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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.