

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%)