.	Flickr	
6.	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."

City Services		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 and Public Safety Communications Center. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

Police and Fire Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Fire personnel response time to fire and rescue emergencies	5	4	3	2	1	9
02.	Fire personnel response time to medical emergencies	5	4	3	2	1	9
03.	The City's fire prevention efforts	5	4	3	2	1	9
04.	The visibility of fire personnel in neighborhoods	5	4	3	2	1	9
05.	The visibility of police in neighborhoods	5	4	3	2	1	9
06.	The City's overall efforts to prevent crime	5	4	3	2	1	9
07.	Enforcement of traffic laws	5	4	3	2	1	9
08.	Police response time to emergencies	5	4	3	2	1	9
09.	Overall perception of Police personnel attitudes/behaviors	5	4	3	2	1	9
10.	Overall competence of Police personnel	5	4	3	2	1	9
11.	Overall satisfaction with the Winston-Salem Police Department's performance	5	4	3	2	1	9
Public Safety Communications Center							
12.	Overall perception of Public Safety Communications Center performance	5	4	3	2	1	9
13.	Overall competence of Public Safety Communications Center Staff	5	4	3	2	1	9
14.	Overall perception of Public Safety Communications Center Staff attitudes and behavior toward citizens	5	4	3	2	1	9

9. Which TWO of the Police, Fire, and Public Safety Communications Center 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 safety concerns, suggestions, or recommendations for the Winston-Salem Police Department and/or Public Safety Communications staff?

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 and 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. 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 or anyone in your household used the 911 Emergency Communications Center in the last year?	Yes	No
05.	Have you visited the City's website (cityofws.org) in the last year?	Yes	No
06.	Have you used the bulky item pick-up service in the last year?	Yes	No
07.	Have you or anyone in your household visited a Winston-Salem City recreation center in the last year?	Yes	No
08.	Have any members of your household visited any parks in Winston-Salem, North Carolina, in the last year?	Yes	No
09.	Have you used the WSTA bus system in the last year (fixed route or Trans-AID)?	Yes	No
10.	Do you consider the WSTA bus system to be your primary form of transportation?	Yes	No
11.	Do you have regular access to the internet at home or via mobile device?	Yes	No
12.	Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in the last year?	Yes	No
13.	Have you ridden a bicycle on City streets in the last year?	Yes	No
14.	Have you applied for and/or received a housing rehabilitation loan from the City within the last two years?	Yes	No
15.	Have you experienced a missed trash collection in the past year?	Yes	No
16.	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: _____

