

City of Winchester

2017 Community Survey

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Draft
Report

Submitted to the City of Winchester, VA

by:

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2017 Winchester Community Survey

Executive Summary Report

Overview and Methodology

The City of Winchester conducted its fourth community survey during September and October of 2017. Previous surveys were administered in 2008, 2011, and 2014. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's on-going planning process.

The survey was six pages long and took approximately 15-20 minutes to complete. It was administered by mail and online to a random sample of 628 residents. The overall results of the survey have a precision of at least +/-3.9% at the 95% level of confidence.

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 graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with other communities and the results of previous surveys. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- Trend charts that show how the 2017 results compare to results in 2014 and 2008 (Section 2)
- benchmarking data that show how the results for the City of Winchester compare to other cities in the United States and the Atlantic region (Section 3)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 4)
- tabular data showing the overall results for all questions on the survey (Section 5)
- a copy of the cover letter and survey instrument (Section 6)

GIS mapping of the survey results are published separately as Appendix A.

- **Overall Satisfaction With 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 (89%), the quality of parks and recreation facilities (80%), and efforts to revitalize downtown (75%).
- **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 to emphasize over the next two years were: (1) management of traffic flow on City streets (45%), (2) the maintenance of city streets (43%) and (3) the quality of public schools (39%).
- **Perceptions of Life in the City:** Eighty percent (80%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City; 14% were “neutral” and only 7% were “dissatisfied.” Sixty-nine percent (69%) were “very satisfied” or “satisfied” with the overall quality of services provided by the City.
- **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 availability of information about recreation programs (69%), and the availability of City recreation facilities (68%). Residents were least with the quality of quality of recreation programs for adults (52%) and the quality of the indoor pool in Jim Barnett Park (52%). Residents indicated walking and biking trails and maintenance of City parks should receive the most emphasis over the next two years.
- **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 overall quality of fire services (90%), how quickly fire and emergency services respond (89%), and the overall quality of emergency medical service (88%). Residents were least satisfied with the amount of street lighting (56%). Residents indicated visibility of police in neighborhoods and efforts by the City to prevent crime should receive the most emphasis over the next two years.
- **How Safe Residents Feel in Certain Situations:** Based on the percentage of respondents who indicated they felt “very safe” or “safe,” 93% of respondents felt safe walking in their neighborhood during the day. Other places where residents felt safe include: downtown Winchester during the day (93%) and in City parks during the day (84%). Respondents felt the most “unsafe” in City parks after dark (49% “unsafe”).

- **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: the cleanliness of downtown Winchester (79%) and condition of street signs and traffic signals (78%). Residents were least satisfied with the condition of sidewalks in their neighborhood (43%). Residents indicated management of traffic flow at major City intersections and condition of sidewalks in their neighborhood should receive the most emphasis over the next two years.
- **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 (64%) and timeliness of information provided by the City (58%). Residents were least satisfied with the public’s ability to be involved in local decisions (31%). Residents indicated opportunities for citizens to be involved in local decisions and efforts to inform citizens about local issues should receive the most emphasis over the next two years.
- **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 (52%), and the enforcement of the cleanup of litter and debris on private property (45%). Residents were least satisfied with the enforcement of removal of dilapidated housing and blighted property (31%). Residents indicated enforcing removal of dilapidated housing and blighted property and enforcing cleanup of junk and debris on private property should receive the most emphasis over the next two years.
- **Utility Services and Public Works:** 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: yard waste curbside collection (86%), curbside recycling services (86%), and residential trash collection services (85%). Respondents were least satisfied with snow removal on streets in their neighborhood (61%). Residents indicated snow removal on streets in their neighborhood and snow removal on major City streets should receive the most emphasis over the next two years.
- **How Respondents Rate Aspects of Winchester:** Based on the sum of respondents who rated the aspect as “excellent” or “good,” 82% rated Winchester as an excellent or good place to live and 77% as a place to raise children. Sixteen percent (16%) of respondents rated the direction that the City is currently moving as “fair” or “poor.”

Short-Term Trends

From 2014 to 2017, satisfaction ratings **improved in 63 of the 74 areas** that were assessed, stayed the same in 7 areas, and decreased in 4 areas. There were significant increases (4% or more) in satisfaction in 33 of these areas and no significant decreases. The 33 areas that have had a significant increase in satisfaction since 2014 are listed below:

Service	2017	2014	Difference	Category
Outdoor athletic facilities	60%	44%	16%	Parks and Recreation
Walking and biking trails	61%	47%	14%	Parks and Recreation
Attractiveness of streetscapes/medians	74%	61%	13%	Maintenance Services
Snow removal on neighborhood streets	61%	48%	13%	Utility Services & Public Works
Snow removal on major City streets	76%	65%	11%	Utility Services & Public Works
Management of traffic flow on city streets	60%	50%	10%	Overall City Services
Enforcing overcrowding regulations	32%	23%	9%	Code Enforcement
Feeling of safety in commercial/retails areas outside of downtown	64%	56%	8%	Perceptions of Safety
Ease of paying bills, etc. on City's website	51%	43%	8%	Communication
Availability of information about recreation programs	69%	62%	7%	Parks and Recreation
Quality of recreation programs for seniors	53%	46%	7%	Parks and Recreation
Feeling of safety in downtown Winchester after dark	49%	42%	7%	Perceptions of Safety
Enforcing cutting of weeds/grass on private property	43%	36%	7%	Code Enforcement
Efforts to remove abandoned/inoperative vehicles	41%	34%	7%	Code Enforcement
Ratings of the City as a place to work	69%	62%	7%	Overall Ratings
Customer service	73%	67%	6%	Overall City Services
Effectiveness of communication	57%	51%	6%	Overall City Services
Availability of City recreation facilities	68%	62%	6%	Parks and Recreation
Police efforts to reduce gang related activity	60%	54%	6%	Public Safety
Efforts by the City to prevent crime	65%	60%	5%	Public Safety
Amount of street lighting	56%	51%	5%	Public Safety
Feeling of safety in City parks after dark	21%	16%	5%	Perceptions of Safety
Condition of streets in your neighborhood	67%	62%	5%	Maintenance Services
Condition of sidewalks in your neighborhood	43%	38%	5%	Maintenance Services
City efforts to keep residents informed	56%	51%	5%	Communication
Enforcement of sign regulations	52%	47%	5%	Code Enforcement
Clean-up of junk/debris on private property	45%	40%	5%	Code Enforcement
Parks and recreation programs and facilities	80%	76%	4%	Overall City Services
Overall quality of City services provided	69%	65%	4%	Perceptions of the City
Maintenance of City parks	80%	76%	4%	Parks and Recreation
Visibility of police in downtown Winchester	68%	64%	4%	Public Safety
Cleanliness of public areas	70%	66%	4%	Maintenance Services
Availability of information about City services/programs	64%	60%	4%	Communication

Long-Term Trends

From 2008 to 2017, satisfaction ratings **improved in 46 of the 63 areas** that were assessed, stayed the same in 7 areas, and decreased in 10 areas. There were significant increases in satisfaction (4% or more) in 29 of these areas, and only one significant decrease. The areas that have had the most significant increases in satisfaction since 2008 are listed below:

Service	2017	2008	Difference	Category
Management of traffic flow on city streets	60%	33%	27%	Overall City Services
Walking and biking trails	61%	40%	21%	Parks and Recreation
Feeling of safety in commercial/retail areas outside of	64%	47%	17%	Perceptions of Safety
Visibility of police in neighborhoods	62%	49%	13%	Public Safety
Attractiveness of streetscapes/medians	74%	61%	13%	Maintenance Services
How well the City is managing growth	48%	37%	11%	Perceptions of the City
Value received for local tax dollars/fees	53%	43%	10%	Perceptions of the City
Condition of major city streets	74%	64%	10%	Maintenance Services
Direction that the City is currently moving	62%	52%	10%	Overall Ratings
Maintenance of streets	62%	53%	9%	Overall City Services
Effectiveness of communication	57%	48%	9%	Overall City Services
Availability of City recreation facilities	68%	59%	9%	Parks and Recreation
Condition of street signs and traffic signals	78%	69%	9%	Maintenance Services
Cleanliness of public areas	70%	62%	8%	Maintenance Services
Availability of information about recreation programs	69%	63%	6%	Parks and Recreation
How quickly police respond to emergencies	76%	70%	6%	Public Safety
Snow removal on major City streets	76%	70%	6%	Utility Services & Public Works
Police efforts to reduce gang related activity	60%	55%	5%	Public Safety
Cleanliness of stormwater drains in neighborhood	64%	59%	5%	Maintenance Services
Availability of information about City services/programs	64%	59%	5%	Communication
Timeliness of information provided by government	58%	53%	5%	Communication
Enforcing overcrowding regulations	32%	27%	5%	Code Enforcement
Public safety services	89%	85%	4%	Overall City Services
Customer service	73%	69%	4%	Overall City Services
Emergency preparedness	70%	66%	4%	Overall City Services
Public transportation services	51%	47%	4%	Overall City Services
Efforts by the City to prevent crime	65%	61%	4%	Public Safety
City efforts to keep residents informed	56%	52%	4%	Communication
How quickly City staff responded to request	71%	67%	4%	Customer Service

How Winchester Compares to Other Communities

Satisfaction ratings for Winchester **rated above the U.S. average in 49 of the 61 areas** that were assessed. Winchester rated significantly higher than the U.S. average (4% or more above) in 43 of these areas. Listed below are the comparisons between Winchester and the U.S. average:

Service	Winchester	U.S.	Difference	Category
Customer service by water/sewer employees	81%	48%	33%	Utility Services & Public Works
Quality of customer service	73%	47%	26%	Overall City Services
Condition of major City streets	74%	50%	24%	Maintenance Services
Maintenance of streets	62%	41%	21%	Overall City Services
Overall quality of City services provided	69%	49%	20%	Perceptions of the City
Attractiveness of streetscapes/medians	74%	54%	20%	Maintenance Services
Yard waste curbside collection	86%	66%	20%	Utility Services & Public Works
Condition of streets in your neighborhood	67%	48%	19%	Maintenance Services
Cleanliness of stormwater drains in neighborhood	64%	46%	18%	Maintenance Services
Availability of info on City services/activities	64%	46%	18%	Communication
Snow removal on major City streets	76%	58%	18%	Utility Services & Public Works
Curbside recycling services	86%	69%	17%	Utility Services & Public Works
Quality of parks & recreation facilities	80%	64%	16%	Overall City Services
Value received for City tax dollars/fees	53%	38%	15%	Perceptions of the City
As a place to work	69%	54%	15%	Overall Ratings
The accuracy of the info/assistance given	72%	58%	14%	Customer Service
How well your issue was handled	64%	50%	14%	Customer Service
Snow removal on streets in your neighborhood	61%	48%	13%	Utility Services & Public Works
Quality of public safety services	89%	77%	12%	Overall City Services
Residential trash collection services	85%	73%	12%	Utility Services & Public Works
How quickly City staff responded to request	71%	59%	12%	Customer Service
As a place to live	82%	70%	12%	Overall Ratings
How quickly police respond to emergencies	76%	65%	11%	Public Safety
Effectiveness of communication by City government	57%	47%	10%	Overall City Services
Maintenance of City parks	80%	70%	10%	Parks and Recreation
Overall quality of police protection	80%	70%	10%	Public Safety
Efforts to keep you informed about local issues	56%	46%	10%	Communication
Efforts by City to prevent crime	65%	56%	9%	Public Safety
As a place to raise children	77%	68%	9%	Overall Ratings
Direction that the City is currently moving	62%	53%	9%	Overall Ratings
Quality of public (bus) transportation services	51%	43%	8%	Overall City Services
Overall quality of emergency medical service	88%	80%	8%	Public Safety
Cleanliness of public areas	70%	62%	8%	Maintenance Services
Timeliness of information provided by City	58%	50%	8%	Communication
Quality of public schools	63%	56%	7%	Overall City Services
Overall quality of life in the City	80%	73%	7%	Perceptions of the City
Visibility of police in downtown/retail area	68%	61%	7%	Public Safety
Overall quality of fire services	90%	83%	7%	Public Safety
Condition of street signs/traffic signals	78%	71%	7%	Maintenance Services
Condition of sidewalks on major City streets	54%	47%	7%	Maintenance Services
Emergency preparedness	70%	65%	5%	Overall City Services
How quickly fire & emergency services respond	89%	84%	5%	Public Safety
Enforcing cleanup of junk/debris on private property	45%	41%	4%	Code Enforcement
Visibility of police in neighborhoods	62%	59%	3%	Public Safety
Walking & biking trails in City	61%	59%	2%	Parks and Recreation
Enforcing cutting of weeds/grass on private property	43%	41%	2%	Code Enforcement
How well the City is managing growth	48%	47%	1%	Perceptions of the City
Condition of sidewalks in your neighborhood	43%	42%	1%	Maintenance Services
Enforcing sign regulations	52%	51%	1%	Code Enforcement

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

Details regarding the methodology for the analysis are provided in the Section 4 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:
 - Management of traffic flow on City streets (I-S Rating=0.2245)
 - Maintenance of streets (I-S Rating=0.1623)
 - Quality of public schools (I-S Rating=0.1439)

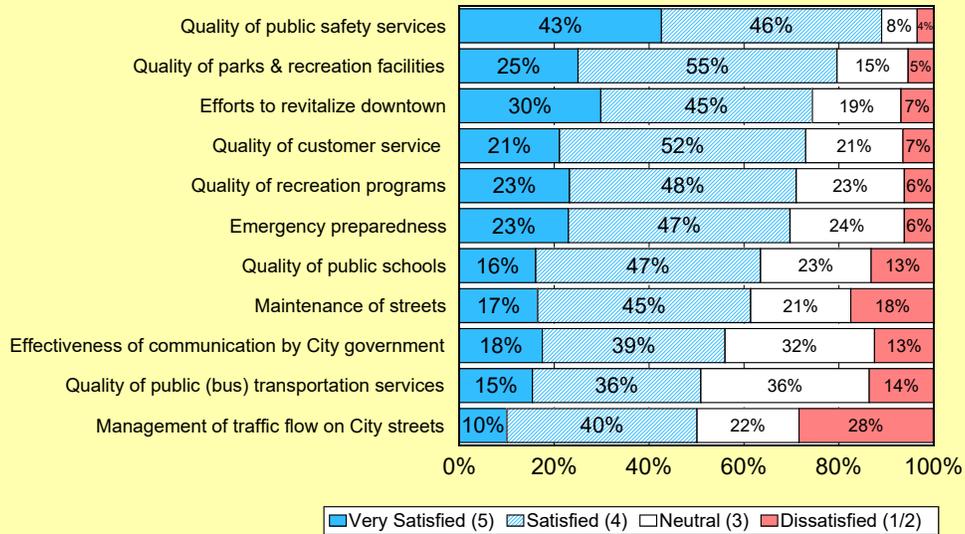
The table below shows the Importance-Satisfaction rating for all eleven major categories of City services that were rated.

Importance-Satisfaction Rating						
City of Winchester - 2017						
OVERALL - CITY SERVICES						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<i>Very High Priority (IS > .20)</i>						
Management of traffic flow on City streets	45%	1	50%	11	0.2245	1
<i>High Priority (IS .10-.20)</i>						
Maintenance of streets	43%	2	62%	8	0.1623	2
Quality of public schools	39%	3	63%	7	0.1439	3
<i>Medium Priority (IS < .10)</i>						
Emergency preparedness	26%	5	70%	6	0.0771	4
Effectiveness of communication by City government	17%	7	57%	9	0.0735	5
Efforts to revitalize downtown	22%	6	75%	3	0.0558	6
Quality of public (bus) transportation services	11%	8	51%	10	0.0534	7
Quality of public safety services	34%	4	89%	1	0.0375	8
Quality of customer service	8%	10	73%	4	0.0216	9
Quality of parks & recreation facilities	11%	9	80%	2	0.0214	10
Quality of recreation programs	6%	11	71%	5	0.0186	11

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

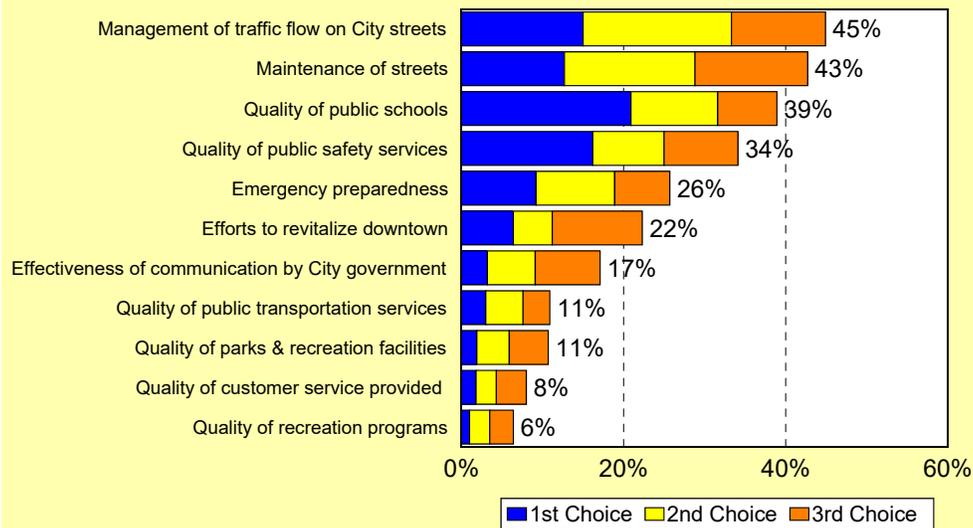
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



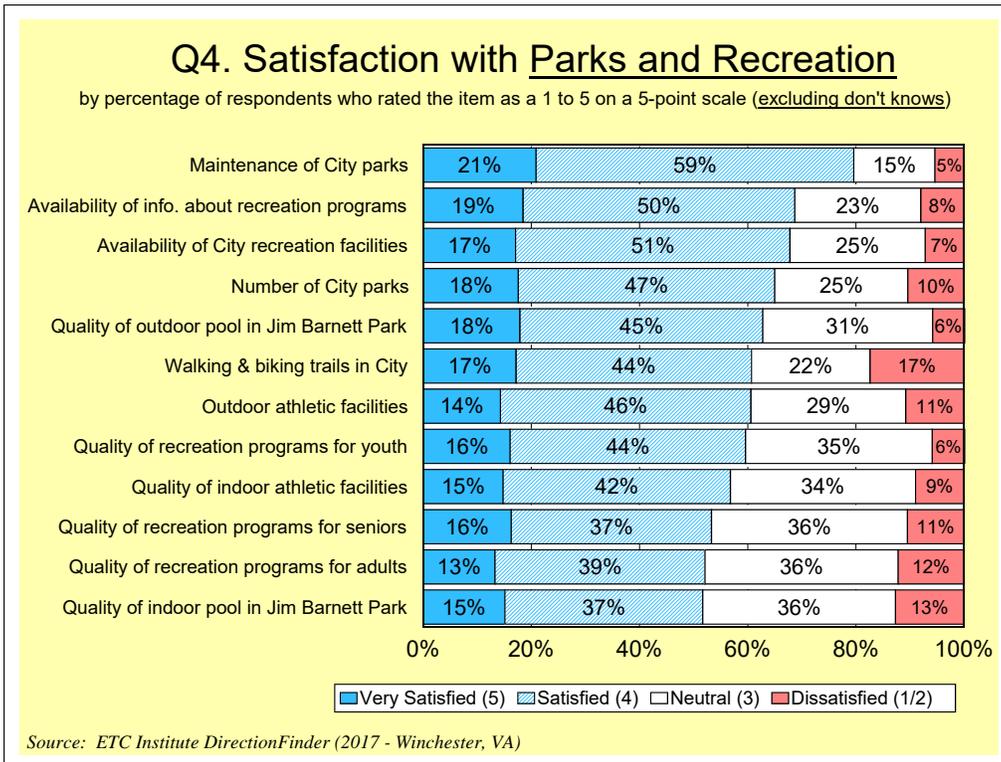
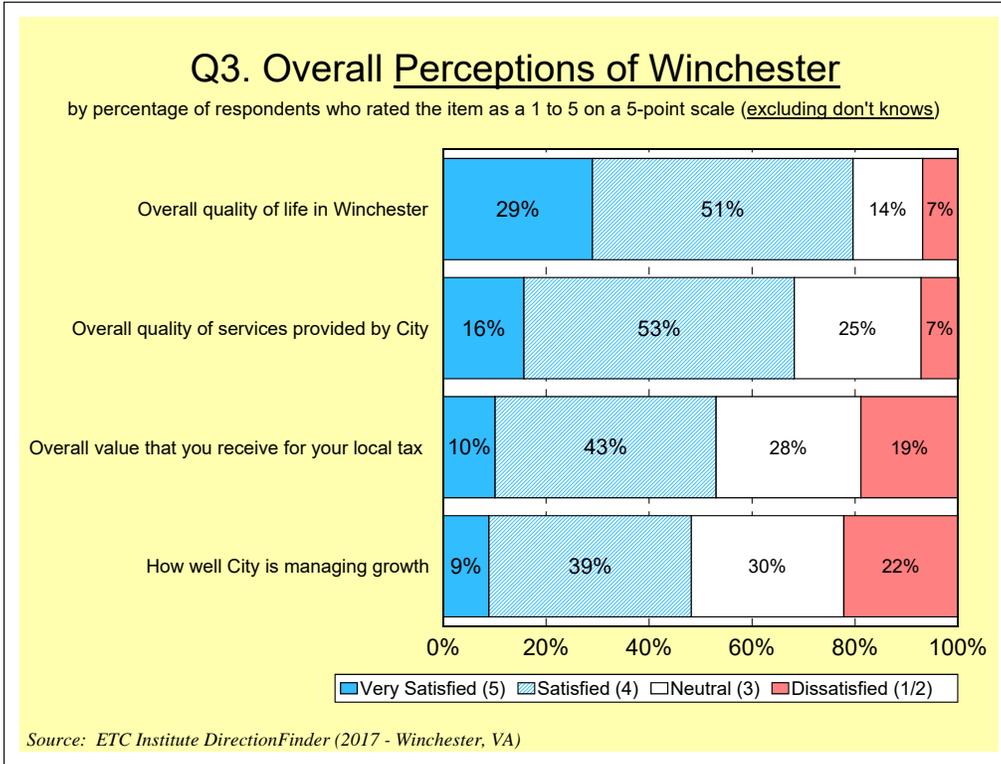
Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q2. City Issues 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

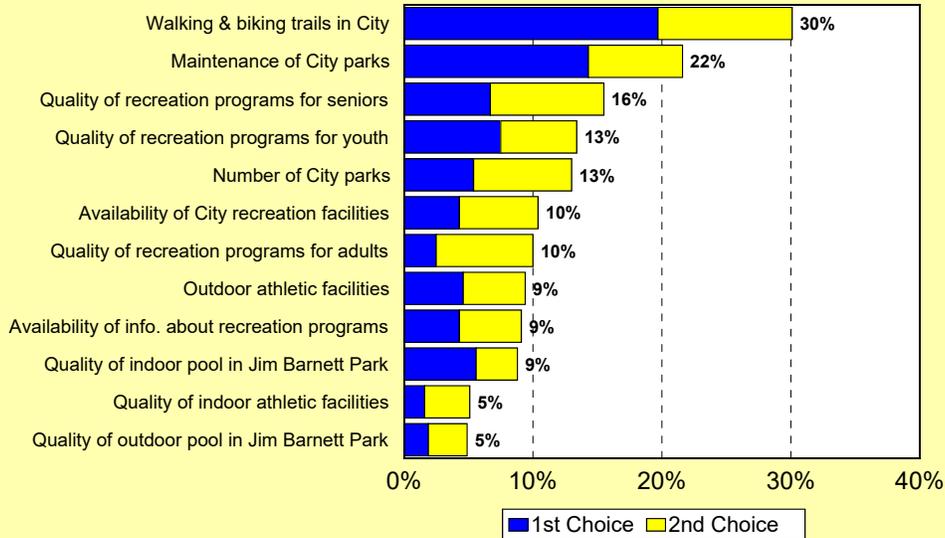


Source: ETC Institute DirectionFinder (2017 - Winchester, VA)



Q5. Parks and Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

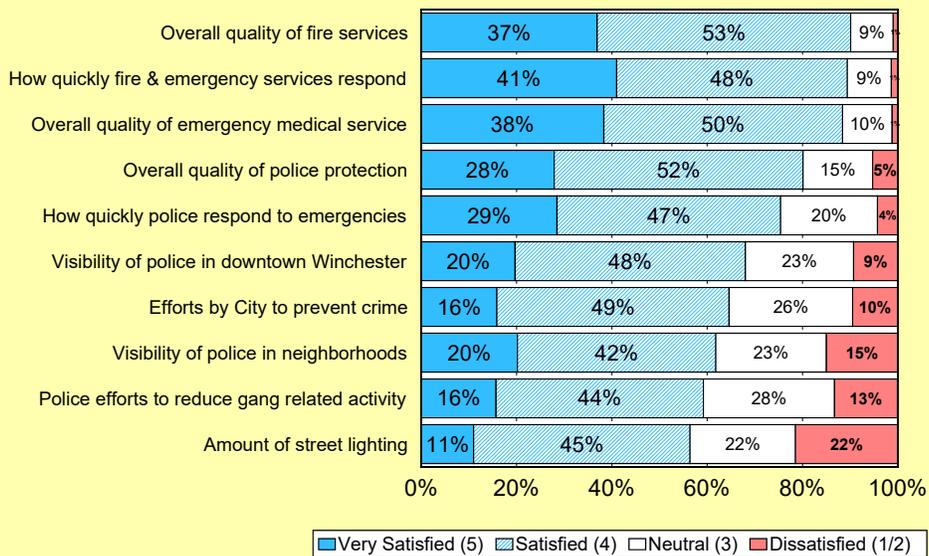
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q6. Satisfaction with Public Safety

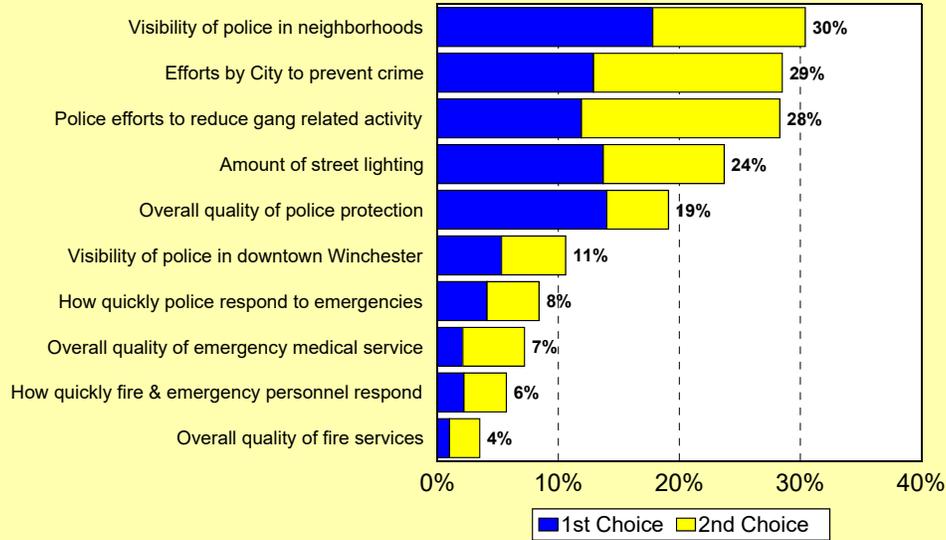
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

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

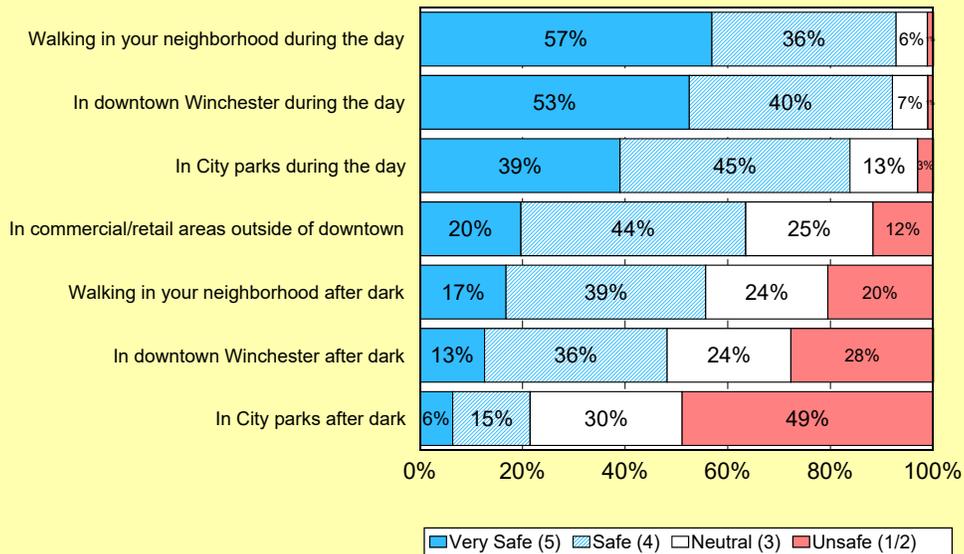
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q8. How Safe Residents Feel in Certain Situations

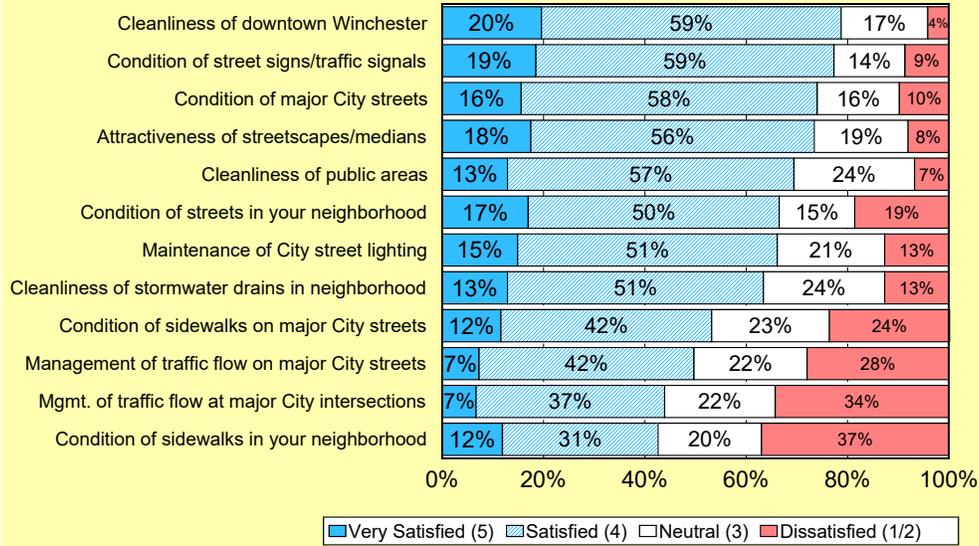
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q9. Satisfaction with Maintenance in the City of Winchester

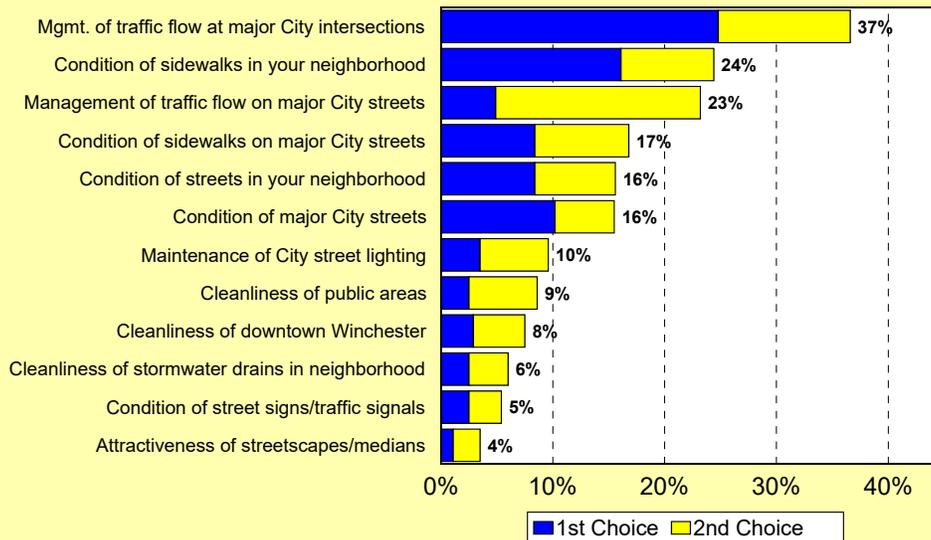
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

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

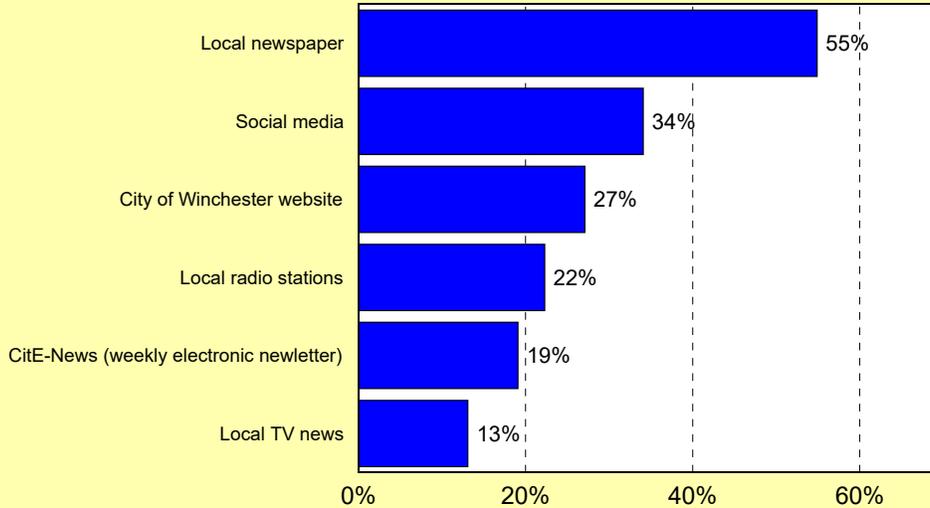
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q11. How Residents Prefer to Get News About the City of Winchester Government

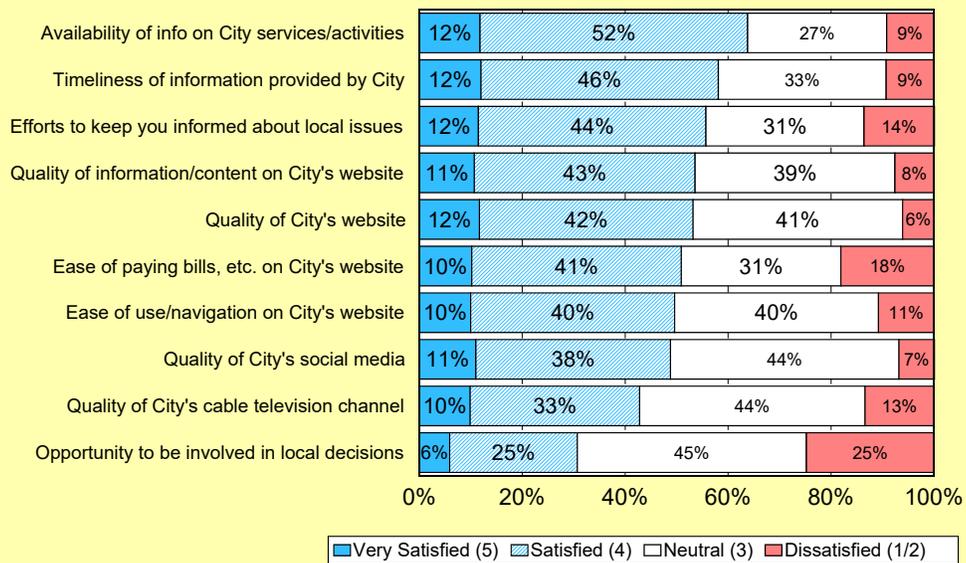
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q12. Satisfaction with Communication

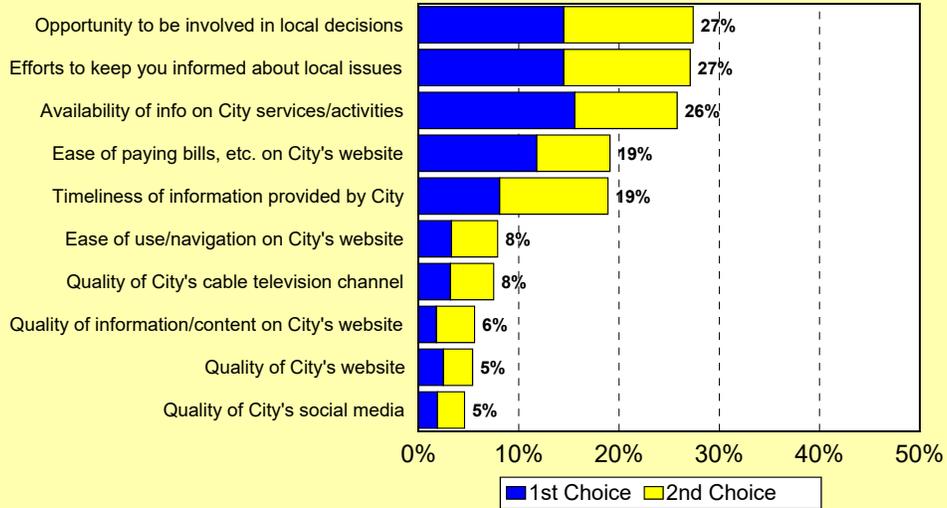
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q13. Communication Issues That Should Receive the Most Emphasis Over the Next Two Years

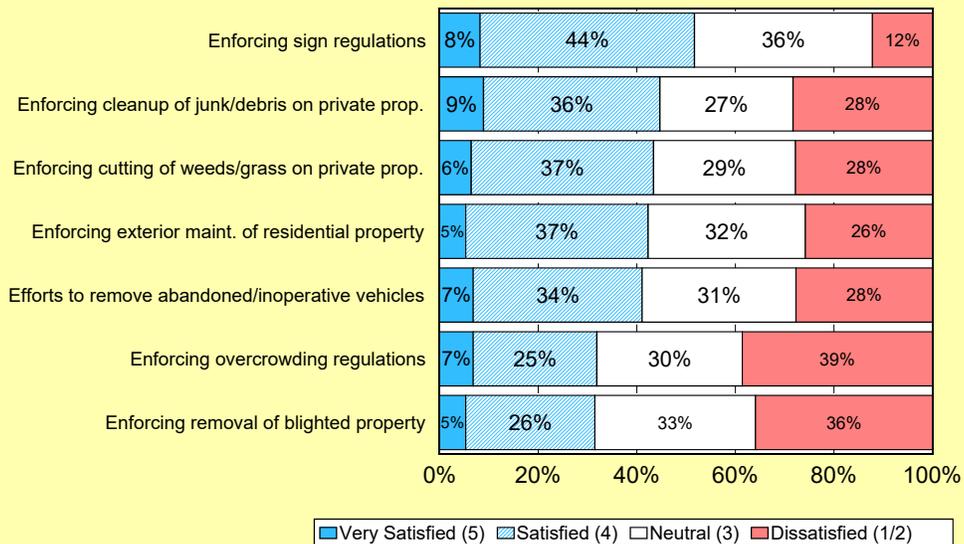
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q14. Overall Satisfaction With Code Enforcement

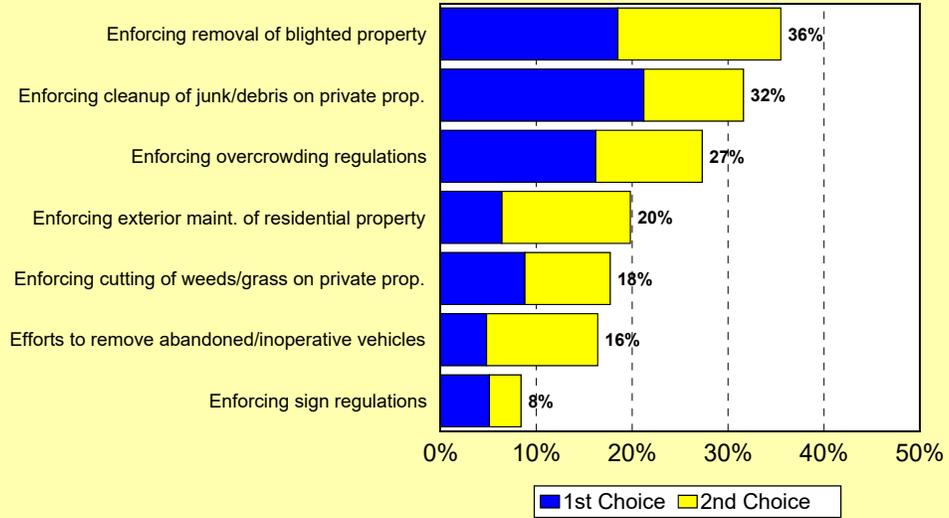
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q15. Code Enforcement Issues that Should Receive the Most Emphasis Over the Next Two Years

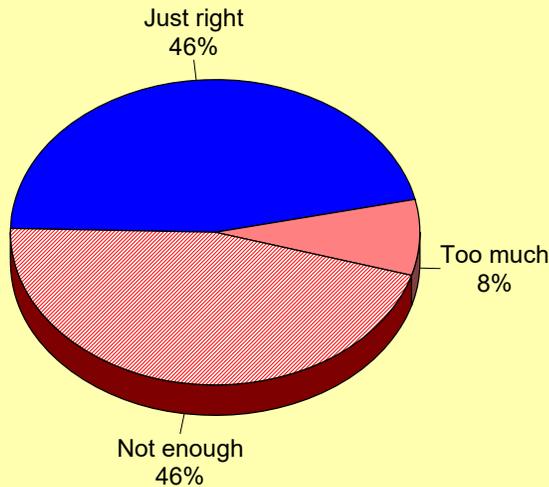
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q16. Do you think the current level of code enforcement is too much, just right, or not enough?

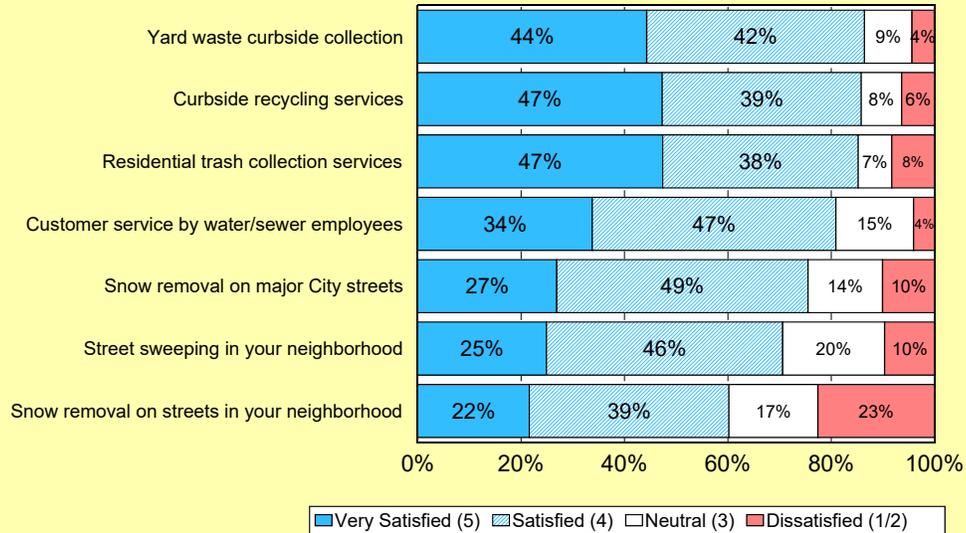
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q17. Satisfaction With Utility Services and Public Works

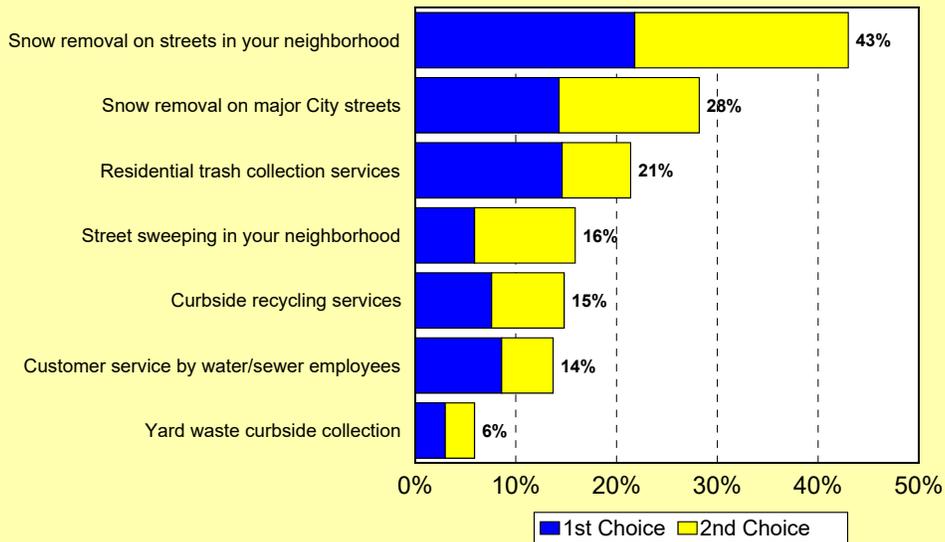
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q18. Utility Services and Public Works That Should Receive the Most Emphasis Over the Next Two Years

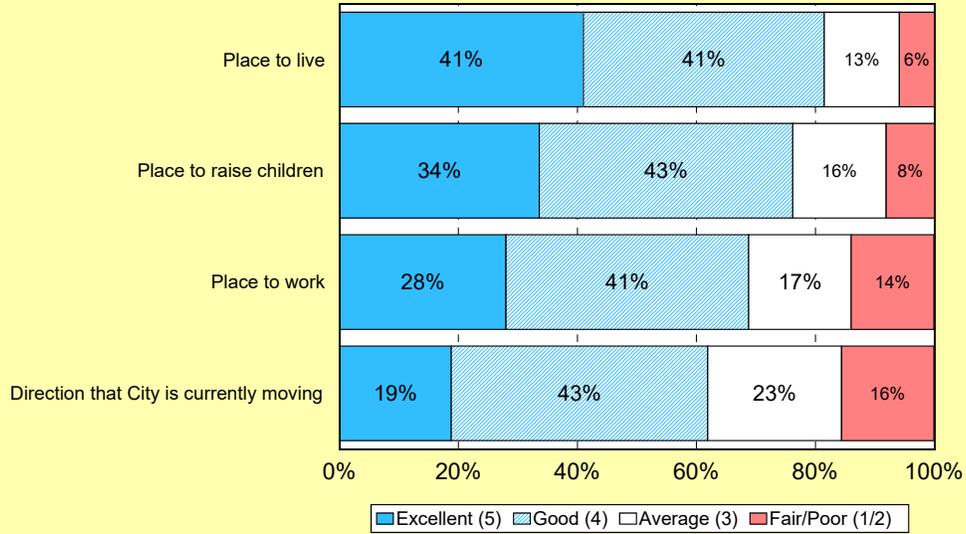
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

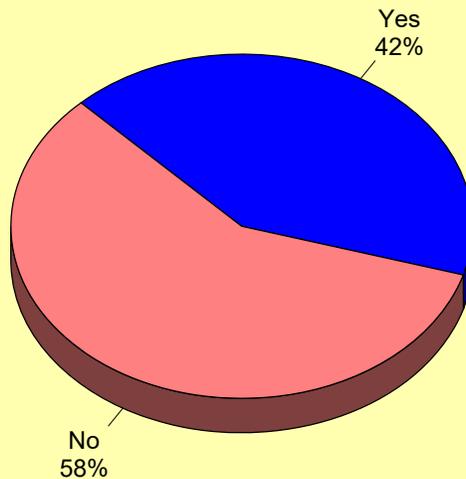
Q19. How Respondents Rate the City of Winchester on the Following Qualities

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 (2017 - Winchester, VA)

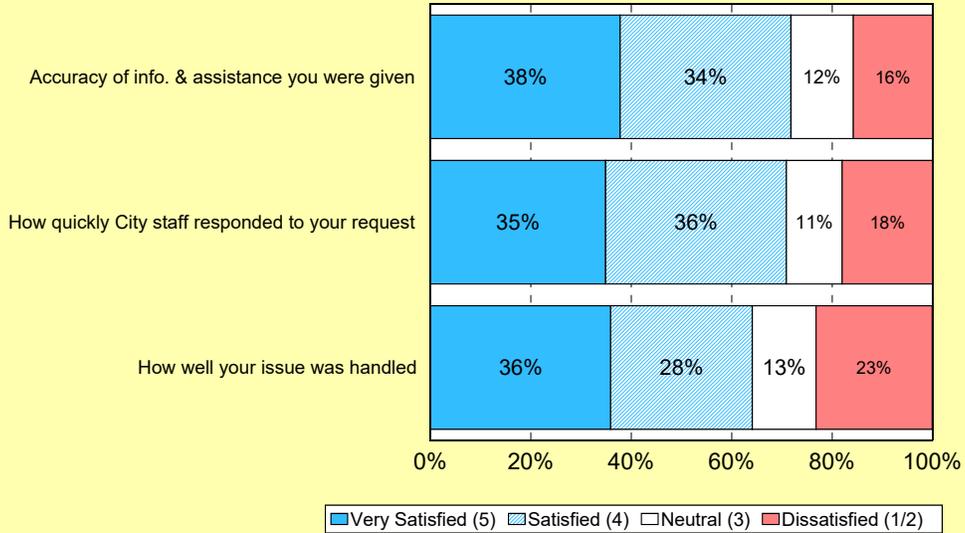
Q20. Have you contacted the City of Winchester with a question, problem, or complaint in the past year?



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q20a-c. Satisfaction with Customer Service From Government Employees

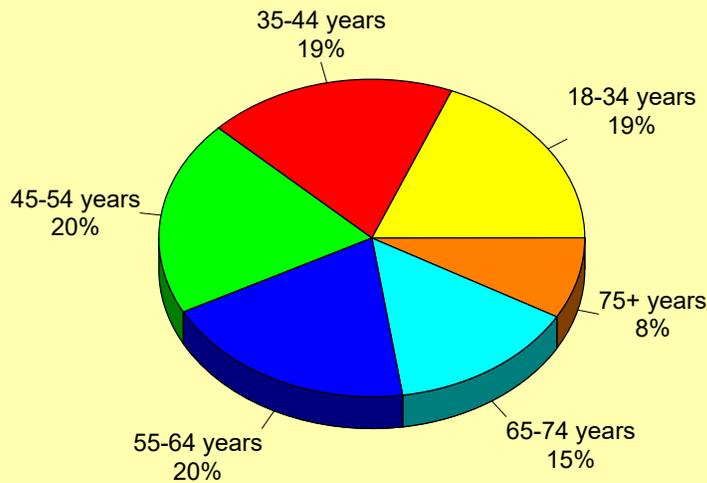
by percentage of respondents who had contacted the City during the past year and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q22. Demographics: Age of Respondents

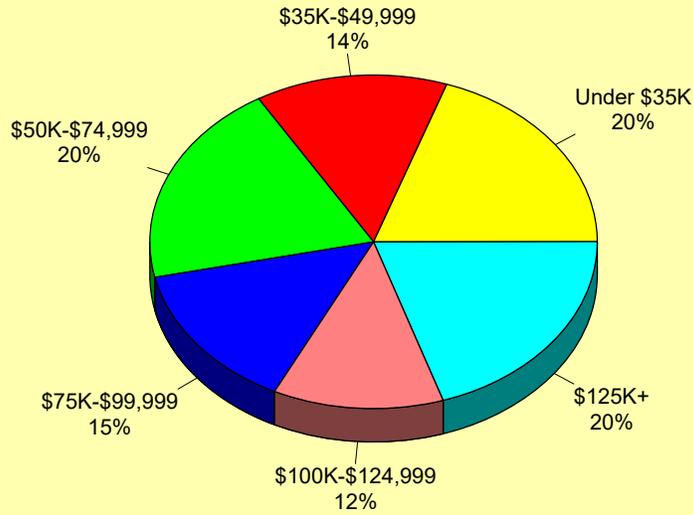
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q23. Demographics: Household Income

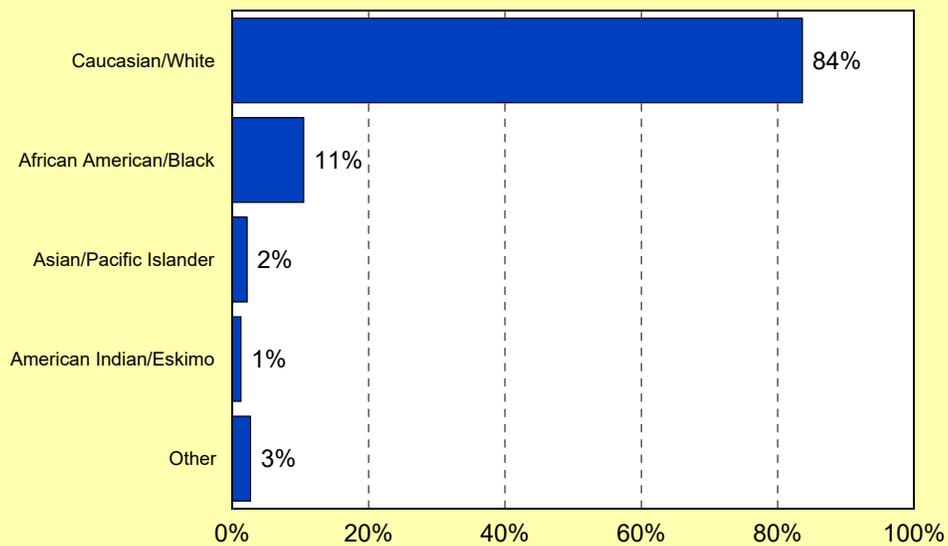
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q24. Demographics: Race/Ethnicity

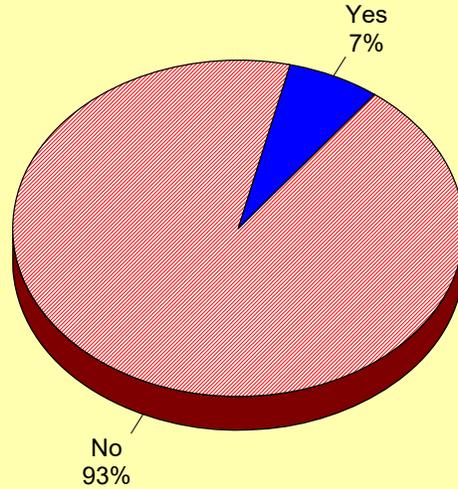
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q25. Demographics: Are you of Hispanic, Latino, or other Spanish origin?

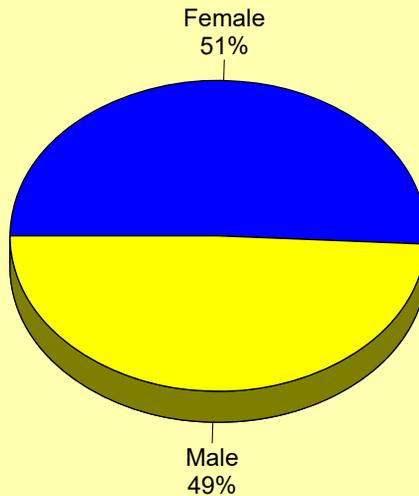
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

Q26. Demographics: Gender

by percentage of respondents (excluding not provided)



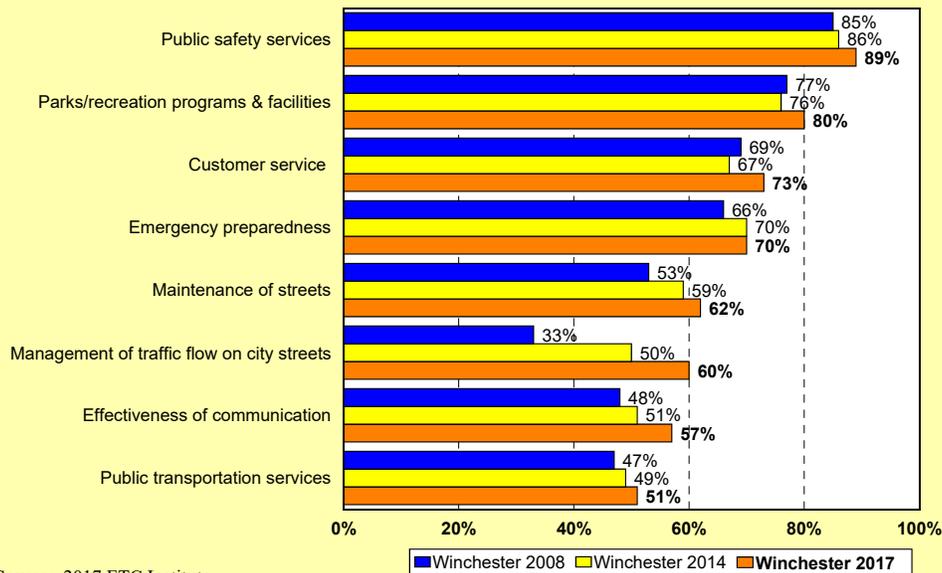
Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

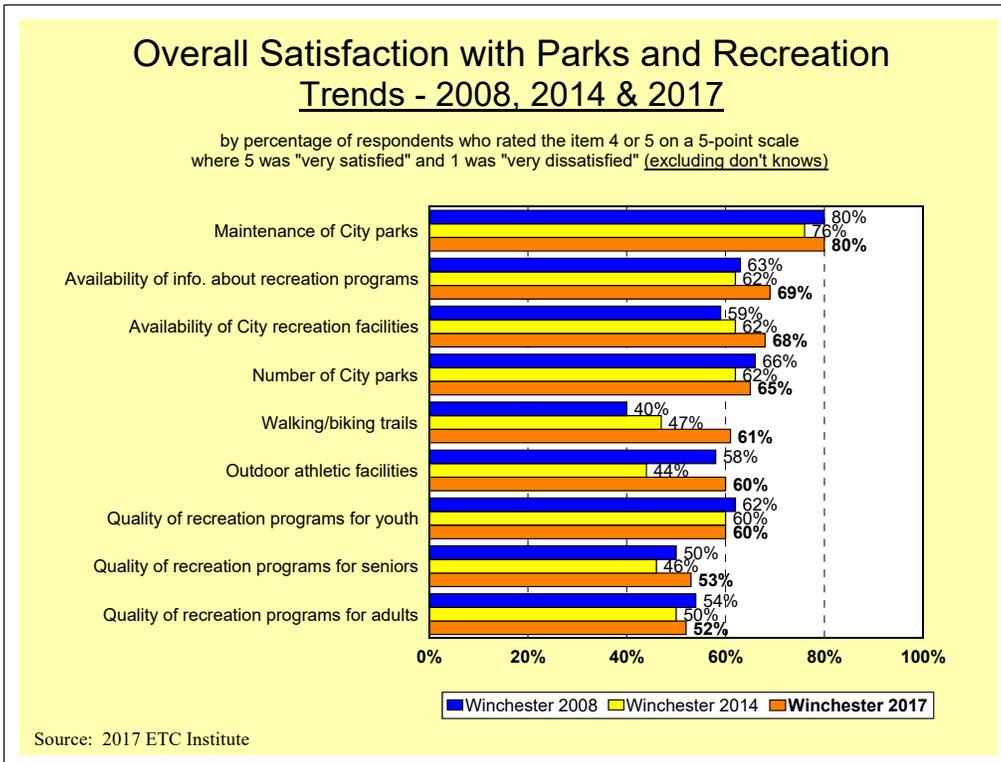
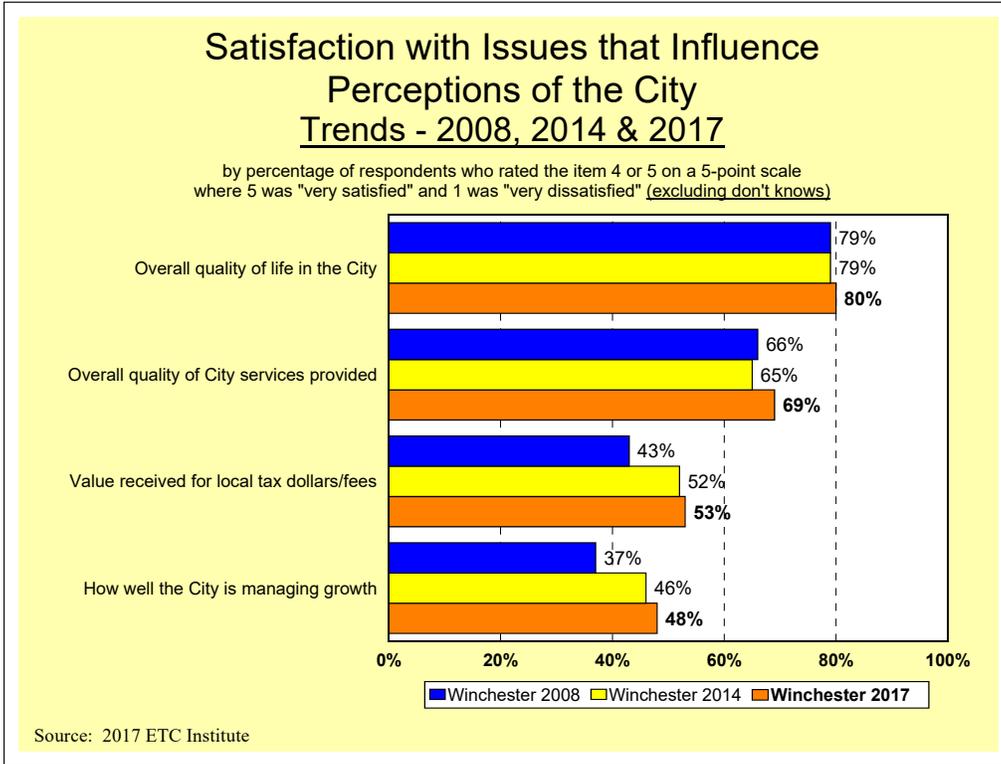
Section 2: Trend Charts

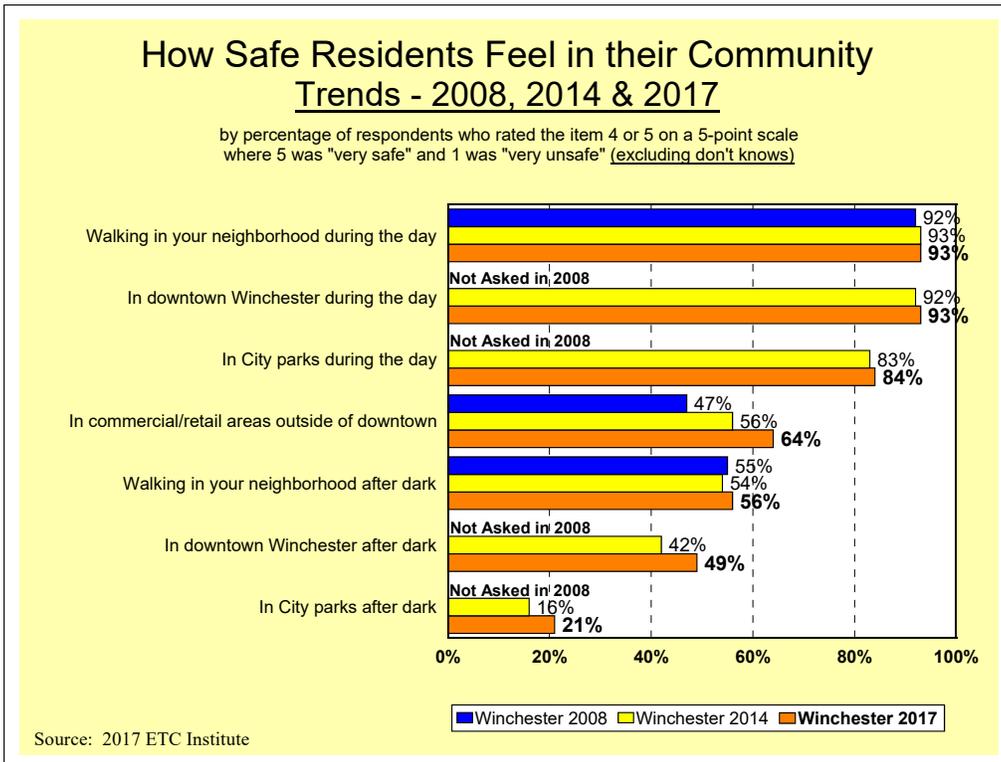
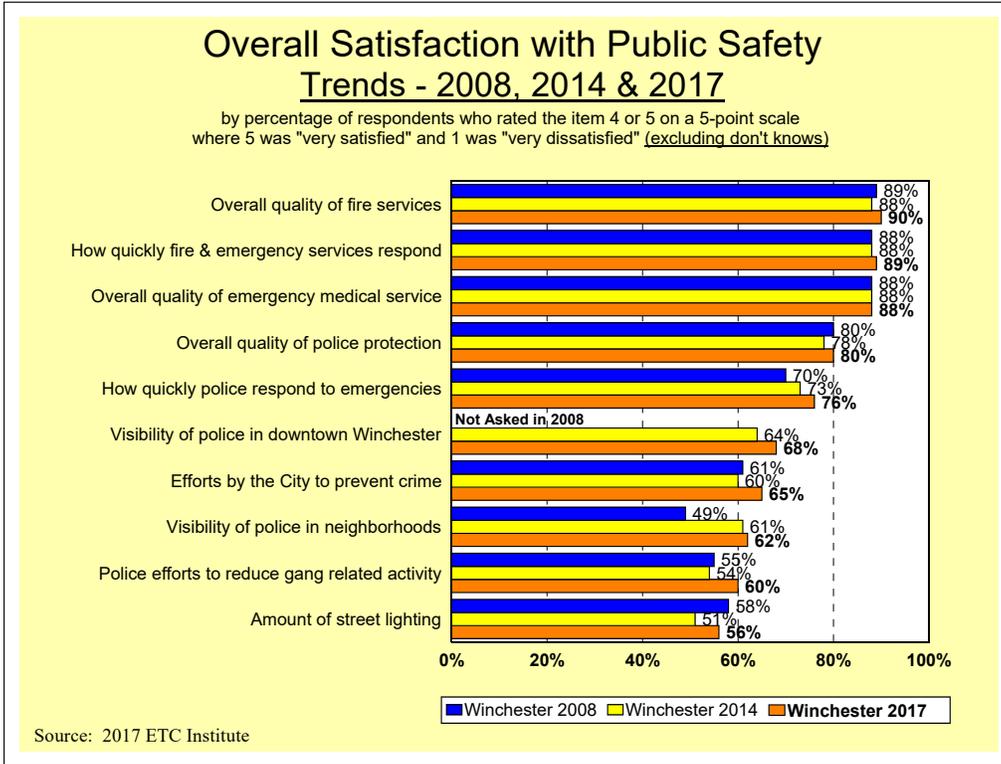
City of Winchester TRENDS 2008, 2014 & 2017

Overall Satisfaction with Various City Services Trends - 2008, 2014 & 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)

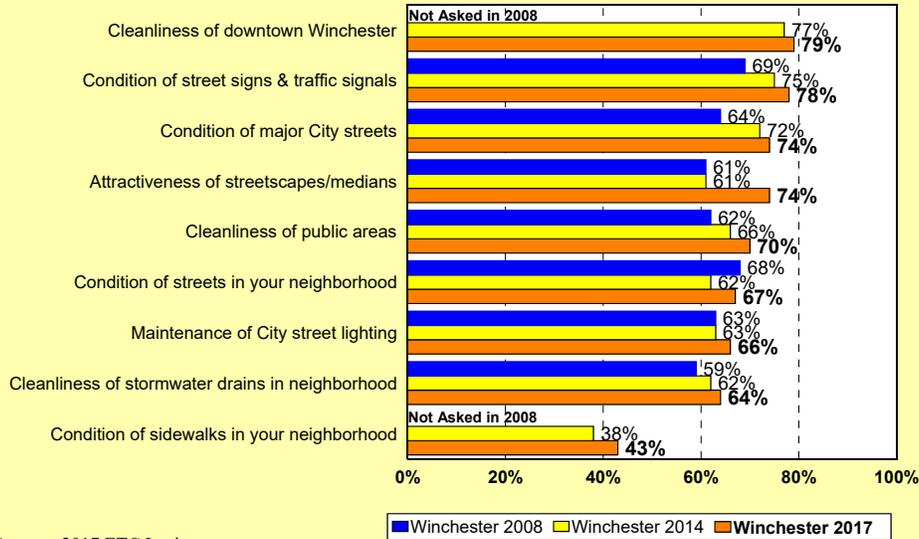






Overall Satisfaction with City Maintenance Trends - 2008, 2014 & 2017

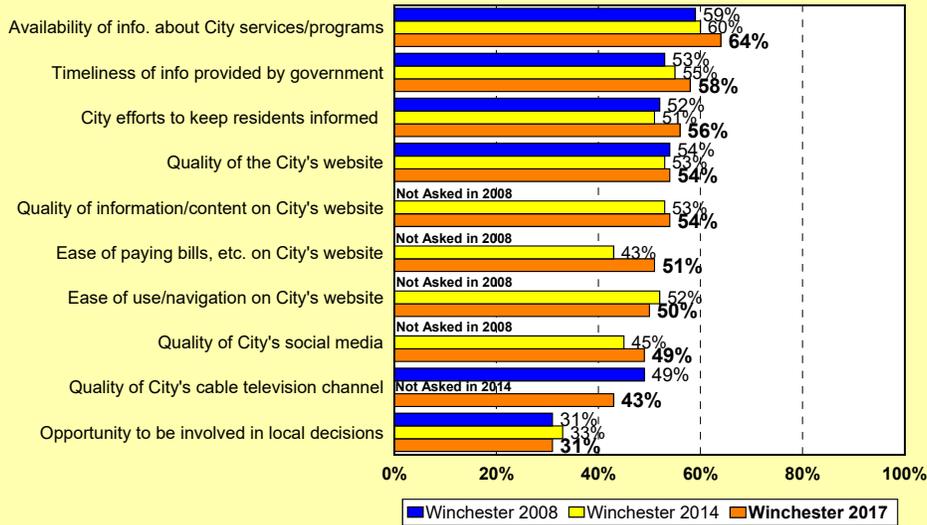
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Communication Trends - 2008, 2014 & 2017

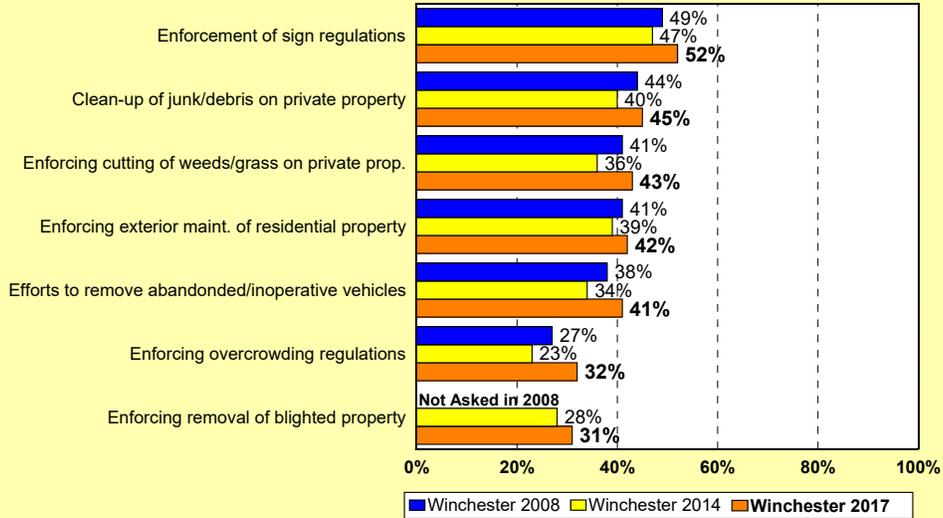
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

Overall Satisfaction with Code Enforcement Trends - 2008, 2014 & 2017

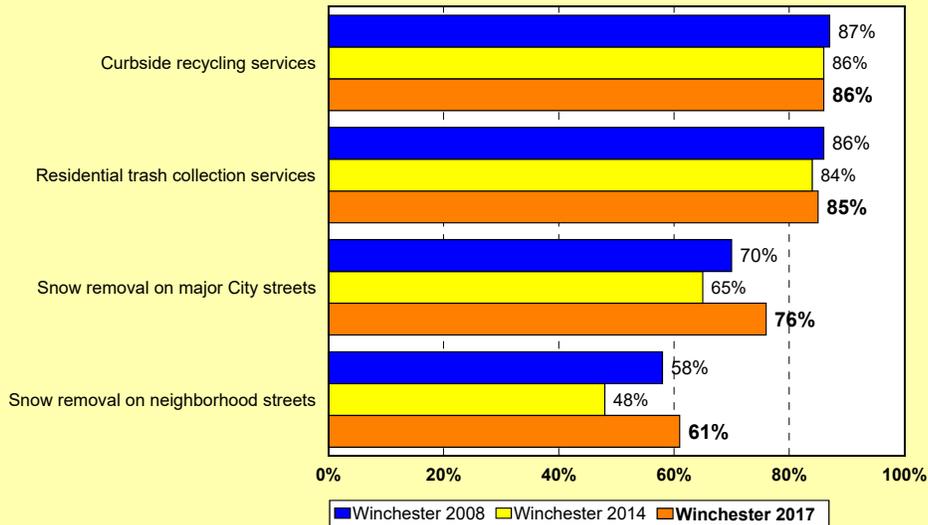
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



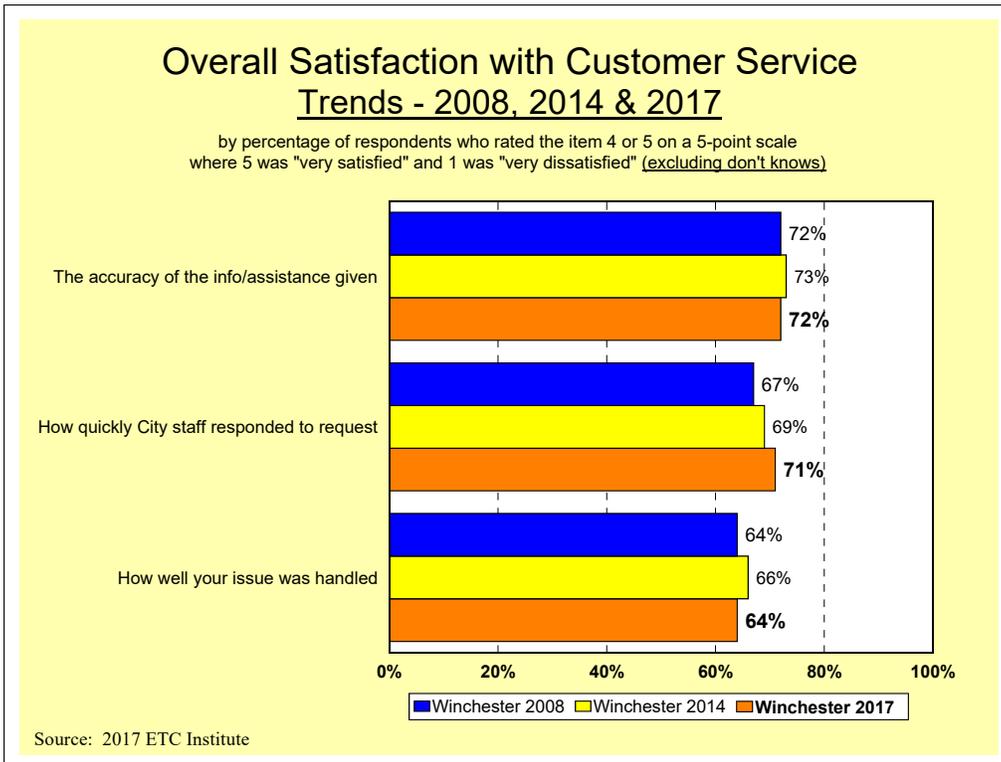
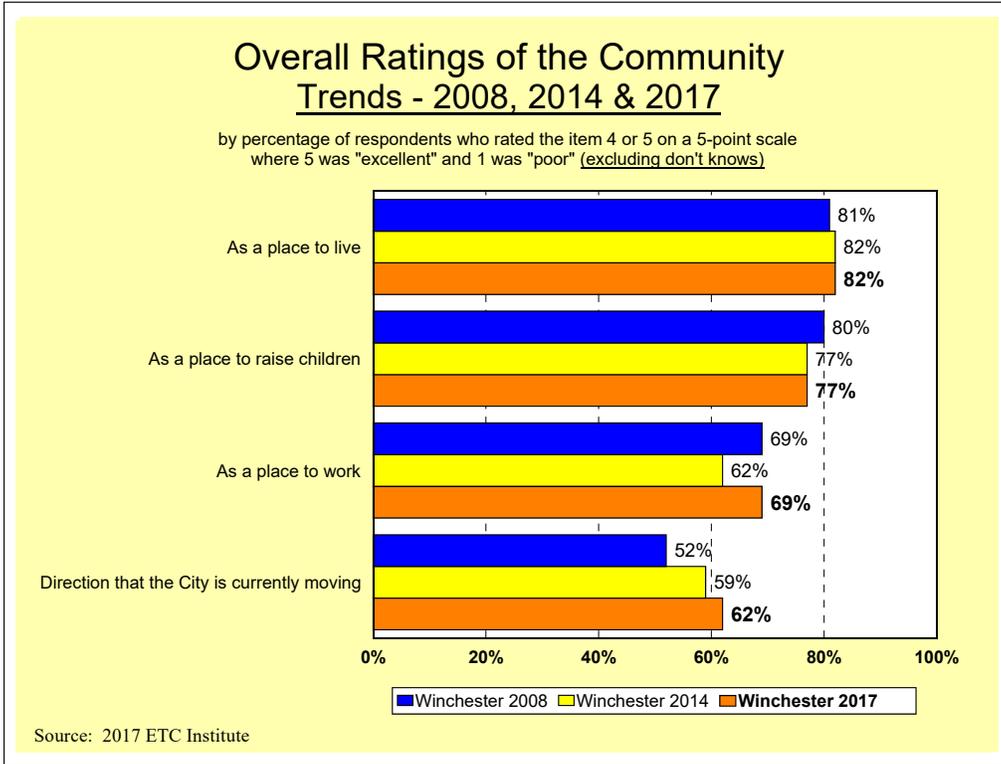
Source: 2017 ETC Institute

Overall Satisfaction with Utility Services/Public Works Trends - 2008, 2014 & 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: 2017 ETC Institute



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.

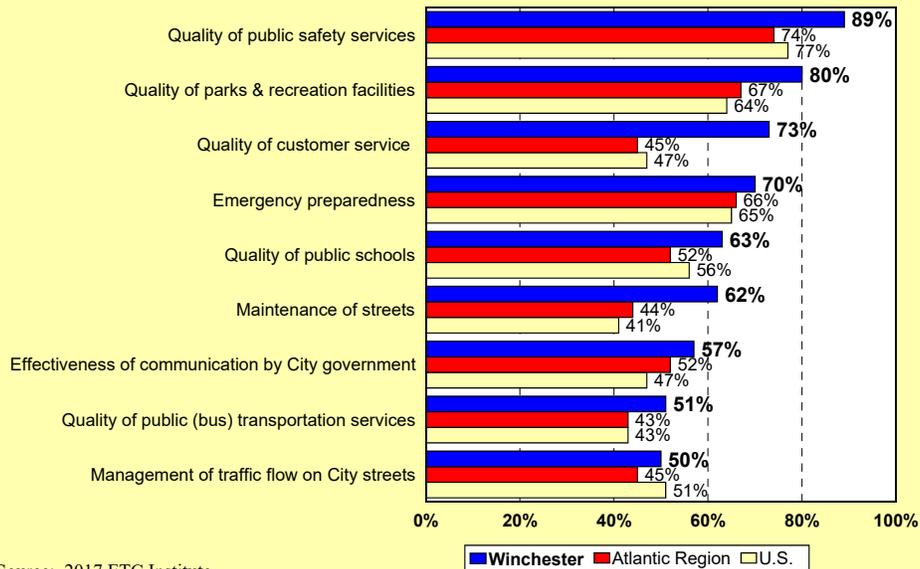
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 37 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 37 communities. The actual ratings 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.

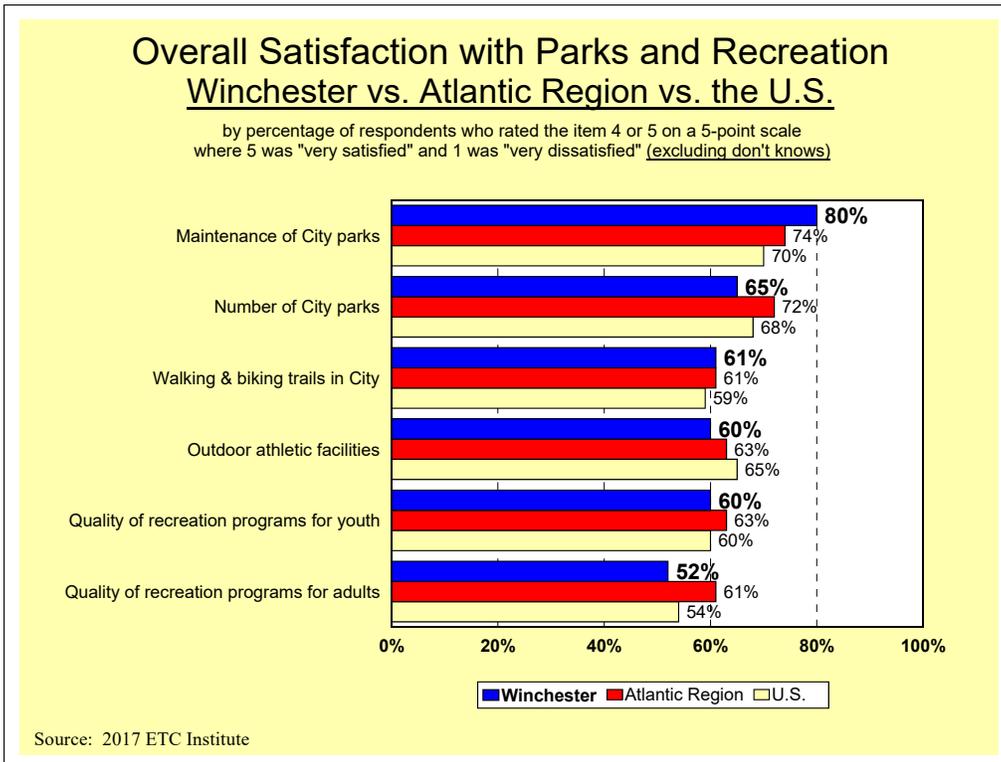
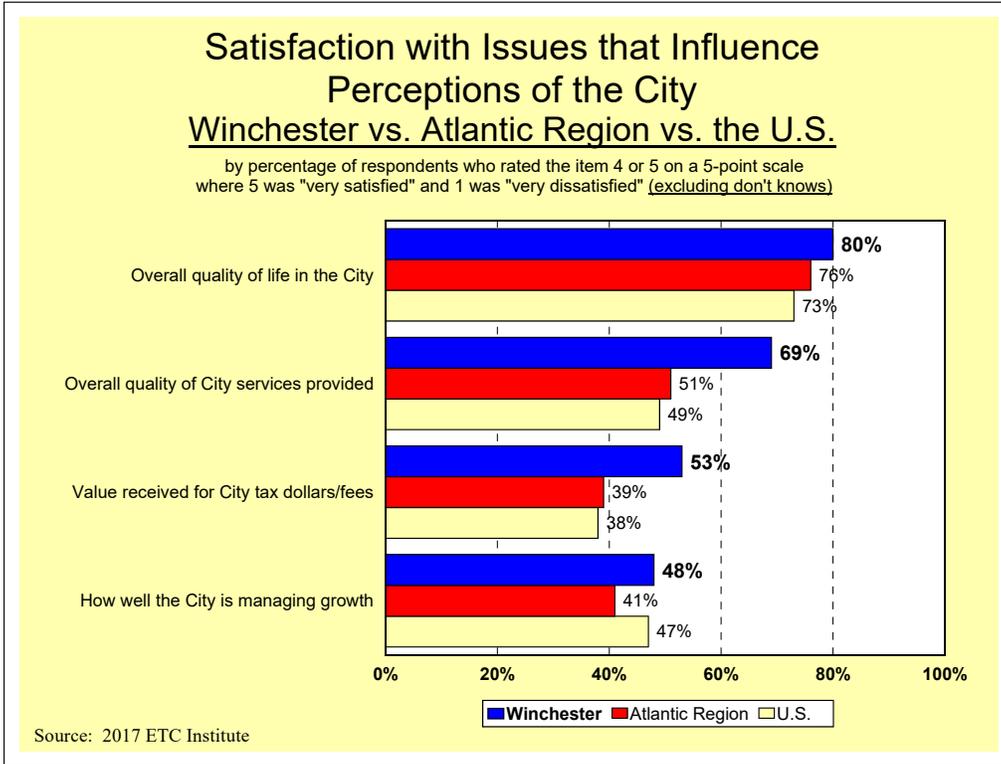
National Benchmarks

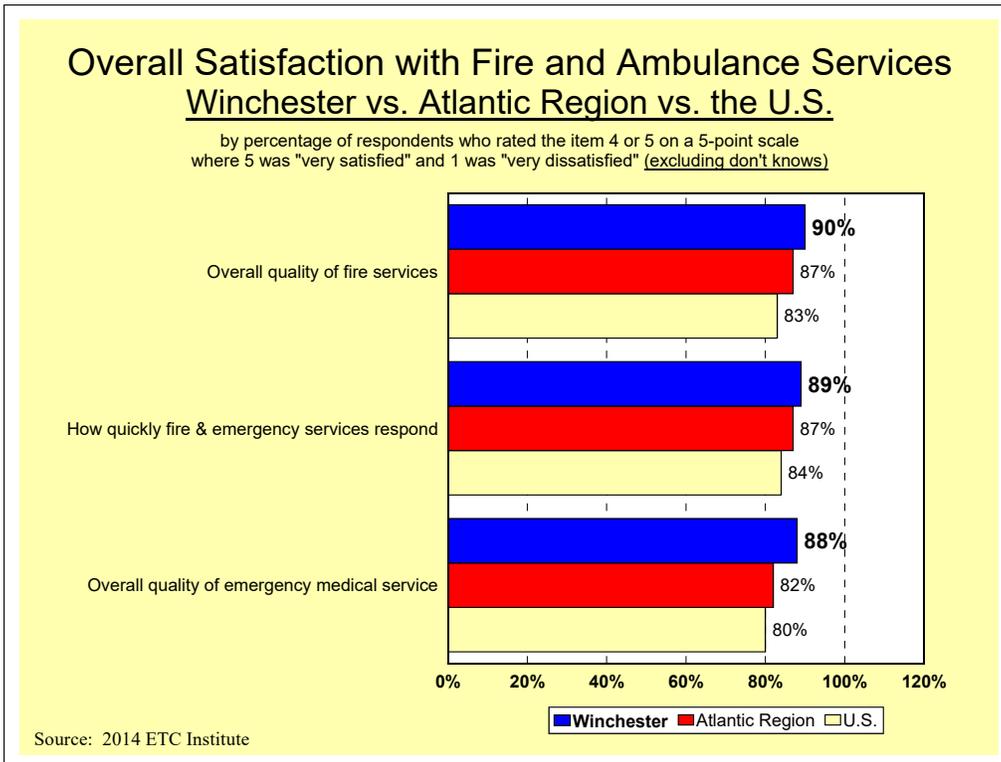
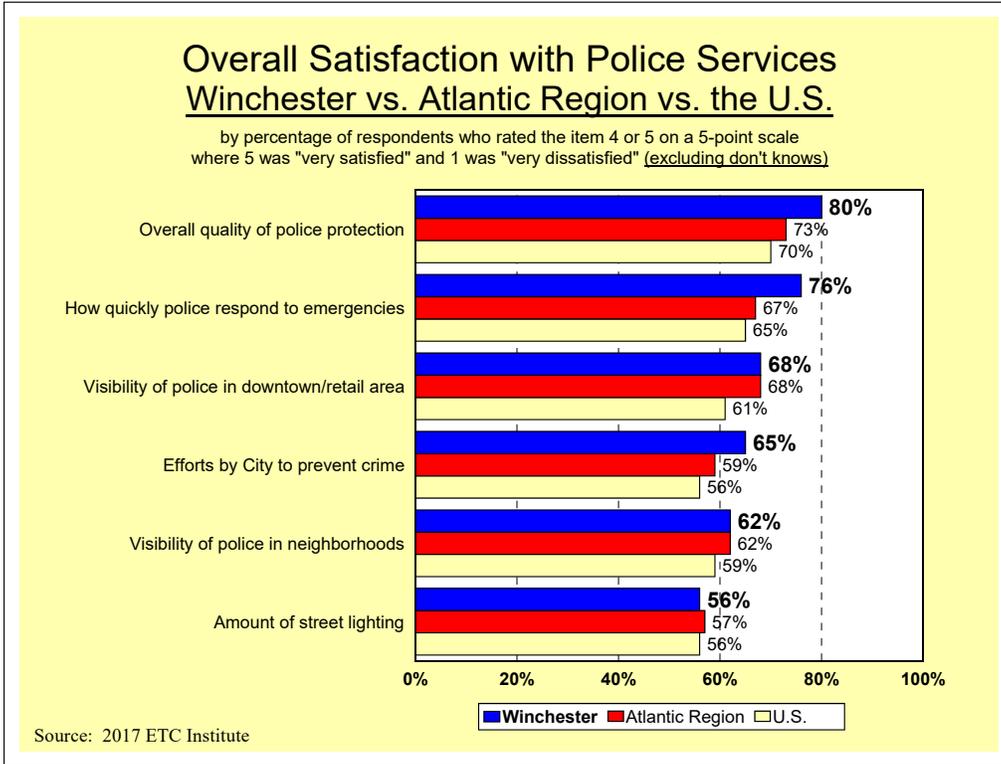
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Winchester, Virginia is not authorized without written consent from ETC Institute.

Overall Satisfaction with 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)

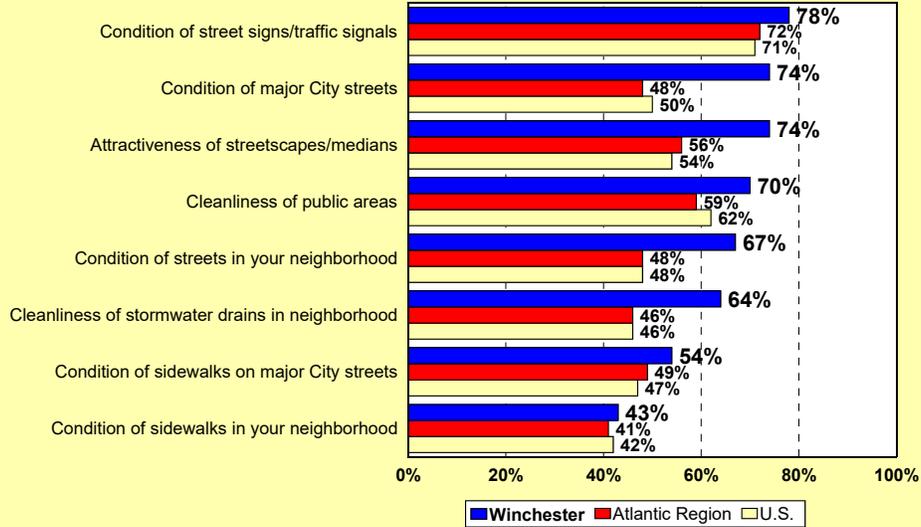






Overall Satisfaction with City Maintenance Winchester vs. Atlantic Region vs. the U.S.

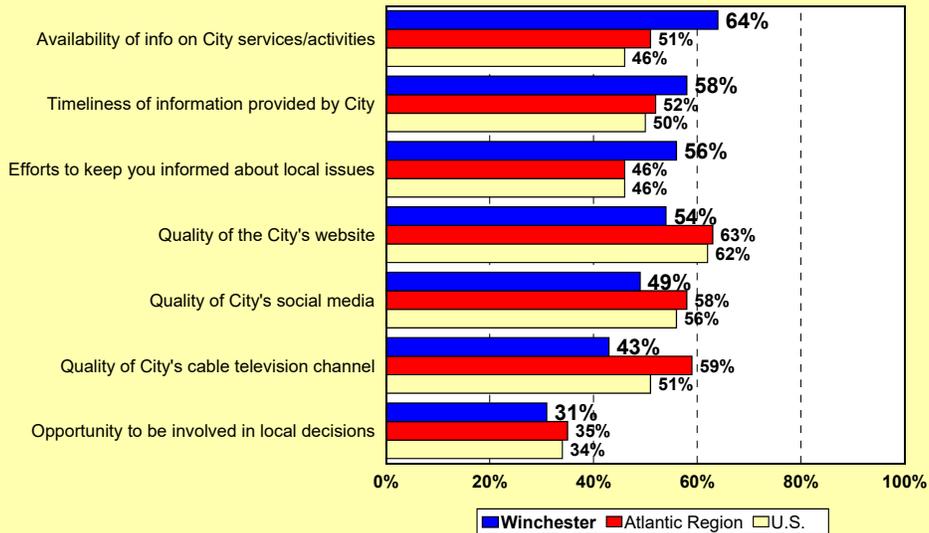
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

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

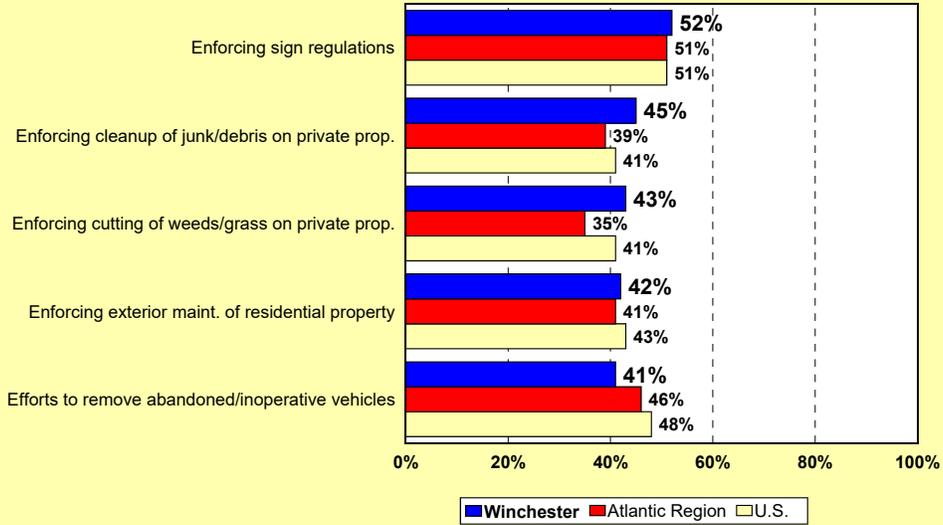
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

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

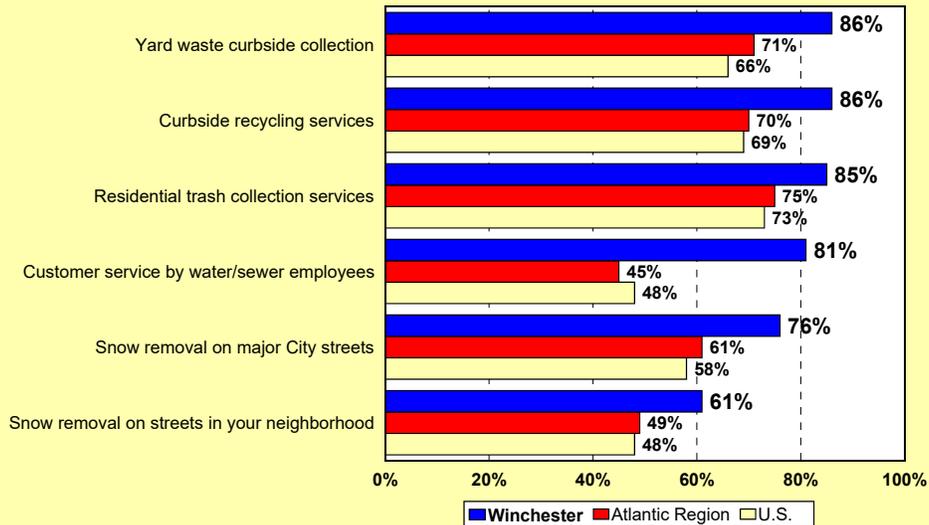
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

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

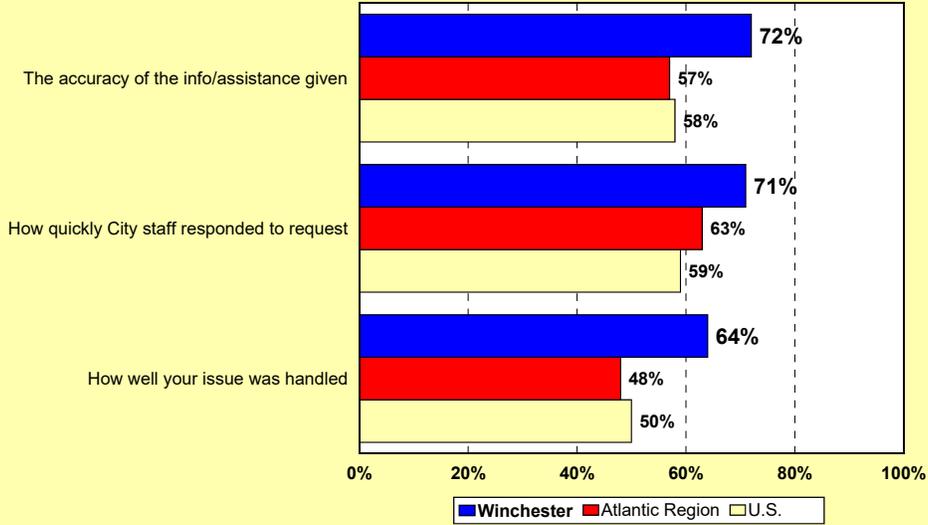
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

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

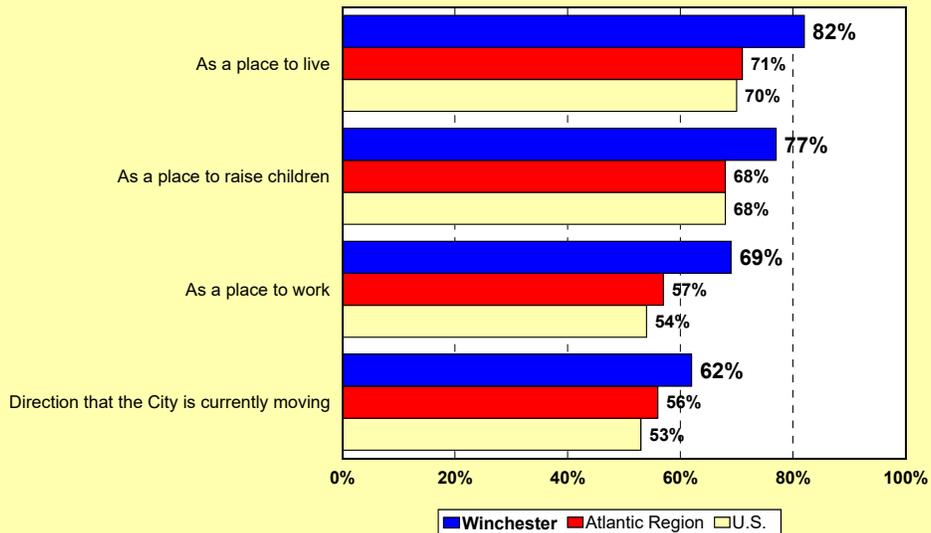
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



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)



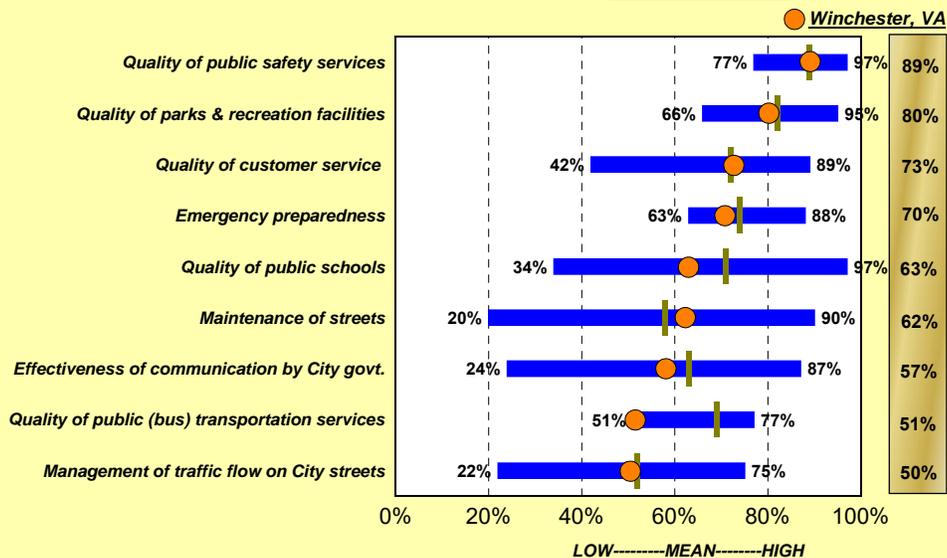
Source: 2017 ETC Institute

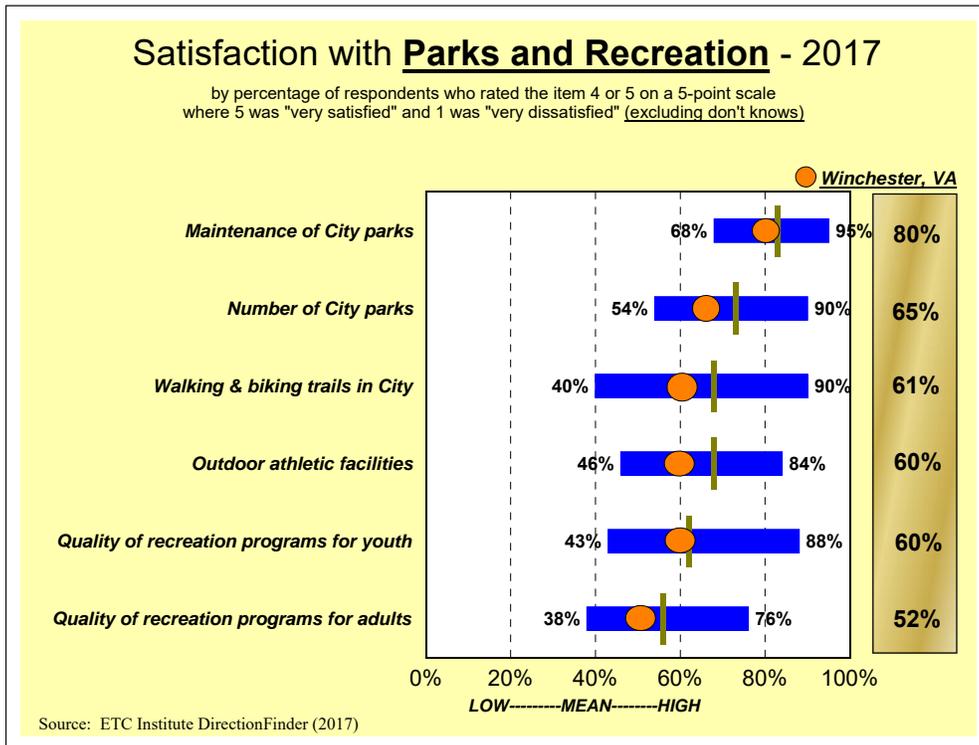
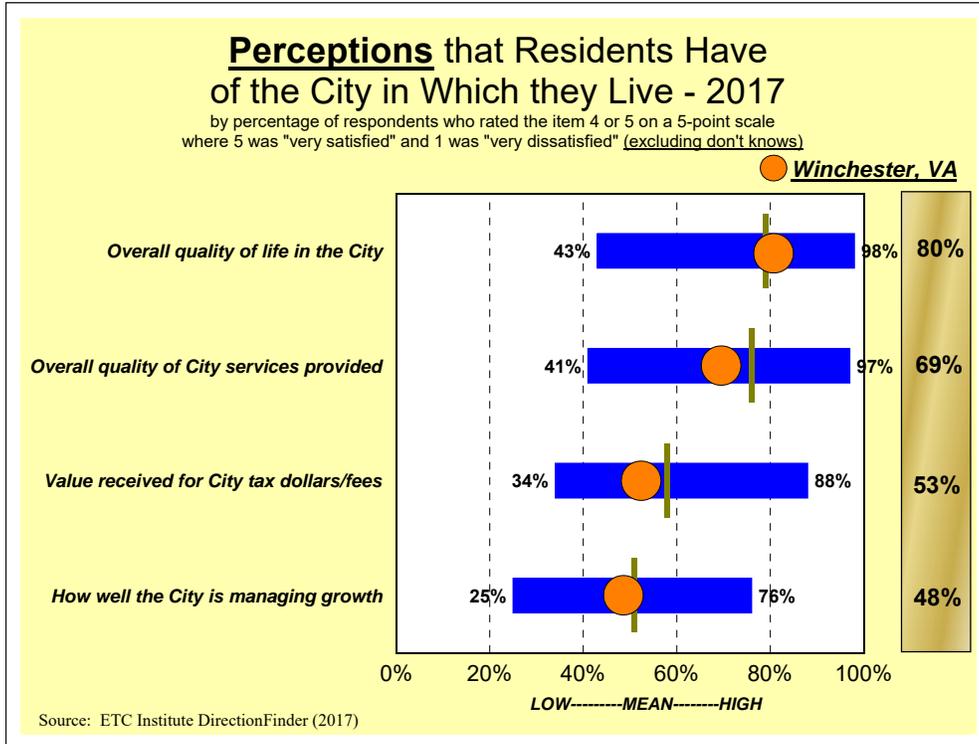
Performance Ranges

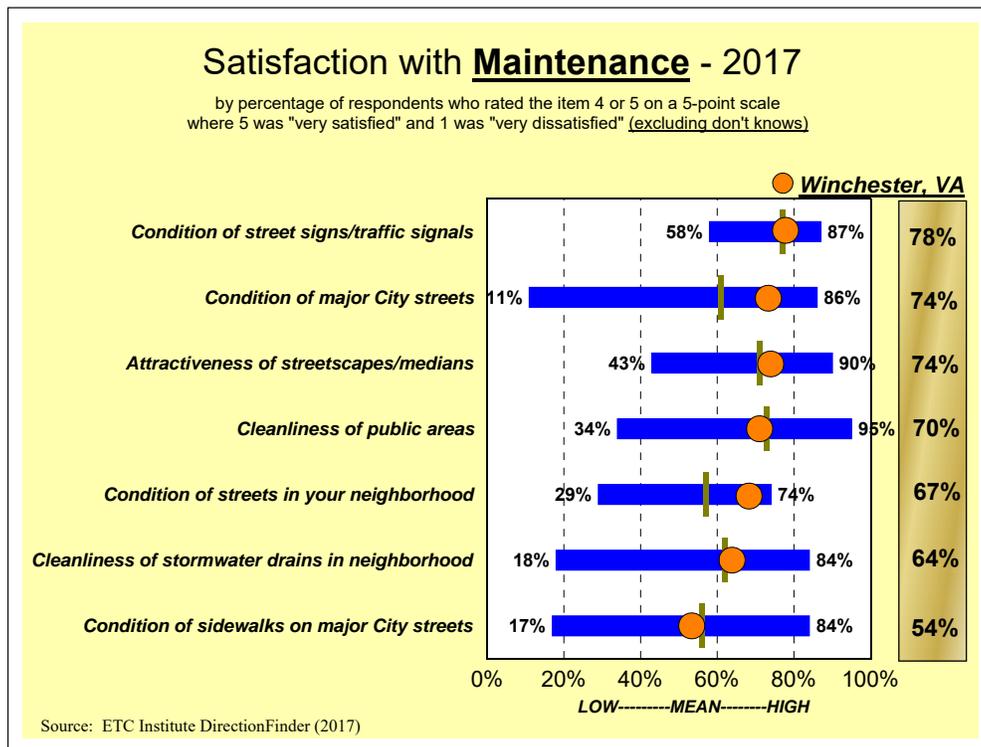
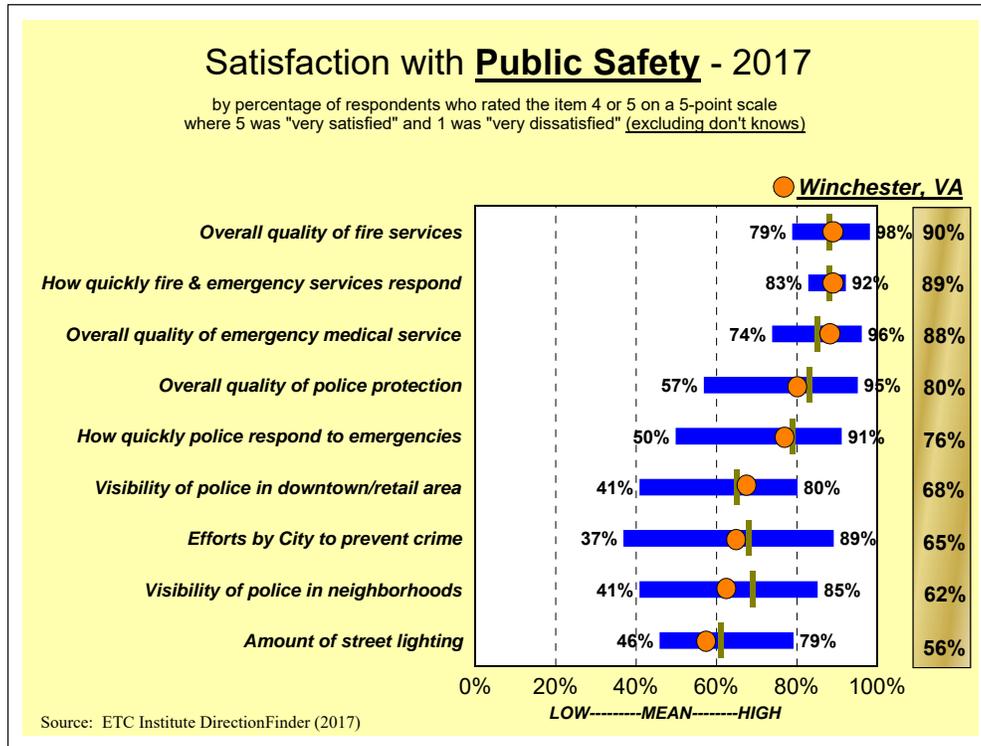
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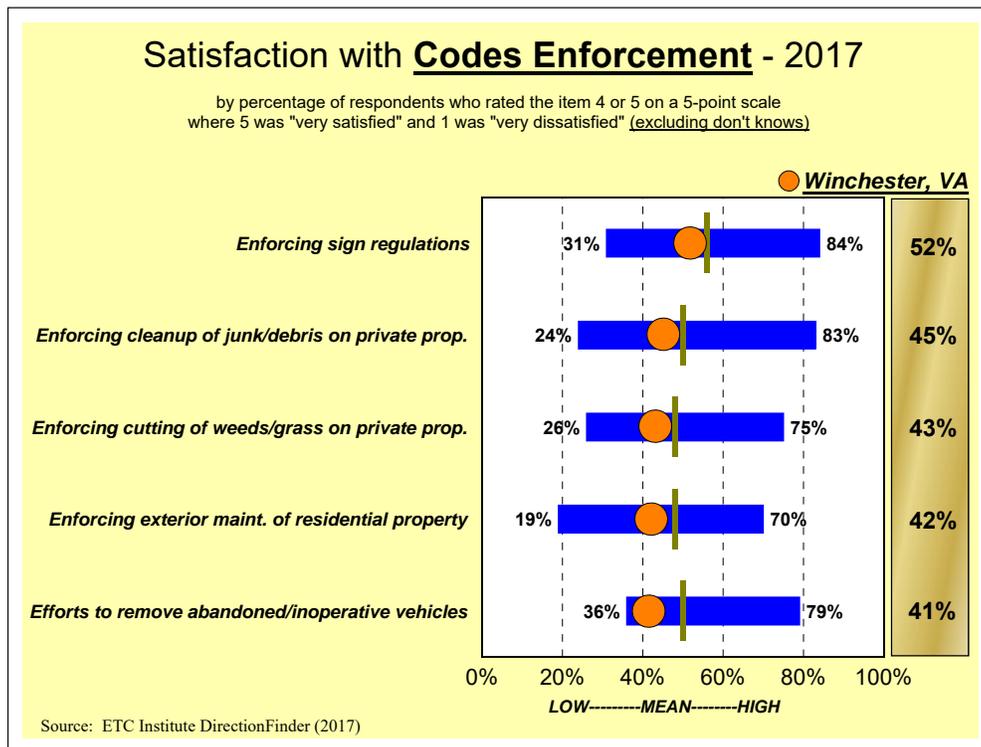
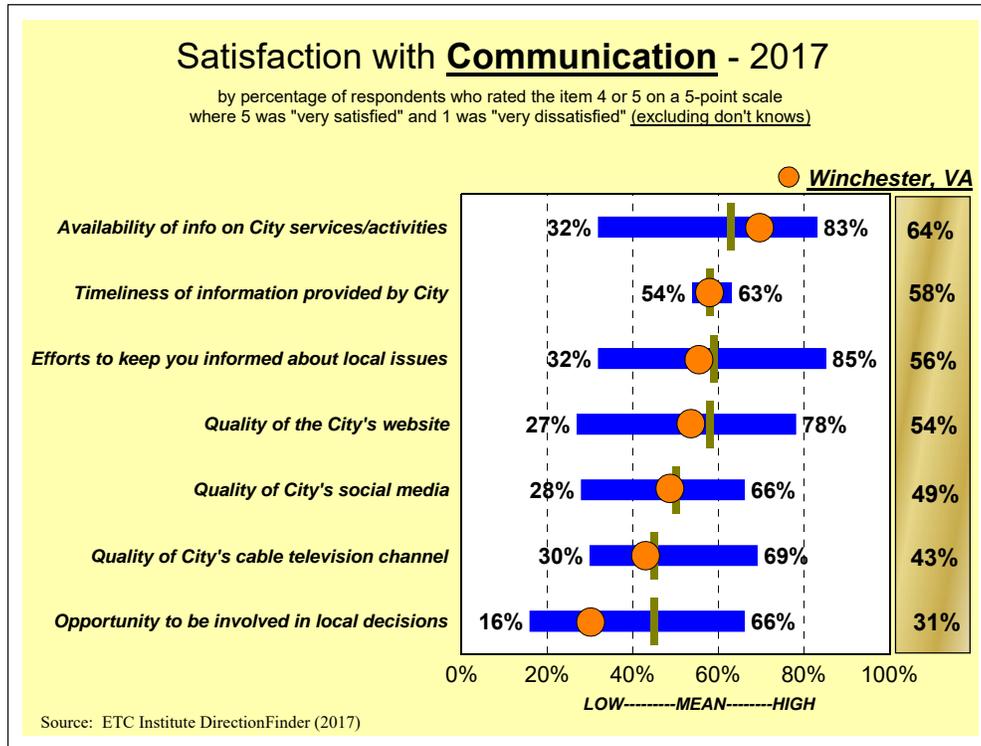
Overall Satisfaction with Various City Services by Major Category - 2017

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)



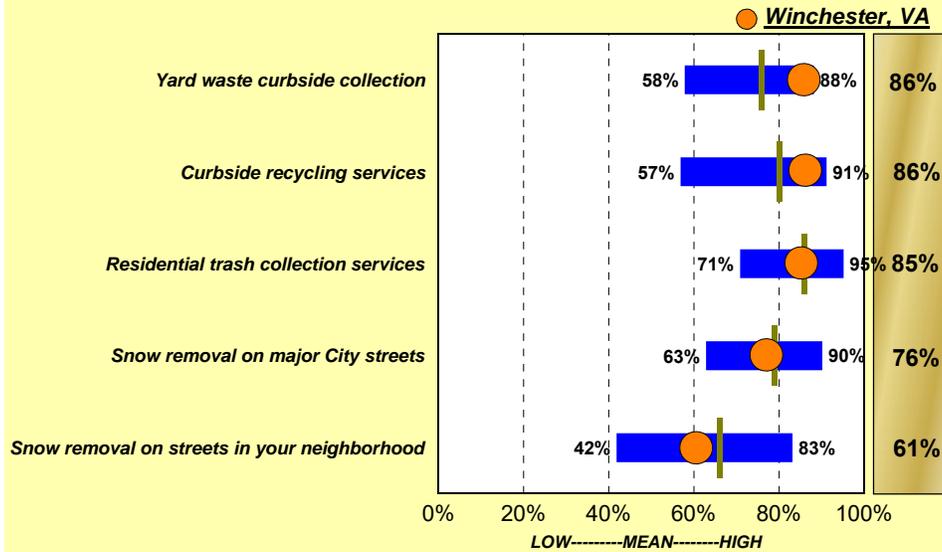






Satisfaction with Utility Services/Public Works - 2017

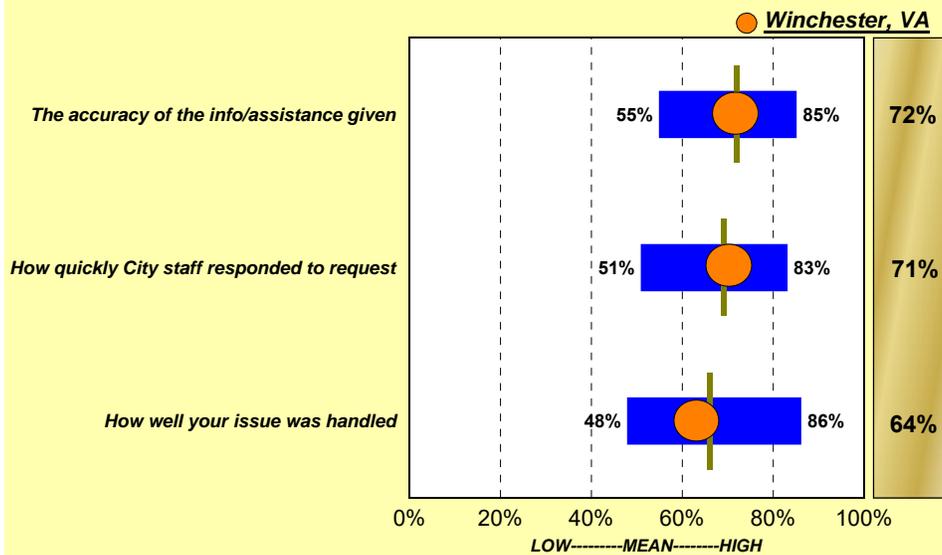
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



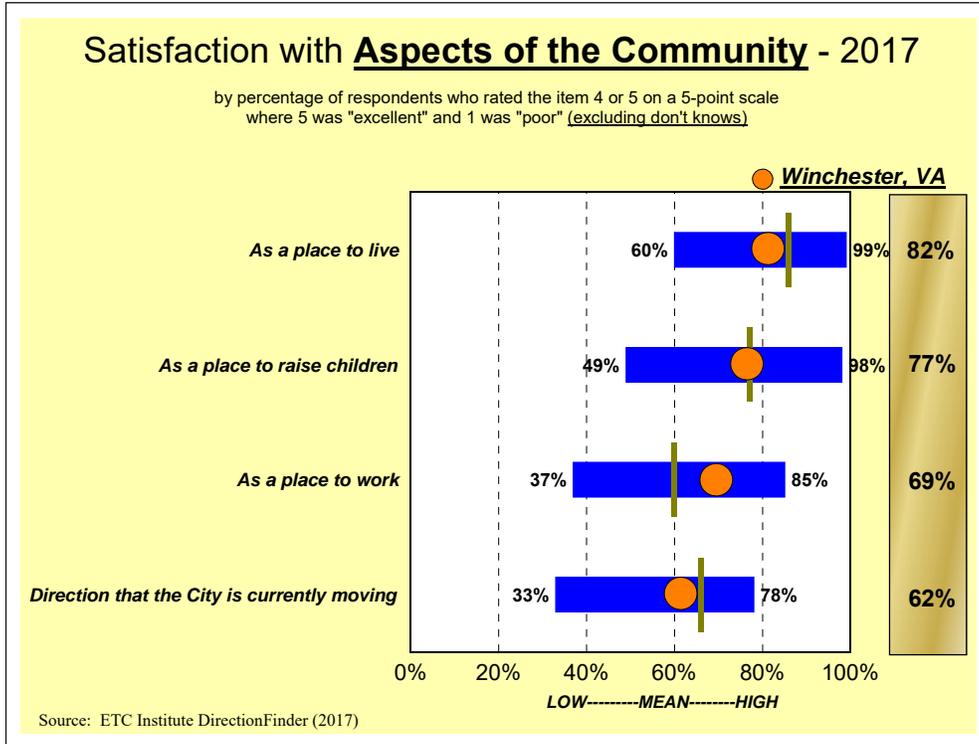
Source: ETC Institute DirectionFinder (2017)

Satisfaction with Customer Service - 2017

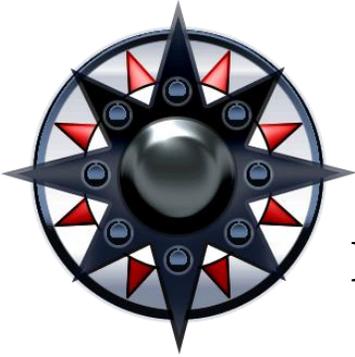
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder (2017)



Section 4:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Winchester, Virginia

Overview

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

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

Interpretation of "Don't Know" and "Neutral" Responses. The percentage of "*don't know*" responses have been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Winchester with the results from other communities in ETC Institute's national benchmarking database. Since the number of "*don't know*" responses often reflects the utilization and awareness of City services, the percentage of "*don't know*" responses have been provided in Section 5 of this report. "Neutral" responses (or ratings of 3 on a 5-point scale) typically indicate that basic expectations for the services that are rated are being met. Residents who give "neutral" ratings typically are familiar with the service, but have not had a strongly positive or negative experience. In cases where the "don't know" percentages are shown in the charts and graphs, the percentage of "don't knows" should be reported separately when the results for a given question are presented.

Example of the Calculation. Respondents were asked to identify the major services they thought were most important for the City to provide. Approximately forty-three percent (42.7%) ranked “maintenance of streets” as one of the most important services for the City to provide.

With regard to satisfaction, “maintenance of streets” was ranked eighth overall, with 62% rating it a “4” or a “5” on a 5-point scale, excluding “don't know” responses. The I-S rating for “maintenance of streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 42.7% was multiplied by 38% (1-0.62). This calculation yielded an I-S rating of **0.1623**, which was ranked second out of 11 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 choices for the City to provide and 0% indicates 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 four most important services for the City to provide.

Interpreting the Ratings

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

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

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

Importance-Satisfaction Rating

City of Winchester - 2017

OVERALL - CITY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow on City streets	45%	1	50%	11	0.2245	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets	43%	2	62%	8	0.1623	2
Quality of public schools	39%	3	63%	7	0.1439	3
<u>Medium Priority (IS <.10)</u>						
Emergency preparedness	26%	5	70%	6	0.0771	4
Effectiveness of communication by City government	17%	7	57%	9	0.0735	5
Efforts to revitalize downtown	22%	6	75%	3	0.0558	6
Quality of public (bus) transportation services	11%	8	51%	10	0.0534	7
Quality of public safety services	34%	4	89%	1	0.0375	8
Quality of customer service	8%	10	73%	4	0.0216	9
Quality of parks & recreation facilities	11%	9	80%	2	0.0214	10
Quality of recreation programs	6%	11	71%	5	0.0186	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 knows.' of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Winchester - 2017

PARKS AND RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<u>High Priority (IS .10-.20)</u>						
Walking & biking trails in City	30%	1	61%	6	0.1174	1
<u>Medium Priority (IS < .10)</u>						
Quality of recreation programs for seniors	16%	3	53%	10	0.0729	2
Quality of recreation programs for youth	13%	4	60%	8	0.0536	3
Quality of recreation programs for adults	10%	7	52%	11	0.0480	4
Number of City parks	13%	5	65%	4	0.0455	5
Maintenance of City parks	22%	2	80%	1	0.0432	6
Quality of indoor pool in Jim Barnett Park	9%	10	52%	12	0.0422	7
Outdoor athletic facilities	9%	8	60%	7	0.0376	8
Availability of City recreation facilities	10%	6	68%	3	0.0333	9
Availability of info. about recreation programs	9%	9	69%	2	0.0282	10
Quality of indoor athletic facilities	5%	11	57%	9	0.0219	11
Quality of outdoor pool in Jim Barnett Park	5%	12	63%	5	0.0181	12

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Winchester - 2017

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<u>High Priority (IS .10-.20)</u>						
Visibility of police in neighborhoods	30%	1	62%	8	0.1155	1
Police efforts to reduce gang related activity	28%	3	60%	9	0.1132	2
Amount of street lighting	24%	4	56%	10	0.1043	3
<u>Medium Priority (IS < .10)</u>						
Efforts by City to prevent crime	29%	2	65%	7	0.0998	4
Overall quality of police protection	19%	5	80%	4	0.0382	5
Visibility of police in downtown Winchester	11%	6	68%	6	0.0339	6
How quickly police respond to emergencies	8%	7	76%	5	0.0202	7
Overall quality of emergency medical service	7%	8	88%	3	0.0086	8
How quickly fire & emergency services respond	6%	9	89%	2	0.0063	9
Overall quality of fire services	4%	10	90%	1	0.0035	10

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

Most Important %:

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

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't 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 - 2017

MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<u>Very High Priority (IS >.20)</u>						
Mgmt. of traffic flow at major City intersections	37%	1	44%	11	0.2050	1
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in your neighborhood	24%	2	43%	12	0.1391	2
Management of traffic flow on major City streets	23%	3	49%	10	0.1183	3
<u>Medium Priority (IS <.10)</u>						
Condition of sidewalks on major City streets	17%	4	54%	9	0.0773	4
Condition of streets in your neighborhood	16%	5	67%	6	0.0515	5
Condition of major City streets	16%	6	74%	3	0.0403	6
Maintenance of City street lighting	10%	7	66%	7	0.0326	7
Cleanliness of public areas	9%	8	70%	5	0.0258	8
Cleanliness of stormwater drains in neighborhood	6%	10	64%	8	0.0216	9
Cleanliness of downtown Winchester	8%	9	79%	1	0.0158	10
Condition of street signs/traffic signals	5%	11	78%	2	0.0119	11
Attractiveness of streetscapes/medians	4%	12	74%	4	0.0091	12

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Winchester - 2017

COMMUNICATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<i>High Priority (IS .10-.20)</i>						
Opportunity to be involved in local decisions	27%	1	31%	10	0.1891	1
Efforts to keep you informed about local issues	27%	2	56%	3	0.1192	2
<i>Medium Priority (IS <.10)</i>						
Ease of paying bills, etc. on City's website	19%	4	51%	6	0.0936	3
Availability of info on City services/activities	26%	3	64%	1	0.0929	4
Timeliness of information provided by City	19%	5	58%	2	0.0794	5
Quality of City's cable television channel	8%	7	43%	9	0.0428	6
Ease of use/navigation on City's website	8%	6	50%	7	0.0395	7
Quality of information/content on City's website	6%	8	54%	4	0.0258	8
Quality of City's website	5%	9	54%	5	0.0248	9
Quality of City's social media	5%	10	49%	8	0.0235	10

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

Most Important %:

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

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't 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 - 2017

CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<u>Very High Priority (IS >.20)</u>						
Enforcing removal of blighted property	36%	1	31%	7	0.2450	1
<u>High Priority (IS .10-.20)</u>						
Enforcing overcrowding regulations	27%	3	32%	6	0.1856	2
Enforcing cleanup of junk/debris on private property	32%	2	45%	2	0.1738	3
Enforcing exterior maintenance of residential property	20%	4	42%	4	0.1148	4
Enforcing cutting of weeds/grass on private property	18%	5	43%	3	0.1009	5
<u>Medium Priority (IS <.10)</u>						
Efforts to remove abandoned/inoperative vehicles	16%	6	41%	5	0.0968	6
Enforcing sign regulations	8%	7	52%	1	0.0403	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating City of Winchester - 2017 UTILITY SERVICES/PUBLIC WORKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Ranking
<u>High Priority (IS .10-.20)</u>						
Snow removal on streets in your neighborhood	43%	1	61%	7	0.1677	1
<u>Medium Priority (IS <.10)</u>						
Snow removal on major City streets	28%	2	76%	5	0.0677	2
Street sweeping in your neighborhood	16%	4	71%	6	0.0461	3
Residential trash collection services	21%	3	85%	3	0.0321	4
Customer service by water/sewer employees	14%	6	81%	4	0.0260	5
Curbside recycling services	15%	5	86%	2	0.0207	6
Yard waste curbside collection	6%	7	86%	1	0.0083	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Matrix Analysis

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

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

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

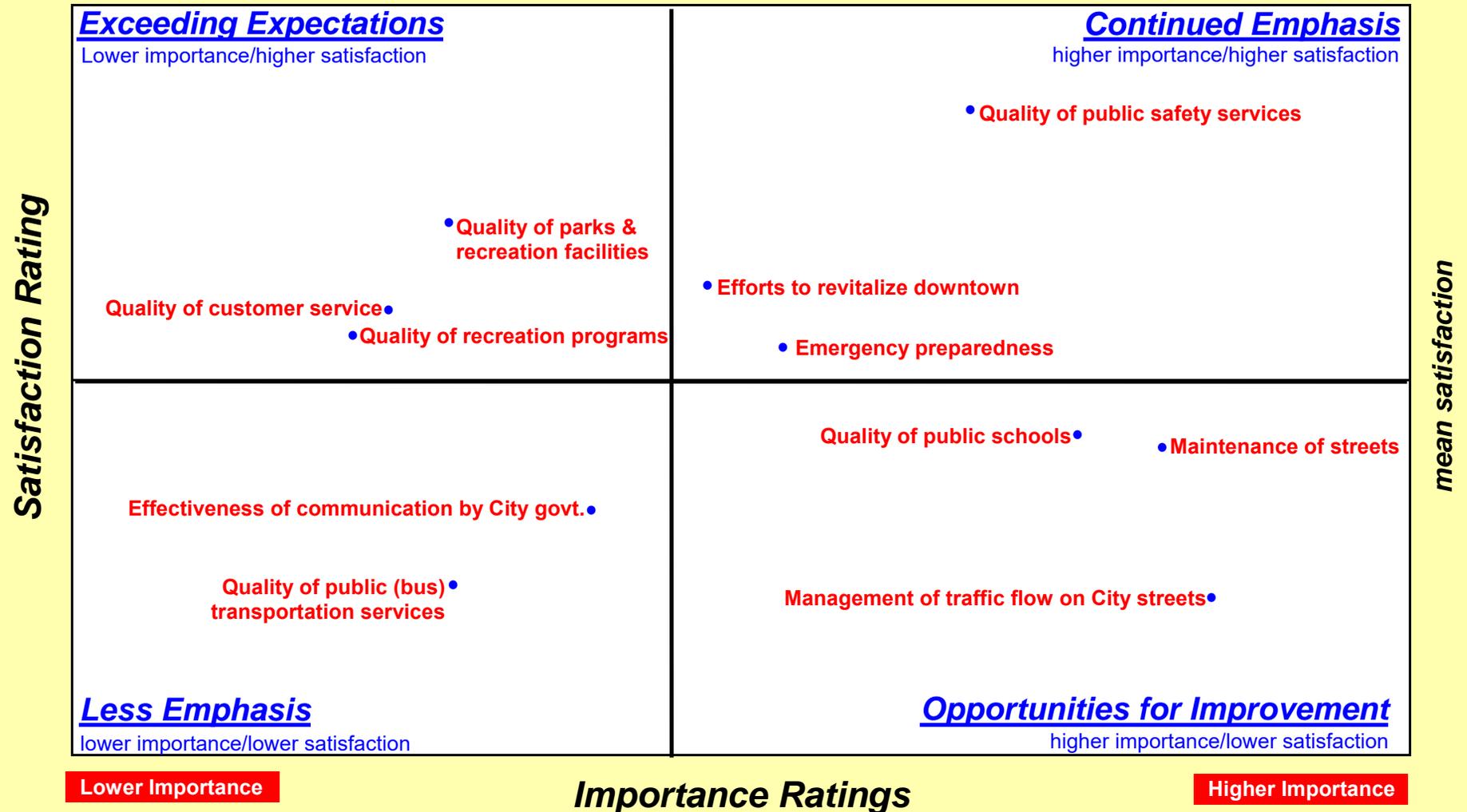
Matrices showing the results for the City of Winchester are provided on the following pages.

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix

-Major Services-

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

mean importance

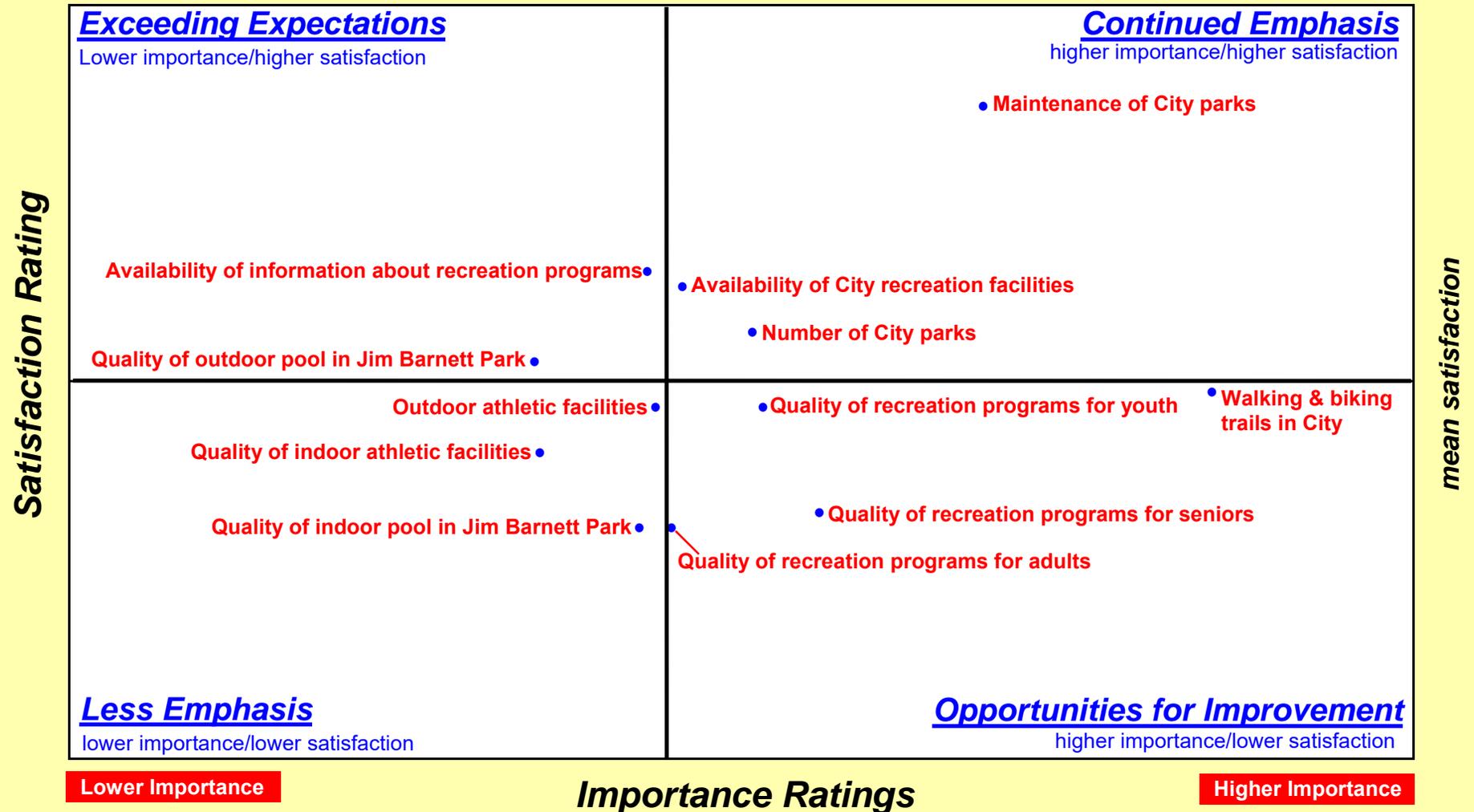


Source: ETC Institute (2017)

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

mean importance

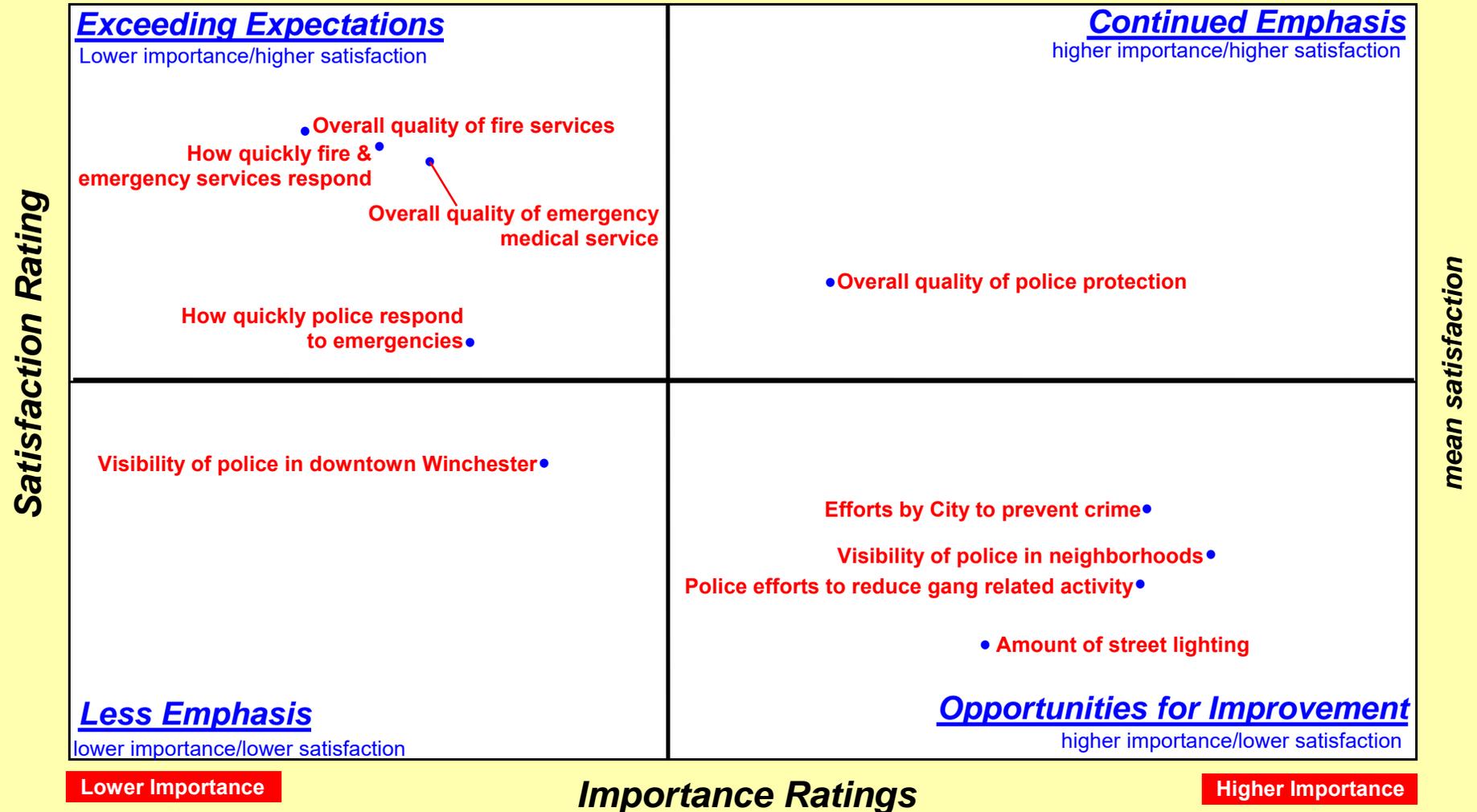


Source: ETC Institute (2017)

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix **-Public Safety-**

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

mean importance



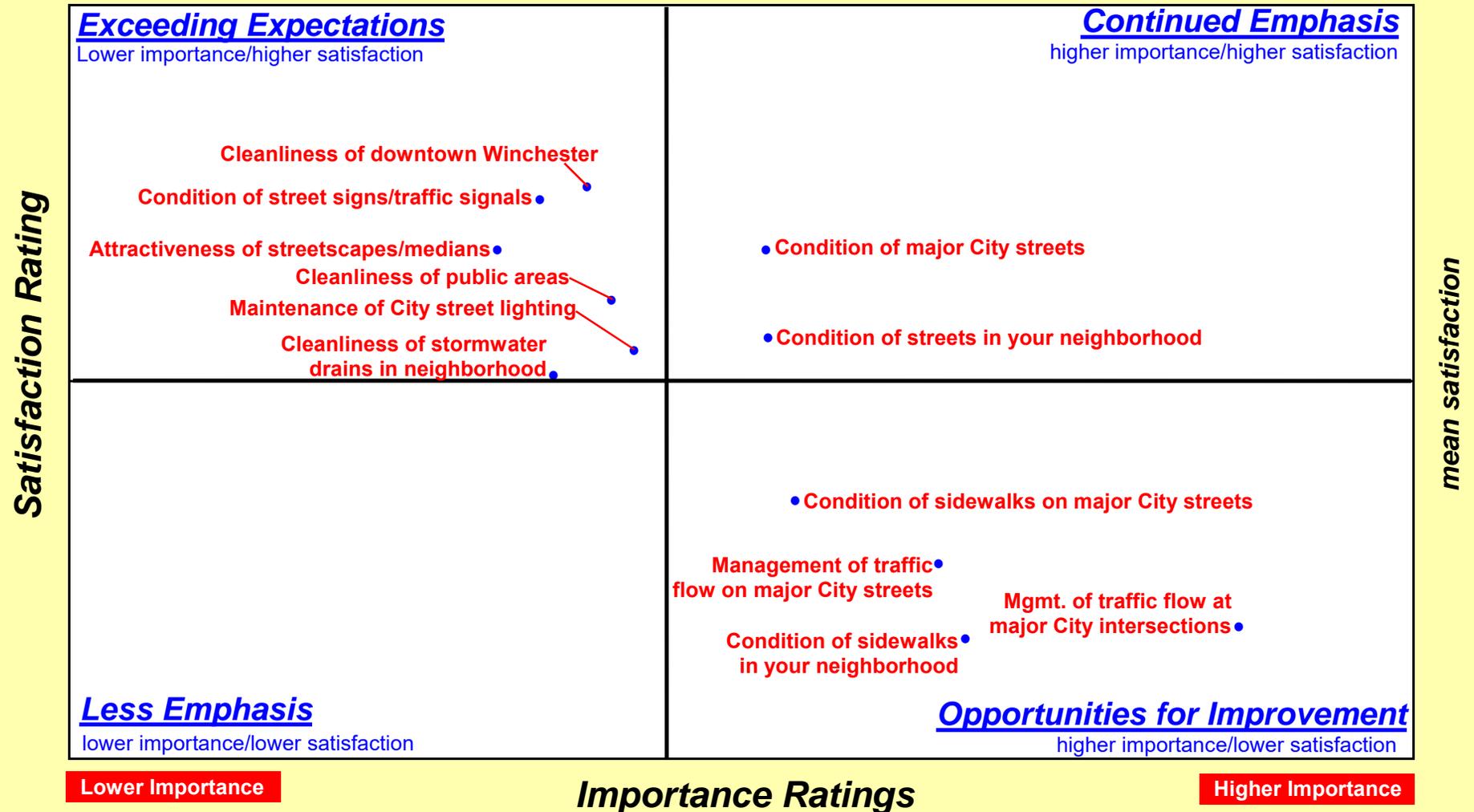
Source: ETC Institute (2017)

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

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

mean importance

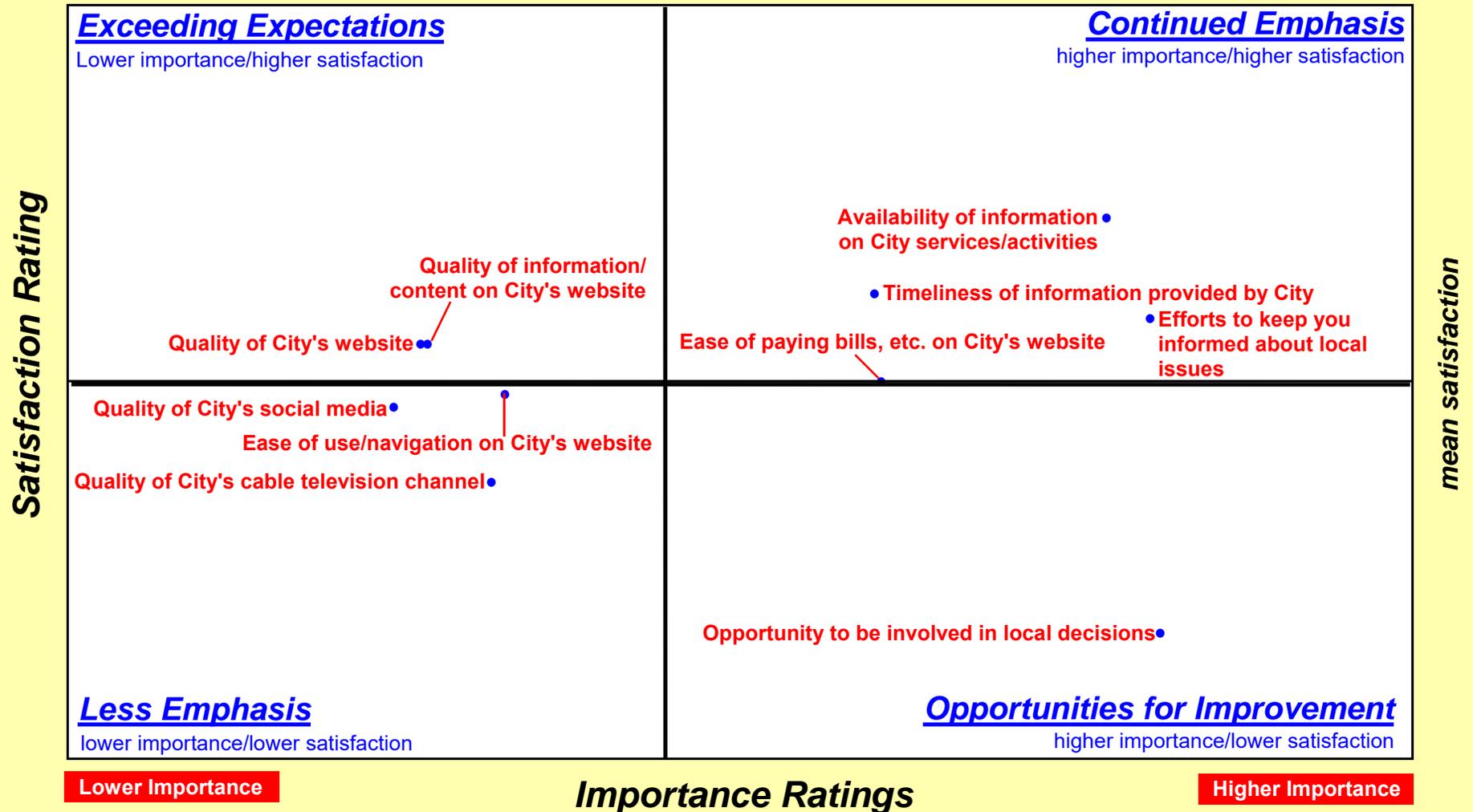


Source: ETC Institute (2017)

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix -Communication-

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

mean importance

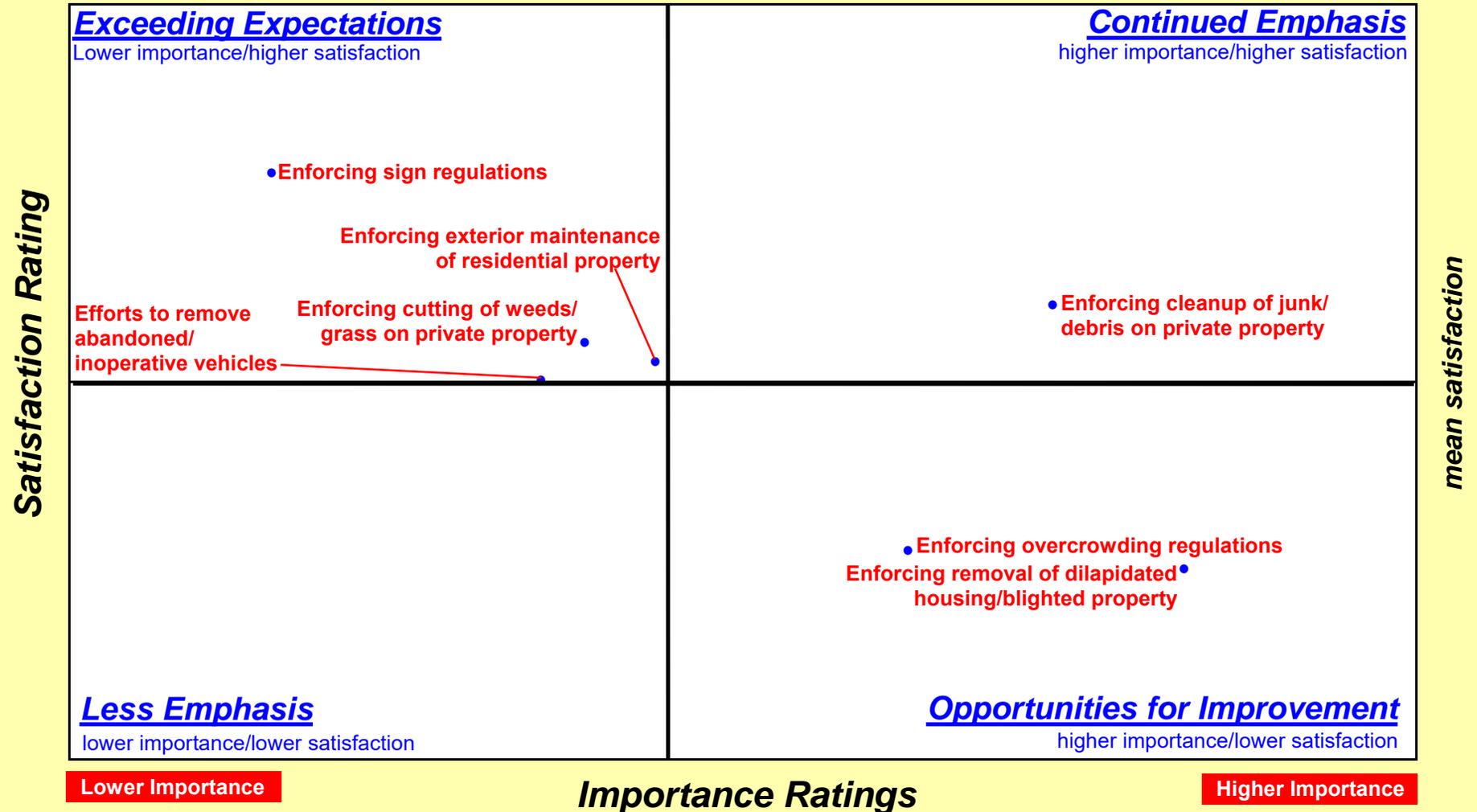


Source: ETC Institute (2017)

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix **-Code Enforcement-**

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

mean importance

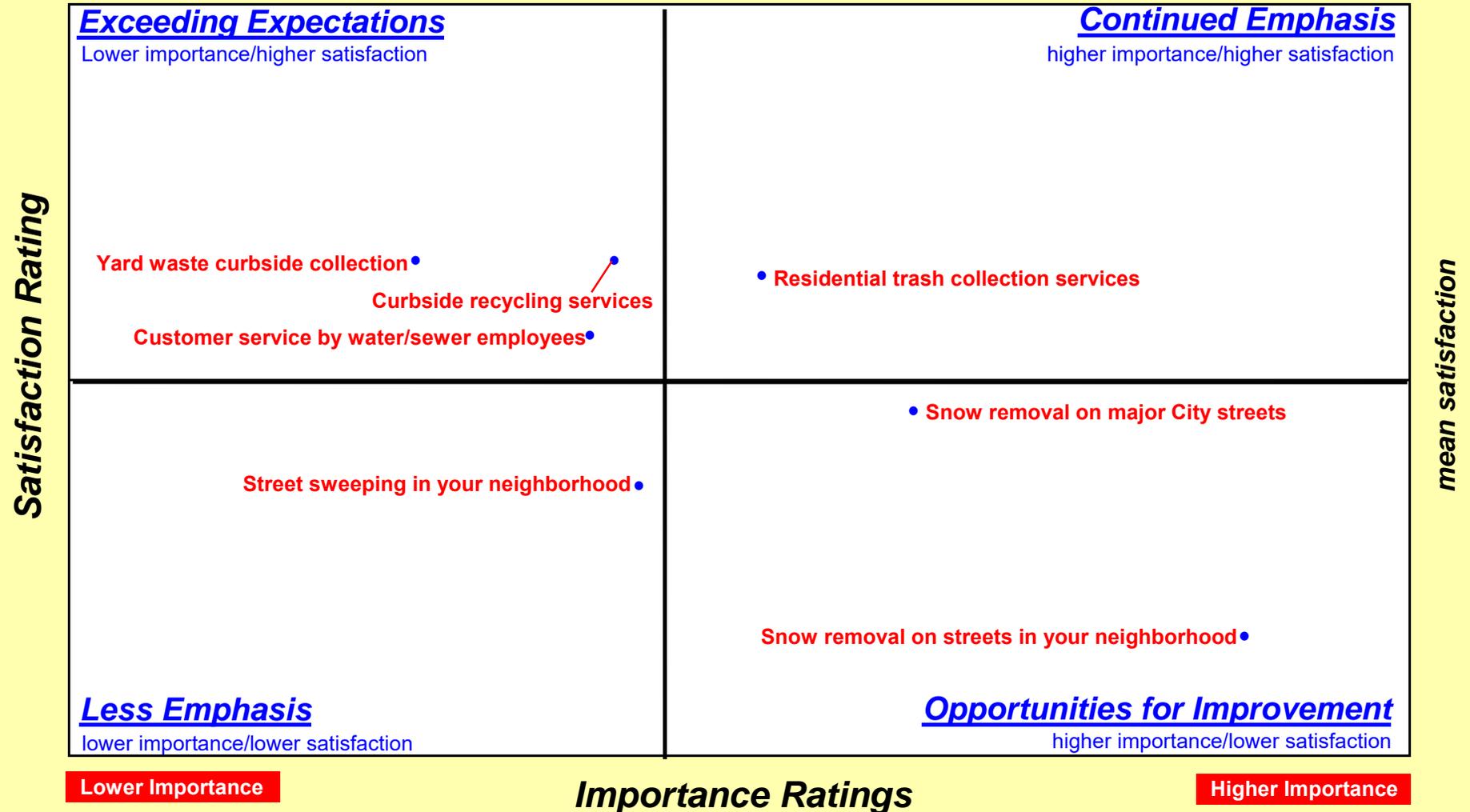


Source: ETC Institute (2017)

City of Winchester 2017 Community Survey Importance-Satisfaction Assessment Matrix **-Utility Services/Public Works-**

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

mean importance



Source: ETC Institute (2017)

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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Quality of public safety services (police, fire & rescue)	40.6%	44.3%	7.2%	2.4%	1.0%	4.6%
Q1b. Overall efforts to ensure community is prepared for emergencies	18.8%	38.2%	19.7%	4.5%	0.6%	18.2%
Q1c. Overall maintenance of streets	16.2%	44.1%	20.7%	13.2%	4.0%	1.8%
Q1d. Overall effectiveness of communication by Winchester City government	16.2%	35.8%	29.3%	8.9%	2.7%	7.0%
Q1e. Overall quality of public (bus) transportation services	8.1%	18.8%	18.8%	5.4%	1.8%	47.1%
Q1f. Quality of parks & recreation facilities	22.3%	48.7%	13.4%	3.8%	1.0%	10.8%
Q1g. Quality of recreation programs	18.2%	37.4%	17.8%	4.0%	1.0%	21.7%
Q1h. Quality of customer service provided by City employees	19.6%	48.2%	19.1%	5.1%	1.0%	7.0%
Q1i. Management of traffic flow on City streets	9.9%	39.5%	21.2%	18.8%	9.1%	1.6%
Q1j. Quality of public schools	12.1%	35.7%	17.5%	6.8%	3.2%	24.7%
Q1k. Efforts to revitalize Downtown	28.2%	42.2%	17.7%	4.1%	2.4%	5.4%

WITHOUT "DON'T KNOW"

Q1. Major services provided by the City of Winchester are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Quality of public safety services (police, fire & rescue)	42.6%	46.4%	7.5%	2.5%	1.0%
Q1b. Overall efforts to ensure community is prepared for emergencies	23.0%	46.7%	24.1%	5.4%	0.8%
Q1c. Overall maintenance of streets	16.5%	44.9%	21.1%	13.5%	4.1%
Q1d. Overall effectiveness of communication by Winchester City government	17.5%	38.5%	31.5%	9.6%	2.9%
Q1e. Overall quality of public (bus) transportation services	15.4%	35.5%	35.5%	10.2%	3.3%
Q1f. Quality of parks & recreation facilities	25.0%	54.6%	15.0%	4.3%	1.1%
Q1g. Quality of recreation programs	23.2%	47.8%	22.8%	5.1%	1.2%
Q1h. Quality of customer service provided by City employees	21.1%	51.9%	20.5%	5.5%	1.0%
Q1i. Management of traffic flow on City streets	10.0%	40.1%	21.5%	19.1%	9.2%
Q1j. Quality of public schools	16.1%	47.4%	23.3%	9.1%	4.2%
Q1k. Efforts to revitalize Downtown	29.8%	44.6%	18.7%	4.4%	2.5%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services (police, fire & rescue)	102	16.2 %
Overall efforts to ensure community is prepared for emergencies	58	9.2 %
Overall maintenance of streets	80	12.7 %
Overall effectiveness of communication by Winchester City government	20	3.2 %
Overall quality of public (bus) transportation services	19	3.0 %
Quality of parks & recreation facilities	12	1.9 %
Quality of recreation programs	6	1.0 %
Quality of customer service provided by City employees	11	1.8 %
Management of traffic flow on City streets	94	15.0 %
Quality of public schools	131	20.9 %
Efforts to revitalize Downtown	40	6.4 %
None chosen	55	8.8 %
Total	628	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services (police, fire & rescue)	55	8.8 %
Overall efforts to ensure community is prepared for emergencies	61	9.7 %
Overall maintenance of streets	101	16.1 %
Overall effectiveness of communication by Winchester City government	37	5.9 %
Overall quality of public (bus) transportation services	29	4.6 %
Quality of parks & recreation facilities	25	4.0 %
Quality of recreation programs	16	2.5 %
Quality of customer service provided by City employees	16	2.5 %
Management of traffic flow on City streets	115	18.3 %
Quality of public schools	67	10.7 %
Efforts to revitalize Downtown	30	4.8 %
None chosen	76	12.1 %
Total	628	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services (police, fire & rescue)	57	9.1 %
Overall efforts to ensure community is prepared for emergencies	43	6.8 %
Overall maintenance of streets	87	13.9 %
Overall effectiveness of communication by Winchester City government	50	8.0 %
Overall quality of public (bus) transportation services	21	3.3 %
Quality of parks & recreation facilities	30	4.8 %
Quality of recreation programs	18	2.9 %
Quality of customer service provided by City employees	23	3.7 %
Management of traffic flow on City streets	73	11.6 %
Quality of public schools	46	7.3 %
Efforts to revitalize Downtown	70	11.1 %
None chosen	110	17.5 %
Total	628	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services (police, fire & rescue)	214	34.1 %
Overall efforts to ensure community is prepared for emergencies	162	25.8 %
Overall maintenance of streets	268	42.7 %
Overall effectiveness of communication by Winchester City government	107	17.0 %
Overall quality of public (bus) transportation services	69	11.0 %
Quality of parks & recreation facilities	67	10.7 %
Quality of recreation programs	40	6.4 %
Quality of customer service provided by City employees	50	8.0 %
Management of traffic flow on City streets	282	44.9 %
Quality of public schools	244	38.9 %
Efforts to revitalize Downtown	140	22.3 %
None chosen	55	8.8 %
Total	1698	

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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a. Overall value that you receive for your local tax & fees	9.7%	41.2%	27.1%	12.4%	5.7%	3.8%
Q3b. Overall quality of services provided by City	15.1%	50.6%	23.7%	5.6%	1.4%	3.5%
Q3c. Overall quality of life in Winchester	28.3%	49.4%	13.2%	5.7%	1.0%	2.4%
Q3d. How well City is managing growth	8.3%	36.6%	27.5%	16.6%	4.1%	6.8%

WITHOUT "DON'T KNOW"

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

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a. Overall value that you receive for your local tax & fees	10.1%	42.9%	28.1%	12.9%	6.0%
Q3b. Overall quality of services provided by City	15.7%	52.5%	24.6%	5.8%	1.5%
Q3c. Overall quality of life in Winchester	29.0%	50.6%	13.5%	5.9%	1.0%
Q3d. How well City is managing growth	8.9%	39.3%	29.6%	17.8%	4.4%

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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Maintenance of City parks	18.6%	52.2%	13.4%	4.1%	0.6%	11.0%
Q4b. Number of City parks	15.8%	42.4%	22.0%	8.3%	1.0%	10.7%
Q4c. Walking & biking trails in City	15.1%	38.2%	19.3%	12.1%	3.2%	12.1%
Q4d. Availability of City recreation facilities	14.5%	42.8%	21.2%	5.1%	1.0%	15.4%
Q4e. Quality of outdoor athletic facilities (e.g., tennis, soccer, baseball, football, etc.)	11.1%	36.1%	22.3%	6.8%	1.6%	22.0%
Q4f. Quality of indoor athletic facilities (e.g., gym, fitness room, racquetball court)	10.5%	29.8%	24.2%	5.1%	1.3%	29.1%
Q4g. Availability of information about recreation programs	16.1%	43.6%	20.2%	6.2%	0.8%	13.1%
Q4h. Quality of indoor pool in Jim Barnett Park	9.2%	22.5%	21.8%	6.2%	1.6%	38.7%
Q4i. Quality of outdoor pool in Jim Barnett Park	11.1%	28.0%	19.6%	3.2%	0.5%	37.6%
Q4j. Quality of recreation programs for youth	9.9%	26.8%	21.2%	2.9%	0.8%	38.5%
Q4k. Quality of recreation programs for seniors	8.9%	20.2%	19.7%	4.6%	1.1%	45.4%
Q4l. Quality of recreation programs for adults	8.1%	23.7%	21.8%	5.9%	1.6%	38.9%

WITHOUT "DON'T KNOW"

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." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Maintenance of City parks	20.9%	58.7%	15.0%	4.7%	0.7%
Q4b. Number of City parks	17.6%	47.4%	24.6%	9.3%	1.1%
Q4c. Walking & biking trails in City	17.2%	43.5%	21.9%	13.8%	3.6%
Q4d. Availability of City recreation facilities	17.1%	50.7%	25.0%	6.0%	1.1%
Q4e. Quality of outdoor athletic facilities (e.g., tennis, soccer, baseball, football, etc.)	14.3%	46.3%	28.6%	8.8%	2.0%
Q4f. Quality of indoor athletic facilities (e.g., gym, fitness room, racquetball court)	14.8%	42.0%	34.2%	7.2%	1.8%
Q4g. Availability of information about recreation programs	18.5%	50.2%	23.3%	7.1%	0.9%
Q4h. Quality of indoor pool in Jim Barnett Park	15.1%	36.6%	35.6%	10.1%	2.6%
Q4i. Quality of outdoor pool in Jim Barnett Park	17.9%	44.9%	31.4%	5.1%	0.8%
Q4j. Quality of recreation programs for youth	16.1%	43.5%	34.5%	4.7%	1.3%
Q4k. Quality of recreation programs for seniors	16.3%	37.0%	36.2%	8.5%	2.0%
Q4l. Quality of recreation programs for adults	13.3%	38.8%	35.7%	9.6%	2.6%

Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	90	14.3 %
Number of City parks	34	5.4 %
Walking & biking trails in City	124	19.7 %
Availability of City recreation facilities	27	4.3 %
Quality of outdoor athletic facilities (e.g., tennis, soccer, baseball, football, etc.)	29	4.6 %
Quality of indoor athletic facilities (e.g., gym, fitness room, racquetball court)	10	1.6 %
Availability of information about recreation programs	27	4.3 %
Quality of indoor pool in Jim Barnett Park	35	5.6 %
Quality of outdoor pool in Jim Barnett Park	12	1.9 %
Quality of recreation programs for youth	47	7.5 %
Quality of recreation programs for seniors	42	6.7 %
Quality of recreation programs for adults	16	2.5 %
<u>None chosen</u>	<u>135</u>	<u>21.5 %</u>
Total	628	100.0 %

Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	46	7.3 %
Number of City parks	48	7.6 %
Walking & biking trails in City	65	10.4 %
Availability of City recreation facilities	38	6.1 %
Quality of outdoor athletic facilities (e.g., tennis, soccer, baseball, football, etc.)	30	4.8 %
Quality of indoor athletic facilities (e.g., gym, fitness room, racquetball court)	22	3.5 %
Availability of information about recreation programs	30	4.8 %
Quality of indoor pool in Jim Barnett Park	20	3.2 %
Quality of outdoor pool in Jim Barnett Park	19	3.0 %
Quality of recreation programs for youth	37	5.9 %
Quality of recreation programs for seniors	55	8.8 %
Quality of recreation programs for adults	47	7.5 %
<u>None chosen</u>	<u>171</u>	<u>27.2 %</u>
Total	628	100.0 %

Q5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q5. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	136	21.7 %
Number of City parks	82	13.1 %
Walking & biking trails in City	189	30.1 %
Availability of City recreation facilities	65	10.4 %
Quality of outdoor athletic facilities (e.g., tennis, soccer, baseball, football, etc.)	59	9.4 %
Quality of indoor athletic facilities (e.g., gym, fitness room, racquetball court)	32	5.1 %
Availability of information about recreation programs	57	9.1 %
Quality of indoor pool in Jim Barnett Park	55	8.8 %
Quality of outdoor pool in Jim Barnett Park	31	4.9 %
Quality of recreation programs for youth	84	13.4 %
Quality of recreation programs for seniors	97	15.4 %
Quality of recreation programs for adults	63	10.0 %
<u>None chosen</u>	<u>135</u>	<u>21.5 %</u>
Total	1085	

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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6a. Overall quality of police protection	26.8%	50.0%	14.0%	3.8%	1.3%	4.1%
Q6b. Visibility of police in neighborhoods	19.3%	39.6%	22.1%	12.4%	1.9%	4.6%
Q6c. How quickly police respond to emergencies	21.2%	34.9%	15.1%	2.5%	0.6%	25.6%
Q6d. Efforts by City to prevent crime	13.4%	40.9%	21.8%	6.1%	1.9%	15.9%
Q6e. Police efforts to reduce gang related activity	10.2%	28.2%	17.8%	6.4%	2.2%	35.2%
Q6f. Overall quality of fire services	30.9%	44.6%	7.5%	0.5%	0.3%	16.2%
Q6g. Overall quality of emergency medical service	31.5%	41.2%	8.6%	0.6%	0.3%	17.7%
Q6h. How quickly fire & emergency medical services personnel respond	31.8%	37.6%	7.2%	0.8%	0.3%	22.3%
Q6i. Amount of street lighting	10.7%	44.1%	21.5%	16.7%	4.1%	2.9%
Q6j. Visibility of police in Downtown Winchester	17.5%	43.0%	20.2%	6.7%	1.6%	11.0%

WITHOUT "DON'T KNOW"

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." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6a. Overall quality of police protection	27.9%	52.2%	14.6%	4.0%	1.3%
Q6b. Visibility of police in neighborhoods	20.2%	41.6%	23.2%	13.0%	2.0%
Q6c. How quickly police respond to emergencies	28.5%	46.9%	20.3%	3.4%	0.9%
Q6d. Efforts by City to prevent crime	15.9%	48.7%	25.9%	7.2%	2.3%
Q6e. Police efforts to reduce gang related activity	15.7%	43.5%	27.5%	9.8%	3.4%
Q6f. Overall quality of fire services	36.9%	53.2%	8.9%	0.6%	0.4%
Q6g. Overall quality of emergency medical service	38.3%	50.1%	10.4%	0.8%	0.4%
Q6h. How quickly fire & emergency medical services personnel respond	41.0%	48.4%	9.2%	1.0%	0.4%
Q6i. Amount of street lighting	11.0%	45.4%	22.1%	17.2%	4.3%
Q6j. Visibility of police in Downtown Winchester	19.7%	48.3%	22.7%	7.5%	1.8%

Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	88	14.0 %
Visibility of police in neighborhoods	112	17.8 %
How quickly police respond to emergencies	26	4.1 %
Efforts by City to prevent crime	81	12.9 %
Police efforts to reduce gang related activity	75	11.9 %
Overall quality of fire services	6	1.0 %
Overall quality of emergency medical service	13	2.1 %
How quickly fire & emergency medical services personnel respond	14	2.2 %
Amount of street lighting	86	13.7 %
Visibility of police in Downtown Winchester	33	5.3 %
<u>None chosen</u>	<u>94</u>	<u>15.0 %</u>
Total	628	100.0 %

Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	32	5.1 %
Visibility of police in neighborhoods	79	12.6 %
How quickly police respond to emergencies	27	4.3 %
Efforts by City to prevent crime	98	15.6 %
Police efforts to reduce gang related activity	103	16.4 %
Overall quality of fire services	16	2.5 %
Overall quality of emergency medical service	32	5.1 %
How quickly fire & emergency medical services personnel respond	22	3.5 %
Amount of street lighting	63	10.0 %
Visibility of police in Downtown Winchester	33	5.3 %
<u>None chosen</u>	<u>123</u>	<u>19.6 %</u>
Total	628	100.0 %

Q7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q7. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	120	19.1 %
Visibility of police in neighborhoods	191	30.4 %
How quickly police respond to emergencies	53	8.4 %
Efforts by City to prevent crime	179	28.5 %
Police efforts to reduce gang related activity	178	28.3 %
Overall quality of fire services	22	3.5 %
Overall quality of emergency medical service	45	7.2 %
How quickly fire & emergency medical services personnel respond	36	5.7 %
Amount of street lighting	149	23.7 %
Visibility of police in Downtown Winchester	66	10.5 %
<u>None chosen</u>	<u>94</u>	<u>15.0 %</u>
Total	1133	

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.

(N=628)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q8a. Walking in your neighborhood during the day	56.1%	35.4%	6.1%	1.0%	0.2%	1.4%
Q8b. Walking in your neighborhood after dark	16.1%	37.3%	22.8%	15.0%	4.6%	4.3%
Q8c. In City parks during the day	34.4%	39.5%	11.6%	2.4%	0.3%	11.8%
Q8d. In City parks after dark	4.6%	11.0%	21.5%	26.3%	9.2%	27.4%
Q8e. In Downtown Winchester during the day	51.0%	38.4%	6.7%	0.8%	0.2%	3.0%
Q8f. In Downtown Winchester after dark	11.3%	32.0%	21.7%	18.2%	6.8%	10.0%
Q8g. In commercial/retail areas of City outside Downtown	18.3%	40.8%	23.1%	8.6%	2.2%	7.0%

WITHOUT "DON'T KNOW"

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. (without "don't know")

(N=628)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q8a. Walking in your neighborhood during the day	56.9%	35.9%	6.1%	1.0%	0.2%
Q8b. Walking in your neighborhood after dark	16.8%	38.9%	23.8%	15.6%	4.8%
Q8c. In City parks during the day	39.0%	44.8%	13.2%	2.7%	0.4%
Q8d. In City parks after dark	6.4%	15.1%	29.6%	36.2%	12.7%
Q8e. In Downtown Winchester during the day	52.5%	39.6%	6.9%	0.8%	0.2%
Q8f. In Downtown Winchester after dark	12.6%	35.6%	24.1%	20.2%	7.6%
Q8g. In commercial/retail areas of City outside Downtown	19.7%	43.8%	24.8%	9.2%	2.4%

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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9a. Condition of major City streets	15.3%	57.3%	15.9%	7.6%	1.9%	1.9%
Q9b. Condition of streets in your neighborhood	16.7%	48.7%	14.6%	13.9%	4.5%	1.6%
Q9c. Condition of street signs/ traffic signals	18.2%	57.6%	13.7%	6.7%	1.9%	1.9%
Q9d. Condition of sidewalks on major City streets	11.1%	40.0%	22.3%	16.6%	6.2%	3.8%
Q9e. Condition of sidewalks in your neighborhood	11.1%	28.8%	19.1%	20.9%	13.9%	6.2%
Q9f. Management of traffic flow at major City intersections	6.5%	36.5%	21.3%	23.9%	9.7%	2.1%
Q9g. Management of traffic flow on major City streets	7.2%	41.6%	21.8%	20.2%	7.2%	2.1%
Q9h. Attractiveness of streetscapes/medians	17.0%	54.3%	18.0%	6.2%	1.6%	2.9%
Q9i. Maintenance of City street lighting	14.3%	49.4%	20.4%	9.9%	2.4%	3.7%
Q9j. Cleanliness of public areas	12.4%	54.5%	22.9%	5.6%	1.0%	3.7%
Q9k. Cleanliness of stormwater drains in your neighborhood	11.9%	46.8%	22.1%	8.4%	3.3%	7.3%
Q9l. Cleanliness of Downtown Winchester	18.8%	56.5%	16.4%	3.5%	0.5%	4.3%

WITHOUT "DON'T KNOW"

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." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a. Condition of major City streets	15.6%	58.4%	16.2%	7.8%	1.9%
Q9b. Condition of streets in your neighborhood	17.0%	49.5%	14.9%	14.1%	4.5%
Q9c. Condition of street signs/traffic signals	18.5%	58.8%	14.0%	6.8%	1.9%
Q9d. Condition of sidewalks on major City streets	11.6%	41.6%	23.2%	17.2%	6.5%
Q9e. Condition of sidewalks in your neighborhood	11.9%	30.7%	20.4%	22.2%	14.8%
Q9f. Management of traffic flow at major City intersections	6.7%	37.2%	21.8%	24.4%	9.9%
Q9g. Management of traffic flow on major City streets	7.3%	42.4%	22.3%	20.7%	7.3%
Q9h. Attractiveness of streetscapes/medians	17.5%	55.9%	18.5%	6.4%	1.6%
Q9i. Maintenance of City street lighting	14.9%	51.2%	21.2%	10.2%	2.5%
Q9j. Cleanliness of public areas	12.9%	56.5%	23.8%	5.8%	1.0%
Q9k. Cleanliness of stormwater drains in your neighborhood	12.9%	50.5%	23.9%	9.1%	3.6%
Q9l. Cleanliness of Downtown Winchester	19.6%	59.1%	17.1%	3.7%	0.5%

Q10. Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	64	10.2 %
Condition of streets in your neighborhood	53	8.4 %
Condition of street signs/traffic signals	16	2.5 %
Condition of sidewalks on major City streets	53	8.4 %
Condition of sidewalks in your neighborhood	101	16.1 %
Management of traffic flow at major City intersections	156	24.8 %
Management of traffic flow on major City streets	31	4.9 %
Attractiveness of streetscapes/medians	7	1.1 %
Maintenance of City street lighting	22	3.5 %
Cleanliness of public areas	16	2.5 %
Cleanliness of stormwater drains in your neighborhood	16	2.5 %
Cleanliness of Downtown Winchester	18	2.9 %
None chosen	75	11.9 %
Total	628	100.0 %

Q10. Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	33	5.3 %
Condition of streets in your neighborhood	45	7.2 %
Condition of street signs/traffic signals	18	2.9 %
Condition of sidewalks on major City streets	53	8.4 %
Condition of sidewalks in your neighborhood	52	8.3 %
Management of traffic flow at major City intersections	74	11.8 %
Management of traffic flow on major City streets	115	18.3 %
Attractiveness of streetscapes/medians	15	2.4 %
Maintenance of City street lighting	38	6.1 %
Cleanliness of public areas	38	6.1 %
Cleanliness of stormwater drains in your neighborhood	22	3.5 %
Cleanliness of Downtown Winchester	29	4.6 %
None chosen	96	15.3 %
Total	628	100.0 %

Q10. Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	97	15.4 %
Condition of streets in your neighborhood	98	15.6 %
Condition of street signs/traffic signals	34	5.4 %
Condition of sidewalks on major City streets	106	16.9 %
Condition of sidewalks in your neighborhood	153	24.4 %
Management of traffic flow at major City intersections	230	36.6 %
Management of traffic flow on major City streets	146	23.2 %
Attractiveness of streetscapes/medians	22	3.5 %
Maintenance of City street lighting	60	9.6 %
Cleanliness of public areas	54	8.6 %
Cleanliness of stormwater drains in your neighborhood	38	6.1 %
Cleanliness of Downtown Winchester	47	7.5 %
None chosen	75	11.9 %
Total	1160	

Q11. Communication. How do you prefer to get news about the City of Winchester government?

Q11. How do you prefer to get news about City government?	Number	Percent
Social media	214	34.1 %
City of Winchester website	170	27.1 %
CitE-News (City's weekly electronic newsletter)	120	19.1 %
Local newspaper	345	54.9 %
Local radio stations	140	22.3 %
Local TV news	82	13.1 %
Other	33	5.3 %
Total	1104	

Q11. Other

Q11. Other	Number	Percent
Mail	14	42.4 %
Emails	5	15.2 %
Word of mouth	2	6.1 %
Automated text message information	1	3.0 %
Newsletter by mail bi-annually	1	3.0 %
Flyers in the mail	1	3.0 %
WEEKLY BULLETIN BOARD	1	3.0 %
App	1	3.0 %
TELEPHONE	1	3.0 %
Videos on TV about the meeting	1	3.0 %
Mailed flyers, especially for important news and construction projects	1	3.0 %
NEWSLETTER	1	3.0 %
pamphlets/mail	1	3.0 %
texts by phone	1	3.0 %
Family	1	3.0 %
Total	33	100.0 %

Q12. 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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12a. Availability of information about City services & activities	11.1%	49.0%	25.5%	7.8%	0.8%	5.7%
Q12b. Timeliness of information provided by City	11.0%	42.0%	29.8%	7.0%	1.4%	8.8%
Q12c. Efforts to keep you informed about local issues	10.7%	41.1%	28.5%	11.0%	1.8%	7.0%
Q12d. Quality of City's social media (e.g. Facebook, Twitter)	6.8%	23.6%	27.7%	3.5%	0.8%	37.6%
Q12e. Quality of City's cable television channel (Channel 6)	5.7%	19.1%	25.5%	5.9%	1.9%	41.9%
Q12f. Quality of City's website	9.1%	32.2%	31.5%	4.1%	0.6%	22.5%
Q12g. Quality of information/content on City's website	8.3%	33.1%	29.9%	5.1%	0.8%	22.8%
Q12h. Ease of use/navigation on City's website	7.6%	30.3%	30.3%	6.5%	1.8%	23.6%
Q12i. Ease of paying bills, applying for applications or permits, etc. on City's website	6.8%	27.2%	20.7%	9.2%	2.9%	33.1%
Q12j. Opportunity to be involved in local decisions	4.6%	19.3%	34.6%	14.2%	5.1%	22.3%

WITHOUT "DON'T KNOW"

Q12. 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." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a. Availability of information about City services & activities	11.8%	52.0%	27.0%	8.3%	0.8%
Q12b. Timeliness of information provided by City	12.0%	46.1%	32.6%	7.7%	1.6%
Q12c. Efforts to keep you informed about local issues	11.5%	44.2%	30.7%	11.8%	1.9%
Q12d. Quality of City's social media (e.g. Facebook, Twitter)	11.0%	37.8%	44.4%	5.6%	1.3%
Q12e. Quality of City's cable television channel (Channel 6)	9.9%	32.9%	43.8%	10.1%	3.3%
Q12f. Quality of City's website	11.7%	41.5%	40.7%	5.3%	0.8%
Q12g. Quality of information/content on City's website	10.7%	42.9%	38.8%	6.6%	1.0%
Q12h. Ease of use/navigation on City's website	10.0%	39.6%	39.6%	8.5%	2.3%
Q12i. Ease of paying bills, applying for applications or permits, etc. on City's website	10.2%	40.7%	31.0%	13.8%	4.3%
Q12j. Opportunity to be involved in local decisions	5.9%	24.8%	44.5%	18.2%	6.6%

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

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & activities	98	15.6 %
Timeliness of information provided by City	51	8.1 %
Efforts to keep you informed about local issues	91	14.5 %
Quality of City's social media (e.g. Facebook, Twitter)	12	1.9 %
Quality of City's cable television channel (Channel 6)	20	3.2 %
Quality of City's website	16	2.5 %
Quality of information/content on City's website	11	1.8 %
Ease of use/navigation on City's website	21	3.3 %
Ease of paying bills, applying for applications or permits, etc. on City's website	74	11.8 %
Opportunity to be involved in local decisions	91	14.5 %
<u>None chosen</u>	<u>143</u>	<u>22.8 %</u>
Total	628	100.0 %

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

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & activities	64	10.2 %
Timeliness of information provided by City	68	10.8 %
Efforts to keep you informed about local issues	79	12.6 %
Quality of City's social media (e.g. Facebook, Twitter)	17	2.7 %
Quality of City's cable television channel (Channel 6)	27	4.3 %
Quality of City's website	18	2.9 %
Quality of information/content on City's website	24	3.8 %
Ease of use/navigation on City's website	29	4.6 %
Ease of paying bills, applying for applications or permits, etc. on City's website	46	7.3 %
Opportunity to be involved in local decisions	81	12.9 %
<u>None chosen</u>	<u>175</u>	<u>27.9 %</u>
Total	628	100.0 %

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

<u>Q13. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & activities	162	25.8 %
Timeliness of information provided by City	119	18.9 %
Efforts to keep you informed about local issues	170	27.1 %
Quality of City's social media (e.g. Facebook, Twitter)	29	4.6 %
Quality of City's cable television channel (Channel 6)	47	7.5 %
Quality of City's website	34	5.4 %
Quality of information/content on City's website	35	5.6 %
Ease of use/navigation on City's website	50	8.0 %
Ease of paying bills, applying for applications or permits, etc. on City's website	120	19.1 %
Opportunity to be involved in local decisions	172	27.4 %
<u>None chosen</u>	<u>143</u>	<u>22.8 %</u>
Total	1081	

Q14. 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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14a. Enforcing cleanup of junk & debris on private property in your community	7.8%	31.4%	23.7%	18.3%	6.5%	12.3%
Q14b. Enforcing cutting of weeds & grass on private property	5.6%	32.2%	25.0%	17.8%	6.4%	13.1%
Q14c. Enforcing exterior maintenance of residential property	4.6%	32.0%	27.5%	16.6%	5.7%	13.5%
Q14d. Enforcing sign regulations	6.8%	36.5%	30.3%	6.5%	3.7%	16.2%
Q14e. Enforcing overcrowding regulations (too many people living in a home)	4.8%	17.5%	20.5%	15.8%	11.1%	30.3%
Q14f. Efforts to remove abandoned or inoperative vehicles	4.9%	24.8%	22.6%	12.3%	7.8%	27.5%
Q14g. Enforcing removal of dilapidated housing & blighted property	4.1%	20.4%	25.3%	18.3%	9.6%	22.3%

WITHOUT "DON'T KNOW"

Q14. 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." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14a. Enforcing cleanup of junk & debris on private property in your community	8.9%	35.8%	27.0%	20.9%	7.4%
Q14b. Enforcing cutting of weeds & grass on private property	6.4%	37.0%	28.8%	20.5%	7.3%
Q14c. Enforcing exterior maintenance of residential property	5.3%	37.0%	31.9%	19.2%	6.6%
Q14d. Enforcing sign regulations	8.2%	43.5%	36.1%	7.8%	4.4%
Q14e. Enforcing overcrowding regulations (too many people living in a home)	6.8%	25.1%	29.5%	22.6%	16.0%
Q14f. Efforts to remove abandoned or inoperative vehicles	6.8%	34.3%	31.2%	16.9%	10.8%
Q14g. Enforcing removal of dilapidated housing & blighted property	5.3%	26.2%	32.6%	23.6%	12.3%

Q15. Which TWO of the code enforcement items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q15. Top choice	Number	Percent
Enforcing cleanup of junk & debris on private property in your community	133	21.2 %
Enforcing cutting of weeds & grass on private property	55	8.8 %
Enforcing exterior maintenance of residential property	40	6.4 %
Enforcing sign regulations	32	5.1 %
Enforcing overcrowding regulations (too many people living in a home)	102	16.2 %
Efforts to remove abandoned or inoperative vehicles	30	4.8 %
Enforcing removal of dilapidated housing & blighted property	116	18.5 %
None chosen	120	19.1 %
Total	628	100.0 %

Q15. Which TWO of the code enforcement items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q15. 2nd choice	Number	Percent
Enforcing cleanup of junk & debris on private property in your community	65	10.4 %
Enforcing cutting of weeds & grass on private property	56	8.9 %
Enforcing exterior maintenance of residential property	84	13.4 %
Enforcing sign regulations	21	3.3 %
Enforcing overcrowding regulations (too many people living in a home)	70	11.1 %
Efforts to remove abandoned or inoperative vehicles	73	11.6 %
Enforcing removal of dilapidated housing & blighted property	107	17.0 %
None chosen	152	24.2 %
Total	628	100.0 %

Q15. Which TWO of the code enforcement items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q15. Sum of top 2 choices	Number	Percent
Enforcing cleanup of junk & debris on private property in your community	198	31.5 %
Enforcing cutting of weeds & grass on private property	111	17.7 %
Enforcing exterior maintenance of residential property	124	19.7 %
Enforcing sign regulations	53	8.4 %
Enforcing overcrowding regulations (too many people living in a home)	172	27.4 %
Efforts to remove abandoned or inoperative vehicles	103	16.4 %
Enforcing removal of dilapidated housing & blighted property	223	35.5 %
None chosen	120	19.1 %
Total	1104	

Q16. Do you think the current level of code enforcement is too much, just right, or not enough?

Q16. What do you think of the current level of code enforcement?	Number	Percent
Too much	31	4.9 %
Just right	185	29.5 %
Not enough	184	29.3 %
Don't know	228	36.3 %
Total	628	100.0 %

WITHOUT "DON'T KNOW"

Q16. Do you think the current level of code enforcement is too much, just right, or not enough? (without "don't know")

Q16. What do you think of the current level of code enforcement?	Number	Percent
Too much	31	7.8 %
Just right	185	46.3 %
Not enough	184	46.0 %
Total	400	100.0 %

Q17. Utility Services and Public Works. 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."

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a. Residential trash collection services	46.5%	37.1%	6.4%	5.6%	2.5%	1.9%
Q17b. Curbside recycling services	45.2%	36.8%	7.5%	4.0%	2.1%	4.5%
Q17c. Yard waste curbside collection	41.2%	39.2%	8.6%	3.0%	1.0%	7.0%
Q17d. Overall customer service provided by water & sanitary sewer utility services employees	29.8%	41.6%	13.2%	2.5%	1.1%	11.8%
Q17e. Snow removal on major City streets	26.0%	46.8%	13.9%	6.4%	3.3%	3.7%
Q17f. Snow removal on streets in your neighborhood	20.5%	36.8%	16.4%	14.3%	7.2%	4.8%
Q17g. Street sweeping in your neighborhood	23.6%	43.3%	18.6%	6.5%	2.7%	5.3%

WITHOUT "DON'T KNOW"

Q17. Utility Services and Public Works. 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." (without "don't know")

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a. Residential trash collection services	47.4%	37.8%	6.5%	5.7%	2.6%
Q17b. Curbside recycling services	47.3%	38.5%	7.8%	4.2%	2.2%
Q17c. Yard waste curbside collection	44.3%	42.1%	9.2%	3.3%	1.0%
Q17d. Overall customer service provided by water & sanitary sewer utility services employees	33.8%	47.1%	15.0%	2.9%	1.3%
Q17e. Snow removal on major City streets	26.9%	48.6%	14.4%	6.6%	3.5%
Q17f. Snow removal on streets in your neighborhood	21.6%	38.6%	17.2%	15.1%	7.5%
Q17g. Street sweeping in your neighborhood	24.9%	45.7%	19.7%	6.9%	2.9%

Q18. Which TWO of the utility and public works services listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. Top choice	Number	Percent
Residential trash collection services	92	14.6 %
Curbside recycling services	48	7.6 %
Yard waste curbside collection	19	3.0 %
Overall customer service provided by water & sanitary sewer utility services employees	54	8.6 %
Snow removal on major City streets	90	14.3 %
Snow removal on streets in your neighborhood	137	21.8 %
Street sweeping in your neighborhood	37	5.9 %
None chosen	151	24.0 %
Total	628	100.0 %

Q18. Which TWO of the utility and public works services listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 2nd choice	Number	Percent
Residential trash collection services	43	6.8 %
Curbside recycling services	45	7.2 %
Yard waste curbside collection	18	2.9 %
Overall customer service provided by water & sanitary sewer utility services employees	32	5.1 %
Snow removal on major City streets	87	13.9 %
Snow removal on streets in your neighborhood	133	21.2 %
Street sweeping in your neighborhood	63	10.0 %
None chosen	207	33.0 %
Total	628	100.0 %

Q18. Which TWO of the utility and public works services listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q18. Sum of top 2 choices	Number	Percent
Residential trash collection services	135	21.5 %
Curbside recycling services	93	14.8 %
Yard waste curbside collection	37	5.9 %
Overall customer service provided by water & sanitary sewer utility services employees	86	13.7 %
Snow removal on major City streets	177	28.2 %
Snow removal on streets in your neighborhood	270	43.0 %
Street sweeping in your neighborhood	100	15.9 %
None chosen	151	24.0 %
Total	1049	

Q19. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Winchester with regard to each of the following.

(N=628)

	Excellent	Good	Average	Fair	Poor	Don't know
Q19a. Place to live	40.4%	40.0%	12.4%	4.3%	1.4%	1.4%
Q19b. Place to work	24.4%	35.5%	15.0%	8.4%	3.7%	13.1%
Q19c. Place to raise children	30.4%	38.5%	14.2%	5.7%	1.6%	9.6%
Q19d. Direction that City is currently moving	17.2%	39.3%	20.5%	8.4%	5.7%	8.8%

WITHOUT "DON'T KNOW"

Q19. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Winchester with regard to each of the following. (without "don't know")

(N=628)

	Excellent	Good	Average	Fair	Poor
Q19a. Place to live	41.0%	40.5%	12.6%	4.4%	1.5%
Q19b. Place to work	28.0%	40.8%	17.2%	9.7%	4.2%
Q19c. Place to raise children	33.6%	42.6%	15.7%	6.3%	1.8%
Q19d. Direction that City is currently moving	18.8%	43.1%	22.5%	9.2%	6.3%

Q20. Customer Service. Have you contacted the City of Winchester with a question, problem, or complaint in the past year?

Q20. Have you contacted City of Winchester with a question, problem, or complaint in past year?	Number	Percent
Yes	262	41.7 %
No	366	58.3 %
Total	628	100.0 %

Q20a. (If YES to Question 20) 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 each of the following.

(N=262)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20a-a. Accuracy of information & assistance you were given	37.4%	33.6%	12.2%	11.5%	4.2%	1.1%
Q20a-b. How quickly City staff responded to your request	34.7%	35.9%	11.1%	8.8%	9.2%	0.4%
Q20a-c. How well your issue was handled	35.5%	27.9%	12.6%	12.6%	10.3%	1.1%

WITHOUT "DON'T KNOW"

Q20a. (If YES to Question 20) 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 each of the following. (without "don't know")

(N=262)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a-a. Accuracy of information & assistance you were given	37.8%	34.0%	12.4%	11.6%	4.2%
Q20a-b. How quickly City staff responded to your request	34.9%	36.0%	11.1%	8.8%	9.2%
Q20a-c. How well your issue was handled	35.9%	28.2%	12.7%	12.7%	10.4%

Q21. Are there any other city services that you would have liked to rate that were not included in this survey?

Q21. Are there any other City services that you would have liked to rate that were not included in this survey?	Number	Percent
Yes	95	15.1 %
No	533	84.9 %
Total	628	100.0 %

Q21a-1. Please list the additional service(s) you would like to rate, and rate your satisfaction for each item (1st choice):

Amount of City playgrounds	Dissatisfied
Animal control	Very satisfied
Animal control	Dissatisfied
Architecture & Aesthetics of new buildings	Very dissatisfied
Black box being emptied at City Hall	Very dissatisfied
Building inspections	Very satisfied
Bulk item pickup	Very dissatisfied
Bulk item trash removal	Very dissatisfied
Bulk trash collection	Dissatisfied
Bus services	Very dissatisfied
City taxes	Very dissatisfied
City under the direction of Perry Eisenach	Dissatisfied
Clean up Winchester	Very dissatisfied
Code enforcement of commercial building	Dissatisfied
Code enforcement of noise	Very dissatisfied
Commissioner of Revenue	Very dissatisfied
Community events	Satisfied
Crime	Very dissatisfied
Dates when City cleans streets	Very dissatisfied
Dog park	Dissatisfied
Downtown facility operation	Very satisfied
Driving on streets	Very dissatisfied
Drug enforcement	Dissatisfied
Emergency management	Very satisfied
Enforcement of fence	Very dissatisfied
Enforcement of speed limits on streets	Very dissatisfied
Entering & existing Winchester	Dissatisfied
Environmental friendliness	Very dissatisfied
frequency of trash pick up	Dissatisfied
Glass recycling	Very dissatisfied
Growth control of Winchester	Dissatisfied
High taxes on property & auto	Very dissatisfied
Homeless support	Very dissatisfied
Honest of City leaders	Very dissatisfied
Inspectors	Very satisfied
Inspectors for addition to house	Very satisfied
Jobs	Very dissatisfied
Landlords	No response
Loud vehicles	Dissatisfied
Mayor's office	Dissatisfied

More seniors programs	No response
Need a skateboard park for young people	Very dissatisfied
Noise ordinance	Don't know
Noise ordinance	Very dissatisfied
Non residence using landfill	Very dissatisfied
Not for profits	Satisfied
Pandering to SU	Very dissatisfied
Park maintenance	Neutral
Parking authority	Dissatisfied
Parking authority	Very dissatisfied
Parking in my neighborhood	Very dissatisfied
People on the refuse pick up trucks and at the Fredrick county landfill	Very satisfied
Personal property system	Very dissatisfied
Planning & zoning	Very satisfied
Police force	Very dissatisfied
Police response time	Very dissatisfied
Public library	Very satisfied
Public transit	Very dissatisfied
Public water quality	Satisfied
Public works in general	Very satisfied
Public Works oversight of new road construction or repairs	Dissatisfied
Quality of teachers in the city's system	Dissatisfied
Quality of water	Neutral
Recycling	Dissatisfied
Red light timing	Dissatisfied
Removal of large animals on private property	Very dissatisfied
Removing beggars	Very dissatisfied
safety of City park	Very dissatisfied
School Board	Very dissatisfied
Schools	Dissatisfied
Single stream recycling	Very dissatisfied
Snow removal	No response
Snow removal from sidewalks	Very dissatisfied
Snow removal on sidewalks	Very dissatisfied
Speed issues in Meadow Branch	Dissatisfied
Spring clean up	No response
Stop increasing taxes	Very dissatisfied
Storm drains/water ponding	Very dissatisfied
Stray cats & dogs in neighborhood	Very dissatisfied
Street maintenance	Don't know
The Old Town App	Very dissatisfied
Traffic congestion	Very dissatisfied

Trash fee	Very dissatisfied
Trash/recycling/yard waste	Very satisfied
Tree problems & sidewalks	Very dissatisfied
Tree removal	Very dissatisfied
Tree removal & maintenance	Dissatisfied
Tree trimming	Dissatisfied
Tree trimming & replacement of dead trees	No response
Walking path	Neutral
Water & sewer lines	Dissatisfied
Water and sewer	Satisfied
Water sewer service and related cost	Dissatisfied
Water/sewer billing	Dissatisfied
WPD Customer service	Very dissatisfied

Q21a-2. Please list the additional service(s) you would like to rate, and rate your satisfaction for each item (2nd choice):

Accessibility to grocery and gas	Very satisfied
Advertising concerts & social events	Very dissatisfied
Affordable housing	Very dissatisfied
Amount of trash you can put out	Very dissatisfied
Board of Architectural review	Very dissatisfied
Business owners	Very satisfied
Capability of senior City staff and City council	Dissatisfied
City bus transportation	Very dissatisfied
City Council	Dissatisfied
Concerts	Dissatisfied
Cost of water	Dissatisfied
Extra school activities	Dissatisfied
Fast motorcycles	Very dissatisfied
Fee per bag/can for curbside garbage collection	Dissatisfied
Flow of traffic	Dissatisfied
High water and sewer bills	Very dissatisfied
Historic preservation	Very satisfied
Housing needs	Very dissatisfied
Keeping old cars	No response
Maintenance Dept.	Very satisfied
More help for drug addicts and single parents	Very dissatisfied
Old town development board	Very dissatisfied
Open City council meeting	Very dissatisfied
Panhandlers	Dissatisfied
Parks & Recreation	Very satisfied
Pedestrians at crosswalks	Very dissatisfied
Poor street drainage	Very dissatisfied
Quality & amount of splash pads	Very dissatisfied
Quality of life	Dissatisfied
Quality of public schools	Very dissatisfied
Rental home conditions	Very dissatisfied
SPCA	Satisfied
Stormwater	Very dissatisfied
Streets	Don't know
Too much focus on downtown	Very dissatisfied
Traffic control in Meadow Branch	Dissatisfied
Trash containers being thrown around & broken	Dissatisfied
trash on street before trash day	Very dissatisfied
Tree cutting services	Dissatisfied
Types of businesses in strip malls	Very dissatisfied

Q21a-3. Please list the additional service(s) you would like to rate, and rate your satisfaction for each item (3rd choice):

Affordable housing, local employment	Very dissatisfied
Businesses operating out of residential garages	No response
City council hearing & utilities	Very dissatisfied
Enforcement of traffic light violations	Very dissatisfied
Hobby shops, churches, & green space	Very satisfied
Information on property tax	Very dissatisfied
Keeping yards mowed	No response
Littering fines	Very dissatisfied
More comments about police officers	Very dissatisfied
Opiate use reduction	Very dissatisfied
Public restrooms in Downtown	Very dissatisfied
Signs placed in crosswalks impeding traffic flow	Very dissatisfied
Speeding cars on Whitlock Ave	Dissatisfied
Street lighting of appropriate scale	Very dissatisfied
Time allowance for paying city taxes for purchasing new/used vehicles	Dissatisfied
Zoning/permits	Very dissatisfied

Q22. What is your age?

Q22. Your age	Number	Percent
18-34	118	18.8 %
35-44	117	18.6 %
45-54	123	19.6 %
55-64	122	19.4 %
65-74	91	14.5 %
75+	51	8.1 %
Not provided	6	1.0 %
Total	628	100.0 %

WITHOUT "NOT PROVIDED"

Q22. What is your age? (without "not provided")

Q22. Your age	Number	Percent
18-34	118	19.0 %
35-44	117	18.8 %
45-54	123	19.8 %
55-64	122	19.6 %
65-74	91	14.6 %
75+	51	8.2 %
Total	622	100.0 %

Q23. What is your approximate total annual household income?

Q23. Your approximate total annual household income	Number	Percent
Under \$35K	113	18.0 %
\$35K-\$49,999	78	12.4 %
\$50K-\$74,999	113	18.0 %
\$75K-\$99,999	83	13.2 %
\$100K-\$124,999	69	11.0 %
\$125K+	115	18.3 %
Not provided	57	9.1 %
Total	628	100.0 %

WITHOUT "NOT PROVIDED"

Q23. What is your approximate total annual household income? (without "not provided")

Q23. Your approximate total annual household income	Number	Percent
Under \$35K	113	19.8 %
\$35K-\$49,999	78	13.7 %
\$50K-\$74,999	113	19.8 %
\$75K-\$99,999	83	14.5 %
\$100K-\$124,999	69	12.1 %
\$125K+	115	20.1 %
Total	571	100.0 %

Q24. How would you describe your race/ethnicity?

Q24. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	14	2.2 %
American Indian/Eskimo	8	1.3 %
African American/Black	66	10.5 %
Caucasian/White	525	83.6 %
Other	17	2.7 %
Total	630	

Q24. Other

Q24. Other	Number	Percent
Mixed	3	30.0 %
Latino	2	20.0 %
Hispanic	2	20.0 %
Jewish	1	10.0 %
Middle Eastern	1	10.0 %
European	1	10.0 %
Total	10	100.0 %

Q25. Are you of Hispanic, Latino, or other Spanish origin?

Q25. Are you of Hispanic, Latino, or other Spanish origin?	Number	Percent
Yes	42	6.7 %
No	582	92.7 %
Not provided	4	0.6 %
Total	628	100.0 %

WITHOUT "NOT PROVIDED"

Q25. Are you of Hispanic, Latino, or other Spanish origin? (without "not provided")

Q25. Are you of Hispanic, Latino, or other Spanish origin?	Number	Percent
Yes	42	6.7 %
No	582	93.3 %
Total	624	100.0 %

Q26. Your gender:

Q26. Your gender	Number	Percent
Male	308	49.0 %
Female	318	50.6 %
Not provided	2	0.3 %
Total	628	100.0 %

WITHOUT "NOT PROVIDED"

Q26. Your gender: (without "not provided")

Q26. Your gender	Number	Percent
Male	308	49.2 %
Female	318	50.8 %
Total	626	100.0 %

Section 6:
Survey Instrument



Rouss City Hall
15 North Cameron Street
Winchester, VA 22601

Telephone: (540) 667-1815
FAX: (540) 722-3618
TDD: (540) 722-0782
Website: www.winchesterva.gov

September 2017

Dear Winchester Resident:

The City of Winchester is responsible for the delivery of a wide range of services, including public safety, transportation, parks and recreation, code enforcement and many others. To ensure that the City's priorities are aligned with the needs of our residents, **we want to know what you think**. Your input on the enclosed survey is valuable and extremely important to us and will inform budget and strategic plan decisions for the next three years. This is the fourth official community survey conducted by the City since 2008. The results of the survey will help us benchmark how we've improved since the last survey and identify areas still in need of improvement.

We appreciate your time and realize this survey will take several minutes to complete; however, every question is important. The time you invest in this survey will influence dozens of decisions concerning the City's future.

At your earliest convenience, please complete and return the survey in the enclosed postage-paid envelope addressed to ETC Institute (725 West Frontier Circle, Olathe, KS, 66061). Please be assured that your responses will remain completely **confidential** at all times.

If you would like to take the survey **online**, please visit www.WinchesterVASurvey.org.

If you have any questions, please call the City's Communications Department at (540) 667-1815, ext. 1670 or pio@winchesterva.gov. Thank you for taking the time to better our community.

Sincerely,

A handwritten signature in blue ink that reads "Eden E. Freeman".

Eden E. Freeman
City Manager

"To provide a safe, vibrant, sustainable community while striving to constantly improve the quality of life for our citizens and economic partners."



City of Winchester, Virginia 2017 Community 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 Communications Department at (540) 667-1815, or email pio@winchesterva.gov.

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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of public safety services (police, fire and rescue)	5	4	3	2	1	9
02. Overall efforts to ensure the community is prepared for emergencies	5	4	3	2	1	9
03. Overall maintenance of streets	5	4	3	2	1	9
04. Overall effectiveness of communication by Winchester City government	5	4	3	2	1	9
05. Overall quality of public (bus) transportation services	5	4	3	2	1	9
06. Quality of parks and recreation facilities	5	4	3	2	1	9
07. Quality of recreation programs	5	4	3	2	1	9
08. Quality of customer service provided by city employees	5	4	3	2	1	9
09. Management of traffic flow on city streets	5	4	3	2	1	9
10. Quality of public schools	5	4	3	2	1	9
11. Efforts to revitalize downtown	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 1.]

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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your local tax dollars and fees	5	4	3	2	1	9
2. Overall quality of services provided by the City	5	4	3	2	1	9
3. Overall quality of life in Winchester	5	4	3	2	1	9
4. How well the city is managing growth	5	4	3	2	1	9

4. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of City parks	5	4	3	2	1	9
02. Number of City parks	5	4	3	2	1	9
03. Walking and biking trails in the city	5	4	3	2	1	9
04. Availability of City recreation facilities	5	4	3	2	1	9
05. Quality of outdoor athletic facilities (e.g., tennis, soccer, baseball, football, etc.)	5	4	3	2	1	9
06. Quality of indoor athletic facilities (e.g., gym, fitness room, racquetball court)	5	4	3	2	1	9
07. Availability of information about recreation programs	5	4	3	2	1	9
08. Quality of the indoor pool in Jim Barnett Park	5	4	3	2	1	9
09. Quality of the outdoor pool in Jim Barnett Park	5	4	3	2	1	9
10. Quality of recreation programs for youth	5	4	3	2	1	9
11. Quality of recreation programs for seniors	5	4	3	2	1	9
12. Quality of recreation programs for adults	5	4	3	2	1	9

5. Which TWO of the Parks and Recreation items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 4.]*

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
01. Overall quality of police protection	5	4	3	2	1	9
02. Visibility of police in neighborhoods	5	4	3	2	1	9
03. How quickly police respond to emergencies	5	4	3	2	1	9
04. Efforts by the City to prevent crime	5	4	3	2	1	9
05. Police efforts to reduce gang related activity	5	4	3	2	1	9
06. Overall quality of fire services	5	4	3	2	1	9
07. Overall quality of emergency medical service	5	4	3	2	1	9
08. How quickly fire and emergency medical services personnel respond	5	4	3	2	1	9
09. Amount of street lighting	5	4	3	2	1	9
10. Visibility of police in downtown Winchester	5	4	3	2	1	9

7. Which TWO of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 6.]*

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...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Walking in your neighborhood during the day	5	4	3	2	1	9
2. Walking in your neighborhood after dark	5	4	3	2	1	9
3. In City parks during the day	5	4	3	2	1	9
4. In City parks after dark	5	4	3	2	1	9
5. In downtown Winchester during the day	5	4	3	2	1	9
6. In downtown Winchester after dark	5	4	3	2	1	9
7. In commercial/retail areas of the City outside of downtown	5	4	3	2	1	9

9. **Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Condition of major city streets	5	4	3	2	1	9
02. Condition of streets in your neighborhood	5	4	3	2	1	9
03. Condition of street signs/traffic signals	5	4	3	2	1	9
04. Condition of sidewalks on major city streets	5	4	3	2	1	9
05. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
06. Management of traffic flow at major city intersections	5	4	3	2	1	9
07. Management of traffic flow on major city streets	5	4	3	2	1	9
08. Attractiveness of streetscapes/medians	5	4	3	2	1	9
09. Maintenance of city street lighting	5	4	3	2	1	9
10. Cleanliness of public areas	5	4	3	2	1	9
11. Cleanliness of stormwater drains in your neighborhood	5	4	3	2	1	9
12. Cleanliness of downtown Winchester	5	4	3	2	1	9

10. **Which TWO of the maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** *[Write-in your answers below using the numbers from the list in Question 9.]*

1st: _____ 2nd: _____

11. **Communication.** How do you prefer to get news about the City of Winchester government? *[Check only TWO.]*

- | | |
|--|-------------------------------|
| ____ (1) Social media | ____ (5) Local radio stations |
| ____ (2) City of Winchester website | ____ (6) Local TV news |
| ____ (3) CitE-News (City's weekly electronic newsletter) | ____ (7) Other: _____ |
| ____ (4) Local newspaper | |

12. 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
01. Availability of information about City services and activities	5	4	3	2	1	9
02. Timeliness of information provided by the City	5	4	3	2	1	9
03. Efforts to keep you informed about local issues	5	4	3	2	1	9
04. The quality of the City's social media (e.g. Facebook, Twitter)	5	4	3	2	1	9
05. Quality of the City's cable television channel (ch. 6)	5	4	3	2	1	9
06. The quality of the City's website	5	4	3	2	1	9
07. Quality of information/content on City's website	5	4	3	2	1	9
08. Ease of use/navigation on the City's website	5	4	3	2	1	9
09. Ease of paying bills, applying for applications or permits, etc. on the City's website	5	4	3	2	1	9
10. Opportunity to be involved in local decisions	5	4	3	2	1	9

13. Which TWO of the items listed in Question 12 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 12.]

1st: ____ 2nd: ____

14. **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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the cleanup of junk and debris on private property in your community	5	4	3	2	1	9
2. Enforcing the cutting of weeds and grass on private property	5	4	3	2	1	9
3. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcing sign regulations	5	4	3	2	1	9
5. Enforcing overcrowding regulations (too many people living in a home)	5	4	3	2	1	9
6. Efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9
7. Enforcing the removal of dilapidated housing and blighted property	5	4	3	2	1	9

15. Which TWO of the code enforcement items listed in Question 14 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 14.]

1st: ____ 2nd: ____

16. Do you think the current level of code enforcement is too much, just right, or not enough?

____(3) Too much ____ (2) Just right ____ (1) Not enough ____ (9) Don't know

17. **Utility Services and Public Works.** 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
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Yard waste curbside collection	5	4	3	2	1	9
4. Overall customer service provided by water and sanitary sewer utility services employees	5	4	3	2	1	9
5. Snow removal on major city streets	5	4	3	2	1	9
6. Snow removal on streets in your neighborhood	5	4	3	2	1	9
7. Street sweeping in your neighborhood	5	4	3	2	1	9

18. Which TWO of the utility and public works services listed in Question 17 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 17.]

1st: ____ 2nd: ____

19. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Winchester with regard to each of the following.

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

19a. If you rated the direction that The City is currently moving as "Fair" or "Poor" in Question 19, what is the reason for your answer?

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

____(1) Yes ____ (2) No [Skip to Question 21.]

20a. 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 each of the following.

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

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

___(1) Yes ___(2) No *[Skip to Question 22.]*

21a. Please list the additional service(s) you would like to rate, and rate your satisfaction for each item in the spaces provided below.

Additional services you would like to rate:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	5	4	3	2	1	9
2.	5	4	3	2	1	9
3.	5	4	3	2	1	9

22. What is your age?

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

23. What is your approximate total annual household income?

___(1) Under \$35,000 ___(3) \$50,000-\$74,999 ___(5) \$100,000-\$124,999
 ___(2) \$35,000-\$49,999 ___(4) \$75,000-\$99,999 ___(6) \$125,000+

24. How would you describe your race/ethnicity? *[Check all that apply.]*

___(1) Asian/Pacific Islander ___(3) African American/Black ___(5) Other: _____
 ___(2) American Indian/Eskimo ___(4) Caucasian/White

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

26. 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 to the right 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.
 Thank you.