

City Council Workshop

December 6, 2021



Item 3

Presentation of the 2021 Citizens
Survey Results



Citizens Survey Overview

- Conducted February-October of 2021
- Gathers information from residents about satisfaction
- Identifies what City is doing well and where improvements are needed
- Helps staff develop priorities for where to focus efforts and resources
- Can be utilized by the City Council in establishing goals during the strategic planning process



Citizens Survey Overview

- Survey conducted via Survey Monkey (Annual Premier Team)
- Past surveys conducted by the ETC Institute
- Survey Monkey provides many of the same features:
 - Unlimited questions (shortened this year)
 - Sentiment analysis
 - Crosstabs
 - Response mapping
- However, there are other features that make it more appealing:
 - Multiple users/unlimited surveys
 - Unlimited filtering and trend comparisons
 - Free integration with other apps such as Office 365



Citizens Survey Cost Comparison

2018 ETC Institute Citizen Survey

\$21,500

2021 Survey Monkey Annual Subscription

\$2,700



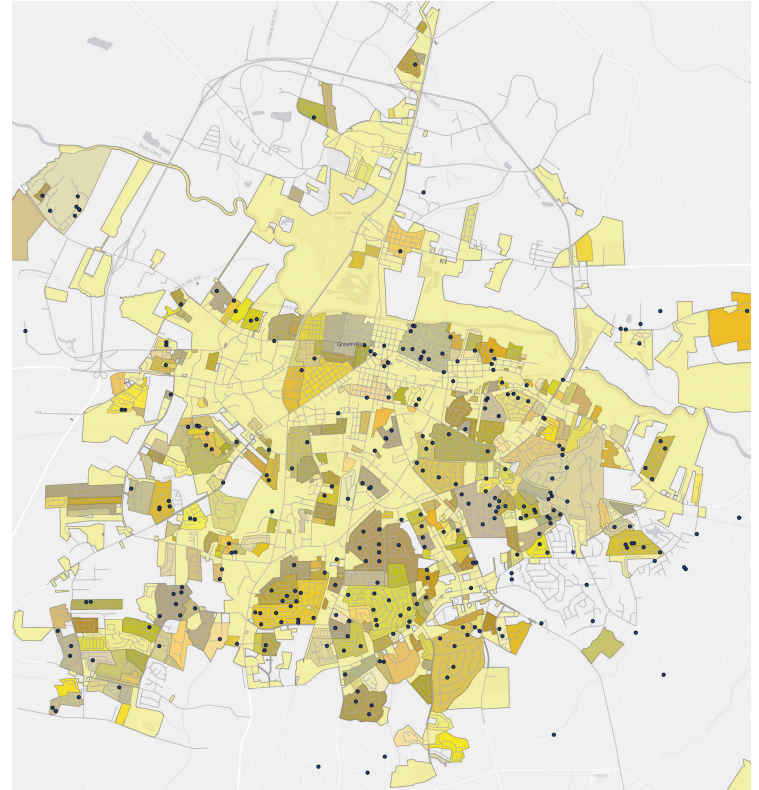
Citizens Survey Administration

- Survey administered online and via paper copies
- Publicized through a variety of methods including:
 - City social media platforms
 - City website
 - Weekly City Page Ad in the newspaper
 - City e-newsletter
 - QR codes on display at various City events and facilities
- Face to face distribution was more challenging due to COVID-19, but efforts were made to get paper copies into the hands of local civic groups as well.
- Focused primarily on various aspects of City departments. Future opportunities to dive deeper into services.



Citizens Survey

- Total responses – 523 (818 in 2018)
- Completion rate – 71%
- Avg. time spent – 7 min., 51 sec.
- Demographics (Most skipped – 152):
 - Age:
 - 35-44: 20%
 - 25-34: 13%
 - 45-54: 13%
 - 65+: 11%
 - 55-64: 10%
 - 25-Under: 3.2%
 - Did not respond: 29%
 - Gender: Female 61% - Male 37% - Other 2%
 - Race/Ethnicity:
 - White/Caucasian: 56%
 - Black/African American: 13%
 - Hispanic/Latino: 1%
 - Other: 1%
 - Did not respond: 29%
 - Household Income:
 - 63% at \$30,000 or more
 - 29% Did not respond



Citizens Survey Results

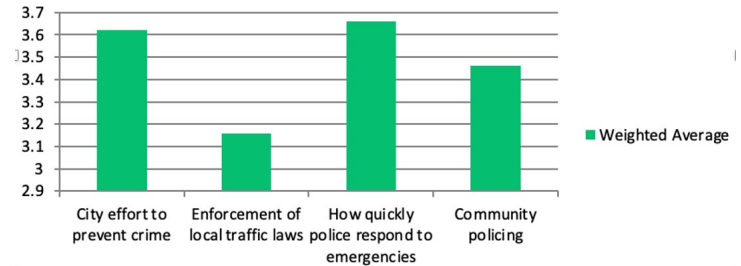
- Majority of questions were presented with answers on a 1-5 rating scale
- Percentages shown are indicative of percent of people who had a favorable answer and exclude neutral responses
- Arrows indicate change in percentage from last survey in 2018



Citizens Survey Results

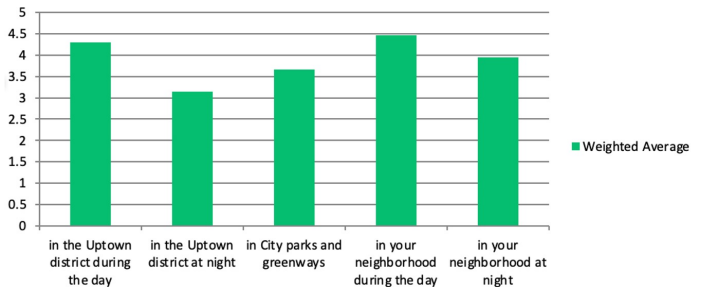
Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

- City effort to prevent crime: 60% ↑
- Enforcement of traffic laws: 46% ↓
- Quick response to emergencies: 60% ↑
- Community policing: 47% ↑



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:

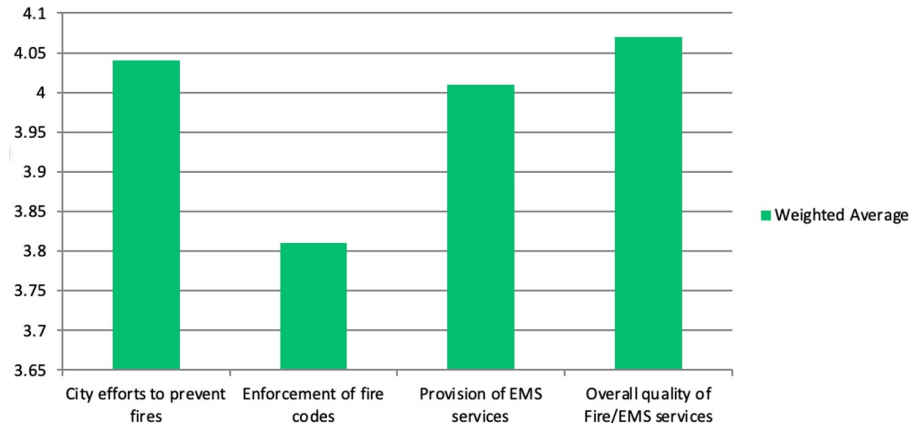
- Uptown District during day: 84% ↑
- Uptown District during night: 59% ↑
- In city parks and greenways: 87% ↑
- In your neighborhood during day: 90% --
- In your neighborhood during night: 87% ↑



Citizens Survey Results

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:

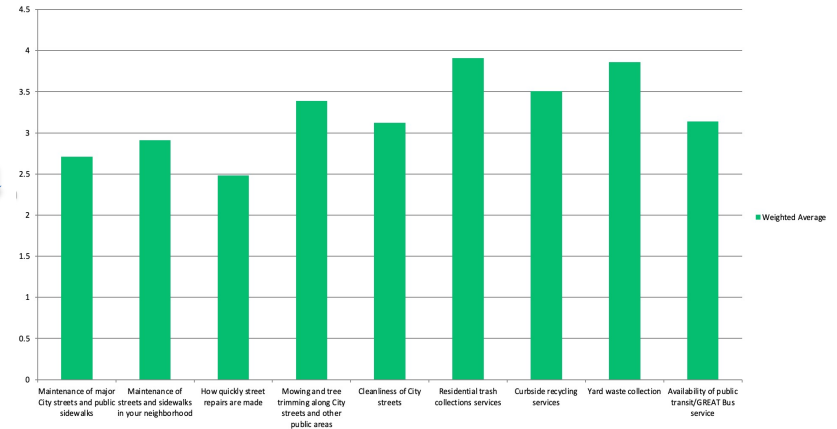
- City effort to prevent fires: 67% --
- Enforcement of fire codes: 55% ↓
- Provision of EMS services: 69% ↑
- Overall quality of Fire/EMS services: 72% ↓



Citizens Survey Results

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:

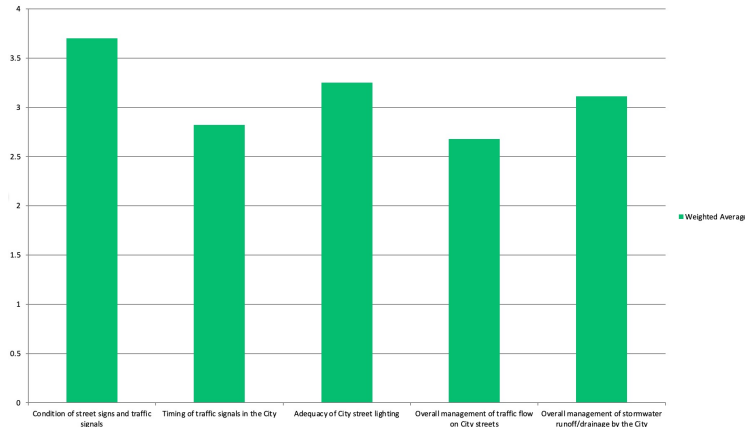
- Maintenance of City streets and public sidewalks: 33% ↓
- Maintenance of streets and sidewalks in your neighborhood: 40% ↓
- How quickly street repairs are made: 20% ↓
- Mowing and tree trimming along streets and in public areas: 57% ↑
- Cleanliness of City streets: 46% ↓
- Trash collection services: 70% ↑
- Recycling services: 54% ↓
- Yard waste collection: 70% --
- Availability of transit/GREAT: 22%* ↓



Citizens Survey Results

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:

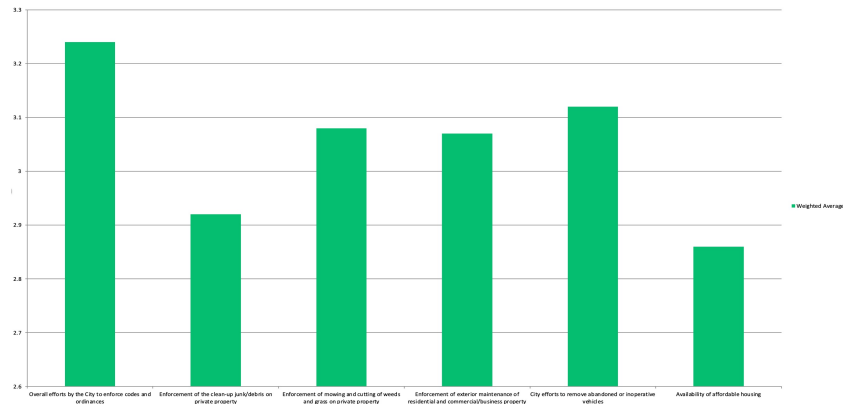
- Condition of street signs and traffic signals: 69% ↑
- Timing of traffic signals in the City: 37% ↑
- Adequacy of City street lighting: 49% --
- Overall management of traffic flow on City streets: 29% ↑
- Overall management of stormwater runoff/drainage by the City: 41% ↓



Citizens Survey Results

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:

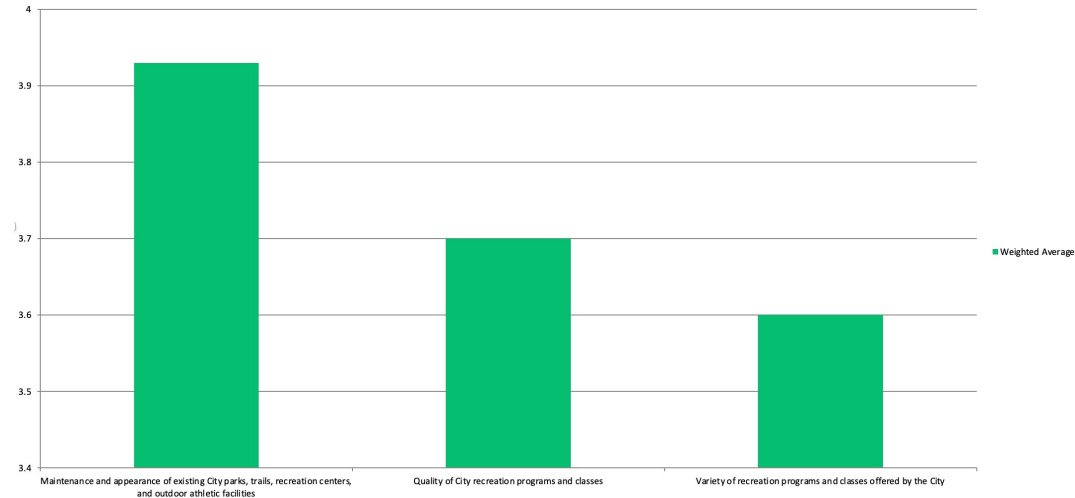
- Overall efforts by the City to enforce codes and ordinances: 40% ↓
- Enforcement of clean-up junk/debris on private property: 28% ↓
- Enforcement of mowing and cutting of weeds and grass: 33% ↓
- Enforcement of exterior maintenance of residential/commercial: 33% ↓
- City efforts to remove abandoned or inoperative vehicles: 32% ↓
- Availability of affordable housing: 26% ↓



Citizens Survey Results

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:

- Maintenance and appearance of City parks, trails, and rec centers: 76% --
- Quality of recreation programs and classes: 56% ↑
- Variety of recreation programs and classes offered by the City: 53% ↑



Citizens Survey Results

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:

- City efforts to keep residents informed about local issues: 54% ↑
- Usefulness of information on the City’s website: 52% ↑
- Ease of use of the City website: 49% (not asked in 2018)

How do you currently get information about the City of Greenville? (all that apply)

- Social networking sites: 76% ↑
- Local television news: 47% ↓
- City website: 46% ↑
- Local newspaper: 27% ↓
- Local radio: 17% ↓
- City cable channel: 11% ↓
- City e-newsletter: 9% ↓
- Calling the City of Greenville offices: 7% ↓

How do you prefer to get information about the City of Greenville? (all that apply)

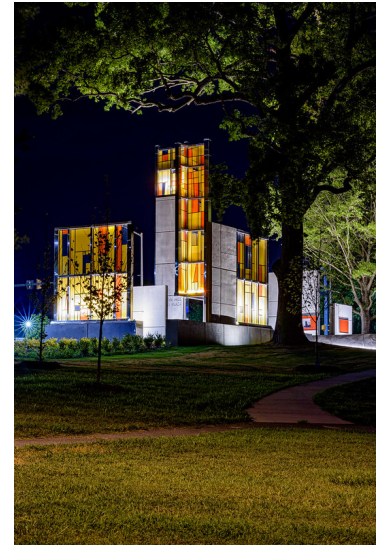
- Social networking sites: 72% ↑
- City website: 50% ↑
- Local television news: 40% ↓
- City e-newsletter: 34% ↑
- Local newspaper: 22% ↓
- Local radio: 18% ↓
- City cable channel: 15% ↓
- Calling the city: 5% ↓



Citizens Survey Results

On 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 and focus on the following:

- Stormwater management: 98% (Not asked in 2018)
- Improvements to City streets, bike lanes, and sidewalks: 97%
- Fire/Rescue improvements and facilities: 97%
- Improvements to parks, open spaces, and greenways: 95%
- Enforcement of codes and ordinances: 94%
- Police Department improvements and facilities: 90%



Citizens Survey Results

On 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 and focus on the following:

- Availability of affordable housing: 88%
- Improvements to public transit/GREAT bus service: 87%
- Town Common/Tar River front improvements: 86%
- Improvements to arts and cultural facilities: 86%
- Construction of a major performing arts center: 78%
- Constructing a multi-sport recreational complex: 71%



Citizens Survey Results

On a scale of 1 to 5 where 5 means “Extremely Likely” and 1 means “Not Likely at all,” please rate how likely you are to participate in or attend the following during a pandemic:

- A concert or festival: 64%
- A City meeting: 39%
- A City-sponsored program or class: 57%



Citizens Survey Summary

Most significant increases from 2018 survey:

- Residents feel safer!
 - In Uptown District during the day – Up 11%
 - In Uptown District during the night – Up 24%
 - In City parks and greenways – Up 27%
 - In their neighborhood at night – Up 17%
- Satisfaction with trash collection – Up 13%
- Satisfaction with condition of street signs and signals – Up 10%
- Currently getting information from social media – Up 31%
- Currently getting information from City website – Up 11%
- Preference to get information from social media – Up 29%



Citizens Survey Summary

Most significant decreases from 2018 survey:

- Satisfaction with overall quality of Fire/EMS Services – Down 10%
- Satisfaction with maintenance of streets in neighborhoods – Down 14%
- Satisfaction with availability of affordable housing – Down 18%
- Satisfaction with overall efforts to enforce codes – Down 12%
- Currently getting info/preference to get info from local television, newspapers, and radio – All down more than 10%



Citizens Survey Next Steps

- Distribute copies of the survey results to departments for further review.
- Explore opportunities to gather additional information in areas where results did not meet expectations.
- Consider responses in planning and execution of City services.
- Staff will provide the City Council with a follow up report on steps that have been taken.



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