

Section 5:
Survey Instrument



Mayor
Bill Saffo

Mayor Pro-Tem
Margaret E. Haynes

Council Members
Neil Anderson
Kevin O'Grady
Laura W. Padgett
Charlie H. Rivenbark
Earl Sheridan, Ph.D.

Dear Wilmington City Resident:

Your input on the enclosed survey is extremely important. The City of Wilmington is conducting a survey of residents to gather information about city priorities and the quality of city programs and services. The survey is part of our ongoing strategic planning process. To ensure that the city's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

We appreciate your time and value your opinion. We realize this survey takes some time to complete, but every question is important. This is your government and the time you invest in this survey will influence many decisions that will be made about Wilmington's future.

Please return your survey sometime during the next week. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

Look for a summary of survey results. A summary of survey results will be provided in a future issue of the city newsletter and on the city's website at wilmingtonnc.gov.

If you have any questions, please contact City Communications Manager Malissa Talbert at 342-2736 or malissa.talbert@wilmingtonnc.gov. Thanks again for taking the time to better our community.

Sincerely,

Bill Saffo
Mayor



Mayor and City Council

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2015 Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of city services. If you have questions, please contact Malissa Talbert at 910-342-2736 or malissa.talbert@wilmingtonnc.gov.



1. Major categories of services provided by the City of Wilmington are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Sery Dissatisfied."

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police services	5	4	3	2	1	9
B.	Overall quality of the City's parks and recreation programs and facilities	5	4	3	2	1	9
C.	Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
D.	Overall quality of fire services	5	4	3	2	1	9
E.	Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9
F.	Overall quality of customer service provided by City employees	5	4	3	2	1	9
G.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
H.	Overall management of traffic flow on City streets	5	4	3	2	1	9
I.	Overall management of stormwater runoff by the City	5	4	3	2	1	9
J.	Overall quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9

2. Which THREE of the major categories of City services listed above do you think are MOST IMPORTANT for the City to provide? [Write in the letters below using the letters from the list in Question 1 above].

1st.:____ 2nd.:____ 3rd.:____

3. Items that may influence your perception of the City of Wilmington are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Appearance of the City	5	4	3	2	1	9
C.	How well the City is planning growth	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	Availability of job opportunities	5	4	3	2	1	9
F.	Overall value you receive for City taxes and fees	5	4	3	2	1	9

4. **Public Safety Services.** 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:

<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City efforts to prevent crimes	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9
C. How quickly police respond to emergencies	5	4	3	2	1	9
D. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E. City efforts to prevent fires	5	4	3	2	1	9
F. Enforcement of fire codes	5	4	3	2	1	9

5. **Which TWO of the public safety services listed above do you think are most important for the City to provide?** [Write in the letters below using the letters from the list in Question 4 above].

1st. _____ 2nd. _____

6. **Perceptions of Safety.** 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:

<i>How safe do you feel:</i>	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In the downtown business district during the day	5	4	3	2	1	9
B. In the downtown business district at night	5	4	3	2	1	9
C. In City parks	5	4	3	2	1	9
D. In shopping areas	5	4	3	2	1	9
E. In your neighborhood during the day	5	4	3	2	1	9
F. In your neighborhood at night	5	4	3	2	1	9

7. **Parks and Recreation.** 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:

<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance and appearance of existing City parks	5	4	3	2	1	9
B. Number of City parks	5	4	3	2	1	9
C. Walking trails in the City	5	4	3	2	1	9
D. Biking trails in the City	5	4	3	2	1	9
E. City recreation centers	5	4	3	2	1	9
F. City swimming pools	5	4	3	2	1	9
G. City golf course	5	4	3	2	1	9
H. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
I. Quality of City recreation programs and classes	5	4	3	2	1	9
J. Variety of recreation programs and classes offered by the City	5	4	3	2	1	9

8. **Which TWO of the parks and recreation items listed above do you think are MOST IMPORTANT for the City to provide?** [Write in the letters below using the letters from the list in Question 7 above].

1st. _____ 2nd. _____

9. Communication. 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:

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in City decision-making	5	4	3	2	1	9
D.	The quality of the City's cable television channel	5	4	3	2	1	9
E.	Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9

10. From which of the following sources do you currently get information about the City of Wilmington? (Check all that apply.)

- (1) City newsletter
 (6) City website
 (2) Local newspapers
 (7) City Cable channel
 (3) Local radio
 (8) Calling the City
 (4) Local television news
 (9) Other: _____
 (5) Social networking sites (Facebook, Twitter)

11. From which of the following sources would you prefer to get information about the City of Wilmington? (Check all that apply.)

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

12. Maintenance. 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:

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
C.	How quickly street repairs are made	5	4	3	2	1	9
D.	Condition of street signs and traffic signals	5	4	3	2	1	9
E.	Timing of traffic signals in the City	5	4	3	2	1	9
F.	Mowing and tree trimming along City streets and other public areas	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
I.	Cleanliness of stormwater drains	5	4	3	2	1	9
J.	Maintenance of City sidewalks in your neighborhood	5	4	3	2	1	9

13. Which TWO of the maintenance items listed above do you think are MOST IMPORTANT for the City to provide? [Write in the letters below using the letters from the list in Question 12 above].

1st. _____ 2nd. _____

14. **Code Enforcement:** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcement of the cleanup of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing and cutting of weeds & grass on private property	5	4	3	2	1	9
C.	Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
E.	Enforcement of sign regulations	5	4	3	2	1	9
F.	City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

15. Which TWO of the **code enforcement** items listed above do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 14 above].

1st : ____ 2nd : ____

16. Have you contacted the City of Wilmington during the past year?

____(1) Yes [answer Question 16a-f] ____ (2) No [go to Question 17]

16a. [Only if “YES” to Question 16] Which City Department did you contact most recently?

- | | |
|------------------------------------|-----------------------------|
| ____(01) City Manager/City Council | ____(07) Business Licenses |
| ____(02) Fire Department | ____(08) Stormwater |
| ____(03) Parks and Recreation | ____(09) Street Maintenance |
| ____(04) Planning | ____(10) Code Enforcement |
| ____(05) Police Department | ____(11) Other: _____ |
| ____(06) Solid Waste | |

16b-f. [Only if “YES” to Question 16] Using a 5-point scale where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
B.	How easy they were to contact	5	4	3	2	1	9
C.	The way you were treated	5	4	3	2	1	9
D.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
E.	How quickly City staff responded to your request	5	4	3	2	1	9
F.	How well your issue was handled	5	4	3	2	1	9

17. **City Utility/Public Services.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Yard waste collection services	5	4	3	2	1	9

18. Several services provided by the City of Wilmington are listed below. For each one, please indicate if you used the service during the past 12 months.

During the past 12 months have you:		YES	NO	Don't Know
A.	Used public transportation services supported by the City	1	2	9
B.	Participated in recreation programs offered by the City	1	2	9
C.	Visited City recreation centers	1	2	9
D.	Visited a neighborhood or City park	1	2	9
E.	Used Fire services	1	2	9
F.	Called Code Enforcement	1	2	9
G.	Called or visited the Police Department	1	2	9
H.	Visited the City's website	1	2	9
I.	Read the City's newsletter	1	2	9
J.	Watched the City's cable television channel	1	2	9
K.	Watched a video on the City website	1	2	9
L.	Seen anything from the City on Facebook, Twitter or YouTube	1	2	9

19. **Transportation and Other Issues.** Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Adequacy of public parking in downtown Wilmington	5	4	3	2	1	9
B.	Availability of public transportation services in Wilmington	5	4	3	2	1	9
C.	Ease of travel by car in the City	5	4	3	2	1	9
D.	Ease of walking in the City	5	4	3	2	1	9
E.	Ease of biking in the City	5	4	3	2	1	9
F.	Opportunities to attend cultural activities in Wilmington	5	4	3	2	1	9
G.	Availability of affordable housing in Wilmington	5	4	3	2	1	9

20. **Capital Improvement Priorities.** Major investments that are being made 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 indicate how important you think it is for the city to continue to invest in the following projects:

How Important is it for the City to continue to invest in the following projects?		Extremely Important	Very Important	Important	Not Very Important	Not Important At All	Don't Know
A.	Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.)	5	4	3	2	1	9
B.	Improvements to parks & open space	5	4	3	2	1	9
C.	Improvements to Police/Fire facilities	5	4	3	2	1	9
D.	Improvements to the city's transportation network (i.e., roads, bridges, public transit)	5	4	3	2	1	9
E.	Additional crosswalks, bike lanes, multi-use trails	5	4	3	2	1	9
F.	Improvements to arts/cultural facilities	5	4	3	2	1	9

21. Which TWO of the **capital improvements** listed above would you be Most Willing to pay an increase in taxes to support? [Write in the letters below using the letters from the list in Question 20 above]. Circle "NONE" if you would not be willing to support an increase to fund any of the projects listed.

1st. _____ 2nd. _____ NONE

22. Funding for City Services. Using a scale of 1 to 5 where 5 means “Spend Much More” and 1 means “Spend Much Less,” please indicate what you think about the City’s current level of funding for each of the City services listed below:

How should the City’s current level of funding change for the following services:		Spend Much More	Spend More	Spend About the Same	Spend Less	Spend Much Less
A.	Police Services	5	4	3	2	1
B.	Fire Services	5	4	3	2	1
C.	Parks and Recreation	5	4	3	2	1
D.	Maintenance of Streets and Sidewalks	5	4	3	2	1
E.	Upkeep of parks and other public areas	5	4	3	2	1
F.	Enforcement of city codes	5	4	3	2	1

23. Strategic Planning. The city’s major focus areas are listed below. Using a scale of 1 to 5 where 5 means “Extremely Important” and 1 means “Not Important At All,” please indicate how important each of the City’s focus areas are to you:

Major focus areas for the City of Wilmington		Extremely Important	Very Important	Important	Not Very Important	Not Important At All
A.	Share information, get citizen input and build relationships.	5	4	3	2	1
B.	Improve the local economy through public and private investments and partnerships.	5	4	3	2	1
C.	Work to ensure the city is positioned for future sustainability and growth.	5	4	3	2	1
D.	Provide a safe community.	5	4	3	2	1
E.	Support neighborhoods to help them thrive.	5	4	3	2	1
F.	Provide a safe and efficient transportation system.	5	4	3	2	1

24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means “Excellent” and 1 means “Poor,” please rate the City of Wilmington with regard to the following:

How would you rate the City of Wilmington:		Excellent	Good	Neutral	Below Average	Poor	Don’t Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work or build a business	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9

25. Approximately how many years have you lived in Wilmington?

- (1) Less than 5 years (3) 11-20 years
 (2) 5-10 years (4) More than 20 years

26. What is your age?

- (1) Under 25 years (5) 55-64 years
 (2) 25-34 years (6) 65-74 years
 (3) 35-44 years (7) 75+ years
 (4) 45-54 years

27. Have you been a victim of a crime in the City of Wilmington during the past year?

- (1) Yes
- (2) No

28. What is your gender?

- (1) Male
- (2) Female

29. Have you visited Downtown Wilmington during the past year?

- (1) Yes
- (2) No

30. Which of the following best describes your race/ethnicity? (check all that apply)

- (1) Asian/Pacific Islander
- (2) White
- (3) American Indian/Eskimo
- (4) Black/African American
- (5) Hispanic/Latino/Spanish
- (6) Other: _____

31. Would you say your total annual household income is:

- (1) Under \$30,000
- (2) \$30,000 to \$59,999
- (3) \$60,000 to \$99,999
- (4) \$100,000 or more

32. What is your home zip code? _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.