
***2008 DirectionFinder® Survey
Draft Report Findings***

Submitted to:
The City of Winchester, VA



By

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2008 DirectionFinder[®] Survey

Executive Summary Report

Overview and Methodology

During the summer of 2008, ETC Institute administered a DirectionFinder[®] survey for the City of Winchester. The purpose of the survey 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.

The five-page survey was administered by phone and mail to a random sample of 1,019 households in the City. The results for the random sample of 1,019 households have a 95% level of confidence with a precision of at least +/- 3.0%.

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.

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.*”

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 (85%), the quality of wastewater utility services (78%), the quality of parks and recreation services (77%) and the quality of water utilities (76%). Residents were least satisfied with the management of traffic flow on City streets (33%).
- **Services that residents thought should receive the most emphasis from City leaders over the next two years.** The three City services that residents thought were the most important for the City to emphasize over the next two years were: (1) the management of traffic flow, (2) the maintenance of City streets and (3) the quality of public safety services.
- **Quality of Life in the City.** Seventy-nine percent (79%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 15% were “neutral” and only 6% were “dissatisfied.” In addition, eighty-one percent (81%) of residents felt Winchester was an “excellent” or “good” place to live; 13% were neutral and only 6% felt it was a “poor” place to live.
- **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 (80%), the number of parks (66%), the availability of information about programs (63%) and the quality of youth recreation programs (62%). Residents were least satisfied with walking and biking trails in the City (40%).
- **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 (89%), the quality of emergency medical services (88%), and how quickly fire and emergency medical service personnel respond to emergencies (88%). Residents were least satisfied with the City’s efforts to reduce gang related activity (55%).
- **Perceptions of Safety in Winchester.** Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion*, felt most safe walking in their neighborhood during the day (92%) and walking in their neighborhood at night (55%). Residents felt most unsafe (a combined percentage of “very unsafe” and “unsafe” responses) in City Parks (35%).

- **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: snow removal on City streets (70%), the condition of street signs and traffic signals (69%) and the condition of neighborhood streets (68%). Residents were least satisfied with the condition of sidewalks (43%)

- **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 availability of information about City services and activities (59%), the quality of the City’s website (54%) and the timeliness of information provided by the City (53%). Residents were least satisfied with the public’s ability to be involved in local decisions (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 (49%), and the enforcement of the clean up of litter and debris on private property (44%). Residents were least satisfied with the enforcement of overcrowding regulations (27%).

- **Utility Services.** The highest levels of satisfaction with the City’s utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: curbside recycling services (87%) and residential trash collection services (86%). Residents were least satisfied with bulky item pick up and removal services (46%).

- **City Customer Service.** The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the accuracy of the information and assistance given (72%) and the how quickly staff responded to residents’ requests (67%).

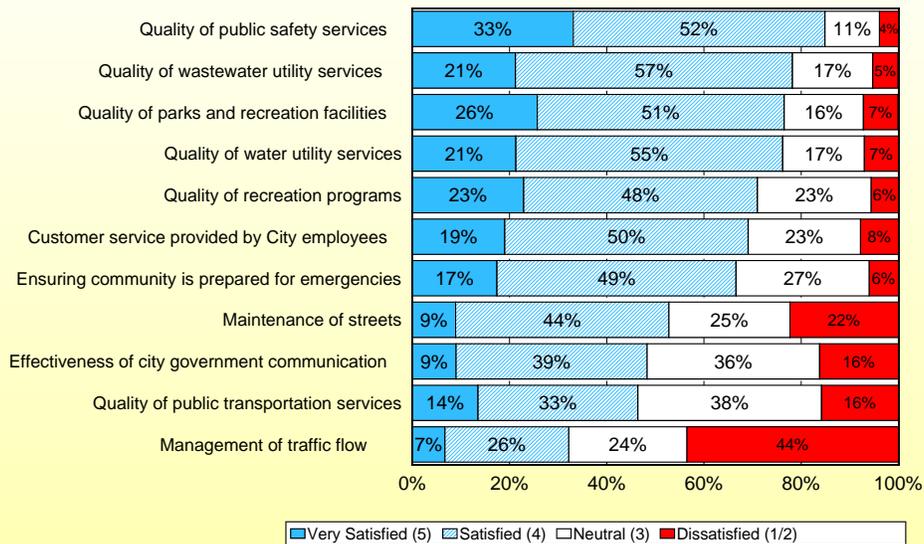
Section 1:
Charts and Graphs

OVERALL RATINGS

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Overall Satisfaction With City Services by Major Category

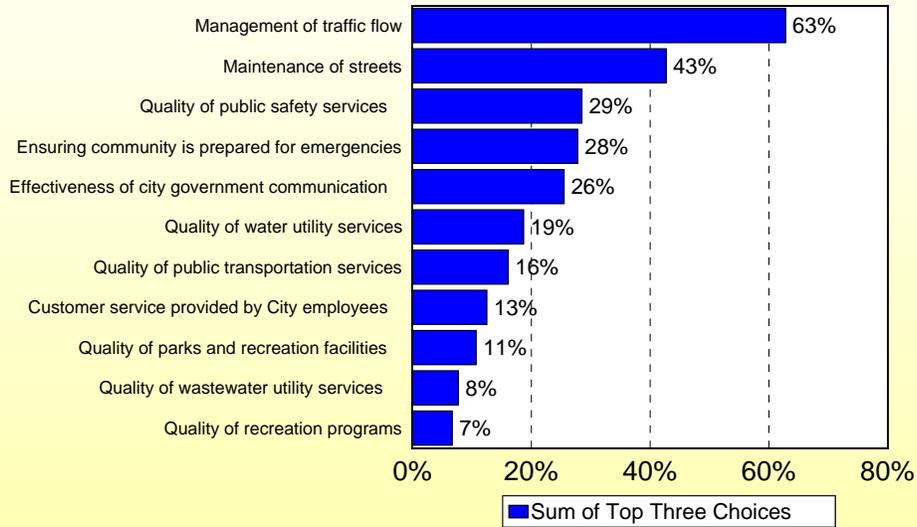
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

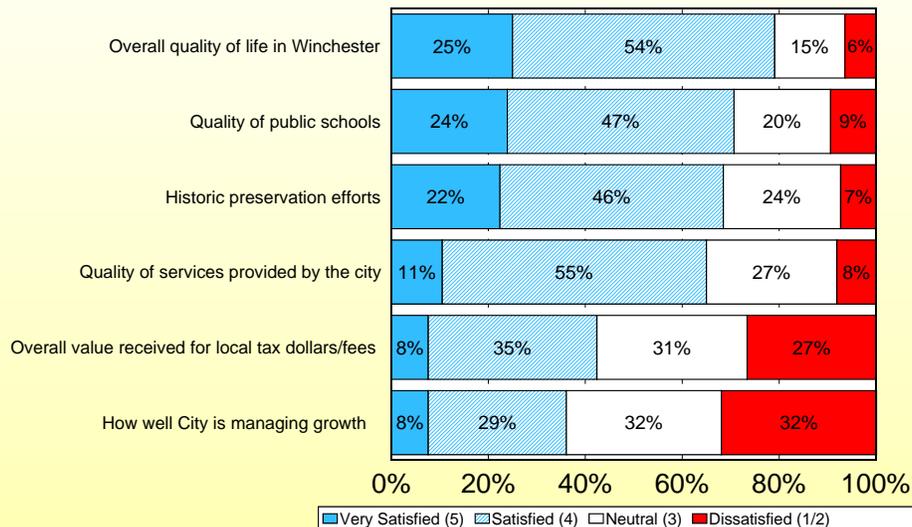
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction With Items That Influence the Perception Residents Have of the City

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



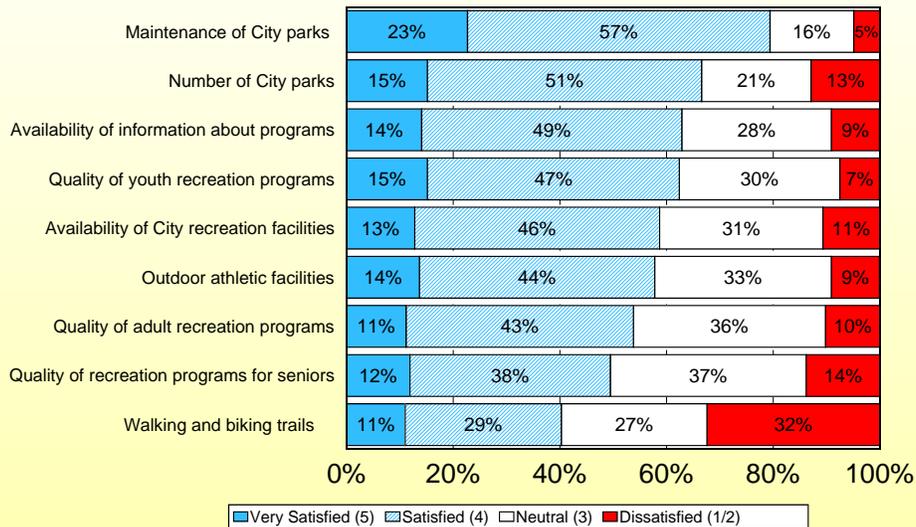
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

PARKS & RECREATION

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Various Aspects of Parks and Recreation

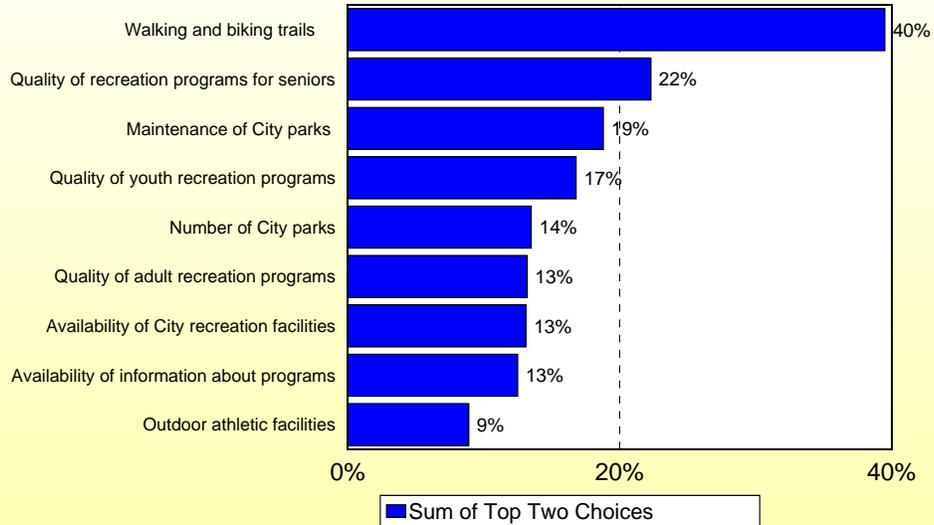
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

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

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



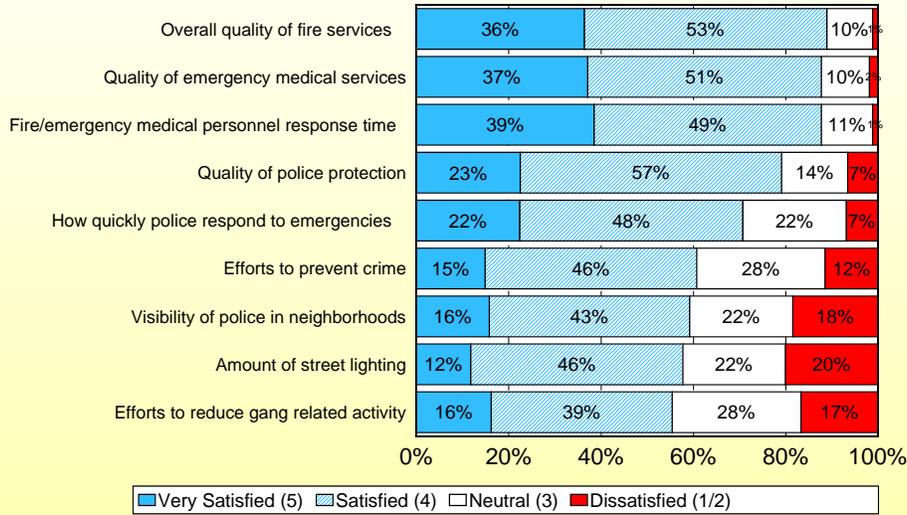
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

PUBLIC SAFETY

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Various Aspects of Public Safety

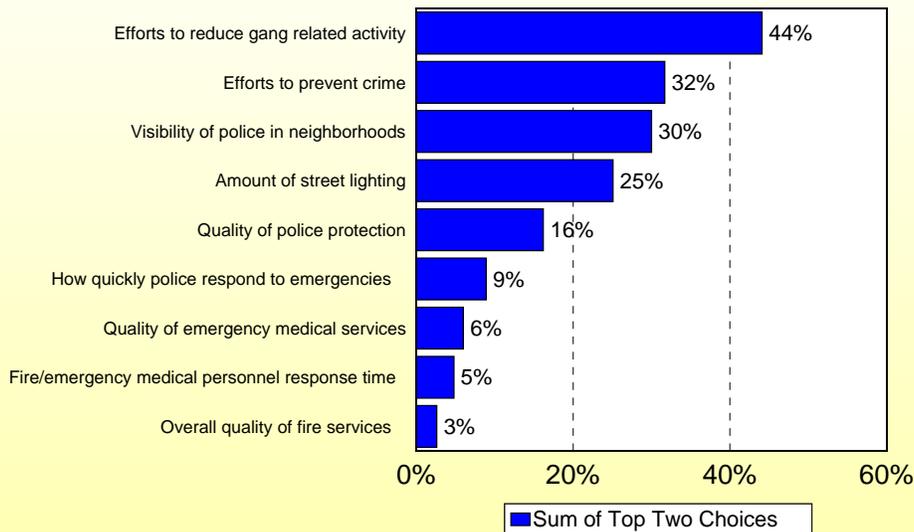
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

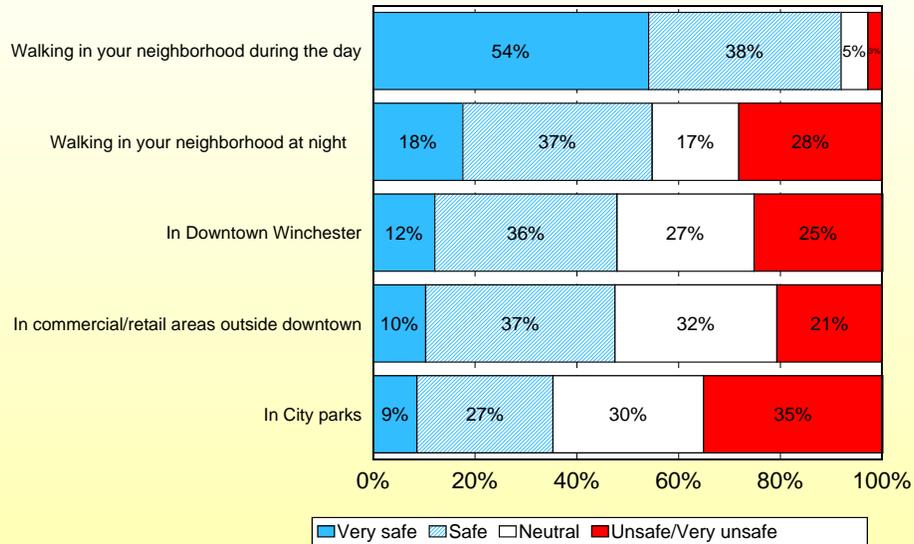
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

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)



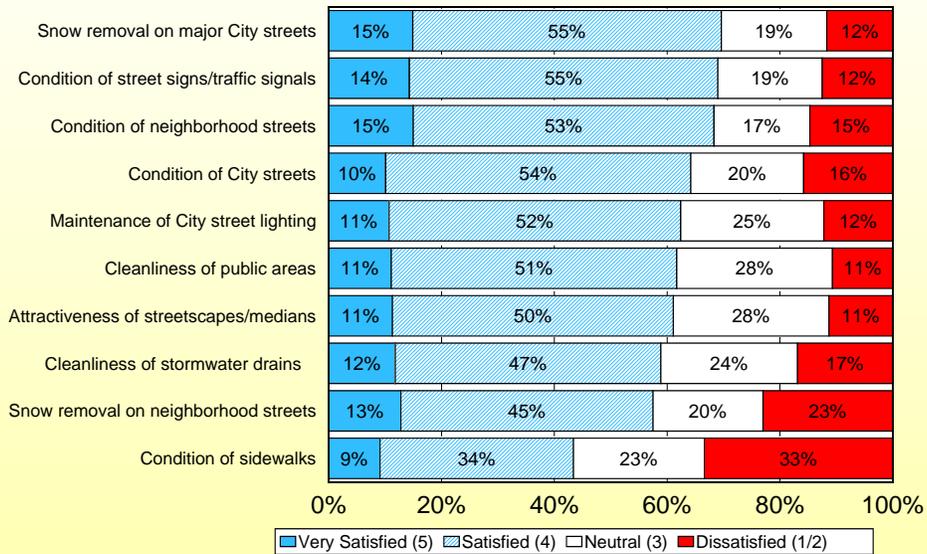
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

CITY MAINTENANCE

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Various Aspects of City Maintenance

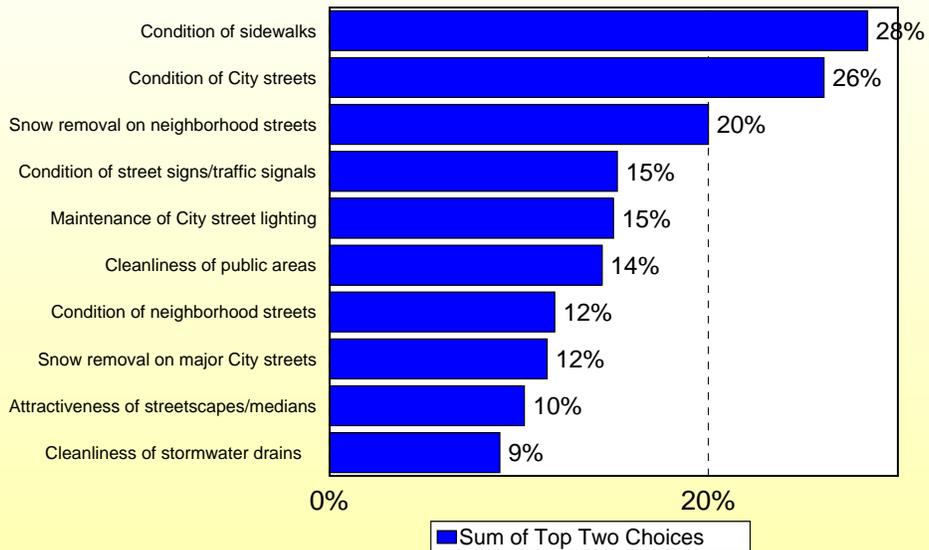
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



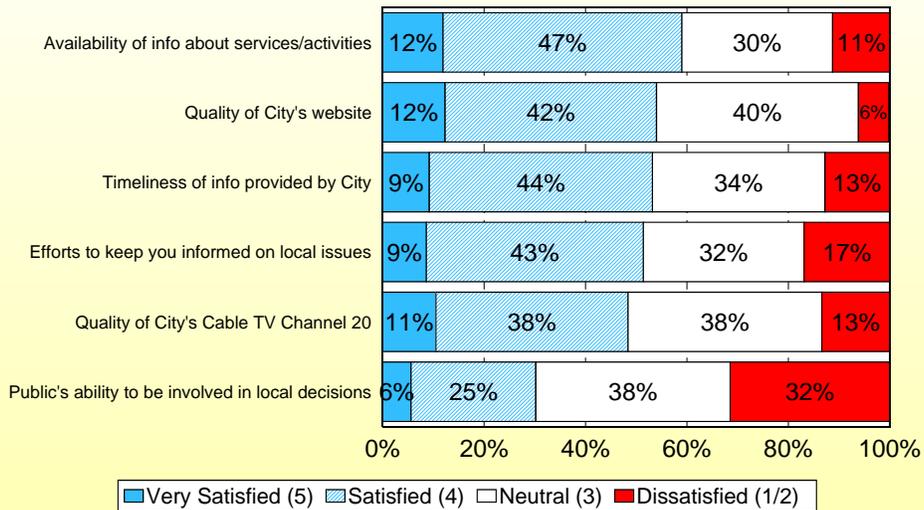
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

CITY COMMUNICATIONS

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Various Aspects of City Communications

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



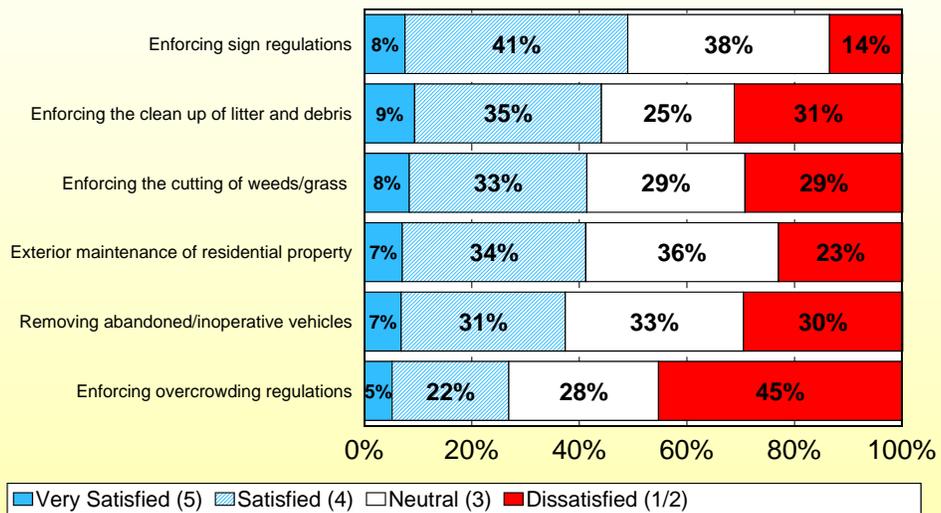
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

CODE ENFORCEMENT

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Code Enforcement

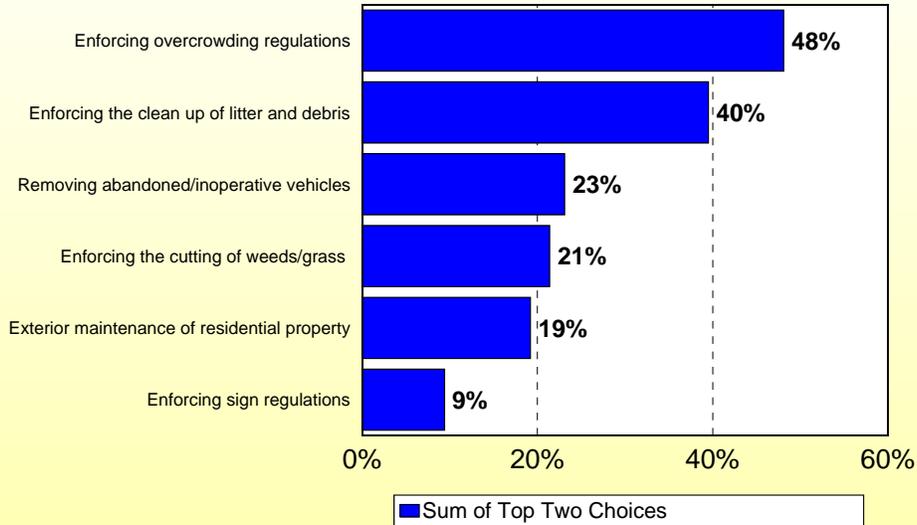
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (*excluding don't knows*)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Codes Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

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



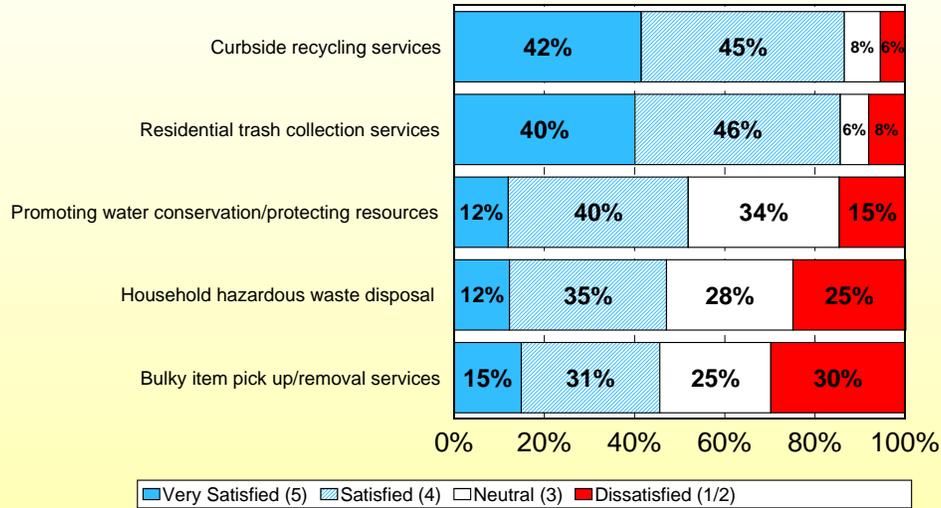
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Utility Services

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Utility Services

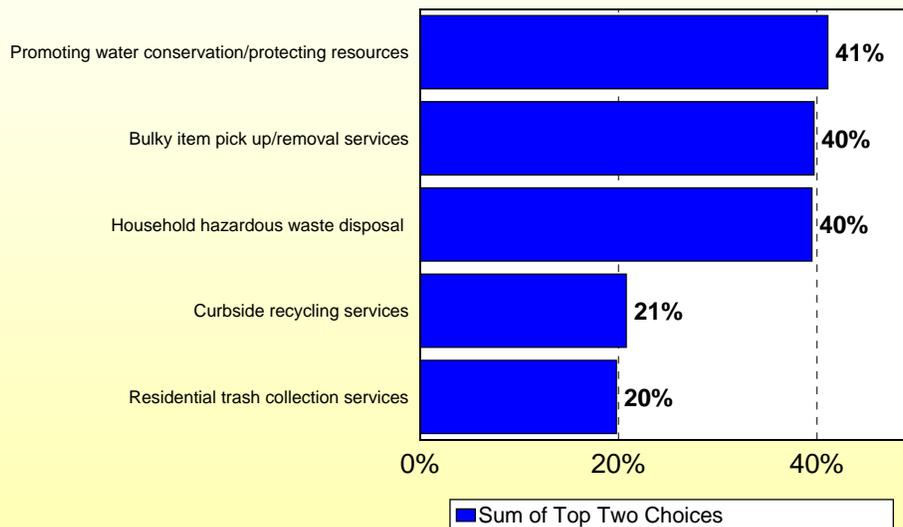
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Utility Services That Should Receive the Most Emphasis Over the Next Two Years

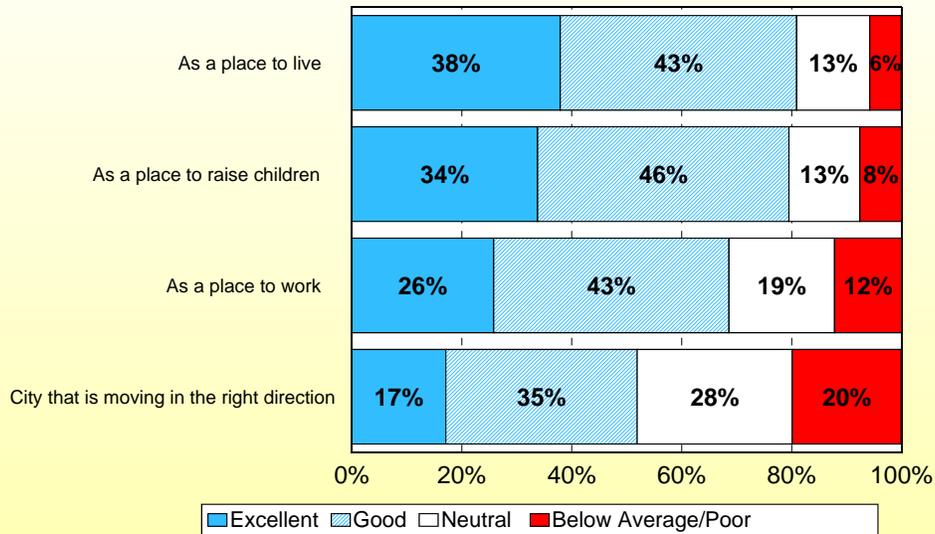
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

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)



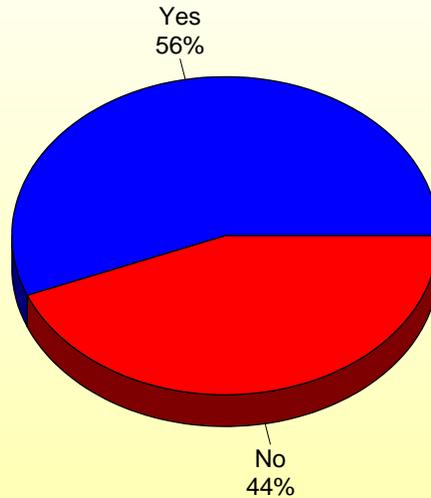
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Customer Service

Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Have You Called or Visited the City of Winchester with a Question, Problem, or Complaint During the Past year?

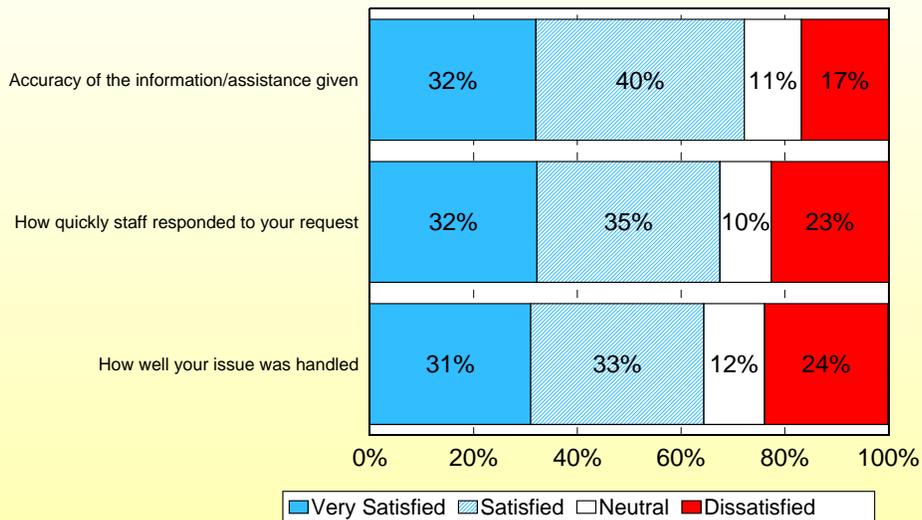
by percentage of respondents



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Satisfaction with Various Aspects of Customer Service From Government Employees

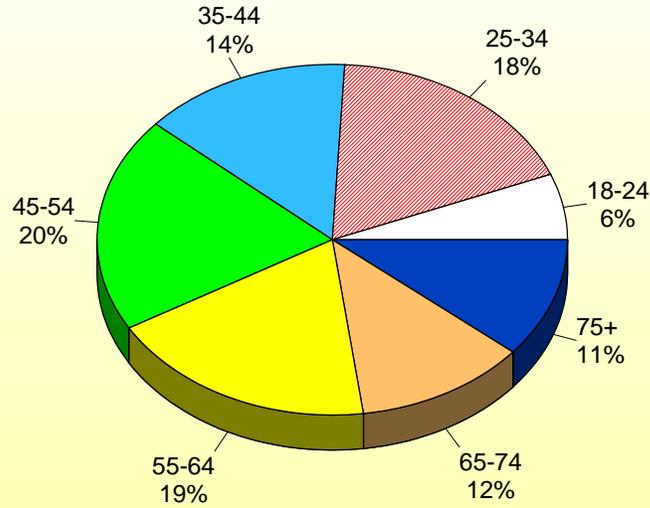
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Demographics: Age of Respondents

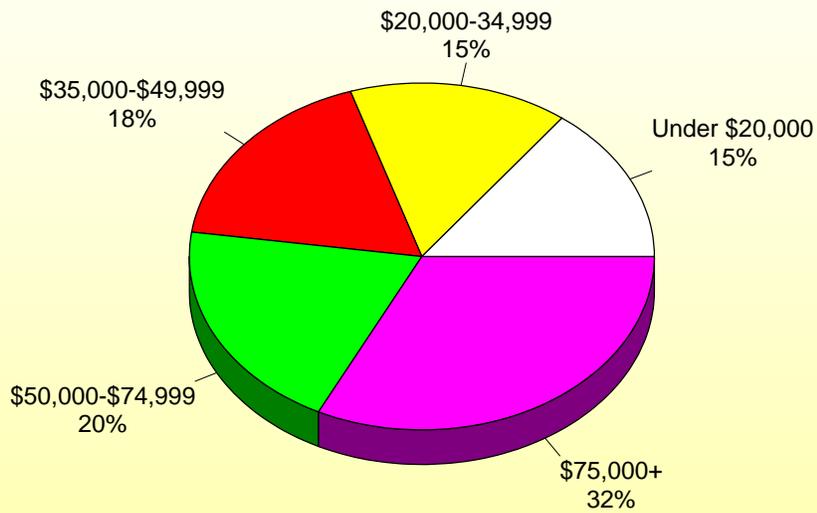
by percentage of respondents



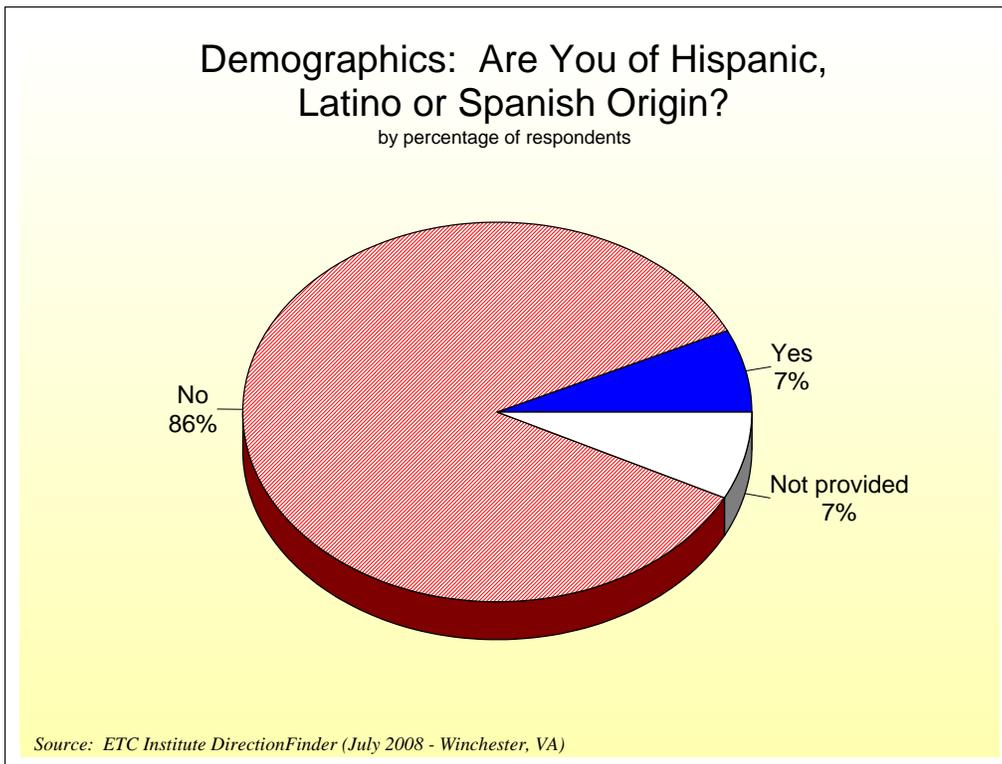
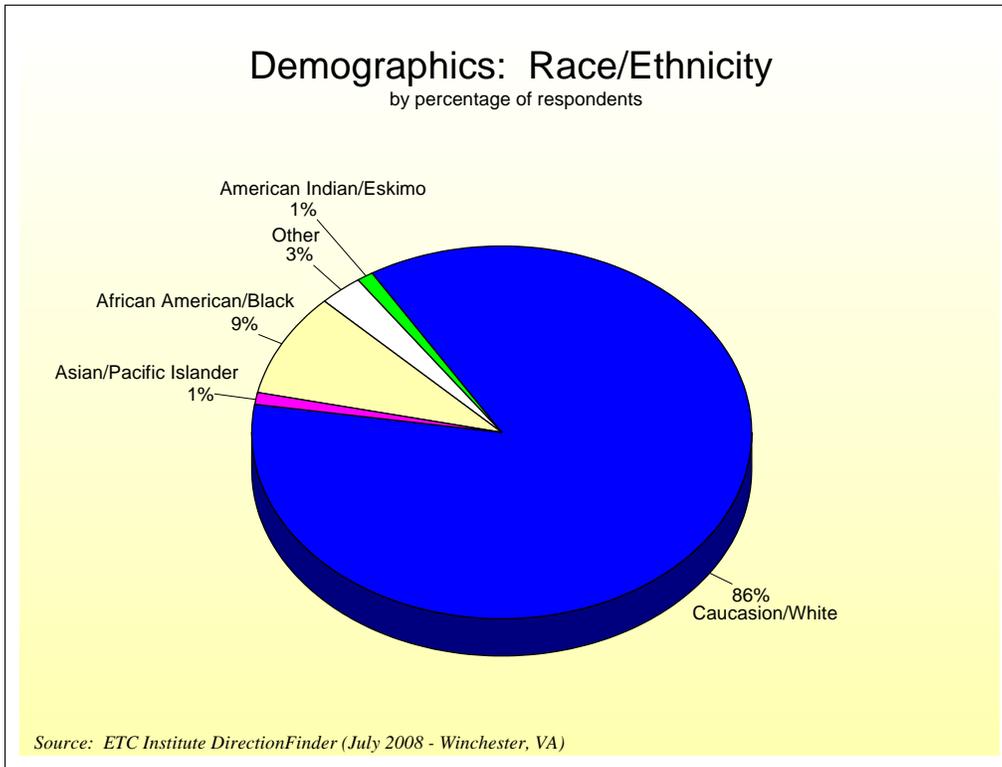
Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Demographics: Total Annual Household Income

by percentage of respondents

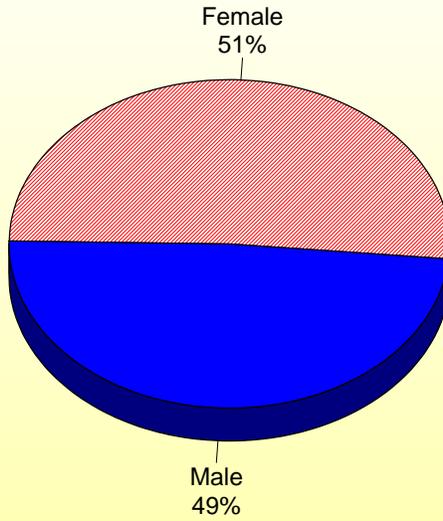


Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)



Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (July 2008 - Winchester, VA)

Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2008 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 of 1999, the survey has been administered in more than 100 cities in 21 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2005 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 medium sized cities (population of 20,000 to 199,999). The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services. The 20 cities included in the performance comparisons that are shown in this report are listed below.

- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- Tamarac, Florida
- West Des Moines, Iowa

Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The two sets of charts are briefly described below:

- On the first set of charts, the blue bars show the results for Winchester and the red bars show the results of a national survey that was conducted by ETC Institute in September 2007.
- On the second set of charts, the mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute's national survey for residents who live in cities with a population of 20,000 to 199,999. The actual ratings for Winchester are listed to the right of each chart. The dot on each bar shows how the results for Winchester compare to the other communities where the *DirectionFinder*® survey has been administered.

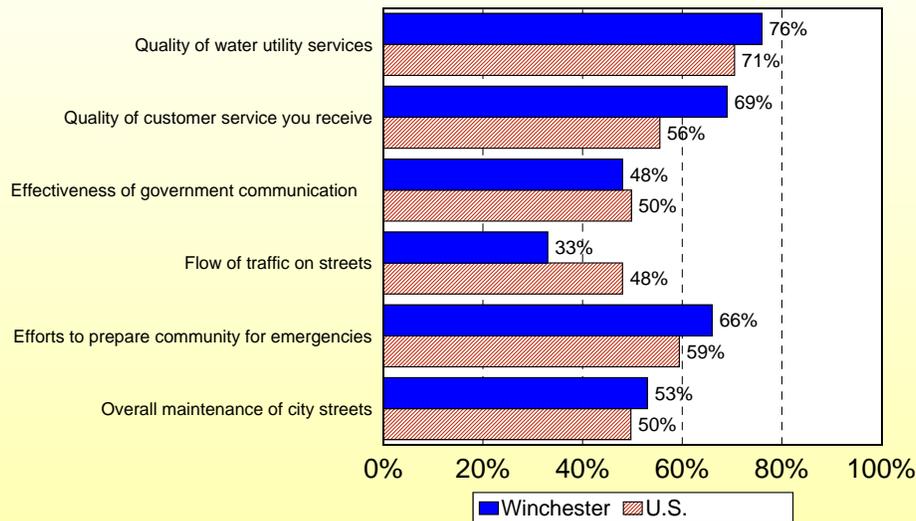
National Benchmarks

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.

Source: ETC Institute (2008)

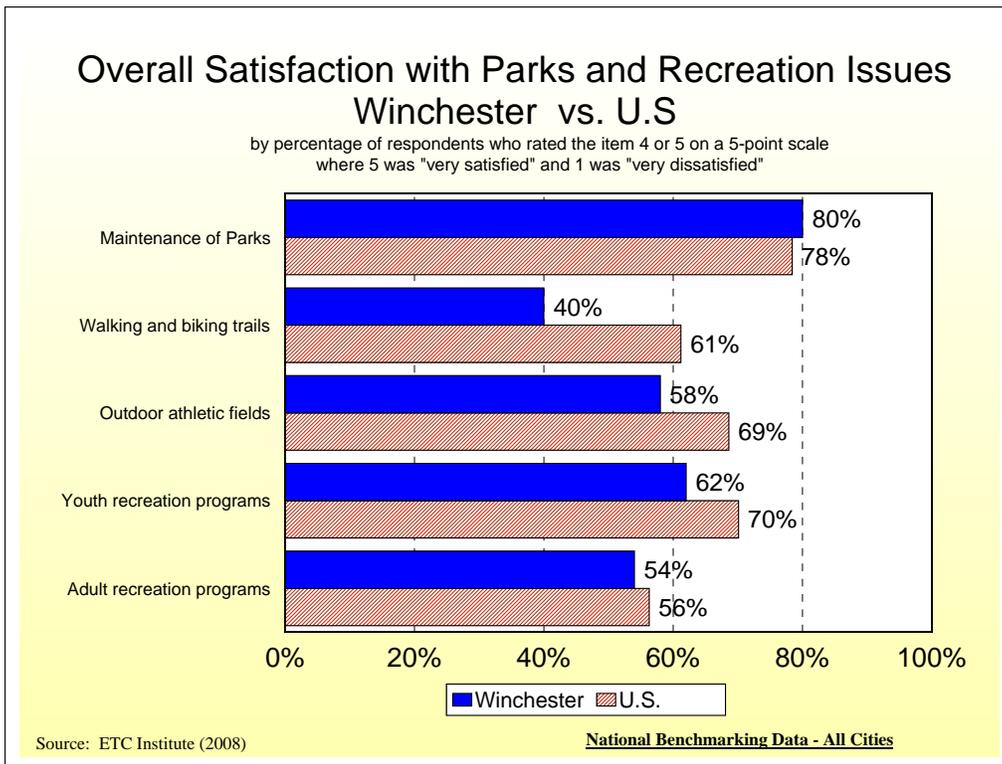
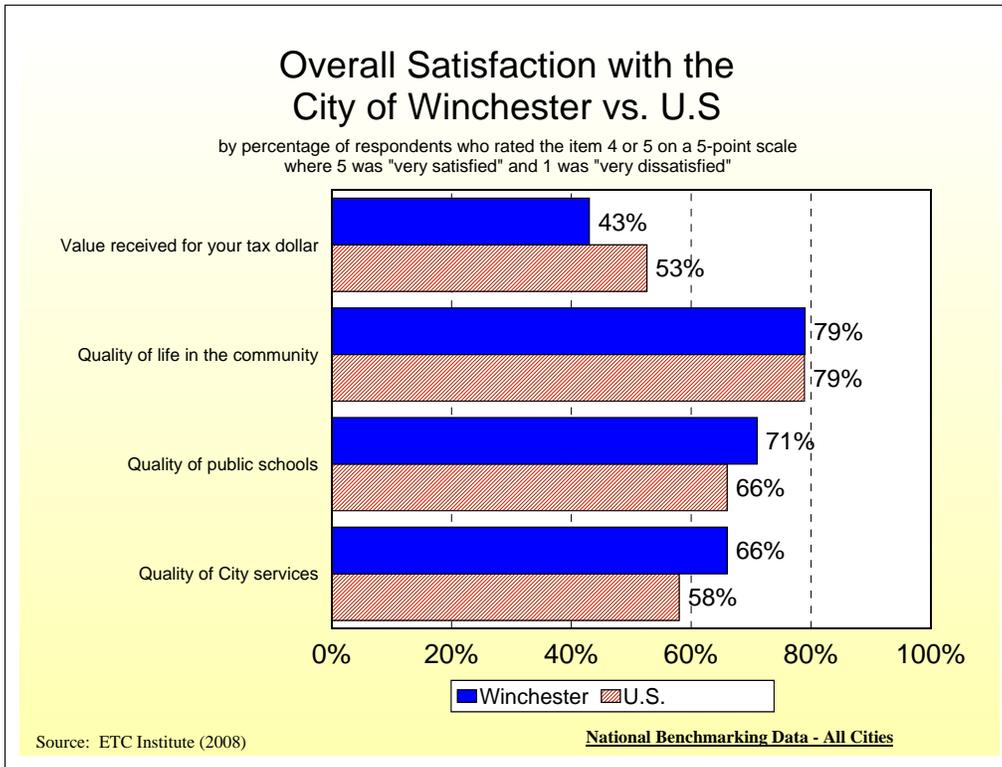
Overall Satisfaction with City Services Winchester vs. U.S

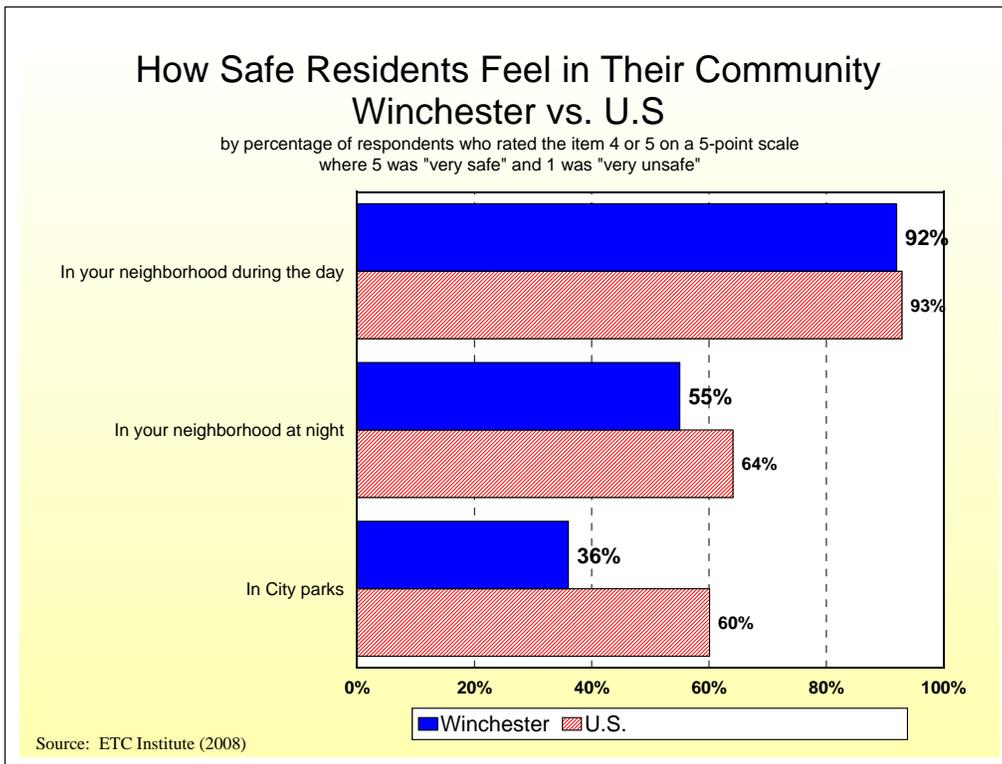
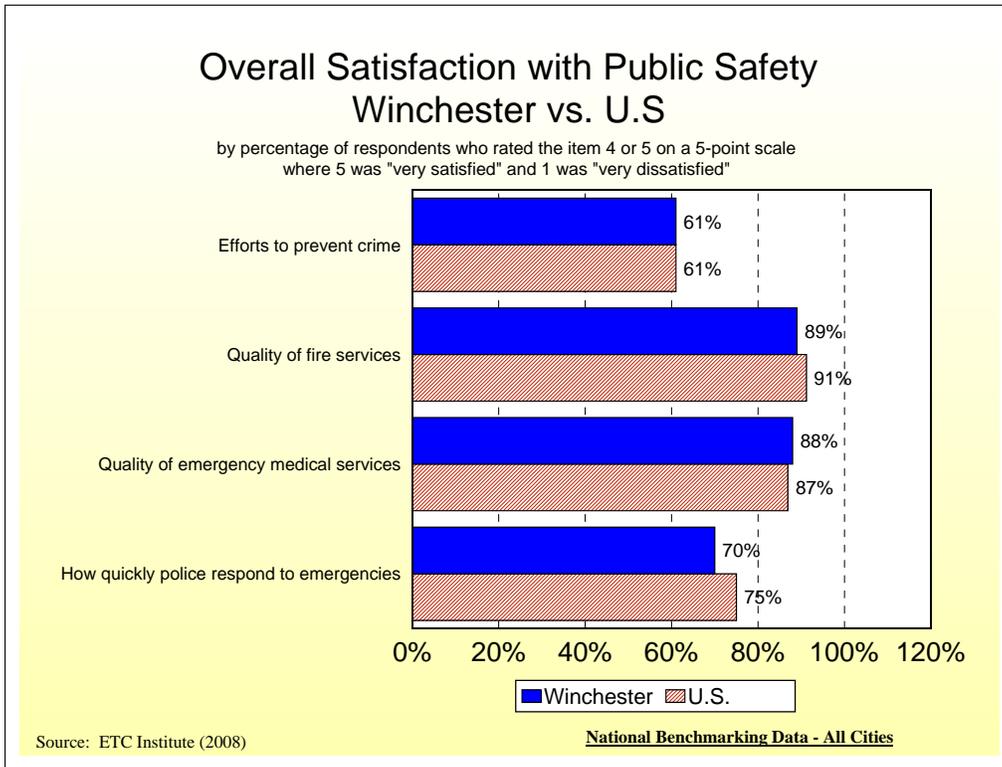
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"

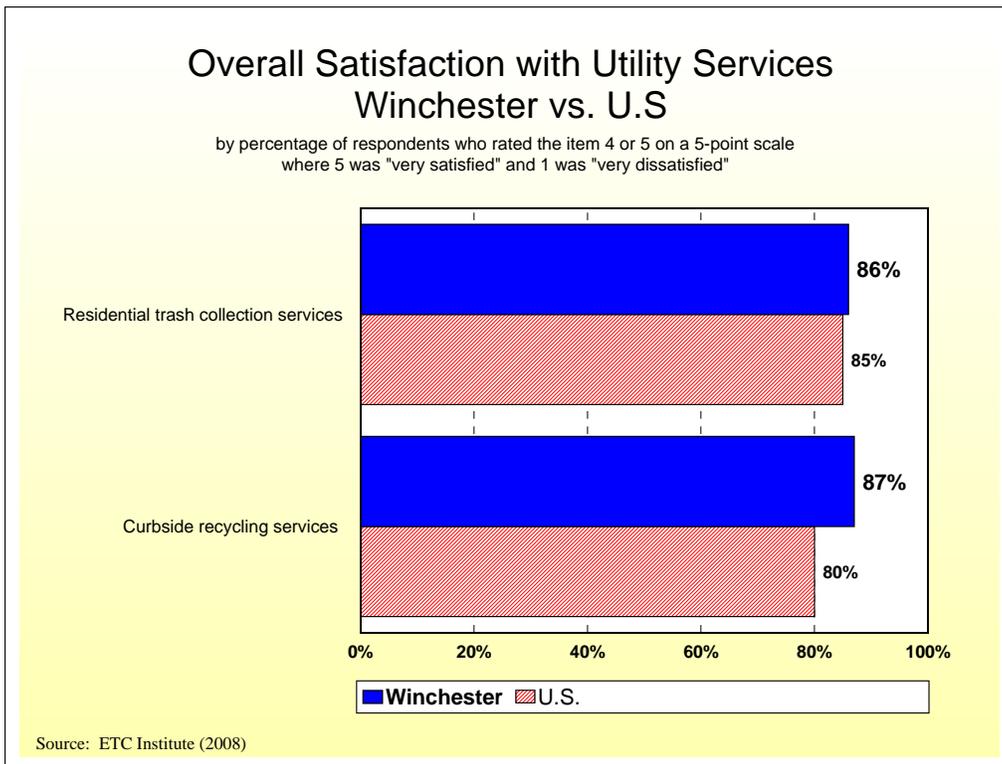
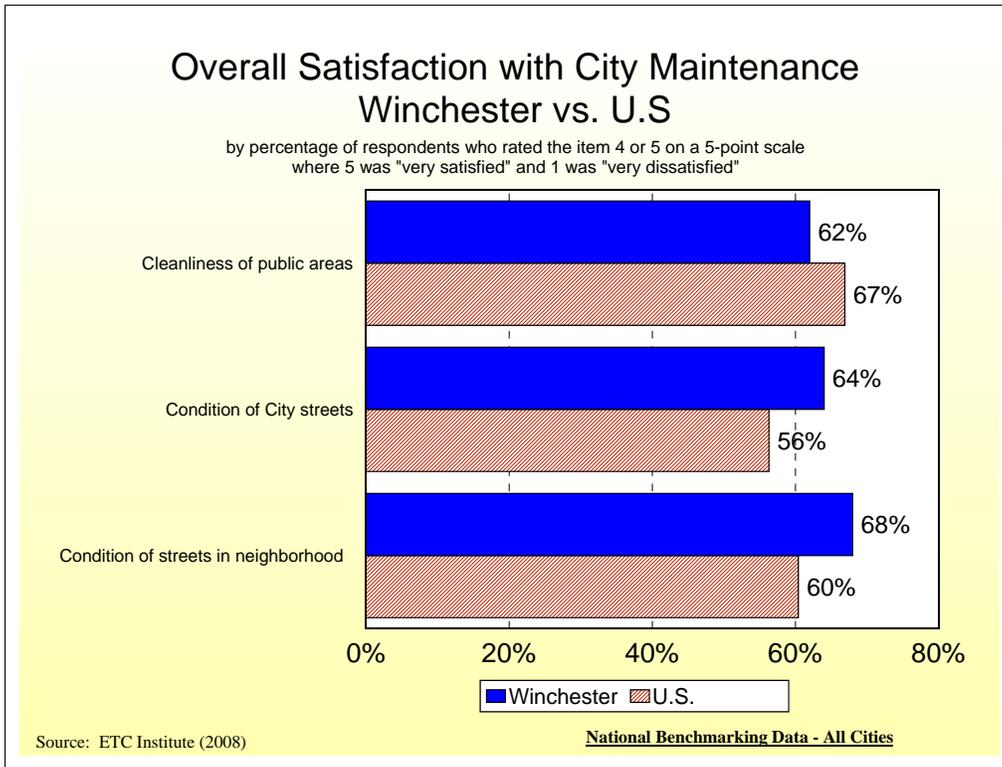


Source: ETC Institute (2008)

National Benchmarking Data - All Cities





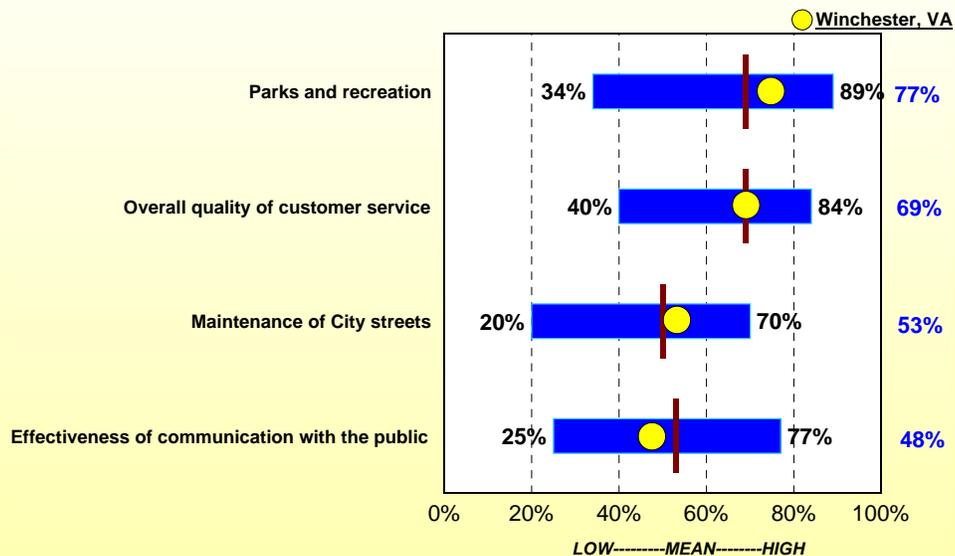


Community Benchmarks (populations of 20,000-199,999)

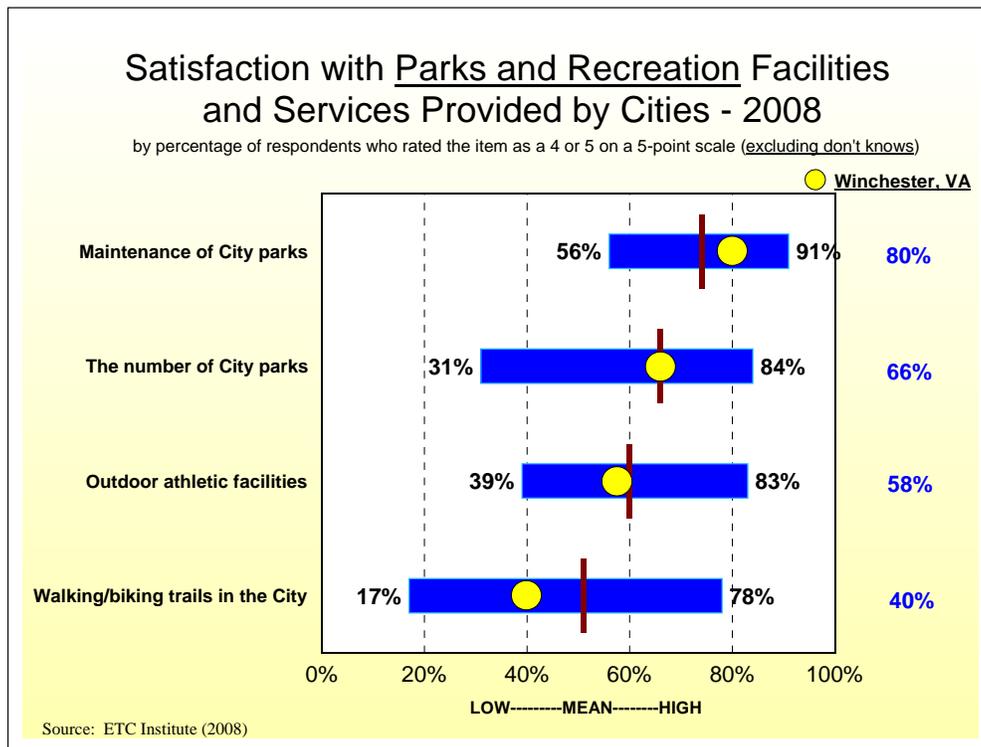
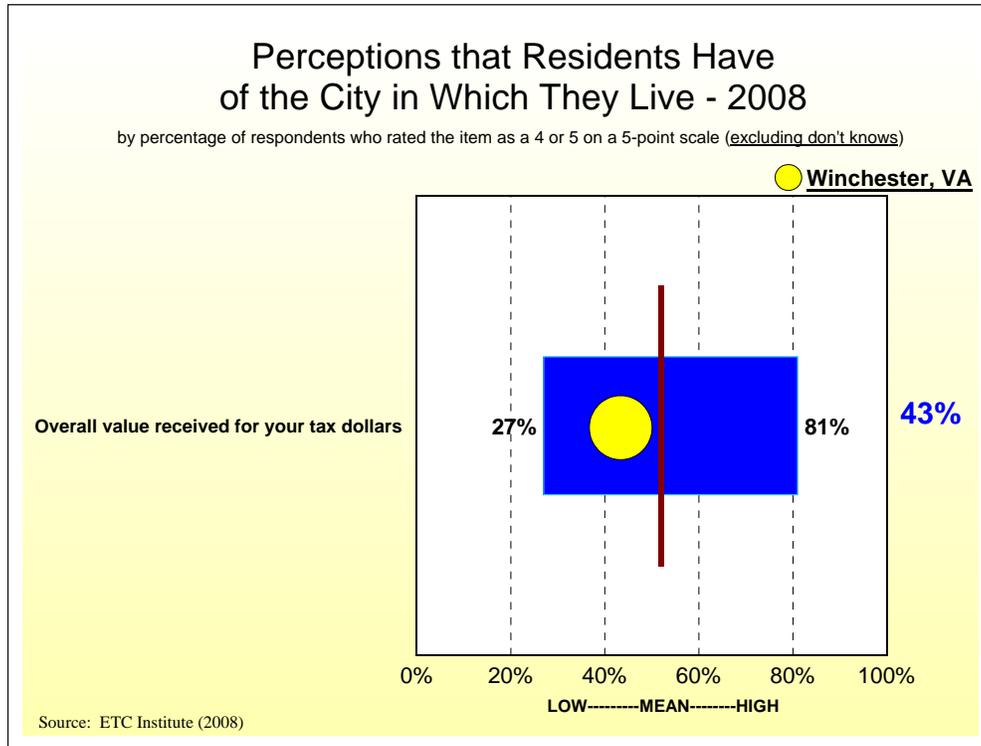
Source: ETC Institute (2008)

Overall Satisfaction With City Services by Major Category - 2008

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

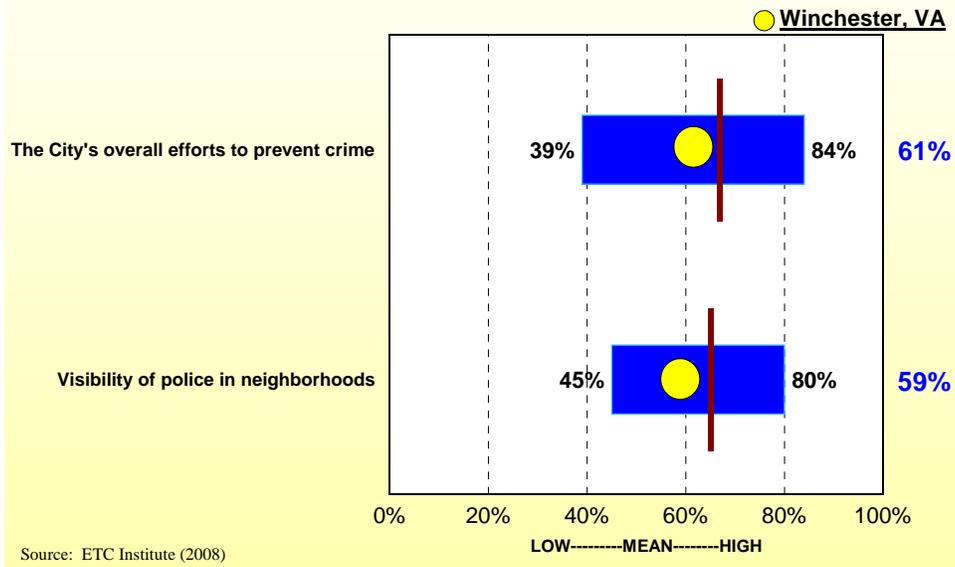


Source: ETC Institute (2008)



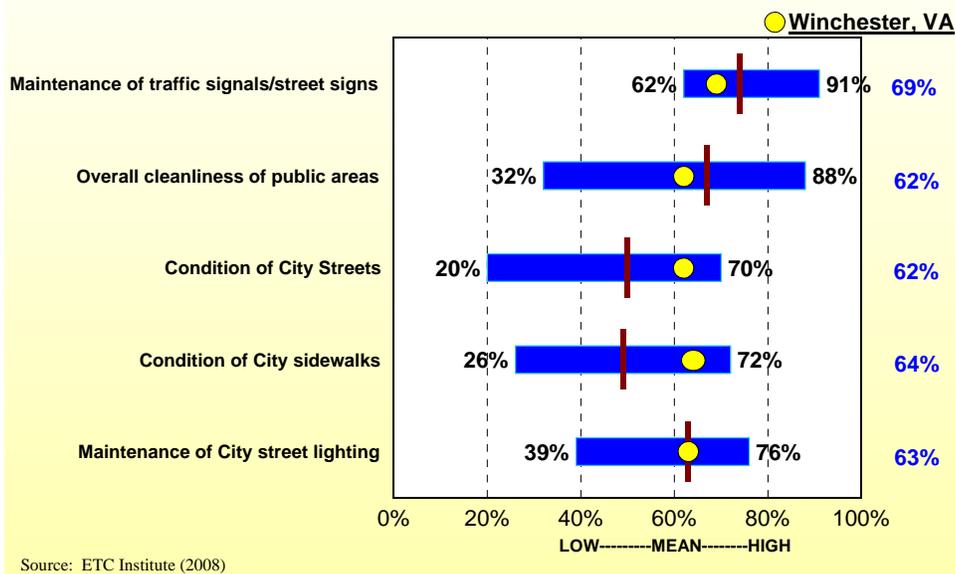
Satisfaction with Various Public Safety Services Provided by Cities - 2008

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



Satisfaction with Maintenance Services Provided by Cities - 2008

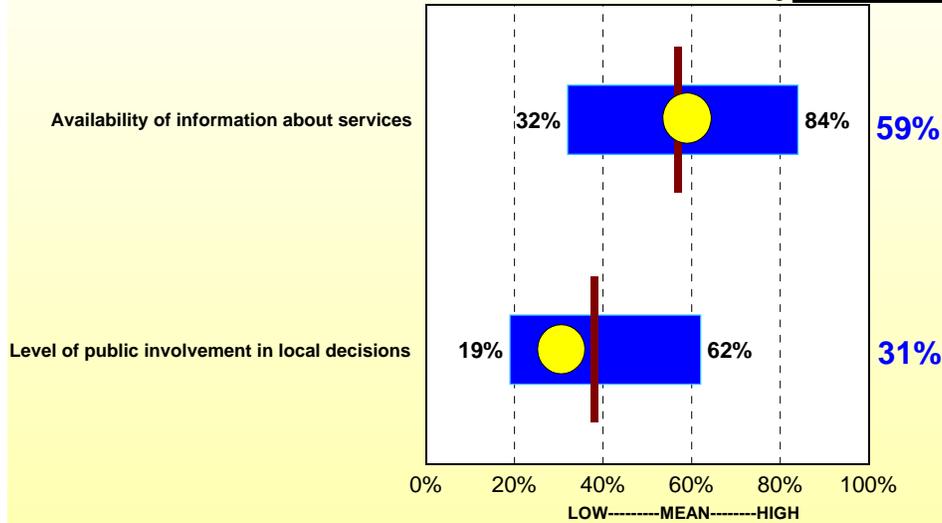
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Satisfaction with Various Aspects of City Communications - 2008

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

● Winchester, VA

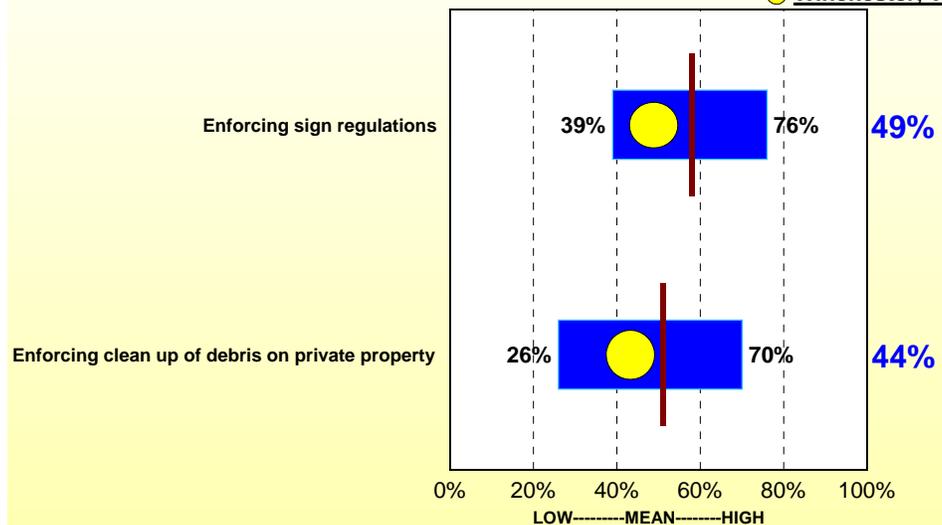


Source: ETC Institute (2008)

Satisfaction with Code Enforcement by Cities - 2008

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

● Winchester, VA



Source: ETC Institute (2008)

Section 3:
Importance-Satisfaction Analysis

2008 Importance-Satisfaction Analysis

Winchester, Virginia

Overview

Today, City 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 (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction 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. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding >"don't know"=). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Sixty-three percent (63%) 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 eleventh overall with 33% rating the *management of traffic flow* as an "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, 63% was multiplied by 67% (1-0.33). This calculation yielded an I-S rating of 0.4221, which was ranked first out of the eleven major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize 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.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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 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
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow	63%	1	33%	11	0.4221	1
Maintenance of streets	43%	2	53%	8	0.2021	2
<u>High Priority (IS .10-.20)</u>						
Effectiveness of city government communication	26%	5	48%	9	0.1352	3
<u>Medium Priority (IS <.10)</u>						
Ensuring community is prepared for emergencies	28%	4	66%	7	0.0952	4
Quality of public transportation services	16%	7	47%	10	0.0848	5
Quality of water utility services	19%	6	76%	4	0.0456	6
Quality of public safety services	29%	3	85%	1	0.0435	7
Customer service provided by City employees	13%	8	69%	6	0.0403	8
Quality of parks and recreation facilities	11%	9	77%	3	0.0253	9
Quality of recreation programs	7%	11	71%	5	0.0203	10
Quality of wastewater utility services	8%	10	78%	2	0.0176	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, 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
<u>Very High Priority (IS >.20)</u>						
Walking and biking trails	40%	1	40%	9	0.2400	1
<u>High Priority (IS .10-.20)</u>						
Quality of recreation programs for seniors	22%	2	50%	8	0.1100	2
Quality of youth recreation programs	17%	4	62%	4	0.1100	3
<u>Medium Priority (IS <.10)</u>						
Quality of adult recreation programs	13%	6	54%	7	0.0598	4
Availability of City recreation facilities	13%	7	59%	5	0.0533	5
Availability of information about programs	13%	8	63%	3	0.0481	6
Number of City parks	14%	5	66%	2	0.0476	7
Maintenance of City parks	19%	3	80%	1	0.0380	8
Outdoor athletic facilities	9%	9	58%	6	0.0378	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, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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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
<u>High Priority (IS .10-.20)</u>						
Efforts to reduce gang related activity	44%	1	55%	9	0.1980	1
Efforts to prevent crime	32%	2	61%	6	0.1248	2
Visibility of police in neighborhoods	30%	3	59%	7	0.1230	3
Amount of street lighting	25%	4	58%	8	0.1050	4
<u>Medium Priority (IS <.10)</u>						
Quality of police protection	16%	5	80%	4	0.0320	5
How quickly police respond to emergencies	9%	6	70%	5	0.0270	6
Quality of emergency medical services	6%	7	88%	2	0.0072	7
Fire/emergency medical personnel response time	5%	8	88%	3	0.0060	8
Overall quality of fire services	3%	9	89%	1	0.0033	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, 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 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.

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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
<i>High Priority (IS .10-.20)</i>						
Condition of sidewalks	28%	1	43%	10	0.1176	1
<i>Medium Priority (IS <.10)</i>						
Condition of City streets	26%	2	64%	4	0.0806	2
Snow removal on neighborhood streets	20%	3	58%	9	0.0740	3
Maintenance of City street lighting	15%	5	63%	5	0.0555	4
Cleanliness of public areas	14%	6	62%	6	0.0532	5
Condition of street signs/traffic signals	15%	4	69%	2	0.0465	6
Attractiveness of streetscapes/medians	10%	9	61%	7	0.0390	7
Condition of neighborhood streets	12%	7	68%	3	0.0384	8
Cleanliness of stormwater drains	9%	10	59%	8	0.0369	9
Snow removal on major City streets	12%	8	70%	1	0.0360	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, 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 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.

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Importance-Satisfaction Rating

City of Winchester

CODES AND ORDINANCES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing overcrowding regulations	48%	1	27%	6	0.3504	1
Enforcing the clean up of litter and debris	40%	2	44%	2	0.2240	2
<u>High Priority (IS .10-.20)</u>						
Removing abandoned/inoperative vehicles	23%	3	38%	5	0.1426	3
Enforcing the cutting of weeds/grass	21%	4	41%	3	0.1239	4
Exterior maintenance of residential property	19%	5	41%	4	0.1121	5
<u>Medium Priority (IS <.10)</u>						
Enforcing sign regulations	9%	6	49%	1	0.0459	6

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

Most Important %:

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

Satisfaction %:

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

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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
<u>Very High Priority (IS >.20)</u>						
Bulky item pick up/removal services	40%	2	46%	5	0.2160	1
Household hazardous waste disposal	40%	3	47%	4	0.2120	2
<u>High Priority (IS .10-.20)</u>						
Promoting water conservation/protecting resources	41%	1	52%	3	0.1968	3
<u>Medium Priority (IS <.10)</u>						
Residential trash collection services	20%	5	86%	2	0.0280	4
Curbside recycling services	21%	4	87%	1	0.0273	5

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

Most Important %:

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

Satisfaction %:

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

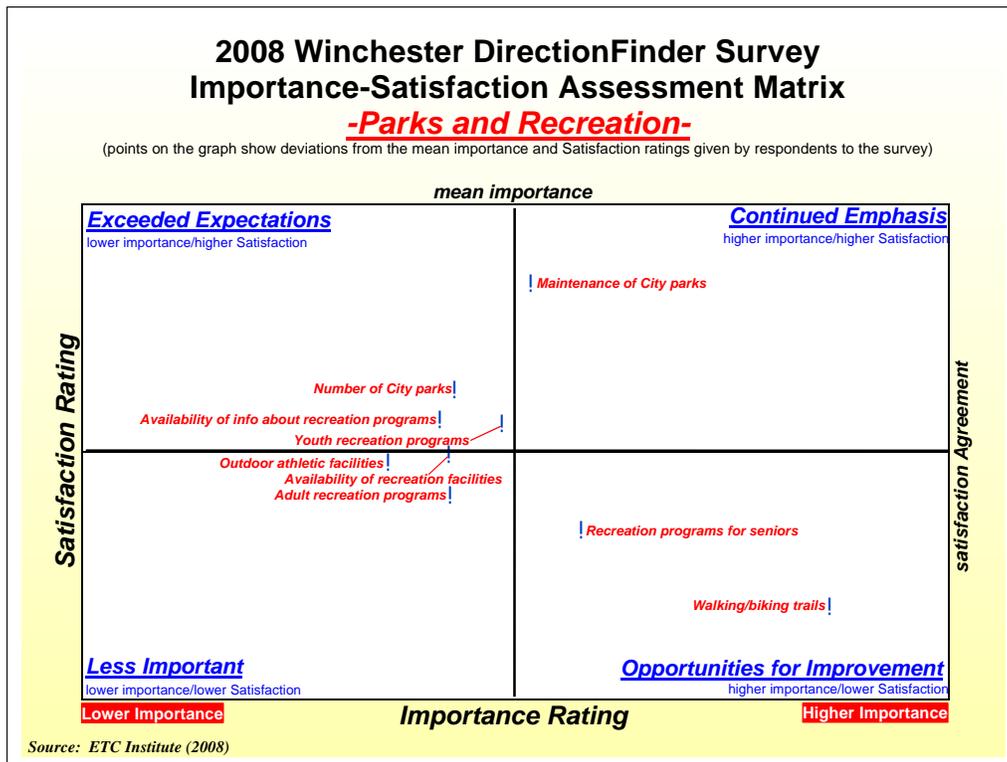
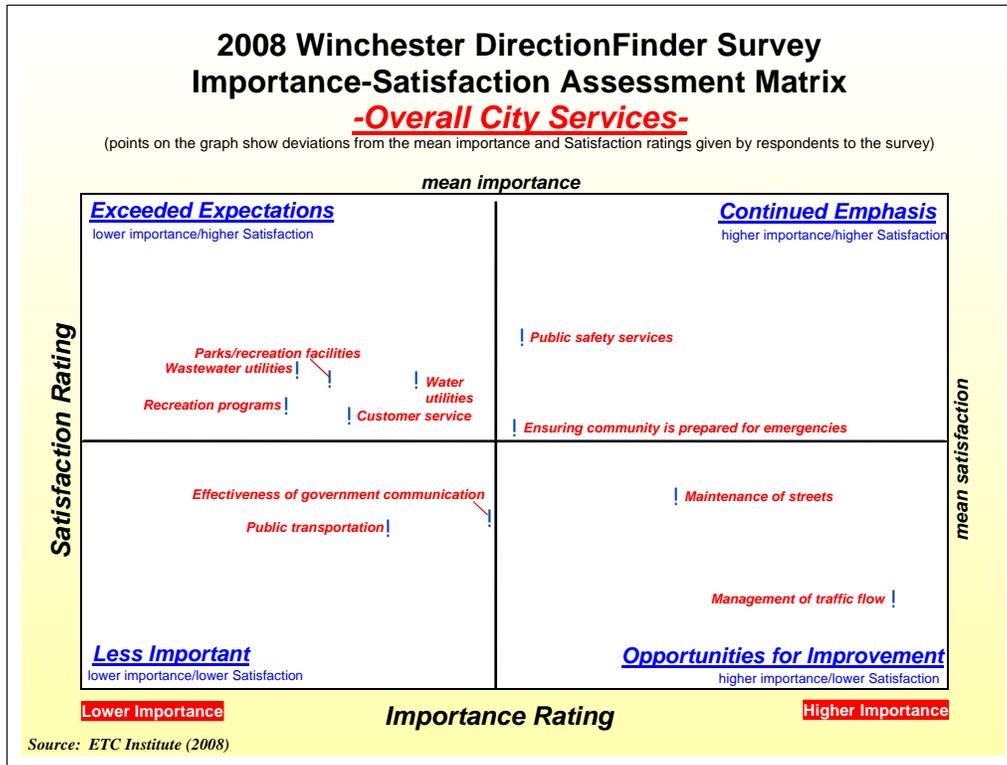
Importance-Satisfaction Matrix Analysis.

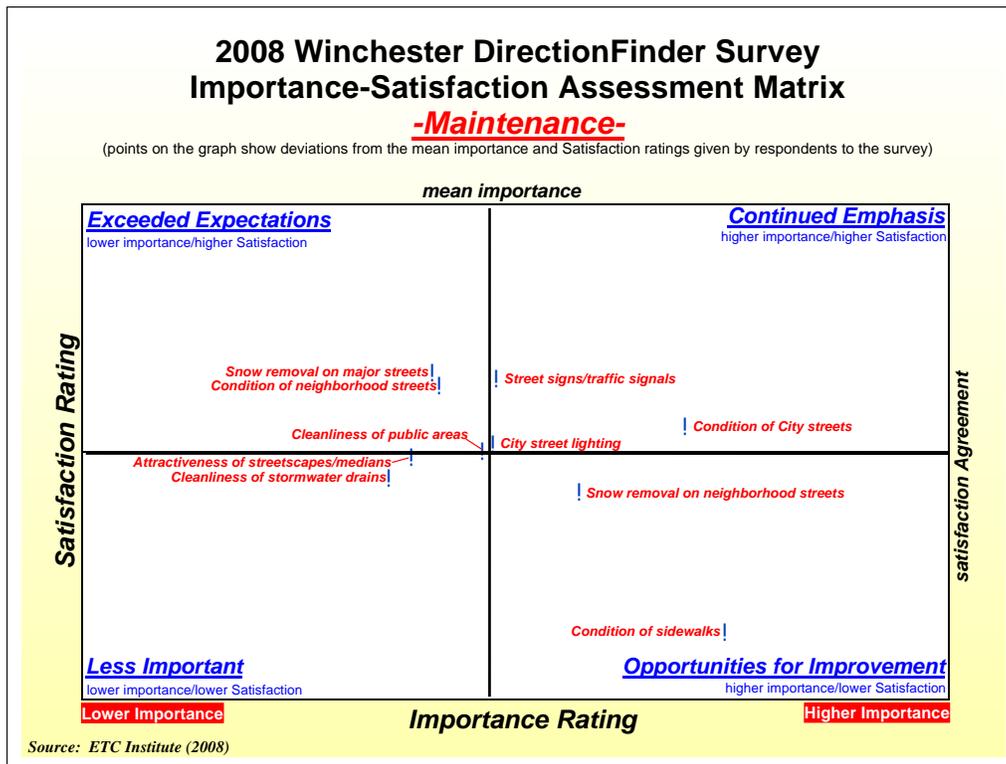
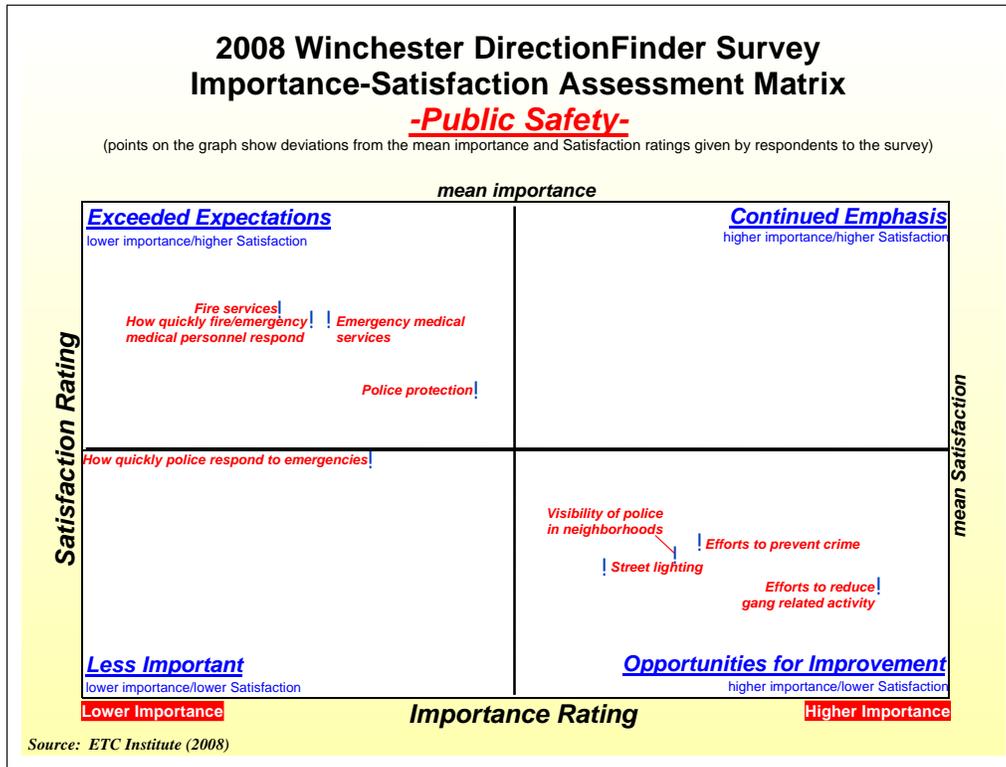
The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed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

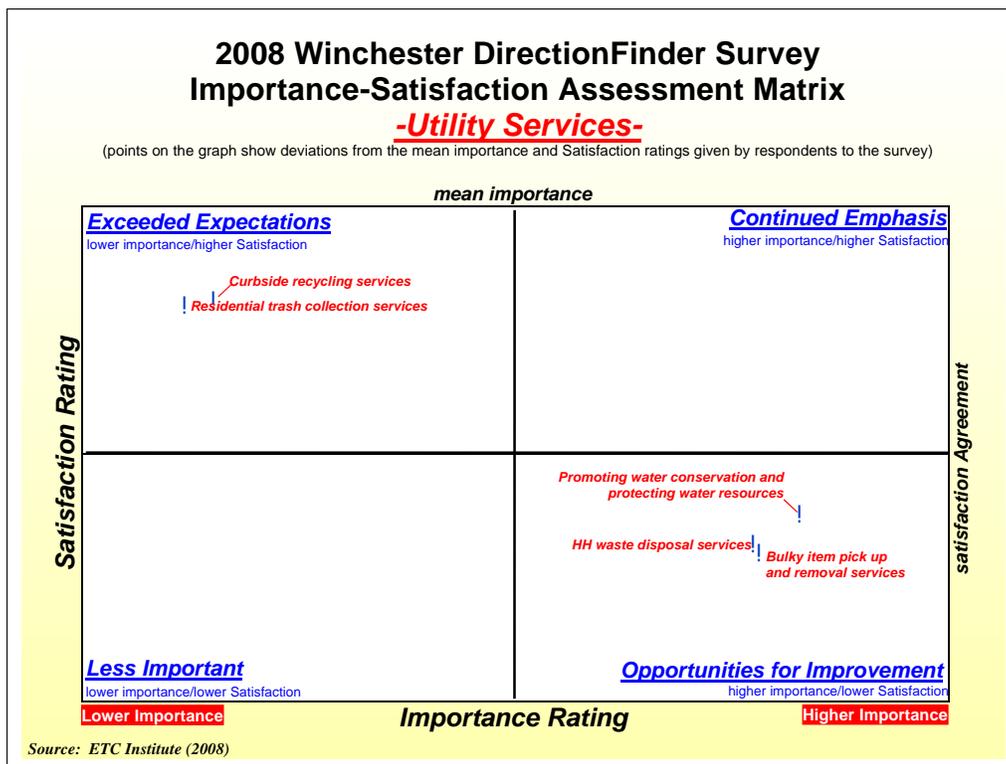
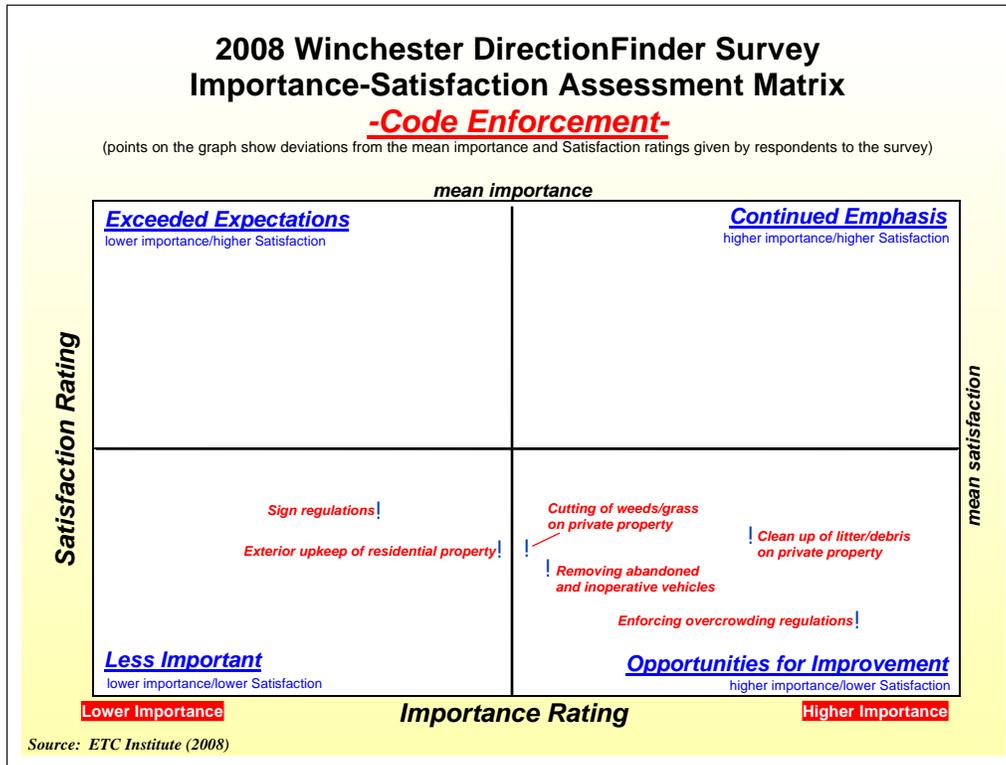
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *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 Lee's Summit are provided on the following pages.







Section 4:
GIS Maps

Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Census Block Group within Winchester, Virginia.

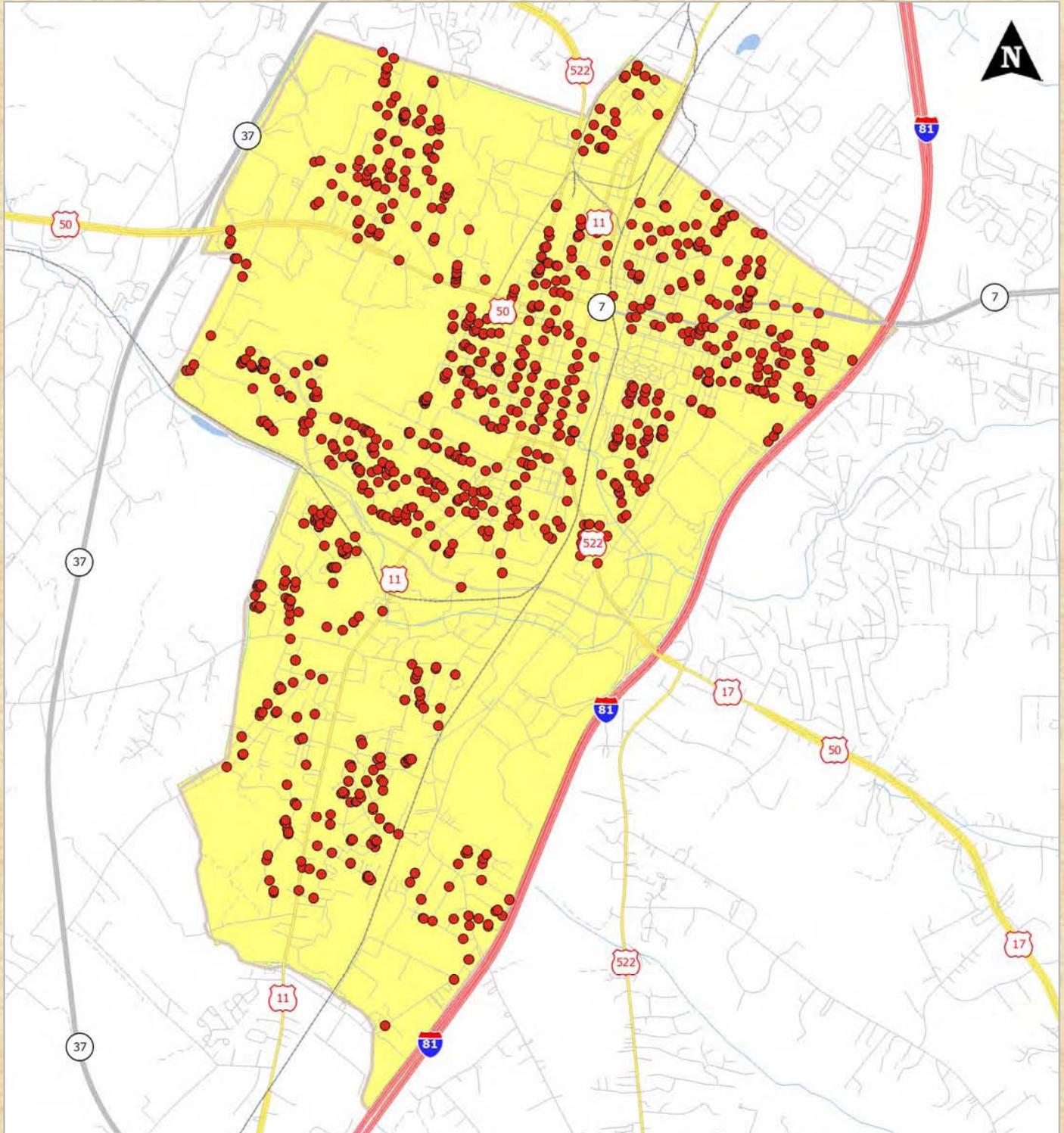
If all Census Block Groups on a map are the same color, then most residents in the community generally feel the same about that issue.

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.

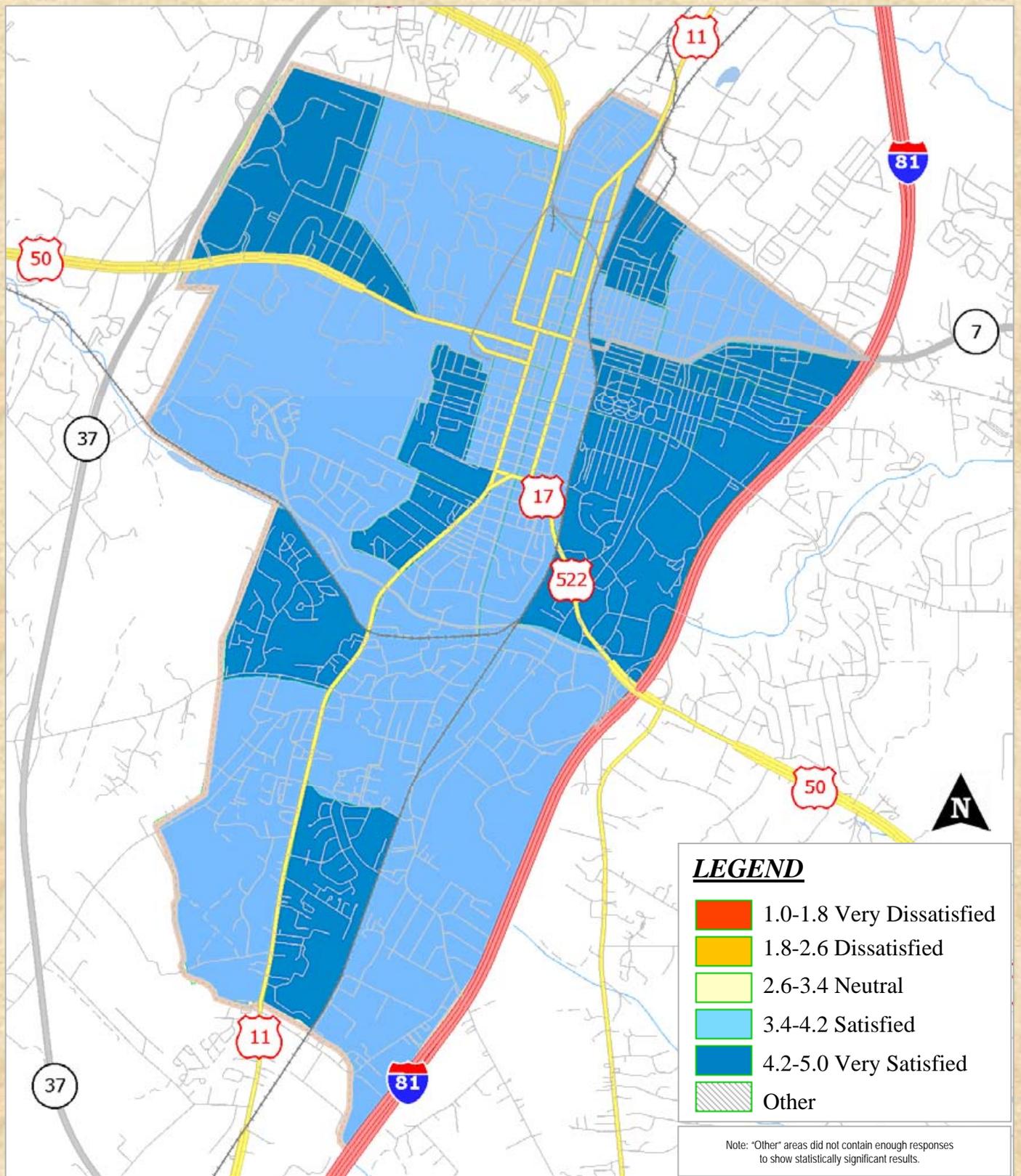
Note: the number of respondents per Census Block group is limited and the results from each Census Block Group are not statistically valid.

Location of Survey Respondents



Winchester, Virginia
2008 DirectionFinder® Survey

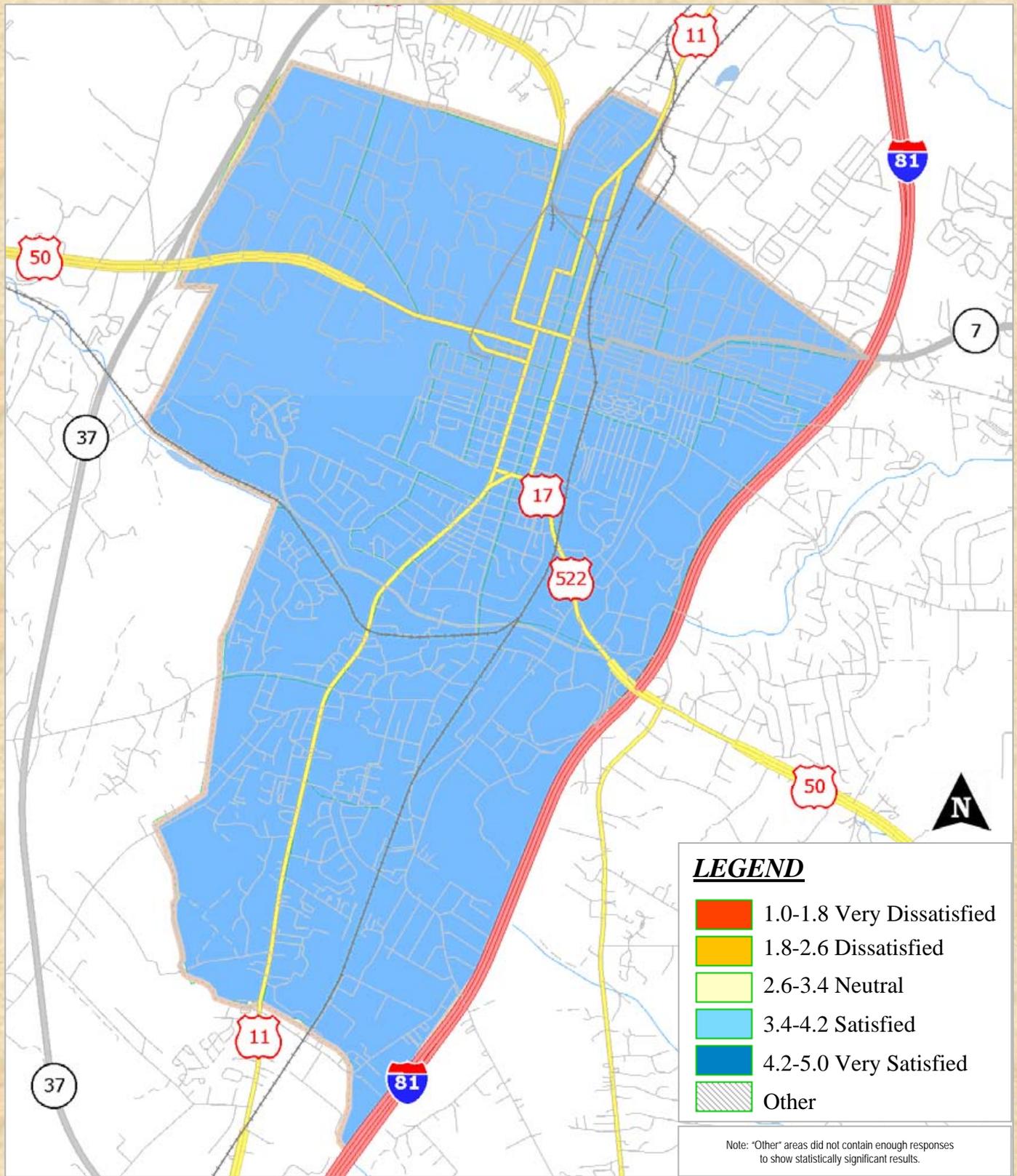
Quality of public safety services (Q1a.)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

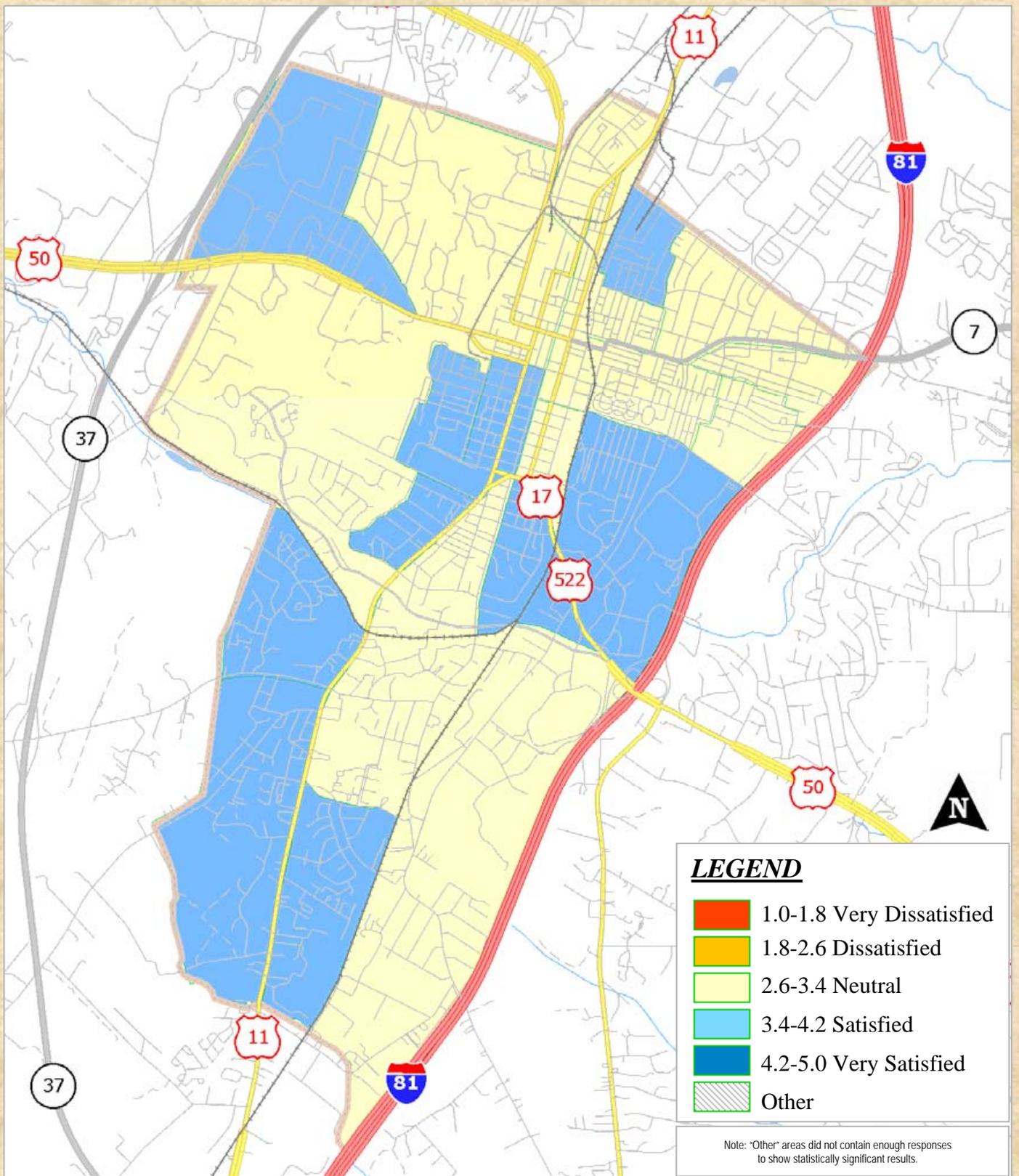
Ensuring the Community is prepared for emergencies (Q1b)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

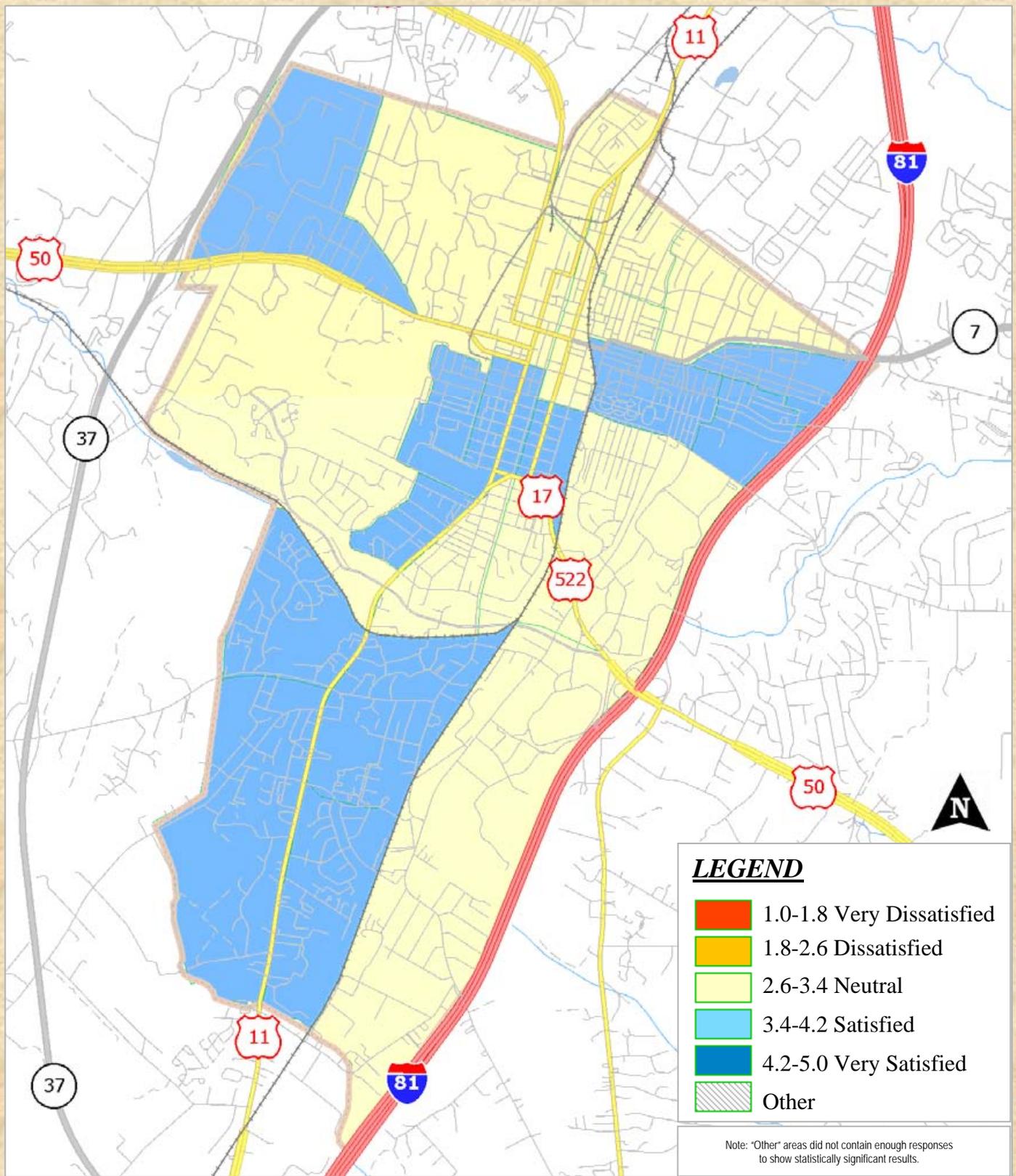
Overall maintenance of streets (Q1c)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

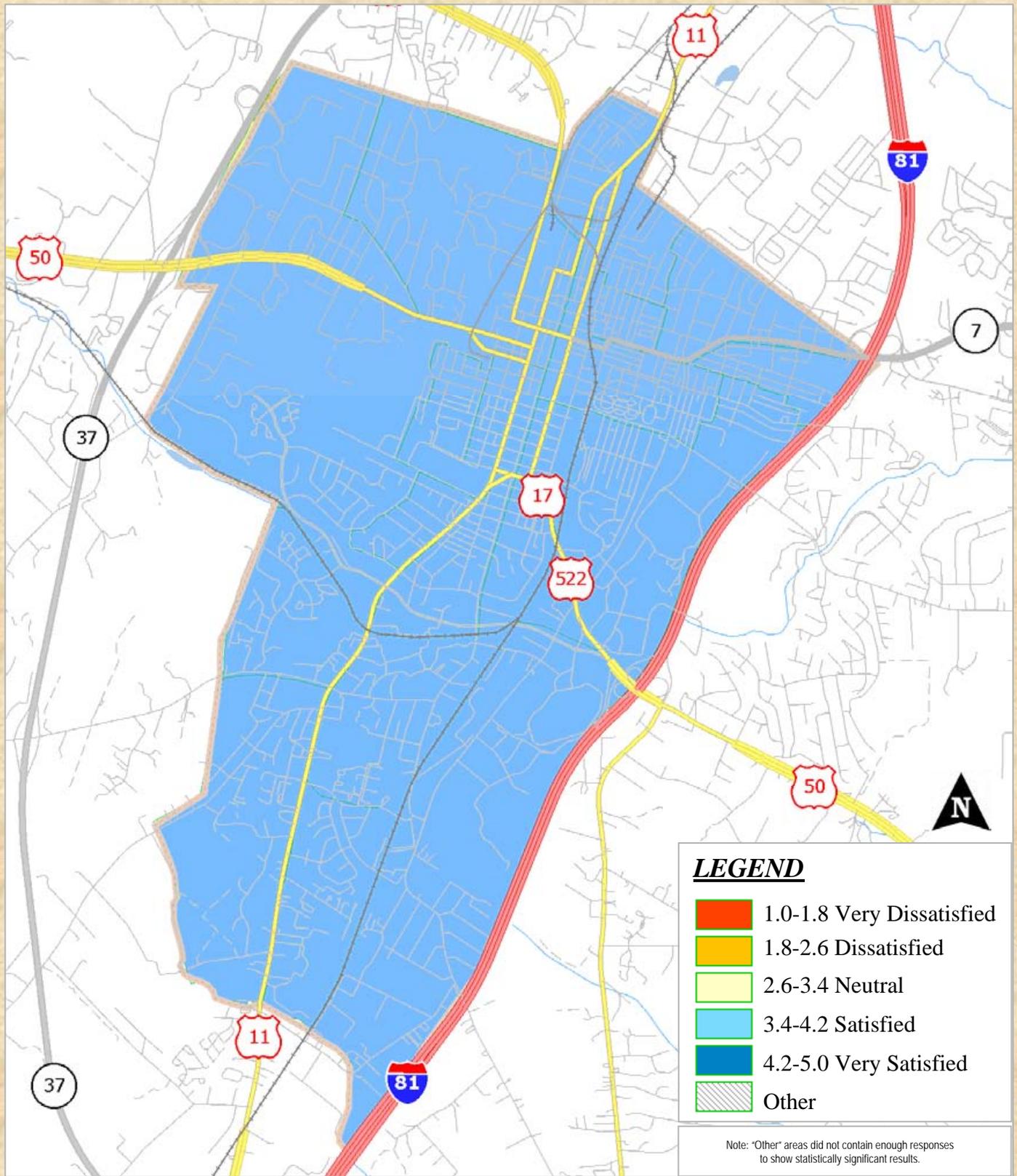
Effectiveness of communication (Q1d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

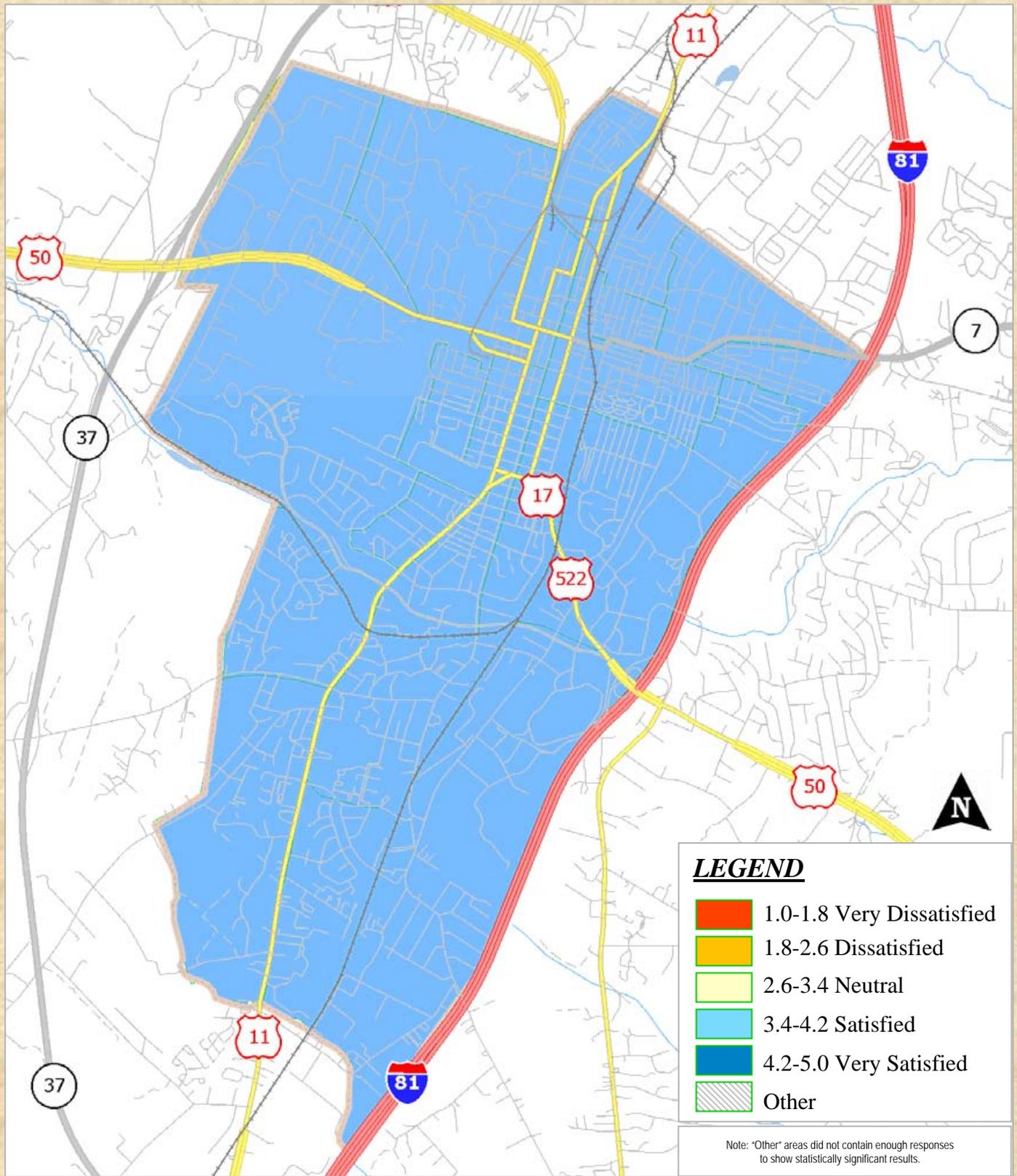
Quality of water utility services (Q1e)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

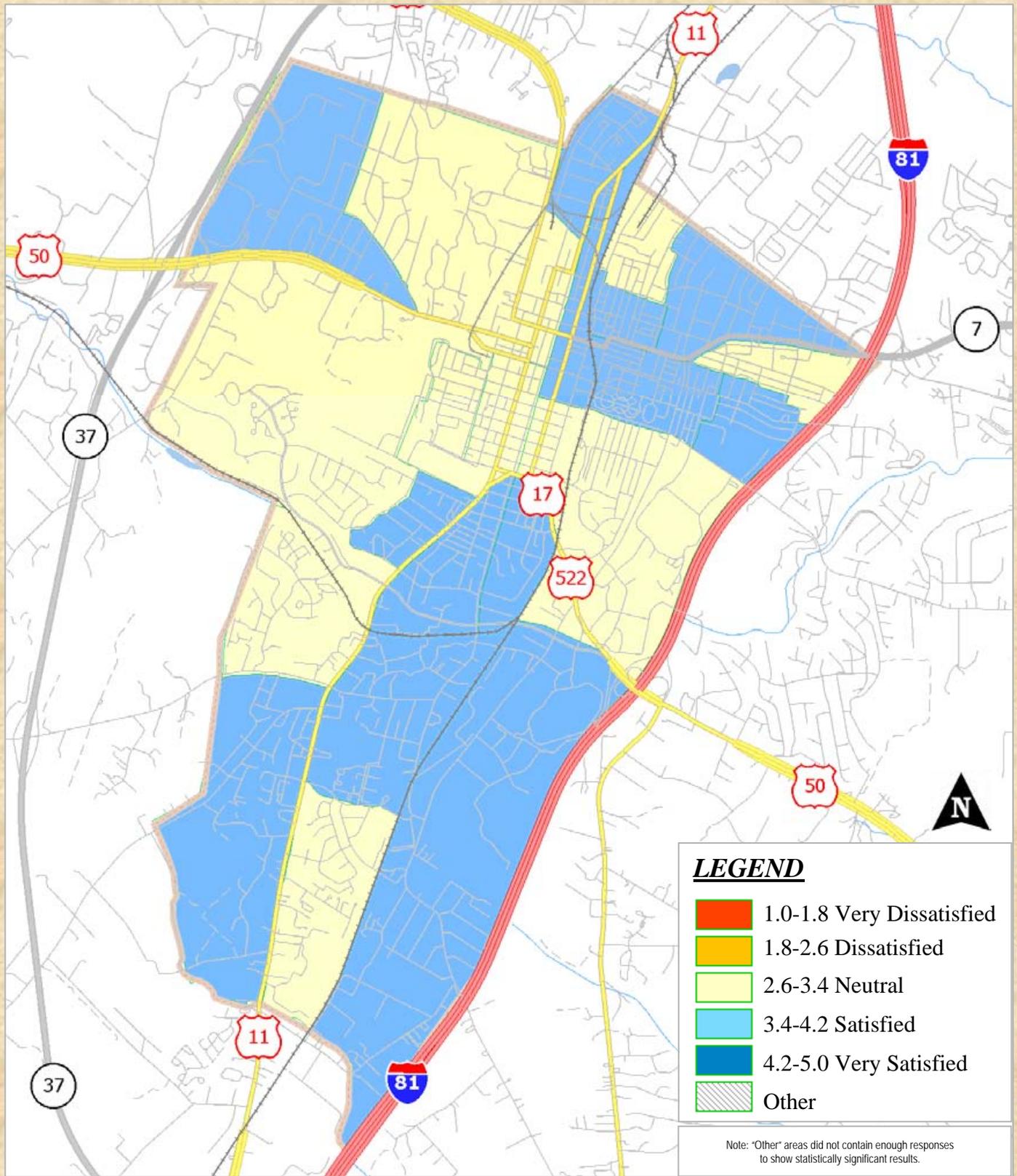
Quality of wastewater utility services (Q1f)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

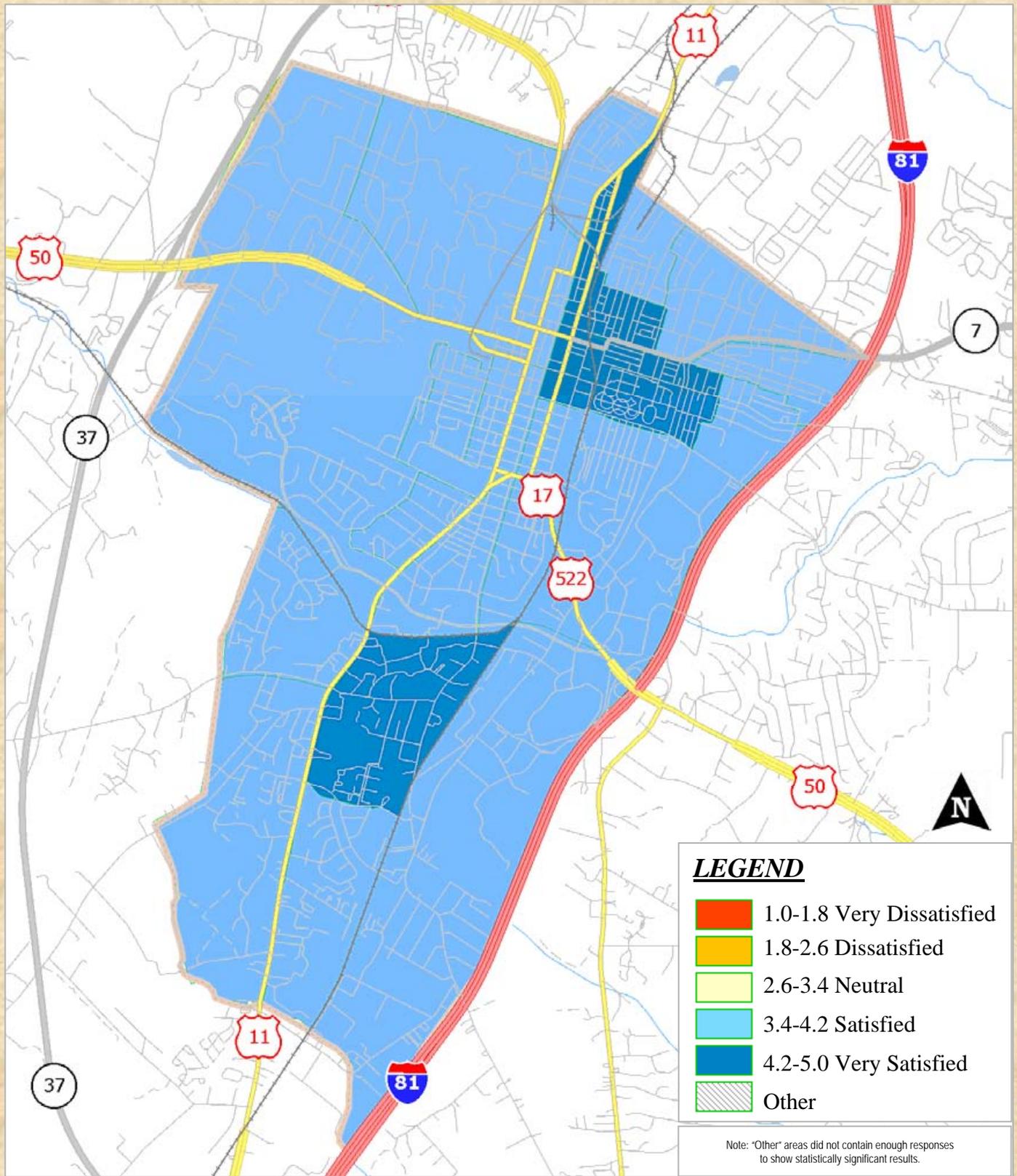
Quality of public (bus) transportation services (Q1g)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

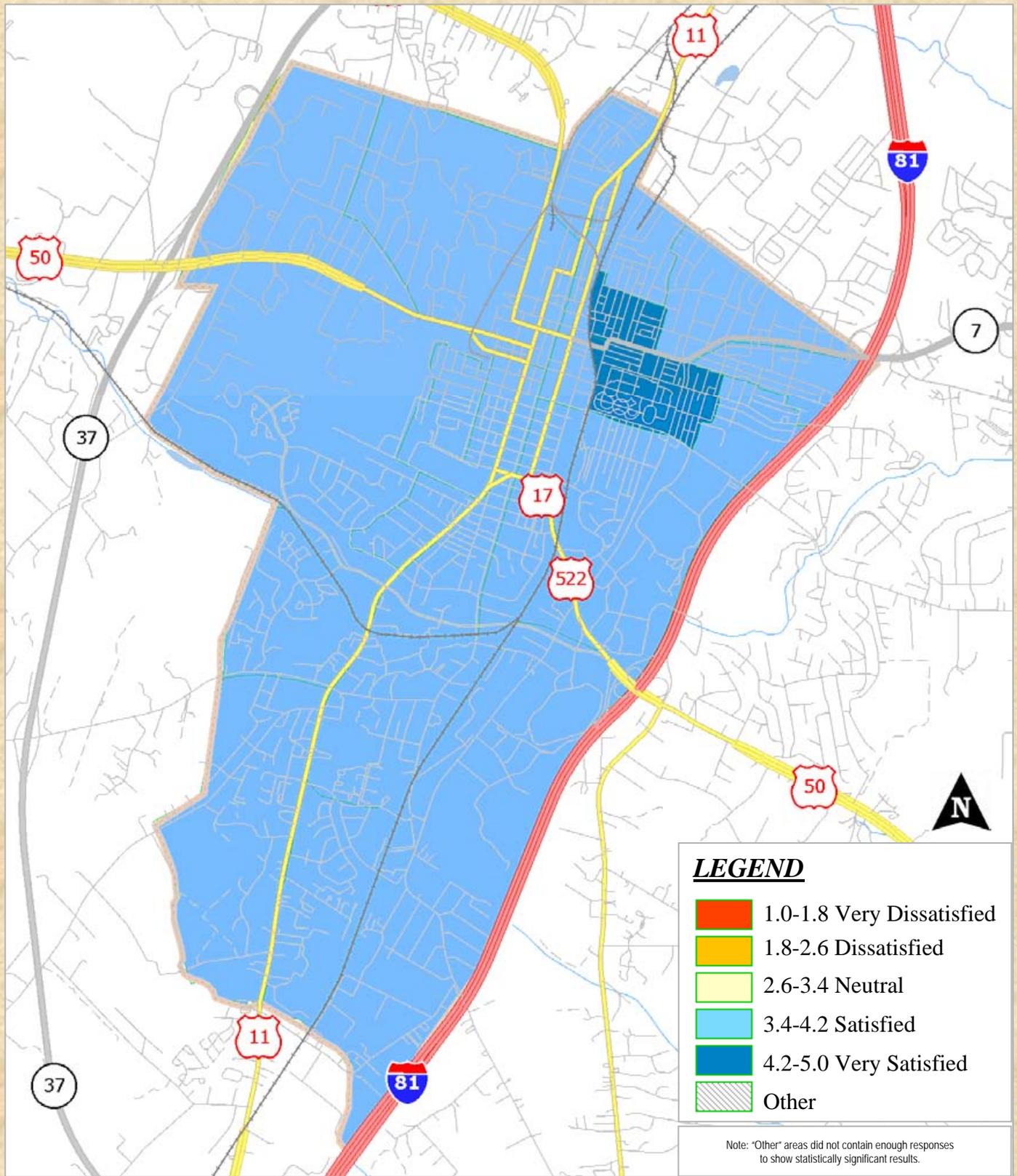
Quality of parks and recreation facilities (Q1h)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

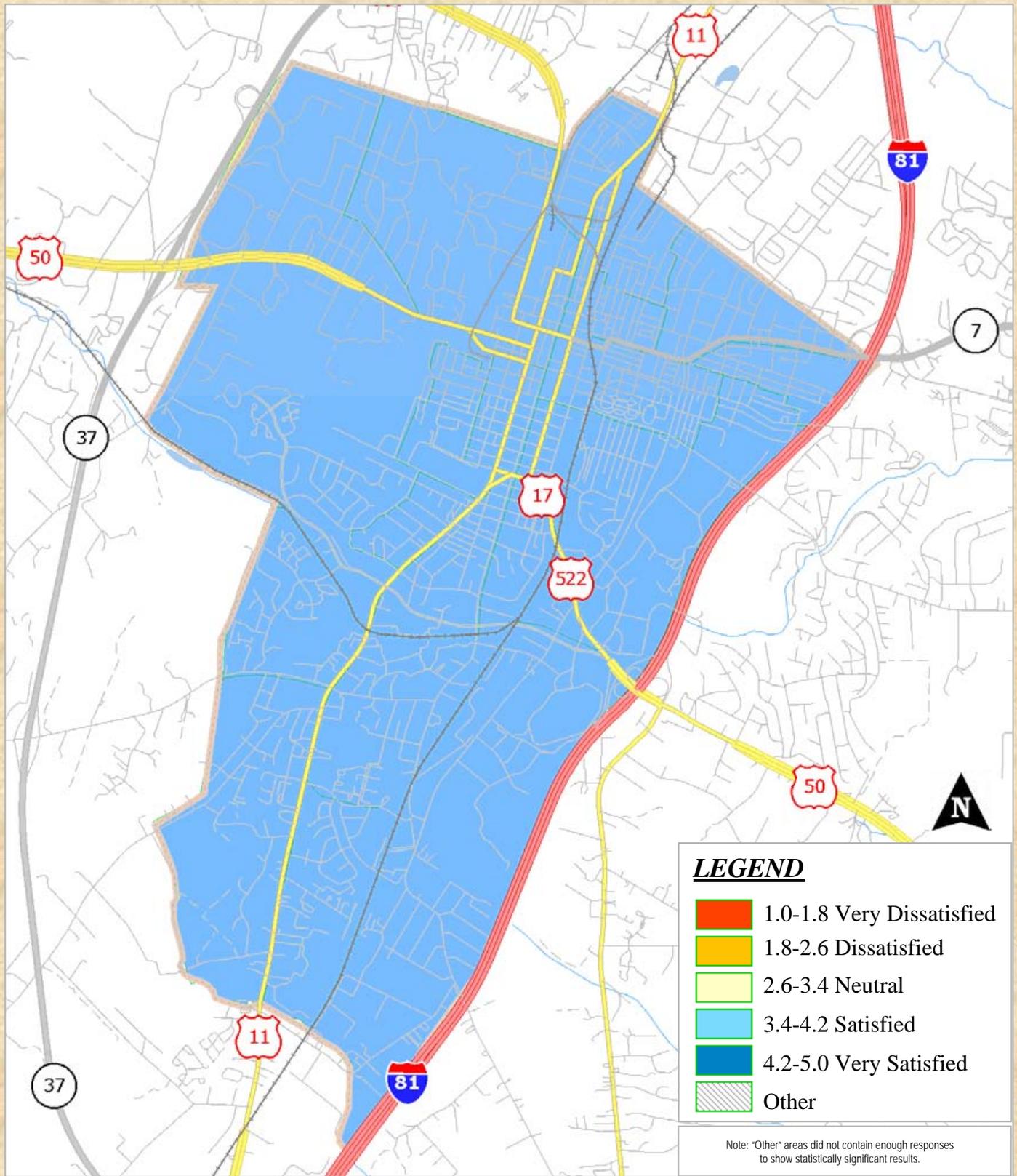
Quality of recreation programs (Q1i)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

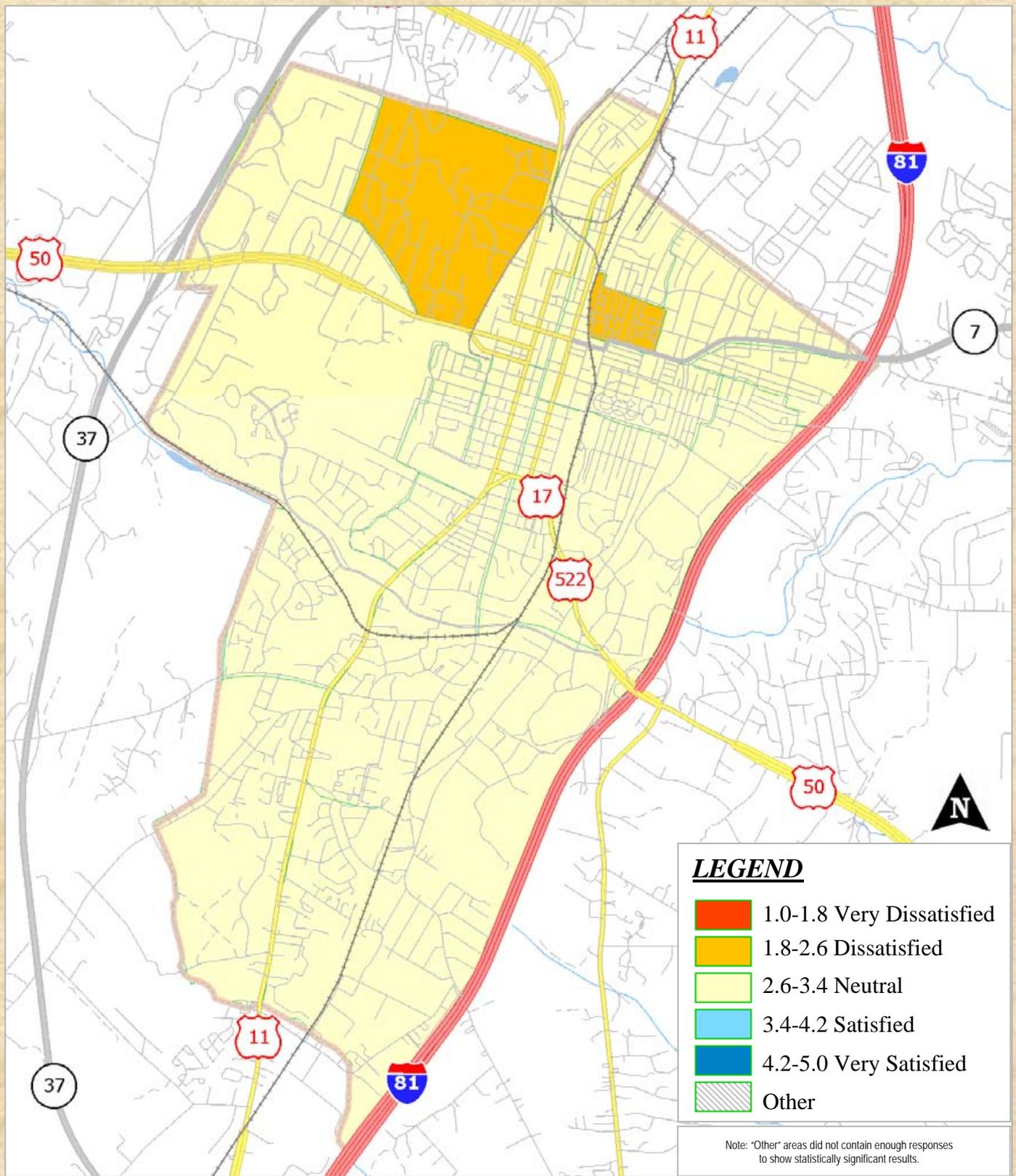
Quality of customer service provided (Q1j)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

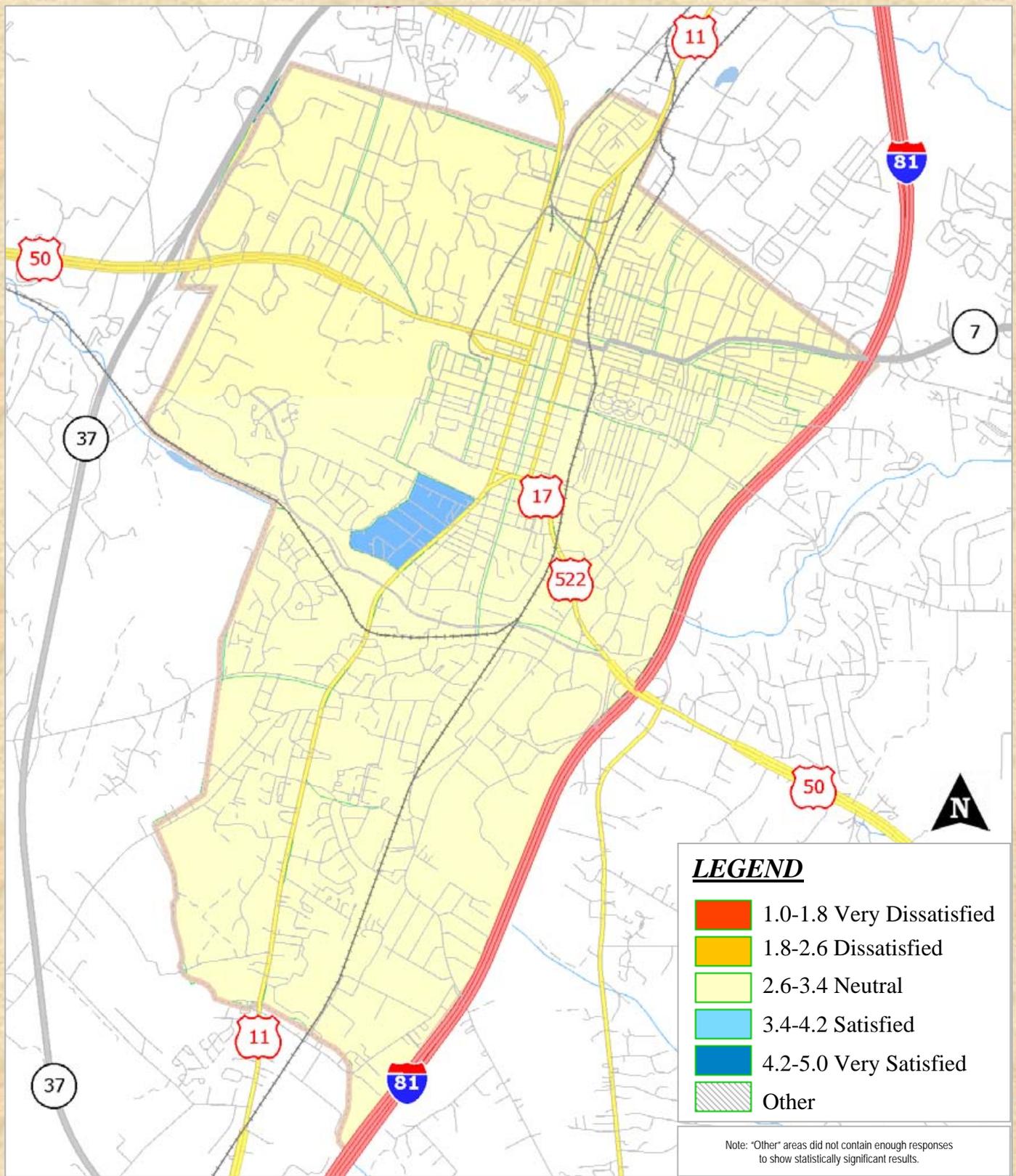
Management of traffic flow on City streets (Q1k)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

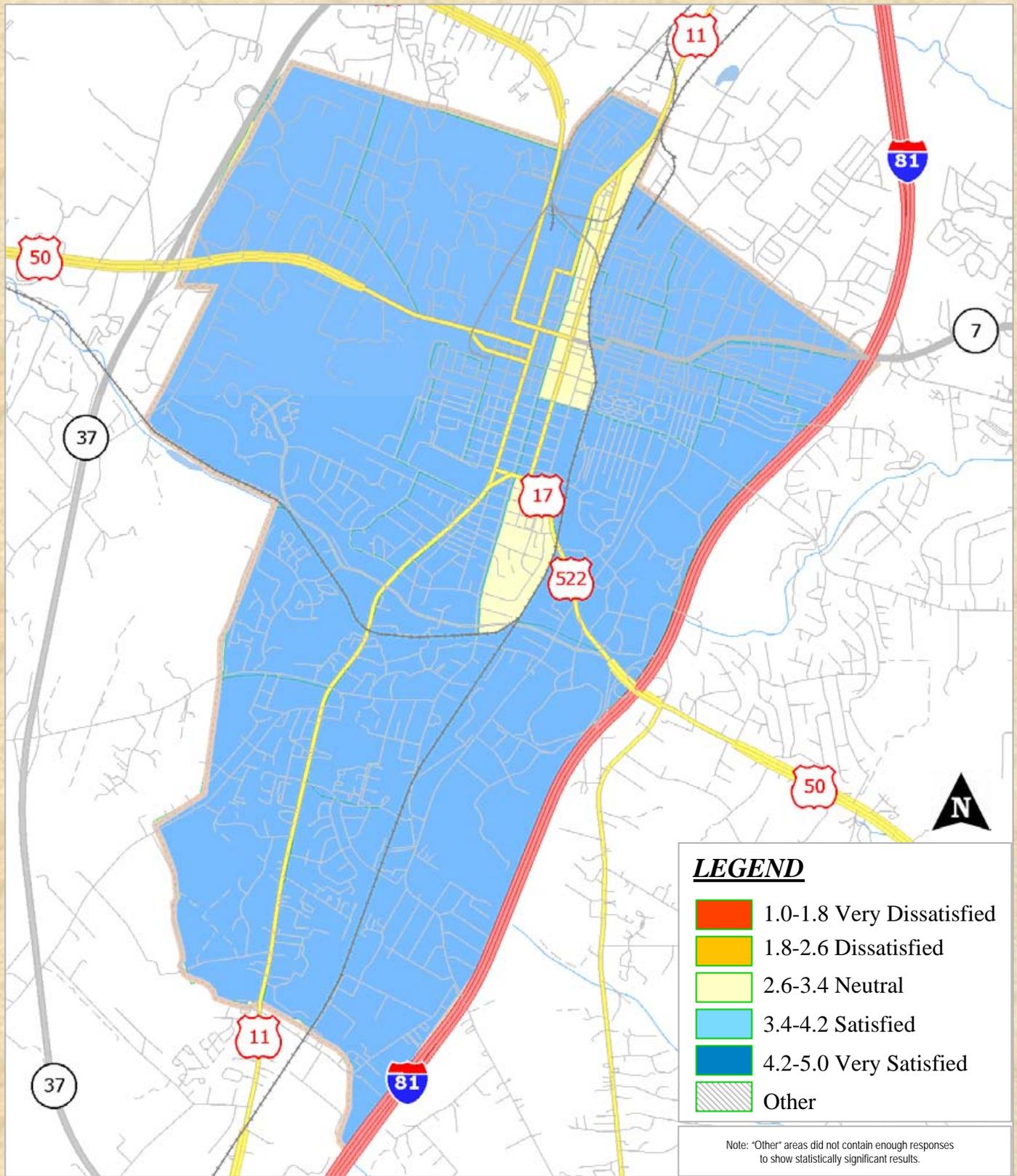
Overall value received for local tax dollars/fees (Q3a)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

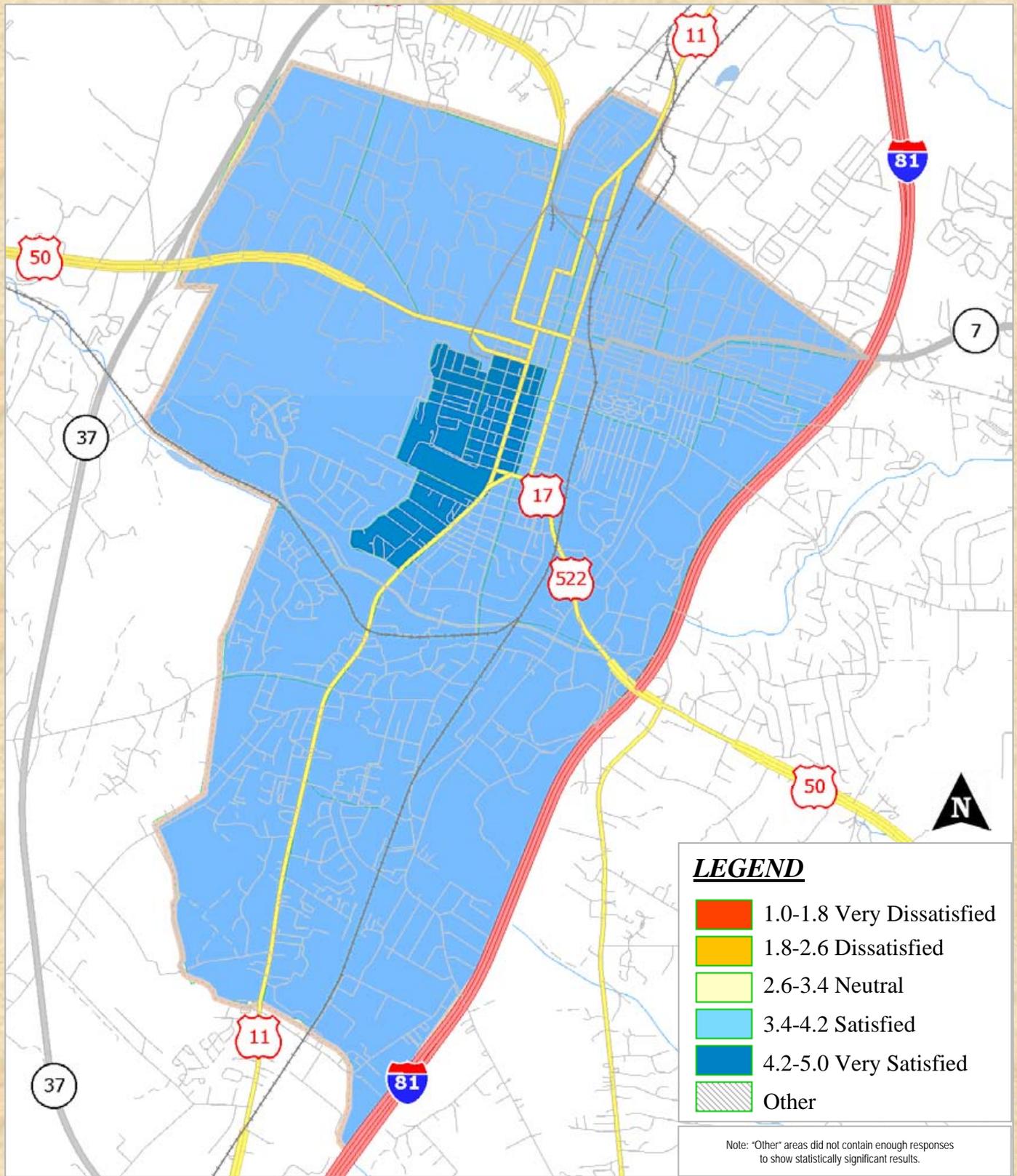
Quality of services provided by the City (Q3b)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

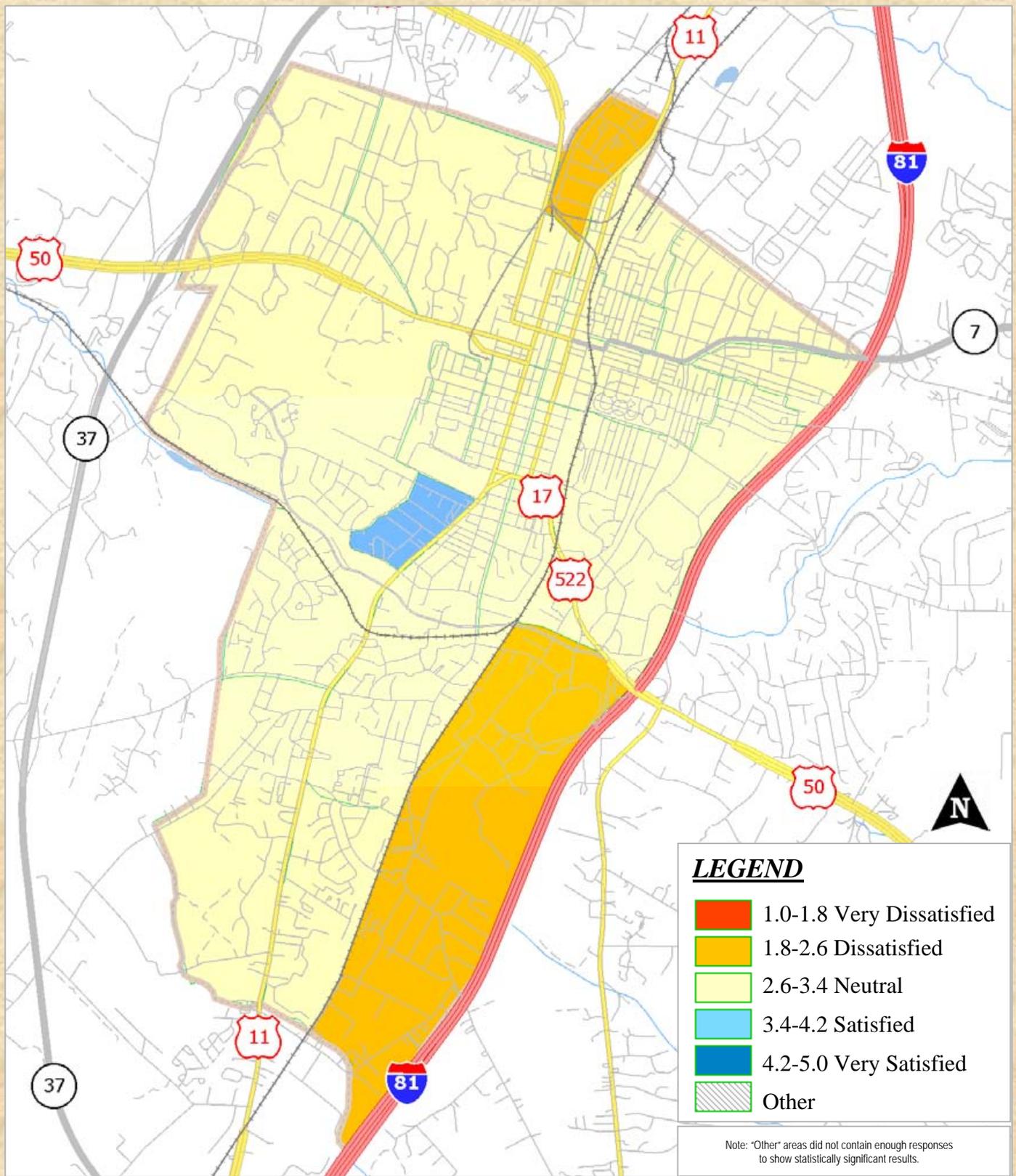
Overall quality of life in Winchester (Q3c)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

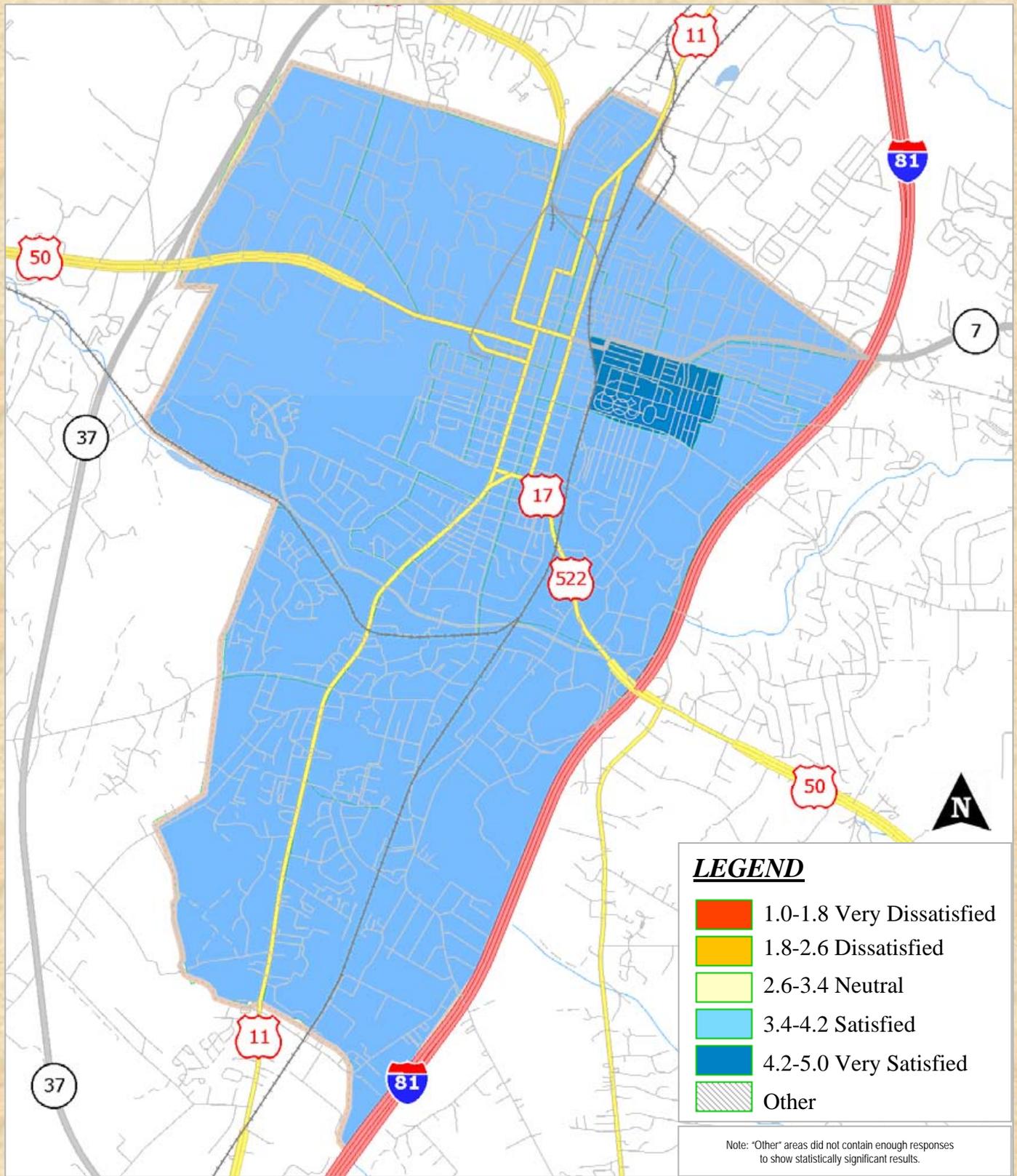
How well the city is managing growth (Q3d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

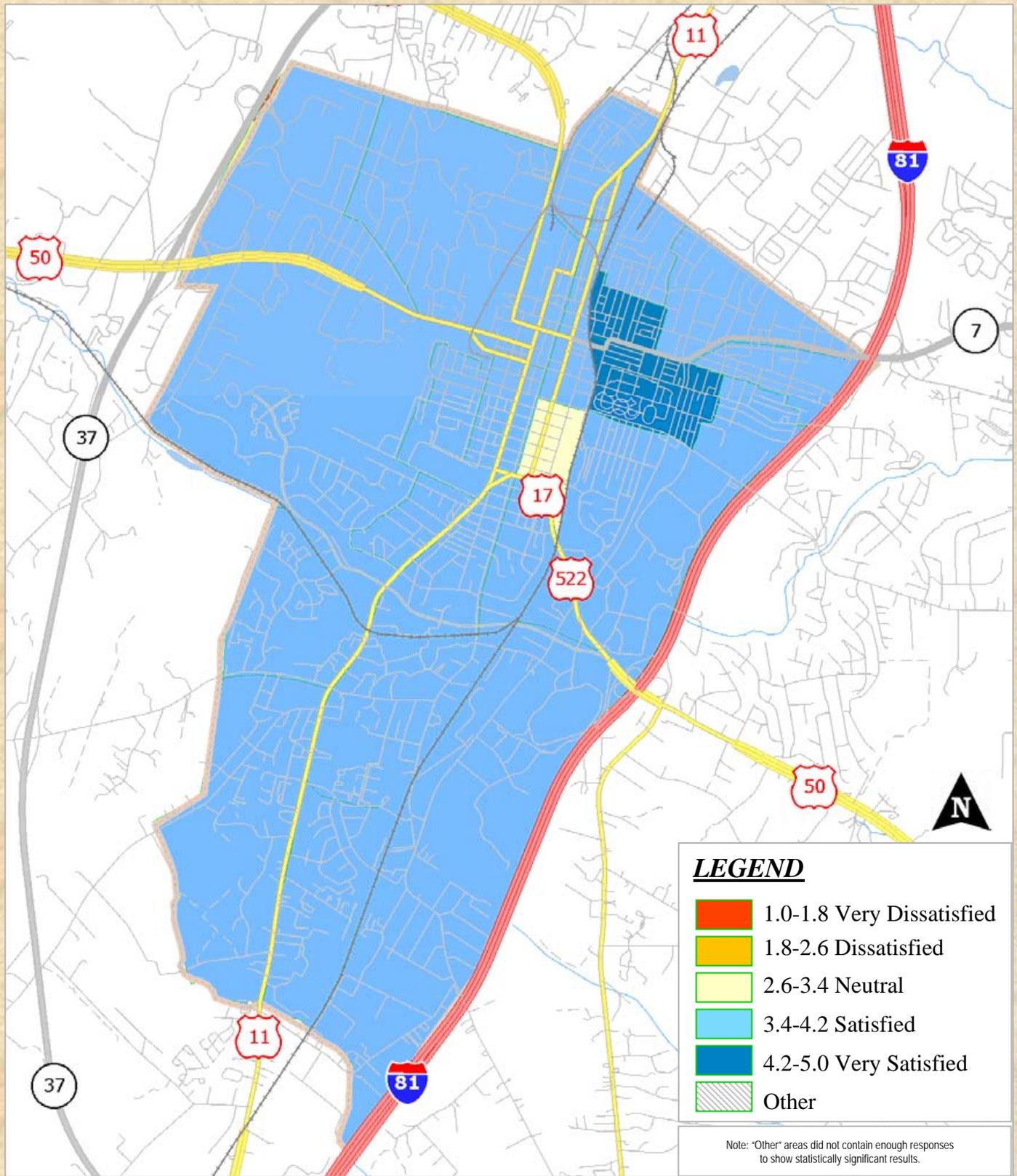
Quality of public schools (Q3e)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

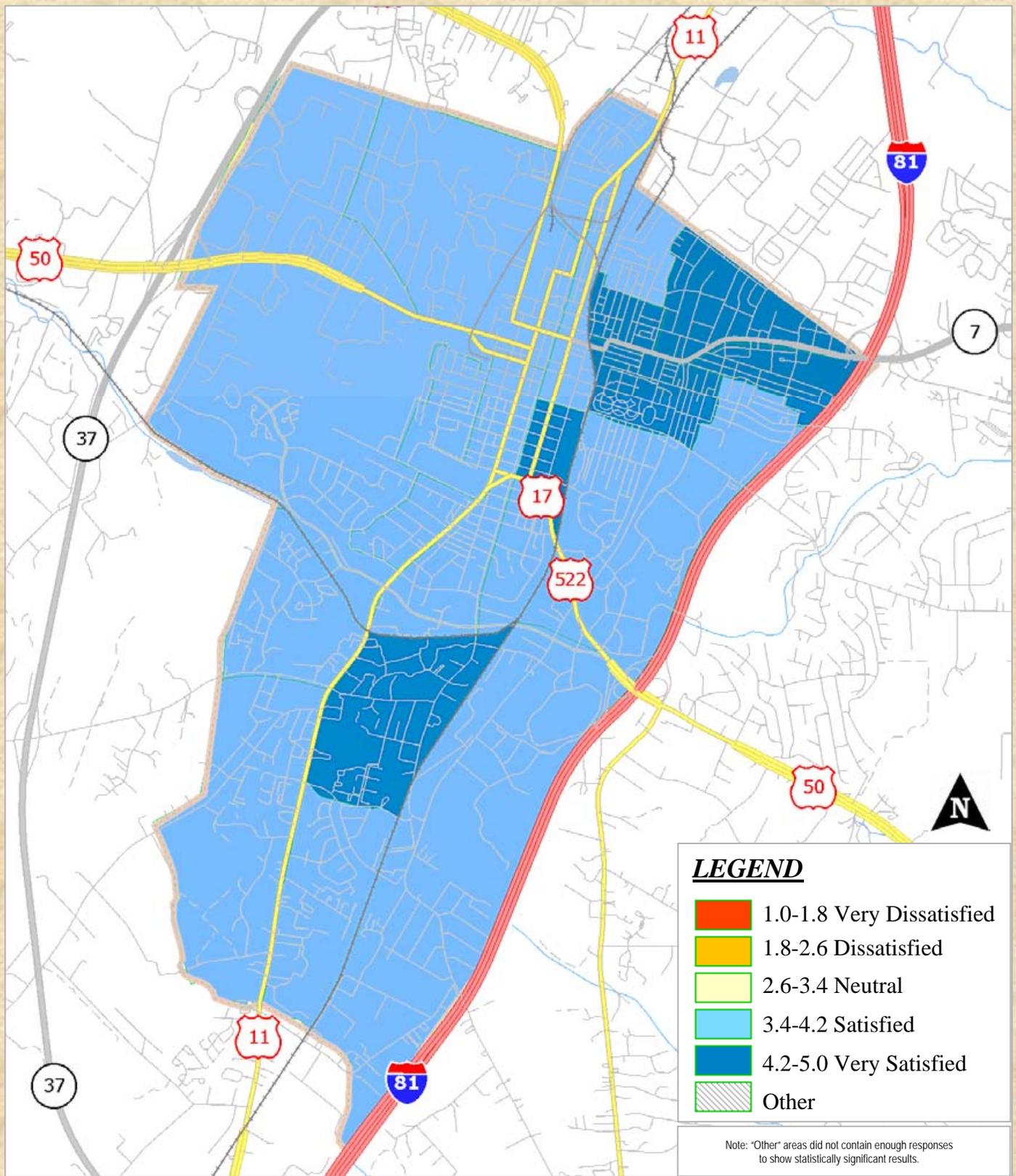
Historic preservation efforts (Q3f)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

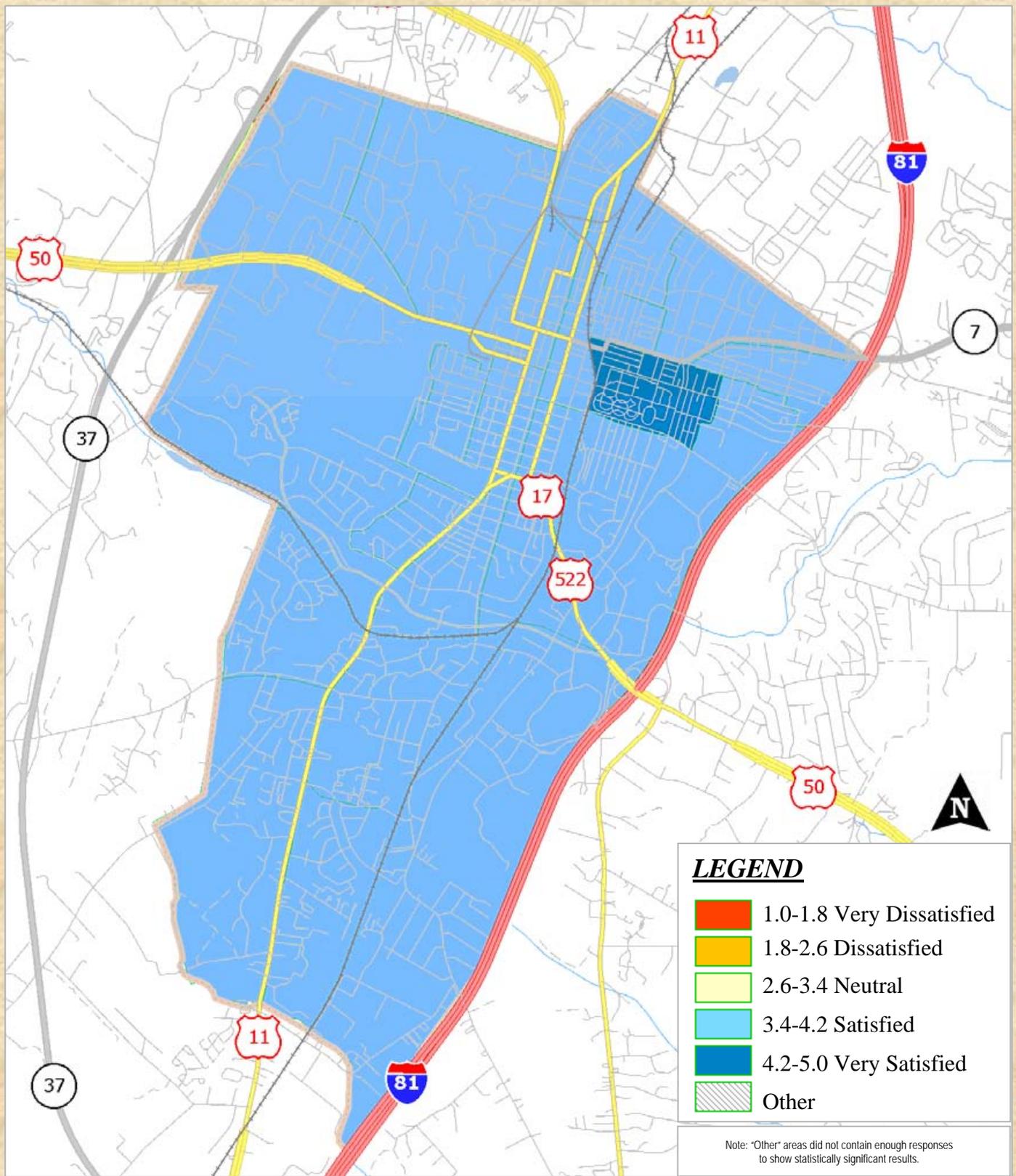
Maintenance of City parks (Q4a)



Winchester, Virginia
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

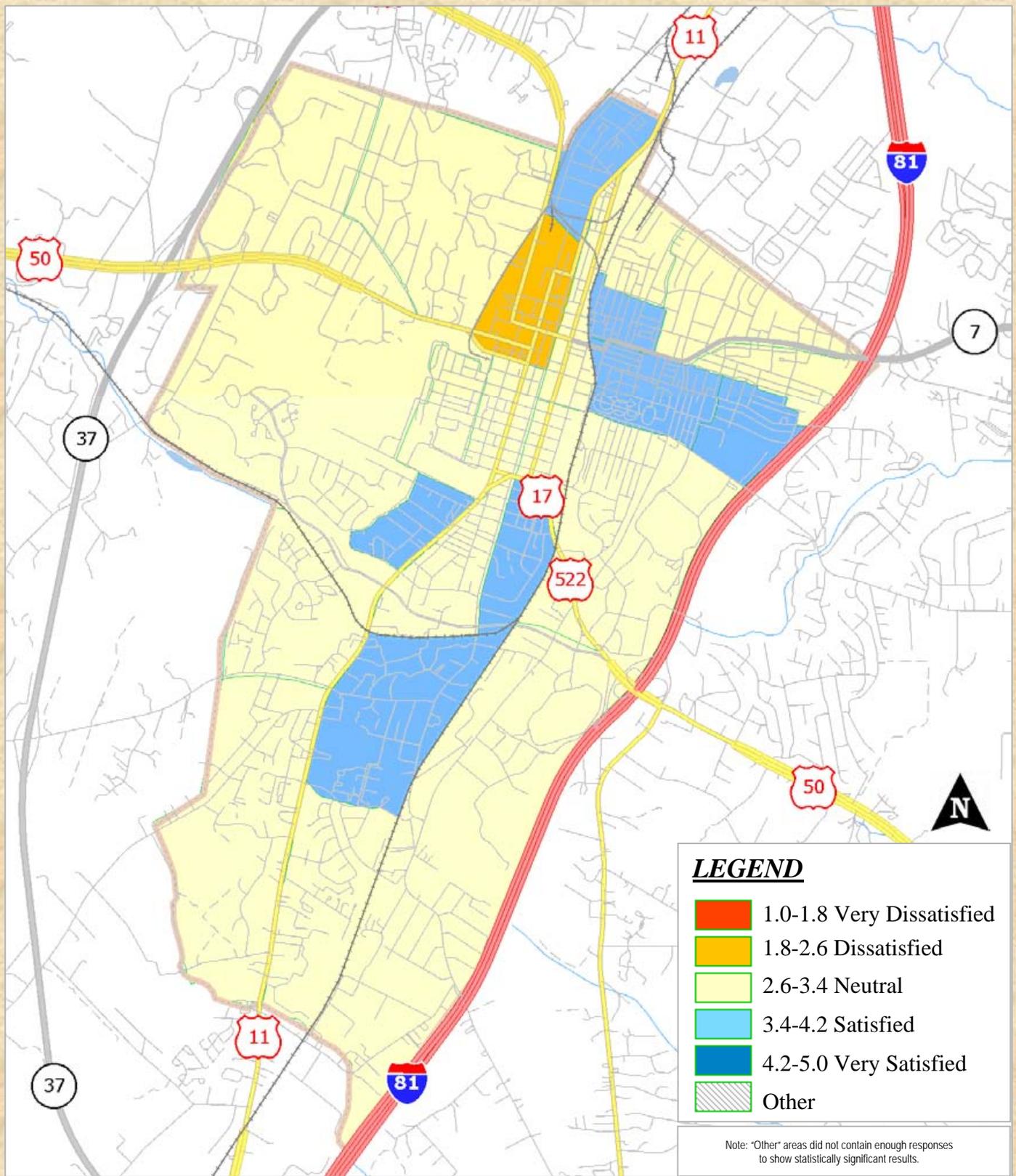
Number of City parks (Q4b)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

Walking and biking trails in the City (Q4c)



LEGEND

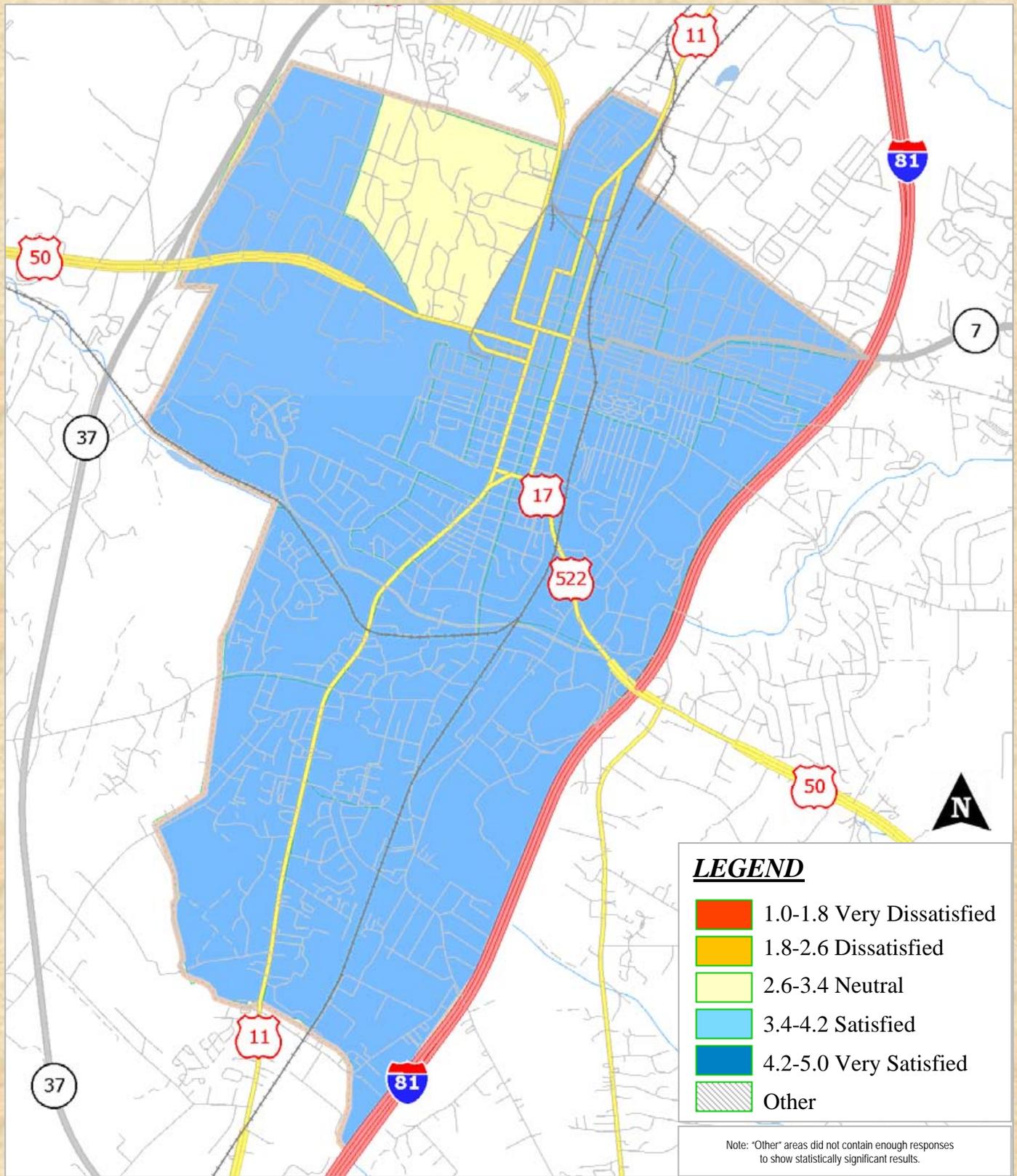
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain enough responses to show statistically significant results.

Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

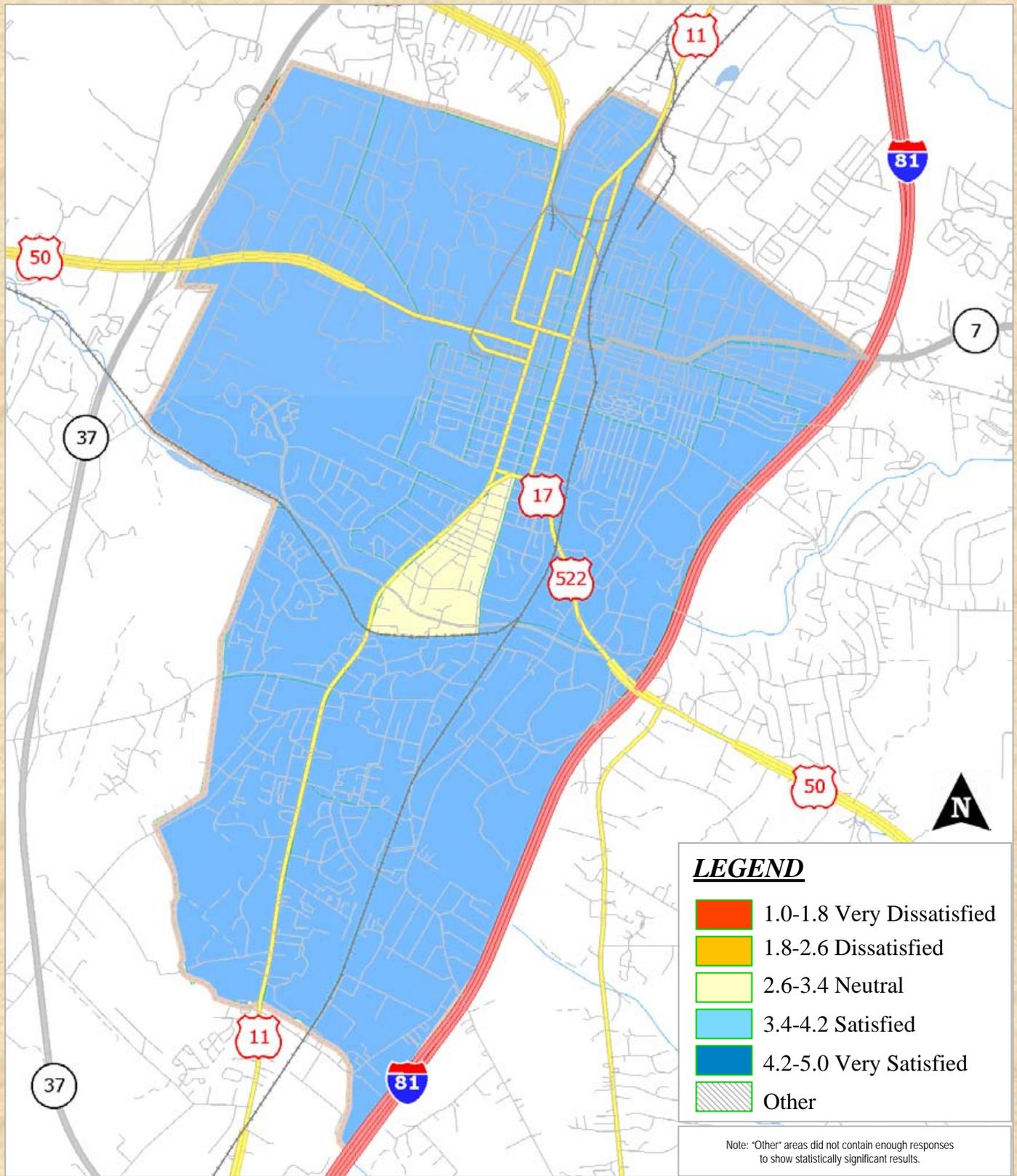
Availability of City recreation facilities (Q4d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

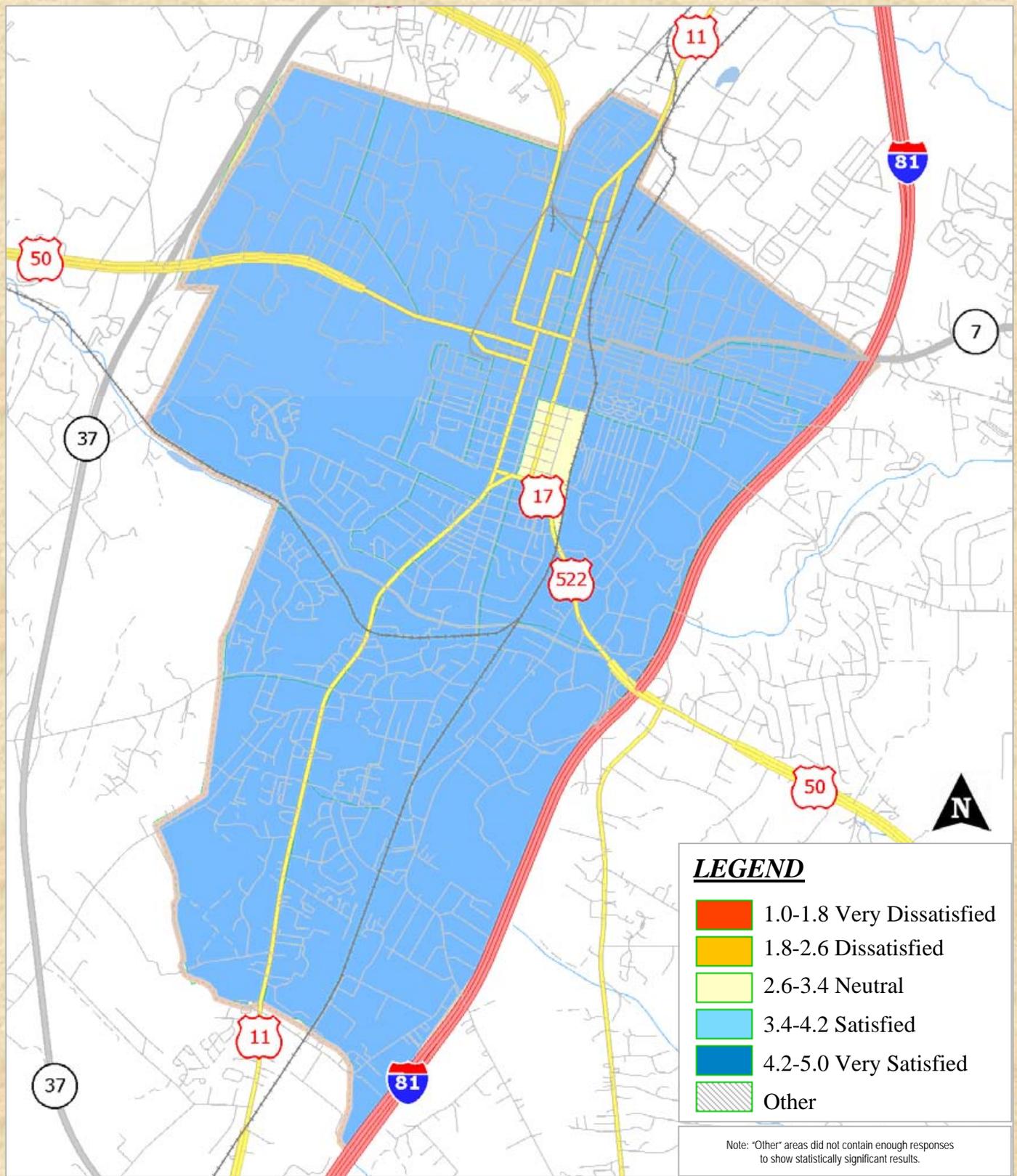
Outdoor athletic facilities (Q4e)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

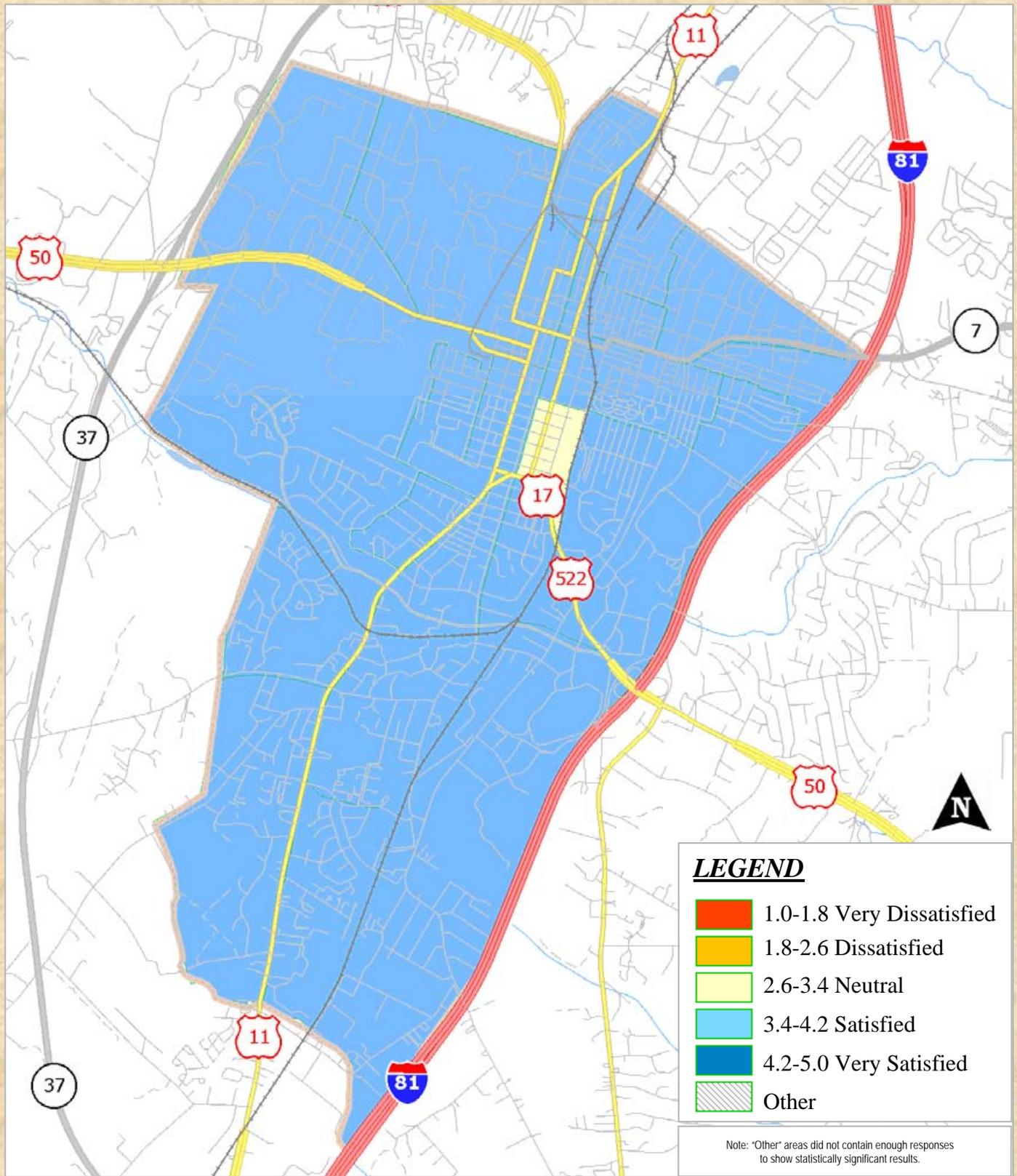
Availability of information about recreation programs (Q4f)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

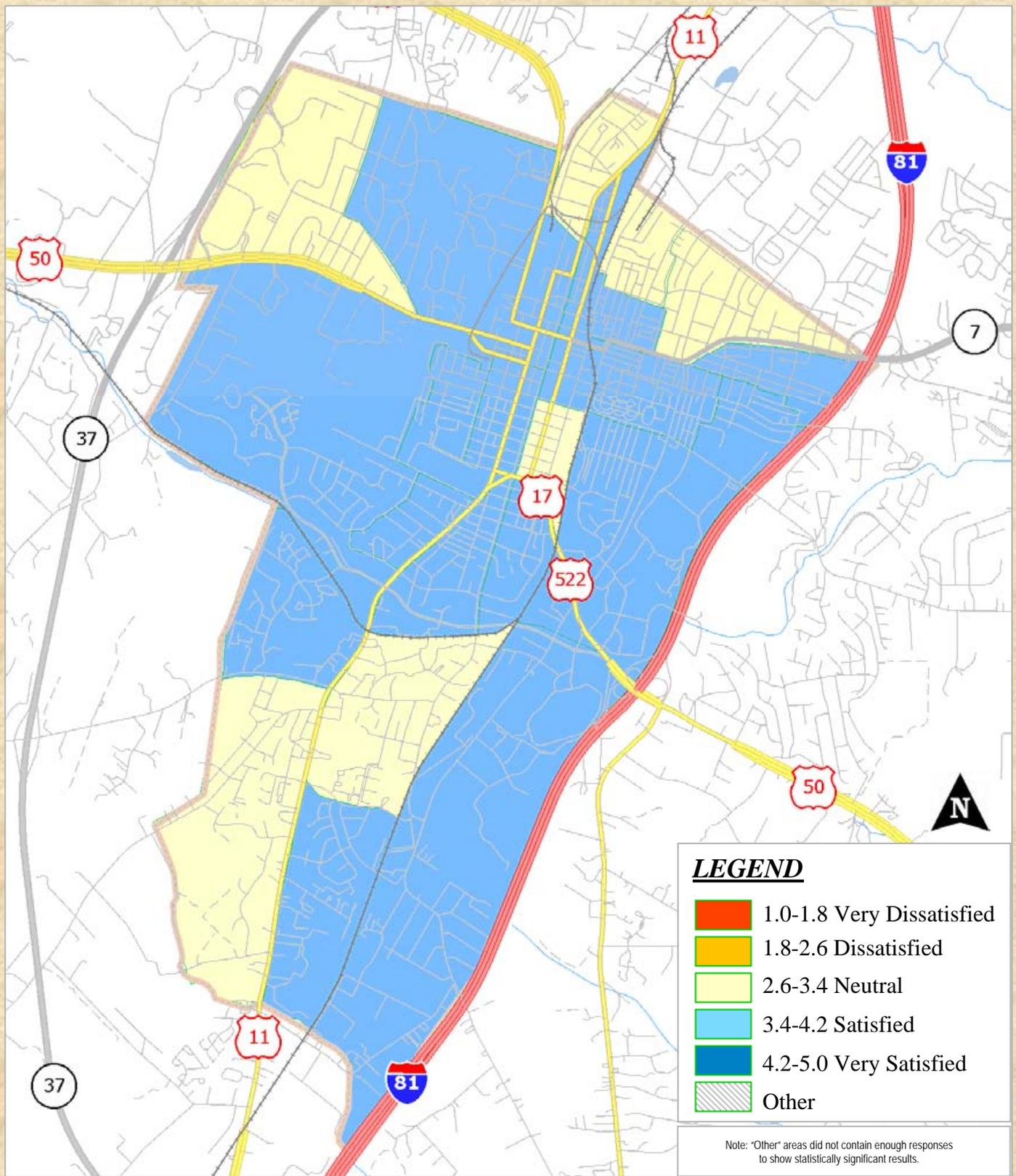
Quality of recreation programs for youth (Q4g)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

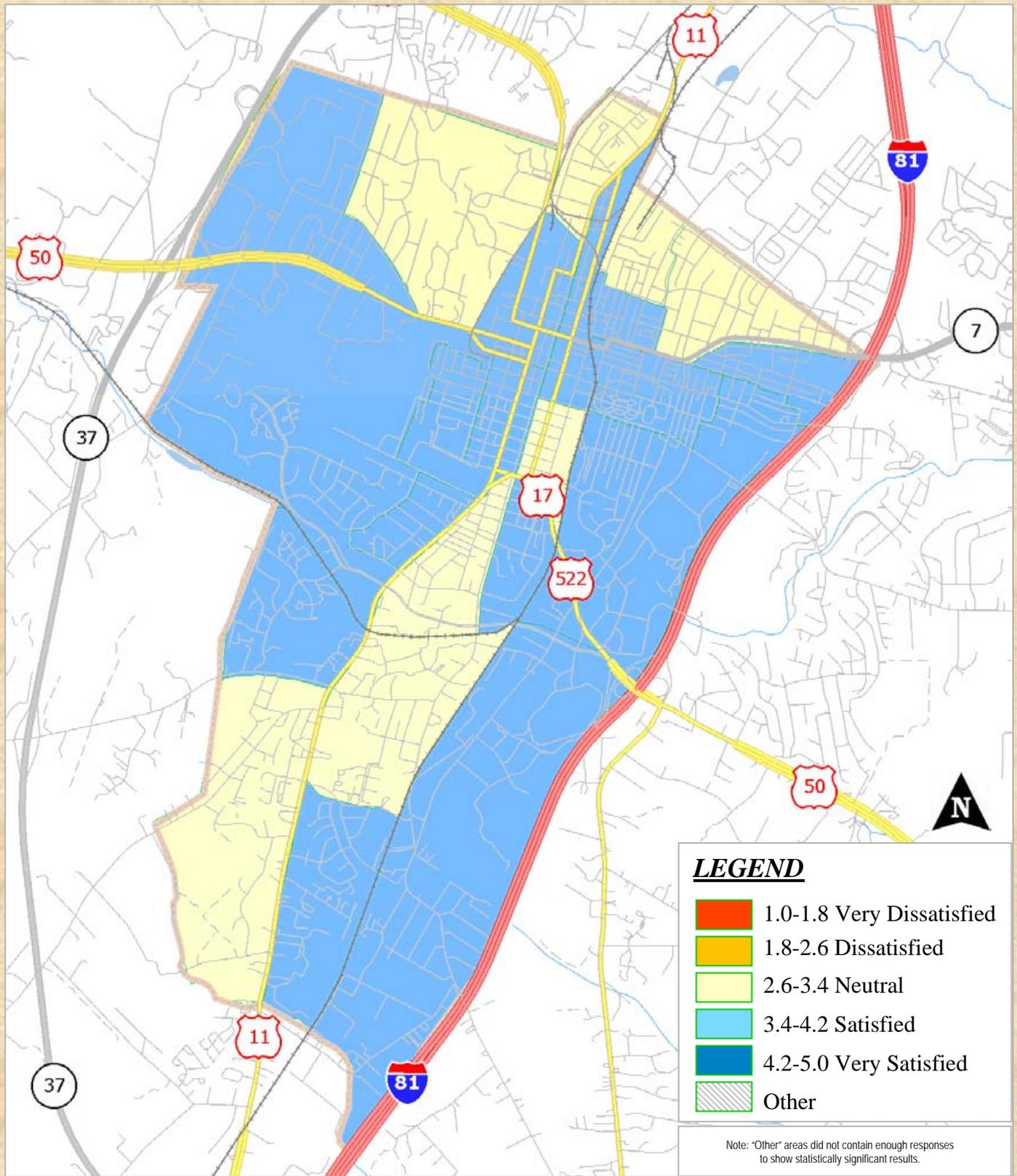
Quality of recreation programs for adults (Q4h)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

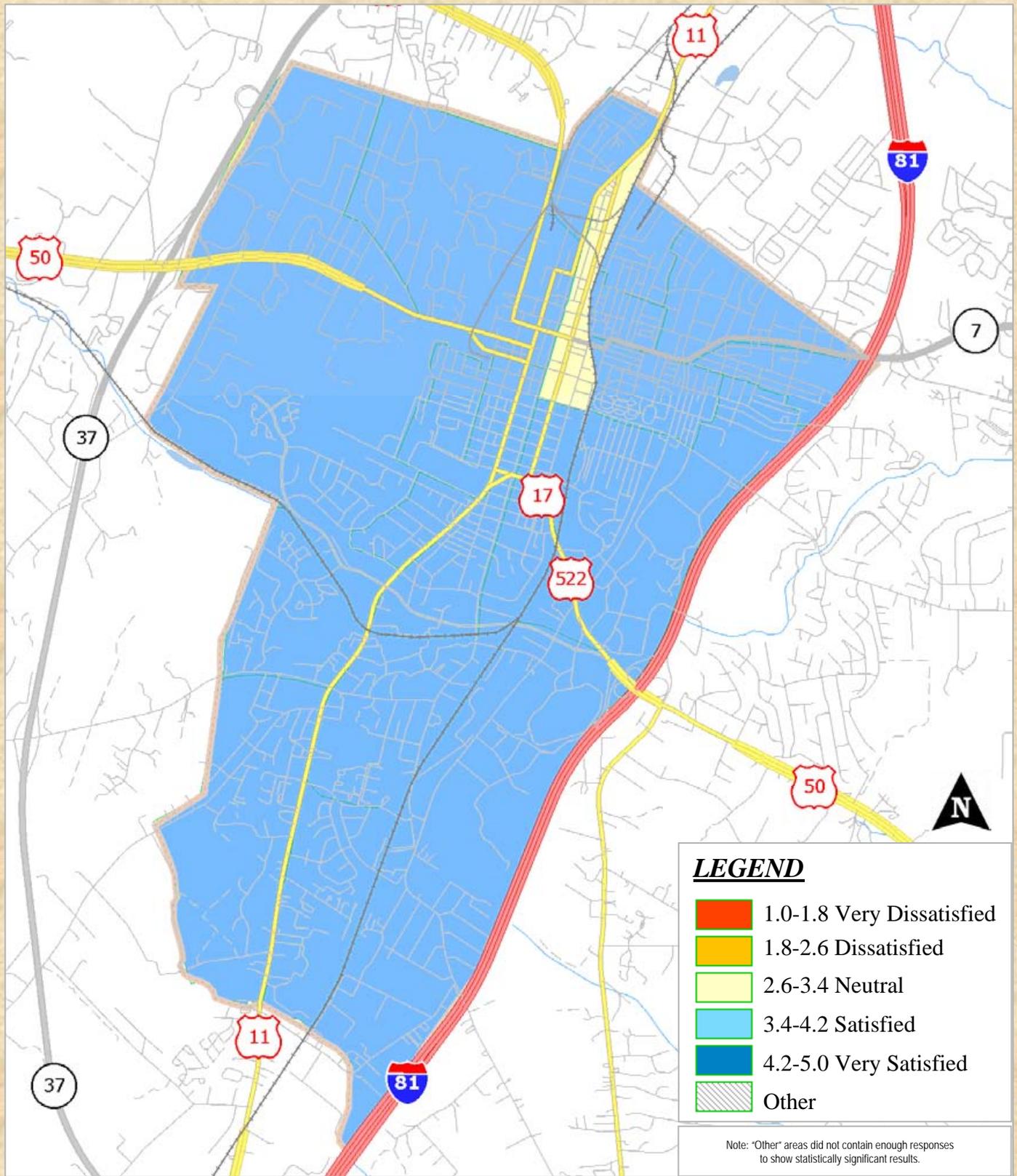
Quality of recreation programs for seniors (Q4i)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

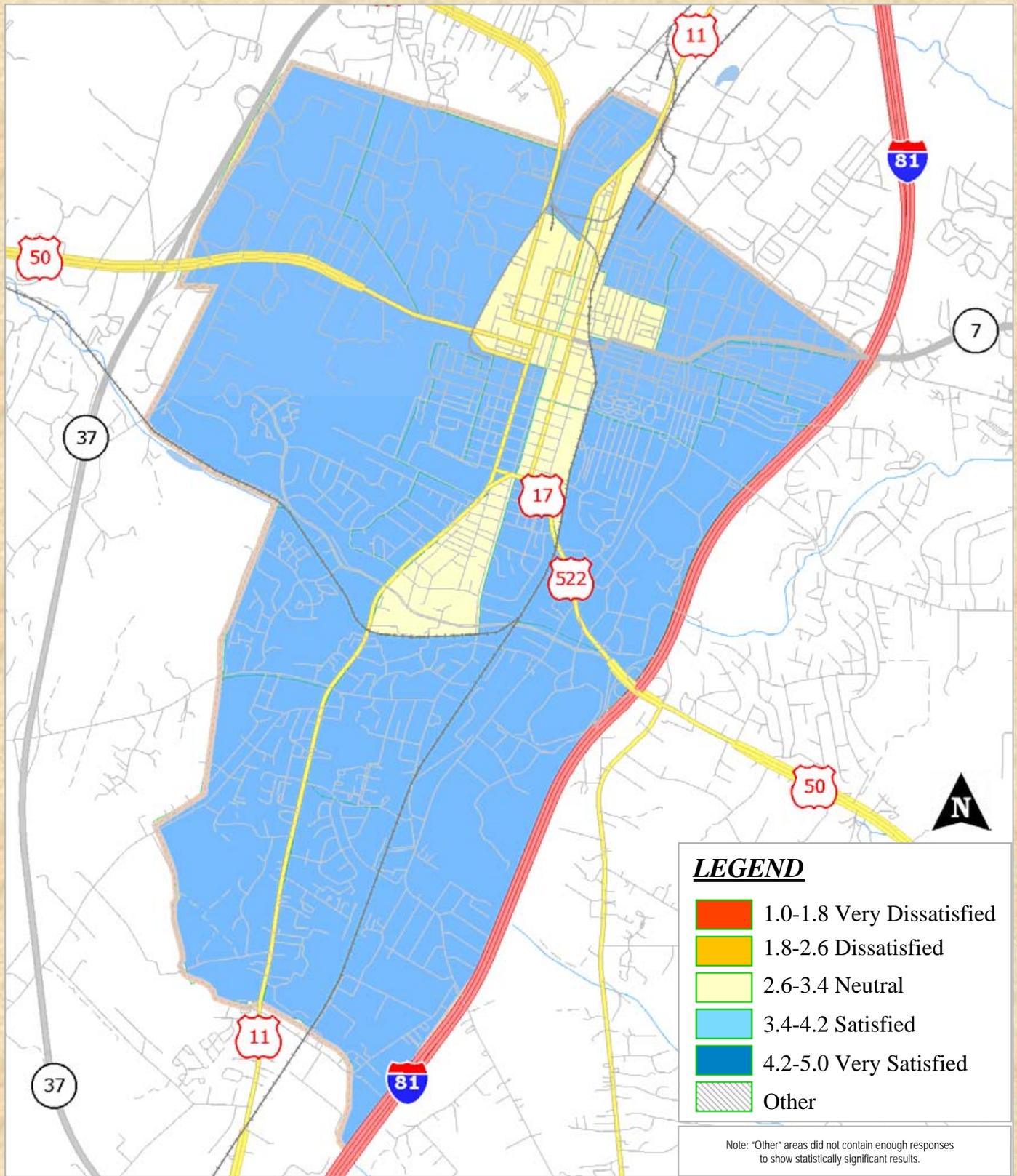
Overall quality of police protection (Q6a)



Winchester, Virginia
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

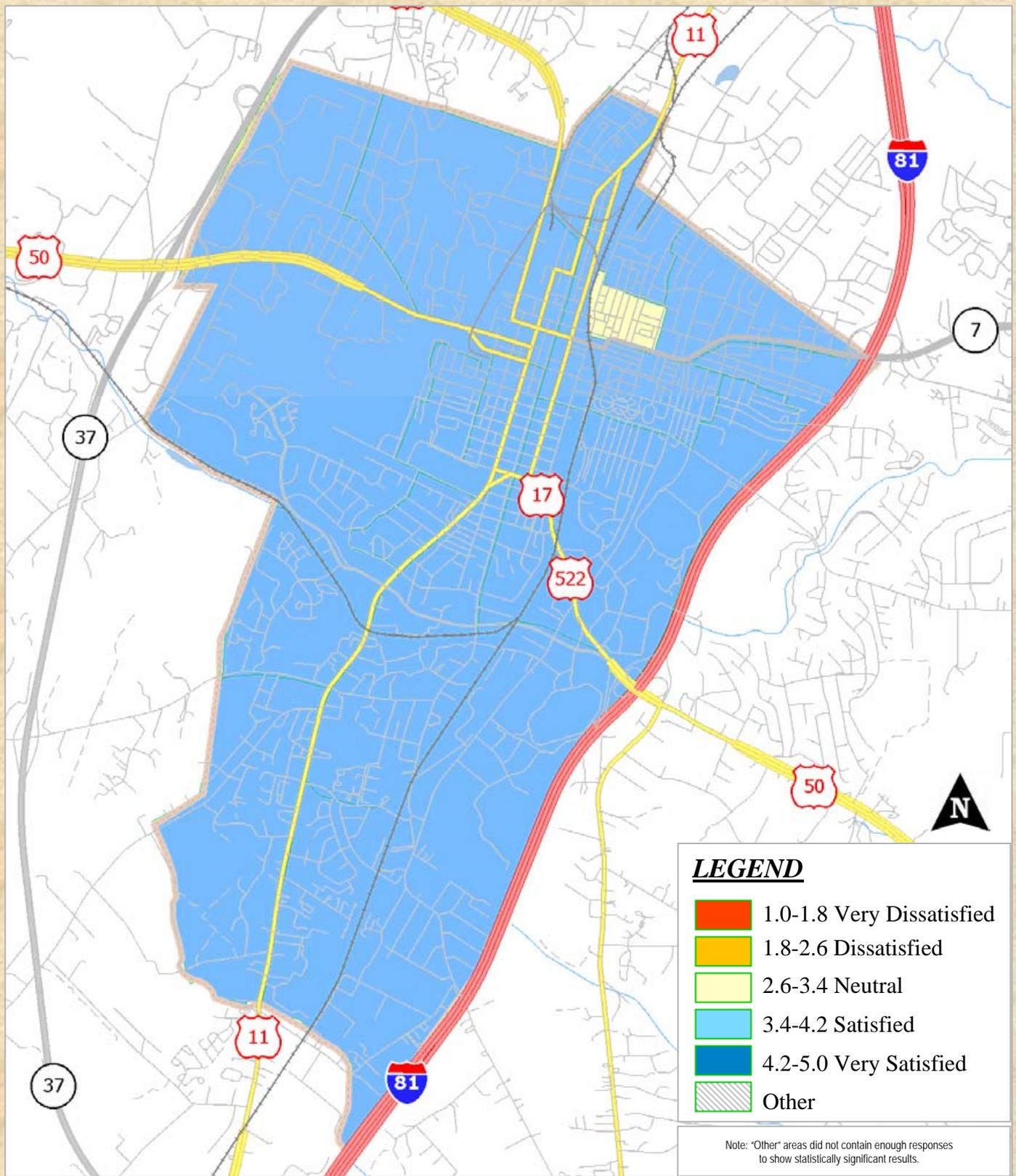
Visibility of police in neighborhoods (Q6b)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

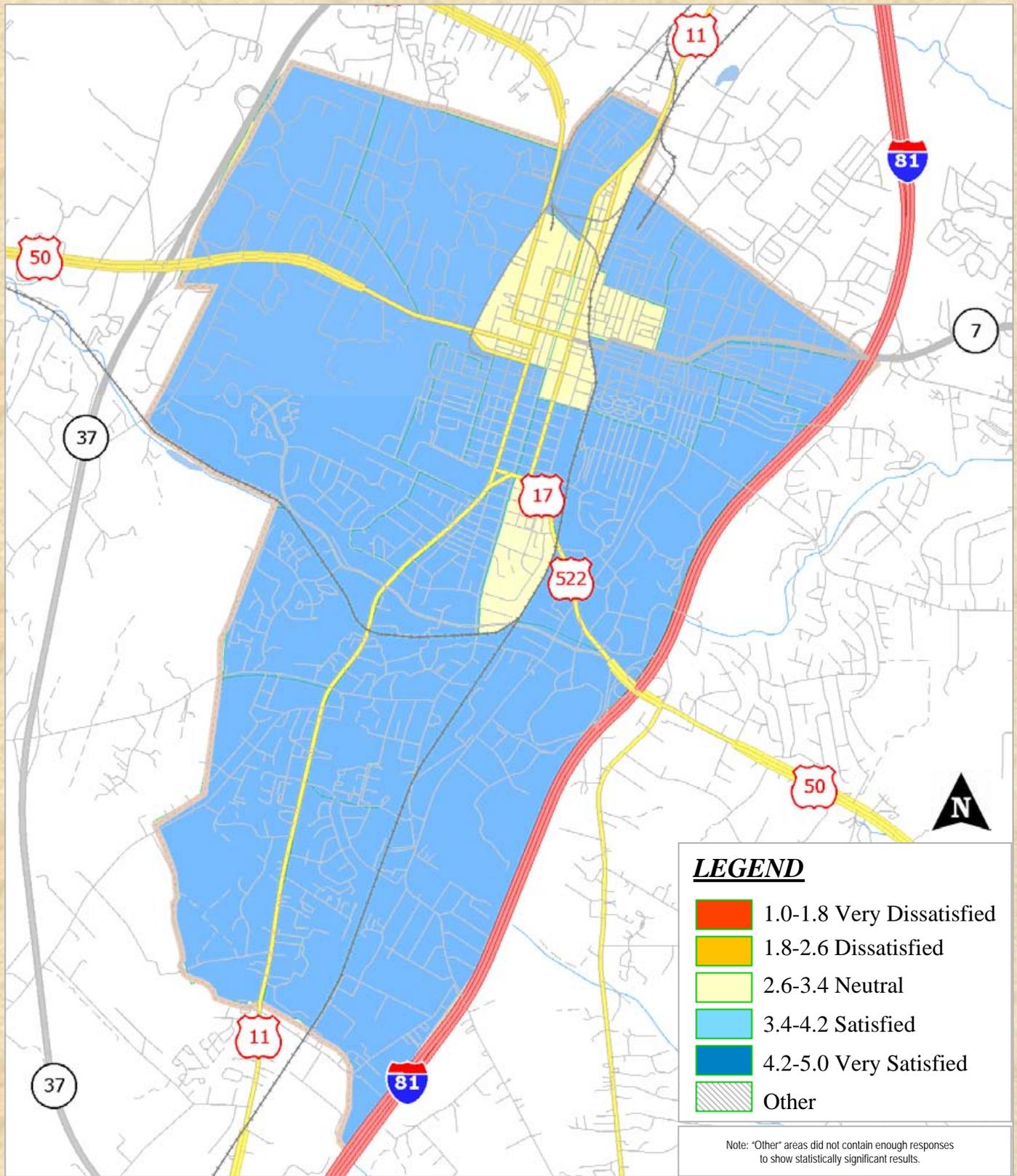
How quickly police respond to emergencies (Q6c)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

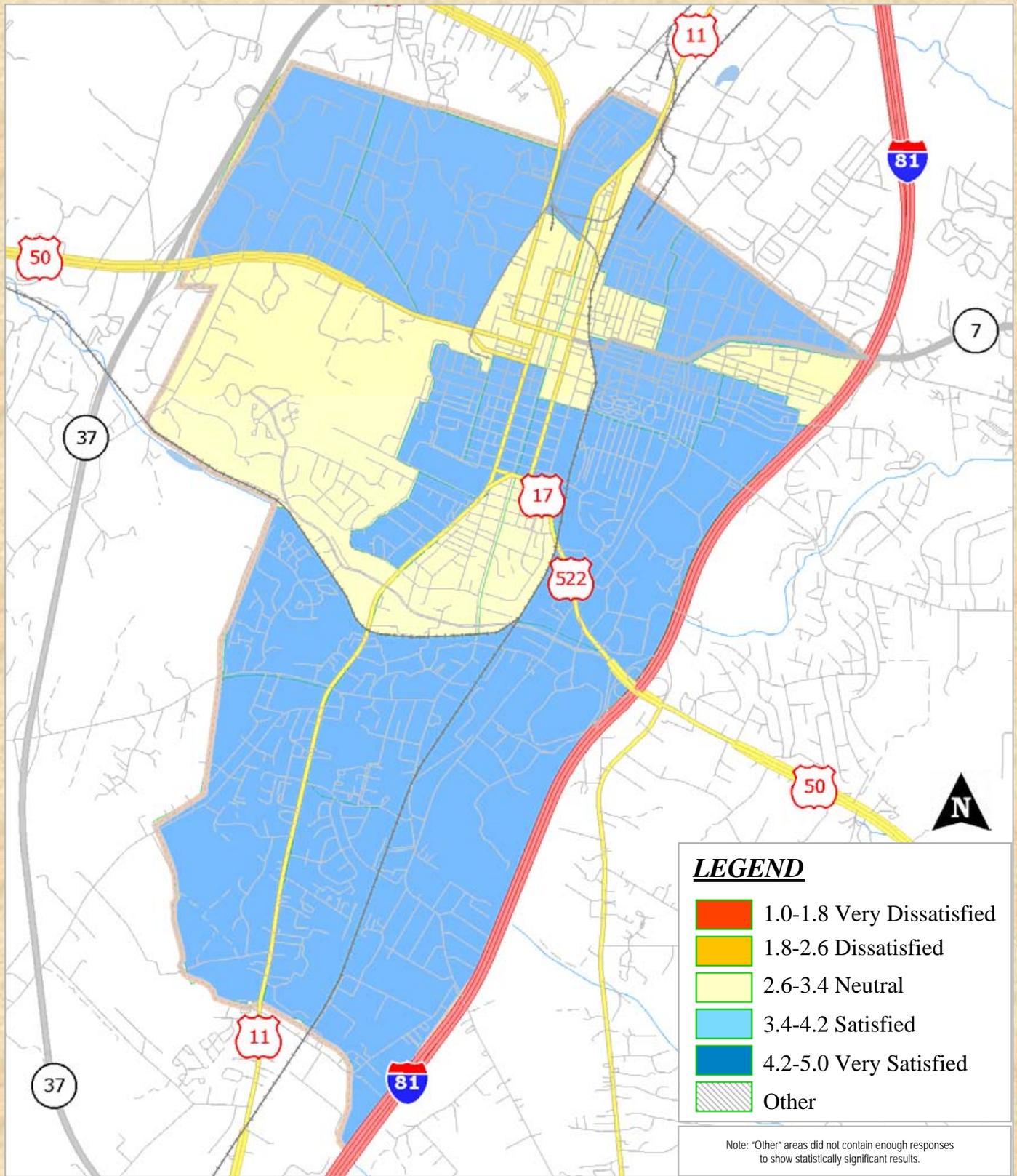
Efforts by the City to prevent crime (Q6d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

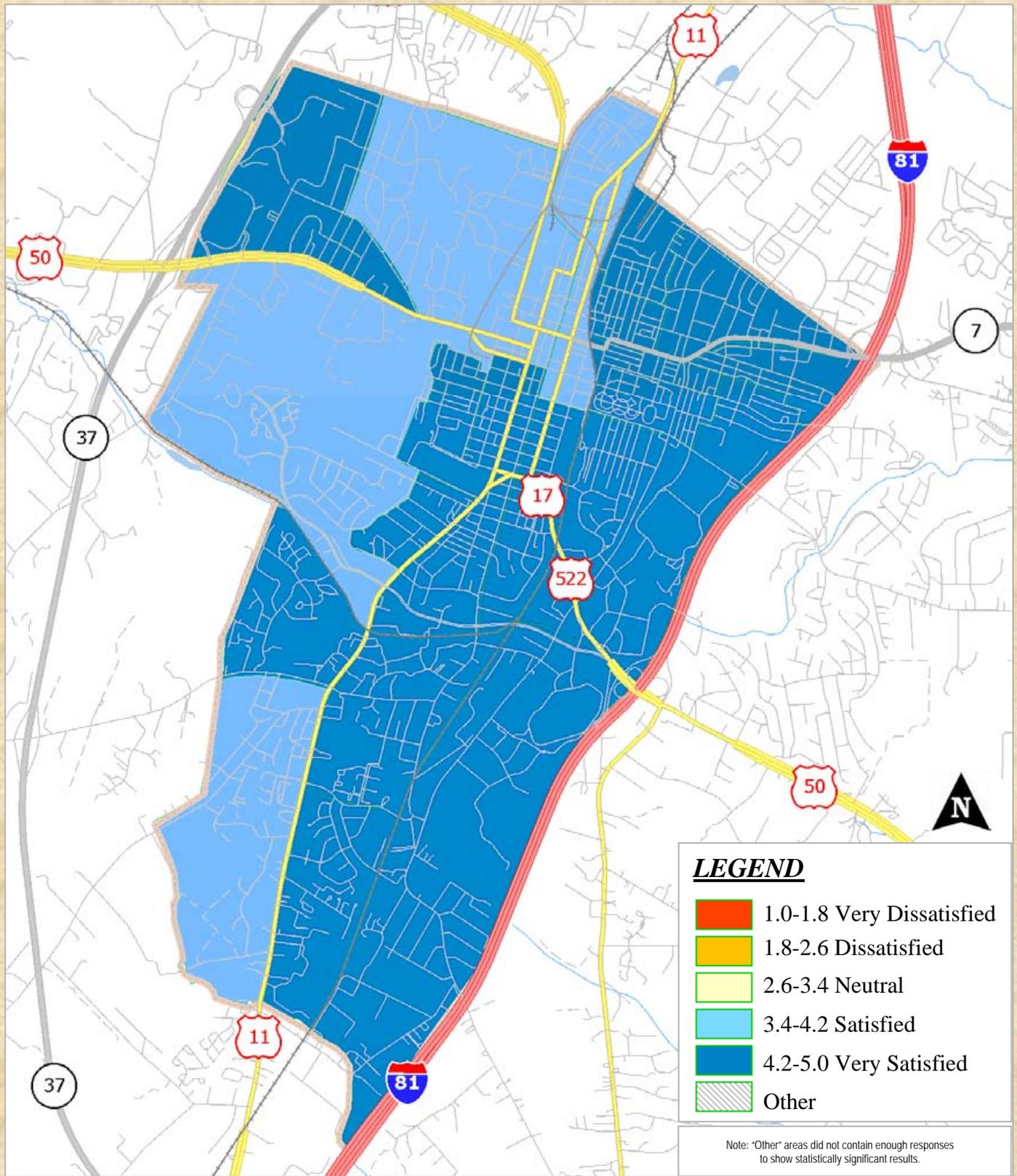
Police efforts reduce gang related activity (Q6e)



Winchester, Virginia
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

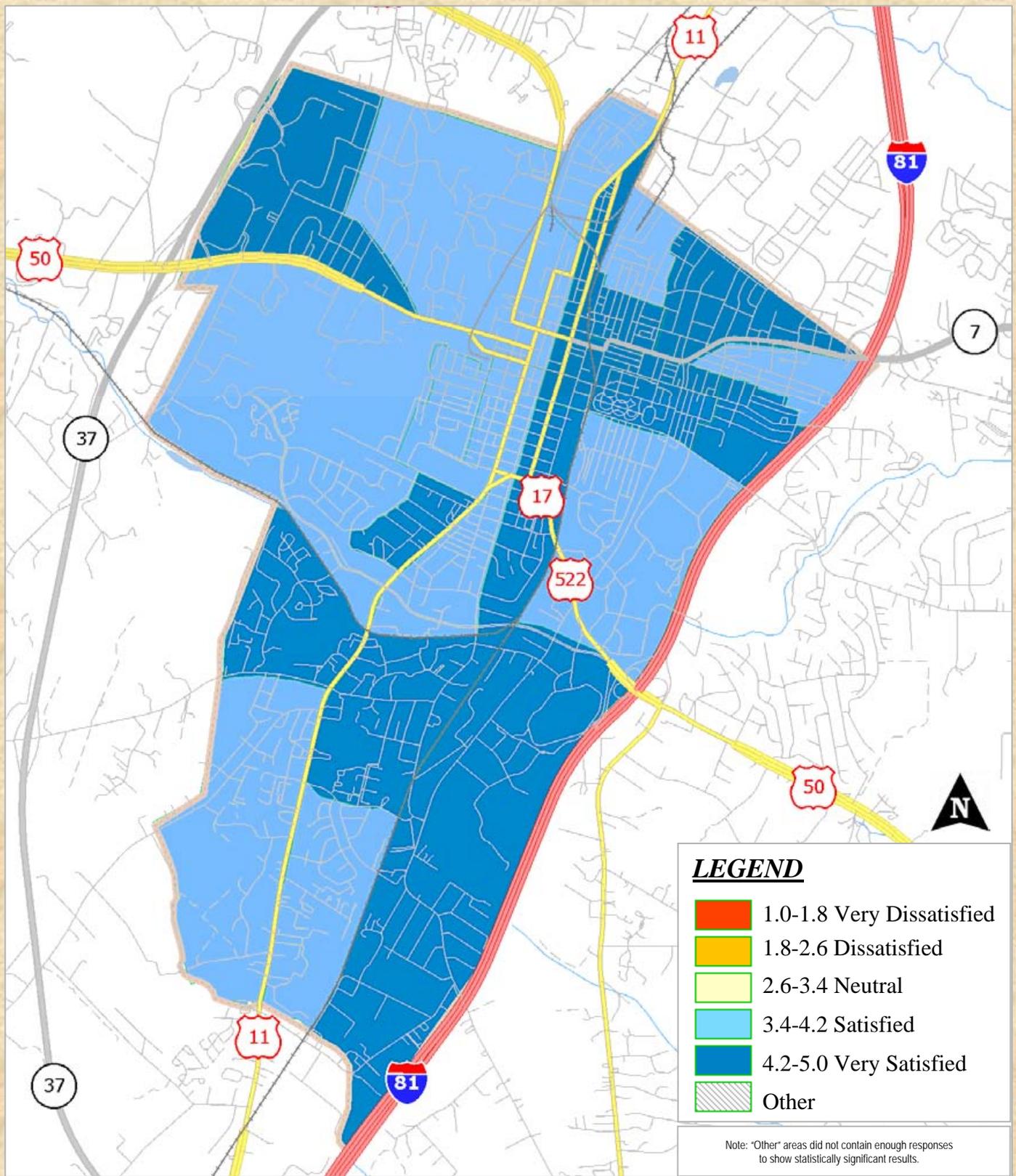
Overall quality of fire services (Q6f)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

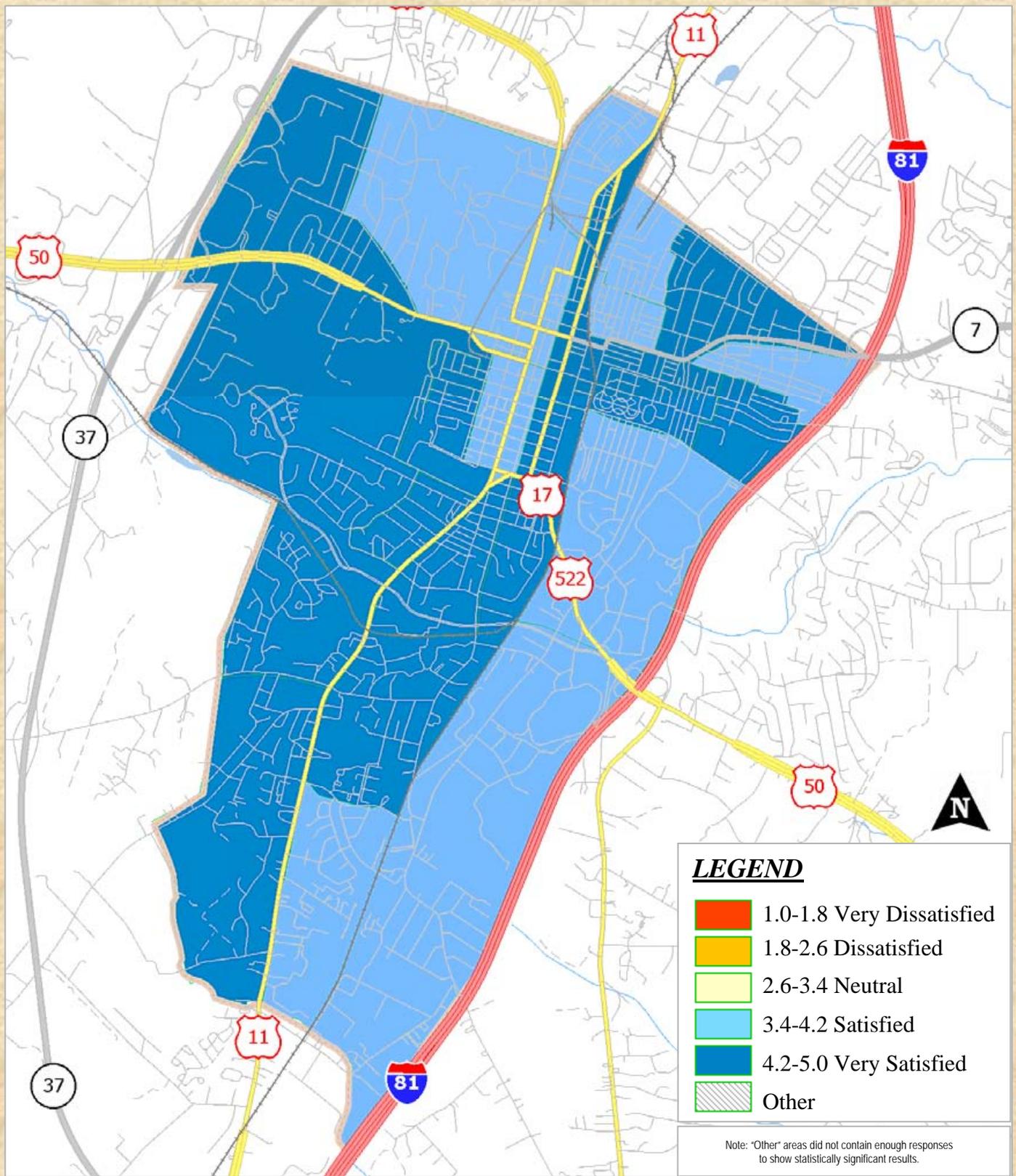
Quality of emergency medical services (Q6g)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

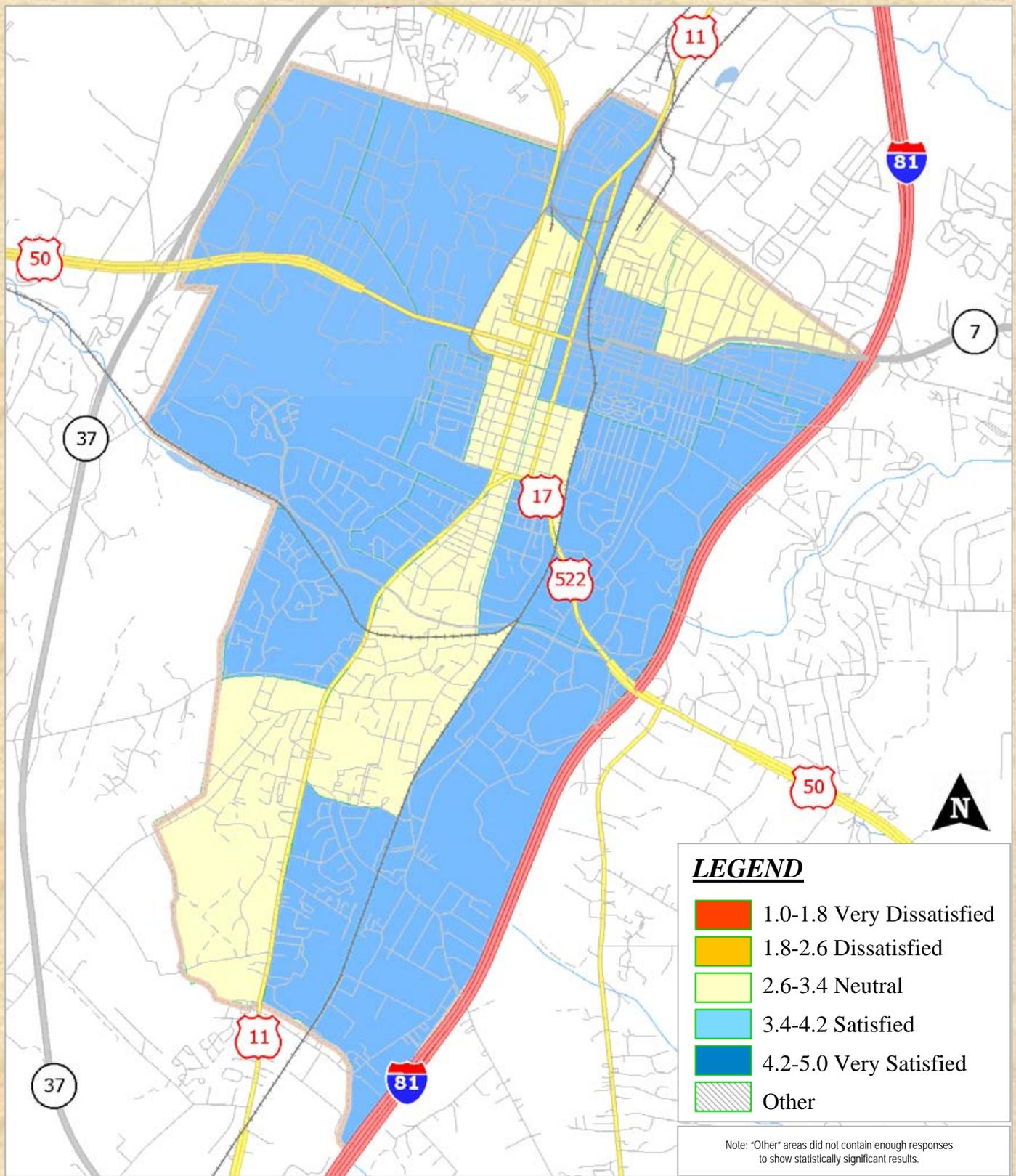
How quickly fire and EMS personnel respond (Q6h)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

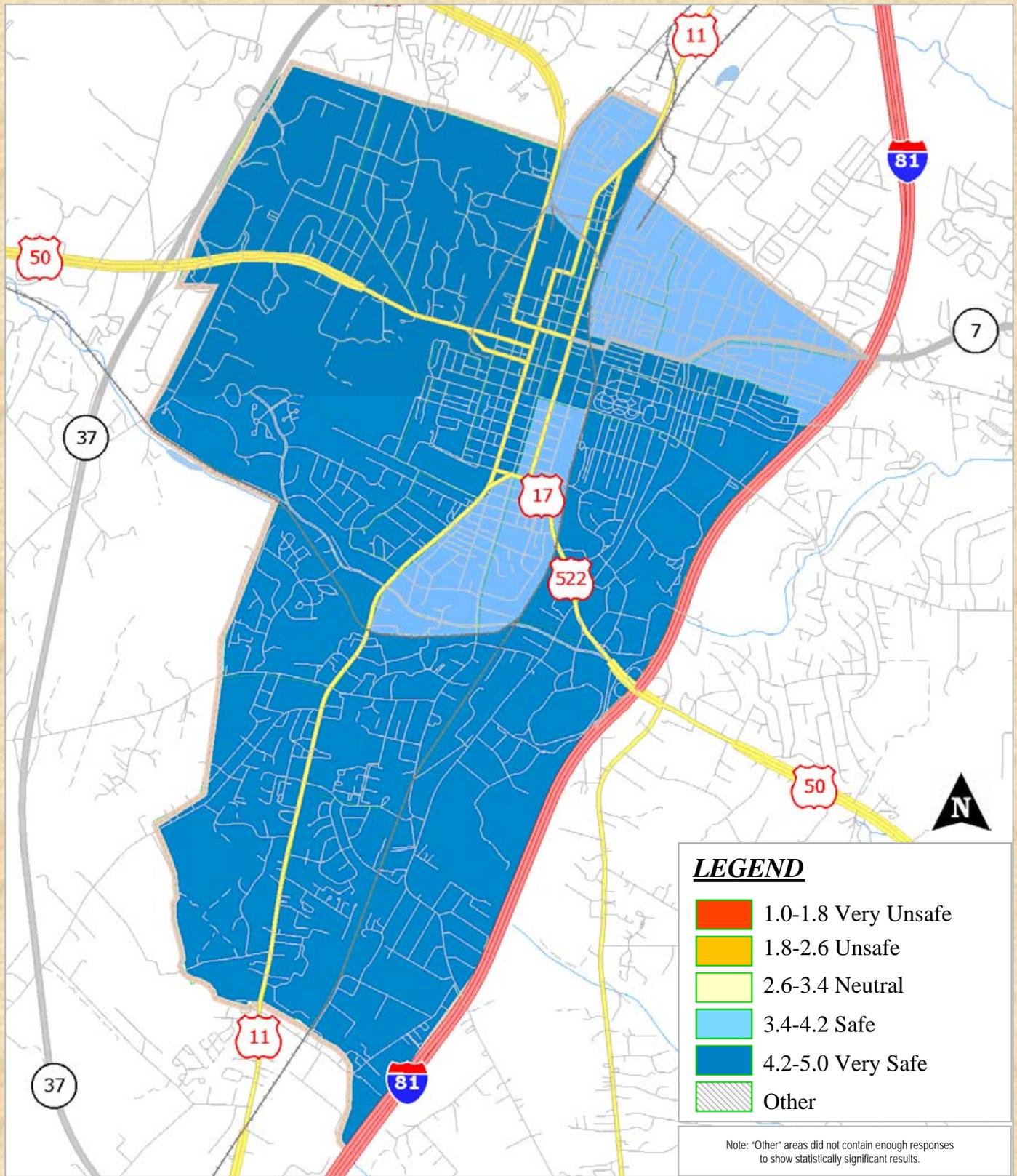
Amount of street lighting (Q6i)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

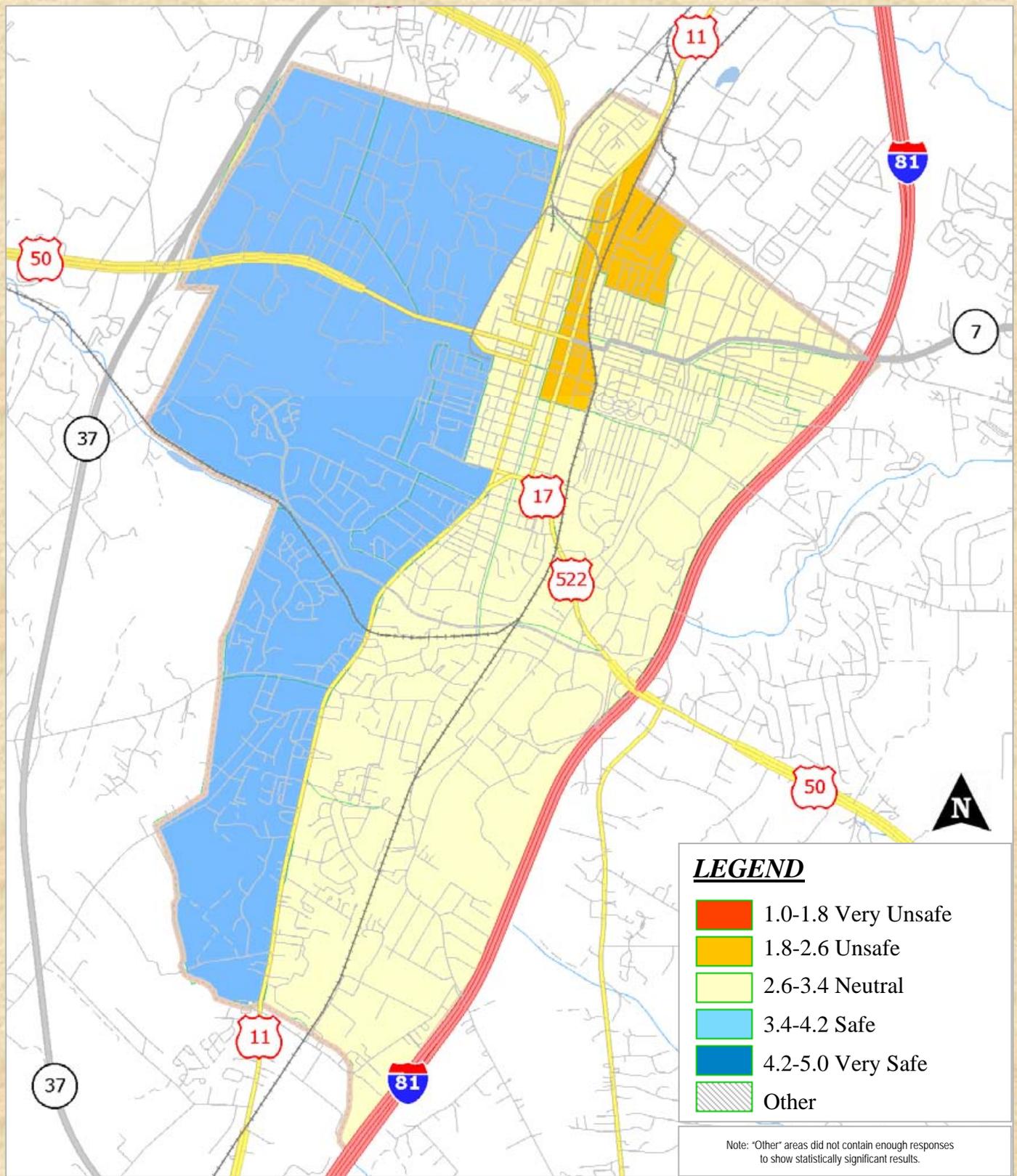
Feeling of safety in neighborhoods during the day (Q8a)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

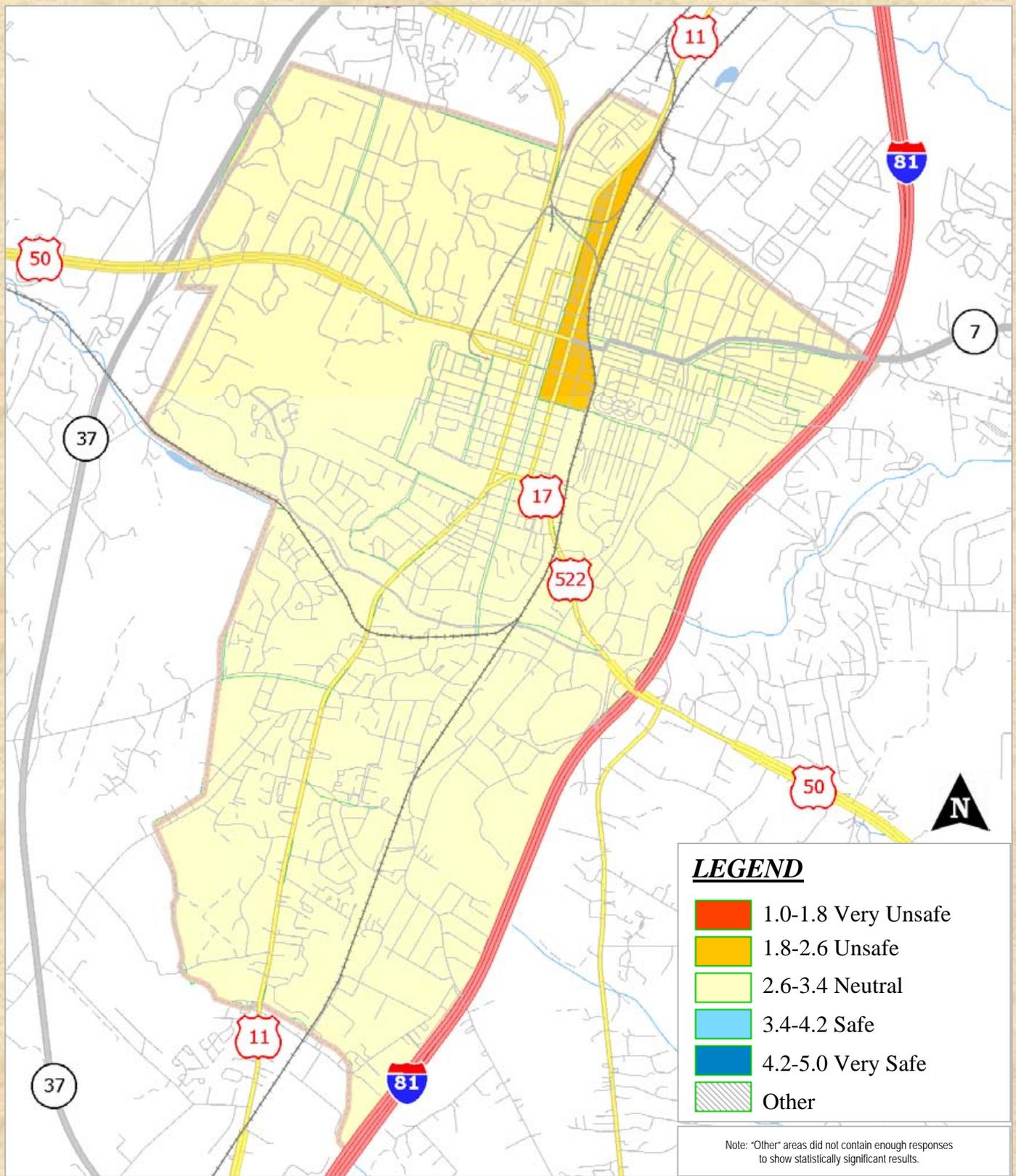
Feeling of safety walking in neighborhoods after dark (Q8b)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

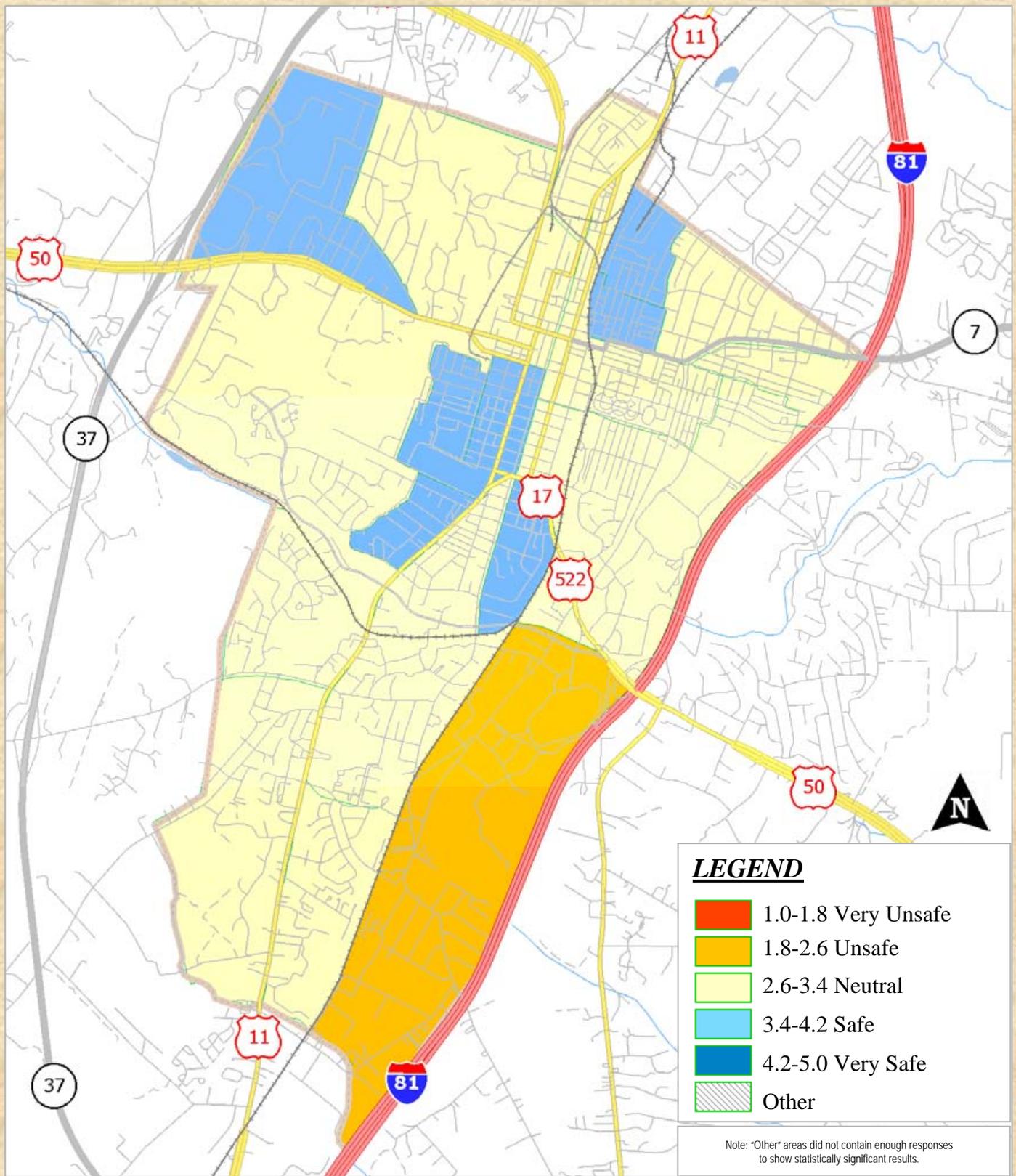
Feeling of safety in City parks (Q8c)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

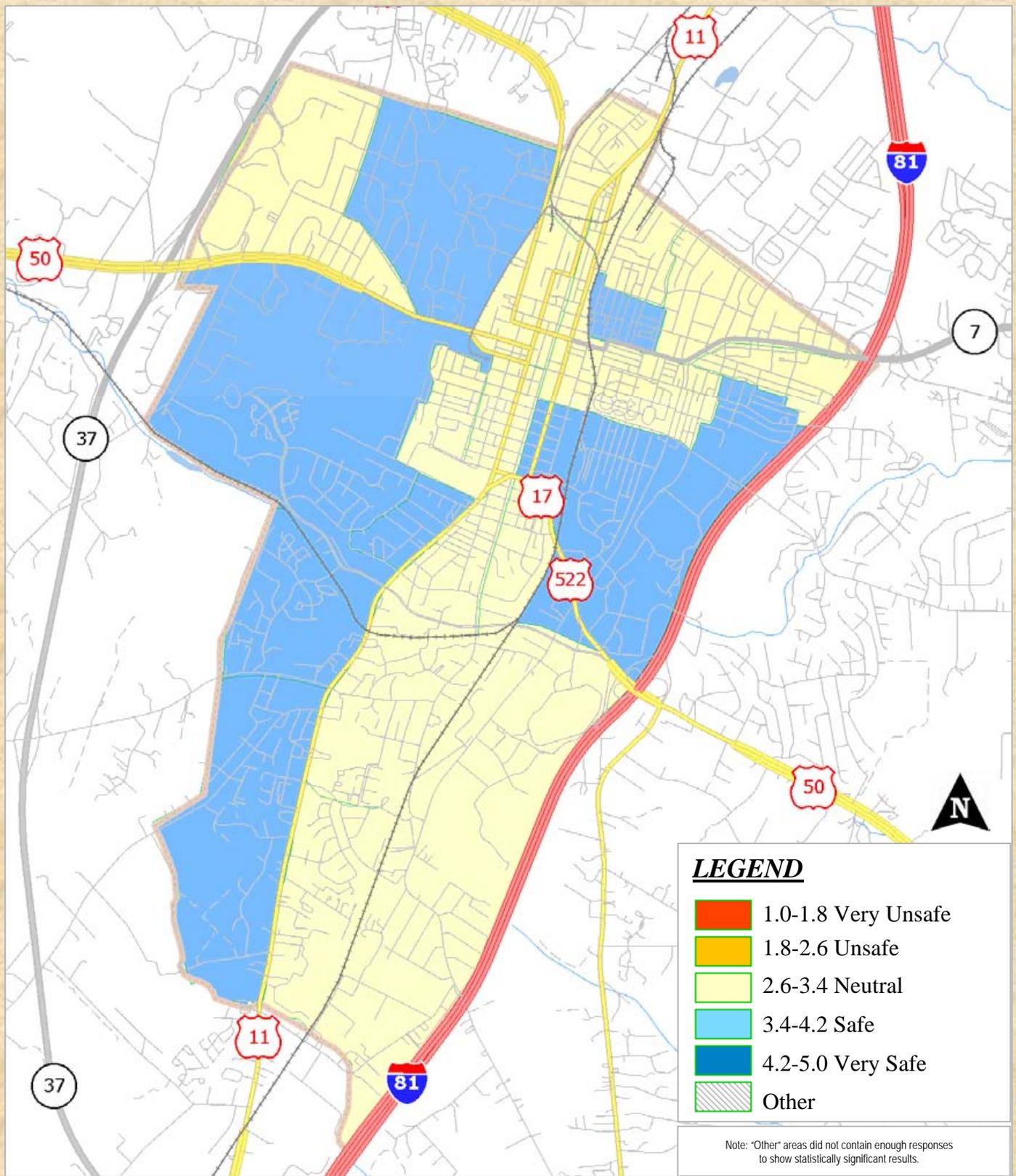
Feeling of safety in Downtown Winchester (Q8d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

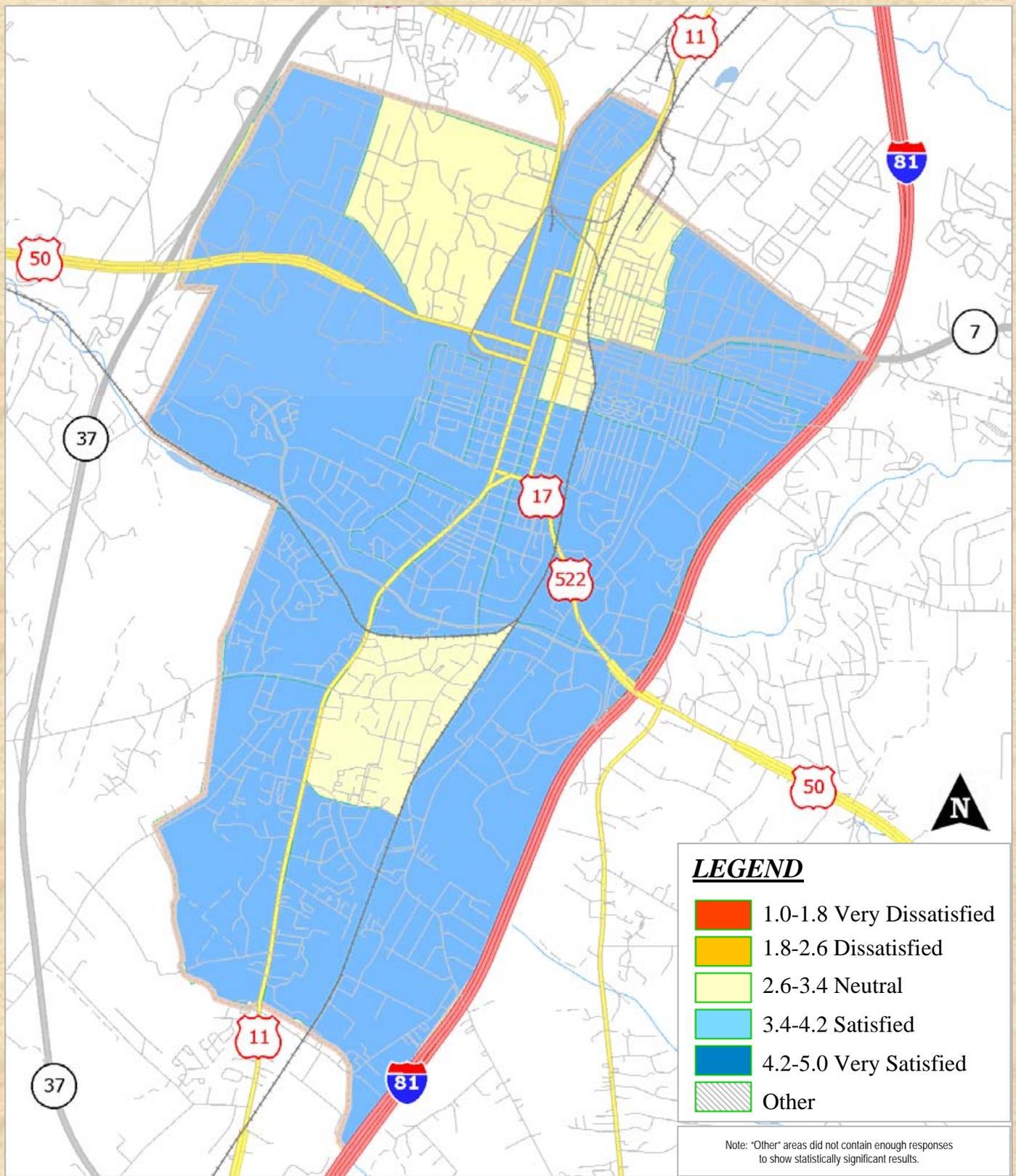
Feeling of safety in commercial/retail areas of the City (Q8e)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

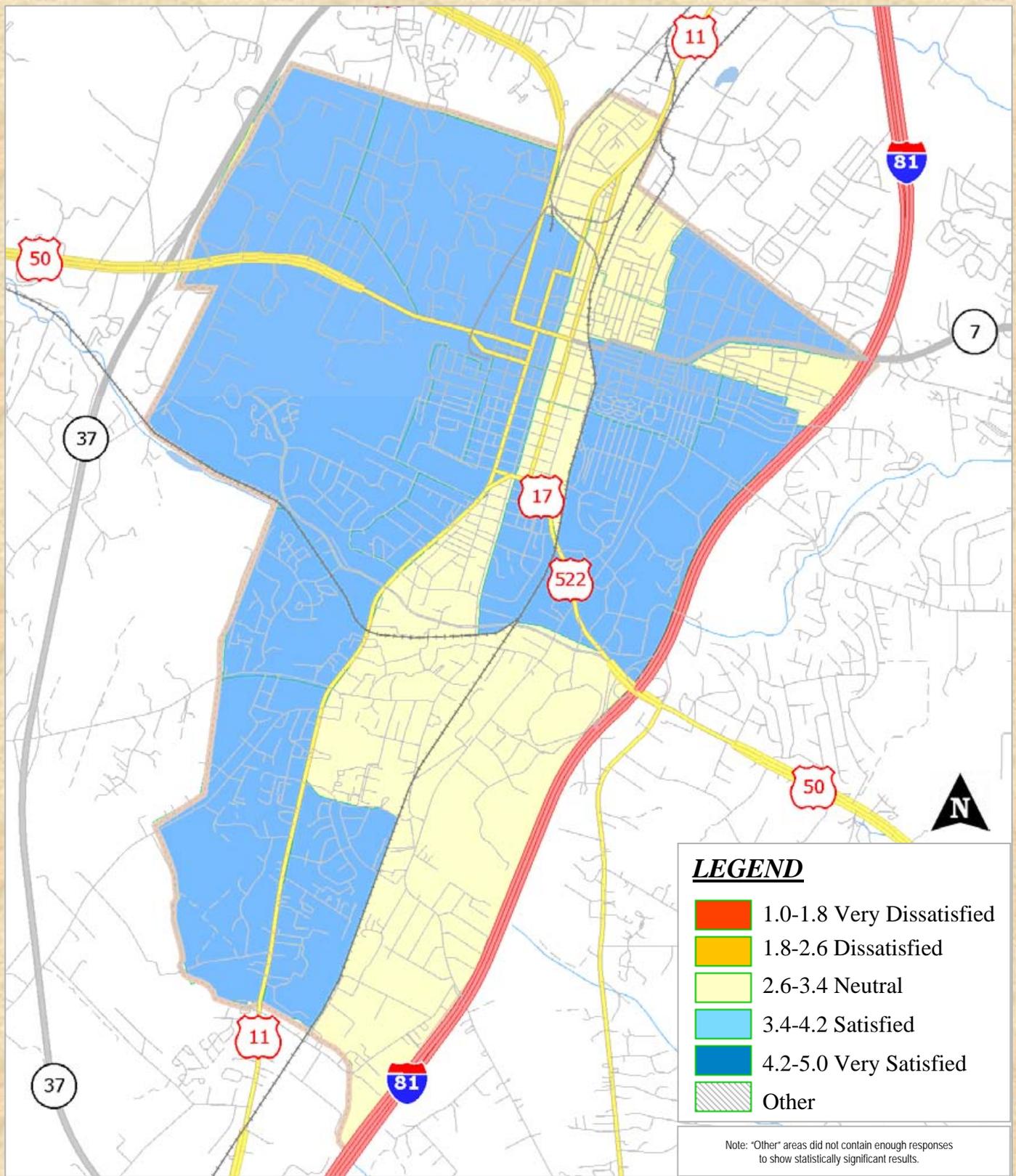
Condition of major city streets (Q9a)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

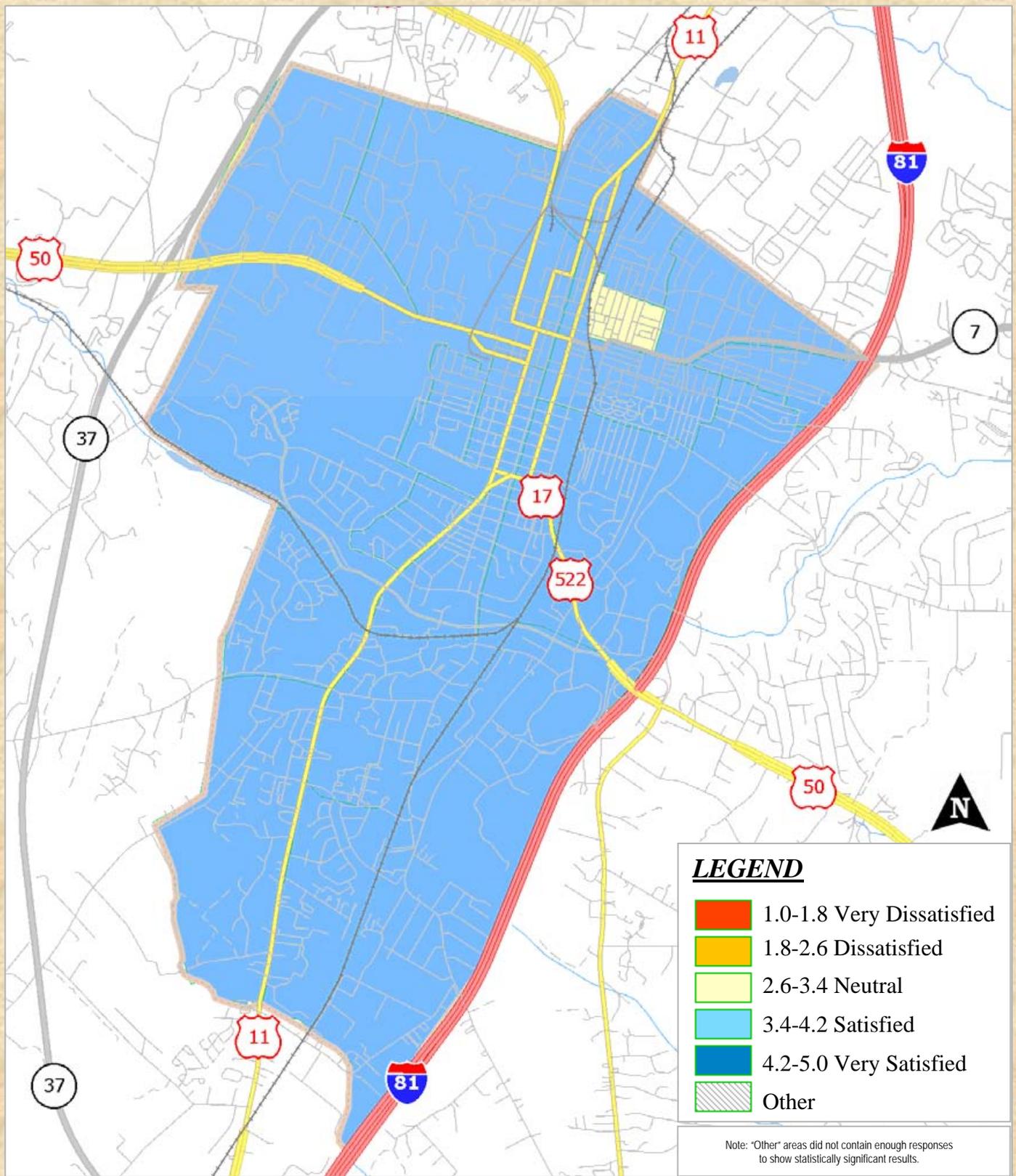
Condition of streets in your neighborhood (Q9b)



Winchester, Virginia
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

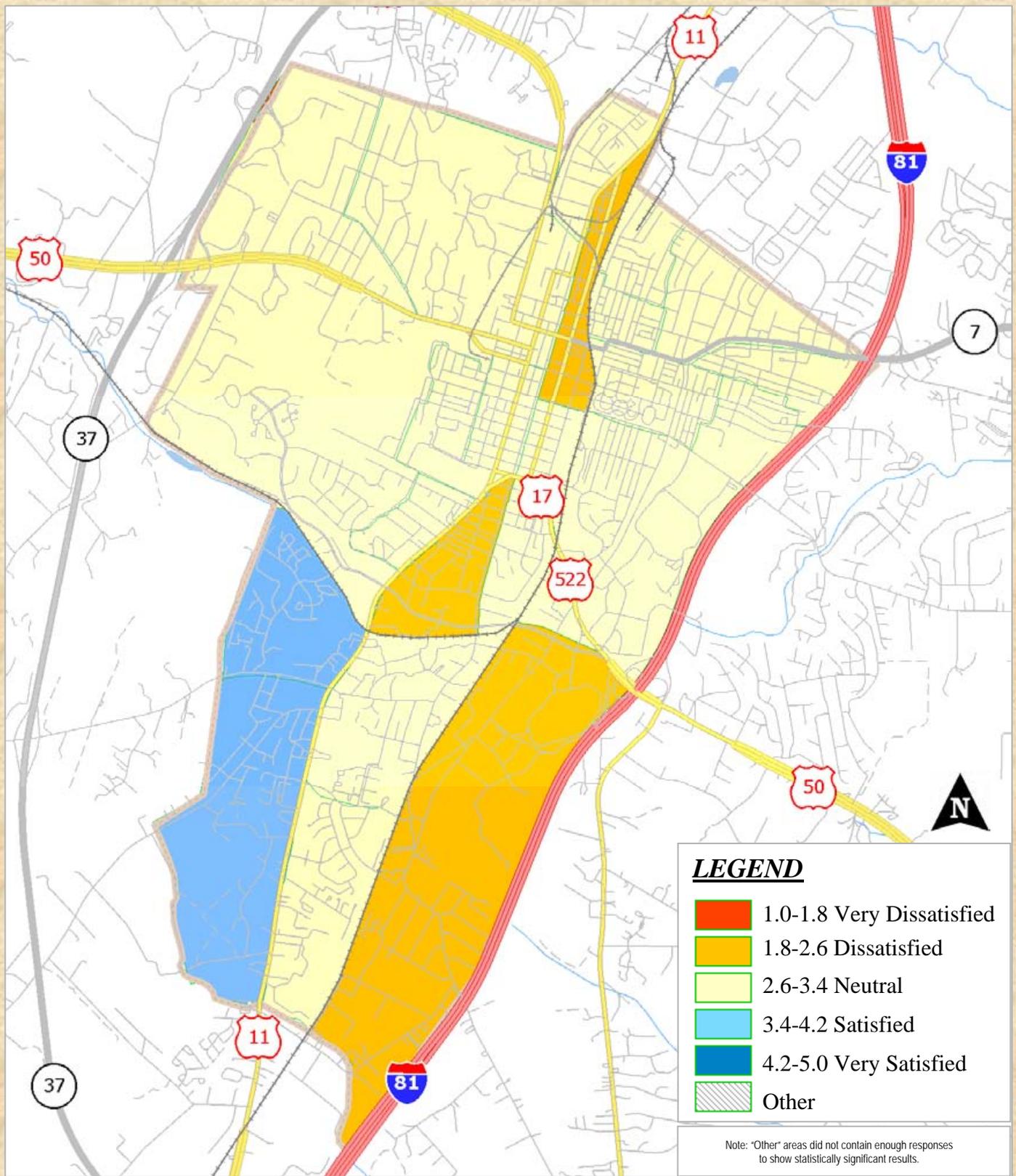
Condition of street and traffic signals (Q9c)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

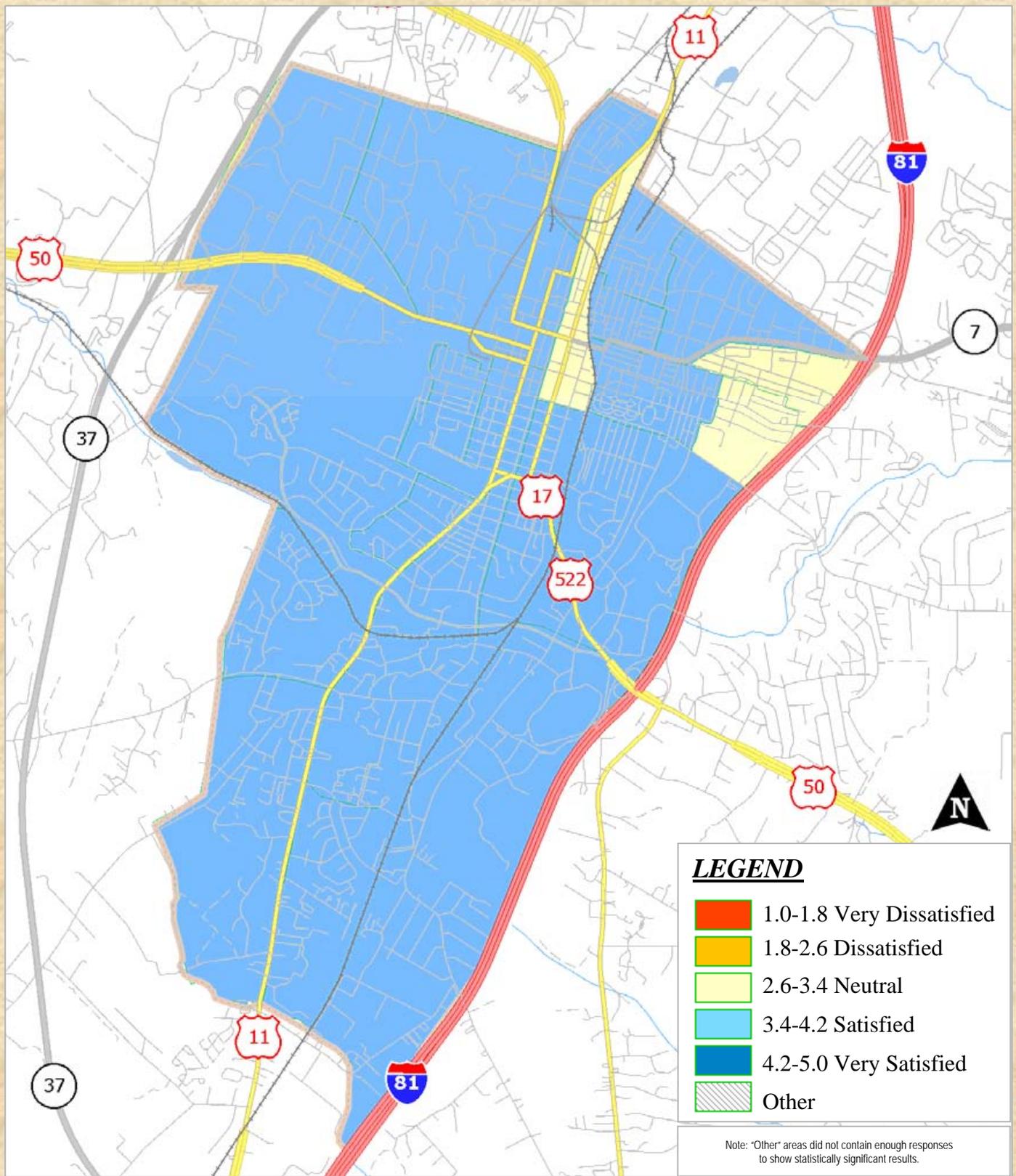
Condition of sidewalks in your neighborhood (Q9d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

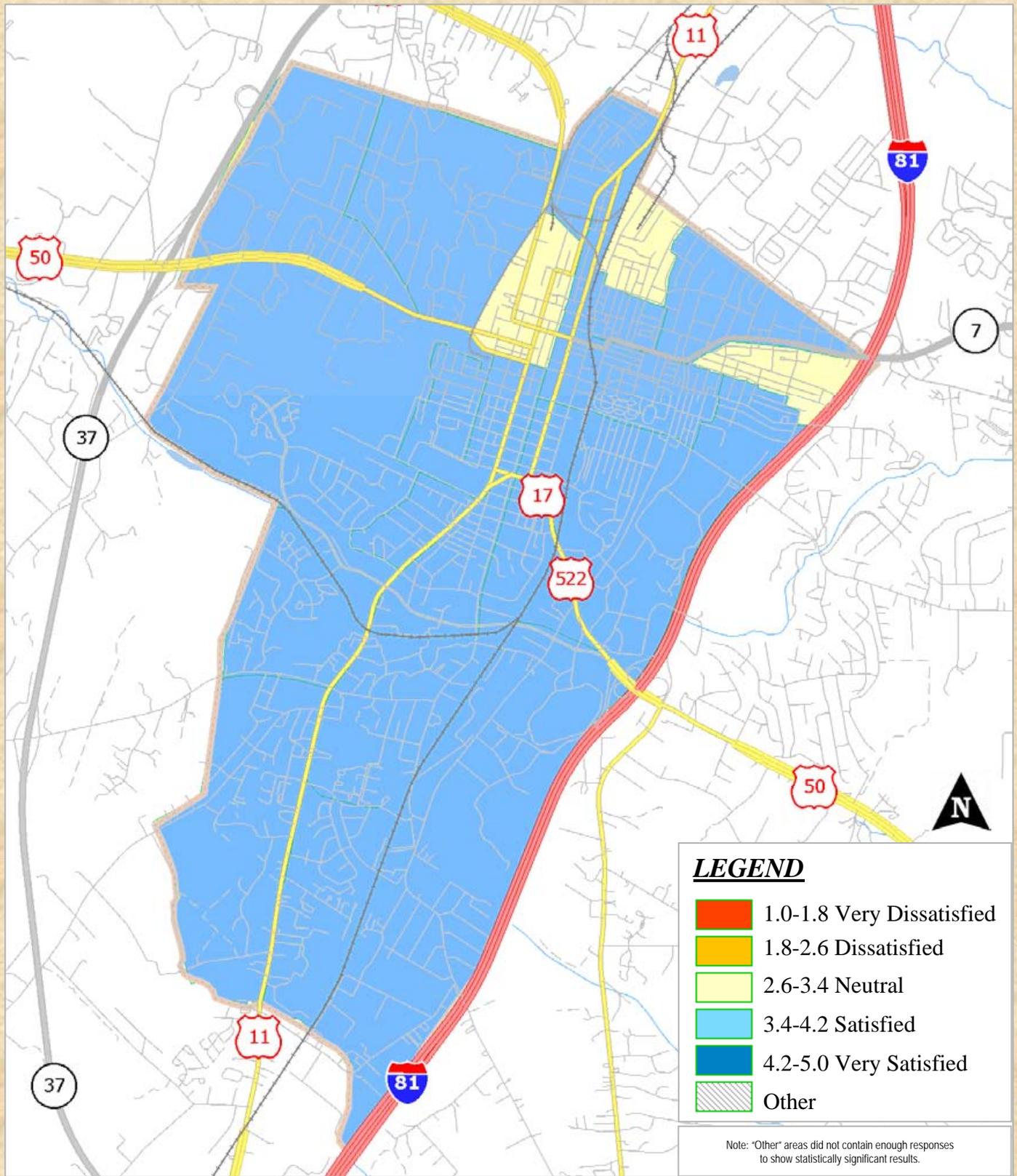
Attractiveness of streetscapes and medians (Q9e)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

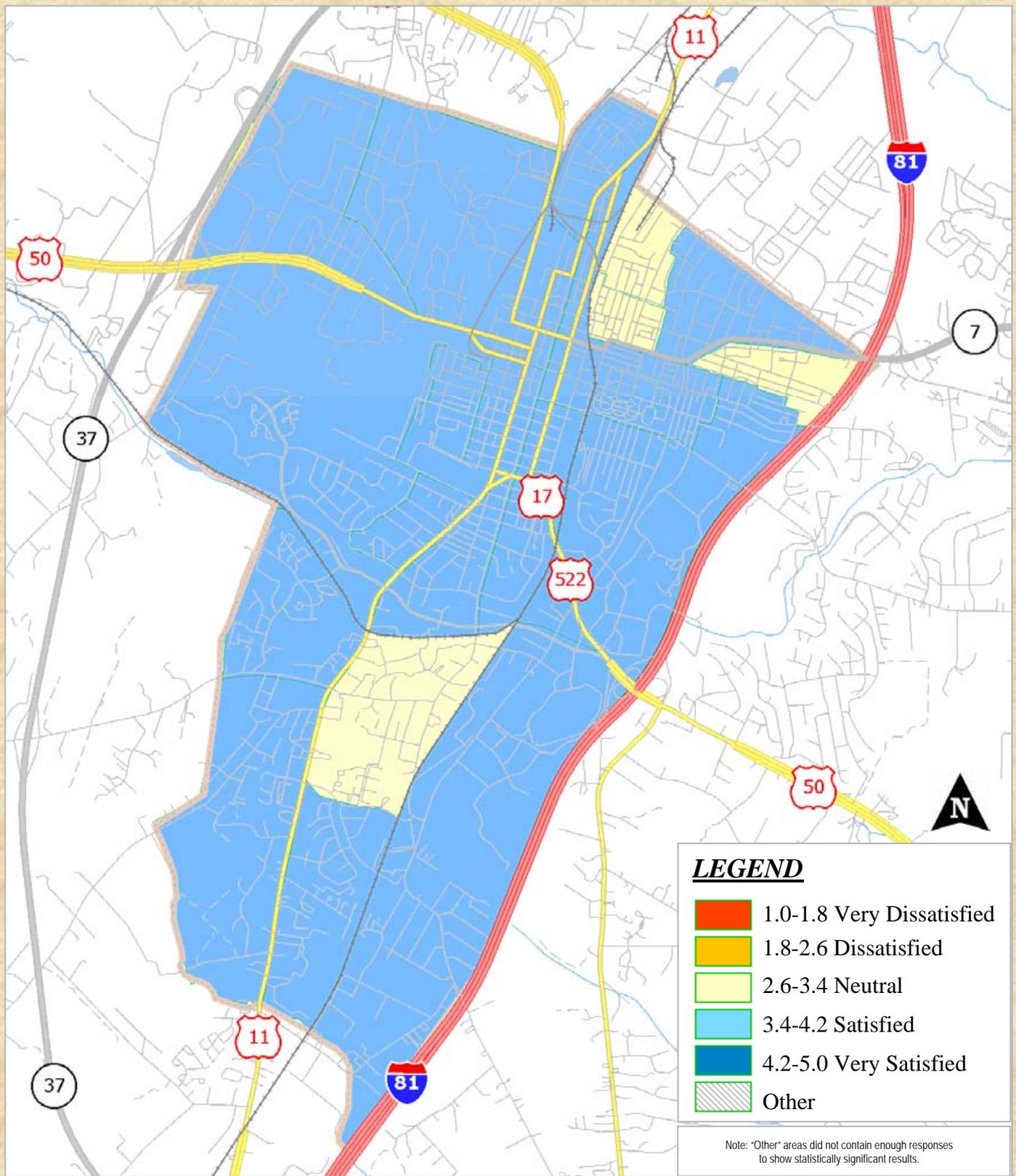
Maintenance of City street lighting (Q9f)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

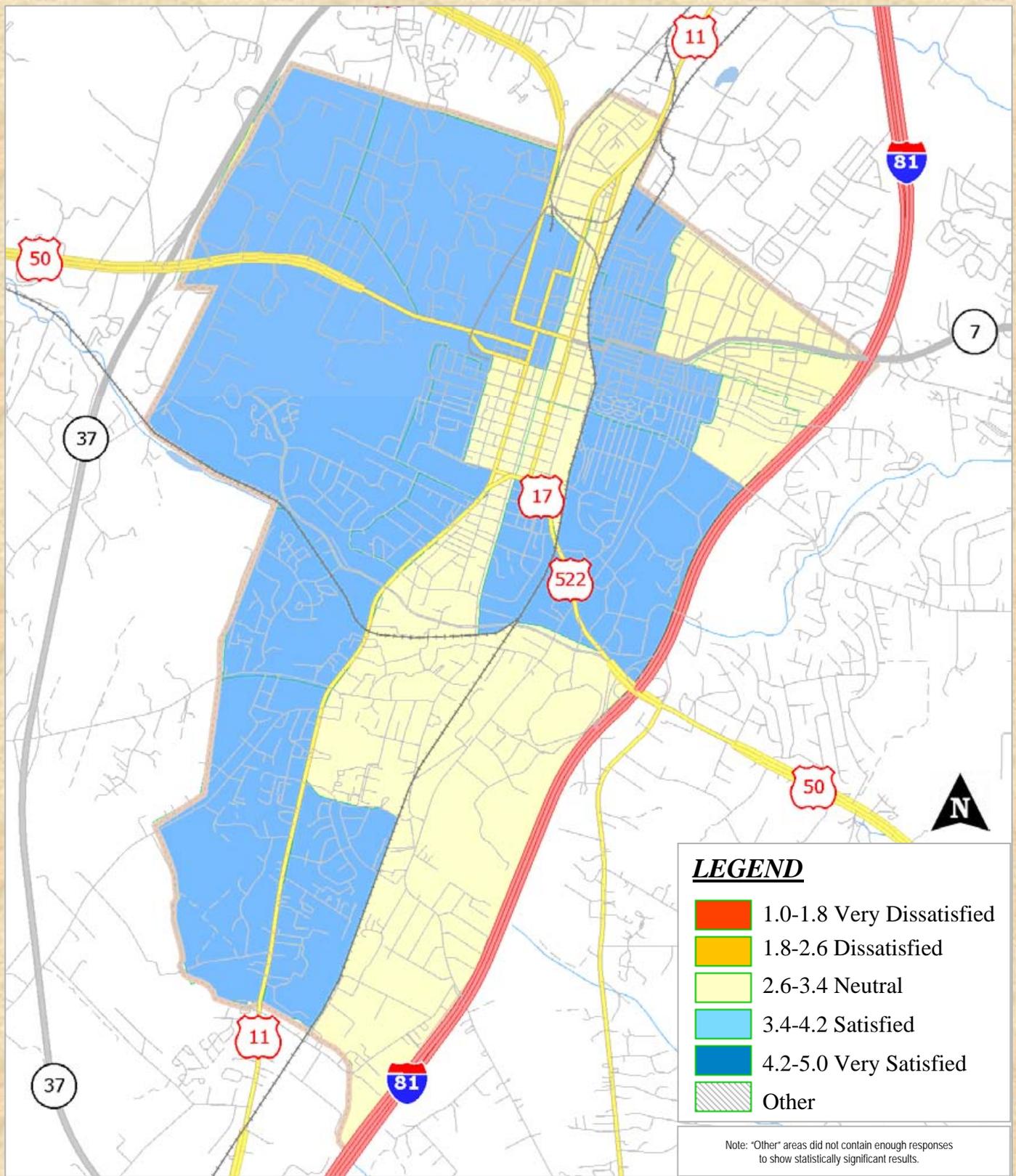
Cleanliness of public areas (Q9g)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

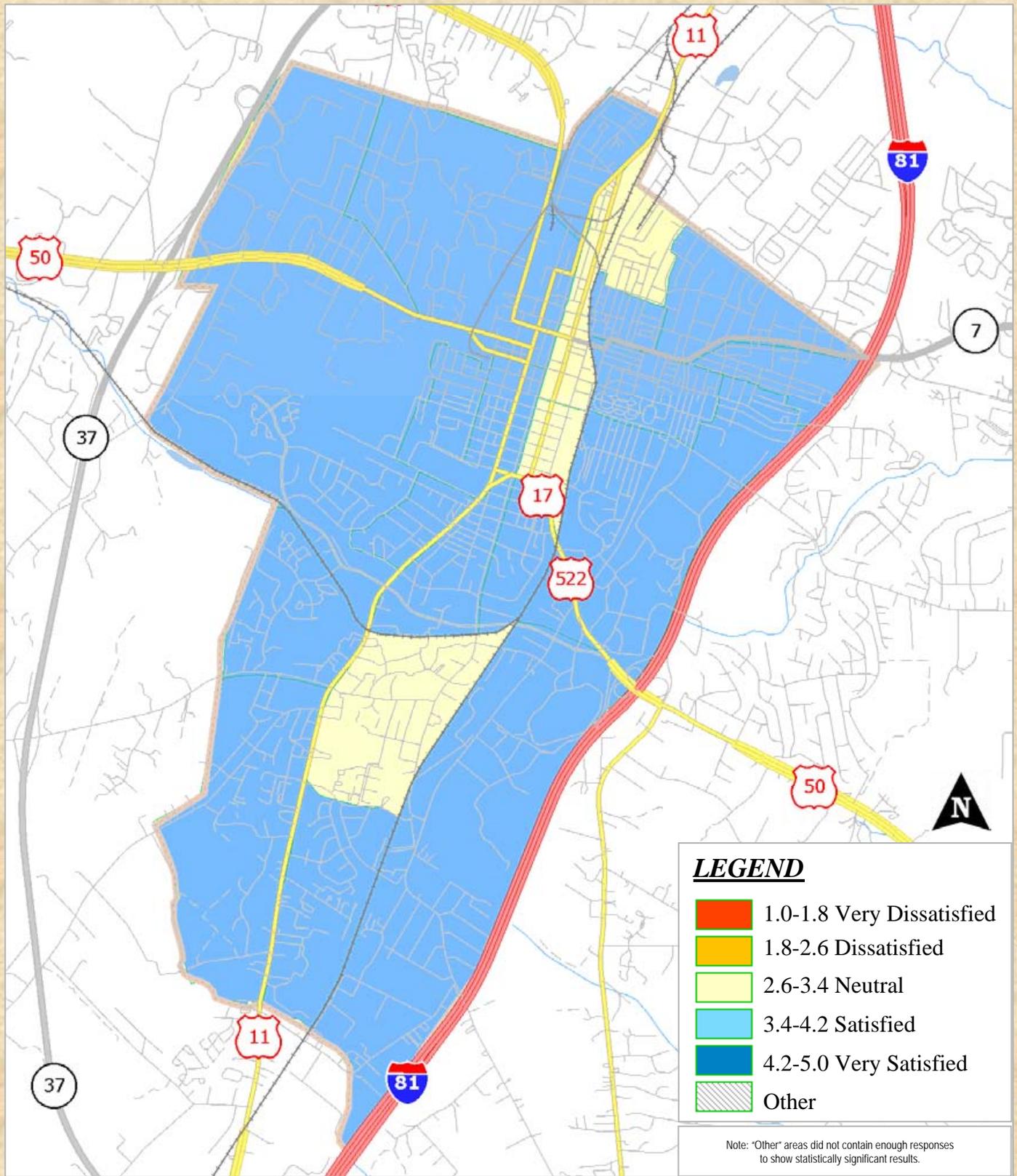
Cleanliness of stormwater drains (Q9h)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

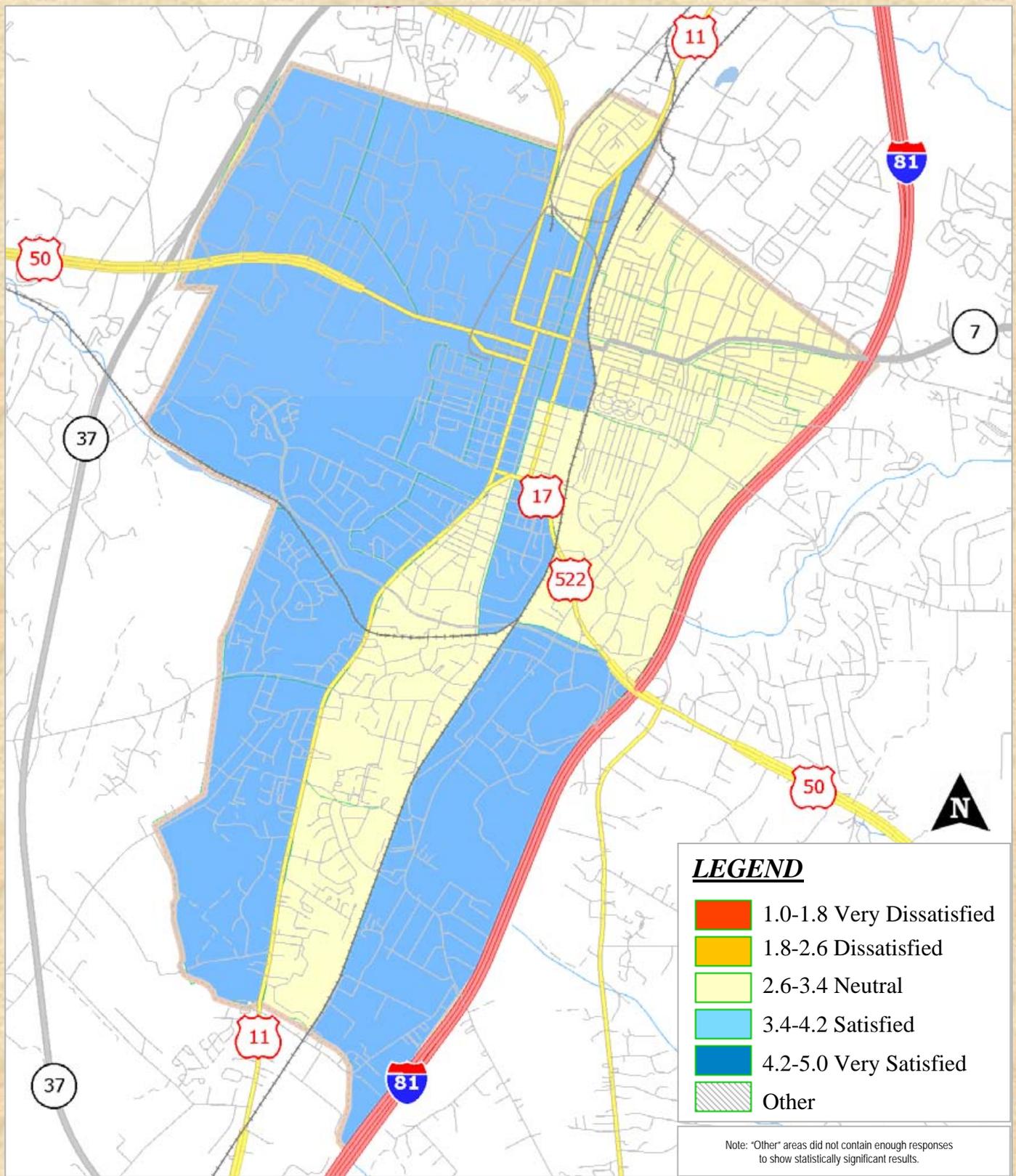
Snow removal on major city streets (Q9i)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

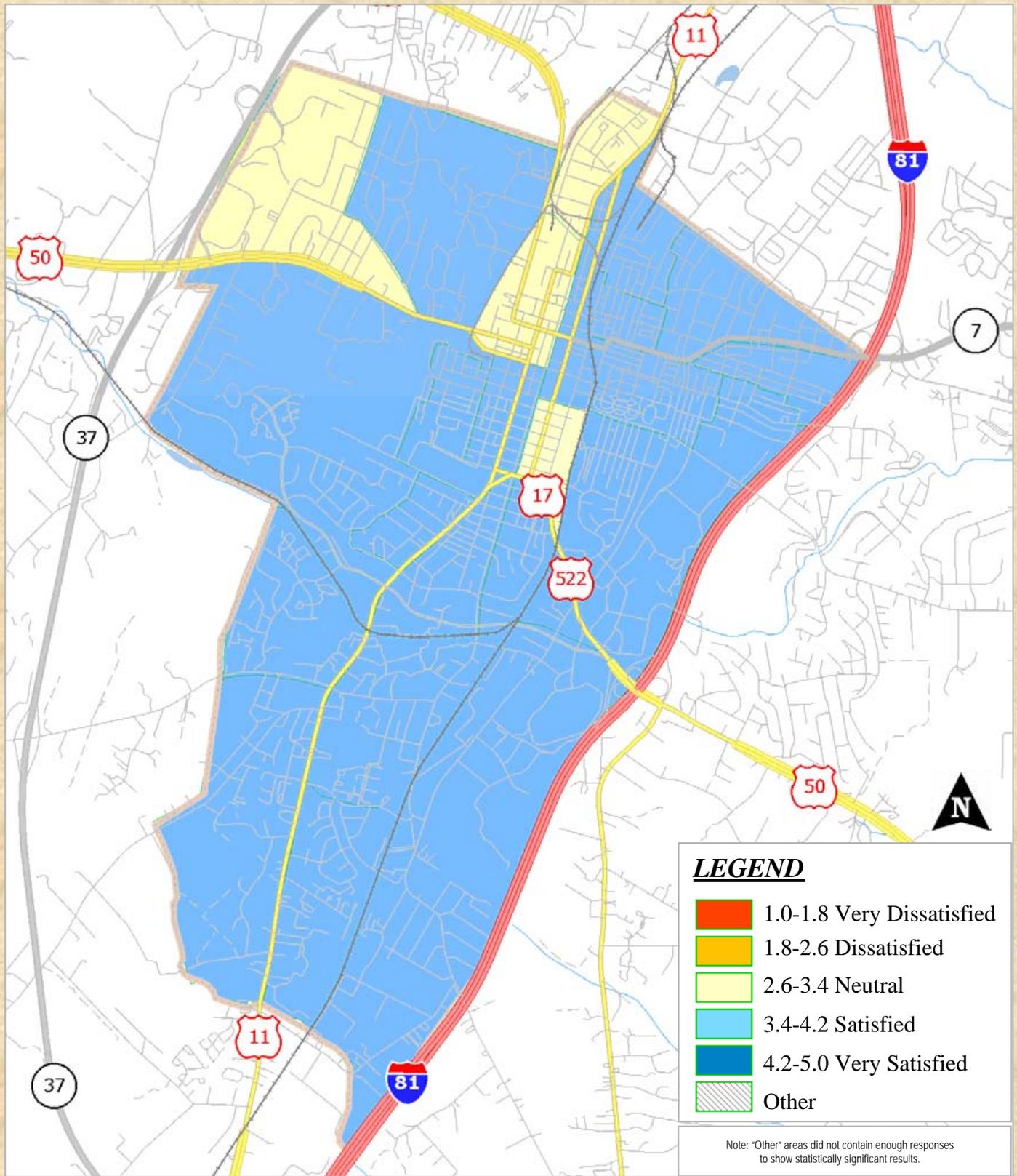
Snow removal on neighborhood streets (Q9j)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

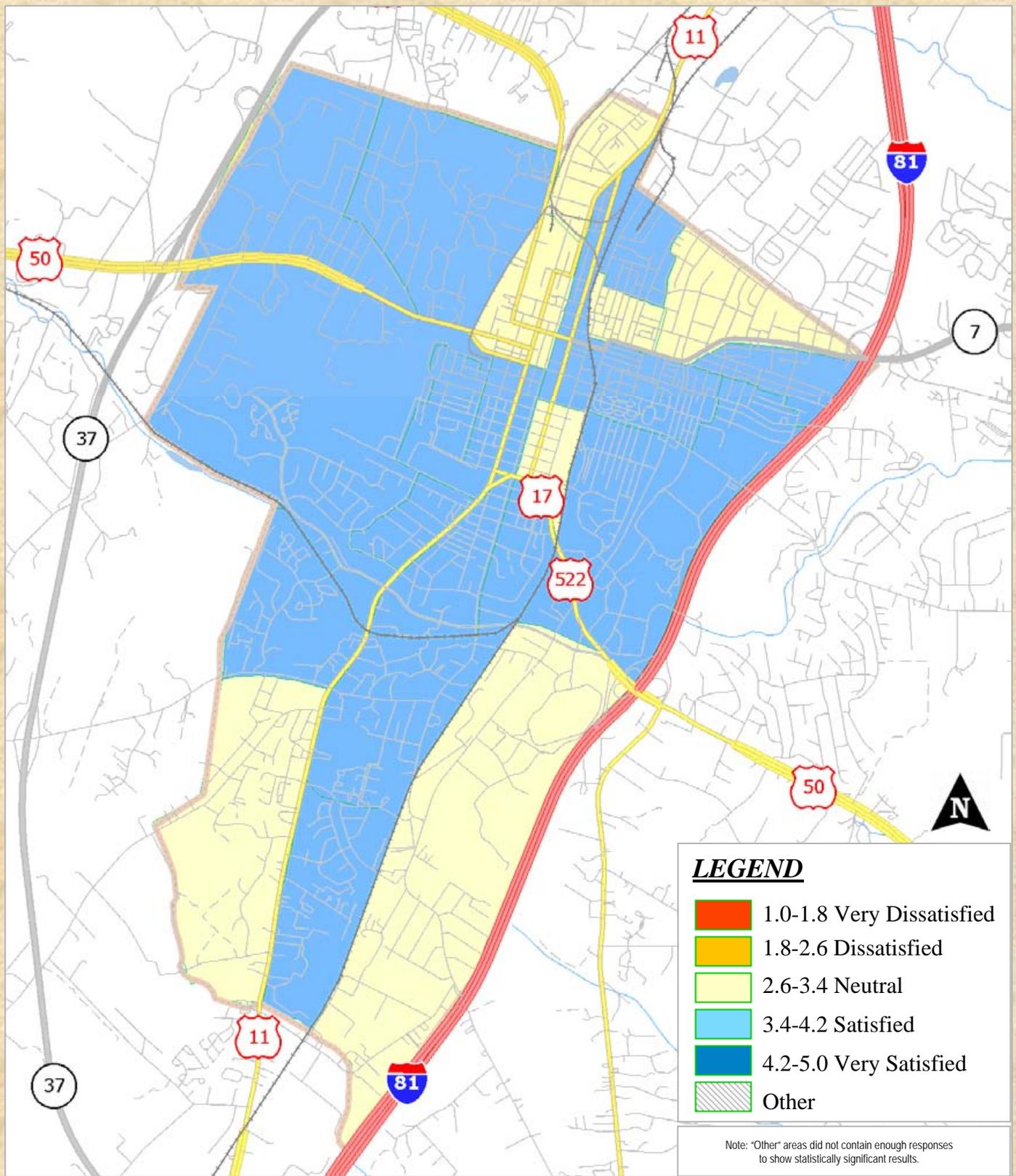
Availability of info about city services/activities (Q11a)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

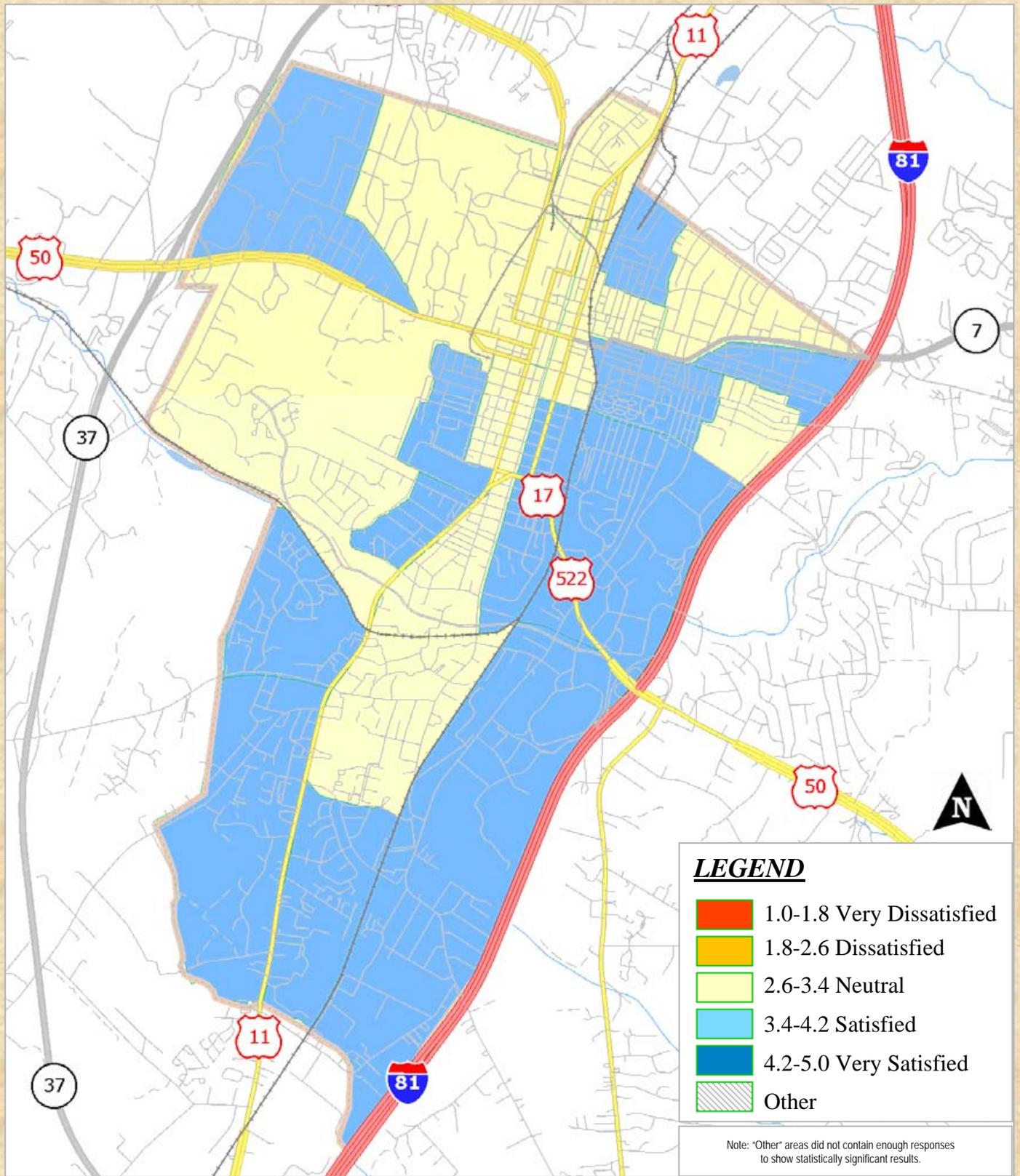
Timeliness of information provided by the City (Q11b)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

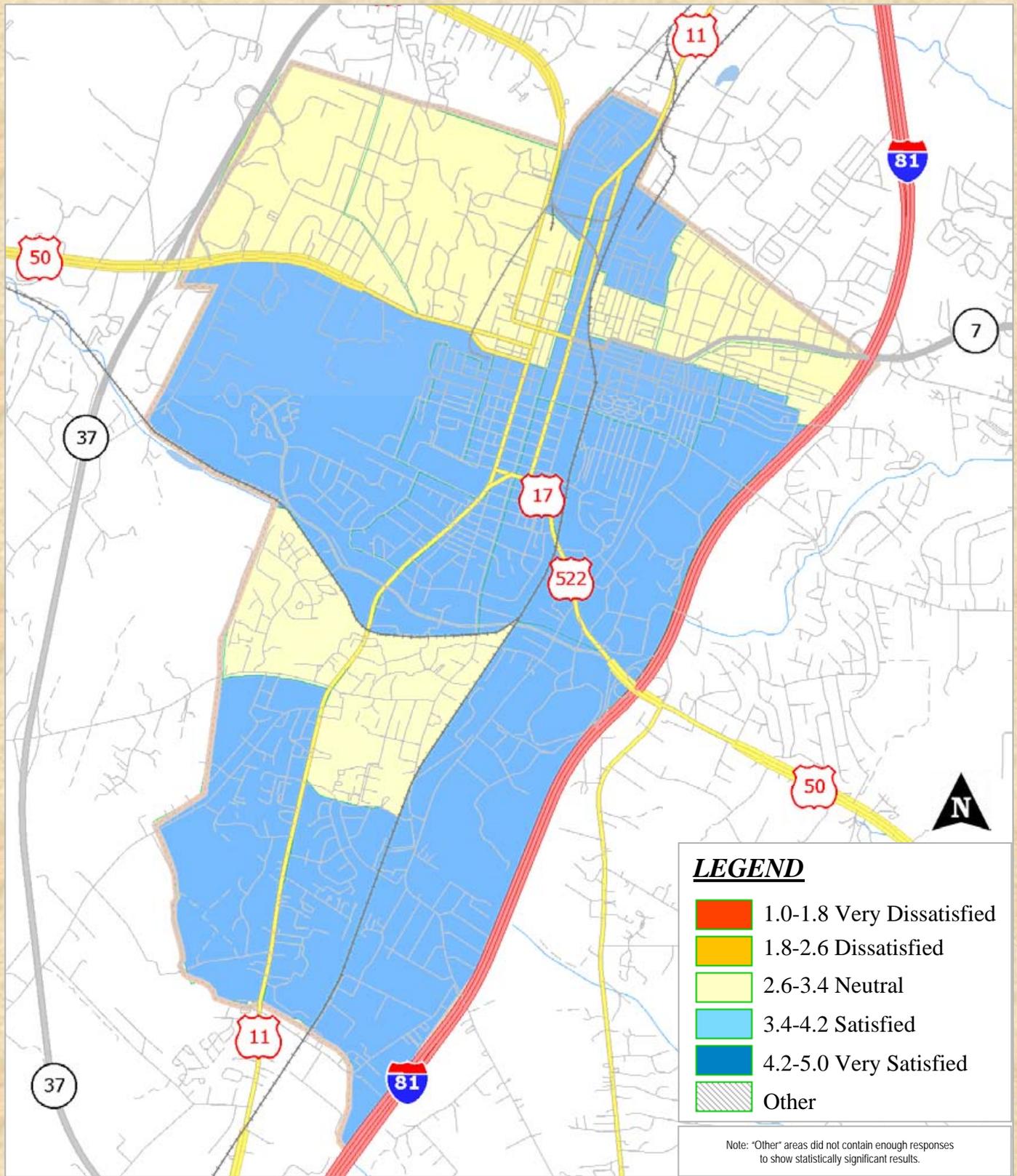
Efforts to keep you informed about local issues (Q11c)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

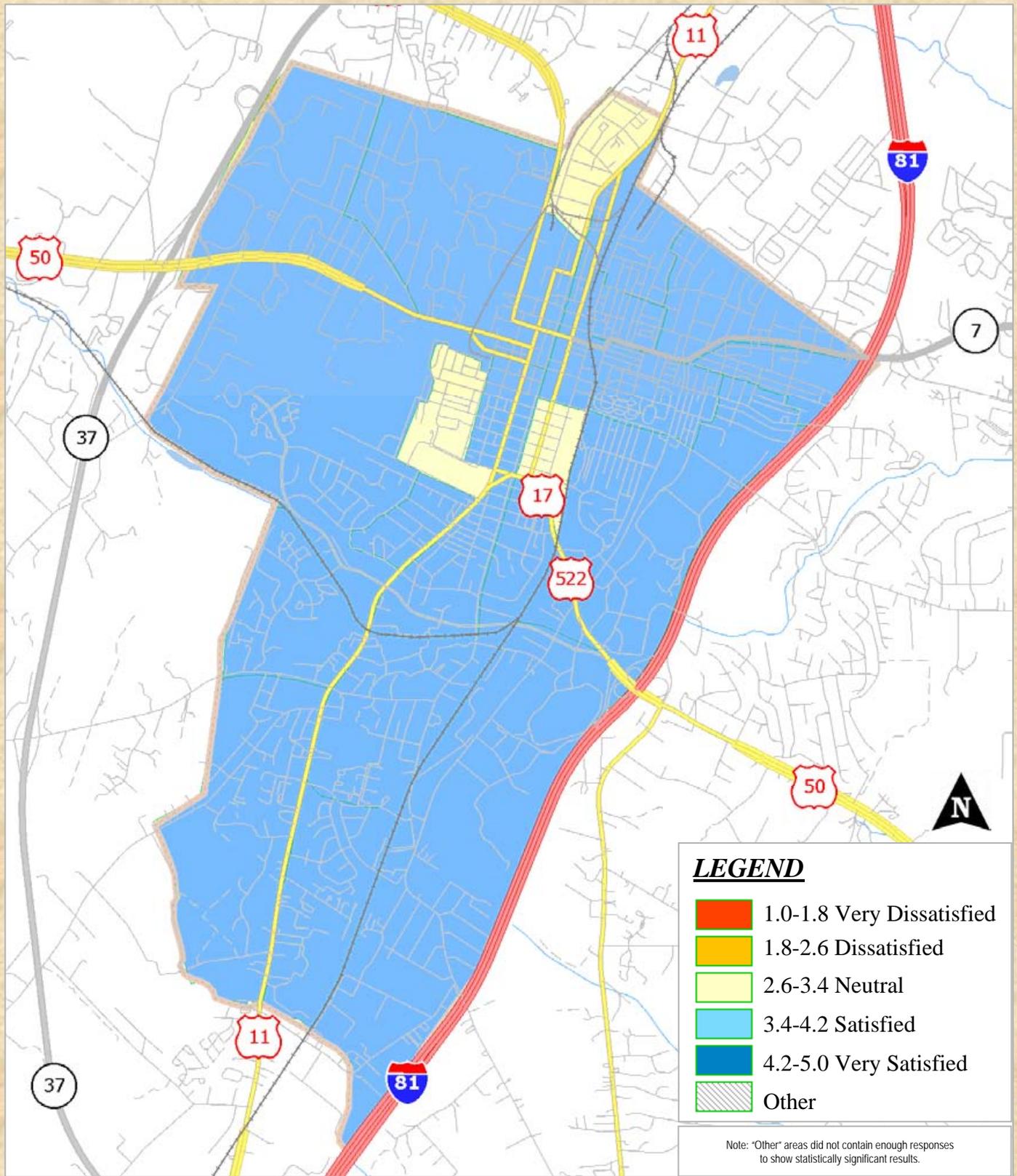
Quality of the City's Cable TV Channel 20 (Q11d)



Winchester, Virginia
 2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
 *Selected CBGs were merged based on respondent distribution.

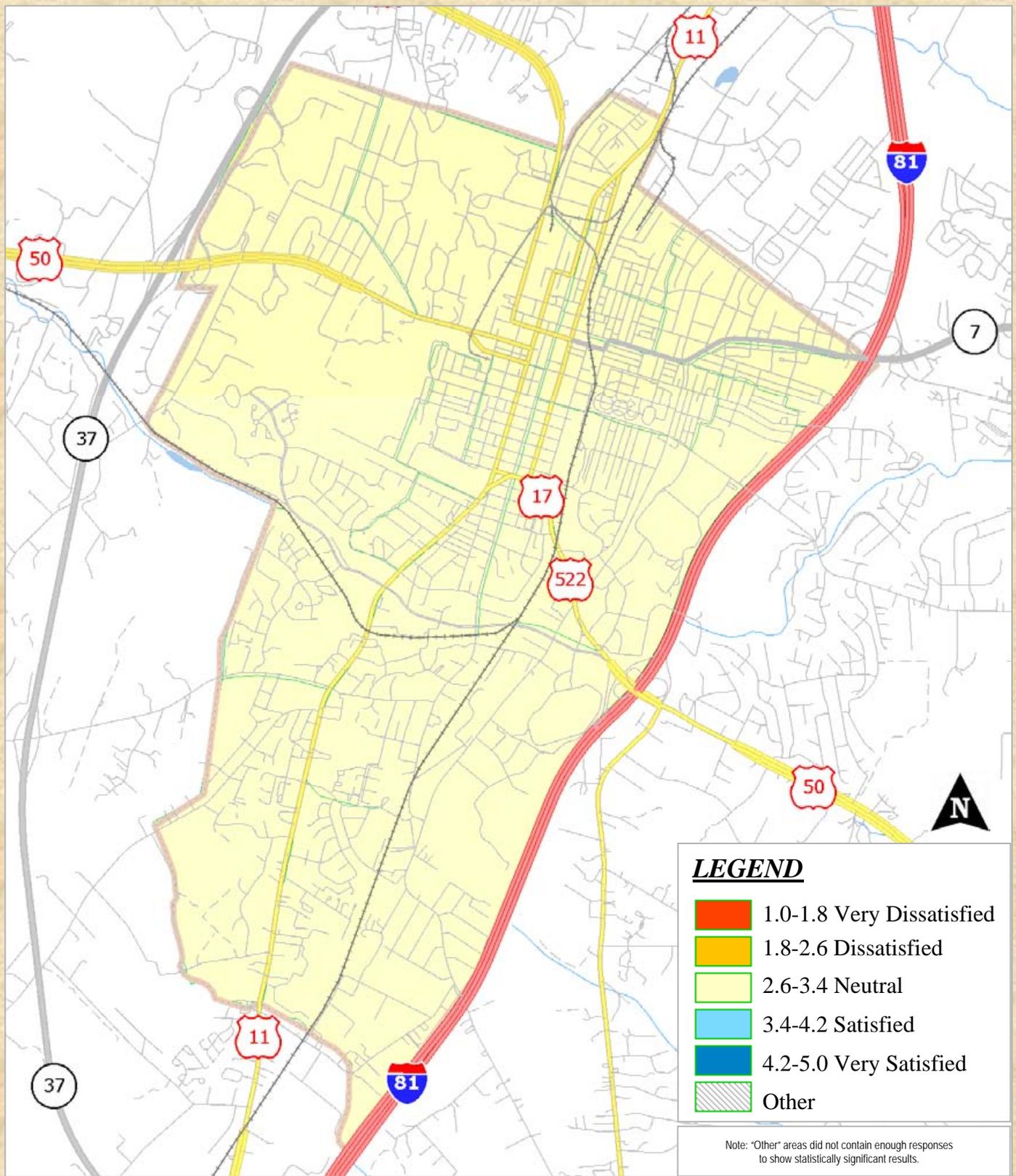
Quality of the City's website (Q11e)



Winchester, Virginia
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
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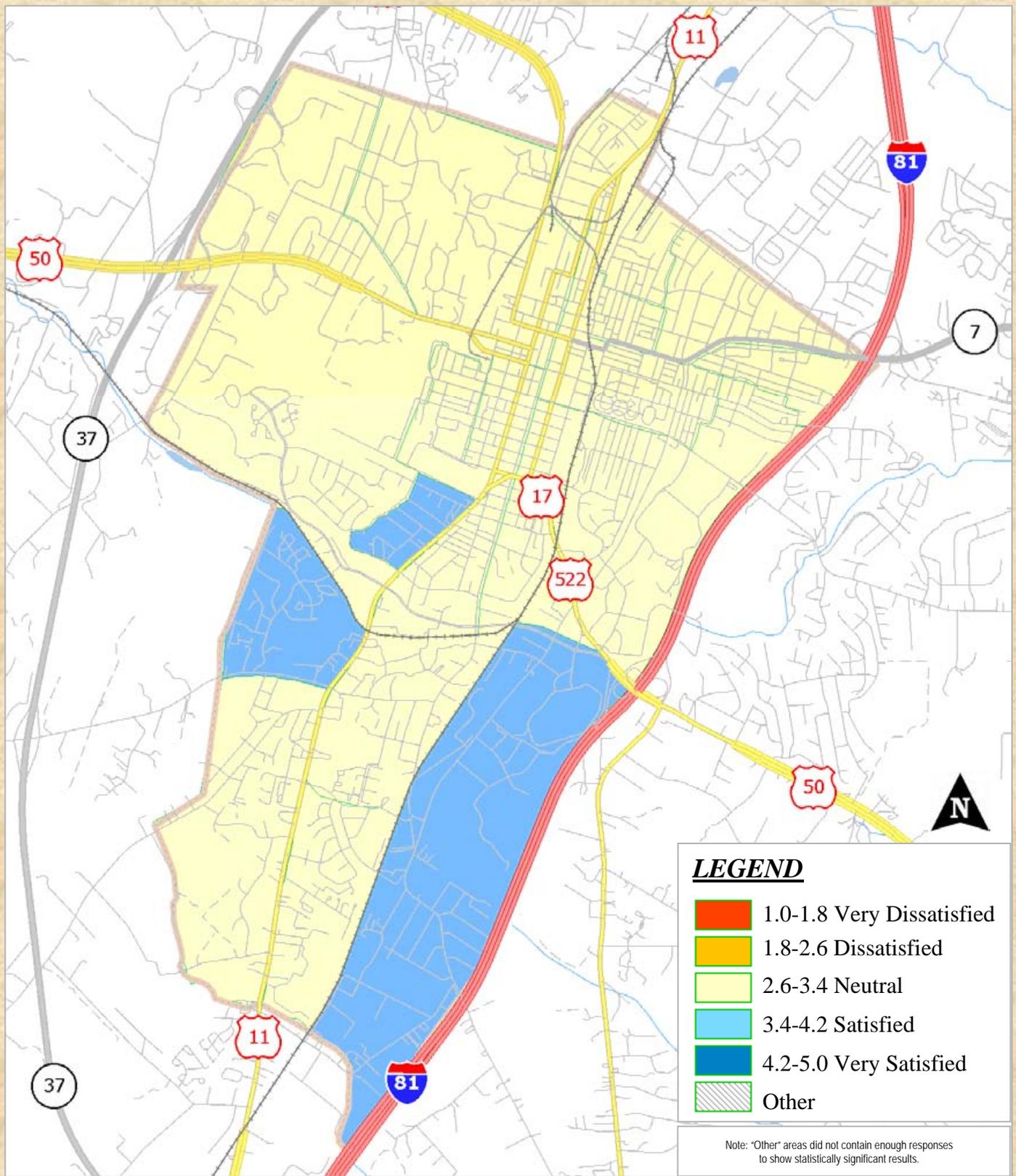
Ability of the public to be involved in local decisions (Q11f)



Winchester, Virginia
 2008 DirectionFinder® Survey

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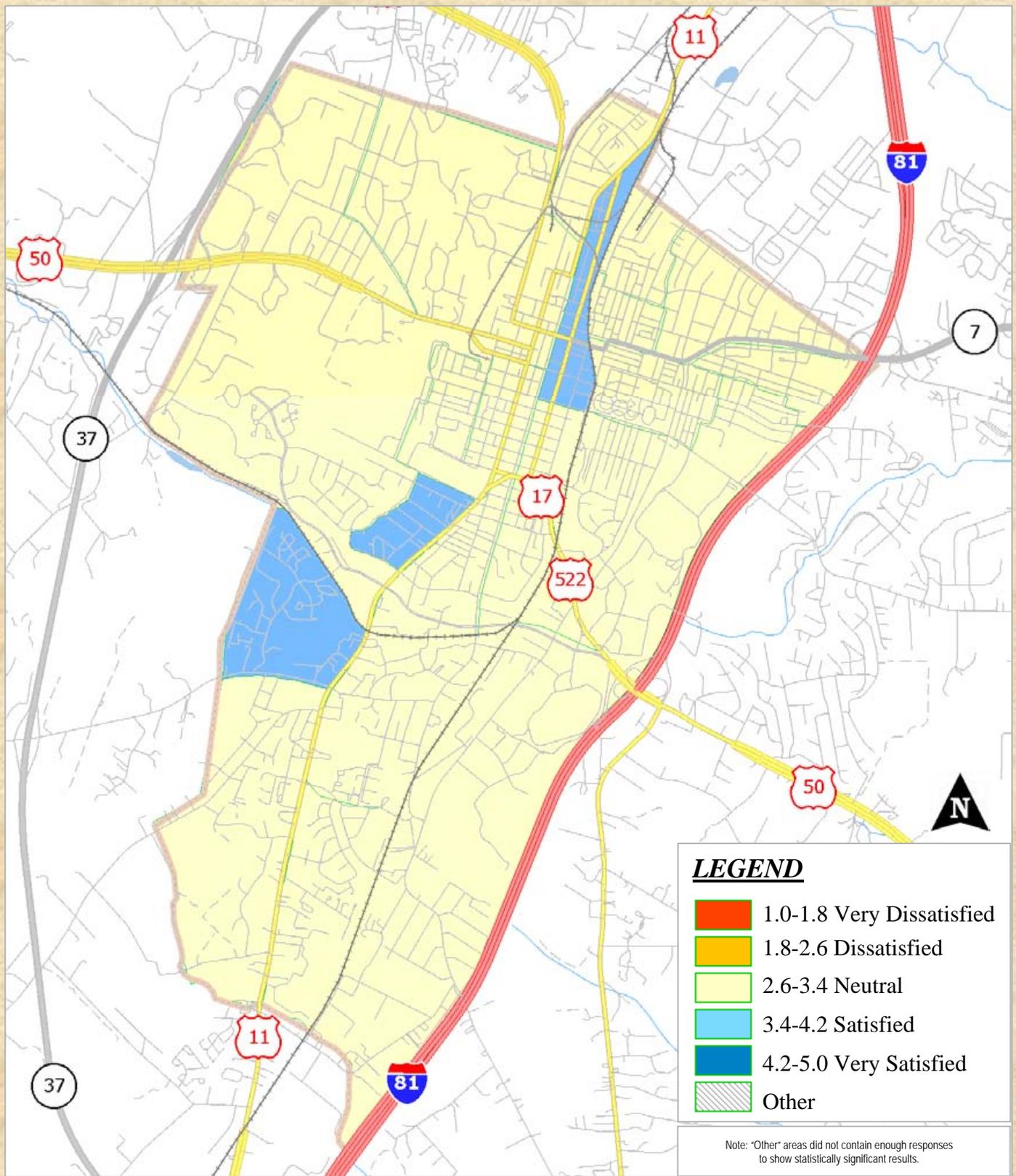
Enforcing the clean up junk and debris (Q12a)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

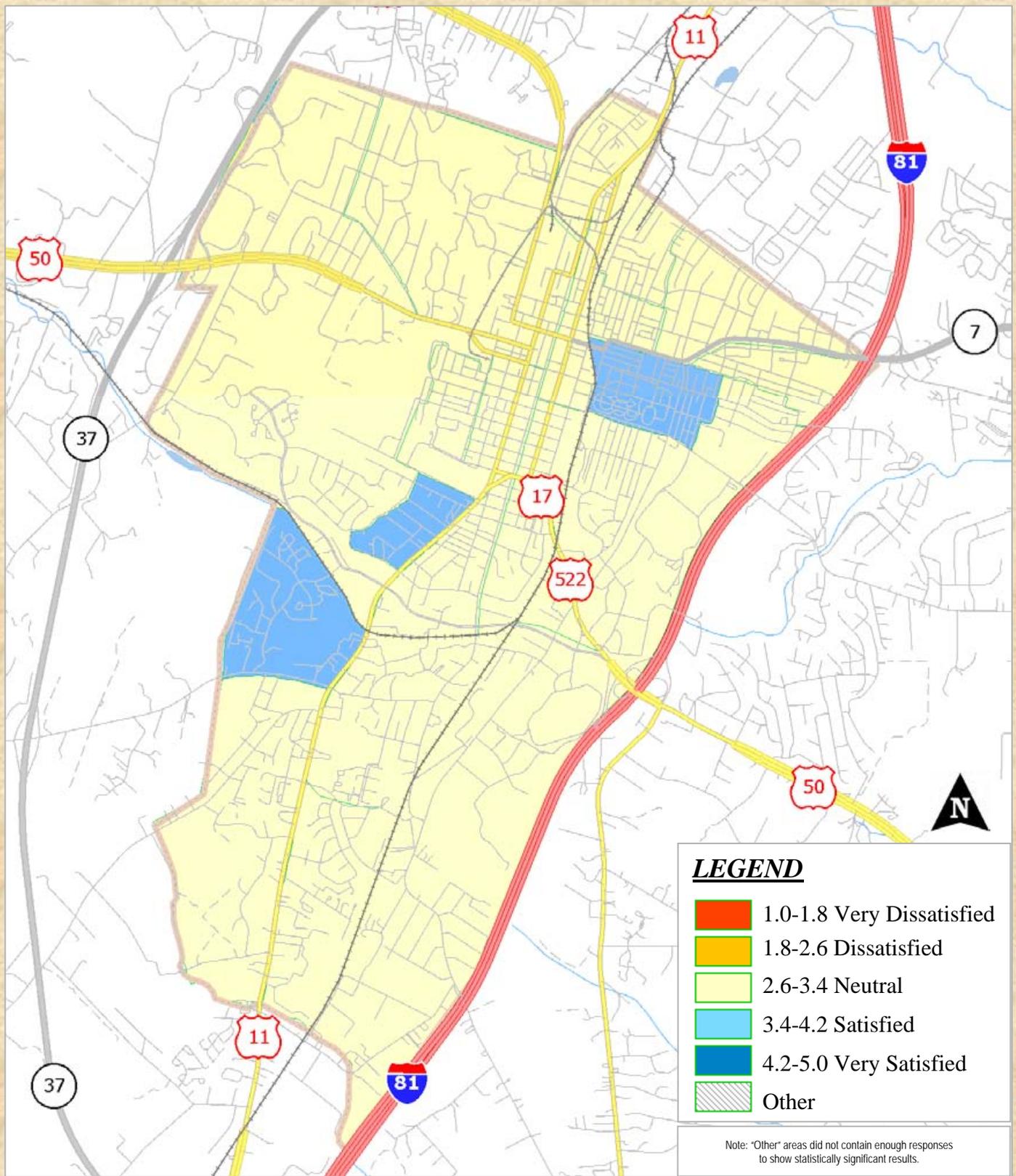
Enforcing the cutting of weeds/grass (Q12b)



Winchester, Virginia
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
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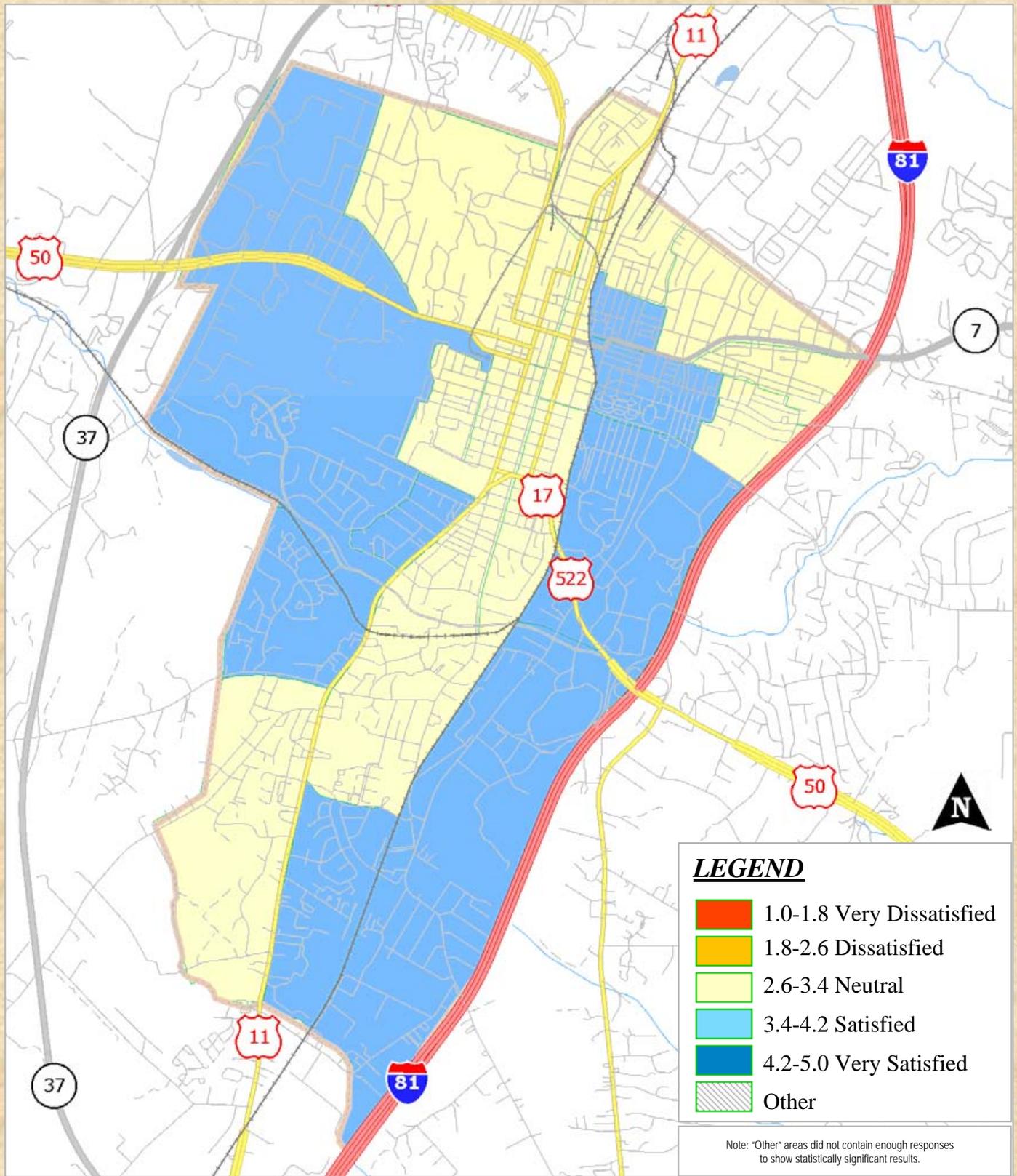
Exterior maintenance of residential property (Q12c)



Winchester, Virginia
 2008 DirectionFinder® Survey

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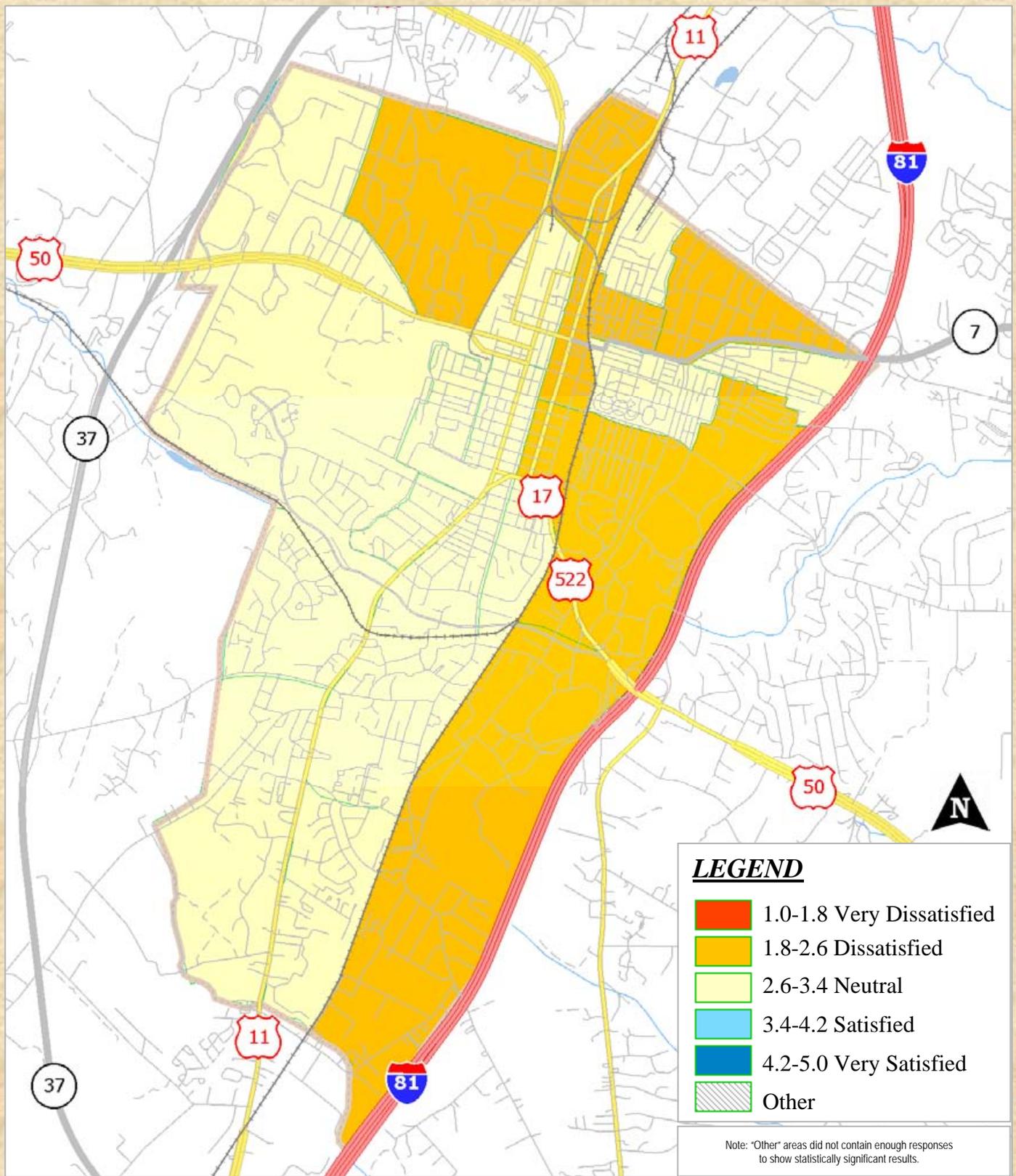
Enforcing sign regulations (Q12d)



Winchester, Virginia
 2008 DirectionFinder® Survey

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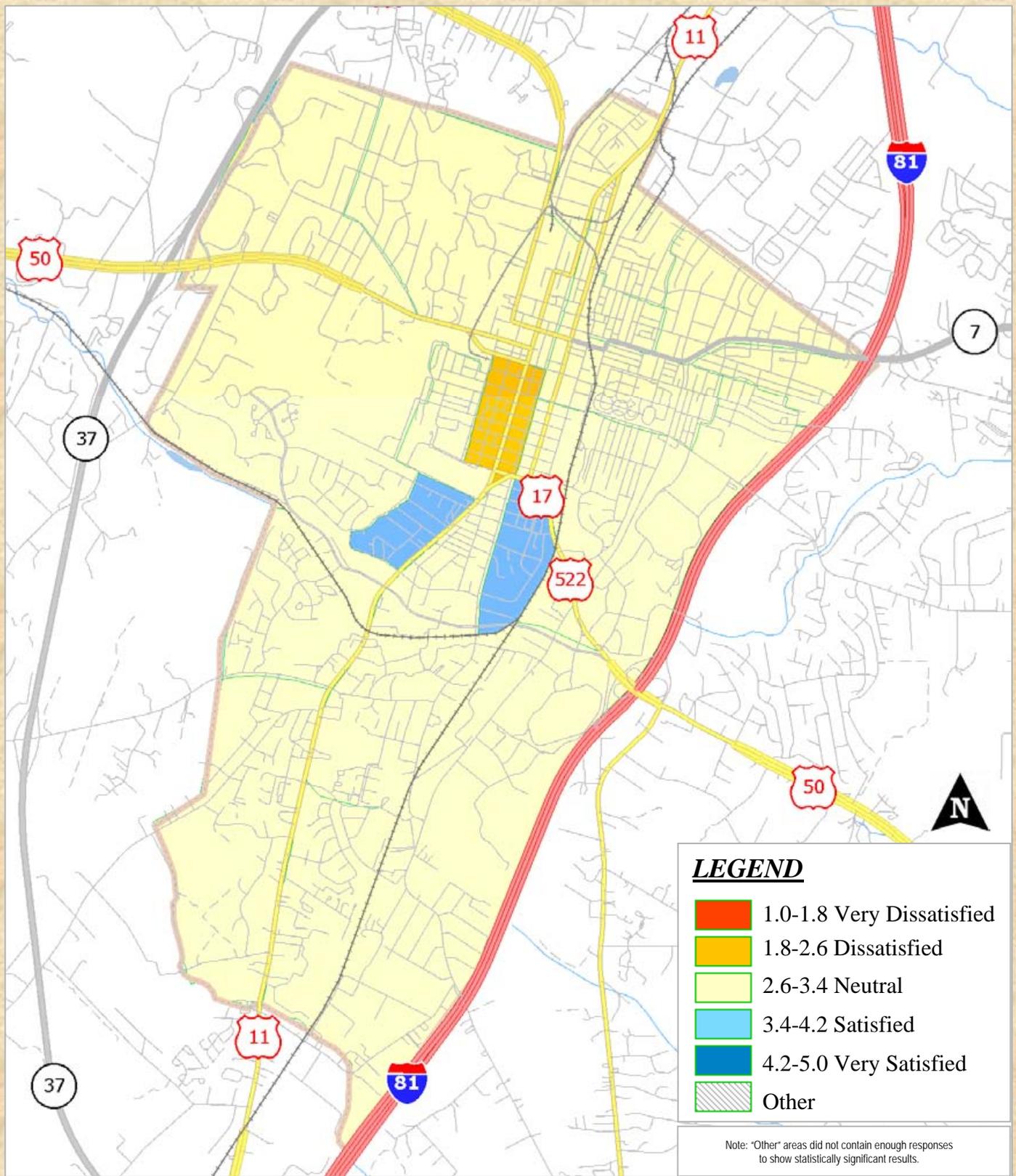
Enforcing overcrowding regulations (Q12e)



Winchester, Virginia
2008 DirectionFinder® Survey

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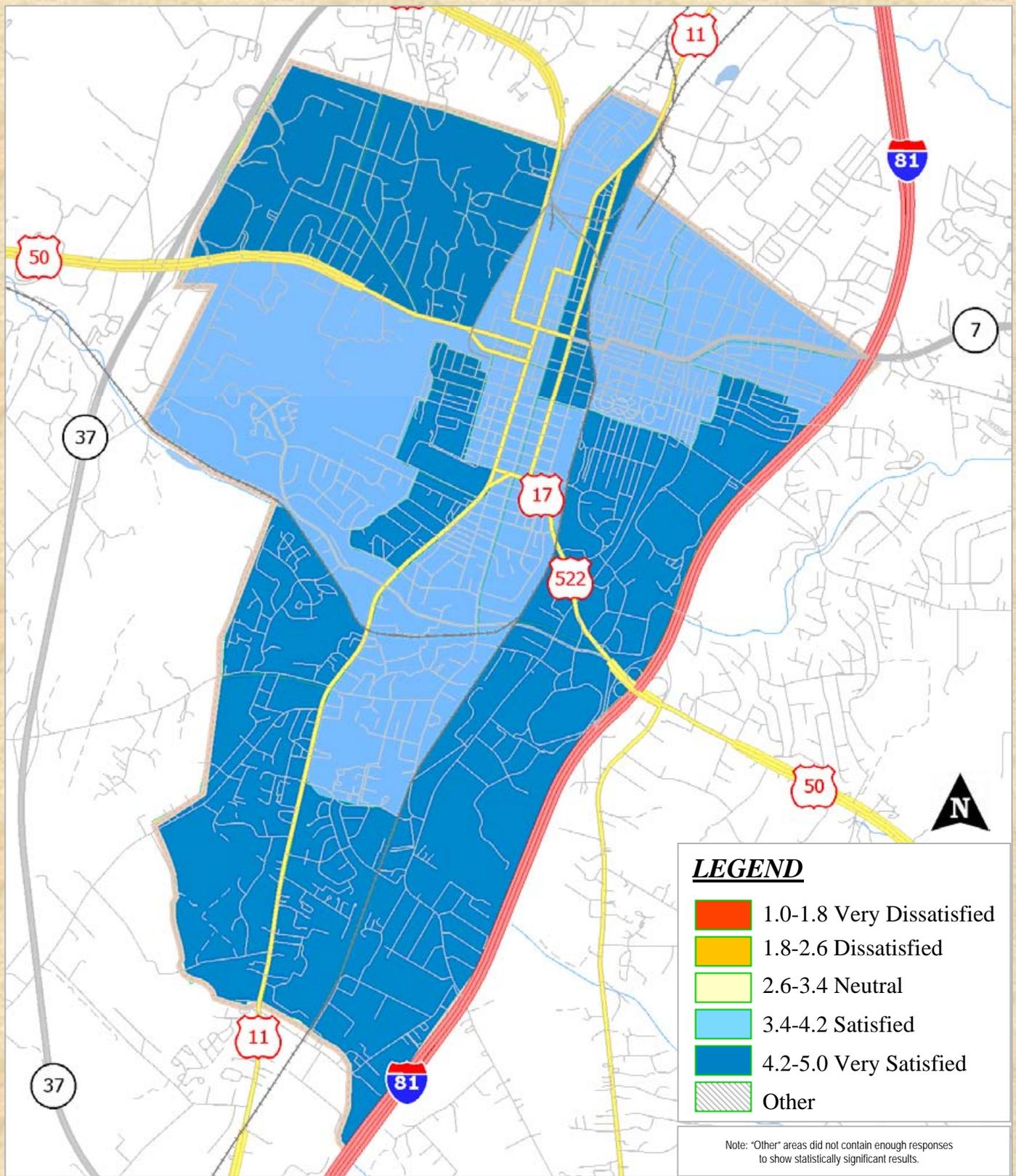
Effort to remove abandoned/inoperative vehicles (Q12f)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

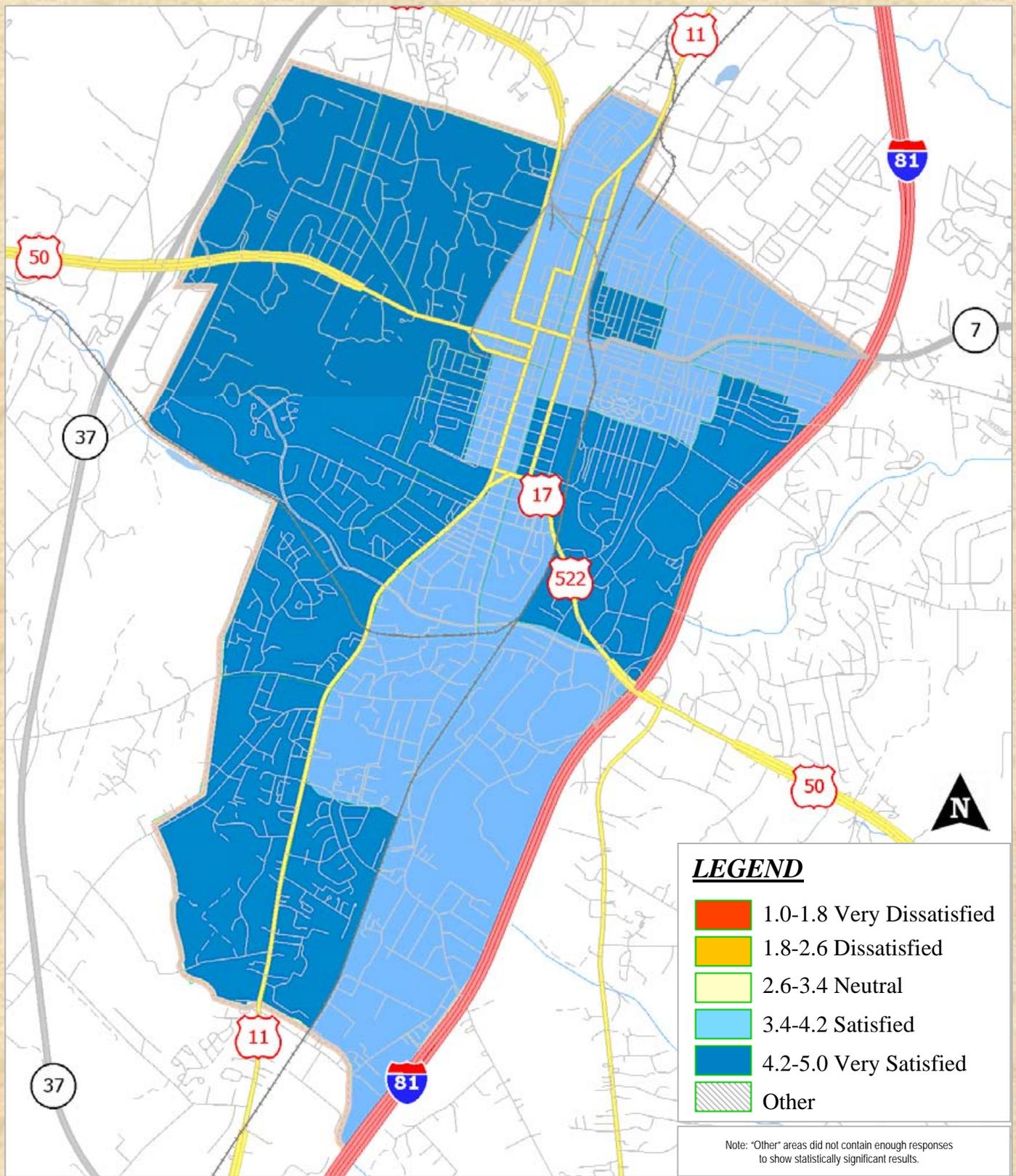
Residential trash collection services (Q14a)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

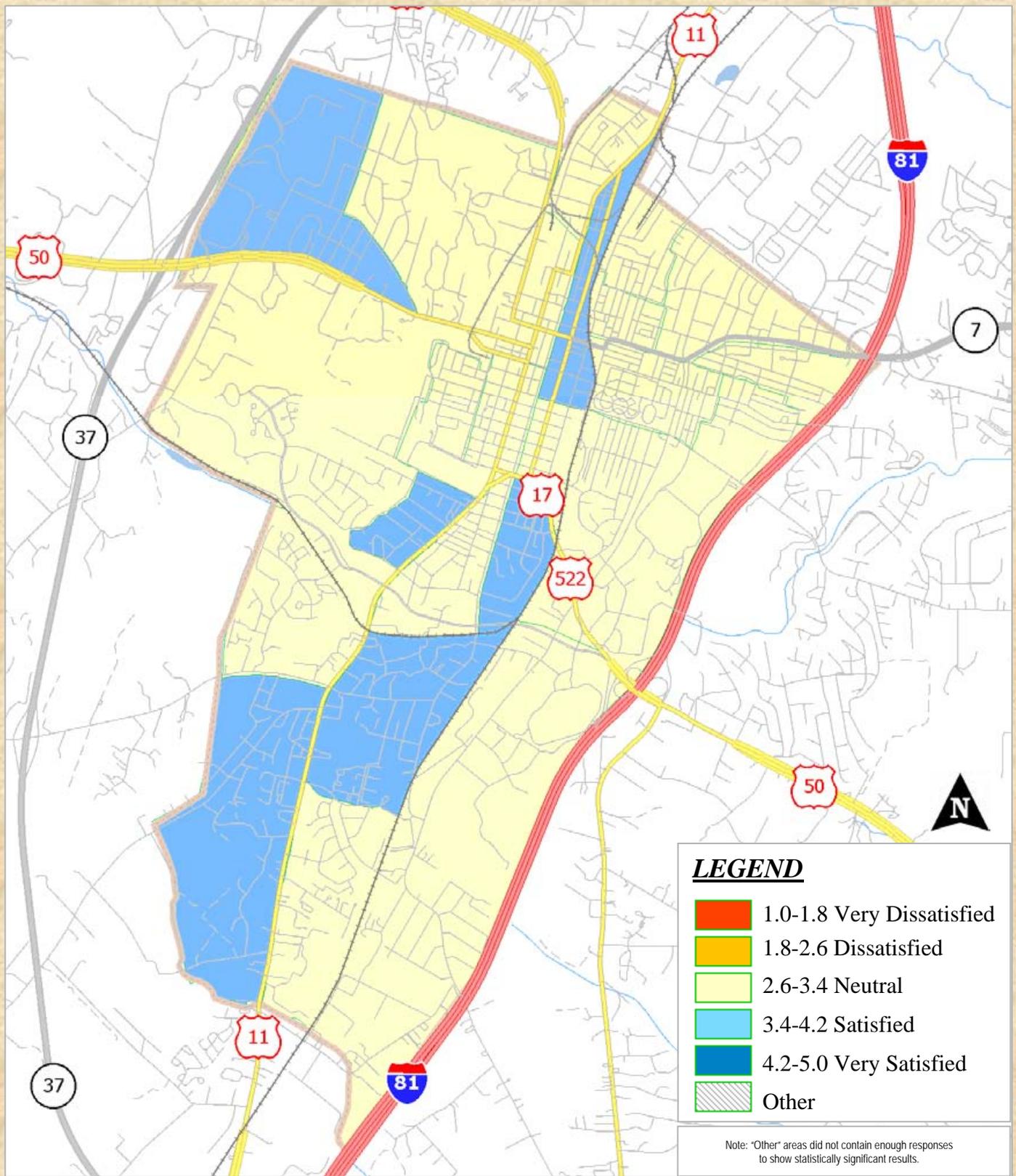
Curbside recycling services (Q14b)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

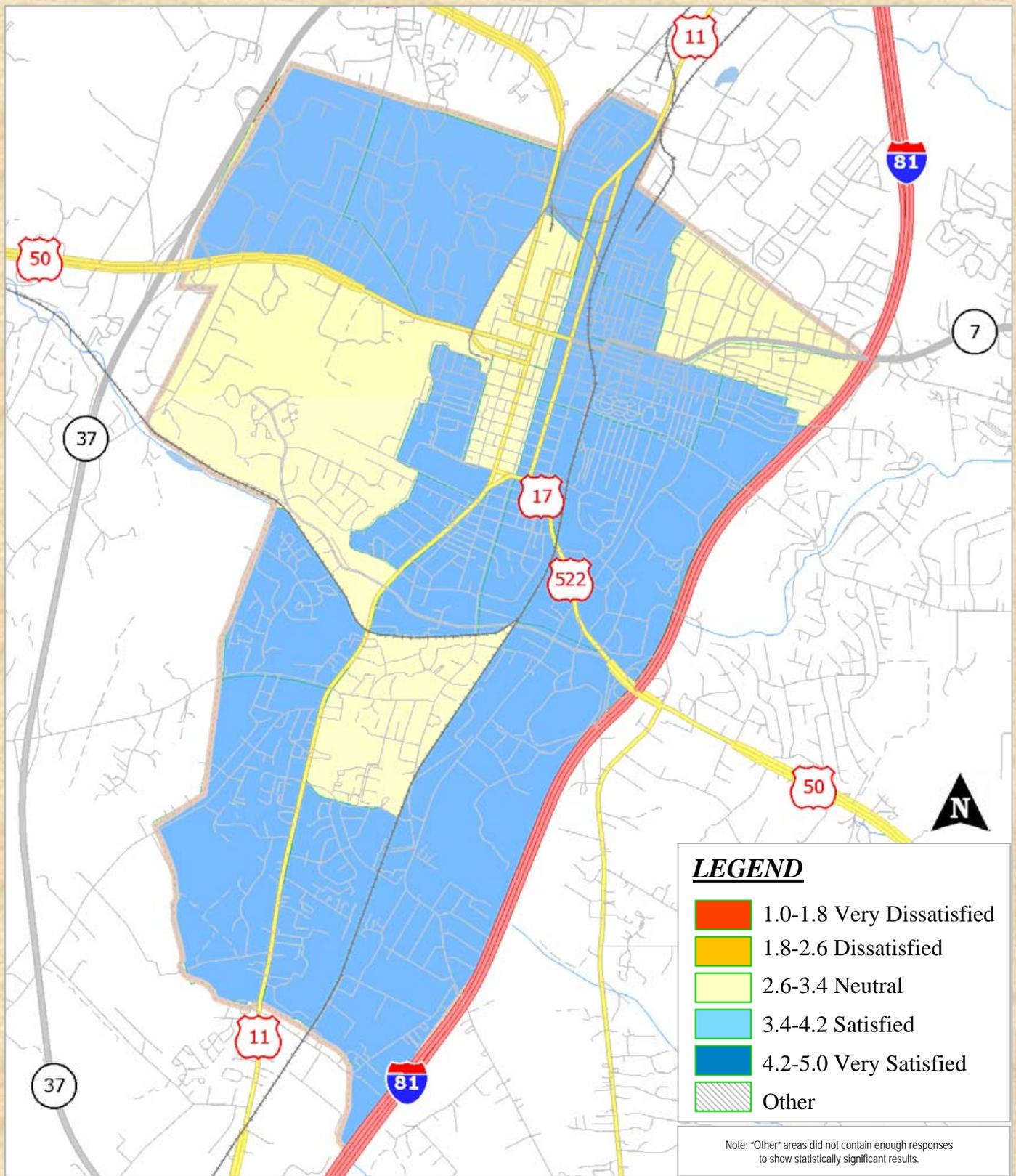
Bulky item pick up/removal services (Q14c)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

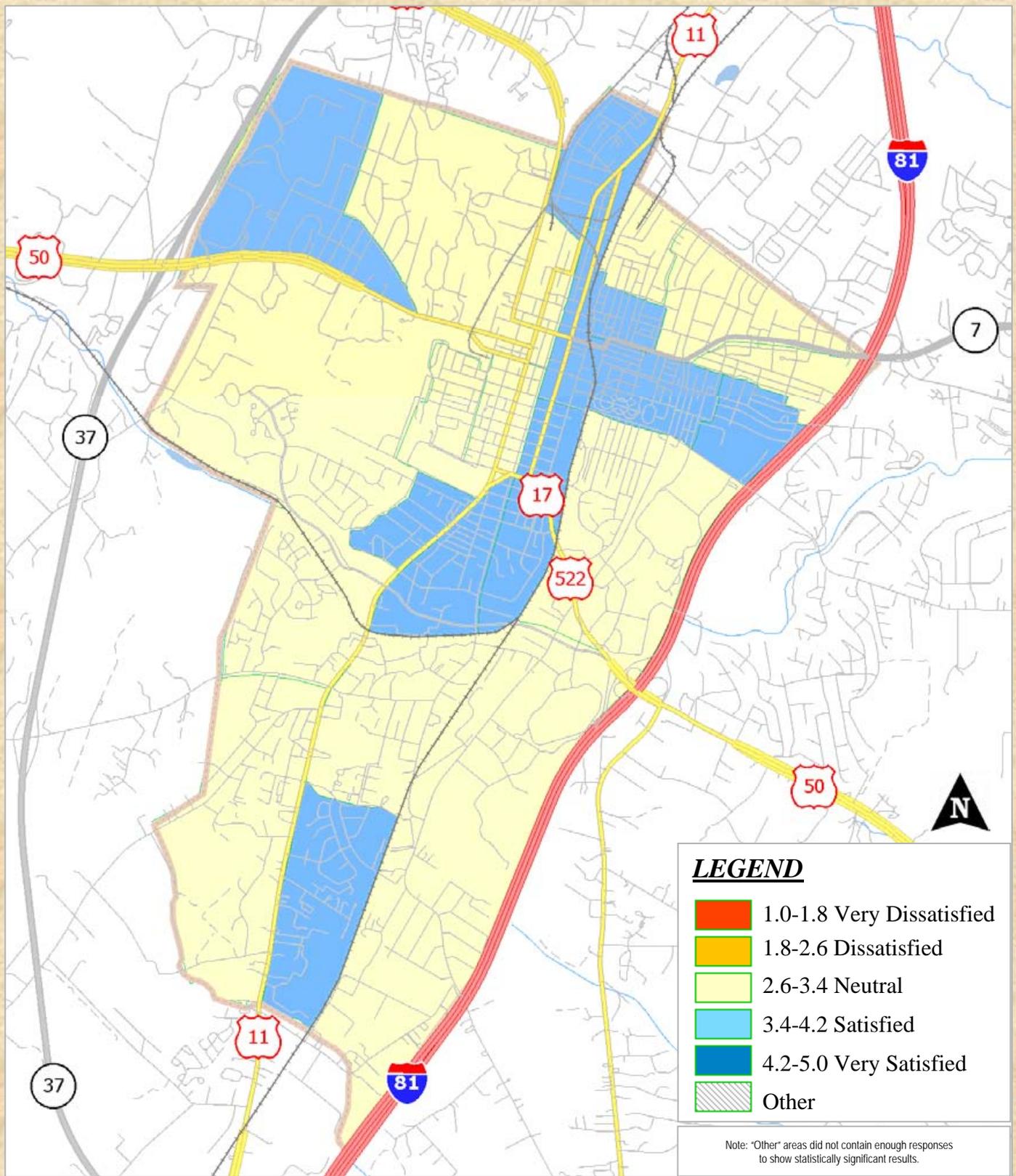
Promoting water conservation/protecting resources (Q14d)



Winchester, Virginia
 2008 DirectionFinder® Survey

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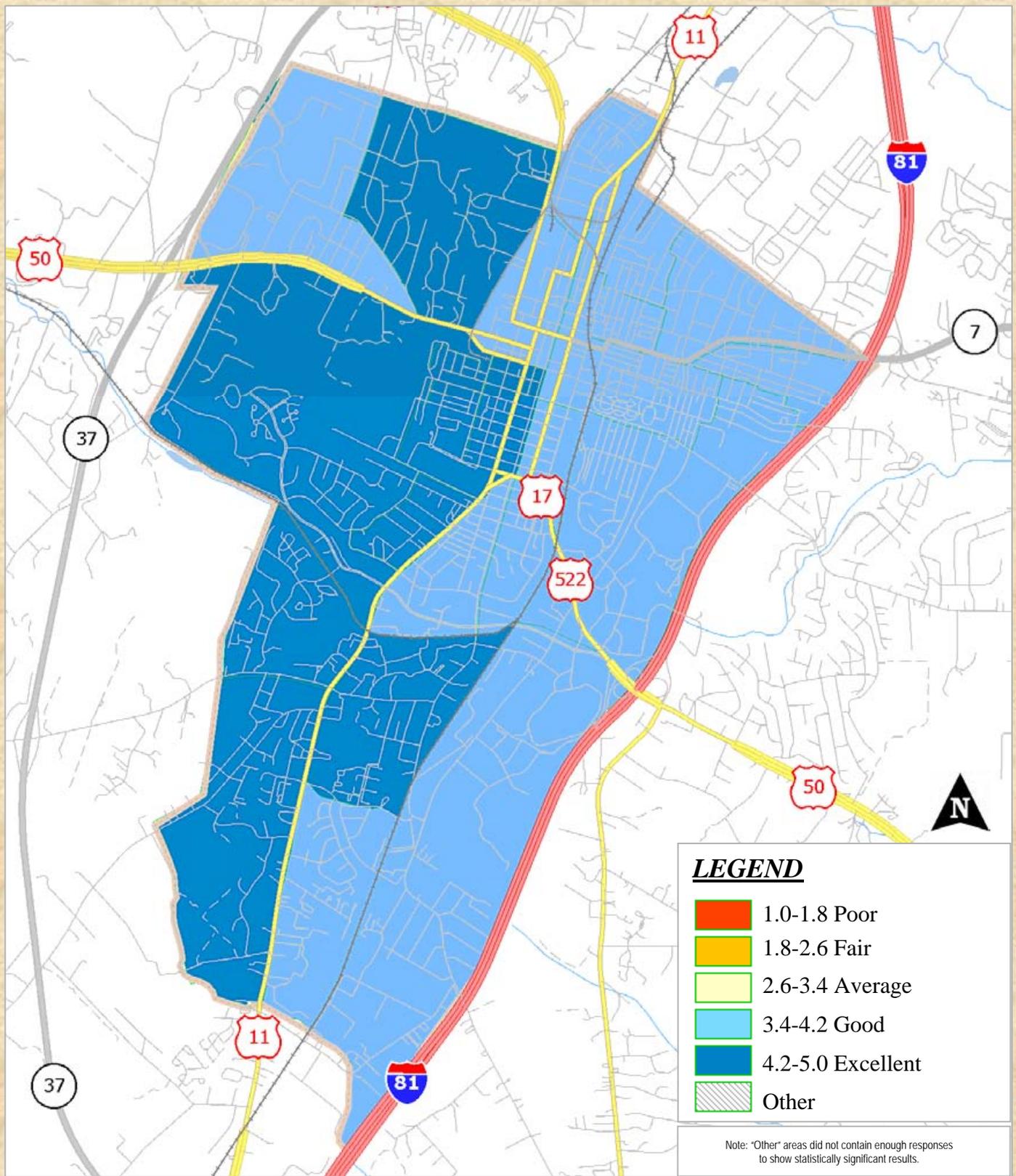
Household hazardous waste disposal service (Q14e)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

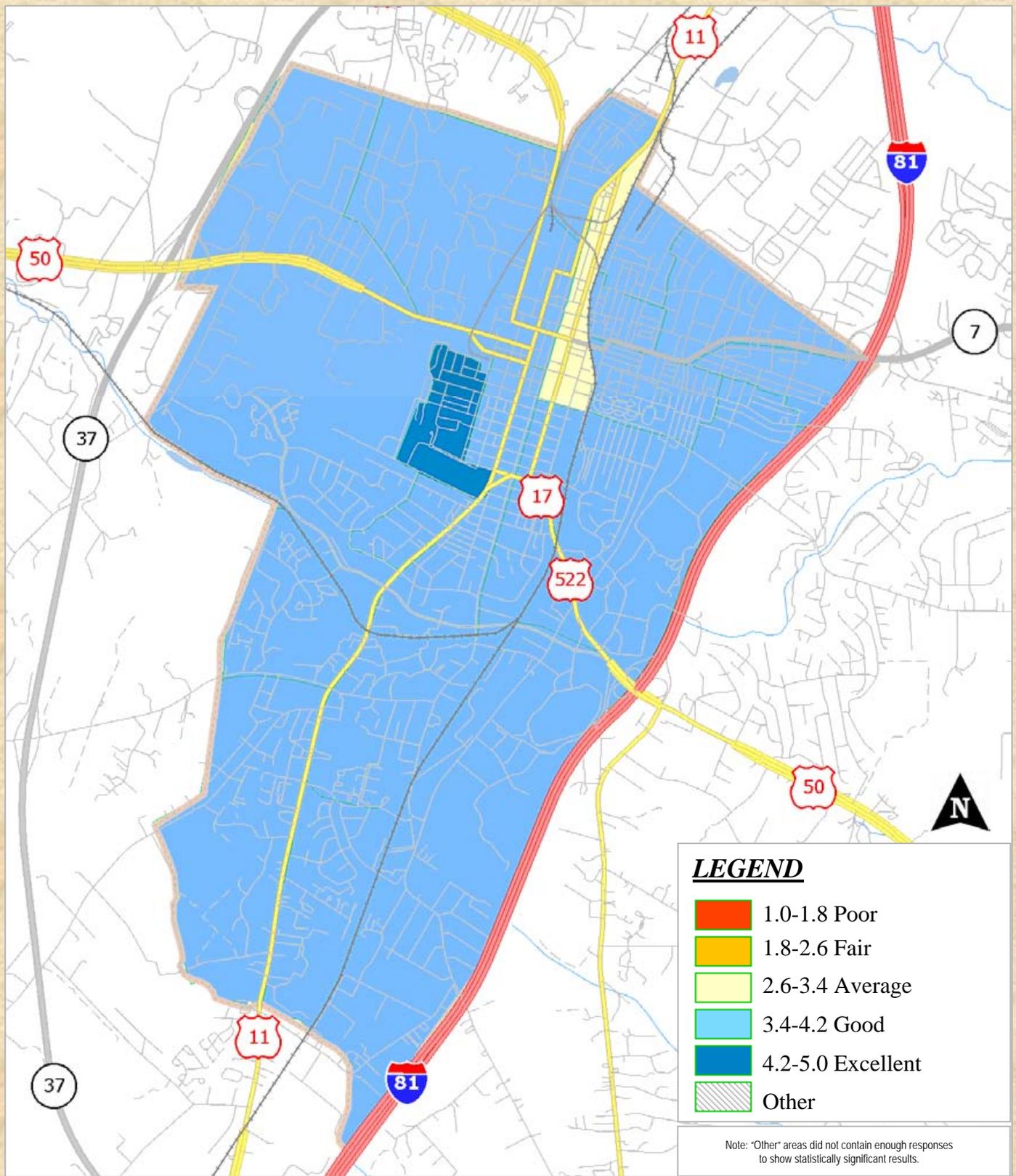
Ratings of Winchester as a place to live (Q16a)



Winchester, Virginia
2008 DirectionFinder® Survey

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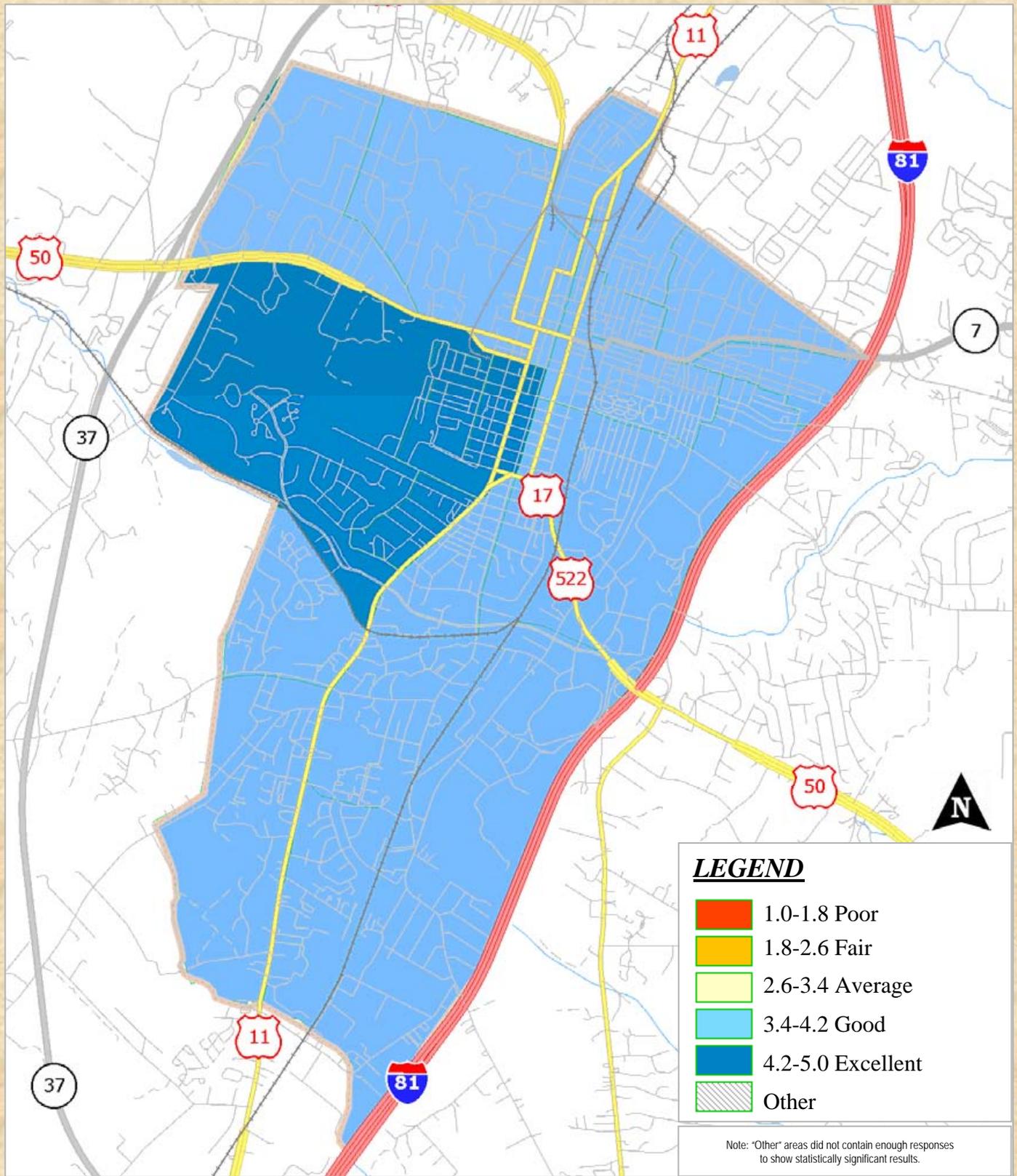
Ratings of Winchester as a place to work (Q16b)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

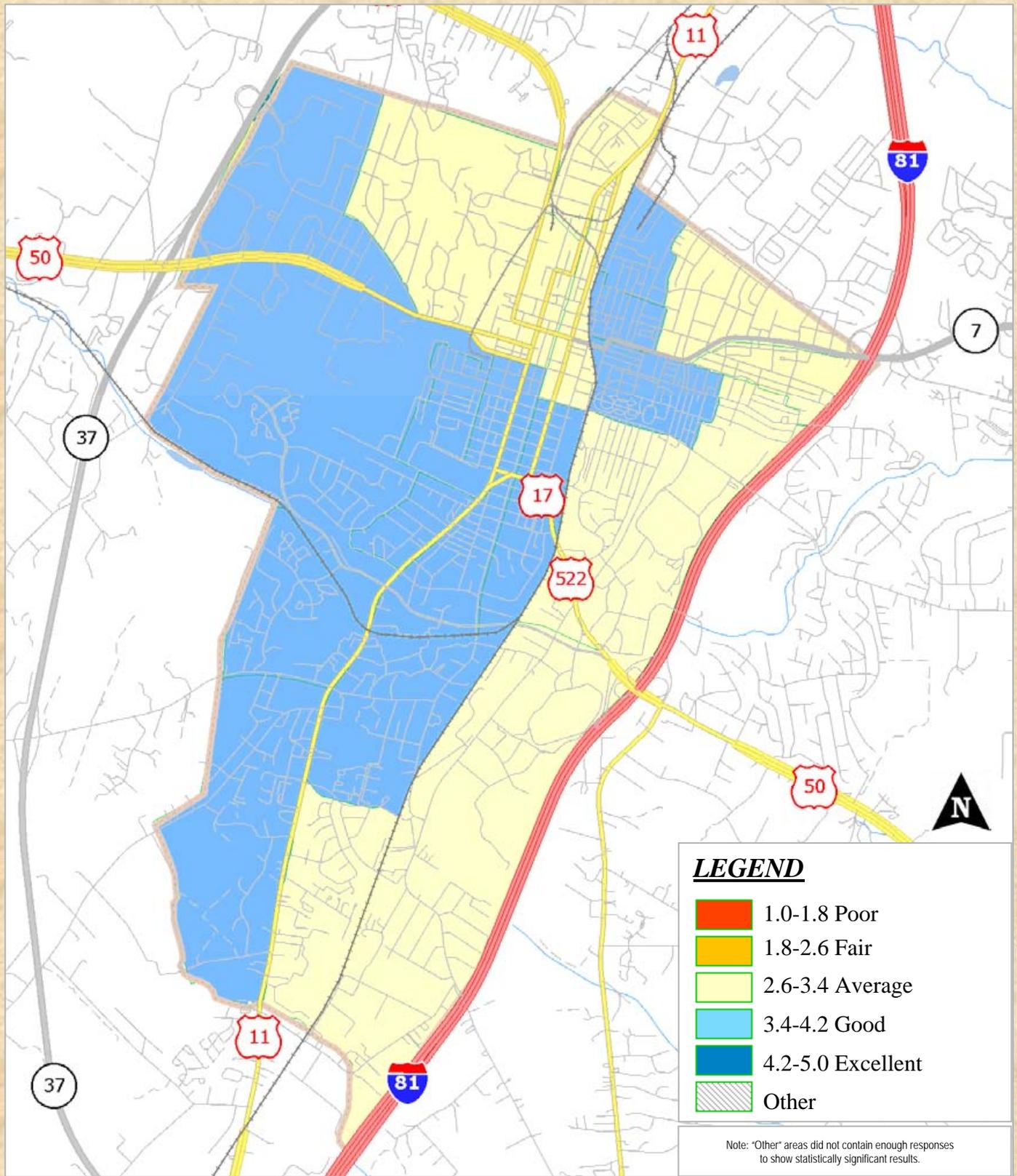
Ratings of Winchester as a place to raise children (Q16c)



Winchester, Virginia
 2008 DirectionFinder® Survey

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 *Selected CBGs were merged based on respondent distribution.

City that is moving in the right direction (16d)



Winchester, Virginia
2008 DirectionFinder® Survey

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Section 5:
Tabular Data

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." (excluding don't knows)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of public safety services	0.6%	3.3%	11.2%	51.8%	33.1%
Q1b Efforts to ensure the community is prepared for emergencies	1.3%	4.7%	27.4%	49.2%	17.4%
Q1c Maintenance of streets	5.1%	17.2%	24.9%	43.9%	8.9%
Q1d Effectiveness of communication by Winchester city	4.2%	12.0%	35.5%	39.3%	9.0%
Q1e Quality of water utility services	1.5%	5.5%	16.8%	54.9%	21.3%
Q1f Quality of wastewater utility services	0.8%	4.4%	16.5%	57.0%	21.2%
Q1g Quality of public transportation services	5.2%	10.6%	37.8%	32.9%	13.5%
Q1h Quality of parks & recreation facilities	1.4%	5.7%	16.3%	50.8%	25.7%
Q1i Quality of recreation programs	0.8%	4.8%	23.4%	48.1%	22.9%
Q1j Quality of customer service provided by city employees	2.2%	5.6%	23.1%	50.1%	19.0%
Q1k Management of traffic flow on city streets	12.9%	30.6%	24.3%	25.5%	6.7%

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

<u>Q2 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
K = Management of traffic flow on city streets	640	62.8 %
C = Maintenance of streets	435	42.7 %
A = Quality of public safety services	290	28.5 %
B = Efforts to ensure the community is prepared	283	27.8 %
D = Effectiveness of communication	260	25.5 %
E = Quality of water utility services	191	18.7 %
G = Quality of public transportation services	164	16.1 %
J = Quality of customer service	127	12.5 %
H = Quality of parks & recreation facilities	109	10.7 %
Z = None chosen	91	8.9 %
F = Quality of wastewater utility services	78	7.7 %
I = Quality of recreation programs	68	6.7 %
Total	2736	

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." (excluding don't knows)

(N=1019)

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
	1	2	3	4	5
Q3a Value that you receive for your local tax dollars & fees	7.7%	18.9%	31.0%	34.8%	7.6%
Q3b Quality of services provided by the city	1.9%	6.2%	26.9%	54.5%	10.5%
Q3c Quality of life in Winchester	2.0%	4.4%	14.5%	54.1%	25.0%
Q3d How well the city is managing growth	8.7%	23.3%	32.0%	28.5%	7.6%
Q3e Quality of public schools	2.0%	7.3%	19.9%	46.8%	23.9%
Q3f Historic preservation efforts	2.3%	5.0%	24.2%	46.1%	22.4%

Q4. 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." (excluding don't knows)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q4a Maintenance of City parks	0.5%	4.4%	15.7%	56.7%	22.7%
Q4b Number of City parks	2.3%	10.7%	20.5%	51.4%	15.2%
Q4c Walking & biking trails in the City	8.2%	24.2%	27.3%	29.3%	11.0%
Q4d Availability of City recreation facilities	1.8%	8.9%	30.6%	45.9%	12.8%
Q4e Outdoor athletic facilities	1.4%	7.6%	33.1%	44.1%	13.7%
Q4f Availability of information about recreation programs	1.4%	7.6%	28.0%	48.8%	14.1%
Q4g Quality of recreation programs for youth	0.9%	6.5%	30.1%	47.2%	15.2%
Q4h Quality of recreation programs for adults	1.4%	8.8%	36.0%	42.6%	11.2%
Q4i Quality of recreation programs for seniors	1.5%	12.3%	36.7%	37.6%	11.9%

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? (both selections)

Q5 Most emphasis	Number	Percent
C = Walking & biking trails in the City	403	39.5 %
I = Quality of recreation programs for seniors	227	22.3 %
A = Maintenance of city parks	192	18.8 %
Z = None chosen	187	18.4 %
G = Quality of recreation programs for youth	171	16.8 %
B = Number of City parks	138	13.5 %
H = Quality of recreation programs for adults	134	13.2 %
D = Availability of City recreation facilities	133	13.1 %
F = Availability of information about programs	127	12.5 %
E = Outdoor athletic facilities	91	8.9 %
Total	1803	

Q6. 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." (excluding don't know)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q6a Quality of police protection	1.3%	5.3%	14.3%	56.6%	22.5%
Q6b Visibility of police in neighborhoods	3.3%	15.1%	22.3%	43.4%	15.8%
Q6c How quickly police respond to emergencies	2.0%	4.8%	22.4%	48.3%	22.4%
Q6d Efforts by the city to prevent crime	2.8%	8.7%	27.8%	45.8%	14.9%
Q6e Police efforts to reduce gang related activity	4.5%	12.2%	27.9%	39.2%	16.2%
Q6f Quality of fire services	0.4%	0.8%	9.9%	52.5%	36.4%
Q6g Quality of emergency medical services	0.4%	1.4%	10.4%	50.6%	37.1%
Q6h How quickly fire & emergency medical services respond	0.4%	0.8%	11.1%	49.2%	38.5%
Q6i Amount of street lighting	4.5%	15.5%	22.2%	45.9%	11.8%

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? (both selections)

Q7 Most emphasis	Number	Percent
E = Police efforts to reduce gang related activity	449	44.1 %
D = Efforts by the city to prevent crime	323	31.7 %
B = Visibility of police in neighborhoods	306	30.0 %
I = Amount of street lighting	256	25.1 %
A = Quality of police protection	165	16.2 %
Z = None chosen	130	12.8 %
C = How quickly police respond to emergencies	91	8.9 %
G = Quality of emergency medical services	61	6.0 %
H = How quickly fire & emergency medical respond	49	4.8 %
F = Quality of fire services	27	2.6 %
Total	1857	

Q8. 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: (excluding don't knows)

(N=1019)

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5
Q8a Walking in neighborhood during day	0.5%	2.2%	5.3%	37.8%	54.1%
Q8b Walking in neighborhood after dark	7.2%	21.0%	17.0%	37.2%	17.6%
Q8c In City parks	10.6%	24.6%	29.6%	26.7%	8.6%
Q8d In Downtown Winchester	7.6%	17.7%	26.9%	35.8%	12.1%
Q8e In Commercial/retail areas of City	3.7%	17.0%	31.8%	37.2%	10.3%

Q9. 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." (excluding don't knows)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9a Condition of major City streets	2.7%	13.1%	20.0%	54.1%	10.1%
Q9b Condition of streets in your neighborhood	4.5%	10.2%	17.0%	53.3%	15.0%
Q9c Condition of street signs & traffic signals	3.4%	9.1%	18.5%	54.7%	14.3%
Q9d Condition of sidewalks in your neighborhood	12.5%	20.9%	23.2%	34.3%	9.1%
Q9e Attractiveness of streetscapes & medians	2.6%	8.7%	27.6%	49.8%	11.3%
Q9f Maintenance of City street lighting	3.0%	9.2%	25.4%	51.7%	10.7%
Q9g Cleanliness of public areas	1.7%	9.1%	27.6%	50.6%	11.1%
Q9h Cleanliness of stormwater drains in your neighborhood	4.0%	12.9%	24.2%	47.1%	11.8%
Q9i Snow removal on major city streets	2.9%	8.9%	18.7%	54.7%	14.9%
Q9j Snow removal on streets in your neighborhood	7.7%	15.3%	19.5%	44.7%	12.8%

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? (both selections)

<u>Q10 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
D = Condition of sidewalks in your neighborhood	289	28.4 %
A = Condition of major City streets	266	26.1 %
J = Snow removal on streets in neighborhood	204	20.0 %
Z = None chosen	155	15.2 %
C = Condition of street signs & traffic signals	155	15.2 %
F = Maintenance of City street lighting	153	15.0 %
G = Cleanliness of public areas	147	14.4 %
B = Condition of streets in your neighborhood	121	11.9 %
I = Snow removal on major city streets	117	11.5 %
E = Attractiveness of streetscapes & medians	105	10.3 %
H = Cleanliness of stormwater drains	92	9.0 %
Total	1804	

Q11. 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." (excluding don't knows)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11a Availability of information about city services & activities	1.4%	10.0%	29.7%	47.1%	11.9%
Q11b Timeliness of information provided by the City	1.3%	11.4%	34.0%	44.0%	9.2%
Q11c Efforts to keep you informed about local issues	2.4%	14.5%	31.7%	42.8%	8.6%
Q11d Quality of the City's Cable TV Channel 20	3.1%	10.3%	38.2%	37.9%	10.5%
Q11e Quality of the City's website	1.6%	4.4%	39.8%	41.7%	12.4%
Q11f Ability of the public to be involved in local decisions	11.1%	20.4%	38.3%	24.6%	5.6%

Q12. 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." (excluding don't knows)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q12a Enforcing the clean up of junk & debris	9.1%	22.2%	24.7%	34.7%	9.4%
Q12b Enforcing the cutting of weeds & grass	7.3%	22.0%	29.4%	33.0%	8.4%
Q12c Enforcing the exterior maintenance	5.8%	17.3%	35.8%	34.1%	7.1%
Q12d Enforcing sign regulations	4.2%	9.4%	37.5%	41.4%	7.6%
Q12e Enforcing overcrowding regulations	18.8%	26.5%	27.8%	21.7%	5.2%
Q12f Efforts to remove abandoned or inoperative vehicles	10.8%	18.8%	33.1%	30.5%	6.9%

Q13. 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? (both selections)

Q13 Most emphasis	Number	Percent
E = Overcrowding regulations	490	48.1 %
A = Clean up of junk & debris	402	39.5 %
F = Efforts to remove abandoned vehicles	235	23.1 %
B = Cutting of weeds & grass	218	21.4 %
C = Exterior maintenance of residential property	196	19.2 %
Z = None chosen	179	17.6 %
D = Sign regulations	96	9.4 %
Total	1816	

Q14. 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." (excluding don't knows)

(N=1019)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q14a Residential trash collection services	2.0%	6.0%	6.3%	45.5%	40.1%
Q14b Curbside recycling services	1.5%	4.0%	8.0%	45.0%	41.5%
Q14c Bulky item pick up/removal services	10.0%	19.8%	24.6%	30.7%	14.9%
Q14d Efforts to promote water conservation	2.9%	11.7%	33.5%	39.9%	12.0%
Q14e Household hazardous waste disposal service	6.3%	18.7%	28.0%	34.8%	12.3%

Q15. Which TWO of the utility services listed above do you think should receive the most emphasis from City leaders over the next two years? (both selections)

Q15 Most emphasis	Number	Percent
D = Efforts to promote water conservation	419	41.1 %
C = Bulky item pick up/removal services	405	39.7 %
E = Household hazardous waste disposal service	402	39.5 %
B = Curbside recycling services	212	20.8 %
A = Residential trash collection services	202	19.8 %
Z = None chosen	153	15.0 %
Total	1793	

Q16. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate Winchester with regard to the following: (excluding don't knows)

(N=1019)

	Poor 1	Fair 2	Average 3	Good 4	Excellent 5
Q16a Place to live	1.2%	4.5%	13.3%	43.0%	37.9%
Q16b Place to work	4.1%	8.1%	19.2%	42.8%	25.8%
Q16c Place to raise children	1.1%	6.5%	12.9%	45.7%	33.8%
Q16d City that is moving in the right direction	8.1%	11.7%	28.2%	34.8%	17.1%

Q17. Customer Service. Have you called the City of Winchester with a question, problem, or complaint in the past year?

<u>Q17 Have you called City with a question</u>	<u>Number</u>	<u>Percent</u>
1=Yes	571	56.0 %
2=No	448	44.0 %
Total	1019	100.0 %

IF YES:

Q17a-c. 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: (excluding don't knows)

(N=571)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q17a The accuracy of information given	6.8%	10.0%	11.0%	40.2%	32.0%
Q17b How quickly city staff responded	9.0%	13.6%	9.9%	35.3%	32.2%
Q17c How well your issue was handled	12.6%	11.2%	11.7%	33.4%	31.0%

Q18. Are there any other city services that you would have liked to rate that were not included in this survey?

<u>Q18 Are there any other city services</u>	<u>Number</u>	<u>Percent</u>
1=Yes	249	24.4 %
2=No	591	58.0 %
9=Don't know	179	17.6 %
Total	1019	100.0 %

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

<u>Q18a Other Service</u>	<u>Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)</u>
ACCURACY OF PROPERTY TAX	1
AFFORDABLE & SAFE RENTING	1
ALLEYWAY MAINTENANCE	2
ANIMAL CONTROL	9
ANIMAL CONTROL	2
ANIMAL CONTROL	2
ANIMAL CONTROL	2
APPLE BLOSSOM CLEAN UP	5
APPLE BLOSSOM PARKING	1
ASSESSMENT OF ESTATE TAX	1
ASSESSMENT OF REAL ESTATE	1
ATTRACT INDUSTRIES	2
AUTO PARKS	1
BAR	1
BAR RESTRICTIONS	1
BARKING DOGS AT NIGHT	1
BETTER CITY COUNCIL	1
BETTER TIMING OF LIGHTS	1
BRUSH & GARDEN PICKUP	5
BRUSH CLEARED FROM FENCE	2
BUILDING DEPT	5
BUILDING PERMITS	1
BUS	2
BUS LINE COVERAGE	2
BUS STOP BENCHES	1
CAR TAX	1

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

Q18a Other Service	Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)
CITY COUNCIL	1
CITY COUNCIL	1
CITY COUNCIL	1
CITY COUNCIL	2
CITY COUNCIL	1
CITY COUNCIL	3
CITY COUNCIL	3
CITY COUNCIL DECISIONS	2
CITY COUNCIL INFORMATION	1
CITY COUNCIL MEMB SELECT	2
CITY DOING JOBS	1
CITY GOVT CONSOLIDATION	2
CITY HALL INFO	5
CITY PARKING	2
CITY PAY F/ POLICE OFF	2
CITY STOP LIGHTS TIMING	1
CITY TREE MAINTENANCE	1
CITY USE OF TAX REVENUE	2
CITY WORKER SALARIES	1
CLEAN STORMWATER DRAINS	2
CLEANING & DRAINAGE	1
CLEANING OF STREETS	2
COMM OF TRASH & RECYCLING	1
COMMERC VS RESID VOTING	2
COMMONWEALTH ATTORNEY	5
COMMONWEALTH OF VA	1
COMMUNICATION	1
COMMUNITY SPIRIT	5
CONDITION OF RENTAL UNITS	2
CONTROL OF TAXES	1
COORDINATE STREET LIGHTS	9
COURT SERVICES	1
COURT SYSTEM CLERK OFFICE	5
CROSSWALKS FOR PEDESTRIAN	1
CROSSWALKS NEEDED ALLOVER	1
CTY GIVING AWAY PARK LAND	1
CURRENT WATER SYSTEM COST	2
DEAD TREE & LIMBS	3

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

Q18a Other Service	Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)
DEPT OF REVENUE	1
DEVELOP OF CITY EMPLOYEES	3
DICH LINES	1
DO AWAY W/PARKING METERS	1
DOG PARK	9
DOWNTOWN ACTIVITIES	2
DOWNTOWN GROWTH	1
DOWNTOWN IMPROVEMENTS	5
DOWNTOWN PARKING	2
DOWNTOWN TIME OF DAY	5
DRIFT TO HIGHER DENSITY	2
DRUG DEALING	2
E-MAIL TO CITY WORKERS	1
ECONOMIC DEVELOPMENT	4
EFFORT TO KEEP TAXES DOWN	2
EFFORTS TO GROW CITY COMM	2
ELEMENTARY SCHOOL ZONES	1
EMERGENCY PREP	2
ENCOURAGE DOWNTOWN BUSINE	1
ENFORCE TRAFFIC LAWS	2
ENFORCE VIOLATION LITTERI	1
ENFORCING QUICK CLEAN UP	1
FISCAL RESPONSIBILITY	2
FREQUENCY OF ASSESSMENTS	3
FRIENDLINESS OF CITY GOVT	2
GENERAL RECYCLING	2
GREENSPACE	2
HANDICAP PARKING SPACES	9
HELP FOR SMALL BUSINESS	2
ILLEGAL CITIZENS	2
INCREASE IN WATER/SEWER	1
INCREASES OF TAXES	2
INDOOR POOL	2
INDOOR RECREATION FACILIT	2
INFORMING IMMIGRANTS	1
JURY DUTY PROCESS	2
KEEPING TAXES LOW	1

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

Q18a Other Service	Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)
KIDS PLAYING IN STREETS	2
LACK OF STORM WATER DRAIN	1
LAWN RECYCLING	1
LEAF PICKUP NOTICE	2
LIGHTING AT THE MALL	2
LIGHTING ON PARKING LOTS	1
LOUD MUSIC	1
MAINT OF WOODSTOCK LN	1
MAINTAIN TREES ON PROPERT	1
MAINTENANCE OF AIR QUALIT	2
MANY FREE LOADERS IN CITY	1
MONEY MGMNT BY COUNCIL	3
MORE BIKE TRAILS	1
MORE ELDERLY ACTIVITIES	2
MORE ELDERLY HOUSING	2
MORE STREET LIGHTING	5
MULTIPLE FAMILY HOUSING	1
MUSIC CONCERTS	2
NEED TO PLANT TREES	1
NEIGHBORHOOD REC POCKETS	2
NO OF POLE LIGHTS ON ST	1
NO TRASH BAGS PICKED UP	1
NOTIFICATION OF RD CLOSIN	1
OFFICE	5
OLD STORES OPEN LATER	2
OLD TOWN DEVELOPMENT BD	4
OTDB	1
OUT OF CONTROL ANIMALS	9
OVER TAXATION	1
OVERCROWDED ST PARKING	1
PAINTED LANE LINES	1
PARKING	1
PARKING IN FRONT OF HOME	1
PICKUP OF ARTICLES	4
PLANNING	1
PLANNING & ZONING	9
PLOWING SNOW	2

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

Q18a Other Service	Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)
POLICE PATROLS AT NIGHT	2
POST BUS SCHED IN PAPER	1
PROMOTIONS F/ RAIN BARREL	9
PROP OWNER TAX HIKE	1
PROPERTY ASSESSMENT	1
PROPERTY TAX ASSESSMENT	1
PROPERTY TAXES	2
PROPERTY TAXES	1
PUB SERVANTS CONTROL TRIP	3
PUBLIC HEALTH SERVICES	2
PUBLIC LIBRARY	5
QUALITY OF WATER TASTE	1
RACIAL/ETHNICITY TRAINING	2
RAISING TAXES	1
RATE OF GROWTH	2
REAL ESTATE ASSESSMENT	1
REAL ESTATE ASSESSMENT	1
REAL ESTATE ASSESSMENT	1
REAL ESTATE ASSESSMENTS	2
REAL ESTATE TAX	1
REAL ESTATE TAX	1
REAL ESTATE TAX RATE	2
REAL ESTATE TAX TOO HIGH	1
REAL ESTATE TAXES	1
REAL ESTATE TAXES	5
REAL ESTATE TAXES	1
REAL PROPERTY ASSESSMENTS	1
RECYCLING AWARENESS	2
RECYCLING BE REQUIRED	1
RECYCLING PROMOTING	2
REMOVE DEAD TREES	1
REMOVE ILLEGAL ALIENS	9
RENTAL PROGRAMS	2
REPAIR CITY SEWER SYSTEMS	1
REPLACE OLD WATER SUPPLY	2
RESIDENTIAL NOISE	2
RESTROOM FACILITIES	1

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

Q18a Other Service	Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)
RUNNING RED LIGHTS	1
SCHOOL BOARD	3
SCHOOL DISCIPLINE	1
SCHOOL LEADERSHIP	5
SENIOR SERVICES	2
SEQUENCE OF STOP LIGHTS	1
SIDE WALK REPAIRS	1
SIDEWALKS	2
SIDEWALKS & CURBS	5
SNOW REMOVAL	1
SNR SERVICES INFORMATION	9
SOCIAL SERVICES	4
SOCIAL SERVICES	2
SPECIAL EVENTS NOTIFICATI	2
SPEED REGULATED	1
SPEEDING ON CITY STREET	1
SPOT BLIGHT ABATEMENT	1
STOP RED LIGHT RUNNERS	1
STORM DRAIN SYSTEM	1
STORM DRAINAGE	1
STREET PARKING	2
TAX ASSESSMENT	5
TAX INCREASES	2
TAX ON REAL ESTATE	2
TAX RATE	1
TAX RATES	1
TAX RELIEF	9
TAX STRUCTURE	1
TAXES	2
TAXES	1
TAXES ARE TOO HIGH	9
TAXES ON PARKING GARAGES	1
TAXES WASTED	1
THIS SURVEY	1
TIMING OF LIGHTS	1
TIMING OF TRAFFIC LIGHTS	1
TIMING OF TRAFFIC LIGHTS	1

IF YES:

Q18a. Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

Q18a Other Service	Q18a Rating (5=Very Satisfied 1=Very Dissatisfied 9=Don't know)
TOURISM EMPLOYEES	1
TOYS IN DAY CARE YARD	1
TRAFFIC BY POLICE	1
TRAFFIC FLOW	2
TRAFFIC FLOW	2
TRAFFIC LIGHT COORDINATOR	1
TRAFFIC LIGHT SENSORS	2
TRAFFIC LIGHT TIMING	2
TRAFFIC LIGHT TIMING	1
TRASH COLLECTORS	1
TRASH SHOULD BE THROWN	1
TREATMENT OF SENIOR CITIZ	4
TREE MAINTENANCE	1
TREE MAINTENANCE	1
TREE SERVICE	1
TREE SITUATION W/ SIDEWAL	1
TREE TRAINING IN PARKS	2
TREE TRIMMING & MAINTENAN	2
TREE TRIMMING W/ REMOVAL	2
TREES HINDER SIDEWALKS	1
TREES ON CITY PROPERTY	1
TRIM TREES	9
UNIF CONSOL OF WINCHESTER	5
UNUSED CAR	1
USE OF FINANCIAL RESOURCE	2
USE OF TAXES	2
VOLUNTEER/COMMUNITY	5
WALKING PATHS	2
WATER ACCOUNTABILITY	1
WATER RUN OFF	2
WINCHESTER BASEBALL LEAGU	5
WINCHESTER CITY COUNCIL	1
WINCHESTER MEDICAL CENTER	5
WINCHESTER TROLLEY	2
YARD WASTE REMOVAL	2
ZONING FOR NEW HOUSES	1
ZONING YARD SALES	1

Q19. What is your age?

<u>Q19 What is your age</u>	<u>Number</u>	<u>Percent</u>
1=18-24 years	60	5.9 %
2=25-34 years	183	18.0 %
3=35-44 years	145	14.2 %
4=45-54 years	199	19.5 %
5=55-64 years	189	18.5 %
6=65-74 years	120	11.8 %
7=75+ years	111	10.9 %
9=Not provided	12	1.2 %
Total	1019	100.0 %

Q20. What is your approximate annual household income?

<u>Q20 Annual household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$20,000	121	11.9 %
2=\$20,000-\$34,999	124	12.2 %
3=\$35,000-\$49,999	148	14.5 %
4=\$50,000-\$74,999	164	16.1 %
5=\$75,000+	291	28.6 %
9=Not provided	171	16.8 %
Total	1019	100.0 %

Q21. How would you describe your race/ethnicity?

<u>Q21 How would you describe your race</u>	<u>Number</u>	<u>Percent</u>
1 = Asian/Pacific Islander	8	0.8 %
2 = American Indian/Eskimo	7	0.7 %
3 = African American/Black	94	9.2 %
4 = Caucasian/White	886	86.9 %
5 = Other	30	2.9 %
Total	1025	

Q22. Are you of Hispanic, Latino, or other Spanish ancestry?

<u>Q22 Of Hispanic, Latino or Other Spanish origin</u>	<u>Number</u>	<u>Percent</u>
1=Yes	65	6.4 %
2=No	879	86.3 %
9=Not provided	75	7.4 %
Total	1019	100.0 %

Q23. Gender:

<u>Q23 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	498	48.9 %
2=Female	521	51.1 %
Total	1019	100.0 %

Section 6:
Survey Instrument



CITY OF WINCHESTER, VIRGINIA

Rouss City Hall
15 North Cameron Street
Winchester, VA 22601
540-667-1815
FAX: 540-722-3618
TDD: 540-722-0782
Web Site:
www.ci.winchester.va.us
June 2008

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 Action Center at 297-2535. Thanks again for taking the time to better our community.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brannon Godfrey".

Brannon Godfrey
Winchester City Manager

"Providing quality services to our citizens in a cost-effective, efficient and courteous manner, while anticipating the future needs of our community."

Winchester, Virginia 2008 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 City's Action Center at 297-2535.

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."

How Satisfied are you with:		<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

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].

1st. _____ 2nd. _____ 3rd. _____

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."

How Satisfied are you with:		<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
E.	Quality of public schools	5	4	3	2	1	9
F.	Historic preservation efforts	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.”

How Satisfied are you with:		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 flag 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].

1st. _____ 2nd. _____

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.”

How Satisfied are you with:		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 services	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

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].

1st. _____ 2nd. _____

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:

How Safe do you feel when you are:		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
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	5	4	3	2	1	9
D.	In Downtown Winchester	5	4	3	2	1	9
E.	In Commercial/retail areas of the city outside 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.”

How Satisfied are you with the:		<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 and 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 and 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

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].

1st. _____ 2nd. _____

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.”

How Satisfied are you with:		<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 Cable TV Channel 20	5	4	3	2	1	9
E.	The quality of the City's website	5	4	3	2	1	9
F.	The ability of the public to be involved in local decisions	5	4	3	2	1	9

12. **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.”

How Satisfied are you with:		<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

13. 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 12 above].

1st. _____ 2nd. _____

14. **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.”

How Satisfied are you with:		<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 (for oil, paint, etc)	5	4	3	2	1	9

15. 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 14 above].

1st. _____ 2nd. _____

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

How would you rate the City of Winchester as a:		<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.	City that is moving in the right direction	5	4	3	2	1	9

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

___(1) Yes [answer Question 17a-c] ___(2) No

17a-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:

How Satisfied are you with:		<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

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

___(1) Yes – answer 18a ___(2) No

18a. [If YES to #18] Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

List Additional Services You Would Like to Rate in the Space Below	<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

19. 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

20. 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

21. 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

22. Are you of Hispanic, Latino, or other Spanish origin? ___(1) Yes ___(2) No

23. 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.