

# ***2017 Community Survey*** ***City of Winchester, Virginia***

Presented by

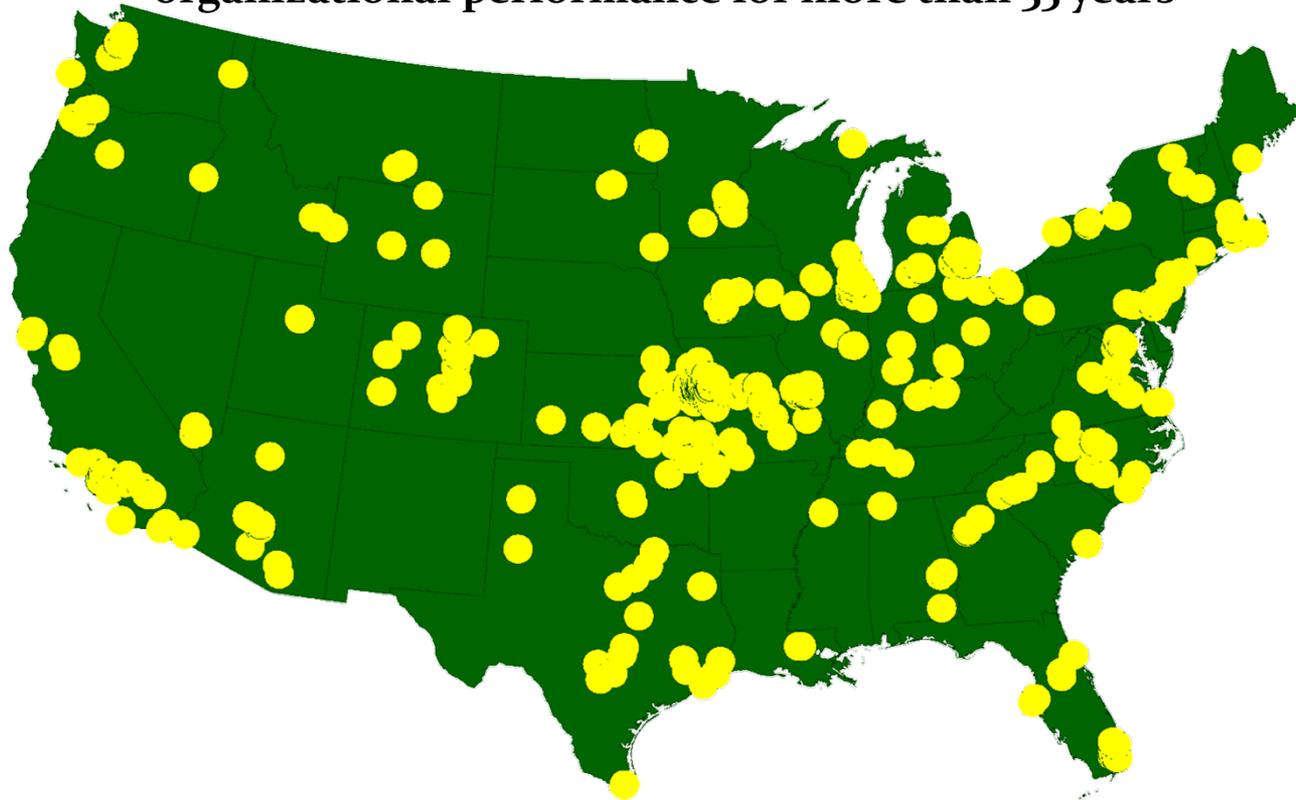


November 2017

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping City and county governments gather and use survey data to enhance  
organizational performance for more than 35 years

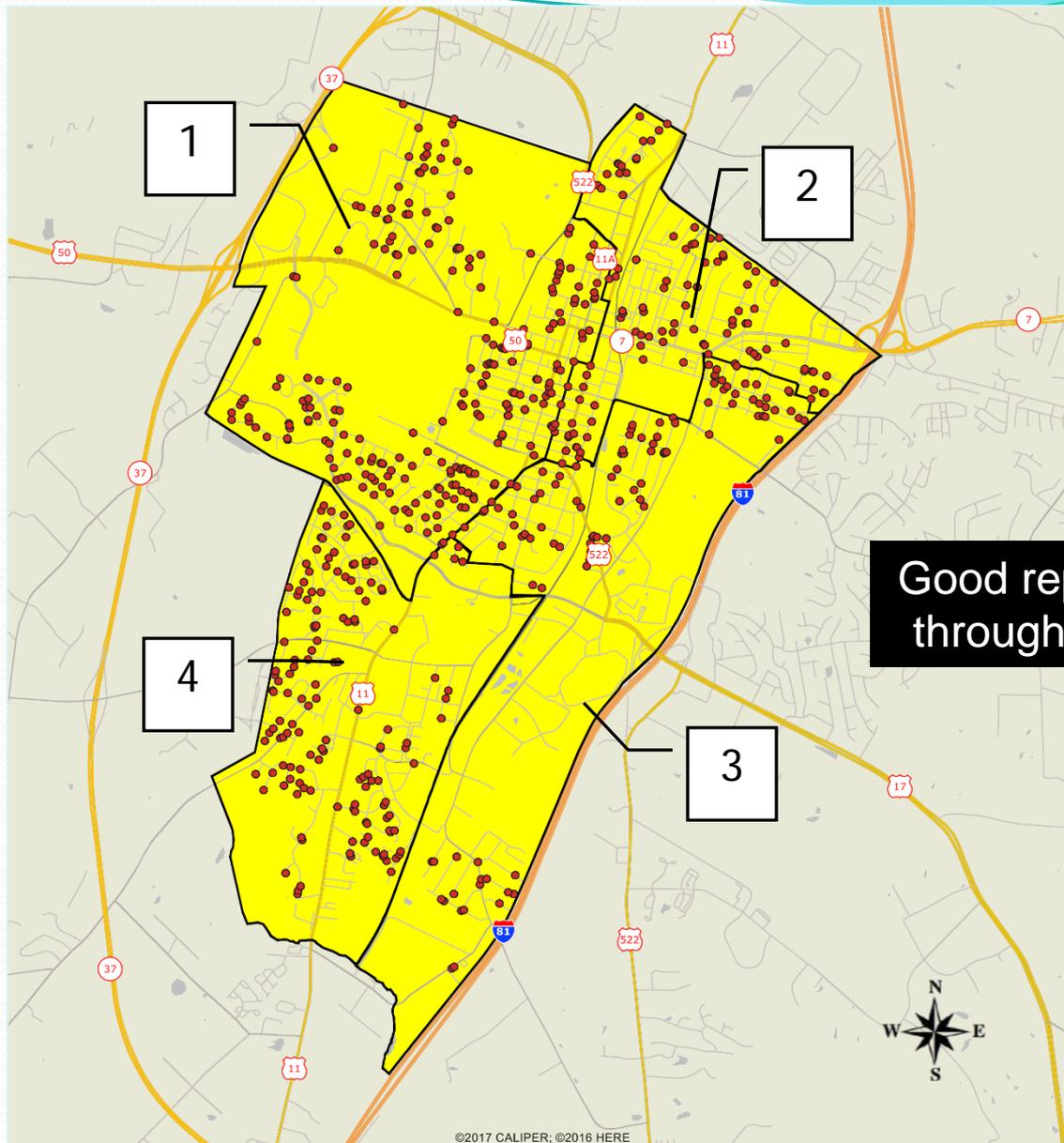


More than 2,150,000 Persons Surveyed Since 2006  
for more than 900 cities in 49 States

# Methodology

- **Survey Description**
  - ❑ six-page survey; included many of the same questions that were asked in previous years
  - ❑ 4<sup>th</sup> Resident Survey conducted for the City
- **Method of Administration**
  - ❑ by mail, online, & phone to a random sample of City residents
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ 628 completed surveys
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.9% overall

# Location of Survey Respondents



Good representation throughout the City

City of Winchester 2017 Community Survey

# Bottom Line Up Front

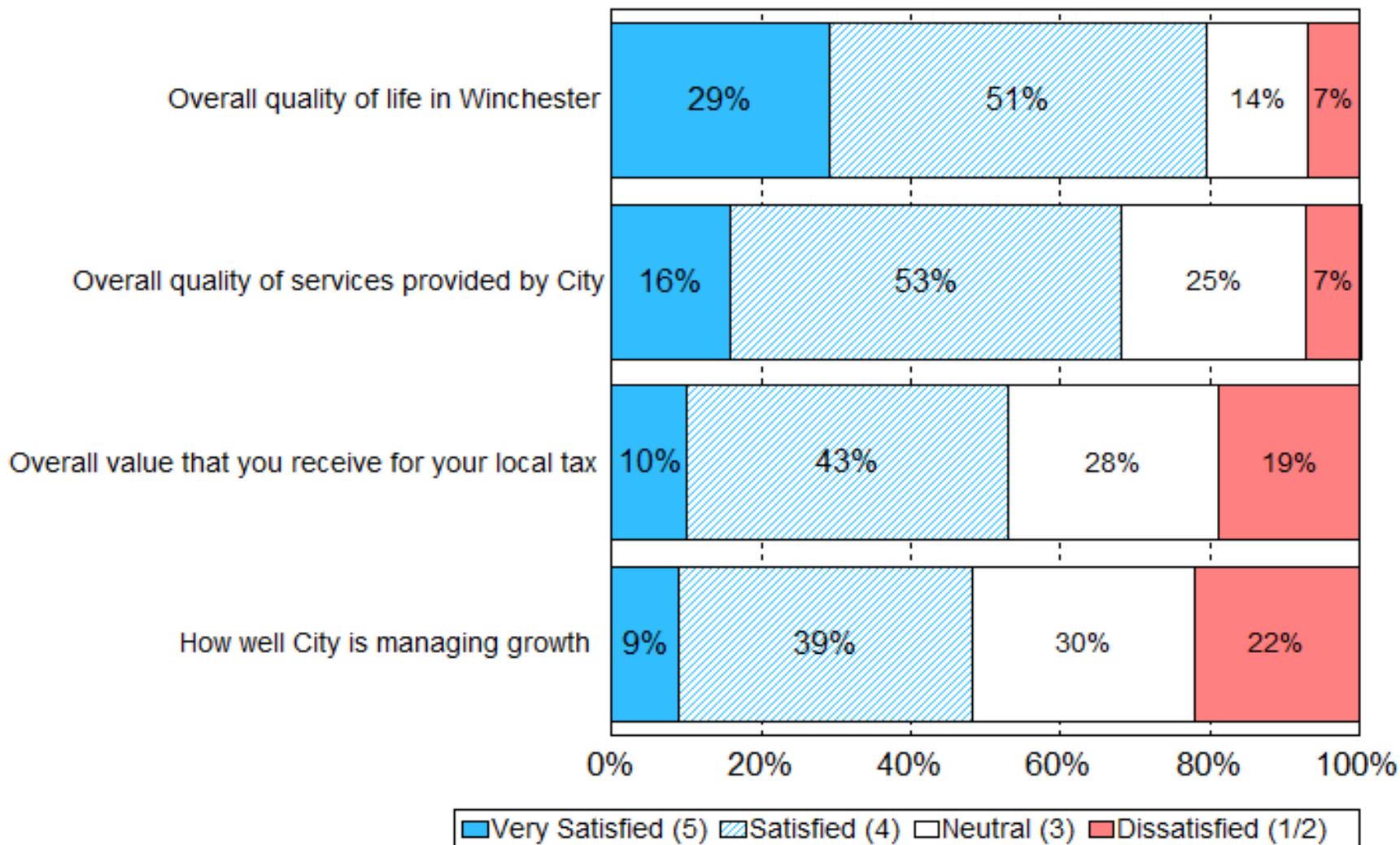
- **Residents Have a Very Positive Perception of the City**
  - ❑ 82% rated Winchester as excellent or good place to live; only 6% rated it as below average or poor
  - ❑ 77% rated Winchester as excellent or good place to raise children; only 8% rated it as below average or poor
- **The City Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased in 62 of 74 areas since 2014, and increased in 46 of 63 areas since 2008
- **Satisfaction with City Services Is Much Higher in Winchester Than Other Communities**
  - ❑ Winchester rated above the U.S. Average in 49 of 61 areas, and above the Atlantic Regional Average in 48 of 61 areas
  - ❑ Satisfaction with the Overall Quality of City Services rated 20% above the U.S. Average, and 18% above the Atlantic Regional Average
- **Overall Priorities for Improvement:**
  - ❑ Management of traffic flow
  - ❑ Maintenance of streets
  - ❑ Quality of public schools

# *Major Finding #1*

Residents Have a Very Positive  
Perception of the City

### Q3. Overall Perceptions of Winchester

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

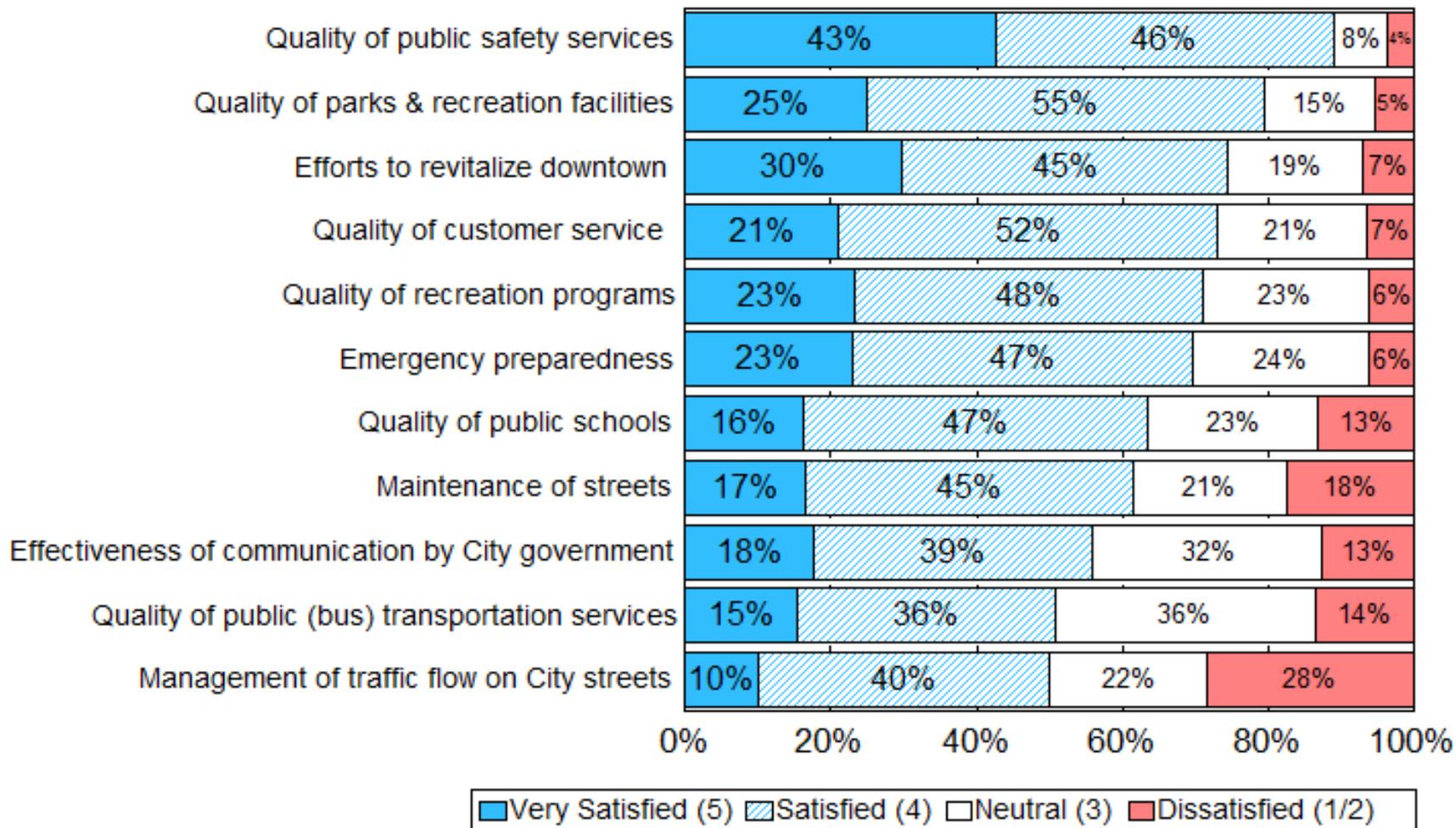


Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

**Nearly a 10-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (69% vs. 7%) with the Overall Quality of Services Provided by the City**

# 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)

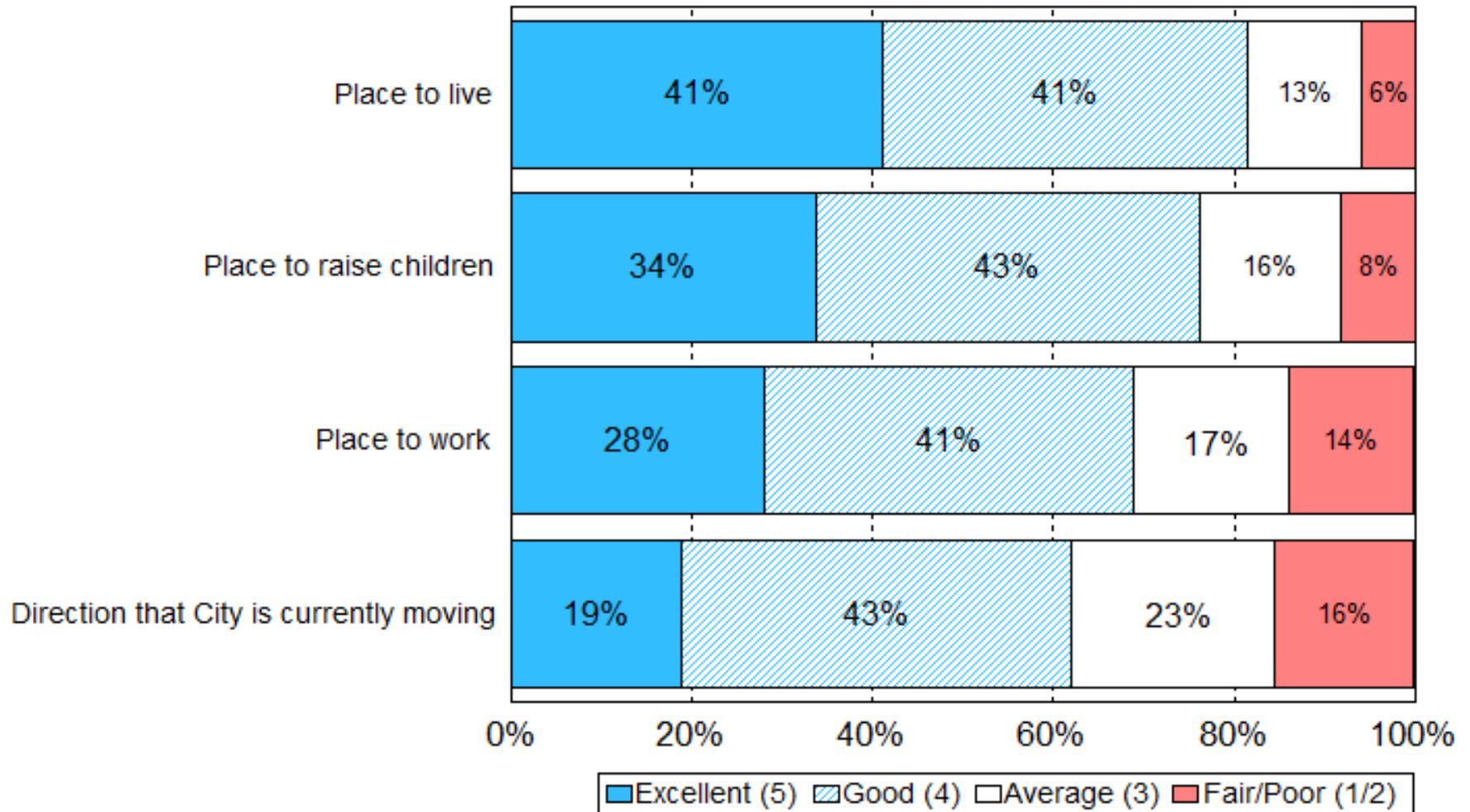


Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

**Most Services Receive High Ratings. Traffic Flow Is the Only Area Where More Than 20% of Residents Are Dissatisfied.**

# 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)

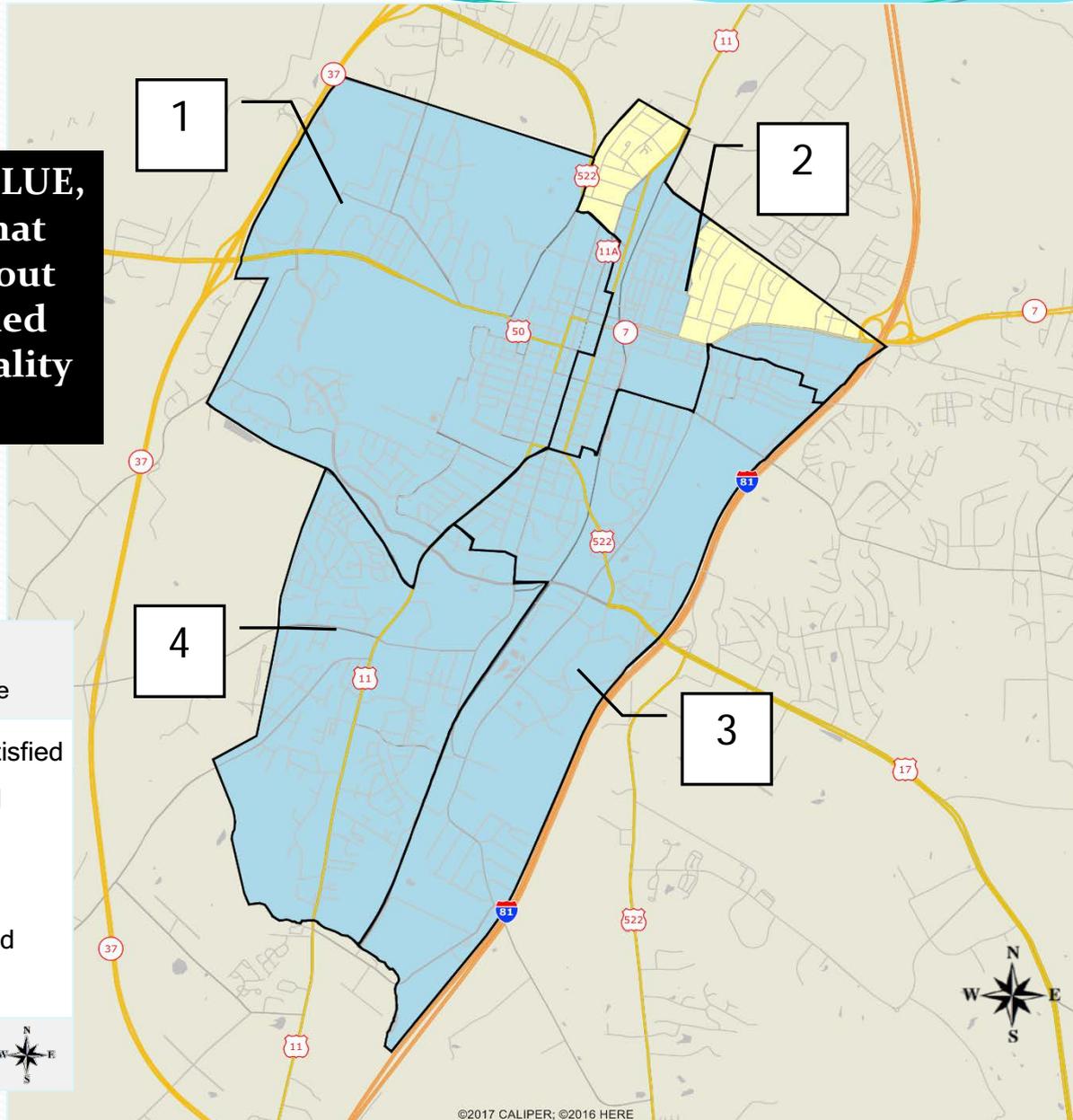


Source: ETC Institute DirectionFinder (2017 - Winchester, VA)

**Most Residents Feel Winchester Is an Excellent or Good Place to Live and Raise Children**

# Overall Quality of Services Provided by the City of Winchester

**MOST areas are in BLUE, which indicates that residents throughout the City are satisfied with the overall quality of City services**



## Legend

Mean rating on a 5-point scale

- 1.0-1.79 Very Dissatisfied
- 1.8-2.59 Dissatisfied
- 2.6-3.39 Neutral
- 3.4-4.19 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

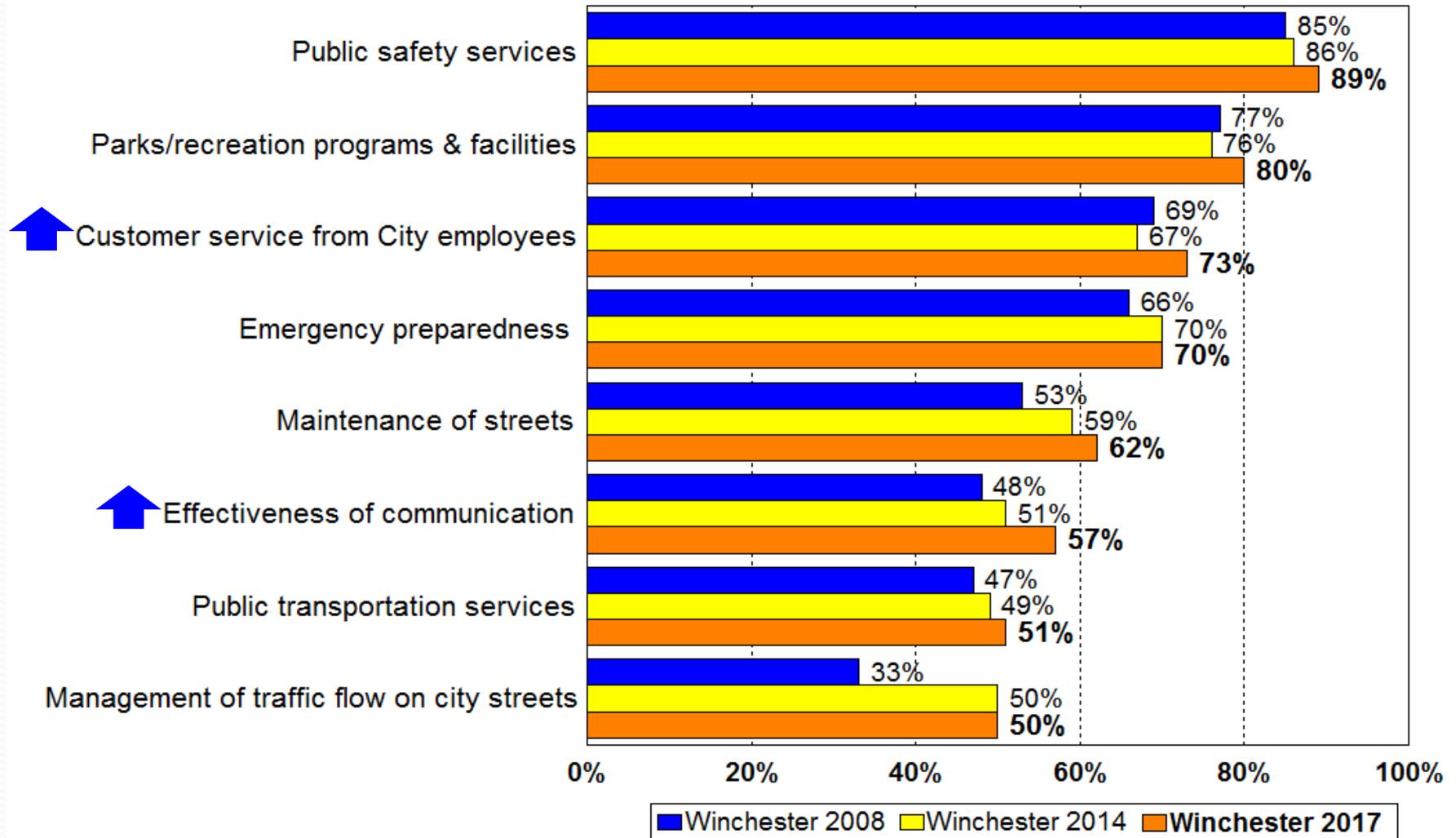
## *Major Finding #2*

The City Is Moving in the Right  
Direction

# Overall Satisfaction with Major Categories of 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)

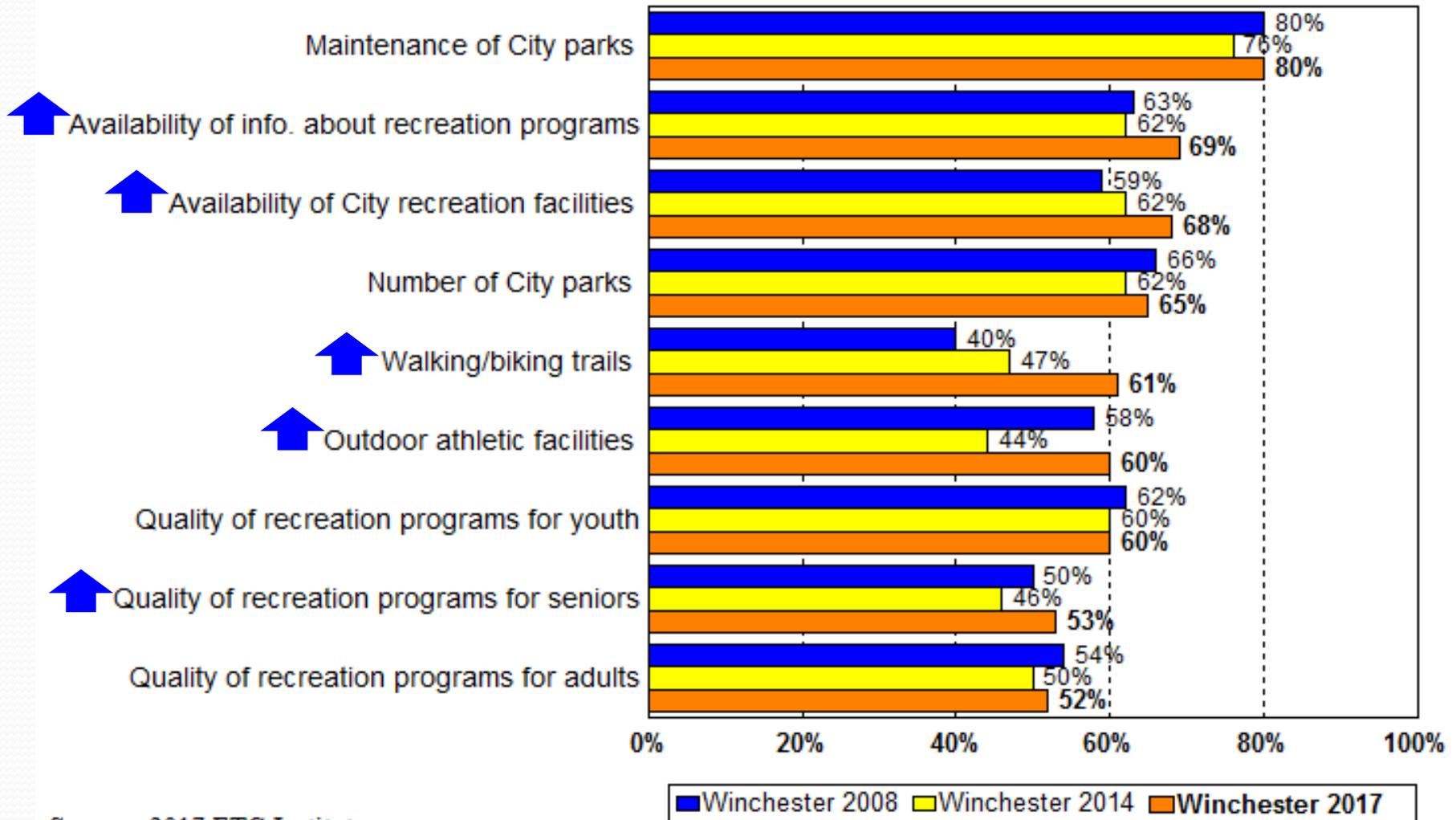


Source: 2017 ETC Institute

**Significant Increases From 2014:** ↑ **Significant Decreases From 2014:** ↓

# Overall Satisfaction with Parks and Recreation 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)



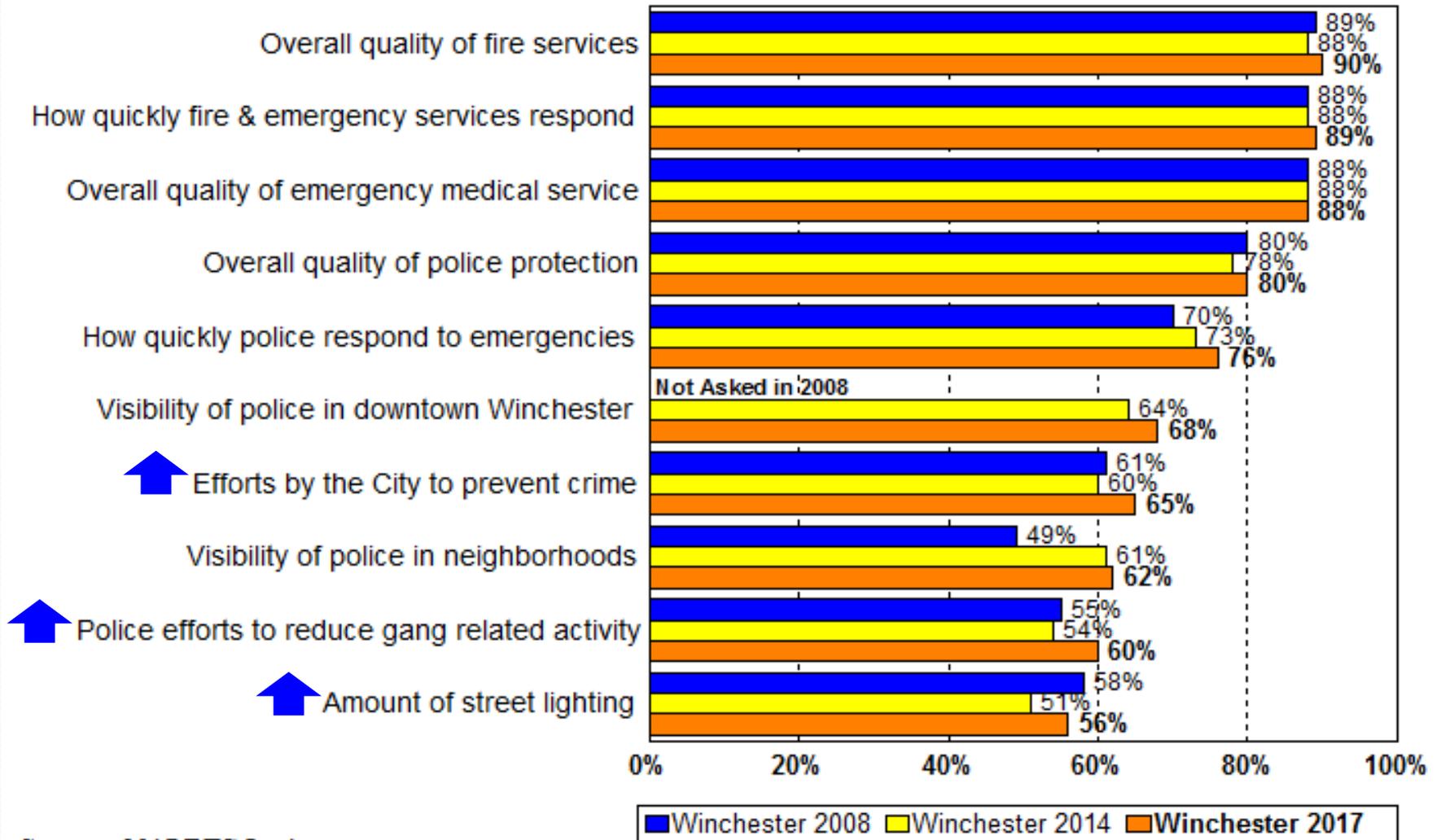
Source: 2017 ETC Institute

**Significant Increases From 2014:** ↑ **Significant Decreases From 2014:** ↓

# Overall Satisfaction with Public Safety

## 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)



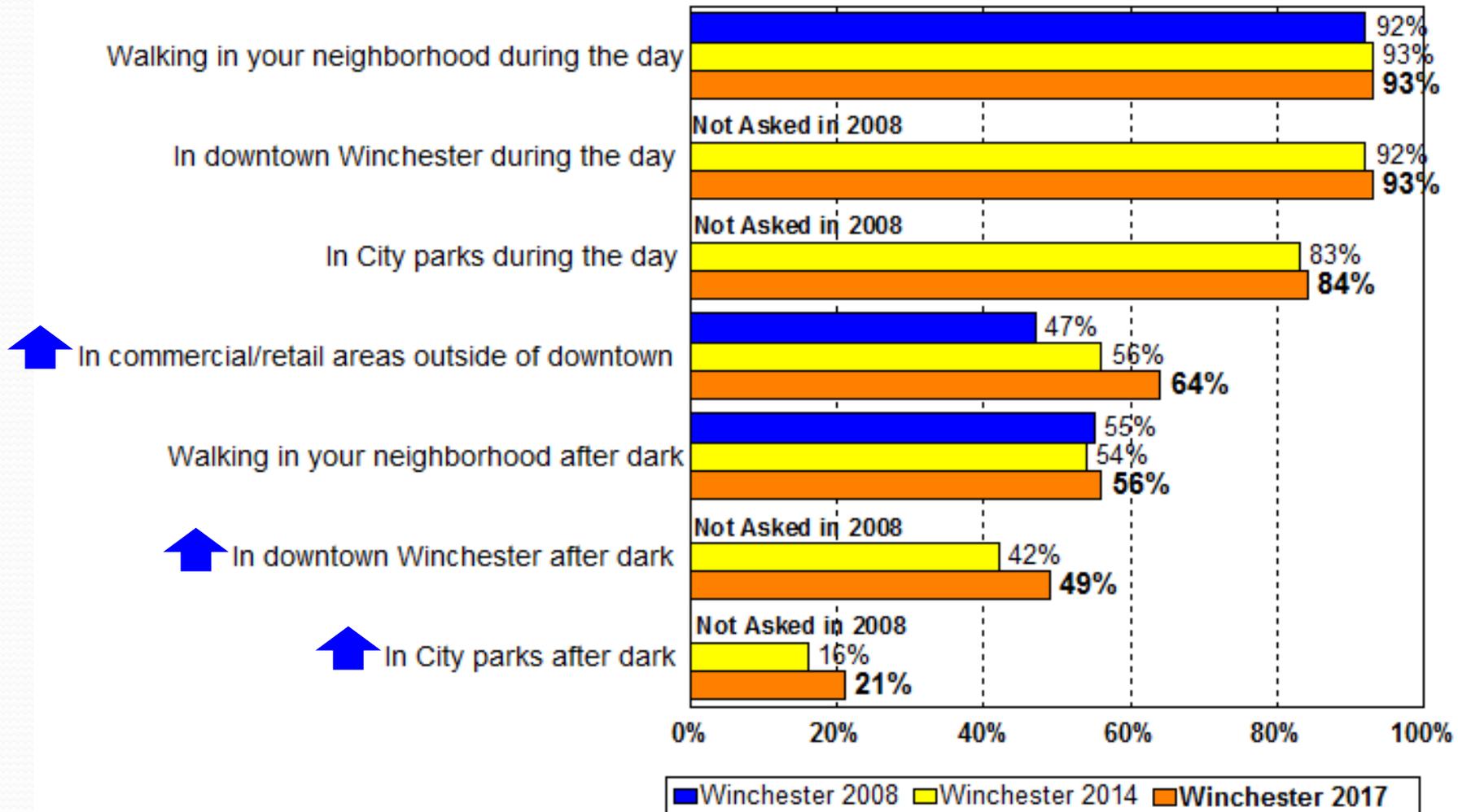
Source: 2017 ETC Institute

**Significant Increases From 2014:** ↑ **Significant Decreases From 2014:** ↓

# How Safe Residents Feel in their Community

## Trends - 2008, 2014 & 2017

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

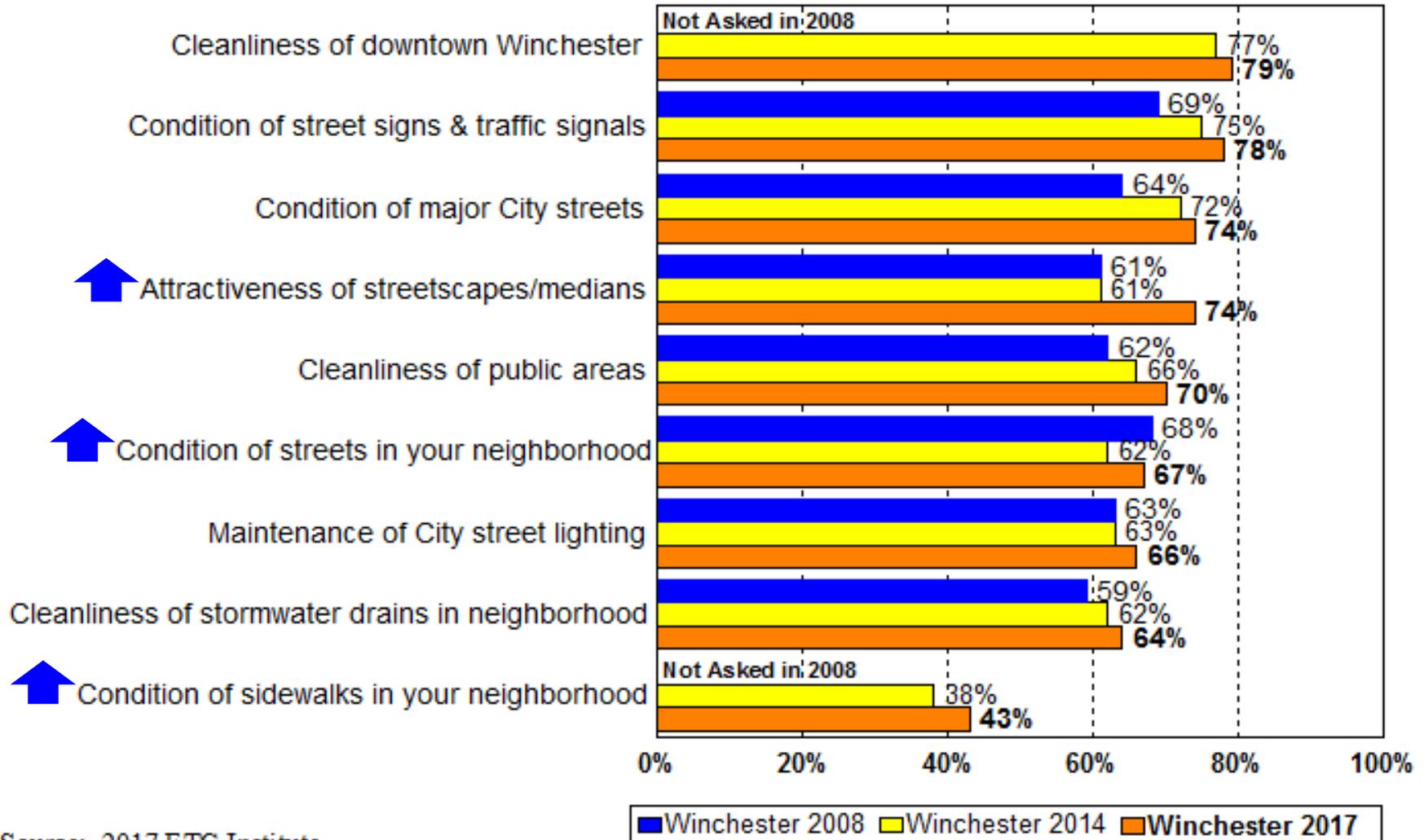


Source: 2017 ETC Institute

Significant Increases From 2014: ↑ Significant Decreases From 2014: ↓

# 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)

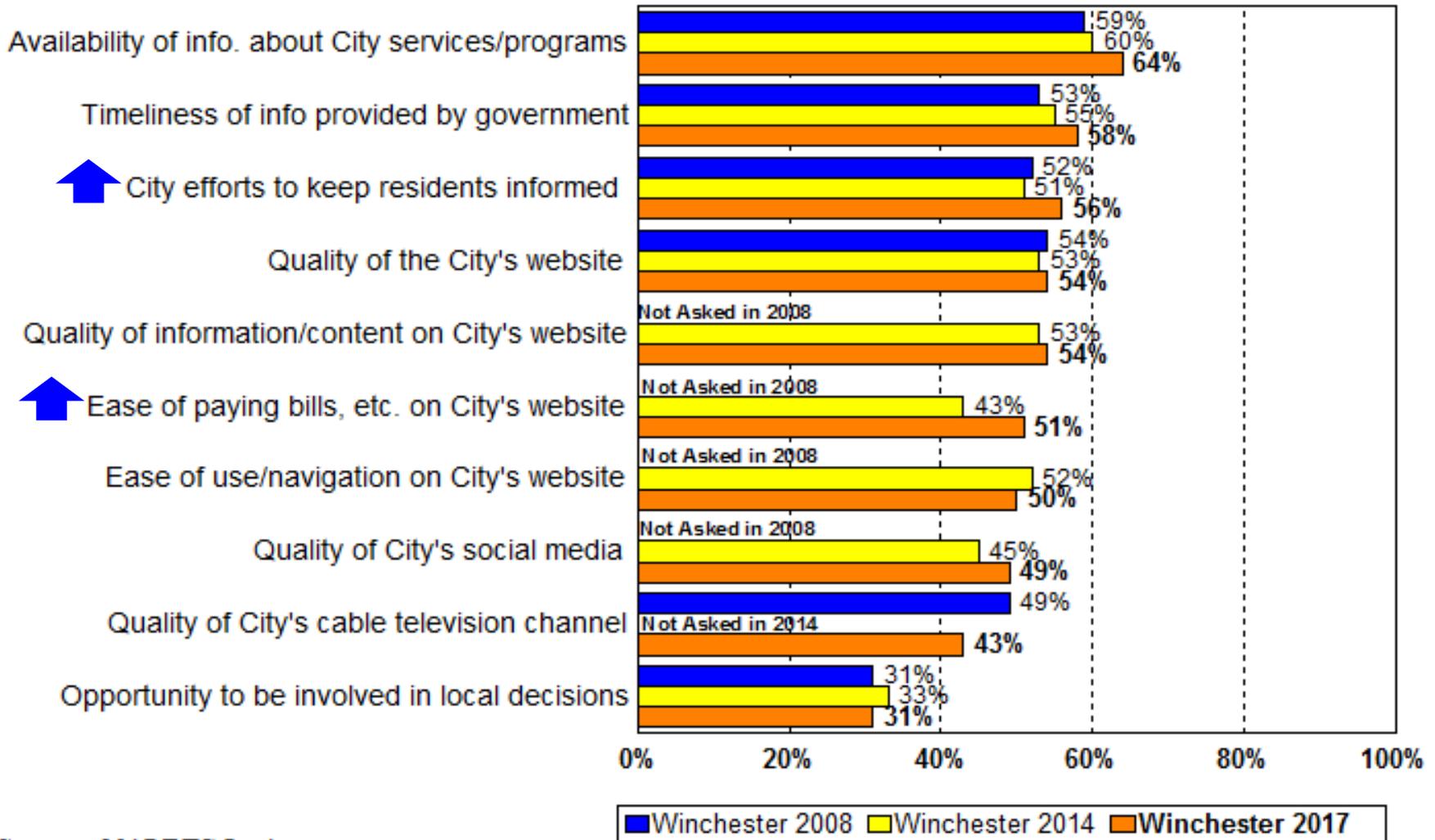


Source: 2017 ETC Institute

Significant Increases From 2014: ↑ Significant Decreases From 2014: ↓

# 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)

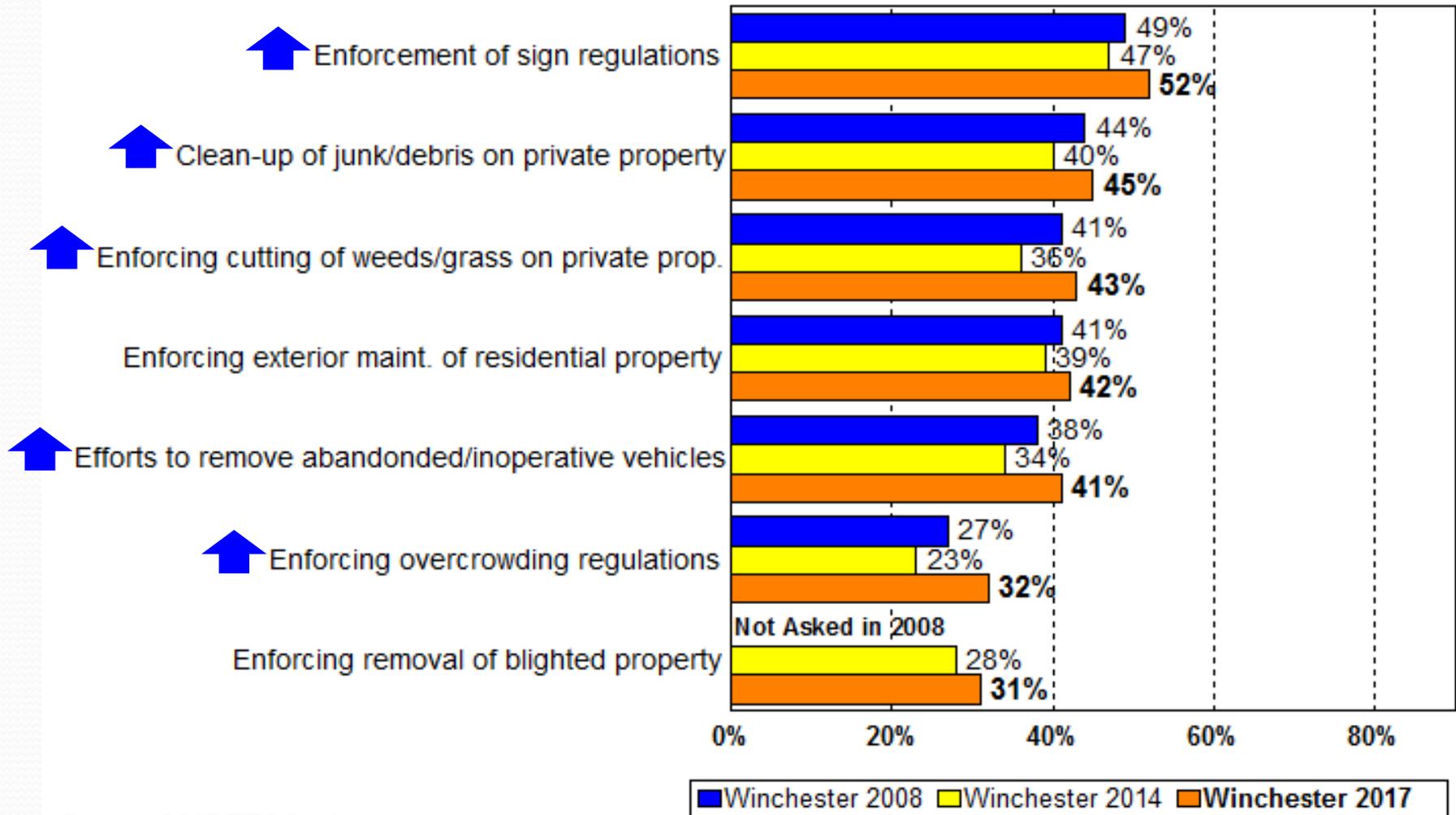


Source: 2017 ETC Institute

**Significant Increases From 2014:** ↑ **Significant Decreases From 2014:** ↓

# 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)

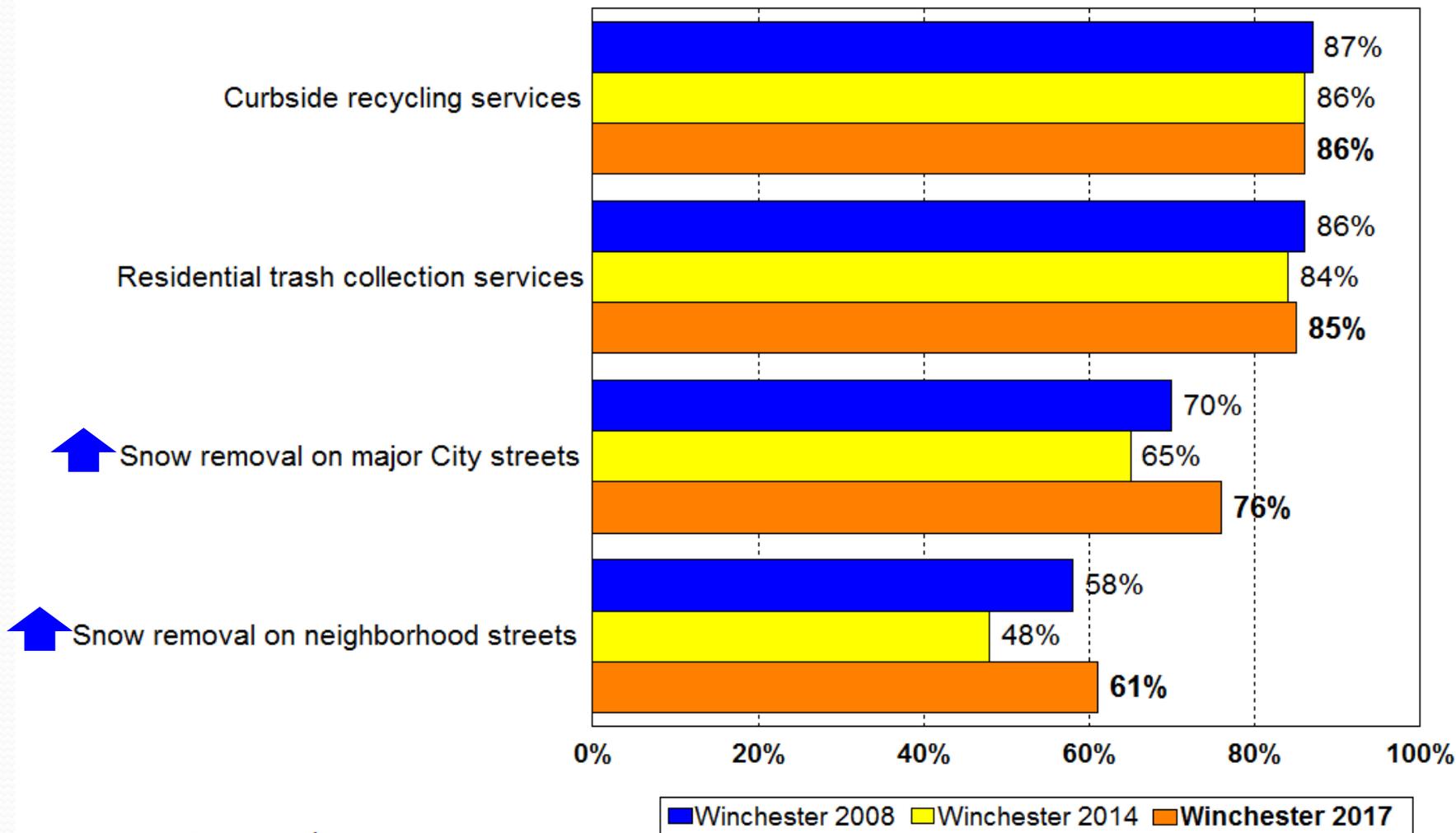


Source: 2017 ETC Institute

Significant Increases From 2014: ↑ Significant Decreases From 2014: ↓

# 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

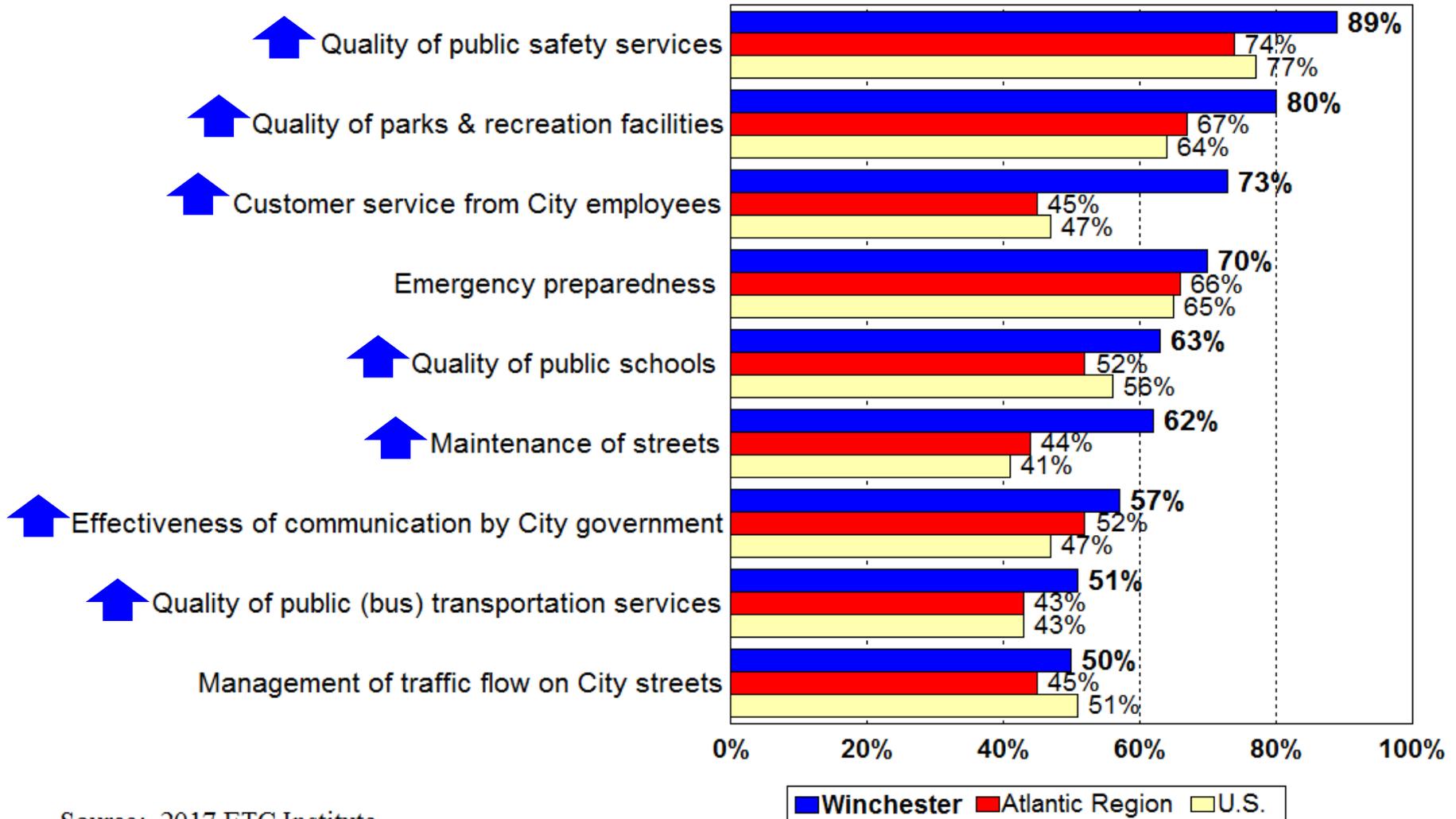
**Significant Increases From 2014:** ↑ **Significant Decreases From 2014:** ↓

## *Major Finding #3*

**Satisfaction with City Services Is  
Much Higher in Winchester Than  
in Other Communities**

# 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)



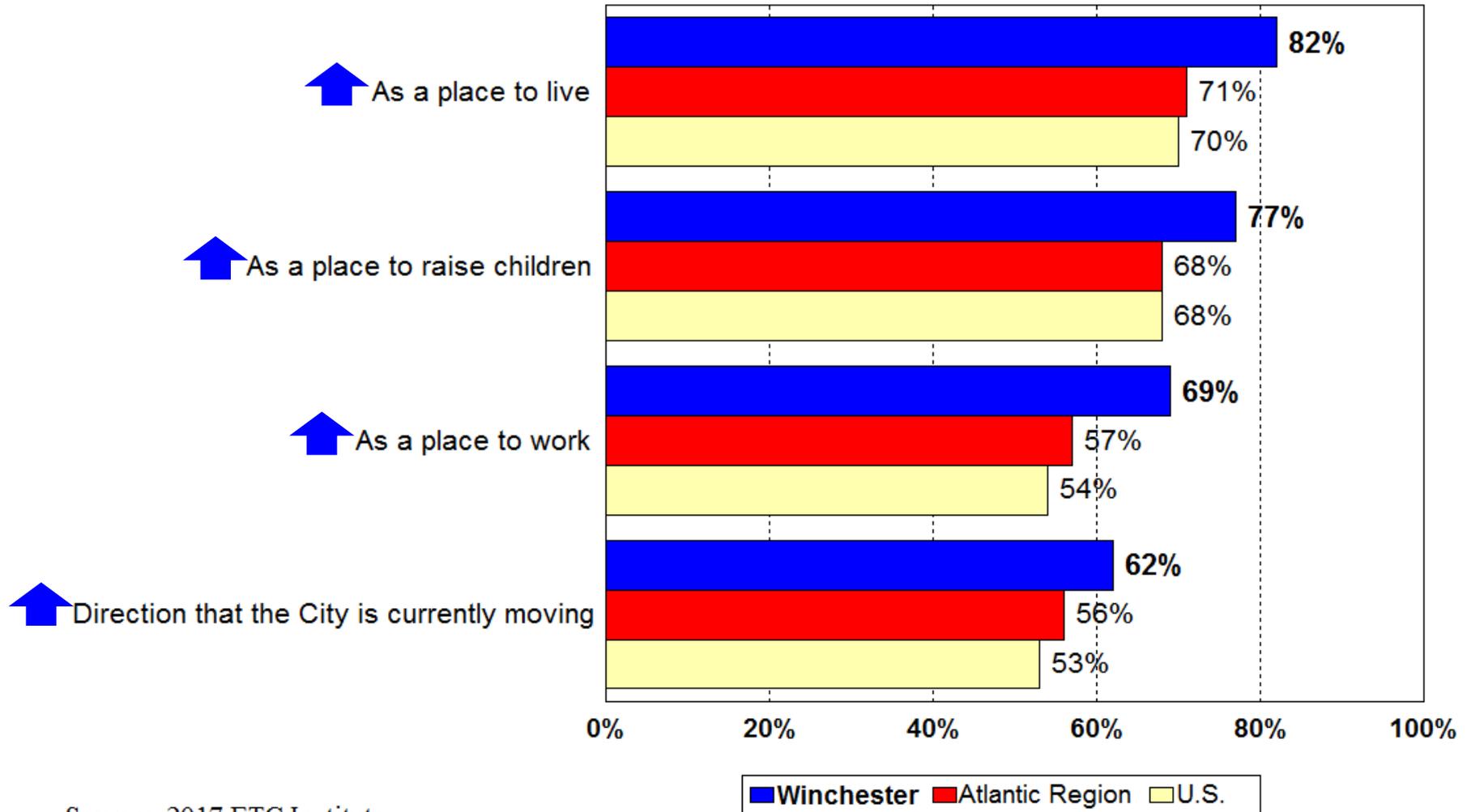
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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

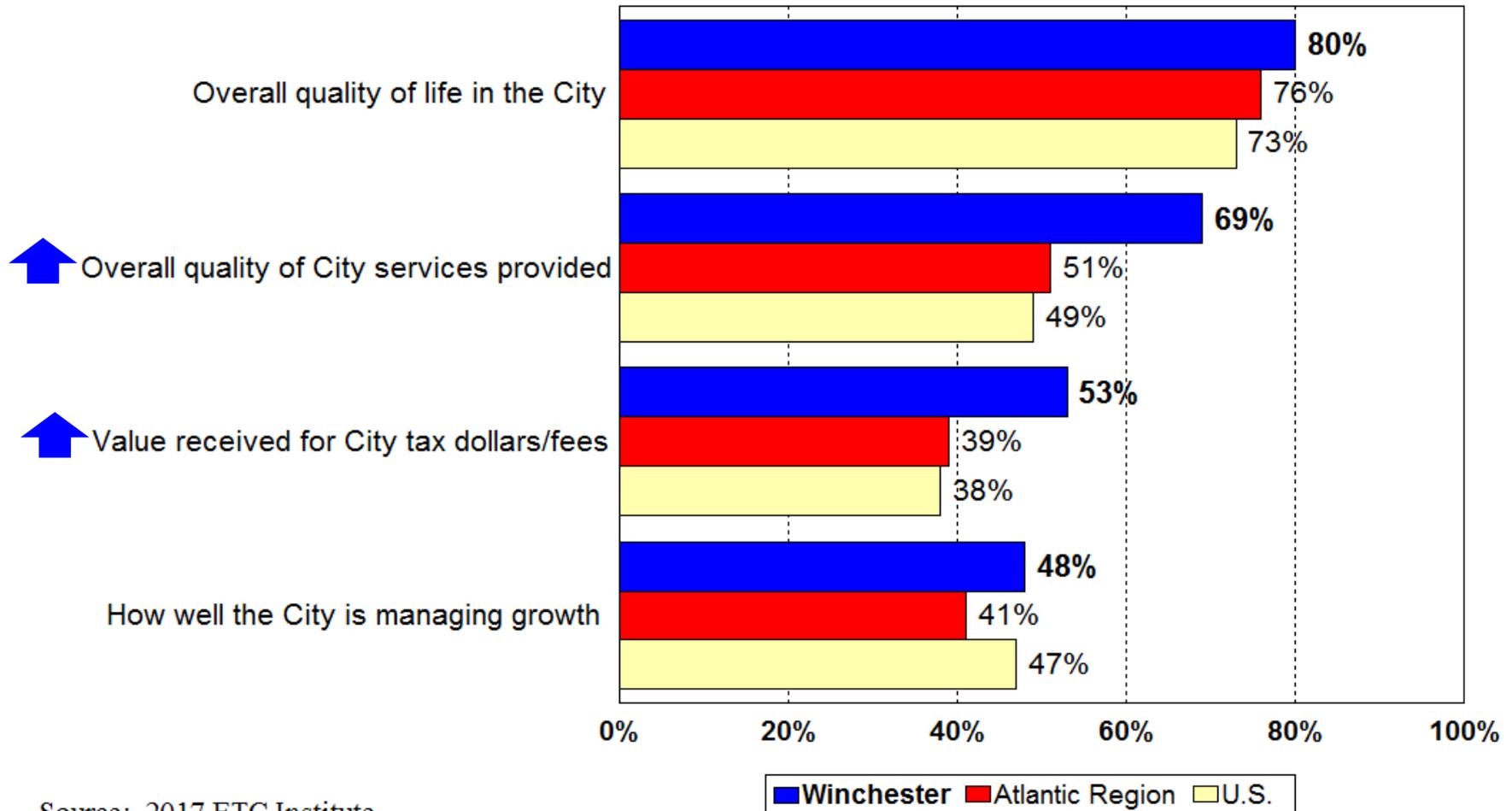
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Issues that Influence Perceptions of the City

## 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)



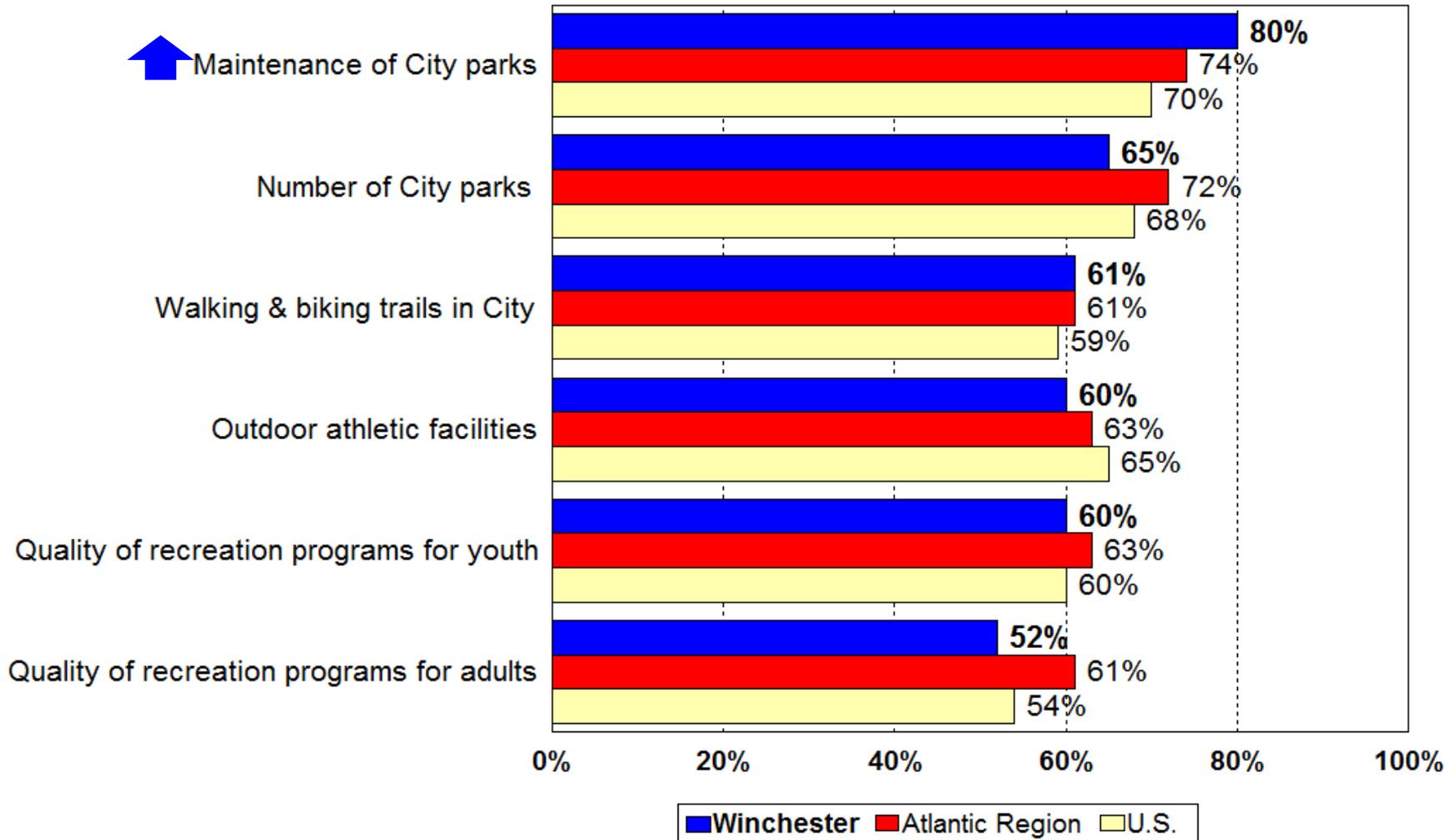
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Parks and Recreation 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)



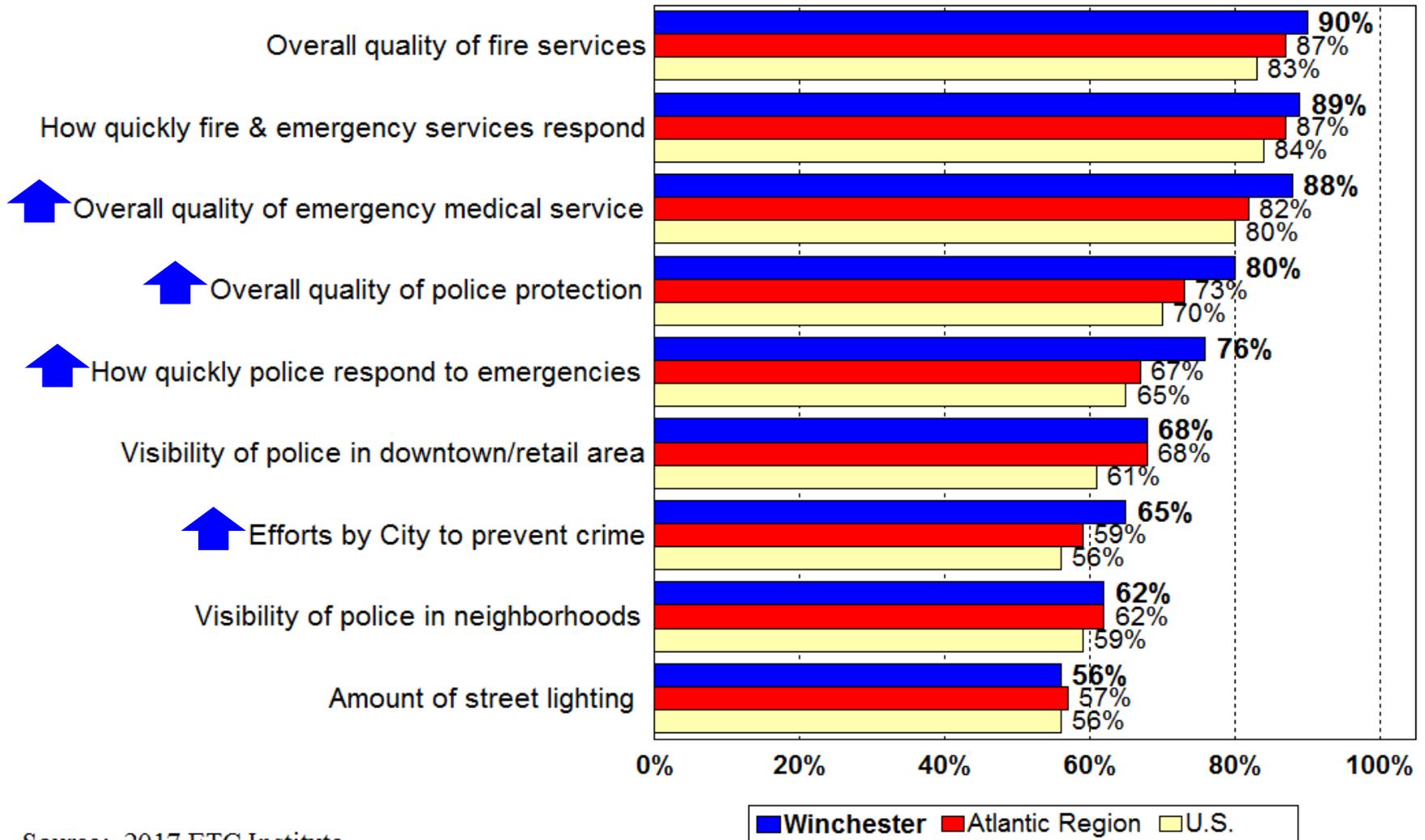
Source: 2017 ETC Institute

**Significantly Higher:**

**Significantly Lower:**

# Overall Satisfaction with Public Safety 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)

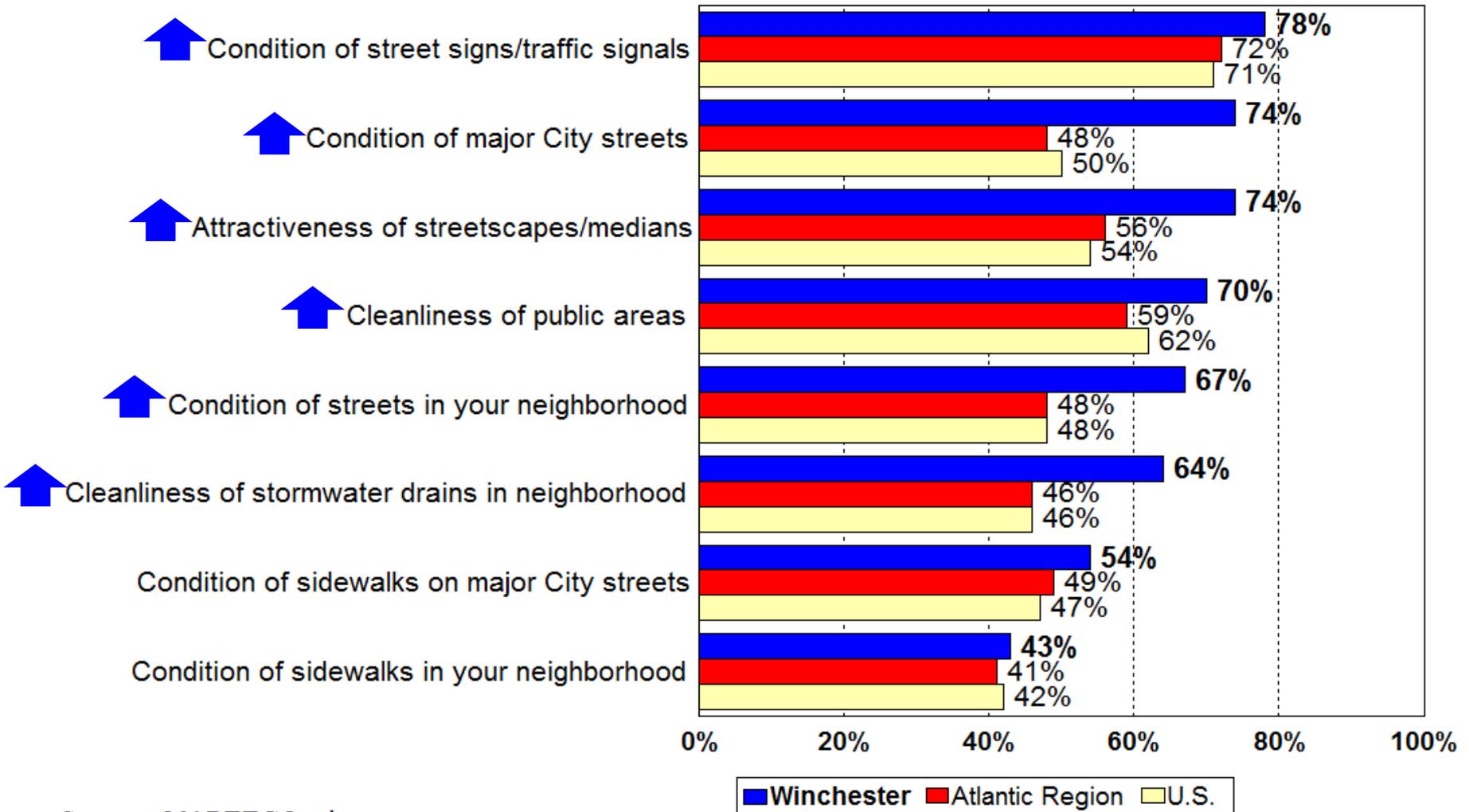


**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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)



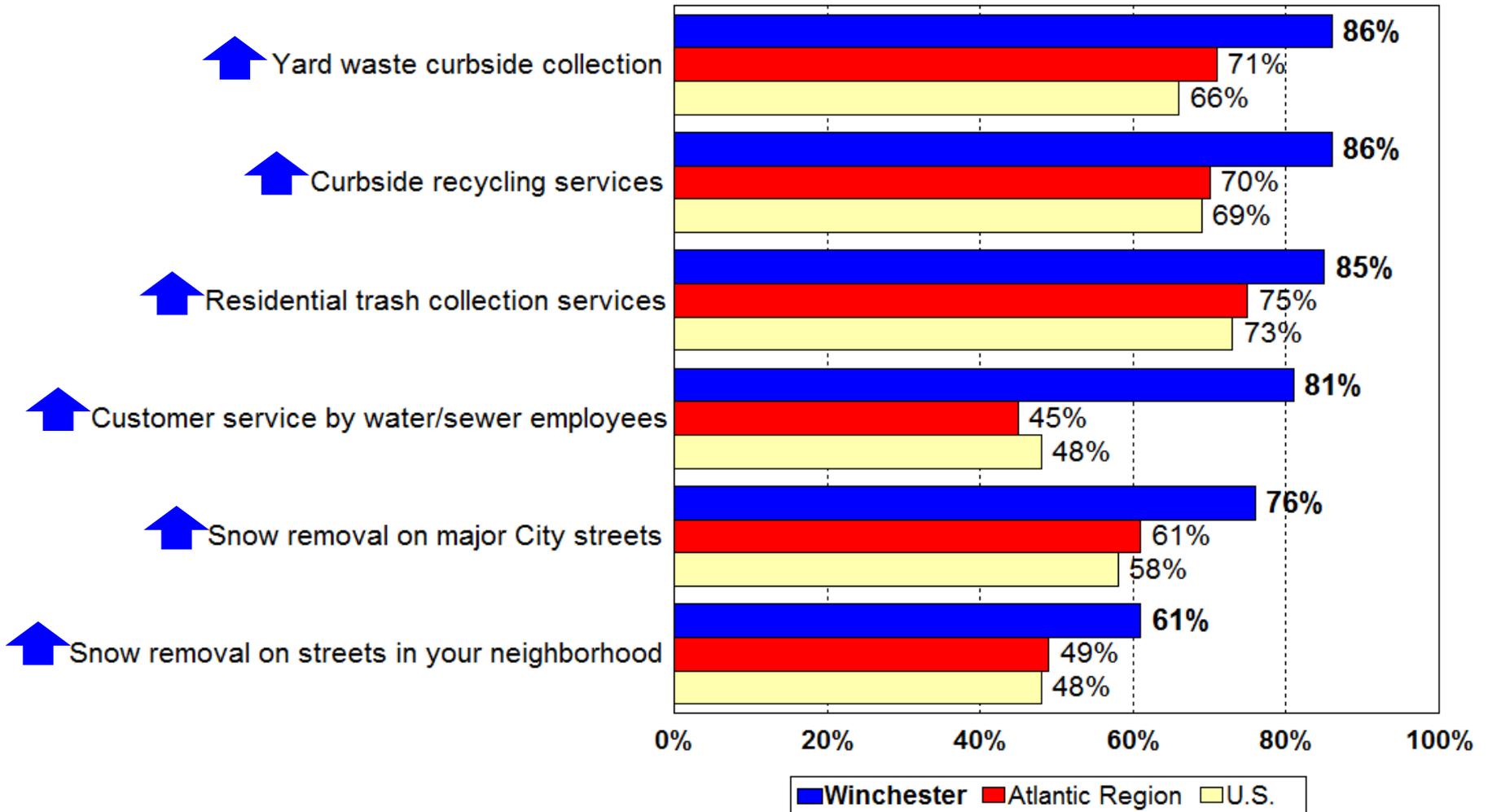
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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)



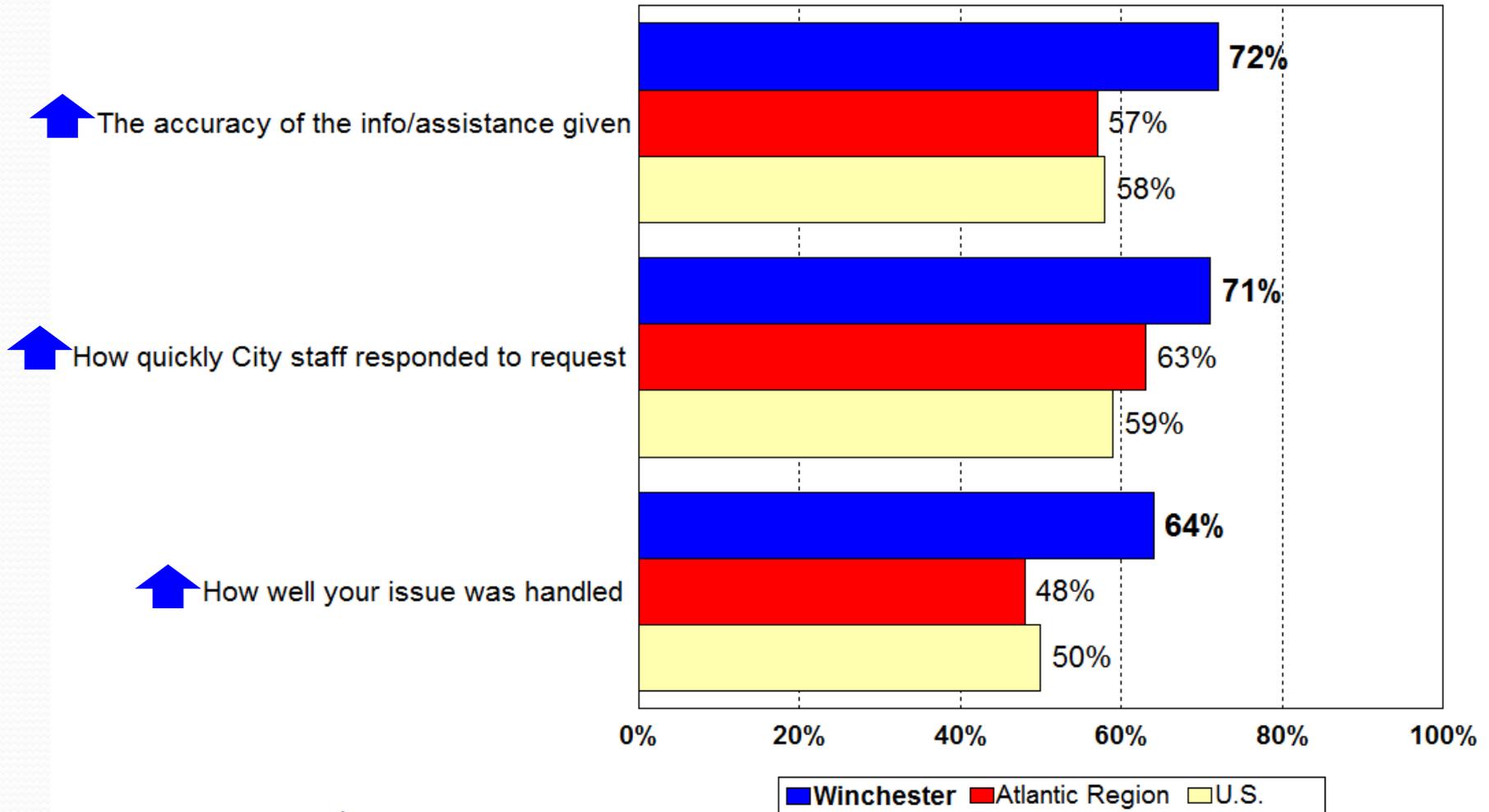
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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

**Significantly Higher:**

**Significantly Lower:**

**Major Finding #4**  
**Priorities for Investment**

# 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
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Management of traffic flow on City streets	45%	1	50%	11	0.2245	1
<b><i>High Priority (IS .10-.20)</i></b>						
Maintenance of streets	43%	2	62%	8	0.1623	2
Quality of public schools	39%	3	63%	7	0.1439	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
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

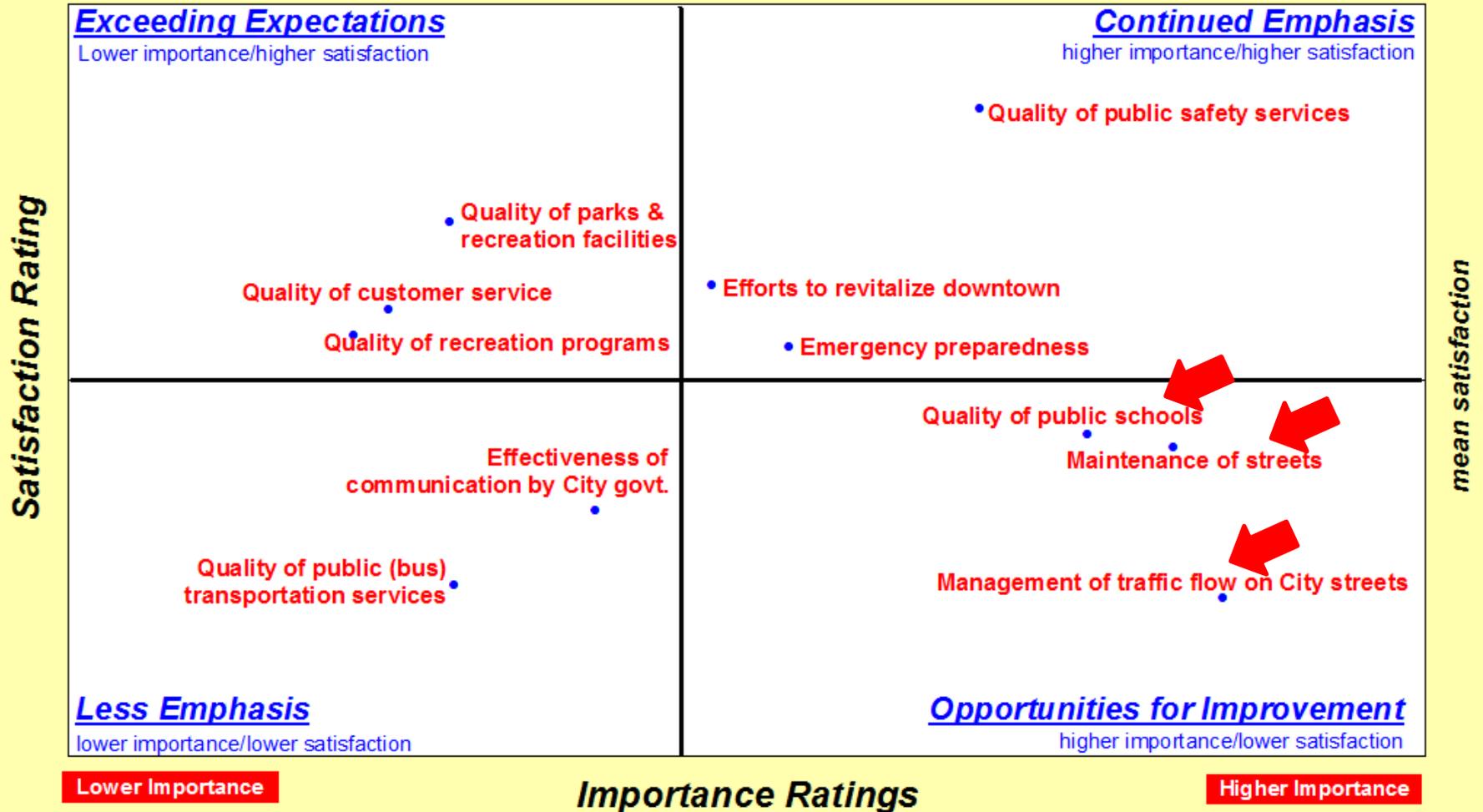
**Overall Priorities:** 

# 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*



# 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
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Mgmt. of traffic flow at major City intersections	37%	1	44%	11	0.2050	1
<b><i>High Priority (IS .10-.20)</i></b>						
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
<b><i>Medium Priority (IS &lt;.10)</i></b>						
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

**Maintenance Priorities:** 

# 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
<b><i>High Priority (IS .10-.20)</i></b>						
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
<b><i>Medium Priority (IS &lt; .10)</i></b>						
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

**Public Safety Priorities:** 

# Summary

- **Residents Have a Very Positive Perception of the City**
  - ❑ 82% rated Winchester as excellent or good place to live; only 6% rated it as below average or poor
  - ❑ 77% rated Winchester as excellent or good place to raise children; only 8% rated it as below average or poor
- **The City Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased in 62 of 74 areas since 2014, and increased in 46 of 63 areas since 2008
- **Satisfaction with City Services Is Much Higher in Winchester Than Other Communities**
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- **Overall Priorities for Improvement:**
  - ❑ Management of traffic flow
  - ❑ Maintenance of streets
  - ❑ Quality of public schools

# Questions?

THANK YOU!!