

2018 City of Winston-Salem Resident Survey

2018

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Final
Report

Submitted to the City of Winston-Salem, NC

by:

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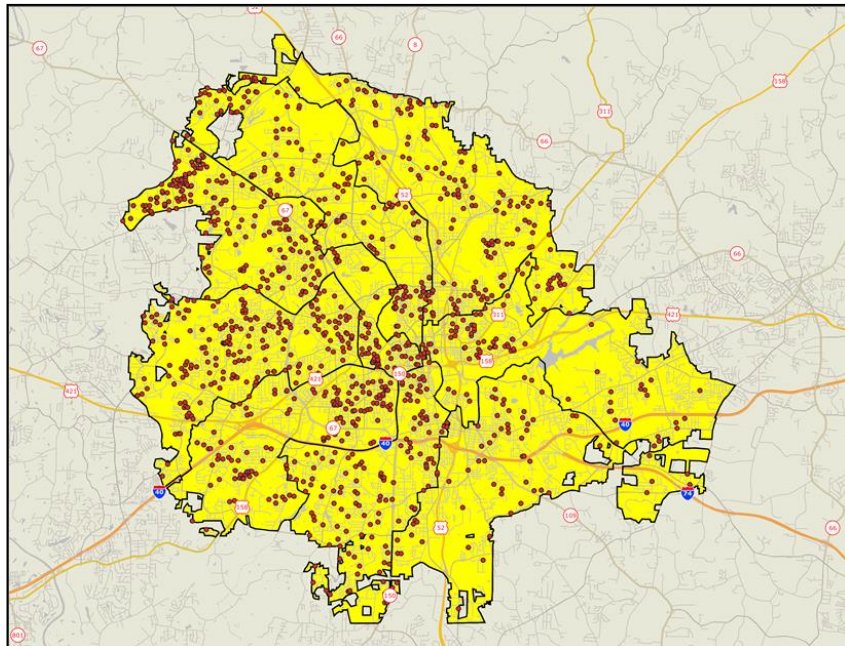
2018 City of Winston-Salem Resident Survey Executive Summary Report

Overview and Methodology

Overview. During the winter of 2018, ETC Institute administered a citizen 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 first year ETC Institute has administered a community survey for the City of Winston-Salem.

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

The goal was to receive at least 1,000 completed surveys. This goal was met, with a total of 1,004 households completing a survey. The results for the random sample of 1,004 households have a 95% level of confidence with a precision of at least +/- 3.1%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online). To ensure that households throughout the City were well represented, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



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

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (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)

Cross-tabular data by key demographic variables, GIS maps, and survey results from non-random respondents are published separately as Appendices A-C.

Major Findings

- **Overall Ratings for the City of Winston-Salem.** Eighty-five percent (85%) of residents, *who had an opinion*, rated the City “excellent” or “good” (rating of 4 or 5 on a 5-point scale) as a place to live; 80% gave the City “excellent” or “good” ratings as a place to raise children, and 70% indicated the City was an “excellent” or “good” place to work.
- **Satisfaction with Items That Influence Perceptions of the City.** More than three-fourths (76%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of life in the City of Winston-Salem. Other perceptions of the City that respondents were satisfied with include: overall image of the City (75%), overall quality of services provided (68%), and access to healthy food options within the city (66%). Residents were least satisfied with the availability of jobs in the City (44%).

- **Satisfaction with Communications Services.** Seventy-one percent (71%) 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 (58%) and availability of information about City programs and services (56%). Residents were least satisfied with opportunities to engage/provide input into decisions made by the City.
- **Overall Satisfaction with Major City Services.** Eighty-seven percent (87%), *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 are satisfied with include: solid waste services (78%), police services (78%), City water and sewer utilities (73%), and City recreation and parks programs/facilities (70%). Residents were least satisfied with the maintenance of City streets and sidewalks (42%).
- **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) maintenance of streets and sidewalks, and 4) city water and sewer utilities. The services residents felt were least important were the City’s stormwater runoff/management system and permitting and inspection services.
- **Satisfaction with Police and Fire Services.** Eighty-five percent (85%) 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; 84% were satisfied with fire personnel response time to medical emergencies, and 72% were satisfied with the City’s fire prevention efforts. Residents were least satisfied with the visibility of police in neighborhoods (57%).
- **Police and Fire Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the police and fire services that respondents feel are most important for the City to emphasize over the next two years are: 1) overall efforts by the City to prevent crime and 2) visibility of police in neighborhoods.
- **Satisfaction with Streets and Sidewalks.** Seventy percent (70%) 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; 70% were satisfied snow removal on major city streets

during the past 12 months, 60% were satisfied with the adequacy of city street lighting, and 57% were satisfied with mowing and landscaping along city streets. Residents were least satisfied with on-street bicycle infrastructure (bike lanes/wayfinding signs) (34%).

- **Streets and Sidewalks Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the streets and sidewalks services that respondents feel are most important for the City to emphasize over the next two years are: 1) maintenance of City streets and 2) maintenance of neighborhood streets.
- **Satisfaction with Public Transportation.** Fifty-seven percent (57%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the condition of existing greenways; 47% were satisfied with the availability of greenways throughout the city; 44% were satisfied with the ease/availability of public parking in decks in downtown, and 41% were satisfied with the amount of traffic congestion on city streets. Residents were least satisfied with ease/availability of on-street public parking in downtown (29%).
- **Public Transportation Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the public transportation services that respondents feel are most important for the City to emphasize over the next two years are: 1) the amount of traffic congestion on city streets and 2) ease/availability of on-street public parking in downtown.
- **Satisfaction with Community Development Services.** Sixty-five percent (65%) 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; 45% were satisfied with enforcing trash, weeds, and exterior maintenance in their neighborhood, and 40% 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 (26%).
- **Community Development Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the community development services that respondents feel are most important for the City to emphasize over the next two years are: 1) enforcing clean-up of trash/debris on private property and 2) demolishing vacant structures that are nuisance properties.

- **Satisfaction with Recreation and Parks Services.** Seventy-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; 69% were satisfied with the quality of facilities in city parks; 64% were satisfied with the quality of city-owned outdoor athletic fields, and 61% were satisfied with walking and biking trails in the city. Residents were least satisfied with the marketing of Recreation and Parks programs/facilities (39%).
- **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-six percent (86%) 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; 82% were satisfied with the quality of curbside recycling services, and 74% were satisfied with the quality of bulky item pick-up services. Residents were least satisfied with the quality of City street sweeping services (56%).
- **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 residential trash collection services and 2) quality of curbside recycling services.
- **Satisfaction with Water, Sewer, and Stormwater Services.** Sixty-nine percent (69%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with overall quality of household drinking water, and 62% were satisfied with the timeliness of water/sewer line break repairs. Residents were least satisfied with the affordability of water/sewer and stormwater bills (42%).
- **Satisfaction with City Link 311 Services.** Sixty-nine percent (69%) of residents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of customer service provided, 65% were satisfied with the amount of time spent on the phone with City Link staff to resolve an issue, and 64% were satisfied with their wait time before speaking with an agent.

Other Findings

- Forty-eight percent (48%) of respondents surveyed get their information about City programs and services from network television. Other sources of information include: newspapers (48%), utility bill inserts (47%), the City website (46%), and local radio (36%). Multiple responses were allowed for this question.
- Thirty-nine percent (39%) of residents surveyed indicated they had called or visited the City government with a question, problem, or complaint during the past year. Of those 39% who had interacted with the City, 82% *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; 72% were satisfied with the ease of contacting the person they needed; 68% were satisfied overall with the way their concern was addressed; 67% were satisfied with the accuracy of information/assistance given, and 64% were satisfied with the amount of time they waited for the City's response.
- Most respondents (95%), *who had an opinion*, indicated they support (rating of 3 or 4 on a 4-point scale) prioritizing funding for transportation projects on a potential bond referendum. Other capital project needs that respondents support funding include: public safety (94%), recreation projects (90%), and economic development (89%).

How Winston-Salem Compares to Other Communities

The City of Winston-Salem **rated at or above the Atlantic Regional average** in 39 of the 51 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey. Winston-Salem rated significantly higher than the Atlantic Regional average (3% or more above) in 27 of these areas. The areas in which the City rated at least 10% above the Atlantic Regional average are listed below and on the following page:

- Quality of bulky item pick-up services (+22%)
- Overall satisfaction with the way concern was addressed by City employee(s) (+20%)
- City swimming pools and programs (+19%)
- Overall quality of City services (+17%)
- Ratings of the City as a place to live (+14%)
- Ratings of the City as a place to work (+13%)
- How well the City is managing growth/development (+13%)
- Professionalism/courtesy of City employee(s) (+13%)
- Ratings of the City as a place to raise children (+12%)

- Quality of curbside recycling service (+12%)
- Quality of residential trash collection services (+11%)
- Timeliness of water/sewer line break repairs (+11%)
- Overall image of the community (+10%)
- Accuracy of information/assistance given by City employee(s) (+10%)
- City water and sewer services (+10%)

Winston-Salem **rated above the National average** in 37 of the 51 areas that were assessed. The City rated significantly higher than the National average (3% or more above) in 31 of these areas. The areas in which Winston-Salem rated at least 10% above the National average are listed below:

- Quality of bulky item pick-up services (+23%)
- Overall quality of City services (+19%)
- Overall satisfaction with the way concern was addressed by City employee(s) (+18%)
- Ratings of the City as a place to work (+16%)
- Ratings of the City as a place to live (+15%)
- Professionalism/courtesy of City employee(s) (+14%)
- City swimming pools and programs (+14%)
- Quality of residential trash collection services (+13%)
- Quality of curbside recycling service (+13%)
- Ratings of the City as a place to raise children (+12%)
- Overall image of the community (+11%)
- Timeliness of water/sewer line break repairs (+11%)
- Value received for tax dollars and fees (+10%)
- Availability of information about City programs/services (+10%)

Investment Priorities

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

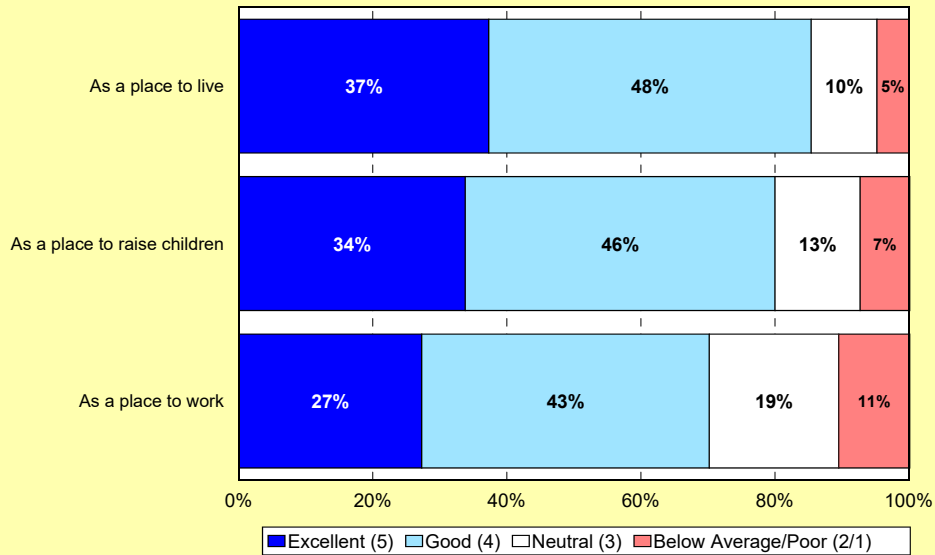
By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services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

- **Priorities within Departments/Specific Areas:** This analysis reviewed the importance of and satisfaction with services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:
 - **Police and Fire:** the City’s overall efforts to prevent crime and the visibility of police in neighborhoods
 - **Streets and Sidewalks:** maintenance of city streets throughout the City, maintenance of neighborhood streets, and condition of sidewalks throughout the City
 - **Public Transportation:** the amount of traffic congestion on City streets and ease/availability of on-street public parking in downtown
 - **Community Development:** 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 and activities
 - **Solid Waste:** none of the solid waste services were selected as a “high priority” for improvement

Section 1:
Charts and Graphs

Q1. Overall Ratings for the City of Winston-Salem

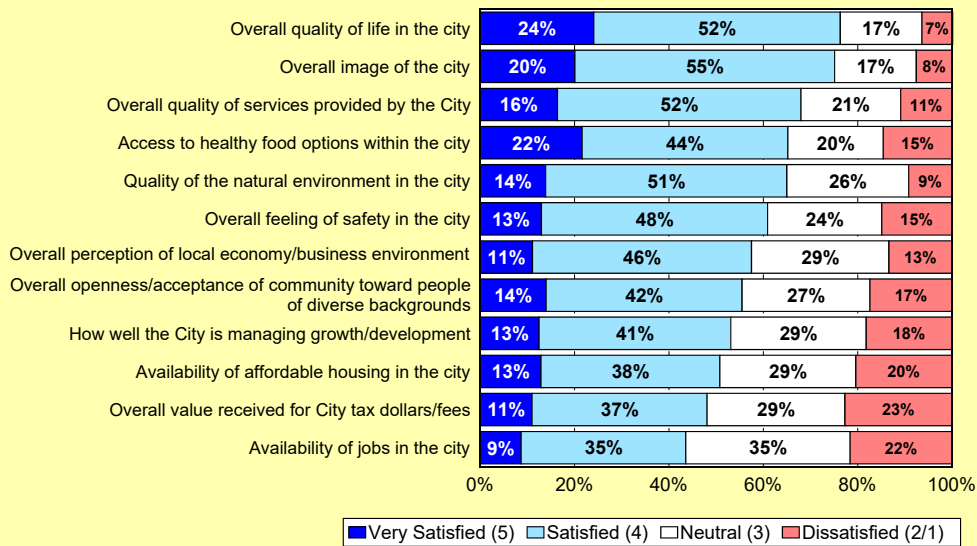
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q2. Satisfaction with Items That Influence Perceptions of the City

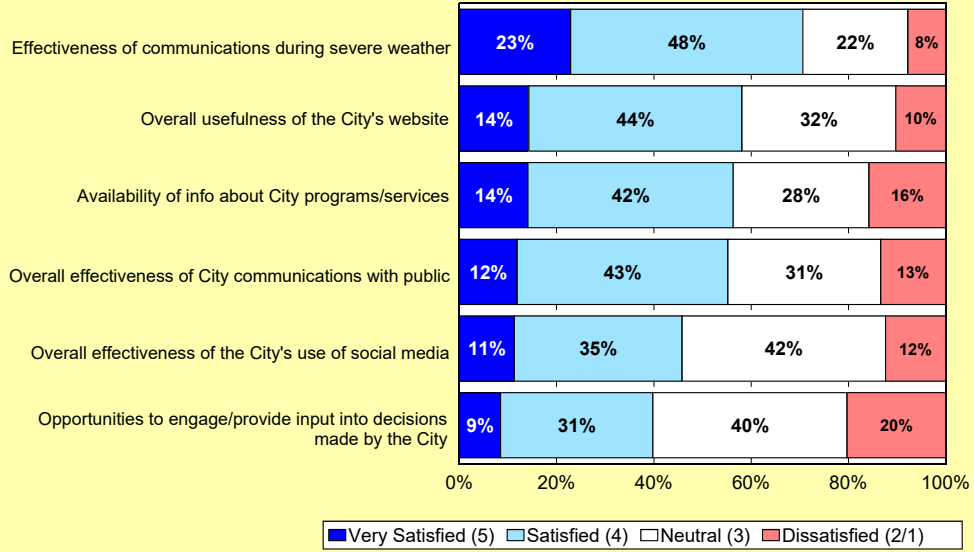
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q3. Satisfaction with Communications Services

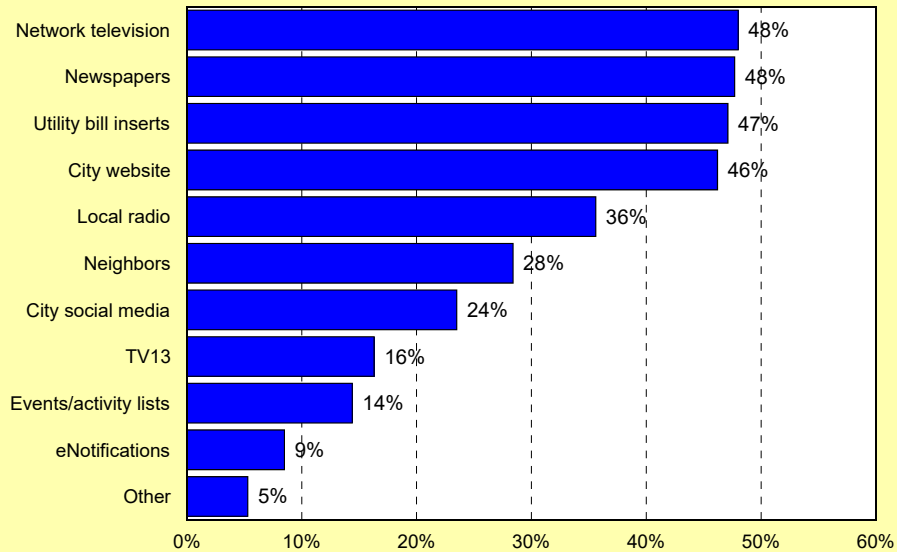
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

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

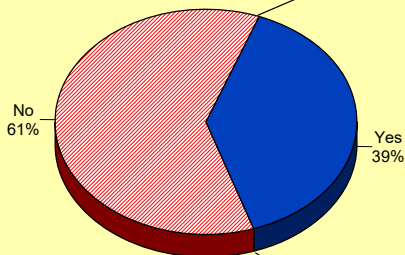
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

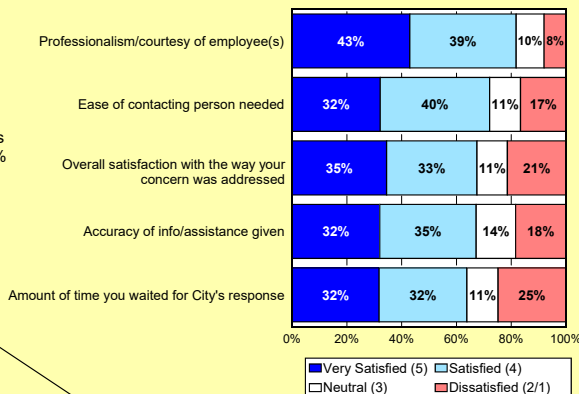
Q5. Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?

by percentage of respondents



Q5a. What was your level of satisfaction with the following aspects in your MOST RECENT interaction with the City?

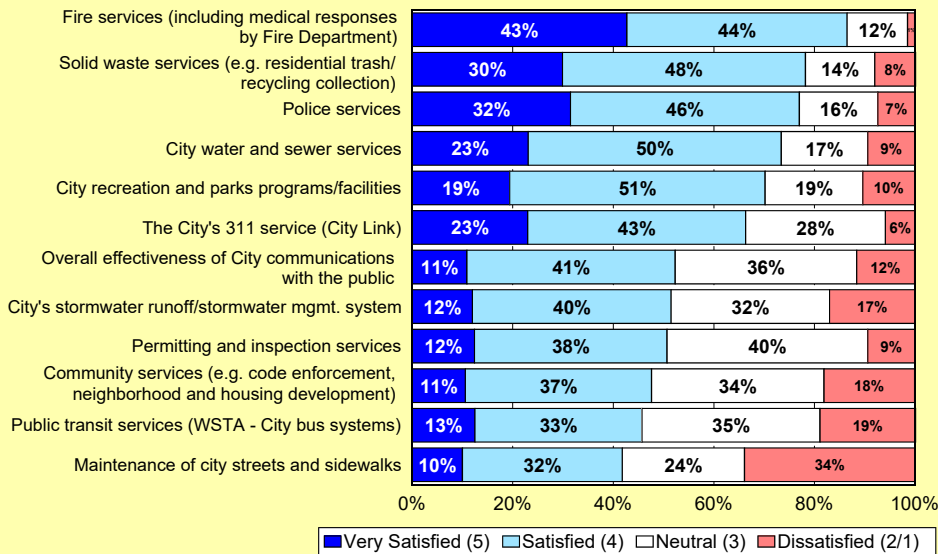
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q6. Overall Satisfaction with City Services by Major Category

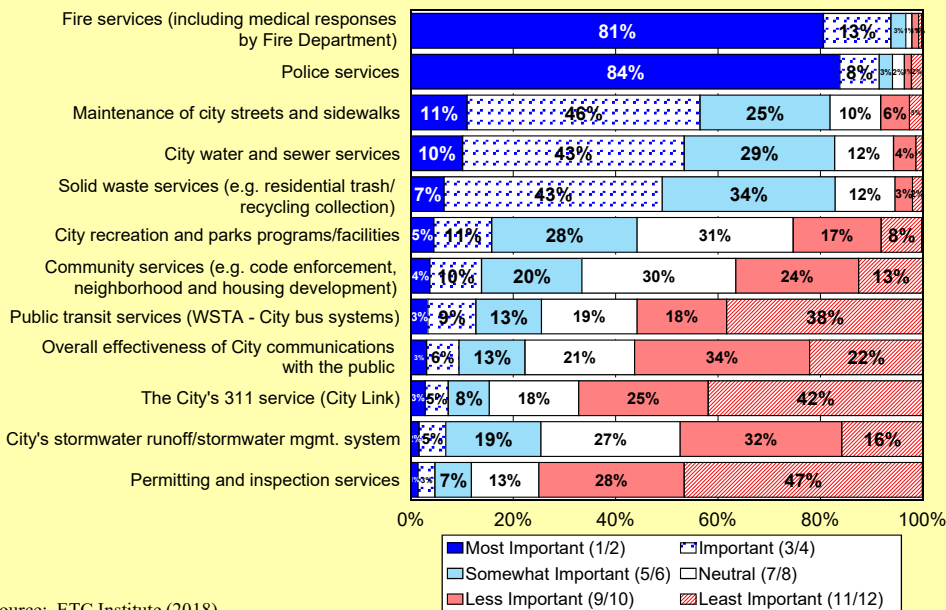
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

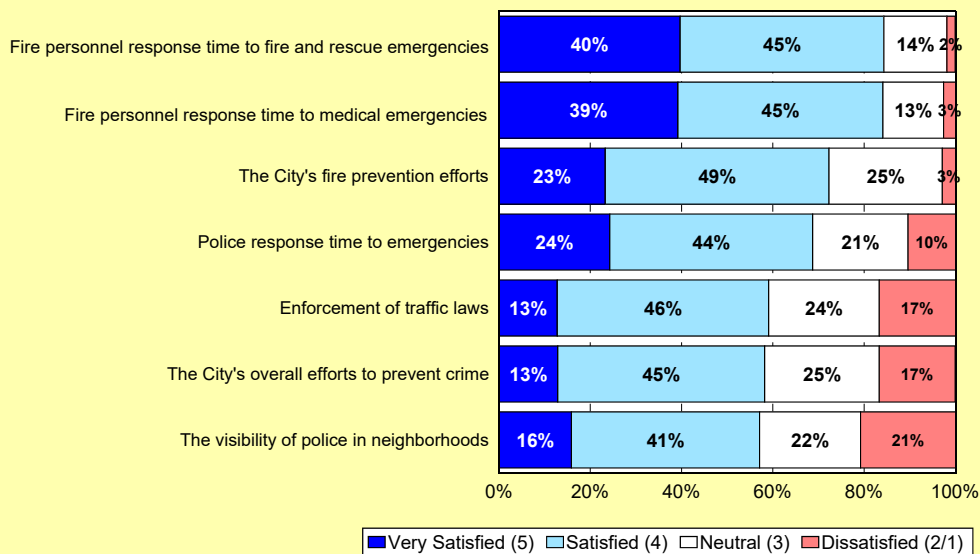
Q7. How Residents Would Prioritize the Following City Services

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



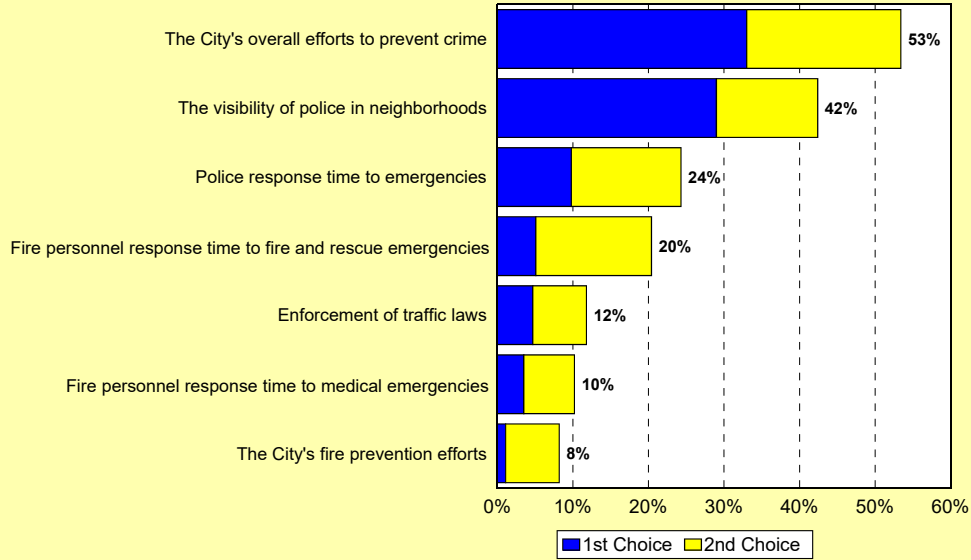
Q8. Satisfaction with Police and Fire Services

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



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

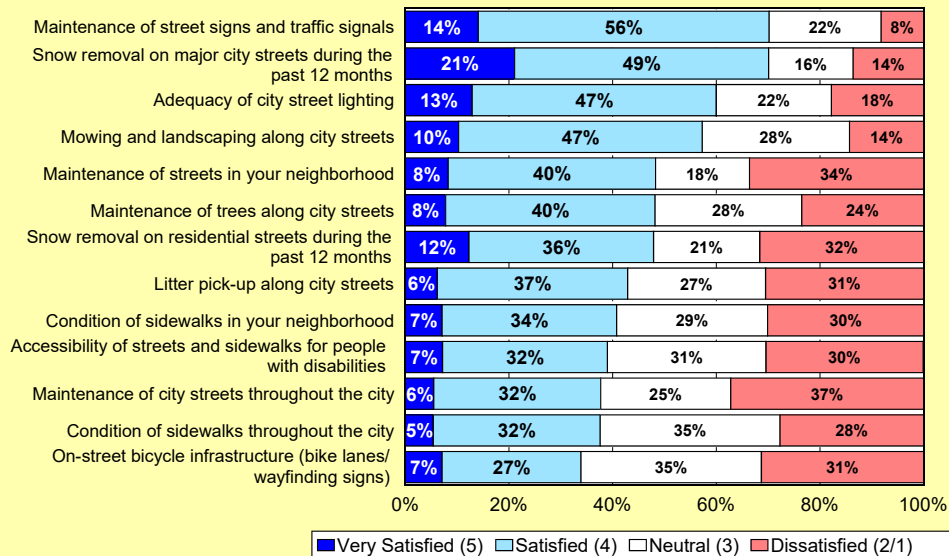
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

Q10. Satisfaction with Streets and Sidewalks

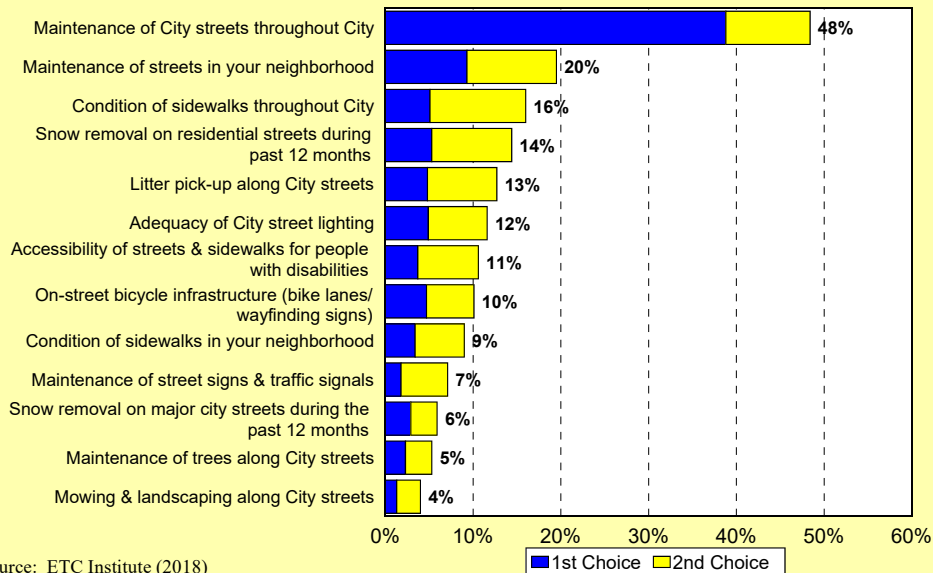
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

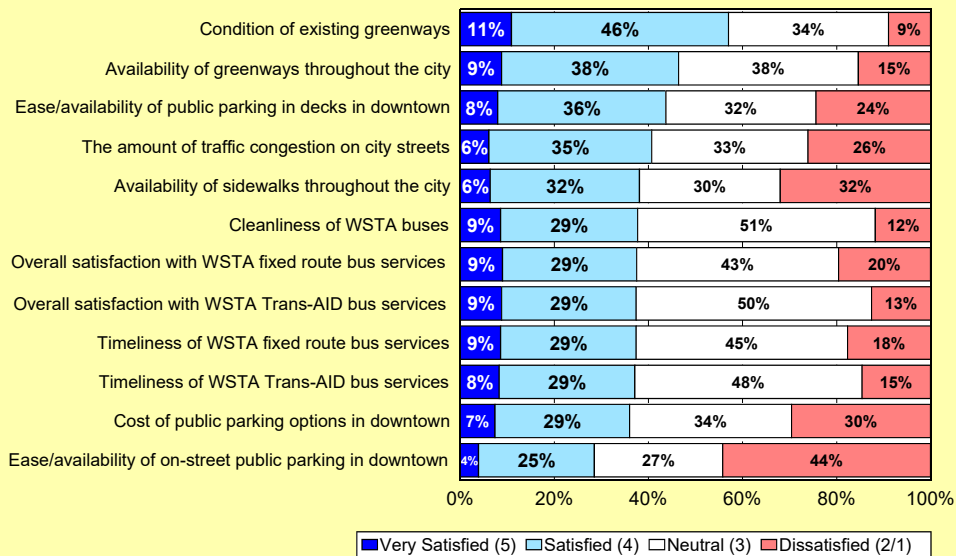
Q11. Streets and Sidewalks Services That Should Receive the Most Emphasis Over the Next Two Years

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



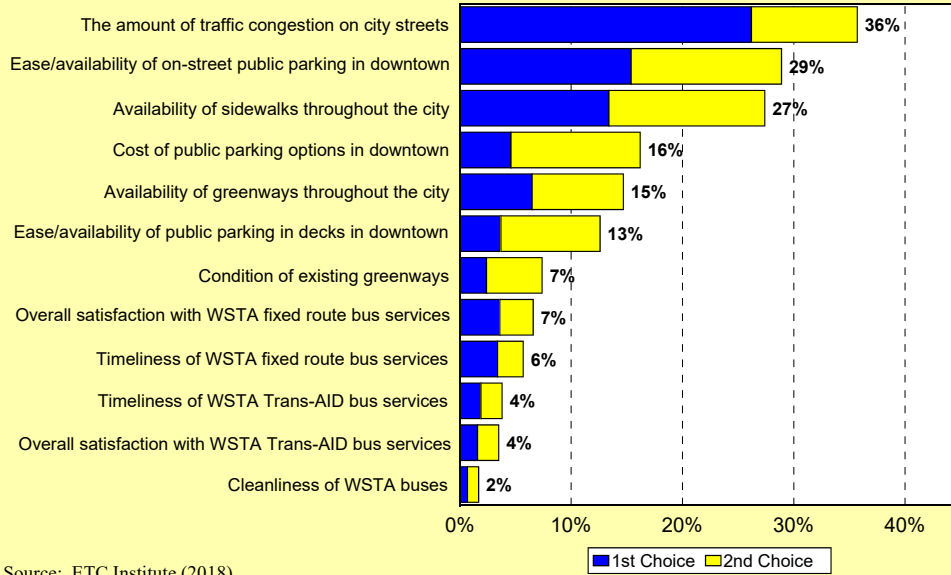
Q12. Satisfaction with Public Transportation

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



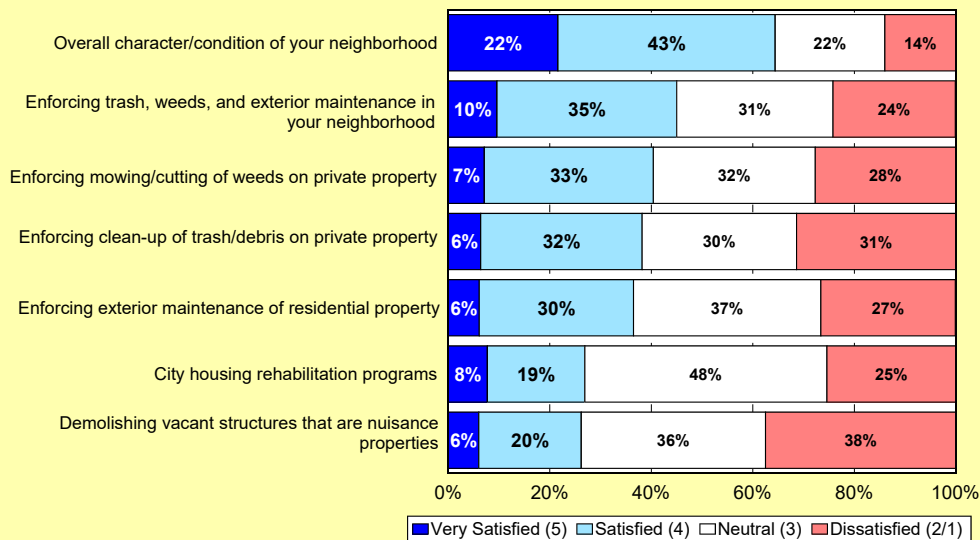
Q13. Public Transportation Services That Should Receive the Most Emphasis Over the Next Two Years

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



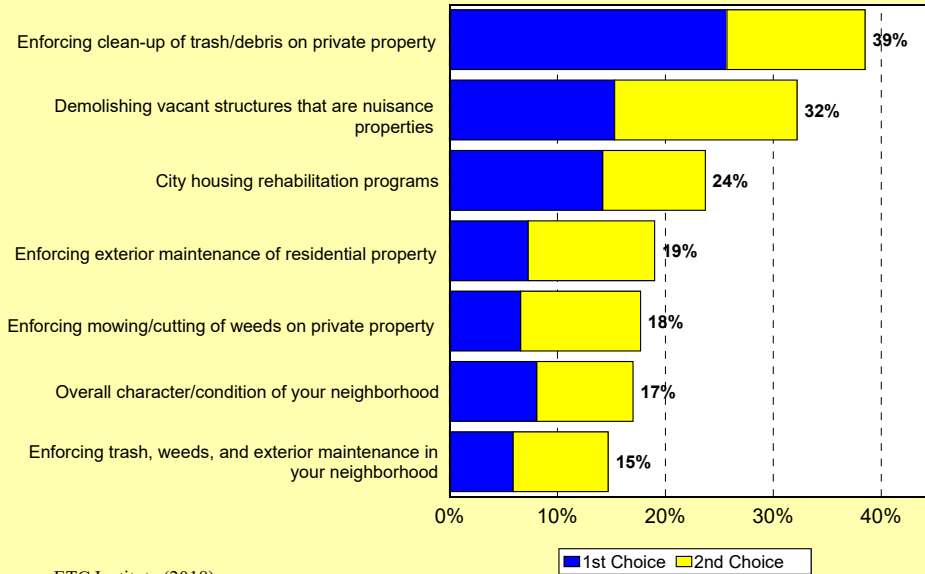
Q14. Satisfaction with Community Development Services

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



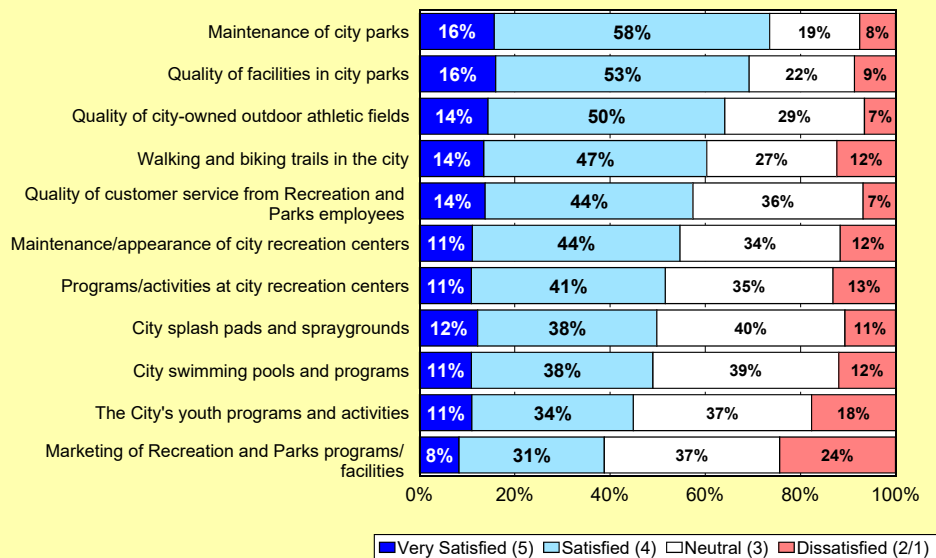
Q15. Community Development Services That Should Receive the Most Emphasis Over the Next Two Years

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



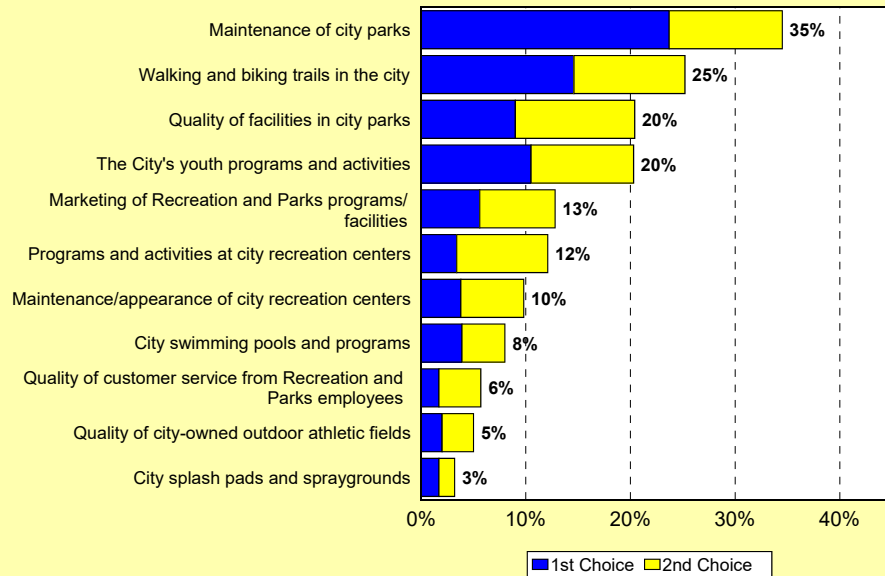
Q16. Satisfaction with Recreation and Parks Services

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



Q17. Recreation and Parks Services That Should Receive the Most Emphasis Over the Next Two Years

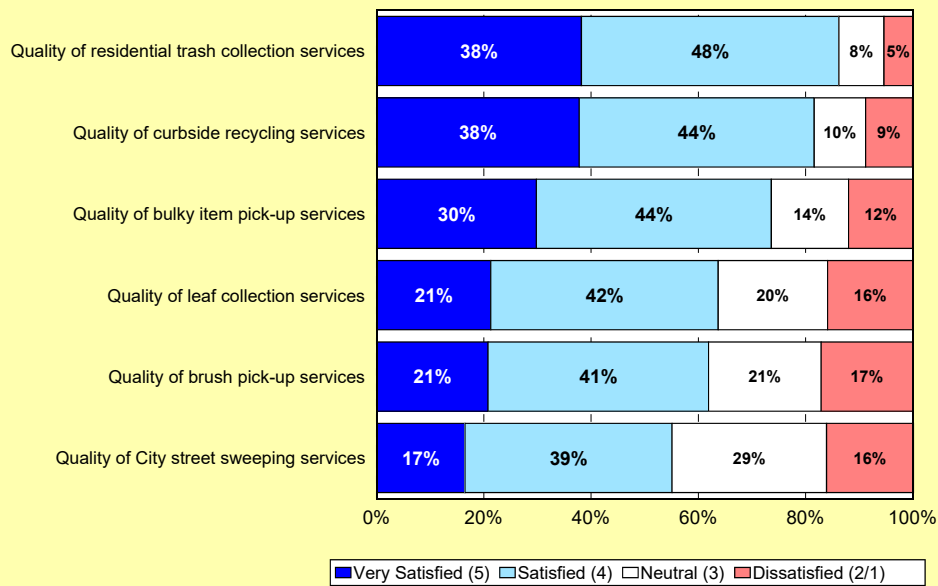
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

Q18. Satisfaction with Solid Waste Services

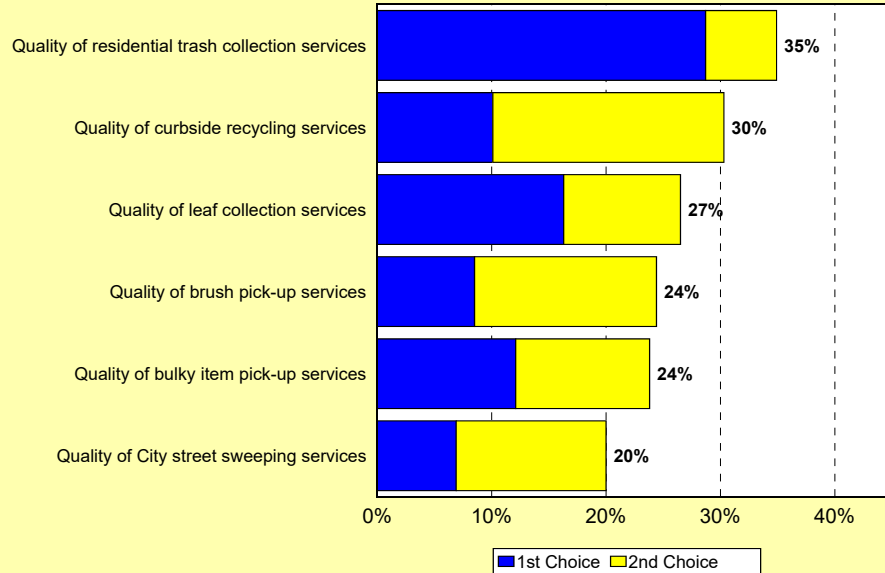
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q19. Solid Waste Services That Should Receive the Most Emphasis Over the Next Two Years

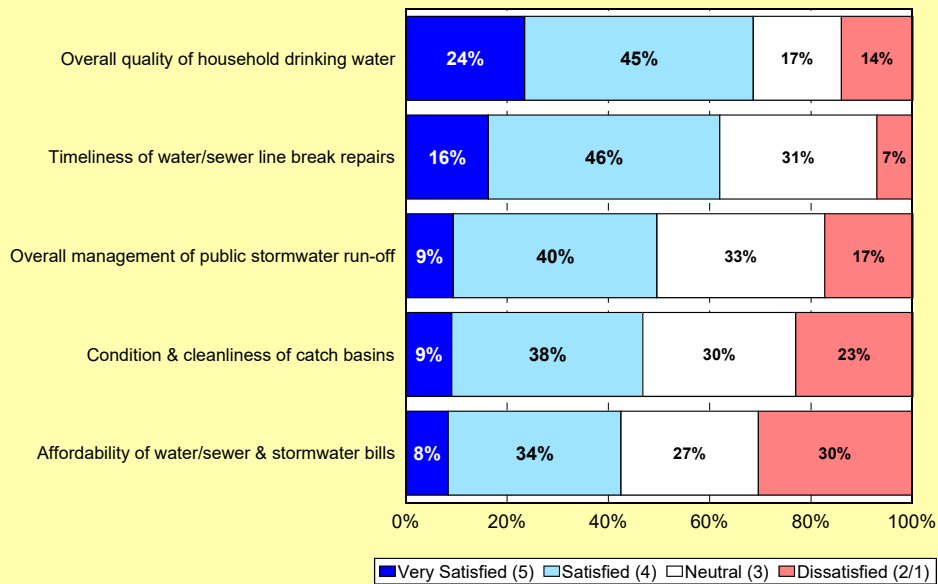
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

Q20. Satisfaction with Water, Sewer, and Stormwater Services

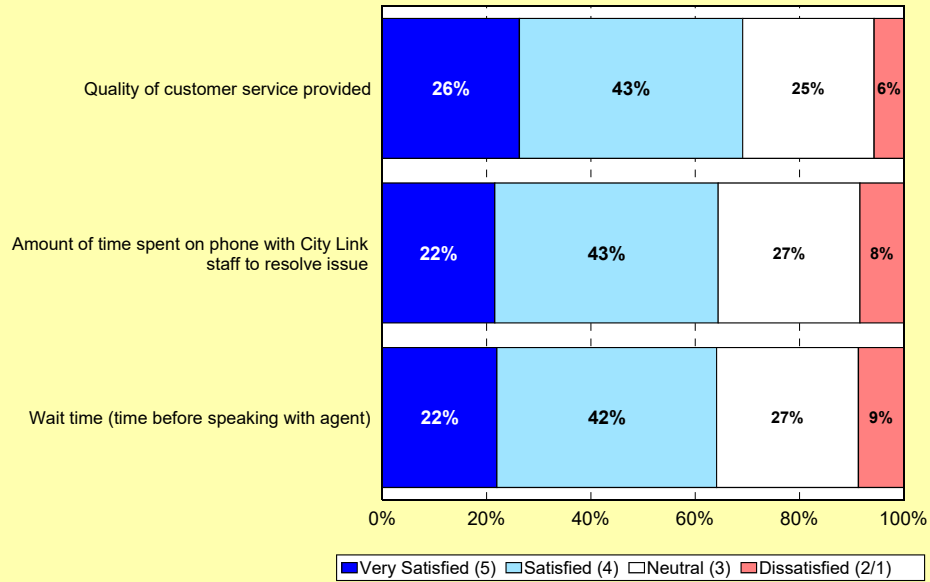
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

Q21. Satisfaction with City Link 311 Services

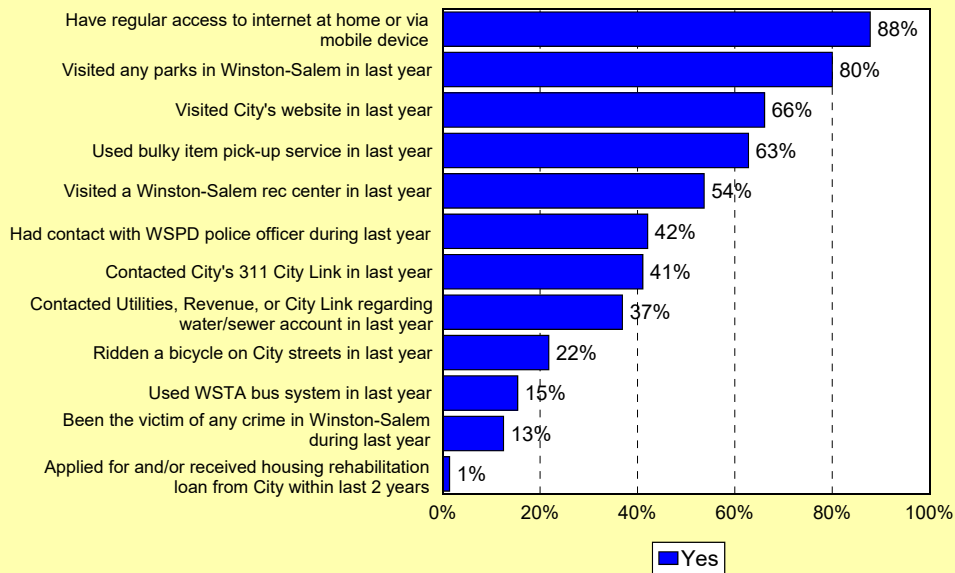
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



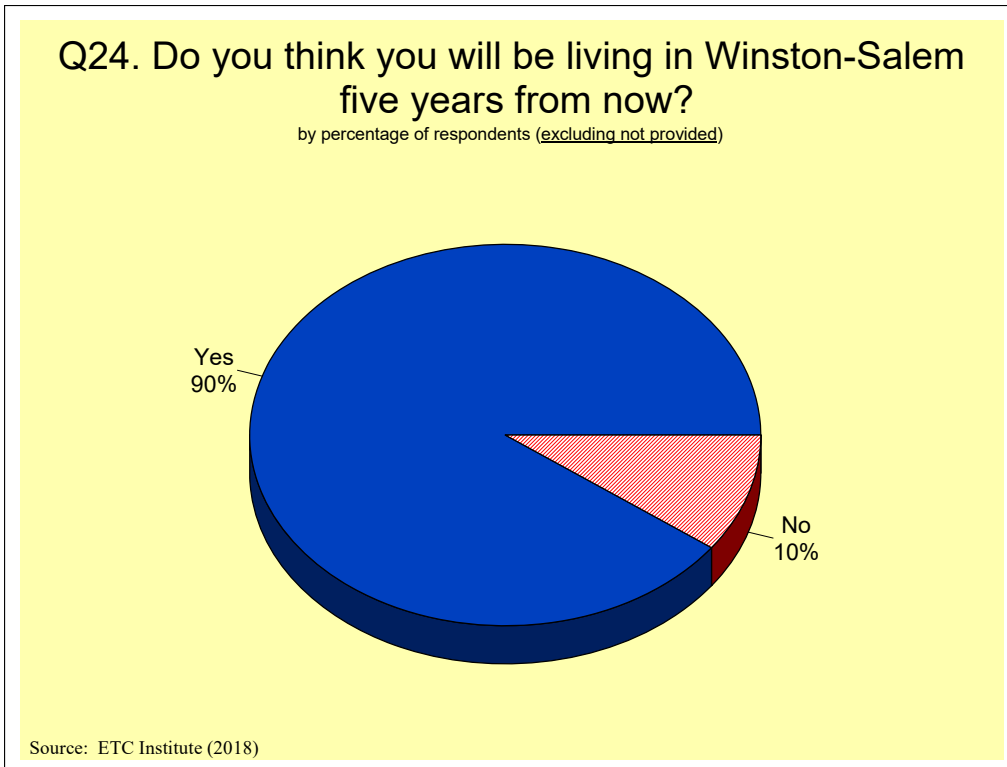
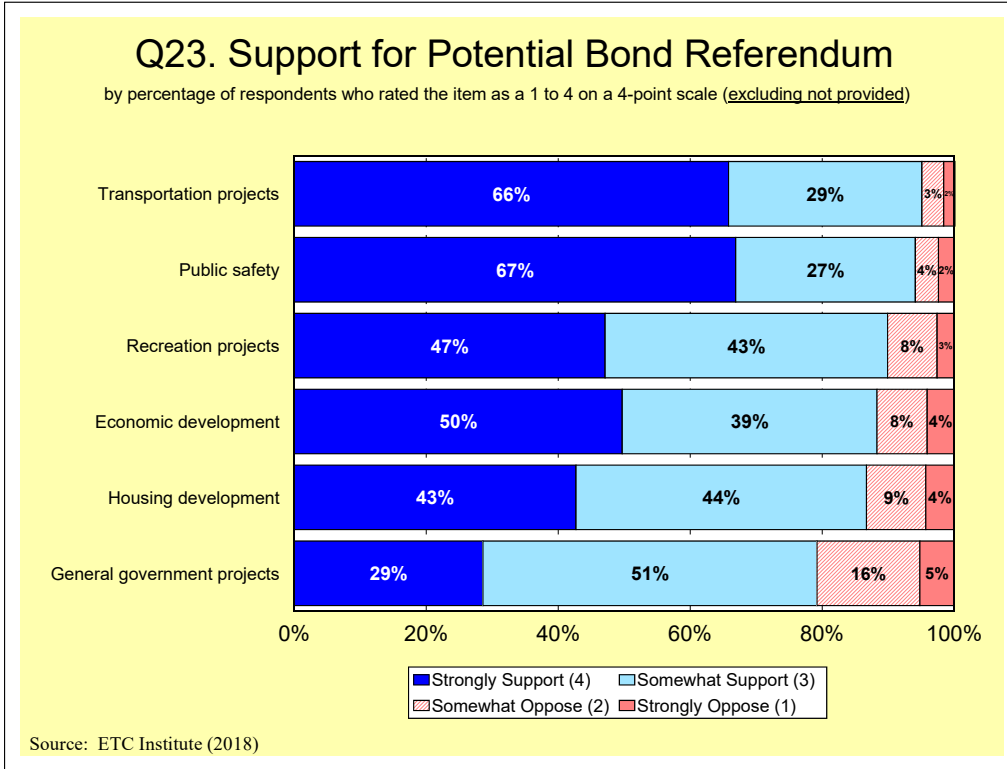
Source: ETC Institute (2018)

Q22. Have you done or experienced the following?

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

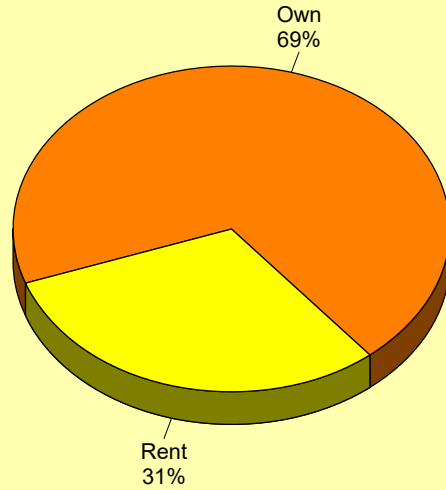


Source: ETC Institute (2018)



Q25. Do you own or rent your current residence?

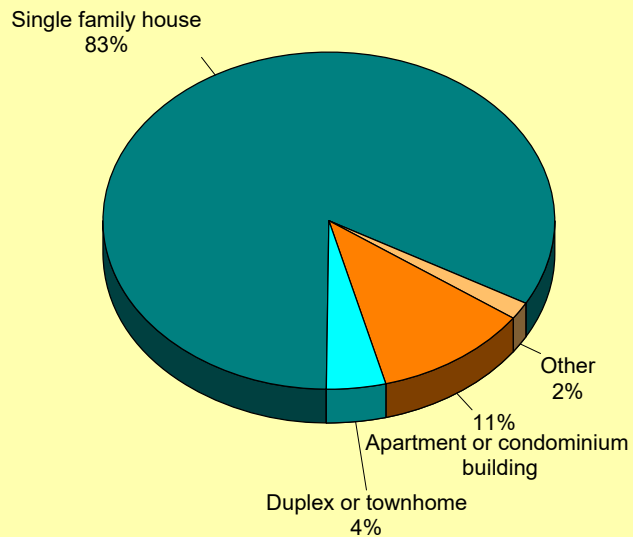
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

Q26. What type of dwelling do you live in?

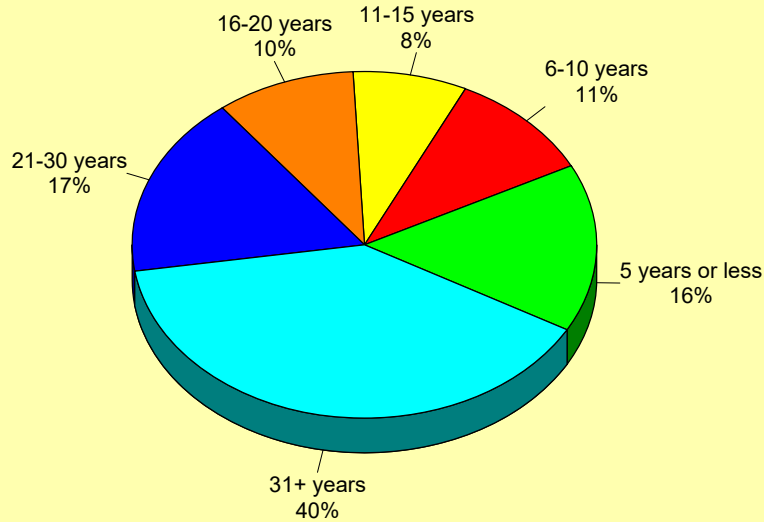
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

Q27. Approximately how many years have you lived in Winston-Salem?

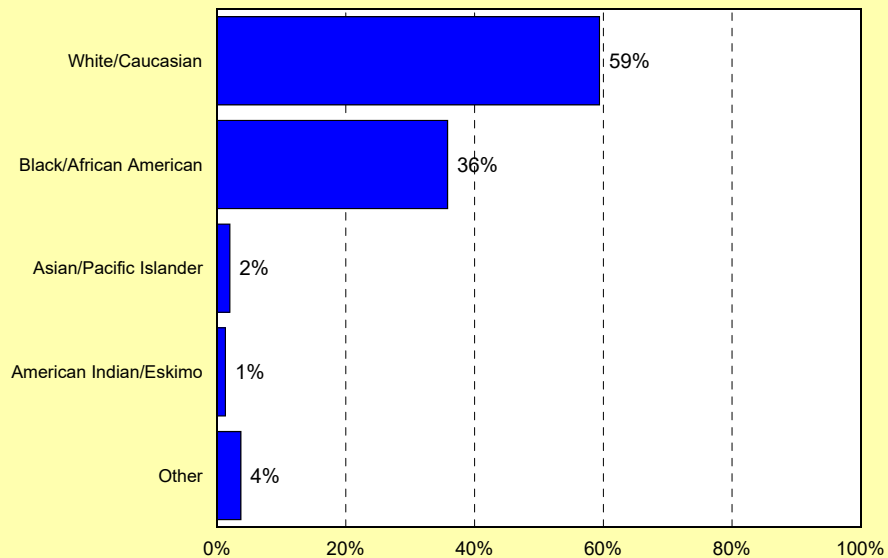
by percentage of respondents (excluding not provided)



Source: ETC Institute (2018)

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

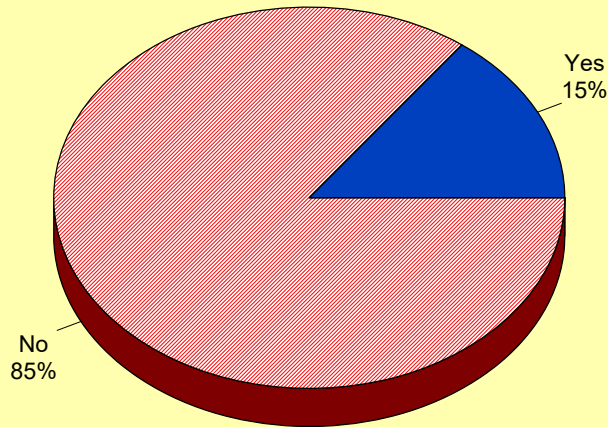
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Q29. Are you of Hispanic, Latino, or other Spanish ancestry?

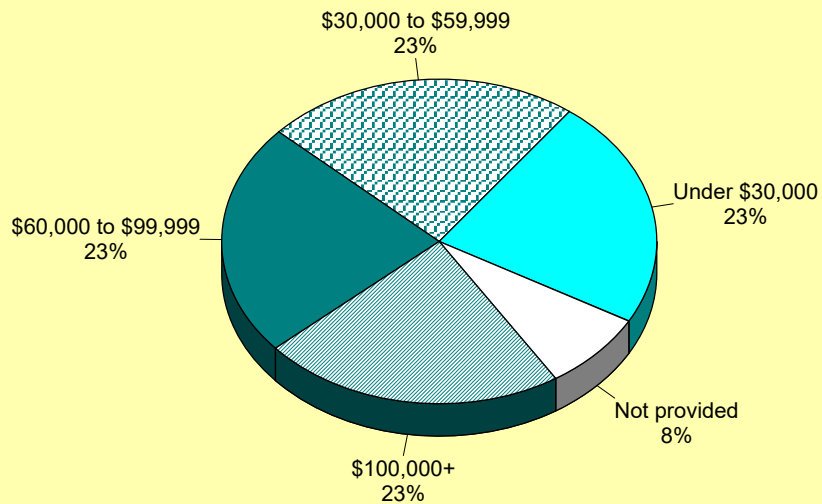
by percentage of respondents (excluding not provided)



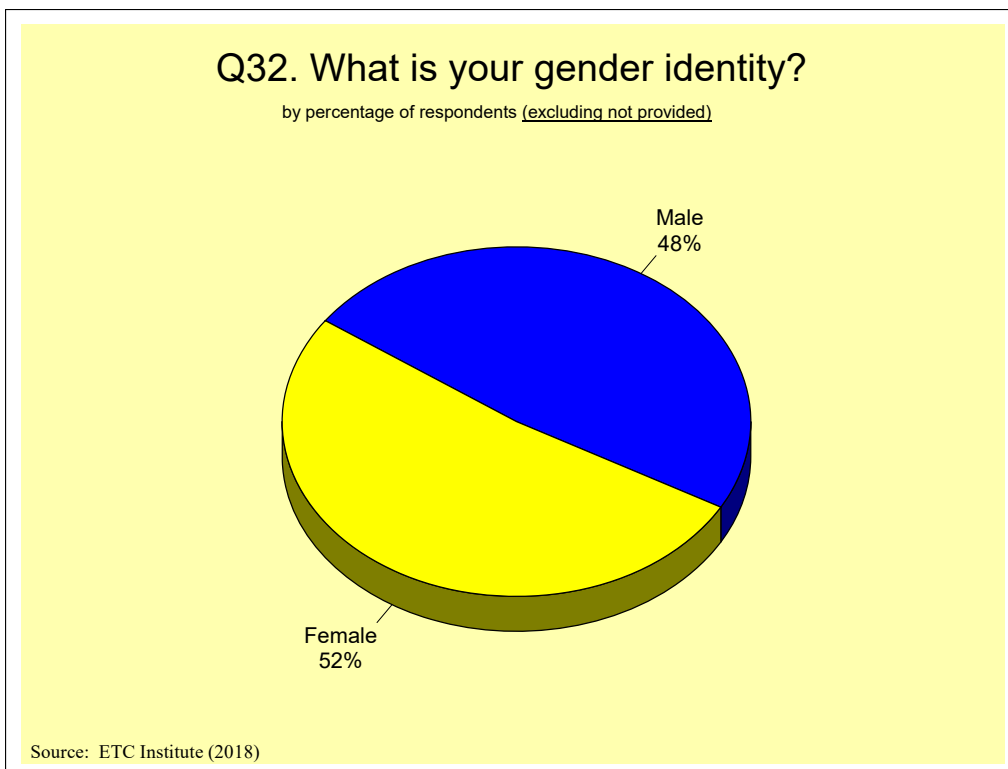
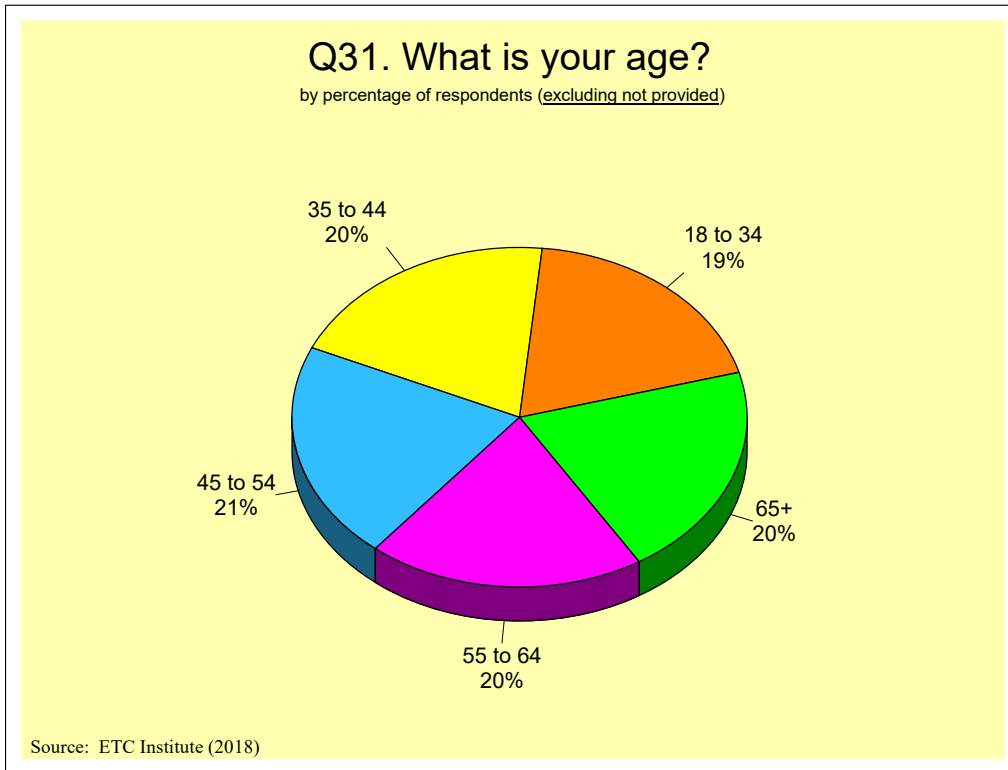
Source: ETC Institute (2018)

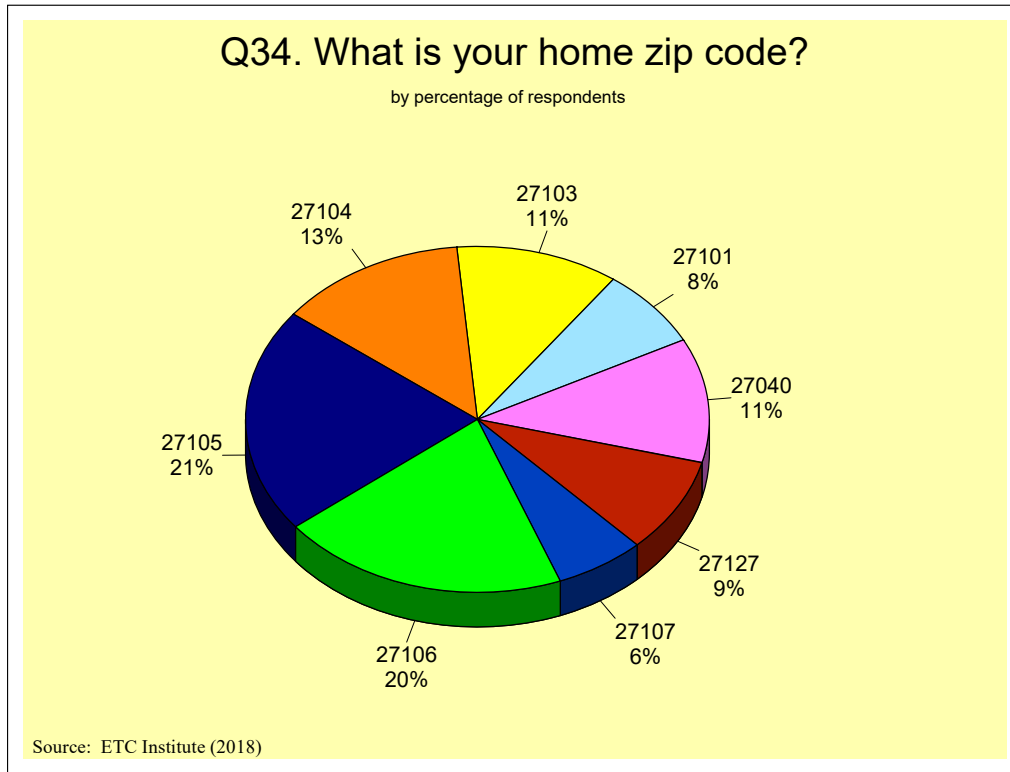
Q30. Demographics: Annual Household Income

by percentage of respondents



Source: ETC Institute (2018)





Section 2:
Benchmarking Data

Benchmarking Summary Report

Winston-Salem, North Carolina

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2016 to a random sample of over 4,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of more than 300 residents in the Atlantic Region of the United States during the summer of 2016. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

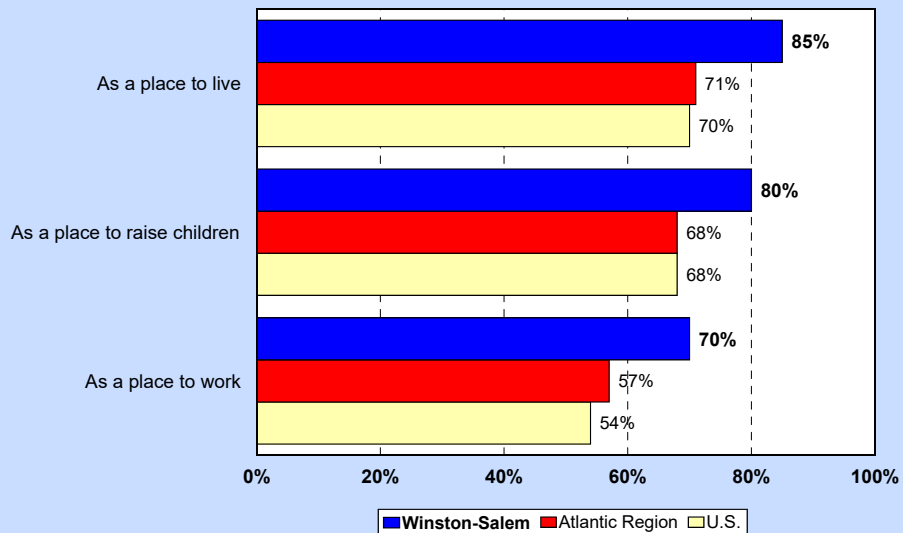
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Atlantic Region Average” shown in the charts reflects the results of the regional survey of more than 300 residents in the Atlantic Region.

National Benchmarks

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

Overall Ratings of the Community Winston-Salem vs. Atlantic Region vs. the U.S.

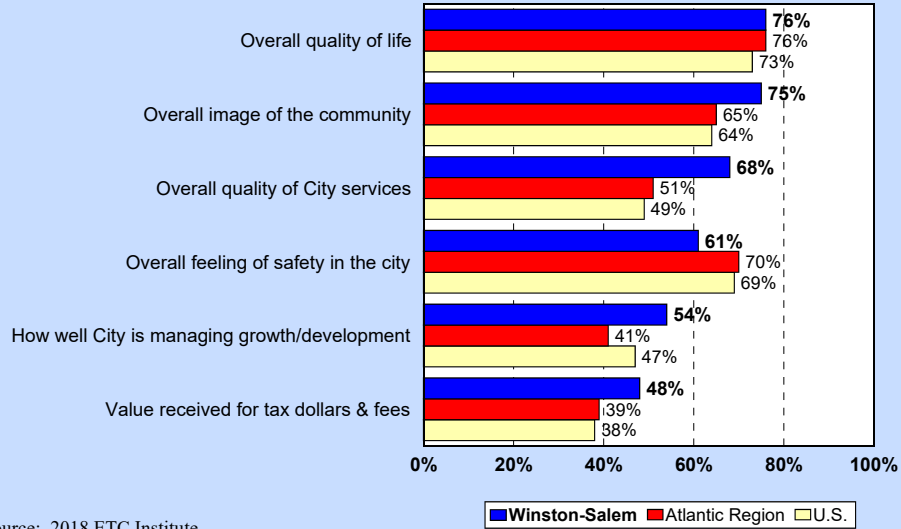
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2018 ETC Institute

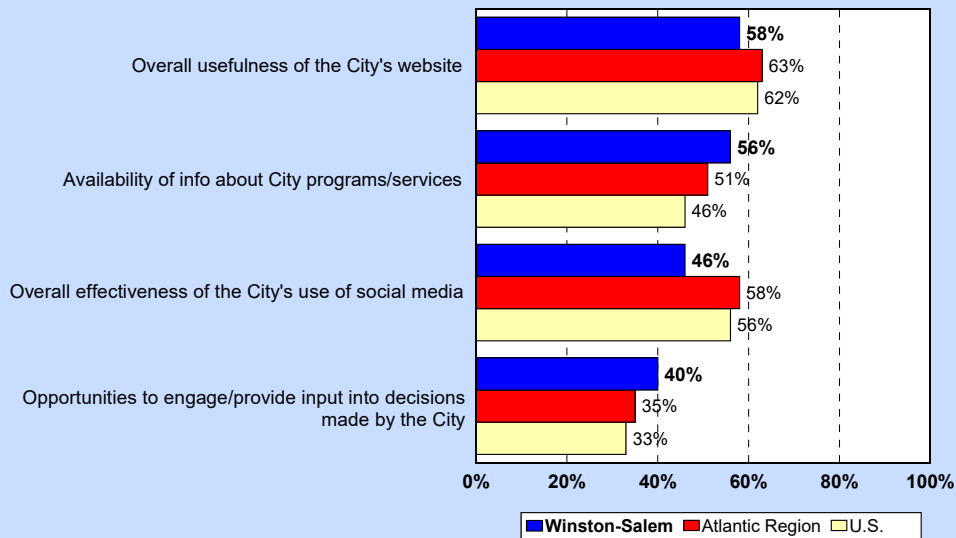
Satisfaction with Issues that Influence Perceptions of the Community Winston-Salem vs. Atlantic Region vs. the U.S.

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



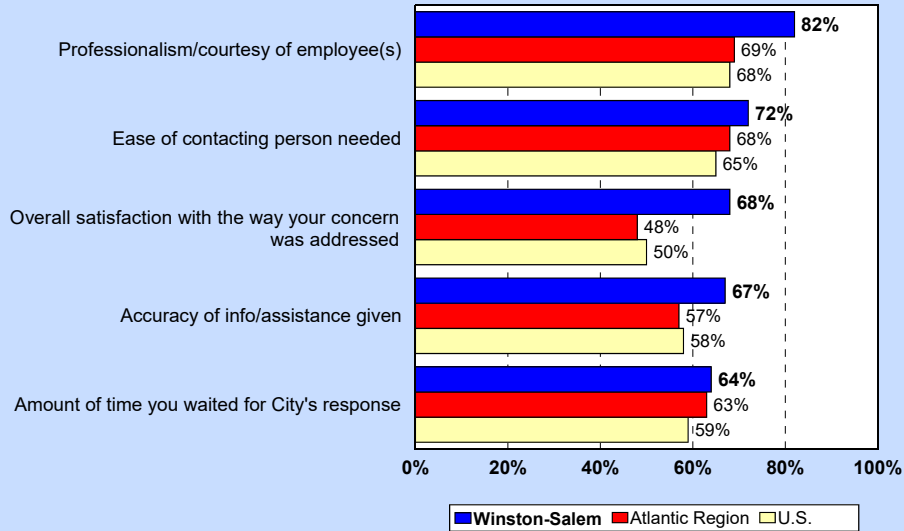
Satisfaction with Communications Services Winston-Salem vs. Atlantic Region vs. the U.S.

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 Customer Service From City Employees Winston-Salem vs. Atlantic Region vs. the U.S.

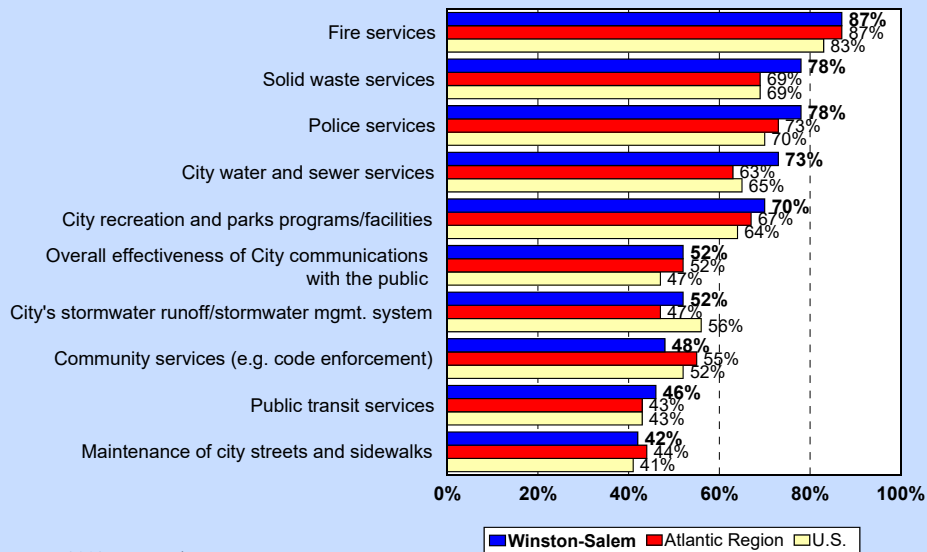
by percentage of respondents who interacted with the City during the past year and rated the item a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



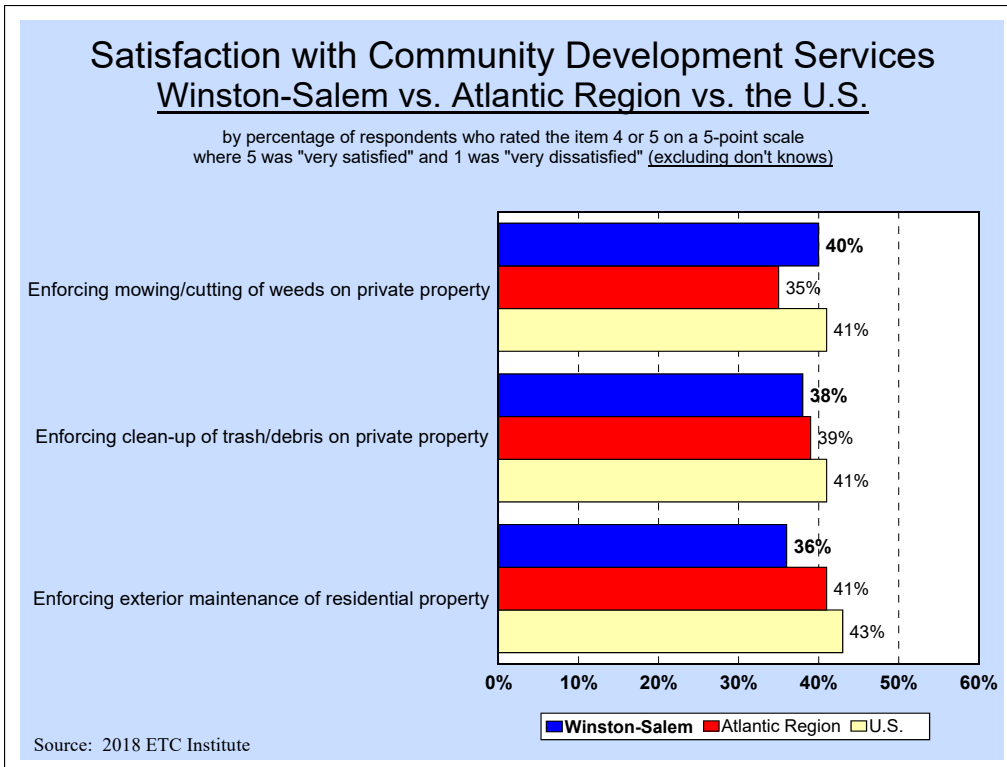
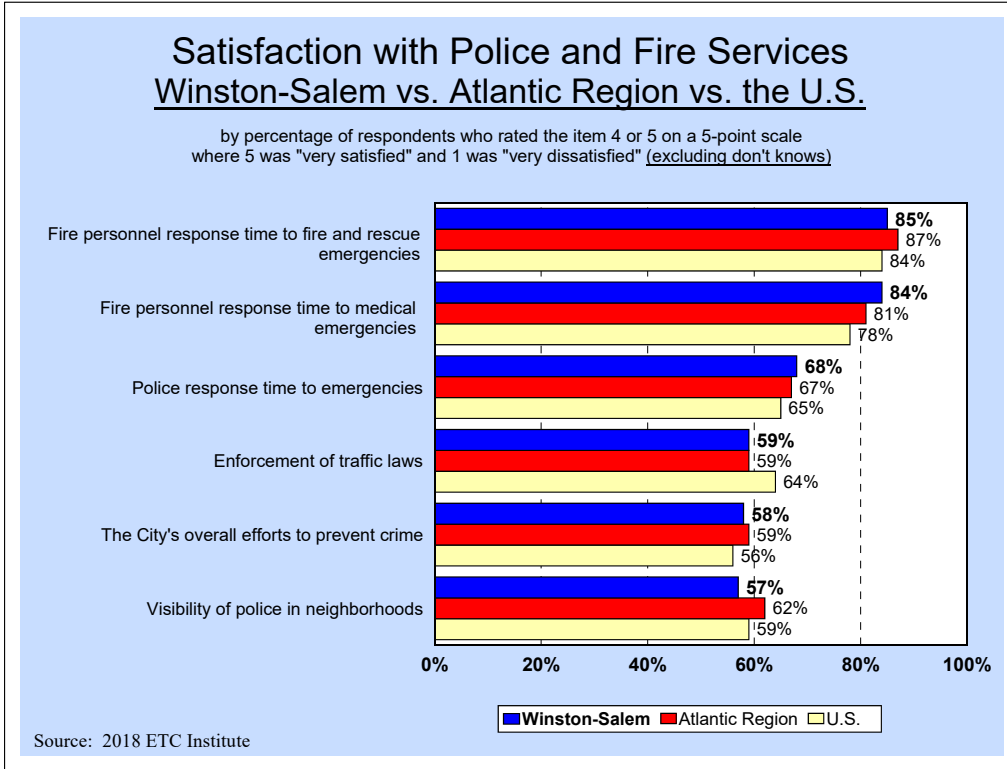
Source: 2018 ETC Institute

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

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

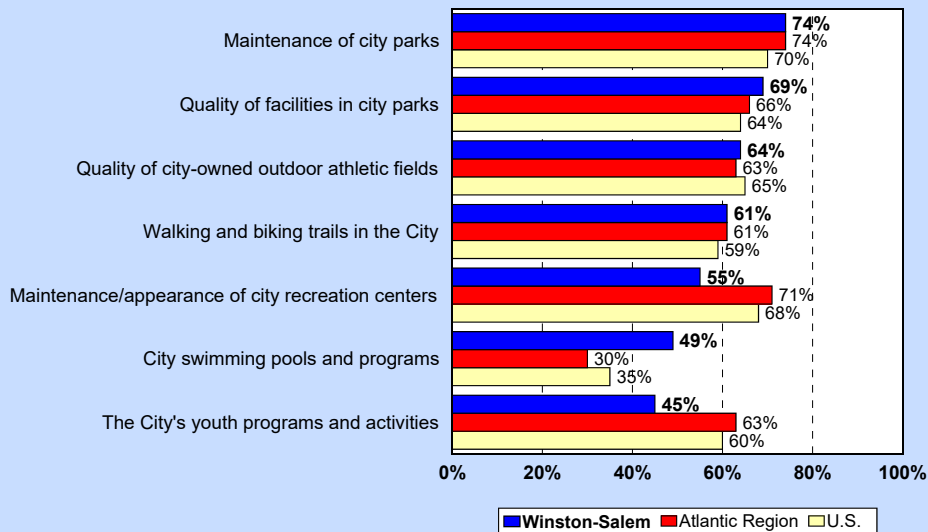


Source: 2018 ETC Institute



Satisfaction with Recreation and Parks Services Winston-Salem vs. Atlantic Region vs. the U.S.

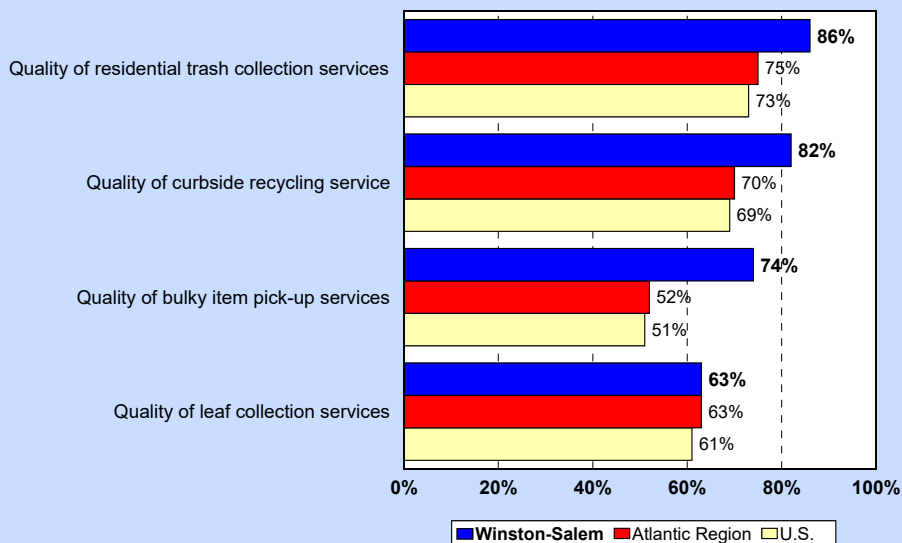
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



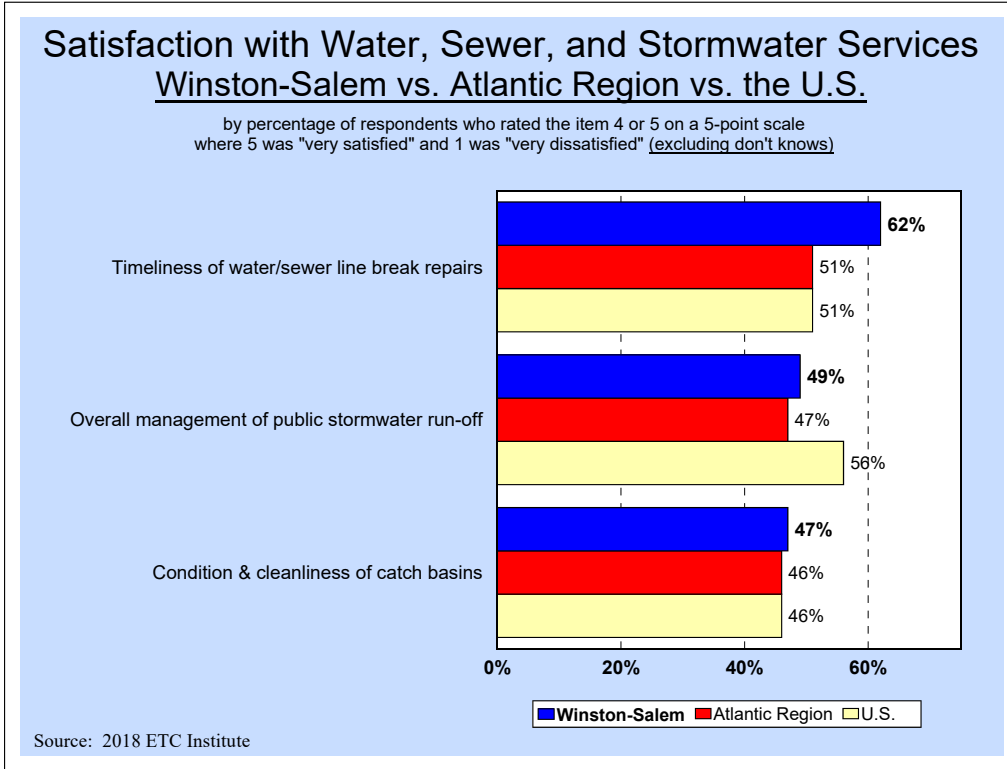
Source: 2018 ETC Institute

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

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



Source: 2018 ETC Institute



Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Winston-Salem, North Carolina

Overview

Today, City leaders have limited resources which need to be targeted to activities that are of the most benefit to their 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 (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that communities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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

Example of the Calculation. Respondents were asked to identify the categories of police and fire services they thought should receive the most emphasis over the next two years. Forty-two percent (42%) selected *visibility of police in neighborhoods* as one of the most important services for the City to provide.

With regard to satisfaction, 57% of the residents surveyed rated the City's overall performance in *visibility of police in neighborhoods* as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”) excluding “don't know” responses. The I-S rating for *visibility of police in neighborhoods* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 42% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.1806, which was ranked second out of seven police and fire service categories.

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

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

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

Interpreting the Ratings

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

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

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

Importance-Satisfaction Rating 2018 City of Winston-Salem Resident Survey Police and Fire

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

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 2018 City of Winston-Salem Resident Survey Streets and Sidewalks

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

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 2018 City of Winston-Salem Resident Survey Public Transportation

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

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 2018 City of Winston-Salem Resident Survey Community Development

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

2018 City of Winston-Salem Resident Survey

Recreation and Parks

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

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

2018 City of Winston-Salem Resident Survey

Solid Waste

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

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

Most Important %:

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

Satisfaction %:

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

Section 4:
Tabular Data

Q1. Rating Winston-Salem. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Winston-Salem, North Carolina with regard to each of the following.

(N=1004)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	36.9%	47.6%	9.7%	3.9%	0.9%	1.1%
Q1-2. As a place to raise children	31.1%	42.5%	11.7%	4.8%	2.0%	8.0%
Q1-3. As a place to work	25.9%	40.6%	18.3%	7.0%	3.0%	5.2%

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=1004)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	37.3%	48.1%	9.8%	3.9%	0.9%
Q1-2. As a place to raise children	33.8%	46.2%	12.7%	5.2%	2.2%
Q1-3. As a place to work	27.3%	42.9%	19.3%	7.4%	3.2%

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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall image of City	19.8%	54.1%	17.0%	6.4%	1.1%	1.6%
Q2-2. Overall quality of life in City	23.6%	51.2%	16.9%	5.1%	1.3%	1.9%
Q2-3. Overall feeling of safety in City	12.8%	47.2%	23.8%	11.8%	2.9%	1.5%
Q2-4. Availability of jobs in City	7.7%	31.0%	30.9%	14.6%	4.5%	11.4%
Q2-5. Overall perception of local economy/business environment	10.7%	44.5%	28.0%	10.2%	2.7%	4.0%
Q2-6. Overall openness & acceptance of the community toward people of diverse backgrounds	13.3%	39.6%	25.9%	12.0%	4.7%	4.5%
Q2-7. Availability of affordable housing in City	11.5%	33.7%	25.6%	13.6%	4.5%	11.2%
Q2-8. Overall quality of natural environment in City	13.4%	49.4%	25.0%	6.9%	2.0%	3.3%
Q2-9. Overall quality of services provided by City	16.0%	50.5%	20.6%	8.1%	2.6%	2.2%
Q2-10. Overall value you receive for your City tax & fees	10.6%	35.7%	28.1%	14.0%	7.8%	3.9%
Q2-11. How well City is managing growth & development	11.9%	38.4%	27.2%	12.4%	4.9%	5.3%
Q2-12. Access to healthy food options within City	20.6%	41.7%	19.3%	11.3%	2.7%	4.4%

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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall image of City	20.1%	55.0%	17.3%	6.5%	1.1%
Q2-2. Overall quality of life in City	24.1%	52.2%	17.3%	5.2%	1.3%
Q2-3. Overall feeling of safety in City	13.0%	47.9%	24.2%	11.9%	2.9%
Q2-4. Availability of jobs in City	8.7%	34.9%	34.8%	16.5%	5.1%
Q2-5. Overall perception of local economy/ business environment	11.1%	46.4%	29.1%	10.6%	2.8%
Q2-6. Overall openness & acceptance of the community toward people of diverse backgrounds	14.0%	41.5%	27.1%	12.5%	4.9%
Q2-7. Availability of affordable housing in City	12.9%	37.9%	28.8%	15.4%	5.0%
Q2-8. Overall quality of natural environment in City	13.9%	51.1%	25.8%	7.1%	2.1%
Q2-9. Overall quality of services provided by City	16.4%	51.6%	21.1%	8.2%	2.6%
Q2-10. Overall value you receive for your City tax & fees	11.0%	37.1%	29.2%	14.6%	8.1%
Q2-11. How well City is managing growth & development	12.5%	40.6%	28.7%	13.0%	5.2%
Q2-12. Access to healthy food options within City	21.6%	43.6%	20.2%	11.8%	2.8%

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

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall effectiveness of City communications with public	11.2%	40.6%	29.5%	10.0%	2.6%	6.2%
Q3-2. Availability of information about City programs/services	13.2%	39.6%	26.2%	12.4%	2.6%	6.0%
Q3-3. Overall usefulness of City's website	12.3%	37.5%	27.0%	7.2%	1.6%	14.5%
Q3-4. Overall effectiveness of City's use of social media	8.8%	26.7%	32.3%	8.0%	1.6%	22.7%
Q3-5. Opportunities to engage/provide input into decisions made by City	7.3%	26.8%	34.2%	13.3%	4.1%	14.3%
Q3-6. Effectiveness of communications during severe weather	20.9%	43.6%	19.7%	5.9%	1.3%	8.6%

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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall effectiveness of City communications with public	11.9%	43.3%	31.4%	10.6%	2.8%
Q3-2. Availability of information about City programs/services	14.1%	42.2%	27.9%	13.1%	2.8%
Q3-3. Overall usefulness of City's website	14.3%	43.8%	31.6%	8.4%	1.9%
Q3-4. Overall effectiveness of City's use of social media	11.3%	34.5%	41.8%	10.3%	2.1%
Q3-5. Opportunities to engage/provide input into decisions made by City	8.5%	31.3%	39.9%	15.6%	4.8%
Q3-6. Effectiveness of communications during severe weather	22.9%	47.7%	21.6%	6.4%	1.4%

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

Q4. How do you get your information about City programs & services	Number	Percent
City website	464	46.2 %
Newspapers	479	47.7 %
Utility bill inserts	473	47.1 %
City social media	236	23.5 %
Local radio	357	35.6 %
Neighbors	285	28.4 %
TV13	164	16.3 %
Network television	482	48.0 %
eNotifications	85	8.5 %
Events/activity lists	145	14.4 %
Other	53	5.3 %
Total	3223	

Q4. Other

<u>Q4. Other</u>	<u>Number</u>	<u>Percent</u>
Word of mouth	11	20.8 %
Facebook Groups	2	3.8 %
Neighborhood Assoc	2	3.8 %
Social media	2	3.8 %
311 app	2	3.8 %
Facebook	1	1.9 %
City Council Member's Facebook posts	1	1.9 %
Ardmore Facebook page, Dan Besse	1	1.9 %
Dan Besse's excellent emails	1	1.9 %
Nextdoor neighborhood network	1	1.9 %
Call 311	1	1.9 %
City Council Member	1	1.9 %
Library	1	1.9 %
Nextdoor.com	1	1.9 %
Dan Besse	1	1.9 %
Local newspapers	1	1.9 %
Mailings	1	1.9 %
Wake Forest	1	1.9 %
News	1	1.9 %
Signs	1	1.9 %
City Link 311 app	1	1.9 %
Channel 12 news	1	1.9 %
Senior citizen meetings	1	1.9 %
Schools	1	1.9 %
Nextdoor app	1	1.9 %
Walking Downtown and stopped by representative	1	1.9 %
Emails from Cheryl Harry about events	1	1.9 %
Spectrum news	1	1.9 %
Forsyth magazines	1	1.9 %
Cable TV	1	1.9 %
Neighbor Watch Representatives	1	1.9 %
School website	1	1.9 %
WXII 12 news	1	1.9 %
Magazines placed in public	1	1.9 %
Mail	1	1.9 %
Mobile alerts	1	1.9 %
Smitty	1	1.9 %
WXII	1	1.9 %
<u>Emails from organizations interested in following</u>	<u>1</u>	<u>1.9 %</u>
Total	53	100.0 %

Q5. Have you called or visited the City of Winston-Salem government with a question, problem, or complaint during the past year?

<u>Q5. Have you called or visited City of Winston-Salem Government during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	396	39.4 %
No	608	60.6 %
Total	1004	100.0 %

Q5a. (If YES to Question 5) In your MOST RECENT interaction with the City, what was your level of satisfaction with the following aspects of that experience?

(N=396)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5a-1. Ease of contacting the person you needed	31.8%	39.4%	11.1%	11.4%	5.1%	1.3%
Q5a-2. Amount of time you waited for City's response	31.1%	31.3%	11.1%	14.4%	9.8%	2.3%
Q5a-3. Accuracy of information or assistance you were given	30.8%	33.8%	13.9%	10.4%	7.3%	3.8%
Q5a-4. Professionalism & courtesy of employee(s)	41.7%	37.6%	9.8%	3.5%	4.3%	3.0%
Q5a-5. Overall satisfaction with the way your concern was addressed	33.8%	32.3%	10.9%	11.6%	9.3%	2.0%

WITHOUT "DON'T KNOW"

Q5a. (If YES to Question 5) 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=396)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a-1. Ease of contacting the person you needed	32.2%	39.9%	11.3%	11.5%	5.1%
Q5a-2. Amount of time you waited for City's response	31.8%	32.0%	11.4%	14.7%	10.1%
Q5a-3. Accuracy of information or assistance you were given	32.0%	35.2%	14.4%	10.8%	7.6%
Q5a-4. Professionalism & courtesy of employee(s)	43.0%	38.8%	10.2%	3.6%	4.4%
Q5a-5. Overall satisfaction with the way your concern was addressed	34.5%	33.0%	11.1%	11.9%	9.5%

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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Police services	29.7%	42.9%	14.7%	5.4%	1.6%	5.7%
Q6-2. Fire services (including medical responses by Fire Department)	37.2%	38.1%	10.5%	1.0%	0.3%	12.9%
Q6-3. Maintenance of City streets & sidewalks	9.8%	31.1%	23.7%	22.1%	11.1%	2.3%
Q6-4. Solid waste services (e.g. residential trash/recycling collection)	29.0%	46.8%	13.3%	5.6%	2.2%	3.1%
Q6-5. City water & sewer services	22.3%	48.5%	16.6%	6.2%	2.9%	3.5%
Q6-6. Community services (e.g. code enforcement, neighborhood & housing development)	8.6%	29.8%	27.6%	10.2%	4.4%	19.5%
Q6-7. City recreation & parks programs/facilities	18.0%	47.1%	18.0%	7.5%	2.2%	7.2%
Q6-8. City's 311 service (City Link)	17.0%	32.1%	20.6%	3.3%	1.1%	25.9%
Q6-9. Overall effectiveness of City communications with the public	9.9%	37.4%	32.6%	8.8%	1.6%	9.9%
Q6-10. City's stormwater runoff/stormwater management system	9.9%	32.6%	26.0%	9.3%	4.8%	17.5%
Q6-11. Permitting & inspection services	8.4%	25.8%	26.9%	4.5%	1.9%	32.6%
Q6-12. Public transit services (WSTA-City bus systems)	7.4%	19.6%	20.9%	7.9%	3.4%	40.8%

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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Police services	31.5%	45.5%	15.6%	5.7%	1.7%
Q6-2. Fire services (including medical responses by Fire Department)	42.7%	43.8%	12.0%	1.1%	0.3%
Q6-3. Maintenance of City streets & sidewalks	10.0%	31.8%	24.3%	22.6%	11.3%
Q6-4. Solid waste services (e.g. residential trash/recycling collection)	29.9%	48.3%	13.8%	5.8%	2.3%
Q6-5. City water & sewer services	23.1%	50.3%	17.2%	6.4%	3.0%
Q6-6. Community services (e.g. code enforcement, neighborhood & housing development)	10.6%	37.0%	34.3%	12.6%	5.4%
Q6-7. City recreation & parks programs/facilities	19.4%	50.8%	19.4%	8.0%	2.4%
Q6-8. City's 311 service (City Link)	23.0%	43.3%	27.8%	4.4%	1.5%
Q6-9. Overall effectiveness of City communications with the public	10.9%	41.4%	36.1%	9.7%	1.8%
Q6-10. City's stormwater runoff/stormwater management system	12.0%	39.5%	31.5%	11.2%	5.8%
Q6-11. Permitting & inspection services	12.4%	38.3%	39.9%	6.6%	2.8%
Q6-12. Public transit services (WSTA-City bus systems)	12.5%	33.2%	35.4%	13.3%	5.7%

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=1004)

	Most important	2	3	4	5	6	7	8	9	10	11	Least important
Q7-1. Police services	67.1%	16.7%	4.8%	2.9%	1.5%	1.1%	1.1%	1.2%	0.4%	1.0%	0.1%	2.1%
Q7-2. Fire services (including medical responses by Fire Department)	19.0%	61.6%	9.4%	3.8%	1.9%	1.0%	0.7%	0.5%	0.5%	0.8%	0.5%	0.1%
Q7-3. Maintenance of City streets & sidewalks	5.3%	5.7%	28.9%	16.6%	17.2%	8.2%	7.2%	2.7%	2.3%	3.3%	1.2%	1.3%
Q7-4. Solid waste services (e.g. residential trash/recycling collection)	1.5%	5.0%	14.4%	28.2%	21.8%	12.0%	6.5%	5.2%	2.2%	1.2%	1.4%	0.5%
Q7-5. City water & sewer services	5.6%	4.5%	21.8%	21.5%	18.8%	10.6%	7.9%	3.6%	2.6%	1.8%	0.8%	0.4%
Q7-6. Community services (e.g. code enforcement, neighborhood & housing development)	1.5%	2.2%	4.8%	5.3%	6.7%	12.9%	15.6%	14.5%	13.9%	10.1%	7.2%	5.4%
Q7-7. City recreation & parks programs/facilities	1.9%	2.6%	4.9%	6.4%	11.7%	16.7%	16.0%	14.5%	8.8%	8.4%	4.9%	3.0%
Q7-8. City's 311 service (City Link)	1.3%	1.5%	1.7%	2.8%	2.5%	5.5%	5.8%	11.7%	12.4%	12.9%	15.9%	26.1%
Q7-9. Overall effectiveness of City communication with the public	1.4%	1.7%	3.4%	2.9%	5.2%	7.7%	9.2%	12.2%	17.0%	17.2%	14.5%	7.6%
Q7-10. City's stormwater runoff/stormwater management system	0.3%	1.3%	1.6%	3.6%	6.3%	12.3%	12.9%	14.3%	16.4%	15.2%	9.5%	6.3%
Q7-11. Permitting & inspection services	0.7%	0.7%	1.9%	1.4%	2.7%	4.4%	6.1%	7.1%	12.4%	16.0%	28.1%	18.4%
Q7-12. Public transit services (WSTA-City bus systems)	2.0%	1.3%	5.3%	4.1%	5.5%	7.3%	8.7%	10.0%	7.4%	10.1%	11.2%	27.2%

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

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Visibility of police in neighborhoods	15.3%	39.7%	21.3%	15.1%	4.9%	3.6%
Q8-2. City's overall efforts to prevent crime	12.0%	41.8%	23.2%	11.5%	3.9%	7.7%
Q8-3. Enforcement of traffic laws	12.2%	43.9%	22.9%	11.0%	4.9%	5.2%
Q8-4. Police response time to emergencies	19.1%	35.0%	16.4%	5.7%	2.5%	21.3%
Q8-5. Fire personnel response time to fire & rescue emergencies	30.1%	33.8%	10.5%	1.1%	0.3%	24.3%
Q8-6. Fire personnel response time to medical emergencies	29.7%	34.0%	10.1%	1.8%	0.2%	24.3%
Q8-7. City's fire prevention efforts	17.2%	36.2%	18.3%	1.9%	0.2%	26.2%

WITHOUT "DON'T KNOW"

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

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Visibility of police in neighborhoods	15.9%	41.2%	22.1%	15.7%	5.1%
Q8-2. City's overall efforts to prevent crime	12.9%	45.3%	25.1%	12.4%	4.2%
Q8-3. Enforcement of traffic laws	12.8%	46.3%	24.2%	11.6%	5.1%
Q8-4. Police response time to emergencies	24.3%	44.4%	20.9%	7.2%	3.2%
Q8-5. Fire personnel response time to fire & rescue emergencies	39.7%	44.6%	13.8%	1.4%	0.4%
Q8-6. Fire personnel response time to medical emergencies	39.2%	44.9%	13.3%	2.4%	0.3%
Q8-7. City's fire prevention efforts	23.3%	49.0%	24.8%	2.6%	0.3%

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

Q9. Top choice	Number	Percent
Visibility of police in neighborhoods	291	29.0 %
City's overall efforts to prevent crime	331	33.0 %
Enforcement of traffic laws	47	4.7 %
Police response time to emergencies	98	9.8 %
Fire personnel response time to fire & rescue emergencies	51	5.1 %
Fire personnel response time to medical emergencies	35	3.5 %
City's fire prevention efforts	11	1.1 %
None chosen	140	13.9 %
Total	1004	100.0 %

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

Q9. 2nd choice	Number	Percent
Visibility of police in neighborhoods	135	13.4 %
City's overall efforts to prevent crime	205	20.4 %
Enforcement of traffic laws	71	7.1 %
Police response time to emergencies	146	14.5 %
Fire personnel response time to fire & rescue emergencies	154	15.3 %
Fire personnel response time to medical emergencies	67	6.7 %
City's fire prevention efforts	71	7.1 %
None chosen	155	15.4 %
Total	1004	100.0 %

SUM OF TOP 2 CHOICES

Q9. Which TWO of the Police and Fire services listed in Question 8 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

Q9. Sum of top 2 choices	Number	Percent
Visibility of police in neighborhoods	426	42.4 %
City's overall efforts to prevent crime	536	53.4 %
Enforcement of traffic laws	118	11.8 %
Police response time to emergencies	244	24.3 %
Fire personnel response time to fire & rescue emergencies	205	20.4 %
Fire personnel response time to medical emergencies	102	10.2 %
City's fire prevention efforts	82	8.2 %
None chosen	140	13.9 %
Total	1853	

Q10. Streets and Sidewalks. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of City streets throughout City	5.3%	31.0%	24.2%	25.9%	10.0%	3.7%
Q10-2. Maintenance of streets in your neighborhood	8.0%	38.4%	17.4%	22.5%	9.9%	3.8%
Q10-3. Condition of sidewalks throughout City	4.9%	29.2%	31.4%	19.2%	5.9%	9.5%
Q10-4. Condition of sidewalks in your neighborhood	5.7%	27.1%	23.4%	14.7%	9.6%	19.5%
Q10-5. Maintenance of street signs & traffic signals	13.4%	53.7%	20.6%	5.6%	2.3%	4.4%
Q10-6. Snow removal on major City streets during past 12 months	20.3%	47.1%	15.6%	8.0%	5.1%	3.9%
Q10-7. Snow removal on residential streets during past 12 months	11.8%	34.1%	19.6%	19.8%	10.5%	4.3%
Q10-8. Adequacy of City street lighting	12.4%	45.0%	21.2%	12.9%	4.1%	4.4%
Q10-9. Accessibility of streets & sidewalks for people with disabilities	5.6%	24.6%	23.7%	16.1%	7.4%	22.6%
Q10-10. On-street bicycle infrastructure (bike lanes/wayfinding signs)	5.9%	22.2%	28.8%	18.2%	7.7%	17.2%
Q10-11. Maintenance of trees along City streets	7.4%	38.1%	26.8%	15.8%	6.4%	5.5%
Q10-12. Mowing & landscaping along City streets	9.9%	44.9%	27.1%	9.5%	4.2%	4.5%
Q10-13. Litter pick-up along City streets	5.9%	35.0%	25.4%	20.2%	8.9%	4.7%

WITHOUT "DON'T KNOW"**Q10. Streets and Sidewalks. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of City streets throughout City	5.5%	32.2%	25.1%	26.9%	10.3%
Q10-2. Maintenance of streets in your neighborhood	8.3%	40.0%	18.1%	23.4%	10.2%
Q10-3. Condition of sidewalks throughout City	5.4%	32.2%	34.7%	21.2%	6.5%
Q10-4. Condition of sidewalks in your neighborhood	7.1%	33.7%	29.1%	18.3%	11.9%
Q10-5. Maintenance of street signs & traffic signals	14.1%	56.1%	21.6%	5.8%	2.4%
Q10-6. Snow removal on major City streets during past 12 months	21.1%	49.0%	16.3%	8.3%	5.3%
Q10-7. Snow removal on residential streets during past 12 months	12.3%	35.6%	20.5%	20.7%	10.9%
Q10-8. Adequacy of City street lighting	12.9%	47.1%	22.2%	13.5%	4.3%
Q10-9. Accessibility of streets & sidewalks for people with disabilities	7.2%	31.8%	30.6%	20.8%	9.5%
Q10-10. On-street bicycle infrastructure (bike lanes/wayfinding signs)	7.1%	26.8%	34.8%	22.0%	9.3%
Q10-11. Maintenance of trees along City streets	7.8%	40.4%	28.3%	16.8%	6.7%
Q10-12. Mowing & landscaping along City streets	10.3%	47.0%	28.4%	9.9%	4.4%
Q10-13. Litter pick-up along City streets	6.2%	36.7%	26.6%	21.2%	9.3%

Q11. Which TWO of the streets and sidewalks services listed in Question 10 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	390	38.8 %
Maintenance of streets in your neighborhood	93	9.3 %
Condition of sidewalks throughout City	51	5.1 %
Condition of sidewalks in your neighborhood	34	3.4 %
Maintenance of street signs & traffic signals	18	1.8 %
Snow removal on major City streets during past 12 months	29	2.9 %
Snow removal on residential streets during past 12 months	53	5.3 %
Adequacy of City street lighting	49	4.9 %
Accessibility of streets & sidewalks for people with disabilities	37	3.7 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	47	4.7 %
Maintenance of trees along City streets	23	2.3 %
Mowing & landscaping along City streets	13	1.3 %
Litter pick-up along City streets	48	4.8 %
None chosen	119	11.9 %
Total	1004	100.0 %

Q11. Which TWO of the streets and sidewalks services listed in Question 10 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	96	9.6 %
Maintenance of streets in your neighborhood	102	10.2 %
Condition of sidewalks throughout City	109	10.9 %
Condition of sidewalks in your neighborhood	56	5.6 %
Maintenance of street signs & traffic signals	53	5.3 %
Snow removal on major City streets during past 12 months	30	3.0 %
Snow removal on residential streets during past 12 months	91	9.1 %
Adequacy of City street lighting	67	6.7 %
Accessibility of streets & sidewalks for people with disabilities	69	6.9 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	54	5.4 %
Maintenance of trees along City streets	30	3.0 %
Mowing & landscaping along City streets	27	2.7 %
Litter pick-up along City streets	79	7.9 %
None chosen	141	14.0 %
Total	1004	100.0 %

SUM OF TOP 2 CHOICES

Q11. Which TWO of the streets and sidewalks services listed in Question 10 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets throughout City	486	48.4 %
Maintenance of streets in your neighborhood	195	19.4 %
Condition of sidewalks throughout City	160	15.9 %
Condition of sidewalks in your neighborhood	90	9.0 %
Maintenance of street signs & traffic signals	71	7.1 %
Snow removal on major City streets during past 12 months	59	5.9 %
Snow removal on residential streets during past 12 months	144	14.3 %
Adequacy of City street lighting	116	11.6 %
Accessibility of streets & sidewalks for people with disabilities	106	10.6 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	101	10.1 %
Maintenance of trees along City streets	53	5.3 %
Mowing & landscaping along City streets	40	4.0 %
Litter pick-up along City streets	127	12.6 %
None chosen	119	11.9 %
Total	1867	

Q12. Public Transportation. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Amount of traffic congestion on City streets	5.6%	31.7%	30.4%	20.2%	3.8%	8.4%
Q12-2. Availability of sidewalks throughout City	5.8%	28.5%	26.8%	21.6%	7.1%	10.3%
Q12-3. Condition of existing greenways	9.3%	39.1%	28.9%	6.5%	1.1%	15.1%
Q12-4. Availability of greenways throughout City	7.4%	31.4%	31.9%	11.0%	1.8%	16.6%
Q12-5. Timeliness of WSTA fixed route bus services	3.7%	12.4%	19.2%	5.6%	2.0%	57.2%
Q12-6. Overall satisfaction with WSTA fixed route bus services	3.9%	12.3%	18.4%	5.6%	2.8%	57.1%
Q12-7. Timeliness of WSTA Trans-AID bus services	3.2%	11.1%	18.5%	4.4%	1.2%	61.7%
Q12-8. Overall satisfaction with WSTA Trans-AID bus services	3.4%	11.1%	19.3%	3.8%	1.1%	61.4%
Q12-9. Cleanliness of WSTA buses	3.8%	12.8%	22.3%	3.7%	1.6%	55.8%
Q12-10. Ease & availability of on-street public parking in Downtown	3.5%	21.9%	24.3%	26.9%	12.4%	11.1%
Q12-11. Ease & availability of public parking in decks in Downtown	7.0%	31.1%	27.8%	14.3%	6.9%	12.9%
Q12-12. Cost of public parking options in Downtown	6.6%	25.3%	30.4%	17.1%	9.0%	11.7%

WITHOUT "DON'T KNOW"**Q12. Public Transportation. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina. (without "don't know")**

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Amount of traffic congestion on City streets	6.1%	34.6%	33.2%	22.1%	4.1%
Q12-2. Availability of sidewalks throughout City	6.4%	31.7%	29.9%	24.1%	7.9%
Q12-3. Condition of existing greenways	10.9%	46.1%	34.0%	7.6%	1.3%
Q12-4. Availability of greenways throughout City	8.8%	37.6%	38.2%	13.1%	2.2%
Q12-5. Timeliness of WSTA fixed route bus services	8.6%	28.8%	44.9%	13.0%	4.7%
Q12-6. Overall satisfaction with WSTA fixed route bus services	9.0%	28.5%	42.9%	13.0%	6.5%
Q12-7. Timeliness of WSTA Trans-AID bus services	8.3%	28.8%	48.3%	11.4%	3.1%
Q12-8. Overall satisfaction with WSTA Trans-AID bus services	8.8%	28.6%	50.0%	9.8%	2.8%
Q12-9. Cleanliness of WSTA buses	8.6%	29.1%	50.5%	8.3%	3.6%
Q12-10. Ease & availability of on-street public parking in Downtown	3.9%	24.6%	27.3%	30.2%	13.9%
Q12-11. Ease & availability of public parking in decks in Downtown	8.0%	35.7%	31.9%	16.5%	7.9%
Q12-12. Cost of public parking options in Downtown	7.4%	28.6%	34.4%	19.4%	10.1%

Q13. Which TWO of the public transportation services listed in Question 12 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

Q13. Top choice	Number	Percent
Amount of traffic congestion on City streets	263	26.2 %
Availability of sidewalks throughout City	135	13.4 %
Condition of existing greenways	24	2.4 %
Availability of greenways throughout City	65	6.5 %
Timeliness of WSTA fixed route bus services	34	3.4 %
Overall satisfaction with WSTA fixed route bus services	36	3.6 %
Timeliness of WSTA Trans-AID bus services	19	1.9 %
Overall satisfaction with WSTA Trans-AID bus services	16	1.6 %
Cleanliness of WSTA buses	7	0.7 %
Ease & availability of on-street public parking in Downtown	155	15.4 %
Ease & availability of public parking in decks in Downtown	37	3.7 %
Cost of public parking options in Downtown	46	4.6 %
None chosen	167	16.6 %
Total	1004	100.0 %

Q13. Which TWO of the public transportation services listed in Question 12 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

Q13. 2nd choice	Number	Percent
Amount of traffic congestion on City streets	95	9.5 %
Availability of sidewalks throughout City	141	14.0 %
Condition of existing greenways	50	5.0 %
Availability of greenways throughout City	82	8.2 %
Timeliness of WSTA fixed route bus services	23	2.3 %
Overall satisfaction with WSTA fixed route bus services	30	3.0 %
Timeliness of WSTA Trans-AID bus services	19	1.9 %
Overall satisfaction with WSTA Trans-AID bus services	19	1.9 %
Cleanliness of WSTA buses	10	1.0 %
Ease & availability of on-street public parking in Downtown	136	13.5 %
Ease & availability of public parking in decks in Downtown	89	8.9 %
Cost of public parking options in Downtown	116	11.6 %
None chosen	194	19.3 %
Total	1004	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the public transportation services listed in Question 12 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

<u>Q13. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Amount of traffic congestion on City streets	358	35.7 %
Availability of sidewalks throughout City	276	27.5 %
Condition of existing greenways	74	7.4 %
Availability of greenways throughout City	147	14.6 %
Timeliness of WSTA fixed route bus services	57	5.7 %
Overall satisfaction with WSTA fixed route bus services	66	6.6 %
Timeliness of WSTA Trans-AID bus services	38	3.8 %
Overall satisfaction with WSTA Trans-AID bus services	35	3.5 %
Cleanliness of WSTA buses	17	1.7 %
Ease & availability of on-street public parking in Downtown	291	29.0 %
Ease & availability of public parking in decks in Downtown	126	12.5 %
Cost of public parking options in Downtown	162	16.1 %
None chosen	167	16.6 %
Total	1814	

Q14. Community Development Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Enforcing clean-up of trash & debris on private property	5.3%	26.3%	25.1%	17.8%	8.1%	17.4%
Q14-2. Enforcing mowing & cutting of weeds on private property	5.9%	27.5%	26.3%	15.7%	7.1%	17.5%
Q14-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	4.9%	24.2%	29.4%	14.2%	6.9%	20.4%
Q14-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	8.2%	30.0%	26.1%	12.9%	7.5%	15.3%
Q14-5. City housing rehabilitation programs (e.g. loans to improve housing condition)	4.3%	10.8%	26.7%	9.8%	4.5%	44.0%
Q14-6. Demolishing vacant structures that are nuisance properties	4.1%	13.7%	24.7%	16.5%	9.1%	31.9%
Q14-7. Overall character & condition of your neighborhood	20.0%	39.7%	20.0%	8.2%	4.9%	7.2%

WITHOUT "DON'T KNOW"**Q14. 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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Enforcing clean-up of trash & debris on private property	6.4%	31.8%	30.4%	21.6%	9.8%
Q14-2. Enforcing mowing & cutting of weeds on private property	7.1%	33.3%	31.9%	19.1%	8.6%
Q14-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	6.1%	30.4%	36.9%	17.9%	8.6%
Q14-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	9.6%	35.4%	30.8%	15.3%	8.8%
Q14-5. City housing rehabilitation programs (e.g. loans to improve housing condition)	7.7%	19.2%	47.7%	17.4%	8.0%
Q14-6. Demolishing vacant structures that are nuisance properties	6.0%	20.2%	36.3%	24.3%	13.3%
Q14-7. Overall character & condition of your neighborhood	21.6%	42.8%	21.6%	8.8%	5.3%

Q15. Which TWO of the community development services listed in Question 14 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	258	25.7 %
Enforcing mowing & cutting of weeds on private property	66	6.6 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	73	7.3 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	59	5.9 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	143	14.2 %
Demolishing vacant structures that are nuisance properties	154	15.3 %
Overall character & condition of your neighborhood	81	8.1 %
<u>None chosen</u>	<u>170</u>	<u>16.9 %</u>
Total	1004	100.0 %

Q15. Which TWO of the community development services listed in Question 14 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	129	12.8 %
Enforcing mowing & cutting of weeds on private property	111	11.1 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	117	11.7 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	88	8.8 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	95	9.5 %
Demolishing vacant structures that are nuisance properties	170	16.9 %
Overall character & condition of your neighborhood	89	8.9 %
<u>None chosen</u>	<u>205</u>	<u>20.4 %</u>
Total	1004	100.0 %

SUM OF TOP 2 CHOICES

Q15. Which TWO of the community development services listed in Question 14 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

<u>Q15. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	387	38.5 %
Enforcing mowing & cutting of weeds on private property	177	17.6 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	190	18.9 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	147	14.6 %
City housing rehabilitation programs (e.g. loans to improve housing condition)	238	23.7 %
Demolishing vacant structures that are nuisance properties	324	32.3 %
Overall character & condition of your neighborhood	170	16.9 %
None chosen	170	16.9 %
Total	1803	

Q16. Recreation and Parks Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Maintenance of City parks	13.8%	51.1%	16.7%	5.6%	1.1%	11.7%
Q16-2. Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	14.1%	46.9%	19.5%	6.7%	1.0%	11.8%
Q16-3. Quality of City-owned outdoor athletic fields	10.7%	36.9%	21.7%	4.0%	1.0%	25.8%
Q16-4. Walking & biking trails in City	11.5%	39.6%	23.1%	9.0%	1.5%	15.3%
Q16-5. City swimming pools & programs	6.7%	23.4%	23.9%	5.5%	1.9%	38.6%
Q16-6. City splash pads & spraygrounds	6.9%	21.1%	22.2%	4.4%	1.6%	43.8%
Q16-7. City's youth programs & activities	6.0%	18.4%	20.3%	6.9%	2.7%	45.7%
Q16-8. Maintenance & appearance of City recreation centers	8.3%	32.5%	25.0%	6.7%	2.1%	25.5%
Q16-9. Programs & activities at City recreation centers	6.9%	25.6%	22.1%	6.4%	1.9%	37.2%
Q16-10. Marketing of Recreation & Parks programs/facilities	5.8%	21.2%	25.6%	12.1%	4.9%	30.5%
Q16-11. Quality of customer service from Recreation & Parks employees	8.5%	26.8%	21.9%	2.5%	1.8%	38.5%

WITHOUT "DON'T KNOW"**Q16. 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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of City parks	15.7%	57.8%	18.9%	6.3%	1.2%
Q16-2. Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	16.0%	53.2%	22.1%	7.6%	1.1%
Q16-3. Quality of City-owned outdoor athletic fields	14.4%	49.7%	29.3%	5.4%	1.3%
Q16-4. Walking & biking trails in City	13.5%	46.8%	27.3%	10.6%	1.8%
Q16-5. City swimming pools & programs	10.9%	38.1%	39.0%	8.9%	3.1%
Q16-6. City splash pads & spraygrounds	12.2%	37.6%	39.5%	7.8%	2.8%
Q16-7. City's youth programs & activities	11.0%	33.9%	37.4%	12.7%	5.0%
Q16-8. Maintenance & appearance of City recreation centers	11.1%	43.6%	33.6%	9.0%	2.8%
Q16-9. Programs & activities at City recreation centers	10.9%	40.7%	35.2%	10.1%	3.0%
Q16-10. Marketing of Recreation & Parks programs/facilities	8.3%	30.5%	36.8%	17.3%	7.0%
Q16-11. Quality of customer service from Recreation & Parks employees	13.8%	43.6%	35.7%	4.1%	2.9%

Q17. Which TWO of the Recreation and Parks services listed in Question 16 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	238	23.7 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	90	9.0 %
Quality of City-owned outdoor athletic fields	20	2.0 %
Walking & biking trails in City	147	14.6 %
City swimming pools & programs	39	3.9 %
City splash pads & spraygrounds	17	1.7 %
City's youth programs & activities	105	10.5 %
Maintenance & appearance of City recreation centers	38	3.8 %
Programs & activities at City recreation centers	34	3.4 %
Marketing of Recreation & Parks programs/facilities	56	5.6 %
Quality of customer service from Recreation & Parks employees	17	1.7 %
<u>None chosen</u>	<u>203</u>	<u>20.2 %</u>
Total	1004	100.0 %

Q17. Which TWO of the Recreation and Parks services listed in Question 16 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	108	10.8 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	114	11.4 %
Quality of City-owned outdoor athletic fields	30	3.0 %
Walking & biking trails in City	106	10.6 %
City swimming pools & programs	41	4.1 %
City splash pads & spraygrounds	15	1.5 %
City's youth programs & activities	98	9.8 %
Maintenance & appearance of City recreation centers	60	6.0 %
Programs & activities at City recreation centers	87	8.7 %
Marketing of Recreation & Parks programs/facilities	72	7.2 %
Quality of customer service from Recreation & Parks employees	40	4.0 %
<u>None chosen</u>	<u>233</u>	<u>23.2 %</u>
Total	1004	100.0 %

SUM OF TOP 2 CHOICES

Q17. Which TWO of the Recreation and Parks services listed in Question 16 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

Q17. Sum of top 2 choices	Number	Percent
Maintenance of City parks	346	34.5 %
Quality of facilities (e.g. picnic shelters & playgrounds) in City parks	204	20.3 %
Quality of City-owned outdoor athletic fields	50	5.0 %
Walking & biking trails in City	253	25.2 %
City swimming pools & programs	80	8.0 %
City splash pads & spraygrounds	32	3.2 %
City's youth programs & activities	203	20.2 %
Maintenance & appearance of City recreation centers	98	9.8 %
Programs & activities at City recreation centers	121	12.1 %
Marketing of Recreation & Parks programs/facilities	128	12.7 %
Quality of customer service from Recreation & Parks employees	57	5.7 %
None chosen	203	20.2 %
Total	1775	

Q18. Solid Waste Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Overall quality of residential trash collection services	37.1%	46.6%	8.2%	3.5%	1.8%	2.9%
Q18-2. Overall quality of curbside recycling services	35.8%	41.4%	9.1%	5.8%	2.5%	5.5%
Q18-3. Overall quality of bulky item pick-up services	27.1%	39.7%	13.0%	7.7%	3.3%	9.2%
Q18-4. Overall quality of leaf collection services	19.2%	38.2%	18.4%	9.9%	4.5%	9.8%
Q18-5. Overall quality of brush pick-up services	18.5%	36.6%	18.7%	11.2%	4.1%	11.0%
Q18-6. Overall quality of City street sweeping services	13.2%	31.0%	23.1%	9.0%	4.0%	19.7%

WITHOUT "DON'T KNOW"

Q18. 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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall quality of residential trash collection services	38.2%	48.0%	8.4%	3.6%	1.8%
Q18-2. Overall quality of curbside recycling services	37.8%	43.8%	9.6%	6.1%	2.6%
Q18-3. Overall quality of bulky item pick-up services	29.8%	43.8%	14.4%	8.4%	3.6%
Q18-4. Overall quality of leaf collection services	21.3%	42.4%	20.4%	10.9%	5.0%
Q18-5. Overall quality of brush pick-up services	20.8%	41.1%	21.0%	12.5%	4.6%
Q18-6. Overall quality of City street sweeping services	16.5%	38.6%	28.8%	11.2%	5.0%

Q19. Which TWO of the solid waste services listed in Question 18 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of residential trash collection services	288	28.7 %
Overall quality of curbside recycling services	101	10.1 %
Overall quality of bulky item pick-up services	121	12.1 %
Overall quality of leaf collection services	164	16.3 %
Overall quality of brush pick-up services	85	8.5 %
Overall quality of City street sweeping services	69	6.9 %
None chosen	176	17.5 %
Total	1004	100.0 %

Q19. Which TWO of the solid waste services listed in Question 18 do you think should receive the MOST EMPHASIS from the City over the next TWO years?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of residential trash collection services	62	6.2 %
Overall quality of curbside recycling services	203	20.2 %
Overall quality of bulky item pick-up services	117	11.7 %
Overall quality of leaf collection services	102	10.2 %
Overall quality of brush pick-up services	160	15.9 %
Overall quality of City street sweeping services	132	13.1 %
None chosen	228	22.7 %
Total	1004	100.0 %

SUM OF TOP 2 CHOICES

Q19. Which TWO of the solid waste services listed in Question 18 do you think should receive the MOST EMPHASIS from the City over the next TWO years? (top 2)

<u>Q19. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of residential trash collection services	350	34.9 %
Overall quality of curbside recycling services	304	30.3 %
Overall quality of bulky item pick-up services	238	23.7 %
Overall quality of leaf collection services	266	26.5 %
Overall quality of brush pick-up services	245	24.4 %
Overall quality of City street sweeping services	201	20.0 %
None chosen	176	17.5 %
Total	1780	

Q20. Water, Sewer, and Stormwater Services. Please rate your satisfaction with the following services provided by the City of Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Overall quality of your household drinking water	22.2%	42.6%	16.4%	8.3%	5.1%	5.4%
Q20-2. Timeliness of water/sewer line break repairs	10.3%	28.8%	19.5%	2.6%	1.8%	37.1%
Q20-3. Affordability of water/sewer & stormwater bills	7.9%	31.8%	25.3%	19.1%	9.2%	6.8%
Q20-4. Overall management of public stormwater run-off	7.1%	30.4%	25.0%	8.7%	4.5%	24.4%
Q20-5. Condition & cleanliness of catch basins (storm drains) in your neighborhood	7.5%	31.1%	24.9%	12.1%	7.0%	17.5%

WITHOUT "DON'T KNOW"

Q20. 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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Overall quality of your household drinking water	23.5%	45.1%	17.4%	8.7%	5.4%
Q20-2. Timeliness of water/sewer line break repairs	16.3%	45.7%	31.0%	4.1%	2.8%
Q20-3. Affordability of water/sewer & stormwater bills	8.4%	34.1%	27.1%	20.5%	9.8%
Q20-4. Overall management of public stormwater run-off	9.4%	40.2%	33.1%	11.5%	5.9%
Q20-5. Condition & cleanliness of catch basins (storm drains) in your neighborhood	9.1%	37.7%	30.2%	14.6%	8.5%

Q21. City Link 311. Please rate your satisfaction with the following aspects of City Link 311 services in Winston-Salem, North Carolina.

(N=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Overall quality of customer service provided by City Link agents	17.2%	28.1%	16.5%	2.5%	1.3%	34.4%
Q21-2. Wait time (time before speaking with an agent)	14.1%	27.0%	17.4%	3.7%	1.9%	35.9%
Q21-3. Amount of time spent on phone with City Link staff to resolve issue	13.8%	27.4%	17.4%	3.4%	2.0%	36.0%

WITHOUT "DON'T KNOW"**Q21. 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=1004)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Overall quality of customer service provided by City Link agents	26.3%	42.8%	25.2%	3.8%	2.0%
Q21-2. Wait time (time before speaking with an agent)	22.0%	42.1%	27.2%	5.7%	3.0%
Q21-3. Amount of time spent on phone with City Link staff to resolve issue	21.6%	42.8%	27.2%	5.3%	3.1%

Q22. Please answer the following questions by circling either "Yes" or "No."

(N=1004)

	Yes	No	Not provided
Q22-1. Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during last year	12.3%	85.6%	2.2%
Q22-2. Have you had contact with a WSPD police officer during last year	41.2%	56.8%	2.0%
Q22-3. Have you or anyone in your household contacted City's 311 Call Center (City Link) in last year	40.1%	57.6%	2.3%
Q22-4. Have you visited City's website (cityofws.org) in last year	64.5%	33.2%	2.3%
Q22-5. Have you used bulky item pick-up service in last year	61.5%	36.4%	2.2%
Q22-6. Have you or anyone in your household visited a Winston-Salem City recreation center in last year	52.5%	45.3%	2.2%
Q22-7. Have any members of your household visited any parks in Winston-Salem, North Carolina, in last year	78.4%	19.6%	2.0%
Q22-8. Have you used WSTA bus system in last year (fixed route or Trans-AID)	15.1%	82.9%	2.0%
Q22-9. Do you have regular access to internet at home or via mobile device	86.1%	12.0%	2.0%
Q22-10. Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in last year	36.1%	61.8%	2.2%
Q22-11. Have you ridden a bicycle on City streets in last year	21.3%	76.5%	2.2%
Q22-12. Have you applied for and/or received a housing rehabilitation loan from City within last two years	1.4%	96.5%	2.1%

WITHOUT "NOT PROVIDED"**Q22. Please answer the following questions by circling either "Yes" or "No." (without "not provided")**

(N=1004)

	Yes	No
Q22-1. Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during last year	12.5%	87.5%
Q22-2. Have you had contact with a WSPD police officer during last year	42.1%	57.9%
Q22-3. Have you or anyone in your household contacted City's 311 Call Center (City Link) in last year	41.1%	58.9%
Q22-4. Have you visited City's website (cityofws.org) in last year	66.1%	33.9%
Q22-5. Have you used bulky item pick-up service in last year	62.8%	37.2%
Q22-6. Have you or anyone in your household visited a Winston-Salem City recreation center in last year	53.7%	46.3%
Q22-7. Have any members of your household visited any parks in Winston-Salem, North Carolina, in last year	80.0%	20.0%
Q22-8. Have you used WSTA bus system in last year (fixed route or Trans-AID)	15.4%	84.6%
Q22-9. Do you have regular access to internet at home or via mobile device	87.8%	12.2%
Q22-10. Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in last year	36.9%	63.1%
Q22-11. Have you ridden a bicycle on City streets in last year	21.8%	78.2%
Q22-12. Have you applied for and/or received a housing rehabilitation loan from City within last two years	1.4%	98.6%

Q23. Support for Potential Bond Referendum. To what extent would you support or oppose prioritizing funding for the following identified capital project needs?

(N=1004)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not provided
Q23-1. Economic development (infrastructure & support to attract & retain large employers)	47.4%	36.9%	7.3%	3.9%	4.6%
Q23-2. Housing development (housing rehabilitation & revitalization)	41.0%	42.3%	8.7%	4.2%	3.8%
Q23-3. Public safety (police & fire training & operating facilities)	64.5%	26.3%	3.4%	2.3%	3.5%
Q23-4. Transportation projects (street resurfacing & sidewalk construction)	63.3%	28.2%	3.2%	1.6%	3.7%
Q23-5. Recreation projects (new/updated recreation & parks facilities)	45.2%	41.0%	7.2%	2.5%	4.1%
Q23-6. General government projects (maintenance/upgrade City-owned buildings & infrastructure)	27.4%	48.4%	14.9%	5.0%	4.3%

WITHOUT "NOT PROVIDED"

Q23. Support for Potential Bond Referendum. To what extent would you support or oppose prioritizing funding for the following identified capital project needs? (without "not provided")

(N=1004)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Q23-1. Economic development (infrastructure & support to attract & retain large employers)	49.7%	38.6%	7.6%	4.1%
Q23-2. Housing development (housing rehabilitation & revitalization)	42.7%	44.0%	9.0%	4.3%
Q23-3. Public safety (police & fire training & operating facilities)	66.9%	27.2%	3.5%	2.4%
Q23-4. Transportation projects (street resurfacing & sidewalk construction)	65.8%	29.3%	3.3%	1.7%
Q23-5. Recreation projects (new/updated recreation & parks facilities)	47.1%	42.8%	7.5%	2.6%
Q23-6. General government projects (maintenance/upgrade City-owned buildings & infrastructure)	28.6%	50.6%	15.6%	5.2%

Q24. Do you think you will be living in Winston-Salem, North Carolina five years from now?

Q24. Will you be living in Winston-Salem, North Carolina five years from now	Number	Percent
Yes	870	86.7 %
No	100	10.0 %
Not provided	34	3.4 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Do you think you will be living in Winston-Salem, North Carolina five years from now? (without "not provided")

Q24. Will you be living in Winston-Salem, North Carolina five years from now	Number	Percent
Yes	870	89.7 %
No	100	10.3 %
Total	970	100.0 %

Q25. Do you own or rent your current residence?

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	693	69.0 %
Rent	305	30.4 %
Not provided	6	0.6 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Do you own or rent your current residence? (without "not provided")**

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	693	69.4 %
Rent	305	30.6 %
Total	998	100.0 %

Q26. What type of dwelling do you live in?

<u>Q26. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	825	82.2 %
Duplex or townhome	41	4.1 %
Apartment or condominium building	113	11.3 %
Other	17	1.7 %
Not provided	8	0.8 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What type of dwelling do you live in? (without "not provided")**

<u>Q26. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	825	82.8 %
Duplex or townhome	41	4.1 %
Apartment or condominium building	113	11.3 %
Other	17	1.7 %
Total	996	100.0 %

Q26. Other

Q26. Other	Number	Percent
Retirement community	2	20.0 %
Apartment above business	1	10.0 %
Homeless	1	10.0 %
Condo	1	10.0 %
Shared living	1	10.0 %
Single wide trailer	1	10.0 %
RET housing	1	10.0 %
HOUSING HAWS	1	10.0 %
ROOMING HOUSE	1	10.0 %
Total	10	100.0 %

Q27. Approximately how many years have you lived in Winston-Salem, North Carolina?

Q27. How many years have you lived in Winston-Salem, North Carolina

	Number	Percent
0-5	151	15.0 %
6-10	102	10.2 %
11-15	76	7.6 %
16-20	94	9.4 %
21-30	164	16.3 %
31+	385	38.3 %
Not provided	32	3.2 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Approximately how many years have you lived in Winston-Salem, North Carolina? (without "not provided")

Q27. How many years have you lived in Winston-Salem, North Carolina

	Number	Percent
0-5	151	15.5 %
6-10	102	10.5 %
11-15	76	7.8 %
16-20	94	9.7 %
21-30	164	16.9 %
31+	385	39.6 %
Total	972	100.0 %

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

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	20	2.0 %
White	596	59.4 %
American Indian/Eskimo	13	1.3 %
Black/African American	359	35.8 %
Other	37	3.7 %
Prefer not to answer	30	3.0 %
Total	1055	

WITHOUT "PREFER NOT TO ANSWER"**Q28. Which of the following best describes your race/ethnicity? (without "prefer not to answer")**

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	20	2.0 %
White	596	59.4 %
American Indian/Eskimo	13	1.3 %
Black/African American	359	35.8 %
Other	37	3.7 %
Total	1025	

Q28. Other

<u>Q28. Other</u>	<u>Number</u>	<u>Percent</u>
Hispanic	26	70.3 %
Mixed	4	10.8 %
Latino	4	10.8 %
Mexican	1	2.7 %
Cuban	1	2.7 %
Native American	1	2.7 %
Total	37	100.0 %

Q29. Are you of Hispanic, Latino, or other Spanish ancestry?

Q29. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	144	14.3 %
No	825	82.2 %
Not provided	35	3.5 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

Q29. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	144	14.9 %
No	825	85.1 %
Total	969	100.0 %

Q30. Would you say your total annual household income is...

Q30. Your total annual household income	Number	Percent
Under \$30K	230	22.9 %
\$30K to \$59,999	235	23.4 %
\$60K to \$99,999	233	23.2 %
\$100K+	226	22.5 %
Not provided	80	8.0 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Would you say your total annual household income is... (without "not provided")

Q30. Your total annual household income	Number	Percent
Under \$30K	230	24.9 %
\$30K to \$59,999	235	25.4 %
\$60K to \$99,999	233	25.2 %
\$100K+	226	24.5 %
Total	924	100.0 %

Q31. What is your age?

<u>Q31. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	189	18.8 %
35-44	195	19.4 %
45-54	202	20.1 %
55-64	192	19.1 %
65+	200	19.9 %
Not provided	26	2.6 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"

Q31. What is your age? (without "not provided")

<u>Q31. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	189	19.3 %
35-44	195	19.9 %
45-54	202	20.7 %
55-64	192	19.6 %
65+	200	20.4 %
Total	978	100.0 %

Q32. What is your gender identity?

<u>Q32. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	483	48.1 %
Female	516	51.4 %
Not provided	5	0.5 %
Total	1004	100.0 %

WITHOUT "NOT PROVIDED"

Q32. What is your gender identity? (without "not provided")

<u>Q32. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	483	48.3 %
Female	516	51.7 %
Total	999	100.0 %

Q34. What is your home zip code?

Q34. Your home zip code	Number	Percent
27040	114	11.4 %
27101	76	7.6 %
27103	113	11.3 %
27104	134	13.3 %
27105	211	21.0 %
27106	202	20.1 %
27107	64	6.4 %
27127	90	9.0 %
Total	1004	100.0 %

Section 5:
Survey Instrument



Office of the
City Manager

Lee D. Garrity
City Manager

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

Dear City of Winston-Salem Resident:

The City of Winston-Salem wants to know what you think about our community and City government. You have been randomly selected to participate in Winston-Salem's 2018 Resident Survey.

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

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

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

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

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

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

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

Sincerely,

Lee Garrity
City Manager

CityLink311

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

City Council: Mayor Allen Joines; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

2018 City of Winston-Salem, NC Resident Survey



Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided, or online at www.WSNCSurvey.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 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 get your information about programs and services the City of Winston-Salem, North Carolina offers? [Check all that apply.]

- (01) City Website
- (05) Local Radio
- (09) eNotifications
- (02) Newspapers
- (06) Neighbors
- (10) Events/Activity Lists
- (03) Utility Bill Inserts
- (07) TV13
- (11) Other: _____
- (04) City Social Media
- (08) Network Television

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

___(1) Yes [Answer Q5a.] ___(2) No [Skip to Q6.]

5a. If "Yes" to Question 5, 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

6. Quality of City Services. Please rate your satisfaction with the overall quality of the following major categories of services provided by the City of Winston-Salem, North Carolina.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police services	5	4	3	2	1	9
02. Fire services (including medical responses by Fire Department)	5	4	3	2	1	9
03. Maintenance of city streets and sidewalks	5	4	3	2	1	9
04. Solid waste services (e.g. residential trash/recycling collection)	5	4	3	2	1	9
05. City water and sewer services	5	4	3	2	1	9
06. Community services (e.g. code enforcement, neighborhood and housing development)	5	4	3	2	1	9
07. City recreation and parks programs/facilities	5	4	3	2	1	9
08. The City's 311 service (City Link)	5	4	3	2	1	9
09. Overall effectiveness of City communications with the public	5	4	3	2	1	9
10. The City's stormwater runoff/stormwater management system	5	4	3	2	1	9
11. Permitting and inspection services	5	4	3	2	1	9
12. Public transit services (WSTA – City bus systems)	5	4	3	2	1	9

7. Prioritization of City Services. Please rank the following city services from 1 to 12, where 1 is "Most Important" and 12 is "Least Important".

	Rank
01. Police services	
02. Fire services (including medical responses by Fire Department)	
03. The maintenance of city streets and sidewalks	
04. Solid waste services (e.g. residential trash/recycling collection)	
05. City water and sewer services	
06. Community services (e.g. code enforcement, neighborhood and housing development)	
07. City recreation and parks programs/facilities	
08. The City's 311 service (City Link)	
09. Overall effectiveness of city communication with the public	
10. The City's stormwater runoff/stormwater management system	
11. Permitting and inspection services	
12. Public transit services (WSTA – City bus systems)	

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

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The visibility of police in neighborhoods	5	4	3	2	1	9
2.	The City's overall efforts to prevent crime	5	4	3	2	1	9
3.	Enforcement of traffic laws	5	4	3	2	1	9
4.	Police response time to emergencies	5	4	3	2	1	9
5.	Fire personnel response time to fire and rescue emergencies	5	4	3	2	1	9
6.	Fire personnel response time to medical emergencies	5	4	3	2	1	9
7.	The City's fire prevention efforts	5	4	3	2	1	9

9. Which TWO of the Police and Fire services listed in Question 8 do you think should receive the MOST EMPHASIS from the city over the next TWO years? [Write in your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____

10. Streets and Sidewalks. 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.	Condition of sidewalks throughout the city	5	4	3	2	1	9
04.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
05.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
06.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
07.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
08.	Adequacy of city street lighting	5	4	3	2	1	9
09.	Accessibility of streets and sidewalks for people with disabilities	5	4	3	2	1	9
10.	On-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9
11.	Maintenance of trees along city streets	5	4	3	2	1	9
12.	Mowing and landscaping along city streets	5	4	3	2	1	9
13.	Litter pick-up along city streets	5	4	3	2	1	9

11. Which TWO of the streets and sidewalks services listed in Question 10 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 10.]

1st: ____ 2nd: ____

12. Public 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.	The amount of traffic congestion on city streets	5	4	3	2	1	9
02.	Availability of sidewalks throughout the city	5	4	3	2	1	9
03.	Condition of existing greenways	5	4	3	2	1	9
04.	Availability of greenways throughout the city	5	4	3	2	1	9
05.	Timeliness of WSTA fixed route bus services	5	4	3	2	1	9
06.	Overall satisfaction with WSTA fixed route bus services	5	4	3	2	1	9
07.	Timeliness of WSTA Trans-AID bus services	5	4	3	2	1	9
08.	Overall satisfaction with WSTA Trans-AID bus services	5	4	3	2	1	9
09.	Cleanliness of WSTA buses	5	4	3	2	1	9
10.	Ease and availability of on-street public parking in downtown	5	4	3	2	1	9
11.	Ease and availability of public parking in decks in downtown	5	4	3	2	1	9
12.	Cost of public parking options in downtown	5	4	3	2	1	9

13. Which TWO of the public transportation services listed in Question 12 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 12.]
 1st: ____ 2nd: ____

14. 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

15. Which TWO of the community development services listed in Question 14 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 14.]
 1st: ____ 2nd: ____

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

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city parks	5	4	3	2	1	9
02.	Quality of facilities (e.g. picnic shelters & playgrounds) in city parks	5	4	3	2	1	9
03.	Quality of city-owned outdoor athletic fields	5	4	3	2	1	9
04.	Walking and biking trails in the city	5	4	3	2	1	9
05.	City swimming pools and programs	5	4	3	2	1	9
06.	City splash pads and spraygrounds	5	4	3	2	1	9
07.	The City's youth programs and activities	5	4	3	2	1	9
08.	Maintenance and appearance of city recreation centers	5	4	3	2	1	9
09.	Programs and activities at city recreation centers	5	4	3	2	1	9
10.	Marketing of Recreation and Parks programs/facilities	5	4	3	2	1	9
11.	Quality of customer service from Recreation and Parks employees	5	4	3	2	1	9

17. Which TWO of the Recreation and Parks services listed in Question 16 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 16.]*

1st: ____ 2nd: ____

18. 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

19. Which TWO of the solid waste services listed in Question 18 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 18.]*

1st: ____ 2nd: ____

20. 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

21. 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

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

01.	Were you or anyone in your household the victim of any crime in Winston-Salem, North Carolina, during the last year?	Yes	No
02.	Have you had contact with a WSPD police officer during the last year?	Yes	No
03.	Have you or anyone in your household contacted the City's 311 Call Center (City Link) in the last year?	Yes	No
04.	Have you visited the City's website (cityofws.org) in the last year?	Yes	No
05.	Have you used the bulky item pick-up service in the last year?	Yes	No
06.	Have you or anyone in your household visited a Winston-Salem City recreation center in the last year?	Yes	No
07.	Have any members of your household visited any parks in Winston-Salem, North Carolina, in the last year?	Yes	No
08.	Have you used the WSTA bus system in the last year (fixed route or Trans-AID)?	Yes	No
09.	Do you have regular access to the internet at home or via mobile device?	Yes	No
10.	Have you contacted Utilities, Revenue, or City Link regarding your water/sewer account in the last year?	Yes	No
11.	Have you ridden a bicycle on city streets in the last year?	Yes	No
12.	Have you applied for and/or received a housing rehabilitation loan from the city within the last two years?	Yes	No

23. Support for Potential Bond Referendum. To what extent would you support or oppose prioritizing funding for the following identified capital project needs?

		Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
1.	Economic development (infrastructure and support to attract and retain large employers)	4	3	2	1
2.	Housing development (housing rehabilitation and revitalization)	4	3	2	1
3.	Public safety (police and fire training and operating facilities)	4	3	2	1
4.	Transportation projects (street resurfacing and sidewalk construction)	4	3	2	1
5.	Recreation projects (new/updated recreation and parks facilities)	4	3	2	1
6.	General government projects (maintenance/upgrade City-owned buildings and infrastructure)	4	3	2	1

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

___(1) Yes ___(2) No

25. Do you own or rent your current residence? ___(1) Own ___(2) Rent

26. 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: _____

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

28. Which of the following best describes your race/ethnicity? [Check all that apply.]

___(1) Asian/Pacific Islander ___(3) American Indian/Eskimo ___(5) Other: _____
 ___(2) White ___(4) Black/African American ___(9) Prefer not to answer

29. Are you of Hispanic, Latino, or other Spanish ancestry? ___(1) Yes ___(2) No
30. Would you say your total annual household income is...
 ___(1) Under \$30,000 ___(2) \$30,000 to \$59,999 ___(3) \$60,000 to \$99,999 ___(4) \$100,000 or more
31. What is your age?
 ___(1) 18-24 ___(3) 35-44 ___(5) 55-64
 ___(2) 25-34 ___(4) 45-54 ___(6) 65+
32. What is your gender identity? ___(1) Male ___(2) Female ___(3) Other: _____
33. What is your home street address? *[Please be specific, e.g. "123 W. Main Street," not "123 Main."]*

34. What is your home zip code? _____
35. Do you live inside the city limits of Winston-Salem, North Carolina? ___(1) Yes ___(2) No

This concludes the survey – Thank you for your time!
 Please return your survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.

CITY OF WINSTON-SALEM Mayor: Allen Joines City Council: Vivian H. Burke, Mayor Pro Tempore, Northeast Ward;
 Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward;
 Jeff MacIntosh, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor Jr., Southeast Ward City Manager: Lee Garrity