

Section 3:
Benchmarking Analysis



Benchmarking Summary Report

Winchester, Virginia

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2016 to a random sample of over 4,000 residents across the United States, (2) a regional survey that was administered to a random sample of more than 350 residents in the Atlantic region of the United States during the summer of 2016 (the Atlantic region is comprised of North Carolina, Virginia, Delaware, Maryland, the District of Columbia, and New Jersey), and (3) individual communities with a population between 15,000 and 75,000 where ETC Institute had administered the *DirectionFinder*® survey since 2014; the 37 communities included in these comparisons are listed below.

- Auburn, AL
- Baytown, TX
- Bensenville, IL
- Blue Springs, MO
- Cedar Hill, TX
- Chapel Hill, NC
- Chickasha, OK
- Clayton, MO
- Creve Coeur, MO
- Gardner, KS
- Gladstone, MO
- Glencoe, IL
- Glenview, IL
- Hallandale Beach, FL
- Hyattsville, MD
- Johnston, IA
- Kennesaw, GA
- Kirkwood, MO
- Lenexa, KS
- Midwest City, OK
- Missouri City, TX
- Mountain Brook, AL
- Newport, RI
- Pflugerville, TX
- Pinecrest, FL
- Pitkin County, CO
- Portland, TX
- Raymore, MO
- Rolla, MO
- San Marcos, TX
- Shawnee, KS
- Shoreline, WA
- St. Joseph, MO
- Tamarac, FL
- Wauwatosa, WI
- Wentzville, MO
- West Des Moines, IA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Winchester compare to the national average and Atlantic regional average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the U.S. and over 350 residents in the Atlantic region of the U.S.

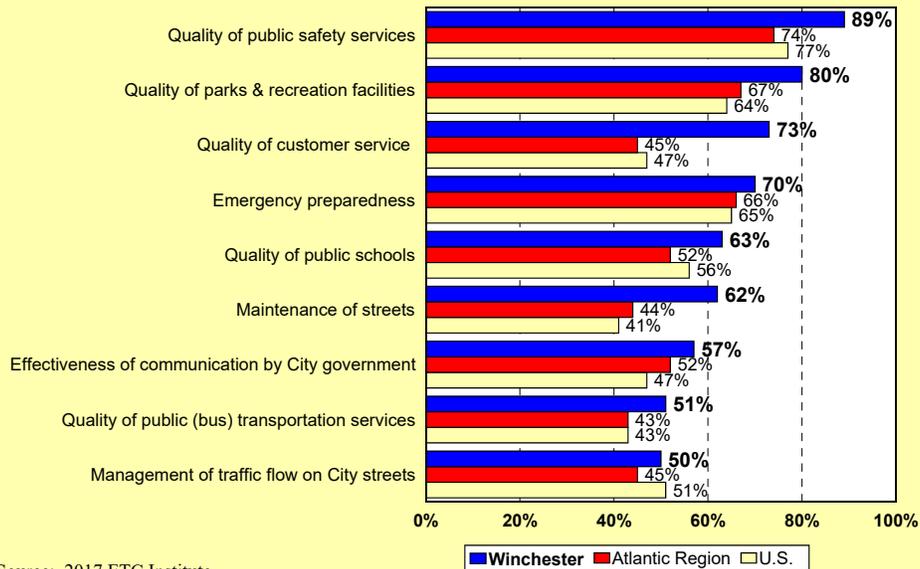
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 37 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 37 communities. The actual ratings 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 with a population between 15,000 and 75,000 where ETC Institute has administered the *DirectionFinder*® survey since 2014.

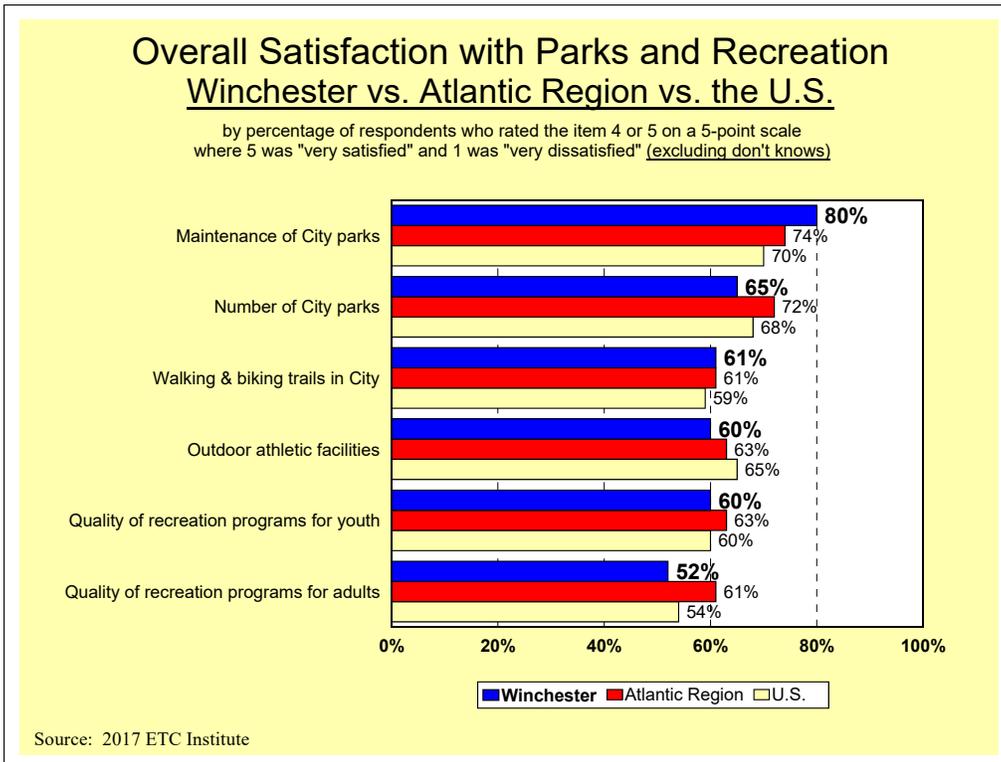
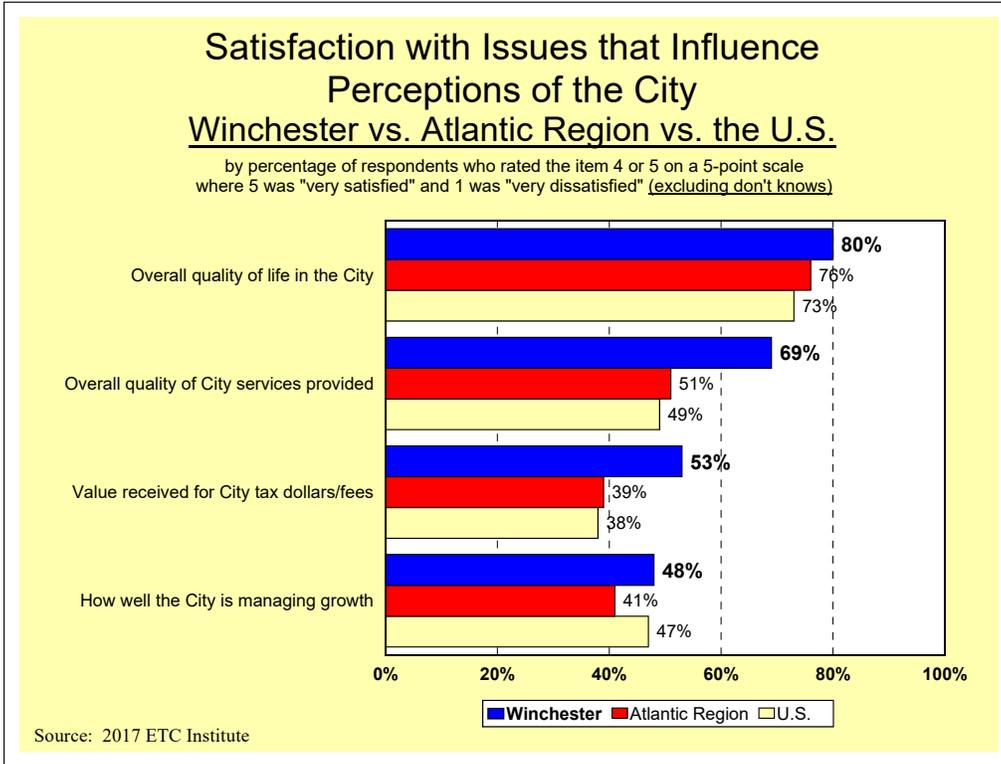
National Benchmarks

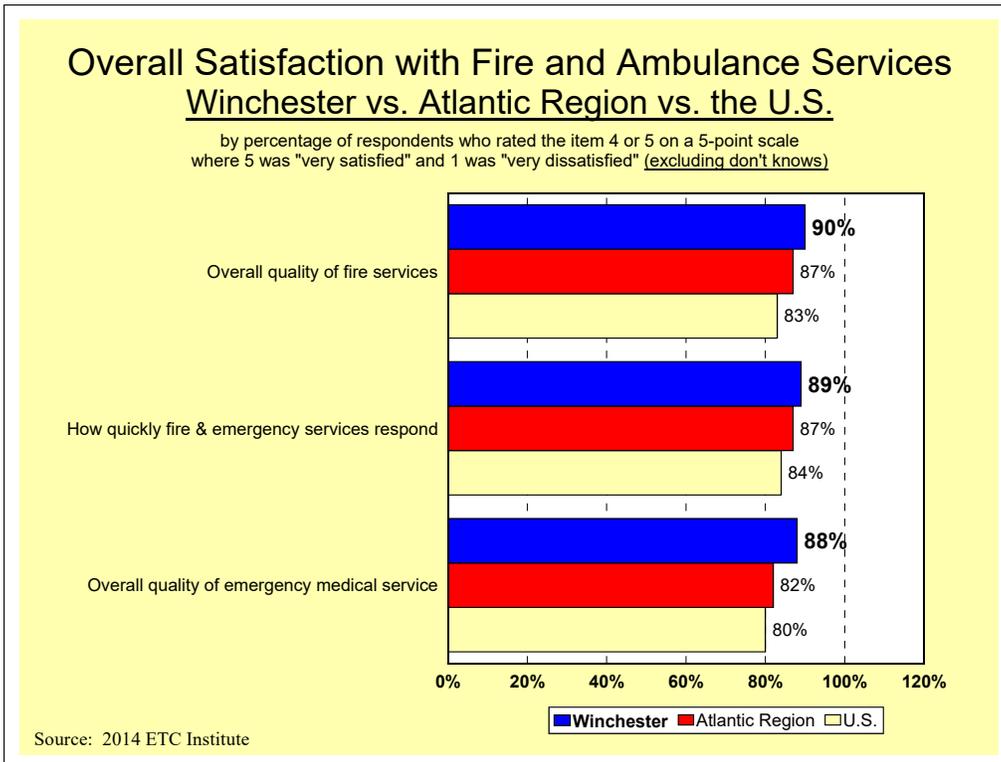
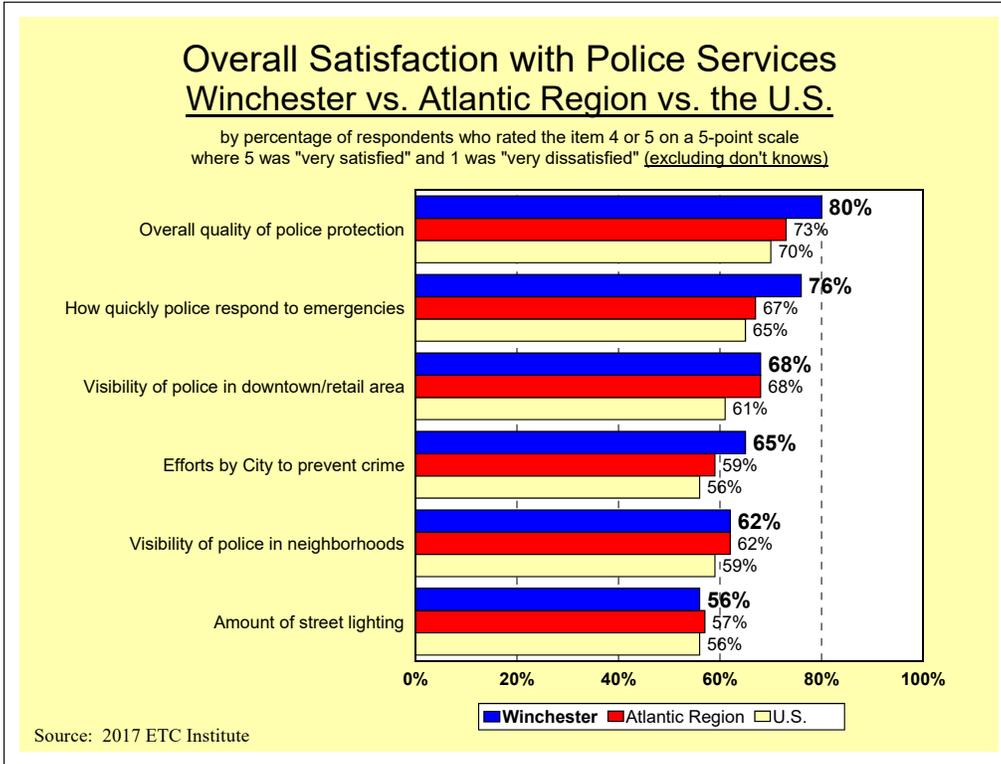
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Overall Satisfaction with Major City Services Winchester vs. Atlantic Region vs. the U.S.

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

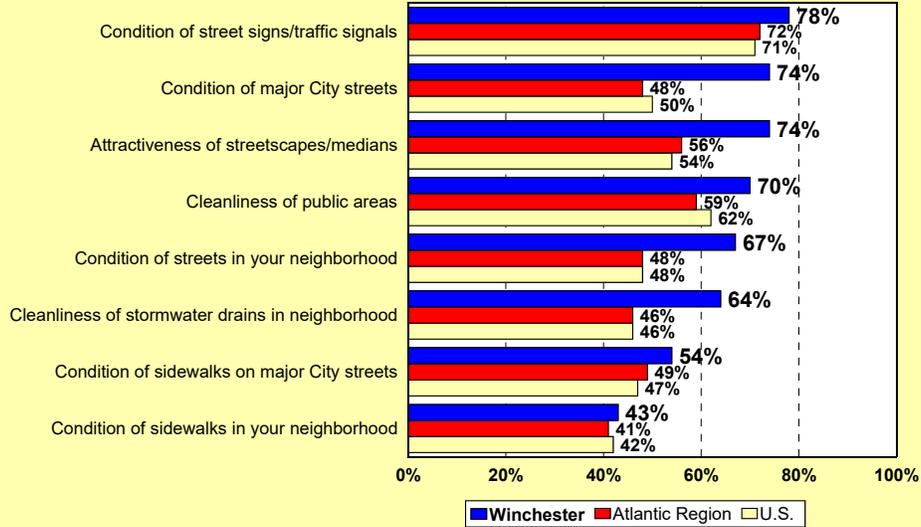






Overall Satisfaction with City Maintenance Winchester vs. Atlantic Region vs. the U.S.

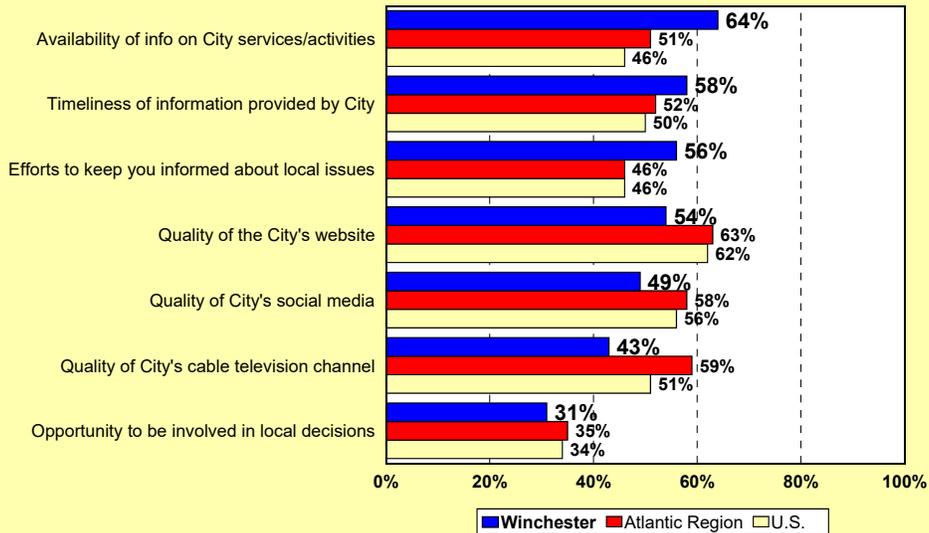
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Communication Winchester vs. Atlantic Region vs. the U.S.

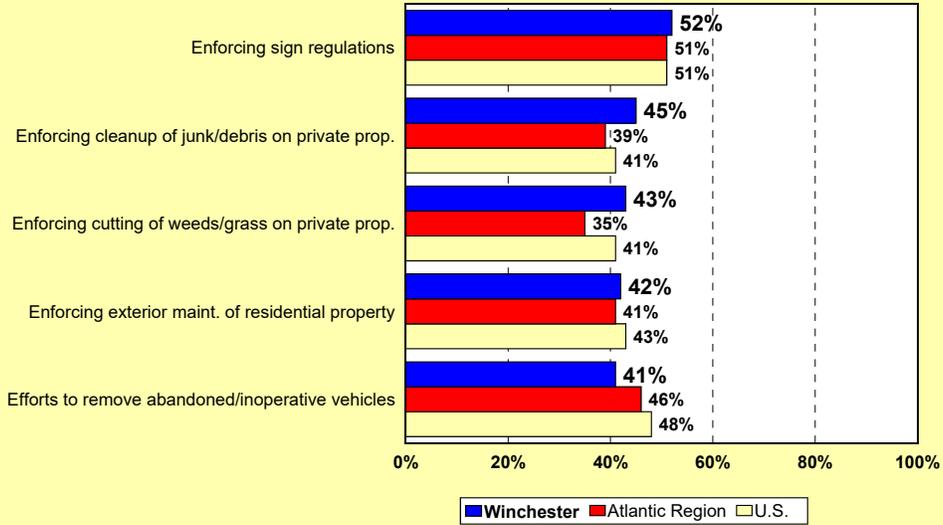
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Code Enforcement Winchester vs. Atlantic Region vs. the U.S.

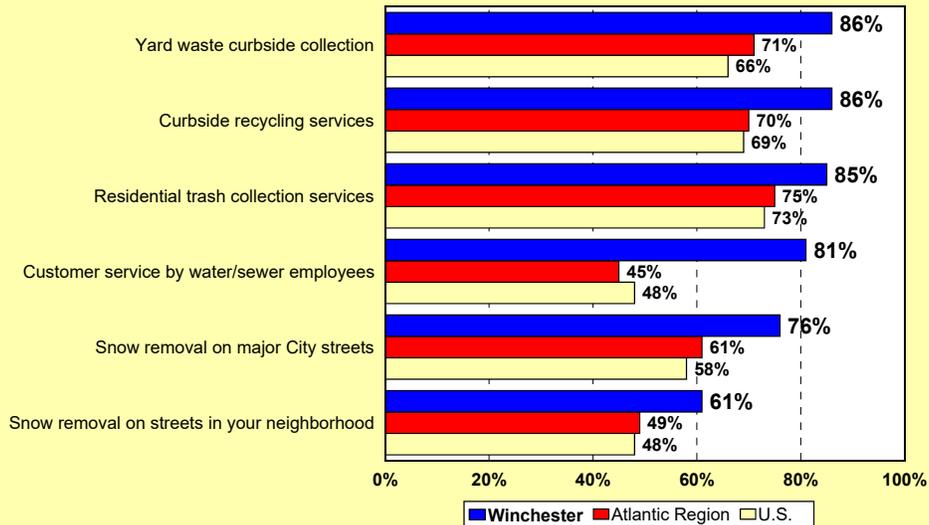
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Utility Services/Public Works Winchester vs. Atlantic Region vs. the U.S.

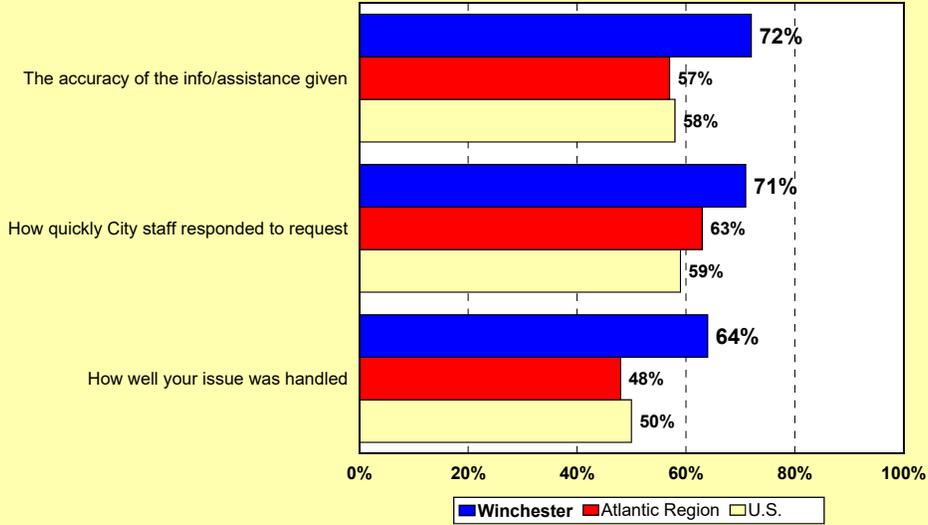
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Customer Service Winchester vs. Atlantic Region vs. the U.S.

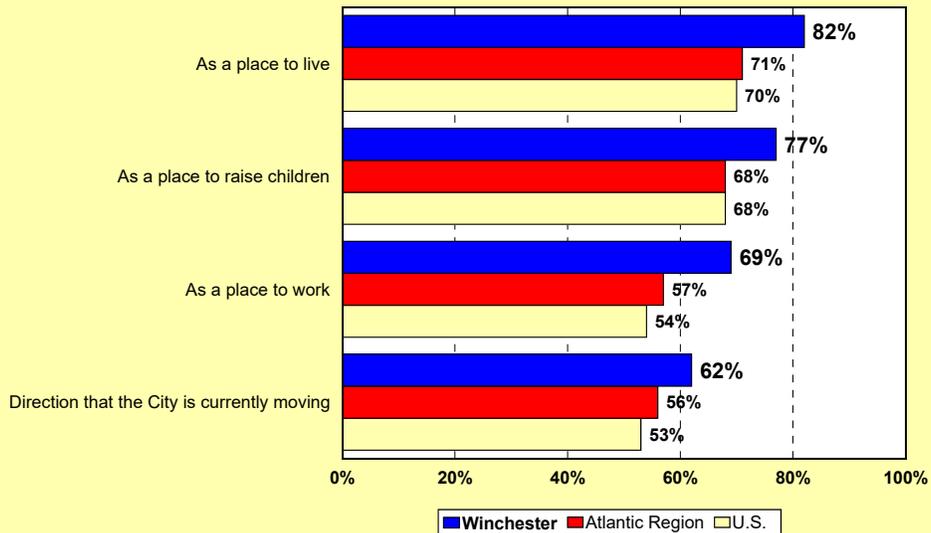
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Ratings of the Community Winchester vs. Atlantic Region vs. the U.S.

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



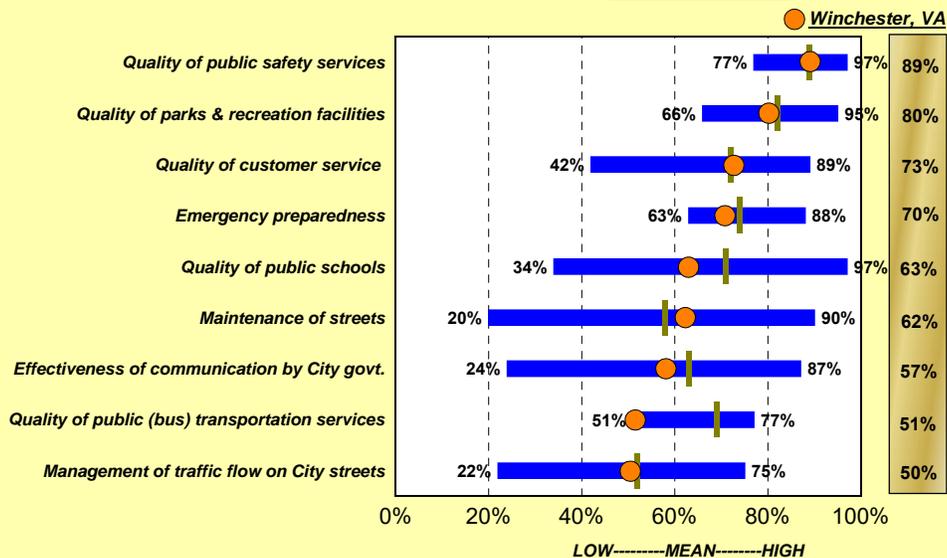
Source: 2017 ETC Institute

Performance Ranges

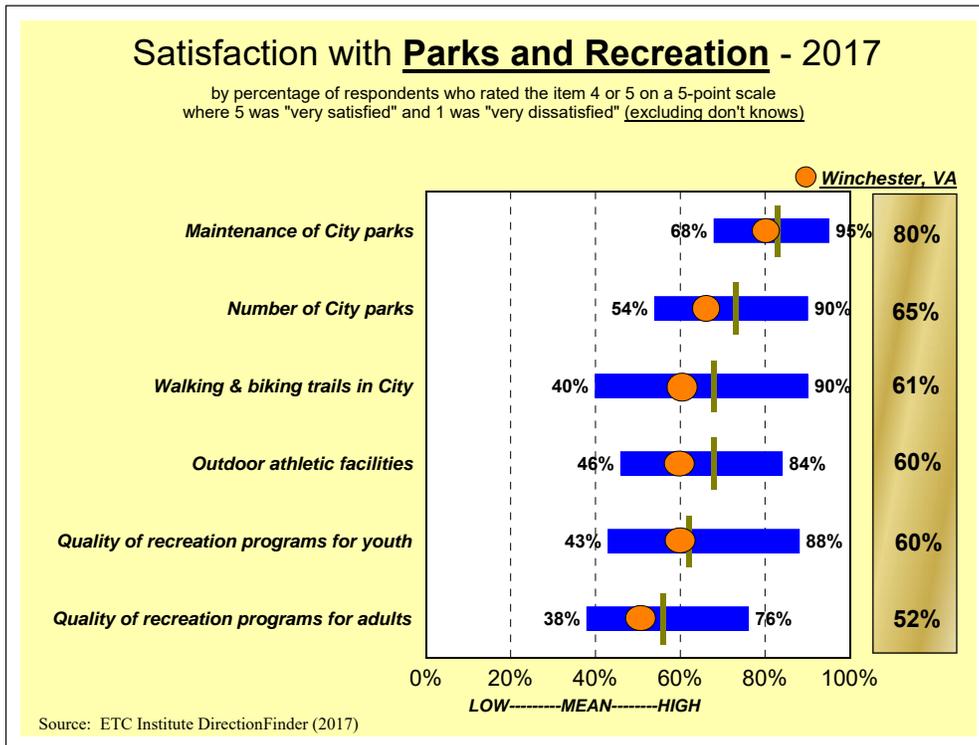
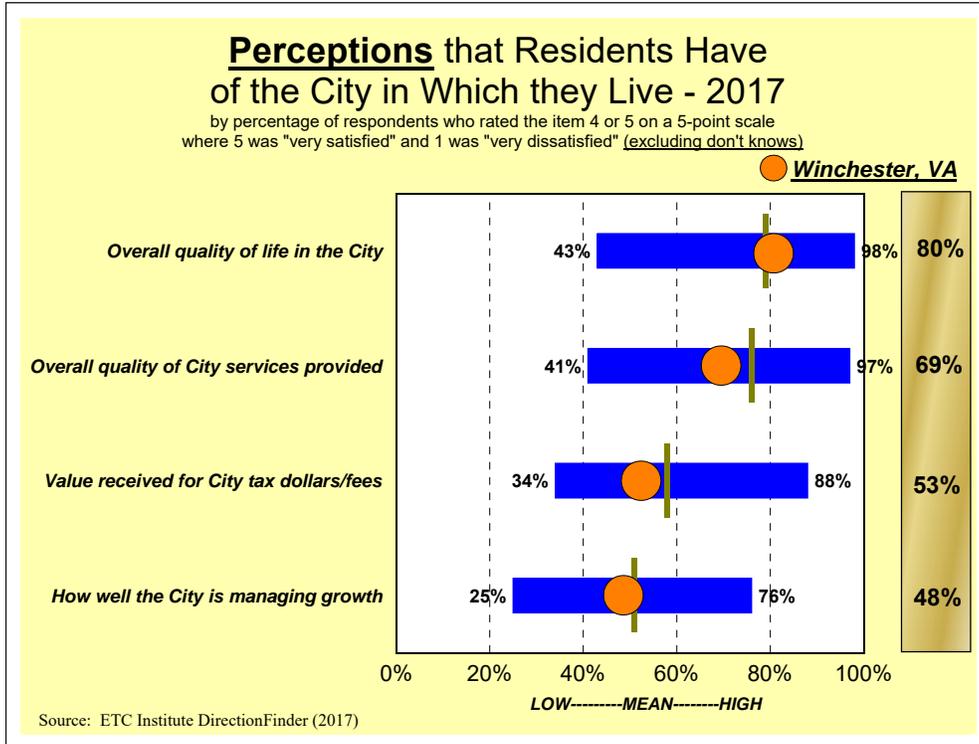
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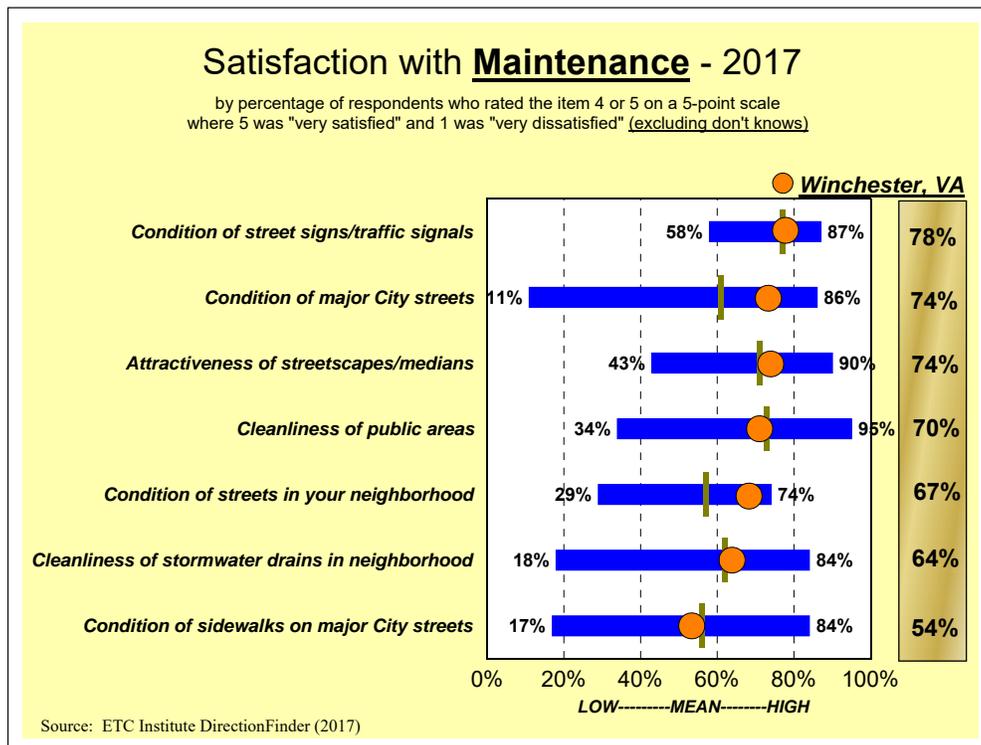
Overall Satisfaction with Various City Services by Major Category - 2017

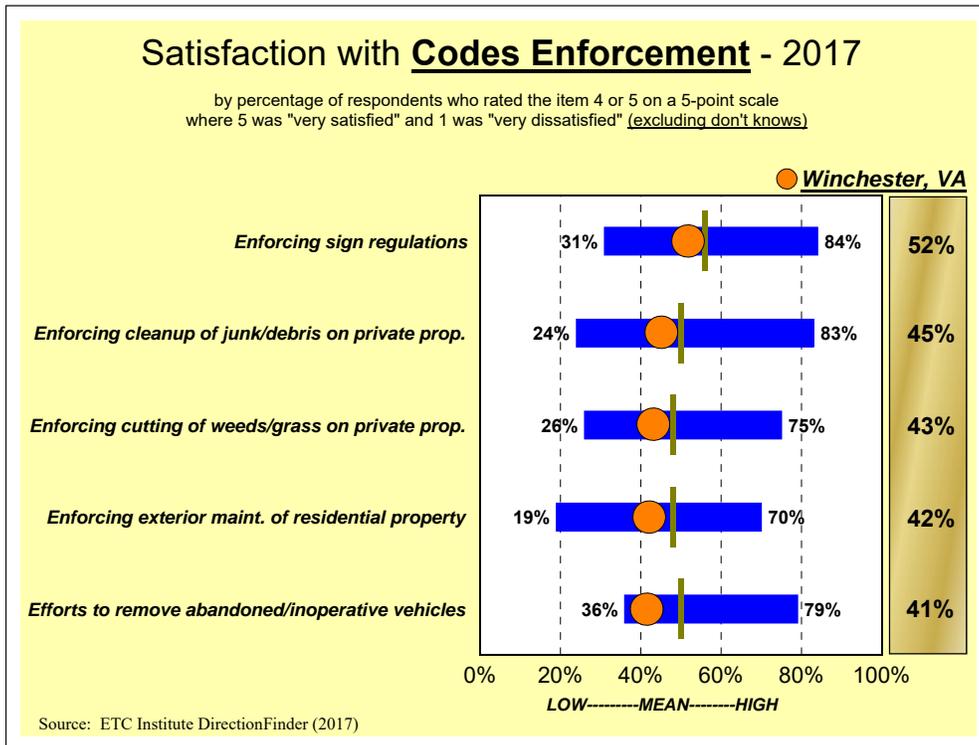
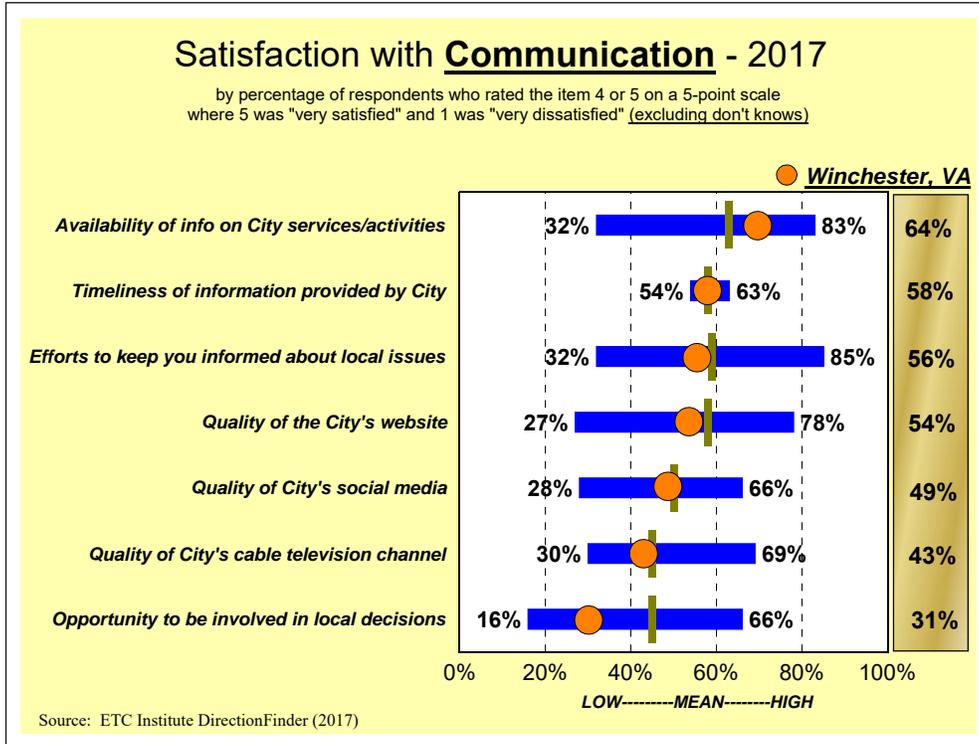
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder (2017)

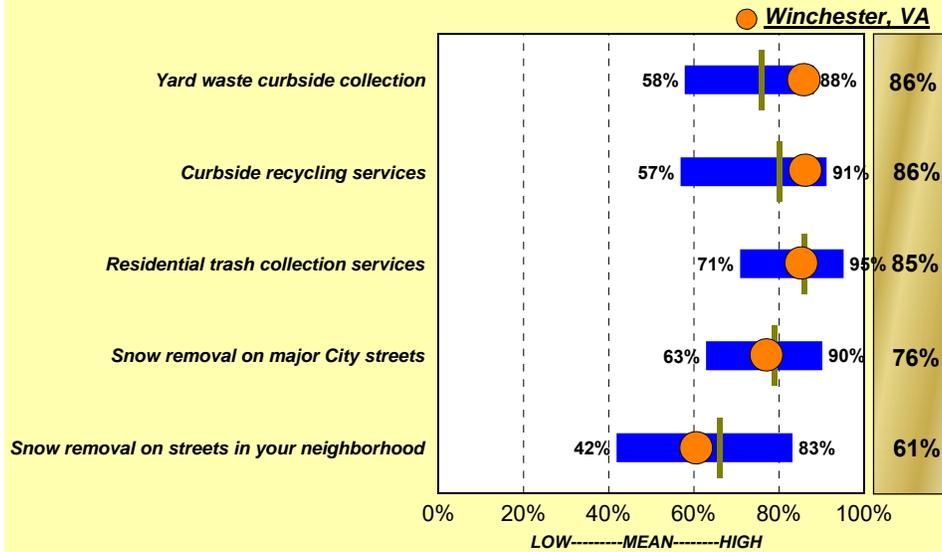






Satisfaction with Utility Services/Public Works - 2017

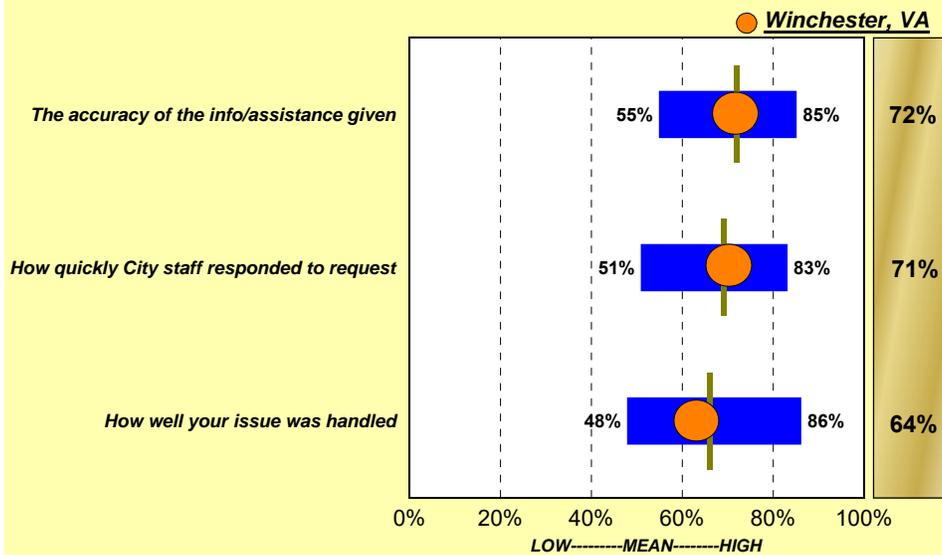
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder (2017)

Satisfaction with Customer Service - 2017

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



Source: ETC Institute DirectionFinder (2017)

