
2014 DirectionFinder® Survey **DRAFT Final Report Findings**

Submitted to:
The City of Winchester, VA



By

ETC
Institute

**725 W. Frontier
Olathe, KS 66061
(913) 829- 1215**

October 2014

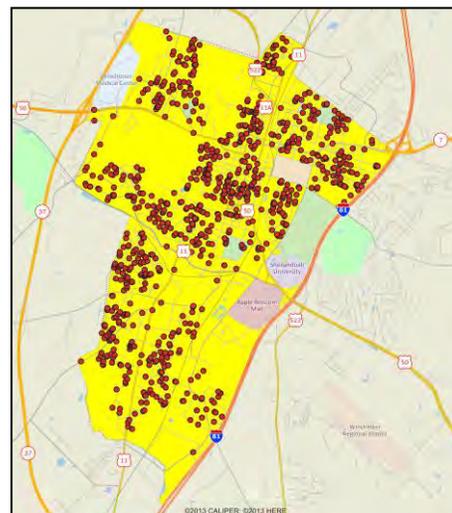
2014 *DirectionFinder*[®] Survey

Executive Summary Report

Overview and Methodology

During the fall of 2014, ETC Institute administered the third *DirectionFinder*[®] survey for the City of Winchester. The first survey was administered in 2008 and the second in 2011. The purpose of the three surveys was to assess citizen satisfaction with the delivery of major city services as part of the City's on-going effort to identify and respond to the needs and concerns of residents. Many questions were repeated with the second and third surveys, which provides the City with trend comparisons from 2008 to 2014 on important issues of service delivery.

The five-page survey was mailed to a random sample of 3,000 households in the City. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. The goal was to complete at least 600 surveys. ETC exceeded that goal with a total of 914 complete surveys with a response rate of 30.4%. The results for the random sample of 914 households have a 95% level of confidence with a precision of at least +/-3%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map shows the physical distribution of survey respondents based on the location of their home.



Interpretation of “Don’t Know” Responses: The percentage of persons who gave “don’t know” responses is important because it often reflects the level of utilization of City services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with other communities. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*” These “don’t know” responses are however included in the tabular data section of the report.

This summary report contains:

Executive Summary	i
Charts and Graphs.....	Section 1
GIS Mapping.....	Section 2
Benchmarking Data	Section 3
Trends	Section 4
Performance Measures.....	Section 5
Importance-Satisfaction Analysis	Section 6
Tabular Data	Section 7
Survey Instrument	Section 8

Major Findings

- **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 (86%) and efforts to revitalize Downtown (79%). Maintenance of City streets has gone up by 6% since 2008 (53%), 2011 (56%) and 2014 (59%).
- **Services that residents thought should receive the most emphasis from City leaders over the next two years:** The two City services that residents thought were the most important for the City to emphasize over the next two years were: (1) the maintenance of city streets (41%) and (2) the quality of public schools (37%). *These top two services have remained the same as 2011.*
- **Quality of Life in the City:** Seventy-nine percent (79%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 15% were “neutral” and only 6% were “dissatisfied.” This is the same percentage as in 2008 (79%), however, has dropped from 82% in 2011.
- **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 (76%), the availability of information about programs (62%) and the number of parks (62%). Residents were least satisfied (“very satisfied” and “satisfied”) with the quality of recreation programs for seniors (46%) and were the most “unsatisfied” with walking & biking trails in the City (26%). In every category, satisfaction with services went significantly down from the 2011 survey findings. Walking & biking trails in the City should receive significantly more 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 quality of fire services (88%), the quality of emergency medical services (88%). Residents were least satisfied with the amount of street lighting (51%). The quality of fire services has gone down from 92% in 2011, to 88% in 2014. Amount of street lighting should receive increased 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 similar feelings of safety include: In Downtown Winchester during the day (92%) and in City parks during the day (83%). Respondents felt the most “unsafe” in City parks after dark (51%). Feeling of safety in ones neighborhood during the day has drop from 96% in 2011 to 93% in 2014. Feelings of safety in Downtown Winchester during the day have remained consistent since 2011.
- **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 (77%) and condition of street signs and traffic signals (75%). Residents were least satisfied with the condition of sidewalks (38%). Adequacy of City street lighting has increased from 57% in 2011 to 63% in 2014. Condition of sidewalks in neighborhoods should receive significantly more 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 (60%) and timeliness of information provided by the City (55%). Residents were least satisfied with the public’s ability to be involved in local decisions (33%). Opportunities for citizens to be involved in local decisions should receive more 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 (47%), and the enforcement of the clean up of litter and debris on private property (40%). Residents were least satisfied with the enforcement of overcrowding regulations (23%). Satisfaction with efforts to remove abandoned or inoperative vehicles have decrease from 44% in 2011, to 34% in 2014. Enforcing removal of dilapidated housing & blighted property should receive significantly more emphasis over the next two years.

2014 Winchester DirectionFinder® Survey

- **Utility Services:** The highest levels of satisfaction with the City’s utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: curbside recycling services (86%) and residential trash collection services (84%). Respondents were least satisfied with household hazardous waste disposal services (44%). Respondents however, were the most dissatisfied with bulky item pick up/removal services (46%). Satisfaction with bulky item pick-up or removal services has dropped significantly from 2011 (59%) to 2014 (46%). Household hazardous waste disposal services should receive increased 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 78% as a place to raise children. Fifteen percent (15%) of respondents rated the direction that the City is currently moving as “fair” or “poor.” Satisfaction with the direction the City is moving has dropped from 61% in 2011 to 59% in 2014.

Winchester Citizen Survey: 2008, 2011 and 2014

City Services Scoring Highest Levels of Dissatisfaction

where % of respondents who were 'Dissatisfied' or 'Very Dissatisfied' was at least 25% in one year

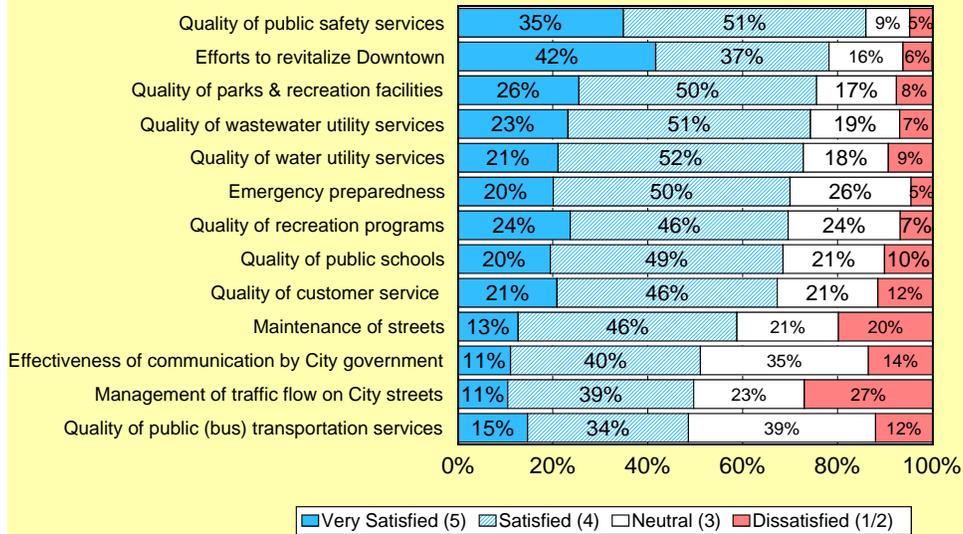
List sorted highest to lowest dissatisfaction percent for 2011

Service	2008	2011	2014
Enforcing Overcrowding Regulations	45	37	42
Condition of sidewalks in your neighborhood	33	33	42
Enforce removal of dilapidated housing/blighted property	not asked	32	36
Enforce cleanup of junk/debris on private property	31	29	30
How well issue was handled- customer service	24	26	24
Exterior maintenance of residential property	23	25	28
Enforce cutting of grass and weeds on private property	29	25	30
Walking and bike trails in the City	32	25	26
Snow removal on City streets in your neighborhood	23	25	31
Removing abandoned/inoperable vehicles	30	20	28
Management of Traffic flow	44	24	28
Public's ability to be involved in local decisions	32	20	24
Bulky item pickup/removal services	30	21	24
Household hazardous waste disposal	25	18	22
Amount of street lighting	20	17	25

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

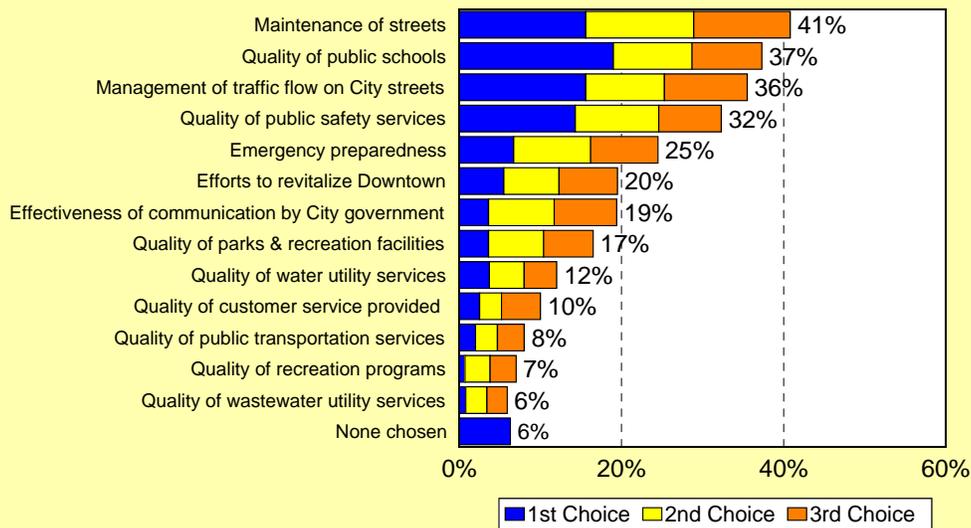
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



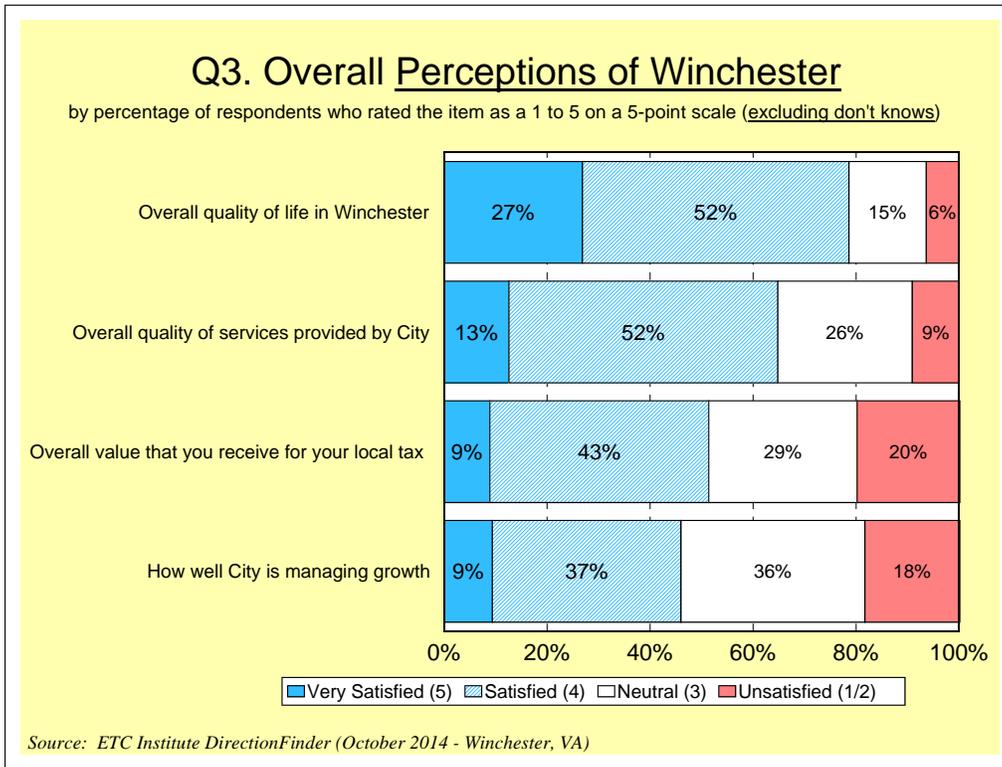
Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

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



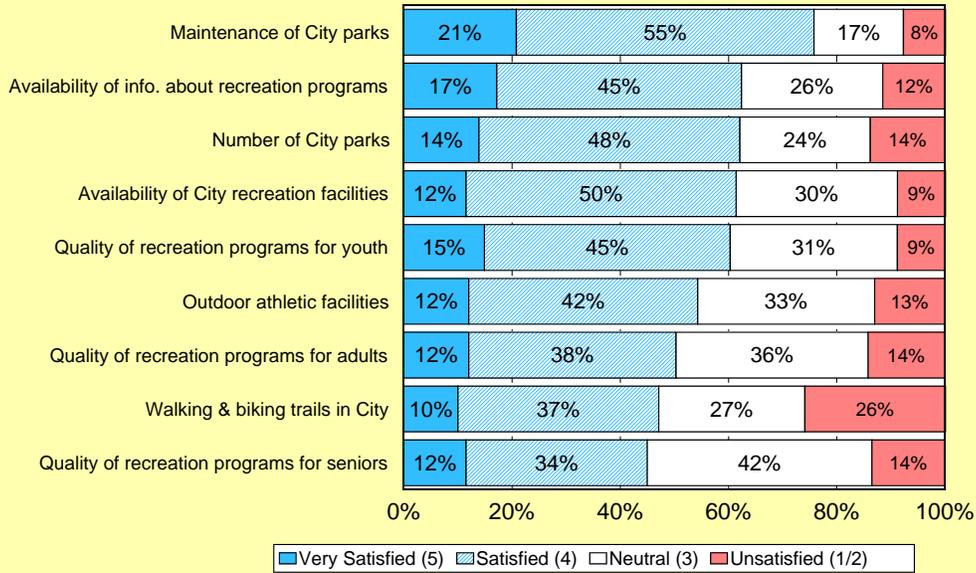
Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)



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Q4. Satisfaction with Parks and Recreation

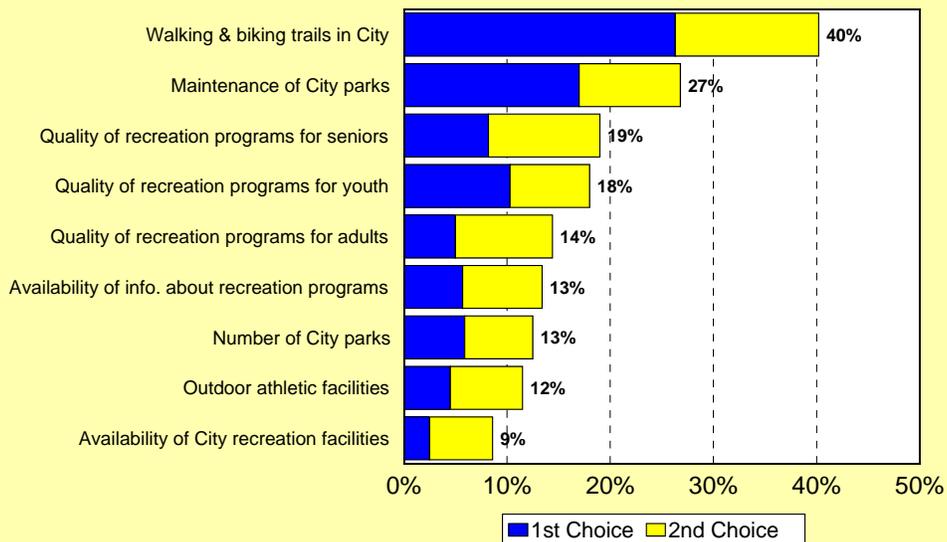
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

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

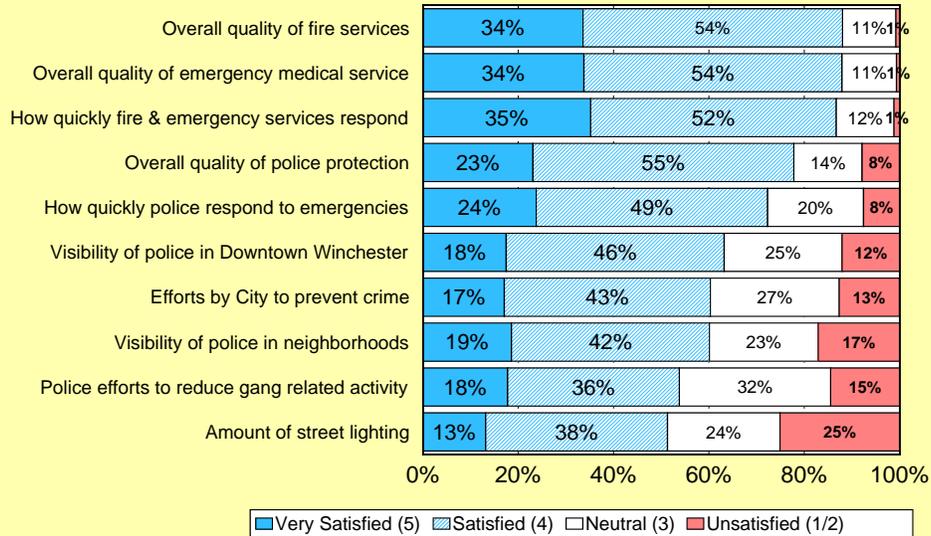
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q6. Satisfaction with Various Aspects of Public Safety

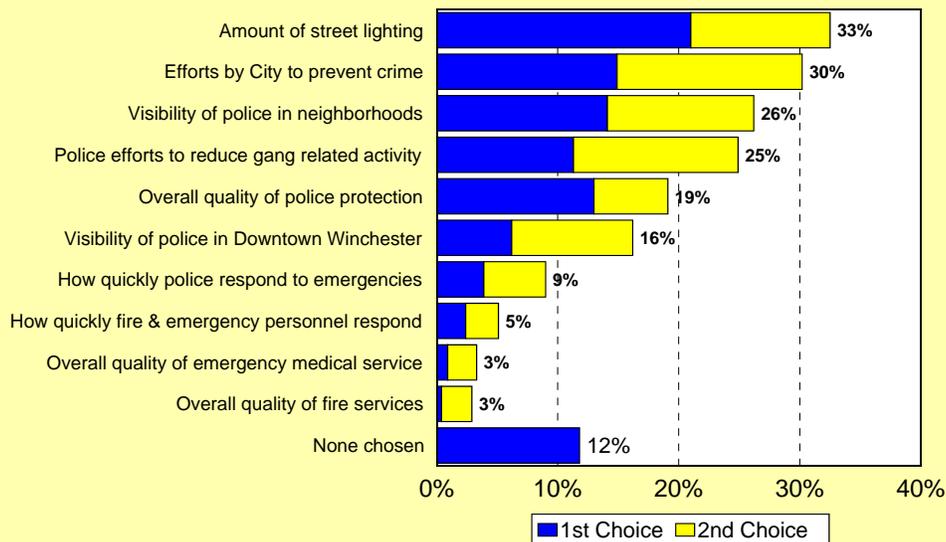
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

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

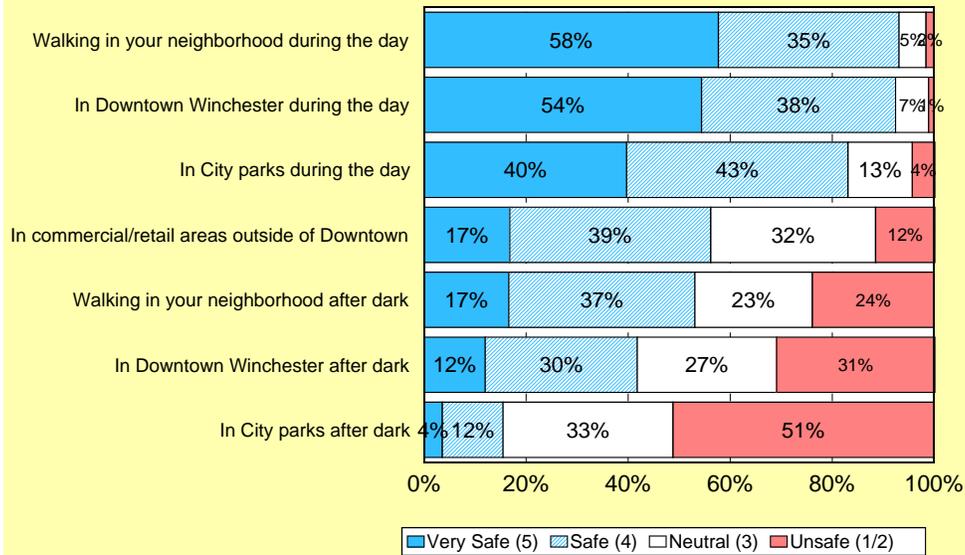
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (October 2014 - 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)

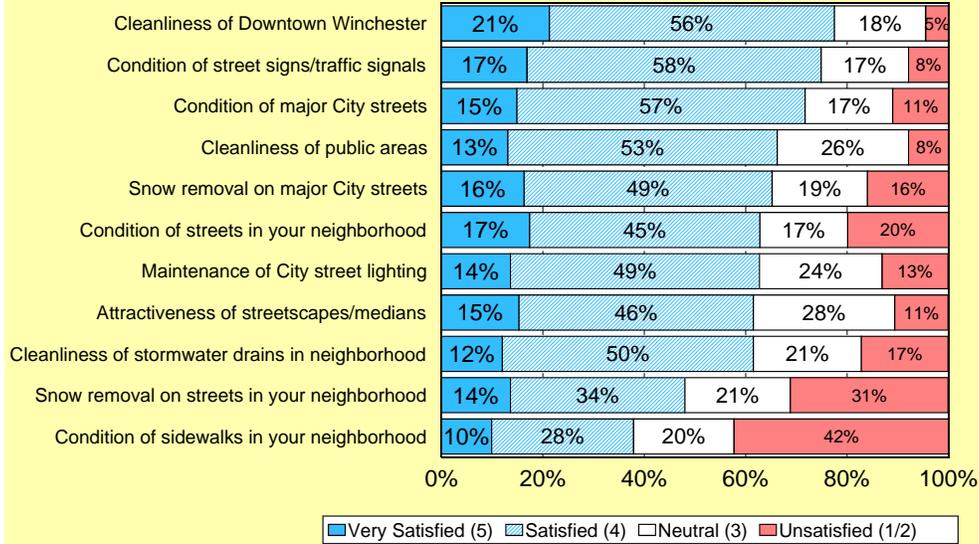


Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

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Q9. Satisfaction with Maintenance in the City of Winchester

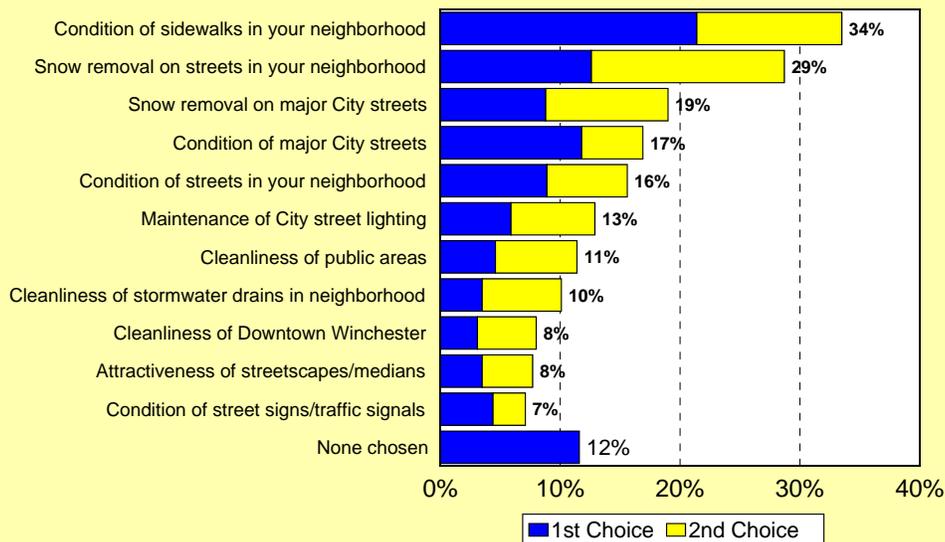
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

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

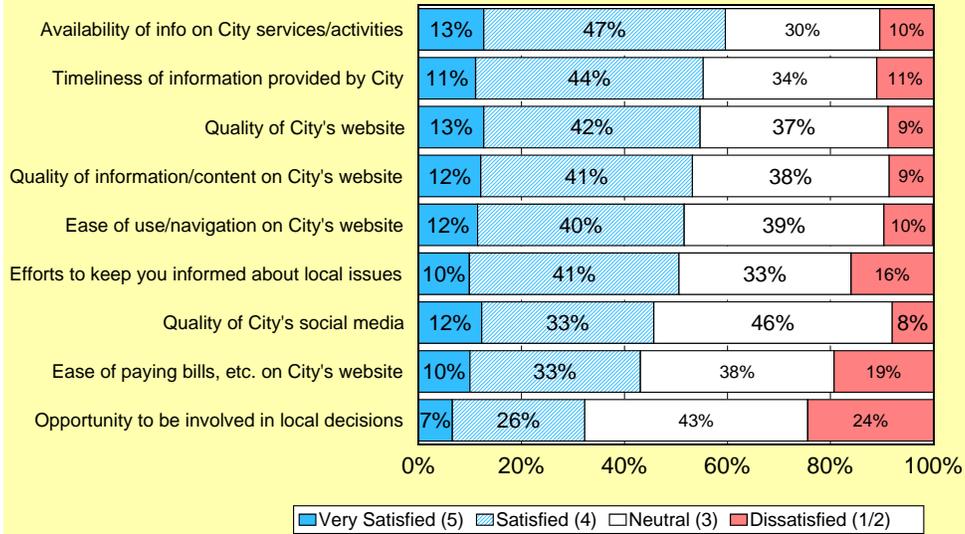
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q11. Satisfaction with Various Aspects of Communication

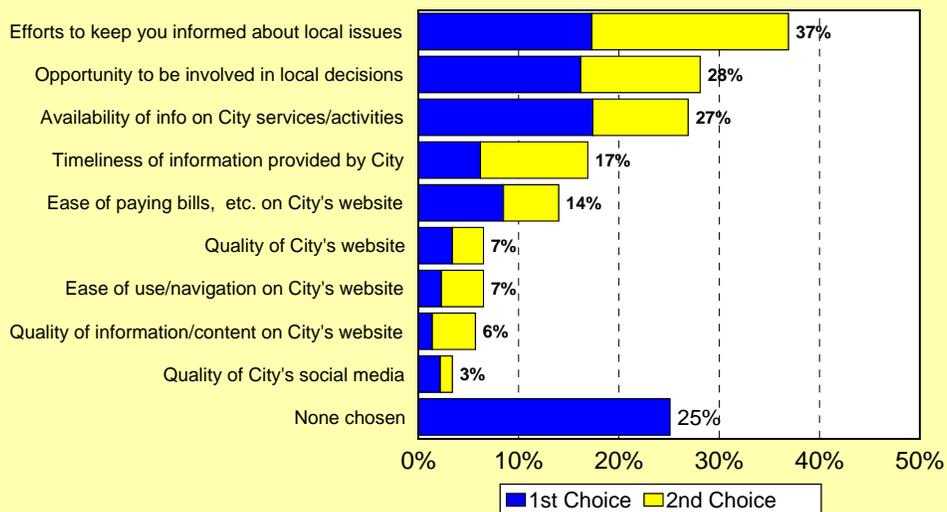
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q12. Communication Issues That Should Receive the Most Emphasis Over the Next Two Years

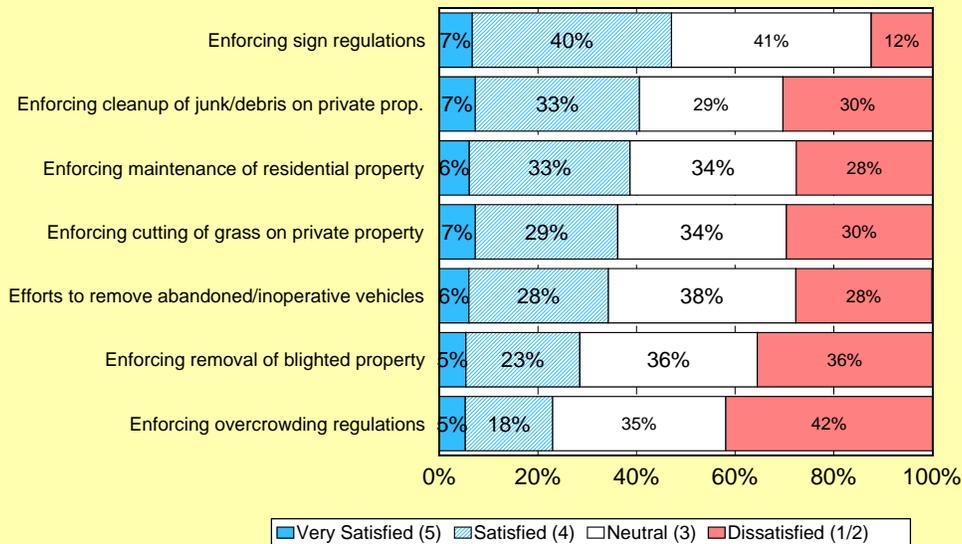
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q13. Overall Satisfaction With Code Enforcement

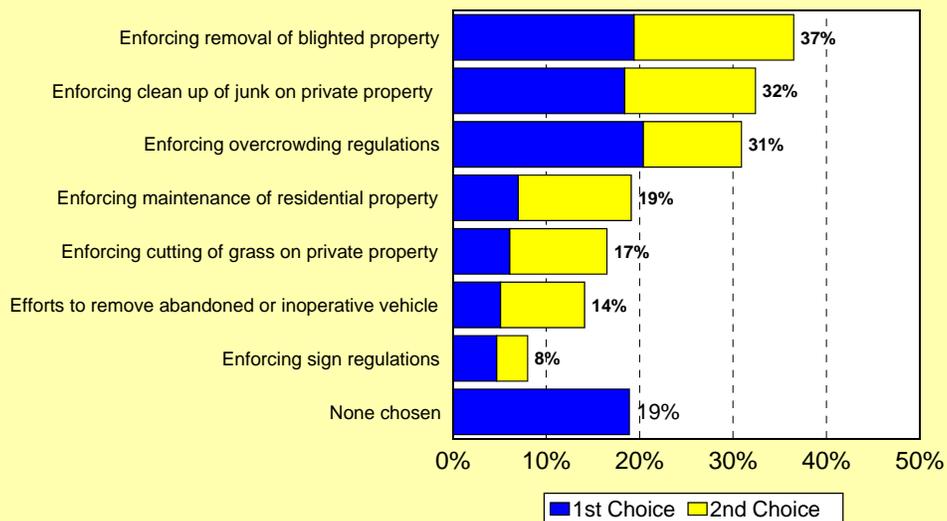
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



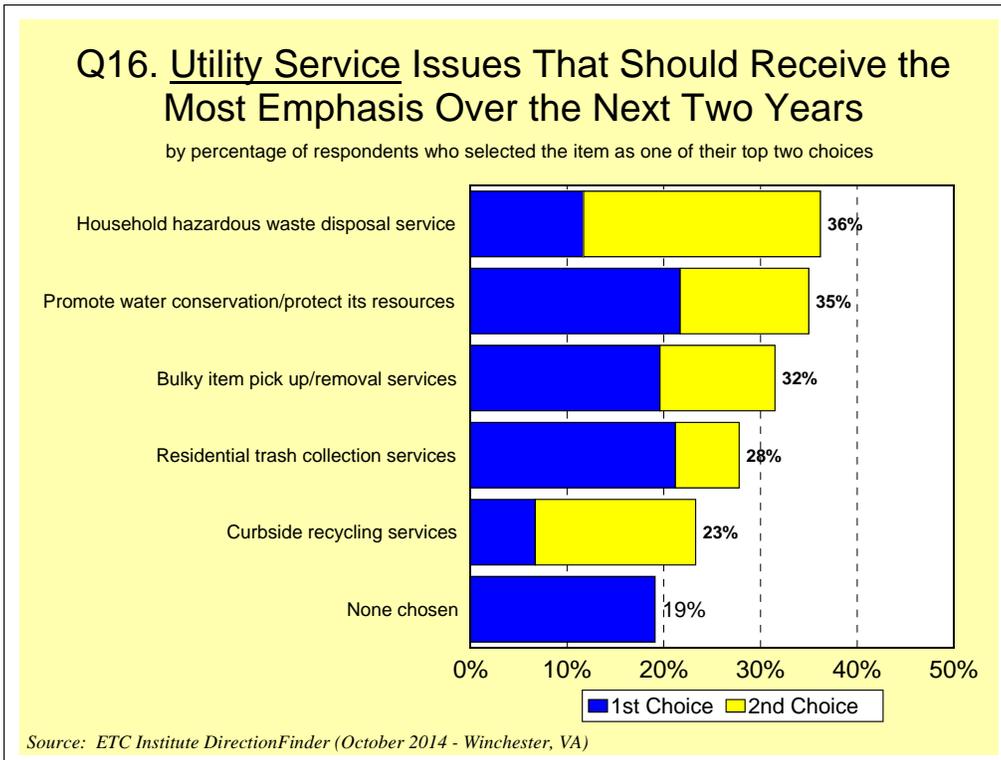
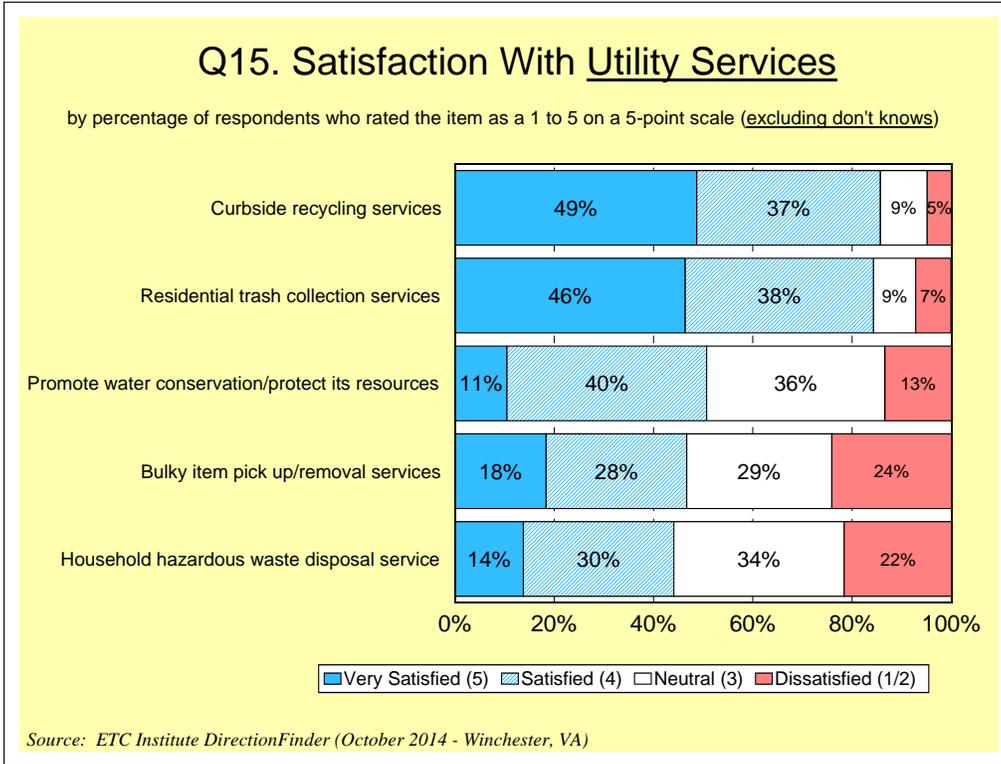
Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

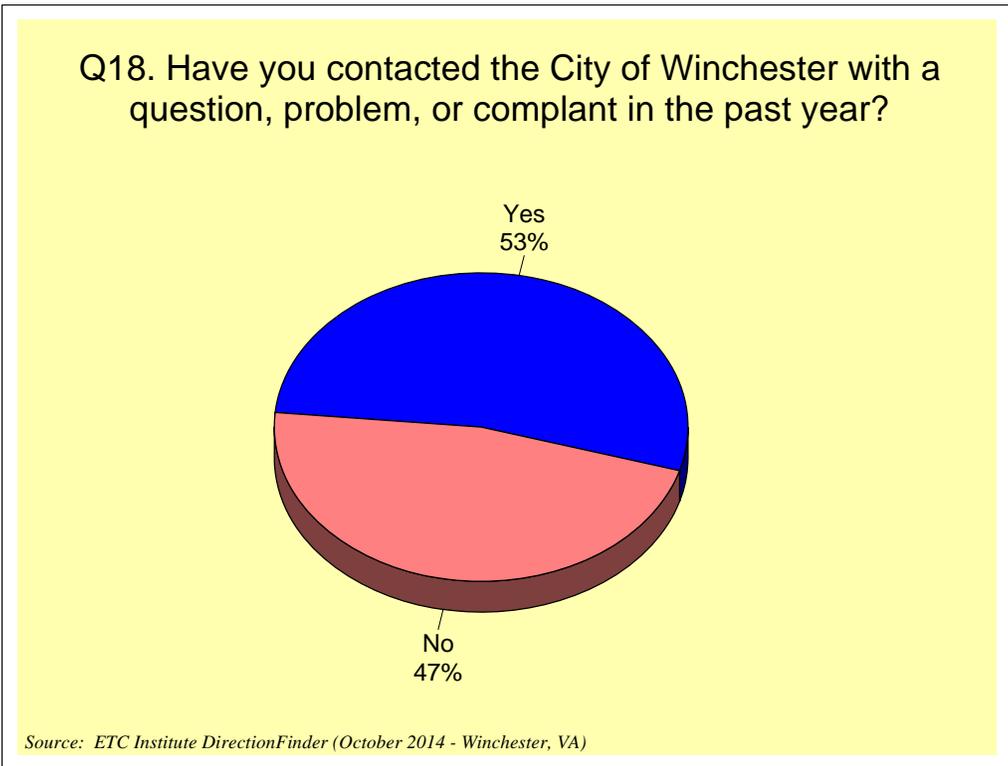
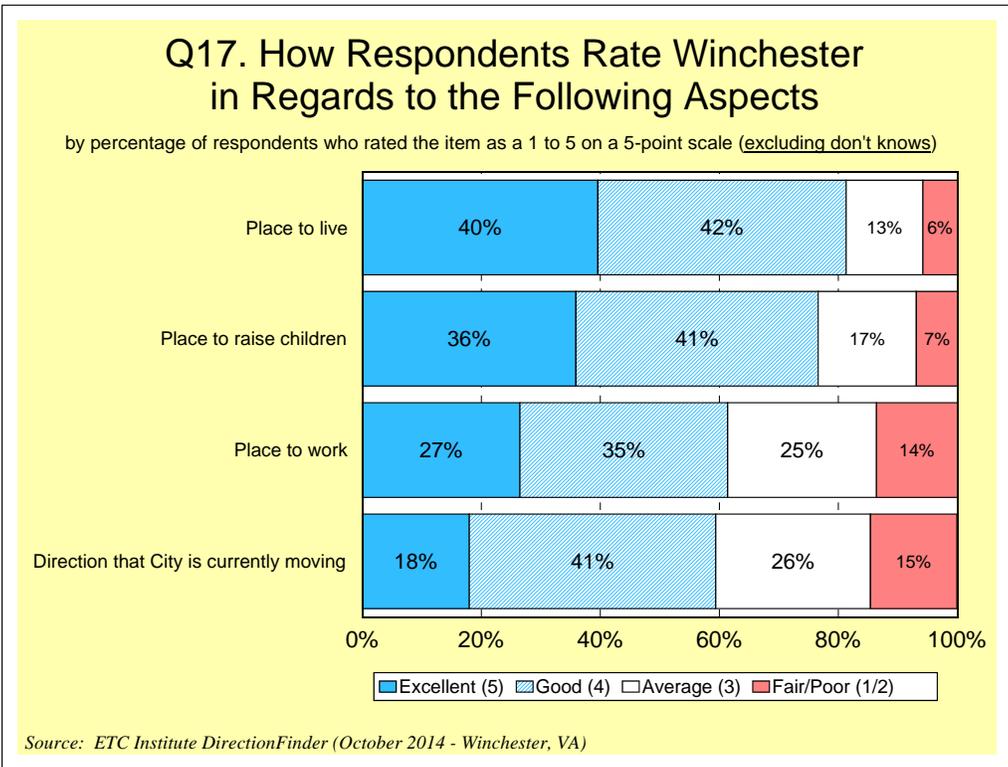
Q14. Code Enforcement Issues that Should Receive the Most Emphasis Over the Next Two Years

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



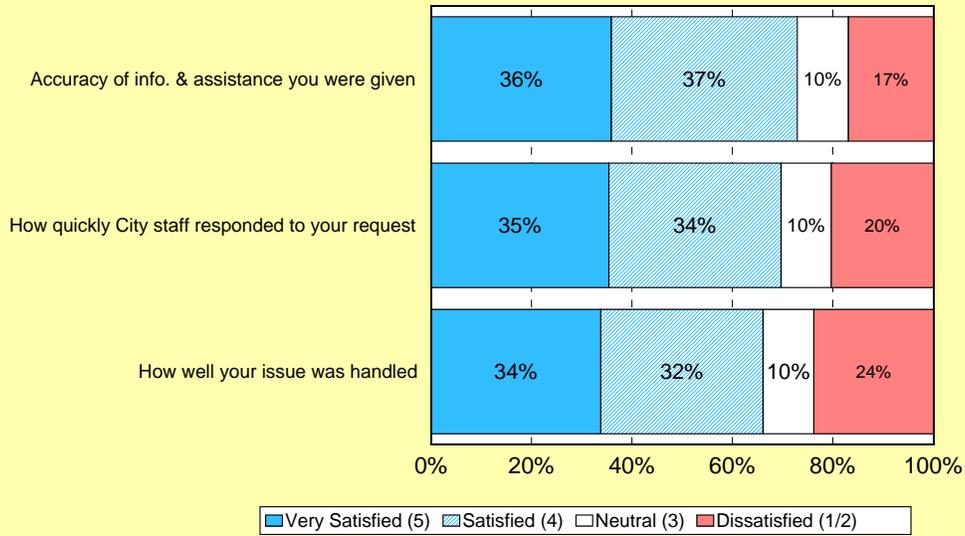
Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)





Q18a-c. Satisfaction with Various Aspects of Customer Service From Government Employees

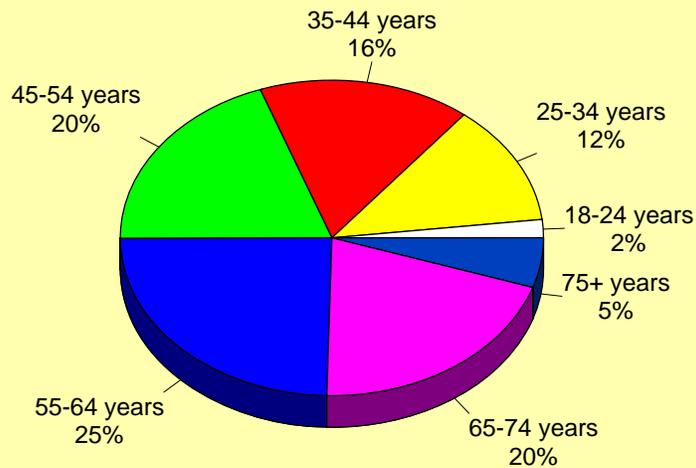
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q20. Demographics: Age of Respondents

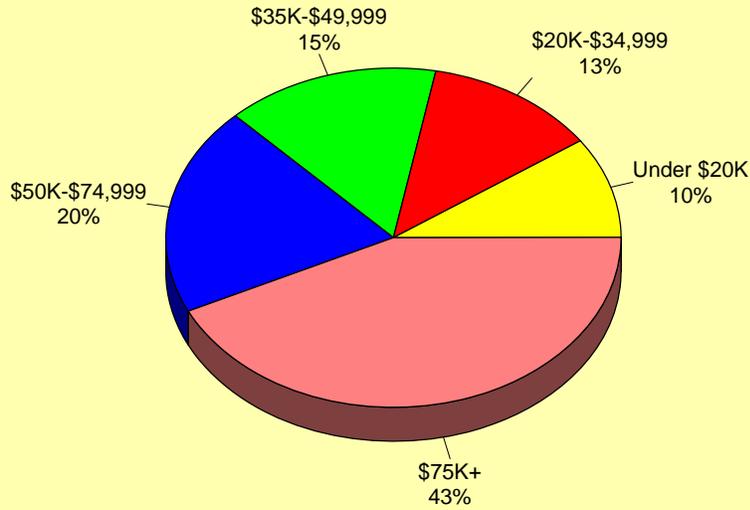
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q21. Demographics: Household Income

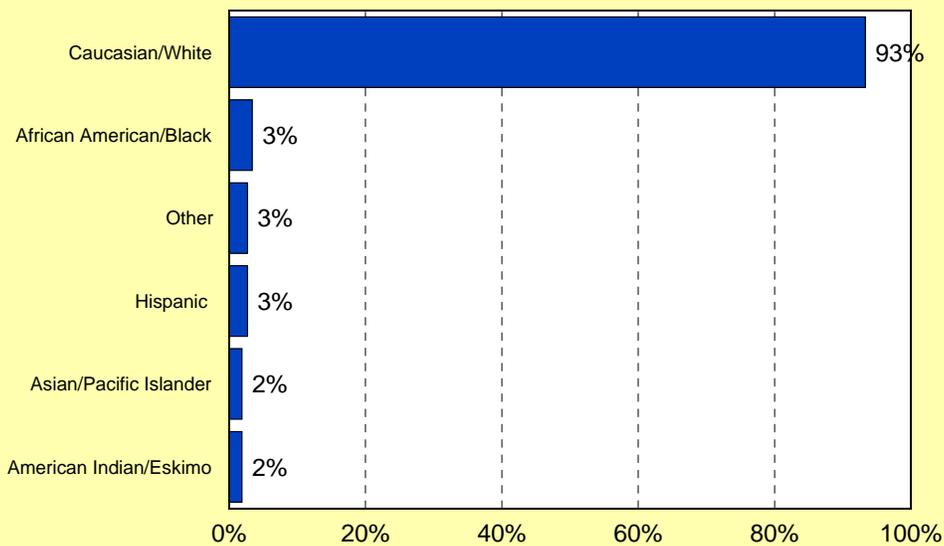
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q22. Demographics: Race/Ethnicity

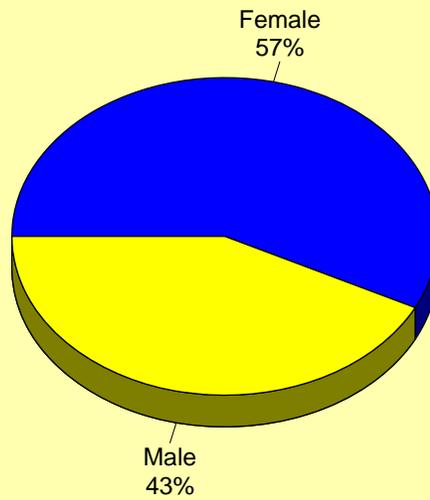
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

Q24. Demographics: Respondents Gender

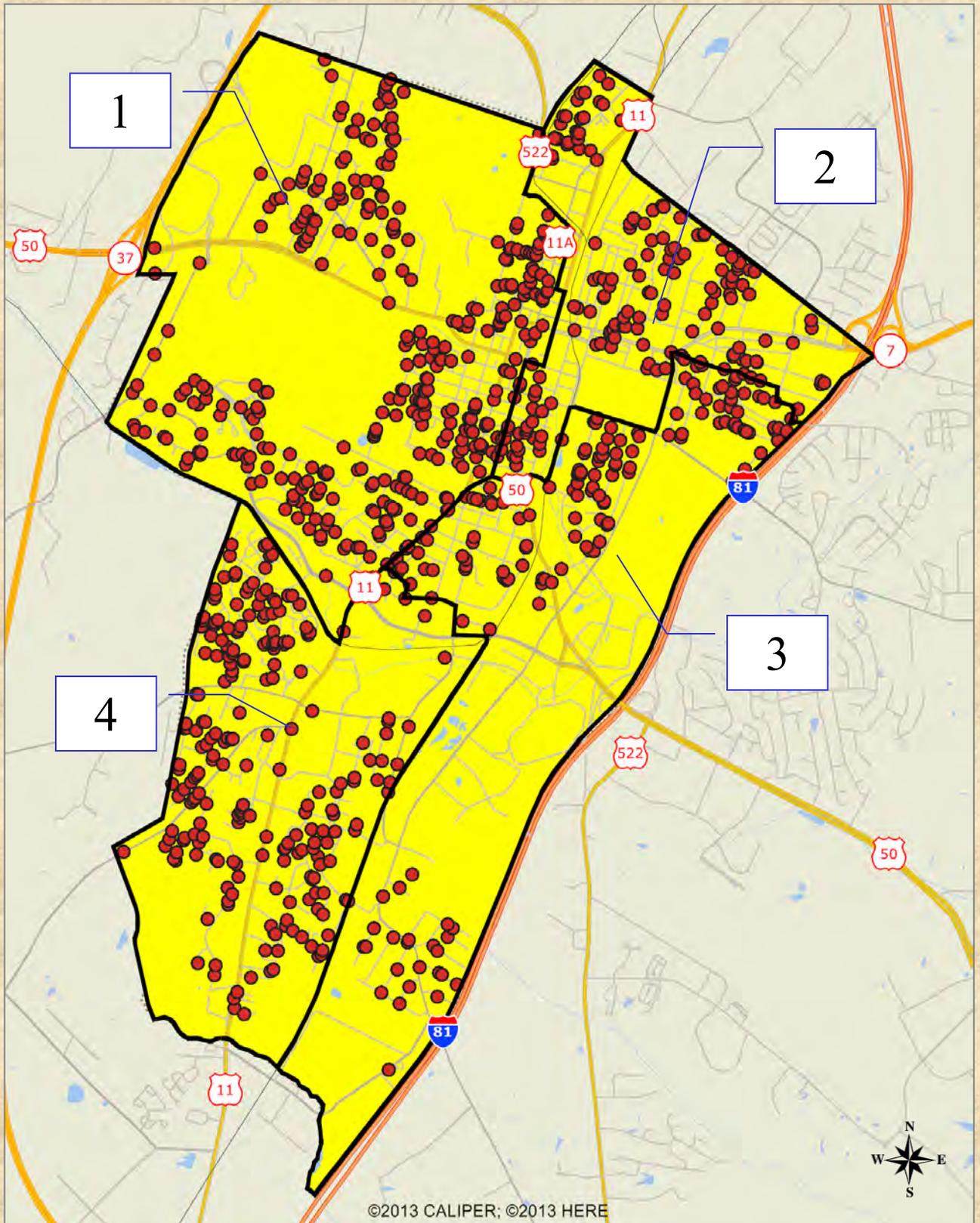
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2014 - Winchester, VA)

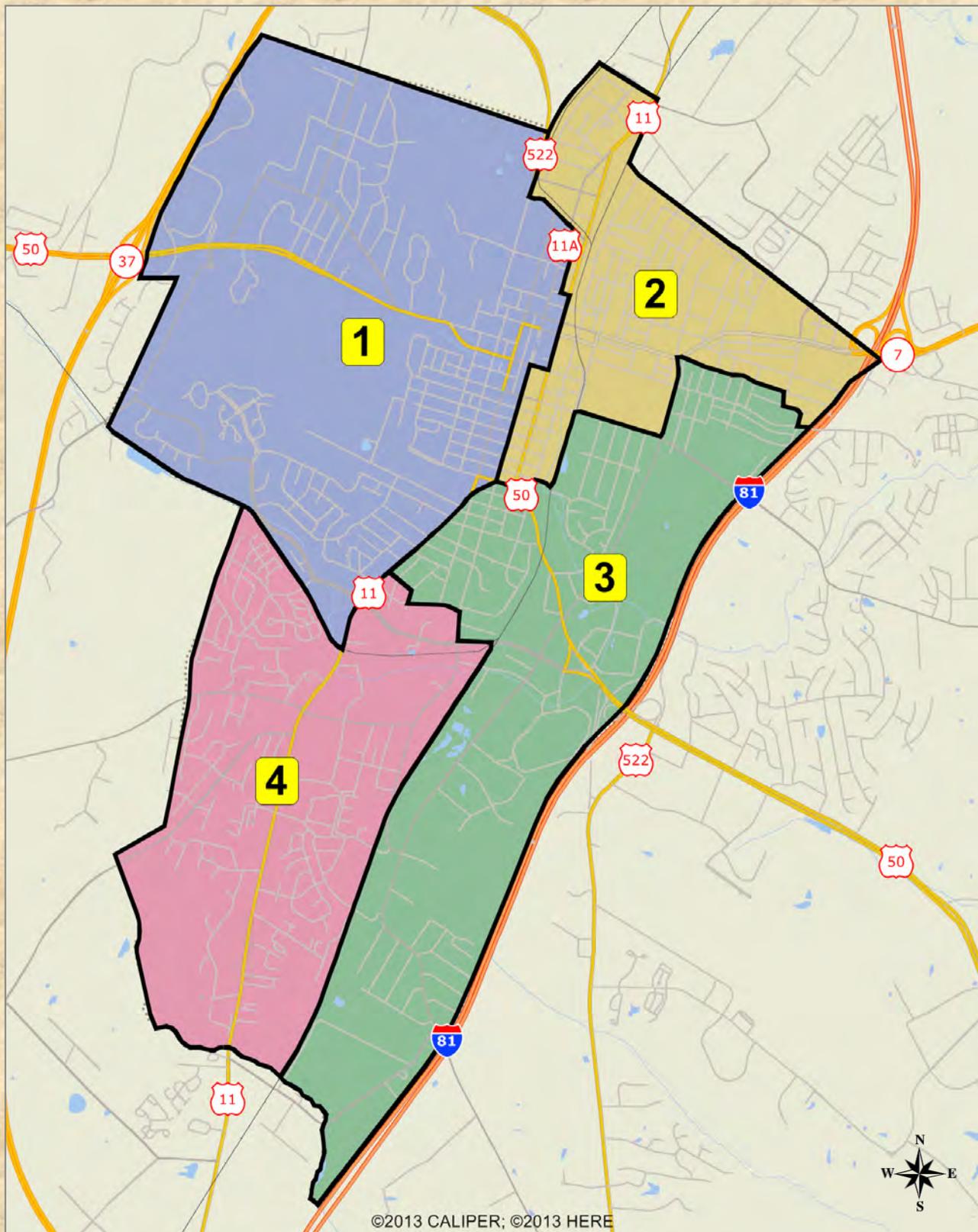
Section 2:
GIS Mapping

Location of Survey Respondents



Winchester, Virginia
2014 DirectionFinder® Survey

Wards

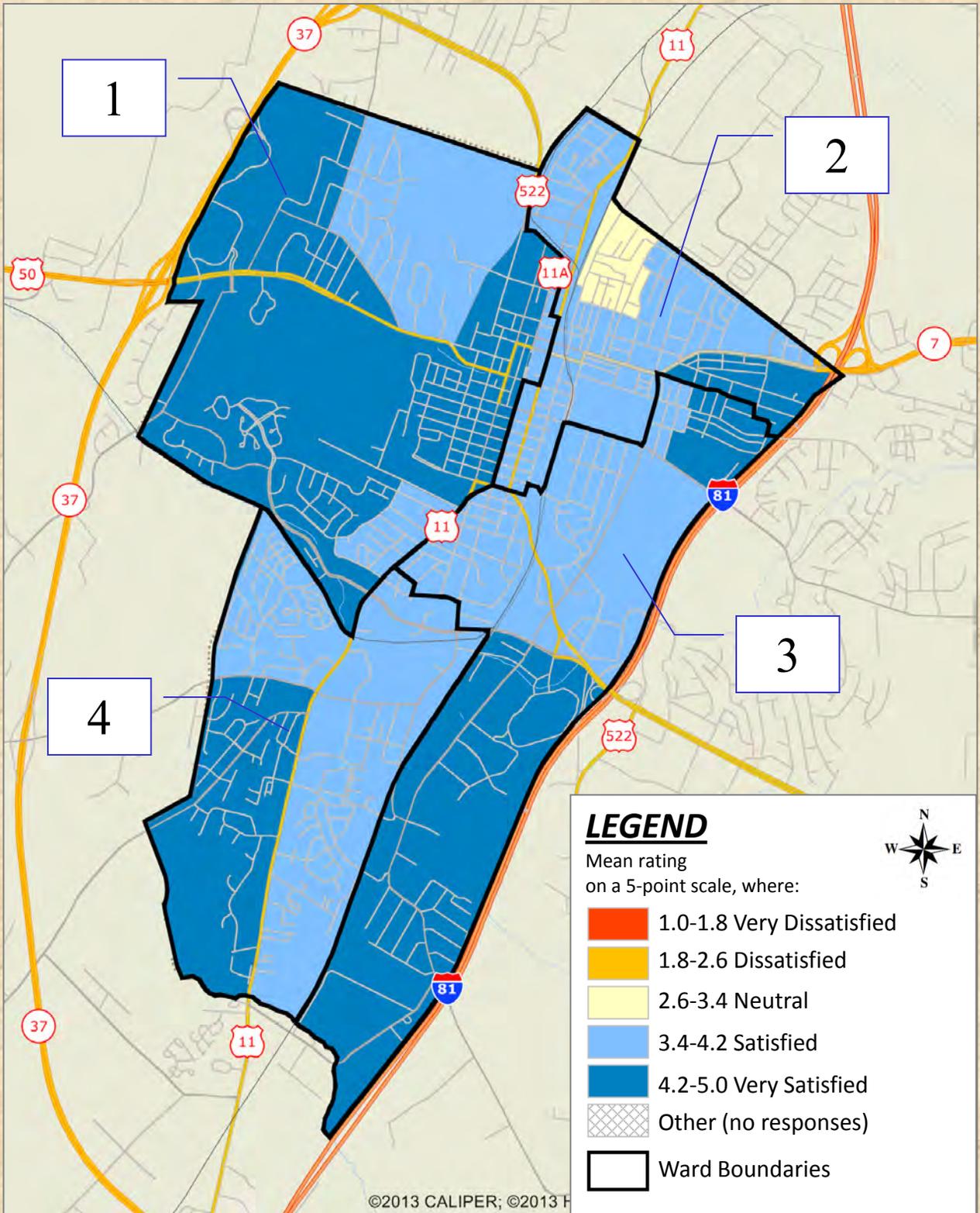


Winchester, Virginia 2014 DirectionFinder® Survey

Satisfaction with Major Services

Question #1

Q1a: Respondent Satisfaction with Quality of Public Safety Service (police, fire and rescue)

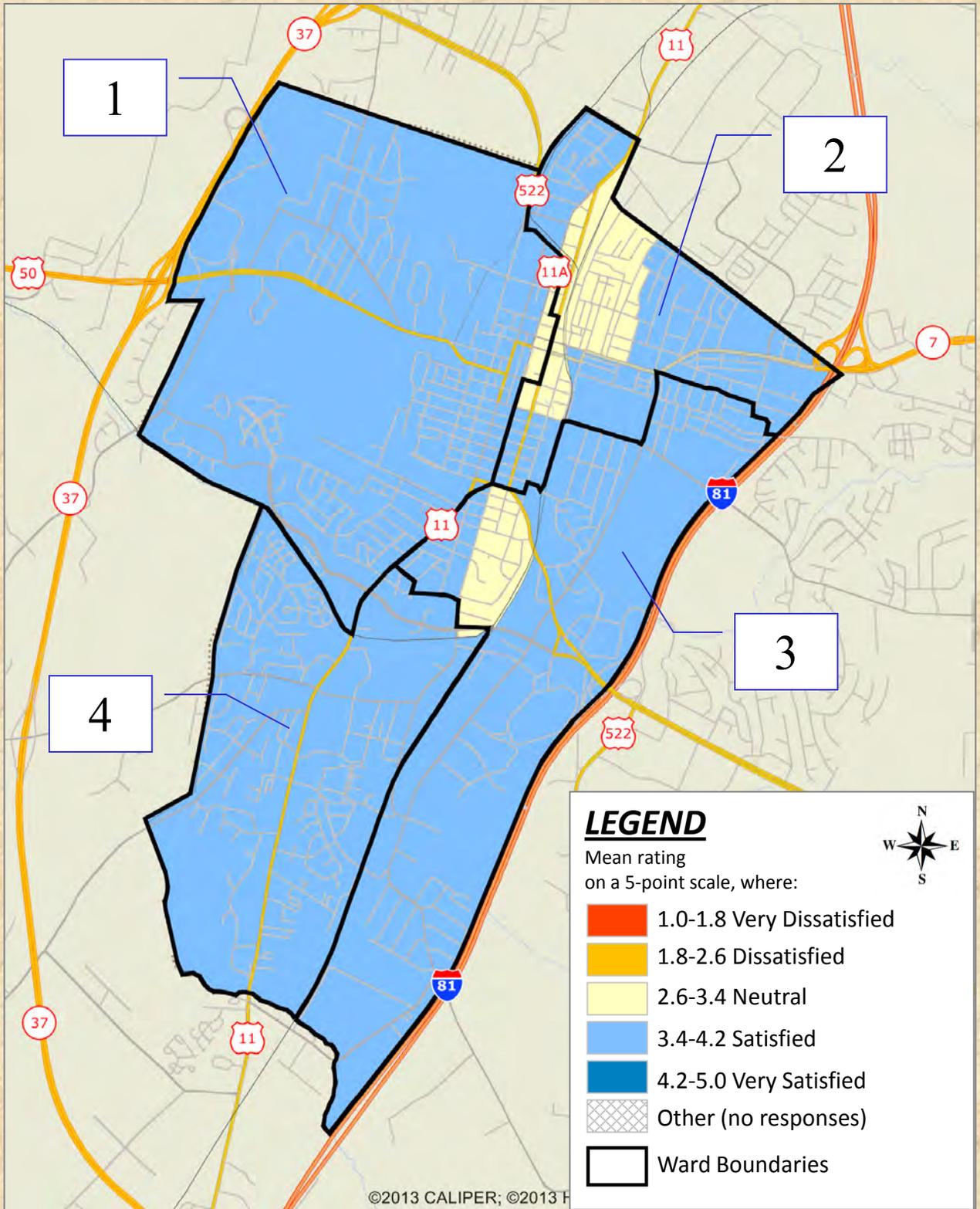


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1b: Respondent Satisfaction with Overall Efforts to Ensure the Community is Prepared for Emergencies

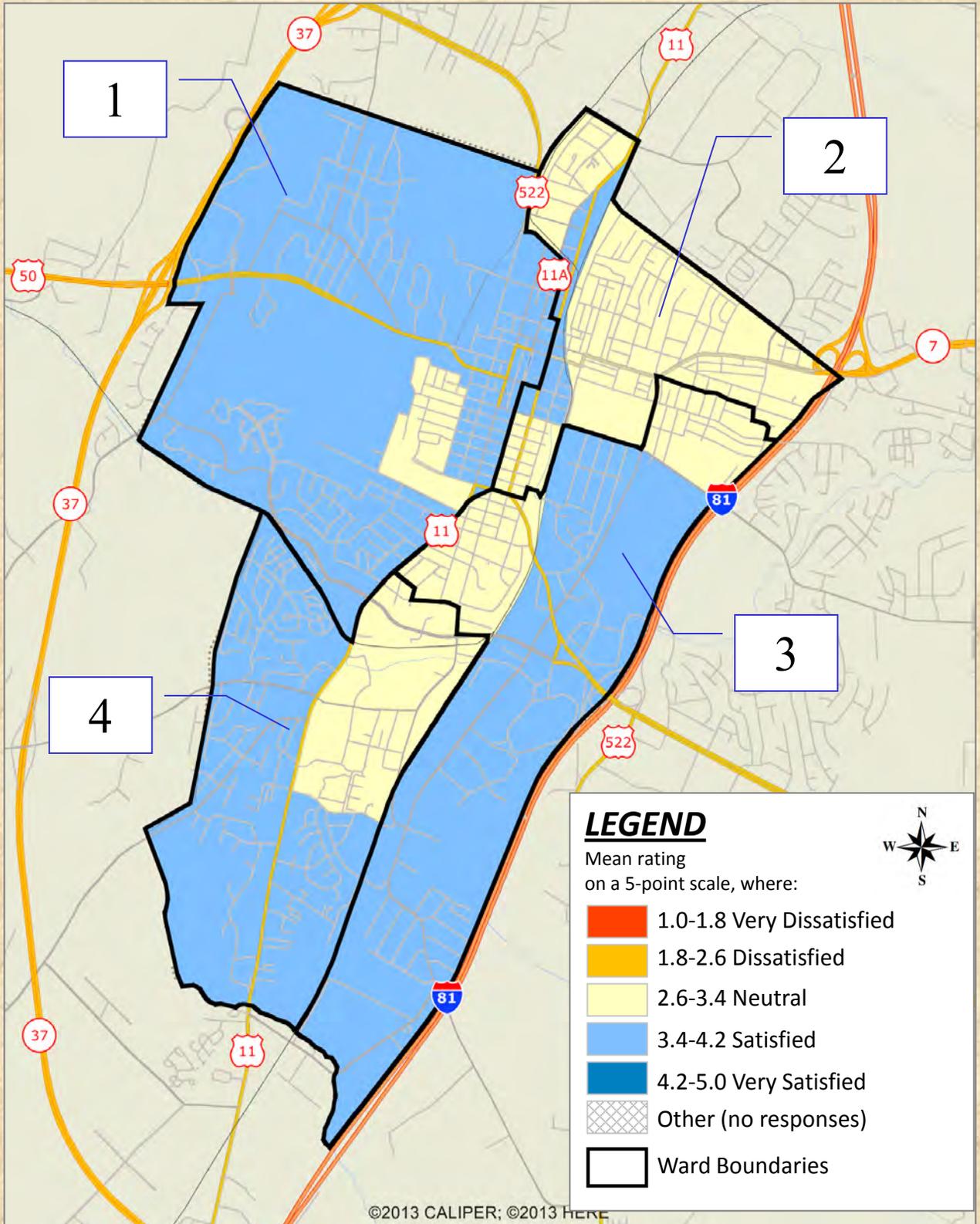


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1c: Respondent Satisfaction with Overall Maintenance of Streets

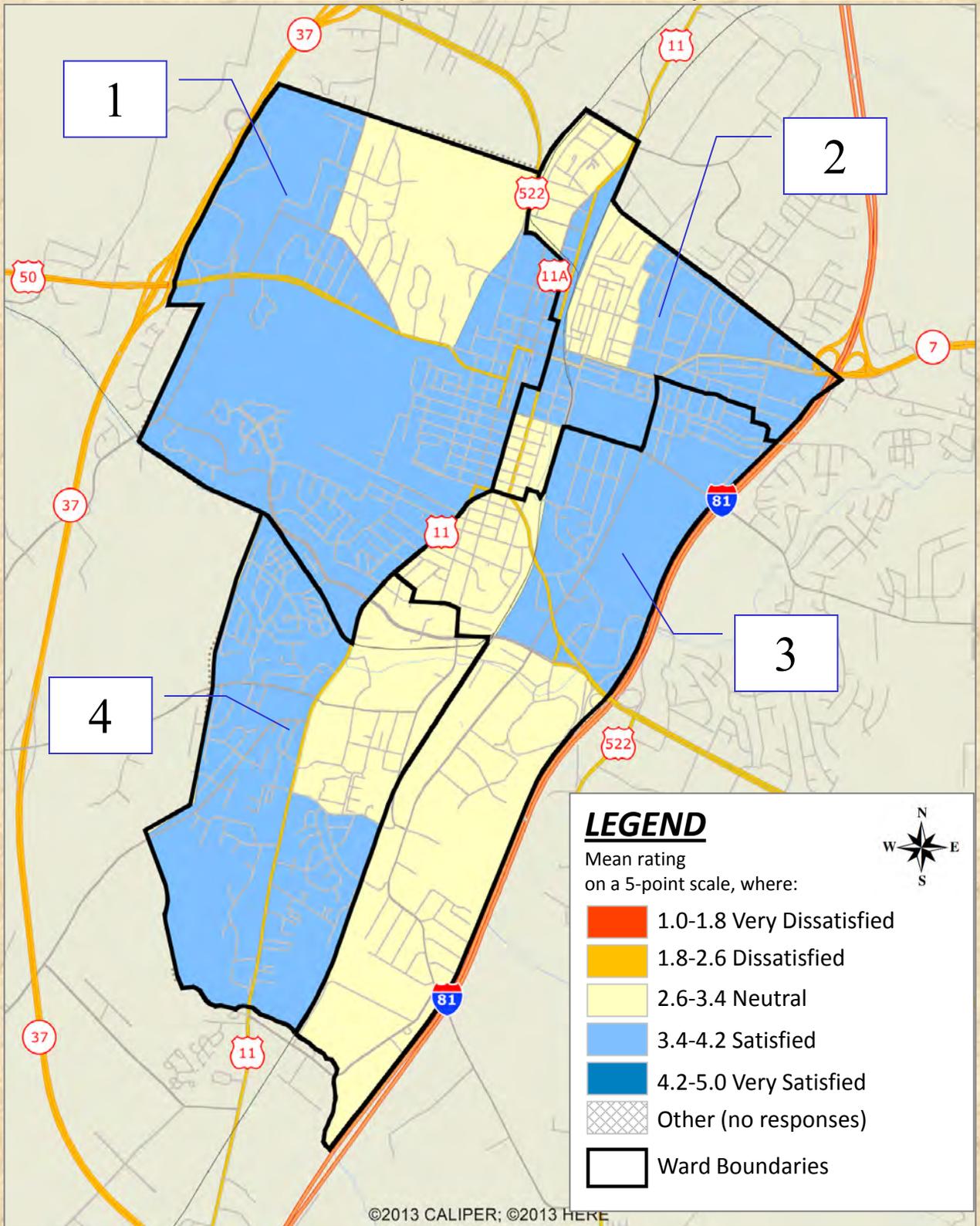


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1d: Respondent Satisfaction with the Overall Effectiveness of Communication by Winchester City Government

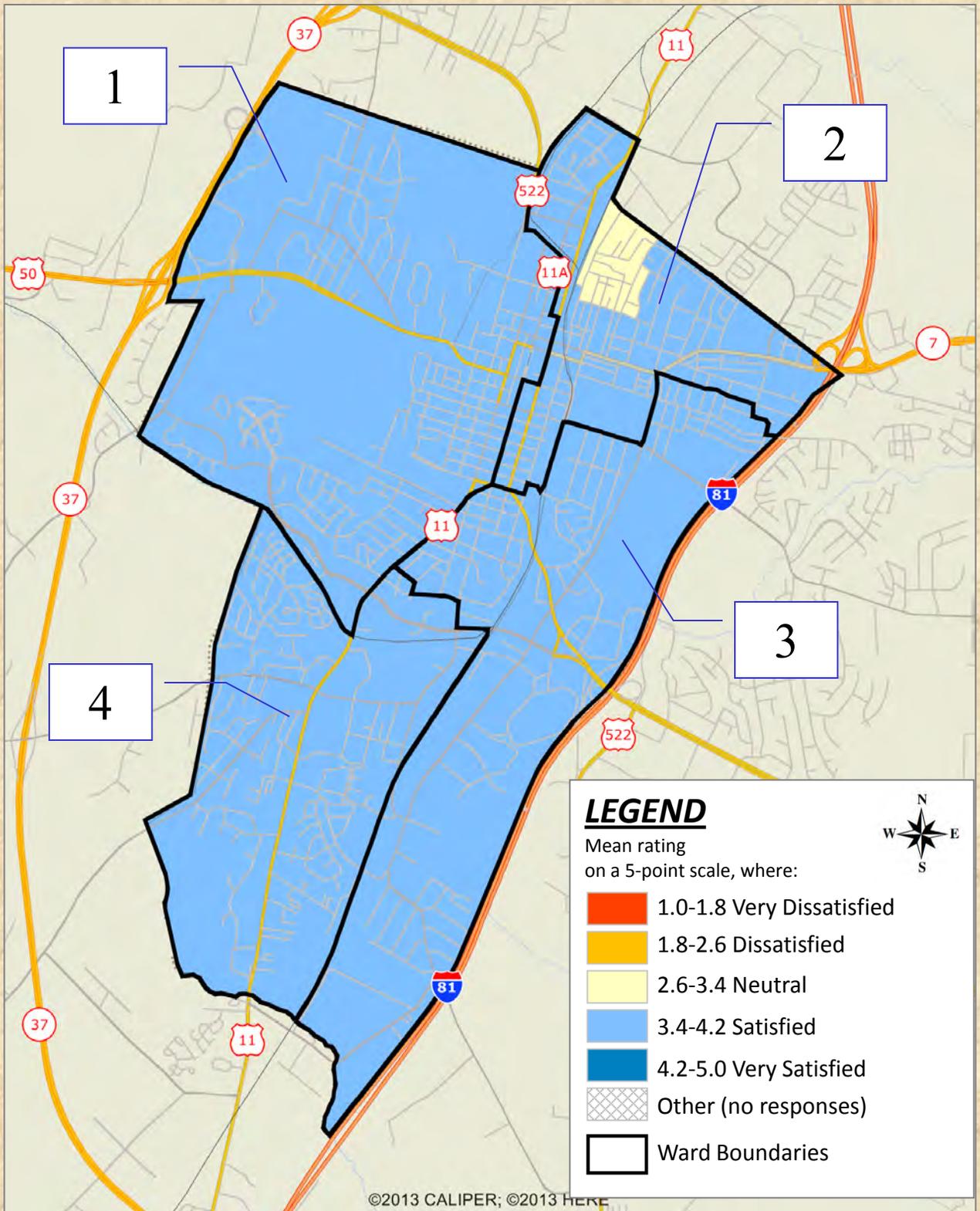


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1e: Respondent Satisfaction with the Overall Quality of Water Utility Services

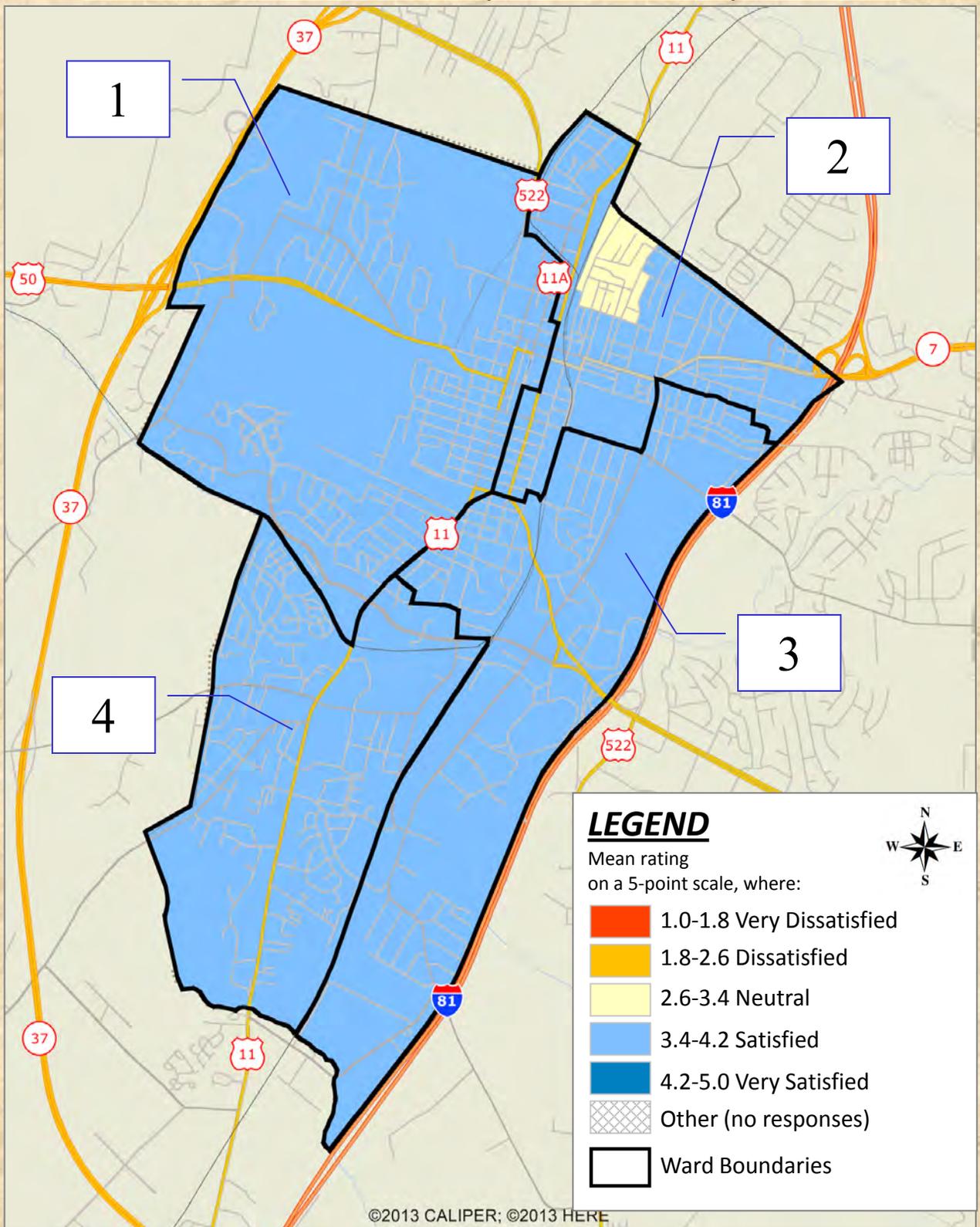


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1f: Respondent Satisfaction with the Overall Quality of Wastewater (or sanitary sewer) Utility Services

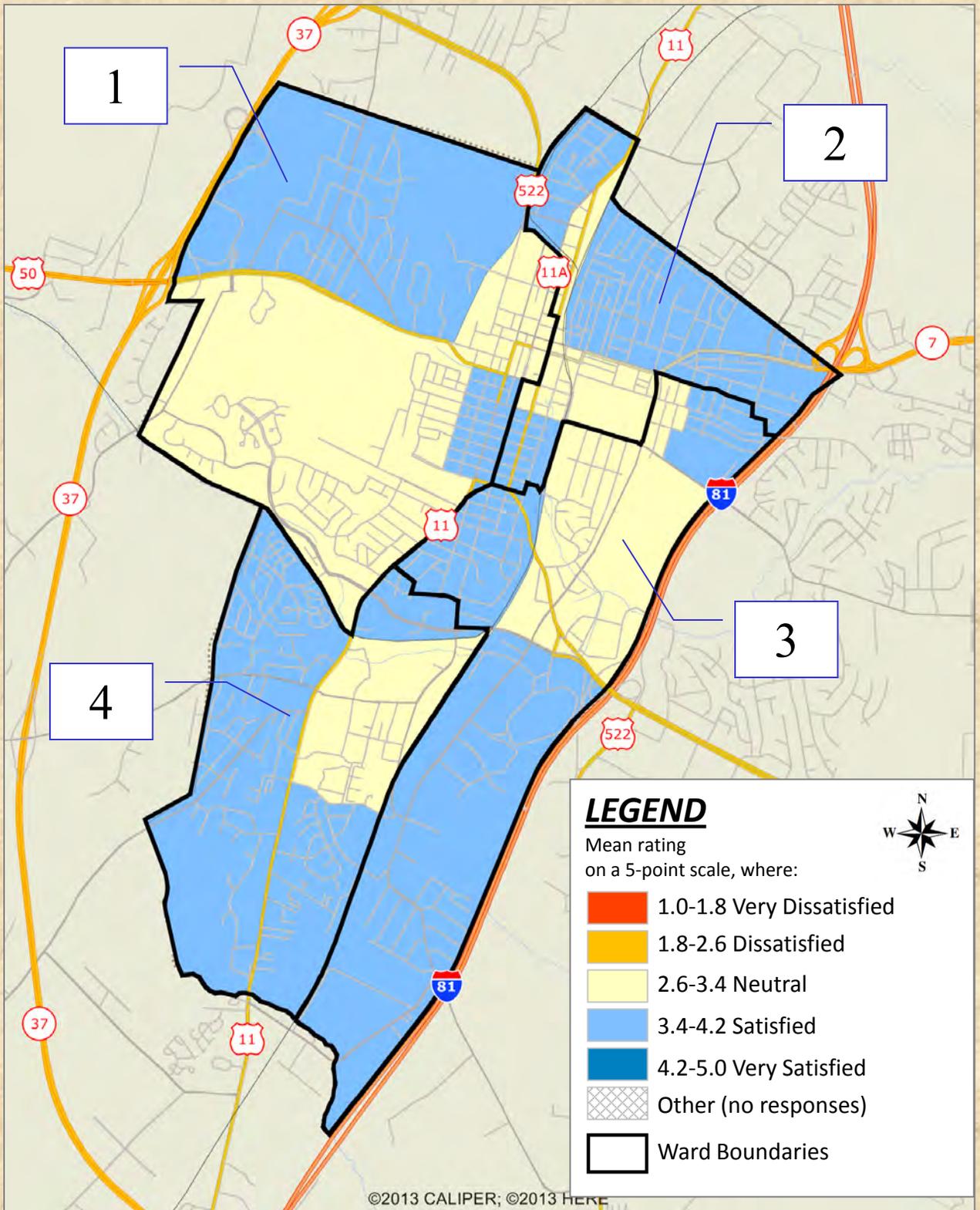


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1g: Respondent Satisfaction with the Overall Quality of Public (Bus) Transportation Services

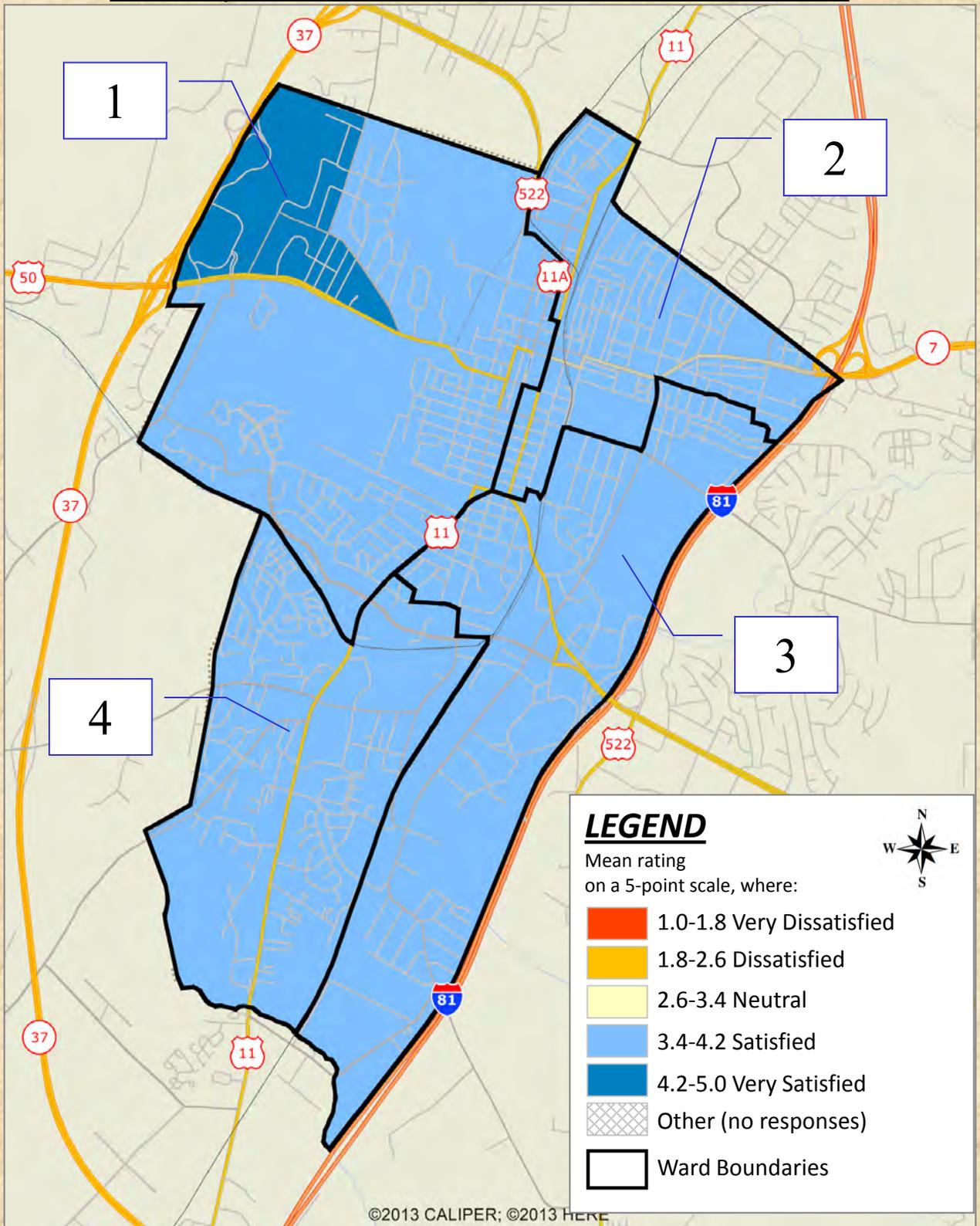


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1h: Respondent Satisfaction with the Quality of Parks and Recreation Facilities

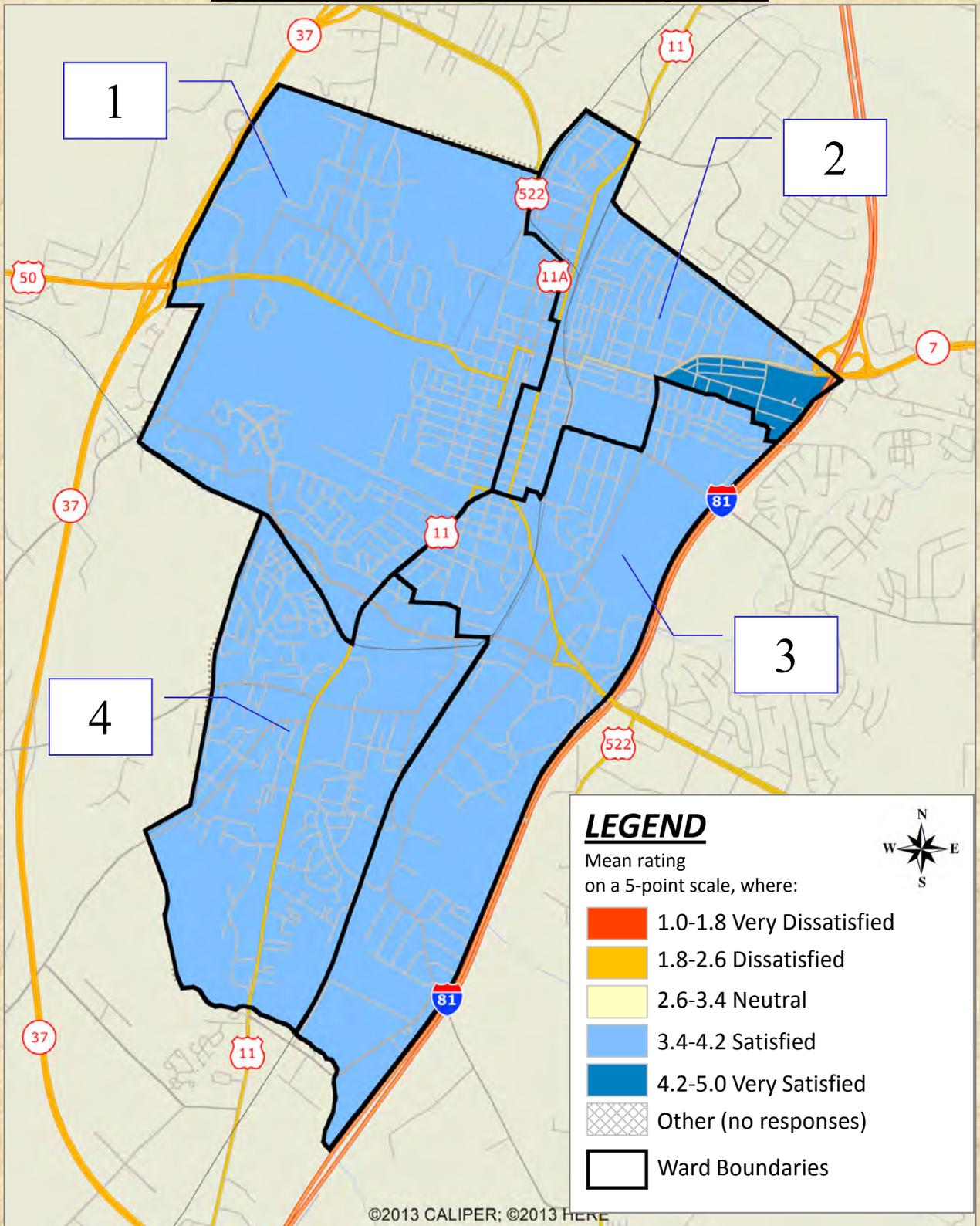


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1i: Respondent Satisfaction with the Quality of Recreation Programs

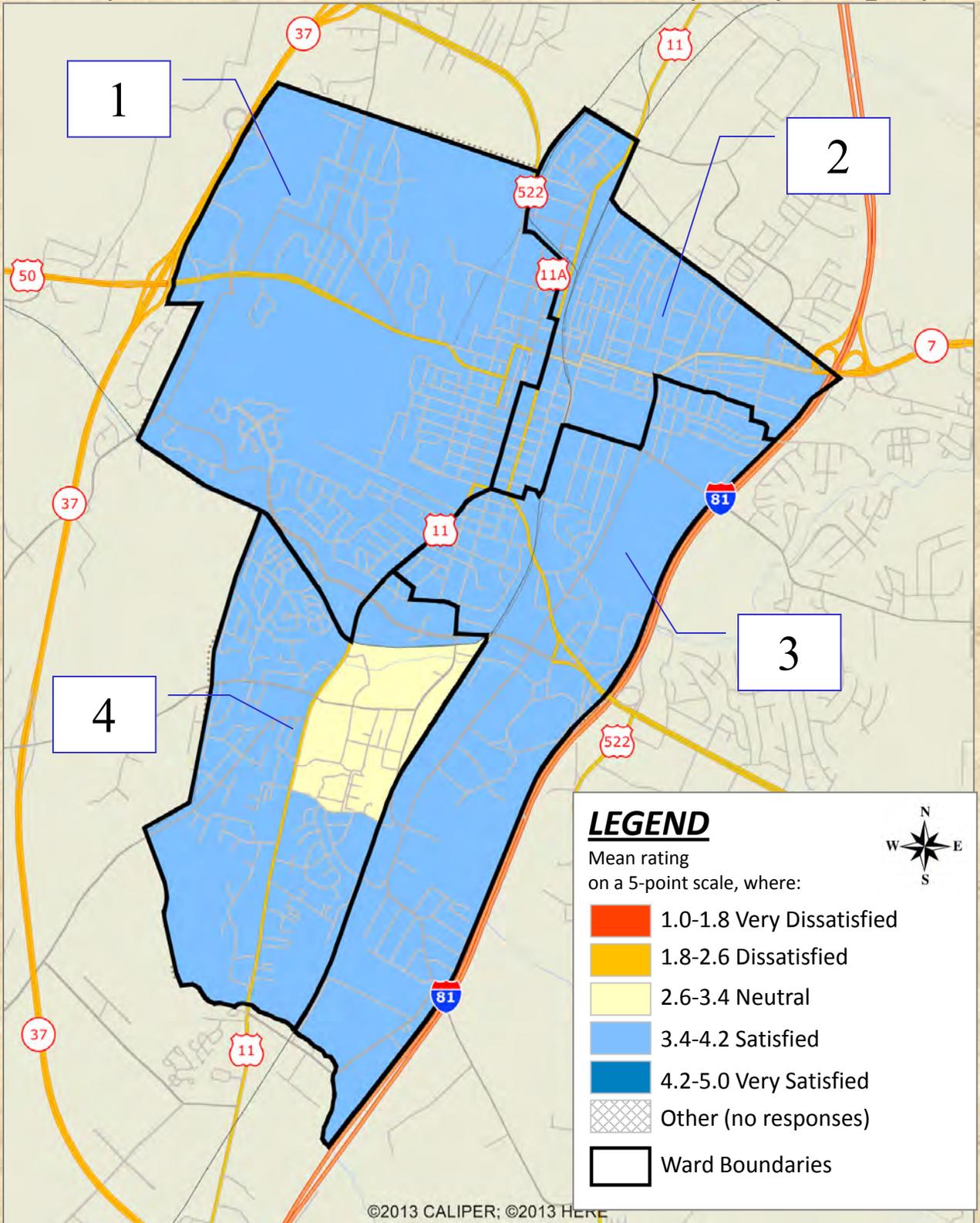


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1j: Respondent Satisfaction with the Quality of Customer Service Provided by City Employees

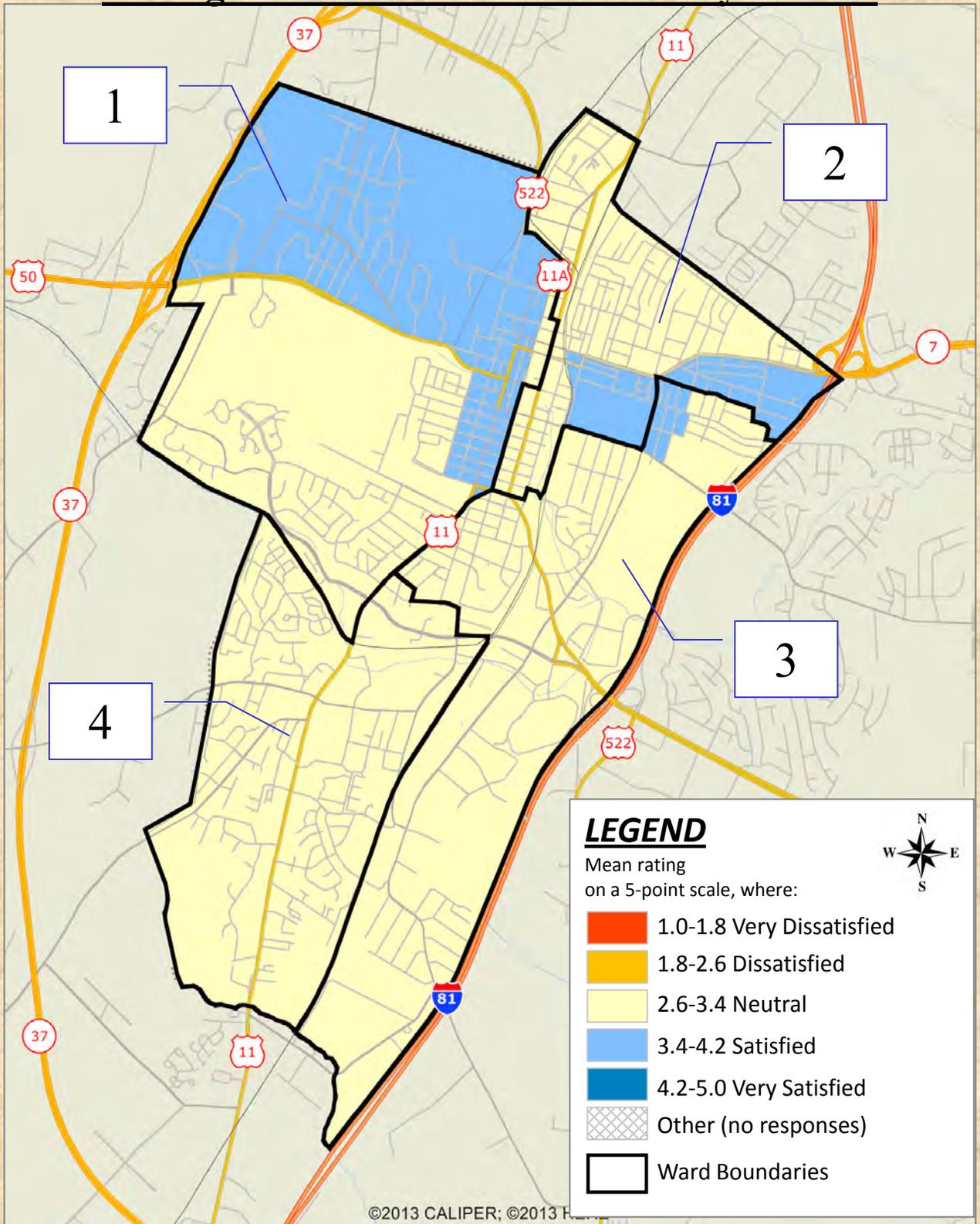


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1k: Respondent Satisfaction with the Management of Traffic Flow on City Streets

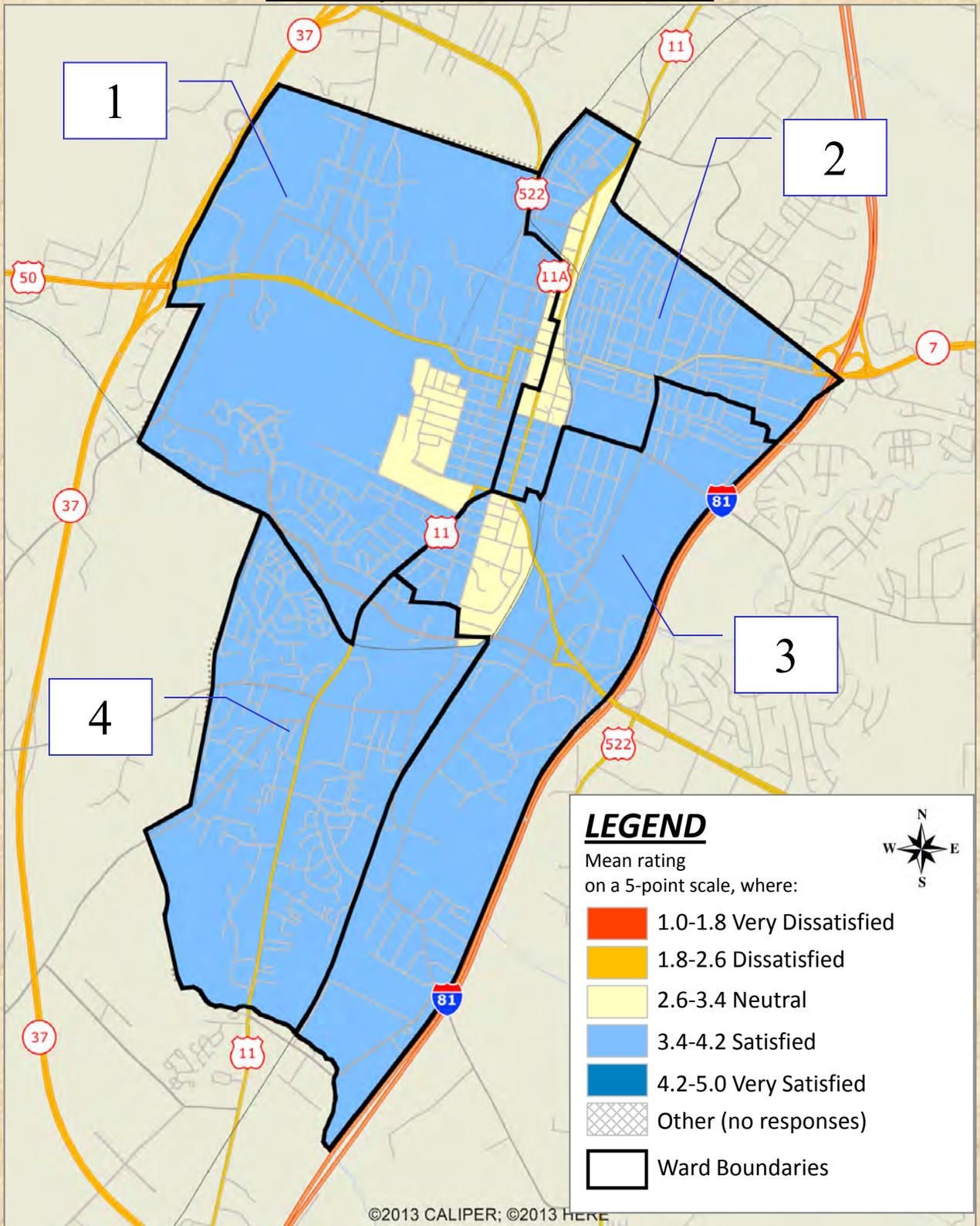


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11: Respondent Satisfaction with the Quality of Public Schools

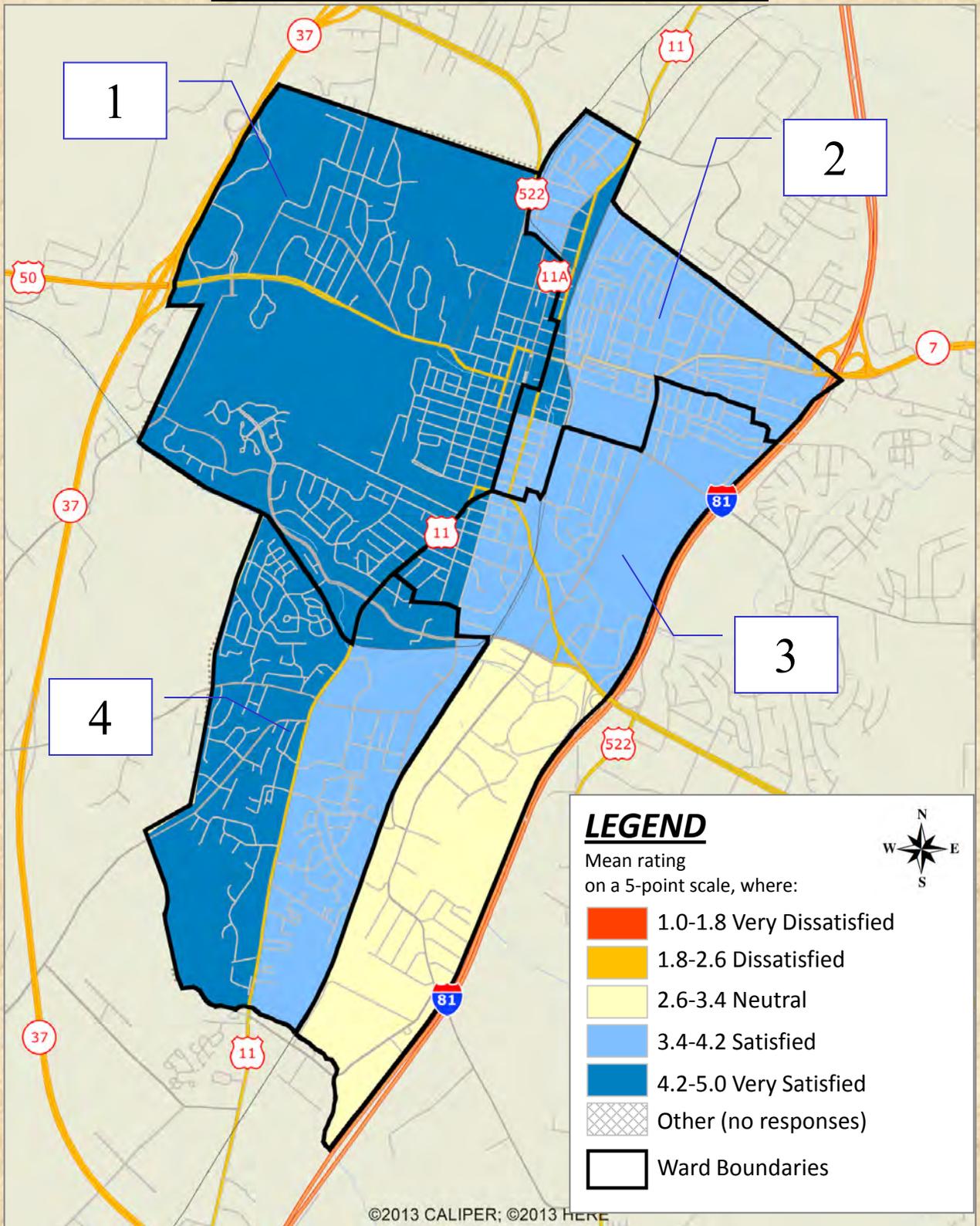


Winchester, Virginia

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Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1m: Respondent Satisfaction with Efforts to Revitalize Downtown



Winchester, Virginia

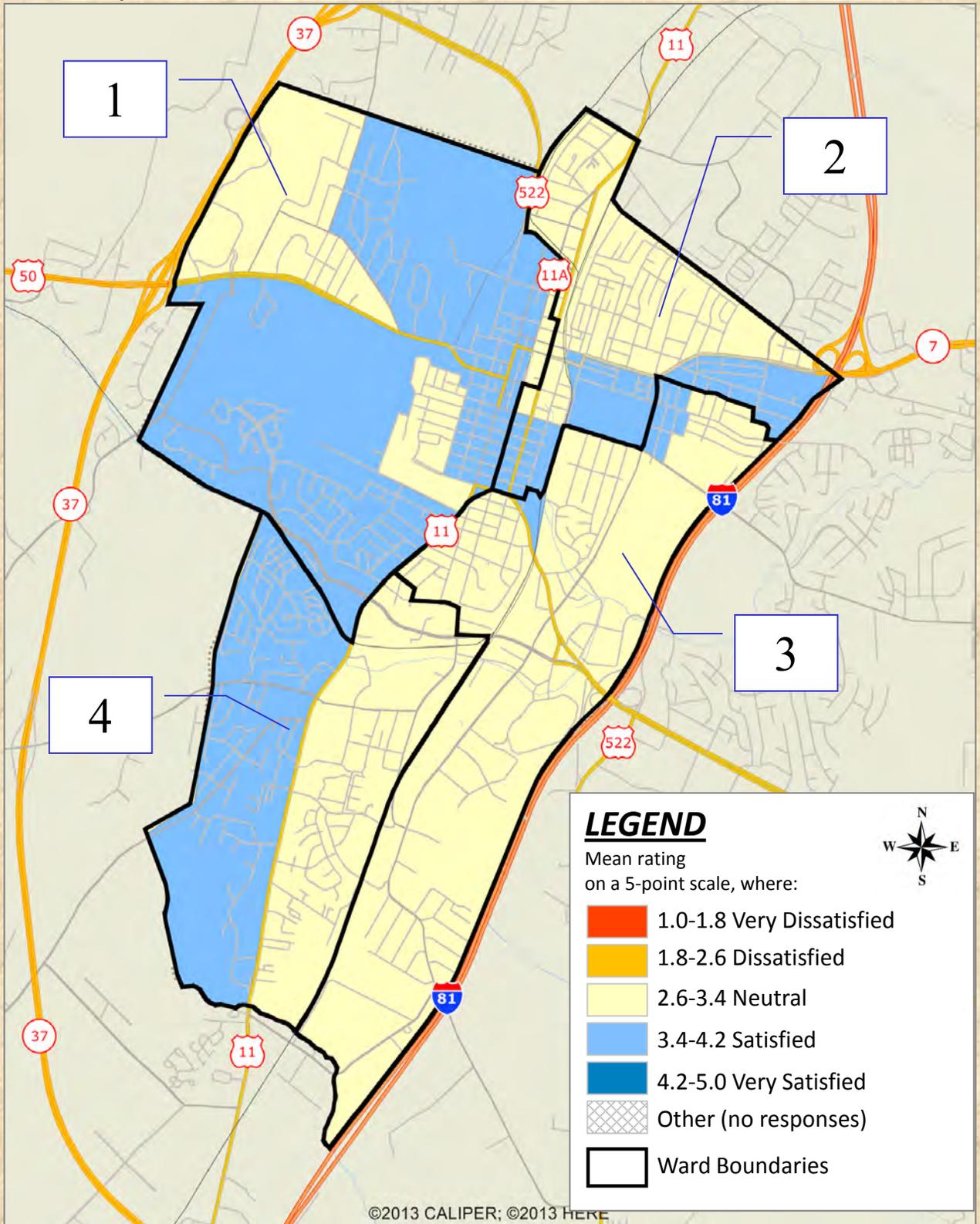
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Items that May Influence Ones Perception of Winchester

Question #3

Q3a: Respondent Satisfaction with the Overall Value they Receive for their Local Tax Dollars and Fees

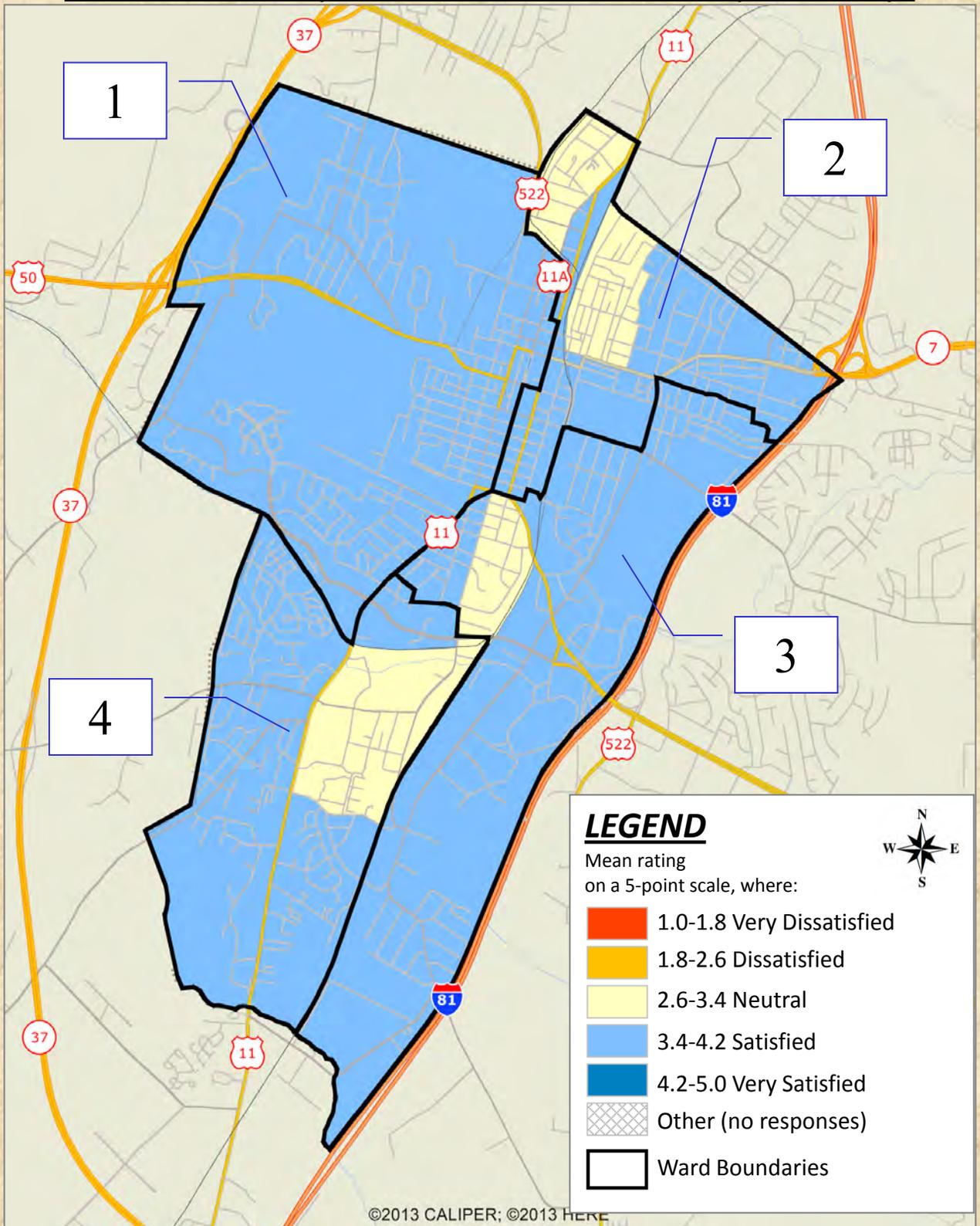


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3b: Respondent Satisfaction with the Overall Quality of Services Provided by the City

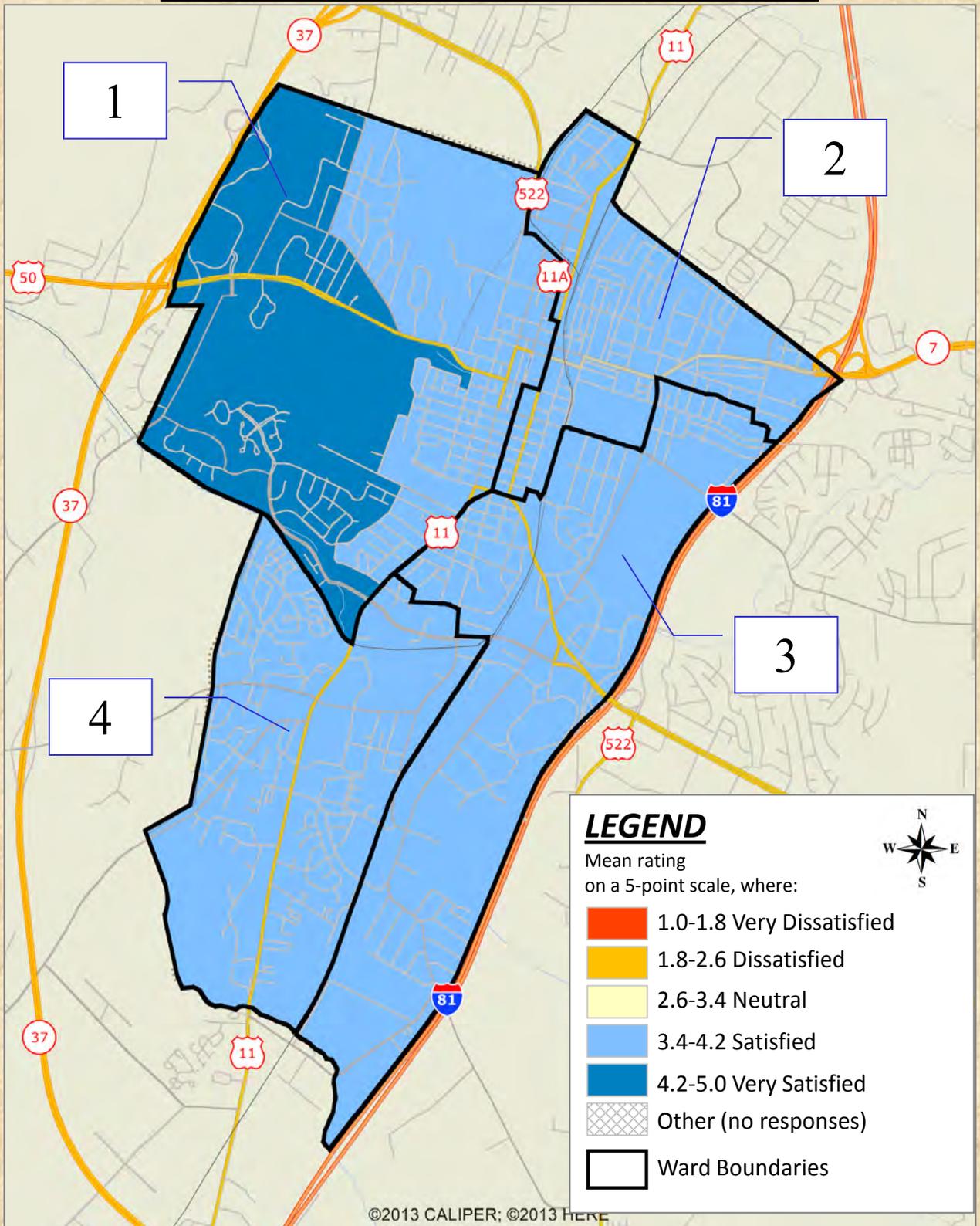


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3c: Respondent Satisfaction with the Overall Quality of Life in Winchester

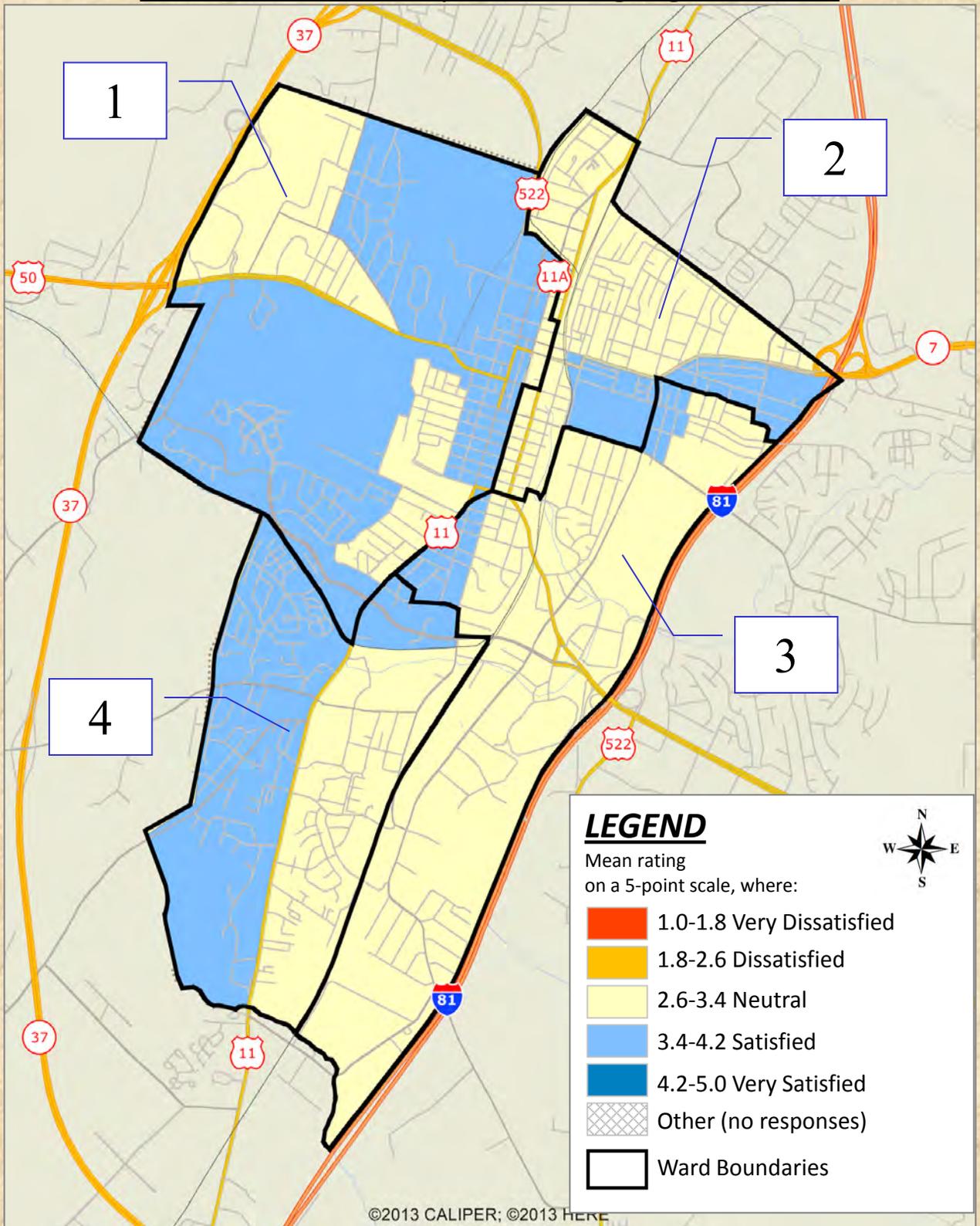


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3d: Respondent Satisfaction with How Well the City is Managing Growth



Winchester, Virginia

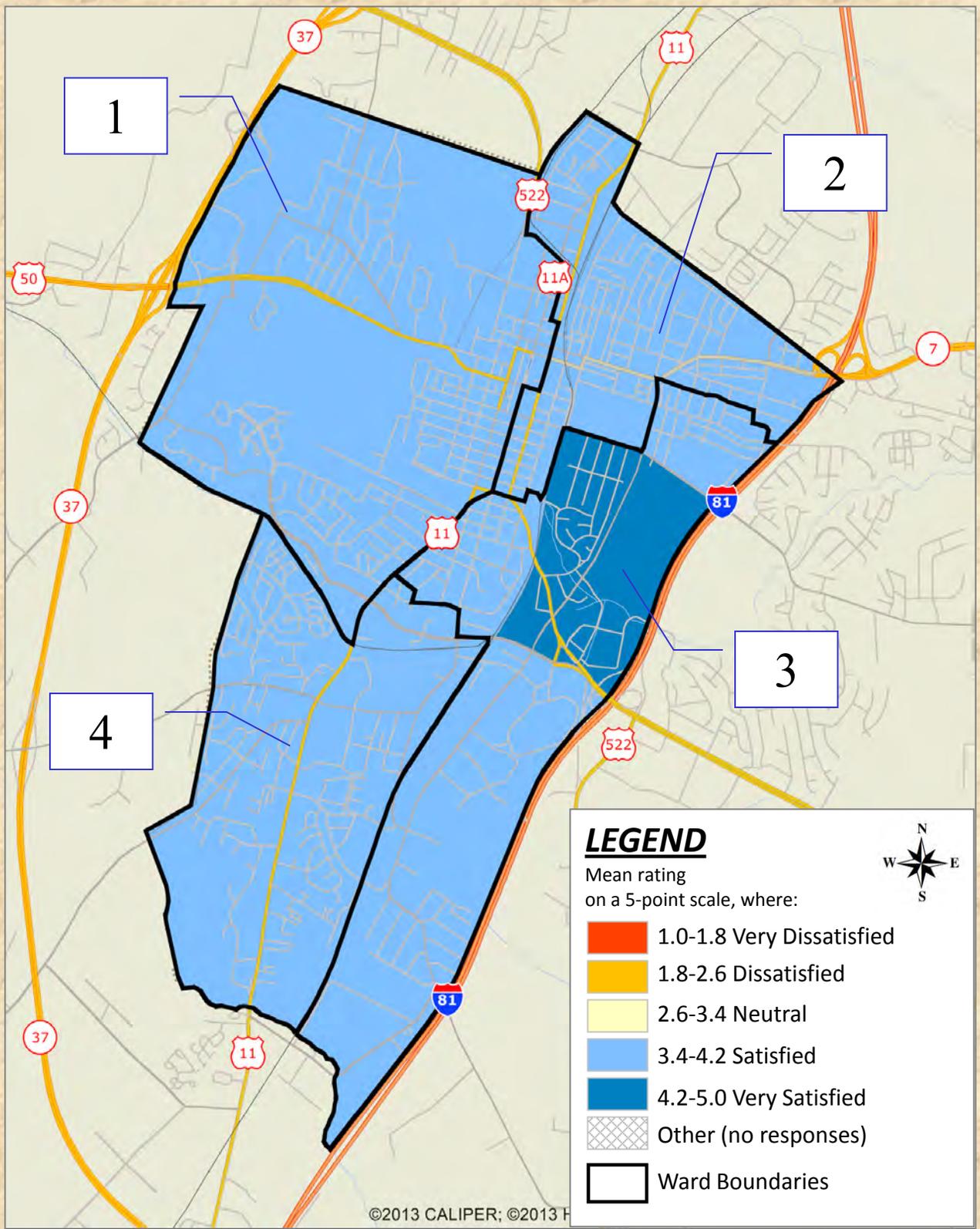
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Parks and Recreation

Question #4

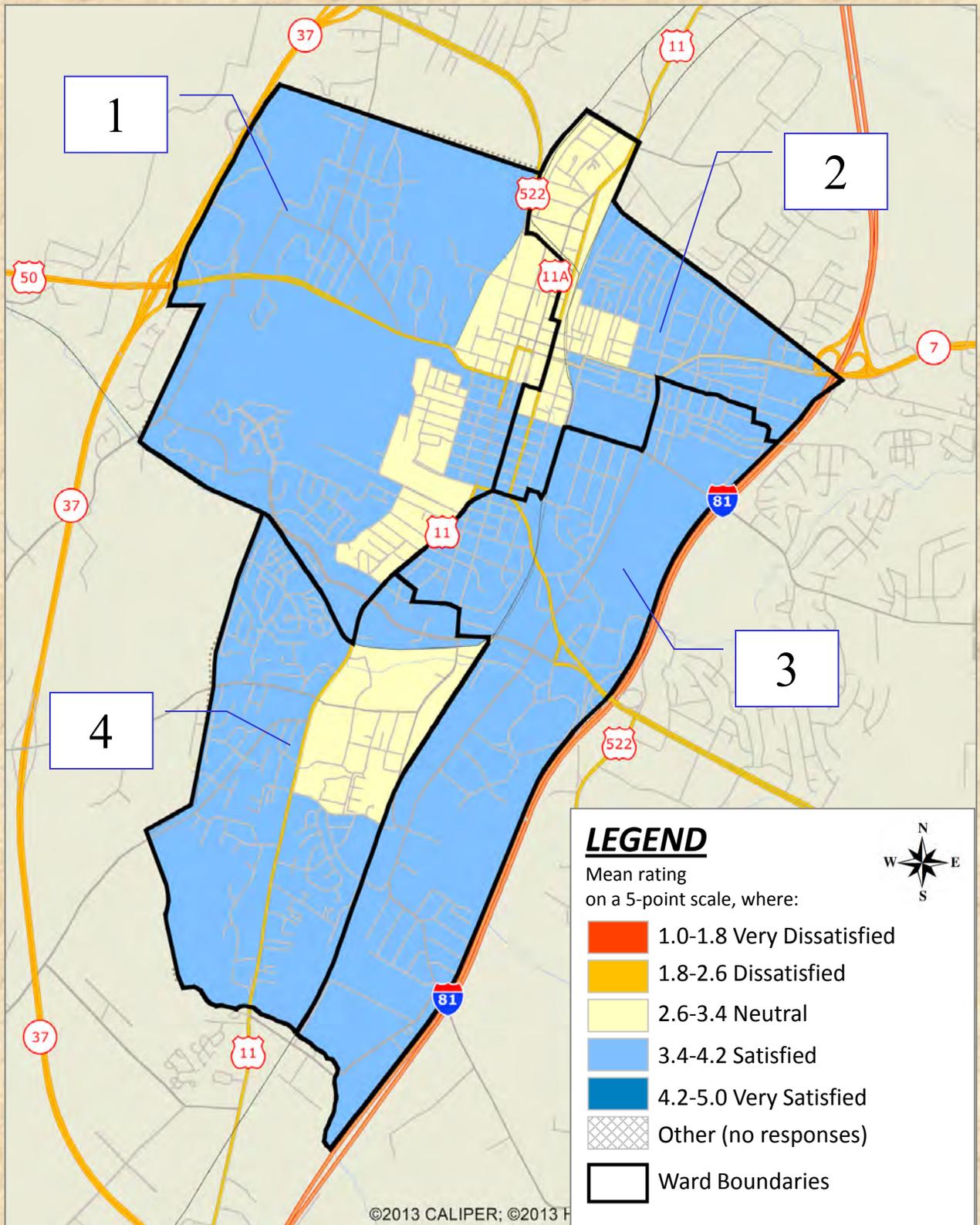
Q4a: Respondent Satisfaction with Maintenance of City Parks



Winchester, Virginia 2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4b: Respondent Satisfaction with Number of City Parks

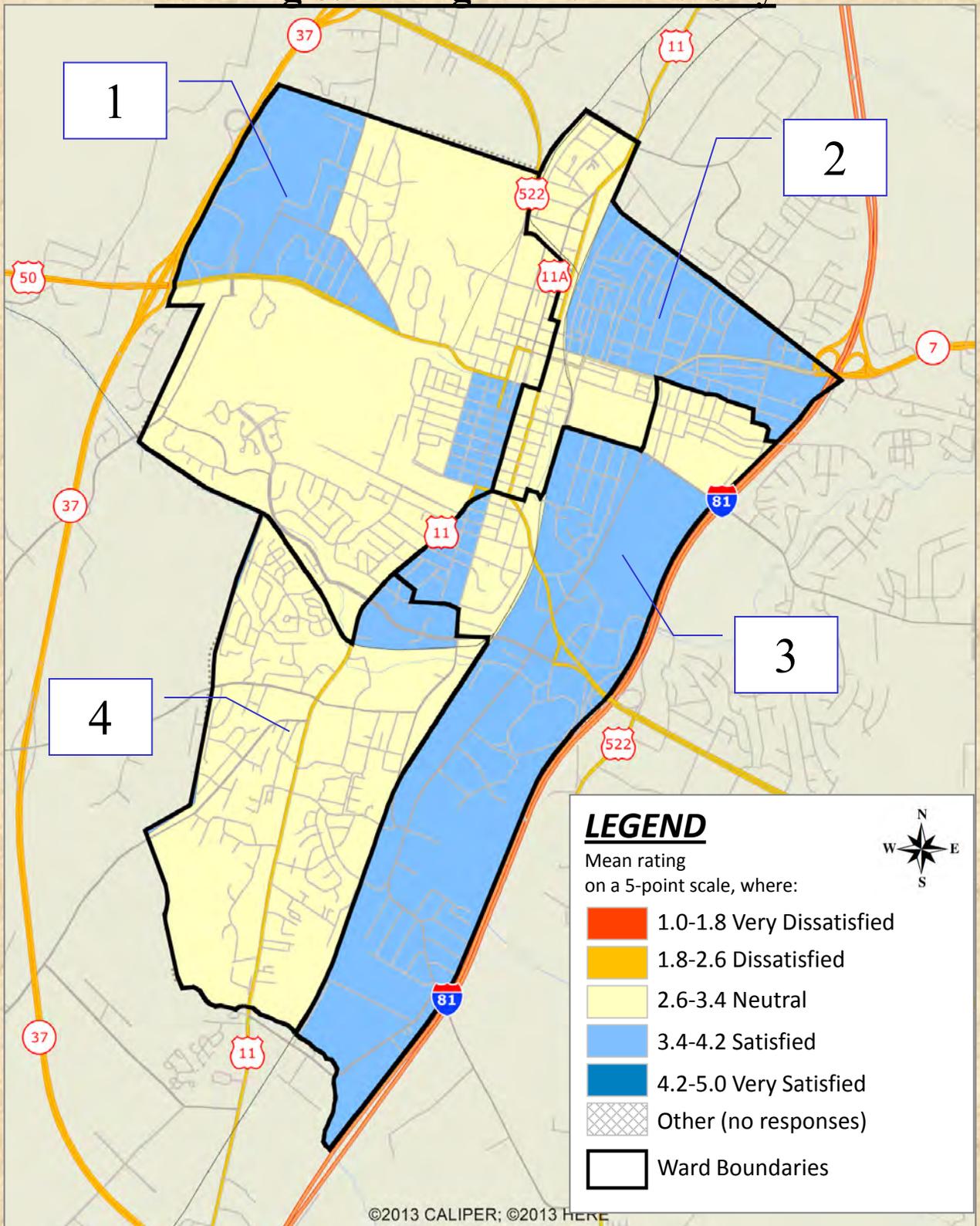


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4c: Respondent Satisfaction with Walking & Biking Trails in the City

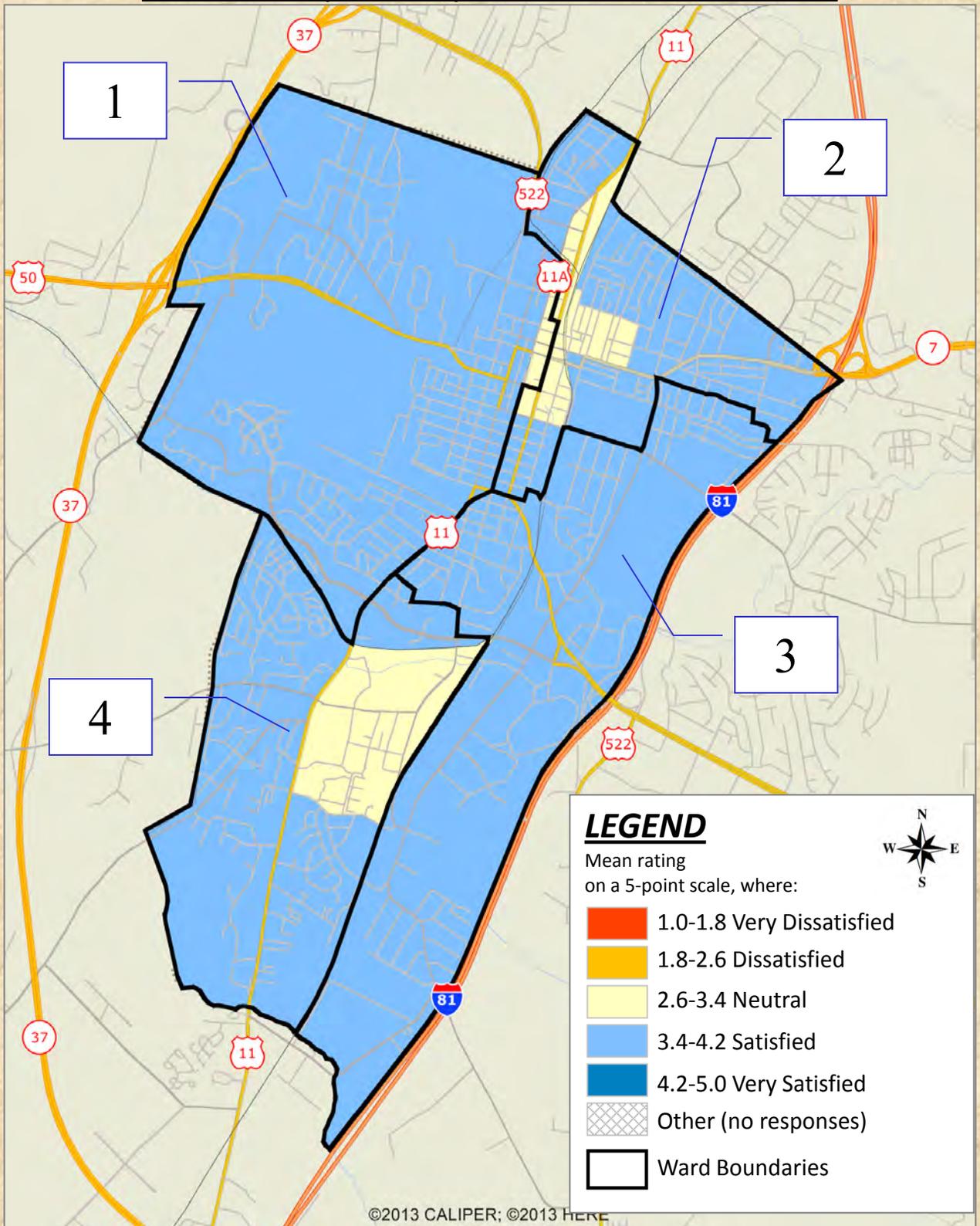


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4d: Respondent Satisfaction with the Availability of City Recreation Facilities

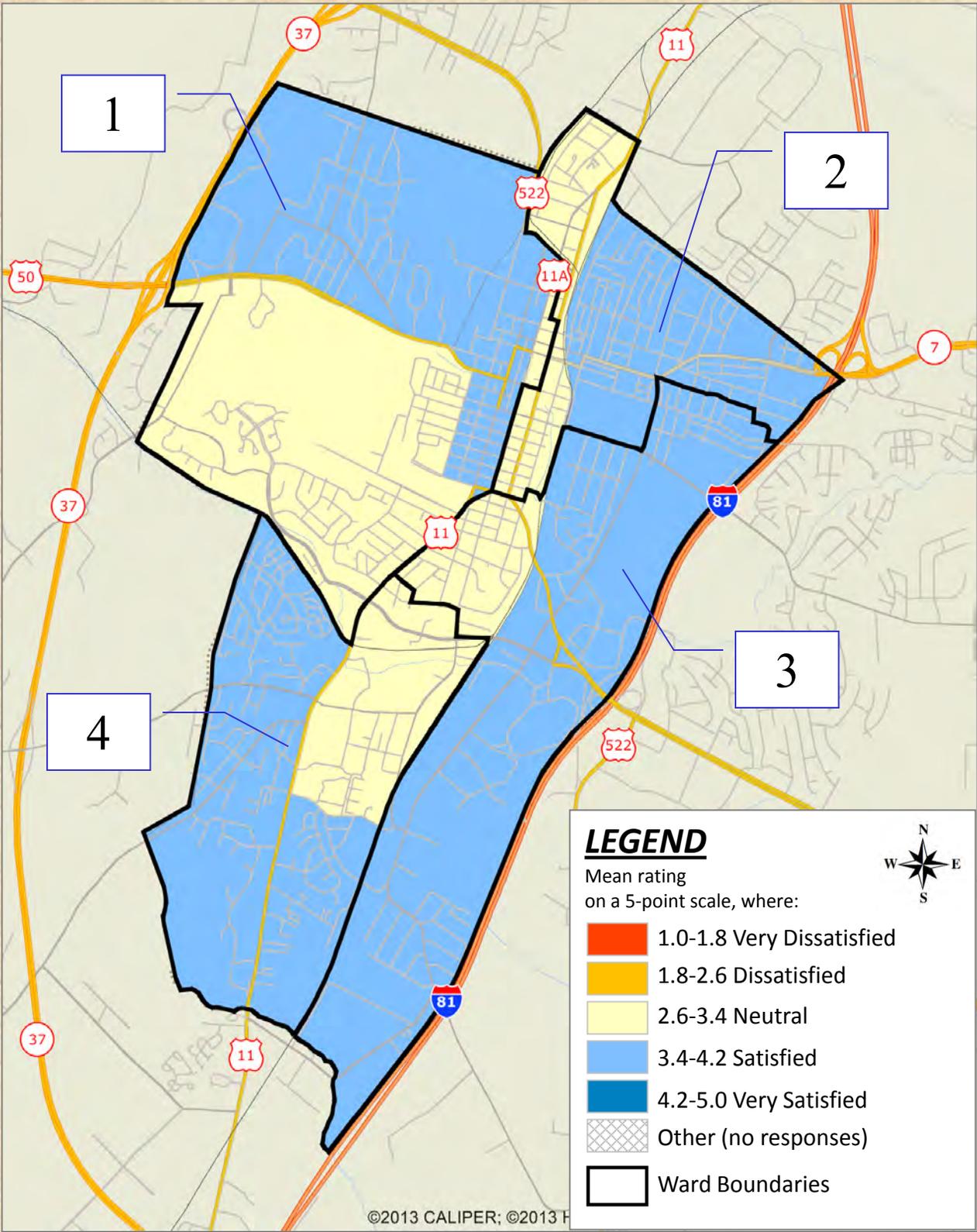


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

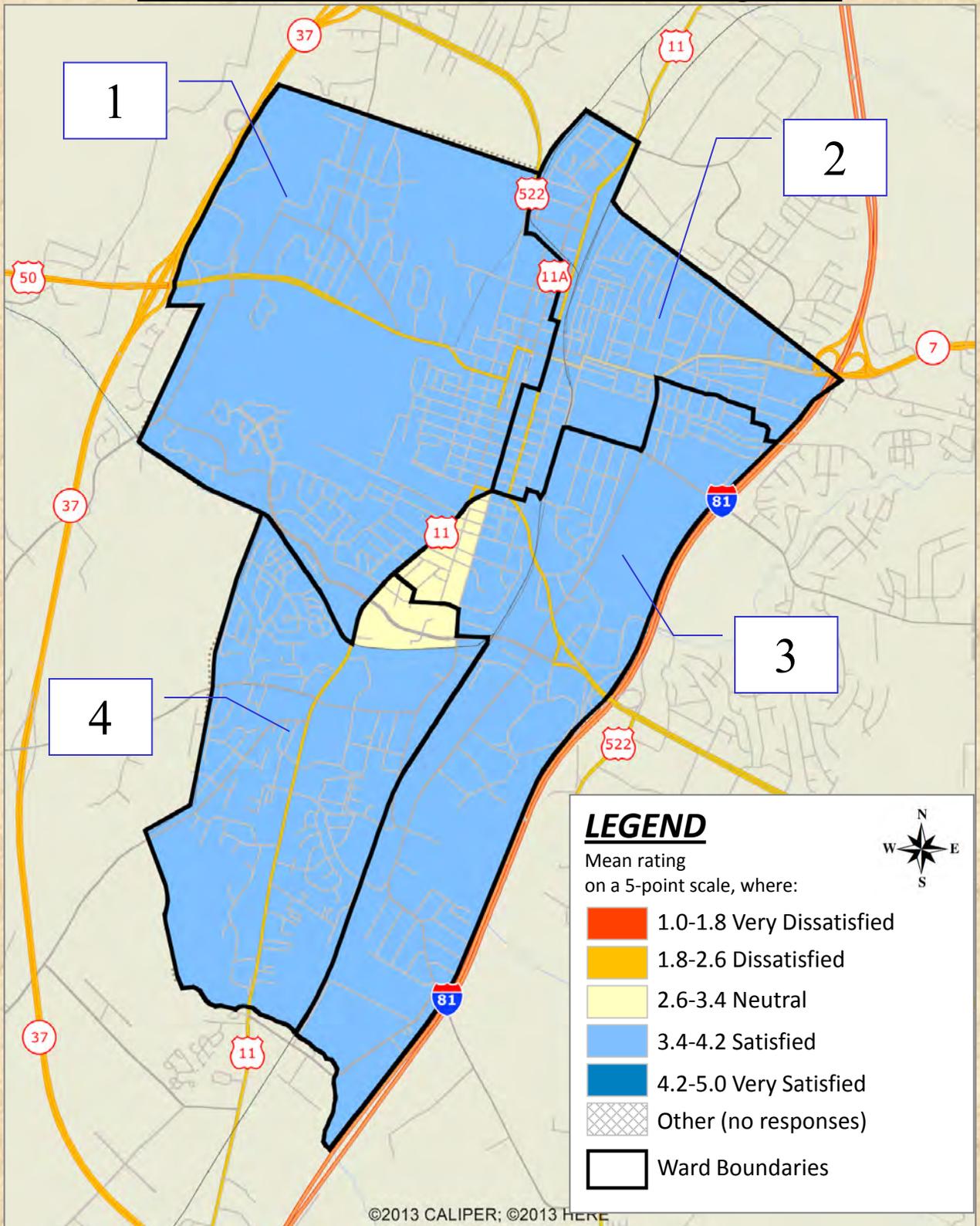
Q4e: Respondent Satisfaction with Outdoor Athletic Facilities



Winchester, Virginia 2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4f: Respondent Satisfaction with the Availability of Information about Recreation Programs

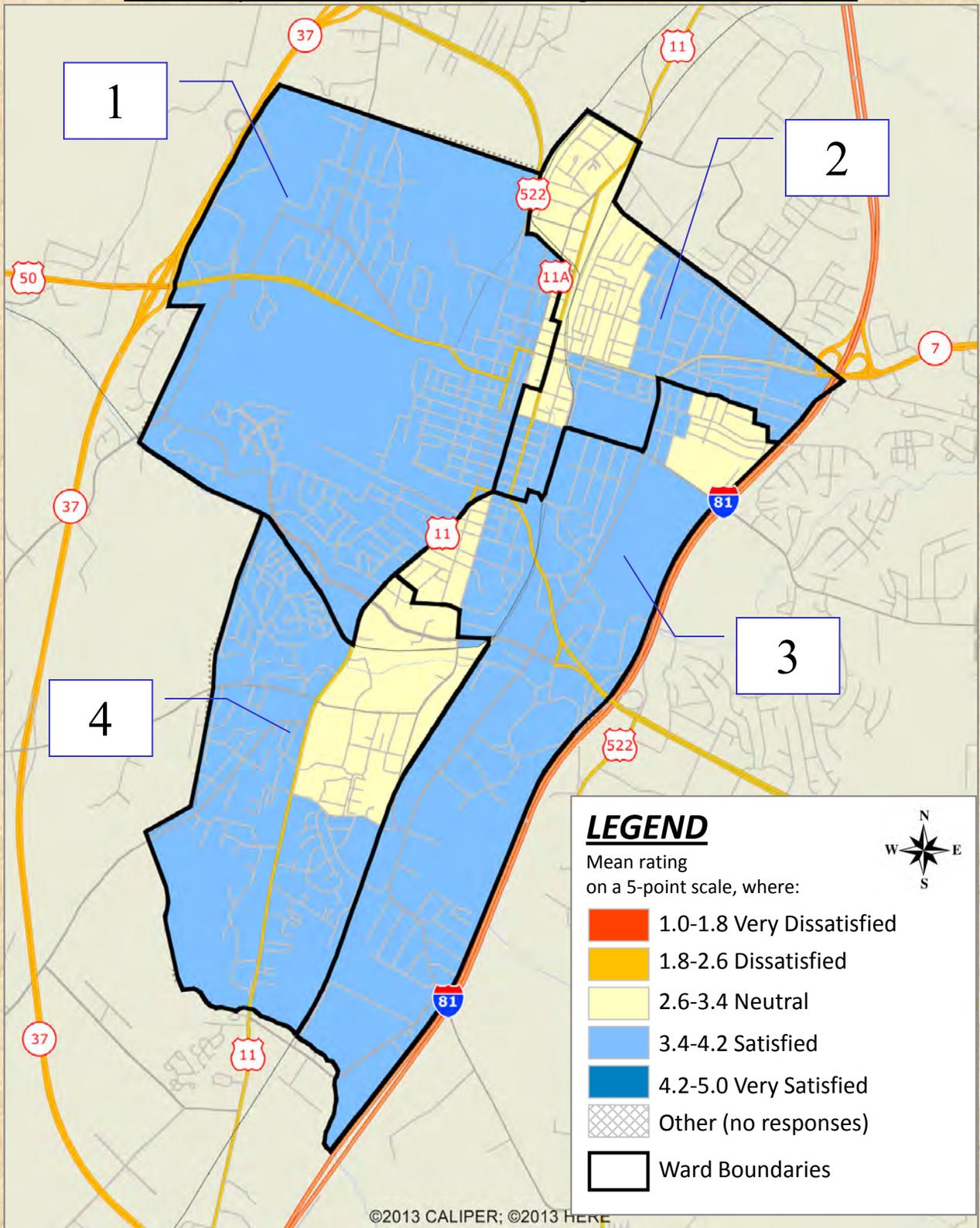


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4g: Respondent Satisfaction with the Quality of Recreation Programs for Youth

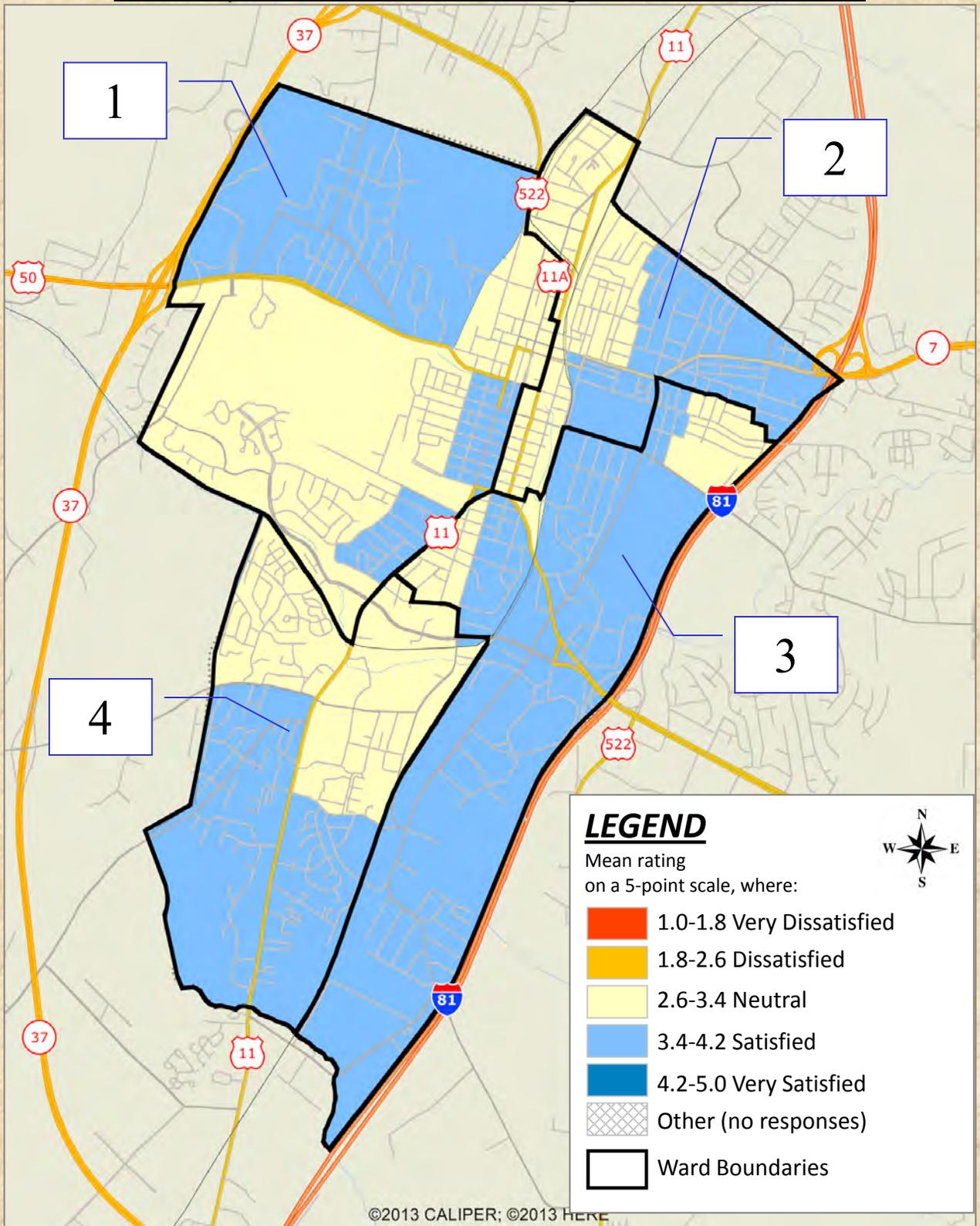


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4h: Respondent Satisfaction with the Quality of Recreation Programs for Adults

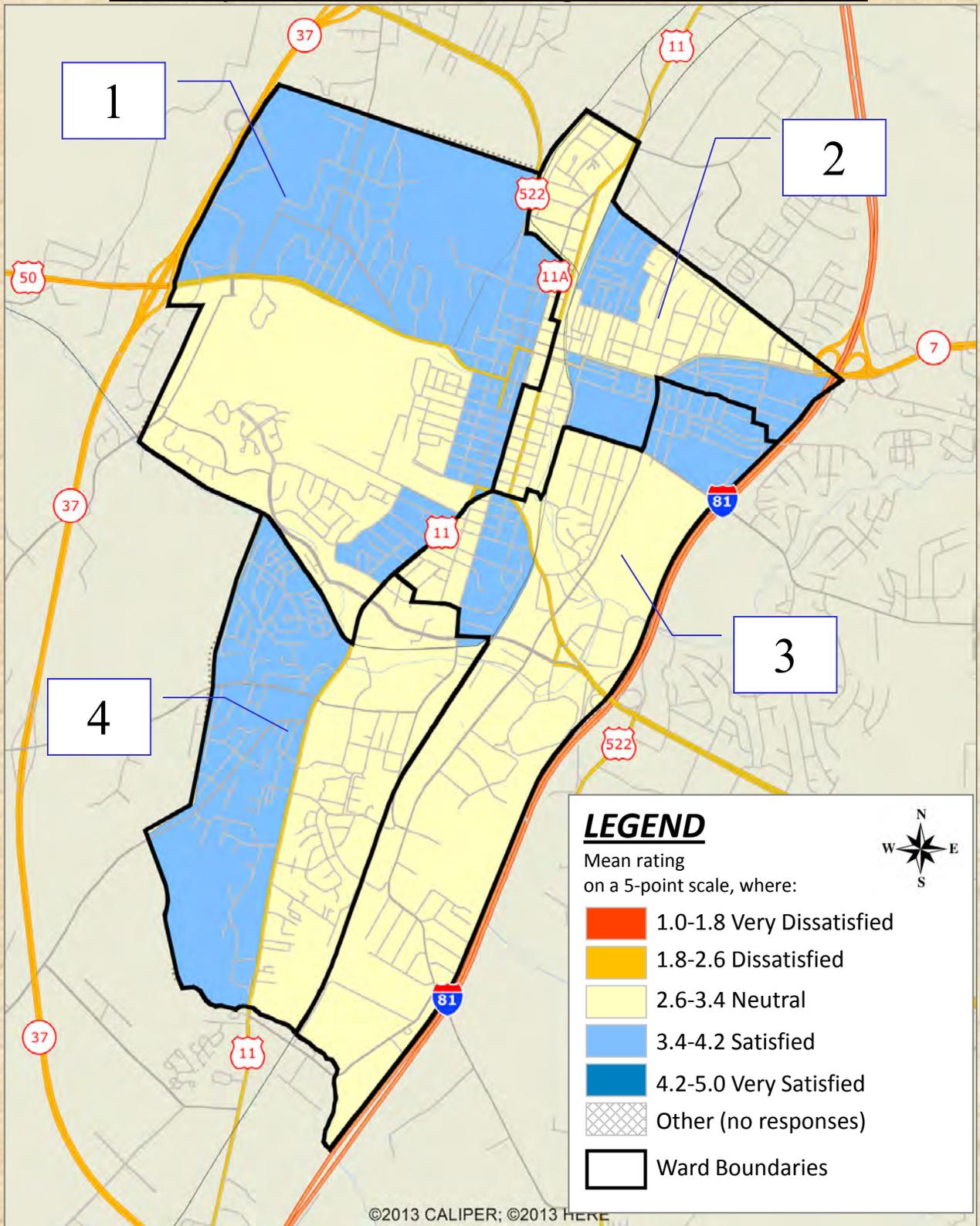


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4i: Respondent Satisfaction with the Quality of Recreation Programs for Seniors



Winchester, Virginia

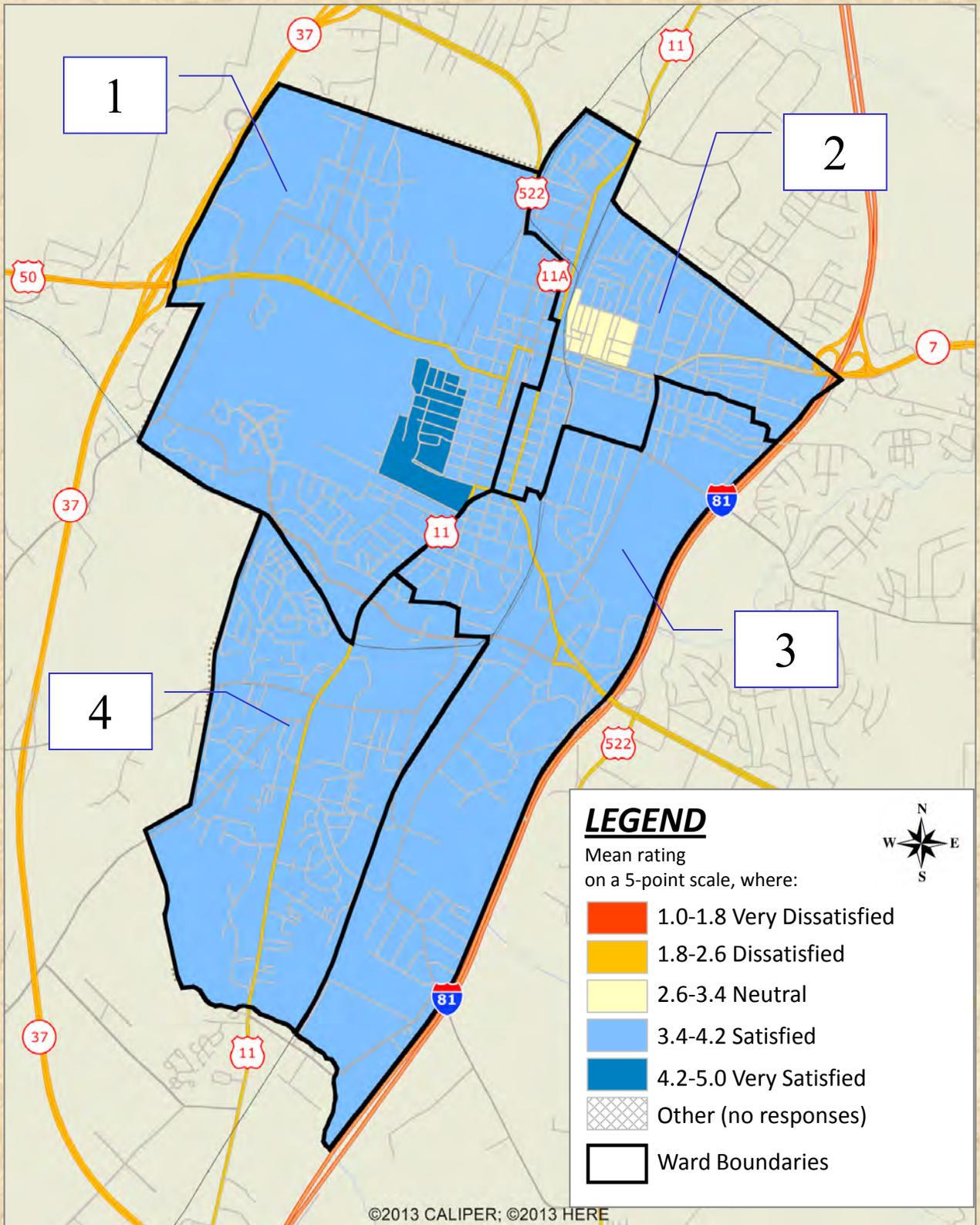
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Public Safety

Question #6

Q6a: Respondent Satisfaction with the Overall Quality of Police Protection

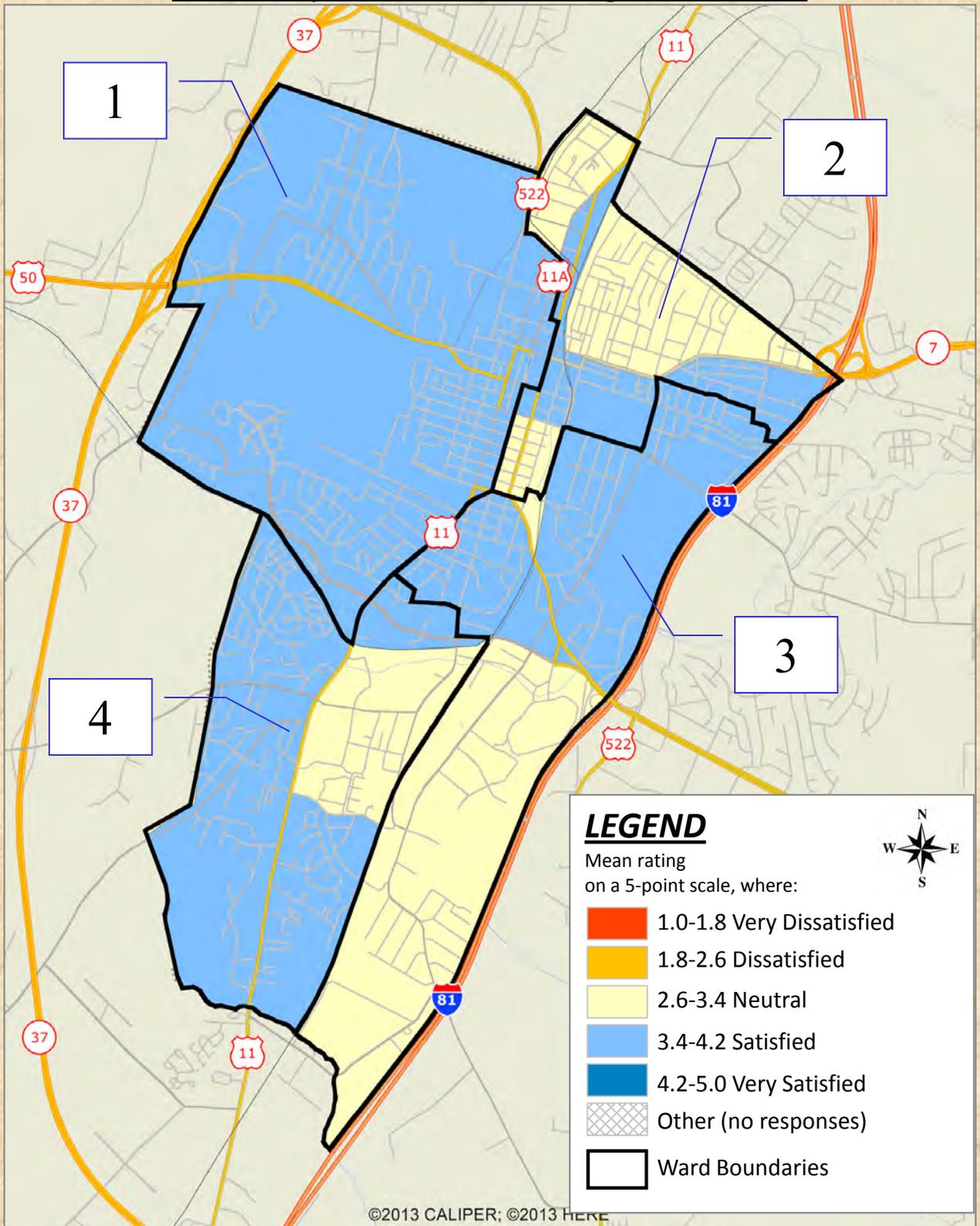


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6b: Respondent Satisfaction with the Visibility of Police in Neighborhoods

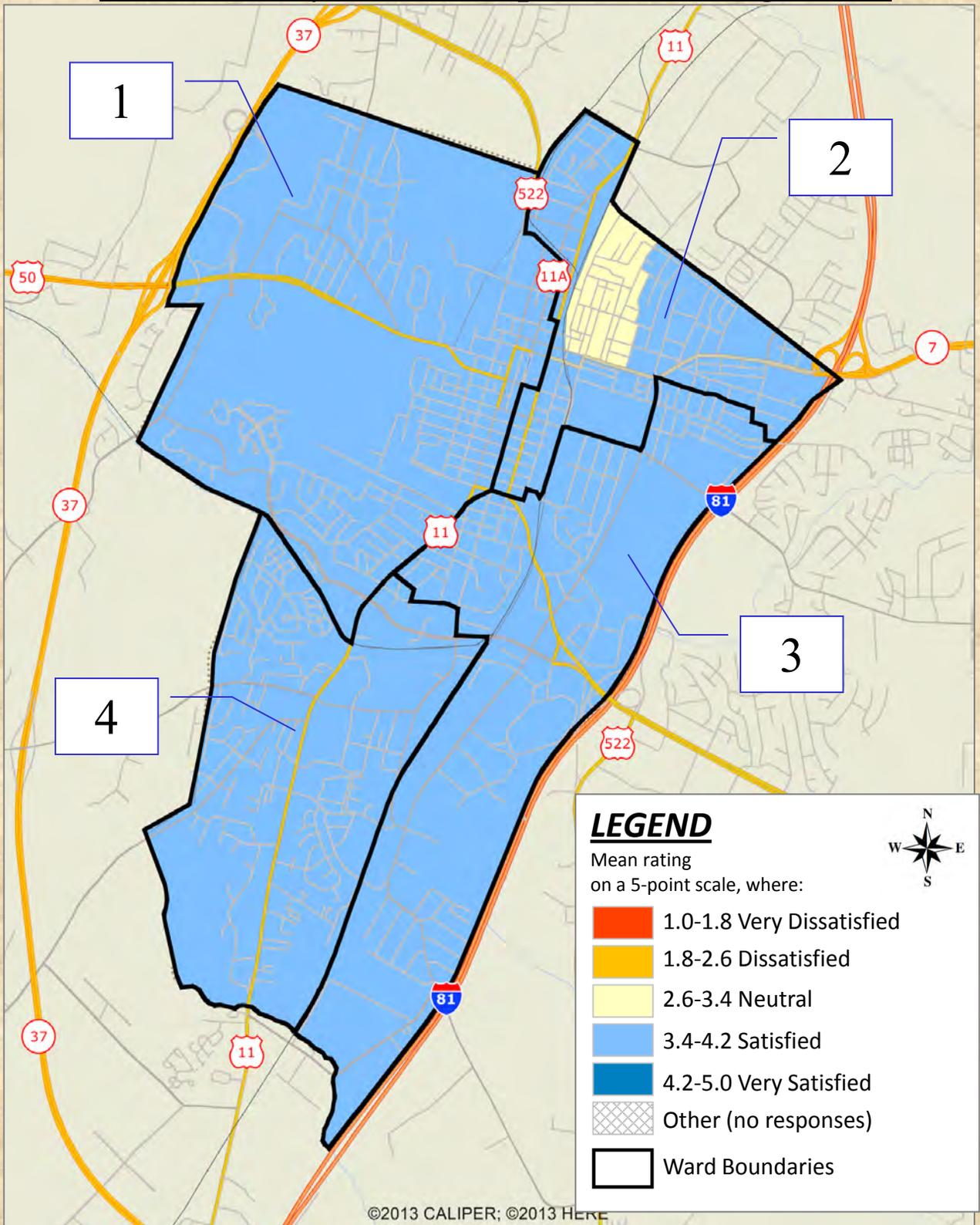


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6c: Respondent Satisfaction with How Quickly Police Respond to Emergencies

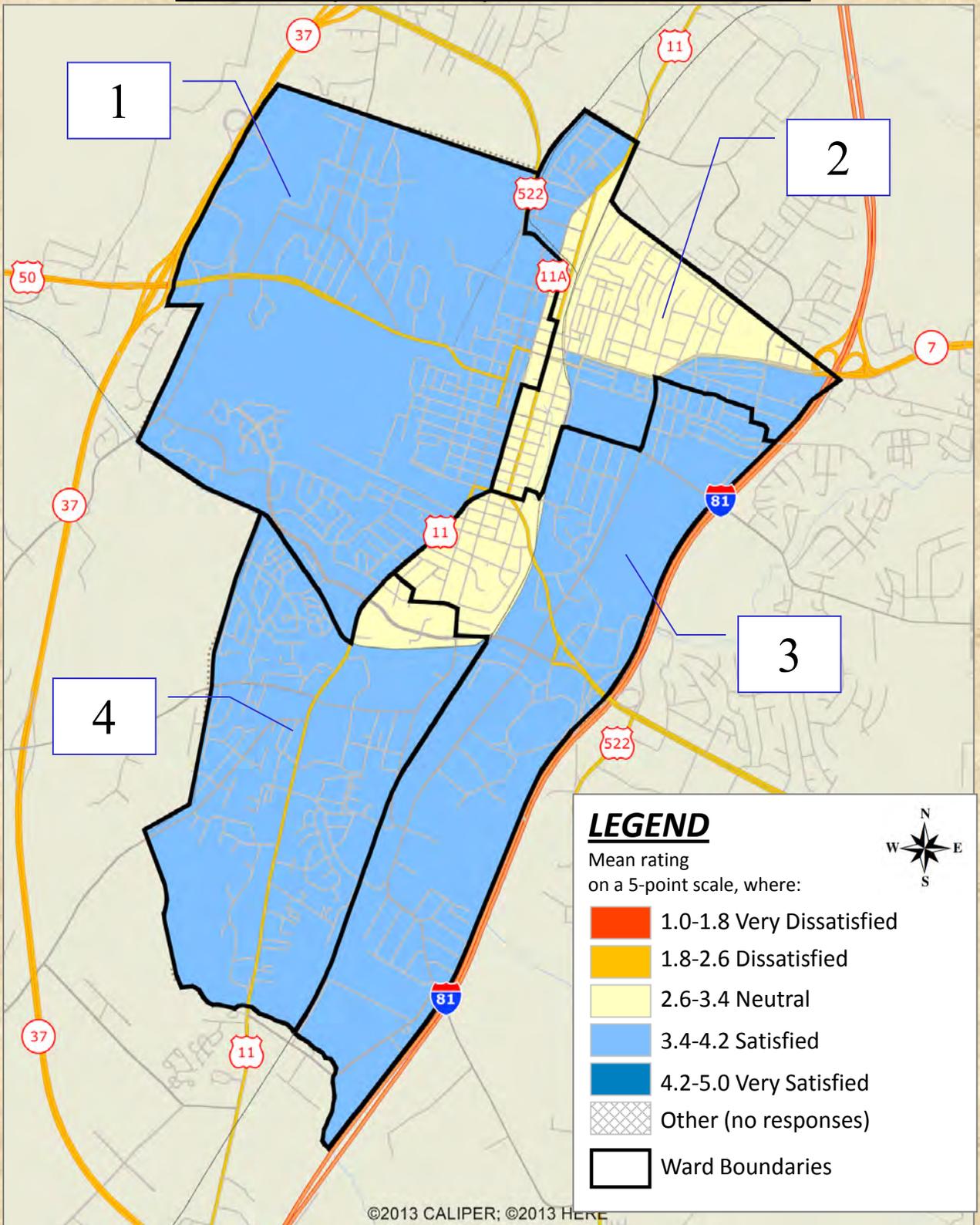


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6d: Respondent Satisfaction with Efforts by the City to Prevent Crime

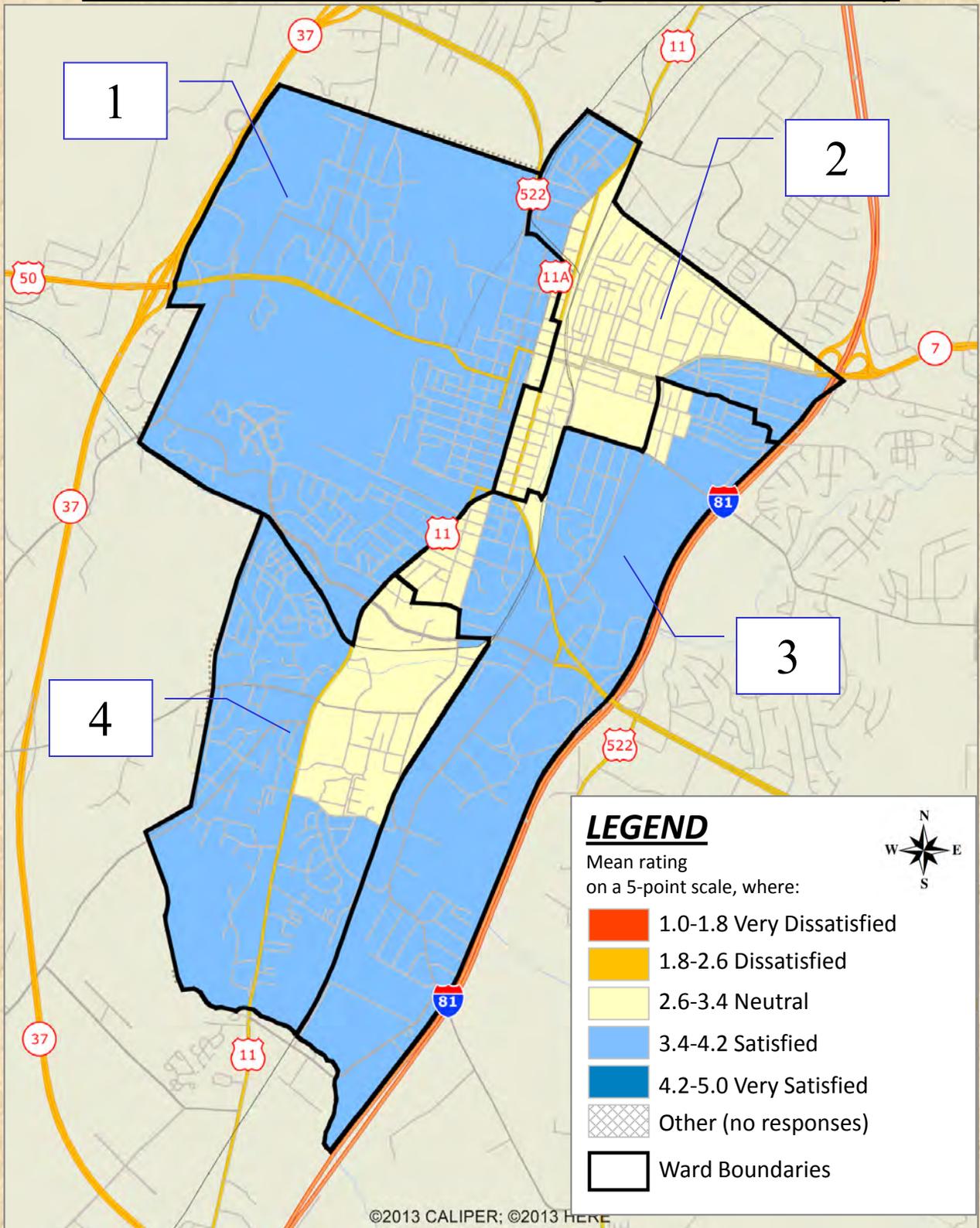


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6e: Respondent Satisfaction with Police Efforts to Reduce Gang Related Activity

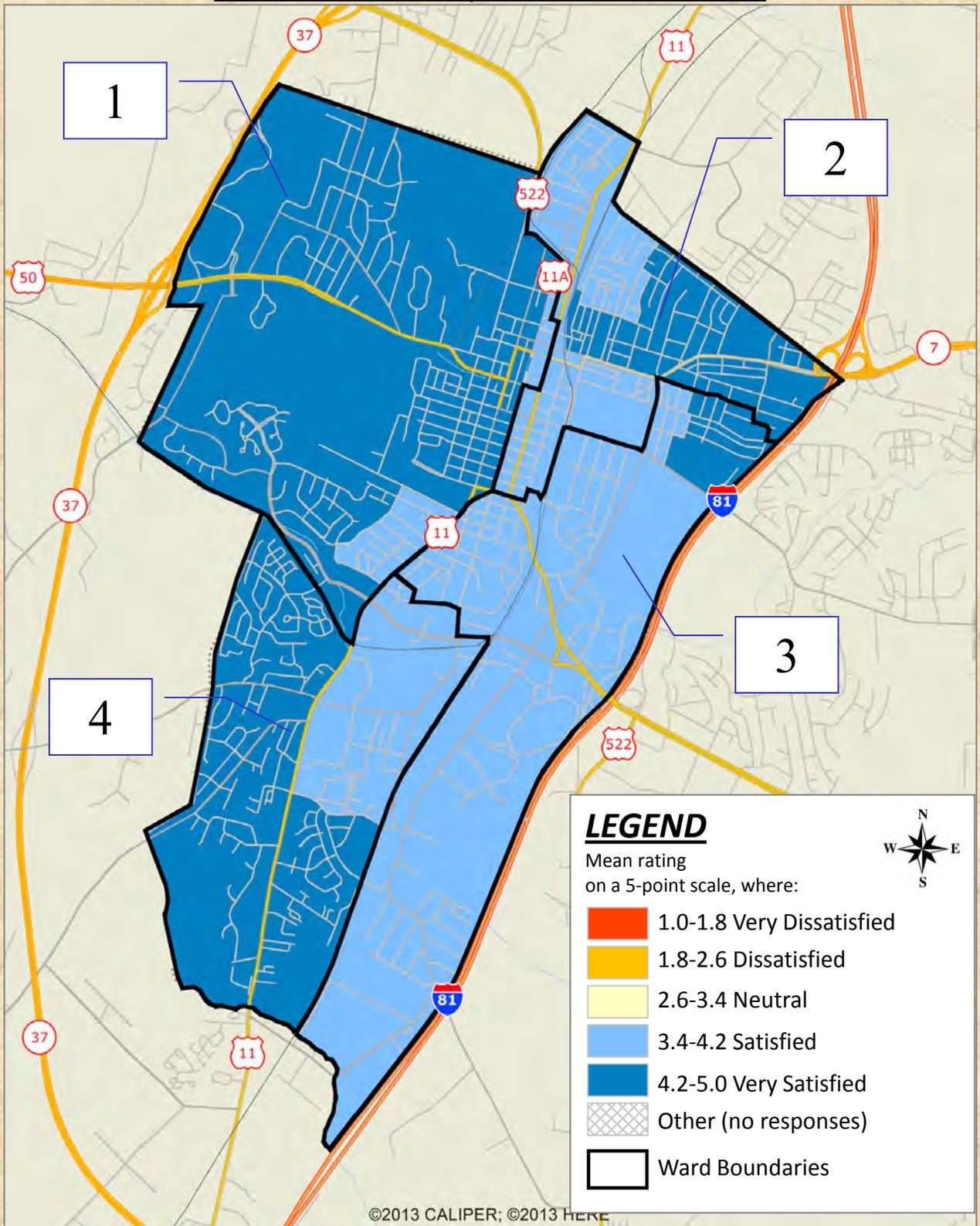


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6f: Respondent Satisfaction with the Overall Quality of Fire Services

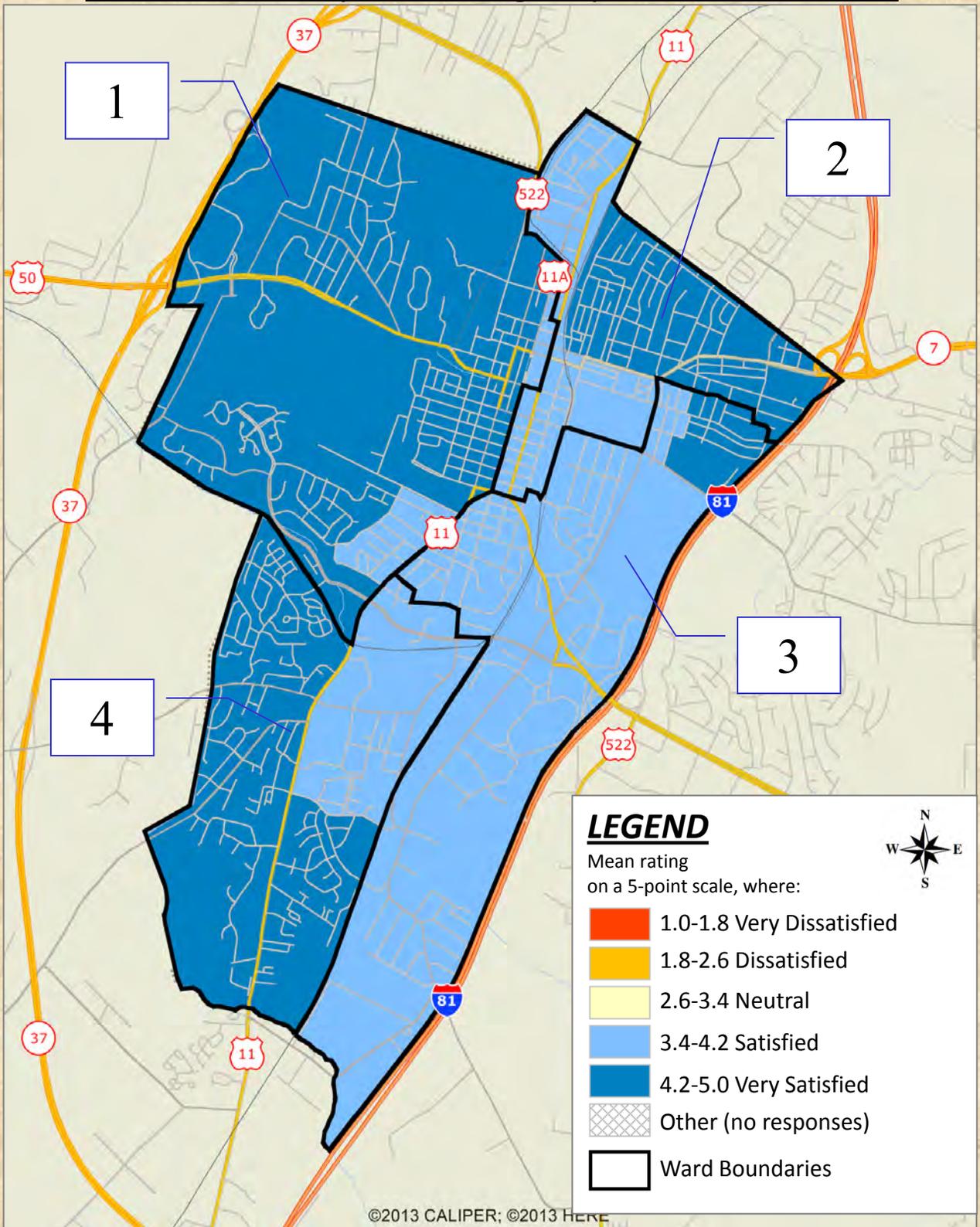


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6g: Respondent Satisfaction with the Overall Quality of Emergency Medical Service

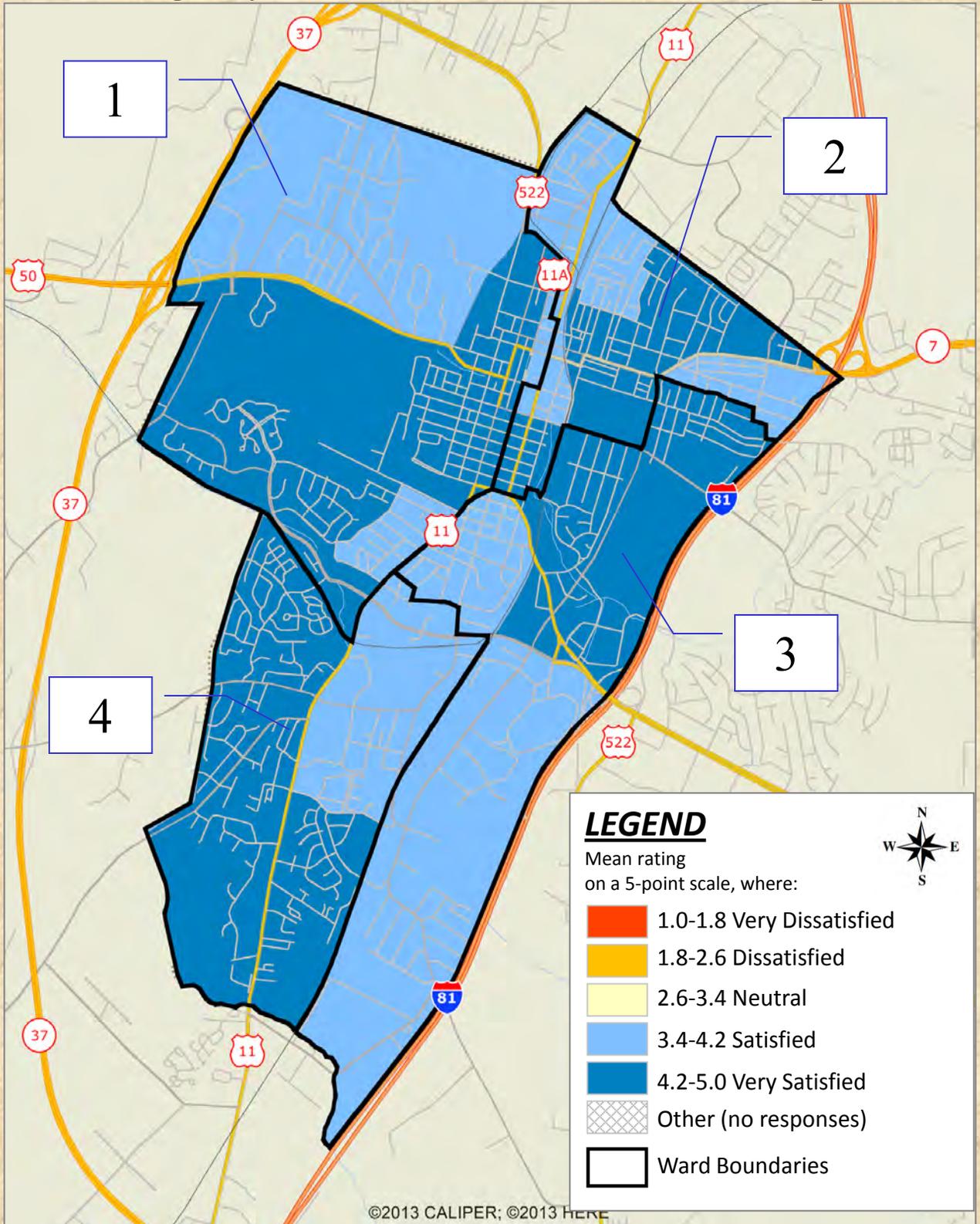


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6h: Respondent Satisfaction with How Quickly Fire and Emergency Medical Service Personnel Respond

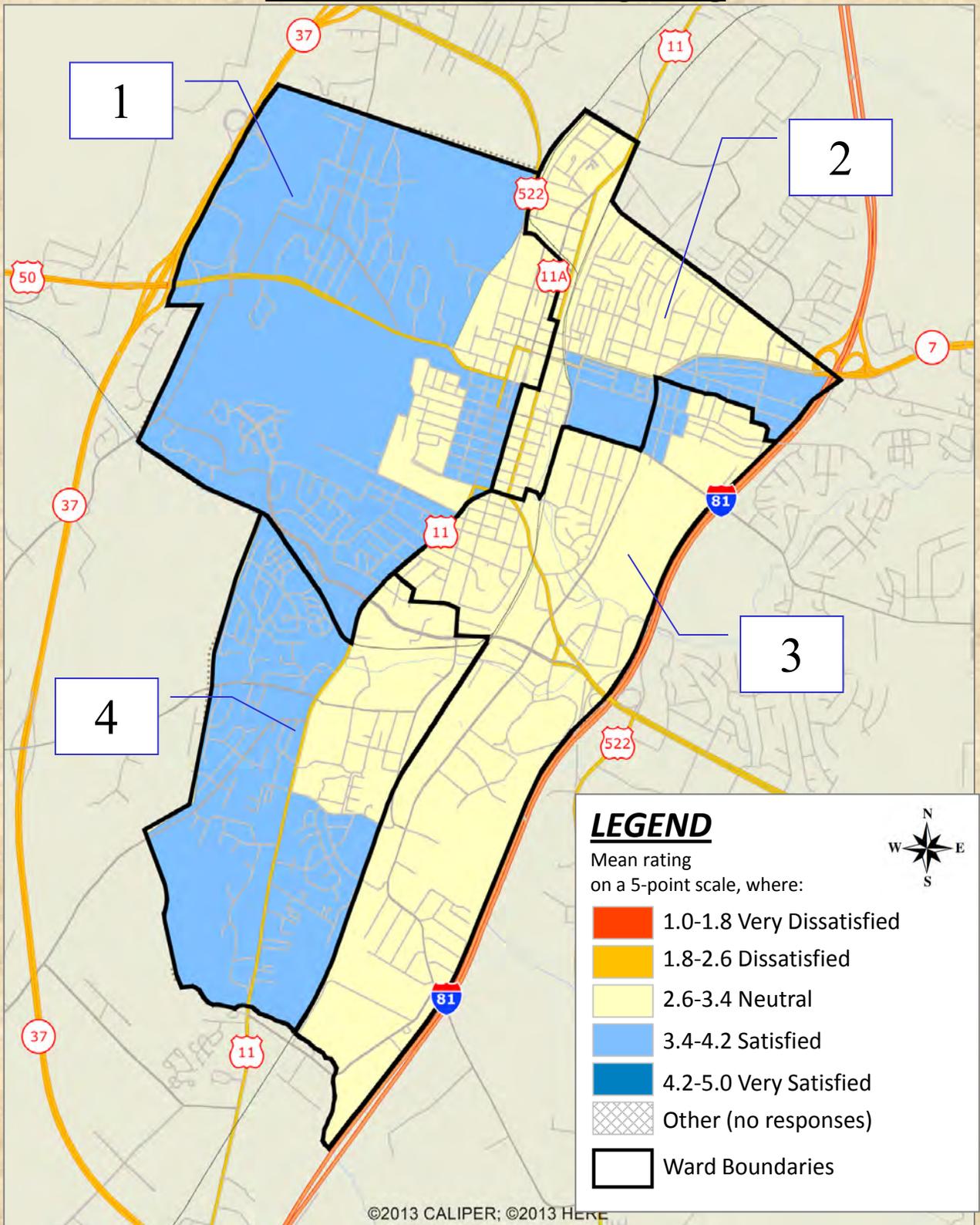


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6i: Respondent Satisfaction with the Amount of Street Lighting

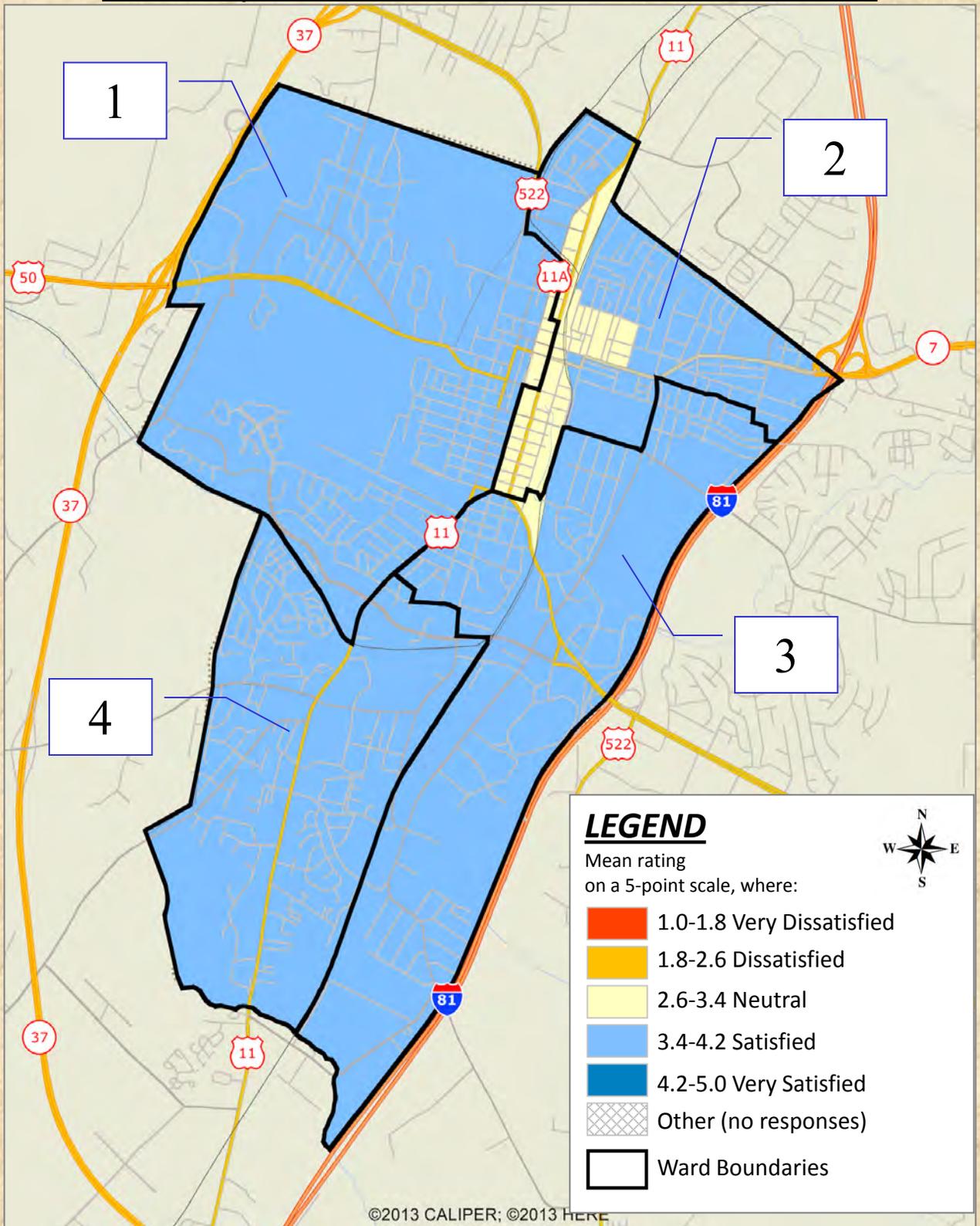


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6j: Respondent Satisfaction with the Visibility of Police in Downtown Winchester



Winchester, Virginia

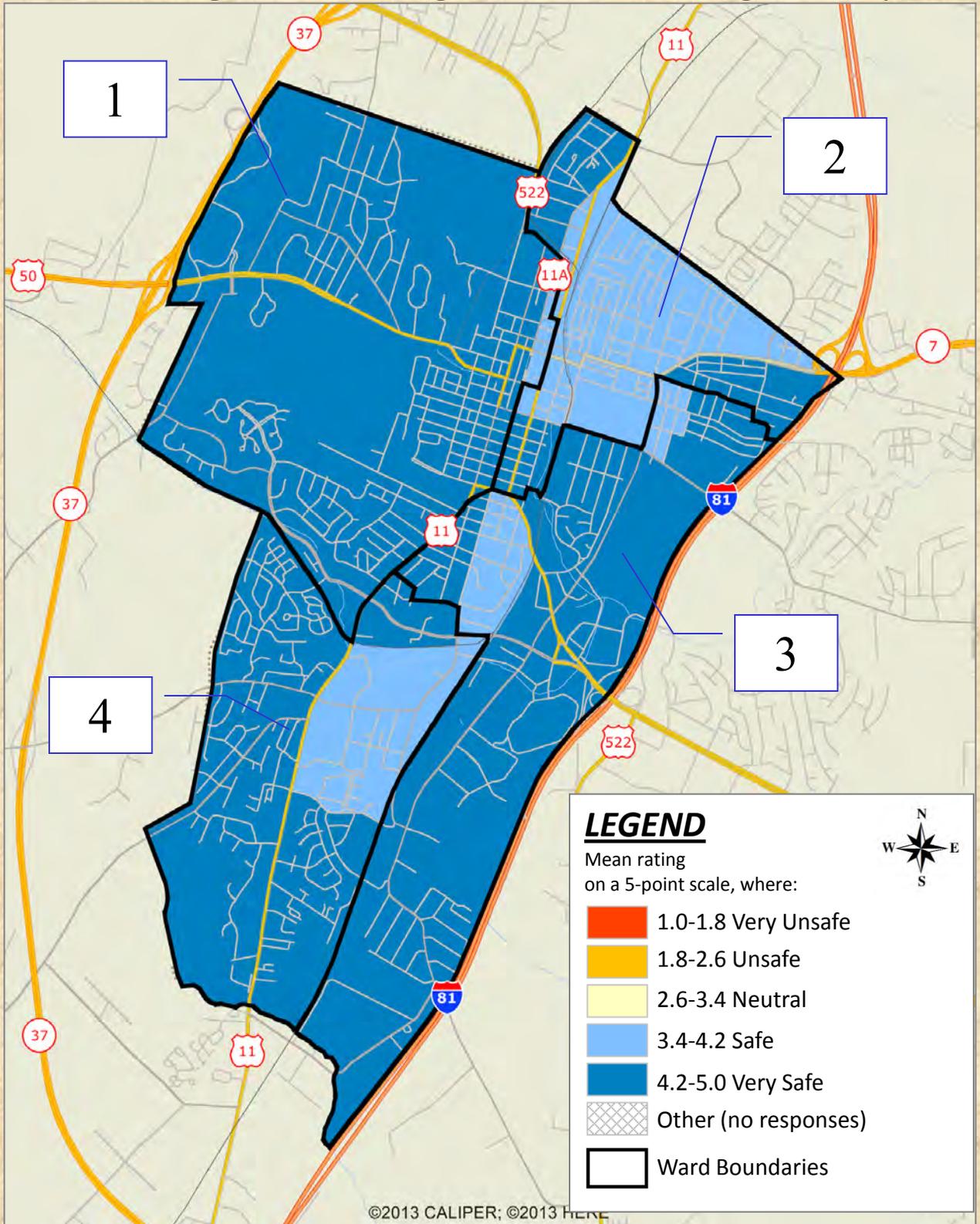
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Feeling of Safety

Question #8

Q8a: How Safe Respondents Feel Walking in their Neighborhood During the Day

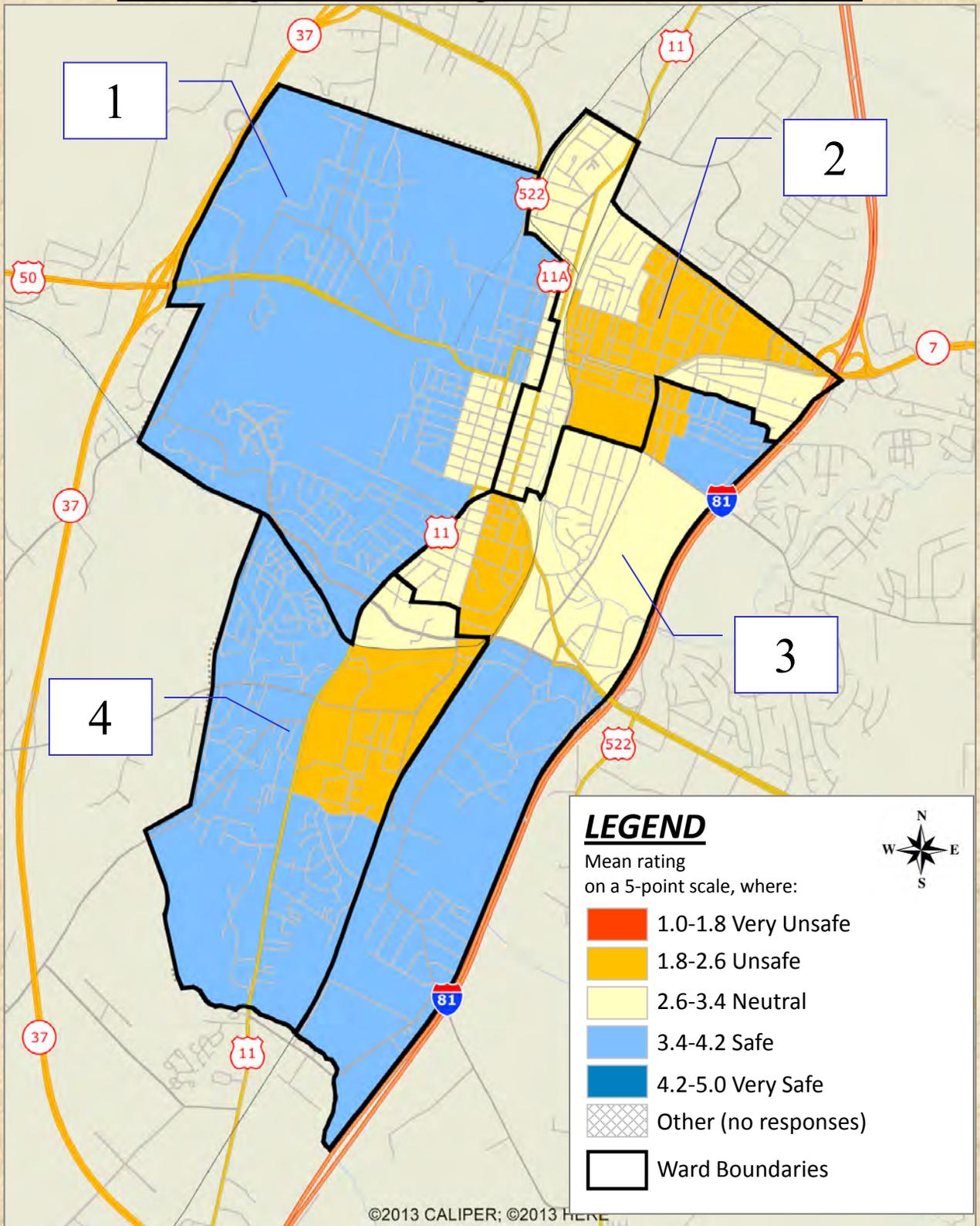


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8b: How Safe Respondents Feel Walking in their Neighborhood After Dark

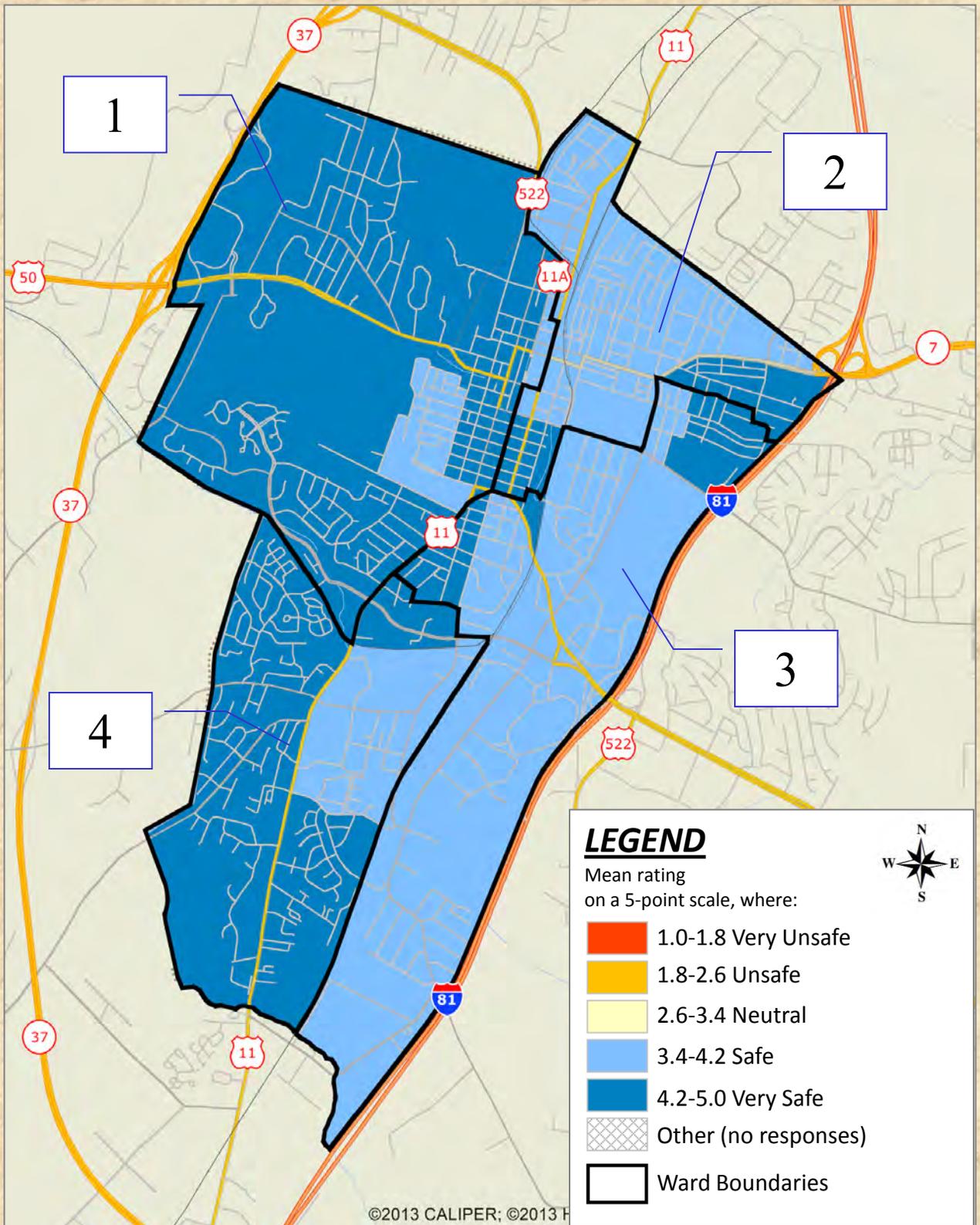


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8c: How Safe Respondents Feel in City Parks During the Day

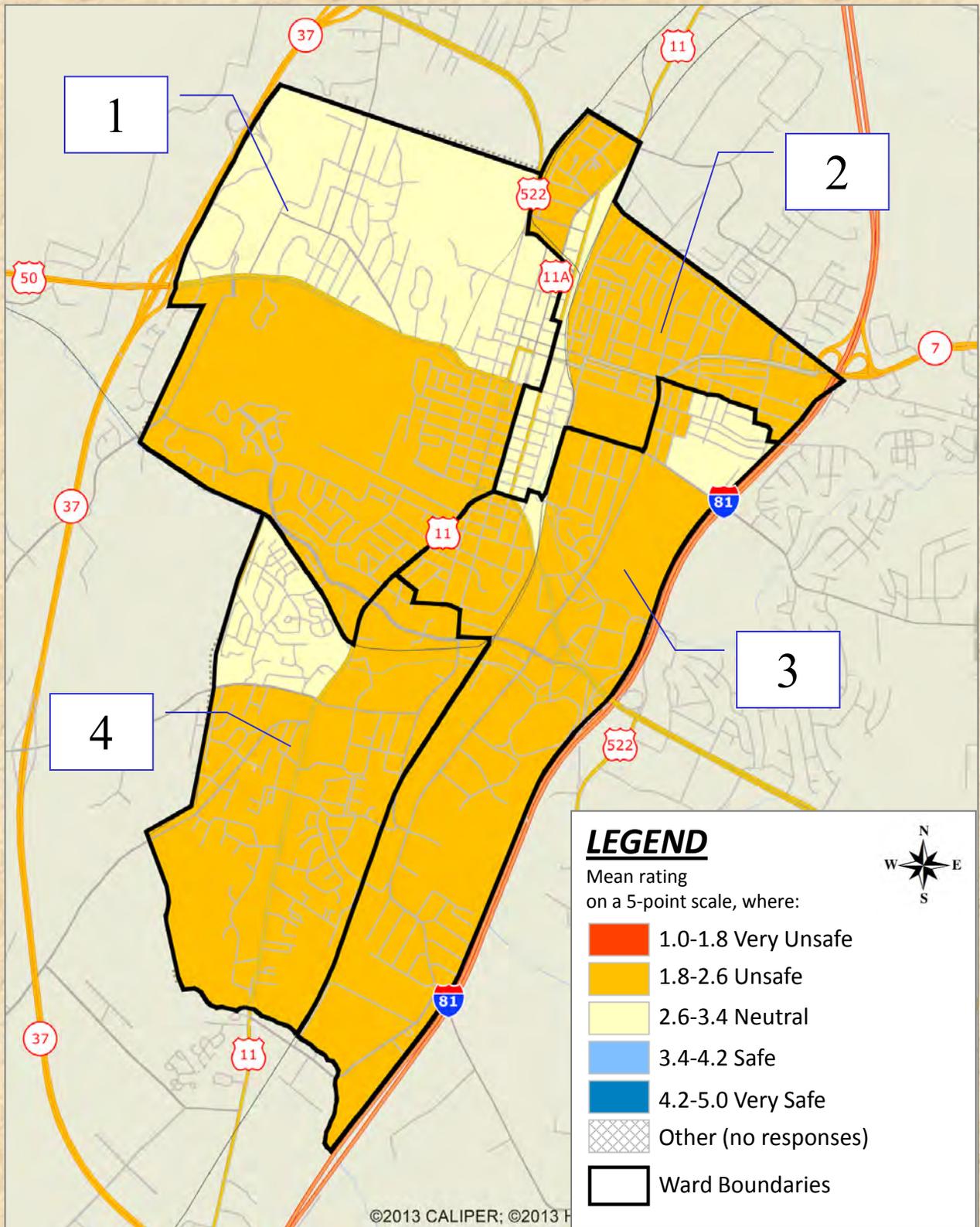


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8d: How Safe Respondents Feel in City Parks After Dark

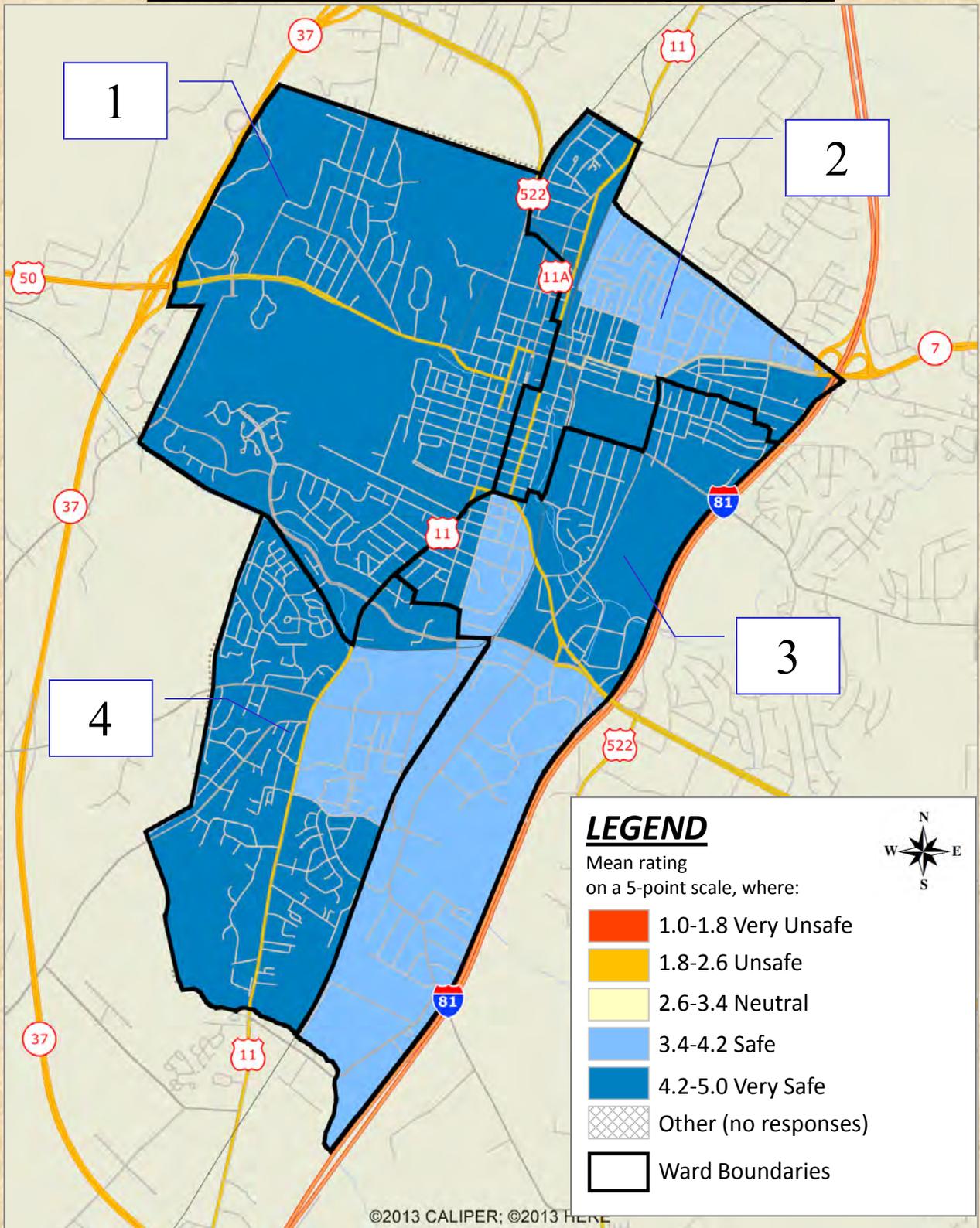


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8e: How Safe Respondents Feel in Downtown Winchester During the Day

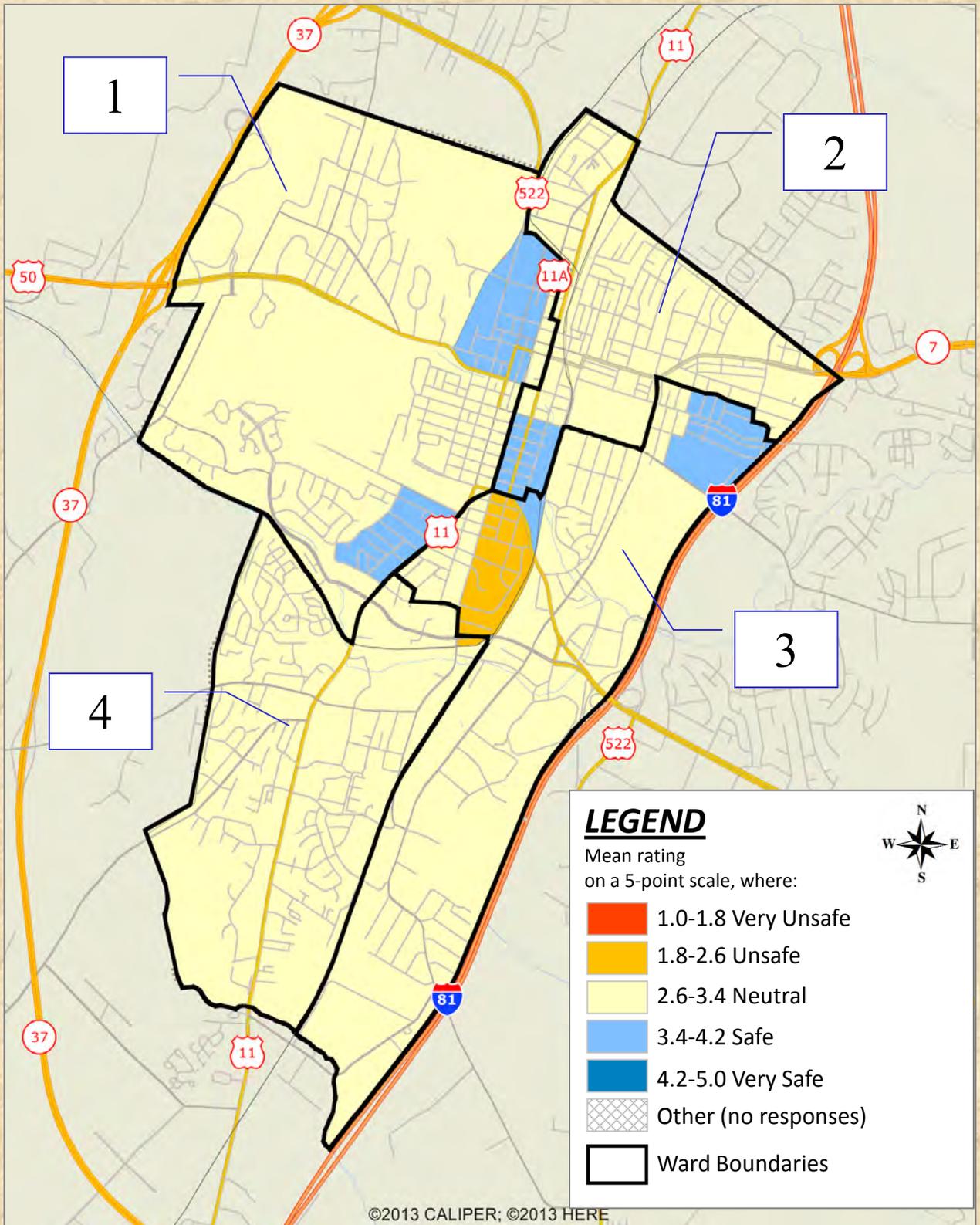


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8f: How Safe Respondents Feel in Downtown Winchester After Dark

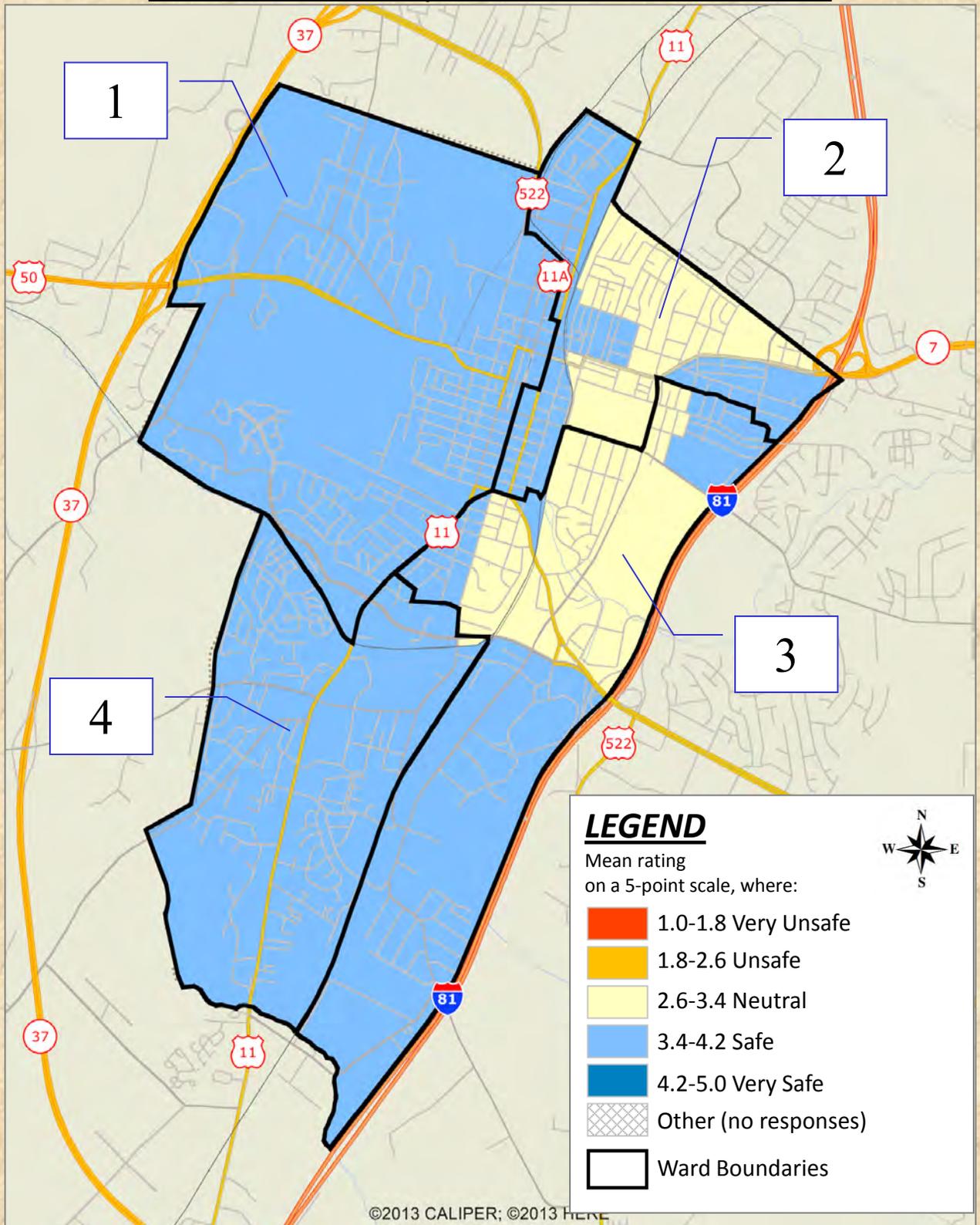


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8g: How Safe Respondents Feel in Commercial/Retail Areas of the City Outside of Downtown



Winchester, Virginia

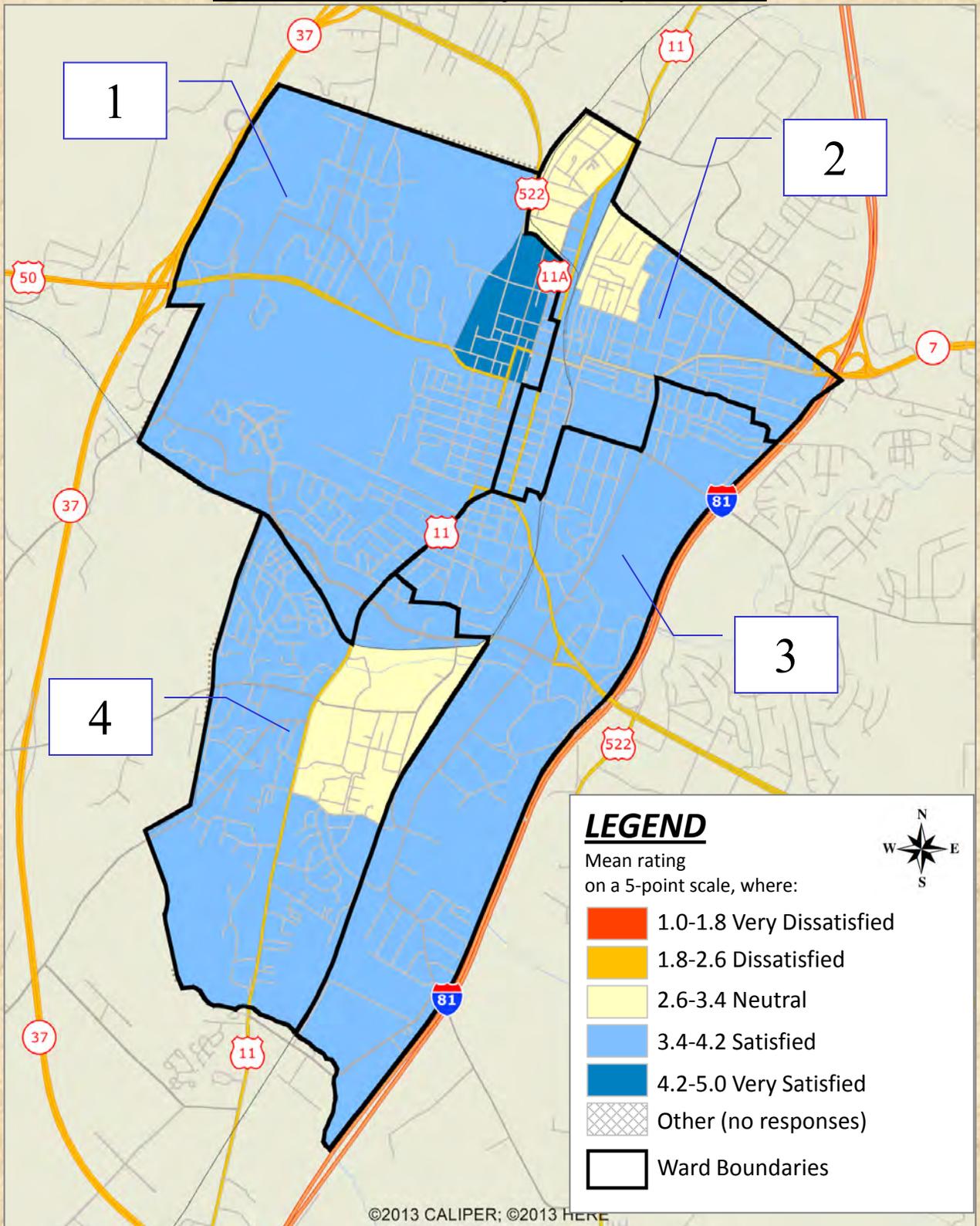
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Maintenance

Question #9

Q9a: Respondent Satisfaction with the Condition of Major City Streets

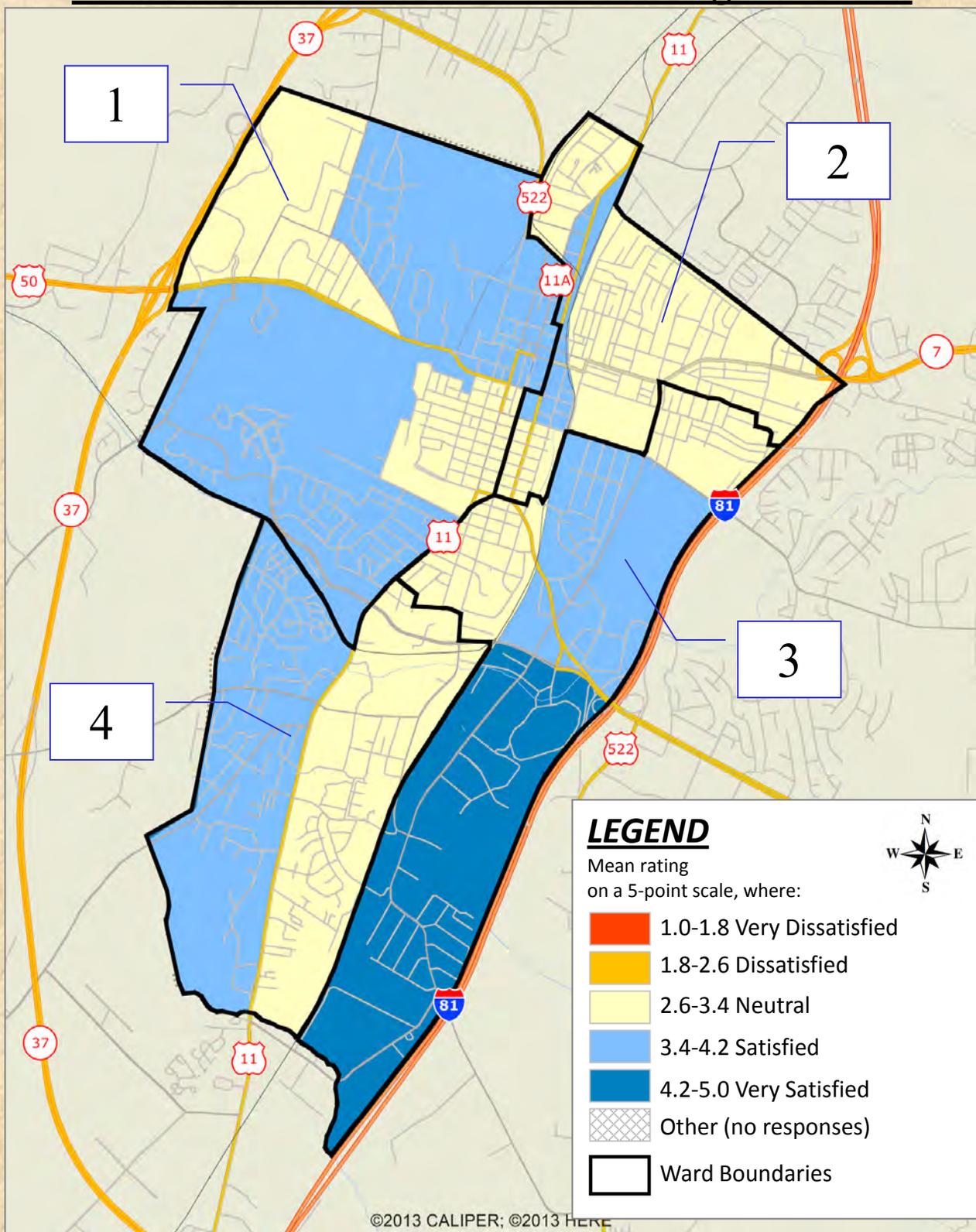


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9b: Respondent Satisfaction with the Condition of Streets in their own Neighborhood

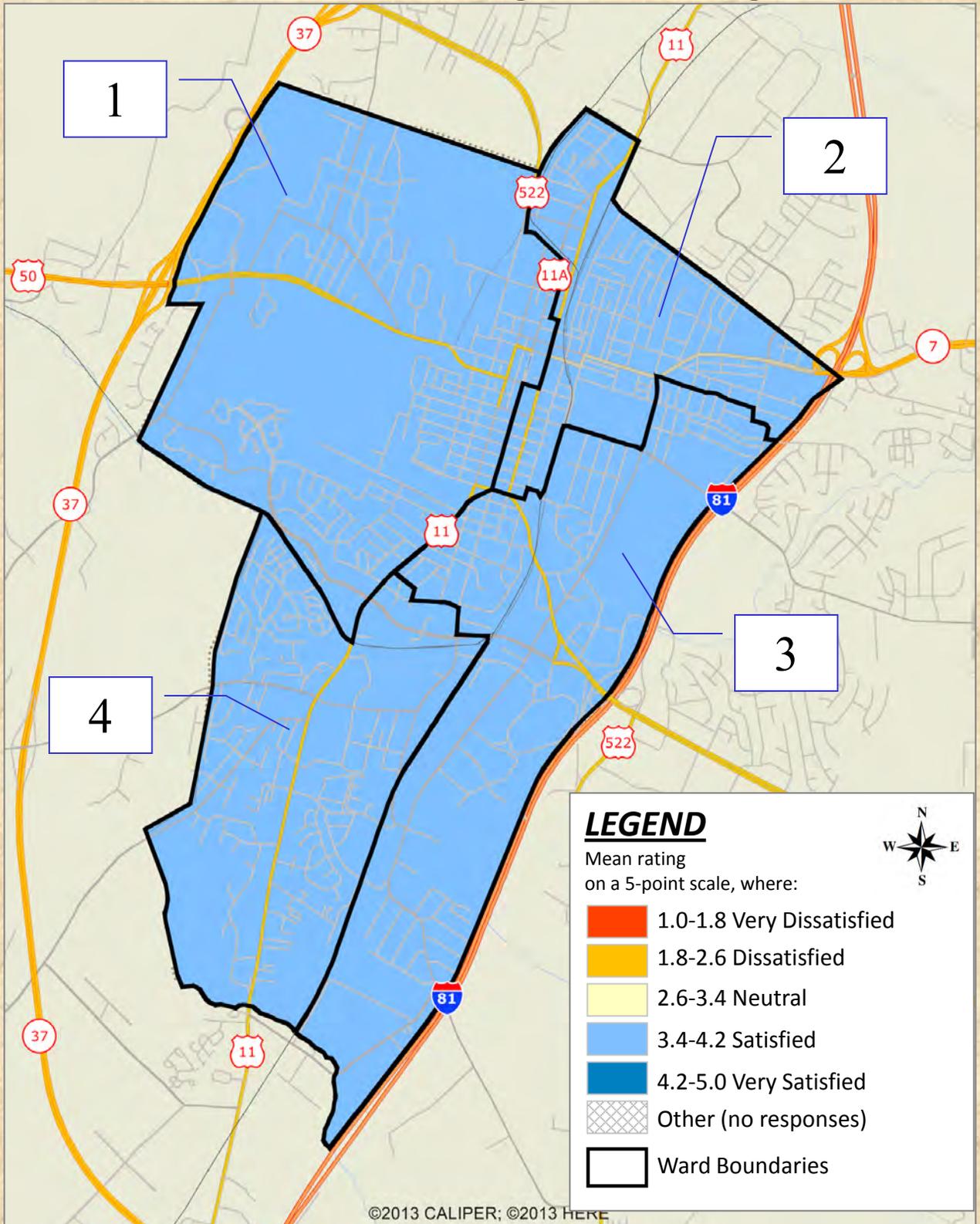


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9c: Respondent Satisfaction with the Condition of Street Signs/Traffic Signals

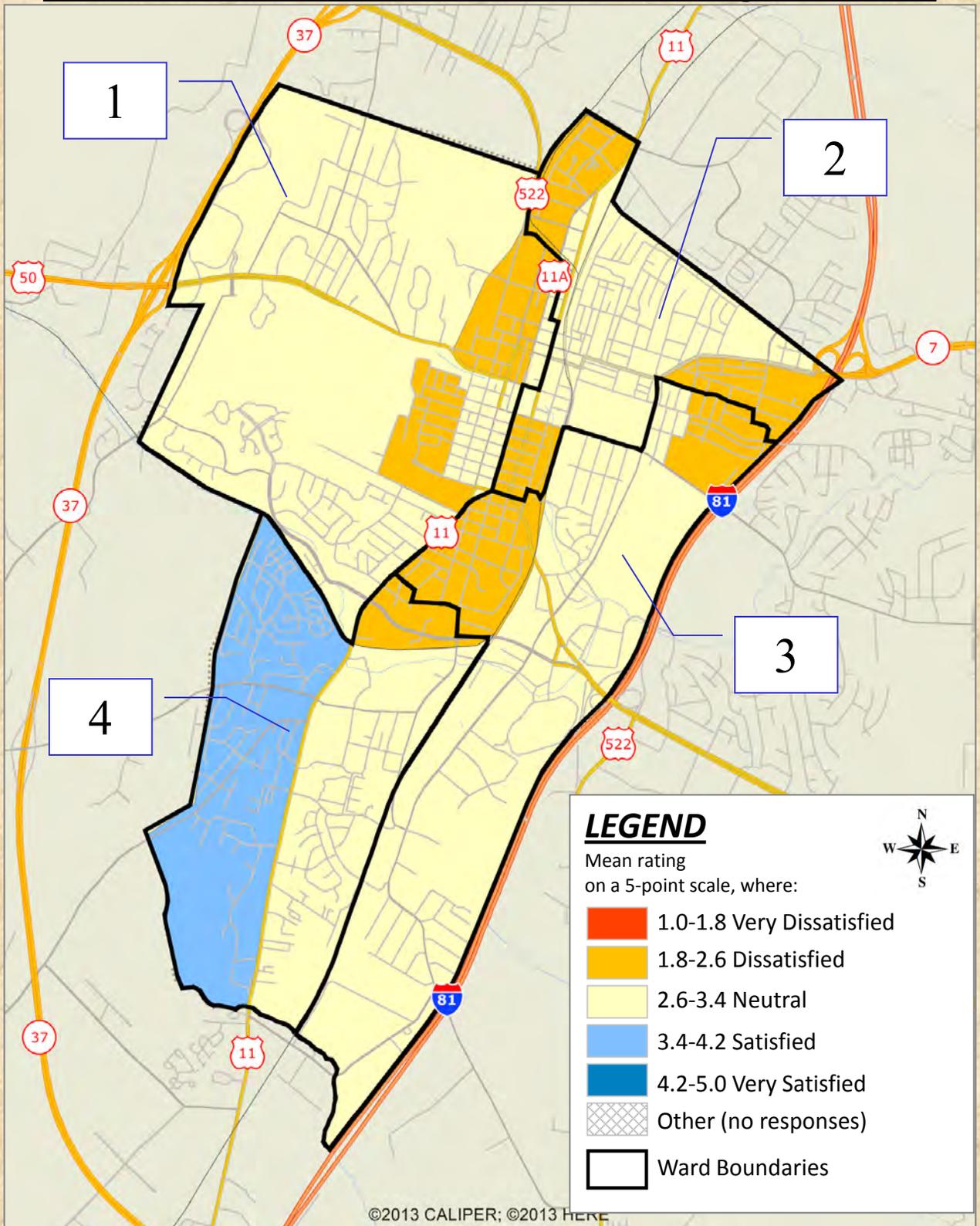


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9d: Respondent Satisfaction with the Condition of Sidewalks in their own Neighborhood

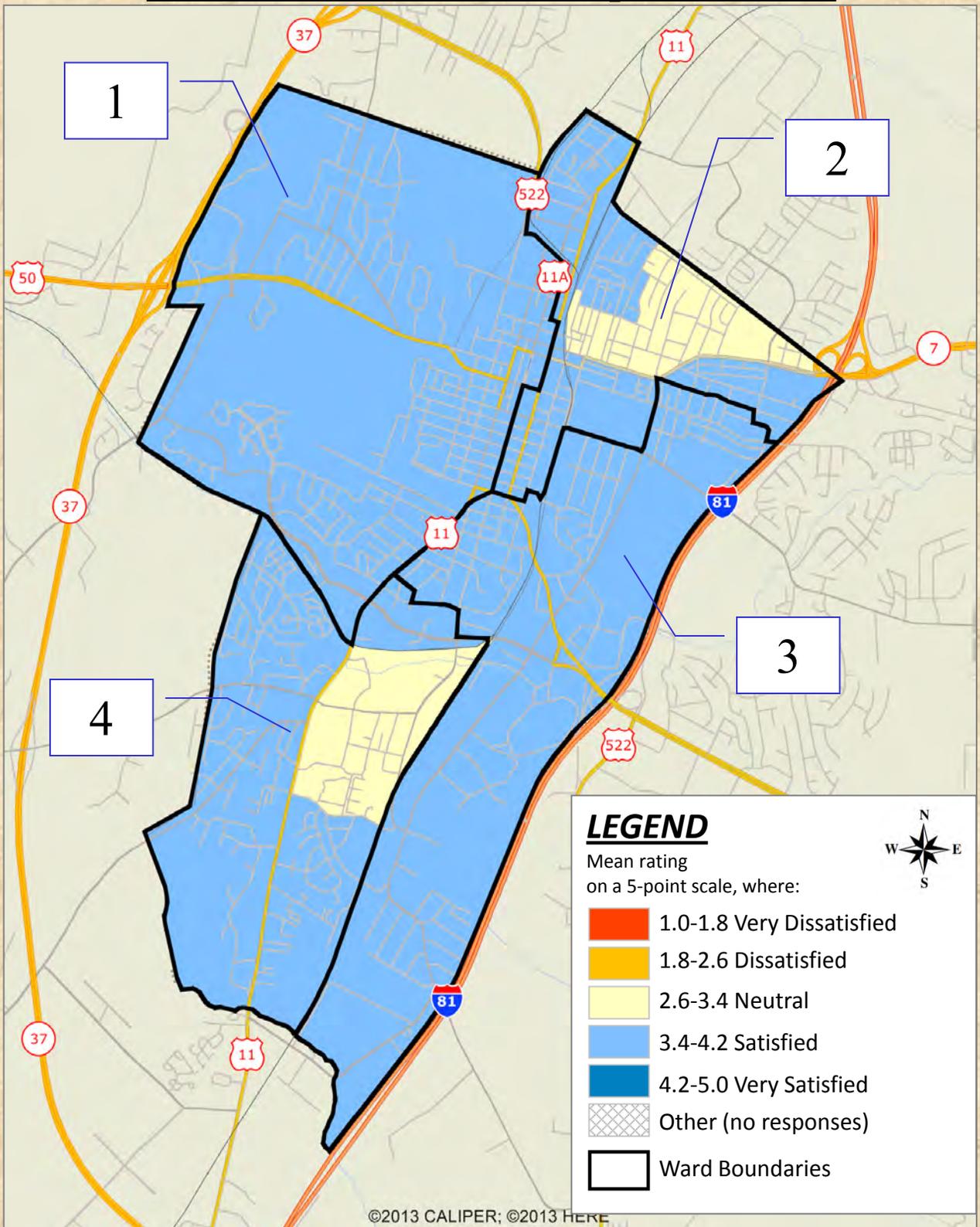


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9e: Respondent Satisfaction with the Attractiveness of Streetscapes/Medians

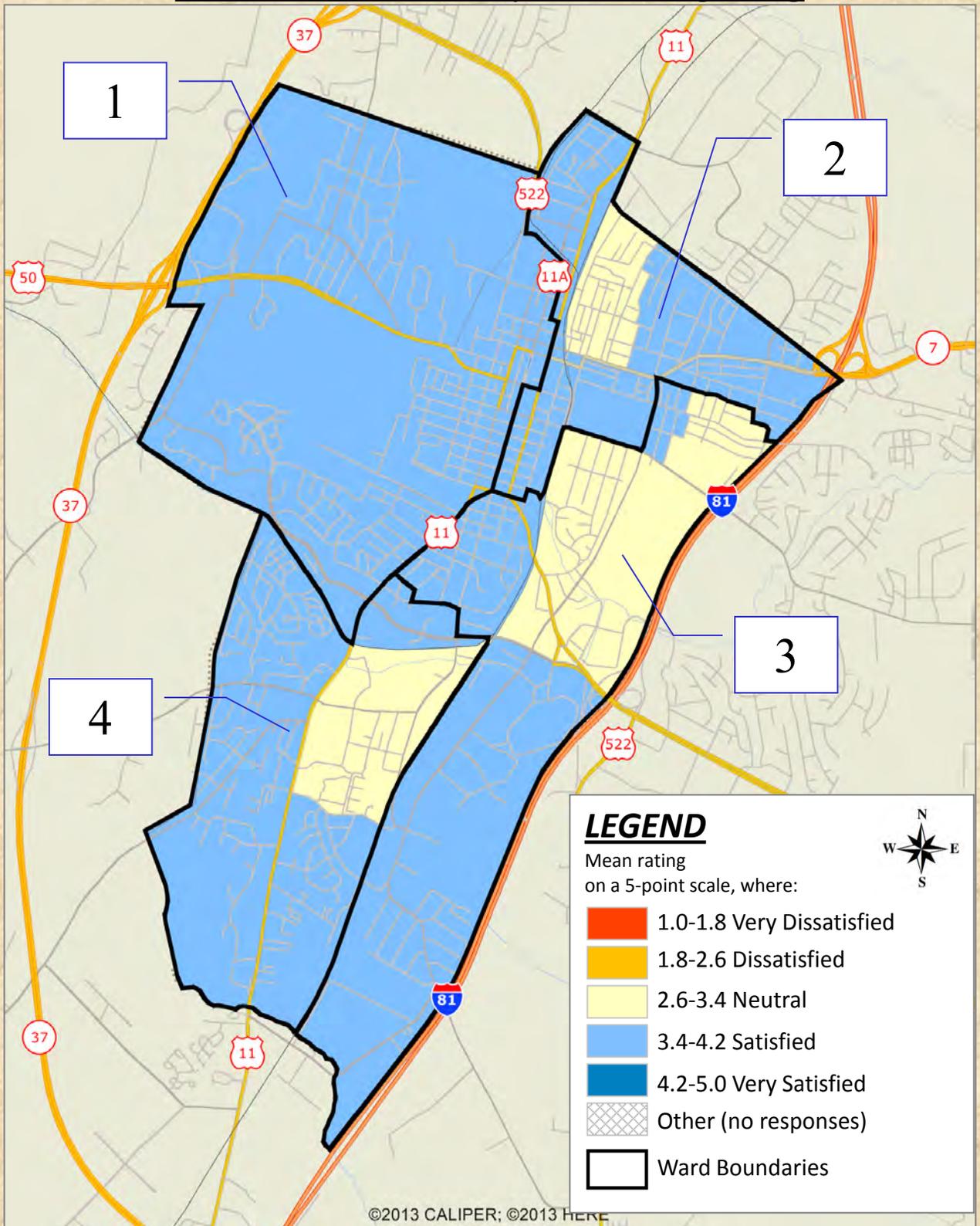


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9f: Respondent Satisfaction with the Maintenance of City Street Lighting

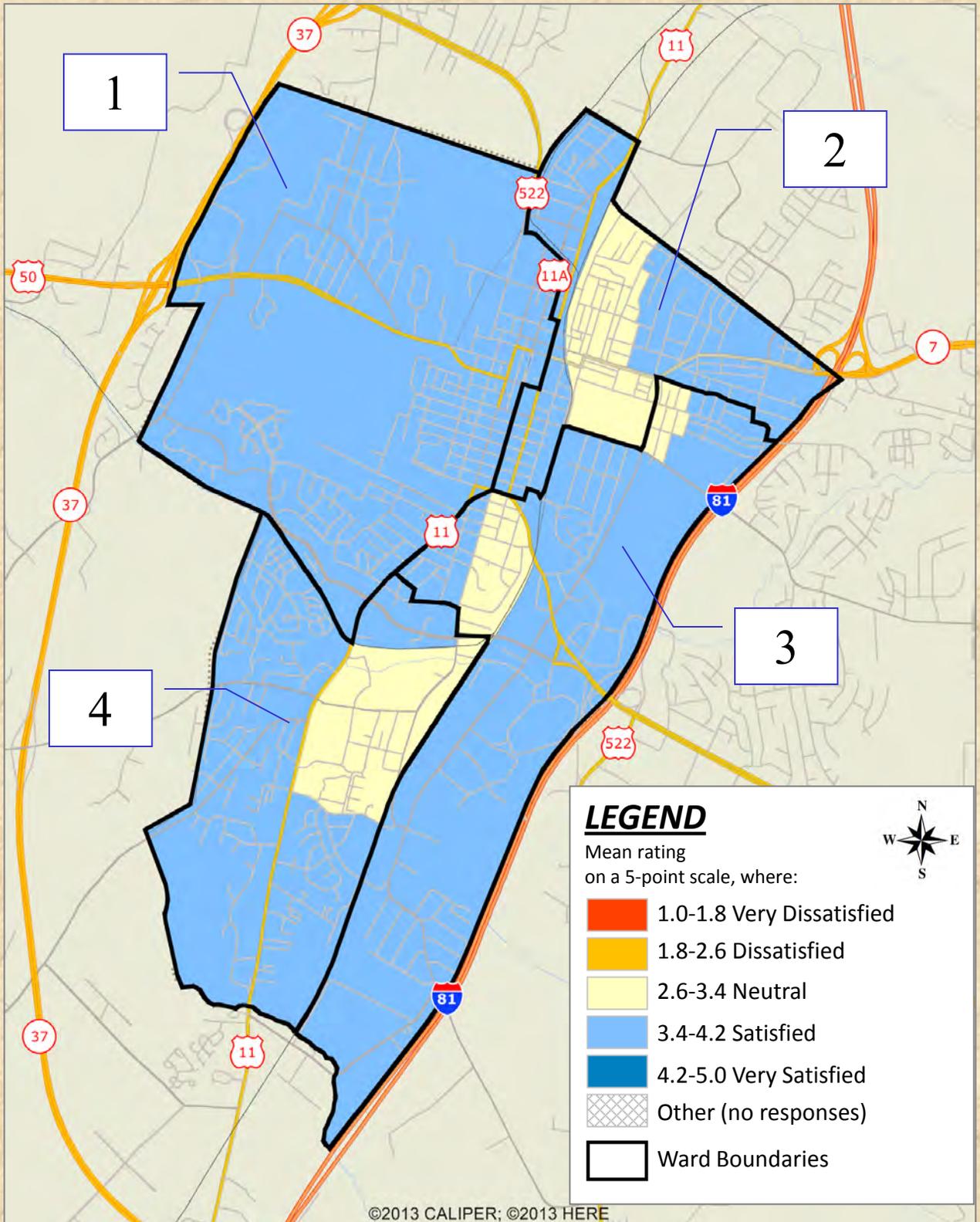


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9g: Respondent Satisfaction with the Cleanliness of Public Areas

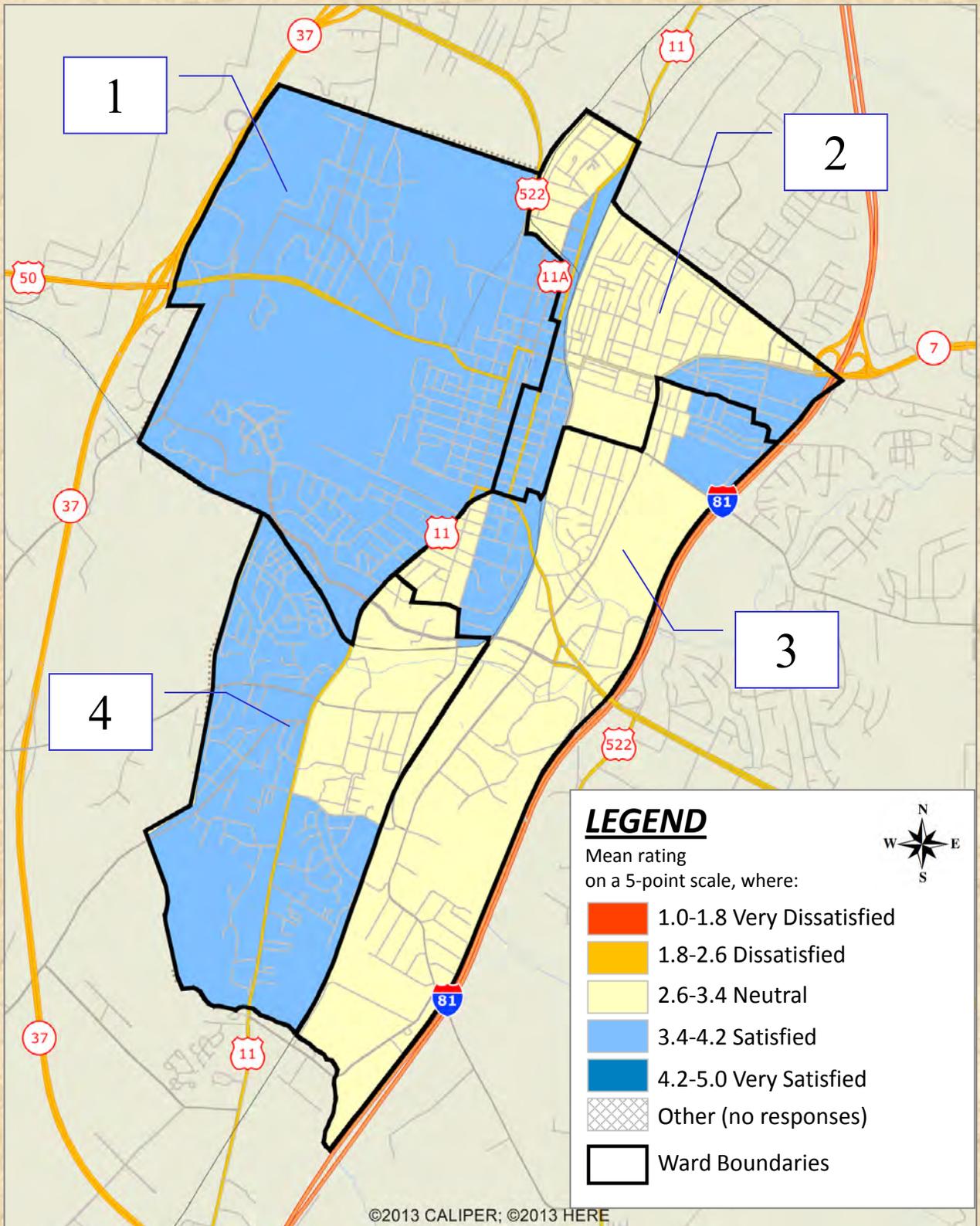


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9h: Respondent Satisfaction with the Cleanliness of Storm Water Drains in their Neighborhood

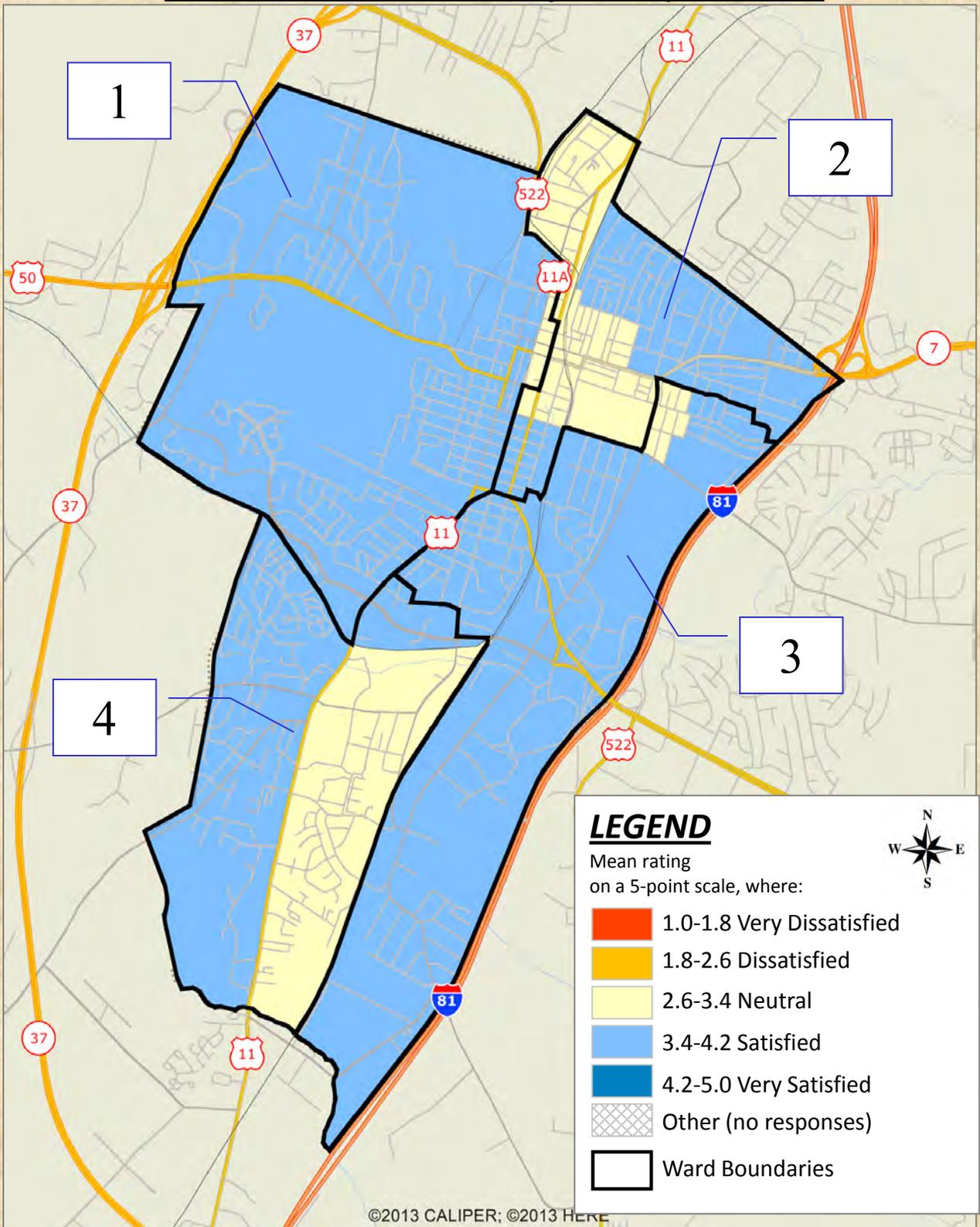


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9i: Respondent Satisfaction with the Snow Removal on Major City Streets

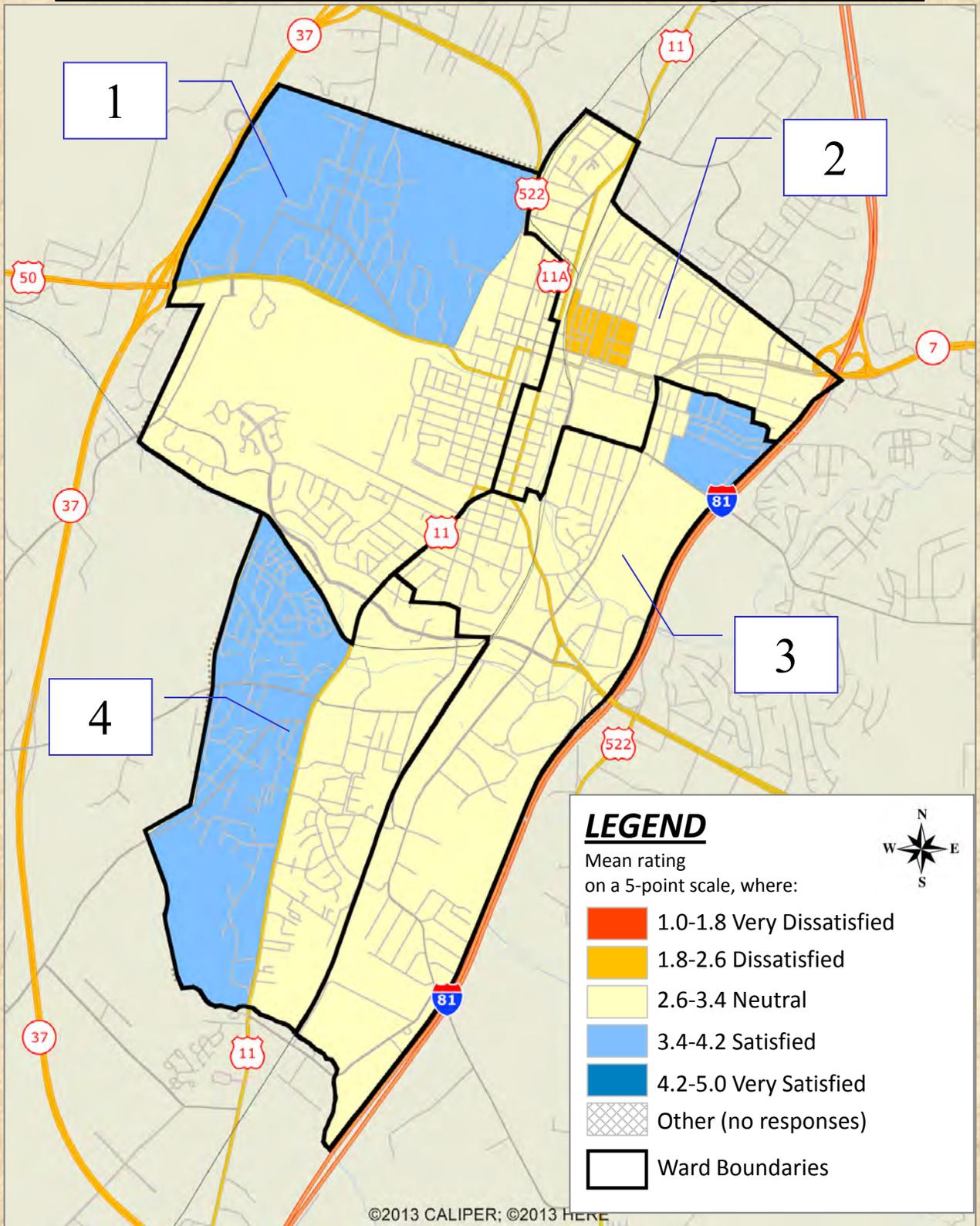


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9j: Respondent Satisfaction with the Snow Removal on Streets in their Neighborhood

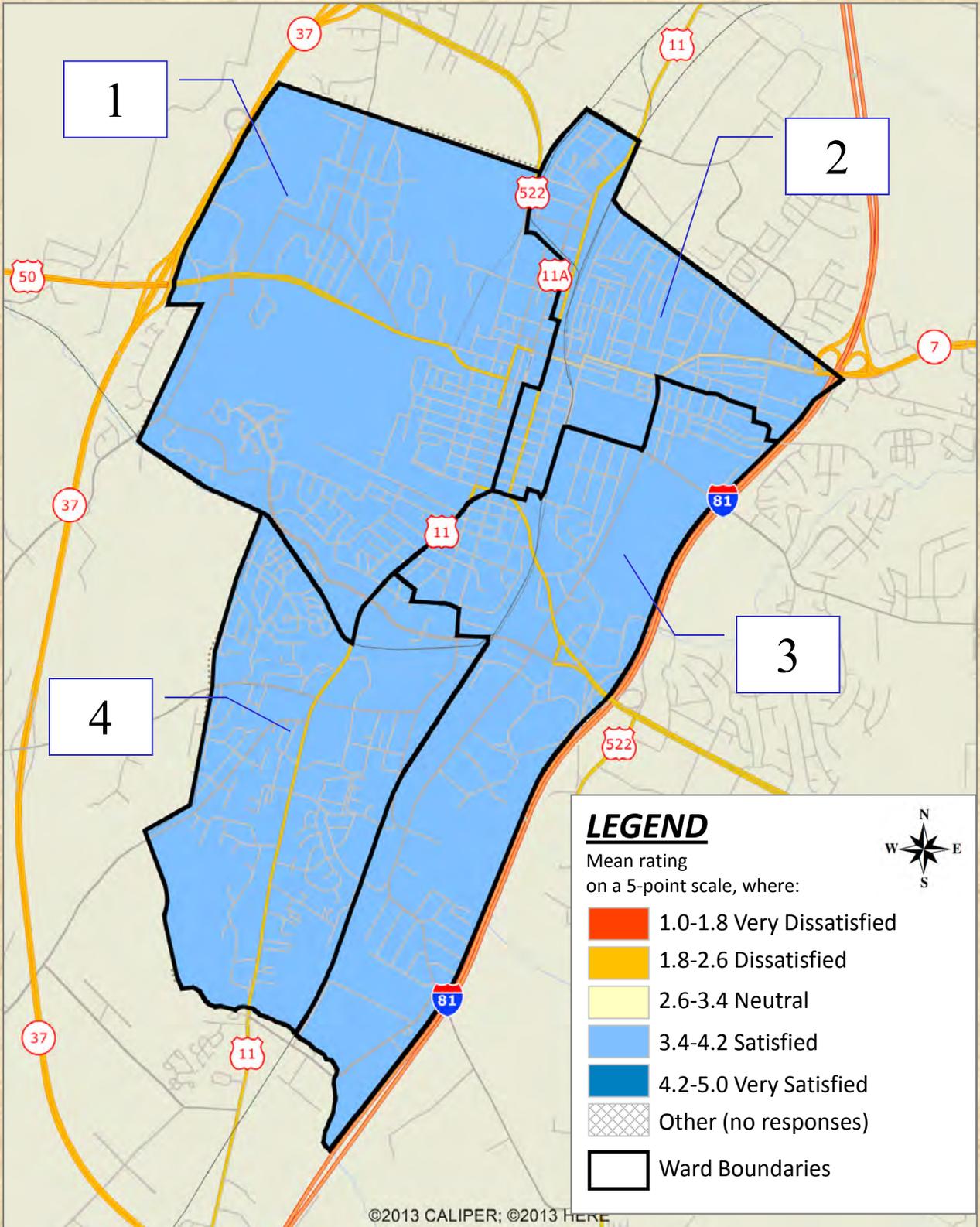


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9k: Respondent Satisfaction with the Cleanliness of Downtown Winchester



Winchester, Virginia

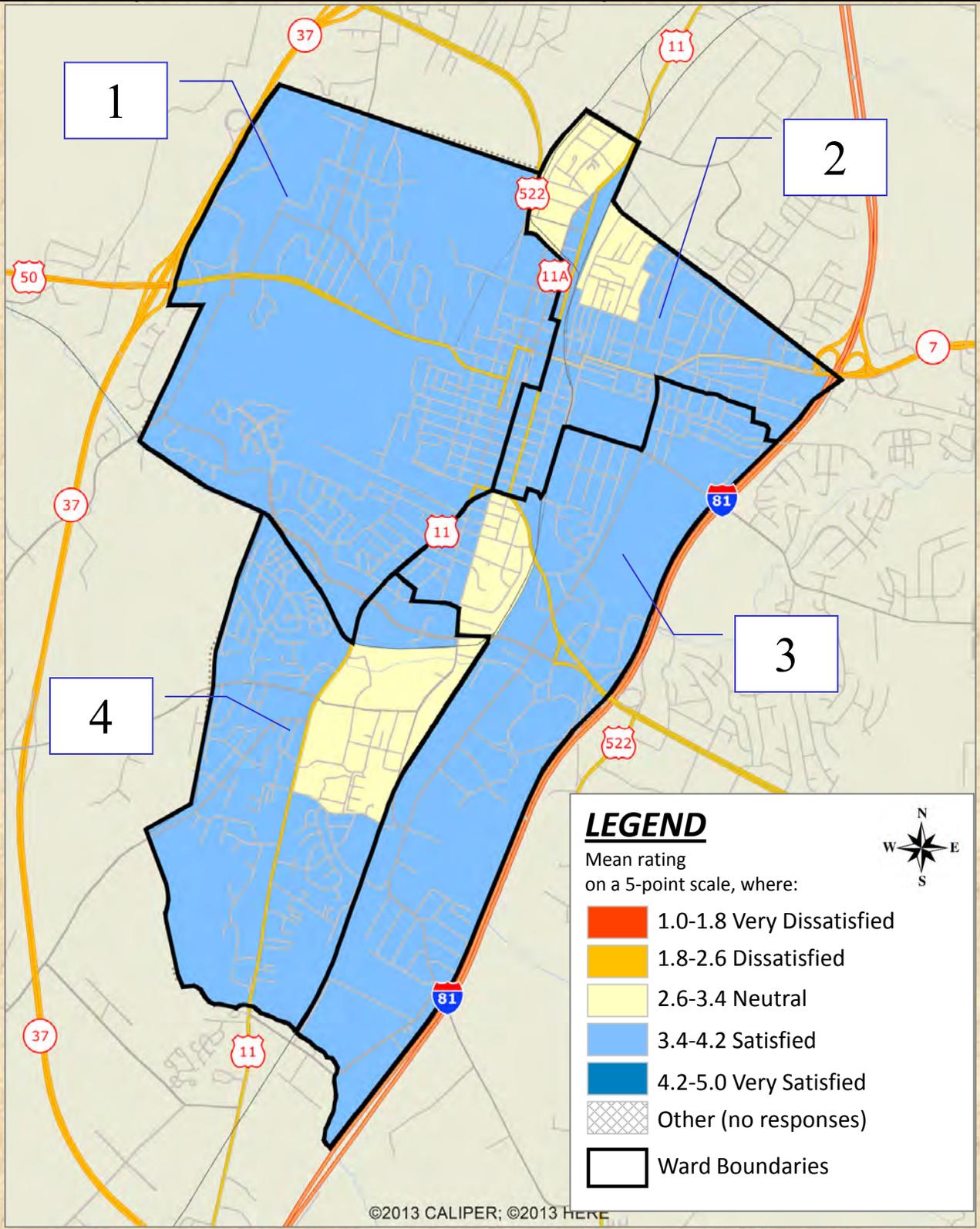
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Communication

Question #11

Q11a: Respondent Satisfaction with the Availability of Information About City Services and Activities

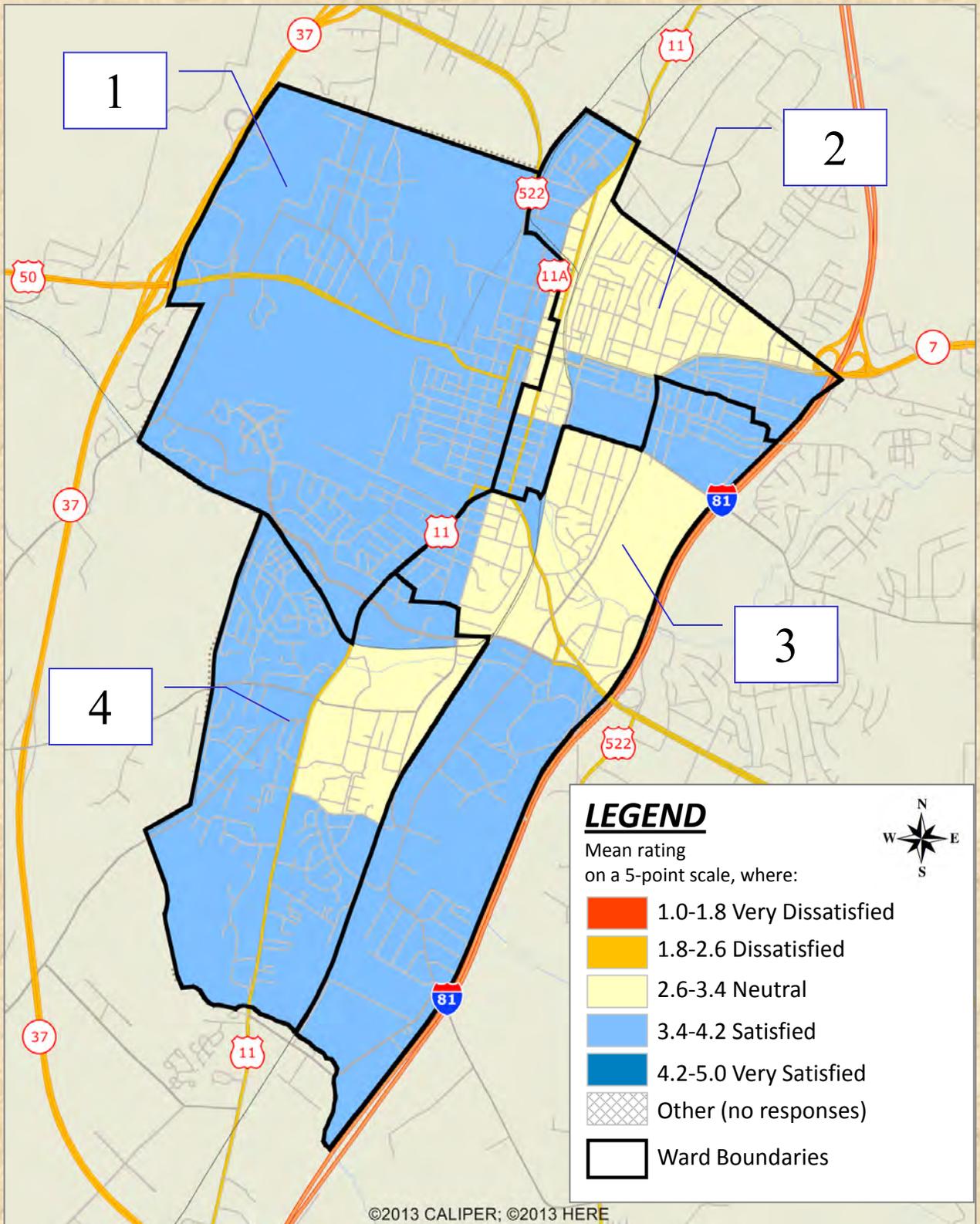


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11b: Respondent Satisfaction with the Timeliness of Information Provided by the City



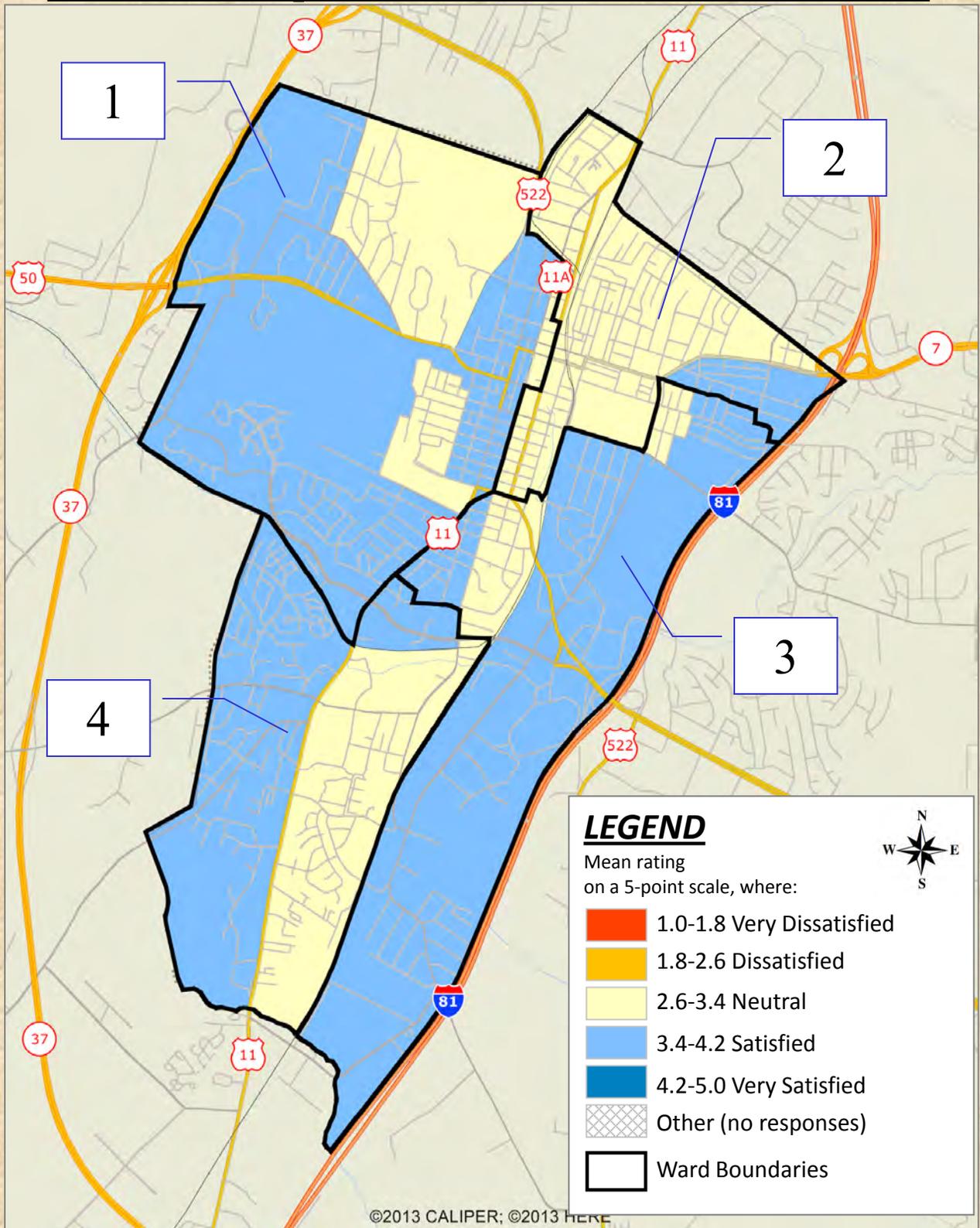
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Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11c: Respondent Satisfaction with Efforts to Keep them Informed About Local Issues

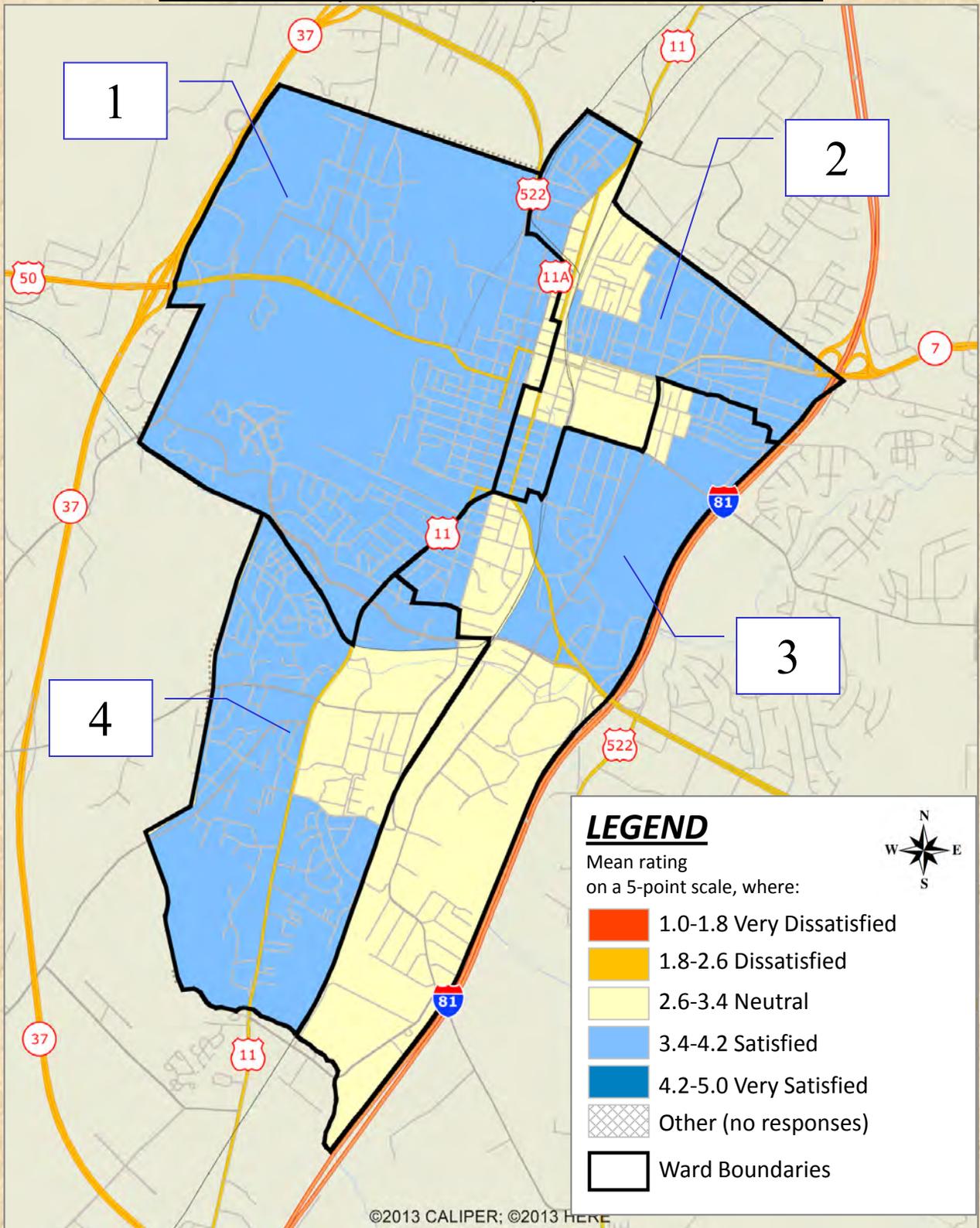


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11d: Respondent Satisfaction with the Quality of the City's Social Media

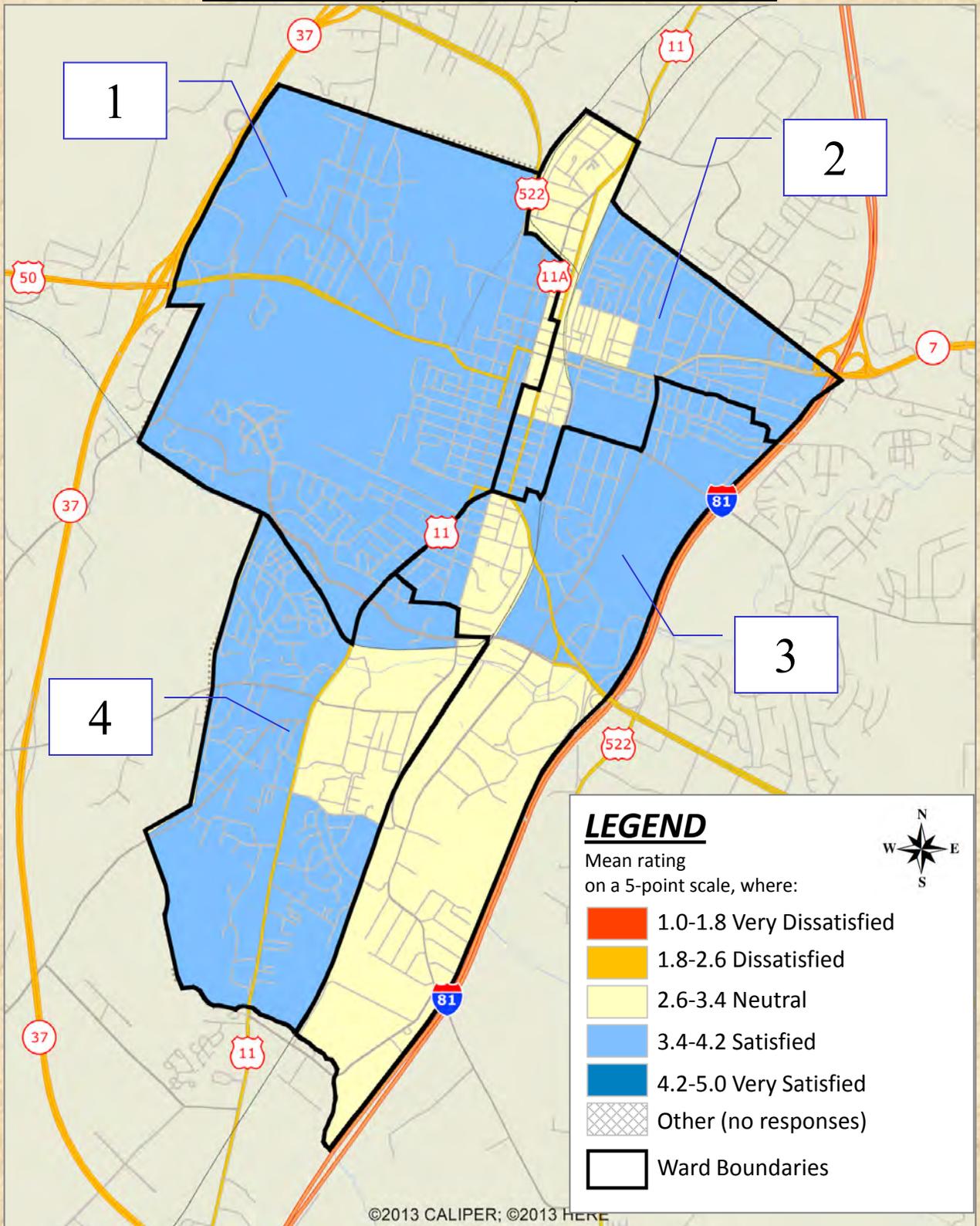


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11e: Respondent Satisfaction with the Quality of the City's Website

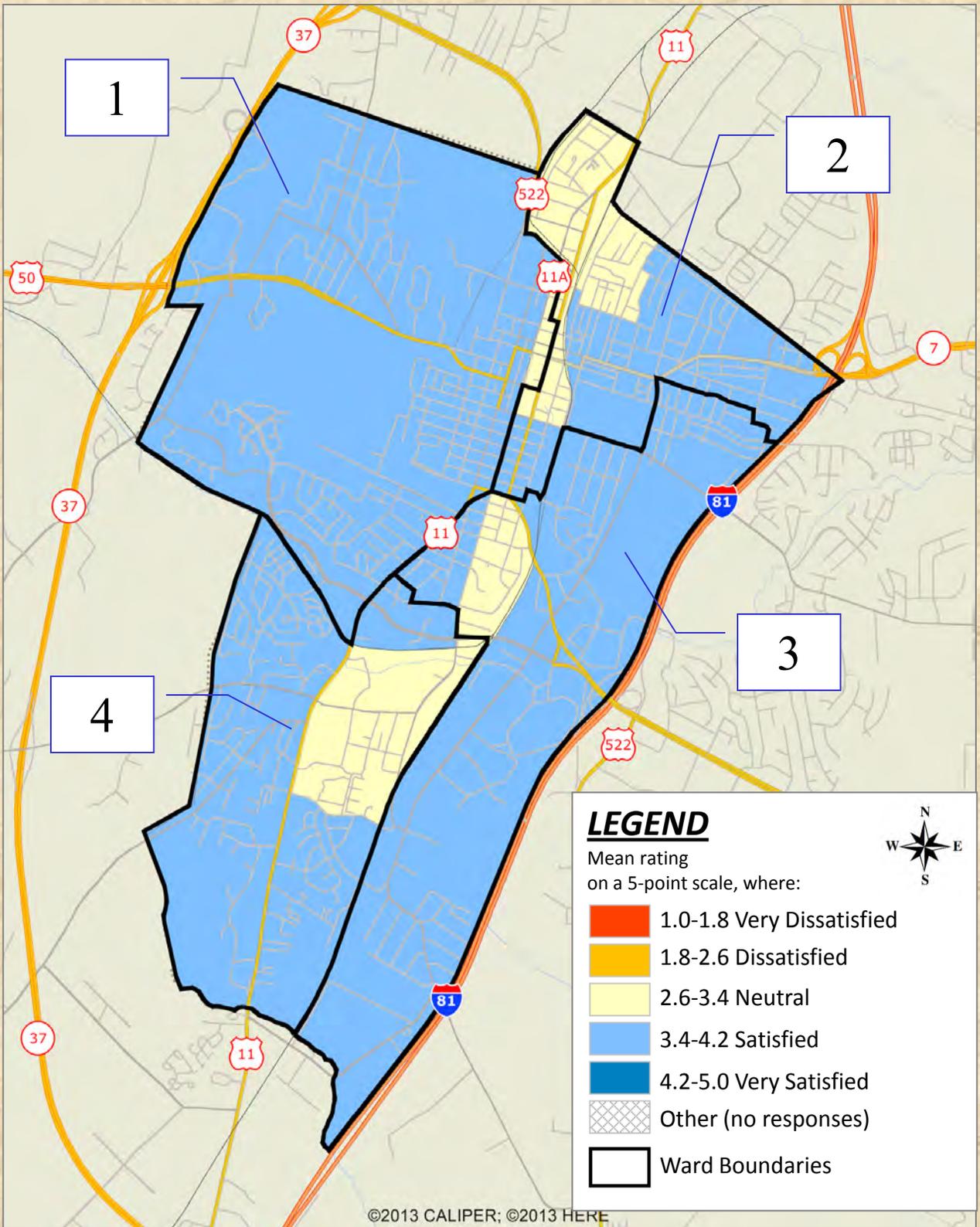


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11f: Respondent Satisfaction with the Quality of Information/Content on the City's Website



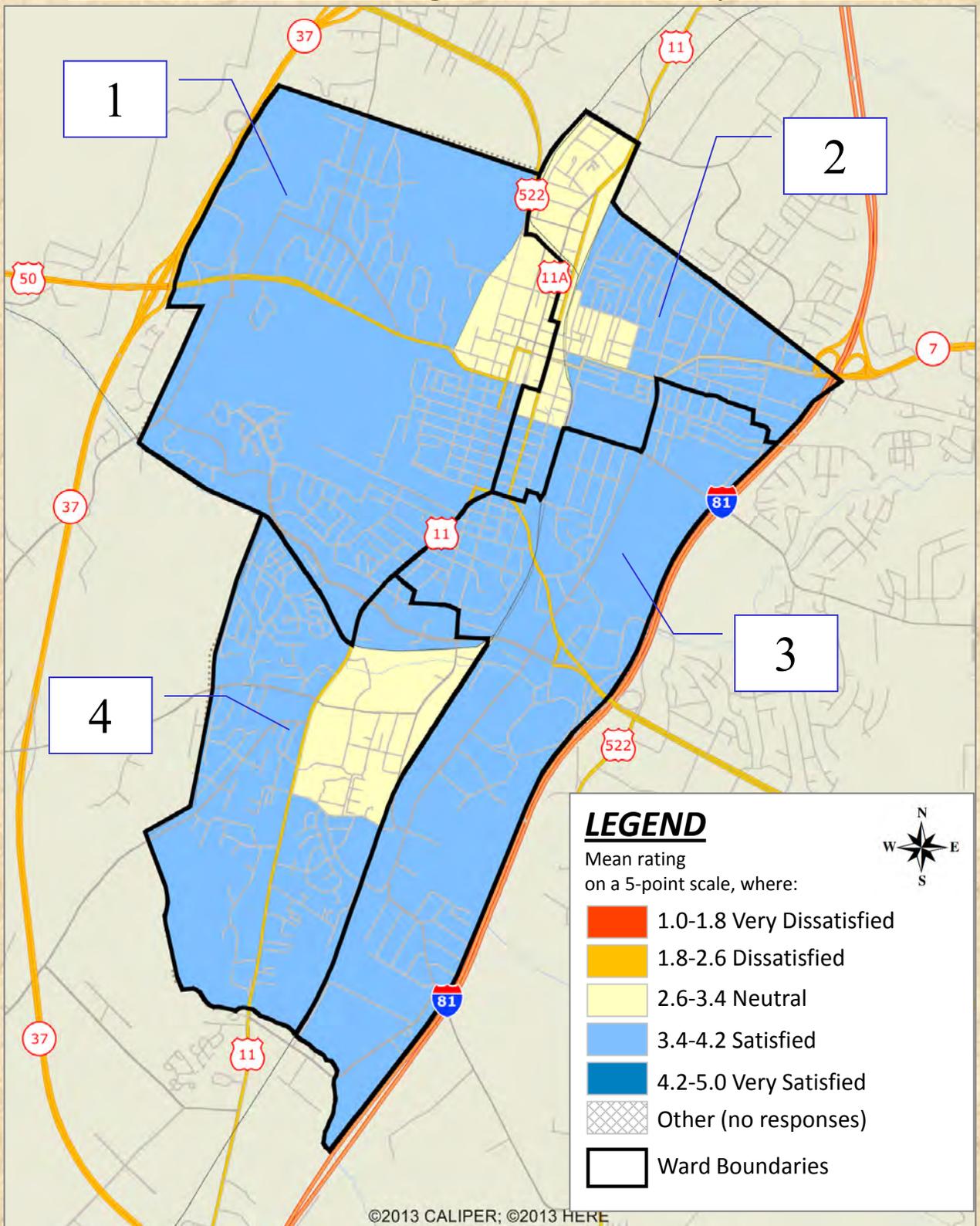
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Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11g: Respondent Satisfaction with the Ease of Use/Navigation on the City's Website

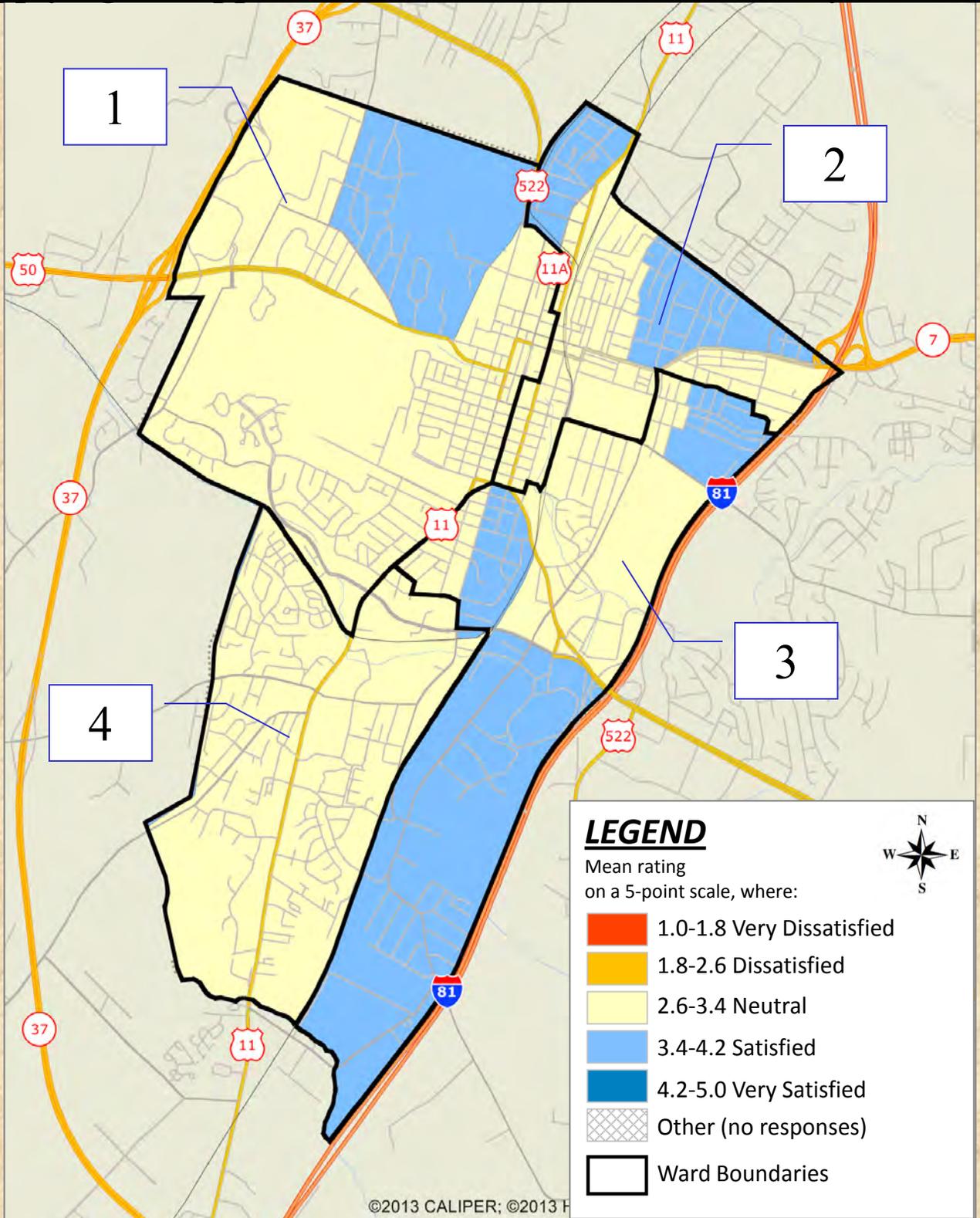


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11h: Respondent Satisfaction with the Ease of Paying Bills, Applying for Applications or Permits, etc. on the City's Website

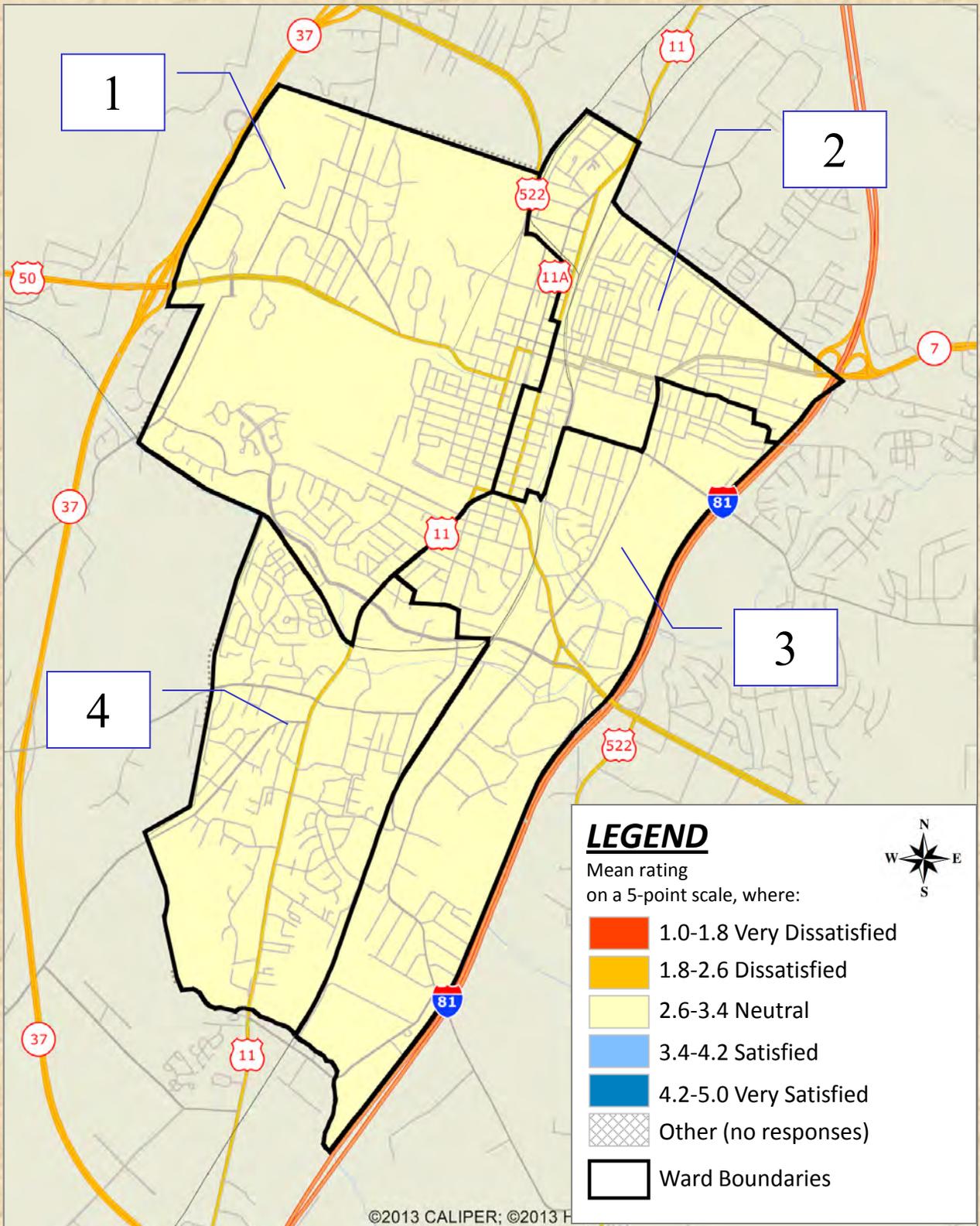


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11i: Respondent Satisfaction with the Opportunity to be Involved in Local Decisions



Winchester, Virginia

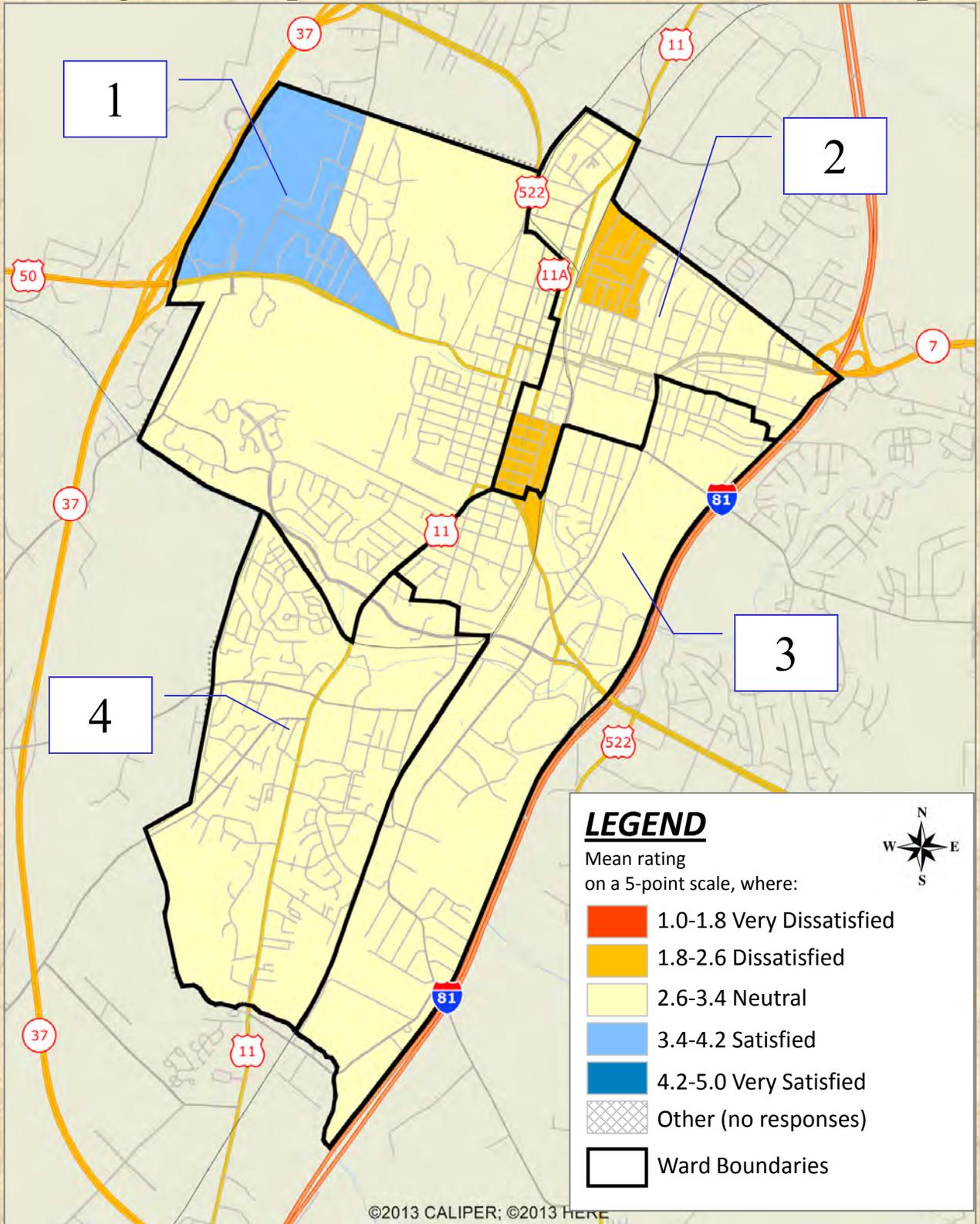
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Code Enforcement

Question #13

Q13a: Respondent Satisfaction with Enforcing Clean Up of Junk and Debris on Private Property

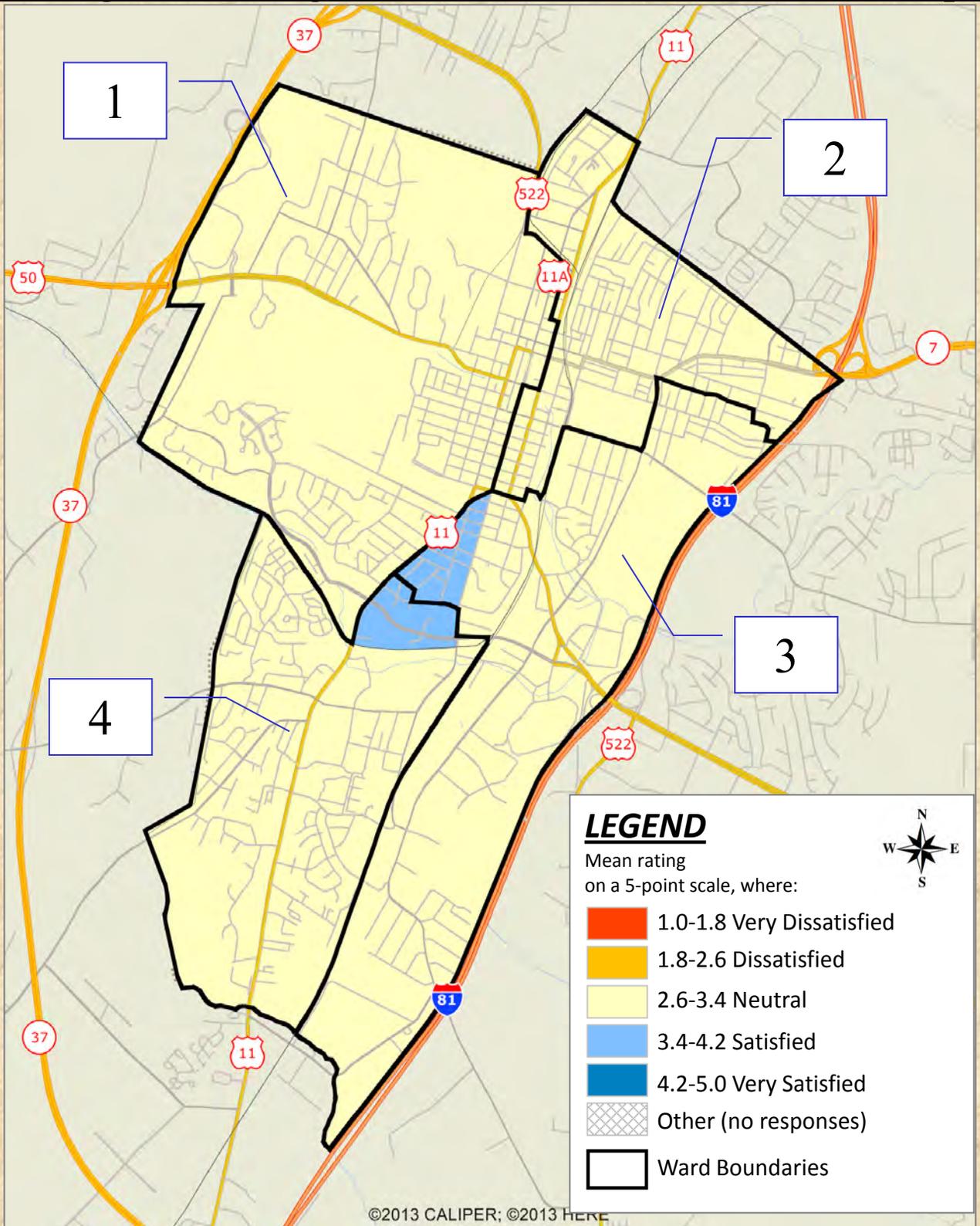


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13b: Respondent Satisfaction with Enforcing the Cutting of Weeds and Grass on Private Property

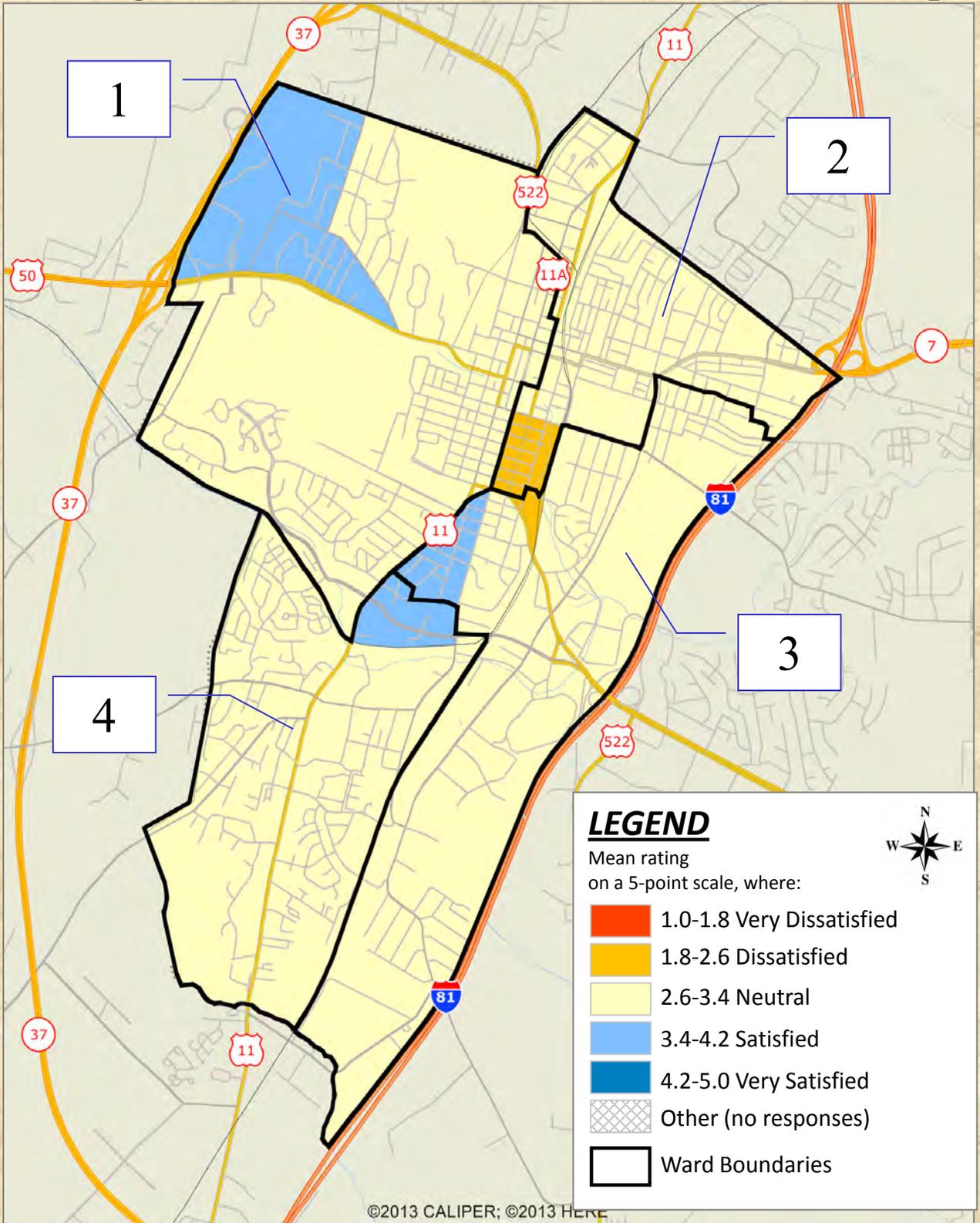


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13c: Respondent Satisfaction with Enforcing the Exterior Maintenance of Residential Property

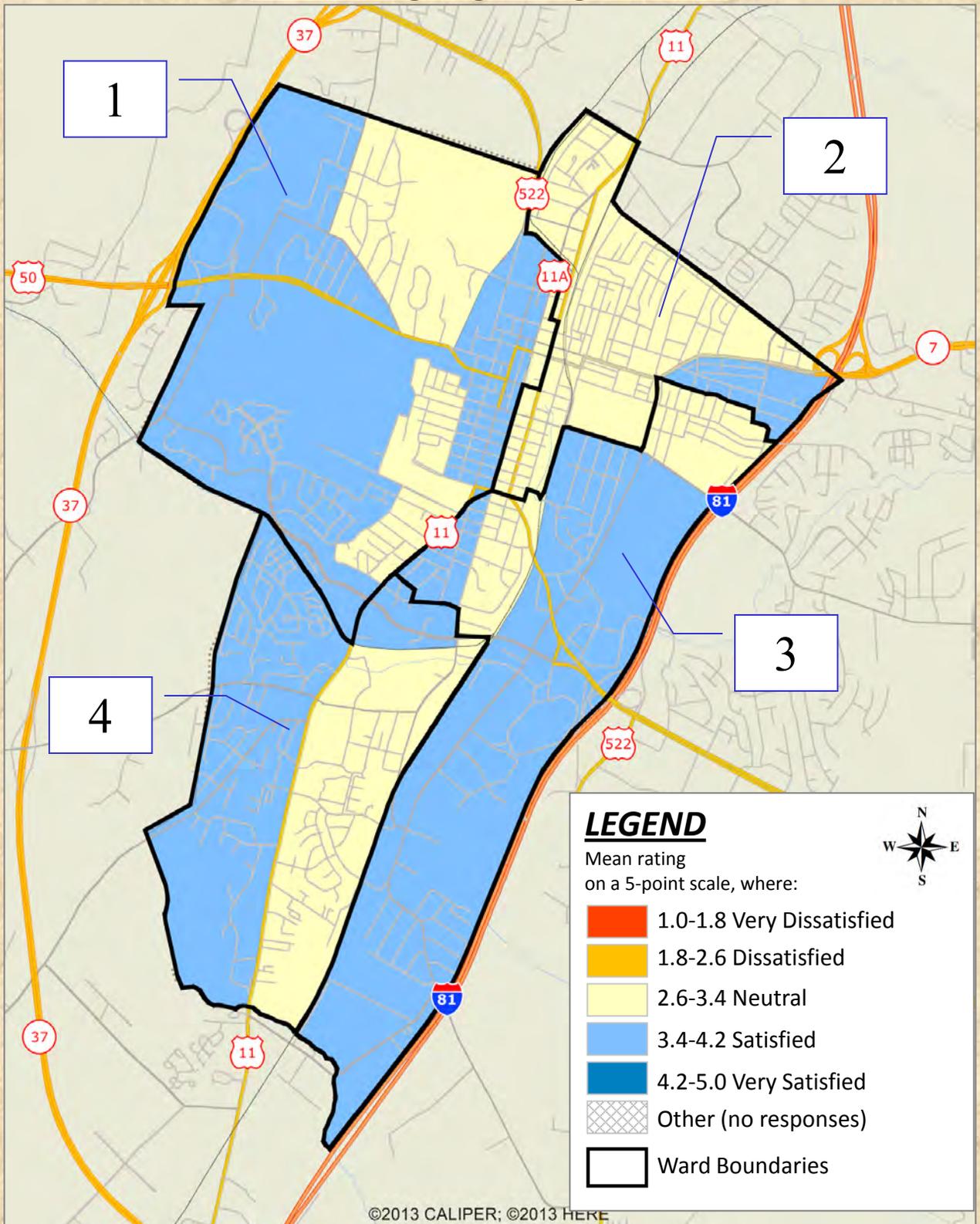


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13d: Respondent Satisfaction with Enforcing Sign Regulations

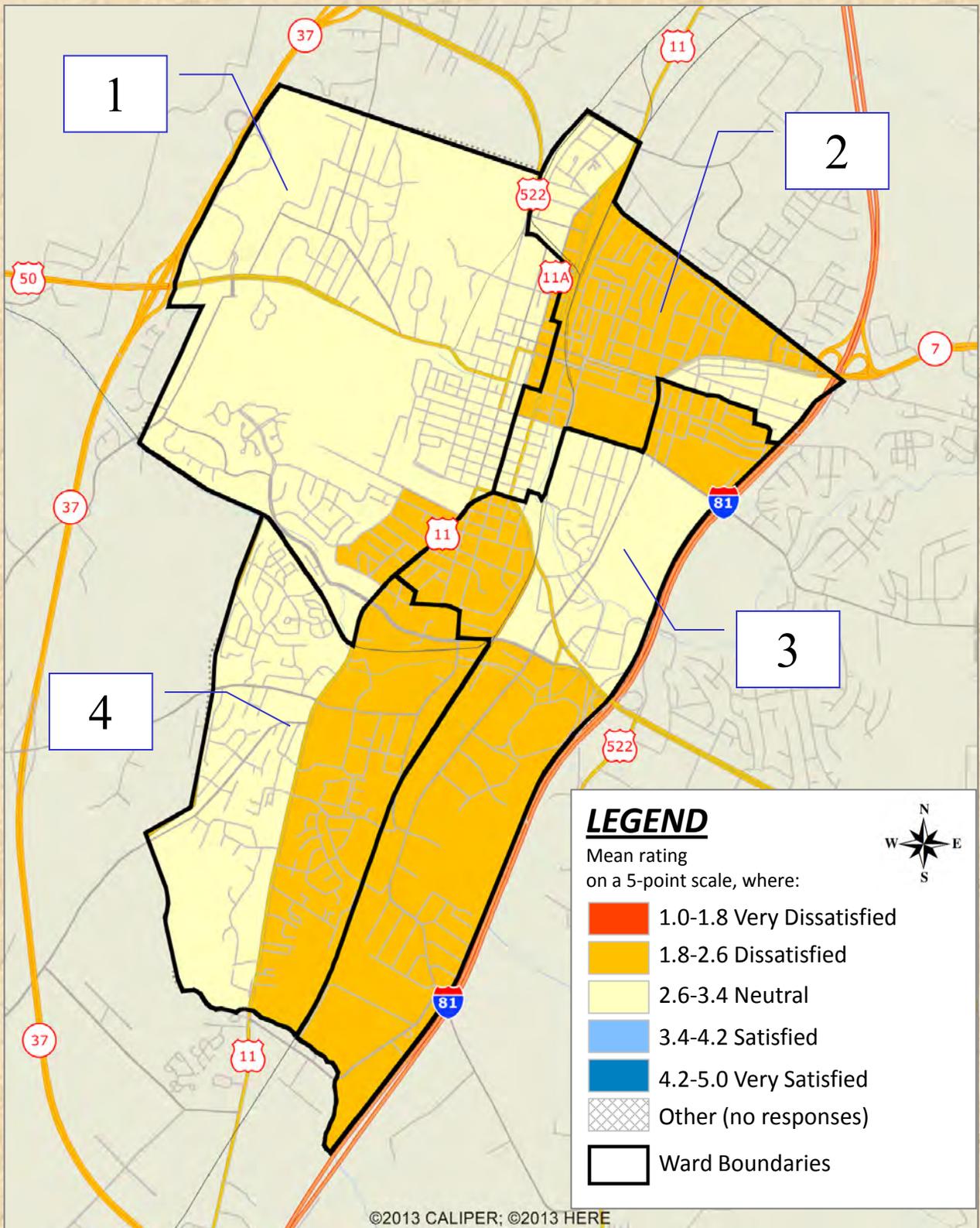


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13e: Respondent Satisfaction with Enforcing Overcrowding Regulations

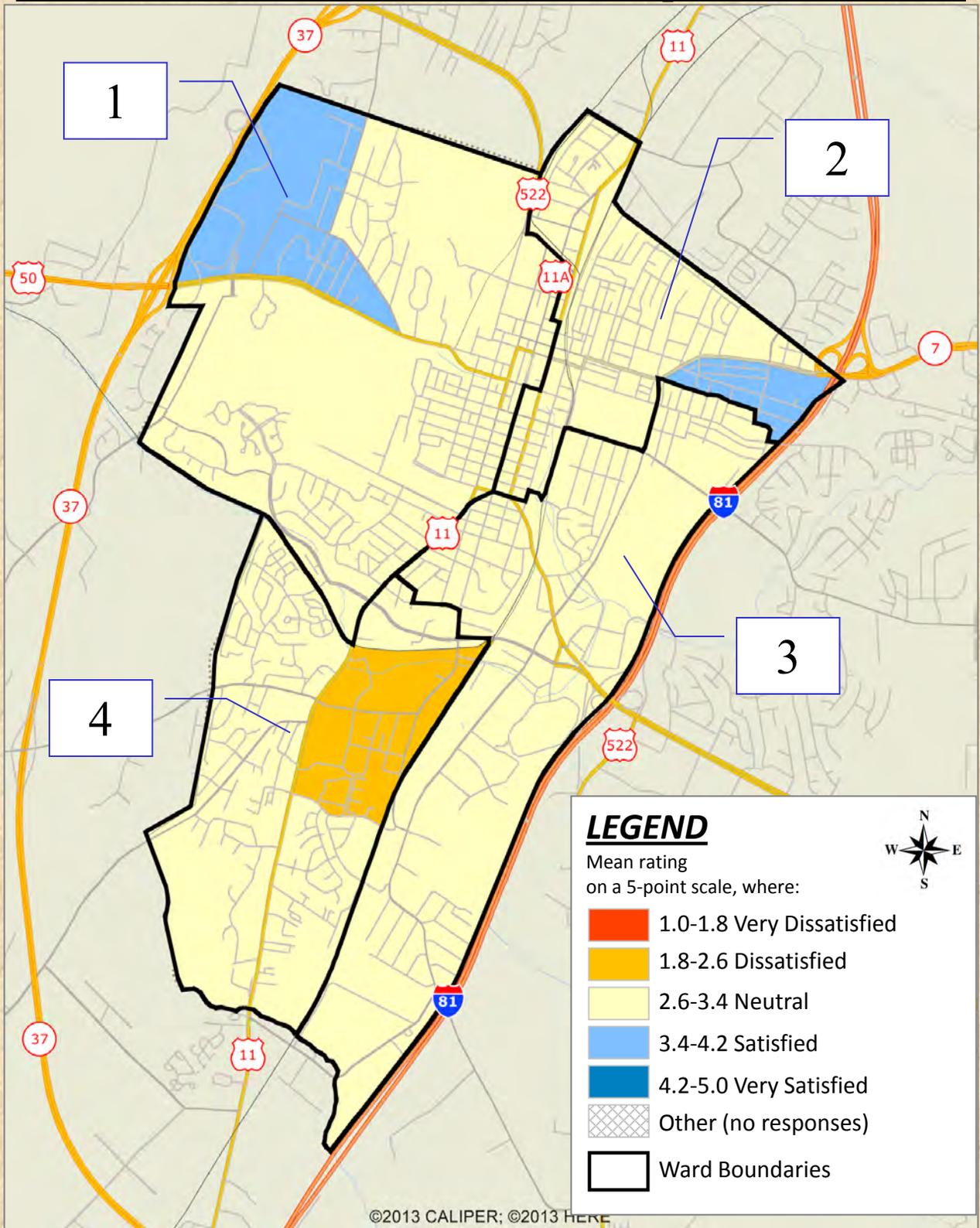


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13f: Respondent Satisfaction with Efforts to Remove Abandoned or Inoperative Vehicles

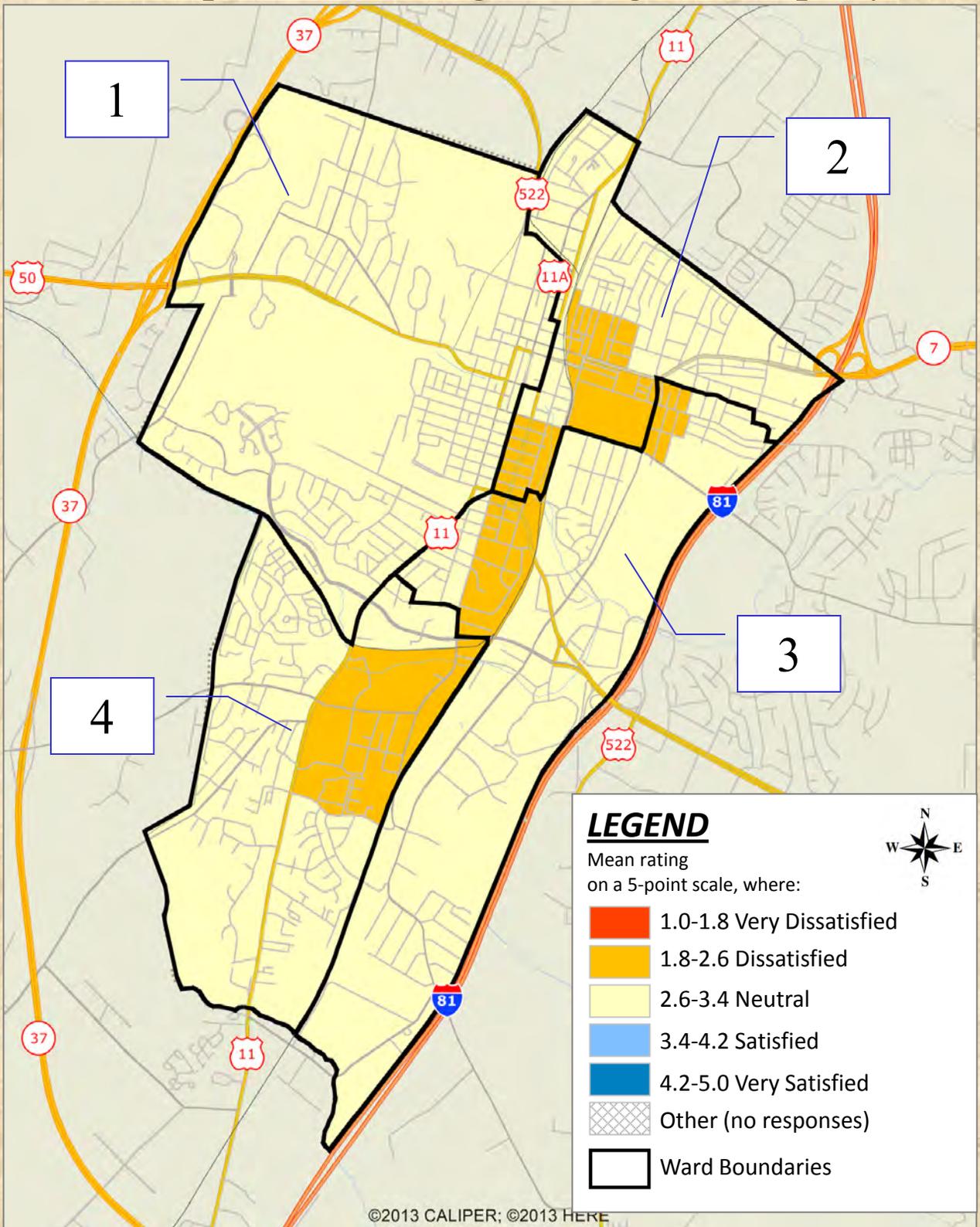


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13g: Respondent Satisfaction with Enforcing the Removal of Dilapidated Housing and Blighted Property



Winchester, Virginia

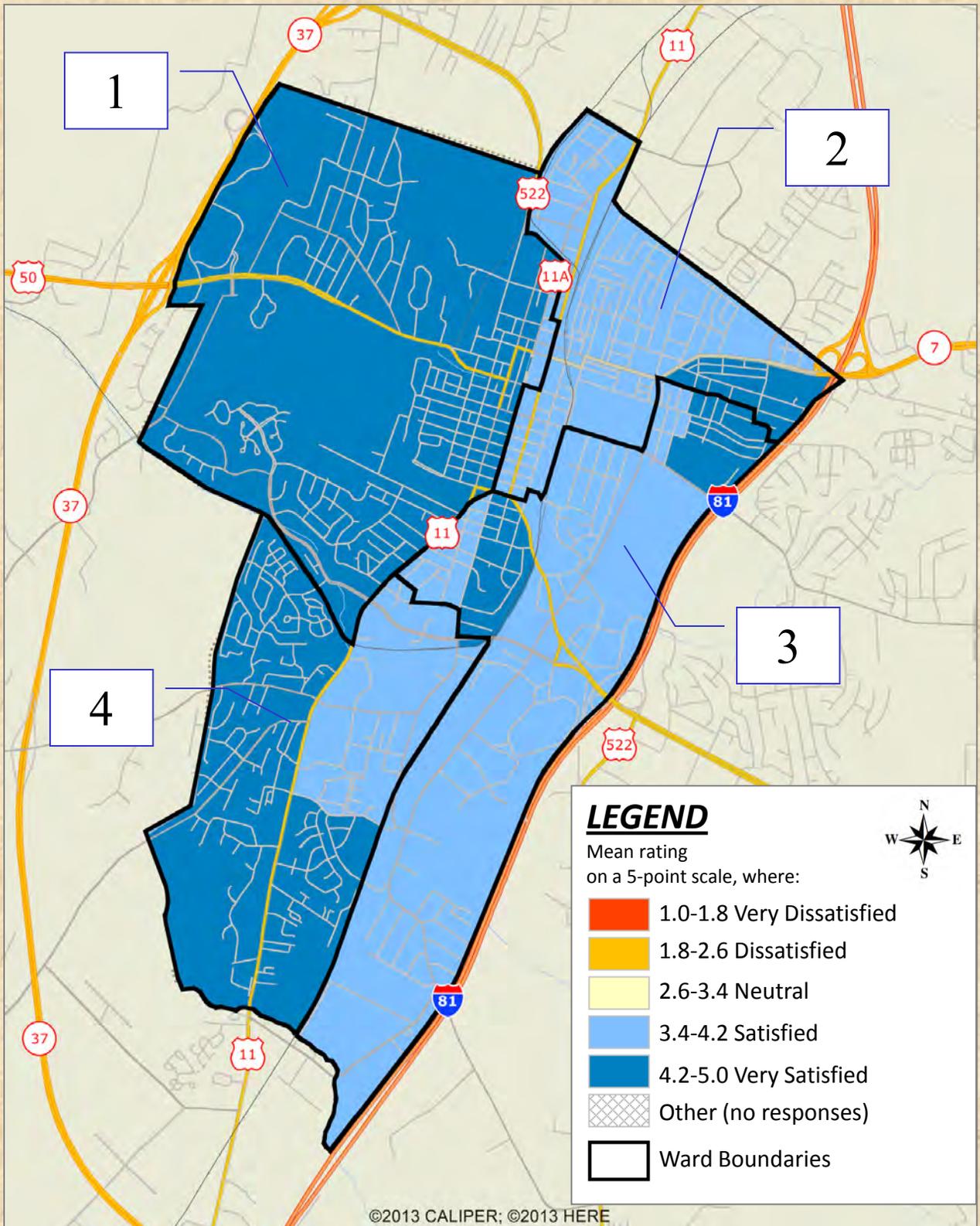
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Utility Services

Question #15

Q15a: Respondent Satisfaction with Residential Trash Collection Services

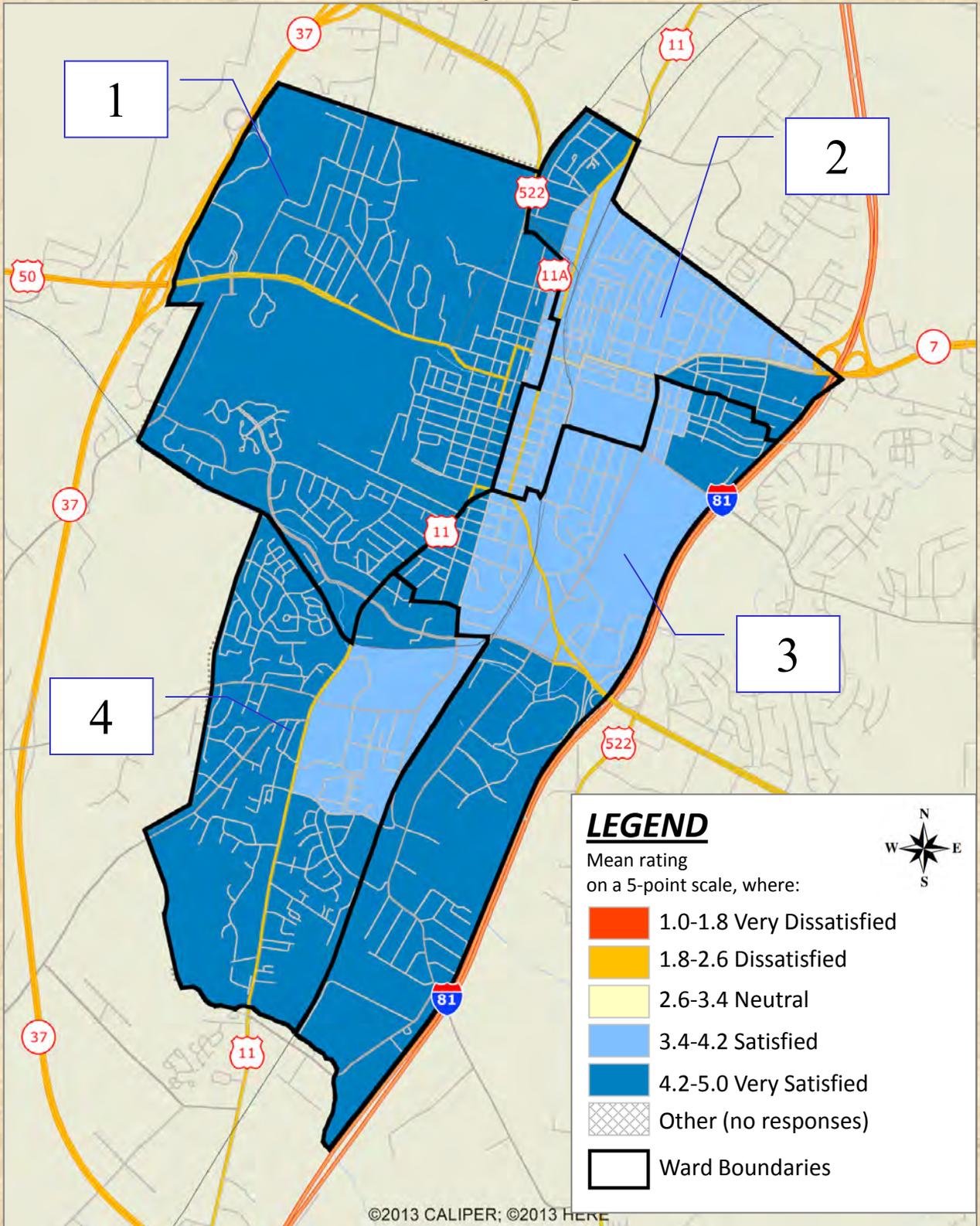


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15b: Respondent Satisfaction with Curbside Recycling Services

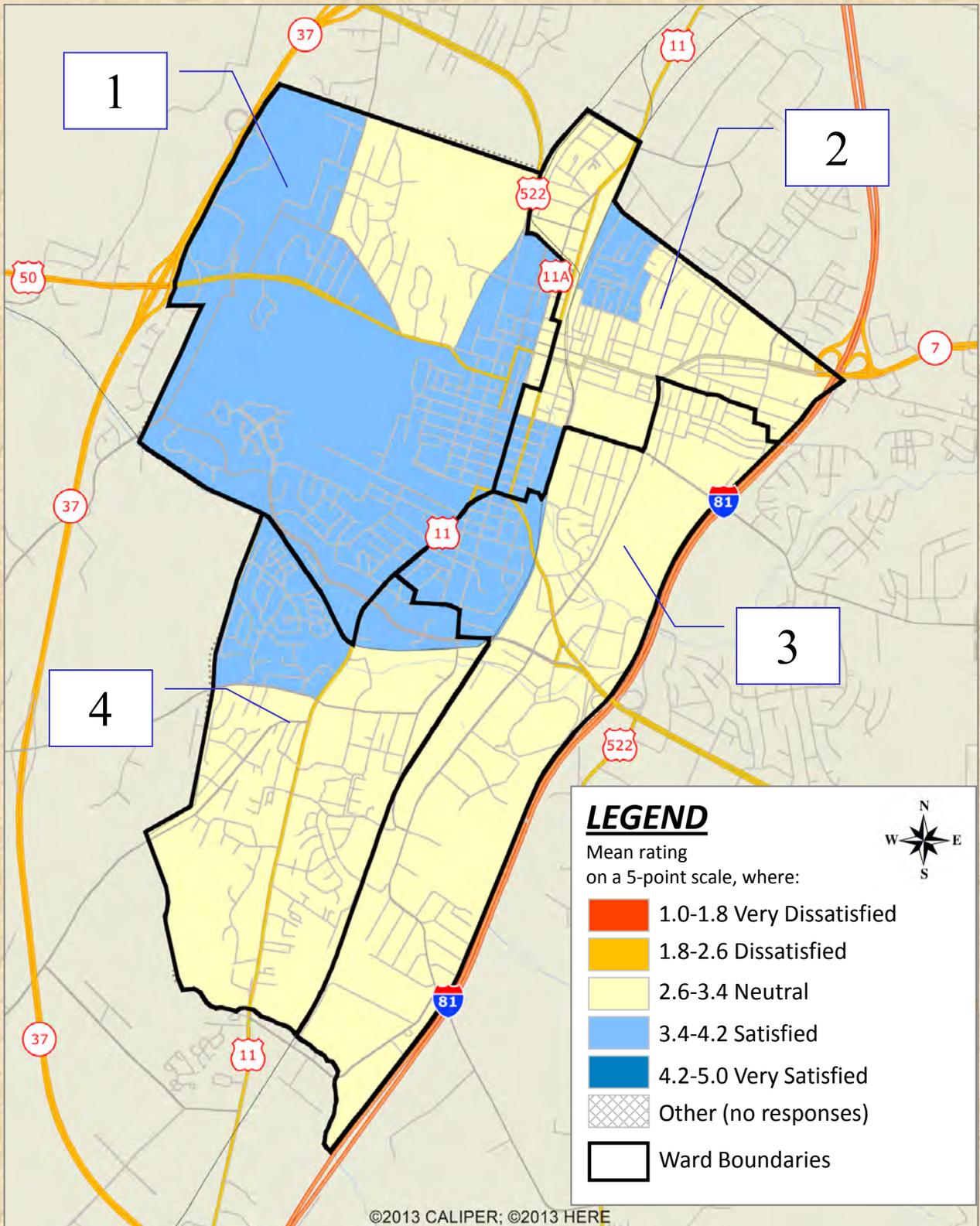


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15c: Respondent Satisfaction with Bulky Item Pick up/Removal Services

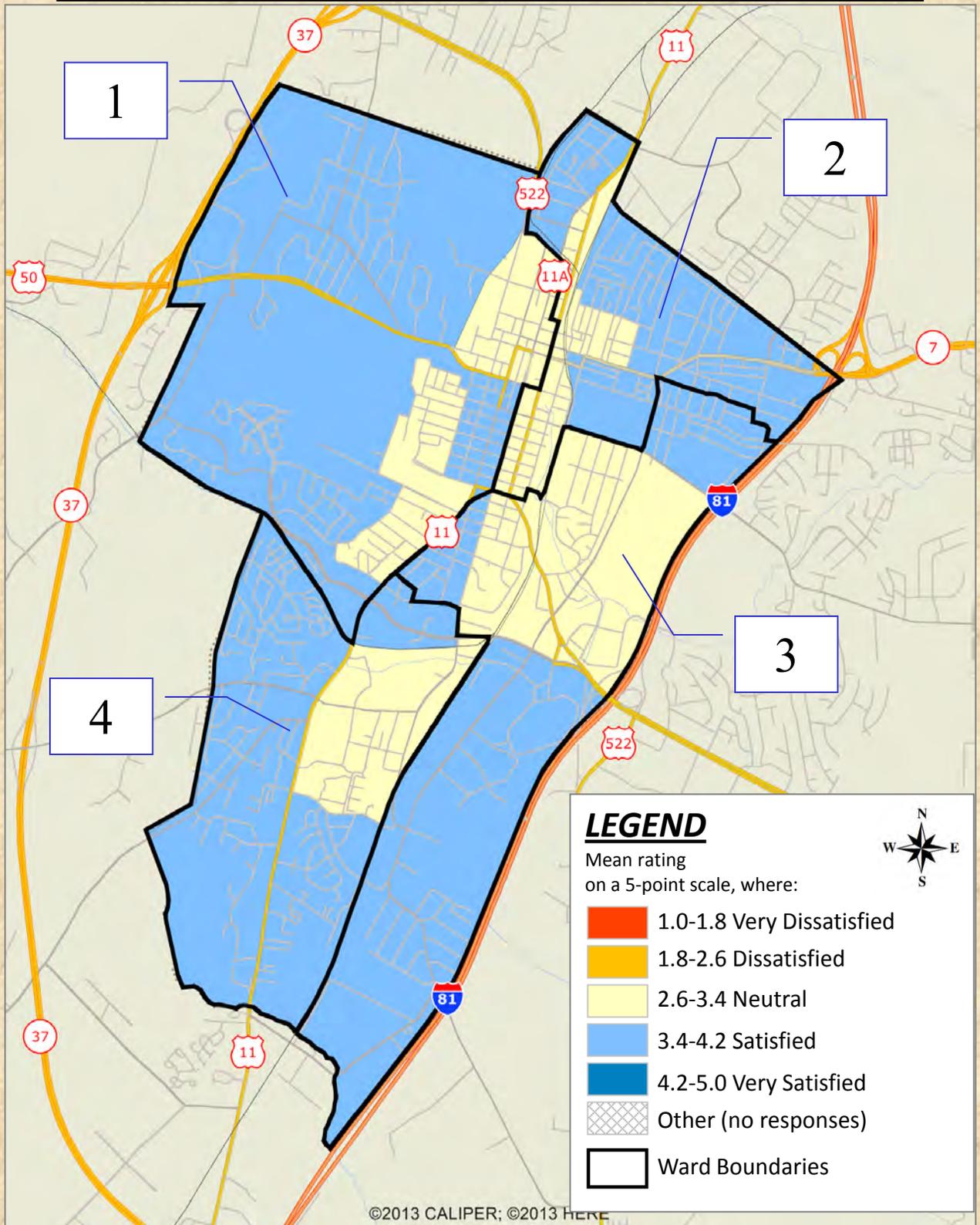


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15d: Respondent Satisfaction with Efforts to Promote Water Conservation and Protect Water Resources

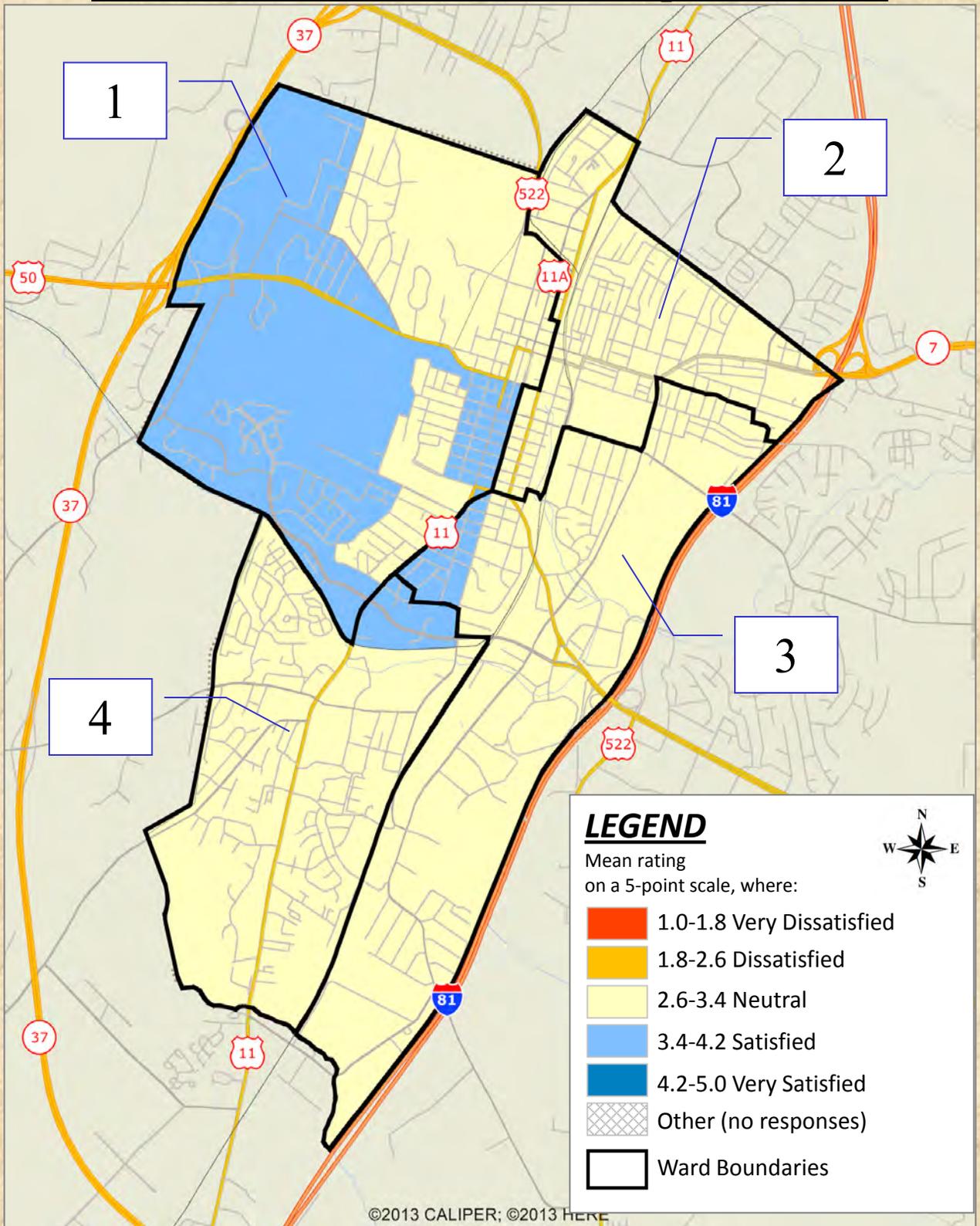


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15e: Respondent Satisfaction with Household Hazardous Waste Disposal Service



Winchester, Virginia

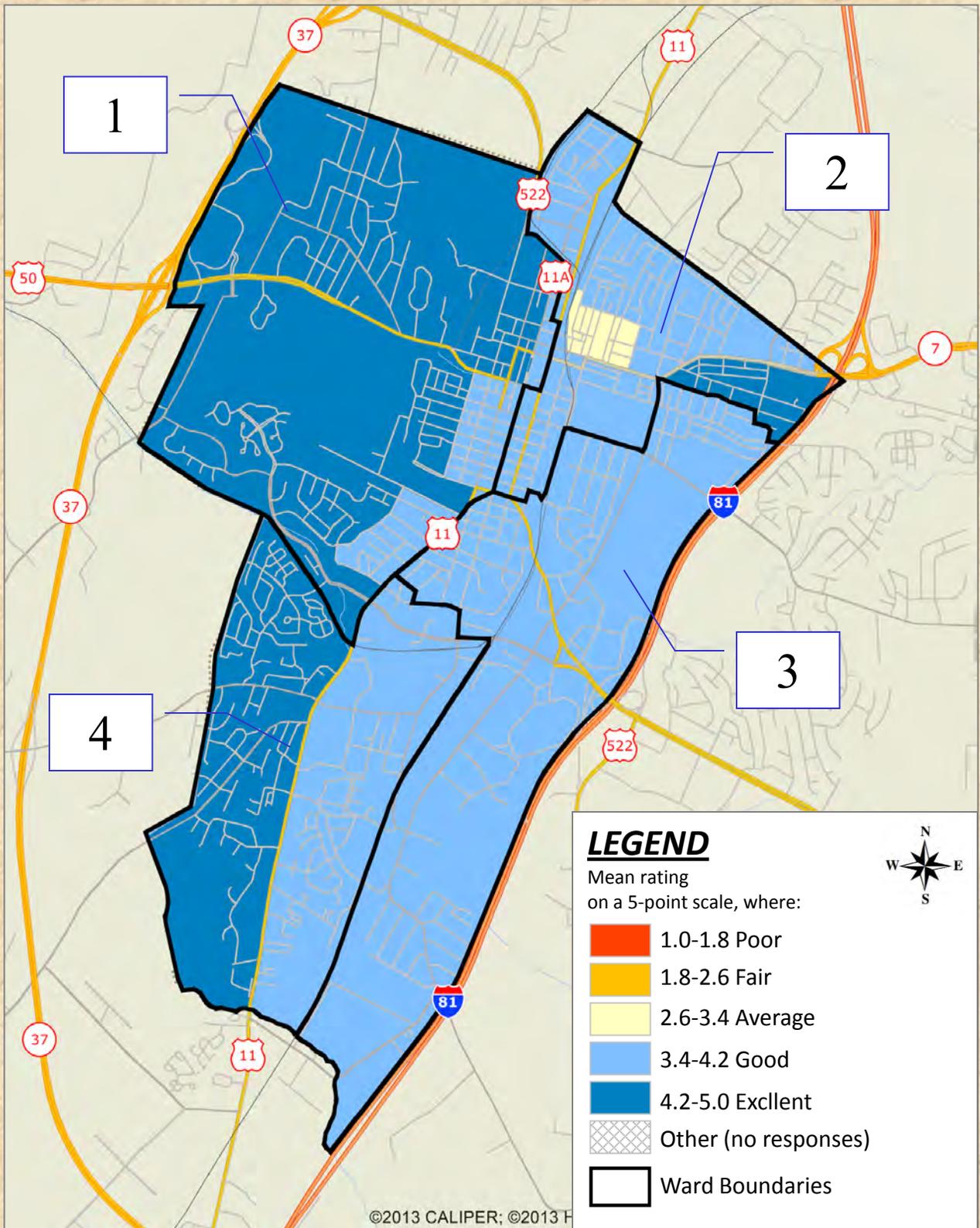
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Rating of Aspects of the City of Winchester

Question #17

Q17a: Rating of Winchester as a Place to Live

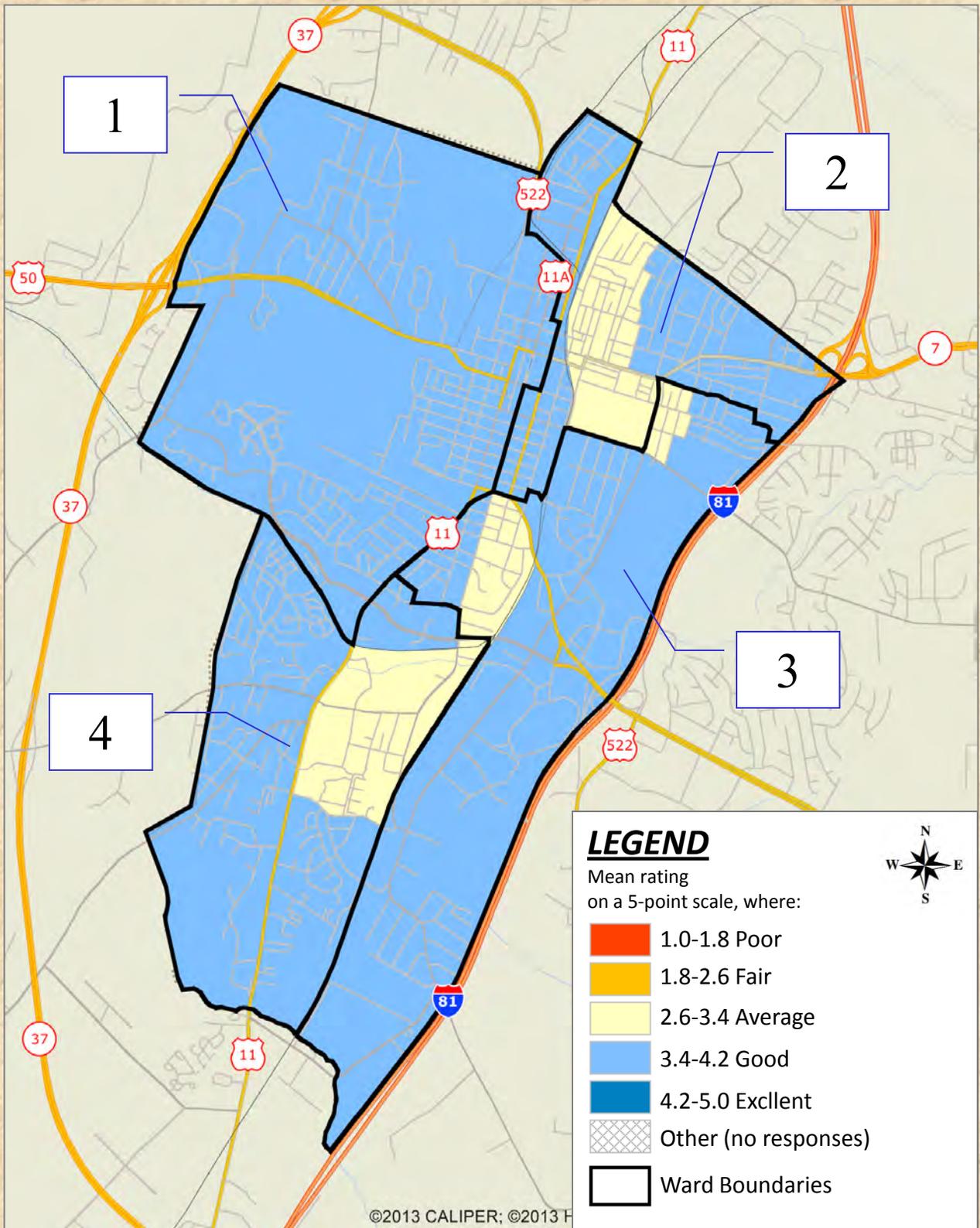


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17b: Rating of Winchester as a Place to Work

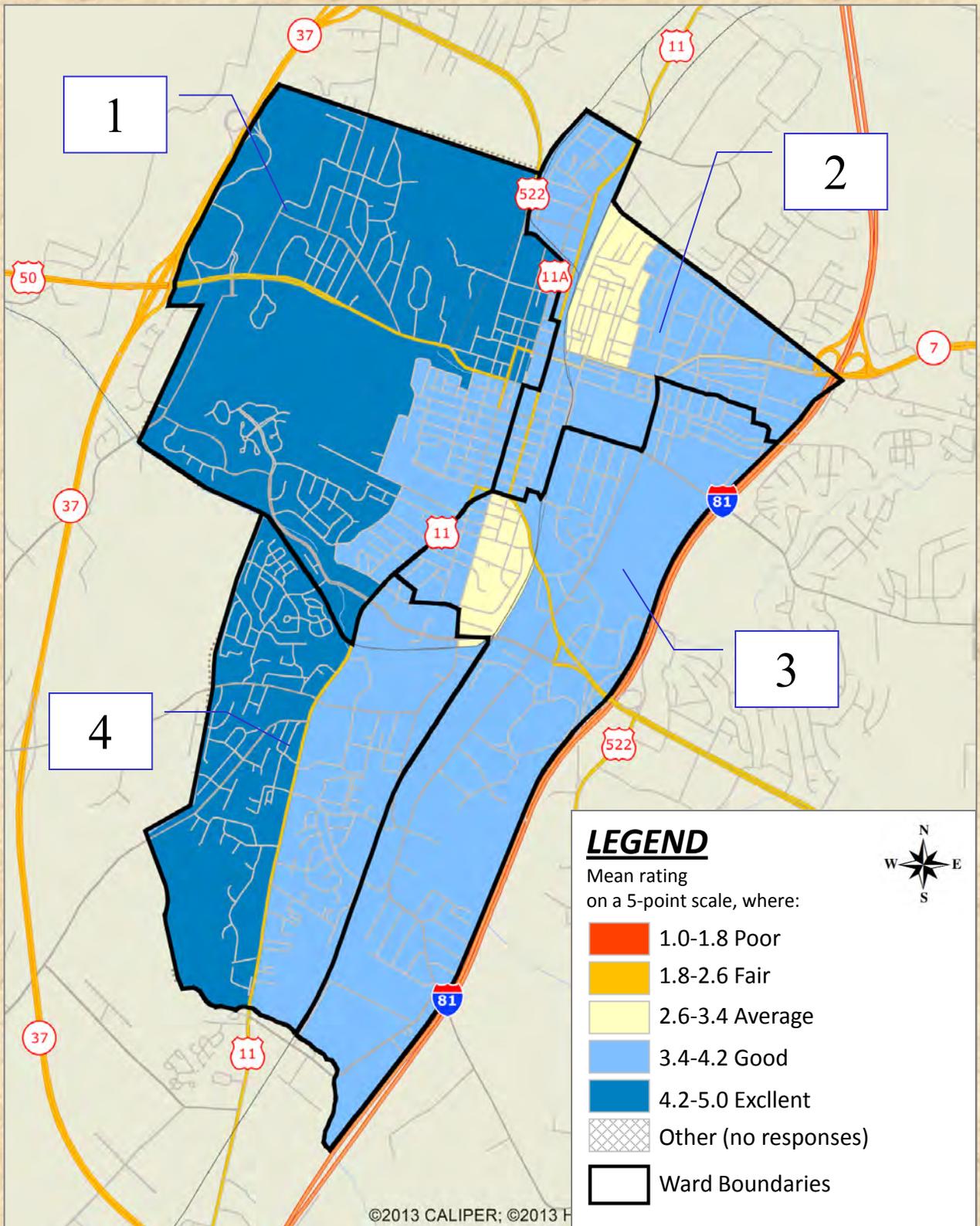


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17c: Rating of Winchester as a Place to Raise Children

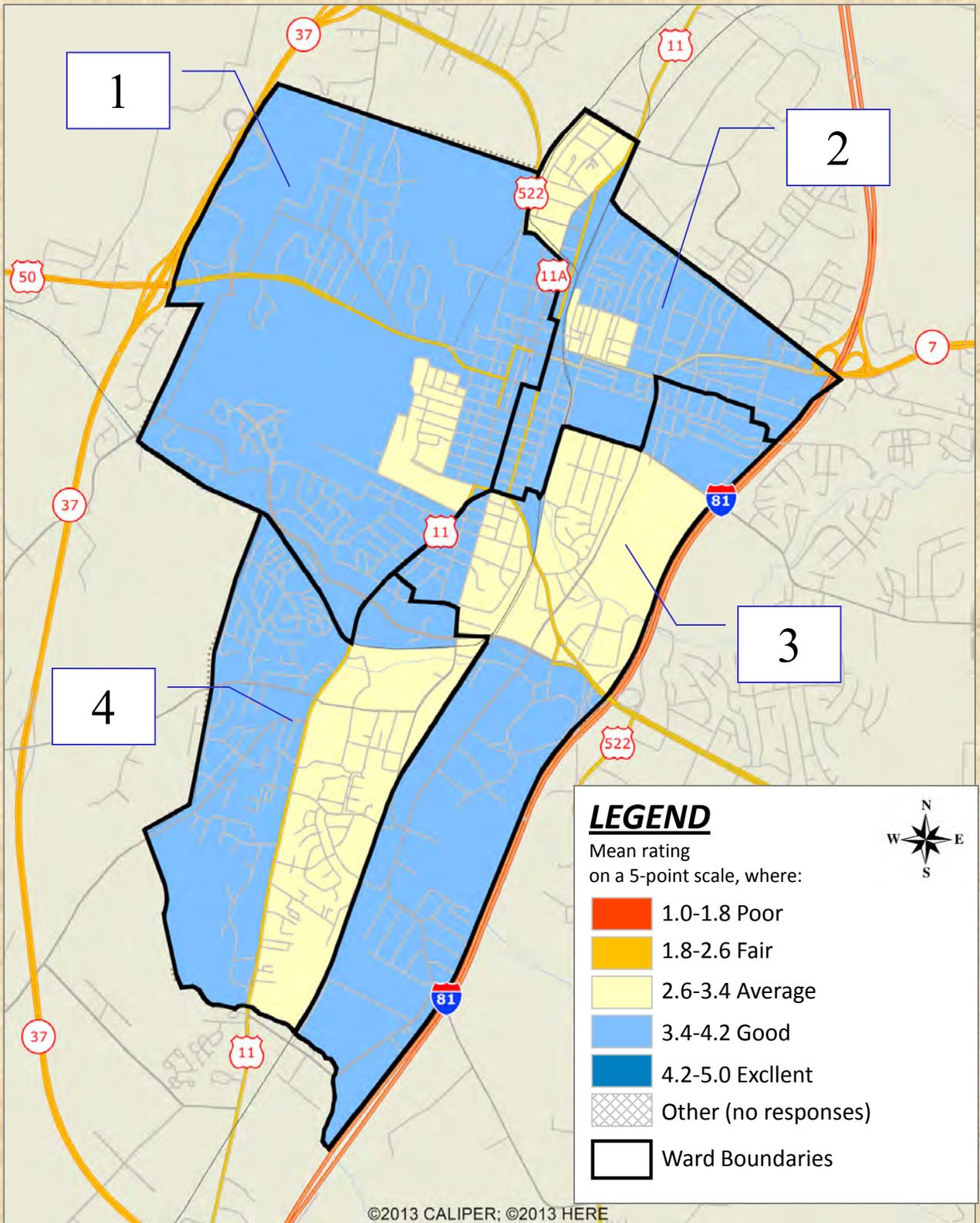


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17d: Rating of Winchester Regarding the Direction that the City is Currently Moving



Winchester, Virginia

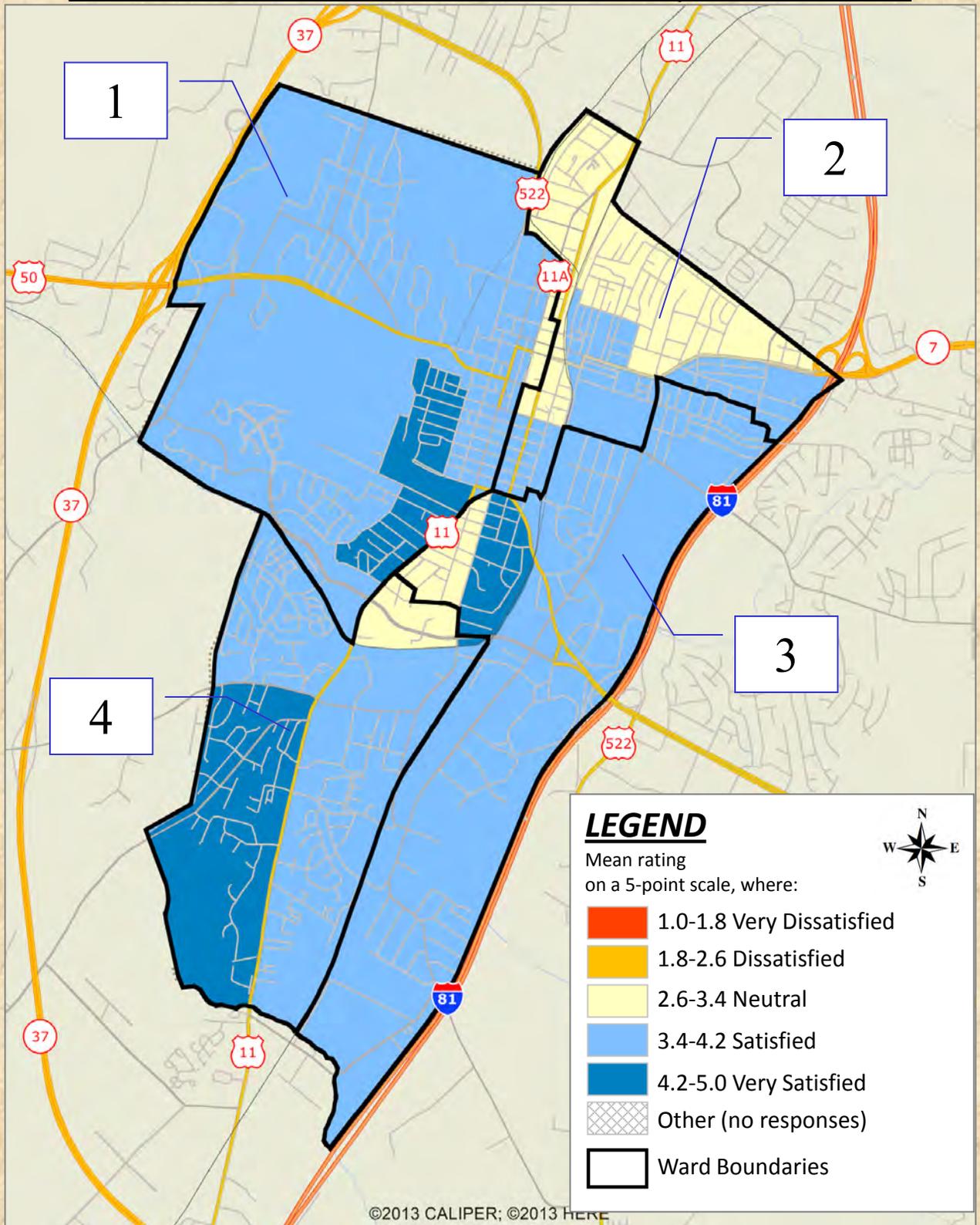
2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with Customer Service

Question #18

Q18a: Respondent Satisfaction with the Accuracy of the Information and the Assistance they Were Given

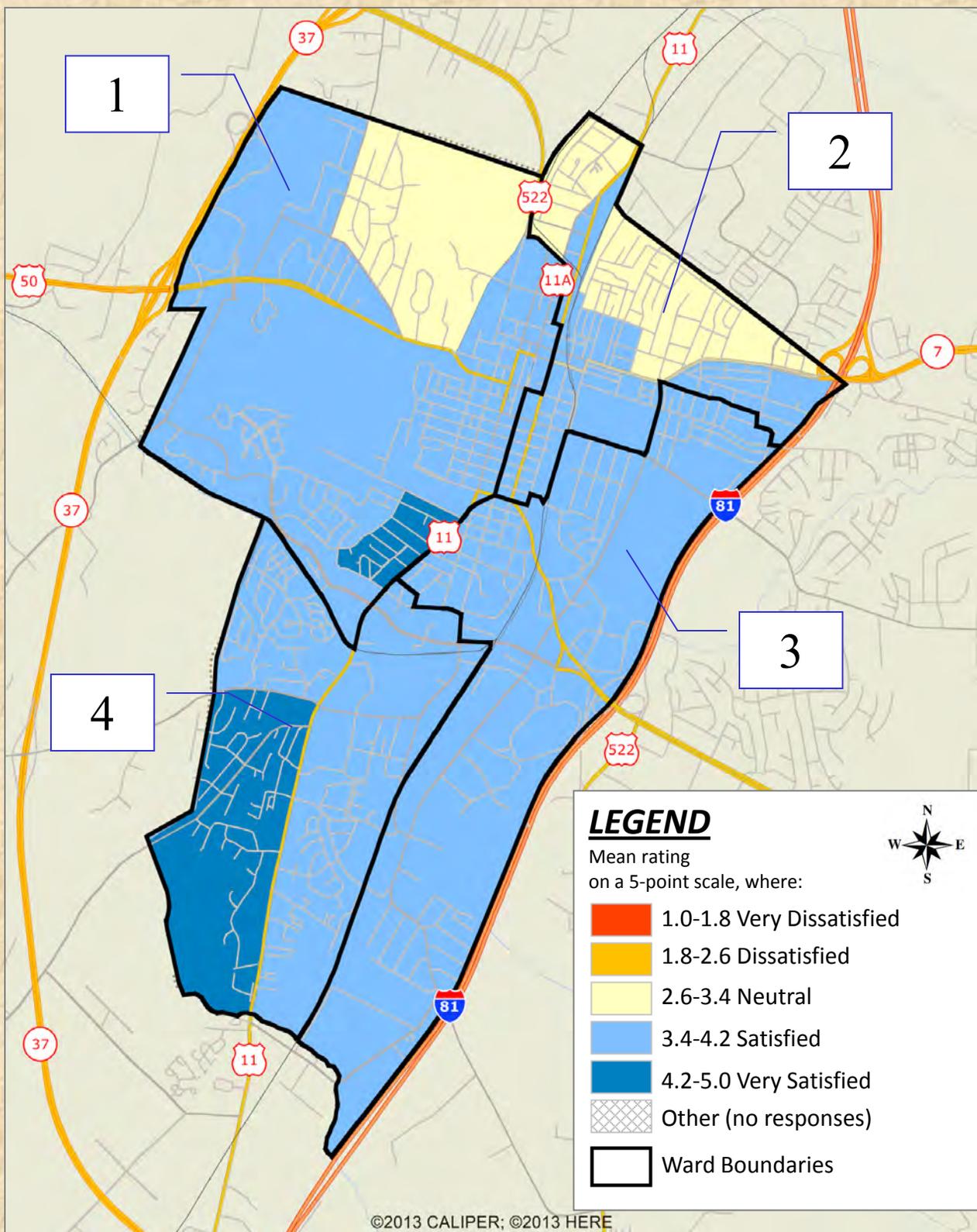


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18b: Respondent Satisfaction with How Quickly City Staff Responded to their Request

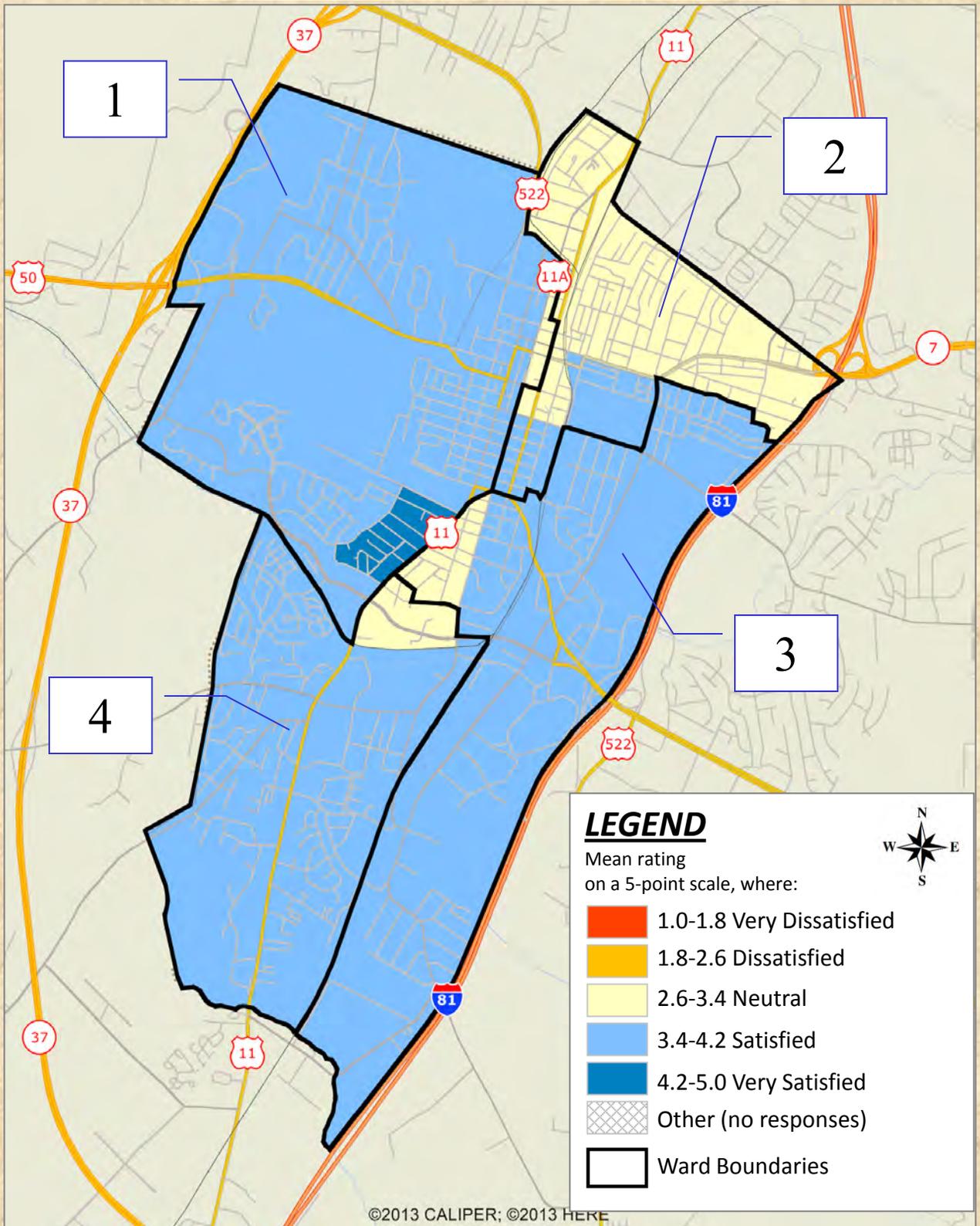


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q18c: Respondent Satisfaction with How well their Issue was Handled

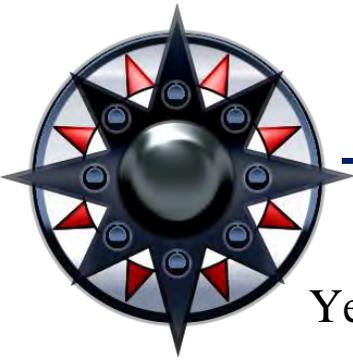


Winchester, Virginia

2014 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Section 3:
Benchmarking Data



DirectionFinder Survey

Year 2014 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 200 cities and counties in 38 states.

This report contains benchmarking data from a national survey that was administered by ETC Institute to a random sample of over 4,000 residents in the continental United States. The information obtained from these surveys is considered the US average. From the national survey, East Coast Regional data is available that includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia.

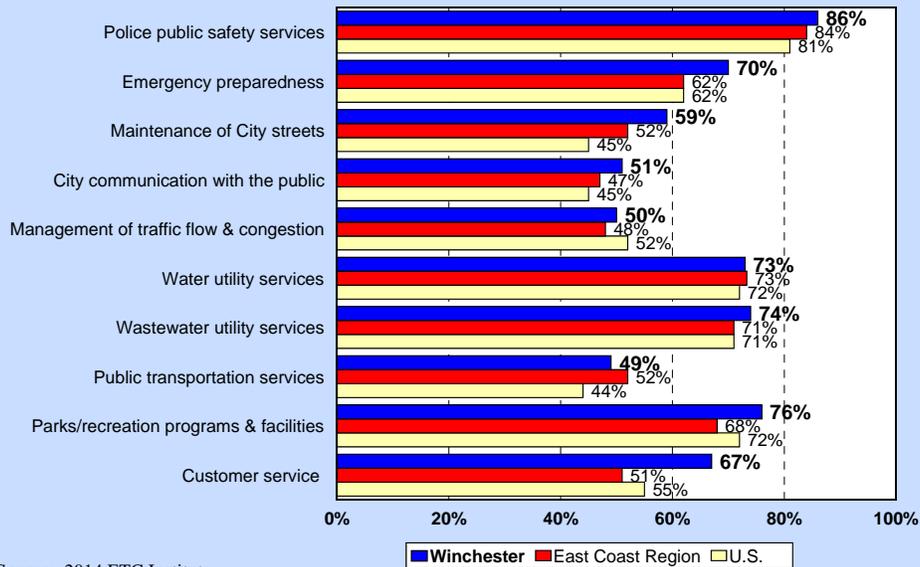
National Benchmarks. The first set of charts on the following pages show how the overall results for the City of Winchester compare to the national average and the East Coast regional average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S residents across the U.S., and over 400 residents in the Southeast region of the U.S. From the national survey, East Coast Regional data is available that includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia.

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.

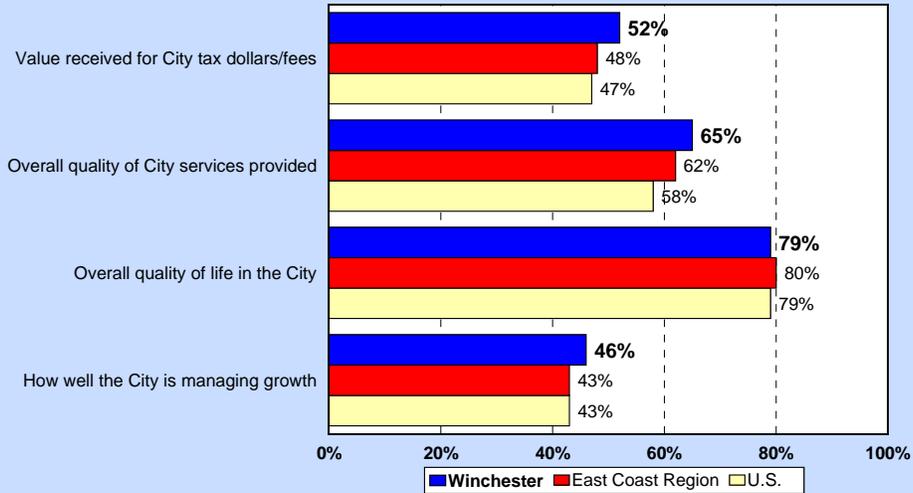
Overall Satisfaction with Various City Services Winchester vs. East Coast Region vs. the U.S

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)



Satisfaction with Issues that Influence Perceptions of the City Winchester vs. East Coast Region vs. the U.S

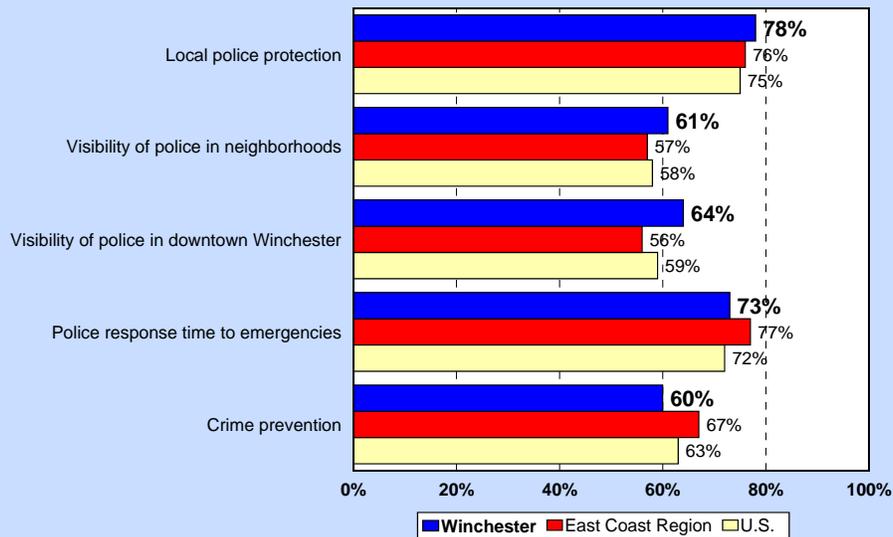
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



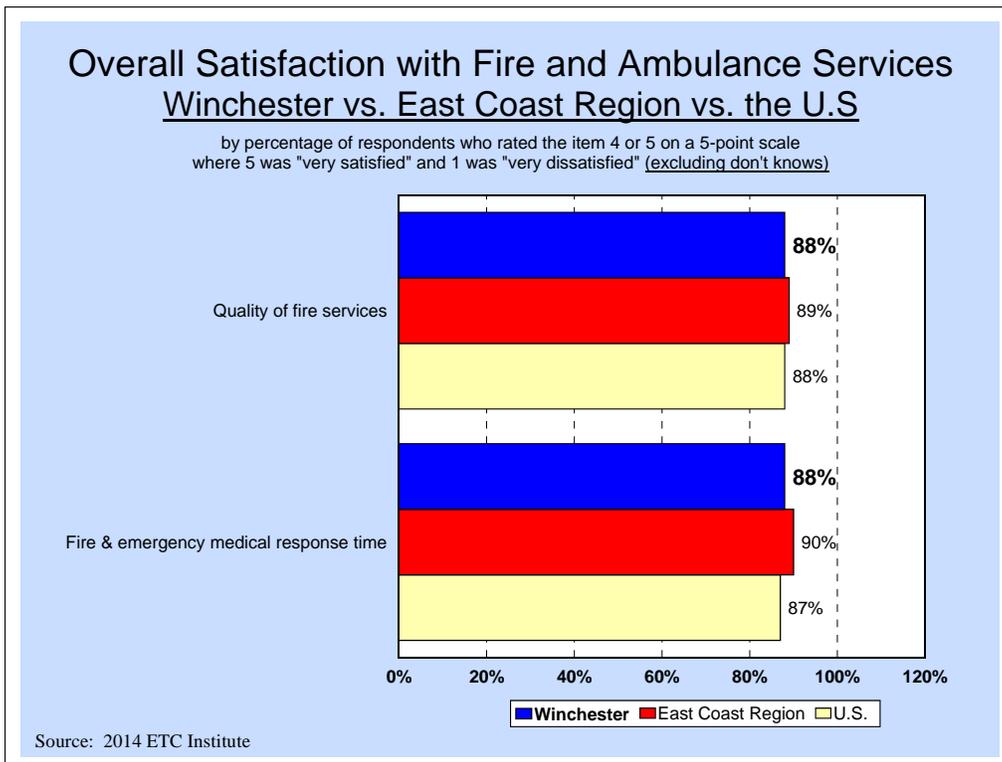
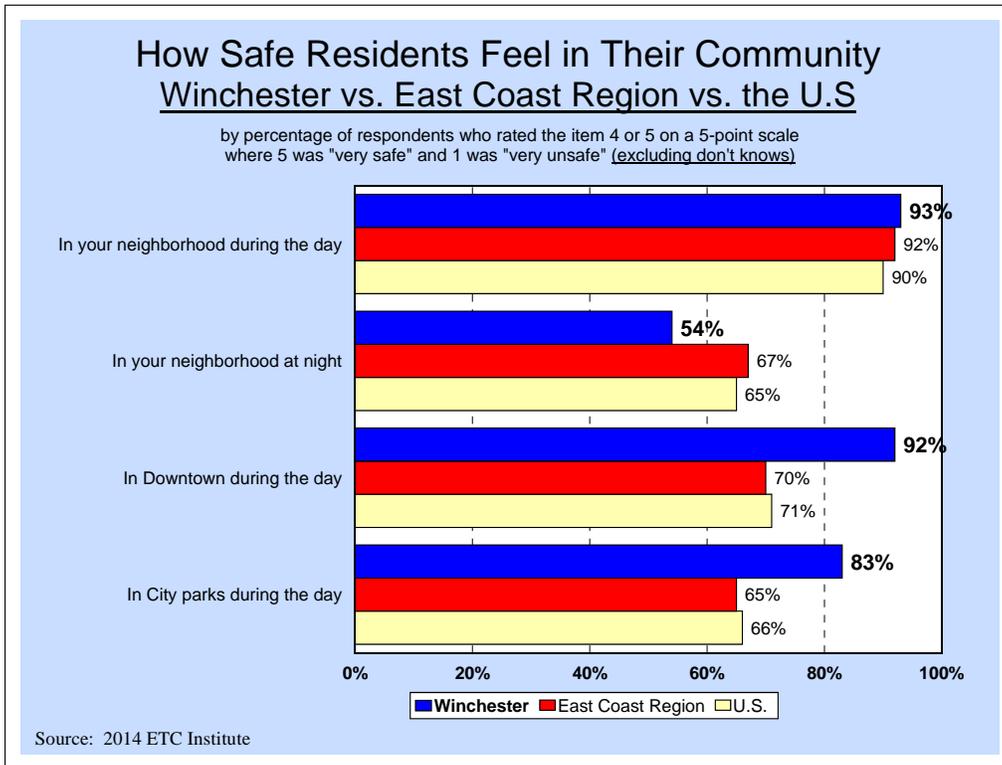
Source: 2014 ETC Institute

Overall Satisfaction with Police Services Winchester vs. East Coast 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)

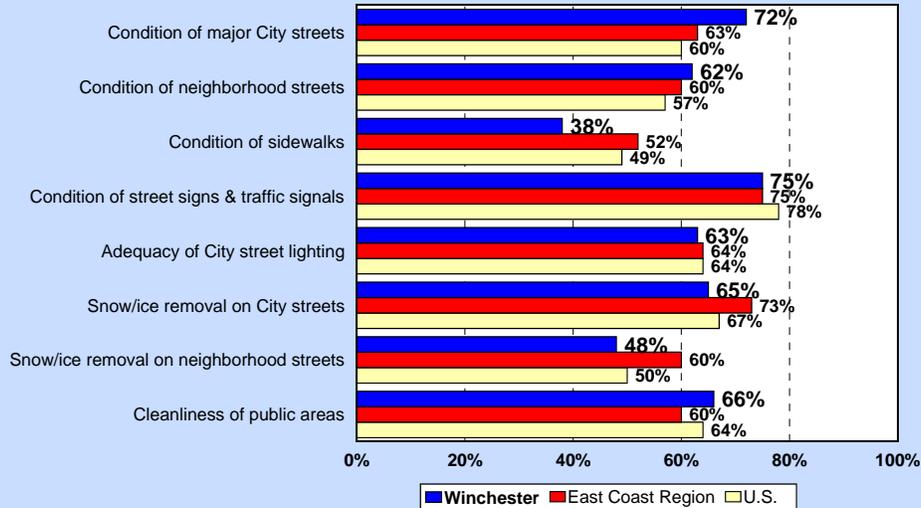


Source: 2014 ETC Institute



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

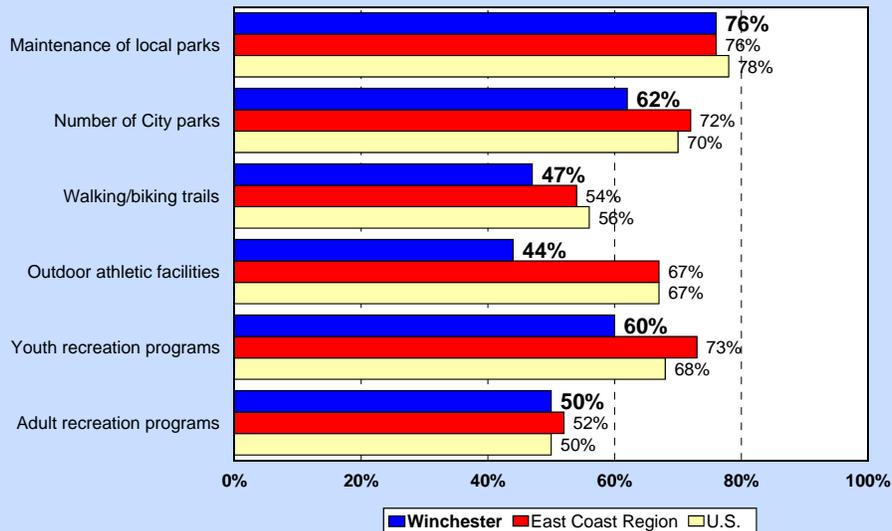
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Parks and Recreation Winchester vs. East Coast Region vs. the U.S

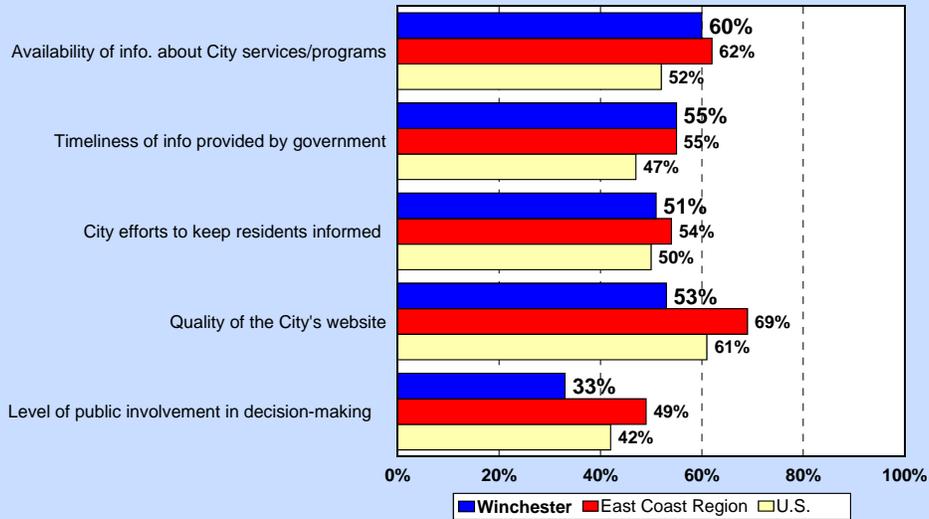
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Communication Winchester vs. East Coast Region vs. the U.S

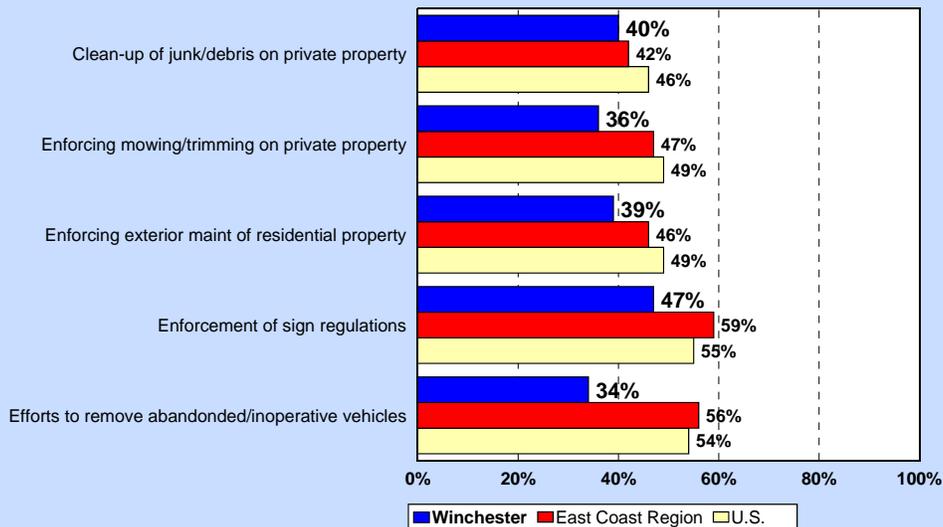
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

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

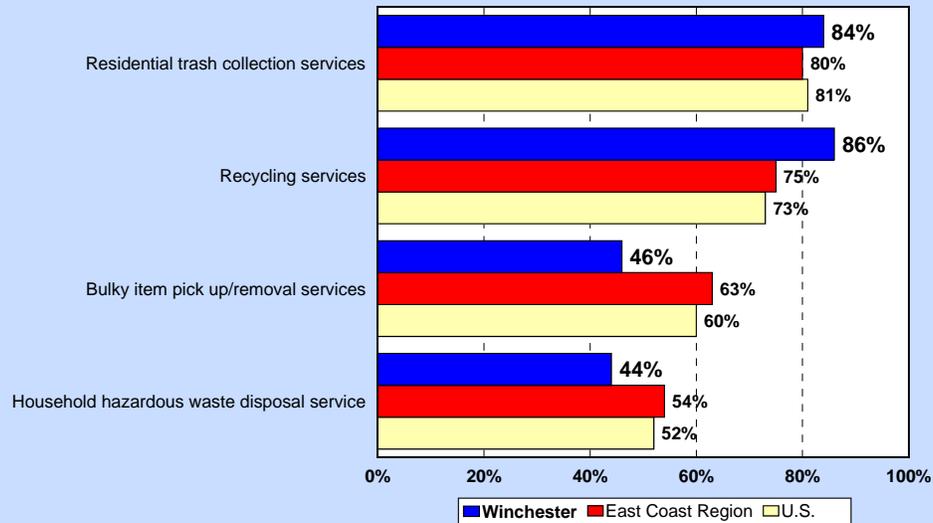
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Utility Services Winchester vs. East Coast Region vs. the U.S

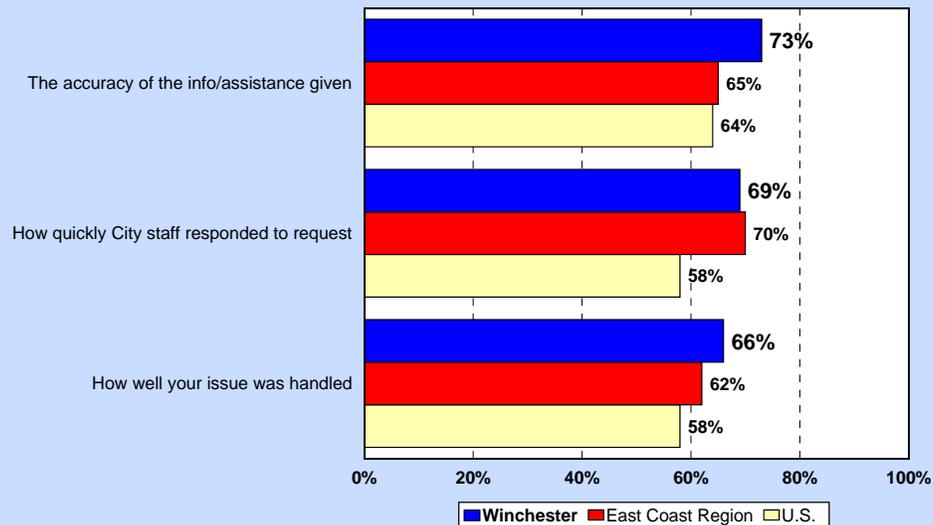
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

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

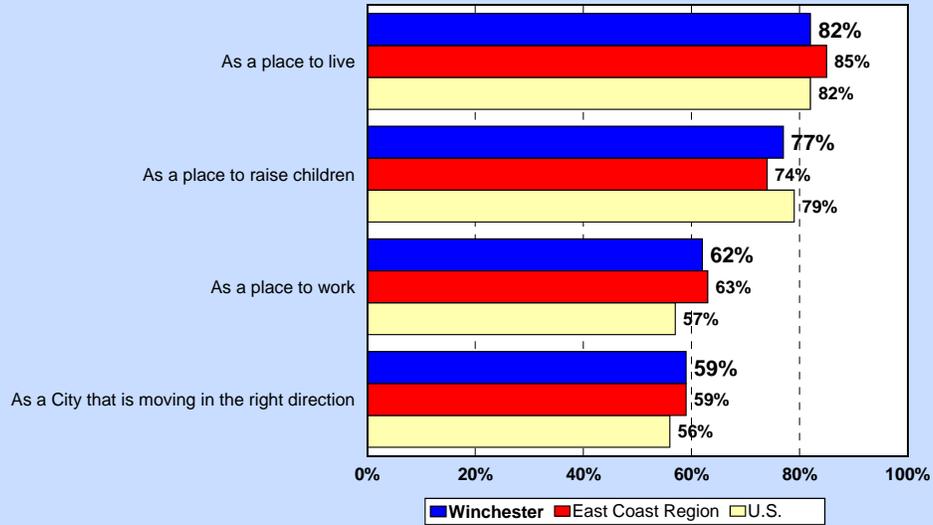
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Ratings of the Community Winchester vs. East Coast 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: 2014 ETC Institute

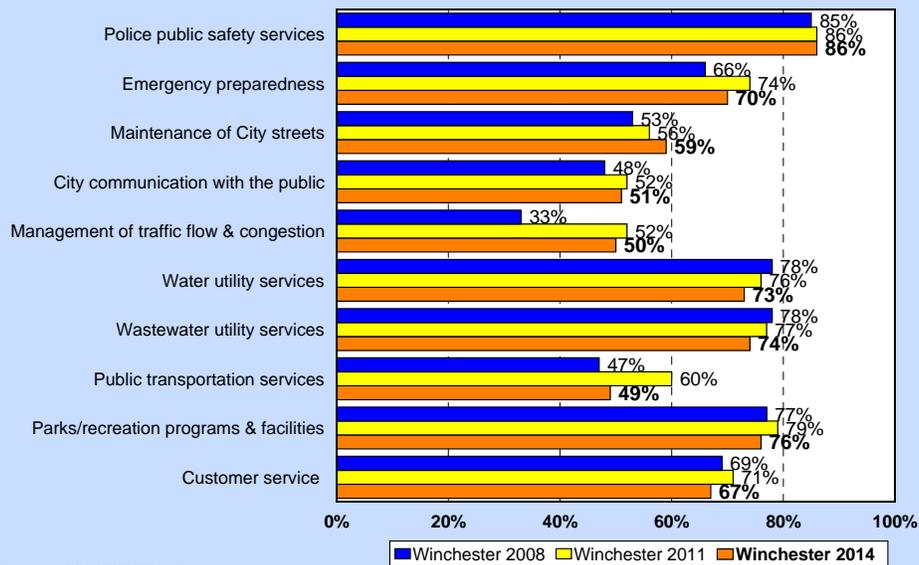
Section 4:
Trends

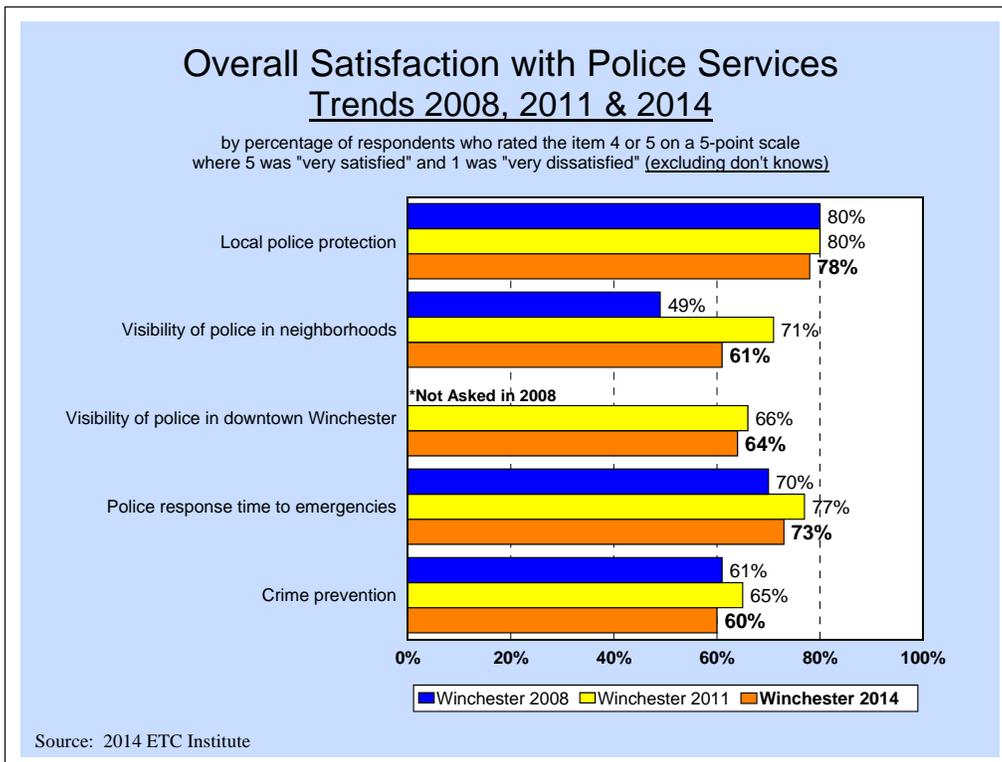
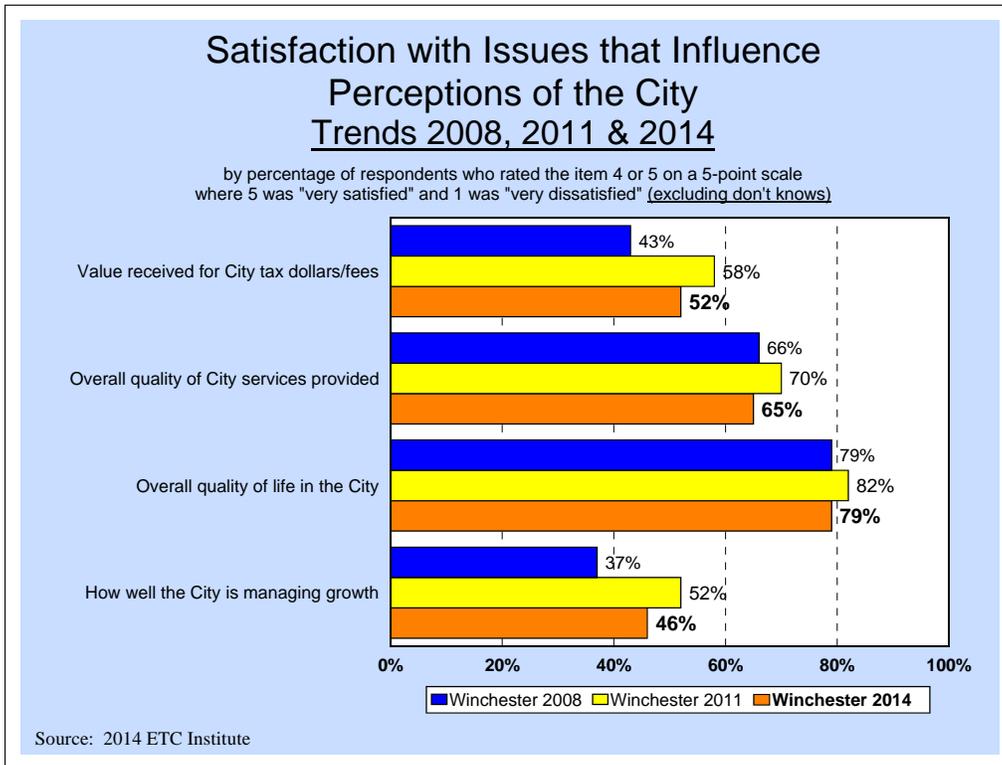
City of Winchester TRENDS 2008, 2011 & 2014

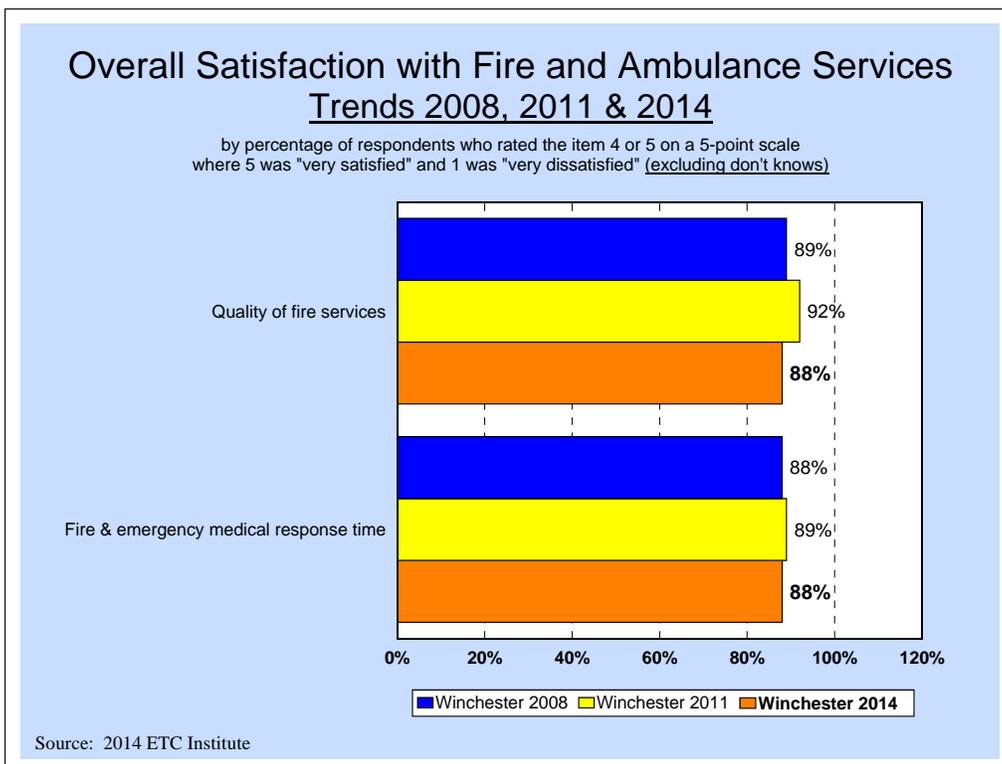
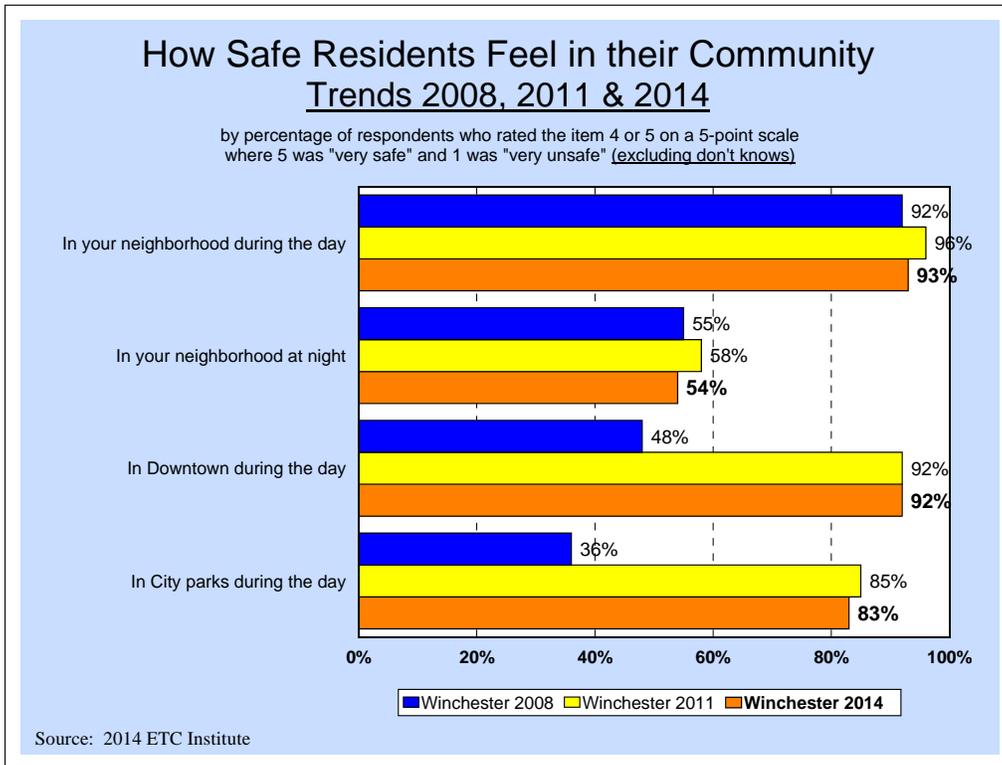
**Differences of at least +/-5% are considered to be statistically significant*

Overall Satisfaction with Various City Services Trends 2008, 2011 & 2014

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)

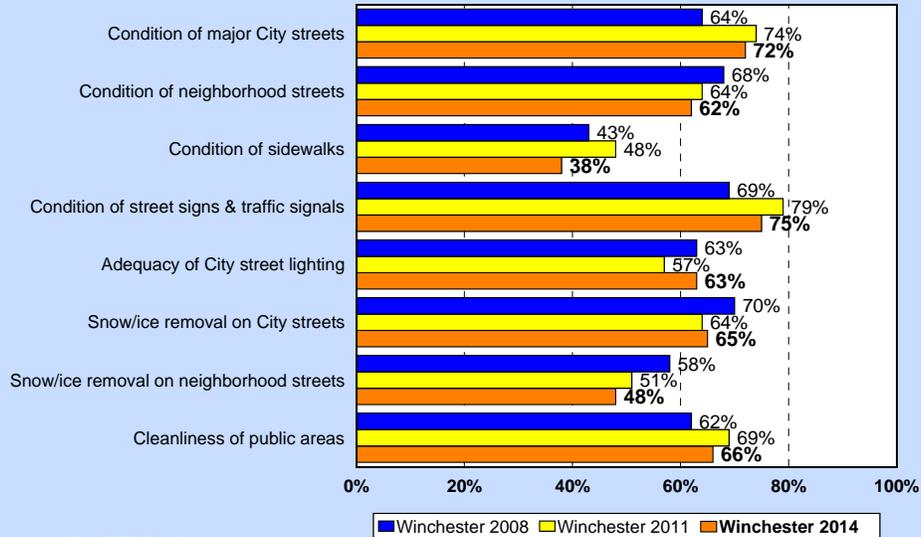






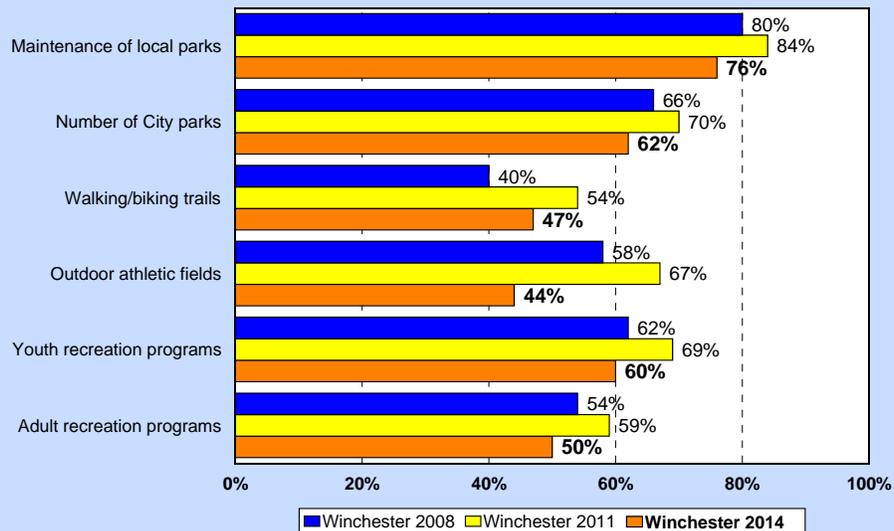
Overall Satisfaction with City Maintenance Trends 2008, 2011 & 2014

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)



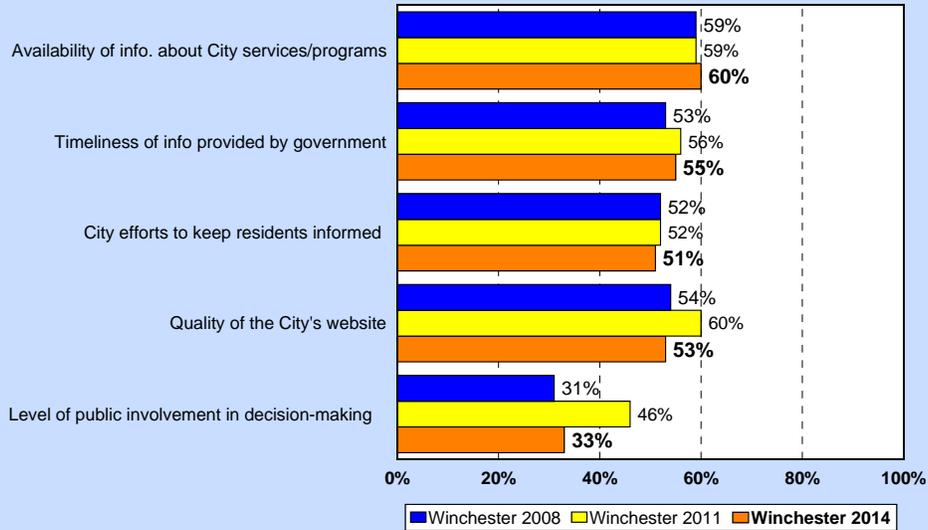
Overall Satisfaction with Parks and Recreation Trends 2008, 2011 & 2014

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 Communication Trends 2008, 2011 & 2014

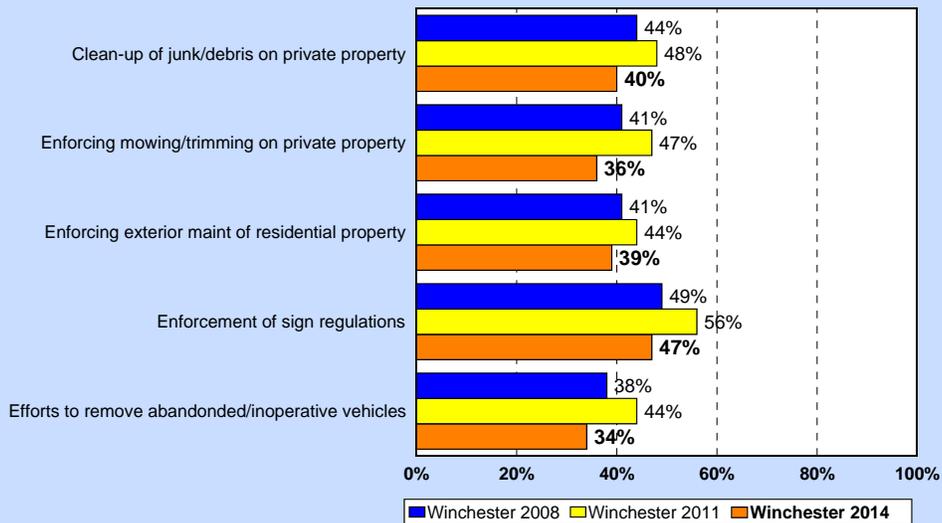
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Code Enforcement Trends 2008, 2011 & 2014

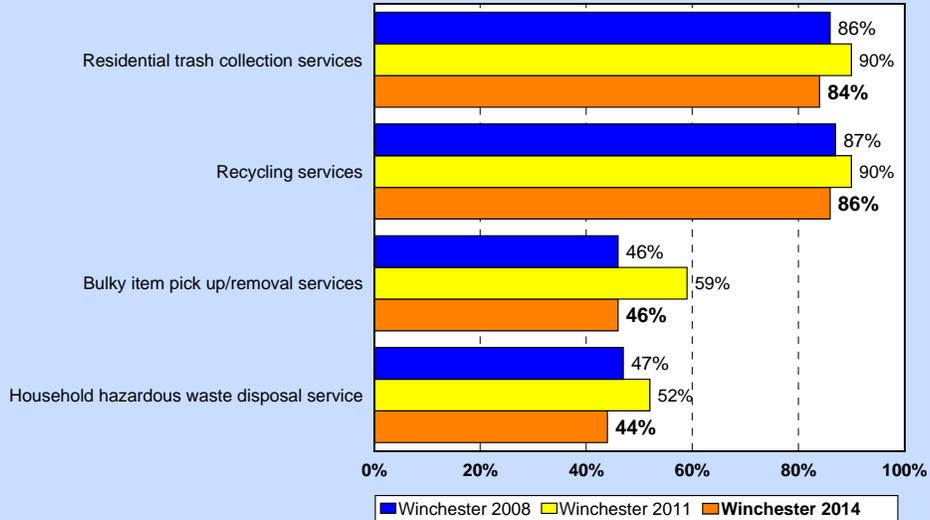
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Utility Services Trends 2008, 2011 & 2014

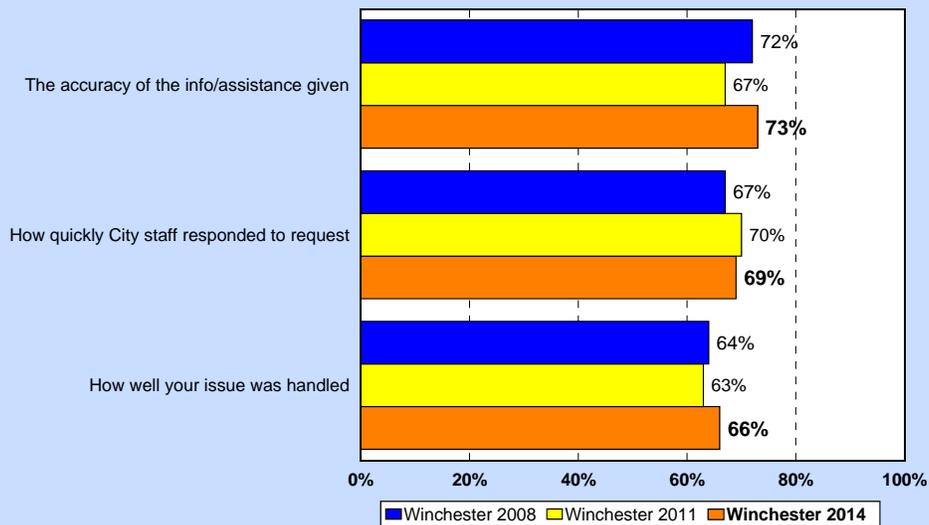
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Satisfaction with Customer Service Trends 2008, 2011 & 2014

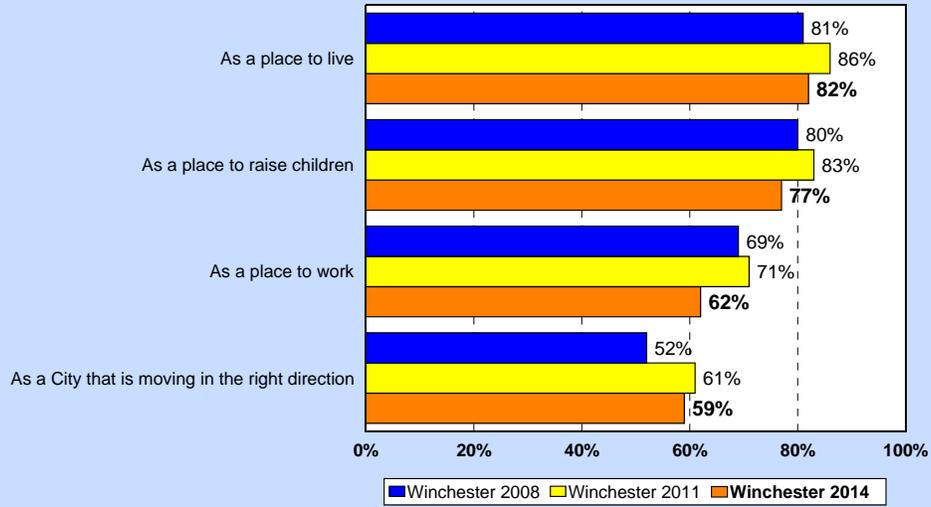
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Ratings of the Community Trends 2008, 2011 & 2014

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: 2014 ETC Institute

Section 5:
Performance Measures



DirectionFinder Survey

Year 2014 Performance Range Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 200 cities and counties in 38 states.

The source for the data in this section of the report is from individual community surveys that were administered in 35 medium-sized cities (population of 20,000 to 199,999). The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 35 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Davenport, Iowa
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Tempe, Arizona
- Westland, Michigan
- West Des Moines, Iowa
- Wilmington, North Carolina
- Yuma, Arizona

Interpreting the Charts

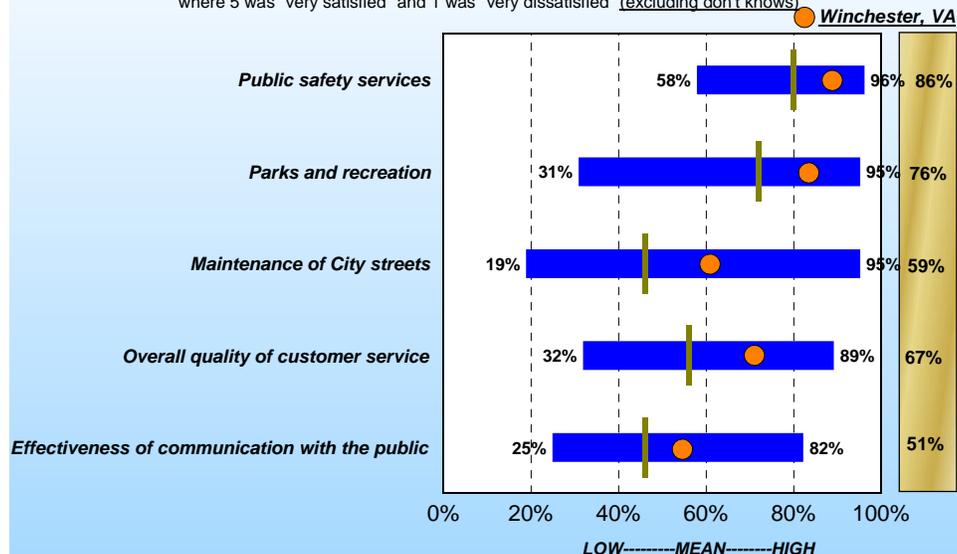
Performance Range Charts. The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The orange dot on each bar shows how the results for Winchester compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the orange dot is located to the right of the vertical dash, the City of Winchester rated above the national average. If the orange dot is located to the left of the vertical dash, the City of Winchester rated below the national average.

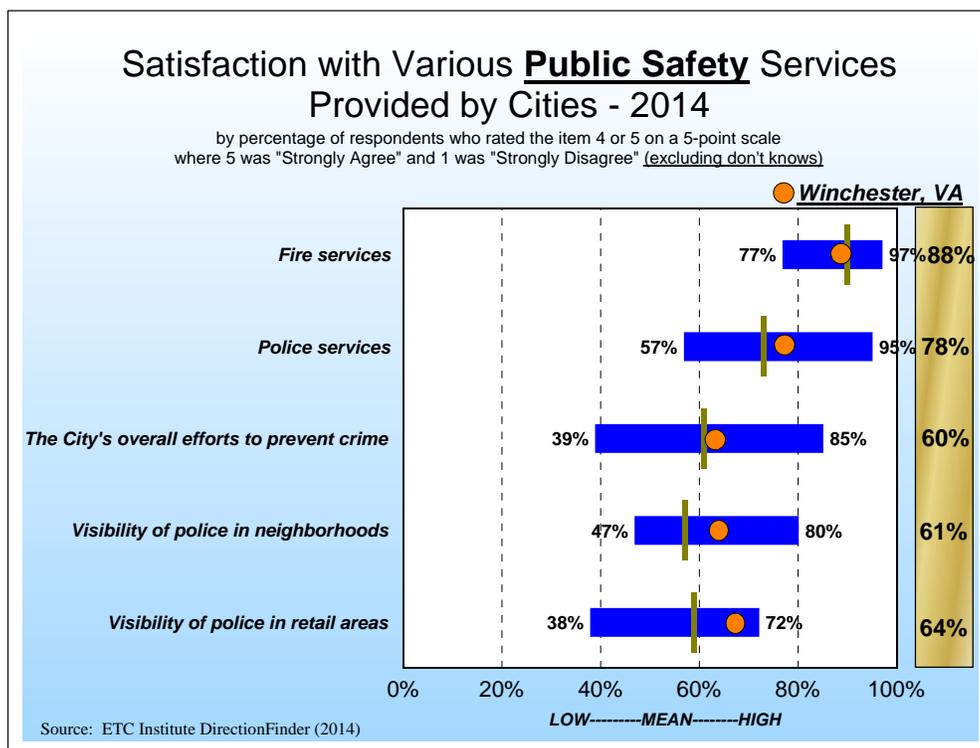
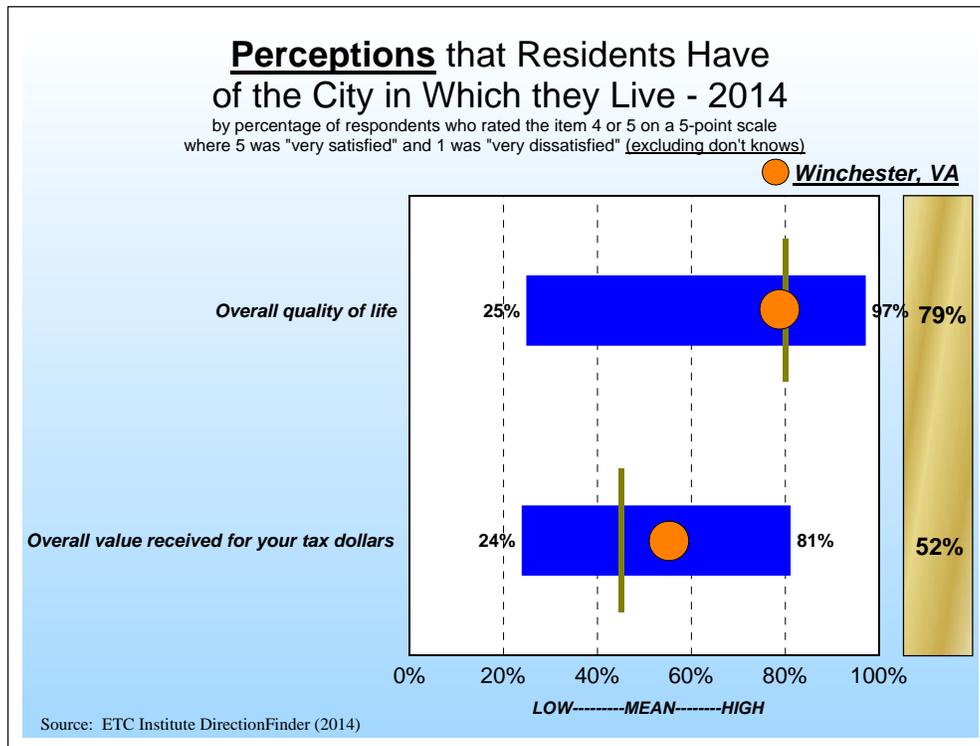
Performance Ranges

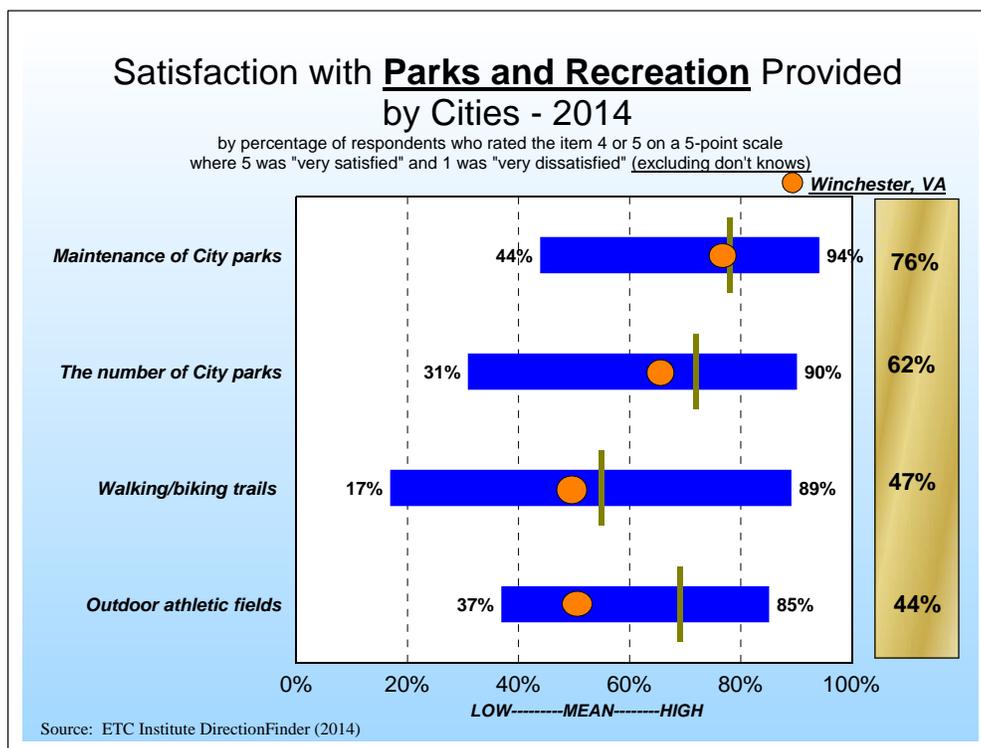
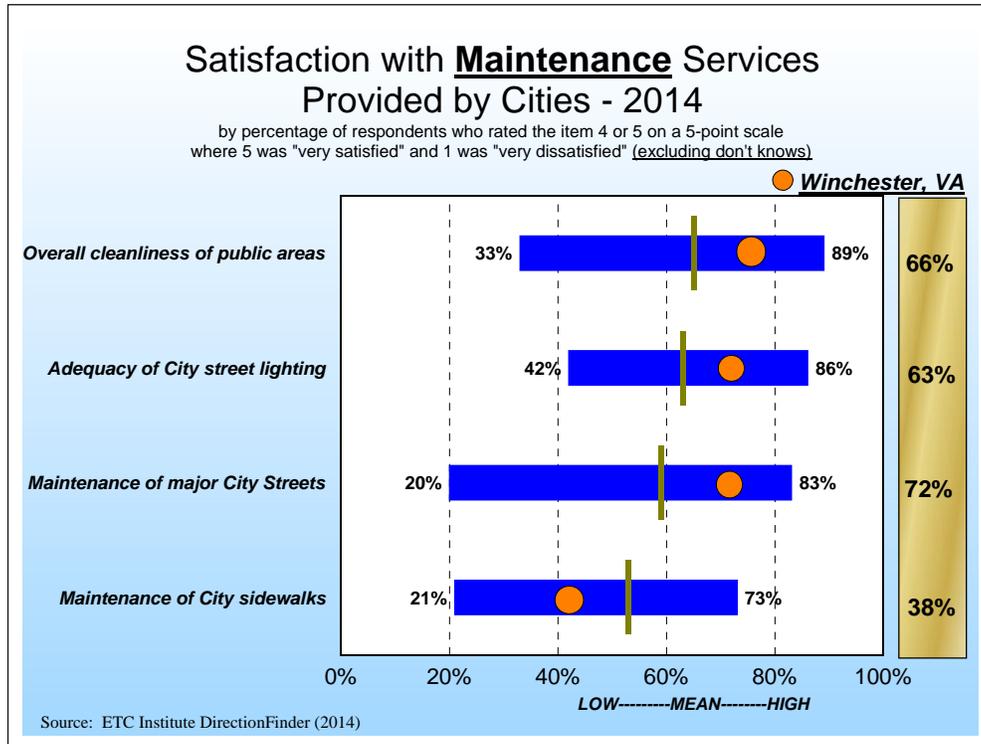
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Winchester, Virginia is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services by Major Category - 2014

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)



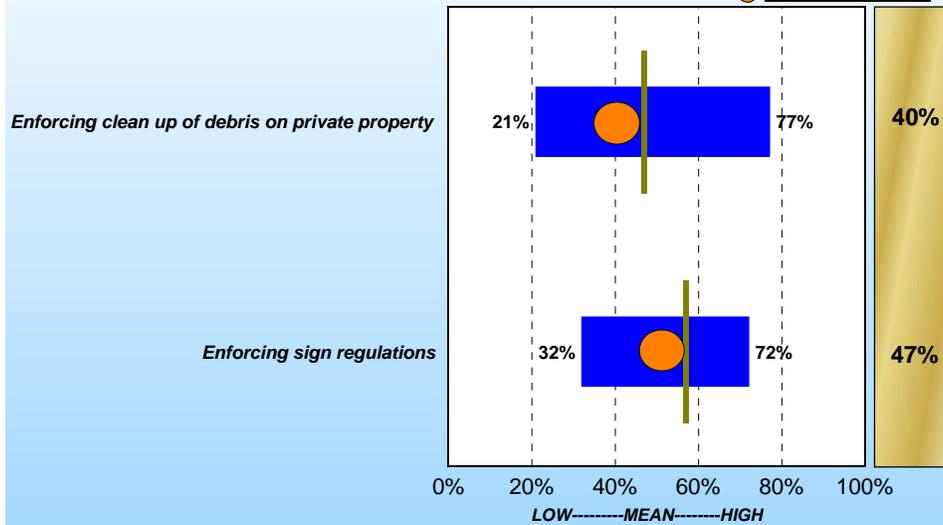




Satisfaction with **Codes Enforcement** by Cities - 2014

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)

● Winchester, VA

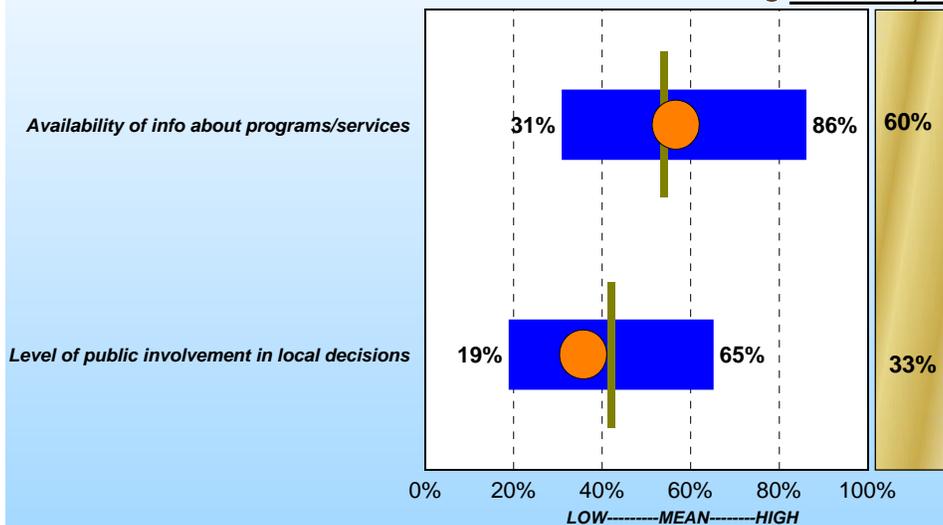


Source: ETC Institute DirectionFinder (2014)

Satisfaction with Various Aspects of **City Communications** - 2014

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)

● Winchester, VA



Source: ETC Institute DirectionFinder (2014)

Section 6:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

City of Winchester, VA

Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses 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 cities will maximize overall satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of Businesses 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" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation: Citizens were asked to identify the major categories of City services they thought were the most important, thirty-six percent (36%) ranked "Management of traffic flow on City streets" as one of the most important services.

With regard to satisfaction, "Management of traffic flow on City streets" was ranked first overall with 50% rating "Management of traffic flow on City streets" as a "4" or a "5" on a 5-

point scale excluding “Don't know” responses. The I-S rating for “Management of traffic flow on City streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 36% was multiplied by (1-0.50). This calculation yielded an I-S rating of **0.18**, which was ranked first out of thirteen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the citizen respondents select an item as one of their top three choices to emphasize over the next two years 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 citizen respondents were positively satisfied with the delivery of the service
- If none (0%) of the citizen respondents selected the service as one of the three most important areas.

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.

Emphasis-Satisfaction Rating

City of Winchester

OVERALL

Major Services	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Q1k. Management of traffic flow on City streets	36%	3	50%	12	0.1800	1
Q1c. Maintenance of streets	41%	1	59%	10	0.1681	2
Q1l. Quality of public schools	37%	2	69%	8	0.1147	3
<i>Medium Priority (IS <.10)</i>						
Q1d. Effectiveness of communication by City government	19%	7	51%	11	0.0931	4
Q1b. Efforts to ensure community is prepared for emergencies	25%	5	70%	6	0.0750	5
Q1a. Quality of public safety services	32%	4	86%	1	0.0448	6
Q1m. Efforts to revitalize Downtown	20%	6	78%	2	0.0440	7
Q1h. Quality of parks & recreation facilities	17%	8	76%	3	0.0408	8
Q1g. Quality of public (bus) transportation services	8%	11	49%	13	0.0408	9
Q1j. Quality of customer service provided by City employees	10%	10	67%	9	0.0330	10
Q1e. Quality of water utility services	12%	9	73%	5	0.0324	11
Q1i. Quality of recreation programs	7%	12	70%	7	0.0210	12
Q1f. Quality of wastewater (or sanitary sewer) utility services	6%	13	74%	4	0.0156	13

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

Most Important %:

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

Satisfaction %:

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

Emphasis-Satisfaction Rating

City of Winchester

Parks and Recreation	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Highest Priority (IS >.20)</u>						
Q4c. Walking & biking trails in City	40%	1	47%	8	0.2127	1
<u>High Priority (IS .10-.20)</u>						
Q4i. Quality of recreation programs for seniors	19%	3	45%	9	0.1045	2
<u>Medium Priority (IS <.10)</u>						
Q4h. Quality of recreation programs for adults	14%	5	50%	7	0.0716	3
Q4g. Quality of recreation programs for youth	18%	4	60%	5	0.0711	4
Q4a. Maintenance of City parks	27%	2	76%	1	0.0649	5
Q4e. Outdoor athletic facilities	12%	8	54%	6	0.0526	6
Q4f. Availability of information about rec programs	13%	7	62%	3	0.0500	7
Q4b. Number of City parks	13%	6	62%	2	0.0474	8
Q4d. Availability of City recreation facilities	9%	9	61%	4	0.0332	9

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

Most Important %:

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

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5". 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.

Emphasis-Satisfaction Rating

City of Winchester

Public Safety	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Q6i. Amount of street lighting	33%	1	51%	10	0.1583	1
Q6d. Efforts by City to prevent crime	30%	2	60%	7	0.1199	2
Q6e. Police efforts to reduce gang related activity	25%	4	54%	9	0.1146	3
Q6b. Visibility of police in neighborhoods	26%	3	60%	8	0.1049	4
<i>Medium Priority (IS <.10)</i>						
Q6j. Visibility of police in Downtown Winchester	16%	6	63%	6	0.0596	5
Q6a. Overall quality of police protection	19%	5	78%	4	0.0424	6
Q6c. How quickly police respond to emergencies	9%	7	72%	5	0.0252	7
Q6h. How quickly fire & emergency personnel respond	5%	8	87%	3	0.0068	8
Q6g. Overall quality of emergency medical service	3%	9	88%	2	0.0040	9
Q6f. Overall quality of fire services	3%	10	88%	1	0.0036	10

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

Most Important %:

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

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5". Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Emphasis-Satisfaction Rating

City of Winchester

Maintenance	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Highest Priority (IS >.20)</u>						
Q9d. Condition of sidewalks in your neighborhood	34%	1	38%	11	0.2087	1
<u>High Priority (IS .10-.20)</u>						
Q9j. Snow removal on streets in your neighborhood	29%	2	48%	10	0.1492	2
<u>Medium Priority (IS <.10)</u>						
Q9i. Snow removal on major City streets	19%	3	65%	5	0.0658	3
Q9b. Condition of streets in your neighborhood	16%	5	63%	7	0.0577	4
Q9a. Condition of major City streets	17%	4	72%	3	0.0481	5
Q9f. Maintenance of City street lighting	13%	6	63%	6	0.0481	6
Q9h. Cleanliness of stormwater drains in neighborhood	10%	8	62%	8	0.0389	7
Q9g. Cleanliness of public areas	11%	7	66%	4	0.0385	8
Q9e. Attractiveness of streetscapes/medians	8%	10	62%	9	0.0296	9
Q9k. Cleanliness of Downtown Winchester	8%	9	78%	1	0.0180	10
Q9c. Condition of street signs/traffic signals	7%	11	75%	2	0.0178	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". 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.

Emphasis-Satisfaction Rating

City of Winchester

Communication	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Q11i. Opportunity to be involved in local decisions	28%	2	32%	9	0.1902	1
Q11c. Efforts to keep you informed about local issues	37%	1	51%	6	0.1823	2
Q11a. Availability of information about City	27%	3	60%	1	0.1087	3
<u>Medium Priority (IS <.10)</u>						
Q11h. Ease of paying bills, etc. on City's website	14%	5	43%	8	0.0797	4
Q11b. Timeliness of information provided by City	17%	4	55%	2	0.0760	5
Q11g. Ease of use/navigation on City's website	7%	6	52%	5	0.0315	6
Q11e. Quality of City's website	7%	7	55%	3	0.0294	7
Q11f. Quality of information/content on City's website	6%	8	53%	4	0.0267	8
Q11d. Quality of City's social media	3%	9	46%	7	0.0185	9

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

Most Important %:

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

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5". Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Emphasis-Satisfaction Rating

City of Winchester

Code Enforcement	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Highesty Priority (IS >.20)</u>						
Q13g. Enforcing removal of dilapidated housing & blighted p	36%	1	29%	6	0.2603	1
Q13e. Enforcing overcrowding regulations	31%	3	23%	7	0.2379	2
<u>High Priority (IS .10-.20)</u>						
Q13a. Enforcing clean up of junkon private property	32%	2	41%	2	0.1925	3
Q13c. Enforcing exterior maintenance of residential property	19%	4	39%	3	0.1171	4
Q13b. Enforcing cutting of weeds & grass on private property	17%	5	36%	4	0.1053	5
<u>Medium Priority (IS <.10)</u>						
Q13f. Efforts to remove abandoned or inoperative vehicles	14%	6	34%	5	0.0926	6
Q13d. Enforcing sign regulations	8%	7	47%	1	0.0423	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, 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". 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.

Emphasis-Satisfaction Rating

City of Winchester

Utility Services	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Highest Priority (IS >.20)</u>						
Q15e. Household hazardous waste disposal service	36%	1	44%	5	0.2024	1
<u>High Priority (IS .10-.20)</u>						
Q15d. Promote water conservation/protect water resources	35%	2	51%	3	0.1726	2
Q15c. Bulky item pick up/removal services	32%	3	47%	4	0.1679	3
<u>Medium Priority (IS <.10)</u>						
Q15a. Residential trash collection services	28%	4	84%	2	0.0436	4
Q15b. Curbside recycling services	23%	5	86%	1	0.0333	5

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

Most Important %:

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

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5". Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis

City of Winchester, VA

Overview

Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that 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 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.

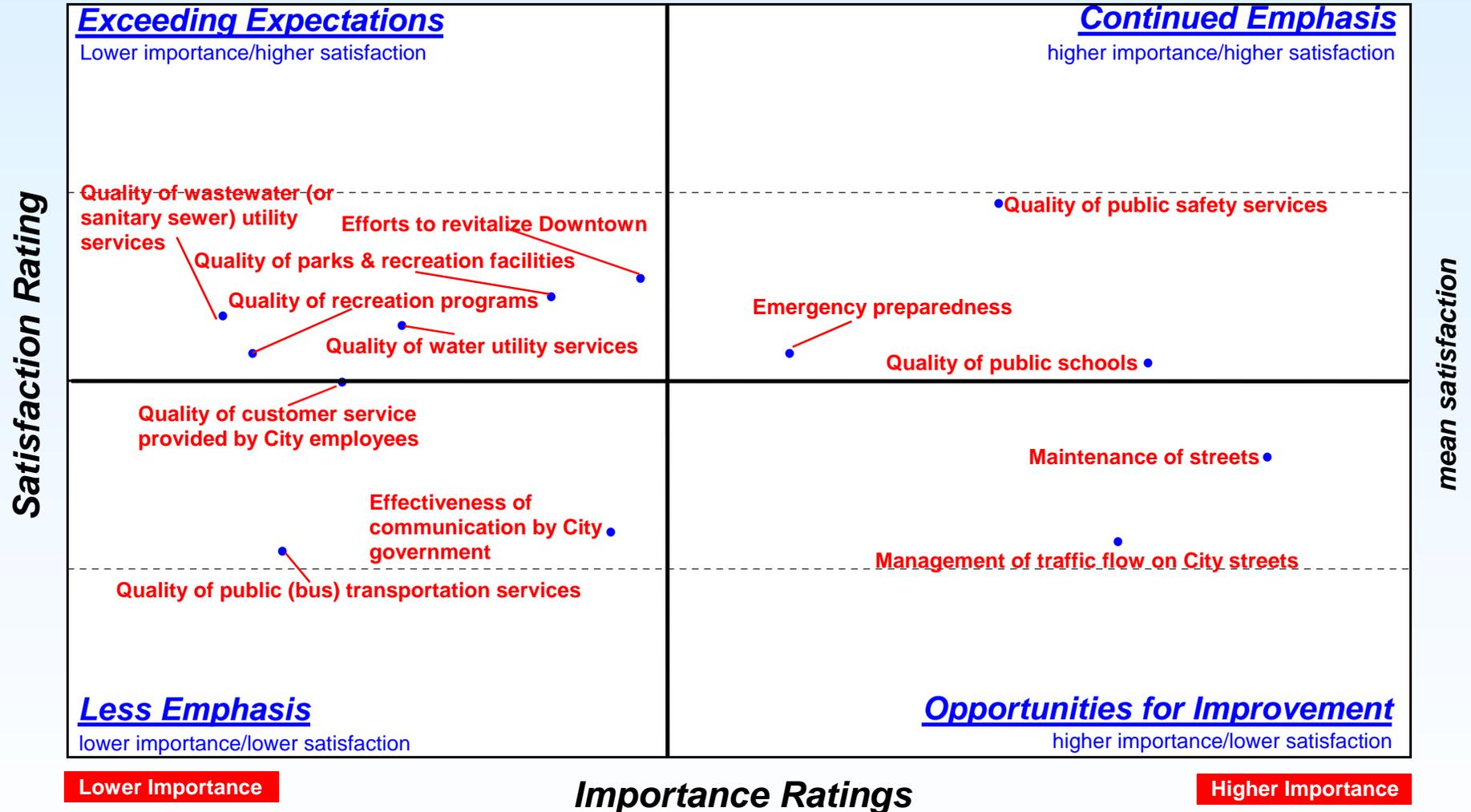
A Matrix showing the results for the City are provided on the following pages.

City of Winchester 2014 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)

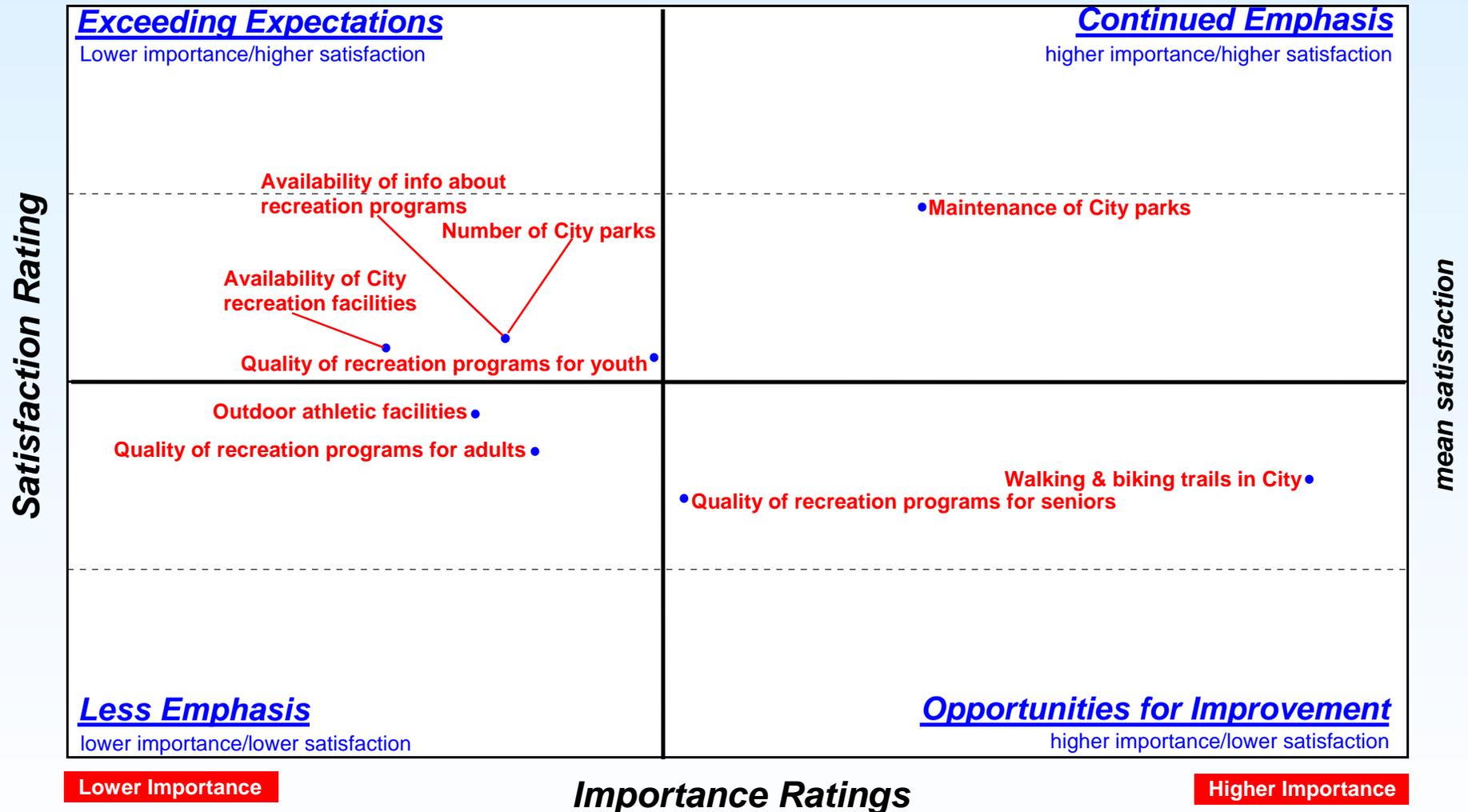
mean importance



City of Winchester 2014 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)

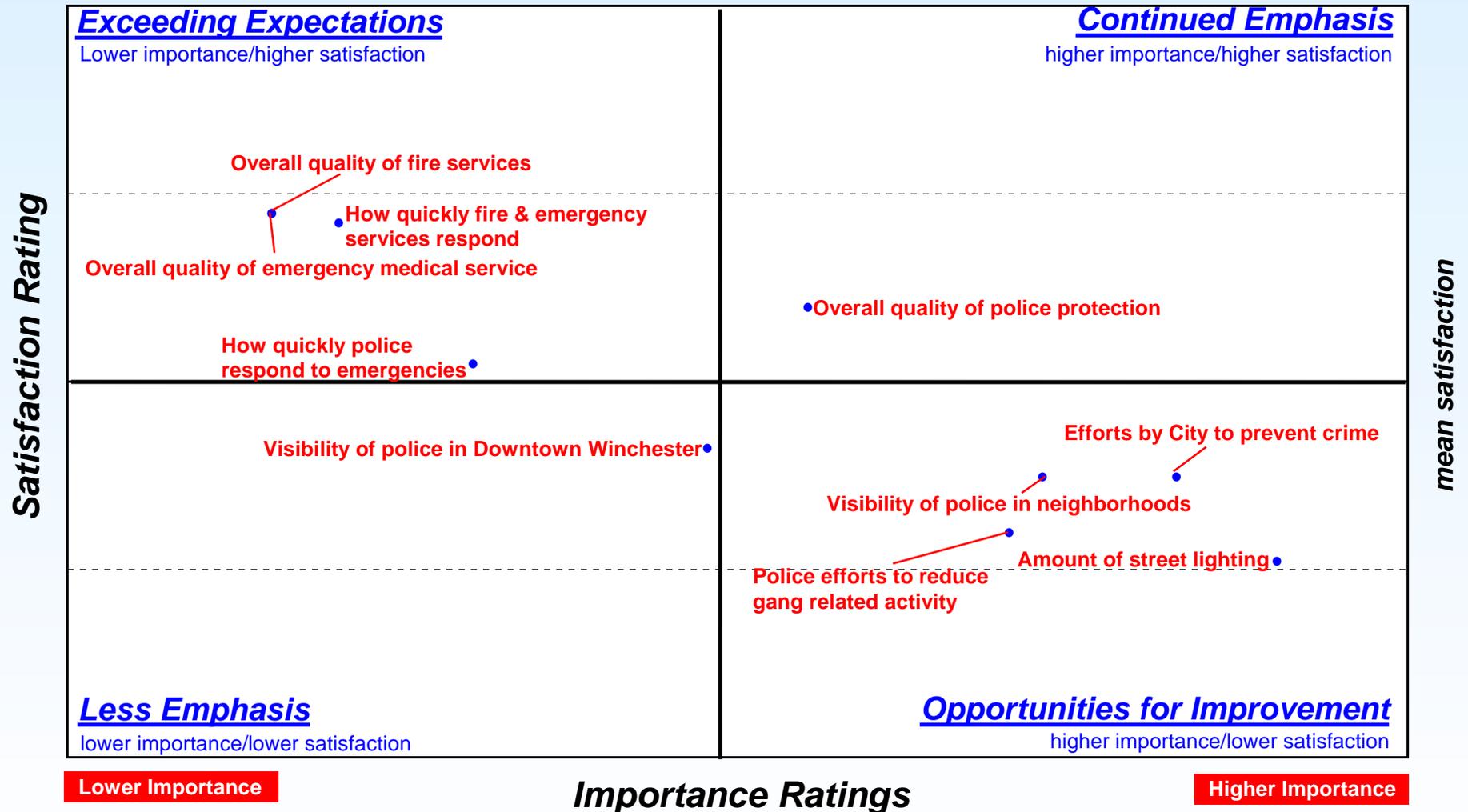
mean importance



City of Winchester 2014 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

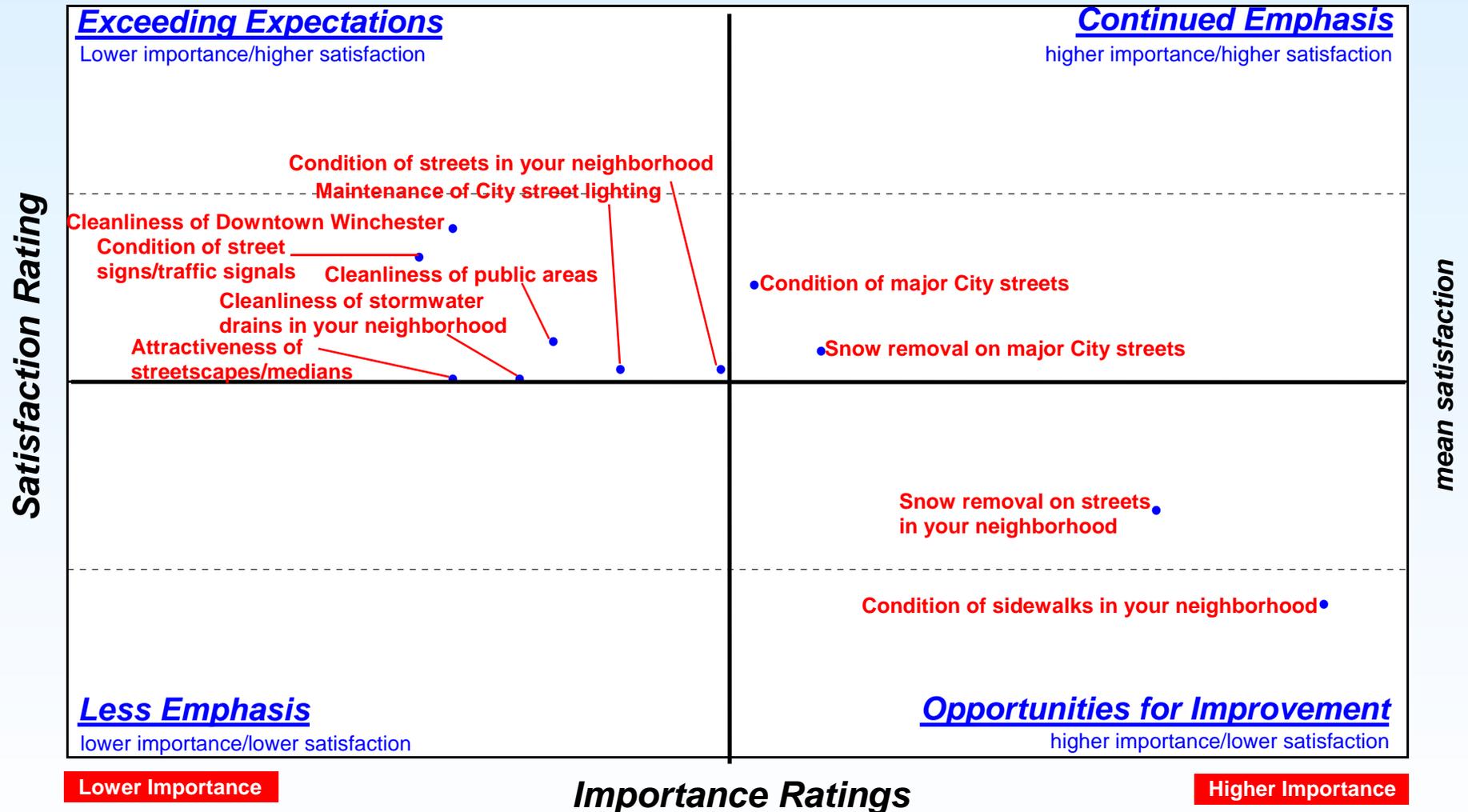


City of Winchester 2014 Community Survey Importance Satisfaction Assessment Matrix

-Maintenance-

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

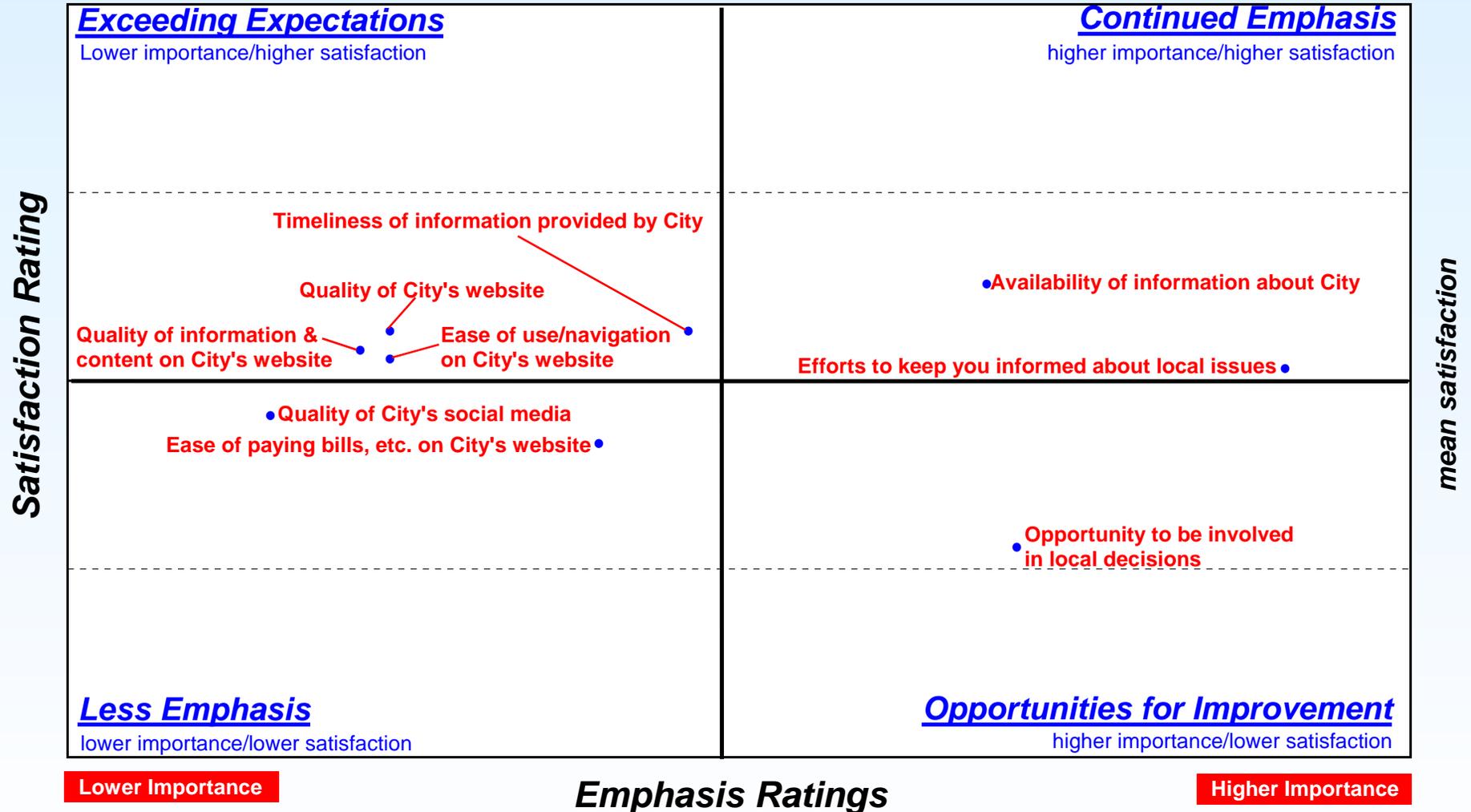
mean Importance



City of Winchester 2014 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 emphasis

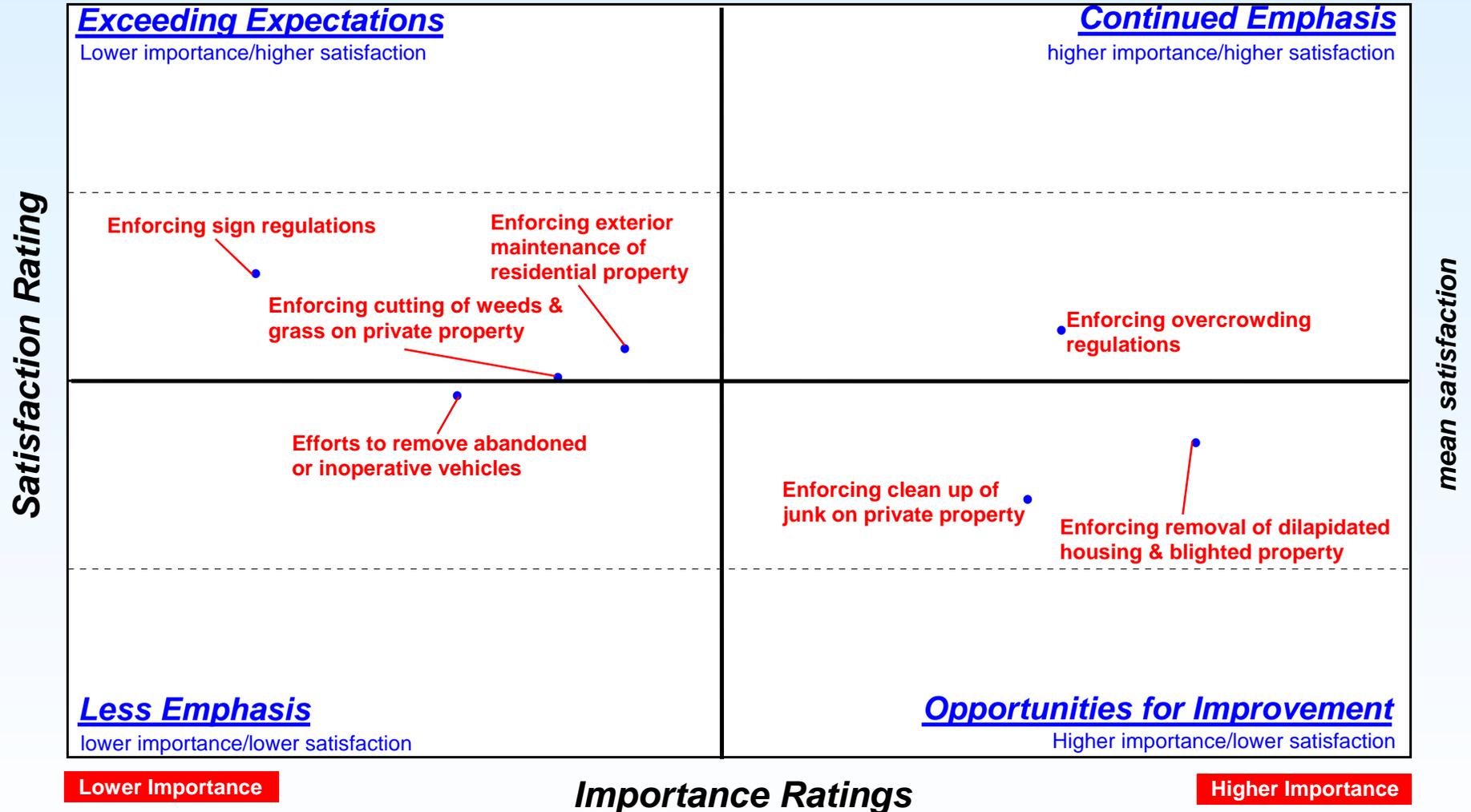


City of Winchester 2014 Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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

mean importance

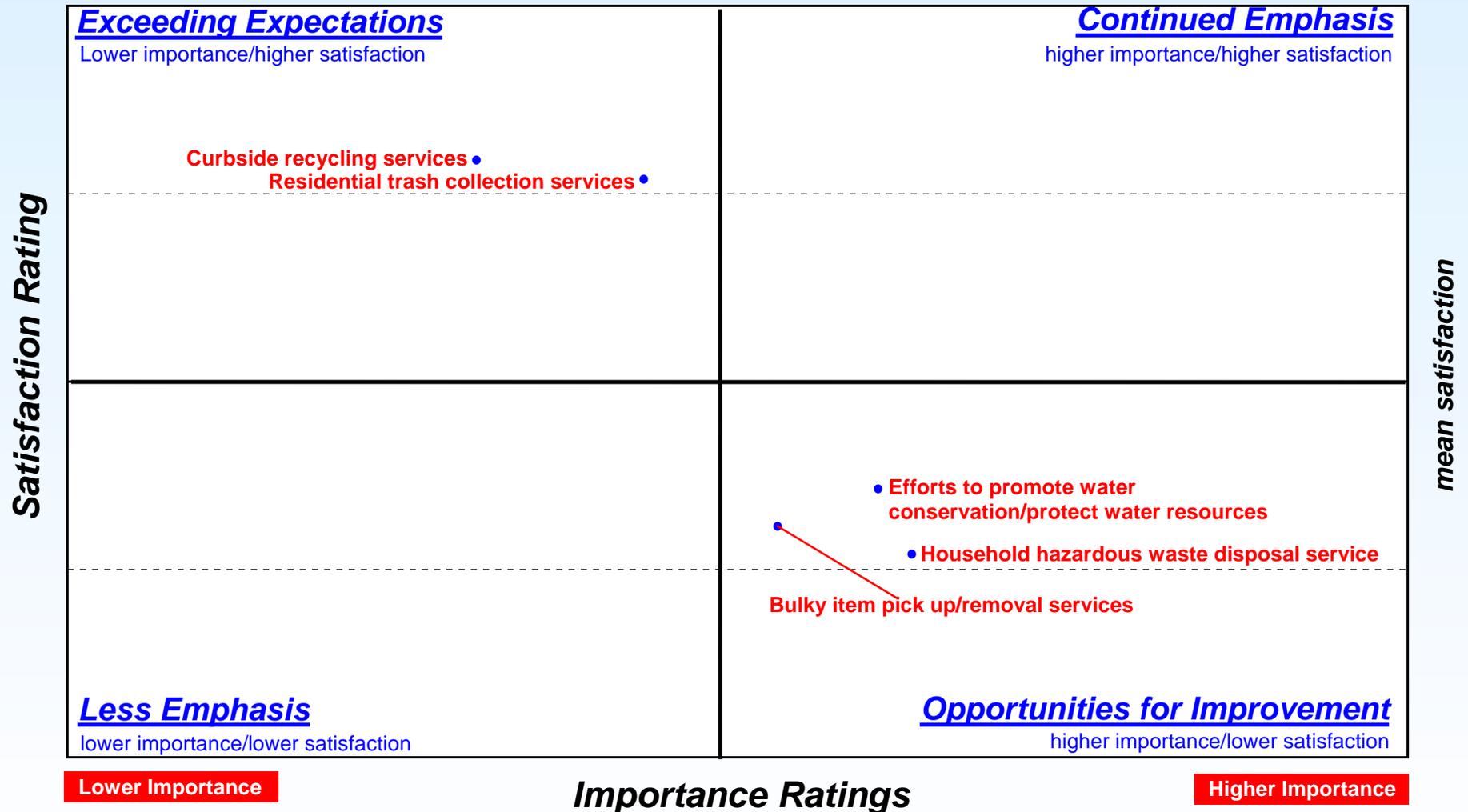


City of Winchester 2014 Community Survey Importance-Satisfaction Assessment Matrix

-Utility Services-

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

mean importance



mean satisfaction

Section 7:
Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of public safety services	33.6%	49.1%	8.9%	3.4%	1.2%	3.8%
Q1b. Efforts to ensure community is prepared for emergencies	16.7%	41.5%	21.2%	3.0%	0.8%	16.8%
Q1c. Maintenance of streets	12.6%	45.7%	21.2%	15.5%	4.2%	0.8%
Q1d. Effectiveness of communication by City government	10.5%	38.0%	33.6%	10.4%	2.5%	5.0%
Q1e. Quality of water utility services	20.9%	51.2%	17.7%	6.5%	2.7%	1.0%
Q1f. Quality of wastewater (or sanitary sewer) utility services	22.5%	49.6%	18.3%	5.0%	1.6%	3.0%
Q1g. Quality of public (bus) transportation services	8.1%	18.6%	21.7%	4.4%	2.2%	45.1%
Q1h. Quality of parks & recreation facilities	24.2%	47.5%	16.0%	6.0%	1.2%	5.1%
Q1i. Quality of recreation programs	19.8%	38.3%	19.7%	4.7%	1.0%	16.5%
Q1j. Quality of customer service provided by City employees	19.5%	43.3%	19.8%	8.2%	2.5%	6.7%
Q1k. Management of traffic flow on City streets	10.4%	38.9%	23.2%	18.9%	7.9%	0.7%
Q1l. Quality of public schools	15.1%	37.9%	16.5%	5.3%	2.5%	22.8%
Q1m. Efforts to revitalize Downtown	40.7%	35.7%	15.2%	4.7%	1.3%	2.4%

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." (without "don't know")

(N=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of public safety services	34.9%	51.1%	9.2%	3.5%	1.3%
Q1b. Efforts to ensure community is prepared for emergencies	20.1%	49.9%	25.5%	3.6%	0.9%
Q1c. Maintenance of streets	12.7%	46.1%	21.4%	15.7%	4.2%
Q1d. Effectiveness of communication by City government	11.1%	40.0%	35.4%	10.9%	2.6%
Q1e. Quality of water utility services	21.1%	51.7%	17.9%	6.5%	2.8%
Q1f. Quality of wastewater (or sanitary sewer) utility services	23.2%	51.1%	18.8%	5.2%	1.7%
Q1g. Quality of public (bus) transportation services	14.7%	33.9%	39.4%	8.0%	4.0%
Q1h. Quality of parks & recreation facilities	25.5%	50.1%	16.8%	6.3%	1.3%
Q1i. Quality of recreation programs	23.7%	45.9%	23.6%	5.6%	1.2%
Q1j. Quality of customer service provided by City employees	20.9%	46.4%	21.2%	8.8%	2.7%
Q1k. Management of traffic flow on City streets	10.5%	39.2%	23.3%	19.1%	7.9%
Q1l. Quality of public schools	19.5%	49.0%	21.4%	6.8%	3.3%
Q1m. Efforts to revitalize Downtown	41.7%	36.5%	15.6%	4.8%	1.3%

Tabular Data

Q2. Which THREE of these 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	131	14.3 %
Efforts to ensure community is prepared for emergencies	61	6.7 %
Maintenance of streets	143	15.6 %
Effectiveness of communication by City government	33	3.6 %
Quality of water utility services	34	3.7 %
Quality of wastewater utility services	7	0.8 %
Quality of public transportation services	18	2.0 %
Quality of parks & recreation facilities	33	3.6 %
Quality of recreation programs	6	0.7 %
Quality of customer service provided by City employees	23	2.5 %
Management of traffic flow on City streets	143	15.6 %
Quality of public schools	174	19.0 %
Efforts to revitalize Downtown	50	5.5 %
None chosen	58	6.3 %
Total	914	100.0 %

Missing Cases = 0

Q2. Which THREE of these 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	94	10.3 %
Efforts to ensure community is prepared for emergencies	87	9.5 %
Maintenance of streets	122	13.3 %
Effectiveness of communication by City government	74	8.1 %
Quality of water utility services	39	4.3 %
Quality of wastewater utility services	24	2.6 %
Quality of public transportation services	25	2.7 %
Quality of parks & recreation facilities	62	6.8 %
Quality of recreation programs	28	3.1 %
Quality of customer service provided by City employees	25	2.7 %
Management of traffic flow on City streets	89	9.7 %
Quality of public schools	89	9.7 %
Efforts to revitalize Downtown	62	6.8 %
None chosen	94	10.3 %
Total	914	100.0 %

Missing Cases = 0

Tabular Data

Q2. Which THREE of these 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	70	7.7 %
Efforts to ensure community is prepared for emergencies	76	8.3 %
Maintenance of streets	109	11.9 %
Effectiveness of communication by City government	70	7.7 %
Quality of water utility services	37	4.0 %
Quality of wastewater utility services	23	2.5 %
Quality of public transportation services	30	3.3 %
Quality of parks & recreation facilities	56	6.1 %
Quality of recreation programs	29	3.2 %
Quality of customer service provided by City employees	44	4.8 %
Management of traffic flow on City streets	93	10.2 %
Quality of public schools	79	8.6 %
Efforts to revitalize Downtown	66	7.2 %
None chosen	132	14.4 %
Total	914	100.0 %

Missing Cases = 0

Q2. Which THREE of these 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 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of public safety services	295	32.3 %
Efforts to ensure community is prepared for emergencies	224	24.5 %
Maintenance of streets	374	40.9 %
Effectiveness of communication by City government	177	19.4 %
Quality of water utility services	110	12.0 %
Quality of wastewater utility services	54	5.9 %
Quality of public transportation services	73	8.0 %
Quality of parks & recreation facilities	151	16.5 %
Quality of recreation programs	63	6.9 %
Quality of customer service provided by City employees	92	10.1 %
Management of traffic flow on City streets	325	35.6 %
Quality of public schools	342	37.4 %
Efforts to revitalize Downtown	178	19.5 %
None chosen	58	6.3 %
Total	2516	

Number of Cases = 914

Number of Responses = 2516

Average Number Of Responses Per Case = 2.8

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value that you receive for your local tax dollars & fees	8.5%	40.9%	27.8%	15.0%	4.2%	3.6%
Q3b. Overall quality of services provided by City	12.4%	51.2%	25.6%	7.5%	1.4%	1.9%
Q3c. Overall quality of life in Winchester	26.6%	51.1%	14.9%	5.3%	1.1%	1.1%
Q3d. How well City is managing growth	8.8%	34.2%	33.4%	13.9%	3.3%	6.5%

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value that you receive for your local tax dollars & fees	8.9%	42.5%	28.8%	15.6%	4.3%
Q3b. Overall quality of services provided by City	12.6%	52.2%	26.1%	7.7%	1.4%
Q3c. Overall quality of life in Winchester	26.9%	51.7%	15.0%	5.3%	1.1%
Q3d. How well City is managing growth	9.4%	36.6%	35.7%	14.9%	3.5%

Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Maintenance of City parks	19.4%	51.2%	15.3%	6.2%	1.0%	6.9%
Q4b. Number of City parks	12.9%	44.7%	22.4%	10.3%	2.5%	7.1%
Q4c. Walking & biking trails in City	8.9%	33.0%	24.1%	18.1%	5.0%	10.9%
Q4d. Availability of City recreation facilities	10.2%	44.2%	26.4%	6.6%	1.3%	11.4%
Q4e. Outdoor athletic facilities	10.3%	36.2%	28.0%	10.1%	1.0%	14.4%
Q4f. Availability of information about recreation programs	15.8%	41.4%	23.9%	8.9%	1.6%	8.5%
Q4g. Quality of recreation programs for youth	10.5%	32.1%	21.8%	4.6%	1.6%	29.4%
Q4h. Quality of recreation programs for adults	9.0%	28.6%	26.5%	8.6%	1.9%	25.5%
Q4i. Quality of recreation programs for seniors	7.2%	21.1%	26.1%	6.9%	1.6%	37.0%

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Maintenance of City parks	20.8%	55.0%	16.5%	6.7%	1.1%
Q4b. Number of City parks	13.9%	48.2%	24.1%	11.1%	2.7%
Q4c. Walking & biking trails in City	10.0%	37.1%	27.0%	20.3%	5.7%
Q4d. Availability of City recreation facilities	11.5%	49.9%	29.8%	7.4%	1.5%
Q4e. Outdoor athletic facilities	12.0%	42.3%	32.7%	11.8%	1.2%
Q4f. Availability of information about recreation programs	17.2%	45.2%	26.1%	9.7%	1.8%
Q4g. Quality of recreation programs for youth	14.9%	45.4%	30.9%	6.5%	2.3%
Q4h. Quality of recreation programs for adults	12.0%	38.3%	35.5%	11.6%	2.5%
Q4i. Quality of recreation programs for seniors	11.5%	33.5%	41.5%	10.9%	2.6%

Tabular Data

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	155	17.0 %
Number of City parks	54	5.9 %
Walking & biking trails in City	240	26.3 %
Availability of City recreation facilities	23	2.5 %
Outdoor athletic facilities	41	4.5 %
Availability of information about recreation programs	52	5.7 %
Quality of recreation programs for youth	94	10.3 %
Quality of recreation programs for adults	46	5.0 %
Quality of recreation programs for seniors	75	8.2 %
None chosen	134	14.7 %
Total	914	100.0 %

Missing Cases = 0

Tabular Data

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	90	9.8 %
Number of City parks	60	6.6 %
Walking & biking trails in City	127	13.9 %
Availability of City recreation facilities	56	6.1 %
Outdoor athletic facilities	64	7.0 %
Availability of information about recreation programs	70	7.7 %
Quality of recreation programs for youth	70	7.7 %
Quality of recreation programs for adults	86	9.4 %
Quality of recreation programs for seniors	99	10.8 %
None chosen	192	21.0 %
Total	914	100.0 %

Missing Cases = 0

Tabular Data

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 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	245	26.8 %
Number of City parks	114	12.5 %
Walking & biking trails in City	367	40.2 %
Availability of City recreation facilities	79	8.6 %
Outdoor athletic facilities	105	11.5 %
Availability of information about recreation programs	122	13.3 %
Quality of recreation programs for youth	164	17.9 %
Quality of recreation programs for adults	132	14.4 %
Quality of recreation programs for seniors	174	19.0 %
None chosen	134	14.7 %
Total	1636	

Number of Cases = 914

Number of Responses = 1636

Average Number Of Responses Per Case = 1.8

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Overall quality of police protection	22.1%	52.5%	13.7%	5.7%	1.9%	4.2%
Q6b. Visibility of police in neighborhoods	18.2%	40.5%	22.2%	13.1%	3.5%	2.5%
Q6c. How quickly police respond to emergencies	18.7%	38.1%	15.8%	4.0%	1.9%	21.6%
Q6d. Efforts by City to prevent crime	14.7%	37.0%	23.1%	8.0%	2.8%	14.4%
Q6e. Police efforts to reduce gang related activity	12.6%	25.5%	22.4%	8.4%	1.9%	29.2%
Q6f. Overall quality of fire services	29.0%	46.9%	9.6%	0.4%	0.2%	13.8%
Q6g. Overall quality of emergency medical service	28.6%	45.7%	9.6%	0.4%	0.2%	15.4%
Q6h. How quickly fire & emergency medical services personnel respond	27.7%	40.5%	9.5%	0.8%	0.2%	21.3%
Q6i. Amount of street lighting	12.9%	37.3%	23.1%	18.7%	5.9%	2.1%
Q6j. Visibility of police in Downtown Winchester	15.8%	41.2%	22.3%	8.2%	2.7%	9.7%

Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Overall quality of police protection	23.1%	54.7%	14.3%	5.9%	1.9%
Q6b. Visibility of police in neighborhoods	18.6%	41.5%	22.8%	13.5%	3.6%
Q6c. How quickly police respond to emergencies	23.8%	48.5%	20.1%	5.2%	2.4%
Q6d. Efforts by City to prevent crime	17.1%	43.2%	27.0%	9.3%	3.3%
Q6e. Police efforts to reduce gang related activity	17.8%	36.0%	31.7%	11.9%	2.6%
Q6f. Overall quality of fire services	33.6%	54.4%	11.2%	0.5%	0.3%
Q6g. Overall quality of emergency medical service	33.8%	54.1%	11.4%	0.5%	0.3%
Q6h. How quickly fire & emergency medical services personnel respond	35.2%	51.5%	12.1%	1.0%	0.3%
Q6i. Amount of street lighting	13.2%	38.1%	23.6%	19.1%	6.0%
Q6j. Visibility of police in Downtown Winchester	17.5%	45.7%	24.7%	9.1%	3.0%

Tabular Data

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	119	13.0 %
Visibility of police in neighborhoods	129	14.1 %
How quickly police respond to emergencies	36	3.9 %
Efforts by City to prevent crime	136	14.9 %
Police efforts to reduce gang related activity	103	11.3 %
Overall quality of fire services	4	0.4 %
Overall quality of emergency medical service	8	0.9 %
How quickly fire & emergency medical services personnel respond	22	2.4 %
Amount of street lighting	192	21.0 %
Visibility of police in Downtown Winchester	57	6.2 %
<u>None chosen</u>	<u>108</u>	<u>11.8 %</u>
Total	914	100.0 %

Missing Cases = 0

Tabular Data

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	56	6.1 %
Visibility of police in neighborhoods	111	12.1 %
How quickly police respond to emergencies	47	5.1 %
Efforts by City to prevent crime	140	15.3 %
Police efforts to reduce gang related activity	124	13.6 %
Overall quality of fire services	23	2.5 %
Overall quality of emergency medical service	22	2.4 %
How quickly fire & emergency medical services personnel respond	25	2.7 %
Amount of street lighting	105	11.5 %
Visibility of police in Downtown Winchester	91	10.0 %
<u>None chosen</u>	<u>170</u>	<u>18.6 %</u>
Total	914	100.0 %

Missing Cases = 0

Tabular Data

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 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	175	19.1 %
Visibility of police in neighborhoods	240	26.3 %
How quickly police respond to emergencies	83	9.1 %
Efforts by City to prevent crime	276	30.2 %
Police efforts to reduce gang related activity	227	24.8 %
Overall quality of fire services	27	3.0 %
Overall quality of emergency medical service	30	3.3 %
How quickly fire & emergency medical services personnel respond	47	5.1 %
Amount of street lighting	297	32.5 %
Visibility of police in Downtown Winchester	148	16.2 %
<u>None chosen</u>	<u>108</u>	<u>11.8 %</u>
Total	1658	

Number of Cases = 914

Number of Responses = 1658

Average Number Of Responses Per Case = 1.8

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

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=914)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. Walking in your neighborhood during the day	57.2%	35.1%	5.3%	1.3%	0.2%	0.9%
Q8b. Walking in your neighborhood after dark	16.1%	35.4%	22.3%	18.3%	4.9%	3.0%
Q8c. In City parks during the day	35.9%	39.3%	11.4%	3.6%	0.3%	9.5%
Q8d. In City parks after dark	2.8%	9.4%	26.3%	28.4%	11.8%	21.2%
Q8e. In Downtown Winchester during the day	53.4%	37.3%	6.3%	1.0%	0.1%	1.9%
Q8f. In Downtown Winchester after dark	11.2%	27.8%	25.5%	22.6%	6.2%	6.7%
Q8g. In commercial/retail areas of City outside of Downtown	16.0%	37.5%	30.7%	9.1%	2.0%	4.7%

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=914)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. Walking in your neighborhood during the day	57.7%	35.4%	5.3%	1.3%	0.2%
Q8b. Walking in your neighborhood after dark	16.6%	36.5%	23.0%	18.8%	5.1%
Q8c. In City parks during the day	39.7%	43.4%	12.6%	4.0%	0.4%
Q8d. In City parks after dark	3.6%	11.9%	33.3%	36.1%	15.0%
Q8e. In Downtown Winchester during the day	54.4%	38.0%	6.5%	1.0%	0.1%
Q8f. In Downtown Winchester after dark	12.0%	29.8%	27.3%	24.3%	6.7%
Q8g. In commercial/retail areas of City outside of Downtown	16.8%	39.4%	32.3%	9.5%	2.1%

Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Condition of major City streets	14.6%	55.6%	17.0%	9.0%	1.8%	2.2%
Q9b. Condition of streets in your neighborhood	17.1%	44.4%	17.0%	13.0%	6.5%	2.1%
Q9c. Condition of street signs/traffic signals	16.4%	56.3%	16.7%	5.8%	1.9%	2.8%
Q9d. Condition of sidewalks in your neighborhood	9.1%	25.7%	18.2%	21.9%	17.1%	8.1%
Q9e. Attractiveness of streetscapes/medians	14.7%	44.2%	26.7%	7.7%	2.4%	4.4%
Q9f. Maintenance of City street lighting	13.0%	46.9%	23.1%	9.8%	2.6%	4.5%
Q9g. Cleanliness of public areas	12.6%	51.0%	24.8%	6.0%	1.6%	3.9%
Q9h. Cleanliness of stormwater drains in your neighborhood	10.9%	45.0%	19.4%	10.7%	4.8%	9.2%
Q9i. Snow removal on major City streets	15.6%	46.8%	18.1%	9.8%	5.5%	4.2%
Q9j. Snow removal on streets in your neighborhood	13.0%	32.8%	19.9%	18.3%	11.5%	4.5%
Q9k. Cleanliness of Downtown Winchester	20.4%	53.6%	17.2%	3.6%	0.7%	4.6%

Tabular Data

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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Condition of major City streets	14.9%	56.8%	17.3%	9.2%	1.8%
Q9b. Condition of streets in your neighborhood	17.4%	45.4%	17.3%	13.3%	6.6%
Q9c. Condition of street signs/traffic signals	16.9%	58.0%	17.2%	6.0%	1.9%
Q9d. Condition of sidewalks in your neighborhood	9.9%	28.0%	19.8%	23.8%	18.6%
Q9e. Attractiveness of streetscapes/medians	15.3%	46.2%	27.9%	8.0%	2.5%
Q9f. Maintenance of City street lighting	13.6%	49.1%	24.2%	10.3%	2.7%
Q9g. Cleanliness of public areas	13.1%	53.1%	25.9%	6.3%	1.7%
Q9h. Cleanliness of stormwater drains in your neighborhood	12.0%	49.5%	21.3%	11.8%	5.3%
Q9i. Snow removal on major City streets	16.3%	48.9%	18.8%	10.3%	5.7%
Q9j. Snow removal on streets in your neighborhood	13.6%	34.4%	20.8%	19.1%	12.0%
Q9k. Cleanliness of Downtown Winchester	21.3%	56.2%	18.0%	3.8%	0.7%

Tabular Data

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	108	11.8 %
Condition of streets in your neighborhood	81	8.9 %
Condition of street signs/traffic signals	40	4.4 %
Condition of sidewalks in your neighborhood	196	21.4 %
Attractiveness of streetscapes/medians	32	3.5 %
Maintenance of City street lighting	54	5.9 %
Cleanliness of public areas	42	4.6 %
Cleanliness of stormwater drains in your neighborhood	32	3.5 %
Snow removal on major City streets	80	8.8 %
Snow removal on streets in your neighborhood	115	12.6 %
Cleanliness of Downtown Winchester	28	3.1 %
<u>None chosen</u>	<u>106</u>	<u>11.6 %</u>
Total	914	100.0 %

Missing Cases = 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	47	5.1 %
Condition of streets in your neighborhood	61	6.7 %
Condition of street signs/traffic signals	25	2.7 %
Condition of sidewalks in your neighborhood	111	12.1 %
Attractiveness of streetscapes/medians	38	4.2 %
Maintenance of City street lighting	64	7.0 %
Cleanliness of public areas	62	6.8 %
Cleanliness of stormwater drains in your neighborhood	60	6.6 %
Snow removal on major City streets	93	10.2 %
Snow removal on streets in your neighborhood	147	16.1 %
Cleanliness of Downtown Winchester	45	4.9 %
<u>None chosen</u>	<u>161</u>	<u>17.6 %</u>
Total	914	100.0 %

Missing Cases = 0

Tabular Data

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 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	155	17.0 %
Condition of streets in your neighborhood	142	15.5 %
Condition of street signs/traffic signals	65	7.1 %
Condition of sidewalks in your neighborhood	307	33.6 %
Attractiveness of streetscapes/medians	70	7.7 %
Maintenance of City street lighting	118	12.9 %
Cleanliness of public areas	104	11.4 %
Cleanliness of stormwater drains in your neighborhood	92	10.1 %
Snow removal on major City streets	173	18.9 %
Snow removal on streets in your neighborhood	262	28.7 %
Cleanliness of Downtown Winchester	73	8.0 %
<u>None chosen</u>	<u>106</u>	<u>11.6 %</u>
Total	1667	

Number of Cases = 914

Number of Responses = 1667

Average Number Of Responses Per Case = 1.8

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

Q11. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Availability of information about City services & activities	11.8%	43.5%	27.9%	9.1%	0.5%	7.1%
Q11b. Timeliness of information provided by City	10.2%	40.5%	30.9%	8.9%	1.2%	8.4%
Q11c. Efforts to keep you informed about local issues	9.1%	37.3%	30.6%	12.9%	1.8%	8.3%
Q11d. Quality of City's social media	6.8%	18.4%	25.5%	3.4%	1.0%	45.0%
Q11e. Quality of City's website	9.1%	30.0%	26.0%	5.5%	0.8%	28.7%
Q11f. Quality of information/content on City's website	8.5%	29.1%	27.0%	5.7%	0.4%	29.2%
Q11g. Ease of use/navigation on City's website	8.0%	27.9%	27.0%	6.0%	0.7%	30.4%
Q11h. Ease of paying bills, applying for applications or permits, etc. on City's website	6.0%	19.9%	22.6%	8.6%	3.0%	39.8%
Q11i. Opportunity to be involved in local decisions	5.3%	20.5%	34.5%	13.6%	5.8%	20.5%

Tabular Data

Q11. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Availability of information about City services & activities	12.7%	46.9%	30.0%	9.8%	0.6%
Q11b. Timeliness of information provided by City	11.1%	44.2%	33.7%	9.7%	1.3%
Q11c. Efforts to keep you informed about local issues	9.9%	40.7%	33.4%	14.1%	1.9%
Q11d. Quality of City's social media	12.3%	33.4%	46.3%	6.2%	1.8%
Q11e. Quality of City's website	12.7%	42.0%	36.5%	7.7%	1.1%
Q11f. Quality of information/content on City's website	12.1%	41.1%	38.2%	8.0%	0.6%
Q11g. Ease of use/navigation on City's website	11.5%	40.1%	38.8%	8.6%	0.9%
Q11h. Ease of paying bills, applying for applications or permits, etc. on City's website	10.0%	33.1%	37.6%	14.4%	4.9%
Q11i. Opportunity to be involved in local decisions	6.6%	25.7%	43.3%	17.1%	7.3%

Tabular Data

Q12. Which TWO of these items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & activities	159	17.4 %
Timeliness of information provided by City	57	6.2 %
Efforts to keep you informed about local issues	158	17.3 %
Quality of City's social media	20	2.2 %
Quality of City's website	31	3.4 %
Quality of information/content on City's website	13	1.4 %
Ease of use/navigation on City's website	21	2.3 %
Ease of paying bills, applying for applications or permits, etc. on City's website	78	8.5 %
Opportunity to be involved in local decisions	148	16.2 %
<u>None chosen</u>	<u>229</u>	<u>25.1 %</u>
Total	914	100.0 %

Missing Cases = 0

Q12. Which TWO of these items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & activities	87	9.5 %
Timeliness of information provided by City	98	10.7 %
Efforts to keep you informed about local issues	179	19.6 %
Quality of City's social media	11	1.2 %
Quality of City's website	28	3.1 %
Quality of information/content on City's website	39	4.3 %
Ease of use/navigation on City's website	38	4.2 %
Ease of paying bills, applying for applications or permits, etc. on City's website	50	5.5 %
Opportunity to be involved in local decisions	109	11.9 %
<u>None chosen</u>	<u>275</u>	<u>30.1 %</u>
Total	914	100.0 %

Missing Cases = 0

Tabular Data

Q12. Which TWO of these items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

<u>Q12. Sum of top choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City services & activities	246	26.9 %
Timeliness of information provided by City	155	17.0 %
Efforts to keep you informed about local issues	337	36.9 %
Quality of City's social media	31	3.4 %
Quality of City's website	59	6.5 %
Quality of information/content on City's website	52	5.7 %
Ease of use/navigation on City's website	59	6.5 %
Ease of paying bills, applying for applications or permits, etc. on City's website	128	14.0 %
Opportunity to be involved in local decisions	257	28.1 %
None chosen	229	25.1 %
Total	1553	

Number of Cases = 914

Number of Responses = 1553

Average Number Of Responses Per Case = 1.7

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

Q13. 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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Enforcing clean up of junk & debris on private property in your community	6.3%	29.1%	25.4%	17.7%	8.8%	12.7%
Q13b. Enforcing cutting of weeds & grass on private property	6.3%	24.9%	29.5%	19.0%	6.6%	13.6%
Q13c. Enforcing exterior maintenance of residential property	5.3%	28.1%	29.1%	17.1%	6.8%	13.7%
Q13d. Enforcing sign regulations	5.4%	32.1%	32.2%	6.7%	3.2%	20.6%
Q13e. Enforcing overcrowding regulations	3.9%	13.1%	26.0%	18.6%	12.6%	25.7%
Q13f. Efforts to remove abandoned or inoperative vehicles	4.5%	21.1%	28.3%	14.0%	6.6%	25.5%
Q13g. Enforcing removal of dilapidated housing & blighted property	4.5%	19.1%	29.8%	18.8%	10.5%	17.3%

Tabular Data

Q13. 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=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Enforcing clean up of junk & debris on private property in your community	7.3%	33.3%	29.1%	20.3%	10.0%
Q13b. Enforcing cutting of weeds & grass on private property	7.3%	28.9%	34.2%	22.0%	7.6%
Q13c. Enforcing exterior maintenance of residential property	6.1%	32.6%	33.7%	19.8%	7.9%
Q13d. Enforcing sign regulations	6.7%	40.4%	40.5%	8.4%	4.0%
Q13e. Enforcing overcrowding regulations	5.3%	17.7%	35.1%	25.0%	16.9%
Q13f. Efforts to remove abandoned or inoperative vehicles	6.0%	28.3%	38.0%	18.8%	8.8%
Q13g. Enforcing removal of dilapidated housing & blighted property	5.4%	23.1%	36.0%	22.8%	12.7%

Tabular Data

Q14. Which TWO of the code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of junk & debris on private property in your community	168	18.4 %
Enforcing cutting of weeds & grass on private property	56	6.1 %
Enforcing exterior maintenance of residential property	64	7.0 %
Enforcing sign regulations	43	4.7 %
Enforcing overcrowding regulations	186	20.4 %
Efforts to remove abandoned or inoperative vehicles	47	5.1 %
Enforcing removal of dilapidated housing & blighted property	177	19.4 %
<u>None chosen</u>	<u>173</u>	<u>18.9 %</u>
Total	914	100.0 %

Missing Cases = 0

Q14. Which TWO of the code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of junk & debris on private property in your community	128	14.0 %
Enforcing cutting of weeds & grass on private property	95	10.4 %
Enforcing exterior maintenance of residential property	111	12.1 %
Enforcing sign regulations	30	3.3 %
Enforcing overcrowding regulations	96	10.5 %
Efforts to remove abandoned or inoperative vehicles	82	9.0 %
Enforcing removal of dilapidated housing & blighted property	156	17.1 %
<u>None chosen</u>	<u>216</u>	<u>23.6 %</u>
Total	914	100.0 %

Missing Cases = 0

Tabular Data

Q14. Which TWO of the code enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

<u>Q14. Sum of top choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of junk & debris on private property in your community	296	32.4 %
Enforcing cutting of weeds & grass on private property	151	16.5 %
Enforcing exterior maintenance of residential property	175	19.1 %
Enforcing sign regulations	73	8.0 %
Enforcing overcrowding regulations	282	30.9 %
Efforts to remove abandoned or inoperative vehicles	129	14.1 %
Enforcing removal of dilapidated housing & blighted property	333	36.4 %
<u>None chosen</u>	<u>173</u>	<u>18.9 %</u>
Total	1612	

Number of Cases = 914

Number of Responses = 1612

Average Number Of Responses Per Case = 1.8

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

Q15. Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Residential trash collection services	45.5%	37.2%	8.3%	4.7%	2.3%	2.0%
Q15b. Curbside recycling services	47.0%	35.8%	9.1%	3.4%	1.3%	3.4%
Q15c. Bulky item pick up/removal services	12.7%	19.5%	20.1%	11.8%	4.8%	31.1%
Q15d. Efforts to promote water conservation & protect water resources	8.1%	31.1%	27.8%	9.1%	1.3%	22.6%
Q15e. Household hazardous waste disposal service	9.4%	20.7%	23.4%	11.4%	3.4%	31.7%

Q15. Utility Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=914)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Residential trash collection services	46.4%	37.9%	8.5%	4.8%	2.3%
Q15b. Curbside recycling services	48.7%	37.0%	9.4%	3.5%	1.4%
Q15c. Bulky item pick up/removal services	18.4%	28.3%	29.2%	17.1%	7.0%
Q15d. Efforts to promote water conservation & protect water resources	10.5%	40.2%	35.9%	11.7%	1.7%
Q15e. Household hazardous waste disposal service	13.8%	30.3%	34.3%	16.7%	5.0%

Tabular Data

Q16. Which TWO of the utility services listed in Question 15 do you think should receive the most emphasis from City leaders over the next two years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	194	21.2 %
Curbside recycling services	61	6.7 %
Bulky item pick up/removal services	179	19.6 %
Efforts to promote water conservation & protect water resources	198	21.7 %
Household hazardous waste disposal service	107	11.7 %
None chosen	175	19.1 %
Total	914	100.0 %

Missing Cases = 0

Q16. Which TWO of the utility services listed in Question 15 do you think should receive the most emphasis from City leaders over the next two years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	60	6.6 %
Curbside recycling services	152	16.6 %
Bulky item pick up/removal services	109	11.9 %
Efforts to promote water conservation & protect water resources	122	13.3 %
Household hazardous waste disposal service	224	24.5 %
None chosen	247	27.0 %
Total	914	100.0 %

Missing Cases = 0

Q16. Which TWO of the utility services listed in Question 15 do you think should receive the most emphasis from City leaders over the next two years? (top 2)

<u>Q16. Sum of top choices</u>	<u>Number</u>	<u>Percent</u>
Residential trash collection services	254	27.8 %
Curbside recycling services	213	23.3 %
Bulky item pick up/removal services	288	31.5 %
Efforts to promote water conservation & protect water resources	320	35.0 %
Household hazardous waste disposal service	331	36.2 %
None chosen	175	19.1 %
Total	1581	

Number of Cases = 914

Number of Responses = 1581

Average Number Of Responses Per Case = 1.7

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Tabular Data

Q17. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Winchester with regard to the following:

(N=914)

	Excellent	Good	Average	Fair	Poor	Don't Know
Q17a. Place to live	39.4%	41.5%	12.8%	4.3%	1.5%	0.5%
Q17b. Place to work	24.4%	32.2%	23.1%	8.3%	4.3%	7.8%
Q17c. Place to raise children	32.8%	37.2%	15.1%	4.3%	2.1%	8.5%
Q17d. Direction that City is currently moving	17.0%	38.9%	24.5%	9.0%	4.7%	5.9%

Q17. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate Winchester with regard to the following: (without "don't know")

(N=914)

	Excellent	Good	Average	Fair	Poor
Q17a. Place to live	39.6%	41.7%	12.9%	4.3%	1.5%
Q17b. Place to work	26.5%	34.9%	25.0%	9.0%	4.6%
Q17c. Place to raise children	35.9%	40.7%	16.5%	4.7%	2.3%
Q17d. Direction that City is currently moving	18.0%	41.4%	26.0%	9.5%	5.0%

Tabular Data

Q18. Customer Service. Have you contacted the City of Winchester with a question, problem, or complaint in the past year?

Q18. Have you contacted City with a question, problem, or complaint last year	Number	Percent
Yes	484	53.0 %
No	430	47.0 %
Total	914	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q18a-c. (Only if "YES") Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:

(N=484)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Accuracy of information & assistance you were given	35.5%	36.6%	10.1%	11.2%	5.6%	1.0%
Q18b. How quickly City staff responded to your request	34.9%	33.9%	9.9%	10.5%	9.5%	1.2%
Q18c. How well your issue was handled	33.3%	31.8%	9.9%	12.0%	11.6%	1.4%

Q18a-c. (Only if "YES") Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following: (without "don't know")

(N=484)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Accuracy of information & assistance you were given	35.9%	37.0%	10.2%	11.3%	5.6%
Q18b. How quickly City staff responded to your request	35.4%	34.3%	10.0%	10.7%	9.6%
Q18c. How well your issue was handled	33.8%	32.3%	10.1%	12.2%	11.7%

Tabular Data

Q19. Are there any other City services that you would have liked to rate that were not included in this survey?

Q19. Other City services that you would have liked to rate that were not included in this survey	Number	Percent
Yes	190	20.8 %
No	724	79.2 %
Total	914	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q19a-1. (If YES to Question 19) Please list the additional service(s): (1st service)

Q19a. 1st service	Number	Percent
CITY COUNCIL	4	2.2 %
BIKE LANES	2	1.1 %
TRAFFIC LIGHTS	2	1.1 %
RECYCLING	2	1.1 %
DOG PARK	2	1.1 %
MONTHLY PAYMENTS NEEDED ON PERSONAL PROPERTY TAX	1	0.5 %
PUBLIC TRANSIT TO WASHINGTON DC	1	0.5 %
PARKING	1	0.5 %
CITY YARDS-COMPOST	1	0.5 %
CONNECT/BUILD MORE BIKE PATHS	1	0.5 %
ENFORCE TRIMMING VEGETATION AT INTERSECTIONS	1	0.5 %
AFFORDABLE HOUSING FOR SENIORS	1	0.5 %
HISTORICAL	1	0.5 %
PAYING BIG BUCKS NEW SCHOOL	1	0.5 %
PUBLIC SCHOOL CLASS SCHOOL	1	0.5 %
SELLING OF LOTS IN J BARETT PARK	1	0.5 %
NOISE ORDINANCE/NOISE FROM NEIGHBORS	1	0.5 %
DUMPSTER FOR TRASH PICKUP NOT JUST TRASH CANS	1	0.5 %
IMPROVE/ADD SIDEWALKS EVERYWHERE	1	0.5 %
POLICE TACTICS	1	0.5 %
ADDING/BUILDING SCHOOLS	1	0.5 %
CITY WATER EMPLOYEES HELPED SO MUCH/I WAS SO IMPRESSED	1	0.5 %
DIRECTION OF TAX BOARD FOR REAL EST BREAK FOR SENIORS	1	0.5 %
ASSISTANCE TO ABUSED CHILDREN	1	0.5 %
ROAD SWEEPER	1	0.5 %
NOT THROWING TRASH CANS/RECYCLING BINS ALL OVER PLACE	1	0.5 %
REMOVAL OF SNOW FROM IN FRONT OF MY PROPERTY	1	0.5 %
DRUG ENFORCEMENT/PREVENTION	1	0.5 %
EVENTS IN DOWNTOWN WINCHESTER	1	0.5 %
LISTING OF BUSINESSES WITH LICENSES	1	0.5 %
CITY COUNCIL DOES NOT LISTEN-MILLWOOD	1	0.5 %
MANAGING PROPERTY	1	0.5 %
KEEPING TAX RATE UNDER CONTROL	1	0.5 %
TRAFFIC	1	0.5 %
SIDEWALKS ON N LOUNDOUN ON 400 BLOCK NEEDS LOT OF WORK	1	0.5 %
FOLLOWING STOP SIGNS	1	0.5 %
CITY HALL PAYING BILLS	1	0.5 %
CITY NEEDS A PUBLIC WATER FOUNTAIN	1	0.5 %
CREATING POSITIVE RELATIONS BETWEEN POLICE & CITIZENS	1	0.5 %
FLUSHING SEWER LINES NOTIFICATION	1	0.5 %
WATER HARDNESS/MINERALS	1	0.5 %
SOLICITATION LAWS (CREATE OR ENFORCE)	1	0.5 %
LEGAL WORK-BLIGHTED AREA ETC	1	0.5 %
WHY SPENDING ALL THE MONEY	1	0.5 %
POLICE DOING MORE ON BREAKINS OTHER THAN TAKING REPORT	1	0.5 %

Tabular Data

Q19a-1. (If YES to Question 19) Please list the additional service(s): (1st service)

Q19a. 1st service	Number	Percent
SMOKING CESSATION PROGRAM	1	0.5 %
TOO MUCH MULTI FAMILY HOUSING UNITS	1	0.5 %
STREET SWEEPING IN SUBDIVISIONS	1	0.5 %
ENFORCEMENT OF TRAFFIC SIGNALS/SIGNS	1	0.5 %
WINCHESTER POST OFFICE	1	0.5 %
CRIME	1	0.5 %
ACTIVITIES FOR DIVERSE, LOW INCOME YOUTH NEAR HOME	1	0.5 %
REAL ESTATE ASSESSMENT	1	0.5 %
COMMUNICATION BETWEEN COUNCIL & CITIZENS	1	0.5 %
TREE MAINTENANCE (POLITICAL)	1	0.5 %
LEAF CLEARING IN THE FALL	1	0.5 %
GRASS MOWED IN FIELD	1	0.5 %
ETHICS ON THE JOHN KERR SCHOOL ISSUE	1	0.5 %
BIKE SAFETY ON ROAD	1	0.5 %
MAJOR ROAD PLANNING WITH VDOT	1	0.5 %
COMMERCIAL VEHICLES PARKED ON RESIDENTAL PROPERTIES	1	0.5 %
CODE UPDATES FOR LARGE CONSTRUCTION SITES	1	0.5 %
GIRLS YOUTH SOFTBALL	1	0.5 %
INDOOR POOL	1	0.5 %
LIBRARY NEEDS MORE HOURS	1	0.5 %
SOLAR USAGE	1	0.5 %
DOWNTOWN MAINTENANCE-PLEASE DO NOT USE LEAF BLOWERS	1	0.5 %
CODE ENFORCEMENT	1	0.5 %
TREE IN FRONT OF HOUSE NEEDS CUTTING	1	0.5 %
INSPECTIONS DEPT THEY CAN ONLY DO SO MUCH	1	0.5 %
POLICE ENFORCEMENT OF NOISE FROM VEHICLES	1	0.5 %
RUNDOWN HOUSES DOWNTOWN	1	0.5 %
PRESERVATION OF HISTORICAL HOUSES/BRADDOCK ST PROPERTY	1	0.5 %
BIKE ROUTES	1	0.5 %
TREE REMOVAL	1	0.5 %
CITY CUTTING SHRUBBERY NOT ON PERSONAL PROPERTY	1	0.5 %
TREE COMMISSION	1	0.5 %
PROTECTION (BEFORE IT IS TOO LATE)	1	0.5 %
CITY ARBORIST	1	0.5 %
CLEAN UP WARD SHOPPING	1	0.5 %
DISC GOLF COURSE-WE ENJOY IT BUT OFTEN TAKEN OVER	1	0.5 %
SPEED BUMPS NEAR SCHOOL RESIDENTAL PROPERTIES	1	0.5 %
RESIDENTAL SPACE DOWNTOWN	1	0.5 %
SPEED LIMIT SIGNS ON EACH STREET NEIGHBORING SCHOOLS	1	0.5 %
WATER UTILITY CUSTOMER SERVICE	1	0.5 %
FIX ROADS	1	0.5 %
POLICE IN NORTH WINCHESTER	1	0.5 %
PARKING DOWNTOWN (RESIDENT)	1	0.5 %
PUBLIC TREE MAINTENANCE	1	0.5 %

Tabular Data

Q19a-1. (If YES to Question 19) Please list the additional service(s): (1st service)

<u>Q19a. 1st service</u>	<u>Number</u>	<u>Percent</u>
ENFORCEMENT OF DOG WASTE BY OWNERS ON SIDEWALK/STREET	1	0.5 %
CITIZENS INSIGT/AMY SIMMONS	1	0.5 %
JIM BURNETT PARK VOLLEY COURT FLOODS REGULARY/ EYESORE	1	0.5 %
CONTROLLING SKATEBOARDER/DOWNTOWN BICYCLES	1	0.5 %
MORE ACCESS TO HEALTH CARE	1	0.5 %
BICYCLE LANES	1	0.5 %
TRIMMING OF CITY TREES ESPECIALLY GLAIZE AVE	1	0.5 %
ACCESS TO CITY BUDGET INFO	1	0.5 %
TREE STUMP REMOVAL	1	0.5 %
DRAIN FOR STREETS	1	0.5 %
WEST BOND STREET TRASH PICKUP	1	0.5 %
RESPONSIVENESS OF TRAFFIC LIGHTS	1	0.5 %
SOCIAL SERVICES	1	0.5 %
TREE TRIMMING & HOMEOWNER SAFETY	1	0.5 %
ACCESSIBLE OF ELECTED OFFICIALS	1	0.5 %
STRIPING EXISTING MEADOW BRANCH AVE WITH ONLY 2 LANES	1	0.5 %
DETOX SERVIES	1	0.5 %
TOO MANY TRAFFIC SIGNALS ON ALMOST EVERY CORNER	1	0.5 %
PARKING FOR HANDICAPPED CITIZENS DOWNTOWN	1	0.5 %
LIBRARY	1	0.5 %
NEIGHBOR WATCH	1	0.5 %
SIDEWALKS	1	0.5 %
PLANNING DEPT-HELP WITH BAR	1	0.5 %
TRAFFIC LIGHTS TIMING	1	0.5 %
INDOOR WALKING EARLY AM IN WINTER	1	0.5 %
ANIMAL CONTROL	1	0.5 %
EFFORTS TO IMPROVE TRAFFIC SAFETY	1	0.5 %
MORE SPORTS ACTIVITIES	1	0.5 %
TRAFFIC LIGHT	1	0.5 %
TRIMMING TREES ESPECIALLY AROUND POWER LINES	1	0.5 %
MESSAGE ON WEBSITE (SLOAN)	1	0.5 %
COST OF TAXES & UTILITIES	1	0.5 %
BUS SERVICES	1	0.5 %
DRUGS IN LOCAL COMMUNITY	1	0.5 %
TOO MANY VAGRANTS DOWNTOWN	1	0.5 %
URBAN DEVELOPMENT AREA FOCUS	1	0.5 %
COUNCIL SUPPORT FOR ADVISORY BOARDS	1	0.5 %
DEER PROBLEM	1	0.5 %
CONTROL OF BARKING DOGS & USING YARDS FOR ANIMAL WASTE	1	0.5 %
SPENDING OF TAX DOLLARS	1	0.5 %
TREE REMOVAL & TREE TRIM	1	0.5 %
COUNCIL MEMBERS	1	0.5 %
EFFORTS TO ATTRACT MINOR LEAGUE BASEBALL TEAM	1	0.5 %
CITY COUNCIL TO RESIDENT CONCERNS	1	0.5 %
MAINTENANCE OF CITY MUSEUM BUILDING	1	0.5 %
OVERCROWDING OF SCHOOLS	1	0.5 %
CLEANLINESS OF COMMERCIAL PROPERTY	1	0.5 %

Tabular Data

Q19a-1. (If YES to Question 19) Please list the additional service(s): (1st service)

Q19a. 1st service	Number	Percent
APPLE BLOSSOM FESTIVAL COOPERATION	1	0.5 %
TREE MAINTENANCE IN NEIGHBORHOOD	1	0.5 %
NO SIDEWALKS WHERE WE LIVE	1	0.5 %
OUR BLOCK IGNORED BY POLICE AND ZONING DEPT	1	0.5 %
MAINTENANCE OF JACKSON HEIGHTS	1	0.5 %
SIDEWALK REPAIR	1	0.5 %
PUBLIC RESTROOM FACILITIES IN DOWNTOWN AREA	1	0.5 %
REGULATION OF POLICE BEHAVIOR EG SPEEDING IN RES AREAS	1	0.5 %
CITY COUNCIL DOESNT LISTEN	1	0.5 %
WATER BILL RATE IS TOO HIGH	1	0.5 %
EAST/WEST TRAFFIC FLOW	1	0.5 %
HISPANIC COMMUNICATION	1	0.5 %
CITY PARK BATHROOM FACILITIES	1	0.5 %
TWO WAY STOPS UNSAFE/MAKE THEM FOUR WAY STOPS	1	0.5 %
CUSTOMER SERVICE IN TREASURY OFFICE	1	0.5 %
NOISE ORDINANCE	1	0.5 %
CUSTOMER SERVICE AT DEPT REVENUE	1	0.5 %
REMOVAL OF OLD AND/OR VERY LARGE TREES	1	0.5 %
SIDEWALK ON DUNLAP ST	1	0.5 %
QUALITY OF DRINKING WATER	1	0.5 %
TOO MUCH EMPHASIS ON POLICNG/NEED MORE COMM INITIATIVES	1	0.5 %
CITY TO CLEAN UP MESS THEY MAKE	1	0.5 %
AVAILIBILITY/QUALITY OF GROCERY STORES	1	0.5 %
ENFORCEMENT OF VEHICLES BLOCKING SIDEWALK	1	0.5 %
TAX ON RAINFALL	1	0.5 %
CITY JOBS & PAY	1	0.5 %
TRAINING OF LOCAL POLICE CONCERN MENTAL HEALTH ISSUES	1	0.5 %
DEALING WITH HOMELESSNESS	1	0.5 %
SEMI TRUCKS PARKING ON RESIDENTIAL STREETS	1	0.5 %
STOP EXTENSION OF MEADOWBRANCH AVE TO AMHERST ST	1	0.5 %
WASHINGTON GAS	1	0.5 %
SEMIANNUAL JUNK PICK UP FREE	1	0.5 %
TOO MUCH PREFERENCE TO DOWNTOWN	1	0.5 %
PARK MANAGEMENT	1	0.5 %
CUSTOMER SERVICE AT TOWN HALL	1	0.5 %
CITY TREE REVOVAL	1	0.5 %
TYPES OF RECREATIONAL FACILITIES	1	0.5 %
ABILITY OF POLICE TO KEEP TRAFFIC MOVING ON CAMERON ST	1	0.5 %
CITY CONSTRUCTION WORKERS	1	0.5 %
STORMWATER DRAININGS	1	0.5 %
EFFORT BY CITY TO FIGHT DRUG USE & SALES	1	0.5 %
TREE CANOPY ISSUES & TREE MAINTENANCE ISSUES	1	0.5 %
TIMING OF TRAFFIC SIGNALS	1	0.5 %
Total	186	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q19a-1. (If YES to Question 19) Please rate your satisfaction for each service listed: (1st service)

<u>Q19a. 1st service</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	13	7.0 %
Satisfied	5	2.7 %
Neutral	10	5.4 %
Dissatisfied	56	30.1 %
Very Dissatisfied	93	50.0 %
<u>Don't Know</u>	<u>9</u>	<u>4.8 %</u>
Total	186	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Q19a-1. (If YES to Question 19) Please rate your satisfaction for each service listed: (1st service) (without "don't know")

<u>Q19a. 1st service</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	13	7.3 %
Satisfied	5	2.8 %
Neutral	10	5.6 %
Dissatisfied	56	31.6 %
<u>Very Dissatisfied</u>	<u>93</u>	<u>52.5 %</u>
Total	177	100.0 %

Missing Cases = 9
Response Percent = 95.2 %

Tabular Data

Q19a-2. (If YES to Question 19) Please list the additional service(s): (2nd service)

Q19a. 2nd service	Number	Percent
SIDEWALKS	2	2.5 %
TRANSIT INTO MATINSBURG	1	1.2 %
POLICE HARASSMENT	1	1.2 %
MORE RECYCLING	1	1.2 %
MORE STREET LIGHTING	1	1.2 %
PUBLIC COVERAGE OF POLITICAL RACES	1	1.2 %
HELP HOMELESS PEOPLE	1	1.2 %
SCHOOL BOARD	1	1.2 %
UNEVEN SIDEWALKS	1	1.2 %
MORE LOCAL POCKET PARKS	1	1.2 %
TRASH ROMOVAL	1	1.2 %
EXTENDING ROADS	1	1.2 %
ASSISTANCE FOR THE ELDERLY	1	1.2 %
ADVANCE ROAD TRAFFIC PROJECTION AND TIMELY SOLUTION	1	1.2 %
CITY NEED EXPAND AREA DOWNTOWN NOT JUST MAIN ST	1	1.2 %
EMPLOYMENT	1	1.2 %
CITY SPEED ENFORCED	1	1.2 %
SPEEDING	1	1.2 %
PAY BIG BUCKS SIDEWALKS NOT NEEDED	1	1.2 %
CITY ENGINEERING PLANNER	1	1.2 %
DOWNTOWN A JOKE	1	1.2 %
CIGARETTE BUTT LITTER ORDINANCE	1	1.2 %
ILLEGAL IMMIGRATES USING OUR SERVICES	1	1.2 %
REPAIR OF NEIGHBORHOOD STREETS	1	1.2 %
DRUGS	1	1.2 %
NO FOLLOW THROUGH ON CONSENSUS	1	1.2 %
COMMUNICATION BETWEEN COUNCIL & CITY EMPLOYEES	1	1.2 %
DOWNTOWN EVENTS	1	1.2 %
COMPLY WITH FEDERAL/STATE OCEA CONSTRUCTION SITES	1	1.2 %
AMOUNT OF GRAVEL DROPPING DURING SNOWS ON ROADS	1	1.2 %
HANDICAP AREAS	1	1.2 %
CITY ORDINANCE ENFORCEMENT	1	1.2 %
HOUSES FOR SALE NOT TAKEN CARE OF	1	1.2 %
BIKE RACKS	1	1.2 %
PUBLIC EVENTS	1	1.2 %
INSIGHT COURSE/EXCELLENT!	1	1.2 %
FIX UP ROUTE 11	1	1.2 %
WATCH FOR CHILDREN SIGNS SURROUNDING SCHOOLS	1	1.2 %
AUTO DRAFT BILL PAY	1	1.2 %
MORE CIGARETTE DISPOSALS	1	1.2 %
CONCERNED ABOUT EPA	1	1.2 %
LACK OF ROUNDABOUTS	1	1.2 %
TOO MAY MEXICANS	1	1.2 %
PUBLIC ASSISTANCE	1	1.2 %
ENFORCING TRAFFIC LAWS	1	1.2 %
PUBLIC HEARINGS	1	1.2 %
DRUG TREATMENT	1	1.2 %
TOO MANY POLICE/LIKE A POLICE STATE	1	1.2 %

Tabular Data

Q19a-2. (If YES to Question 19) Please list the additional service(s): (2nd service)

<u>Q19a. 2nd service</u>	<u>Number</u>	<u>Percent</u>
COST OF TAXES	1	1.2 %
SEX OFFENDERS NEAR SCHOOL	1	1.2 %
DISABILITY ACCCESSIBILITY	1	1.2 %
AVAILABILITY OF RESIDENTS SUGGESTION BOX	1	1.2 %
PROMOTE SHENANDOAH UNIVERSITY	1	1.2 %
CHILDREN IN THE STREET	1	1.2 %
POLICE COULD BE MORE FRIENDLY	1	1.2 %
TEACHER PAY	1	1.2 %
GREEN CIRCLE DEVELOPMENT	1	1.2 %
FAIR TREATMENT OF CITIZENS BY COUNCIL	1	1.2 %
OTHER WILD ANIMALS	1	1.2 %
NATIONAL TURNAROUND	1	1.2 %
CITY TREE MAINTENANCE	1	1.2 %
MAINTENANCE OF STREETS	1	1.2 %
REMOVAL OF PESTS	1	1.2 %
PLANNING QUALITY OF BUILT HOUSES	1	1.2 %
NOT ENOUGH STREET LIGHTS ON OUR STREET	1	1.2 %
YARD WORK AT JACKSON HEIGHTS	1	1.2 %
HANDLING OF TRASH CANS BY EMPLOYEES	1	1.2 %
MONEY WASTED	1	1.2 %
GENERAL STOP LIGHT TIMING	1	1.2 %
LANDLORD/TENANT ISSUES	1	1.2 %
JUVENILE PROBLEMS	1	1.2 %
DRUGS & VIOLENCE WITHIN CITY	1	1.2 %
DEALING WITH DRUGS/RELATED CRIME	1	1.2 %
PEDESTRIAN CROSSWALKS	1	1.2 %
VALLEY ELEC	1	1.2 %
TAXES TOO HIGH/UNNECESSARY SPENDING/ WINCHESTER TOWERS	1	1.2 %
PARK PROGRAMMING ACTIVITIES	1	1.2 %
TYPE OF STREET LIGHTING	1	1.2 %
NUMBER OF PARKS	1	1.2 %
APPRAISED VALUE OF VEHICLES	1	1.2 %
Total	81	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q19a-2. (If YES to Question 19) Please rate your satisfaction for each service listed: (2nd service)

<u>Q19a. 2nd service</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	6	7.4 %
Neutral	5	6.2 %
Dissatisfied	26	32.1 %
Very Dissatisfied	43	53.1 %
Don't Know	1	1.2 %
Total	81	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q19a-2. (If YES to Question 19) Please rate your satisfaction for each service listed: (2nd service) (without "don't know")

<u>Q19a. 2nd service</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	6	7.5 %
Neutral	5	6.3 %
Dissatisfied	26	32.5 %
Very Dissatisfied	43	53.8 %
Total	80	100.0 %

Missing Cases = 1

Response Percent = 98.8 %

Tabular Data

Q19a-3. (If YES to Question 19) Please list the additional service(s): (3rd service)

<u>Q19a. 3rd service</u>	<u>Number</u>	<u>Percent</u>
BUSINESS OFTEN LATE	1	2.1 %
GREEN CIRCLE	1	2.1 %
DOWNTOWN PARKING	1	2.1 %
COST OF LIVING	1	2.1 %
PAYING FOR STUDIES SUCH AS THIS	1	2.1 %
WATER BILLING	1	2.1 %
POOL SERVICES	1	2.1 %
WAS A SHAME HOUSE OF BRADDOCK GOT TORN DOWN	1	2.1 %
CUSTOMER SERVICES	1	2.1 %
BIGGER & BETTER STREET SIGNS	1	2.1 %
ABRAM WETLAND PRESERVES	1	2.1 %
LIBRARY & CULTURAL EVENTS	1	2.1 %
COURTHOUSE STAFF	1	2.1 %
SMOKING TAX	1	2.1 %
ENFORCEMENT OF ZONING REGULATIONS	1	2.1 %
CONSISTENCY OF CITY MANAGEMENT	1	2.1 %
NEW CONDOS-MILLWOOD	1	2.1 %
TREE REPLACEMENT-WORK W/HOMEOWNERS/ BUSINESSES TO REPLACE	1	2.1 %
HOMELESS	1	2.1 %
ZONING DEPT	1	2.1 %
POLICE (TOO MUCH)	1	2.1 %
NEW SIGNS	1	2.1 %
FLOWERS IN PLANTERS ARE NOT ATTRACTIVE	1	2.1 %
DEPT OF HEALTH INSPECTIONS IN RESIDENTS & RESTAURANTS	1	2.1 %
EDUCATION OF MEXICANS	1	2.1 %
DISABLED PEOPLE	1	2.1 %
PROFESSIONALISM OF CITY STAFF	1	2.1 %
MENTAL HEALTH SERVICES	1	2.1 %
TOO MUCH US OF SURVELANCE	1	2.1 %
HISTORIC DISTRICT REGULATION	1	2.1 %
EFFORTS TO REDUCE LITTERING	1	2.1 %
SPORT COMPLEX FOR MAJOR EVENT	1	2.1 %
SPEED OUT OF CONTROL IN CITY	1	2.1 %
REDEVELOPMENT	1	2.1 %
ENCOURAGING WALKING & BIKING TO SCHOOL	1	2.1 %
MILLWOOD ROAD CLOSER	1	2.1 %
CITY WORKERS/FIRE CO USE CITY VEHICLES FOR PERSONAL USE	1	2.1 %
LONG RANGE PLANNING	1	2.1 %
TAXES	1	2.1 %
ELECTRIC PROVIDER	1	2.1 %
NUMBER OF STOP LIGHTS-TOO MANY	1	2.1 %
NEVER CLEAR CALVERT ON STREET	1	2.1 %
TRIMMING OF TREES	1	2.1 %
TOO MANY COSTLY PROJECTS	1	2.1 %
KEEPING WITHIN BUDGET	1	2.1 %
ENVIRONMENTAL/CONSERVATION	1	2.1 %
SIDEWALKS	1	2.1 %
SVEC RESPONSE TO ISSUES	1	2.1 %
Total	48	100.0 %
Missing Cases = 0		
Response Percent = 100.0 %		

Tabular Data

Q19a-3. (If YES to Question 19) Please rate your satisfaction for each item listed: (3rd service)

<u>Q19a. 3rd service</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	4	8.3 %
Satisfied	1	2.1 %
Neutral	4	8.3 %
Dissatisfied	10	20.8 %
Very Dissatisfied	27	56.3 %
<u>Don't Know</u>	<u>2</u>	<u>4.2 %</u>
Total	48	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Q19a-3. (If YES to Question 19) Please rate your satisfaction for each item listed: (3rd service) (without "don't know")

<u>Q19a. 3rd service</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	4	8.7 %
Satisfied	1	2.2 %
Neutral	4	8.7 %
Dissatisfied	10	21.7 %
<u>Very Dissatisfied</u>	<u>27</u>	<u>58.7 %</u>
Total	46	100.0 %

Missing Cases = 2
Response Percent = 95.8 %

Tabular Data

Q20. What is your age?

<u>Q20. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	16	1.8 %
25-34 years	113	12.4 %
35-44 years	146	16.0 %
45-54 years	178	19.5 %
55-64 years	223	24.4 %
65-74 years	185	20.2 %
75+ years	44	4.8 %
Not provided	9	1.0 %
Total	914	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q20. What is your age? (without "not provided")

<u>Q20. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	16	1.8 %
25-34 years	113	12.5 %
35-44 years	146	16.1 %
45-54 years	178	19.7 %
55-64 years	223	24.6 %
65-74 years	185	20.4 %
75+ years	44	4.9 %
Total	905	100.0 %

Missing Cases = 9

Response Percent = 99.0 %

Tabular Data

Q21. What is your approximate annual household income?

<u>Q21. Your approximate annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	82	9.0 %
\$20K-\$34,999	107	11.7 %
\$35K-\$49,999	129	14.1 %
\$50K-\$74,999	169	18.5 %
\$75K+	367	40.2 %
<u>Not provided</u>	<u>60</u>	<u>6.6 %</u>
Total	914	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q21. What is your approximate annual household income? (without "not provided")

<u>Q21. Your approximate annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	82	9.6 %
\$20K-\$34,999	107	12.5 %
\$35K-\$49,999	129	15.1 %
\$50K-\$74,999	169	19.8 %
<u>\$75K+</u>	<u>367</u>	<u>43.0 %</u>
Total	854	100.0 %

Missing Cases = 60

Response Percent = 93.4 %

Tabular Data

Q22. How would you describe your race/ethnicity?

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	16	1.8 %
American Indian/Eskimo	16	1.8 %
African American/Black	29	3.2 %
Caucasian/White	806	88.2 %
Other	23	2.5 %
<u>Not provided</u>	<u>50</u>	<u>5.5 %</u>
Total	940	

Number of Cases = 914

Number of Responses = 940

Average Number Of Responses Per Case = 1.0

Number Of Cases With At Least One Response = 914

Response Percent = 100.0 %

Q22. How would you describe your race/ethnicity? (without "not provided")

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Caucasian/White	806	93.3 %
African American/Black	29	3.4 %
Other	23	2.7 %
Asian/Pacific Islander	16	1.9 %
<u>American Indian/Eskimo</u>	<u>16</u>	<u>1.9 %</u>
Total	890	

Number of Cases = 864

Number of Responses = 890

Average Number Of Responses Per Case = 1.0

Number Of Cases With At Least One Response = 864

Response Percent = 100.0 %

Q22. Other

<u>Q22. Other</u>	<u>Number</u>	<u>Percent</u>
HISPANIC	5	29.4 %
AMERICAN	2	11.8 %
ITALIAN	2	11.8 %
LATIN AMERICAN	1	5.9 %
POLISH	1	5.9 %
HUMAN RACE	1	5.9 %
CAJUN	1	5.9 %
NEW ZEALANDER	1	5.9 %
ASIAN INDIAN	1	5.9 %
CANADIAN	1	5.9 %
<u>SPANISH</u>	<u>1</u>	<u>5.9 %</u>
Total	17	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Tabular Data

Q23. Are you of Hispanic, Latino, or other Spanish origin?

Q23. Are you of Hispanic, Latino, or other Spanish origin	Number	Percent
Yes	25	2.7 %
No	811	88.7 %
Not provided	78	8.5 %
Total	914	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Q23. Are you of Hispanic, Latino, or other Spanish origin? (without "not provided")

Q23. Are you of Hispanic, Latino, or other Spanish origin	Number	Percent
Yes	25	3.0 %
No	811	97.0 %
Total	836	100.0 %

Missing Cases = 78
Response Percent = 91.5 %

Q24. Your gender:

Q24. Your gender	Number	Percent
Male	390	42.7 %
Female	524	57.3 %
Total	914	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Tabular Data

Ward

<u>Ward</u>	<u>Number</u>	<u>Percent</u>
POB address	3	0.3 %
Ward 1	352	38.5 %
Ward 2	145	15.9 %
Ward 3	145	15.9 %
Ward 4	265	29.0 %
<u>Not provided</u>	4	0.4 %
Total	914	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

Zip code

<u>Zip</u>	<u>Number</u>	<u>Percent</u>
22601	904	99.2 %
22603	4	0.4 %
<u>22604</u>	3	0.3 %
Total	911	100.0 %

Missing Cases = 3
Response Percent = 99.7 %

Section 8:
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 2014

Dear Winchester Resident:

During the next few months, the City will be making decisions that affect a wide range of services, including public safety, parks and recreation, code enforcement and others. To ensure that the City's priorities are aligned with the needs of our residents, **we need to know what you think**. Your input on the enclosed survey is extremely important. This is the third 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 on-line**, please visit winchestervacitizensurvey.org.

If you have any questions, please call the City's Public Information Office at (540) 667-1815, ext. 1670. Thank you for taking the time to better our community.

Sincerely,

A handwritten signature in cursive script that reads "Edén Freeman".

Edén Freeman
City Manager

"To be a financially sound City providing top quality municipal services while focusing on the customer and engaging our community."

Winchester, Virginia 2014 DirectionFinder® Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to the needs and concerns of residents. If you have questions, please call the Office of Public Information, (540) 667-1815.

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."

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of public safety services (police, fire and rescue)	5	4	3	2	1	9
B.	Overall efforts to ensure the community is prepared for emergencies	5	4	3	2	1	9
C.	Overall maintenance of streets	5	4	3	2	1	9
D.	Overall effectiveness of communication by Winchester city government	5	4	3	2	1	9
E.	Overall quality of water utility services	5	4	3	2	1	9
F.	Overall quality of wastewater (or sanitary sewer) utility services	5	4	3	2	1	9
G.	Overall quality of public (bus) transportation services	5	4	3	2	1	9
H.	Quality of parks and recreation facilities	5	4	3	2	1	9
I.	Quality of recreation programs	5	4	3	2	1	9
J.	Quality of customer service provided by city employees	5	4	3	2	1	9
K.	Management of traffic flow on city streets	5	4	3	2	1	9
L.	Quality of public schools	5	4	3	2	1	9
M.	Efforts to revitalize downtown	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

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

3. Several items that may influence your perception of Winchester are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall value that you receive for your local tax dollars and fees	5	4	3	2	1	9
B.	Overall quality of services provided by the City	5	4	3	2	1	9
C.	Overall quality of life in Winchester	5	4	3	2	1	9
D.	How well the city is managing growth	5	4	3	2	1	9

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.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	Availability of City recreation facilities	5	4	3	2	1	9
E.	Outdoor athletic facilities (e.g., tennis, soccer, baseball, and football)	5	4	3	2	1	9
F.	Availability of information about recreation programs	5	4	3	2	1	9
G.	Quality of recreation programs for youth	5	4	3	2	1	9
H.	Quality of recreation programs for adults	5	4	3	2	1	9
I.	Quality of recreation programs for seniors	5	4	3	2	1	9

5. Which TWO of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 4 above].

1st. _____ 2nd. _____

6. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of police protection	5	4	3	2	1	9
B.	Visibility of police in neighborhoods	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	Efforts by the City to prevent crime	5	4	3	2	1	9
E.	Police efforts to reduce gang related activity	5	4	3	2	1	9
F.	Overall quality of fire services	5	4	3	2	1	9
G.	Overall quality of emergency medical service	5	4	3	2	1	9
H.	How quickly fire and emergency medical services personnel respond	5	4	3	2	1	9
I.	Amount of street lighting	5	4	3	2	1	9
J.	Visibility of police in downtown Winchester	5	4	3	2	1	9

7. Which TWO of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 6 above].

1st. _____ 2nd. _____

8. Feeling of Safety. Using a scale of 1 to 5, where 5 means “Very Safe” and 1 means “Very Unsafe,” please rate how safe you feel in the following situations:

<i>How Safe do you feel when you are:</i>		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	In City parks during the day	5	4	3	2	1	9
D.	In City parks after dark	5	4	3	2	1	9
E.	In Downtown Winchester during the day	5	4	3	2	1	9
F.	In Downtown Winchester after dark	5	4	3	2	1	9
G.	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.”

<i>How Satisfied are you with the:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Condition of street signs/traffic signals	5	4	3	2	1	9
D.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
E.	Attractiveness of streetscapes/ medians	5	4	3	2	1	9
F.	Maintenance of City street lighting	5	4	3	2	1	9
G.	Cleanliness of public areas	5	4	3	2	1	9
H.	Cleanliness of stormwater drains in your neighborhood	5	4	3	2	1	9
I.	Snow removal on major city streets	5	4	3	2	1	9
J.	Snow removal on streets in your neighborhood	5	4	3	2	1	9
K.	Cleanliness of downtown Winchester	5	4	3	2	1	9

10. Which TWO of the maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 9 above].

1st. _____ 2nd. _____

11. **Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Availability of information about city services and activities	5	4	3	2	1	9
B.	Timeliness of information provided by the City	5	4	3	2	1	9
C.	Efforts to keep you informed about local issues	5	4	3	2	1	9
D.	The quality of the City’s social media (e.g. facebook, twitter)	5	4	3	2	1	9
E.	The quality of the City’s website	5	4	3	2	1	9
F.	Quality of information/content on City’s website	5	4	3	2	1	9
G.	Ease of use/navigation on the City’s website	5	4	3	2	1	9
H.	Ease of paying bills, applying for applications or permits, etc. on the City’s website	5	4	3	2	1	9
I.	Opportunity to be involved in local decisions	5	4	3	2	1	9

12. Which TWO of these items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 11 above].

1st. _____ 2nd. _____

13. **Code Enforcement.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the clean up of junk and debris on private property in your community	5	4	3	2	1	9
B.	Enforcing the cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcing sign regulations	5	4	3	2	1	9
E.	Enforcing overcrowding regulations (too many people living in a home)	5	4	3	2	1	9
F.	Efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9
G.	Enforcing the removal of dilapidated housing and blighted property	5	4	3	2	1	9

14. Which **TWO** of the code enforcement items listed above do you think should receive the **MOST EMPHASIS** from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 13 above].

1st. _____ 2nd. _____

15. **Utility Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (old furniture, appliances. etc.)	5	4	3	2	1	9
D.	Efforts to promote water conservation and protect water resources	5	4	3	2	1	9
E.	Household hazardous waste disposal service (e.g. paint, oil)	5	4	3	2	1	9

16. Which **TWO** of the utility services listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 15 above].

1st. _____ 2nd. _____

17. Using a scale of 1 to 5, where 5 means “Excellent” and 1 means “Poor,” please rate Winchester with regard to the following:

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

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

___(1) Yes [answer Question 18a-c] ___(2) No [Skip to Question 19]

18a-c. [Only if "YES"] Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:

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

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

___(1) Yes (Answer Question 19a) ___(2) No (Skip to Question 20)

19a. [If YES to #19] Please list the additional service(s) and rate your satisfaction for each item in the space provided below:

List Additional Services You Would Like to Rate in the Space Below		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.		5	4	3	2	1	9
2.		5	4	3	2	1	9
3.		5	4	3	2	1	9

20. What is your age?

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

21. What is your approximate annual household income?

___(1) under \$20,000 ___(3) \$35,000-\$49,999 ___(5) \$75,000 +
 ___(2) \$20,000-\$34,999 ___(4) \$50,000-\$74,999

22. How would you describe your race/ethnicity? (check all that apply)

___(1) Asian/Pacific Islander ___(4) Caucasian/White
 ___(2) American Indian/Eskimo ___(5) Other: _____
 ___(3) African American/Black ___(9) Not provided

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

24. 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.