

# **Greenville City Council Planning Session**

**January 25-26, 2019**

**City Hall Gallery**

**200 West Fifth Street**

**Friday, January 25, 2019 -- 4:30 p.m.**

**I. Welcome – Mayor P. J. Connelly**

**II. Public Comment Period**

The Public Comment Period is a period reserved for comments by the public. Items that were or are scheduled to be the subject of public hearings at the same meeting or another meeting the same week shall not be discussed. A total of 30 minutes is allocated with each individual being allowed no more than 3 minutes. Individuals who registered with the City Clerk to speak will speak in the order registered until the allocated 30 minutes expires. If time remains after all persons who registered have spoken, individuals who did not register will have an opportunity to speak until the allocated 30 minutes expires.

**III. The Ten Traits of Winning Cities of Tomorrow – John Martin, CEO and Managing Partner of SIR**

**IV. Wrap Up and Recess**

**Greenville City Council Planning Session**  
**January 25-26, 2019**  
**City Hall Gallery**  
**200 West Fifth Street**

**Saturday, January 26, 2019 -- 8:30 a.m.**

- I. **Welcome Back** – Mayor P. J. Connelly
- II. **Mid-Year Budget Update** – Michael Cowin, Assistant City Manager, and Byron Hayes, Director of Financial Services
- III. **Review of Citizen Survey Results** – Brock Letchworth, Communications Manager/Public Information Officer
- IV. **Update on Goals and Objectives** – City Manager Ann Wall and Department Heads
- V. **Recreation and Parks Projects Update** – Michael Cowin, Assistant City Manager, and Gary Fenton, Director of Recreation and Parks
- VI. **Open Discussion** – Mayor P. J. Connelly
- VII. **Wrap Up and Adjourn**



Cliff Fleet and John Martin are the leaders of SIR, a 55-year-old national market research and strategic planning firm headquartered in Richmond, Virginia. SIR helps corporations, government agencies, universities, nonprofits, and even entire communities understand what tomorrow will bring and what to do about it today.



SIR has orchestrated more than 15,000 research studies and strategic initiatives designed to help clients identify and advance their unique brand positions, create new products and services, manage business challenges and opportunities, assess the overall effectiveness of programs and initiatives, and formulate long-range strategic plans.



SIR has supported many of America's leading companies and associations, including GE, Johnson & Johnson, Lincoln Financial, Wal-Mart, Google, AARP, the American Chemical Society, the Public Relations Society of America, the American Society for the Prevention of Cruelty to Animals, and hundreds of other Fortune 1,000 companies and national associations.

**SIR's work is supported by a "futures" think tank – the Institute for Tomorrow:**

Cliff and John are also part of SIR's [Institute for Tomorrow](https://www.institutefortomorrow.com/ift-views/), or IFT (formerly the Boomer Project and GenerationsMatter). The IFT is a national, research-based futures think tank that identifies and reports on major demographic and cultural trends shaping America's future. The institute shares data-driven insights through keynote speeches, workshops, strategic planning retreats, and training events for organizations around the world. IFT's articles and blog posts can be accessed here: <https://www.institutefortomorrow.com/ift-views/>

IFT's insights are informed by the firm's proprietary research on generations – Baby Boomers, Gen Xers, Millennials, and Gen Zs. Understanding the deep-seated wiring of generational cohorts offers a powerful lens into the future of mobility, education, housing, work, healthcare, cultural arts, recreation, cities – almost everything.

IFT's insights have been featured in the Los Angeles Times, the Washington Post, the Chicago Tribune, the Toronto Star, BusinessWeek, the Wall Street Journal, and Barron's, as well as NBC Nightly News, CBS News, MSNBC, and NPR's "Morning Edition." In addition, John co-authored "Boomer Consumer," an award-winning business book on generations.

SIR's IFT delivers more than 50 major keynote speeches a year. Past assignments include the National Governors Association, National League of Cities, National Association of Development Organizations, and the Rail~Volution Conference.



**SIR's work supports communities:**

SIR's strategic research and consulting services also support a number of cities and states, including Richmond, Charlotte, City of Virginia Beach, Fort Worth, Sacramento, Vermont, Arkansas, North Carolina, and Virginia.

SIR played a leading role in "*Richmond's Futures*," a planning initiative that is credited with driving Richmond's success as a Millennial hot spot. One of John's *Richmond's Futures*' Op Ed articles is linked here: [https://www.richmond.com/opinion/their-opinion/guest-columnists/martin-leveraging-seven-transcendent-trends-to-map-richmond-s-future/article\\_a1492292-de68-58d3-99fa-f961eaf629e4.html](https://www.richmond.com/opinion/their-opinion/guest-columnists/martin-leveraging-seven-transcendent-trends-to-map-richmond-s-future/article_a1492292-de68-58d3-99fa-f961eaf629e4.html). Chrystal Neal, Executive Vice President of ChamberRVA, was quoted in the Richmond Times-Dispatch as saying, "*We used SIR's research to attract and retain more young professionals – and the strategy worked.*"

SIR will be the keynote speaker and facilitator at the North Carolina League of Municipalities' upcoming 2019 annual conference scheduled for May 14-16 in Hickory, NC.

**Background on Cliff and John:**

Cliff earned an undergraduate degree, law degree and M.B.A. degree from William & Mary.

Before joining SIR, Cliff was the President & CEO of Philip Morris, USA, where he was responsible for all aspects of its operations. During his career at Philip Morris, Cliff held a number of leadership roles in marketing, sales, strategy, finance and operations.

Cliff serves on many boards, including ChamberRVA and the Jamestown-Yorktown Foundation.

John earned an M.B.A. from Virginia Commonwealth University and a B.A. in economics from Washington & Lee University.

Prior to joining SIR, John was the Chief Marketing Officer for PBM Products, a consumer products company. While at PBM, John helped launch new products through leading retailers including Wal-Mart, Kmart, Target, Kroger, Albertson's, CVS, and dozens of other national chains. John began his marketing career at Siddall, an award-winning communications firm. One of Siddall's clients was University Health Systems of Eastern Carolina.

John currently serves on the boards of the Richmond Region YMCA and Collegiate School.



**THE TEN TRAITS OF WINNING**

**CITIES OF TOMORROW**



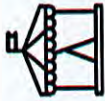
## Millennials

Size: 85 million  
Born: 1983–2001  
Formative years: 1995–2015  
Age in 2018: 17 to 35

Raised by doting parents and awarded praise and trophies just for showing up, Millennials suffer from no lack of self-esteem. Yet coming of age during the Great Recession has affected their views of money, company loyalty, and planning.

Millennials are technology-dependent and hyper-connected, through mobile devices, instant messaging, and texting. Being online is second nature to them. Further, as social libertarians in their outlook, Millennials are comfortable with diversity in race, culture, and sexual orientation.

With many still living at home, Millennials today have experienced a prolonged adolescence. Though they remain largely untested, the cohort shows promise. In fact, they are known “joiners” — a sign that shows that Millennials may even engender a renaissance in civic participation and the rebuilding of social capital.



### BIG TENT

Being a welcoming and inclusive community



### SHARED STORY

Arriving at a relevant and unique narrative



### BEYOND BORDERS

Advancing collaboration across and outside the region



### DYNAMIC WORKFORCE

Facilitating job placement and training / reskilling at every level



### EDUCATIONAL VILLAGE

Collaborating and innovating at all levels



### MILLENNIAL MAGNET

Becoming a hot spot for young professionals and new families



### HYPER-CONNECTED

Offering convenient transportation options



### LIVABLE PLACES

Portfolio of Safe 15-minute livable neighborhoods



### AFFORDABLE SPACES

Meeting the rising demand for affordable housing for everyone



### POSITIVE BUZZ

Inspiring and scaling positive word of mouth

## Generation Z

Size: 70 million (and counting)  
Born: 2002–2020ish  
Formative years: 2015–2025  
Age in 2018: -2 to 16

While Gen Z is not yet fully formed, early signs point to overprotective parenting in a world growing more dangerous by the week. Exposed frequently to the horrors of terrorist attacks and gun violence, Gen Zs are being imprinted right now with the need to stay safe and secure.

Gen Zs are also seeing a world where the desire to belong shapes cultural norms and creates new concepts like gender fluidity and self-identification.

The result should be a generation where everyone has a place and with a big-tent perspective, the plurality of minorities sets the agenda. Personalized technology and content will enable this generation to self-educate and pursue lifelong growth.

Keep in mind, Gen Zs will be shaped as a generation by the next 5–10 years. Hold on to your hats!

# TEN TRAITS OF WINNING CITIES OF TOMORROW





Americans come in all shapes and sizes, races and religions, education levels and income brackets. Each of those attributes has an influence on how people view the world. But the most profound indicators are generational.

### Generational Mindsets:

	<u>BOOMERS</u>	<u>GEN X</u>	<u>MILLENNIALS</u>	<u>GENERATION "Z"</u>
<b>OUTLOOK</b>	Optimistic	Skeptical	Confident	Protective
<b>WORK ETHIC</b>	Driven	Free Agent	Goals	Self-taught
<b>VIEW OF MONEY</b>	Spenders	Debtors	Savers	Frugal
<b>VIEW OF LEADERSHIP</b>	Pay your dues	Competence	Egalitarian	Pluralistic
<b>WORK/LIFE BALANCE</b>	Work is Life	Work to Live	Integrated	TBD
<b>MEDIUM</b>	TV	Computer	Mobile	VR?
<b>ORIENTATION</b>	Self-centered	Self-reliant	Collective Self	Self-aware

Members of the same generation, by definition, share many of the same formative experiences that set them apart from other generations. Did they live through times of war, or times of peace? Did they come of age in an era of prosperity and rising expectations, or a period of economic turmoil and broken dreams? Were their families large or small? Were the heads of most households a mom and dad, or did they have some other combination?

Did the dominant media in a generation's childhood consist of network television, Cable TV, or YouTube and Facebook? Did their cultural icons include the Rolling Stones, grunge, hip hop, or *The Voice*? Were politics and the media partisan or middle-of-the-road?

While coming-of-age experiences make each generation distinct, so does a generation's stage in its life cycle. Since the dawn of time, every generation has traveled the same path of youth, young adult, midlife and old age. Each stage is associated with predictable priorities. Youths are concerned about establishing themselves in the world. At midlife, they reach the peak of their earning power and status. Old age brings less interest in material items.

The interaction of generational and lifecycle influences is complex — and the story for a given generation won't be fully written until the last member leaves. This primer gives you a starting point for better understanding Boomers, Gen Xers, Millennials and the next generation, the yet unnamed Generation "Z."





**BOOMERS** 73 million  
Born 1946 to 1964  
Formative years: 1956 to 1979  
Age in 2018: 54 to 72

The post-World War II economy fostered the notion that all things were possible, and a majority of Boomers grew up in middle class affluence with a vision of unlimited opportunity and national pride.

The ability to share experience nightly through broadcast television forged a nationally shared cultural experience; and over time the powerful new medium shocked the nation by bringing race riots and the Vietnam War into the family room.

This is a generation driven by self-fulfillment, which fed both the sexual revolution of the 1960s and the higher divorce rates then – and once again, now that they are empty nesters. Yet Boomers, driven to compete with 75 million peers in the workplace, were not entirely self-indulgent. They came to define themselves by work and created the 60-hour work week for white collar jobs, something unknown until Boomers.

**GENERATION X** 75 million  
Born 1965-1982  
Formative Years: 1975 to 1995  
Age in 2018: 36 to 53

In the 1970s, America's established institutions were looking threadbare. America's global economic primacy eroded, and the employer-employee compact of trust and loyalty collapsed. The country was de-moralized by Vietnam and Watergate. Stagflation created a spirit of malaise.

Even when the economy rebounded in the '80s, Gen Xers saw their parents' jobs and careers "restructured" away. It was an era of social breakdown: soaring divorce rates leading to latchkey kids, rising crime and unwed births reflecting inner city decay.

But the personal computer heralded the emergence of the New Economy, while the fall of the "evil empire" opened up world markets to globalization. Gen Xers grew up to be self-reliant, self-sufficient and skeptical. They don't trust in the permanence of things. In the workplace, they are independent and don't respond well to micro-management.

**MILLENNIALS** 85 million  
Born: 1983-2001  
Formative years: 1995-2015  
Age in 2018: 17 to 35

Raised by doting parents and awarded praise and trophies just for showing up, the Millennials suffer from no lack of self-esteem. Coming of age during the Great Recession has left a lasting imprint on their views of money, company loyalty and planning. Enjoying a prolonged adolescence — many Millennials still live at home — they remain largely untested. Still, the generation shows promise.

Technologically dependent, Millennials are hyper-connected through mobile devices, instant messaging and texting. Being online is second nature. Further, as social libertarians in their outlook, they are comfortable with diversity in race, culture and sexual orientation.

Millennials are joiners: Signs already suggest they may engender a renaissance in civic participation and the rebuilding of social capital.

**GENERATION "Z"** 70 million  
Born: 2002-2020ish  
Formative years: 2015-2025  
Age in 2018: (-2) to 16

While not yet fully formed, early signs point to a generation raised by overprotective parents in a world growing more dangerous by the week. Exposed frequently to the horrors of terror attacks and gun violence, the need to stay safe and secure is imprinting this generation right now.

They are experiencing a world where the longing for belonging shapes cultural mores and creates new concepts like gender fluidity and self-identifying. The result should be a generation with a big tent perspective where everyone has a place and the plurality of the minorities will set the agenda.

The personalization of technology and content will enable this generation to self-educate and experience individual growth across their lifetime. However, they will be shaped as a generation by the next 5-10 years. Hold on to your hats!

## WINNING WORKPLACES OF TOMORROW

Successful organizations in the future will be those who create workplace cultures that demonstrate understanding of generational dynamics. Our consultants can help your firm assess where you are today, and what changes are needed to ensure you'll attract, retain, and engage workers of all ages tomorrow.

Visit [institutefortomorrow.com](http://institutefortomorrow.com) for more information.

The Institute for Tomorrow is part of SIR, a strategic management consulting firm in Richmond, Virginia. More info at [SIRhq.com](http://SIRhq.com).



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IMPROVING TOMORROW



**REVIEW OF  
CITIZEN SURVEY RESULTS**



# 2018 Citizens Survey Findings Report

January 2019





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# Executive Summary





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# **City of Greenville 2018 Citizen Survey**

## **Executive Summary Report**

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### **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%)



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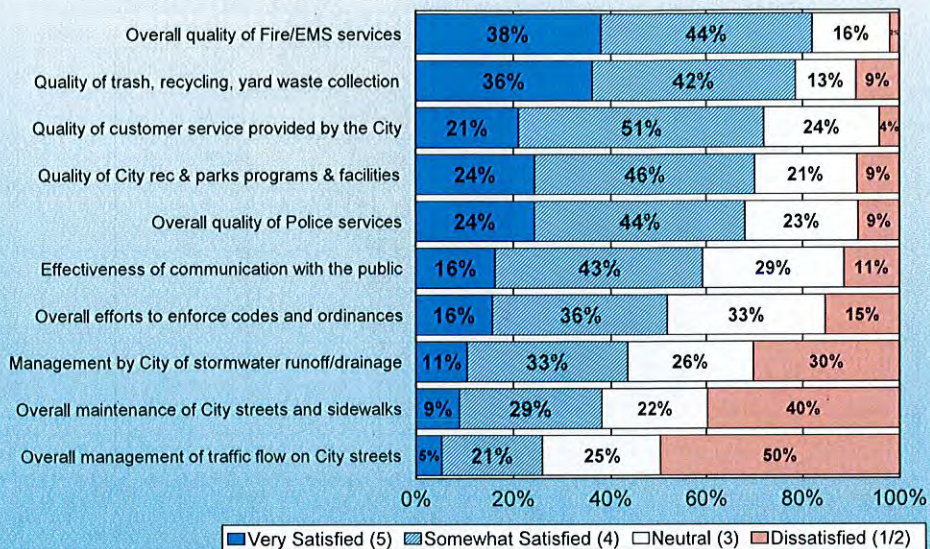
# Charts & Graphics





### Q1. Overall Satisfaction With City Services by Major Category

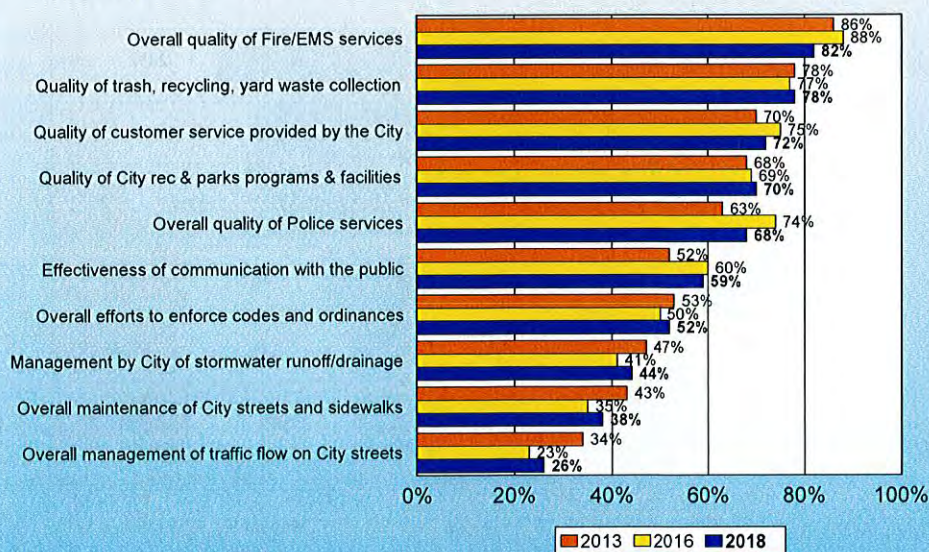
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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)

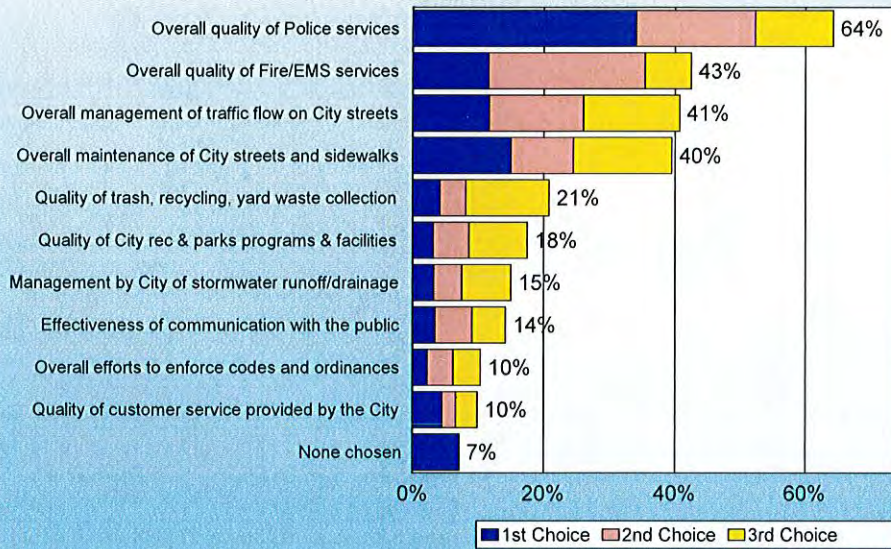


Source: ETC Institute (City of Greenville - 2018)



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

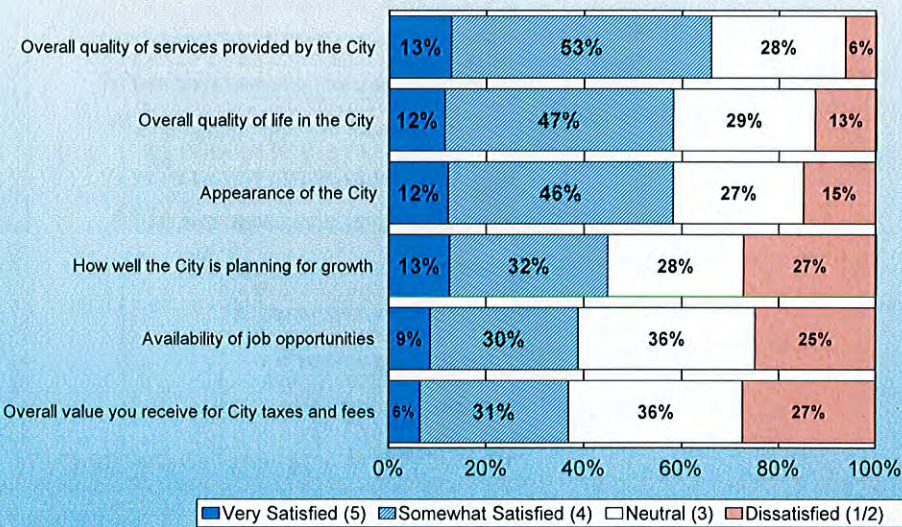
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (City of Greenville - 2018)

### 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)

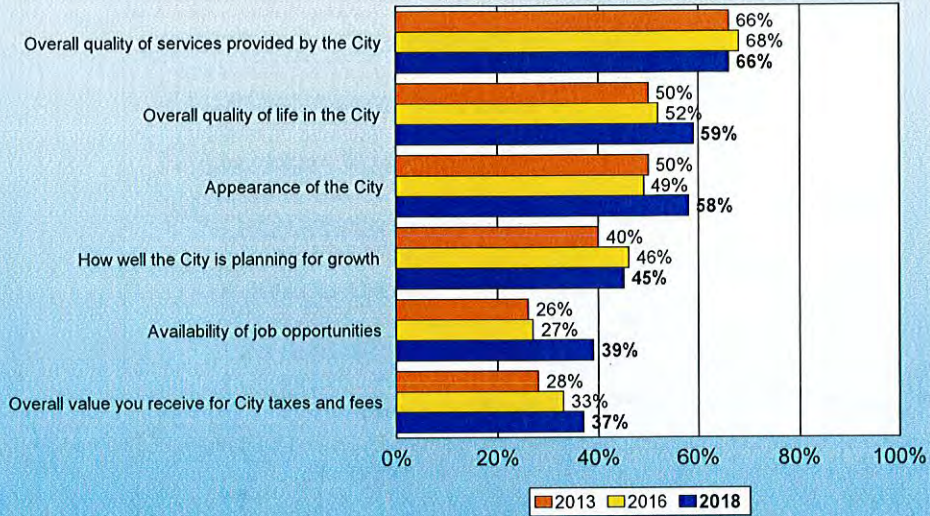


Source: ETC Institute (City of Greenville - 2018)



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

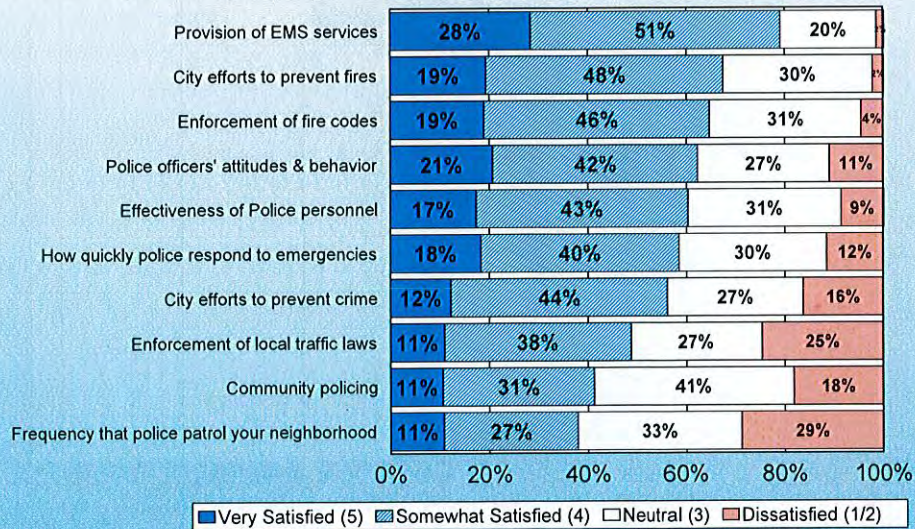
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)

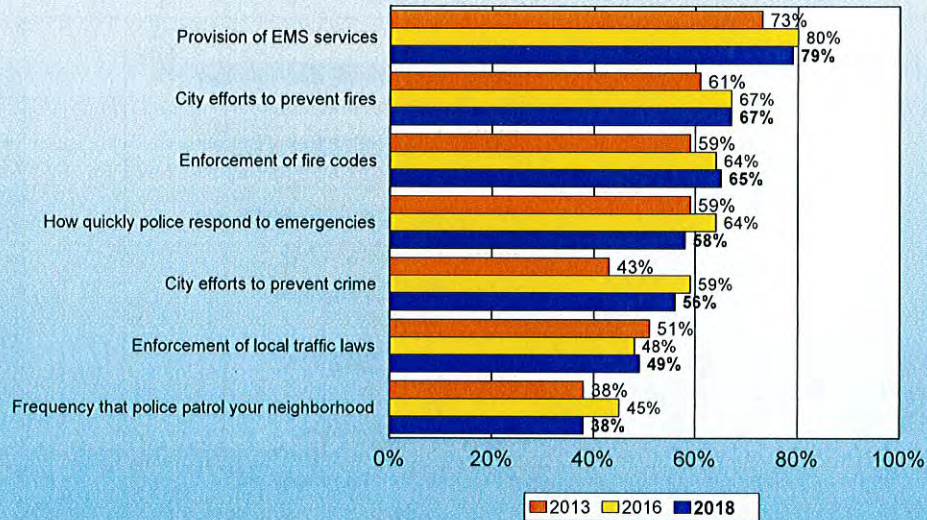


Source: ETC Institute (City of Greenville - 2018)



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

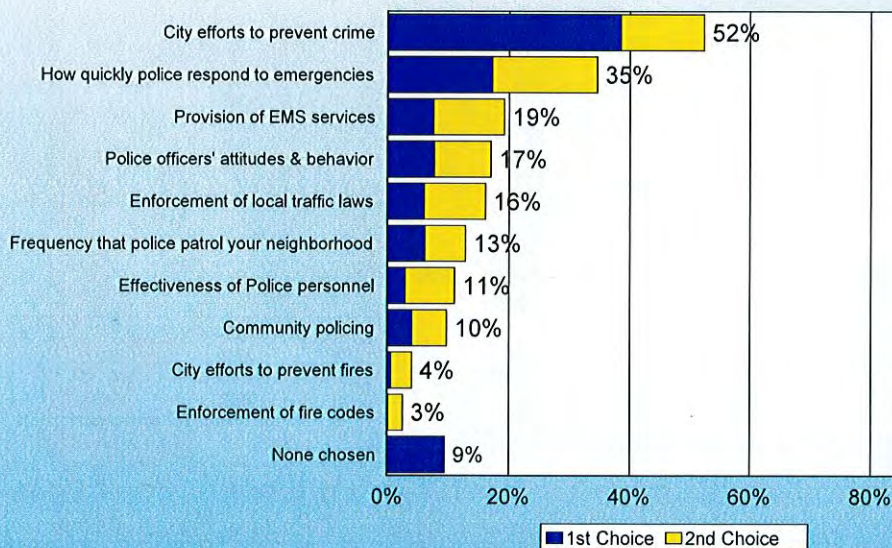
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

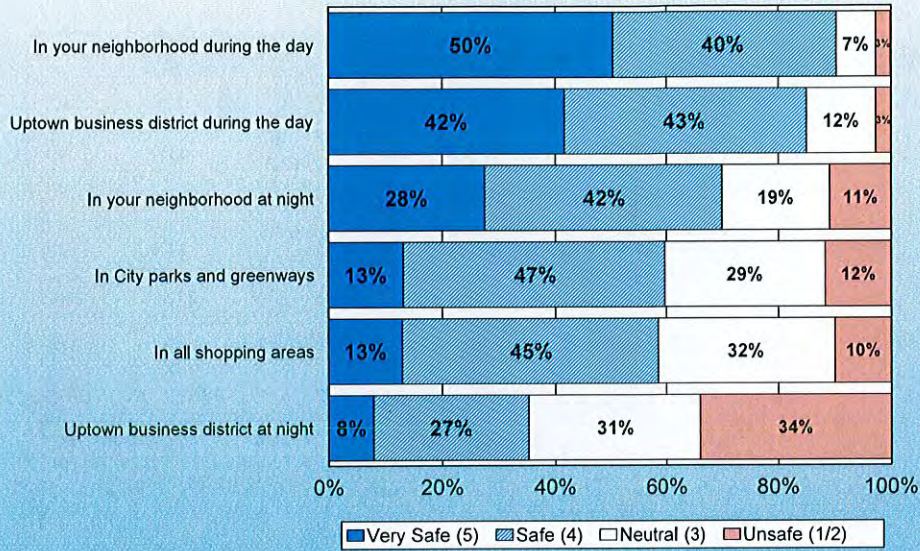


Source: ETC Institute (City of Greenville - 2018)



### Q6. Level of Safety in Various Situations

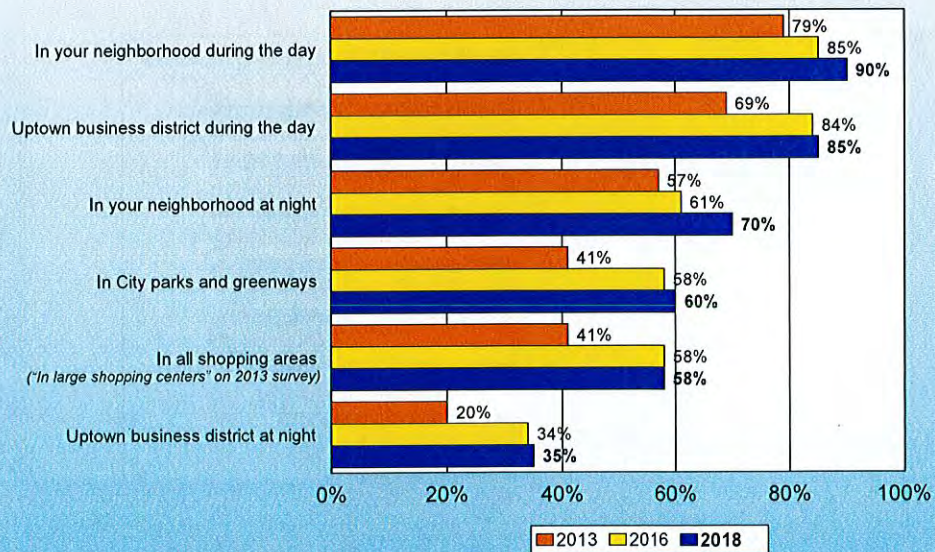
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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)

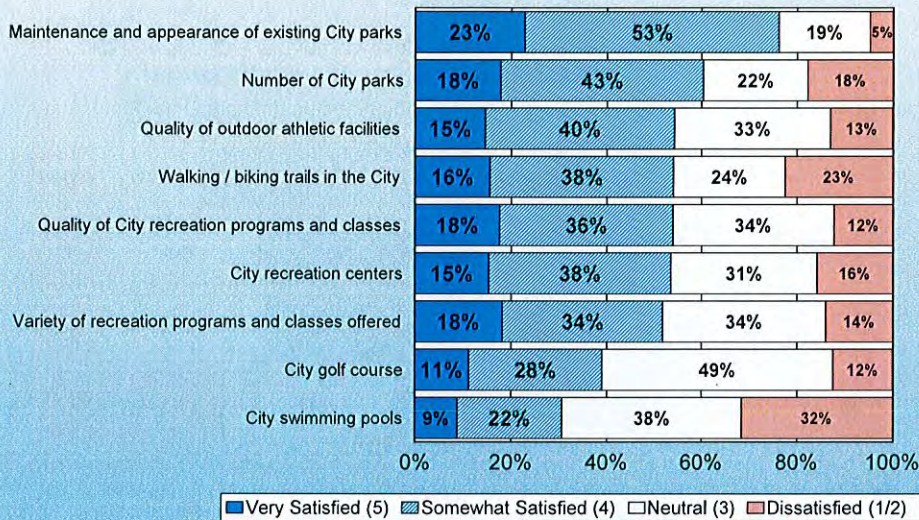


Source: ETC Institute (City of Greenville - 2018)



### Q8. Satisfaction with Various Aspects of Recreation and Parks

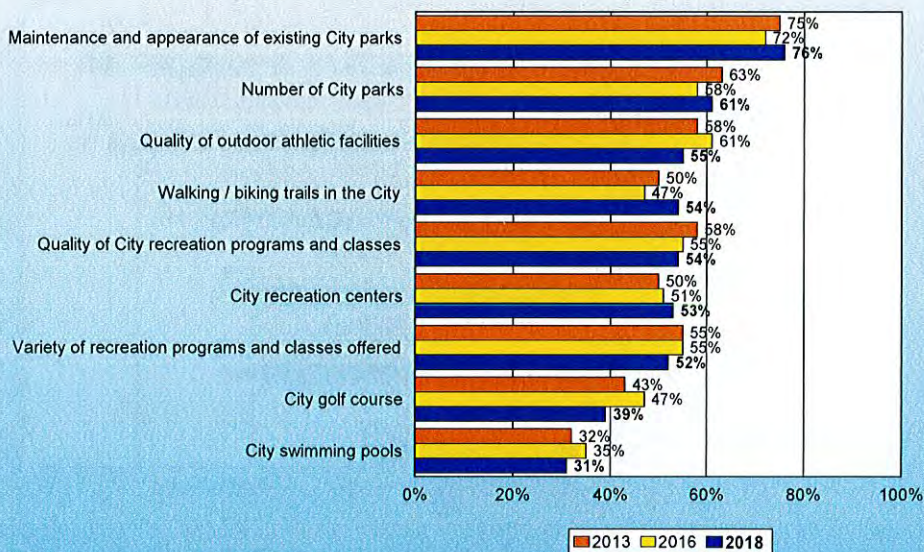
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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)

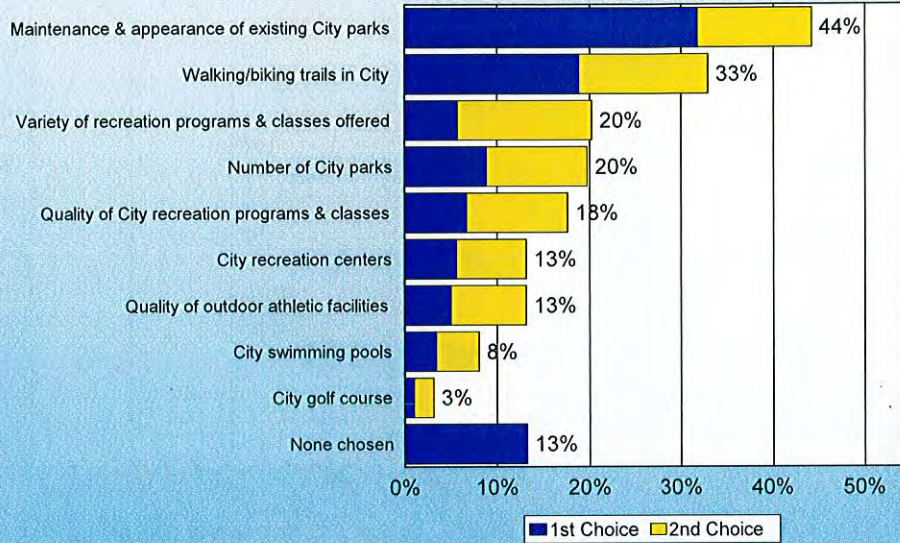


Source: ETC Institute (City of Greenville - 2018)



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

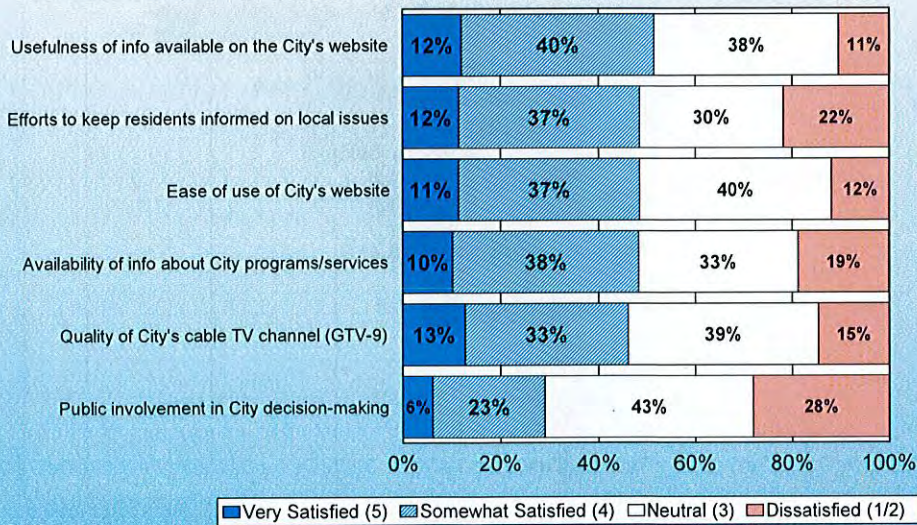
by percentage of respondents who selected the item as one of their top two choices



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)

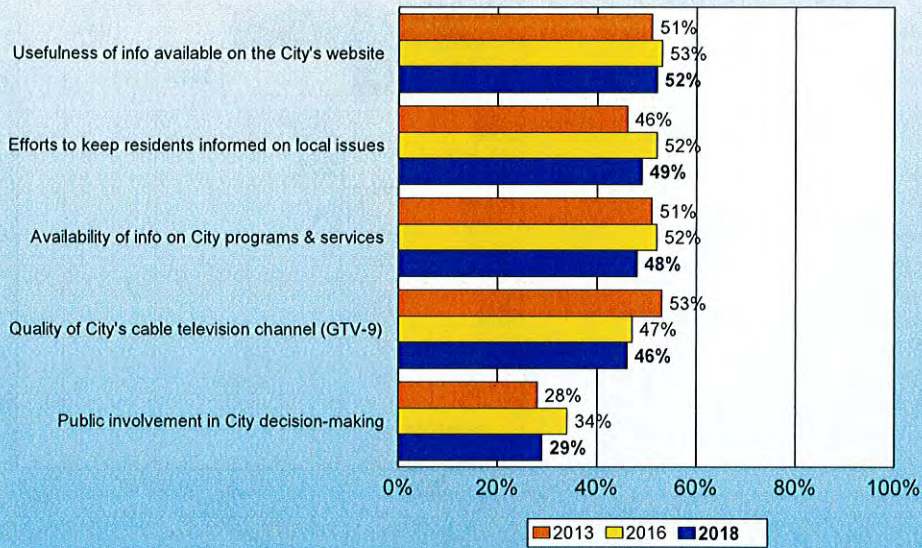


Source: ETC Institute (City of Greenville - 2018)



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

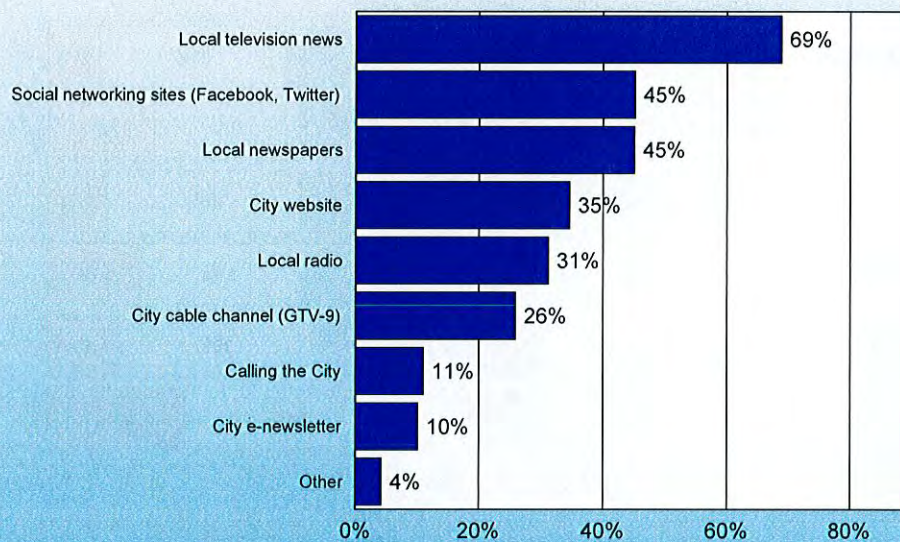
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

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

by percentage of respondents (multiple choices could be made)

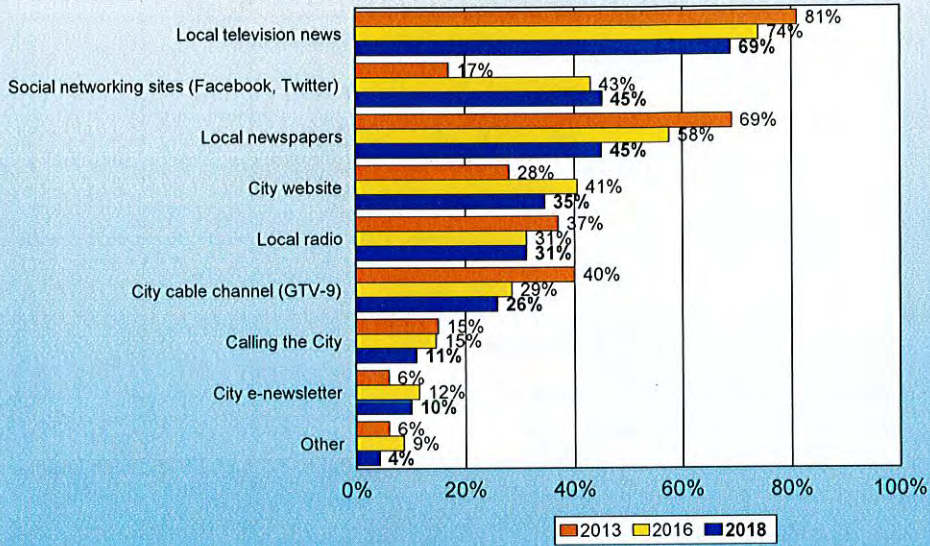


Source: ETC Institute (City of Greenville - 2018)



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

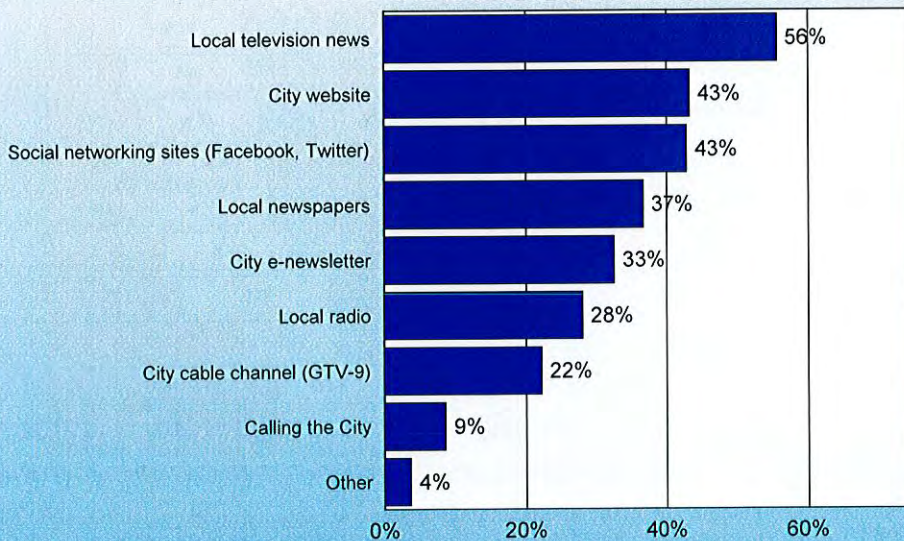
by percentage of respondents (multiple choices could be made)



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)

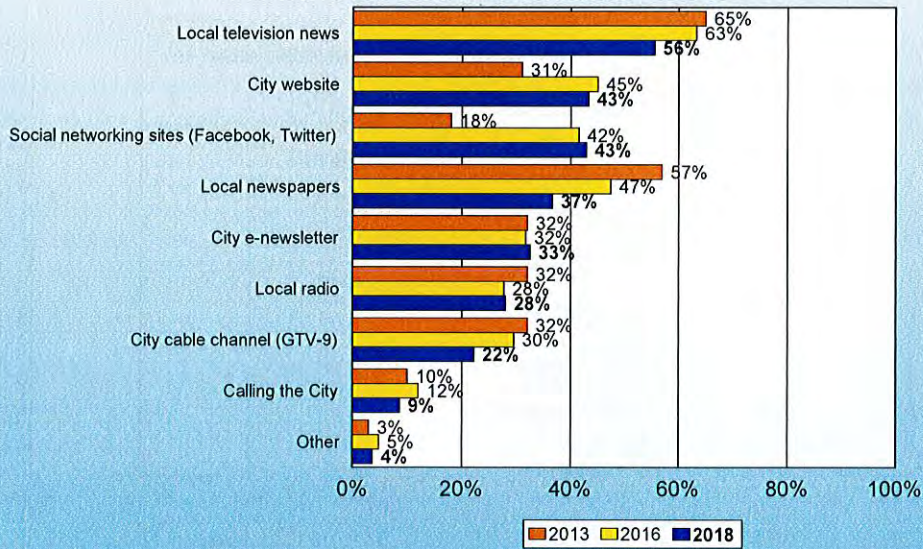


Source: ETC Institute (City of Greenville - 2018)



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

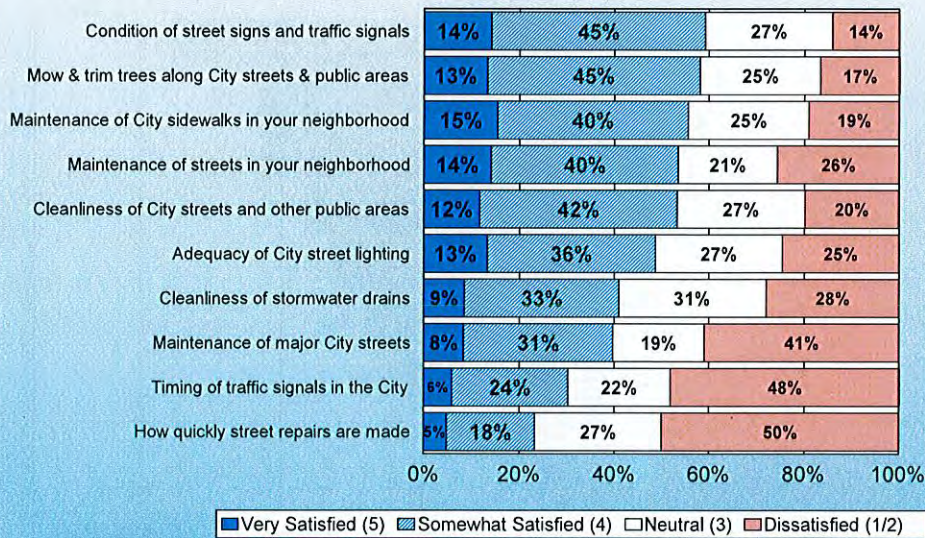
by percentage of respondents (multiple choices could be made)



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)

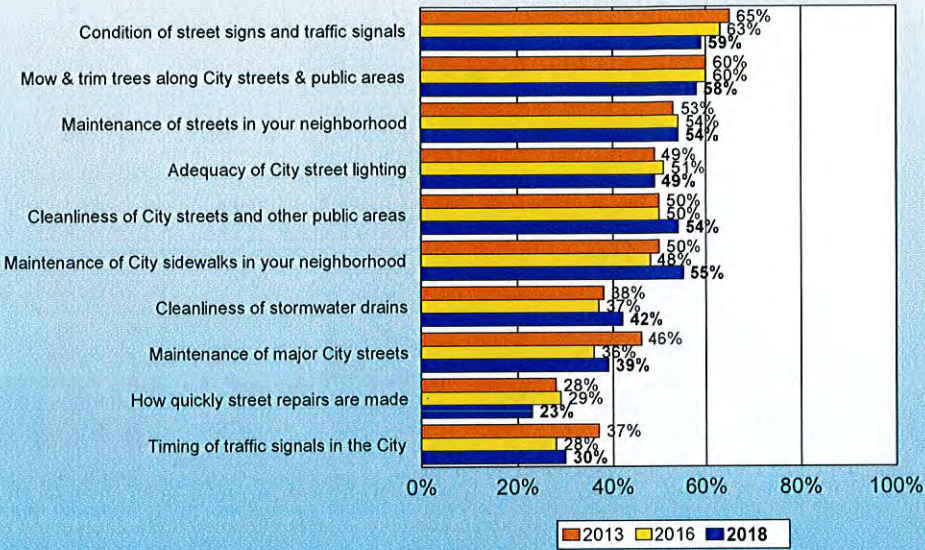


Source: ETC Institute (City of Greenville - 2018)



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

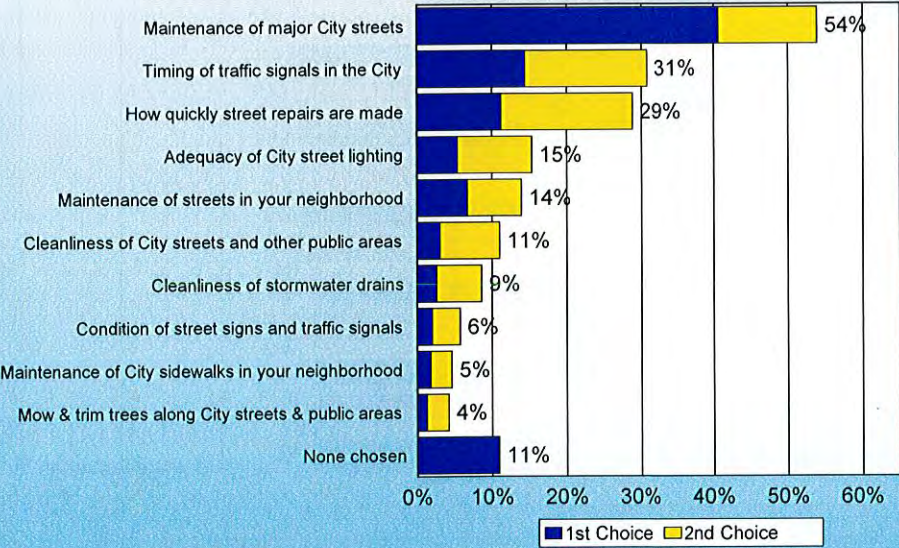
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

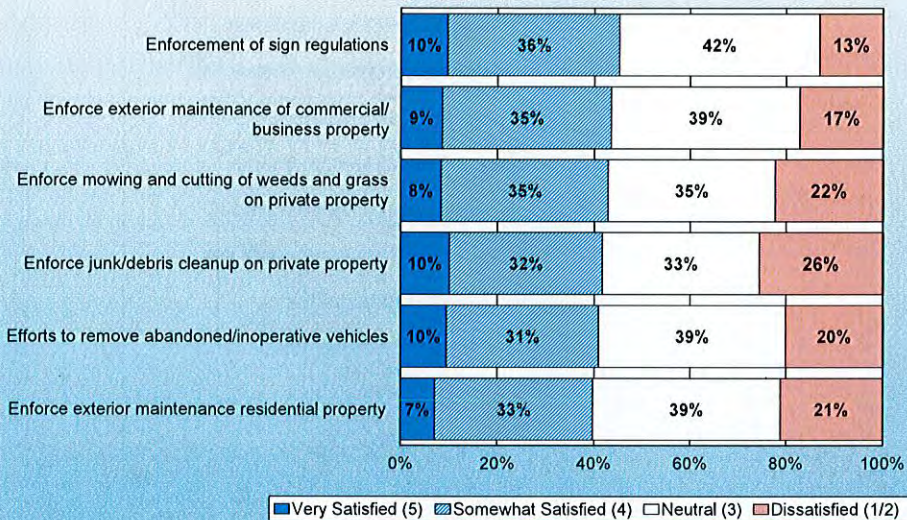


Source: ETC Institute (City of Greenville - 2018)



### Q15. Satisfaction with Various Aspects of City Code Enforcement

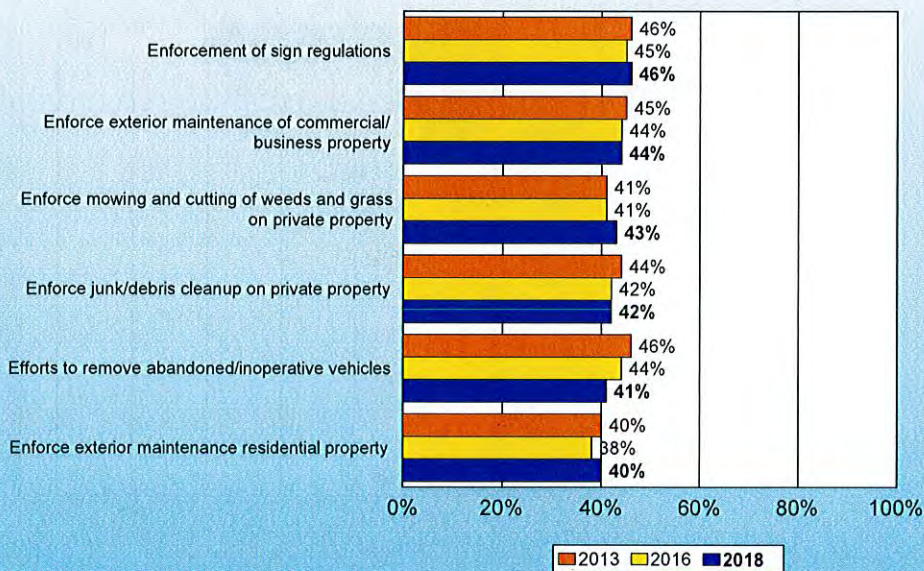
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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)

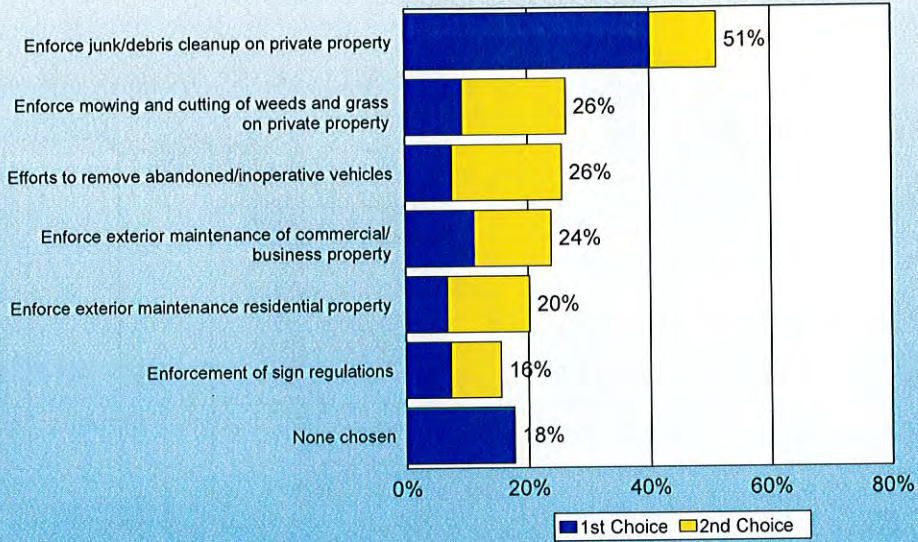


Source: ETC Institute (City of Greenville - 2018)



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

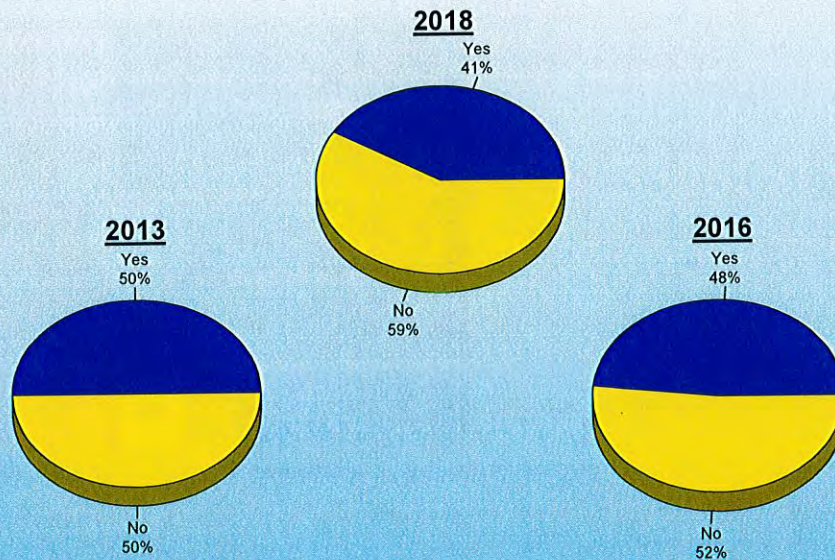
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (City of Greenville - 2018)

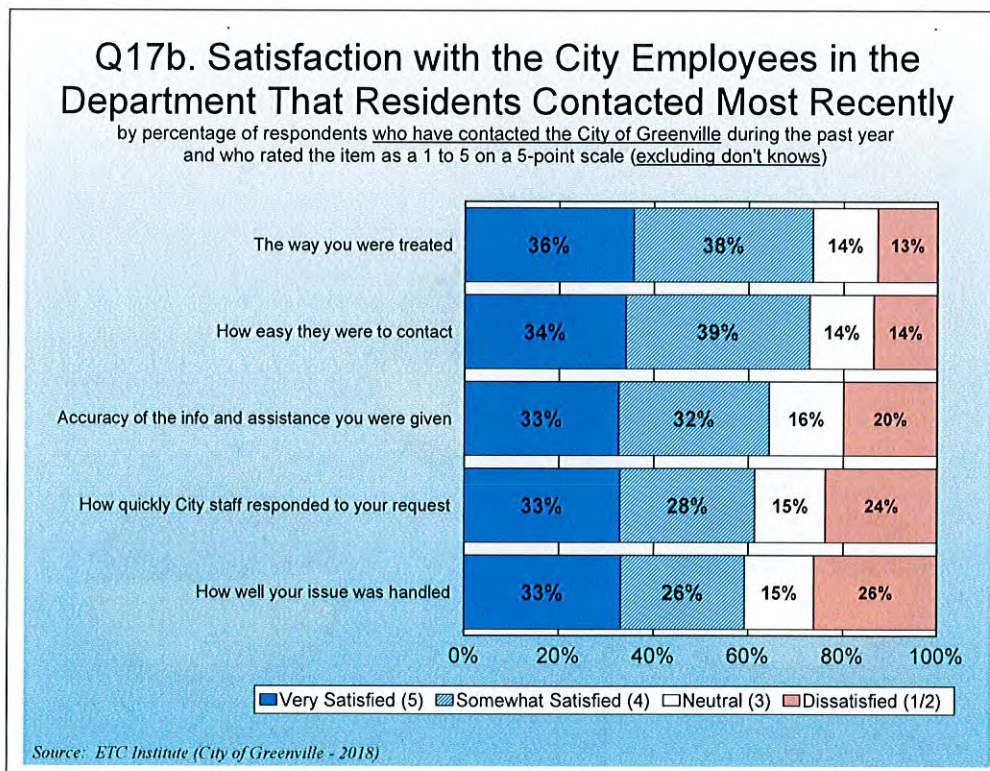
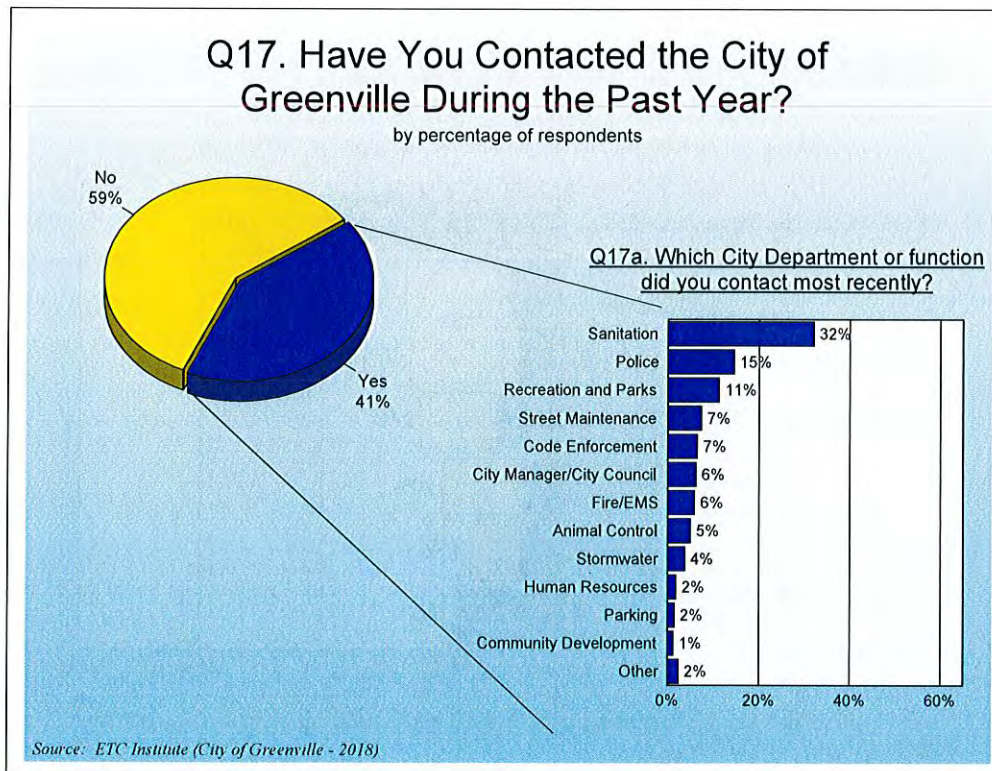
### Q17. Have You Contacted the City of Greenville During the Past Year?

by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

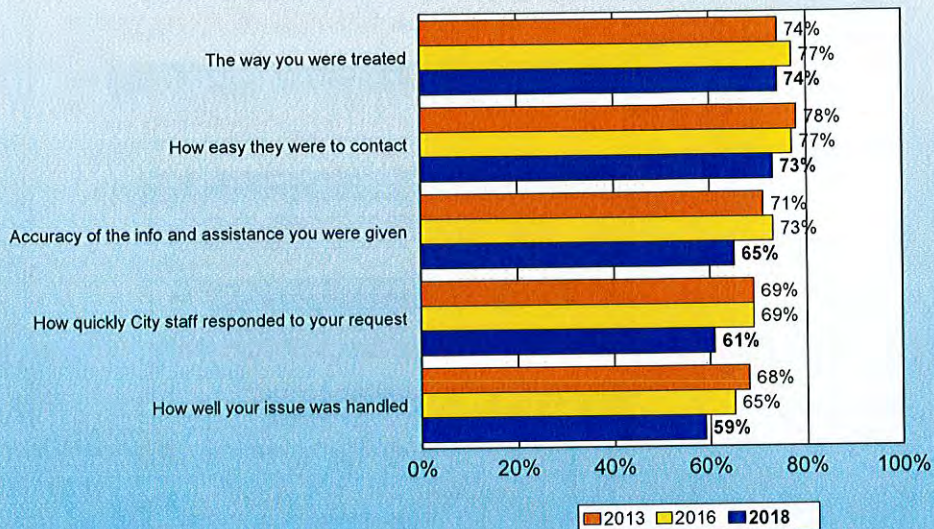






### TRENDS: Satisfaction with the City Employees in the Department That Residents Contacted Most Recently 2013 to 2018

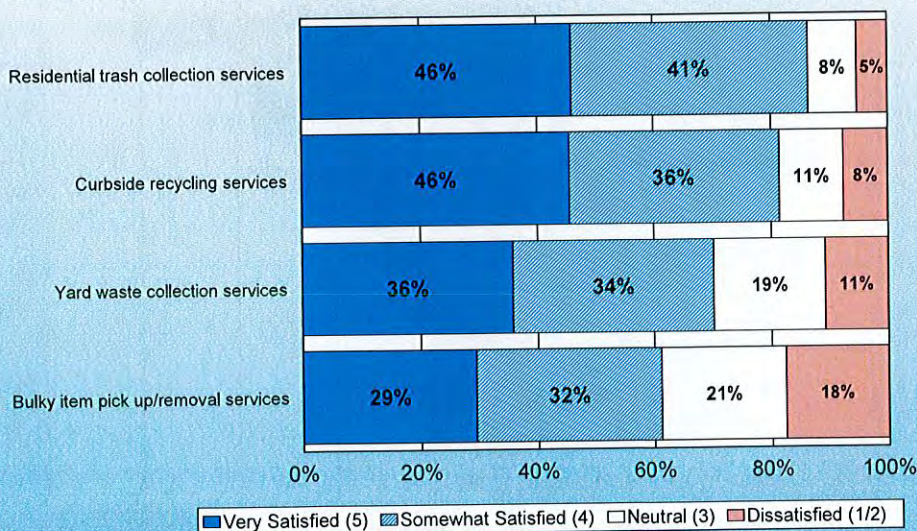
by percentage of respondents who have contacted the City of Greenville during the past year and who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)

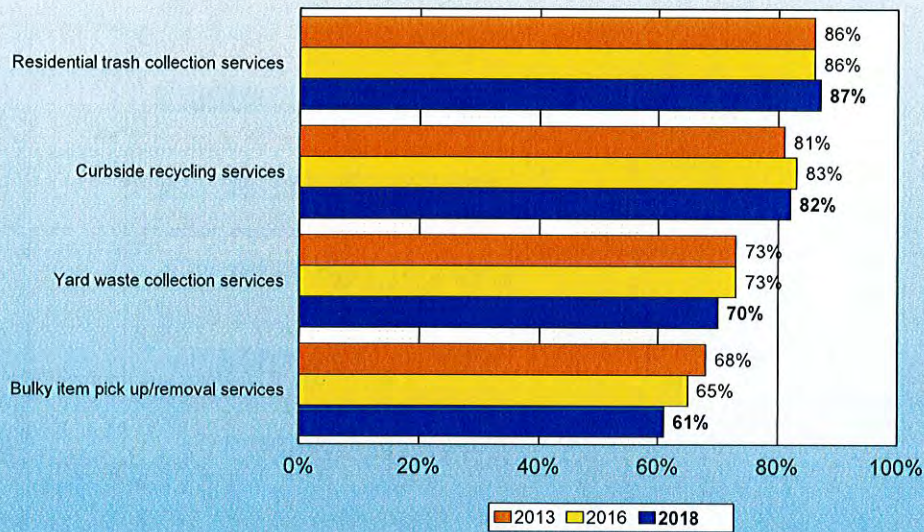


Source: ETC Institute (City of Greenville - 2018)



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

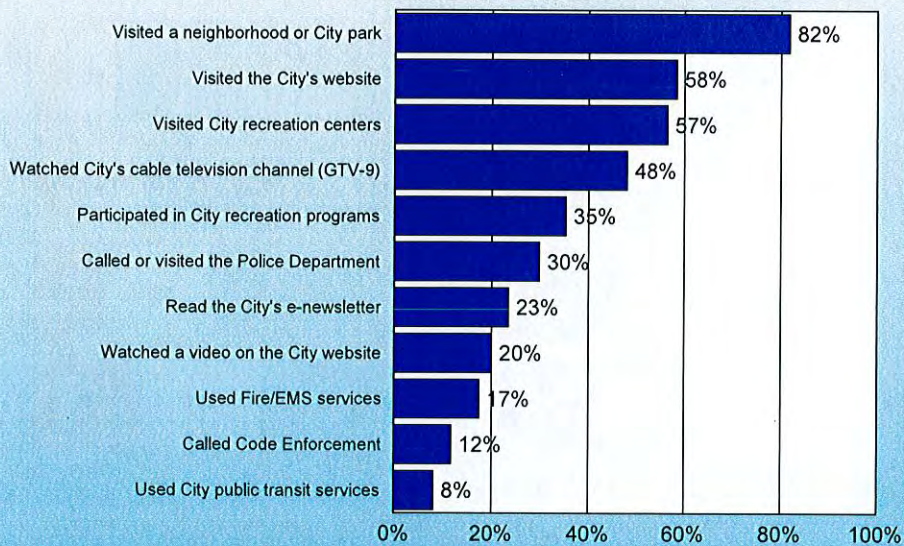
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)

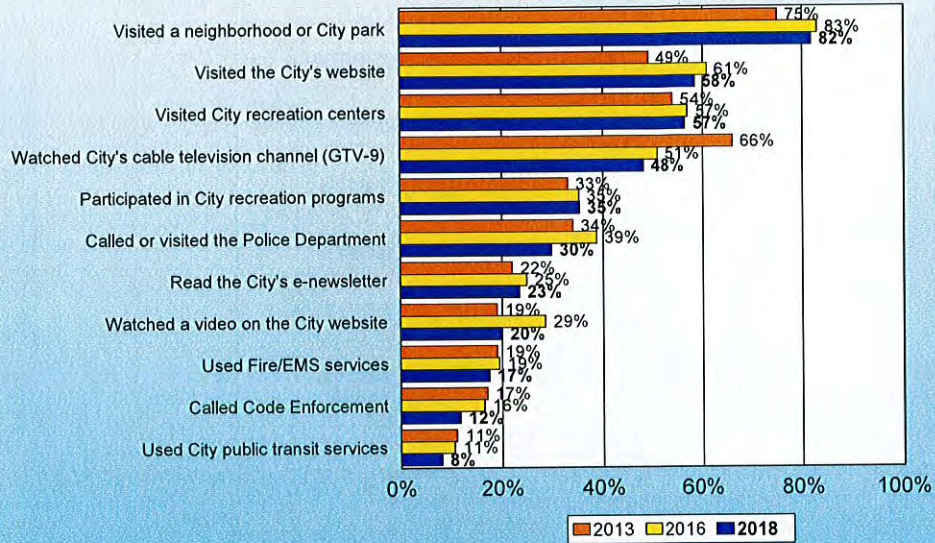


Source: ETC Institute (City of Greenville - 2018)



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

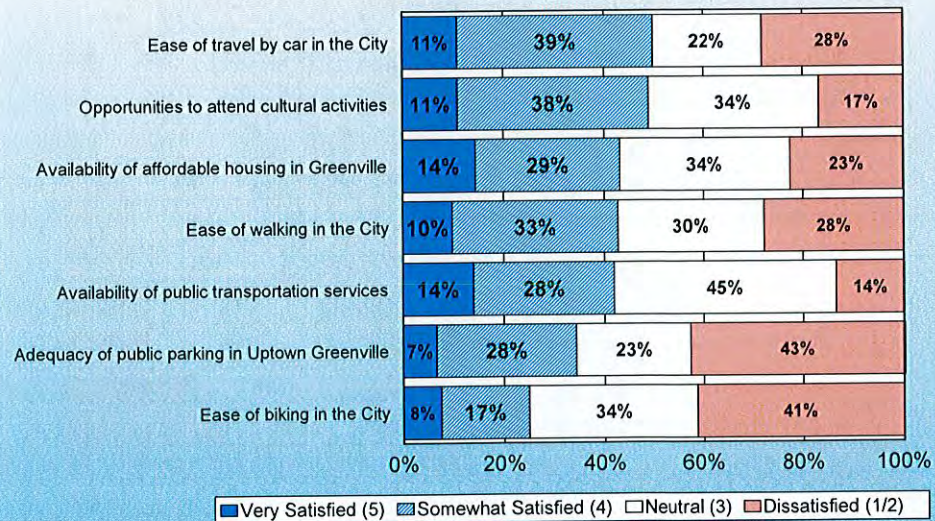
by percentage of respondents (multiple choices could be made)



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)

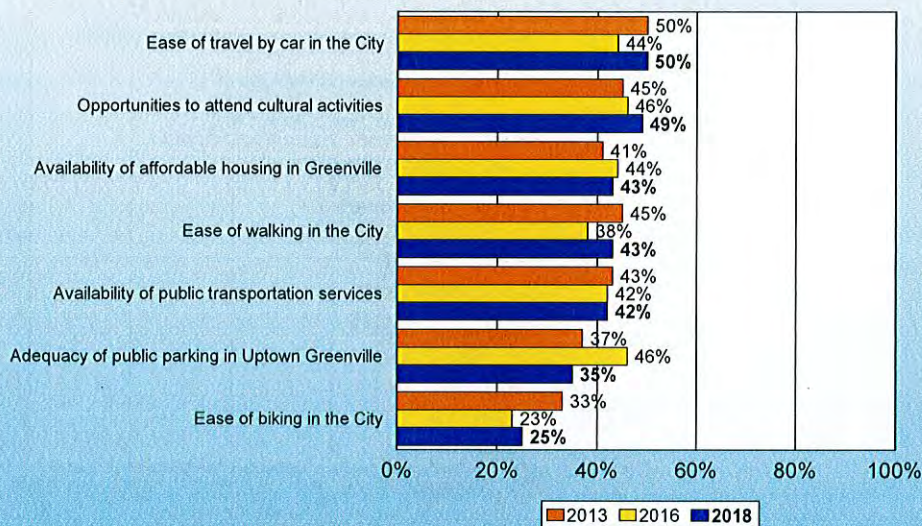


Source: ETC Institute (City of Greenville - 2018)



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

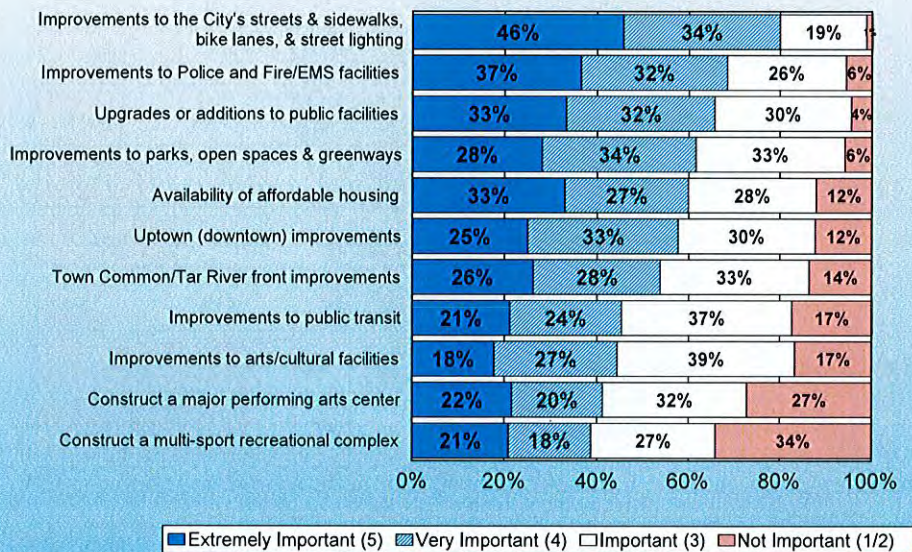
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)

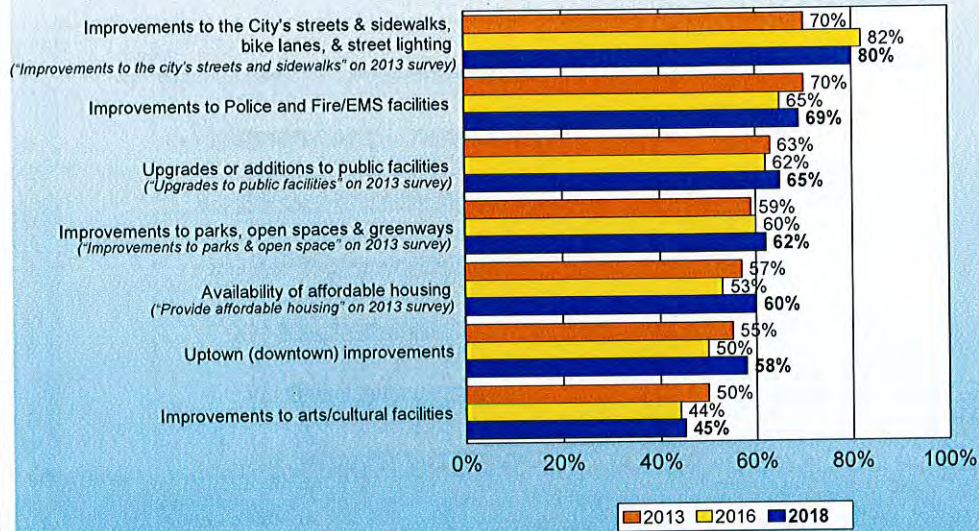


Source: ETC Institute (City of Greenville - 2018)



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

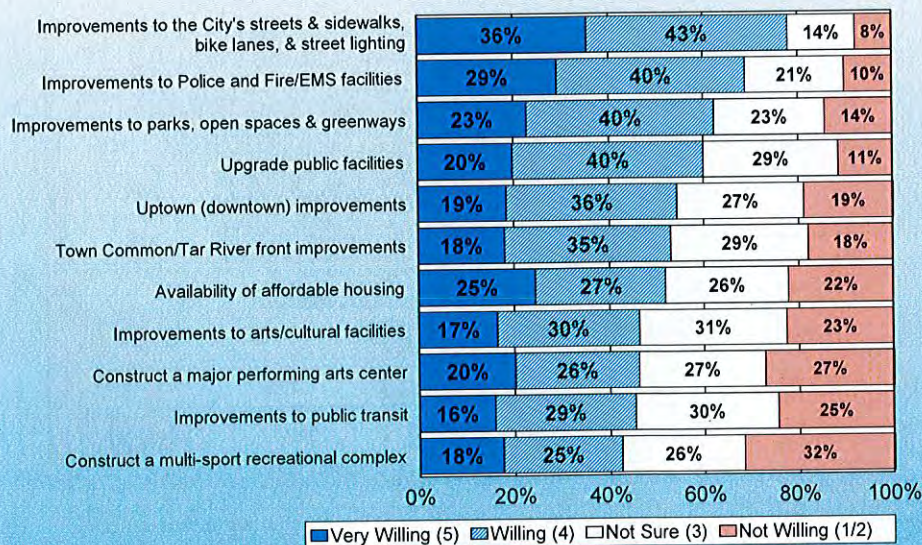
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)

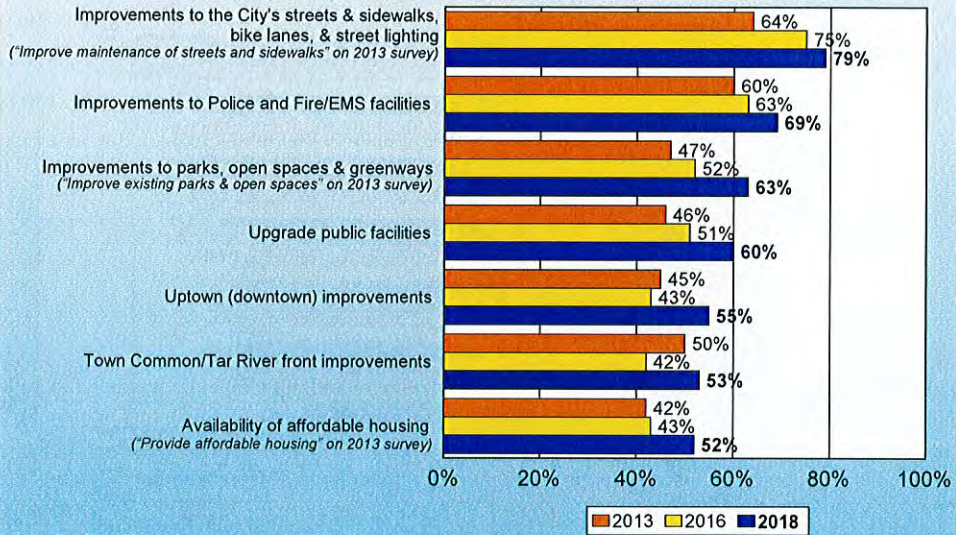


Source: ETC Institute (City of Greenville - 2018)



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

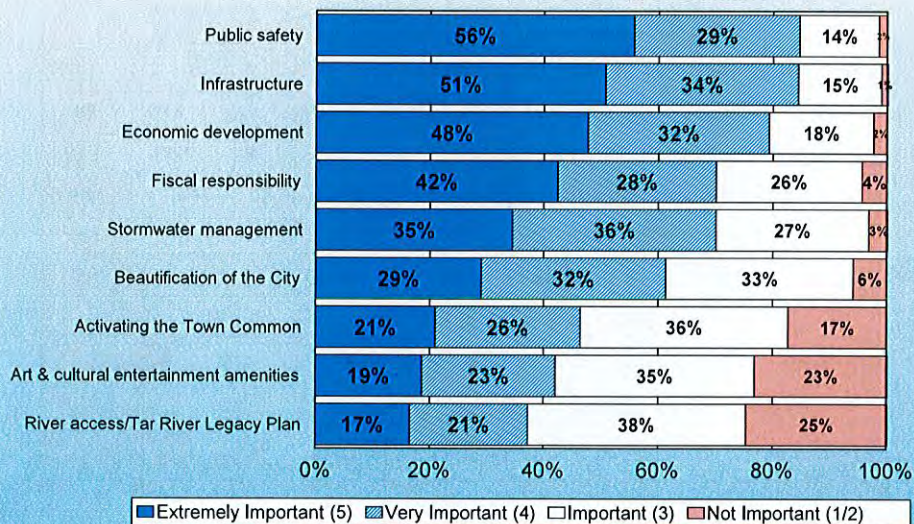
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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)

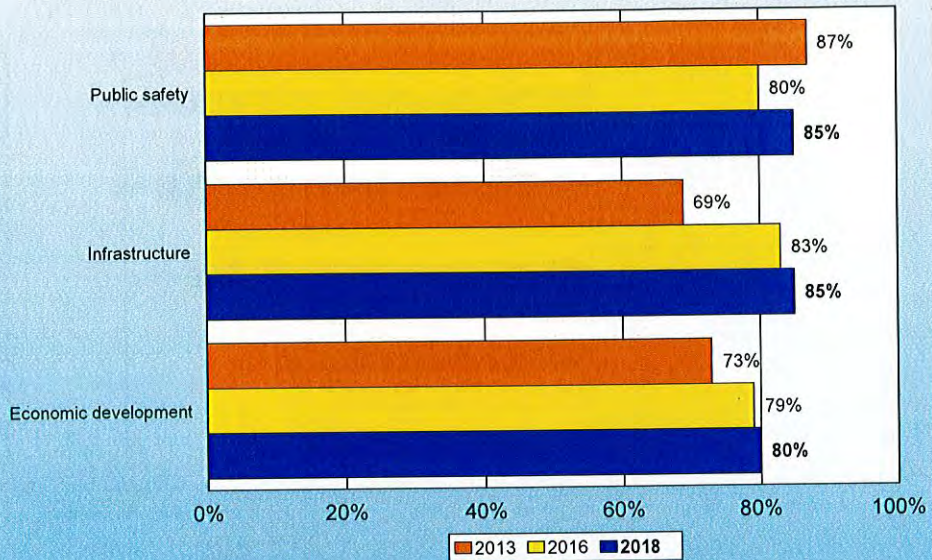


Source: ETC Institute (City of Greenville - 2018)



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

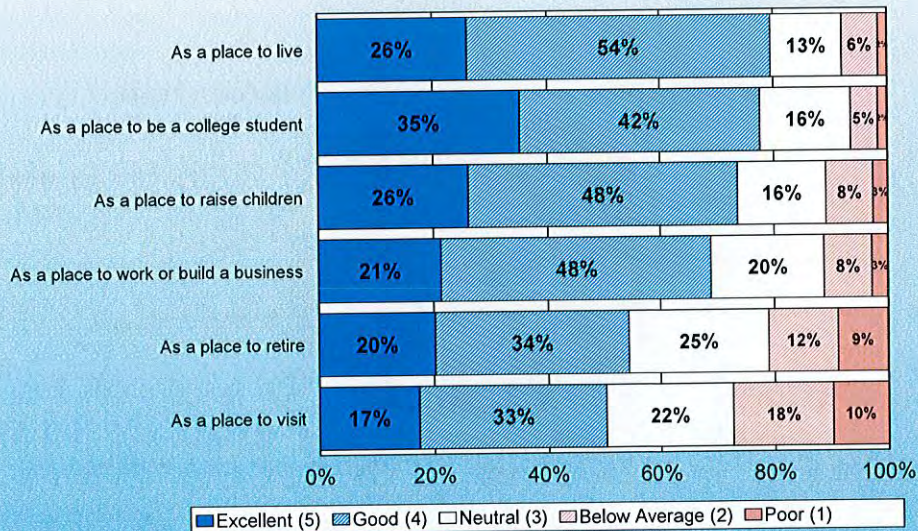
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2018)

### 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)

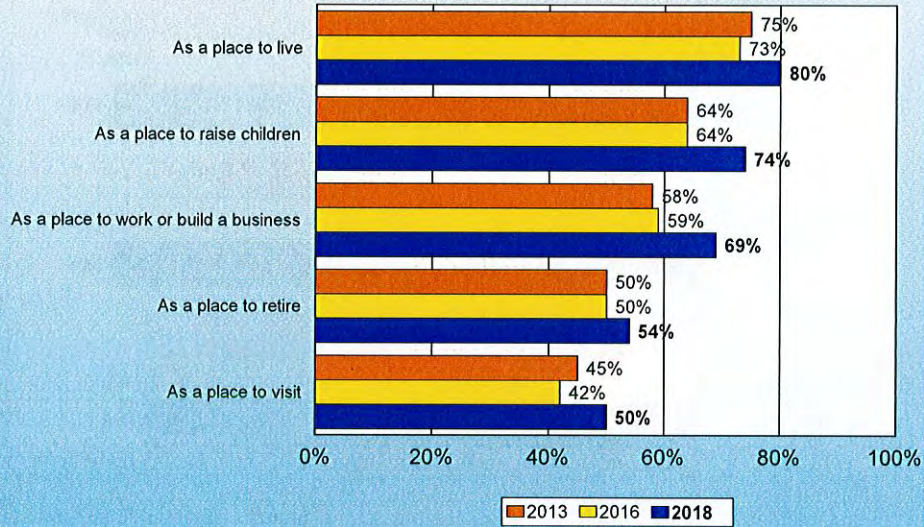


Source: ETC Institute (City of Greenville - 2018)



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

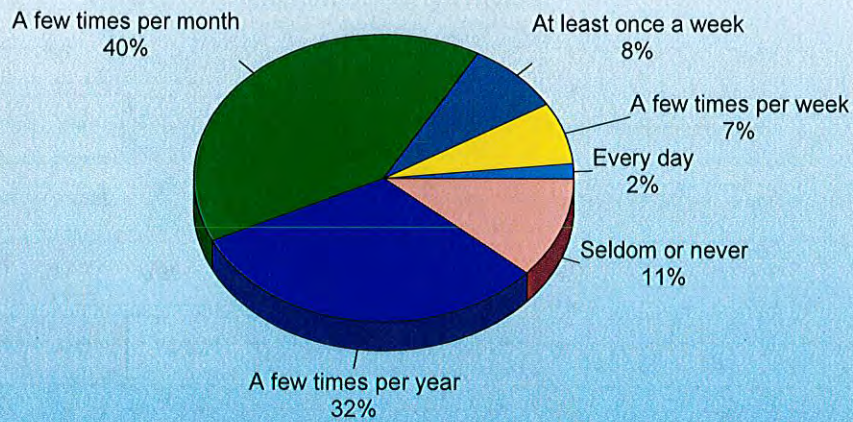
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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")

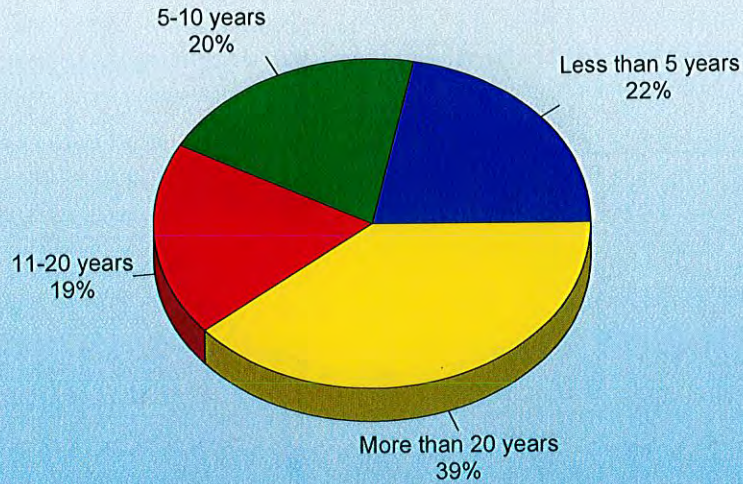


Source: ETC Institute (City of Greenville - 2018)



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

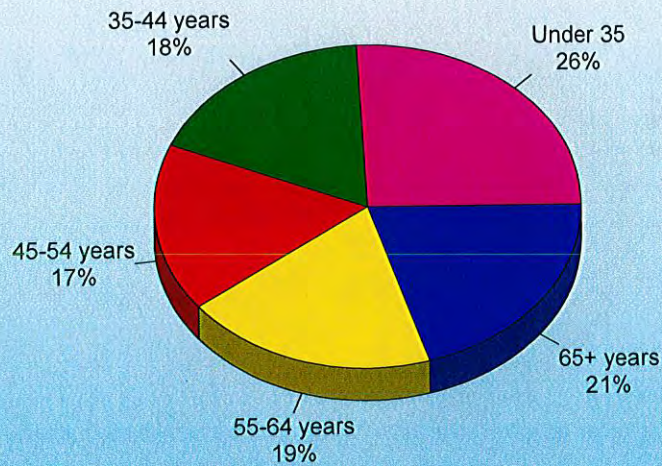
by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

### Q27. Demographics: Age of Respondent

by percentage of respondents

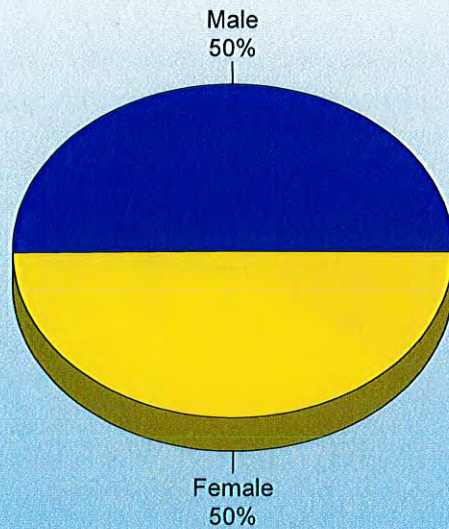


Source: ETC Institute (City of Greenville - 2018)



### Q28. Demographics: Gender

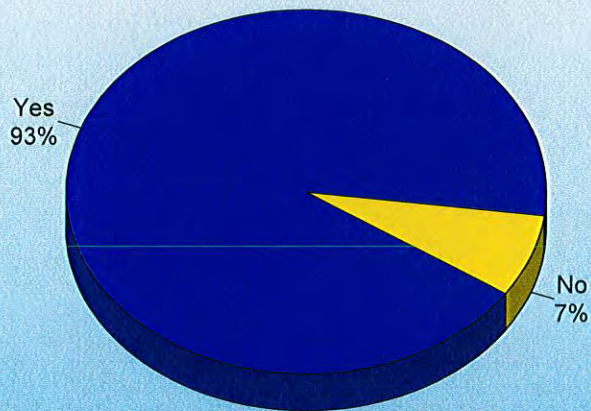
by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)

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

by percentage of respondents

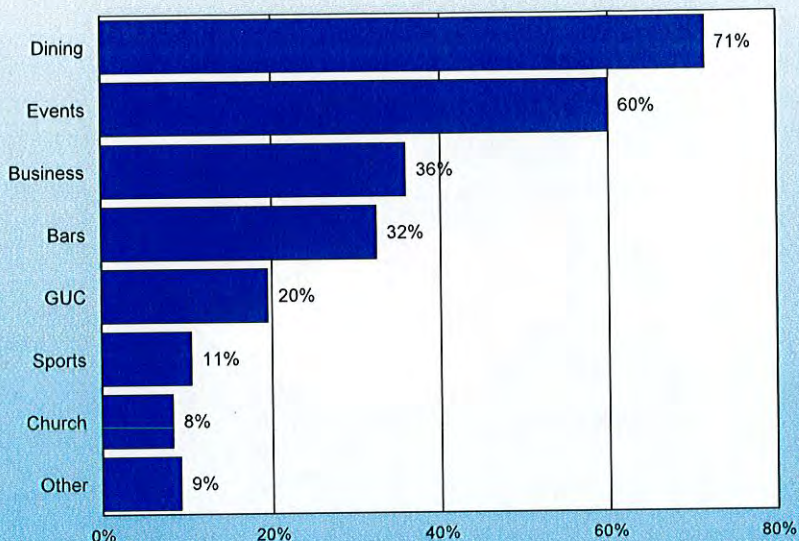


Source: ETC Institute (City of Greenville - 2018)



### Q29a. Demographics: Why Respondents Visited Uptown Greenville

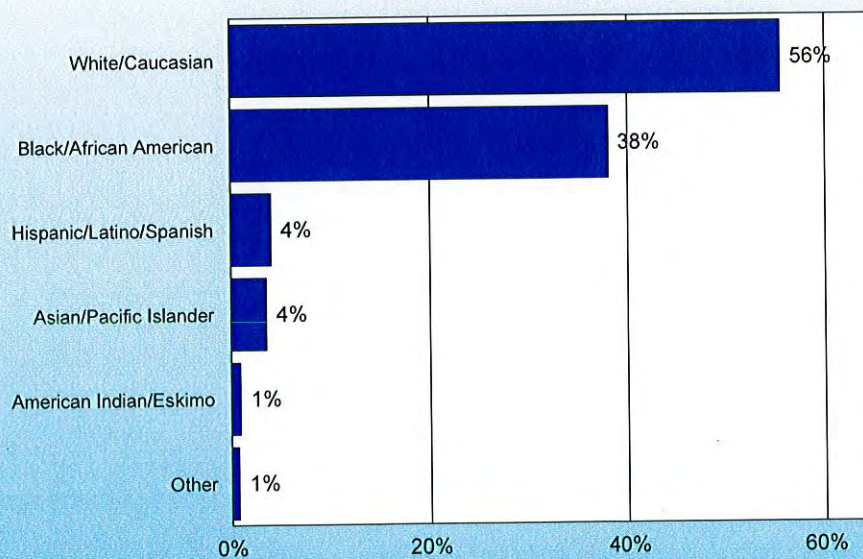
by percentage of respondents who visited Uptown Greenville during the past year  
(multiple choices could be made)



Source: ETC Institute (City of Greenville - 2018)

### Q30. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)

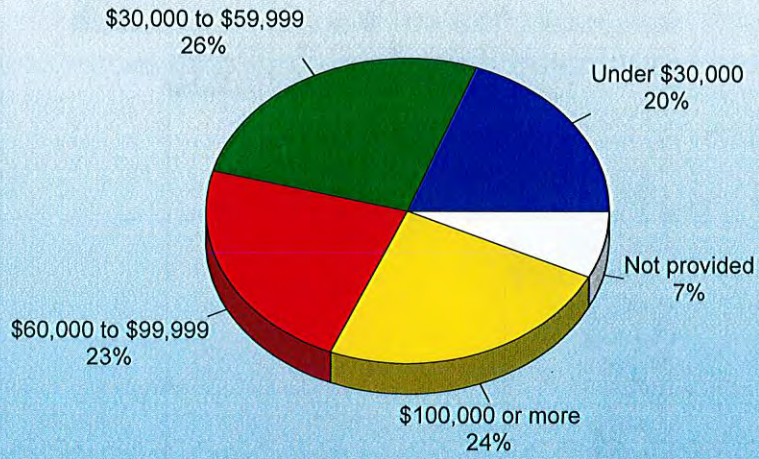


Source: ETC Institute (City of Greenville - 2018)



### Q31. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (City of Greenville - 2018)



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# 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=Importance x (1-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
<b><u>Very High Priority (IS &gt; .20)</u></b>						
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
<b><u>Medium Priority (IS &lt; .10)</u></b>						
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
<b><u>Very High Priority (IS &gt;.20)</u></b> City efforts to prevent crime	52%	1	56%	7	0.2306	1
<b><u>High Priority (IS .10-.20)</u></b> How quickly police respond to emergencies	35%	2	58%	6	0.1453	2
<b><u>Medium Priority (IS &lt;.10)</u></b> 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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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
<b>Very High Priority (IS &gt; .20)</b>						
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
<b>Medium Priority (IS &lt; .10)</b>						
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
<b>Very High Priority (IS &gt;.20)</b> Enforce junk/debris cleanup on private property	51%	1	42%	4	0.2970	1
<b>High Priority (IS .10-.20)</b> 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
<b>Medium Priority (IS &lt;.10)</b> 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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# Benchmarking Data





# 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.

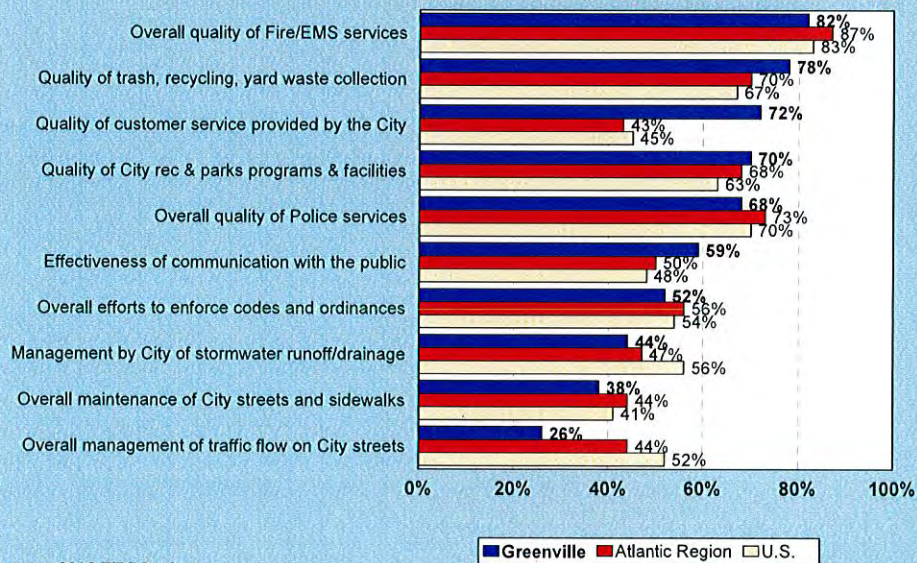


# National Benchmarks

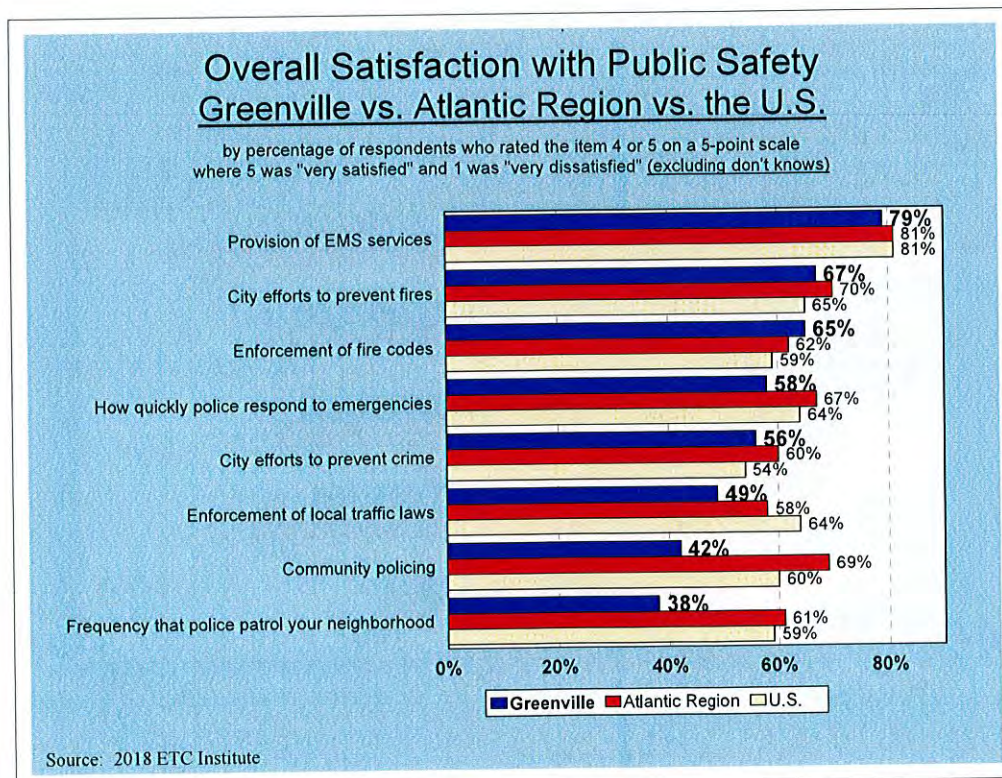
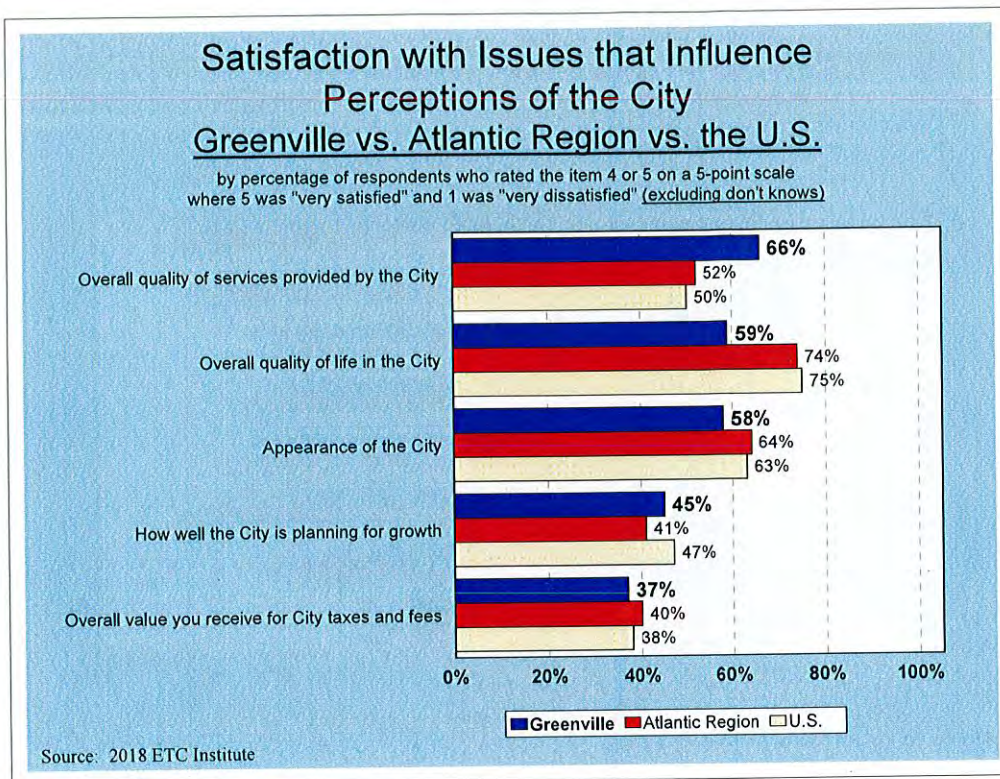
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Greenville, North Carolina is not authorized without written consent from ETC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



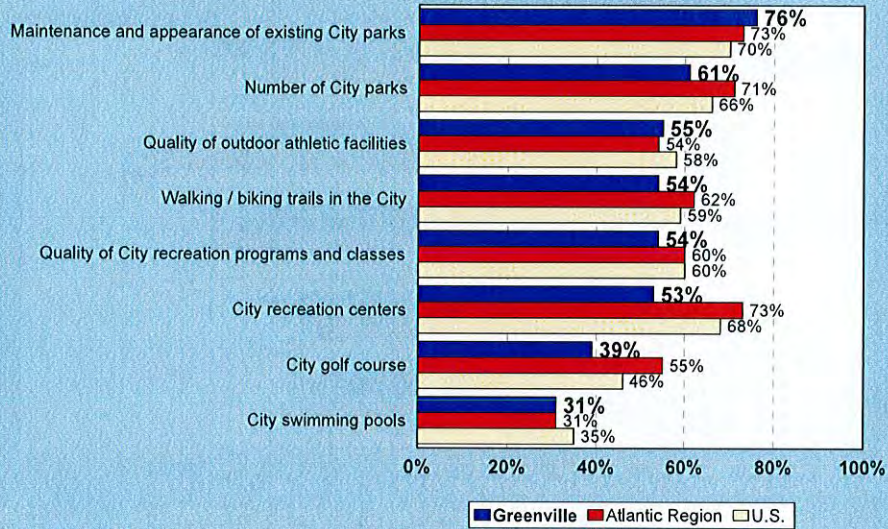






### Overall Satisfaction with Recreation and Parks Greenville vs. Atlantic Region vs. the U.S.

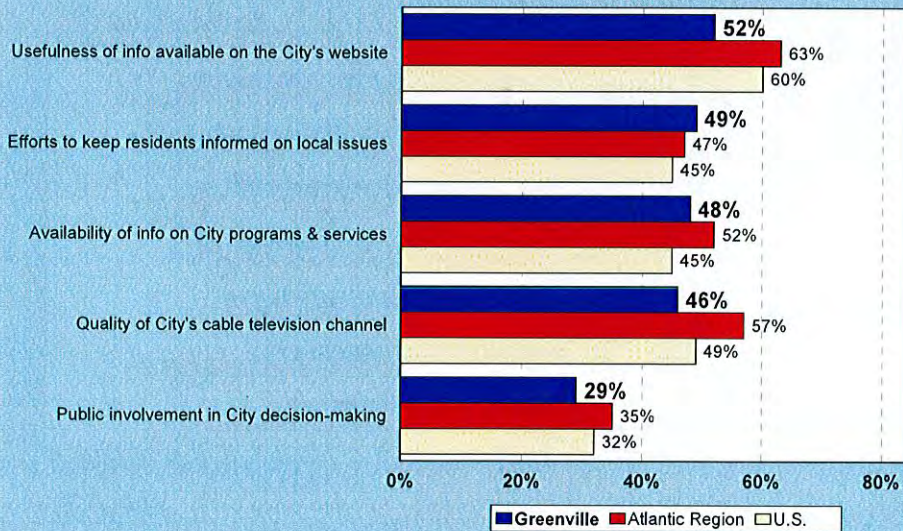
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

### 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)

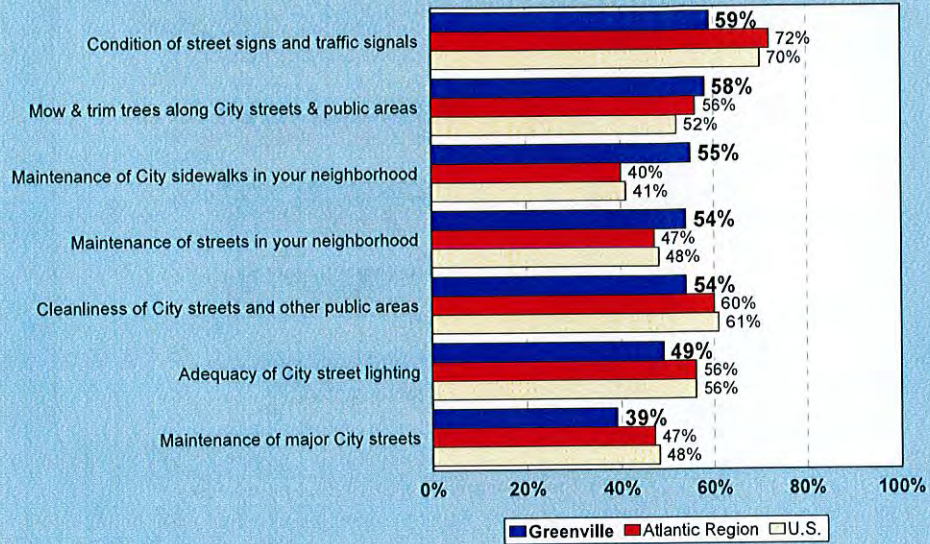


Source: 2018 ETC Institute



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

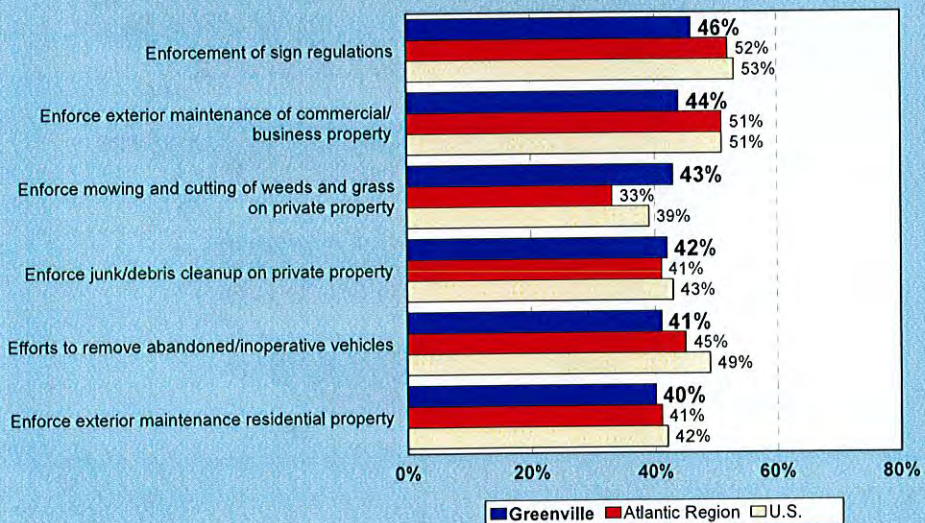
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

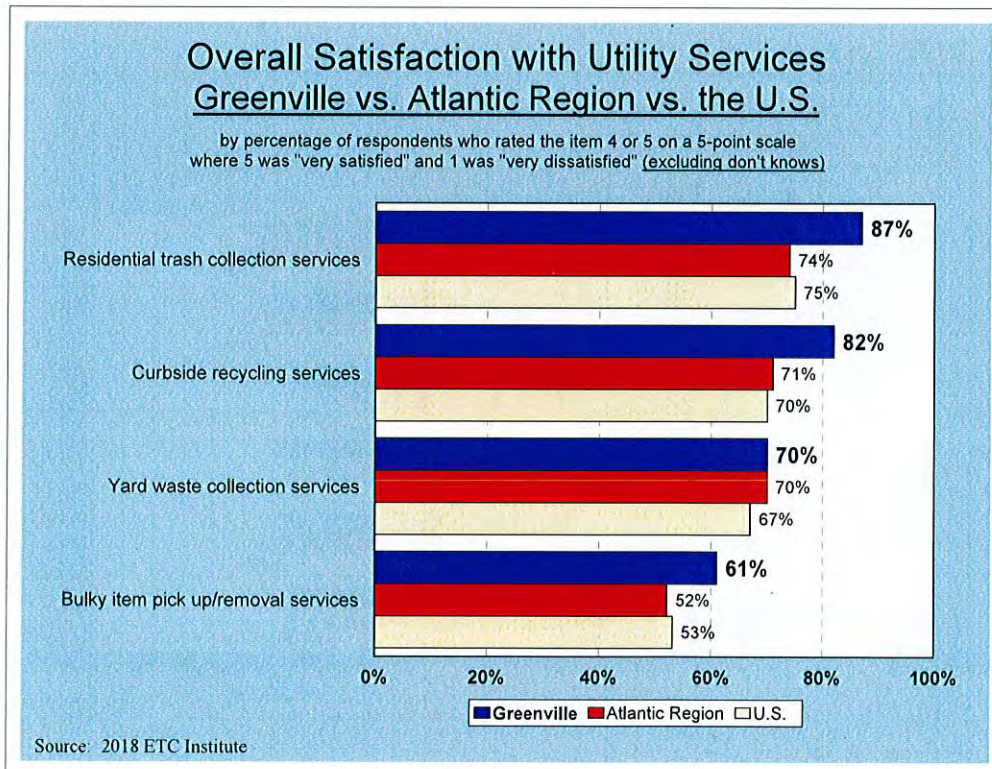
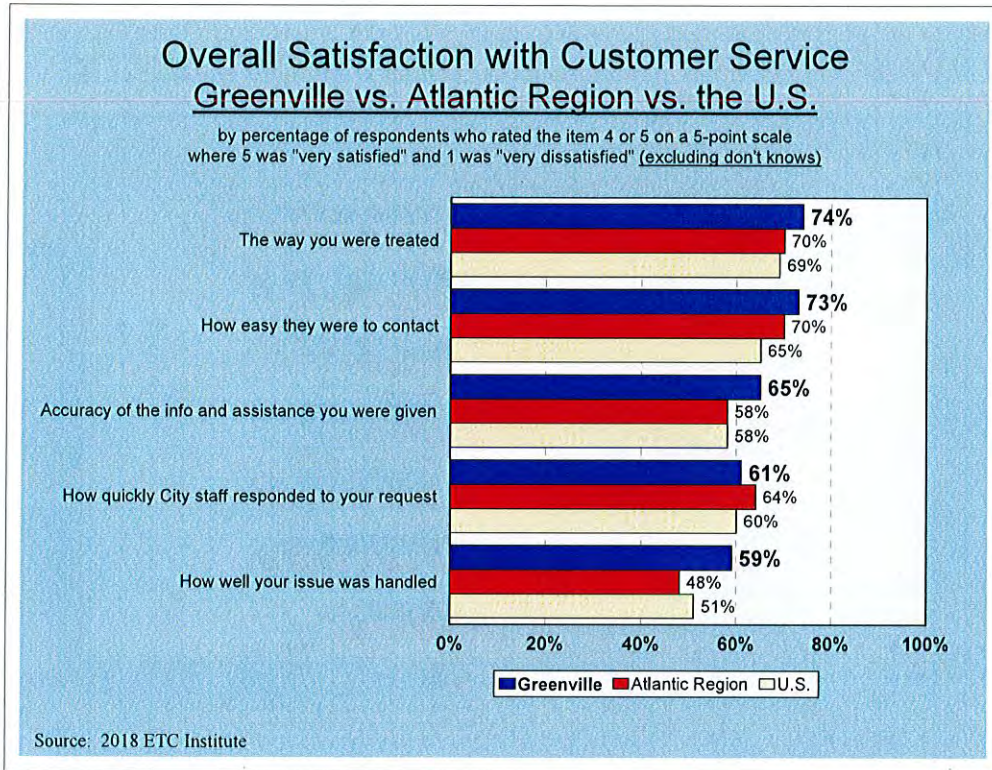
### Overall Satisfaction with Code Enforcement Greenville vs. Atlantic Region vs. the U.S.

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)



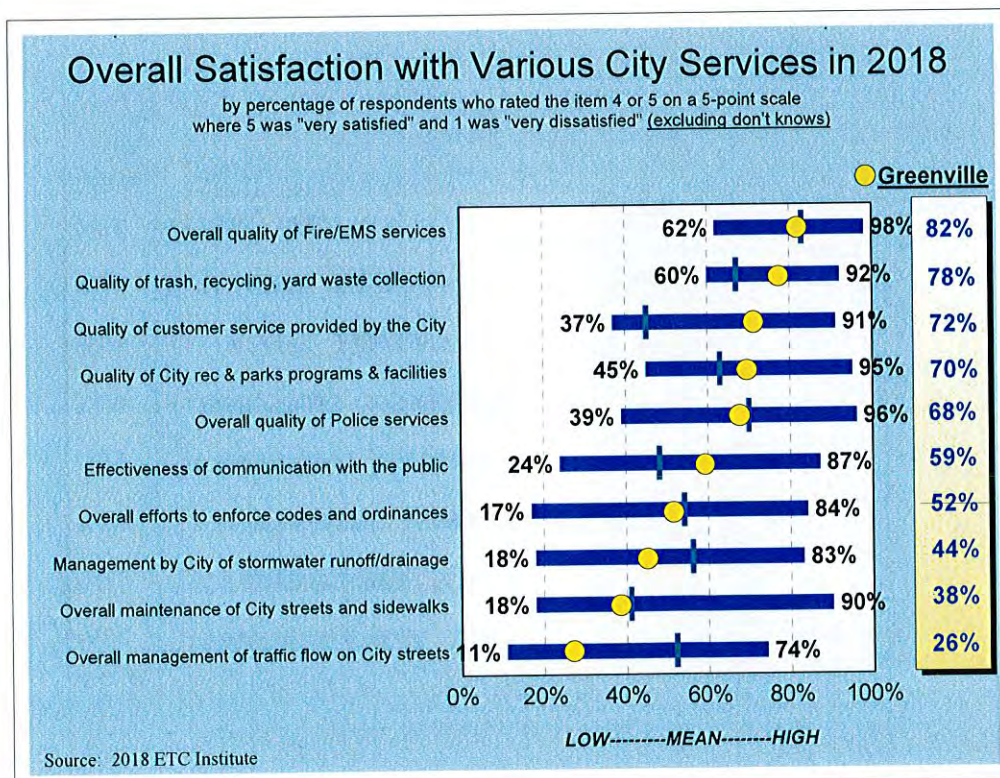
Source: 2018 ETC Institute



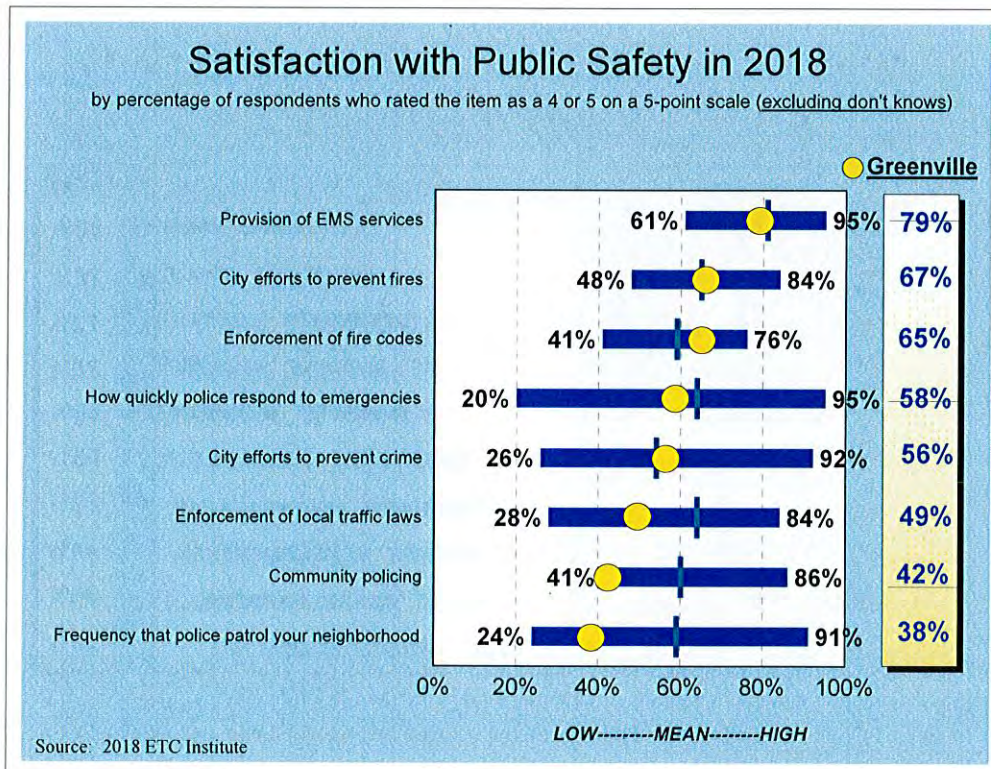
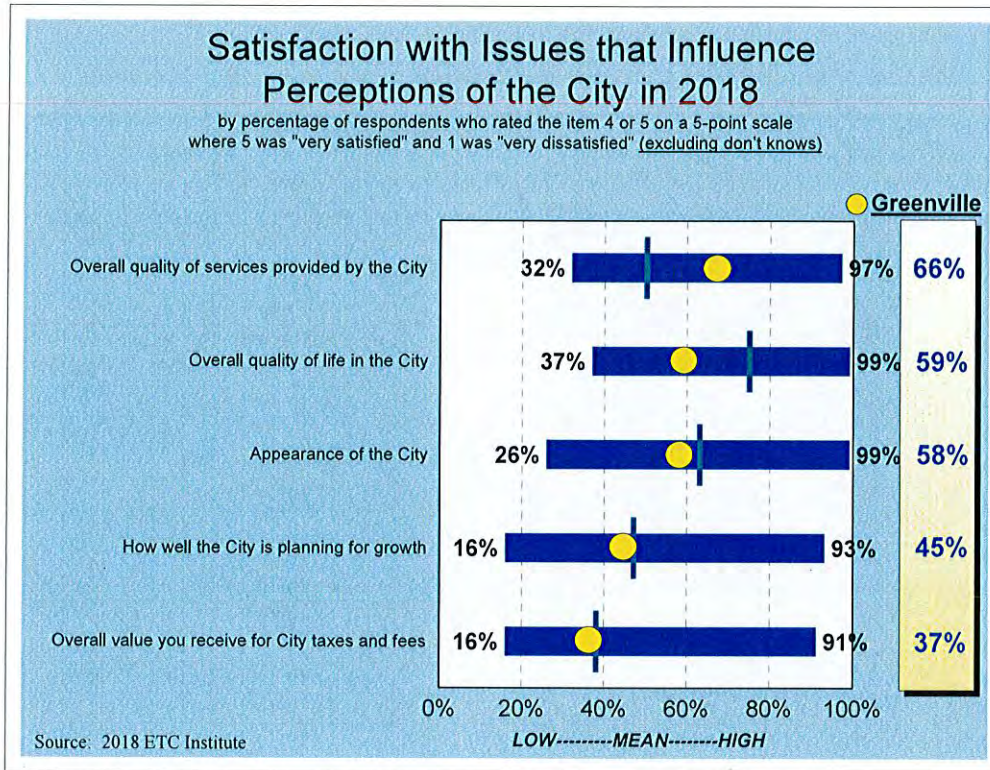




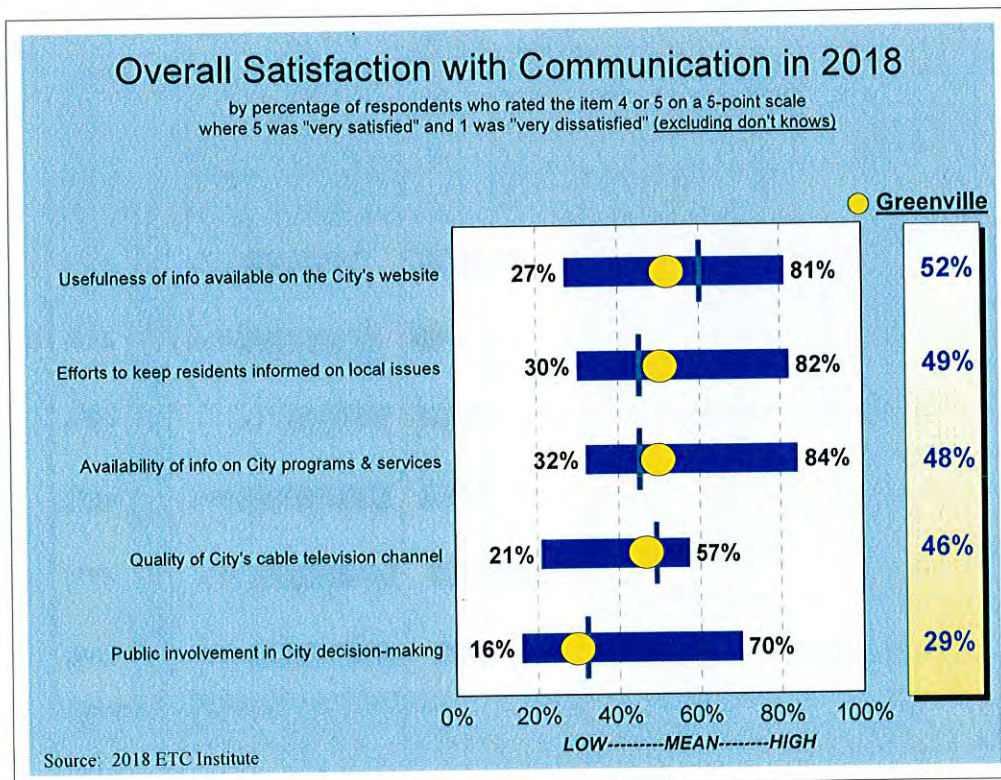
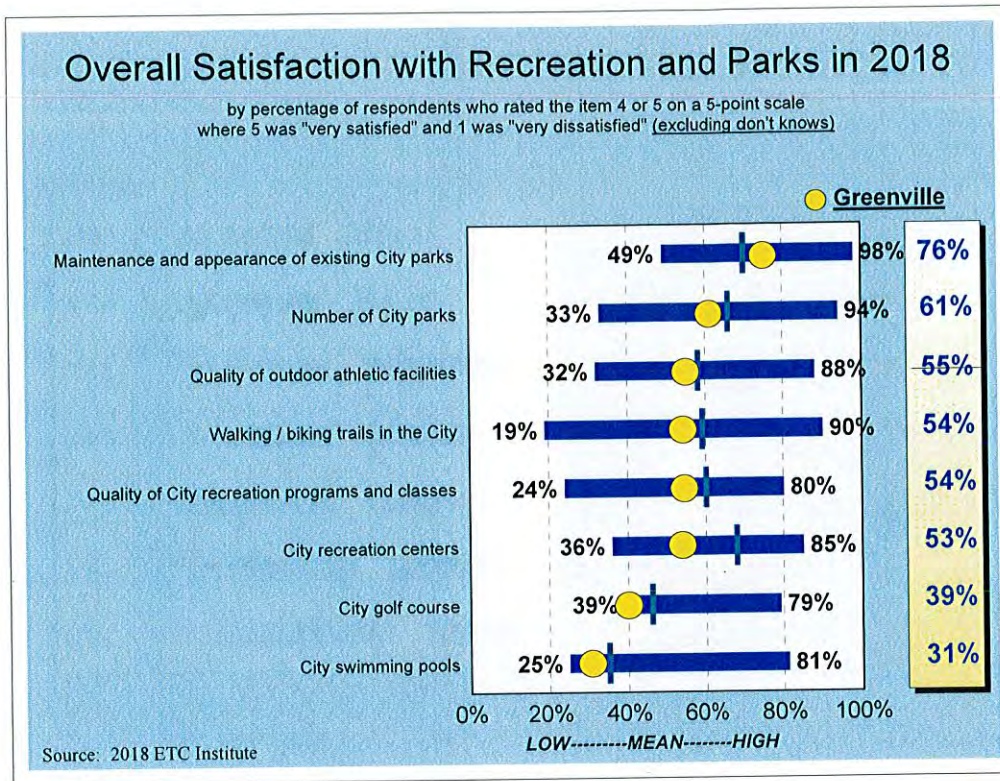
# Performance Ranges







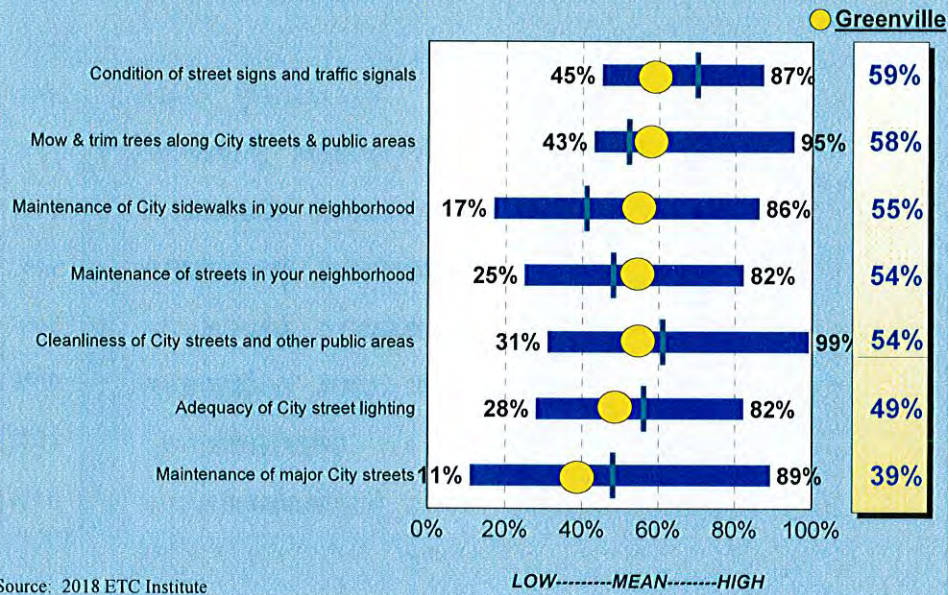






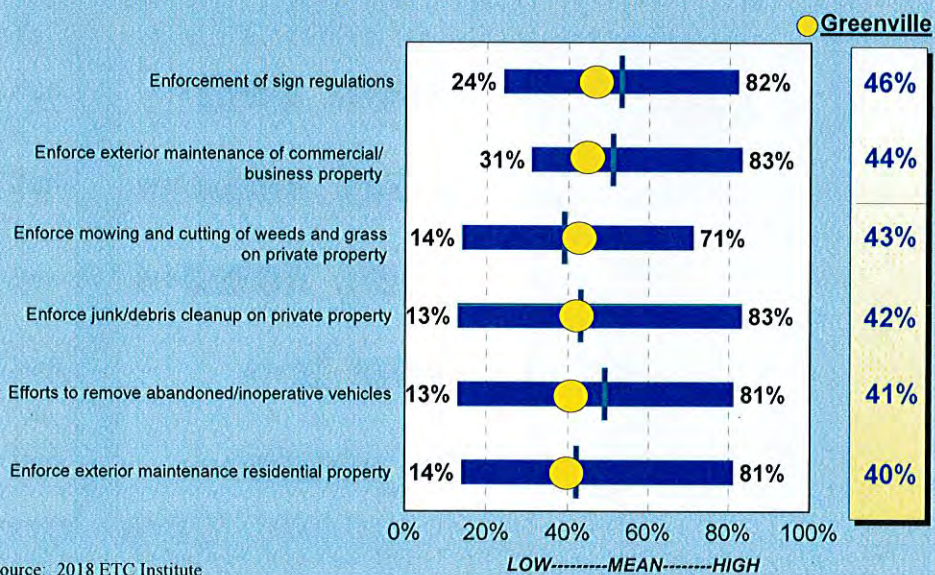
### Overall Satisfaction with Street Maintenance in 2018

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)

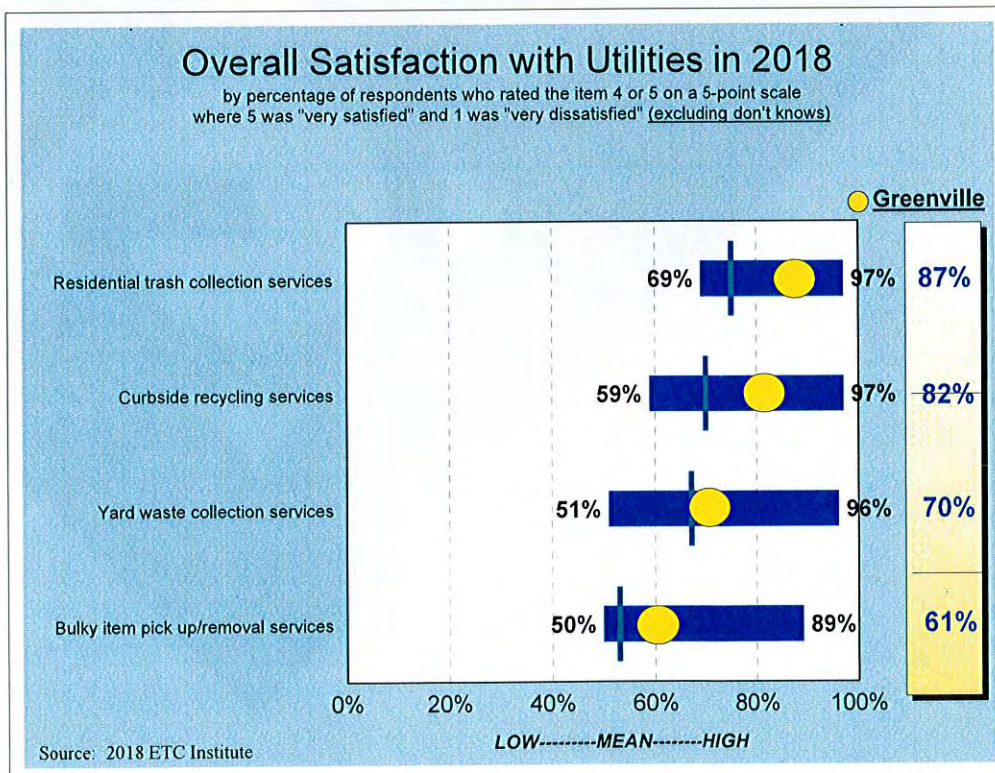
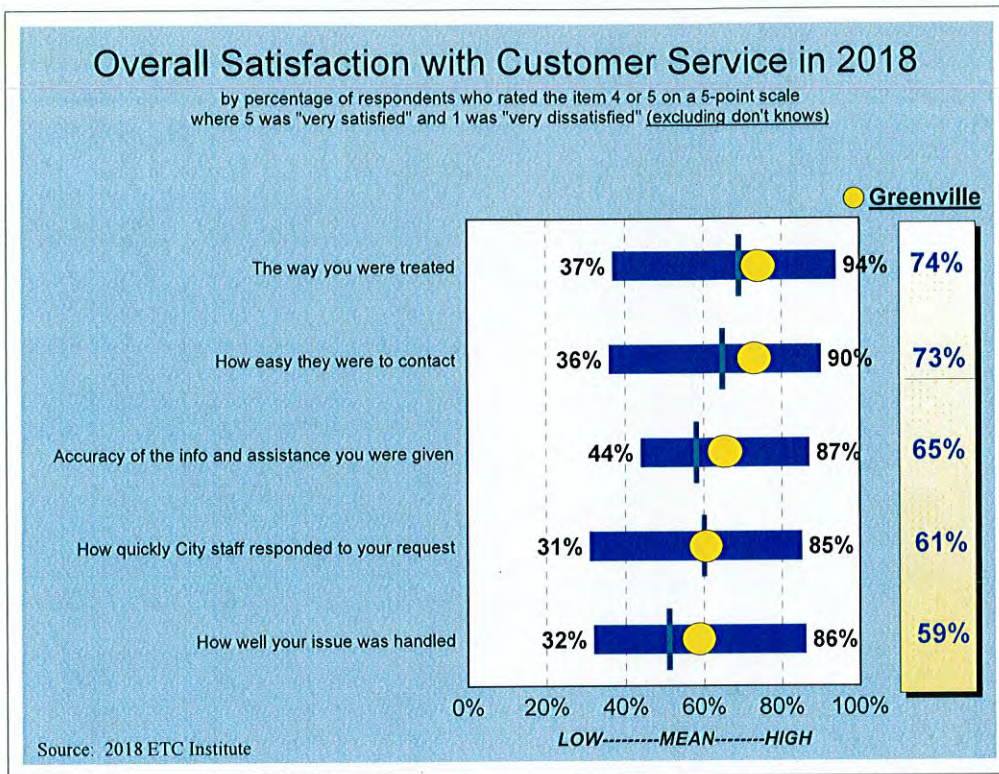


### Overall Satisfaction with Code Enforcement in 2018

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)









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# 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	Dissatisfied	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?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
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?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
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?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
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 %
<u>None chosen</u>	<u>78</u>	<u>9.5 %</u>
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)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
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 %
<u>None chosen</u>	<u>58</u>	<u>7.1 %</u>
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	Dissatisfied	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	Dissatisfied	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%
4-8. 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?**

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
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 %
<u>None chosen</u>	<u>77</u>	<u>9.4 %</u>
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?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
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 %
<u>None chosen</u>	<u>90</u>	<u>11.0 %</u>
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 %
None chosen	77	9.4 %
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	Dissatisfied	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)**

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
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	Dissatisfied	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 %
<u>None chosen</u>	<u>89</u>	<u>10.9 %</u>
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 %
<u>None chosen</u>	<u>100</u>	<u>12.2 %</u>
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)**

Q14. Sum of Top 2 Choices	Number	Percent
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 %
None chosen	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	Dissatisfied	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?**

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
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?**

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
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)**

<u>Q16. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
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	Dissatisfied	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	Dissatisfied	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	Dissatisfied	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 reenville	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%
23-7. 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 Greenville for entertainment or recreation	Number	Percent
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 Greenville for entertainment or recreation	Number	Percent
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?**

<u>Q26. How many years have you lived in Greenville</u>	<u>Number</u>	<u>Percent</u>
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")**

<u>Q26. How many years have you lived in Greenville</u>	<u>Number</u>	<u>Percent</u>
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?**

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
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")**

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
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

<u>Q29a-8. Other</u>	<u>Number</u>	<u>Percent</u>
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:**

<u>Q31. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
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 %

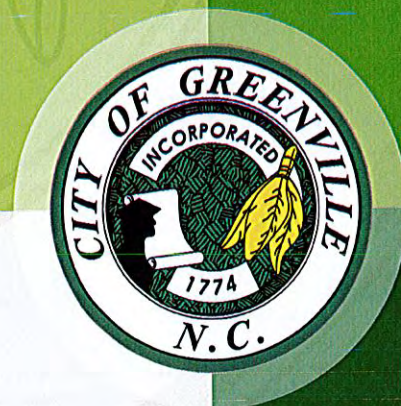
**WITHOUT NOT PROVIDED****Q31. Would you say your total annual household income is: (without "not provided")**

<u>Q31. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
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 %

# City of Greenville

City Council Goals & Priorities  
2018–2020 (January 2019 Update)

**Greenville  
Means  
Business**





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# OUR MISSION

The City of Greenville's mission is to provide all citizens with high-quality services in an open, inclusive, professional manner, ensuring a community of excellence now and in the future.

# OUR VISION

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities; well-maintained and cost-effective infrastructure; a diversity of transportation options; and a strong business climate supported by entrepreneurialism and top-quality educational institutions.

# OUR VALUES

**Integrity** — We will be truthful, dependable, and fair in all actions.

**Respect** — We will value each person for their thoughts, opinions, and diversity.

**Professionalism** — We will be professional and efficient in our work.

**Fairness and Equity** — We will practice fairness and equity in all decisions.

**Teamwork** — We will work together in a shared responsibility of service.

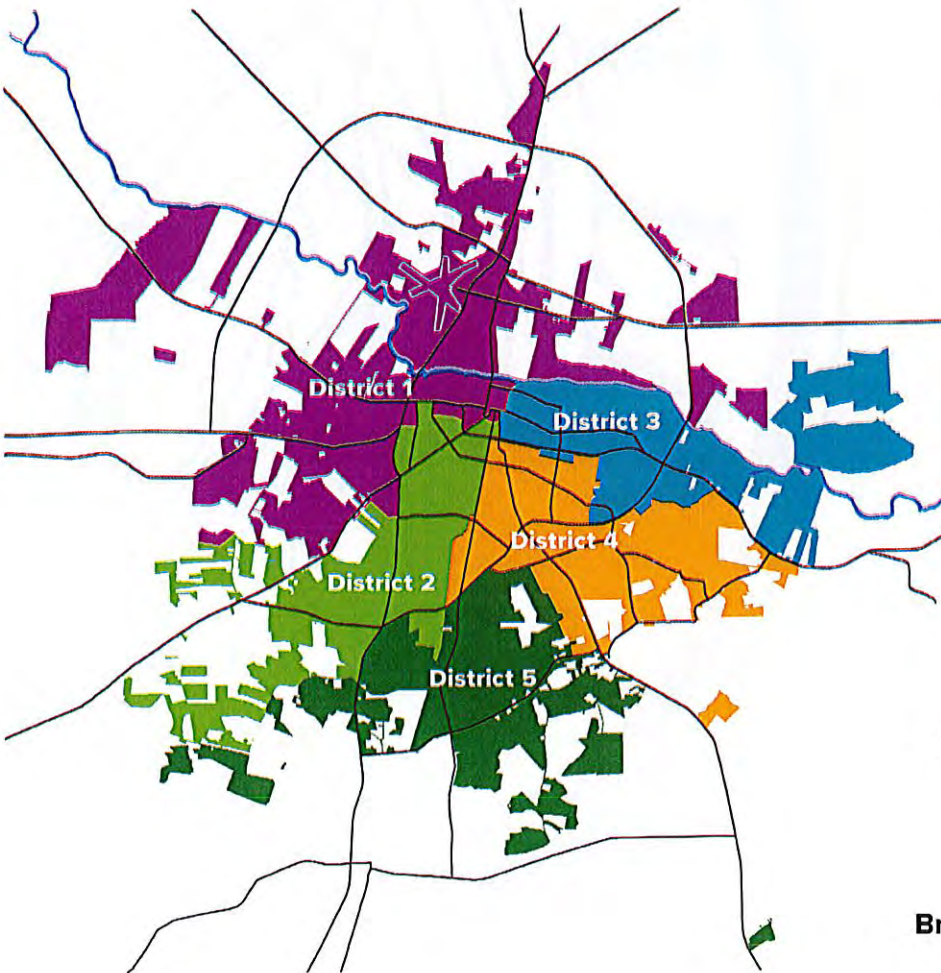
**Accountability** — We will be accountable for our actions and decisions to all we serve.

**Commitment to Service and Excellence** — We will strive for excellence and be committed to providing high-quality services to our citizens and customers.





# CITY COUNCIL



**P.J. Connelly**  
Mayor



**Rose Glover**  
Mayor Pro-Tem  
District 2



**Monica Daniels**  
District 1



**Will Bell**  
District 3



**Rick Smiley**  
District 4



**William Litchfield**  
District 5



**Brian Meyerhoeffer**  
At-Large





# 2018–2020 CITY COUNCIL GOALS & PRIORITIES

During the annual planning session on January 26–27, 2018, the Greenville City Council established its goals and priorities for the next two years. The Council established five goals and nine priorities.

Following the planning session, City staff created a plan of action for each priority. That plan of action is detailed in this 2018–2020 Strategic Plan.

This document lists the action steps for each of the Council's priorities and provides updates on the progress toward achieving the priorities established by the City Council.

## CITY COUNCIL GOALS

- 1. Be a safe community**
- 2. Build great places that thrive by:**
  - Creating and sustaining complete neighborhoods
  - Growing a green, resilient city
  - Making a healthy and vibrant city
  - "Both sides of the river"
- 3. Grow the economic hub of Eastern North Carolina through proactive recruitment of business**
- 4. Enhance accessible transportation networks and public building, public infrastructure development**
- 5. Build a high performing organization, and govern with transparency and fiscal responsibility**





# CITY COUNCIL PRIORITIES

## Priority 1: Proactive economic development including the seven recommendations from staff and a disparity study

### **Action Step 1: Explore a formal economic development partnership.**

**Update:** The City of Greenville, Greenville Utilities, Pitt County, and the Committee of 100 collaborated for Convergent Economic Development Study in February 2018. The consultant held stakeholder input sessions in April 2018. The input revealed support for a collaborative approach to economic development in Pitt County. As a result, an economic development working committee was formed, and an organizational structure and bylaws were established. The proposed economic development group would include representation from the County, municipalities, and the private sector.

**Ongoing. City Council will receive a presentation on the endorsed governance structure during its February 11, 2019 meeting.**

### **Action Step 2: Explore creating “shovel-ready” industrial sites and/or park and shell buildings.**

**Update:** The City of Greenville engaged Creative Consulting in February 2018 to study 15 potential industrial sites throughout the City and County. The site analysis included review of site criteria and a list of priority sites and the rationale. A final version of the study produced 15 potential sites for consideration. The City narrowed that list to four potential sites for further exploration. The City is having ongoing discussions with two property owners about the potential of obtaining a site for certification.

**Ongoing. City has narrowed its search to a pair of potential locations, and discussions with the property owners are continuing.**

### **Action Step 3: Revise and expand the outdoor dining policy.**

**Update:** Recommendations have been made to the City Council and pertinent City staff about revisions to the Outdoor Dining Ordinance. The recommendations have been accepted. The recommendations that were accepted were the removal of the geographic boundary, enforcing a 3-foot minimum clearance, standardizing the fee at \$150, and standardizing the closing time between Uptown and the parking garage plaza to 1 a.m. for both locations. City Council members also approved the recommendations for using demarcation emblems to delineate the boundaries for which outdoor dining must remain in front of each respective business. City staff has obtained a quote from a third-party vendor and is processing the changes to the City ordinance.

**Ongoing. City Council has approved the recommendations and City staff is processing the changes to the City ordinance.**

### **Action Step 4: Consider parking study recommendations.**

**Update:** Walker Parking Consultants presented the results of a parking study in February of 2018. Plans are in place to add parking on Dickinson Avenue and Clark Street. A City employee parking lot is also in design.

**Ongoing. Staff continues to review recommendations and implementation.**



# CITY COUNCIL PRIORITIES

## Priority 1 cont.

### **Action Step 5: Develop programs to support small businesses.**

**Update:** City staff benchmarked other communities to gauge small business offerings in February 2018. A small business survey received 60 responses in March of 2018. City staff also completed a “Greenville Means Business” web page that consolidated area small business resources and provided easy-to-navigate processes. Feedback was received from the City’s Redevelopment Commission (RDC) in May 2018 on the Small Business Plan Competition, and City staff presented the Small Business Assistance initiative at the Chamber of Commerce Small Business Expo in May of 2018. Revisions have been made to the Small Business Plan Competition, and the new application period ended January 22. The Office of Economic Development also held an entrepreneur’s workshop in 2018 to discuss the small business start-up process and incentives available to local small businesses.

**Ongoing. The City implemented several initiatives aimed at supporting small businesses and aspiring entrepreneurs while continuing previous initiatives.**

### **Action Step 6: Modernize the permitting and plan review process.**

**Update:** City staff met with members of the Pitt County Economic Development Partnership in March 2018 and received verbal and written feedback. A process review with City staff that work in Public Works, Planning, Building Inspections, and the Fire Department took place in March-April 2018. An additional development community stakeholder input session was held in April 2018. The Technical Review Committee (TRC) was reactivated in June 2018. Customer service training took place for staff involved in the permitting and plan review process in June 2018. The Inspections Division will launch a new software system, Energov, on February 11, 2019. Additionally, the Inspections Division is hiring a Development Services liaison to engage directly with the development community and other citizens to ease their way through the development review process. The Inspections Division is also modifying its front office to properly separate the permitting business from the immediate front welcoming area.

**Ongoing. Through community outreach and several internal enhancements, the City is modernizing the permitting and plan review process to increase efficiency and shorten turn-around times with the customer base.**

### **Action Step 7: Consider the job creation grant.**

**Update:** City Council approved the job creation grant in August of 2018. The grant provides funding to businesses based on new full-time jobs created and an increase in the tax base. Options include full-time job creation option, property tax investment and full-time job creation option, and an economic development zone option.

**Complete. City Council approved the job creation grant in August of 2018.**



# CITY COUNCIL PRIORITIES

## Priority 2: Infrastructure (strategic with roads and sidewalks)

**Action Step 1: Complete the G.K. Butterfield Transportation Center. Complete.**

**Update:** Complete. A ribbon-cutting ceremony was held on August 8, 2018. Services began at the new facility on August 9, 2018.



**Action Step 2: Continue with the final two years of the four-year roadway resurfacing plan. Begin the development of the next four-year roadway resurfacing plan.**

**Update:** Staff awarded the contract for the 2018 Street Resurfacing Plan to Rose Brothers Construction. Work began in July of 2018 and ended in December of 2018. More than 27 lane miles of City streets were resurfaced as part of the plan. Staff has generated a list of streets for 2019, and these streets will be part of the 2019 street resurfacing contract that will be advertised within the next eight weeks. The next four-year plan for road resurfacing will be developed in 2019.

**Action Step 3: Design and construct the final phase of Arlington Boulevard between Red Banks Road and Hooker Road.**

**Update:** Arlington Boulevard between Red Banks Road and Greenville Boulevard is complete. The final design of the reconstruction of the remaining portion of Arlington Boulevard and the upgrade of the storm sewer system is underway with the City's consultant. The subsurface testing is complete and preliminary design with a recommended plan of rehabilitation of the road and storm sewer along this portion of Arlington Boulevard has been completed. The final design will be completed by February 2019, and bids will be accepted in spring of 2019. Construction is expected to begin in summer of 2019.

**2018 Resurfacing Plan is complete. 27.1 lane miles of streets were resurfaced. The City has paved 100 miles of City streets during the past five years at a cost of \$14.3 million.**

**Ongoing. Arlington Boulevard between Red Banks Road and Fire Tower Road is complete. Final design for the remaining sections will be complete by February 2019, and bids will be accepted in spring of 2019 with construction expected in summer of 2019.**



# CITY COUNCIL PRIORITIES

## Priority 2 cont.

### **Action Step 4: Initiation of construction of the Safe Routes to School sidewalk construction project.**

**Update:** Bids for the project exceeded the available funds. City staff requested additional funding from the NCDOT and received approval. A supplemental agreement and contract was approved by the City Council on January 7, 2019. The agreement and Resolution for Concurrence of Award has been forwarded to the NCDOT for approval. Construction is expected to begin in April of 2019.

**Ongoing. Construction is expected to begin in April of 2019.**

### **Action Step 5: Initiate design for Fire Station #7.**

**Update:** The City contracted with an engineering firm to perform a Phase 1 site assessment as well as a geotechnical investigation into two possible sites. The City has received the results and will begin site selection and advertise for a design services consultant. Optional design features include room for a backup Police Communications Center and IT infrastructure space.

**Ongoing. Site selection is underway, and the City will advertise for a design services consultant.**

### **Action Step 6: Begin construction of the South Tar Greenway between Pitt Street and Nash Street.**

**Update:** City awarded project in June of 2018. Due to contracting issues, City staff will need to discuss the future of the contract with the City Council in a future session.

**Ongoing. Contracting issues will require a future discussion between City staff and the City Council.**

### **Action Step 7: Coordinate with the NCDOT to initiate the next phase of the signal timing optimization project.**

**Update:** NCDOT and City staff have been coordinating the preparation of a Letter of Understanding for the optimization of the signal timing on Memorial Drive similar to the current agreement for Greenville Boulevard. NCDOT recently provided the City with the Letter of Understanding and related scope of work for City review. Work is scheduled to begin in early 2019 upon execution of the agreement.

**Ongoing. NCDOT has provided the City with a Letter of Understanding and scope of work for review. Work is scheduled to begin in early 2019.**

### **Action Step 8: Coordinate with NCDOT on roadway projects.**

**Update:** Public Works staff continues to work with NCDOT on all NCDOT projects under development and construction. The Dickinson Avenue, Allen Road, Firetower/Portertown Road, Evans Street Old Tar Road, 14th Street, NC 43 South, Memorial Drive/W. 5th Street Intersection, Memorial Drive Bridge Replacement and Greenville Signal System projects are all currently in development. The 10th Street Connector and Greenville Southwest Bypass are currently being constructed with the 10th Street Connector scheduled to open to traffic in late 2018 and the Greenville Southwest Bypass scheduled to open to traffic in late 2019. Allen Road, Evans Street/Old Tar Road and 14th Street have all had a municipal agreement approved by Council

**Ongoing. Staff continues to work with NCDOT on projects under development and construction with municipal agreements for the installation of sidewalks for several roads.**



# CITY COUNCIL PRIORITIES

## Priority 2 cont.

for the installation of sidewalks along both sides of the project corridors. The Firetower/Portertown Road municipal agreement was just received and will be presented to Council in December for approval. Engineering and MPO staff have also been coordinating with NCDOT through the State Prioritization process to identify, plan and submit new transportation projects for potential funding in the 2020-2029 State Transportation Improvement Program (STIP). Projects under development are at various stages of engineering, design and right-of way acquisition with staff and NCDOT updating Council at key milestones. Construction of the projects under development varies with Dickinson Avenue scheduled for construction 2019-2021, Allen Road scheduled for construction 2021-2023, Firetower/Portertown Road scheduled for construction 2019-2021, Evans Street/Old Tar Road scheduled for construction 2021-2024, 14th Street scheduled for construction 2021-2023, NC 43 South scheduled for construction 2023-2026, Memorial Drive/W. 5th Street Intersection scheduled for construction in 2019, Memorial Drive Bridge replacement scheduled in 2020 and the City Signal System Upgrade is scheduled for construction in 2020-2022. The City and MPO shall be notified in which projects have been funded by NCDOT in the 2020-2029 STIP.



## Priority 3: Arts/Entertainment

**Action Step 1: Convene local arts groups to partner on visual as well as performing arts events.**

**Update:** The City hosted three Inner Banks Media mid-week concerts (Concert on the Common) at the Town Common in May, June, and July with each drawing large crowds and generating significant corporate support. The Concert on the Common series will return in 2019 with a total of five concerts. The Field of Honor American Flag Display was also a successful undertaking (May 26-July 7), and staff expects to continue that partnership with the Greenville Noon Rotary in 2019. Recreation and Parks also hosted the Community Youth Arts Festival in collaboration with ECU and the Emerge Art Gallery. This partnership improved the quality of the event and increased participation. The committee has decided to make the festival a fall event in 2019. The City also partnered with Uptown Greenville and local nonprofits for the annual Greenville Gives, which had its largest attendance ever. Community rentals for spring 2019 events at the Town Common are filling quickly with nine dates already reserved. They include 5Ks, charity walks, a pet adoption event, and a new community line dancing event.

**Ongoing. The City partnered with several local groups to host a variety of events in 2018.**





# CITY COUNCIL PRIORITIES

## **Action Step 2: Continue efforts to activate the Town Common with concerts, activities, and programs.**

**Update:** The 45th season of Sunday in the Park included the highest corporate support of any SITP series to date and the most diverse lineup of entertainment in the program's history. Two additional concerts will be added in 2019, and the department has received a NC Arts Grant to support the 2019 series. The City also held its first ever Movie in the Park events during the fall, and spring and summer dates for 2019 have been set. Multiple events have been hosted by outside groups at the Town Common throughout summer and fall, with only one weekend occurring when there wasn't at least one event. In all, 64 events were held at the Town Common in 2018. The Town Common was also utilized for a Community Concert Early Voting Festival, Exercise in the Park, a Sycamore Hill Gateway Plaza fundraising kickoff, Jazz in the Park, and numerous other runs, walks, and festivals including PirateFest and the Community Youth Arts Festival.

## **Action Step 3: Work with partners to publish a single, annual directory of all local arts organizations and the arts and events opportunities they provide for residents and visitors.**

**Update:** The Recreation and Parks Arts Coordinator attends monthly meeting of area arts organizations in an effort to foster communication, coordination, and possible partnerships in the delivery of area arts services, programs, and events. The Parks Planner serves as the GRPD representative on the Pitt County Arts Council. A directory of the nearly 50 local arts organizations has been established and an online calendar of the arts services and events is coordinated through the Pitt County Arts Council, which also publishes a quarterly arts brochure that focuses on the local arts community and highlights events and programs.

## **Action Step 4: Meet with leadership of the recently renovated Uptown Theater regarding possible partnerships and promotional initiatives.**

**Update:** The theater is scheduled to open on January 26. City staff will arrange for a meeting in the near future.

## **Action Step 5: Explore the development of an arts district.**

**Update:** Greenville has been designated a "smART City" by the N.C. Arts Council. The City Council approved this and made a \$15,000 match to the grant award of \$15,000. The Pitt County Arts Council is working on an Arts District research plan and is planning to present recommendations to the City Council by the end of 2019. On January 15, 2019, the NC Arts Council met with the smART City resource team to discuss next steps and a potential arts circuit (Emerald Loop).

## **Ongoing. The City hosted 64 events at the Town Common in 2018**



## **Ongoing. Staff attends monthly meetings of art organizations and works with Pitt County Arts Council on the publication of a quarterly brochure.**

## **Pending. Staff will meet with representatives of the theater after its opening.**

## **Ongoing. Greenville was designated a smART City and the Pitt County Arts Council is working on an Arts District research plan.**



# CITY COUNCIL PRIORITIES

## Priority 3 cont.

**Action Step 6: Develop opportunities for visual arts classes to be hosted at the Town Common.**

**Update:** Investigation continues into ways to create arts opportunities at the Town Common and other venues for the spring. Staff is searching for partners for a potential "Day of Painting". Staff is researching equipment, supplies, and financial and staffing resources required.

**Action Step 7: Investigate partnering with others to establish an annual Food Truck Rodeo with music, contests, games, and entertainment at the Town Common.**

**Update:** Staff will continue to look at upcoming community events to determine if adding a food truck rodeo is feasible.

**Ongoing. Exploring programs for spring and fall of 2019.**

**Pending. Food trucks are already a part of several community events.**



## Priority 4: Cleanliness and beautification

**Action Step 1: Develop a plan to enhance city entrances and gateways including litter removal, mowing, and additional landscaping.**

**Update:** Currently, our litter patrol is utilizing community service personnel to focus on weekly corridor litter removal on non-contracted corridor areas such as 10th Street from Greenville Boulevard to the Portertown Road area, Evans Street between Arlington Boulevard and Firetower Road and Dickinson Avenue from Reade Circle to Allen Road. Replacing trees and landscaping on all corridor areas is a primary winter focus for the Buildings and Grounds Division with financial assistance from ReLeaf, Inc.

**Ongoing. Staff is utilizing community service personnel for non-contracted corridors while replacing trees and landscaping on all corridor areas.**



# CITY COUNCIL PRIORITIES

## Priority 4 cont.

### **Action Step 2: Work with the NCDOT to implement the gateway program.**

**Update:** Bi-weekly mowing and litter patrols were started at the locations listed below:

**August** - Stantonsburg Road from Arlington Boulevard to the Hwy 264 interchange along with the Hwy 264 alternate from East 10th Street to Whichard Road

**September** - McGregor Downs Road from Arlington Boulevard to B's Barbecue Road along with Allen Road from Stantonsburg Road to Greenville Boulevard

**October** – Memorial Drive from Airport Road to NC 903 along with the Hwy 264 interchange area on West Stantonsburg Road

While we amended existing contracts to address these additional locations for mowing and litter collections, we will be re-advertising these contracts for bid in January / February 2019 along with all the other mowing contracts managed by the Public Works Department. Once we have formalized maintenance contracts in place for NCDOT corridors, we will seek reimbursement from NCDOT for the number of cycles they would have performed on these roadways which is typically five mowing cycles annually and seven litter cycles annually.

### **Action Step 3: Market and attract additional partners to adopt city streets through the Adopt-a-Street program.**

**Update:** The City hired a Recycling Coordinator who assumed the Adopt-a-Street program duties. Adopt-a-Street was re-branded, and it has grown to include 53 organizations. Thirty-eight clean-ups were performed between June 2018 and December 2018. Recruiting memberships is a primary ongoing action. The particulars of the Adopt-a-Street Program are as follows:

- Organizations adopt a one-mile section of roadway for a minimum of two years.
- Adoptees sign a safety training sheet and commit to clean once a quarter (4 times a year).
- City will provide the supplies - safety vests, trash bags, etc.
- City will collect and dispose of filled trash bags when notified by coordinator.
- Adopt-a-Street signage is added after two consecutive cleans.

As part of the re-branding process, Public Works replaced the old Adopt-a-Street signs with new signage. Additionally, a PSA was created for GTV9 and local networks, new brochures were completed, the City website has been updated to reflect the new program, and we are also in the process of advertising the Adopt-a-Street program through placement on the exterior of the City's GREAT buses.

**Ongoing. Bi-weekly mowing is included in a contract for various locations in the city. These contracts will be re-advertised for bids in early 2019.**

**Ongoing. City hired a recycling coordinator who is actively recruiting new members and marketing the program. The program has grown to include 53 organizations.**



# CITY COUNCIL PRIORITIES

## Priority 4 cont.

Among the City's partners in keeping Greenville beautiful are the participants in the monthly Sanitary Sunday events organized by Rhys Collins and Council member Will Bell. This group gathers monthly to clean the Uptown District and surrounding areas.

**Action Step 4: Conduct a public information campaign to encourage a clean city and litter removal of neighborhoods and businesses.**

**Update:** Public Works and the Public Information Office (PIO) have proactively been educating citizens about solid waste collection practices using a variety of tools such as curbside cart information stickers, social media and the incorporation of public art. In addition, these City Departments have provided information for articles in the local newspapers as well as several news stations on the Adopt-a-Street Program. The PIO has completed our first commercial which highlights the importance of a clean city and promotes the City's Adopt-a-Street program. The commercial, which runs on GTV9, is also available on YouTube. A separate PSA on littering was created in 2017 and has been running on local television since that time.

Ongoing.





# CITY COUNCIL PRIORITIES

## Priority 5: Develop and implement a comprehensive approach to stormwater management

**Action Step 1: Continue to support the work of the Stormwater Advisory Committee (SWAC) through their review of ordinances, levels of service, revenues, and capital projects.**

**Update:** SWAC has met 14 times (approximately 30 hours) and completed their review of the Stormwater Program and Utility. The group unanimously agreed to the extent and level of service. Their recommendation also included a rate and capital spending plan. The final report of the SWAC and recommendations were presented to the City Council during its workshop in November of 2018..

**Action Step 2: Once the SWAC makes recommendations, provide a presentation to the City Council for final deliberations.**

**Update:** A report and recommendation that included extent of service, level of service, and a rate and a capital spending plan was presented to the City Council during its workshop on November 5, 2018.

**Action Step 3: Begin the construction of the Town Creek Culvert project.**

**Update:** Work has been completed at the Third Street location, and Third Street has been reopened. Trader Construction is now installing the culvert at Fourth Street, and Fourth Street is now closed. A new phase of construction has also begun behind the Tastee Thai and near the Randy Doub Courthouse. The contractor will continue to move south along the property line until ultimately crossing Eighth Street. The contractor is also completing utility work near Fifth Street.

**Action Step 4: Complete the FY18 Stormwater Repair Project.**

**Update:** Trader Construction was issued a Notice to Proceed on March 15, 2018. To date, Greenfield Blvd., Brookgreen Road, Glasgow Lane, York Road, First Street, Fifth Street, and Rock Springs Road are substantially complete. Staff is currently working on Task Orders for Hooker Road and South Wright Street.

**Action Step 5: Initiate design for one or more of the following priority stormwater projects: St Andrews Stabilization Project; Elm St between 4th Street and Tar River outfall; Arlington Boulevard crossings between Evans Street and Hooker Road; Harding Street and 1st Street systems.**

**Update:** A Task Order has been issued for design of the Arlington



**Complete. The SWAC has completed its report and made a recommendation to the City Council.**

**Complete. Report was presented to the City Council on November 5, 2018.**

**Ongoing. Third Street has reopened, while Fourth Street is closed. The contractor is working in two locations in an effort to maintain the original contract schedule.**

**Ongoing. Work is expected to be completed in March of 2019.**

**Ongoing. Task order has been issued for Arlington Boulevard.**



# CITY COUNCIL PRIORITIES

## Priority 5 cont.

Boulevard road system in conjunction with the design for pavement improvements on Arlington. All other projects were presented to the SWAC for prioritization.



## Priority 6: Continue to implement the Town Common Master Plan

### **Action Step 1: Complete and dedicate the Sycamore Hill Gateway Project at Town Common.**

**Update:** Rhodeside and Harwell has submitted 100 percent construction documents, and the site plans were approved. Only one bid was received initially, requiring the City to rebid the project. No bids were received during the rebidding process. The City is exploring options for rebidding. A fundraising initiative is also associated with this project, and donations will be accepted at [sycamorehillplaza.com](http://sycamorehillplaza.com).

**Ongoing.** City is exploring options for rebidding the project, and an online option for donations will soon be available.

### **Action Step 2: Continue efforts to have a watercraft rental company available on site at Town Common.**

**Update:** The accessible canoe/kayak launch was completed in November of 2018. The East Group is currently working with City staff to finalize the details of a Request for Proposals (RFP) to establish a public-private partnership at the Town Common. The City Council will receive an in-depth update on this initiative during its 2019 Planning Session.

**Ongoing.** The canoe and kayak launch opened in November of 2018. The East Group is soliciting proposals for a public-private partnership at the Town Common.



# CITY COUNCIL PRIORITIES

## Priority 6 cont.

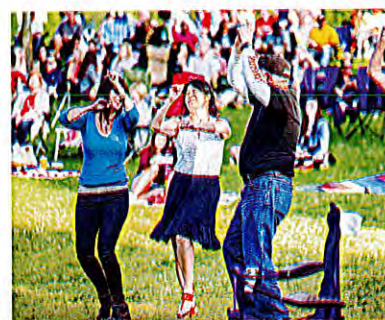
### **Action Step 3: Develop a plan for more programming and activities at the Town Common.**

**Update:** The second year of the Greenville Noon Rotary's Field of Honor at the Town Common will be on display from May 25, 2019 to July 6, 2019. Inner Banks Media will increase the number of midweek concerts for the Concert on the Common series this year from three to five. Performances are tentatively scheduled to begin April 24. Additionally, 14 Sunday in the Park concerts have been scheduled for 2019, two more than in 2018.

Other updates on programming and activities include the Nulook Steppaz and NC Civil hosting a line dancing event at the park on May 4, 2019, the continuance of Exercise in the Park with Zumba and yoga sessions starting April 2, and six movies as part of the Movie in the Park series.

A schedule of all events at the Town Common is available on the City of Greenville website.

**Ongoing. City staff continues to add programs and events at the Town Common. A full schedule highlighting events at the Town Common is available on the City website.**





# CITY COUNCIL PRIORITIES

## Priority 6 cont.

**Action Step 4: Create and issue an RFP for a restaurant/event space to be developed in the 1.46 acres of Town Common that has no Land and Water Conservation Fund (LWCF) development restrictions.**

**Update:** The East Group is creating a Request for Proposals (RFP) for a public-private partnership related to the development of a restaurant/event space on the eastern end of the Town Common. The RFP is nearing completion, and staff expects to issue the RFP by the spring of 2019. The City Council will receive an in-depth presentation about this topic during its 2019 Planning Session.

**Ongoing.** The East Group is creating a Request for Proposals (RFP) for a public-private partnership related to the development of a restaurant/event space on the eastern end of the Town Common.

## Priority 7: River Access, Tar River Vantage Points, and Tar River Legacy Plan Additions

**Action Step 1: Explore the acquisition of riverside lake lands as recommended in the Tar River Legacy Plan.**

**Update:** Staff identified some available land along the Tar River that would provide tremendous opportunities for the development of facilities for a variety of recreational pursuits. Some funding towards purchase is identifiable within the Recreation and Parks capital budget. The City contracted with Stewart Engineering to complete a conceptual park master plan for this property for an Adventure Park.

**Ongoing.** The City has contracted with Stewart Engineering to complete a conceptual master plan for an Adventure Park.

**Action Step 2: Develop mountain bike trails connecting to the greenway and river overlook.**

**Update:** The North Carolina Department of Natural Resources is currently completing its environmental assessment of the property near the old landfill and currently working through issues regarding capping the landfill.

**Ongoing.**

**Action Step 3: Investigate the creation of a gravel trail around the Beech Street connector pond along with fishing access.**

**Update:** Preliminary evaluation of a half mile gravel trail around the Beech Street Connector pond has been completed. Estimated cost for this project (clearing, gravel installation, a few signs and benches) is \$20,000. City is exploring opportunities for funding.

**Pending.** City is exploring opportunities for funding.



# CITY COUNCIL PRIORITIES

## Priority 7 cont.

**Action Step 4: Identify a site for establishing an additional overlook/ river access along the Tar River, design overlook and simultaneously seek no-rise certification from NC Department of Environment and Natural Resources and the US Army Corps of Engineers.**

Ongoing.

**Update:** A potential overlook site was previously identified at the intersection of the South Tar Greenway and the Greenmill Run Greenway, which remains a viable option for a future overlook. The East Group is currently developing concepts for a boat dock at the Town Common and will seek a no-rise certification for that project.

**Action Step 5: Seek grant opportunities to expand trails and greenways along the river.**

Ongoing. South Tar River Greenway expansion is experiencing contracting issues.

**Update:** The project to extend the South Tar River Greenway westward from the Town Common to Nash Street along the Tar River has been funded, and the City is working through contracting issues. A funding request for the Tar River Greenway has been submitted.





# CITY COUNCIL PRIORITIES

## Priority 8: Enhance Public Safety through Street Lighting, Cameras, and Community Police Relations

**Action Step 1: Establish 4-year street lighting plan with GUC to include expectations, priorities, responsibilities and costs regarding the scope of the citywide lighting project.**

**Update:** A conversion plan was established with GUC to convert city street lights to LED. The first year of the plan included areas north of the river before moving into the Grid area and beyond. There were 620 lights converted to LED in 2018, and an additional 460 fixtures are pending. Some of the areas that have been converted to LED include:

- Tyson Street
- Kearney Park
- The Town Common
- Ironwood subdivision
- Greenfield Terrace & Hop Tyson
- Landmark Street and Hartford Street
- Hopkins Drive and Howell Street
- Go Science parking lot
- University Edge street lights
- Evans Street (Arlington Boulevard to 10th Street)
- Greenbrier
- Dickinson Avenue (Reade Circle to 10th Street Connector)
- West Eighth Street (Dickinson Avenue to Evans Street)
- Centre Court
- Area of West 14th Street (Evans Street to Broad Street)
- The Grid (Tar River to First Street; Town Common to Elm Street)
- Clark Street (Dickinson Avenue to G.K. Butterfield Center)
- Pitt Street (Dickinson Avenue to G.K. Butterfield Center)
- Atlantic Avenue parking lot
- Uptown District (Fifth, Cotanche, and Hodges Lot)

**Action Step 2: Assess and implement the installation of new poles/lights in areas where the LED lighting conversion has been completed with the goal of eliminating any remaining areas that are underserved with light.**

**Update:** GUC completed the installation of new poles and lights throughout the area of West Greenville (approximately 40+ lights). Flood lighting has been installed in the intersection of Fifth and Reade Streets. Additional assessments will be completed and work orders generated as needed.

**Action Step 3: Leverage technology to [remotely] adapt the lighting level for public safety needs on an ongoing/recurring basis.**

**Update:** Adaptive lighting controls have been purchased and installed

**Ongoing.** Year 1 of the plan included the conversion of 620 street lights with an additional 460 fixtures pending.



**Ongoing.**

**Ongoing.**



# CITY COUNCIL PRIORITIES

## Priority 8 cont.

on sidewalks and parking lot lights in the Uptown District.

### **Action Step 4: Public Safety Cameras: Continue the expansion of the public safety camera network to include the exploration of a neighborhood partnership program.**

**Update:** There was \$1 million allocated in 2017-2018 budget for lights and cameras (\$650,000 used for cameras). There have been 142 of 144 cameras installed at 68 of 70 locations, two recording servers, increased network uplink bandwidth for Public Works (the termination location of the Traffic Signal Fiber) and fiber optic splicing/termination for traffic intersections. The City is exploring options for 39 additional cameras at 22 locations.

### **Action Step 5: Police community stakeholders meeting.**

**Update:** First event was held on June 21, 2018 at First Presbyterian Church. This annual meeting included the PCRD, NAB, Civic Liaison

partners, Interfaith Clergy members, Citizens Police Academy alumni, special interest groups (NAACP, SCLC, LGBT, AMERICAN and others) for the purpose of reviewing current outreach programs and partnerships to identify improvements and increase our effectiveness in our outreach programs. It is anticipated that the next meeting will be held in April of 2019.

### **Action Step 6: Police community fair - Annual event designed to invite the general public for engagement and education on police functions and initiatives in a relaxed fair-like setting.**

**Update:** First event was planned for October 4, 2018. Due to Hurricane Florence, the event was postponed. Looking ahead, the Police Department is planning to incorporate the community fair into the annual stakeholders meeting scheduled for April of 2019.

### **Action Step 7: Safe police encounters – Ongoing education initiative to improve public safety when stopped by the police and the complaint process. This will include focused training sessions and supporting videos and publications distributed throughout the year at numerous events.**

**Update:** Introduction made at Interfaith Clergy meeting (May 2018). Presentation made at June 11, 2018 City Council meeting. Completed list of outreach events through the end of 2018 reaching an estimated 300,000 citizen contacts. Safe police encounters materials have been discussed and made available through the following sources:

- Cops and Barbers locations
- Cops and Barbers back-to-school event

**Ongoing. 142 of 144 cameras installed in 68 of 70 locations. There are currently 486 cameras throughout the city.**

**Ongoing. A first meeting was held on June 21, 2018. A second meeting is anticipated for April of 2019.**

**Pending. Event planned for October of 2018 was postponed due to Hurricane Florence. Organizers plan to combine event with stakeholders meeting in April of 2019.**

**Ongoing. Outreach events have reached an estimated 300,000 people.**





# CITY COUNCIL PRIORITIES

## Priority 8 cont.

- Police Department lobby
- Public libraries
- Mark Woodson's radio show
- City Website
- Greenville Police VIMEO page and YouTube
- Driver's Education classes
- National Night Out
- GAME P.L.A.Y. event at South Greenville Recreation Center

### **Action Step 8: PAL and Police Explorers – Continued support for the PAL afterschool programs, youth camps, sports programs, and police explorers program.**

**Update:** The summer programs included three PAL Summer Camps, two Youth Police Academies, three tackle football teams, and one cheer leading squad in the American Youth Football and Cheer League. The PAL Program also sponsored two teams in the Jackie Robinson Baseball League. It was a successful year of baseball, with two teams competing in the Jackie Robinson Baseball League tournament. In football the PAL Eagles 12U and 8U teams won their Super Bowl games in the Eastern Carolina American Youth Football and Cheer League. The 8U team advanced to the state tournament in Winston-Salem, while the 12U team competed in the Eastern Regional tournament in Fredericksburg, Virginia. The Greenville Police Explorers assisted with parking at the Officer Down Memorial ride in May. Monthly Explorer meetings continue to occur at South Greenville Recreation Center.

### **Action Step 9: Diversity recruiting – Improve diversity in department through focused outreach.**

**Update:** Center City officers strived to share information during events like the Umbrella Market, Concert on the Common, etc. Additionally, efforts to recruit and share information about GPD were made during BLET graduations at Pitt Community College, Edgecombe Community College and Wayne Community College. The Greenville Police Department continues to expand the BLET academies they recruit from, providing a larger pool of possible candidates. The department also continues to target and attend career fairs at minority-based universities. In an effort to share more information about the department and how to become a police officer with GPD, the department is creating an updated brochure that can be utilized at various community events and career fairs.

Ongoing.



Ongoing.



# CITY COUNCIL PRIORITIES

## Priority 9: High performing organization

**Action Step 1: Provide “at market” pay and benefits to attract and retain top talent by allowing funds in budget to provide for market based increases in pay and benefits.**

**Complete for FY18-19.**

**Update:** On June 14, 2018, Council adopted the FY 2018-19 Budget and approved the FY 2019-20 Financial Plan for the City which included an average employee wage increase of 2.7%. Council also approved a 2.1% adjustment of the salary ranges in order to maintain market competitiveness. An increase equally across all pay ranges in the City’s salary structure will positively impact the City’s ability to compete with the market for talent. The budget also included an increase of \$10 per pay period in the City’s contribution to each general employee’s 401(k) supplemental retirement plan, increasing the City’s contribution from \$30 to \$40 per pay period.

**Action Step 2: Offer internal and external opportunities for professional growth and development, through training, education, and mentoring.**

**Ongoing. A new Training and Development Specialist has been hired and is developing and conducting a variety of training initiatives for all employees.**

**Update:** More than 100 supervisory employees have successfully completed the Supervisory Training and Refresher (STAR) Program since its inception in 2013. During FY 2017/18, the City also offered customer service, social media, safety, and a variety of other training. Additionally, a full-time Training and Development Specialist within the Human Resources Department was hired to develop and conduct a variety of training programs for employees. All employees (new and old) will be participating in customer service training, while new employees will continue to participate in the B.R.I.D.G.E. training and new managers and supervisors will receive S.T.A.R. training. HR is also implementing a new L.E.A.D. training program for experienced managers and supervisors.

**Action Step 3: Expand efforts to make City government reflect the diversity of Greenville to effectively meet the needs of all citizens, by having diverse panels for every new-hire or promotional process.**

**Ongoing.**

**Update:** The City of Greenville is an equal opportunity employer and strives to increase diversity in the employment and promotional opportunities at all levels of the workforce. To the extent possible, each interview panel represents a diverse representation of perspectives and backgrounds with regard to gender, race, and other characteristics. Additionally, when feasible, a Human Resources Department employee serves as a member of the interview panel for new hire and promotional processes.



# CITY COUNCIL PRIORITIES

## Priority 9 cont.

**Action Step 4: Expand the City's Wellness program to enhance and maintain the optimal health of employees and retirees by increasing incentives.** Ongoing.

**Update:** The City's Wellness Program encourages employees and retirees to achieve and maintain a healthy lifestyle. By participating in well-being activities such as biometric and preventive care screenings and health coaching, employees and retirees are eligible to earn up to \$300. The incentive was doubled from \$150 to \$300 effective January 1, 2018 to further incentivize employees and retirees for their voluntary participation in various wellness activities.

**Action Step 5: Expand the scope of services of the employee health clinic to enhance the health and well-being of employees and retirees on the plan.** Ongoing.

**Update:** Since opening on May 1, 2017, the employee health clinic has provided a variety of services and has expanded its scope of services to enhance the health and well-being of employees and retirees covered under the City's health plan. On August 1, 2017, pre-65 retirees became eligible to use the clinic, and on May 1, 2018, pharmacy services were added to provide onsite dispensing of commonly prescribed medications. Effective July 1, 2018, the number of provider hours increased to 12 hours per week, and covered spouses and dependent children at least 13 years old can now use the clinic.

**Action Step 6: Provide employees with access to information regarding upcoming City initiatives and events.** Ongoing.

**Update:** The City's wellness coordinator provides regular updates to employees concerning various healthy activities, programs, and a newsletter with upcoming wellness events and seasonal wellness tips. Emails go out to employees encouraging them to participate in blood drives that take place several times per year. The City's PIO provides information to all City employees for numerous events happening around the City. The Human Resources Department provides resources for professional development initiatives. Employee safety guidelines, training, and informative web sites are provided to employees to help enhance the awareness of on-the-job safety.

**Action Step 7: Sponsor annual teambuilding exercises for each work group including the department heads and City Council.** Underway.

**Update:** The Training and Development Specialist is developing and a variety of training programs for employees, including sponsoring teambuilding exercises to empower work groups toward common goals.





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