

1.24.14

City Council Strategic Planning Session

Preliminary Results of Citizen Survey

Purpose

- To have a statistically valid way of gauging satisfaction levels, the importance of, and desires of the city's residents related to City services
- Part of City Council Goals
 - Benchmarking satisfaction levels over time
 - Benchmarking results against other cities

Purpose

- To be utilized for City Council Strategic Planning Session
- To help administratively in improving City services and residents' satisfaction with those services
- To help with priorities come budget time

Why ETC Institute?

- Nationally reputable
- Demographic and geographic confidence
- Standard main survey document
 - Benchmark against national results
 - Benchmark against NC results
 - Benchmark against other university cities
 - Ability to customize questions

NC University Cities using ETC

- Chapel Hill
- Durham
- Raleigh
- Fayetteville
- Wilmington
- Winston-Salem

Methodology

15-minute survey: 25 questions (plus 7)

mailed out to residents January 2

online option

telephone follow-up

Results are geo-coded and grouped via census tracts

GIS maps

Methodology

95% confidence level

400 completed - +/- 5% (438 as of 1/23/14)

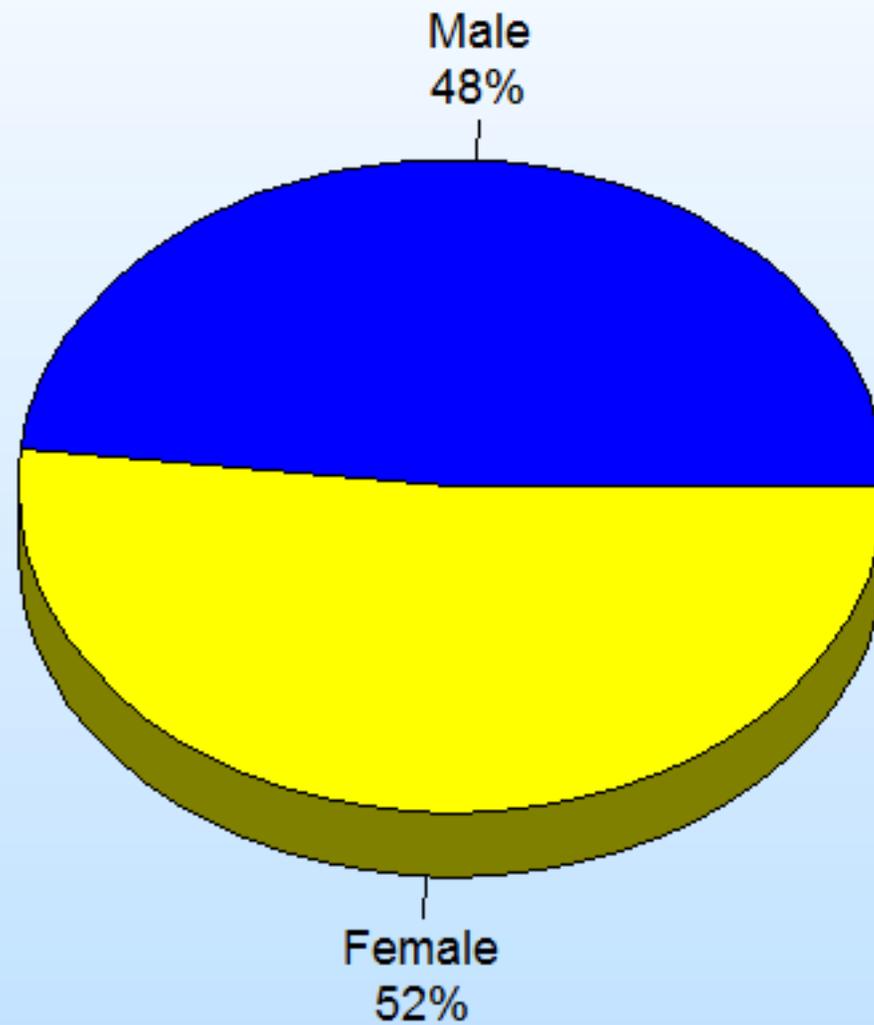
600 completed - +/- 4%

800 completed - +/- 3.5%

Greenville chose 800 completed

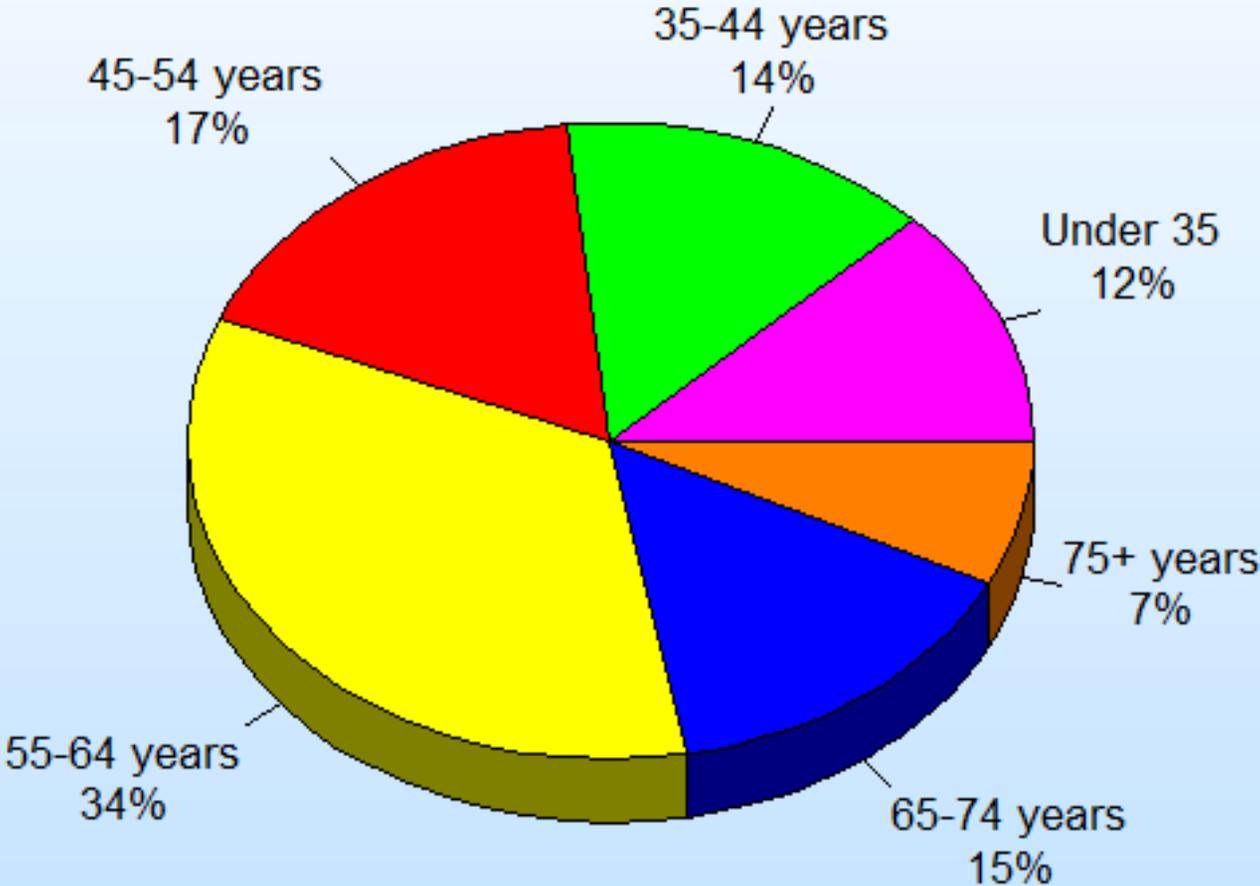
Q29. Demographics: Gender

by percentage of respondents



Q27. Demographics: Age of Respondent

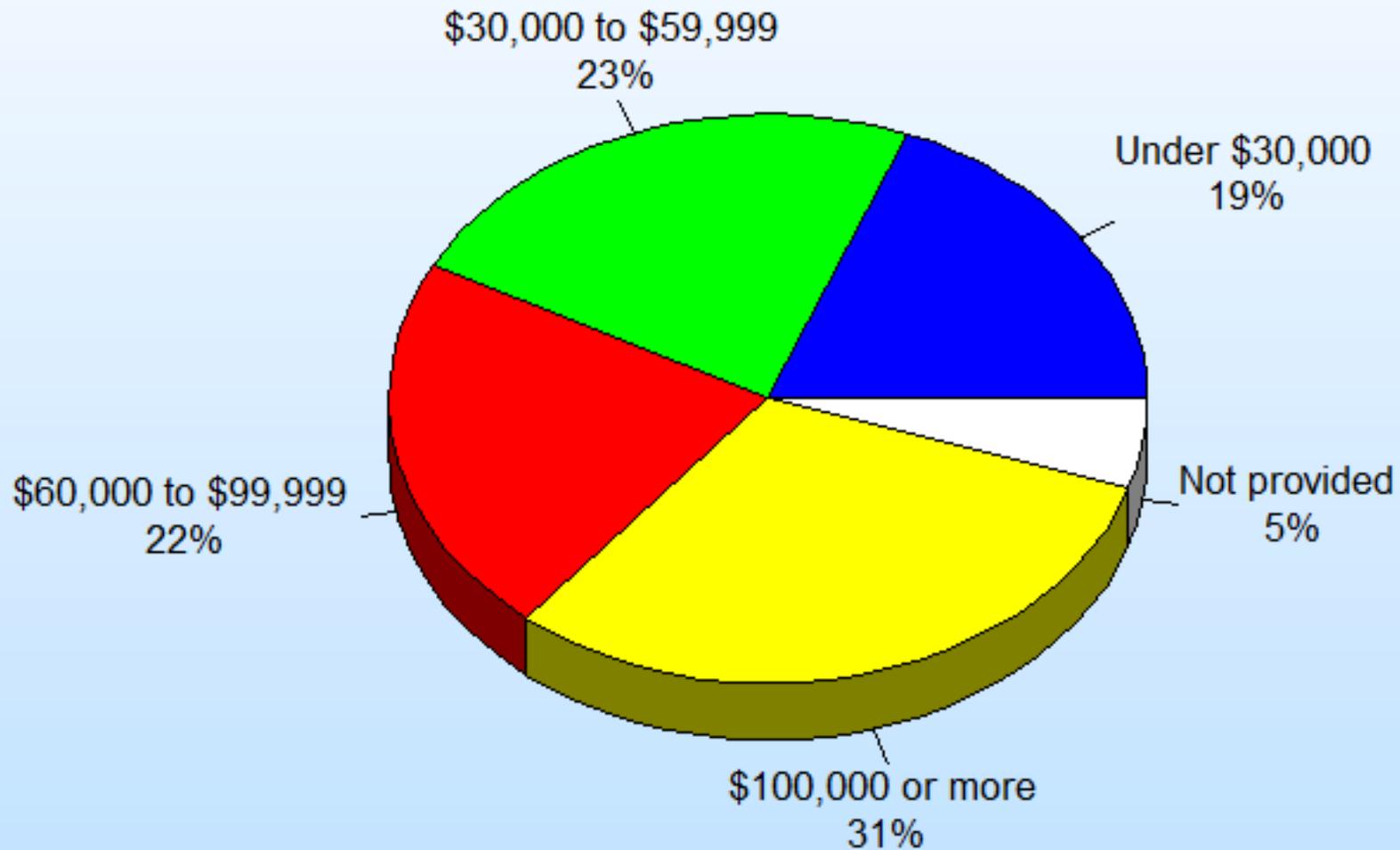
by percentage of respondents



Source: RTC Institute (City of Greenville - 2014)

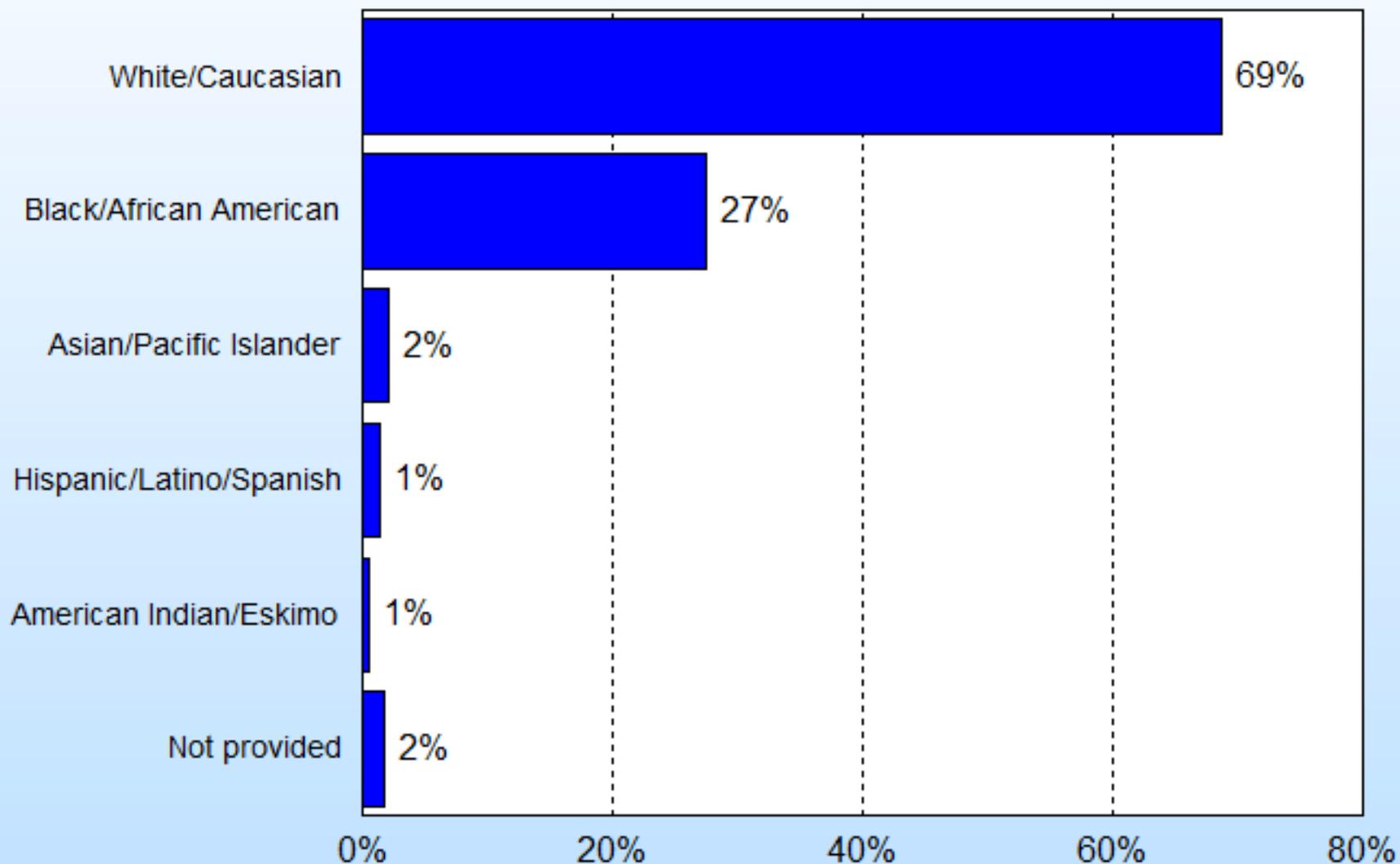
Q32. Demographics: Total Annual Household Income

by percentage of respondents



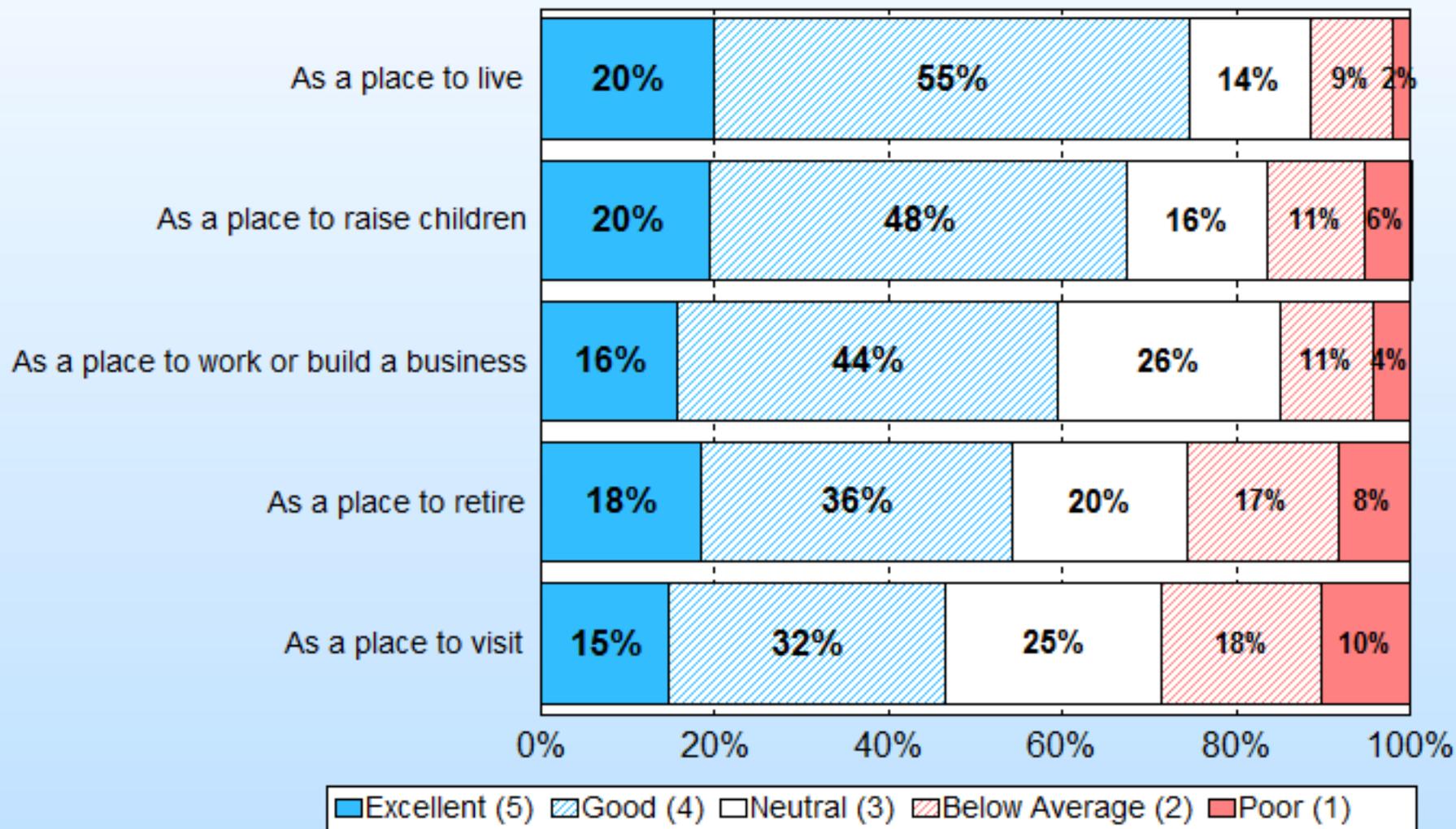
Q31. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



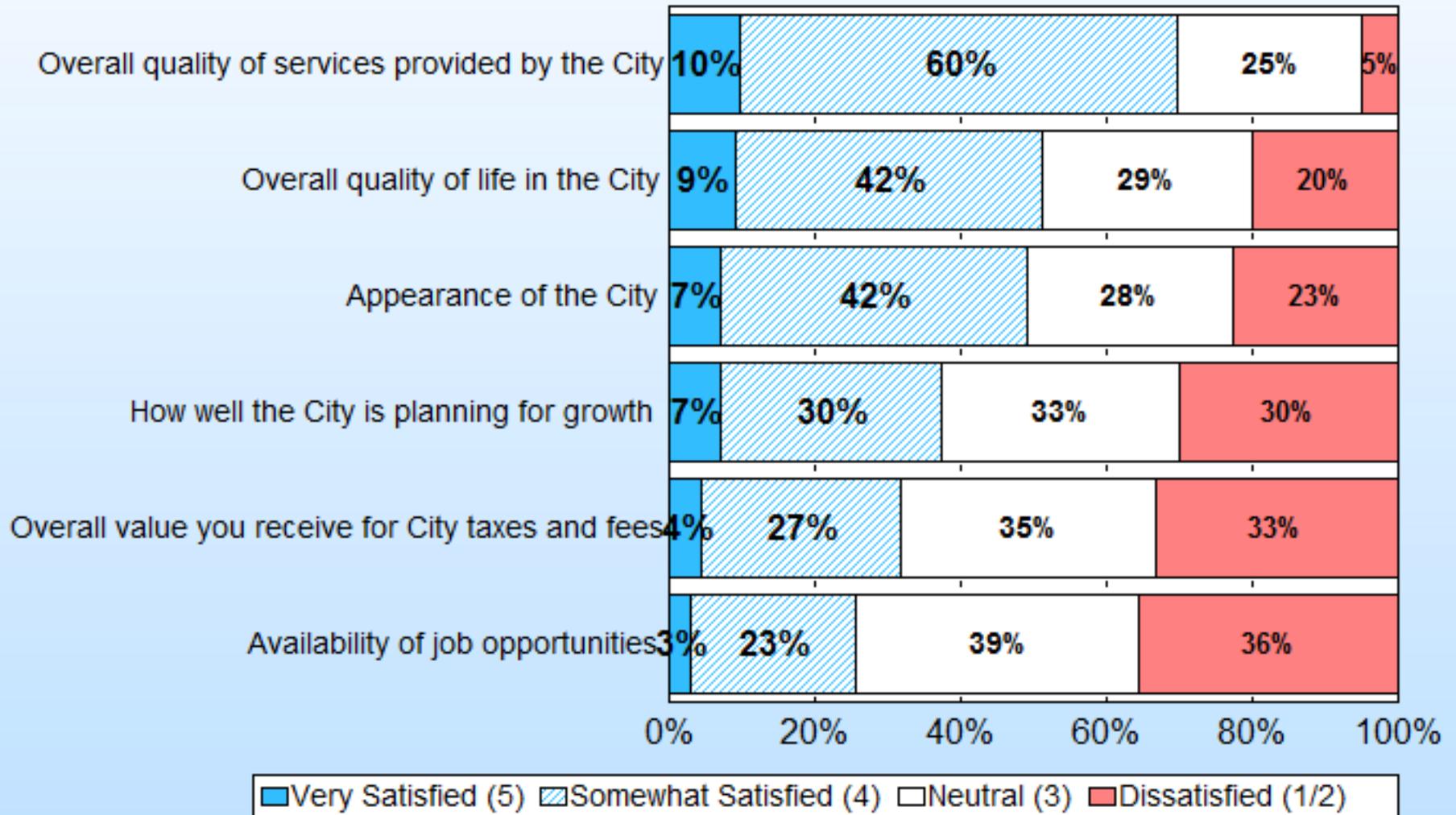
Q25. How Respondents Rate the City of Greenville as a Place to Live, Work and Raise Children

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



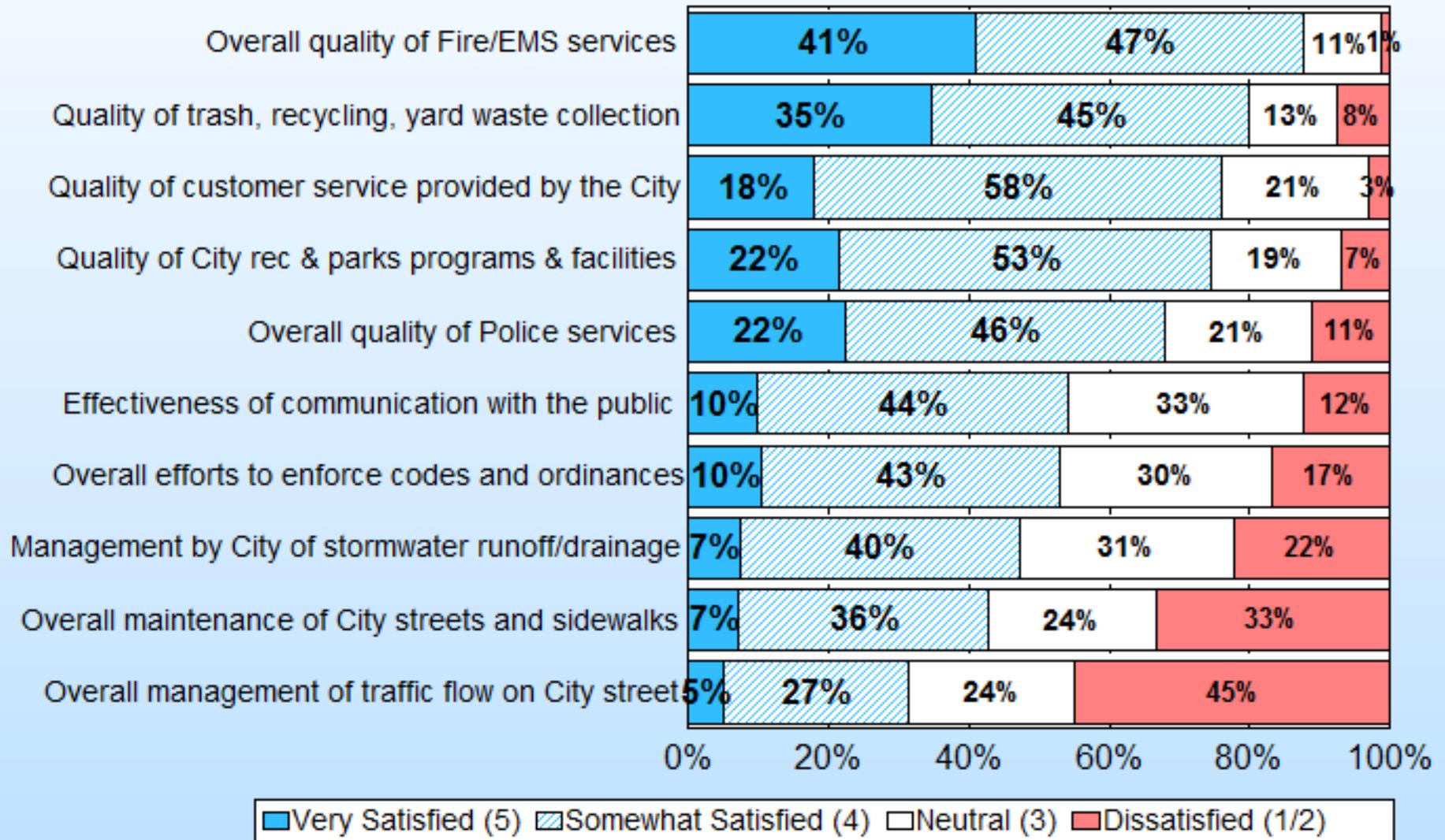
Q3. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Greenville

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



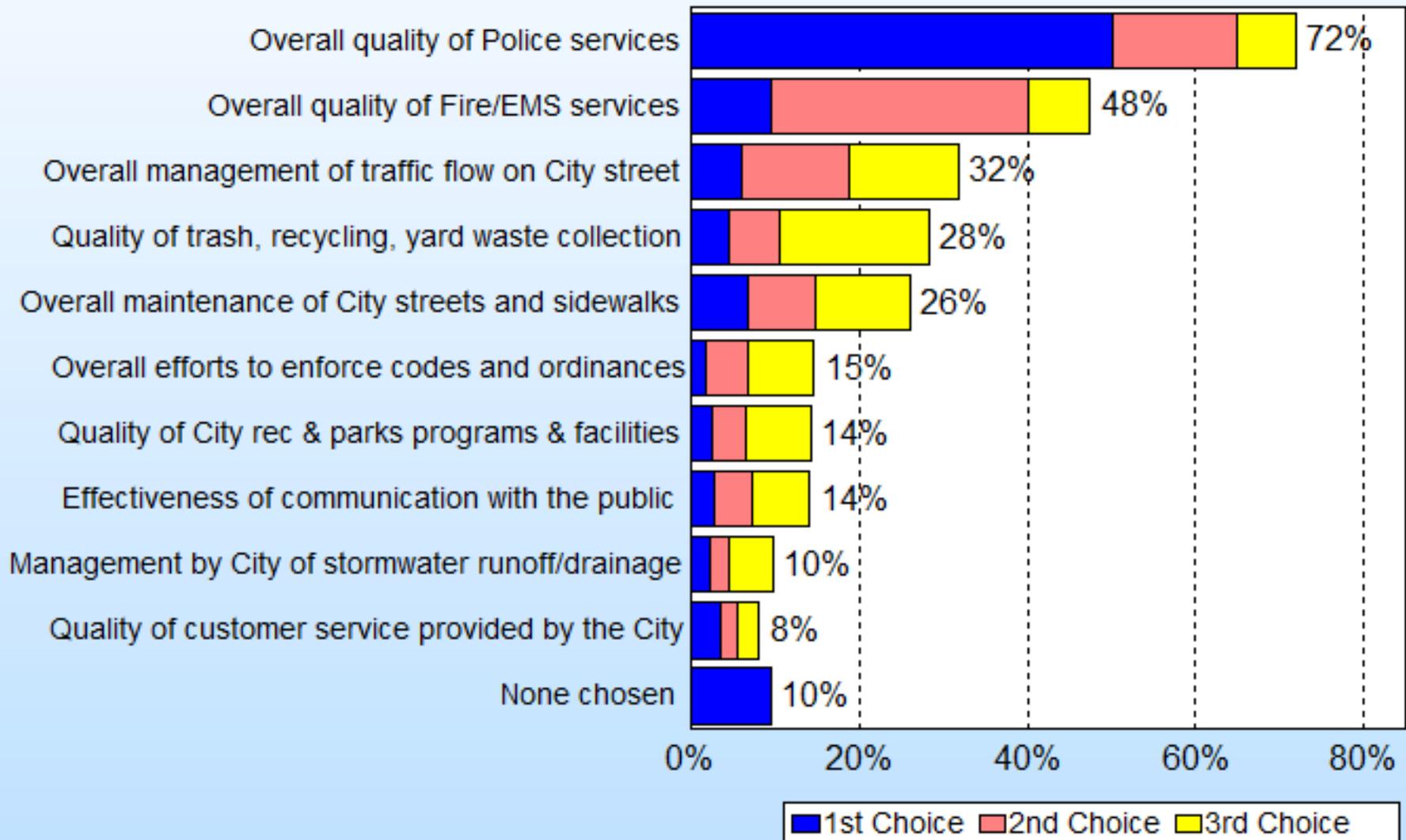
Q1. Overall Satisfaction With City Services by Major Category

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



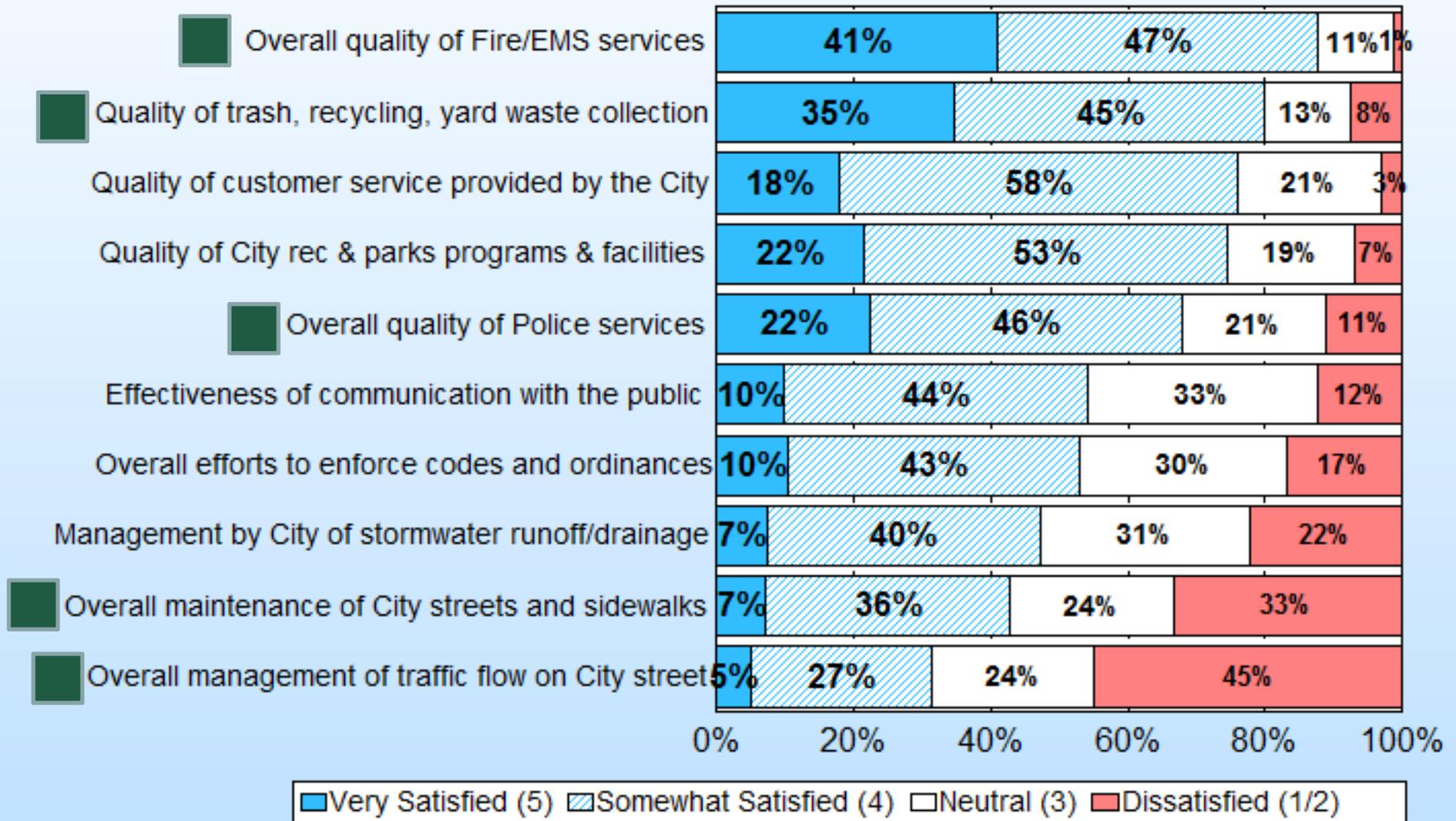
Q2. City Services That Are Most Important for the City to Provide

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



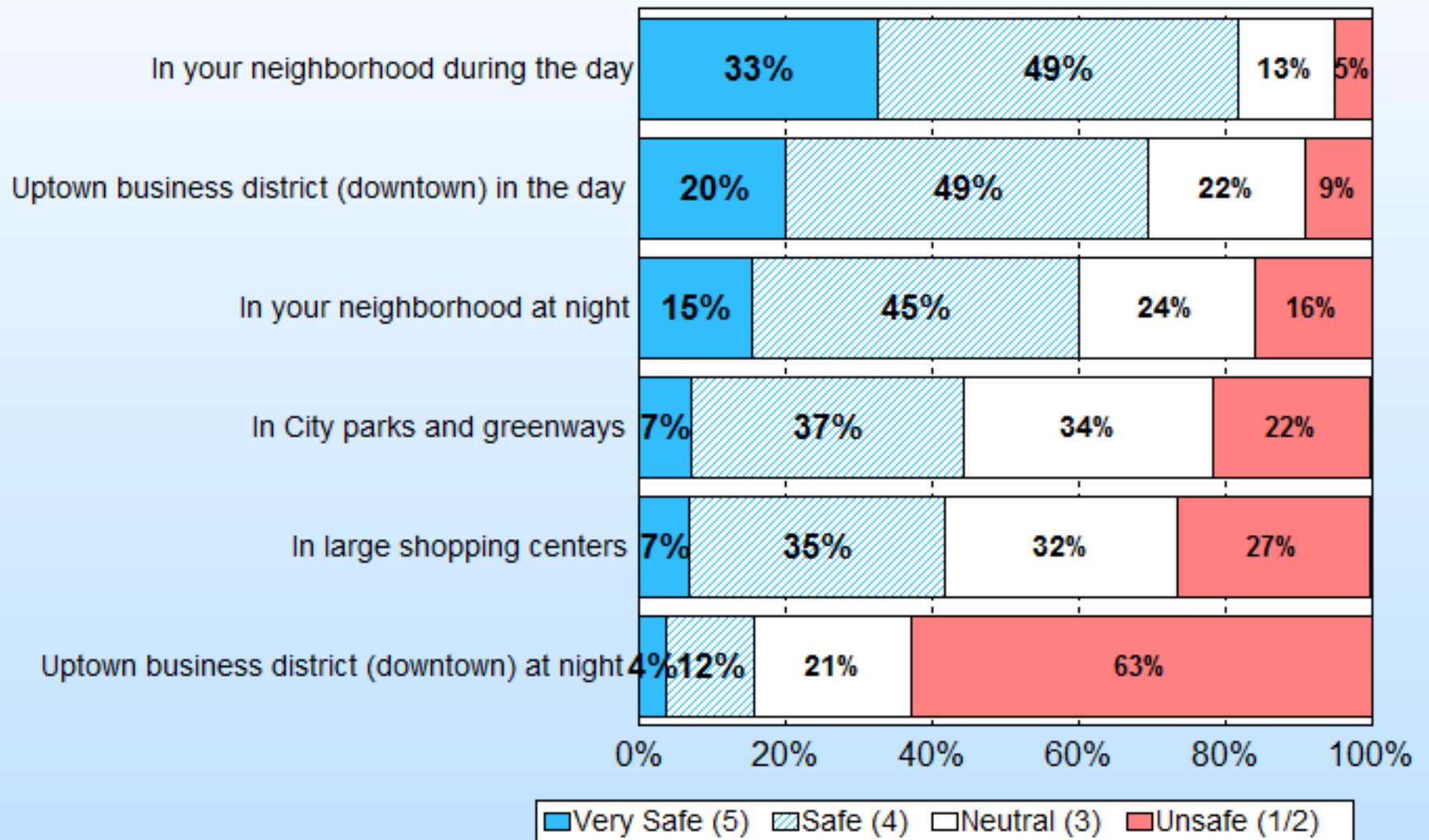
Q1. Overall Satisfaction With City Services by Major Category

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



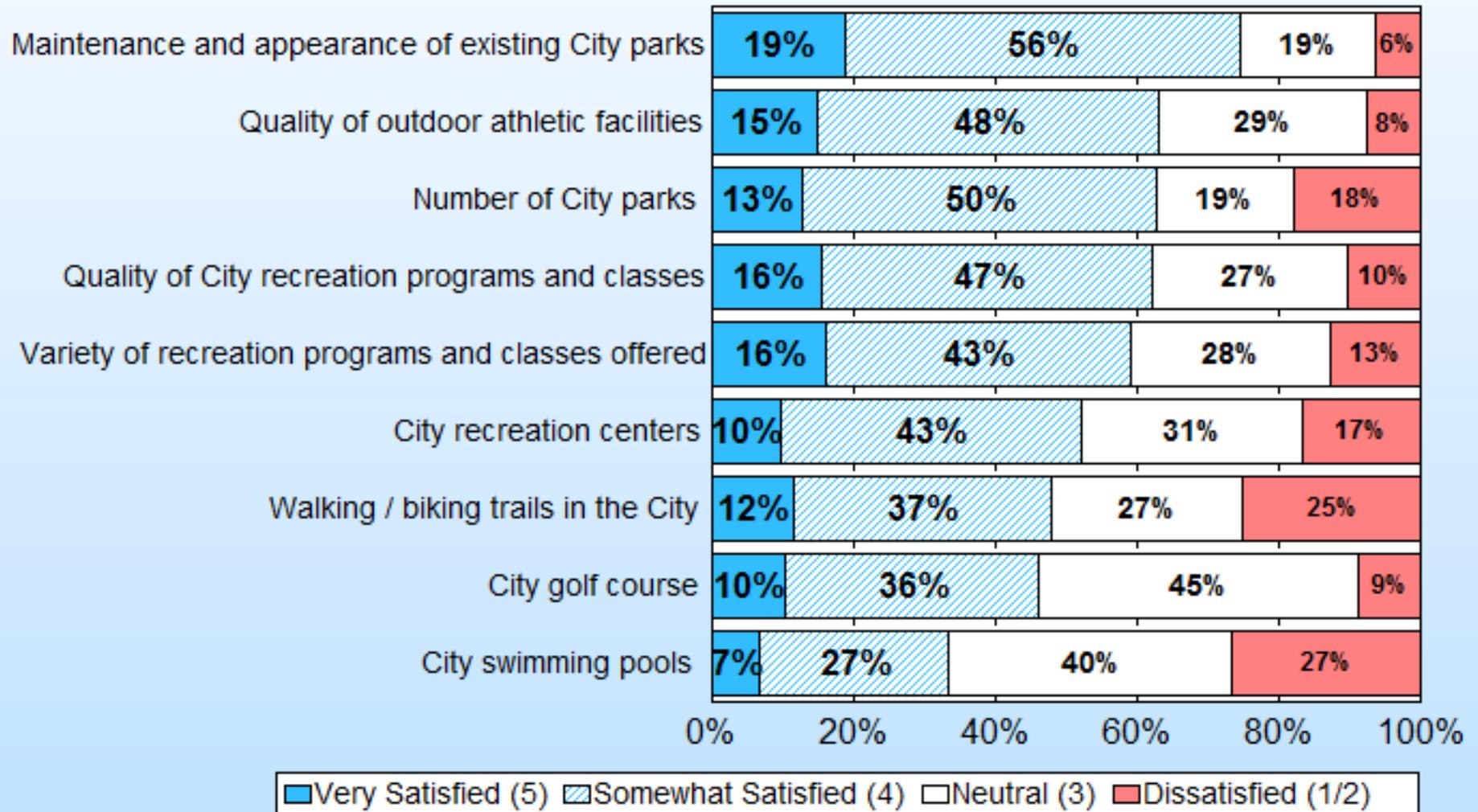
Q6. Level of Safety in Various Situations

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



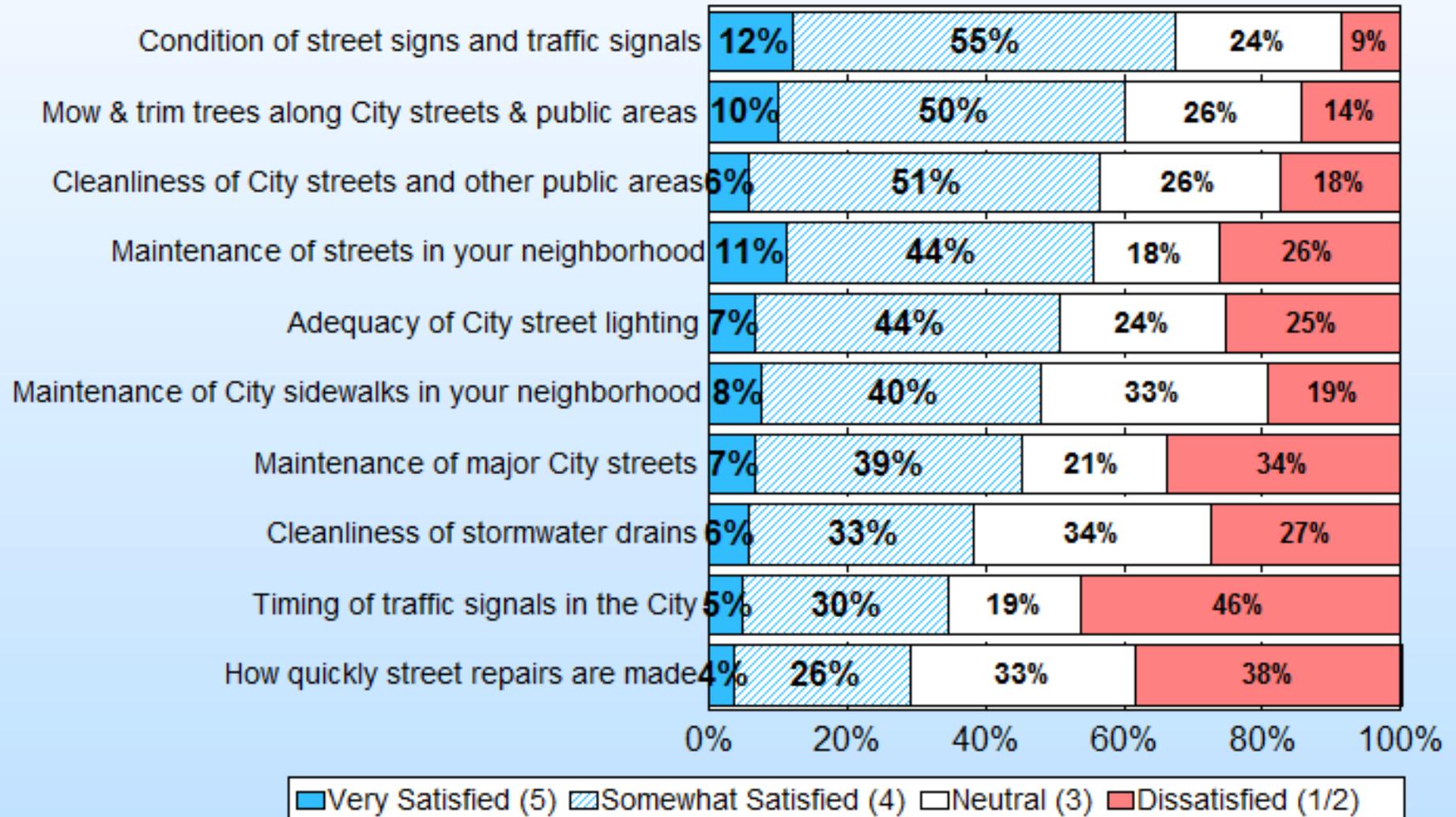
Q7. Satisfaction with Various Aspects of Recreation and Parks

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



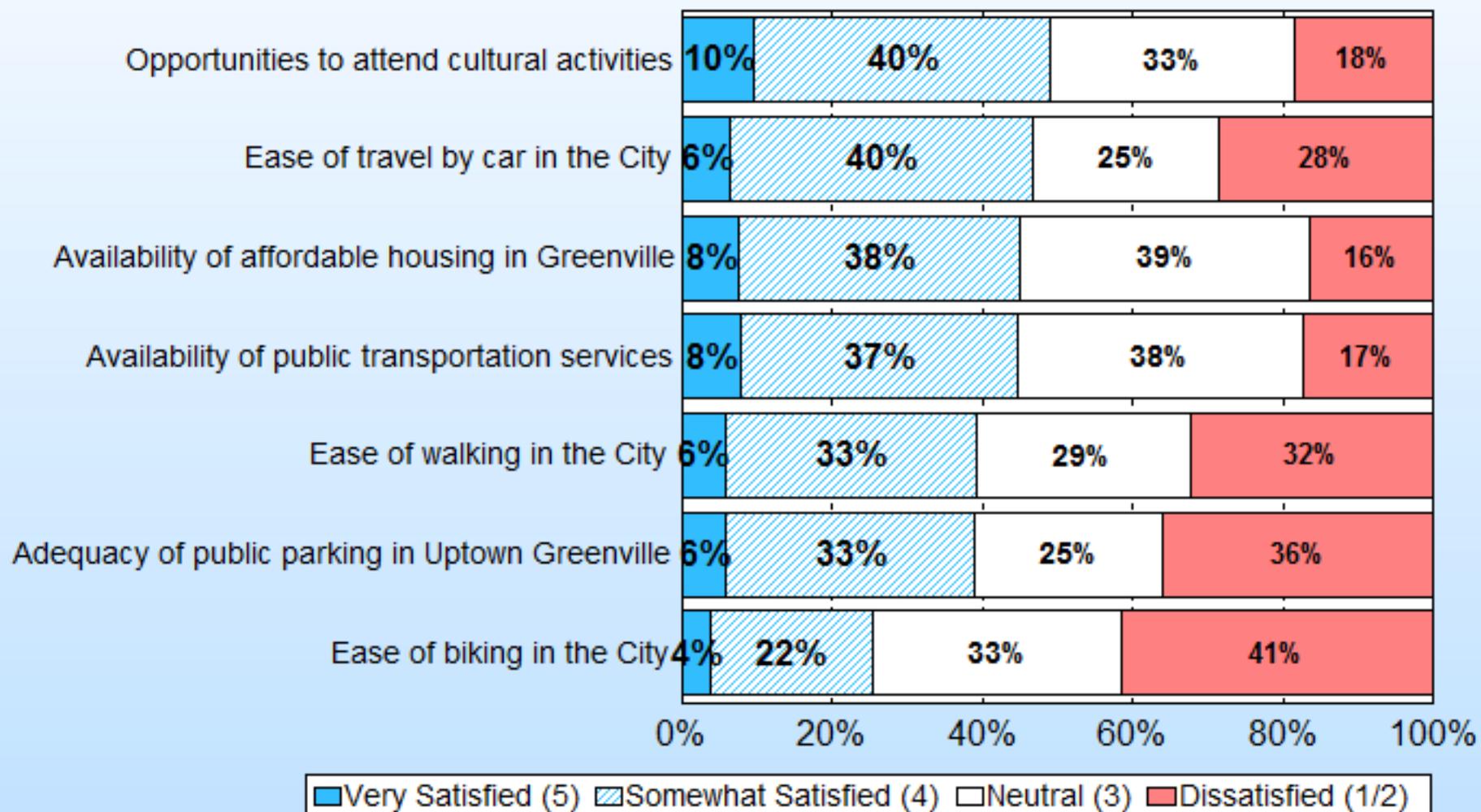
Q12. Satisfaction with Various Aspects of City Maintenance

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



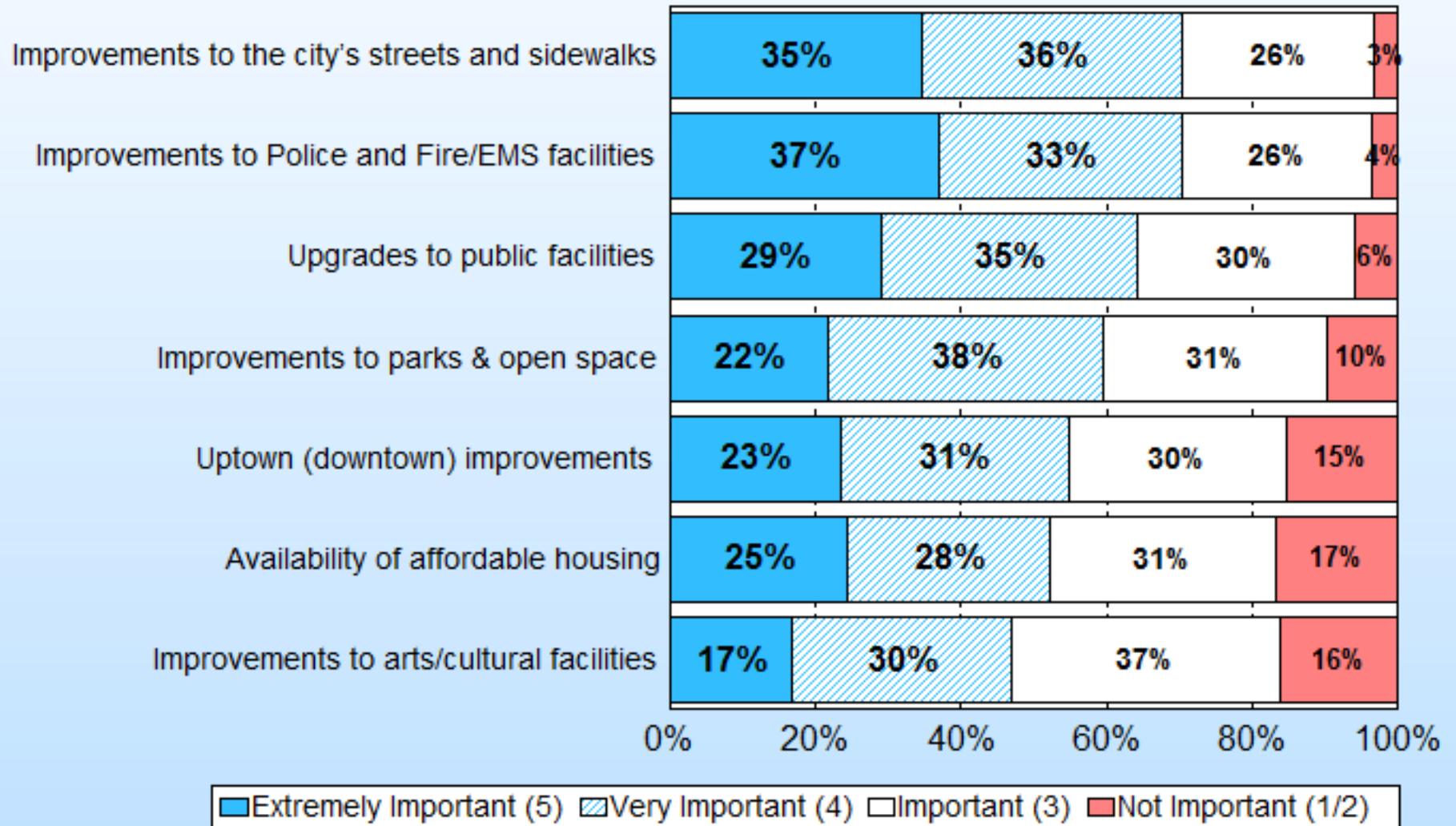
Q19. Satisfaction with Various Aspects of Transportation and Other Issues

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



Q20. Importance of the City Continuing to Invest in Various Projects

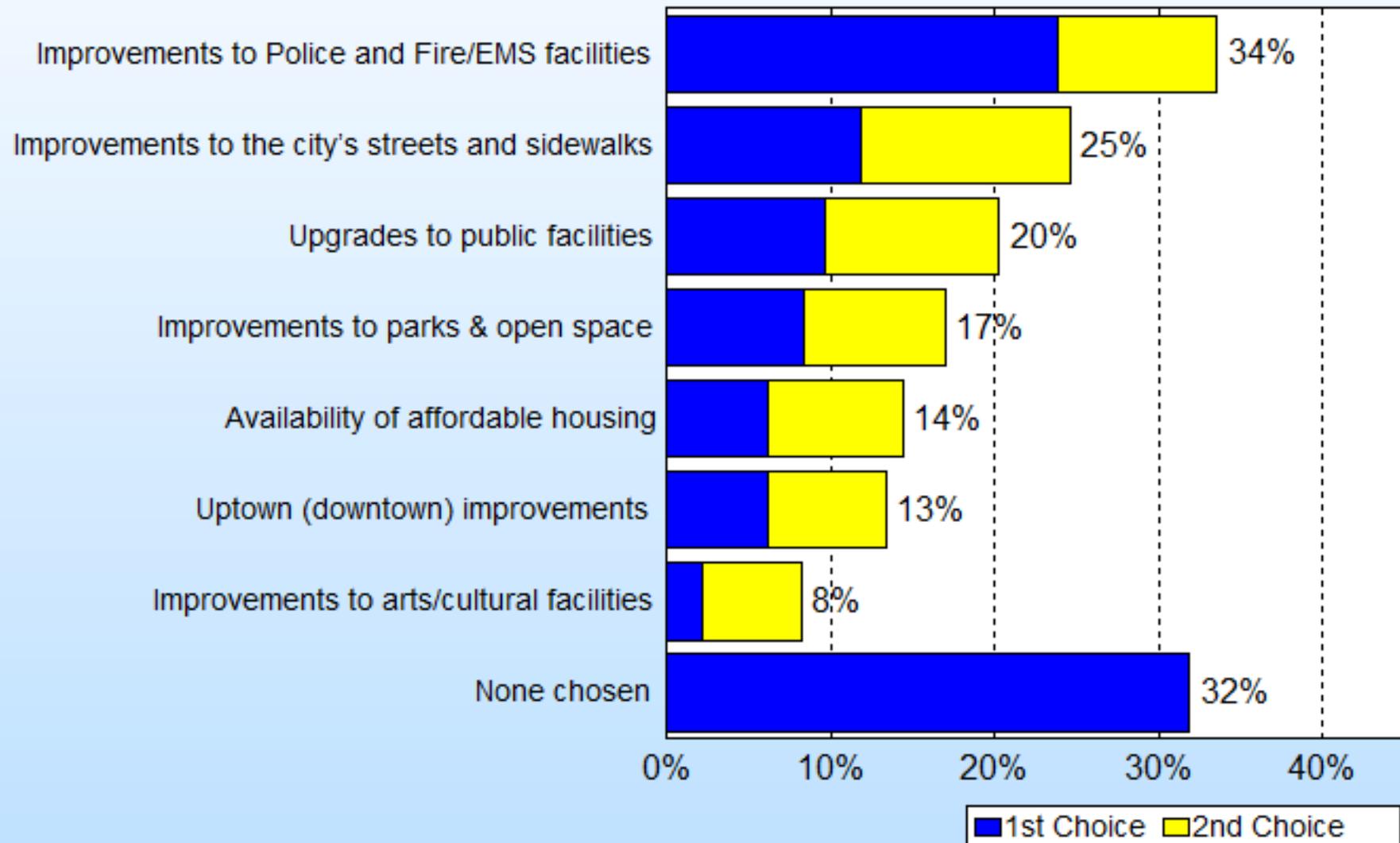
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2014)

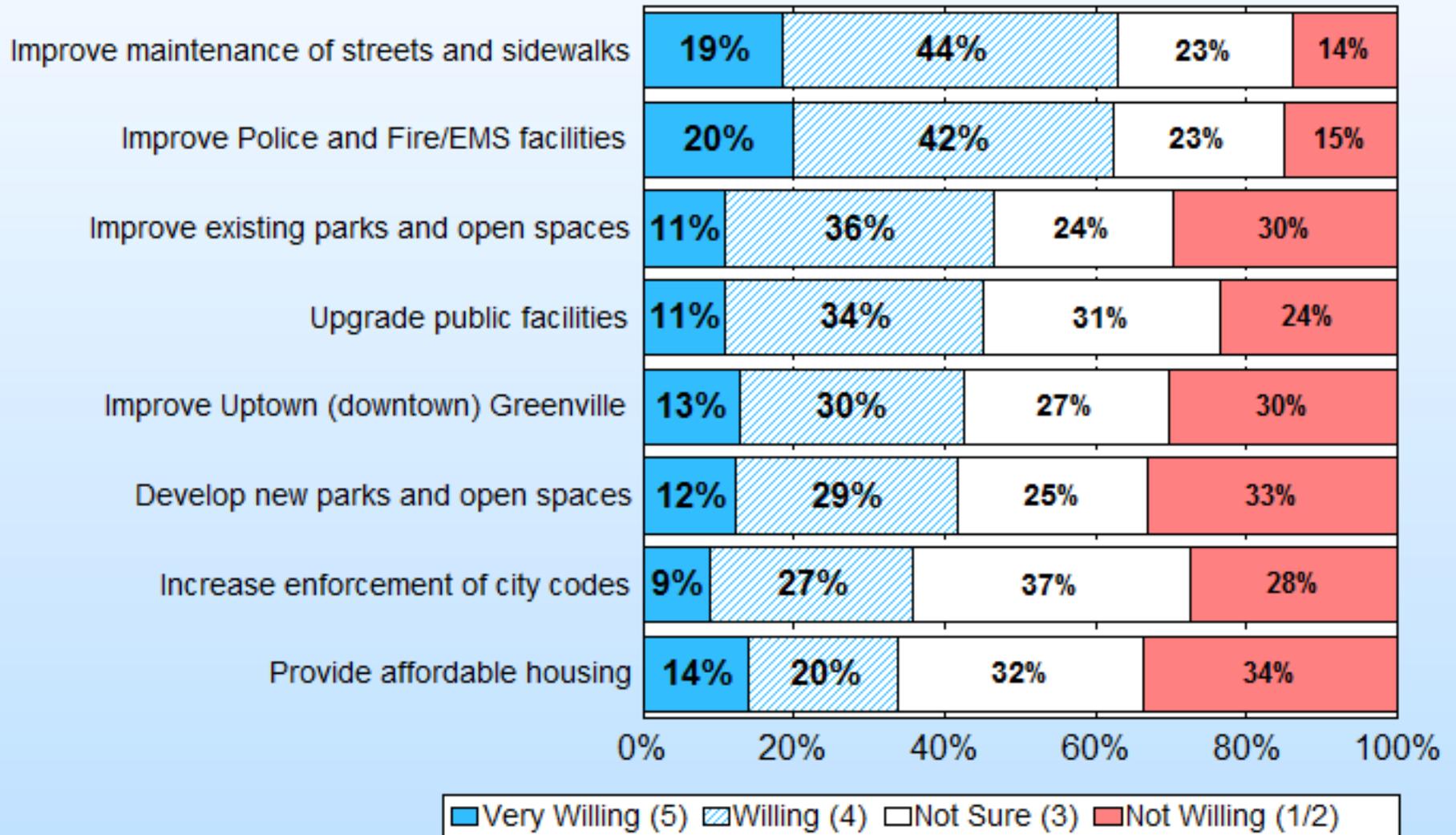
Q21. City Improvement Projects That Respondents Are Most Willing to Pay an Increase in Taxes to Support

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



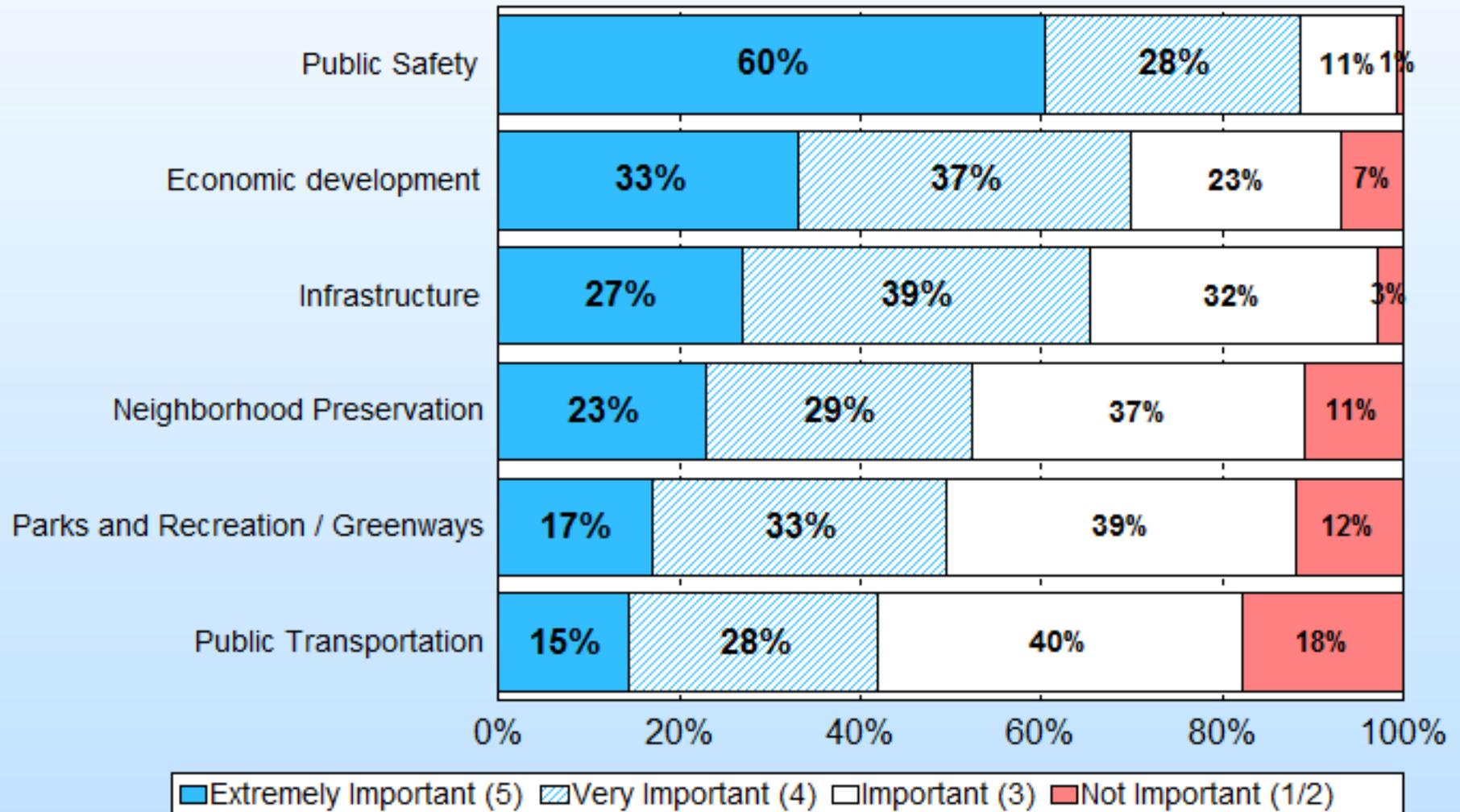
Q22. Willingness to Support a Bond Referendum or Additional Funding for Various Reasons

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



Q24. 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)



Final Report to be presented in March