

2018 Community Survey

Final Report

Submitted to the

City of Greenville, North Carolina

ETC Institute

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Section 1: Executive Summary

City of Greenville 2018 Citizen Survey

Executive Summary Report

Survey Methodology

ETC Institute conducted a Citizen Survey on behalf of the City of Greenville during the fall of 2018. The purpose of the survey was to gather information about City priorities and the quality of City programs and services. The survey was designed to obtain statistically valid results from households throughout the City of Greenville. The survey was administered by a combination of mail and online.

ETC Institute worked extensively with City of Greenville officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

A seven-page survey was mailed to a random sample of households throughout the City of Greenville. Approximately ten days after the surveys were mailed, households were contacted by e-mail to encourage participation in the survey. The goal was to obtain a total of at least 800 completed surveys. This goal was accomplished, with a total of 818 surveys having been completed. The level of confidence is 95% with a margin of error of +/-3.4%.

The map to the right shows the physical distribution of survey respondents based on the location of their home **(to be added)**.

This report contains:

- a summary of major survey findings
- charts and graphs showing the results of each question on the survey
- Importance-Satisfaction analysis
- benchmarking analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument

GIS maps and cross-tabular data showing survey results by key demographics are published separately as Appendices A and B.

Major Survey Findings

- **Overall Satisfaction with Major City Services.** Eighty-two percent (82%) of respondents were “very satisfied” or “somewhat satisfied” with the overall quality of Fire/EMS services. Other major city services that respondents were “very satisfied” or “somewhat satisfied” with include: quality of trash, recycling, yard waste collection (78%), quality of customer service provided by the City (72%), and the quality of City recreation and parks programs and facilities (70%).
- **Major City Services That Are Most Important for the City to Provide.** Based on the sum of their top three choices, the major city services that respondents feel are most important for the City to provide are: overall quality of Police services (64%), overall quality of Fire/EMS services (43%), and the overall management of traffic flow on City streets (41%).
- **Satisfaction with Items That May Influence Perceptions of the City.** Sixty-six percent (66%) of respondents were “very satisfied” or “somewhat satisfied” with overall quality of services provided by the City. Fifty-nine percent (59%) of respondents were “very satisfied” or “somewhat satisfied” with the overall quality of life in the City, and 58% were “very satisfied” or “somewhat satisfied” with the appearance of the City.
- **Satisfaction with Public Safety.** Seventy-nine percent (79%) of respondents were “very satisfied” or “somewhat satisfied” with the provision of EMS services, and 67% were “very satisfied” or “somewhat satisfied” with City efforts to prevent fires.
- **Aspects of Public Safety That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of public safety that respondents feel are most important for the City to provide are: City efforts to prevent crime (52%) and how quickly police respond to emergencies (35%).
- **Level of Safety.** Ninety percent (90%) of respondents feel “very safe” or “safe” in their neighborhood during the day, and 85% feel “very safe” or “safe” in the Uptown business district during the day.
- **Satisfaction with Recreation and Parks.** Seventy-six percent (76%) of respondents were “very satisfied” or “somewhat satisfied” with the maintenance and appearance of existing City parks. Sixty-one percent (61%) of respondents were “very satisfied” or “somewhat satisfied” with number of City parks, 55% were “very satisfied” or “somewhat satisfied” with the quality of outdoor athletic facilities, and 54% were “very satisfied” or “somewhat satisfied” with walking/biking trails in the City.

- **Aspects of Recreation and Parks That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of recreation and parks that respondents feel are most important for the City to provide are: maintenance and appearance of existing City parks (44%), walking/biking trails in the City (33%), and variety of recreation programs and classes offered (20%).
- **Satisfaction with City Communication.** Fifty-two percent (52%) of respondents were “very satisfied” or “somewhat satisfied” with the usefulness of information available on the City’s website; 49% were “very satisfied” or “somewhat satisfied” with efforts to keep residents informed on local issues, and 48% were “very satisfied” or “somewhat satisfied” with the ease of use of the City’s website.
- **Ways Residents Currently Get Information About the City.** The most frequently mentioned ways that respondents *currently* get information about the City of Greenville are: local television news (69%), social networking sites (Facebook, Twitter) (45%), local newspapers (45%), and the City website (35%).
- **Ways Residents Would Prefer to Get Information About the City.** The most frequently mentioned ways that respondents would *prefer* to get information about the City of Greenville are: local television news (56%), the City website (43%), social networking sites (Facebook, Twitter) (43%), and local newspapers (37%).
- **Satisfaction with Street Maintenance.** Fifty-nine percent (59%) of respondents were “very satisfied” or “somewhat satisfied” with the condition of street signs and traffic signals; 58% were “very satisfied” or “somewhat satisfied” with mowing and tree trimming along City streets and other public areas, and 55% were “very satisfied” or “somewhat satisfied” with the maintenance of neighborhood sidewalks.
- **Aspects of City Maintenance That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of city maintenance that respondents feel are most important for the City to provide are: maintenance of major city streets (54%), timing of traffic signals in the City (31%), and how quickly street repairs are made (29%).
- **Satisfaction with City Code Enforcement.** Forty-six percent (46%) of respondents were “very satisfied” or “somewhat satisfied” with the enforcement of sign regulations, and 44% were “very satisfied” or “somewhat satisfied” with the enforcement of exterior maintenance of commercial/business property.
- **Aspects of Code Enforcement That Are Most Important for the City to Provide.** Based on the sum of their top two choices, the aspects of code enforcement that respondents feel are most important for the City to provide are: enforcing junk/debris cleanup on private property (51%), and enforcing mowing and cutting of weeds and grass on private property (26%).

- **Contacting the City.** Forty-one percent (41%) of respondents have contacted the City of Greenville during the past year. Of those who contacted the City in the past year, 32% contacted the sanitation department and 15% contacted the police.
- **Satisfaction with City Employees Most Recently Contacted.** Of the 41% of respondents that have contacted the City during the past year, 74% were “very satisfied” or “somewhat satisfied” with the way they were treated by City employees, and 73% were “very satisfied” or “somewhat satisfied” with how easy it was to contact City employees.
- **Satisfaction with Sanitation Services.** Eighty-seven percent (87%) of respondents were “very satisfied” or “somewhat satisfied” with residential trash collection services, and 82% were “very satisfied” or “somewhat satisfied” with curbside recycling services.
- **City Services Used in the Past 12 Months.** The City services that the highest percentage of respondents have used in the past 12 months are: neighborhood or City parks (82%), the City’s website (58%), City recreation centers (57%), and the City’s cable television channel (GTV-9) (48%).
- **Satisfaction with Transportation and Other Issues.** Fifty percent (50%) of respondents were “very satisfied” or “somewhat satisfied” with the ease of travel by car in the City, and 49% were “very satisfied” or “somewhat satisfied” with opportunities to attend cultural activities.
- **Importance of the City Continuing to Invest in Projects.** Eighty percent (80%) of respondents feel it is “extremely important” or “very important” to continue making improvements to the City’s streets and sidewalks, bike lanes, and street lighting, and 69% feel it is “extremely important” or “somewhat important” to continue making improvements to Police and Fire/EMS facilities.
- **Willingness to Support a Bond Referendum or Additional Funding.** Seventy-nine percent (79%) of respondents are “very willing” or “willing” to support a bond referendum or additional funding for improvements to the City’s streets and sidewalks, bike lanes, and street lighting. Sixty-nine percent (69%) are “very willing” or “willing” to support a bond referendum or additional funding to improve Police and Fire/EMS facilities.
- **Importance of Various Focus Areas for the City of Greenville.** Eighty-five percent (85%) of respondents feel it is “extremely important” or “very important” for the City to focus on public safety; 85% feel it is “extremely important” or “very important” for the City to focus on infrastructure, and 80% feel it is “extremely important” or “very important” for the City to focus on economic development.

- **Rating the City as Place to Live, Work and Raise Children.** Eighty percent (80%) of respondents feel the City of Greenville is an “excellent” or “good” place to live; 77% feel the City is an “excellent” or “good” place to be a college student, and 74% feel the City is an “excellent” or “good” place to raise children.

Trends in Satisfaction Ratings

Overall satisfaction with the quality of City services decreased slightly from 68% in 2016 to 66% in 2018. There were significant changes (changes of 4% or more) in satisfaction ratings in several of the specific City services that were rated. The most significant changes in satisfaction ratings from 2016 to 2018 are listed below and on the following page:

Most Significant Increases from 2016 to 2018:

- Availability of job opportunities (+12%)
- As a place to raise children (+10%)
- As a place to work or build a business (+10%)
- Feeling of safety in neighborhoods at night (+9%)
- Appearance of the City (+9%)
- As a place to visit (+8%)
- As a place to live (+7%)
- Overall quality of life in the City (+7%)
- Walking/biking trails in the City (+7%)
- Maintenance of neighborhood sidewalks (+7%)
- Ease of travel by car in the City (+6%)
- Feeling of safety in neighborhoods during the day (+5%)
- Cleanliness of stormwater drains (+5%)
- Ease of walking in the City (+5%)
- Overall value received for City taxes and fees (+4%)
- Maintenance and appearance of existing City parks (+4%)
- Cleanliness of streets and other public areas (+4%)
- As a place to retire (+4%)

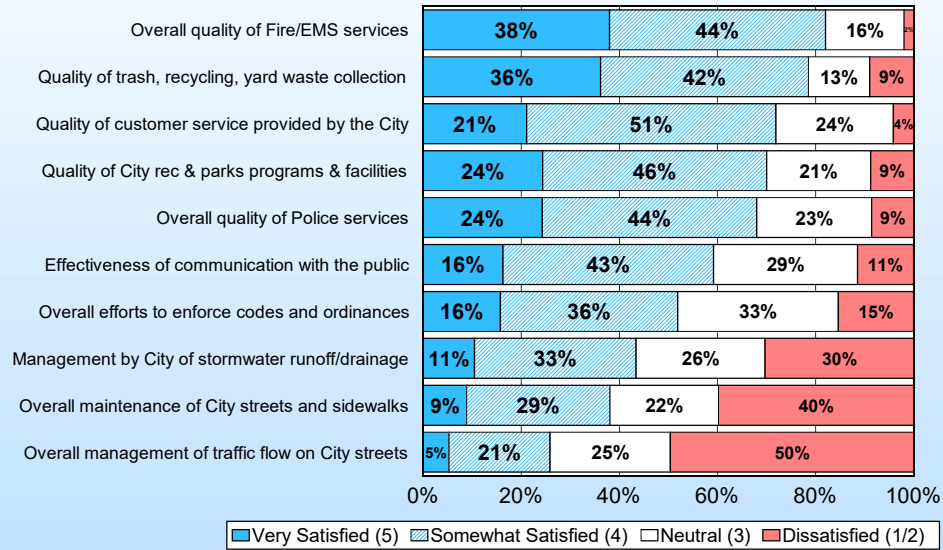
Most Significant Decreases from 2016 to 2018:

- Adequacy of public parking in Uptown Greenville (-11%)
- Accuracy of information/assistance given by City employees (-8%)
- How quickly City staff responded to requests (-8%)
- City golf course (-8%)
- Frequency that police patrol neighborhoods (-7%)
- How quickly police respond to emergencies (-6%)
- Overall quality of Fire/EMS services (-6%)
- Overall quality of Police services (-6%)
- Quality of outdoor athletic facilities (-6%)
- How quickly street repairs are made (-6%)
- How well issues were handled by City employees (-6%)
- Public involvement in City decision-making (-5%)
- City swimming pools (-4%)
- Availability of information on City programs and services (-4%)
- Condition of street signs and traffic signals (-4%)
- How easy City employees were to contact (-4%)
- Bulky item pick-up/removal services (-4%)

Section 2: Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

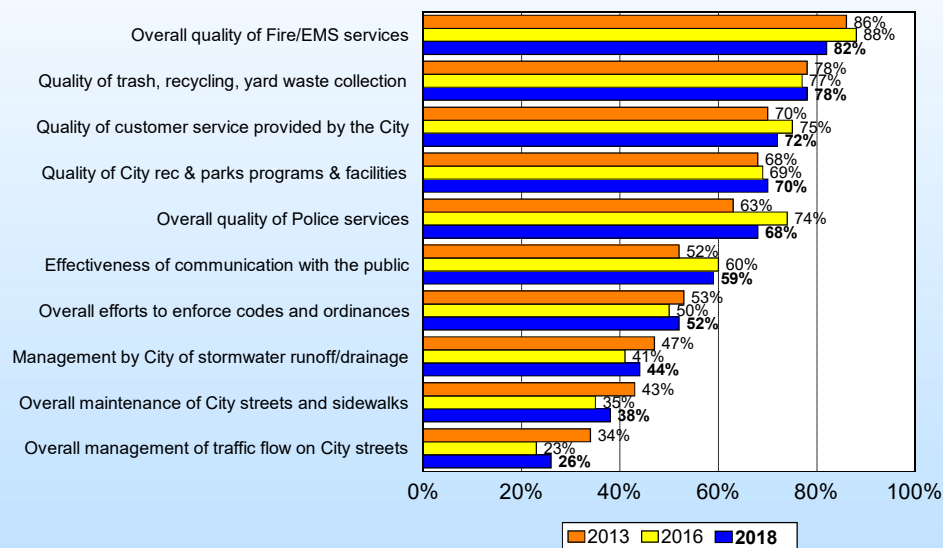
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Overall Satisfaction With City Services by Major Category - 2013 to 2018

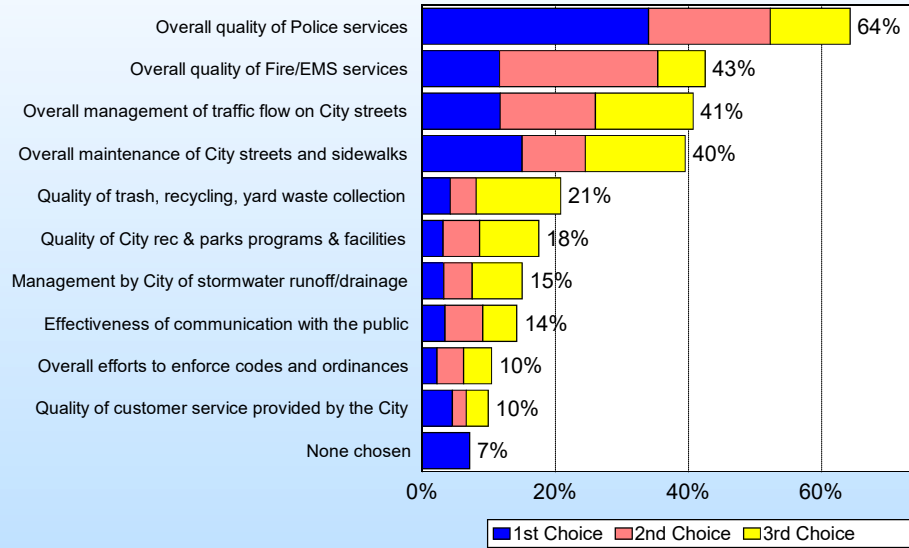
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

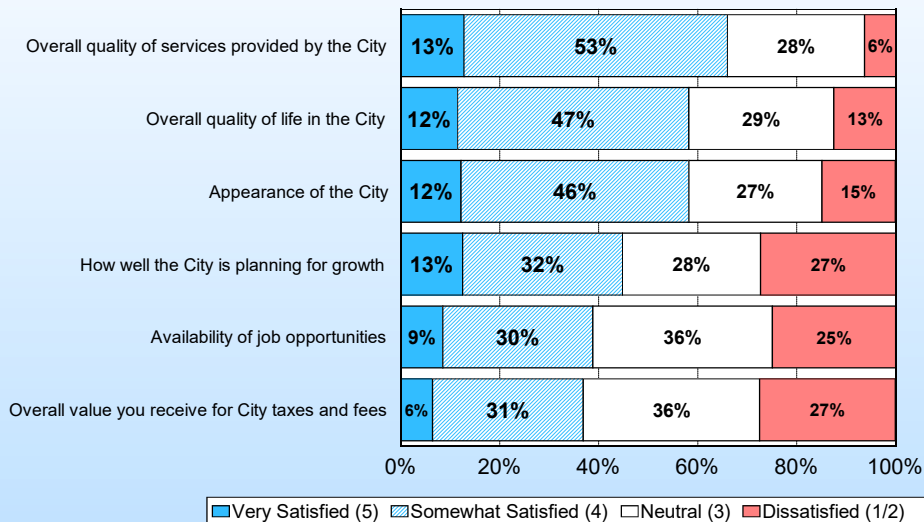
Q2. City Services That Are Most Important for the City to Provide

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



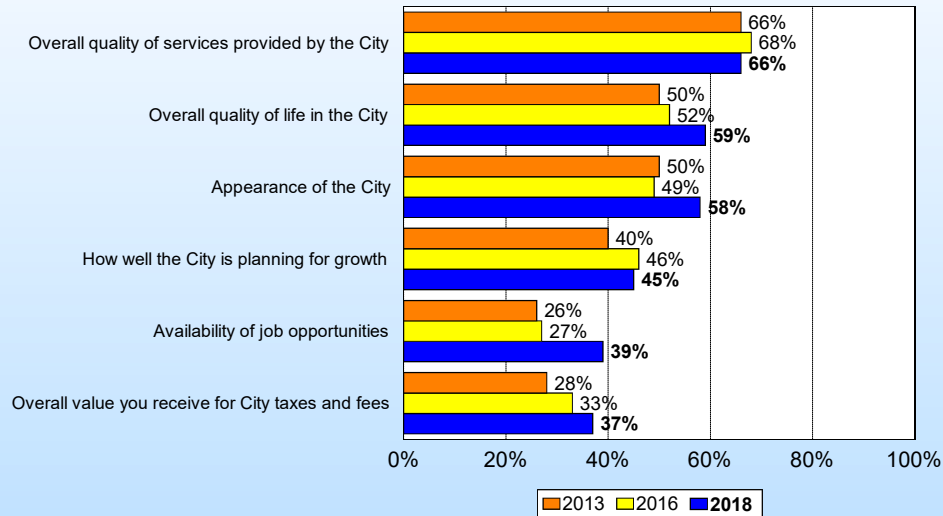
Q3. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Greenville

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



TRENDS: Satisfaction with Various Items That May Influence Respondents' Perception of the City of Greenville - 2013 to 2018

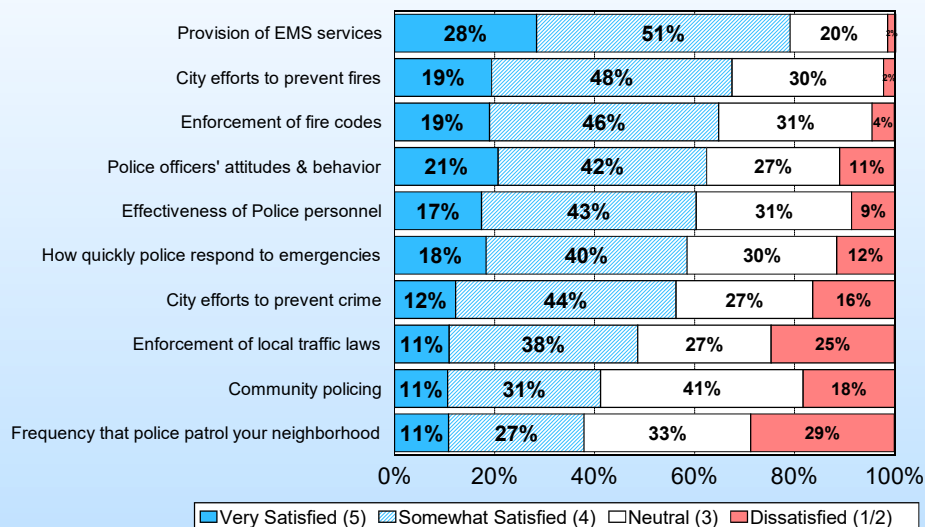
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q4. Satisfaction with Various Aspects of Public Safety

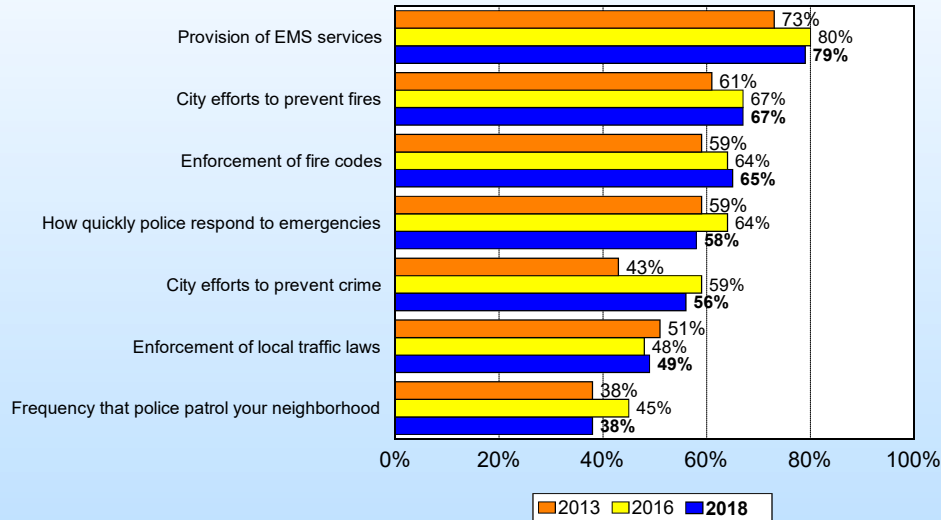
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Satisfaction with Various Aspects of Public Safety - 2013 to 2018

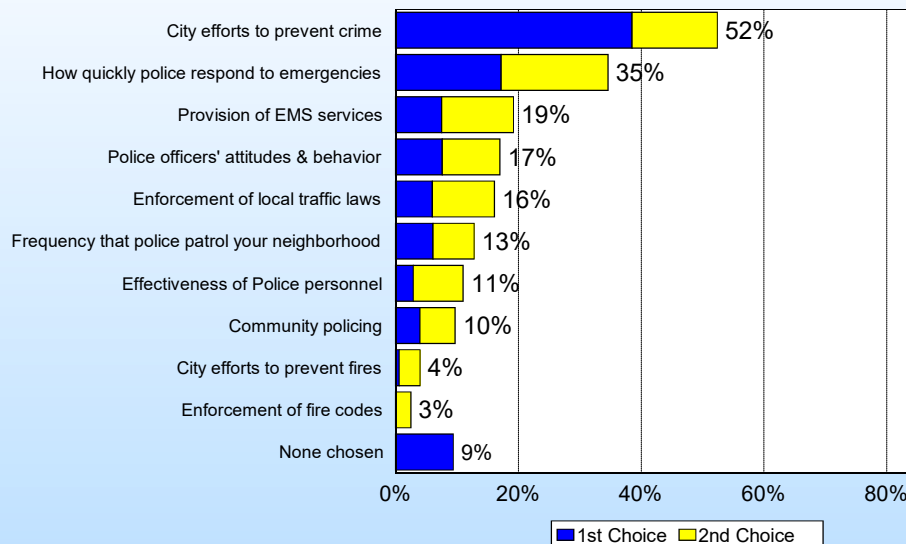
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q5. Aspects of Public Safety That Are Most Important for the City to Provide

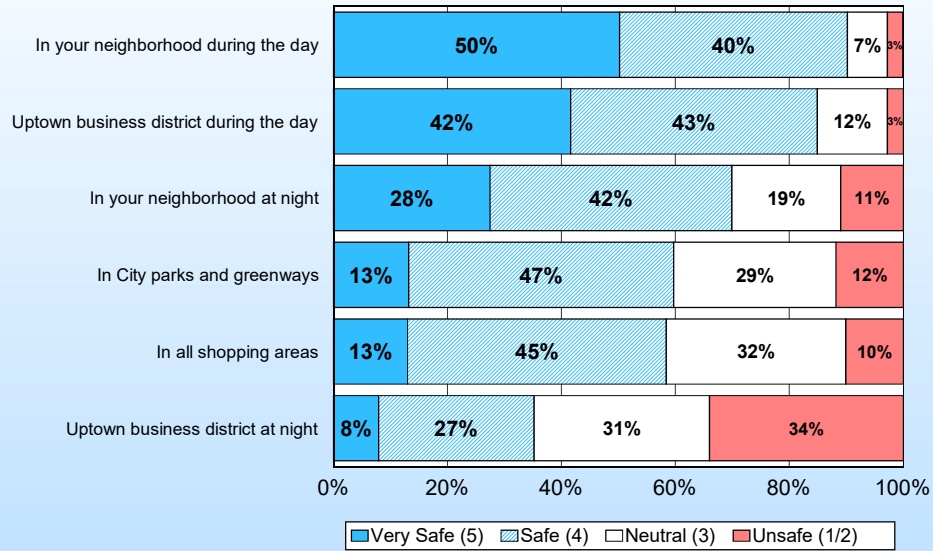
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (City of Greenville - 2018)

Q6. Level of Safety in Various Situations

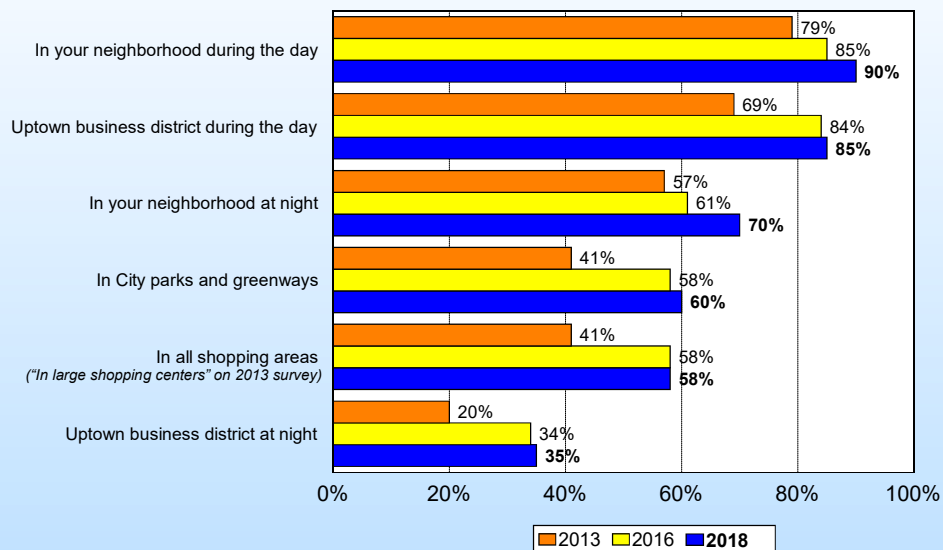
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Level of Safety in Various Situations 2013 to 2018

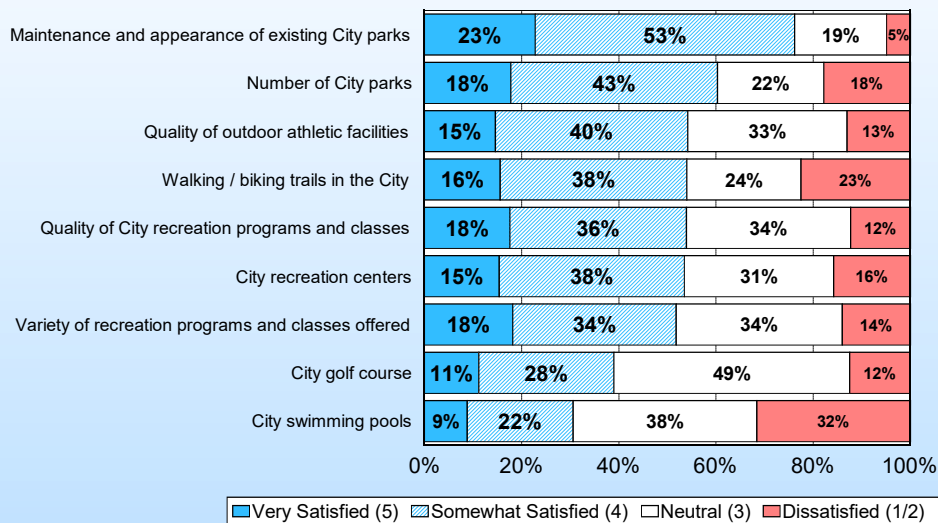
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q8. Satisfaction with Various Aspects of Recreation and Parks

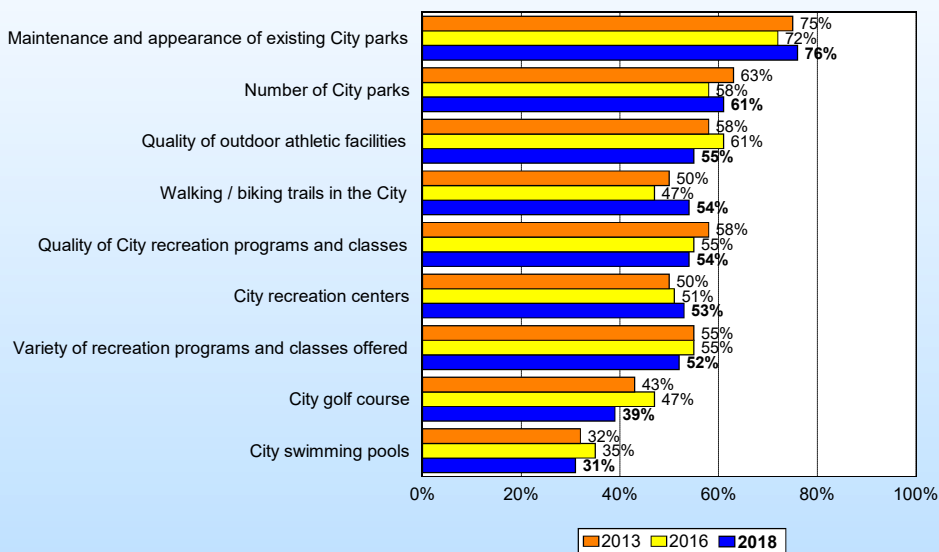
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Satisfaction with Various Aspects of Recreation and Parks - 2013 to 2018

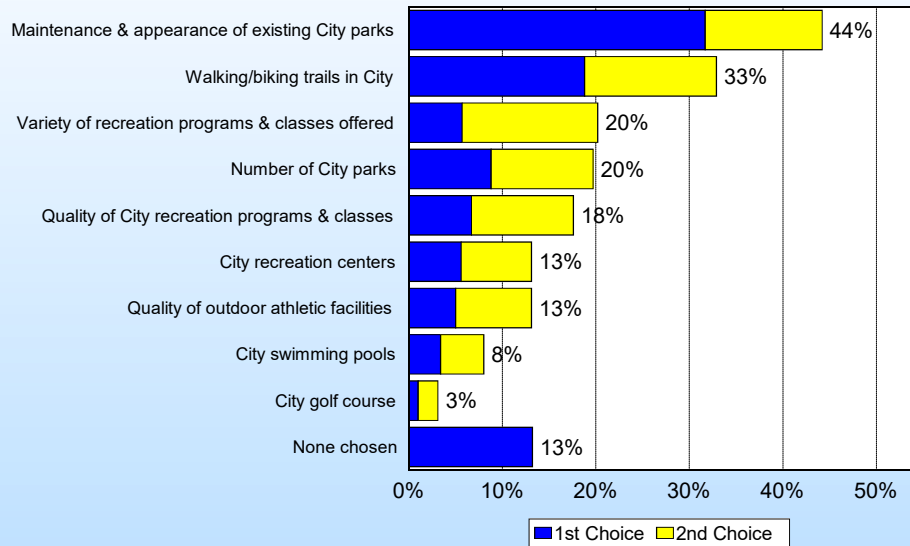
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q9. Aspects of Recreation and Parks That Are Most Important for the City to Provide

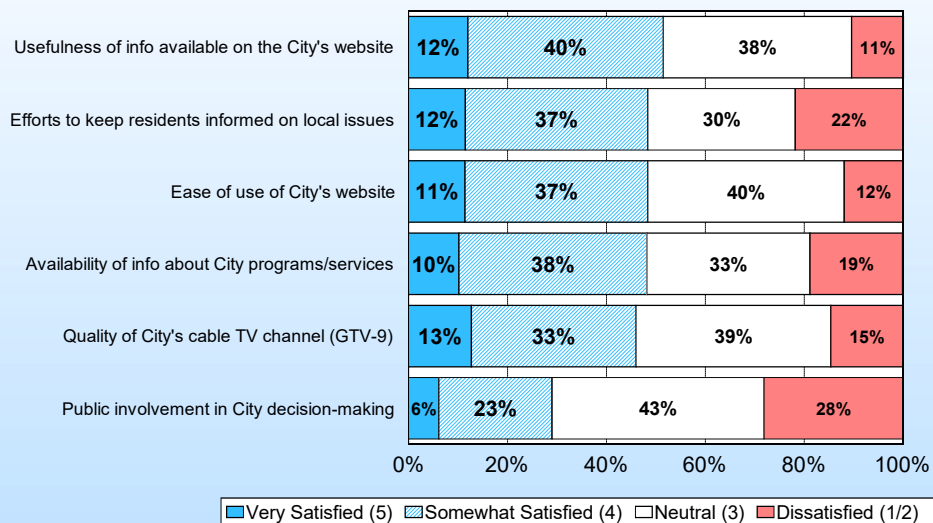
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (City of Greenville - 2018)

Q10. Satisfaction with Various Aspects of City Communication

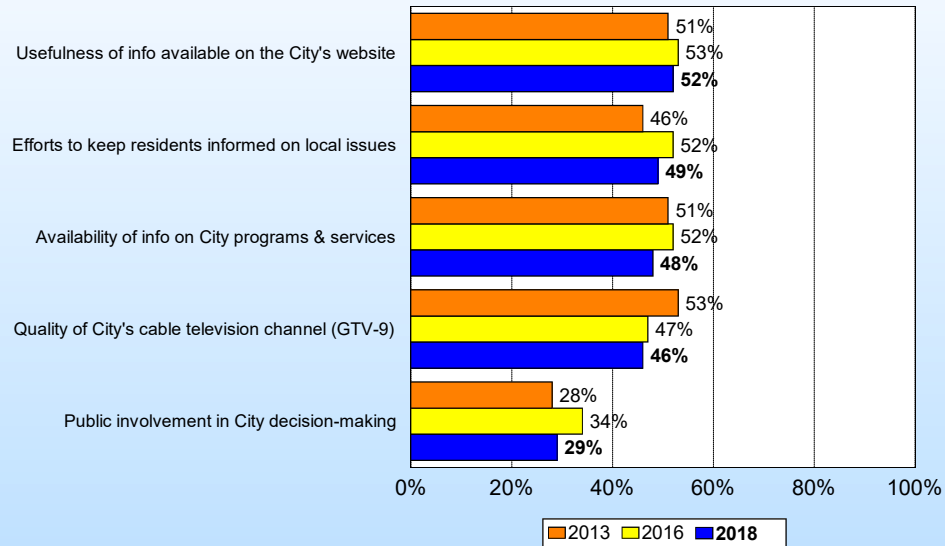
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

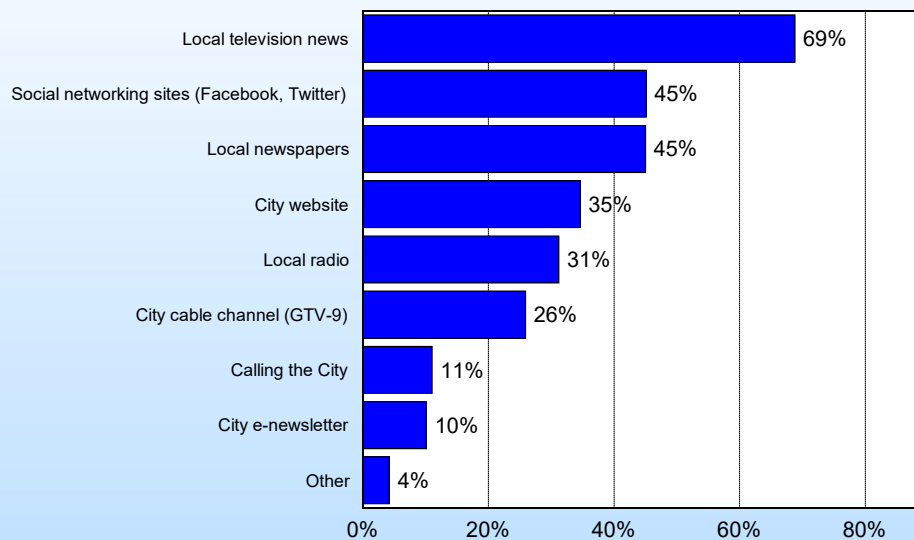
TRENDS: Satisfaction with Various Aspects of City Communication - 2013 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



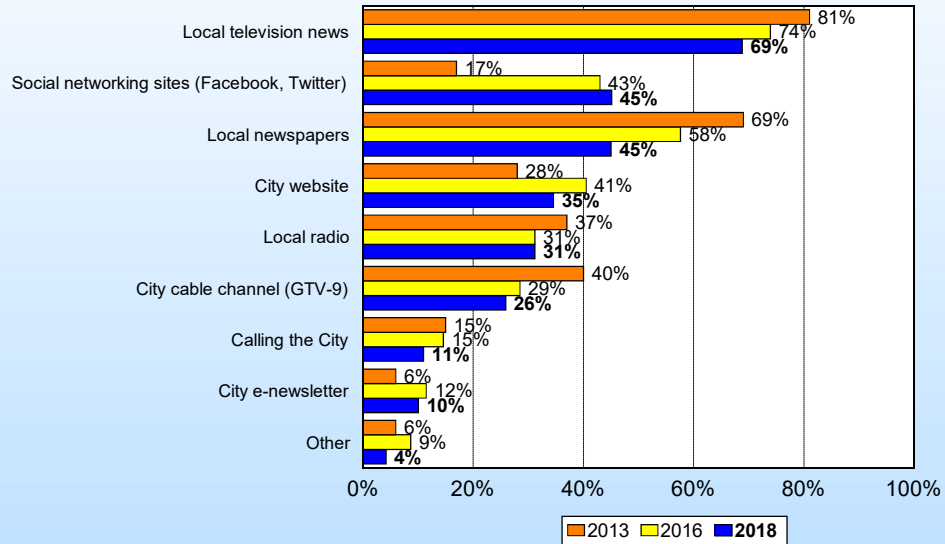
Q11. Ways Residents Currently Get Information About the City of Greenville

by percentage of respondents (multiple choices could be made)



TRENDS: Ways Residents Currently Get Information About the City of Greenville - 2013 to 2018

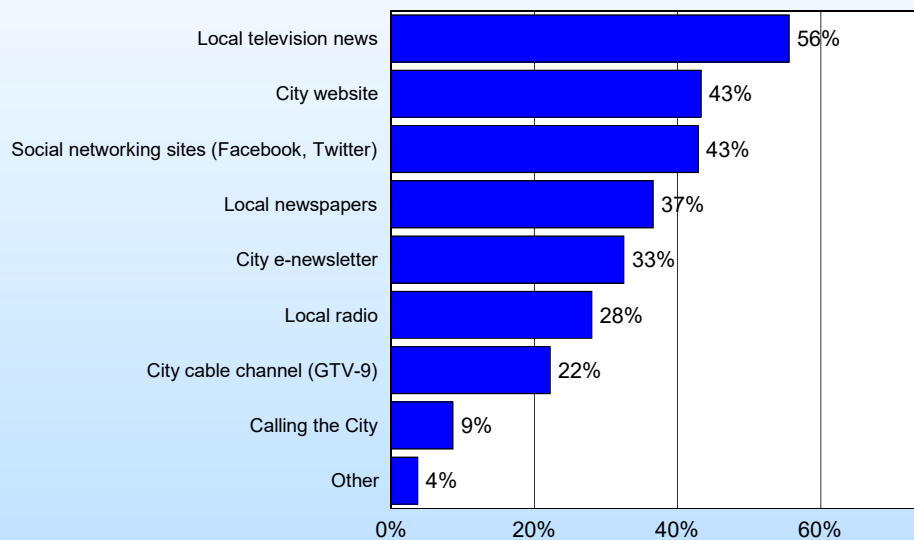
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

Q12. Ways Residents Prefer to Get Information About the City of Greenville

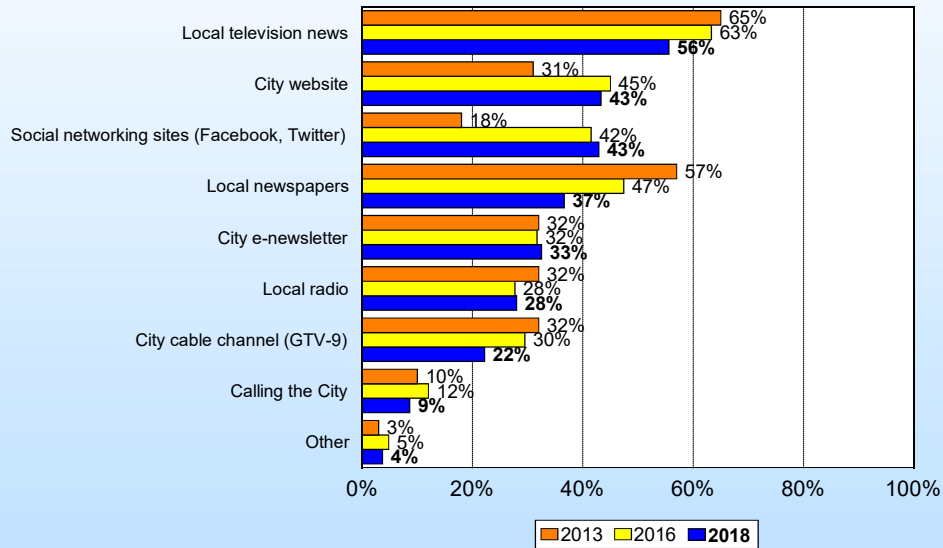
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Ways Residents Prefer to Get Information About the City of Greenville - 2013 to 2018

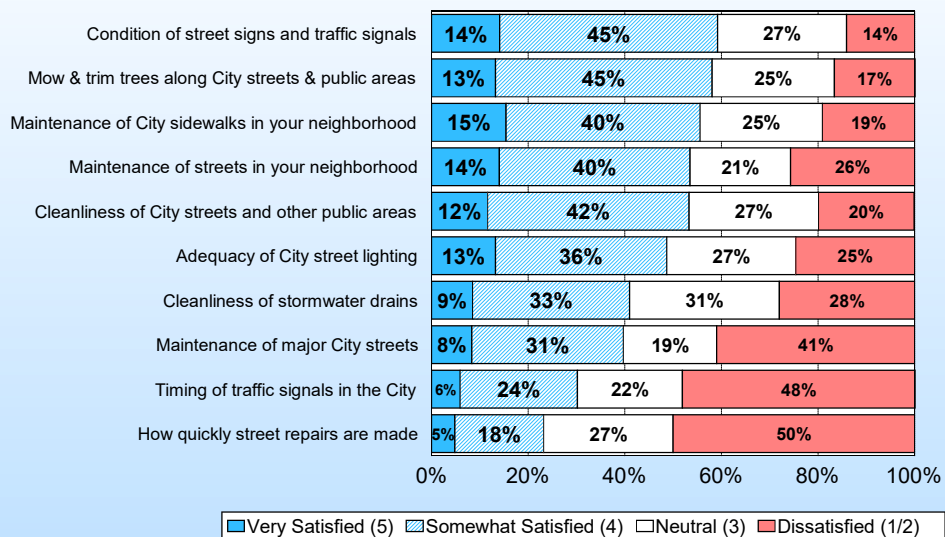
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

Q13. Satisfaction with Various Aspects of Street Maintenance

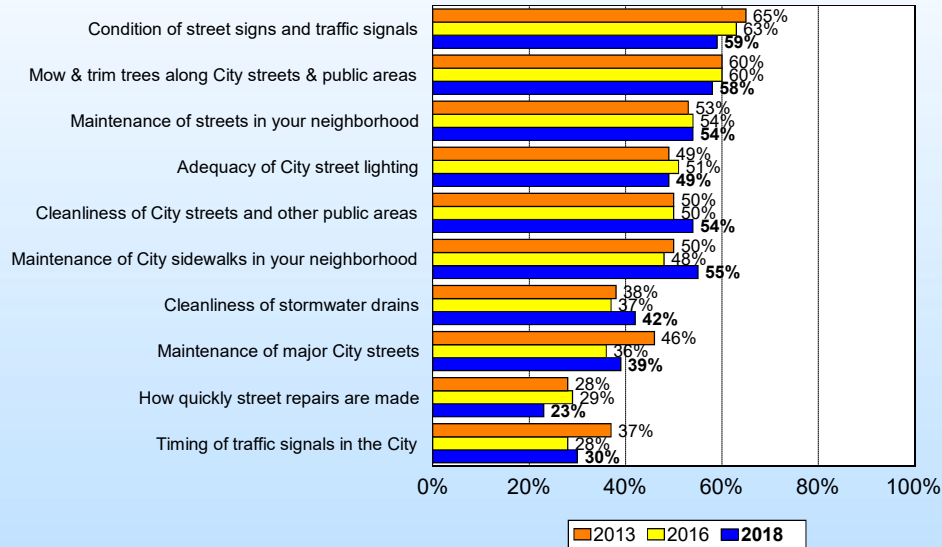
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Satisfaction with Various Aspects of Street Maintenance - 2013 to 2018

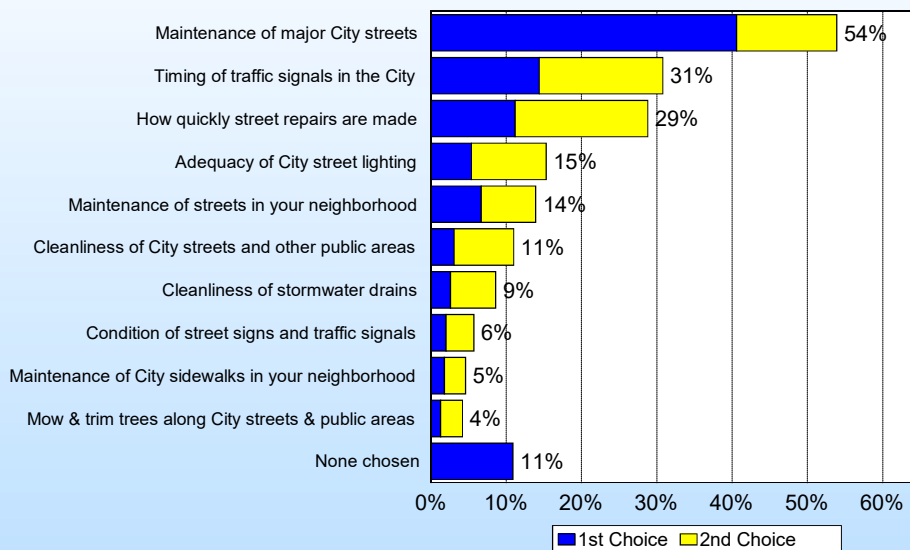
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q14. Aspects of Street Maintenance That Are Most Important for the City to Provide

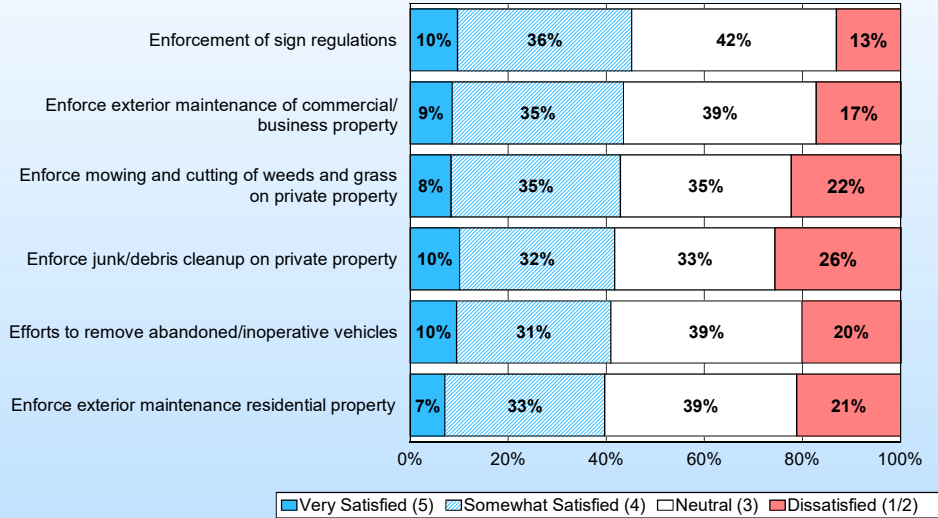
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (City of Greenville - 2018)

Q15. Satisfaction with Various Aspects of City Code Enforcement

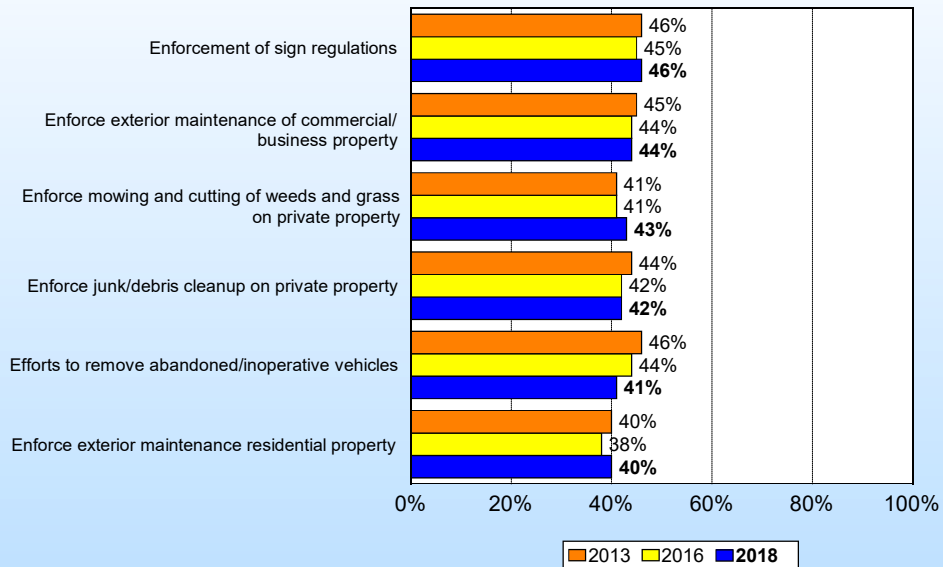
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Satisfaction with Various Aspects of City Code Enforcement - 2013 to 2018

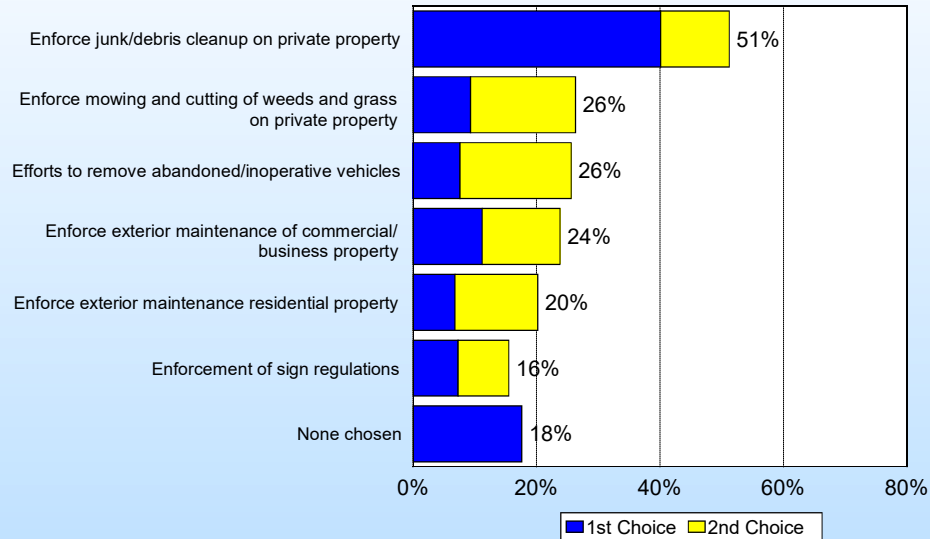
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q16. Aspects of Code Enforcement That Are Most Important for the City to Provide

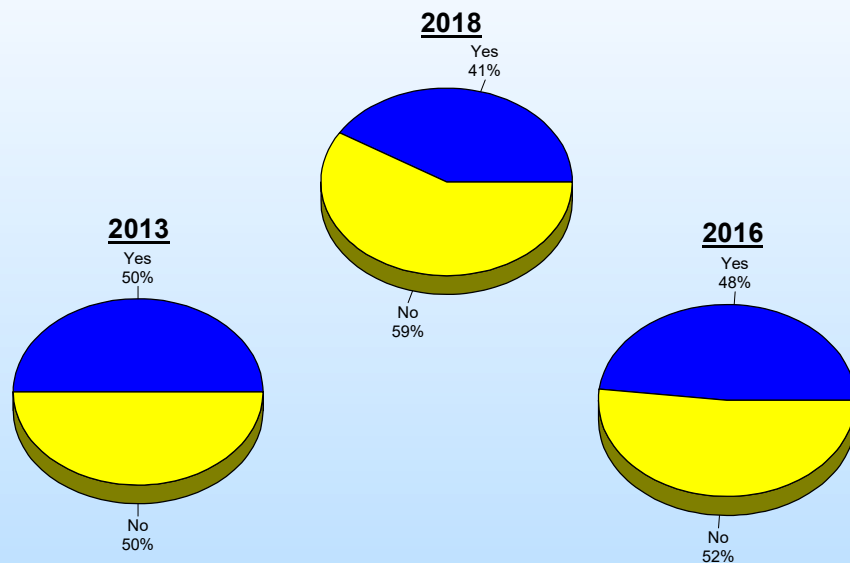
by percentage of respondents who selected the item as one of their top two choices



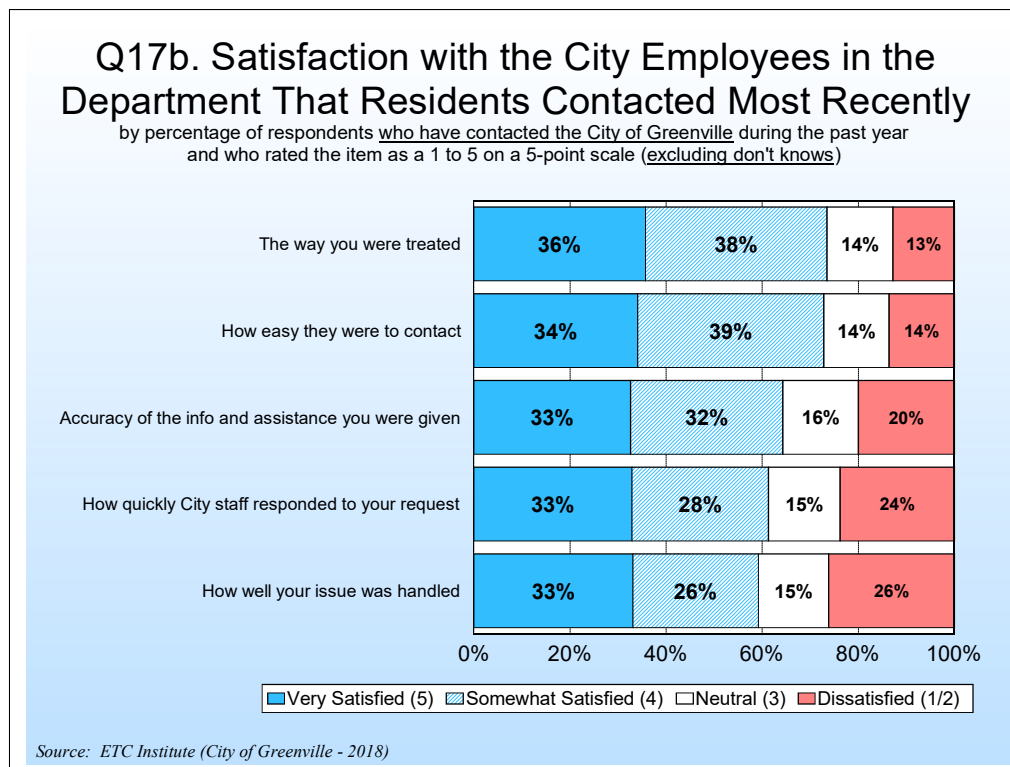
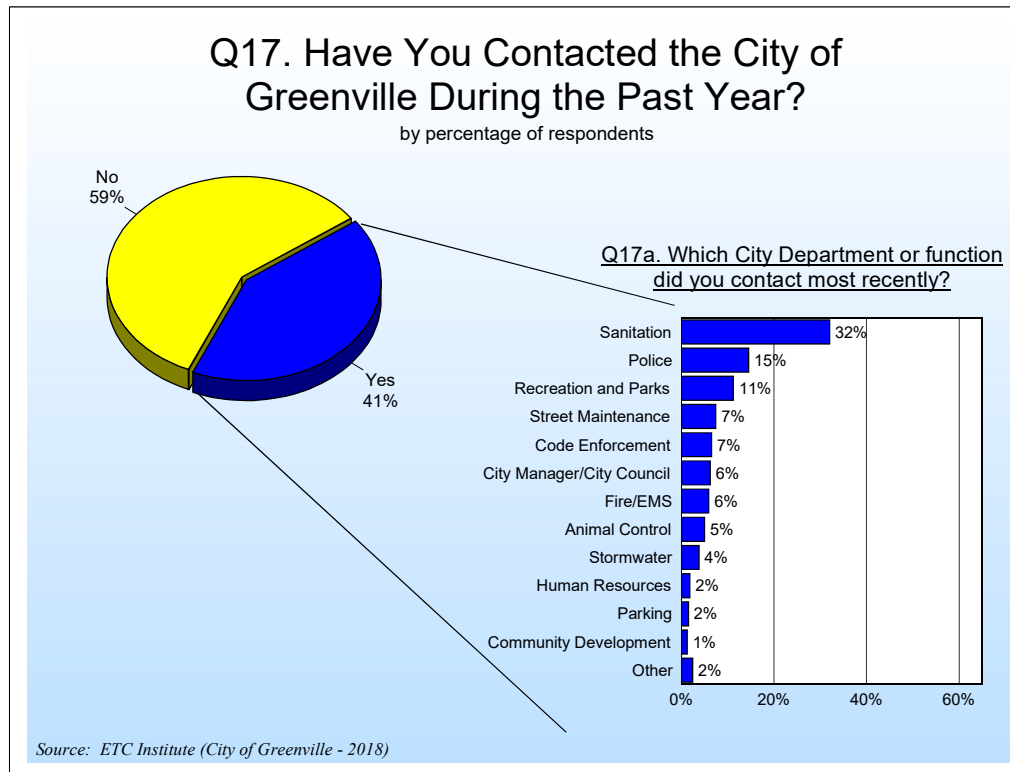
Source: ETC Institute (City of Greenville - 2018)

Q17. Have You Contacted the City of Greenville During the Past Year?

by percentage of respondents

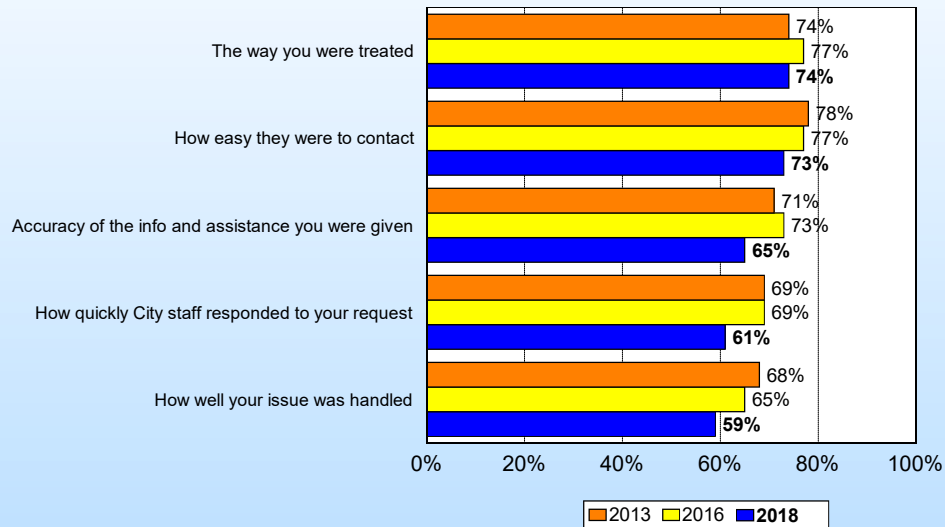


Source: ETC Institute (City of Greenville - 2018)



TRENDS: Satisfaction with the City Employees in the Department That Residents Contacted Most Recently 2013 to 2018

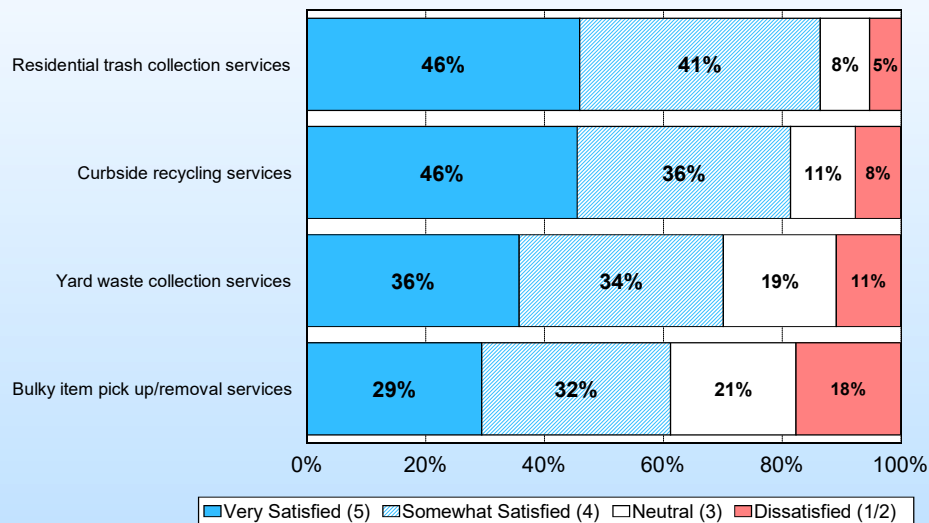
by percentage of respondents who have contacted the City of Greenville during the past year and who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q18. Satisfaction with Various Aspects of Sanitation Services

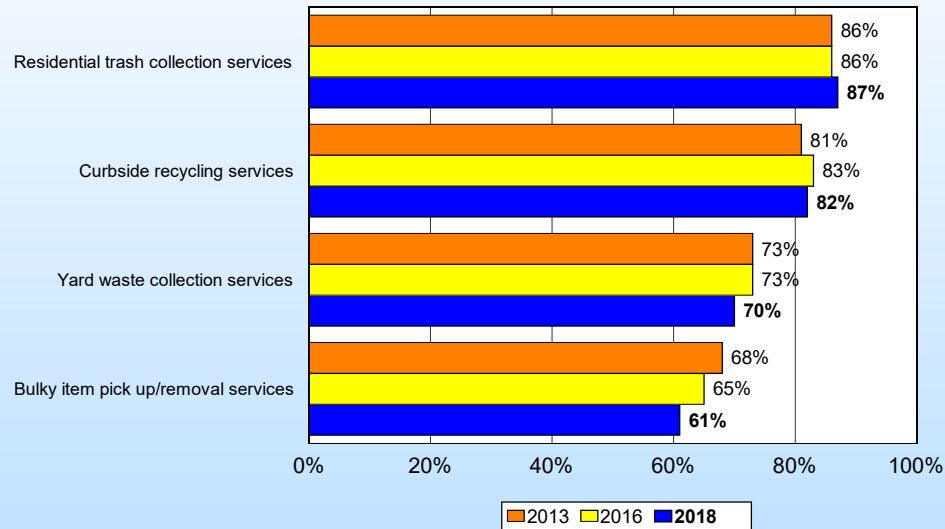
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Satisfaction with Various Aspects of City Public Services - 2013 to 2018

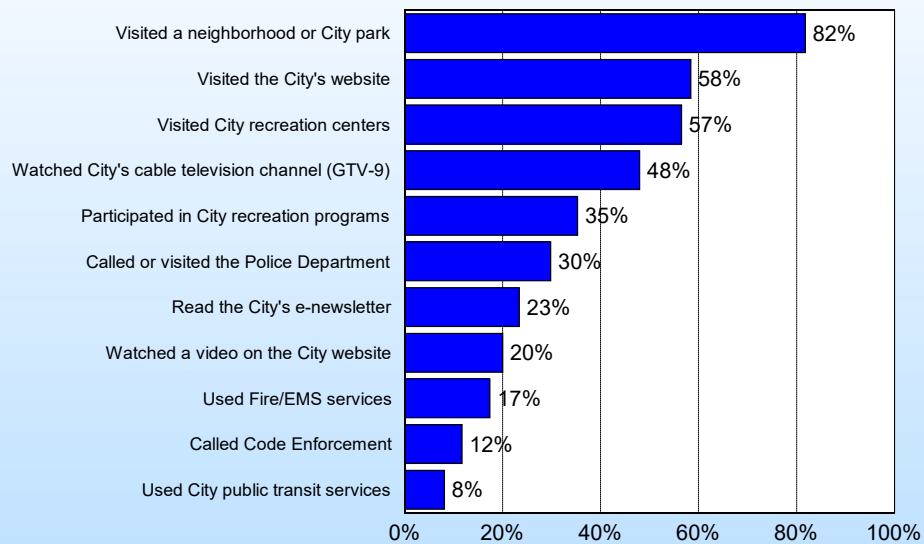
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q19. City Services That Residents Have Used During the Past 12 Months

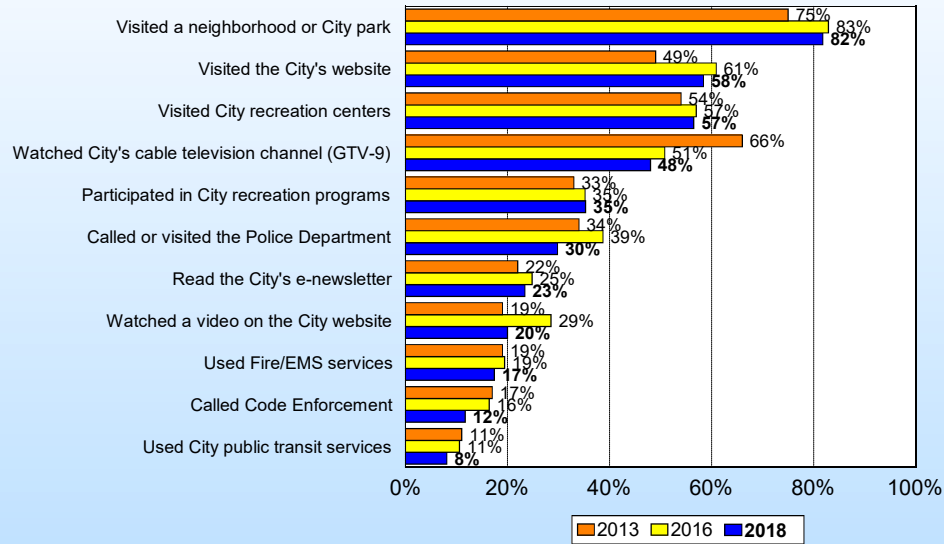
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: City Services That Residents Have Used During the Past 12 Months - 2013 to 2018

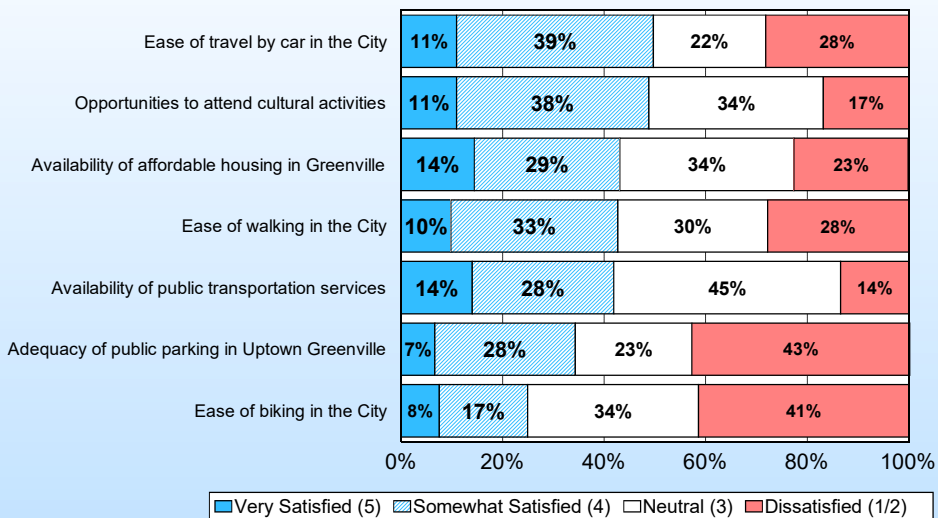
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

Q20. Satisfaction with Various Aspects of Transportation and Other Issues

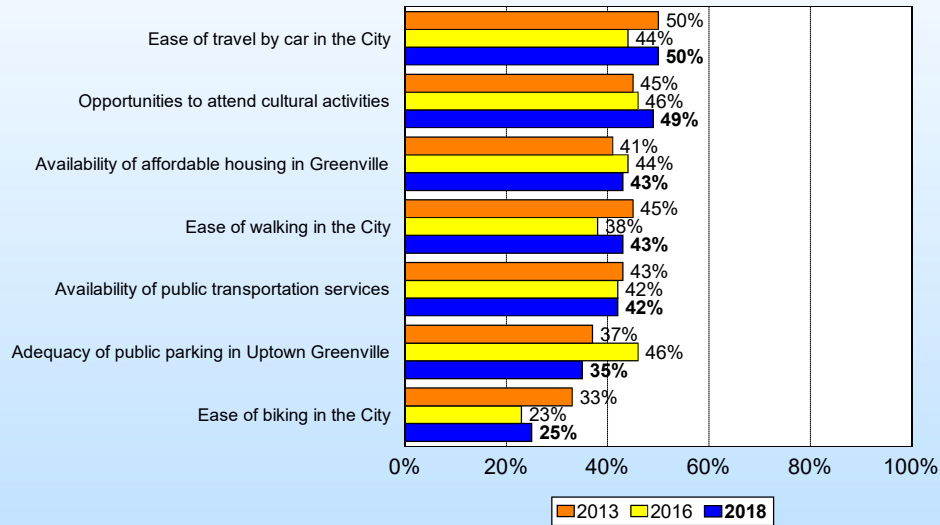
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Satisfaction with Various Aspects of Transportation and Other Issues - 2013 to 2018

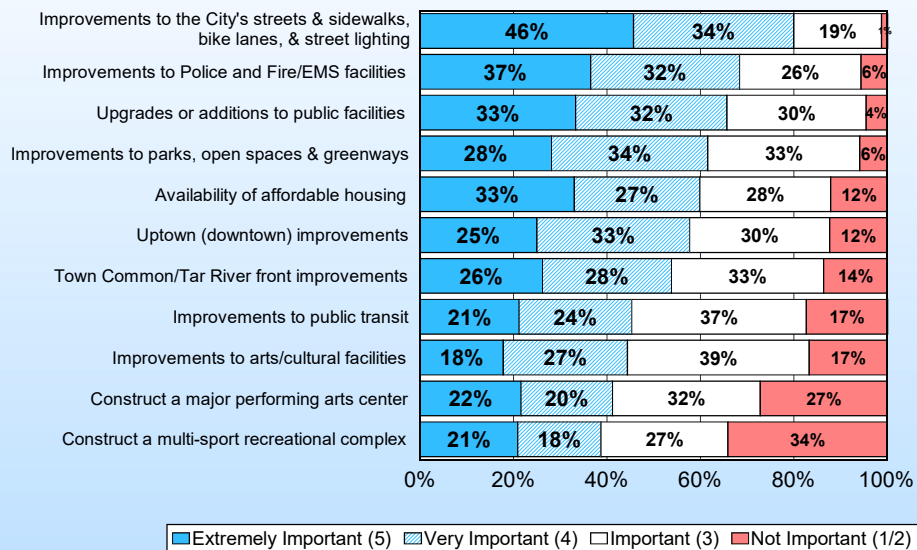
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q21. Importance of the City Continuing to Invest in Various Projects

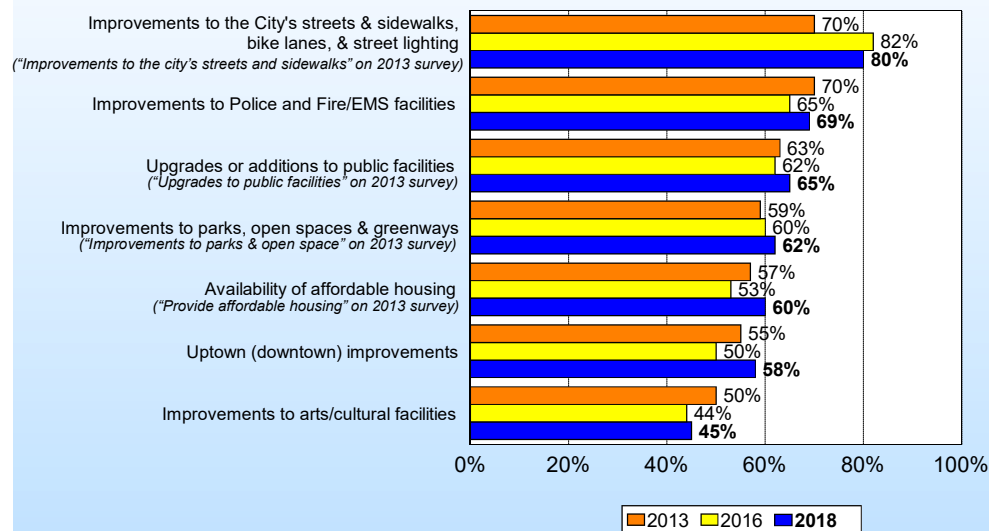
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Importance of the City Continuing to Invest in Various Projects - 2013 to 2018

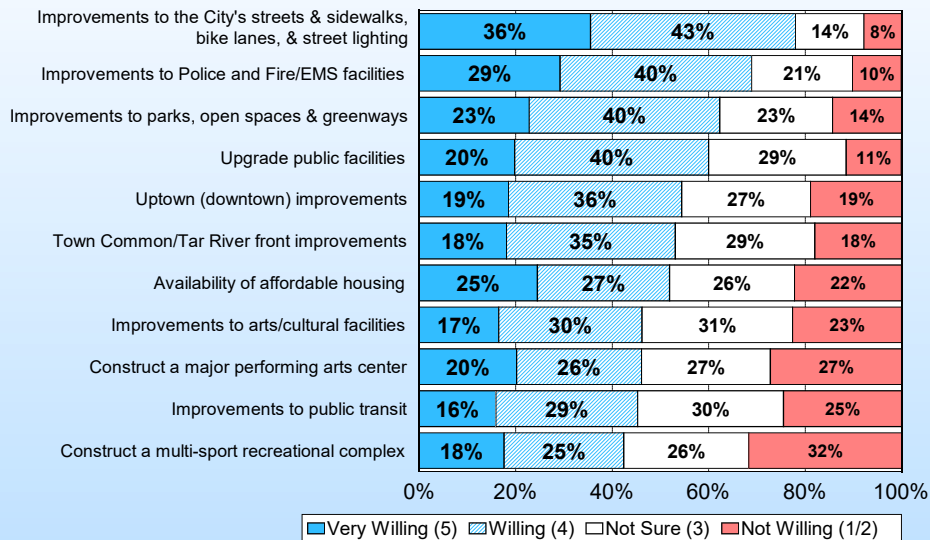
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q22. Willingness to Support a Bond Referendum or Additional Funding for Various Reasons

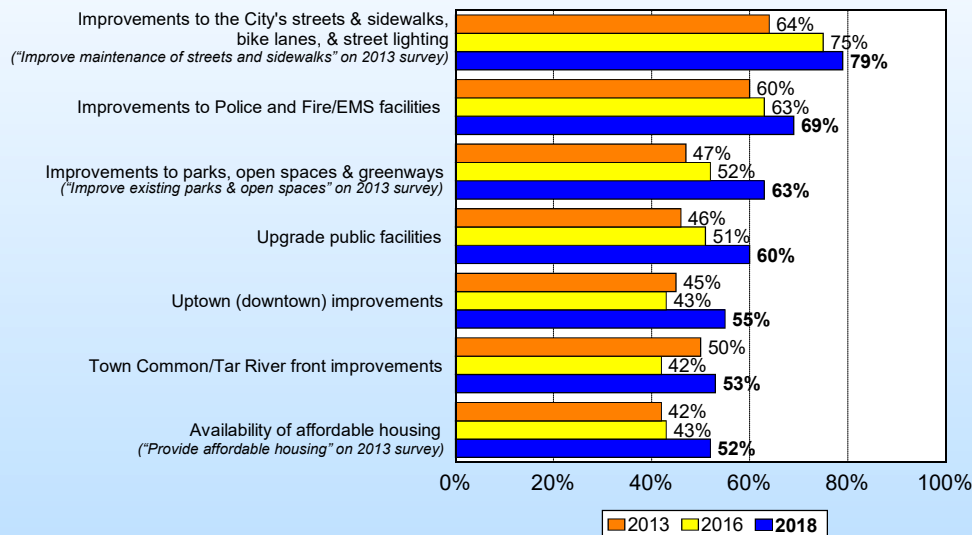
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

TRENDS: Willingness to Support a Bond Referendum or Additional Funding for Various Reasons 2013 to 2018

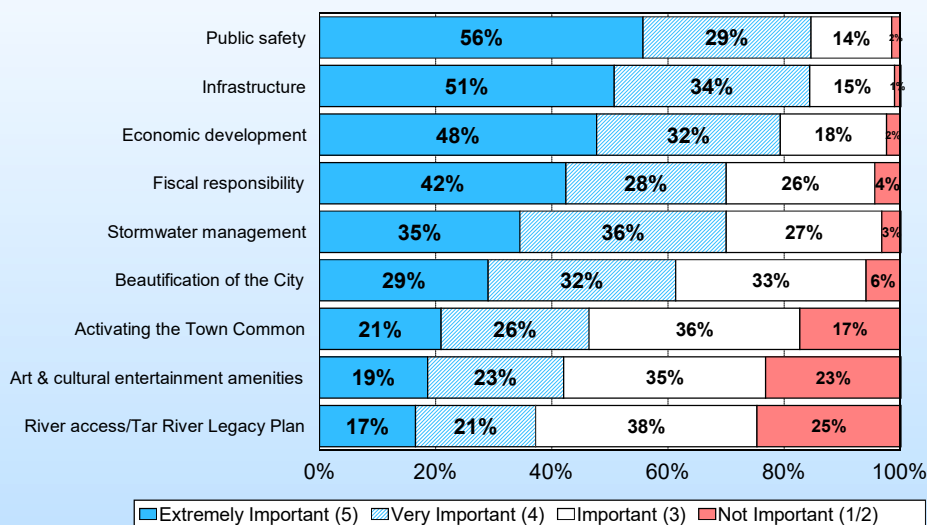
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q23. Importance of Various Focus Areas for the City of Greenville

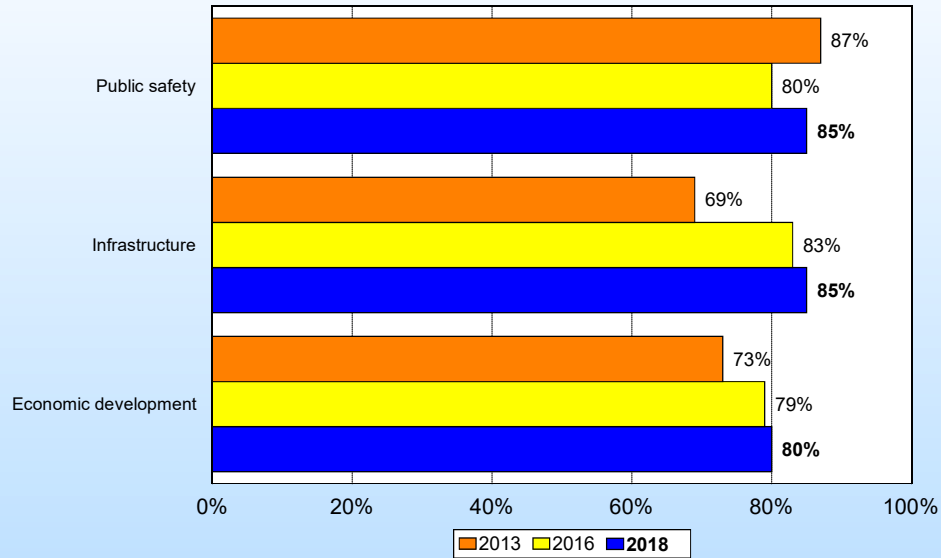
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

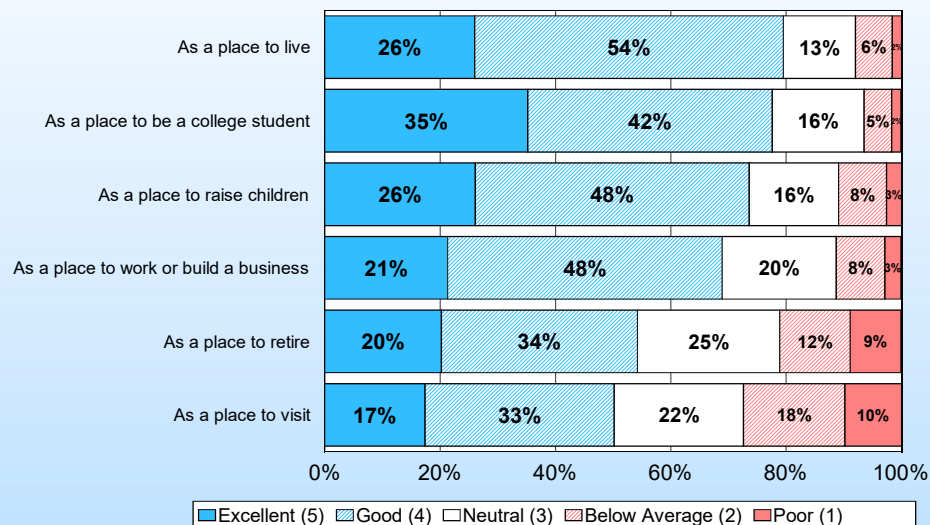
TRENDS: Importance of Various Focus Areas for the City of Greenville - 2013 to 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



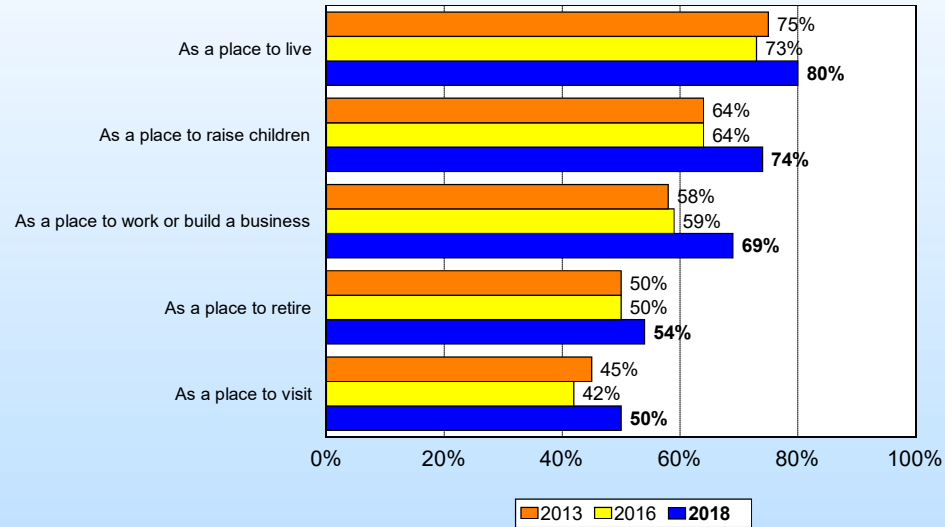
Q24. How Respondents Rate the City of Greenville as a Place to Live, Work and Raise Children

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



TRENDS: How Respondents Rate the City of Greenville as a Place to Live, Work and Raise Children 2013 to 2018

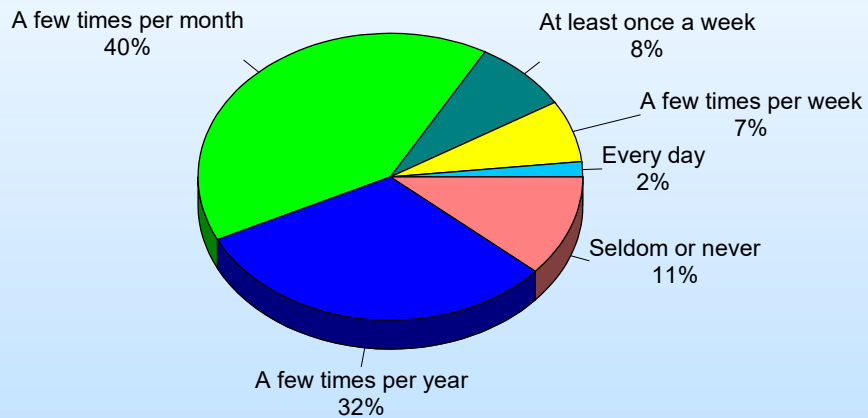
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

Q25. How Often Residents Typically Go Outside of Greenville for Entertainment or Recreation

by percentage of respondents (excluding "not provided")



Source: ETC Institute (City of Greenville - 2018)

Q26. Demographics: Number of Years Lived in the City of Greenville

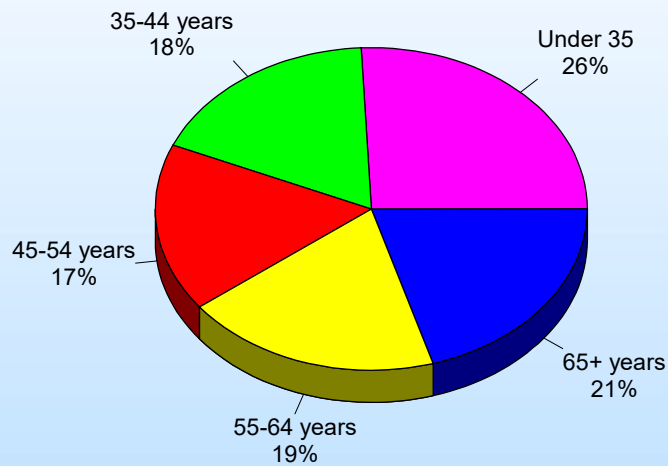
by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

Q27. Demographics: Age of Respondent

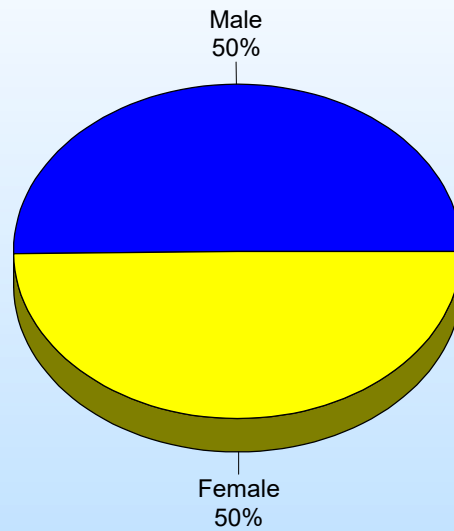
by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

Q28. Demographics: Gender

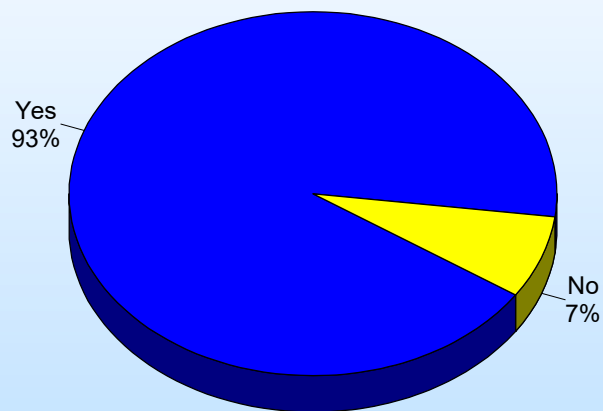
by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

Q29. Demographics: Have you visited Uptown Greenville (downtown) during the past year?

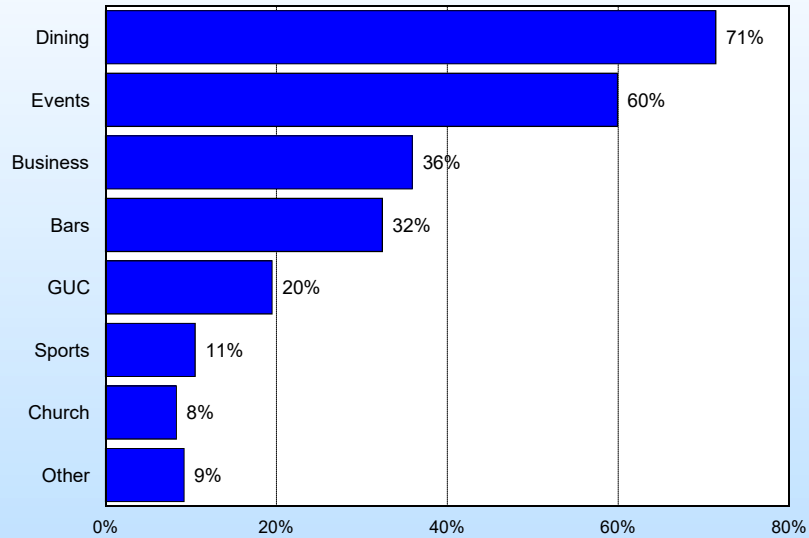
by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

Q29a. Demographics: Why Respondents Visited Uptown Greenville

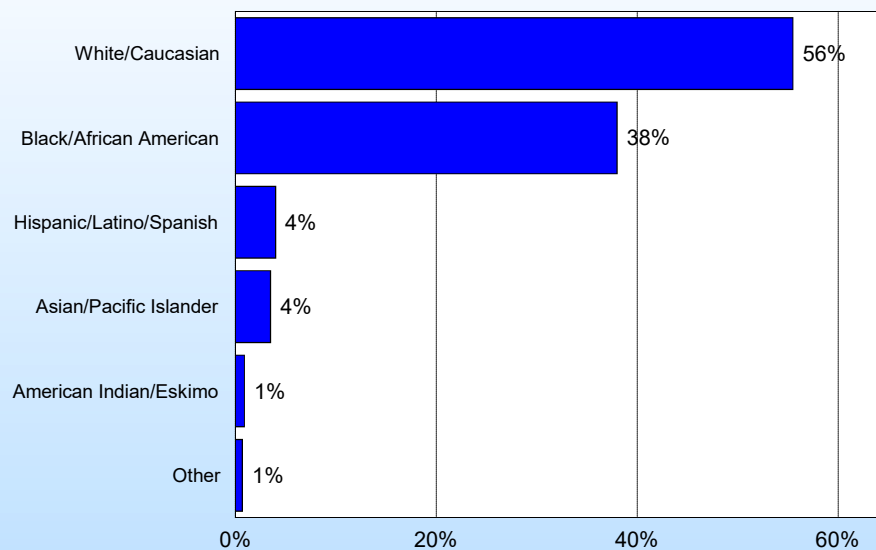
by percentage of respondents who visited Uptown Greenville during the past year
(multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

Q30. Demographics: Race/Ethnicity

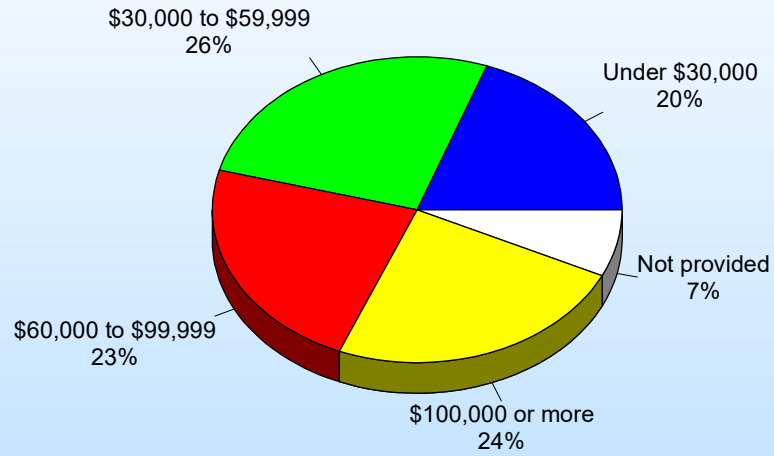
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

Q31. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

Section 3: *Importance-Satisfaction Analysis*

Importance-Satisfaction Analysis

City of Greenville, North Carolina

Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. 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 (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 citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought were the most important to provide. Approximately forty-one percent (40.7%) ranked "overall management of traffic flow on City streets" as one of the most important City services to provide.

With regard to satisfaction, "overall management of traffic flow on City streets" was ranked tenth overall, with 26% rating it as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for "overall 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, 40.7% was multiplied by 74% (1-0.26). This calculation yielded an I-S rating of **0.3012**, which was ranked first out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

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 Greenville are provided on the following pages.

Importance-Satisfaction Rating

City of Greenville, NC

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall management of traffic flow on City streets	41%	3	26%	10	0.3012	1
Overall maintenance of City streets and sidewalks	40%	4	38%	9	0.2449	2
Overall quality of Police services	64%	1	68%	5	0.2058	3
<u>Medium Priority (IS <.10)</u>						
Management by City of stormwater runoff/drainage	15%	7	44%	8	0.0840	4
Overall quality of Fire/EMS services	43%	2	82%	1	0.0765	5
Effectiveness of communication with the public	14%	8	59%	6	0.0582	6
Quality of City rec & parks programs & facilities	18%	6	70%	4	0.0525	7
Overall efforts to enforce codes and ordinances	10%	9	52%	7	0.0499	8
Quality of trash, recycling, yard waste collection	21%	5	78%	2	0.0458	9
Quality of customer service provided by the City	10%	10	72%	3	0.0277	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" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Greenville, NC

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City efforts to prevent crime	52%	1	56%	7	0.2306	1
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	35%	2	58%	6	0.1453	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	16%	5	49%	8	0.0821	3
Frequency that police patrol your neighborhood	13%	6	38%	10	0.0794	4
Police officers' attitudes & behavior	17%	4	63%	4	0.0629	5
Community policing	10%	8	42%	9	0.0563	6
Effectiveness of Police personnel	11%	7	60%	5	0.0440	7
Provision of EMS services	19%	3	79%	1	0.0403	8
City efforts to prevent fires	4%	9	67%	2	0.0132	9
Enforcement of fire codes	3%	10	65%	3	0.0088	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Greenville, NC

Recreation and Parks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Walking / biking trails in the City	33%	2	61%	2	0.1283	1
Maintenance and appearance of existing City parks	44%	1	76%	1	0.1061	2
<u>Medium Priority (IS <.10)</u>						
Variety of recreation programs and classes offered	20%	3	55%	3	0.0909	3
Number of City parks	20%	4	54%	4	0.0906	4
Quality of City recreation programs and classes	18%	5	54%	5	0.0810	5
City recreation centers	13%	6	52%	7	0.0629	6
Quality of outdoor athletic facilities	13%	7	53%	6	0.0616	7
City swimming pools	8%	8	39%	8	0.0488	8
City golf course	3%	9	31%	9	0.0214	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Greenville, NC

Street Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major City streets	54%	1	39%	8	0.3288	1
How quickly street repairs are made	29%	3	23%	10	0.2218	2
Timing of traffic signals in the City	31%	2	30%	9	0.2156	3
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	15%	4	49%	6	0.0780	4
Maintenance of streets in your neighborhood	14%	5	54%	4	0.0639	5
Cleanliness of City streets and other public areas	11%	6	54%	5	0.0506	6
Cleanliness of stormwater drains	9%	7	42%	7	0.0499	7
Condition of street signs and traffic signals	6%	8	59%	1	0.0234	8
Maintenance of City sidewalks in your neighborhood	5%	9	55%	3	0.0207	9
Mow & trim trees along City streets & public areas	4%	10	58%	2	0.0176	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Greenville, NC

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Enforce junk/debris cleanup on private property	51%	1	42%	4	0.2970	1
<u>High Priority (IS .10-.20)</u>						
Efforts to remove abandoned/inoperative vehicles	26%	3	41%	5	0.1510	2
Enforce mowing and cutting of weeds and grass on private property	26%	2	43%	3	0.1499	3
Enforce exterior maintenance of commercial/business property	24%	4	44%	2	0.1333	4
Enforce exterior maintenance residential property	20%	5	40%	6	0.1212	5
<u>Medium Priority (IS < .10)</u>						
Enforcement of sign regulations	16%	6	46%	1	0.0837	6

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

Most Important %:

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

Satisfaction %:

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

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Section 4: *Benchmarking Analysis*

DirectionFinder® Survey

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 210 cities and counties in 45 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2018 to a random sample of over 4,000 residents in the continental United States, and (2) a regional survey that was administered to a random sample of 371 residents in the Atlantic region of the United States during the summer of 2018. The states included in the Atlantic region are: North Carolina, Virginia, Delaware, Maryland, the District of Columbia, and New Jersey.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Southeast Average” shown in the charts reflects the results of the regional survey of 371 residents in the Atlantic Region.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Ames, IA (Iowa State)
- Auburn, AL (Auburn University)
- Austin, TX (University of Texas)
- Charlottesville, VA (University of VA)
- Columbia, MO (University of Missouri)
- Des Moines, IA (Drake University)
- Durham, NC (Duke)
- Iowa City, IA (University of Iowa)
- Lawrence, KS (University of Kansas)
- Lubbock, TX (Texas Tech)
- Manhattan, KS (Kansas State University)
- Norman, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, FL
- Tempe, AZ (Arizona State University)
- Tucson, AZ (University of Arizona)
- West Des Moines, IA
- Yuma, AZ

Interpreting the Performance Range Charts

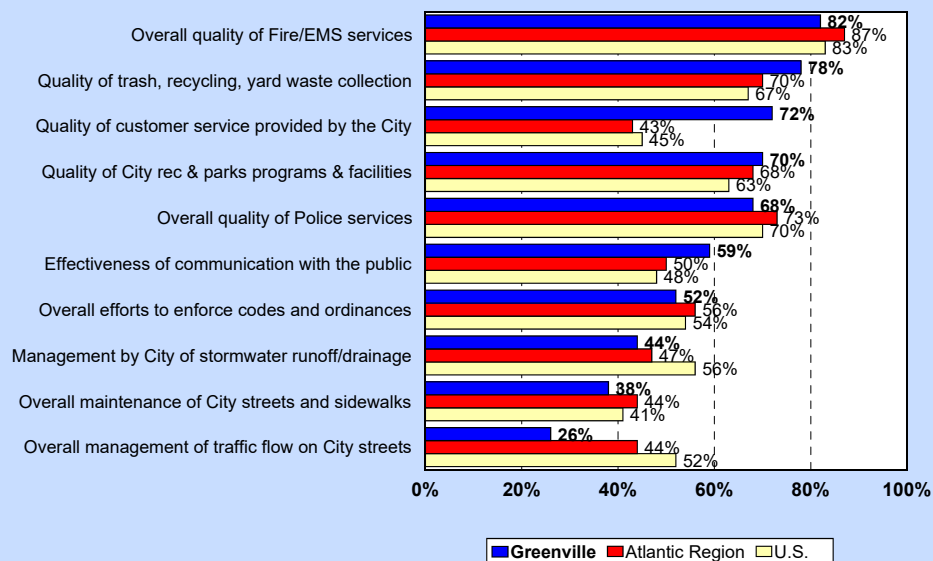
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction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

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 Greenville, North Carolina is not authorized without written consent from ETC Institute.

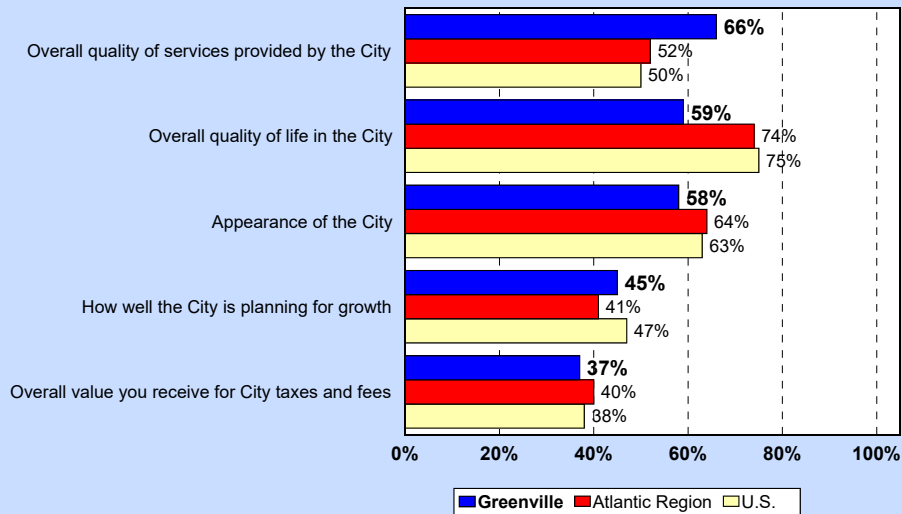
Overall Satisfaction with Various City Services Greenville vs. Atlantic Region vs. the U.S.

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



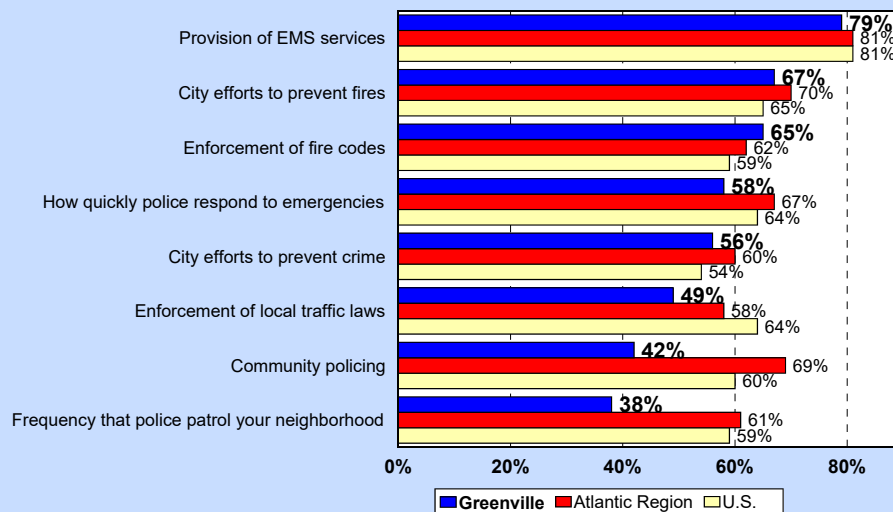
Satisfaction with Issues that Influence Perceptions of the City Greenville vs. Atlantic Region vs. the U.S.

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



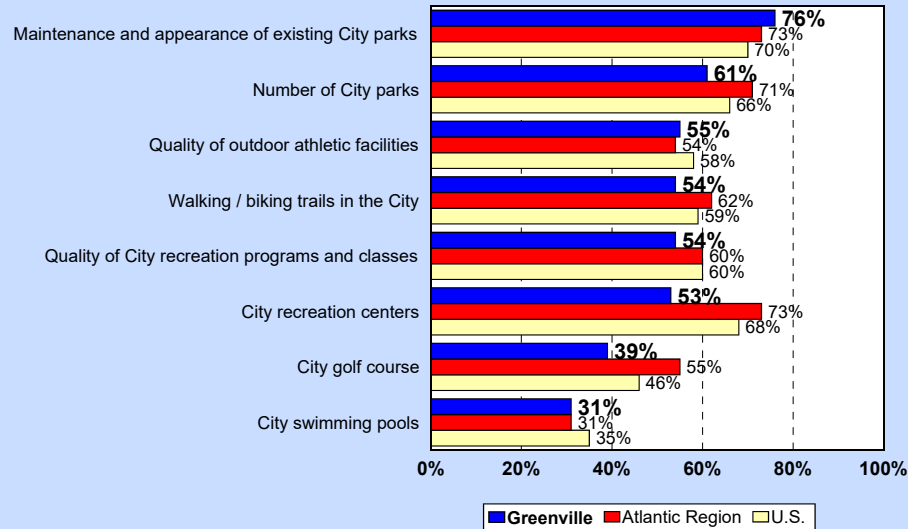
Overall Satisfaction with Public Safety Greenville vs. Atlantic Region vs. the U.S.

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



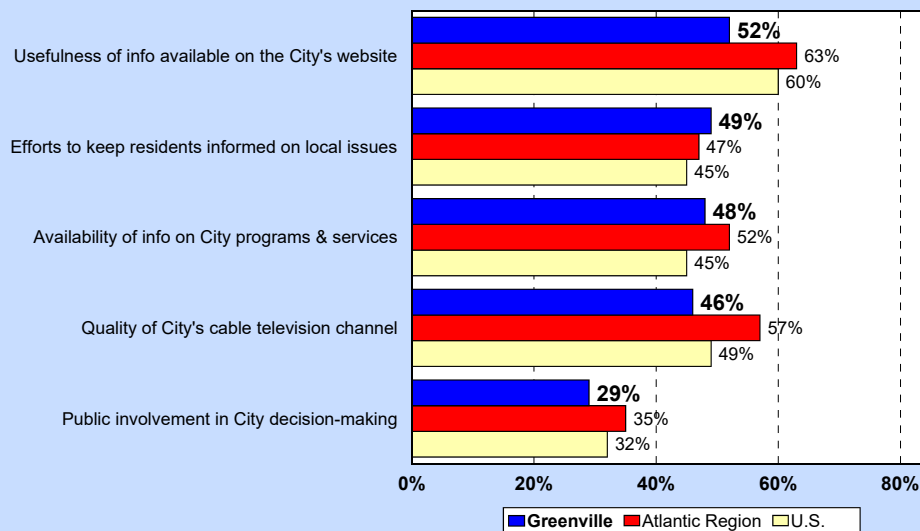
Overall Satisfaction with Recreation and Parks Greenville vs. Atlantic Region vs. the U.S.

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



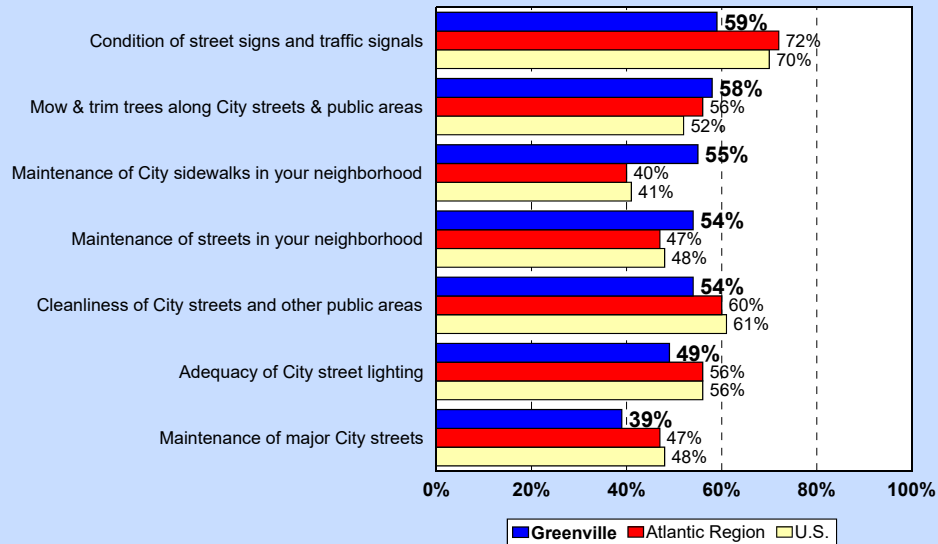
Overall Satisfaction with Communication Greenville vs. Atlantic Region vs. the U.S.

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



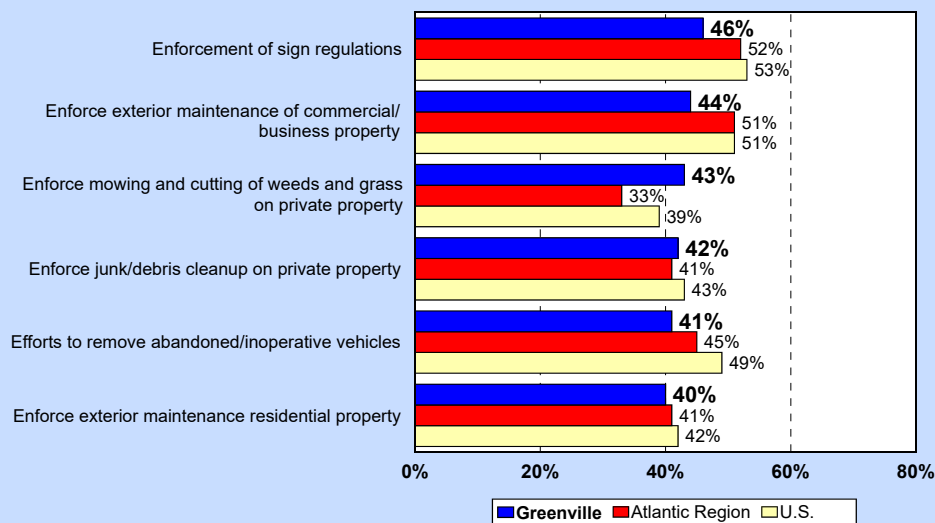
Overall Satisfaction with Street Maintenance Greenville vs. Atlantic Region vs. the U.S.

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



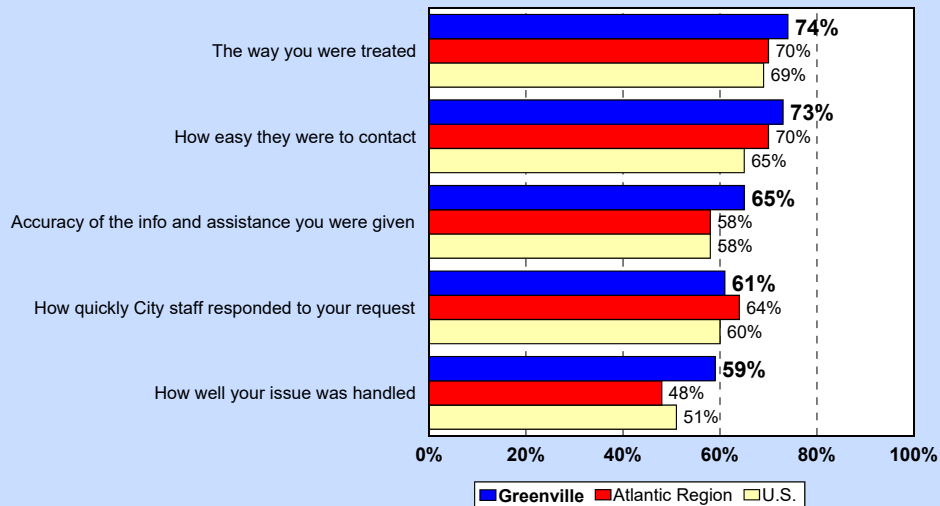
Overall Satisfaction with Code Enforcement Greenville vs. Atlantic Region vs. the U.S.

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



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

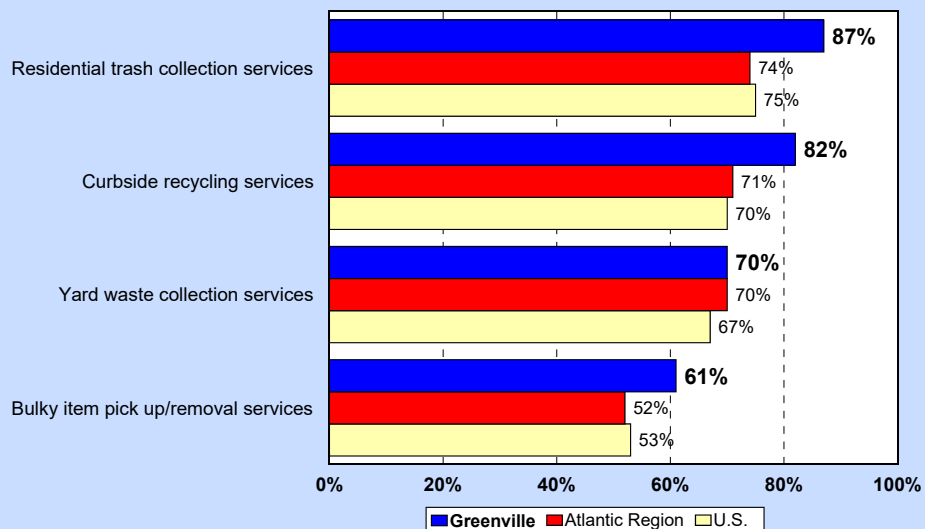
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Overall Satisfaction with Utility Services Greenville vs. Atlantic Region vs. the U.S.

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

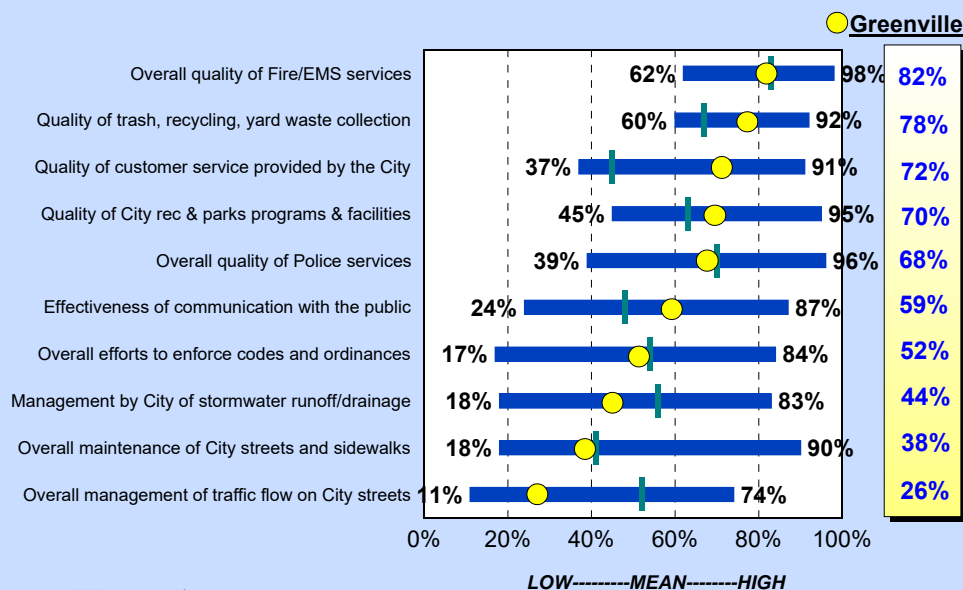


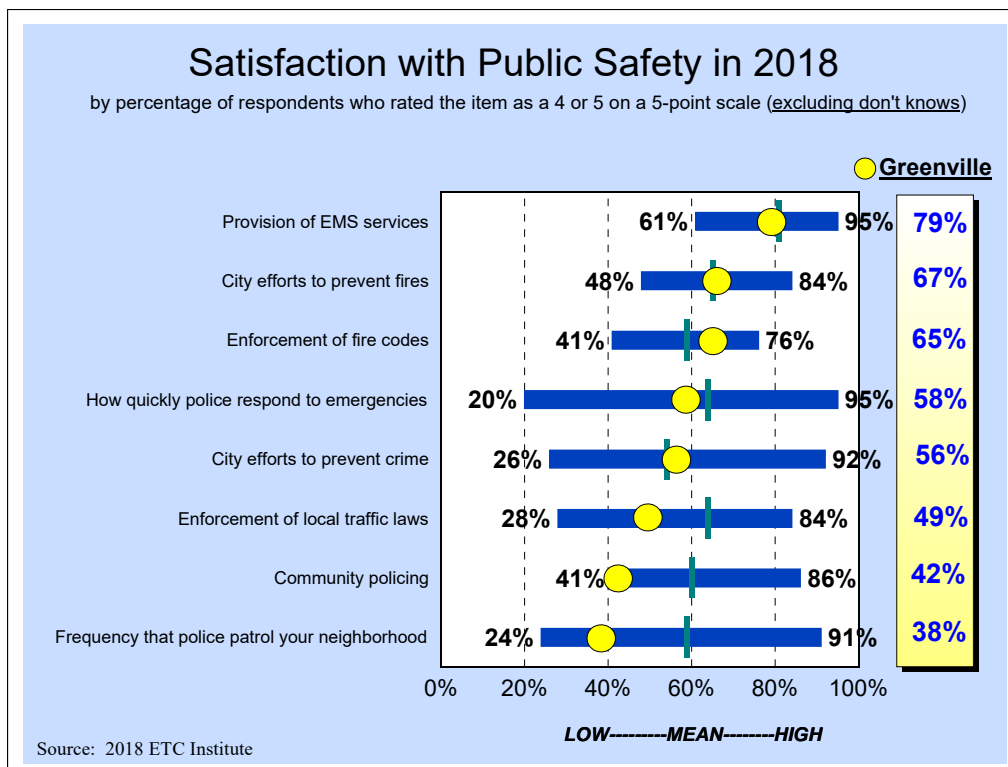
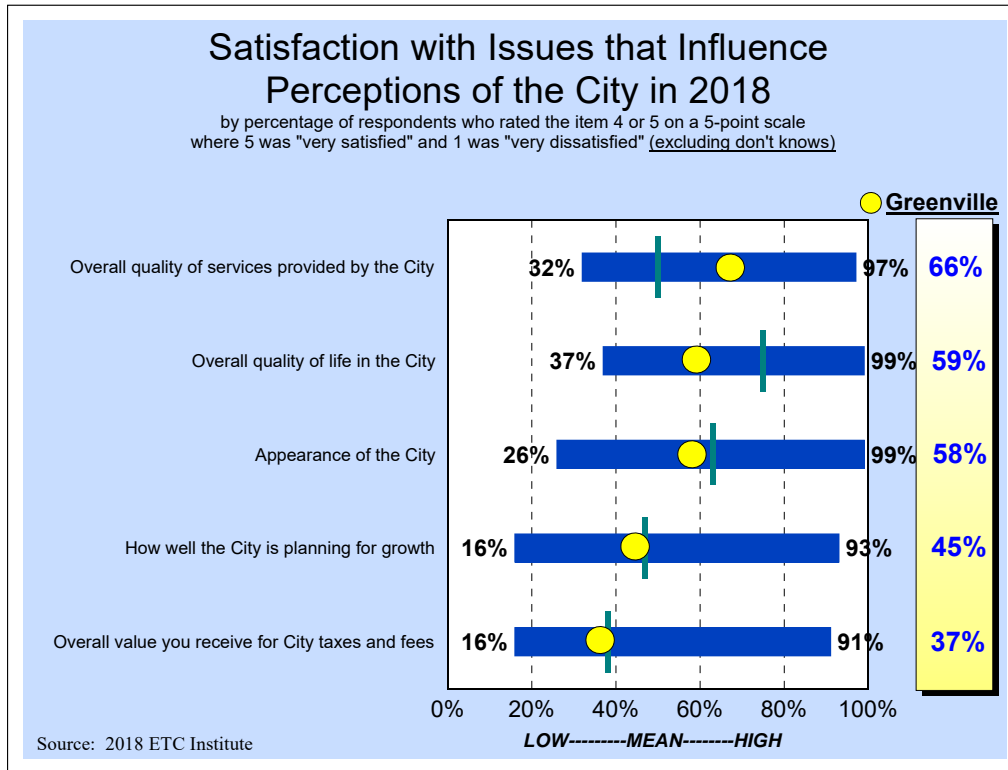
Source: 2018 ETC Institute

Performance Ranges

Overall Satisfaction with Various City Services in 2018

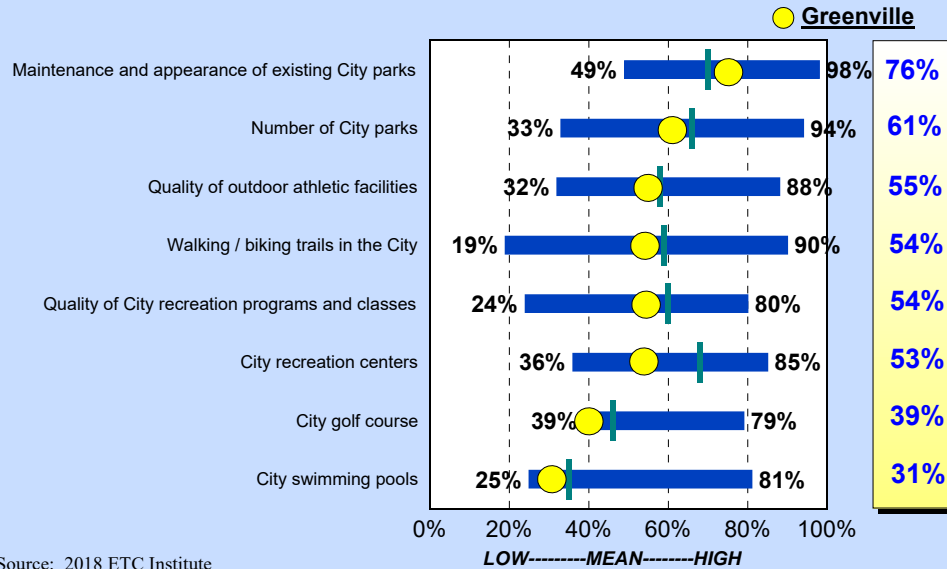
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





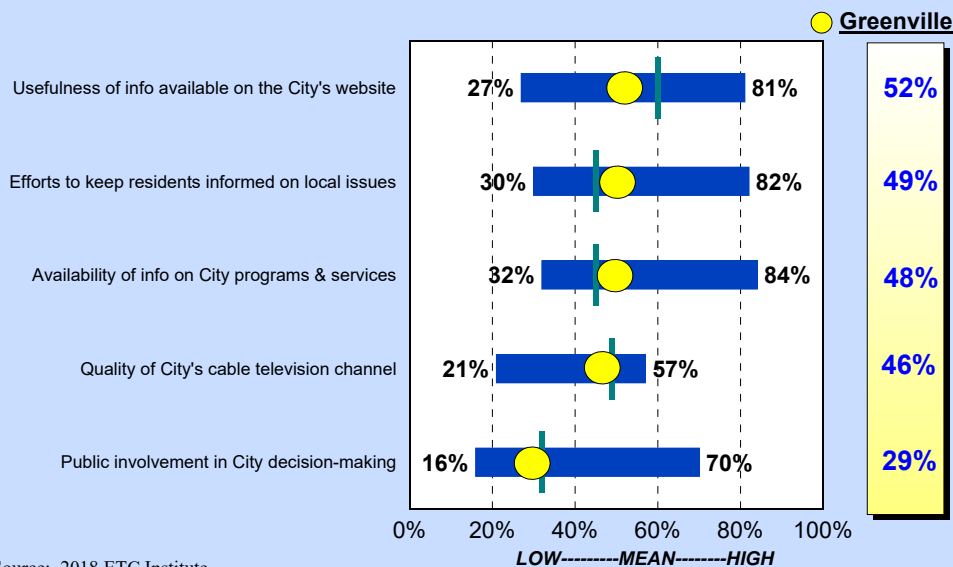
Overall Satisfaction with Recreation and Parks in 2018

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)



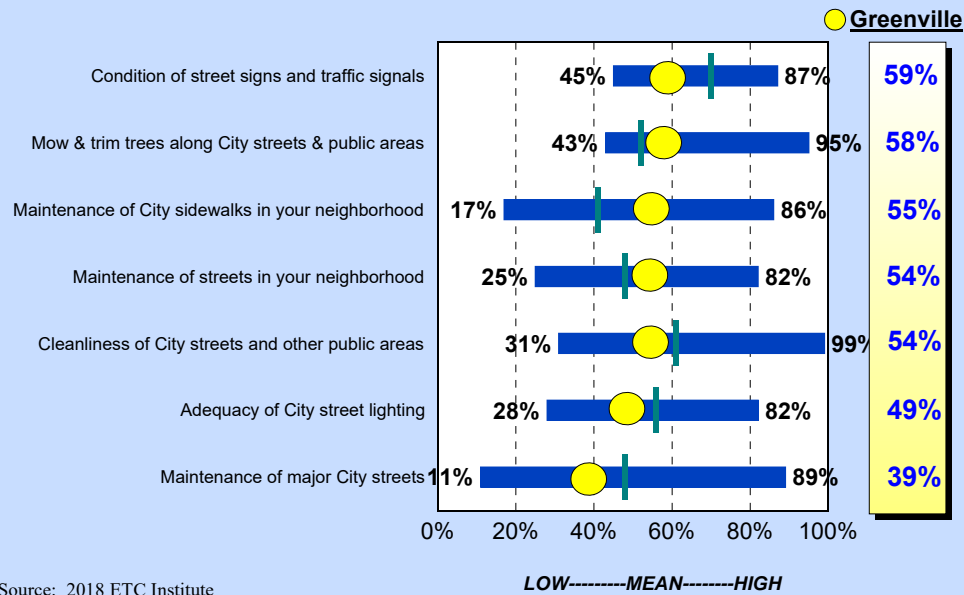
Overall Satisfaction with Communication in 2018

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)



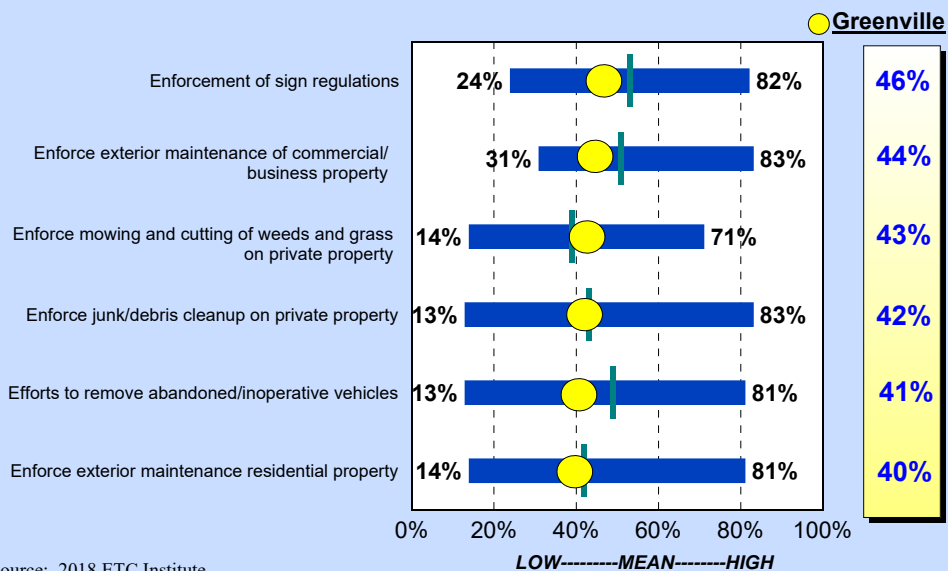
Overall Satisfaction with Street Maintenance in 2018

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)



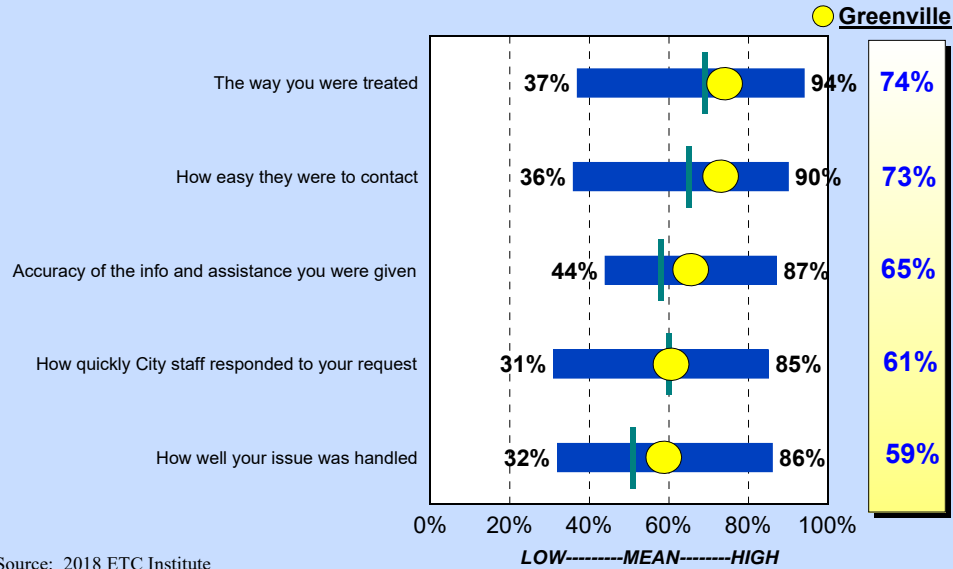
Overall Satisfaction with Code Enforcement in 2018

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)



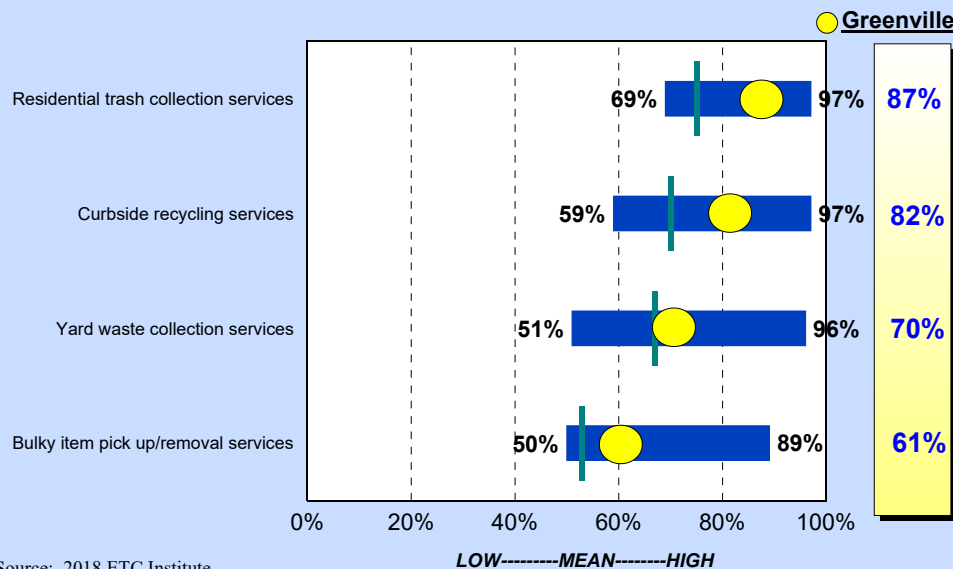
Overall Satisfaction with Customer Service in 2018

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 Utilities in 2018

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)



Section 5: *Tabular Data*

Q1. Major Categories of Service. Please rate each of the following major categories of service provided by the City of Greenville using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q1-1. Overall quality of customer service provided by City employees	18.2%	43.9%	20.7%	2.9%	0.7%	13.6%
Q1-2. Overall quality of City's Recreation & Parks programs & facilities	21.6%	40.5%	18.8%	7.1%	0.7%	11.2%
Q1-3. Overall maintenance of City streets & sidewalks	8.8%	29.0%	22.0%	25.7%	13.9%	0.6%
Q1-4. Overall quality of Fire/EMS services	32.0%	37.0%	13.4%	1.3%	0.4%	15.8%
Q1-5. Overall efforts by City to enforce codes & ordinances	13.2%	30.2%	27.4%	9.0%	3.8%	16.4%
Q1-6. Overall quality of Police services	22.2%	40.0%	21.4%	4.3%	3.5%	8.6%
Q1-7. Overall effectiveness of City communication with the public	15.4%	40.5%	27.6%	8.2%	2.6%	5.7%
Q1-8. Overall management of traffic flow on City streets	5.1%	20.2%	24.0%	27.0%	21.5%	2.2%
Q1-9. Overall management of stormwater runoff/drainage by City	10.0%	31.4%	25.2%	16.6%	12.3%	4.4%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	35.7%	41.7%	12.3%	5.7%	3.1%	1.5%

WITHOUT DON'T KNOW

Q1. Major Categories of Service. Please rate each of the following major categories of service provided by the City of Greenville using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of customer service provided by City employees	21.1%	50.8%	23.9%	3.4%	0.8%
Q1-2. Overall quality of City's Recreation & Parks programs & facilities	24.4%	45.6%	21.2%	8.0%	0.8%
Q1-3. Overall maintenance of City streets & sidewalks	8.9%	29.2%	22.1%	25.8%	14.0%
Q1-4. Overall quality of Fire/EMS services	38.0%	44.0%	16.0%	1.6%	0.4%
Q1-5. Overall efforts by City to enforce codes & ordinances	15.8%	36.1%	32.7%	10.8%	4.5%
Q1-6. Overall quality of Police services	24.3%	43.7%	23.4%	4.7%	3.9%
Q1-7. Overall effectiveness of City communication with the public	16.3%	42.9%	29.3%	8.7%	2.7%
Q1-8. Overall management of traffic flow on City streets	5.3%	20.6%	24.5%	27.6%	22.0%
Q1-9. Overall management of stormwater runoff/drainage by City	10.5%	32.9%	26.3%	17.4%	12.9%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	36.2%	42.3%	12.5%	5.8%	3.1%

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

Q2. Top choice	Number	Percent
Overall quality of customer service provided by City employees	37	4.5 %
Overall quality of City's Recreation & Parks programs & facilities	25	3.1 %
Overall maintenance of City streets & sidewalks	123	15.0 %
Overall quality of Fire/EMS services	95	11.6 %
Overall efforts by City to enforce codes & ordinances	18	2.2 %
Overall quality of Police services	278	34.0 %
Overall effectiveness of City communication with the public	28	3.4 %
Overall management of traffic flow on City streets	96	11.7 %
Overall management of stormwater runoff/drainage by City	26	3.2 %
Overall quality of trash, recycling, & yard waste collection services	34	4.2 %
None chosen	58	7.1 %
Total	818	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

Q2. 2nd choice	Number	Percent
Overall quality of customer service provided by City employees	17	2.1 %
Overall quality of City's Recreation & Parks programs & facilities	45	5.5 %
Overall maintenance of City streets & sidewalks	78	9.5 %
Overall quality of Fire/EMS services	195	23.8 %
Overall efforts by City to enforce codes & ordinances	33	4.0 %
Overall quality of Police services	150	18.3 %
Overall effectiveness of City communication with the public	47	5.7 %
Overall management of traffic flow on City streets	117	14.3 %
Overall management of stormwater runoff/drainage by City	35	4.3 %
Overall quality of trash, recycling, & yard waste collection services	32	3.9 %
None chosen	69	8.4 %
Total	818	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

Q2. 3rd choice	Number	Percent
Overall quality of customer service provided by City employees	27	3.3 %
Overall quality of City's Recreation & Parks programs & facilities	73	8.9 %
Overall maintenance of City streets & sidewalks	123	15.0 %
Overall quality of Fire/EMS services	58	7.1 %
Overall efforts by City to enforce codes & ordinances	34	4.2 %
Overall quality of Police services	98	12.0 %
Overall effectiveness of City communication with the public	42	5.1 %
Overall management of traffic flow on City streets	120	14.7 %
Overall management of stormwater runoff/drainage by City	61	7.5 %
Overall quality of trash, recycling, & yard waste collection services	104	12.7 %
None chosen	78	9.5 %
Total	818	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 3)

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of customer service provided by City employees	81	9.9 %
Overall quality of City's Recreation & Parks programs & facilities	143	17.5 %
Overall maintenance of City streets & sidewalks	324	39.6 %
Overall quality of Fire/EMS services	348	42.5 %
Overall efforts by City to enforce codes & ordinances	85	10.4 %
Overall quality of Police services	526	64.3 %
Overall effectiveness of City communication with the public	117	14.3 %
Overall management of traffic flow on City streets	333	40.7 %
Overall management of stormwater runoff/drainage by City	122	14.9 %
Overall quality of trash, recycling, & yard waste collection services	170	20.8 %
None chosen	58	7.1 %
Total	2307	

Q3. Please rate each of the following items that may influence your perception of the City of Greenville using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	12.3%	51.5%	26.8%	5.1%	1.1%	3.2%
Q3-2. Appearance of City	12.1%	45.5%	26.7%	13.0%	1.7%	1.1%
Q3-3. How well City is planning for growth	11.6%	30.1%	25.9%	19.3%	6.1%	7.0%
Q3-4. Overall quality of life in City	11.2%	45.8%	28.7%	10.4%	2.0%	1.8%
Q3-5. Availability of job opportunities	7.3%	26.0%	31.2%	14.5%	6.8%	14.1%
Q3-6. Overall value you receive for City taxes & fees	6.1%	29.0%	33.9%	17.8%	8.2%	5.0%

WITHOUT DON'T KNOW

Q3. Please rate each of the following items that may influence your perception of the City of Greenville using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	12.8%	53.2%	27.7%	5.3%	1.1%
Q3-2. Appearance of City	12.2%	46.0%	26.9%	13.1%	1.7%
Q3-3. How well City is planning for growth	12.5%	32.3%	27.9%	20.8%	6.6%
Q3-4. Overall quality of life in City	11.5%	46.7%	29.3%	10.6%	2.0%
Q3-5. Availability of job opportunities	8.5%	30.3%	36.3%	16.9%	8.0%
Q3-6. Overall value you receive for City taxes & fees	6.4%	30.5%	35.6%	18.8%	8.6%

Q4. Public Safety. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items.

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q4-1. City efforts to prevent crime	11.4%	41.1%	25.4%	11.0%	4.3%	6.8%
Q4-2. Enforcement of local traffic laws	10.5%	36.4%	25.8%	17.2%	6.6%	3.4%
Q4-3. How quickly police respond to emergencies	14.4%	31.8%	23.6%	6.1%	3.1%	21.0%
Q4-4. Frequency that police officers patrol your neighborhood	9.5%	24.0%	29.5%	16.7%	8.7%	11.6%
Q4-5. Community policing	8.9%	25.8%	34.1%	9.5%	5.9%	15.8%
Q4-6. Police officers' attitudes & behavior	18.1%	36.4%	23.2%	4.9%	4.6%	12.7%
Q4-7. Effectiveness of Police personnel	14.4%	35.6%	25.8%	4.4%	2.8%	17.0%
Q4-8. City efforts to prevent fires	14.7%	36.4%	23.0%	1.3%	0.4%	24.2%
Q4-9. Enforcement of fire codes	13.6%	32.6%	21.9%	2.1%	1.1%	28.7%
Q4-10. Provision of EMS services	23.0%	41.1%	15.8%	0.9%	0.4%	18.9%

WITHOUT DON'T KNOW

Q4. Public Safety. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items. (without "don't know")

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. City efforts to prevent crime	12.2%	44.1%	27.3%	11.8%	4.6%
Q4-2. Enforcement of local traffic laws	10.9%	37.7%	26.7%	17.8%	6.8%
Q4-3. How quickly police respond to emergencies	18.3%	40.2%	29.9%	7.7%	3.9%
Q4-4. Frequency that police officers patrol your neighborhood	10.8%	27.1%	33.3%	18.9%	9.8%
Q4-5. Community policing	10.6%	30.6%	40.5%	11.3%	7.0%
Q4-6. Police officers' attitudes & behavior	20.7%	41.7%	26.6%	5.6%	5.3%
Q4-7. Effectiveness of Police personnel	17.4%	42.9%	31.1%	5.3%	3.4%
Q4-8. City efforts to prevent fires	19.4%	48.1%	30.3%	1.8%	0.5%
Q4-9. Enforcement of fire codes	19.0%	45.8%	30.7%	2.9%	1.5%
Q4-10. Provision of EMS services	28.4%	50.7%	19.5%	1.1%	0.5%

Q5. Which TWO of the public safety services listed in Question 4 do you think are MOST IMPORTANT for the City to provide?

Q5. Top choice	Number	Percent
City efforts to prevent crime	315	38.5 %
Enforcement of local traffic laws	49	6.0 %
How quickly police respond to emergencies	141	17.2 %
Frequency that police officers patrol your neighborhood	50	6.1 %
Community policing	33	4.0 %
Police officers' attitudes & behavior	62	7.6 %
Effectiveness of Police personnel	24	2.9 %
City efforts to prevent fires	5	0.6 %
Enforcement of fire codes	1	0.1 %
Provision of EMS services	61	7.5 %
None chosen	77	9.4 %
Total	818	100.0 %

Q5. Which TWO of the public safety services listed in Question 4 do you think are MOST IMPORTANT for the City to provide?

Q5. 2nd choice	Number	Percent
City efforts to prevent crime	114	13.9 %
Enforcement of local traffic laws	83	10.1 %
How quickly police respond to emergencies	142	17.4 %
Frequency that police officers patrol your neighborhood	55	6.7 %
Community policing	47	5.7 %
Police officers' attitudes & behavior	77	9.4 %
Effectiveness of Police personnel	66	8.1 %
City efforts to prevent fires	28	3.4 %
Enforcement of fire codes	20	2.4 %
Provision of EMS services	96	11.7 %
None chosen	90	11.0 %
Total	818	100.0 %

SUM OF TOP 2 CHOICES**Q5. Which TWO of the public safety services listed in Question 4 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q5. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crime	429	52.4 %
Enforcement of local traffic laws	132	16.1 %
How quickly police respond to emergencies	283	34.6 %
Frequency that police officers patrol your neighborhood	105	12.8 %
Community policing	80	9.8 %
Police officers' attitudes & behavior	139	17.0 %
Effectiveness of Police personnel	90	11.0 %
City efforts to prevent fires	33	4.0 %
Enforcement of fire codes	21	2.6 %
Provision of EMS services	157	19.2 %
<u>None chosen</u>	<u>77</u>	<u>9.4 %</u>
Total	1546	

Q6. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations.

(N=818)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In the Uptown business district during the day	39.6%	41.2%	11.7%	2.2%	0.5%	4.8%
Q6-2. In the Uptown business district at night	7.1%	24.4%	27.6%	21.5%	8.9%	10.4%
Q6-3. In City parks & greenways	12.1%	42.8%	26.2%	9.4%	1.5%	8.1%
Q6-4. In all shopping areas	12.7%	44.3%	30.7%	8.9%	1.0%	2.4%
Q6-5. In your neighborhood during the day	49.9%	39.7%	7.0%	2.2%	0.5%	0.7%
Q6-6. In your neighborhood at night	27.0%	41.7%	18.8%	7.7%	3.2%	1.6%

WITHOUT DON'T KNOW

Q6. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please indicate how safe you feel in the following situations. (without "don't know")

(N=818)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In the Uptown business district during the day	41.6%	43.3%	12.3%	2.3%	0.5%
Q6-2. In the Uptown business district at night	7.9%	27.3%	30.8%	24.0%	10.0%
Q6-3. In City parks & greenways	13.2%	46.5%	28.5%	10.2%	1.6%
Q6-4. In all shopping areas	13.0%	45.4%	31.5%	9.1%	1.0%
Q6-5. In your neighborhood during the day	50.2%	40.0%	7.0%	2.2%	0.5%
Q6-6. In your neighborhood at night	27.5%	42.4%	19.1%	7.8%	3.2%

Q8. Recreation and Parks. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q8-1. Maintenance & appearance of existing City parks	20.8%	48.7%	17.2%	3.8%	0.6%	8.9%
Q8-2. Number of City parks	15.9%	38.0%	19.6%	12.3%	3.5%	10.6%
Q8-3. Walking/biking trails in City	13.7%	33.7%	20.7%	13.4%	6.4%	12.1%
Q8-4. City recreation centers	12.5%	30.9%	24.9%	9.8%	3.1%	18.8%
Q8-5. City swimming pools	6.0%	14.8%	25.7%	13.8%	7.6%	32.2%
Q8-6. City golf course	6.6%	16.4%	28.6%	5.3%	2.1%	41.1%
Q8-7. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	11.2%	30.4%	25.2%	6.8%	3.1%	23.2%
Q8-8. Quality of City recreation programs & classes	13.1%	27.0%	25.2%	6.5%	2.7%	25.6%
Q8-9. Variety of recreation programs & classes offered by City	13.7%	25.2%	25.7%	7.1%	3.4%	24.9%

WITHOUT DON'T KNOW

Q8. Recreation and Parks. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Maintenance & appearance of existing City parks	22.8%	53.4%	18.9%	4.2%	0.7%
Q8-2. Number of City parks	17.8%	42.5%	21.9%	13.8%	4.0%
Q8-3. Walking/biking trails in City	15.6%	38.4%	23.5%	15.3%	7.2%
Q8-4. City recreation centers	15.4%	38.1%	30.7%	12.0%	3.8%
Q8-5. City swimming pools	8.8%	21.8%	37.8%	20.4%	11.2%
Q8-6. City golf course	11.2%	27.8%	48.5%	8.9%	3.5%
Q8-7. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	14.6%	39.6%	32.8%	8.9%	4.0%
Q8-8. Quality of City recreation programs & classes	17.6%	36.3%	33.8%	8.7%	3.6%
Q8-9. Variety of recreation programs & classes offered by City	18.2%	33.6%	34.2%	9.4%	4.6%

Q9. Which TWO of the Recreation and Parks items listed in Question 8 do you think are MOST IMPORTANT for the City to provide?

Q9. Top choice	Number	Percent
Maintenance & appearance of existing City parks	259	31.7 %
Number of City parks	72	8.8 %
Walking/biking trails in City	154	18.8 %
City recreation centers	46	5.6 %
City swimming pools	28	3.4 %
City golf course	8	1.0 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	41	5.0 %
Quality of City recreation programs & classes	55	6.7 %
Variety of recreation programs & classes offered by City	47	5.7 %
None chosen	108	13.2 %
Total	818	100.0 %

Q9. Which TWO of the Recreation and Parks items listed in Question 8 do you think are MOST IMPORTANT for the City to provide?

Q9. 2nd choice	Number	Percent
Maintenance & appearance of existing City parks	102	12.5 %
Number of City parks	89	10.9 %
Walking/biking trails in City	115	14.1 %
City recreation centers	61	7.5 %
City swimming pools	38	4.6 %
City golf course	17	2.1 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	66	8.1 %
Quality of City recreation programs & classes	89	10.9 %
Variety of recreation programs & classes offered by City	119	14.5 %
None chosen	122	14.9 %
Total	818	100.0 %

SUM OF TOP 2 CHOICES**Q9. Which TWO of the Recreation and Parks items listed in Question 8 do you think are MOST IMPORTANT for the City to provide? (top 2)**

Q9. Sum of Top 2 Choices	Number	Percent
Maintenance & appearance of existing City parks	361	44.1 %
Number of City parks	161	19.7 %
Walking/biking trails in City	269	32.9 %
City recreation centers	107	13.1 %
City swimming pools	66	8.1 %
City golf course	25	3.1 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	107	13.1 %
Quality of City recreation programs & classes	144	17.6 %
Variety of recreation programs & classes offered by City	166	20.3 %
None chosen	108	13.2 %
Total	1514	

Q10. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q10-1. Availability of information about City programs & services	9.2%	34.2%	29.7%	11.7%	5.1%	10.0%
Q10-2. City efforts to keep residents informed about local issues	10.6%	34.2%	27.6%	14.9%	5.3%	7.3%
Q10-3. Level of public involvement in City decision making	5.0%	18.9%	35.5%	16.5%	6.7%	17.4%
Q10-4. Quality of City's cable television channel (GTV-9)	8.9%	23.3%	27.6%	6.5%	3.8%	29.8%
Q10-5. Usefulness of information that is available on City's website	9.7%	31.8%	30.7%	6.6%	1.8%	19.4%
Q10-6. Ease of use of City's website	9.2%	29.7%	31.9%	7.2%	2.3%	19.7%

WITHOUT DON'T KNOW

Q10. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of information about City programs & services	10.2%	38.0%	33.0%	13.0%	5.7%
Q10-2. City efforts to keep residents informed about local issues	11.5%	36.9%	29.8%	16.1%	5.7%
Q10-3. Level of public involvement in City decision making	6.1%	22.9%	42.9%	20.0%	8.1%
Q10-4. Quality of City's cable television channel (GTV-9)	12.7%	33.3%	39.4%	9.2%	5.4%
Q10-5. Usefulness of information that is available on City's website	12.0%	39.5%	38.1%	8.2%	2.3%
Q10-6. Ease of use of City's website	11.4%	37.0%	39.7%	9.0%	2.9%

Q11. From which of the following sources do you currently use to get information about the City of Greenville?

Q11. What sources do you currently use to get

City information	Number	Percent
City e-newsletter	83	10.1 %
Local newspapers	368	45.0 %
Local radio	255	31.2 %
Local television news	563	68.8 %
Social networking sites (e.g. Facebook, Twitter)	369	45.1 %
City website	283	34.6 %
City cable channel (GTV-9)	212	25.9 %
Calling City	90	11.0 %
Other	34	4.2 %
Total	2257	

Q11-9. Other

Q11-9. Other	Number	Percent
AUTOMATED PHONE MESSAGE	1	2.9 %
BOOKS	1	2.9 %
CITY EMPLOYEES	1	2.9 %
COMPASS APP	1	2.9 %
COUNCILMAN EMAILS	1	2.9 %
City Councilman sends email	1	2.9 %
Email	1	2.9 %
FROM CITY PERSONNEL	1	2.9 %
Friends	2	5.9 %
Internet	1	2.9 %
LOCAL NEWS APP	1	2.9 %
Neighborhood website	1	2.9 %
Neighbors	1	2.9 %
Nextdoor	8	23.5 %
Online news	1	2.9 %
PHONE CALLS FROM CITY	1	2.9 %
Senior Citizen Group	1	2.9 %
TEXT ALERTS	1	2.9 %
They call us with trash schedule	1	2.9 %
Word of mouth	7	20.6 %
Total	34	100.0 %

Q12. From which of the following sources would you prefer to get information about the City of Greenville?

Q12. What sources would you prefer to use to get

City information	Number	Percent
City e-newsletter	266	32.5 %
Local newspapers	299	36.6 %
Local radio	229	28.0 %
Local television news	455	55.6 %
Social networking sites (e.g. Facebook, Twitter)	351	42.9 %
City website	354	43.3 %
City cable channel (GTV-9)	182	22.2 %
Calling City	70	8.6 %
Other	30	3.7 %
Total	2236	

Q12-9. Other

Q12-9. Other	Number	Percent
Anything not listed above	1	3.3 %
Bill inserts	1	3.3 %
CITY OF GREENVILLE APP	1	3.3 %
CITY PERSONNEL	1	3.3 %
COUNCILMAN EMAILS	1	3.3 %
Conservative viewpoints	1	3.3 %
District councilman	1	3.3 %
Email	1	3.3 %
Flyers	1	3.3 %
Getting more involved in social media like creating a Snapchat for City	1	3.3 %
Inform public of upcoming meetings/events ahead	1	3.3 %
Internet	1	3.3 %
iPhone app	2	6.7 %
MAIL AND AUTOMATED PHONE MESSAGES	1	3.3 %
Mail	3	10.0 %
Meeting updates	1	3.3 %
Nextdoor	3	10.0 %
OUTREACH, EMAILES, MAILERS	1	3.3 %
Online news	1	3.3 %
PHONE CALLS FROM CITY	1	3.3 %
SOCIAL SERVICES	1	3.3 %
STREAMING APP	1	3.3 %
Social media	1	3.3 %
TEXT	2	6.7 %
Total	30	100.0 %

Q13. Street 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q13-1. Maintenance of major City streets	8.1%	30.7%	18.8%	26.8%	13.3%	2.3%
Q13-2. Maintenance of streets in your neighborhood	13.8%	39.0%	20.5%	15.3%	10.0%	1.3%
Q13-3. How quickly street repairs are made	4.5%	17.4%	25.3%	30.3%	16.9%	5.6%
Q13-4. Condition of street signs & traffic signals	13.8%	44.3%	26.2%	9.2%	4.6%	2.0%
Q13-5. Timing of traffic signals in City	5.7%	23.8%	21.3%	26.9%	20.4%	1.8%
Q13-6. Mowing & tree trimming along City streets & other public areas	12.8%	43.8%	24.7%	11.0%	5.3%	2.4%
Q13-7. Adequacy of City street lighting	13.0%	35.0%	26.3%	17.2%	7.0%	1.6%
Q13-8. Cleanliness of City streets & other public areas	11.4%	40.8%	26.3%	13.3%	6.1%	2.1%
Q13-9. Cleanliness of stormwater drains	7.9%	30.2%	28.9%	16.9%	9.2%	7.0%
Q13-10. Maintenance of City sidewalks in your neighborhood	13.9%	36.4%	23.0%	9.2%	8.2%	9.3%

WITHOUT DON'T KNOW

Q13. Street 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Maintenance of major City streets	8.3%	31.4%	19.3%	27.4%	13.6%
Q13-2. Maintenance of streets in your neighborhood	14.0%	39.5%	20.8%	15.5%	10.2%
Q13-3. How quickly street repairs are made	4.8%	18.4%	26.8%	32.1%	17.9%
Q13-4. Condition of street signs & traffic signals	14.1%	45.1%	26.7%	9.4%	4.7%
Q13-5. Timing of traffic signals in City	5.9%	24.3%	21.7%	27.4%	20.8%
Q13-6. Mowing & tree trimming along City streets & other public areas	13.2%	44.9%	25.3%	11.3%	5.4%
Q13-7. Adequacy of City street lighting	13.2%	35.5%	26.7%	17.5%	7.1%
Q13-8. Cleanliness of City streets & other public areas	11.6%	41.7%	26.8%	13.6%	6.2%
Q13-9. Cleanliness of stormwater drains	8.5%	32.5%	31.0%	18.1%	9.9%
Q13-10. Maintenance of City sidewalks in your neighborhood	15.4%	40.2%	25.3%	10.1%	9.0%

Q14. Which TWO of the street maintenance items listed in Question 13 do you think are MOST IMPORTANT for the City to provide?

Q14. Top choice	Number	Percent
Maintenance of major City streets	332	40.6 %
Maintenance of streets in your neighborhood	55	6.7 %
How quickly street repairs are made	92	11.2 %
Condition of street signs & traffic signals	16	2.0 %
Timing of traffic signals in City	118	14.4 %
Mowing & tree trimming along City streets & other public areas	11	1.3 %
Adequacy of City street lighting	44	5.4 %
Cleanliness of City streets & other public areas	25	3.1 %
Cleanliness of stormwater drains	21	2.6 %
Maintenance of City sidewalks in your neighborhood	15	1.8 %
None chosen	89	10.9 %
Total	818	100.0 %

Q14. Which TWO of the street maintenance items listed in Question 13 do you think are MOST IMPORTANT for the City to provide?

Q14. 2nd choice	Number	Percent
Maintenance of major City streets	109	13.3 %
Maintenance of streets in your neighborhood	59	7.2 %
How quickly street repairs are made	144	17.6 %
Condition of street signs & traffic signals	30	3.7 %
Timing of traffic signals in City	134	16.4 %
Mowing & tree trimming along City streets & other public areas	24	2.9 %
Adequacy of City street lighting	81	9.9 %
Cleanliness of City streets & other public areas	65	7.9 %
Cleanliness of stormwater drains	49	6.0 %
Maintenance of City sidewalks in your neighborhood	23	2.8 %
None chosen	100	12.2 %
Total	818	100.0 %

SUM OF TOP 2 CHOICES**Q14. Which TWO of the street maintenance items listed in Question 13 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q14. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	441	53.9 %
Maintenance of streets in your neighborhood	114	13.9 %
How quickly street repairs are made	236	28.9 %
Condition of street signs & traffic signals	46	5.6 %
Timing of traffic signals in City	252	30.8 %
Mowing & tree trimming along City streets & other public areas	35	4.3 %
Adequacy of City street lighting	125	15.3 %
Cleanliness of City streets & other public areas	90	11.0 %
Cleanliness of stormwater drains	70	8.6 %
Maintenance of City sidewalks in your neighborhood	38	4.6 %
<u>None chosen</u>	89	10.9 %
Total	1536	

Q15. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q15-1. Enforcement of clean-up of junk/debris on private property	8.1%	25.3%	26.2%	15.3%	5.3%	19.9%
Q15-2. Enforcement of mowing & cutting of weeds & grass on private property	6.7%	27.6%	27.9%	13.2%	4.8%	19.8%
Q15-3. Enforcement of exterior maintenance of residential property	5.6%	25.9%	31.1%	12.3%	4.5%	20.5%
Q15-4. Enforcement of exterior maintenance of commercial/business property	6.8%	27.9%	31.4%	10.8%	3.1%	20.0%
Q15-5. Enforcement of sign regulations	7.5%	27.1%	31.9%	6.7%	3.3%	23.5%
Q15-6. City efforts to remove abandoned or inoperative vehicles	7.1%	23.5%	29.1%	10.9%	4.2%	25.3%

WITHOUT DON'T KNOW

Q15. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcement of clean-up of junk/debris on private property	10.1%	31.6%	32.7%	19.1%	6.6%
Q15-2. Enforcement of mowing & cutting of weeds & grass on private property	8.4%	34.5%	34.8%	16.5%	5.9%
Q15-3. Enforcement of exterior maintenance of residential property	7.1%	32.6%	39.1%	15.5%	5.7%
Q15-4. Enforcement of exterior maintenance of commercial/business property	8.6%	34.9%	39.3%	13.5%	3.8%
Q15-5. Enforcement of sign regulations	9.7%	35.5%	41.7%	8.8%	4.3%
Q15-6. City efforts to remove abandoned or inoperative vehicles	9.5%	31.4%	39.0%	14.6%	5.6%

Q16. Which TWO of the code enforcement items listed in Question 15 do you think are most important for the City to provide?

Q16. Top choice	Number	Percent
Enforcement of clean-up of junk/debris on private property	328	40.1 %
Enforcement of mowing & cutting of weeds & grass on private property	76	9.3 %
Enforcement of exterior maintenance of residential property	56	6.8 %
Enforcement of exterior maintenance of commercial/business property	92	11.2 %
Enforcement of sign regulations	60	7.3 %
City efforts to remove abandoned or inoperative vehicles	62	7.6 %
None chosen	144	17.6 %
Total	818	100.0 %

Q16. Which TWO of the code enforcement items listed in Question 15 do you think are most important for the City to provide?

Q16. 2nd choice	Number	Percent
Enforcement of clean-up of junk/debris on private property	91	11.1 %
Enforcement of mowing & cutting of weeds & grass on private property	139	17.0 %
Enforcement of exterior maintenance of residential property	110	13.4 %
Enforcement of exterior maintenance of commercial/business property	103	12.6 %
Enforcement of sign regulations	67	8.2 %
City efforts to remove abandoned or inoperative vehicles	147	18.0 %
None chosen	161	19.7 %
Total	818	100.0 %

SUM OF TOP 2 CHOICES**Q16. Which TWO of the code enforcement items listed in Question 15 do you think are most important for the City to provide? (top 2)**

Q16. Sum of Top 2 Choices	Number	Percent
Enforcement of clean-up of junk/debris on private property	419	51.2 %
Enforcement of mowing & cutting of weeds & grass on private property	215	26.3 %
Enforcement of exterior maintenance of residential property	166	20.3 %
Enforcement of exterior maintenance of commercial/business property	195	23.8 %
Enforcement of sign regulations	127	15.5 %
City efforts to remove abandoned or inoperative vehicles	209	25.6 %
None chosen	144	17.6 %
Total	1475	

Q17. Customer Service. Have you contacted the City of Greenville during the past year?Q17. Have you contacted City of Greenville
during past year

	Number	Percent
Yes	338	41.3 %
No	480	58.7 %
Total	818	100.0 %

Q17a. Which City Department or function did you contact most recently?Q17a. Which City Department or function did you
contact most recently

	Number	Percent
City Manager/City Council	21	6.2 %
Fire/EMS	20	5.9 %
Recreation & Parks	38	11.2 %
Community Development	4	1.2 %
Police	49	14.5 %
Sanitation (e.g. garbage, recycling, yard waste, mosquitos)	108	32.0 %
Stormwater	13	3.8 %
Street Maintenance	25	7.4 %
Code Enforcement	22	6.5 %
Animal Control	17	5.0 %
Parking	5	1.5 %
Human Resources	6	1.8 %
Other	8	2.4 %
Not provided	2	0.6 %
Total	338	100.0 %

Q17a. Other

Q17a-13. Other	Number	Percent
Building permit	1	12.5 %
Bus	1	12.5 %
Clean ditch	1	12.5 %
Stormwater runoff	1	12.5 %
Traffic signal	1	12.5 %
Trash collection	1	12.5 %
Utilities	1	12.5 %
Utility light	1	12.5 %
Total	8	100.0 %

Q17b. Please rate your satisfaction with employees in the City departments you have contacted recently using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=338)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q17b-1. How easy they were to contact	33.4%	37.9%	13.3%	8.0%	5.3%	2.1%
Q17b-2. The way you were treated	34.6%	36.7%	13.3%	7.1%	5.3%	3.0%
Q17b-3. Accuracy of information & assistance you were given	31.4%	30.5%	15.1%	11.5%	7.7%	3.8%
Q17b-4. How quickly City staff responded to your request	32.0%	27.5%	14.5%	12.7%	10.4%	3.0%
Q17b-5. How well your issue was handled	32.2%	25.4%	14.2%	12.4%	13.0%	2.7%

WITHOUT DON'T KNOW

Q17b. Please rate your satisfaction with employees in the City departments you have contacted recently using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=338)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17b-1. How easy they were to contact	34.1%	38.7%	13.6%	8.2%	5.4%
Q17b-2. The way you were treated	35.7%	37.8%	13.7%	7.3%	5.5%
Q17b-3. Accuracy of information & assistance you were given	32.6%	31.7%	15.7%	12.0%	8.0%
Q17b-4. How quickly City staff responded to your request	32.9%	28.4%	14.9%	13.1%	10.7%
Q17b-5. How well your issue was handled	33.1%	26.1%	14.6%	12.8%	13.4%

Q18. Sanitation 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q18-1. Residential trash collection services	44.4%	39.1%	8.1%	3.4%	1.7%	3.3%
Q18-2. Curbside recycling services	42.2%	33.3%	10.1%	4.4%	2.7%	7.3%
Q18-3. Bulky item pick up/removal services (e. g. old furniture, appliances)	23.8%	25.8%	17.1%	9.4%	4.9%	18.9%
Q18-4. Yard waste collection services	29.8%	28.7%	15.9%	6.1%	2.9%	16.5%

WITHOUT DON'T KNOW

Q18. Sanitation 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Residential trash collection services	45.9%	40.5%	8.3%	3.5%	1.8%
Q18-2. Curbside recycling services	45.5%	35.9%	10.9%	4.7%	2.9%
Q18-3. Bulky item pick up/removal services (e. g. old furniture, appliances)	29.4%	31.8%	21.1%	11.6%	6.0%
Q18-4. Yard waste collection services	35.7%	34.4%	19.0%	7.3%	3.5%

Q19. Please indicate whether or not you have used each of the following services provided by the City of Greenville during the past 12 months.

(N=818)

	Yes	No	Don't know
Q19-1. Used public transit services supported by City (i.e. GREAT bus)	7.7%	86.9%	5.4%
Q19-2. Participated in recreation programs offered by City	34.0%	62.3%	3.7%
Q19-3. Visited City recreation centers	54.5%	41.9%	3.5%
Q19-4. Visited a neighborhood or City park	79.5%	17.7%	2.8%
Q19-5. Used Fire/EMS services	16.9%	80.3%	2.8%
Q19-6. Called Code Enforcement	11.2%	85.1%	3.7%
Q19-7. Called or visited Police Department	28.9%	68.0%	3.2%
Q19-8. Visited City's website	56.1%	40.0%	3.9%
Q19-9. Read City's e-newsletter	22.5%	73.5%	4.0%
Q19-10. Watched City's cable television channel (GTV-9)	46.5%	50.4%	3.2%
Q19-11. Watched a video on City website/YouTube	19.2%	76.9%	3.9%

WITHOUT DON'T KNOW**Q19. Please indicate whether or not you have used each of the following services provided by the City of Greenville during the past 12 months. (without "don't know")**

(N=818)

	Yes	No
Q19-1. Used public transit services supported by City (i.e. GREAT bus)	8.1%	91.9%
Q19-2. Participated in recreation programs offered by City	35.3%	64.7%
Q19-3. Visited City recreation centers	56.5%	43.5%
Q19-4. Visited a neighborhood or City park	81.8%	18.2%
Q19-5. Used Fire/EMS services	17.4%	82.6%
Q19-6. Called Code Enforcement	11.7%	88.3%
Q19-7. Called or visited Police Department	29.8%	70.2%
Q19-8. Visited City's website	58.4%	41.6%
Q19-9. Read City's e-newsletter	23.4%	76.6%
Q19-10. Watched City's cable television channel (GTV-9)	48.0%	52.0%
Q19-11. Watched a video on City website/YouTube	20.0%	80.0%

Q20. Transportation and Other Issues. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q20-1. Adequacy of public parking in Uptown Greenville (downtown)	6.0%	25.2%	20.9%	25.2%	13.8%	8.9%
Q20-2. Availability of public transportation/ GREAT Bus services in Greenville	7.3%	14.7%	23.5%	5.0%	2.1%	47.4%
Q20-3. Ease of travel by car in City	10.6%	37.8%	21.5%	19.3%	8.2%	2.6%
Q20-4. Ease of walking in City	8.9%	29.8%	26.8%	15.8%	9.4%	9.3%
Q20-5. Ease of biking in City	5.3%	12.1%	23.5%	16.9%	12.0%	30.3%
Q20-6. Opportunities to attend cultural activities in Greenville	9.0%	31.4%	28.5%	10.5%	3.4%	17.1%
Q20-7. Availability of affordable housing in Greenville	11.4%	22.6%	27.0%	10.4%	7.3%	21.3%

WITHOUT DON'T KNOW

Q20. Transportation and Other Issues. 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=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Adequacy of public parking in Uptown Greenville (downtown)	6.6%	27.7%	23.0%	27.7%	15.2%
Q20-2. Availability of public transportation/ GREAT Bus services in Greenville	14.0%	27.9%	44.7%	9.5%	4.0%
Q20-3. Ease of travel by car in City	10.9%	38.8%	22.1%	19.8%	8.4%
Q20-4. Ease of walking in City	9.8%	32.9%	29.5%	17.4%	10.4%
Q20-5. Ease of biking in City	7.5%	17.4%	33.7%	24.2%	17.2%
Q20-6. Opportunities to attend cultural activities in Greenville	10.9%	37.9%	34.4%	12.7%	4.1%
Q20-7. Availability of affordable housing in Greenville	14.4%	28.7%	34.3%	13.2%	9.3%

Q21. Capital Improvement Priorities. Major investments that are being made or considered by the City are listed below. Using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important at all," please rate how important you think it is for the City to continue to invest in the following projects.

(N=818)

	Extremely important	Very important	Important	Not very important	Not important at all	Don't know
Q21-1. Upgrades or additions to public facilities (e.g. public buildings, parking lots/garages, stormwater/drainage facilities)	31.5%	30.7%	28.2%	2.9%	1.2%	5.4%
Q21-2. Improvements to parks, open spaces, & greenways	26.7%	31.8%	30.8%	4.4%	1.2%	5.1%
Q21-3. Improvements to Police & Fire/EMS facilities	33.9%	29.6%	24.1%	4.5%	0.6%	7.3%
Q21-4. Improvements to City's streets & sidewalks, bike lanes, & street lighting	44.5%	33.4%	18.3%	1.0%	0.2%	2.6%
Q21-5. Improvements to arts/cultural facilities	16.6%	24.9%	36.4%	11.5%	4.2%	6.4%
Q21-6. Availability of affordable housing	30.6%	24.9%	25.9%	8.2%	3.1%	7.3%
Q21-7. Uptown (downtown) improvements	23.7%	31.1%	28.5%	9.0%	2.7%	5.0%
Q21-8. Town Common/Tar River front improvements	24.7%	26.0%	30.7%	10.4%	2.4%	5.7%
Q21-9. Improvements to public transit (GREAT) bus system	17.4%	19.7%	30.6%	11.0%	3.2%	18.2%
Q21-10. Construct a multi-sport recreational complex	18.9%	16.1%	24.7%	20.4%	10.5%	9.3%
Q21-11. Construct a major performing arts center	19.9%	18.1%	29.1%	17.0%	8.1%	7.8%

WITHOUT DON'T KNOW

Q21. Capital Improvement Priorities. Major investments that are being made or considered by the City are listed below. Using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important at all," please rate how important you think it is for the City to continue to invest in the following projects. (without "don't know")

(N=818)

	Extremely important	Very important	Important	Not very important	Not important at all
Q21-1. Upgrades or additions to public facilities (e.g. public buildings, parking lots/garages, stormwater/drainage facilities)	33.3%	32.4%	29.8%	3.1%	1.3%
Q21-2. Improvements to parks, open spaces, & greenways	28.1%	33.5%	32.5%	4.6%	1.3%
Q21-3. Improvements to Police & Fire/EMS facilities	36.5%	31.9%	26.0%	4.9%	0.7%
Q21-4. Improvements to City's streets & sidewalks, bike lanes, & street lighting	45.7%	34.3%	18.8%	1.0%	0.3%
Q21-5. Improvements to arts/cultural facilities	17.8%	26.6%	38.9%	12.3%	4.4%
Q21-6. Availability of affordable housing	33.0%	26.9%	28.0%	8.8%	3.3%
Q21-7. Uptown (downtown) improvements	25.0%	32.7%	30.0%	9.5%	2.8%
Q21-8. Town Common/Tar River front improvements	26.2%	27.6%	32.6%	11.0%	2.6%
Q21-9. Improvements to public transit (GREAT) bus system	21.2%	24.1%	37.4%	13.5%	3.9%
Q21-10. Construct a multi-sport recreational complex	20.9%	17.8%	27.2%	22.5%	11.6%
Q21-11. Construct a major performing artscenter	21.6%	19.6%	31.6%	18.4%	8.8%

Q22. Additional Revenues. Using a scale of 1 to 5, where 5 means "very willing" and 1 means "not willing at all," please indicate how willing you would be to support a bond referendum (a citizen vote to support the City borrowing money for capital improvements) or additional funding that would...

(N=818)

	Very willing	Willing	Not sure	Not willing	Not willing at all	Not provided
Q22-1. Upgrade public facilities (e.g. public buildings, parking lots/garages, stormwater/drainage facilities)	19.2%	39.0%	27.6%	7.7%	3.4%	3.1%
Q22-2. Improvements to parks, open spaces & greenways	21.9%	37.9%	22.5%	9.8%	3.9%	4.0%
Q22-3. Improvements to Police & Fire/EMS facilities	28.2%	38.4%	20.2%	6.6%	3.2%	3.4%
Q22-4. Improvement to City's streets, sidewalks, bike lanes, & street lighting	34.5%	41.3%	13.8%	5.4%	2.2%	2.8%
Q22-5. Improvements to arts/cultural facilities	16.0%	28.7%	30.2%	13.9%	7.9%	3.2%
Q22-6. Availability of affordable housing	23.7%	26.5%	25.1%	12.1%	9.4%	3.2%
Q22-7. Uptown (downtown) improvements	17.8%	34.7%	25.8%	11.0%	7.3%	3.3%
Q22-8. Provide Town Common/Tar River front improvements	17.5%	33.9%	28.0%	10.9%	6.6%	3.2%
Q22-9. Improvements to public transit (GREAT) bus system	15.3%	28.2%	29.0%	14.9%	8.7%	3.9%
Q22-10. Construct a multi-sport recreational complex	17.0%	24.0%	25.1%	16.5%	14.2%	3.3%
Q22-11. Construct a major performing arts center	19.6%	25.2%	25.9%	13.4%	13.0%	2.9%

WITHOUT NOT PROVIDED

Q22. Additional Revenues. Using a scale of 1 to 5, where 5 means "very willing" and 1 means "not willing at all," please indicate how willing you would be to support a bond referendum (a citizen vote to support the City borrowing money for capital improvements) or additional funding that would... (without "not provided")

(N=818)

	Very willing	Willing	Not sure	Not willing	Not willing at all
Q22-1. Upgrade public facilities (e.g. public buildings, parking lots/garages, stormwater/drainage facilities)	19.8%	40.2%	28.5%	7.9%	3.5%
Q22-2. Improvements to parks, open spaces & greenways	22.8%	39.5%	23.4%	10.2%	4.1%
Q22-3. Improvements to Police & Fire/EMS facilities	29.2%	39.7%	20.9%	6.8%	3.3%
Q22-4. Improvement to City's streets, sidewalks, bike lanes, & street lighting	35.5%	42.5%	14.2%	5.5%	2.3%
Q22-5. Improvements to arts/cultural facilities	16.5%	29.7%	31.2%	14.4%	8.2%
Q22-6. Availability of affordable housing	24.5%	27.4%	25.9%	12.5%	9.7%
Q22-7. Uptown (downtown) improvements	18.5%	35.9%	26.7%	11.4%	7.6%
Q22-8. Provide Town Common/Tar River front improvements	18.1%	35.0%	28.9%	11.2%	6.8%
Q22-9. Improvements to public transit (GREAT) bus system	15.9%	29.4%	30.2%	15.5%	9.0%
Q22-10. Construct a multi-sport recreational complex	17.6%	24.8%	25.9%	17.1%	14.7%
Q22-11. Construct a major performing arts center	20.2%	25.9%	26.7%	13.9%	13.4%

Q23. Strategic Planning. Please indicate how important each of the City's major focus areas are to you using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important at all."

(N=818)

	Extremely important	Very important	Important	Not very important	Not important at all	Not provided
Q23-1. Economic development (business development & jobs)	46.5%	30.8%	17.8%	2.0%	0.4%	2.6%
Q23-2. Infrastructure (e.g. streets & sidewalks, stormwater/drainage, street lighting)	49.5%	32.9%	14.3%	0.7%	0.2%	2.3%
Q23-3. Beautification of City	28.2%	31.4%	31.9%	5.1%	0.6%	2.7%
Q23-4. Activating Town Common	20.2%	24.7%	35.1%	13.9%	2.8%	3.3%
Q23-5. Public safety (Police, Fire/EMS)	54.3%	28.1%	13.6%	1.1%	0.4%	2.6%
Q23-6. River access & Tar River Legacy Plan additions	15.8%	19.8%	36.6%	18.0%	5.7%	4.2%
Q23-7. Fiscal responsibility	41.0%	26.7%	24.7%	2.8%	1.5%	3.4%
Q23-8. Stormwater management	33.4%	34.4%	25.9%	2.2%	1.0%	3.2%
Q23-9. Art & cultural entertainment amenities	18.0%	22.6%	33.7%	14.3%	8.2%	3.2%

WITHOUT NOT PROVIDED

Q23. Strategic Planning. Please indicate how important each of the City's major focus areas are to you using a scale of 1 to 5, where 5 means "extremely important" and 1 means "not important at all." (without "not provided")

(N=818)

	Extremely important	Very important	Important	Not very important	Not important at all
Q23-1. Economic development (business development & jobs)	47.7%	31.6%	18.3%	2.0%	0.4%
Q23-2. Infrastructure (e.g. streets & sidewalks, stormwater/drainage, street lighting)	50.7%	33.7%	14.6%	0.8%	0.3%
Q23-3. Beautification of City	29.0%	32.3%	32.8%	5.3%	0.6%
Q23-4. Activating Town Common	20.9%	25.5%	36.3%	14.4%	2.9%
Q23-5. Public safety (Police, Fire/EMS)	55.7%	28.9%	13.9%	1.1%	0.4%
Q23-6. River access & Tar River Legacy Plan additions	16.5%	20.7%	38.1%	18.8%	6.0%
Q23-7. Fiscal responsibility	42.4%	27.6%	25.6%	2.9%	1.5%
Q23-8. Stormwater management	34.5%	35.5%	26.8%	2.3%	1.0%
Q23-9. Art & cultural entertainment amenities	18.6%	23.4%	34.8%	14.8%	8.5%

Q24. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor," please rate the City of Greenville with regard to the following.

(N=818)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q24-1. As a place to live	25.7%	52.8%	12.3%	6.4%	1.6%	1.2%
Q24-2. As a place to raise children	24.2%	44.1%	14.4%	7.7%	2.4%	7.1%
Q24-3. As a place to work or build a business	20.4%	45.6%	18.9%	8.1%	2.7%	4.3%
Q24-4. As a place to retire	18.8%	31.7%	23.0%	11.4%	8.2%	7.0%
Q24-5. As a place to visit	17.0%	32.0%	21.9%	17.2%	9.5%	2.3%
Q24-6. As a place to be a college student	31.3%	37.8%	14.2%	4.3%	1.5%	11.0%

WITHOUT DON'T KNOW

Q24. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor," please rate the City of Greenville with regard to the following. (without "don't know")

(N=818)

	Excellent	Good	Neutral	Below average	Poor
Q24-1. As a place to live	26.0%	53.5%	12.5%	6.4%	1.6%
Q24-2. As a place to raise children	26.1%	47.5%	15.5%	8.3%	2.6%
Q24-3. As a place to work or build a business	21.3%	47.6%	19.8%	8.4%	2.8%
Q24-4. As a place to retire	20.2%	34.0%	24.7%	12.2%	8.8%
Q24-5. As a place to visit	17.4%	32.8%	22.4%	17.6%	9.8%
Q24-6. As a place to be a college student	35.2%	42.4%	15.9%	4.8%	1.6%

Q25. How often do you typically go outside of Greenville for entertainment or recreation?

Q25. How often do you typically go outside of

<u>Greenville for entertainment or recreation</u>	<u>Number</u>	<u>Percent</u>
Every day	13	1.6 %
A few times per week	56	6.8 %
At least once a week	66	8.1 %
A few times per month	321	39.2 %
A few times per year	251	30.7 %
Seldom or never	91	11.1 %
Not provided	20	2.4 %
Total	818	100.0 %

WITHOUT NOT PROVIDED**Q25. How often do you typically go outside of Greenville for entertainment or recreation? (without "not provided")**

Q25. How often do you typically go outside of

<u>Greenville for entertainment or recreation</u>	<u>Number</u>	<u>Percent</u>
Every day	13	1.6 %
A few times per week	56	7.0 %
At least once a week	66	8.3 %
A few times per month	321	40.2 %
A few times per year	251	31.5 %
Seldom or never	91	11.4 %
Total	798	100.0 %

Q26. Approximately how many years have you lived in Greenville?

Q26. How many years have you lived in Greenville	Number	Percent
Less than 5 years	178	21.8 %
5-10 years	157	19.2 %
11-20 years	154	18.8 %
20+ years	318	38.9 %
Not provided	11	1.3 %
Total	818	100.0 %

WITHOUT NOT PROVIDED**Q26. Approximately how many years have you lived in Greenville? (without "not provided")**

Q26. How many years have you lived in Greenville	Number	Percent
Less than 5 years	178	22.1 %
5-10 years	157	19.5 %
11-20 years	154	19.1 %
20+ years	318	39.4 %
Total	807	100.0 %

Q27. What is your age?

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25 years	32	3.9 %
25-34 years	176	21.5 %
35-44 years	145	17.7 %
45-54 years	135	16.5 %
55-64 years	155	18.9 %
65-74 years	116	14.2 %
75+ years	50	6.1 %
Not provided	9	1.1 %
Total	818	100.0 %

WITHOUT NOT PROVIDED**Q27. What is your age? (without "not provided")**

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25 years	32	4.0 %
25-34 years	176	21.8 %
35-44 years	145	17.9 %
45-54 years	135	16.7 %
55-64 years	155	19.2 %
65-74 years	116	14.3 %
75+ years	50	6.2 %
Total	809	100.0 %

Q28. What is your gender?

Q28. Your gender	Number	Percent
Male	410	50.1 %
Female	406	49.6 %
Not provided	2	0.2 %
Total	818	100.0 %

WITHOUT NOT PROVIDED**Q28. What is your gender? (without "not provided")**

Q28. Your gender	Number	Percent
Male	410	50.2 %
Female	406	49.8 %
Total	816	100.0 %

Q29. Have you visited Uptown Greenville (downtown) during the past year?

Q29. Have you visited Uptown Greenville (downtown) during past year	Number	Percent
Yes	749	91.6 %
No	60	7.3 %
Not provided	9	1.1 %
Total	818	100.0 %

WITHOUT NOT PROVIDED**Q29. Have you visited Uptown Greenville (downtown) during the past year? (without "not provided")**

Q29. Have you visited Uptown Greenville (downtown) during past year	Number	Percent
Yes	749	92.6 %
No	60	7.4 %
Total	809	100.0 %

Q29a. Why did you visit Uptown Greenville?

Q29a. Why did you visit Uptown Greenville	Number	Percent
Events	449	59.9 %
Dining	535	71.4 %
Bars	243	32.4 %
Sports	79	10.5 %
Business	269	35.9 %
Church	62	8.3 %
GUC	146	19.5 %
Other	69	9.2 %
Total	1852	

Q29a-8. Other

Q29a-8. Other	Number	Percent
BREWERY	1	1.4 %
BUS	1	1.4 %
Casual walking	8	11.6 %
Child education	1	1.4 %
City Council meetings	1	1.4 %
Coffee	1	1.4 %
Court	1	1.4 %
Courthouse	1	1.4 %
Courthouse, library	1	1.4 %
Downtown Commons	1	1.4 %
Emerge Art Gallery	1	1.4 %
FREE BOOK	1	1.4 %
Farmers market	1	1.4 %
Festival	1	1.4 %
Government services, work	1	1.4 %
Haircut	1	1.4 %
I am a musician and I perform weekly in the Uptown district	1	1.4 %
I live downtown	1	1.4 %
Jobs	1	1.4 %
Jury duty	4	5.8 %
Jury duty, shopping	1	1.4 %
Just moved and wanted to see what it was like	1	1.4 %
Legal	1	1.4 %
Library	7	10.1 %
Library, shopping	1	1.4 %
Meet friends	1	1.4 %
POLICE	1	1.4 %
Park and river	1	1.4 %
Park/Recreation	1	1.4 %
Parks	2	2.9 %
Passing through	1	1.4 %
Passport info	1	1.4 %
Permits	1	1.4 %
Personal	1	1.4 %
Play music in restaurants	1	1.4 %
Pleasure riding	1	1.4 %
Shopping	10	14.5 %
TOWN COMMONS PARK	1	1.4 %
Uber driver	1	1.4 %
Uptown Brewery	1	1.4 %
Vote	1	1.4 %
Work	2	2.9 %
Total	69	100.0 %

Q30. Which of the following best describes your race/ethnicity?

<u>Q30. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	29	3.5 %
White/Caucasian	454	55.5 %
American Indian/Eskimo	7	0.9 %
Black/African American	311	38.0 %
Hispanic/Latino/Spanish	33	4.0 %
Other	6	0.7 %
Total	840	

Q30-6. Other

<u>Q30-6. Other</u>	<u>Number</u>	<u>Percent</u>
Asian and Black	1	16.7 %
Bi-racial	1	16.7 %
Hispanic/White	1	16.7 %
Mixed	1	16.7 %
Spanish and Native American	1	16.7 %
West Indian	1	16.7 %
Total	6	100.0 %

Q31. Would you say your total annual household income is:

Q31. Your total annual household income	Number	Percent
Under \$30K	160	19.6 %
\$30K to \$59,999	216	26.4 %
\$60K to \$99,999	188	23.0 %
\$100K+	197	24.1 %
Not provided	57	7.0 %
Total	818	100.0 %

WITHOUT NOT PROVIDED**Q31. Would you say your total annual household income is: (without "not provided")**

Q31. Your total annual household income	Number	Percent
Under \$30K	160	21.0 %
\$30K to \$59,999	216	28.4 %
\$60K to \$99,999	188	24.7 %
\$100K+	197	25.9 %
Total	761	100.0 %

Section 6: Survey Instrument



CITY MANAGER'S OFFICE

Dear Greenville Resident:

Greenville is a great city, which is growing. In order to plan for the future, we need your input regarding our city's needs and priorities.

With that in mind, we ask that you take time to complete the enclosed survey to help us gather feedback on a wide range of issues that impact our quality of life. Share your thoughts on what the City is doing well, where it needs to improve, and where we should focus our efforts and resources.

Results of this year's survey will be compared with the previous surveys conducted in 2013 and 2016 along with other university cities as well as regional and national benchmarks.

Thank you for taking the time to complete the survey. We appreciate your help. Please return your completed survey in the enclosed postage-paid envelope within the next 10 days to the ETC Institute, 725 West Frontier Circle, Olathe, Kansas 66061.

If you have any questions about this survey, contact the City of Greenville Public Information Office at (252) 329-4131. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ann E. Wall', written in a cursive style.

Ann E. Wall

City Manager

2018 Greenville Community Survey



Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of city services. If you have questions, please contact Communications Manager Brock Letchworth at (252) 329-4131. If you would prefer to take this survey online, you may do so at greenvillesurvey.org.

1. **Major Categories of Service.** Please rate each of the following major categories of service provided by the City of Greenville using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of customer service provided by City employees	5	4	3	2	1	9
02. Overall quality of the City's Recreation and Parks programs and facilities	5	4	3	2	1	9
03. Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
04. Overall quality of Fire/EMS services	5	4	3	2	1	9
05. Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9
06. Overall quality of Police services	5	4	3	2	1	9
07. Overall effectiveness of City communication with the public	5	4	3	2	1	9
08. Overall management of traffic flow on City streets	5	4	3	2	1	9
09. Overall management of stormwater runoff/drainage by the City	5	4	3	2	1	9
10. Overall quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9

2. **Which THREE of the major categories of City services listed above do you think are MOST IMPORTANT for the City to provide?** [Write in your answers below using the numbers from the list in Question 1.]

1st: _____ 2nd: _____ 3rd: _____

3. **Please rate each of the following items that may influence your perception of the City of Greenville using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Appearance of the City	5	4	3	2	1	9
3. How well the City is planning for growth	5	4	3	2	1	9
4. Overall quality of life in the City	5	4	3	2	1	9
5. Availability of job opportunities	5	4	3	2	1	9
6. Overall value you receive for City taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. City efforts to prevent crime	5	4	3	2	1	9
02. Enforcement of local traffic laws	5	4	3	2	1	9
03. How quickly police respond to emergencies	5	4	3	2	1	9
04. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
05. Community policing	5	4	3	2	1	9
06. Police officers' attitudes and behavior	5	4	3	2	1	9
07. Effectiveness of Police personnel	5	4	3	2	1	9
08. City efforts to prevent fires	5	4	3	2	1	9
09. Enforcement of fire codes	5	4	3	2	1	9
10. Provision of EMS services	5	4	3	2	1	9

5. Which TWO of the public safety services listed above do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____

6. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In the Uptown business district during the day	5	4	3	2	1	9
2. In the Uptown business district at night	5	4	3	2	1	9
3. In City parks and greenways	5	4	3	2	1	9
4. In all shopping areas	5	4	3	2	1	9
5. In your neighborhood during the day	5	4	3	2	1	9
6. In your neighborhood at night	5	4	3	2	1	9

7. Do you have any recommendations and suggestions for improvements in Police services?

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance and appearance of existing City parks	5	4	3	2	1	9
2. Number of City parks	5	4	3	2	1	9
3. Walking/biking trails in the City	5	4	3	2	1	9
4. City recreation centers	5	4	3	2	1	9
5. City swimming pools	5	4	3	2	1	9
6. City golf course	5	4	3	2	1	9
7. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer)	5	4	3	2	1	9
8. Quality of City recreation programs and classes	5	4	3	2	1	9
9. Variety of recreation programs and classes offered by the City	5	4	3	2	1	9

9. Which TWO of the Recreation and Parks items listed above do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____

10. **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."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City efforts to keep residents informed about local issues	5	4	3	2	1	9
3. The level of public involvement in City decision-making	5	4	3	2	1	9
4. The quality of the City's cable television channel (GTV-9)	5	4	3	2	1	9
5. Usefulness of the information that is available on the City's website	5	4	3	2	1	9
6. Ease of use of the City's website	5	4	3	2	1	9

11. **From which of the following sources do you currently get information about the City of Greenville?** [Check all that apply.]

____ (1) City e-newsletter ____ (5) Social networking sites (e.g. Facebook, Twitter) ____ (8) Calling the City
 ____ (2) Local newspapers ____ (6) City website ____ (9) Other: _____
 ____ (3) Local radio ____ (7) City cable channel (GTV-9)

12. **From which of the following sources would you prefer to get information about the City of Greenville?** [Check all that apply.]

____ (1) City e-newsletter ____ (5) Social networking sites (e.g. Facebook, Twitter) ____ (8) Calling the City
 ____ (2) Local newspapers ____ (6) City website ____ (9) Other: _____
 ____ (3) Local radio ____ (7) City cable channel (GTV-9)

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of major City streets	5	4	3	2	1	9
02. Maintenance of streets in your neighborhood	5	4	3	2	1	9
03. How quickly street repairs are made	5	4	3	2	1	9
04. Condition of street signs and traffic signals	5	4	3	2	1	9
05. Timing of traffic signals in the City	5	4	3	2	1	9
06. Mowing and tree trimming along City streets and other public areas	5	4	3	2	1	9
07. Adequacy of City street lighting	5	4	3	2	1	9
08. Cleanliness of City streets and other public areas	5	4	3	2	1	9
09. Cleanliness of stormwater drains	5	4	3	2	1	9
10. Maintenance of City sidewalks in your neighborhood	5	4	3	2	1	9

14. **Which TWO of the street maintenance items listed above do you think are MOST IMPORTANT for the City to provide?** [Write in your answers below using the numbers from the list in Question 13.]

1st: ____ 2nd: ____

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of the clean-up of junk/debris on private property	5	4	3	2	1	9
2. Enforcement of mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
3. Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
5. Enforcement of sign regulations	5	4	3	2	1	9
6. City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

16. Which TWO of the code enforcement items listed above do you think are most important for the City to provide? [Write in your answers below using the numbers from the list in Question 15.]

1st: _____ 2nd: _____

17. **Customer Service.** Have you contacted the City of Greenville during the past year?

____(1) Yes ____ (2) No [Skip to Q18.]

- 17a. Which City Department or function did you contact most recently?

____(01) City Manager/City Council	____(07) Stormwater
____(02) Fire/EMS	____(08) Street Maintenance
____(03) Recreation and Parks	____(09) Code Enforcement
____(04) Community Development	____(10) Animal Control
____(05) Police	____(11) Parking
____(06) Sanitation (e.g. garbage, recycling, yard waste, mosquitos)	____(12) Human Resources
	____(13) Other: _____

- 17b. Please rate your satisfaction with employees in the City departments you have contacted recently using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

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

18. **Sanitation 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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Bulky item pick up/removal services (e.g. old furniture, appliances)	5	4	3	2	1	9
4. Yard waste collection services	5	4	3	2	1	9

19. Please indicate whether or not you have used each of the following services provided by the City of Greenville during the past 12 months.

During the past 12 months have you...		Yes	No	Don't Know
01.	Used public transit services supported by the City (i.e. GREAT bus)	1	2	9
02.	Participated in recreation programs offered by the City	1	2	9
03.	Visited City recreation centers	1	2	9
04.	Visited a neighborhood or City park	1	2	9
05.	Used Fire/EMS services	1	2	9
06.	Called Code Enforcement	1	2	9
07.	Called or visited the Police Department	1	2	9
08.	Visited the City's website	1	2	9
09.	Read the City's e-newsletter	1	2	9
10.	Watched the City's cable television channel (GTV-9)	1	2	9
11.	Watched a video on the City website/YouTube	1	2	9

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

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Adequacy of public parking in Uptown Greenville (downtown)	5	4	3	2	1	9
2.	Availability of public transportation/GREAT Bus services in Greenville	5	4	3	2	1	9
3.	Ease of travel by car in the City	5	4	3	2	1	9
4.	Ease of walking in the City	5	4	3	2	1	9
5.	Ease of biking in the City	5	4	3	2	1	9
6.	Opportunities to attend cultural activities in Greenville	5	4	3	2	1	9
7.	Availability of affordable housing in Greenville	5	4	3	2	1	9

21. Capital Improvement Priorities. Major investments that are being made or considered by the City are listed below. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important at All," please rate how important you think it is for the City to continue to invest in the following projects.

		Extremely Important	Very Important	Important	Not Very Important	Not Important at All	Don't Know
01.	Upgrades or additions to public facilities (e.g. public buildings, parking lots/garages, stormwater/drainage facilities)	5	4	3	2	1	9
02.	Improvements to parks, open spaces, and greenways	5	4	3	2	1	9
03.	Improvements to Police and Fire/EMS facilities	5	4	3	2	1	9
04.	Improvements to the city's streets and sidewalks, bike lanes, and street lighting	5	4	3	2	1	9
05.	Improvements to arts/cultural facilities	5	4	3	2	1	9
06.	Availability of affordable housing	5	4	3	2	1	9
07.	Uptown (downtown) improvements	5	4	3	2	1	9
08.	Town Common/Tar River front improvements	5	4	3	2	1	9
09.	Improvements to public transit (GREAT) bus system	5	4	3	2	1	9
10.	Construct a multi-sport recreational complex	5	4	3	2	1	9
11.	Construct a major performing arts center	5	4	3	2	1	9

- 22. Additional Revenues.** Using a scale of 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing at All," please indicate how willing you would be to support a bond referendum (a citizen vote to support the City borrowing money for capital improvements) or additional funding that would...

		Very Willing	Willing	Not Sure	Not Willing	Not Willing at All
01.	Upgrade public facilities (e.g. public buildings, parking lots/garages, stormwater/drainage facilities)	5	4	3	2	1
02.	Improvements to parks, open spaces and greenways	5	4	3	2	1
03.	Improvements to Police and Fire/EMS facilities	5	4	3	2	1
04.	Improvement to the city's streets, sidewalks, bike lanes, and street lighting	5	4	3	2	1
05.	Improvements to arts/cultural facilities	5	4	3	2	1
06.	Availability of affordable housing	5	4	3	2	1
07.	Uptown (downtown) improvements	5	4	3	2	1
08.	Provide Town Common/Tar River front improvements	5	4	3	2	1
09.	Improvements to public transit (GREAT) bus system	5	4	3	2	1
10.	Construct a multi-sport recreational complex	5	4	3	2	1
11.	Construct a major performing arts center	5	4	3	2	1

- 23. Strategic Planning.** Please indicate how important each of the City's major focus areas are to you using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important at All."

		Extremely Important	Very Important	Important	Not Very Important	Not Important at All
1.	Economic development (business development and jobs)	5	4	3	2	1
2.	Infrastructure (e.g. streets and sidewalks, stormwater/drainage, street lighting)	5	4	3	2	1
3.	Beautification of the city	5	4	3	2	1
4.	Activating the Town Common	5	4	3	2	1
5.	Public Safety (Police, Fire/EMS)	5	4	3	2	1
6.	River access and Tar River Legacy Plan additions	5	4	3	2	1
7.	Fiscal Responsibility	5	4	3	2	1
8.	Stormwater management	5	4	3	2	1
9.	Art and Cultural entertainment amenities	5	4	3	2	1

- 24. Overall Ratings of the City.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Greenville with regard to the following.

How would you rate the City of Greenville...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work or build a business	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place to be a college student	5	4	3	2	1	9

- 25. How often do you typically go outside of Greenville for entertainment or recreation?**

____ (1) Every day ____ (4) A few times per month ____ (9) Not provided
 ____ (2) A few times per week ____ (5) A few times per year
 ____ (3) At least once a week ____ (6) Seldom or never

26. Approximately how many years have you lived in Greenville?

____(1) Less than 5 years ____ (2) 5-10 years ____ (3) 11-20 years ____ (4) More than 20 years

27. What is your age?

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

28. What is your gender? ____ (1) Male ____ (2) Female

29. Have you visited Uptown Greenville (downtown) during the past year?

____ (1) Yes ____ (2) No *[Skip to Q30.]*

29a. Why did you visit Uptown Greenville? *[Check all that apply.]*

____ (1) Events ____ (3) Bars ____ (5) Business ____ (7) GUC
____ (2) Dining ____ (4) Sports ____ (6) Church ____ (8) Other: _____

30. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

____ (1) Asian/Pacific Islander ____ (3) American Indian/Eskimo ____ (5) Hispanic/Latino/Spanish
____ (2) White/Caucasian ____ (4) Black/African American ____ (6) Other: _____

31. Would you say your total annual household income is:

____ (1) Under \$30,000 ____ (2) \$30,000 to \$59,999 ____ (3) \$60,000 to \$99,999 ____ (4) \$100,000 or more

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 shown to the right will ONLY be used to help identify which areas of the City are having difficulty with City services. If your address is not correct, please provide the correct information. Thank you.