City of Wilmington 2015 Community Survey *Appendix A – Benchmarking Analysis*

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Submitted to the City of Wilmington, North Carolina
by:
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DirectionFinder® Survey

Year 2015 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in nearly 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during July 2014 to a random sample of more than 3,000 residents in the continental United States, and (2) individual community surveys that were administered in 35 medium-sized cities (population of 20,000 to 199,999) between January 2011 and December 2014. The "U.S. Average" shown in this report reflects the overall results of ETC Institute's national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services. The 35 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- Davenport, Iowa
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Tempe Arizona
- Westland, Michigan
- West Des Moines, Iowa
- Wilmington, North Carolina
- Yuma, Arizona

There are two sets of charts in this analysis:

- The **first set** shows how the results for the City of Wilmington compare to the U.S. national average.

- The **second set** of charts provides comparisons for several items that were rated on the survey against other communities who have participated in the DirectionFinder® Survey during the past two years. The horizontal bars show the range of satisfaction among residents in these communities; the lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Wilmington compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Wilmington rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Wilmington rated below the national average.

National Benchmarks

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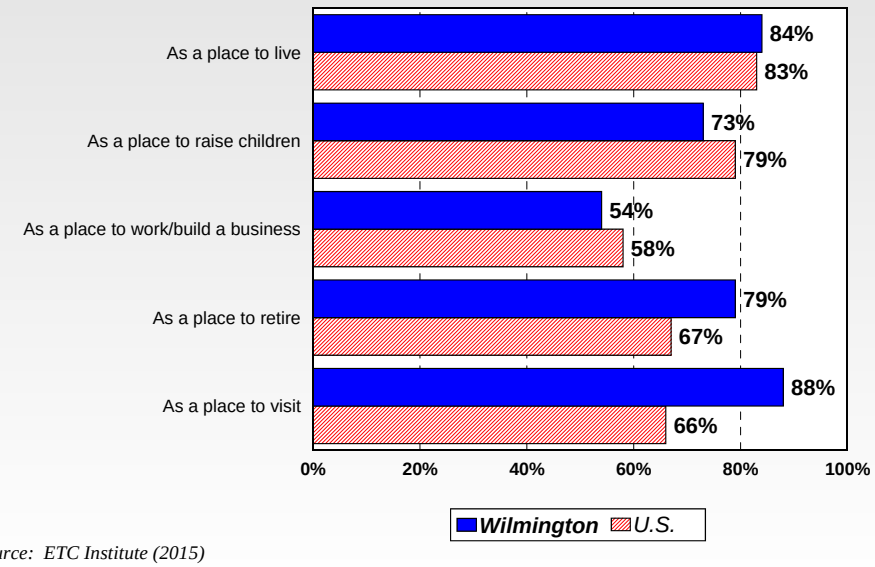
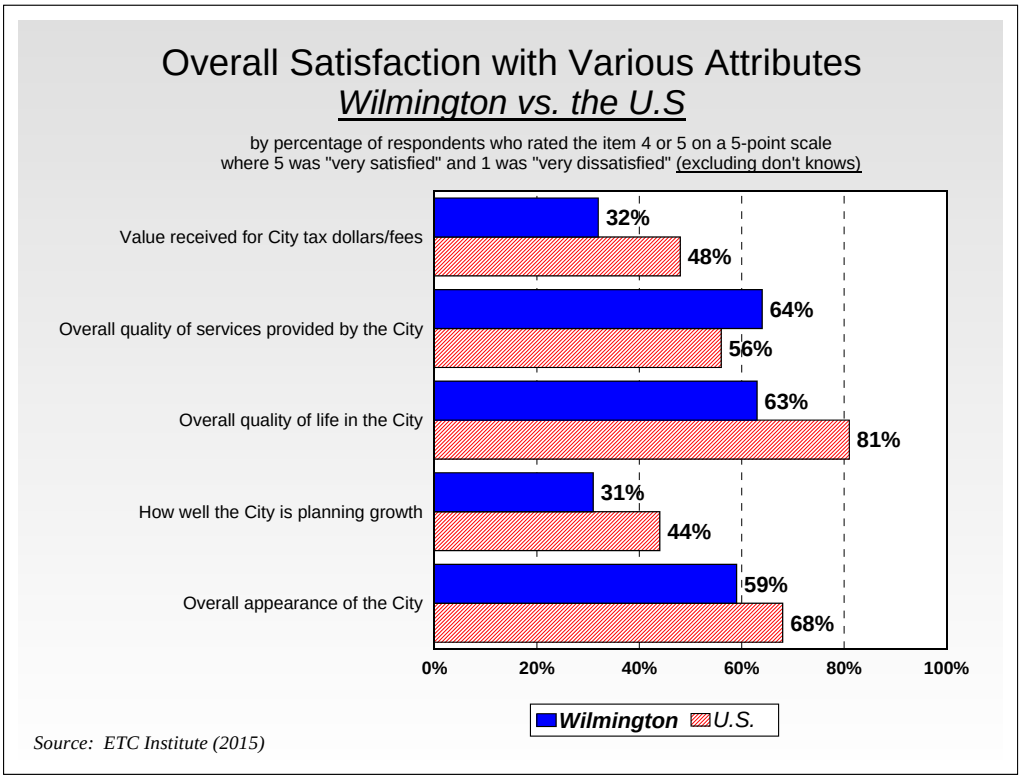
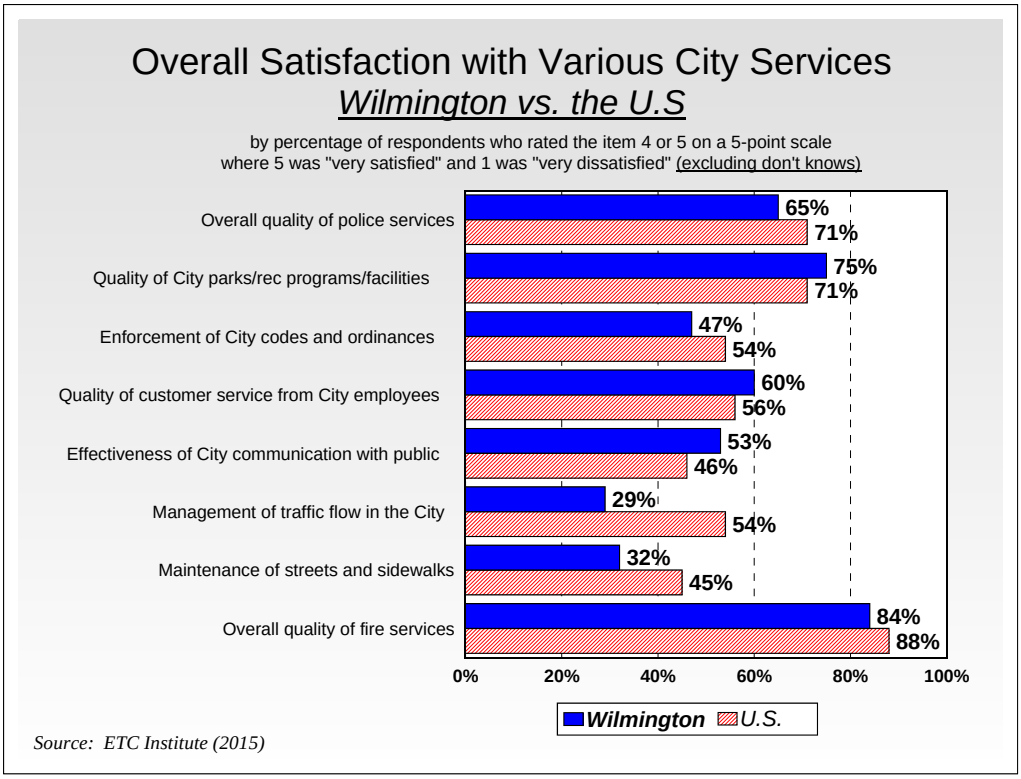
Overall Ratings of the Community
Wilmington vs. the U.S

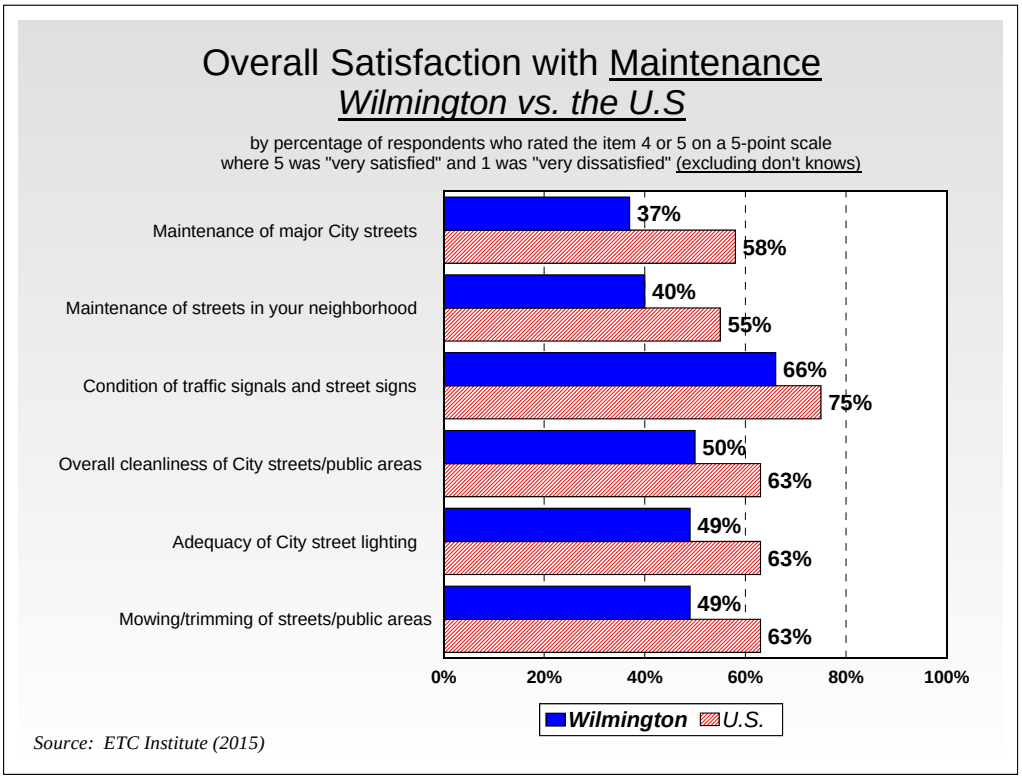
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

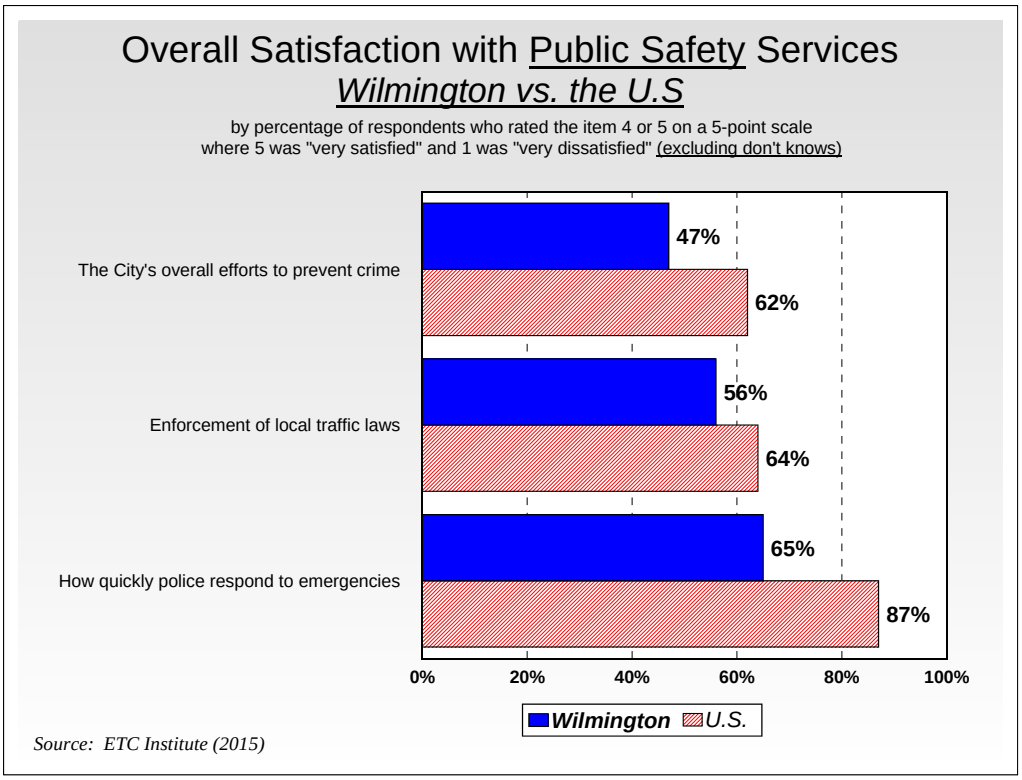


Source: ETC Institute (2015)


Overall Satisfaction with Various Attributes
Wilmington 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)
Value received for City tax dollars/fees
32%
48%
Overall quality of services provided by the City
64%
56%
Overall quality of life in the City
63%
81%
How well the City is planning growth
31%
44%
Overall appearance of the City
59%
68%
0%
20%
40%
60%
80%
100%
Wilmington
U.S.
Source: ETC Institute (2015)

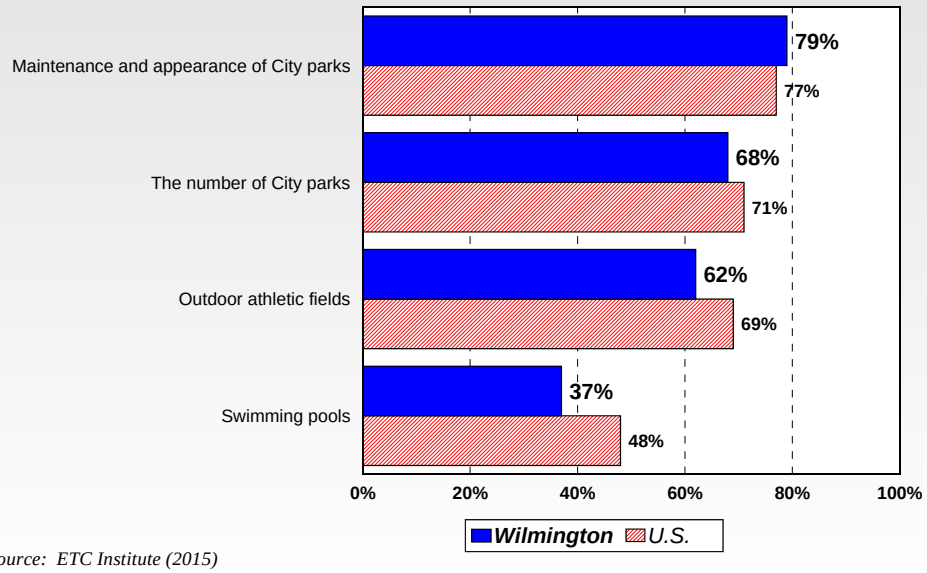

Overall Satisfaction with Various City Services
Wilmington vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall quality of police services
65%
71%
Quality of City parks/rec programs/facilities
75%
71%
Enforcement of City codes and ordinances
47%
54%
Quality of customer service from City employees
60%
56%
Effectiveness of City communication with public
53%
46%
Management of traffic flow in the City
29%
54%
Maintenance of streets and sidewalks
32%
45%
Overall quality of fire services
84%
88%
0%
20%
40%
60%
80%
100%
Wilmington
U.S.
Source: ETC Institute (2015)


Overall Satisfaction with Maintenance
Wilmington 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)
Maintenance of major City streets
37%
58%
Maintenance of streets in your neighborhood
40%
55%
Condition of traffic signals and street signs
66%
75%
Overall cleanliness of City streets/public areas
50%
63%
Adequacy of City street lighting
49%
63%
Mowing/trimming of streets/public areas
49%
63%
0%
20%
40%
60%
80%
100%
Wilmington
U.S.
Source: ETC Institute (2015)


Overall Satisfaction with Public Safety Services
Wilmington 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)
The City's overall efforts to prevent crime
47%
62%
Enforcement of local traffic laws
56%
64%
How quickly police respond to emergencies
65%
87%
0%
20%
40%
60%
80%
100%
Wilmington
U.S.
Source: ETC Institute (2015)

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

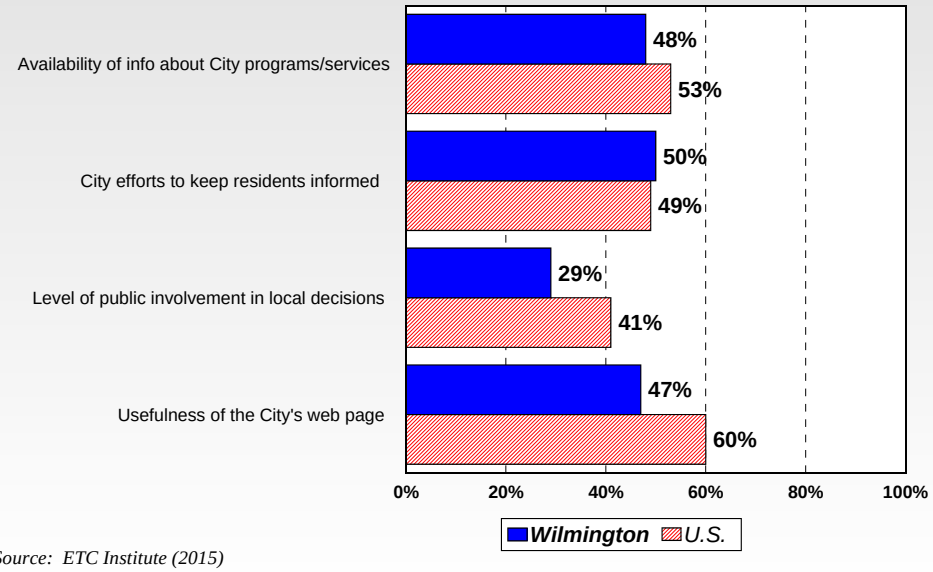
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



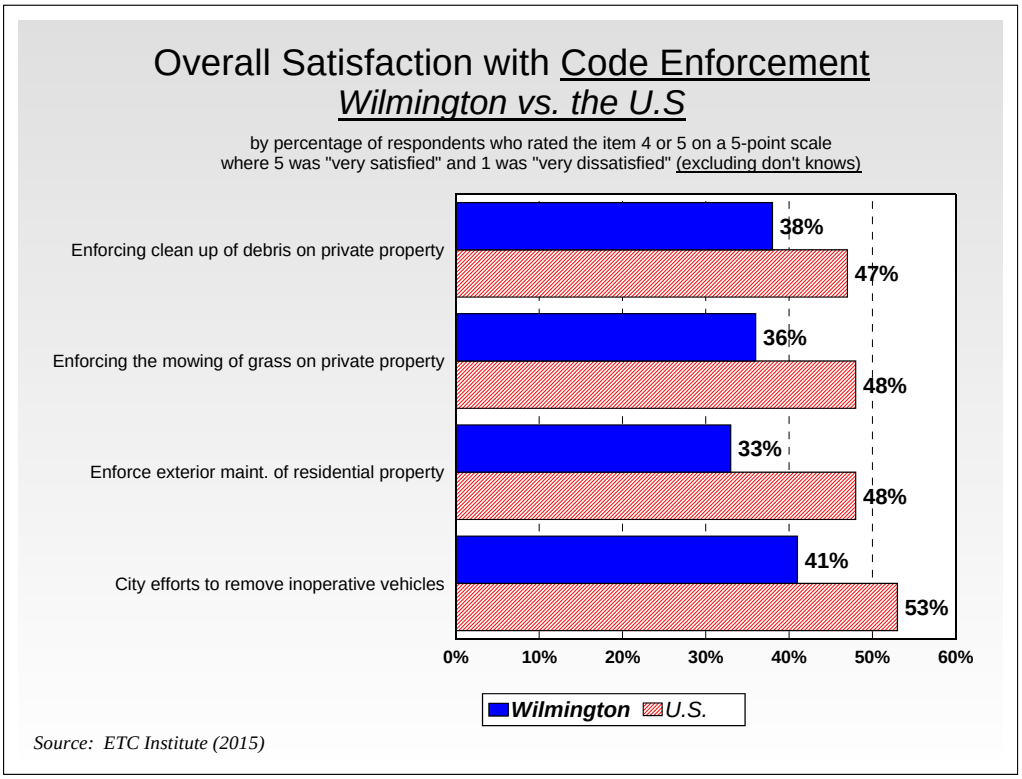
Source: ETC Institute (2015)

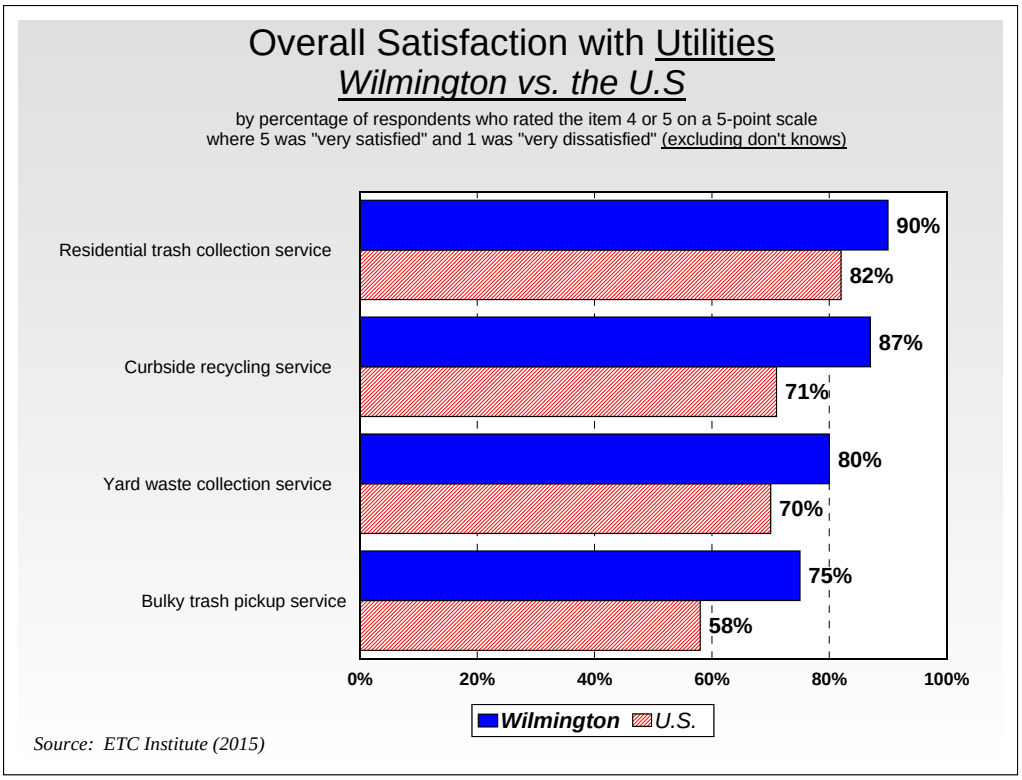
Overall Satisfaction with Communication
Wilmington vs. the U.S

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)

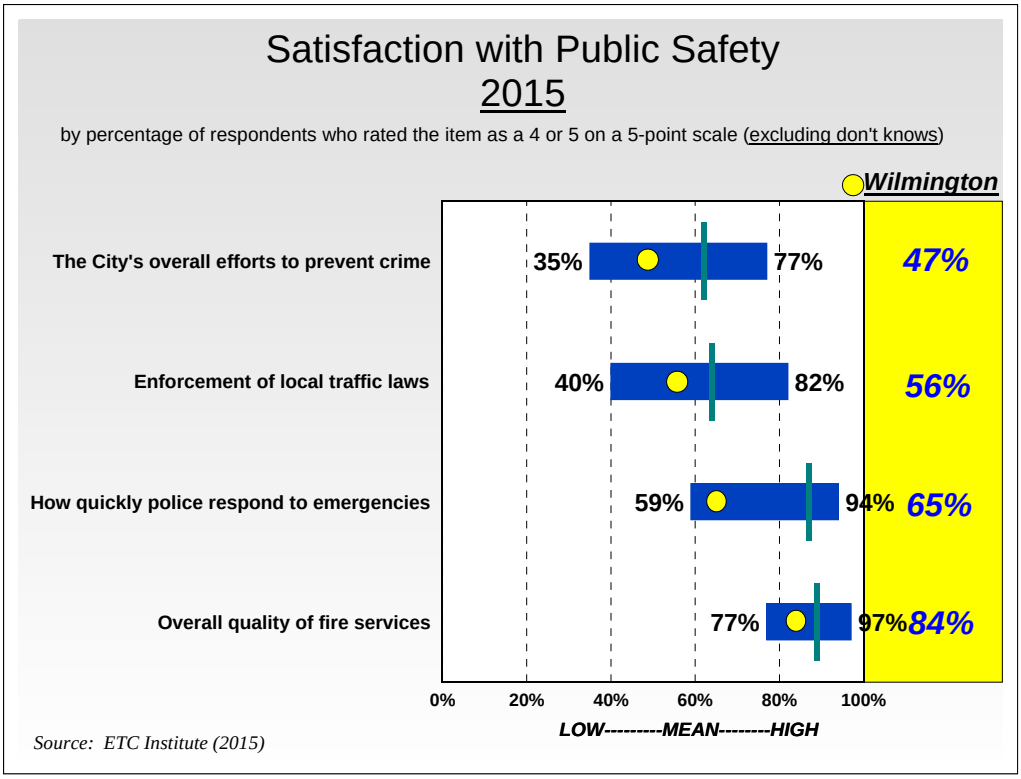


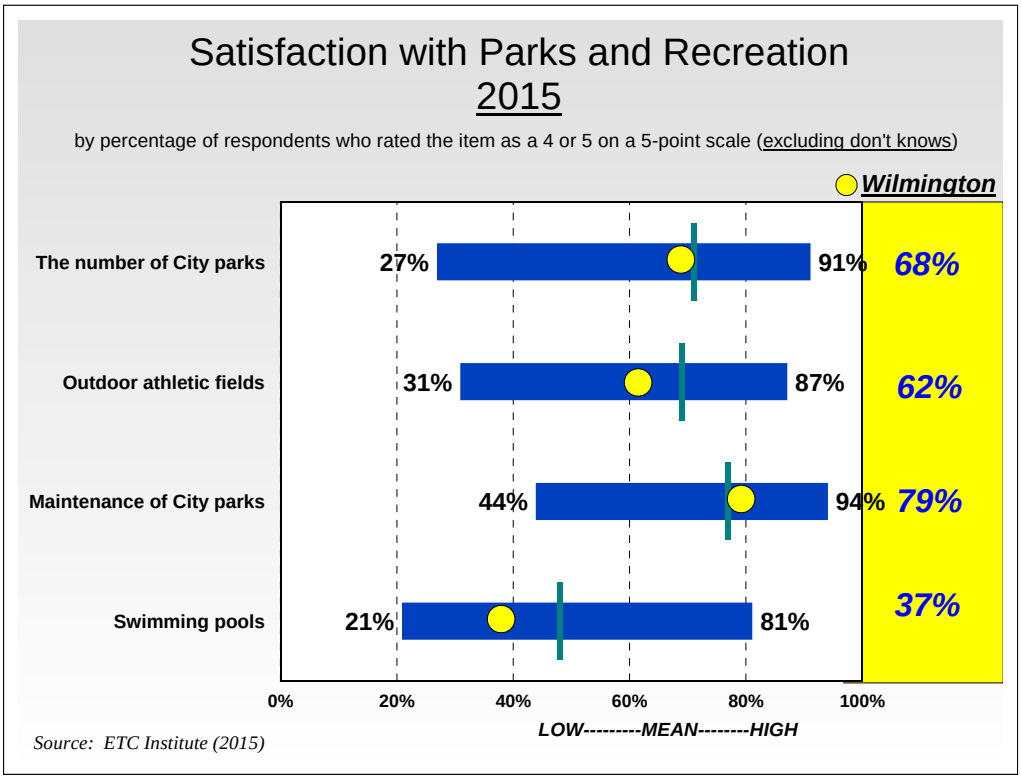
Source: ETC Institute (2015)

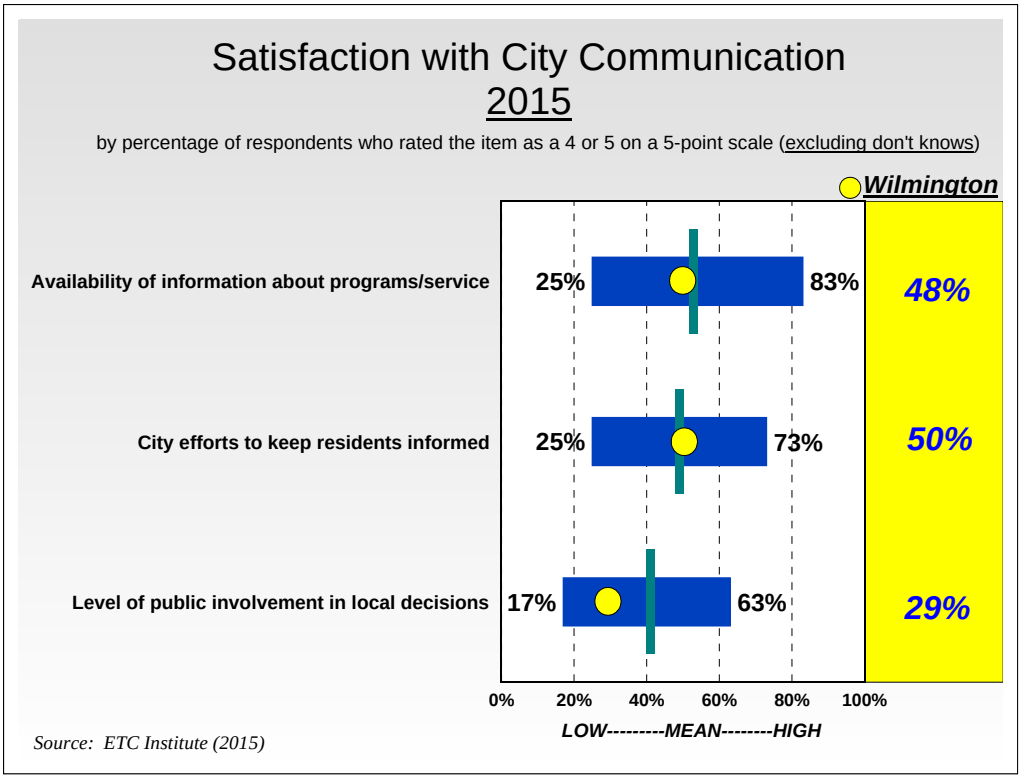

Overall Satisfaction with Code Enforcement
Wilmington vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Enforcing clean up of debris on private property
38%
47%
Enforcing the mowing of grass on private property
36%
48%
Enforce exterior maint. of residential property
33%
48%
City efforts to remove inoperative vehicles
41%
53%
0%
10%
20%
30%
40%
50%
60%
Wilmington
U.S.
Source: ETC Institute (2015)

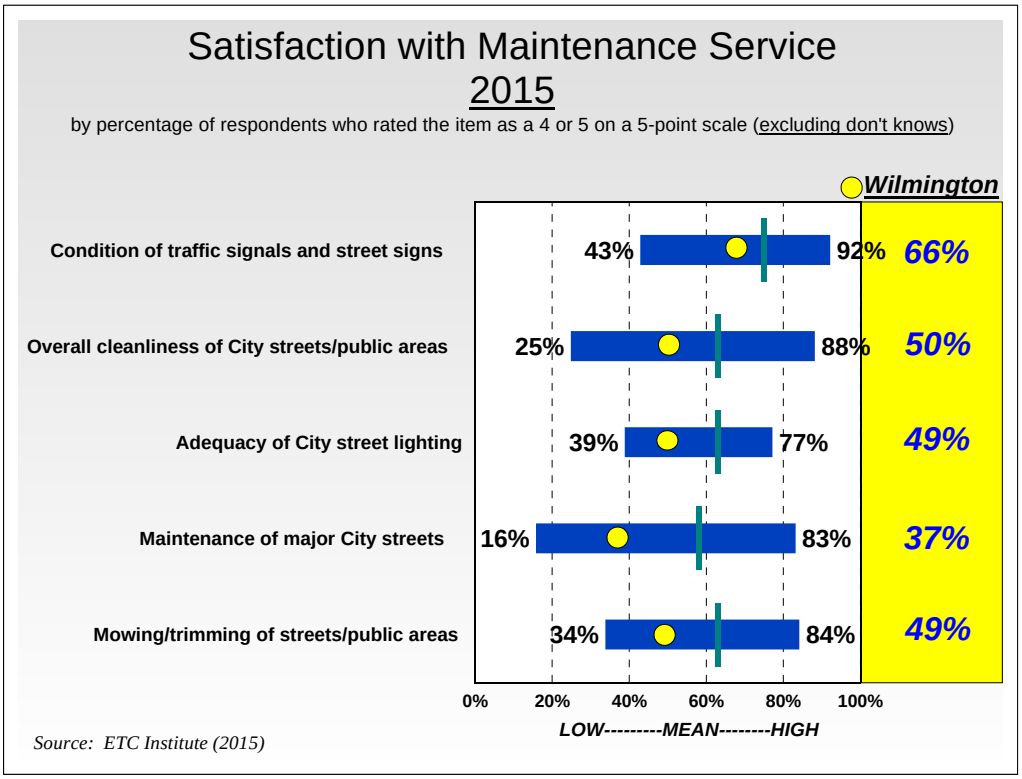

Overall Satisfaction with Utilities
Wilmington vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Residential trash collection service
90%
82%
Curbside recycling service
87%
71%
Yard waste collection service
80%
70%
Bulky trash pickup service
75%
58%
0%
20%
40%
60%
80%
100%
Wilmington
U.S.
Source: ETC Institute (2015)

Ranges of Performance




Satisfaction with Parks and Recreation
2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Wilmington
The number of City parks
27%
91%
68%
Outdoor athletic fields
31%
87%
62%
Maintenance of City parks
44%
94%
79%
Swimming pools
21%
81%
37%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2015)


Satisfaction with City Communication
2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Wilmington
Availability of information about programs/service
25%
83%
48%
City efforts to keep residents informed
25%
73%
50%
Level of public involvement in local decisions
17%
63%
29%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2015)


Satisfaction with Maintenance Service
2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Wilmington
Condition of traffic signals and street signs
43%
92%
66%
Overall cleanliness of City streets/public areas
25%
88%
50%
Adequacy of City street lighting
39%
77%
49%
Maintenance of major City streets
16%
83%
37%
Mowing/trimming of streets/public areas
34%
84%
49%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2015)