

City of Wilmington 2017 Community Survey

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Findings Report

Submitted to the City of Wilmington, North Carolina

by:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas
66061

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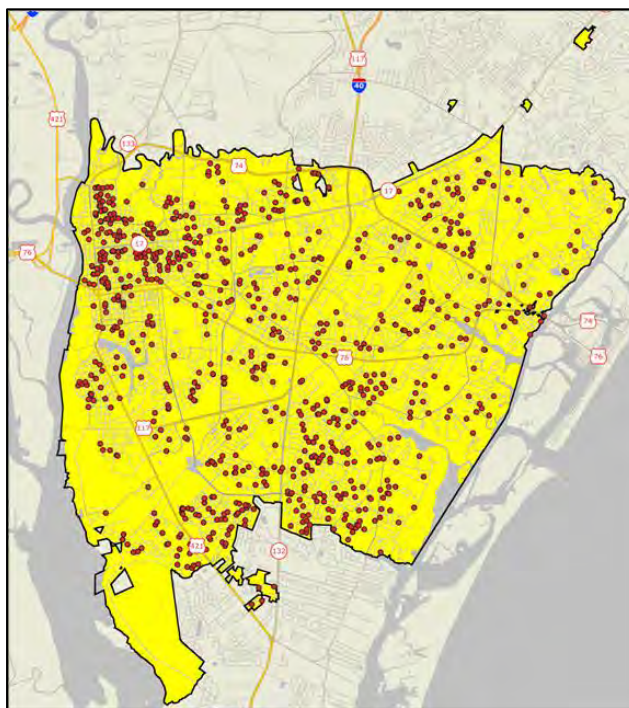
2017 Wilmington Community Survey Executive Summary Report

OVERVIEW AND METHODOLOGY

During the spring of 2017, 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. This was the fourth community survey administered by the City of Wilmington; previous surveys were administered in 2007, 2010, 2012, and 2015.

The survey was mailed to a random sample of 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. A total of 866 households completed the survey. The results for the random sample of 866 households have a 95% level of confidence with a precision of at least +/- 3.3%.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



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
- benchmarking analysis
- Importance-Satisfaction analysis
- tabular data
- a copy of the survey instrument

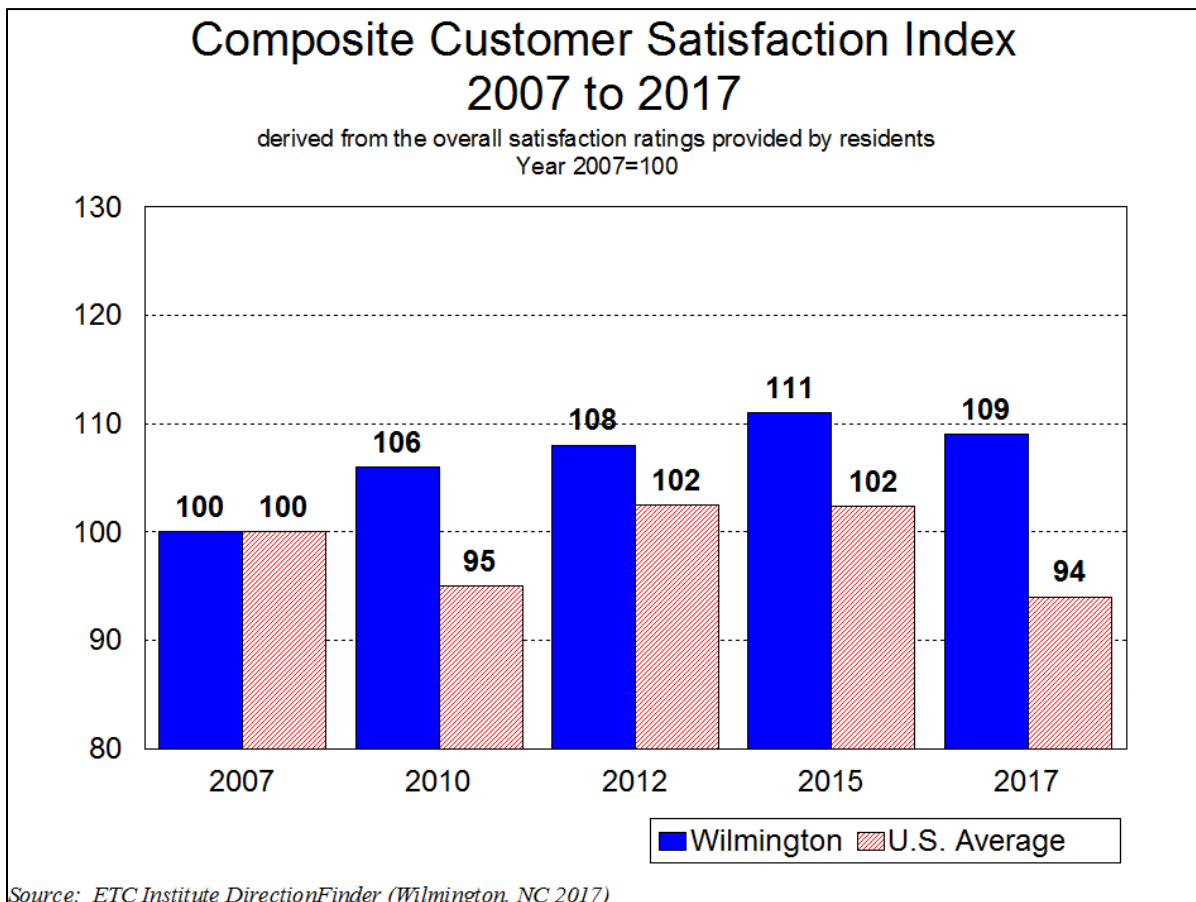
* *GIS maps that show the results of selected questions on the survey are published separately as Appendix A.*

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 (Section 4). 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.*”

Composite Customer Satisfaction Index

The Composite Satisfaction Index for the City of Wilmington decreased 2 points from 2015 to 2017. However, the rating for Wilmington is 15 points higher than the U.S. average. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100. The chart below shows how the Composite Satisfaction Index for the City of Wilmington and for the U.S. average has changed since 2007. National concerns about the economy, public safety, and issues related to the recent Presidential election may have contributed to decreases in satisfaction with government during the past two years.



MAJOR FINDINGS

Overall Satisfaction with City Services

- Sixty-three percent (63%) of the residents surveyed *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services provided by the City; 27% were neutral and 10% were dissatisfied.
- 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 (85%), the quality of trash, yard, recycling and yard waste collection services (79%), the quality of City parks and recreation programs and facilities (71%), and the quality of police services (69%). Residents were generally less satisfied with the maintenance of City streets and sidewalks (33%) and the management of traffic flow on City streets (23%).

Public Safety. The public safety services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the City’s efforts to prevent fires (64%), how quickly police respond to emergencies (62%), and the enforcement of fire codes (59%). Residents were least satisfied with the frequency that police patrol neighborhoods (39%).

Perceptions of Safety. 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 (88%), in the downtown business district during the day (85%) and in shopping areas (74%).

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: the maintenance and appearance of City parks (79%), the number of City parks (65%), walking trails in the City (60%), and biking trails in the City (56%). Residents were least satisfied with City swimming pools (30%).

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: usefulness of information on the City’s website (46%) and City efforts to keep residents informed (46%). Residents were least satisfied with the level of public involvement in decision-making (25%).

When asked where residents received information about the City, the top three sources were: (1) the local television news, (2) the City newsletter and (3) local radio. These were also the top three sources where residents indicated they would prefer to get information about the City.

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 (63%), maintenance of city buildings (57%) and mowing and tree trimming along City streets and other public areas (53%). Residents were least satisfied with how quickly street repairs are made (22%).

Code Enforcement. 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 (40%) and City efforts to removal inoperable vehicles (39%). Residents were least satisfied with the enforcement of exterior maintenance of residential property (34%).

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: how easy City employees were to contact (77%) and the way residents were treated (75%).

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 (90%) and curbside recycling services (84%).

Transportation/Other Issues. The highest levels of satisfaction with the transportation/ other issues rated, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: opportunities to attend cultural activities (62%) and ease of walking in the City (54%). Residents were least satisfied with the availability of affordable housing (29%).

Capital Improvement Priorities. Residents were asked to rate how important they felt it was for the City to invest in various capital improvement priorities. Residents felt it was most important, based upon the combined percentage of “extremely important” and “very important” responses to make transportation network improvements (83%). Residents also felt it was important to make upgrades to public facilities (64%) and make police and fire facility improvements (62%).

Overall Ratings of the City. Most of the residents surveyed *who had an opinion* felt the City was an “excellent” or “good” place to visit (89%) and to live (83%).

TRENDS

Significant Changes From 2015

The results for the City of Wilmington improved or stayed the same in 29 of the 80 areas that were assessed in both 2015 and 2017, 6 of which were significant increases (increase of 4% or more). The significant improvements in satisfaction from 2015 include: feeling of safety in the downtown business district at night (+14%), feeling of safety in the downtown business district during the day (+5%), feeling of safety in City parks (+5%), City efforts to prevent crimes (+5%), overall quality of police services (+4%), and mowing and trimming along City streets and public areas (+4%).

There were 21 areas with significant decreases in satisfaction from 2015. They include: City golf course (-13%), enforcement of fire codes (-8%), quality of outdoor athletic facilities (-8%), ease of travel by car in the City (-7%), City swimming pools (-7%), management of traffic flow on City streets (-6%), availability of public transit services (-6%), City efforts to prevent fires (-5%), City efforts to keep residents informed (-5%), quality of recreation programs and classes (-5%), variety of City recreation programs and classes (-5%), enforcement of local traffic laws (-4%), availability of information about City programs and services (-4%), quality of the City's cable television channel (-4%), level of public involvement in decision-making (-4%), curbside recycling services (-4%), yard waste collection services (-4%), how residents were treated by City employees (-4%), how quickly City employees responded to requests (-4%), quality of parks and recreation programs and facilities (-4%), and ratings of the City as a place to retire (-4%).

Long-Term Trends. The significant increases and decreases among all of the items that were assessed from 2007 to 2017 are listed below; changes of 4% or more were considered significant.

The significant long-term increases from 2007 to 2017 are listed below:

- Biking trails in the City (+27%)
- Walking trails in the City (+20%)
- Feeling of safety in City parks (+14%)
- Management of stormwater runoff by the City (+13%)
- Feeling of safety in downtown business district at night (+13%)
- Ease of walking in the City (+11%)
- Ease of biking in the City (+11%)
- Ease of travel by car in the City (+9%)
- Cleanliness of stormwater drains (+9%)
- Appearance of the City (+9%)
- How well the City is planning growth (+9%)
- Curbside recycling services (+8%)
- Number of City parks (+8%)

- Availability of affordable housing (+7%)
- City efforts to prevent crimes (+7%)
- Cleanliness of City streets and public areas (+6%)
- Timing of traffic signals in the City (+6%)
- Quality of parks and recreation programs and facilities (+6%)
- Effectiveness of City communication with the public (+6%)
- Enforcement of City codes and ordinances (+6%)
- Quality of services provided by the City (+5%)
- Maintenance of major City streets (+5%)
- Value received for City taxes and fees (+5%)
- Quality of trash/recycling/yard waste collection (+5%)
- Management of traffic flow on City streets (+4%)
- Residential trash collection services (+4%)
- Level of public involvement in decision-making (+4%)
- Maintenance and appearance of City parks (+4%)
- City recreation centers (+4%)
- How quickly police personnel respond (+4%)
- Quality of life in the City (+4%)

The significant long-term decreases from 2007 to 2017 are listed below:

- Quality of the City's cable television channel (-10%)
- City golf course (-9%)
- Availability of public transit services (-7%)
- Quality of City recreation programs and classes (-7%)
- Variety of City recreation programs and classes (-7%)
- Availability of job opportunities (-7%)
- Availability of information about City services and programs (-4%)
- City swimming pools (-4%)

OVERALL PRIORITIES FOR IMPROVEMENT

In order to help the City identify opportunities for improvement, ETC Institute conducted Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Management of traffic flow on City streets
 - Maintenance of City streets and sidewalks
 - Overall quality of police services

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** City efforts to prevent crimes, how quickly police respond to emergencies, and frequency that police patrol neighborhoods

 - **Parks and Recreation:** maintenance and appearance of City parks

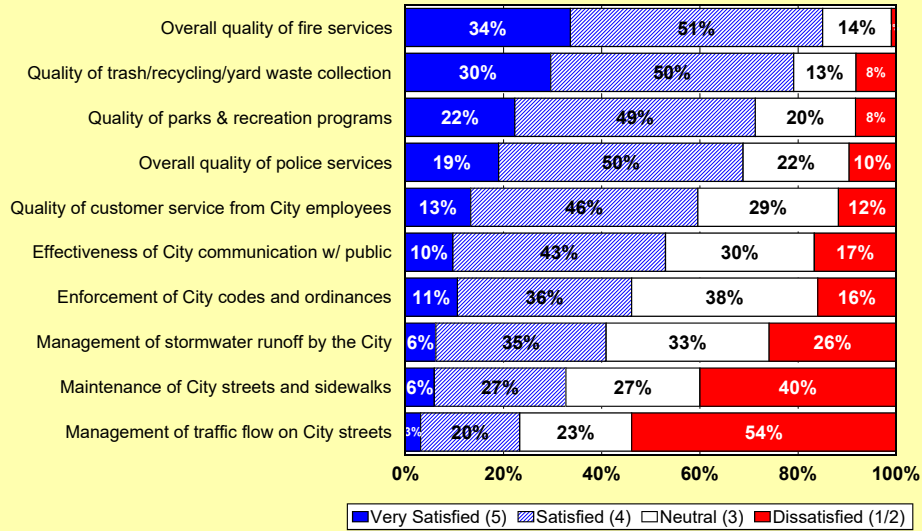
 - **Maintenance:** maintenance of major City streets and how quickly street repairs are made

 - **Code Enforcement:** enforcing cleanup of debris on private property

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

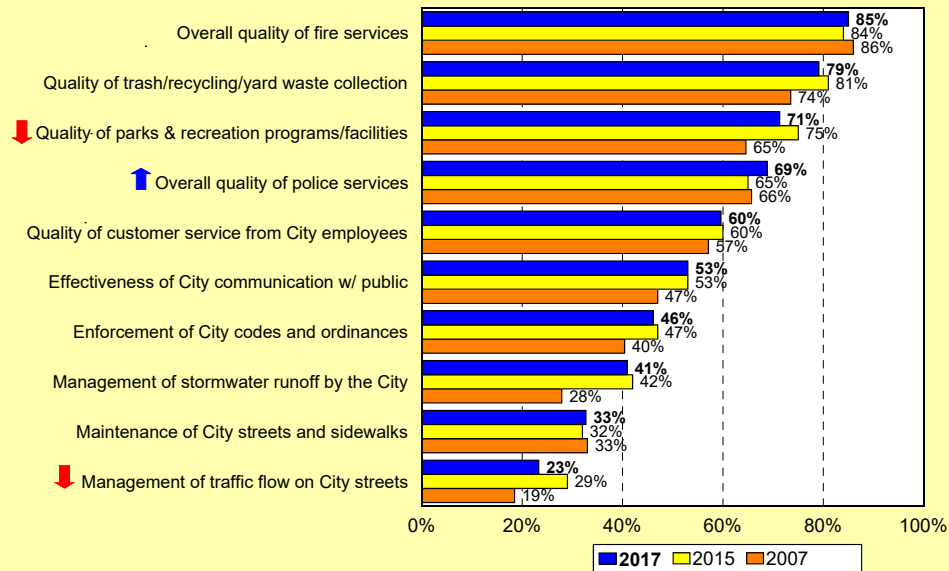
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Overall Satisfaction With City Services by Major Category (2007, 2015 & 2017)

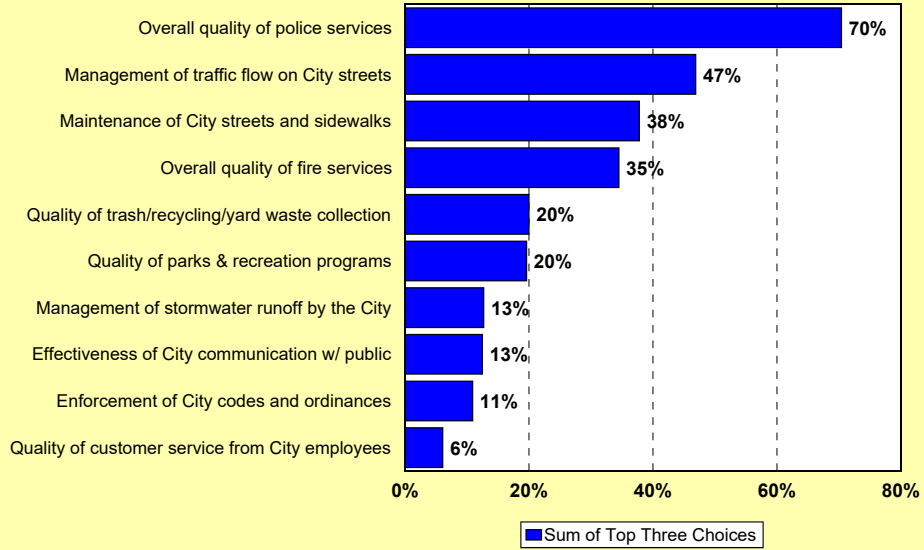
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q2. City Services That Are Most Important to Residents by Major Category

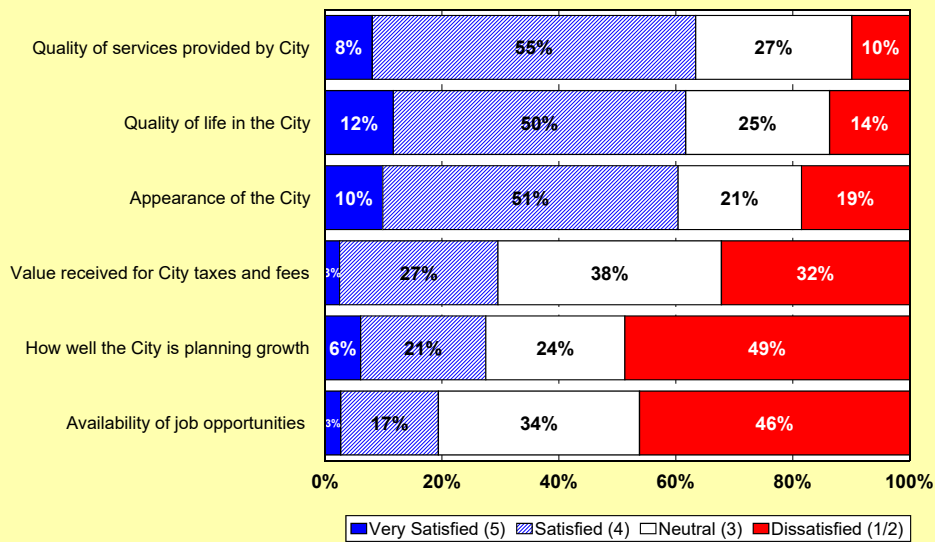
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

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

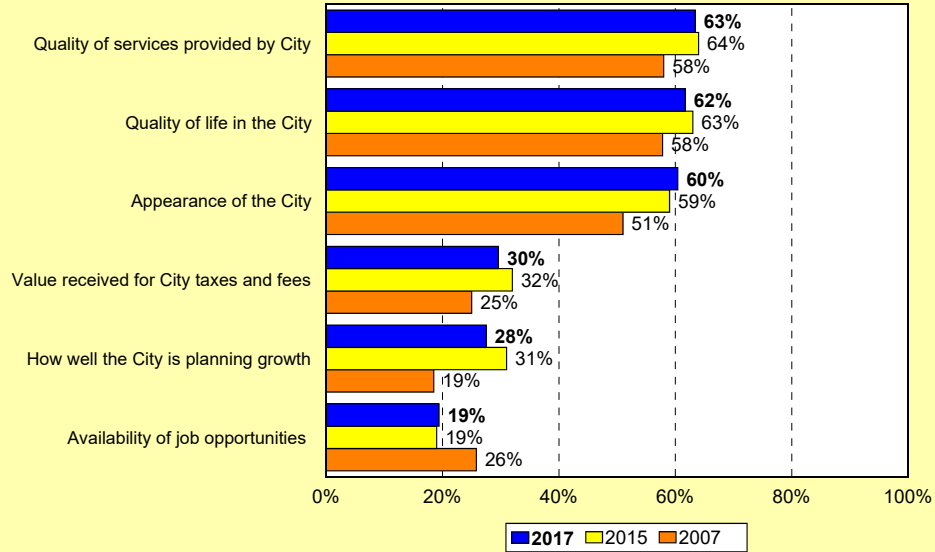
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Satisfaction With Items That Influence the Perception Residents Have (2007, 2015 & 2017)

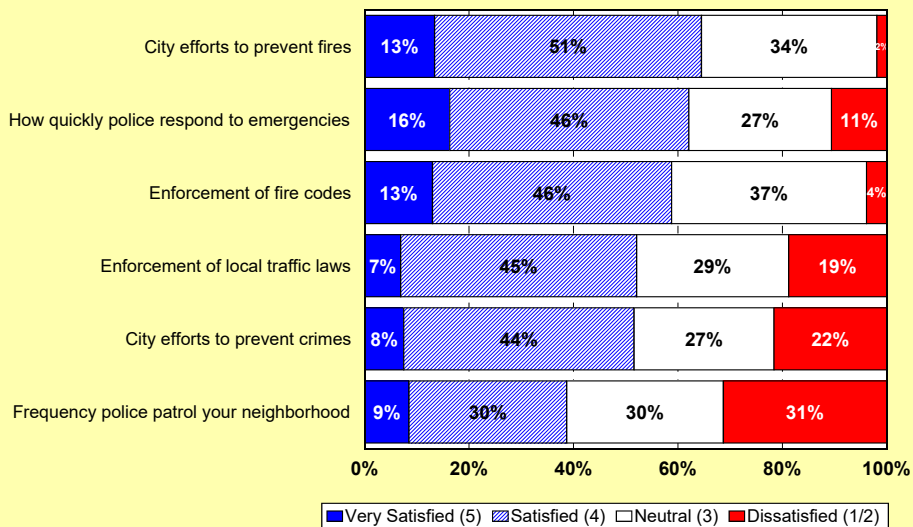
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



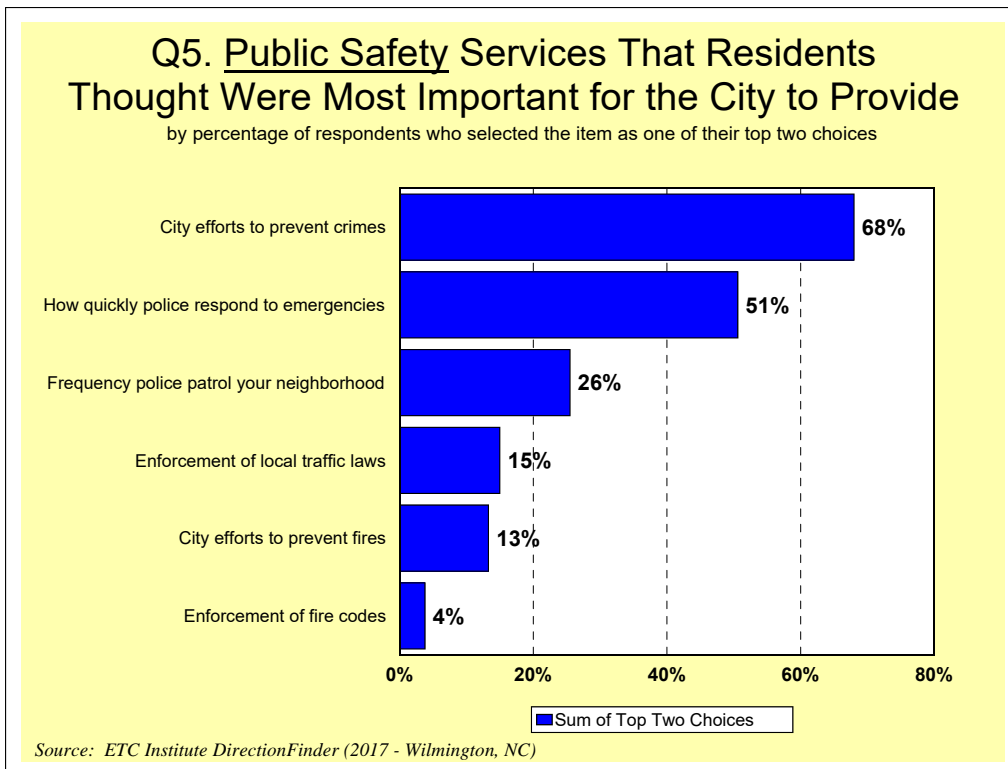
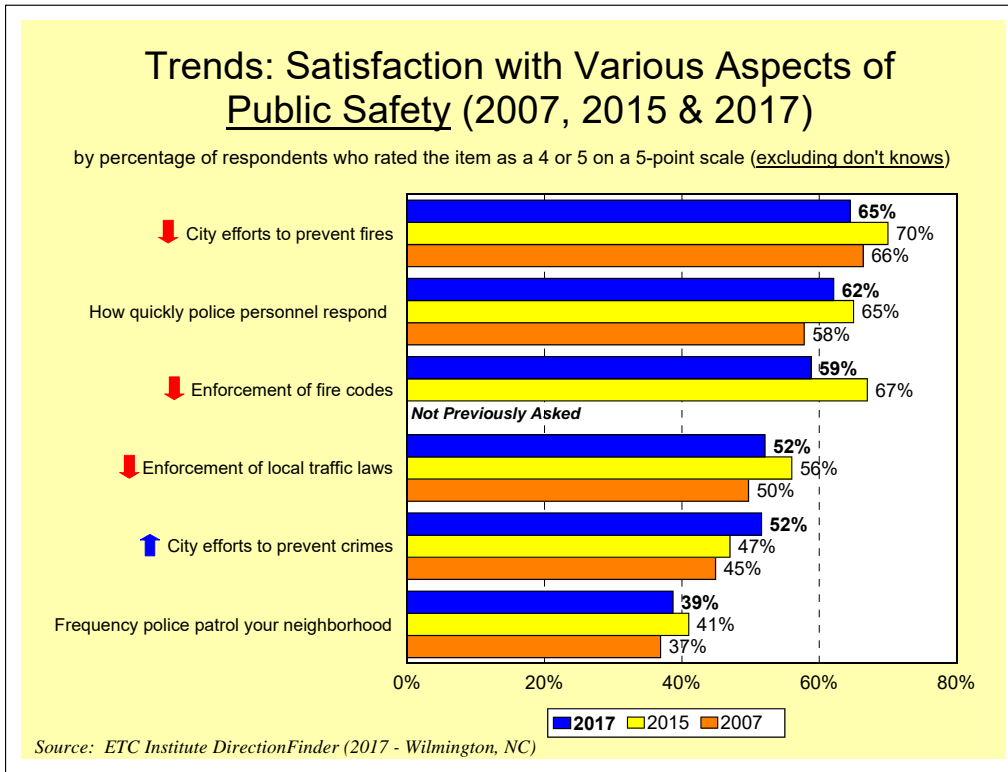
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

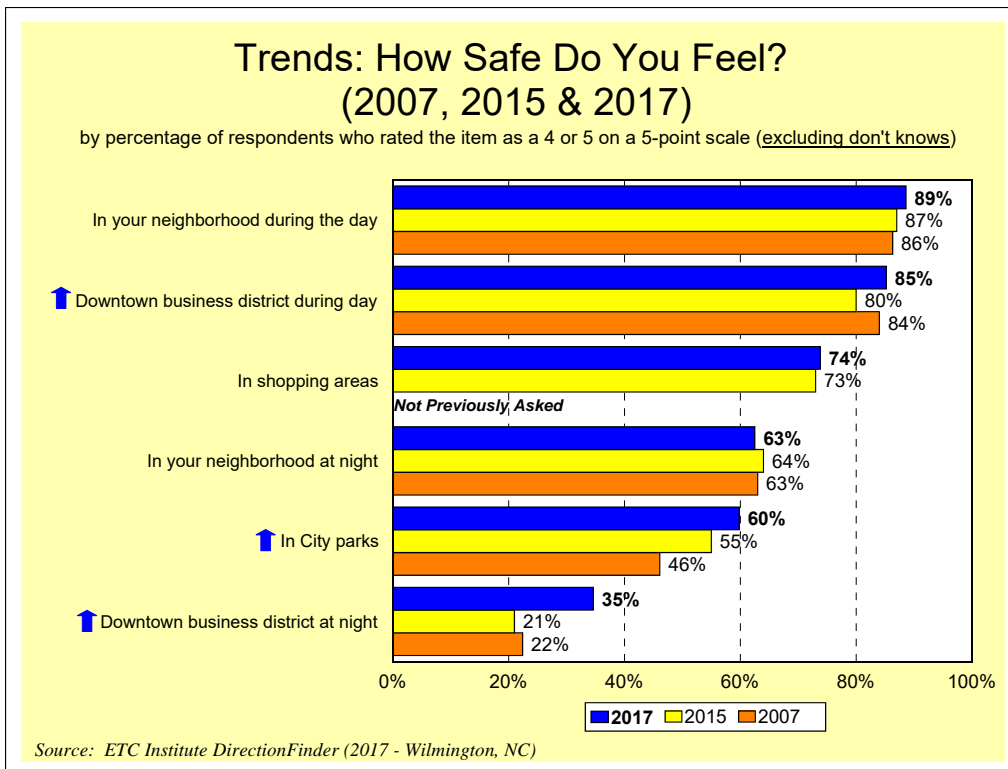
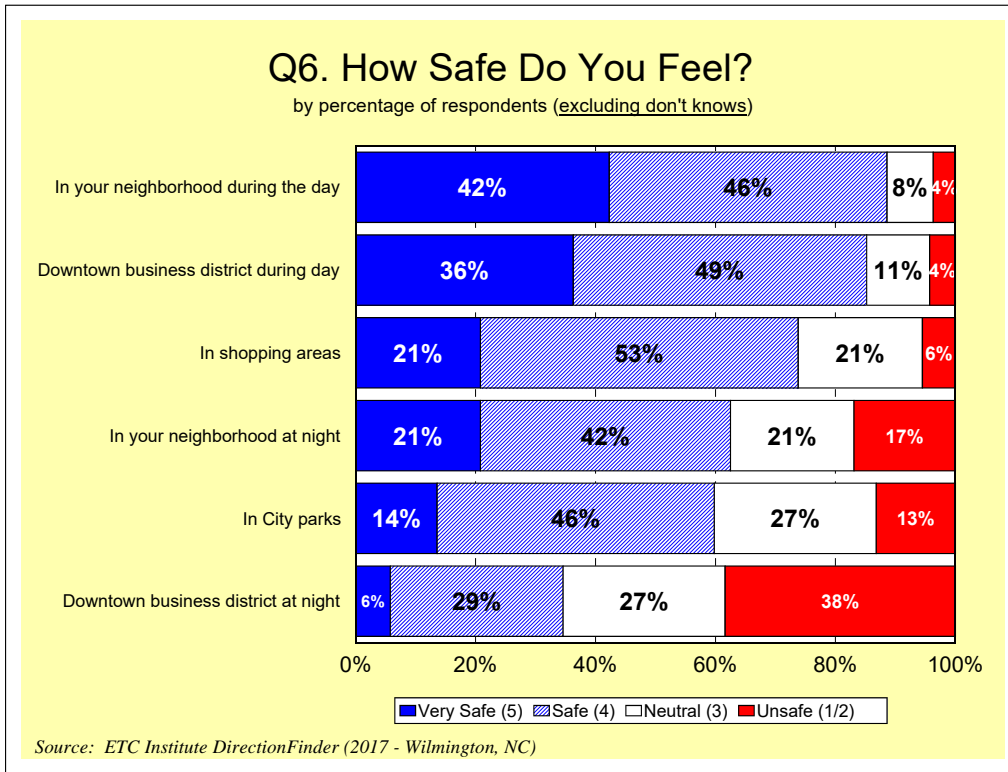
Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)



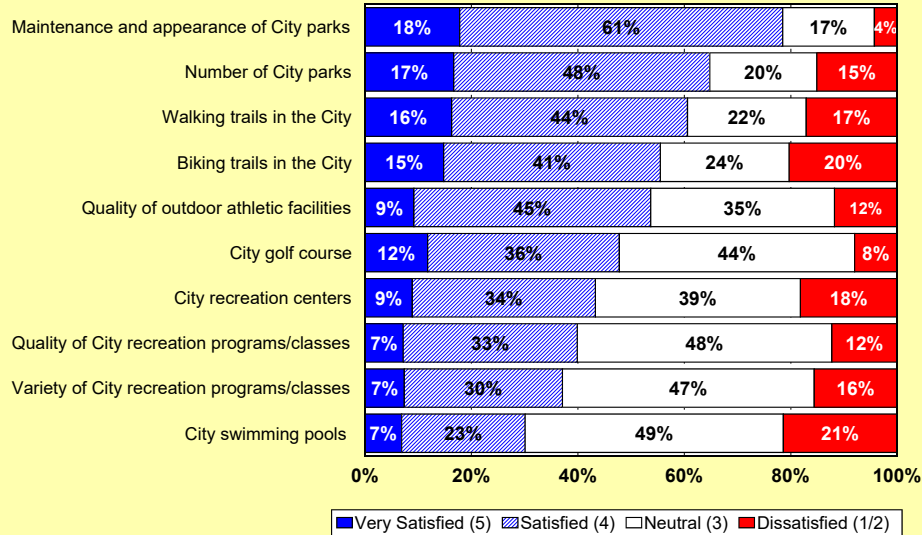
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)





Q7. Satisfaction with Various Aspects of Parks and Recreation

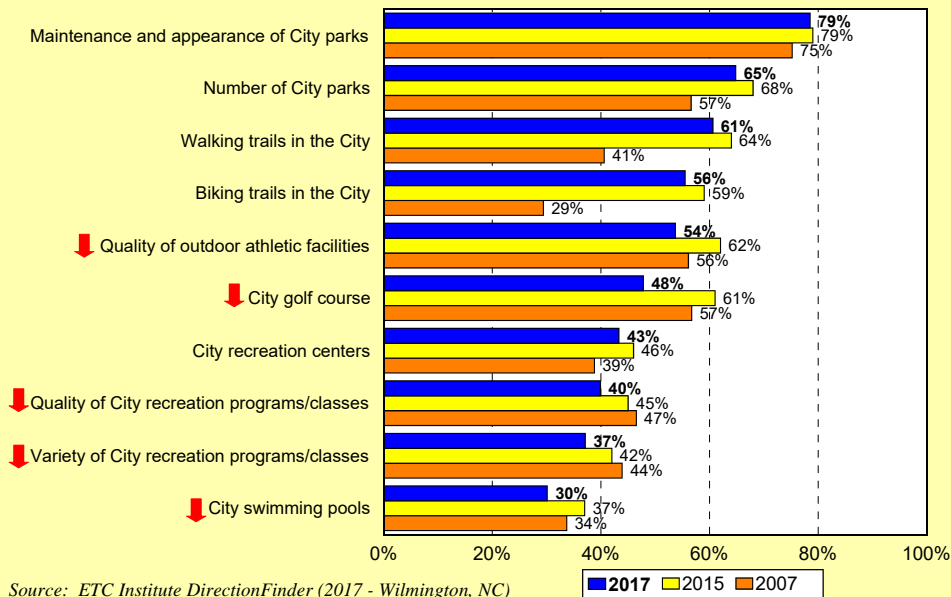
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Satisfaction with Various Aspects of Parks and Recreation (2007, 2015 & 2017)

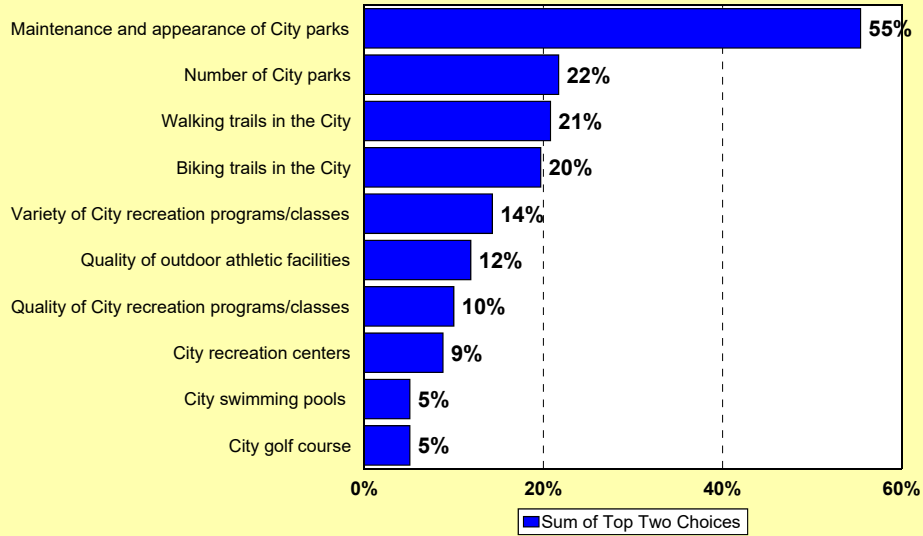
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q8. Parks and Recreation Services That Residents Thought Were Most Important for the City to Provide

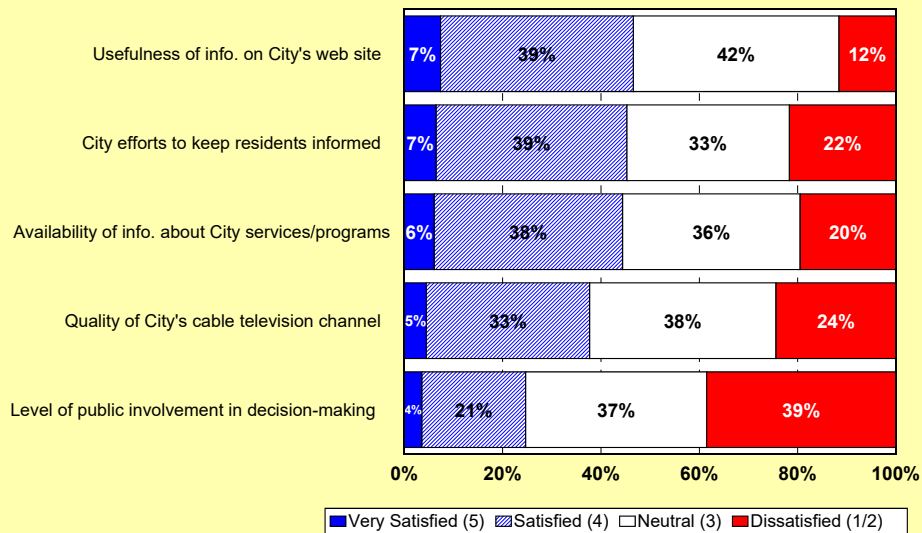
by percentage of respondents who selected the item as one of their top two choices



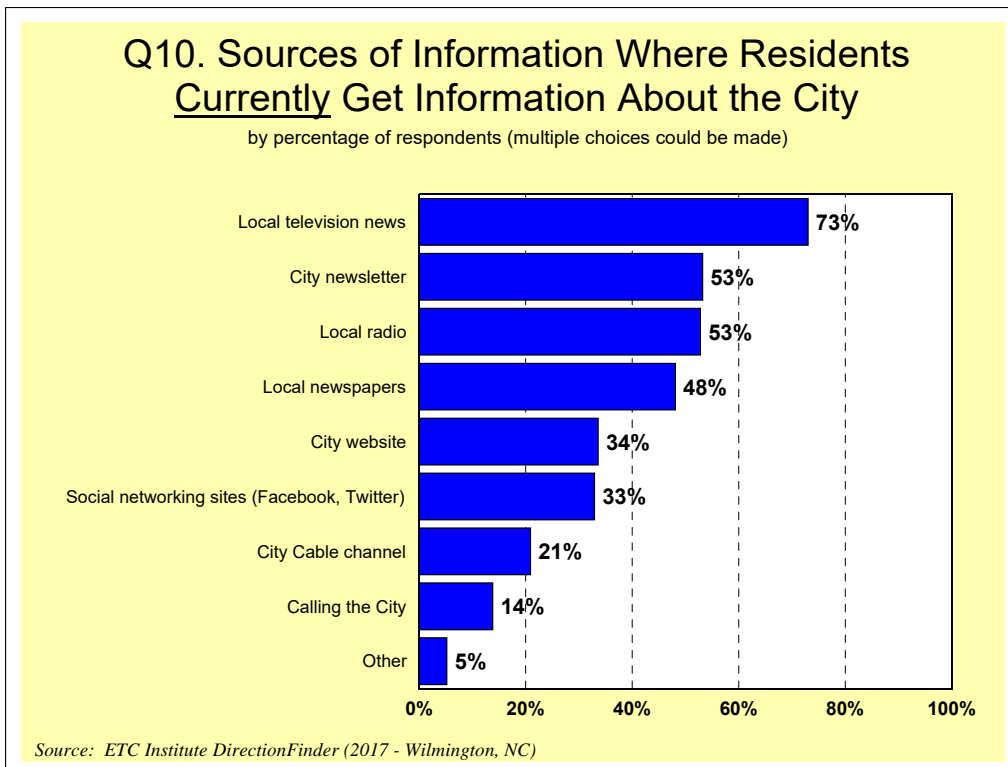
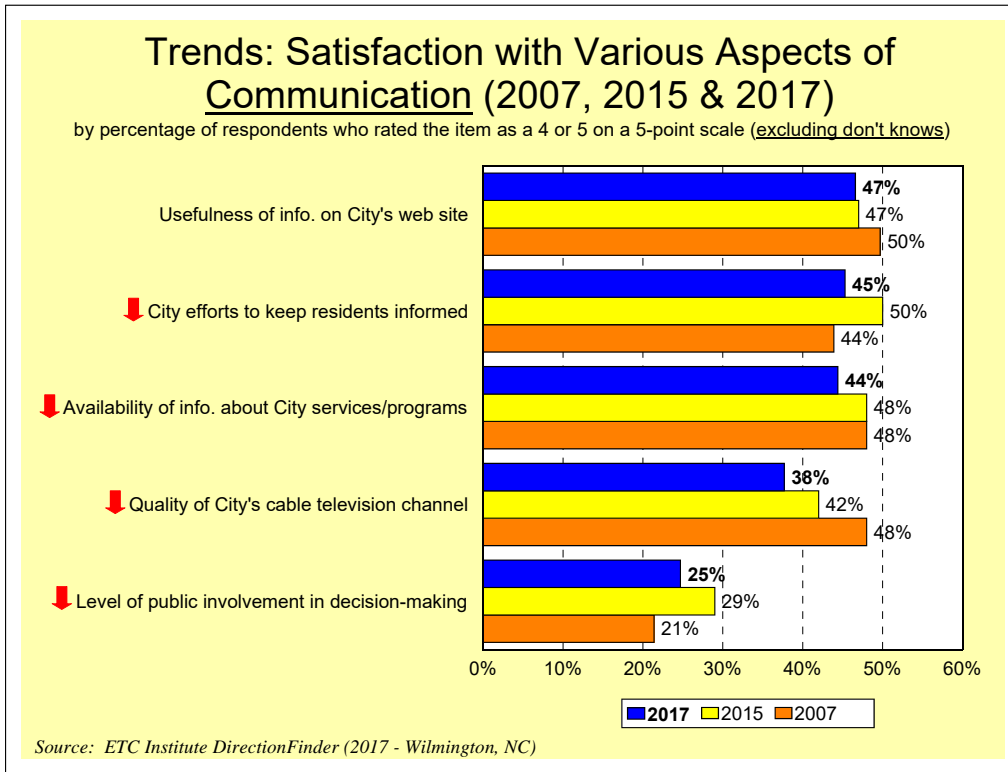
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q9. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)

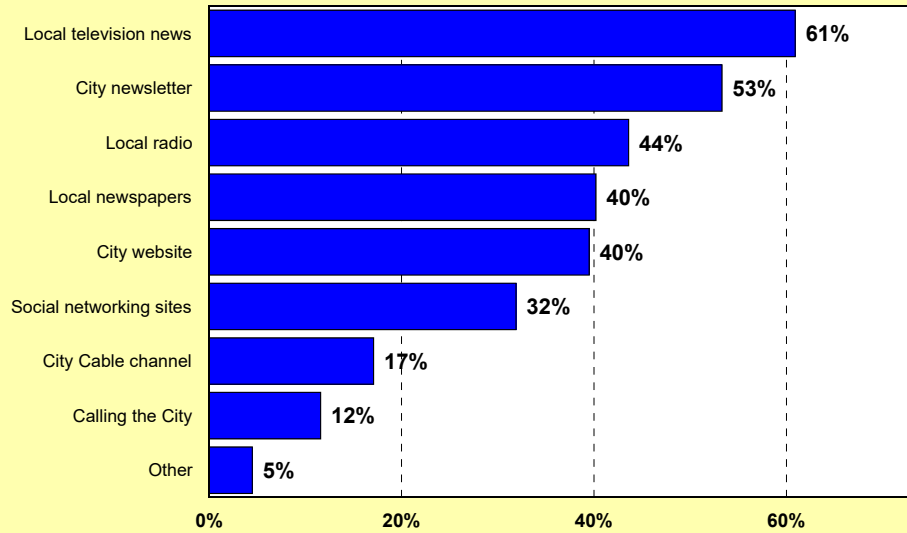


Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)



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

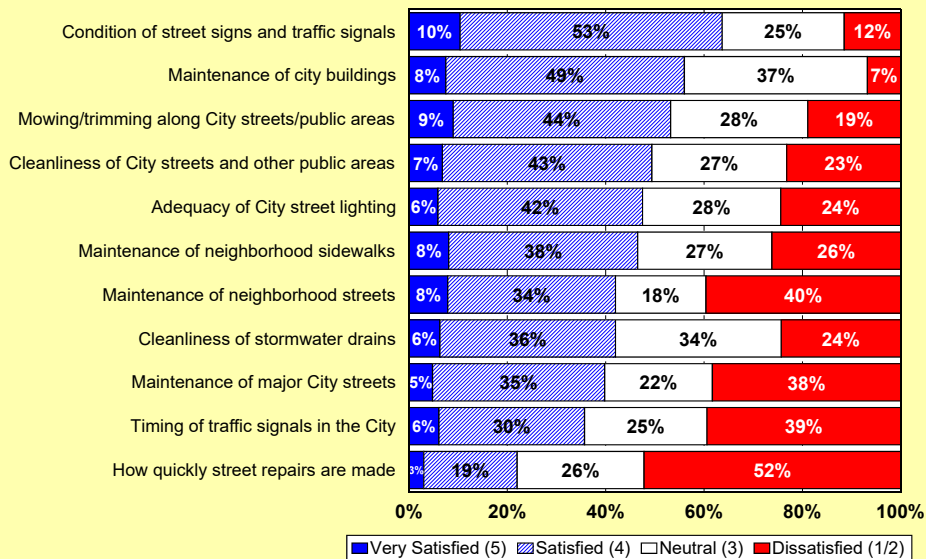
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q12. Satisfaction with Various Aspects of City Maintenance

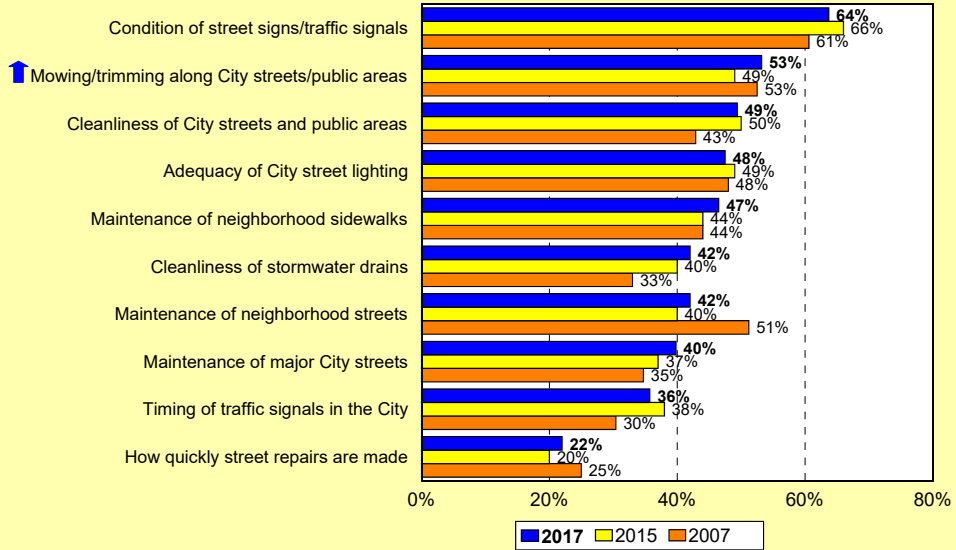
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Satisfaction with Various Aspects of City Maintenance (2007, 2015 & 2017)

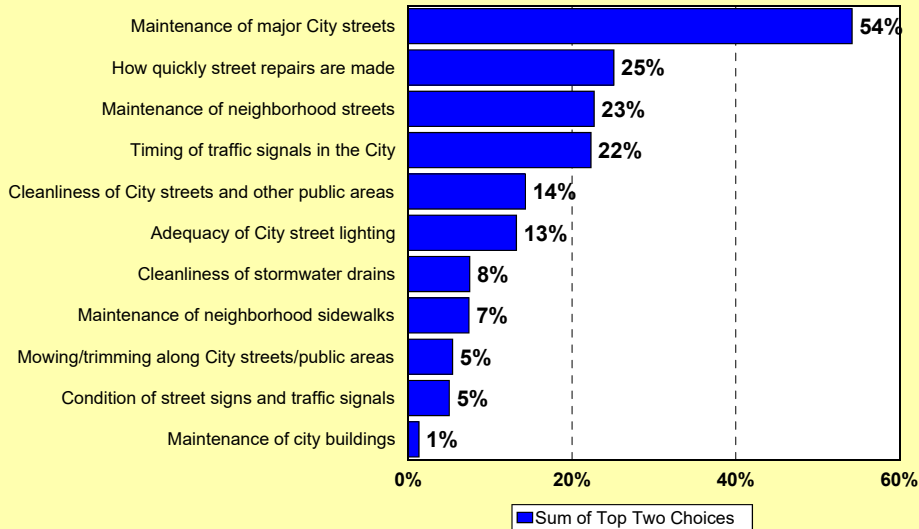
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q13. City Maintenance Services That Residents Thought Were Most Important for the City to Provide

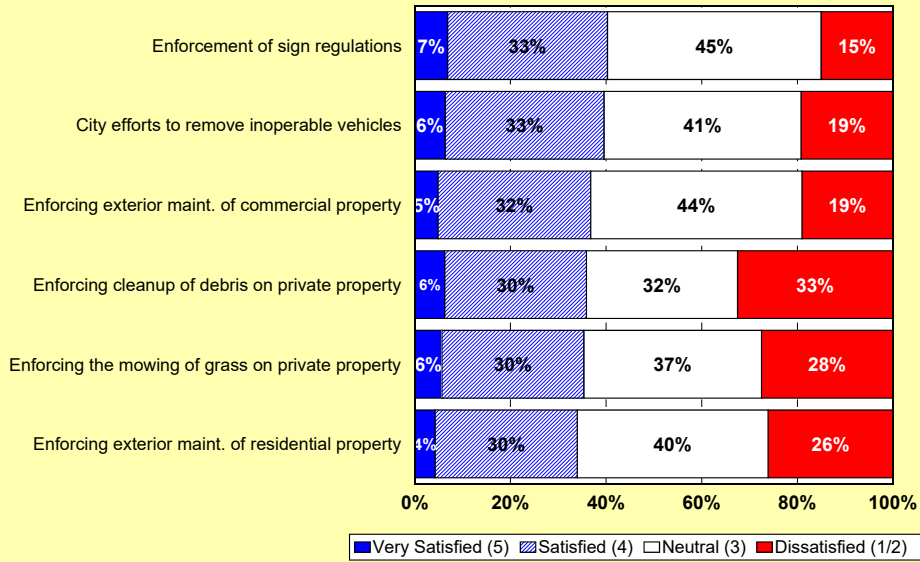
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q14. Satisfaction with Various Aspects of Code Enforcement

by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Satisfaction with Various Aspects of Code Enforcement (2007, 2015 & 2017)

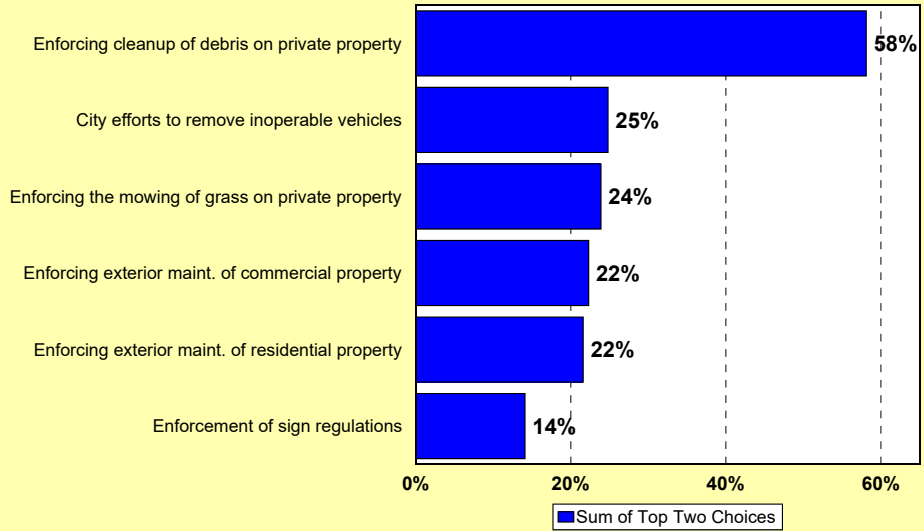
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q15. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

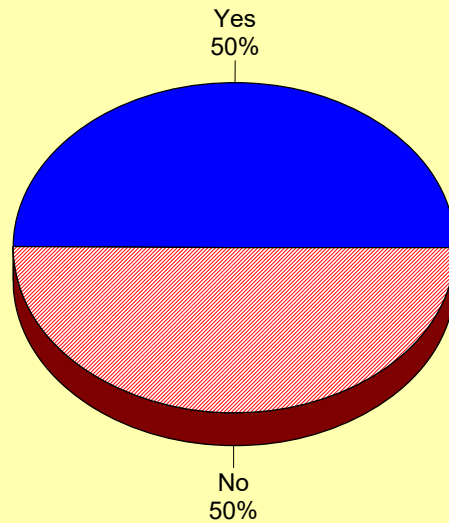
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

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

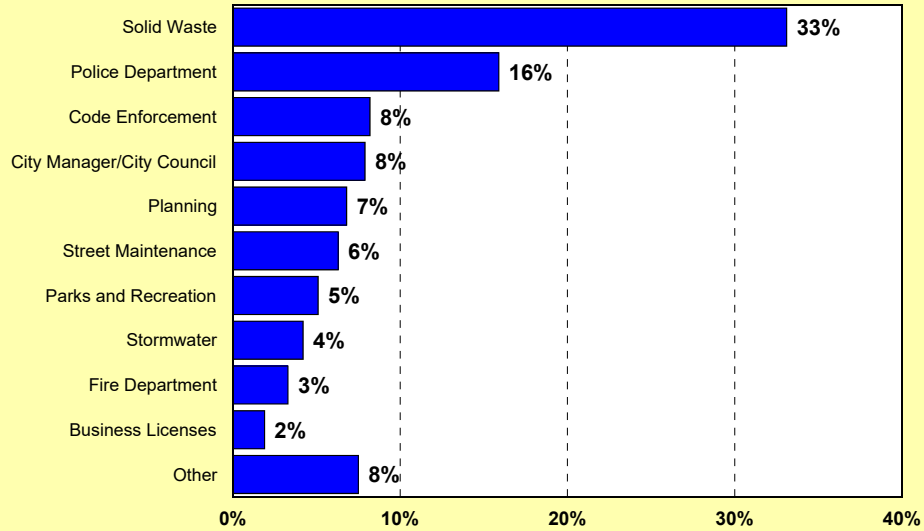
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q16a. What City Department did you contact most recently?

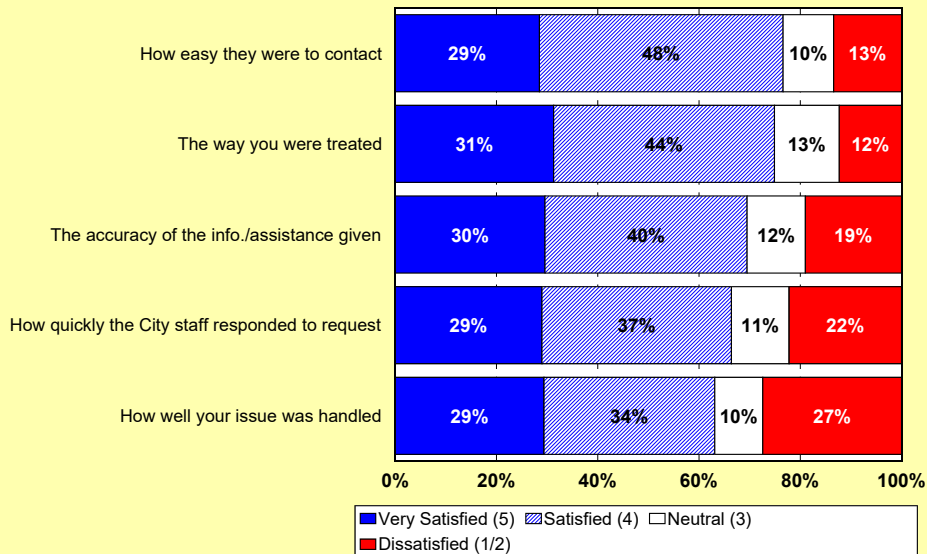
by percentage of respondents who had contacted the City during the past year



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q16b-f. Satisfaction with Customer Service Received from City Employees

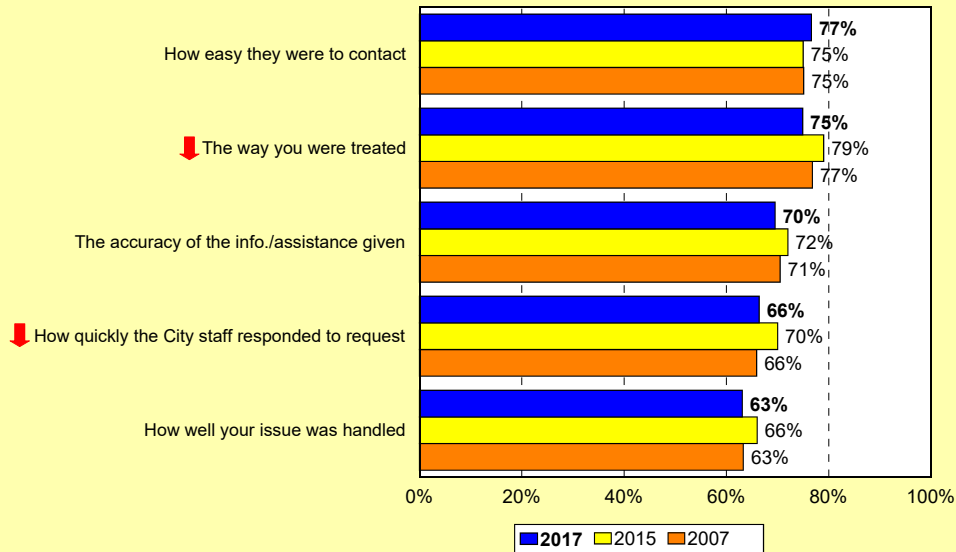
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Satisfaction With Customer Service Received from City Employees (2007, 2015 & 2017)

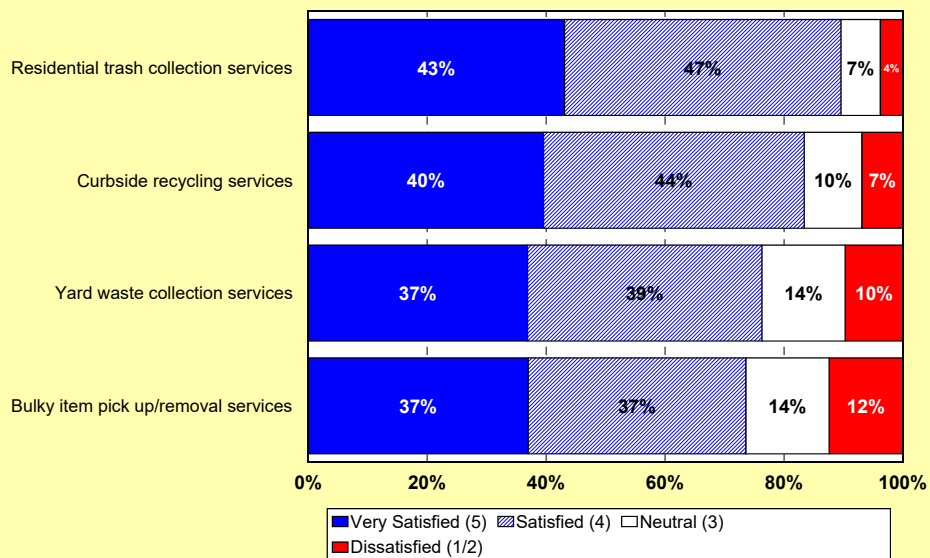
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Q17. Satisfaction with City Utility/Public Services

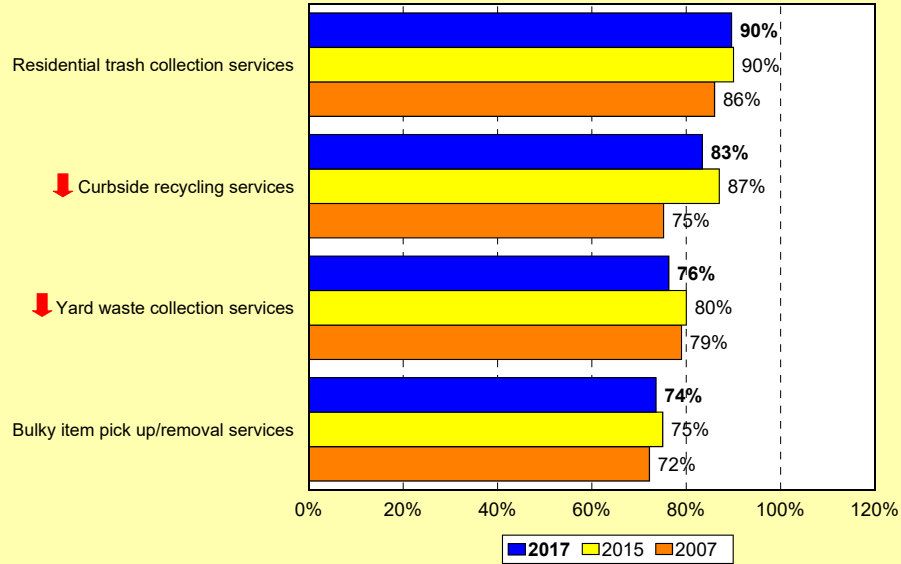
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

Trends: Satisfaction with City Utility/Public Services (2007, 2015 & 2017)

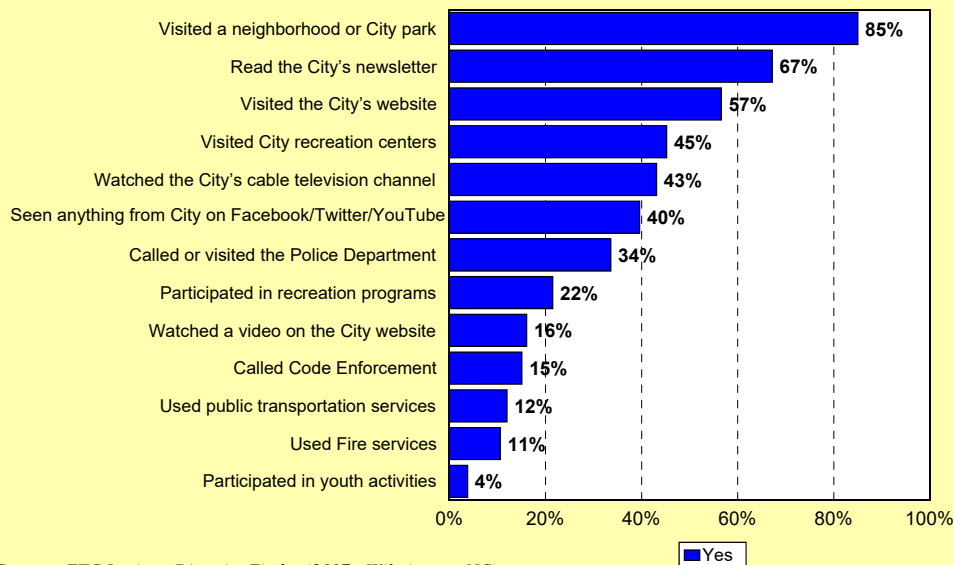
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



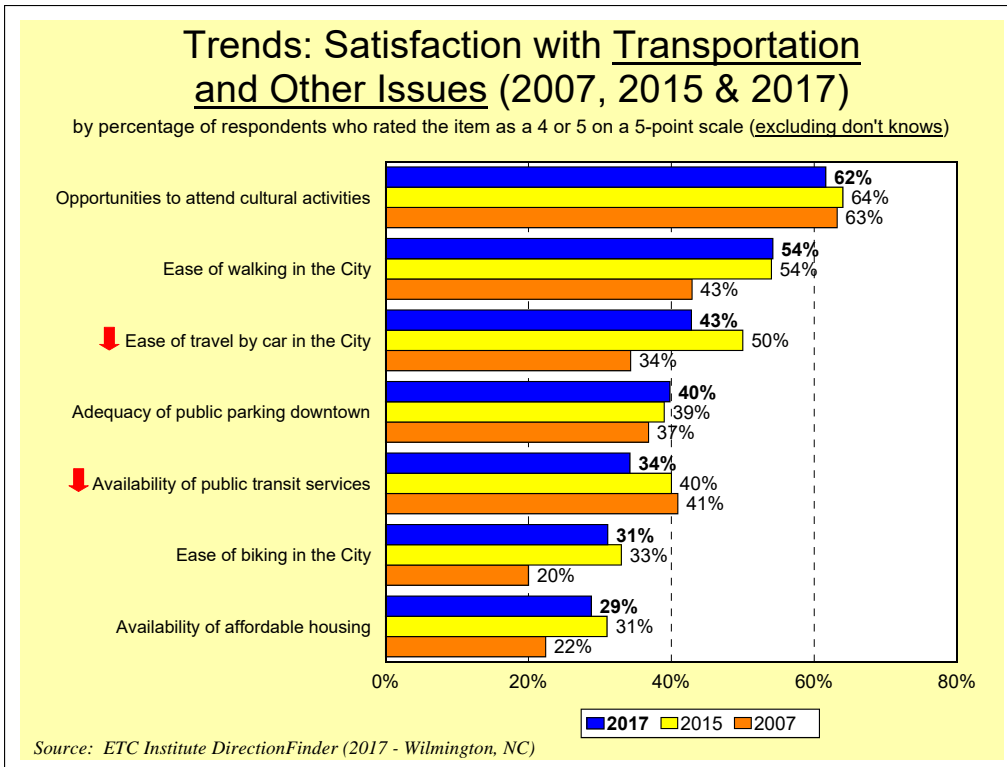
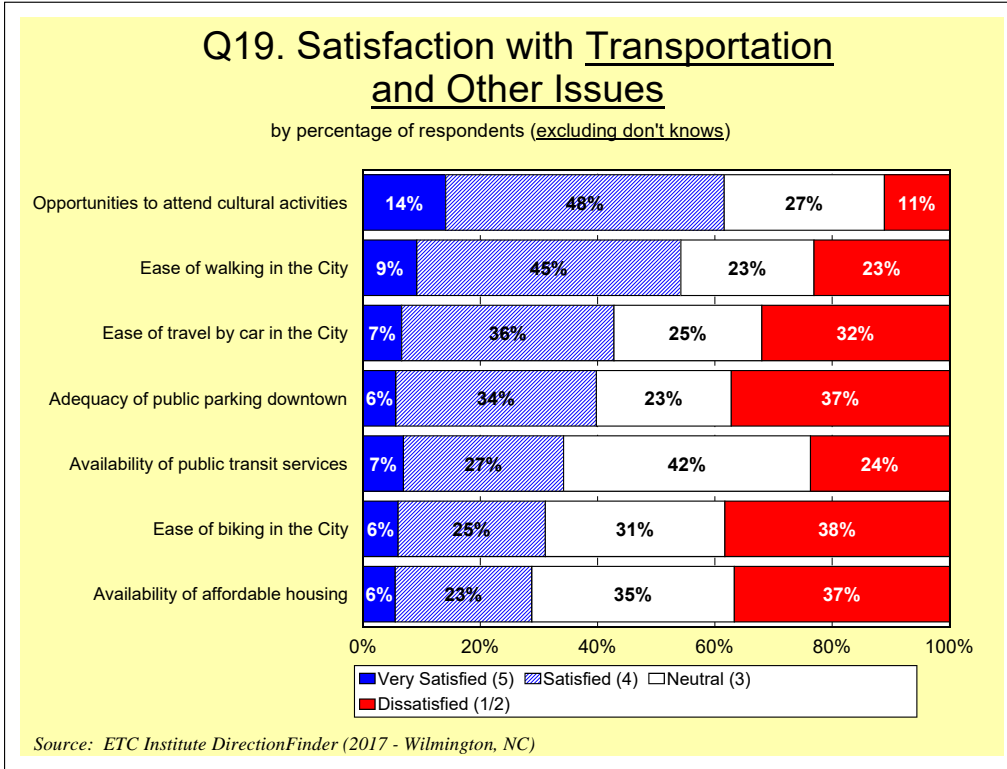
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

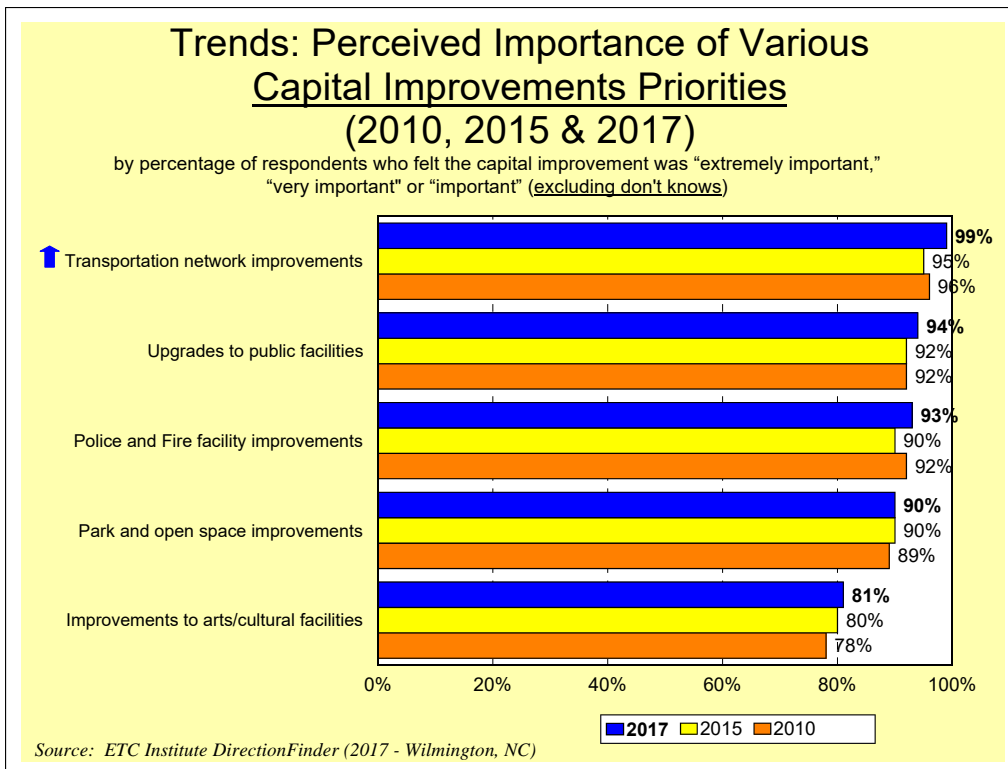
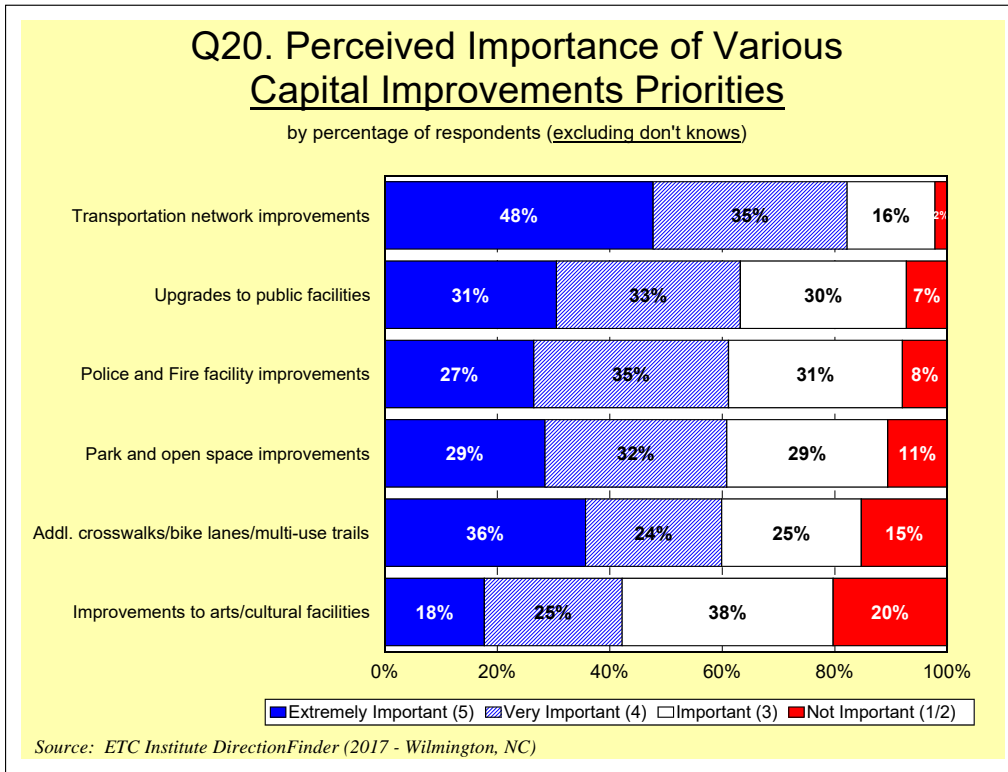
Q18. Percentage of Residents Who Reported Using Various City Services During the Past Year

by percentage of respondents who had used the service within the past 12 months



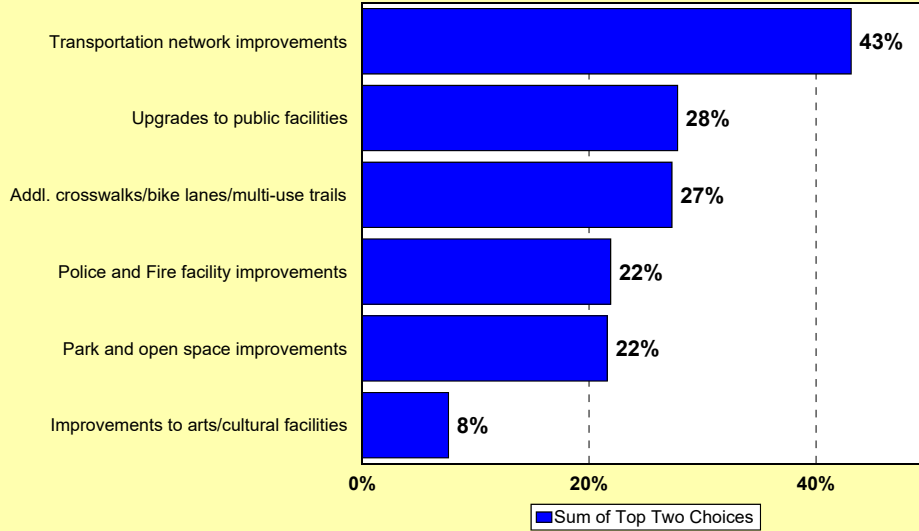
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)





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

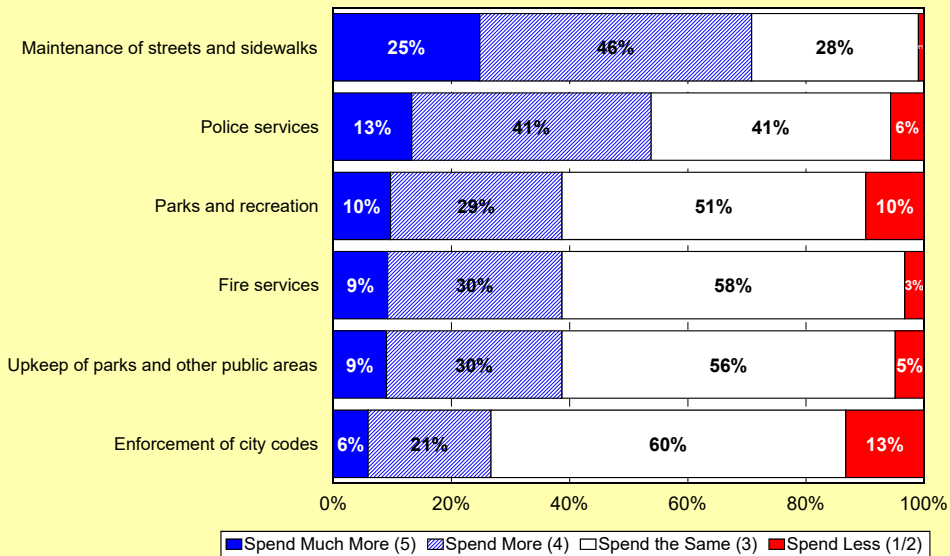
by percentage of respondents who selected the item as one of their top two choices



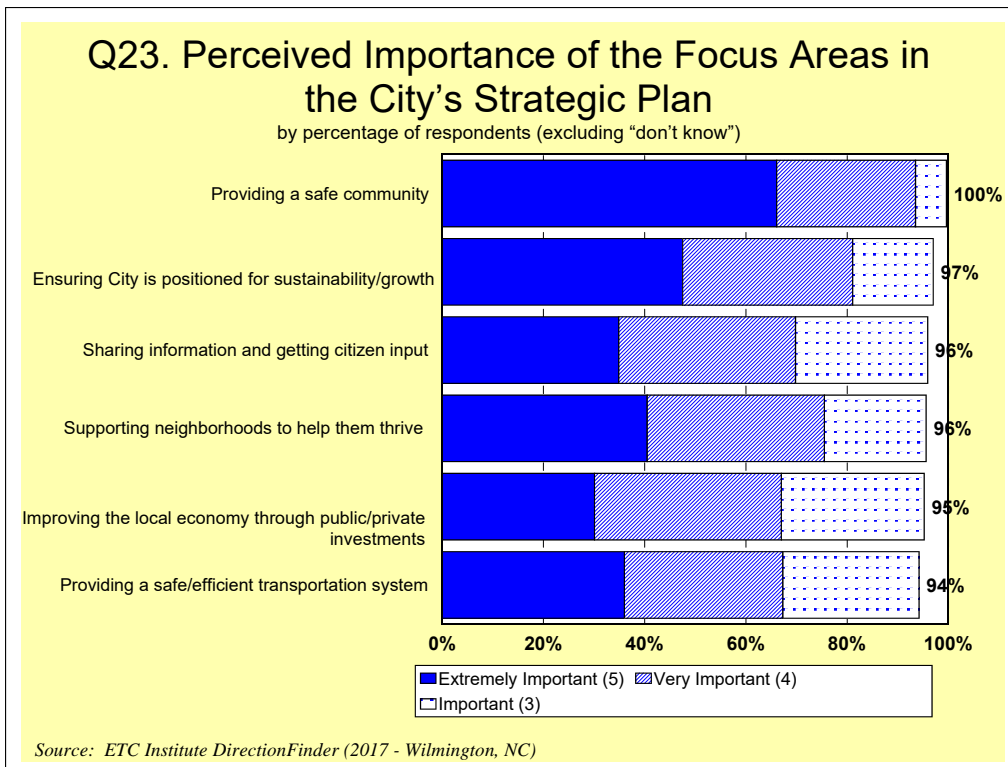
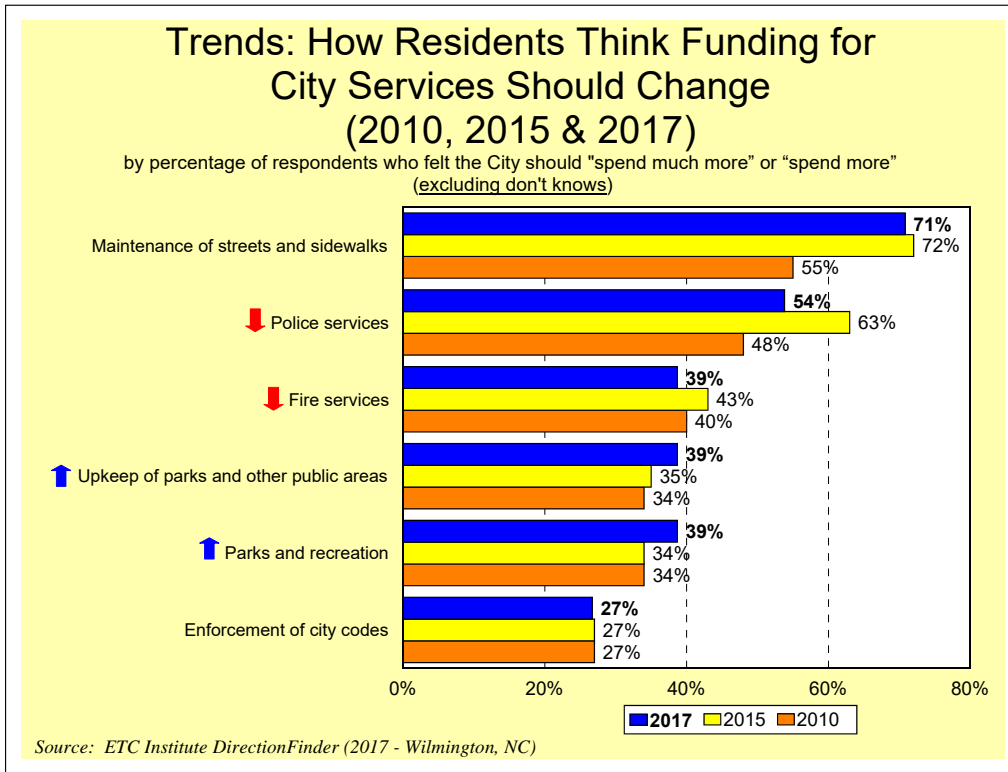
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

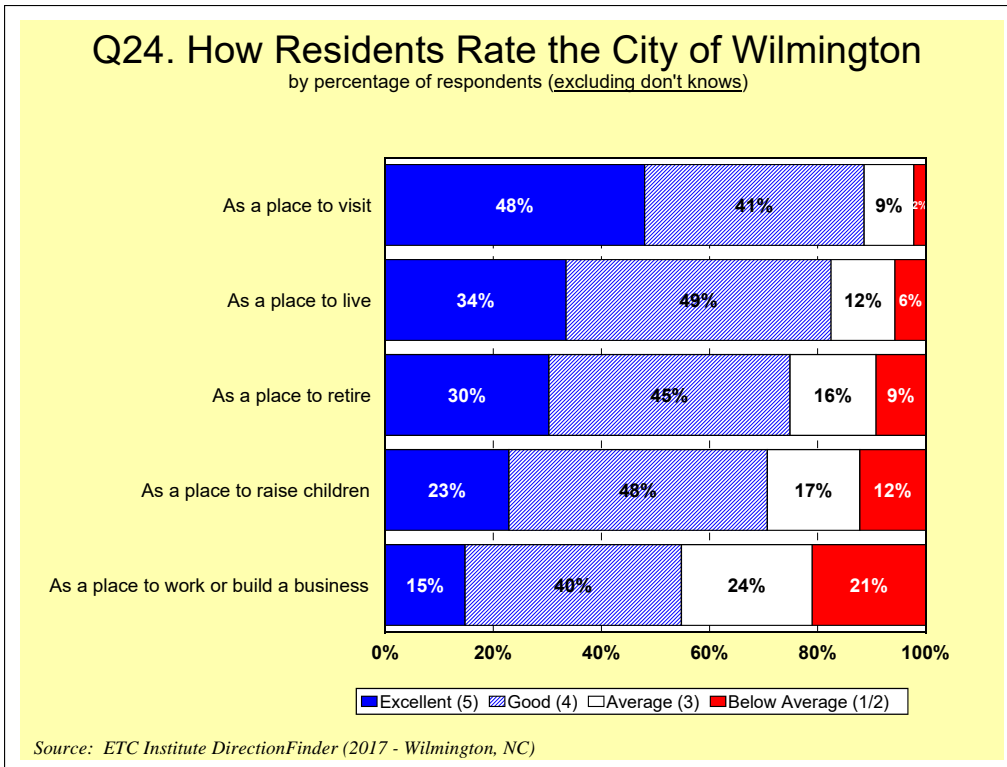
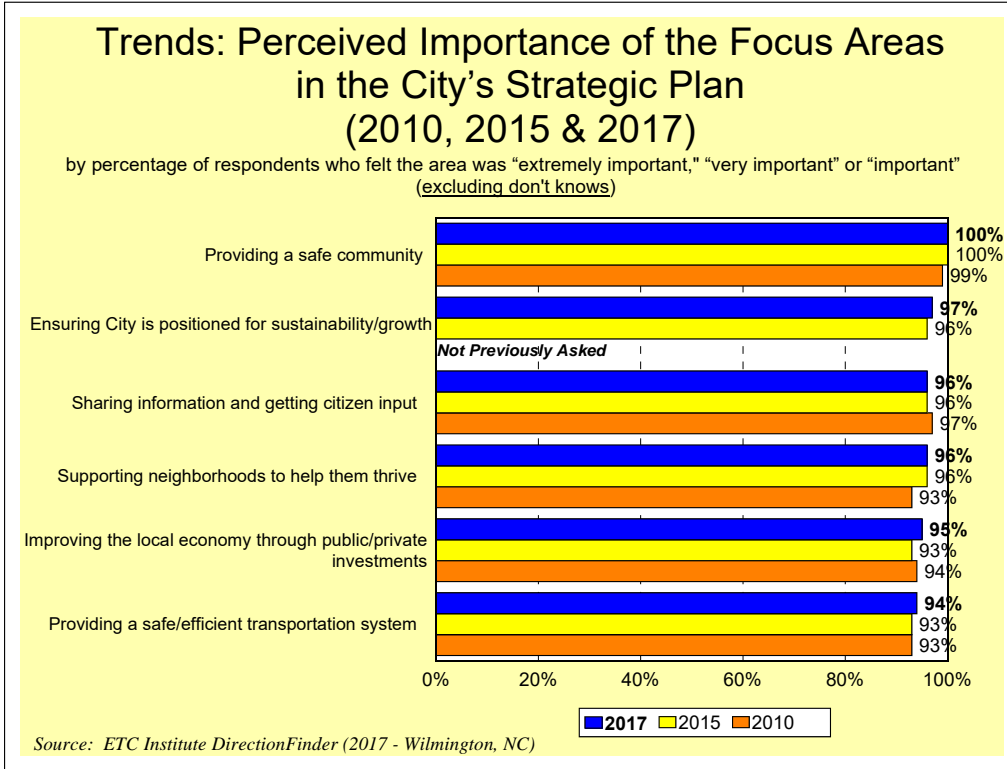
Q22. How Residents Think Funding for City Services Should Change

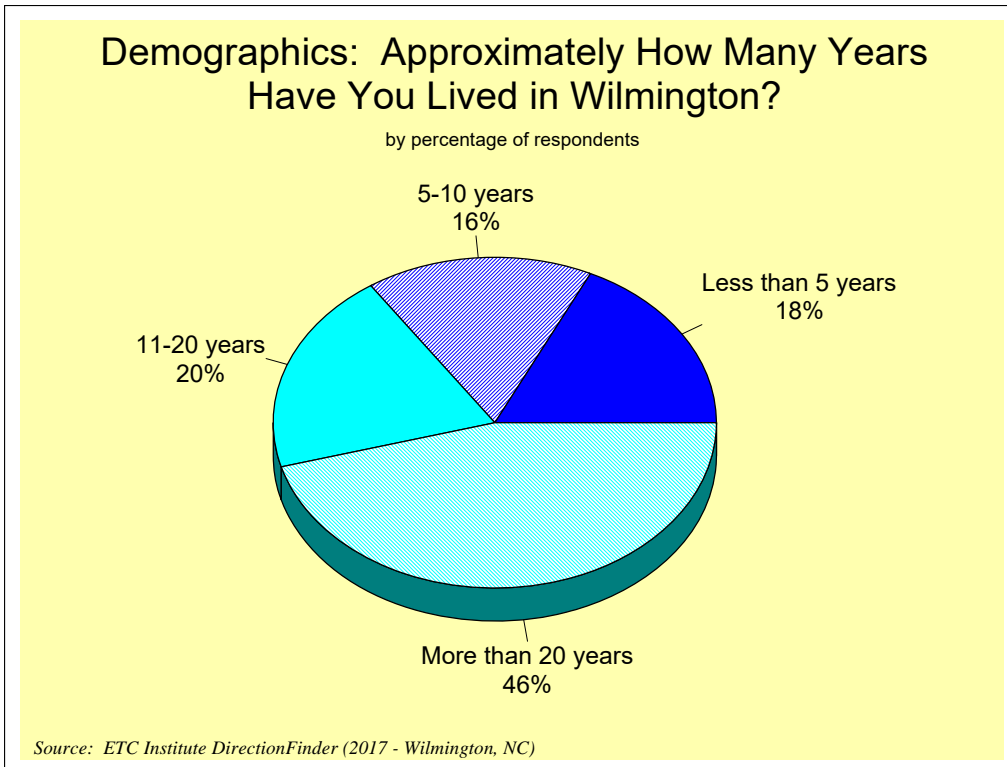
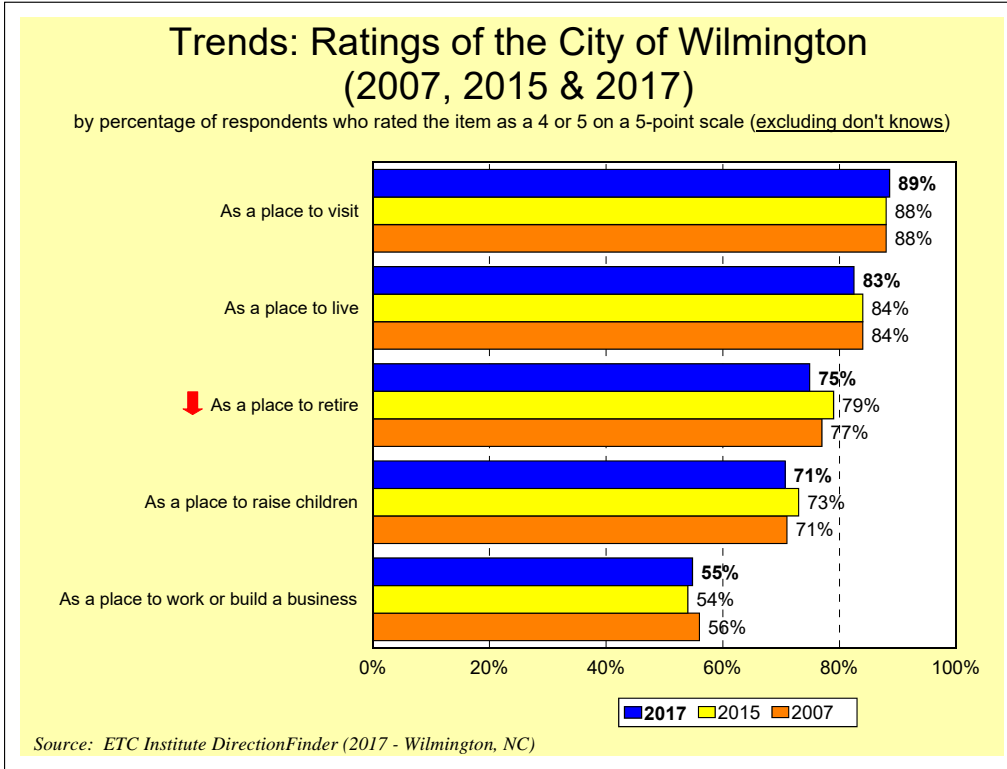
by percentage of respondents (excluding don't knows)

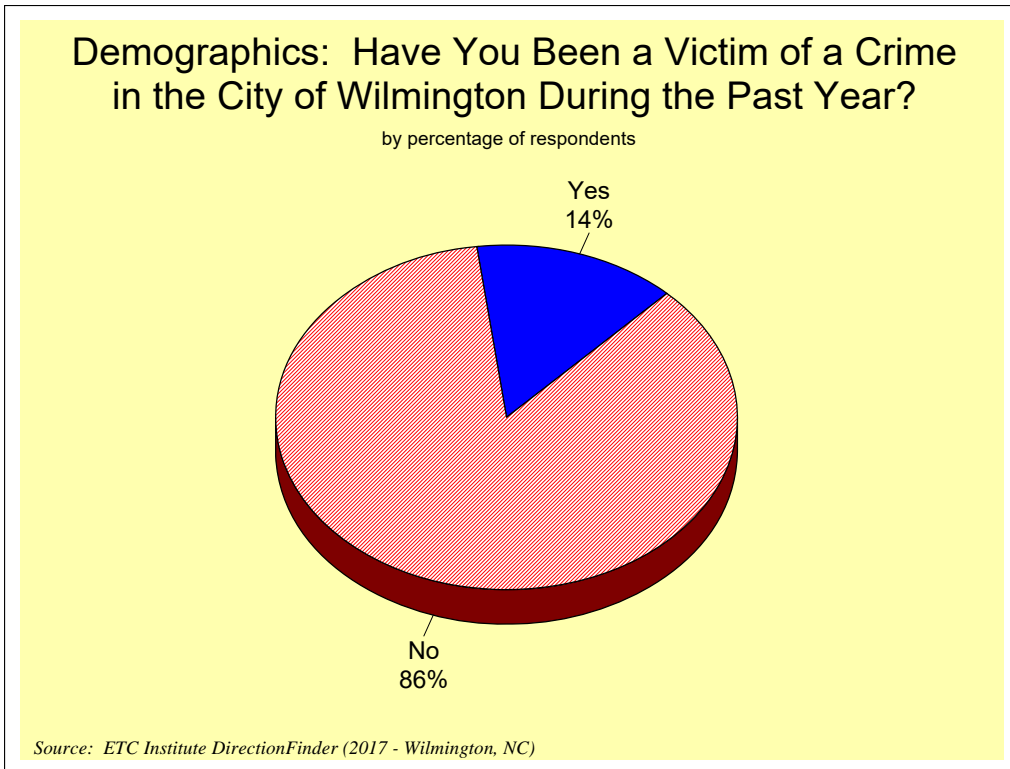
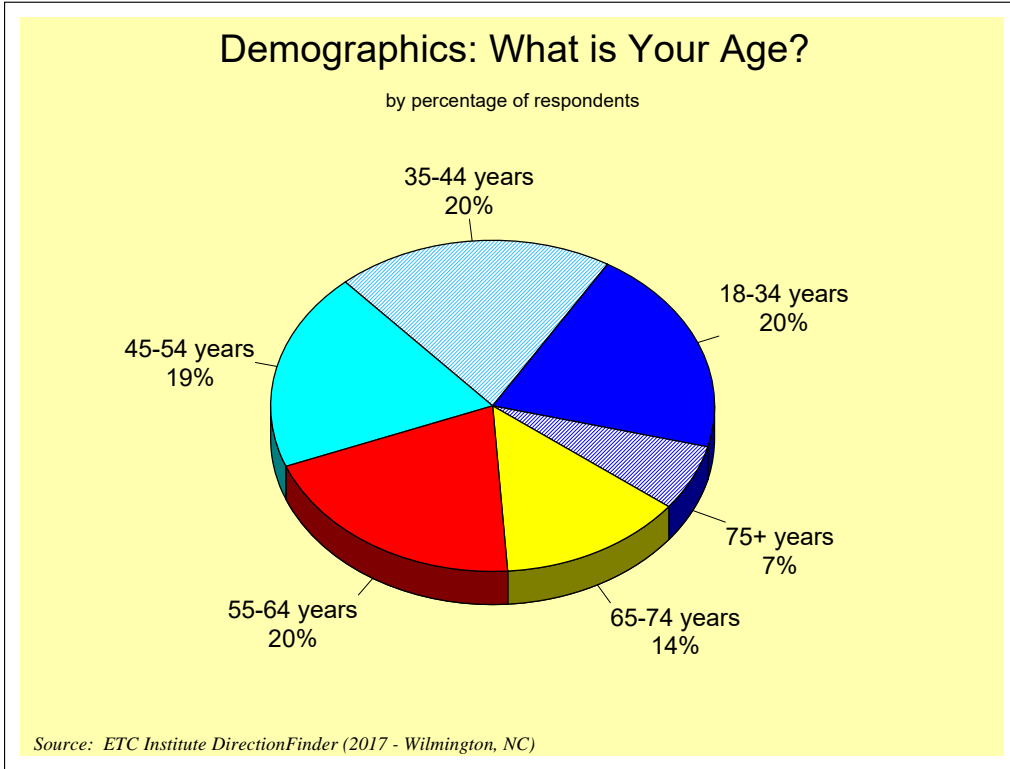


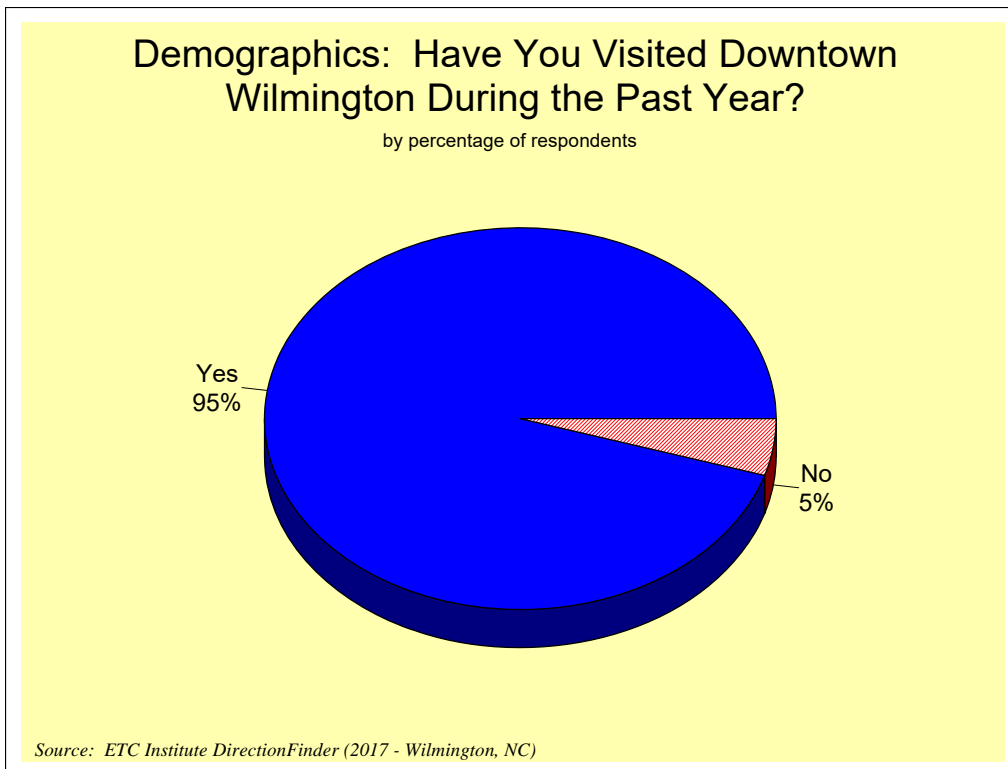
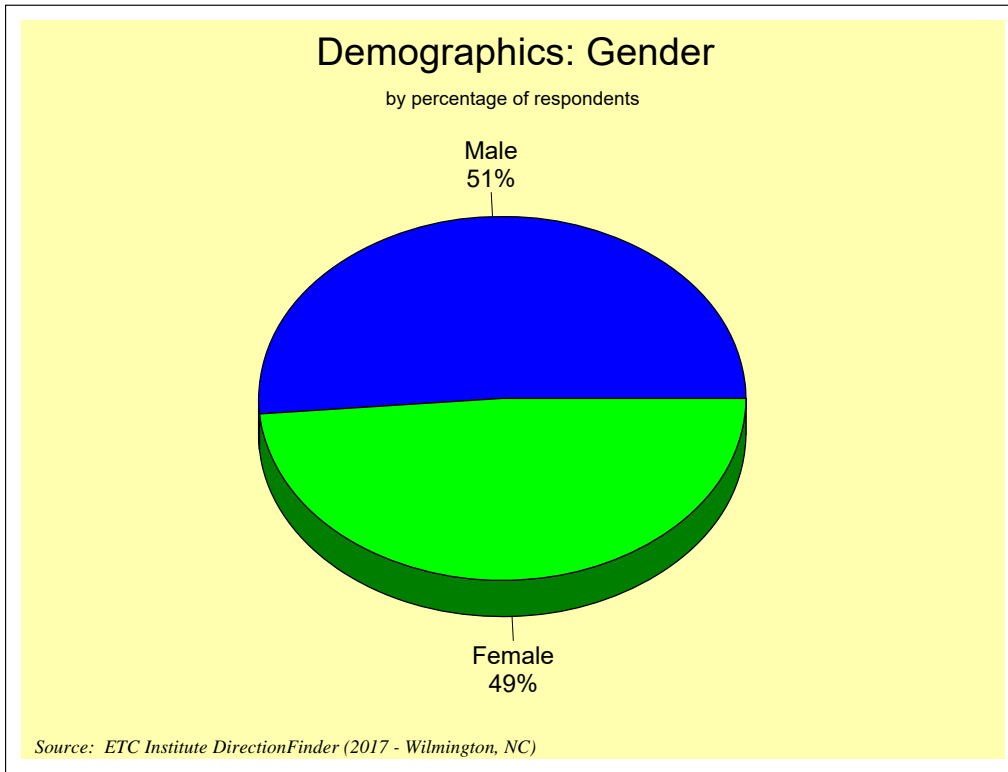
Source: ETC Institute DirectionFinder (2017 - Wilmington, NC)

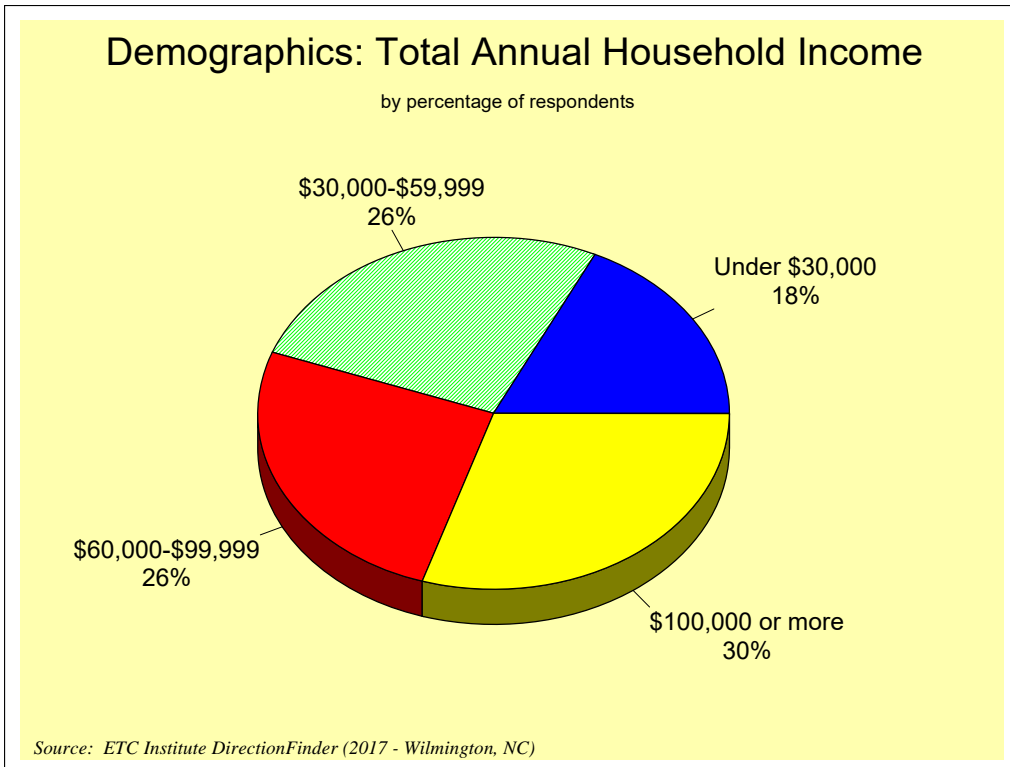
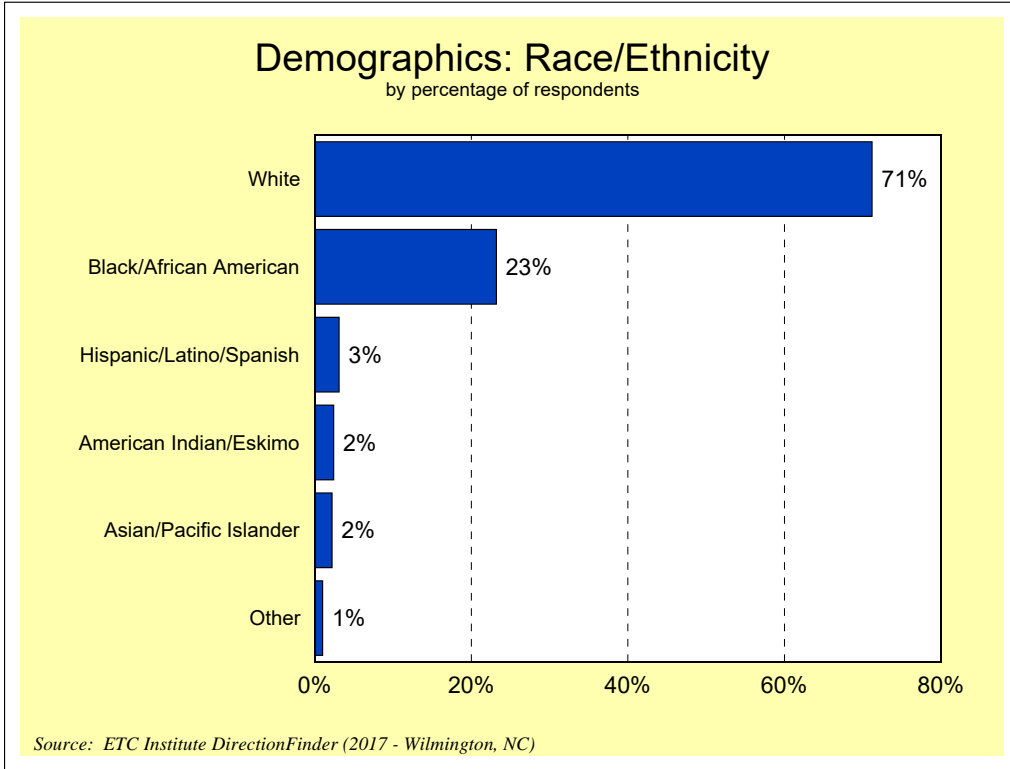












Section 2:
Benchmarking Analysis



DirectionFinder Survey

Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2016 to a random sample of over 4,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of more than 300 residents in the Atlantic Region of the United States during the summer of 2016. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

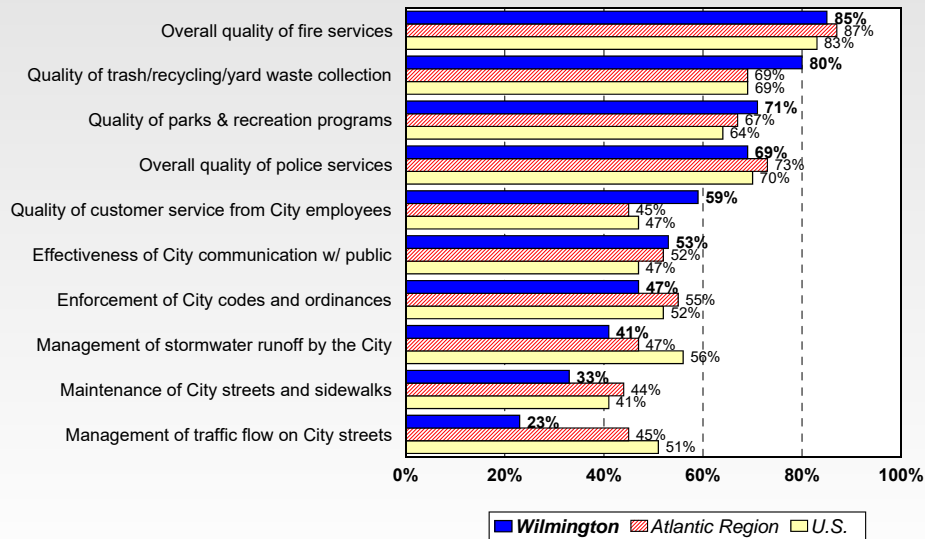
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Atlantic Region Average” shown in the charts reflects the results of the regional survey of more than 300 residents in the Atlantic Region.

National Benchmarks

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

Overall Satisfaction with Various City Services *Wilmington vs. Atlantic Region vs. the U.S.*

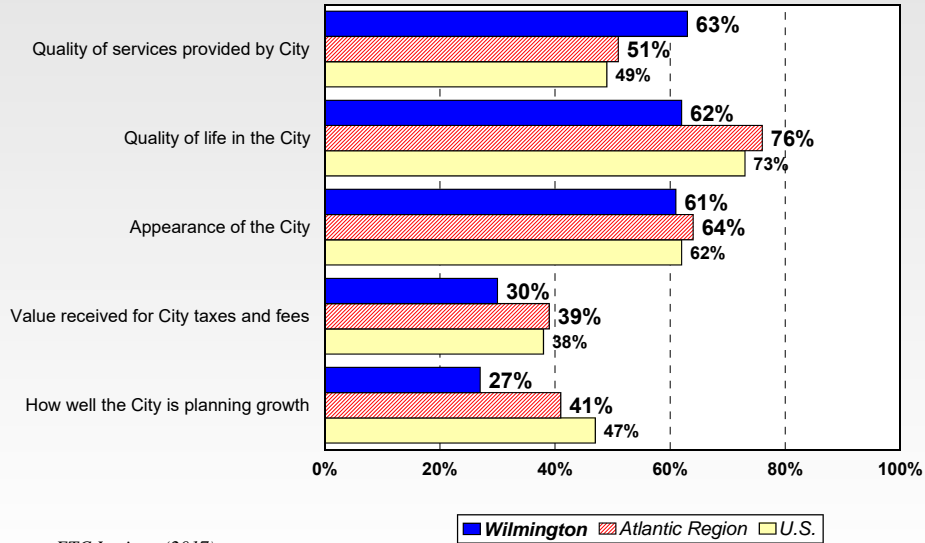
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

Overall Satisfaction with Perceptions of the City *Wilmington vs. Atlantic Region vs. the U.S.*

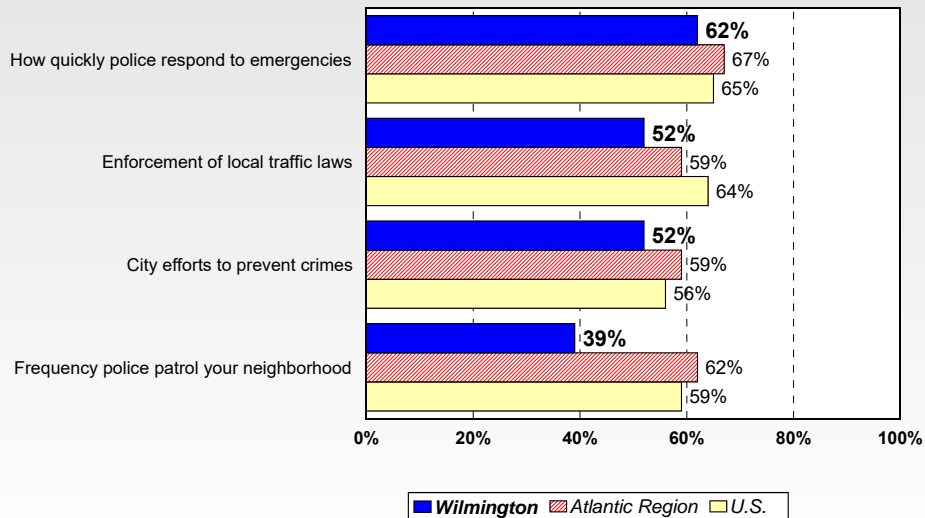
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

Overall Satisfaction with Public Safety Services *Wilmington vs. Atlantic Region vs. the U.S.*

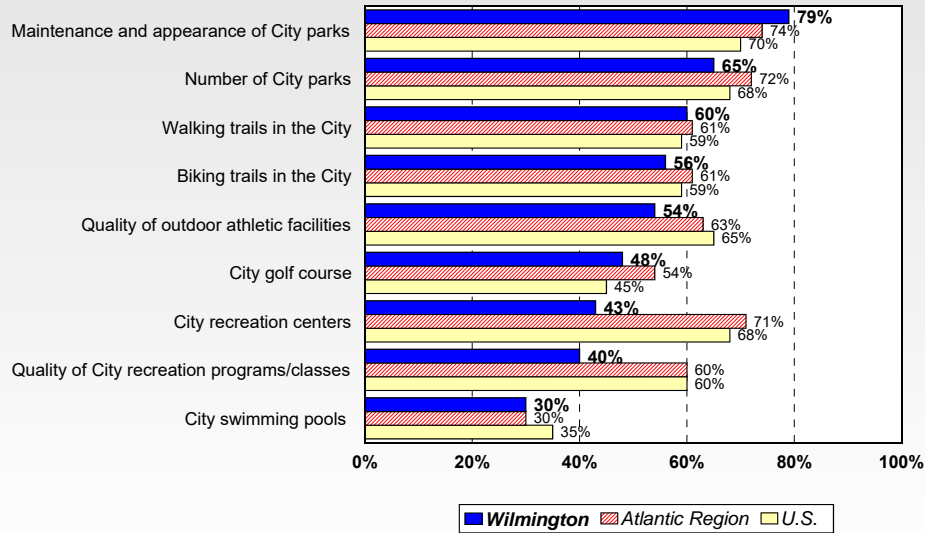
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

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

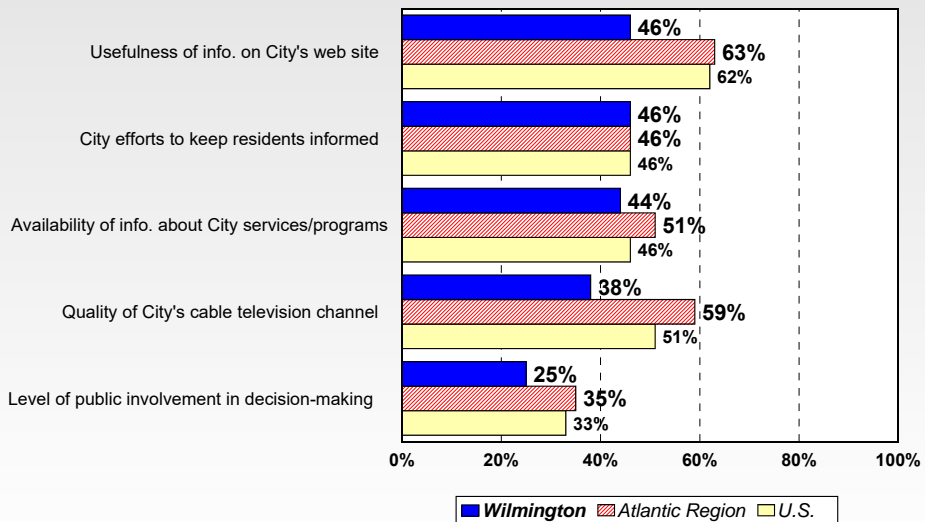
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

Overall Satisfaction with Communication Wilmington vs. Atlantic Region vs. the U.S.

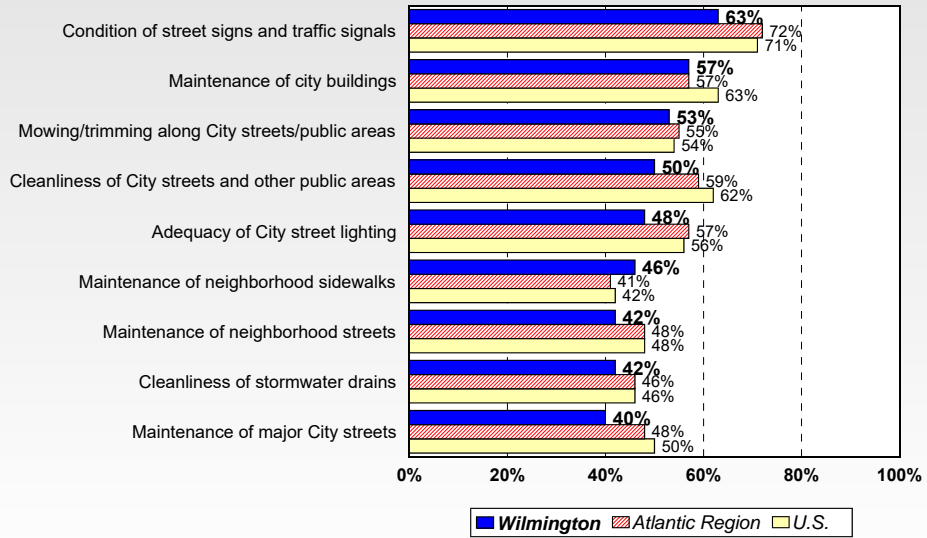
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

Overall Satisfaction with Maintenance *Wilmington vs. Atlantic Region vs. the U.S.*

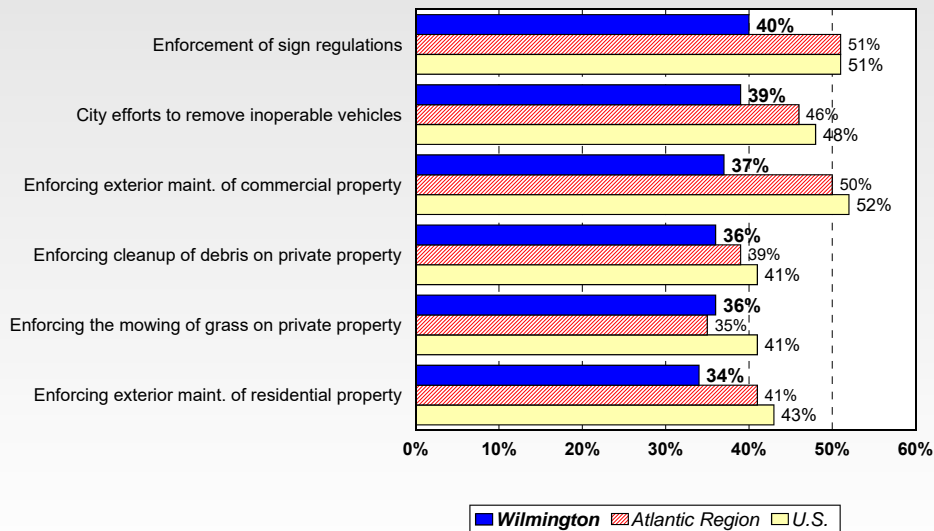
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



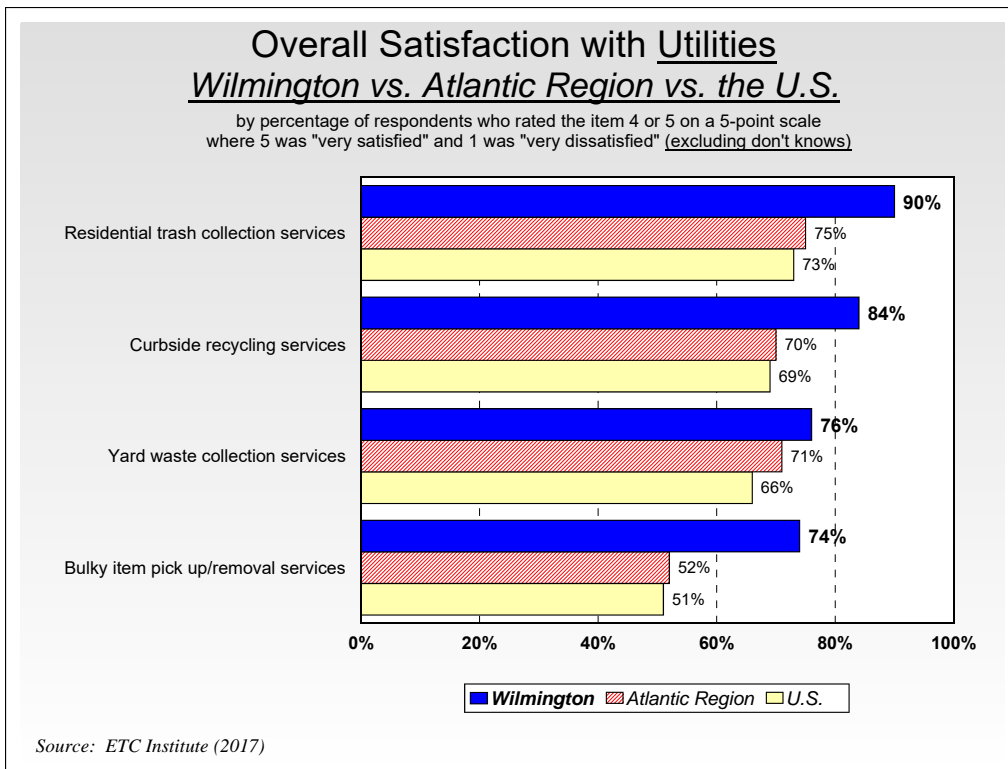
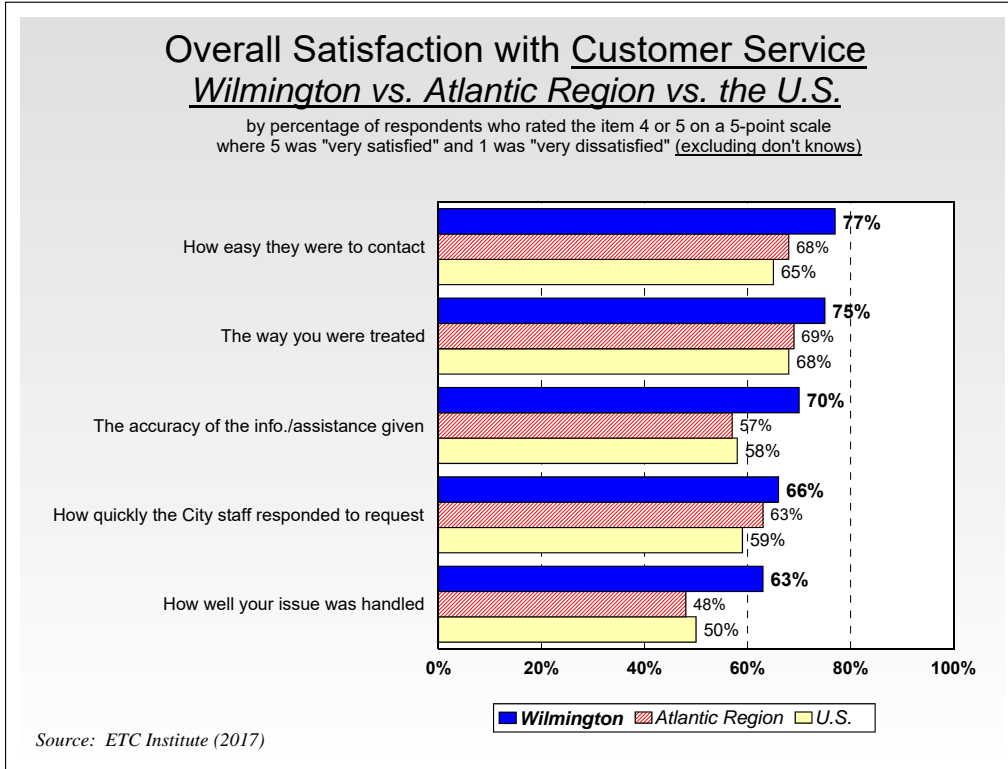
Source: ETC Institute (2017)

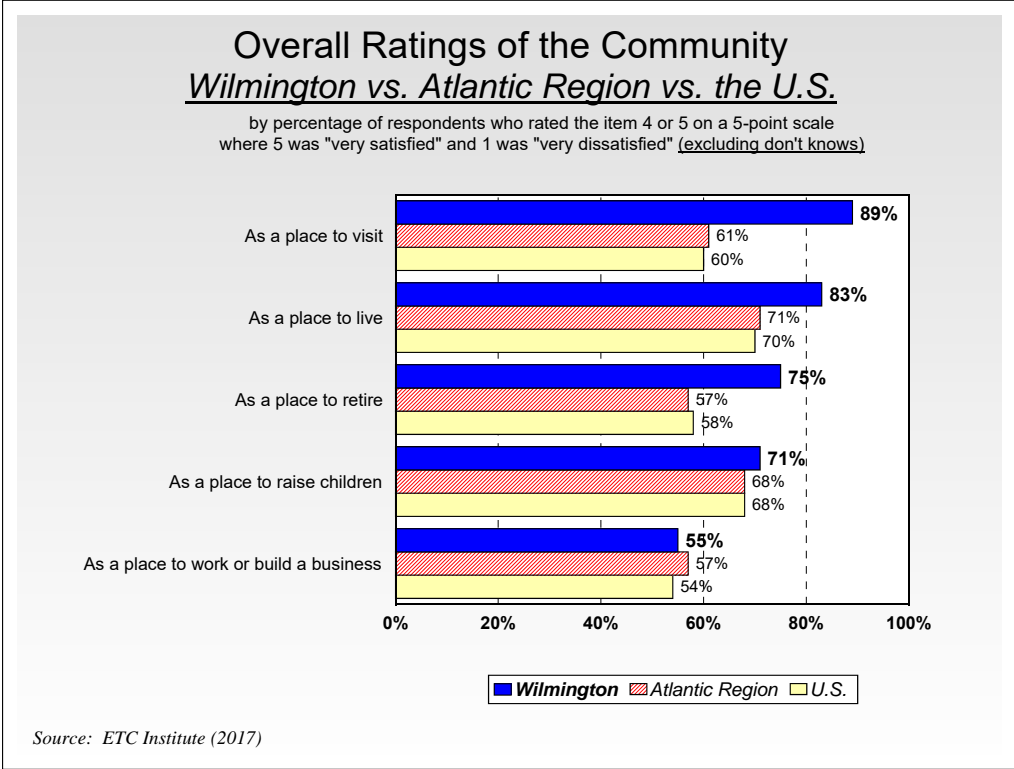
Overall Satisfaction with Code Enforcement *Wilmington vs. Atlantic Region vs. the U.S.*

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



Source: ETC Institute (2017)





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 most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought were most important for the City to provide. Approximately forty-seven percent (46.9%) selected "management of traffic flow on City streets" as one of the most important services for the City to provide.

With regard to satisfaction, 23% of residents surveyed rated "management of traffic flow on City streets" 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 "management of traffic flow on City streets" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 46.9% was multiplied by 77% (1-0.23). This calculation yielded an I-S rating of 0.3611, which was ranked first out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of the most important services for the City to provide and 0% indicates 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 most important areas for the City to provide.

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 pages.

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	47%	2	23%	10	0.3611	1
Maintenance of City streets and sidewalks	38%	3	33%	9	0.2533	2
Overall quality of police services	70%	1	69%	4	0.2182	3
<u>Medium Priority (IS <.10)</u>						
Management of stormwater runoff by the City	13%	7	41%	8	0.0749	4
Effectiveness of City communication w/ public	13%	8	53%	6	0.0588	5
Enforcement of City codes and ordinances	11%	9	47%	7	0.0578	6
Quality of parks & recreation programs	20%	6	71%	3	0.0568	7
Overall quality of fire services	35%	4	85%	1	0.0518	8
Quality of trash/recycling/yard waste collection	20%	5	80%	2	0.0400	9
Quality of customer service from City employees	6%	10	59%	5	0.0250	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 were most important for the City to provide.

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
<u>Very High Priority (IS >.20)</u>						
City efforts to prevent crimes	68%	1	52%	5	0.3264	1
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	51%	2	62%	2	0.1923	2
Frequency police patrol your neighborhood	26%	3	39%	6	0.1556	3
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	15%	4	52%	4	0.0720	4
City efforts to prevent fires	13%	5	64%	1	0.0479	5
Enforcement of fire codes	4%	6	59%	3	0.0156	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Wilmington

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance and appearance of City parks	55%	1	79%	1	0.1163	1
<u>Medium Priority (IS <.10)</u>						
Variety of City recreation programs/classes	14%	5	37%	9	0.0901	2
Biking trails in the City	20%	4	56%	4	0.0867	3
Walking trails in the City	21%	3	60%	3	0.0832	4
Number of City parks	22%	2	65%	2	0.0760	5
Quality of City recreation programs/classes	10%	7	40%	8	0.0600	6
Quality of outdoor athletic facilities	12%	6	54%	5	0.0547	7
City recreation centers	9%	8	43%	7	0.0502	8
City swimming pools	5%	10	30%	10	0.0357	9
City golf course	5%	9	48%	6	0.0265	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating City of Wilmington Maintenance

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>						
Maintenance of major City streets	54%	1	40%	9	0.3252	1
<u>High Priority (IS .10-.20)</u>						
How quickly street repairs are made	25%	2	22%	11	0.1958	2
Timing of traffic signals in the City	22%	4	36%	10	0.1427	3
Maintenance of neighborhood streets	23%	3	42%	7	0.1317	4
<u>Medium Priority (IS <.10)</u>						
Cleanliness of City streets and other public areas	14%	5	50%	4	0.0715	5
Adequacy of City street lighting	13%	6	48%	5	0.0686	6
Cleanliness of stormwater drains	8%	7	42%	8	0.0435	7
Maintenance of neighborhood sidewalks	7%	8	46%	6	0.0400	8
Mowing/trimming along City streets/public areas	5%	9	53%	3	0.0254	9
Condition of street signs and traffic signals	5%	10	63%	1	0.0185	10
Maintenance of city buildings	1%	11	57%	2	0.0056	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 and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating City of Wilmington Code Enforcement

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>						
Enforcing cleanup of debris on private property	58%	1	36%	4	0.3718	1
<u>High Priority (IS .10-.20)</u>						
Enforcing the mowing of grass on private property	24%	3	36%	5	0.1530	2
City efforts to remove inoperable vehicles	25%	2	39%	2	0.1513	3
Enforcing exterior maint. of residential property	22%	5	34%	6	0.1426	4
Enforcing exterior maint. of commercial property	22%	4	37%	3	0.1405	5
<u>Medium Priority (IS <.10)</u>						
Enforcement of sign regulations	14%	6	40%	1	0.0846	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction 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.

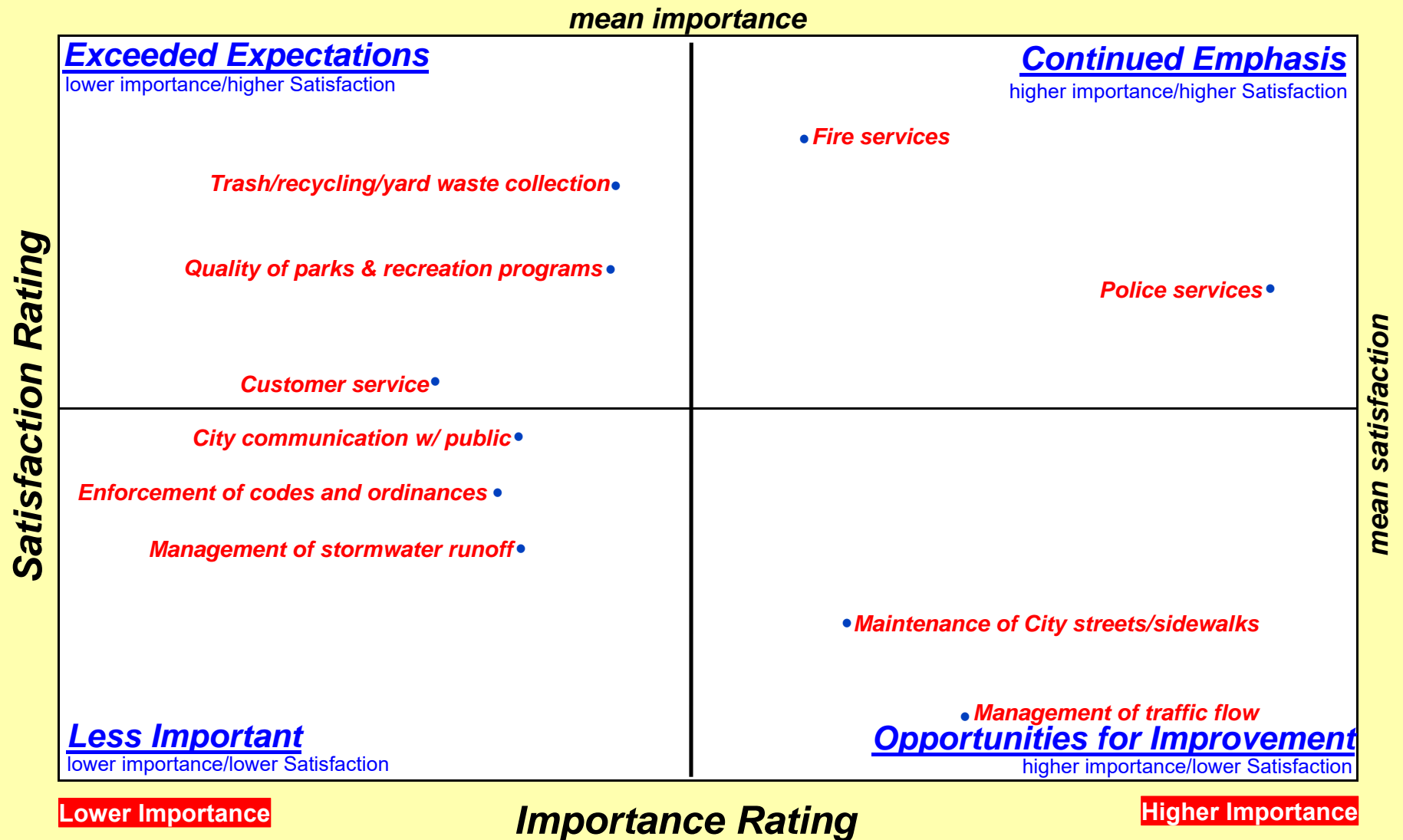
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2017 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

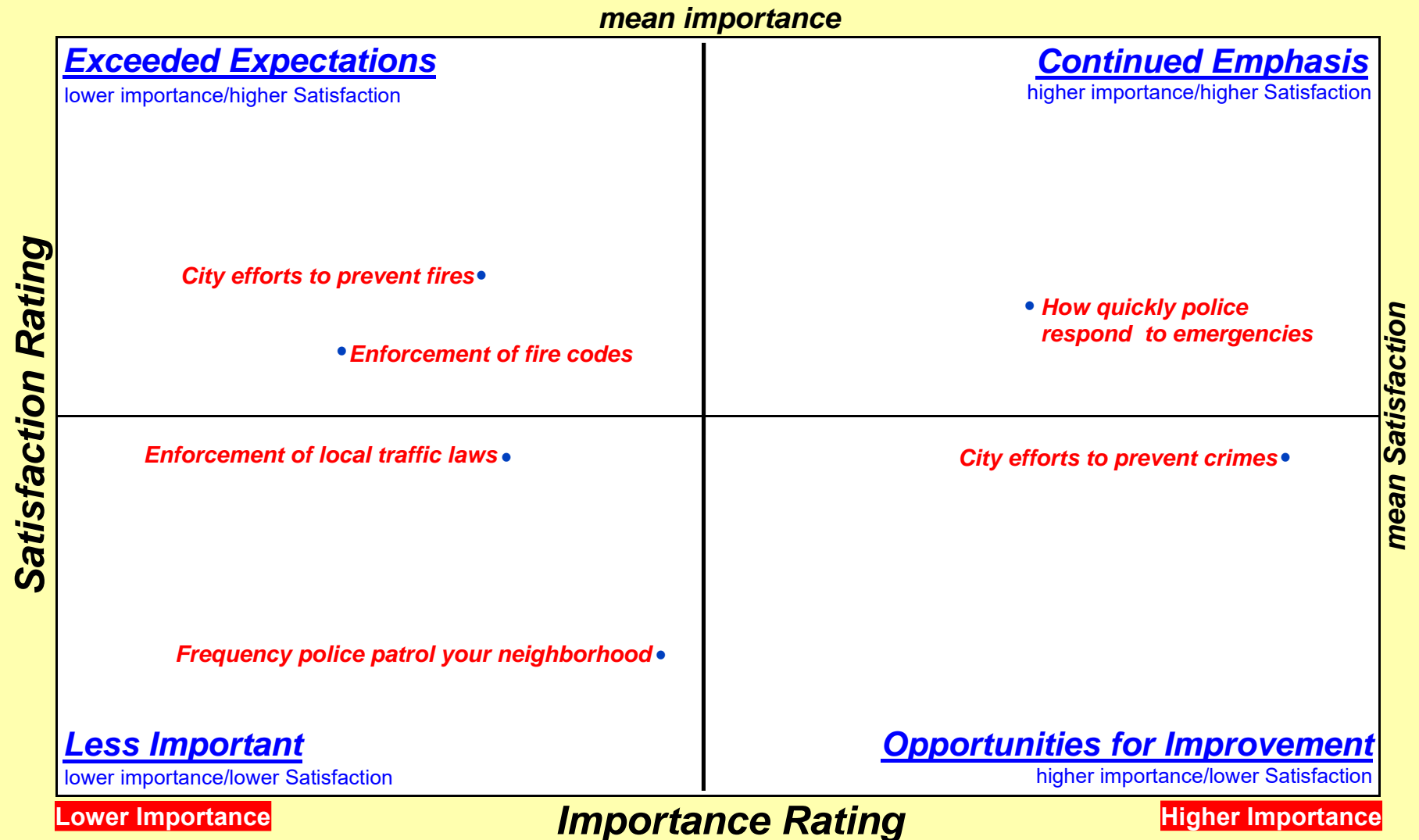


Source: ETC Institute (2017)

2017 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

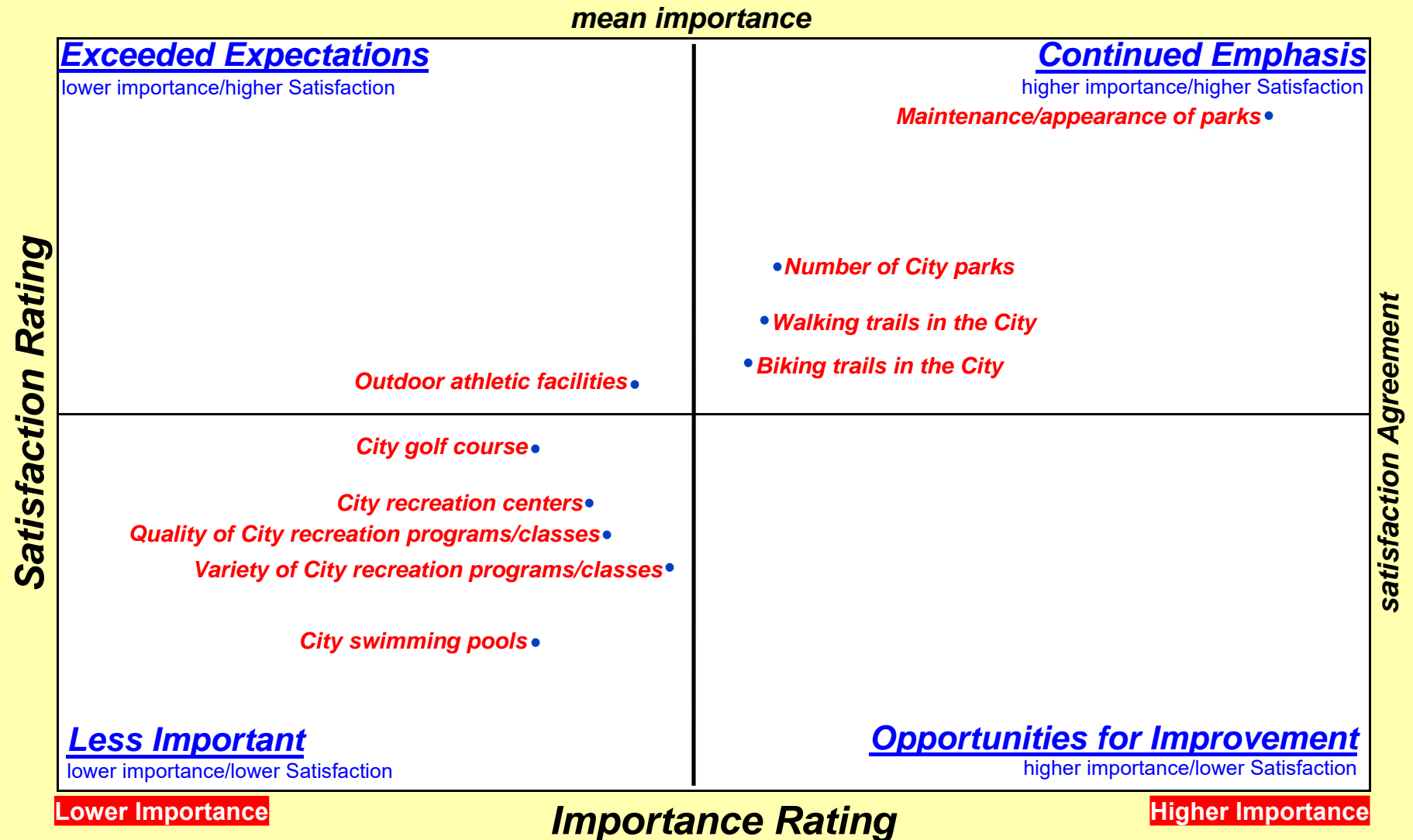


Source: ETC Institute (2017)

2017 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

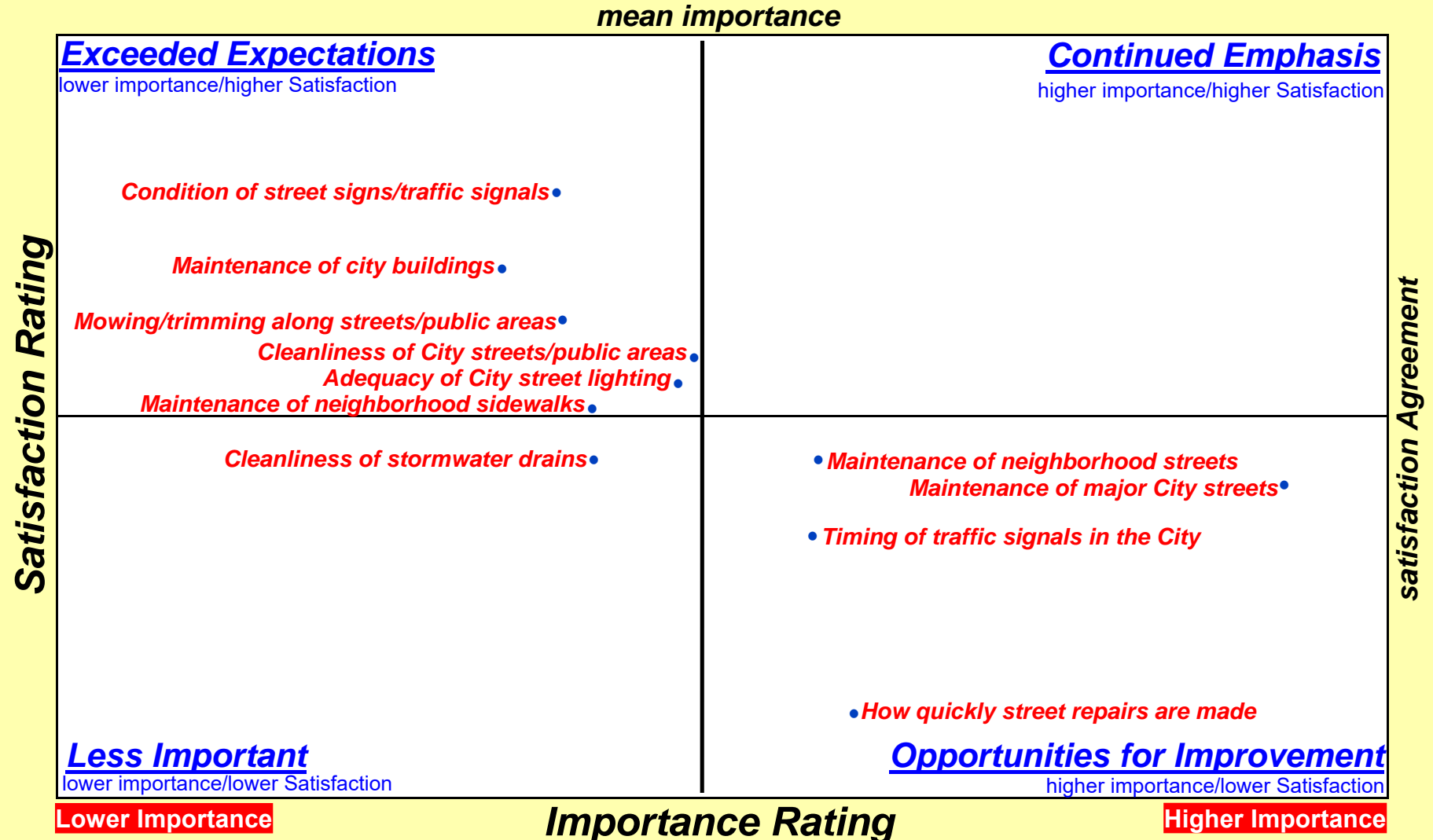


Source: ETC Institute (2017)

2017 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

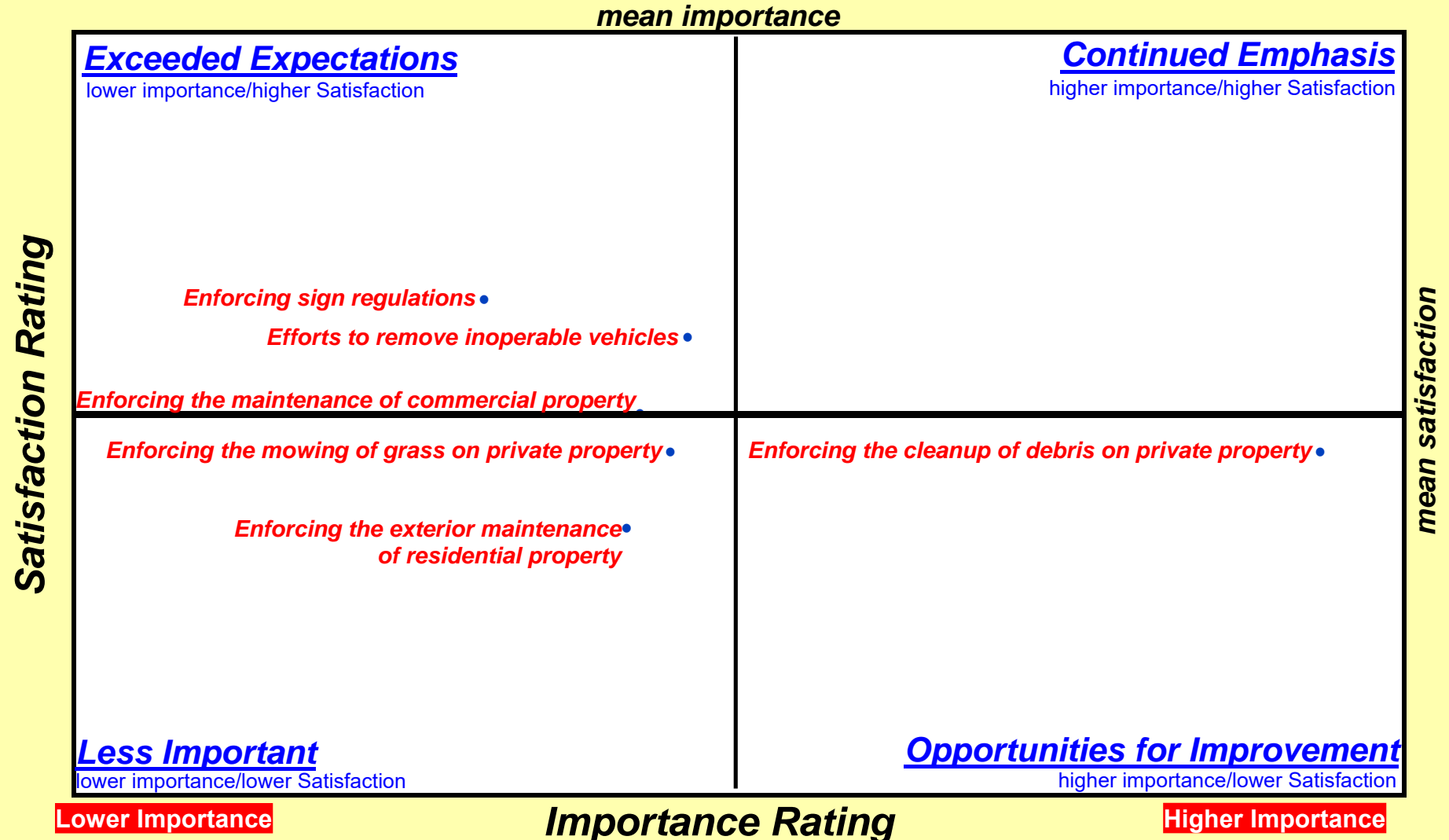


Source: ETC Institute (2017)

2017 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police services	17.7%	46.4%	20.1%	6.6%	2.3%	6.9%
Q1b. Overall quality of City's parks & recreation programs	20.8%	45.7%	19.1%	6.9%	0.8%	6.7%
Q1c. Overall maintenance of City streets & sidewalks	5.8%	26.3%	26.8%	28.2%	11.2%	1.7%
Q1d. Overall quality of fire services	28.9%	44.2%	12.0%	0.7%	0.2%	14.0%
Q1e. Overall efforts by City to enforce codes & ordinances	9.0%	30.0%	32.1%	9.4%	4.2%	15.4%
Q1f. Overall quality of customer service provided by City employees	12.0%	41.7%	25.8%	7.7%	2.9%	9.9%
Q1g. Overall effectiveness of City communication with the public	9.1%	40.9%	28.6%	11.9%	3.9%	5.5%
Q1h. Overall management of traffic flow on City streets	3.0%	19.7%	22.3%	32.3%	20.2%	2.4%
Q1i. Overall management of stormwater runoff by City	5.8%	32.2%	30.8%	16.9%	7.3%	7.0%
Q1j. Overall quality of trash, recycling, & yard waste collection services	28.5%	47.7%	12.2%	4.8%	3.0%	3.7%

WITHOUT "DON'T KNOW"

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." (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police services	19.0%	49.9%	21.6%	7.1%	2.5%
Q1b. Overall quality of City's parks & recreation programs	22.3%	49.0%	20.4%	7.4%	0.9%
Q1c. Overall maintenance of City streets & sidewalks	5.9%	26.8%	27.3%	28.7%	11.4%
Q1d. Overall quality of fire services	33.6%	51.4%	14.0%	0.8%	0.3%
Q1e. Overall efforts by City to enforce codes & ordinances	10.6%	35.5%	37.9%	11.1%	4.9%
Q1f. Overall quality of customer service provided by City employees	13.3%	46.3%	28.6%	8.6%	3.2%
Q1g. Overall effectiveness of City communication with the public	9.7%	43.3%	30.3%	12.6%	4.2%
Q1h. Overall management of traffic flow on City streets	3.1%	20.2%	22.8%	33.1%	20.7%
Q1i. Overall management of stormwater runoff by City	6.2%	34.7%	33.2%	18.1%	7.8%
Q1j. Overall quality of trash, recycling, & yard waste collection services	29.6%	49.5%	12.7%	5.0%	3.1%

Q2. Which THREE of the major categories of City services listed in Question 1 above do you think are MOST IMPORTANT for the City to provide?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	459	53.0 %
Overall quality of City's parks & recreation programs	30	3.5 %
Overall maintenance of City streets & sidewalks	71	8.2 %
Overall quality of fire services	18	2.1 %
Overall efforts by City to enforce codes & ordinances	23	2.7 %
Overall quality of customer service provided by City employees	11	1.3 %
Overall effectiveness of City communication with the public	28	3.2 %
Overall management of traffic flow on City streets	116	13.4 %
Overall management of stormwater runoff by City	12	1.4 %
Overall quality of trash, recycling, & yard waste collection services	29	3.3 %
<u>None chosen</u>	<u>69</u>	<u>8.0 %</u>
Total	866	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 above do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	95	11.0 %
Overall quality of City's parks & recreation programs	68	7.9 %
Overall maintenance of City streets & sidewalks	122	14.1 %
Overall quality of fire services	217	25.1 %
Overall efforts by City to enforce codes & ordinances	30	3.5 %
Overall quality of customer service provided by City employees	18	2.1 %
Overall effectiveness of City communication with the public	31	3.6 %
Overall management of traffic flow on City streets	127	14.7 %
Overall management of stormwater runoff by City	44	5.1 %
Overall quality of trash, recycling, & yard waste collection services	34	3.9 %
<u>None chosen</u>	<u>80</u>	<u>9.2 %</u>
Total	866	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 above do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	56	6.5 %
Overall quality of City's parks & recreation programs	72	8.3 %
Overall maintenance of City streets & sidewalks	134	15.5 %
Overall quality of fire services	64	7.4 %
Overall efforts by City to enforce codes & ordinances	41	4.7 %
Overall quality of customer service provided by City employees	24	2.8 %
Overall effectiveness of City communication with the public	49	5.7 %
Overall management of traffic flow on City streets	163	18.8 %
Overall management of stormwater runoff by City	54	6.2 %
Overall quality of trash, recycling, & yard waste collection services	110	12.7 %
<u>None chosen</u>	<u>99</u>	<u>11.4 %</u>
Total	866	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 above do you think are MOST IMPORTANT for the City to provide? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	610	70.4 %
Overall quality of City's parks & recreation programs	170	19.6 %
Overall maintenance of City streets & sidewalks	327	37.8 %
Overall quality of fire services	299	34.5 %
Overall efforts by City to enforce codes & ordinances	94	10.9 %
Overall quality of customer service provided by City employees	53	6.1 %
Overall effectiveness of City communication with the public	108	12.5 %
Overall management of traffic flow on City streets	406	46.9 %
Overall management of stormwater runoff by City	110	12.7 %
Overall quality of trash, recycling, & yard waste collection services	173	20.0 %
<u>None chosen</u>	<u>69</u>	<u>8.0 %</u>
Total	2419	

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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by City	7.7%	52.7%	25.4%	7.7%	1.6%	4.8%
Q3b. Appearance of City	9.7%	49.4%	20.7%	15.4%	2.8%	2.1%
Q3c. How well City is planning growth	5.7%	20.0%	22.2%	24.8%	20.7%	6.7%
Q3d. Overall quality of life in City	11.5%	49.2%	24.2%	10.2%	3.2%	1.6%
Q3e. Availability of job opportunities	2.4%	14.9%	30.7%	25.5%	15.8%	10.6%
Q3f. Overall value you receive for City taxes & fees	2.4%	26.0%	36.6%	20.4%	10.3%	4.3%

WITHOUT "DON'T KNOW"

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." (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by City	8.1%	55.3%	26.7%	8.1%	1.7%
Q3b. Appearance of City	9.9%	50.5%	21.1%	15.7%	2.8%
Q3c. How well City is planning growth	6.1%	21.4%	23.8%	26.6%	22.2%
Q3d. Overall quality of life in City	11.7%	50.0%	24.6%	10.3%	3.3%
Q3e. Availability of job opportunities	2.7%	16.7%	34.4%	28.6%	17.7%
Q3f. Overall value you receive for City taxes & fees	2.5%	27.1%	38.2%	21.4%	10.7%

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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. City efforts to prevent crimes	7.0%	41.3%	25.2%	15.2%	5.0%	6.2%
Q4b. Enforcement of local traffic laws	6.6%	43.2%	27.8%	12.9%	5.1%	4.4%
Q4c. How quickly police respond to emergencies	13.4%	37.5%	22.4%	6.6%	2.1%	18.0%
Q4d. Frequency that police officers patrol your neighborhood	7.9%	27.8%	27.7%	20.0%	8.9%	7.7%
Q4e. City efforts to prevent fires	10.2%	38.8%	25.5%	1.2%	0.3%	24.0%
Q4f. Enforcement of fire codes	9.4%	32.9%	26.8%	2.3%	0.5%	28.2%

WITHOUT "DON'T KNOW"

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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. City efforts to prevent crimes	7.5%	44.1%	26.8%	16.3%	5.3%
Q4b. Enforcement of local traffic laws	6.9%	45.2%	29.1%	13.5%	5.3%
Q4c. How quickly police respond to emergencies	16.3%	45.8%	27.3%	8.0%	2.5%
Q4d. Frequency that police officers patrol your neighborhood	8.5%	30.2%	30.0%	21.7%	9.6%
Q4e. City efforts to prevent fires	13.4%	51.1%	33.6%	1.5%	0.5%
Q4f. Enforcement of fire codes	13.0%	45.8%	37.3%	3.2%	0.6%

Q5. Which TWO of the public safety services listed in Question 4 above do you think are MOST IMPORTANT for the City to provide?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crimes	473	54.6 %
Enforcement of local traffic laws	31	3.6 %
How quickly police respond to emergencies	174	20.1 %
Frequency that police officers patrol your neighborhood	70	8.1 %
City efforts to prevent fires	13	1.5 %
Enforcement of fire codes	8	0.9 %
None chosen	97	11.2 %
Total	866	100.0 %

Q5. Which TWO of the public safety services listed in Question 4 above do you think are MOST IMPORTANT for the City to provide?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crimes	116	13.4 %
Enforcement of local traffic laws	99	11.4 %
How quickly police respond to emergencies	264	30.5 %
Frequency that police officers patrol your neighborhood	151	17.4 %
City efforts to prevent fires	102	11.8 %
Enforcement of fire codes	25	2.9 %
None chosen	109	12.6 %
Total	866	100.0 %

Q5. Which TWO of the public safety services listed in Question 4 above do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q5. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crimes	589	68.0 %
Enforcement of local traffic laws	130	15.0 %
How quickly police respond to emergencies	438	50.6 %
Frequency that police officers patrol your neighborhood	221	25.5 %
City efforts to prevent fires	115	13.3 %
Enforcement of fire codes	33	3.8 %
None chosen	97	11.2 %
Total	1623	

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=866)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6a. In downtown business district during the day	35.2%	47.5%	10.2%	3.2%	0.9%	3.0%
Q6b. In downtown business district at night	5.5%	27.4%	25.5%	27.3%	9.2%	5.1%
Q6c. In City parks	12.9%	43.9%	25.6%	10.2%	2.3%	5.1%
Q6d. In shopping areas	20.4%	52.1%	20.3%	4.3%	1.2%	1.7%
Q6e. In your neighborhood during the day	41.7%	45.6%	7.6%	2.4%	1.3%	1.4%
Q6f. In your neighborhood at night	20.3%	40.9%	20.2%	12.8%	3.7%	2.1%

WITHOUT "DON'T KNOW"

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: (without "don't know")

(N=866)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6a. In downtown business district during the day	36.3%	48.9%	10.5%	3.3%	1.0%
Q6b. In downtown business district at night	5.8%	28.8%	26.9%	28.7%	9.7%
Q6c. In City parks	13.6%	46.2%	27.0%	10.7%	2.4%
Q6d. In shopping areas	20.8%	53.0%	20.7%	4.3%	1.2%
Q6e. In your neighborhood during the day	42.3%	46.3%	7.7%	2.5%	1.3%
Q6f. In your neighborhood at night	20.8%	41.7%	20.6%	13.1%	3.8%

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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Maintenance & appearance of existing City parks	17.0%	57.7%	16.4%	3.2%	0.8%	4.8%
Q7b. Number of City parks	15.8%	45.6%	19.1%	10.4%	4.0%	5.1%
Q7c. Walking trails in City	15.1%	41.1%	20.7%	12.5%	3.5%	7.2%
Q7d. Biking trails in City	13.4%	37.0%	21.9%	12.7%	5.8%	9.2%
Q7e. City recreation centers	7.3%	27.9%	31.3%	11.3%	3.5%	18.7%
Q7f. City swimming pools	5.1%	17.1%	35.8%	10.9%	5.0%	26.2%
Q7g. City golf course	8.8%	26.7%	32.8%	4.2%	1.7%	25.9%
Q7h. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	7.7%	37.4%	29.0%	7.5%	2.4%	15.9%
Q7i. Quality of City recreation programs & classes	5.1%	23.0%	33.6%	6.8%	1.8%	29.7%
Q7j. Variety of recreation programs & classes offered by City	5.2%	20.9%	33.3%	8.9%	2.1%	29.7%

WITHOUT "DON'T KNOW"

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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Maintenance & appearance of existing City parks	17.8%	60.7%	17.2%	3.4%	0.8%
Q7b. Number of City parks	16.7%	48.1%	20.1%	10.9%	4.3%
Q7c. Walking trails in City	16.3%	44.3%	22.3%	13.4%	3.7%
Q7d. Biking trails in City	14.8%	40.7%	24.2%	14.0%	6.4%
Q7e. City recreation centers	8.9%	34.4%	38.5%	13.9%	4.3%
Q7f. City swimming pools	6.9%	23.2%	48.5%	14.7%	6.7%
Q7g. City golf course	11.8%	36.0%	44.2%	5.6%	2.3%
Q7h. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	9.2%	44.5%	34.5%	8.9%	2.9%
Q7i. Quality of City recreation programs & classes	7.2%	32.7%	47.8%	9.7%	2.6%
Q7j. Variety of recreation programs & classes offered by City	7.4%	29.7%	47.3%	12.6%	3.0%

Q8. Which TWO of the parks and recreation items listed in Question 7 above do you think are MOST IMPORTANT for the City to provide?

Q8. Top choice	Number	Percent
Maintenance & appearance of existing City parks	375	43.3 %
Number of City parks	76	8.8 %
Walking trails in City	61	7.0 %
Biking trails in City	69	8.0 %
City recreation centers	28	3.2 %
City swimming pools	21	2.4 %
City golf course	22	2.5 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	35	4.0 %
Quality of City recreation programs & classes	38	4.4 %
Variety of recreation programs & classes offered by City	33	3.8 %
None chosen	108	12.5 %
Total	866	100.0 %

Q8. Which TWO of the parks and recreation items listed in Question 7 above do you think are MOST IMPORTANT for the City to provide?

Q8. 2nd choice	Number	Percent
Maintenance & appearance of existing City parks	105	12.1 %
Number of City parks	112	12.9 %
Walking trails in City	119	13.7 %
Biking trails in City	102	11.8 %
City recreation centers	48	5.5 %
City swimming pools	23	2.7 %
City golf course	22	2.5 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	68	7.9 %
Quality of City recreation programs & classes	49	5.7 %
Variety of recreation programs & classes offered by City	91	10.5 %
None chosen	127	14.7 %
Total	866	100.0 %

Q8. Which TWO of the parks and recreation items listed in Question 7 above do you think are MOST IMPORTANT for the City to provide? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Maintenance & appearance of existing City parks	480	55.4 %
Number of City parks	188	21.7 %
Walking trails in City	180	20.8 %
Biking trails in City	171	19.7 %
City recreation centers	76	8.8 %
City swimming pools	44	5.1 %
City golf course	44	5.1 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	103	11.9 %
Quality of City recreation programs & classes	87	10.0 %
Variety of recreation programs & classes offered by City	124	14.3 %
None chosen	108	12.5 %
Total	1605	

Q9. 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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Availability of information about City programs & services	5.5%	35.0%	33.0%	15.7%	2.1%	8.7%
Q9b. City efforts to keep residents informed about local issues	6.1%	36.5%	31.1%	16.6%	3.7%	6.0%
Q9c. Level of public involvement in City decision-making	3.1%	18.4%	32.1%	25.1%	8.3%	13.0%
Q9d. Quality of City's cable television channel	3.5%	25.4%	29.0%	11.7%	7.0%	23.4%
Q9e. Usefulness of information that is available on City's website	5.8%	30.7%	32.8%	7.7%	1.4%	21.6%

WITHOUT "DON'T KNOW"

Q9. 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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Availability of information about City programs & services	6.1%	38.3%	36.2%	17.2%	2.3%
Q9b. City efforts to keep residents informed about local issues	6.5%	38.8%	33.0%	17.7%	3.9%
Q9c. Level of public involvement in City decision-making	3.6%	21.1%	36.9%	28.8%	9.6%
Q9d. Quality of City's cable television channel	4.5%	33.2%	37.9%	15.2%	9.2%
Q9e. Usefulness of information that is available on City's website	7.4%	39.2%	41.8%	9.9%	1.8%

Q10. From which of the following sources do you currently get information about the City of Wilmington?

Q10. From what sources do you currently get information about City of Wilmington	Number	Percent
City newsletter	451	53.2 %
Local newspapers	407	48.1 %
Local radio	447	52.8 %
Local television news	618	73.0 %
Social networking sites (Facebook, Twitter)	279	32.9 %
City website	285	33.6 %
City cable channel	177	20.9 %
Calling City	117	13.8 %
Other	44	5.2 %
Total	2825	

Q10. Other

Q10. Other	Number	Percent
word of mouth	17	38.6 %
whatsonwilmington.com	4	9.1 %
mail	2	4.5 %
Internet	2	4.5 %
Nothing informative in a timely manner in paper or media	1	2.3 %
Web news	1	2.3 %
Chamber news letter and communications	1	2.3 %
I get my information from city leaders and the HOA board	1	2.3 %
Public meetings	1	2.3 %
Portcity.com	1	2.3 %
POSTED SIGNS	1	2.3 %
My husband works for City	1	2.3 %
WDI	1	2.3 %
Can't trust any of them to tell you the right thing	1	2.3 %
City Council meetings, Board of Adjustment & City Planning provide no info	1	2.3 %
Mobile	1	2.3 %
Google local news	1	2.3 %
online independent sites	1	2.3 %
email	1	2.3 %
PUBLICATION REGARDING CITY EVENTS	1	2.3 %
web/apps	1	2.3 %
PHONE APP	1	2.3 %
community members	1	2.3 %
Total	44	100.0 %

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

Q11. From what sources would you prefer to get information about City of Wilmington?	Number	Percent
City newsletter	436	53.3 %
Local newspapers	329	40.2 %
Local radio	357	43.6 %
Local television news	498	60.9 %
Social networking sites (Facebook, Twitter)	261	31.9 %
City website	323	39.5 %
City cable channel	140	17.1 %
Calling City	95	11.6 %
Other	37	4.5 %
Total	2476	

Q11. Other

Q11. Other	Number	Percent
email	4	11.4 %
mail	3	8.6 %
text emails	2	5.7 %
Phone app	2	5.7 %
most economical the city can provide it	2	5.7 %
Robo calls	1	2.9 %
Alert calls of active crimes in our area	1	2.9 %
Texts of important info only	1	2.9 %
MORE SIGNS ABOUT MEETINGS FOR TOWN HALL AND CITY PLANNING	1	2.9 %
APP	1	2.9 %
Mailers	1	2.9 %
Weekly mailing	1	2.9 %
Hold open public meetings and give all attending a chance to speak	1	2.9 %
WDI	1	2.9 %
whatsonwilmington.com	1	2.9 %
Frequency of newsletters	1	2.9 %
Google local news	1	2.9 %
NextDoor is a great resource	1	2.9 %
Local internet news	1	2.9 %
EVERY HOME SHOULD HAVE FREE CABLE	1	2.9 %
Channel AIT which we don't ave	1	2.9 %
Many programs and services offered but not sure where to get info	1	2.9 %
Sirius/XM	1	2.9 %
Regular mail	1	2.9 %
Online calendar	1	2.9 %
word of mouth	1	2.9 %
mailed newsletter	1	2.9 %
Total	35	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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Maintenance of major City streets	4.7%	34.3%	21.5%	26.6%	11.0%	2.0%
Q12b. Maintenance of streets in your neighborhood	7.7%	33.5%	18.0%	23.9%	15.0%	1.8%
Q12c. How quickly streets repairs are made	2.8%	17.6%	23.8%	31.3%	16.7%	7.9%
Q12d. Condition of street signs & traffic signals	10.2%	52.0%	24.2%	7.0%	4.2%	2.4%
Q12e. Timing of traffic signals in City	6.0%	29.0%	24.4%	27.8%	10.6%	2.2%
Q12f. Mowing & tree trimming along City streets & other public areas	8.8%	43.2%	27.3%	11.9%	6.6%	2.3%
Q12g. Adequacy of City street lighting	5.8%	40.5%	27.3%	17.3%	6.5%	2.7%
Q12h. Cleanliness of City streets & other public areas	6.7%	41.8%	26.9%	17.1%	5.7%	1.8%
Q12i. Cleanliness of stormwater drains	5.7%	32.2%	30.4%	15.8%	6.1%	9.8%
Q12j. Maintenance of City sidewalks in your neighborhood	7.2%	34.1%	24.2%	13.7%	9.5%	11.3%
Q12k. Maintenance of City buildings	6.5%	42.0%	32.2%	4.3%	1.6%	13.4%

WITHOUT "DON'T KNOW"

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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Maintenance of major City streets	4.8%	35.0%	21.9%	27.1%	11.2%
Q12b. Maintenance of streets in your neighborhood	7.9%	34.1%	18.4%	24.4%	15.3%
Q12c. How quickly streets repairs are made	3.0%	19.0%	25.8%	34.0%	18.2%
Q12d. Condition of street signs & traffic signals	10.4%	53.3%	24.9%	7.2%	4.3%
Q12e. Timing of traffic signals in City	6.1%	29.6%	24.9%	28.5%	10.9%
Q12f. Mowing & tree trimming along City streets & other public areas	9.0%	44.2%	27.9%	12.2%	6.7%
Q12g. Adequacy of City street lighting	5.9%	41.6%	28.0%	17.8%	6.6%
Q12h. Cleanliness of City streets & other public areas	6.8%	42.6%	27.4%	17.4%	5.8%
Q12i. Cleanliness of stormwater drains	6.3%	35.7%	33.7%	17.5%	6.8%
Q12j. Maintenance of City sidewalks in your neighborhood	8.1%	38.4%	27.3%	15.5%	10.7%
Q12k. Maintenance of City buildings	7.5%	48.5%	37.2%	4.9%	1.9%

Q13. Which TWO of the maintenance items listed in Question 12 above do you think are MOST IMPORTANT for the City to provide?

Q13. Top choice	Number	Percent
Maintenance of major City streets	372	43.0 %
Maintenance of streets in your neighborhood	96	11.1 %
How quickly streets repairs are made	69	8.0 %
Condition of street signs & traffic signals	18	2.1 %
Timing of traffic signals in City	91	10.5 %
Mowing & tree trimming along City streets & other public areas	8	0.9 %
Adequacy of City street lighting	35	4.0 %
Cleanliness of City streets & other public areas	38	4.4 %
Cleanliness of stormwater drains	22	2.5 %
Maintenance of City sidewalks in your neighborhood	28	3.2 %
Maintenance of City buildings	1	0.1 %
None chosen	88	10.2 %
Total	866	100.0 %

Q13. Which TWO of the maintenance items listed in Question 12 above do you think are MOST IMPORTANT for the City to provide?

Q13. 2nd choice	Number	Percent
Maintenance of major City streets	97	11.2 %
Maintenance of streets in your neighborhood	101	11.7 %
How quickly streets repairs are made	148	17.1 %
Condition of street signs & traffic signals	25	2.9 %
Timing of traffic signals in City	102	11.8 %
Mowing & tree trimming along City streets & other public areas	39	4.5 %
Adequacy of City street lighting	79	9.1 %
Cleanliness of City streets & other public areas	86	9.9 %
Cleanliness of stormwater drains	43	5.0 %
Maintenance of City sidewalks in your neighborhood	36	4.2 %
Maintenance of City buildings	10	1.2 %
None chosen	100	11.5 %
Total	866	100.0 %

Q13. Which TWO of the maintenance items listed in Question 12 above do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q13. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	469	54.2 %
Maintenance of streets in your neighborhood	197	22.7 %
How quickly streets repairs are made	217	25.1 %
Condition of street signs & traffic signals	43	5.0 %
Timing of traffic signals in City	193	22.3 %
Mowing & tree trimming along City streets & other public areas	47	5.4 %
Adequacy of City street lighting	114	13.2 %
Cleanliness of City streets & other public areas	124	14.3 %
Cleanliness of stormwater drains	65	7.5 %
Maintenance of City sidewalks in your neighborhood	64	7.4 %
Maintenance of City buildings	11	1.3 %
<u>None chosen</u>	<u>88</u>	<u>10.2 %</u>
Total	1632	

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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Enforcement of cleanup of junk & debris on private property	5.5%	26.0%	27.7%	21.5%	7.0%	12.2%
Q14b. Enforcement of mowing & cutting of weeds & grass on private property	4.8%	25.2%	31.3%	16.9%	6.5%	15.4%
Q14c. Enforcement of exterior maintenance of residential property	3.6%	24.7%	33.1%	16.1%	5.7%	16.9%
Q14d. Enforcement of exterior maintenance of commercial/business property	4.0%	26.3%	36.5%	12.1%	3.6%	17.4%
Q14e. Enforcement of sign regulations]	5.5%	26.8%	35.8%	8.3%	3.7%	19.9%
Q14f. City efforts to remove abandoned or inoperative vehicles	5.1%	26.3%	32.7%	9.5%	5.8%	20.7%

WITHOUT "DON'T KNOW"

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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Enforcement of cleanup of junk & debris on private property	6.3%	29.6%	31.6%	24.5%	8.0%
Q14b. Enforcement of mowing & cutting of weeds & grass on private property	5.7%	29.7%	37.0%	19.9%	7.6%
Q14c. Enforcement of exterior maintenance of residential property	4.3%	29.7%	39.9%	19.3%	6.8%
Q14d. Enforcement of exterior maintenance of commercial/business property	4.9%	31.9%	44.2%	14.7%	4.3%
Q14e. Enforcement of sign regulations]	6.9%	33.4%	44.7%	10.4%	4.6%
Q14f. City efforts to remove abandoned or inoperative vehicles	6.4%	33.2%	41.2%	11.9%	7.3%

Q15. Which TWO of the code enforcement items listed in Question 14 above do you think are MOST IMPORTANT for the City to provide?

Q15. Top choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	389	44.9 %
Enforcement of mowing & cutting of weeds & grass on private property	57	6.6 %
Enforcement of exterior maintenance of residential property	70	8.1 %
Enforcement of exterior maintenance of commercial/business property	80	9.2 %
Enforcement of sign regulations	60	6.9 %
City efforts to remove abandoned or inoperative vehicles	71	8.2 %
None chosen	139	16.1 %
Total	866	100.0 %

Q15. Which TWO of the code enforcement items listed in Question 14 above do you think are MOST IMPORTANT for the City to provide?

Q15. 2nd choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	114	13.2 %
Enforcement of mowing & cutting of weeds & grass on private property	150	17.3 %
Enforcement of exterior maintenance of residential property	117	13.5 %
Enforcement of exterior maintenance of commercial/business property	113	13.0 %
Enforcement of sign regulations	62	7.2 %
City efforts to remove abandoned or inoperative vehicles	144	16.6 %
None chosen	166	19.2 %
Total	866	100.0 %

Q15. Which TWO of the code enforcement items listed in Question 14 above do you think are MOST IMPORTANT for the City to provide? (top 2)

Q15. Sum of top 2 choices	Number	Percent
Enforcement of cleanup of junk & debris on private property	503	58.1 %
Enforcement of mowing & cutting of weeds & grass on private property	207	23.9 %
Enforcement of exterior maintenance of residential property	187	21.6 %
Enforcement of exterior maintenance of commercial/business property	193	22.3 %
Enforcement of sign regulations	122	14.1 %
City efforts to remove abandoned or inoperative vehicles	215	24.8 %
None chosen	139	16.1 %
Total	1566	

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

Q16. Have you contacted City of Wilmington during past year?	Number	Percent
Yes	432	49.9 %
No	434	50.1 %
Total	866	100.0 %

Q16a. (Only if "YES" to Question 16) Which City Department did you contact most recently?

Q16a. Which City Department did you contact most recently?	Number	Percent
City Manager/City Council	34	7.9 %
Fire Department	14	3.2 %
Parks & Recreation	22	5.1 %
Planning	29	6.7 %
Police Department	68	15.7 %
Solid Waste	142	32.9 %
Business Licenses	8	1.9 %
Stormwater	18	4.2 %
Street Maintenance	27	6.3 %
Code Enforcement	35	8.1 %
Other	32	7.4 %
None chosen	3	0.7 %
Total	432	100.0 %

WITHOUT "NONE CHOSEN"

Q16a. (Only if "YES" to Question 16) Which City Department did you contact most recently? (without "none chosen")

Q16a. Which City Department did you contact most recently?	Number	Percent
City Manager/City Council	34	7.9 %
Fire Department	14	3.3 %
Parks & Recreation	22	5.1 %
Planning	29	6.8 %
Police Department	68	15.9 %
Solid Waste	142	33.1 %
Business Licenses	8	1.9 %
Stormwater	18	4.2 %
Street Maintenance	27	6.3 %
Code Enforcement	35	8.2 %
Other	32	7.5 %
Total	429	100.0 %

Q16a. Other

<u>Q16a. Other</u>	<u>Number</u>	<u>Percent</u>
Water Dept	3	10.0 %
Tree maintenance	2	6.7 %
Traffic issues	1	3.3 %
Courthouse	1	3.3 %
needed to get finger prints	1	3.3 %
911 call	1	3.3 %
Transportation	1	3.3 %
Looking for volunteer work	1	3.3 %
DMV	1	3.3 %
Asphalt bulging on my street	1	3.3 %
Engineering	1	3.3 %
Housing Loan	1	3.3 %
CFPUA	1	3.3 %
Forestry	1	3.3 %
Animal control	1	3.3 %
Sheriffs	1	3.3 %
Tree ordiances	1	3.3 %
INFORMATION	1	3.3 %
street lights	1	3.3 %
property appraisals	1	3.3 %
Multi-use path	1	3.3 %
Trash/bulk pick-up	1	3.3 %
police officer	1	3.3 %
wave (bus transit)	1	3.3 %
CPU (water bill)	1	3.3 %
Report wire down	1	3.3 %
sink hole in yard	1	3.3 %
Total	30	100.0 %

Q16b. (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 Question 16a with regard to the following:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16b-a. How easy they were to contact	27.7%	46.9%	9.8%	7.7%	5.4%	2.6%
Q16b-b. The way you were treated	30.3%	42.2%	12.4%	7.0%	4.9%	3.3%
Q16b-c. Accuracy of information & assistance you were given	28.2%	38.0%	11.0%	11.4%	6.8%	4.7%
Q16b-d. How quickly City staff responded to your request	28.0%	36.1%	11.0%	11.7%	9.8%	3.5%
Q16b-e. How well your issue was handled	28.2%	32.4%	9.1%	11.4%	14.9%	4.0%

WITHOUT "DON'T KNOW"

Q16b. (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 Question 16a with regard to the following: (without "don't know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16b-a. How easy they were to contact	28.5%	48.1%	10.0%	7.9%	5.5%
Q16b-b. The way you were treated	31.3%	43.6%	12.8%	7.2%	5.1%
Q16b-c. Accuracy of information & assistance you were given	29.6%	39.9%	11.5%	12.0%	7.1%
Q16b-d. How quickly City staff responded to your request	29.0%	37.4%	11.4%	12.1%	10.1%
Q16b-e. How well your issue was handled	29.4%	33.7%	9.5%	11.9%	15.5%

Q17. City 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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Residential trash collection services	40.5%	43.8%	6.2%	2.3%	1.3%	5.9%
Q17b. Curbside recycling services	36.6%	40.5%	9.0%	4.3%	2.1%	7.5%
Q17c. Bulky item pick up/removal services (old furniture, appliances, etc.)	32.4%	32.1%	12.2%	8.4%	2.4%	12.4%
Q17d. Yard waste collection services	33.1%	35.3%	12.6%	7.2%	1.5%	10.3%

WITHOUT "DON'T KNOW"

Q17. City 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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Residential trash collection services	43.1%	46.5%	6.6%	2.5%	1.3%
Q17b. Curbside recycling services	39.6%	43.8%	9.7%	4.6%	2.2%
Q17c. Bulky item pick up/removal services (old furniture, appliances, etc.)	37.0%	36.6%	14.0%	9.6%	2.8%
Q17d. Yard waste collection services	36.9%	39.4%	14.0%	8.0%	1.7%

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=866)

	Yes	No	Don't know
Q18a. Used public transportation services supported by City	11.4%	84.1%	4.5%
Q18b. Participated in recreation programs offered by City	20.4%	74.7%	4.8%
Q18c. Participated (you or child) in youth activities offered by Police Department	3.6%	91.3%	5.1%
Q18d. Visited City recreation centers	43.5%	52.8%	3.7%
Q18e. Visited a neighborhood or City park	83.3%	14.7%	2.1%
Q18f. Used or called Fire services	10.2%	86.1%	3.7%
Q18g. Called Code Enforcement	14.4%	81.1%	4.5%
Q18h. Called or visited Police Department	32.3%	64.0%	3.7%
Q18i. Visited City's website	54.7%	42.0%	3.2%
Q18j. Read City's newsletter	65.4%	31.9%	2.8%
Q18k. Watched City's cable television channel	41.7%	55.0%	3.3%
Q18l. Watched a video on City website	15.5%	80.4%	4.2%
Q18m. Seen anything from City on Facebook, Twitter, Instagram or Nextdoor	37.8%	57.5%	4.7%

WITHOUT "DON'T KNOW"

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. (without "don't know")

(N=866)

	Yes	No
Q18a. Used public transportation services supported by City	12.0%	88.0%
Q18b. Participated in recreation programs offered by City	21.5%	78.5%
Q18c. Participated (you or child) in youth activities offered by Police Department	3.8%	96.2%
Q18d. Visited City recreation centers	45.2%	54.8%
Q18e. Visited a neighborhood or City park	85.0%	15.0%
Q18f. Used or called Fire services	10.6%	89.4%
Q18g. Called Code Enforcement	15.1%	84.9%
Q18h. Called or visited Police Department	33.6%	66.4%
Q18i. Visited City's website	56.6%	43.4%
Q18j. Read City's newsletter	67.2%	32.8%
Q18k. Watched City's cable television channel	43.1%	56.9%
Q18l. Watched a video on City website	16.1%	83.9%
Q18m. Seen anything from City on Facebook, Twitter, Instagram or Nextdoor	39.6%	60.4%

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=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Adequacy of public parking in Downtown Wilmington	5.3%	32.7%	21.9%	23.8%	11.8%	4.5%
Q19b. Availability of public transportation services in Wilmington	5.0%	19.6%	30.3%	12.1%	5.0%	28.1%
Q19c. Ease of travel by car in City	6.5%	35.5%	24.7%	22.6%	8.7%	2.1%
Q19d. Ease of walking in City	8.7%	42.3%	21.4%	15.1%	6.6%	6.0%
Q19e. Ease of biking in City	4.7%	19.7%	24.1%	19.2%	11.0%	21.2%
Q19f. Opportunities to attend cultural activities in Wilmington	12.1%	41.0%	23.6%	7.3%	2.3%	13.7%
Q19g. Availability of affordable housing in Wilmington	4.3%	18.0%	26.7%	16.4%	12.0%	22.6%

WITHOUT "DON'T KNOW"

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: (without "don't know")

(N=866)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Adequacy of public parking in Downtown Wilmington	5.6%	34.2%	23.0%	24.9%	12.3%
Q19b. Availability of public transportation services in Wilmington	6.9%	27.3%	42.1%	16.9%	6.9%
Q19c. Ease of travel by car in City	6.6%	36.2%	25.2%	23.1%	8.8%
Q19d. Ease of walking in City	9.2%	45.0%	22.7%	16.1%	7.0%
Q19e. Ease of biking in City	6.0%	25.1%	30.6%	24.3%	13.9%
Q19f. Opportunities to attend cultural activities in Wilmington	14.1%	47.5%	27.3%	8.4%	2.7%
Q19g. Availability of affordable housing in Wilmington	5.5%	23.3%	34.5%	21.2%	15.5%

Q20. Capital Improvement Priorities. Major investments that are being made by the City are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important you think it is for the city to continue to invest in the following projects:

(N=866)

	Extremely important	Very important	Important	Not very important	Not important at all	Don't know
Q20a. Upgrades to public facilities (i.e. public buildings, Riverwalk, stormwater facilities, etc)	29.6%	31.6%	28.5%	5.5%	1.5%	3.2%
Q20b. Improvements to parks & open space	27.6%	31.3%	27.7%	8.2%	2.0%	3.2%
Q20c. Improvements to Police/Fire facilities	24.9%	32.6%	29.1%	6.4%	1.3%	5.8%
Q20d. Improvements to City's transportation network	46.3%	33.5%	15.1%	1.6%	0.5%	3.0%
Q20e. Additional crosswalks, bike lanes, multi-use trails	34.6%	23.4%	24.0%	11.1%	3.8%	3.0%
Q20f. Improvements to arts/cultural facilities	16.7%	23.2%	35.5%	15.0%	4.2%	5.4%

WITHOUT "DON'T KNOW"

Q20. Capital Improvement Priorities. Major investments that are being made by the City are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important you think it is for the city to continue to invest in the following projects: (without "don't know")

(N=866)

	Extremely important	Very important	Important	Not very important	Not important at all
Q20a. Upgrades to public facilities (i.e. public buildings, Riverwalk, stormwater facilities, etc)	30.5%	32.7%	29.5%	5.7%	1.6%
Q20b. Improvements to parks & open space	28.5%	32.3%	28.6%	8.5%	2.0%
Q20c. Improvements to Police/Fire facilities	26.5%	34.6%	30.9%	6.7%	1.3%
Q20d. Improvements to City's transportation network	47.7%	34.5%	15.6%	1.7%	0.5%
Q20e. Additional crosswalks, bike lanes, multi-use trails	35.7%	24.2%	24.8%	11.4%	3.9%
Q20f. Improvements to arts/cultural facilities	17.7%	24.5%	37.5%	15.9%	4.4%

Q21. Which TWO of the capital improvements listed in Question 20 above would you be MOST WILLING to pay an increase in taxes to support?

Q21. Top choice	Number	Percent
Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc)	125	14.4 %
Improvements to parks & open space	80	9.2 %
Improvements to Police/Fire facilities	107	12.4 %
Improvements to City's transportation network	216	24.9 %
Additional crosswalks, bike lanes, multi-use trails	116	13.4 %
Improvements to arts/cultural facilities	19	2.2 %
None chosen	203	23.4 %
Total	866	100.0 %

Q21. Which TWO of the capital improvements listed in Question 20 above would you be MOST WILLING to pay an increase in taxes to support?

Q21. 2nd choice	Number	Percent
Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc)	116	13.4 %
Improvements to parks & open space	107	12.4 %
Improvements to Police/Fire facilities	83	9.6 %
Improvements to City's transportation network	157	18.1 %
Additional crosswalks, bike lanes, multi-use trails	120	13.9 %
Improvements to arts/cultural facilities	47	5.4 %
None chosen	236	27.3 %
Total	866	100.0 %

Q21. Which TWO of the capital improvements listed in Question 20 above would you be MOST WILLING to pay an increase in taxes to support? (top 2)

Q21. Sum of top 2 choices	Number	Percent
Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc)	241	27.8 %
Improvements to parks & open space	187	21.6 %
Improvements to Police/Fire facilities	190	21.9 %
Improvements to City's transportation network	373	43.1 %
Additional crosswalks, bike lanes, multi-use trails	236	27.3 %
Improvements to arts/cultural facilities	66	7.6 %
None chosen	203	23.4 %
Total	1496	

Q22. Funding for City Services. Using a scale of 1 to 5 where 5 means "Spend Much More" and 1 means "Spend Much Less," please indicate what you think about the City's current level of funding for each of the City services listed below:

(N=866)

	Spend much more	Spend more	Spend about the same	Spend less	Spend much less	Not provided
Q22a. Police services	12.7%	38.6%	38.6%	4.3%	1.2%	4.7%
Q22b. Fire services	8.8%	28.1%	55.2%	2.5%	0.6%	4.8%
Q22c. Parks & Recreation programs	9.2%	27.6%	48.8%	7.2%	2.2%	5.0%
Q22d. Maintenance of streets & sidewalks	23.6%	43.8%	26.8%	0.9%	0.1%	4.8%
Q22e. Upkeep of parks & other public areas	8.5%	28.3%	53.7%	3.1%	1.6%	4.7%
Q22f. Enforcement of City codes	5.5%	19.6%	56.6%	10.2%	2.4%	5.7%

WITHOUT "DON'T KNOW"

Q22. Funding for City Services. Using a scale of 1 to 5 where 5 means "Spend Much More" and 1 means "Spend Much Less," please indicate what you think about the City's current level of funding for each of the City services listed below: (without "not provided")

(N=866)

	Spend much more	Spend more	Spend about the same	Spend less	Spend much less
Q22a. Police services	13.3%	40.5%	40.5%	4.5%	1.2%
Q22b. Fire services	9.2%	29.5%	58.0%	2.7%	0.6%
Q22c. Parks & Recreation programs	9.7%	29.0%	51.4%	7.5%	2.3%
Q22d. Maintenance of streets & sidewalks	24.8%	46.0%	28.2%	1.0%	0.1%
Q22e. Upkeep of parks & other public areas	9.0%	29.7%	56.4%	3.3%	1.7%
Q22f. Enforcement of City codes	5.9%	20.8%	60.0%	10.8%	2.6%

Q23. Strategic Planning. The City's major focus areas are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important at All," please indicate how important each of the City's focus areas are to you:

(N=866)

	Extremely important	Very important	Important	Not very important	Not important at all	Not provided
Q23a. Share information, get citizen input & build relationships	34.1%	34.1%	25.5%	3.7%	0.3%	2.3%
Q23b. Improve local economy through public & private investments & partnerships	29.1%	35.7%	27.3%	2.9%	1.7%	3.3%
Q23c. Work to ensure City is positioned for future sustainability & growth	46.4%	32.9%	15.6%	2.3%	0.6%	2.2%
Q23d. Provide a safe community	64.9%	26.9%	6.0%	0.3%	0.0%	1.8%
Q23e. Support neighborhoods to help them thrive	39.7%	34.3%	19.7%	3.3%	0.9%	2.0%
Q23f. Provide a safe & efficient transportation system	35.2%	30.6%	26.3%	4.5%	1.2%	2.2%

WITHOUT "DON'T KNOW"

Q23. Strategic Planning. The City's major focus areas are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important at All," please indicate how important each of the City's focus areas are to you: (without "not provided")

(N=866)

	Extremely important	Very important	Important	Not very important	Not important at all
Q23a. Share information, get citizen input & build relationships	34.9%	34.9%	26.1%	3.8%	0.4%
Q23b. Improve local economy through public & private investments & partnerships	30.1%	36.9%	28.2%	3.0%	1.8%
Q23c. Work to ensure City is positioned for future sustainability & growth	47.5%	33.6%	15.9%	2.4%	0.6%
Q23d. Provide a safe community	66.1%	27.4%	6.1%	0.4%	0.0%
Q23e. Support neighborhoods to help them thrive	40.5%	35.0%	20.1%	3.4%	0.9%
Q23f. Provide a safe & efficient transportation system	36.0%	31.3%	26.9%	4.6%	1.2%

Q24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following:

(N=866)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q24a. As a place to live	32.9%	48.2%	11.5%	4.5%	1.2%	1.7%
Q24b. As a place to raise children	20.6%	42.8%	15.4%	8.8%	2.1%	10.4%
Q24c. As a place to work or build a business	14.1%	38.0%	23.0%	14.9%	5.0%	5.1%
Q24d. As a place to retire	27.9%	41.1%	14.7%	6.0%	2.5%	7.7%
Q24e. As a place to visit	46.8%	39.6%	9.0%	1.4%	0.7%	2.5%

WITHOUT "DON'T KNOW"

Q24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following: (without "don't know")

(N=866)

	Excellent	Good	Neutral	Below average	Poor
Q24a. As a place to live	33.5%	49.0%	11.8%	4.6%	1.2%
Q24b. As a place to raise children	22.9%	47.8%	17.1%	9.8%	2.3%
Q24c. As a place to work or build a business	14.8%	40.0%	24.2%	15.7%	5.2%
Q24d. As a place to retire	30.3%	44.6%	15.9%	6.5%	2.8%
Q24e. As a place to visit	48.0%	40.6%	9.2%	1.4%	0.7%

Q25. Approximately how many years have you lived in Wilmington?

<u>Q25. How many years have you lived in Wilmington?</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	153	17.7 %
5-10 years	140	16.2 %
11-20 years	169	19.5 %
20+ years	390	45.0 %
Not provided	14	1.6 %
Total	866	100.0 %

WITHOUT "NOT PROVIDED"

Q25. Approximately how many years have you lived in Wilmington? (without "not provided")

<u>Q25. How many years have you lived in Wilmington?</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	153	18.0 %
5-10 years	140	16.4 %
11-20 years	169	19.8 %
20+ years	390	45.8 %
Total	852	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	174	20.1 %
35-44 years	172	19.9 %
45-54 years	165	19.1 %
55-64 years	173	20.0 %
65-74 years	116	13.4 %
75+ years	56	6.5 %
Not provided	10	1.2 %
Total	866	100.0 %

WITHOUT "NOT PROVIDED"

Q26. What is your age? (without "not provided")

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	174	20.3 %
35-44 years	172	20.1 %
45-54 years	165	19.3 %
55-64 years	173	20.2 %
65-74 years	116	13.6 %
75+ years	56	6.5 %
Total	856	100.0 %

Q27. Have you been a victim of a crime in the City of Wilmington during the past year?

Q27. Have you been a victim of a crime in City of Wilmington during past year?	Number	Percent
Yes	121	14.0 %
No	732	84.5 %
Not provided	13	1.5 %
Total	866	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Have you been a victim of a crime in the City of Wilmington during the past year? (without "not provided")

Q27. Have you been a victim of a crime in City of Wilmington during past year?	Number	Percent
Yes	121	14.2 %
No	732	85.8 %
Total	853	100.0 %

Q28. What is your gender?

Q28. Your gender	Number	Percent
Female	422	48.7 %
Male	444	51.3 %
Total	866	100.0 %

Q29. Have you visited Downtown Wilmington during the past year?

Q29. Have you visited Downtown Wilmington during past year?	Number	Percent
Yes	819	94.6 %
No	40	4.6 %
Not provided	7	0.8 %
Total	866	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Have you visited Downtown Wilmington during the past year? (without "not provided")

Q29. Have you visited Downtown Wilmington during past year?	Number	Percent
Yes	819	95.3 %
No	40	4.7 %
Total	859	100.0 %

Q30. Which of the following best describes your race/ethnicity?

Q30. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	18	2.2 %
White	595	71.2 %
American Indian/Eskimo	20	2.4 %
Black/African American	194	23.2 %
Hispanic/Latino/Spanish	26	3.1 %
Other	8	1.0 %
Total	861	

Q30. Other

Q30. Other	Number	Percent
Multi-racial	3	37.5 %
Irish	1	12.5 %
Hawaiian	1	12.5 %
Black Italian	1	12.5 %
German American	1	12.5 %
Ethiopian-Black African	1	12.5 %
Total	8	100.0 %

Q31. Would you say your total annual household income is:

Q31. Your total annual household income	Number	Percent
Under \$30K	145	16.7 %
\$30K to \$59,999	215	24.8 %
\$60K to \$99,999	207	23.9 %
\$100K+	240	27.7 %
Not provided	59	6.8 %
Total	866	100.0 %

WITHOUT "NOT PROVIDED"

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

<u>Q31. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	145	18.0 %
\$30K to \$59,999	215	26.6 %
\$60K to \$99,999	207	25.7 %
\$100K+	240	29.7 %
Total	807	100.0 %

Q32. What is your home zip code?

<u>Q32. Your home zip code</u>	<u>Number</u>	<u>Percent</u>
28401	204	23.6 %
28403	221	25.5 %
28405	133	15.4 %
28409	182	21.0 %
28412	126	14.5 %
Total	866	100.0 %

Section 5:
Survey Instrument



Mayor and City Council

Mayor
Bill Saffo

Mayor Pro-Tem
Margaret E. Haynes

Council Members
Neil Anderson
Paul Lawler
Kevin O'Grady
Charles H. Rivenbark
Earl Sheridan

City of Wilmington

City Hall
102 North Third Street
PO Box 1810
Wilmington, NC 28402-1810
910.341.7815
910.341.4628 fax
wilmingtonnc.gov
Dial 711 TTY/Voice



Dear Wilmington City Resident:

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

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

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

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

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

Sincerely,

Bill Saffo
Mayor

2017 Community Survey

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



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

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of police services	5	4	3	2	1	9
02.	Overall quality of the City's parks and recreation programs	5	4	3	2	1	9
03.	Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
04.	Overall quality of fire services	5	4	3	2	1	9
05.	Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9
06.	Overall quality of customer service provided by City employees	5	4	3	2	1	9
07.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
08.	Overall management of traffic flow on City streets	5	4	3	2	1	9
09.	Overall management of stormwater runoff by the City	5	4	3	2	1	9
10.	Overall quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9

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

1st. _____ 2nd. _____ 3rd. _____

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

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the City	5	4	3	2	1	9
2.	Appearance of the City	5	4	3	2	1	9
3.	How well the City is planning growth	5	4	3	2	1	9
4.	Overall quality of life in the City	5	4	3	2	1	9
5.	Availability of job opportunities	5	4	3	2	1	9
6.	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
1.	City efforts to prevent crimes	5	4	3	2	1	9
2.	Enforcement of local traffic laws	5	4	3	2	1	9
3.	How quickly police respond to emergencies	5	4	3	2	1	9
4.	The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
5.	City efforts to prevent fires	5	4	3	2	1	9
6.	Enforcement of fire codes	5	4	3	2	1	9

5. **Which TWO of the public safety services listed above do you think are MOST IMPORTANT for the City to provide?** [Write in the numbers below using the numbers 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
1.	In the downtown business district during the day	5	4	3	2	1	9
2.	In the downtown business district at night	5	4	3	2	1	9
3.	In City parks	5	4	3	2	1	9
4.	In shopping areas	5	4	3	2	1	9
5.	In your neighborhood during the day	5	4	3	2	1	9
6.	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
01.	Maintenance and appearance of existing City parks	5	4	3	2	1	9
02.	Number of City parks	5	4	3	2	1	9
03.	Walking trails in the City	5	4	3	2	1	9
04.	Biking trails in the City	5	4	3	2	1	9
05.	City recreation centers	5	4	3	2	1	9
06.	City swimming pools	5	4	3	2	1	9
07.	City golf course	5	4	3	2	1	9
08.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
09.	Quality of City recreation programs and classes	5	4	3	2	1	9
10.	Variety of recreation programs and classes offered by the City	5	4	3	2	1	9

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

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

15. Which TWO of the **code enforcement** items listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers 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-b] ____ (2) No [Go to question 17]

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

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

16b. [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:

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

17. **City 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:

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

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

During the past 12 months have you:		YES	NO	Don't Know
01.	Used public transportation services supported by the City	1	2	9
02.	Participated in recreation programs offered by the City	1	2	9
03.	Participated (you or child) in youth activities offered by the Police Department	1	2	9
04.	Visited City recreation centers	1	2	9
05.	Visited a neighborhood or City park	1	2	9
06.	Used or called Fire services	1	2	9
07.	Called Code Enforcement	1	2	9
08.	Called or visited the Police Department	1	2	9
09.	Visited the City's website	1	2	9
10.	Read the City's newsletter	1	2	9
11.	Watched the City's cable television channel	1	2	9
12.	Watched a video on the City website	1	2	9
13.	Seen anything from the City on Facebook, Twitter, Instagram or Nextdoor	1	2	9

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

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

20. Capital Improvement Priorities. Major investments that are being made by the City are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important you think it is for the city to continue to invest in the following projects:

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

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

1st: ____ 2nd: ____ NONE

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

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

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

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

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

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

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

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

26. What is your age?

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

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

- (1) Yes
 (2) No

28. What is your gender?

- (1) Female
 (2) Male

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

- (1) Yes
 (2) No

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

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

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

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

32. What is your home zip code? _____

This concludes the survey. Thank you for your time!

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

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