

2007 DirectionFinder® Survey

Submitted to

*The City of
Wilmington,
North Carolina*

by

ETC
Institute

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2007 DirectionFinder[®] Survey

Executive Summary Report

Overview and Methodology

During October of 2007, ETC Institute administered a community survey for the City of Wilmington. The purpose of the survey was to assess resident satisfaction with the delivery of major city services and to help set priorities for the community.

The was mailed to a random sample of 2,400 households in the City of Wilmington. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 425 completed the survey by phone and 395 returned it by mail for a total of 820 completed surveys (34% response rate). The results for the random sample of 820 households have a 95% level of confidence with a precision of at least +/- 3.5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

This summary report contains:

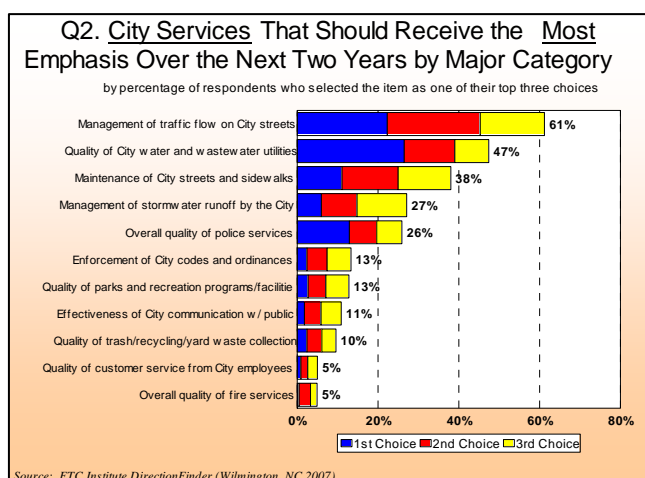
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- GIS maps that show the results of selected questions on the survey
- a copy of the survey instrument.

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Major Findings

- Overall satisfied with the quality of services provided by the City of Wilmington.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of fire services (87%), the quality of trash, yard, recycling and yard waste collection services (74%), the quality of police services (66%), and the quality of City parks and recreation programs and facilities (65%). Residents were generally less satisfied with the management of traffic flow on City streets (61%), the quality of City water and wastewater utilities (43%), maintenance of City streets and sidewalks (42%) and the management of stormwater runoff by the City (41%).

- Services that residents thought should receive the most emphasis from the City.** The three major services that residents thought were the most important for the City to emphasize over the next two years were: (1) the management of traffic flow on City streets, (2) the quality of City water and wastewater utilities, and (3) the maintenance of City streets and sidewalks.



- Quality of Life in the City.** Fifty-seven percent (57%) of residents *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 27% were neutral and 15% were “dissatisfied.”
- Public Safety.** Residents were generally satisfied with the quality of public safety services provided by the City. The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: local fire protection services (82%), how quickly fire personnel respond (82%), and fire prevention and education programs provided by the City (67%). Residents were least satisfied with the frequency that police patrol officers patrol their neighborhood (37%).
- Perception of Safety in Wilmington.** Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion* felt most safe in their neighborhood during the day (87%), in downtown Wilmington during the day (84%) and in their neighborhood at night (64%). More than half (54%) of residents felt most “unsafe” in Downtown Wilmington at night.

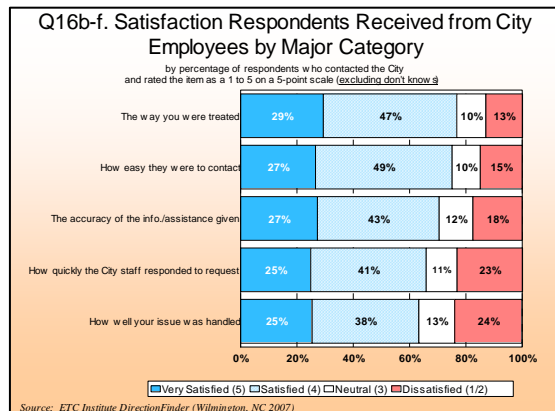
- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance and appearance of City parks (75%), the City golf course (57%), number of City parks (57%) and the quality of outdoor athletic fields (57%). Residents were least satisfied with biking trails in the City (41%).

- **City Communication.** The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the usefulness of information on the City’s web site (50%), the availability of information about City services and programs (48%), and the quality of the City’s cable television channel (47%). When asked where residents received information about the City, the top three sources were: (1) the local television news, (2) the local newspaper and (3) the local radio.

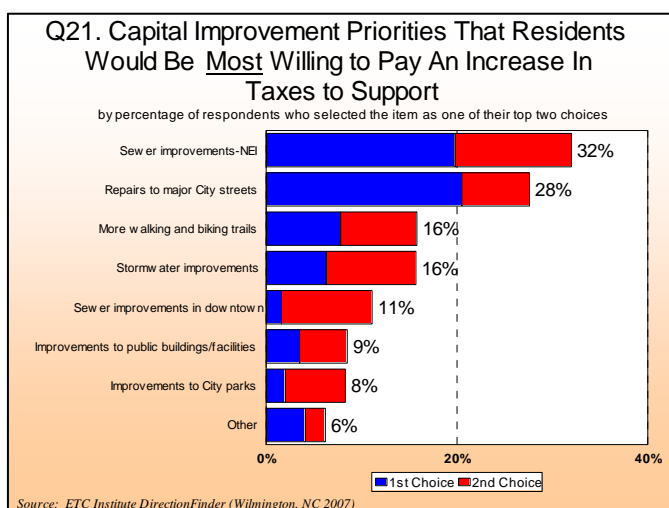
- **City Maintenance.** The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (61%), the mowing and tree trimming along City streets and other public areas (52%), and the maintenance of City streets in residential areas (51%). Residents were least satisfied with the timing of traffic signals (46%), how quickly street repairs are made (45%) and the maintenance of City streets (40%).

- **Codes and Ordinances.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of sign regulations (44%), City efforts to remove inoperable and abandoned vehicles (38%), and the enforcement of exterior maintenance of commercial property (37%). Residents were least satisfied with the enforcement of the clean up of junk and debris on private property (33%).

- **City Customer Service.** The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: they way they were treated (76%), how easy the employee within that department was to contact (76%), and the accuracy of the information and assistance they were given (68%).



- **City Utility/Public Services.** The highest levels of satisfaction with City utility and public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (86%), yard waste collection services (79%), and curbside recycling services (75%). Residents were least satisfied with wastewater services (25%).
- **Capital Improvement Priorities.** Residents were asked to rate how important it is for the City to invest in various capital improvement priorities. The priorities that residents felt were the most important to invest in, based upon the combined percentage of “extremely important” and “very important” responses among residents *who had an opinion*, were: sewer improvements-NEI (84%), repairs to major City streets (77%), sewer improvements downtown (76%) and stormwater improvements (73%). The top two priorities that residents would be *most willing* to pay an increase in taxes to support included: sewer improvements-NEI and repairs to major City streets.



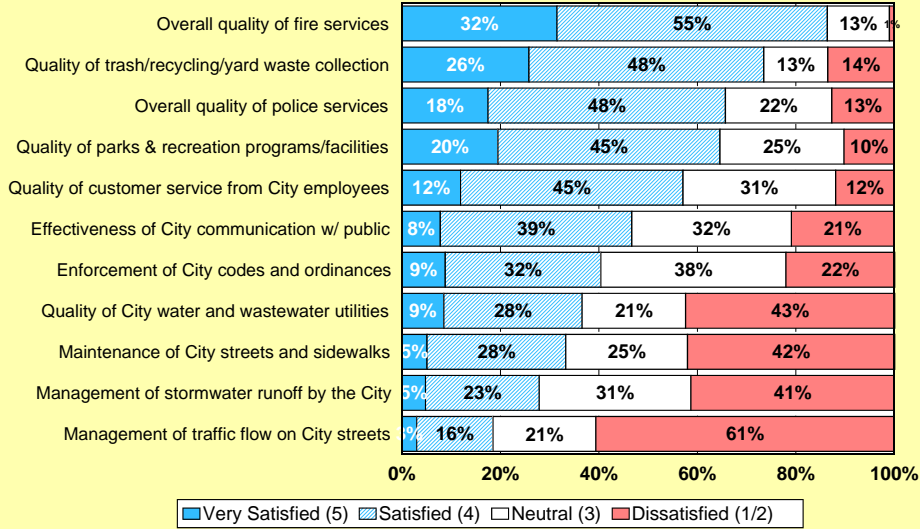
Other

- Eighty-eight percent (84%) of residents felt Wilmington was an “excellent” or “good” place to live, 8% were neutral and 4% felt Wilmington was “below average.”
- Sixty-three percent (63%) of residents were “very satisfied” or “satisfied” with the opportunities the City provided to residents to attend cultural activities, 28% were “neutral” and 9% were “dissatisfied.”
- Eighty-six percent (86%) of residents indicated they had seen a media story within the past year about wastewater services. Of this percentage, 65% of residents felt the story they heard had a negative impact on their perception of the quality of wastewater services in the City.
- When asked how often residents had participated in various City services during the past 12 months, the top three activities that residents participated in included: visited a neighborhood park (77%), watched the City’s cable channel (65%) and read the City’s newsletter (61%). The activities that residents had participated in least during the past 12 months included: used the City’s website streaming video (6%), used fire services (9%) and used public transportation (12%).

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

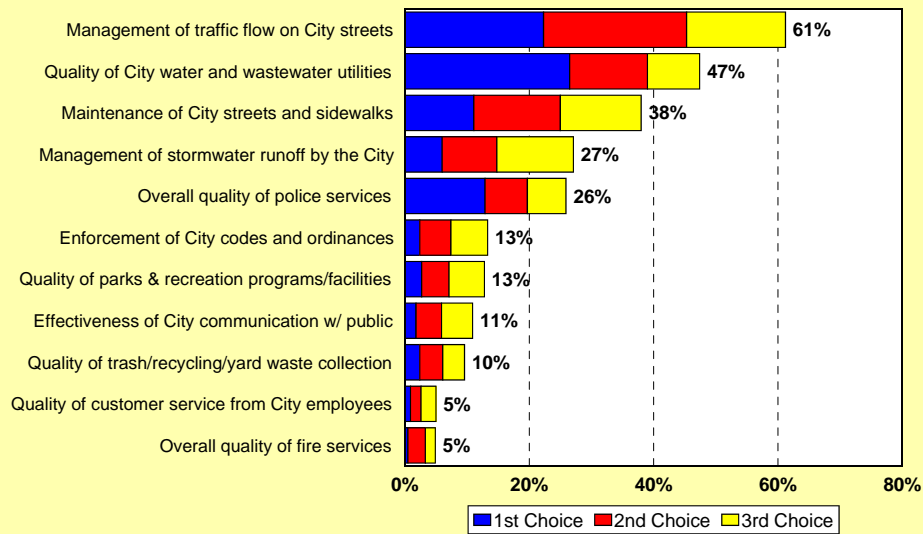
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

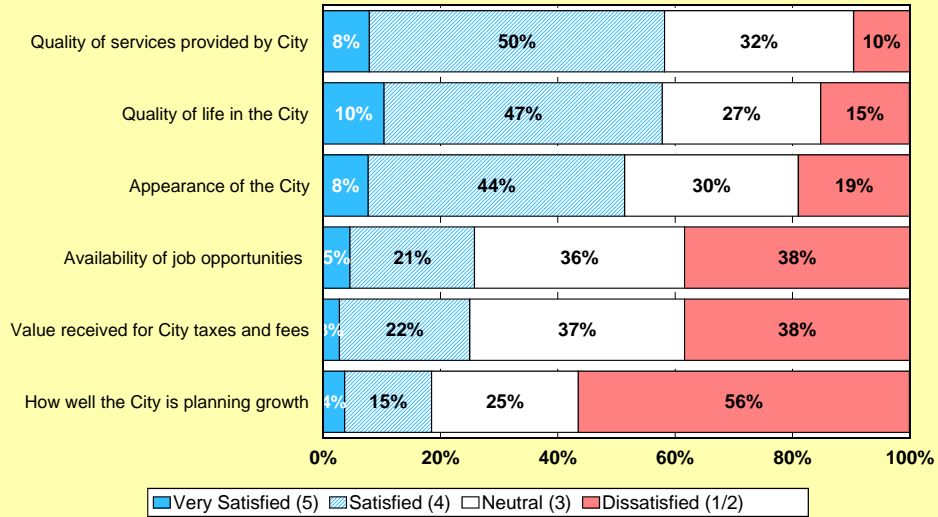
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

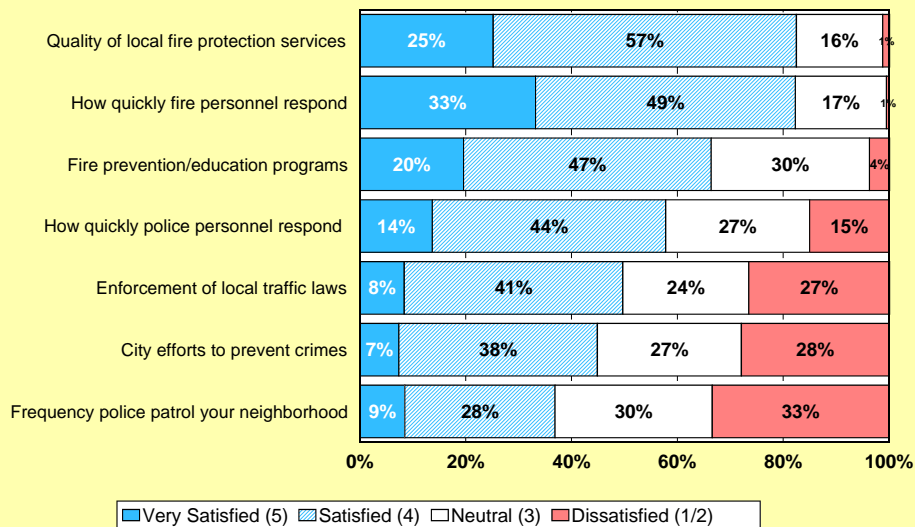
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q4. Satisfaction with Various Aspects of Public Safety

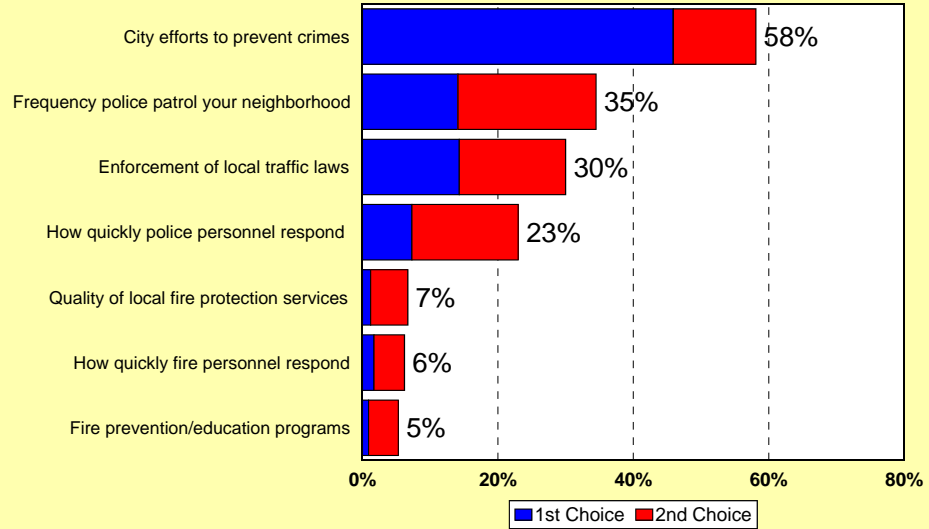
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q5. Public Safety That Should Receive the Most Emphasis Over the Next Two Years by Major Category

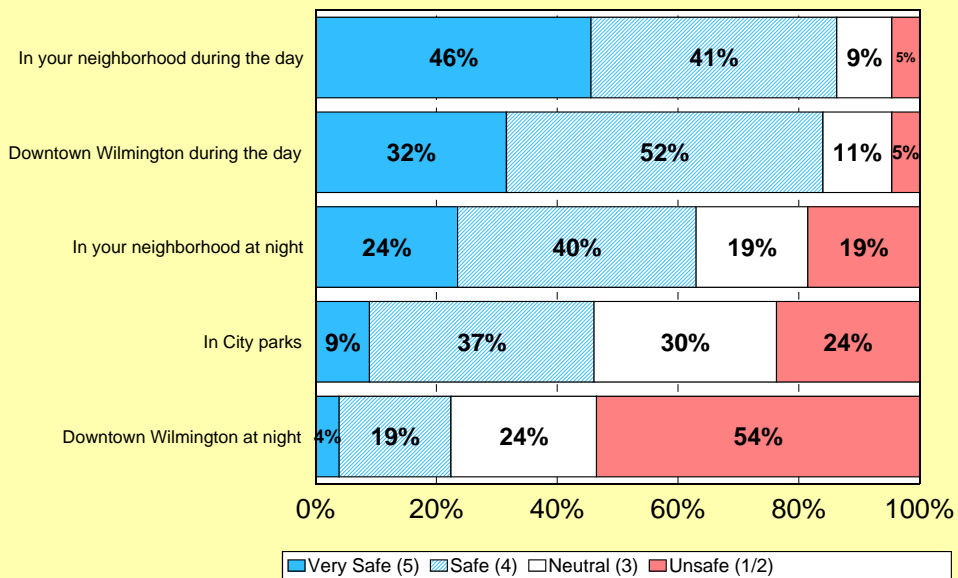
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q6. How Safe Do You Feel?

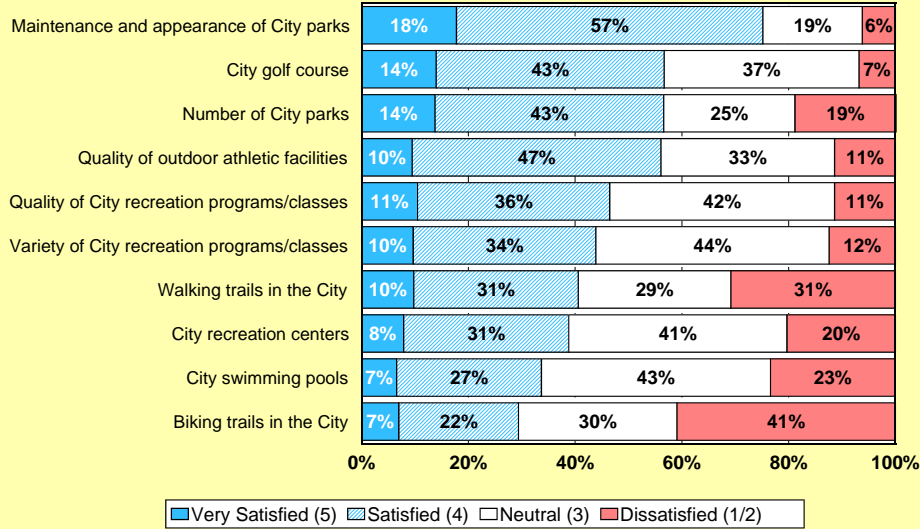
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q7. Satisfaction with Various Aspects of Parks and Recreation

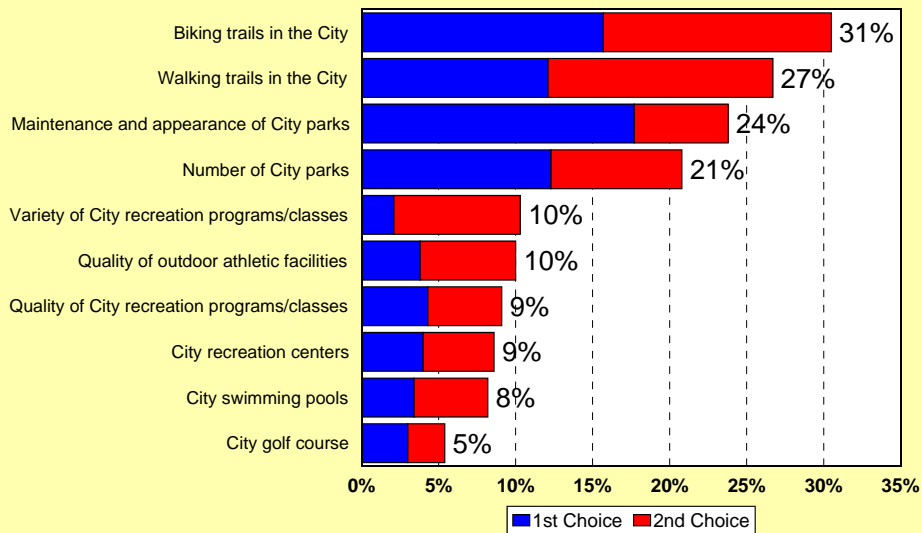
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q8. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

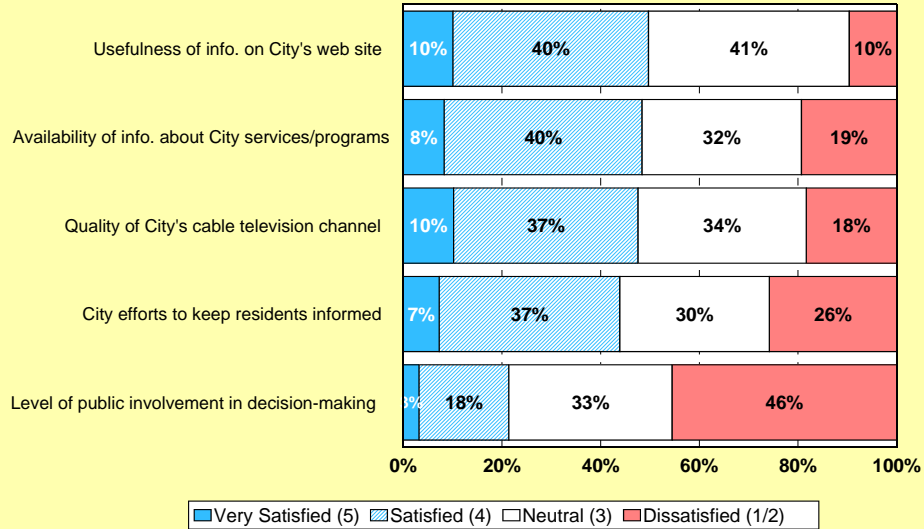
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q9. Satisfaction with Various Aspects of Communication

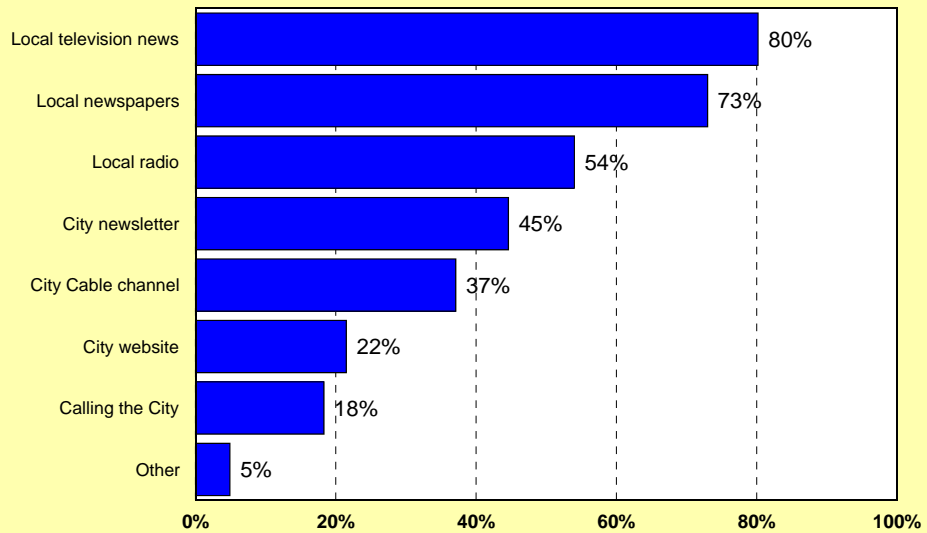
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q10. Sources of Information Residents Currently Get Information About the City

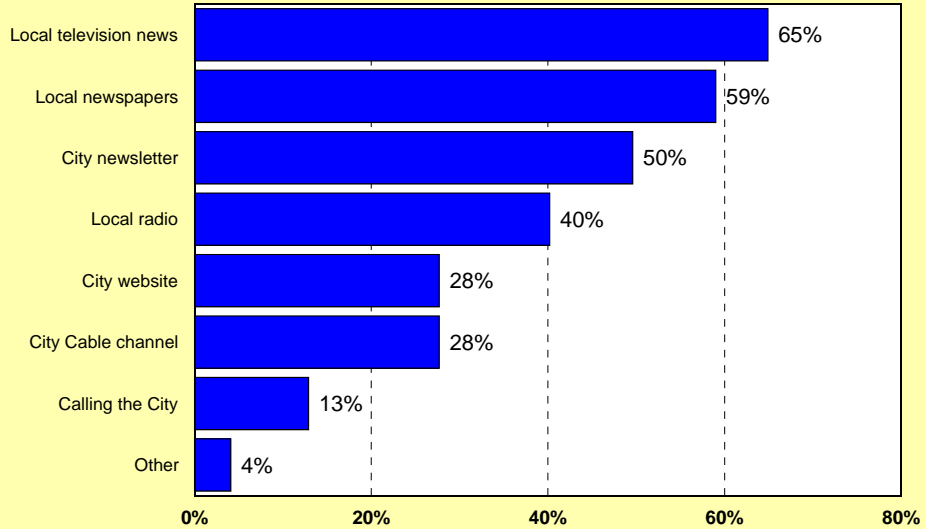
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q11. Sources of Information Residents Would Prefer to Get Information About the City

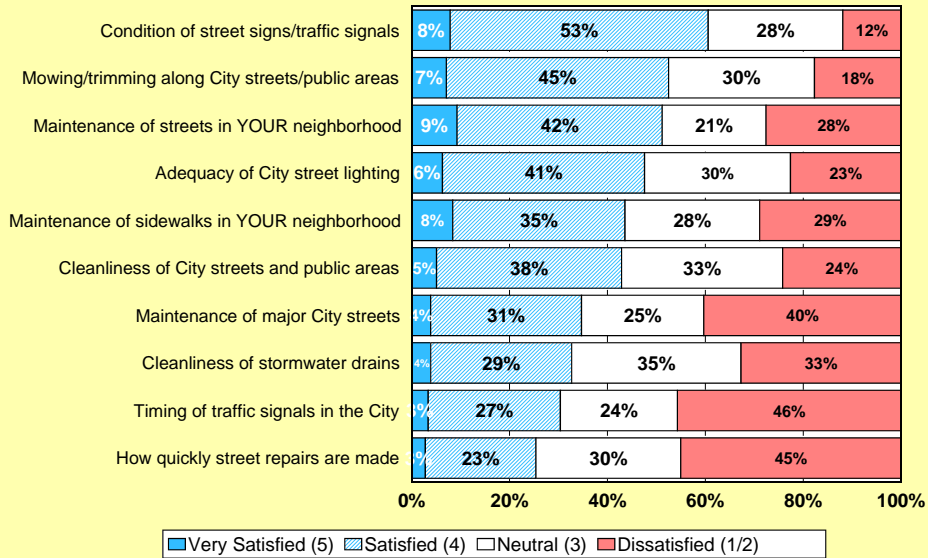
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q12. Satisfaction with Various Aspects of City Maintenance

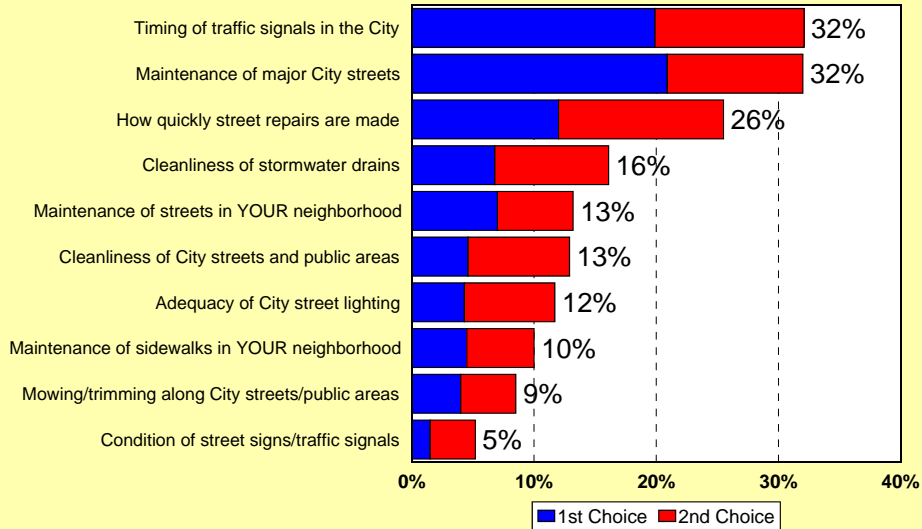
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q13. City Maintenance Items That Should Receive the Most Emphasis Over the Next Two Years

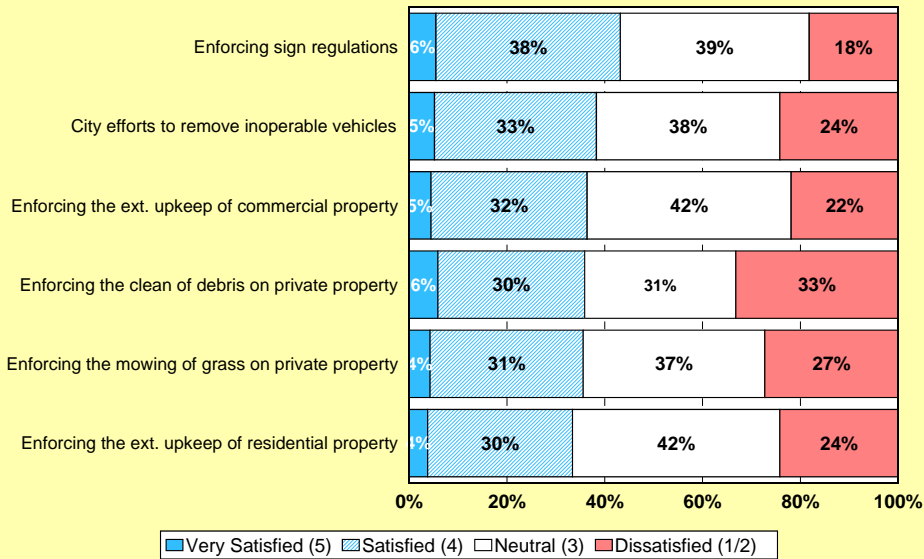
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q14. Satisfaction with Various Aspects of Code Enforcement by Major Category

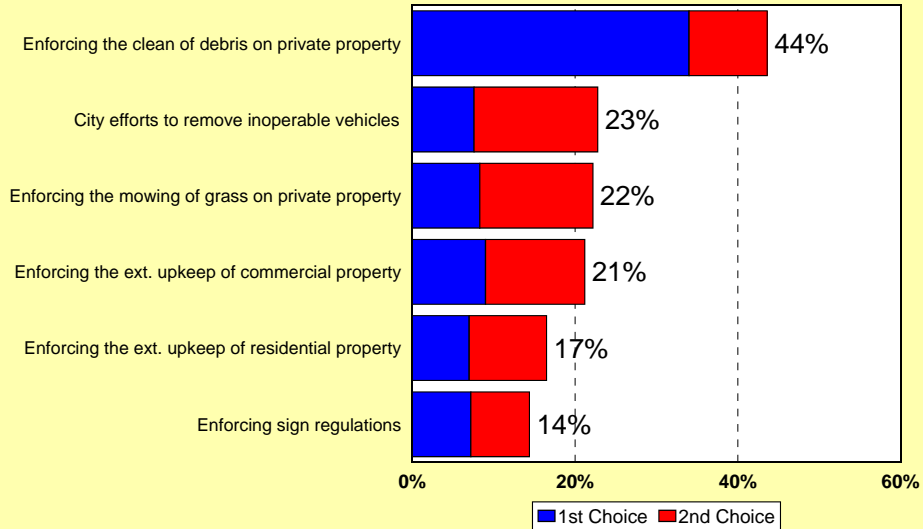
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q15. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

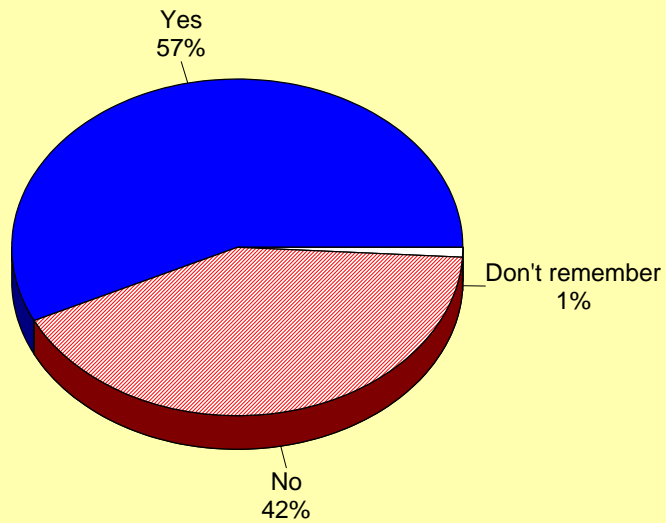
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q16. Have you contacted the City of Wilmington during the past year?

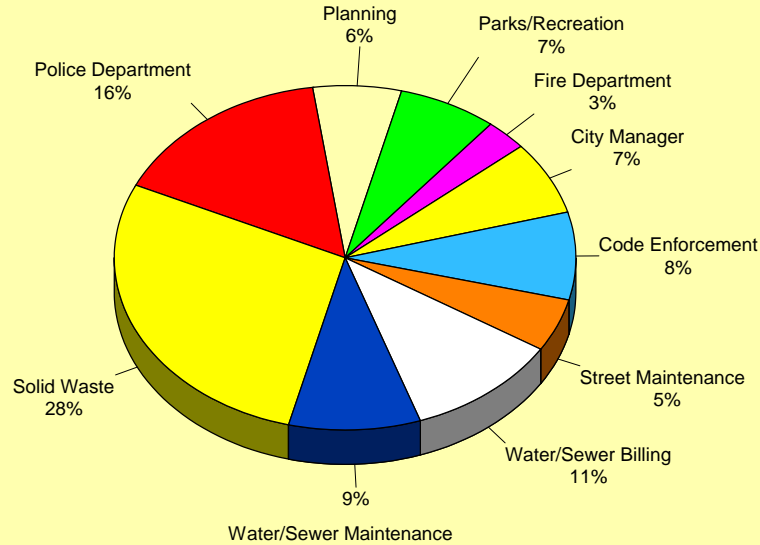
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q16a. What City Department did you contact most recently?

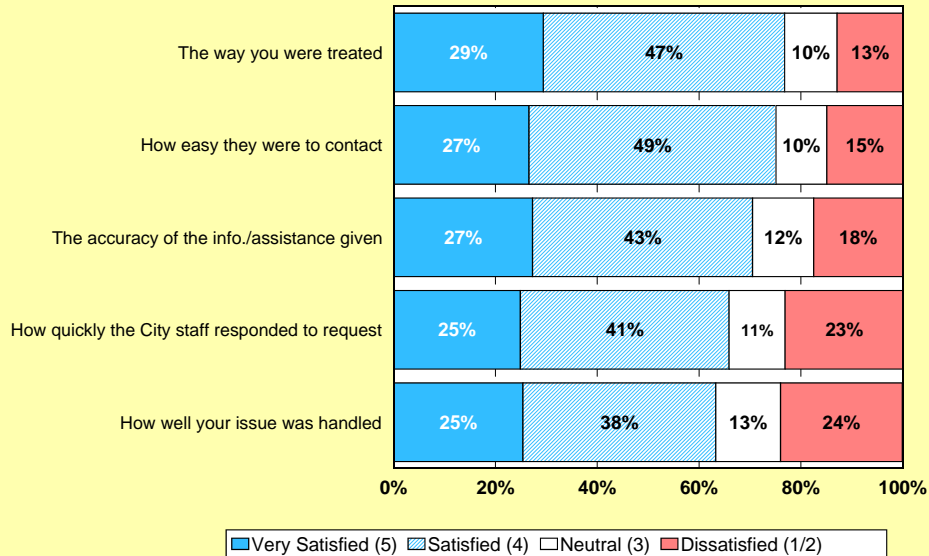
by percentage of respondents who had contacted the City during the past year



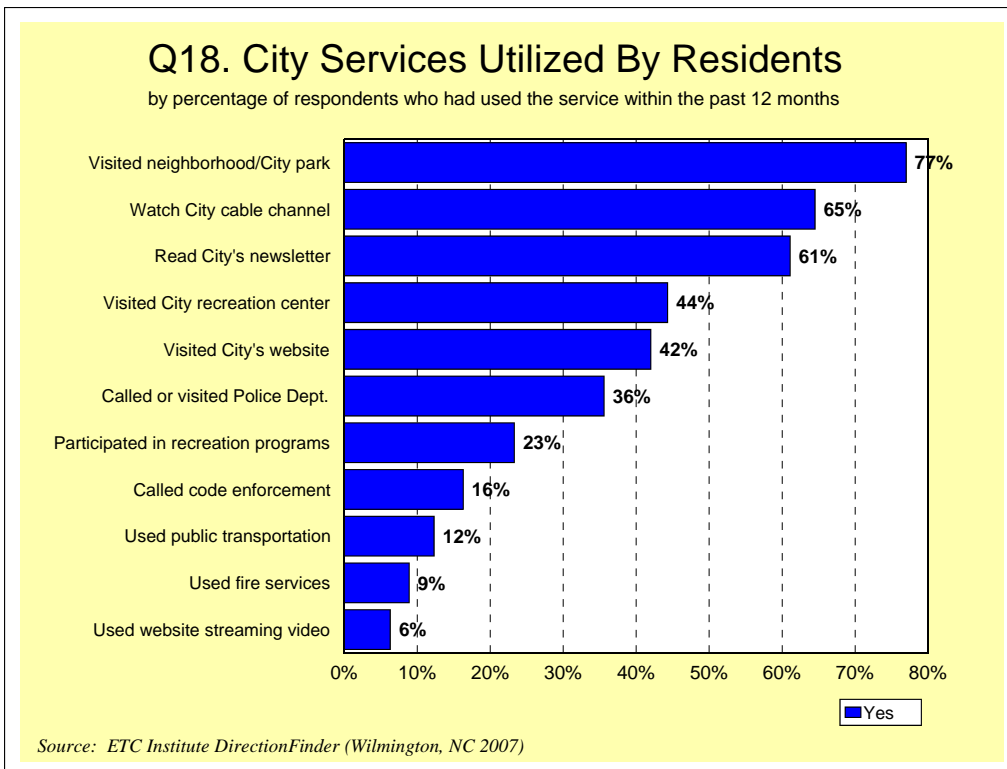
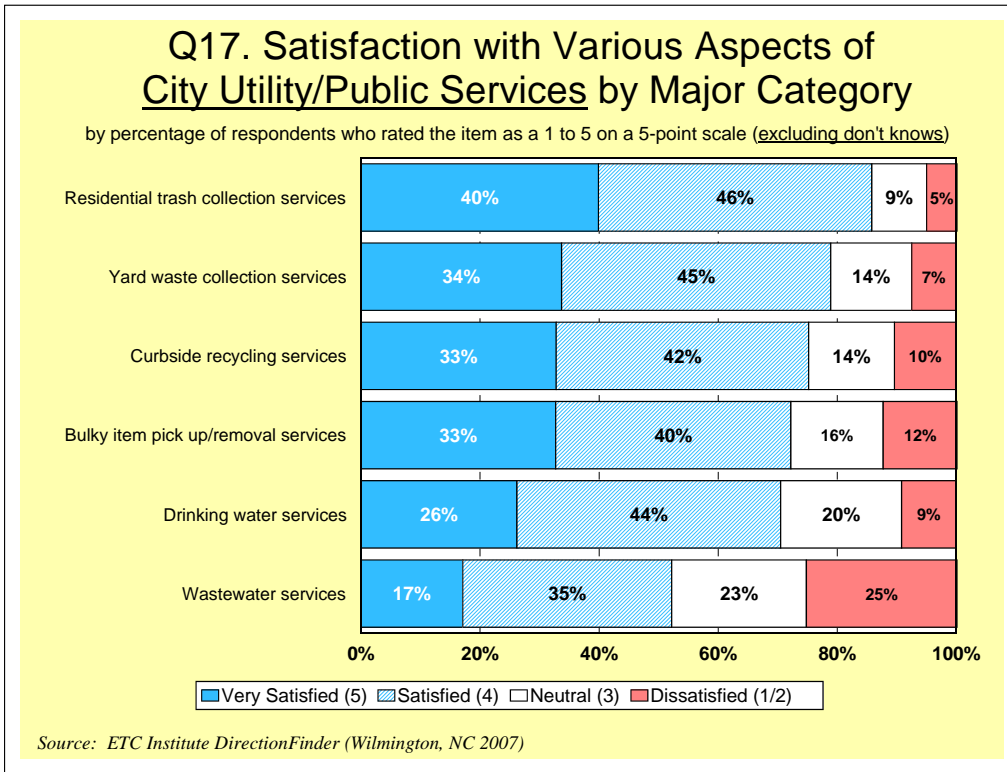
Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q16b-f. Satisfaction Respondents Received from City Employees by Major Category

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

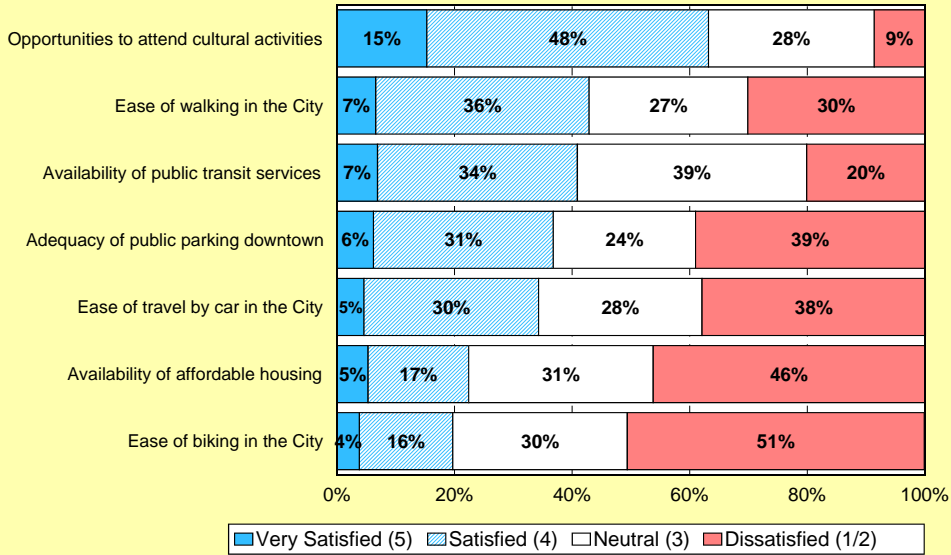


Source: ETC Institute DirectionFinder (Wilmington, NC 2007)



Q19. Satisfaction with Various Aspects of Transportation and Other Issues

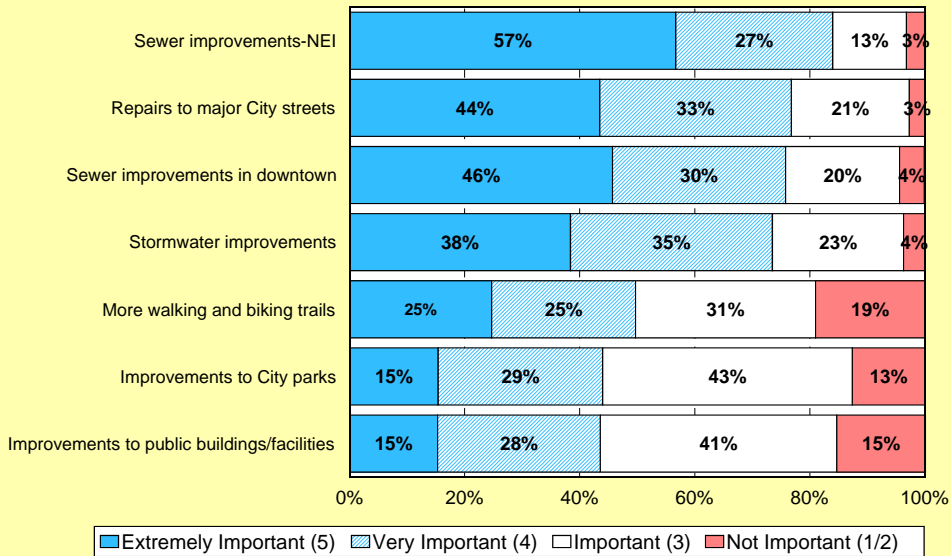
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q20. Perceived Importance of Various Capital Improvements Priorities

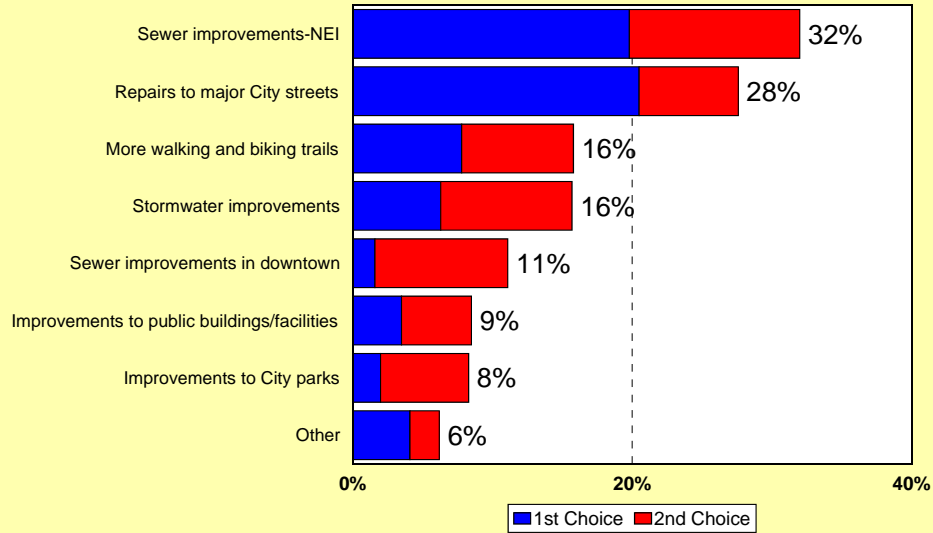
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q21. Capital Improvement Priorities That Residents Would Be Most Willing to Pay An Increase In Taxes to Support

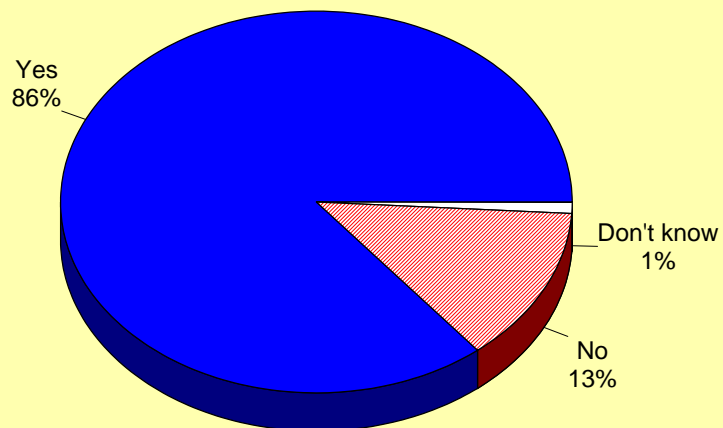
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q22. Have you seen any media stories in the newspaper, radio, or television about wastewater (sewer) services in the City of Wilmington during the past year?

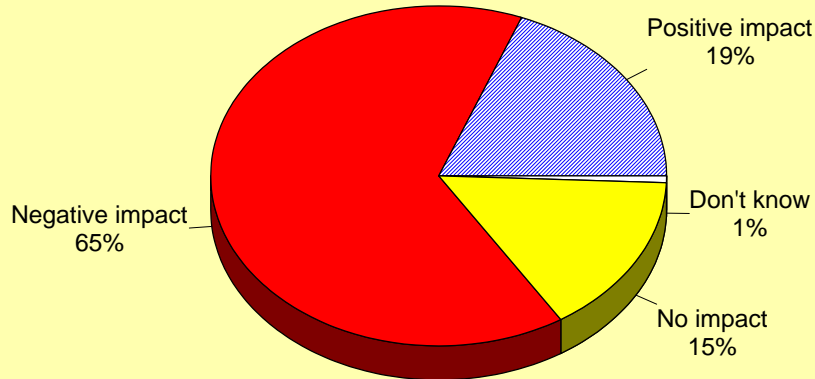
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q22a. Have these stories had a positive or negative impact on your perception of the quality of wastewater services in the City?

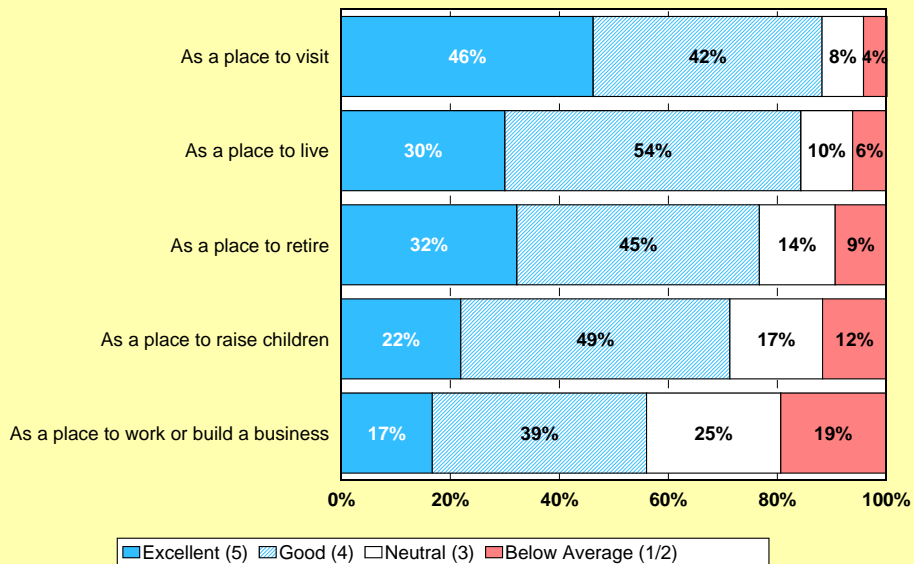
by percentage of respondents who had seen a media story about wastewater (sewer) service in the past year



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q23. Overall Quality of Life in the City of Wilmington

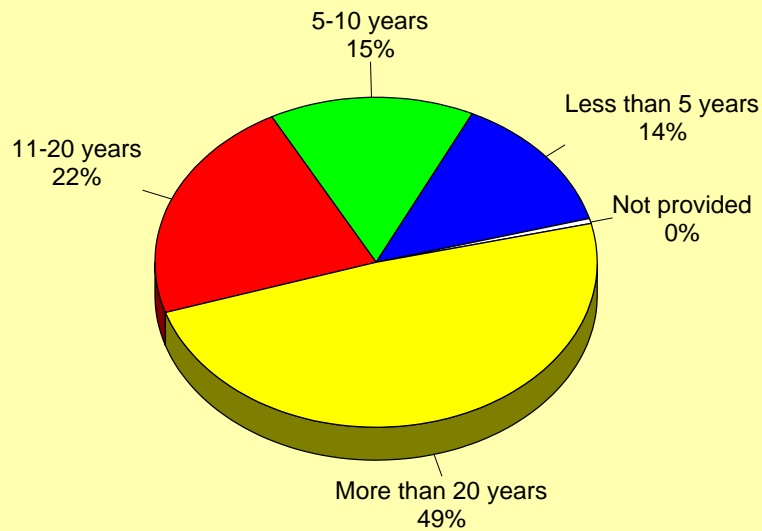
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q24. Demographics: Years Lived in Wilmington

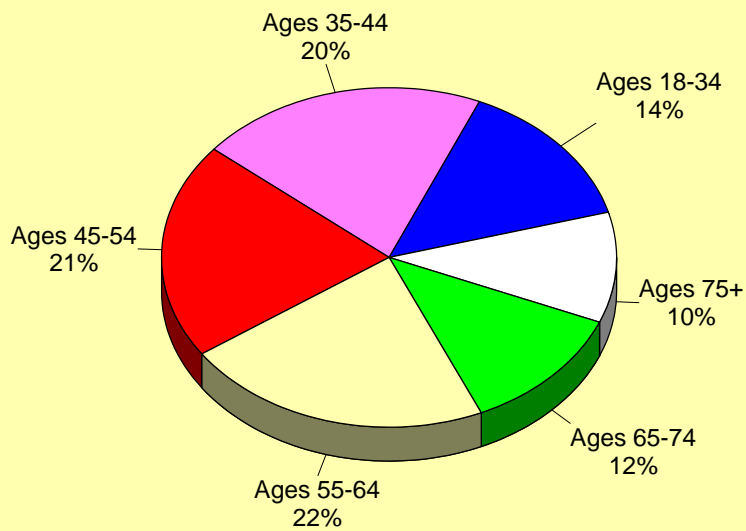
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q25. Demographics: Age of Respondents

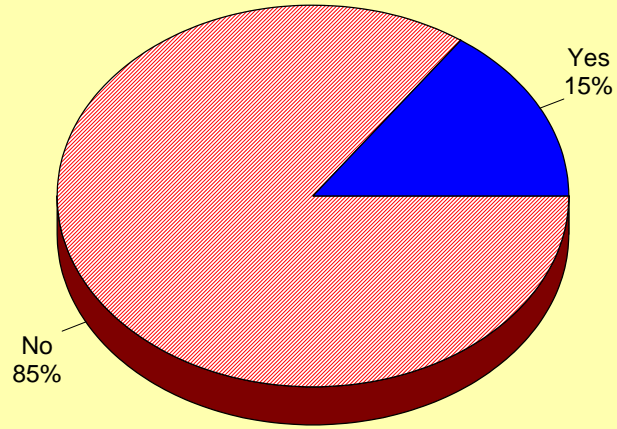
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q26. Have you been a victim of crime in the City of Wilmington during the past year?

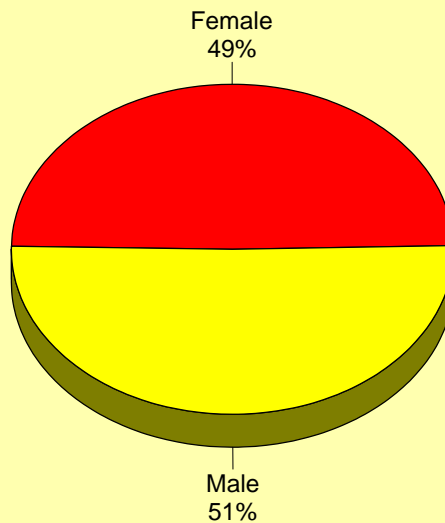
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q27. Demographics: Gender of the Respondents

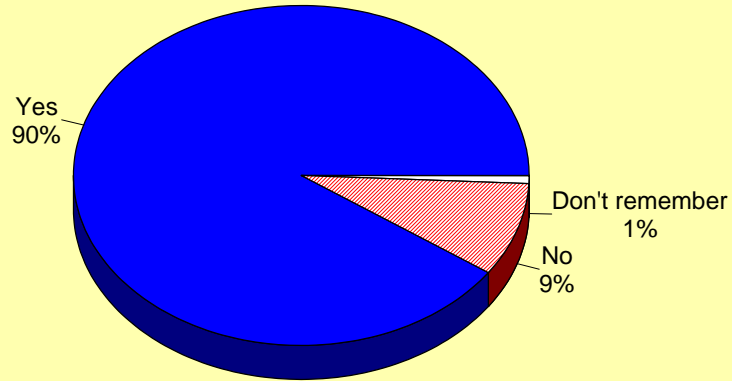
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q28. Have you visited Downtown Wilmington during the past year?

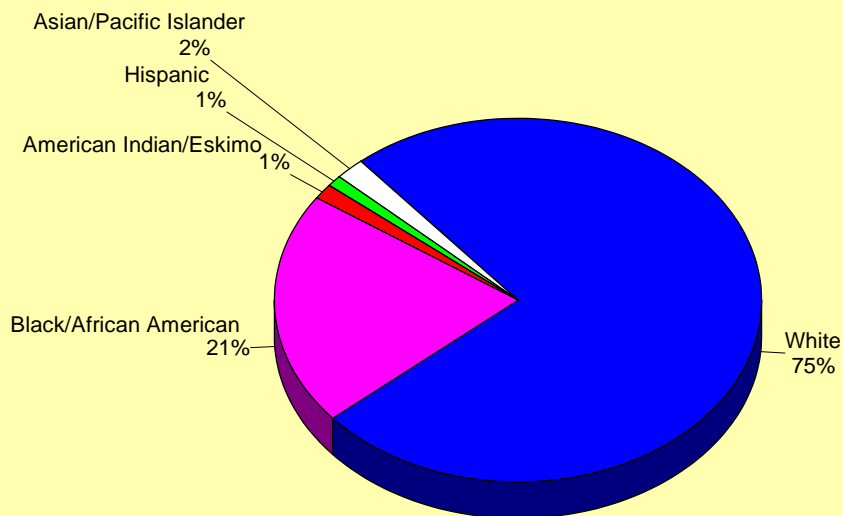
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q29. Demographics: Race/Ethnicity

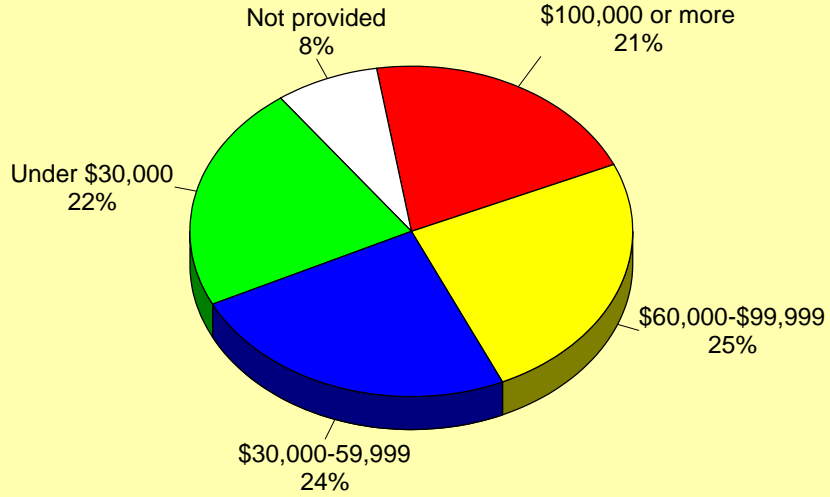
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Q30. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2007)

Section 2:
GIS Maps

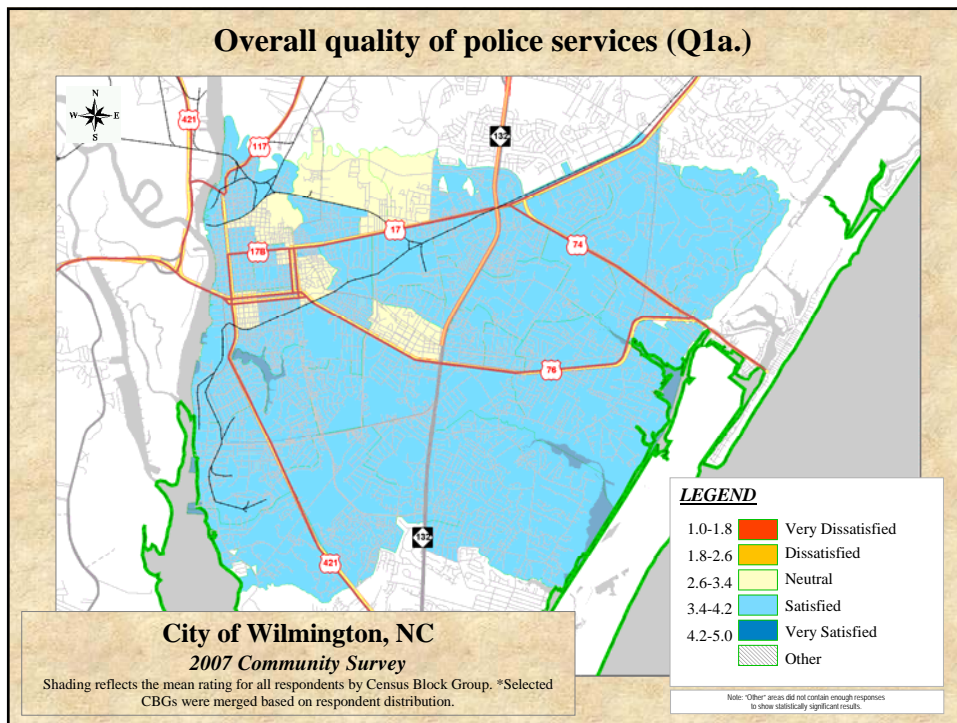
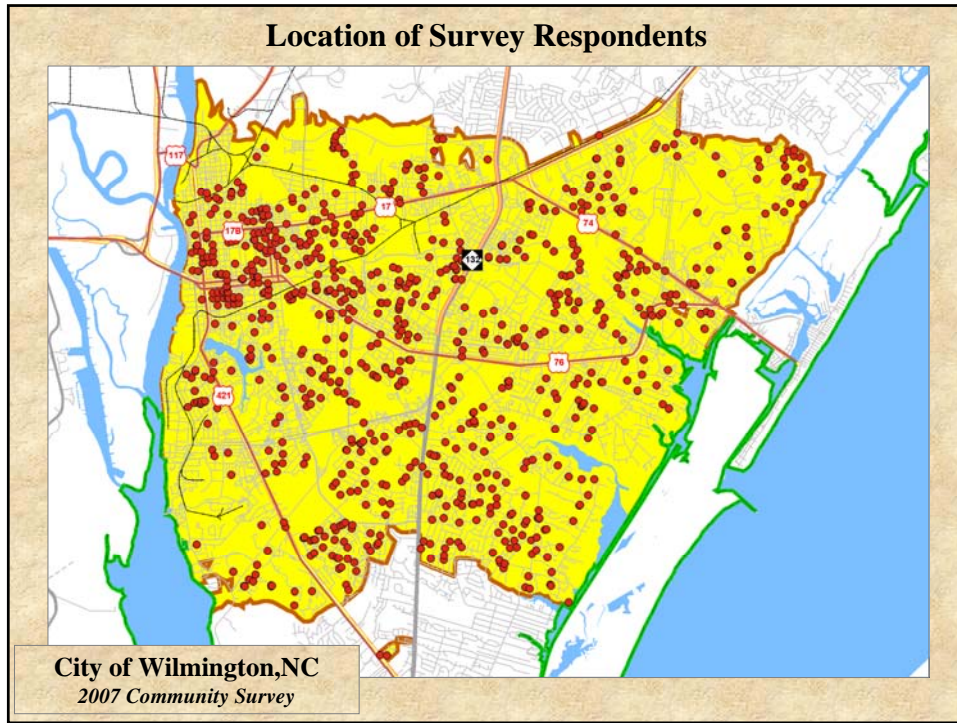
Interpreting the Maps

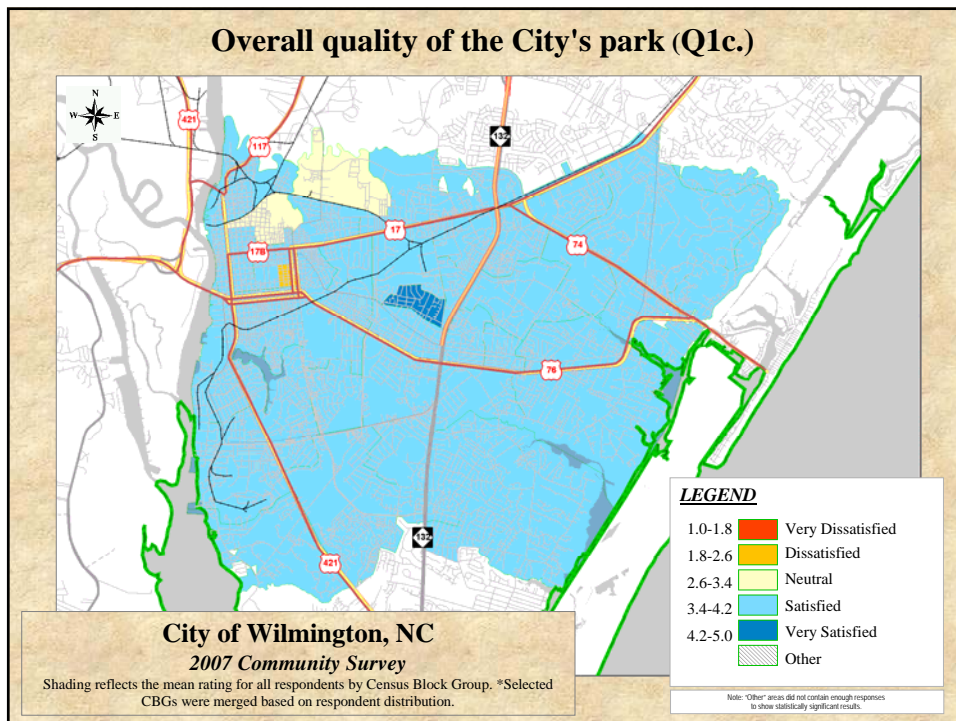
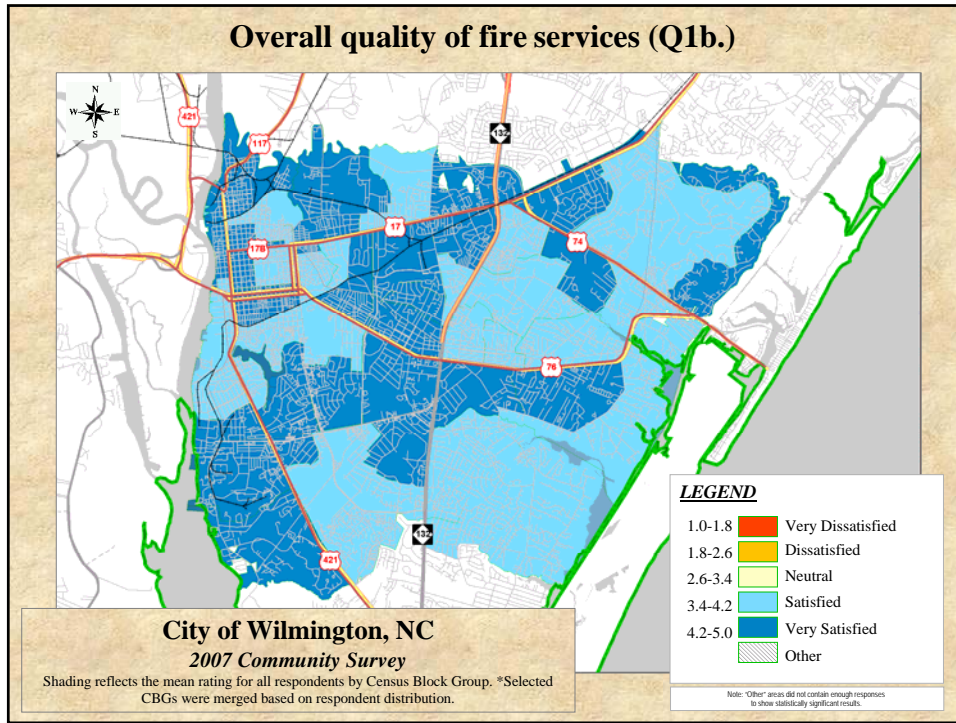
The maps on the following pages show the mean ratings for several survey questions by zip code.

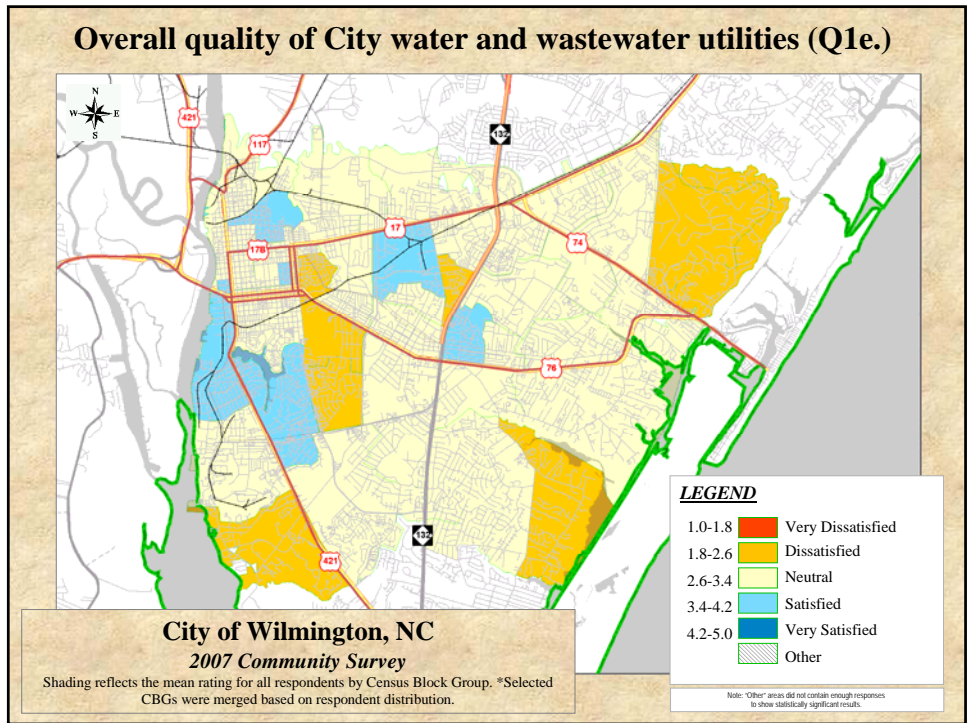
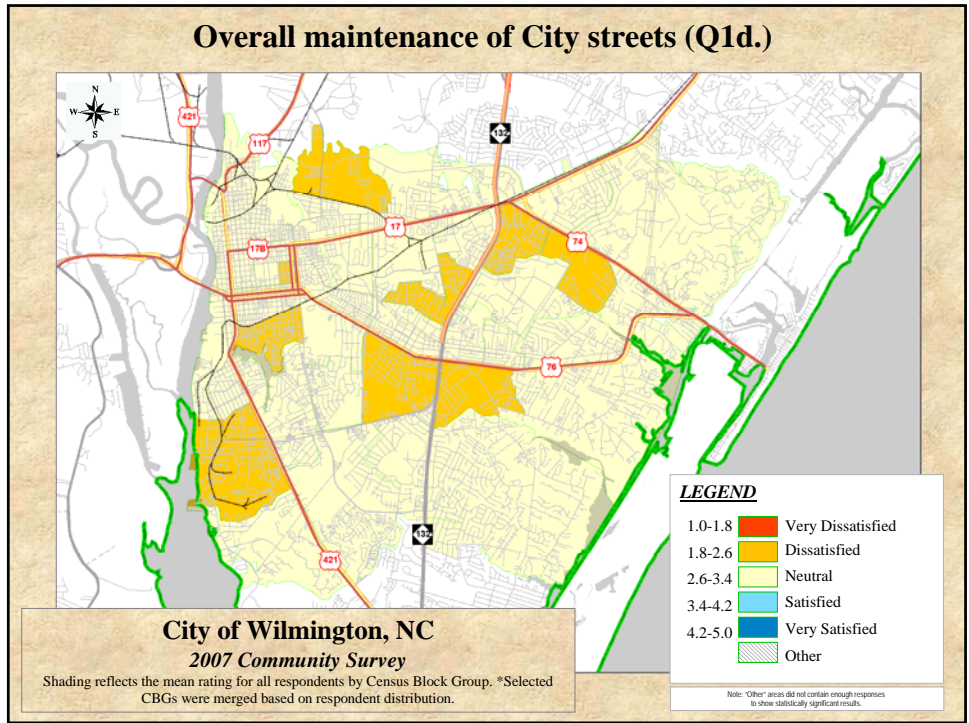
If all zip codes on a map are the same color, then most residents in the community generally feel the same about that issue.

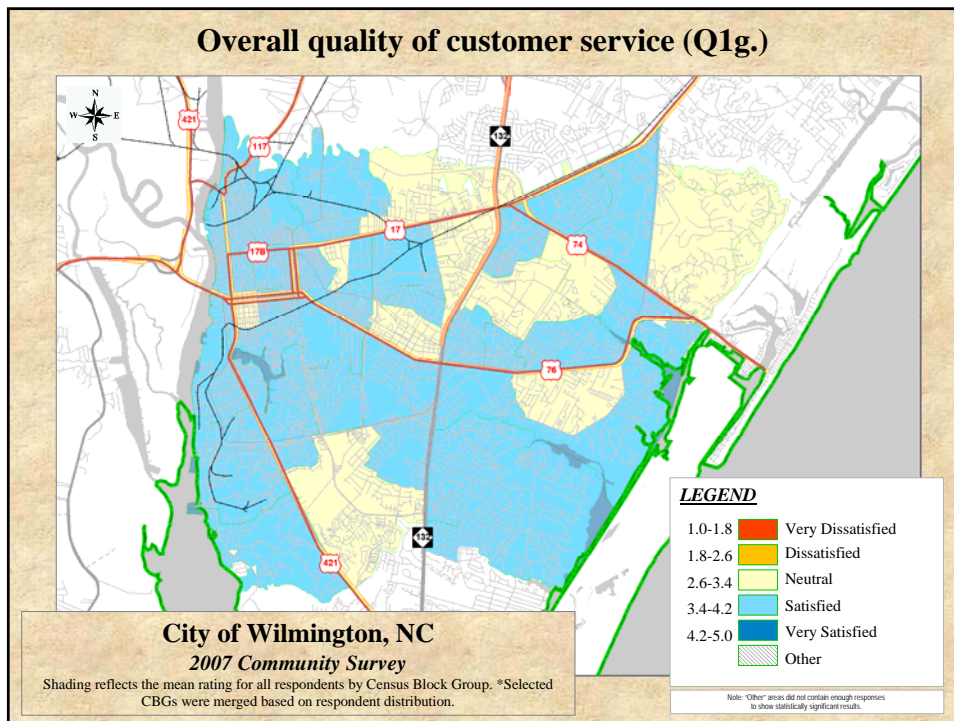
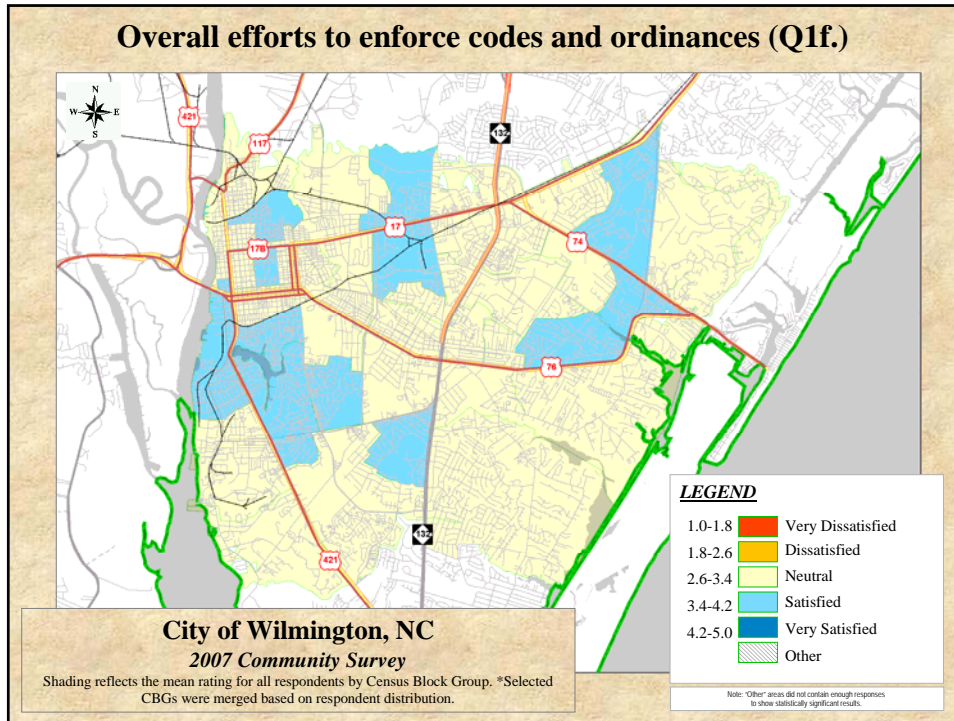
When reading the charts, please use the following color scheme as a guide:

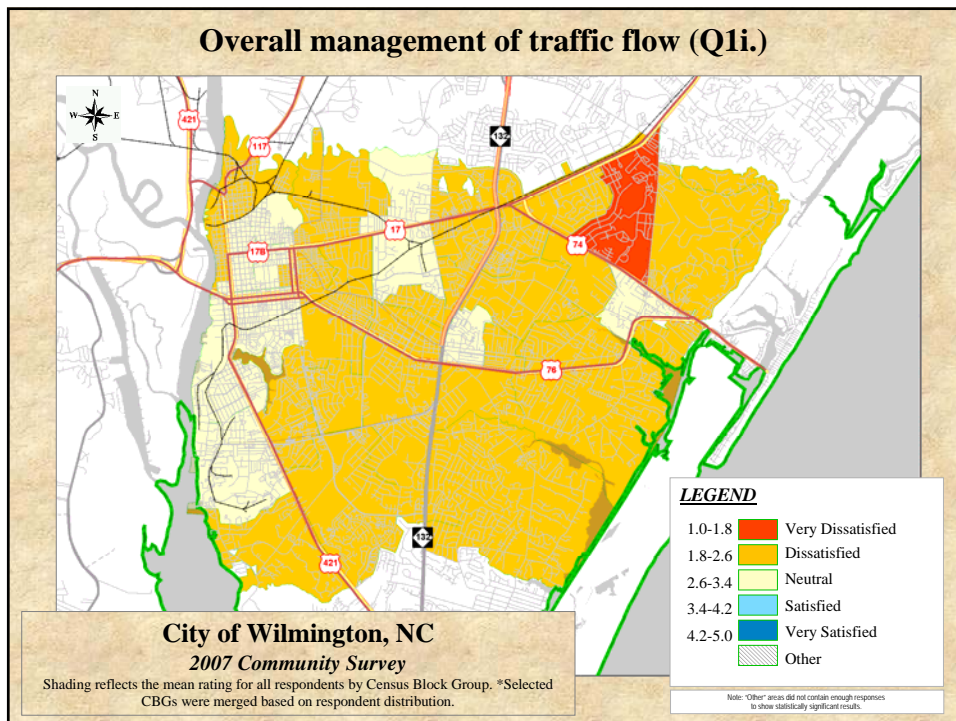
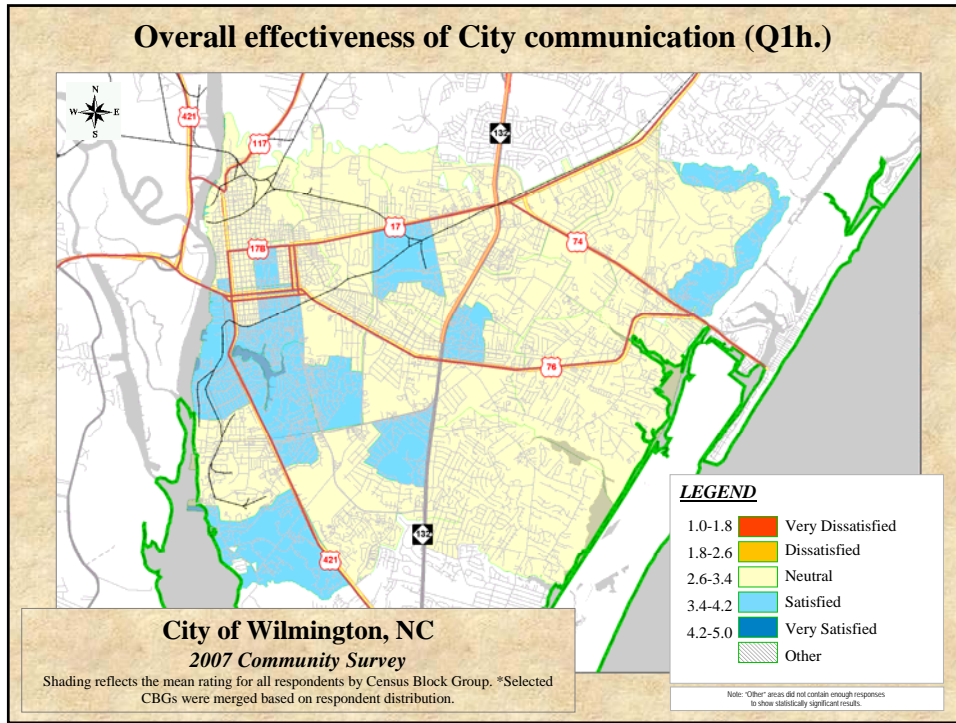
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate that residents in an area thought the issue was “not a problem.”
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate that residents in the area thought the issue was a “minor problem.”
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of red generally indicate that residents in the area thought the issue was a “major problem.”

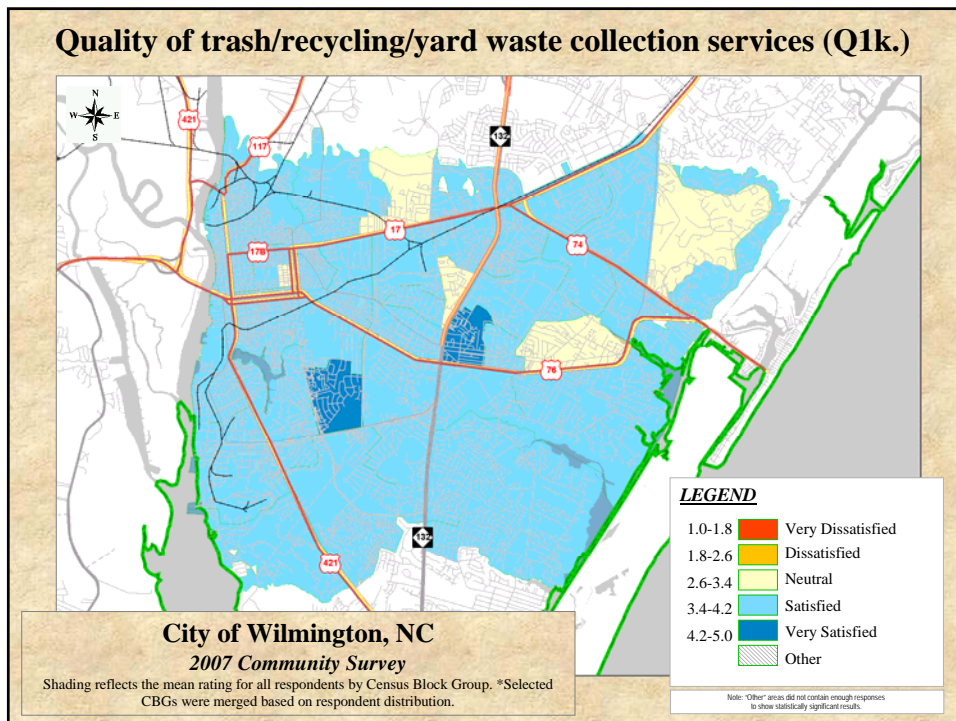
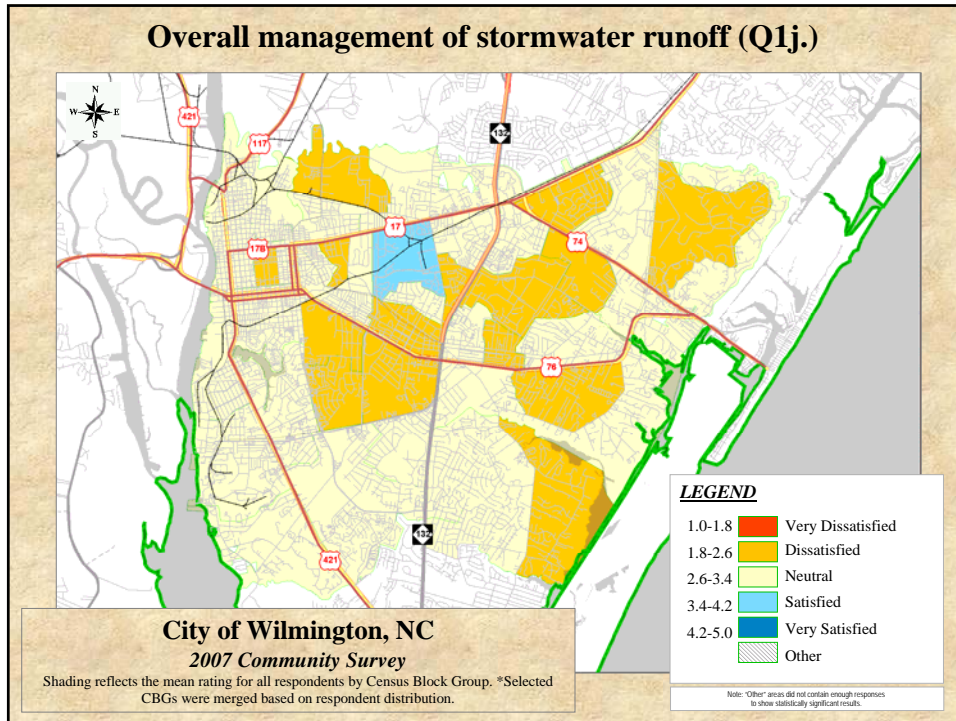


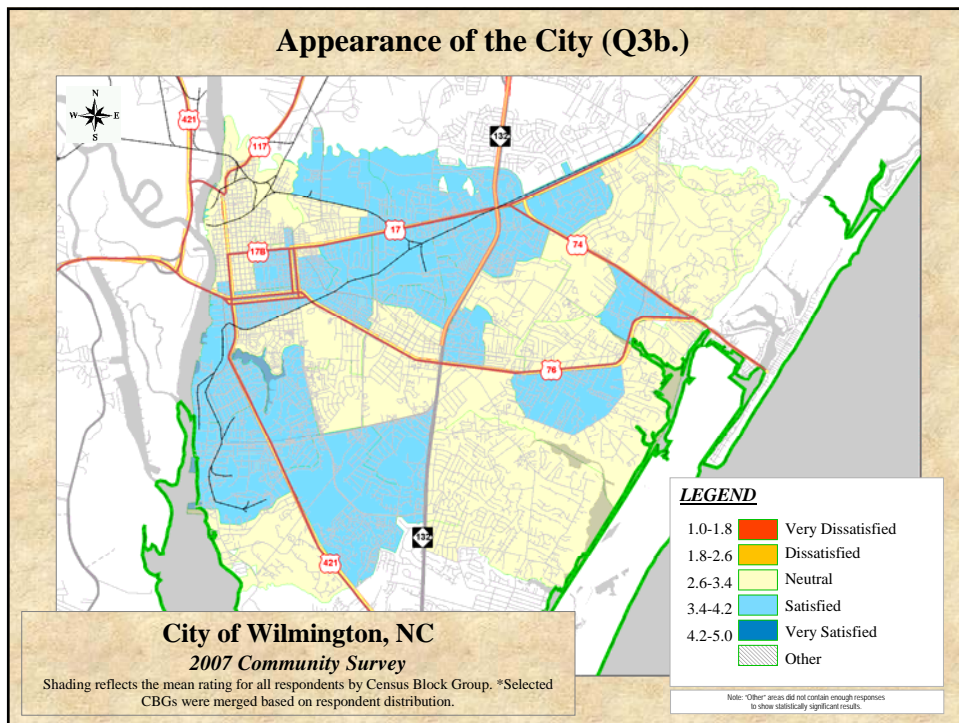
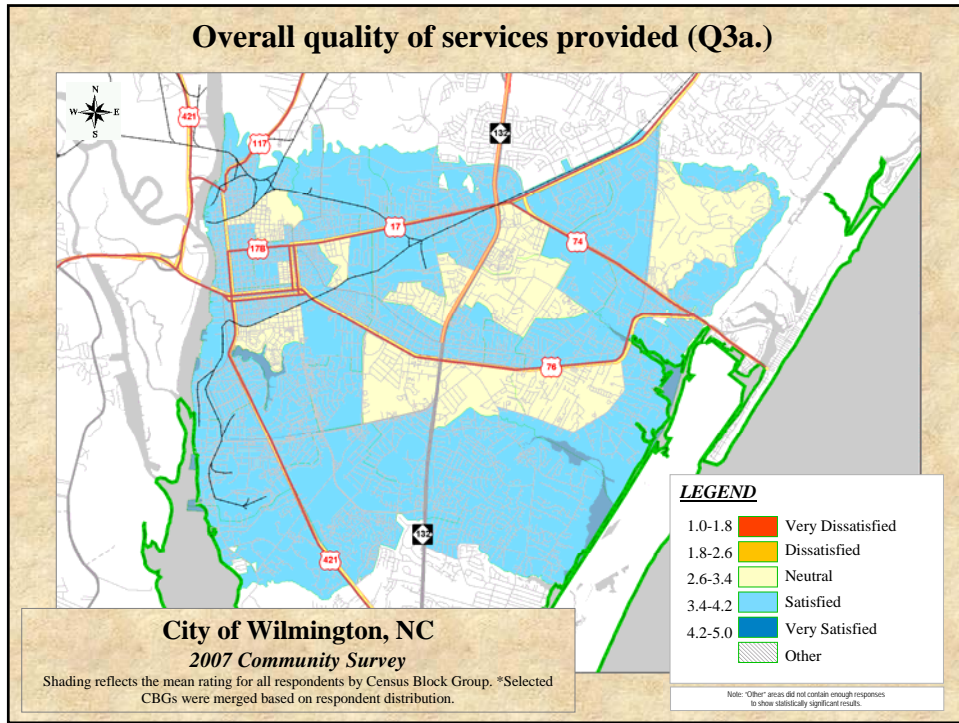


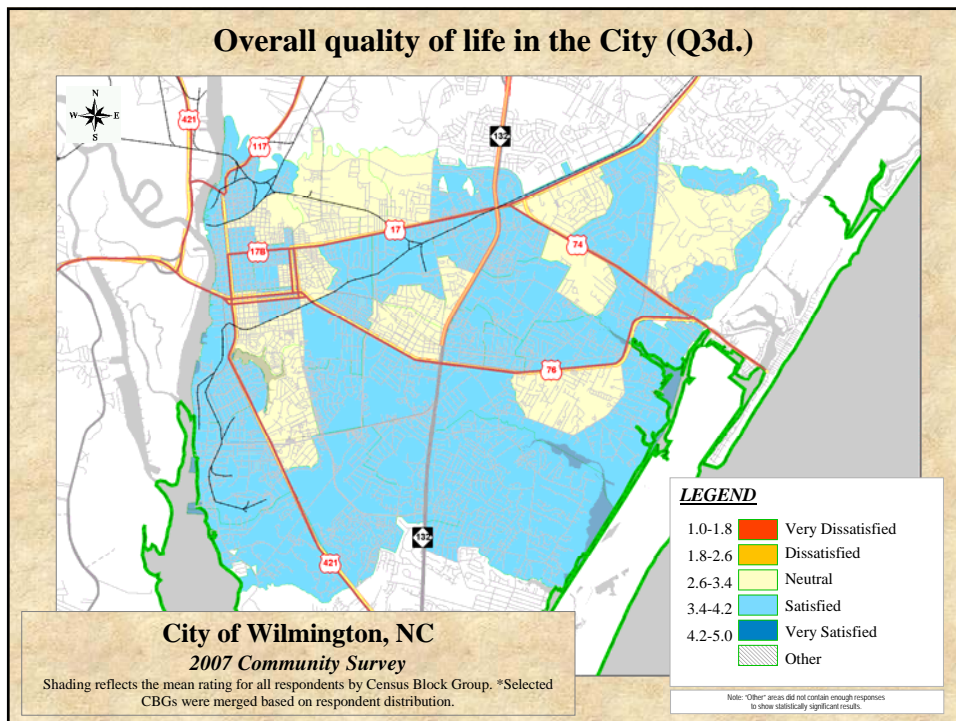
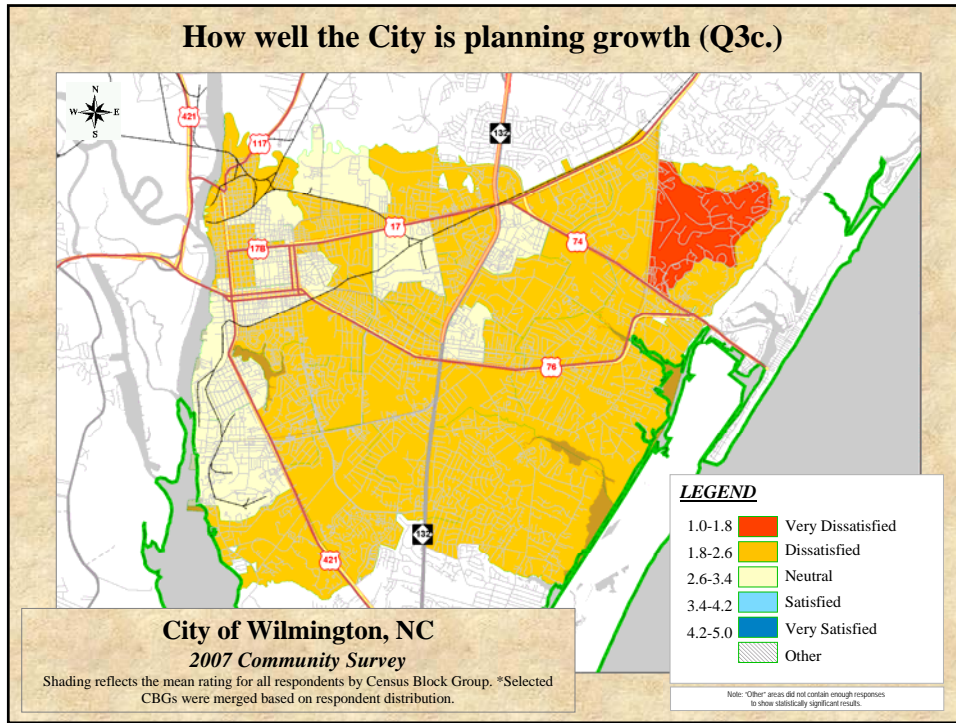


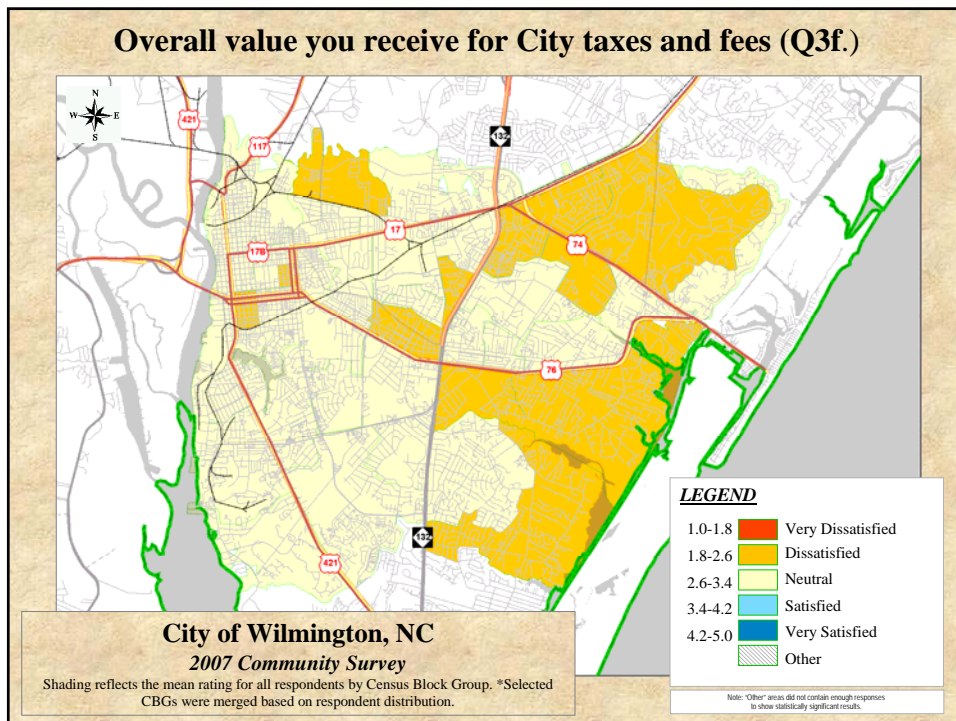
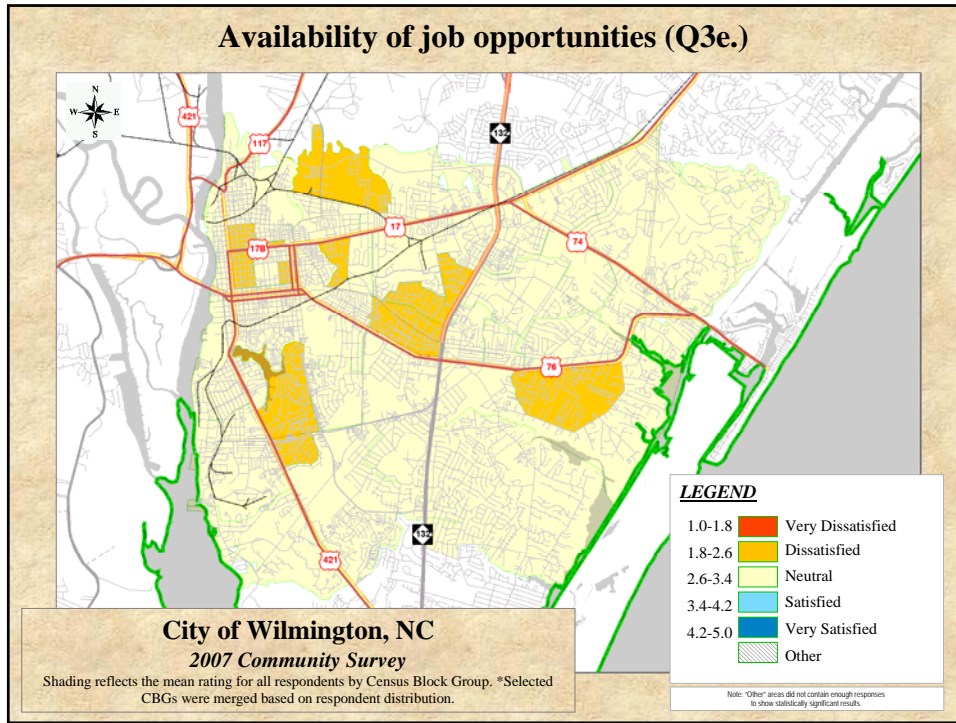


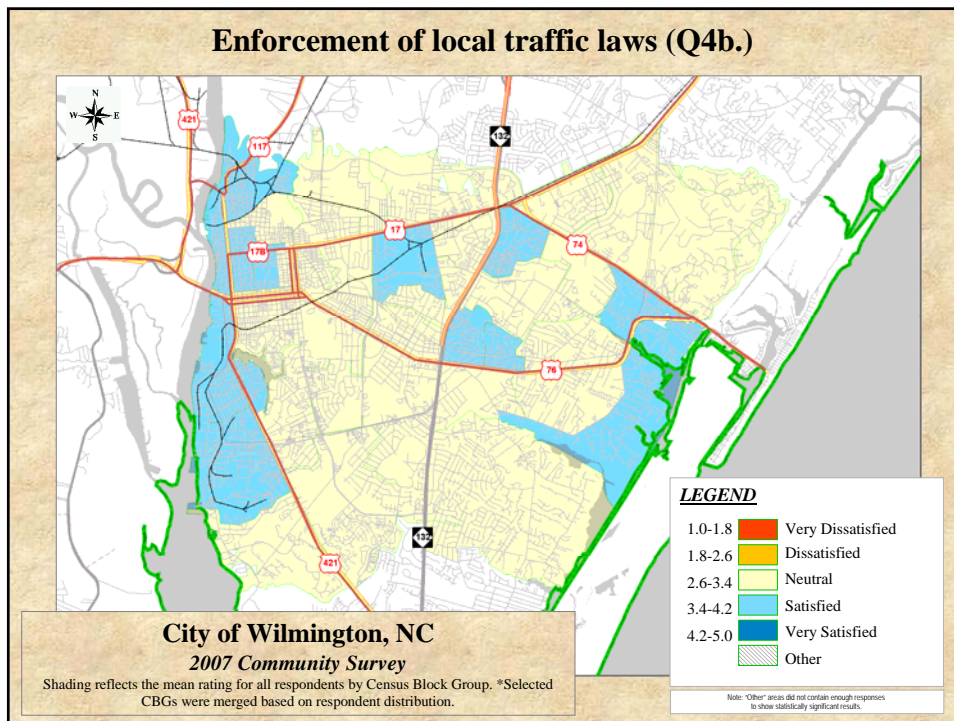
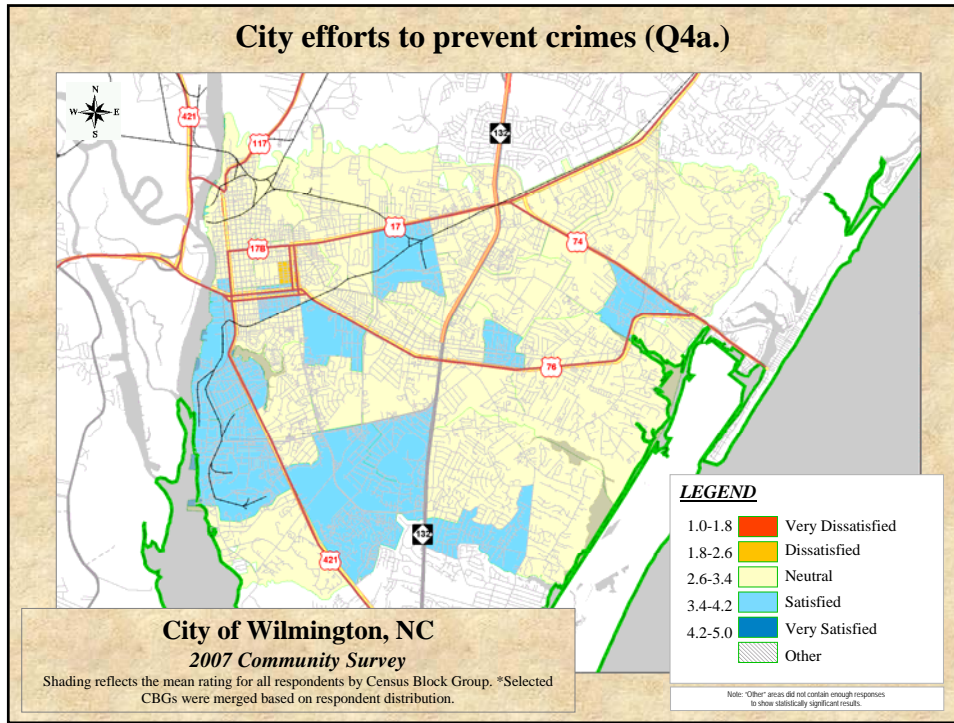


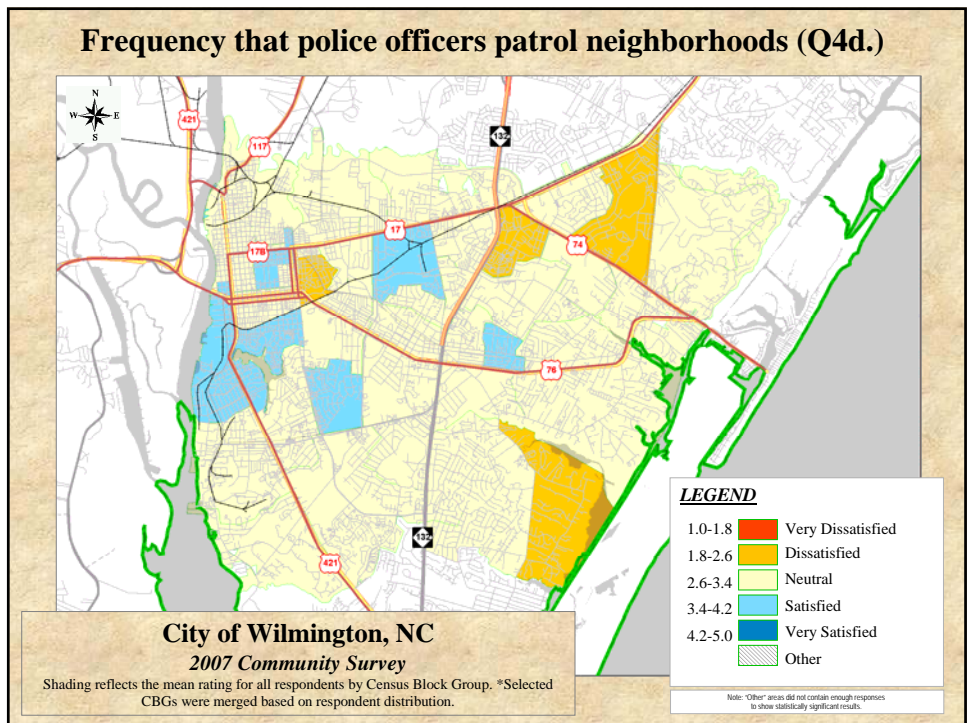
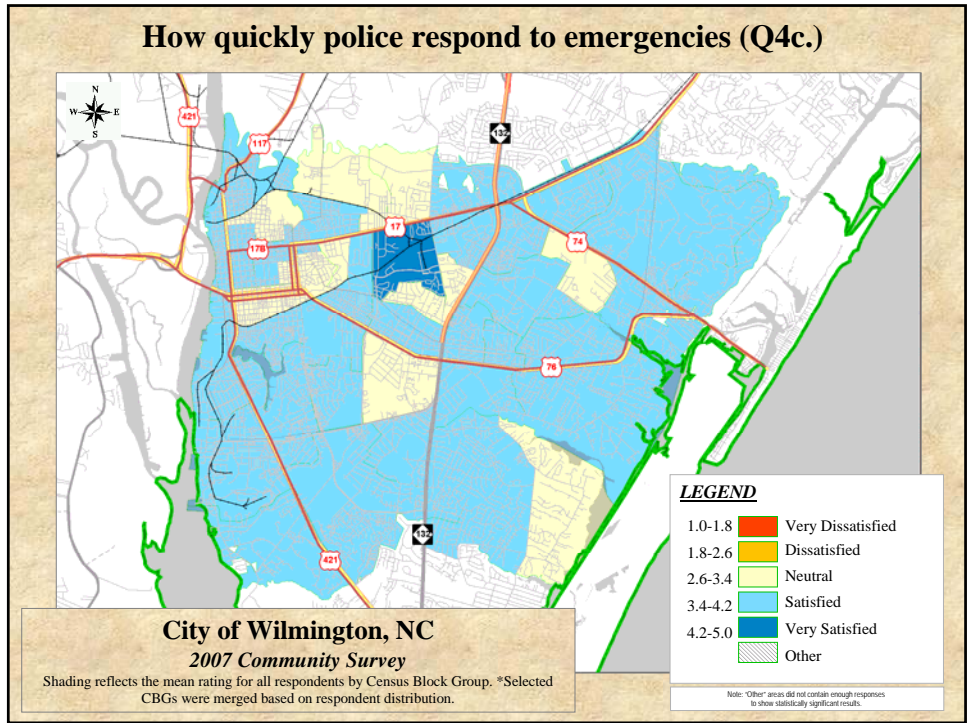


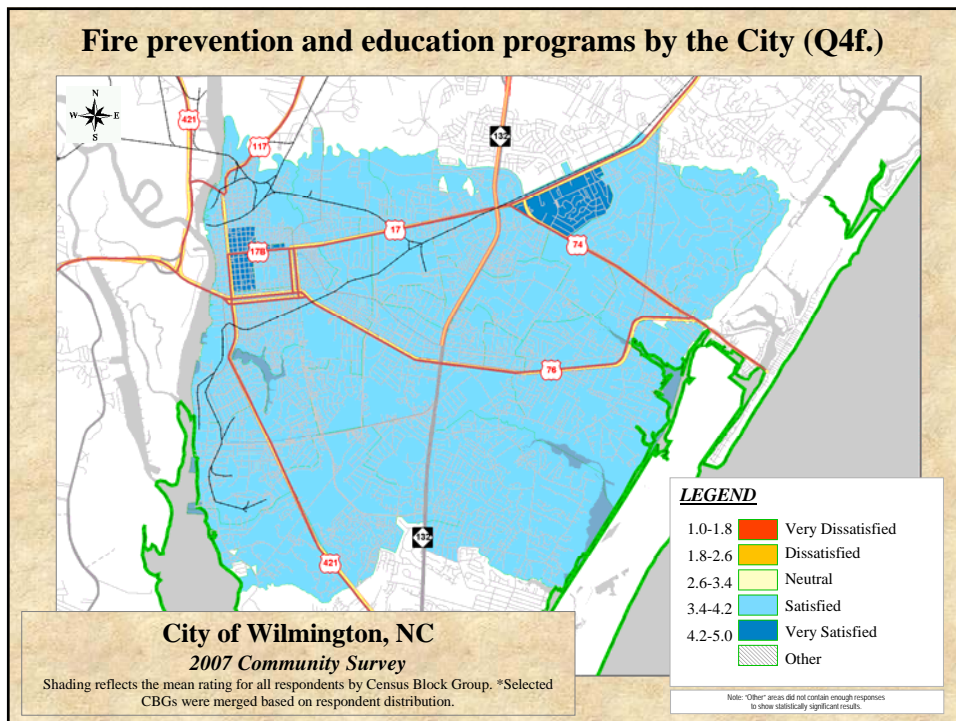
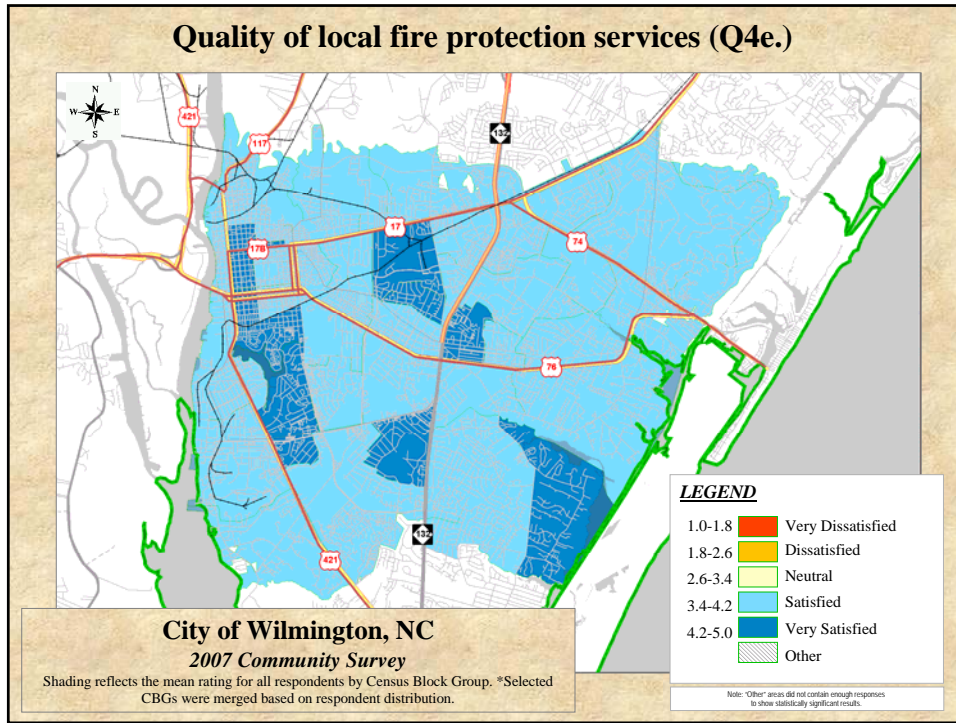


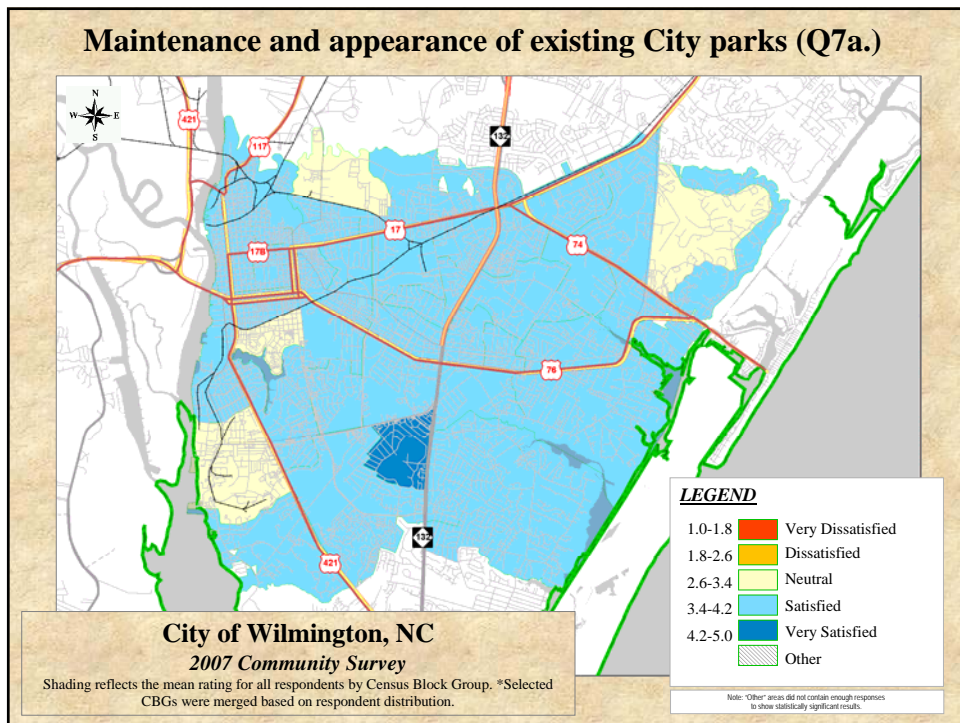
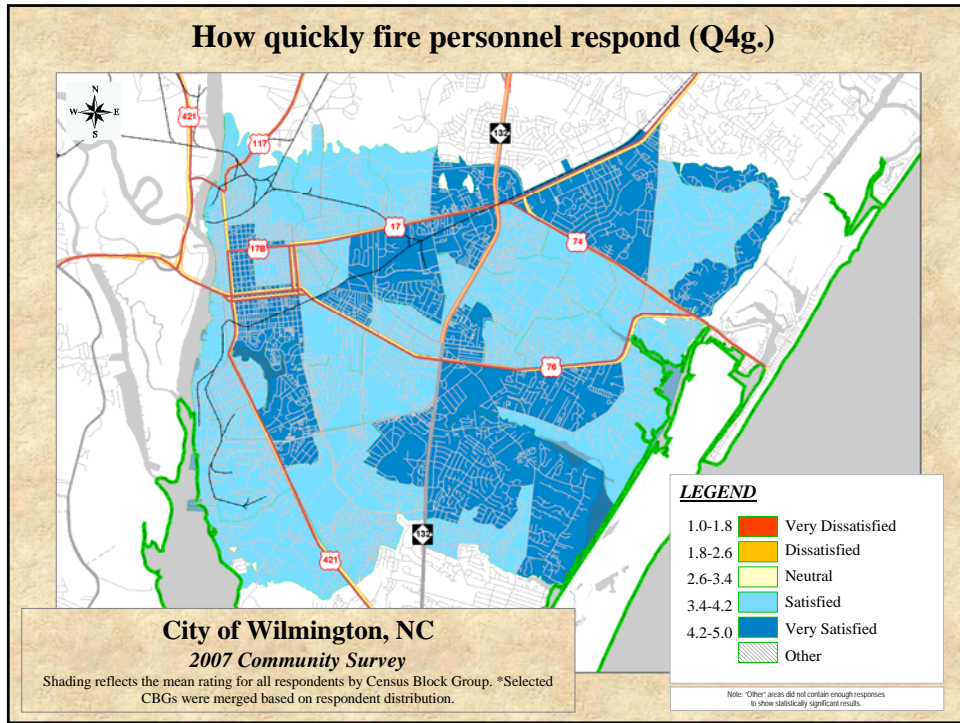


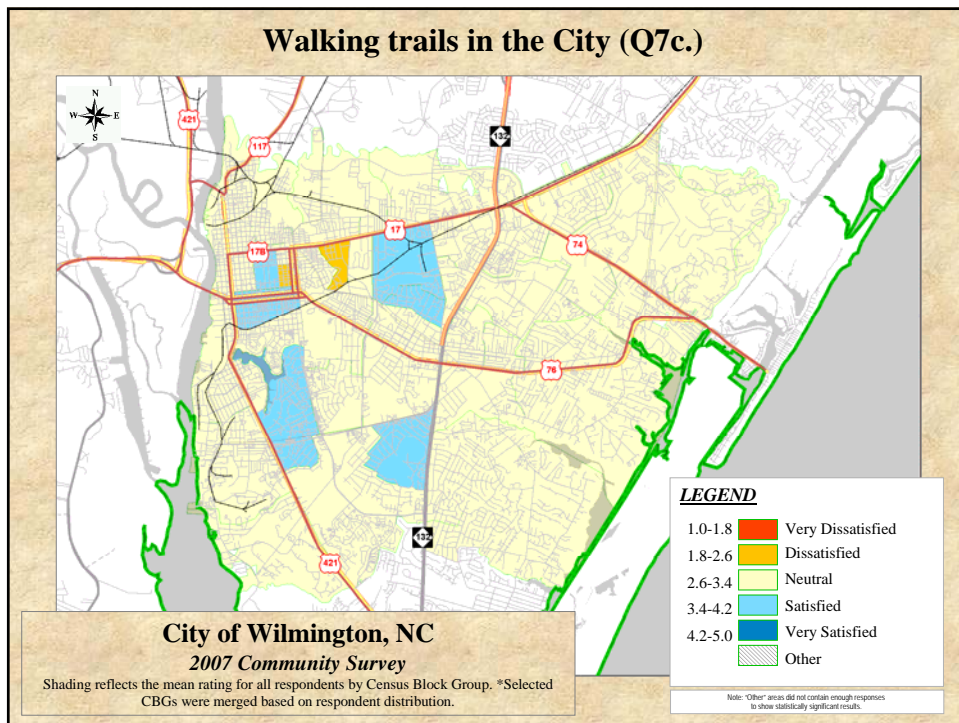
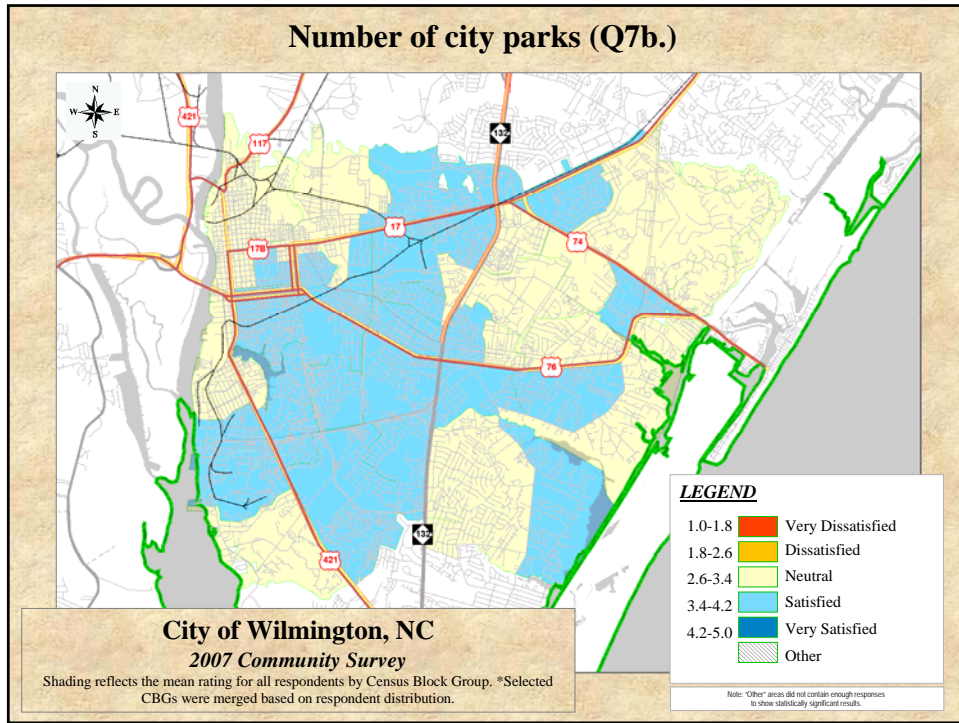


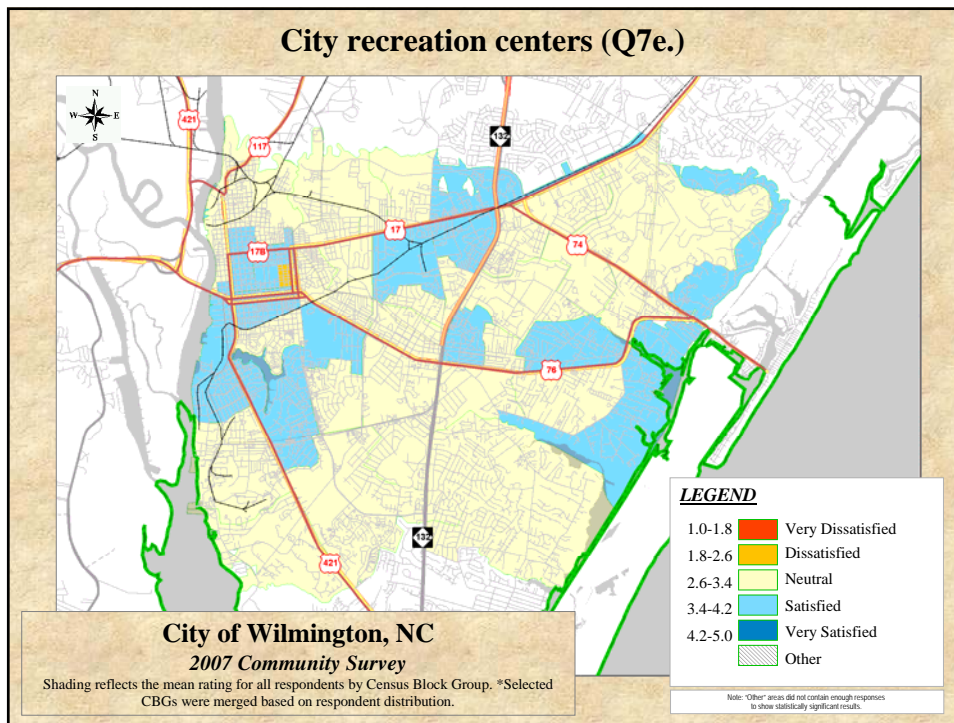
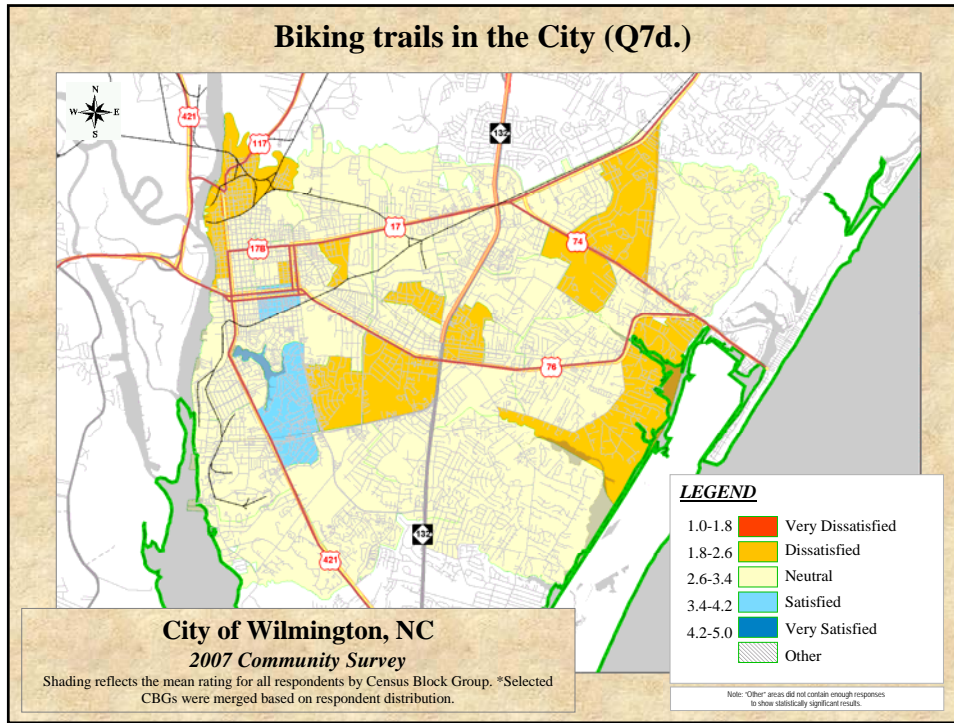


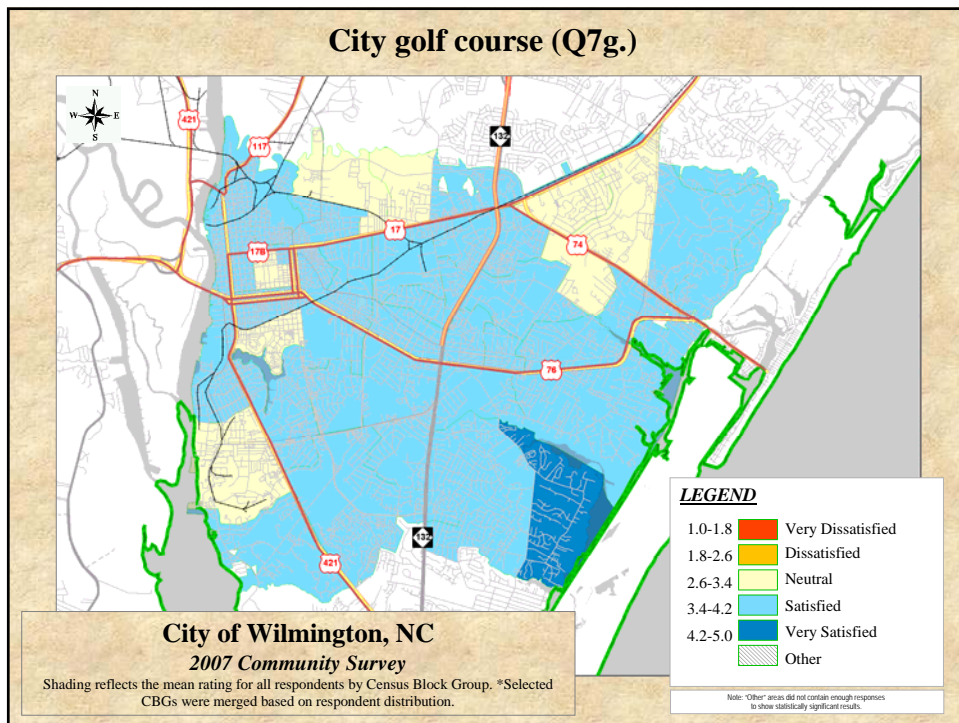
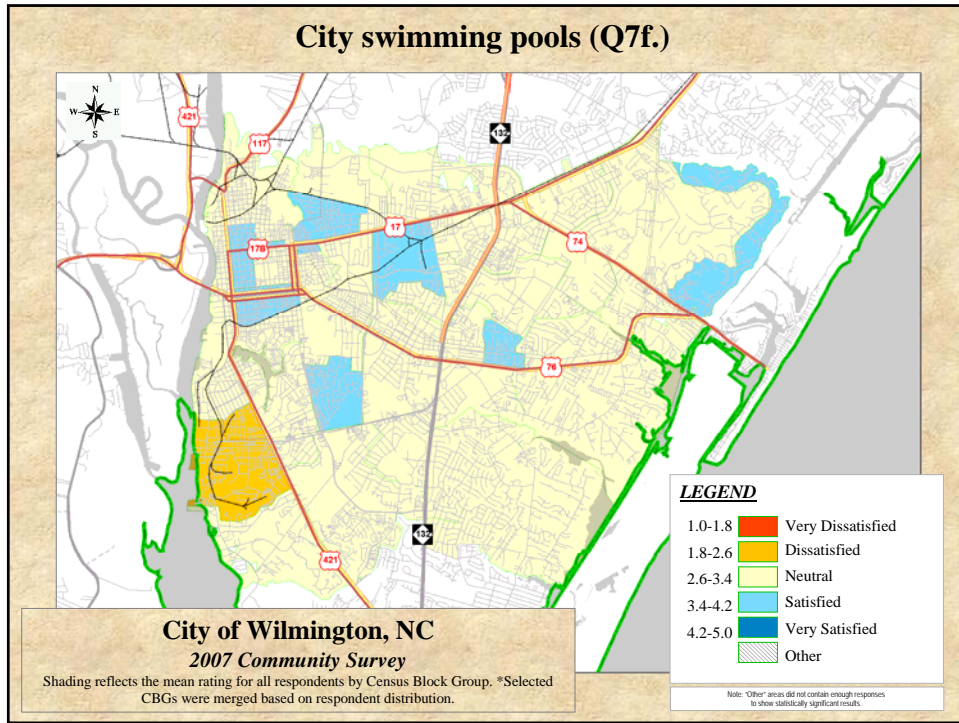


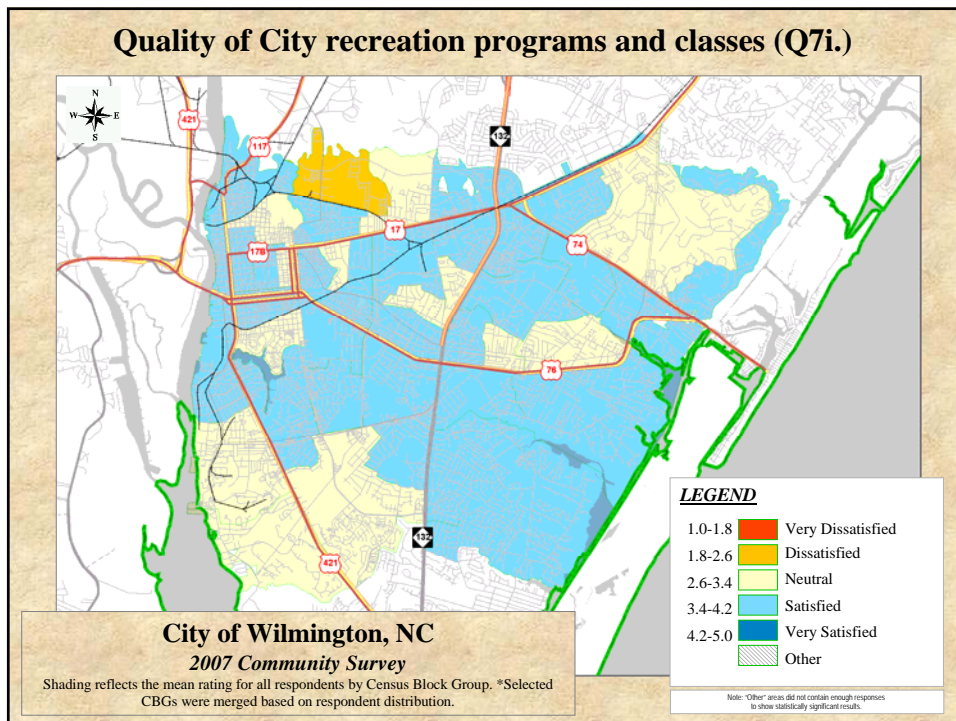
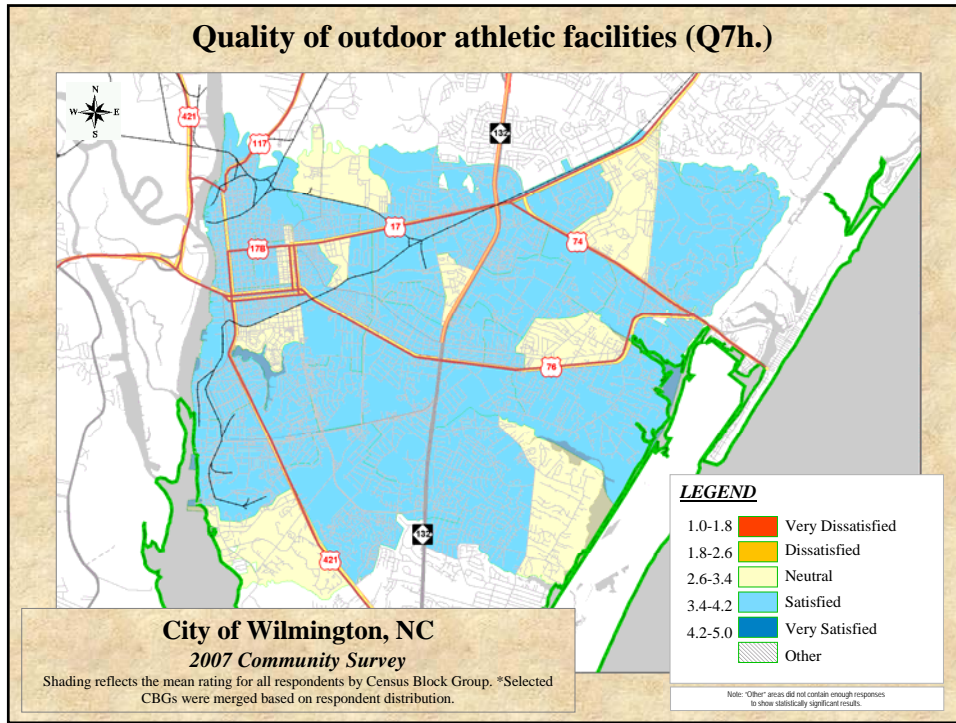


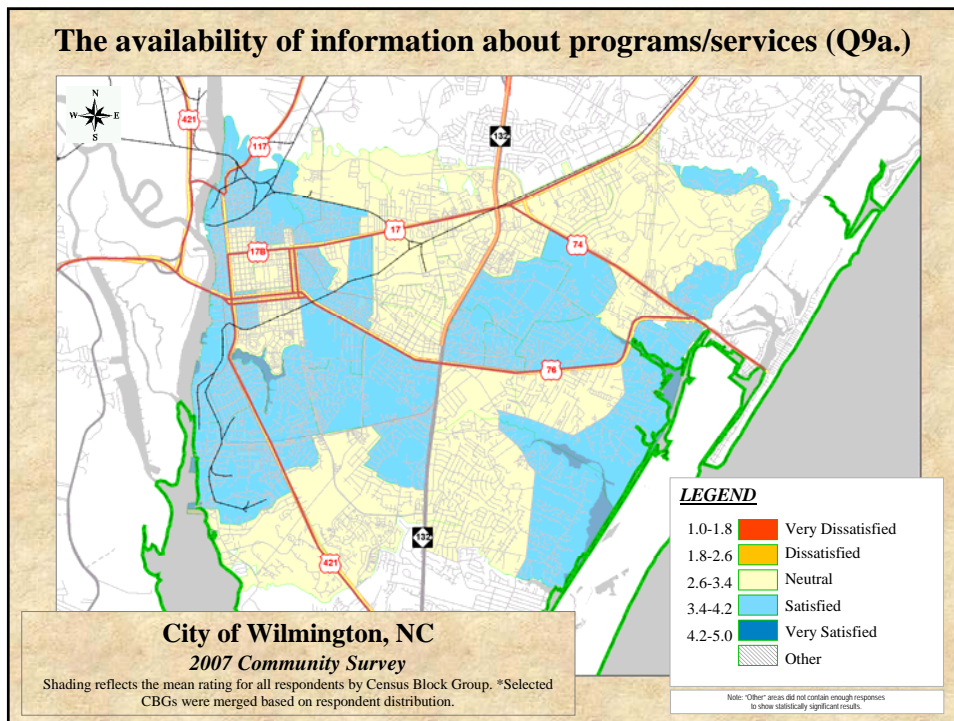
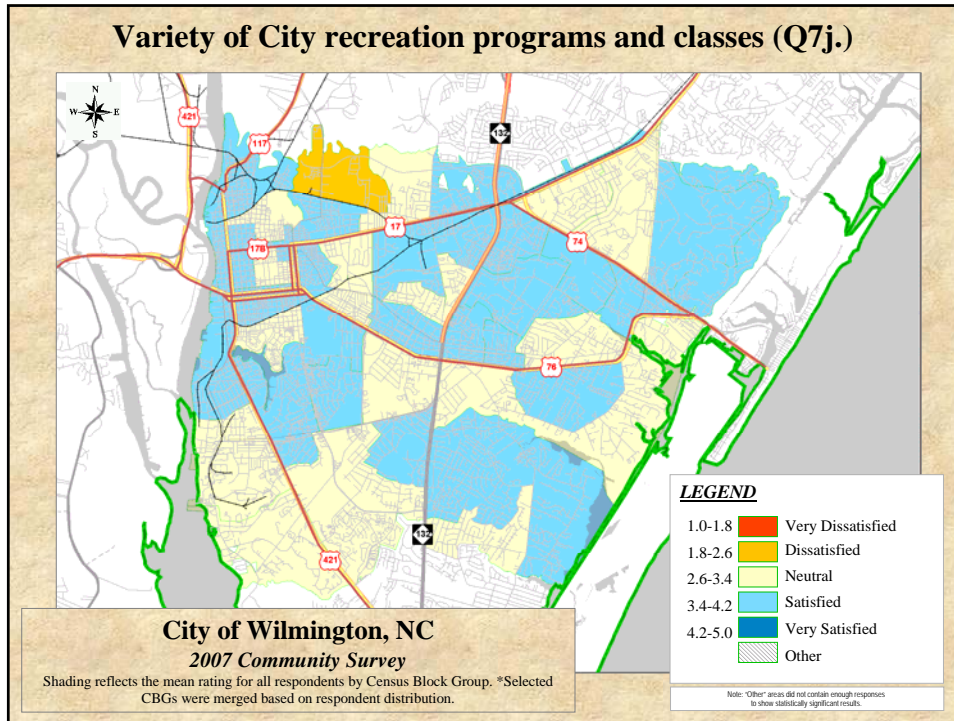


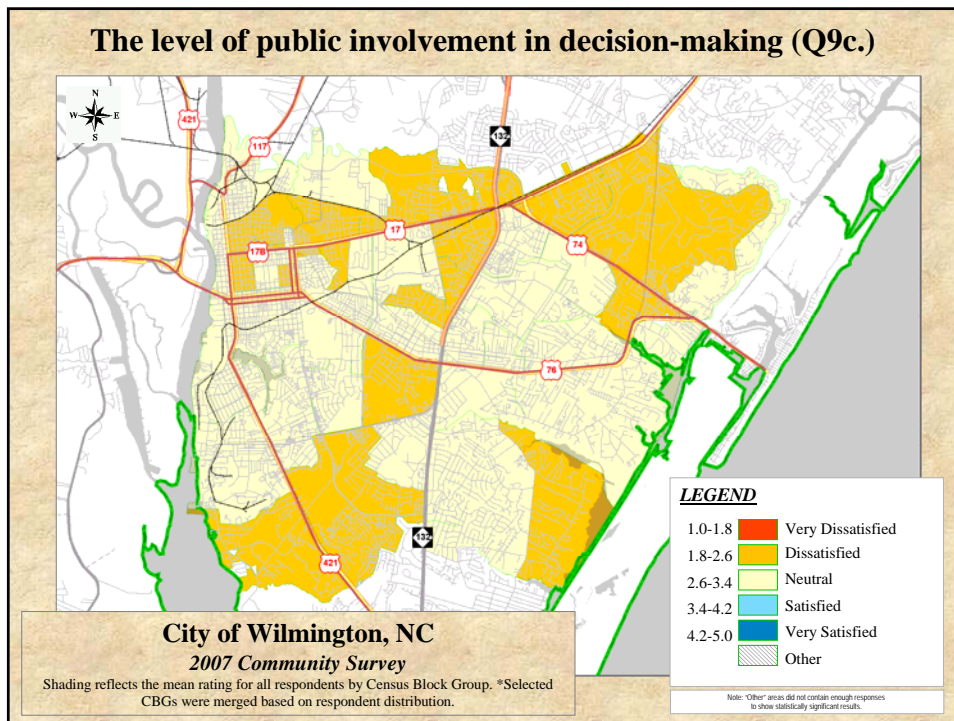
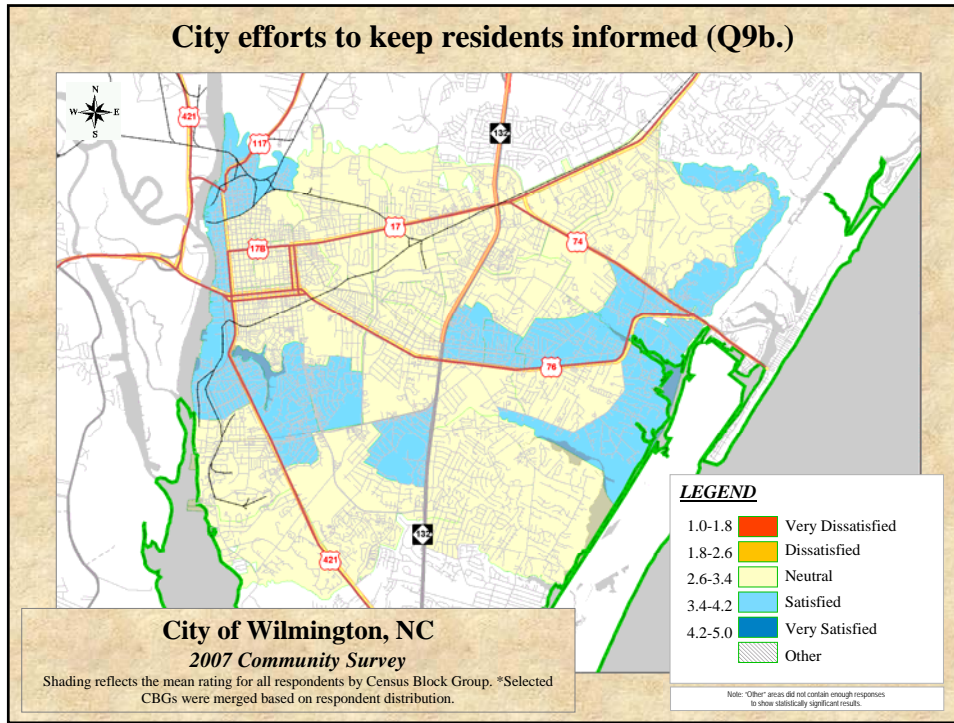


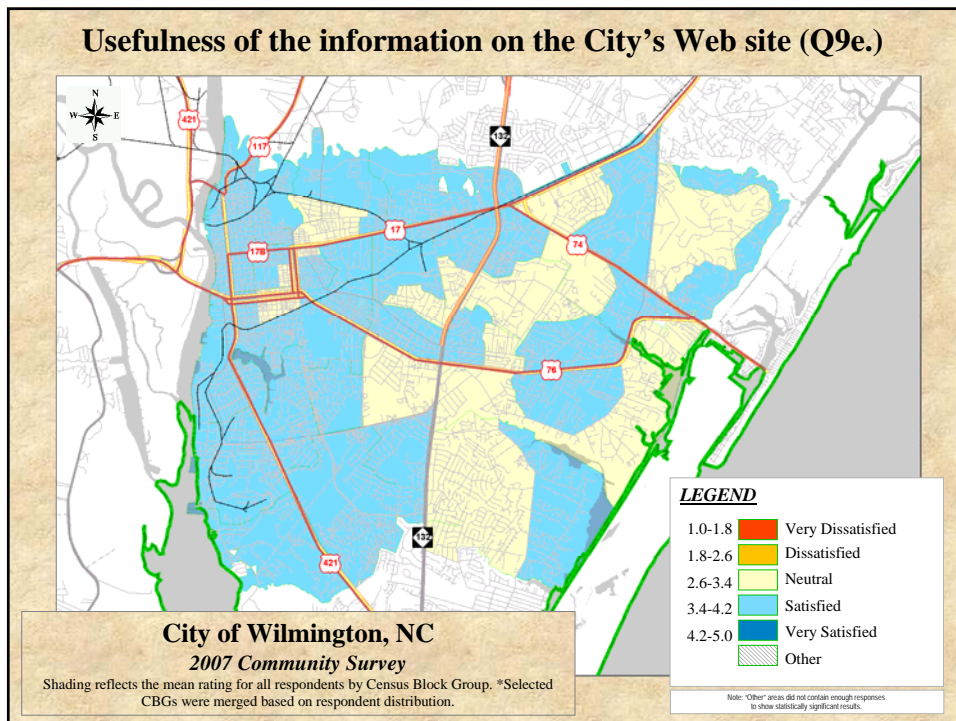
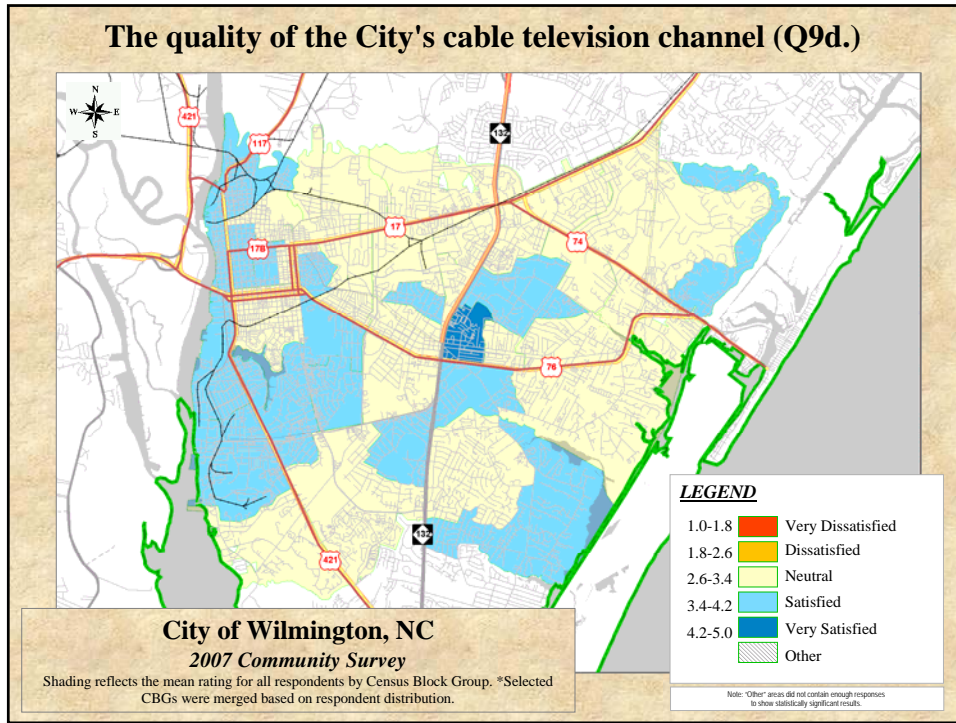


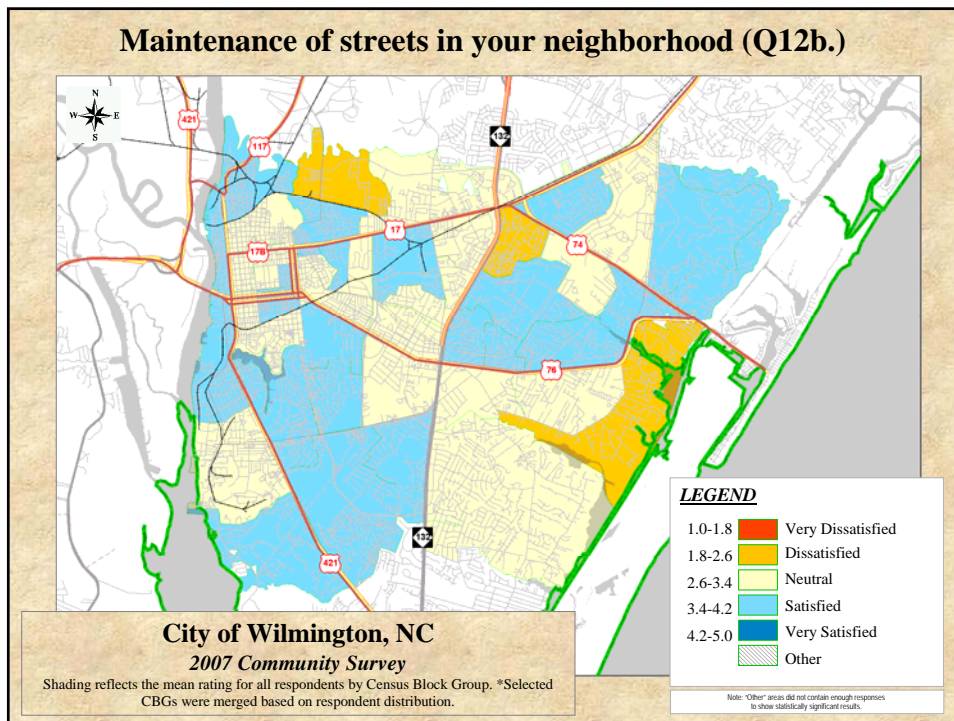
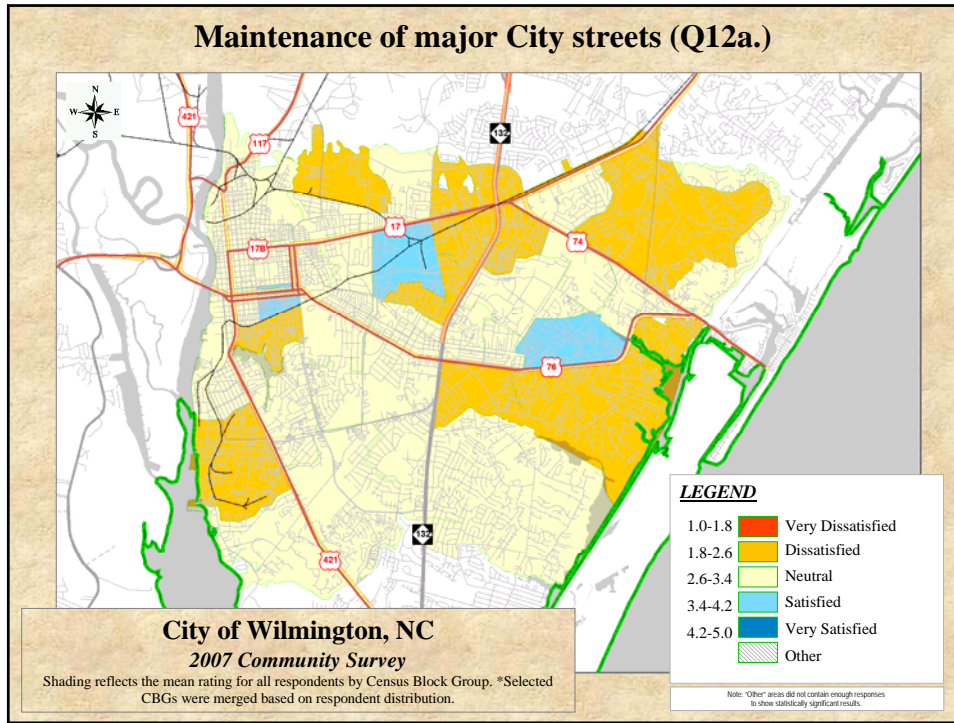


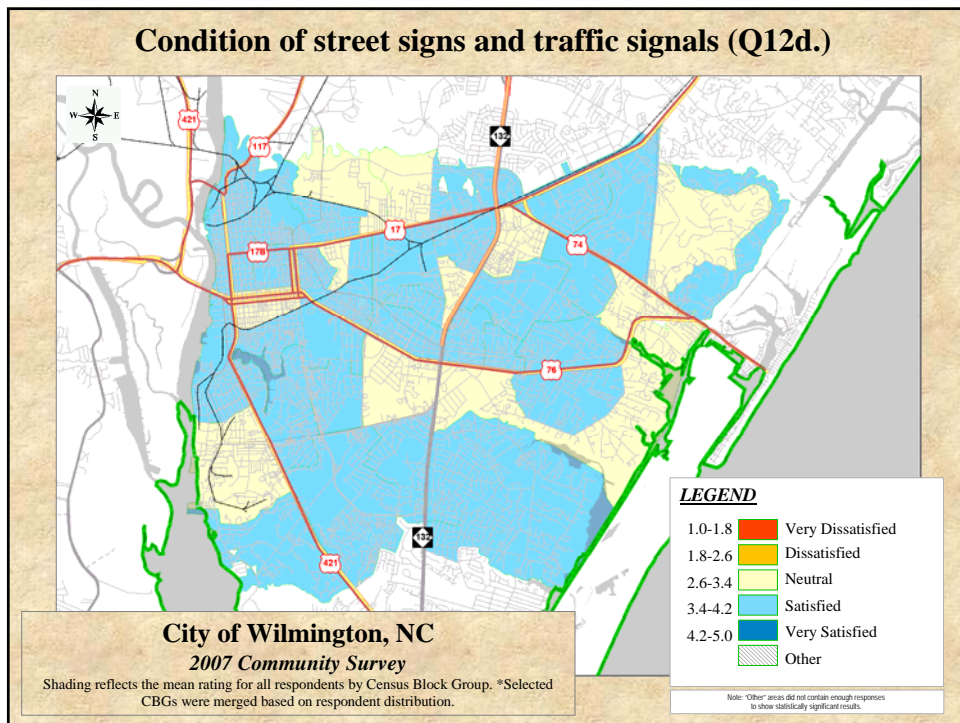
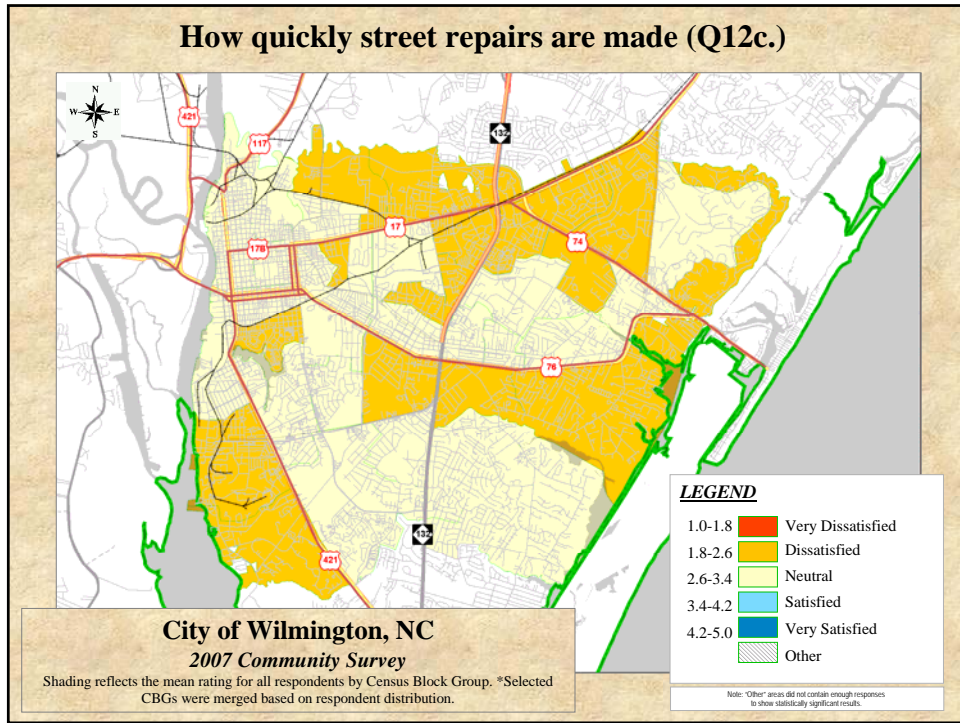


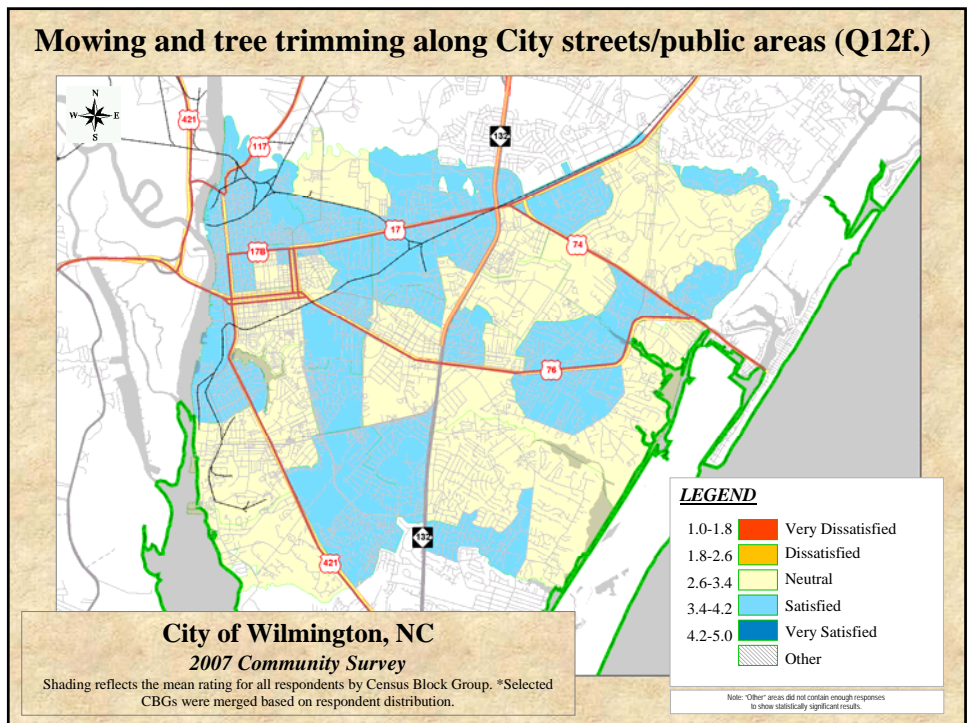
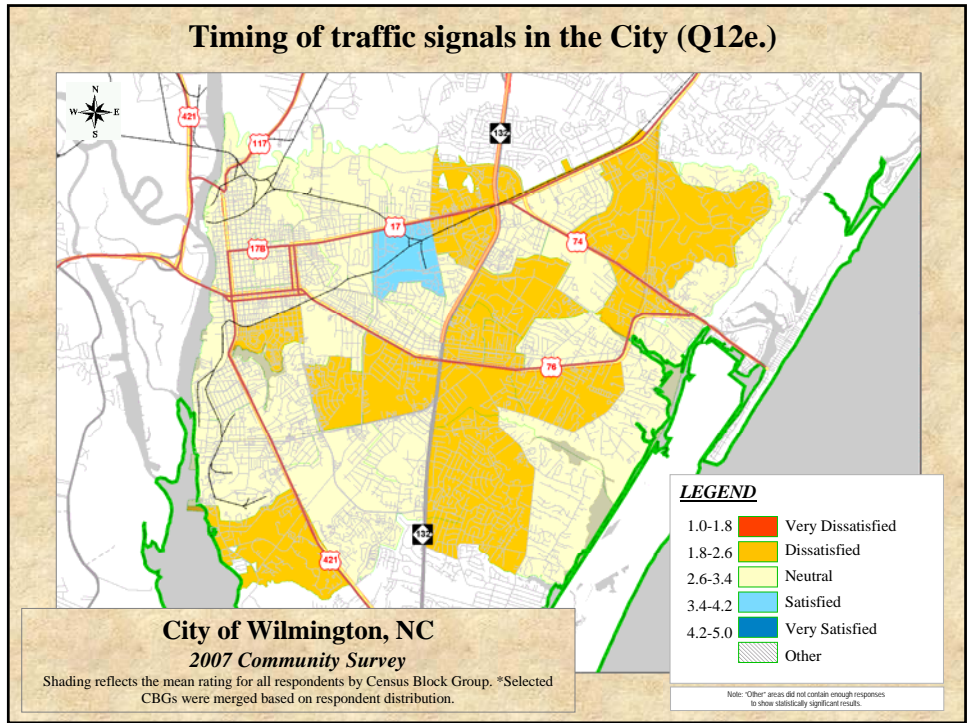


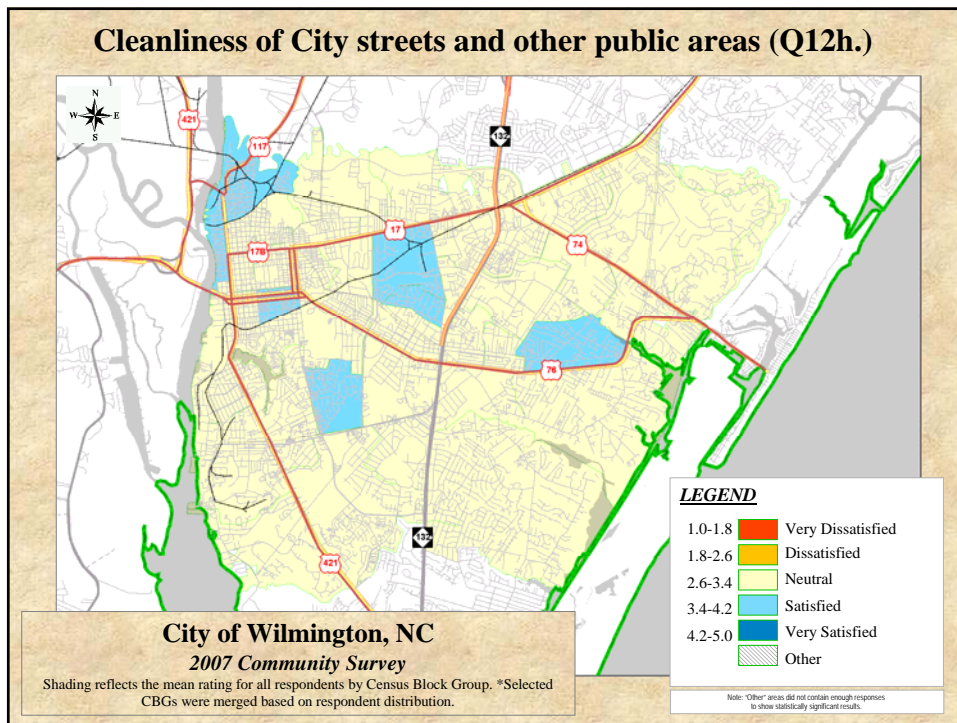
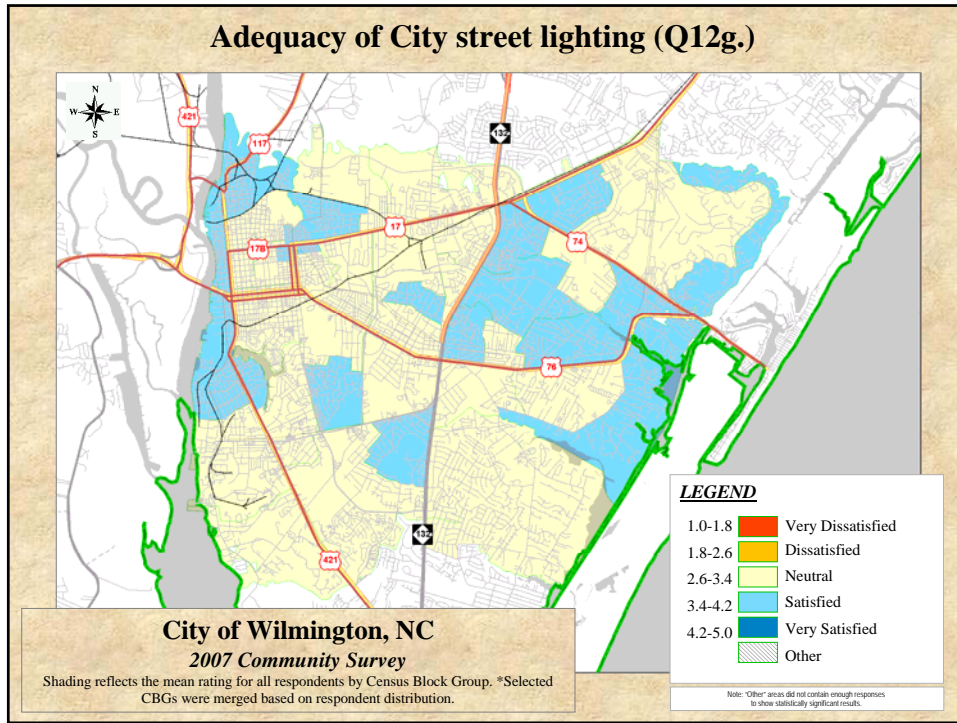


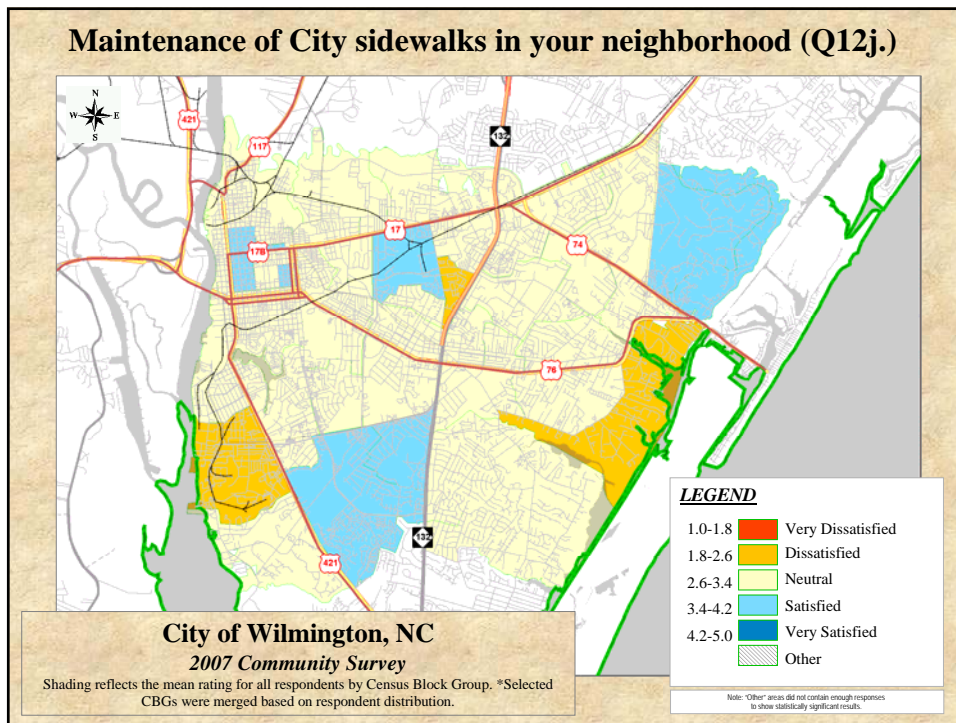
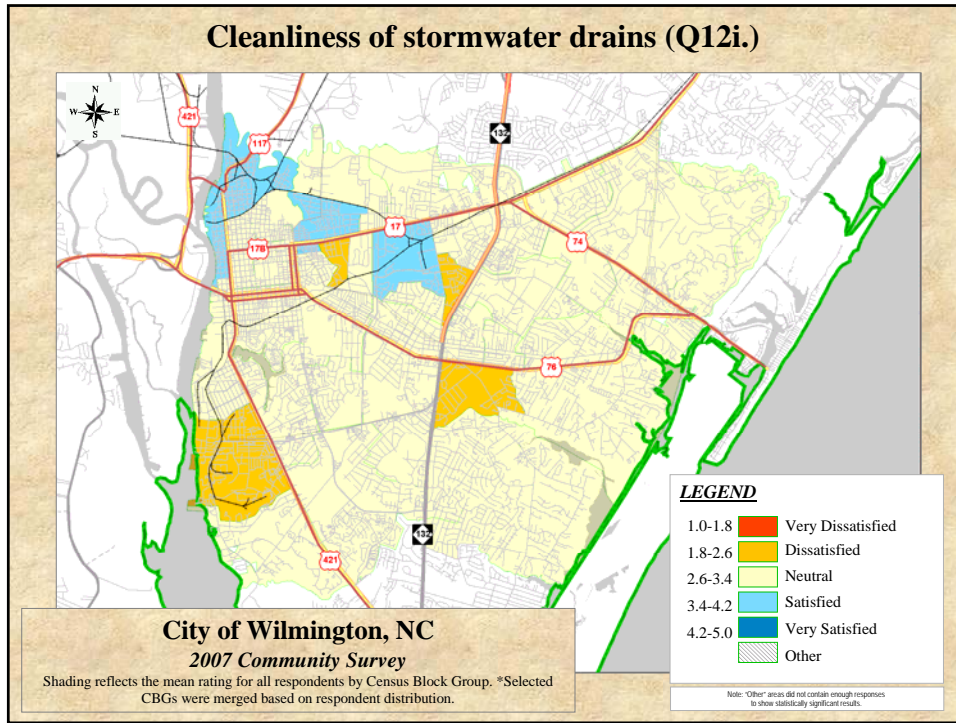


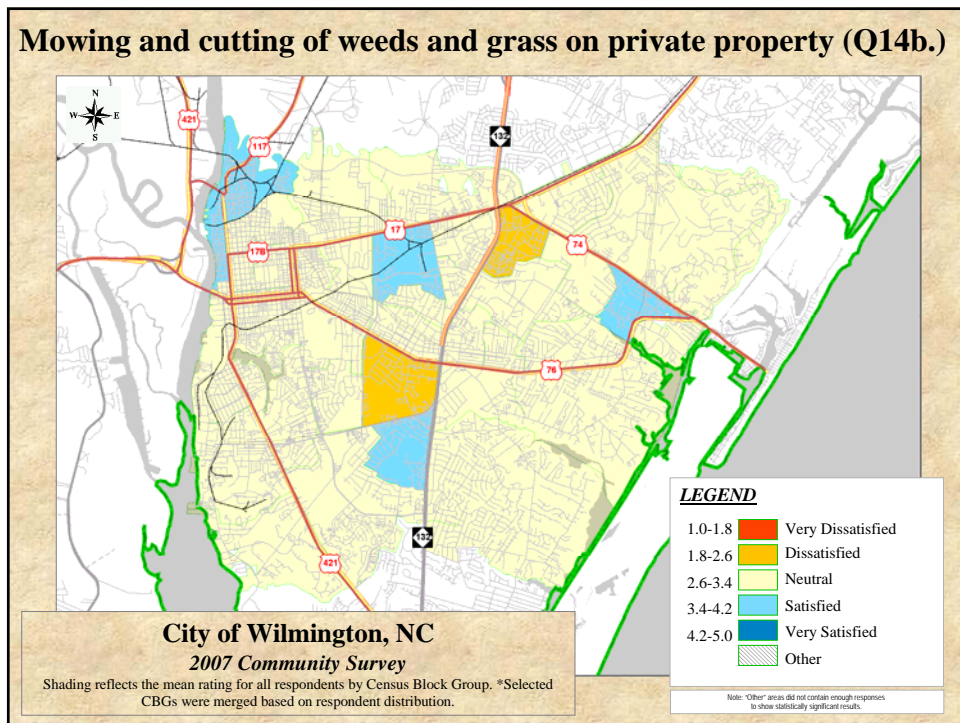
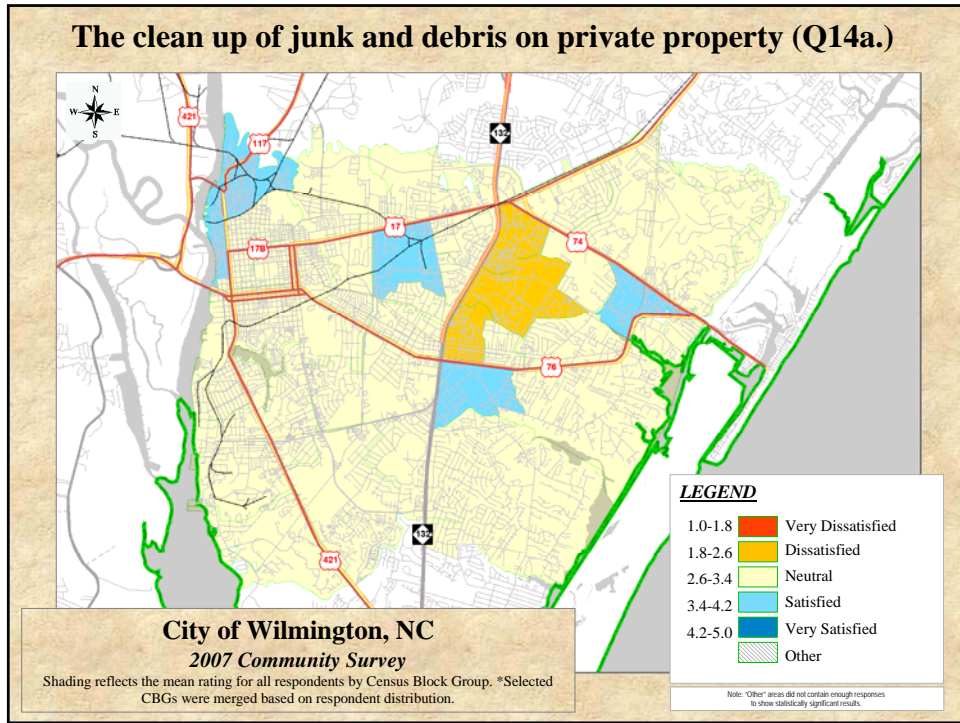


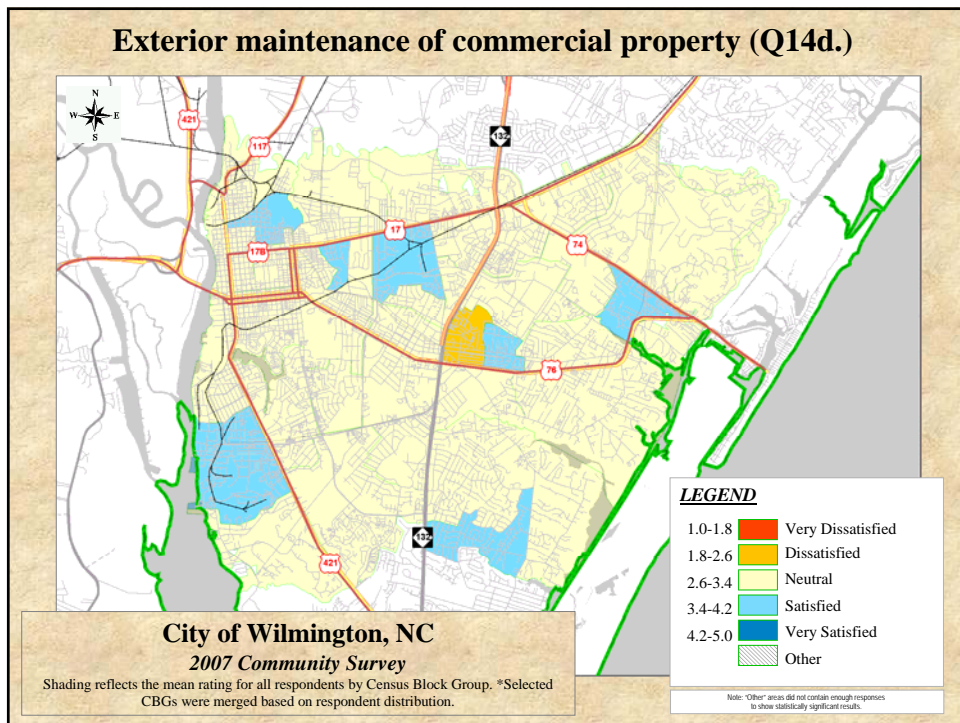
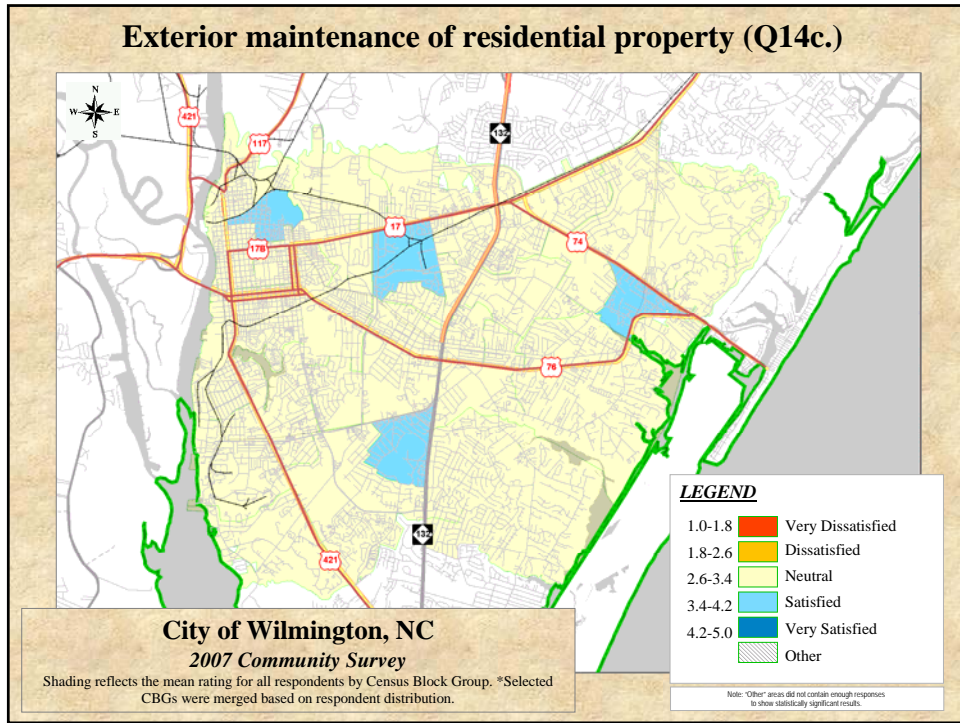


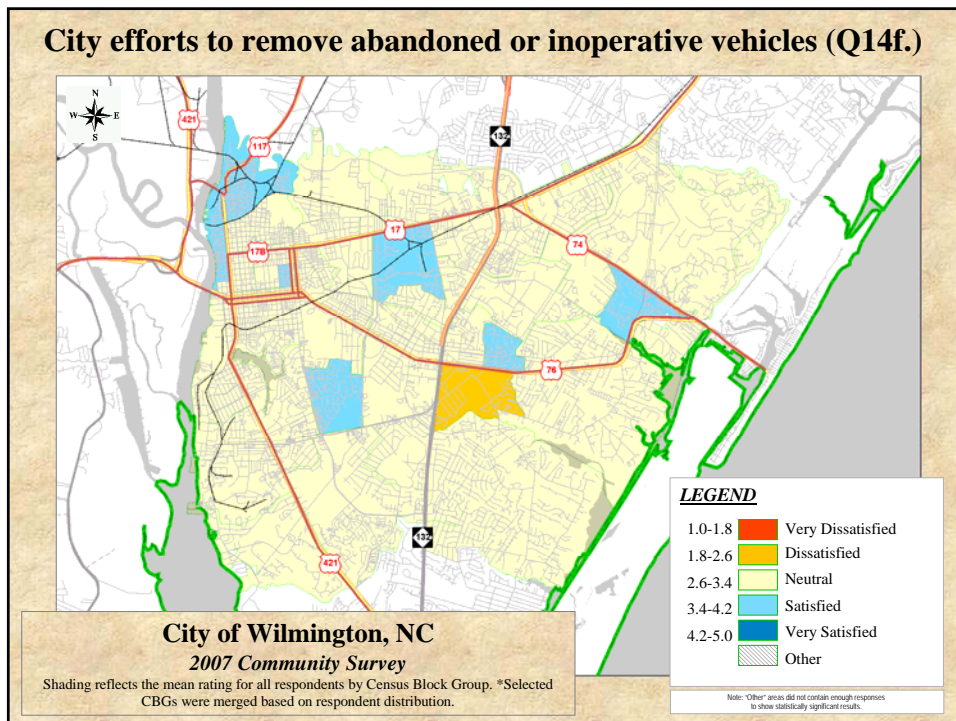
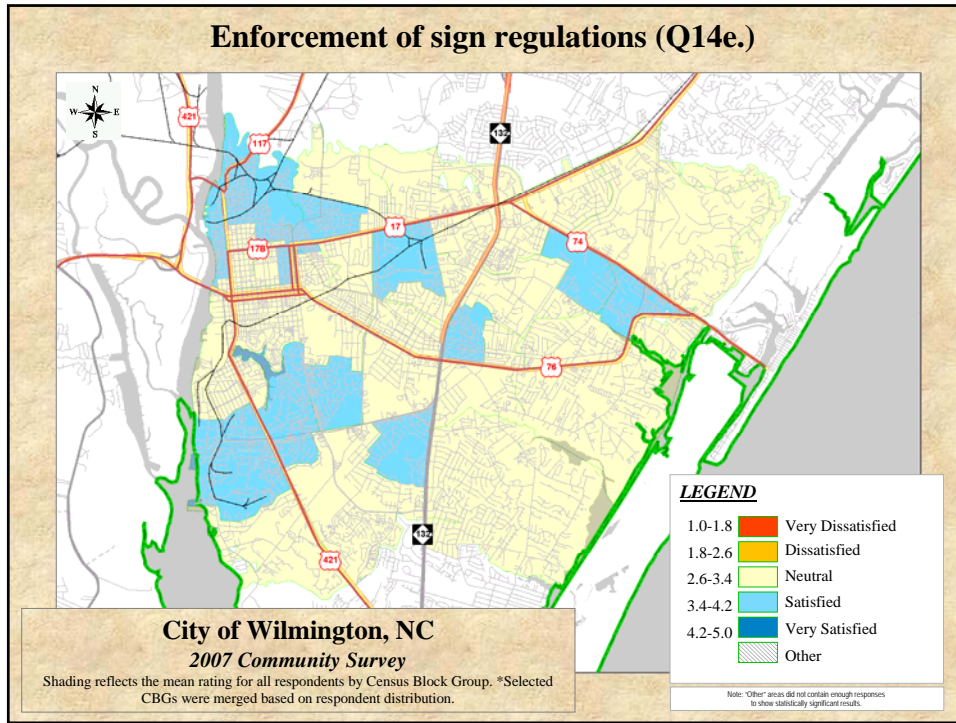


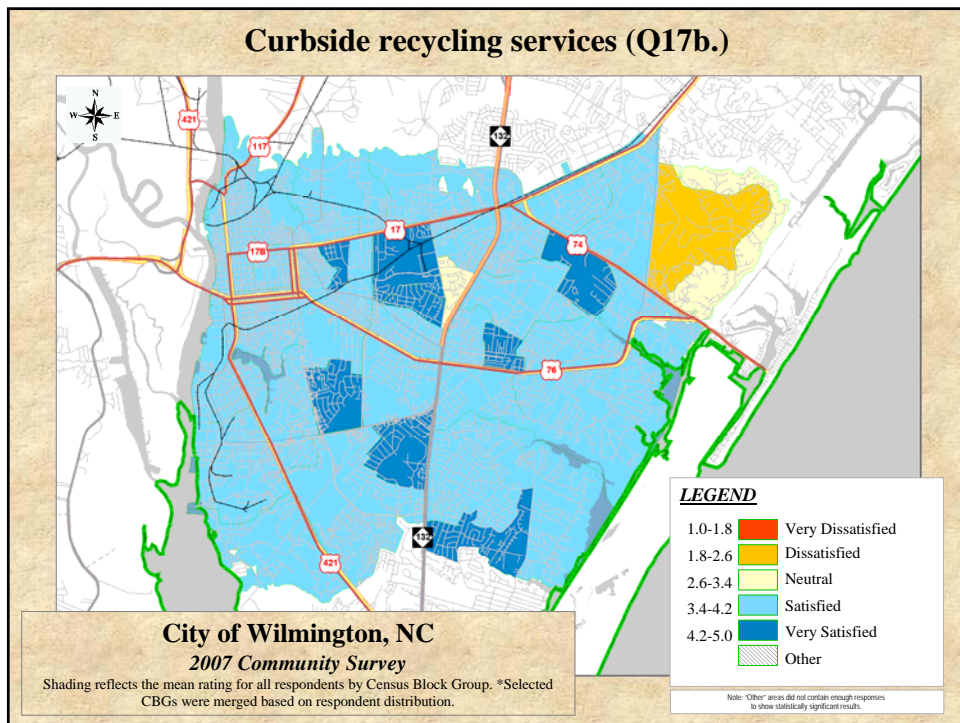
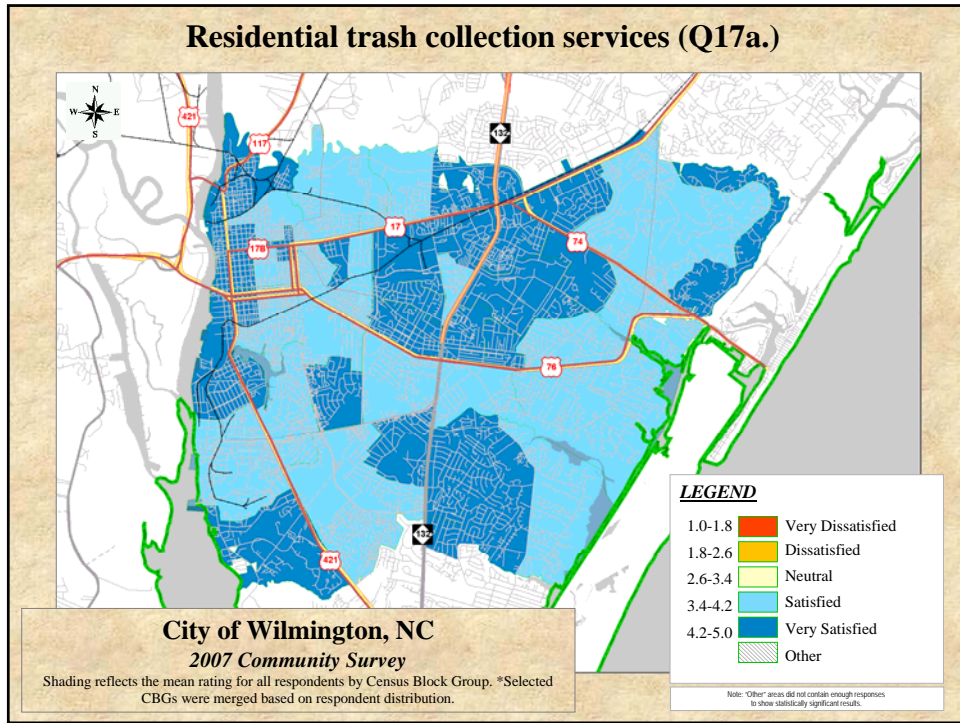


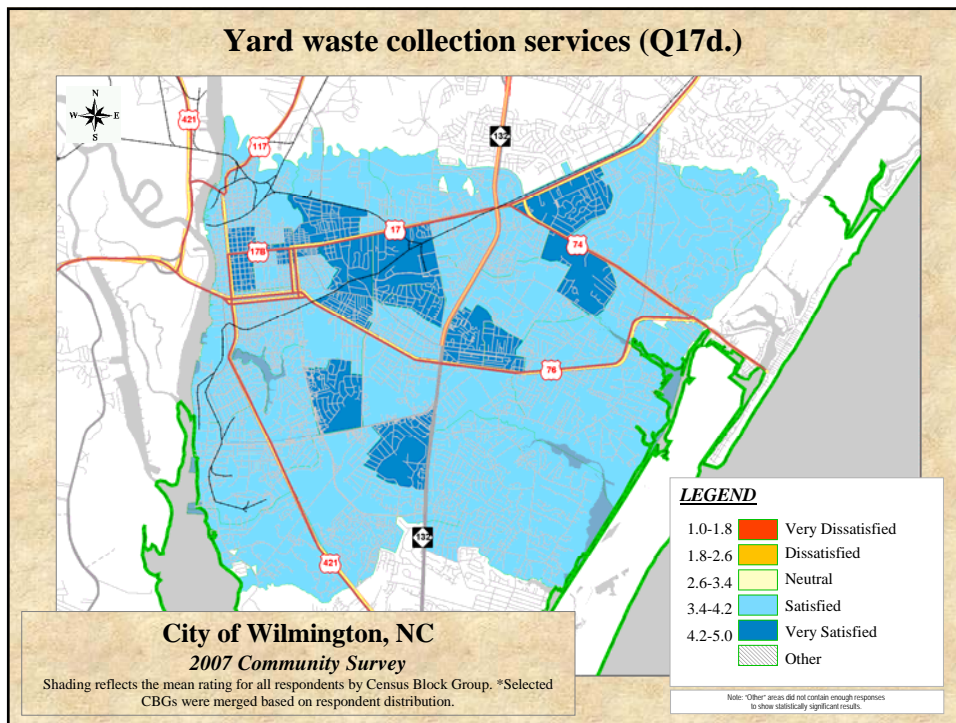
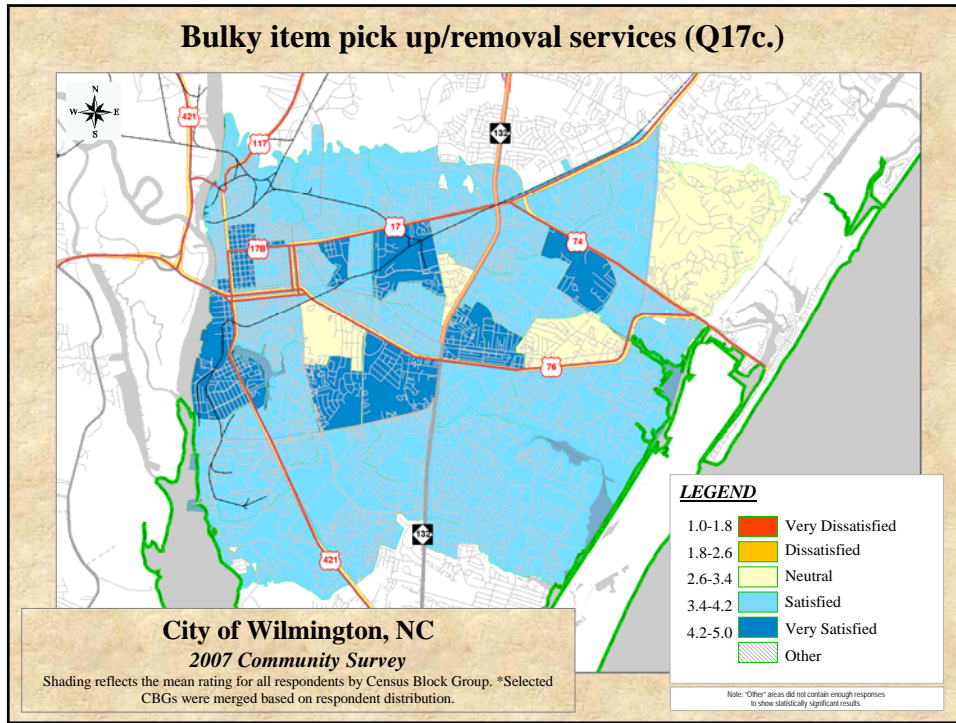


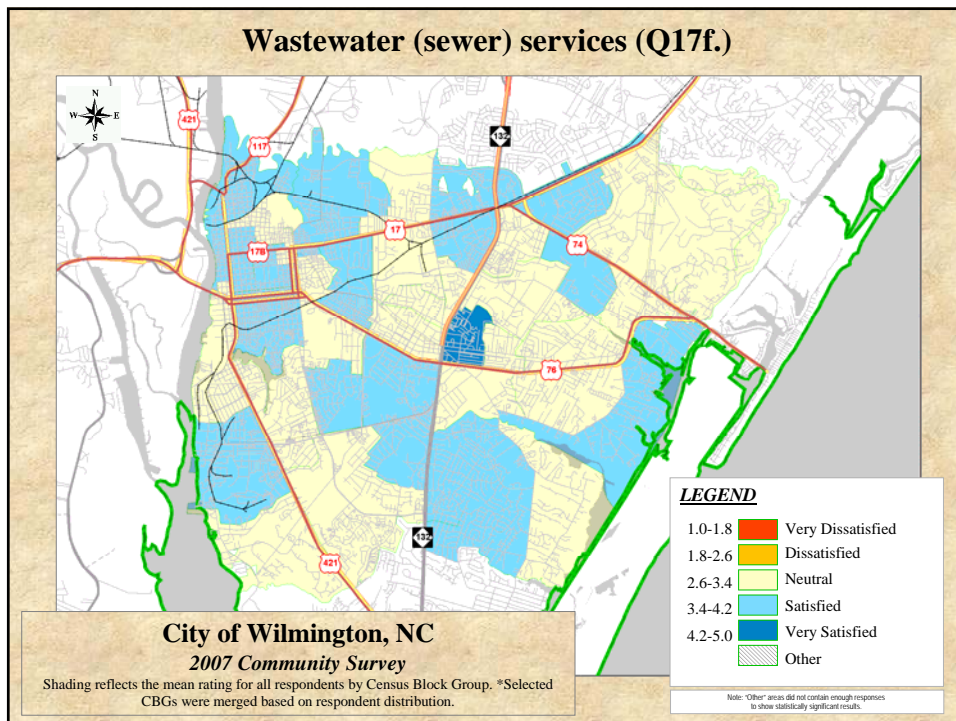
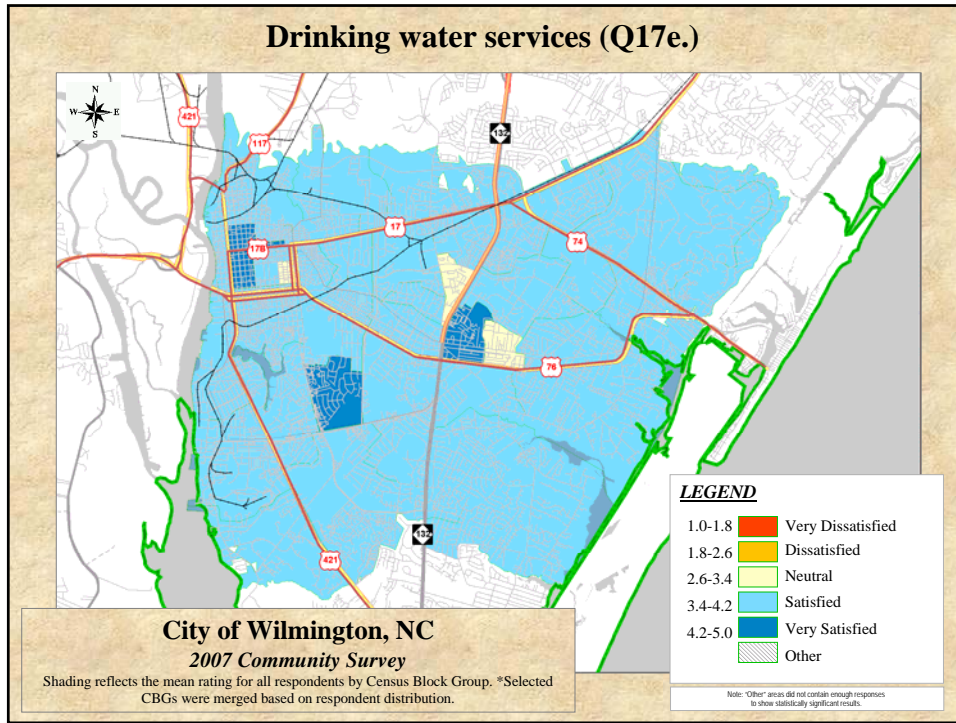


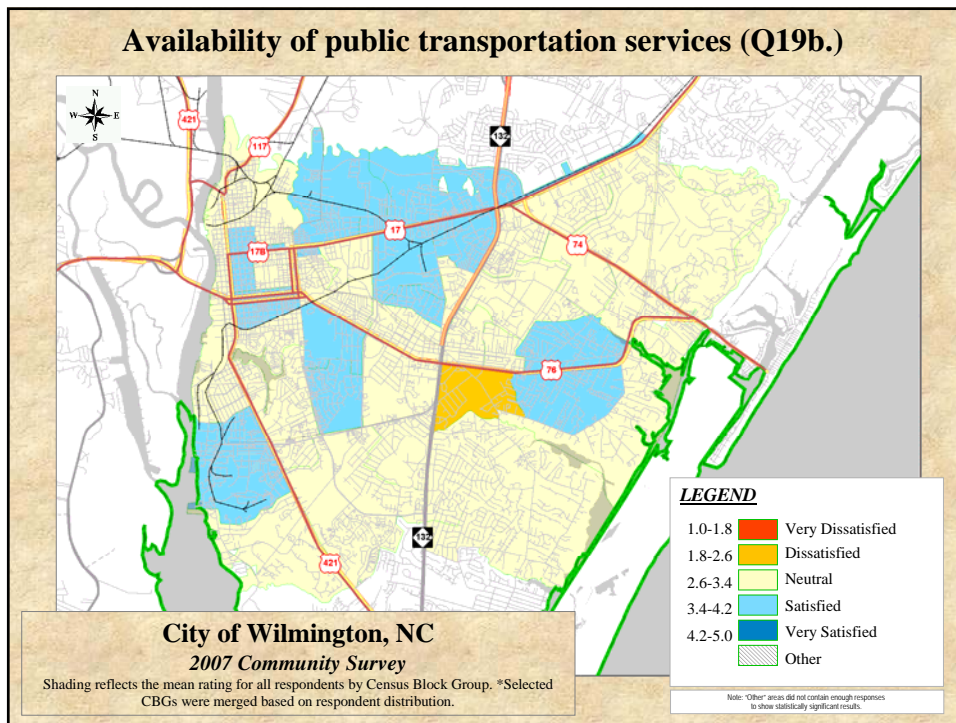
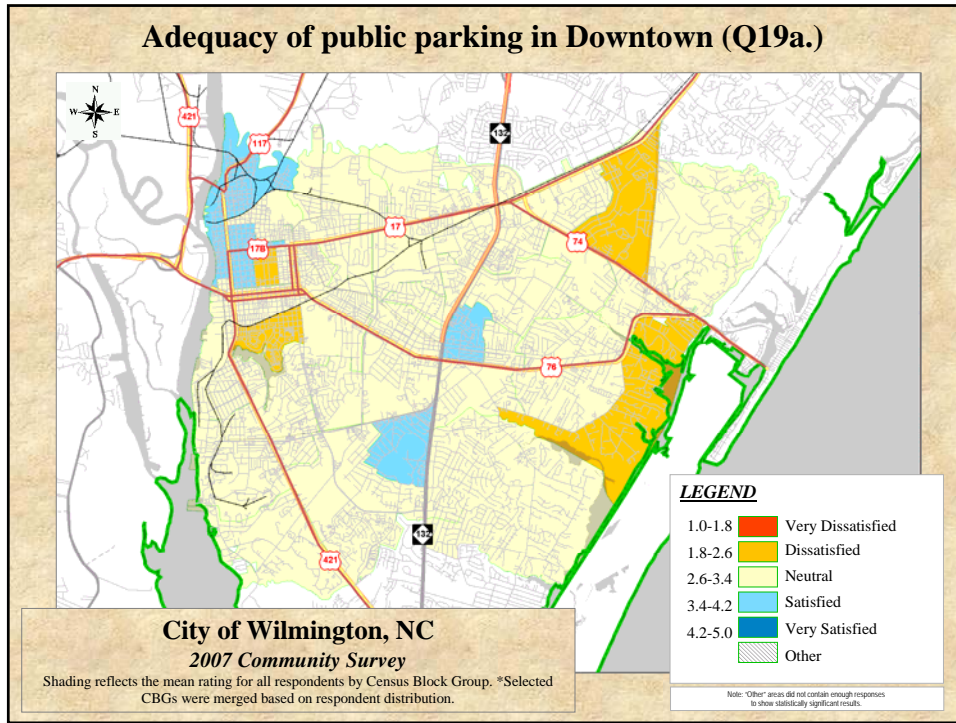


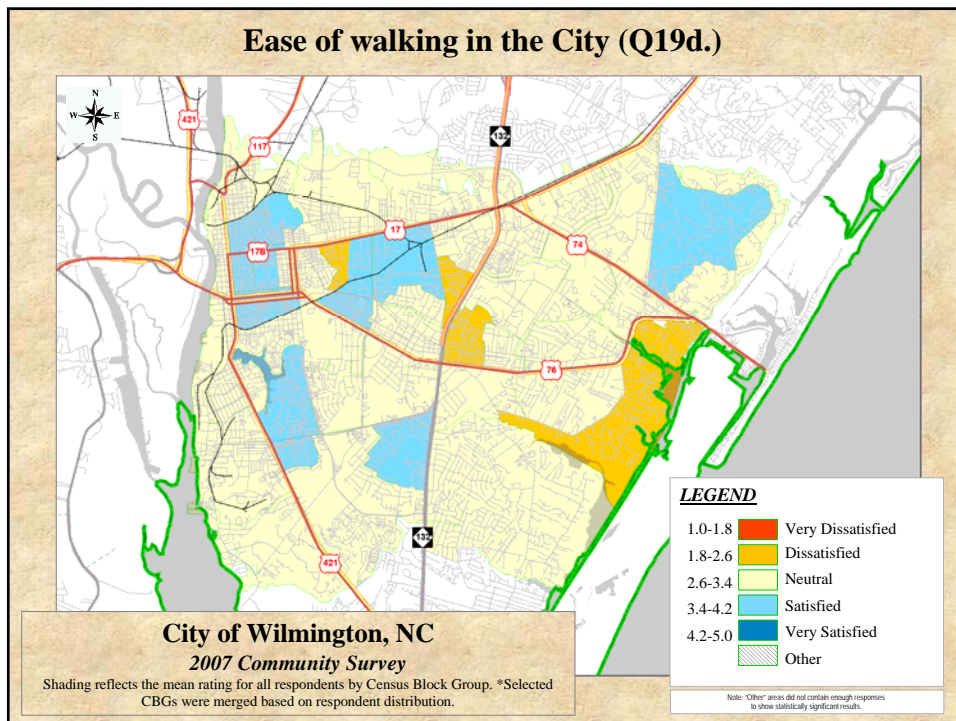
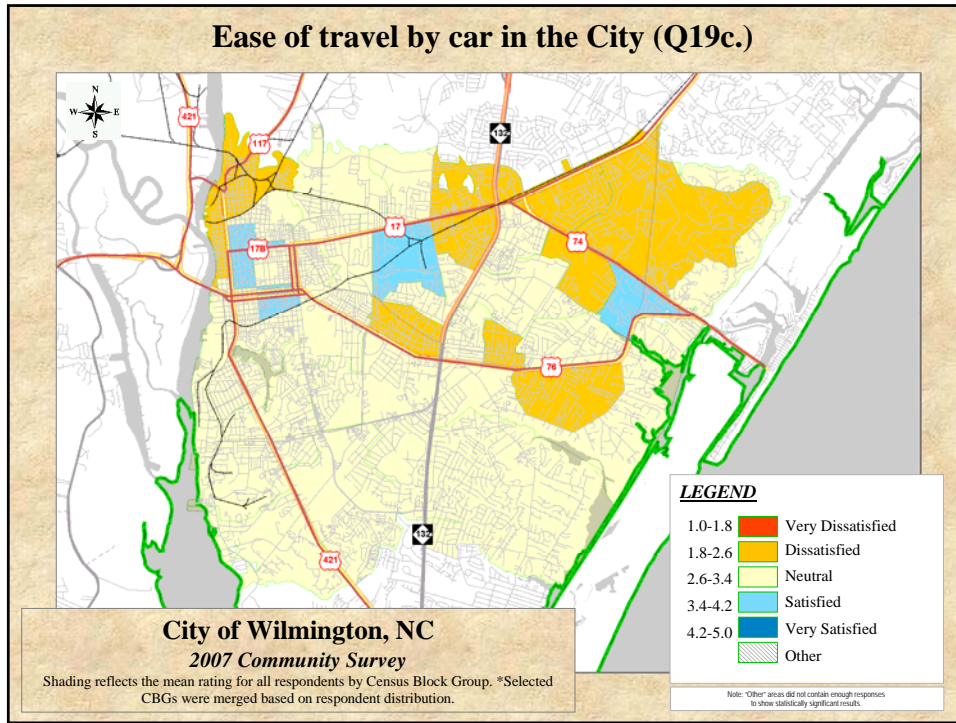


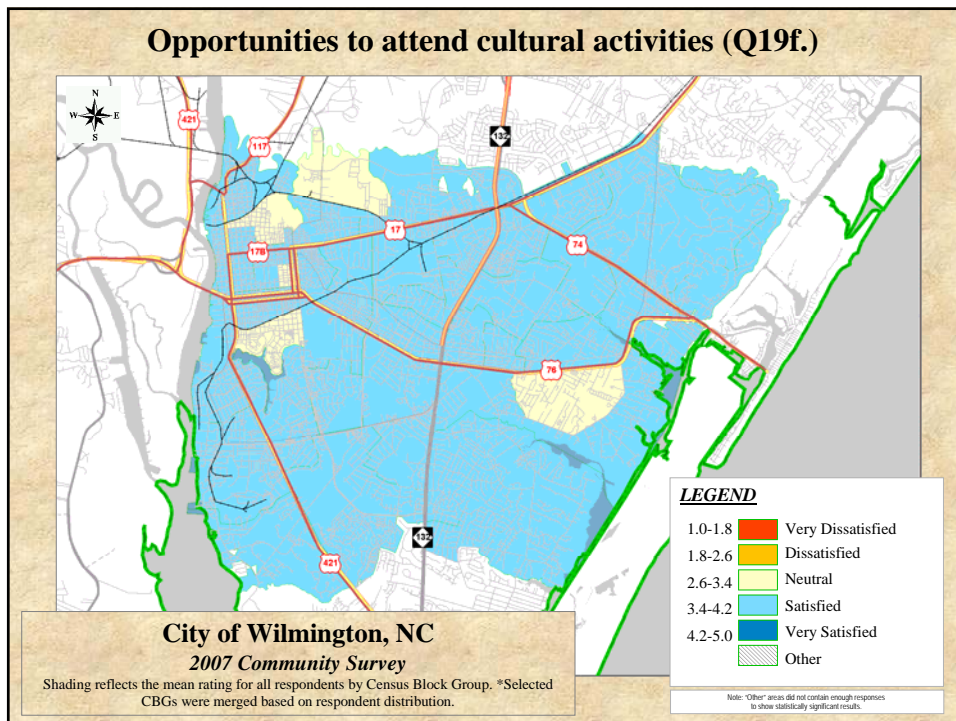
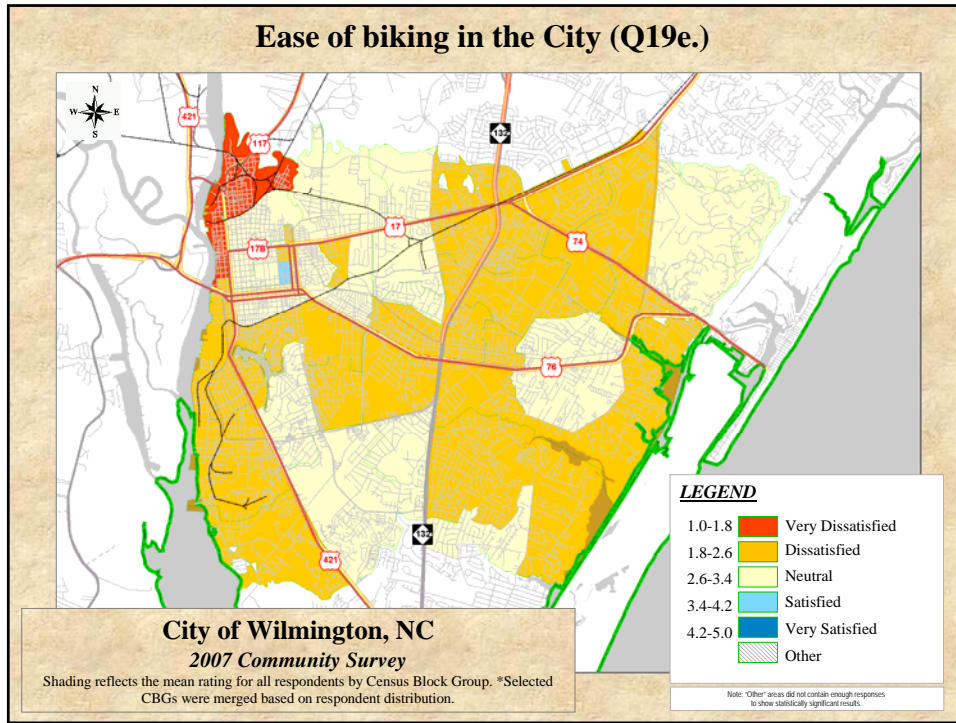


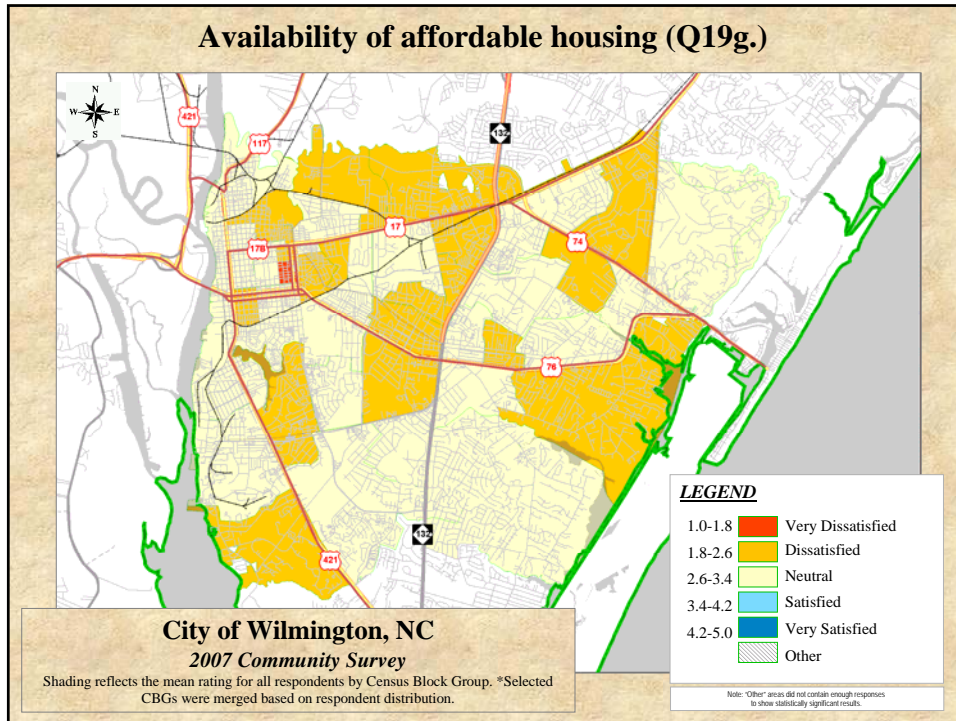












Section 3:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

Wilmington, North Carolina

Overview

Today, city 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 emphasize over the next two years. 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 knows'). "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 should receive the most emphasis over the next two years. Thirteen percent (13%) selected *parks and recreation programs and facilities* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 65% of the residents survey rated the city's overall performance in *parks and recreation* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *parks and recreation programs and facilities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 13% was multiplied by 35% (1-0.65).

This calculation yielded an I-S rating of 0.0455, which was ranked seventh out of eleven 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 Wilmington are provided on the following page.

Importance-Satisfaction Rating

City of Wilmington

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow on City streets	61%	1	19%	11	0.4941	1
Quality of City water and wastewater utilities	47%	2	37%	8	0.2961	2
Maintenance of City streets and sidewalks	38%	3	33%	9	0.2546	3
<u>High Priority (IS .10-.20)</u>						
Management of stormwater runoff	27%	4	28%	10	0.1944	4
<u>Medium Priority (IS <.10)</u>						
Overall quality of police services	26%	5	66%	3	0.0884	5
Enforcement of City codes and ordinances	13%	6	41%	7	0.0767	6
Quality of parks and recreation programs/facilities	13%	7	65%	4	0.0455	7
Effectiveness of City communication w/ public	11%	8	47%	6	0.0583	8
Quality of trash/recycling/yard waste collection	10%	9	74%	2	0.0260	9
Quality of customer service from City employees	5%	10	57%	5	0.0215	10
Overall quality of fire services	5%	11	87%	1	0.0065	11

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.

Importance-Satisfaction Rating

City of Wilmington

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
City efforts to prevent crimes	58%	1	45%	6	0.3190	1
Frequency police patrol your neighborhood	35%	2	37%	7	0.2205	2
<i>High Priority (IS .10-.20)</i>						
Enforcement of local traffic laws	30%	3	49%	5	0.1530	3
<i>Medium Priority (IS <.10)</i>						
How quickly police personnel respond	23%	4	58%	4	0.0966	4
Fire prevention/education programs	5%	7	67%	3	0.0165	5
Quality of local fire protection services	7%	5	82%	1	0.0126	6
How quickly fire personnel respond	6%	6	82%	2	0.0108	7

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.

Importance-Satisfaction Rating

City of Wilmington

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Biking trails in the City	31%	1	29%	10	0.2201	1
<i>High Priority (IS .10-.20)</i>						
Walking trails in the City	27%	2	41%	7	0.1593	2
<i>Medium Priority (IS <.10)</i>						
Number of City parks	21%	4	57%	3	0.0903	3
Maintenance and appearance of City parks	24%	3	75%	1	0.0600	4
Variety of City recreation programs/classes	10%	5	44%	6	0.0560	5
City recreation centers	9%	8	39%	8	0.0549	6
City swimming pools	8%	9	34%	9	0.0528	7
Quality of City recreation programs/classes	9%	7	47%	5	0.0477	8
Quality of outdoor athletic facilities	10%	6	57%	4	0.0430	9
City golf course	5%	10	57%	2	0.0215	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.

Importance-Satisfaction Rating

City of Wilmington

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Timing of traffic signals in the City	32%	1	30%	9	0.2240	1
Maintenance of major City streets	32%	2	35%	7	0.2080	2
<i>High Priority (IS .10-.20)</i>						
How quickly street repairs are made	26%	3	26%	10	0.1924	3
Cleanliness of stormwater drains	16%	4	33%	8	0.1072	4
<i>Medium Priority (IS <.10)</i>						
Cleanliness of City streets and public areas	13%	6	43%	6	0.0741	5
Maintenance of streets in YOUR neighborhood	13%	5	51%	3	0.0637	6
Adequacy of City street lighting	12%	7	47%	4	0.0636	7
Maintenance of sidewalks in YOUR neighborhood	10%	8	43%	5	0.0570	8
Mowing/trimming along City streets/public areas	9%	9	52%	2	0.0432	9
Condition of street signs/traffic signals	5%	10	61%	1	0.0195	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.

Importance-Satisfaction Rating

City of Wilmington

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Enforcing the clean of debris on private property	44%	1	36%	4	0.2816	1
<i>High Priority (IS .10-.20)</i>						
Enforcing the mowing of grass on private property	22%	3	35%	5	0.1430	2
City efforts to remove inoperable vehicles	23%	2	38%	2	0.1426	3
Enforcing the ext. upkeep of commercial property	21%	4	37%	3	0.1323	4
Enforcing the ext. upkeep of residential property	17%	5	34%	6	0.1122	5
<i>Medium Priority (IS <.10)</i>						
Enforcing sign regulations	14%	6	44%	1	0.0784	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, 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.

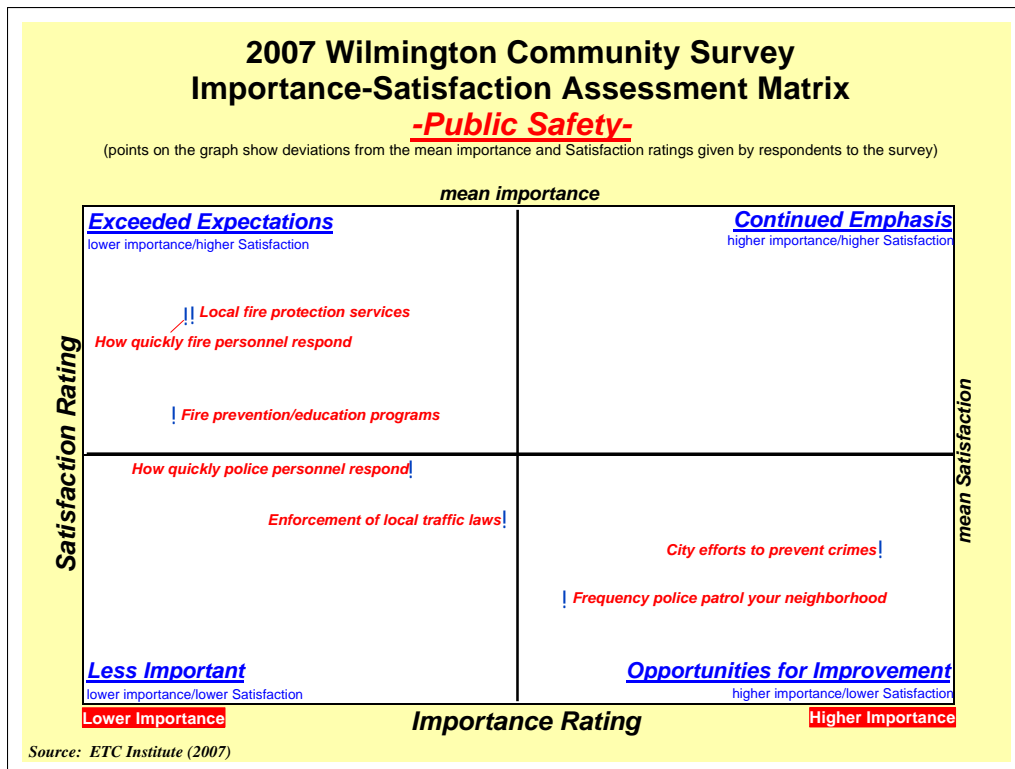
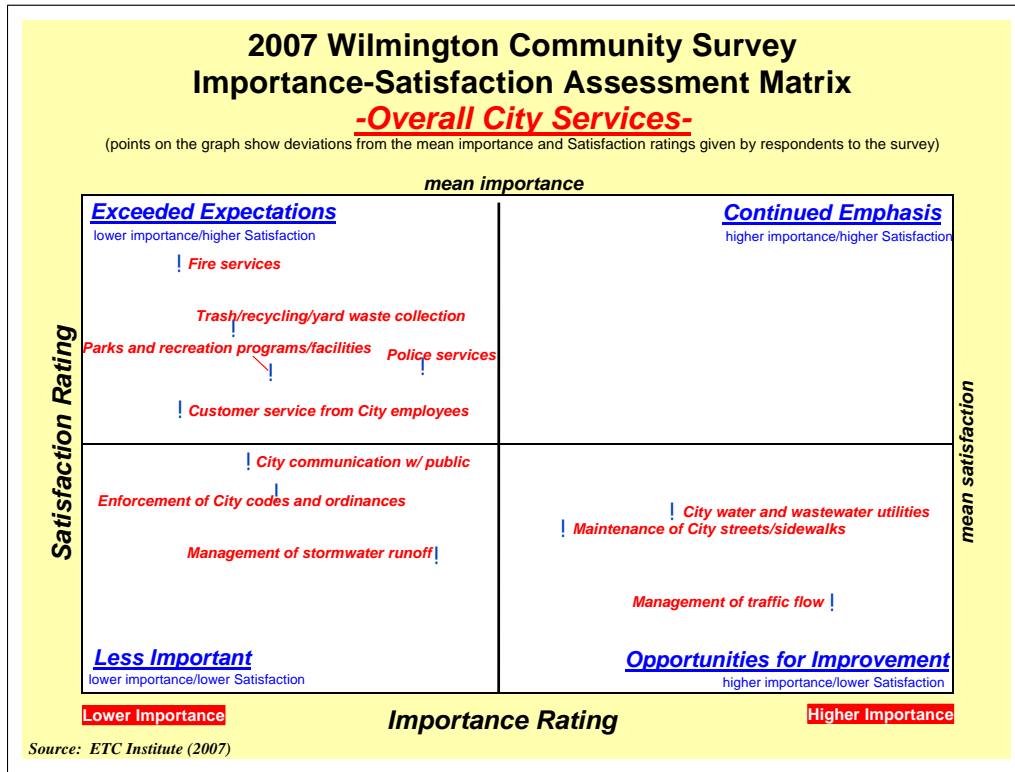
Importance-Satisfaction Matrix Analysis.

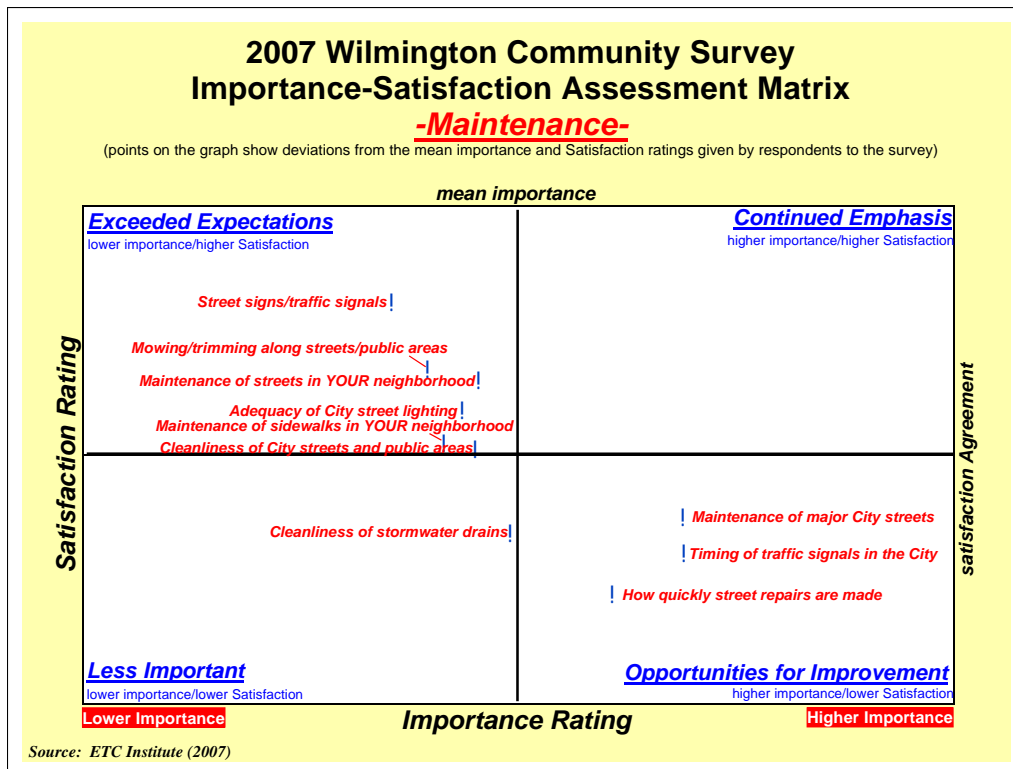
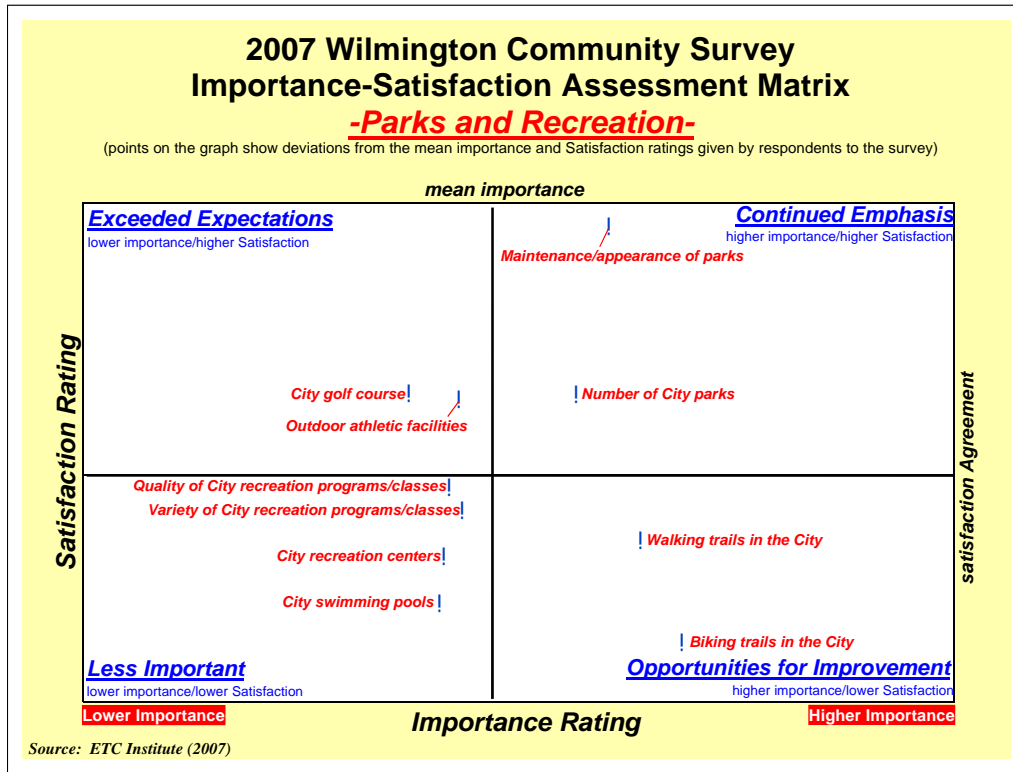
The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

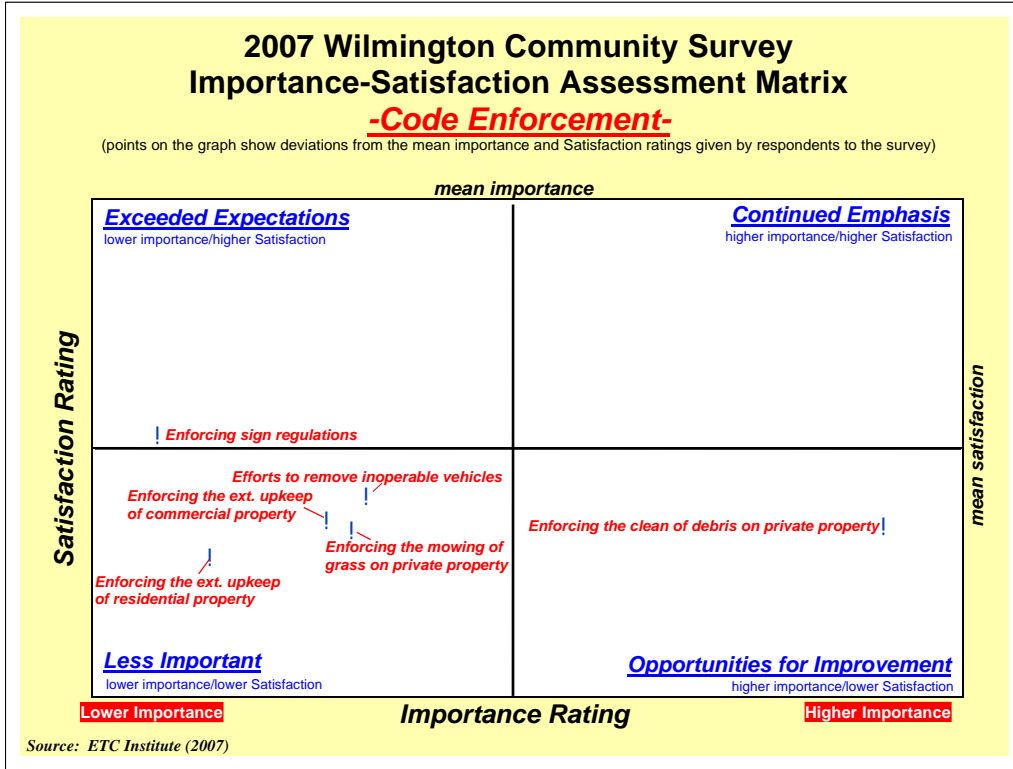
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Wilmington are provided on the following pages.







Section 4:
Tabular Data

Q1. 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 "very dissatisfied."

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q1a Overall quality of police services	3.2%	9.0%	20.6%	46.1%	16.7%	4.4%
Q1b Overall quality of fire services	0.1%	0.7%	11.3%	49.3%	28.3%	10.2%
Q1c Overall quality of the City's parks and recreation programs and facilities	0.9%	8.7%	23.4%	42.0%	18.2%	7.0%
Q1d Overall maintenance of City streets and sidewalks	10.6%	30.7%	24.3%	27.7%	5.0%	1.7%
Q1e Overall quality of City water and wastewater utilities	17.0%	24.5%	20.5%	27.4%	8.3%	2.3%
Q1f Overall efforts by the City to enforce codes and ordinances	5.2%	14.4%	33.4%	28.0%	7.8%	11.1%
Q1g Overall quality of customer service provided by City employees	2.7%	8.4%	28.9%	42.1%	11.1%	6.8%
Q1h Overall effectiveness of City communication with the public	5.2%	14.9%	31.2%	37.4%	7.6%	3.7%
Q1i Overall management of traffic flow on City streets	25.0%	34.4%	20.5%	15.2%	2.9%	2.0%
Q1j Overall management of stormwater runoff by the City	14.0%	24.6%	28.8%	21.6%	4.5%	6.5%
Q1k Overall quality of trash, recycling, and yard waste collection services	4.1%	8.9%	12.7%	46.3%	25.1%	2.8%

EXCLUDING DON'T KNOWS

Q1. 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 "very dissatisfied."

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a Overall quality of police services	3.3%	9.4%	21.6%	48.2%	17.5%
Q1b Overall quality of fire services	0.1%	0.8%	12.6%	54.9%	31.5%
Q1c Overall quality of the City's parks and recreation programs and facilities	0.9%	9.3%	25.2%	45.1%	19.5%
Q1d Overall maintenance of City streets and sidewalks	10.8%	31.3%	24.7%	28.2%	5.1%
Q1e Overall quality of City water and wastewater utilities	17.4%	25.1%	21.0%	28.1%	8.5%
Q1f Overall efforts by the City to enforce codes and ordinances	5.9%	16.2%	37.6%	31.6%	8.8%
Q1g Overall quality of customer service provided by City employees	2.9%	9.0%	31.0%	45.2%	11.9%
Q1h Overall effectiveness of City communication with the public	5.4%	15.4%	32.4%	38.9%	7.8%
Q1i Overall management of traffic flow on City streets	25.5%	35.1%	20.9%	15.5%	3.0%
Q1j Overall management of stormwater runoff by the City	15.0%	26.3%	30.8%	23.1%	4.8%
Q1k Overall quality of trash, recycling, and yard waste collection services	4.3%	9.2%	13.0%	47.7%	25.8%

Q2. Which THREE of the major categories of City services listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	106	12.9 %
B=Overall quality of fire services	4	0.5 %
C=Overall quality of the City's parks and recr...	22	2.7 %
D=Overall maintenance of City streets and sid...	91	11.1 %
E=Overall quality of City water and wastewat...	217	26.5 %
F=Overall efforts by the City to enforce codes...	20	2.4 %
G=Overall quality of customer service provide...	7	0.9 %
H=Overall effectiveness of City communicatio...	15	1.8 %
I=Overall management of traffic flow on City s...	183	22.3 %
J=Overall management of stormwater runoff b...	49	6.0 %
K=Overall quality of trash, recycling, and yard...	20	2.4 %
Z=None Chosen	86	10.5 %
Total	820	100.0 %

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	56	6.8 %
B=Overall quality of fire services	23	2.8 %
C=Overall quality of the City's parks and recr...	36	4.4 %
D=Overall maintenance of City streets and sid...	114	13.9 %
E=Overall quality of City water and wastewat...	103	12.6 %
F=Overall efforts by the City to enforce codes...	41	5.0 %
G=Overall quality of customer service provide...	14	1.7 %
H=Overall effectiveness of City communicatio...	34	4.1 %
I=Overall management of traffic flow on City s...	189	23.0 %
J=Overall management of stormwater runoff b...	72	8.8 %
K=Overall quality of trash, recycling, and yard...	30	3.7 %
Z=None Chosen	108	13.2 %
Total	820	100.0 %

Q2. Which THREE of the major categories of City services listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	51	6.2 %
B=Overall quality of fire services	13	1.6 %
C=Overall quality of the City's parks and recr...	47	5.7 %
D=Overall maintenance of City streets and sid...	107	13.0 %
E=Overall quality of City water and wastewat...	69	8.4 %
F=Overall efforts by the City to enforce codes...	48	5.9 %
G=Overall quality of customer service provide...	20	2.4 %
H=Overall effectiveness of City communicatio...	41	5.0 %
I=Overall management of traffic flow on City s...	130	15.9 %
J=Overall management of stormwater runoff b...	101	12.3 %
K=Overall quality of trash, recycling, and yard...	29	3.5 %
<u>Z=None Chosen</u>	<u>164</u>	<u>20.0 %</u>
Total	820	100.0 %

Q2. Which THREE of the major categories of City services listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2 Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Overall quality of police services	213	26.0 %
B = Overall quality of fire services	40	4.9 %
C = Overall quality of the City's parks and recreati...	105	12.8 %
D = Overall maintenance of City streets and sidew...	312	38.0 %
E = Overall quality of City water and wastewater u...	389	47.4 %
F = Overall efforts by the City to enforce codes an...	109	13.3 %
G = Overall quality of customer service provided b...	41	5.0 %
H = Overall effectiveness of City communication wi...	90	11.0 %
I = Overall management of traffic flow on City stre...	502	61.2 %
J = Overall management of stormwater runoff by t...	222	27.1 %
K = Overall quality of trash, recycling, and yard wa...	79	9.6 %
<u>Z = None Chosen</u>	<u>86</u>	<u>10.5 %</u>
Total	2188	

Q3. 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."

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q3a Overall quality of services provided by the City	1.2%	7.9%	30.9%	48.2%	7.6%	4.3%
Q3b Appearance of the City	2.9%	15.7%	29.0%	42.9%	7.6%	1.8%
Q3c How well the City is planning growth	23.4%	30.5%	23.9%	14.1%	3.5%	4.5%
Q3d Overall quality of life in the City	3.0%	11.7%	26.2%	46.1%	10.1%	2.8%
Q3e Availability of job opportunities	10.5%	23.0%	31.3%	18.5%	4.0%	12.6%
Q3f Overall value you receive for City taxes and fees	12.0%	24.9%	35.1%	21.3%	2.7%	4.0%

EXCLUDING DON'T KNOWS**Q3. 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."**

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q3a Overall quality of services provided by the City	1.3%	8.3%	32.2%	50.3%	7.9%
Q3b Appearance of the City	3.0%	16.0%	29.6%	43.7%	7.7%
Q3c How well the City is planning growth	24.5%	31.9%	25.0%	14.8%	3.7%
Q3d Overall quality of life in the City	3.1%	12.0%	27.0%	47.4%	10.4%
Q3e Availability of job opportunities	12.0%	26.4%	35.8%	21.2%	4.6%
Q3f Overall value you receive for City taxes and fees	12.5%	25.9%	36.6%	22.2%	2.8%

Q4. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q4a City efforts to prevent crimes	7.0%	19.4%	25.7%	35.5%	7.0%	5.5%
Q4b Enforcement of local traffic laws	7.3%	18.3%	22.9%	39.8%	8.0%	3.7%
Q4c How quickly police respond to emergencies	4.0%	8.5%	22.8%	37.0%	11.5%	16.2%
Q4d The frequency that police officers patrol your neighborhood	11.0%	19.9%	27.4%	26.2%	7.8%	7.7%
Q4e Quality of local fire protection services	0.2%	0.9%	14.0%	49.4%	21.7%	13.8%
Q4f Fire prevention and education programs provided by the City	0.4%	2.6%	23.4%	36.7%	15.4%	21.6%
Q4g How quickly fire personnel respond to emergencies	0.2%	0.1%	13.3%	38.0%	25.7%	22.6%

EXCLUDING DON'T KNOWS

Q4. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q4a City efforts to prevent crimes	7.4%	20.5%	27.2%	37.5%	7.4%
Q4b Enforcement of local traffic laws	7.6%	19.0%	23.8%	41.3%	8.4%
Q4c How quickly police respond to emergencies	4.8%	10.2%	27.2%	44.1%	13.7%
Q4d The frequency that police officers patrol your neighborhood	11.9%	21.5%	29.7%	28.4%	8.5%
Q4e Quality of local fire protection services	0.3%	1.0%	16.3%	57.3%	25.2%
Q4f Fire prevention and education programs provided by the City	0.5%	3.3%	29.9%	46.8%	19.6%
Q4g How quickly fire personnel respond to emergencies	0.3%	0.2%	17.2%	49.1%	33.2%

Q5. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years?

Q5 1 st choice	Number	Percent
A=City efforts to prevent crimes	376	45.9 %
B=Enforcement of local traffic laws	117	14.3 %
C=How quickly police respond to emergencies	60	7.3 %
D=The frequency that police officers patrol yo...	116	14.1 %
E=Quality of local fire protection services	10	1.2 %
F=Fire prevention and education programs pr...	7	0.9 %
G=How quickly fire personnel respond to eme...	14	1.7 %
Z=None Chosen	120	14.6 %
Total	820	100.0 %

Q5. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q5 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=City efforts to prevent crimes	100	12.2 %
B=Enforcement of local traffic laws	129	15.7 %
C=How quickly police respond to emergencies	129	15.7 %
D=The frequency that police officers patrol yo...	167	20.4 %
E=Quality of local fire protection services	45	5.5 %
F=Fire prevention and education programs pr...	36	4.4 %
G=How quickly fire personnel respond to eme...	37	4.5 %
Z=None Chosen	177	21.6 %
Total	820	100.0 %

Q5. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q5 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = City efforts to prevent crimes	476	58.0 %
B = Enforcement of local traffic laws	246	30.0 %
C = How quickly police respond to emergencies	189	23.0 %
D = The frequency that police officers patrol your n...	283	34.5 %
E = Quality of local fire protection services	55	6.7 %
F = Fire prevention and education programs provi...	43	5.2 %
G = How quickly fire personnel respond to emerge...	51	6.2 %
Z = None Chosen	120	14.6 %
Total	1463	

Q6. 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:

(N=820)

	Very Unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5	Don't Know 9
Q6a In Downtown Wilmington during the day	0.9%	3.5%	11.0%	50.4%	30.4%	3.8%
Q6b In Downtown Wilmington at night.	15.7%	33.2%	22.1%	17.0%	3.5%	8.5%
Q6c In City parks	4.1%	17.1%	27.0%	33.3%	7.9%	10.6%
Q6d In your neighborhood during the day	0.9%	3.7%	9.0%	40.1%	45.0%	1.3%
Q6e In your neighborhood at night	5.6%	12.6%	18.0%	38.5%	22.9%	2.3%

EXCLUDING DON'T KNOWS**Q6. 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: (Excluding Don't Know)**

(N=820)

	Very Unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5
Q6a In Downtown Wilmington during the day	0.9%	3.7%	11.4%	52.4%	31.6%
Q6b In Downtown Wilmington at night.	17.2%	36.3%	24.1%	18.5%	3.9%
Q6c In City parks	4.6%	19.1%	30.2%	37.2%	8.9%
Q6d In your neighborhood during the day	0.9%	3.7%	9.1%	40.7%	45.6%
Q6e In your neighborhood at night	5.7%	12.9%	18.5%	39.5%	23.5%

Q7. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q7a Maintenance and appearance of existing City parks	1.0%	4.8%	17.2%	53.0%	16.5%	7.6%
Q7b Number of City parks	4.3%	12.9%	22.4%	39.0%	12.6%	8.8%
Q7c Walking trails in the City	6.8%	19.3%	24.3%	26.1%	8.3%	15.1%
Q7d Biking trails in the City	12.2%	20.4%	23.7%	17.8%	5.6%	20.4%
Q7e City recreation centers	2.9%	12.4%	31.0%	23.4%	6.0%	24.3%
Q7f City swimming pools	4.0%	11.8%	29.1%	18.4%	4.5%	32.1%
Q7g City golf course	1.3%	3.4%	25.7%	30.1%	9.9%	29.5%
Q7h Quality of outdoor athletic facilities	2.4%	6.5%	25.4%	36.3%	7.4%	22.0%
Q7i Quality of City recreation programs and classes	2.2%	5.7%	29.4%	25.1%	7.3%	30.2%
Q7j Variety of recreation programs and classes offered by the City	2.3%	6.2%	30.1%	23.5%	6.7%	31.1%

EXCLUDING DON'T KNOWS

Q7. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q7a Maintenance and appearance of existing City parks	1.1%	5.1%	18.6%	57.4%	17.8%
Q7b Number of City parks	4.7%	14.2%	24.6%	42.8%	13.8%
Q7c Walking trails in the City	8.1%	22.7%	28.6%	30.8%	9.8%
Q7d Biking trails in the City	15.3%	25.6%	29.7%	22.4%	7.0%
Q7e City recreation centers	3.9%	16.4%	40.9%	30.9%	7.9%
Q7f City swimming pools	5.9%	17.4%	42.9%	27.1%	6.6%
Q7g City golf course	1.9%	4.8%	36.5%	42.7%	14.0%
Q7h Quality of outdoor athletic facilities	3.1%	8.3%	32.5%	46.6%	9.5%
Q7i Quality of City recreation programs and classes	3.1%	8.2%	42.1%	36.0%	10.5%
Q7j Variety of recreation programs and classes offered by the City	3.4%	9.0%	43.7%	34.2%	9.7%

Q8. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q8 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing Ci...	145	17.7 %
B=Number of City parks	101	12.3 %
C=Walking trails in the City	99	12.1 %
D=Biking trails in the City	129	15.7 %
E=City recreation centers	33	4.0 %
F=City swimming pools	28	3.4 %
G=City golf course	25	3.0 %
H=Quality of outdoor athletic facilities	31	3.8 %
I=Quality of City recreation programs and clas...	35	4.3 %
J=Variety of recreation programs and classes ...	17	2.1 %
<u>Z=None Chosen</u>	<u>177</u>	<u>21.6 %</u>
Total	820	100.0 %

<u>Q8 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing Ci...	50	6.1 %
B=Number of City parks	70	8.5 %
C=Walking trails in the City	120	14.6 %
D=Biking trails in the City	121	14.8 %
E=City recreation centers	38	4.6 %
F=City swimming pools	39	4.8 %
G=City golf course	20	2.4 %
H=Quality of outdoor athletic facilities	51	6.2 %
I=Quality of City recreation programs and clas...	39	4.8 %
J=Variety of recreation programs and classes ...	67	8.2 %
<u>Z=None Chosen</u>	<u>205</u>	<u>25.0 %</u>
Total	820	100.0 %

Q8. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q8 Sum of Top 2 Choices	Number	Percent
A = Maintenance and appearance of existing City ...	195	23.8 %
B = Number of City parks	171	20.9 %
C = Walking trails in the City	219	26.7 %
D = Biking trails in the City	250	30.5 %
E = City recreation centers	71	8.7 %
F = City swimming pools	67	8.2 %
G = City golf course	45	5.5 %
H = Quality of outdoor athletic facilities	82	10.0 %
I = Quality of City recreation programs and classes	74	9.0 %
J = Variety of recreation programs and classes off...	84	10.2 %
Z = None Chosen	177	21.6 %
Total	1435	

Q 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q9a The availability of information about City programs and services	2.7%	15.0%	29.5%	36.6%	7.6%	8.7%
Q9b City efforts to keep residents informed about local issues	5.1%	19.4%	28.9%	34.9%	7.0%	4.8%
Q9c The level of public involvement in City decision-making	13.4%	28.2%	30.2%	16.6%	2.9%	8.7%
Q9d The quality of the City's cable television channel	6.2%	9.5%	29.3%	32.1%	8.8%	14.1%
Q9e Usefulness of the information that is available on the City's Web site	1.7%	4.9%	27.9%	27.2%	7.0%	31.3%

EXCLUDING DON'T KNOWS

Q 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q9a The availability of information about City programs and services	2.9%	16.4%	32.3%	40.1%	8.3%
Q9b City efforts to keep residents informed about local issues	5.4%	20.4%	30.3%	36.6%	7.3%
Q9c The level of public involvement in City decision-making	14.7%	30.8%	33.1%	18.2%	3.2%
Q9d The quality of the City's cable television channel	7.2%	11.1%	34.1%	37.4%	10.2%
Q9e Usefulness of the information that is available on the City's Web site	2.5%	7.1%	40.7%	39.6%	10.1%

Q 10. From which of the following sources do you currently get information about the City of Wilmington?

Q10 From which sources do you get information about the City	Number	Percent
1 = City newsletter	366	44.6 %
2 = Local newspapers	599	73.0 %
3 = Local radio	443	54.0 %
4 = Local television news	658	80.2 %
5 = City website	176	21.5 %
6 = City Cable channel	304	37.1 %
7 = Calling the City	150	18.3 %
8 = Other	40	4.9 %
9 = None Chosen	18	2.2 %
Total	2754	

Q 10. From which of the following sources do you currently get information about the City of Wilmington? (Other Responses)

<u>Q10 Other Responses</u>	<u>Number</u>	<u>Percent</u>
BOB JENKINS-MAYOR OF FRONT ST	1	2.6 %
CITY COUNTY MEETINGS	1	2.6 %
CITY EMPLOYEES	1	2.6 %
CIVIC SPEAKERS	1	2.6 %
EMAIL	1	2.6 %
EMAIL MESSAGES	1	2.6 %
ENCORE	1	2.6 %
FRIENDS	2	5.1 %
FRIENDS & NEIGHBORHS	1	2.6 %
FRIENDS & NEIGHBORS	1	2.6 %
FRIENDS/NEIGHBORS	1	2.6 %
INTERNET	1	2.6 %
LOCAL SR CTR NEWSLETTER	1	2.6 %
NEIGHBORHOOD MEETINGS	1	2.6 %
NEIGHBORS	3	7.7 %
NETWORKING	1	2.6 %
NEWSLETTER	1	2.6 %
OTHER PEOPLE	1	2.6 %
PEOPLE TALKING	1	2.6 %
PHONE BOOK	1	2.6 %
STAFF	1	2.6 %
TALK IN NEIGHBORHOOD	1	2.6 %
TALK RADIO STATION	1	2.6 %
TALKING TO PEOPLE	1	2.6 %
TELEPHONE CALLS	1	2.6 %
UTILITY BILL	1	2.6 %
VARIOUS ORGANZATIONAL MEETINGS	1	2.6 %
WORD OF MOUTH	9	23.1 %
Total	39	100.0 %

Q11. From which of the following sources would you prefer to get information about the City of Wilmington?

Q11 From which sources would you prefer to get information	Number	Percent
1 = City newsletter	407	49.6 %
2 = Local newspapers	484	59.0 %
3 = Local radio	330	40.2 %
4 = Local television news	532	64.9 %
5 = City website	227	27.7 %
6 = City Cable channel	227	27.7 %
7 = Calling the City	106	12.9 %
8 = Other	34	4.1 %
9 = None Chosen	48	5.9 %
Total	2395	

Q11. From which of the following sources would you prefer to get information about the City of Wilmington? (Other Responses)

Q11 Other Responses	Number	Percent
ATTENDING COUNCIL MEETING	1	3.1 %
BILLBOARDS/POSTERS	1	3.1 %
CITY INFORMING ME BY CALLING	1	3.1 %
CLASSES	1	3.1 %
CREATE EMAIL NEWSLETTER	1	3.1 %
DIRECT MAIL	1	3.1 %
EMAIL	6	18.8 %
EMAIL MESSAGES	1	3.1 %
EMAIL NEWSLETTER	1	3.1 %
EMAIL NOTICE	1	3.1 %
FLYERS IN THE PAPER	1	3.1 %
FREE LEGALIZED CITY CHANNEL	1	3.1 %
FRIENDS/NEIGHBORS	1	3.1 %
LANING NEWS	1	3.1 %
LOCAL PRIVATE PUBS	1	3.1 %
MAILINGS TO ALL THAT APPLY	1	3.1 %
MEETINGS	1	3.1 %
MONTHLY NEWSLETTER TO RESD.	1	3.1 %
NEIGHBORHOOD MEETINGS	1	3.1 %
NEIGHBORS	1	3.1 %
PEOPLE THAT MAKE THE RULES	1	3.1 %
SATISFIED	1	3.1 %
SENIOR CENTER	1	3.1 %
SPECIAL MAILINGS OF INFO	1	3.1 %
TOWN MEETINGS	1	3.1 %
UTILITY BILL	1	3.1 %
WORD OF MOUTH	1	3.1 %
Total	32	100.0 %

Q12. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q12a Maintenance of major City streets	9.9%	29.1%	24.3%	29.9%	3.8%	3.0%
Q12b Maintenance of streets in YOUR neighborhood	8.4%	18.3%	20.5%	40.6%	9.0%	3.2%
Q12c How quickly street repairs are made	12.7%	27.9%	26.8%	20.4%	2.6%	9.7%
Q12d Condition of street signs and traffic signals	4.3%	7.1%	26.3%	50.4%	7.6%	4.4%
Q12e Timing of traffic signals in the City	15.6%	28.7%	23.2%	26.1%	3.3%	3.2%
Q12f Mowing and tree trimming along City streets and other public areas	6.3%	10.6%	28.7%	43.7%	6.8%	3.9%
Q12g Adequacy of City street lighting	5.7%	16.2%	28.9%	40.1%	6.1%	2.9%
Q12h Cleanliness of City streets and other public areas	6.0%	17.6%	32.1%	36.8%	5.0%	2.6%
Q12i Cleanliness of stormwater drains	8.2%	20.5%	30.4%	25.2%	3.4%	12.3%
Q12j Maintenance of City sidewalks in your neighborhood	10.5%	13.9%	23.2%	29.6%	7.1%	15.7%

EXCLUDING DON'T KNOWS

Q12. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q12a Maintenance of major City streets	10.2%	30.1%	25.0%	30.8%	3.9%
Q12b Maintenance of streets in YOUR neighborhood	8.7%	18.9%	21.2%	41.9%	9.3%
Q12c How quickly street repairs are made	14.1%	30.9%	29.6%	22.6%	2.8%
Q12d Condition of street signs and traffic signals	4.5%	7.4%	27.5%	52.7%	7.9%
Q12e Timing of traffic signals in the City	16.1%	29.6%	23.9%	27.0%	3.4%
Q12f Mowing and tree trimming along City streets and other public areas	6.6%	11.0%	29.8%	45.4%	7.1%
Q12g Adequacy of City street lighting	5.9%	16.7%	29.8%	41.3%	6.3%
Q12h Cleanliness of City streets and other public areas	6.1%	18.0%	32.9%	37.8%	5.1%
Q12i Cleanliness of stormwater drains	9.3%	23.4%	34.6%	28.8%	3.9%
Q12j Maintenance of City sidewalks in your neighborhood	12.4%	16.5%	27.5%	35.2%	8.4%

Q13. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q13 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	171	20.9 %
B=Maintenance of streets in YOUR neighborh...	57	7.0 %
C=How quickly street repairs are made	98	12.0 %
D=Condition of street signs and traffic signals	12	1.5 %
E=Timing of traffic signals in the City	163	19.9 %
F=Mowing and tree trimming along City street...	33	4.0 %
G=Adequacy of City street lighting	35	4.3 %
H=Cleanliness of City streets and other public ...	38	4.6 %
I=Cleanliness of stormwater drains	56	6.8 %
J=Maintenance of City sidewalks in your neigh...	37	4.5 %
<u>Z=None Chosen</u>	<u>120</u>	<u>14.6 %</u>
Total	820	100.0 %

<u>Q13 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	91	11.1 %
B=Maintenance of streets in YOUR neighborh...	51	6.2 %
C=How quickly street repairs are made	111	13.5 %
D=Condition of street signs and traffic signals	30	3.7 %
E=Timing of traffic signals in the City	100	12.2 %
F=Mowing and tree trimming along City street...	37	4.5 %
G=Adequacy of City street lighting	61	7.4 %
H=Cleanliness of City streets and other public ...	68	8.3 %
I=Cleanliness of stormwater drains	76	9.3 %
J=Maintenance of City sidewalks in your neigh...	45	5.5 %
<u>Z=None Chosen</u>	<u>150</u>	<u>18.3 %</u>
Total	820	100.0 %

Q13. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q13 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of major City streets	262	32.0 %
B = Maintenance of streets in YOUR neighborhood	108	13.2 %
C = How quickly street repairs are made	209	25.5 %
D = Condition of street signs and traffic signals	42	5.1 %
E = Timing of traffic signals in the City	263	32.1 %
F = Mowing and tree trimming along City streets a...	70	8.5 %
G = Adequacy of City street lighting	96	11.7 %
H = Cleanliness of City streets and other public areas	106	12.9 %
I = Cleanliness of stormwater drains	132	16.1 %
J = Maintenance of City sidewalks in your neighbo...	82	10.0 %
Z = None Chosen	120	14.6 %
Total	1490	

Q14. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q14a Enforcement of the clean up of junk and debris on private property	7.0%	21.6%	26.6%	25.9%	5.1%	13.9%
Q14b Enforcement of mowing and cutting of weeds and grass on private property	5.6%	17.3%	31.2%	26.3%	3.7%	15.9%
Q14c Enforcement of exterior maintenance of residential property	4.6%	15.5%	35.2%	24.6%	3.2%	16.8%
Q14d Enforcement of exterior maintenance of commercial/business property	3.7%	14.6%	34.9%	26.7%	3.8%	16.3%
Q14e Enforcement of sign regulations	3.9%	10.9%	31.5%	30.7%	4.5%	18.5%
Q14f City efforts to remove abandoned or inoperative vehicles	5.9%	13.5%	30.0%	26.5%	4.1%	20.0%

EXCLUDING DON'T KNOWS

Q14. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q14a Enforcement of the clean up of junk and debris on private property	8.1%	25.1%	30.9%	30.0%	5.9%
Q14b Enforcement of mowing and cutting of weeds and grass on private property	6.7%	20.6%	37.1%	31.3%	4.3%
Q14c Enforcement of exterior maintenance of residential property	5.6%	18.6%	42.4%	29.6%	3.8%
Q14d Enforcement of exterior maintenance of commercial/business property	4.4%	17.5%	41.7%	31.9%	4.5%
Q14e Enforcement of sign regulations	4.8%	13.3%	38.6%	37.7%	5.5%
Q14f City efforts to remove abandoned or inoperative vehicles	7.3%	16.9%	37.5%	33.1%	5.2%

Q15. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q15 1 st choice	Number	Percent
A=Enforcement of the clean up of junk and de...	279	34.0 %
B=Enforcement of mowing and cutting of wee...	68	8.3 %
C=Enforcement of exterior maintenance of resi...	57	7.0 %
D=Enforcement of exterior maintenance of co...	74	9.0 %
E=Enforcement of sign regulations	59	7.2 %
F=City efforts to remove abandoned or inoper...	62	7.6 %
Z=None Chosen	221	27.0 %
Total	820	100.0 %

Q15. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q15 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Enforcement of the clean up of junk and de...	79	9.6 %
B=Enforcement of mowing and cutting of wee...	114	13.9 %
C=Enforcement of exterior maintenance of resi...	78	9.5 %
D=Enforcement of exterior maintenance of co...	100	12.2 %
E=Enforcement of sign regulations	59	7.2 %
F=City efforts to remove abandoned or inoper...	125	15.2 %
Z=None Chosen	265	32.3 %
Total	820	100.0 %

Q15. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q15 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Enforcement of the clean up of junk and debris...	358	43.7 %
B = Enforcement of mowing and cutting of weeds ...	182	22.2 %
C = Enforcement of exterior maintenance of reside...	135	16.5 %
D = Enforcement of exterior maintenance of comm...	174	21.2 %
E = Enforcement of sign regulations	118	14.4 %
F = City efforts to remove abandoned or inoperati...	187	22.8 %
Z = None Chosen	221	27.0 %
Total	1375	

Q16. Have you contacted the City of Wilmington during the past year?

<u>Q16 Have you contacted the City of Wilmington during the past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	468	57.1 %
2=No	345	42.1 %
9=Don't remember	7	0.9 %
Total	820	100.0 %

IF YES to #16

Q16a. Which City Department did you contact most recently?

Q16a Which City Department did you contact most recently	Number	Percent
01=City Manager/City Council	29	6.2 %
02=Fire Department	11	2.4 %
03=Parks and Recreation	33	7.1 %
04=Planning	29	6.2 %
05=Police Department	73	15.6 %
06=Solid Waste	124	26.5 %
07=Water/Sewer Maintenance	40	8.5 %
08=Water and Sewer Billing	51	10.9 %
09=Street Maintenance	21	4.5 %
10=Code Enforcement	38	8.1 %
11=Other	19	4.1 %
Total	468	100.0 %

Q 16b-f. 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:

(N=468)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q16b How easy they were to contact	3.2%	11.3%	9.9%	47.5%	26.1%	1.9%
Q16c The way you were treated	3.0%	9.6%	10.0%	46.2%	28.6%	2.6%
Q16d The accuracy of the information and the assistance you were given	4.3%	12.8%	11.8%	42.4%	26.8%	1.9%
Q16e How quickly City staff responded to your request	9.2%	13.2%	10.7%	39.7%	24.1%	3.0%
Q16f How well your issue was handled	11.8%	11.5%	12.4%	37.0%	24.8%	2.6%

EXCLUDING DON'T KNOWS

Q 16b-f. 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:

(N=468)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q16b How easy they were to contact	3.3%	11.6%	10.0%	48.5%	26.6%
Q16c The way you were treated	3.1%	9.9%	10.3%	47.4%	29.4%
Q16d The accuracy of the information and the assistance you were given	4.4%	13.1%	12.0%	43.2%	27.3%
Q16e How quickly City staff responded to your request	9.5%	13.7%	11.0%	41.0%	24.9%
Q16f How well your issue was handled	12.1%	11.8%	12.7%	37.9%	25.4%

Q17. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q17a Residential trash collection services	1.5%	3.3%	8.5%	42.8%	37.2%	6.7%
Q17b Curbside recycling services	4.4%	4.6%	12.6%	36.8%	28.5%	13.0%
Q17c Bulky item pick up/removal services	3.0%	7.6%	13.3%	33.9%	28.0%	14.1%
Q17d Yard waste collection services	2.1%	4.5%	12.1%	40.0%	29.9%	11.5%
Q17e Drinking water services	2.7%	5.5%	18.2%	39.6%	23.4%	10.6%
Q17f Wastewater services	7.4%	15.5%	20.5%	31.8%	15.5%	9.3%

EXCLUDING DON'T KNOWS

Q17. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q17a Residential trash collection services	1.6%	3.5%	9.2%	45.9%	39.9%
Q17b Curbside recycling services	5.0%	5.3%	14.4%	42.4%	32.8%
Q17c Bulky item pick up/removal services	3.6%	8.8%	15.5%	39.5%	32.7%
Q17d Yard waste collection services	2.3%	5.1%	13.6%	45.2%	33.7%
Q17e Drinking water services	3.0%	6.1%	20.3%	44.3%	26.2%
Q17f Wastewater services	8.2%	17.1%	22.6%	35.1%	17.1%

Q18. 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.

(N=820)

	Yes 1	No 2	Don't Remember 9
Q18a Used public transportation services supported by the City	12.3%	85.2%	2.4%
Q18b Participated in recreation programs offered by the City	23.3%	72.9%	3.8%
Q18c Visited City recreation centers	44.3%	52.4%	3.3%
Q18d Visited a neighborhood or City park	77.0%	21.5%	1.6%
Q18e Used Fire services	8.9%	88.2%	2.9%
Q18f Called Code Enforcement	16.3%	81.0%	2.7%
Q18g Called or visited the Police Department	35.6%	62.1%	2.3%
Q18h Visited the City's website	42.0%	55.9%	2.2%
Q18i Read the City's newsletter	61.1%	35.4%	3.5%
Q18j Watch the City's cable television channel	64.5%	33.2%	2.3%
Q18k Used the City's website streaming video	6.3%	90.2%	3.4%

Q19. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q19a Adequacy of public parking in Downtown Wilmington	10.5%	25.6%	22.5%	28.3%	5.7%	7.3%
Q19b Availability of public transportation services in Wilmington	4.6%	10.2%	28.9%	25.2%	5.1%	25.9%
Q19c Ease of travel by car in the City	11.0%	25.6%	26.7%	28.5%	4.4%	3.8%
Q19d Ease of walking in the City	9.1%	18.2%	24.5%	32.9%	6.0%	9.3%
Q19e Ease of biking in the City	15.9%	21.2%	21.8%	11.7%	2.8%	26.6%
Q19f Opportunities to attend cultural activities in Wilmington	2.4%	5.1%	24.8%	42.1%	13.4%	12.2%
Q19g Availability of affordable housing in Wilmington	15.6%	22.0%	25.5%	13.9%	4.3%	18.8%

EXCLUDING DON'T KNOWS

Q19. 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:

(N=820)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q19a Adequacy of public parking in Downtown Wilmington	11.3%	27.7%	24.2%	30.6%	6.2%
Q19b Availability of public transportation services in Wilmington	6.3%	13.8%	39.0%	34.0%	6.9%
Q19c Ease of travel by car in the City	11.4%	26.6%	27.8%	29.7%	4.6%
Q19d Ease of walking in the City	10.1%	20.0%	27.0%	36.3%	6.6%
Q19e Ease of biking in the City	21.6%	28.9%	29.7%	15.9%	3.8%
Q19f Opportunities to attend cultural activities in Wilmington	2.8%	5.8%	28.2%	47.9%	15.3%
Q19g Availability of affordable housing in Wilmington	19.2%	27.0%	31.4%	17.1%	5.3%

Q20. Capital Improvement Priorities. Several major investments that are being 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 indicate how important you think it is for the city to invest in the following projects:

(N=820)

	Not Important at All 1	Not Very Important 2	Important 3	Very Important 4	Extremely Important 5	Don't Know 9
Q20a Repairs to major city streets	0.5%	2.1%	19.8%	32.1%	41.8%	3.8%
Q20b Improvements to Public Buildings and Facilities	2.7%	11.6%	38.0%	26.2%	14.1%	7.3%
Q20c More walking and biking trails	3.3%	14.1%	28.8%	22.9%	22.7%	8.2%
Q20d Improvements to city parks	2.2%	9.4%	39.8%	26.2%	14.1%	8.3%
Q20e Stormwater improvements	0.4%	3.0%	21.0%	32.2%	35.2%	8.2%
Q20f Sewer Improvements-NEI	0.7%	2.3%	11.8%	25.2%	52.4%	7.4%
Q20g Sewer Improvements in Downtown	0.9%	2.8%	16.6%	25.2%	38.3%	16.2%

EXCLUDING DON'T KNOWS

Q20. Capital Improvement Priorities. Several major investments that are being 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 indicate how important you think it is for the city to invest in the following projects:

(N=820)

	Not Important at All 1	Not Very Important 2	Important 3	Very Important 4	Extremely Important 5
Q20a Repairs to major city streets	0.5%	2.2%	20.5%	33.3%	43.5%
Q20b Improvements to Public Buildings and Facilities	2.9%	12.5%	41.1%	28.3%	15.3%
Q20c More walking and biking trails	3.6%	15.4%	31.3%	25.0%	24.7%
Q20d Improvements to city parks	2.4%	10.2%	43.4%	28.6%	15.4%
Q20e Stormwater improvements	0.4%	3.3%	22.8%	35.1%	38.4%
Q20f Sewer Improvements-NEI	0.8%	2.5%	12.8%	27.3%	56.7%
Q20g Sewer Improvements in Downtown	1.0%	3.3%	19.8%	30.1%	45.7%

Q20. Capital Improvement Priorities. Several major investments that are being 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 indicate how important you think it is for the city to invest in the following projects: (Other Responses)

Q20h Other Responses	Number	Percent
ADD GREENSPACE	1	1.2 %
AFFORDABLE HOUSING	3	3.7 %
ALLENS LANE PAVED	1	1.2 %
ATTRACT ADDL BUSINES	1	1.2 %
BUILDING SIDEWALKS	1	1.2 %
BURY CABLE/TELE LINE	1	1.2 %
BUS RT/TIME-LESS	1	1.2 %
CITY BUS SERVICE	1	1.2 %
CITY EMPLOYEE PAY	1	1.2 %
CITY TRANSPORTATION	1	1.2 %
CONTROL DEVELOPMENT	1	1.2 %
CONTROL GROWTH	1	1.2 %
CONVENTION CENTER	11	13.6 %
CONVENTION CTR LOCAT	1	1.2 %
CRIME	2	2.5 %
DOG PARK	1	1.2 %
ENCLOSE DITCHES	1	1.2 %
ENFORCEMENT NOISE OR	1	1.2 %
FREE PRGMS FOR KIDS	1	1.2 %
FUTURE SEWER CAPACIT	1	1.2 %
GREEN BUILDING	1	1.2 %
GROWTH TOO FAST	1	1.2 %
HIGHER PAYING JOBS	1	1.2 %
IMPROVE HISTORIC DIS	1	1.2 %
INDOOR POOL	1	1.2 %
LITTER REMOVAL	1	1.2 %
LOWER TAXES	1	1.2 %
MID INCOME HOUSING	1	1.2 %
MILTI PURPOSE TRAILS	1	1.2 %
MORE BIKE-WALK TRLS	1	1.2 %
MORE RECYCLING	1	1.2 %
MORE SIDEWALKS	1	1.2 %
MOVE PROJECT HOUSING	1	1.2 %
NEED SAFE BIKING PL	1	1.2 %
NEIGHBORHOOD SEWER	1	1.2 %
NO H2O SEWER COMMSN	1	1.2 %
PLANNING	1	1.2 %

Q20. Capital Improvement Priorities. Several major investments that are being 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 indicate how important you think it is for the city to invest in the following projects: (Other Responses)

<u>Q20h Other Responses</u>	<u>Number</u>	<u>Percent</u>
POT HOLES	1	1.2 %
PUBLIC TRANS	2	2.5 %
RECYCLE PLASTICS	1	1.2 %
RECYCLING	1	1.2 %
RED LIGHT PROGRAM	1	1.2 %
REPAIR 2NDARY STS	1	1.2 %
RESIDENTIAL ST UPKEE	1	1.2 %
SACE THE TREES	1	1.2 %
SCHOOLS	1	1.2 %
SIDEWALKS	2	2.5 %
SLOW DOWN DEVELOPMEN	1	1.2 %
STOP CONVENTION CTR	1	1.2 %
STOP CRIME	1	1.2 %
STOP DRIVERS ON CELL	1	1.2 %
SUPPORT ARTS PROGRAM	1	1.2 %
TRAFFIC	2	2.5 %
TRAFFIC CONTROL	2	2.5 %
TRAFFIC FLOW	1	1.2 %
TRAFFIC FLOW, TIMING	1	1.2 %
TRAFFIC LAW ENFORCMT	1	1.2 %
TRAFFIC LIGHTS	1	1.2 %
TRAFFIC PATTERNS	1	1.2 %
TRAFFIC SIGNALS	1	1.2 %
TRASH DISPOSAL TIMES	1	1.2 %
TRASH REMOVAL	1	1.2 %
TURN LANES UNSAFE	1	1.2 %
ZOWNTOWN URINE SMELL	1	1.2 %
Total	81	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q21. Which TWO of the capital improvements listed above would you be most willing to pay an increase in taxes to support? Circle "NONE" if you would not be willing to support an increase to fund any of the projects listed.

Q21 1 st Choice	Number	Percent
A=Repairs to major city streets	168	20.5 %
B=Improvements to Public Buildings and Facil...	29	3.5 %
C=More walking and biking trails	64	7.8 %
D=Improvements to city parks	16	2.0 %
E=Stormwater improvements	52	6.3 %
F=Sewer Improvements-NEI	162	19.8 %
G=Sewer Improvements in Downtown	13	1.6 %
H=Other	34	4.1 %
Z=None Chosen	282	34.4 %
Total	820	100.0 %

Q21 2 nd choice	Number	Percent
A=Repairs to major city streets	58	7.1 %
B=Improvements to Public Buildings and Facil...	41	5.0 %
C=More walking and biking trails	66	8.0 %
D=Improvements to city parks	52	6.3 %
E=Stormwater improvements	77	9.4 %
F=Sewer Improvements-NEI	100	12.2 %
G=Sewer Improvements in Downtown	78	9.5 %
H=Other	17	2.1 %
Z=None Chosen	331	40.4 %
Total	820	100.0 %

Q21. Which TWO of the capital improvements listed above would you be most willing to pay an increase in taxes to support? Circle "NONE" if you would not be willing to support an increase to fund any of the projects listed.

Q21 Sum of Top 2 Choices	Number	Percent
A = Repairs to major city streets	226	27.6 %
B = Improvements to Public Buildings and Facilities	70	8.5 %
C = More walking and biking trails	130	15.9 %
D = Improvements to city parks	68	8.3 %
E = Stormwater improvements	129	15.7 %
F = Sewer Improvements-NEI	262	32.0 %
G = Sewer Improvements in Downtown	91	11.1 %
H = Other	51	6.2 %
Z = None Chosen	282	34.4 %
Total	1309	

Q22. Have you seen any media stories in the newspaper, radio, or television about wastewater (sewer) service in the City of Wilmington during the past year?

Q22 Have you seen media stories about wastewater service	Number	Percent
1=Yes	704	85.9 %
2=No	109	13.3 %
9=Don't remember	7	0.9 %
Total	820	100.0 %

IF YES to #22

Q 22a. Have these stories had a positive or negative impact on your perception of the quality of wastewater services in the City?

Q 22a Have these stories had a positive or negative impact	Number	Percent
1=Positive impact	135	19.2 %
2=Negative impact	456	64.8 %
3=No Impact	109	15.5 %
9=Don't know	4	0.6 %
Total	704	100.0 %

Q23. 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:

(N=820)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q23a As a place to live	1.8%	4.4%	9.4%	53.9%	29.8%	0.7%
Q23b As a place to raise children	3.2%	7.7%	15.7%	45.9%	20.4%	7.2%
Q23c As a place to work or build a business	4.6%	13.5%	23.2%	37.0%	15.7%	6.0%
Q23d As a place to retire	2.9%	6.2%	13.4%	43.0%	31.1%	3.3%
Q23e As a place to visit	1.3%	2.8%	7.4%	41.1%	45.2%	2.1%

EXCLUDING DON'T KNOWS

Q23. 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:

(N=820)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q23a As a place to live	1.8%	4.4%	9.5%	54.3%	30.0%
Q23b As a place to raise children	3.4%	8.3%	17.0%	49.4%	21.9%
Q23c As a place to work or build a business	4.9%	14.4%	24.6%	39.3%	16.7%
Q23d As a place to retire	3.0%	6.4%	13.9%	44.5%	32.2%
Q23e As a place to visit	1.4%	2.9%	7.6%	42.0%	46.2%

Q24. Approximately how many years have you lived in Wilmington?

Q24 How many years have you lived in Wilmington	Number	Percent
1=Less than 5 years	113	13.8 %
2=5-10 years	121	14.8 %
3=11-20 years	181	22.1 %
4=More than 20 years	401	48.9 %
9=Not Provided	4	0.5 %
Total	820	100.0 %

Q 25. What is your age?

Q25 What is your age	Number	Percent
18-34 years	140	14.0 %
35-44 years	162	19.8 %
45-54 years	163	19.9 %
55-64 years	175	21.3 %
65-74 years	98	12.0 %
75+ years	82	10.0 %
Total	820	100.0 %

Q26. Have you been a victim of a crime in the City of Wilmington during the past year?

Q26 Have you been a victim of a crime in the City of Wilmington	Number	Percent
1=Yes	125	15.2 %
2=No	692	84.4 %
9=Not Provided	3	0.4 %
Total	820	100.0 %

Q27. What is your gender?

<u>Q27 What is your gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	415	50.6 %
2=Female	405	49.4 %
Total	820	100.0 %

Q28. Have you visited Downtown Wilmington during the past year?

<u>Q28 Have you visited Downtown Wilmington during the past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	741	90.4 %
2=No	73	8.9 %
9=Don't remember	6	0.7 %
Total	820	100.0 %

Q 29. Which of the following best describes your race/ethnicity?

<u>Q 29 Which of the following best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1 = Asian/Pacific Islander	19	2.3 %
2 = White	615	75.0 %
3 = American Indian/Eskimo	13	1.6 %
4 = Black/African American	170	20.7 %
5 = Hispanic/Latino/Spanish	8	1.0 %
6 = Other	3	0.4 %
9 = Not Provided	8	1.0 %
Total	836	

Q30. Would you say your total annual household income is:

Q30 Would you say your total annual household income is	Number	Percent
1=Under \$30,000	182	22.2 %
2=\$30,000 to \$59,999	201	24.5 %
3=\$60,000 to \$99,999	204	24.9 %
4=\$100,000 or more	171	20.9 %
9=Not Provided	62	7.6 %
Total	820	100.0 %

Q31. What is your home zip code?

Q31 Zip Code	Number	Percent
28401	160	19.5 %
28402	2	0.2 %
28403	294	35.9 %
28405	113	13.8 %
28409	142	17.3 %
28411	1	0.1 %
28412	107	13.1 %
Total	819	100.0 %

Q31. What is your home zip code?

ZIP Code	Number	Percent
28401	163	19.9 %
28412	106	12.9 %
28409	140	17.1 %
28403	297	36.2 %
28405	112	13.7 %
Other	2	0.2 %
Total	820	100.0 %

Section 5:
Survey Instrument

2007 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 Suzanne E. Rogers at 910-341-5883.**



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 "very dissatisfied."

How satisfied are you with:		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 fire services	5	4	3	2	1	9
C.	Overall quality of the City's parks and recreation programs and facilities	5	4	3	2	1	9
D.	Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
E.	Overall quality of City water and wastewater (sewer) utilities	5	4	3	2	1	9
F.	Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9
G.	Overall quality of customer service provided by City employees	5	4	3	2	1	9
H.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
I.	Overall management of traffic flow on City streets	5	4	3	2	1	9
J.	Overall management of stormwater runoff by the City	5	4	3	2	1	9
K.	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 should receive the most emphasis from City leaders over the next two years? [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."

How Satisfied are you with:		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. Quality of local fire protection services	5	4	3	2	1	9
F. Fire prevention and education programs provided by the City	5	4	3	2	1	9
G. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

5. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years? [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 Downtown Wilmington during the day	5	4	3	2	1	9
B. In Downtown Wilmington at night.	5	4	3	2	1	9
C. In City parks	5	4	3	2	1	9
D. In your neighborhood during the day	5	4	3	2	1	9
E. 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 should receive the most emphasis from City leaders over the next two years? [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:

How Satisfied are you with:		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 | ____ (5) City website |
| ____ (2) Local newspapers | ____ (6) City Cable channel |
| ____ (3) Local radio | ____ (7) Calling the City |
| ____ (4) Local television news | ____ (8) Other: _____ |

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 | ____ (5) City website |
| ____ (2) Local newspapers | ____ (6) City Cable channel |
| ____ (3) Local radio | ____ (7) Calling the City |
| ____ (4) Local television news | ____ (8) Other: _____ |

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:

How Satisfied are you with:		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 streets 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 should receive the most emphasis from City leaders over the next two years? [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 clean up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing and cutting of weeds and 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 should receive the most emphasis from City leaders over the next two years? [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) Water/Sewer Maintenance |
| ___(02) Fire Department | ___(08) Water and Sewer Billing |
| ___(03) Parks and Recreation | ___(08) Street Maintenance |
| ___(04) Planning | ___(09) Code Enforcement |
| ___(05) Police Department | ___(10) 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 (garbage) 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
E.	Drinking water services	5	4	3	2	1	9
F.	Wastewater (sewer) services	5	4	3	2	1	9