

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
- ___(2) Local newspapers
- ___(3) Local radio
- ___(4) Local television news
- ___(5) Social networking sites (e.g. Facebook, Twitter)
- ___(6) City website
- ___(7) City cable channel (GTV-9)
- ___(8) Calling the City
- ___(9) Other: _____

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
- ___(2) Local newspapers
- ___(3) Local radio
- ___(4) Local television news
- ___(5) Social networking sites (e.g. Facebook, Twitter)
- ___(6) City website
- ___(7) City cable channel (GTV-9)
- ___(8) Calling the City
- ___(9) Other: _____

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.