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***2011 DirectionFinder® Survey***  
**FINAL Report Findings**

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Submitted to:  
***The City of Winchester, VA***



By

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***Institute***

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# 2011 DirectionFinder® Survey

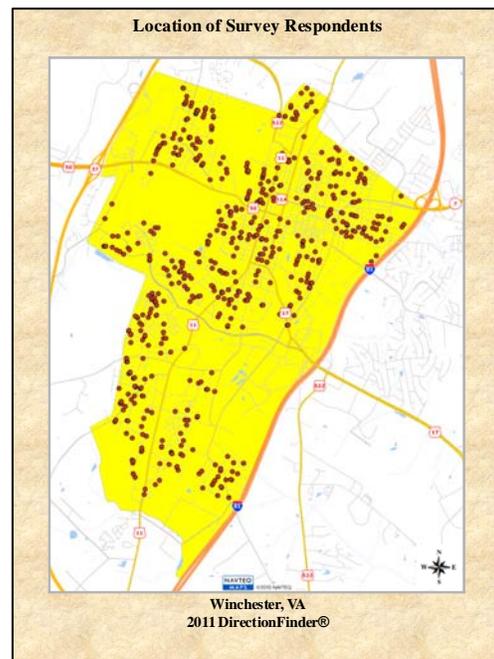
## Executive Summary Report

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### Overview and Methodology

During November and December of 2011, ETC Institute administered the second DirectionFinder® survey for the City of Winchester. The first survey was administered in 2008. The purpose of both surveys was to assess citizen satisfaction with the delivery of major city services as part of the City's on-going effort to identify and respond to the needs and concerns of residents. Many questions were repeated with the second survey, which provides the City with a history of trend comparisons from 2008 to 2011 on important issues of service delivery.

The five-page survey was mailed to a random sample of 2,000 households in the City. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 103 completed the survey by phone and 519 returned it by mail for a total of 622 completed surveys (31% response rate). The results for the random sample of 622 households have a 95% level of confidence with a precision of at least +/-4%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, 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 location of their home



**Interpretation of “Don’t Know” Responses:** The percentage of persons who gave “don’t know” responses is important because it often reflects the level of utilization of City services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with other communities. 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 summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- benchmarking data that shows how the results from Winchester compare to other communities
- GIS maps that show the results of selected questions on the survey
- a copy of the survey instrument.

## Major Findings

- **Overall satisfied with the quality of services provided by the City of Winchester.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of public safety services (86%), the quality of parks and recreation facilities (79%) and the quality of wastewater utility services (77%). **Trends:** The use of the word “significant”, when referring to changes in Trends, indicates a change of above or below the +/- 4% margin of error. While there were several significant increases in this category, two major increases in satisfaction were noted in the management of traffic flow (33% in 2008 vs. 52% in 2011), and in the quality of public transportation services (47% in 2008 vs. 60% in 2011). There were no significant decreases.
- **Services that residents thought should receive the most emphasis from City leaders over the next two years.** The four City services that residents thought were the most important for the City to emphasize over the next two years were: (1) the maintenance of city streets, (2) the quality of public schools, (3) the management of traffic flow on city streets, and (4) the efforts to revitalize downtown.
- **Quality of Life in Winchester.** Eighty-two percent (82%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 12% were “neutral” and only 6% were “dissatisfied.”
- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of City parks (84%), the number of parks (70%), the quality of youth recreation programs (69%), and the availability of information about programs (69%). Residents were least satisfied with walking and biking trails in the City (54%). **Trends:** Trends for Parks and Recreation were up in every category. Though it still has the lowest rating this year, the level of satisfaction for walking and biking trails is up from 40% in 2008 to 54% in 2011.

- **Public Safety.** Residents were generally satisfied with the quality of public safety services provided by the City. The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of fire services (92%), the quality of emergency medical services (91%), and how quickly fire and emergency medical service personnel respond to emergencies (89%). Residents were least satisfied with the amount of street lighting (57%). **Trends:** In the category of visibility of police in neighborhoods, a significant increase in satisfaction was indicated from 2008 (59%) to 2011 (71%).
- **Feelings of Safety in the City.** The situations with the highest feelings of safety, based upon the combined percentage of “very safe” and “safe” responses among residents *who had an opinion*, were: walking in your neighborhood during the day (96%), in Downtown Winchester during the day (92%) and in City parks during the day (85%). **Trends:** All areas of safety compared to 2008 showed an increase in feelings of safety. The most significant increases were seen in Downtown Winchester (48% in 2008 vs. 92% in 2011), and City parks (36% in 2008 vs. 85% in 2011).
- **City Maintenance.** The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: condition of street signs and traffic signals (79%), the cleanliness of downtown Winchester (76%) and the condition of major city streets (74%). Residents were least satisfied with the condition of sidewalks (48%), though that number is up significantly from 43% in 2008.
- **City Communication.** The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of the City web site (60%), the availability of information about city services and activities (59%) and the information/content on the City’s website (58%). Residents were least satisfied with the public’s ability to be involved in local decisions (46%), though this number is up significantly from 2008 (31%).
- **Code Enforcement.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of sign regulations (56%), and the enforcement of the clean up of litter and debris on private property (48%). Residents were least satisfied with the enforcement of overcrowding regulations (33%). **Trends:** Increases were seen in every area of code enforcement.
- **Utility Services.** The highest levels of satisfaction with the City’s utility services, based upon the combined percentage of “very satisfied” and “satisfied”

***2011 Winchester DirectionFinder® Survey***

responses among residents *who had an opinion*, were: residential trash collection services (90%) and curbside recycling services (90%).

- **City Customer Service.** The highest levels of satisfaction with the City’s customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly staff responded to your request (70%) and the accuracy of information and assistance given (67%).

<b>Winchester Citizen Survey: 2008 and 2011</b>			
<b>City Services Scoring Highest Levels of Dissatisfaction</b>			
where % of respondents who were 'Dissatisfied' or 'Very Dissatisfied' was at least 25% in one year			
List sorted highest to lowest dissatisfaction percent for 2011			
<b>Service</b>	<b>2008</b>	<b>2011</b>	<b>change</b>
Enforcing Overcrowding Regulations	<b>45</b>	<b>37</b>	major improvement
Condition of sidewalks in your neighborhood	<b>33</b>	<b>33</b>	no change
Enforce removal of dilapidated housing/blighted property	not asked	<b>32</b>	n/a
Enforce cleanup of junk/debris on private property	<b>31</b>	<b>29</b>	improvement
How well issue was handled- customer service	<b>24</b>	<b>26</b>	decline
Exterior maintenance of residential property	<b>23</b>	<b>25</b>	decline
Enforce cutting of grass and weeds on private property	<b>29</b>	<b>25</b>	improvement
Walking and bike trails in the City	<b>32</b>	<b>25</b>	major improvement
Snow removal on neighborhood City streets	<b>23</b>	<b>25</b>	decline
Removing abandoned/inoperable vehicles	<b>30</b>	<b>20</b>	major improvement
Management of Traffic flow	<b>44</b>	<b>24</b>	major improvement
Public's ability to be involved in local decisions	<b>32</b>	<b>20</b>	major improvement
Bulky item pickup/removal services	<b>30</b>	<b>21</b>	major improvement
Household hazardous waste disposal	<b>25</b>	<b>18</b>	major improvement

19-Jan-12

**The City of Winchester clearly took ownership of the results from the survey in 2008 and chose to take steps to make improvements in many areas of service delivery. Trend comparisons in many areas increased significantly.**

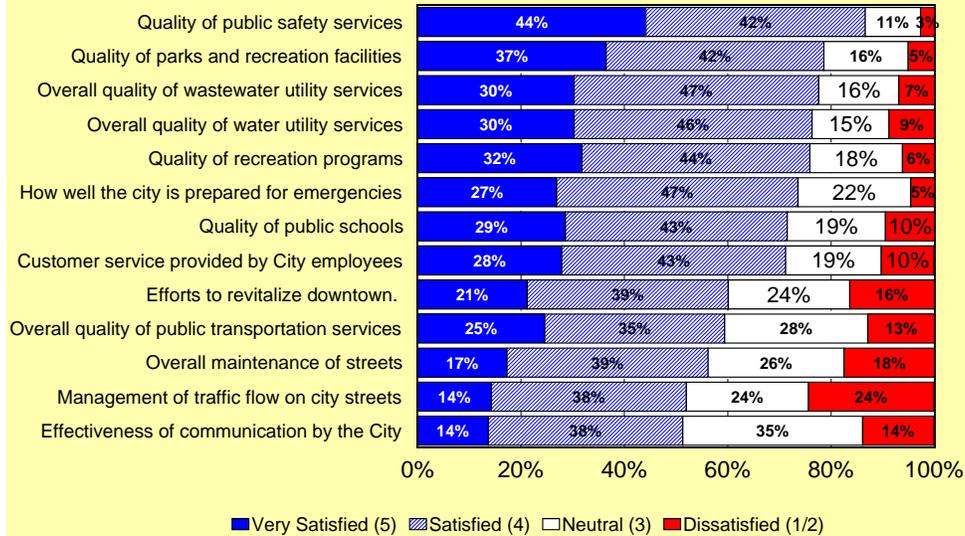
**Benchmark comparisons of the City of Winchester versus the East Coast Region and the U.S. are also higher in many areas.**

*Section 1:*  
***Charts and Graphs***

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### Q1. Overall Satisfaction With City Services by Major Category

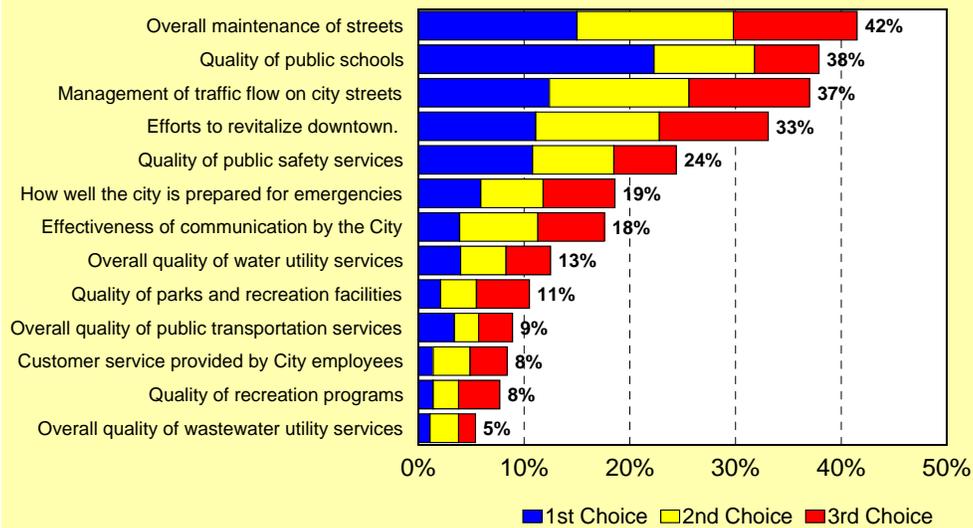
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



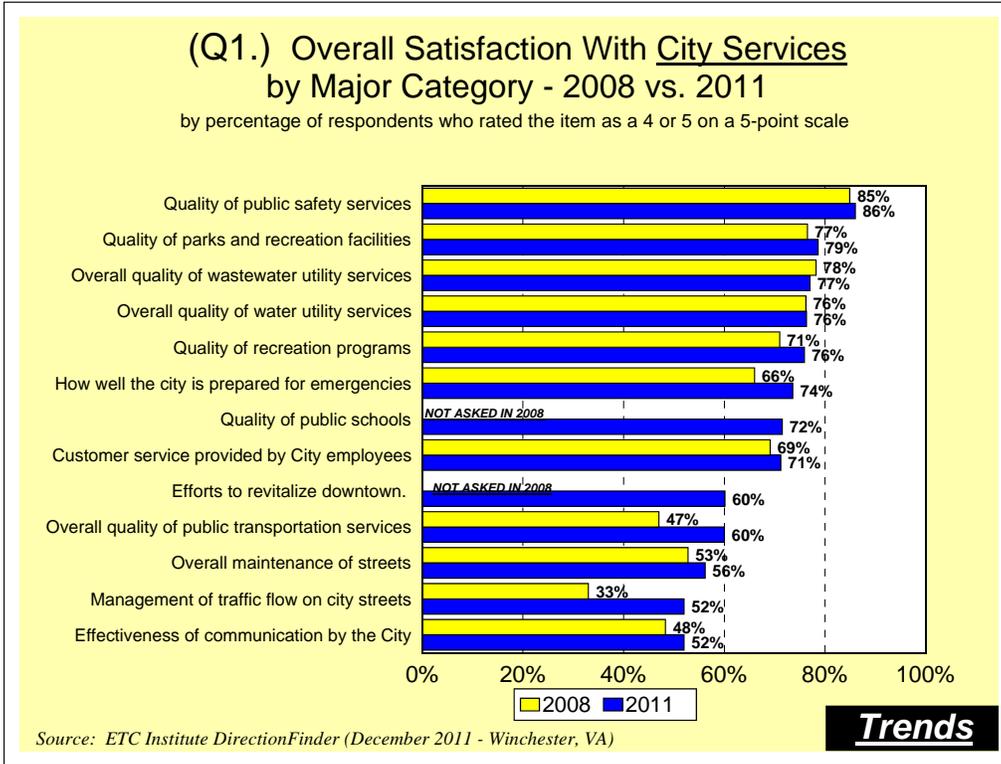
Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### Q2. City Service Items That Should Receive the Most Emphasis Over the Next Two Years

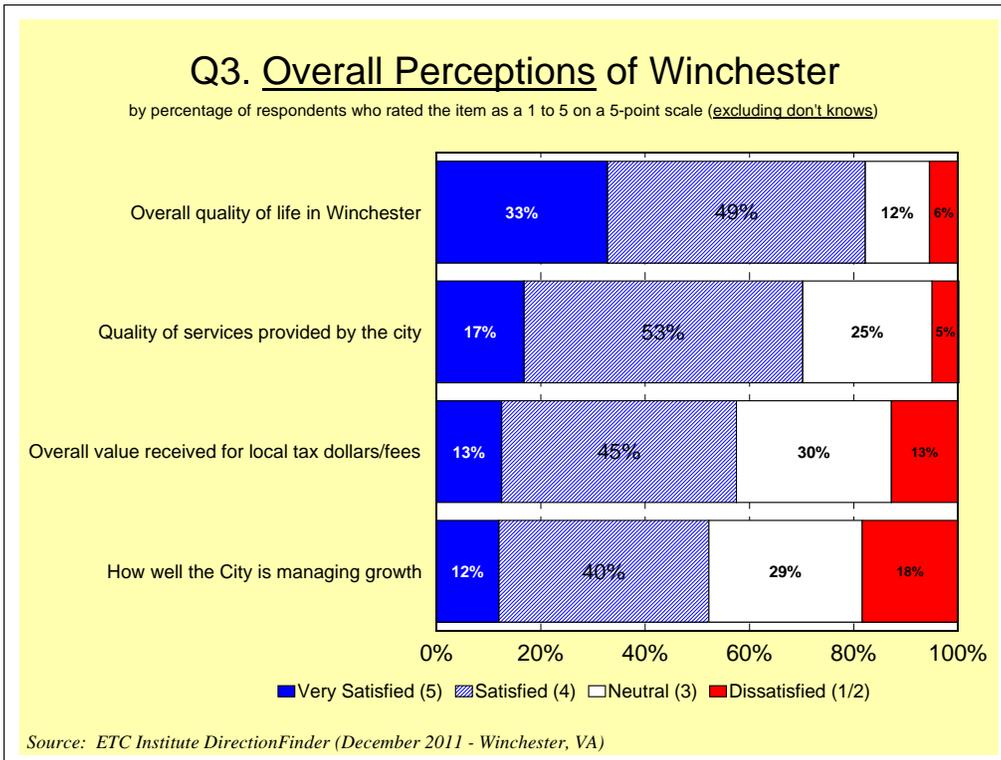
by percentage of respondents who selected the item as one of their top three choices

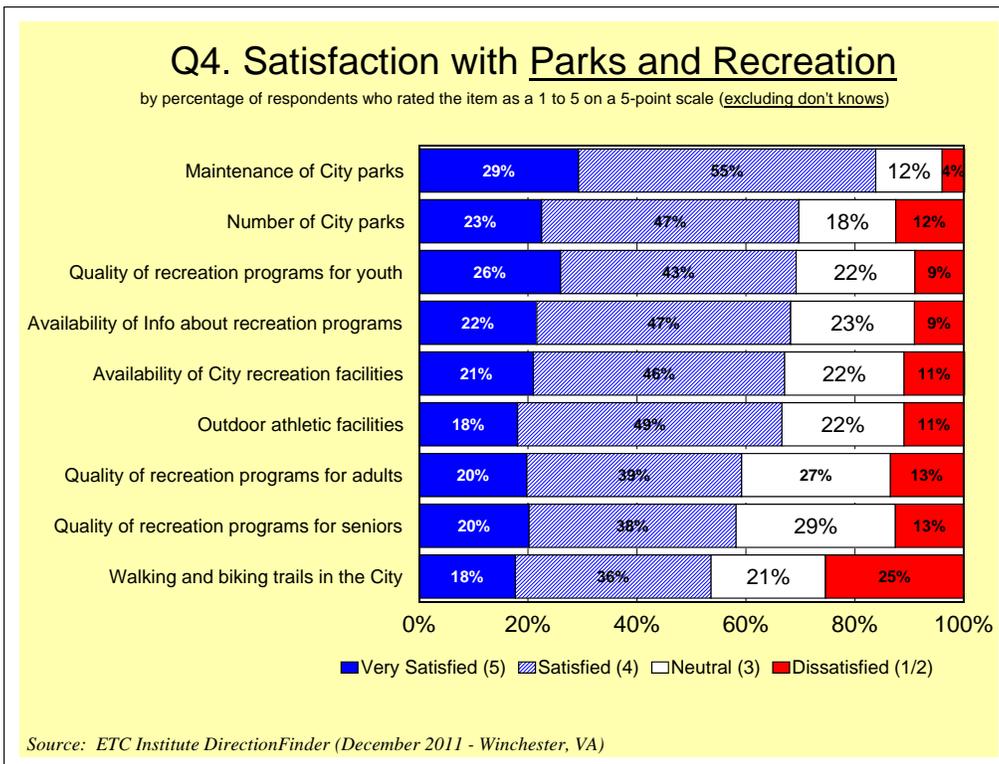
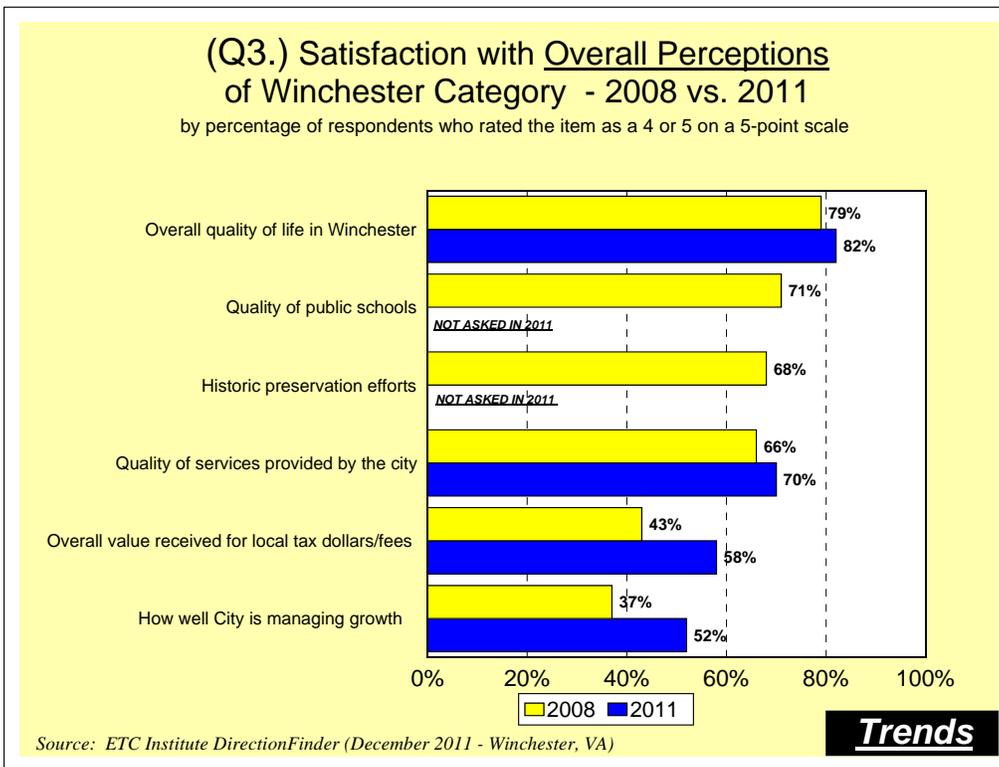


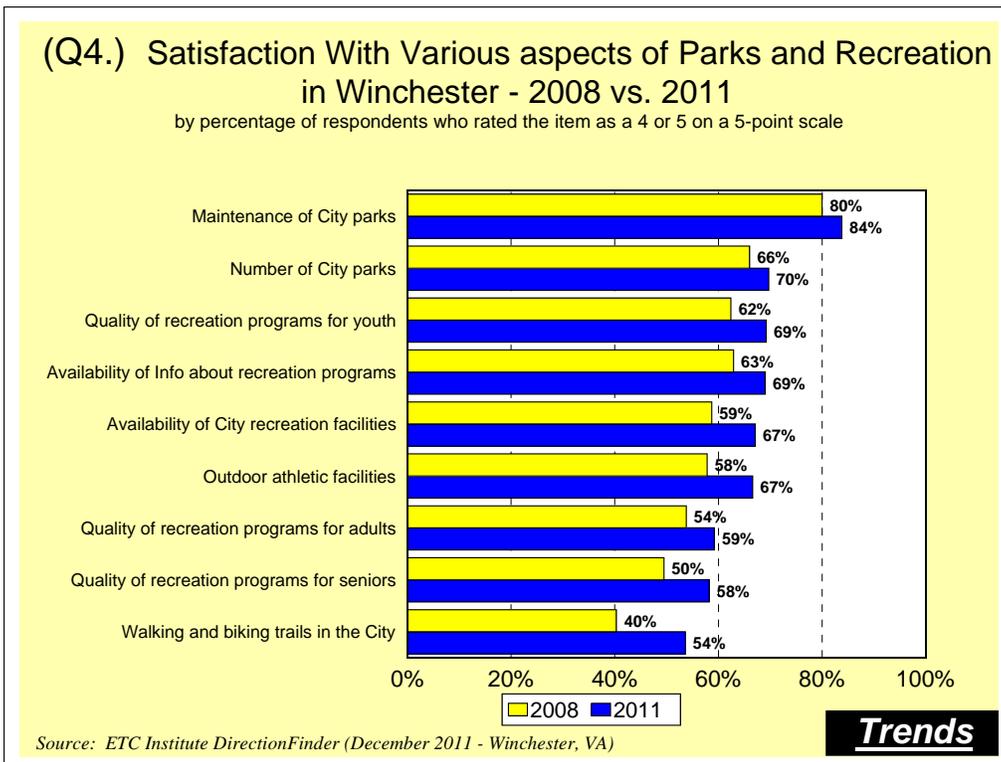
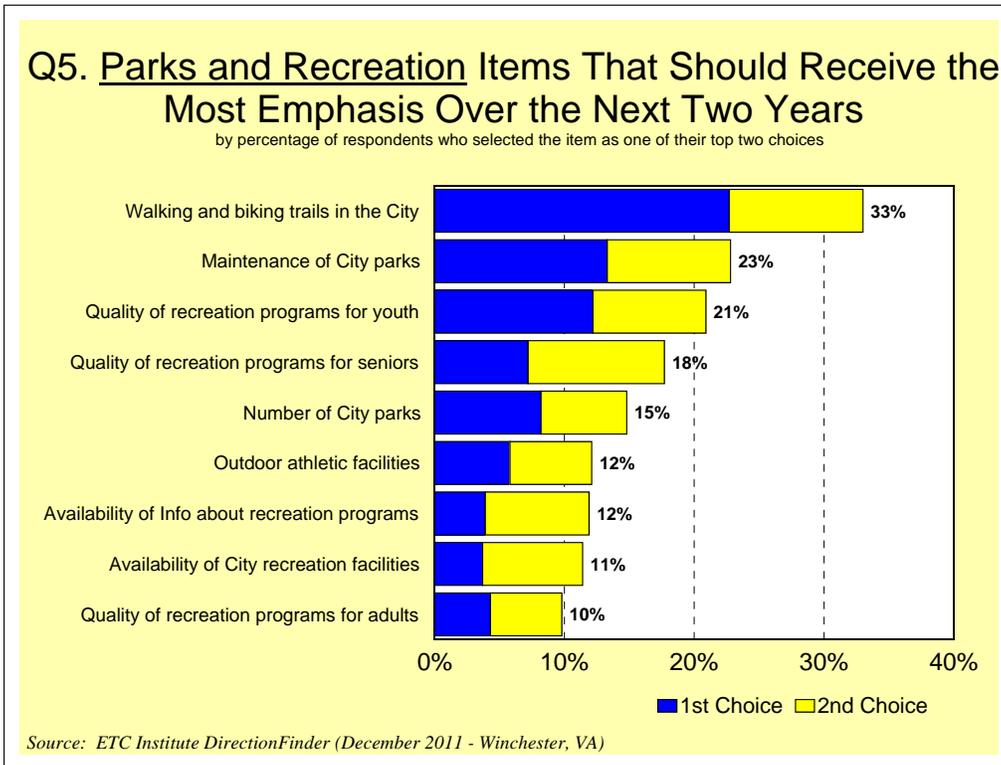
Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)



**Trends**

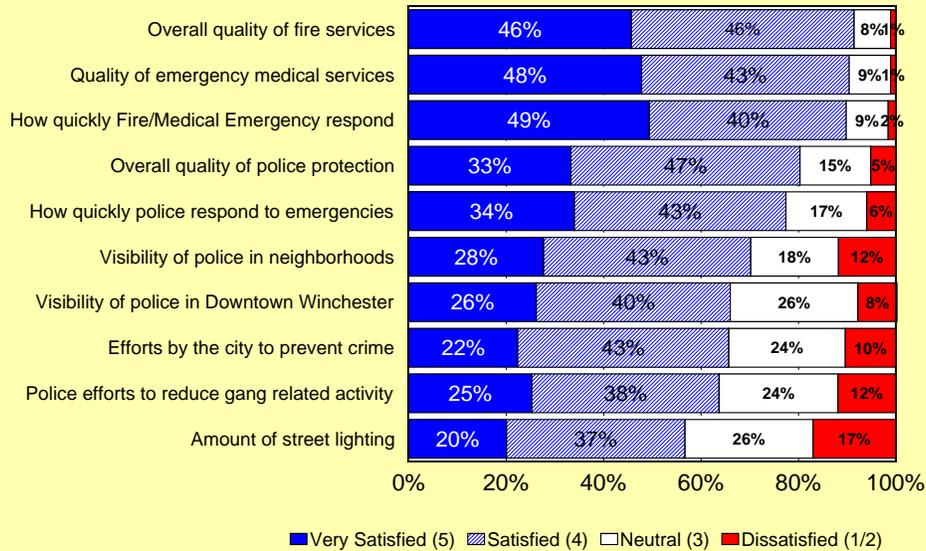






### Q6. Satisfaction with Various Aspects of Public Safety

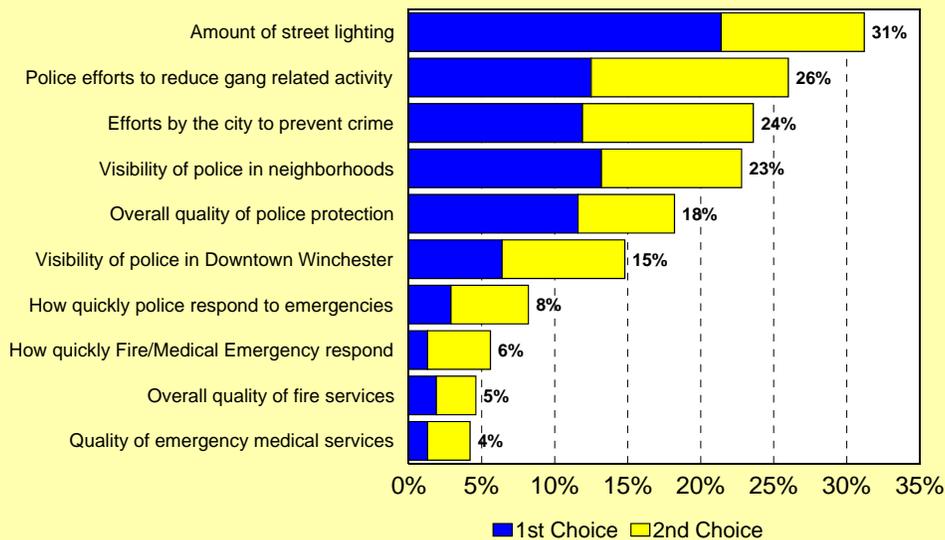
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### Q7. Public Safety Items That Should Receive the Most Emphasis Over the Next Two Years

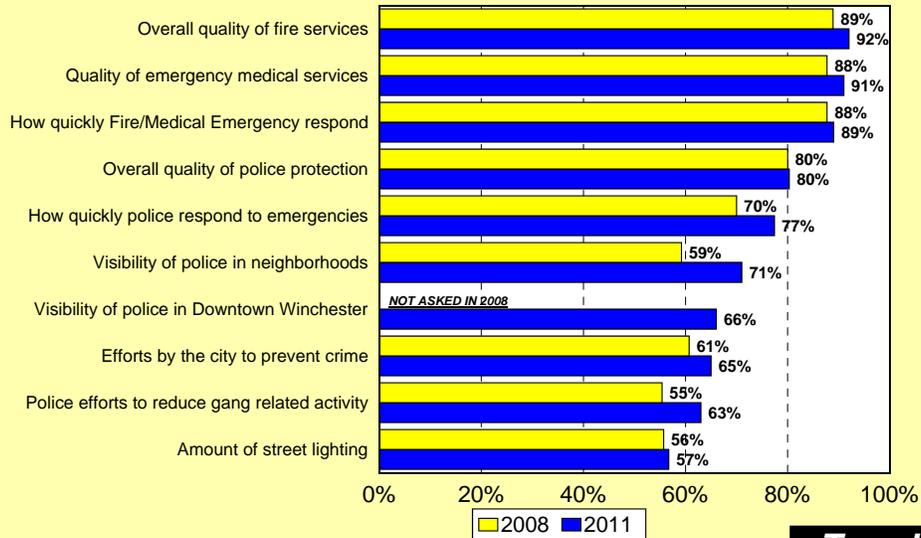
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

**(Q6.) Satisfaction With Various Aspects of Public Safety in Winchester - 2008 vs. 2011**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

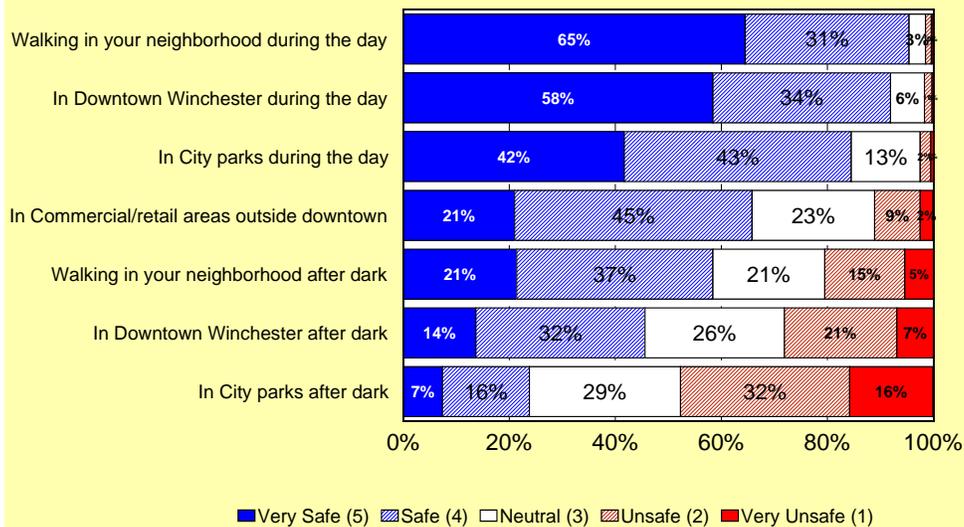


Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

**Trends**

**Q8. How Safe Residents Feel in Certain Situations**

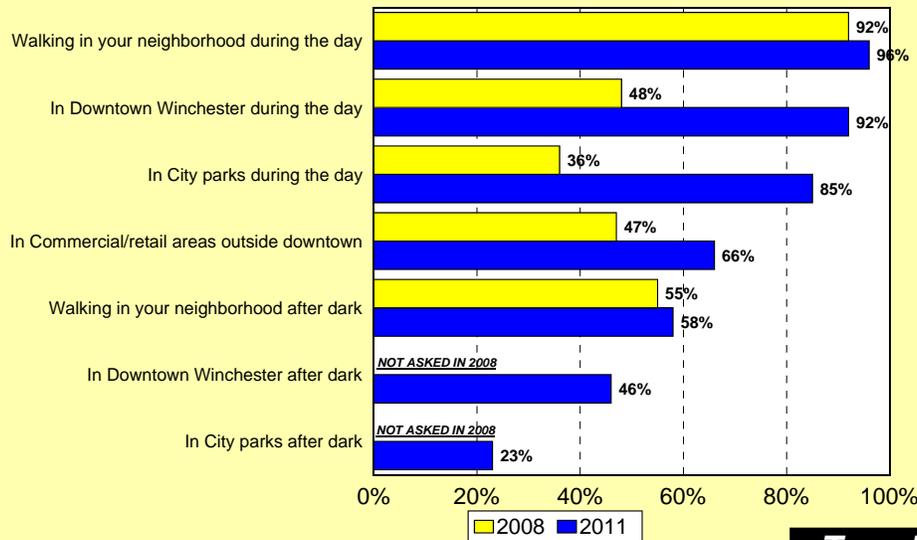
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### (Q8.) How Safe Residents Feel in Certain Situations - 2008 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

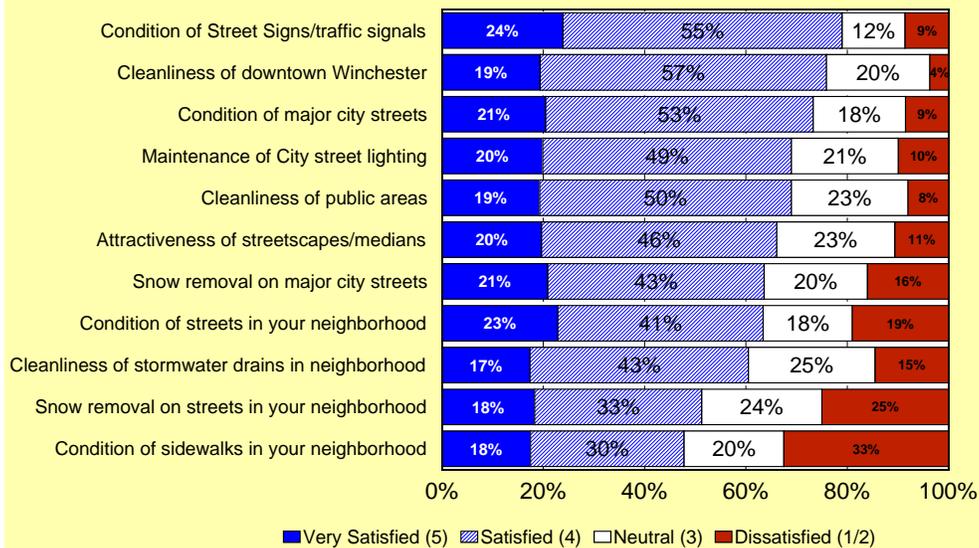


Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

**Trends**

### Q9. Satisfaction with Maintenance in the City of Winchester

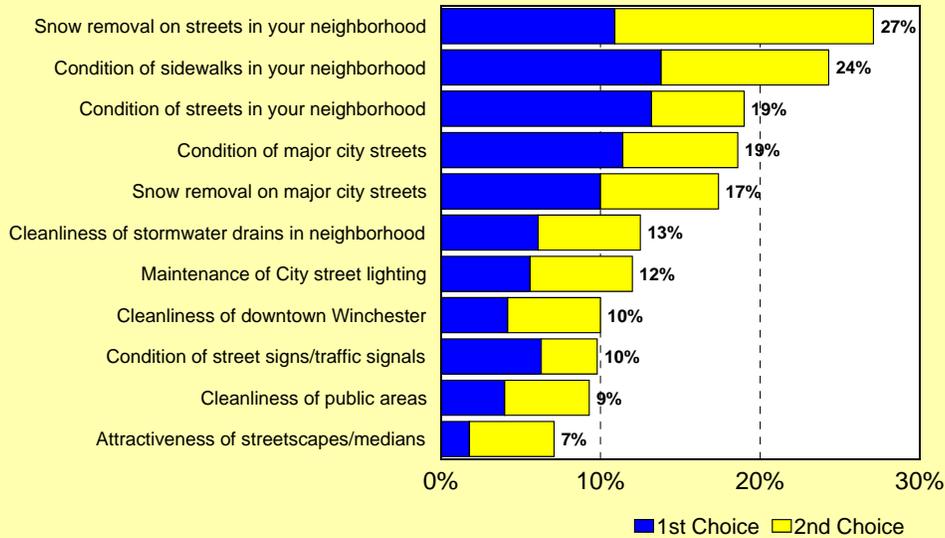
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### Q10. Maintenance Items That Should Receive the Most Emphasis Over the Next Two Years

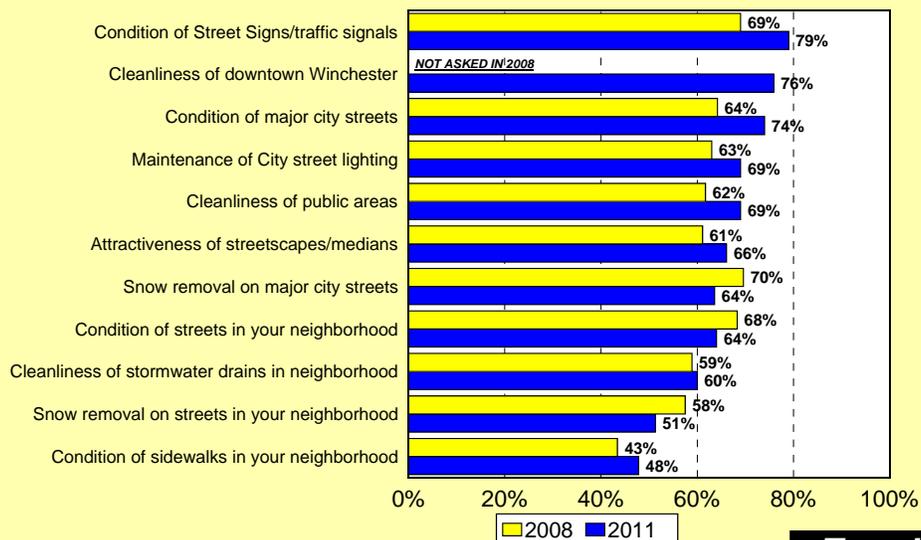
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### (Q9.) Satisfaction With Various Aspects of Maintenance in Winchester - 2008 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

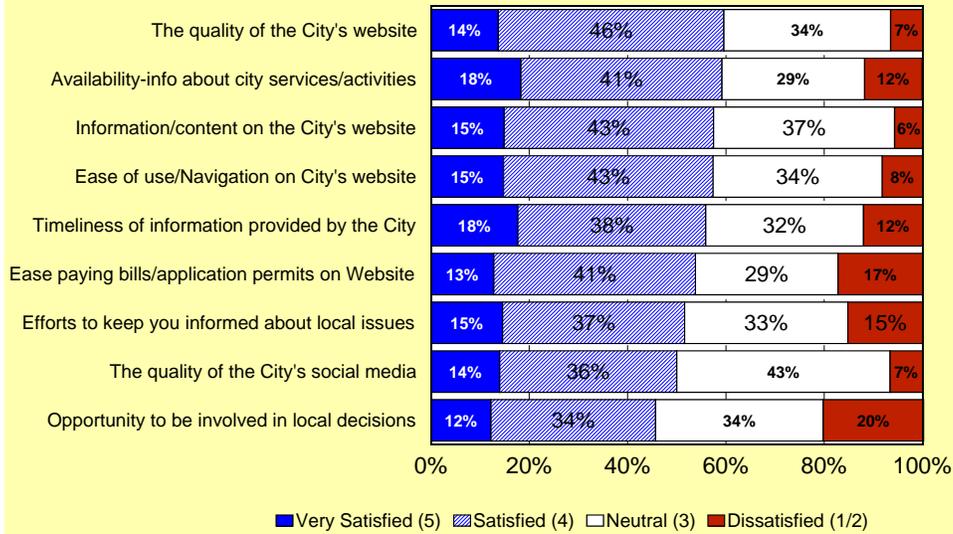


Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)



### Q11. Satisfaction with Various Aspects of Communication.

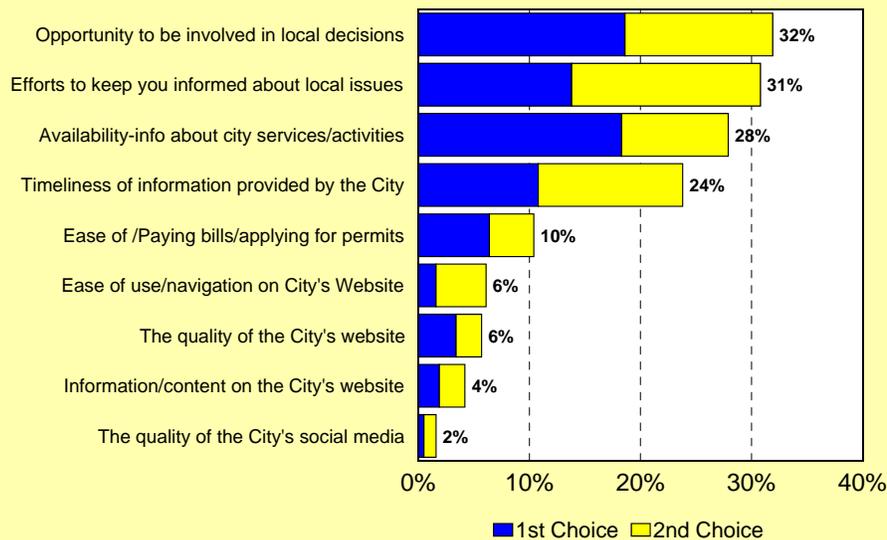
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### Q12. Communication Items that should receive the most emphasis from City leaders over the next two years?

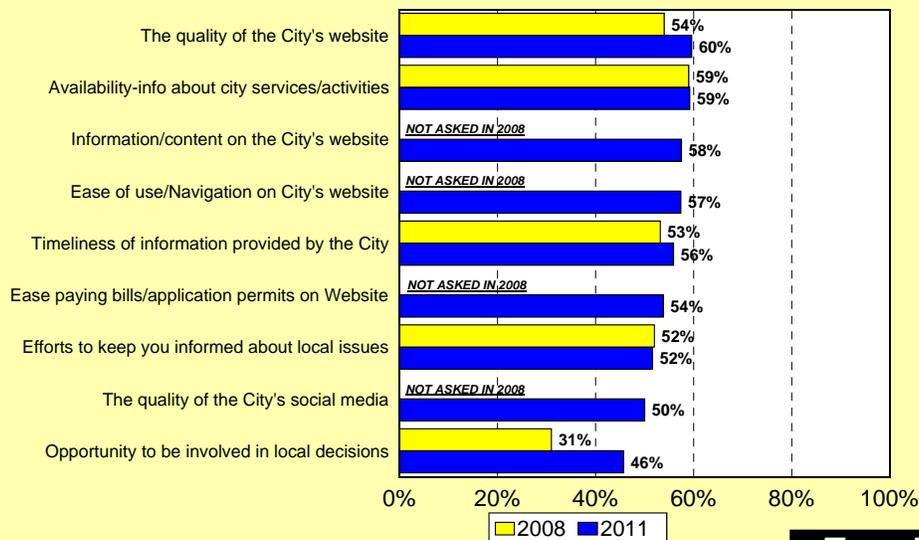
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### (Q11.) Satisfaction With Various Aspects of Communication in Winchester - 2008 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

**Trends**

### Q13. Overall Satisfaction With Code Enforcement

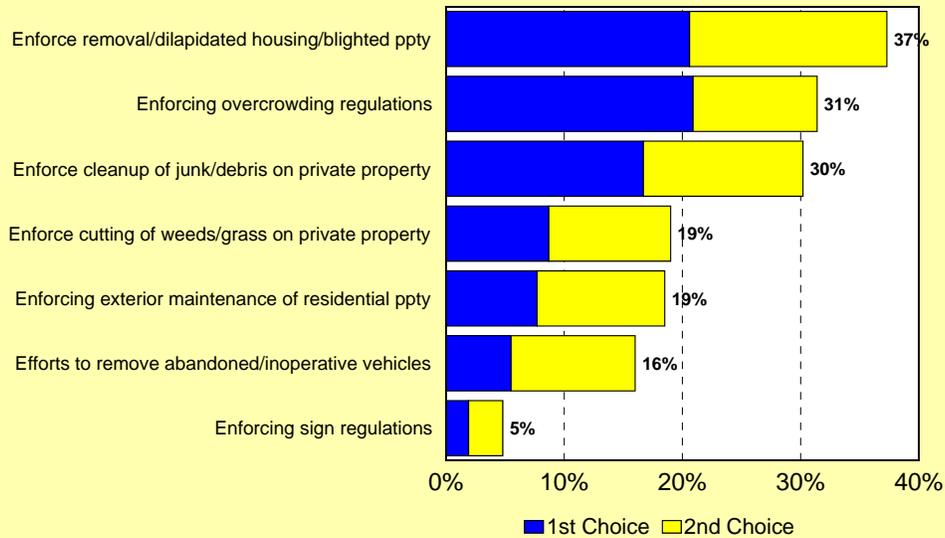
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### Q14. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

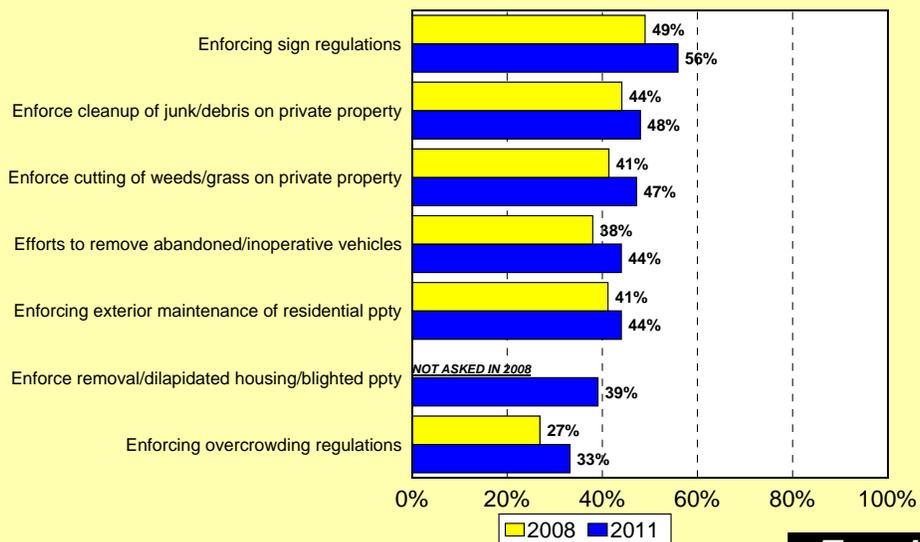
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

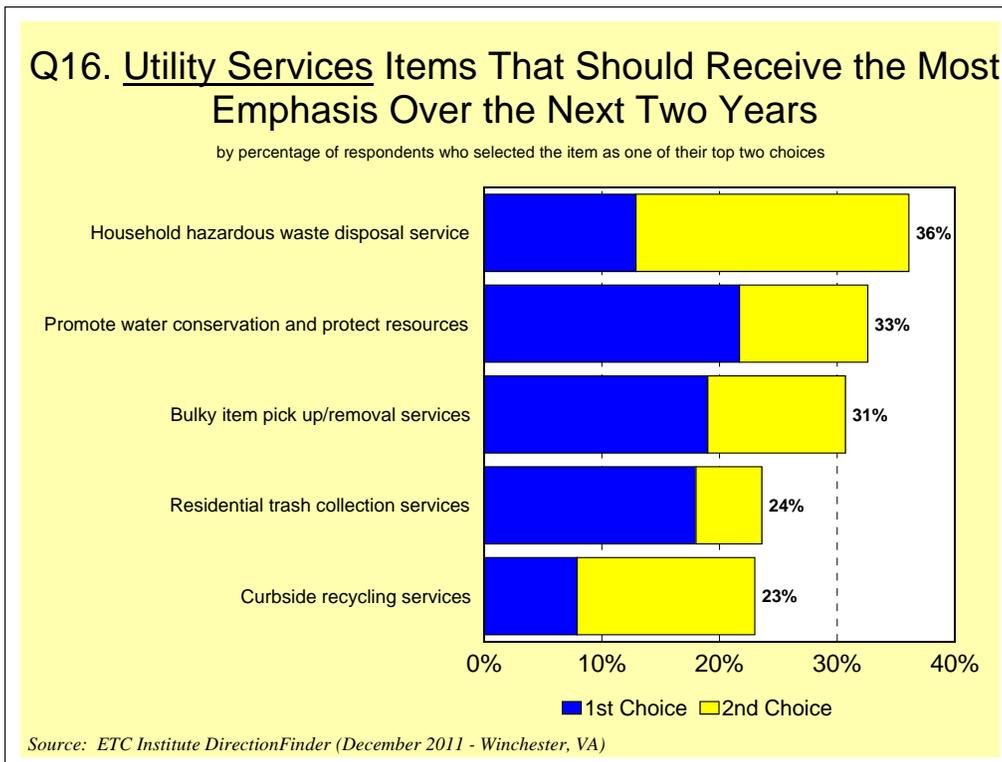
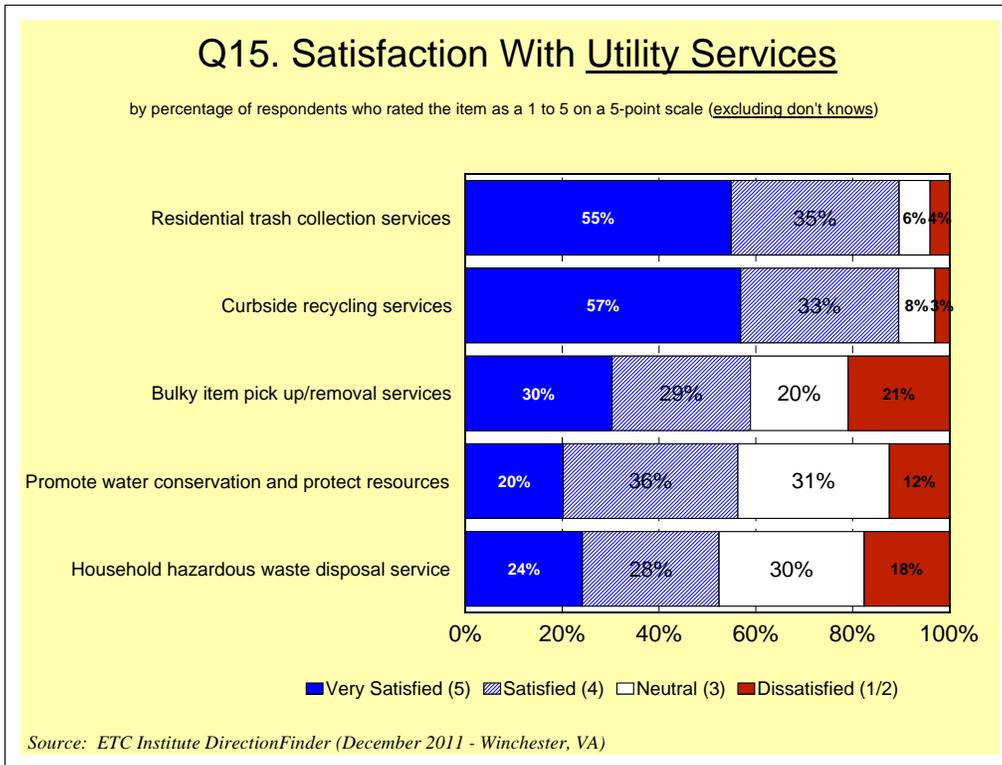
### (Q13.) Satisfaction With Various Aspects of Code Enforcement in Winchester - 2008 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



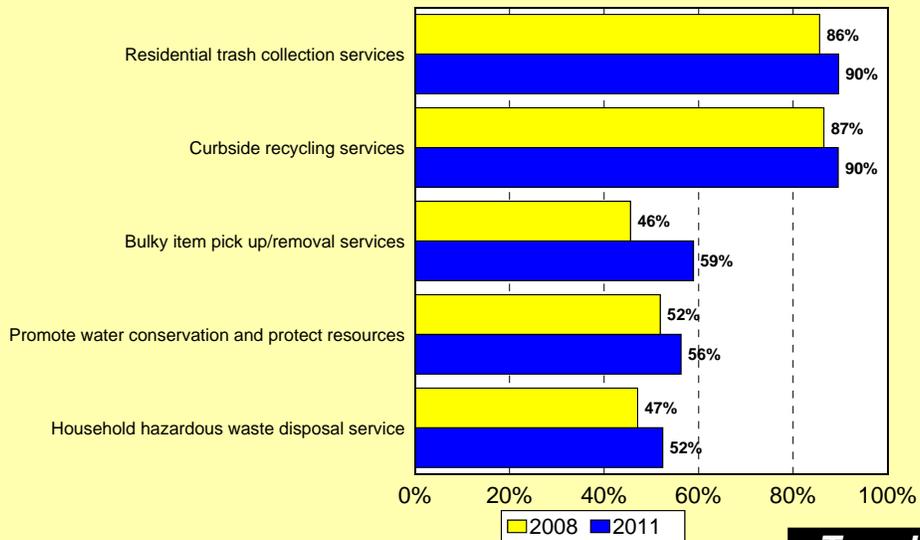
Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)





**(Q15.) Satisfaction With Various Aspects of Utility Services in Winchester - 2008 vs. 2011**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

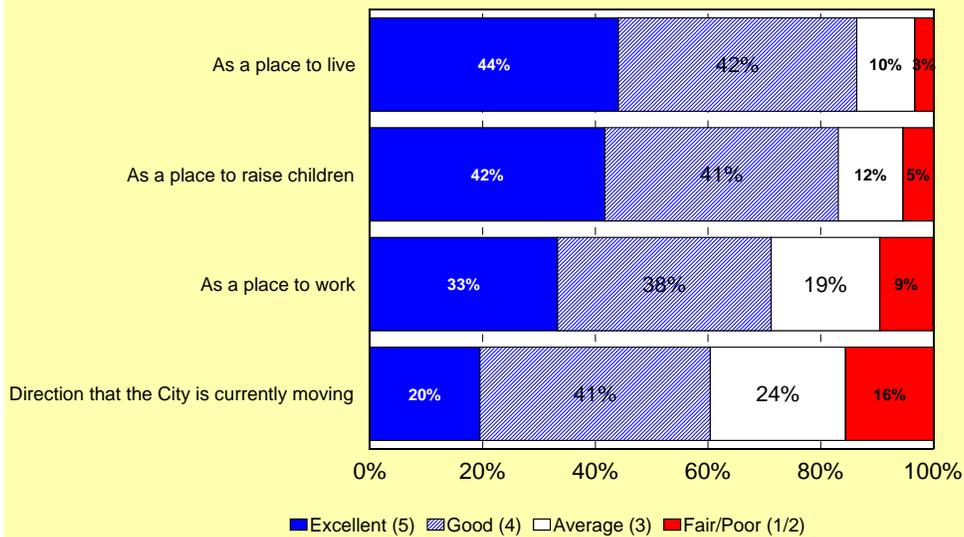


Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

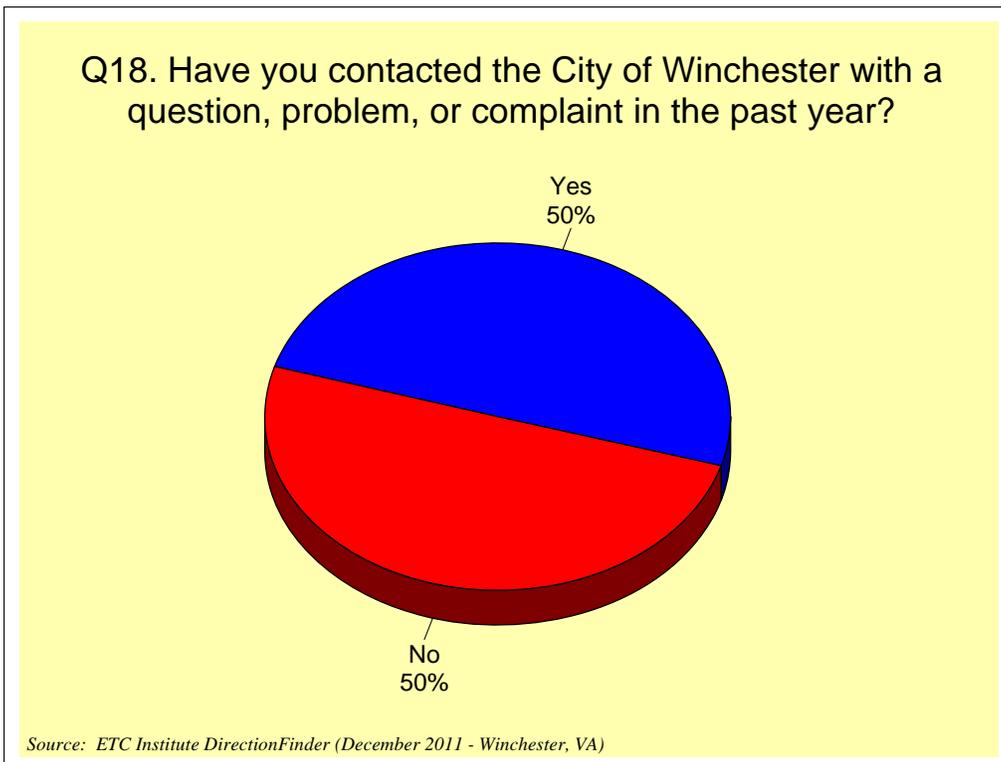
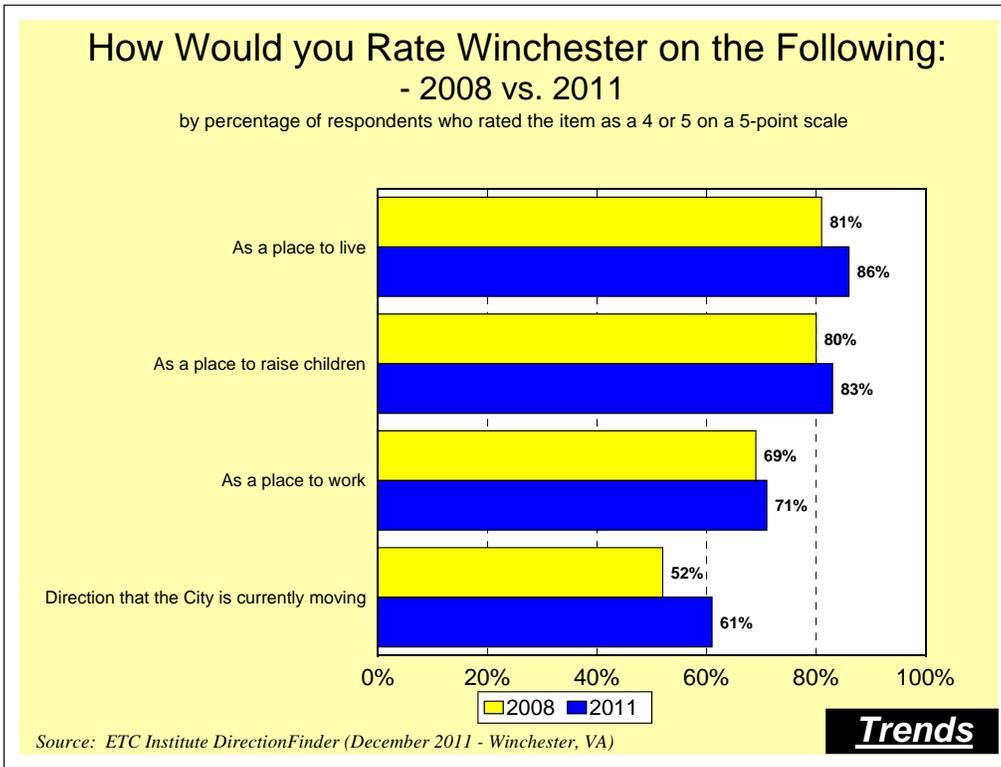
**Trends**

**Q17. How Would you Rate Winchester on the Following:**

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

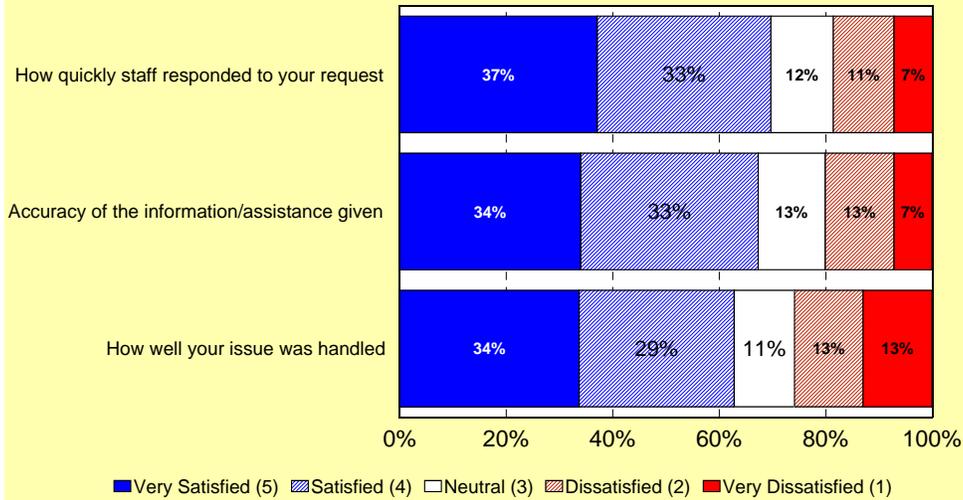


Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)



### Q18a-c. Satisfaction with Various Aspects of Customer Service From Government Employees

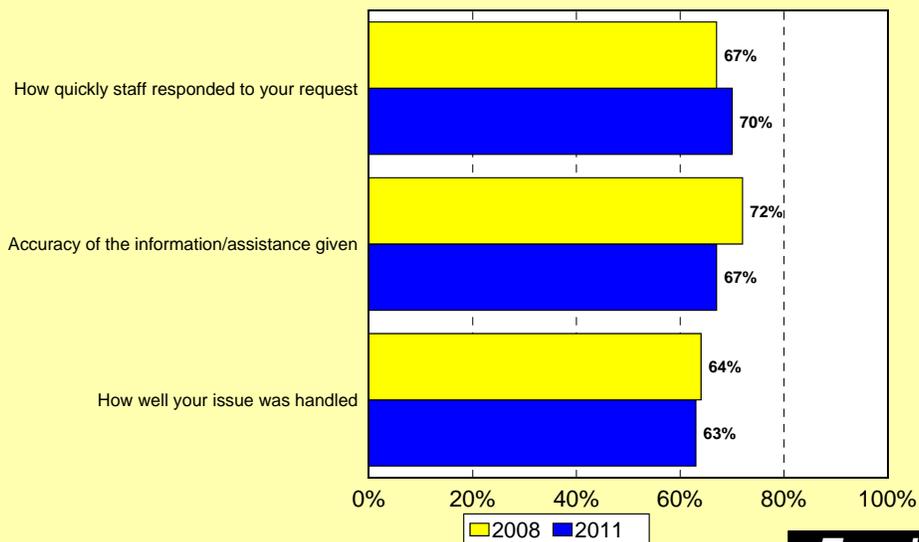
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### (Q18a-c.) Satisfaction with Various Aspects of Customer Service From Government Employees - 2008 vs. 2011

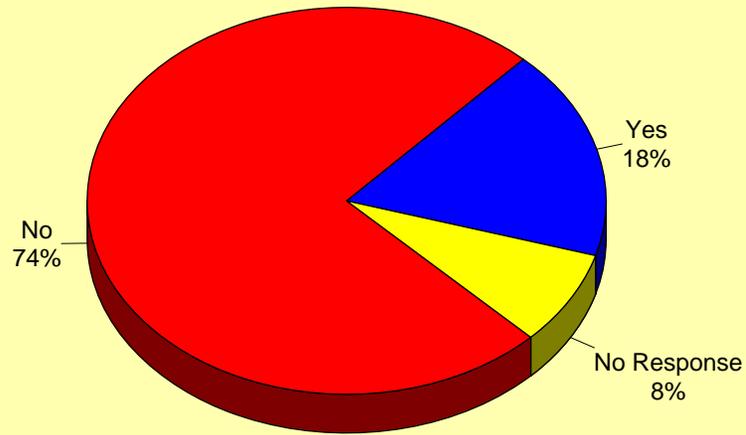
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

**Trends**

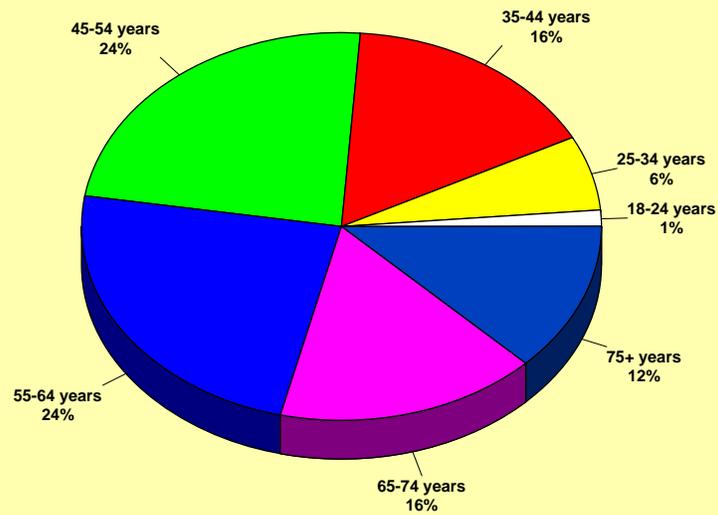
Q19. Are there any other city services that you would like to rate that were not included in this survey?



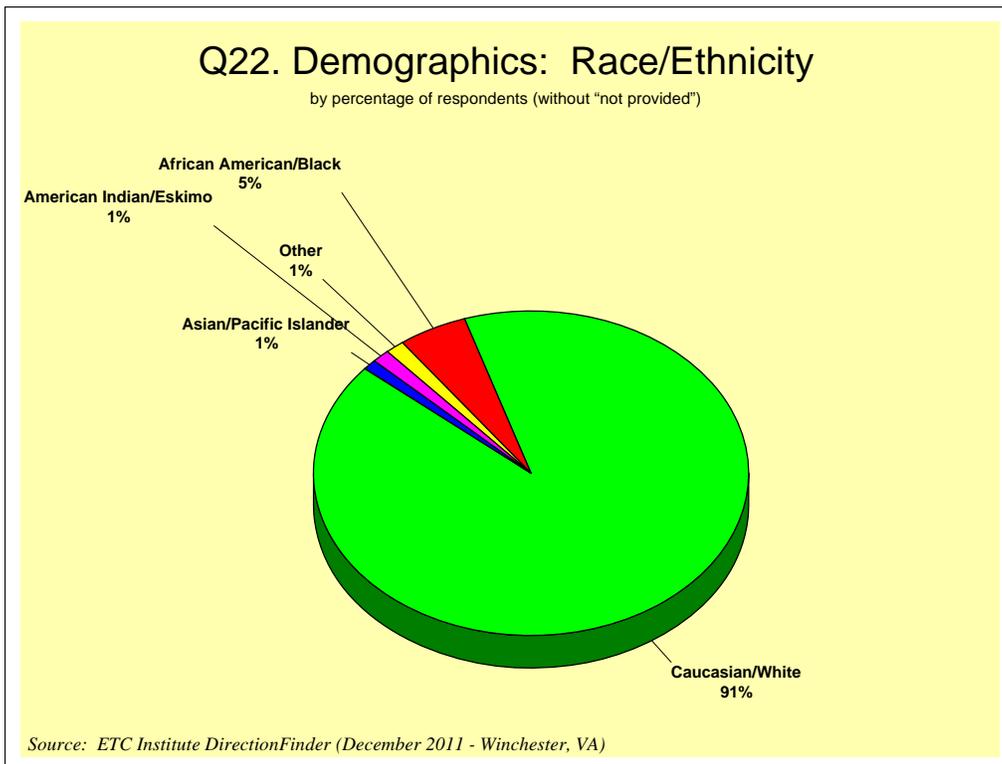
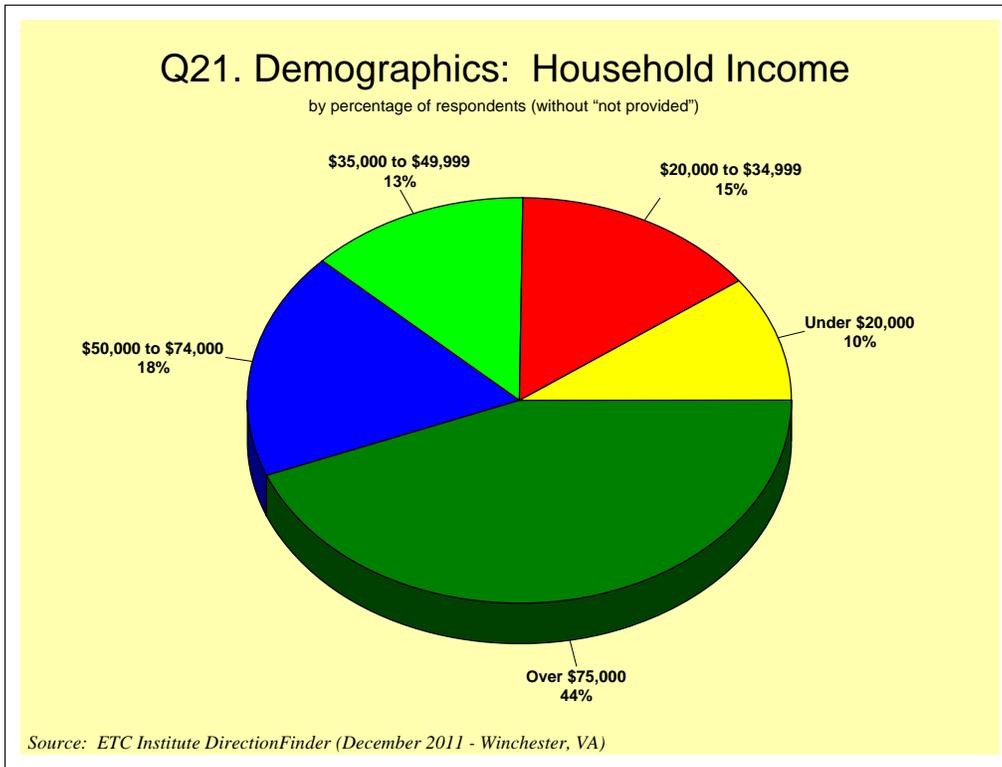
Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

Q20. Demographics: Age of Respondents

by percentage of respondents (without "not provided")

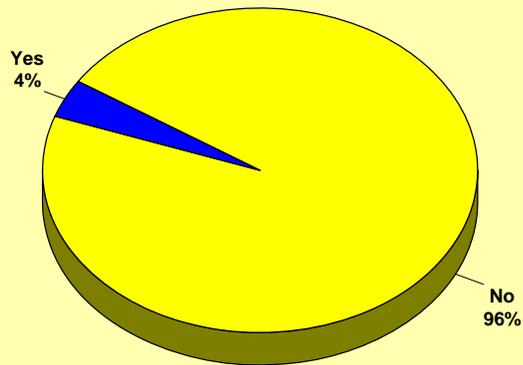


Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)



### Q23. Demographics: Hispanic, Latino, or Other Spanish Origin?

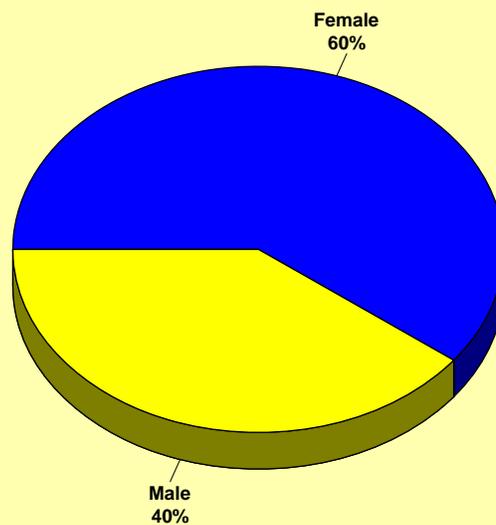
by percentage of respondents (without "not provided")



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

### Q24. Demographics: Respondent Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (December 2011 - Winchester, VA)

*Section 2:*  
***GIS Mapping***

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## Interpreting the Maps

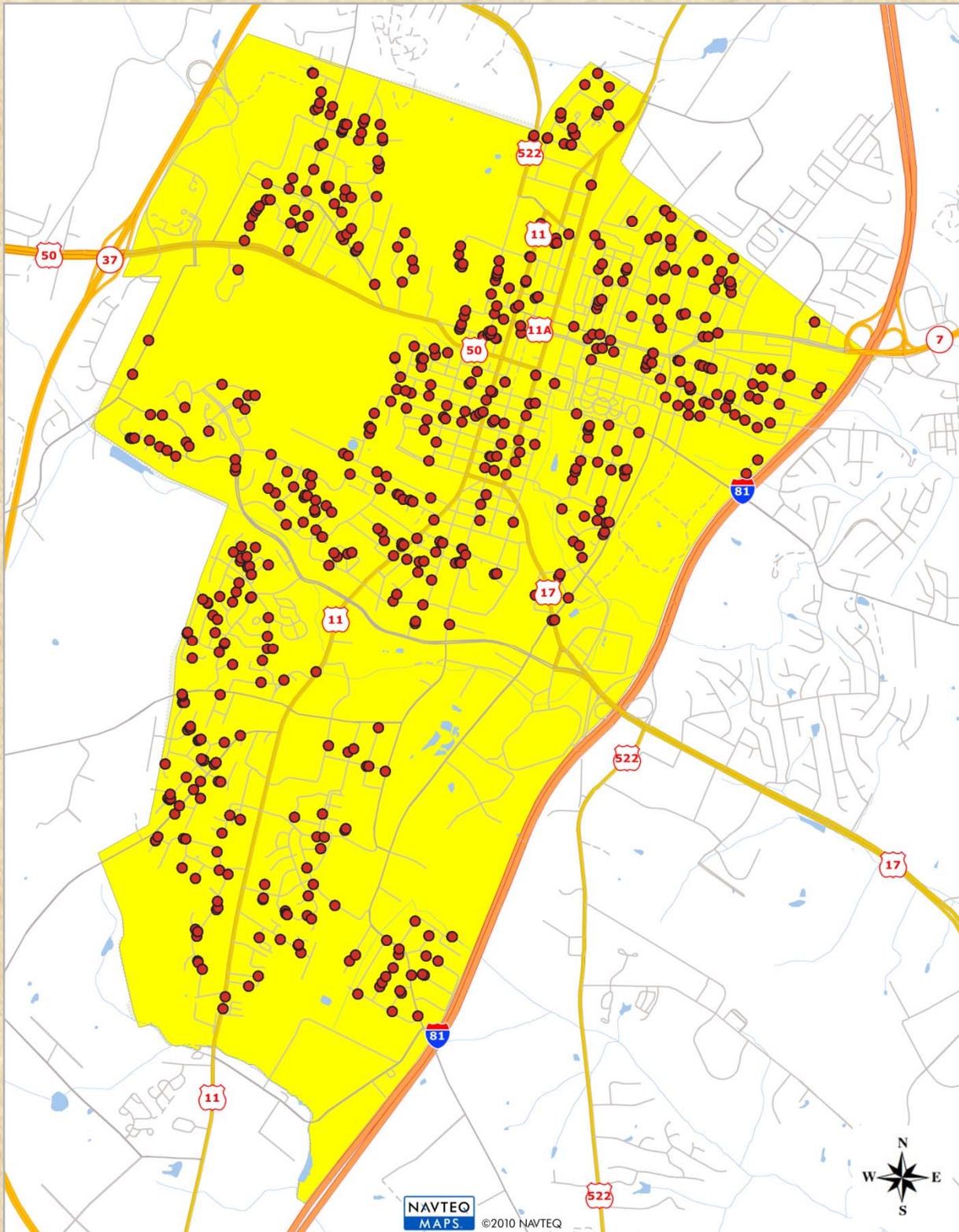
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

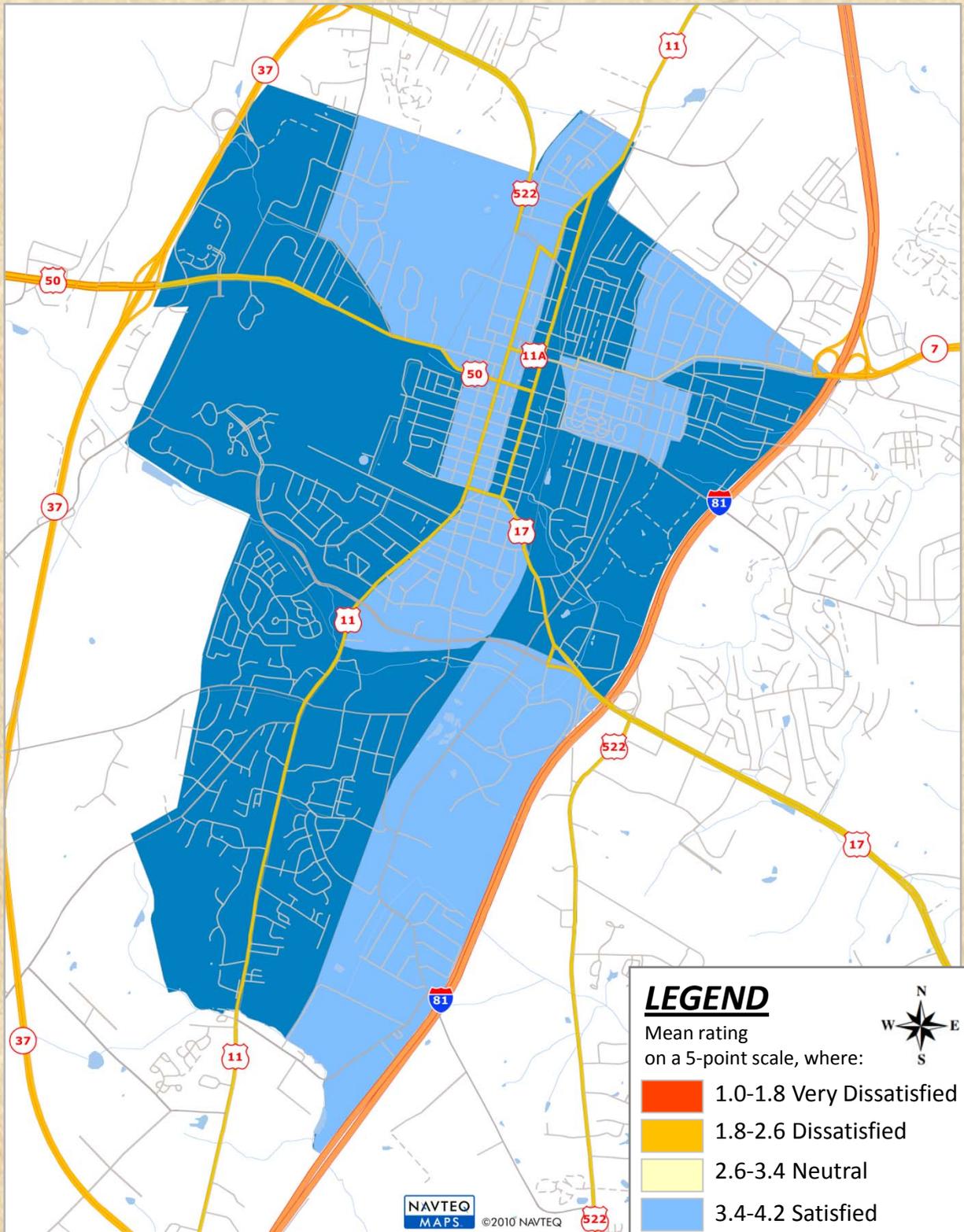
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

# Location of Survey Respondents



**Winchester, VA**  
**2011 DirectionFinder®**

# Q1A. Quality of public safety services.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### LEGEND

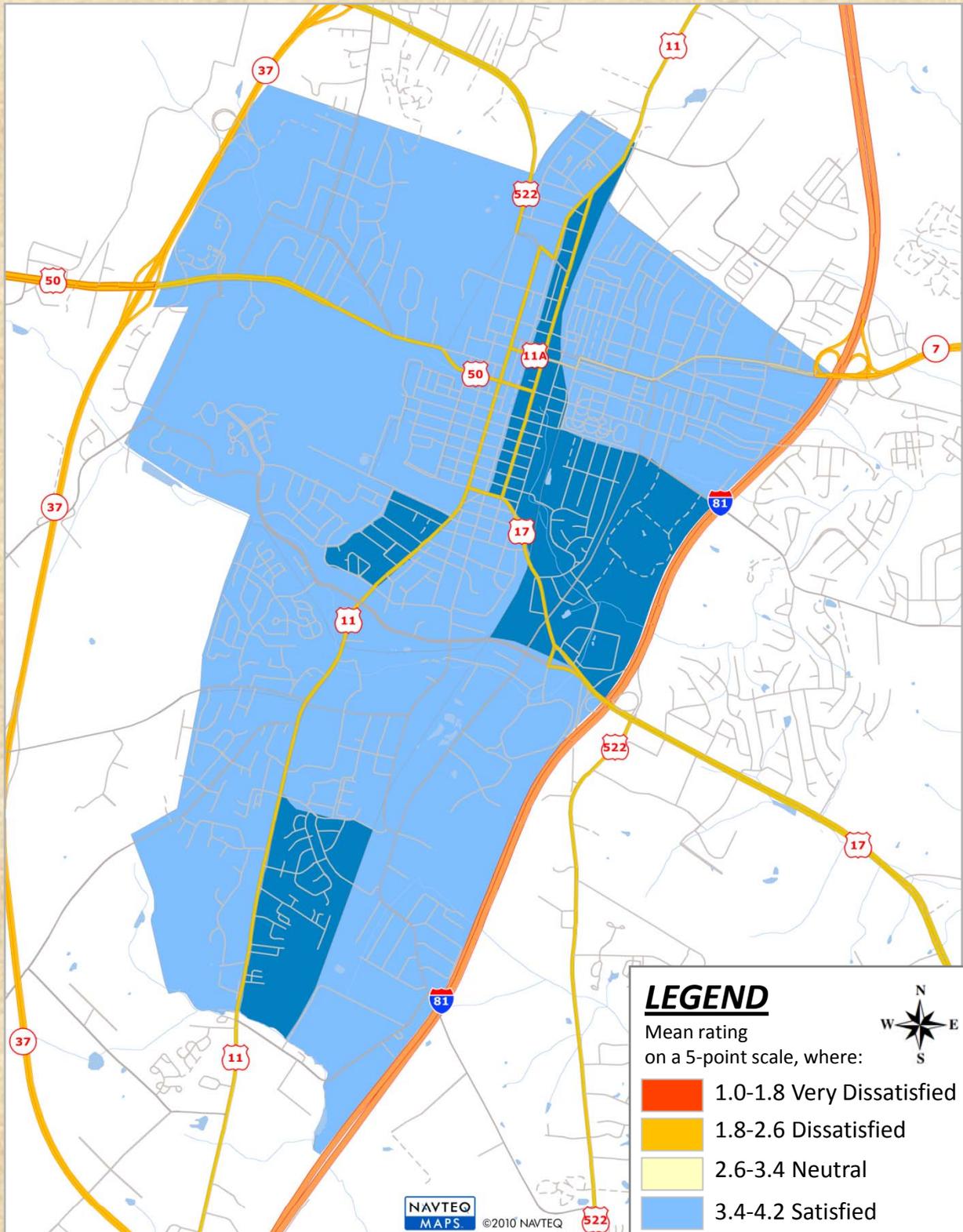
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

# Q1B. How well community is prepared for emergencies.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

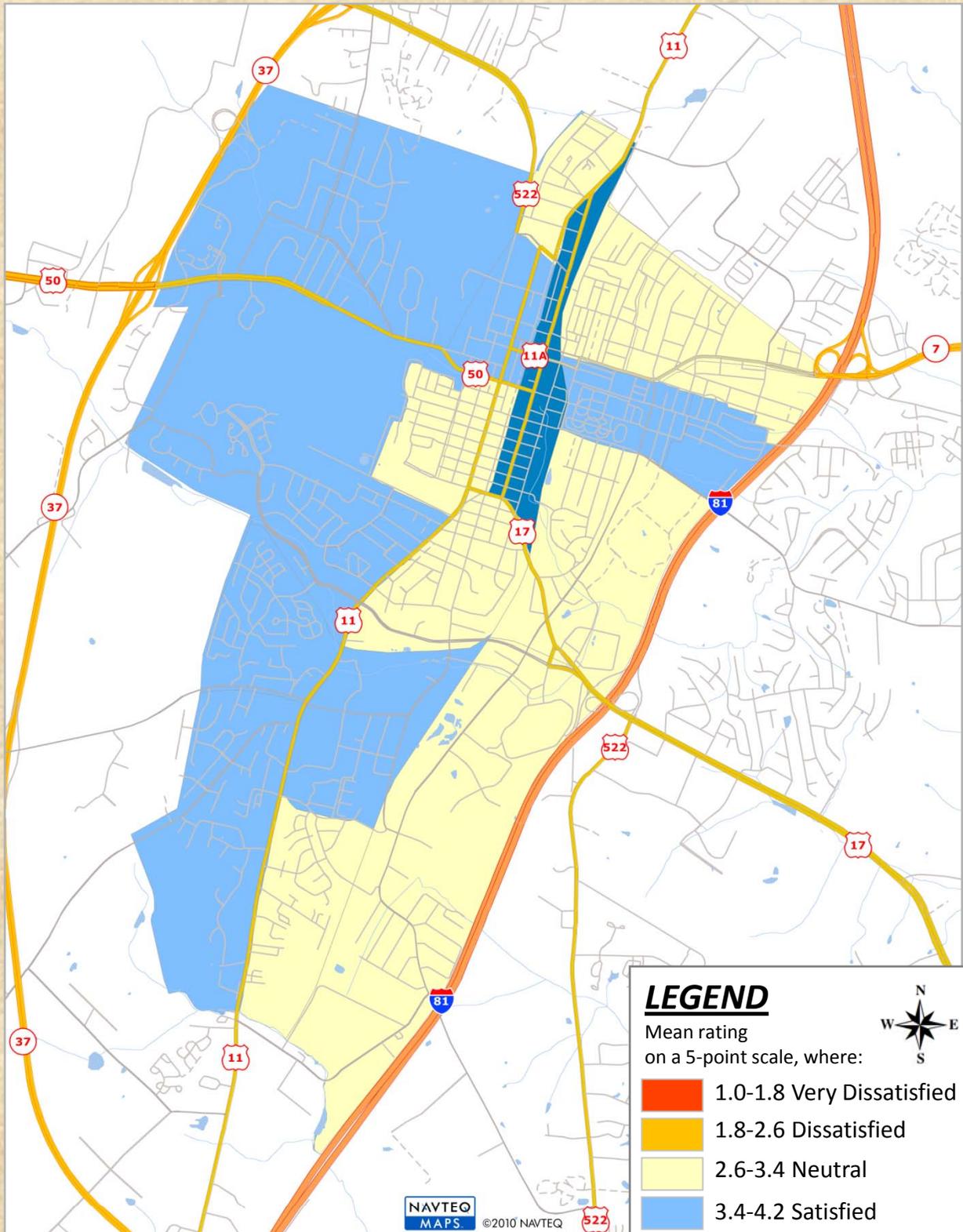
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q1C. Overall maintenance of streets.



**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

## **LEGEND**

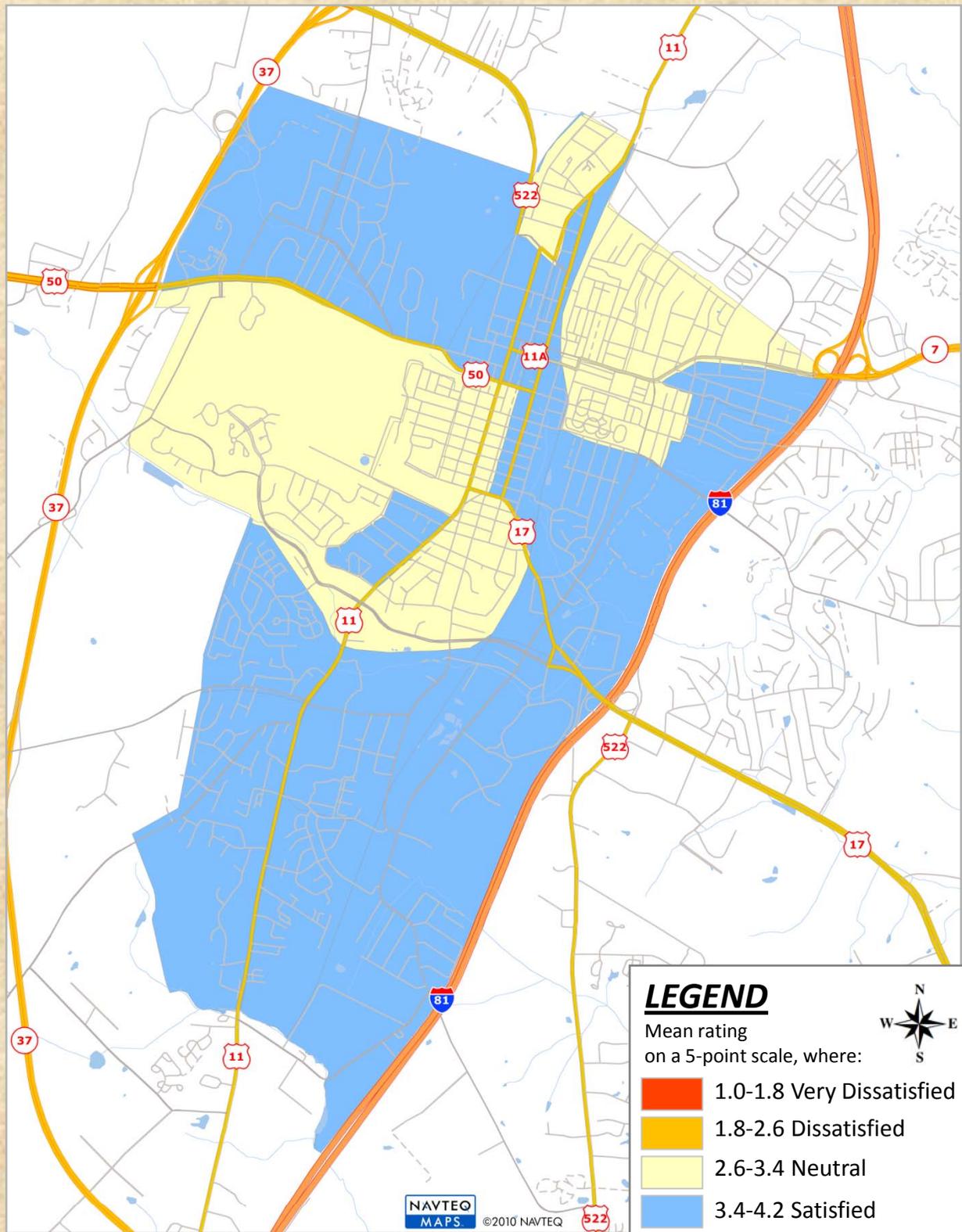
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q1D. Effectiveness of communication by the City.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

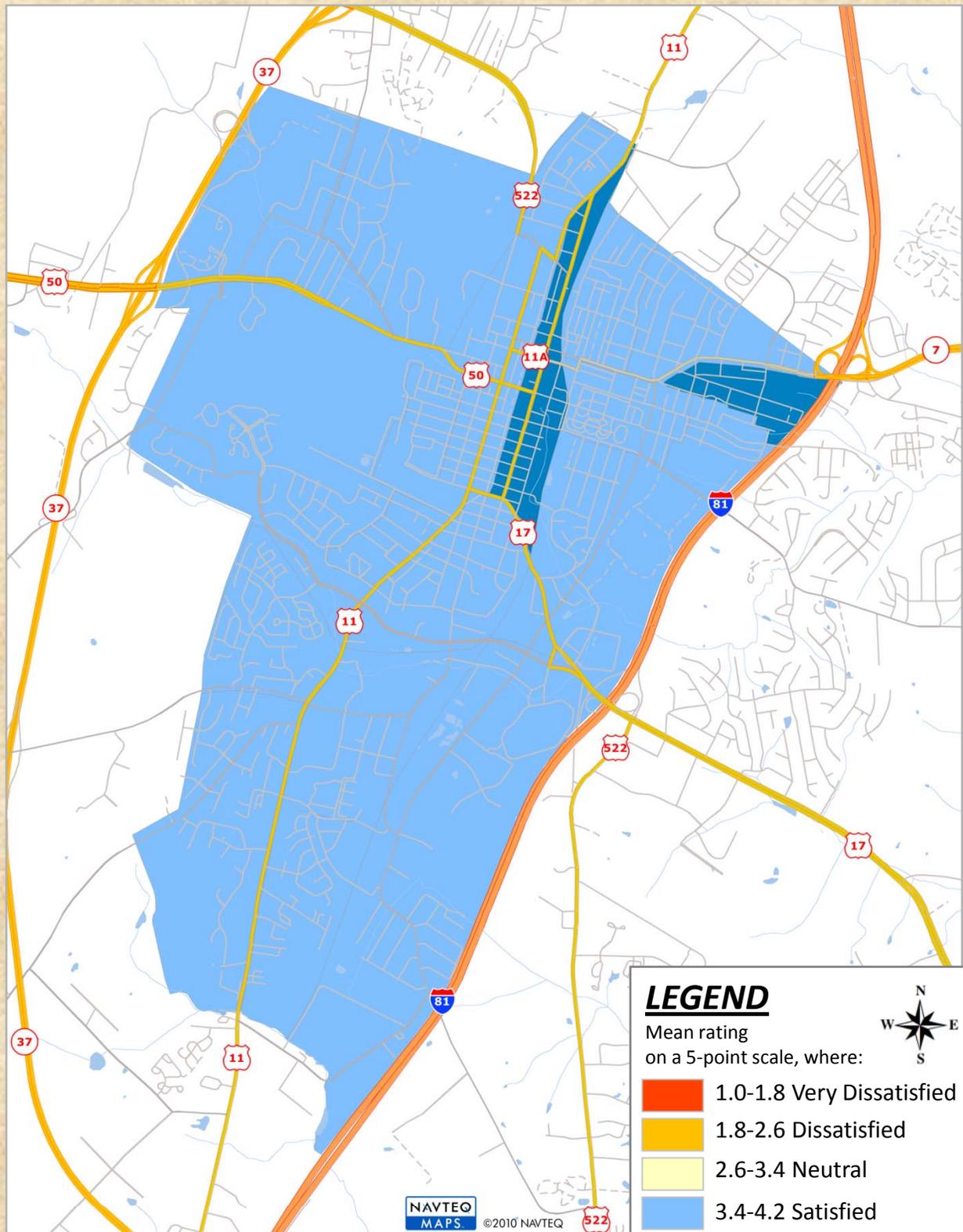
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q1E. Quality of water utility services.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

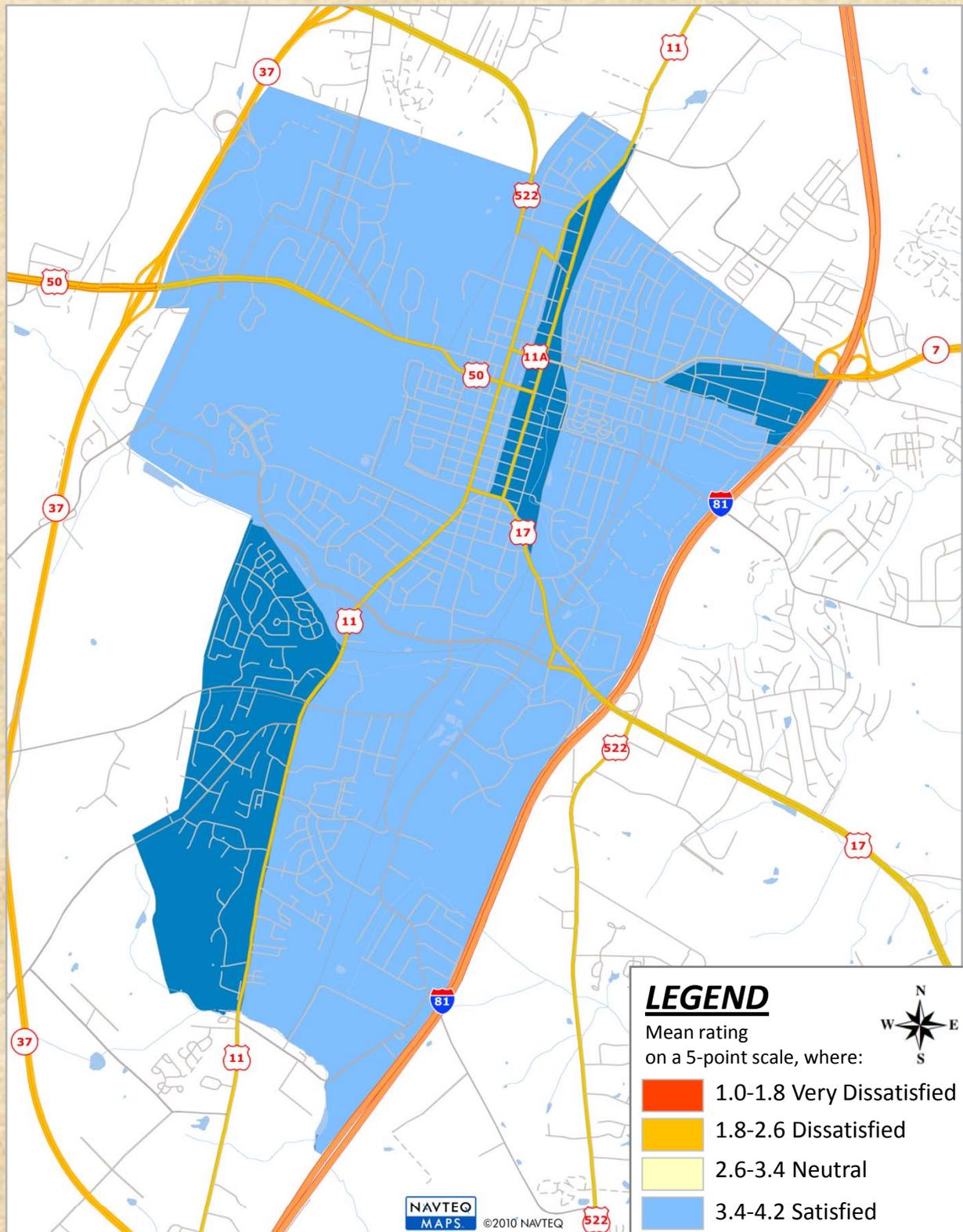
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q1F. Quality of wastewater utility services.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

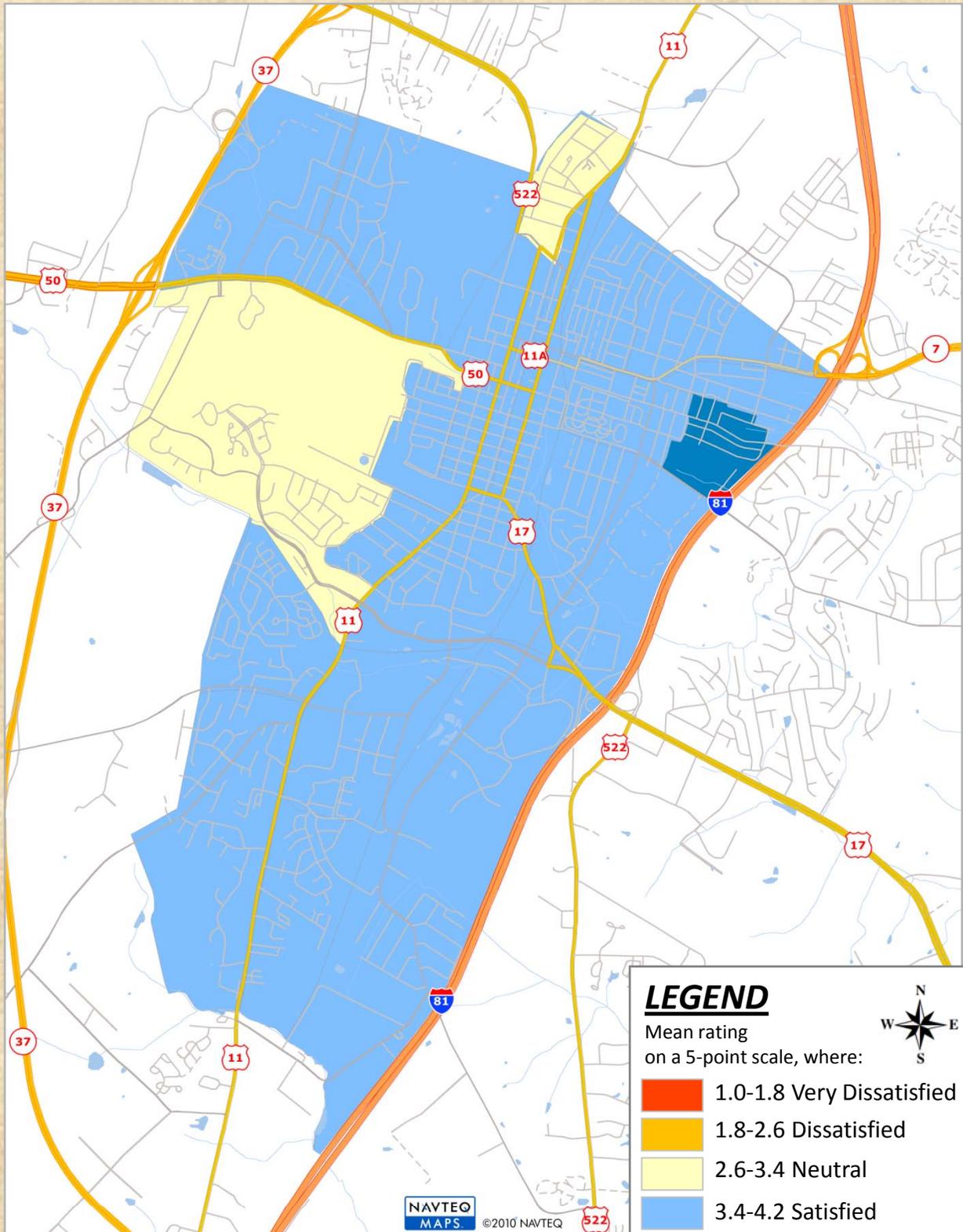
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q1G. Quality of public transportation.



Winchester, VA

2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

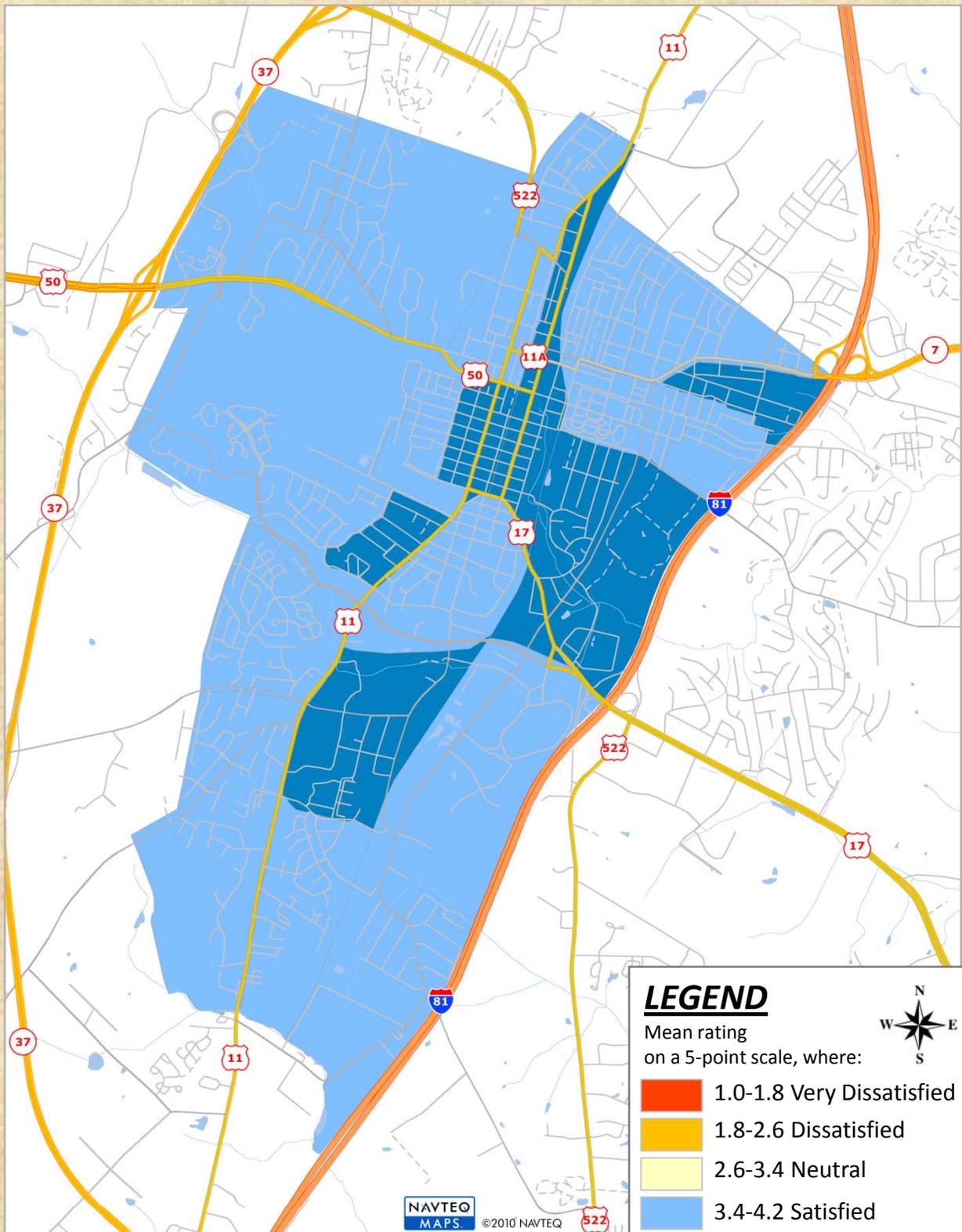
## LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q1H. Quality of parks & recreation facilities.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### **LEGEND**

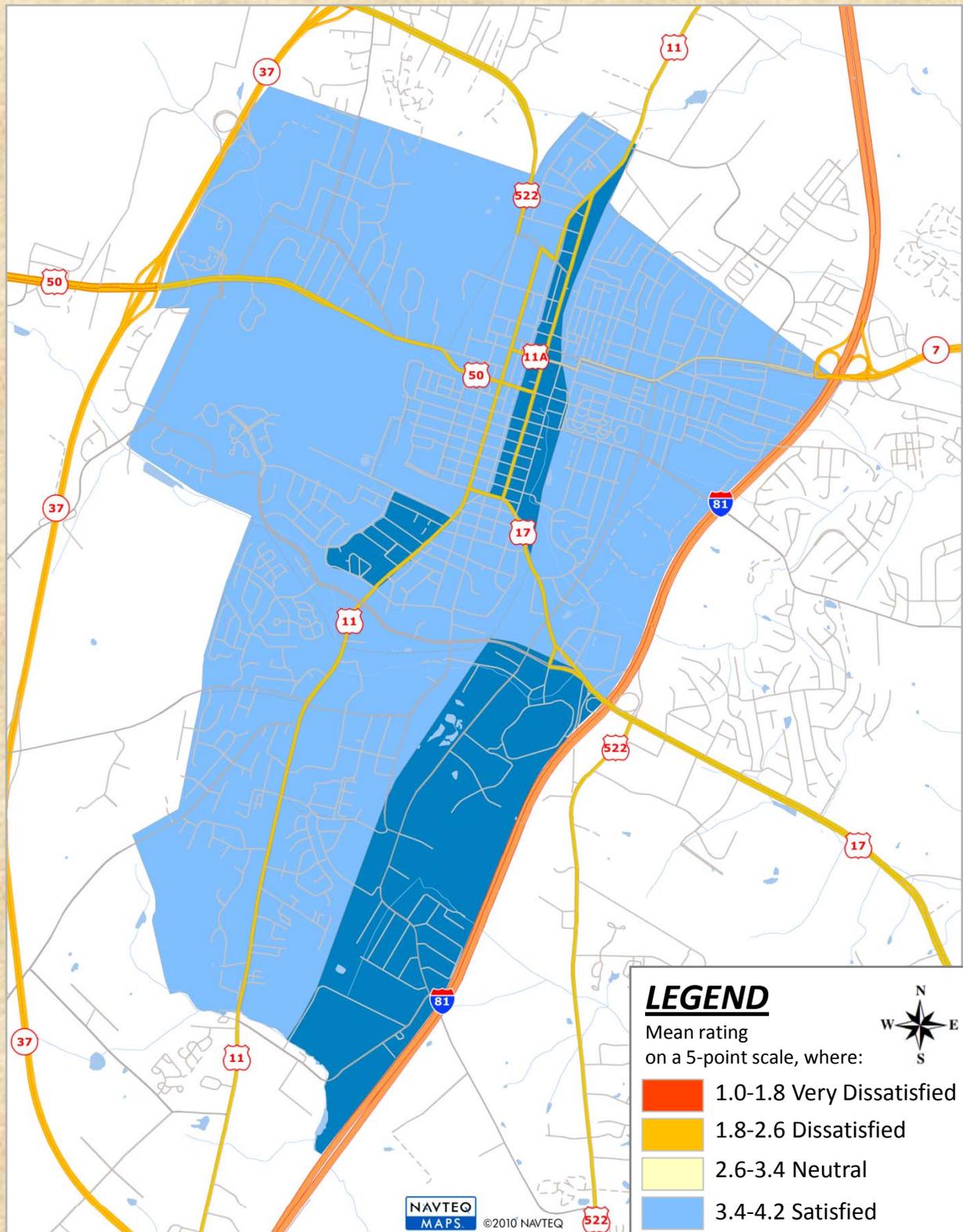
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q1I. Quality of recreation programs.



**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

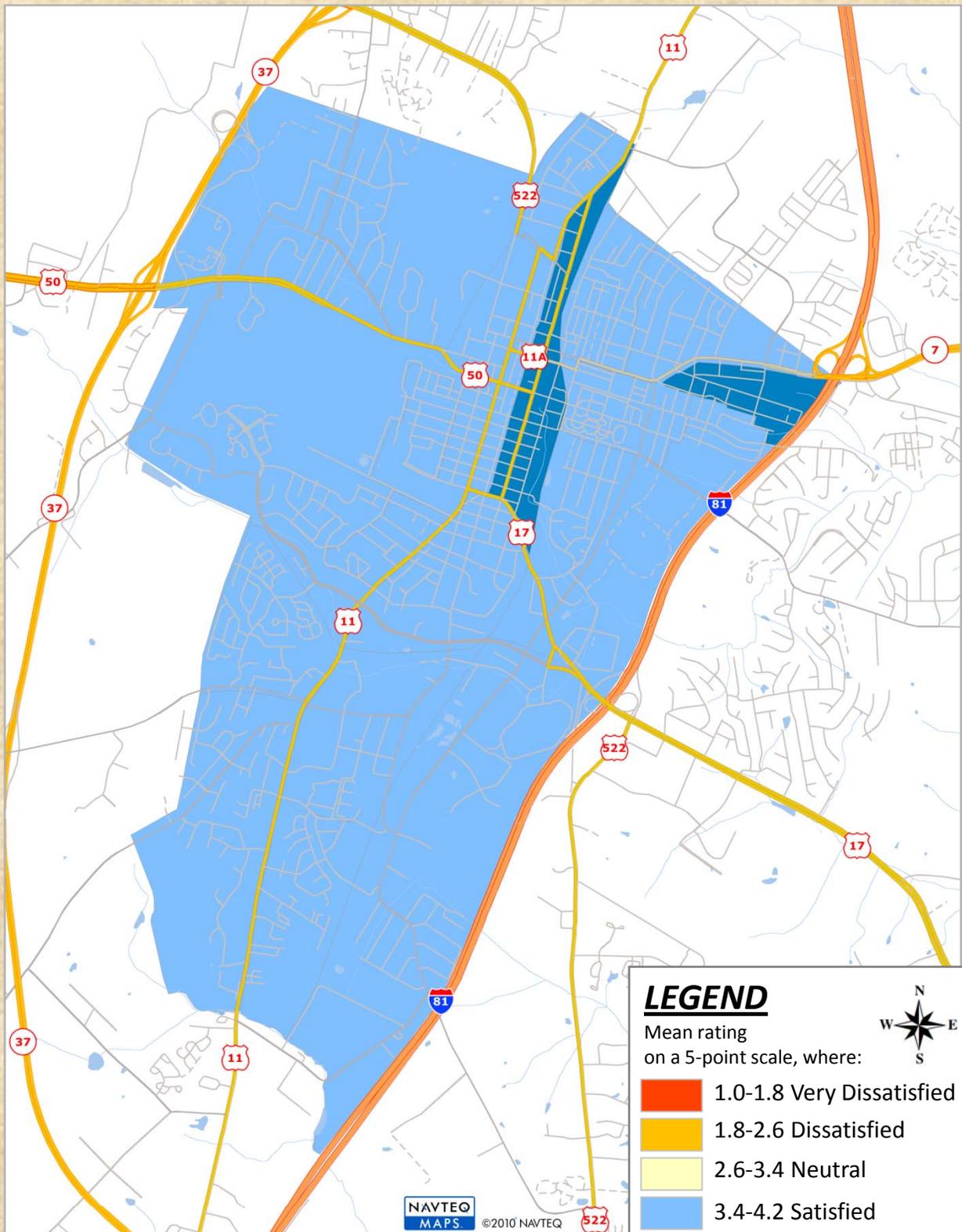
## **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other

Note: "Other" areas did not contain any responses

# Q1J. Quality of customer service by City employees.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

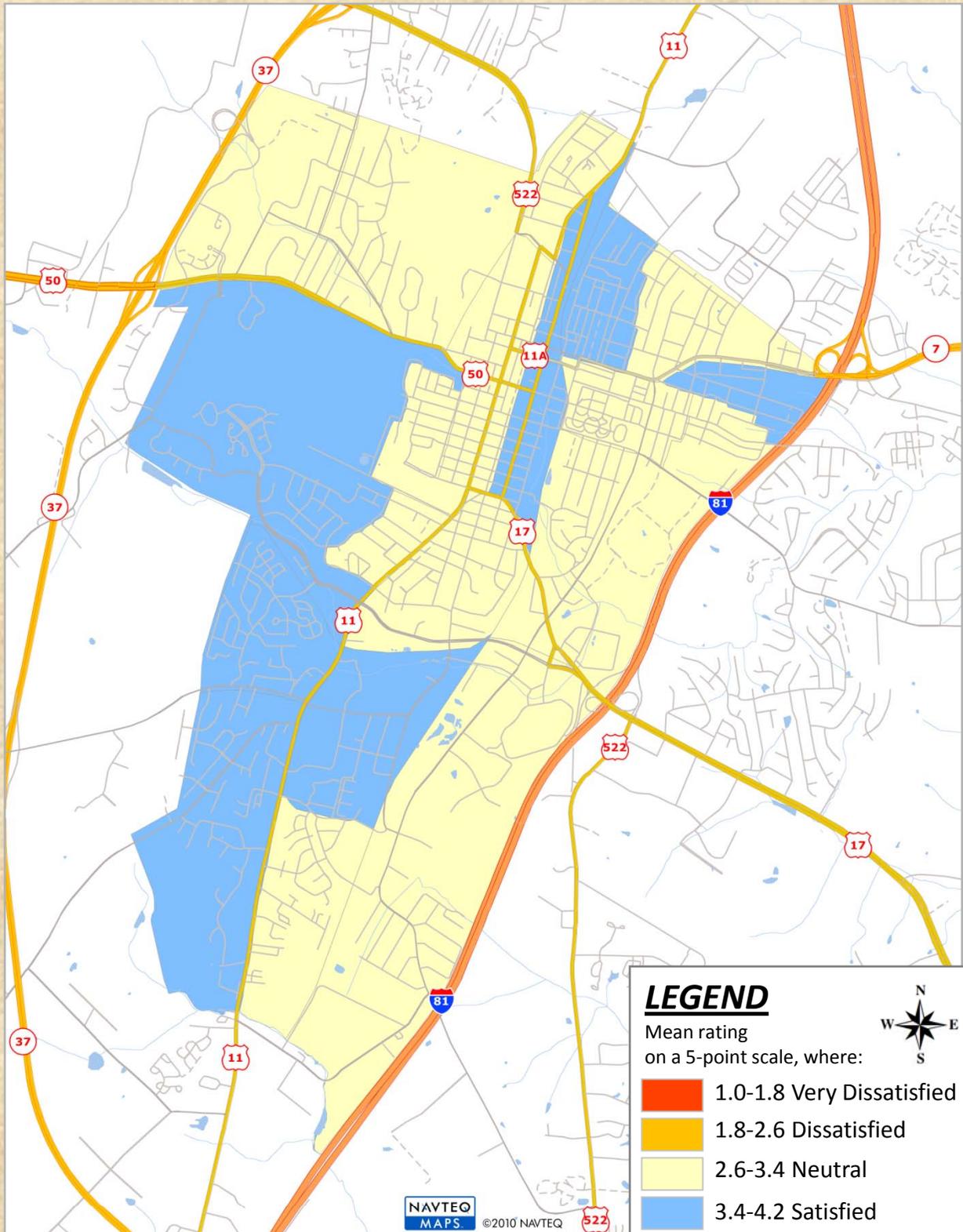
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q1K. Management of traffic flow.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### **LEGEND**

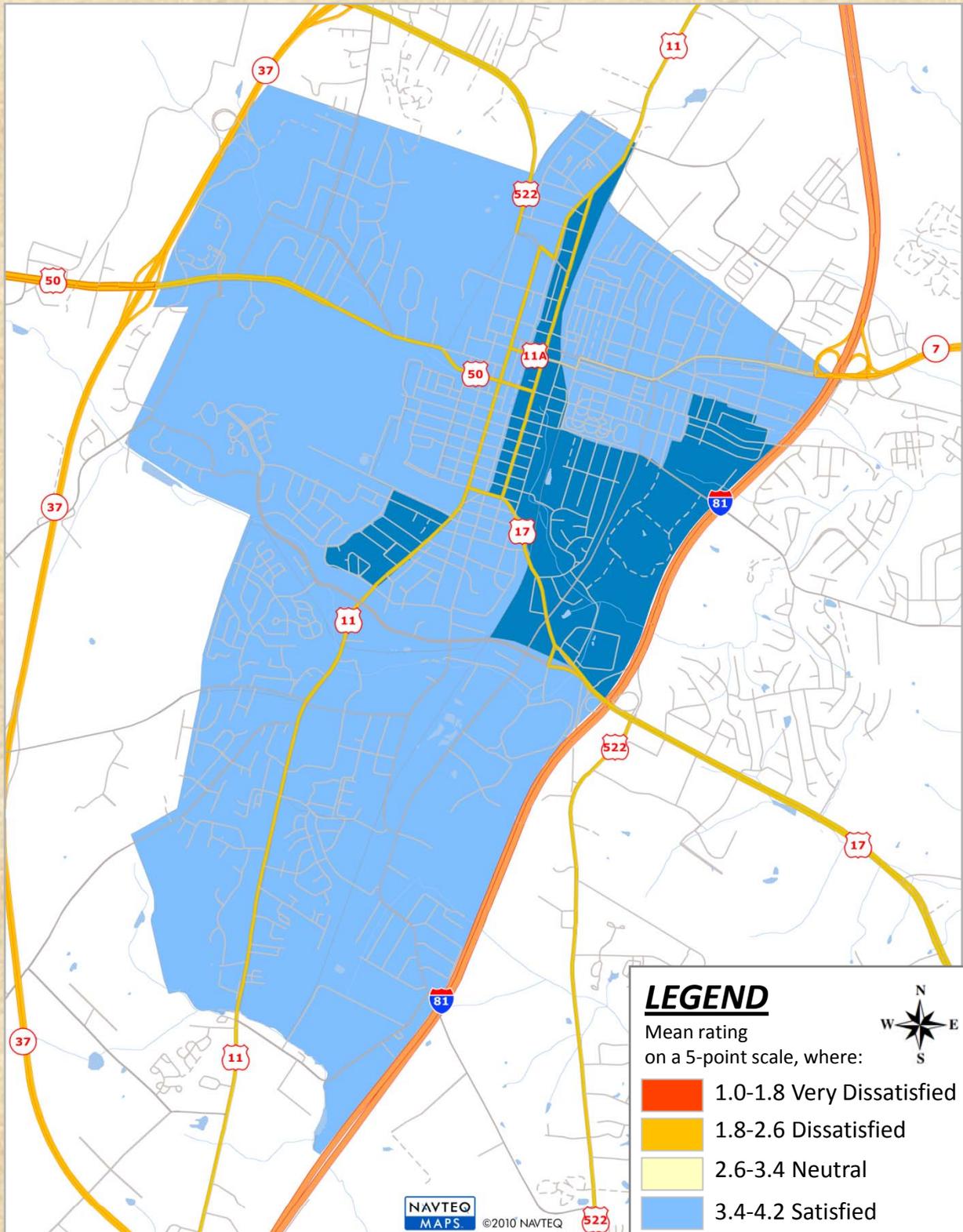
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q1L. Quality of public schools.

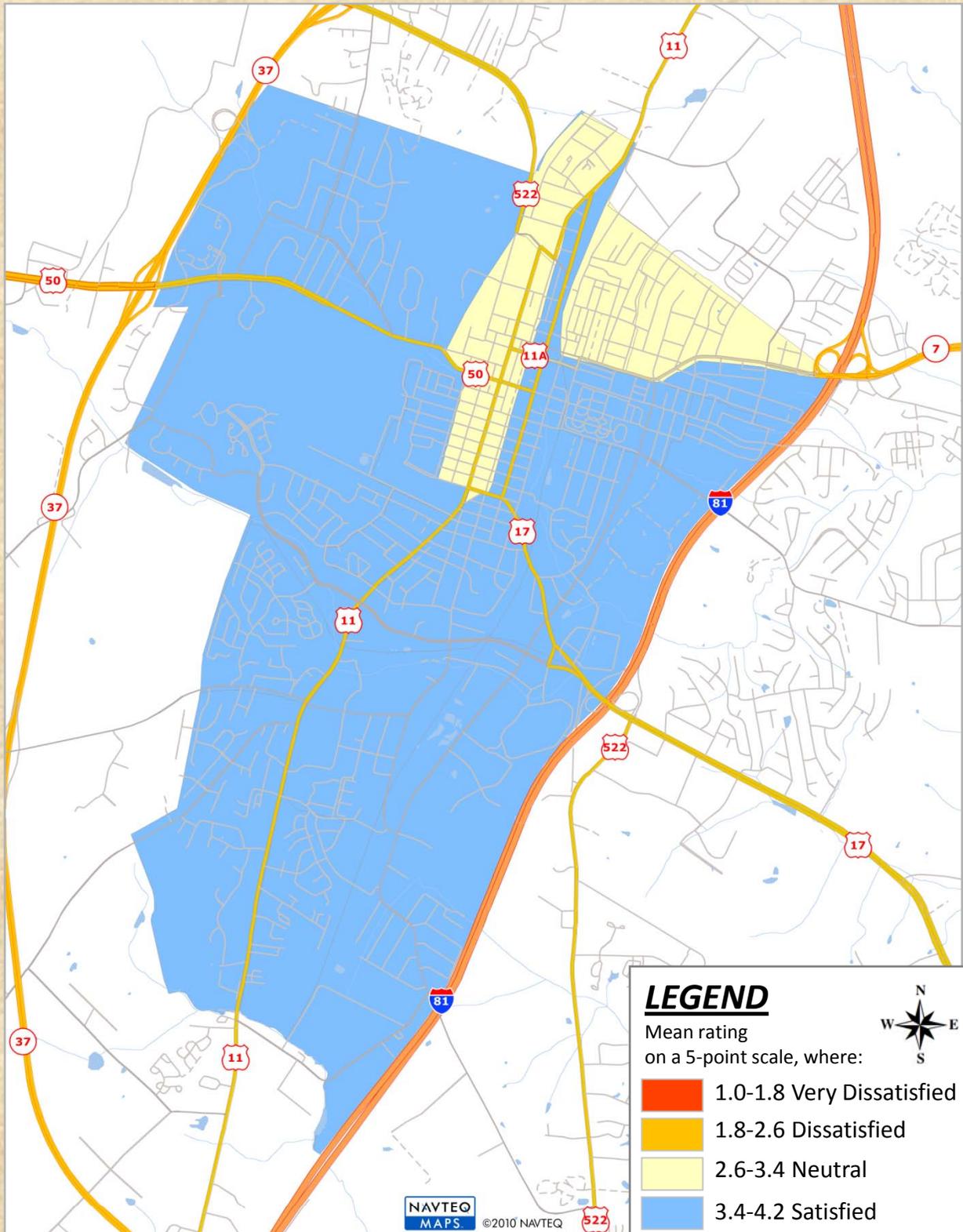


Winchester, VA

2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

# Q1M. Efforts to revitalize downtown.



Winchester, VA

2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

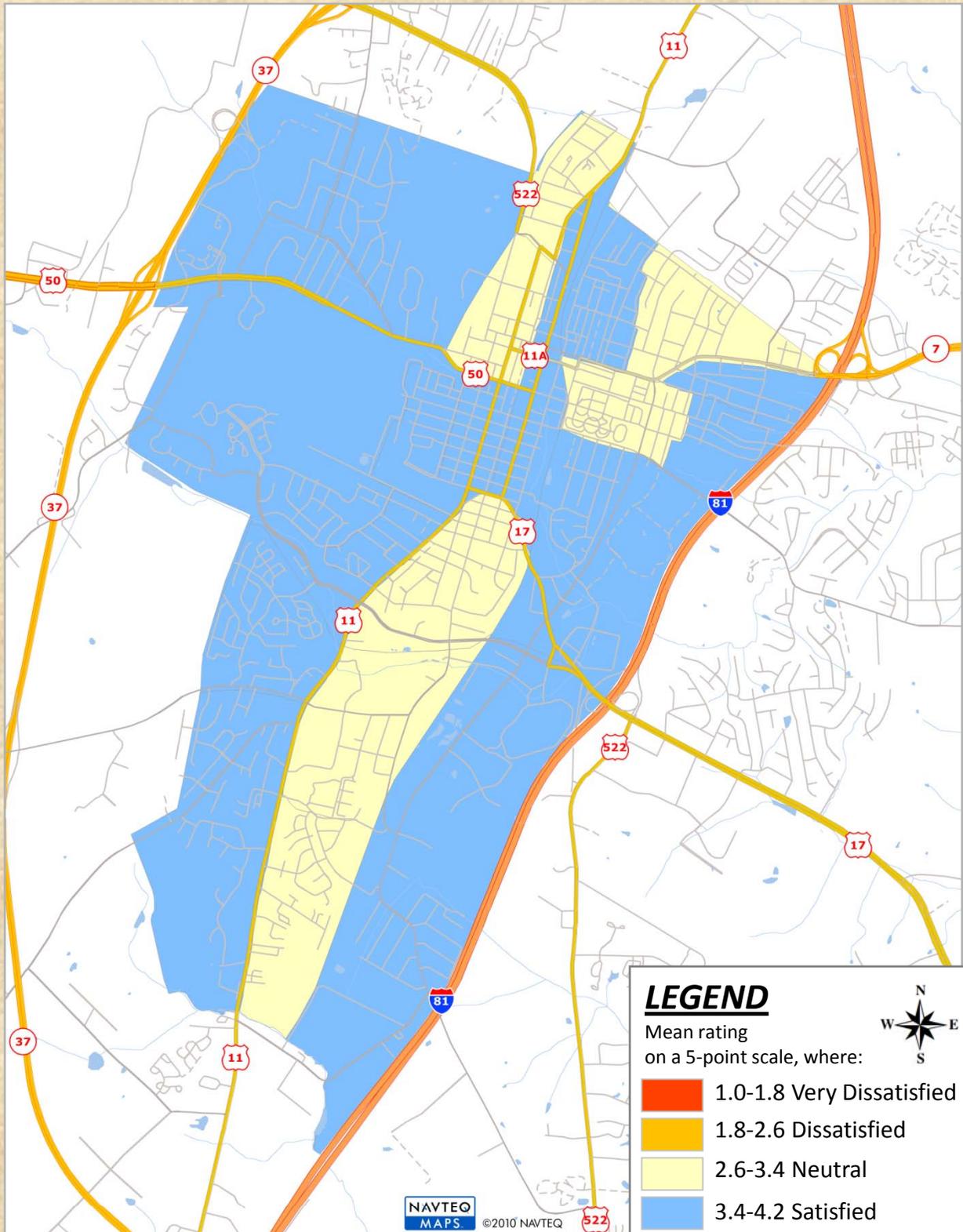
## LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

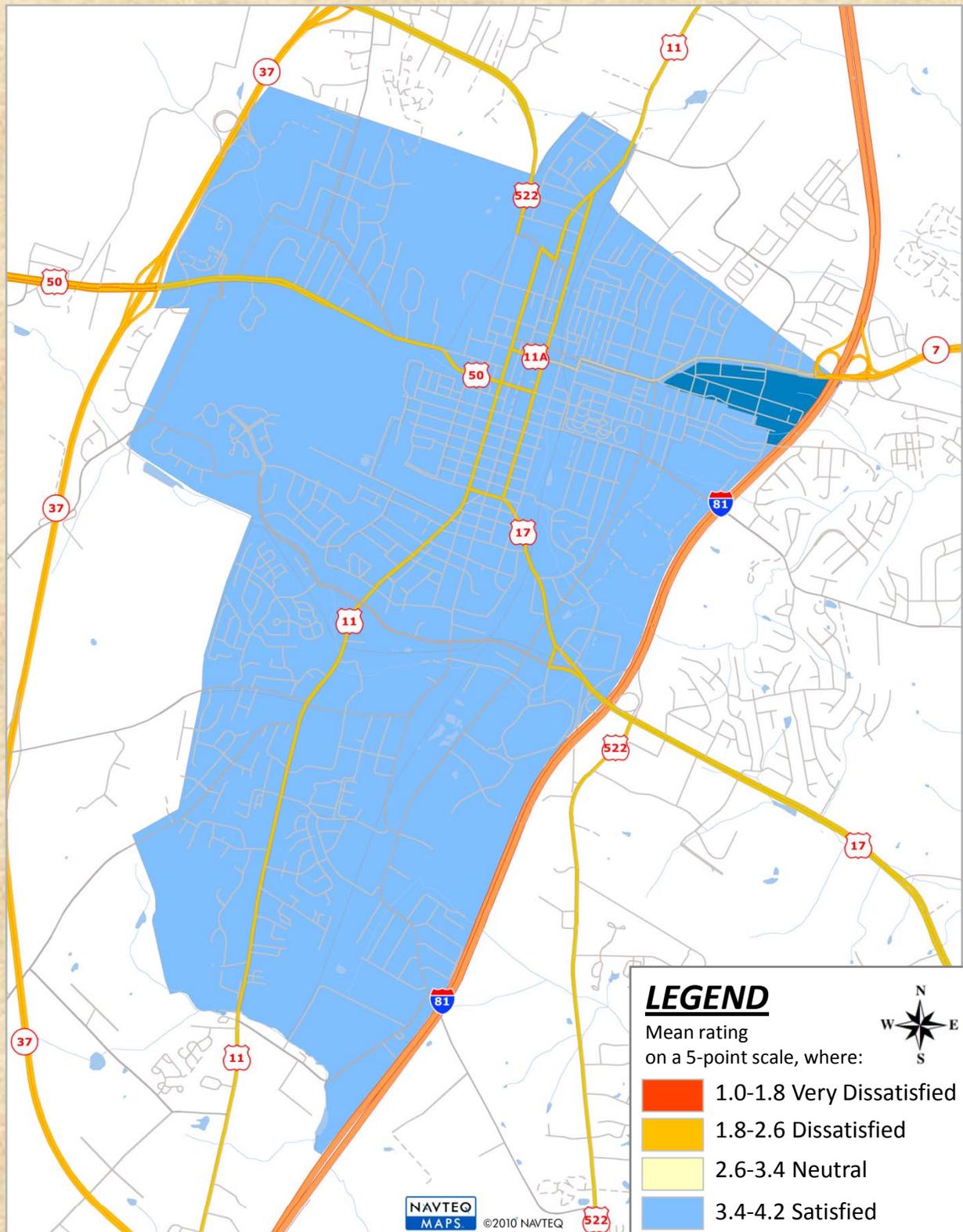
# Q3A. Overall value for tax dollars and fees.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

## Q3B. Overall quality of services provided.



### Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

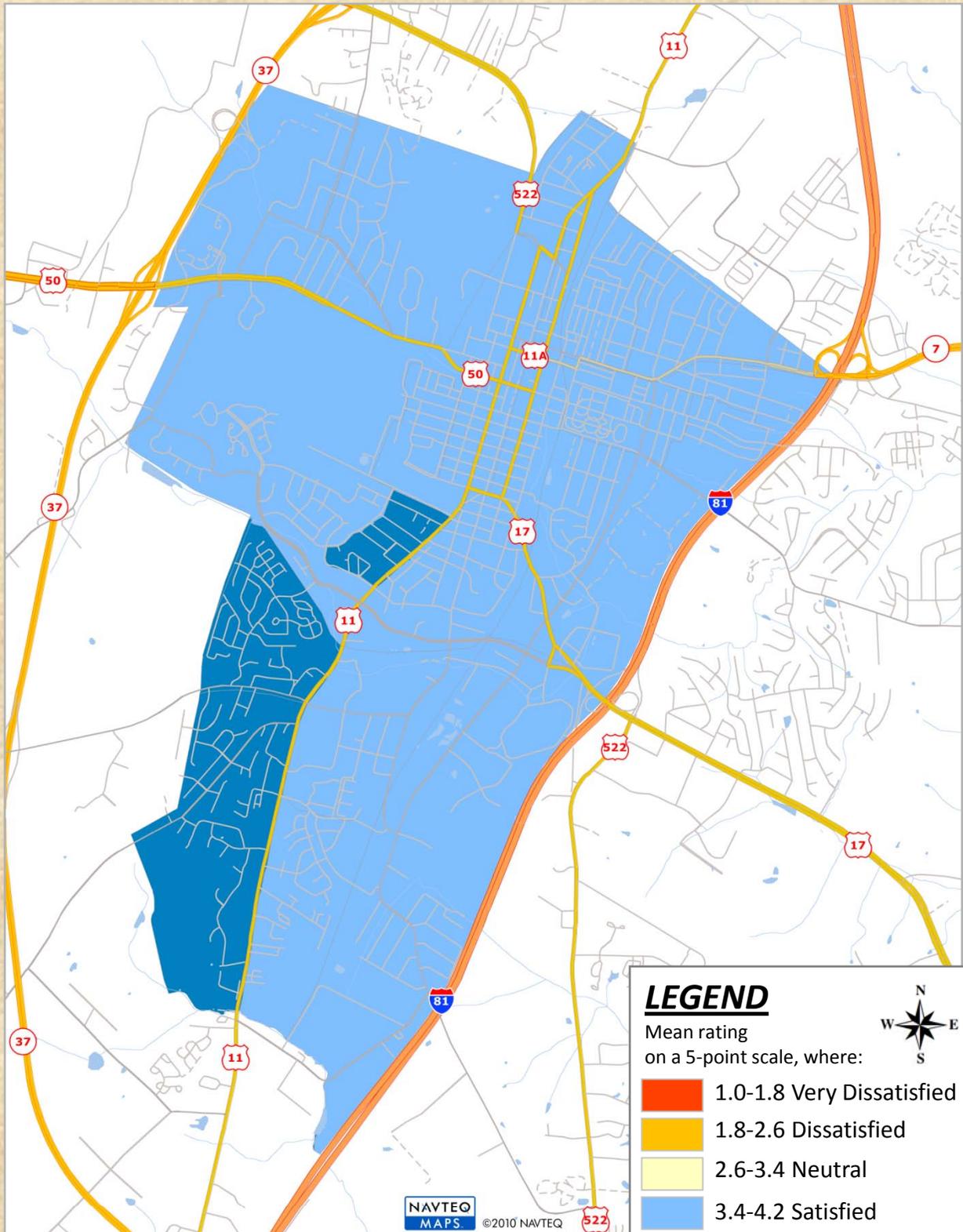
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q3C. Overall quality of life.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

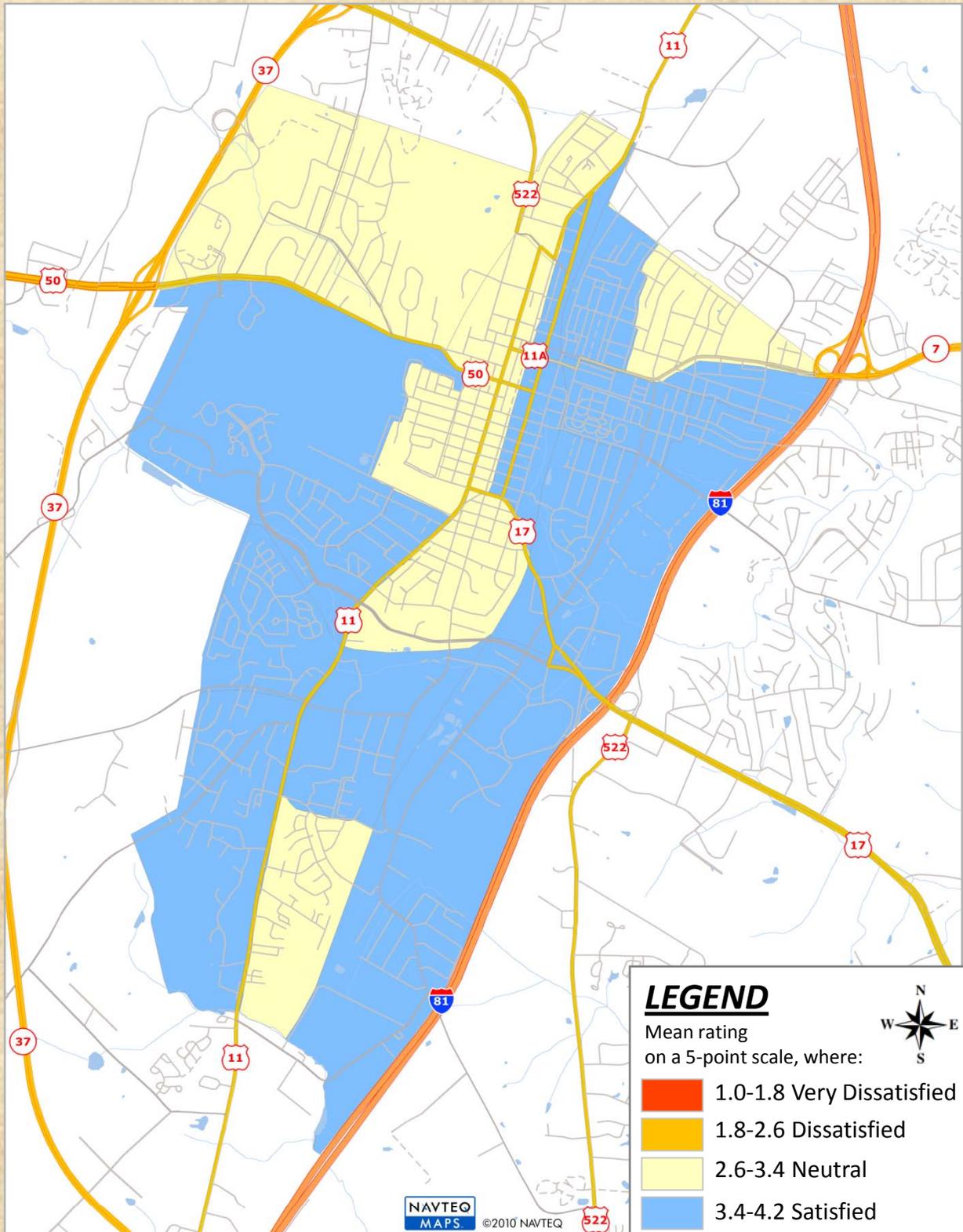
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q3D. How well city is managing growth.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

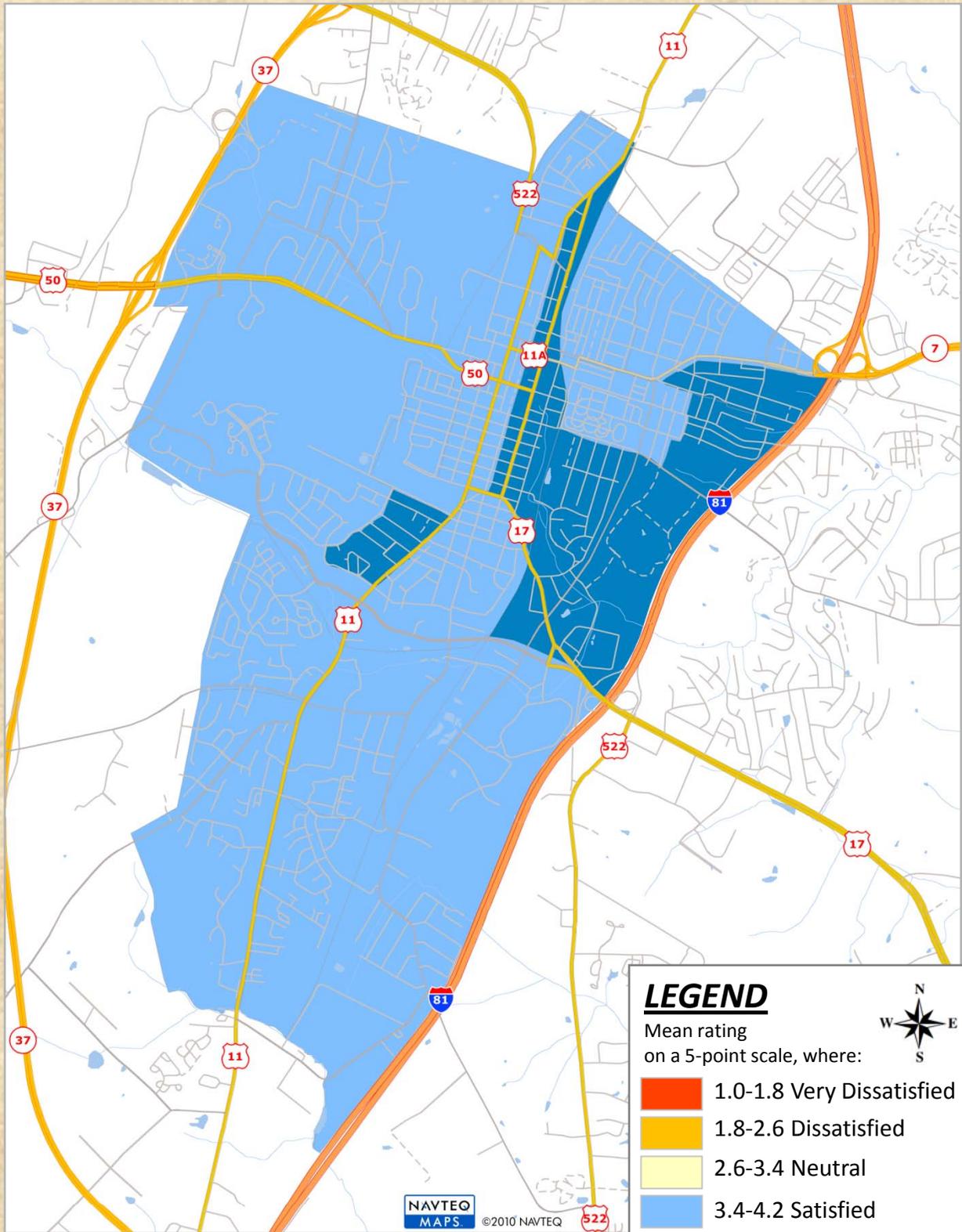
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q4A. Maintenance of City parks.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

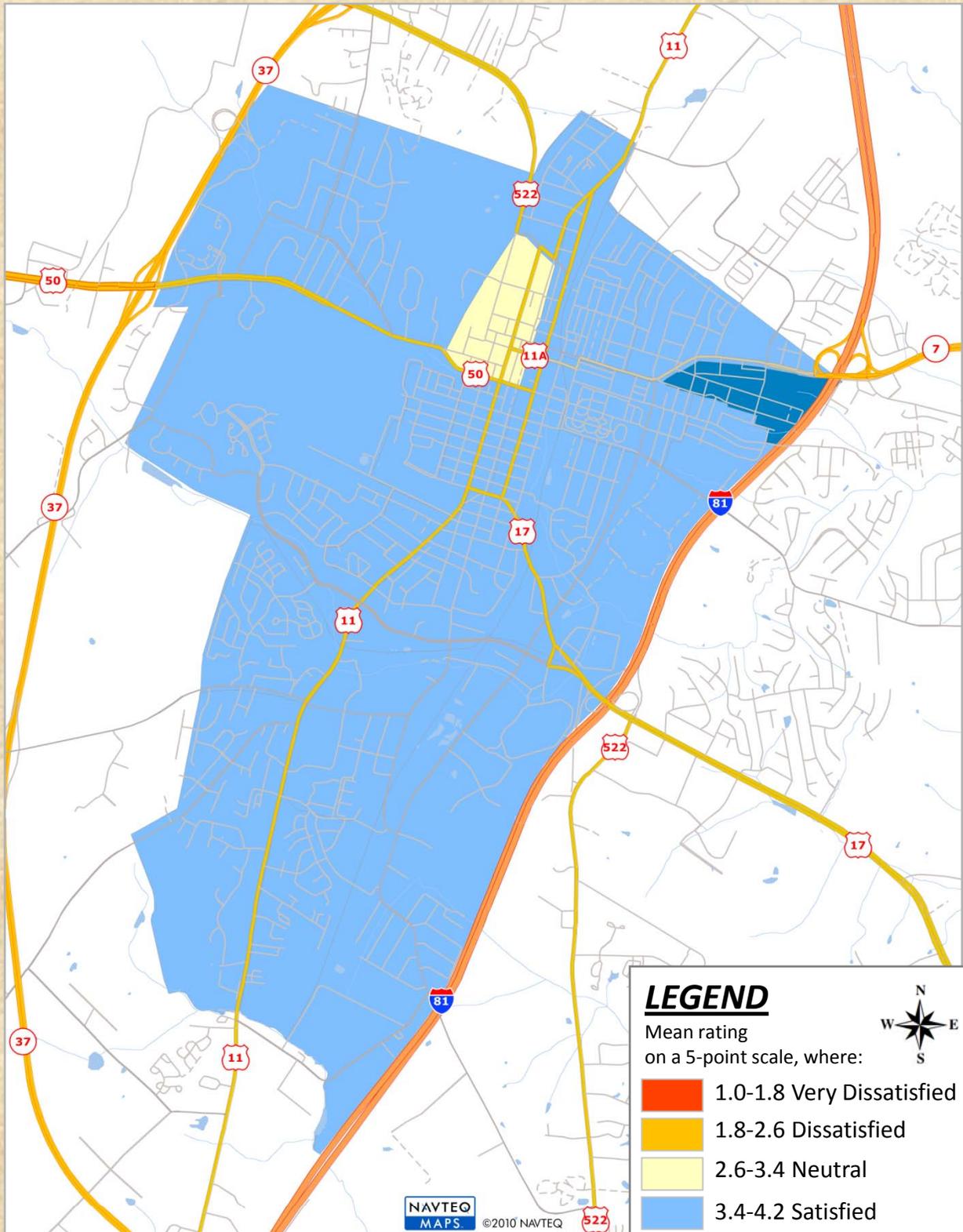
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q4B. Number of city parks.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

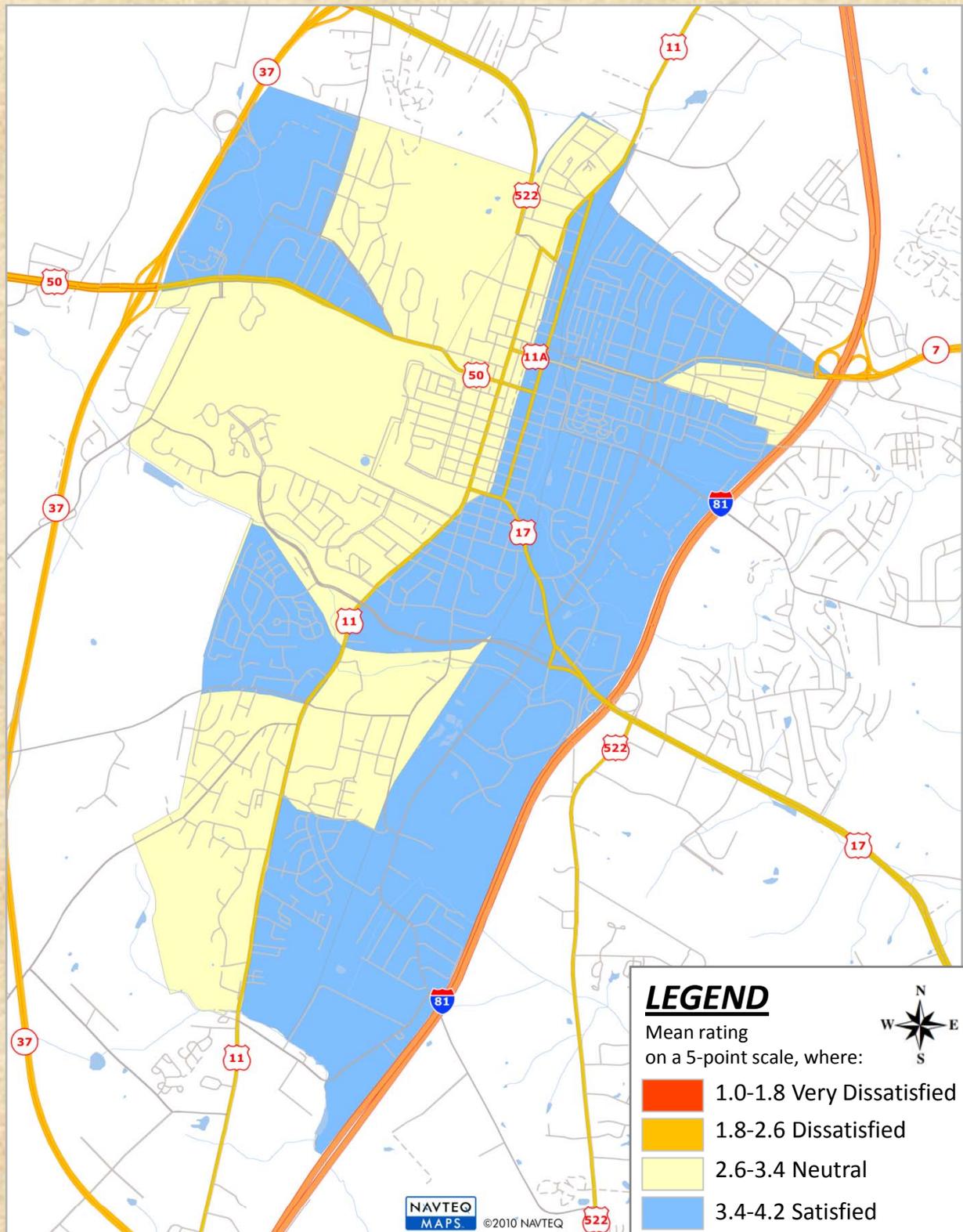
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

## Q4C. Walking and biking trails in the City.



**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### **LEGEND**

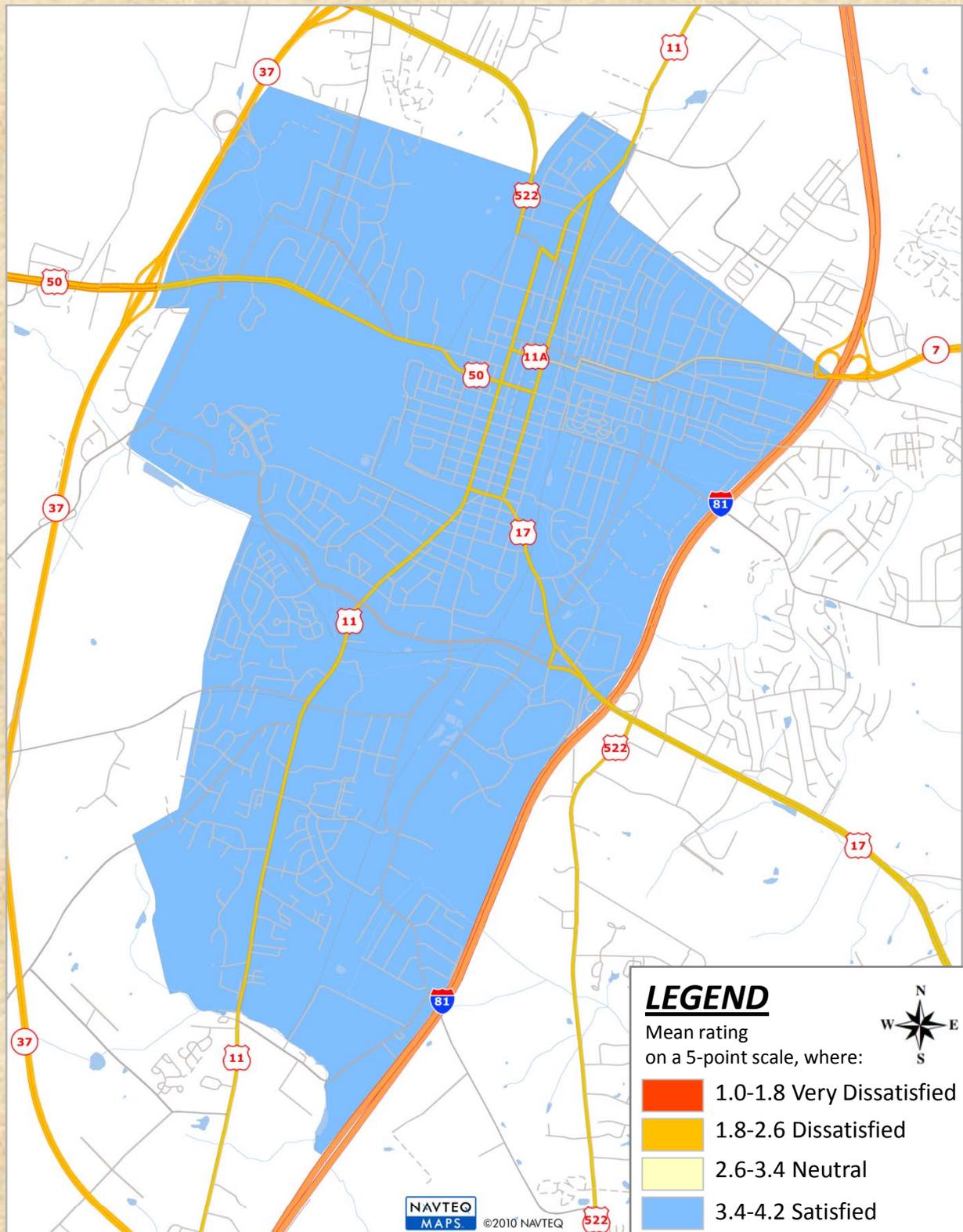
Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied

Other

Note: "Other" areas did not contain any responses

## Q4D. Availability of City recreation facilities.



### Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

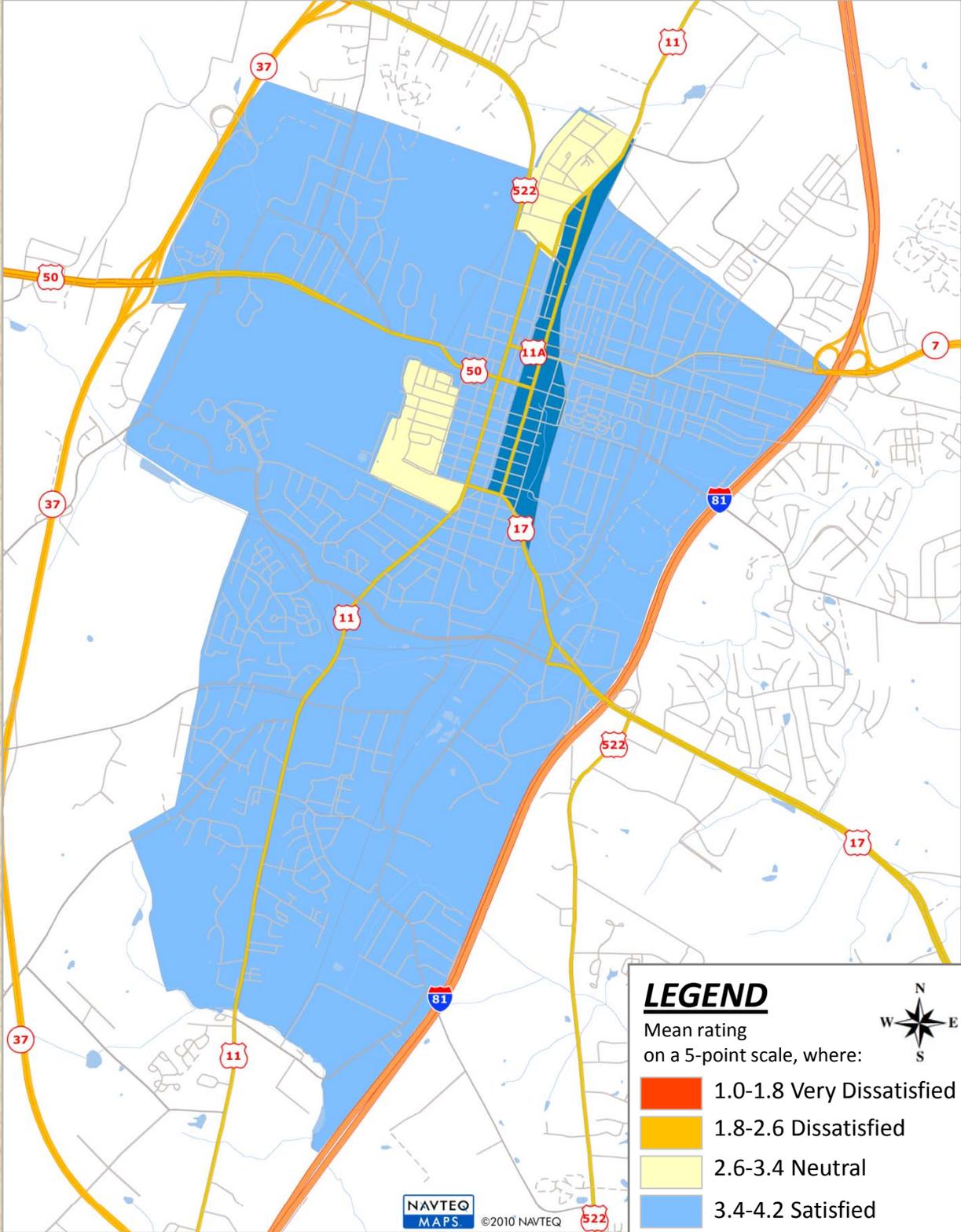
#### **LEGEND**

Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q4E. Outdoor athletic facilities.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

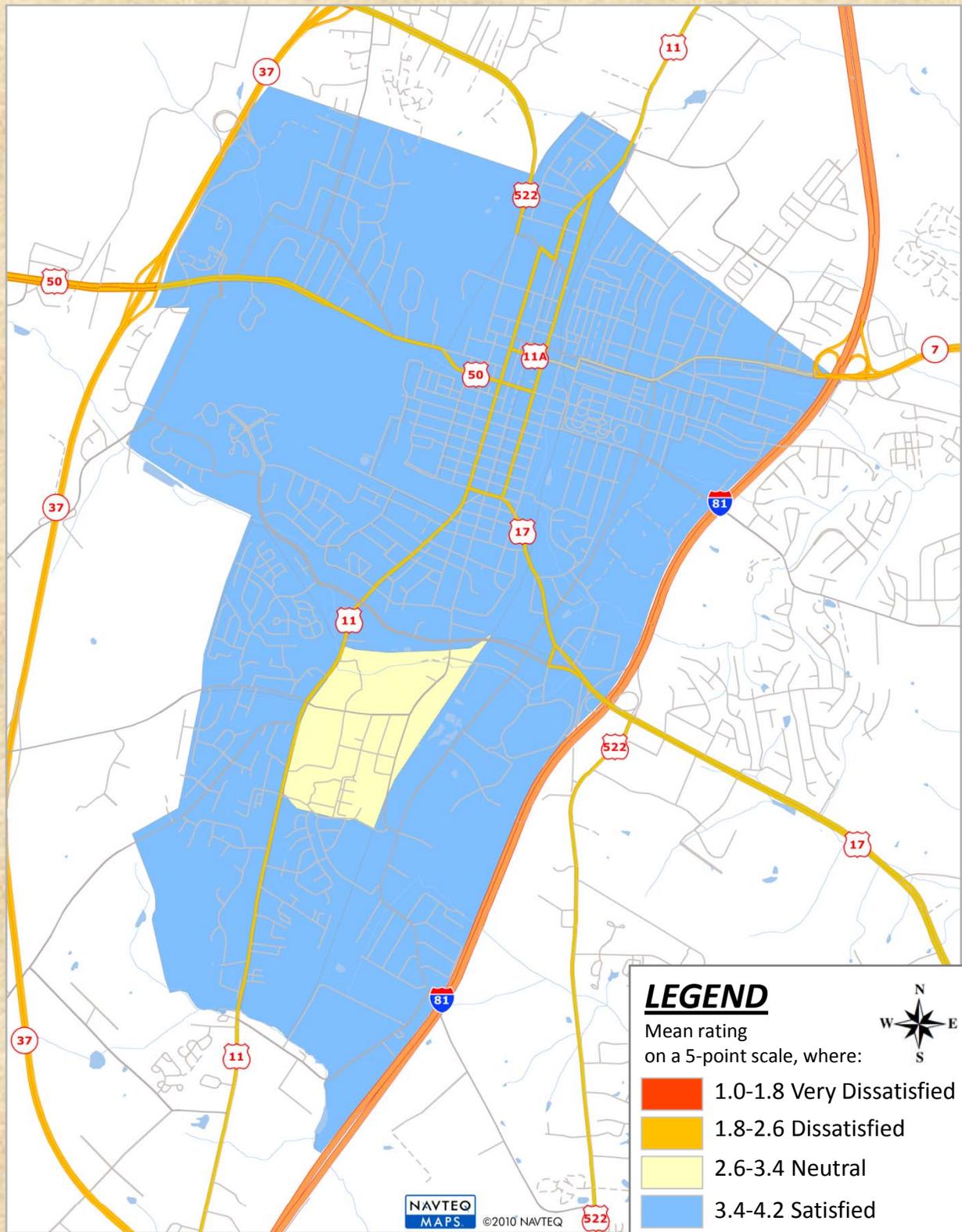
**LEGEND**

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

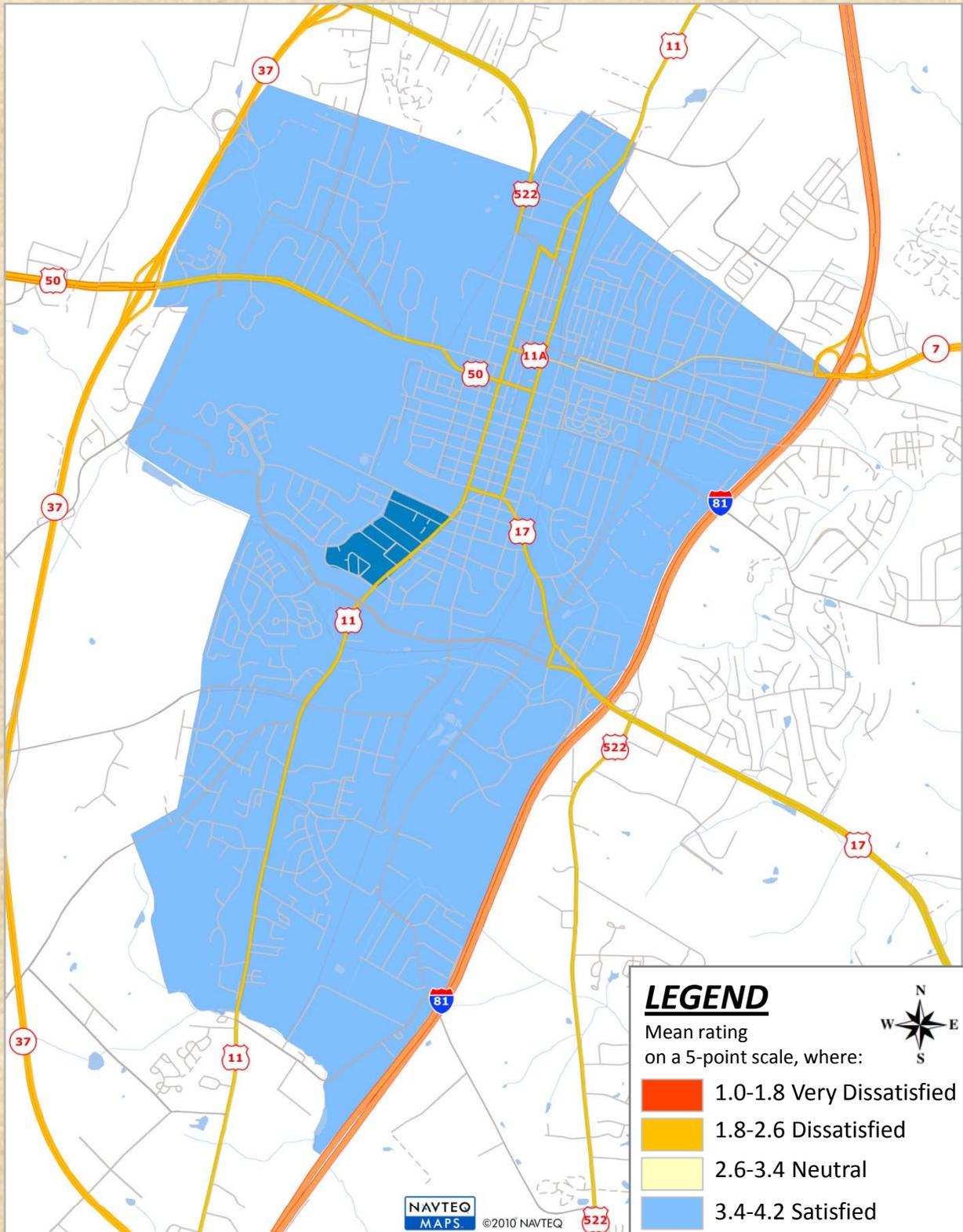
# Q4F. Availability of information about recreation programs.



**Winchester, VA**  
**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q4G. Quality of recreation programs for youth.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

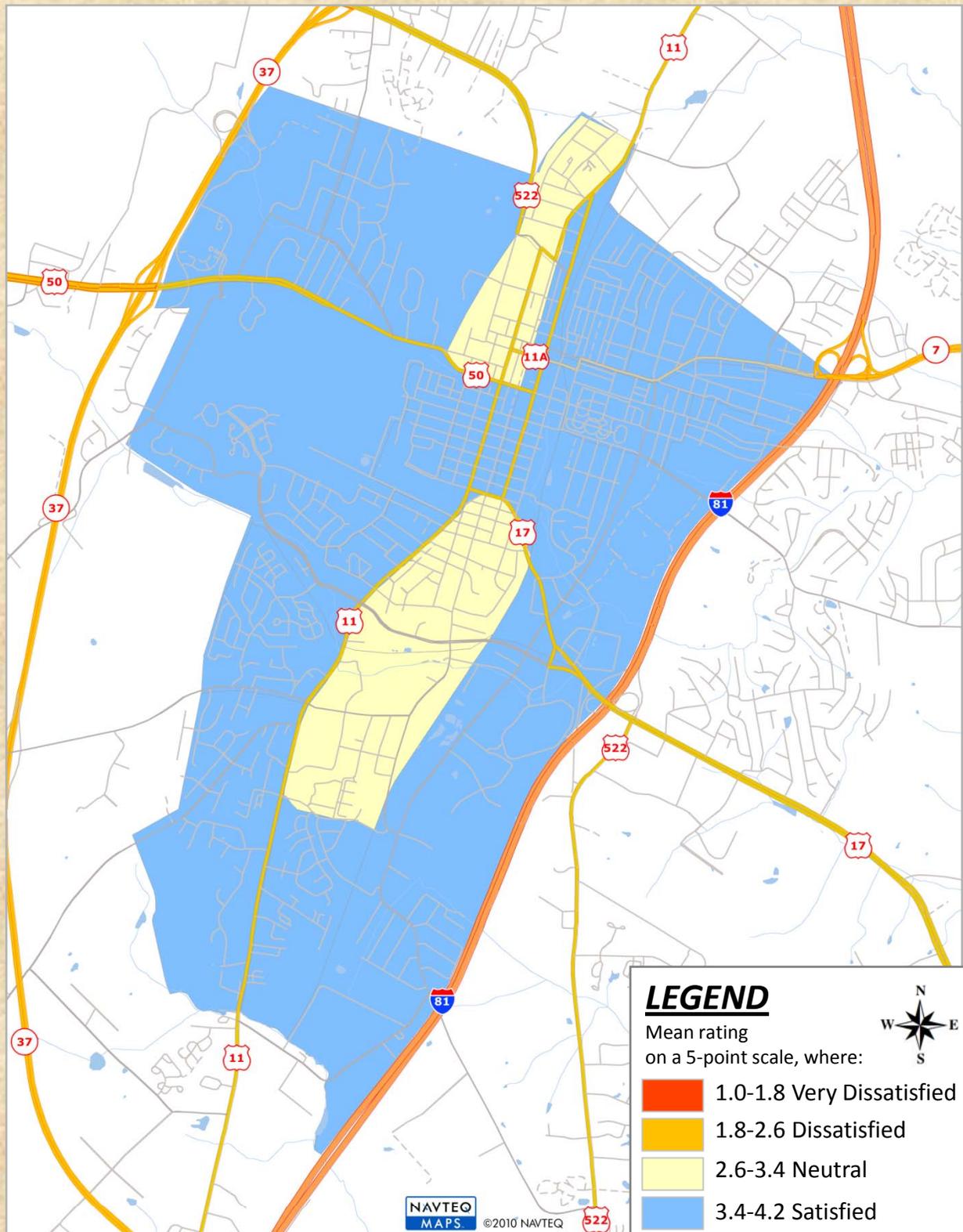
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q4H. Quality of recreation programs for adults.



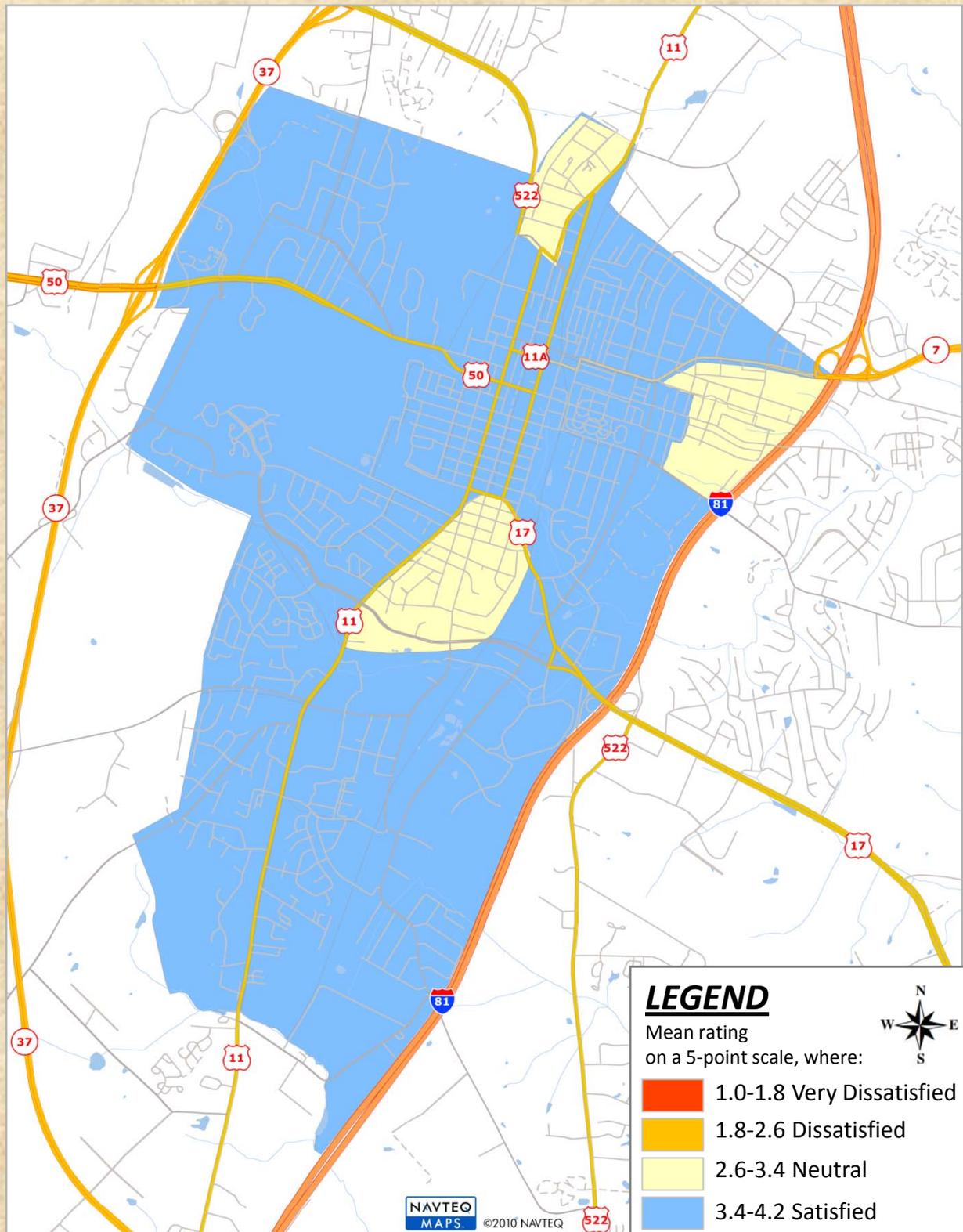
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q4I. Quality of recreation programs for seniors.



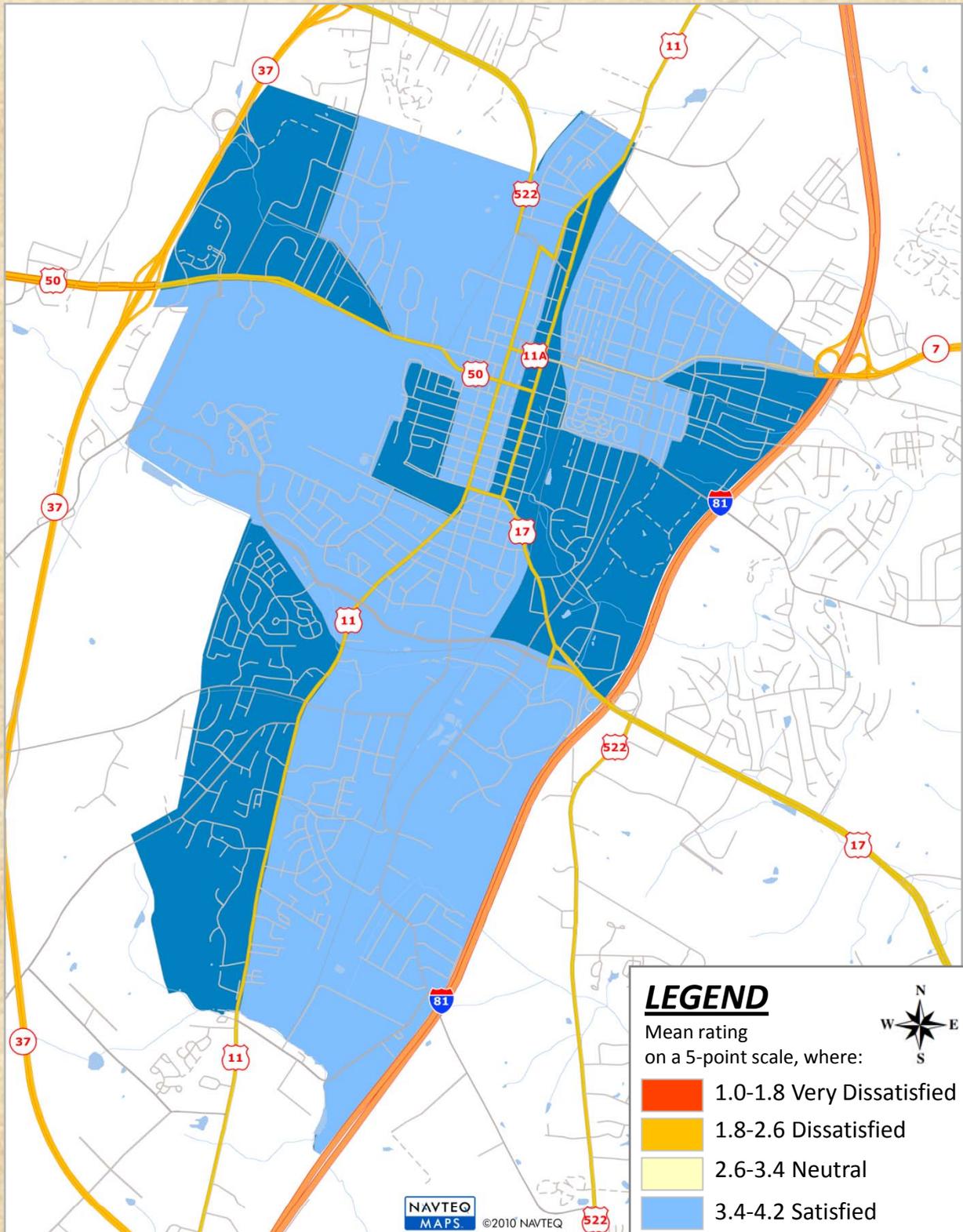
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q6A. Overall quality of police protection.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

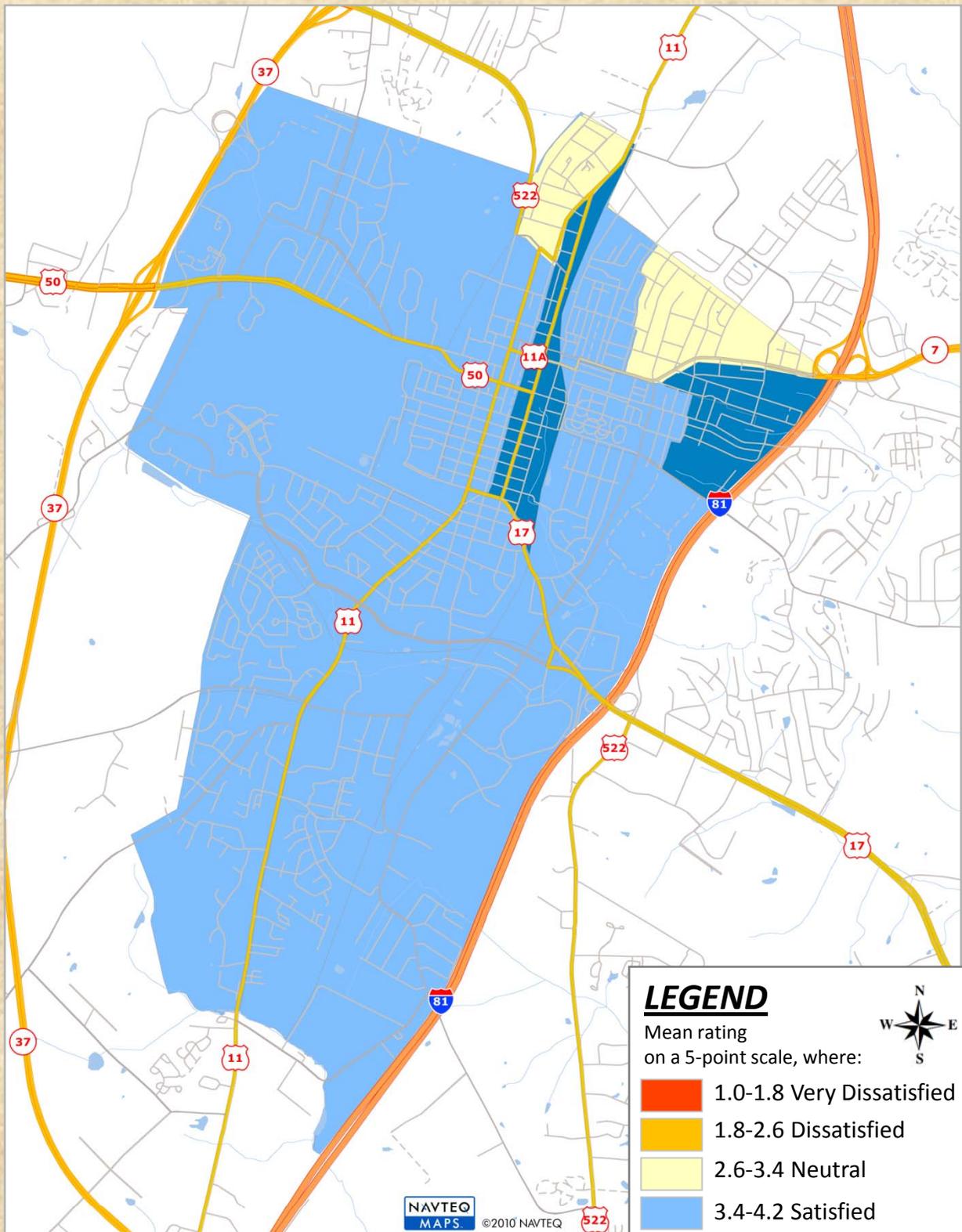
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

## Q6B. Visibility of police in neighborhood.

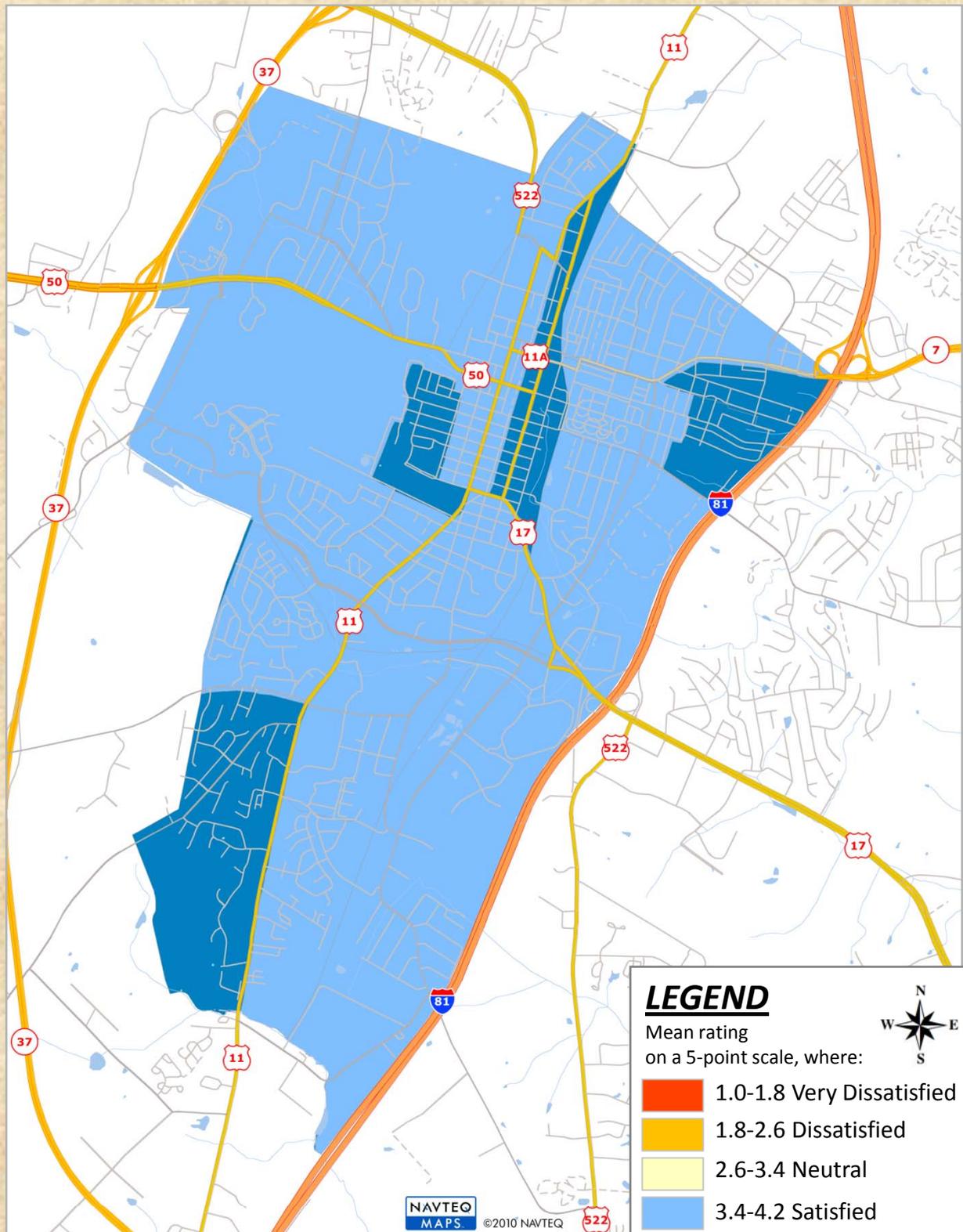


Winchester, VA

2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q6C. How quickly police respond to emergencies.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

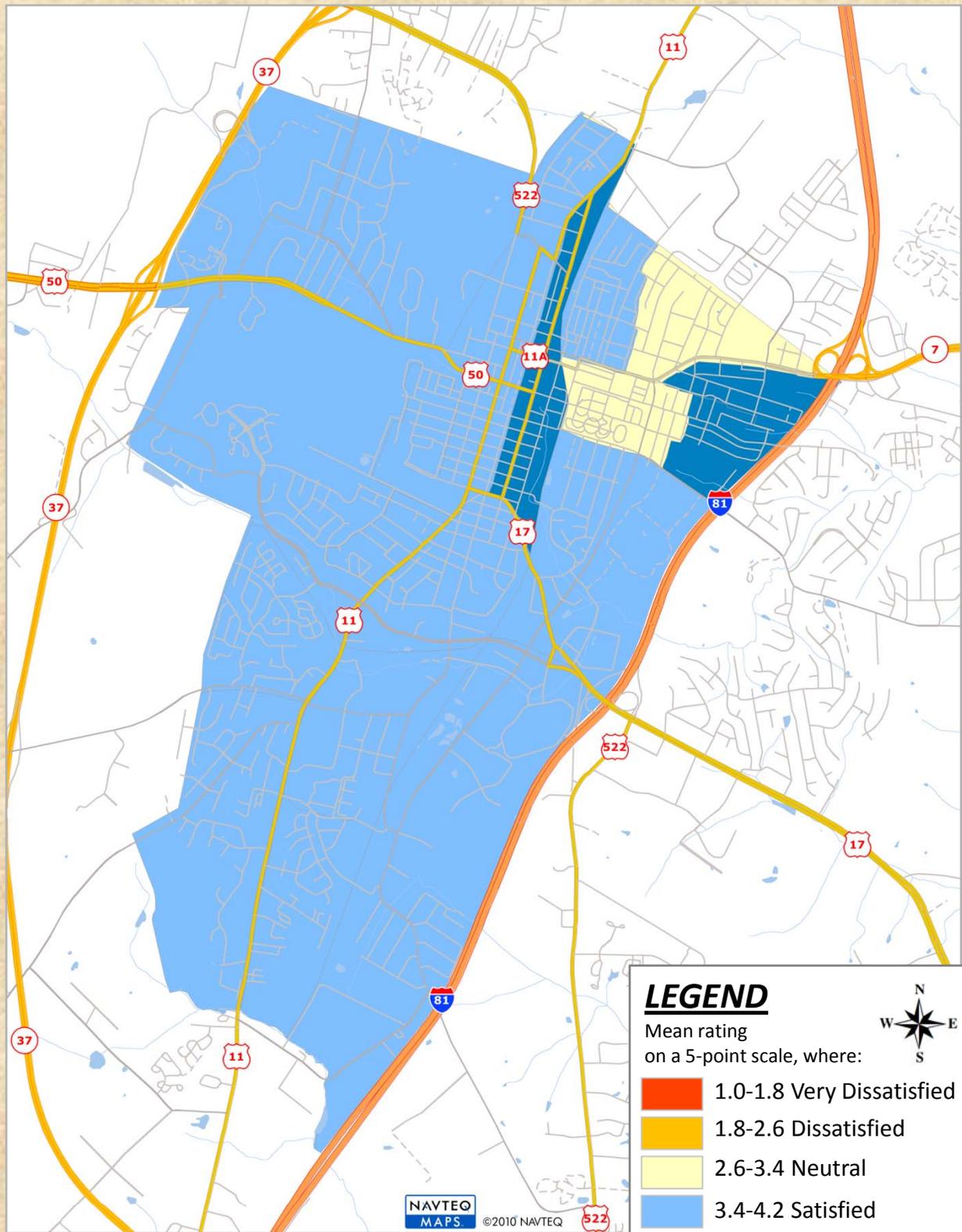
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q6D. Efforts by city to prevent crime.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### LEGEND

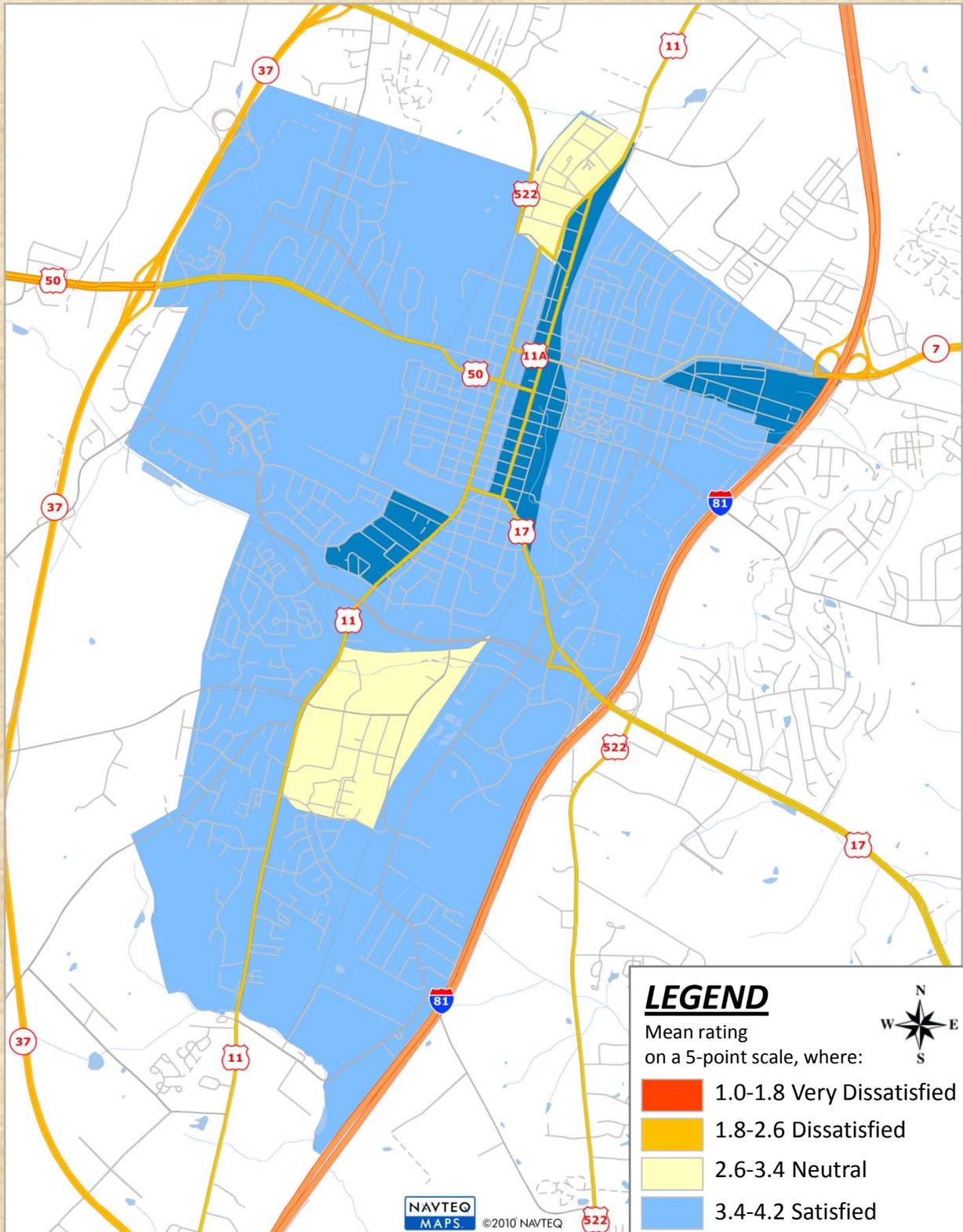
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q6E. Efforts to reduce gang related activity.



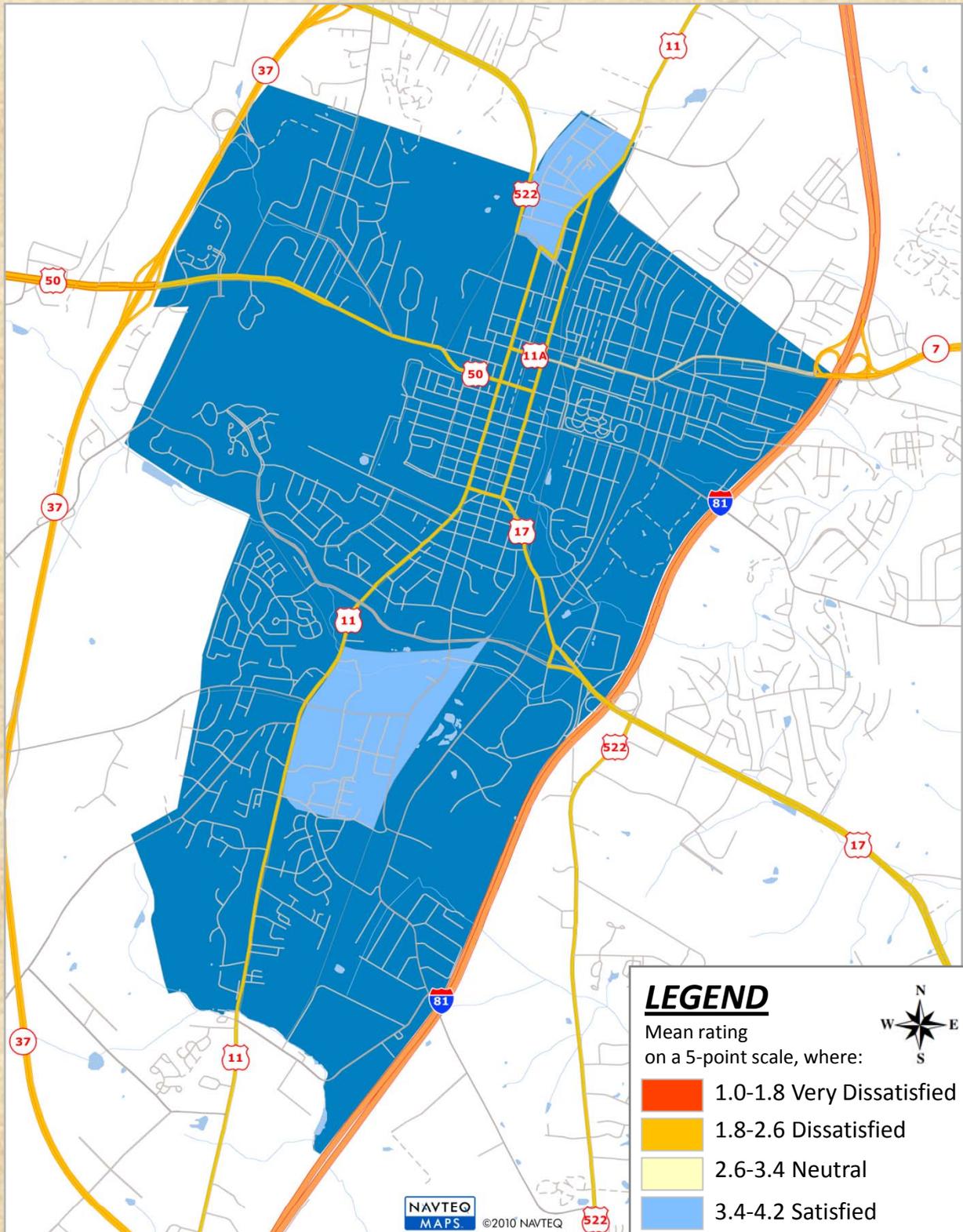
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q6F. Overall quality of fire services.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### LEGEND

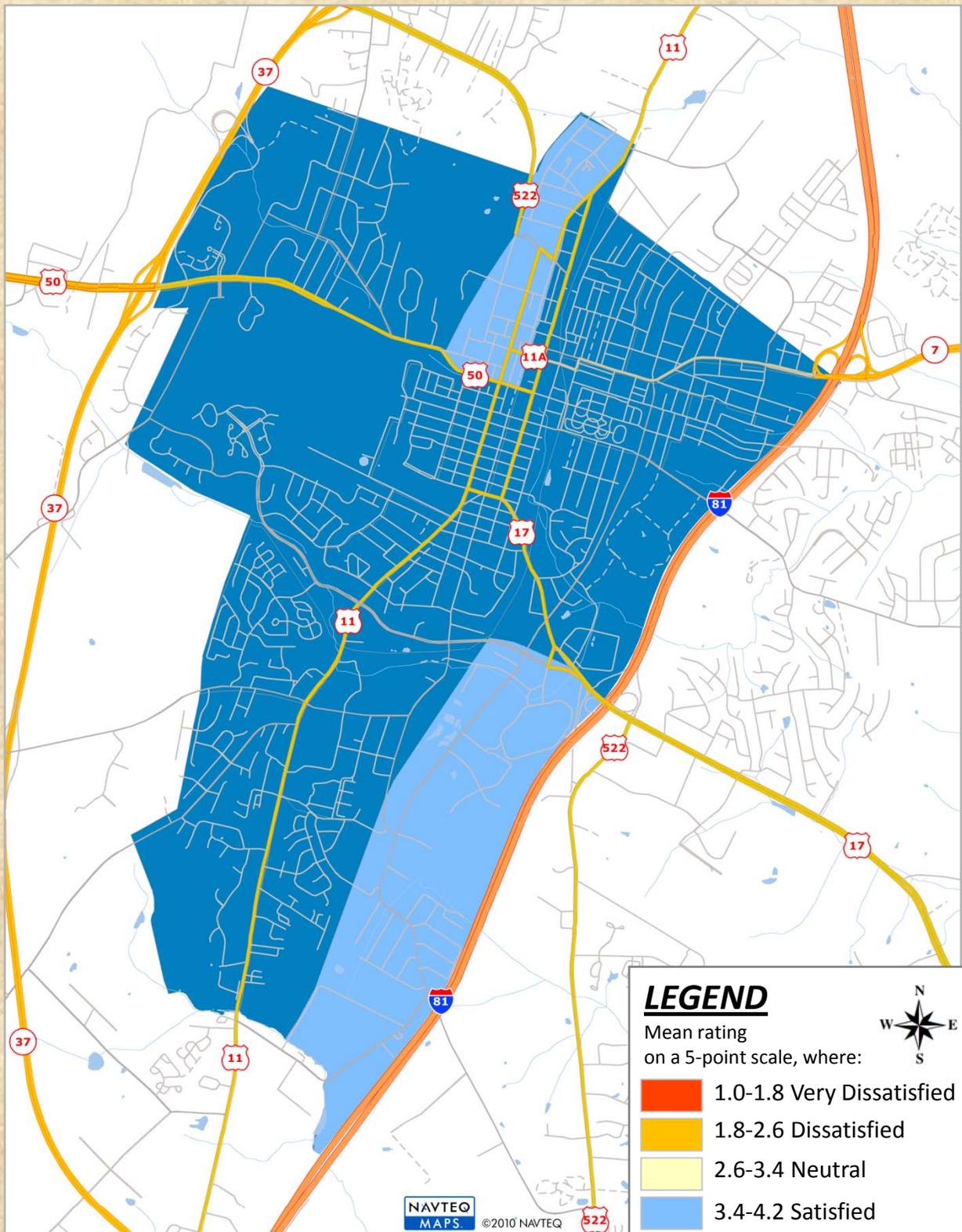
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

# Q6G. Overall quality of emergency medical service.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

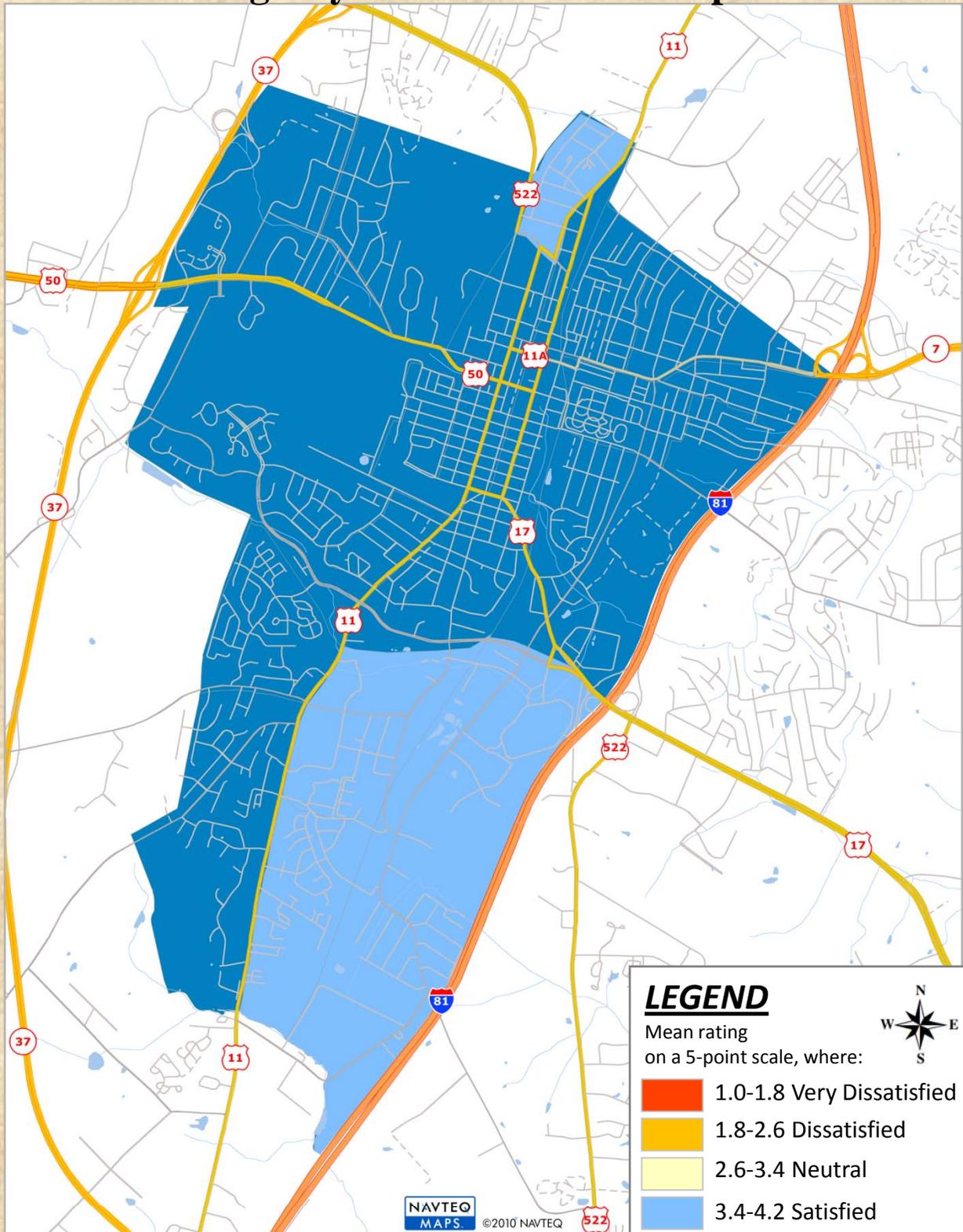
### **LEGEND**

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other

Note: "Other" areas did not contain any responses

# Q6H. How quickly fire and emergency medical services respond.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

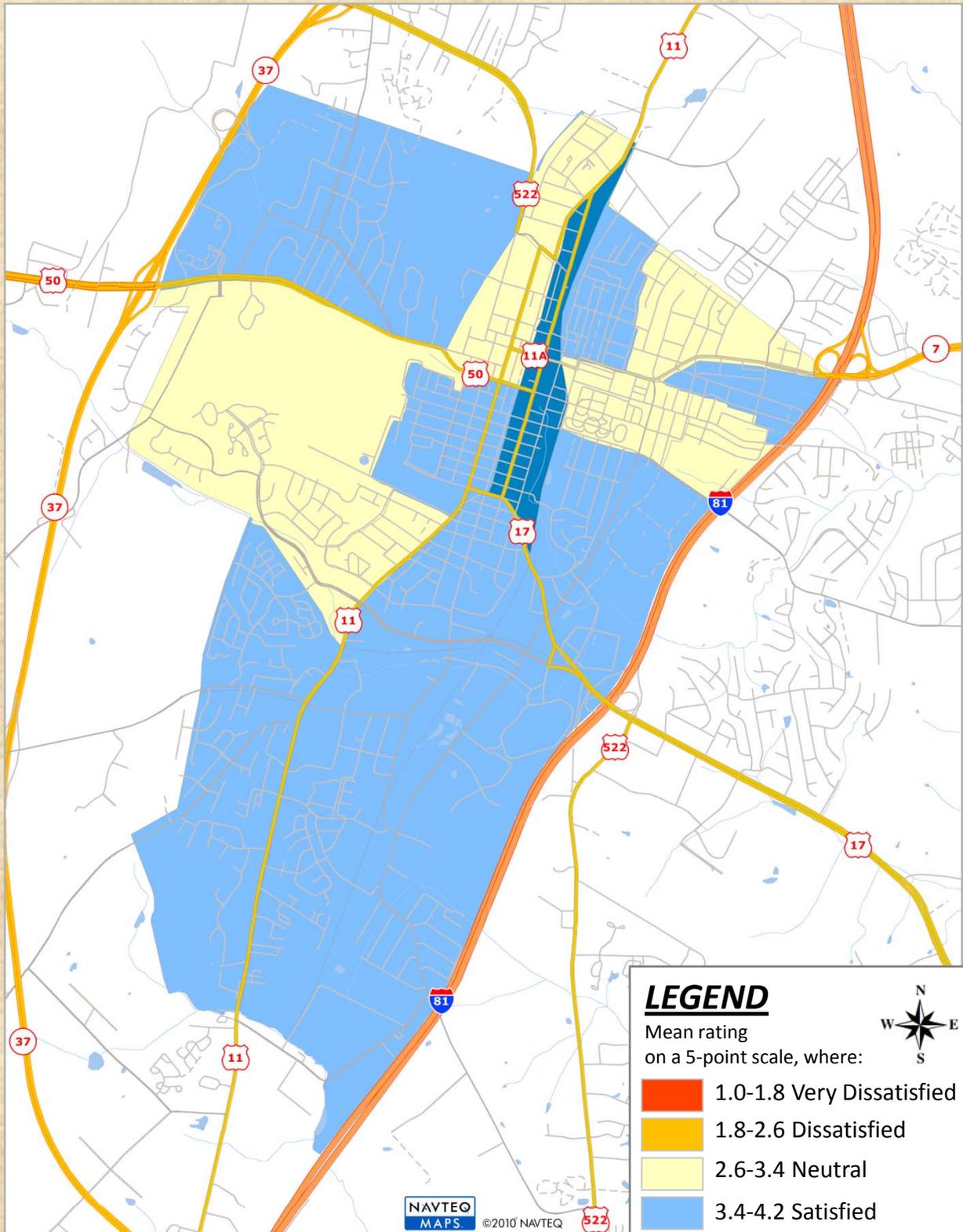
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q6I. Amount of street lighting.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

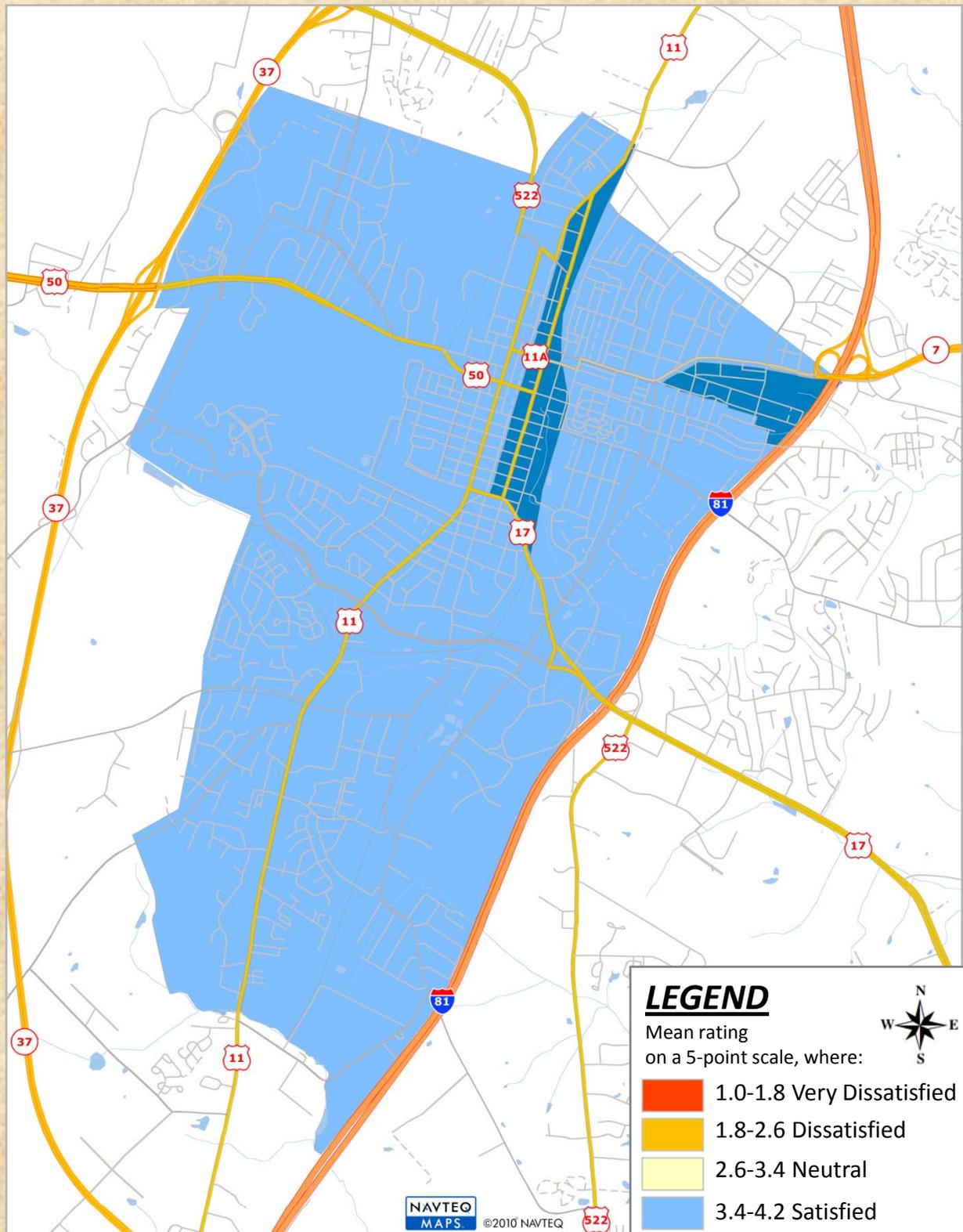
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q6J. Visibility of Police in downtown Winchester.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

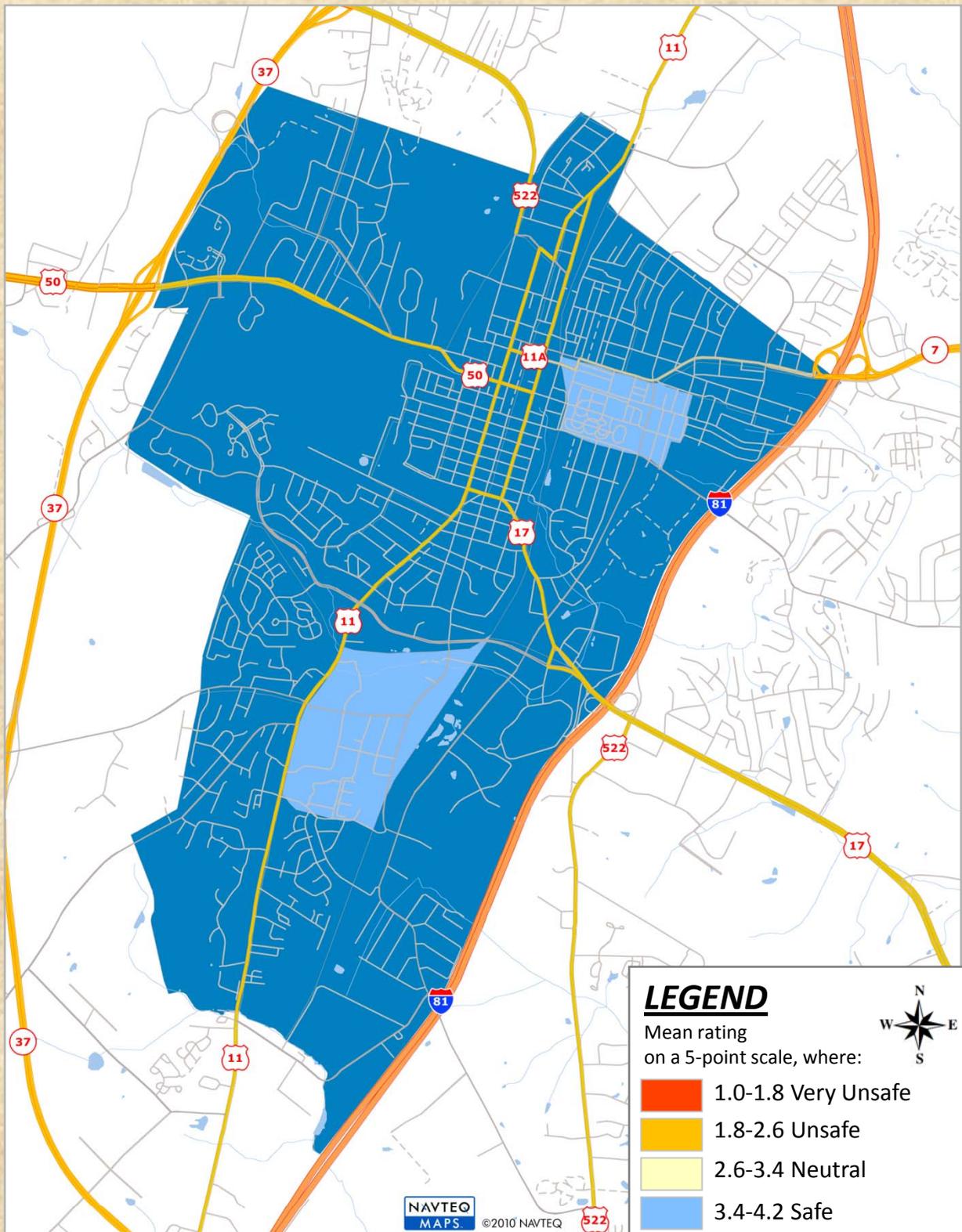
### LEGEND

Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q8A . Walking in neighborhoods during day.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### **LEGEND**

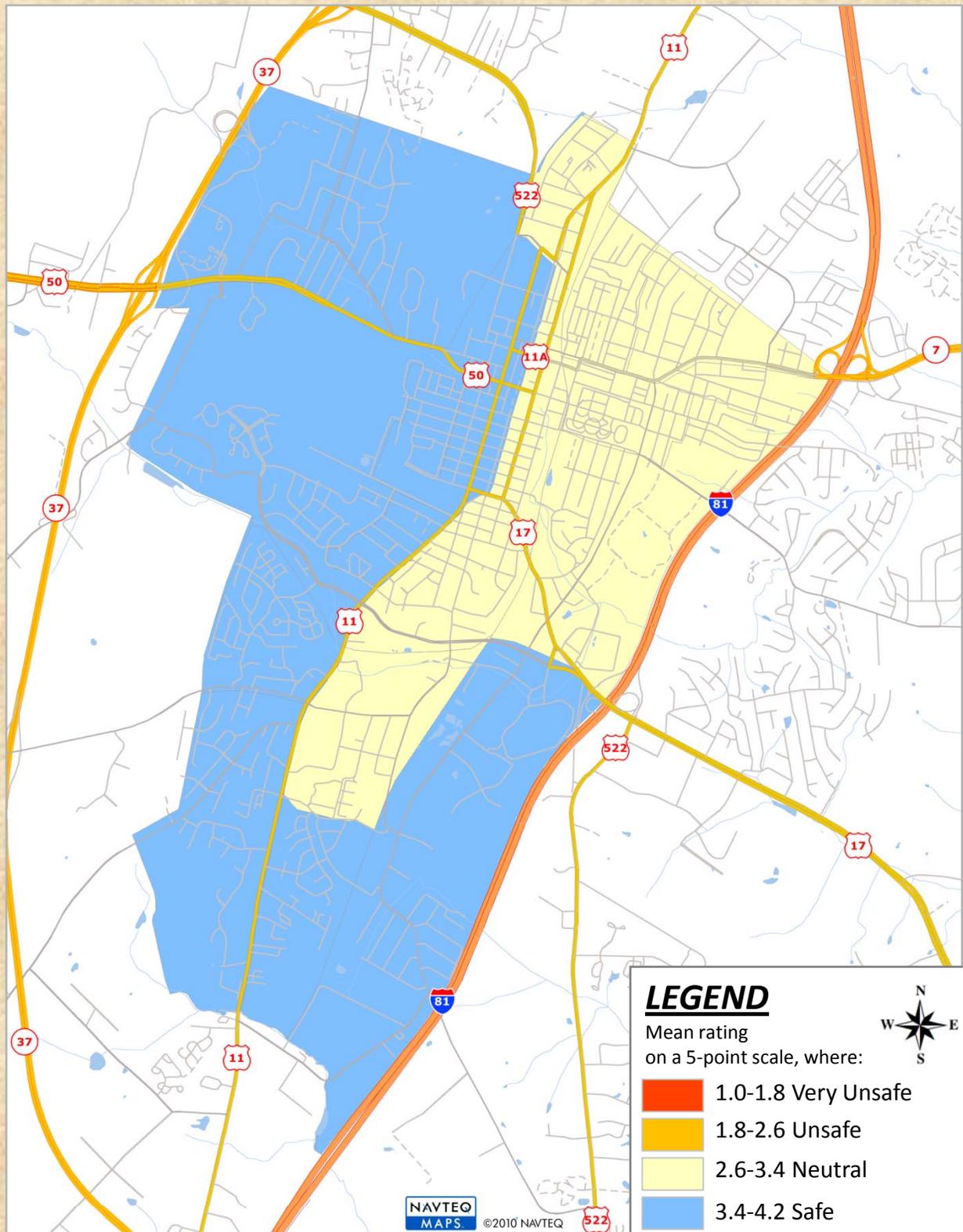
Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe

Other

Note: "Other" areas did not contain any responses

## Q8B. Walking in neighborhood after dark.



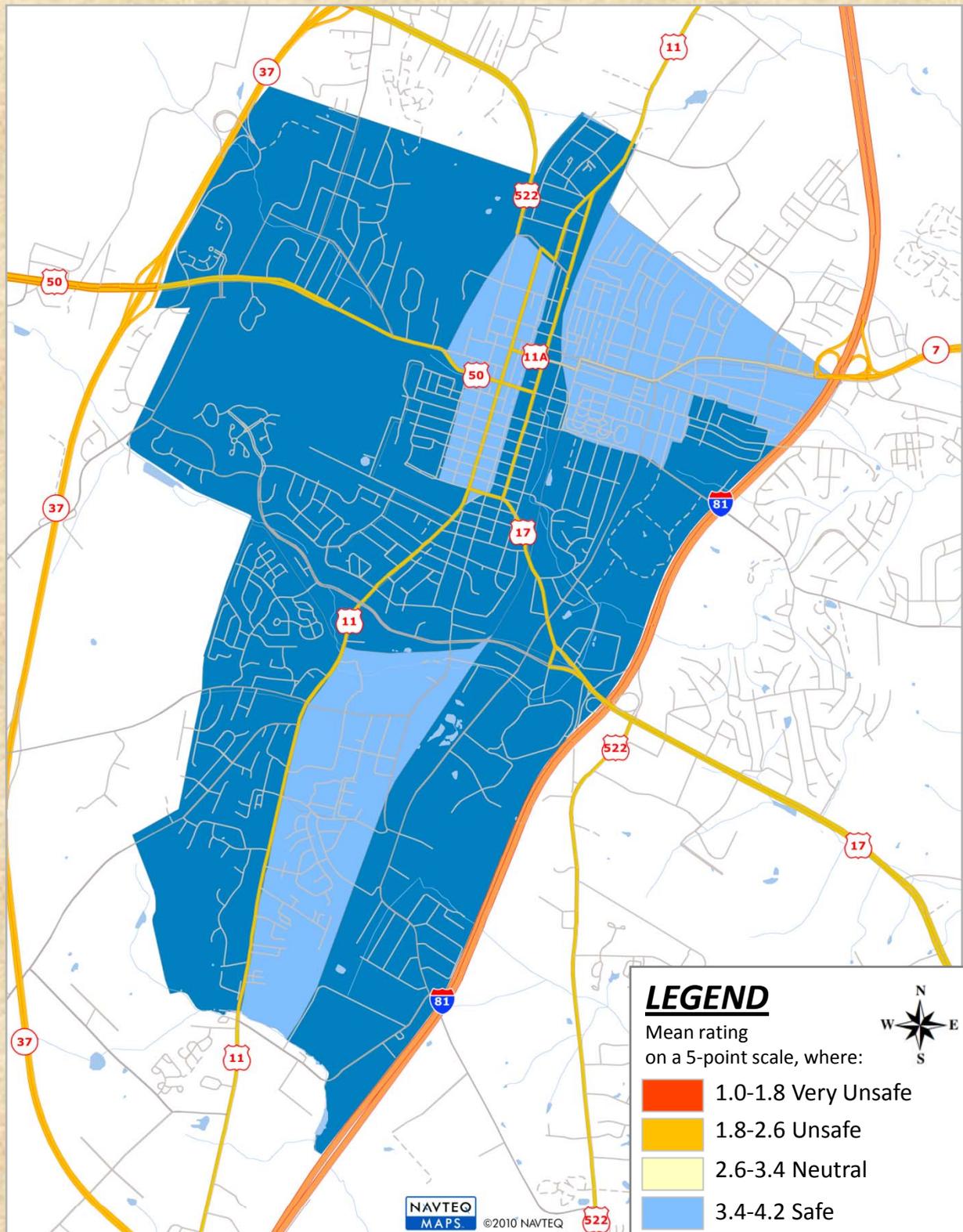
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q8C. In City parks during the day.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

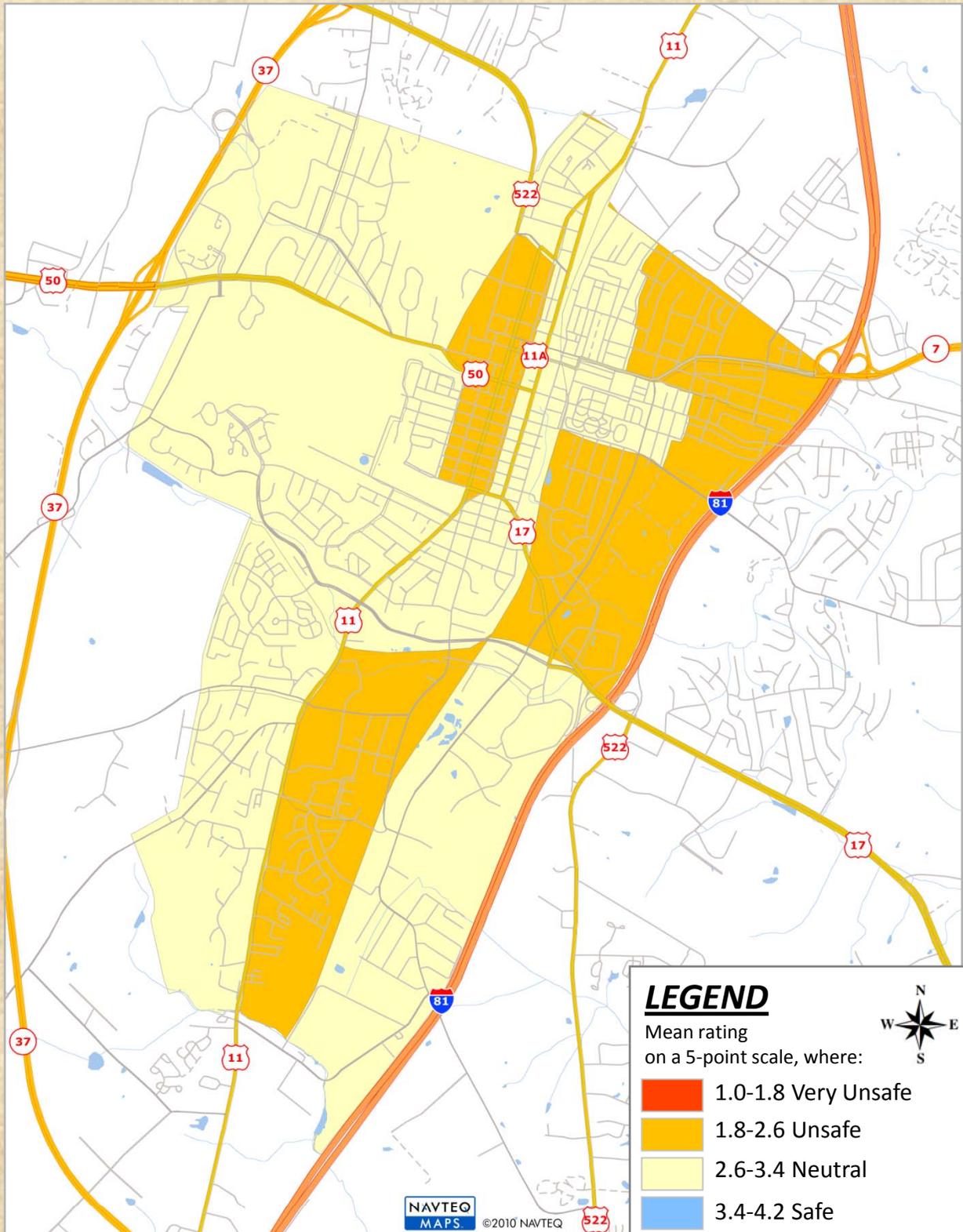
### **LEGEND**

Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other

Note: "Other" areas did not contain any responses

# Q8D. In City parks after dark.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### LEGEND

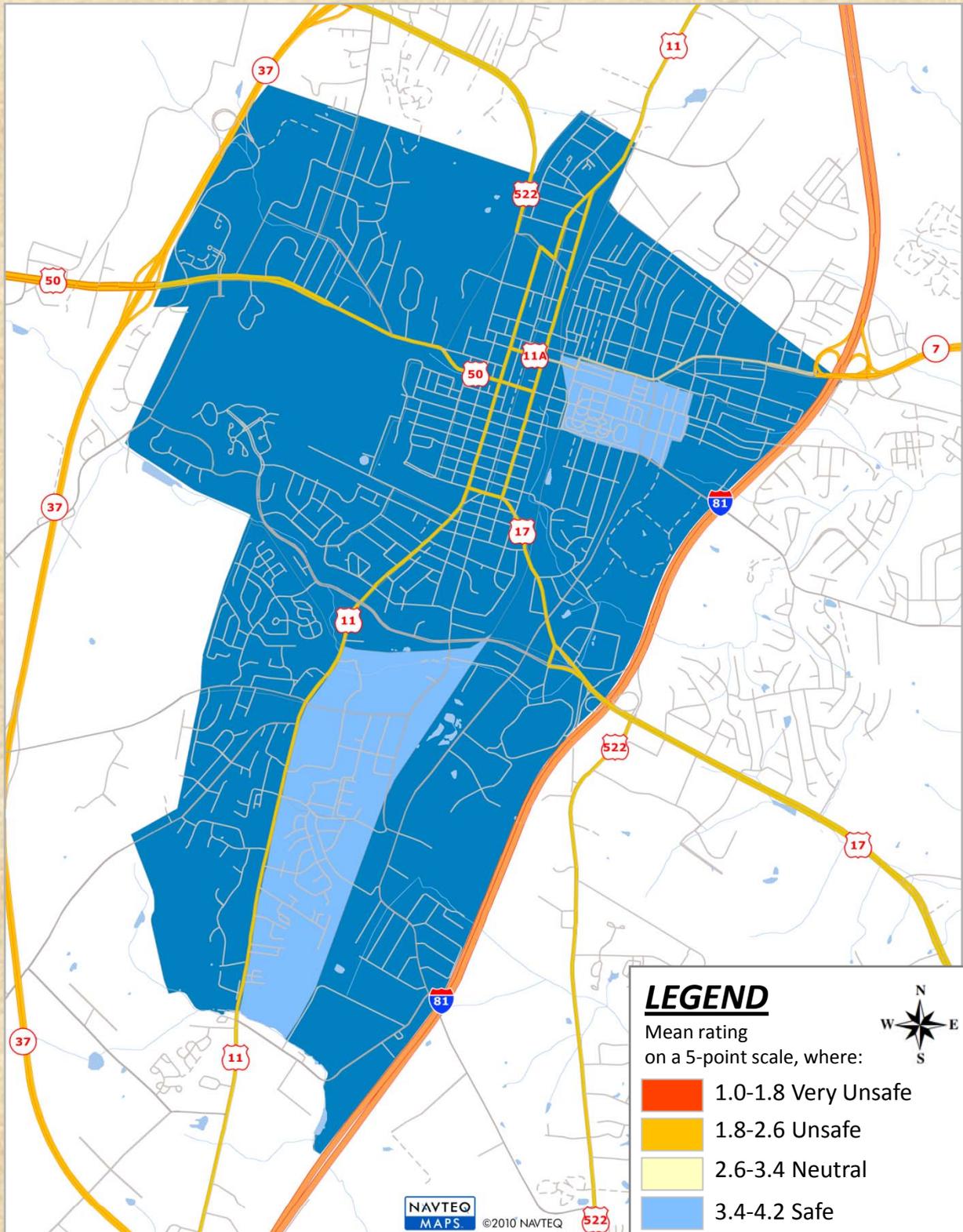
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other



Note: "Other" areas did not contain any responses

# Q8E. In Downtown Winchester during day.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### LEGEND

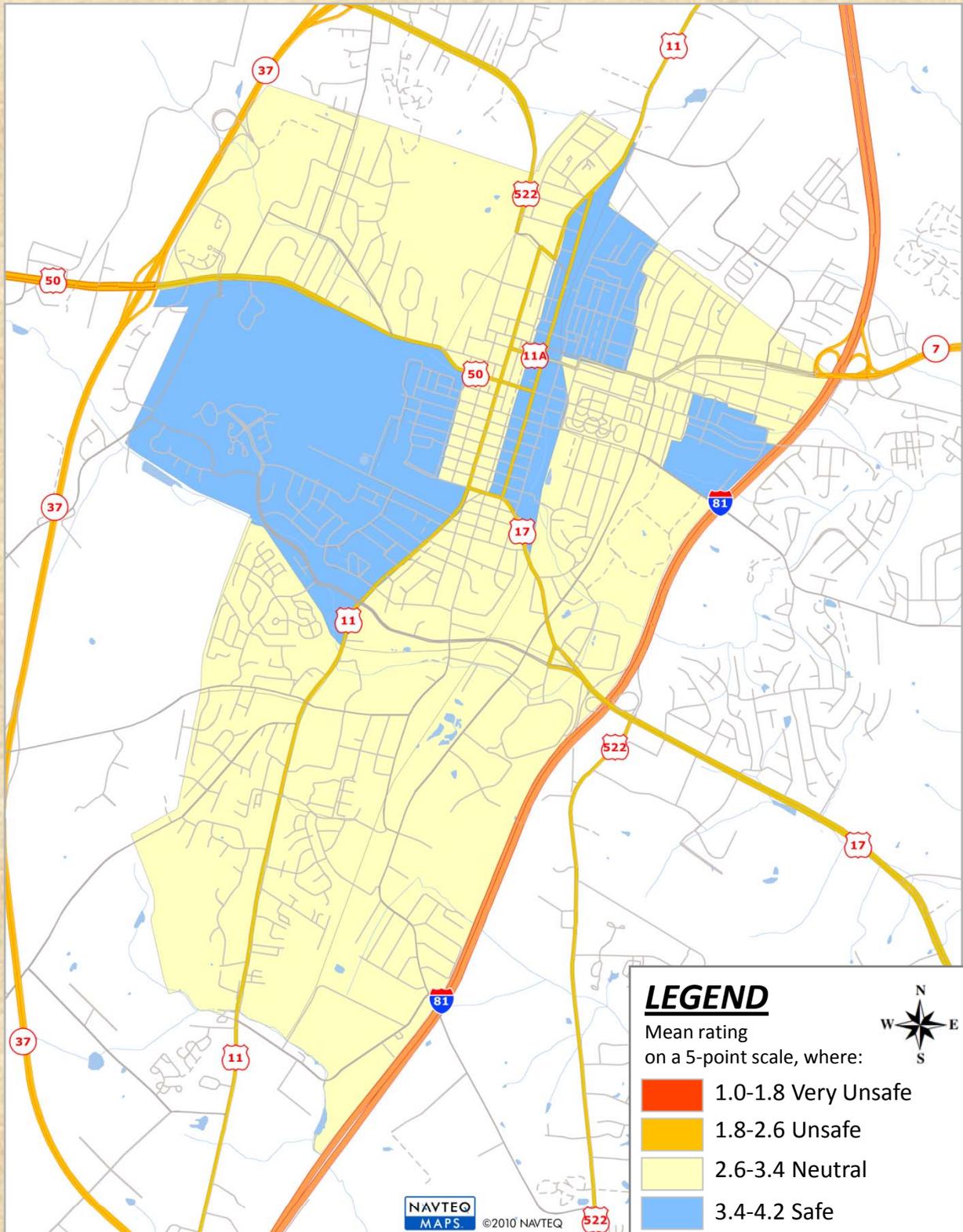
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe

Other

Note: "Other" areas did not contain any responses

# Q8F. In Downtown Winchester after dark.

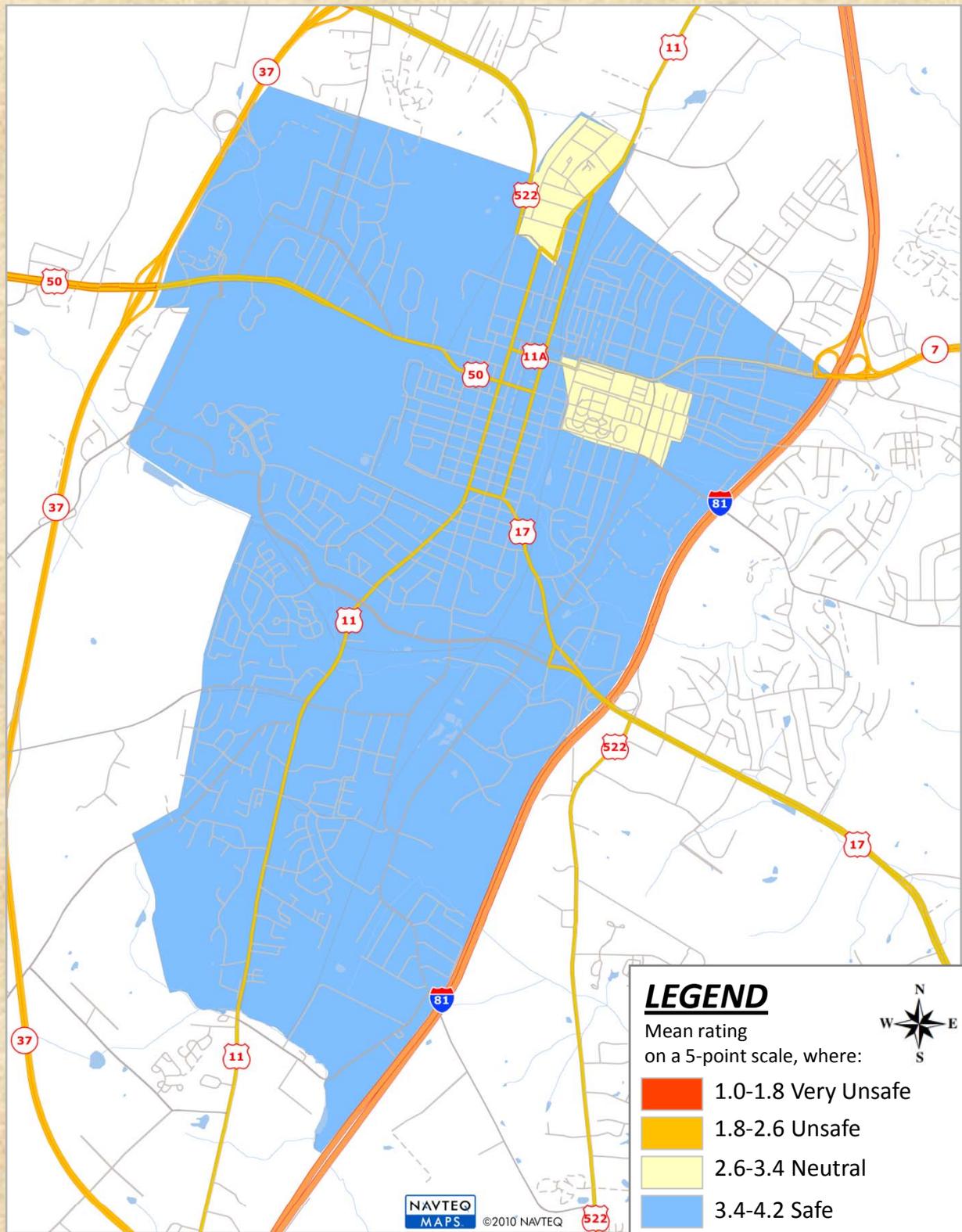


**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q8G. In Commercial Retail areas outside of downtown.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### LEGEND

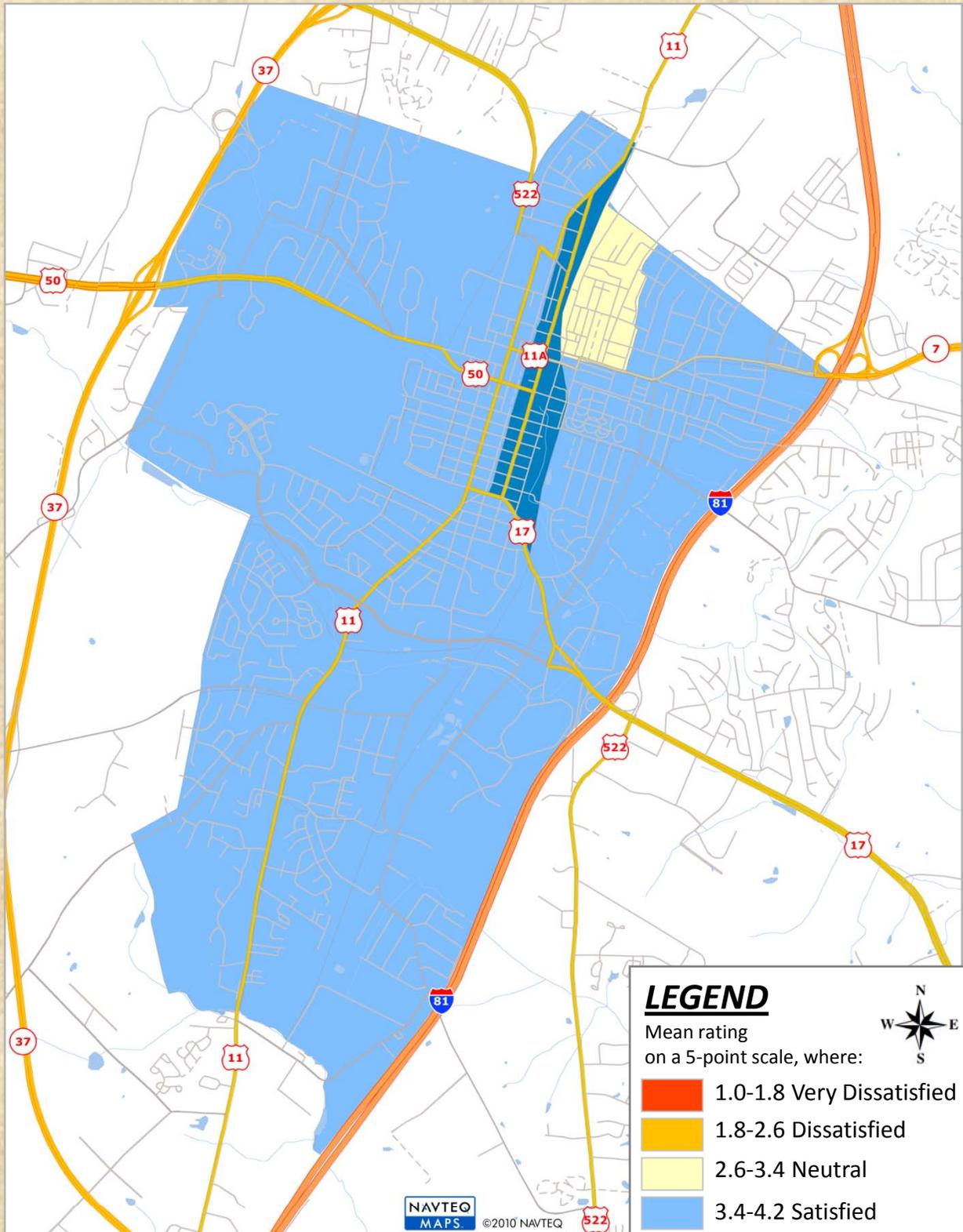
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other



Note: "Other" areas did not contain any responses

# Q9A. Condition of major City streets.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### LEGEND

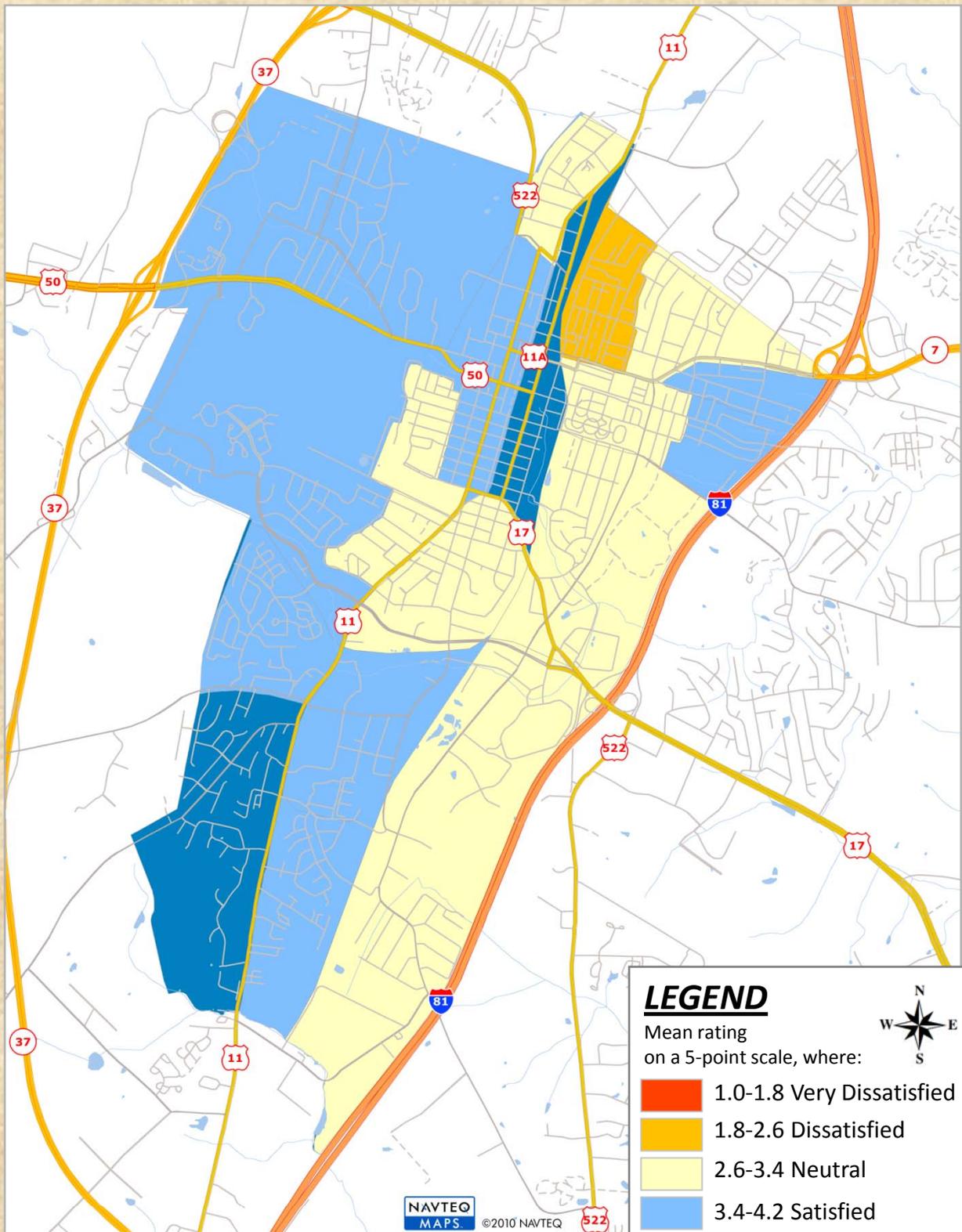
Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

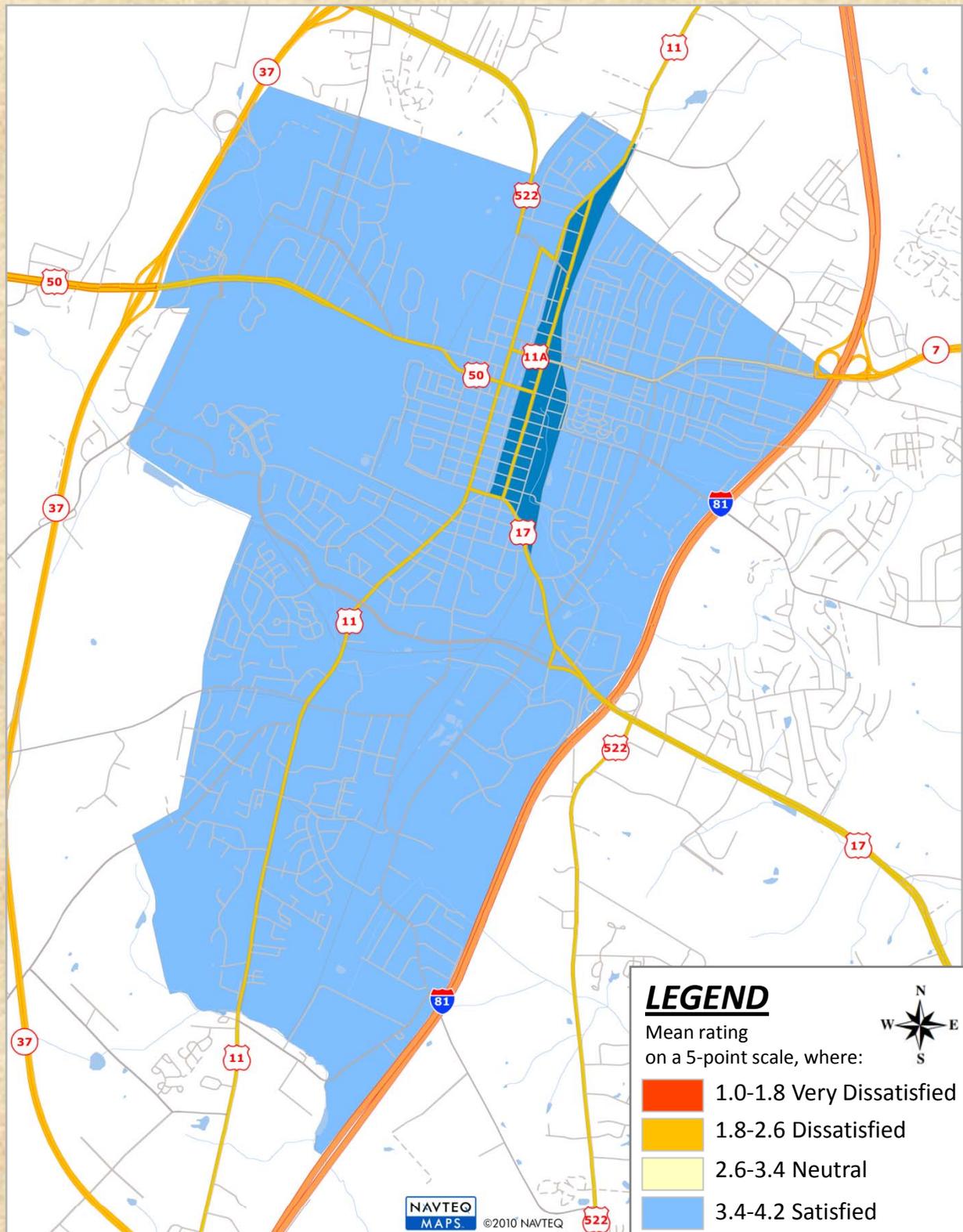
# Q9B. Condition of streets in YOUR neighborhood.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q9C. Condition of street signs and traffic signals.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

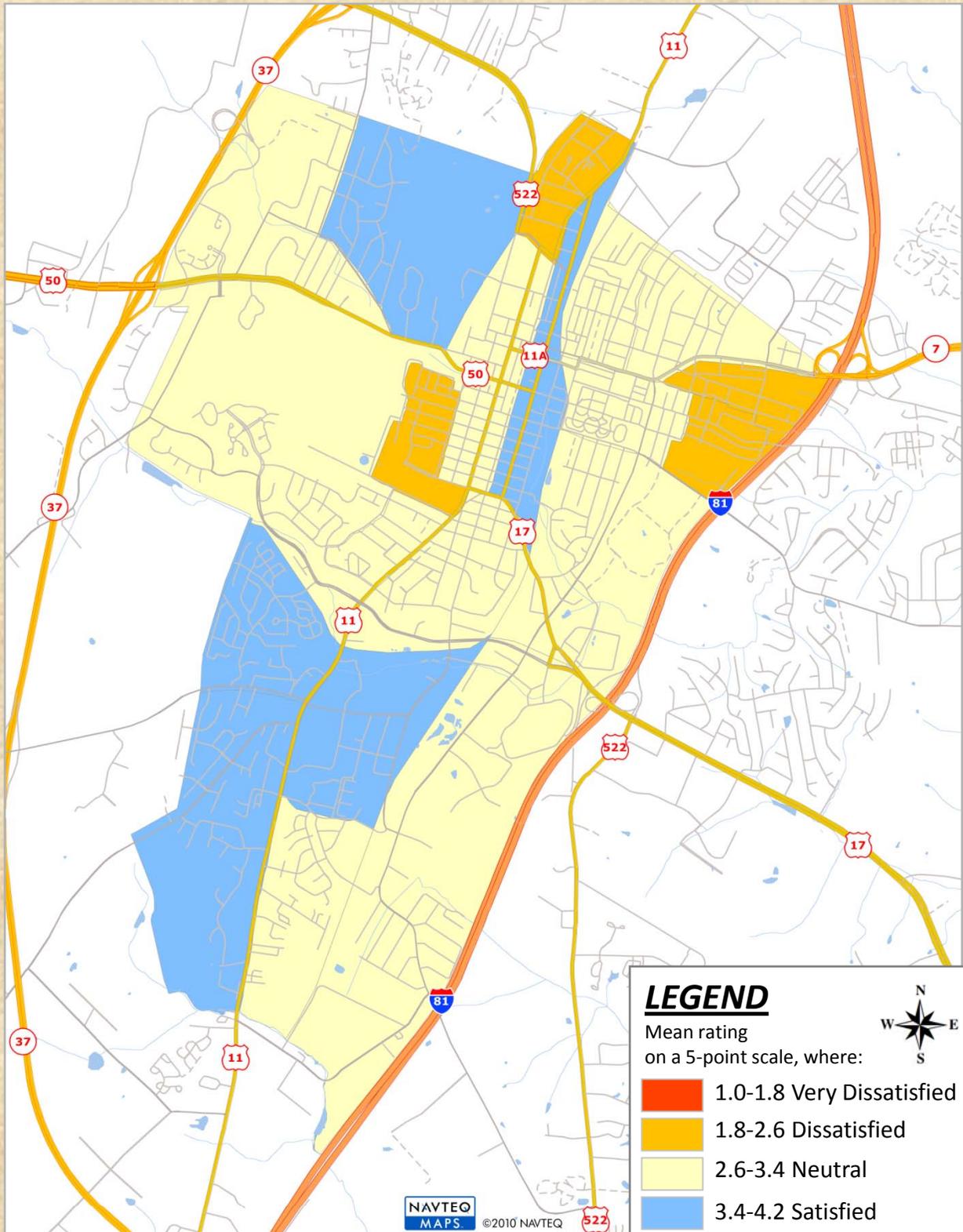
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

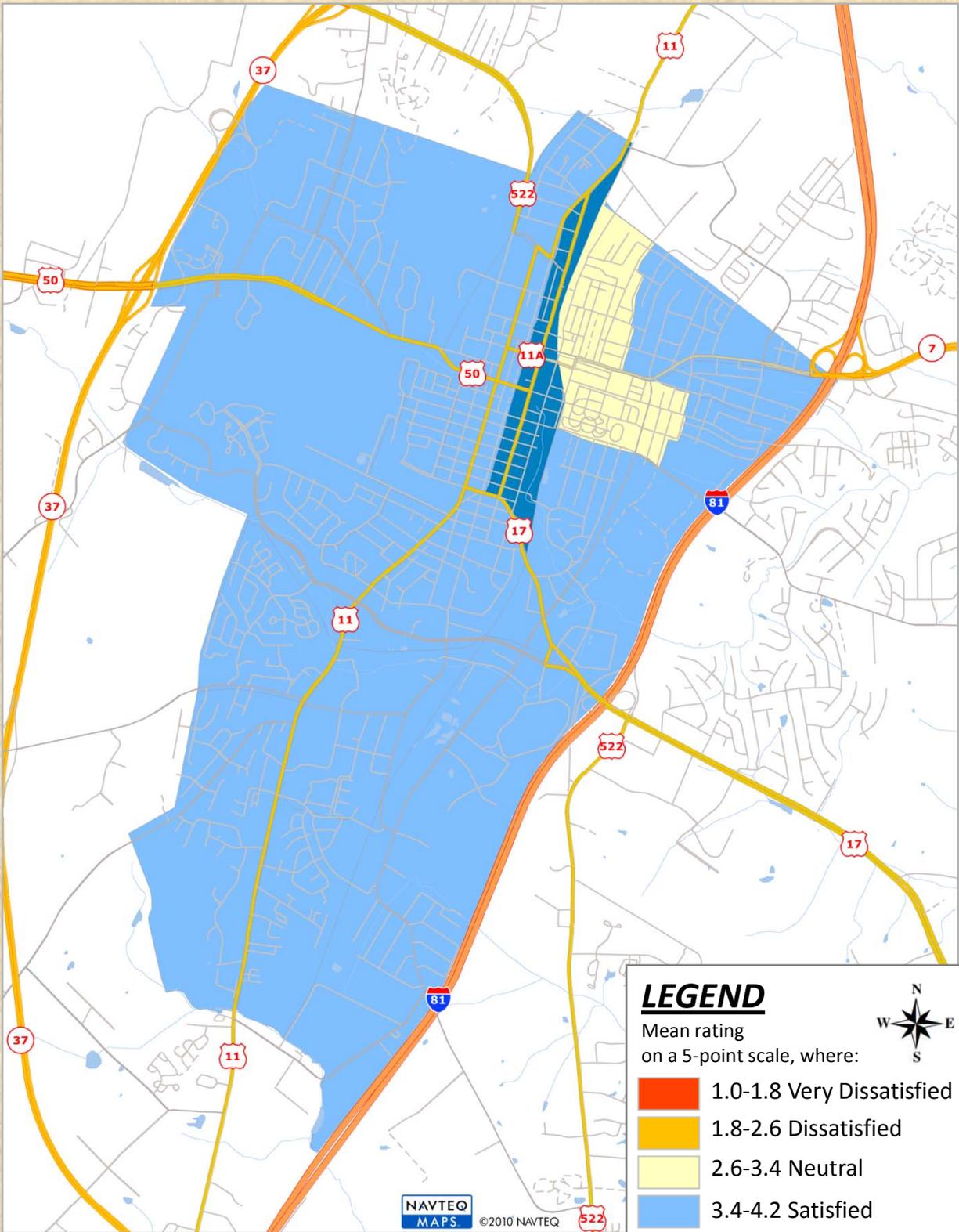
# Q9D. Condition of sidewalks in your neighborhood.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q9E. Attractiveness streetscapes and medians.



**Winchester, VA**  
**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

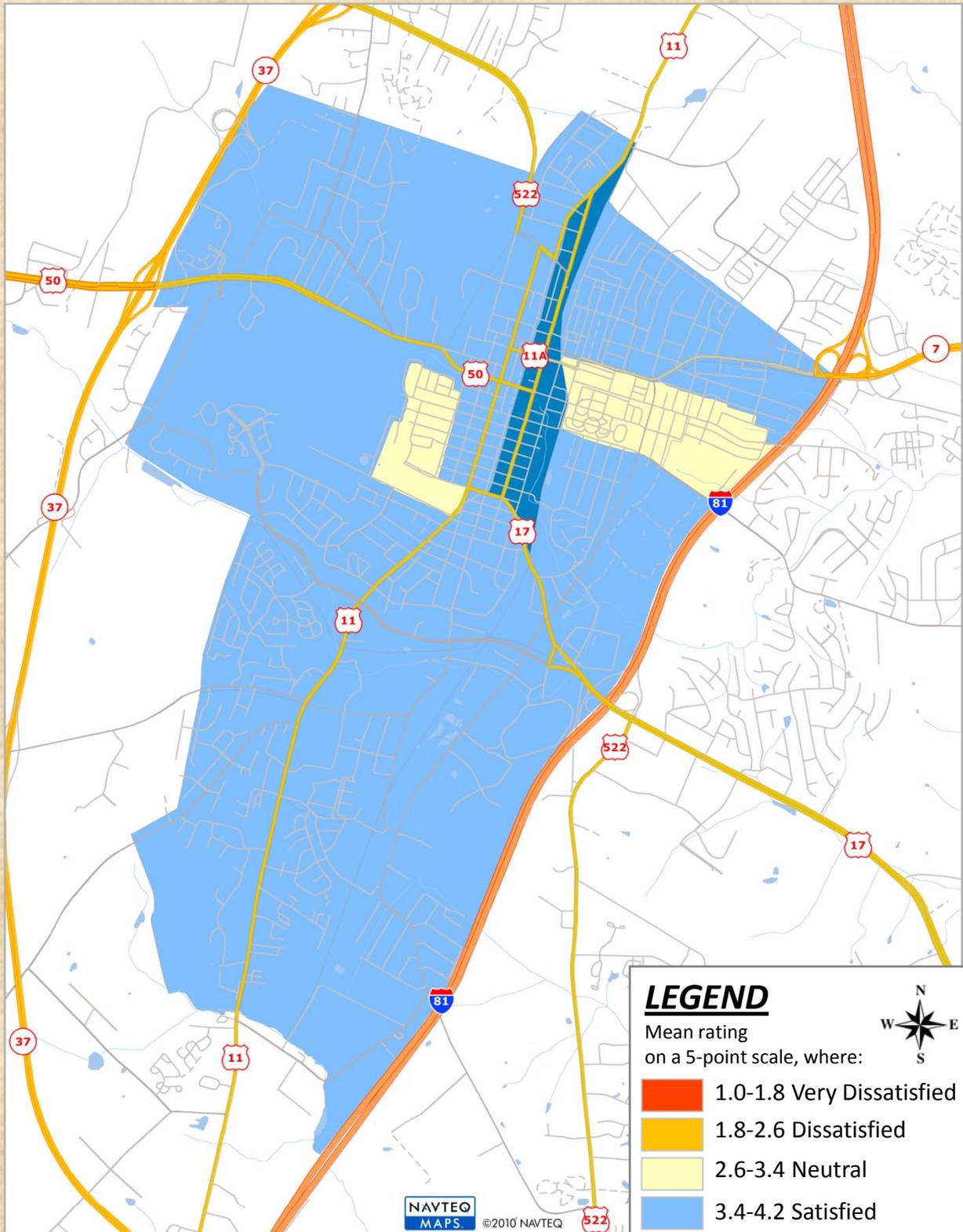
**LEGEND**

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q9F. Maintenance of City street lighting.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### **LEGEND**

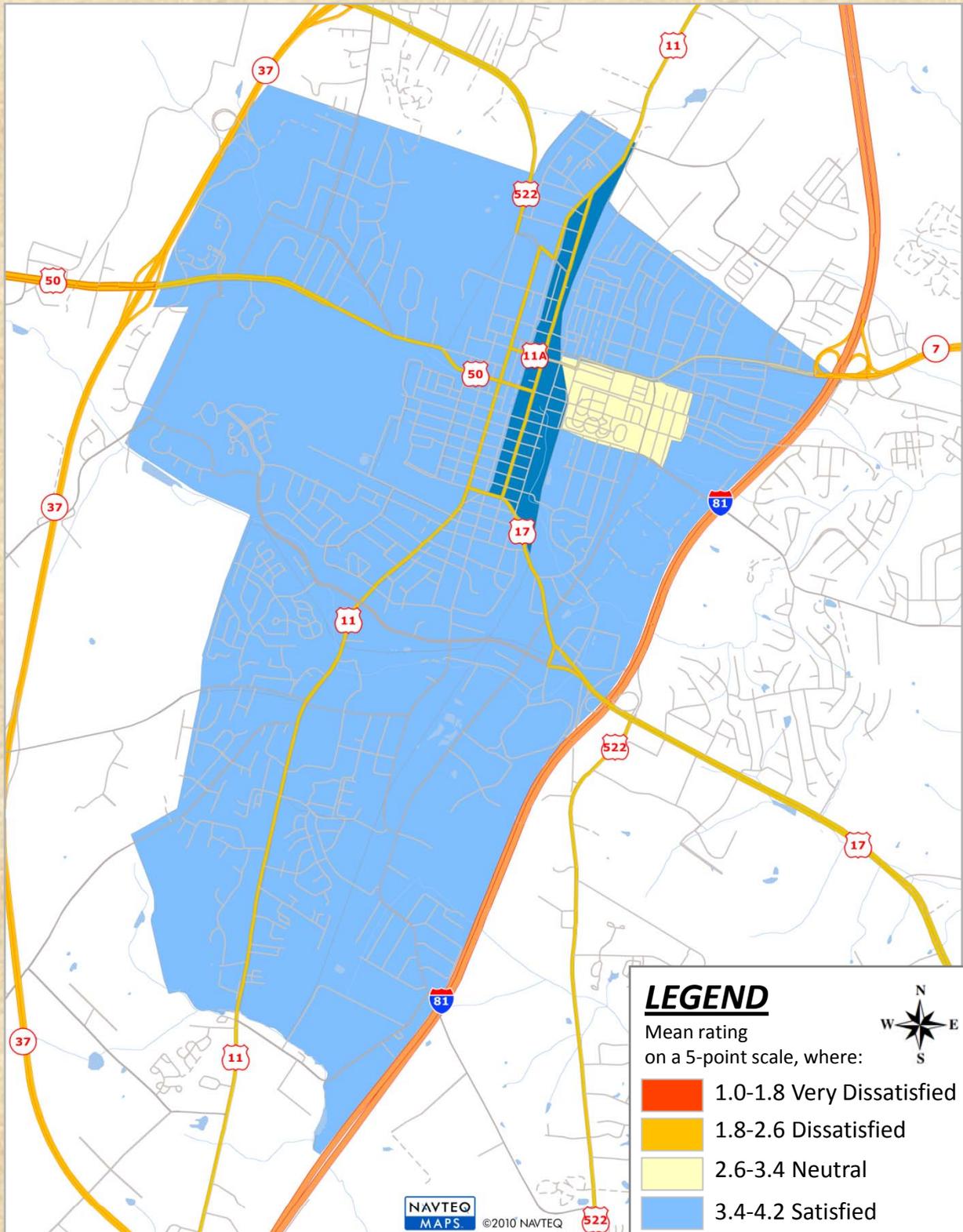
Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

# Q9G. Cleanliness of public areas.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

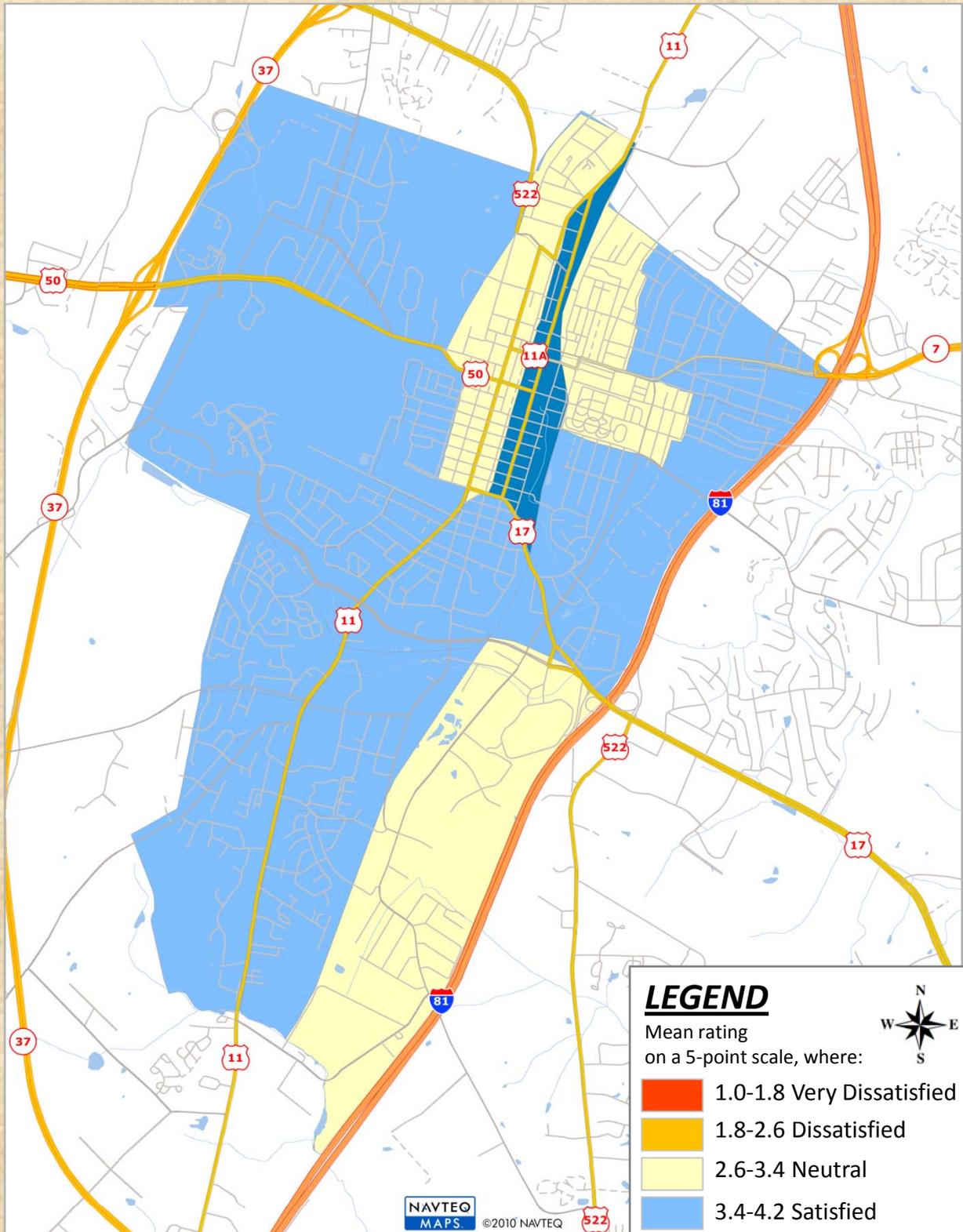
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

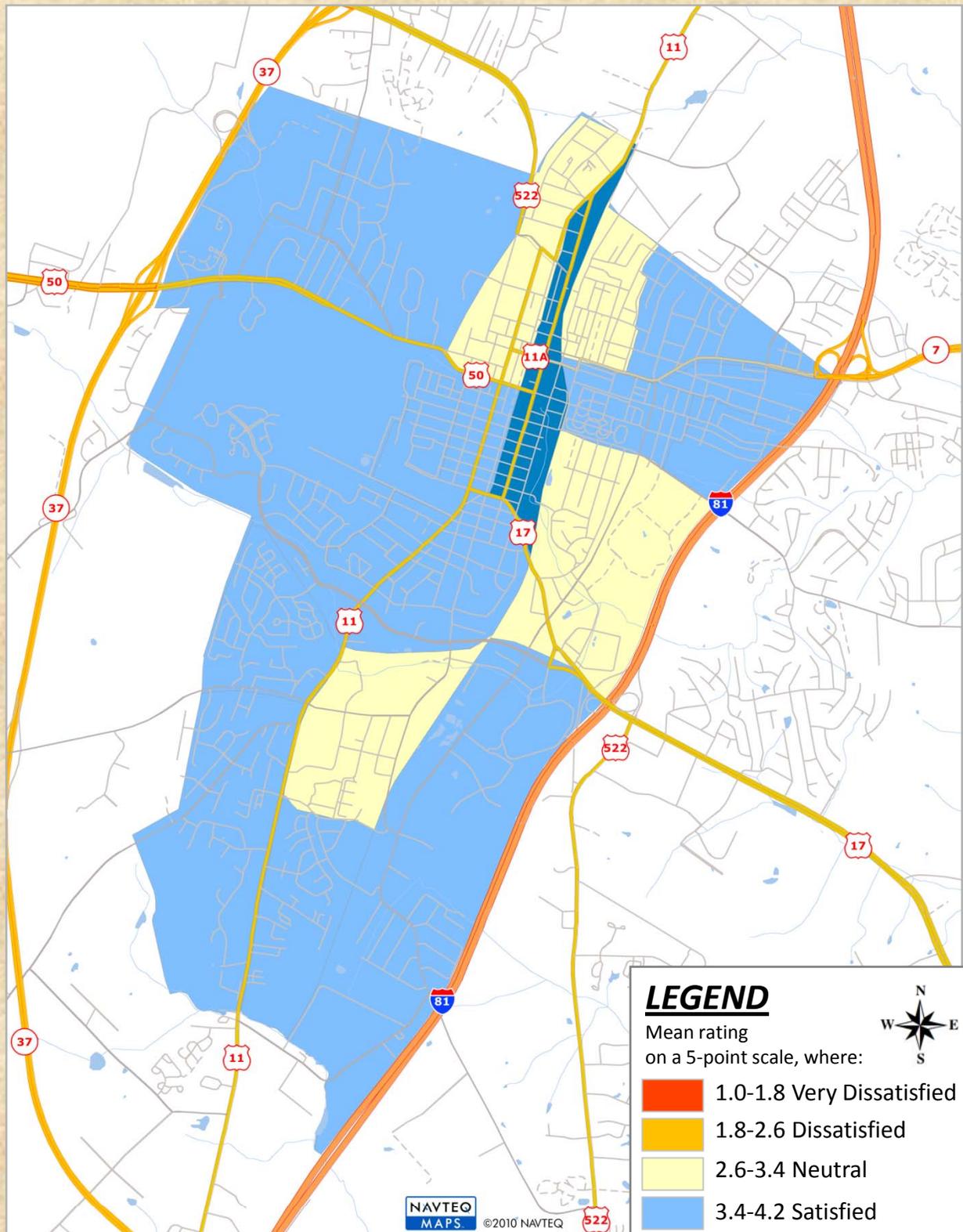
# Q9H. Cleanliness of stormwater drains in your neighborhood.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q9I. Snow removal on major city streets.



**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

## **LEGEND**

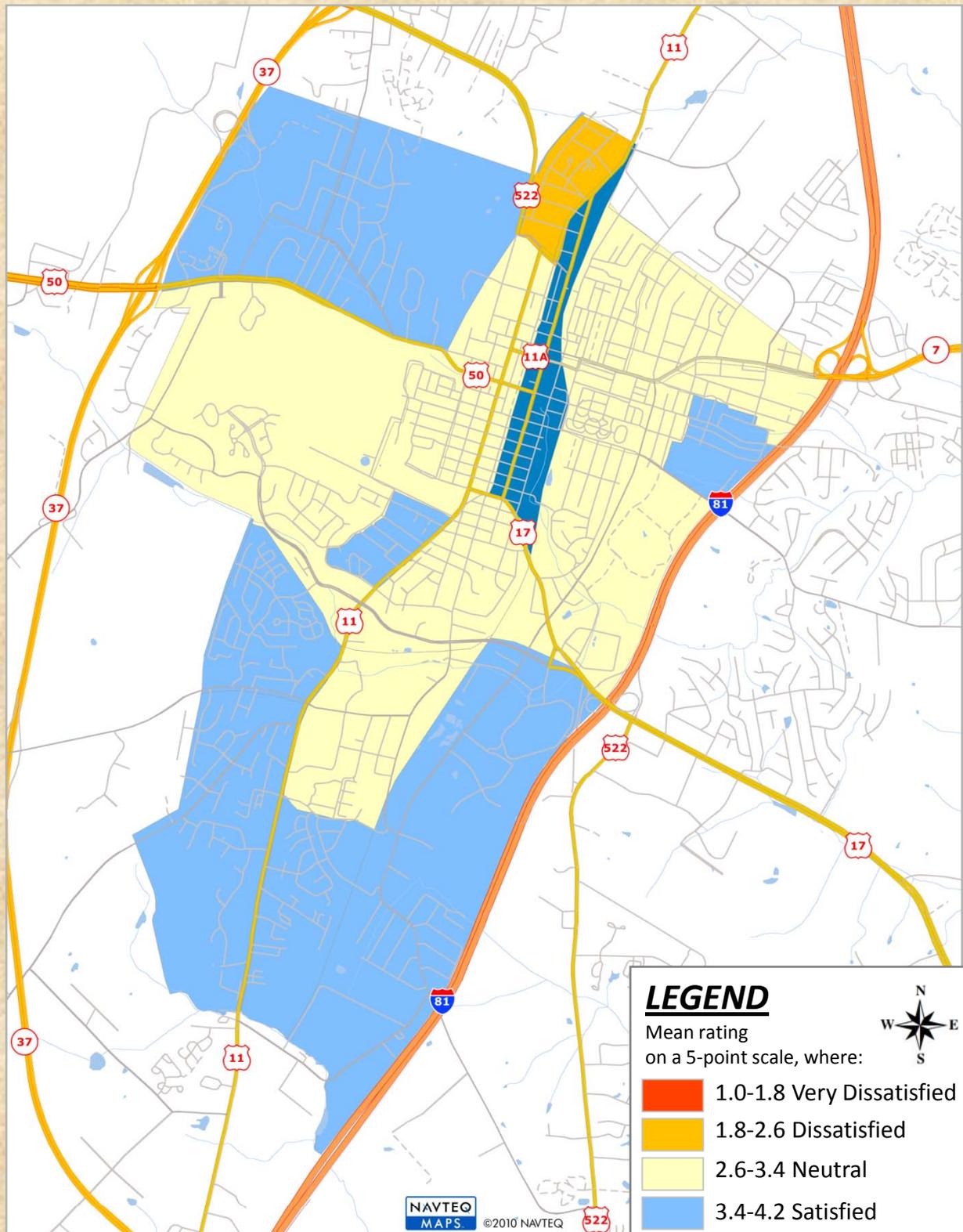
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q9J. Snow removal streets in neighborhood.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

### LEGEND

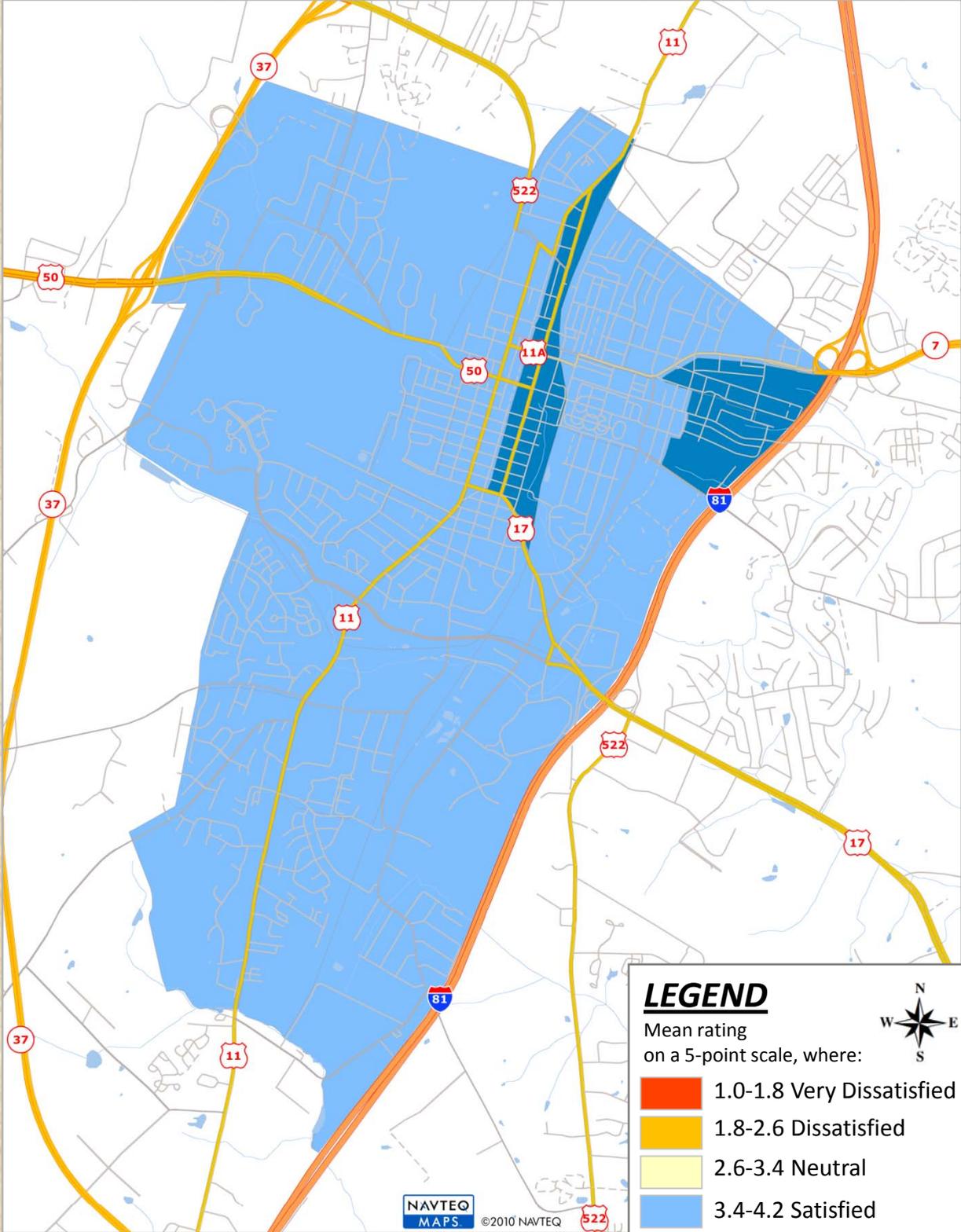
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q9K. Cleanliness of downtown Winchester.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

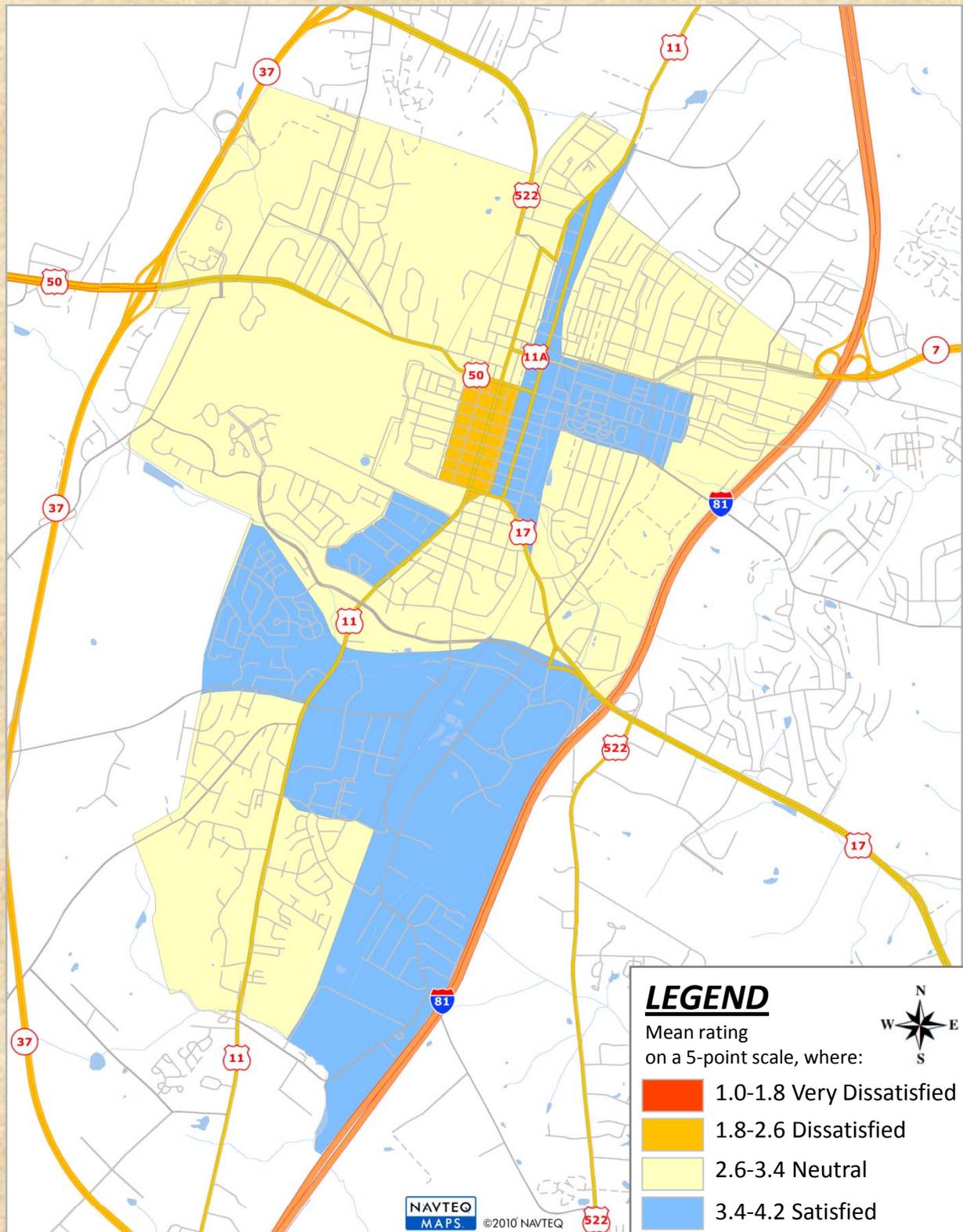
**LEGEND**

Mean rating on a 5-point scale, where:

	1.0-1.8 Very Dissatisfied
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other

Note: "Other" areas did not contain any responses

# Q13A. Enforcing cleanup junk and debris.



**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

## **LEGEND**

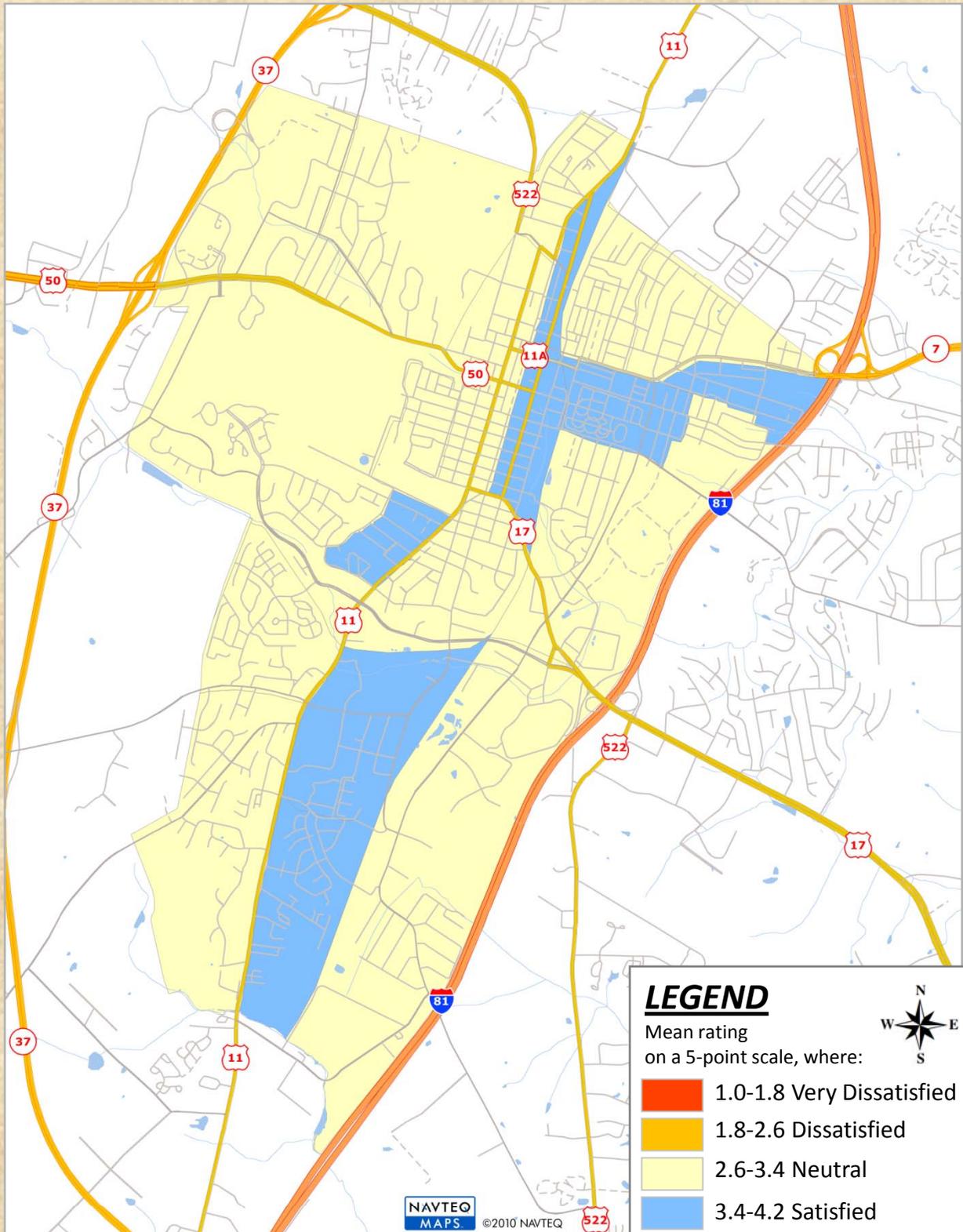
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q13B. Enforcing cutting weeds and grass on private property.



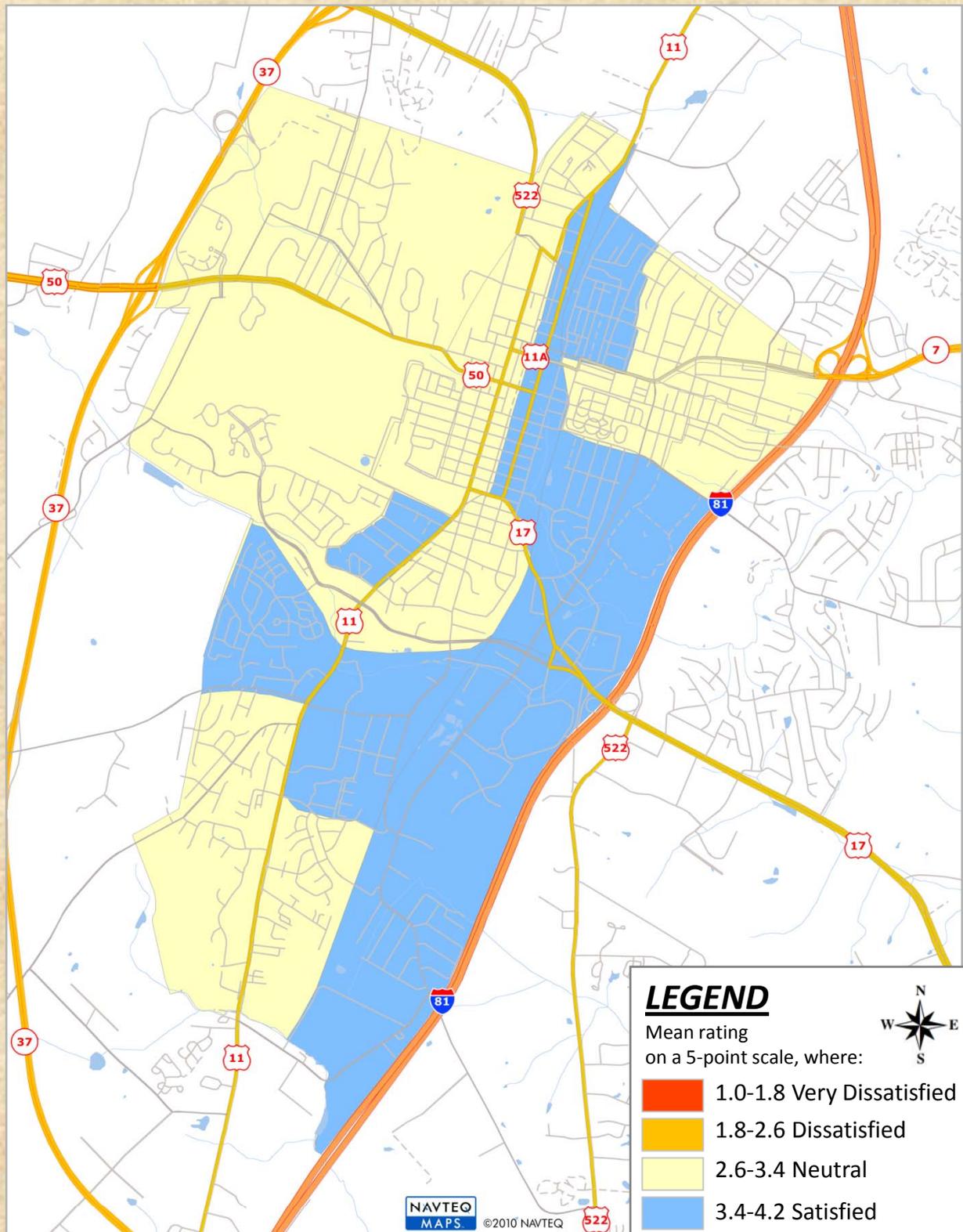
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q13C. Enforcing exterior maintenance of residential property.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

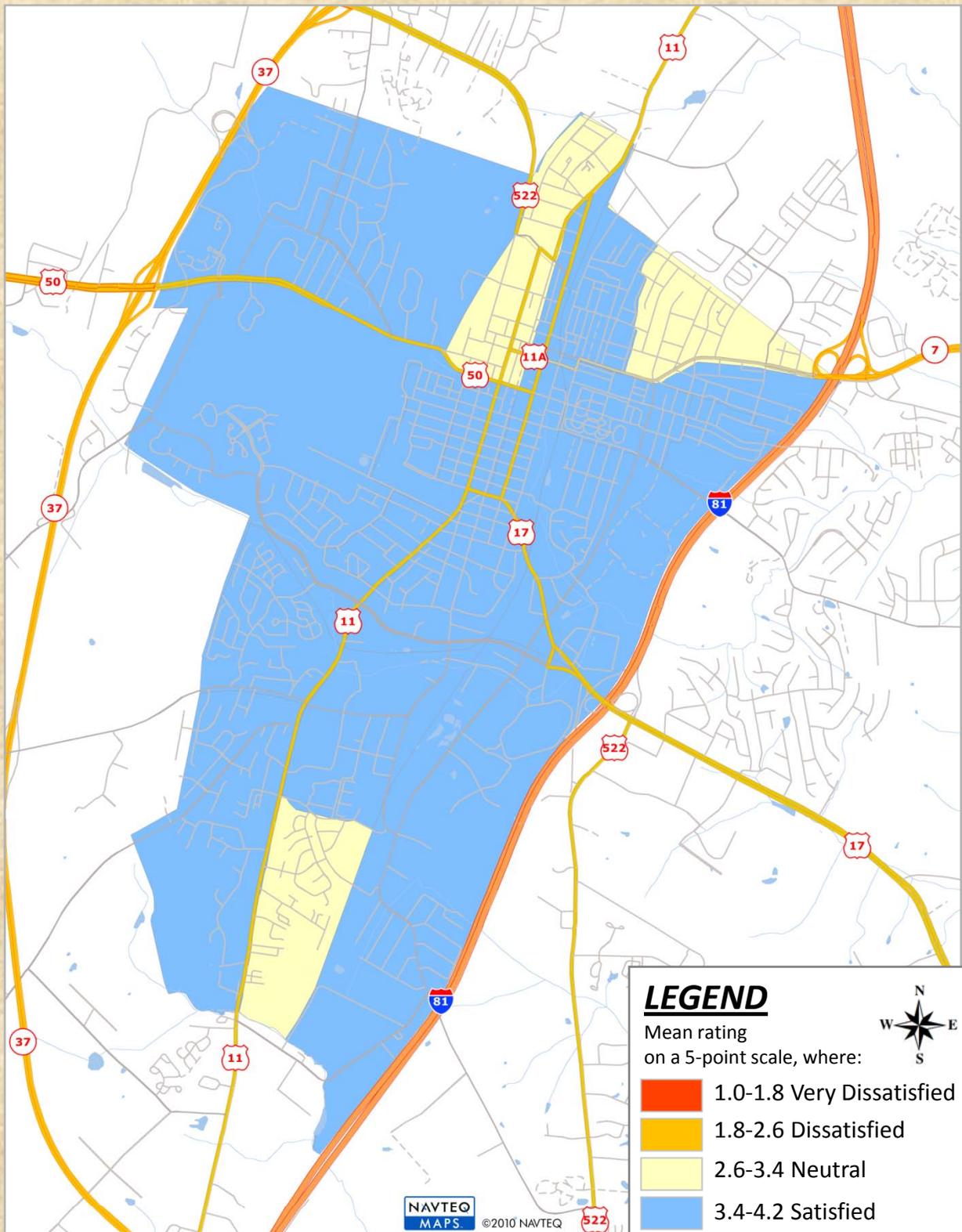
### **LEGEND**

Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other

Note: "Other" areas did not contain any responses

# Q13D. Enforcing sign regulations.



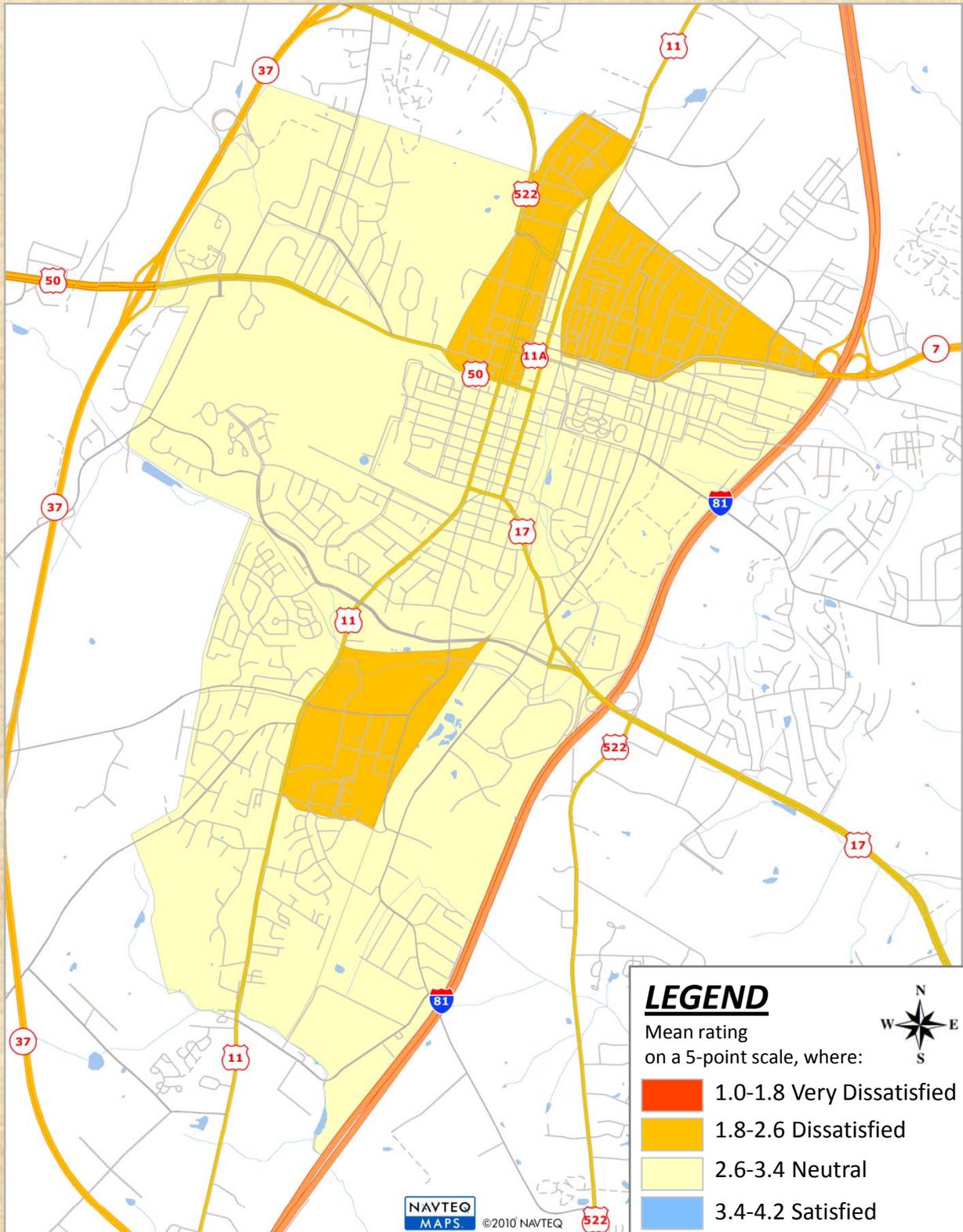
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q13E. Enforcing overcrowding regulations.



**Winchester, VA**  
**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

## **LEGEND**

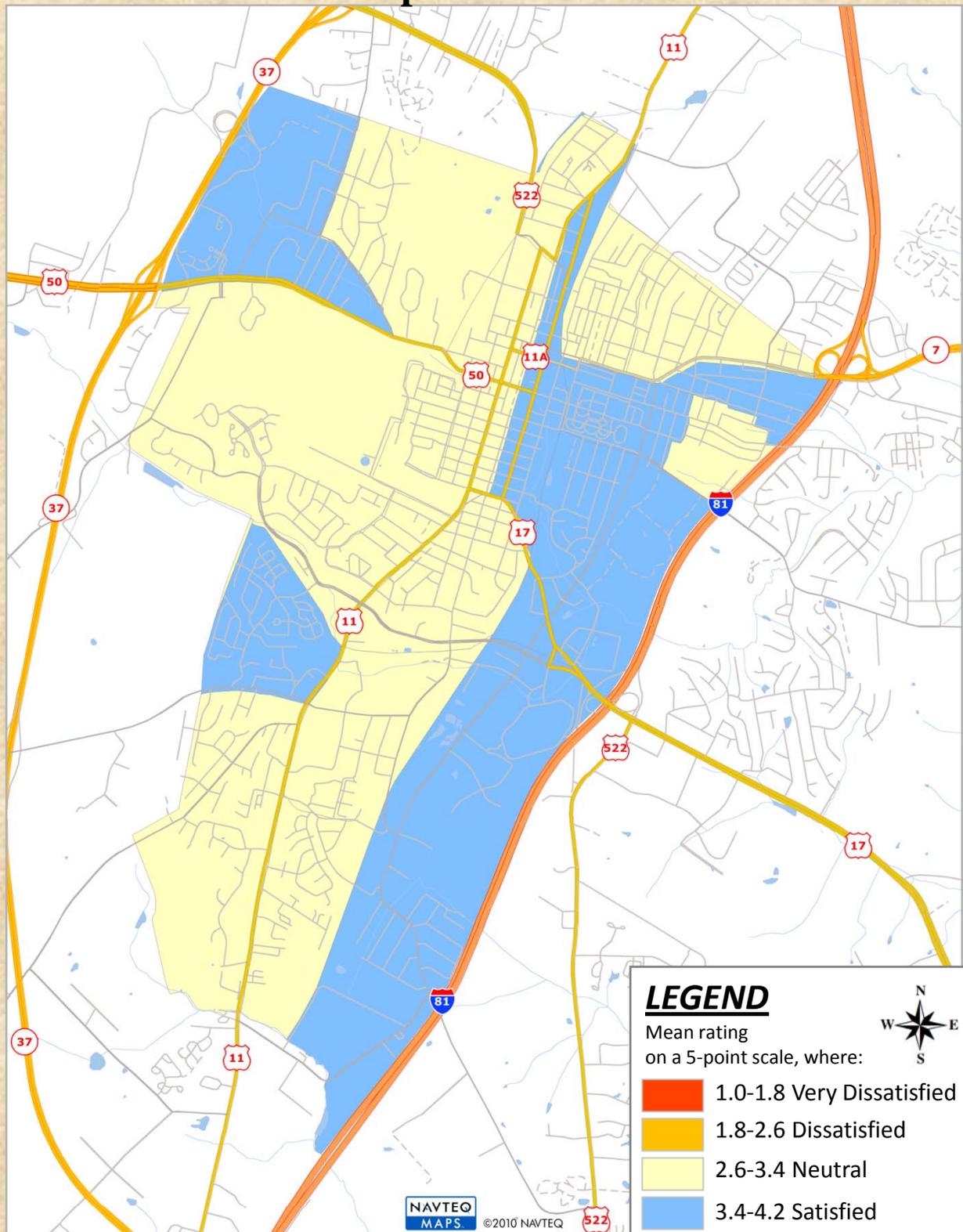
Mean rating on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

# Q13F. Efforts to remove abandoned and inoperative vehicles.



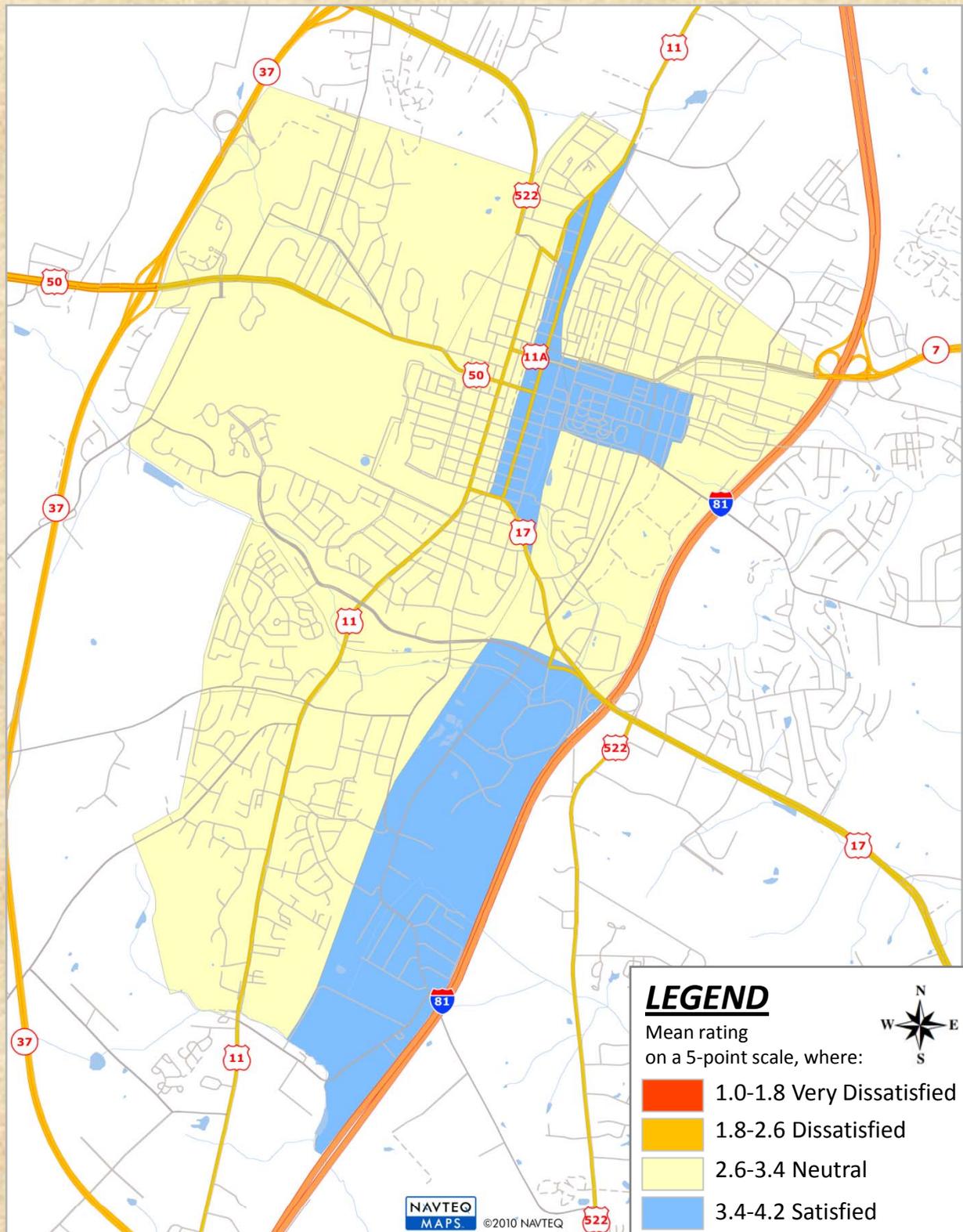
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q13G. Removal of dilapidated housing.



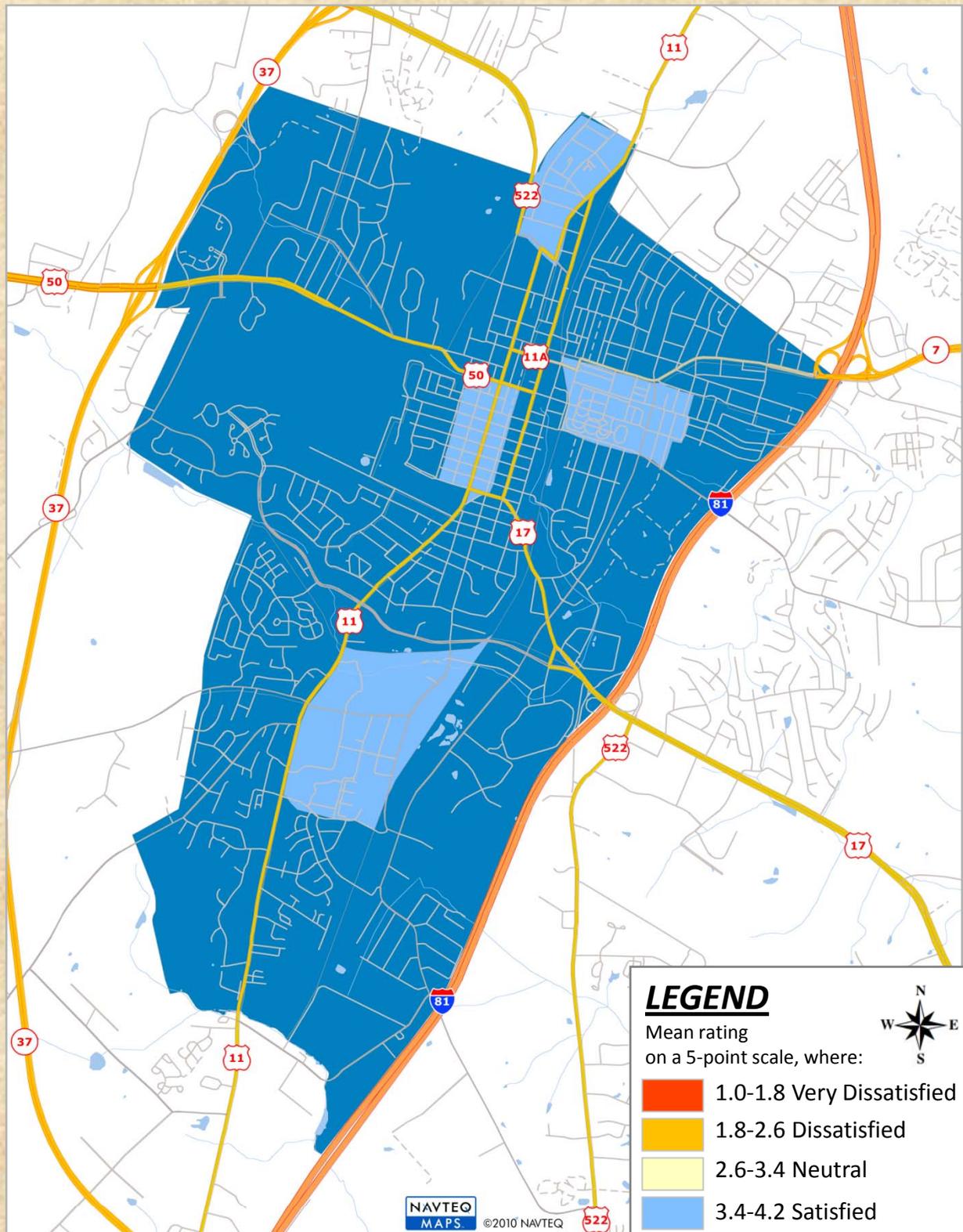
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q15A. Residential trash collection service.



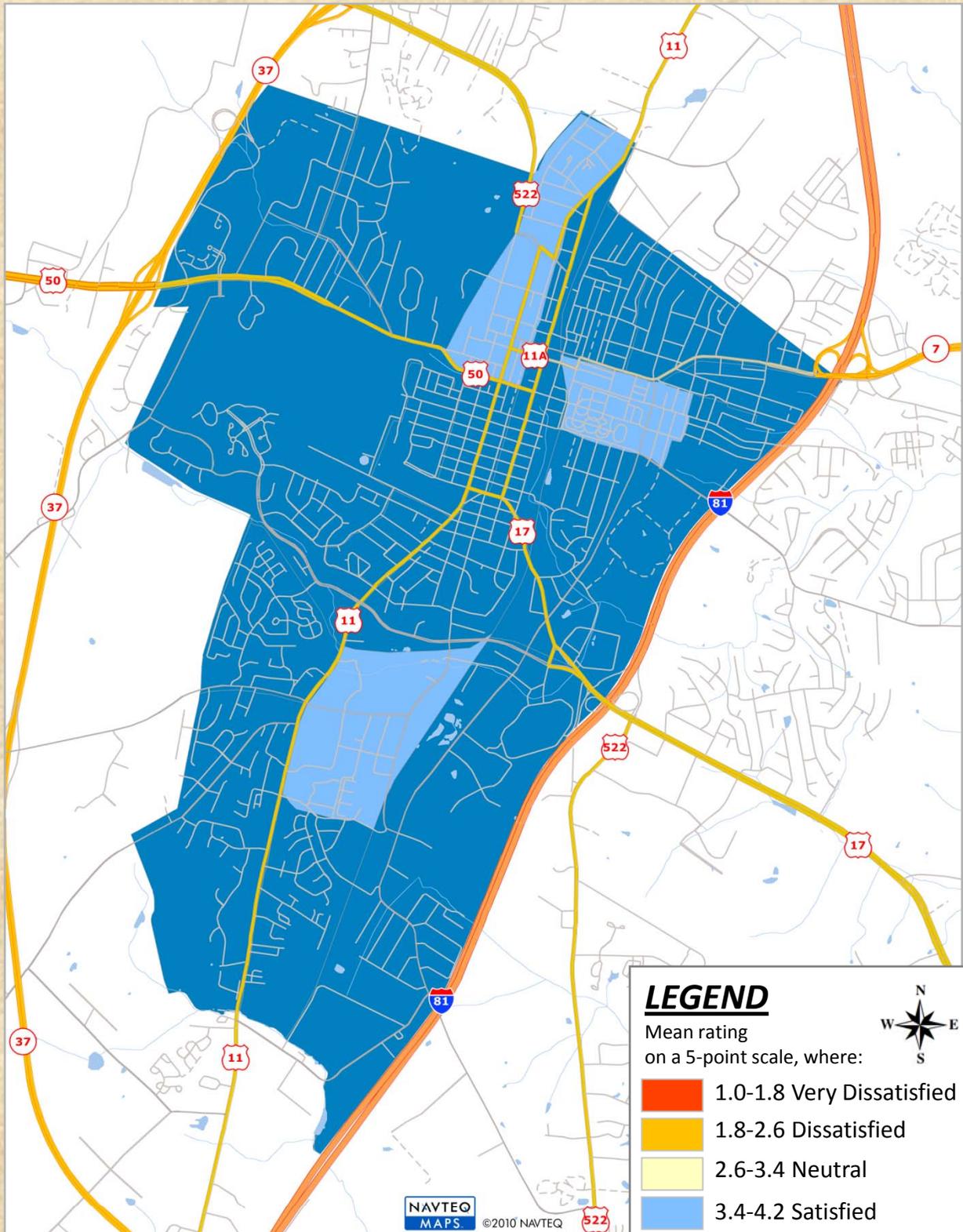
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q15B. Curbside recycling services.

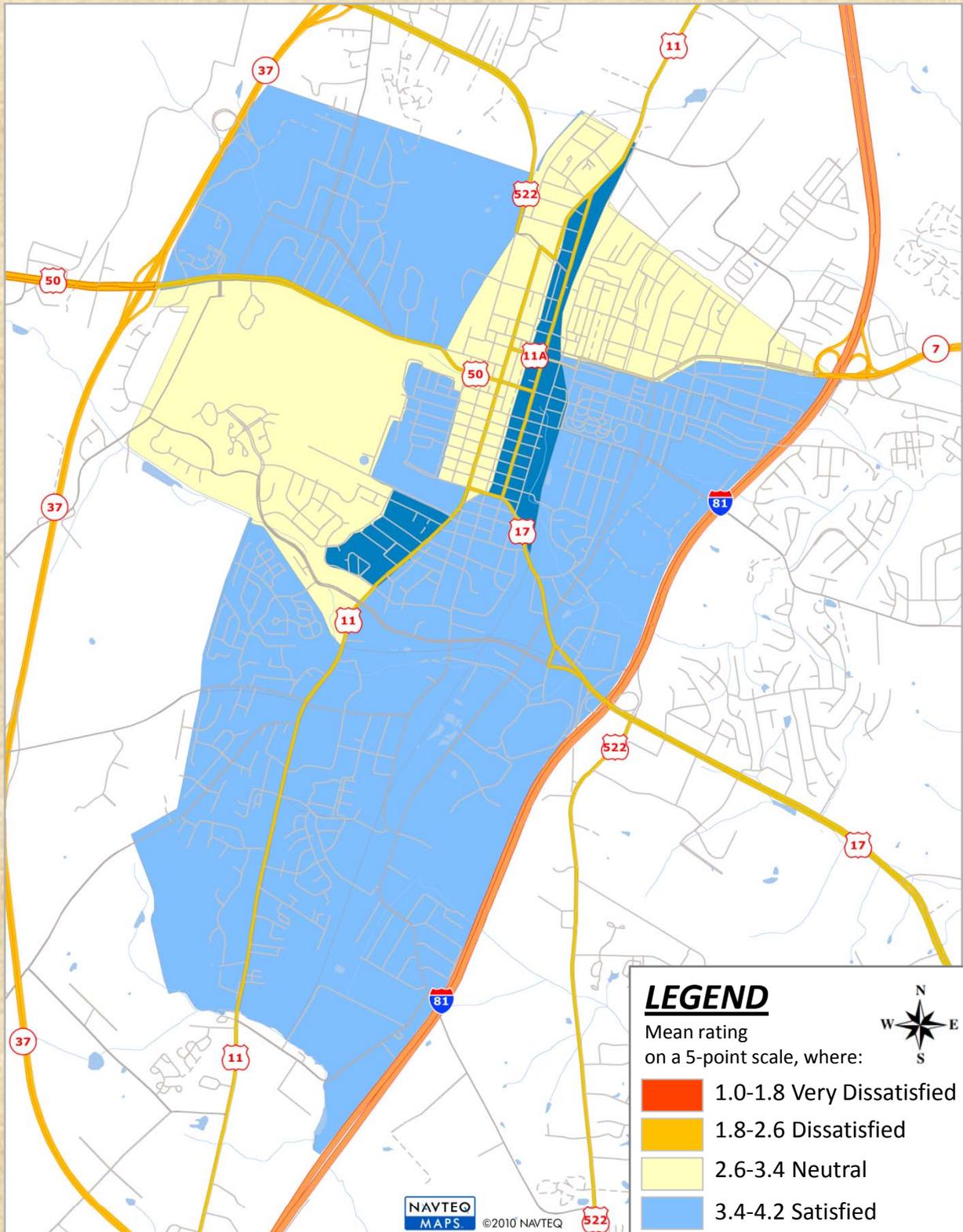


**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q15C. Bulky item pickup and removal services.



## Winchester, VA 2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

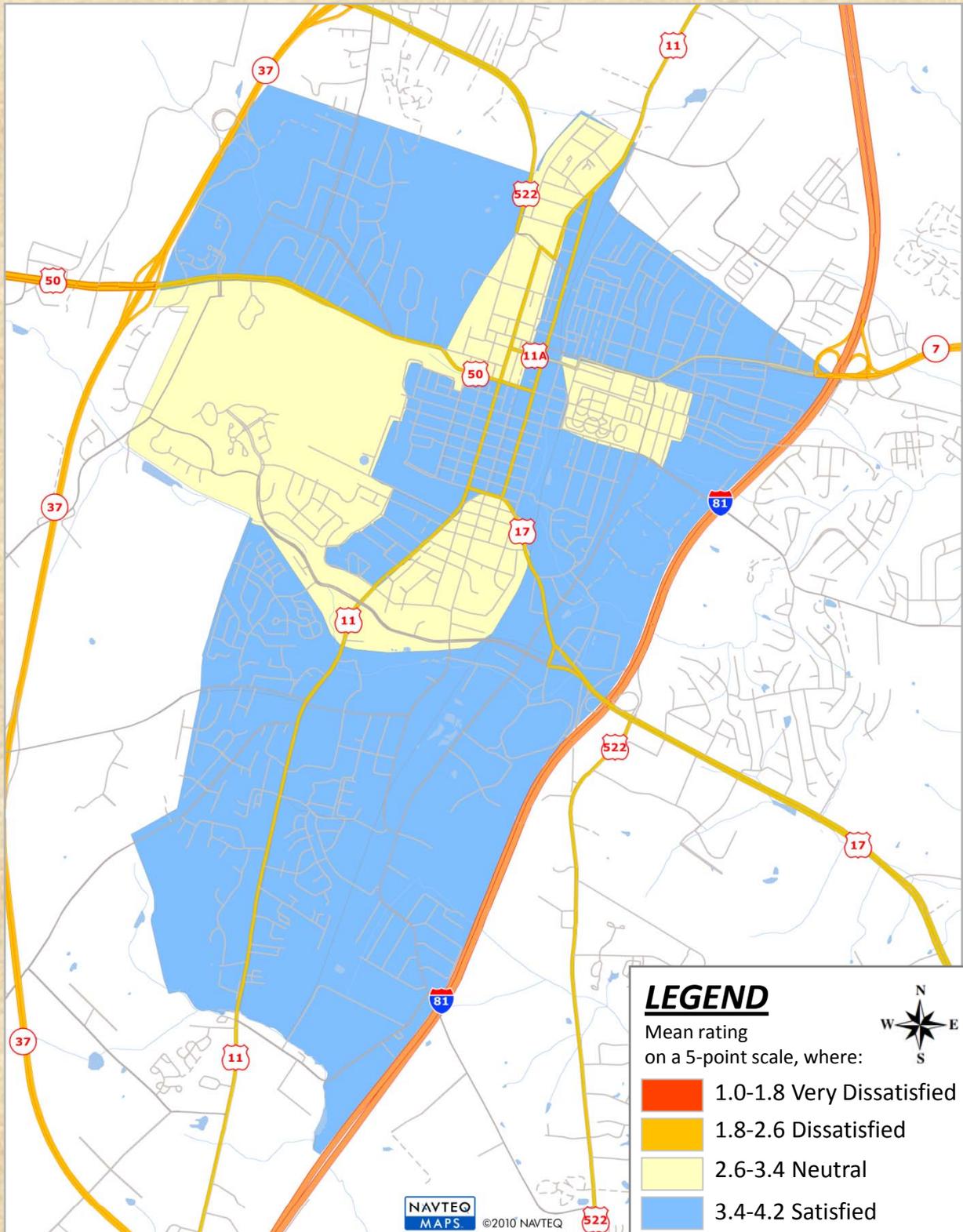
### LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

# Q15D. Efforts to promote water conservation.



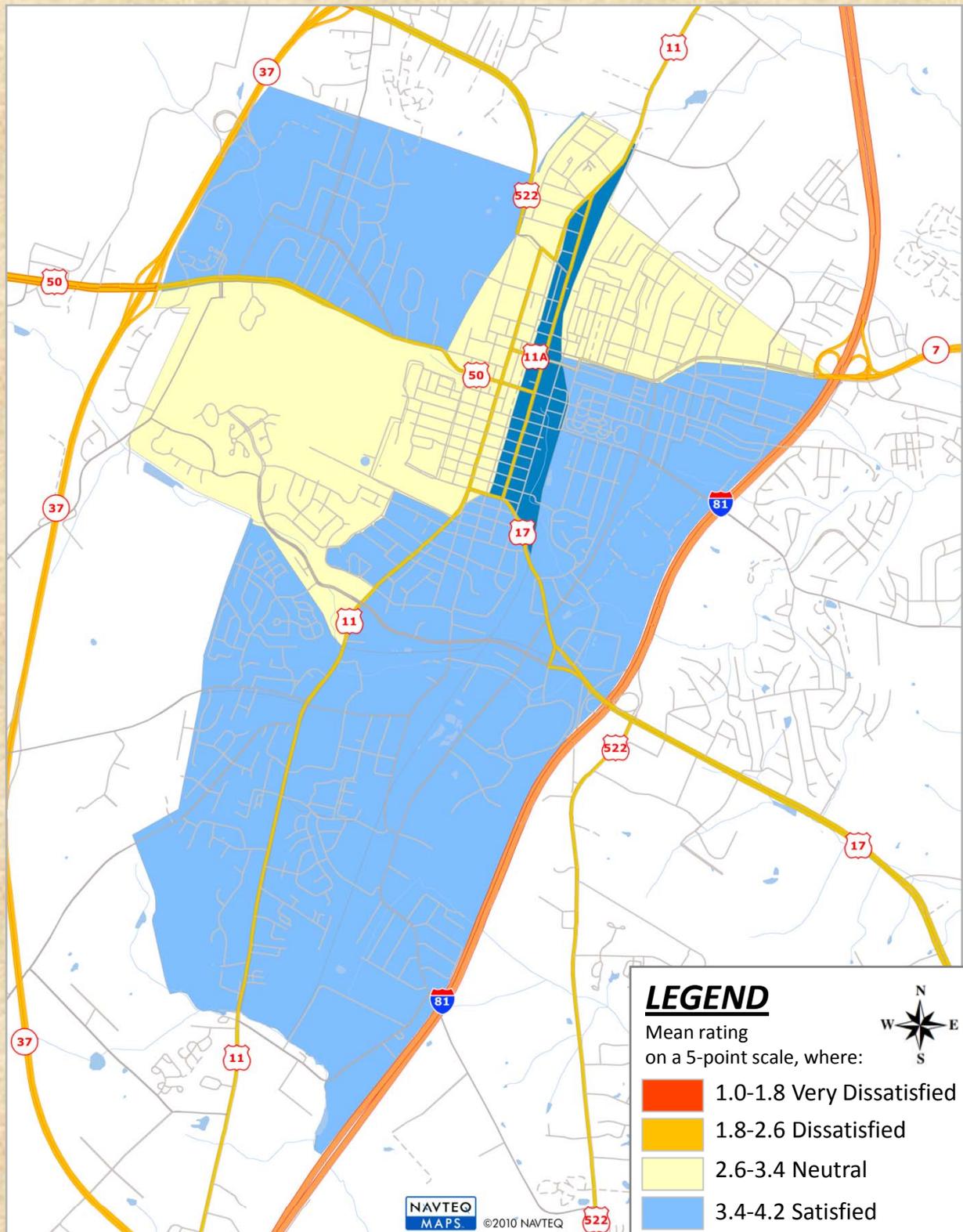
**Winchester, VA**

**2011 DirectionFinder®**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q15E. Household hazardous waste disposal.



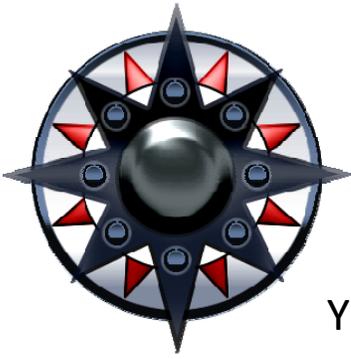
Winchester, VA

2011 DirectionFinder®

Shading reflects the mean rating for all respondents by CBG (merged as needed)

*Section 3:*  
***Benchmarking Data***

---



# DirectionFinder Survey

## Year 2011 Benchmarking Summary Report

### 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 200 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during March 2010 to a random sample of 4,300 residents in the continental United States. From the national survey, East Coast Regional data is available that includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia. The second source is from individual community surveys that were administered in 35 medium-sized cities (population of 20,000 to 199,999) between February 2009 and February 2011. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 35 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Davenport, Iowa
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Tempe Arizona
- Westland, Michigan
- West Des Moines, Iowa
- Wilmington, North Carolina
- Yuma, Arizona

### Interpreting the Performance Range Charts

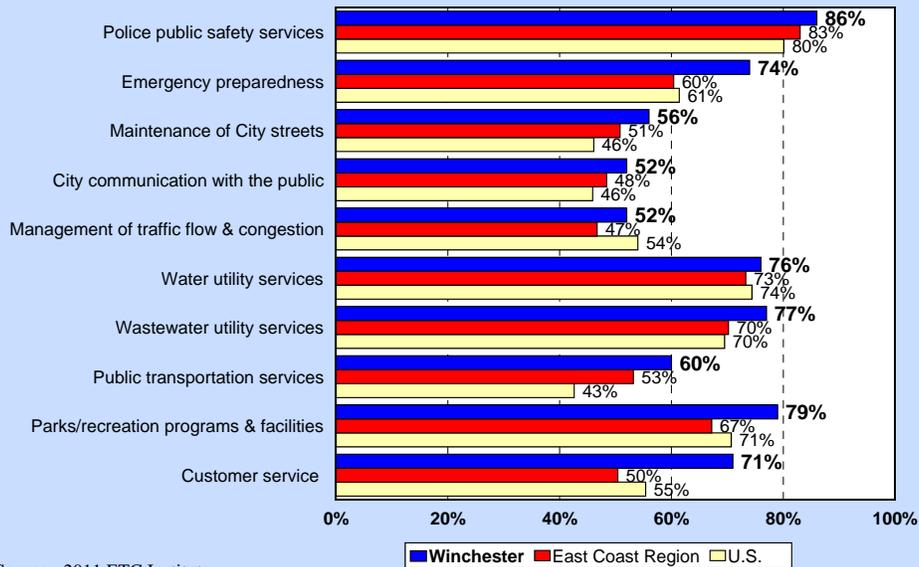
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The orange dot on each bar shows how the results for Winchester compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the orange dot is located to the right of the vertical dash, the City of Winchester rated above the national average. If the orange dot is located to the left of the vertical dash, the City of Winchester rated below the national average.

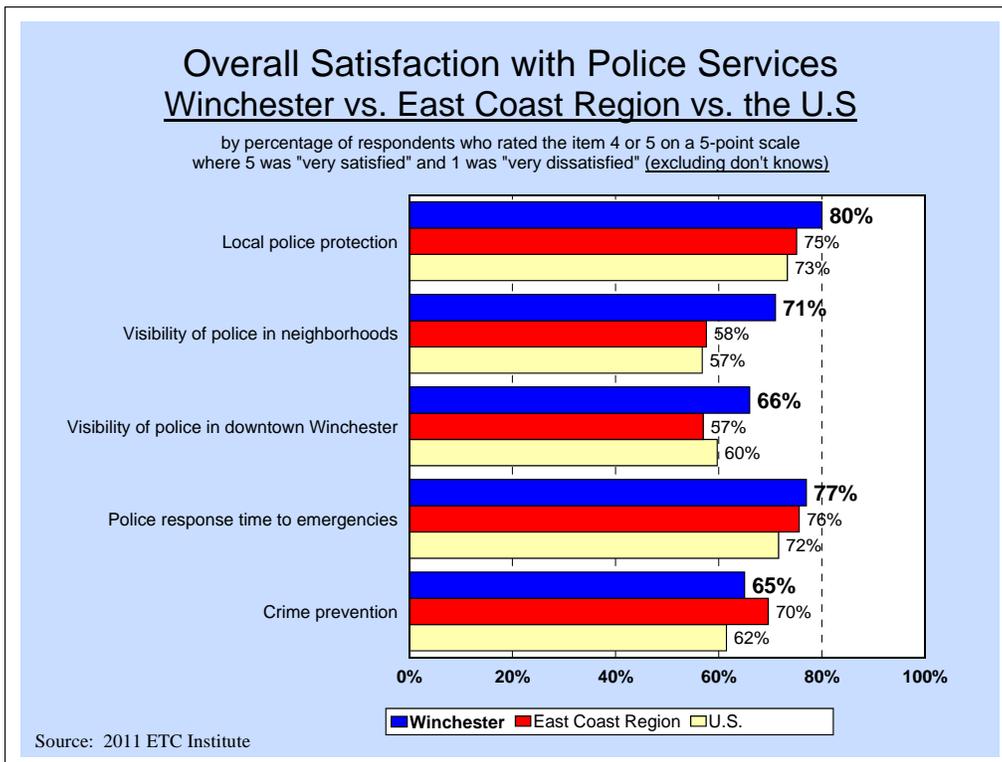
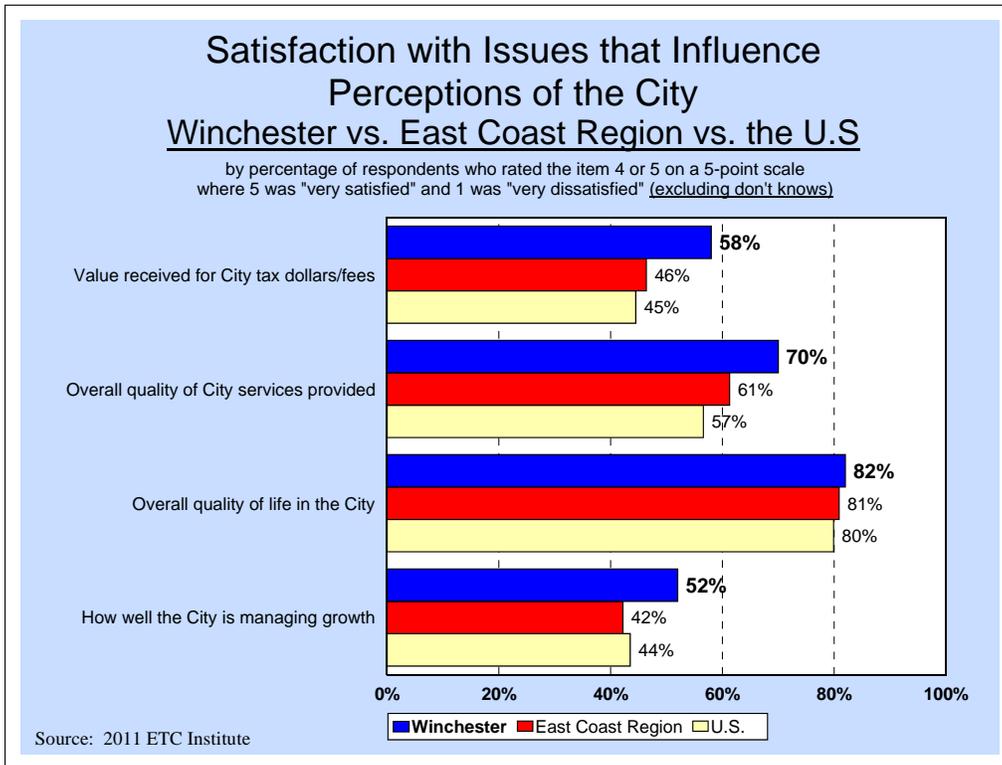
# National Benchmarks

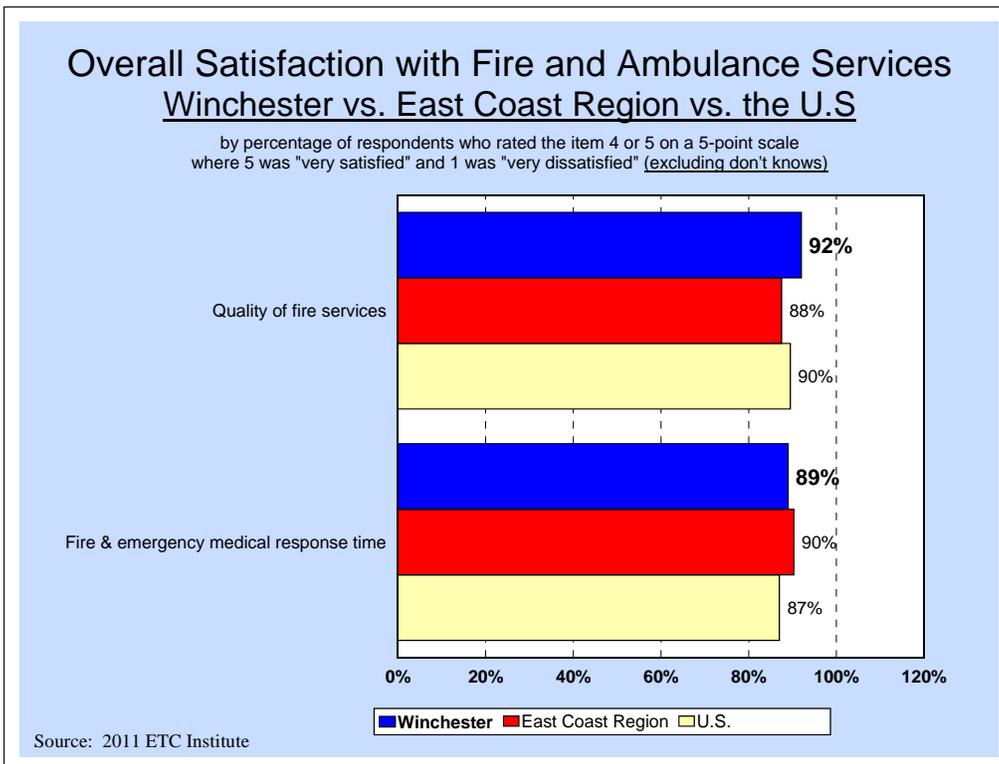
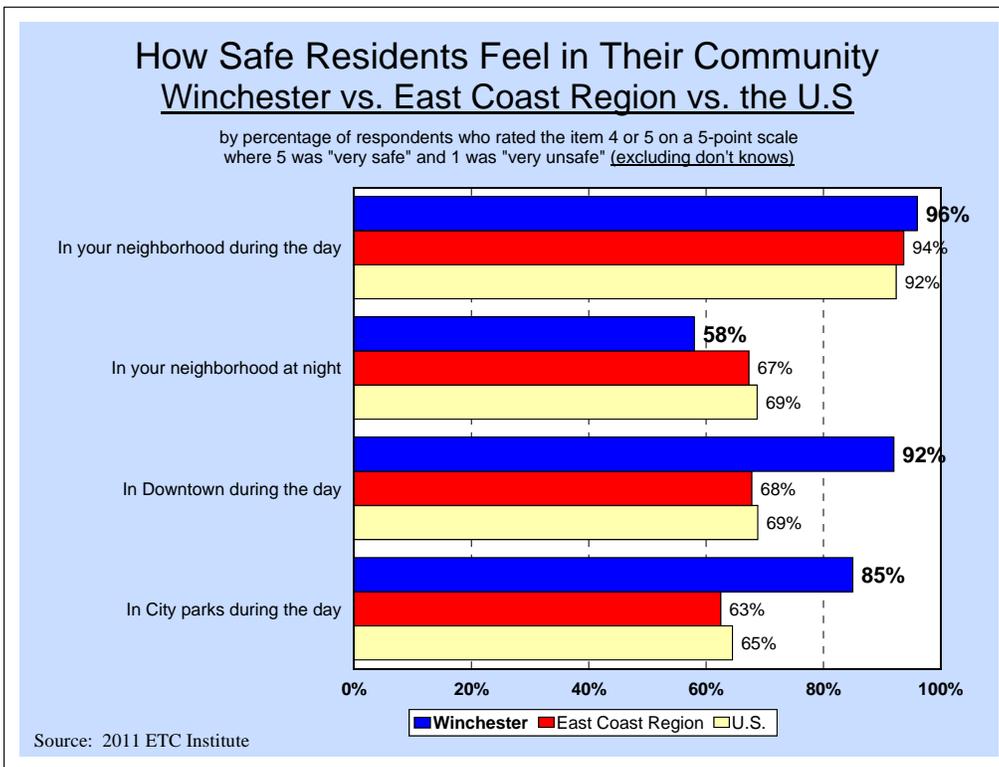
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Winchester, Virginia is not authorized without written consent from ETC Institute.**

## Overall Satisfaction with Various City Services Winchester vs. East Coast 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)

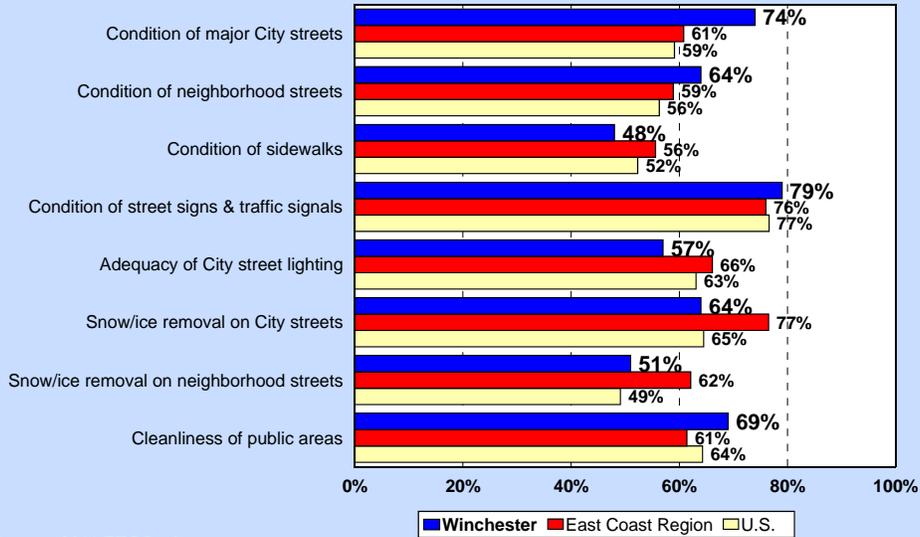






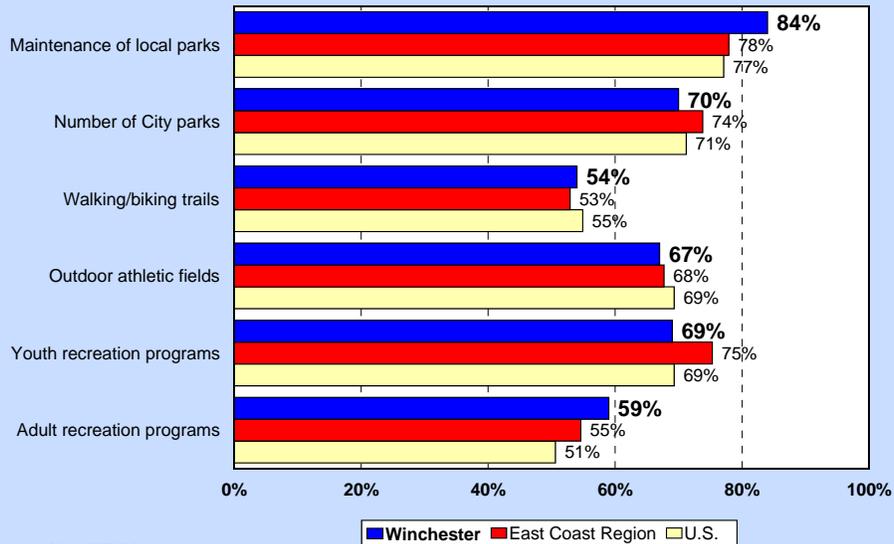
### Overall Satisfaction with City Maintenance Winchester vs. East Coast Region vs. the U.S

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)



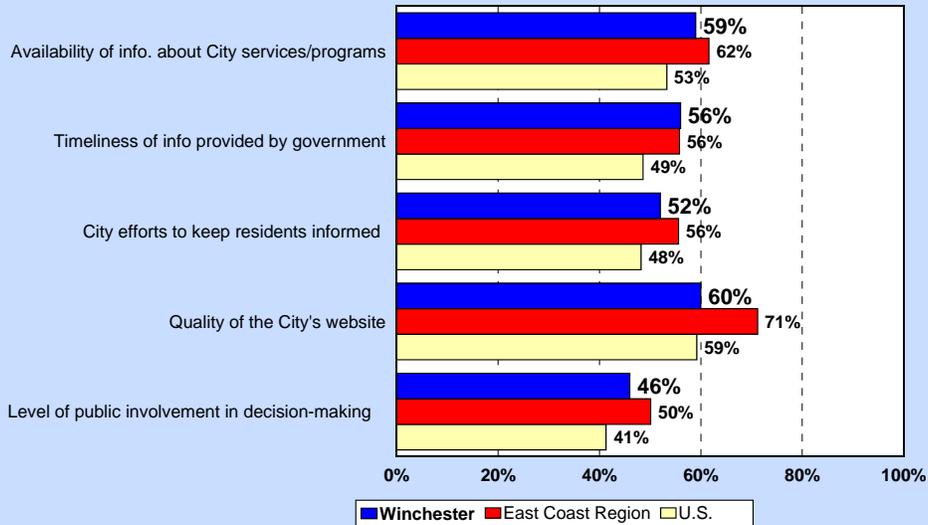
### Overall Satisfaction with Parks and Recreation Winchester vs. East Coast Region vs. the U.S

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)



### Overall Satisfaction with Communication Winchester vs. East Coast Region vs. the U.S

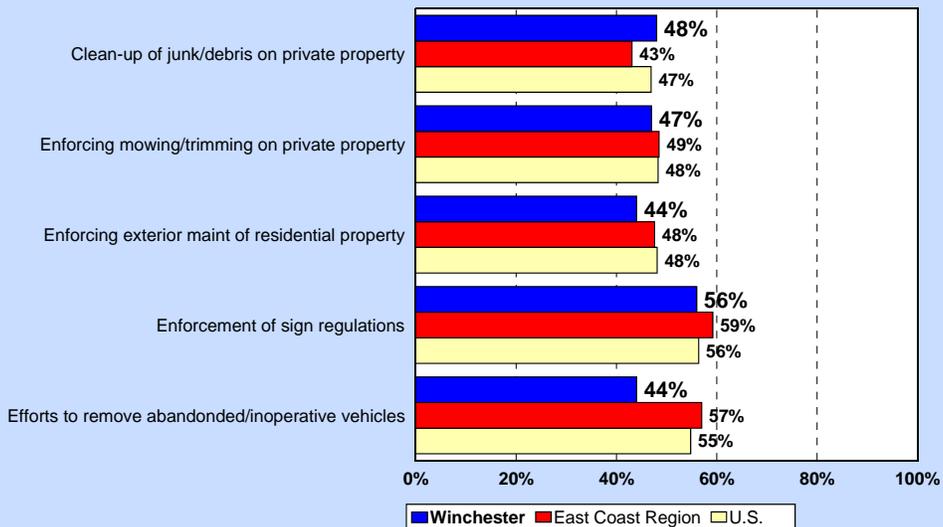
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

### Overall Satisfaction with Code Enforcement Winchester vs. East Coast Region vs. the U.S

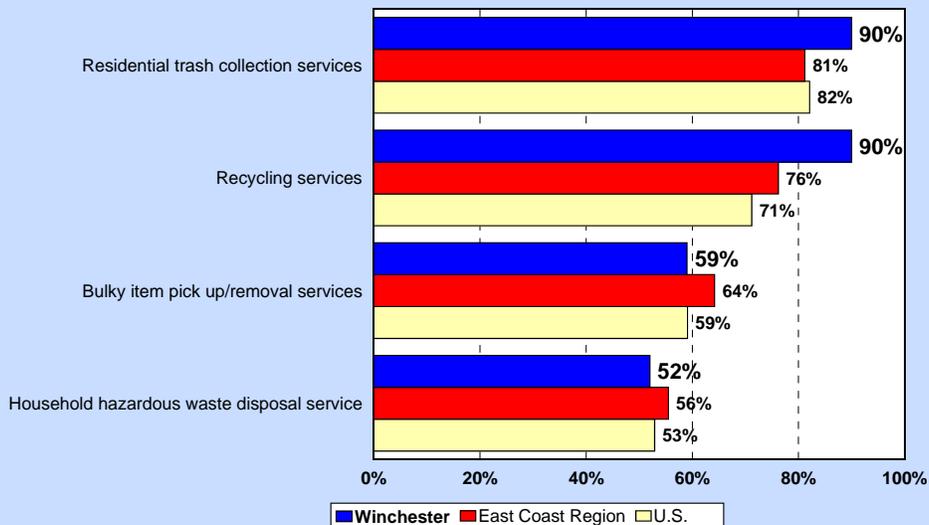
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

### Overall Satisfaction with Utility Services Winchester vs. East Coast Region vs. the U.S

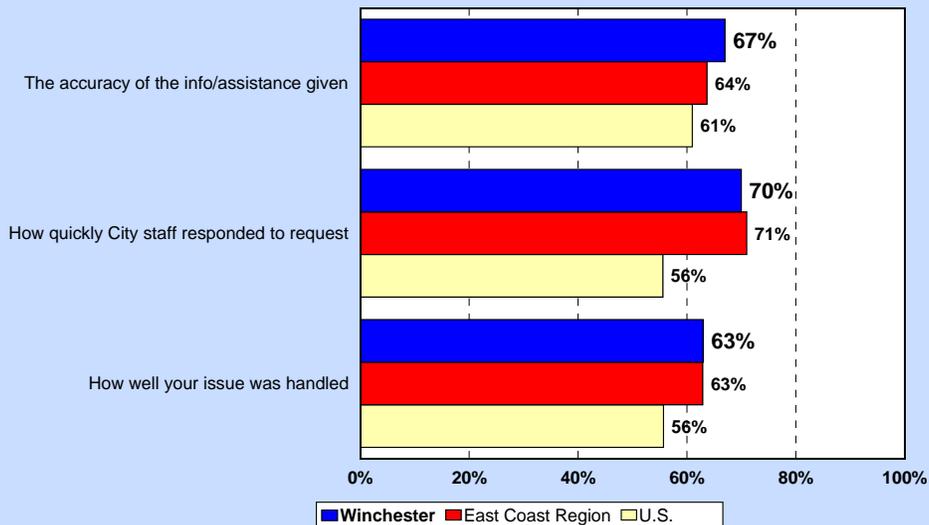
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

### Overall Satisfaction with Customer Service Winchester vs. East Coast Region vs. the U.S

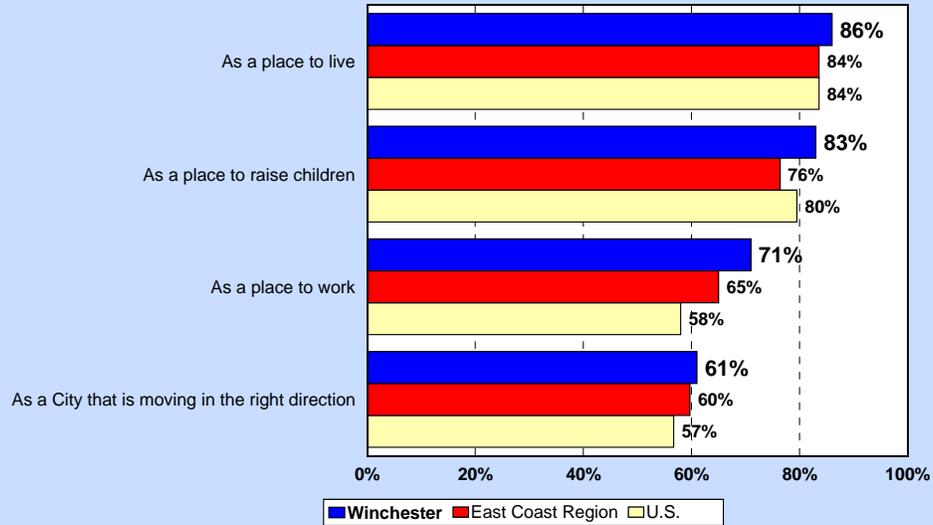
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Overall Ratings of the Community Winchester vs. East Coast 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)



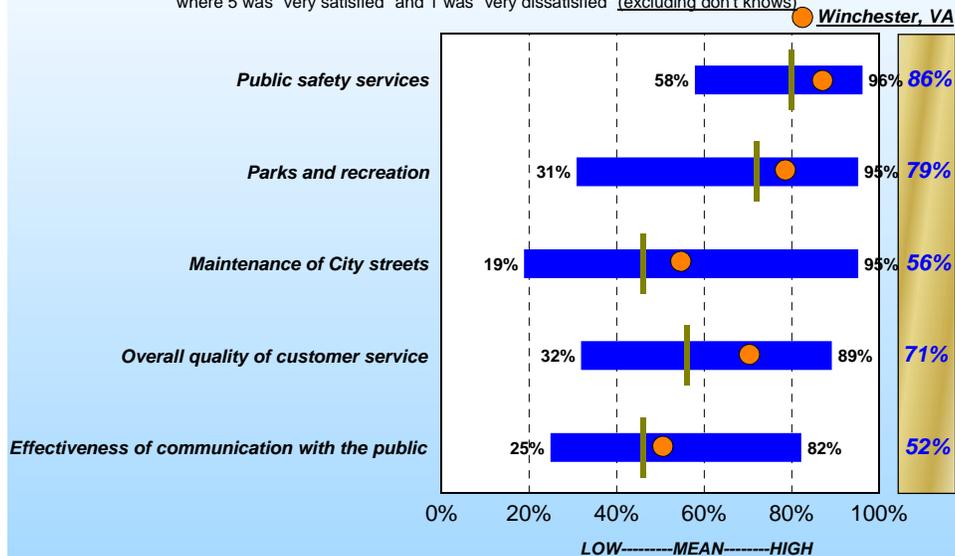
Source: 2011 ETC Institute

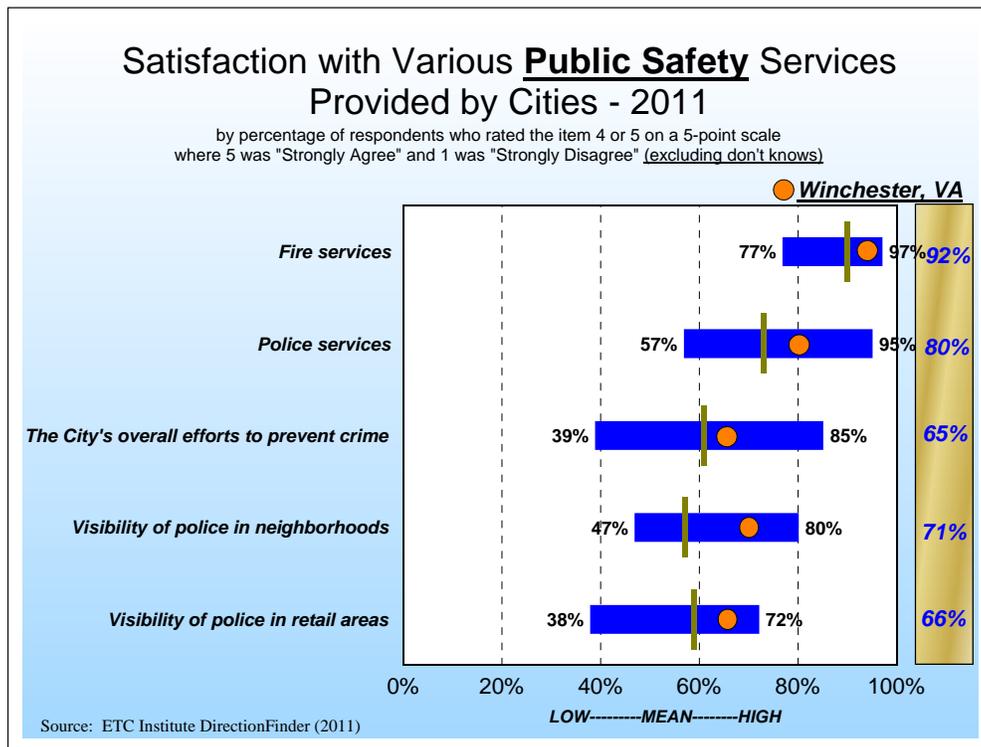
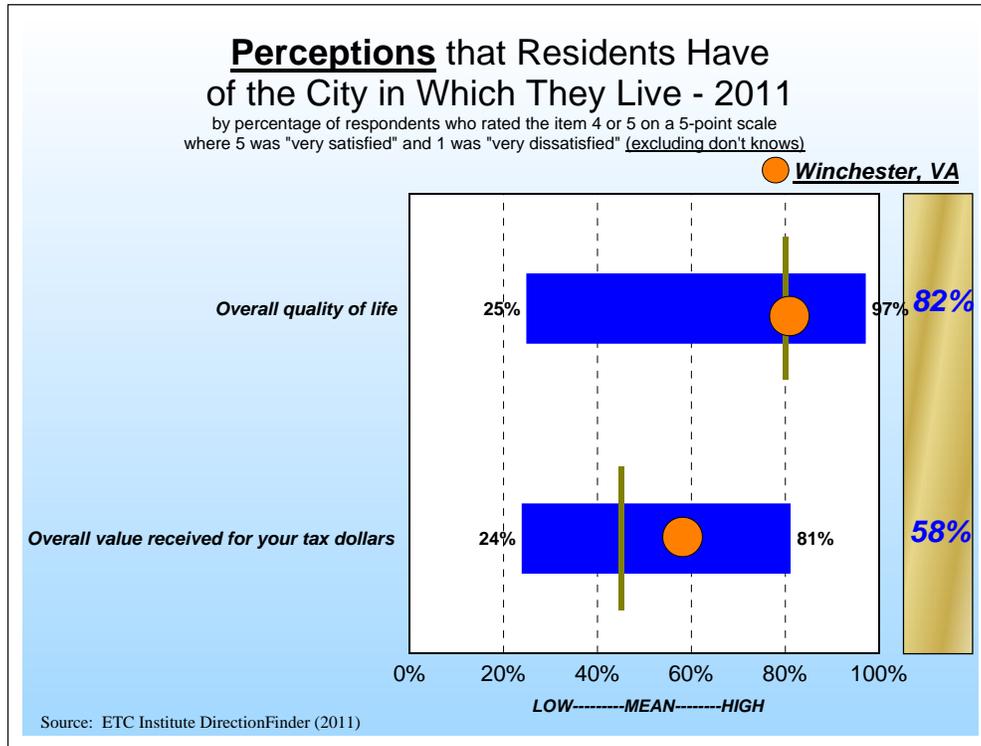
# National Benchmarks

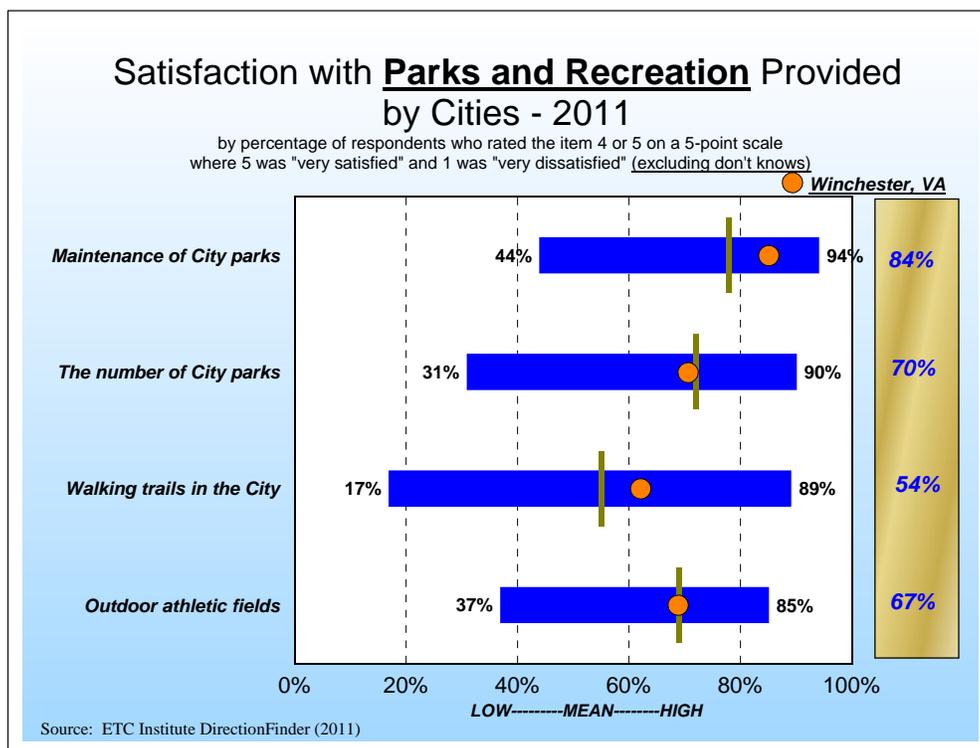
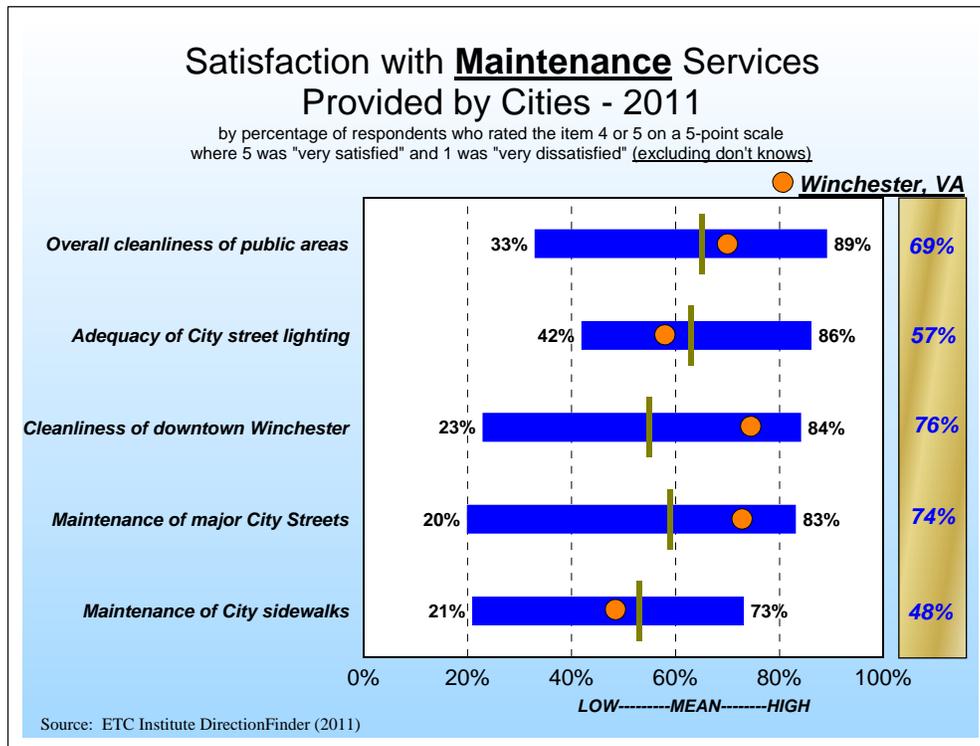
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Winchester, Virginia is not authorized without written consent from ETC Institute.**

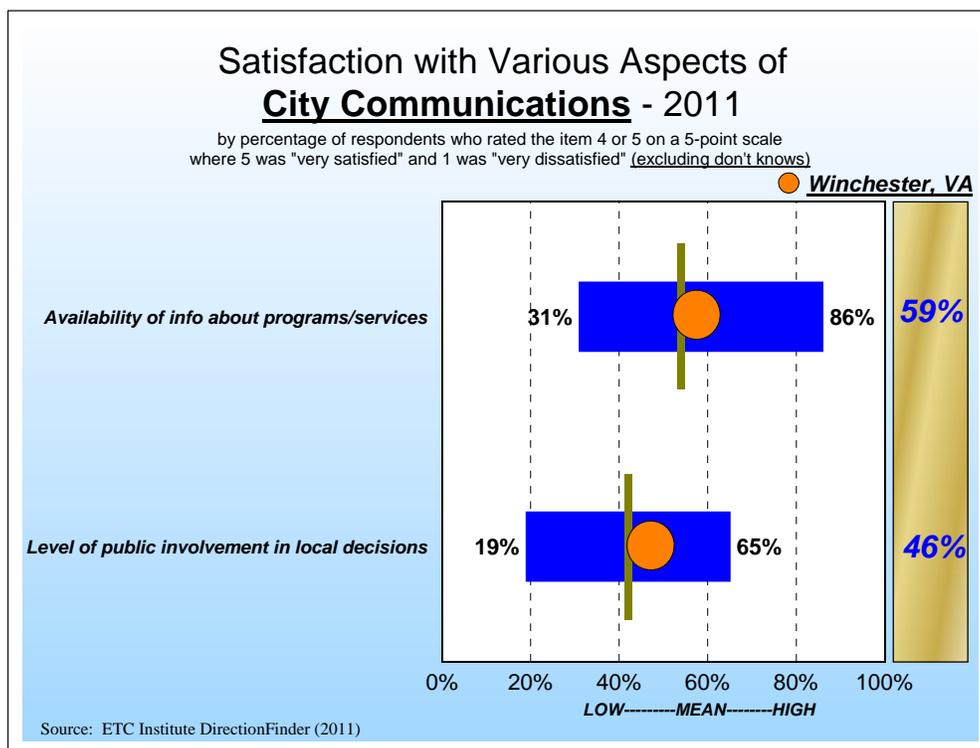
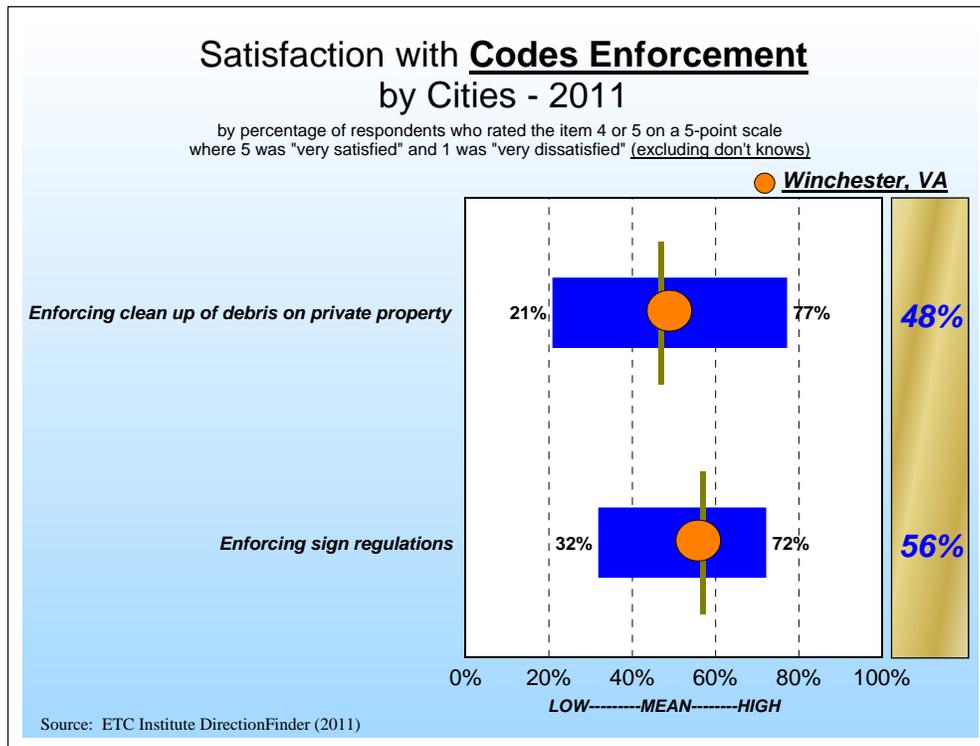
## Overall Satisfaction with Various City Services by Major Category - 2011

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)









*Section 4:*  
***Importance-Satisfaction***  
***Analysis***

---



# Importance-Satisfaction Analysis

## The City of Winchester, Virginia

### Overview

Today, community officials 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 cities 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, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS=Importance \times (1-Satisfaction)]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Thirty-seven percent (37%) ranked the *management of traffic flow* as the most important service for the City to emphasize over the next two years.

With regard to satisfaction, the *management of traffic flow* was ranked twelfth overall with 52% rating the *management of traffic flow* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for the *management of traffic flow* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 37% was multiplied by 48% (1-0.52). This calculation yielded an I-S rating of 0.1776, which was ranked second out of the thirteen major 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 the City of Winchester are provided on the following page.

# Importance-Satisfaction Rating

## City of Winchester

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Overall maintenance of streets	42%	1	56%	11	0.1840	1
Management of traffic flow on city streets	37%	3	52%	12	0.1776	2
Efforts to revitalize downtown.	33%	4	60%	9	0.1317	3
Quality of public schools	38%	2	72%	7	0.1083	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Effectiveness of communication by the City	18%	7	51%	13	0.0877	5
How well the city is prepared for emergencies	19%	6	74%	6	0.0502	6
Overall quality of public transportation services	9%	10	59%	10	0.0365	7
Quality of public safety services	24%	5	87%	1	0.0322	8
Overall quality of water utility services	13%	8	76%	4	0.0308	9
Quality of parks and recreation facilities	11%	9	79%	2	0.0235	10
Customer service provided by City employees	8%	11	71%	8	0.0230	11
Quality of recreation programs	8%	12	76%	5	0.0193	12
Overall quality of wastewater utility services	5%	13	78%	3	0.0112	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, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't k. 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.

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# Importance-Satisfaction Rating

## City of Winchester

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Walking and biking trails in the City	33%	1	54%	9	0.1531	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Quality of recreation programs for seniors	18%	4	58%	8	0.0752	2
Quality of recreation programs for youth	21%	3	69%	3	0.0647	3
Number of City parks	15%	5	70%	2	0.0455	4
Quality of recreation programs for adults	10%	9	59%	7	0.0408	5
Outdoor athletic facilities	12%	6	67%	6	0.0401	6
Availability of Info about rec programs	12%	7	69%	4	0.0382	7
Maintenance of City parks	23%	2	84%	1	0.0373	8
Availability of City recreation facilities	11%	8	67%	5	0.0362	9

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

**Most Important %:**

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

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Winchester

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Amount of street lighting	31%	1	57%	10	0.1342	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Police efforts to reduce gang related activity	26%	2	63%	9	0.0944	2
Efforts by the city to prevent crime	24%	3	65%	8	0.0823	3
Visibility of police in neighborhoods	23%	4	71%	6	0.0685	4
Visibility of police in Downtown Winchester	15%	6	66%	7	0.0510	5
Overall quality of police protection	18%	5	80%	4	0.0355	6
How quickly police respond to emergencies	8%	7	77%	5	0.0181	7
How quickly Fire/Medical Emergency respond	6%	8	89%	3	0.0061	8
Overall quality of fire services	5%	9	92%	1	0.0043	9
Quality of emergency medical services	4%	10	91%	2	0.0038	10

**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 know'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## City of Winchester

### CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Snow removal on streets in your neighborhood	27%	1	51%	10	0.1315	1
Condition of sidewalks in your neighborhood	24%	2	48%	11	0.1253	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Condition of streets in your neighborhood	19%	3	64%	8	0.0695	3
Snow removal on major city streets	17%	5	64%	7	0.0619	4
Cleanliness of stormwater drains in neighborhood	13%	6	60%	9	0.0514	5
Condition of major city streets	19%	4	74%	3	0.0507	6
Maintenance of City street lighting	12%	7	69%	4	0.0372	7
Cleanliness of public areas	9%	10	69%	5	0.0279	8
Cleanliness of downtown Winchester	10%	8	76%	2	0.0241	9
Attractiveness of streetscapes/medians	7%	11	66%	8	0.0237	10
Condition of street signs/traffic signals	10%	9	79%	1	0.0210	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'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## City of Winchester

### CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforce removal of dilapidated housing and blighted property	37%	1	39%	6	0.2253	1
Enforcing overcrowding regulations	31%	2	33%	7	0.2071	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforce cleanup of junk/debris on private property	30%	3	48%	2	0.1584	3
Enforcing exterior maintenance of residential property	19%	5	44%	5	0.1064	4
Enforce cutting of weeds/grass on private property	19%	4	47%	3	0.1003	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Remove abandoned or inoperative vehicles	16%	6	44%	4	0.0886	6
Enforcing sign regulations	5%	7	56%	1	0.0221	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 know'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## City of Winchester

### Utility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Household hazardous waste disposal service	36%	1	52%	5	0.1714	1
Promote water conservation and protect resources	33%	2	56%	4	0.1442	2
Bulky item pick up/removal services	31%	3	59%	3	0.1274	3
<b><i>Medium Priority (IS &lt; .10)</i></b>						
Residential trash collection services	24%	4	90%	1	0.0250	4
Curbside recycling services	23%	5	90%	2	0.0242	5

**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

## City of Winchester

### Communications

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Opportunity to be involved in local decisions	32%	1	46%	9	0.1728	1
Efforts to keep you informed about local issues	31%	2	52%	7	0.1488	2
Availability of info about city services/activities	28%	3	59%	2	0.1148	3
Timeliness of information provided by the City	24%	4	56%	5	0.1056	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Ease of paying bills, applying/permits - website	10%	5	54%	6	0.0460	5
Ease of use/navigation on City's Website	6%	6	58%	4	0.0252	6
The quality of the City's website	6%	7	60%	1	0.0240	7
Information/content on the City's website	4%	8	58%	3	0.0168	8
The quality of the City's social media	2%	9	50%	8	0.0100	9

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 Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the city is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

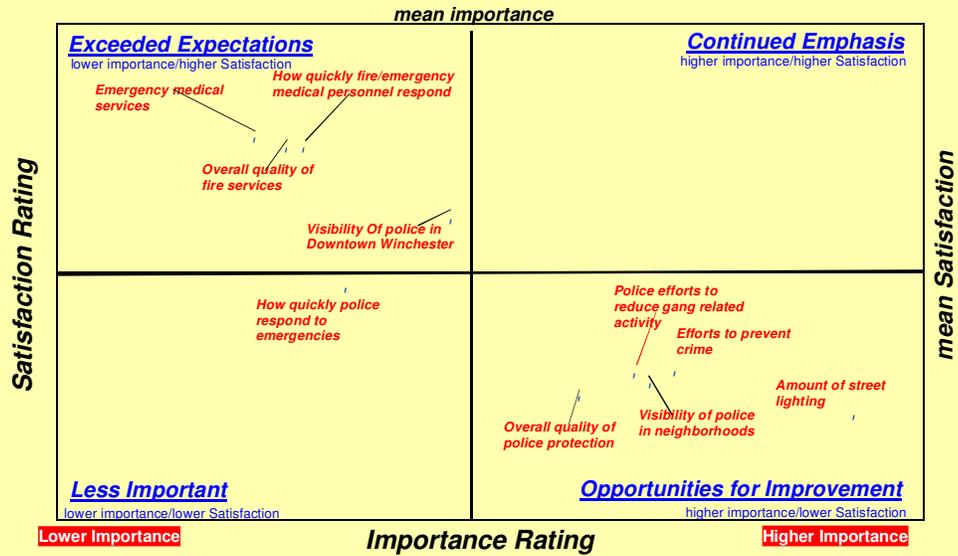
Matrices showing the results for the City of Winchester are provided on the following pages.



## 2011 Winchester DirectionFinder Survey Importance-Satisfaction Assessment Matrix

### -Public Safety-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

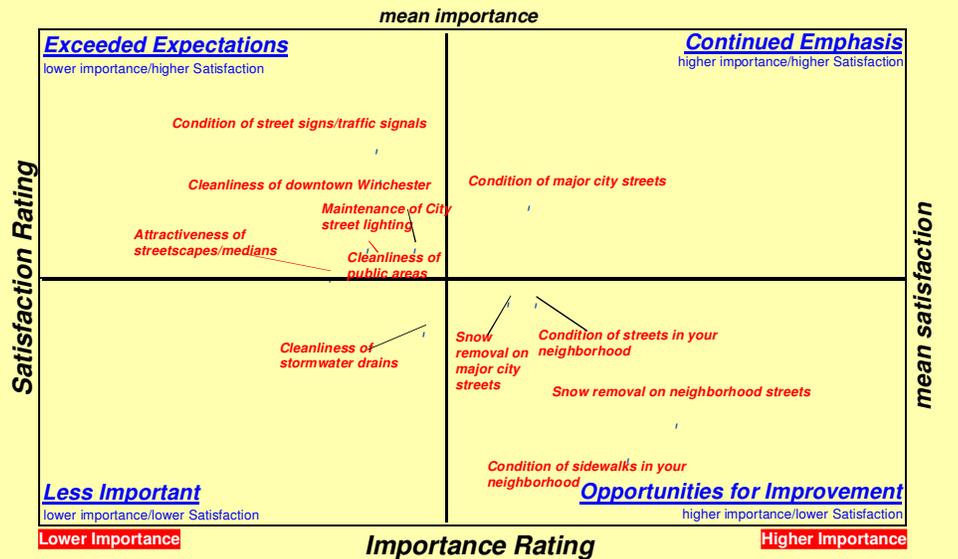


Source: ETC Institute (2011)

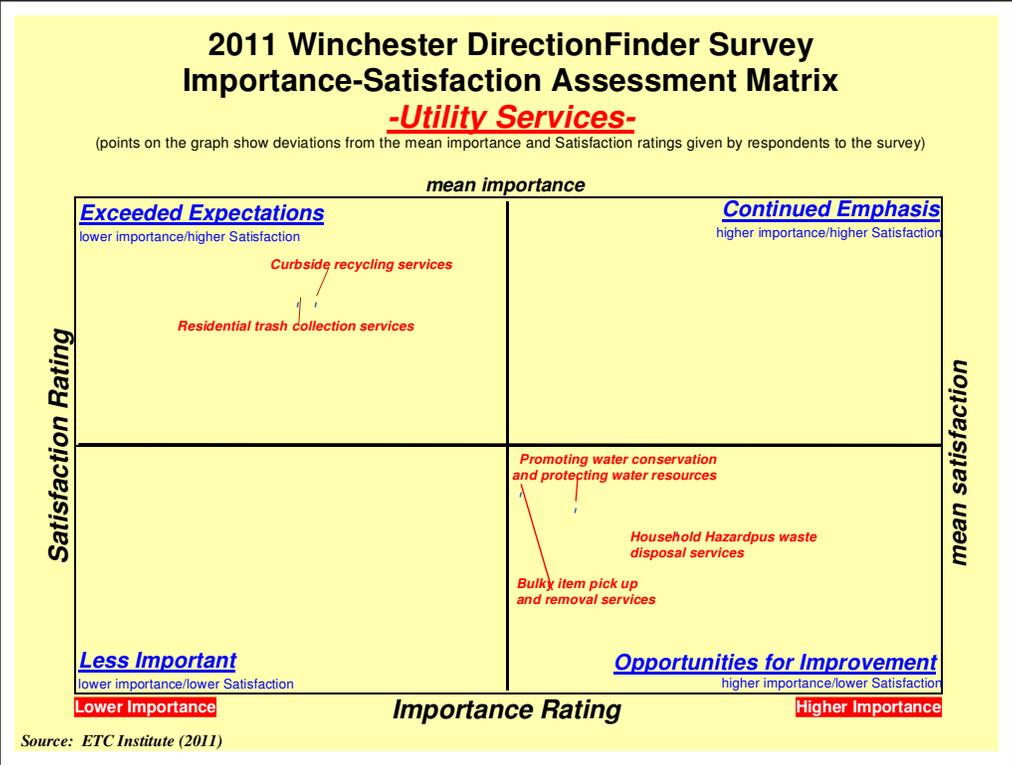
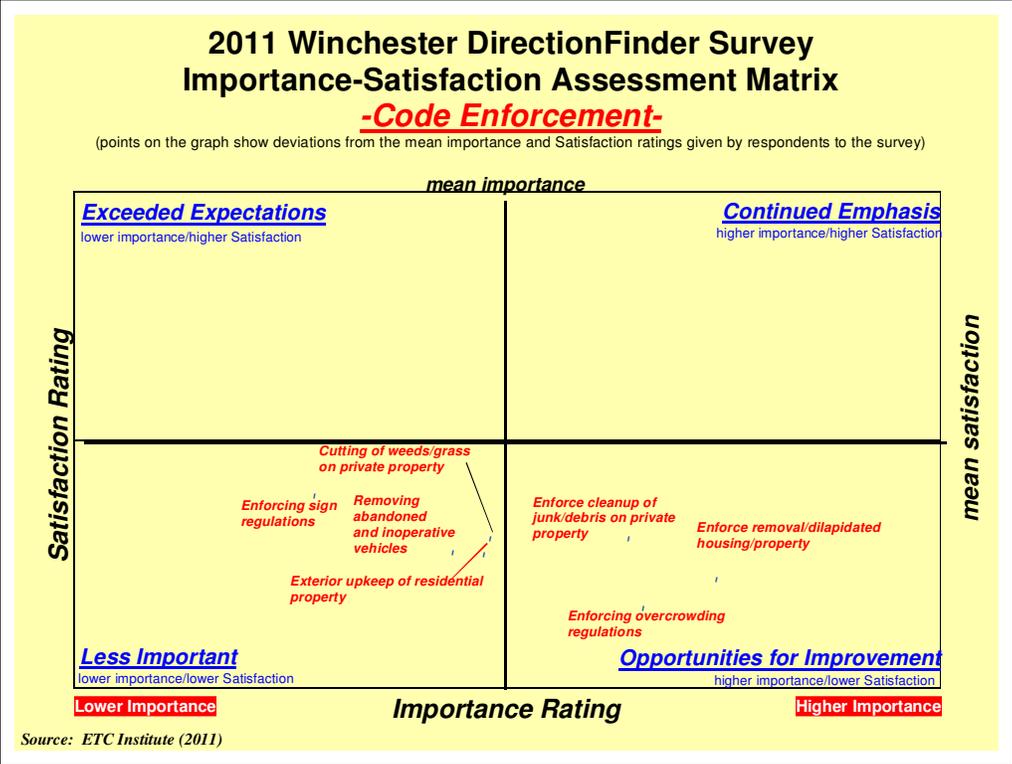
## 2011 Winchester DirectionFinder Survey Importance-Satisfaction Assessment Matrix

### -Maintenance-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



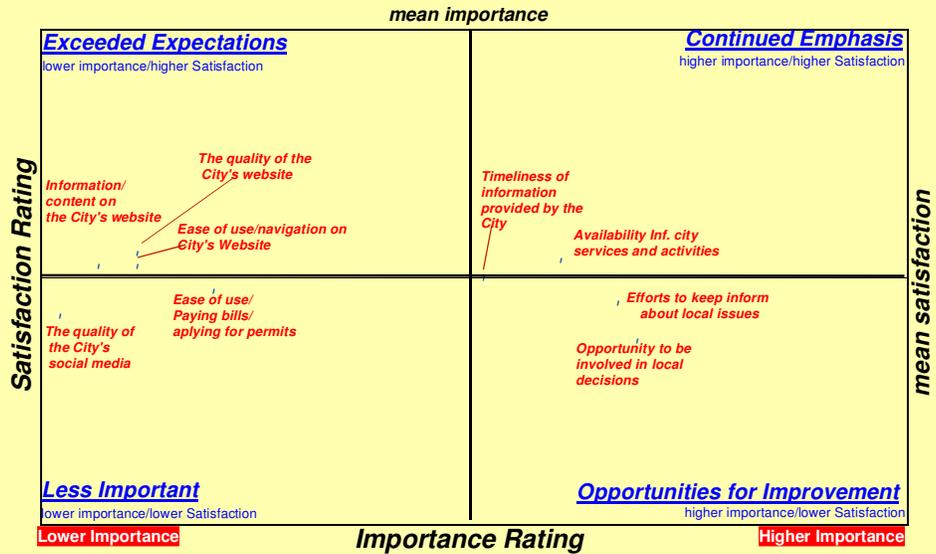
Source: ETC Institute (2011)



## 2011 Winchester DirectionFinder Survey Importance-Satisfaction Assessment Matrix

### -Communications-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2011)

*Section 5:*  
***Tabular Data***

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## 2011 Winchester Community Survey

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**Q1. Major services provided by the City of Winchester are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of public safety Services	42.6%	40.8%	10.3%	1.9%	0.6%	3.7%
Q1b. Efforts to ensure Community is prepared for Emergencies	22.0%	38.3%	17.8%	2.6%	1.3%	18.0%
Q1c. Overall maintenance of Streets	17.2%	38.7%	26.2%	12.9%	4.7%	0.3%
Q1d. Effectiveness of Communication by City	12.7%	34.9%	32.3%	11.3%	1.6%	7.2%
Q1e. Overall quality of water Utility services	29.7%	45.2%	14.6%	5.6%	3.1%	1.8%
Q1f. Overall quality of Wastewater utility services	28.3%	44.2%	14.5%	5.6%	0.8%	6.6%
Q1g. Overall quality of public Transportation services	15.6%	22.0%	17.5%	5.6%	2.6%	36.7%
Q1h. Quality of parks and Recreation facilities	33.4%	38.6%	15.0%	4.0%	0.6%	8.4%
Q1i. Quality of recreation Programs	27.3%	37.9%	15.4%	3.9%	1.4%	14.0%
Q1j. Quality of customer Service provided by City Employees	26.2%	40.7%	17.4%	7.6%	2.1%	6.1%
Q1k. Management of traffic Flow on City streets	14.0%	36.8%	23.0%	16.2%	7.6%	2.4%
Q1l. Quality of public schools	24.4%	36.7%	16.2%	6.3%	1.9%	14.5%
Q1m. Efforts to revitalize Downtown	19.8%	36.2%	21.9%	9.6%	5.6%	6.9%

## 2011 Winchester Community Survey

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**Q1. Major services provided by the City of Winchester are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "don't know")**

	Very Satisfied	Satisfied	Very Neutral	Dissatisfied	Dissatisfied
Q1a. Quality of public Safety services	44.2%	42.4%	10.7%	2.0%	0.7%
Q1b. Efforts to ensure Community is prepared for Emergencies	26.9%	46.7%	21.8%	3.1%	1.6%
Q1c. Overall maintenance Of streets	17.3%	38.9%	26.3%	12.9%	4.7%
Q1d. Effectiveness of Communication by City	13.7%	37.6%	34.8%	12.1%	1.7%
Q1e. Overall quality of Water utility services	30.3%	46.0%	14.9%	5.7%	3.1%
Q1f. Overall quality of Wastewater utility services	30.3%	47.3%	15.5%	6.0%	0.9%
Q1g. Overall quality of Public transportation Services	24.6%	34.8%	27.7%	8.9%	4.1%
Q1h. Quality of parks and Recreation facilities	36.5%	42.1%	16.3%	4.4%	0.7%
Q1i. Quality of recreation Programs	31.8%	44.1%	17.9%	4.5%	1.7%
Q1j. Quality of customer Service provided by City Employees	27.9%	43.3%	18.5%	8.0%	2.2%
Q1k. Management of Traffic flow on City streets	14.3%	37.7%	23.6%	16.6%	7.7%
Q1l. Quality of public Schools	28.6%	42.9%	19.0%	7.3%	2.3%
Q1m. Efforts to revitalize Downtown	21.2%	38.9%	23.5%	10.4%	6.0%

## 2011 Winchester Community Survey

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### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	67	10.8 %
Community is prepared for emergencies	37	5.9 %
Maintenance of streets	93	15.0 %
Effectiveness of communication by City Government	24	3.9 %
Quality of water utility services	25	4.0 %
Quality of wastewater utility services	7	1.1 %
Quality of public transportation services	21	3.4 %
Quality of parks & recreation facilities	13	2.1 %
Quality of recreation programs	9	1.4 %
Customer service provided by City employees	9	1.4 %
Management of traffic flow on City streets	77	12.4 %
Quality of public schools	139	22.3 %
Efforts to revitalize Downtown	69	11.1 %
<u>None chosen</u>	<u>32</u>	<u>5.1 %</u>
Total	622	100.0 %

### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	48	7.7 %
Community is prepared for emergencies	37	5.9 %
Maintenance of streets	92	14.8 %
Effectiveness of communication by City Government	46	7.4 %
Quality of water utility services	27	4.3 %
Quality of wastewater utility services	17	2.7 %
Quality of public transportation services	14	2.3 %
Quality of parks & recreation facilities	21	3.4 %
Quality of recreation programs	15	2.4 %
Customer service provided by City employees	22	3.5 %
Management of traffic flow on City streets	82	13.2 %
Quality of public schools	59	9.5 %
Efforts to revitalize Downtown	73	11.7 %
<u>None chosen</u>	<u>69</u>	<u>11.1 %</u>
Total	622	100.0 %

## 2011 Winchester Community Survey

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**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q2. 3rd choice	Number	Percent
Quality of public safety services	37	5.9 %
Community is prepared for emergencies	42	6.8 %
Maintenance of streets	73	11.7 %
Effectiveness of communication by City Government	39	6.3 %
Quality of water utility services	26	4.2 %
Quality of wastewater utility services	10	1.6 %
Quality of public transportation services	20	3.2 %
Quality of parks & recreation facilities	31	5.0 %
Quality of recreation programs	24	3.9 %
Customer service provided by City employees	22	3.5 %
Management of traffic flow on City streets	71	11.4 %
Quality of public schools	38	6.1 %
Efforts to revitalize Downtown	64	10.3 %
None chosen	125	20.1 %
<b>Total</b>	<b>622</b>	<b>100.0 %</b>

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? (top 3)**

Q2. Top 3 Choices	Number	Percent
Quality of public safety services	152	24.4 %
Community is prepared for emergencies	116	18.6 %
Maintenance of streets	258	41.5 %
Effectiveness of communication by City Government	109	17.5 %
Quality of water utility services	78	12.5 %
Quality of wastewater utility services	34	5.5 %
Quality of public transportation services	55	8.8 %
Quality of parks & recreation facilities	65	10.5 %
Quality of recreation programs	48	7.7 %
Customer service provided by City employees	53	8.5 %
Management of traffic flow on City streets	230	37.0 %
Quality of public schools	236	37.9 %
Efforts to revitalize Downtown	206	33.1 %
None chosen	32	5.1 %
<b>Total</b>	<b>1672</b>	

## 2011 Winchester Community Survey

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**Q3. Several items that may influence your perception of Winchester are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value you Receive for local tax dollars & Fees	12.2%	43.9%	28.9%	9.3%	3.1%	2.6%
Q3b. Overall quality of Services provided by City	16.6%	52.7%	24.4%	4.0%	1.0%	1.3%
Q3c. Overall quality of life in Winchester	32.6%	49.2%	12.2%	4.0%	1.4%	0.5%
Q3d. How well City is Managing growth	11.3%	37.8%	27.7%	12.5%	4.8%	5.9%

**Q3. Several items that may influence your perception of Winchester are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value you Receive for local tax dollars & Fees	12.5%	45.0%	29.7%	9.6%	3.1%
Q3b. Overall quality of Services provided by City	16.8%	53.4%	24.8%	4.1%	1.0%
Q3c. Overall quality of life In Winchester	32.8%	49.4%	12.3%	4.0%	1.5%
Q3d. How well City is Managing growth	12.0%	40.2%	29.4%	13.3%	5.1%

## 2011 Winchester Community Survey

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**Q4. Please rate your satisfaction with each of the following Parks & Recreation items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Maintenance of City Parks	26.7%	49.7%	11.1%	3.1%	0.6%	8.8%
Q4b. Number of City parks	20.1%	42.1%	15.9%	8.8%	2.3%	10.8%
Q4c. Walking & biking trails in City	15.3%	31.0%	18.2%	17.5%	4.3%	13.7%
Q4d. Availability of City Recreation facilities	18.0%	39.5%	18.8%	8.0%	1.4%	14.1%
Q4e. Outdoor athletic facilities	15.1%	40.4%	18.6%	7.6%	1.6%	16.7%
Q4f. Availability of Information about recreation Programs	18.8%	40.5%	19.8%	6.8%	1.1%	13.0%
Q4g. Quality of recreation Programs for youth	19.0%	31.5%	15.9%	5.5%	1.1%	27.0%
Q4h. Quality of recreation Programs for adults	14.0%	27.8%	19.3%	7.6%	1.9%	29.4%
Q4i. Quality of recreation Programs for seniors	11.9%	22.3%	17.2%	5.6%	1.8%	41.2%

## 2011 Winchester Community Survey

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**Q4. Please rate your satisfaction with each of the following Parks & Recreation items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Maintenance of City Parks	29.3%	54.5%	12.2%	3.4%	0.7%
Q4b. Number of City parks	22.5%	47.2%	17.8%	9.9%	2.5%
Q4c. Walking & biking trails In City	17.7%	35.9%	21.0%	20.3%	5.0%
Q4d. Availability of City Recreation facilities	21.0%	46.1%	21.9%	9.4%	1.7%
Q4e. Outdoor athletic Facilities	18.1%	48.5%	22.4%	9.1%	1.9%
Q4f. Availability of Information about Recreation programs	21.6%	46.6%	22.7%	7.8%	1.3%
Q4g. Quality of recreation Programs for youth	26.0%	43.2%	21.8%	7.5%	1.5%
Q4h. Quality of recreation Programs for adults	19.8%	39.4%	27.3%	10.7%	2.7%
Q4i. Quality of recreation Programs for seniors	20.2%	38.0%	29.2%	9.6%	3.0%

## 2011 Winchester Community Survey

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### **Q5. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q5. Top Choice	Number	Percent
Maintenance of City parks	83	13.3 %
Number of City parks	51	8.2 %
Walking & biking trails	141	22.7 %
Availability of City recreation facilities	23	3.7 %
Outdoor athletic facilities	36	5.8 %
Availability of information about recreation Programs	24	3.9 %
Quality of recreation programs for youth	76	12.2 %
Quality of recreation programs for adults	27	4.3 %
Quality of recreation programs for seniors	45	7.2 %
None chosen	116	18.6 %
Total	622	100.0 %

### **Q5. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q5. 2nd choice	Number	Percent
Maintenance of City parks	59	9.5 %
Number of City parks	41	6.6 %
Walking & biking trails	64	10.3 %
Availability of City recreation facilities	48	7.7 %
Outdoor athletic facilities	39	6.3 %
Availability of information about recreation Programs	50	8.0 %
Quality of recreation programs for youth	54	8.7 %
Quality of recreation programs for adults	34	5.5 %
Quality of recreation programs for seniors	65	10.5 %
None chosen	168	27.0 %
Total	622	100.0 %

## 2011 Winchester Community Survey

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**Q5. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

<u>Q5. Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	142	22.8 %
Number of City parks	92	14.8 %
Walking & biking trails	205	33.0 %
Availability of City recreation facilities	71	11.4 %
Outdoor athletic facilities	75	12.1 %
Availability of information about recreation Programs	74	11.9 %
Quality of recreation programs for youth	130	20.9 %
Quality of recreation programs for adults	61	9.8 %
Quality of recreation programs for seniors	110	17.7 %
None chosen	116	18.6 %
Total	1076	

## 2011 Winchester Community Survey

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**Q6. Please rate your satisfaction with each of the following Public Safety items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Overall quality of police Protection	32.5%	45.8%	14.1%	3.9%	1.1%	2.6%
Q6b. Visibility of police in Neighborhoods	27.2%	41.6%	17.7%	9.3%	2.3%	1.9%
Q6c. How quickly police Respond to emergencies	26.7%	34.1%	13.0%	3.4%	1.3%	21.5%
Q6d. Efforts by City to Prevent crime	19.1%	37.0%	20.4%	7.1%	1.8%	14.6%
Q6e. Police efforts to reduce Gang related activity	18.0%	27.3%	17.4%	5.8%	2.7%	28.8%
Q6f. Overall quality of fire Services	39.2%	39.2%	6.4%	0.6%	0.3%	14.1%
Q6g. Overall quality of Emergency medical service	41.6%	37.1%	7.4%	1.0%	0.0%	12.9%
Q6h. How quickly fire & Emergency medical services Personnel respond	39.7%	32.5%	6.9%	1.3%	0.0%	19.6%
Q6i. Amount of street lighting	19.3%	35.2%	25.2%	12.2%	4.2%	3.9%
Q6j. Visibility of Police in Downtown Winchester	22.8%	34.7%	22.8%	6.4%	0.5%	12.7%

## 2011 Winchester Community Survey

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**Q6. Please rate your satisfaction with each of the following Public Safety items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Overall quality of Police protection	33.3%	47.0%	14.5%	4.0%	1.2%
Q6b. Visibility of police in Neighborhoods	27.7%	42.5%	18.0%	9.5%	2.3%
Q6c. How quickly police Respond to emergencies	34.0%	43.4%	16.6%	4.3%	1.6%
Q6d. Efforts by City to Prevent crime	22.4%	43.3%	23.9%	8.3%	2.1%
Q6e. Police efforts to Reduce gang related activity	25.3%	38.4%	24.4%	8.1%	3.8%
Q6f. Overall quality of fire Services	45.7%	45.7%	7.5%	0.7%	0.4%
Q6g. Overall quality of Emergency medical service	47.8%	42.6%	8.5%	1.1%	0.0%
Q6h. How quickly fire & Emergency medical Services personnel respond	49.4%	40.4%	8.6%	1.6%	0.0%
Q6i. Amount of street Lighting	20.1%	36.6%	26.3%	12.7%	4.3%
Q6j. Visibility of Police in Downtown Winchester	26.2%	39.8%	26.2%	7.4%	0.6%

## 2011 Winchester Community Survey

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### **Q7. Which TWO of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	72	11.6 %
Visibility of police in neighborhoods	82	13.2 %
How quickly police respond to emergencies	18	2.9 %
City efforts to prevent crime	74	11.9 %
Police efforts to reduce gang related activity	78	12.5 %
Quality of fire services	12	1.9 %
Quality of emergency medical service	8	1.3 %
How quickly fire & emergency medical personnel Respond	8	1.3 %
Amount of street lighting	133	21.4 %
Visibility of police in Downtown	40	6.4 %
<u>None chosen</u>	<u>97</u>	<u>15.6 %</u>
Total	622	100.0 %

### **Q7. Which TWO of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	41	6.6 %
Visibility of police in neighborhoods	60	9.6 %
How quickly police respond to emergencies	33	5.3 %
City efforts to prevent crime	73	11.7 %
Police efforts to reduce gang related activity	84	13.5 %
Quality of fire services	17	2.7 %
Quality of emergency medical service	18	2.9 %
How quickly fire & emergency medical personnel Respond	27	4.3 %
Amount of street lighting	61	9.8 %
Visibility of police in Downtown	52	8.4 %
<u>None chosen</u>	<u>156</u>	<u>25.1 %</u>
Total	622	100.0 %

## 2011 Winchester Community Survey

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**Q7. Which TWO of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

<u>Q7. Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police protection	113	18.2 %
Visibility of police in neighborhoods	142	22.8 %
How quickly police respond to emergencies	51	8.2 %
City efforts to prevent crime	147	23.6 %
Police efforts to reduce gang related activity	162	26.0 %
Quality of fire services	29	4.7 %
Quality of emergency medical service	26	4.2 %
How quickly fire & emergency medical personnel Respond	35	5.6 %
Amount of street lighting	194	31.2 %
Visibility of police in Downtown	92	14.8 %
<u>None chosen</u>	<u>97</u>	<u>15.6 %</u>
Total	1088	

## 2011 Winchester Community Survey

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**Q8. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:**

(N=622)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. Walking in your Neighborhood during the day	63.5%	30.4%	3.1%	1.1%	0.3%	1.6%
Q8b. Walking in your Neighborhood after dark	20.1%	34.7%	19.8%	14.1%	5.1%	6.1%
Q8c. In City parks during the Day	37.1%	38.1%	11.6%	1.8%	0.5%	10.9%
Q8d. In City parks after dark	5.6%	12.4%	21.5%	24.1%	11.9%	24.4%
Q8e. In Downtown Winchester during the day	54.7%	31.4%	5.9%	1.3%	0.3%	6.4%
Q8f. In Downtown Winchester after dark	12.1%	28.1%	23.2%	18.6%	6.1%	11.9%
Q8g. In Commercial/retail Areas of outside of Downtown	19.6%	41.8%	21.5%	8.0%	2.3%	6.8%

## 2011 Winchester Community Survey

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**Q8. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=622)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. Walking in your Neighborhood during the Day	64.5%	30.9%	3.1%	1.1%	0.3%
Q8b. Walking in your Neighborhood after dark	21.4%	37.0%	21.1%	15.1%	5.5%
Q8c. In City parks during The day	41.7%	42.8%	13.0%	2.0%	0.5%
Q8d. In City parks after Dark	7.4%	16.4%	28.5%	31.9%	15.7%
Q8e. In Downtown Winchester during the day	58.4%	33.5%	6.4%	1.4%	0.3%
Q8f. In Downtown Winchester after dark	13.7%	31.9%	26.3%	21.2%	6.9%
Q8g. In Commercial/retail Areas of outside of Downtown	21.0%	44.8%	23.1%	8.6%	2.4%

## 2011 Winchester Community Survey

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**Q9. Please rate your satisfaction with each of the following Maintenance items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Condition of major City Streets	19.9%	51.4%	17.7%	6.1%	2.3%	2.6%
Q9b. Condition of streets in Your neighborhood	22.3%	39.5%	17.2%	12.5%	5.9%	2.4%
Q9c. Condition of street signs/ Traffic signals	23.0%	53.1%	11.9%	5.8%	2.6%	3.7%
Q9d. Condition of sidewalks In your neighborhood	15.1%	26.2%	17.0%	17.8%	10.3%	13.5%
Q9e. Attractiveness of Streetscapes/medians	18.8%	44.2%	22.2%	6.8%	3.4%	4.7%
Q9f. Maintenance of City Street lighting	19.1%	47.1%	20.3%	7.1%	2.4%	4.0%
Q9g. Cleanliness of public Areas	18.6%	47.9%	22.2%	6.9%	0.8%	3.5%
Q9h. Cleanliness of Storm water drains in your Neighborhood	16.1%	39.9%	23.2%	9.5%	3.9%	7.6%
Q9i. Snow removal on major City streets	20.3%	41.3%	19.8%	10.6%	4.8%	3.2%
Q9j. Snow removal on streets In your neighborhood	17.7%	31.8%	22.8%	15.1%	9.0%	3.5%
Q9k. Cleanliness of Downtown Winchester	18.3%	53.5%	19.3%	2.9%	0.6%	5.3%

## 2011 Winchester Community Survey

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**Q9. Please rate your satisfaction with each of the following Maintenance items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Condition of major City streets	20.5%	52.8%	18.2%	6.3%	2.3%
Q9b. Condition of streets In your neighborhood	22.9%	40.5%	17.6%	12.9%	6.1%
Q9c. Condition of street Signs/traffic signals	23.9%	55.1%	12.4%	6.0%	2.7%
Q9d. Condition of Sidewalks in your Neighborhood	17.5%	30.3%	19.7%	20.6%	11.9%
Q9e. Attractiveness of Streetscapes/medians	19.7%	46.4%	23.3%	7.1%	3.5%
Q9f. Maintenance of City Street lighting	19.9%	49.1%	21.1%	7.4%	2.5%
Q9g. Cleanliness of public Areas	19.3%	49.7%	23.0%	7.2%	0.8%
Q9h. Cleanliness of Storm water drains in your Neighborhood	17.4%	43.1%	25.0%	10.3%	4.2%
Q9i. Snow removal on Major City streets	20.9%	42.7%	20.4%	11.0%	5.0%
Q9j. Snow removal on Streets in your Neighborhood	18.3%	33.0%	23.7%	15.7%	9.3%
Q9k. Cleanliness of Downtown Winchester	19.4%	56.5%	20.4%	3.1%	0.7%

## 2011 Winchester Community Survey

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### **Q10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	71	11.4 %
Condition of neighborhood streets	82	13.2 %
Condition of street signs/traffic signals	39	6.3 %
Condition of neighborhood sidewalks	86	13.8 %
Attractiveness of streetscapes/medians	11	1.8 %
Maintenance of City Street lighting	35	5.6 %
Cleanliness of public areas	25	4.0 %
Cleanliness of neighborhood storm water drains	38	6.1 %
Snow removal on major City streets	62	10.0 %
Snow removal on neighborhood streets	68	10.9 %
Cleanliness of Downtown	26	4.2 %
<u>None chosen</u>	<u>79</u>	<u>12.7 %</u>
Total	622	100.0 %

### **Q10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	45	7.2 %
Condition of neighborhood streets	36	5.8 %
Condition of street signs/traffic signals	22	3.5 %
Condition of neighborhood sidewalks	65	10.5 %
Attractiveness of streetscapes/medians	33	5.3 %
Maintenance of City Street lighting	40	6.4 %
Cleanliness of public areas	33	5.3 %
Cleanliness of neighborhood storm water drains	40	6.4 %
Snow removal on major City streets	46	7.4 %
Snow removal on neighborhood streets	101	16.2 %
Cleanliness of Downtown	36	5.8 %
<u>None chosen</u>	<u>125</u>	<u>20.1 %</u>
Total	622	100.0 %

## 2011 Winchester Community Survey

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**Q10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

<u>Q10. Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	116	18.6 %
Condition of neighborhood streets	118	19.0 %
Condition of street signs/traffic signals	61	9.8 %
Condition of neighborhood sidewalks	151	24.3 %
Attractiveness of streetscapes/medians	44	7.1 %
Maintenance of City Street lighting	75	12.1 %
Cleanliness of public areas	58	9.3 %
Cleanliness of neighborhood storm water drains	78	12.5 %
Snow removal on major City streets	108	17.4 %
Snow removal on neighborhood streets	169	27.2 %
Cleanliness of Downtown	62	10.0 %
<u>None chosen</u>	<u>79</u>	<u>12.7 %</u>
Total	1119	

## 2011 Winchester Community Survey

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**Q11. Please rate your satisfaction with each of the following Communication items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Availability of Information about City Services & activities	17.0%	38.1%	27.0%	9.2%	1.8%	6.9%
Q11b. Timeliness of Information provided by City	15.8%	34.1%	28.6%	8.7%	2.1%	10.8%
Q11c. Efforts to keep you Informed about local issues	13.5%	34.2%	30.7%	10.8%	3.4%	7.4%
Q11d. Quality of City's social Media	6.1%	15.8%	19.0%	2.3%	0.6%	56.3%
Q11e. Quality of City's Website	8.5%	28.5%	21.1%	3.1%	1.0%	37.9%
Q11f. Quality of information/ Content on City's website	9.2%	26.2%	22.7%	2.3%	1.3%	38.4%
Q11g. Ease of use/navigation On City's website	9.0%	25.9%	20.9%	3.7%	1.3%	39.2%
Q11h. Ease of paying bills/ Applying for applications or Permits on City's website	5.9%	19.1%	13.5%	5.6%	2.4%	53.4%
Q11i. Opportunity to be Involved in local decisions	9.8%	27.0%	27.5%	10.0%	6.4%	19.3%

## 2011 Winchester Community Survey

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**Q11. Please rate your satisfaction with each of the following Communication items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Availability of Information about City Services & activities	18.3%	40.9%	29.0%	9.8%	1.9%
Q11b. Timeliness of Information provided by City	17.7%	38.2%	32.1%	9.7%	2.3%
Q11c. Efforts to keep you Informed about local issues	14.6%	37.0%	33.2%	11.6%	3.6%
Q11d. Quality of City's Social media	14.0%	36.0%	43.4%	5.1%	1.5%
Q11e. Quality of City's Website	13.7%	45.9%	33.9%	4.9%	1.6%
Q11f. Quality of Information/content on City's website	14.9%	42.6%	36.8%	3.7%	2.1%
Q11g. Ease of use/ Navigation on City's website	14.8%	42.6%	34.4%	6.1%	2.1%
Q11h. Ease of paying bills/ Applying for applications or Permits on City's website	12.8%	41.0%	29.0%	12.1%	5.2%
Q11i. Opportunity to be Involved in local decisions	12.2%	33.5%	34.1%	12.4%	8.0%

## 2011 Winchester Community Survey

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### **Q12. Which TWO of the communication items do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & Activities	114	18.3 %
Timeliness of information provided by City	67	10.8 %
Efforts to keep you informed about local issues	86	13.8 %
Quality of City's social media	3	0.5 %
Quality of City's website	21	3.4 %
Quality of information/content on City's website	12	1.9 %
Ease of use/navigation on City's website	10	1.6 %
Ease if paying bills/applying for applications or Permit's on City's website	40	6.4 %
Opportunity to be involved in local decisions	116	18.6 %
None chosen	153	24.6 %
Total	622	100.0 %

### **Q12. Which TWO of the communication items do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & Activities	60	9.6 %
Timeliness of information provided by City	81	13.0 %
Efforts to keep you informed about local issues	106	17.0 %
Quality of City's social media	7	1.1 %
Quality of City's website	14	2.3 %
Quality of information/content on City's website	14	2.3 %
Ease of use/navigation on City's website	28	4.5 %
Ease if paying bills/applying for applications or Permits on City's website	25	4.0 %
Opportunity to be involved in local decisions	83	13.3 %
None chosen	204	32.8 %
Total	622	100.0 %

## 2011 Winchester Community Survey

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**Q12. Which TWO of the communication items do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

<u>Q12. Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & Activities	174	28.0 %
Timeliness of information provided by City	148	23.8 %
Efforts to keep you informed about local issues	192	30.9 %
Quality of City's social media	10	1.6 %
Quality of City's website	35	5.6 %
Quality of information/content on City's website	26	4.2 %
Ease of use/navigation on City's website	38	6.1 %
Ease if paying bills/applying for applications or Permits on City's website	65	10.5 %
Opportunity to be involved in local decisions	199	32.0 %
<u>None chosen</u>	<u>153</u>	<u>24.6 %</u>
Total	1040	

## 2011 Winchester Community Survey

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**Q13. Please rate your satisfaction with each of the following Code Enforcement items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Enforcing cleanup of Junk & debris on private Property in your community	14.0%	28.6%	21.2%	19.9%	6.4%	9.8%
Q13b. Enforcing cutting of Weeds & grass on private Property	11.9%	30.1%	24.6%	18.2%	4.2%	11.1%
Q13c. Enforcing exterior Maintenance of residential Property	10.9%	27.8%	27.3%	17.0%	4.8%	12.1%
Q13d. Enforcing sign Regulations	13.0%	30.5%	26.5%	5.6%	2.3%	22.0%
Q13e. Enforcing Overcrowding regulations	7.7%	16.9%	22.0%	17.5%	10.0%	25.9%
Q13f. Efforts to remove Abandoned or inoperative Vehicles	10.9%	23.5%	27.2%	10.8%	4.8%	22.8%
Q13g. Enforcing removal of Dilapidated housing & blighted Property	10.5%	20.9%	23.0%	17.8%	8.0%	19.8%

## 2011 Winchester Community Survey

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**Q13. Please rate your satisfaction with each of the following Code Enforcement items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Enforcing clean up Of junk & debris on private Property in your community	15.5%	31.7%	23.5%	22.1%	7.1%
Q13b. Enforcing cutting of Weeds & grass on private Property	13.4%	33.8%	27.7%	20.4%	4.7%
Q13c. Enforcing exterior Maintenance of residential Property	12.4%	31.6%	31.1%	19.4%	5.5%
Q13d. Enforcing sign Regulations	16.7%	39.2%	34.0%	7.2%	2.9%
Q13e. Enforcing Overcrowding regulations	10.4%	22.8%	29.7%	23.6%	13.4%
Q13f. Efforts to remove Abandoned or inoperative Vehicles	14.2%	30.4%	35.2%	14.0%	6.3%
Q13g. Enforcing removal of dilapidated housing & blighted property	13.0%	26.1%	28.7%	22.2%	10.0%

## 2011 Winchester Community Survey

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### **Q14. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Clean up junk & debris on private property in community	104	16.7 %
Cutting weeds & grass on private property	54	8.7 %
Exterior maintenance of residential property	48	7.7 %
Sign regulations	12	1.9 %
Overcrowding regulations	130	20.9 %
Remove abandoned or inoperative vehicles	34	5.5 %
Remove dilapidated housing & blighted property	128	20.6 %
None chosen	112	18.0 %
Total	622	100.0 %

### **Q14. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Clean up junk & debris on private property in community	84	13.5 %
Cutting weeds & grass on private property	64	10.3 %
Exterior maintenance of residential property	67	10.8 %
Sign regulations	18	2.9 %
Overcrowding regulations	65	10.5 %
Remove abandoned or inoperative vehicles	65	10.5 %
Remove dilapidated housing & blighted property	104	16.7 %
None chosen	155	24.9 %
Total	622	100.0 %

## 2011 Winchester Community Survey

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**Q14. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

<u>Q14. Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Clean up junk & debris on private property in Community	188	30.2 %
Cutting weeds & grass on private property	118	19.0 %
Exterior maintenance of residential property	115	18.5 %
Sign regulations	30	4.8 %
Overcrowding regulations	195	31.4 %
Remove abandoned or inoperative vehicles	99	15.9 %
Remove dilapidated housing & blighted property	232	37.3 %
<u>None chosen</u>	<u>112</u>	<u>18.0 %</u>
Total	1089	

## 2011 Winchester Community Survey

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**Q15. Please rate your satisfaction with each of the following Utility Services items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Residential trash Collection services	54.4%	34.4%	6.3%	2.7%	1.3%	1.0%
Q15b. Curbside recycling Services	55.8%	32.0%	7.4%	2.3%	0.6%	1.9%
Q15c. Bulky item pick up/ Removal services	22.7%	21.4%	15.1%	10.6%	5.0%	25.2%
Q15d. Efforts to promote Water conservation & protect Water resources	15.8%	28.1%	24.4%	8.2%	1.4%	22.0%
Q15e. Household hazardous Waste disposal service	17.5%	20.4%	21.7%	10.1%	2.6%	27.7%

## 2011 Winchester Community Survey

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**Q15. Please rate your satisfaction with each of the following Utility Services items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=622)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Residential trash Collection services	54.9%	34.7%	6.4%	2.8%	1.3%
Q15b. Curbside recycling Services	56.9%	32.6%	7.5%	2.3%	0.7%
Q15c. Bulky item pick up/ Removal services	30.3%	28.6%	20.2%	14.2%	6.7%
Q15d. Efforts to promote Water conservation & protect Water resources	20.2%	36.1%	31.3%	10.5%	1.9%
Q15e. Household Hazardous waste disposal Service	24.2%	28.2%	30.0%	14.0%	3.6%

## 2011 Winchester Community Survey

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**Q16. Which TWO of the utility services listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q16. Top choice	Number	Percent
Residential trash collection services	112	18.0 %
Curbside recycling services	49	7.9 %
Bulky item pick up/removal services	118	19.0 %
Promote water conservation & protect water Resources	135	21.7 %
Household hazardous waste disposal service	80	12.9 %
<u>None chosen</u>	<u>128</u>	<u>20.6 %</u>
Total	622	100.0 %

**Q16. Which TWO of the utility services listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q16. 2nd choice	Number	Percent
Residential trash collection services	35	5.6 %
Curbside recycling services	94	15.1 %
Bulky item pick up/removal services	73	11.7 %
Promote water conservation & protect water Resources	68	10.9 %
Household hazardous waste disposal service	144	23.2 %
<u>None chosen</u>	<u>208</u>	<u>33.4 %</u>
Total	622	100.0 %

**Q16. Which TWO of the utility services listed above do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

Q16. Top 3 Choices	Number	Percent
Residential trash collection services	147	23.6 %
Curbside recycling services	143	23.0 %
Bulky item pick up/removal services	191	30.7 %
Promote water conservation & protect water Resources	203	32.6 %
Household hazardous waste disposal service	224	36.0 %
<u>None chosen</u>	<u>129</u>	<u>20.7 %</u>
Total	1037	

## 2011 Winchester Community Survey

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**Q17. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate Winchester with regard to the following:**

(N=622)

	Excellent	Good	Average	Fair	Poor	Don't Know
Q17a. Place to live	43.9%	42.1%	10.3%	2.3%	1.0%	0.5%
Q17b. Place to work	30.5%	34.7%	17.7%	5.0%	3.7%	8.4%
Q17c. Place to raise children	39.5%	39.2%	10.9%	3.7%	1.4%	5.1%
Q17d. Direction City is Currently moving	18.2%	38.1%	22.3%	10.3%	4.3%	6.8%

**Q17. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate Winchester with regard to the following: (without "don't know")**

(N=622)

	Excellent	Good	Average	Fair	Poor
Q17a. Place to live	44.1%	42.3%	10.3%	2.3%	1.0%
Q17b. Place to work	33.3%	37.9%	19.3%	5.4%	4.0%
Q17c. Place to raise Children	41.7%	41.4%	11.5%	3.9%	1.5%
Q17d. Direction City is Currently moving	19.5%	40.9%	24.0%	11.0%	4.7%

## 2011 Winchester Community Survey

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### **Q18. Have you contacted the City of Winchester with a question, problem, or complaint in the past year?**

Q18. Have you contacted City of Winchester in the past year	Number	Percent
Yes	310	49.8 %
No	311	50.0 %
No Response	1	0.2 %
Total	622	100.0 %

### **Q18. Have you contacted the City of Winchester with a question, problem, or complaint in the past year? (without "no response")**

Q18. Have you contacted City of Winchester in the past year	Number	Percent
Yes	310	49.9 %
No	311	50.1 %
Total	621	100.0 %

## 2011 Winchester Community Survey

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**Q18a-c. (If YES to Question #18) Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:**

(N=310)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Accuracy of Information & assistance you were given	33.9%	33.2%	12.6%	12.9%	7.1%	0.3%
Q18b. How quickly City staff Responded to your request	36.8%	32.3%	11.6%	11.3%	7.1%	1.0%
Q18c. How well your issue was handled	33.5%	29.0%	11.3%	12.9%	12.9%	0.3%

**Q18a-c. (If YES to Question #18) Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following: (without "don't know")**

(N=310)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Accuracy of Information & assistance you were given	34.0%	33.3%	12.6%	12.9%	7.1%
Q18b. How quickly City staff responded to your request	37.1%	32.6%	11.7%	11.4%	7.2%
Q18c. How well your issue was handled	33.7%	29.1%	11.3%	12.9%	12.9%

## 2011 Winchester Community Survey

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**Q19. Are there any other city services that you would have like to rate that were not included in this survey?**

<u>Q19. Other City services you would like to rate</u>	<u>Number</u>	<u>Percent</u>
Yes	109	17.5 %
No	463	74.4 %
No Response	50	8.0 %
Total	622	100.0 %

**Q19. Are there any other city services that you would have like to rate that were not included in this survey? (without "no response")**

<u>Q19. Other City services you would like to rate</u>	<u>Number</u>	<u>Percent</u>
Yes	109	19.1 %
No	463	80.9 %
Total	572	100.0 %

## 2011 Winchester Community Survey

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**Q19a-1. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

Q19a-1 Additional service	Q19a-1- Satisfaction with service
ABOVEGROUND STORM DRAIN MAINT	2
ADVERTISE SOCIAL MEDIA	1
ALTERNATE ENERGY, GET SOME WINDMILLS	1
AMHERST & CVS LIGHTS FOR 2 MONTHS	1
ANIMAL CONTROL	3
AVAILABILITY OF BB FIELDS TO THE PUBLIC	1
BAD CITY WATER	1
BROADEN RECYCLING	1
BRUSH TRIMMING ON ROADS	9
BUILDING PERMITS	2
BUSINESS RECYCLING PROGRAMS	1
CALLED TRASH DURING HOLIDAYS	1
CARS PARKED ACROSS SIDEWALKS	2
CITY COUNCIL	1
CITY COUNCIL	2
CITY COUNCIL PRODUCTIVITY	1
CITY COUNCIL	2
CITY MANAGER	1
CITY SERVICES	1
COMMUNITY NEIGHBORHOOD WATCH	1
COMPOSTING/RECYCLING	9
CURBS, MYRTLE AVE	1
DOG RUN IN BARE PARK	1
EASE OF PAYMENT & REGISTRATION FOR PARK PRG	1
ECONOMIC DEVELOPMENT	1
ENFORCEMENT NOISE ORDINANCE	1
ENFORCEMENT OF LOCAL TRAFFIC LAWS	1
ENFORCEMENT OF NO TRUCKS ON STREETS	1
ENFORCEMENT OF SPEED LIMITS IN RESIDENTIAL	2
ENFORCING SNOW REMOVAL IN PARKING LOTS	2
EXTENSION OF MEADOW BRANCH AVE TO ALBERT	1
FEE FOR FIRE RESCUE SERVICE	1
FRIENDLINESS OF CITY EMPLOYEES	2
GENERAL REQUEST LINE	1
HANDLEY HS RENOVATIONS	5

## 2011 Winchester Community Survey

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**Q19a-1. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

Q19a-1 Additional service	Q19a-1- Satisfaction with service
HIGH SCHOOL COURSE SELECTION	1
ICE SKATING	1
INFLUX OF ILLEGAL ALIENS	1
INTERNET SERVICES MORE OPTIONS	1
JOB CREATION	1
LAW AGAINST ILLEGALS	1
LEADERSHIP (MAYOR & COUNCIL)	2
LEAF COLLECTION IN THE FALL	2
LEAF REMOVAL	2
LEAF REMOVAL	2
LEAF REMOVAL PUBLIC AREAS	2
LIBRARY	5
LIGHT POLLUTION ON INDIAN AVE	1
LIMIT OF PETS PER HOUSEHOLD	1
MAINTENANCE OF PROPERTY	1
MEDIAN IN ROAD LEFT NO ROOM	2
MILLWOOD CLOSING	1
MORE BENCHES IN OLD TOWN MALL	2
MORE FOCUS ON QUALITY OF TEACHERS	1
NEED TO BURY POWER LINES	1
NO SEATING AT MANY BUS STOPS	1
NOISE CONTROL	1
NOISE LEVELS	2
OLD CAR IN YARDS	9
OLD TOWN PARKING DANGEROUS	1
PARKING DOWNTOWN	1
PARKING METERS DOWNTOWN	1
PEDESTRIAN SAFETY	1
PEDESTRIAN SERVICES-SIDEWALKS/TIMING OF LIGHT	2
POLICE ABILITY TO CONTROL DRUG USE	2
POLICE CIVILITY	2
POLICE EDUCATION PROGRAM	2
POLICE ENFORCEMENT OF SPEEDING	1
POLICE ENFORCING LOCAL TRAFFIC LAWS	1
POLICE PATROL AT STOPS SIGNS/LIGHTS	2

## 2011 Winchester Community Survey

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**Q19a-1. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

Q19a-1 Additional service	Q19a-1- Satisfaction with service
POLICE TREATED MINORITY POOR	1
PRICE OF WATER/SEWER	5
PROGRAMS FOR HISPANICS	1
QUALITY OF WATER/TASTE/SMELL/HARDNESS	1
RAILROAD AREA (CSX)	2
RAILROAD CROSSING PAVEMENT	2
REAL ESTATE ASSESSORS	2
RECREATION FOR SPEC NEEDS CHILD	2
RED LIGHT CAMERAS	1
REMOVAL OF DEAD LUMBER/TREES	1
RESPONSE FOR COUNCIL MEMBERS TO CITIZENS	1
SEASONAL DECORATING	9
SERVICES FOR DISABLED	1
SIDEWALKS WHITLOCK AVE	2
SIGNS & BUSHES BLOCK INTERSECTION	1
SOCIAL SERVICES	1
SOCIAL SERVICES	2
SOCIAL SERVICES	1
STOP CELL PHONE USEAGE IN VEHICLES	2
STOP ILLEGAL IMMIGRANTS	1
STREET CLEANING	2
STREET NEEDS REPAVED	1
TAXES	3
TEEN OPPORTUNITIES	1
TIMMING OF TRAFFIC LIGHTS	2
TRAFFIC LIGHT SENSORS	1
TRAFFIC LIGHTS	2
TRASH PICK UP INFO ON WEBSITE	1
TREE FELL CITY STREET BTW SIDEWALK & ROAD	2
TREE REMOVAL	2
TREE REMOVAL	3
TREE TRIMMING	1
TREE TRIMMING	1
TREES	1
TREES NEED TO BE MAINTAINED	1

## 2011 Winchester Community Survey

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**Q19a-1. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

<u>Q19a-1 Additional service</u>	<u>Q19a-1- Satisfaction with service</u>
UTILITIES (PUBLIC)	5
WASHINGTON NOT PAVED	1
WATER AND SEWER	1
WATER BILL NO REMINDER NOTICE	2

## 2011 Winchester Community Survey

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**Q19a-2. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

Q19a-2 2nd service	Q1a-2- Satisfaction with service
ATTITUDE OF CITY EMPLOYEES	1
BICYCLE SAFETY	1
BUSES DON'T EVEN HAVE PHONES ON THEM	1
CARS PARKED THE WRONG WAY	2
CHECKING BUSINESS FOR EMPLOYING ILLEGALS	1
CITY COUNCIL HELP SCHOOLS	1
CITY MANAGER PRODUCTIVITY	1
CITY POLICE	1
CONDITION OF CITY NEIGHBORHOOD TREES	2
COST OF WATER & SEWAGE	1
CULTURAL INTEGRATION EDUCATION	1
DO NOT GIVE MILLWOOD TO SV FOR CARS	2
DOWNTOWN STREET REPAVING	1
ELEMENTARY SCHOOL SOCIAL SERVICES	1
EMPLOYMENT	2
ILLEGAL IMMIGRANTS ENFORCEMENT	1
IMPROVE SIDEWALKS	2
INSEPTIONS DEPT	5
JOVS AND THE WAY THEY TREAT YOU	5
K-5 READINGS AND TEST LEADS	1
LANDLORD/TENANT PROBLEMS	2
MAKING BRADDOCK ST 2-WAY	5
MAP PLEASANT VALLEY SHOPPING AREA	9
MORE POLICE ON THE STREETS	2
MORE SPANISH POLICE	1
POLICE ABILITY TO PREVENT DRUNK DRIVING	2
POLICE DEPT	1
POLICE PROFESSIONALISM	2
PUBLIC TRANSPORTATION AVAILABILITY	1
QUICKER/BETTER STREET MAINT	3
RENT OVER CHARGING STORES	2
RETREATS FOR SCHOOL/CITY OFFICIALS	1
SCHOOL OVER BUILDING	1
SEWER BACK UP	1
SIDEWALKS	1

## 2011 Winchester Community Survey

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**Q19a-2. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

<u>Q19a-2 2nd service</u>	<u>Q1a-2- Satisfaction with service</u>
SIDEWALKS BOSTED FROM TREE ROOTS	1
STORMWATER DRAIN ON WHITCLOCK AVE	1
STREET SURFACE/PED SAFETY	1
STUART ST NOT PAVED	1
TIMING OF TRAFFIC LIGHTS	2
TRAFFIC FLOW AT JUBALE	2
TRAFFIC SIGHT LINES MINIMIZE BLINDNESS	9
TRASH IN YARDS	9
TREE/LANDSCAPING/MAINT	9
USE BETTER LIGHTING THAN FLOURESCENT	1
WATER RUNOFF DURING STORMS	2
WHAT ABOUT THIS SURVEY WHATS THE COST	1

## 2011 Winchester Community Survey

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**Q19a-3. (If YES to Question #19) Please list the additional service(s) and rate your satisfaction for each item in the space provided below:**

Q19a-3 3rd service	Q19a-3- Satisfaction with service
30% DO NOT HAVE INTERNET ARE LEFT OUT	1
AVAILABILITY OF TRANSLATIONS	1
CITY ATTORNEY OVERPAID	1
CODE ENFORCEMENT FOR PARKED VEHICLES	1
DIFFERENT NEIGHORHOODS RECIEVE DIFFERENT SVC	1
DIRTY STREETS	1
DRINKING BEER IN FRONT YARDS	2
ENFORCEMENT OF PICKING UP AFTER PET	2
FRANK THE MALL COP	5
HISTORICAL SOCIETY OT HELP CITY IMPROVE	1
HOUSING CODES	2
KNOWLEDGEABLE OF CITY EMPLOYEES	1
LACK OF CITIZEN COMMENTS TO COUNCIL	2
LOWER WATER/UTILITY BILLS	2
NEW BLOCK TRAFFIC SIGNALS	4
NEW BUSINESS INCOMING	1
PERSONAL PROP & REAL TAX COST	1
POLICE COMMUNICATIONS W/THE PUBLIC	1
POLICE GIVE TICKET TO PEOPLE AT STOP SIGN	2
PROVIDING STREET TREES AND ON STREET PARKING	5
ROUTE 37 NEEDS TO BE FINISHED	9
SHOULD ALLOW 25-1 STUDY/TEACHER RATIO	1
SNOW PLOW SHOULD NOT OBSTRUCT CROSSWALKS	2
SPEEDERS ON INDAN ALLEY	1
STREET SWEEPING SIDE STREETS	1
TAXES	5
USE OF STREET PAVEMENT	1

## 2011 Winchester Community Survey

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### **Q20. What is your age?**

<u>Q20. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	8	1.3 %
25-34 years	38	6.1 %
35-44 years	101	16.2 %
45-54 years	146	23.5 %
55-64 years	147	23.6 %
65-74 years	100	16.1 %
75+ years	77	12.4 %
No Response	5	0.8 %
Total	622	100.0 %

### **Q20. What is your age? (without "no response")**

<u>Q20. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	8	1.3 %
25-34 years	38	6.2 %
35-44 years	101	16.4 %
45-54 years	146	23.7 %
55-64 years	147	23.8 %
65-74 years	100	16.2 %
75+ years	77	12.5 %
Total	617	100.0 %

## 2011 Winchester Community Survey

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### **Q21. What is your approximate annual household income?**

<u>Q21. Annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	54	8.7 %
\$20K-\$34,999	80	12.9 %
\$35K-\$49,999	71	11.4 %
\$50K-\$74,999	97	15.6 %
\$75K+	238	38.3 %
<u>Not Provided</u>	<u>82</u>	<u>13.2 %</u>
Total	622	100.0 %

### **Q21. What is your approximate annual household income? (without "not provided")**

<u>Q21. Annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	54	10.0 %
\$20K-\$34,999	80	14.8 %
\$35K-\$49,999	71	13.1 %
\$50K-\$74,999	97	18.0 %
\$75K+	238	44.1 %
Total	540	100.0 %

## 2011 Winchester Community Survey

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### **Q22. How would you describe your race/ethnicity?**

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	6	1.0 %
American Indian/Eskimo	8	1.3 %
African American/Black	31	5.0 %
Caucasian/White	544	87.5 %
Other	9	1.4 %
Not Provided	27	4.3 %
Total	625	

### **Q22. How would you describe your race/ethnicity? (without "not provided")**

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	6	1.0 %
American Indian/Eskimo	8	1.3 %
African American/Black	31	5.0 %
Caucasian/White	544	87.5 %
Other	9	1.4 %
Total	598	

### **Q22. Other**

Q22 Other

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HISPANIC

HISPANIC

HISPANIC

HISPANIC

ITALIAN/INDIAN

LATINA

MEXICAN

MIDDLE EASTERN

## 2011 Winchester Community Survey

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### **Q23. Are you of Hispanic, Latino, or other Spanish origin?**

<u>Q23. Hispanic, Latino, or other Spanish origin</u>	<u>Number</u>	<u>Percent</u>
Yes	23	3.7 %
No	575	92.4 %
No Response	24	3.9 %
Total	622	100.0 %

### **Q23. Are you of Hispanic, Latino, or other Spanish origin? (without "no response")**

<u>Q23. Hispanic, Latino, or other Spanish origin</u>	<u>Number</u>	<u>Percent</u>
Yes	23	3.8 %
No	575	96.2 %
Total	598	100.0 %

### **Q24. Gender:**

<u>Q24. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	247	39.7 %
Female	375	60.3 %
Total	622	100.0 %

*Section 6:*  
***Survey Instrument***

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Telephone: (540) 667-1815  
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TDD: (540) 722-0782  
Website: [www.winchesterva.gov](http://www.winchesterva.gov)

August 2011

Dear Winchester Resident:

**Your input on the enclosed survey is extremely important.** During the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, code enforcement, and others. To ensure that the City's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

**We appreciate your time.** We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence dozens of decisions that will be made about the City's future. Your responses will also allow City leaders to identify and address the many opportunities and challenges facing the community.

**Please return your survey sometime during the next week.** Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions, please call the City's Office of Public Information at (540) 667-1815. Thanks again for taking the time to better our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig Gerhart".

Craig Gerhart  
Winchester Interim City Manager

# Winchester, Virginia 2011 DirectionFinder® Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to the needs and concerns of residents. If you have questions, please call the Office of Public Information, (540) 667-1815.

1. Major services provided by the City of Winchester are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of public safety services (police, fire and rescue)	5	4	3	2	1	9
B.	Overall efforts to ensure the community is prepared for emergencies	5	4	3	2	1	9
C.	Overall maintenance of streets	5	4	3	2	1	9
D.	Overall effectiveness of communication by Winchester city government	5	4	3	2	1	9
E.	Overall quality of water utility services	5	4	3	2	1	9
F.	Overall quality of wastewater (or sanitary sewer) utility services	5	4	3	2	1	9
G.	Overall quality of public (bus) transportation services	5	4	3	2	1	9
H.	Quality of parks and recreation facilities	5	4	3	2	1	9
I.	Quality of recreation programs	5	4	3	2	1	9
J.	Quality of customer service provided by city employees	5	4	3	2	1	9
K.	Management of traffic flow on city streets	5	4	3	2	1	9
L.	Quality of public schools	5	4	3	2	1	9
M.	Efforts to revitalize downtown	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

3. Several items that may influence your perception of Winchester are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall value that you receive for your local tax dollars and fees	5	4	3	2	1	9
B.	Overall quality of services provided by the city	5	4	3	2	1	9
C.	Overall quality of life in Winchester	5	4	3	2	1	9
D.	How well the city is managing growth	5	4	3	2	1	9

4. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	Availability of City recreation facilities	5	4	3	2	1	9
E.	Outdoor athletic facilities (e.g., tennis, soccer, baseball, and football)	5	4	3	2	1	9
F.	Availability of information about recreation programs	5	4	3	2	1	9
G.	Quality of recreation programs for youth	5	4	3	2	1	9
H.	Quality of recreation programs for adults	5	4	3	2	1	9
I.	Quality of recreation programs for seniors	5	4	3	2	1	9

5. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 4 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

6. **Public Safety.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police protection	5	4	3	2	1	9
B.	Visibility of police in neighborhoods	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	Efforts by the city to prevent crime	5	4	3	2	1	9
E.	Police efforts to reduce gang related activity	5	4	3	2	1	9
F.	Overall quality of fire services	5	4	3	2	1	9
G.	Overall quality of emergency medical service	5	4	3	2	1	9
H.	How quickly fire and emergency medical services personnel respond	5	4	3	2	1	9
I.	Amount of street lighting	5	4	3	2	1	9
J.	Visibility of Police in Downtown Winchester	5	4	3	2	1	9

7. Which TWO of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 6 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

8. **Feeling of Safety.** Using a scale of 1 to 5, where 5 means “very safe” and 1 means “very unsafe,” please rate how safe you feel in the following situations:

<b>How Safe do you feel when you are:</b>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	In City parks during the day	5	4	3	2	1	9
D.	In City parks after dark	5	4	3	2	1	9
E.	In Downtown Winchester during the day	5	4	3	2	1	9
F.	In Downtown Winchester after dark	5	4	3	2	1	9
G.	In Commercial/retail areas of the City outside of downtown	5	4	3	2	1	9

9. **Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with the:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Condition of major City streets	5	4	3	2	1	9
B. Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C. Condition of street signs/traffic signals	5	4	3	2	1	9
D. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
E. Attractiveness of streetscapes/ medians	5	4	3	2	1	9
F. Maintenance of City street lighting	5	4	3	2	1	9
G. Cleanliness of public areas	5	4	3	2	1	9
H. Cleanliness of stormwater drains in your neighborhood	5	4	3	2	1	9
I. Snow removal on major city streets	5	4	3	2	1	9
J. Snow removal on streets in your neighborhood	5	4	3	2	1	9
K. Cleanliness of downtown Winchester	5	4	3	2	1	9

10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 9 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

11. **Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Availability of information about city services and activities	5	4	3	2	1	9
B. Timeliness of information provided by the City	5	4	3	2	1	9
C. Efforts to keep you informed about local issues	5	4	3	2	1	9
D. The quality of the City's social media (e.g. facebook, twitter)	5	4	3	2	1	9
E. The quality of the City's website	5	4	3	2	1	9
F. Quality of information/content on City's website	5	4	3	2	1	9
G. Ease of use/navigation on the City's website	5	4	3	2	1	9
H. Ease of paying bills, applying for applications or permits, etc. on the City's website	5	4	3	2	1	9
I. Opportunity to be involved in local decisions	5	4	3	2	1	9

12. Which TWO of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 11 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

13. **Code Enforcement.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the clean up of junk and debris on private property in your community	5	4	3	2	1	9
B.	Enforcing the cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcing sign regulations	5	4	3	2	1	9
E.	Enforcing overcrowding regulations (too many people living in a home)	5	4	3	2	1	9
F.	Efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9
G.	Enforcing the removal of dilapidated housing and blighted property	5	4	3	2	1	9

14. **Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?** [Write in the letters below using the letters from the list in Question 13 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

15. **Utility Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Efforts to promote water conservation and protect water resources	5	4	3	2	1	9
E.	Household hazardous waste disposal service ( e.g. paint, oil)	5	4	3	2	1	9

16. **Which TWO of the utility services listed above do you think should receive the most emphasis from City leaders over the next two years?** [Write in the letters below using the letters from the list in Question 15 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

17. Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate Winchester with regard to the following:

<i>How would you rate the City of Winchester as a:</i>		<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't Know</i>
A.	Place to live	5	4	3	2	1	9
B.	Place to work	5	4	3	2	1	9
C.	Place to raise children	5	4	3	2	1	9
D.	Direction that the City is currently moving	5	4	3	2	1	9

**18. Customer Service.** Have you contacted the City of Winchester with a question, problem, or complaint in the past year?

\_\_\_(1) Yes [answer Question 18a-c]      \_\_\_(2) No

**18a-c.** [Only if "YES"] Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. The accuracy of the information and the assistance you were given	5	4	3	2	1	9
B. How quickly City staff responded to your request	5	4	3	2	1	9
C. How well your issue was handled	5	4	3	2	1	9

**19. Are there any other city services that you would have like to rate that were not included in this survey?**

\_\_\_(1) Yes – answer 19a      \_\_\_(2) No

**19a.** [If YES to #19] Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

<i>List Additional Services You Would Like to Rate in the Space Below</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	5	4	3	2	1	9
2.	5	4	3	2	1	9
3.	5	4	3	2	1	9

**20. What is your age?**

\_\_\_(1) 18-24 years      \_\_\_(4) 45-54 years      \_\_\_(6) 65-74 years  
 \_\_\_(2) 25-34 years      \_\_\_(5) 55-64 years      \_\_\_(7) 75+ years  
 \_\_\_(3) 35-44 years

**21. What is your approximate annual household income?**

\_\_\_(1) under \$20,000      \_\_\_(3) \$35,000-\$49,999      \_\_\_(5) \$75,000 +  
 \_\_\_(2) \$20,000-\$34,999      \_\_\_(4) \$50,000-\$74,999      \_\_\_(9) Not provided

**22. How would you describe your race/ethnicity?**

\_\_\_(1) Asian/Pacific Islander      \_\_\_(4) Caucasian/White  
 \_\_\_(2) American Indian/Eskimo      \_\_\_(5) Other: \_\_\_\_\_  
 \_\_\_(3) African American/Black      \_\_\_(9) Not provided

**23. Are you of Hispanic, Latino, or other Spanish origin?** \_\_\_(1) Yes      \_\_\_(2) No

**24. Gender:** \_\_\_(1) Male      \_\_\_(2) Female

**This concludes the survey. Thank you for your time!**

Please Return Your Completed 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 printed on your address sticker will ONLY be used to help identify the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information.