



City of High Point

Special Meeting of the High Point City Council Agenda City Council

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Cyril Jefferson, Mayor
Britt W. Moore, Mayor Pro Tempore (At Large)
Amanda Cook (At Large), Vickie M. McKiver (Ward 1), Tyrone Johnson (Ward 2),
Monica L. Peters (Ward 3), Dr. Patrick Harman (Ward 4), Tim Andrew (Ward 5), and Michael Holmes
(Ward 6),

Monday, March 24, 2025

4:00 PM

3rd Floor Conference Room

CALL TO ORDER, ROLL CALL

ADOPTION OF AGENDA

PRESENTATION OF ITEMS

- 2025-105 **Results of the 2024 Resident Survey**
Representatives from the ETC Institute will present the findings of the 2024 Resident Survey.
- 2025-106 **Closed Session - Economic Development**
Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Results of the 2024 Resident Survey

FROM:
Meridith Martin, Strategic Initiatives
Manager

MEETING DATE:
March 24, 2025

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:

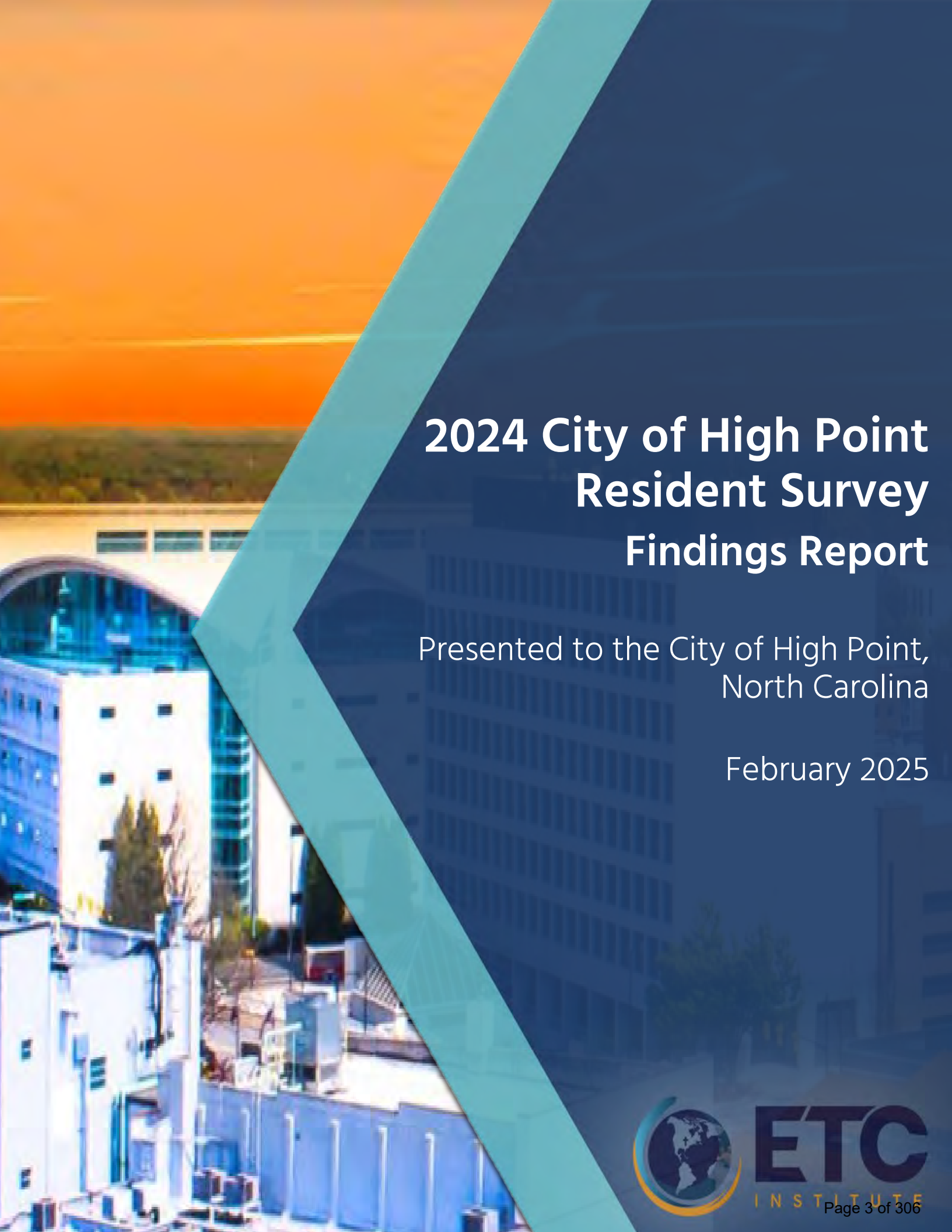
1. Resident Survey Report
 2. Resident Survey Maps
 3. Presentation
-

PURPOSE: Representatives from the ETC Institute will present the findings of the 2024 Resident Survey for the City of High Point.

BACKGROUND: The ETC Institute administered a resident survey for the City of High Point between November 2024 and January 2025. The first survey was conducted in 2007 and has been conducted approximately every two years. The surveys are administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services.

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: This item is for information and discussion.



2024 City of High Point Resident Survey Findings Report

Presented to the City of High Point,
North Carolina

February 2025



ETC
INSTITUTE

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Executive Summary

2024 City of High Point Resident Survey

Executive Summary

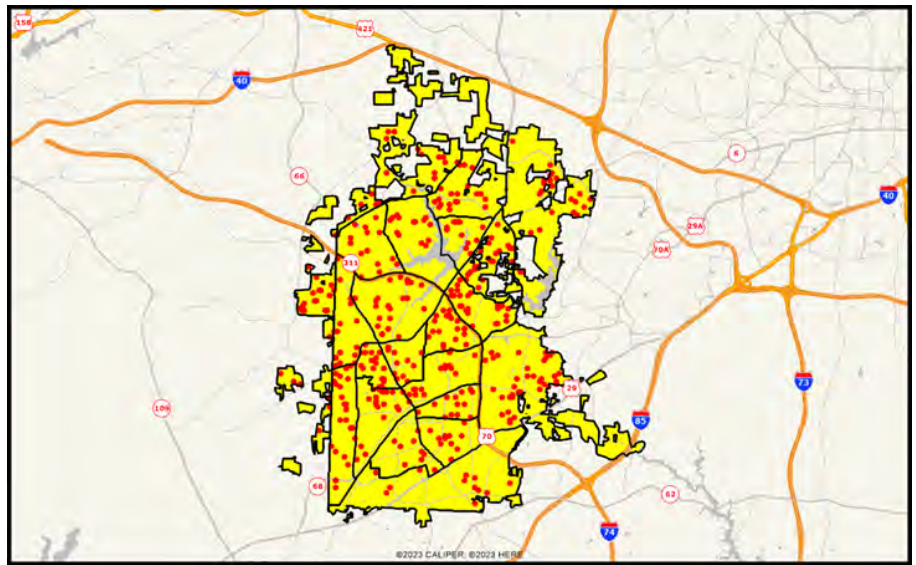


Purpose

ETC Institute administered the *DirectionFinder*® survey for the City of High Point between November 2024 and January 2025. The first survey was administered in 2007 and has been conducted approximately every two years. The surveys were administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services.

Methodology

A seven-page survey and cover letter were mailed to a random sample of households in the City of High Point. Respondents were also provided a link to take the survey online. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by text message to encourage participation. A total of 420 households completed the survey. The results for the random sample of 420 households have a 95% level of confidence with a precision of at least $\pm 4.8\%$. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from High Point with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for questions on the survey with trend comparisons
- benchmarking data that show how the results for High Point compare to other cities
- Importance-Satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument

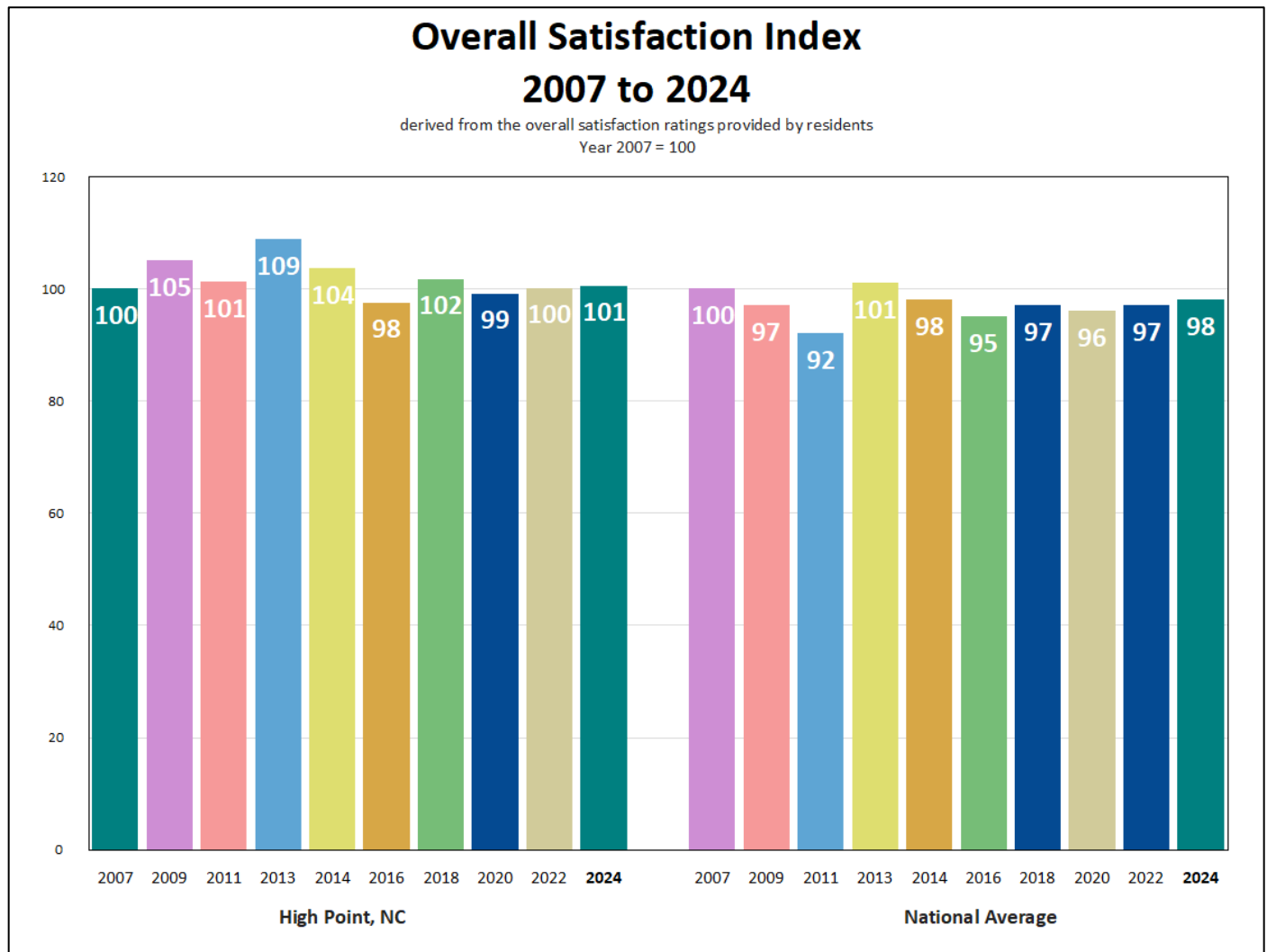
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Major Findings

The Composite Customer Satisfaction Index for High Point. The Composite Customer Satisfaction Index is derived from the mean rating given by residents for all major city services that were rated between 2007 and 2024. The index is calculated by dividing the mean rating from the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100. The chart below shows that the Composite Customer Satisfaction Index for High Point has increased since the last survey in 2022, and shows that the City consistently outperforms other communities across the U.S. In 2024, the City's Customer Satisfaction Index rating was 3 points higher than the U.S. average.



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- **Most of the residents surveyed were satisfied with City services.** Ninety percent (90%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire department services and response to medical emergencies; 85% were satisfied with the quality of library services, 79% were satisfied with the quality of parks and recreation programs and facilities, and 79% were satisfied with the quality of City electrical utility services.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most emphasis from the City leaders over the next two years were: (1) maintenance of streets, sidewalks, and infrastructure, (2) quality of economic development, and (3) quality of police services.
- **Perceptions of the City.** Seventy percent (70%) of the residents surveyed *who had an opinion* rated the overall quality of City services as “excellent” or “good;” 21% rated them as “neutral” and 10% rated them as “below average/poor”. Nearly two-thirds (65%) also rated High Point as an “excellent” or “good” place for quality of life.
- **Public Safety.** Eighty-nine percent (89%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the professionalism of fire personnel; 89% were satisfied with how quickly fire personnel respond to emergencies, 80% were satisfied with the adequacy of fire protection for their property, 78% were satisfied with the adequacy of the City’s 911 center, and 76% were satisfied with how quickly police respond to emergencies.

The public safety services that residents thought should receive the most emphasis over the next two years were: (1) efforts to reduce neighborhood street level drugs, prostitution, and other crimes (2) visibility of police in neighborhoods, and (3) City efforts to ensure the community is prepared for a natural disaster or crisis.
- **Neighborhood Services.** Seventy-one percent (71%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance of their neighborhood; 44% were satisfied with the enforcement of sign regulations, and 43% were satisfied with the enforcement of mowing and cutting of weeds on private property.

The neighborhood services that residents thought should receive the most emphasis over the next two years were: (1) enforcement of clean-up of junk cars and debris on private property, (2) availability of affordable rental housing, and (3) enforcement of removal of dilapidated housing.
- **Transportation and Roadway Services.** Eighty-one percent (81%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the ease of travel from their home to regional roadways; 72% were satisfied with the maintenance of street signs, and 70% were satisfied with the ease of getting across town in High Point.

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The transportation and roadway services that residents thought should receive the most emphasis over the next two years were: 1) the condition and maintenance of major City streets, 2) availability of pedestrian walkways and sidewalks, and 3) traffic signal coordination on major City streets.

- **Environmental and Utility Services.** Eighty-five percent (85%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection; 82% were satisfied with the courtesy of field employees, and 81% were satisfied with the reliability of water service.

The environmental and utility services that residents thought should receive the most emphasis over the next two years were: (1) taste/odor of drinking water, (2) leaf, yard waste and brush removal services, and (3) value received for electrical utility rates.

- **Cultural and Recreation Services.** Eighty percent (80%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the appearance and maintenance of City parks; 74% were satisfied with the amount and variety of books and other library materials, and 70% were satisfied with the hours of operation/services at public libraries.

The cultural and recreation services that residents thought should receive the most emphasis over the next two years were: (1) recreation centers and programs for adults/seniors, (2) receiving information on parks and recreation programs, and (3) special events and festivals in the City,

Other Findings

- Eighty-nine percent (89%) of residents *who had an opinion* feel safe in their neighborhood during the day, and 73% feel safe in their neighborhood at night.
- Fifty-two percent (52%) of residents have contacted the City during the past year. Of the 52% who have contacted the City, 91% *who had an opinion* felt that City employees were “always” or “usually” courteous and polite.
- Fifty-nine percent (59%) of residents go outside of High Point to shop at least once a week; 26% shop outside the City a few times a month; 9% shop outside the City a few times a year, and 6% seldom or never go outside the City to shop.
- The most important reasons for residents’ decision to live in High Point were: (1) safety and security, (2) quality of housing, and (3) quality health care.
- The City issues that residents felt were most important were: (1) providing incentives to attract/retain businesses and industries, (2) incentives to attract full-time private sector jobs, and (3) providing incentives to attract/retain new retail development/restaurants.

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How High Point Compares to Other Communities in the Region

High Point **rated at or above the Atlantic Regional average** in 31 of the 54 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia. High Point rated significantly higher than the Atlantic Regional average (5% or more above) in 20 of these areas. The tables below and on the following page show how the City of High Point compares to the Atlantic regional average.

Service	High Point	Atlantic Region	Difference	Category
Overall quality of customer service you receive from City employees	78%	36%	42%	Major Categories of City Services
Overall quality of City parks & recreation programs & facilities	79%	49%	30%	Major Categories of City Services
Bulk trash pickup/removal service	66%	42%	24%	Environmental & Utility Services
Overall quality of City services	70%	52%	18%	Perception of the City
Curbside recycling service	79%	63%	16%	Environmental & Utility Services
Overall quality of library services	85%	70%	15%	Major Categories of City Services
Overall quality of police services	74%	60%	14%	Major Categories of City Services
Overall quality of City water & sewer utilities	70%	58%	12%	Major Categories of City Services
Overall appearance of City facilities	70%	58%	12%	Major Categories of City Services
Residential trash collection service	85%	74%	11%	Environmental & Utility Services
Overall flow of traffic & ease of getting around City	59%	49%	10%	Major Categories of City Services
Overall enforcement of City codes & ordinances	47%	37%	10%	Major Categories of City Services
How quickly fire personnel respond to emergencies	89%	79%	10%	Public Safety & Emergency Services
Fire building inspection program	60%	50%	10%	Public Safety & Emergency Services
Quality of City's website	51%	42%	9%	City Communication
Your neighborhood during the day	89%	81%	8%	Perceptions of Safety
Overall value that you receive for your City tax dollars & fees	38%	31%	7%	Perception of the City
Overall quality of trash, recycling & yard waste services	71%	64%	7%	Major Categories of City Services
How quickly police respond to emergencies	76%	70%	6%	Public Safety & Emergency Services
Overall quality of fire services & fire department response to medical emergencies	90%	85%	5%	Major Categories of City Services
Overall quality of City's stormwater management system	68%	64%	4%	Major Categories of City Services
Overall as a place to live	61%	58%	3%	Perception of the City
Your neighborhood during the night	73%	70%	3%	Perceptions of Safety
Adequacy of City street lighting	63%	60%	3%	Transportation & Roadway Services
City's efforts to manage (plan for) growth	35%	32%	3%	Neighborhood Services

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Service	High Point	Atlantic Region	Difference	Category
Condition/maintenance of streets in your neighborhood	51%	49%	2%	Transportation & Roadway Services
Overall effectiveness of City communication with the public	49%	48%	1%	Major Categories of City Services
Maintenance of street signs	64%	63%	1%	Transportation & Roadway Services
Leaf, yard waste & brush removal services	57%	56%	1%	Environmental & Utility Services
Enforcement of sign regulations	44%	44%	0%	Neighborhood Services
Water pressure in your home	76%	76%	0%	Environmental & Utility Services
Enforcement of mowing & cutting of weeds on private property	43%	44%	-1%	Neighborhood Services
City efforts to ensure community is prepared for a natural disaster or crisis	40%	42%	-2%	Public Safety & Emergency Services
Quality of City's government activities channel	37%	41%	-4%	City Communication
Landscaping of medians & public areas along major City streets	57%	62%	-5%	Transportation & Roadway Services
Taste/odor of your drinking water	53%	60%	-7%	Environmental & Utility Services
City parks & greenways	53%	61%	-8%	Perceptions of Safety
Overall image of City	57%	65%	-8%	Perception of the City
Maintenance of sidewalks	41%	50%	-9%	Transportation & Roadway Services
Overall as a place to work	53%	63%	-10%	Perception of the City
Overall maintenance of City streets, sidewalks, & infrastructure	37%	48%	-11%	Major Categories of City Services
City efforts to enforce local traffic laws	49%	60%	-11%	Public Safety & Emergency Services
Retail shopping areas of City	56%	67%	-11%	Perceptions of Safety
Availability of public transportation services	34%	45%	-11%	Transportation & Roadway Services
Quality of animal control	46%	58%	-12%	Public Safety & Emergency Services
Condition/maintenance of major City streets	45%	57%	-12%	Transportation & Roadway Services
Overall feeling of safety in the City	59%	71%	-12%	Perceptions of Safety
Availability of information about City programs & services	38%	50%	-12%	City Communication
Overall as a place to raise children	52%	67%	-15%	Perception of the City
Overall appearance of City	48%	64%	-16%	Perception of the City
City efforts to keep you informed about local issues	35%	51%	-16%	City Communication
Enforcement of clean-up of junk cars & debris on private property	35%	53%	-18%	Neighborhood Services
Visibility of police in retail areas	43%	62%	-19%	Public Safety & Emergency Services
Visibility of police in neighborhoods	39%	65%	-26%	Public Safety & Emergency Services

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How High Point Compares to Other Communities Nationally

High Point **rated above the U.S. average** in 29 of the 54 areas that were assessed. High Point rated significantly higher than the U.S. average (5% or more above) in 25 of these areas. The tables below and on the following page show how the City of High Point compares to the U.S. average.

Service	High Point	U.S.	Difference	Category
Overall quality of customer service you receive from City employees	78%	39%	39%	Major Categories of City Services
Overall quality of City parks & recreation programs & facilities	79%	49%	30%	Major Categories of City Services
Curbside recycling service	79%	56%	23%	Environmental & Utility Services
Overall quality of library services	85%	64%	21%	Major Categories of City Services
Overall quality of police services	74%	53%	21%	Major Categories of City Services
Overall quality of City services	70%	49%	21%	Perception of the City
How quickly police respond to emergencies	76%	56%	20%	Public Safety & Emergency Services
Bulk trash pickup/removal service	66%	47%	19%	Environmental & Utility Services
Overall quality of City's stormwater management system	68%	50%	18%	Major Categories of City Services
Overall quality of City water & sewer utilities	70%	52%	18%	Major Categories of City Services
How quickly fire personnel respond to emergencies	89%	72%	17%	Public Safety & Emergency Services
Residential trash collection service	85%	68%	17%	Environmental & Utility Services
Overall quality of trash, recycling & yard waste services	71%	55%	16%	Major Categories of City Services
Overall quality of fire services & fire department response to medical emergencies	90%	76%	14%	Major Categories of City Services
Overall flow of traffic & ease of getting around City	59%	45%	14%	Major Categories of City Services
Overall appearance of City facilities	70%	56%	14%	Major Categories of City Services
Fire building inspection program	60%	47%	13%	Public Safety & Emergency Services
Overall effectiveness of City communication with the public	49%	37%	12%	Major Categories of City Services
Overall as a place to live	61%	49%	12%	Perception of the City
Your neighborhood during the night	73%	61%	12%	Perceptions of Safety
Water pressure in your home	76%	66%	10%	Environmental & Utility Services
Quality of City's website	51%	42%	9%	City Communication
Your neighborhood during the day	89%	81%	8%	Perceptions of Safety
Overall enforcement of City codes & ordinances	47%	40%	7%	Major Categories of City Services
Overall value that you receive for your City tax dollars & fees	38%	33%	5%	Perception of the City

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Service	High Point	U.S.	Difference	Category
Adequacy of City street lighting	63%	59%	4%	Transportation & Roadway Services
Overall image of City	57%	53%	4%	Perception of the City
Leaf, yard waste & brush removal services	57%	54%	3%	Environmental & Utility Services
Landscaping of medians & public areas along major City streets	57%	55%	2%	Transportation & Roadway Services
City efforts to enforce local traffic laws	49%	50%	-1%	Public Safety & Emergency Services
Enforcement of sign regulations	44%	45%	-1%	Neighborhood Services
Maintenance of street signs	64%	65%	-1%	Transportation & Roadway Services
City parks & greenways	53%	55%	-2%	Perceptions of Safety
Quality of animal control	46%	49%	-3%	Public Safety & Emergency Services
City efforts to ensure community is prepared for a natural disaster or crisis	40%	43%	-3%	Public Safety & Emergency Services
Availability of public transportation services	34%	37%	-3%	Transportation & Roadway Services
Enforcement of mowing & cutting of weeds on private property	43%	46%	-3%	Neighborhood Services
Overall as a place to work	53%	57%	-4%	Perception of the City
Overall maintenance of City streets, sidewalks, & infrastructure	37%	41%	-4%	Major Categories of City Services
City's efforts to manage (plan for) growth	35%	39%	-4%	Neighborhood Services
Condition/maintenance of major City streets	45%	50%	-5%	Transportation & Roadway Services
Quality of City's government activities channel	37%	42%	-5%	City Communication
Condition/maintenance of streets in your neighborhood	51%	57%	-6%	Transportation & Roadway Services
Taste/odor of your drinking water	53%	59%	-6%	Environmental & Utility Services
Maintenance of sidewalks	41%	47%	-6%	Transportation & Roadway Services
Overall appearance of City	48%	55%	-7%	Perception of the City
Overall feeling of safety in the City	59%	66%	-7%	Perceptions of Safety
Retail shopping areas of City	56%	64%	-8%	Perceptions of Safety
Visibility of police in retail areas	43%	51%	-8%	Public Safety & Emergency Services
Availability of information about City programs & services	38%	46%	-8%	City Communication
City efforts to keep you informed about local issues	35%	43%	-8%	City Communication
Overall as a place to raise children	52%	61%	-9%	Perception of the City
Enforcement of clean-up of junk cars & debris on private property	35%	45%	-10%	Neighborhood Services
Visibility of police in neighborhoods	39%	54%	-15%	Public Safety & Emergency Services

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Trends Since 2022

Satisfaction ratings for the City of High Point stayed the same or increased in 75 of the 107 areas assessed since 2022. The areas that showed significant increases (5% or more) are listed below.

Service	2024	2022	Difference	Category
Adequacy of City street lighting	63%	53%	10%	Transportation & Roadway Services
Adequacy of City's 911 center	78%	71%	7%	Public Safety & Emergency Services
How quickly City restores power after an unplanned outage	80%	73%	7%	Environmental & Utility Services
Availability of elderly & handicapped van service	34%	27%	7%	Transportation & Roadway Services
Life-long sport programs like golf/tennis	53%	46%	7%	Cultural & Recreation Services
Courtesy of field employees	82%	75%	7%	Environmental & Utility Services
Quality of City electrical utility services	79%	73%	6%	Major Categories of City Services
Quality of customer service from City employees	78%	72%	6%	Major Categories of City Services
Reliability of City electrical service	80%	74%	6%	Environmental & Utility Services
Availability of programs to assist with home ownership like education & down payment assistance	29%	23%	6%	Neighborhood Services
Fire building inspection program	60%	54%	6%	Public Safety & Emergency Services
Retail shopping areas of City	56%	51%	5%	Perceptions of Safety
High Point Museum programs & facilities	64%	59%	5%	Cultural & Recreation Services
Special events & festivals in City	53%	48%	5%	Cultural & Recreation Services

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) 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 investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

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 priorities for investment over the next two years in order to raise the City's overall satisfaction rating are:

- o Maintenance of streets, sidewalks, and infrastructure (I-S Rating = 0.3548)
- o Quality of economic development (I-S Rating = 0.1573)
- o Enforcement of City codes and ordinances (I-S Rating = 0.1145)

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- o Effectiveness of City communication with the public (I-S Rating = 0.1056)
- o Flow of traffic and ease of getting around the City (I-S Rating = 0.1023)

A table showing the I-S ratings for all fifteen major City services in High Point is provided below.

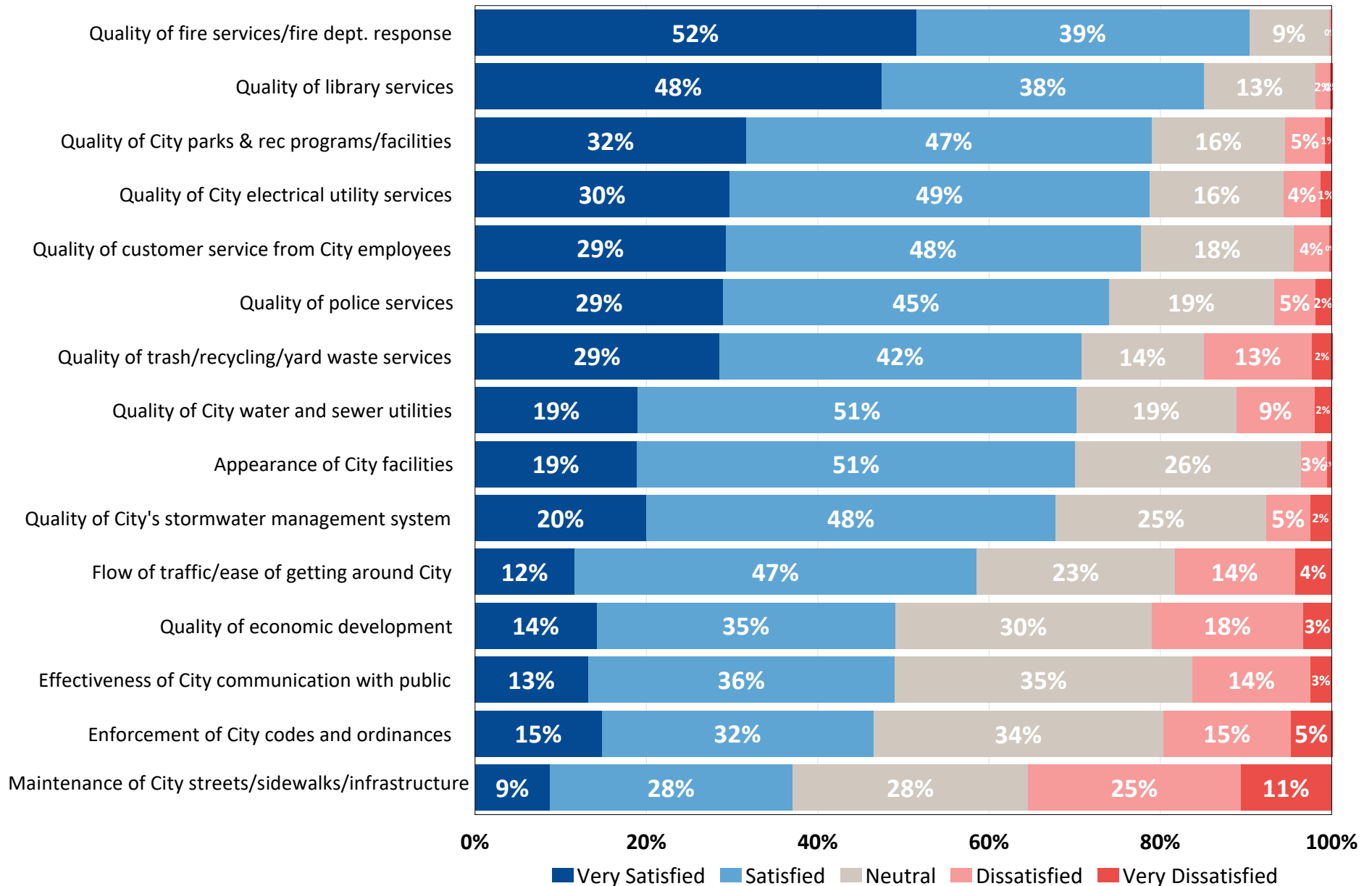
Importance-Satisfaction Rating Major City Services City of High Point, North Carolina						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Maintenance of City streets/sidewalks/infrastructure	56%	1	37%	15	0.3548	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Quality of economic development	31%	2	49%	12	0.1573	2
Enforcement of City codes and ordinances	21%	5	47%	14	0.1145	3
Effectiveness of City communication with public	21%	6	49%	13	0.1056	4
Flow of traffic/ease of getting around City	25%	4	59%	11	0.1023	5
<u>Medium Priority (I-S < 0.10)</u>						
Quality of police services	25%	3	74%	6	0.0660	6
Quality of trash/recycling/yard waste services	20%	7	71%	7	0.0569	7
Quality of City water and sewer utilities	13%	9	70%	8	0.0399	8
Quality of City parks & rec programs/facilities	18%	8	79%	3	0.0376	9
Quality of City's stormwater management system	6%	12	68%	10	0.0190	10
Quality of City electrical utility services	8%	11	79%	4	0.0161	11
Appearance of City facilities	5%	14	70%	9	0.0141	12
Quality of customer service from City employees	5%	13	78%	5	0.0116	13
Quality of fire services/fire dept. response	10%	10	90%	1	0.0096	14
Quality of library services	4%	15	85%	2	0.0064	15



Charts and Graphs

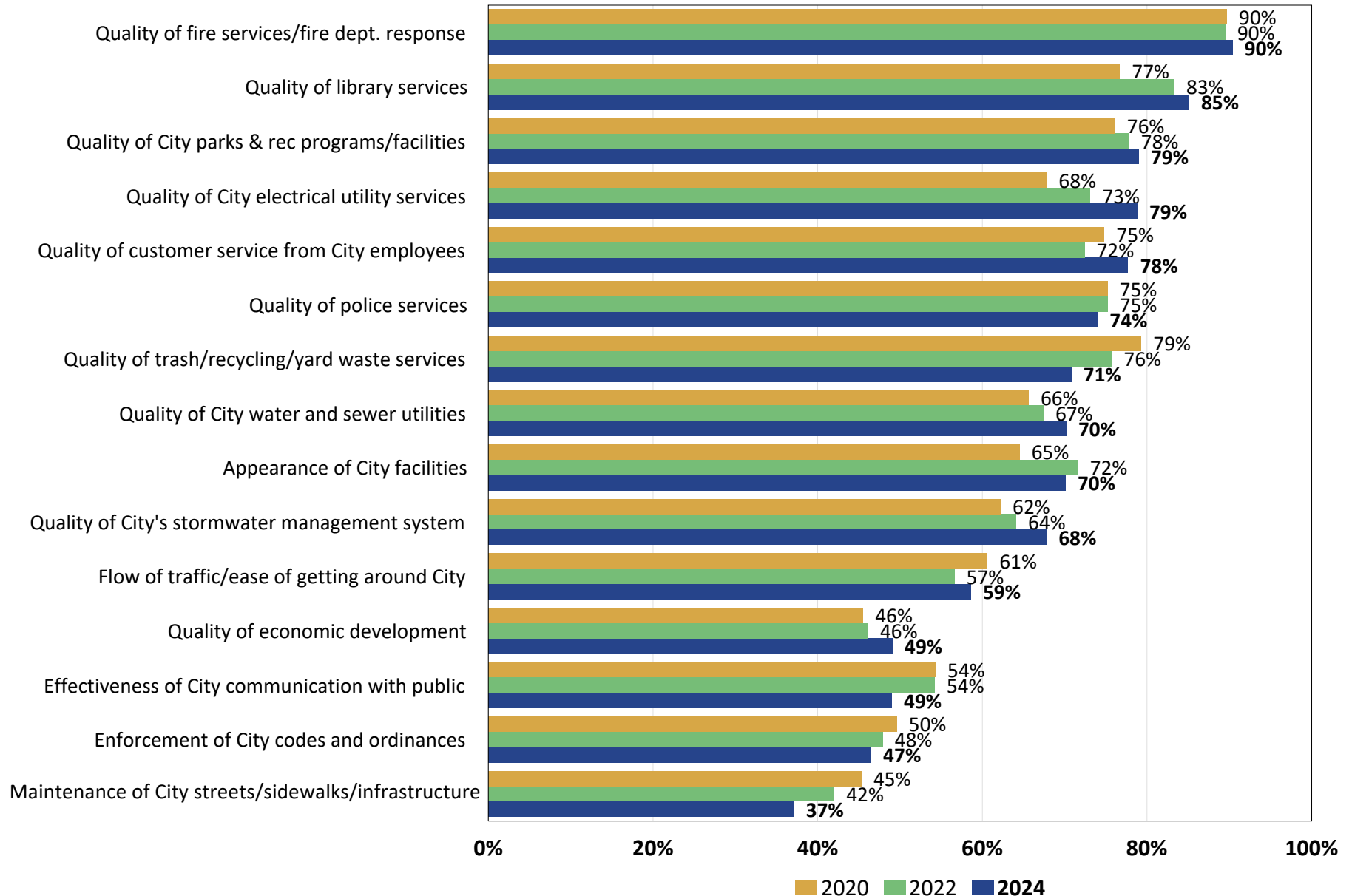
Q1. Overall Satisfaction with Major City Services

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied”(excluding “don’t know”)



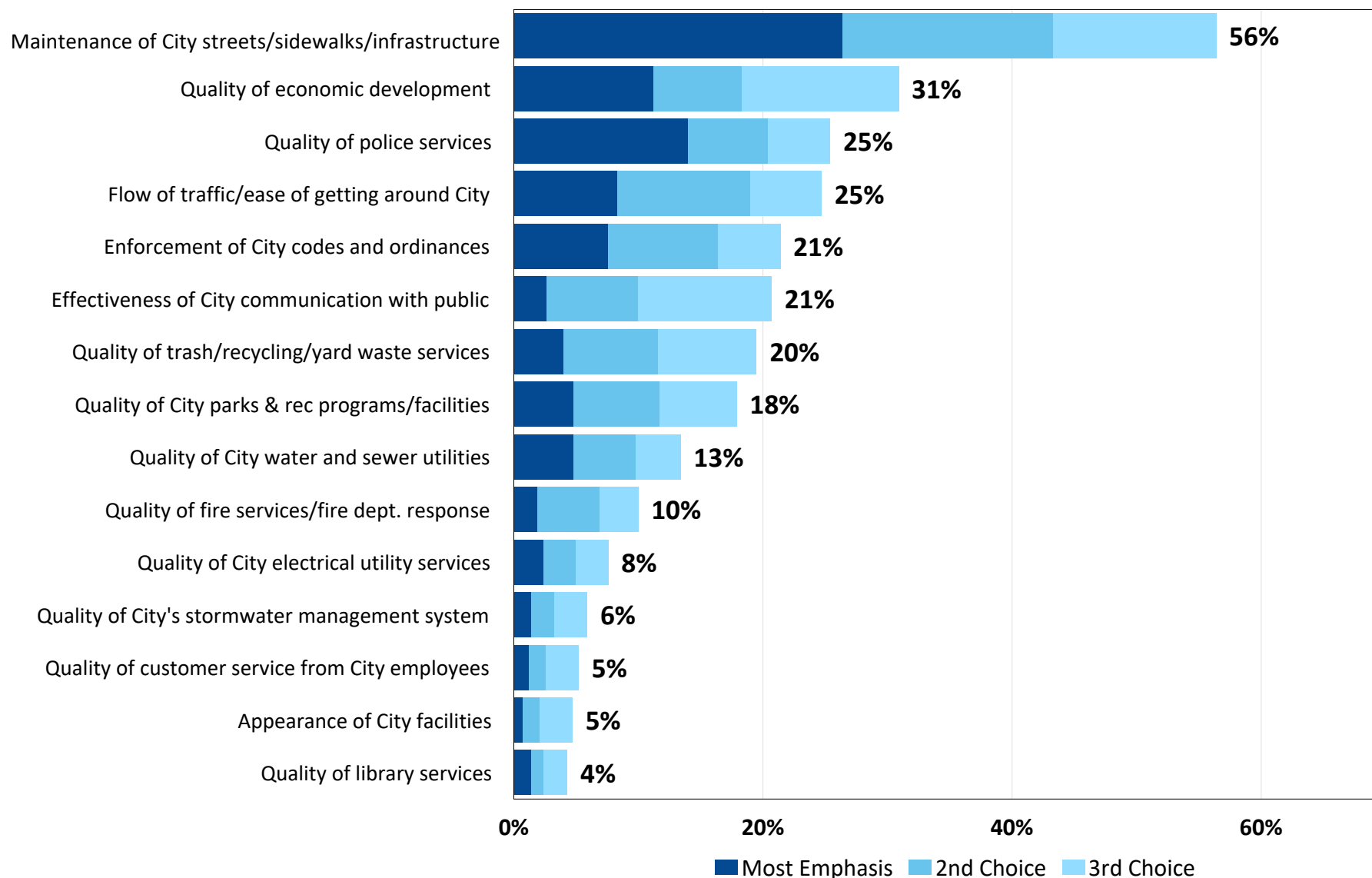
Trends: Overall Satisfaction with Major City Services 2020 to 2024

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



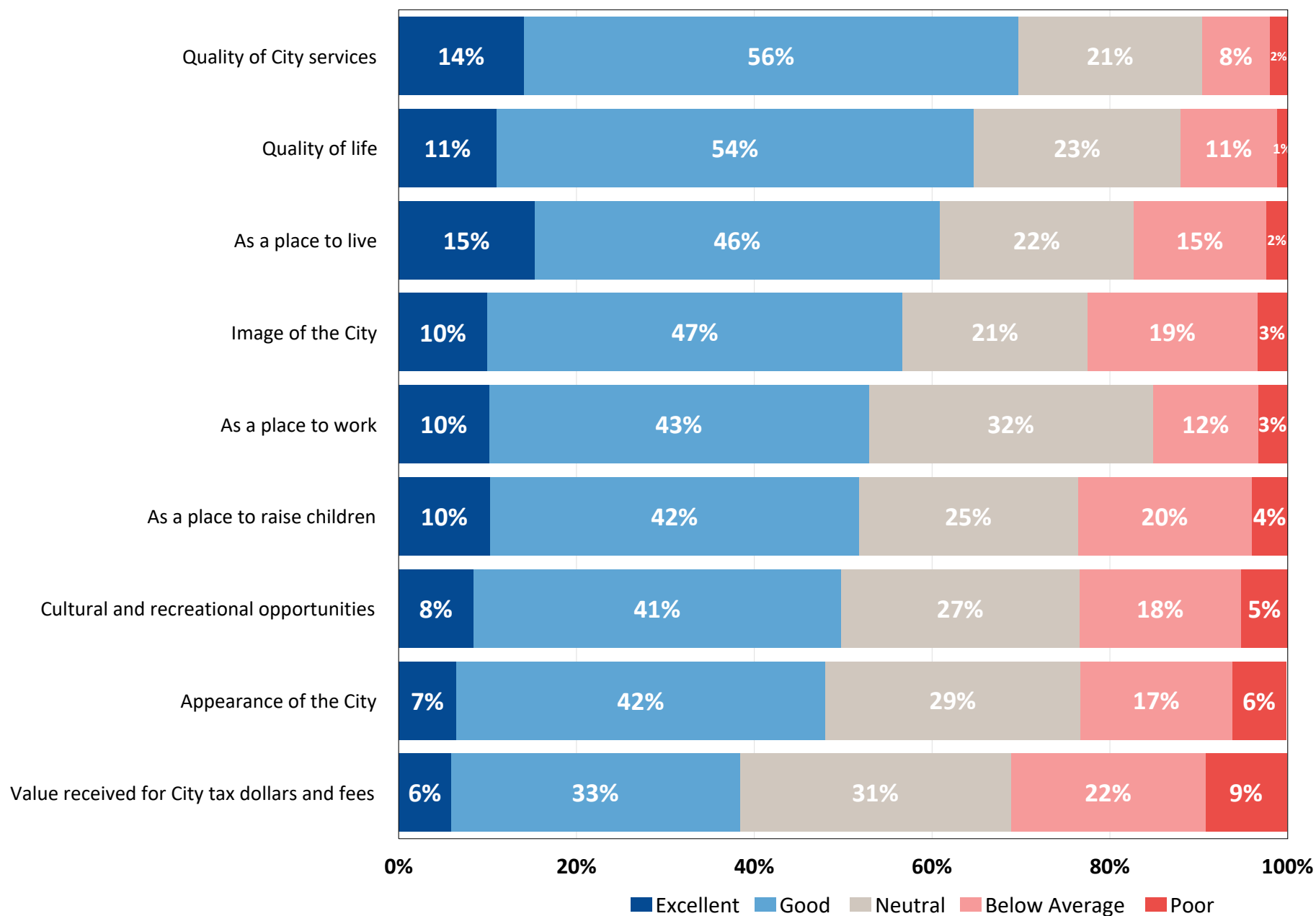
Q2. Major City Services Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



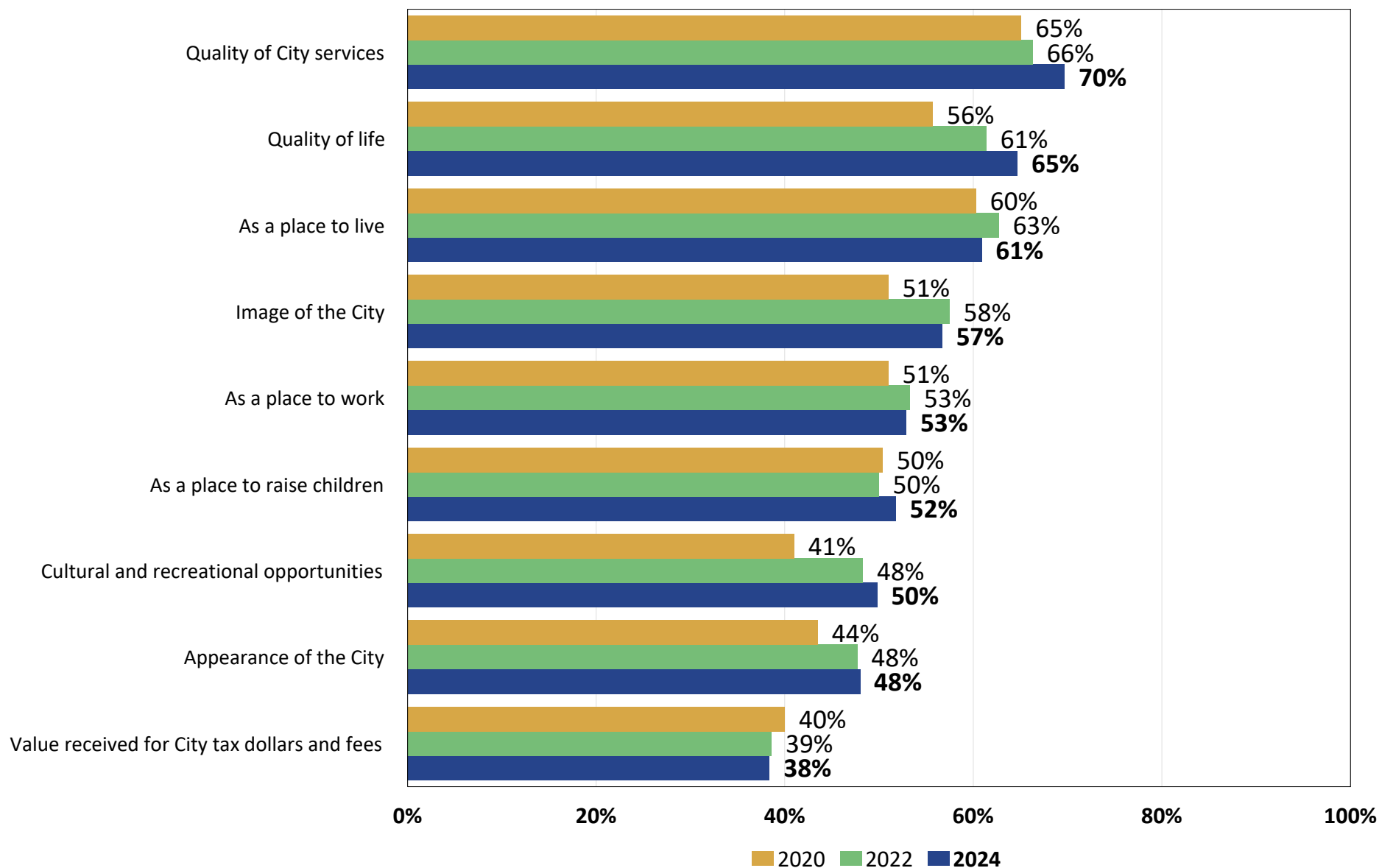
Q3. Overall Perception of the City

by percentage of respondents using a 5-point scale, where 5 means “excellent” and 1 means “poor” (excluding “don’t know”)



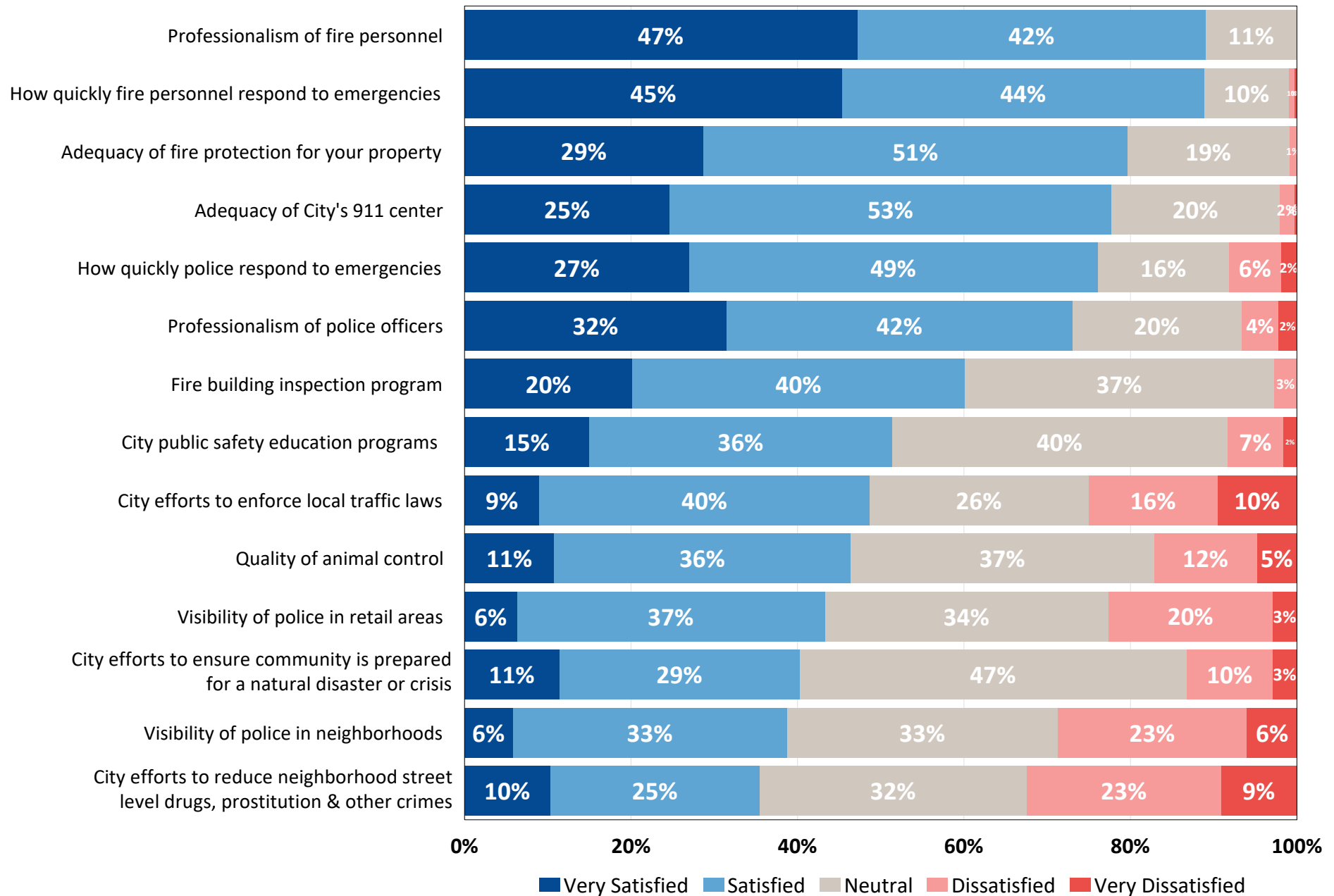
Trends: Overall Perception of the City 2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



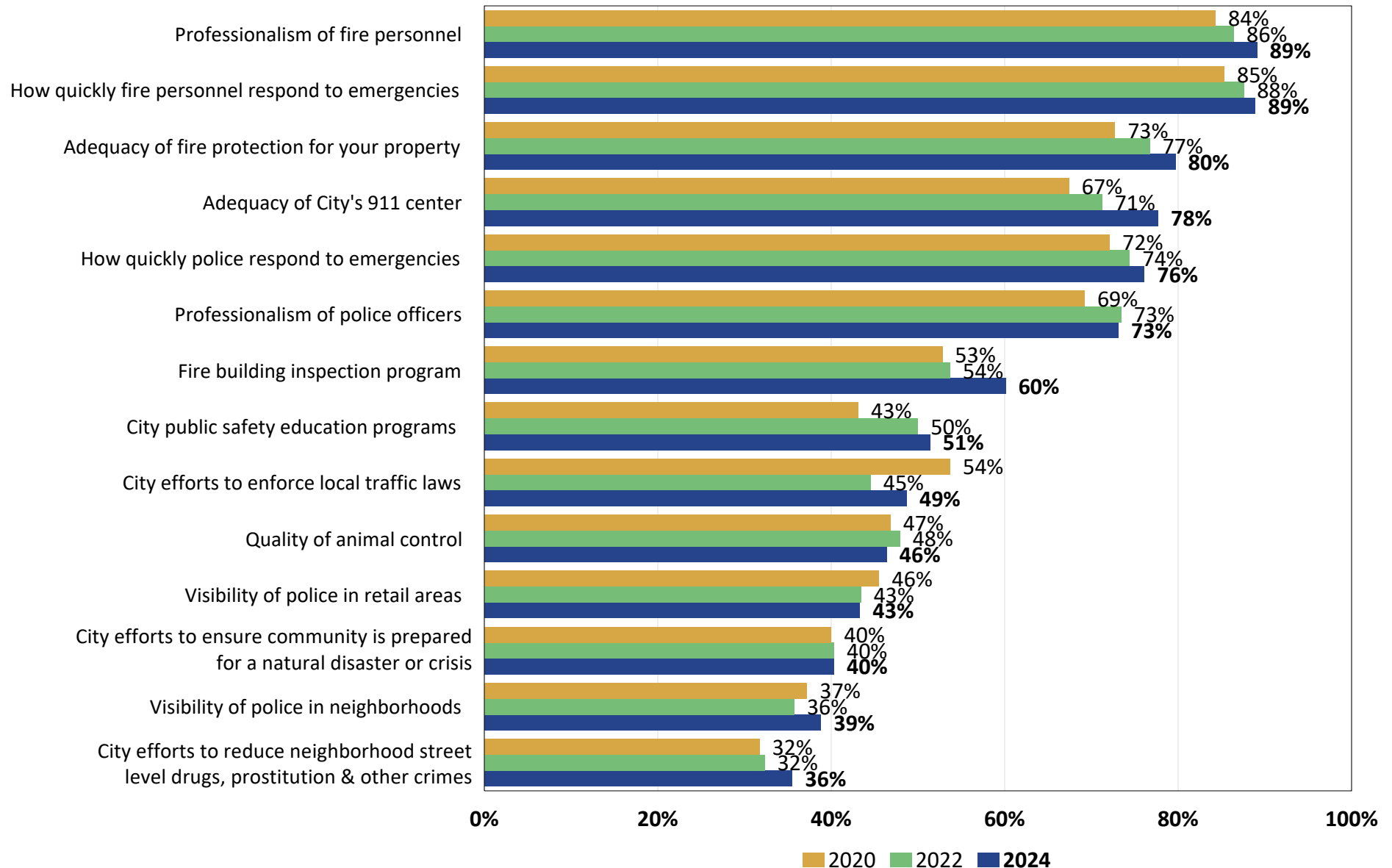
Q4. Satisfaction with Public Safety and Emergency Services

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied” (excluding “don’t know”)



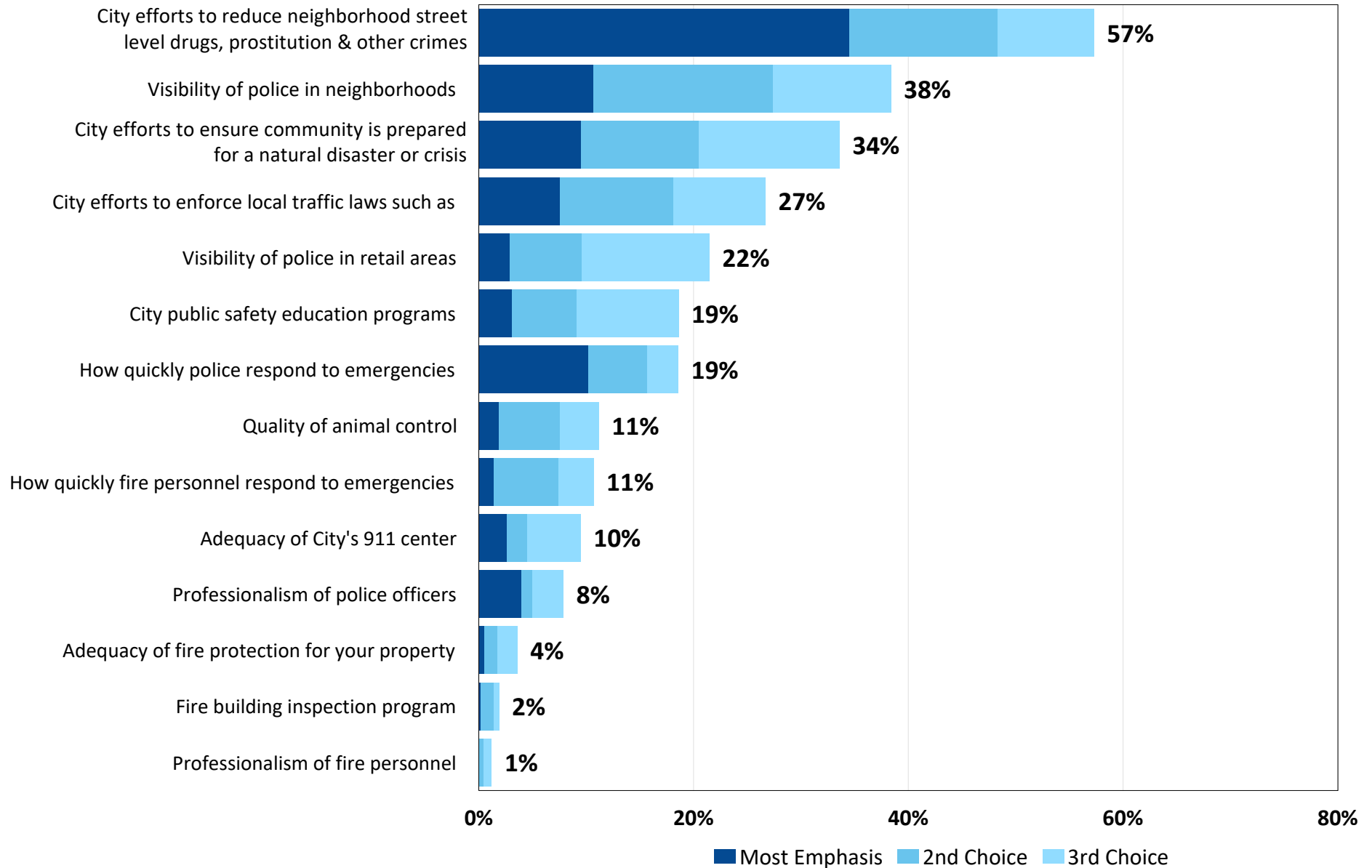
Trends: Satisfaction with Public Safety and Emergency Services 2020 to 2024

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



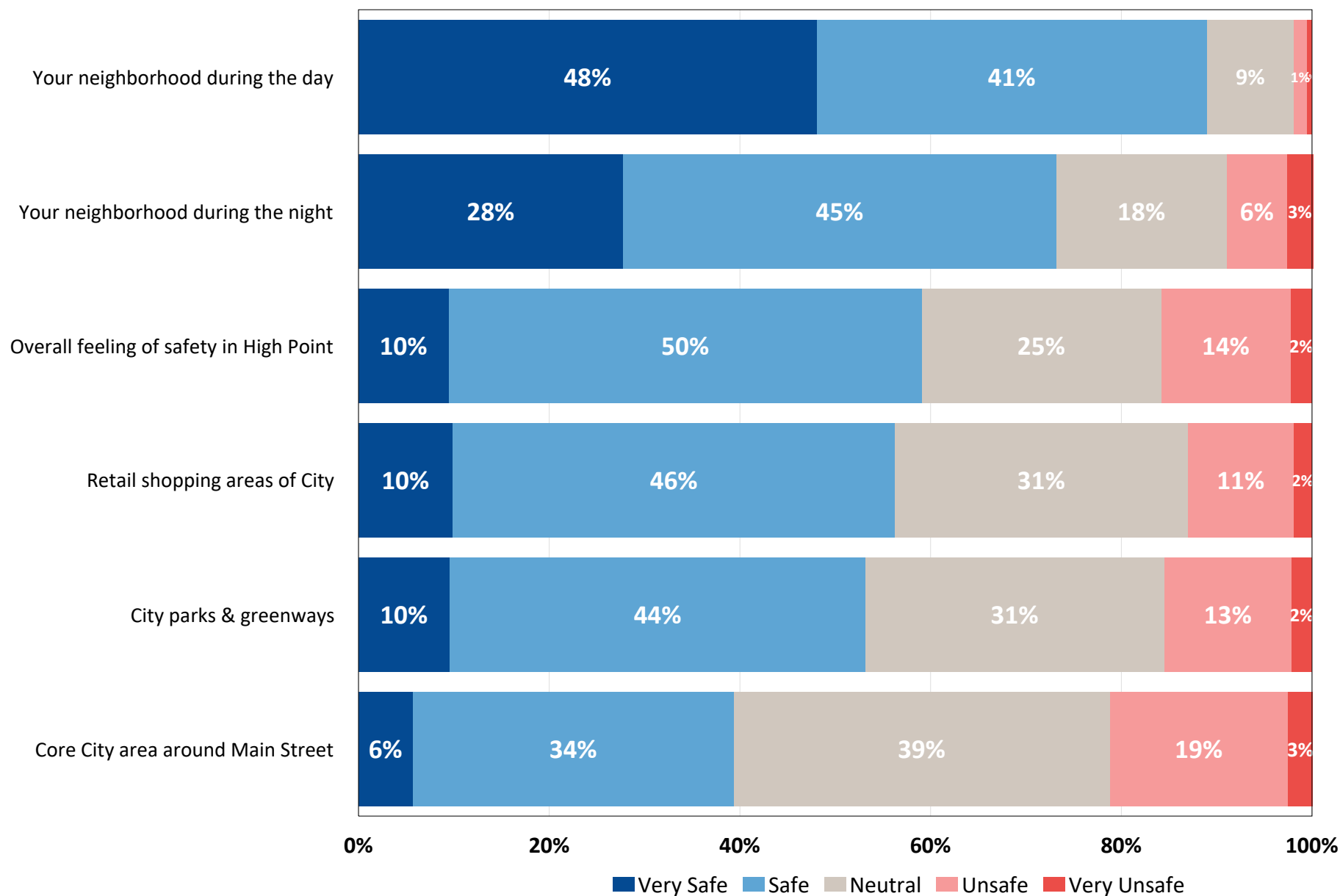
Q5. Public Safety Items Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



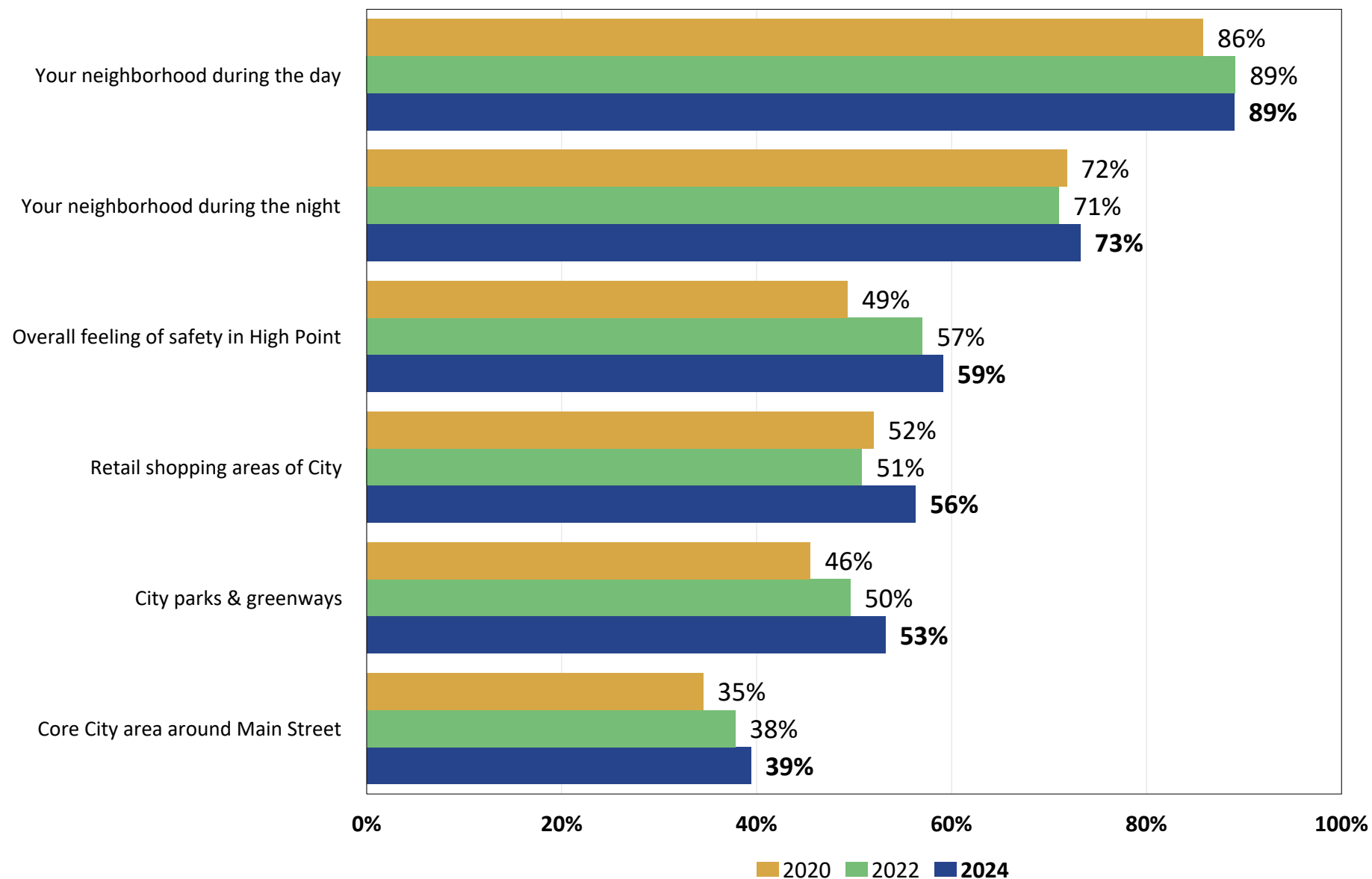
Q6. Perceptions of Safety

by percentage of respondents using a 5-point scale, where 5 means “very safe” and 1 means “very unsafe” (excluding “don’t know”)



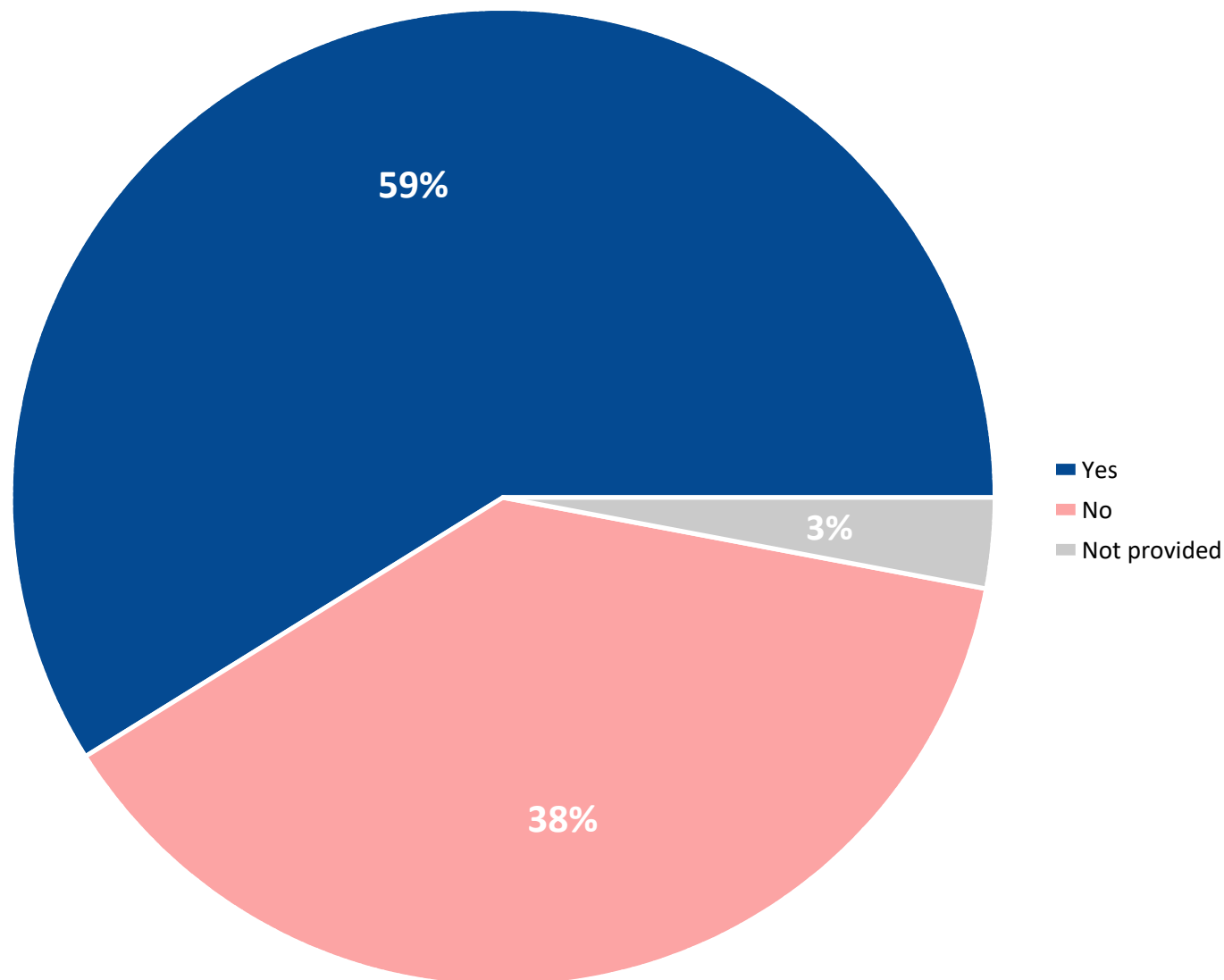
Trends: Perceptions of Safety 2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”))



Q7. Are there any areas of town where you do not feel safe?

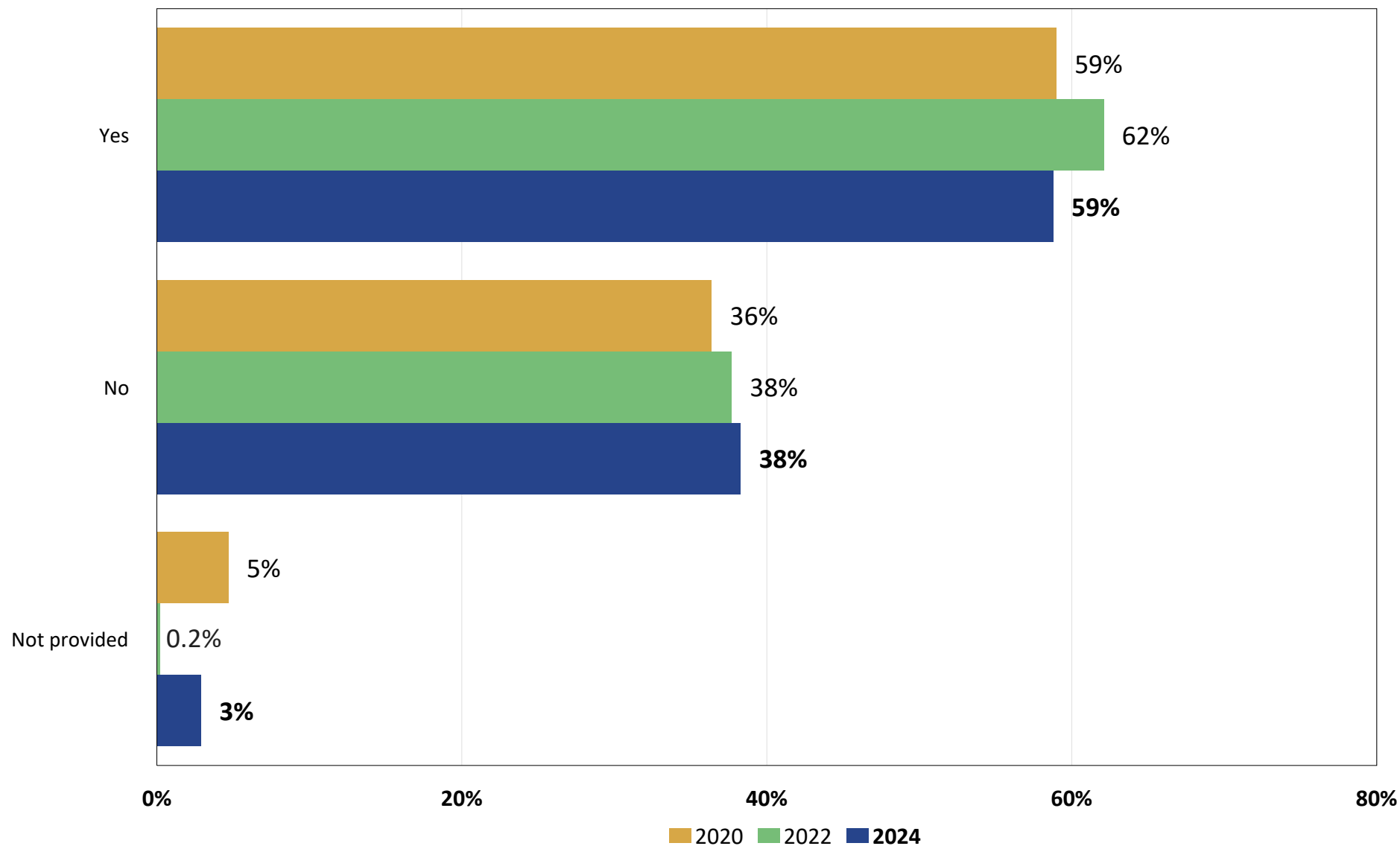
by percentage of respondents



Trends: Are there any areas of town where you do not feel safe?

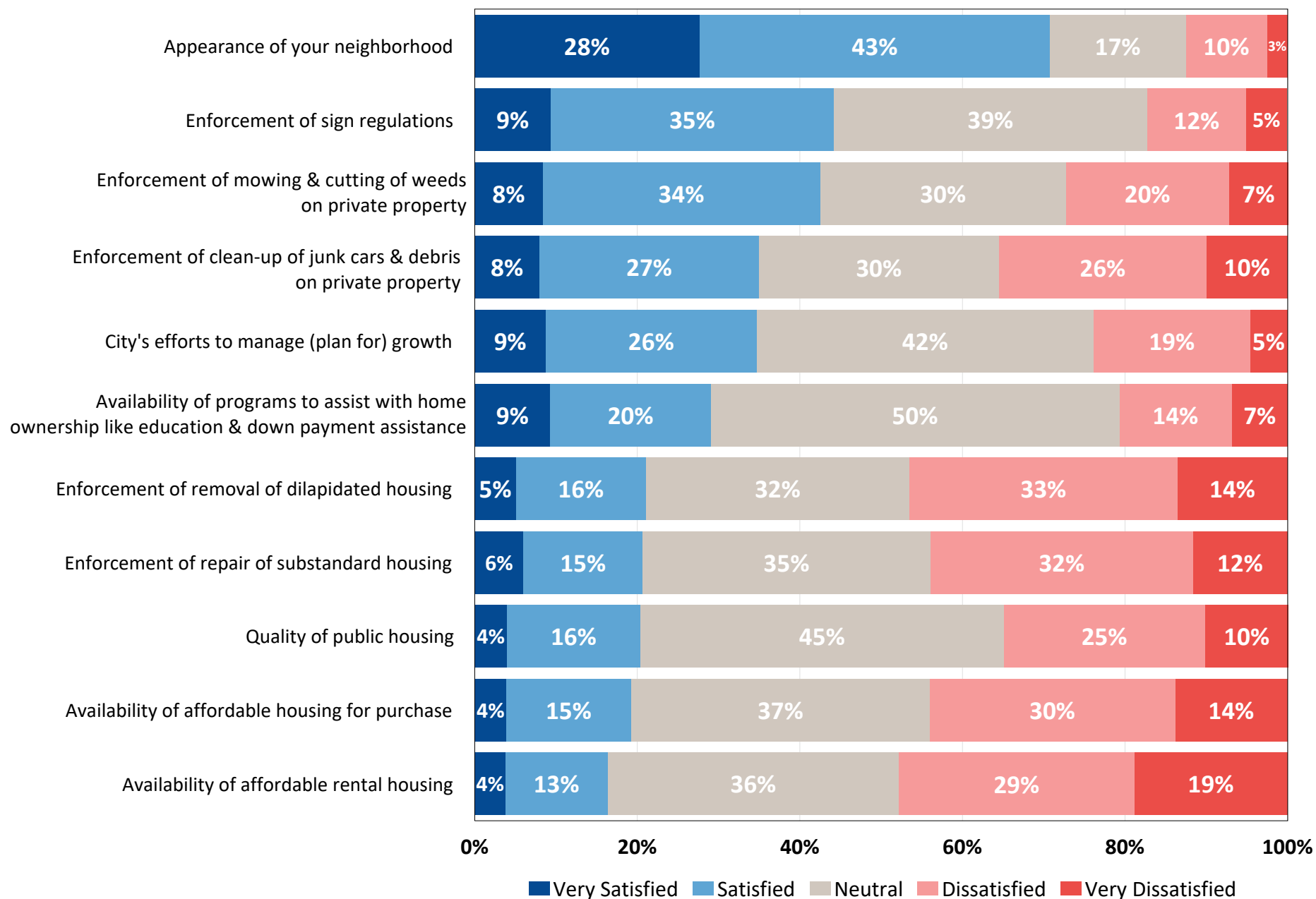
2020 to 2024

by percentage of respondents



Q8. Satisfaction with Neighborhood Services

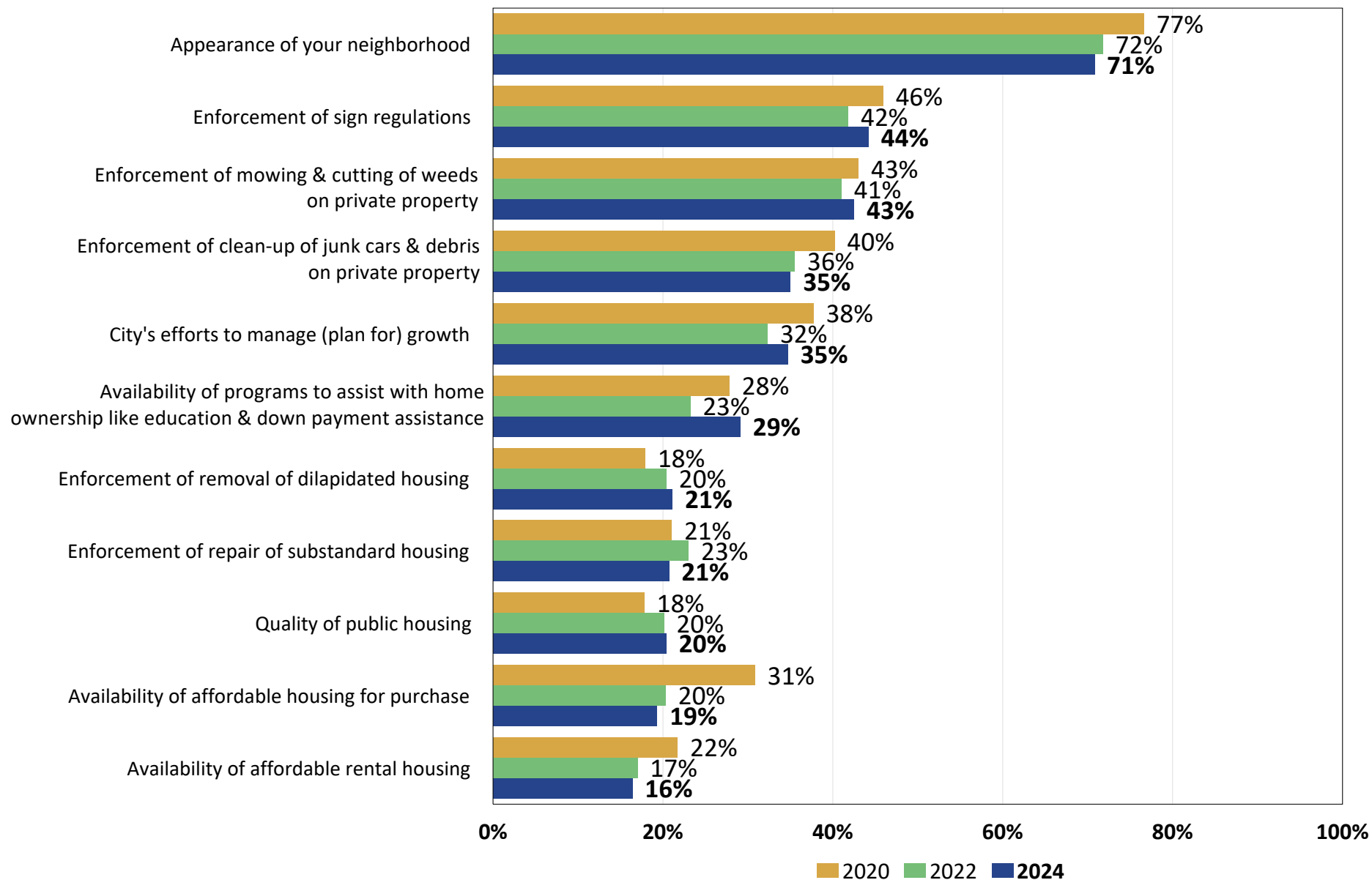
by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied” (excluding “don’t know”)



Trends: Satisfaction with Neighborhood Services

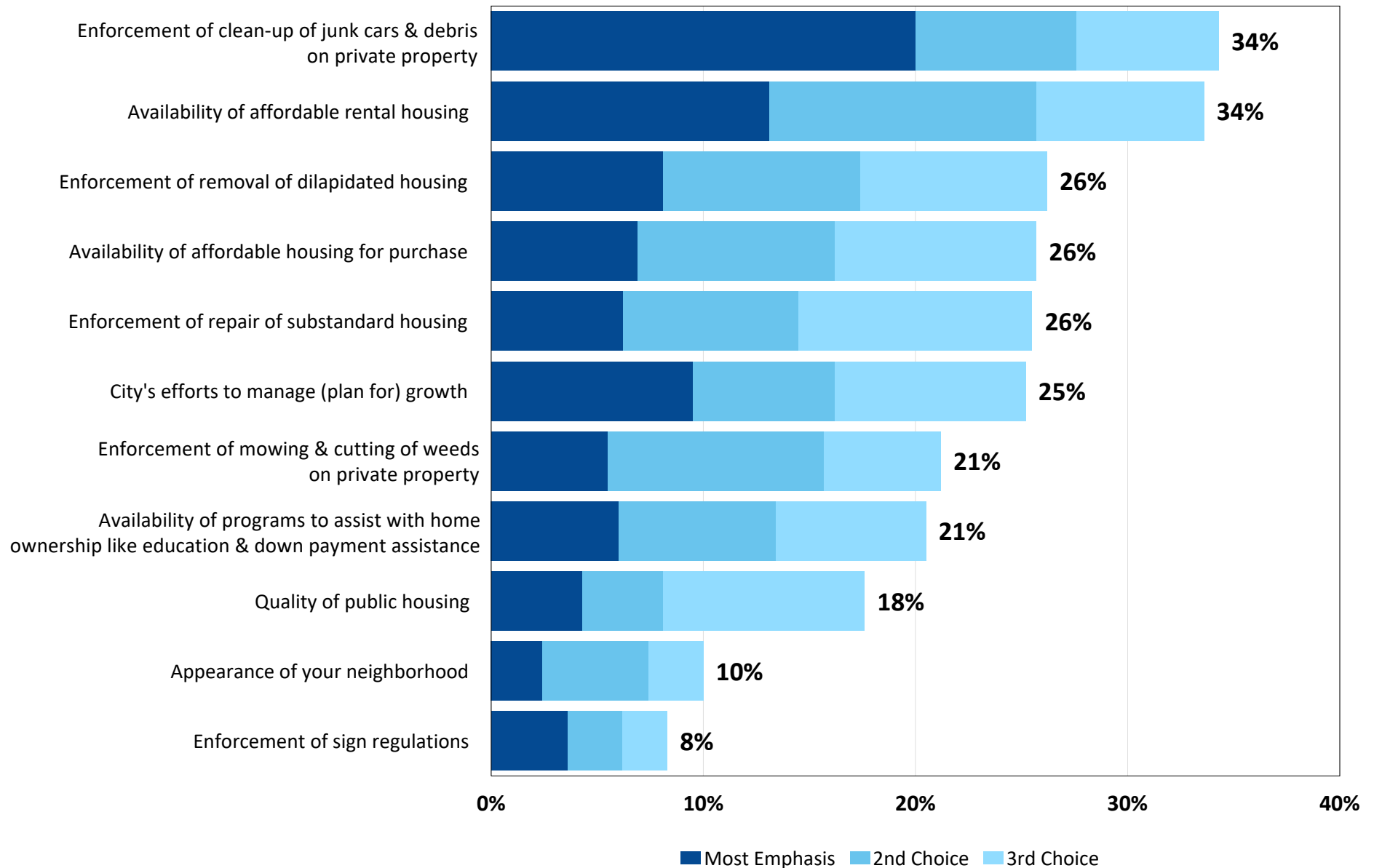
2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



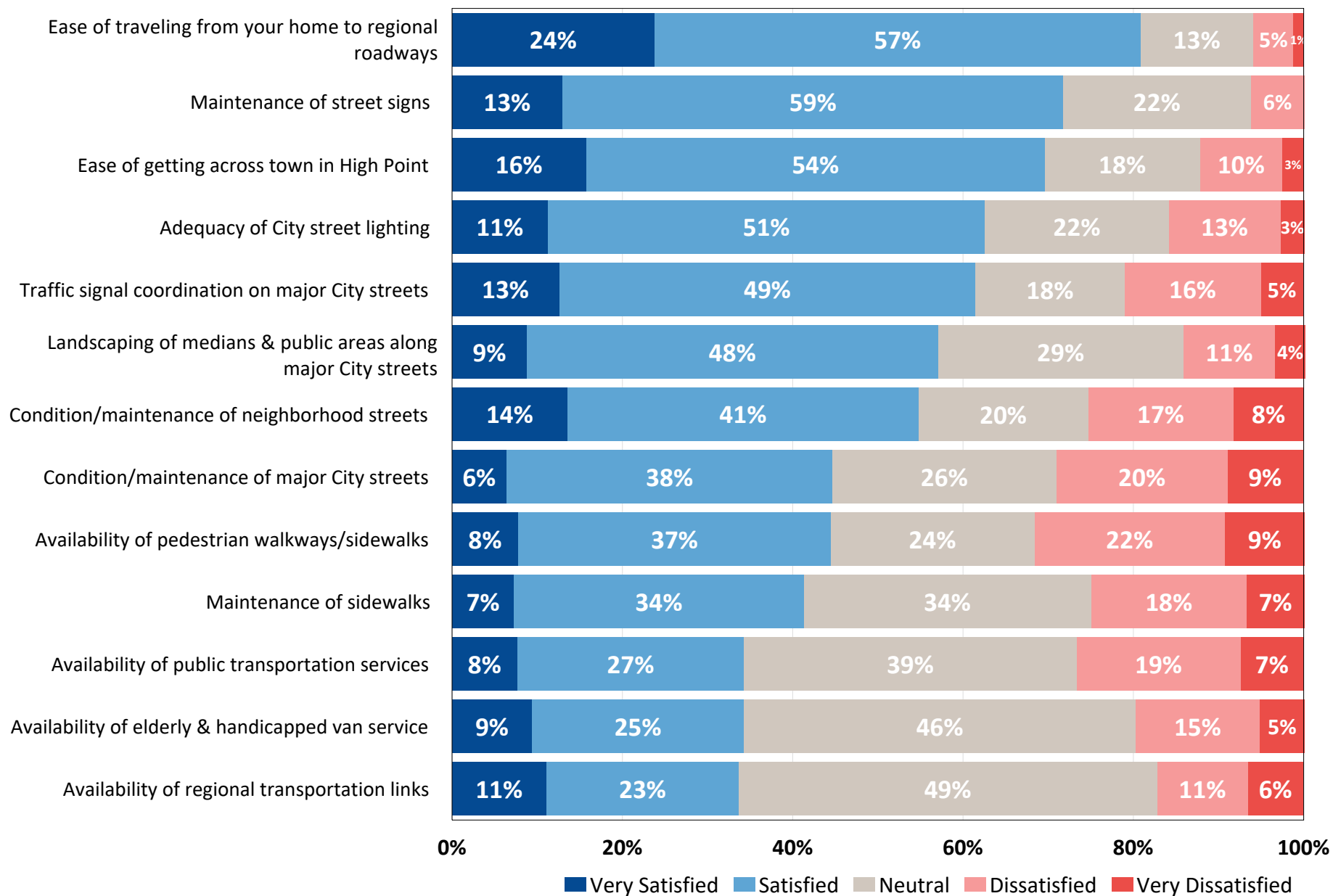
Q9. Neighborhood Services That Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



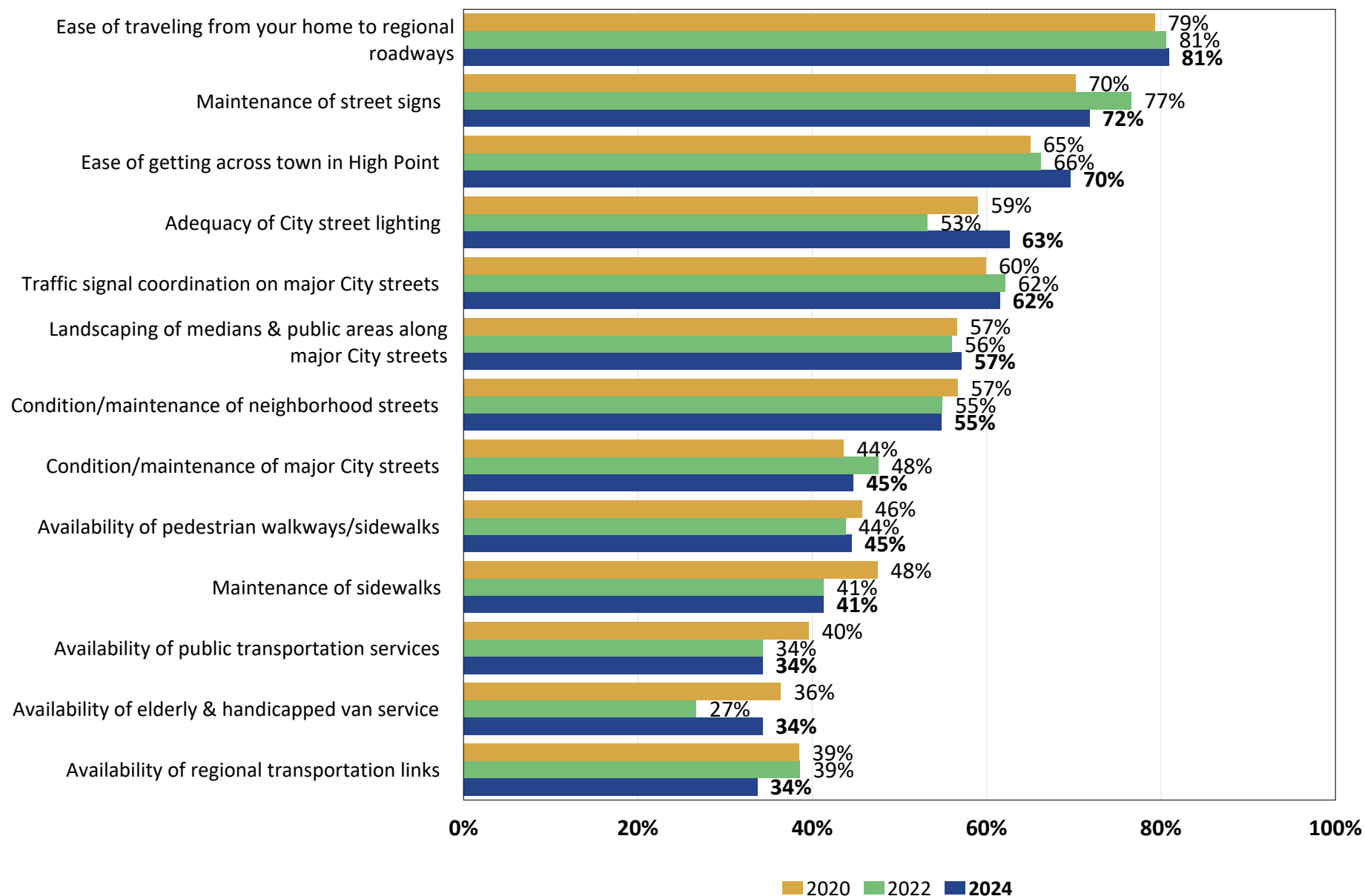
Q10. Satisfaction with Transportation and Roadway Services

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied” (excluding “don’t know”)



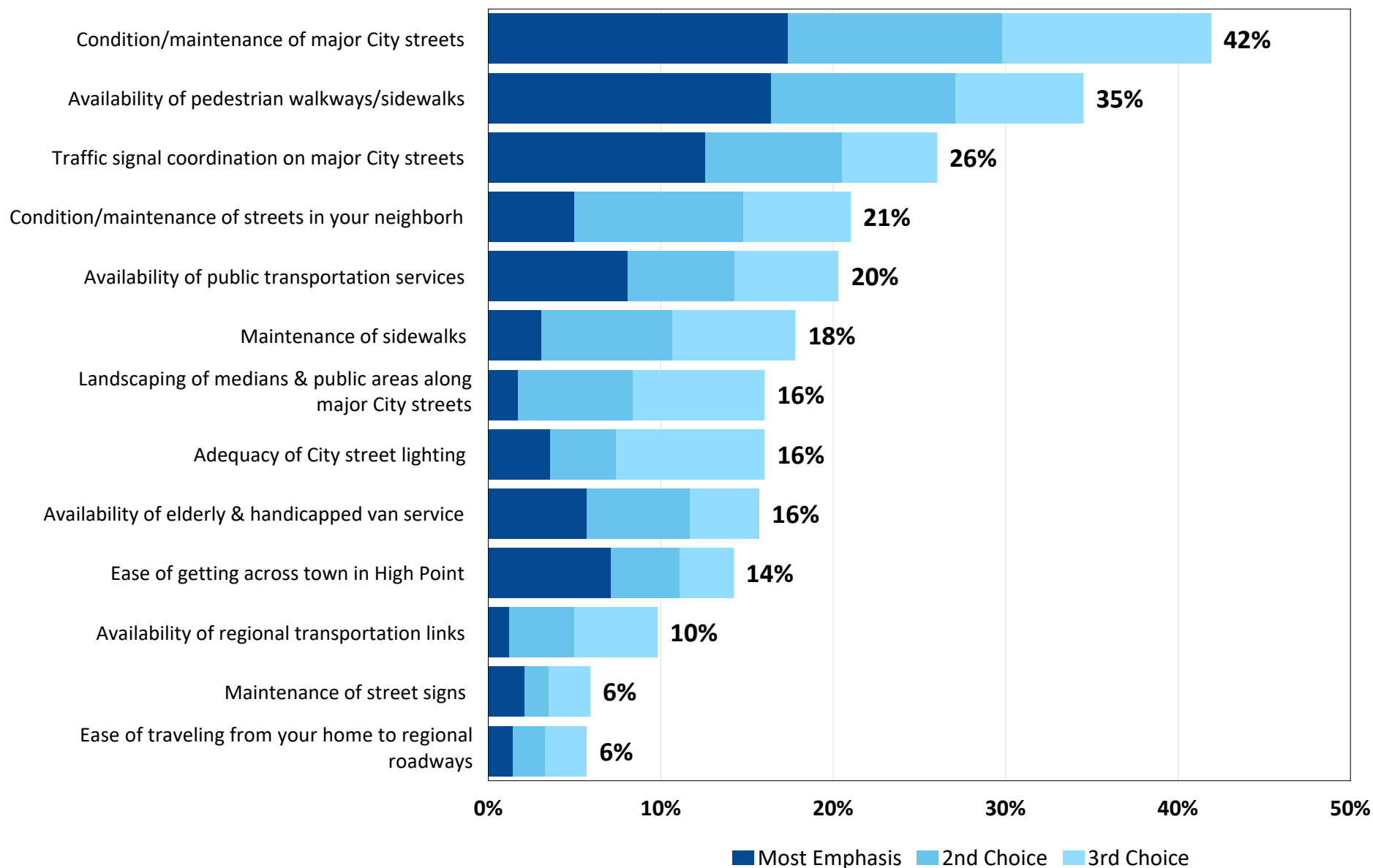
Trends: Satisfaction with Transportation and Roadway Services 2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



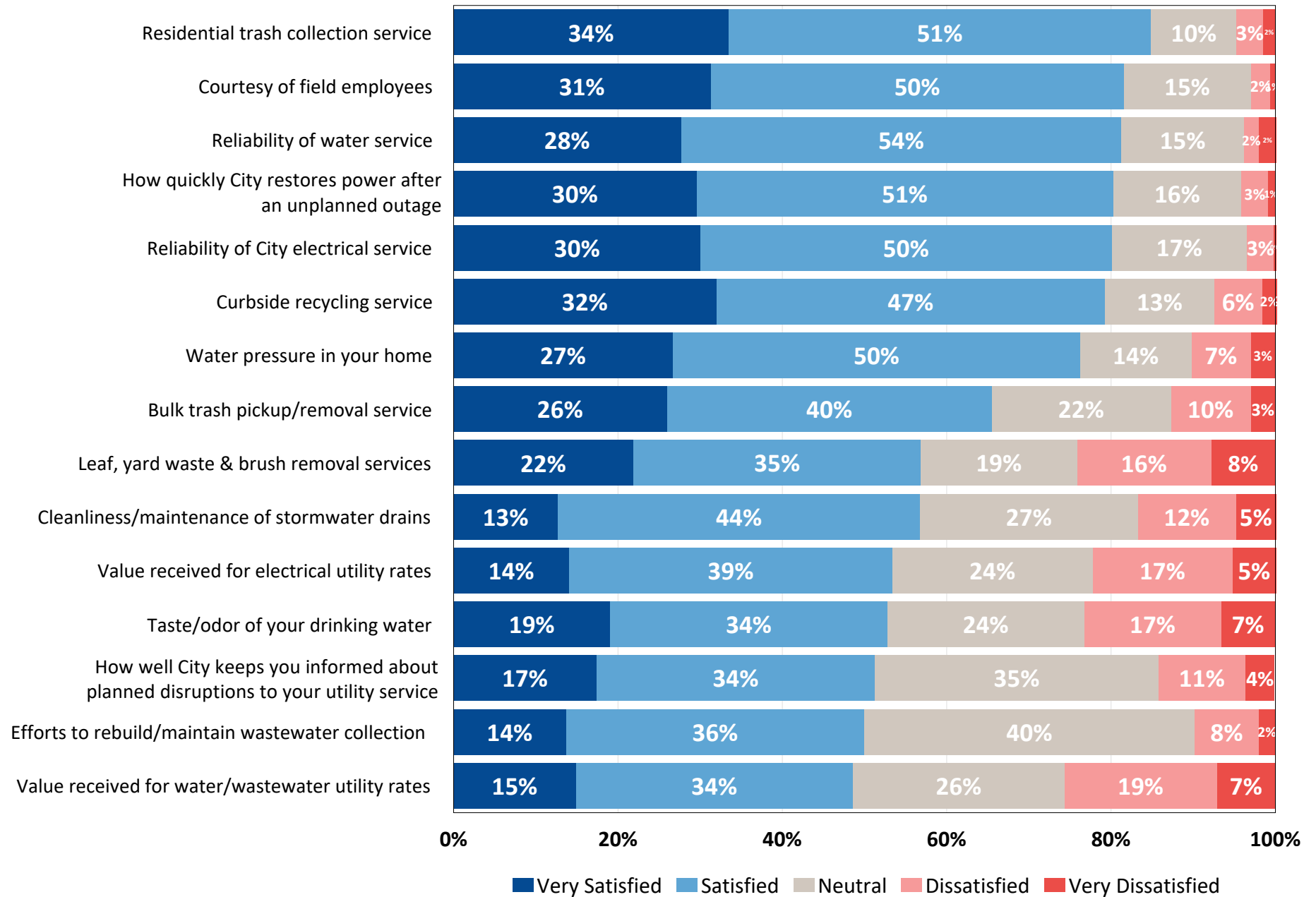
Q11. Transportation and Roadway Services That Residents Think Should Receive the Most Emphasis Over the Next Two Years

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



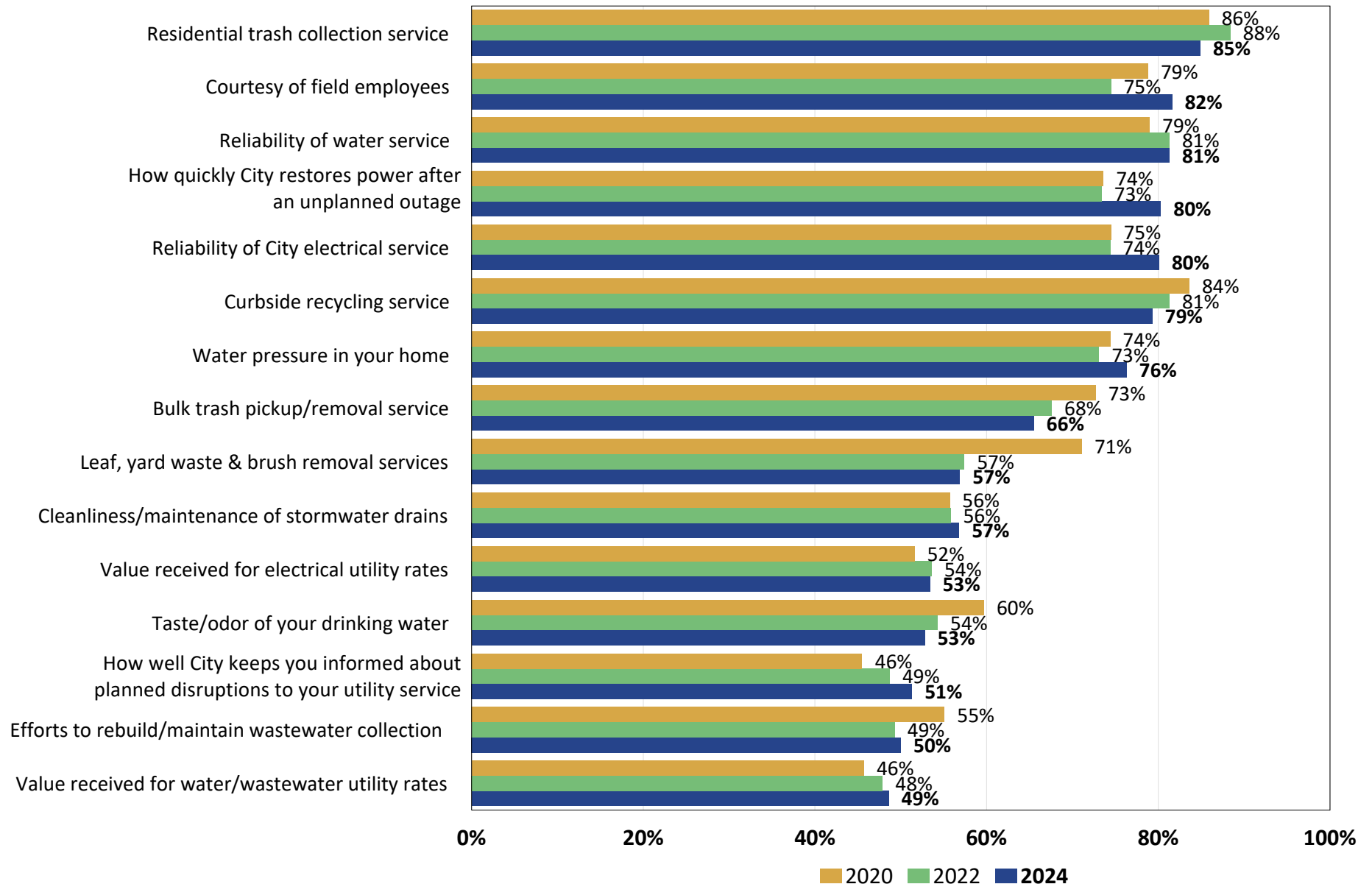
Q12. Satisfaction with Environmental and Utility Services

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied” (excluding “don’t know”)



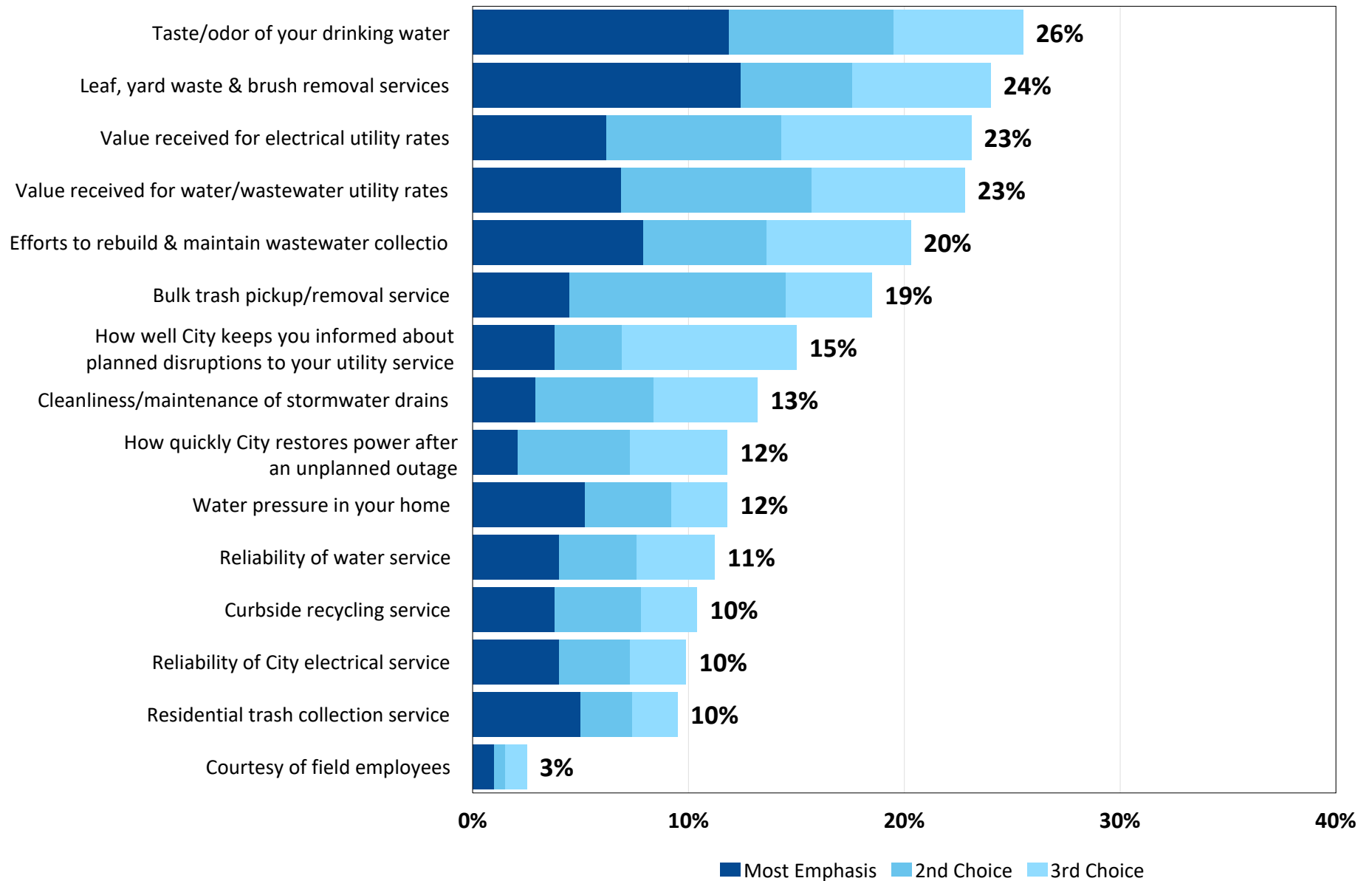
Trends: Satisfaction with Environmental and Utility Services 2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



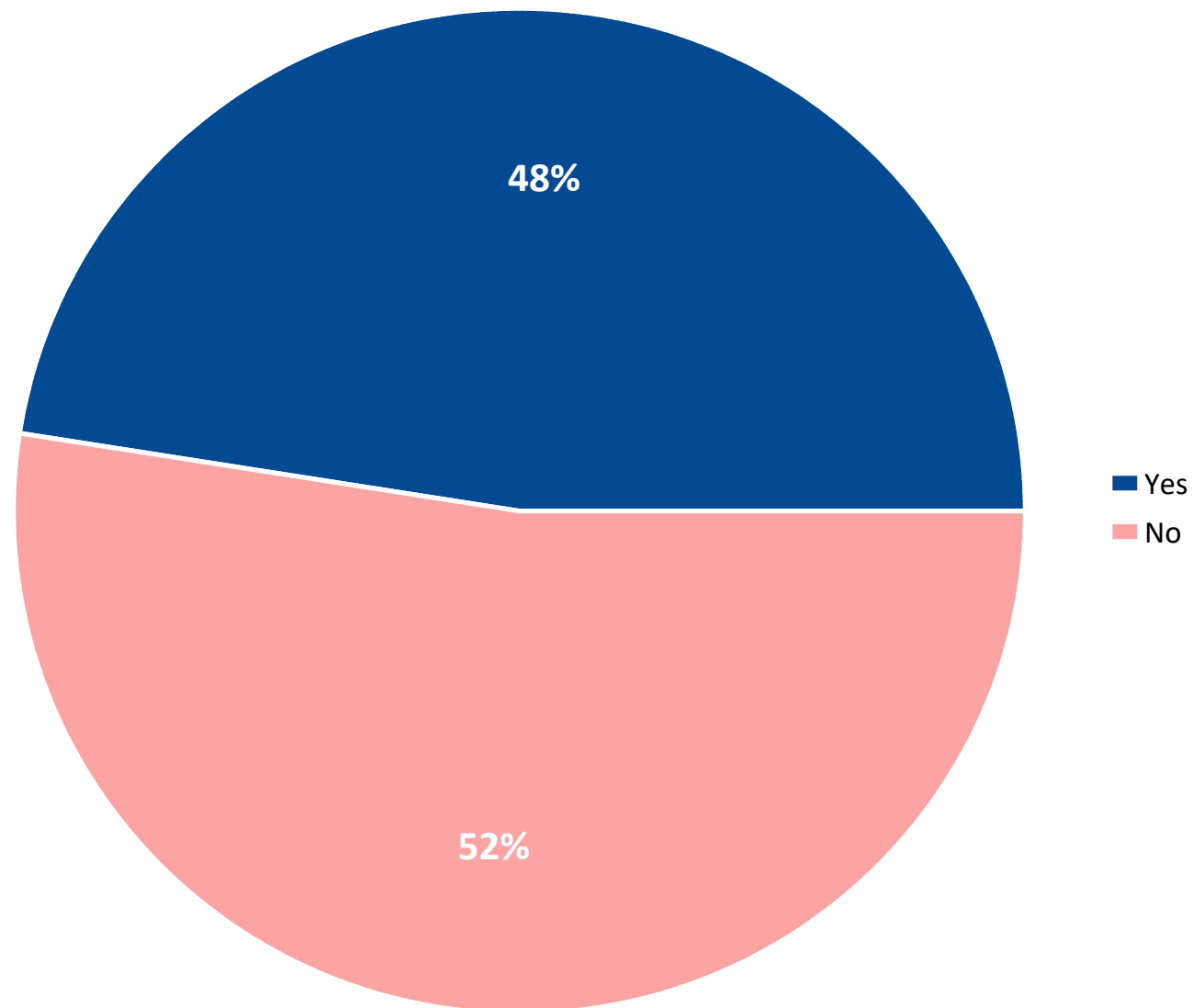
Q13. Environmental and Utility Services That Residents Think Should Receive the Most Emphasis Over the Next Two Years

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



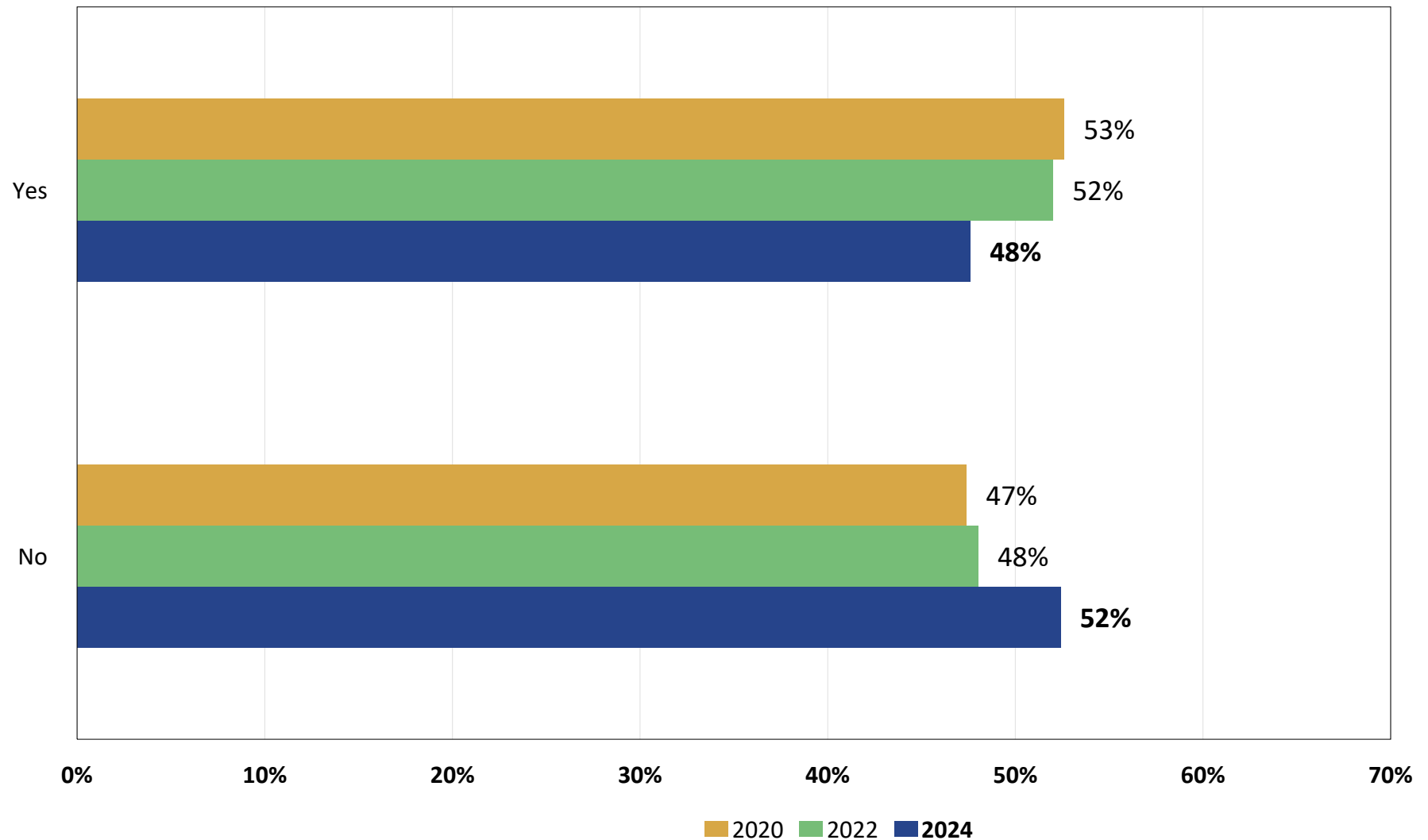
Q14. Are you aware of the City's Keep High Point Beautiful effort and the programs affiliated?

by percentage of respondents



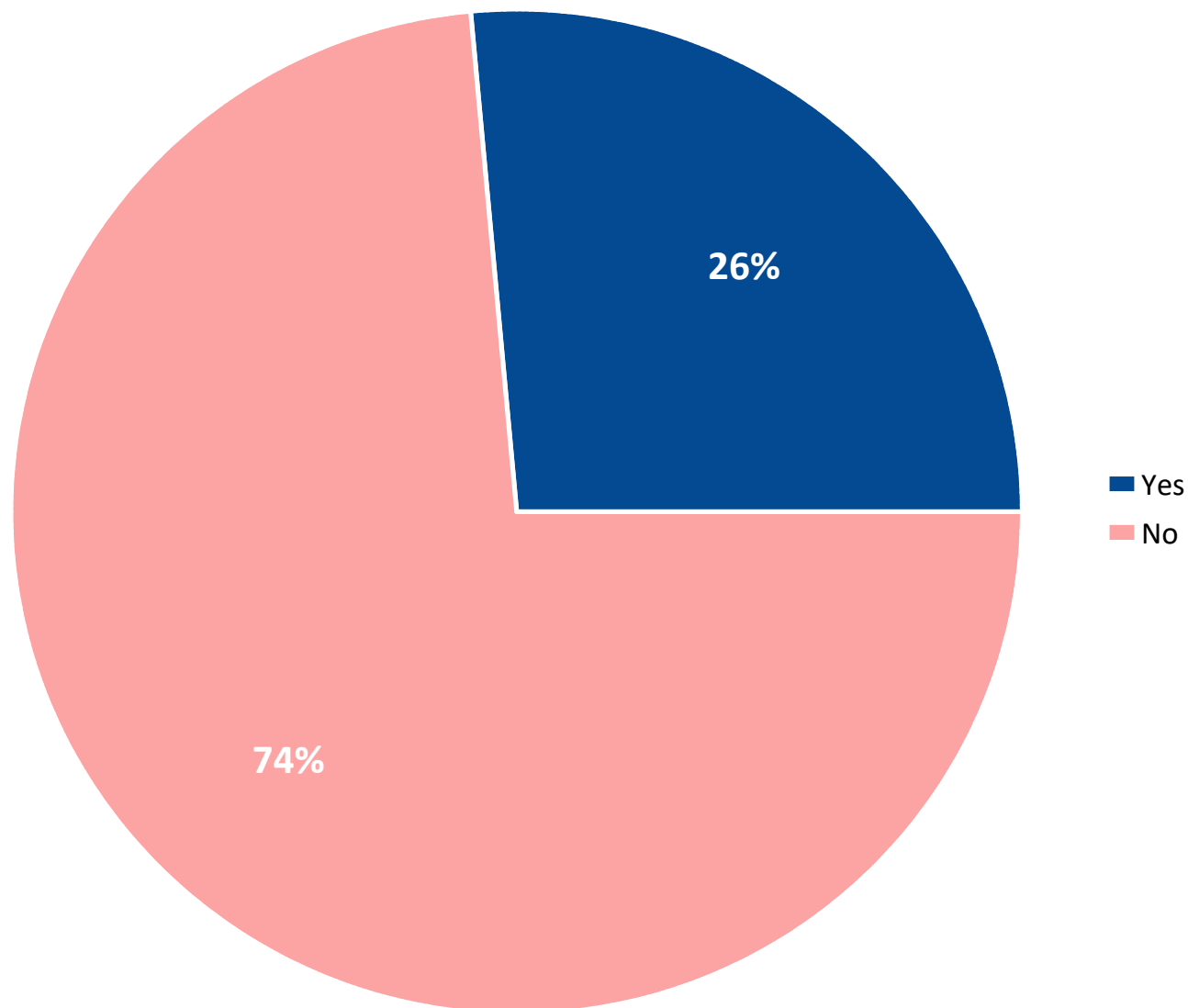
Trends: Are you aware of the City's Keep High Point Beautiful effort and the programs affiliated? 2020 to 2024

by percentage of respondents



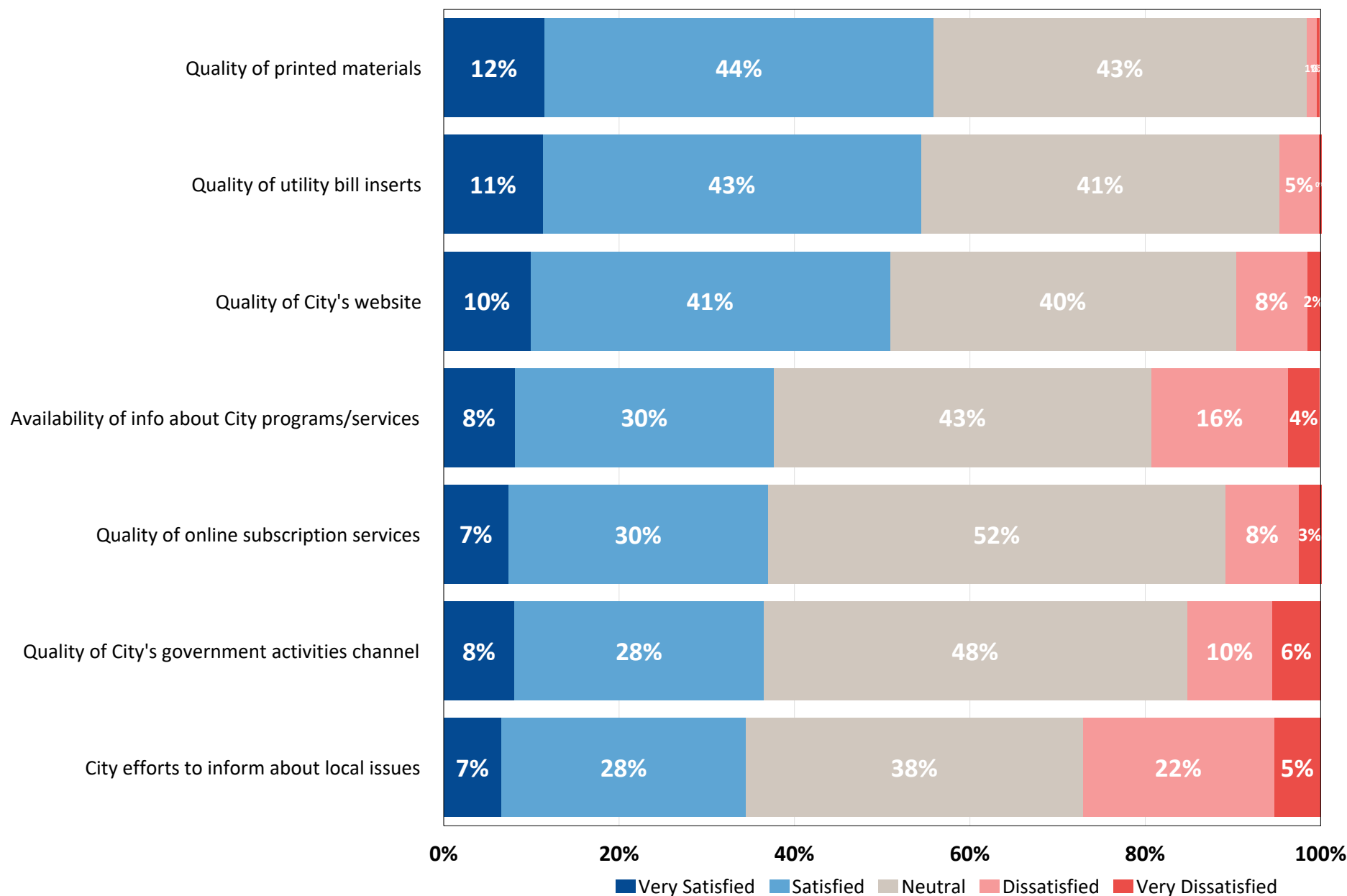
Q14a. Have you participated in one of these programs?

by percentage of respondents who are aware of the “Keep High Point Beautiful” programs



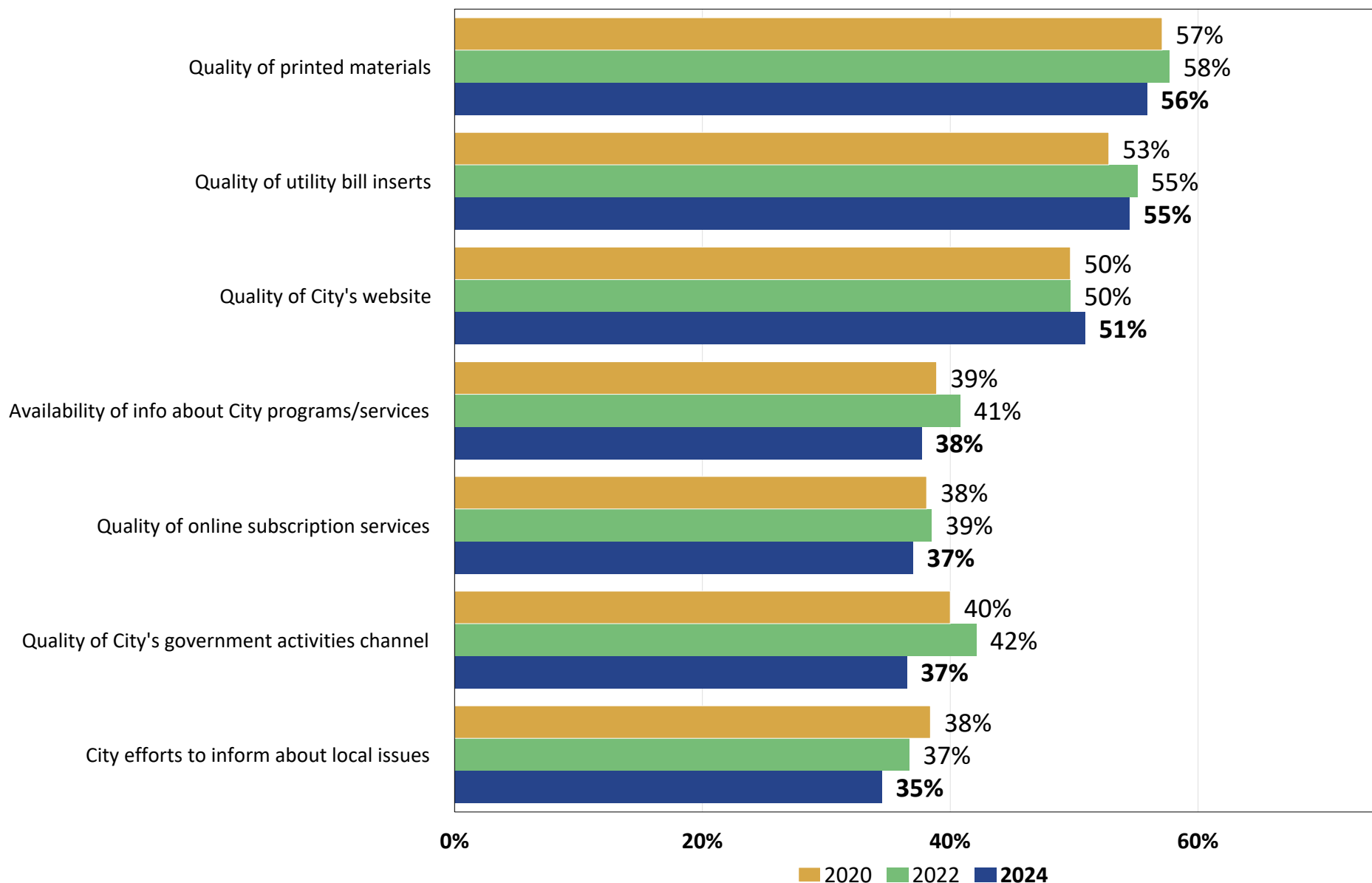
Q15. Satisfaction with City Communication

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied” (excluding “don’t know”)



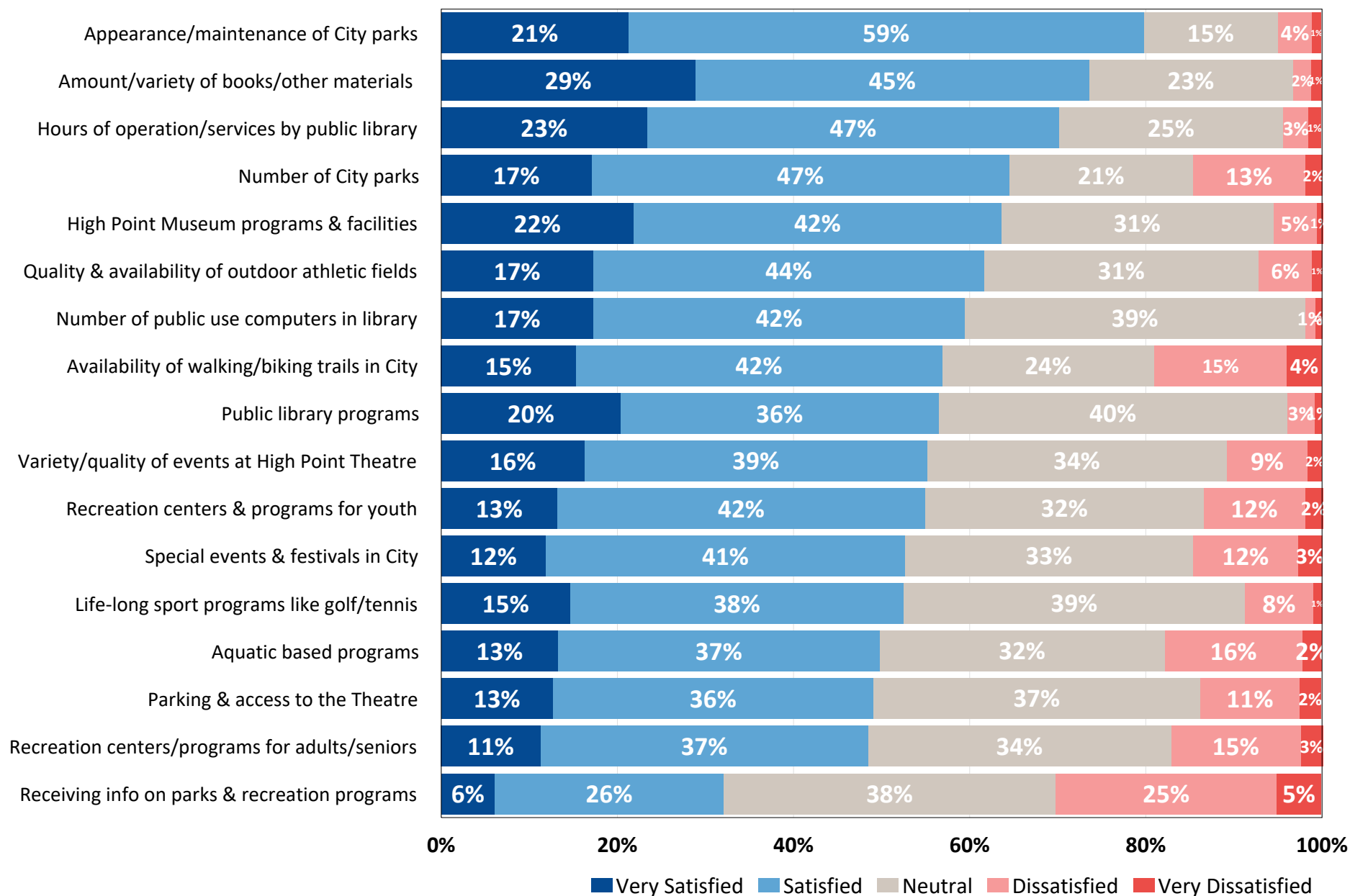
Trends: Satisfaction with City Communication 2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



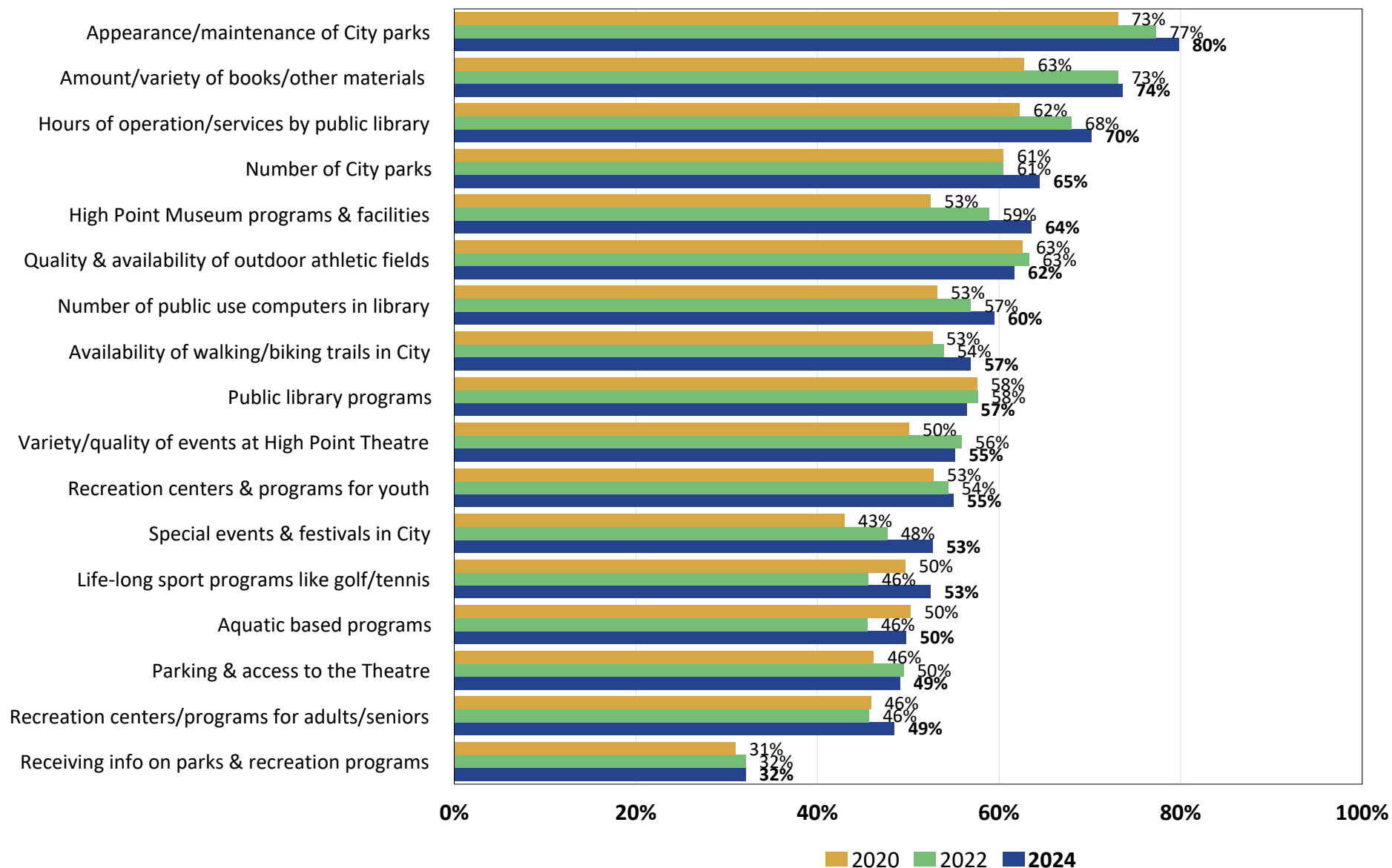
Q16. Satisfaction with Culture and Recreation Services

by percentage of respondents using a 5-point scale, where 5 means “very satisfied” and 1 means “very dissatisfied” (excluding “don’t know”)



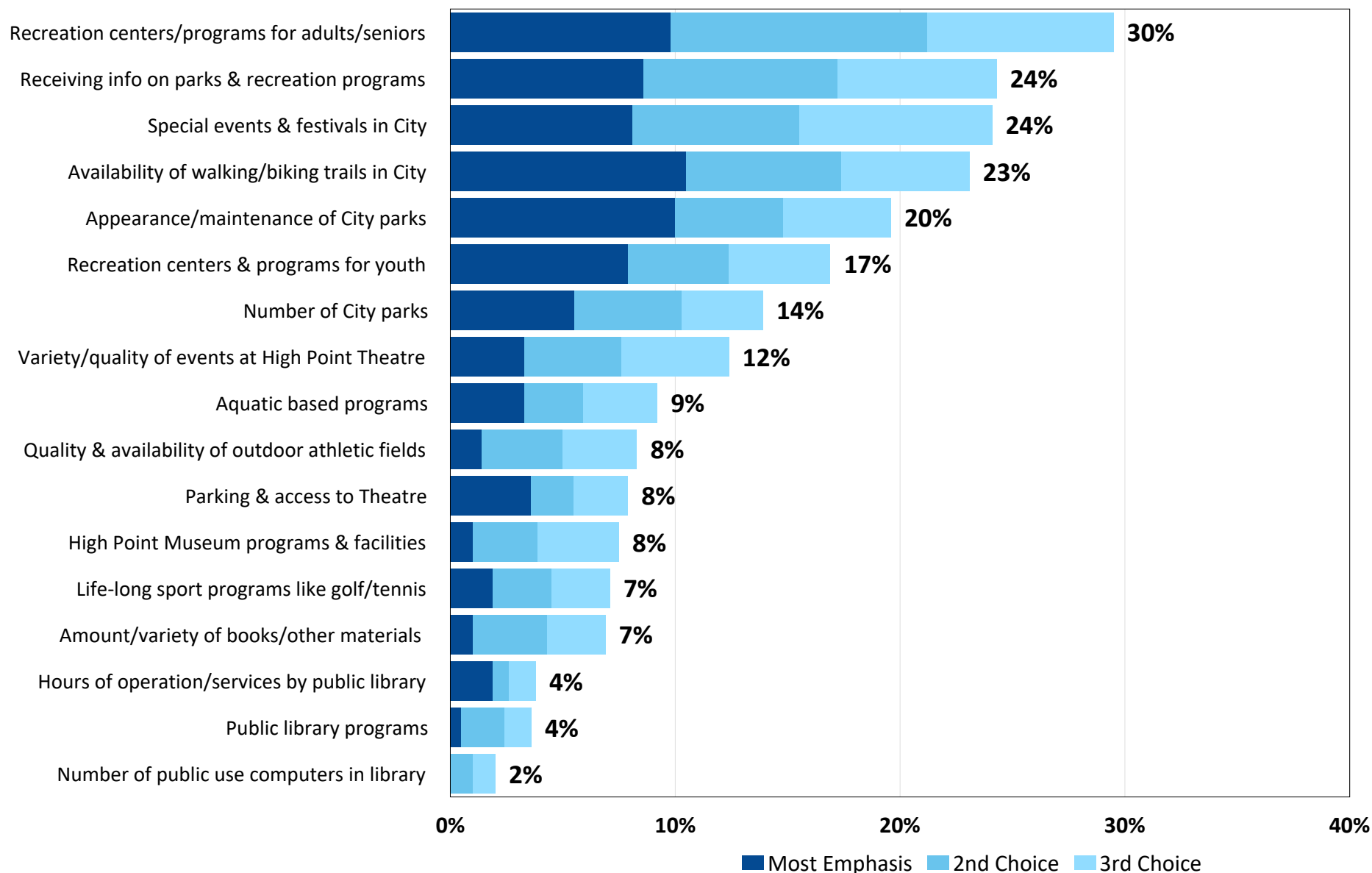
Trends: Satisfaction with Cultural and Recreation Services 2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



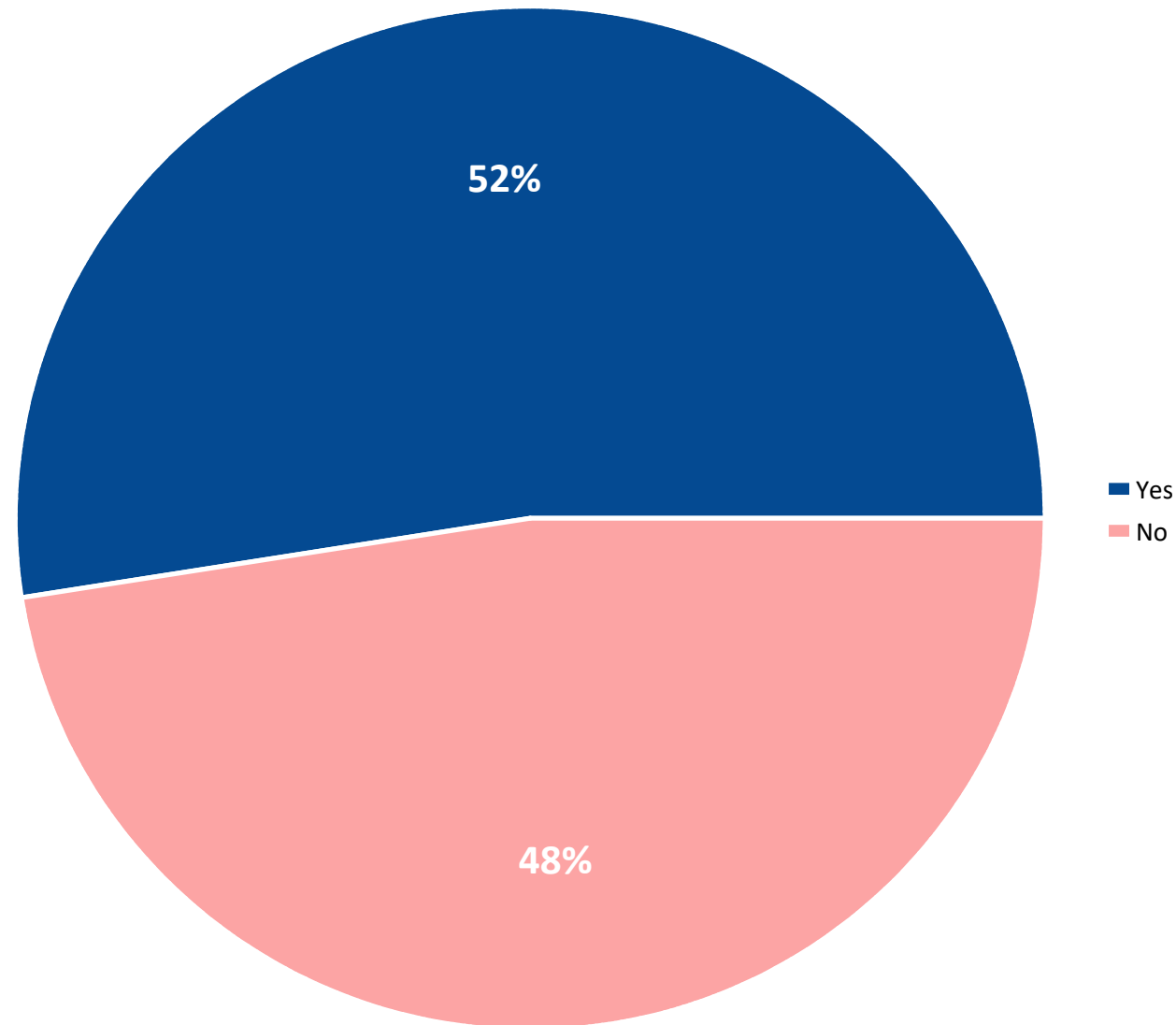
Q17. Cultural and Recreation Services That Residents Think Should Receive the Most Emphasis Over the Next Two Years

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



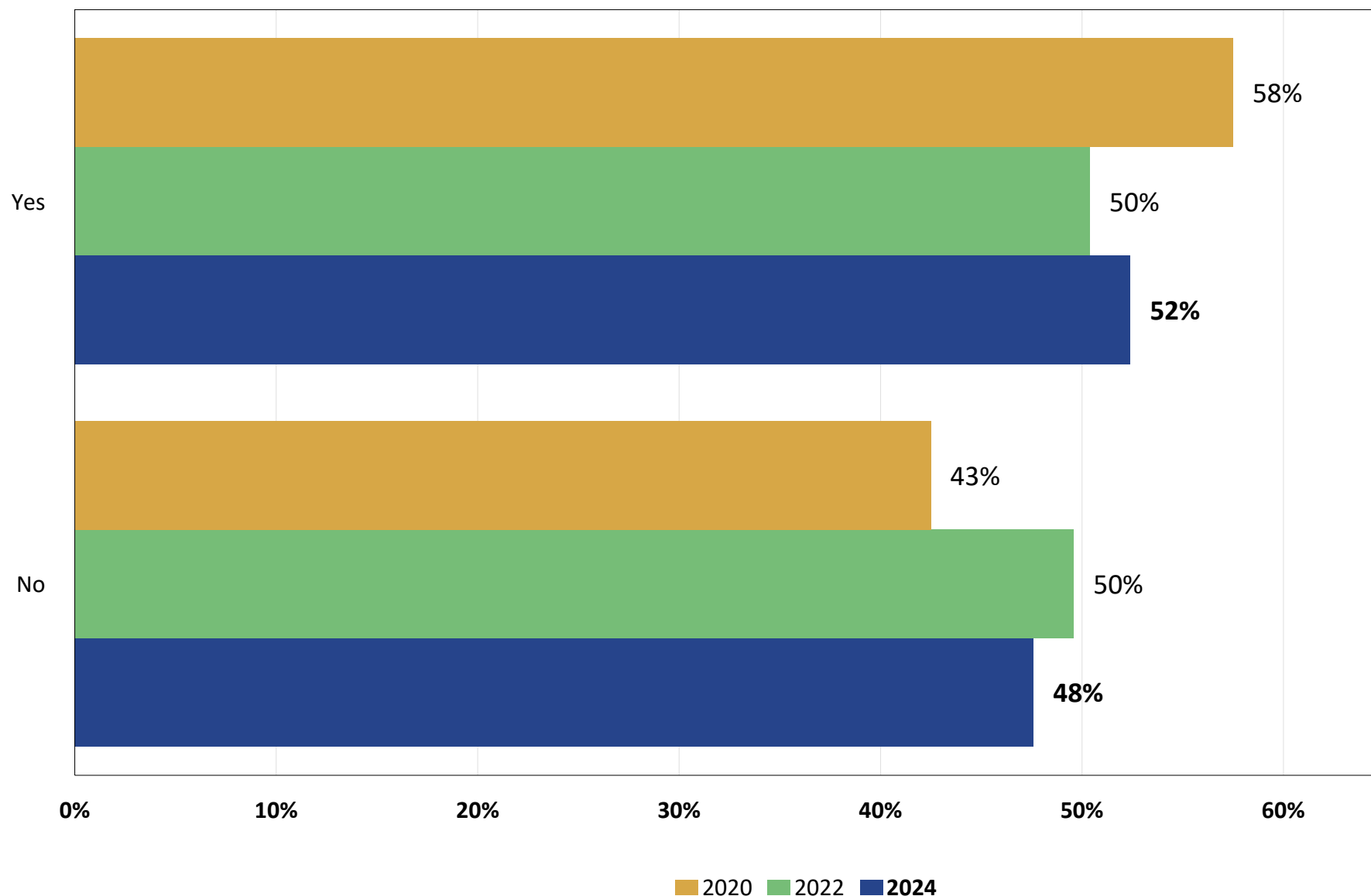
Q18. Have you contacted the City during the past year?

by percentage of respondents



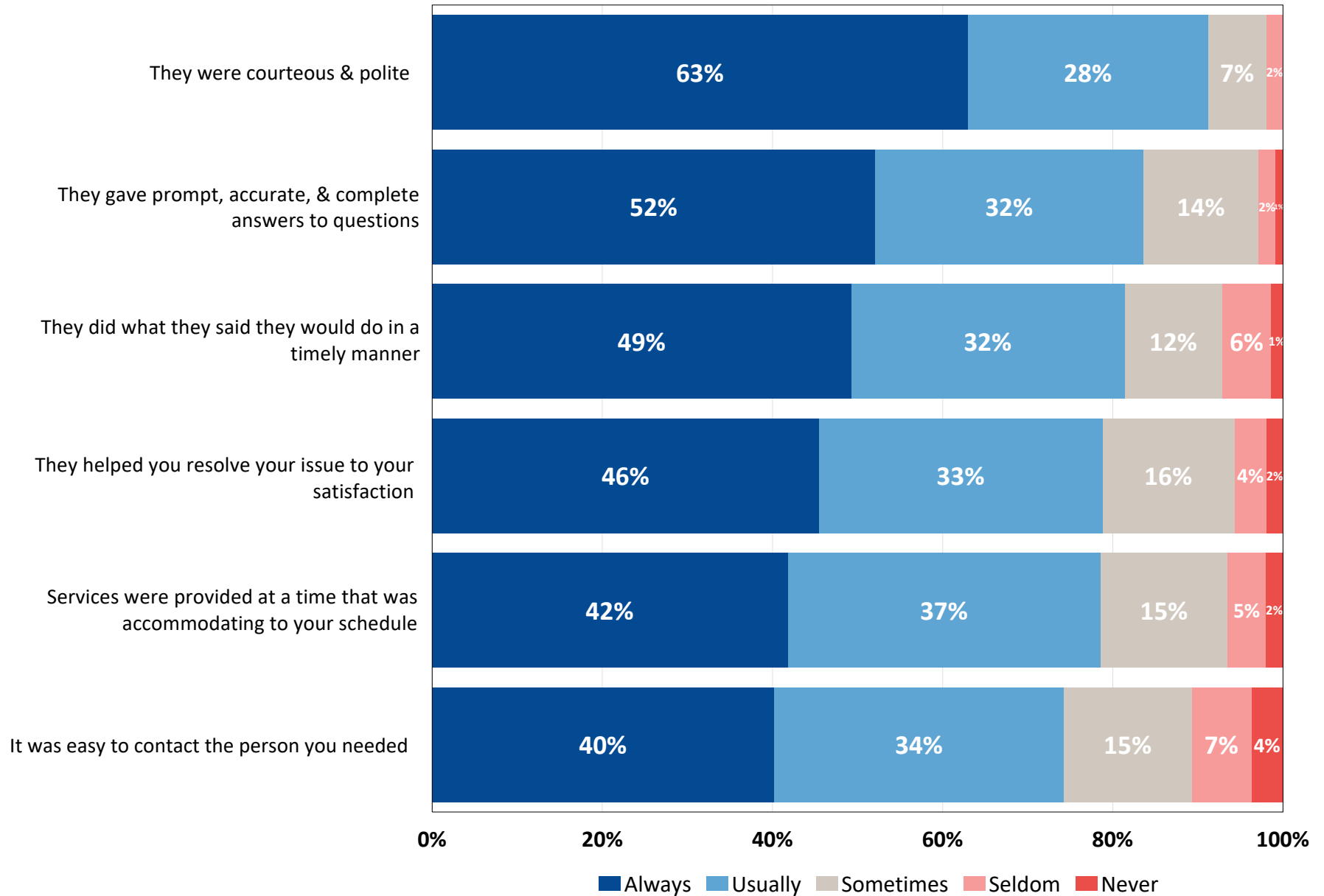
Trends: Have you contacted the City during the past year? 2020 to 2024

by percentage of residents surveyed that responded "yes" (excluding "not provided")



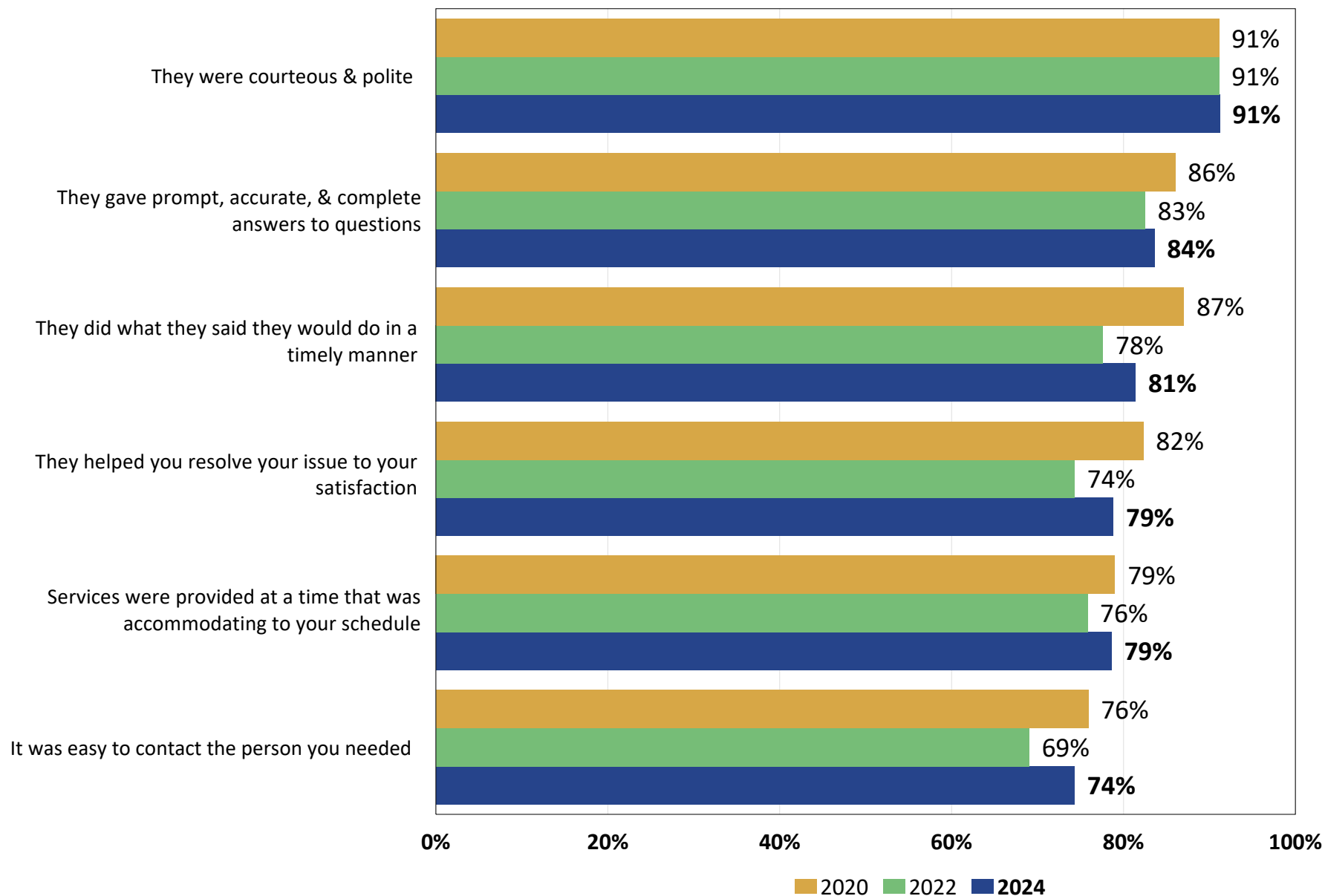
Q18a. How often do City employees display the following...?

by percentage of respondents that have contacted the City during the past year, using a 5-point scale, where 5 means “always” and 1 means “never”
(excluding “don’t know”)



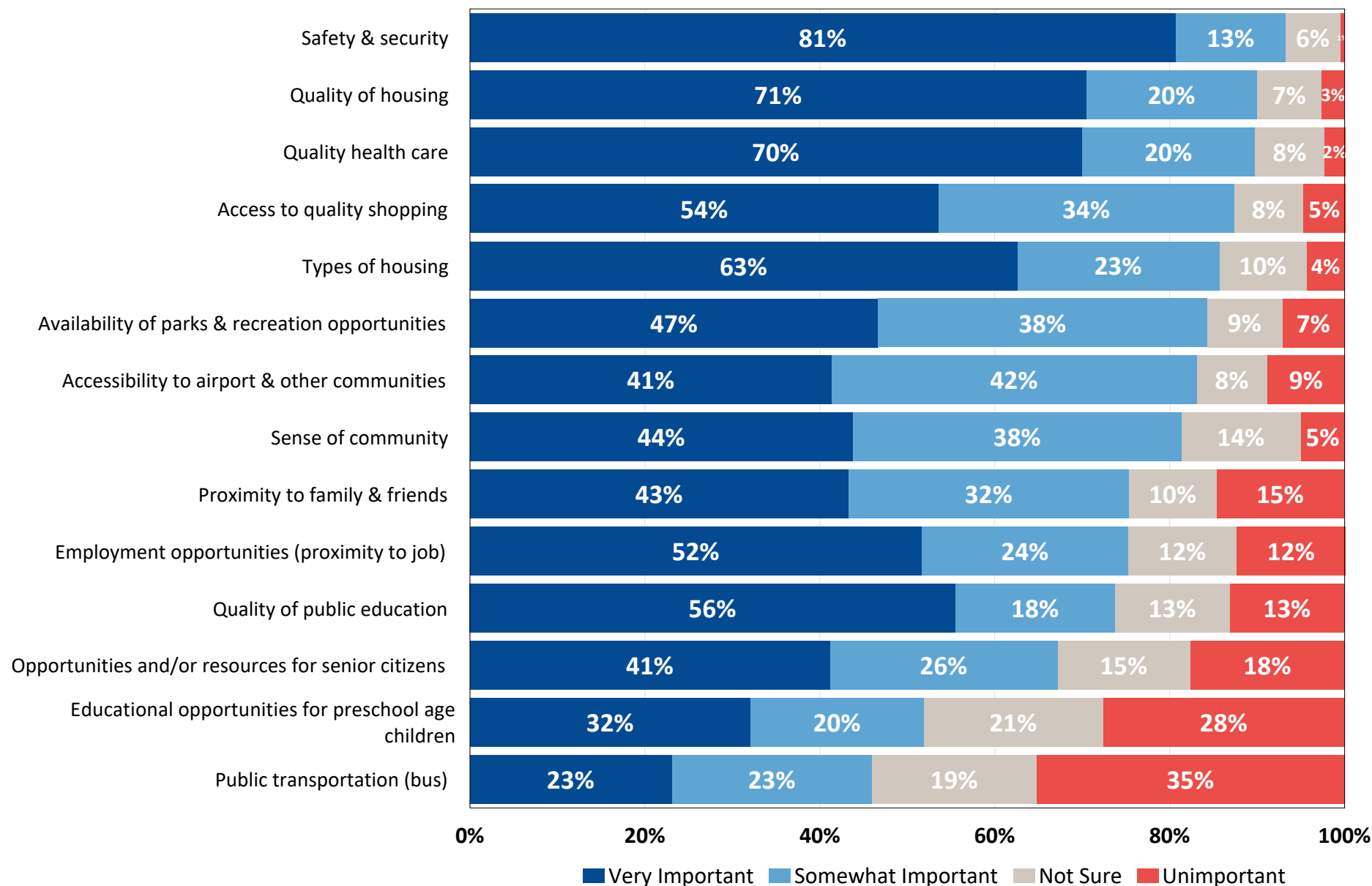
Trends: How often do City employees display the following...? 2020 to 2024

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



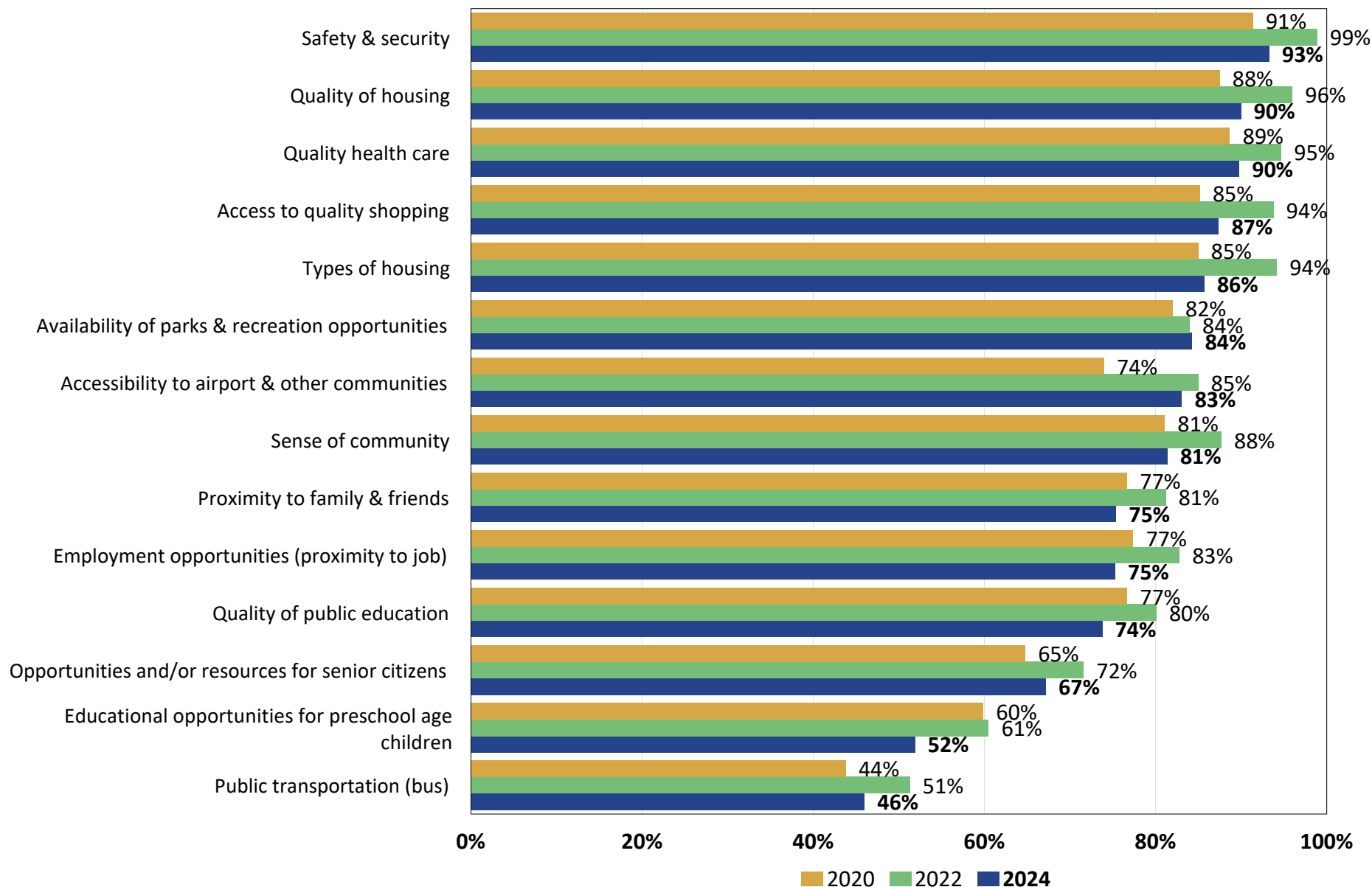
Q19. Importance of the Following Reasons for Deciding Where to Live

by percentage of respondents using a 4-point scale, where 4 means “very important” and 1 means “unimportant”



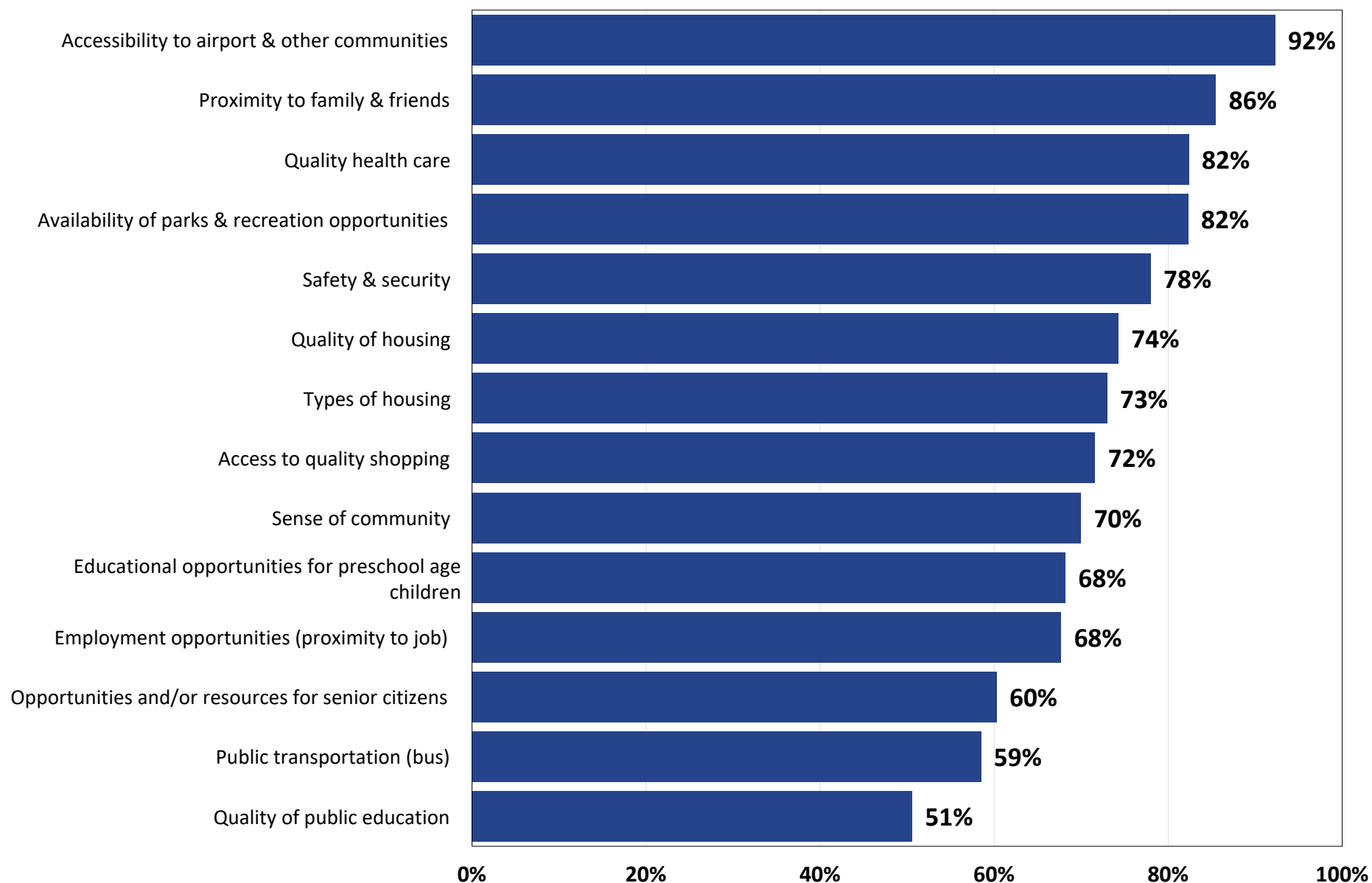
Trends: Importance of Reasons For Deciding Where to Live 2020 to 2024

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



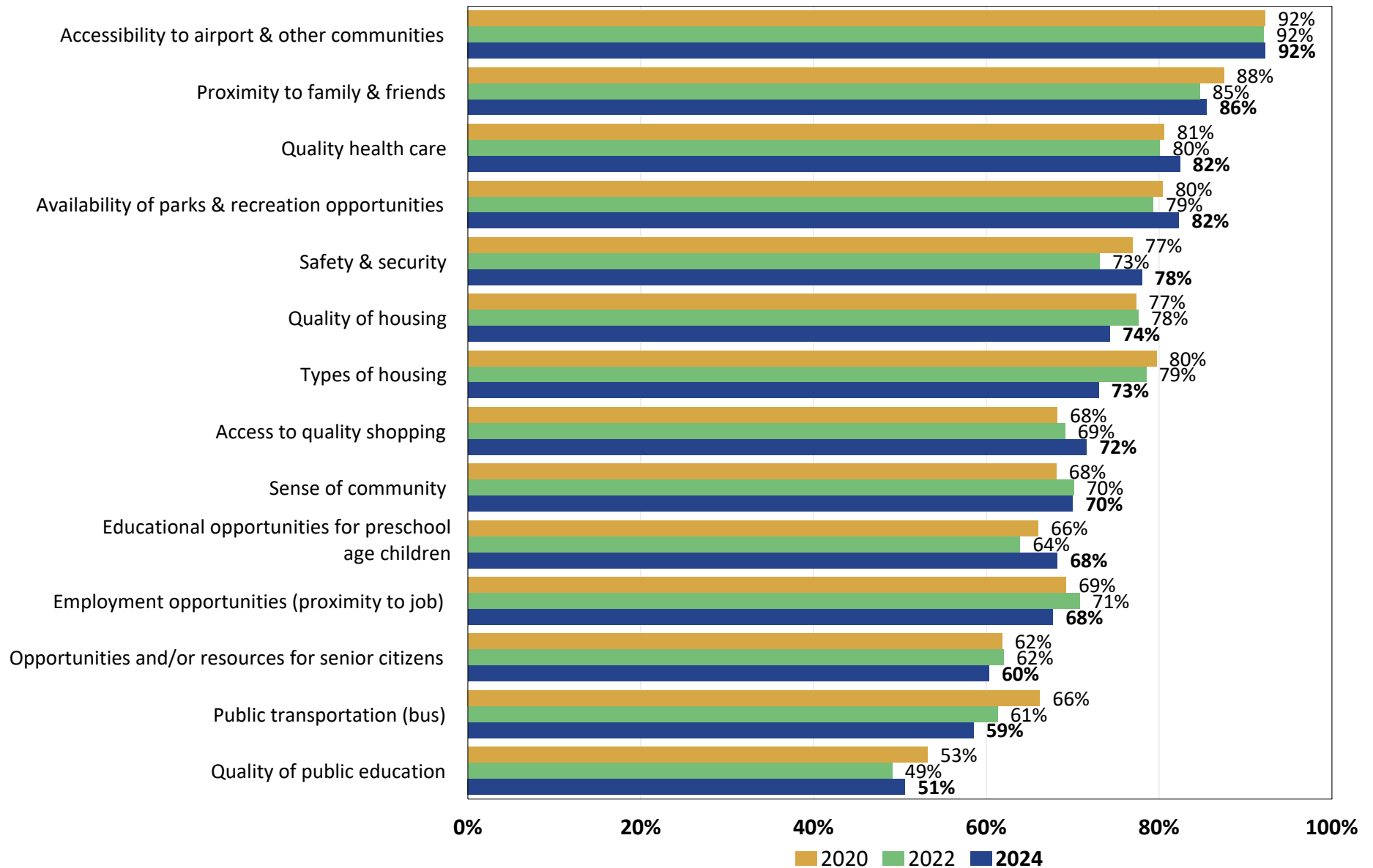
Q19. Are your needs being met in the City of High Point?

by percentage of respondents who answered "yes" (excluding "not provided")



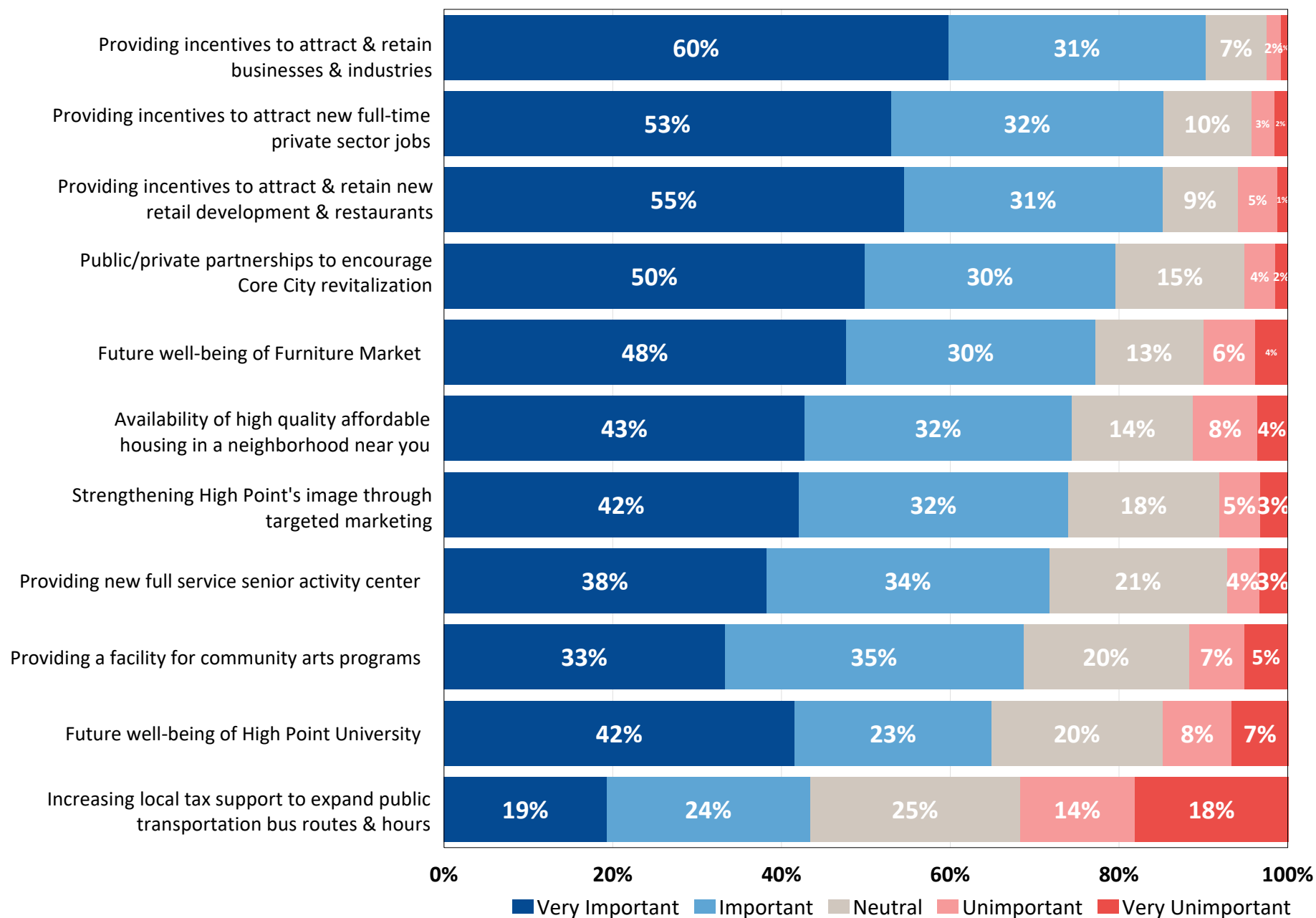
Trends: Are your needs being met in the City of High Point? 2020 to 2024

by percentage of respondents who answered “yes”



Q20. Importance of Various City Issues

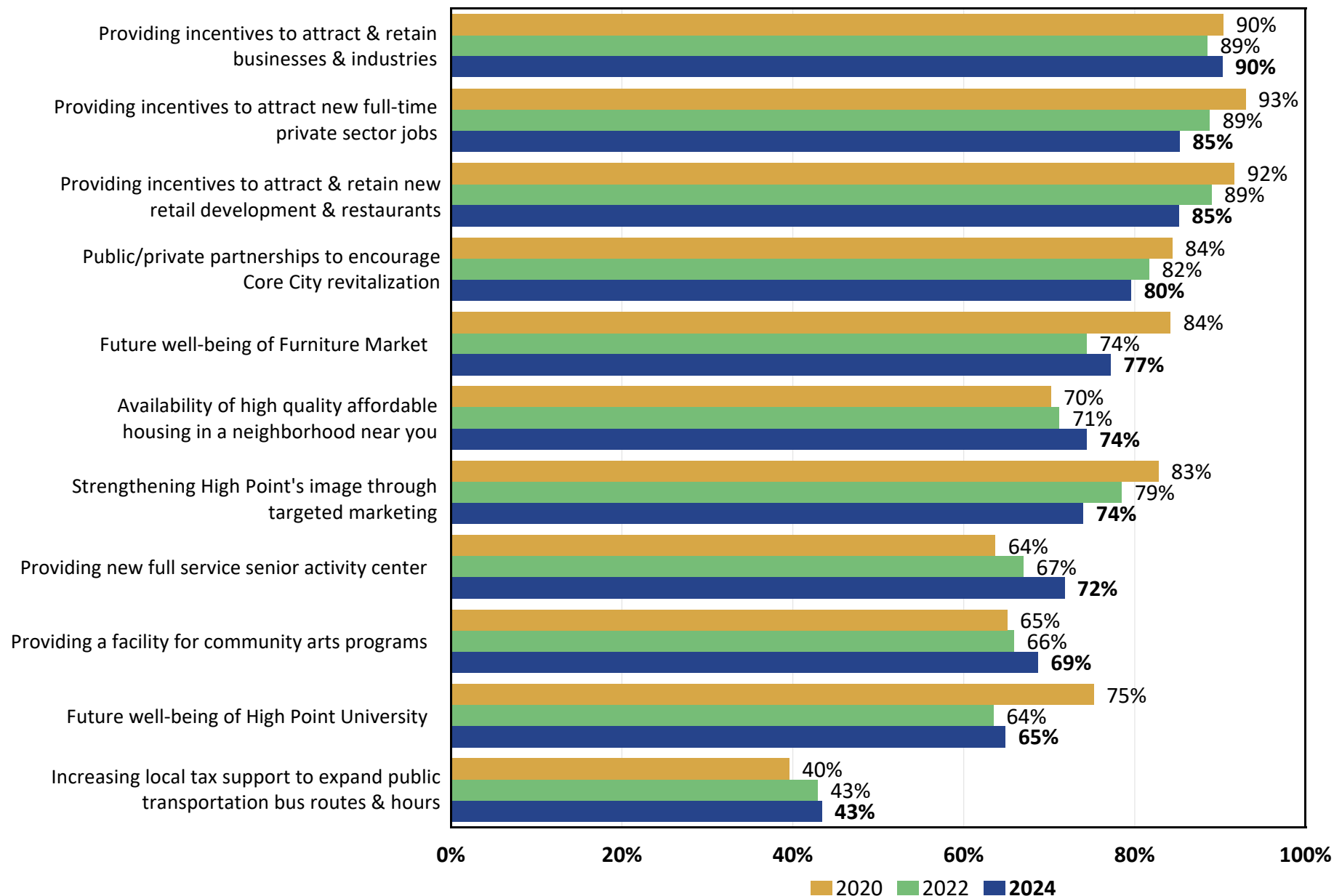
by percentage of respondents using a 5-point scale, where 5 means “very important” and 1 means “very unimportant” (excluding “don’t know”)



Trends: Importance of Various City Issues

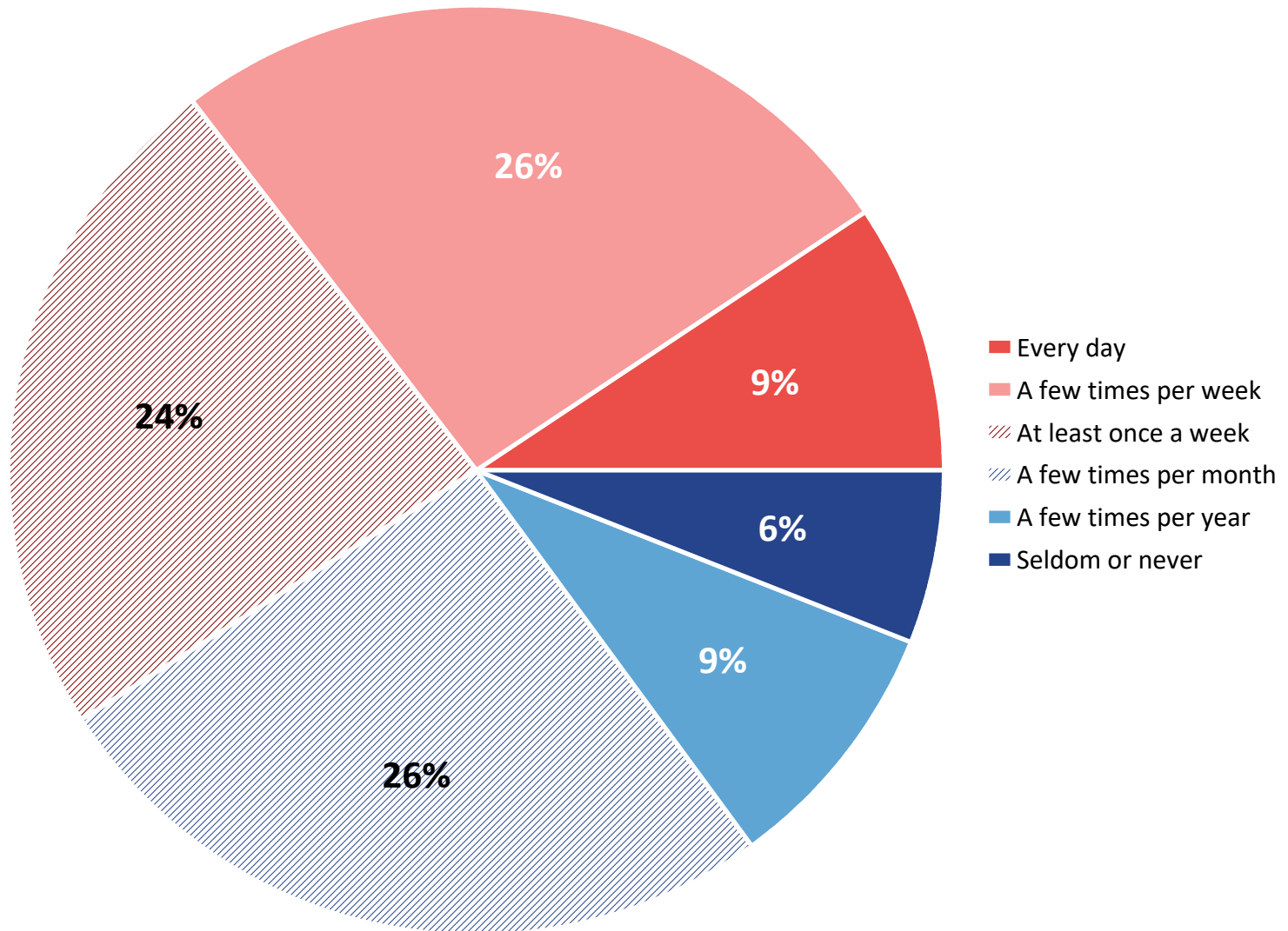
2020 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



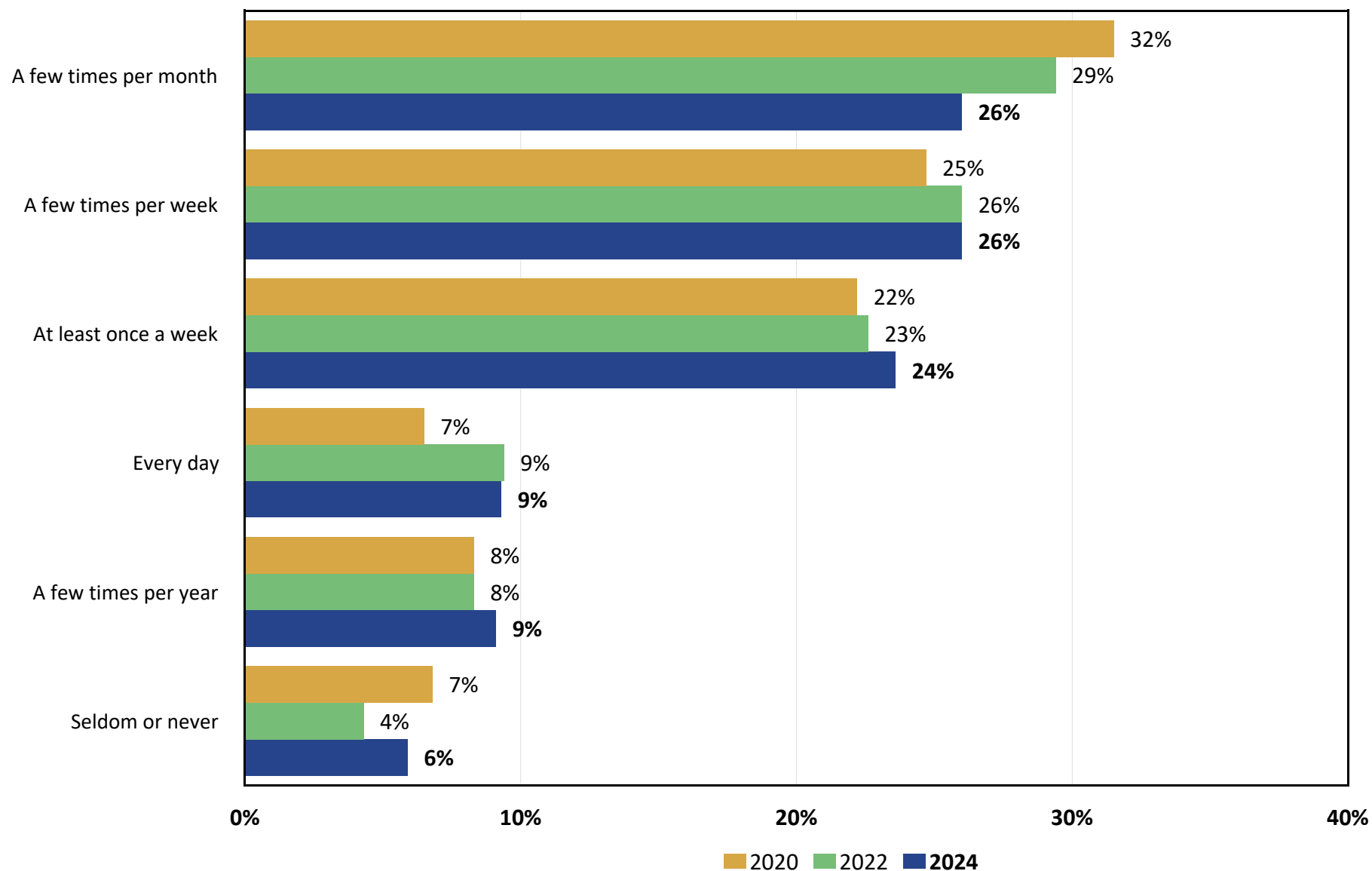
Q21. How often do you typically go outside High Point City limits to shop?

by percentage of respondents (excluding “not provided”)



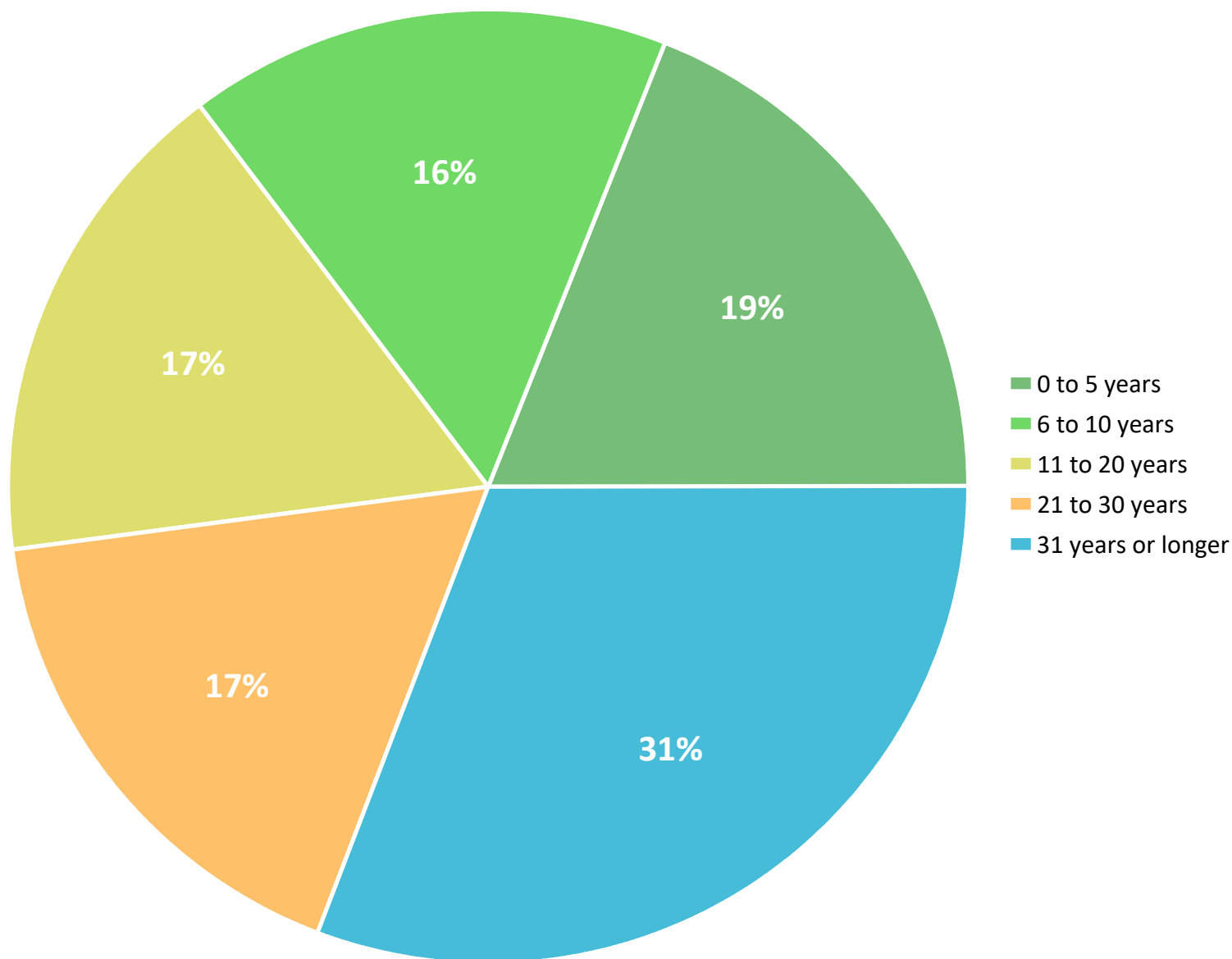
Trends: How often do you typically go outside High Point City limits to shop? 2020 to 2024

by percentage of respondents (excluding “not provided”)



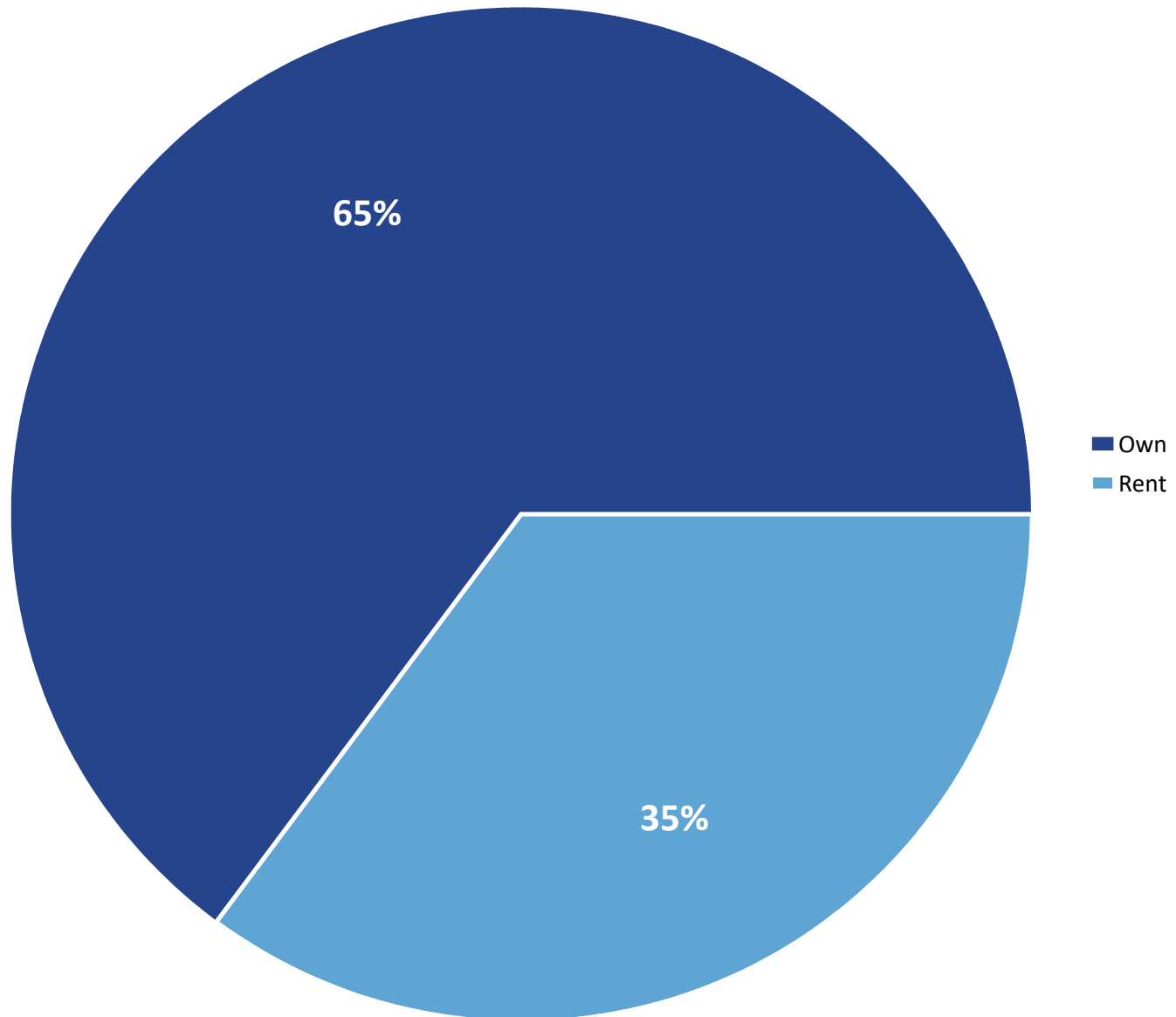
Demographics: Q22. Approximately how many years have you lived in High Point?

by percentage of respondents (excluding “not provided”)



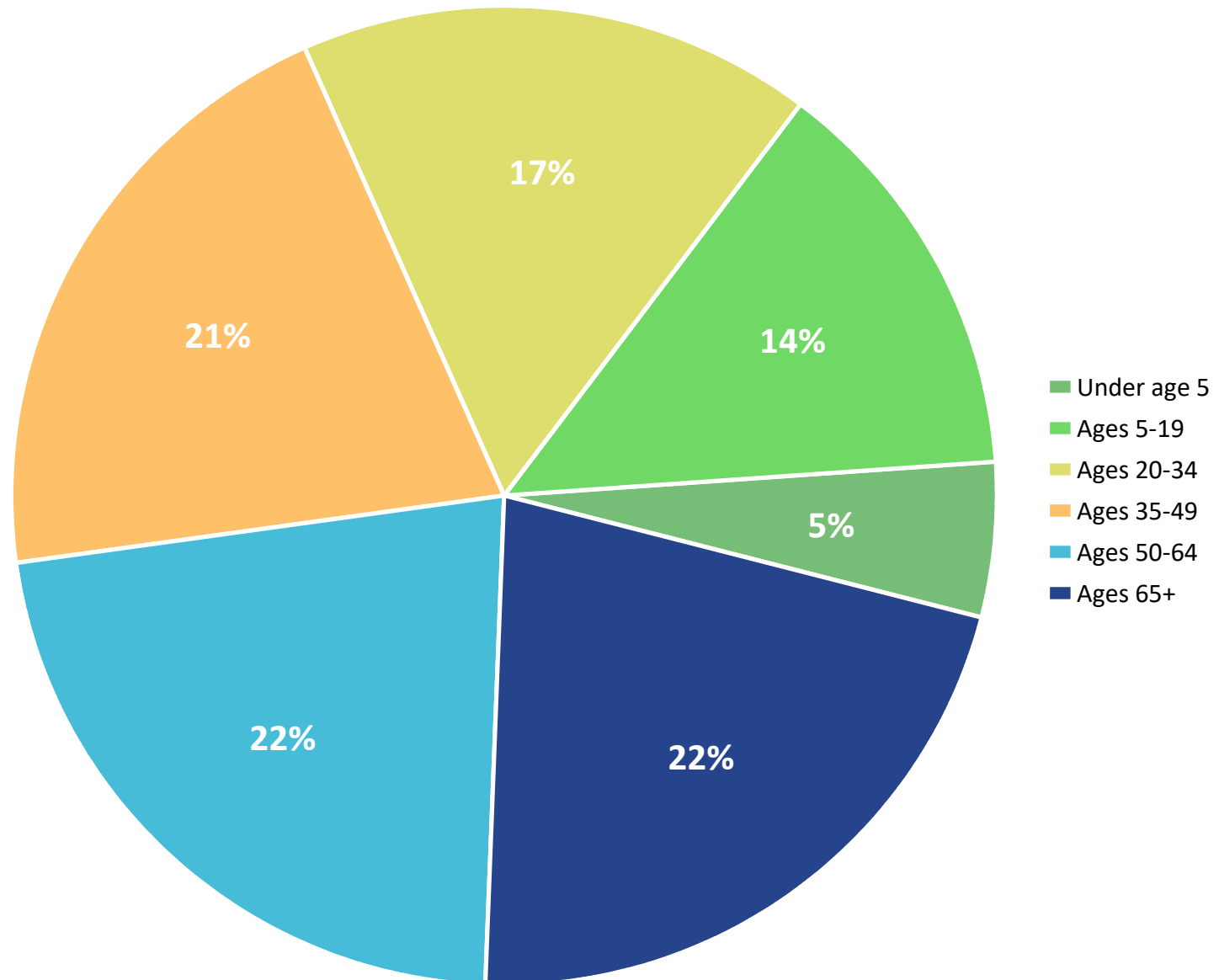
Demographics: Q23. Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



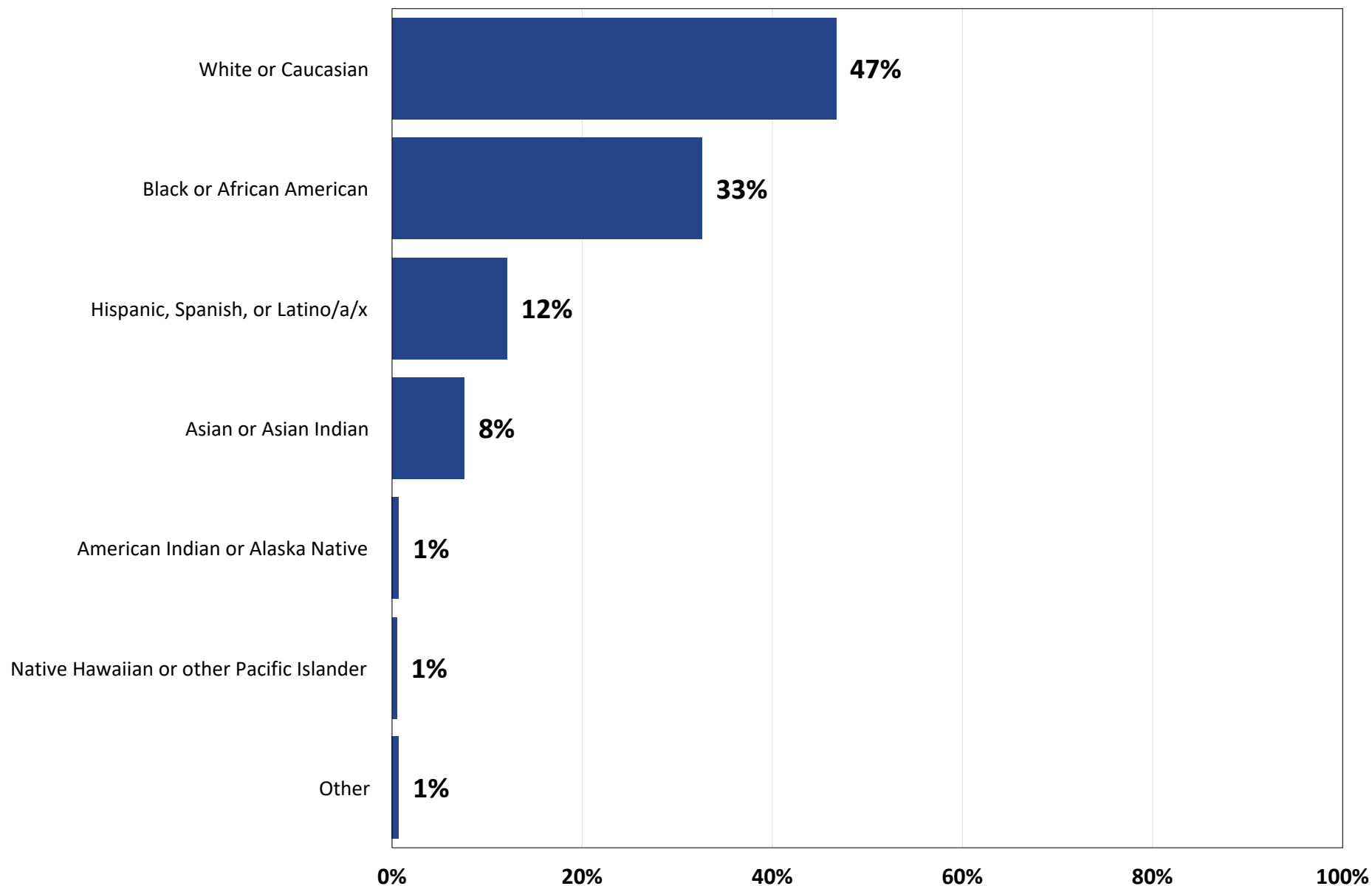
Demographics: Q24. Including yourself, how many persons in your household are in each of the following age groups?

by percentage of respondents



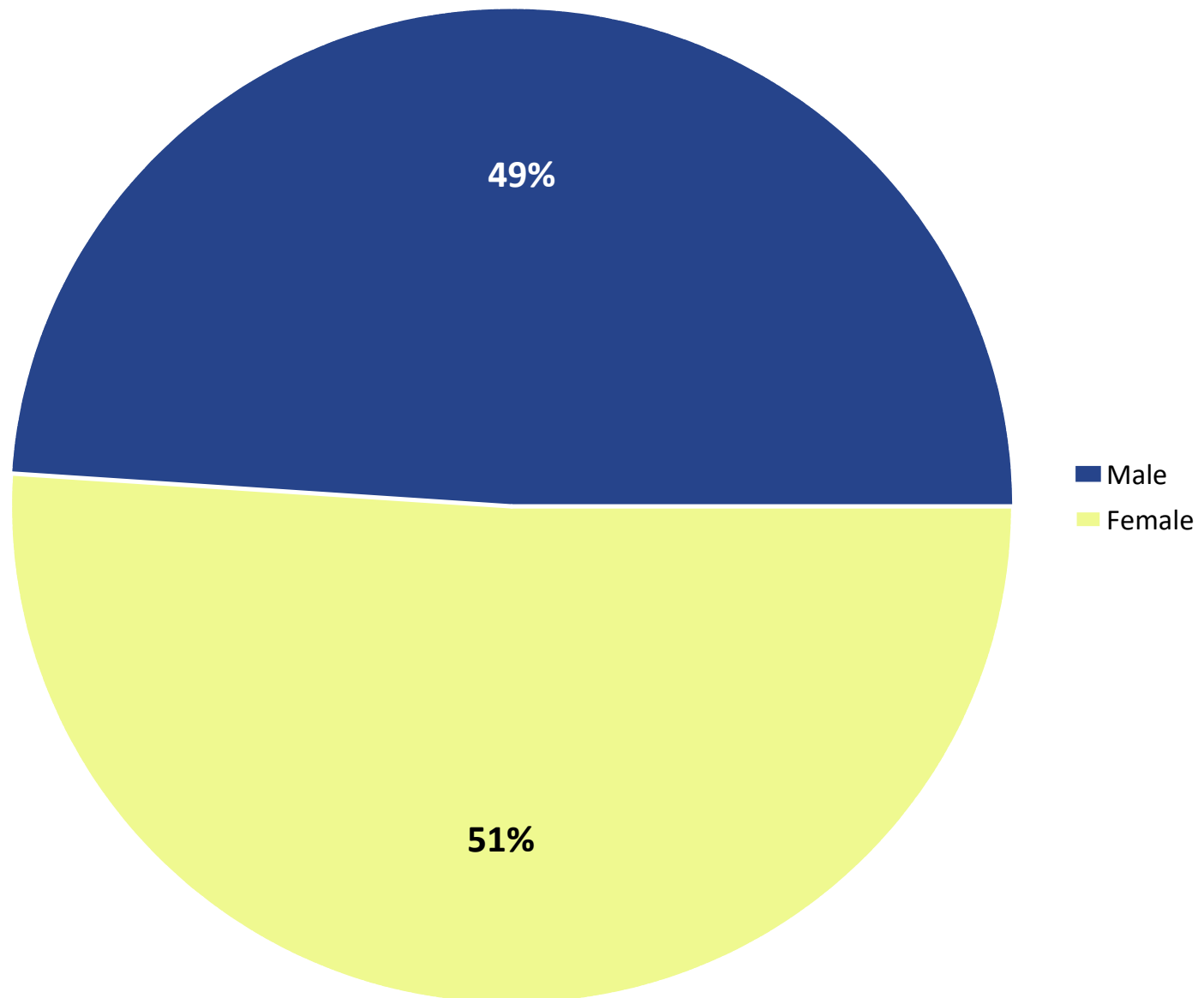
Demographics: Q25. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



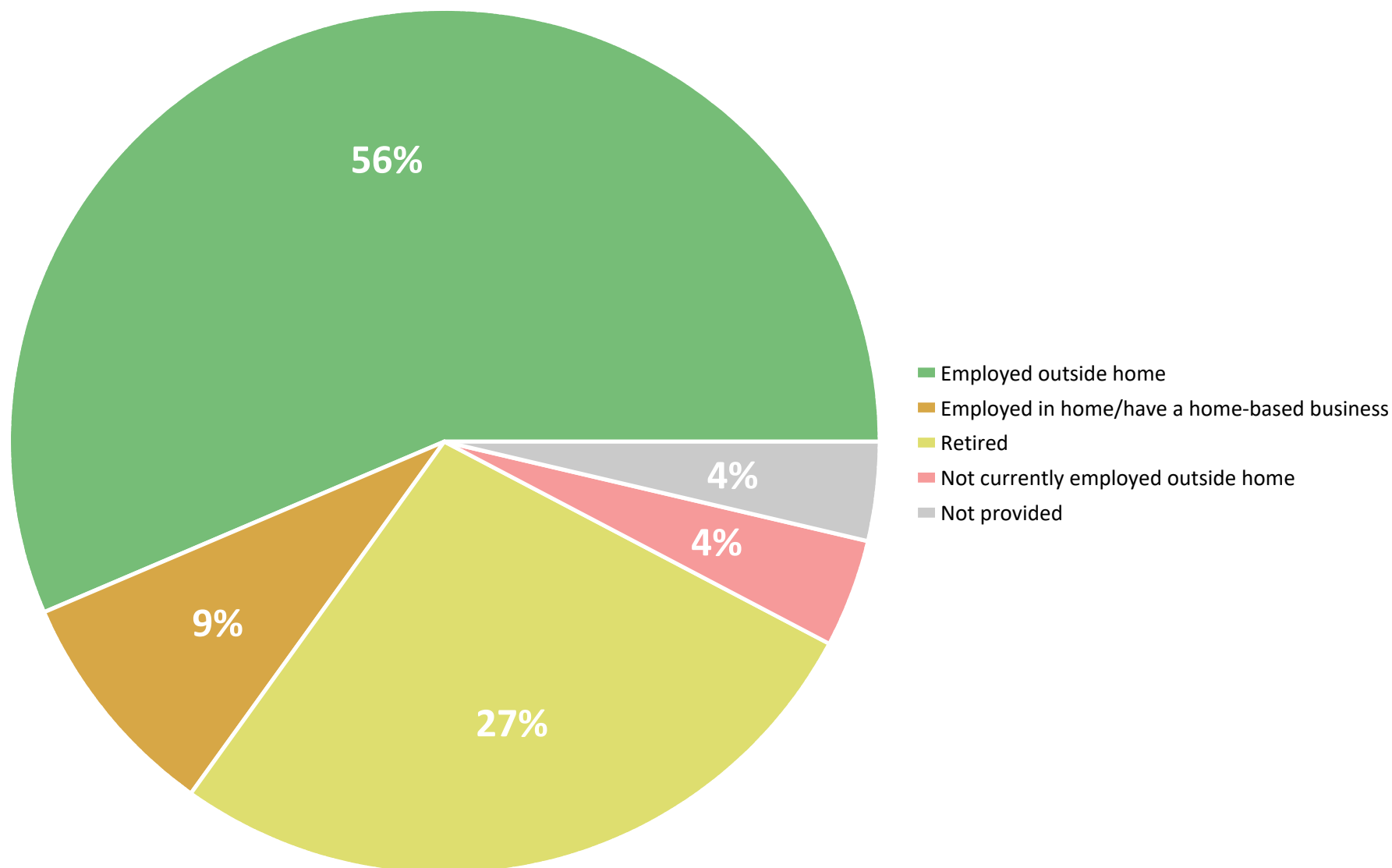
Demographics: Q26. What is your gender?

by percentage of respondents (excluding “not provided”)



Demographics: Q27. Which of the following best describes your current employment status?

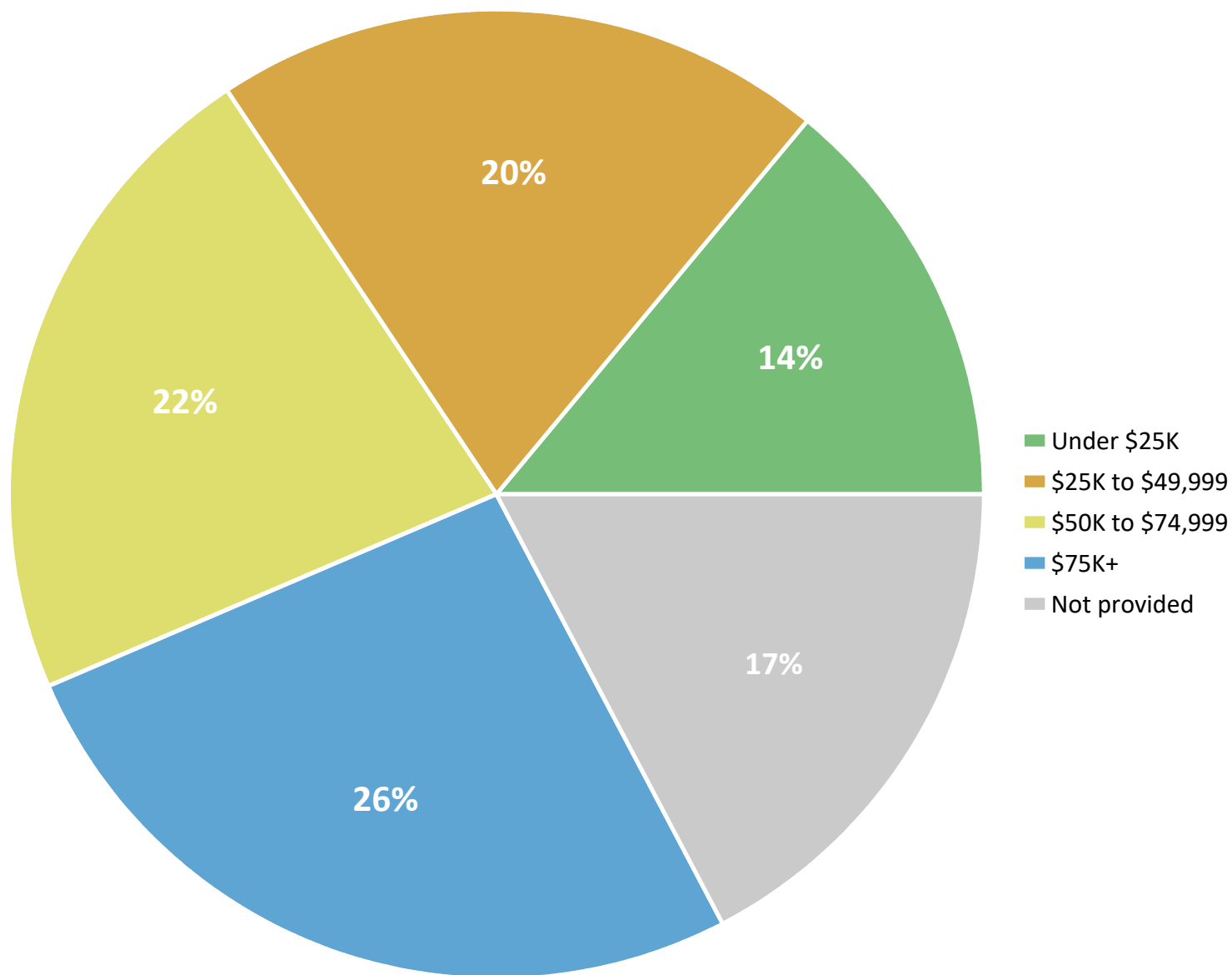
by percentage of respondents



0.2% are students

Demographics: Q28. Would you say your total annual household income is...

by percentage of respondents





Benchmarking Analysis

Benchmarking Analysis



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 more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States, (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Atlantic Region of the United States. The Atlantic Region includes the states of North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia, and (3) 36 medium-sized communities with a population between 50,000 and 200,000 where ETC Institute has administered the *DirectionFinder*® survey since January 2023. The 36 communities included in these comparisons are listed below.

- Alexandria, VA
- Brookhaven, GA
- Chapel Hill, NC
- Columbia, MO
- Concord, NC
- Dayton, OH
- Gaithersburg, MD
- Greeley, CO
- Independence, MO
- Killeen, TX
- League City, TX
- Lee's Summit, MO
- Lenexa, KS
- Mansfield, TX
- Margate, FL
- Meridian, ID
- Mesquite, TX
- Miami Beach, FL
- Mount Prospect, IL
- Olathe, KS
- Overland Park, KS
- Pflugerville, TX
- Plantation, FL
- Port Arthur, TX
- Pueblo, CO
- Round Rock, TX
- Shoreline, WA
- South Bend, IN
- Sparks, NV
- Springfield, MO
- Springfield, OH
- St. Joseph, MO
- Tamarac, FL
- Tempe, AZ
- West Des Moines, IA
- Wilmington, NC

Benchmarking Analysis



Interpreting the Charts

National and Regional Benchmarks. The first set of charts on the following pages show how the overall results for High Point compare to the national and regional averages based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 10,000 residents across the U.S. in the summer of 2023, and a regional survey that was administered to a random sample of residents living in the Atlantic Region of the U.S. during the summer of 2023.

Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in medium-sized communities with a population between 50,000 and 200,000. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the individual communities. The actual ratings for High Point are listed to the right of each chart. The dot on each bar shows how the results for High Point compare to the other medium-sized communities where the *DirectionFinder*® survey has been administered since January 2023.

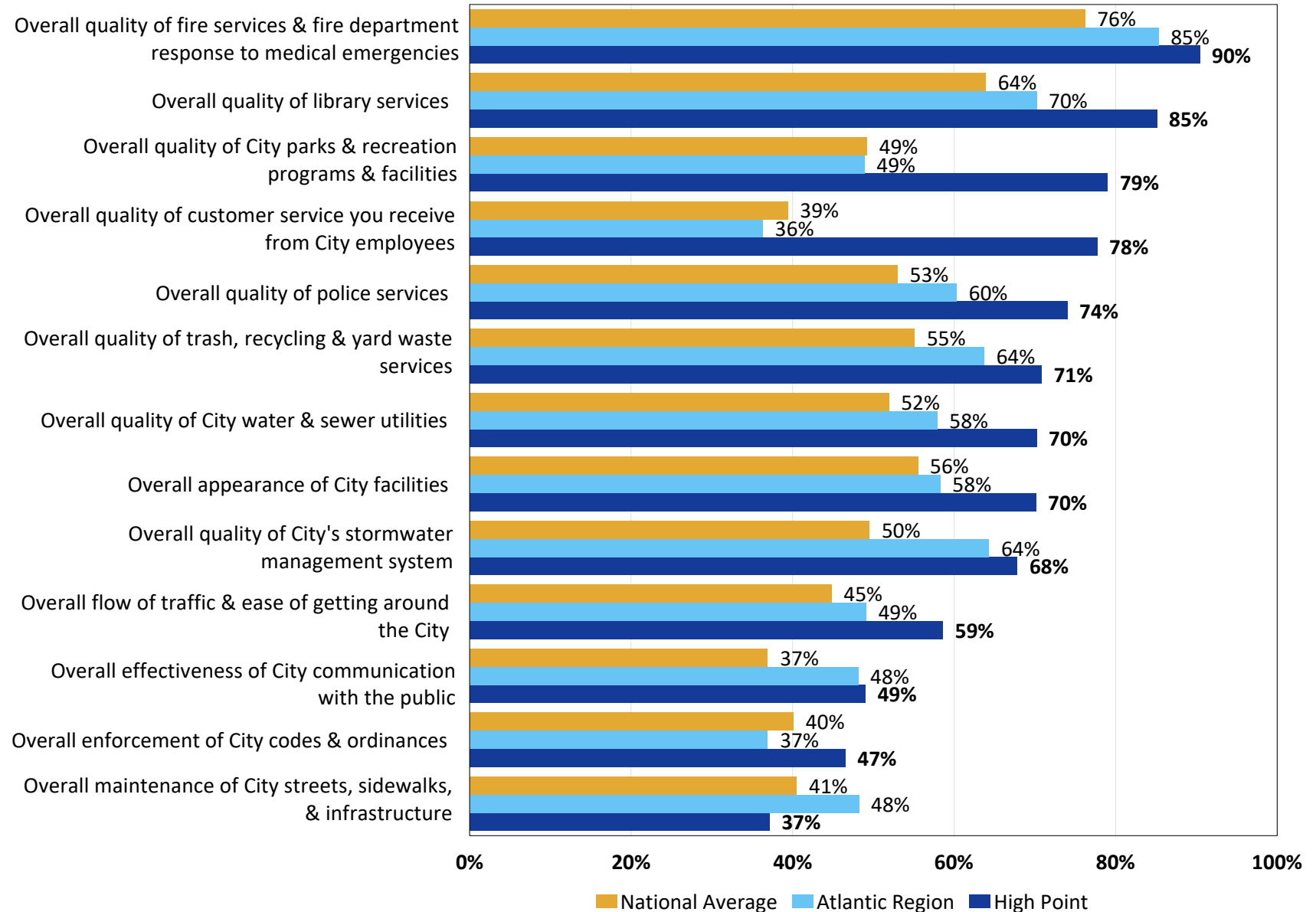
National Benchmarks

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 High Point, NC are not authorized without written consent from ETC Institute.

Major Categories of City Services

National Average vs. Atlantic Region vs. High Point

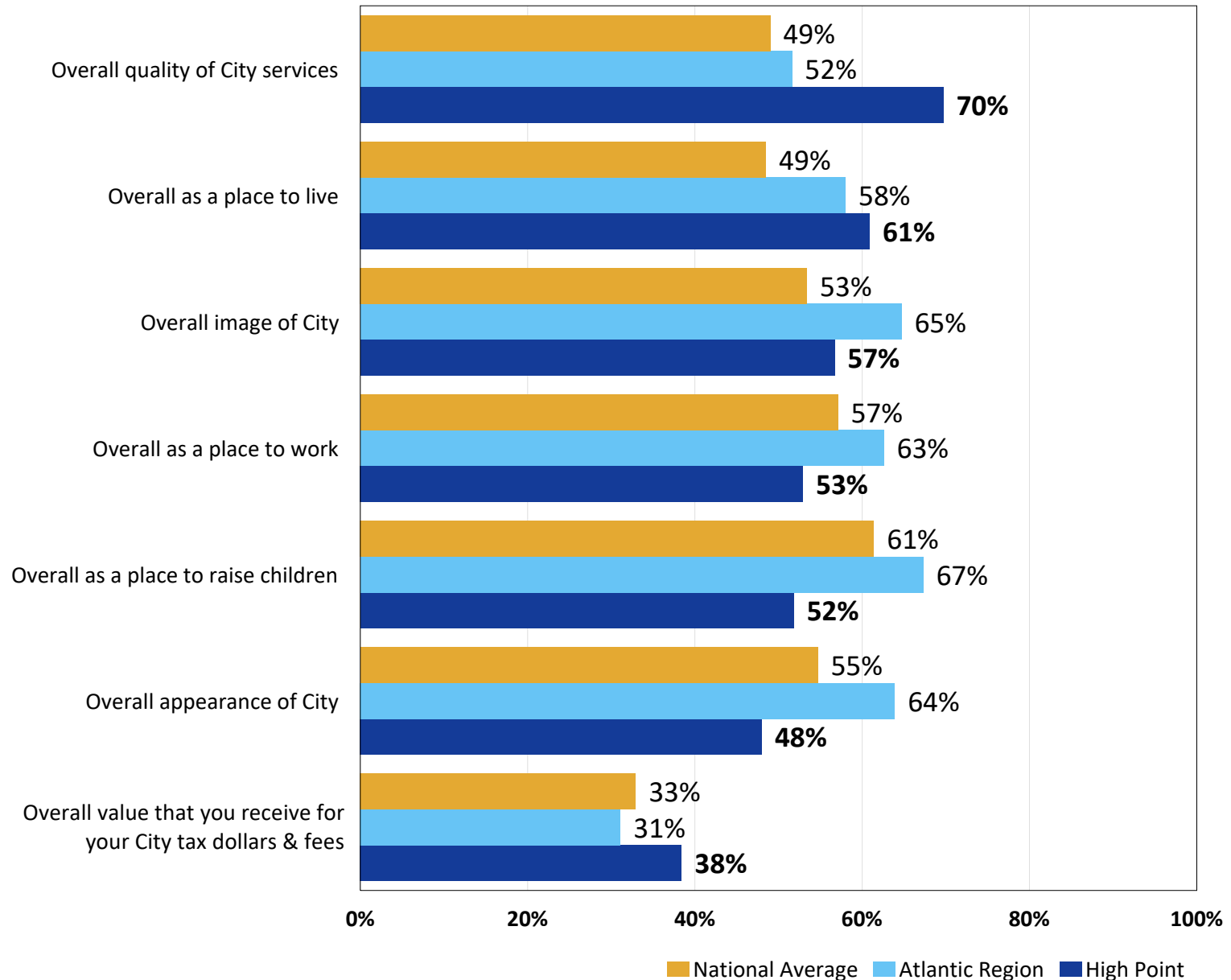
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Perception of the City

National Average vs. Atlantic Region vs. High Point

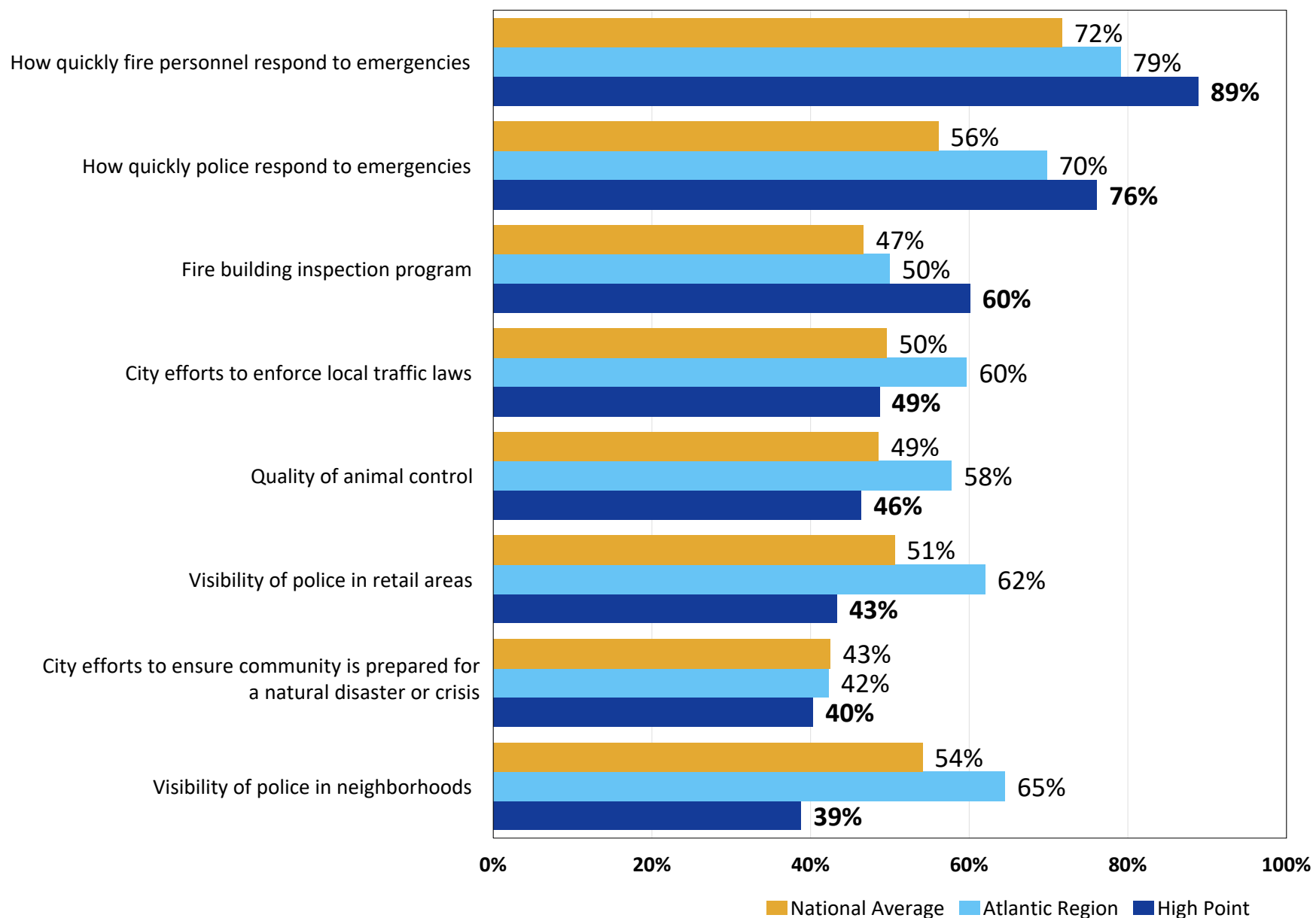
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Public Safety and Emergency Services

National Average vs. Atlantic Region vs. High Point

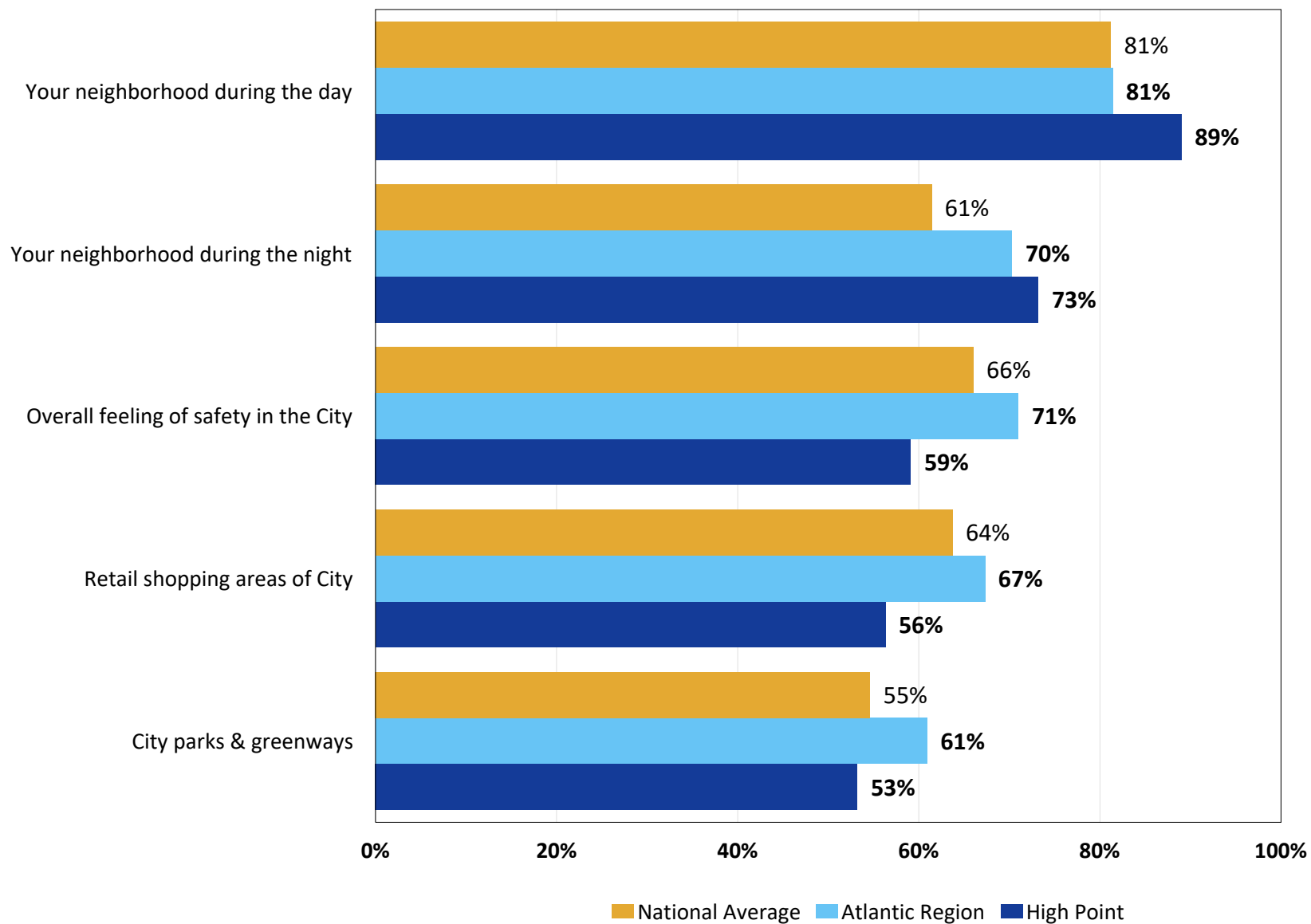
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Perceptions of Safety

National Average vs. Atlantic Region vs. High Point

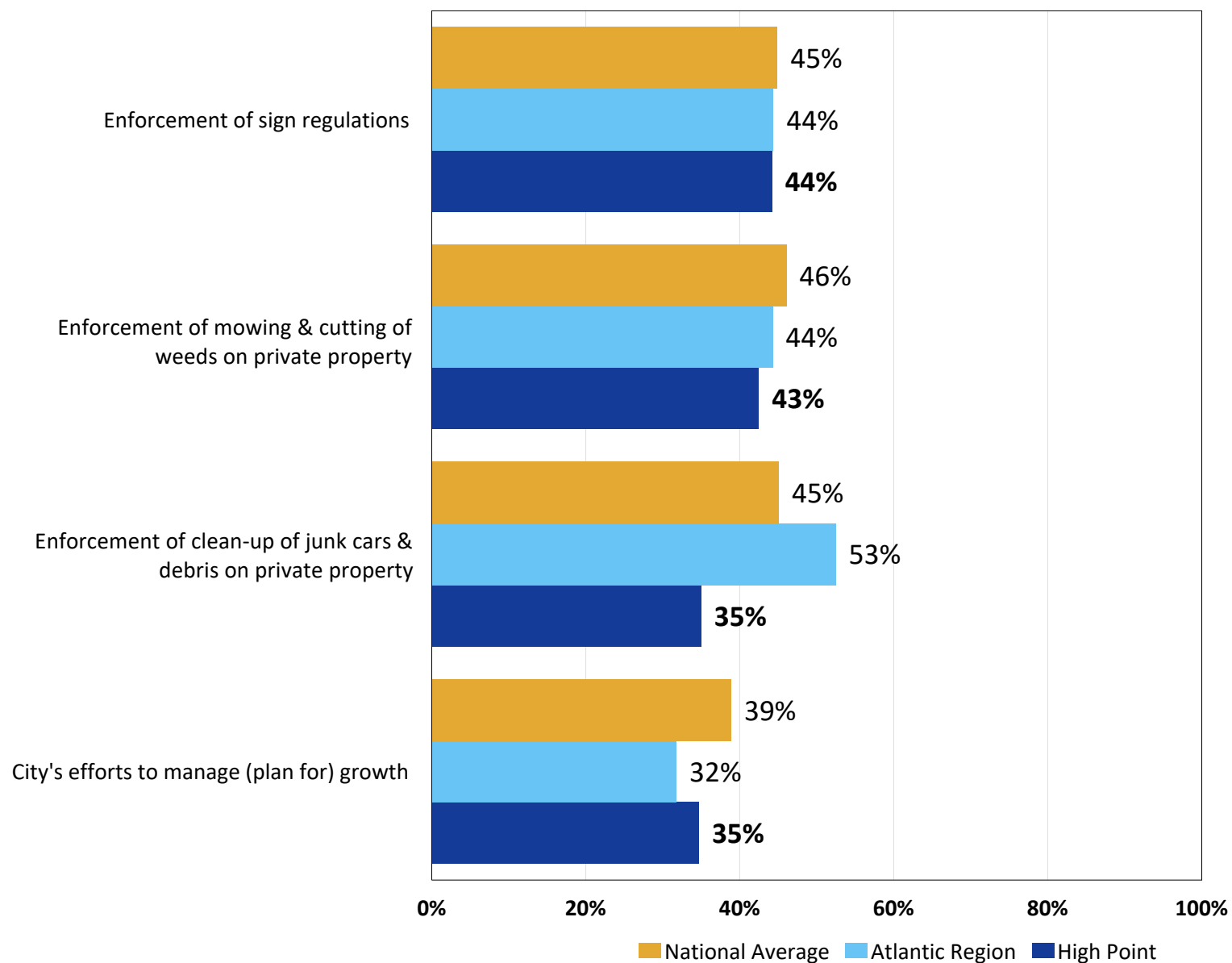
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Neighborhood Services

National Average vs. Atlantic Region vs. High Point

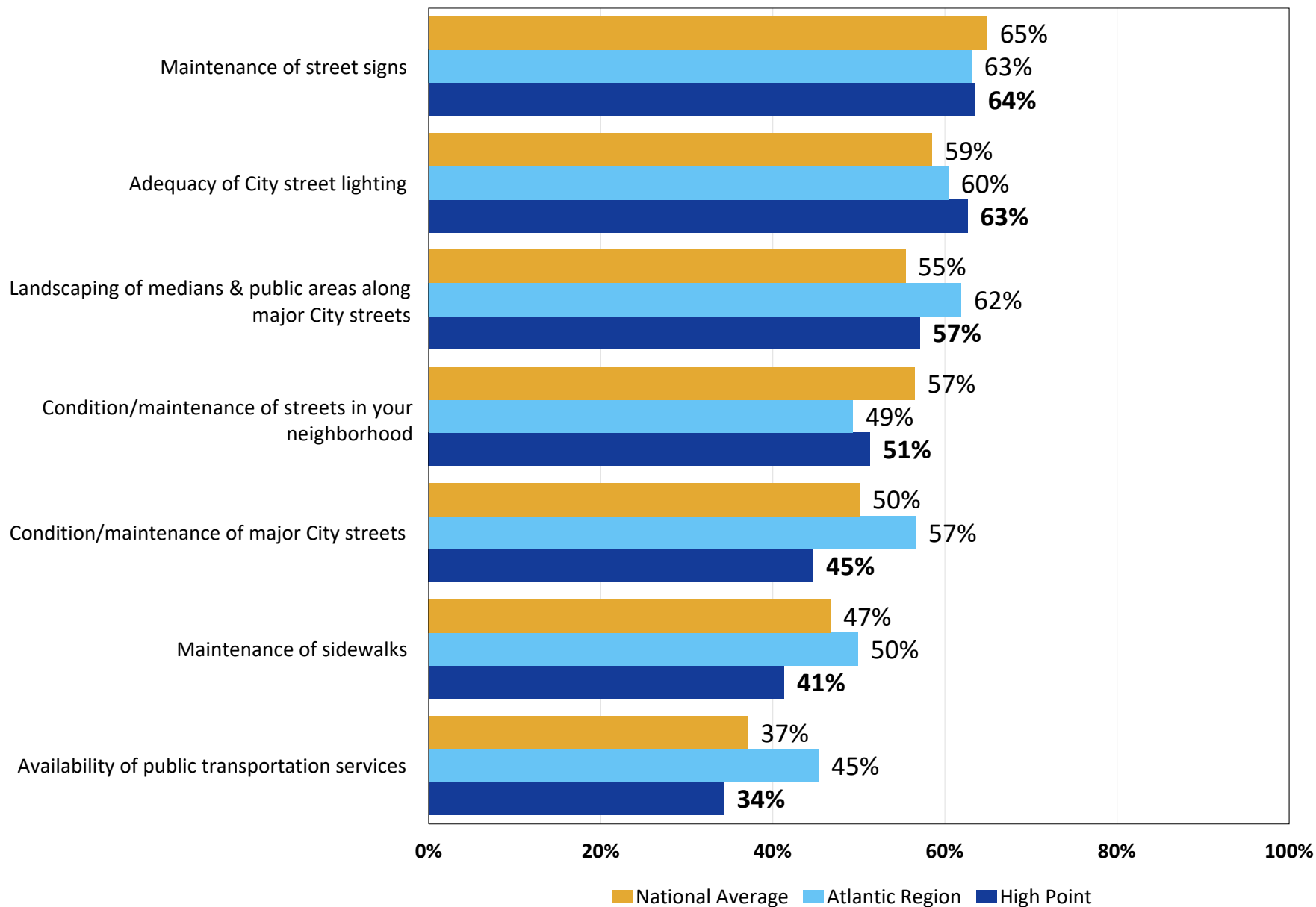
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Transportation and Roadway Services

National Average vs. Atlantic Region vs. High Point

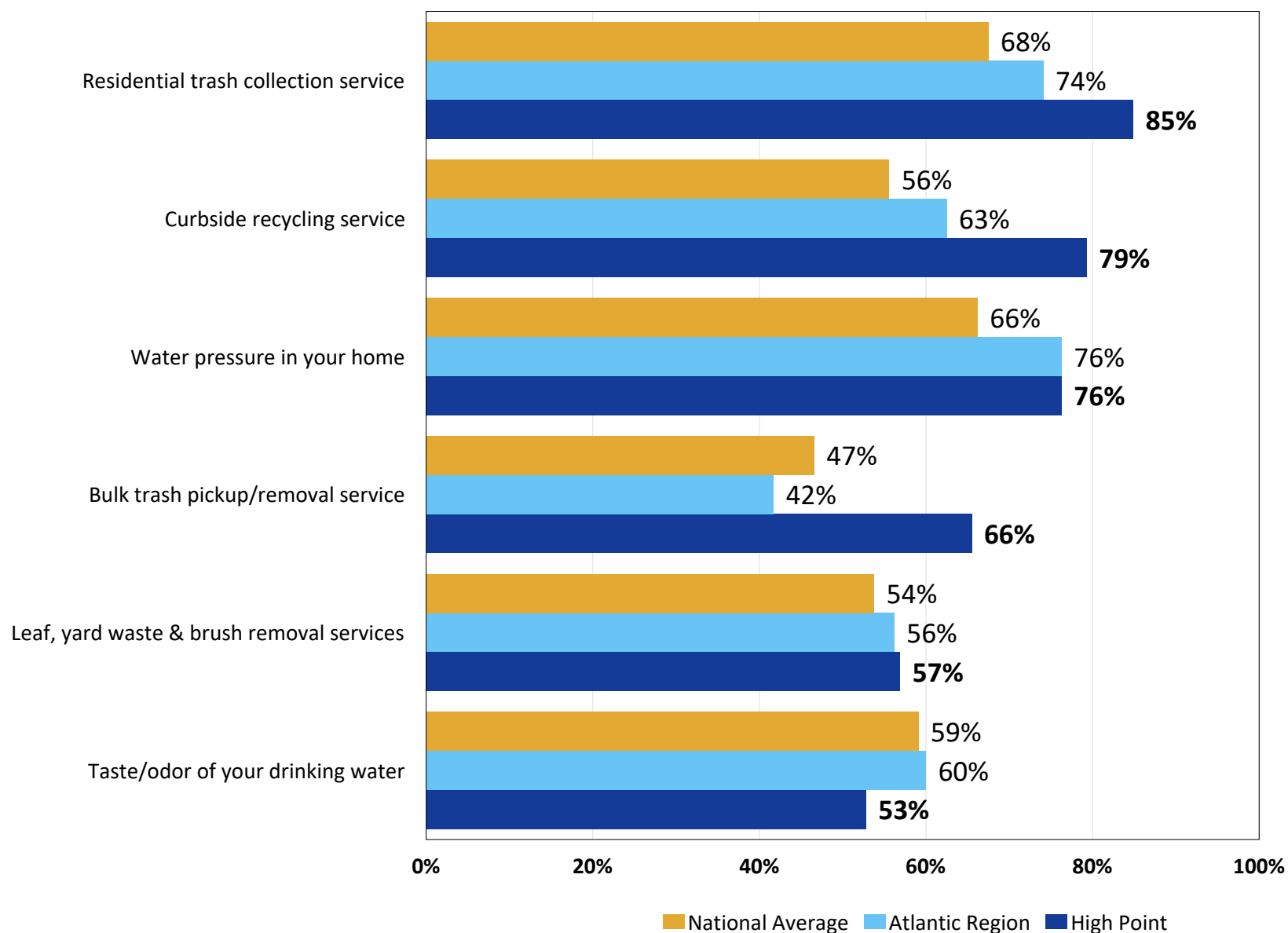
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Environmental and Utility Services

National Average vs. Atlantic Region vs. High Point

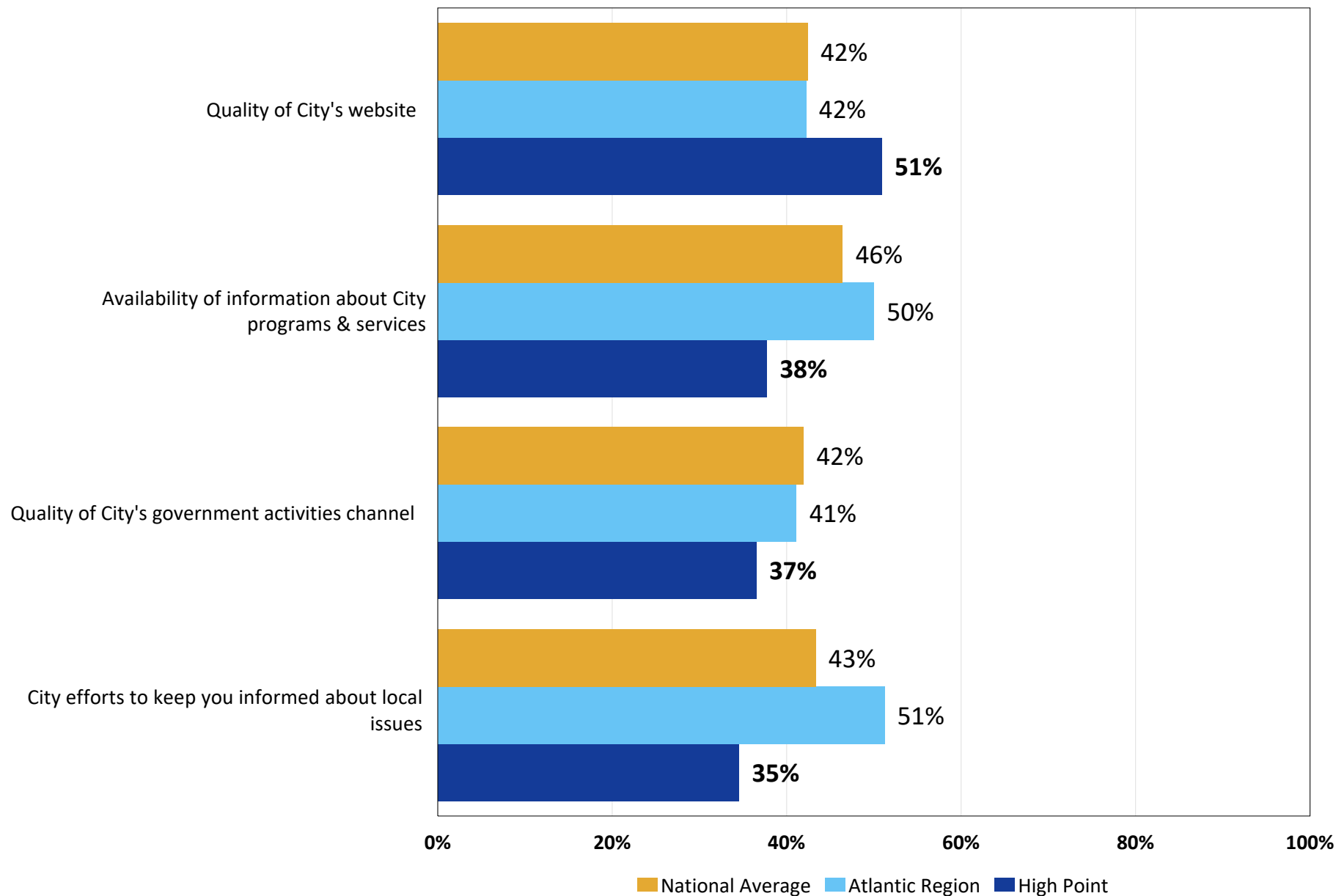
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



City Communication

National Average vs. Atlantic Region vs. High Point

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



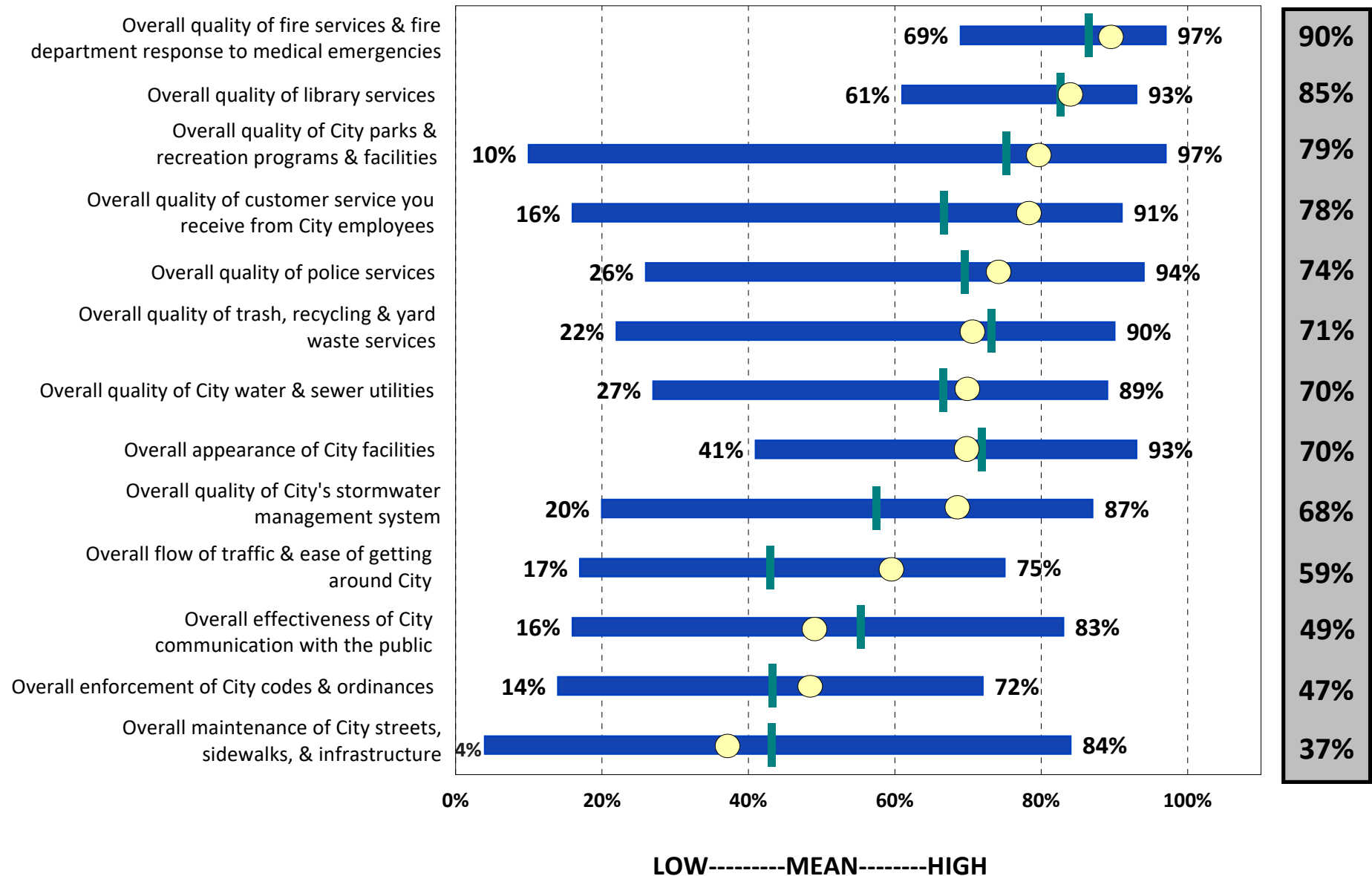
Comparisons to a Range of Performance

Major Categories of Services

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

● High Point

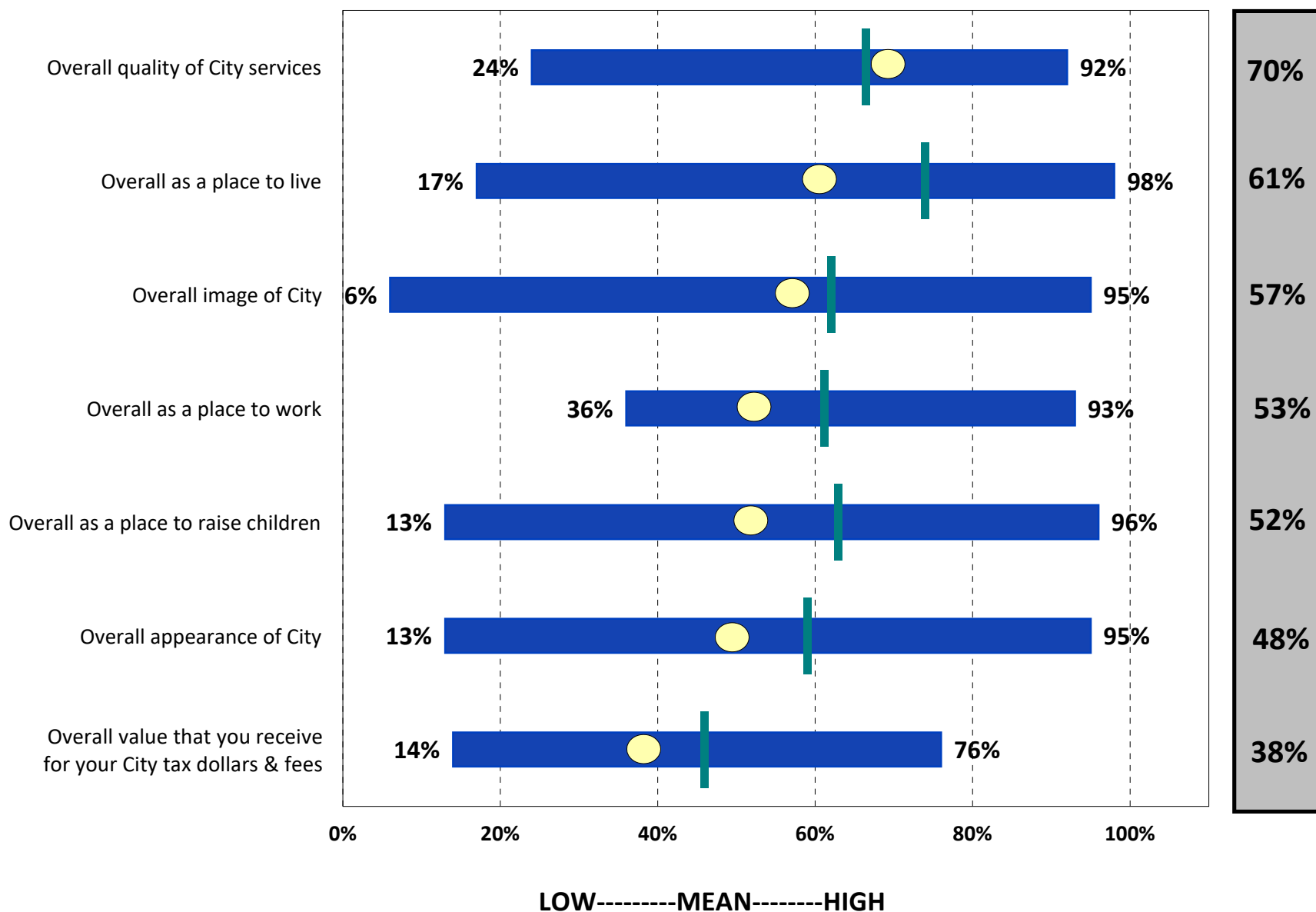


Perception of the City

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

● High Point

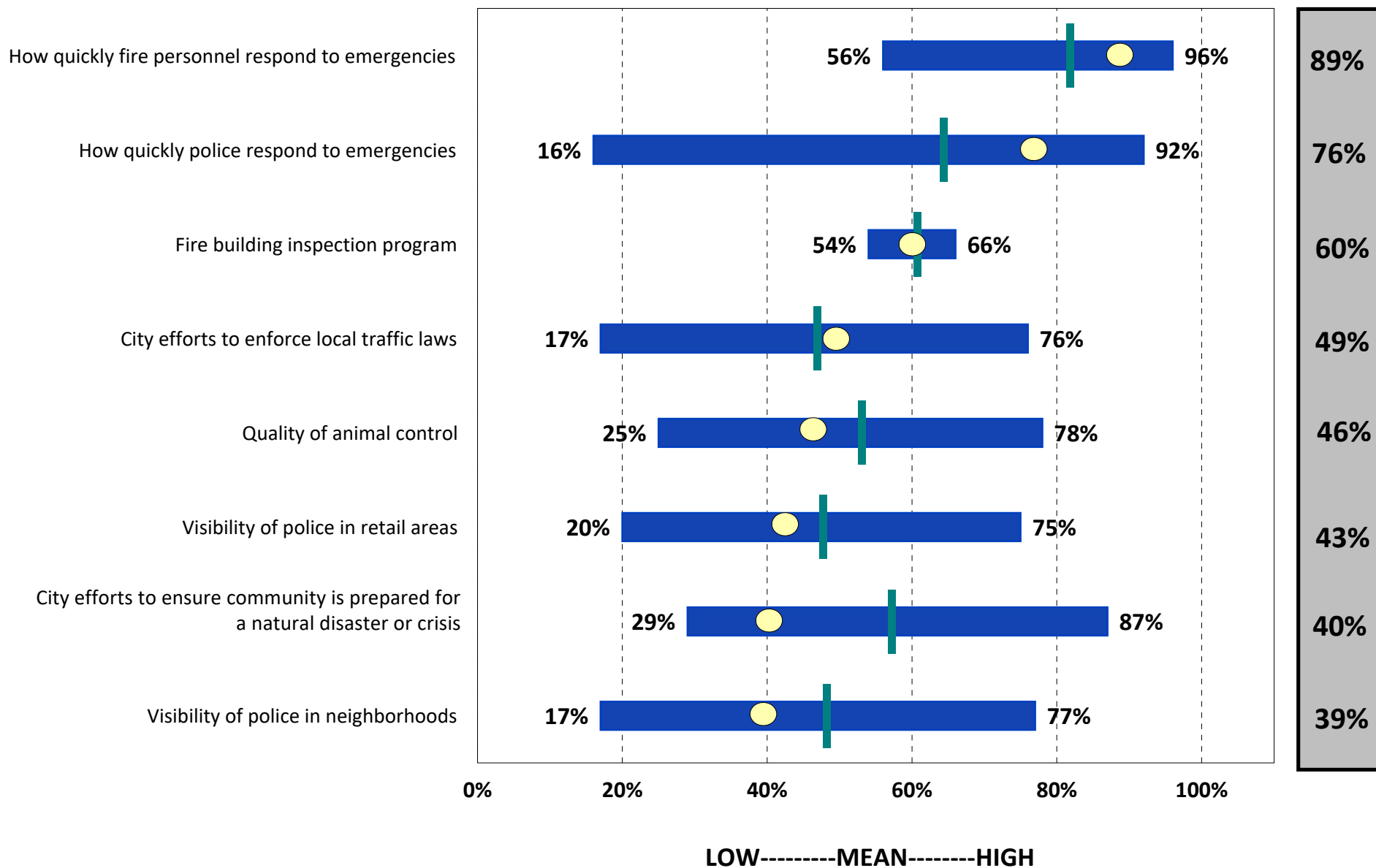


Public Safety and Emergency Services

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

● High Point

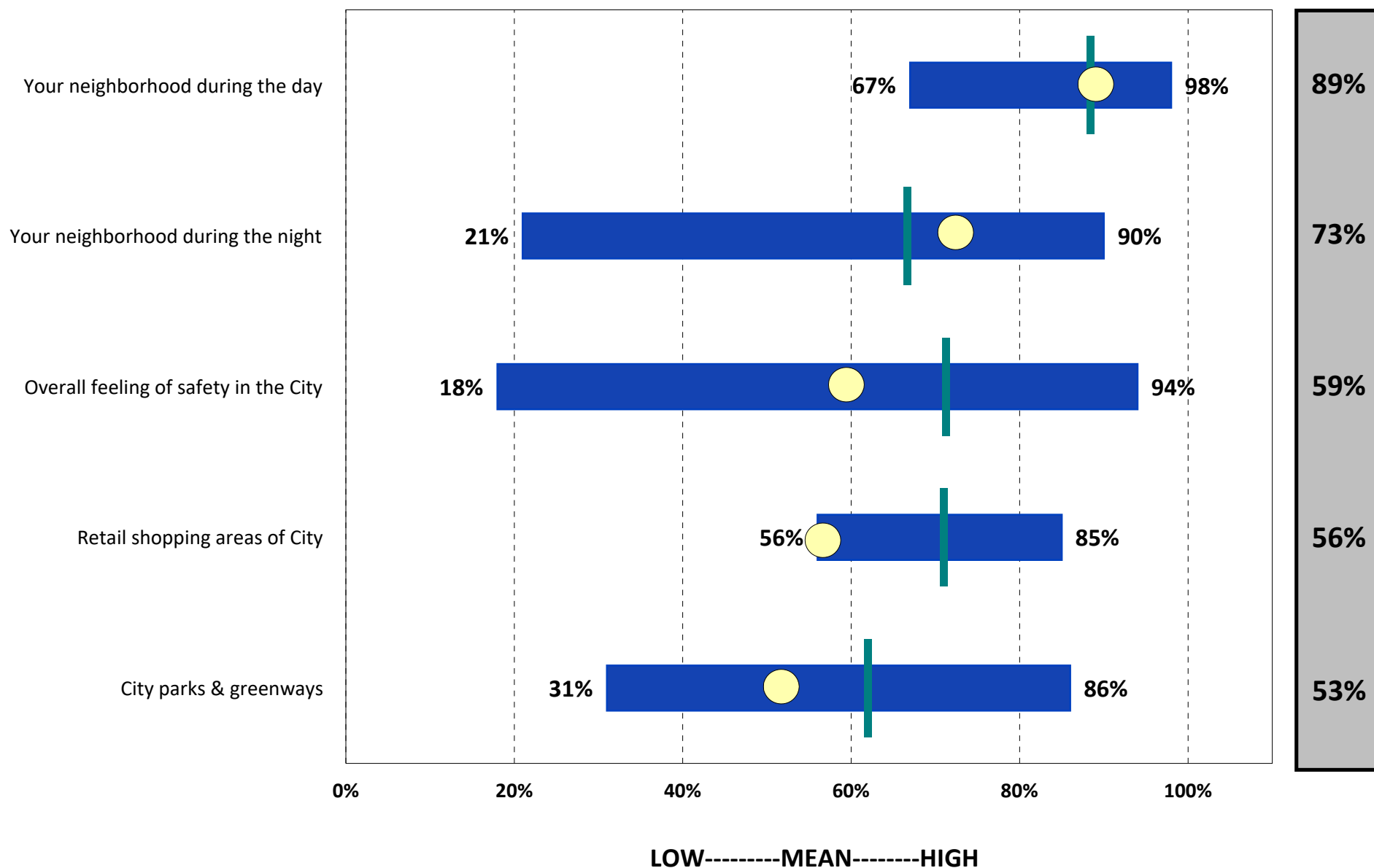


Perceptions of Safety

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

● High Point

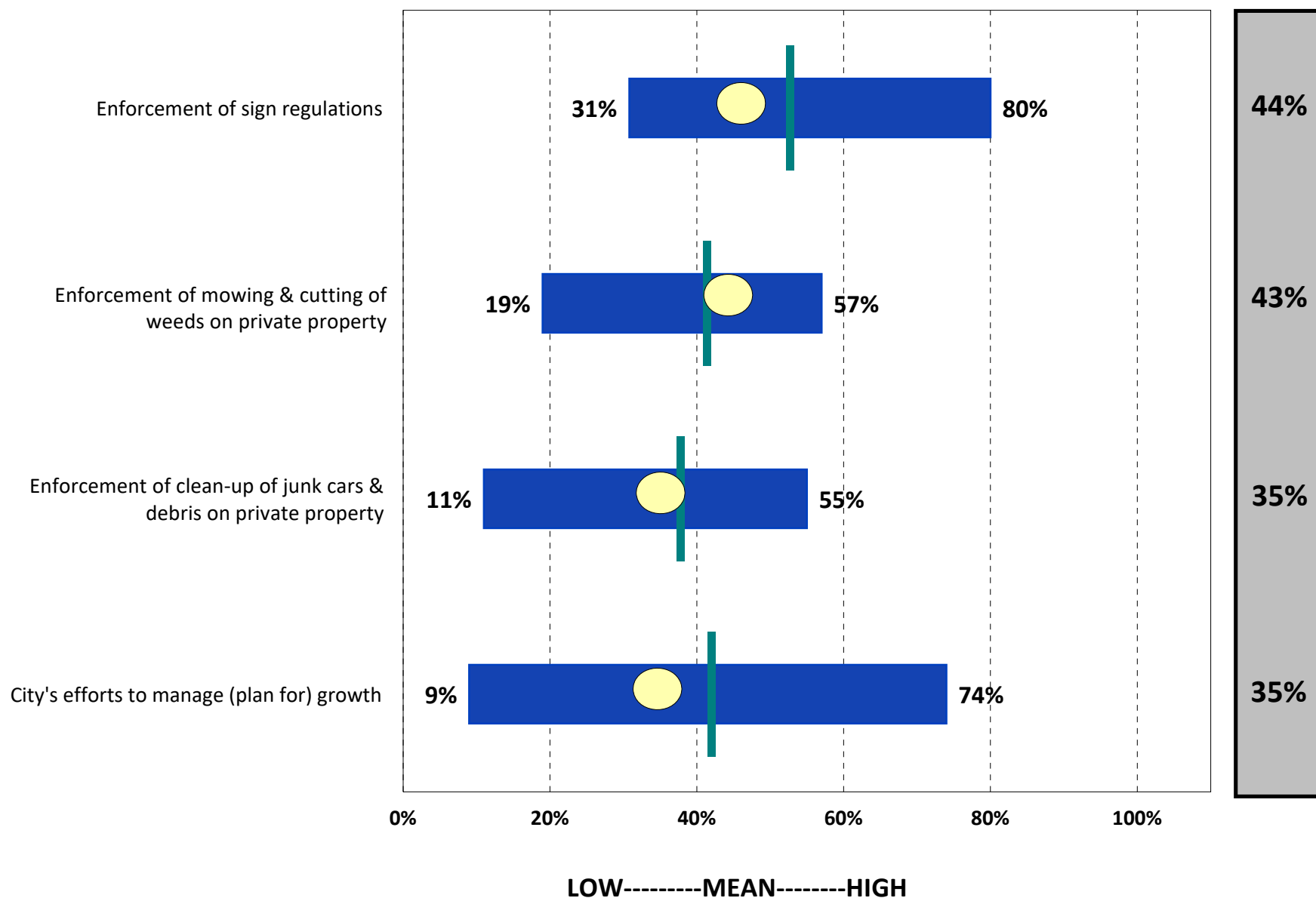


Neighborhood Services

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

 High Point

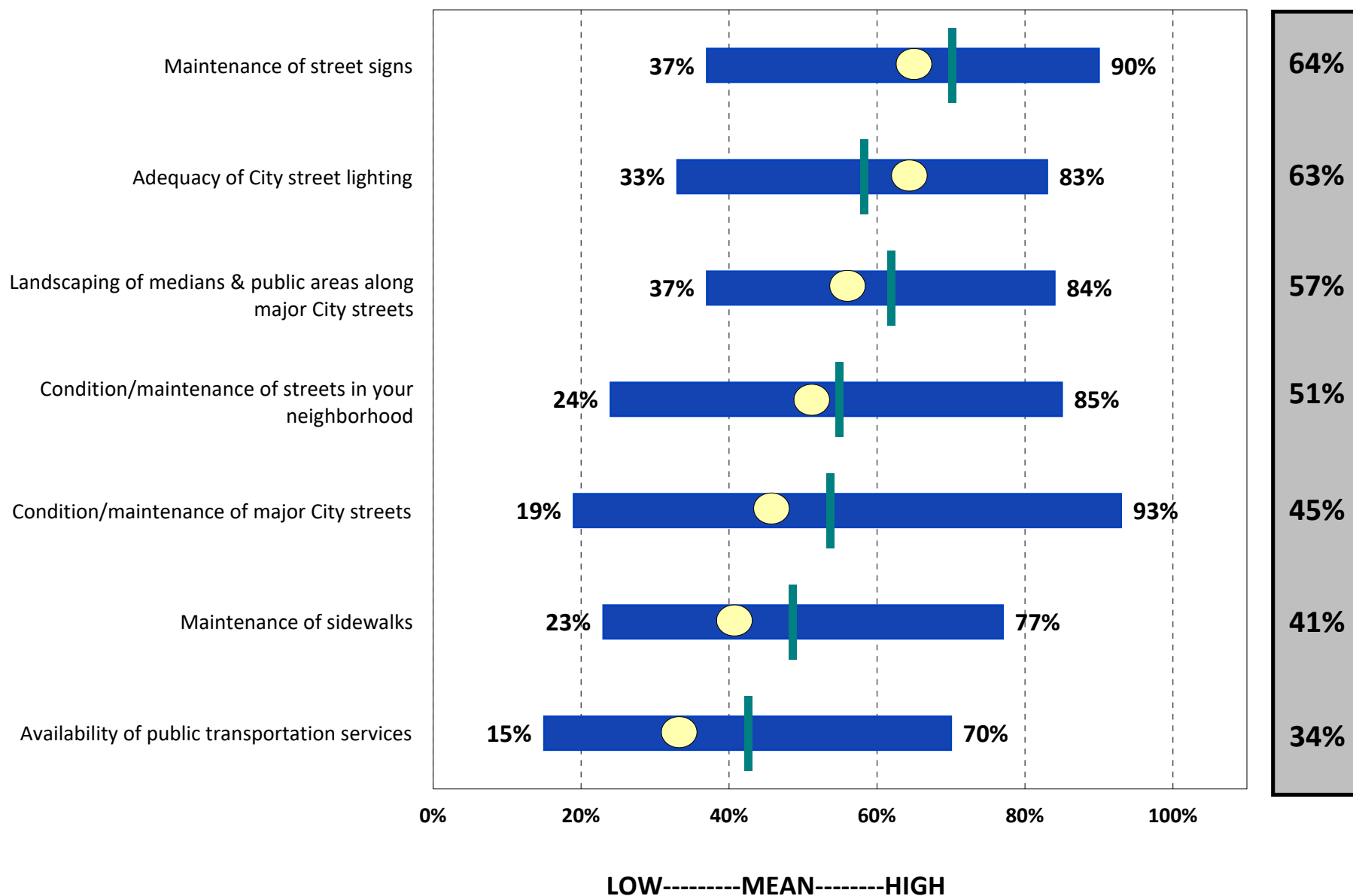


Transportation and Roadway Services

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

● High Point

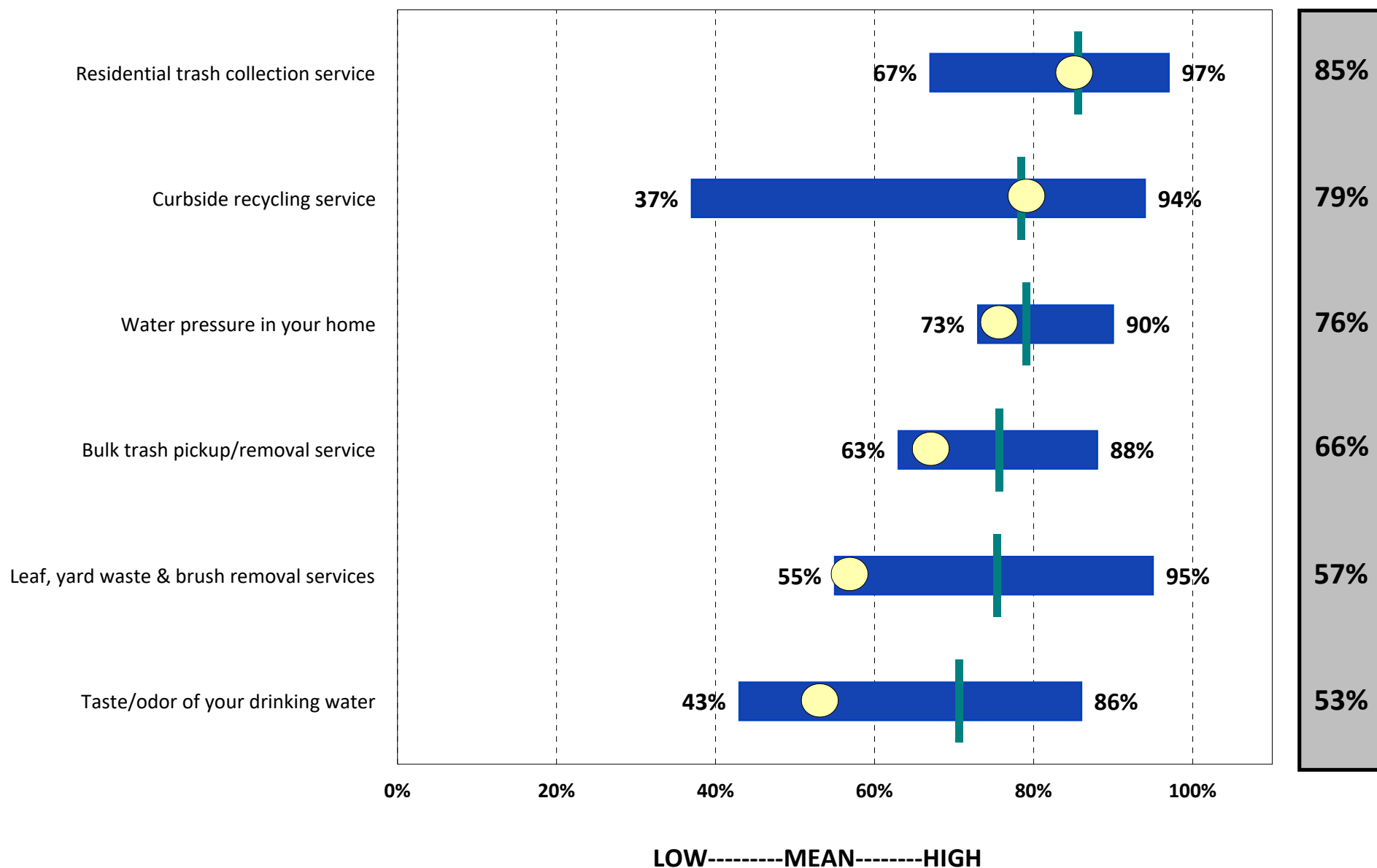


Environmental and Utility Services

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

● High Point

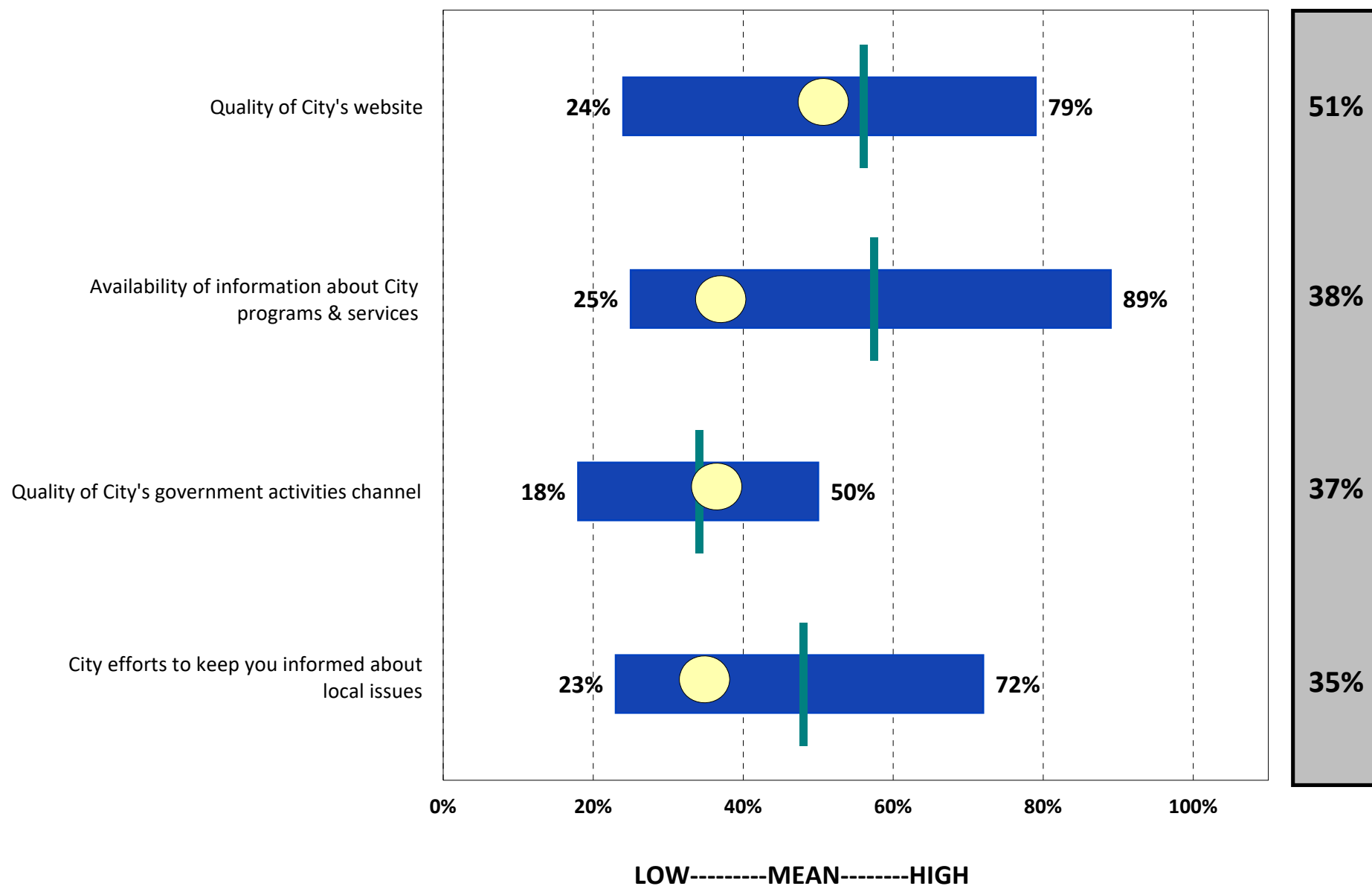


City Communication

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

 High Point

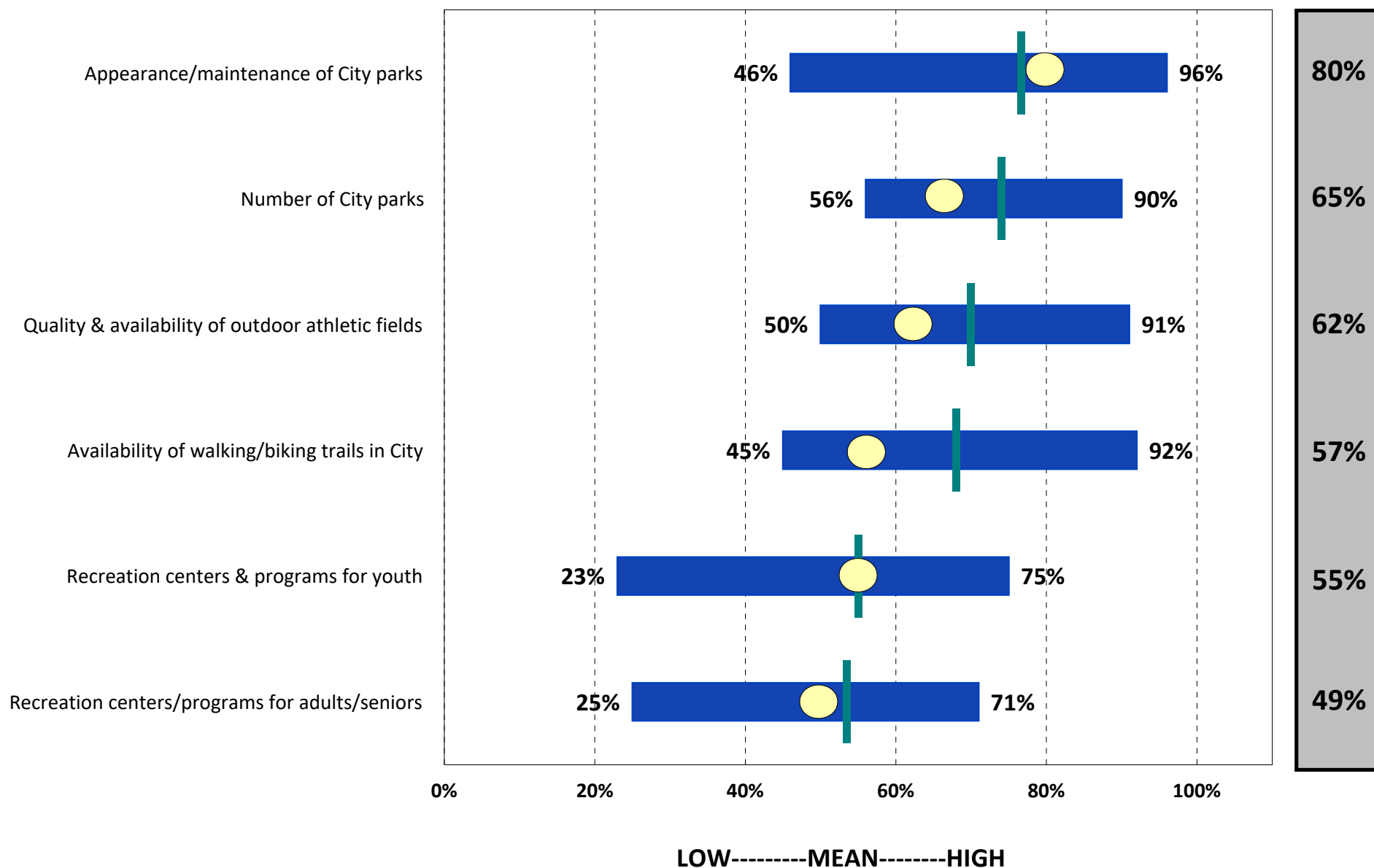


Culture and Recreation Services

DirectionFinder® Communities with a Population of Approximately 50,000 to 200,000

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

● High Point



3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who 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" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that were most important to emphasize over the next two years. More than half (56.4%) of the respondent households selected "*maintenance of City streets, sidewalks, and infrastructure*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 37.1% of respondents surveyed rated "*maintenance of City streets, sidewalks, and infrastructure*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 56.4% was multiplied by 62.9% (1-0.371). This calculation yielded an I-S rating of 0.3548, which ranked first out of fifteen major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of High Point are provided on the following pages.

Importance-Satisfaction Rating

Major City Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Maintenance of City streets/sidewalks/infrastructure	56%	1	37%	15	0.3548	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Quality of economic development	31%	2	49%	12	0.1573	2
Enforcement of City codes and ordinances	21%	5	47%	14	0.1145	3
Effectiveness of City communication with public	21%	6	49%	13	0.1056	4
Flow of traffic/ease of getting around City	25%	4	59%	11	0.1023	5
<u>Medium Priority (I-S < 0.10)</u>						
Quality of police services	25%	3	74%	6	0.0660	6
Quality of trash/recycling/yard waste services	20%	7	71%	7	0.0569	7
Quality of City water and sewer utilities	13%	9	70%	8	0.0399	8
Quality of City parks & rec programs/facilities	18%	8	79%	3	0.0376	9
Quality of City's stormwater management system	6%	12	68%	10	0.0190	10
Quality of City electrical utility services	8%	11	79%	4	0.0161	11
Appearance of City facilities	5%	14	70%	9	0.0141	12
Quality of customer service from City employees	5%	13	78%	5	0.0116	13
Quality of fire services/fire dept. response	10%	10	90%	1	0.0096	14
Quality of library services	4%	15	85%	2	0.0064	15

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

Public Safety and Emergency Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
City efforts to reduce neighborhood street level drugs,	57%	1	36%	14	0.3696	1
Visibility of police in neighborhoods	38%	2	39%	13	0.2350	2
City efforts to ensure community is prepared for a natural disaster or crisis	34%	3	40%	12	0.2006	3
<u>High Priority (I-S = 0.10-0.20)</u>						
City efforts to enforce local traffic laws	27%	4	49%	9	0.1370	4
Visibility of police in retail areas	22%	5	43%	11	0.1219	5
<u>Medium Priority (I-S < 0.10)</u>						
City public safety education programs	19%	6	51%	8	0.0904	6
Quality of animal control	11%	8	46%	10	0.0600	7
How quickly police respond to emergencies	19%	7	76%	5	0.0445	8
Professionalism of police officers	8%	11	73%	6	0.0213	9
Adequacy of City's 911 center	10%	10	78%	4	0.0212	10
How quickly fire personnel respond to emergencies	11%	9	89%	2	0.0119	11
Fire building inspection program	2%	13	60%	7	0.0076	12
Adequacy of fire protection for your property	4%	12	80%	3	0.0073	13
Professionalism of fire personnel	1%	14	89%	1	0.0013	14

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows. Respondents ranked their level of satisfaction with 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

Neighborhood Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Availability of affordable rental housing	34%	2	16%	11	0.2809	1
Enforcement of clean-up of junk cars & debris on private property	34%	1	35%	4	0.2230	2
Availability of affordable housing for purchase	26%	4	19%	10	0.2074	3
Enforcement of removal of dilapidated housing	26%	3	21%	7	0.2067	4
Enforcement of repair of substandard housing	26%	5	21%	8	0.2022	5
<u>High Priority (I-S = 0.10-0.20)</u>						
City's efforts to manage (plan for) growth	25%	6	35%	5	0.1646	6
Availability of programs to assist with home ownership like education & down payment assistance	21%	8	29%	6	0.1453	7
Quality of public housing	18%	9	20%	9	0.1401	8
Enforcement of mowing & cutting of weeds on private property	21%	7	43%	3	0.1219	9
<u>Medium Priority (I-S < 0.10)</u>						
Enforcement of sign regulations	8%	11	44%	2	0.0463	10
Appearance of your neighborhood	10%	10	71%	1	0.0292	11

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

Transportation and Roadway Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Condition/maintenance of major City streets	42%	1	45%	8	0.2317	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Availability of pedestrian walkways/sidewalks	35%	2	45%	9	0.1915	2
Availability of public transportation services	20%	5	34%	11	0.1334	3
Maintenance of sidewalks	18%	6	41%	10	0.1045	4
Availability of elderly & handicapped van service	16%	9	34%	12	0.1031	5
Traffic signal coordination on major City streets	26%	3	62%	5	0.1001	6
<u>Medium Priority (I-S < 0.10)</u>						
Condition/maintenance of neighborhood streets	21%	4	55%	7	0.0949	7
Landscaping of medians & public areas along major City streets	16%	7	57%	6	0.0686	8
Availability of regional transportation links	10%	11	34%	13	0.0650	9
Adequacy of City street lighting	16%	8	63%	4	0.0598	10
Ease of getting across town in High Point	14%	10	70%	3	0.0432	11
Maintenance of street signs	6%	12	72%	2	0.0166	12
Ease of traveling from your home to regional roadways	6%	13	81%	1	0.0109	13

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

Environmental and Utility Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (I-S = 0.10-0.20)</u>						
Taste/odor of your drinking water	26%	1	53%	12	0.1204	1
Value received for water/wastewater utility rates	23%	4	49%	15	0.1172	2
Value received for electrical utility rates	23%	3	53%	11	0.1076	3
Leaf, yard waste & brush removal services	24%	2	57%	9	0.1034	4
Efforts to rebuild/maintain wastewater collection system	20%	5	50%	14	0.1015	5
<u>Medium Priority (I-S < 0.10)</u>						
How well City keeps you informed about planned disruptions to your utility service	15%	7	51%	13	0.0731	6
Bulk trash pickup/removal service	19%	6	66%	8	0.0638	7
Cleanliness/maintenance of stormwater drains	13%	8	57%	10	0.0570	8
Water pressure in your home	12%	10	76%	7	0.0280	9
How quickly City restores power after an unplanned outage	12%	9	80%	4	0.0232	10
Curbside recycling service	10%	12	79%	6	0.0215	11
Reliability of water service	11%	11	81%	3	0.0209	12
Reliability of City electrical service	10%	13	80%	5	0.0197	13
Residential trash collection service	10%	14	85%	1	0.0143	14
Courtesy of field employees	3%	15	82%	2	0.0046	15

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

Culture and Recreation Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Receiving info on parks & recreation programs	24%	2	32%	17	0.1650	1
Recreation centers/programs for adults/seniors	30%	1	49%	16	0.1519	2
Special events & festivals in City	24%	3	53%	12	0.1140	3
Medium Priority (I-S < 0.10)						
Availability of walking/biking trails in City	23%	4	57%	8	0.0996	4
Recreation centers & programs for youth	17%	6	55%	11	0.0761	5
Variety/quality of events at High Point Theatre	12%	8	55%	10	0.0556	6
Number of City parks	14%	7	65%	4	0.0493	7
Aquatic based programs	9%	9	50%	14	0.0462	8
Parking & access to the Theatre	8%	11	49%	15	0.0402	9
Appearance/maintenance of City parks	20%	5	80%	1	0.0396	10
Life-long sport programs like golf/tennis	7%	13	53%	13	0.0337	11
Quality & availability of outdoor athletic fields	8%	10	62%	6	0.0318	12
High Point Museum programs & facilities	8%	12	64%	5	0.0273	13
Amount/variety of books/other materials	7%	14	74%	2	0.0182	14
Public library programs	4%	16	57%	9	0.0157	15
Hours of operation/services by public library	4%	15	70%	3	0.0113	16
Number of public use computers in library	2%	17	60%	7	0.0081	17

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Analysis



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 its 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.

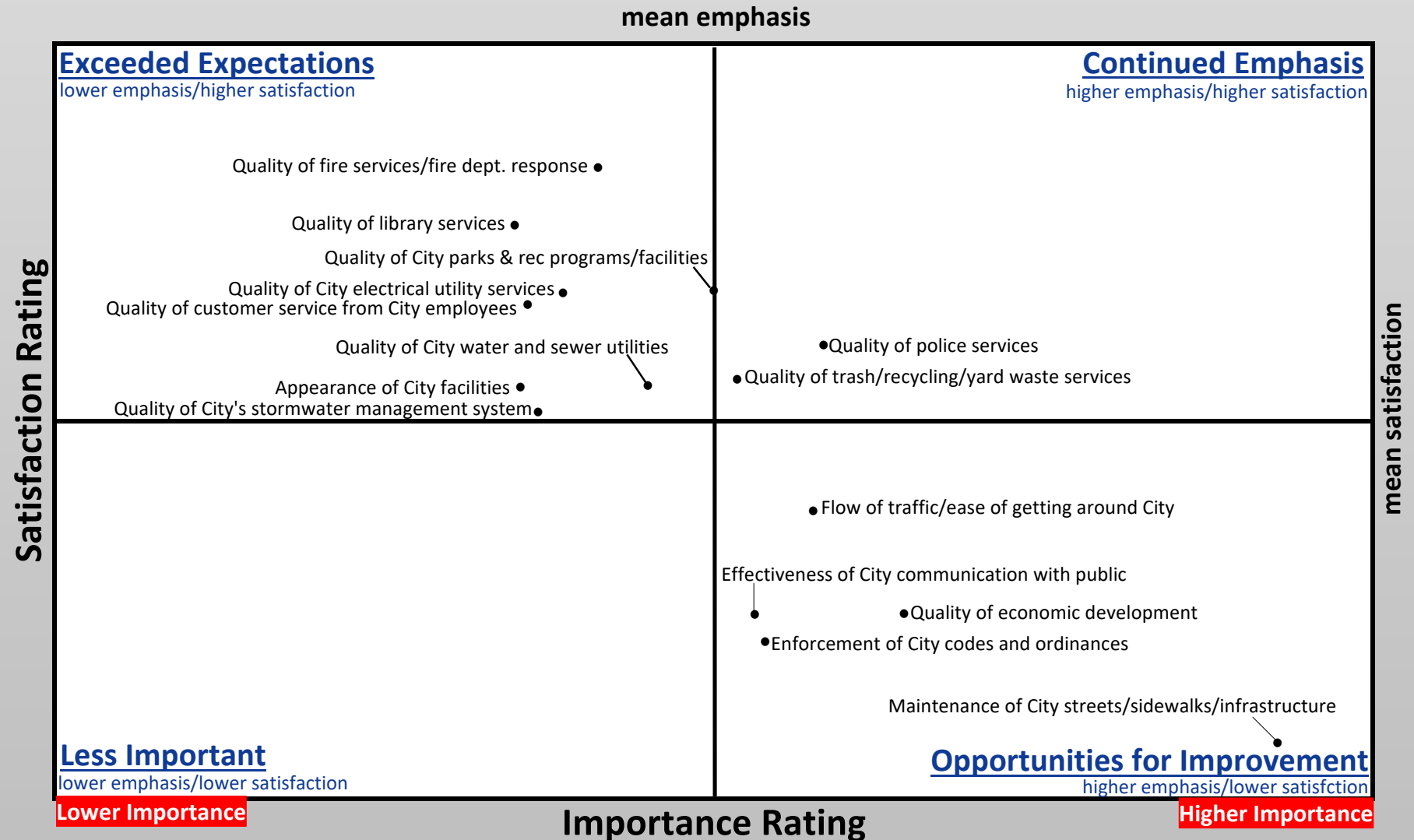
Matrix charts showing the results for the City of High Point are provided on the following pages.

2024 City of High Point Resident Survey

Importance-Satisfaction Assessment Matrix

Major Categories of City Services

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

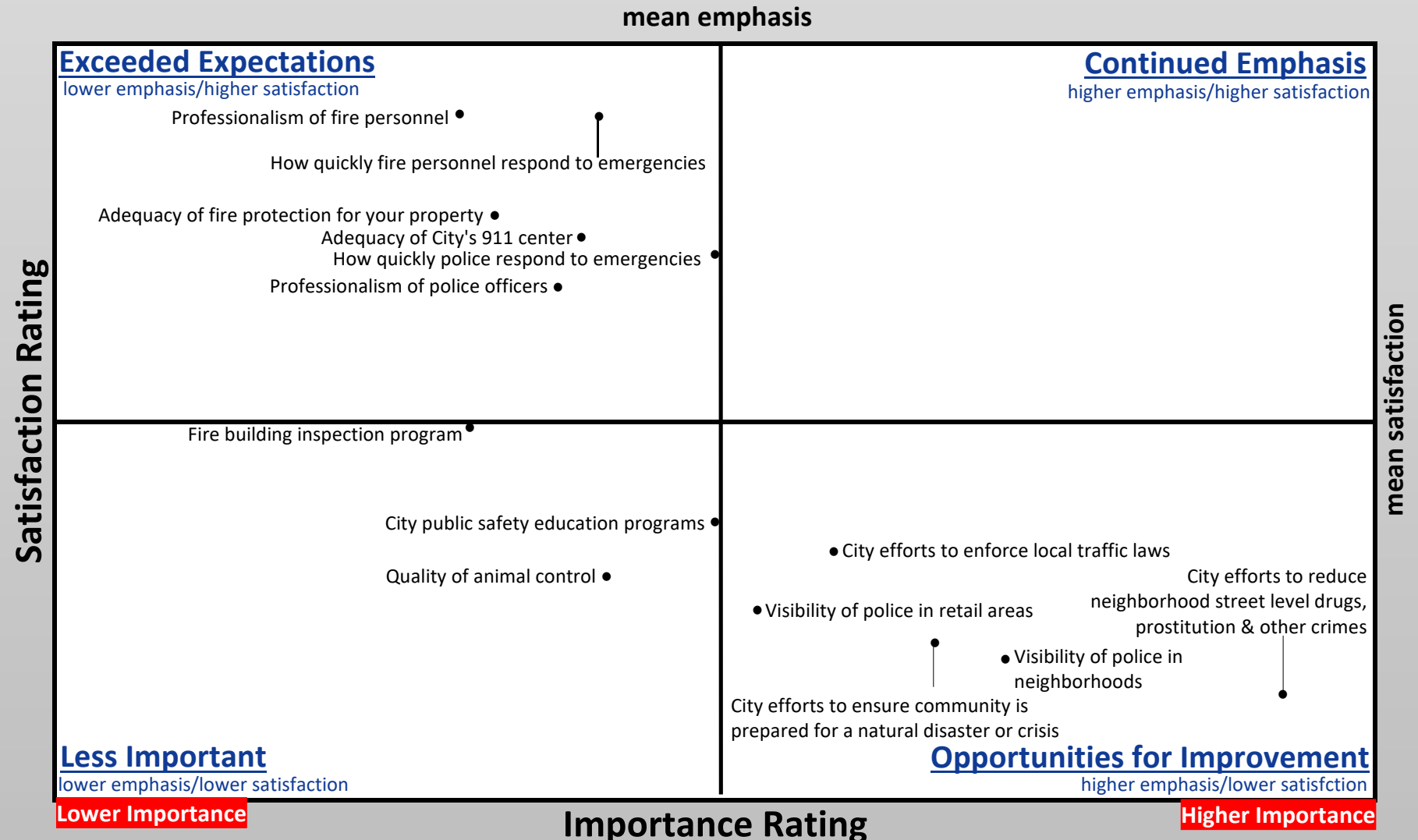


2024 City of High Point Resident Survey

Importance-Satisfaction Assessment Matrix

Public Safety and Emergency Services

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



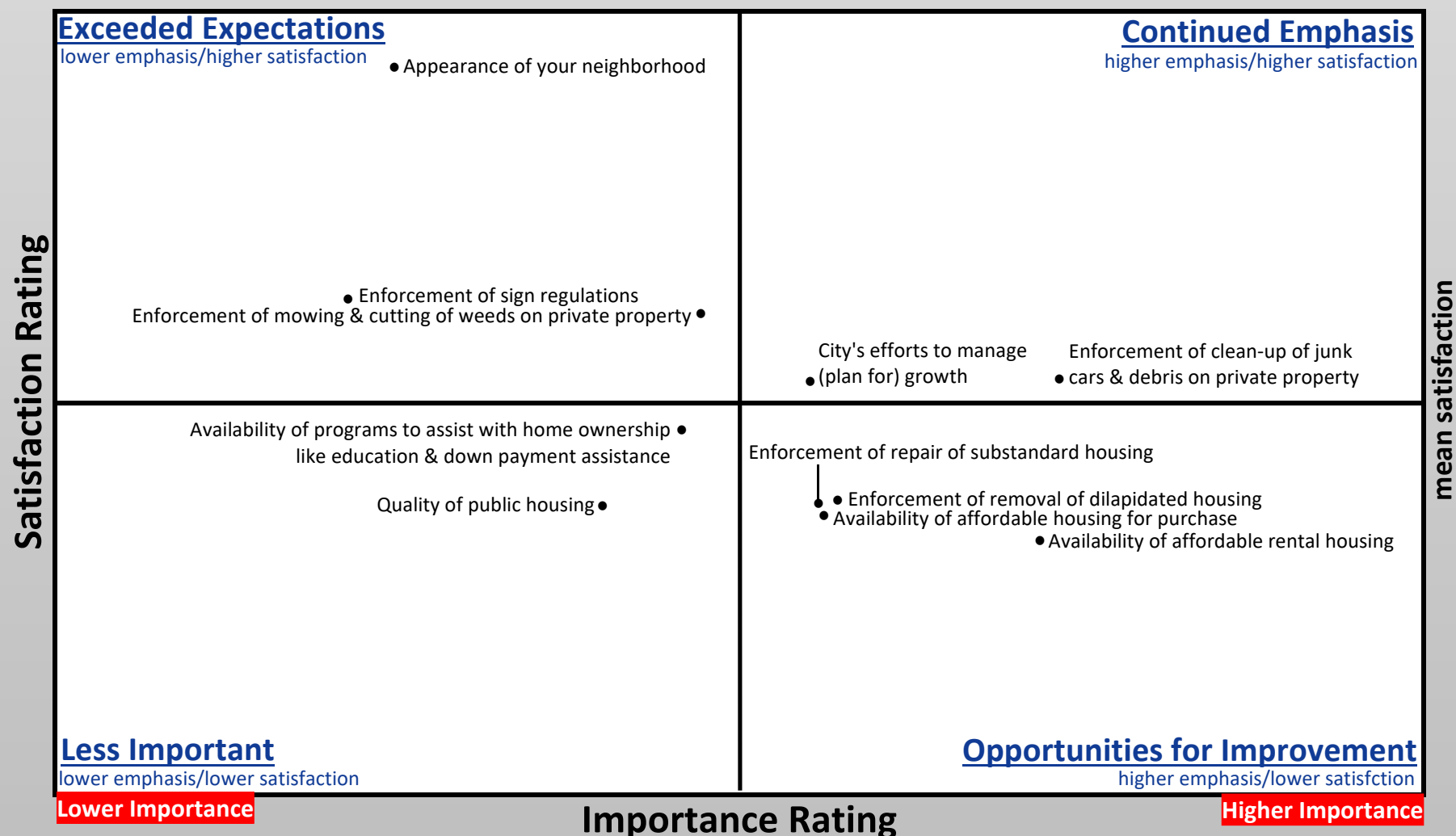
2024 City of High Point Resident Survey

Importance-Satisfaction Assessment Matrix

Neighborhood Services

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

mean emphasis



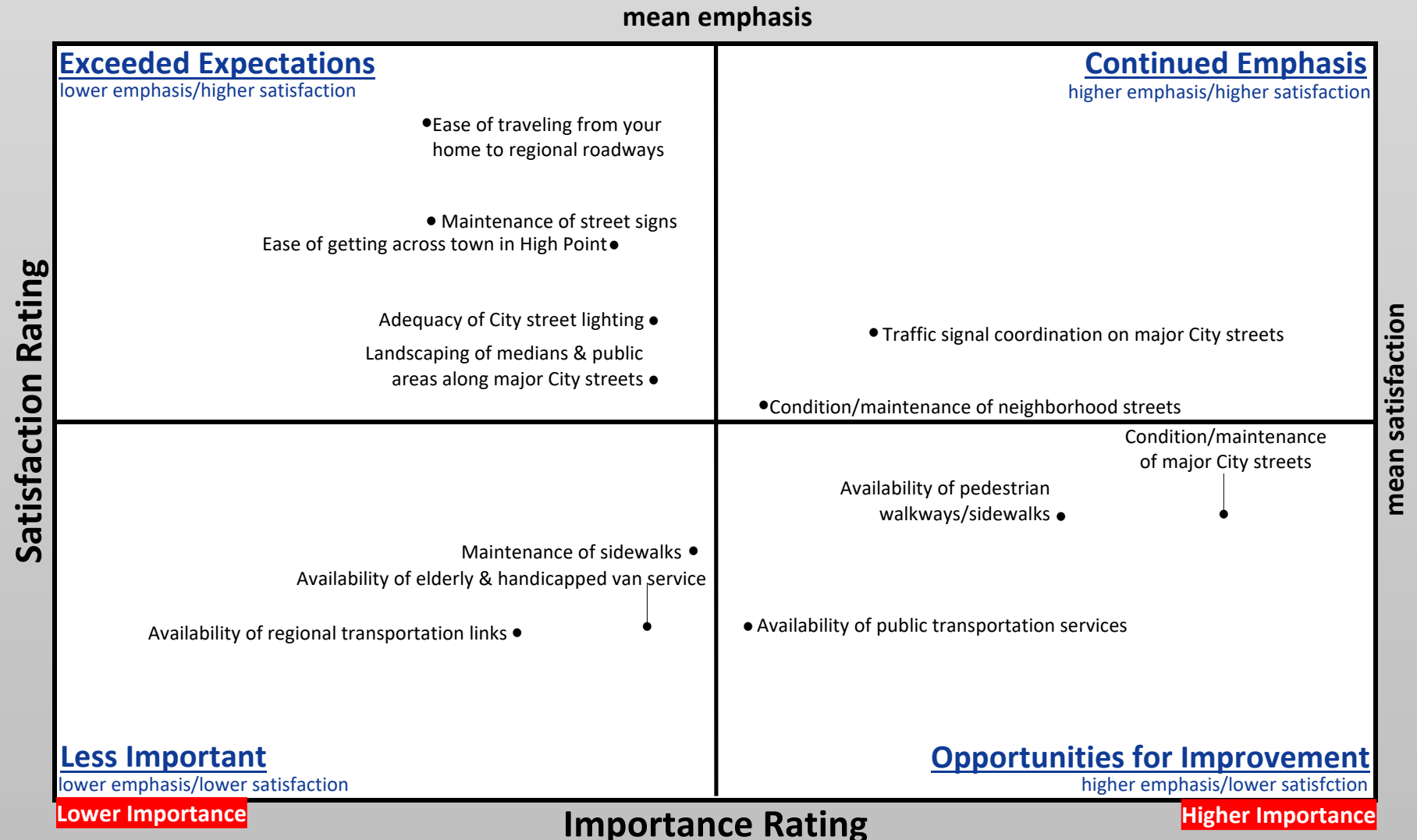
Importance Rating

2024 City of High Point Resident Survey

Importance-Satisfaction Assessment Matrix

Transportation and Roadway Services

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

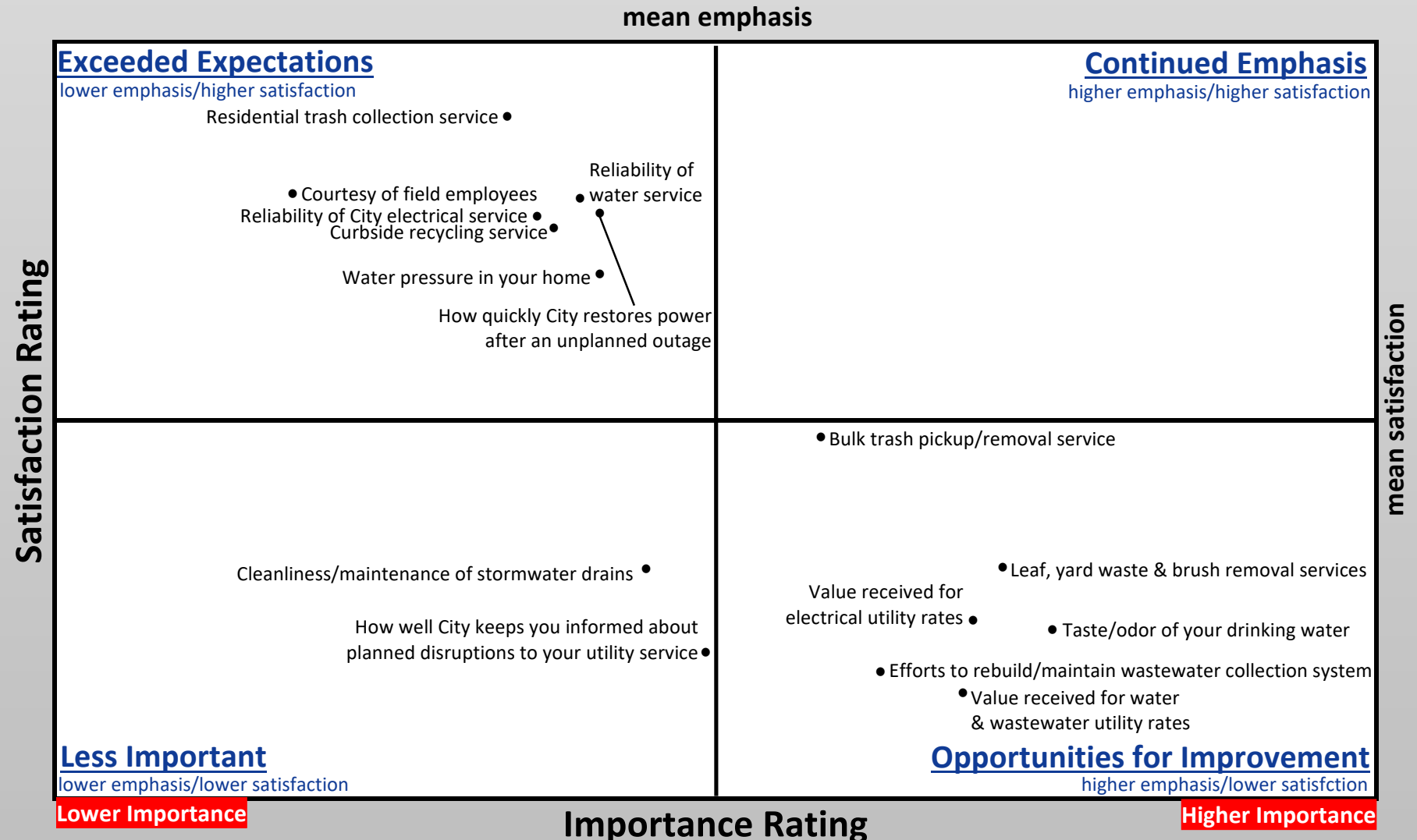


2024 City of High Point Resident Survey

Importance-Satisfaction Assessment Matrix

Environmental and Utility Services

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



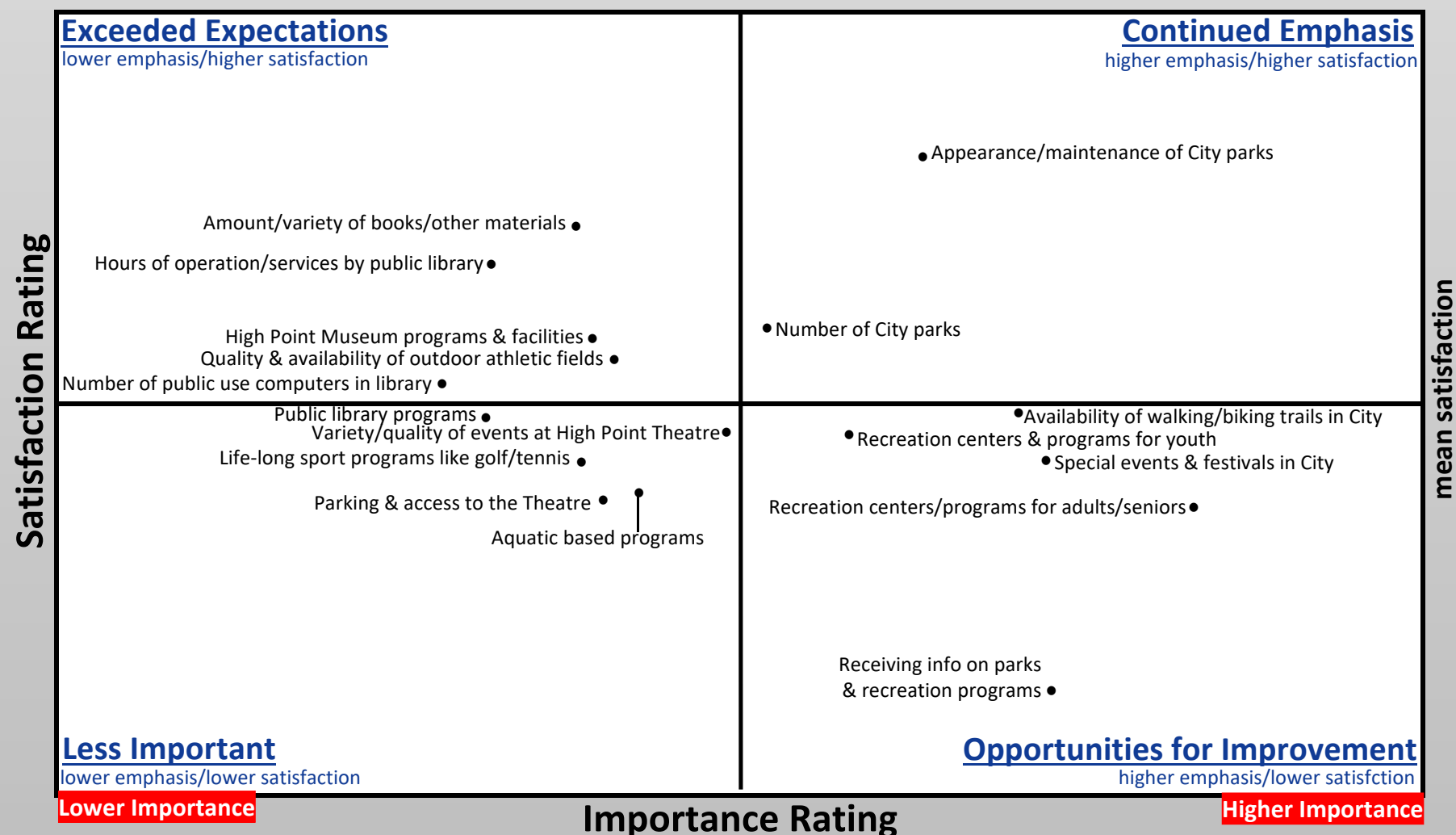
2024 City of High Point Resident Survey

Importance-Satisfaction Assessment Matrix

Culture and Recreation Services

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

mean emphasis



4

Tabular Data

Q1. Overall Satisfaction with City Services. Please rate your overall satisfaction with major services provided by the City of High Point using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	27.1%	42.1%	18.1%	4.5%	1.7%	6.4%
Q1-2. Overall quality of fire services & fire department response to medical emergencies	44.8%	33.8%	8.1%	0.2%	0.0%	13.1%
Q1-3. Overall enforcement of City codes & ordinances	12.9%	27.6%	29.5%	12.9%	4.3%	12.9%
Q1-4. Overall quality of library services	40.0%	31.7%	11.0%	1.4%	0.2%	15.7%
Q1-5. Overall quality of City parks & recreation programs & facilities	29.5%	44.0%	14.5%	4.3%	0.7%	6.9%
Q1-6. Overall maintenance of City streets, sidewalks, & infrastructure	8.6%	28.1%	27.1%	24.5%	10.5%	1.2%
Q1-7. Overall flow of traffic & ease of getting around City	11.4%	46.4%	22.9%	13.8%	4.3%	1.2%
Q1-8. Overall quality of trash, recycling & yard waste services	28.1%	41.7%	14.0%	12.4%	2.4%	1.4%
Q1-9. Overall quality of City's stormwater management system	17.6%	42.1%	21.7%	4.5%	2.1%	11.9%
Q1-10. Overall quality of City water & sewer utilities	18.3%	49.5%	18.1%	8.8%	1.9%	3.3%
Q1-11. Overall quality of City electrical utility services	27.6%	45.7%	14.5%	4.0%	1.2%	6.9%
Q1-12. Overall appearance of City facilities	17.6%	47.6%	24.5%	2.9%	0.5%	6.9%
Q1-13. Overall quality of customer service you receive from City employees	26.9%	44.5%	16.4%	3.8%	0.2%	8.1%
Q1-14. Overall effectiveness of City communication with the public	12.6%	34.3%	33.3%	13.1%	2.4%	4.3%

Q1. Overall Satisfaction with City Services. Please rate your overall satisfaction with major services provided by the City of High Point using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-15. Overall quality of economic development	13.3%	32.9%	28.1%	16.7%	3.1%	6.0%

WITHOUT "DON'T KNOW"

Q1. Overall Satisfaction with City Services. Please rate your overall satisfaction with major services provided by the City of High Point using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	29.0%	45.0%	19.3%	4.8%	1.8%
Q1-2. Overall quality of fire services & fire department response to medical emergencies	51.5%	38.9%	9.3%	0.3%	0.0%
Q1-3. Overall enforcement of City codes & ordinances	14.8%	31.7%	33.9%	14.8%	4.9%
Q1-4. Overall quality of library services	47.5%	37.6%	13.0%	1.7%	0.3%
Q1-5. Overall quality of City parks & recreation programs & facilities	31.7%	47.3%	15.6%	4.6%	0.8%
Q1-6. Overall maintenance of City streets, sidewalks, & infrastructure	8.7%	28.4%	27.5%	24.8%	10.6%
Q1-7. Overall flow of traffic & ease of getting around City	11.6%	47.0%	23.1%	14.0%	4.3%
Q1-8. Overall quality of trash, recycling & yard waste services	28.5%	42.3%	14.3%	12.6%	2.4%
Q1-9. Overall quality of City's stormwater management system	20.0%	47.8%	24.6%	5.1%	2.4%
Q1-10. Overall quality of City water & sewer utilities	19.0%	51.2%	18.7%	9.1%	2.0%
Q1-11. Overall quality of City electrical utility services	29.7%	49.1%	15.6%	4.3%	1.3%
Q1-12. Overall appearance of City facilities	18.9%	51.2%	26.3%	3.1%	0.5%
Q1-13. Overall quality of customer service you receive from City employees	29.3%	48.4%	17.9%	4.1%	0.3%

WITHOUT "DON'T KNOW"

Q1. Overall Satisfaction with City Services. Please rate your overall satisfaction with major services provided by the City of High Point using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-14. Overall effectiveness of City communication with the public	13.2%	35.8%	34.8%	13.7%	2.5%
Q1-15. Overall quality of economic development	14.2%	34.9%	29.9%	17.7%	3.3%

Q2. Which THREE of the Overall City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	59	14.0 %
Overall quality of fire services & fire department response to medical emergencies	8	1.9 %
Overall enforcement of City codes & ordinances	32	7.6 %
Overall quality of library services	6	1.4 %
Overall quality of City parks & recreation programs & facilities	20	4.8 %
Overall maintenance of City streets, sidewalks, & infrastructure	111	26.4 %
Overall flow of traffic & ease of getting around City	35	8.3 %
Overall quality of trash, recycling & yard waste services	17	4.0 %
Overall quality of City's stormwater management system	6	1.4 %
Overall quality of City water & sewer utilities	20	4.8 %
Overall quality of City electrical utility services	10	2.4 %
Overall appearance of City facilities	3	0.7 %
Overall quality of customer service you receive from City employees	5	1.2 %
Overall effectiveness of City communication with the public	11	2.6 %
Overall quality of economic development	47	11.2 %
None chosen	30	7.1 %
Total	420	100.0 %

Q2. Which THREE of the Overall City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	27	6.4 %
Overall quality of fire services & fire department response to medical emergencies	21	5.0 %
Overall enforcement of City codes & ordinances	37	8.8 %
Overall quality of library services	4	1.0 %
Overall quality of City parks & recreation programs & facilities	29	6.9 %
Overall maintenance of City streets, sidewalks, & infrastructure	71	16.9 %
Overall flow of traffic & ease of getting around City	45	10.7 %
Overall quality of trash, recycling & yard waste services	32	7.6 %
Overall quality of City's stormwater management system	8	1.9 %
Overall quality of City water & sewer utilities	21	5.0 %
Overall quality of City electrical utility services	11	2.6 %
Overall appearance of City facilities	6	1.4 %
Overall quality of customer service you receive from City employees	6	1.4 %
Overall effectiveness of City communication with the public	31	7.4 %
Overall quality of economic development	30	7.1 %
None chosen	41	9.8 %
Total	420	100.0 %

Q2. Which THREE of the Overall City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police services	21	5.0 %
Overall quality of fire services & fire department response to medical emergencies	13	3.1 %
Overall enforcement of City codes & ordinances	21	5.0 %
Overall quality of library services	8	1.9 %
Overall quality of City parks & recreation programs & facilities	26	6.2 %
Overall maintenance of City streets, sidewalks, & infrastructure	55	13.1 %
Overall flow of traffic & ease of getting around City	24	5.7 %
Overall quality of trash, recycling & yard waste services	33	7.9 %
Overall quality of City's stormwater management system	11	2.6 %
Overall quality of City water & sewer utilities	15	3.6 %
Overall quality of City electrical utility services	11	2.6 %
Overall appearance of City facilities	11	2.6 %
Overall quality of customer service you receive from City employees	11	2.6 %
Overall effectiveness of City communication with the public	45	10.7 %
Overall quality of economic development	53	12.6 %
None chosen	62	14.8 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the Overall City Services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Overall quality of police services	107	25.5 %
Overall quality of fire services & fire department response to medical emergencies	42	10.0 %
Overall enforcement of City codes & ordinances	90	21.4 %
Overall quality of library services	18	4.3 %
Overall quality of City parks & recreation programs & facilities	75	17.9 %
Overall maintenance of City streets, sidewalks, & infrastructure	237	56.4 %
Overall flow of traffic & ease of getting around City	104	24.8 %
Overall quality of trash, recycling & yard waste services	82	19.5 %
Overall quality of City's stormwater management system	25	6.0 %
Overall quality of City water & sewer utilities	56	13.3 %
Overall quality of City electrical utility services	32	7.6 %
Overall appearance of City facilities	20	4.8 %
Overall quality of customer service you receive from City employees	22	5.2 %
Overall effectiveness of City communication with the public	87	20.7 %
Overall quality of economic development	130	31.0 %
None chosen	30	7.1 %
Total	1157	

Q3. Overall Perception of the City. Several items that may influence your perception of the City of High Point are listed below. Please rate each item using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor."

(N=420)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall image of City	10.0%	46.4%	20.7%	19.0%	3.3%	0.5%
Q3-2. Overall as a place to live	15.2%	45.2%	21.7%	14.8%	2.4%	0.7%
Q3-3. Overall as a place to raise children	9.3%	37.4%	22.1%	17.6%	3.6%	10.0%
Q3-4. Overall as a place to work	9.0%	37.9%	28.3%	10.5%	2.9%	11.4%
Q3-5. Overall cultural & recreational opportunities	8.1%	40.0%	26.0%	17.6%	5.0%	3.3%
Q3-6. Overall quality of life	11.0%	53.3%	23.1%	10.7%	1.2%	0.7%
Q3-7. Overall quality of City services	13.8%	54.3%	20.2%	7.4%	1.9%	2.4%
Q3-8. Overall value that you receive for your City tax dollars & fees	5.7%	31.4%	29.5%	21.2%	8.8%	3.3%
Q3-9. Overall appearance of City	6.4%	41.0%	28.3%	16.9%	6.0%	1.4%

WITHOUT "DON'T KNOW"

Q3. Overall Perception of the City. Several items that may influence your perception of the City of High Point are listed below. Please rate each item using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor." (without "don't know")

(N=420)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall image of City	10.0%	46.7%	20.8%	19.1%	3.3%
Q3-2. Overall as a place to live	15.3%	45.6%	21.8%	14.9%	2.4%
Q3-3. Overall as a place to raise children	10.3%	41.5%	24.6%	19.6%	4.0%
Q3-4. Overall as a place to work	10.2%	42.7%	32.0%	11.8%	3.2%
Q3-5. Overall cultural & recreational opportunities	8.4%	41.4%	26.8%	18.2%	5.2%
Q3-6. Overall quality of life	11.0%	53.7%	23.3%	10.8%	1.2%
Q3-7. Overall quality of City services	14.1%	55.6%	20.7%	7.6%	2.0%
Q3-8. Overall value that you receive for your City tax dollars & fees	5.9%	32.5%	30.5%	21.9%	9.1%
Q3-9. Overall appearance of City	6.5%	41.5%	28.7%	17.1%	6.0%

Q4. Public Safety and Emergency Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. How quickly police respond to emergencies	20.7%	37.6%	12.1%	4.8%	1.4%	23.3%
Q4-2. City efforts to reduce neighborhood street level drugs, prostitution, & other crimes	8.1%	19.8%	25.2%	18.3%	7.1%	21.4%
Q4-3. Visibility of police in neighborhoods	5.2%	29.8%	29.3%	20.5%	5.5%	9.8%
Q4-4. Visibility of police in retail areas	5.7%	33.6%	31.0%	17.9%	2.6%	9.3%
Q4-5. Professionalism of police officers	27.4%	36.2%	17.6%	3.8%	1.9%	13.1%
Q4-6. City efforts to enforce local traffic laws such as speeding	8.3%	36.7%	24.3%	14.3%	8.8%	7.6%
Q4-7. Quality of animal control	8.6%	28.3%	29.0%	9.8%	3.8%	20.5%
Q4-8. How quickly fire personnel respond to emergencies	35.0%	33.6%	7.9%	0.5%	0.2%	22.9%
Q4-9. Fire building inspection program	10.7%	21.2%	19.8%	1.4%	0.0%	46.9%
Q4-10. Adequacy of fire protection for your property	22.9%	40.7%	15.5%	0.7%	0.0%	20.2%
Q4-11. Professionalism of fire personnel	38.1%	33.8%	8.8%	0.0%	0.0%	19.3%
Q4-12. City efforts to ensure the community is prepared for a natural disaster or crisis	7.4%	18.8%	30.2%	6.7%	1.9%	35.0%
Q4-13. City public safety education programs (police & fire), including school-based programs	9.0%	21.9%	24.3%	4.0%	1.0%	39.8%
Q4-14. Adequacy of City's 911 center	17.4%	37.4%	14.3%	1.2%	0.2%	29.5%

WITHOUT "DON'T KNOW"

Q4. Public Safety and Emergency Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. How quickly police respond to emergencies	27.0%	49.1%	15.8%	6.2%	1.9%
Q4-2. City efforts to reduce neighborhood street level drugs, prostitution, & other crimes	10.3%	25.2%	32.1%	23.3%	9.1%
Q4-3. Visibility of police in neighborhoods	5.8%	33.0%	32.5%	22.7%	6.1%
Q4-4. Visibility of police in retail areas	6.3%	37.0%	34.1%	19.7%	2.9%
Q4-5. Professionalism of police officers	31.5%	41.6%	20.3%	4.4%	2.2%
Q4-6. City efforts to enforce local traffic laws such as speeding	9.0%	39.7%	26.3%	15.5%	9.5%
Q4-7. Quality of animal control	10.8%	35.6%	36.5%	12.3%	4.8%
Q4-8. How quickly fire personnel respond to emergencies	45.4%	43.5%	10.2%	0.6%	0.3%
Q4-9. Fire building inspection program	20.2%	39.9%	37.2%	2.7%	0.0%
Q4-10. Adequacy of fire protection for your property	28.7%	51.0%	19.4%	0.9%	0.0%
Q4-11. Professionalism of fire personnel	47.2%	41.9%	10.9%	0.0%	0.0%
Q4-12. City efforts to ensure the community is prepared for a natural disaster or crisis	11.4%	28.9%	46.5%	10.3%	2.9%
Q4-13. City public safety education programs (police & fire), including school-based programs	15.0%	36.4%	40.3%	6.7%	1.6%

WITHOUT "DON'T KNOW"

Q4. Public Safety and Emergency Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-14. Adequacy of City's 911 center	24.7%	53.0%	20.3%	1.7%	0.3%

Q5. Which THREE of the Public Safety and Emergency Services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
How quickly police respond to emergencies	43	10.2 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	145	34.5 %
Visibility of police in neighborhoods	45	10.7 %
Visibility of police in retail areas	12	2.9 %
Professionalism of police officers	17	4.0 %
City efforts to enforce local traffic laws such as speeding	32	7.6 %
Quality of animal control	8	1.9 %
How quickly fire personnel respond to emergencies	6	1.4 %
Fire building inspection program	1	0.2 %
Adequacy of fire protection for your property	2	0.5 %
City efforts to ensure community is prepared for a natural disaster or crisis	40	9.5 %
City public safety education programs (police & fire), including school-based programs	13	3.1 %
Adequacy of City's 911 center	11	2.6 %
None chosen	45	10.7 %
Total	420	100.0 %

Q5. Which THREE of the Public Safety and Emergency Services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
How quickly police respond to emergencies	23	5.5 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	58	13.8 %
Visibility of police in neighborhoods	70	16.7 %
Visibility of police in retail areas	28	6.7 %
Professionalism of police officers	4	1.0 %
City efforts to enforce local traffic laws such as speeding	44	10.5 %
Quality of animal control	24	5.7 %
How quickly fire personnel respond to emergencies	25	6.0 %
Fire building inspection program	5	1.2 %
Adequacy of fire protection for your property	5	1.2 %
Professionalism of fire personnel	2	0.5 %
City efforts to ensure community is prepared for a natural disaster or crisis	46	11.0 %
City public safety education programs (police & fire), including school-based programs	25	6.0 %
Adequacy of City's 911 center	8	1.9 %
None chosen	53	12.6 %
Total	420	100.0 %

Q5. Which THREE of the Public Safety and Emergency Services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 3rd choice	Number	Percent
How quickly police respond to emergencies	12	2.9 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	38	9.0 %
Visibility of police in neighborhoods	46	11.0 %
Visibility of police in retail areas	50	11.9 %
Professionalism of police officers	12	2.9 %
City efforts to enforce local traffic laws such as speeding	36	8.6 %
Quality of animal control	15	3.6 %
How quickly fire personnel respond to emergencies	14	3.3 %
Fire building inspection program	2	0.5 %
Adequacy of fire protection for your property	8	1.9 %
Professionalism of fire personnel	3	0.7 %
City efforts to ensure community is prepared for a natural disaster or crisis	55	13.1 %
City public safety education programs (police & fire), including school-based programs	40	9.5 %
Adequacy of City's 911 center	21	5.0 %
None chosen	68	16.2 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q5. Which THREE of the Public Safety and Emergency Services listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q5. Sum of top 3 choices	Number	Percent
How quickly police respond to emergencies	78	18.6 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	241	57.4 %
Visibility of police in neighborhoods	161	38.3 %
Visibility of police in retail areas	90	21.4 %
Professionalism of police officers	33	7.9 %
City efforts to enforce local traffic laws such as speeding	112	26.7 %
Quality of animal control	47	11.2 %
How quickly fire personnel respond to emergencies	45	10.7 %
Fire building inspection program	8	1.9 %
Adequacy of fire protection for your property	15	3.6 %
Professionalism of fire personnel	5	1.2 %
City efforts to ensure community is prepared for a natural disaster or crisis	141	33.6 %
City public safety education programs (police & fire), including school-based programs	78	18.6 %
Adequacy of City's 911 center	40	9.5 %
None chosen	45	10.7 %
Total	1139	

Q6. Perceptions of Safety. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations.

(N=420)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. Your neighborhood during the day	47.6%	40.5%	9.0%	1.4%	0.5%	1.0%
Q6-2. Your neighborhood during the night	27.4%	44.8%	17.6%	6.2%	2.6%	1.4%
Q6-3. Retail shopping areas of City	9.8%	45.7%	30.2%	11.0%	1.9%	1.4%
Q6-4. Core City area around Main Street	5.2%	31.0%	36.2%	17.1%	2.4%	8.1%
Q6-5. City parks & greenways	8.6%	38.8%	27.9%	11.9%	1.9%	11.0%
Q6-6. Overall feeling of safety in High Point	9.3%	48.6%	24.5%	13.3%	2.1%	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 rate how safe you feel in the following situations. (without "don't know")

(N=420)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. Your neighborhood during the day	48.1%	40.9%	9.1%	1.4%	0.5%
Q6-2. Your neighborhood during the night	27.8%	45.4%	17.9%	6.3%	2.7%
Q6-3. Retail shopping areas of City	9.9%	46.4%	30.7%	11.1%	1.9%
Q6-4. Core City area around Main Street	5.7%	33.7%	39.4%	18.7%	2.6%
Q6-5. City parks & greenways	9.6%	43.6%	31.3%	13.4%	2.1%
Q6-6. Overall feeling of safety in High Point	9.5%	49.6%	25.1%	13.6%	2.2%

Q7. Are there any areas of town where you do not feel safe?

Q7. Are there any areas of town where you do not feel safe	Number	Percent
Yes	247	58.8 %
No	161	38.3 %
Not provided	12	2.9 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q7. Are there any areas of town where you do not feel safe? (without "not provided")**

Q7. Are there any areas of town where you do not feel safe	Number	Percent
Yes	247	60.5 %
No	161	39.5 %
Total	408	100.0 %

Q8. Neighborhood Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcement of cleanup of junk cars & debris on private property	6.7%	22.6%	24.8%	21.4%	8.3%	16.2%
Q8-2. Enforcement of mowing & cutting of weeds on private property	7.4%	30.0%	26.7%	17.6%	6.4%	11.9%
Q8-3. Enforcement of sign regulations	7.6%	28.1%	31.2%	9.8%	4.0%	19.3%
Q8-4. Enforcement of repair of substandard housing	4.5%	11.2%	26.9%	24.5%	8.8%	24.0%
Q8-5. Enforcement of removal of dilapidated housing	3.8%	11.9%	24.0%	24.5%	10.0%	25.7%
Q8-6. Appearance of your neighborhood	26.9%	41.9%	16.2%	9.8%	2.4%	2.9%
Q8-7. Availability of programs to assist with home ownership like education & down payment assistance	5.2%	11.2%	28.3%	7.9%	3.8%	43.6%
Q8-8. City's efforts to manage (plan for) growth	6.9%	20.2%	32.4%	15.0%	3.6%	21.9%
Q8-9. Availability of affordable rental housing	2.6%	8.8%	25.0%	20.2%	13.1%	30.2%
Q8-10. Availability of affordable housing for purchase	2.9%	11.4%	27.1%	22.4%	10.2%	26.0%
Q8-11. Quality of public housing	2.1%	8.8%	24.0%	13.3%	5.5%	46.2%

WITHOUT "DON'T KNOW"

Q8. Neighborhood Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcement of cleanup of junk cars & debris on private property	8.0%	27.0%	29.5%	25.6%	9.9%
Q8-2. Enforcement of mowing & cutting of weeds on private property	8.4%	34.1%	30.3%	20.0%	7.3%
Q8-3. Enforcement of sign regulations	9.4%	34.8%	38.6%	12.1%	5.0%
Q8-4. Enforcement of repair of substandard housing	6.0%	14.7%	35.4%	32.3%	11.6%
Q8-5. Enforcement of removal of dilapidated housing	5.1%	16.0%	32.4%	33.0%	13.5%
Q8-6. Appearance of your neighborhood	27.7%	43.1%	16.7%	10.0%	2.5%
Q8-7. Availability of programs to assist with home ownership like education & down payment assistance	9.3%	19.8%	50.2%	13.9%	6.8%
Q8-8. City's efforts to manage (plan for) growth	8.8%	25.9%	41.5%	19.2%	4.6%
Q8-9. Availability of affordable rental housing	3.8%	12.6%	35.8%	29.0%	18.8%
Q8-10. Availability of affordable housing for purchase	3.9%	15.4%	36.7%	30.2%	13.8%
Q8-11. Quality of public housing	4.0%	16.4%	44.7%	24.8%	10.2%

Q9. Which THREE of the Neighborhood Services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. Top choice	Number	Percent
Enforcement of clean-up of junk cars & debris on private property	84	20.0 %
Enforcement of mowing & cutting of weeds on private property	23	5.5 %
Enforcement of sign regulations	15	3.6 %
Enforcement of repair of substandard housing	26	6.2 %
Enforcement of removal of dilapidated housing	34	8.1 %
Appearance of your neighborhood	10	2.4 %
Availability of programs to assist with home ownership like education & down payment assistance	25	6.0 %
City's efforts to manage (plan for) growth	40	9.5 %
Availability of affordable rental housing	55	13.1 %
Availability of affordable housing for purchase	29	6.9 %
Quality of public housing	18	4.3 %
None chosen	61	14.5 %
Total	420	100.0 %

Q9. Which THREE of the Neighborhood Services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 2nd choice	Number	Percent
Enforcement of clean-up of junk cars & debris on private property	32	7.6 %
Enforcement of mowing & cutting of weeds on private property	43	10.2 %
Enforcement of sign regulations	11	2.6 %
Enforcement of repair of substandard housing	35	8.3 %
Enforcement of removal of dilapidated housing	39	9.3 %
Appearance of your neighborhood	21	5.0 %
Availability of programs to assist with home ownership like education & down payment assistance	31	7.4 %
City's efforts to manage (plan for) growth	28	6.7 %
Availability of affordable rental housing	53	12.6 %
Availability of affordable housing for purchase	39	9.3 %
Quality of public housing	16	3.8 %
None chosen	72	17.1 %
Total	420	100.0 %

Q9. Which THREE of the Neighborhood Services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 3rd choice	Number	Percent
Enforcement of clean-up of junk cars & debris on private property	28	6.7 %
Enforcement of mowing & cutting of weeds on private property	23	5.5 %
Enforcement of sign regulations	9	2.1 %
Enforcement of repair of substandard housing	46	11.0 %
Enforcement of removal of dilapidated housing	37	8.8 %
Appearance of your neighborhood	11	2.6 %
Availability of programs to assist with home ownership like education & down payment assistance	30	7.1 %
City's efforts to manage (plan for) growth	38	9.0 %
Availability of affordable rental housing	33	7.9 %
Availability of affordable housing for purchase	40	9.5 %
Quality of public housing	40	9.5 %
None chosen	85	20.2 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the Neighborhood Services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q9. Sum of top 3 choices	Number	Percent
Enforcement of clean-up of junk cars & debris on private property	144	34.3 %
Enforcement of mowing & cutting of weeds on private property	89	21.2 %
Enforcement of sign regulations	35	8.3 %
Enforcement of repair of substandard housing	107	25.5 %
Enforcement of removal of dilapidated housing	110	26.2 %
Appearance of your neighborhood	42	10.0 %
Availability of programs to assist with home ownership like education & down payment assistance	86	20.5 %
City's efforts to manage (plan for) growth	106	25.2 %
Availability of affordable rental housing	141	33.6 %
Availability of affordable housing for purchase	108	25.7 %
Quality of public housing	74	17.6 %
None chosen	61	14.5 %
Total	1103	

Q10. Transportation and Roadway Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Ease of getting across town in High Point	15.2%	51.9%	17.6%	9.3%	2.4%	3.6%
Q10-2. Ease of traveling from your home to regional roadways	23.1%	55.5%	12.9%	4.5%	1.2%	2.9%
Q10-3. Traffic signal coordination on major City streets	12.1%	47.1%	16.9%	15.5%	4.8%	3.6%
Q10-4. Maintenance of street signs	12.4%	56.0%	21.0%	6.0%	0.0%	4.8%
Q10-5. Availability of pedestrian walkways/sidewalks	7.4%	34.8%	22.6%	21.2%	8.8%	5.2%
Q10-6. Maintenance of sidewalks	6.7%	31.2%	31.0%	16.7%	6.2%	8.3%
Q10-7. Condition/maintenance of major City streets	6.2%	37.1%	25.5%	19.5%	8.6%	3.1%
Q10-8. Condition/maintenance of streets in your neighborhood	13.1%	39.5%	19.0%	16.4%	7.9%	4.0%
Q10-9. Landscaping of medians & public areas along major City streets	8.3%	46.0%	27.4%	10.2%	3.3%	4.8%
Q10-10. Adequacy of City street lighting	10.7%	48.6%	20.5%	12.4%	2.6%	5.2%
Q10-11. Availability of public transportation services	5.0%	17.1%	25.2%	12.4%	4.8%	35.5%
Q10-12. Availability of elderly & handicapped van service	4.8%	12.6%	23.3%	7.4%	2.6%	49.3%
Q10-13. Availability of regional transportation links	6.2%	12.6%	27.4%	6.0%	3.6%	44.3%

WITHOUT "DON'T KNOW"

Q10. Transportation and Roadway Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Ease of getting across town in High Point	15.8%	53.8%	18.3%	9.6%	2.5%
Q10-2. Ease of traveling from your home to regional roadways	23.8%	57.1%	13.2%	4.7%	1.2%
Q10-3. Traffic signal coordination on major City streets	12.6%	48.9%	17.5%	16.0%	4.9%
Q10-4. Maintenance of street signs	13.0%	58.8%	22.0%	6.3%	0.0%
Q10-5. Availability of pedestrian walkways/sidewalks	7.8%	36.7%	23.9%	22.4%	9.3%
Q10-6. Maintenance of sidewalks	7.3%	34.0%	33.8%	18.2%	6.8%
Q10-7. Condition/maintenance of major City streets	6.4%	38.3%	26.3%	20.1%	8.8%
Q10-8. Condition/maintenance of streets in your neighborhood	13.6%	41.2%	19.9%	17.1%	8.2%
Q10-9. Landscaping of medians & public areas along major City streets	8.8%	48.3%	28.8%	10.8%	3.5%
Q10-10. Adequacy of City street lighting	11.3%	51.3%	21.6%	13.1%	2.8%
Q10-11. Availability of public transportation services	7.7%	26.6%	39.1%	19.2%	7.4%
Q10-12. Availability of elderly & handicapped van service	9.4%	24.9%	46.0%	14.6%	5.2%
Q10-13. Availability of regional transportation links	11.1%	22.6%	49.1%	10.7%	6.4%

Q11. Which THREE of the Transportation and Roadway Services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. Top choice	Number	Percent
Ease of getting across town in High Point	30	7.1 %
Ease of traveling from your home to regional roadways	6	1.4 %
Traffic signal coordination on major City streets	53	12.6 %
Maintenance of street signs	9	2.1 %
Availability of pedestrian walkways/sidewalks	69	16.4 %
Maintenance of sidewalks	13	3.1 %
Condition/maintenance of major City streets	73	17.4 %
Condition/maintenance of streets in your neighborhood	21	5.0 %
Landscaping of medians & public areas along major City streets	7	1.7 %
Adequacy of City street lighting	15	3.6 %
Availability of public transportation services	34	8.1 %
Availability of elderly & handicapped van service	24	5.7 %
Availability of regional transportation links	5	1.2 %
None chosen	61	14.5 %
Total	420	100.0 %

Q11. Which THREE of the Transportation and Roadway Services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 2nd choice	Number	Percent
Ease of getting across town in High Point	17	4.0 %
Ease of traveling from your home to regional roadways	8	1.9 %
Traffic signal coordination on major City streets	33	7.9 %
Maintenance of street signs	6	1.4 %
Availability of pedestrian walkways/sidewalks	45	10.7 %
Maintenance of sidewalks	32	7.6 %
Condition/maintenance of major City streets	52	12.4 %
Condition/maintenance of streets in your neighborhood	41	9.8 %
Landscaping of medians & public areas along major City streets	28	6.7 %
Adequacy of City street lighting	16	3.8 %
Availability of public transportation services	26	6.2 %
Availability of elderly & handicapped van service	25	6.0 %
Availability of regional transportation links	16	3.8 %
None chosen	75	17.9 %
Total	420	100.0 %

Q11. Which THREE of the Transportation and Roadway Services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 3rd choice	Number	Percent
Ease of getting across town in High Point	13	3.1 %
Ease of traveling from your home to regional roadways	10	2.4 %
Traffic signal coordination on major City streets	23	5.5 %
Maintenance of street signs	10	2.4 %
Availability of pedestrian walkways/sidewalks	31	7.4 %
Maintenance of sidewalks	30	7.1 %
Condition/maintenance of major City streets	51	12.1 %
Condition/maintenance of streets in your neighborhood	26	6.2 %
Landscaping of medians & public areas along major City streets	32	7.6 %
Adequacy of City street lighting	36	8.6 %
Availability of public transportation services	25	6.0 %
Availability of elderly & handicapped van service	17	4.0 %
Availability of regional transportation links	20	4.8 %
None chosen	96	22.9 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the Transportation and Roadway Services listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q11. Sum of top 3 choices	Number	Percent
Ease of getting across town in High Point	60	14.3 %
Ease of traveling from your home to regional roadways	24	5.7 %
Traffic signal coordination on major City streets	109	26.0 %
Maintenance of street signs	25	6.0 %
Availability of pedestrian walkways/sidewalks	145	34.5 %
Maintenance of sidewalks	75	17.9 %
Condition/maintenance of major City streets	176	41.9 %
Condition/maintenance of streets in your neighborhood	88	21.0 %
Landscaping of medians & public areas along major City streets	67	16.0 %
Adequacy of City street lighting	67	16.0 %
Availability of public transportation services	85	20.2 %
Availability of elderly & handicapped van service	66	15.7 %
Availability of regional transportation links	41	9.8 %
None chosen	61	14.5 %
Total	1089	

Q12. Environmental and Utility Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential trash collection service	32.1%	49.3%	10.0%	3.1%	1.4%	4.0%
Q12-2. Curbside recycling service	30.5%	45.0%	12.6%	5.5%	1.7%	4.8%
Q12-3. Leaf, yard waste & brush removal services	19.5%	31.2%	16.9%	14.5%	6.9%	11.0%
Q12-4. Bulk trash pickup/removal service (old furniture, appliances, etc.)	22.4%	34.0%	18.8%	8.3%	2.6%	13.8%
Q12-5. Efforts to rebuild & maintain wastewater collection system	8.3%	22.1%	24.5%	4.8%	1.2%	39.0%
Q12-6. Reliability of water service	25.7%	49.8%	13.8%	1.7%	1.9%	7.1%
Q12-7. Water pressure in your home	25.5%	47.4%	12.9%	6.9%	2.9%	4.5%
Q12-8. Taste/odor of your drinking water	17.9%	31.4%	22.4%	15.5%	6.2%	6.7%
Q12-9. Overall value that you receive for water & wastewater utility rates	14.0%	31.7%	24.3%	17.4%	6.7%	6.0%
Q12-10. Cleanliness/maintenance of stormwater drains in your neighborhood	11.2%	38.8%	23.3%	10.5%	4.3%	11.9%
Q12-11. Reliability of City electrical service	26.9%	44.8%	14.8%	2.9%	0.2%	10.5%
Q12-12. How quickly City restores power after an unplanned outage	26.2%	44.8%	13.8%	2.9%	0.7%	11.7%
Q12-13. Overall value you receive for electrical utility rates	12.6%	35.2%	21.9%	15.2%	4.8%	10.2%
Q12-14. How well City keeps you informed about planned disruptions to your utility service	14.0%	27.4%	27.9%	8.6%	2.9%	19.3%

Q12. Environmental and Utility Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-15. Courtesy of field employees	24.8%	39.8%	12.1%	1.9%	0.5%	21.0%

WITHOUT "DON'T KNOW"

Q12. Environmental and Utility Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential trash collection service	33.5%	51.4%	10.4%	3.2%	1.5%
Q12-2. Curbside recycling service	32.0%	47.3%	13.3%	5.8%	1.8%
Q12-3. Leaf, yard waste & brush removal services	21.9%	35.0%	19.0%	16.3%	7.8%
Q12-4. Bulk trash pickup/ removal service (old furniture, appliances, etc.)	26.0%	39.5%	21.8%	9.7%	3.0%
Q12-5. Efforts to rebuild & maintain wastewater collection system	13.7%	36.3%	40.2%	7.8%	2.0%
Q12-6. Reliability of water service	27.7%	53.6%	14.9%	1.8%	2.1%
Q12-7. Water pressure in your home	26.7%	49.6%	13.5%	7.2%	3.0%
Q12-8. Taste/odor of your drinking water	19.1%	33.7%	24.0%	16.6%	6.6%
Q12-9. Overall value that you receive for water & wastewater utility rates	14.9%	33.7%	25.8%	18.5%	7.1%
Q12-10. Cleanliness/ maintenance of stormwater drains in your neighborhood	12.7%	44.1%	26.5%	11.9%	4.9%
Q12-11. Reliability of City electrical service	30.1%	50.0%	16.5%	3.2%	0.3%
Q12-12. How quickly City restores power after an unplanned outage	29.6%	50.7%	15.6%	3.2%	0.8%
Q12-13. Overall value you receive for electrical utility rates	14.1%	39.3%	24.4%	17.0%	5.3%

WITHOUT "DON'T KNOW"

Q12. Environmental and Utility Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-14. How well City keeps you informed about planned disruptions to your utility service	17.4%	33.9%	34.5%	10.6%	3.5%
Q12-15. Courtesy of field employees	31.3%	50.3%	15.4%	2.4%	0.6%

Q13. Which THREE of the Environmental and Utility Services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Residential trash collection service	21	5.0 %
Curbside recycling service	16	3.8 %
Leaf, yard waste & brush removal services	52	12.4 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	19	4.5 %
Efforts to rebuild & maintain wastewater collection system	33	7.9 %
Reliability of water service	17	4.0 %
Water pressure in your home	22	5.2 %
Taste/odor of your drinking water	50	11.9 %
Overall value that you receive for water & wastewater utility rates	29	6.9 %
Cleanliness/maintenance of stormwater drains in your neighborhood	12	2.9 %
Reliability of City electrical service	17	4.0 %
How quickly City restores power after an unplanned outage	9	2.1 %
Overall value you receive for electrical utility rates	26	6.2 %
How well City keeps you informed about planned disruptions to your utility service	16	3.8 %
Courtesy of field employees	4	1.0 %
None chosen	77	18.3 %
Total	420	100.0 %

Q13. Which THREE of the Environmental and Utility Services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Residential trash collection service	10	2.4 %
Curbside recycling service	17	4.0 %
Leaf, yard waste & brush removal services	22	5.2 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	42	10.0 %
Efforts to rebuild & maintain wastewater collection system	24	5.7 %
Reliability of water service	15	3.6 %
Water pressure in your home	17	4.0 %
Taste/odor of your drinking water	32	7.6 %
Overall value that you receive for water & wastewater utility rates	37	8.8 %
Cleanliness/maintenance of stormwater drains in your neighborhood	23	5.5 %
Reliability of City electrical service	14	3.3 %
How quickly City restores power after an unplanned outage	22	5.2 %
Overall value you receive for electrical utility rates	34	8.1 %
How well City keeps you informed about planned disruptions to your utility service	13	3.1 %
Courtesy of field employees	2	0.5 %
None chosen	96	22.9 %
Total	420	100.0 %

Q13. Which THREE of the Environmental and Utility Services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 3rd choice	Number	Percent
Residential trash collection service	9	2.1 %
Curbside recycling service	11	2.6 %
Leaf, yard waste & brush removal services	27	6.4 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	17	4.0 %
Efforts to rebuild & maintain wastewater collection system	28	6.7 %
Reliability of water service	15	3.6 %
Water pressure in your home	11	2.6 %
Taste/odor of your drinking water	25	6.0 %
Overall value that you receive for water & wastewater utility rates	30	7.1 %
Cleanliness/maintenance of stormwater drains in your neighborhood	20	4.8 %
Reliability of City electrical service	11	2.6 %
How quickly City restores power after an unplanned outage	19	4.5 %
Overall value you receive for electrical utility rates	37	8.8 %
How well City keeps you informed about planned disruptions to your utility service	34	8.1 %
Courtesy of field employees	4	1.0 %
None chosen	122	29.0 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the Environmental and Utility Services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q13. Sum of top 3 choices	Number	Percent
Residential trash collection service	40	9.5 %
Curbside recycling service	44	10.5 %
Leaf, yard waste & brush removal services	101	24.0 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	78	18.6 %
Efforts to rebuild & maintain wastewater collection system	85	20.2 %
Reliability of water service	47	11.2 %
Water pressure in your home	50	11.9 %
Taste/odor of your drinking water	107	25.5 %
Overall value that you receive for water & wastewater utility rates	96	22.9 %
Cleanliness/maintenance of stormwater drains in your neighborhood	55	13.1 %
Reliability of City electrical service	42	10.0 %
How quickly City restores power after an unplanned outage	50	11.9 %
Overall value you receive for electrical utility rates	97	23.1 %
How well City keeps you informed about planned disruptions to your utility service	63	15.0 %
Courtesy of field employees	10	2.4 %
None chosen	77	18.3 %
Total	1042	

Q14. Are you aware of these programs?

Q14. Are you aware of these programs	Number	Percent
Yes	197	46.9 %
No	217	51.7 %
Not provided	6	1.4 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Are you aware of these programs? (without "not provided")**

Q14. Are you aware of these programs	Number	Percent
Yes	197	47.6 %
No	217	52.4 %
Total	414	100.0 %

Q14a. Have you participated in one of these programs?

Q14a. Have you participated in one of these programs	Number	Percent
Yes	51	25.9 %
No	142	72.1 %
Not provided	4	2.0 %
Total	197	100.0 %

WITHOUT "NOT PROVIDED"**Q14a. Have you participated in one of these programs? (without "not provided")**

Q14a. Have you participated in one of these programs	Number	Percent
Yes	51	26.4 %
No	142	73.6 %
Total	193	100.0 %

Q15. City Communication. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. City efforts to keep you informed about local issues	6.0%	25.2%	34.8%	19.8%	4.8%	9.5%
Q15-2. Quality of City's government activities channel (TW cable channel 8)	4.5%	16.0%	27.1%	5.5%	3.1%	43.8%
Q15-3. Quality of online subscription services	4.0%	16.2%	28.6%	4.5%	1.4%	45.2%
Q15-4. Quality of City's website	7.9%	32.6%	31.4%	6.4%	1.2%	20.5%
Q15-5. Quality of utility bill inserts	9.0%	34.5%	32.6%	3.6%	0.2%	20.0%
Q15-6. Quality of printed materials	8.8%	34.0%	32.6%	1.0%	0.2%	23.3%
Q15-7. General availability of information about City programs & services	6.9%	25.2%	36.7%	13.3%	3.1%	14.8%

WITHOUT "DON'T KNOW"

Q15. City Communication. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. City efforts to keep you informed about local issues	6.6%	27.9%	38.4%	21.8%	5.3%
Q15-2. Quality of City's government activities channel (TW cable channel 8)	8.1%	28.4%	48.3%	9.7%	5.5%
Q15-3. Quality of online subscription services	7.4%	29.6%	52.2%	8.3%	2.6%
Q15-4. Quality of City's website	9.9%	41.0%	39.5%	8.1%	1.5%
Q15-5. Quality of utility bill inserts	11.3%	43.2%	40.8%	4.5%	0.3%
Q15-6. Quality of printed materials	11.5%	44.4%	42.5%	1.2%	0.3%
Q15-7. General availability of information about City programs & services	8.1%	29.6%	43.0%	15.6%	3.6%

Q16. Culture and Recreation Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Appearance/maintenance of City parks	19.3%	53.1%	13.8%	3.6%	1.0%	9.3%
Q16-2. Number of City parks	15.0%	41.7%	18.3%	11.2%	1.7%	12.1%
Q16-3. Availability of walking/ biking trails in City	13.6%	36.9%	21.4%	13.3%	3.6%	11.2%
Q16-4. Quality & availability of outdoor athletic fields (e.g., baseball, soccer, softball)	14.3%	36.7%	25.7%	5.0%	1.0%	17.4%
Q16-5. Recreation centers & programs for youth	9.5%	30.2%	22.9%	8.3%	1.4%	27.6%
Q16-6. Recreation centers & programs for adults including seniors	8.6%	28.3%	26.2%	11.2%	1.9%	23.8%
Q16-7. Life-long sport programs like golf/tennis	10.0%	25.7%	26.4%	5.2%	0.7%	31.9%
Q16-8. Aquatic based programs like fishing, boating, swimming pools, splash pads	10.0%	27.4%	24.3%	11.7%	1.7%	25.0%
Q16-9. Special events & festivals in City	10.5%	36.0%	28.8%	10.5%	2.4%	11.9%
Q16-10. Receiving information on parks & recreation programs	5.2%	22.1%	32.1%	21.4%	4.3%	14.8%
Q16-11. Hours of operation & services provided by public library	19.3%	38.6%	21.0%	2.4%	1.2%	17.6%
Q16-12. Amount & variety of books & other materials in public library	22.6%	35.0%	18.1%	1.7%	1.0%	21.7%
Q16-13. Number of public use computers in library	10.2%	25.0%	22.9%	0.7%	0.5%	40.7%
Q16-14. Public library programs like story time, book clubs or genealogy services	12.4%	21.9%	24.0%	1.9%	0.5%	39.3%

Q16. Culture and Recreation Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-15. High Point Museum programs & facilities	15.0%	28.6%	21.2%	3.3%	0.5%	31.4%
Q16-16. Variety & quality of events held at High Point Theatre	11.9%	28.3%	24.8%	6.7%	1.2%	27.1%
Q16-17. Parking & access to Theatre	8.8%	25.2%	25.7%	7.9%	1.7%	30.7%

WITHOUT "DON'T KNOW"

Q16. Culture and Recreation Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=420)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Appearance/ maintenance of City parks	21.3%	58.5%	15.2%	3.9%	1.0%
Q16-2. Number of City parks	17.1%	47.4%	20.9%	12.7%	1.9%
Q16-3. Availability of walking/biking trails in City	15.3%	41.6%	24.1%	15.0%	4.0%
Q16-4. Quality & availability of outdoor athletic fields (e.g., baseball, soccer, softball)	17.3%	44.4%	31.1%	6.1%	1.2%
Q16-5. Recreation centers & programs for youth	13.2%	41.8%	31.6%	11.5%	2.0%
Q16-6. Recreation centers & programs for adults including seniors	11.3%	37.2%	34.4%	14.7%	2.5%
Q16-7. Life-long sport programs like golf/tennis	14.7%	37.8%	38.8%	7.7%	1.0%
Q16-8. Aquatic based programs like fishing, boating, swimming pools, splash pads	13.3%	36.5%	32.4%	15.6%	2.2%
Q16-9. Special events & festivals in City	11.9%	40.8%	32.7%	11.9%	2.7%
Q16-10. Receiving information on parks & recreation programs	6.1%	26.0%	37.7%	25.1%	5.0%
Q16-11. Hours of operation & services provided by public library	23.4%	46.8%	25.4%	2.9%	1.4%
Q16-12. Amount & variety of books & other materials in public library	28.9%	44.7%	23.1%	2.1%	1.2%
Q16-13. Number of public use computers in library	17.3%	42.2%	38.6%	1.2%	0.8%

WITHOUT "DON'T KNOW"

Q16. Culture and Recreation Services. For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-14. Public library programs like story time, book clubs or genealogy services	20.4%	36.1%	39.6%	3.1%	0.8%
Q16-15. High Point Museum programs & facilities	21.9%	41.7%	30.9%	4.9%	0.7%
Q16-16. Variety & quality of events held at High Point Theatre	16.3%	38.9%	34.0%	9.2%	1.6%
Q16-17. Parking & access to Theatre	12.7%	36.4%	37.1%	11.3%	2.4%

Q17. Which THREE of the Cultural and Recreation Services listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. Top choice	Number	Percent
Appearance/maintenance of City parks	42	10.0 %
Number of City parks	23	5.5 %
Availability of walking/biking trails in City	44	10.5 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	6	1.4 %
Recreation centers & programs for youth	33	7.9 %
Recreation centers & programs for adults including seniors	41	9.8 %
Life-long sport programs like golf/tennis	8	1.9 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	14	3.3 %
Special events & festivals in City	34	8.1 %
Receiving information on parks & recreation programs	36	8.6 %
Hours of operation & services provided by public library	8	1.9 %
Amount & variety of books & other materials in public library	4	1.0 %
Public library programs like story time, book clubs or genealogy services	2	0.5 %
High Point Museum programs & facilities	4	1.0 %
Variety & quality of events held at High Point Theatre	14	3.3 %
Parking & access to Theatre	15	3.6 %
None chosen	92	21.9 %
Total	420	100.0 %

Q17. Which THREE of the Cultural and Recreation Services listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Appearance/maintenance of City parks	20	4.8 %
Number of City parks	20	4.8 %
Availability of walking/biking trails in City	29	6.9 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	15	3.6 %
Recreation centers & programs for youth	19	4.5 %
Recreation centers & programs for adults including seniors	48	11.4 %
Life-long sport programs like golf/tennis	11	2.6 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	11	2.6 %
Special events & festivals in City	31	7.4 %
Receiving information on parks & recreation programs	36	8.6 %
Hours of operation & services provided by public library	3	0.7 %
Amount & variety of books & other materials in public library	14	3.3 %
Number of public use computers in library	4	1.0 %
Public library programs like story time, book clubs or genealogy services	8	1.9 %
High Point Museum programs & facilities	12	2.9 %
Variety & quality of events held at High Point Theatre	18	4.3 %
Parking & access to Theatre	8	1.9 %
<u>None chosen</u>	<u>113</u>	<u>26.9 %</u>
Total	420	100.0 %

Q17. Which THREE of the Cultural and Recreation Services listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q17. 3rd choice	Number	Percent
Appearance/maintenance of City parks	20	4.8 %
Number of City parks	15	3.6 %
Availability of walking/biking trails in City	24	5.7 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	14	3.3 %
Recreation centers & programs for youth	19	4.5 %
Recreation centers & programs for adults including seniors	35	8.3 %
Life-long sport programs like golf/tennis	11	2.6 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	14	3.3 %
Special events & festivals in City	36	8.6 %
Receiving information on parks & recreation programs	30	7.1 %
Hours of operation & services provided by public library	5	1.2 %
Amount & variety of books & other materials in public library	11	2.6 %
Number of public use computers in library	4	1.0 %
Public library programs like story time, book clubs or genealogy services	5	1.2 %
High Point Museum programs & facilities	15	3.6 %
Variety & quality of events held at High Point Theatre	20	4.8 %
Parking & access to Theatre	10	2.4 %
None chosen	132	31.4 %
Total	420	100.0 %

SUM OF TOP 3 CHOICES

Q17. Which THREE of the Cultural and Recreation Services listed in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q17. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Appearance/maintenance of City parks	82	19.5 %
Number of City parks	58	13.8 %
Availability of walking/biking trails in City	97	23.1 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	35	8.3 %
Recreation centers & programs for youth	71	16.9 %
Recreation centers & programs for adults including seniors	124	29.5 %
Life-long sport programs like golf/tennis	30	7.1 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	39	9.3 %
Special events & festivals in City	101	24.0 %
Receiving information on parks & recreation programs	102	24.3 %
Hours of operation & services provided by public library	16	3.8 %
Amount & variety of books & other materials in public library	29	6.9 %
Number of public use computers in library	8	1.9 %
Public library programs like story time, book clubs or genealogy services	15	3.6 %
High Point Museum programs & facilities	31	7.4 %
Variety & quality of events held at High Point Theatre	52	12.4 %
Parking & access to Theatre	33	7.9 %
None chosen	92	21.9 %
Total	1015	

Q18. Customer Service. Have you contacted the City during the past year?

<u>Q18. Have you contacted City during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	220	52.4 %
No	200	47.6 %
Total	420	100.0 %

Q18a. Using a scale of 1 to 5, where 5 means "always" and 1 means "never," please rate how often City employees (not elected officials) display the following behaviors.

(N=220)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q18a-1. They were courteous & polite	61.8%	27.7%	6.8%	1.8%	0.0%	1.8%
Q18a-2. They gave prompt, accurate, & complete answers to questions	50.5%	30.5%	13.2%	1.8%	0.9%	3.2%
Q18a-3. They did what they said they would do in a timely manner	46.8%	30.5%	10.9%	5.5%	1.4%	5.0%
Q18a-4. They helped you resolve your issue to your satisfaction	44.1%	32.3%	15.0%	3.6%	1.8%	3.2%
Q18a-5. It was easy to contact the person you needed	39.1%	33.2%	14.5%	6.8%	3.6%	2.7%
Q18a-6. Services were provided at a time that was accommodating to your schedule	38.2%	33.6%	13.6%	4.1%	1.8%	8.6%

WITHOUT "DON'T KNOW"

Q18a. Using a scale of 1 to 5, where 5 means "always" and 1 means "never," please rate how often City employees (not elected officials) display the following behaviors. (without "don't know")

(N=220)

	Always	Usually	Sometimes	Seldom	Never
Q18a-1. They were courteous & polite	63.0%	28.2%	6.9%	1.9%	0.0%
Q18a-2. They gave prompt, accurate, & complete answers to questions	52.1%	31.5%	13.6%	1.9%	0.9%
Q18a-3. They did what they said they would do in a timely manner	49.3%	32.1%	11.5%	5.7%	1.4%
Q18a-4. They helped you resolve your issue to your satisfaction	45.5%	33.3%	15.5%	3.8%	1.9%
Q18a-5. It was easy to contact the person you needed	40.2%	34.1%	15.0%	7.0%	3.7%
Q18a-6. Services were provided at a time that was accommodating to your schedule	41.8%	36.8%	14.9%	4.5%	2.0%

Q19. Quality of Life. Several reasons for deciding where to live are listed below. Using a scale of 1 to 4, where 4 is "very important" and 1 is "unimportant," please indicate how important was each reason in your decision to live where you live.

(N=420)

	Very important	Somewhat important	Not sure	Unimportant
Q19-1. Sense of community	43.8%	37.6%	13.6%	5.0%
Q19-2. Quality of public education	55.5%	18.3%	13.1%	13.1%
Q19-3. Employment opportunities (proximity to job)	51.7%	23.6%	12.4%	12.4%
Q19-4. Types of housing	62.6%	23.1%	10.0%	4.3%
Q19-5. Quality of housing	70.5%	19.5%	7.4%	2.6%
Q19-6. Access to quality shopping	53.6%	33.8%	7.9%	4.8%
Q19-7. Availability of parks & recreation opportunities	46.7%	37.6%	8.6%	7.1%
Q19-8. Proximity to family & friends	43.3%	32.1%	10.0%	14.5%
Q19-9. Safety & security	80.7%	12.6%	6.2%	0.5%
Q19-10. Accessibility to airport & other communities	41.4%	41.7%	8.1%	8.8%
Q19-11. Educational opportunities for preschool age children	32.1%	19.8%	20.5%	27.6%
Q19-12. Quality health care	70.0%	19.8%	7.9%	2.4%
Q19-13. Public transportation (bus)	23.1%	22.9%	18.8%	35.2%
Q19-14. Opportunities and/or resources for senior citizens	41.2%	26.0%	15.2%	17.6%

Q19. Then, please indicate if your needs are being met in High Point.

(N=420)

	Yes	No	Not provided
Q19-1. Sense of community	52.9%	22.6%	24.5%
Q19-2. Quality of public education	31.0%	30.2%	38.8%
Q19-3. Employment opportunities (proximity to job)	43.3%	20.7%	36.0%
Q19-4. Types of housing	52.1%	19.3%	28.6%
Q19-5. Quality of housing	53.8%	18.6%	27.6%
Q19-6. Access to quality shopping	54.0%	21.4%	24.5%
Q19-7. Availability of parks & recreation opportunities	58.6%	12.6%	28.8%
Q19-8. Proximity to family & friends	60.5%	10.2%	29.3%
Q19-9. Safety & security	58.3%	16.4%	25.2%
Q19-10. Accessibility to airport & other communities	68.3%	5.7%	26.0%
Q19-11. Educational opportunities for preschool age children	32.6%	15.2%	52.1%
Q19-12. Quality health care	60.2%	12.9%	26.9%
Q19-13. Public transportation (bus)	28.8%	20.5%	50.7%
Q19-14. Opportunities and/or resources for senior citizens	34.3%	22.6%	43.1%

WITHOUT "NOT PROVIDED"**Q19. Then, please indicate if your needs are being met in High Point. (without "not provided")**

(N=420)

	Yes	No
Q19-1. Sense of community	70.0%	30.0%
Q19-2. Quality of public education	50.6%	49.4%
Q19-3. Employment opportunities (proximity to job)	67.7%	32.3%
Q19-4. Types of housing	73.0%	27.0%
Q19-5. Quality of housing	74.3%	25.7%
Q19-6. Access to quality shopping	71.6%	28.4%
Q19-7. Availability of parks & recreation opportunities	82.3%	17.7%
Q19-8. Proximity to family & friends	85.5%	14.5%
Q19-9. Safety & security	78.0%	22.0%
Q19-10. Accessibility to airport & other communities	92.3%	7.7%
Q19-11. Educational opportunities for preschool age children	68.2%	31.8%
Q19-12. Quality health care	82.4%	17.6%
Q19-13. Public transportation (bus)	58.5%	41.5%
Q19-14. Opportunities and/or resources for senior citizens	60.3%	39.7%

Q20. City Issues. Please rate the importance of the following issues to the City of High Point using a scale of 1 to 5, where 5 means "very important" and 1 means "very unimportant."

(N=420)

	Very important	Important	Neutral	Unimportant	Very unimportant	Don't know
Q20-1. Future well-being of Furniture Market	46.2%	28.6%	12.4%	6.0%	3.8%	3.1%
Q20-2. Providing incentives to attract & retain businesses & industries	57.4%	29.3%	6.9%	1.7%	0.7%	4.0%
Q20-3. Future well-being of High Point University	40.0%	22.4%	19.5%	7.9%	6.4%	3.8%
Q20-4. Providing incentives to attract & retain new retail development & restaurants	52.4%	29.5%	8.6%	4.5%	1.2%	3.8%
Q20-5. Providing incentives to attract new full-time private sector jobs	50.7%	31.0%	10.0%	2.6%	1.4%	4.3%
Q20-6. Strengthening High Point's image through targeted marketing	39.3%	29.8%	16.7%	4.5%	3.1%	6.7%
Q20-7. Public/private partnerships to encourage Core City revitalization	46.4%	27.6%	14.3%	3.3%	1.4%	6.9%
Q20-8. Availability of high quality affordable housing in a neighborhood near you	40.2%	29.8%	13.6%	7.1%	3.3%	6.0%
Q20-9. Providing a facility for community arts programs	31.2%	33.1%	18.3%	6.2%	4.8%	6.4%
Q20-10. Increasing local tax support to expand public transportation bus routes & hours	17.1%	21.4%	22.1%	12.1%	16.2%	11.0%
Q20-11. Providing a new full service senior activity center	35.5%	31.2%	19.5%	3.6%	3.1%	7.1%

WITHOUT "DON'T KNOW"

Q20. City Issues. Please rate the importance of the following issues to the City of High Point using a scale of 1 to 5, where 5 means "very important" and 1 means "very unimportant." (without "don't know")

(N=420)

	Very important	Important	Neutral	Unimportant	Very unimportant
Q20-1. Future well-being of Furniture Market	47.7%	29.5%	12.8%	6.1%	3.9%
Q20-2. Providing incentives to attract & retain businesses & industries	59.8%	30.5%	7.2%	1.7%	0.7%
Q20-3. Future well-being of High Point University	41.6%	23.3%	20.3%	8.2%	6.7%
Q20-4. Providing incentives to attract & retain new retail development & restaurants	54.5%	30.7%	8.9%	4.7%	1.2%
Q20-5. Providing incentives to attract new full-time private sector jobs	53.0%	32.3%	10.4%	2.7%	1.5%
Q20-6. Strengthening High Point's image through targeted marketing	42.1%	31.9%	17.9%	4.8%	3.3%
Q20-7. Public/private partnerships to encourage Core City revitalization	49.9%	29.7%	15.3%	3.6%	1.5%
Q20-8. Availability of high quality affordable housing in a neighborhood near you	42.8%	31.6%	14.4%	7.6%	3.5%
Q20-9. Providing a facility for community arts programs	33.3%	35.4%	19.6%	6.6%	5.1%
Q20-10. Increasing local tax support to expand public transportation bus routes & hours	19.3%	24.1%	24.9%	13.6%	18.2%
Q20-11. Providing a new full service senior activity center	38.2%	33.6%	21.0%	3.8%	3.3%

Q21. How often do you typically go outside High Point City limits to shop?

Q21. How often do you typically go outside High Point

City limits to shop	Number	Percent
Every day	38	9.0 %
A few times per week	106	25.2 %
At least once a week	96	22.9 %
A few times per month	106	25.2 %
A few times per year	37	8.8 %
Seldom or never	24	5.7 %
Not provided	13	3.1 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q21. How often do you typically go outside High Point City limits to shop? (without "not provided")**

Q21. How often do you typically go outside High Point

City limits to shop	Number	Percent
Every day	38	9.3 %
A few times per week	106	26.0 %
At least once a week	96	23.6 %
A few times per month	106	26.0 %
A few times per year	37	9.1 %
Seldom or never	24	5.9 %
Total	407	100.0 %

Q22. Approximately how many years have you lived in High Point?

Q22. How many years have you lived in High Point	Number	Percent
0-5	77	18.3 %
6-10	65	15.5 %
11-20	68	16.2 %
21-30	70	16.7 %
31+	124	29.5 %
Not provided	16	3.8 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Approximately how many years have you lived in High Point? (without "not provided")**

Q22. How many years have you lived in High Point	Number	Percent
0-5	77	19.1 %
6-10	65	16.1 %
11-20	68	16.8 %
21-30	70	17.3 %
31+	124	30.7 %
Total	404	100.0 %

Q23. Do you own or rent your current residence?

Q23. Do you own or rent your current residence	Number	Percent
Own	270	64.3 %
Rent	146	34.8 %
Not provided	4	1.0 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Do you own or rent your current residence? (without "not provided")**

Q23. Do you own or rent your current residence	Number	Percent
Own	270	64.9 %
Rent	146	35.1 %
Total	416	100.0 %

Q24. Including yourself, how many persons in your household are in each of the following age groups?

	Mean	Sum
number	2.5	991
Under age 5	0.1	49
Ages 5-19	0.3	136
Ages 20-34	0.4	166
Ages 35-49	0.5	204
Ages 50-64	0.5	221
Ages 65+	0.5	215

Q25. Which of the following best describes your race/ethnicity?

Q25. Your race/ethnicity	Number	Percent
Asian or Asian Indian	32	7.6 %
Black or African American	137	32.6 %
American Indian or Alaska Native	3	0.7 %
White or Caucasian	196	46.7 %
Native Hawaiian or other Pacific Islander	2	0.5 %
Hispanic, Spanish, or Latino/a/x	51	12.1 %
Other	3	0.7 %
Total	424	

Q25-7. Self-describe your race/ethnicity:

Q25-7. Self-describe your race/ethnicity	Number	Percent
Mixed	1	33.3 %
European	1	33.3 %
Multiple races	1	33.3 %
Total	3	100.0 %

Q26. What is your gender?

Q26. Your gender	Number	Percent
Male	203	48.3 %
Female	211	50.2 %
Not provided	6	1.4 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your gender? (without "not provided")**

Q26. Your gender	Number	Percent
Male	203	49.0 %
Female	211	51.0 %
Total	414	100.0 %

Q27. Which of the following best describes your current employment status?

Q27. Your current employment status	Number	Percent
Employed outside home	236	56.2 %
Employed in home/have a home-based business	37	8.8 %
Student	1	0.2 %
Retired	114	27.1 %
Not currently employed outside home	17	4.0 %
Not provided	15	3.6 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Which of the following best describes your current employment status? (without "not provided")**

Q27. Your current employment status	Number	Percent
Employed outside home	236	58.3 %
Employed in home/have a home-based business	37	9.1 %
Student	1	0.2 %
Retired	114	28.1 %
Not currently employed outside home	17	4.2 %
Total	405	100.0 %

Q27-1. What is the zip code where you work?

<u>Q27-1. Zip code where you work</u>	<u>Number</u>	<u>Percent</u>
27265	50	22.3 %
27262	36	16.1 %
27260	28	12.5 %
27263	13	5.8 %
27401	11	4.9 %
27410	11	4.9 %
27409	11	4.9 %
27284	9	4.0 %
27282	7	3.1 %
27360	7	3.1 %
27101	6	2.7 %
27402	3	1.3 %
27405	3	1.3 %
27406	3	1.3 %
27103	3	1.3 %
27407	2	0.9 %
27107	2	0.9 %
27268	2	0.9 %
27292	1	0.4 %
27235	1	0.4 %
27275	1	0.4 %
27295	1	0.4 %
27514	1	0.4 %
27204	1	0.4 %
27455	1	0.4 %
27377	1	0.4 %
27701	1	0.4 %
27703	1	0.4 %
27411	1	0.4 %
21265	1	0.4 %
27105	1	0.4 %
28202	1	0.4 %
27205	1	0.4 %
27127	1	0.4 %
27210	1	0.4 %
Total	224	100.0 %

Q28. Would you say your total annual household income is...

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	59	14.0 %
\$25K to \$49,999	85	20.2 %
\$50K to \$74,999	93	22.1 %
\$75K+	110	26.2 %
Not provided	73	17.4 %
Total	420	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Would you say your total annual household income is... (without "not provided")**

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	59	17.0 %
\$25K to \$49,999	85	24.5 %
\$50K to \$74,999	93	26.8 %
\$75K+	110	31.7 %
Total	347	100.0 %



Survey Instrument

Dear High Point Resident,

The City of High Point is requesting your help by providing us with your opinions about city government programs and services. Every two years, we ask a scientifically selected sample of High Point residents to complete the enclosed survey, which is designed to gather residents' feedback about current city government activities. The information requested in this survey will be used to improve our existing services and help determine future needs of High Point residents.

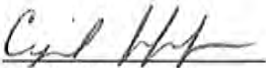
We sincerely appreciate your participation in completing this survey. We realize that this survey will take several minutes to complete, but every question is important. The time you invest will influence decisions made about the City's future.

Please return your completed survey within the next week using the postage-paid envelope provided. The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local governmental research. The results will be presented to the City after the survey data is compiled. Individual responses to the survey are confidential and will not be released to the City.

If you have any questions about the completion of this survey, please contact Meridith Martin in the City of High Point Budget and Evaluation Department at 336-883-8557.

Thank you again for your time and for participating in this survey.

Sincerely,


Cyril Jefferson,
Mayor


Tasha Logan Ford,
City Manager

2024 City of High Point Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call Meridith Martin at 336-883-8557. You can also complete the survey online at HighPointSurvey.org.



1. **Overall Satisfaction with City Services.** Please rate your overall satisfaction with major services provided by the City of High Point using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of fire services and fire department response to medical emergencies	5	4	3	2	1	9
03. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
04. Overall quality of library services	5	4	3	2	1	9
05. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
06. Overall maintenance of City streets, sidewalks, and infrastructure	5	4	3	2	1	9
07. Overall flow of traffic and the ease of getting around the City	5	4	3	2	1	9
08. Overall quality of trash, recycling and yard waste services	5	4	3	2	1	9
09. Overall quality of the City's stormwater management system	5	4	3	2	1	9
10. Overall quality of City water and sewer utilities	5	4	3	2	1	9
11. Overall quality of City electrical utility services	5	4	3	2	1	9
12. Overall appearance of City facilities	5	4	3	2	1	9
13. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
14. Overall effectiveness of City communication with the public	5	4	3	2	1	9
15. Overall quality of economic development	5	4	3	2	1	9

2. **Which THREE of the Overall City Services listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 1.]*

1st: _____ 2nd: _____ 3rd: _____

3. **Overall Perception of the City.** Several items that may influence your perception of the City of High Point are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

How would you rate the...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Overall image of the City	5	4	3	2	1	9
2. Overall as a place to live	5	4	3	2	1	9
3. Overall as a place to raise children	5	4	3	2	1	9
4. Overall as a place to work	5	4	3	2	1	9
5. Overall cultural and recreational opportunities	5	4	3	2	1	9
6. Overall quality of life	5	4	3	2	1	9
7. Overall quality of City services	5	4	3	2	1	9
8. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
9. Overall appearance of the City	5	4	3	2	1	9

4. **Public Safety and Emergency Services.** For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. How quickly police respond to emergencies	5	4	3	2	1	9
02. City efforts to reduce neighborhood street level drugs, prostitution, and other crimes	5	4	3	2	1	9
03. Visibility of police in neighborhoods	5	4	3	2	1	9
04. Visibility of police in retail areas	5	4	3	2	1	9
05. Professionalism of police officers	5	4	3	2	1	9
06. City efforts to enforce local traffic laws such as speeding	5	4	3	2	1	9
07. Quality of animal control	5	4	3	2	1	9
08. How quickly fire personnel respond to emergencies	5	4	3	2	1	9
09. Fire building inspection program	5	4	3	2	1	9
10. Adequacy of fire protection for your property	5	4	3	2	1	9
11. Professionalism of fire personnel	5	4	3	2	1	9
12. City efforts to ensure the community is prepared for a natural disaster or crisis	5	4	3	2	1	9
13. City public safety education programs (police and fire), including school-based programs	5	4	3	2	1	9
14. Adequacy of the City's 911 center	5	4	3	2	1	9

5. Which THREE of the Public Safety and Emergency Services listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 4.]*

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

6. **Perceptions of Safety.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel in...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Your neighborhood during the day	5	4	3	2	1	9
2. Your neighborhood during the night	5	4	3	2	1	9
3. Retail shopping areas of the City	5	4	3	2	1	9
4. The Core City area around Main Street	5	4	3	2	1	9
5. City parks and greenways	5	4	3	2	1	9
6. Overall feeling of safety in High Point	5	4	3	2	1	9

7. Are there any areas of town where you do not feel safe?

____(1) Yes ____ (2) No *[Skip to Q8.]*

- 7a. If there are areas of town where you do not feel safe, where are they?

- 7b. If there are areas of town where you do not feel safe, why do you not feel safe there?

8. **Neighborhood Services.** For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Enforcement of the clean-up of junk cars and debris on private property	5	4	3	2	1	9
02.	Enforcement of the mowing and cutting of weeds on private property	5	4	3	2	1	9
03.	Enforcement of sign regulations	5	4	3	2	1	9
04.	Enforcement of the repair of substandard housing	5	4	3	2	1	9
05.	Enforcement of the removal of dilapidated housing	5	4	3	2	1	9
06.	Appearance of your neighborhood	5	4	3	2	1	9
07.	Availability of programs to assist with home ownership like education and down payment assistance	5	4	3	2	1	9
08.	City's efforts to manage (plan for) growth	5	4	3	2	1	9
09.	Availability of affordable rental housing	5	4	3	2	1	9
10.	Availability of affordable housing for purchase	5	4	3	2	1	9
11.	Quality of public housing	5	4	3	2	1	9

9. Which **THREE** of the Neighborhood Services listed above do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 8.]*

1st: _____ 2nd: _____ 3rd: _____

10. **Transportation and Roadway Services.** For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Ease of getting across town in High Point	5	4	3	2	1	9
02.	Ease of traveling from your home to regional roadways	5	4	3	2	1	9
03.	Traffic signal coordination on major City streets	5	4	3	2	1	9
04.	Maintenance of street signs	5	4	3	2	1	9
05.	Availability of pedestrian walkways/sidewalks	5	4	3	2	1	9
06.	Maintenance of sidewalks	5	4	3	2	1	9
07.	Condition/maintenance of major City streets	5	4	3	2	1	9
08.	Condition/Maintenance of streets in your neighborhood	5	4	3	2	1	9
09.	Landscaping of medians and public areas along major City streets	5	4	3	2	1	9
10.	Adequacy of City street lighting	5	4	3	2	1	9
11.	Availability of public transportation services	5	4	3	2	1	9
12.	Availability of elderly and handicapped van service	5	4	3	2	1	9
13.	Availability of regional transportation links	5	4	3	2	1	9

11. Which **THREE** of the Transportation and Roadway Services listed above do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 10.]*

1st: _____ 2nd: _____ 3rd: _____

12. **Environmental and Utility Services.** For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Residential trash collection service	5	4	3	2	1	9
02. Curbside recycling service	5	4	3	2	1	9
03. Leaf, yard waste and brush removal services	5	4	3	2	1	9
04. Bulk trash pickup/removal service (old furniture, appliances, etc.)	5	4	3	2	1	9
05. Efforts to rebuild and maintain the wastewater collection system	5	4	3	2	1	9
06. Reliability of water service	5	4	3	2	1	9
07. Water pressure in your home	5	4	3	2	1	9
08. Taste/Odor of your drinking water	5	4	3	2	1	9
09. Overall value that you receive for water and wastewater utility rates	5	4	3	2	1	9
10. Cleanliness/Maintenance of stormwater drains in your neighborhood	5	4	3	2	1	9
11. Reliability of City electrical service	5	4	3	2	1	9
12. How quickly the City restores power after an unplanned outage	5	4	3	2	1	9
13. Overall value you receive for electrical utility rates	5	4	3	2	1	9
14. How well the City keeps you informed about planned disruptions to your utility service	5	4	3	2	1	9
15. Courtesy of field employees	5	4	3	2	1	9

13. Which THREE of the Environmental and Utility Services listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

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

For the last four years the City has focused on citywide cleanup efforts through our Keep High Point Beautiful effort. These programs have included the High Point Big Sweep event in the spring, the Great American Cleanup effort in the fall, and Adopt-a-Street and Adopt-a-Stream programs.

14. Are you aware of these programs? ____ (1) Yes ____ (2) No [Skip to Q15.]

14a. Have you participated in one of these programs? ____ (1) Yes ____ (2) No

15. **City Communication.** For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City efforts to keep you informed about local issues	5	4	3	2	1	9
2. Quality of the City's government activities channel (TW cable channel 8)	5	4	3	2	1	9
3. Quality of online subscription services	5	4	3	2	1	9
4. Quality of the City's website	5	4	3	2	1	9
5. Quality of utility bill inserts	5	4	3	2	1	9
6. Quality of printed materials	5	4	3	2	1	9
7. General availability of information about City programs and services	5	4	3	2	1	9

- 16. Culture and Recreation Services.** For each of the following, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Appearance/Maintenance of City parks	5	4	3	2	1	9
02. Number of City parks	5	4	3	2	1	9
03. Availability of walking/biking trails in the City	5	4	3	2	1	9
04. Quality and availability of outdoor athletic fields (e.g., baseball, soccer, softball)	5	4	3	2	1	9
05. Recreation centers and programs for youth	5	4	3	2	1	9
06. Recreation centers and programs for adults including seniors	5	4	3	2	1	9
07. Life-long sport programs like golf/tennis	5	4	3	2	1	9
08. Aquatic based programs like fishing, boating, swimming pools, splash pads	5	4	3	2	1	9
09. Special events and festivals in the City	5	4	3	2	1	9
10. Receiving information on parks and recreation programs	5	4	3	2	1	9
11. Hours of operation and services provided by the public library	5	4	3	2	1	9
12. Amount and variety of books and other materials in the public library	5	4	3	2	1	9
13. Number of public use computers in the library	5	4	3	2	1	9
14. Public library programs like story time, book clubs or genealogy services	5	4	3	2	1	9
15. High Point Museum programs and facilities	5	4	3	2	1	9
16. Variety and quality of events held at the High Point Theatre	5	4	3	2	1	9
17. Parking and access to the Theatre	5	4	3	2	1	9

- 17. Which THREE of the Cultural and Recreation Services listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]**

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

- 18. Customer Service.** Have you contacted the City during the past year?

____(1) Yes ____ (2) No [Skip to Q19.]

- 18a. Using a scale of 1 to 5, where 5 means "Always" and 1 means "Never," please rate how often City employees (not elected officials) display the following behaviors.**

Customer Service Characteristics	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were courteous and polite	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They did what they said they would do in a timely manner	5	4	3	2	1	9
4. They helped you resolve your issue to your satisfaction	5	4	3	2	1	9
5. It was easy to contact the person you needed	5	4	3	2	1	9
6. Services were provided at a time that was accommodating to your schedule	5	4	3	2	1	9

19. **Quality of Life.** Several reasons for deciding where to live are listed below. Using a scale of 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in High Point.

The Reasons for Choosing a Community to Live in...		Very Important	Somewhat Important	Not Sure	Unimportant	Are your needs being met in High Point?	
01.	Sense of community	4	3	2	1	Yes	No
02.	Quality of public education	4	3	2	1	Yes	No
03.	Employment opportunities (proximity to job)	4	3	2	1	Yes	No
04.	Types of housing	4	3	2	1	Yes	No
05.	Quality of housing	4	3	2	1	Yes	No
06.	Access to quality shopping	4	3	2	1	Yes	No
07.	Availability of parks and recreation opportunities	4	3	2	1	Yes	No
08.	Proximity to family and friends	4	3	2	1	Yes	No
09.	Safety and security	4	3	2	1	Yes	No
10.	Accessibility to airport and other communities	4	3	2	1	Yes	No
11.	Educational opportunities for preschool age children	4	3	2	1	Yes	No
12.	Quality health care	4	3	2	1	Yes	No
13.	Public transportation (bus)	4	3	2	1	Yes	No
14.	Opportunities and/or resources for senior citizens	4	3	2	1	Yes	No

20. **City Issues.** Please rate the importance of the following issues to the City of High Point using a scale of 1 to 5, where 5 means "Very Important" and 1 means "Very Unimportant":

How important are the following to the City of High Point?		Very Important	Important	Neutral	Unimportant	Very Unimportant	Don't Know
01.	The future well-being of the Furniture Market	5	4	3	2	1	9
02.	Providing incentives to attract and retain businesses and industries	5	4	3	2	1	9
03.	The future well-being of High Point University	5	4	3	2	1	9
04.	Providing incentives to attract and retain new retail development and restaurants	5	4	3	2	1	9
05.	Providing incentives to attract new full-time private sector jobs	5	4	3	2	1	9
06.	Strengthening High Point's image through targeted marketing	5	4	3	2	1	9
07.	Public/Private partnerships to encourage Core City revitalization	5	4	3	2	1	9
08.	Availability of high quality affordable housing in a neighborhood near you	5	4	3	2	1	9
09.	Providing a facility for community arts programs	5	4	3	2	1	9
10.	Increasing local tax support to expand public transportation bus routes and hours	5	4	3	2	1	9
11.	Providing a new full service senior activity center	5	4	3	2	1	9

21. **How often do you typically go outside High Point City limits to shop?**

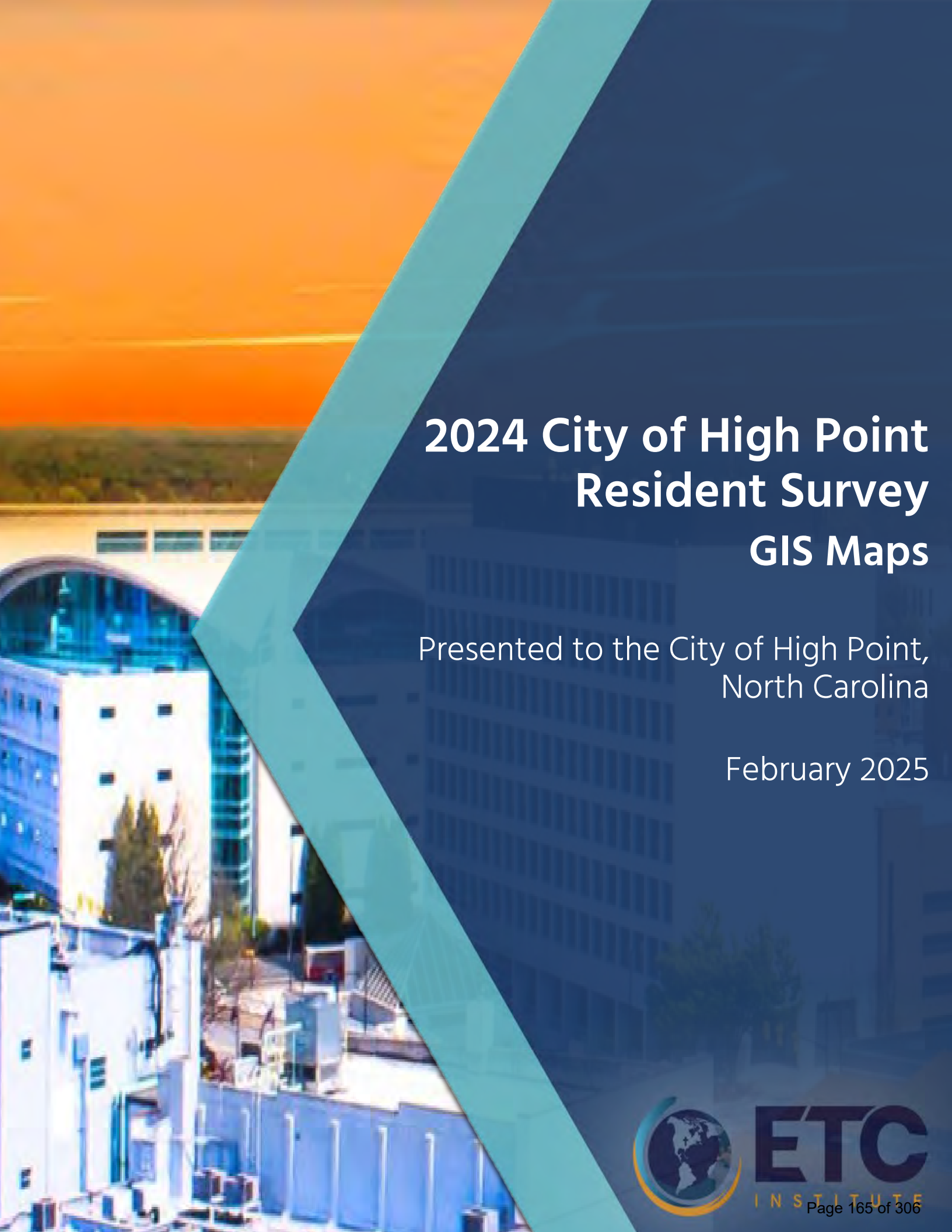
____ (1) Every day ____ (3) At least once a week ____ (5) A few times per year
 ____ (2) A few times per week ____ (4) A few times per month ____ (6) Seldom or never

Demographics

22. Approximately how many years have you lived in High Point? _____ years
23. Do you own or rent your current residence? _____(1) Own _____(2) Rent
24. Including yourself, how many persons in your household are in each of the following age groups?
Under age 5: _____ Ages 20-34: _____ Ages 50-64: _____
Ages 5-19: _____ Ages 35-49: _____ Ages 65+: _____
25. Which of the following best describes your race/ethnicity? *[Check all that apply.]*
_____(01) Asian or Asian Indian _____(05) Native Hawaiian or other Pacific Islander
_____(02) Black or African American _____(06) Hispanic, Spanish, or Latino/a/x
_____(03) American Indian or Alaska Native _____(99) Other: _____
_____(04) White or Caucasian
26. What is your gender? _____(1) Male _____(2) Female
27. Which of the following best describes your current employment status?
_____(1) Employed outside the home _____(3) Student
_____ *[What is the zip code where you work? _____]* _____(4) Retired
_____(2) Employed in the home/have a home-based business _____(5) Not currently employed outside the home
28. Would you say your total annual household income is...
_____(1) Under \$25,000 _____(2) \$25,000 to \$49,999 _____(3) \$50,000 to \$74,999 _____(4) \$75,000 or more
29. Would you be willing to participate in future surveys sponsored by the City of High Point?
_____(1) Yes *[Answer Q29a.]* _____(2) No
- 29a. Please provide your contact information.
Mobile Phone Number: _____
Email Address: _____

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 problems with City services. If your address is not correct, please provide the correct information. Thank you.



2024 City of High Point Resident Survey GIS Maps

Presented to the City of High Point,
North Carolina

February 2025



ETC
INSTITUTE

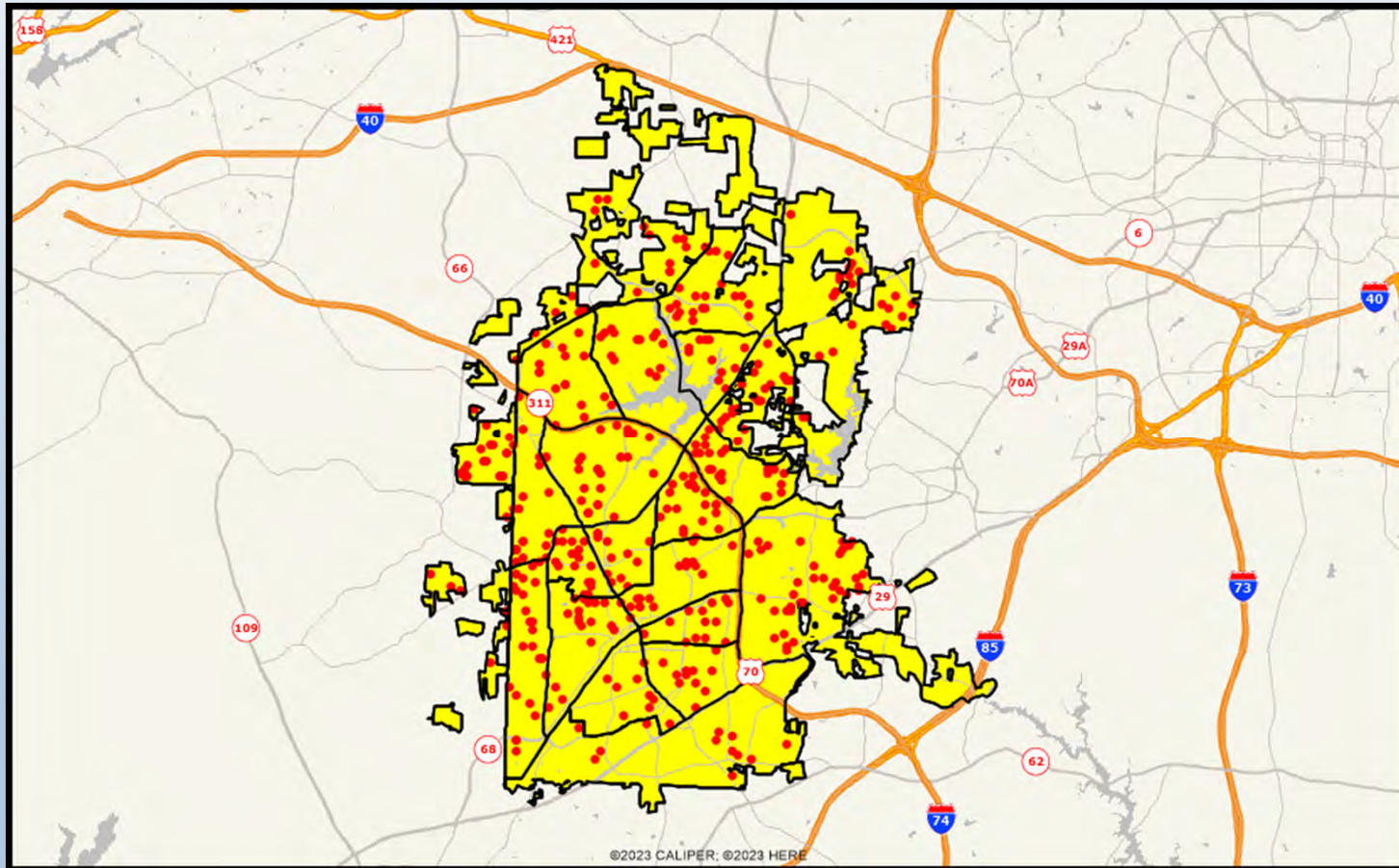
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

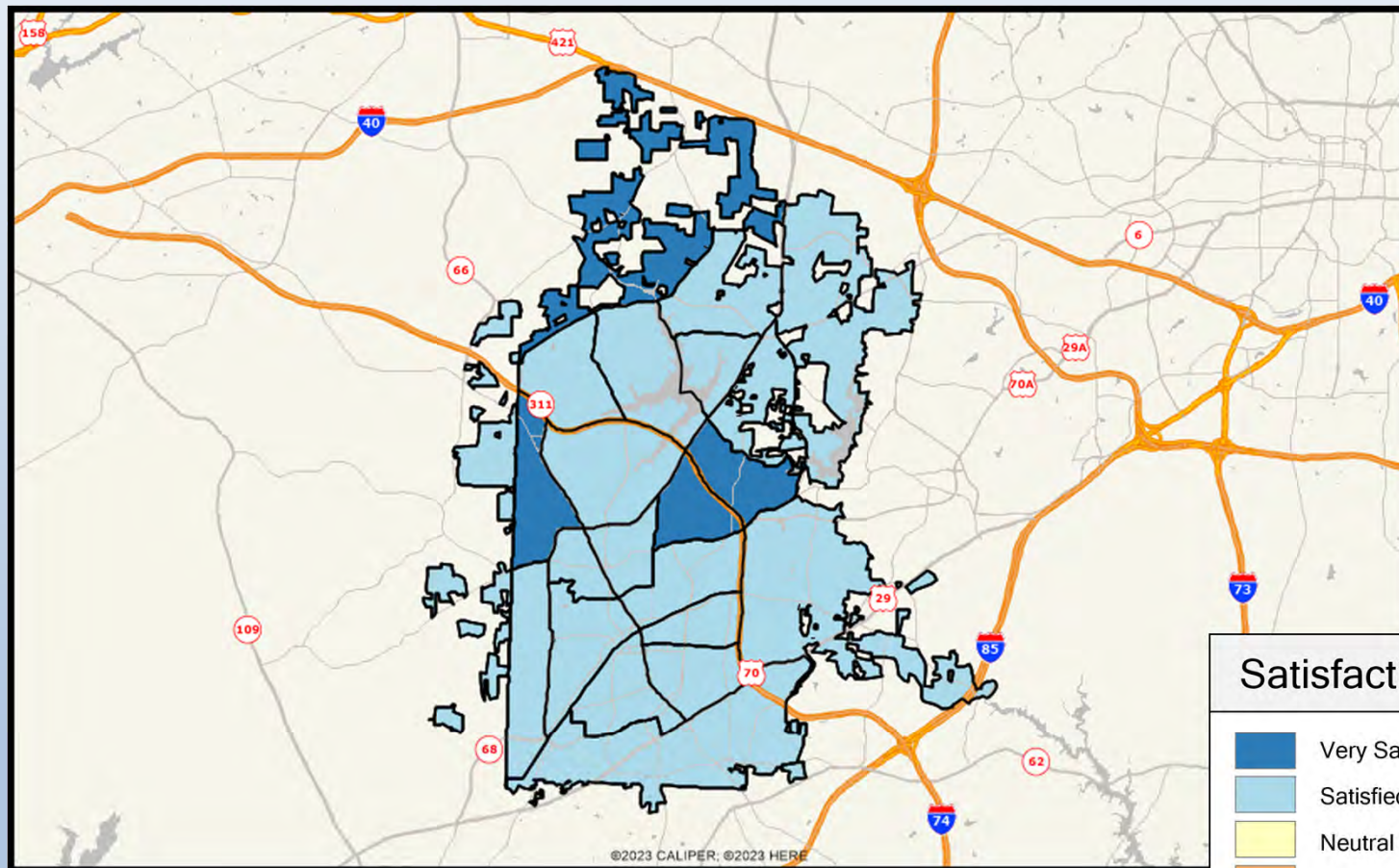
When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

Location of Respondents (Boundaries by Census Block Group)



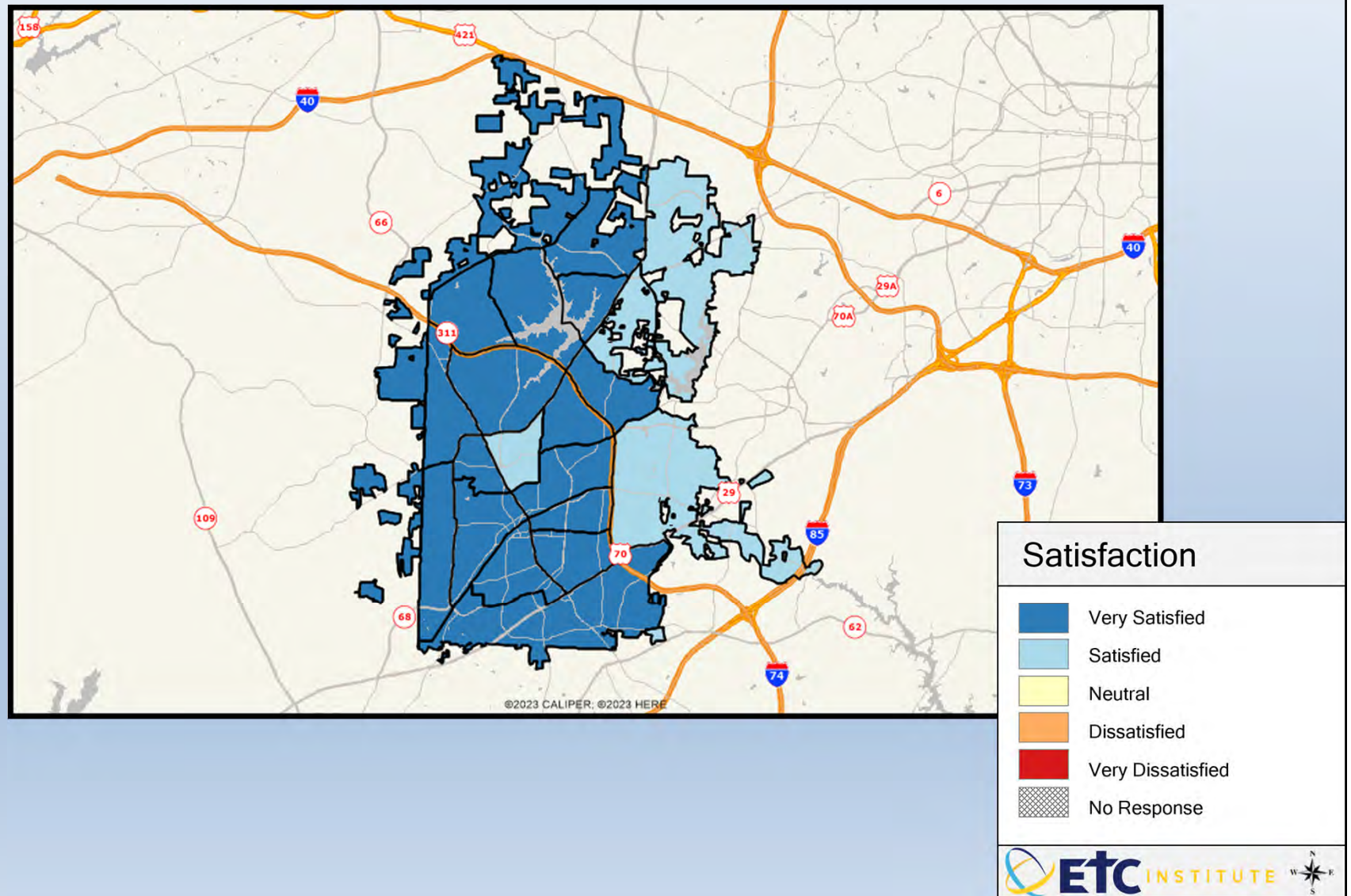
Q1-01. Overall quality of police services



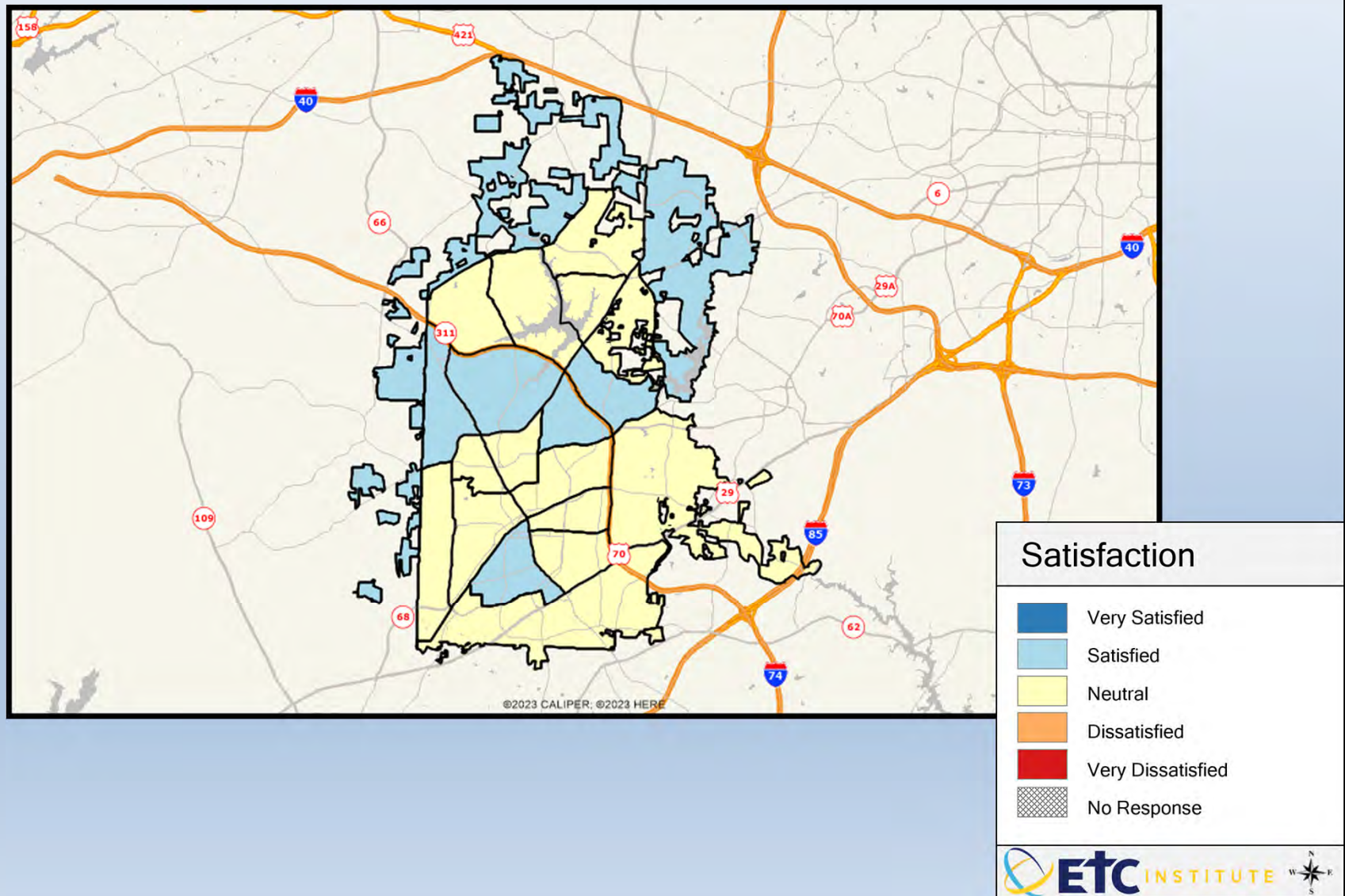
Satisfaction



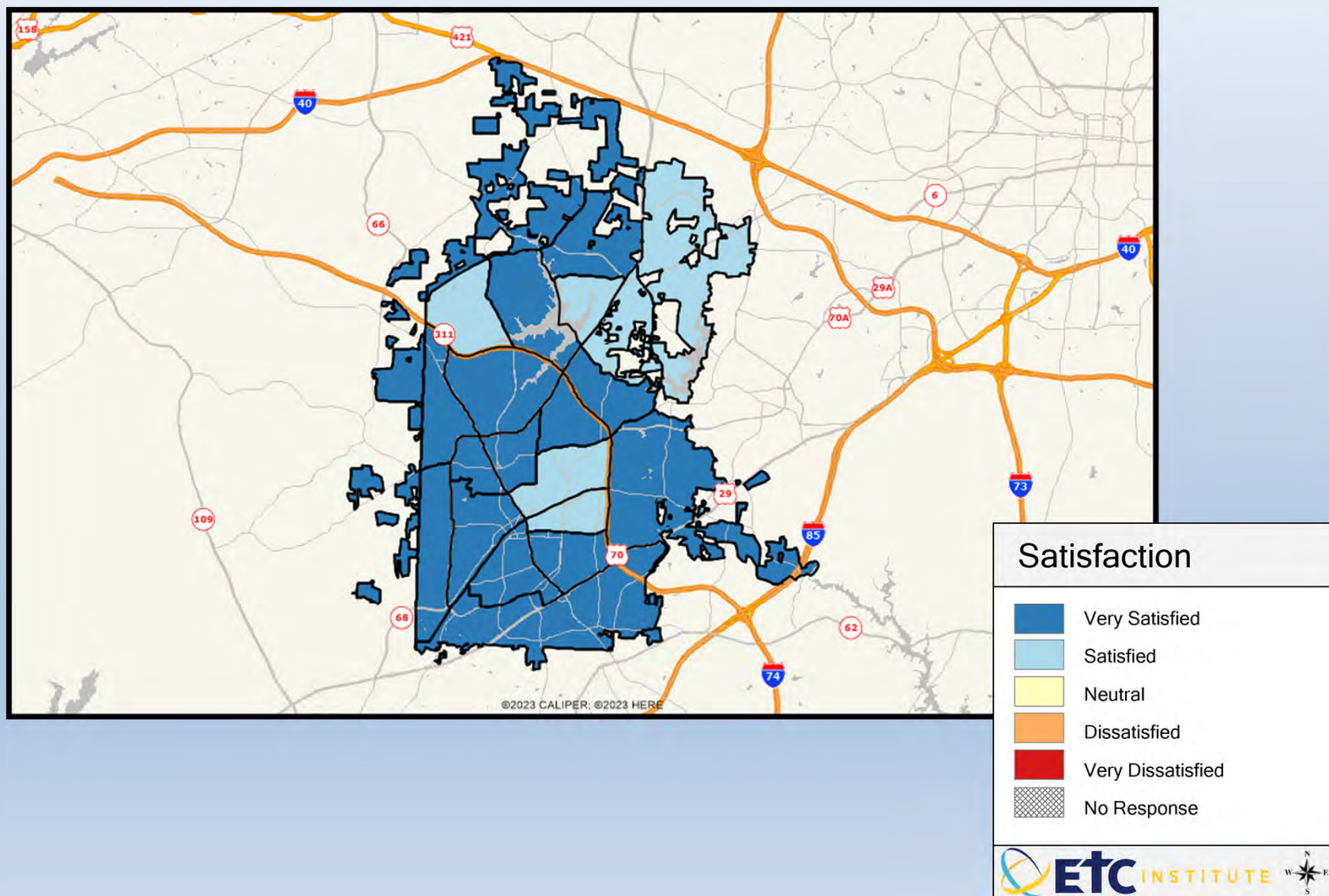
Q1-02. Overall quality of fire services and fire department response to medical emergencies



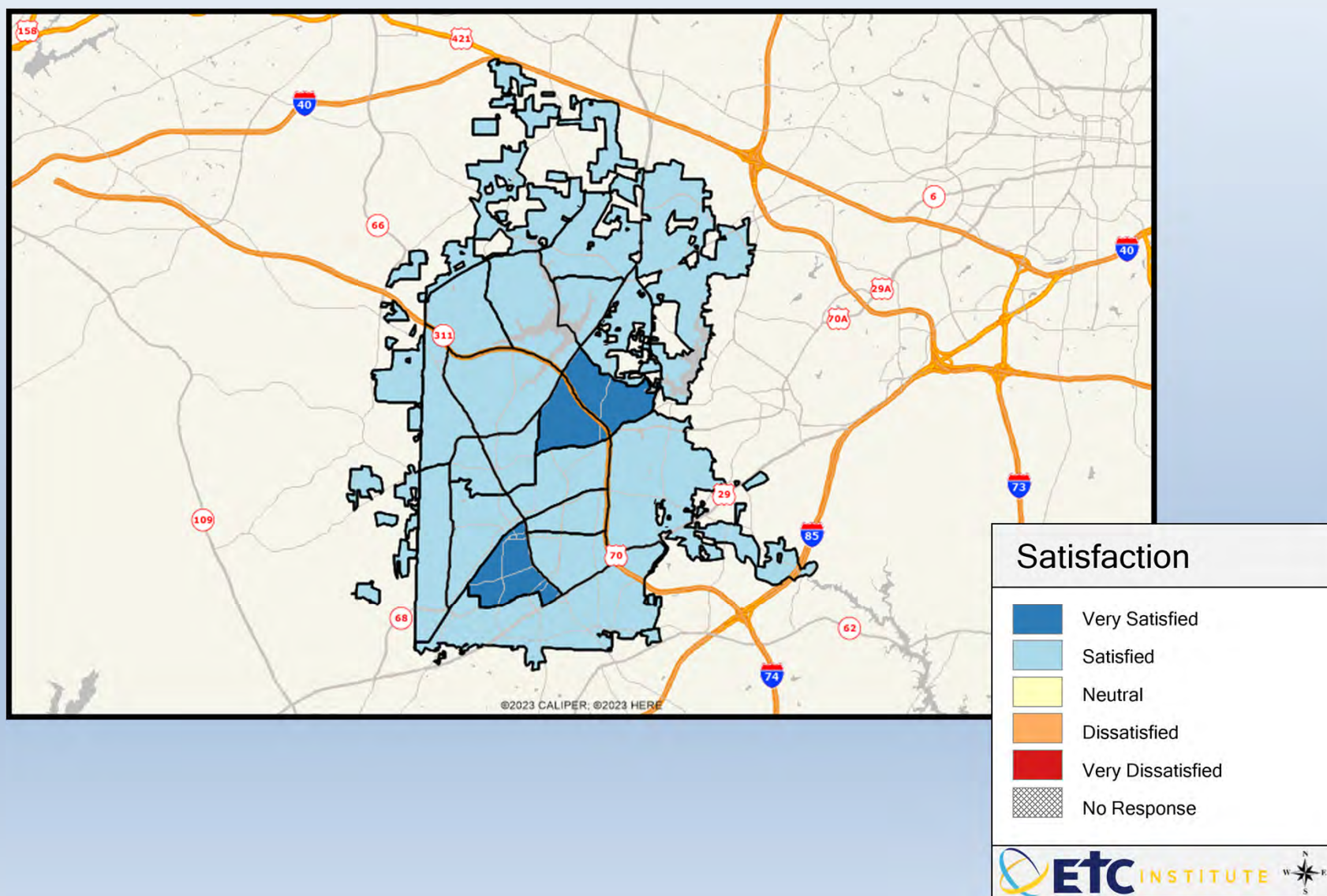
Q1-03. Overall enforcement of City codes and ordinances



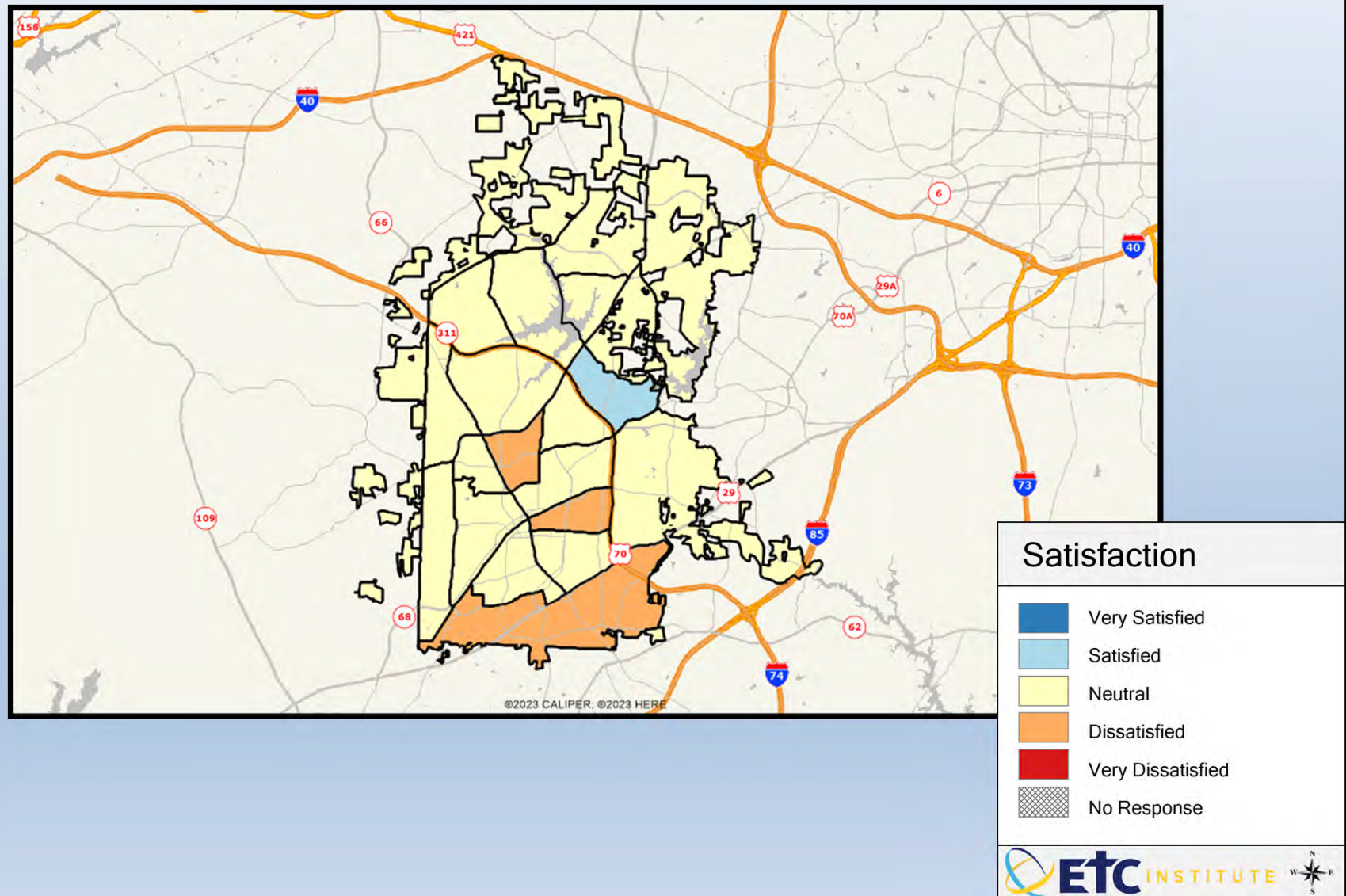
Q1-04. Overall quality of library services



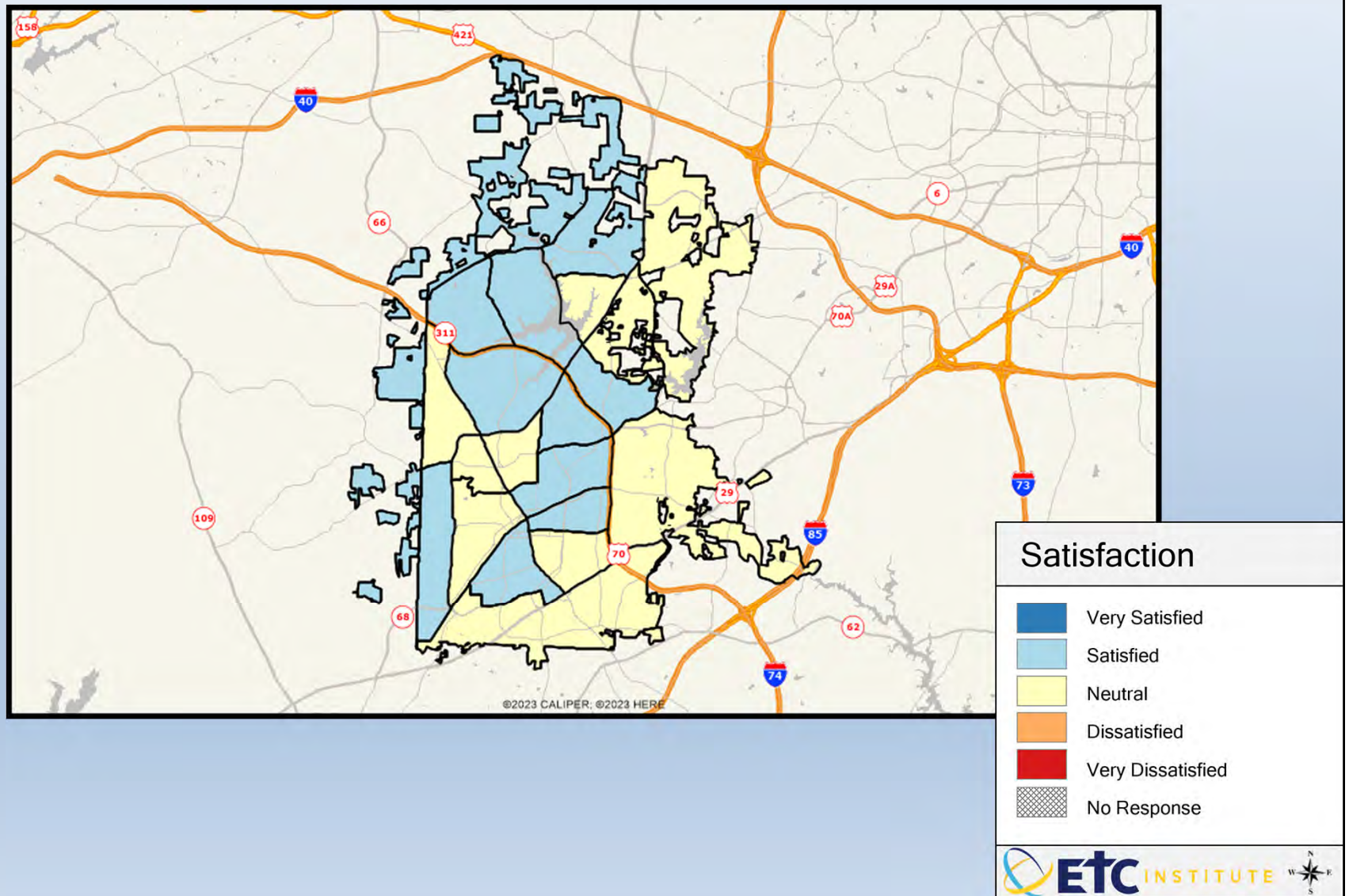
Q1-05. Overall quality of City parks and recreation programs and facilities



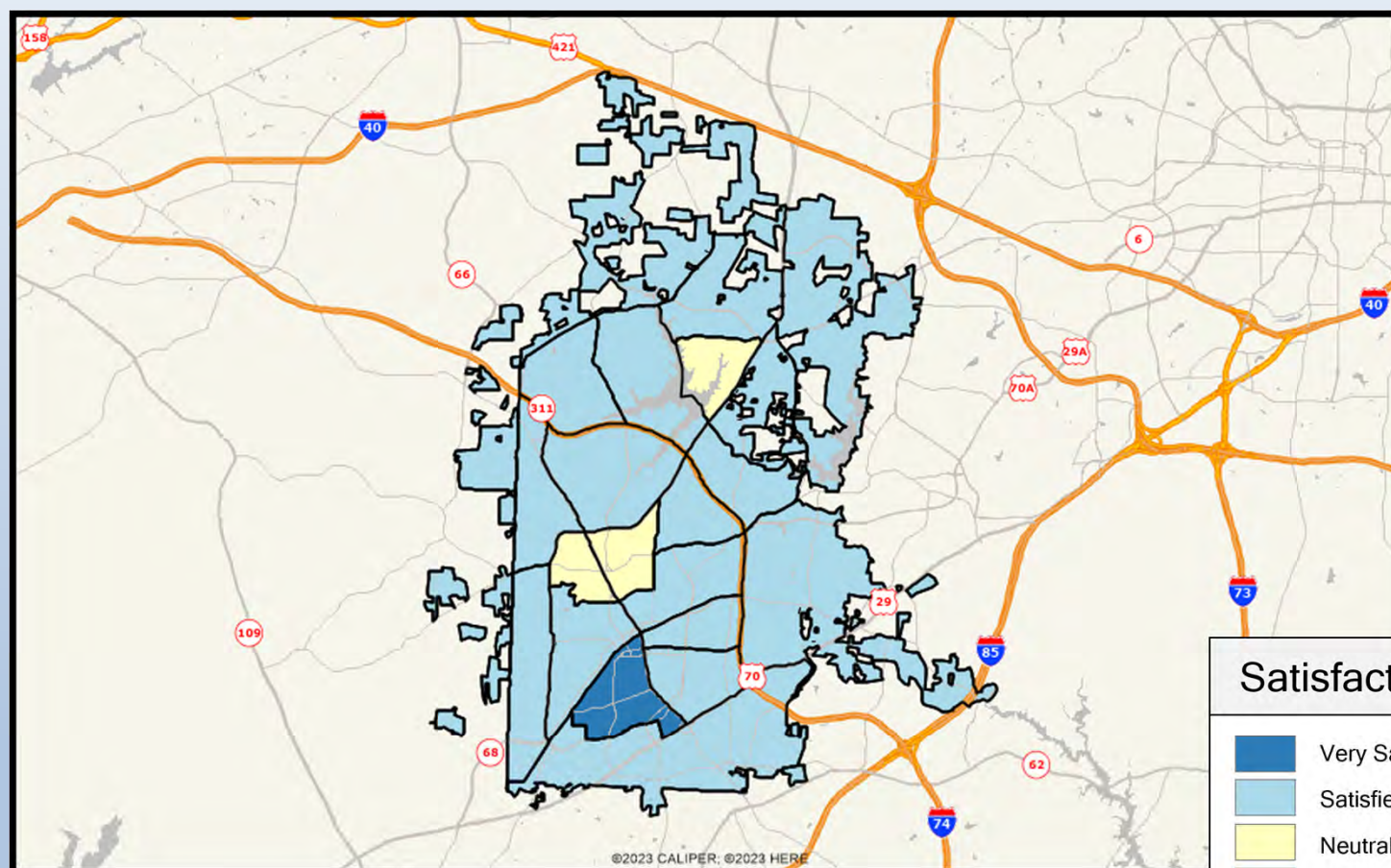
Q1-06. Overall maintenance of City streets, sidewalks, and infrastructure



Q1-07. Overall flow of traffic and the ease of getting around the City



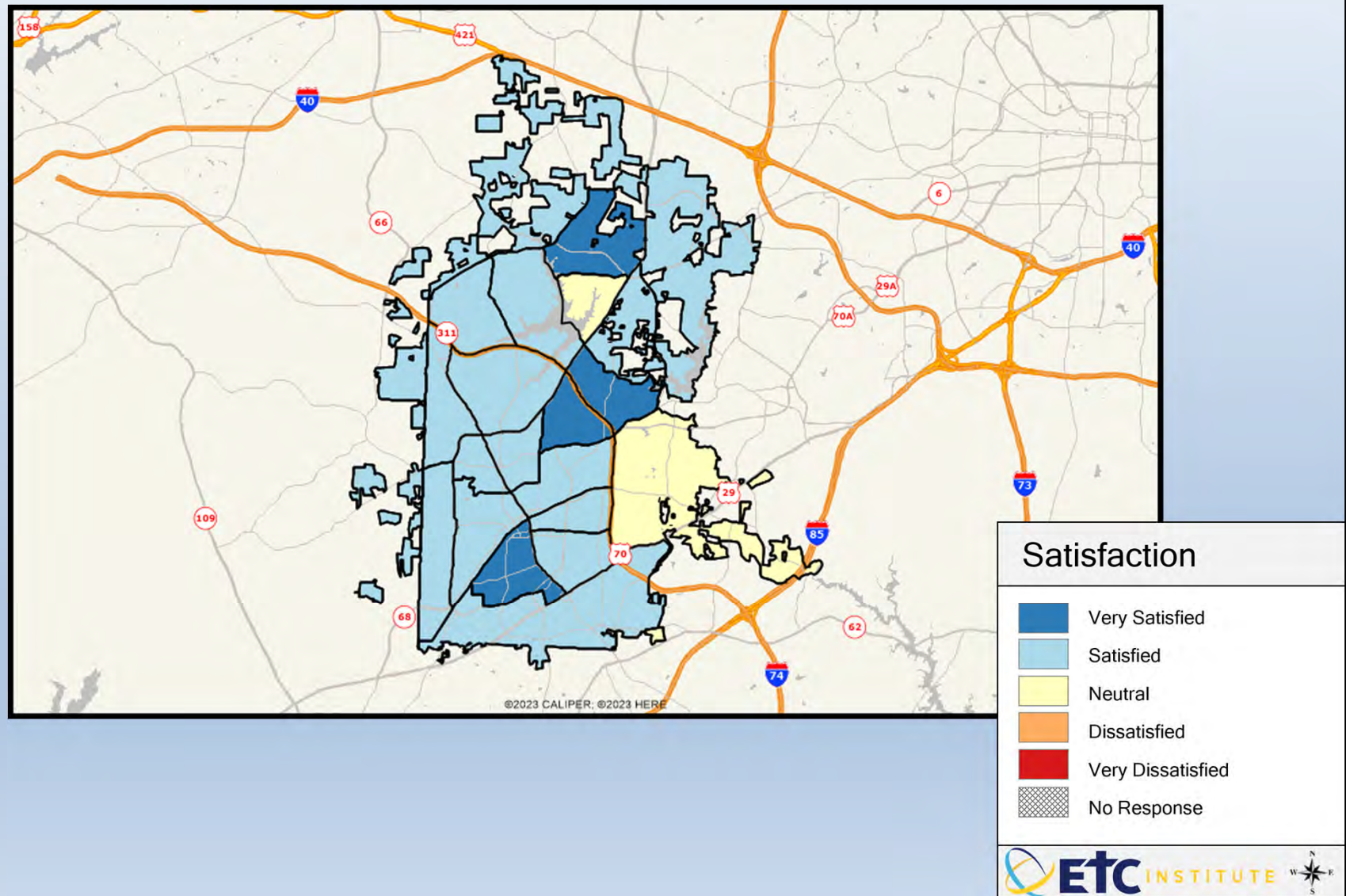
Q1-08. Overall quality of trash, recycling and yard waste services



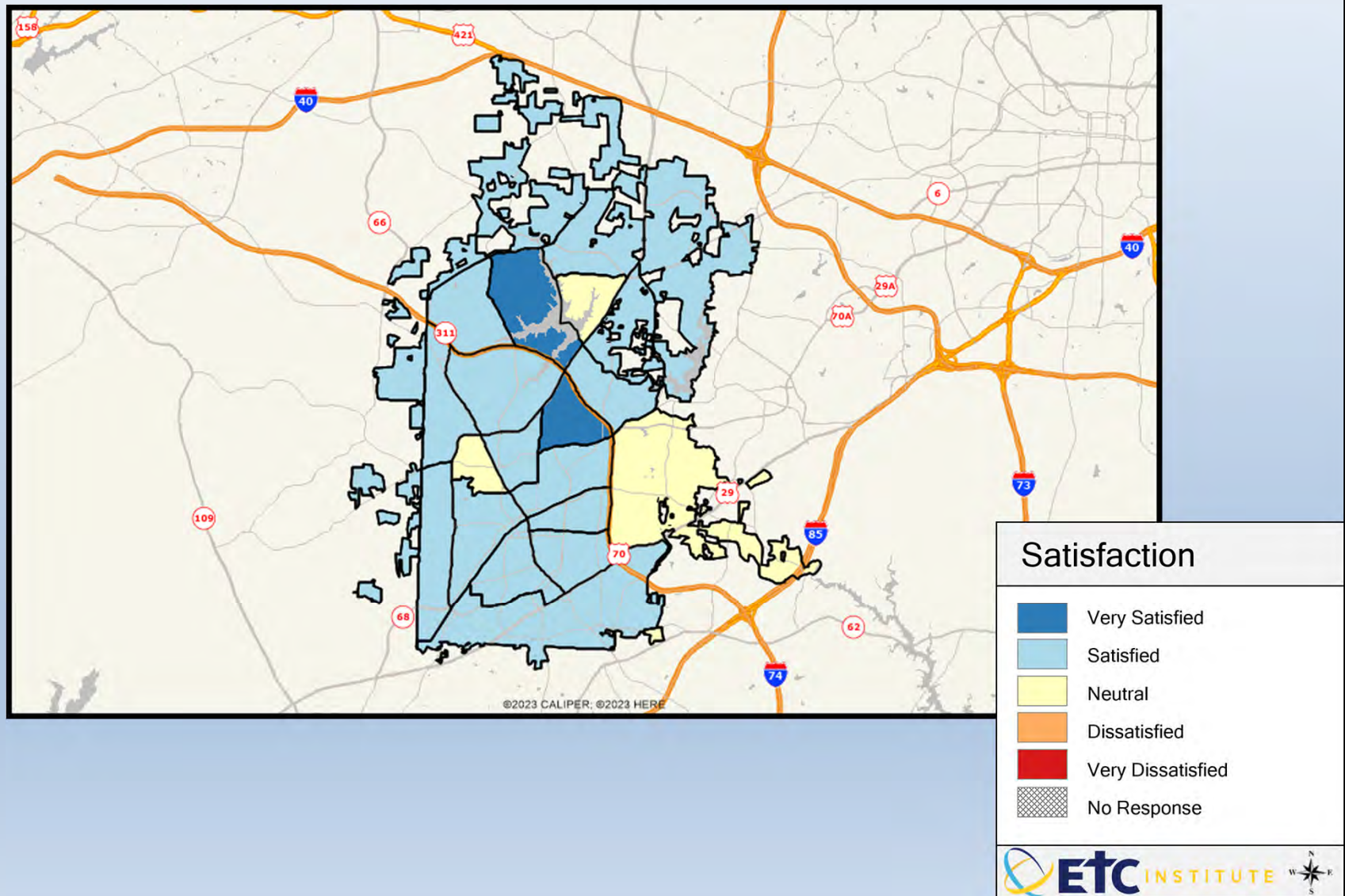
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

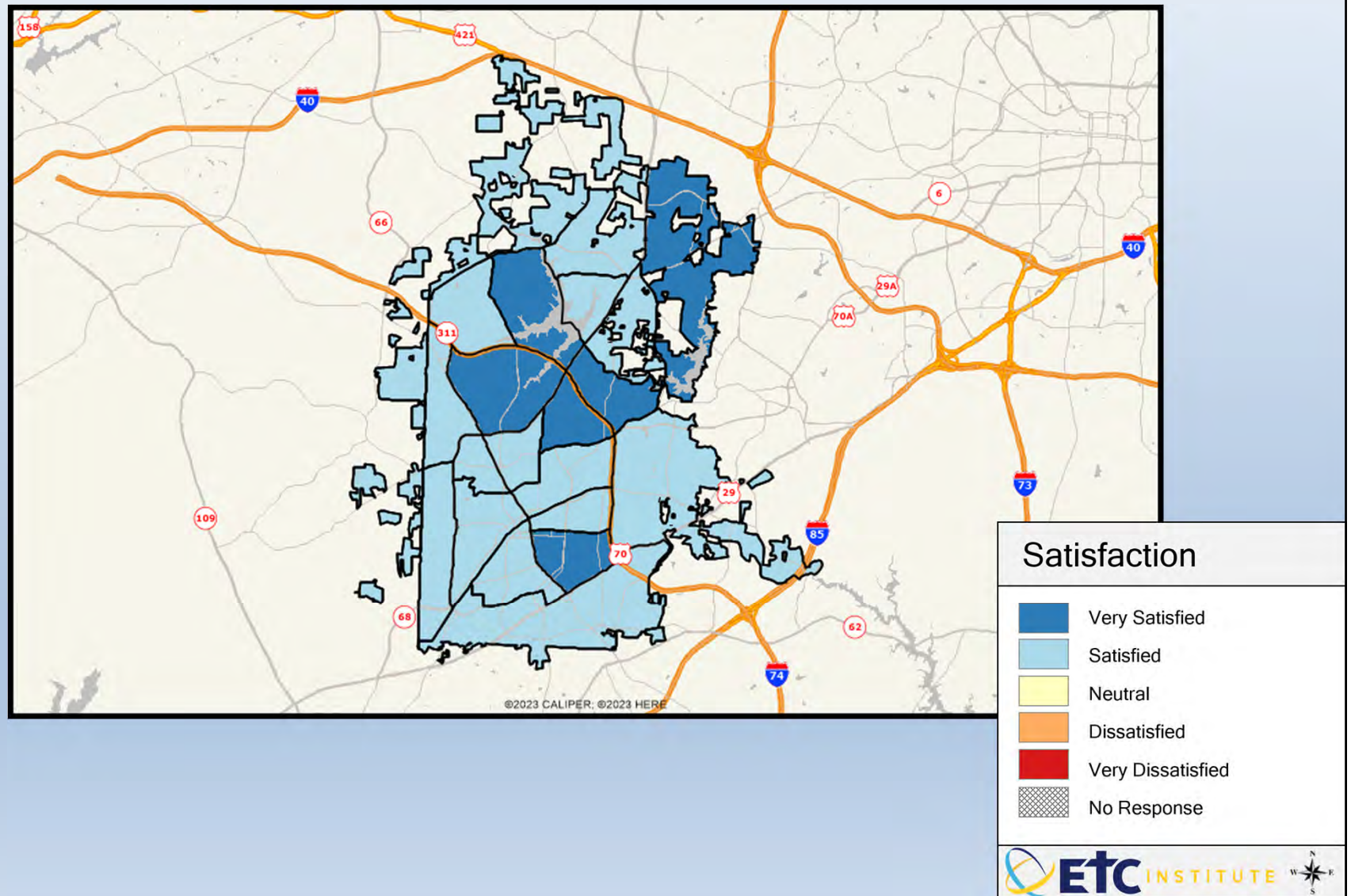
Q1-09. Overall quality of the City's stormwater management system



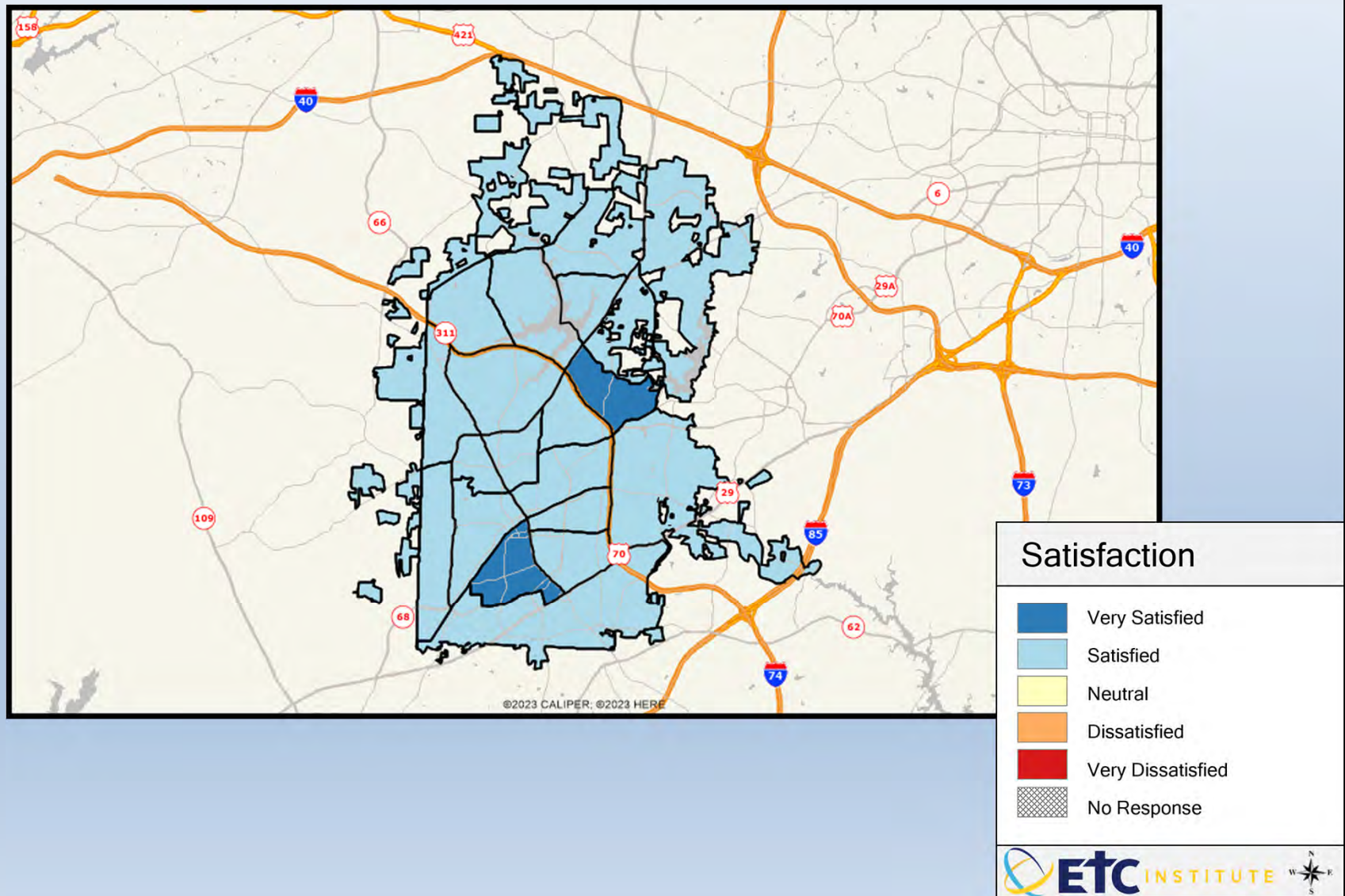
Q1-10. Overall quality of City water and sewer utilities



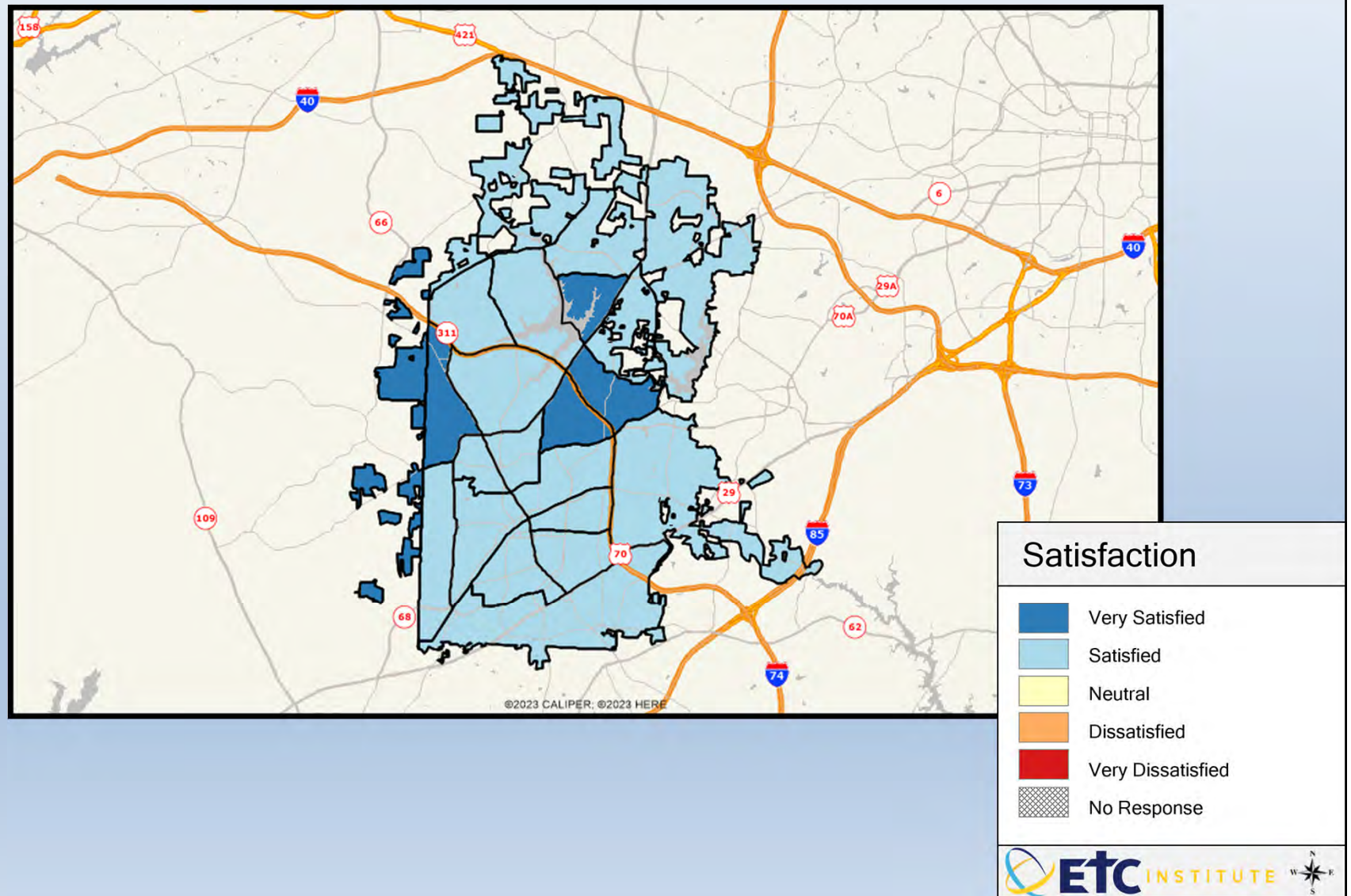
Q1-11. Overall quality of City electrical utility services



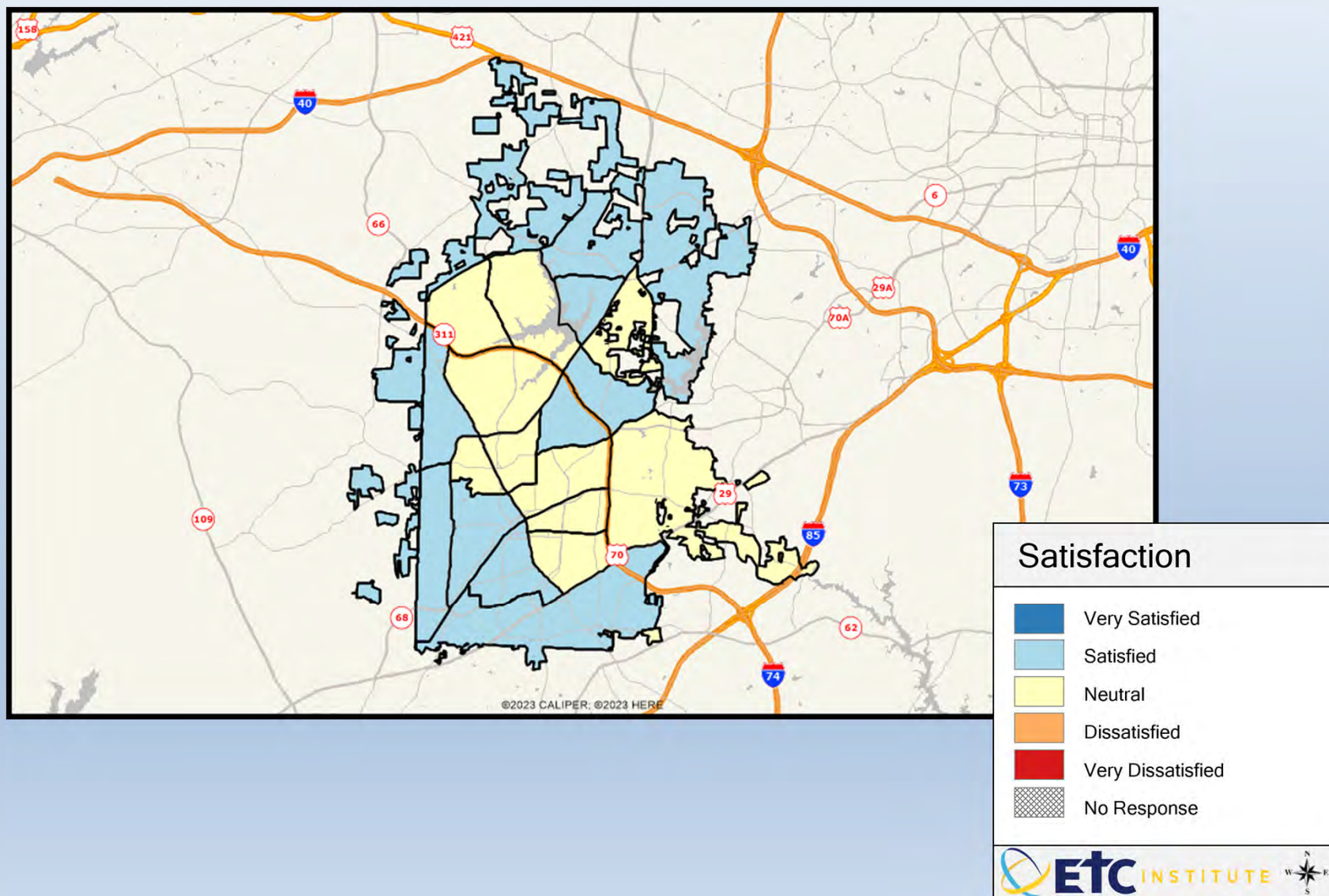
Q1-12. Overall appearance of City facilities



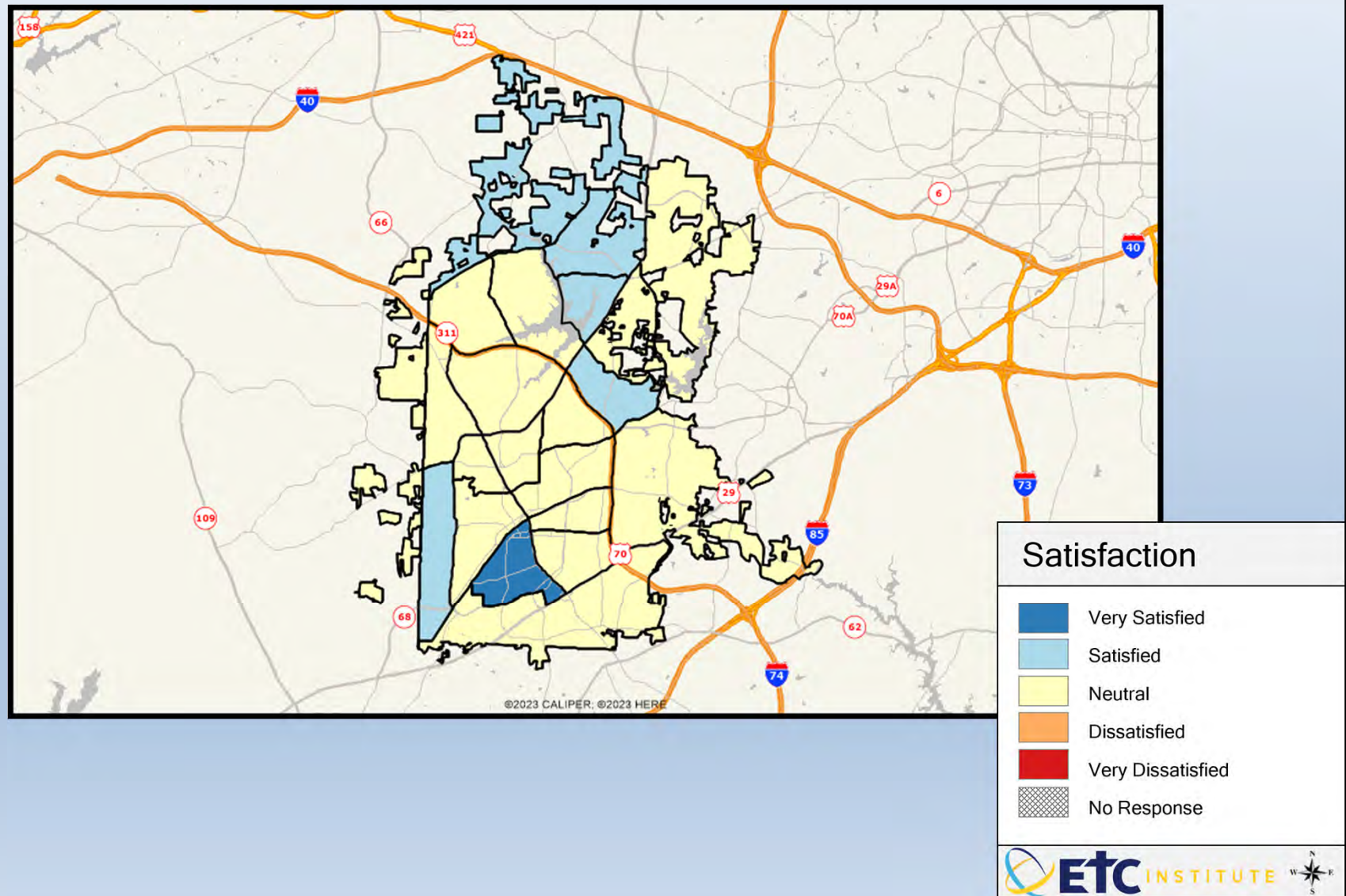
Q1-13. Overall quality of customer service you receive from City employees



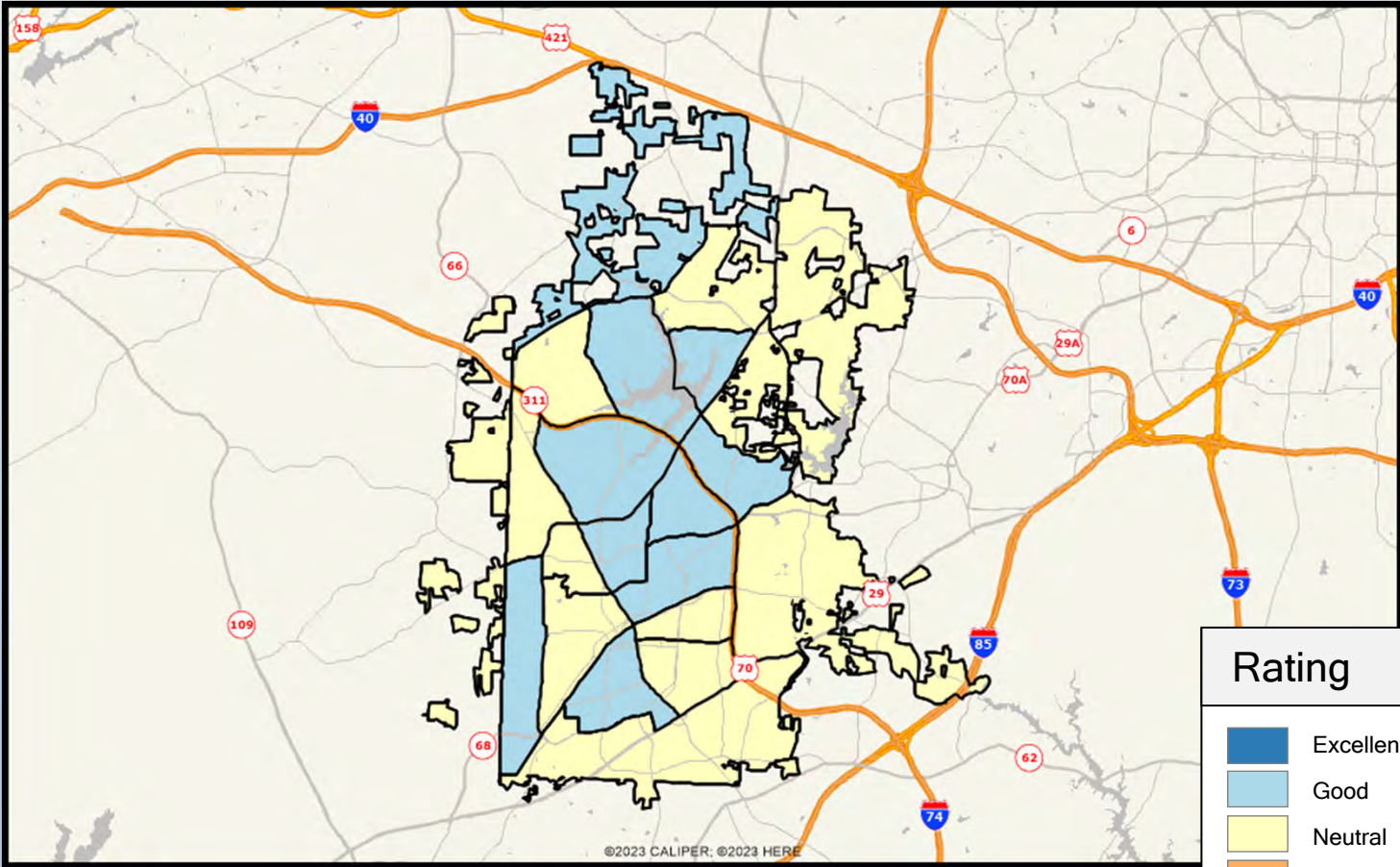
Q1-14. Overall effectiveness of City communication with the public



Q1-15. Overall quality of economic development



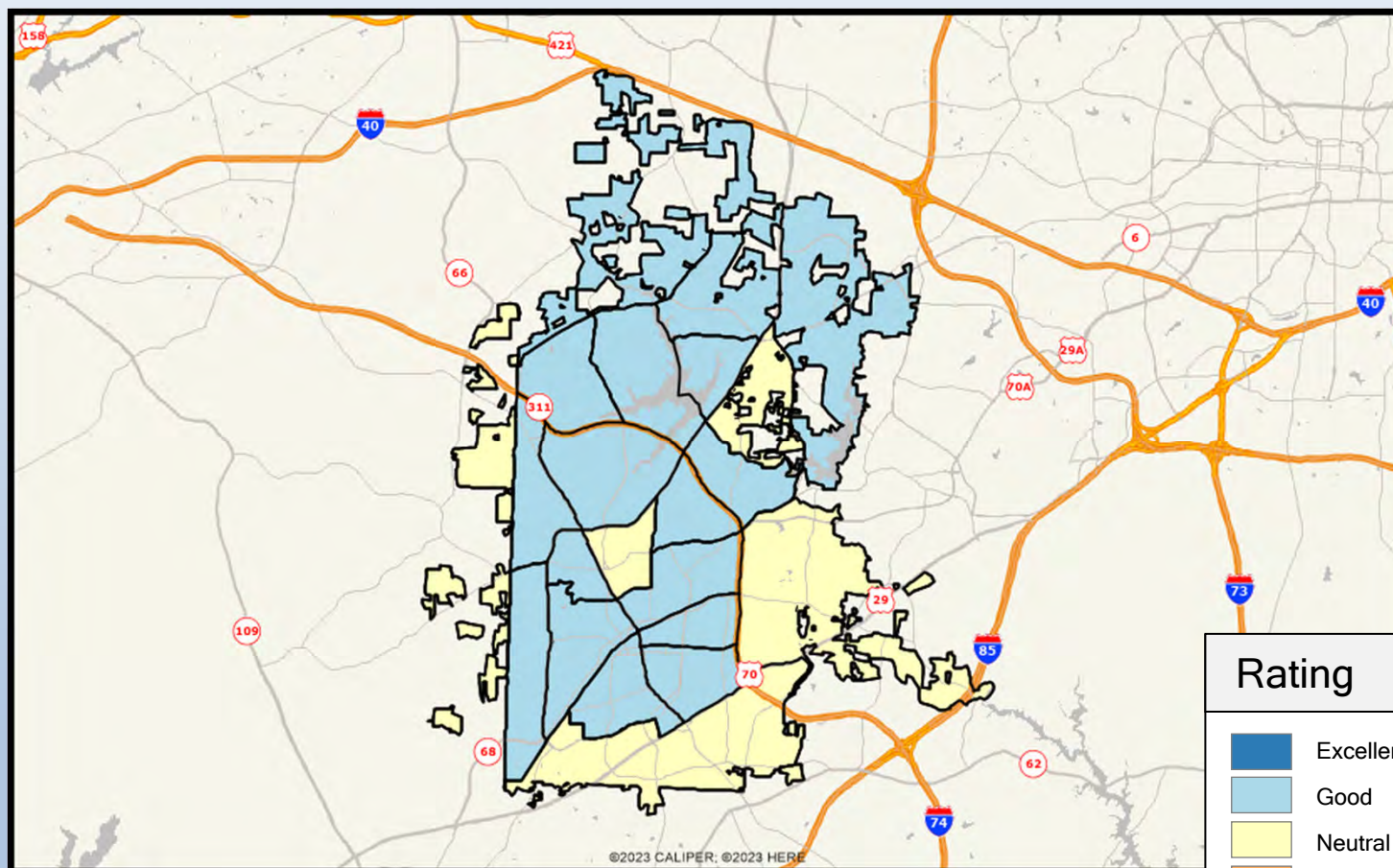
Q3-01. Overall image of the City



Rating

	Excellent
	Good
	Neutral
	Below Average
	Poor
	No Response

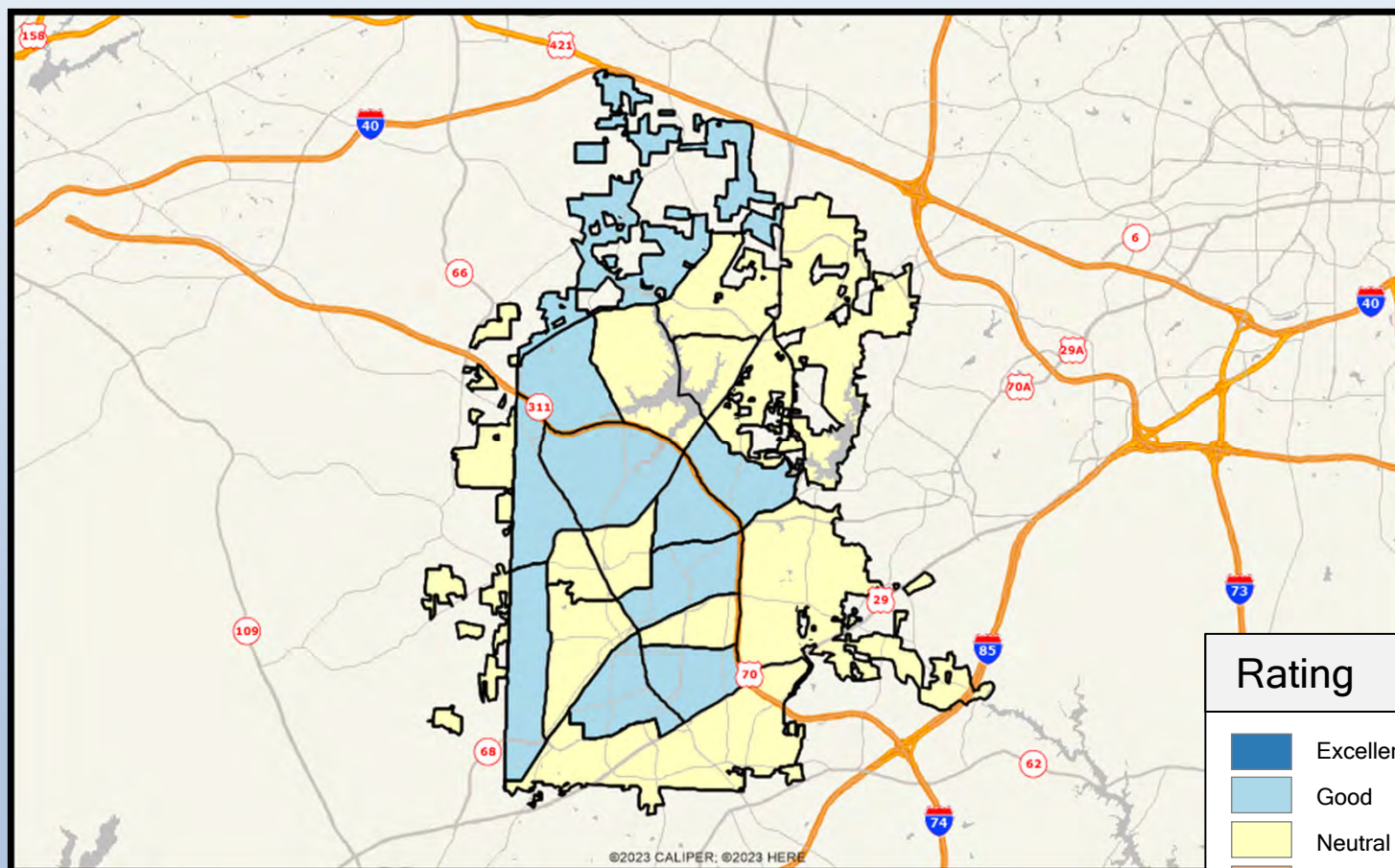
Q3-02. Overall as a place to live



Rating



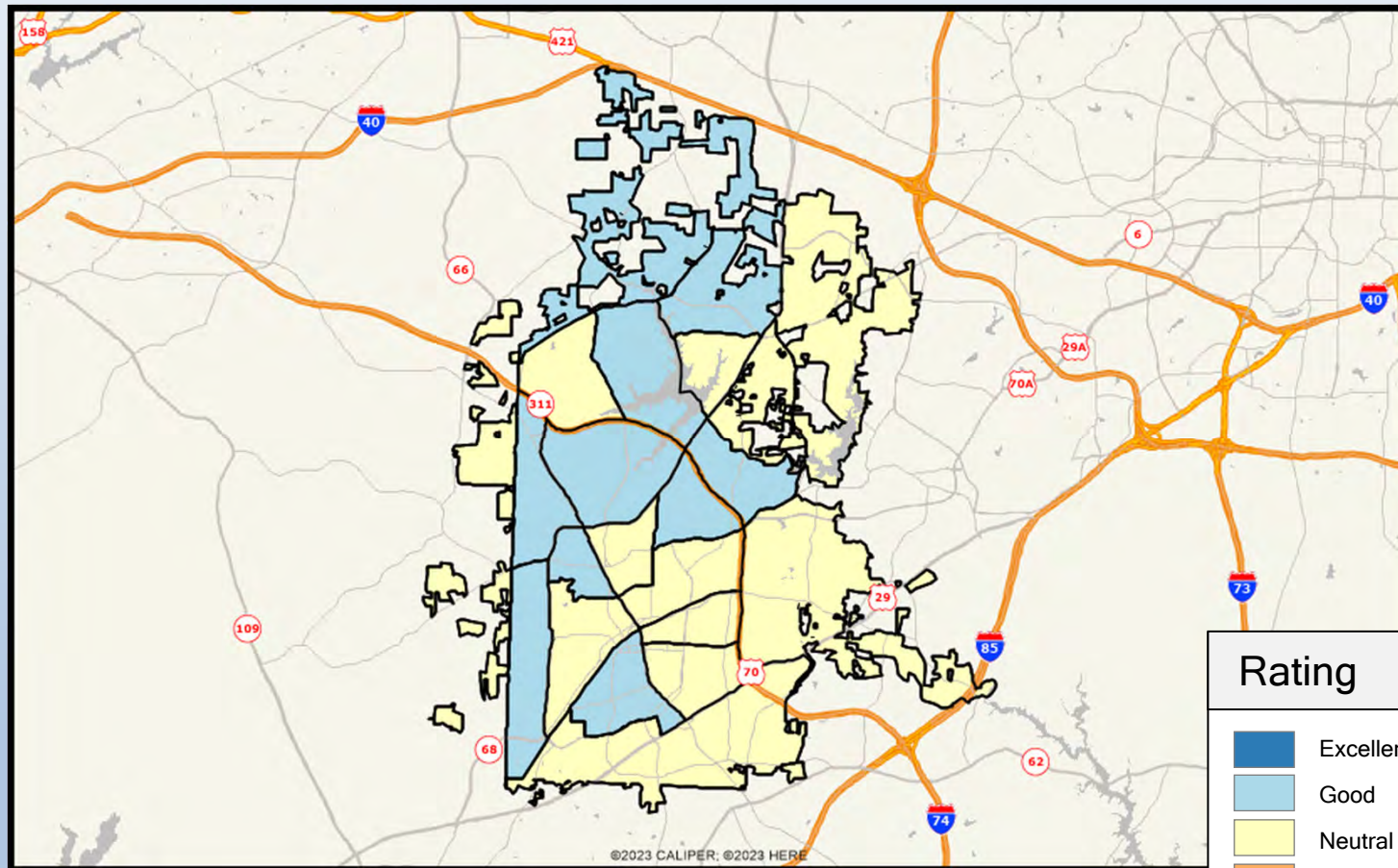
Q3-03. Overall as a place to raise children



Rating

- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

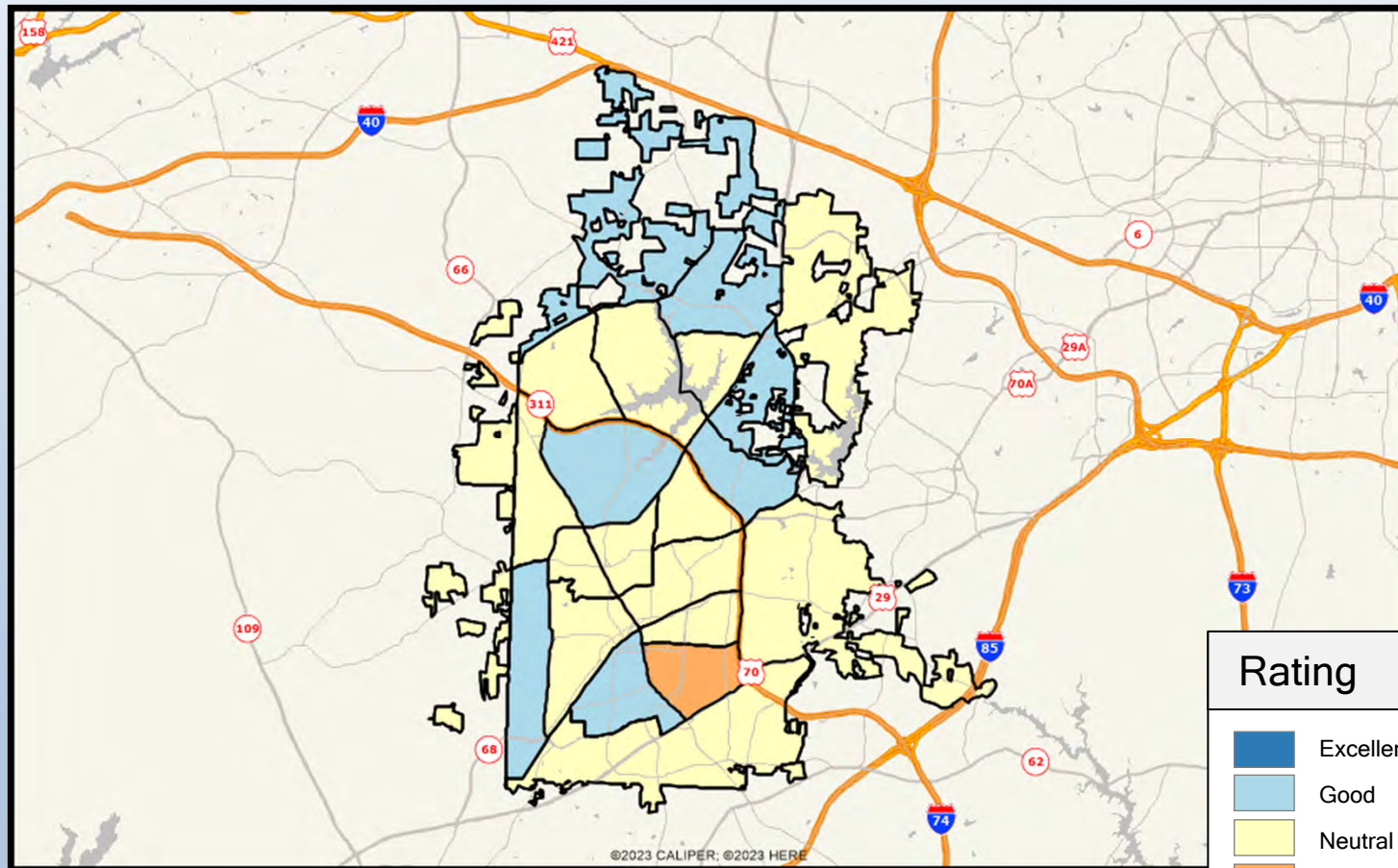
Q3-04. Overall as a place to work



Rating



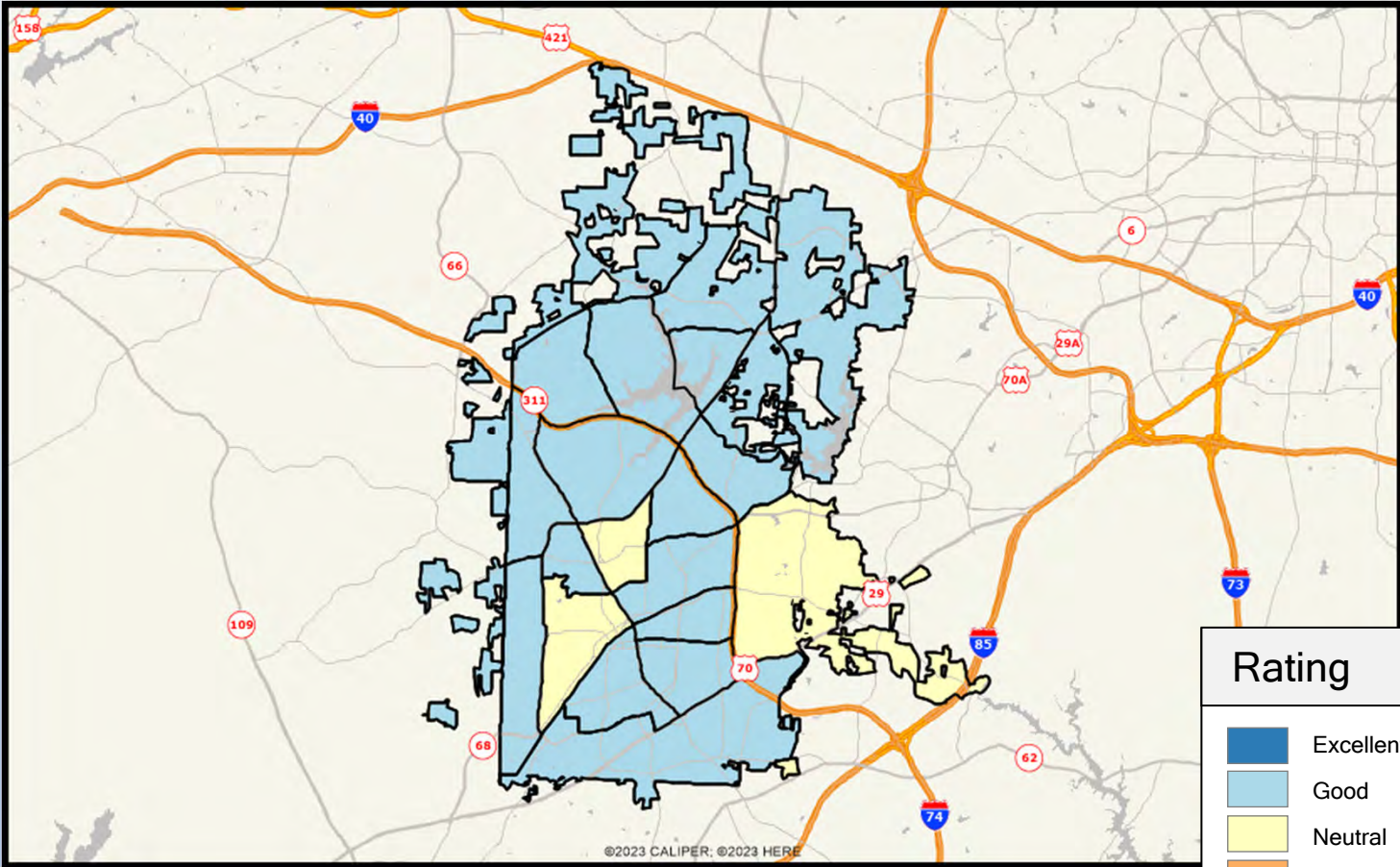
Q3-05. Overall cultural and recreational opportunities



Rating



Q3-06. Overall quality of life

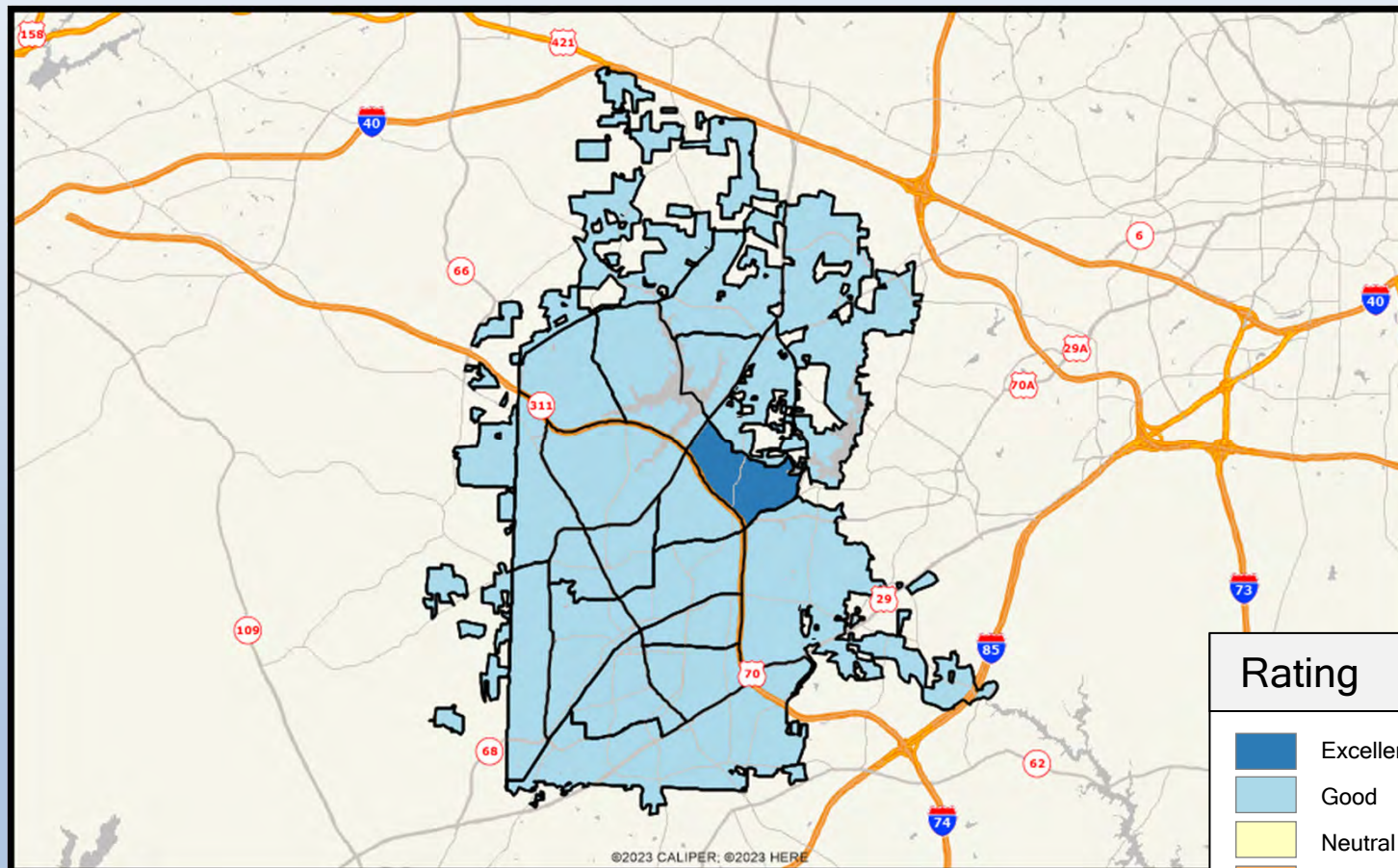


Rating

Dark Blue	Excellent
Light Blue	Good
Yellow	Neutral
Orange	Below Average
Red	Poor
Grey Hatched	No Response



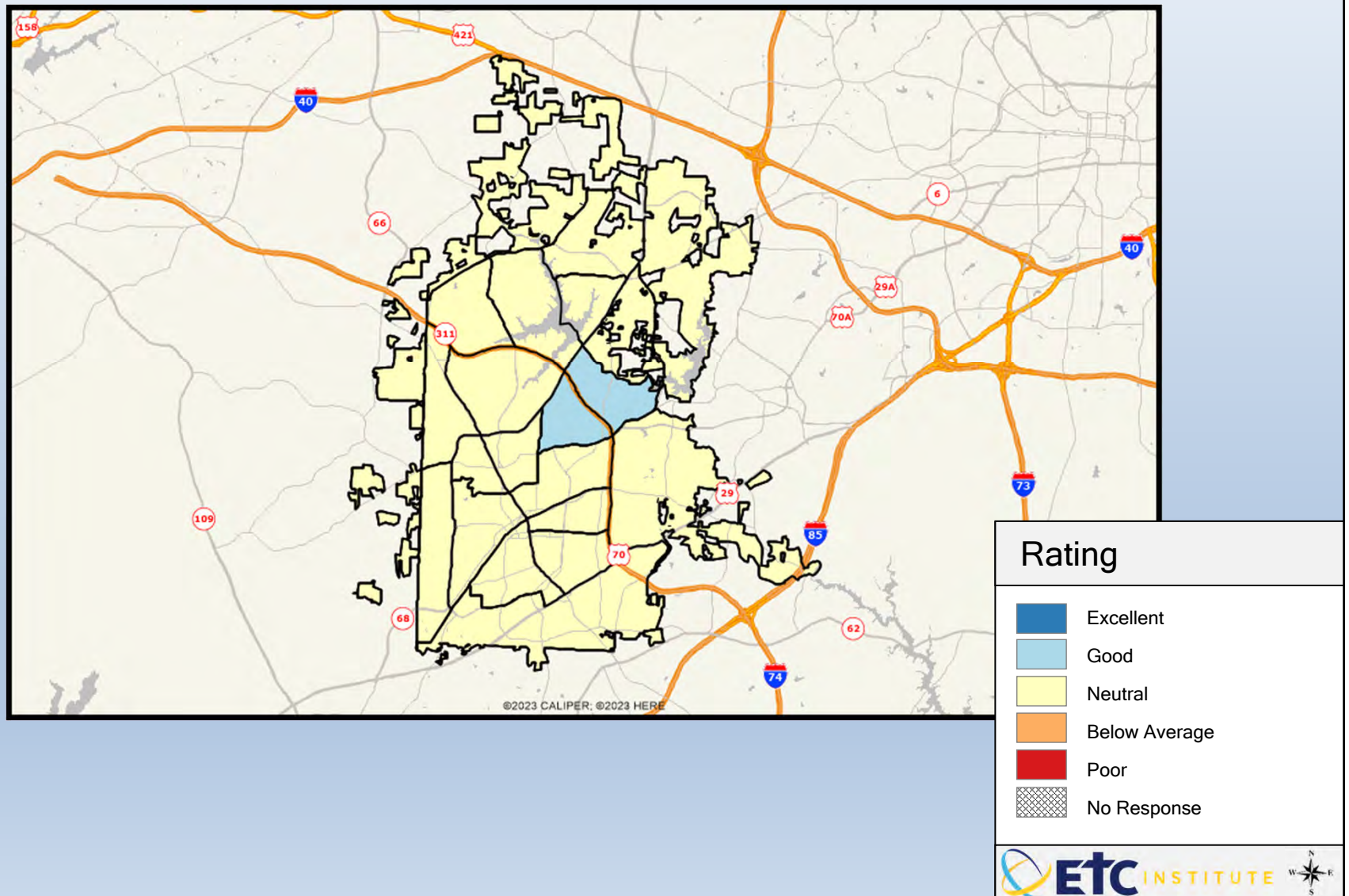
Q3-07. Overall quality of City services



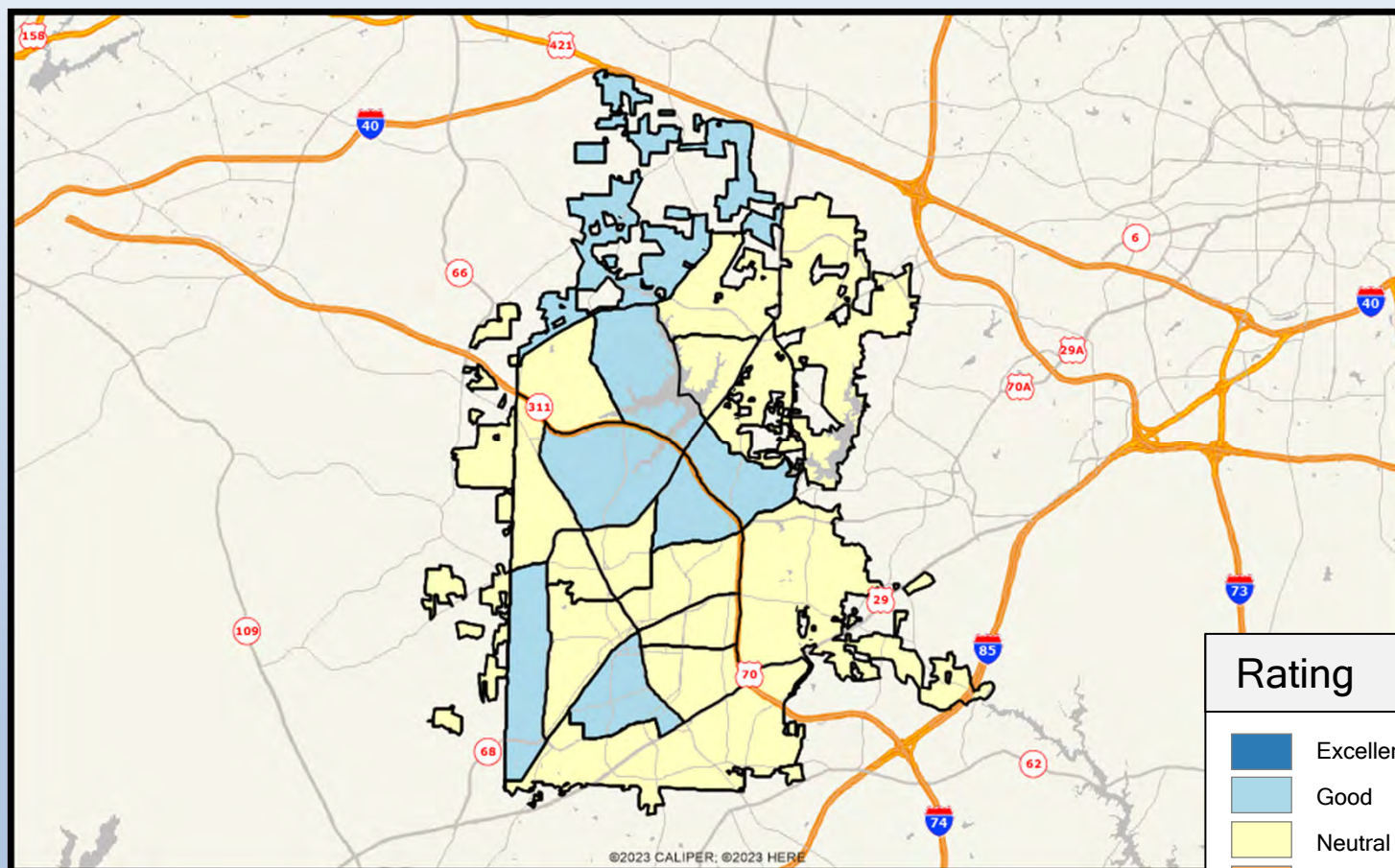
Rating



Q3-08. Overall value that you receive for your City tax dollars and fees



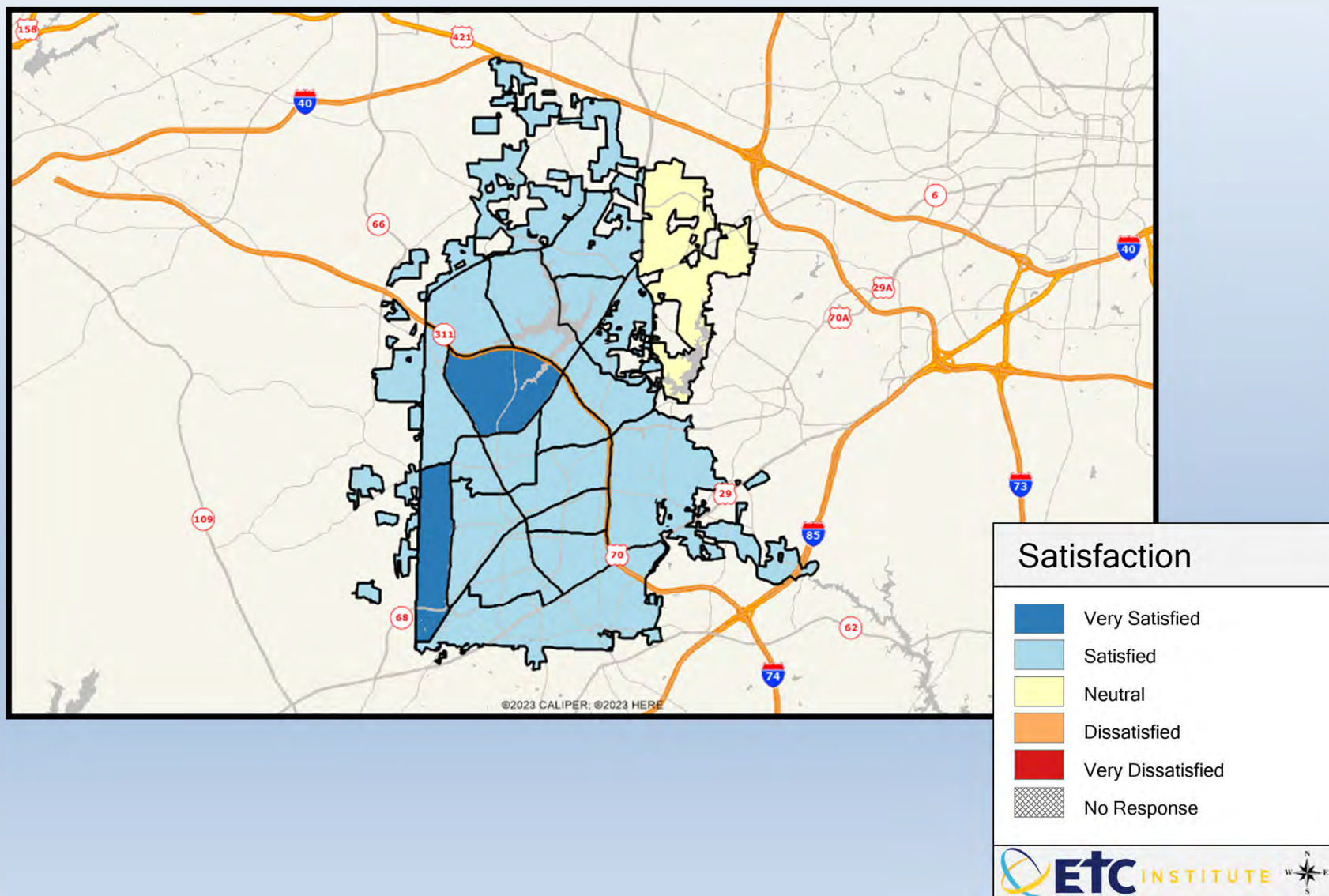
Q3-09. Overall appearance of the City



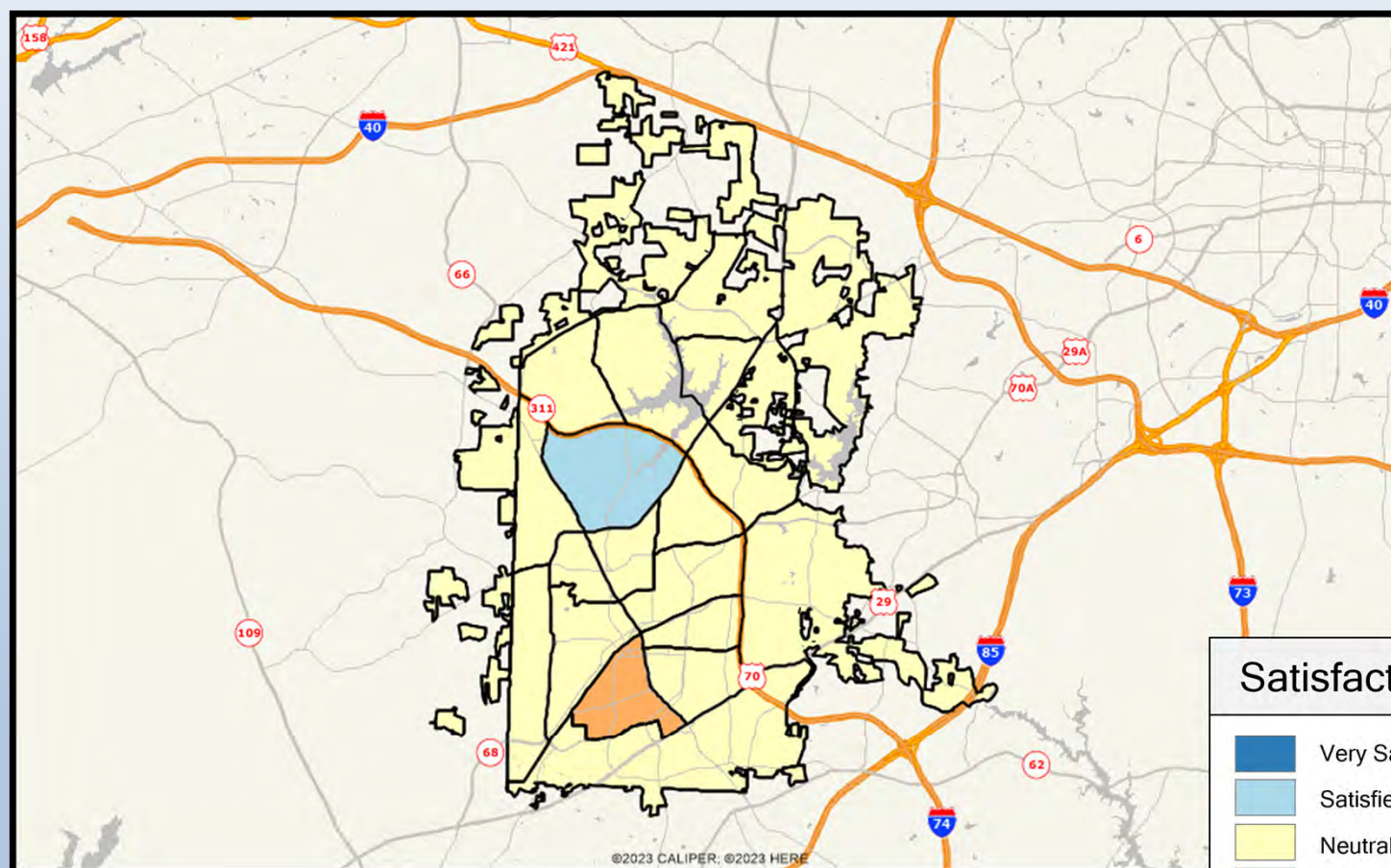
Rating



Q4-01. How quickly police respond to emergencies



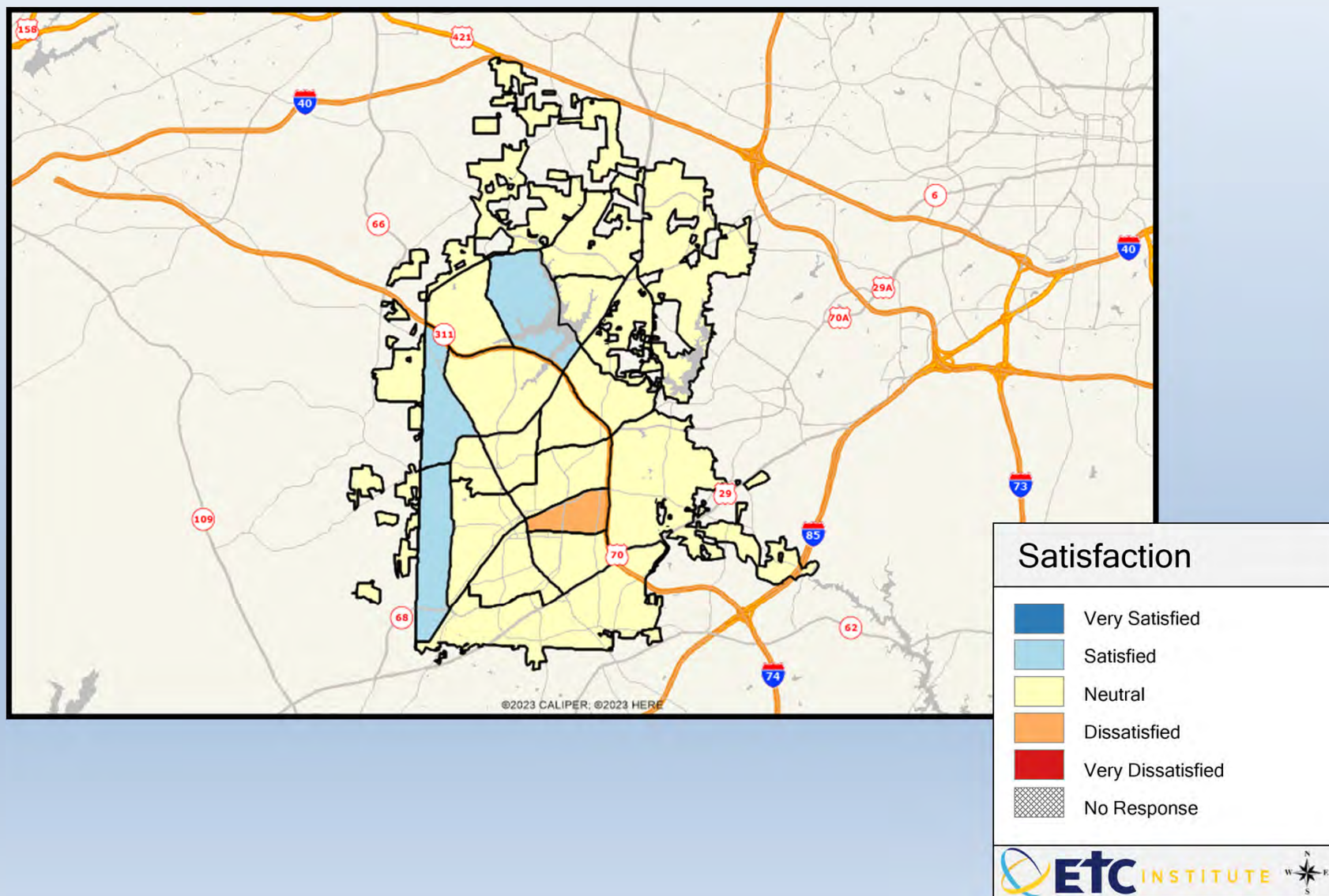
Q4-02. City efforts to reduce neighborhood street level drugs, prostitution, and other crimes



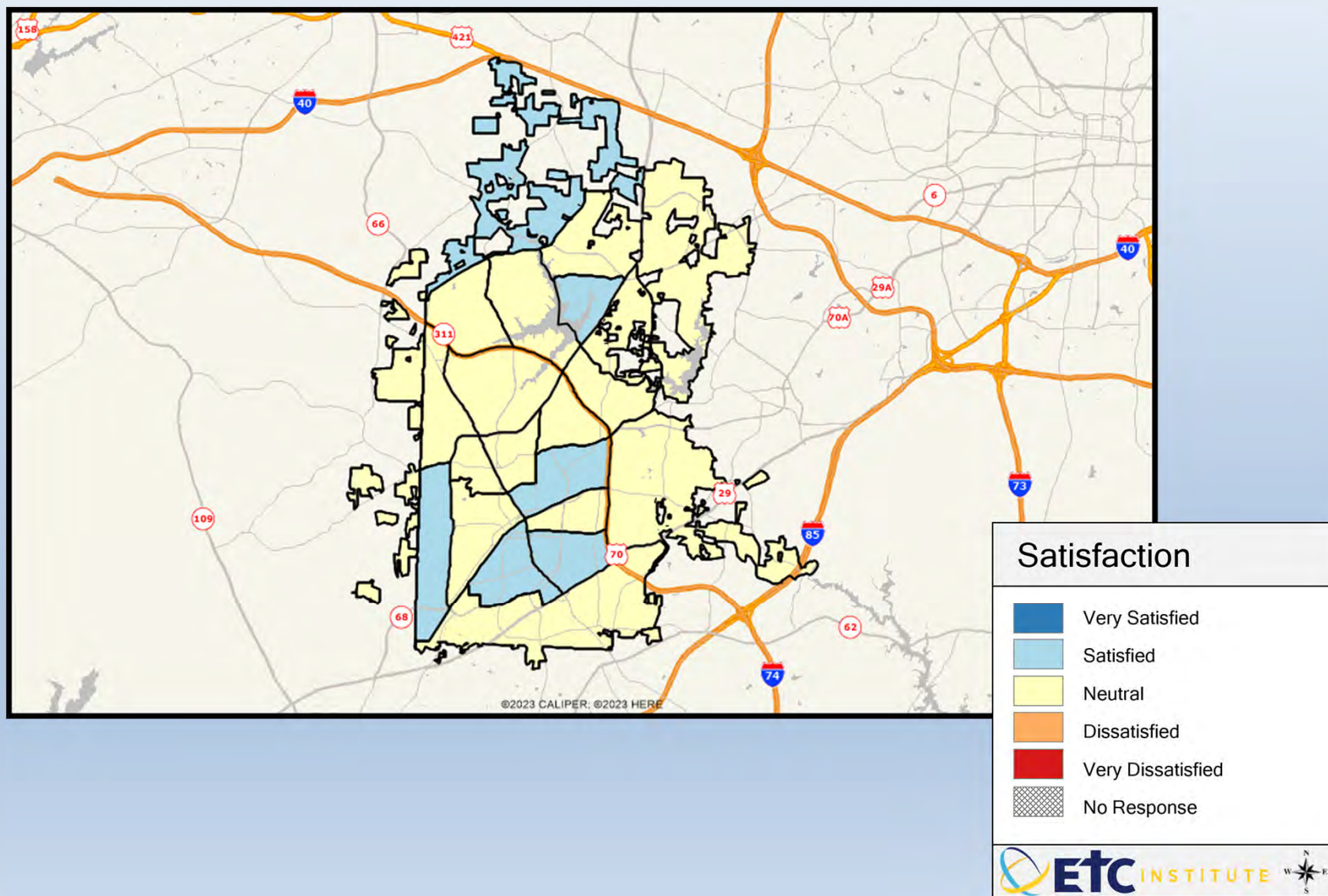
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

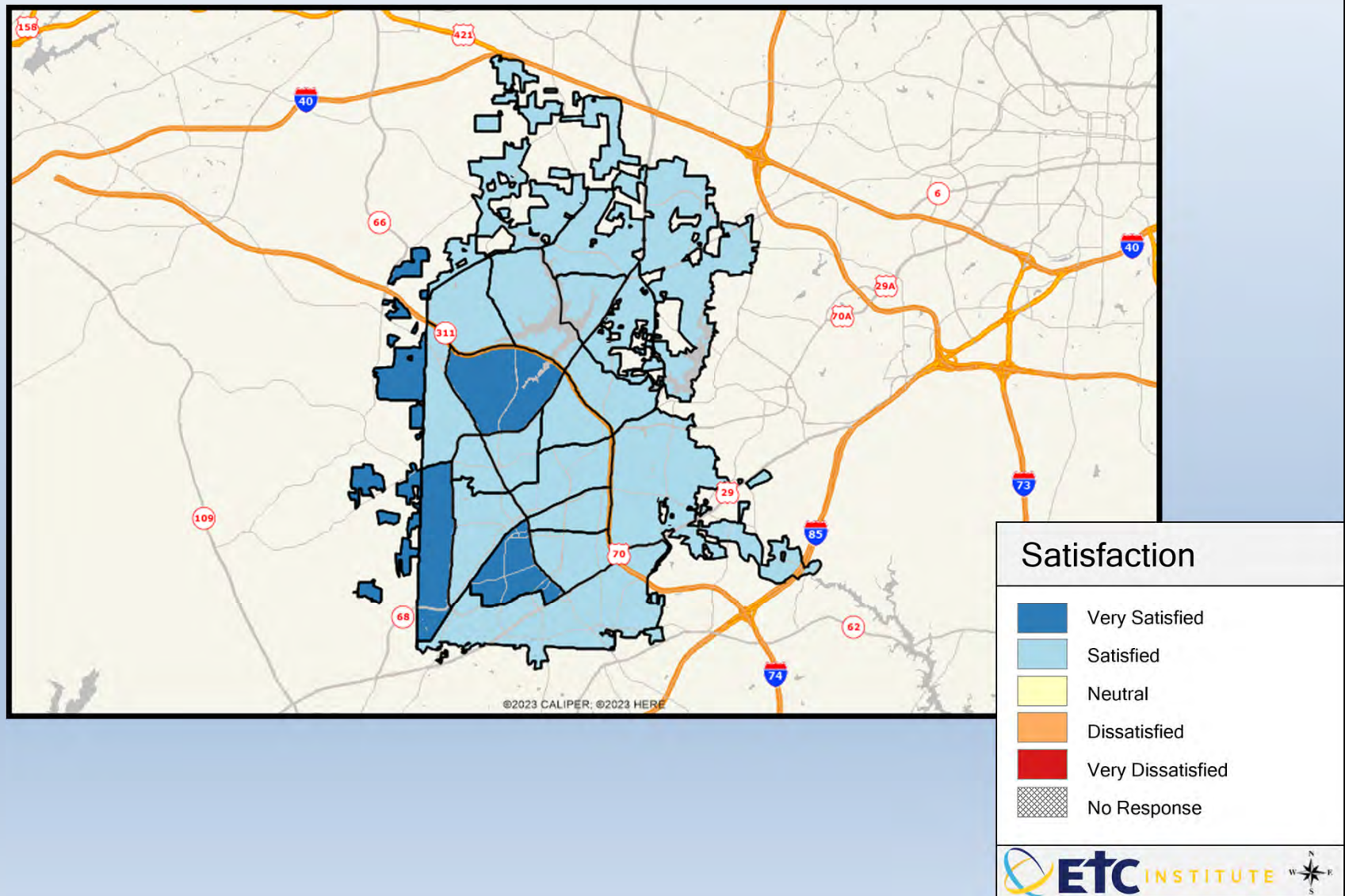
Q4-03. Visibility of police in neighborhoods



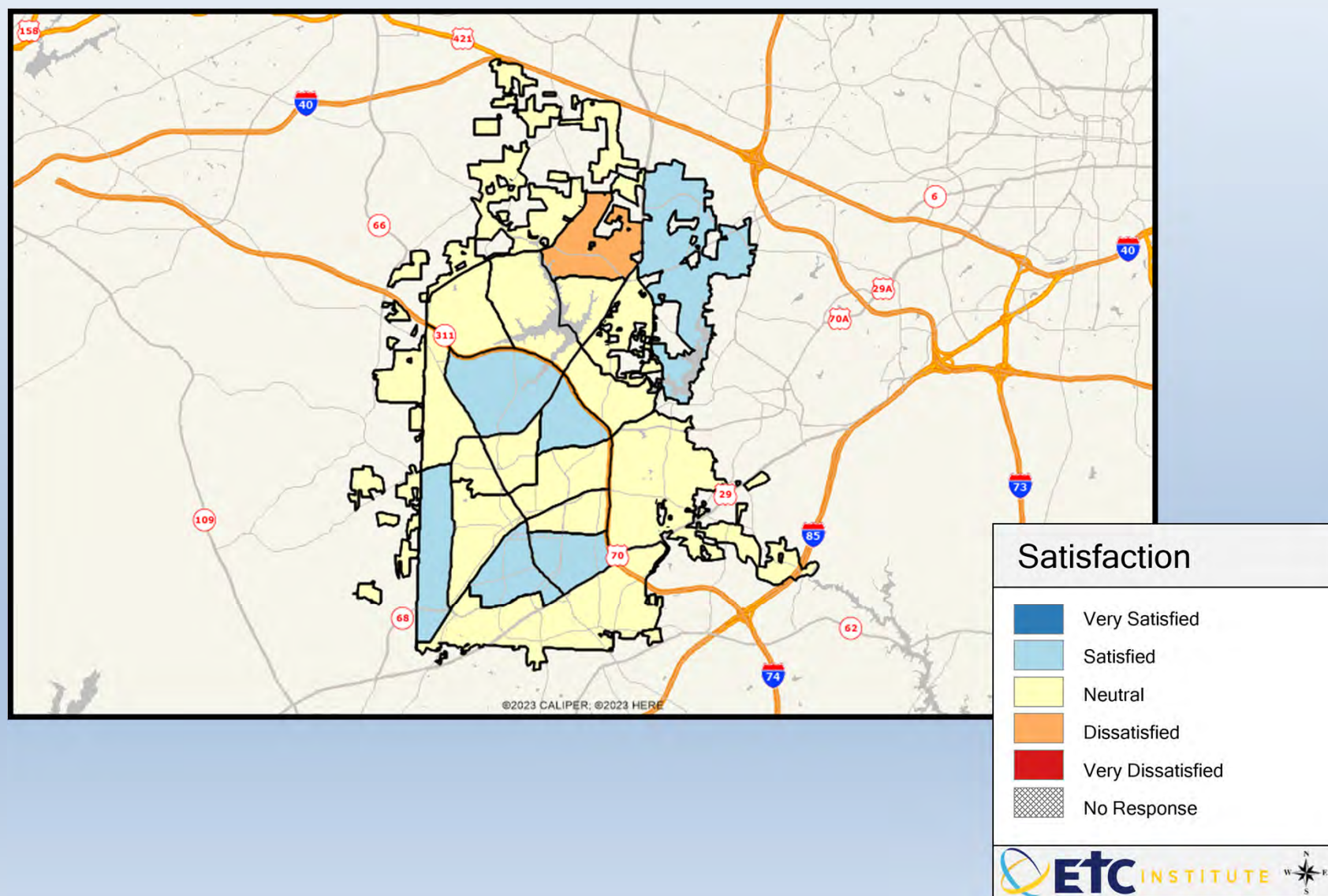
Q4-04. Visibility of police in retail areas



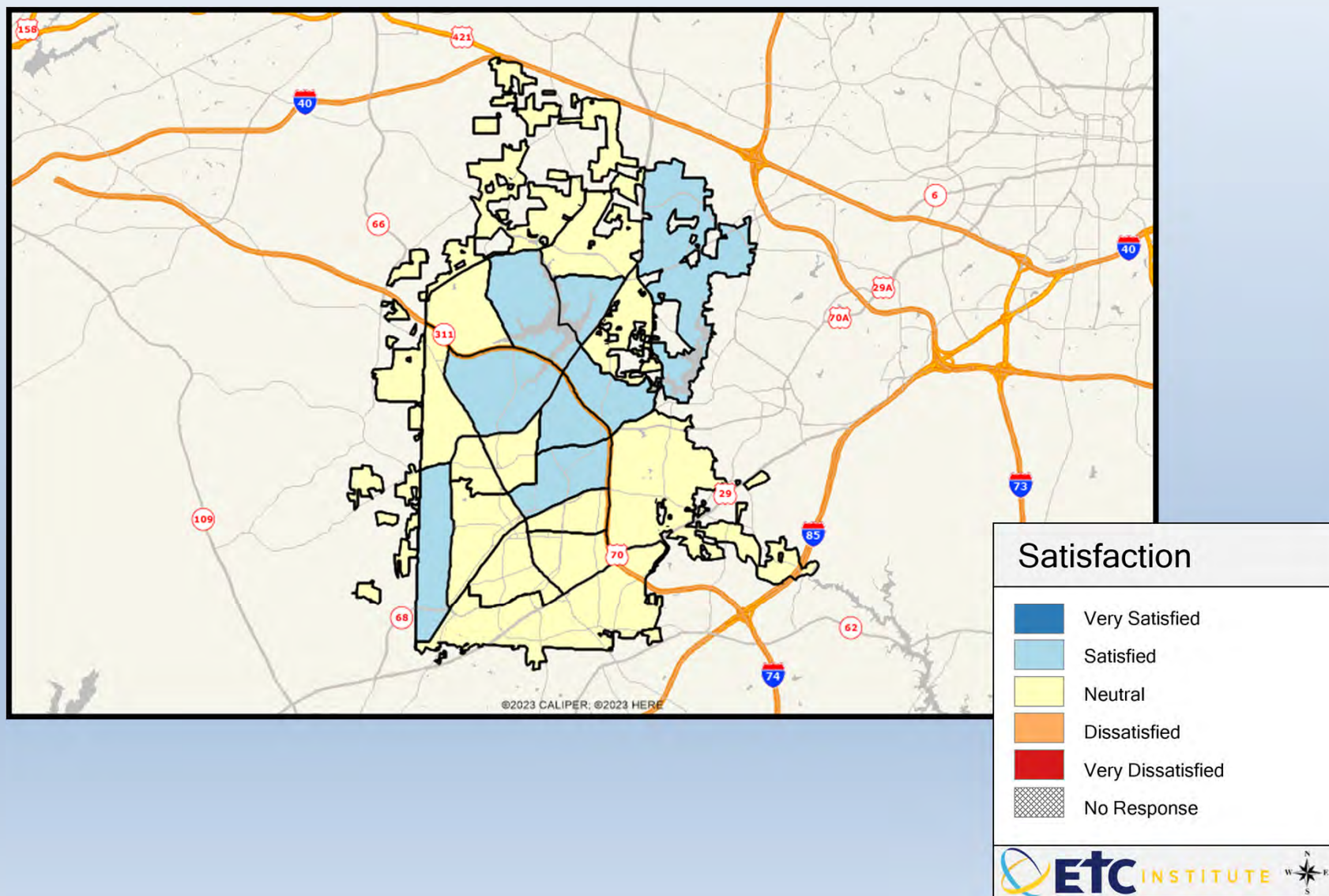
Q4-05. Professionalism of police officers



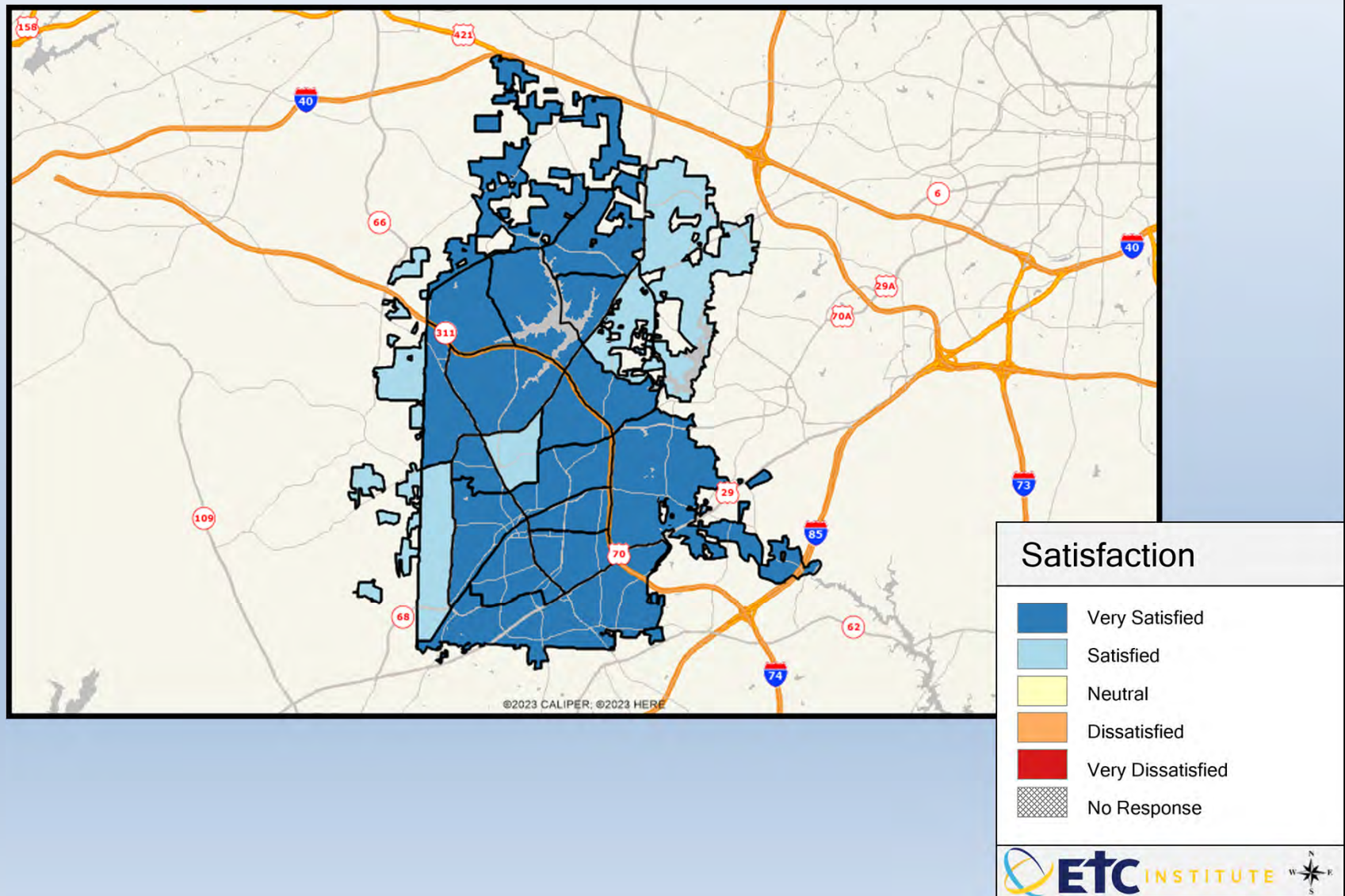
Q4-06. City efforts to enforce local traffic laws such as speeding



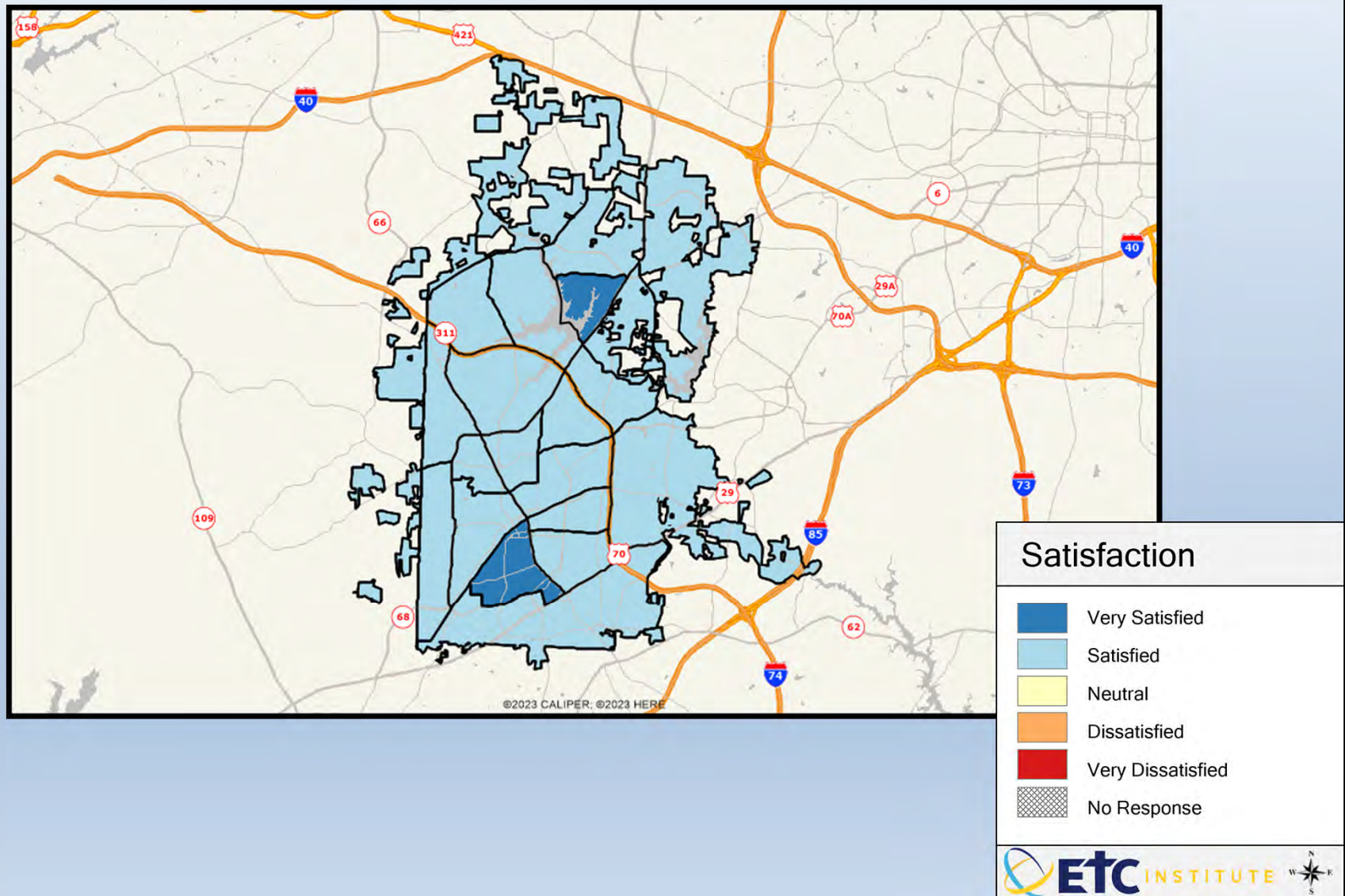
Q4-07. Quality of animal control



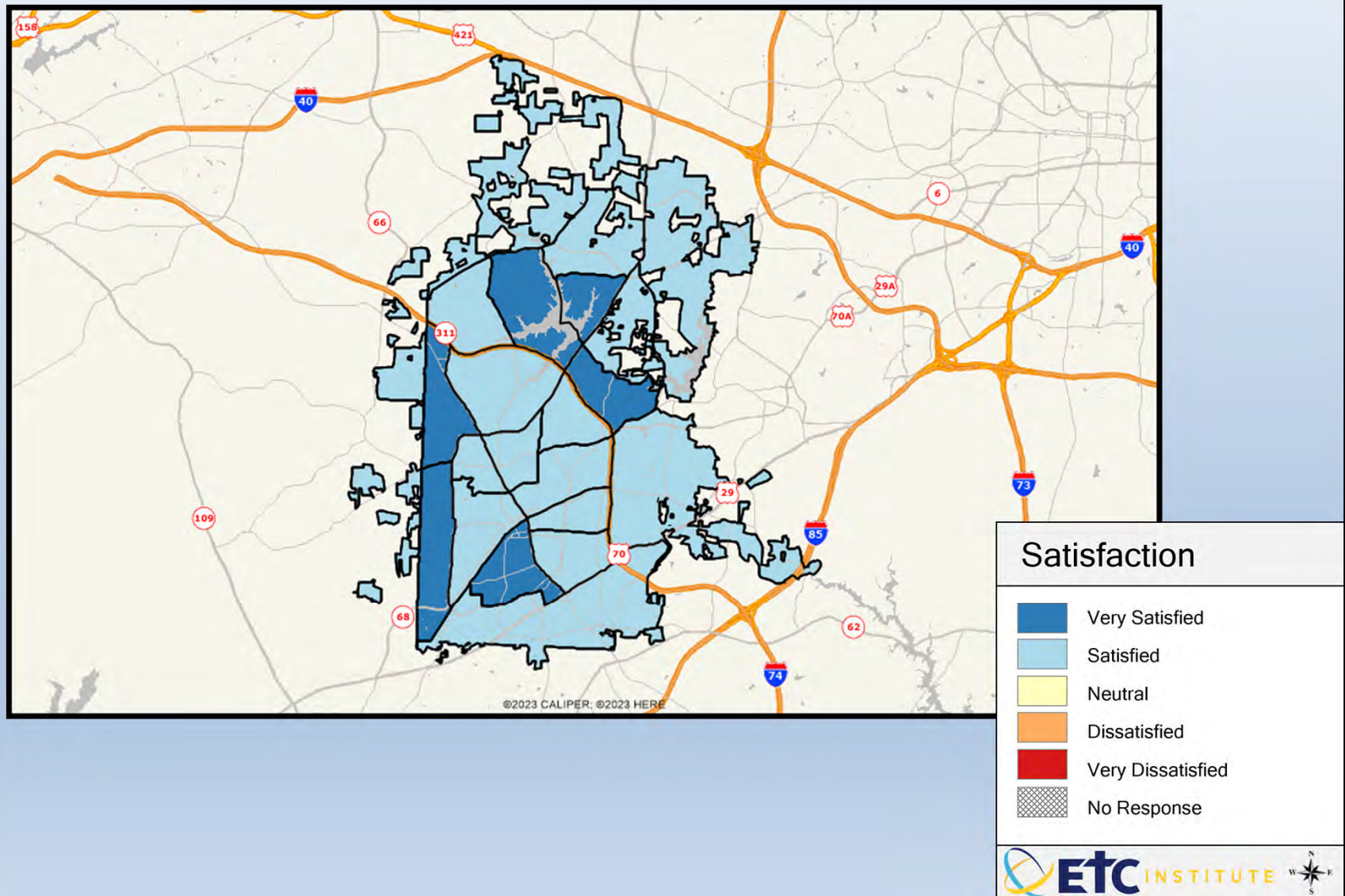
Q4-08. How quickly fire personnel respond to emergencies



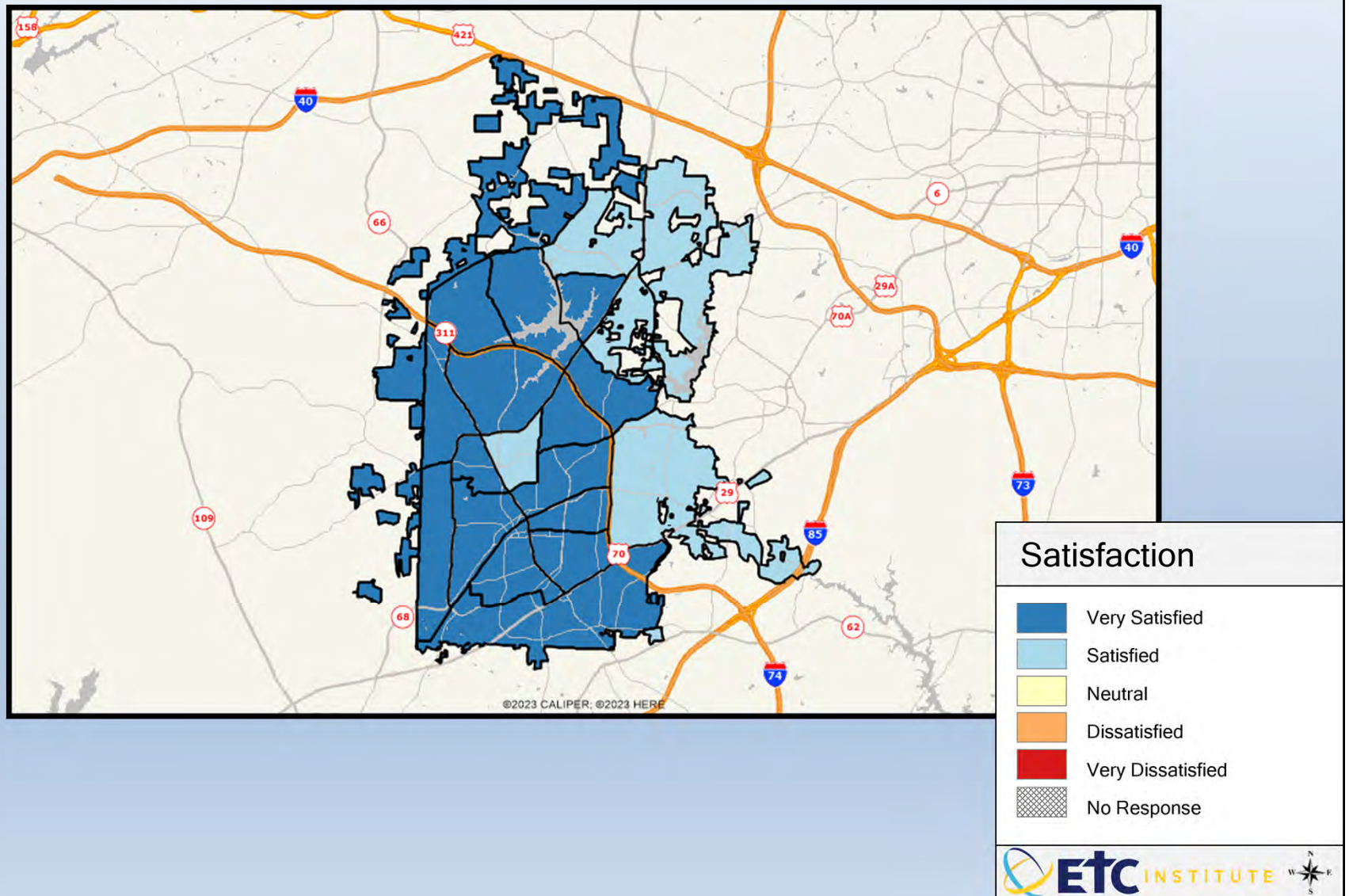
Q4-09. Fire building inspection program



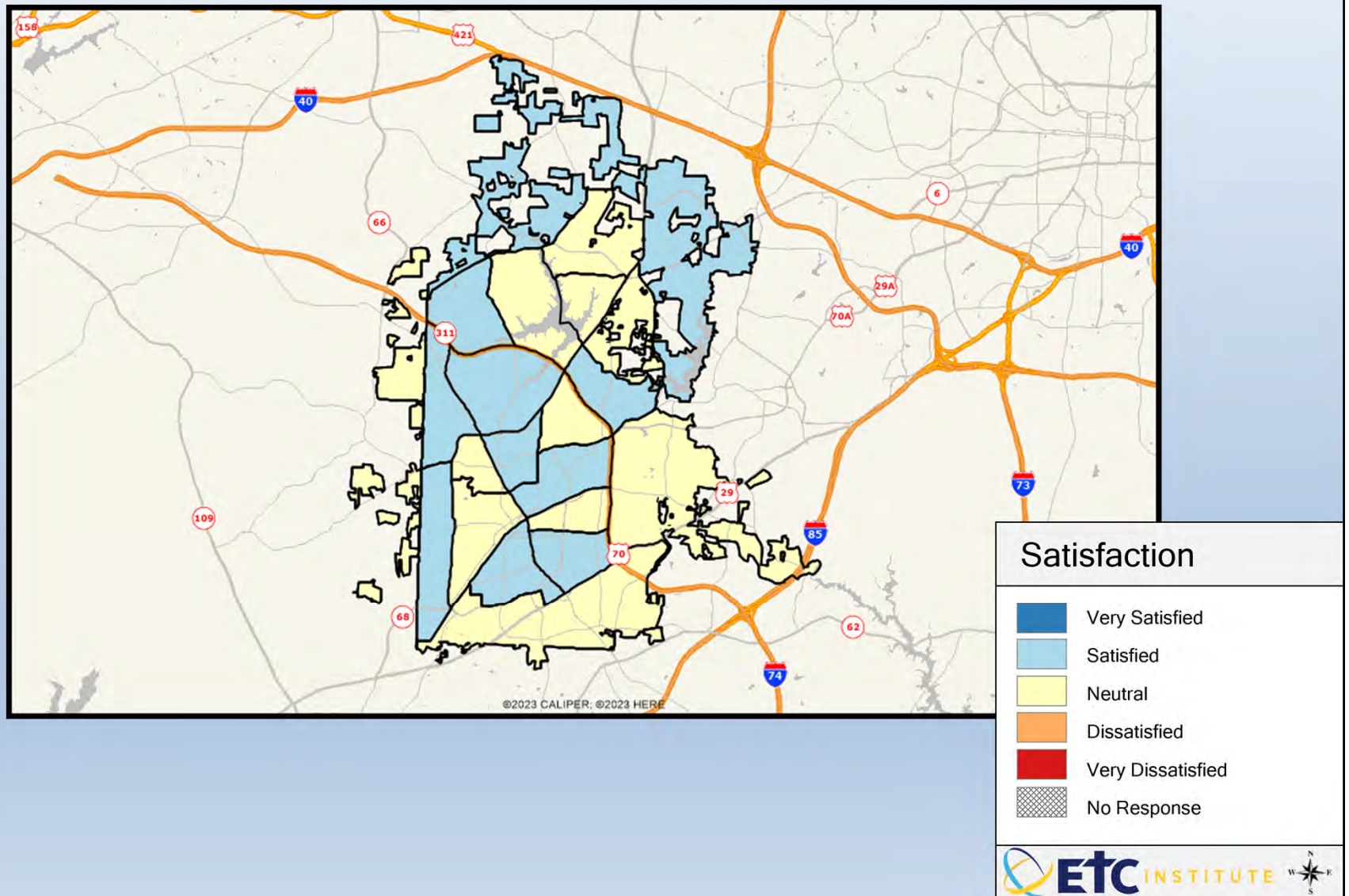
Q4-10. Adequacy of fire protection for your property



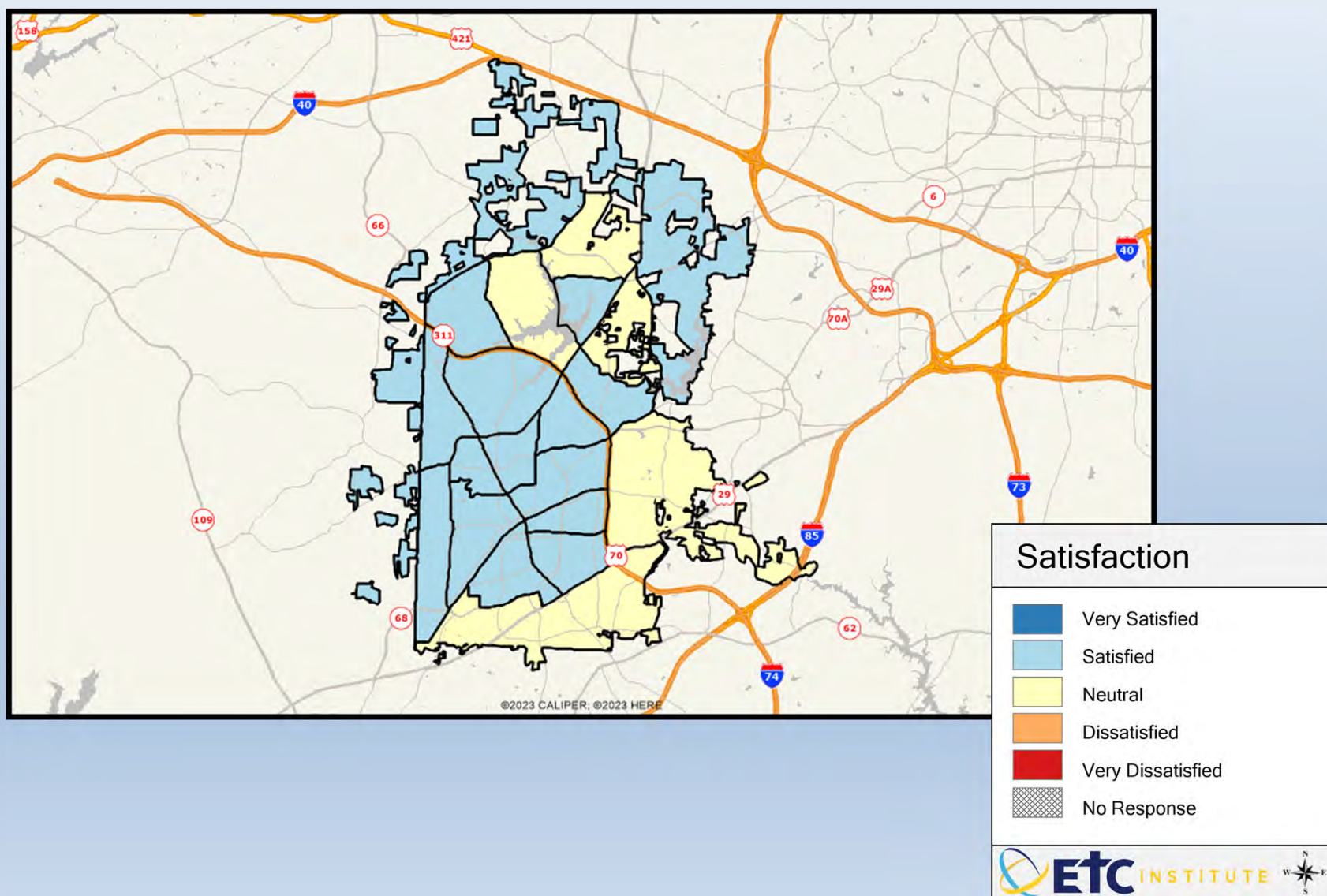
Q4-11. Professionalism of fire personnel



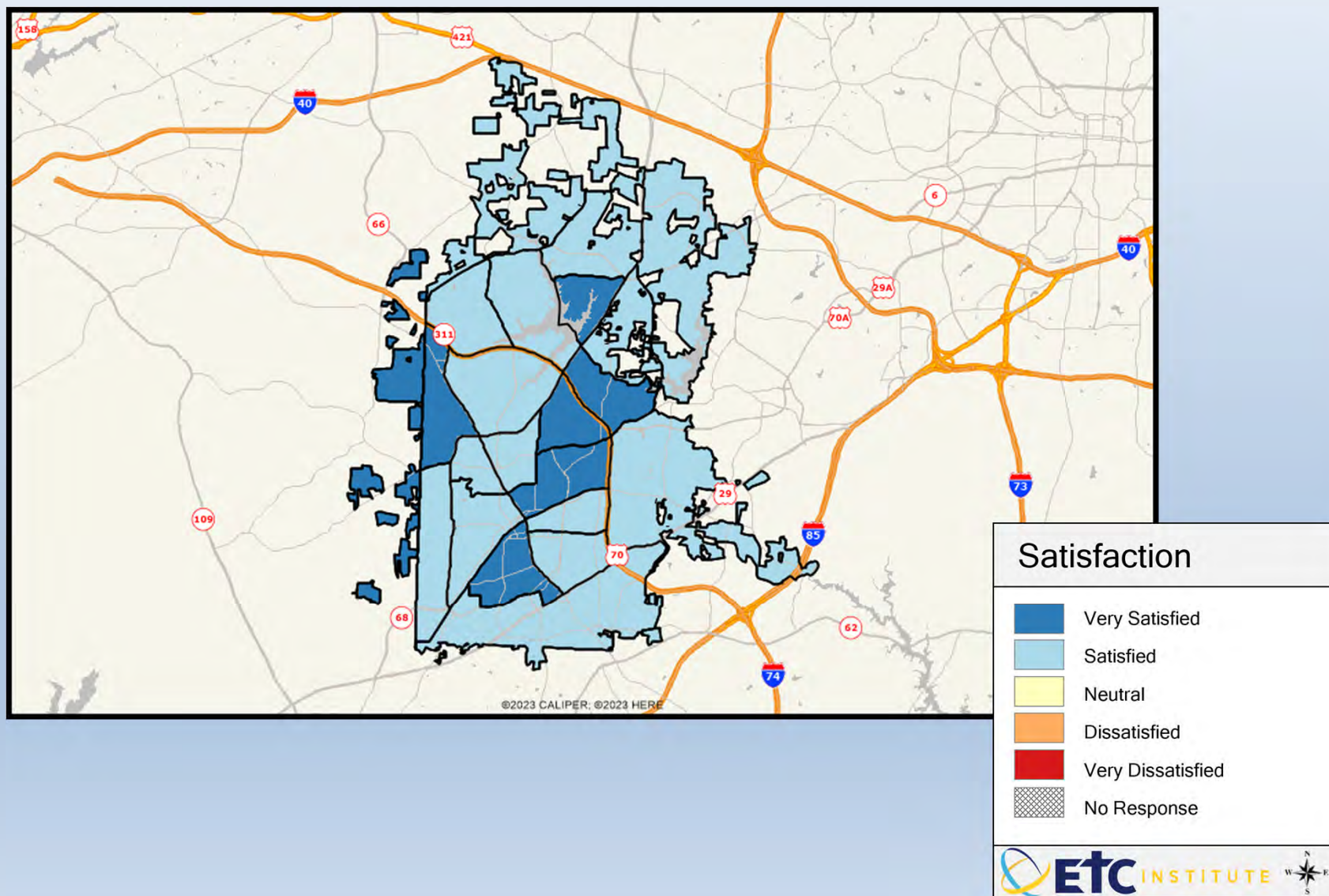
Q4-12. City efforts to ensure the community is prepared for a natural disaster or crisis



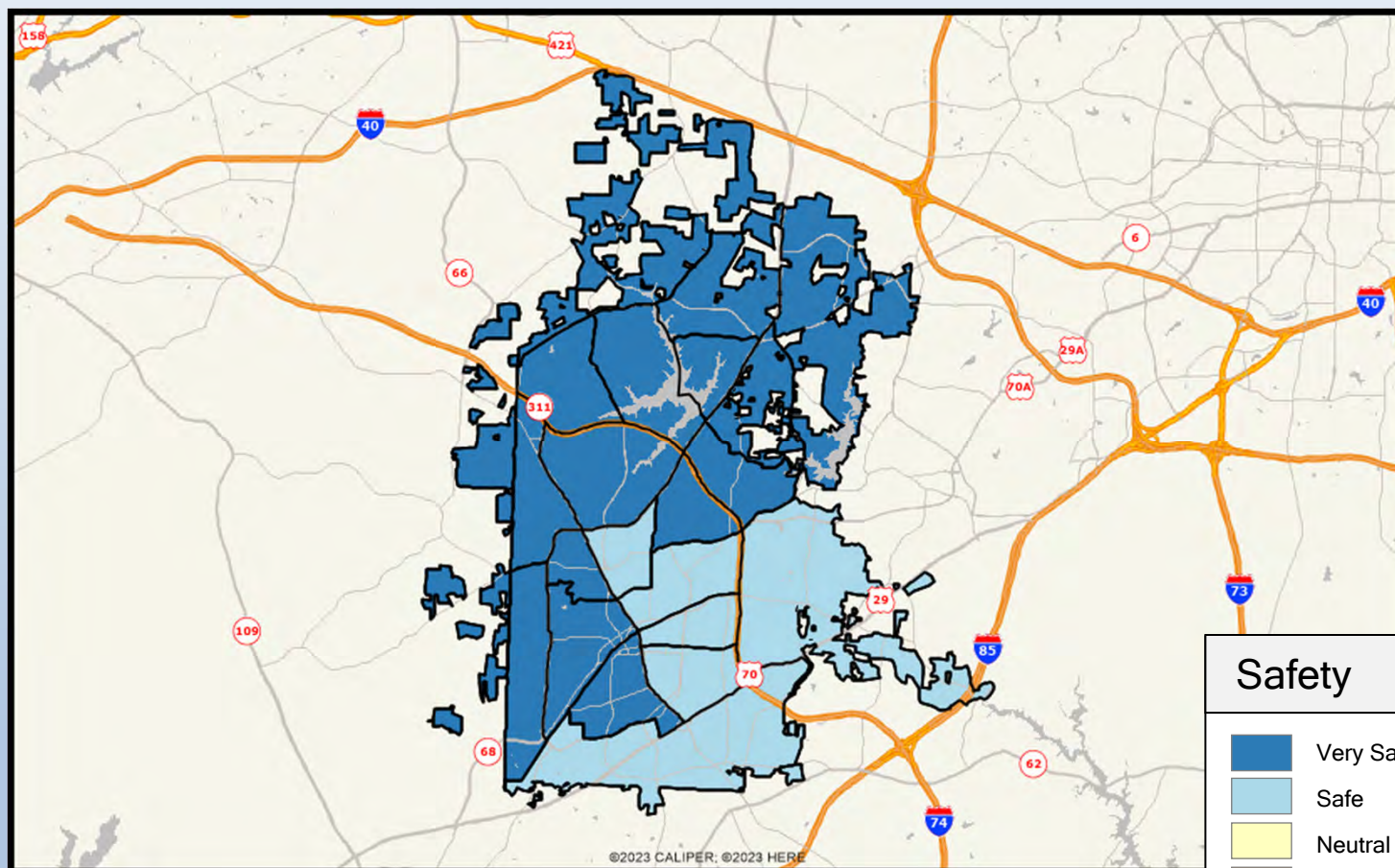
Q4-13. City public safety education programs (police and fire), including school-based programs



Q4-14. Adequacy of the City's 911 center



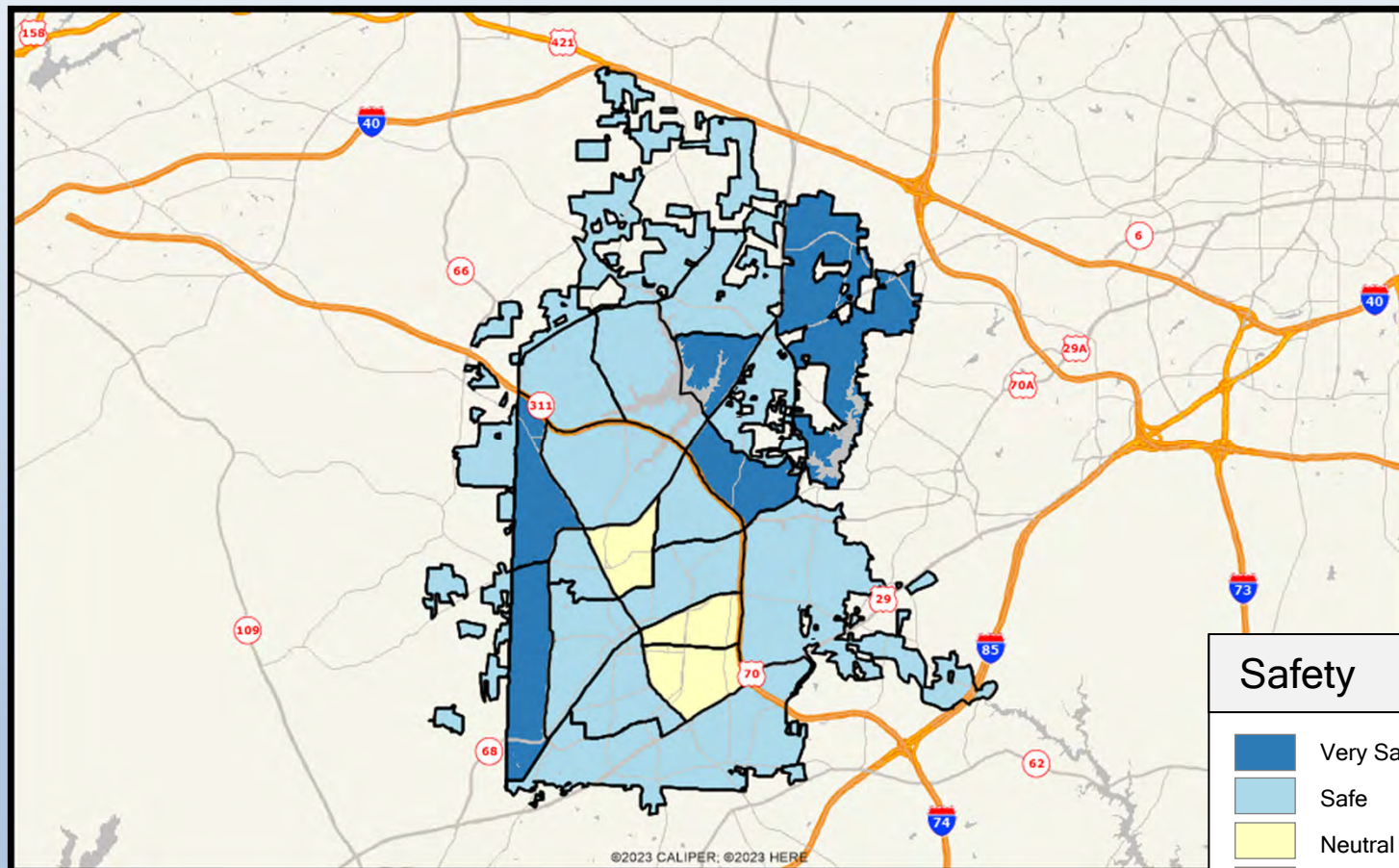
Q6-01. Your neighborhood during the day



Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

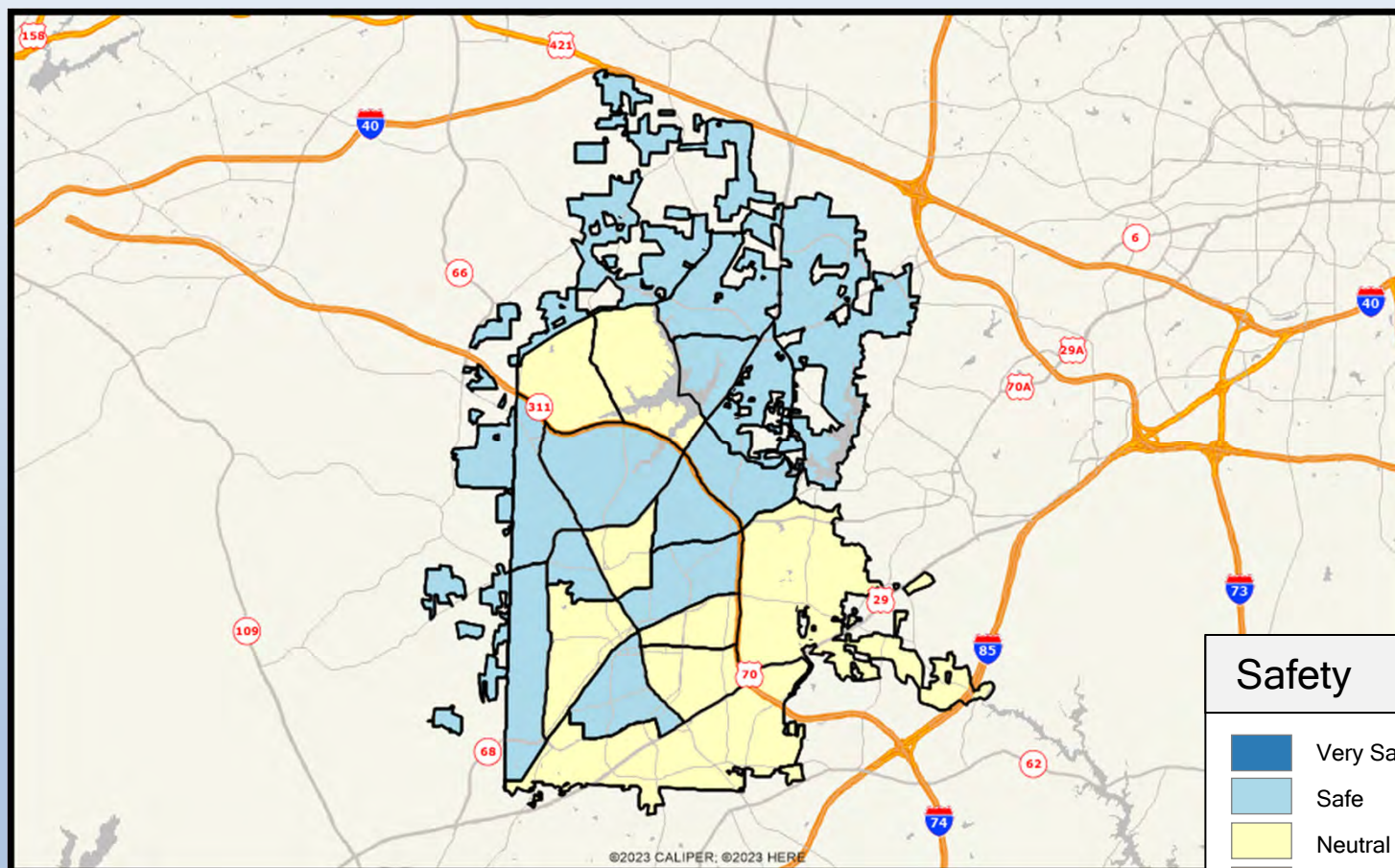
Q6-02. Your neighborhood during the night



Safety



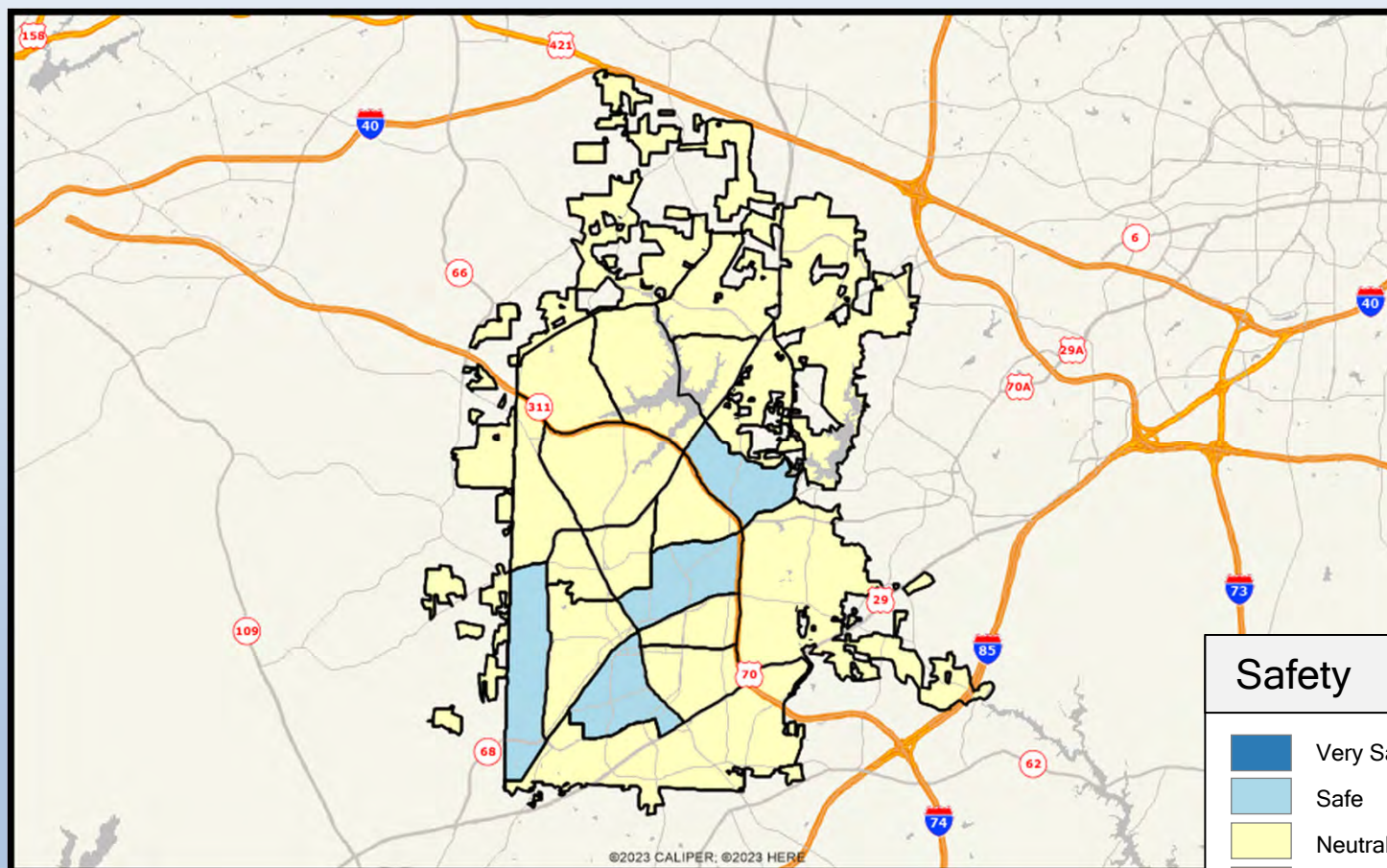
Q6-03. Retail shopping areas of the City



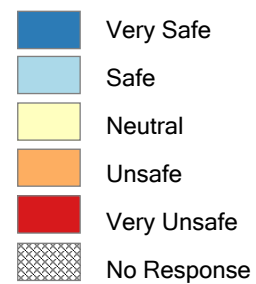
Safety

- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

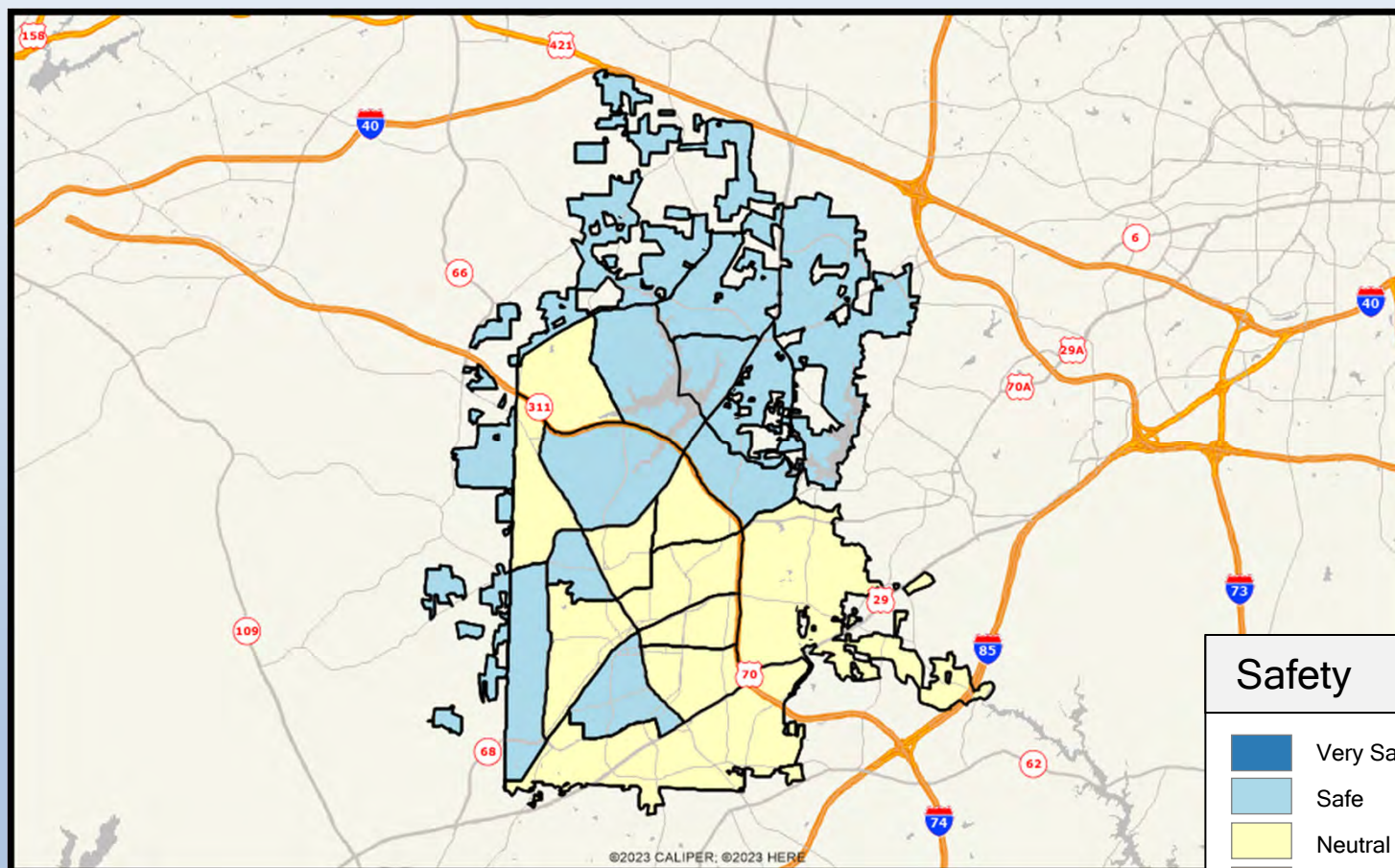
Q6-04. The Core City area around Main Street



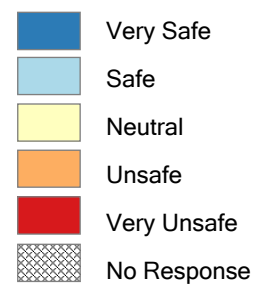
Safety



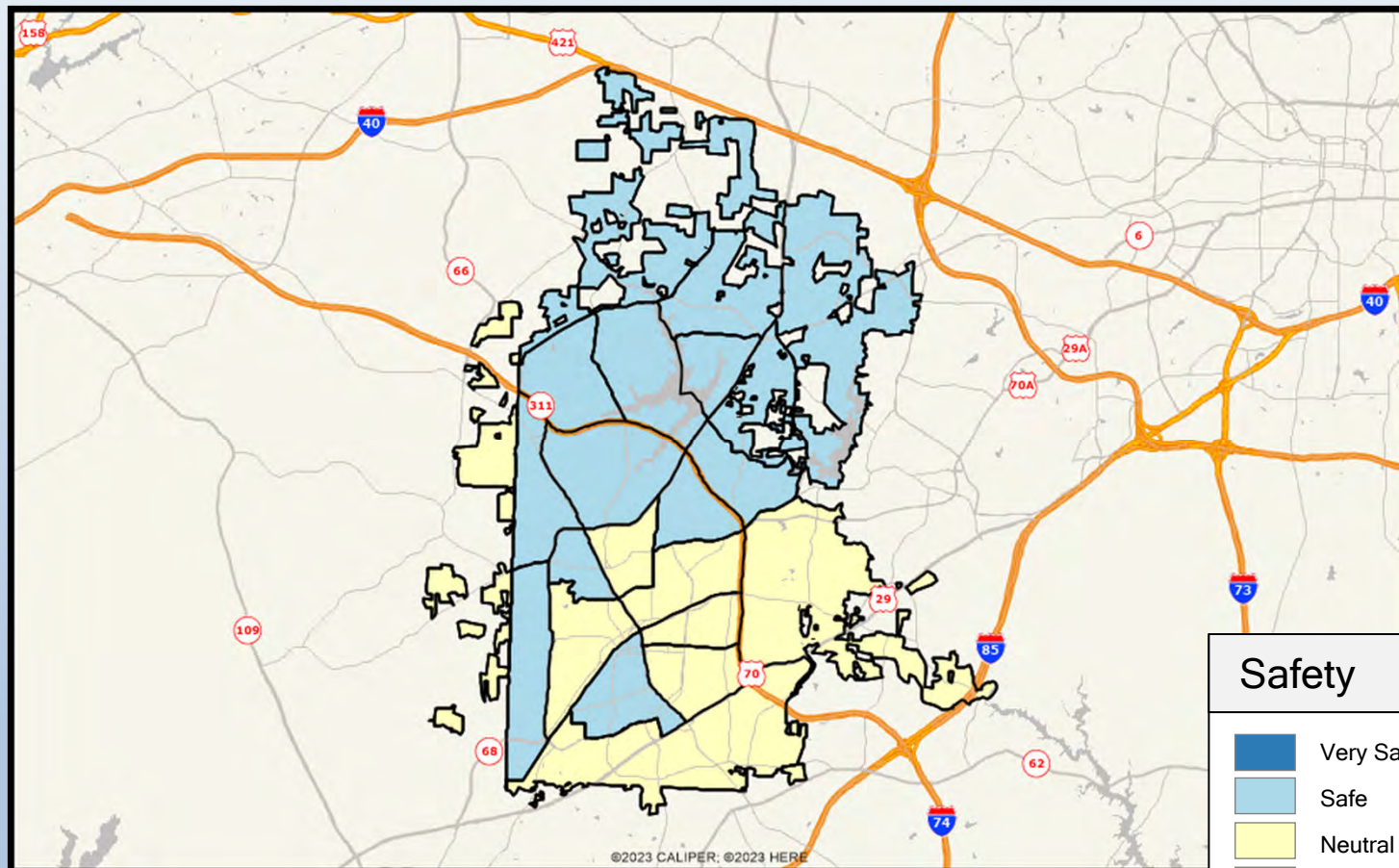
Q6-05. City parks and greenways



Safety



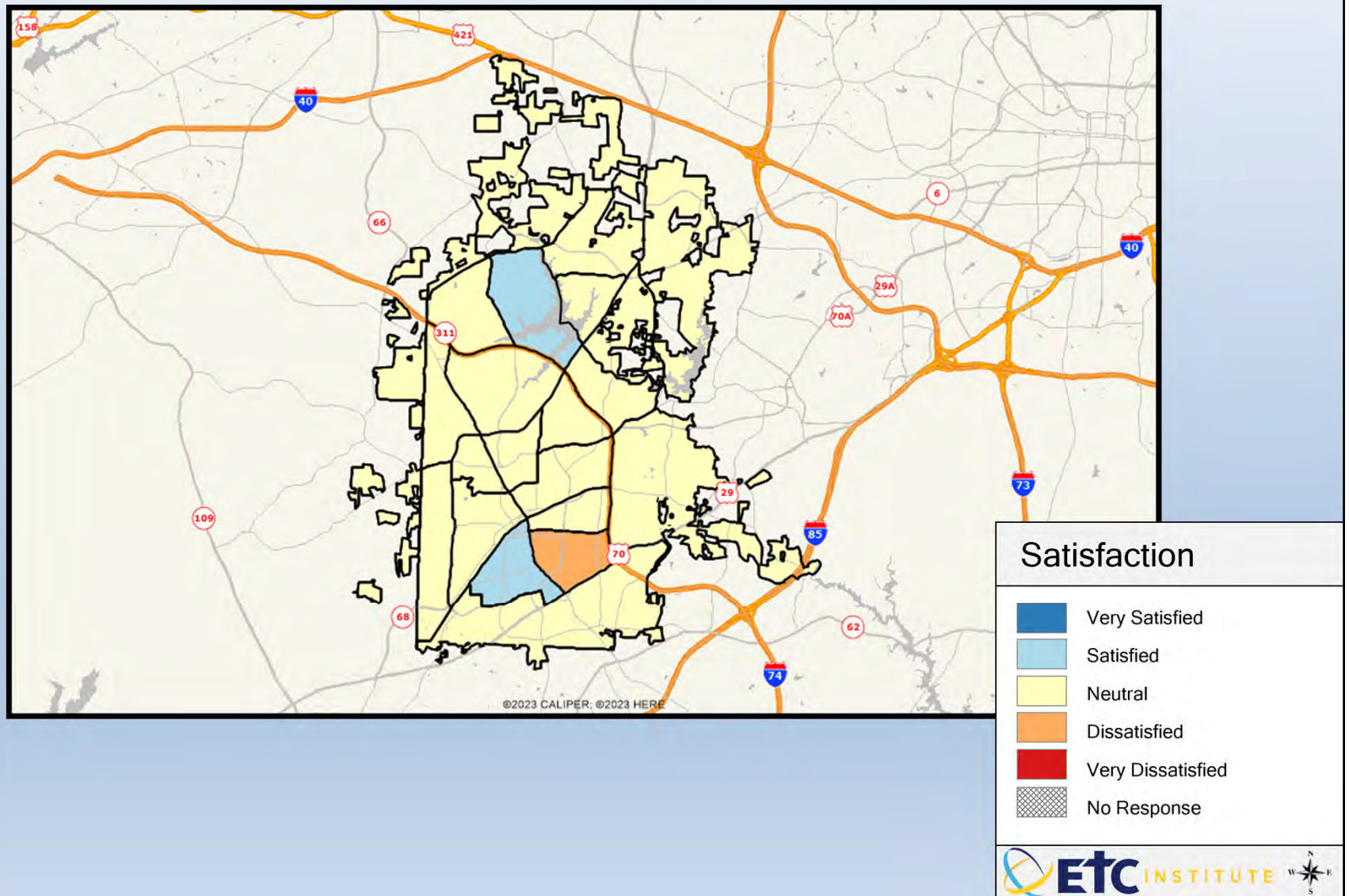
Q6-06. Overall feeling of safety in High Point



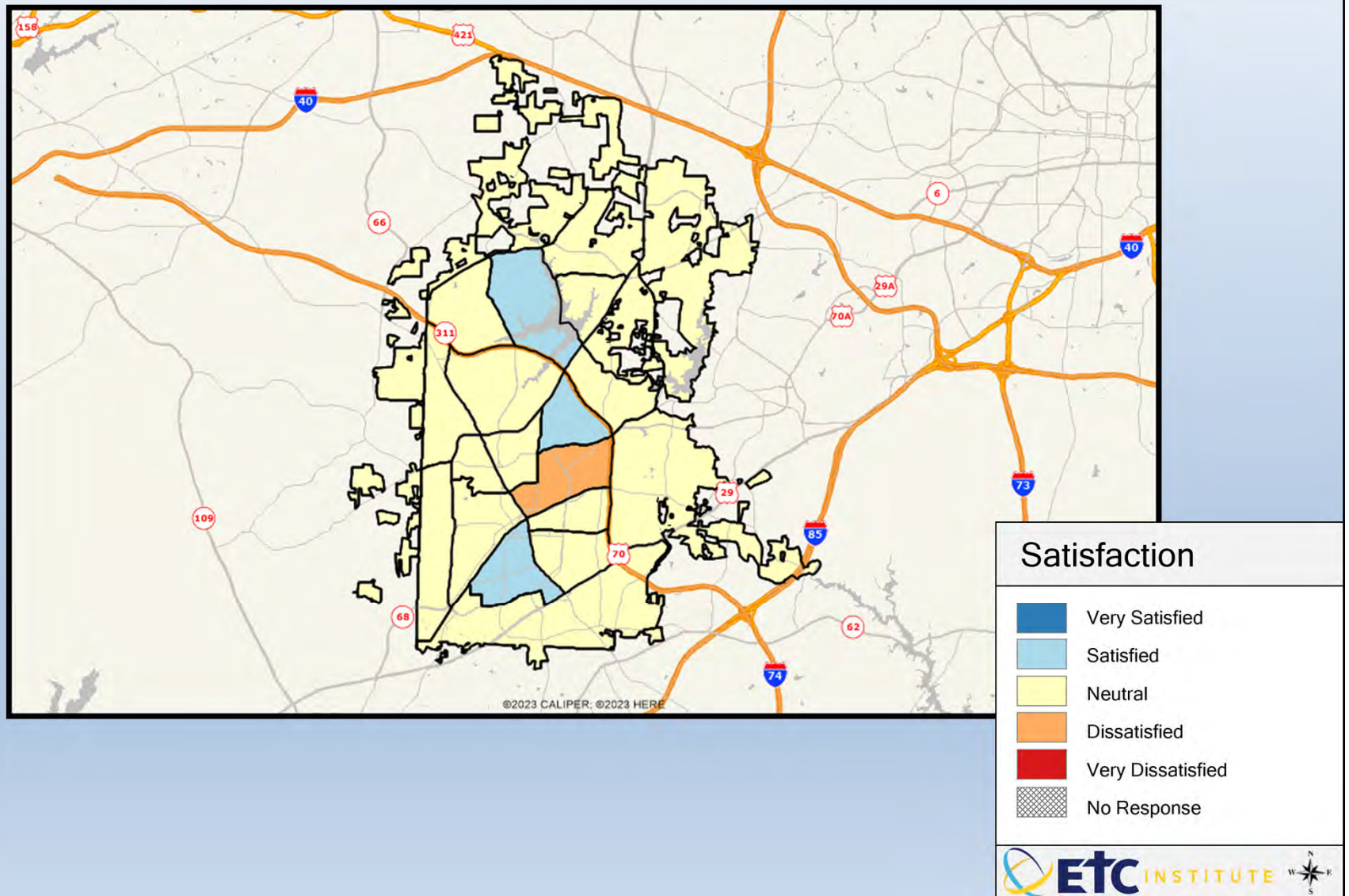
Safety



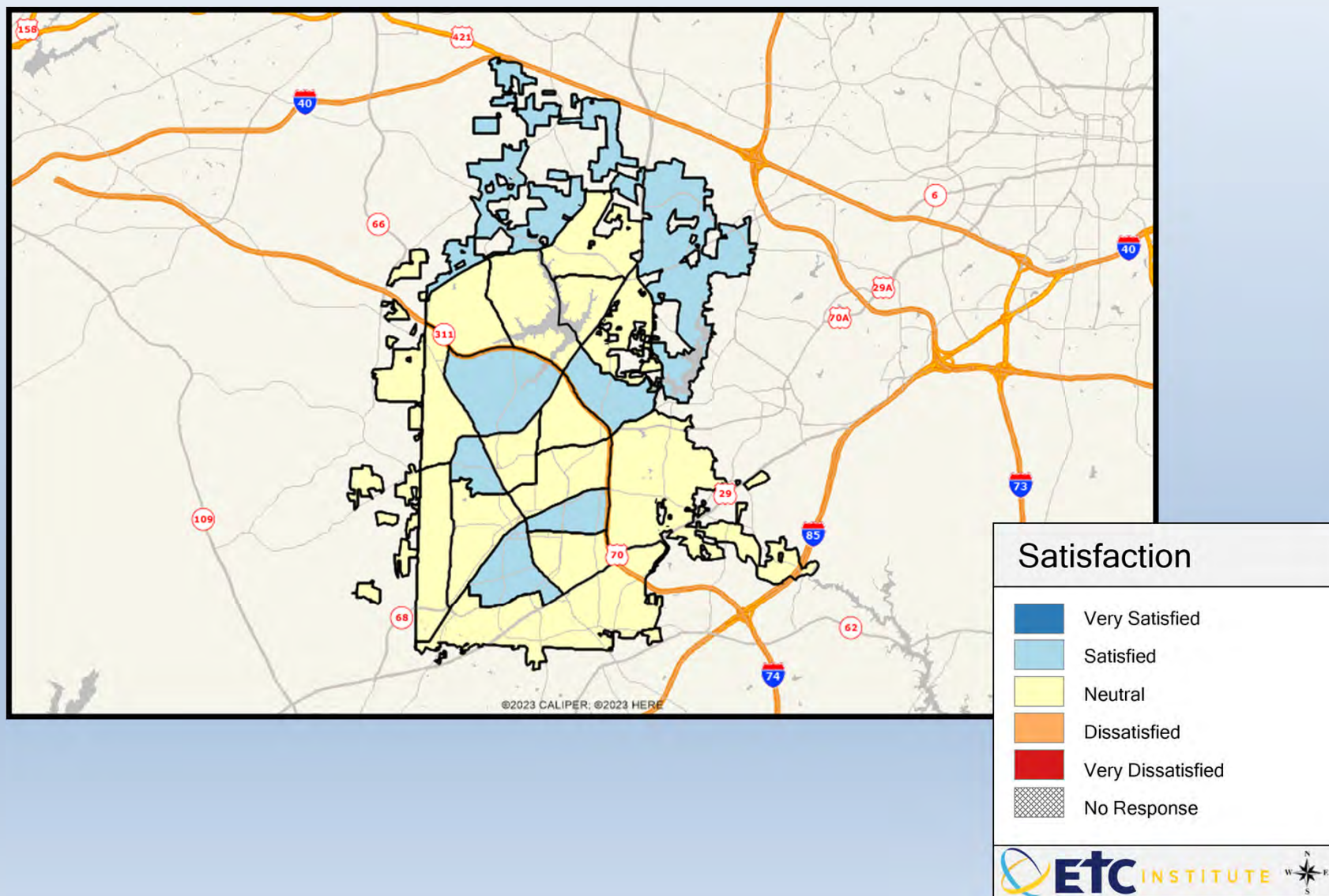
Q8-01. Enforcement of the clean-up of junk cars and debris on private property



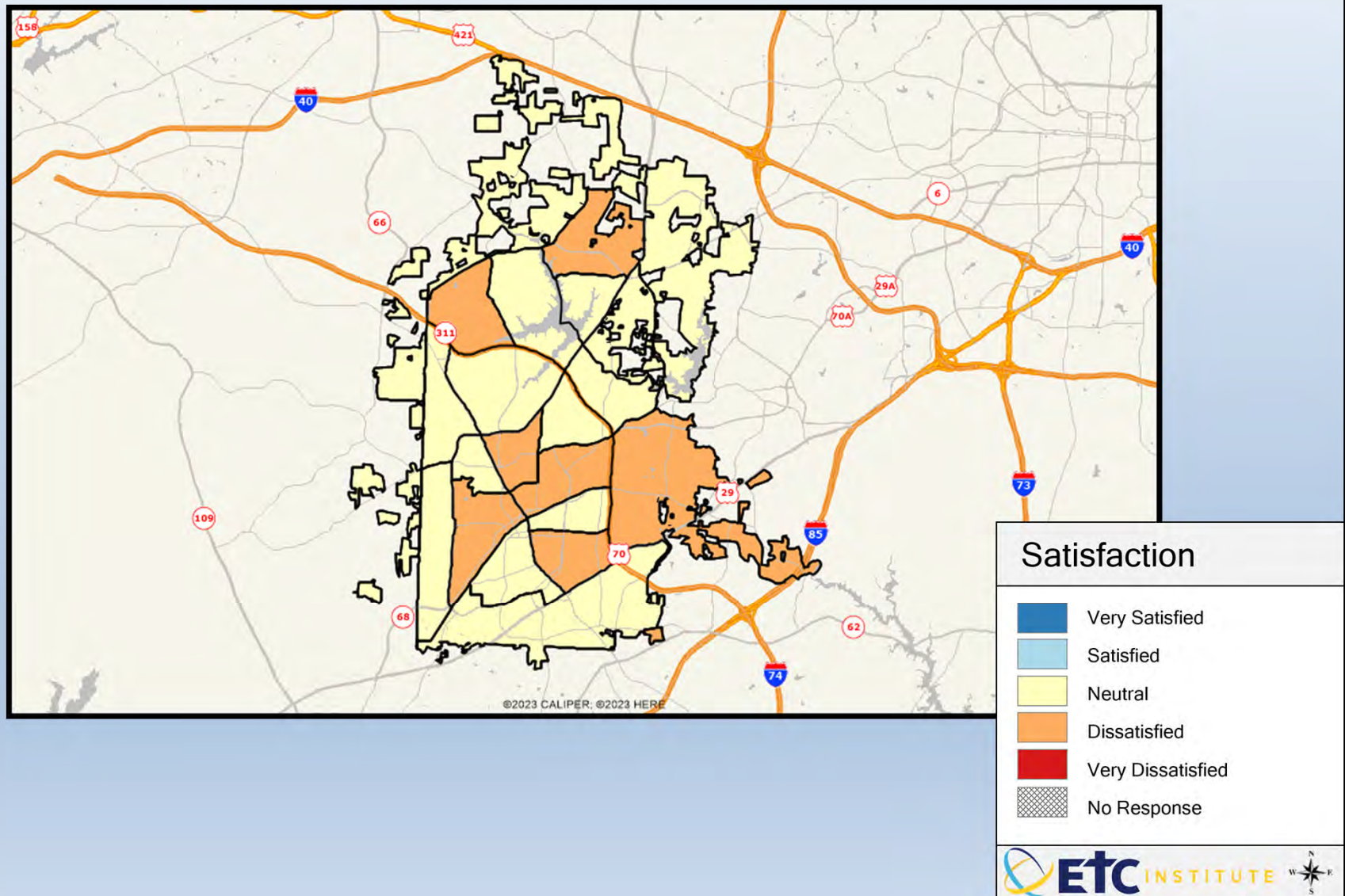
Q8-02. Enforcement of the mowing and cutting of weeds on private property



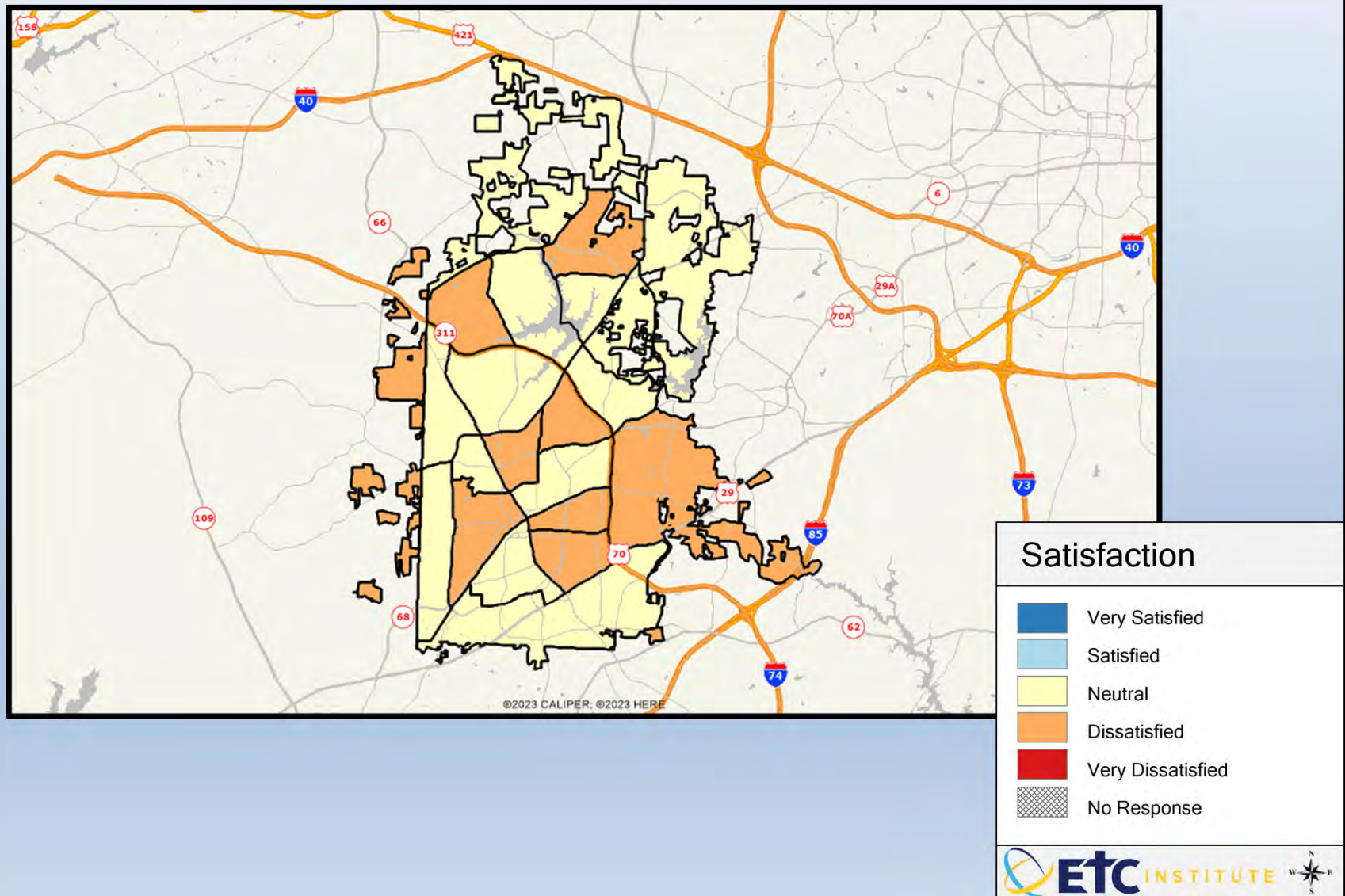
Q8-03. Enforcement of sign regulations



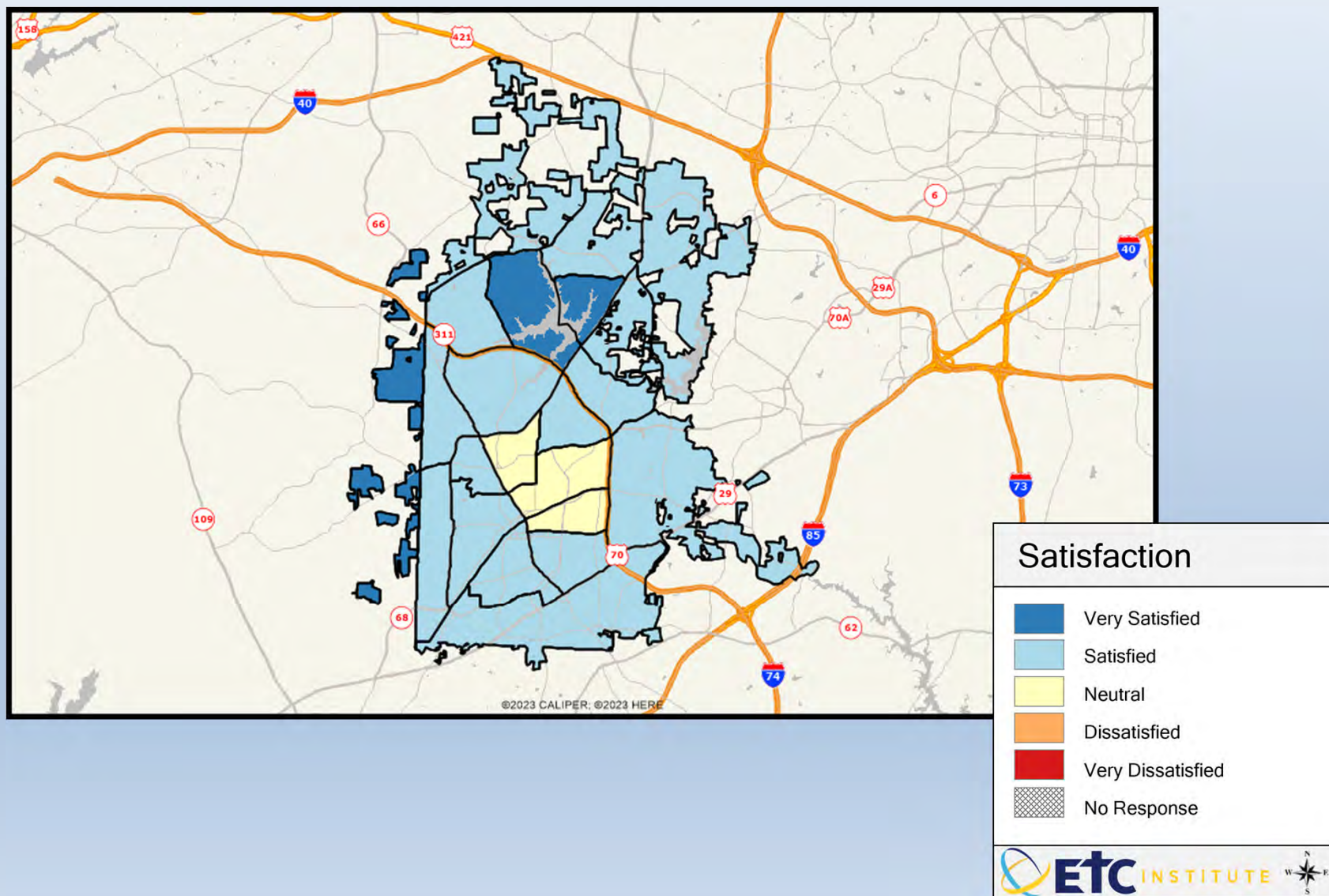
Q8-04. Enforcement of the repair of substandard housing



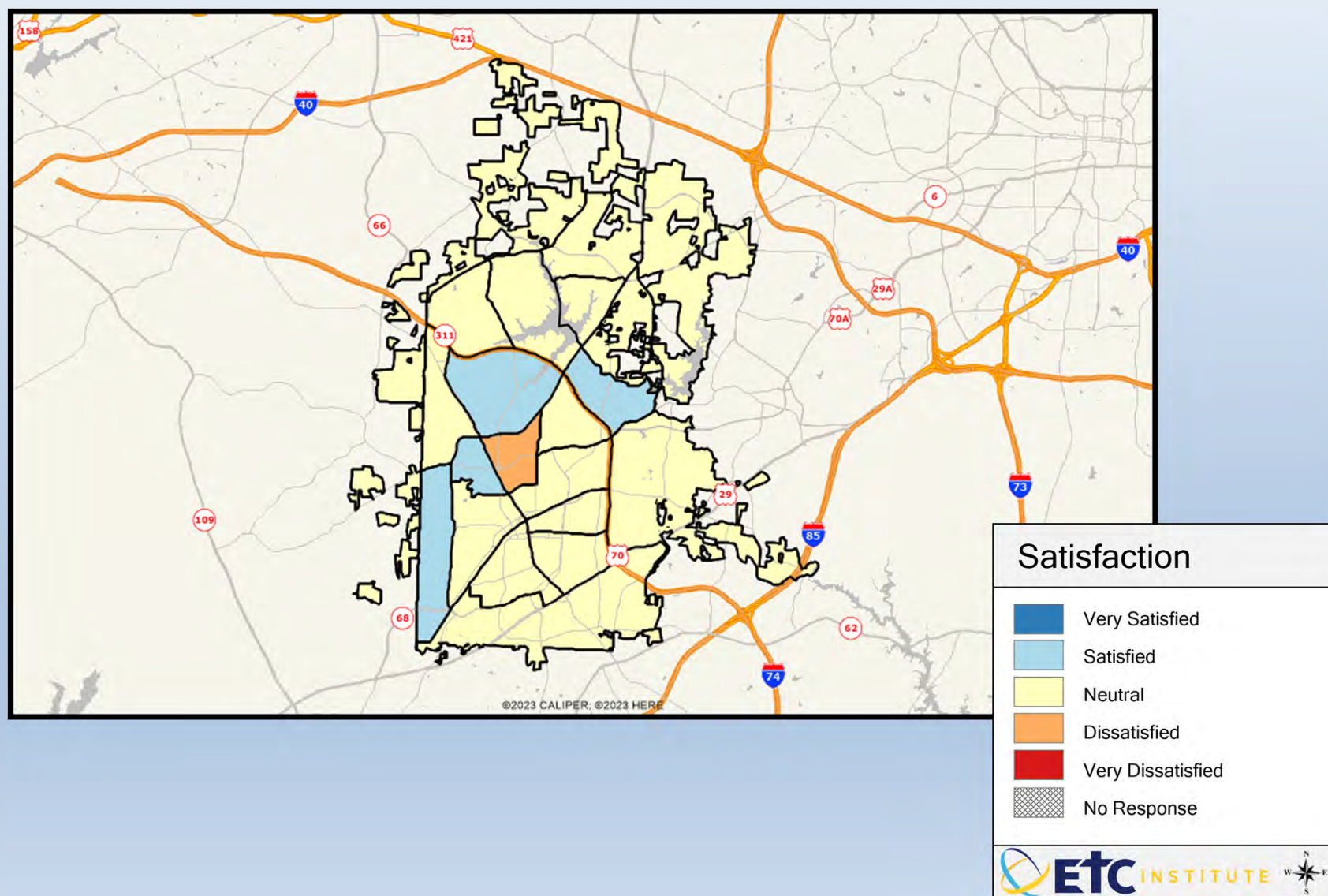
Q8-05. Enforcement of the removal of dilapidated housing



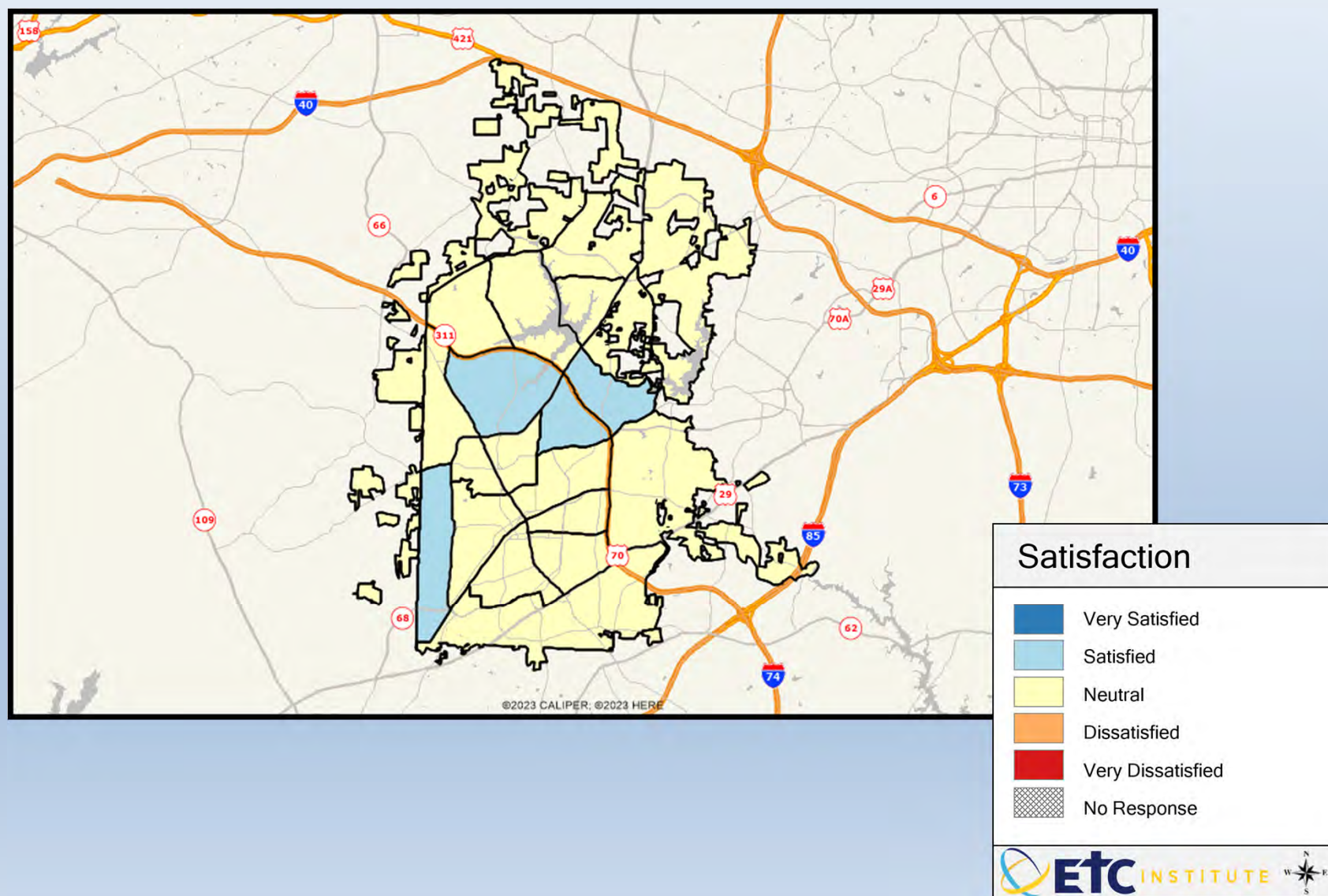
Q8-06. Appearance of your neighborhood



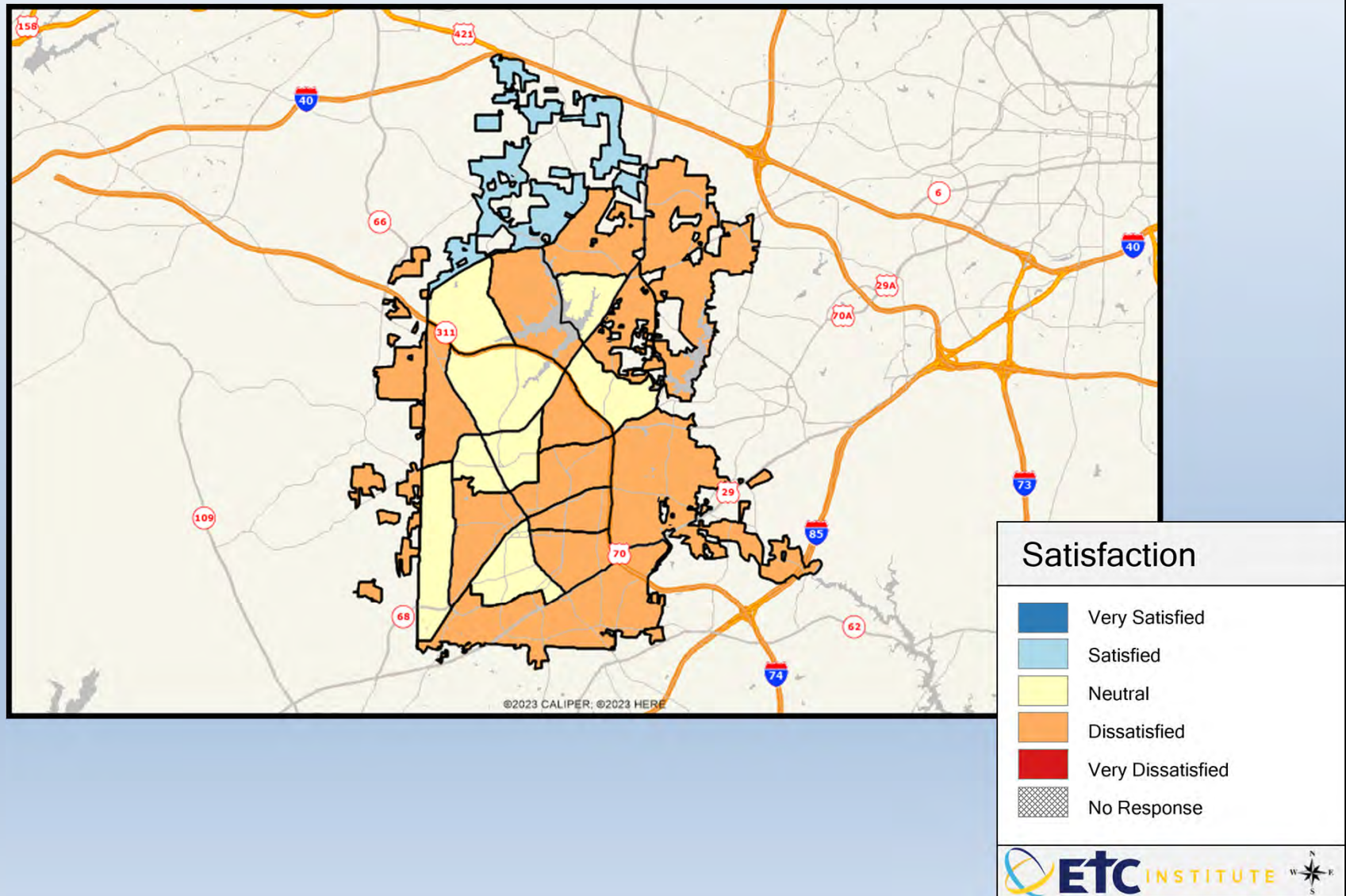
Q8-07. Availability of programs to assist with home ownership like education and down payment assistance



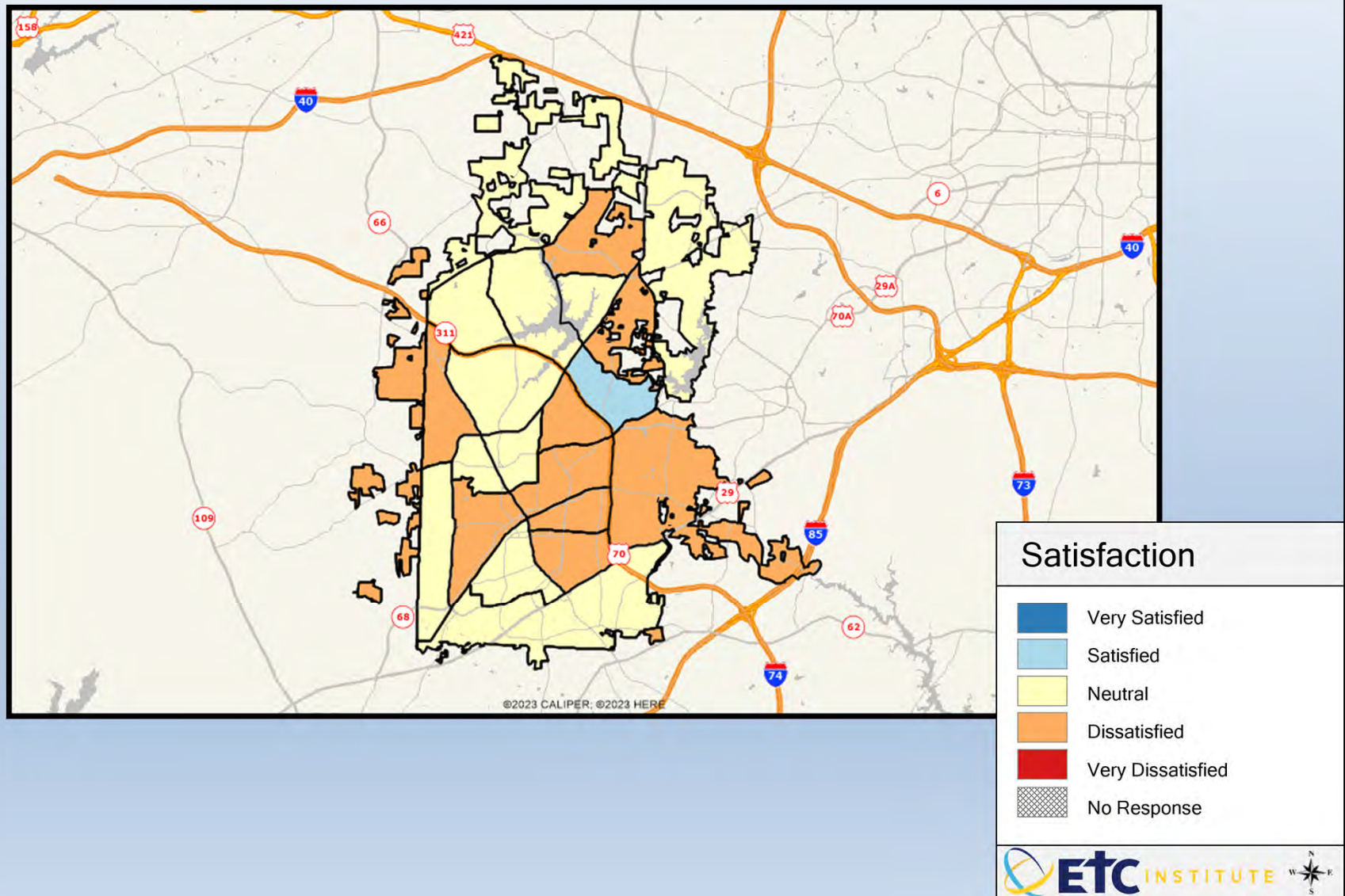
Q8-08. City's efforts to manage (plan for) growth



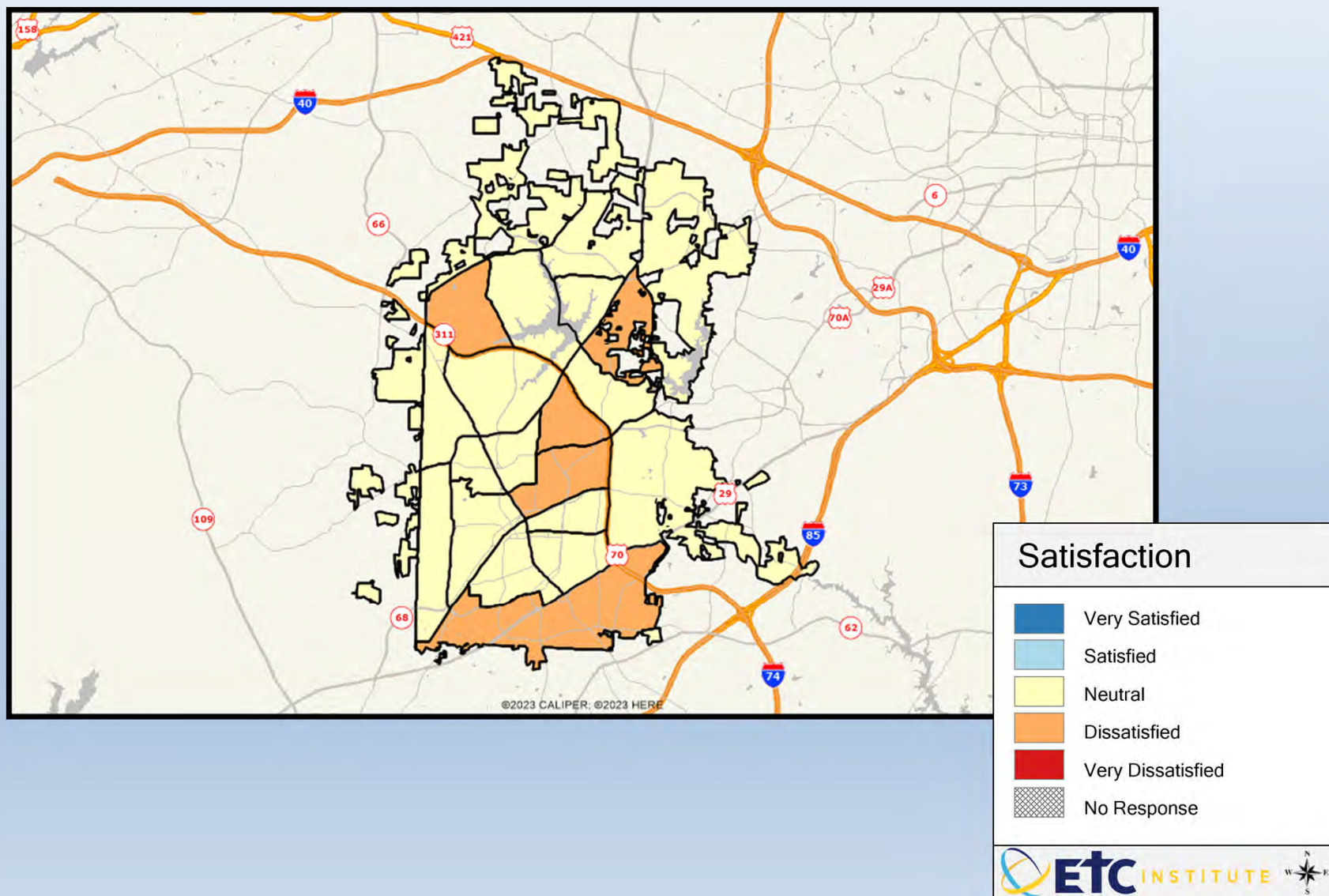
Q8-09. Availability of affordable rental housing



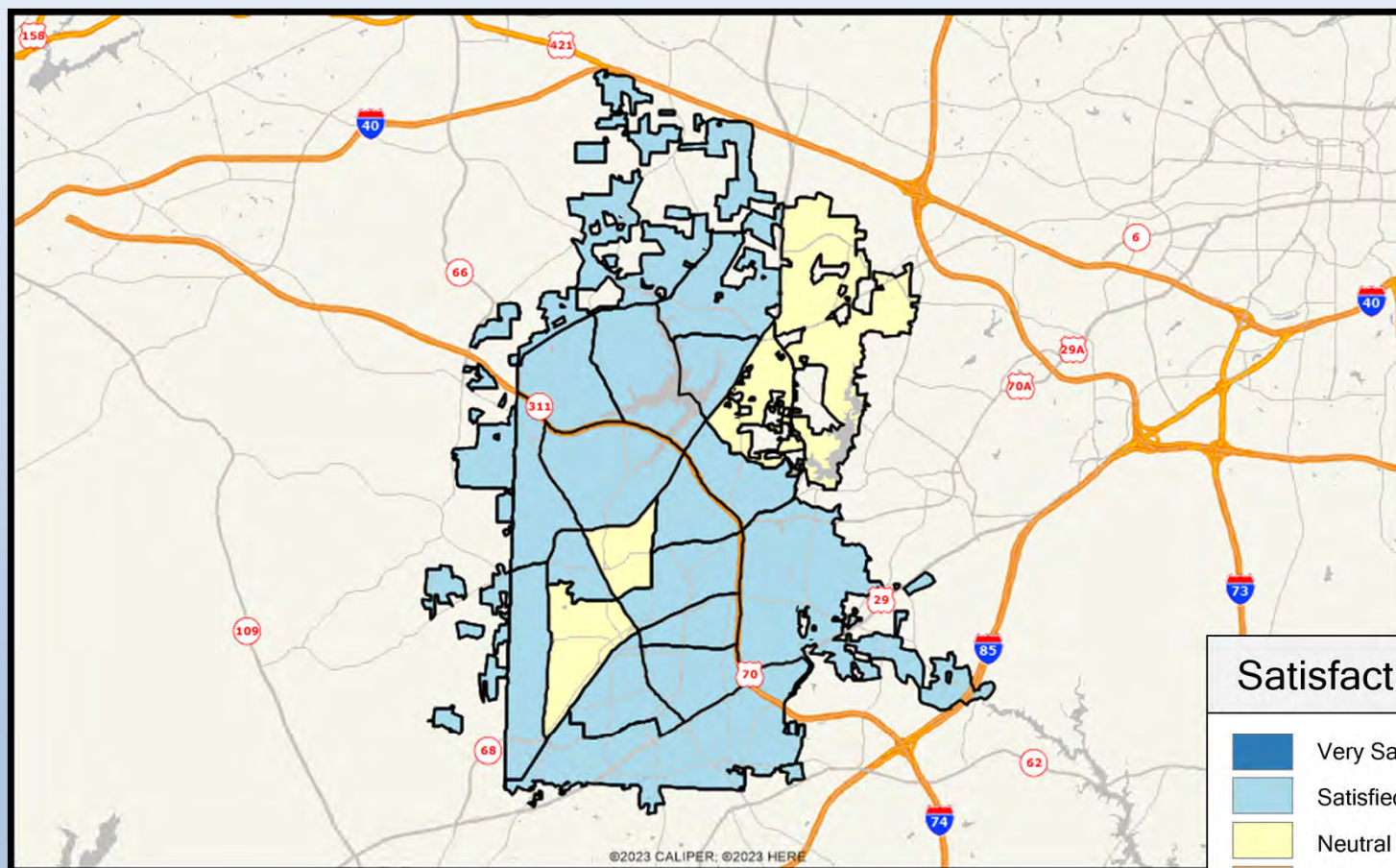
Q8-10. Availability of affordable housing for purchase



Q8-11. Quality of public housing



Q10-01. Ease of getting across town in High Point

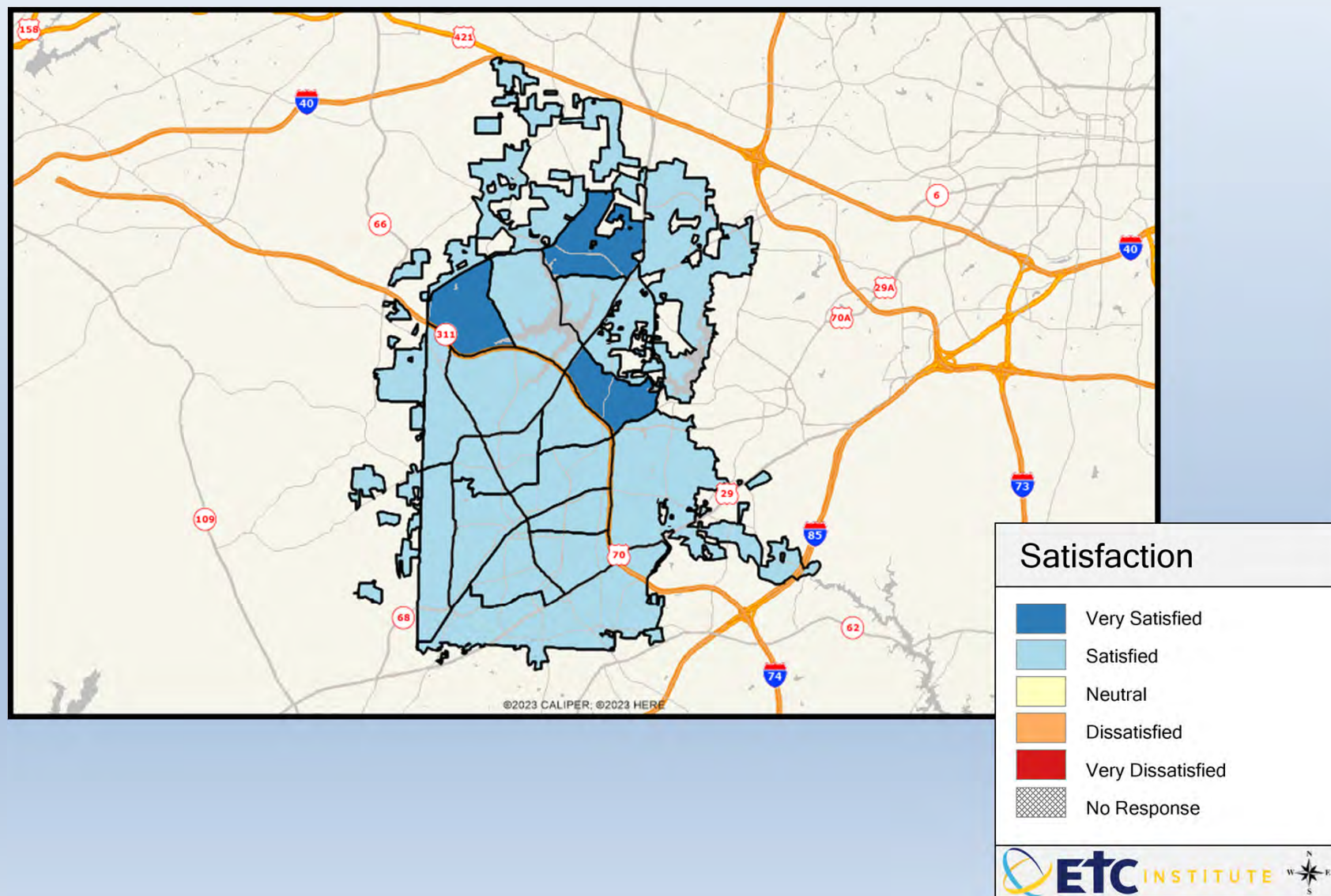


Satisfaction

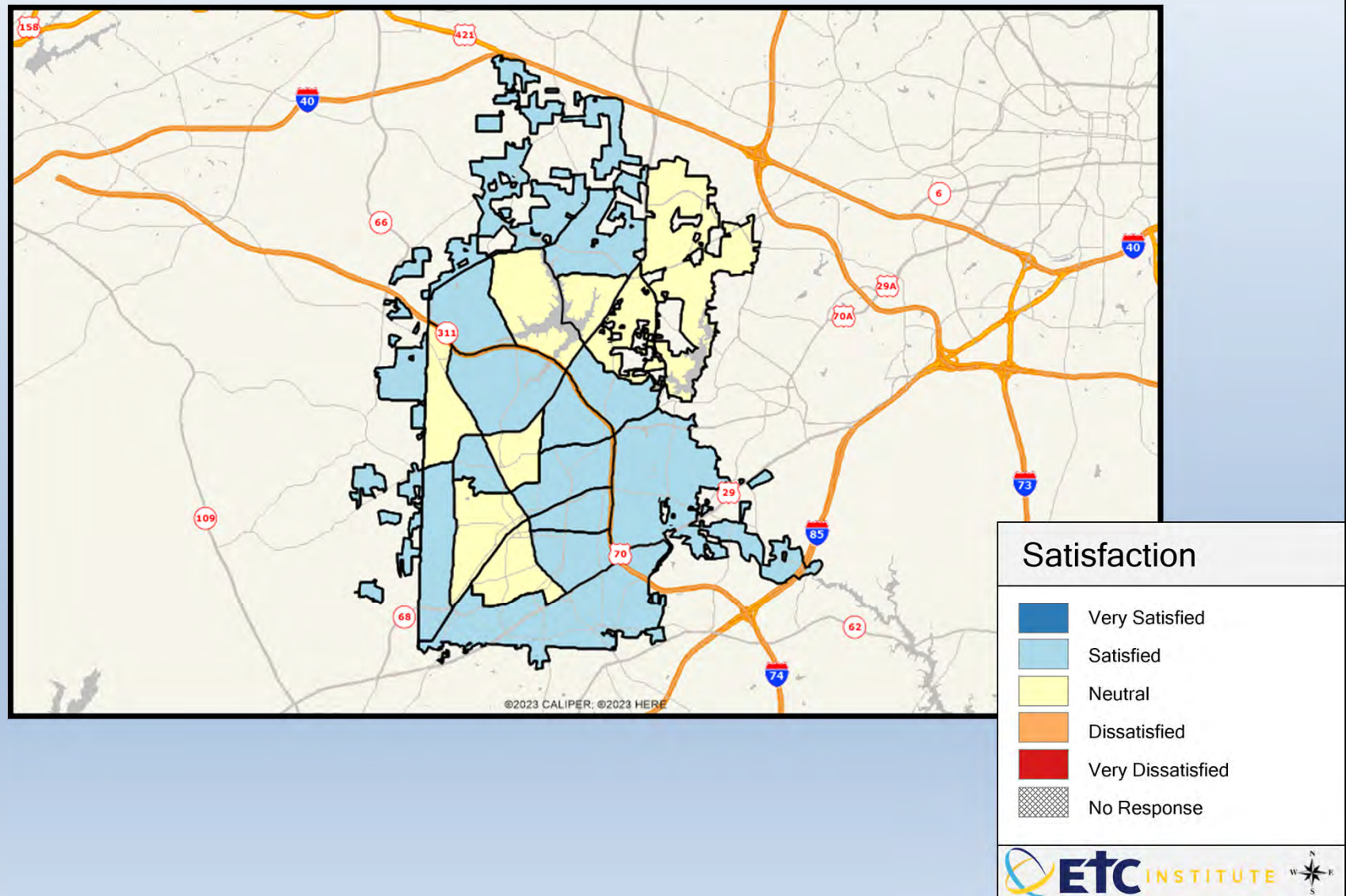
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



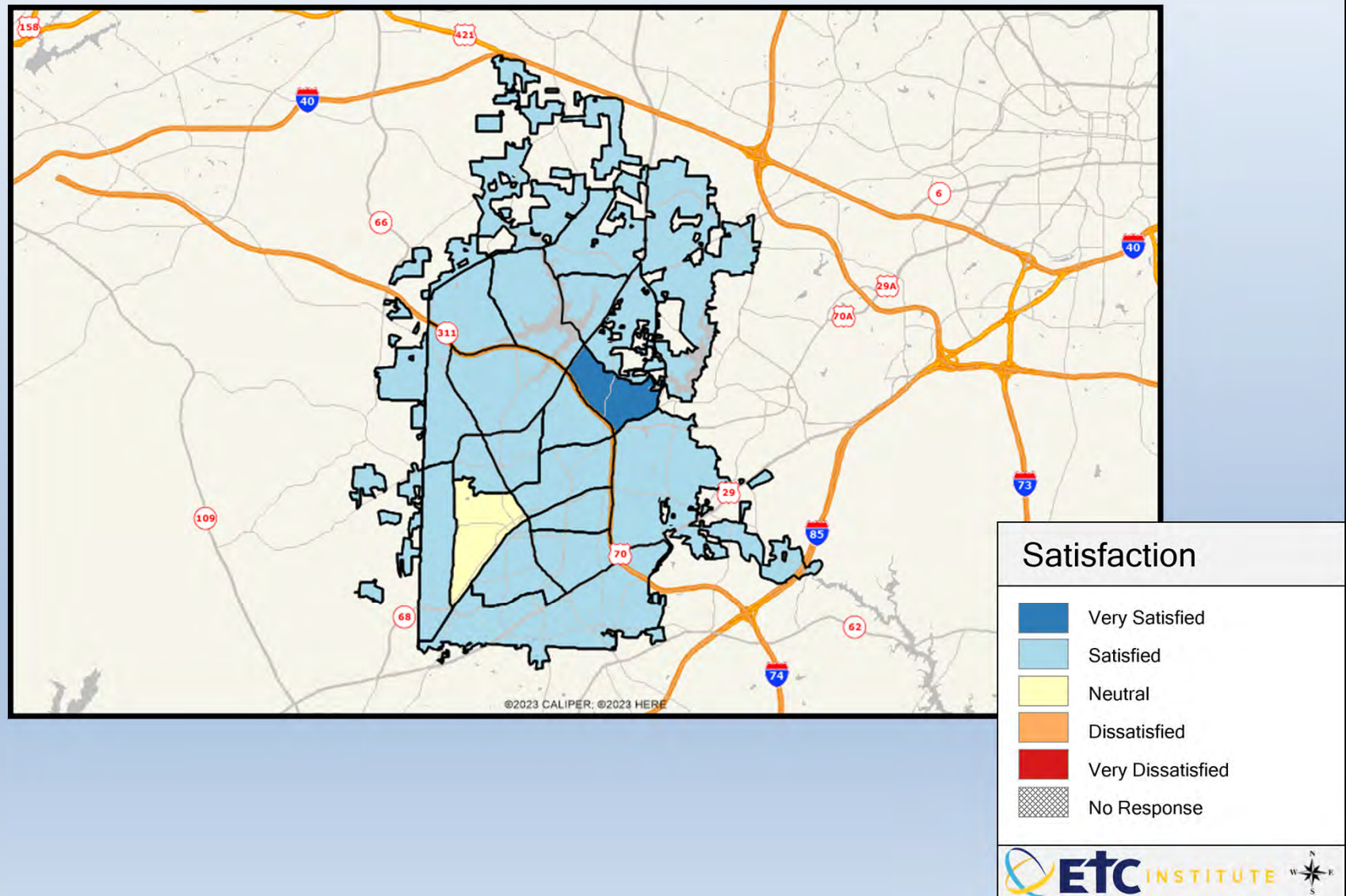
Q10-02. Ease of traveling from your home to regional roadways



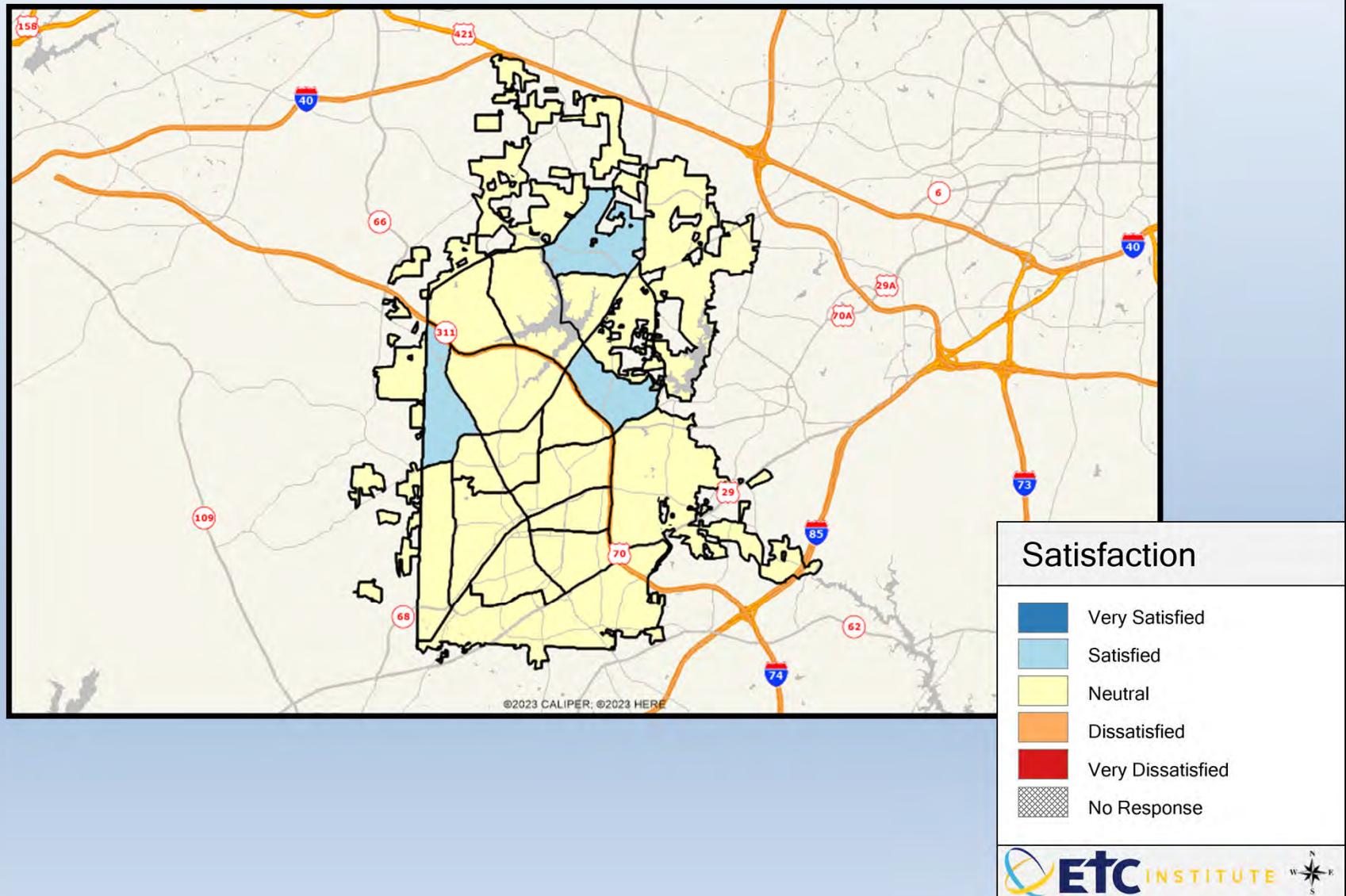
Q10-03. Traffic signal coordination on major City streets



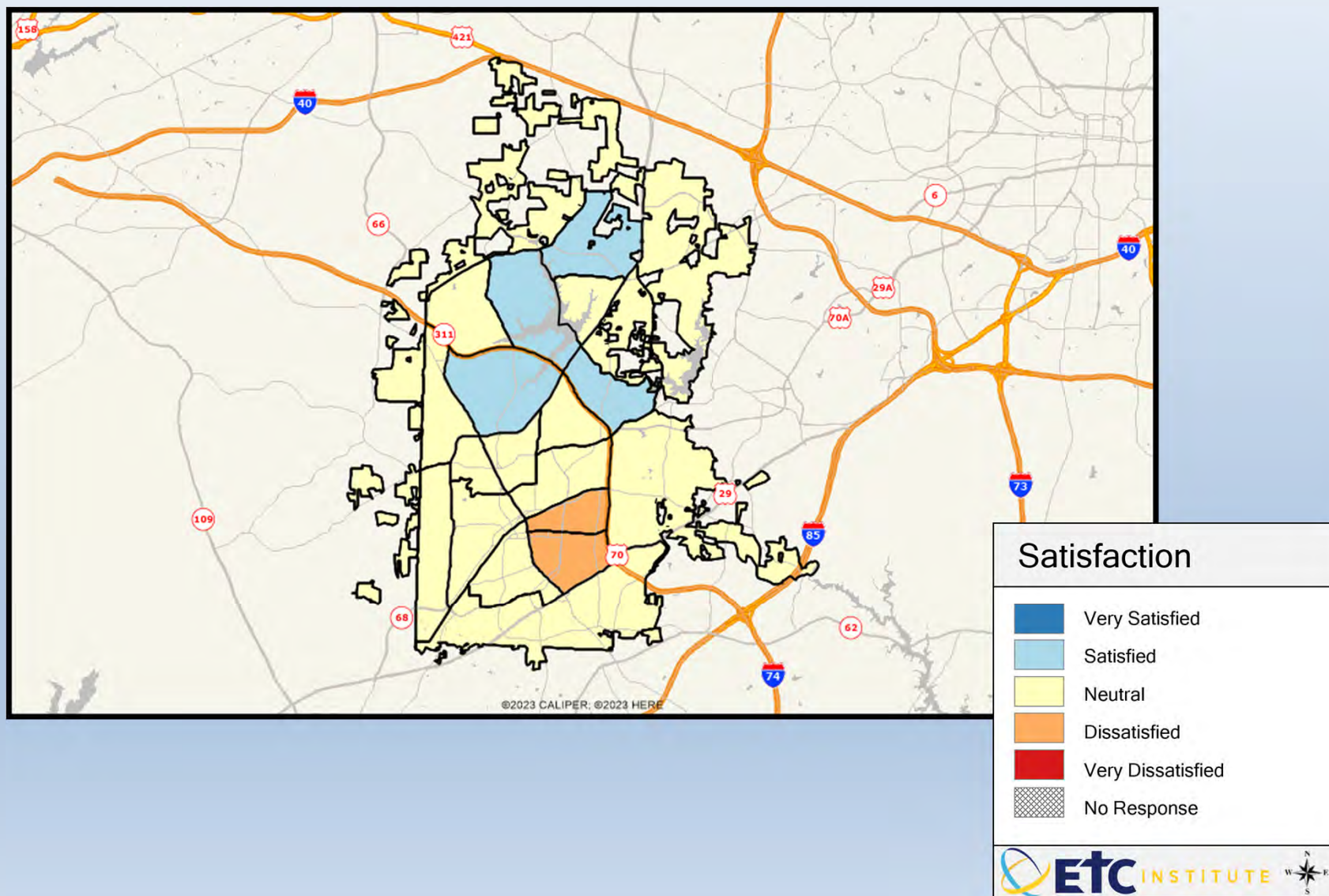
Q10-04. Maintenance of street signs



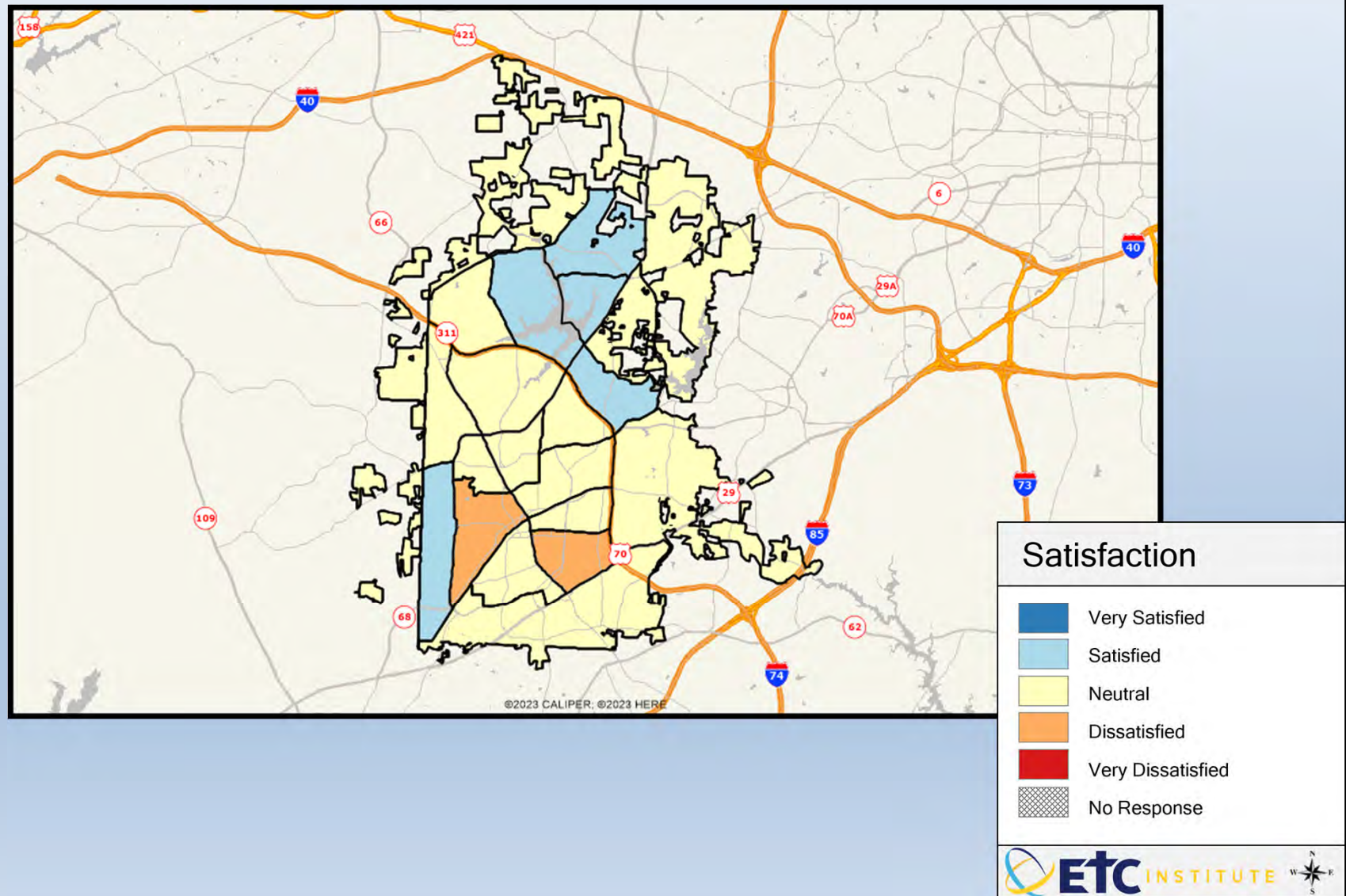
Q10-05. Availability of pedestrian walkways/sidewalks



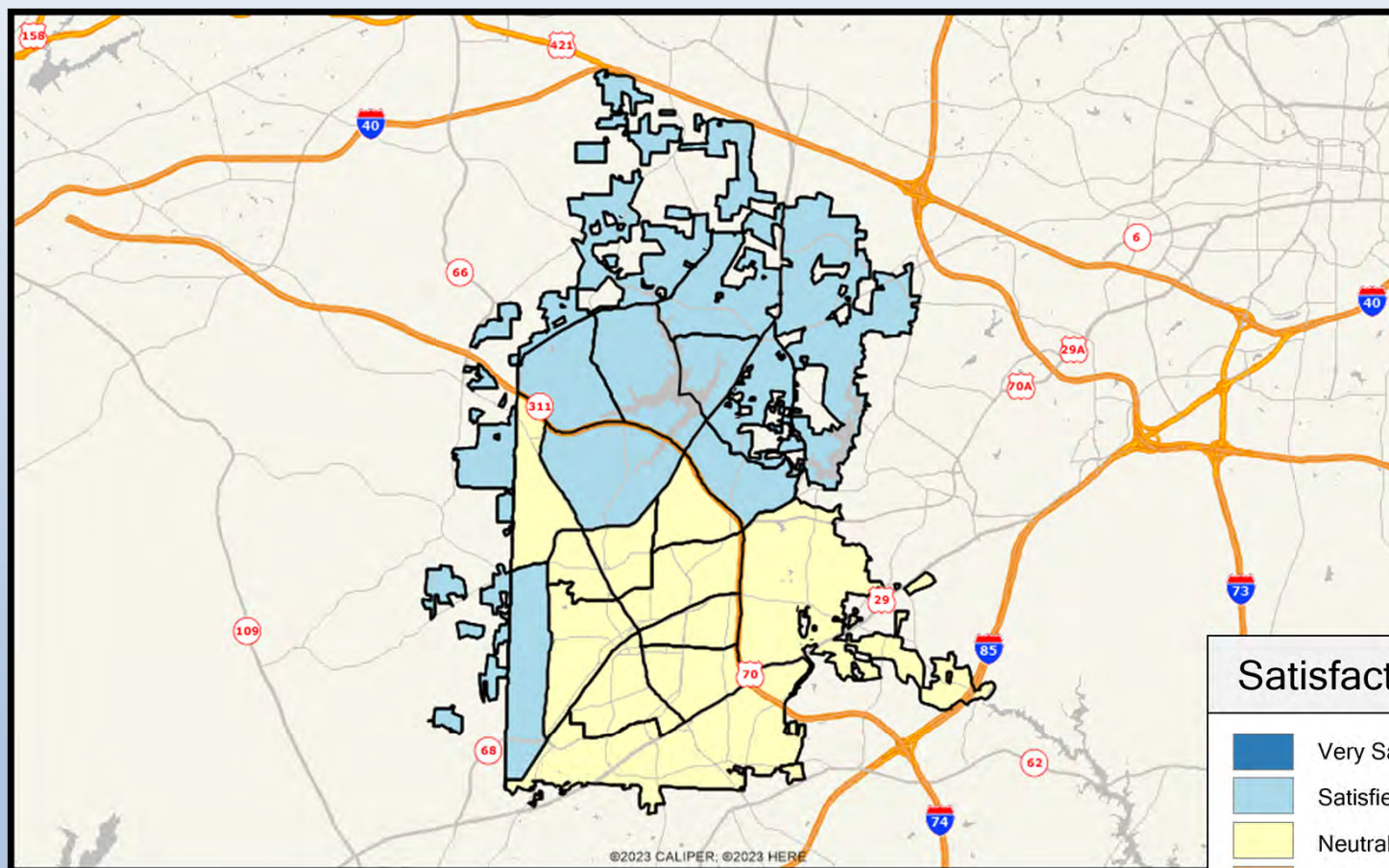
Q10-06. Maintenance of sidewalks



Q10-07. Condition/maintenance of major City streets



Q10-08. Condition/Maintenance of streets in your neighborhood

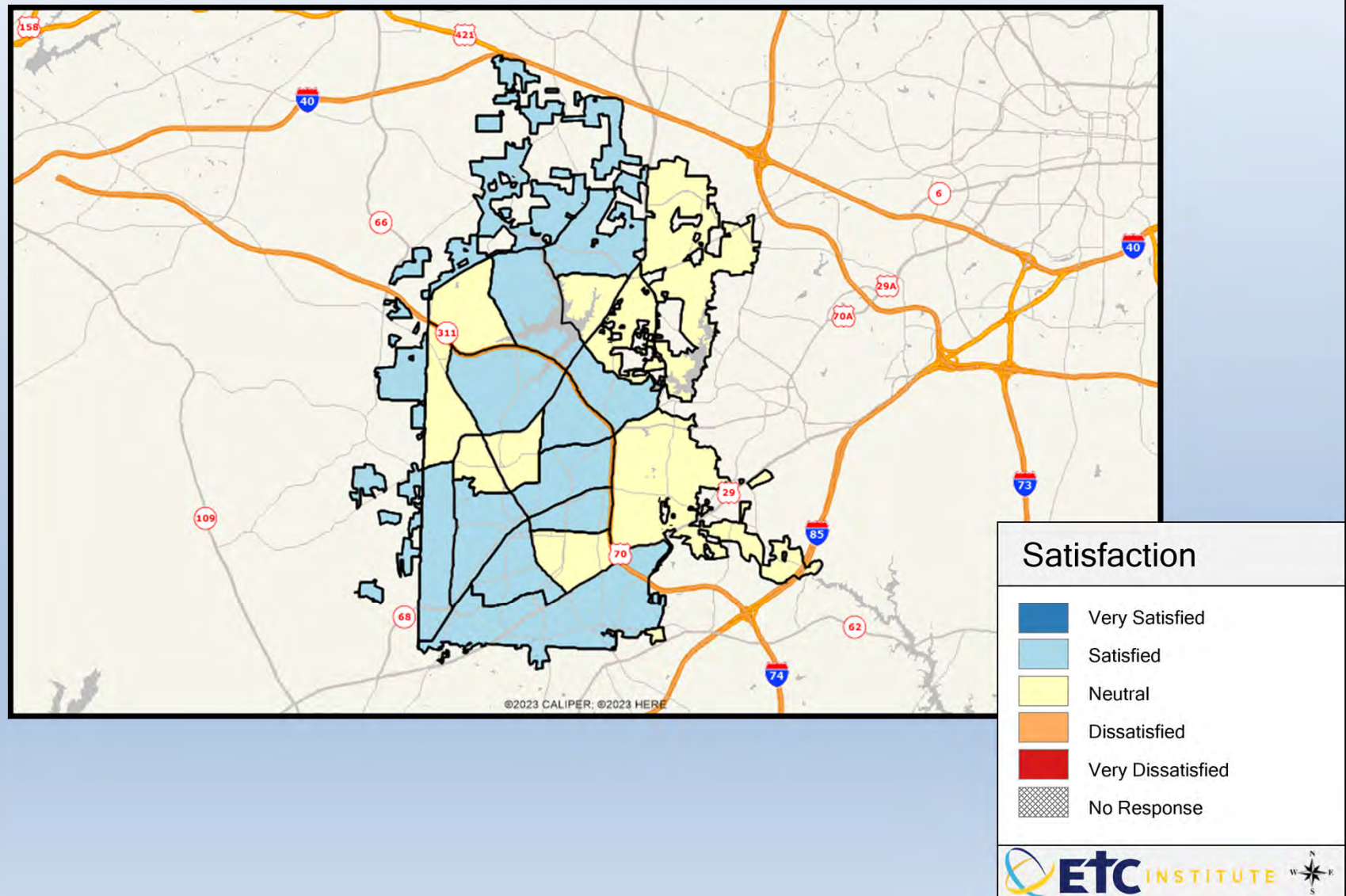


Satisfaction

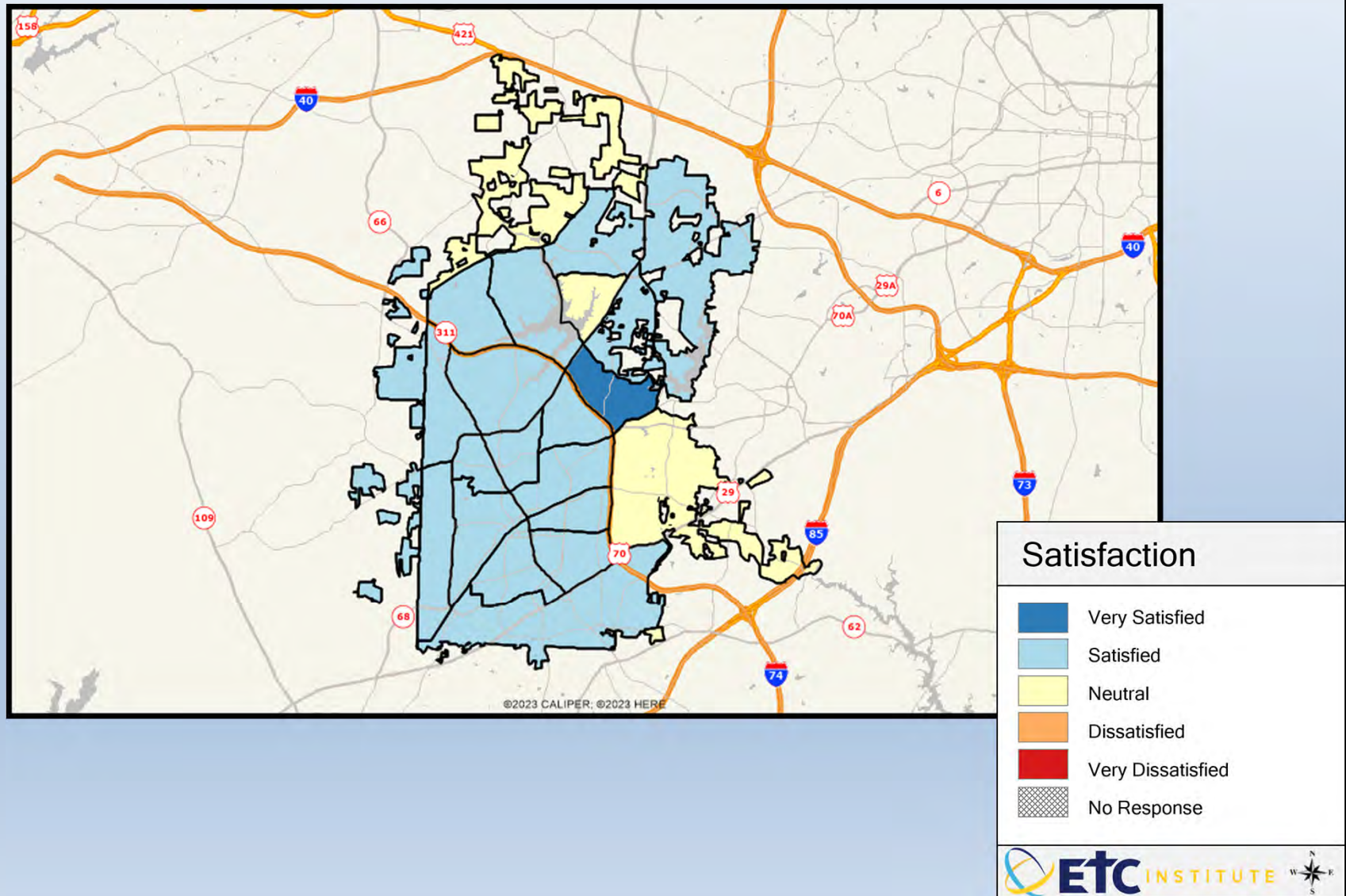
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



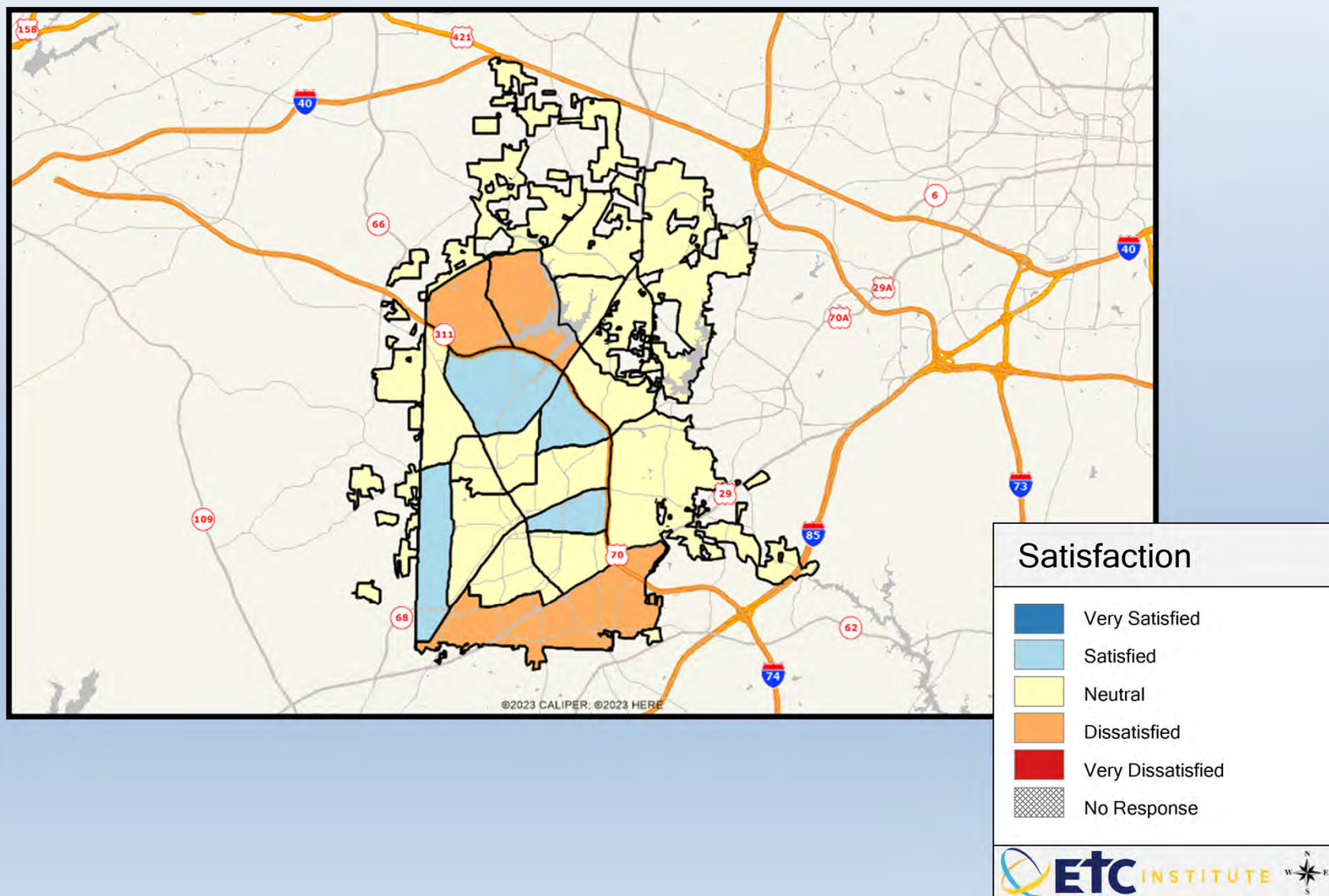
Q10-09. Landscaping of medians and public areas along major City streets



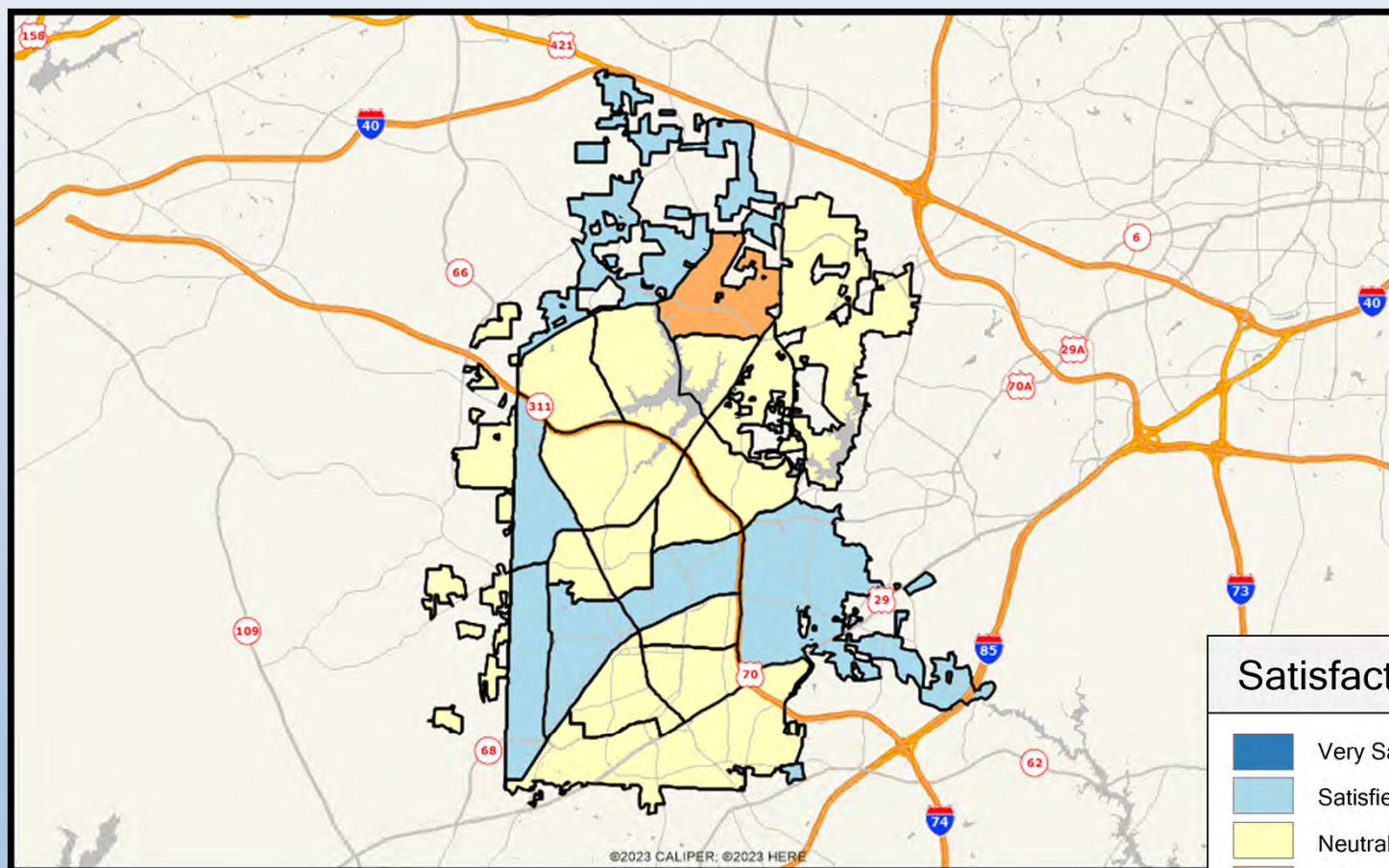
Q10-10. Adequacy of City street lighting



Q10-11. Availability of public transportation services



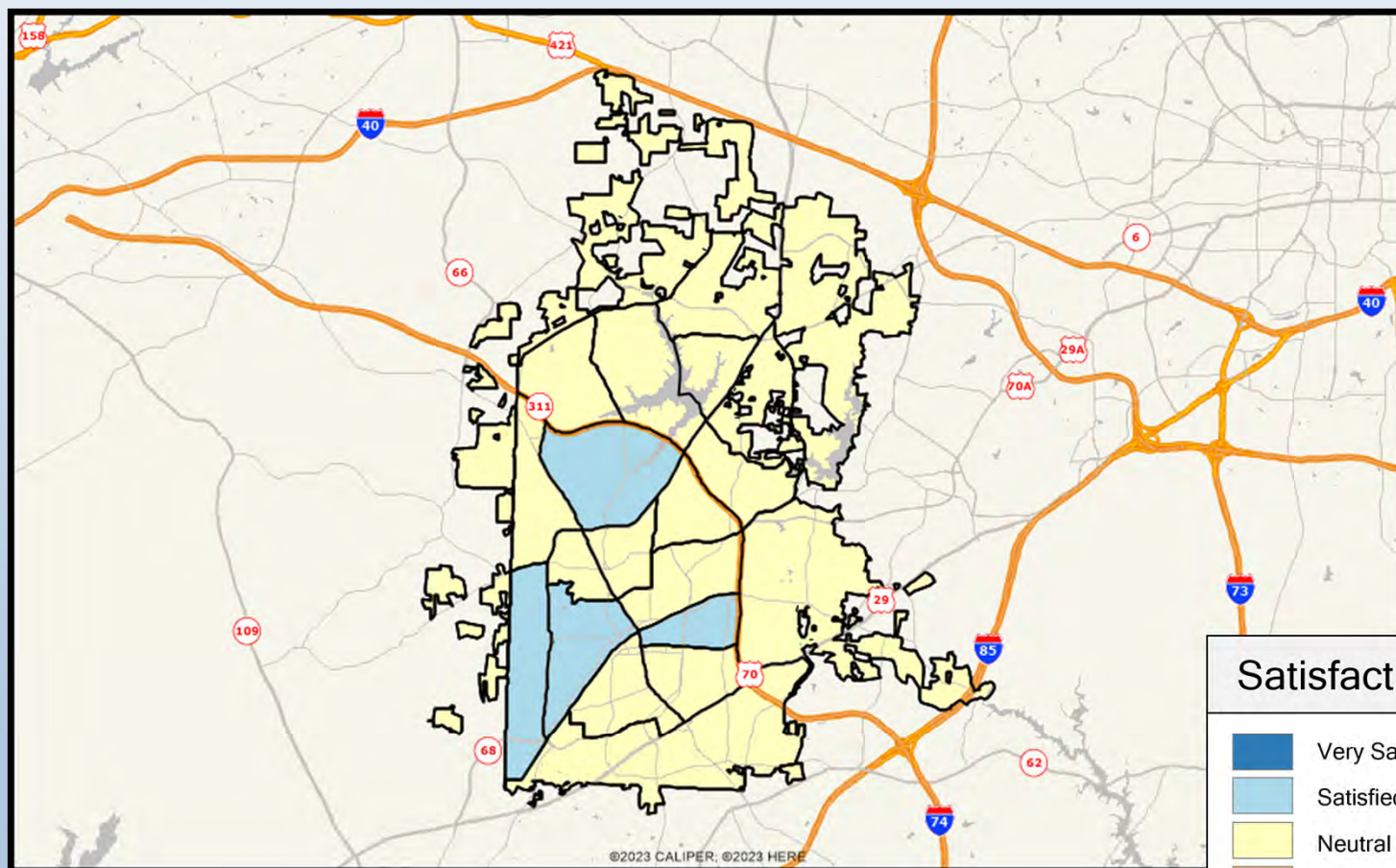
Q10-12. Availability of elderly and handicapped van service



Satisfaction



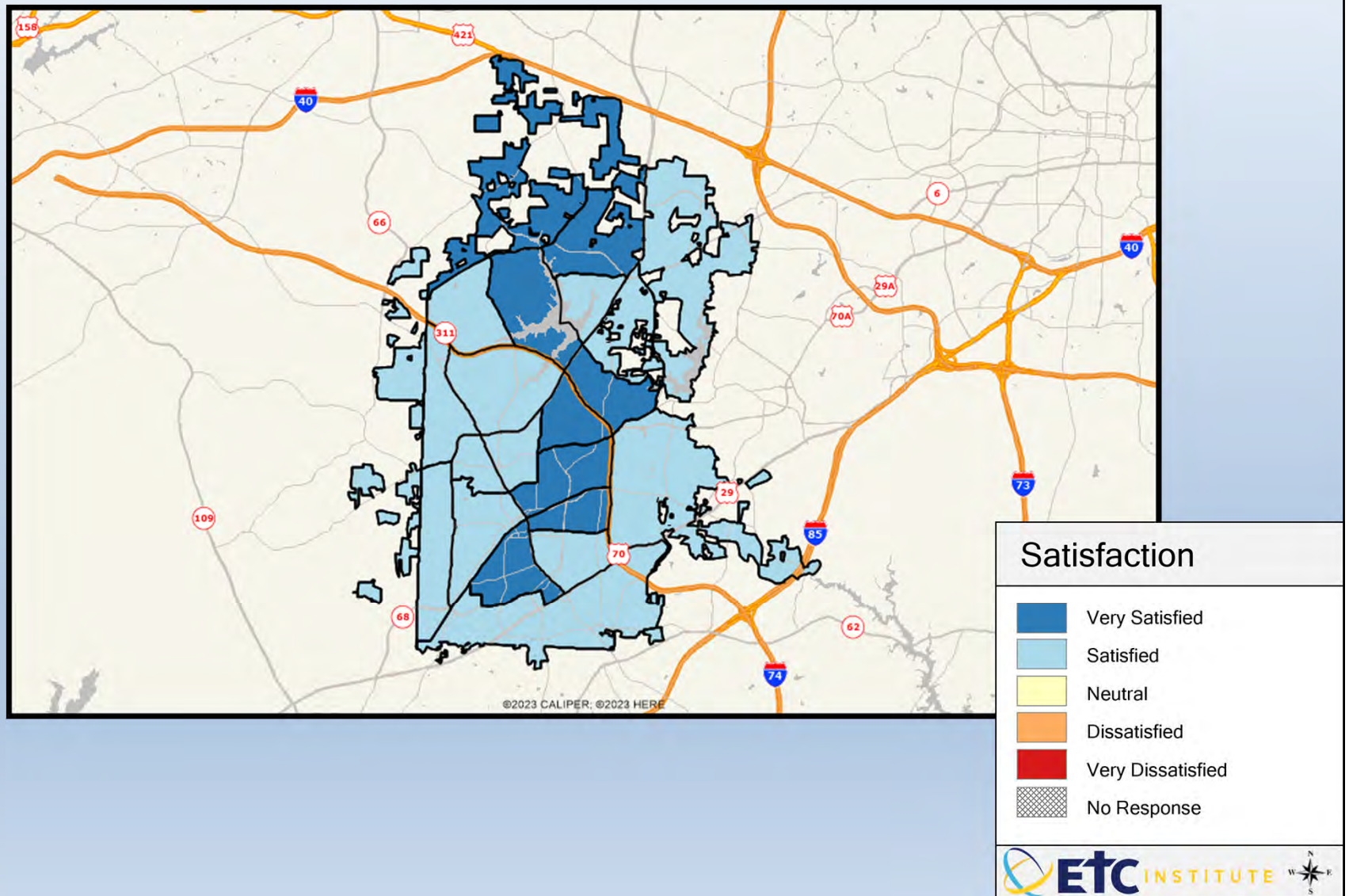
Q10-13. Availability of regional transportation links



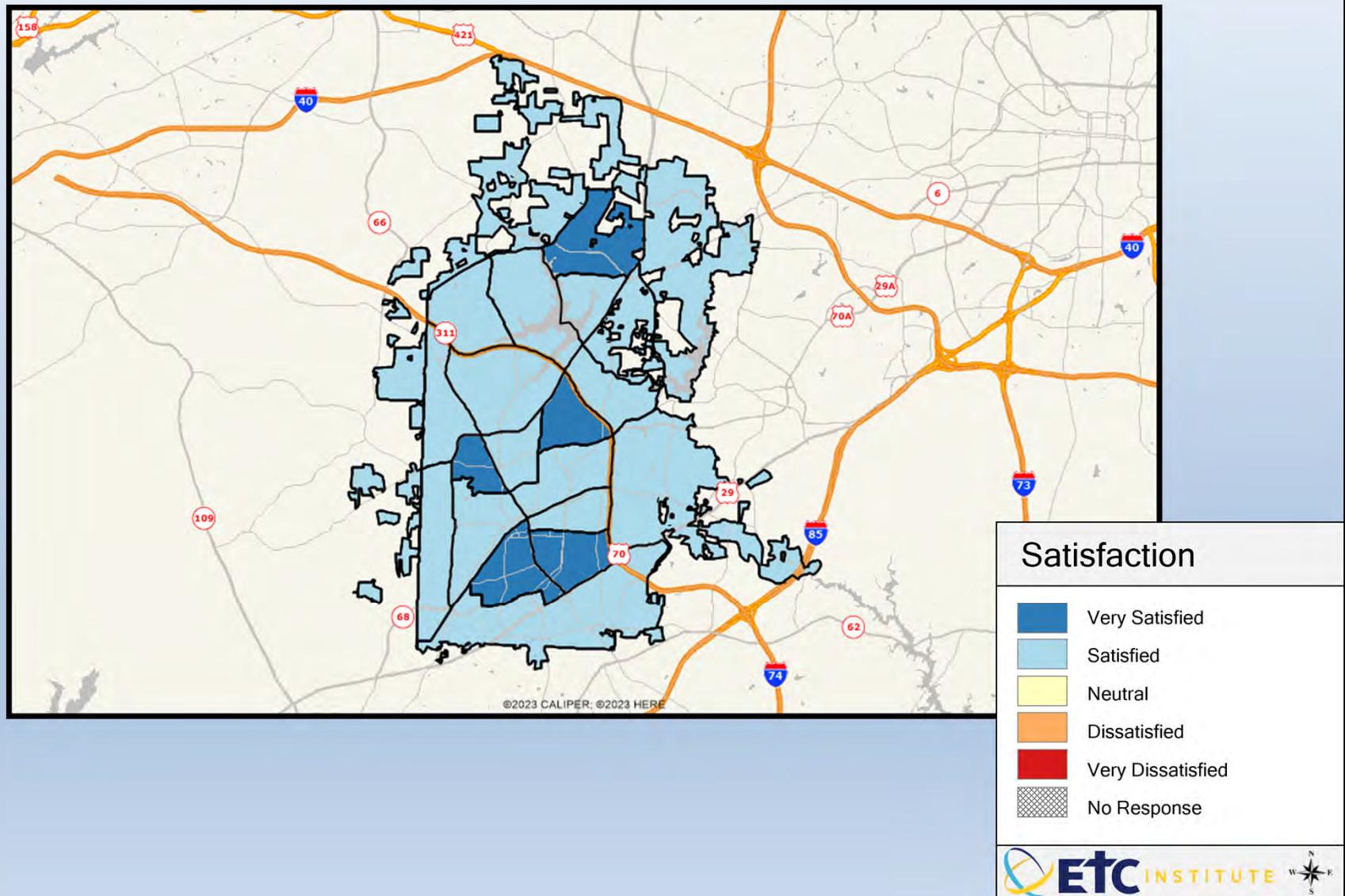
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

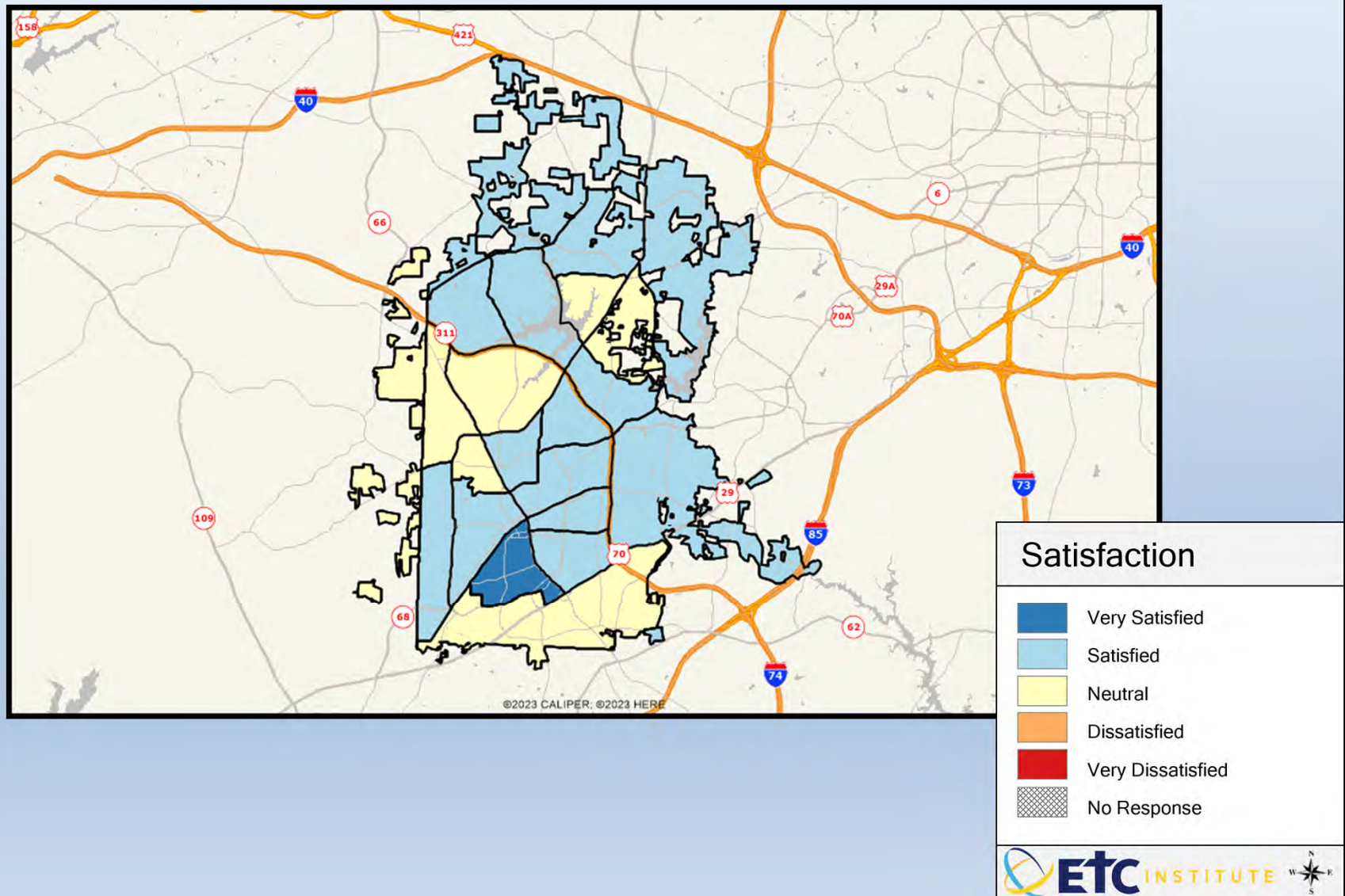
Q12-01. Residential trash collection service



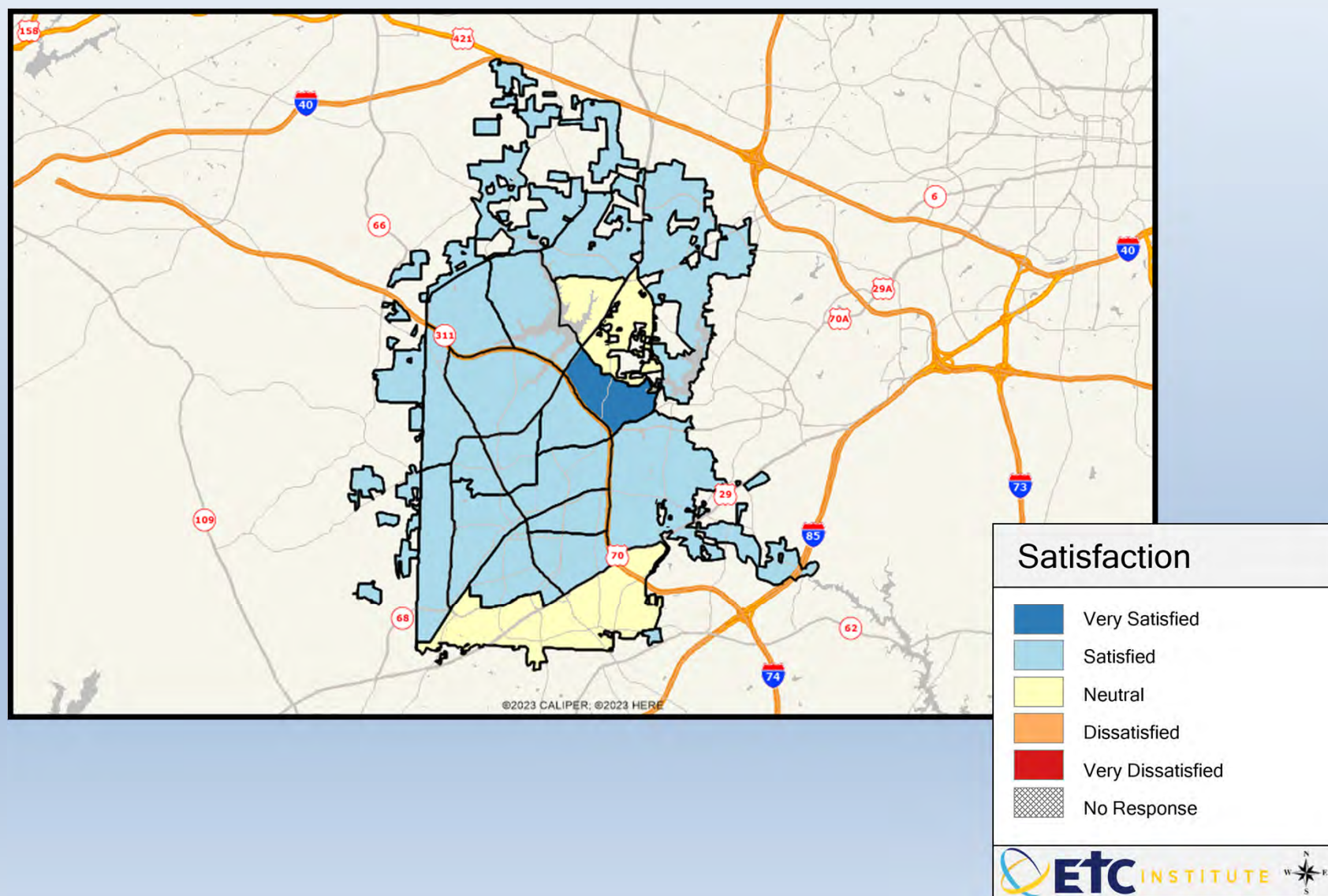
Q12-02. Curbside recycling service



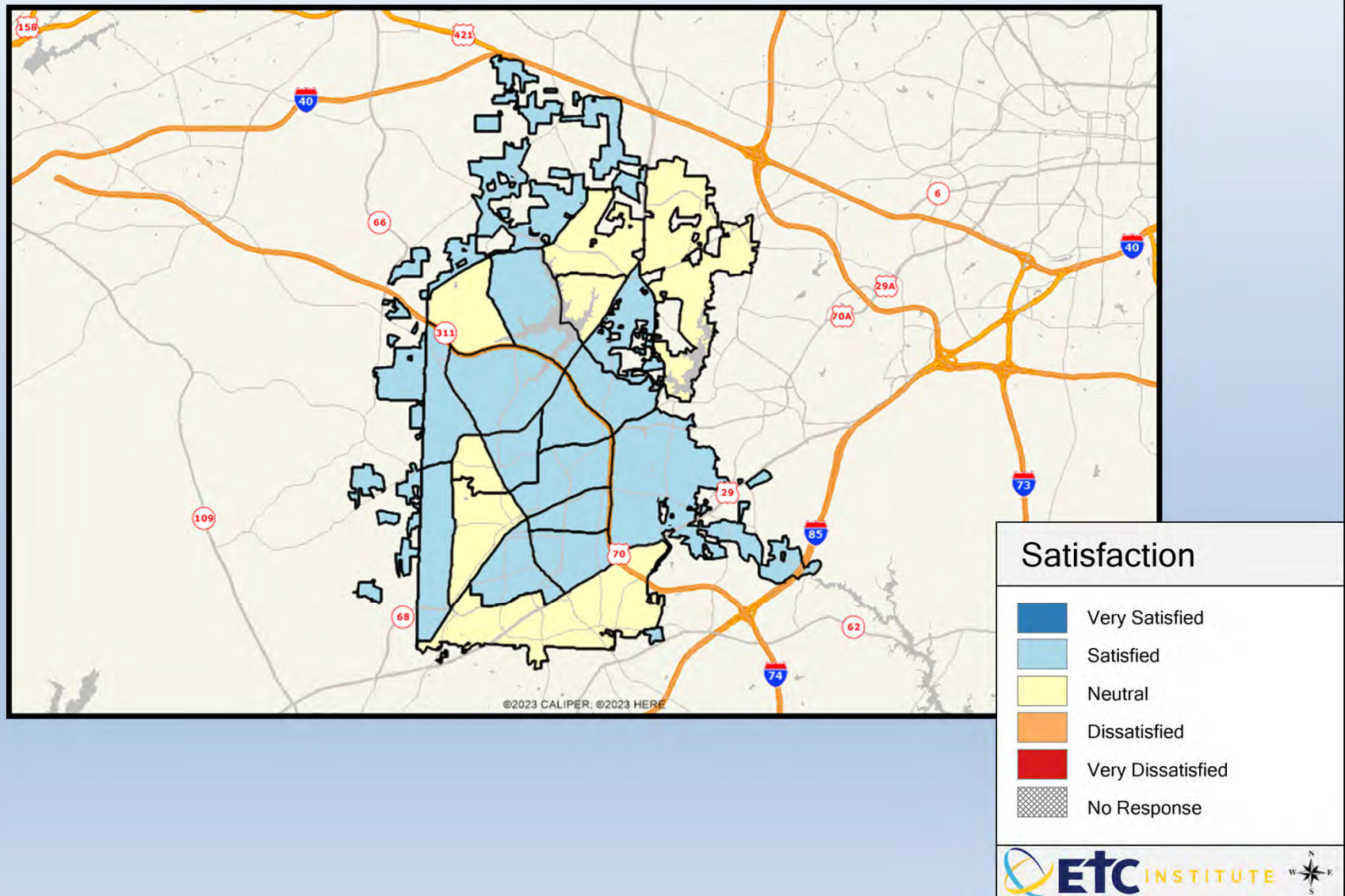
Q12-03. Leaf, yard waste and brush removal services



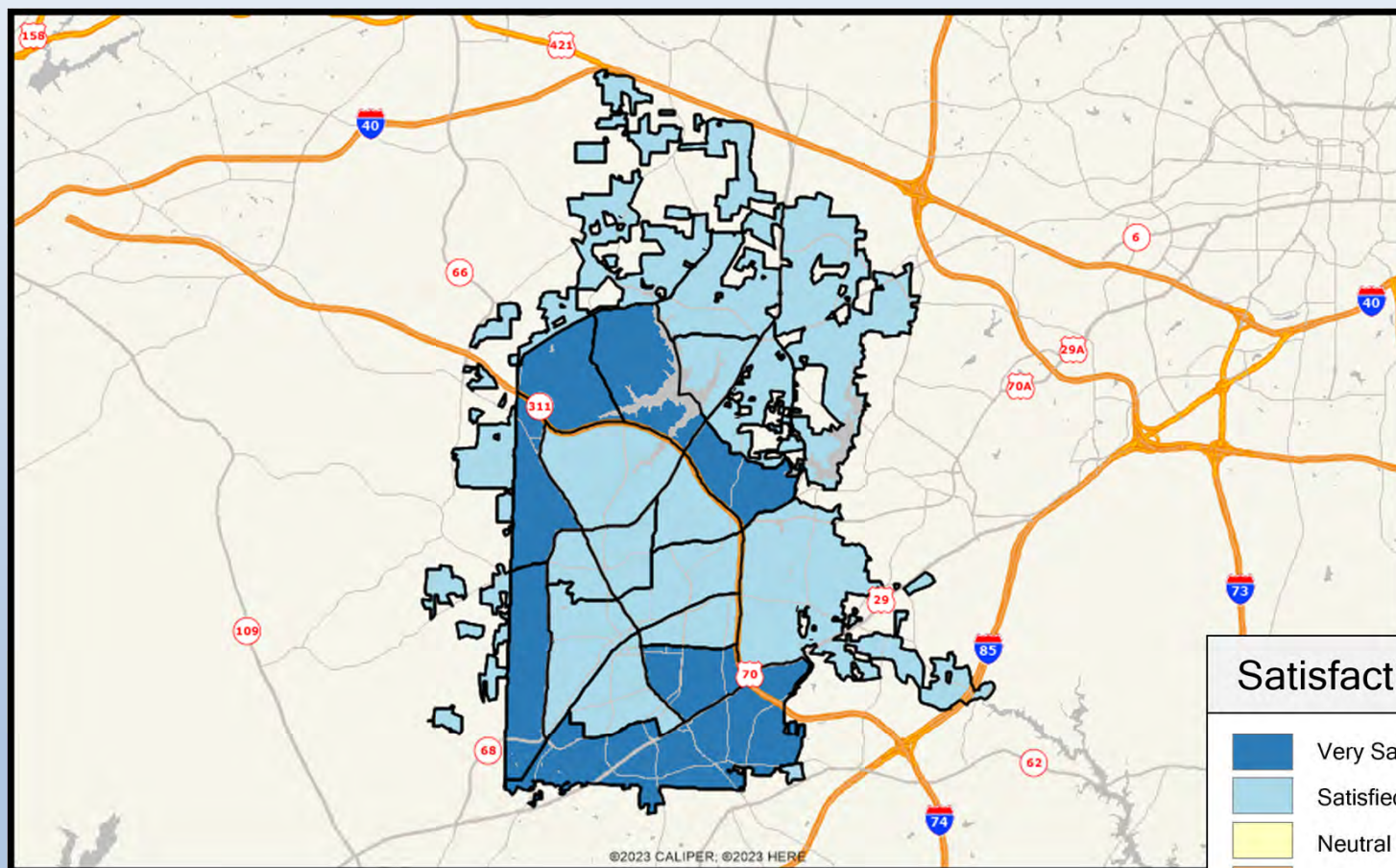
Q12-04. Bulk trash pickup/removal service (old furniture, appliances, etc.)



Q12-05. Efforts to rebuild and maintain the wastewater collection system



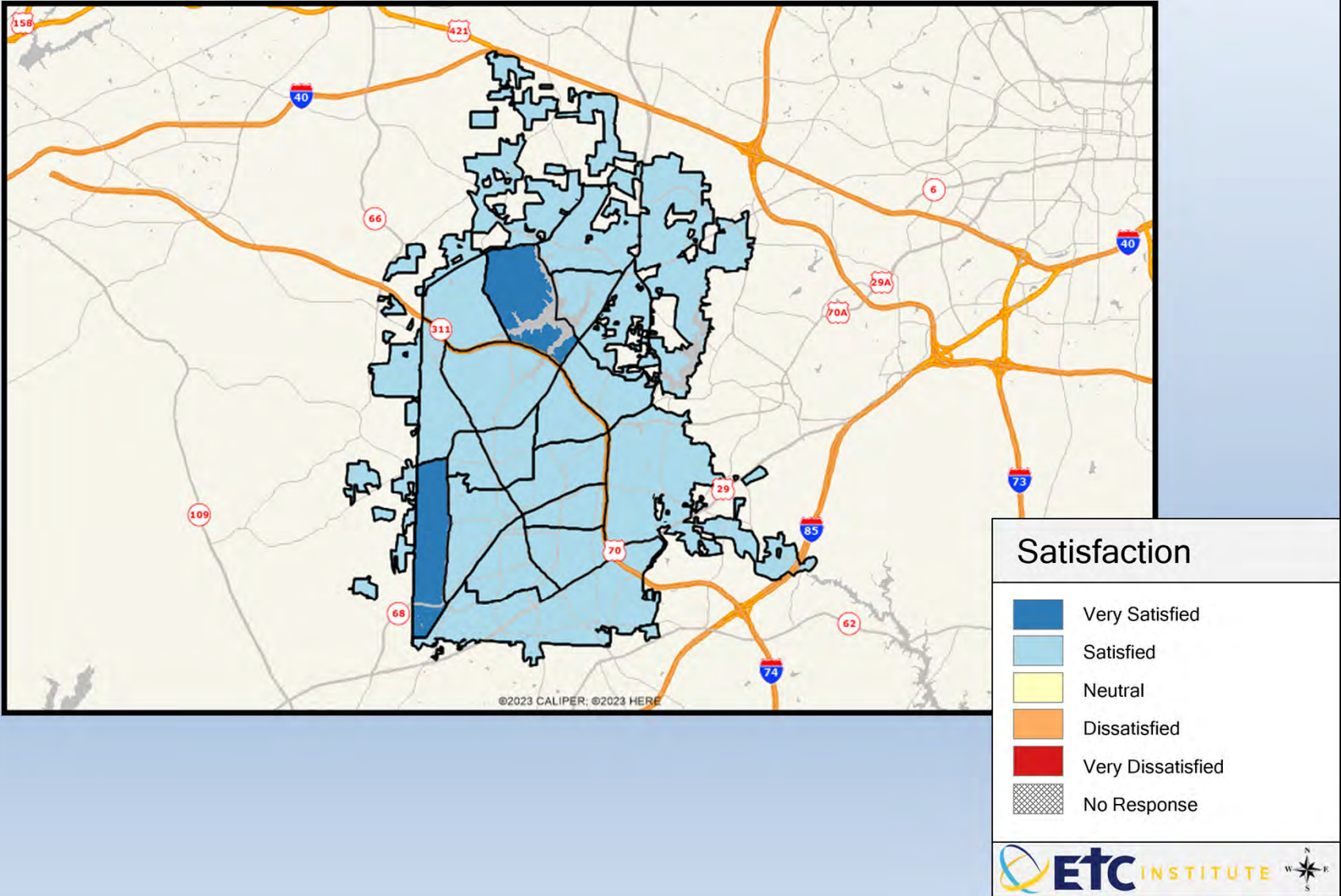
Q1206. Reliability of water service



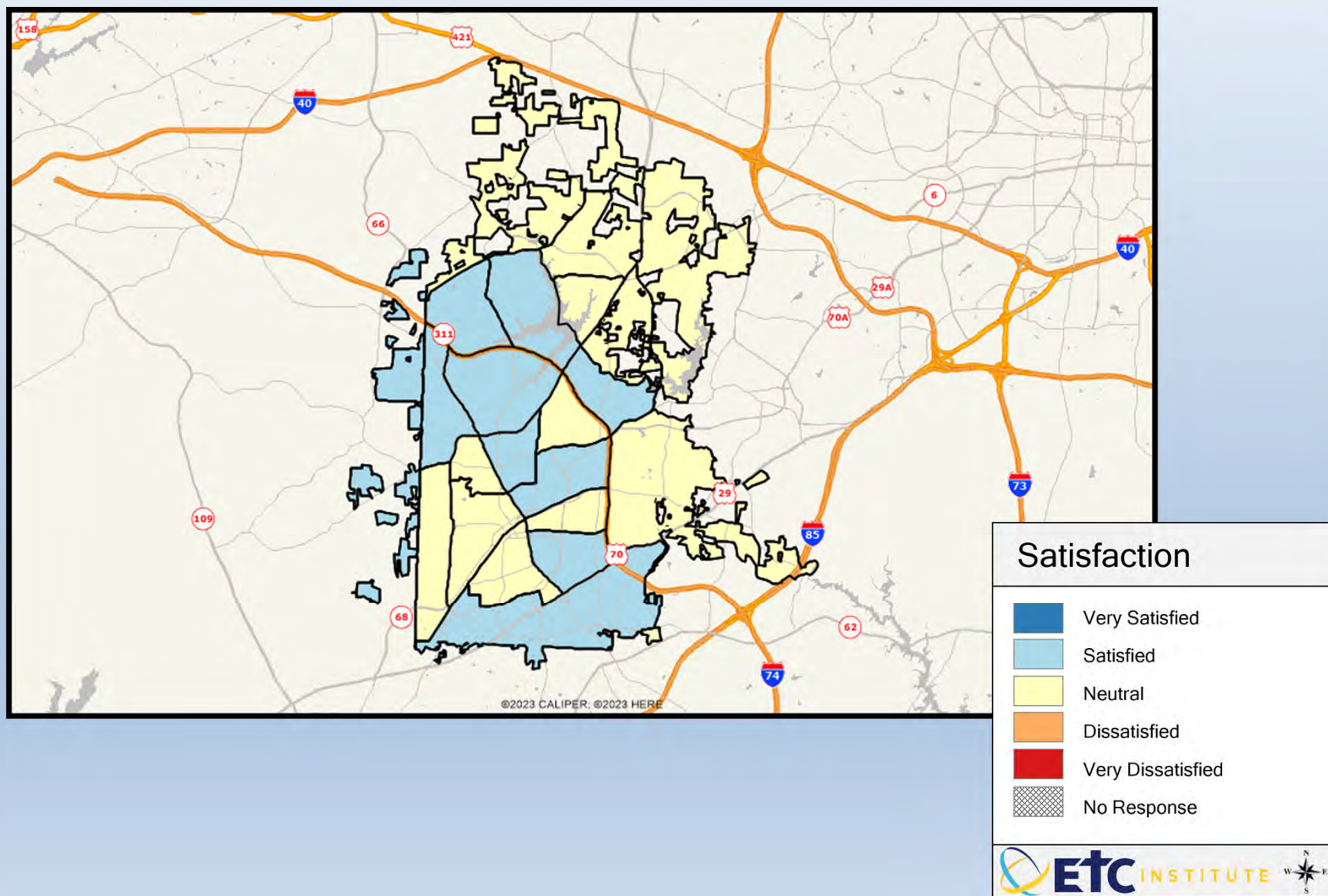
Satisfaction



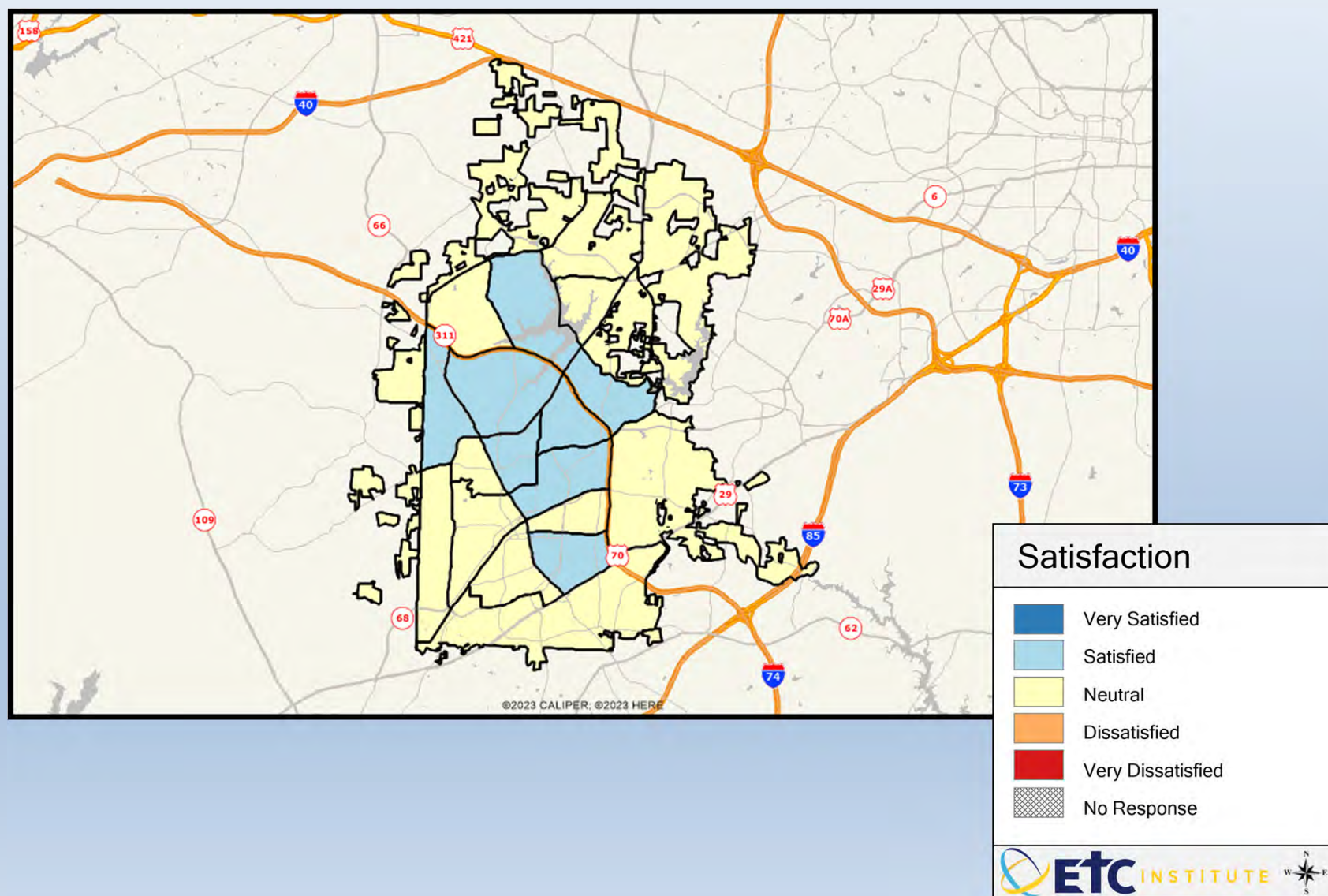
Q12-07. Water pressure in your home



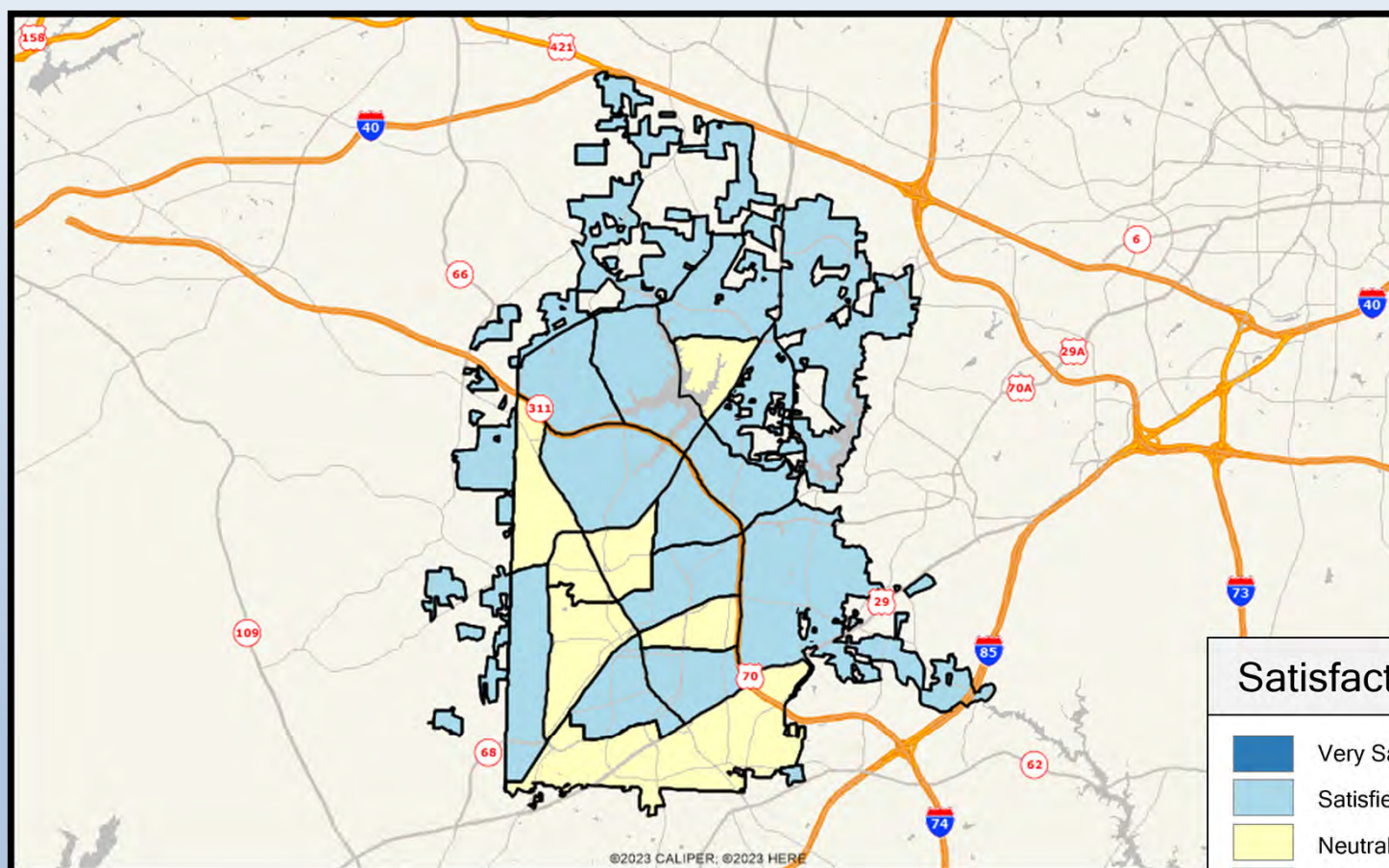
Q12-08. Taste/Odor of your drinking water



Q12-09. Overall value that you receive for water and wastewater utility rates



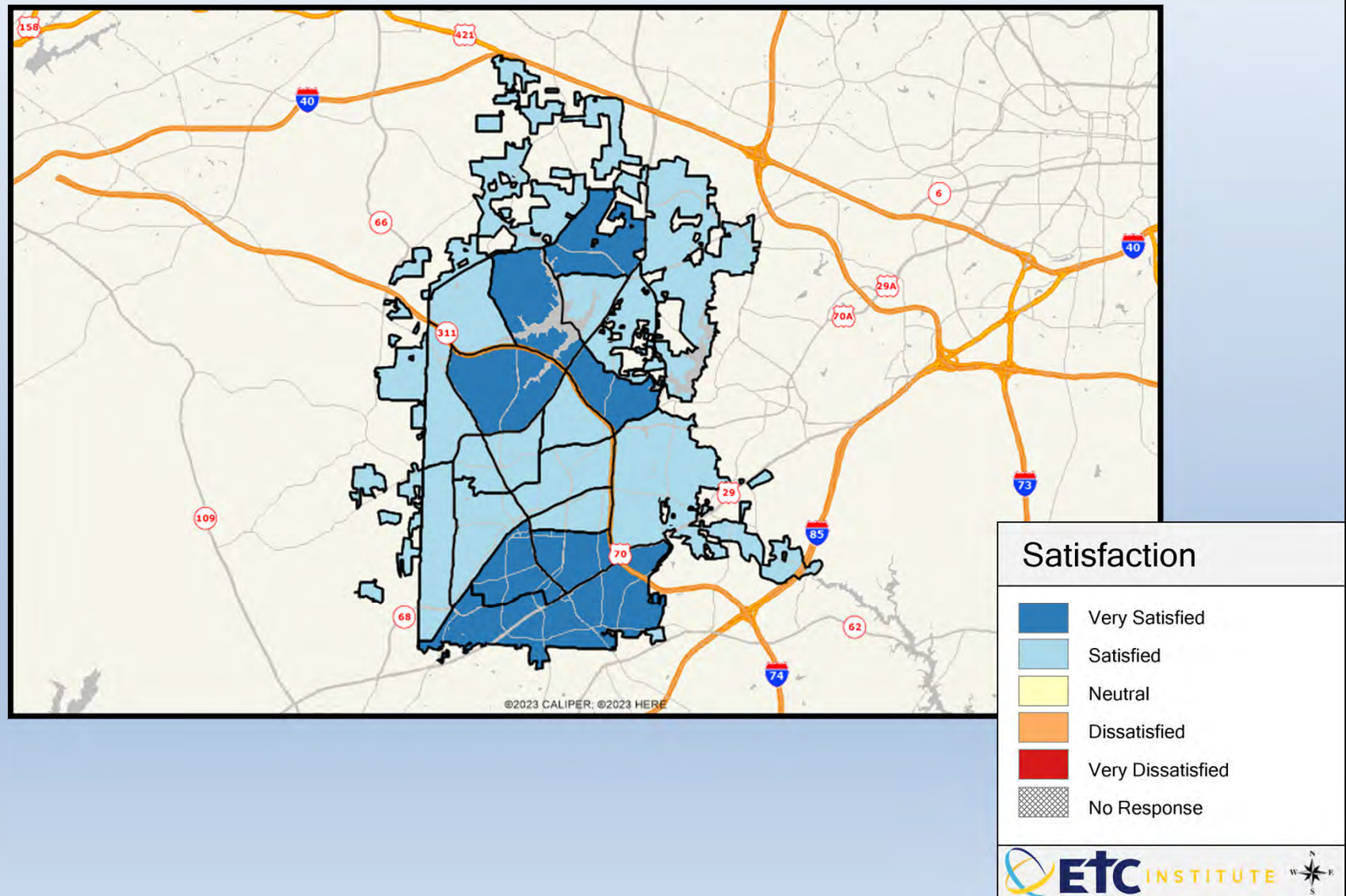
Q12-10. Cleanliness/Maintenance of stormwater drains in your neighborhood



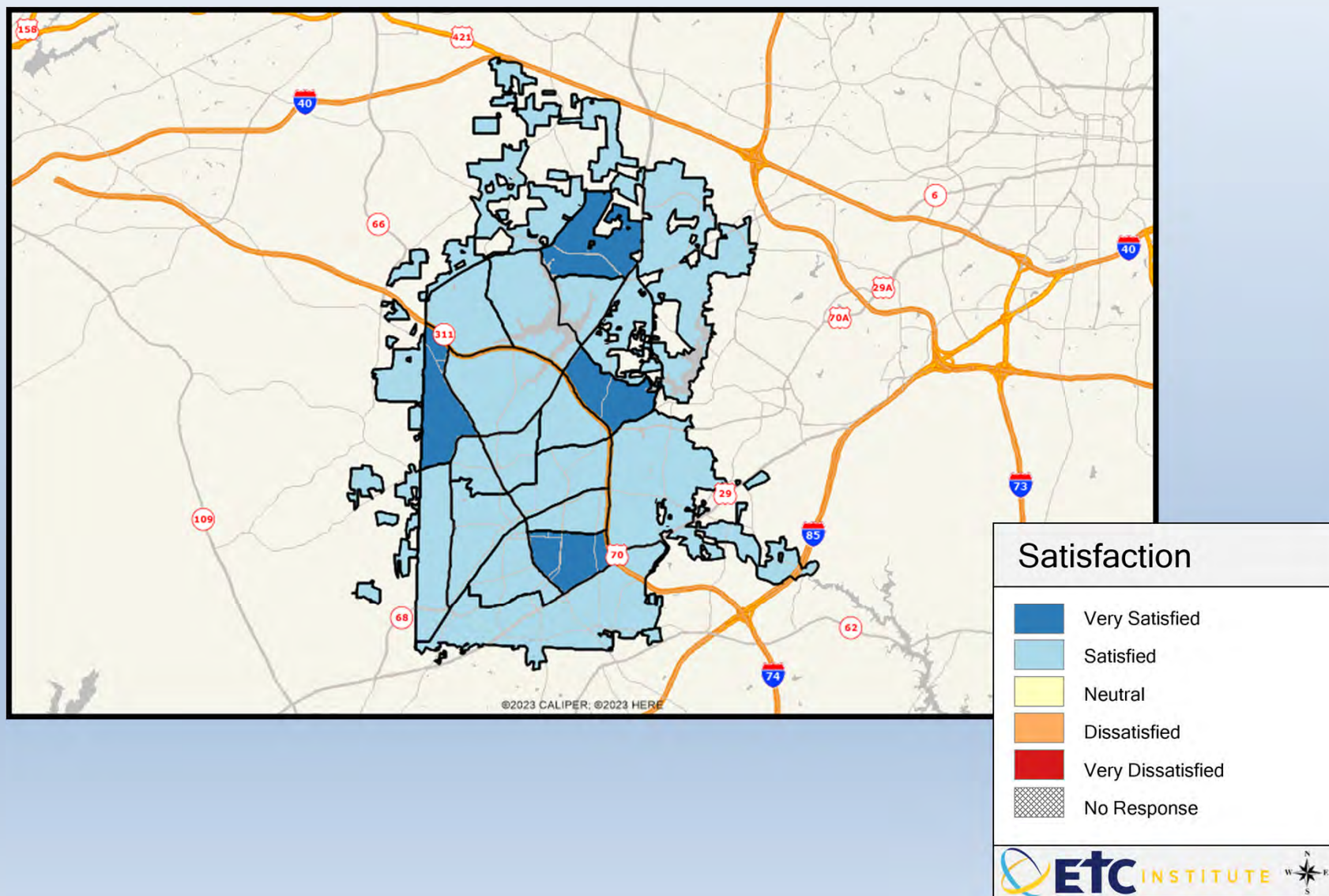
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

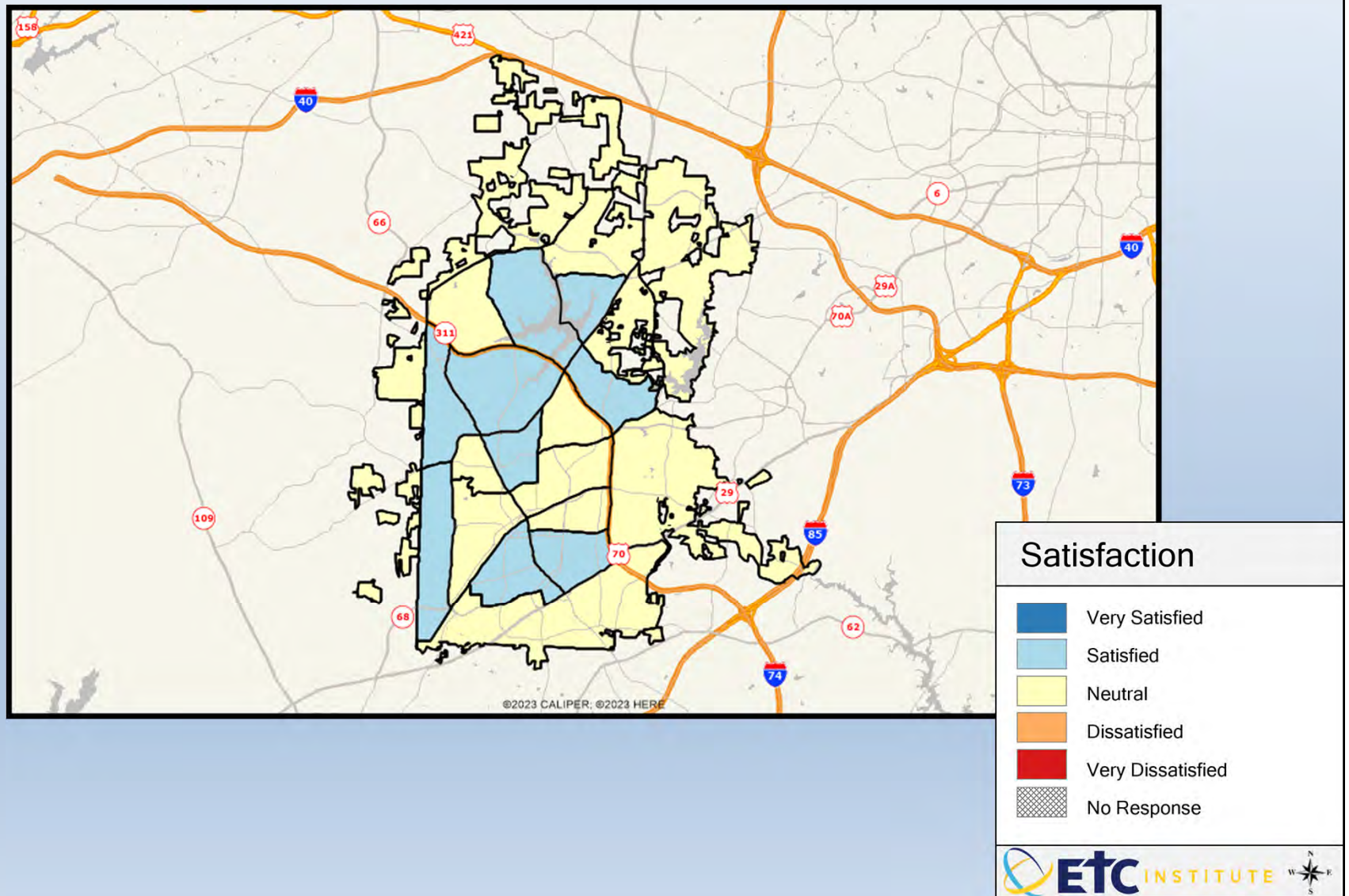
Q12-11. Reliability of City electrical service



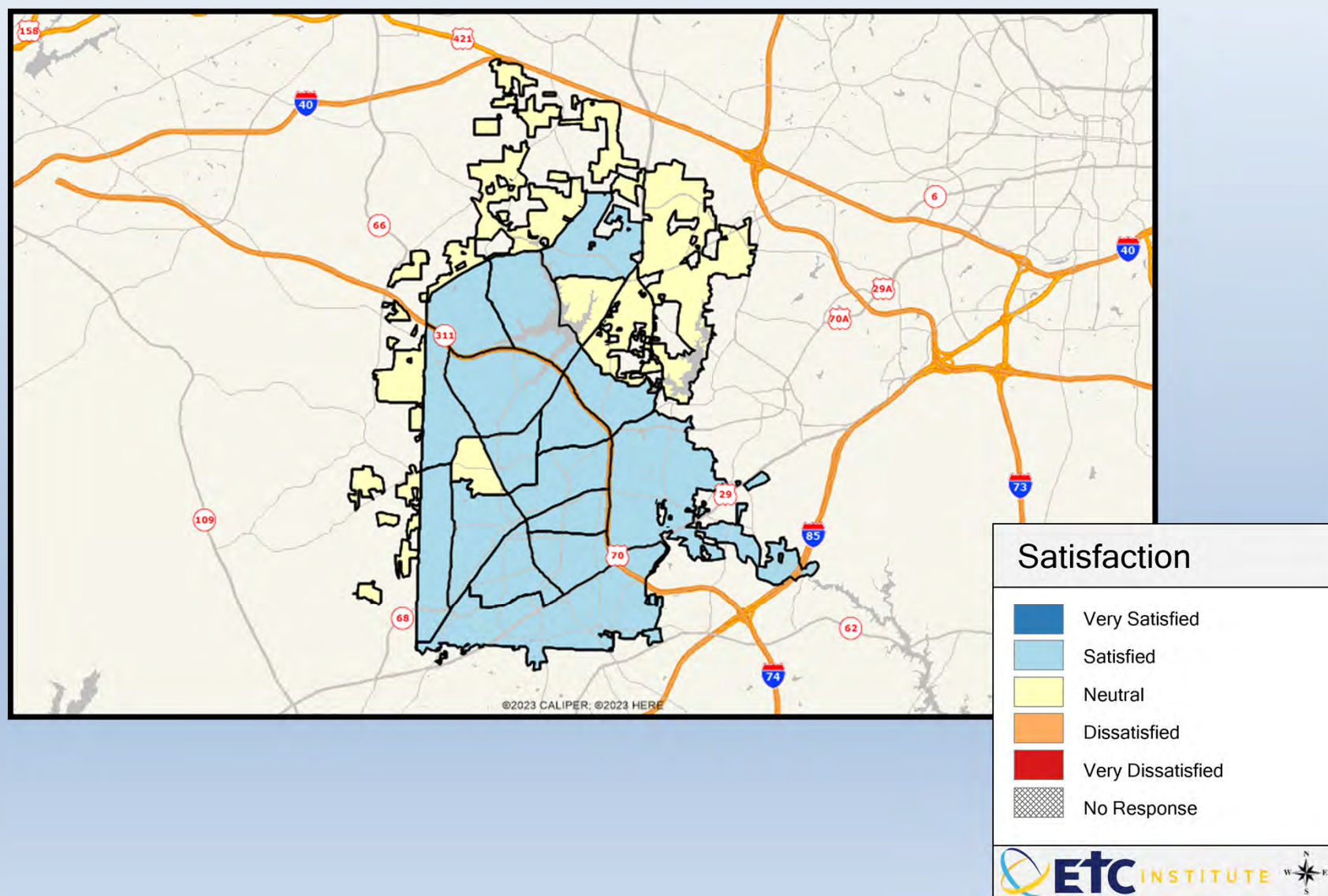
Q12-12. How quickly the City restores power after an unplanned outage



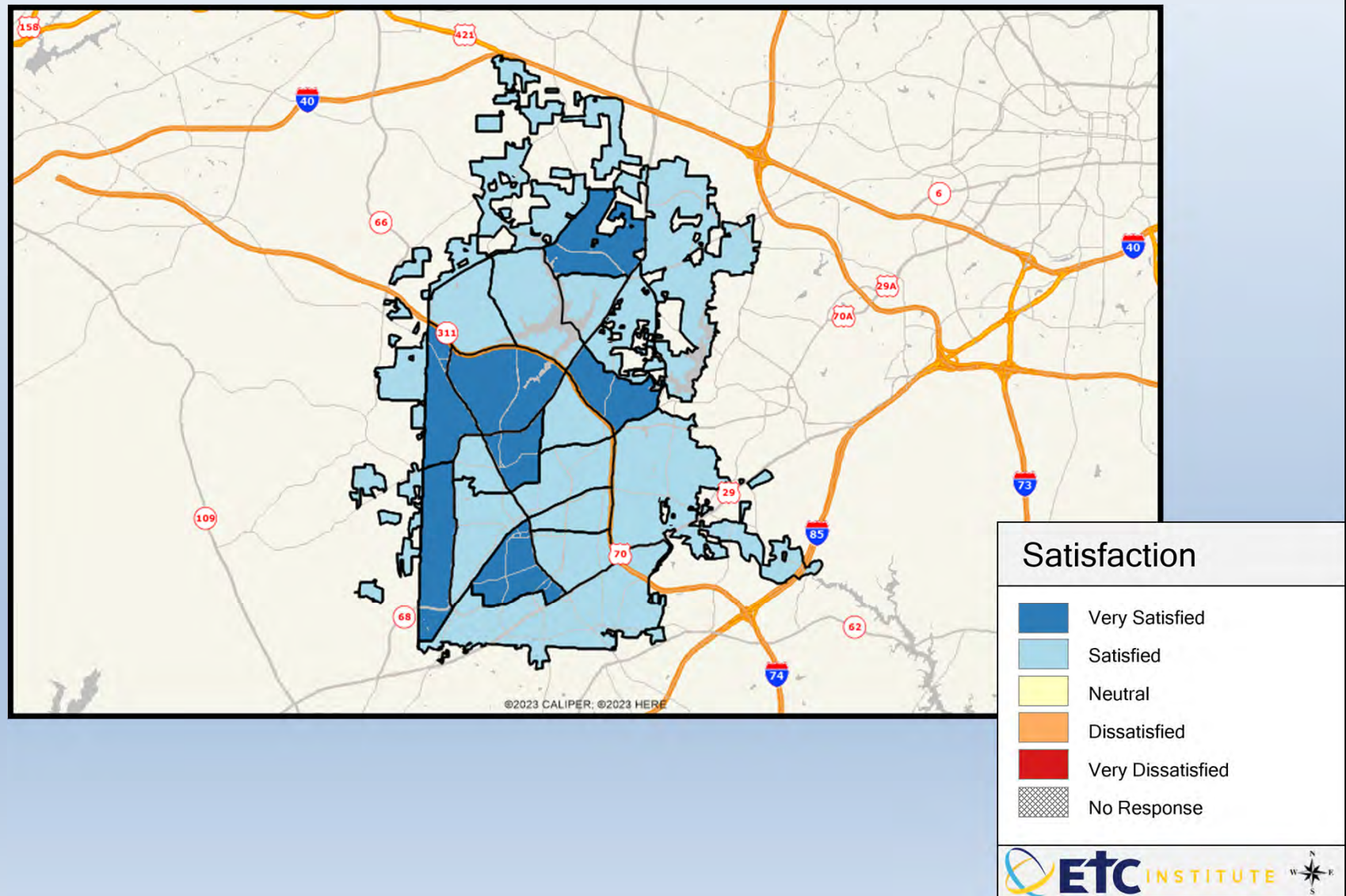
Q12-13. Overall value you receive for electrical utility rates



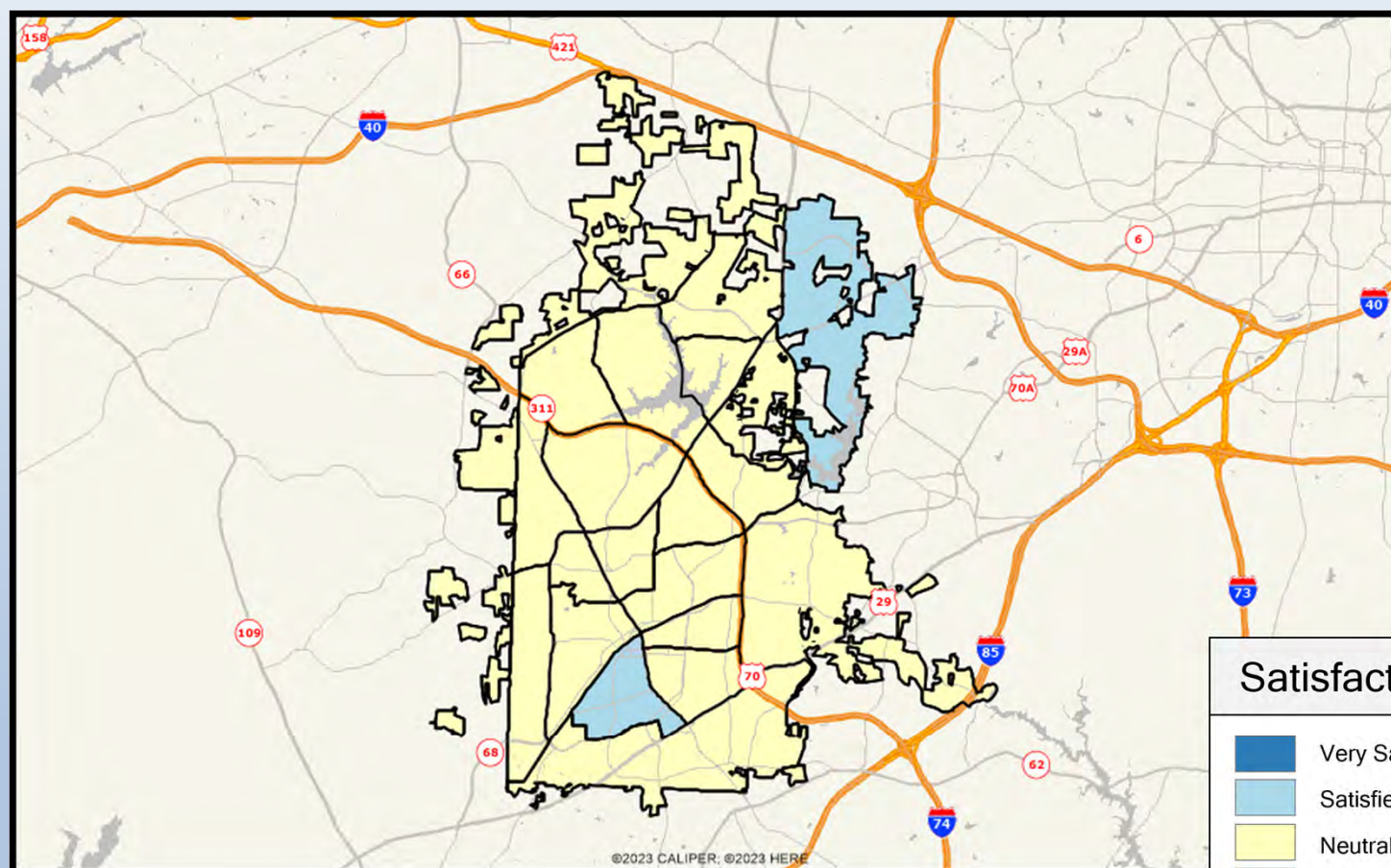
Q12-14. How well the City keeps you informed about planned disruptions to your utility service



Q12-15. Courtesy of field employees



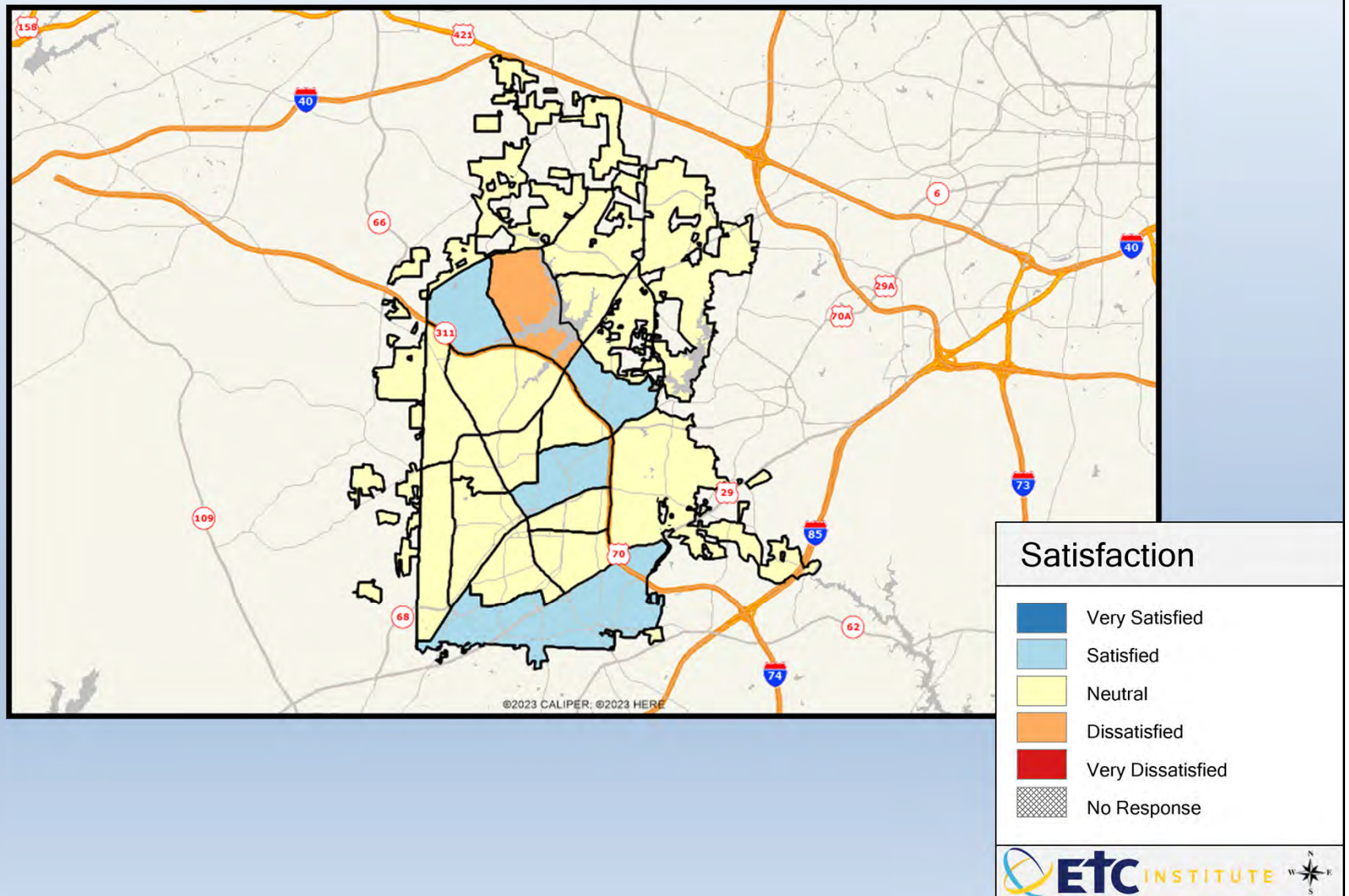
Q15-01. City efforts to keep you informed about local issues



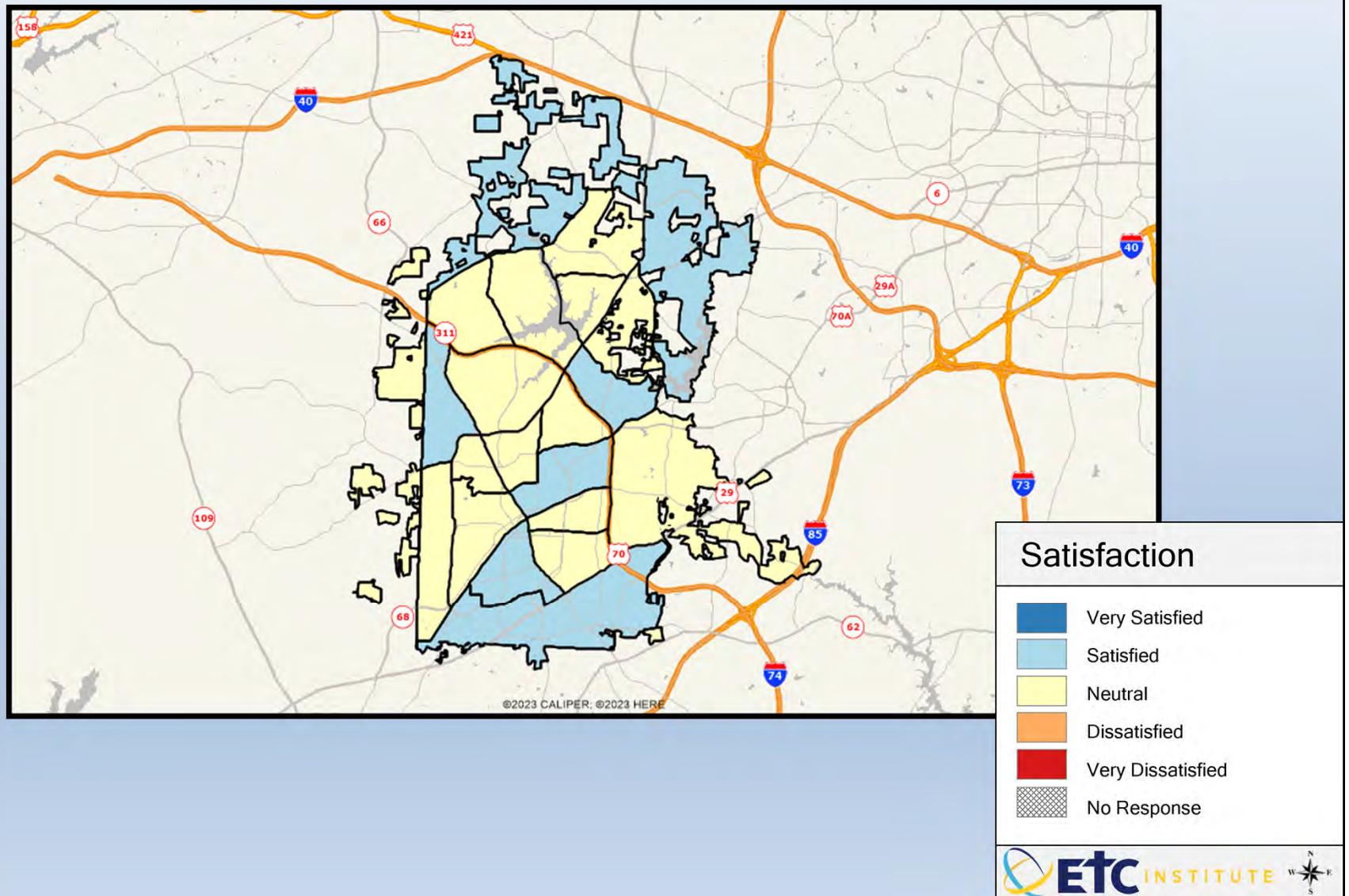
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

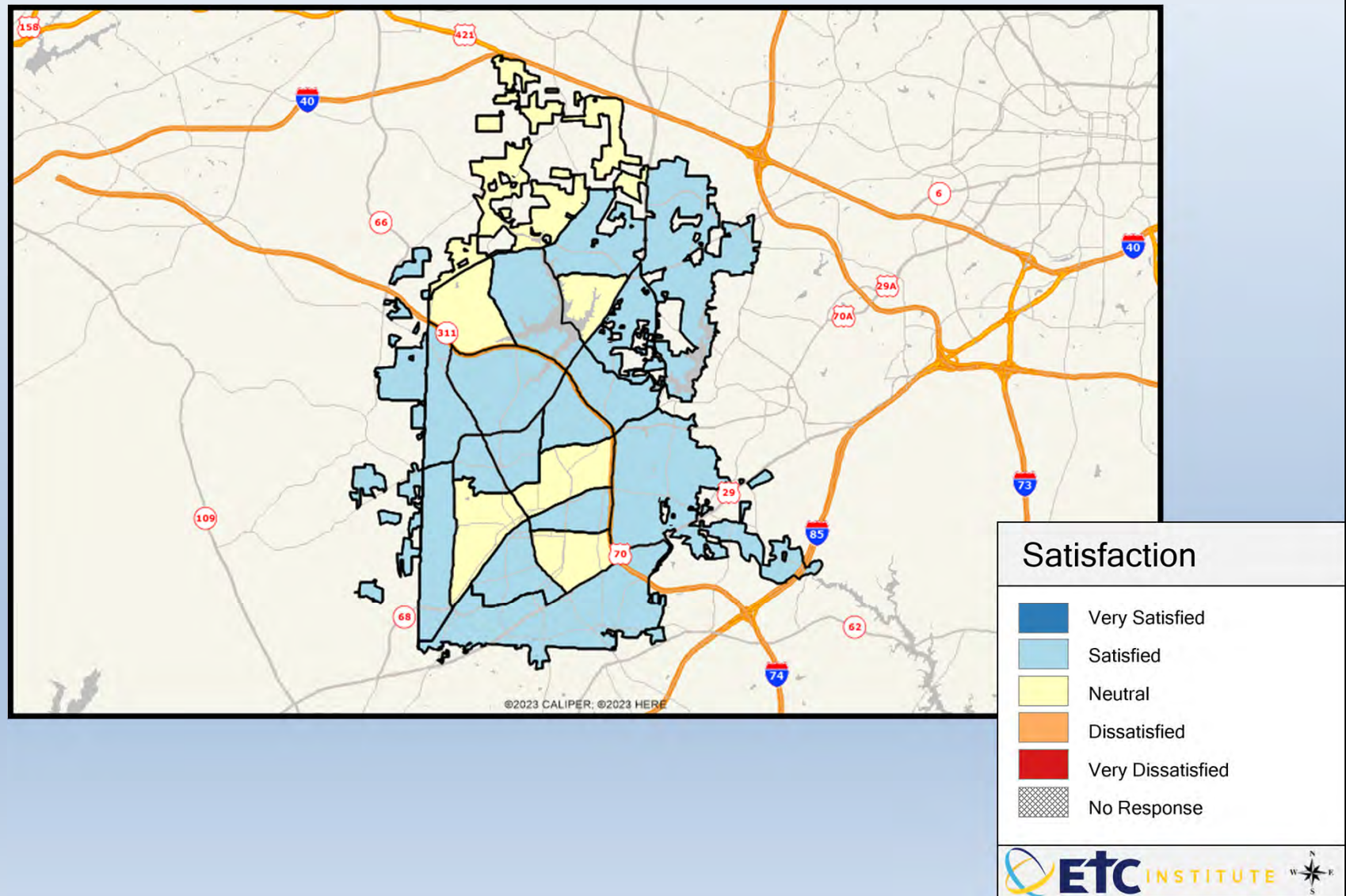
Q15-02. Quality of the City's government activities channel (TW cable channel 8)



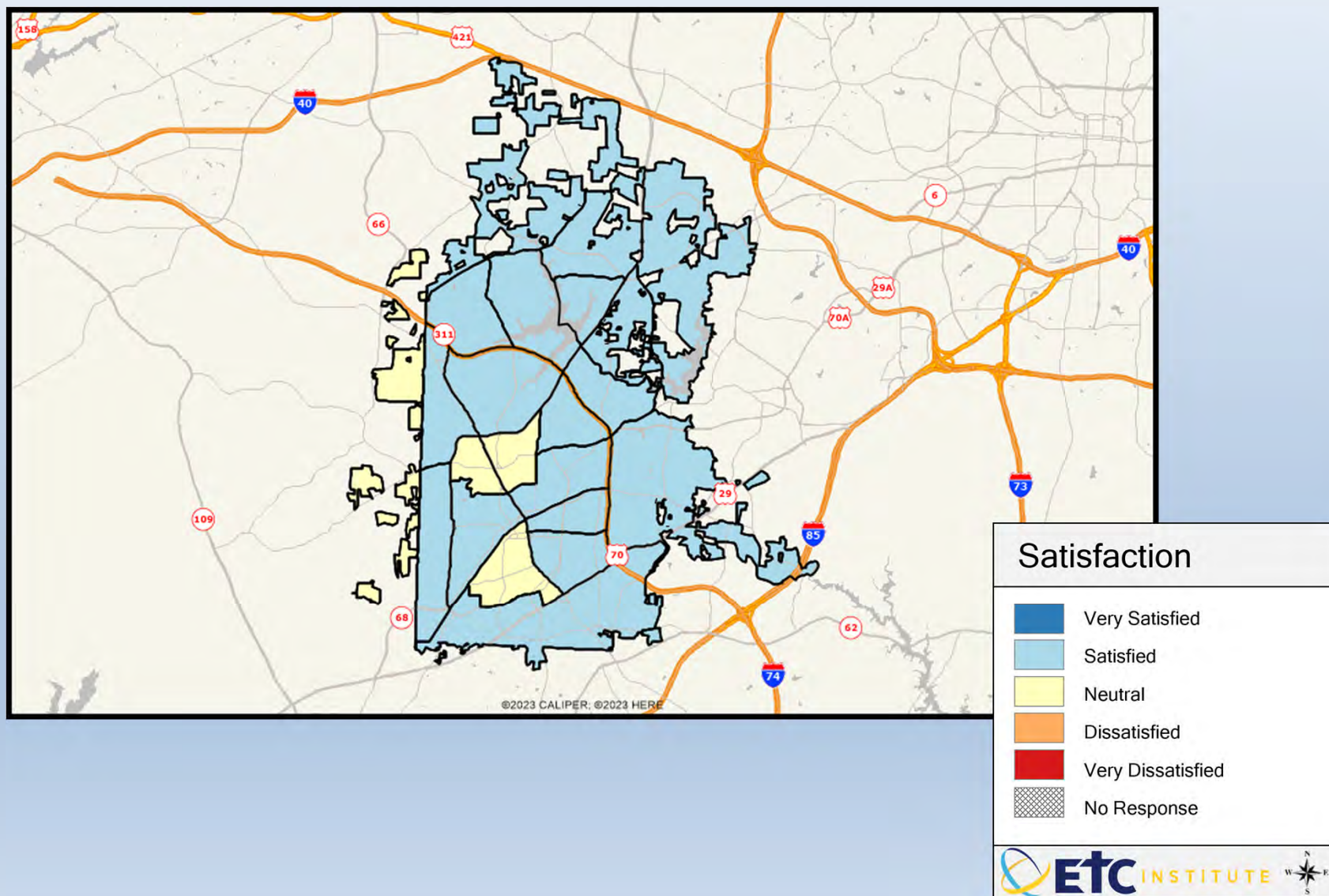
Q15-03. Quality of online subscription services



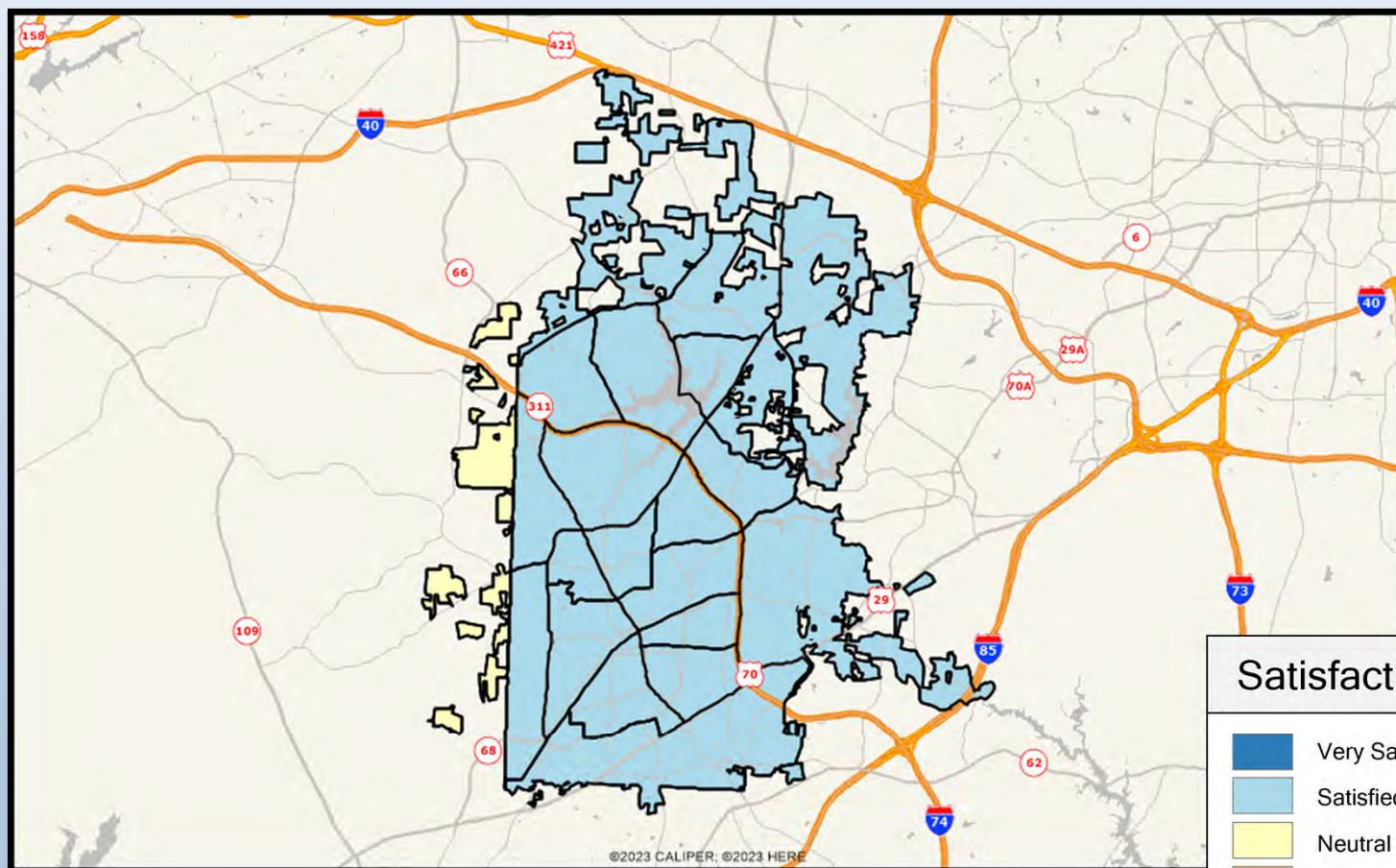
Q15-04. Quality of the City's website



Q15-05. Quality of utility bill inserts



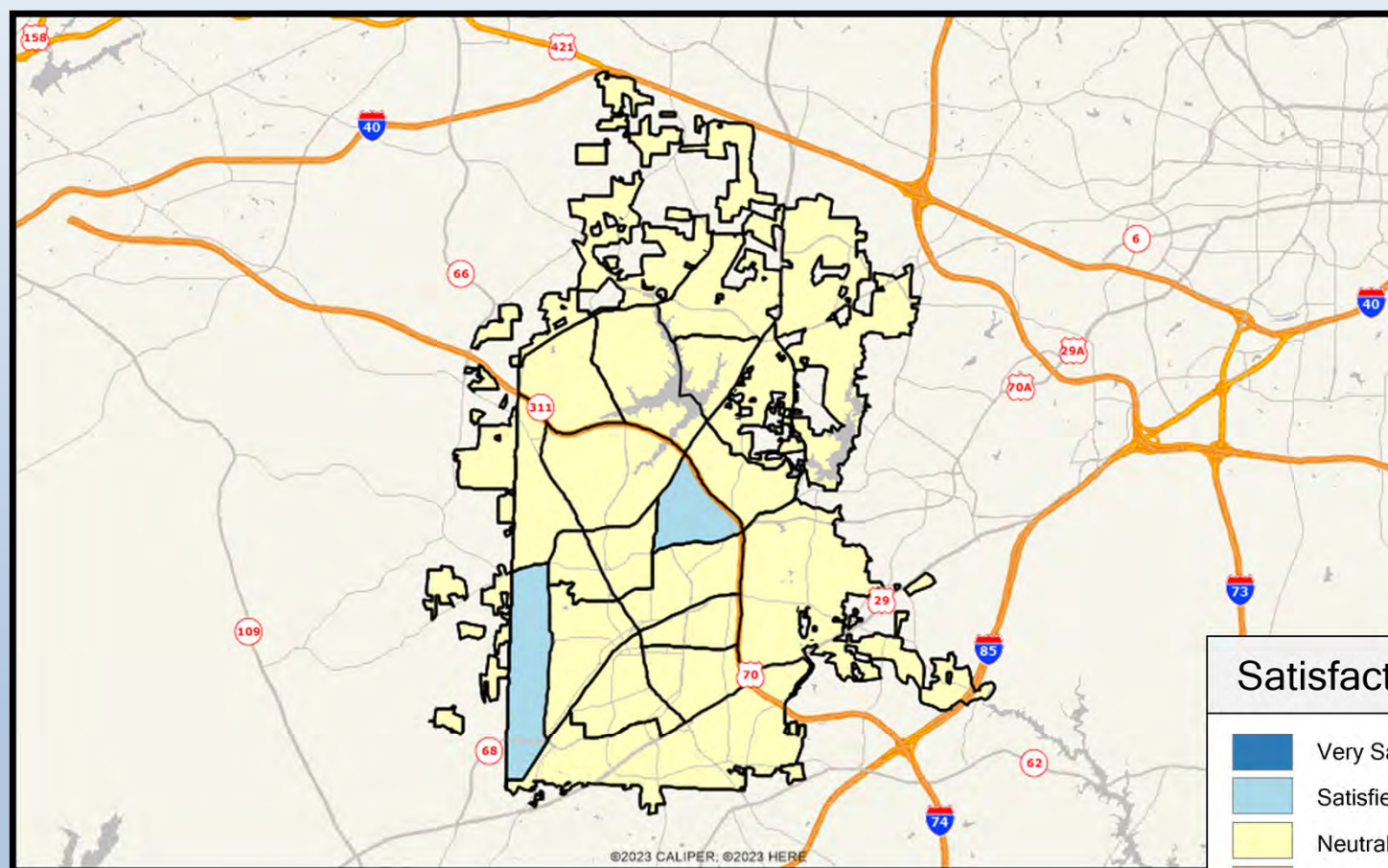
Q15-06. Quality of printed materials



Satisfaction



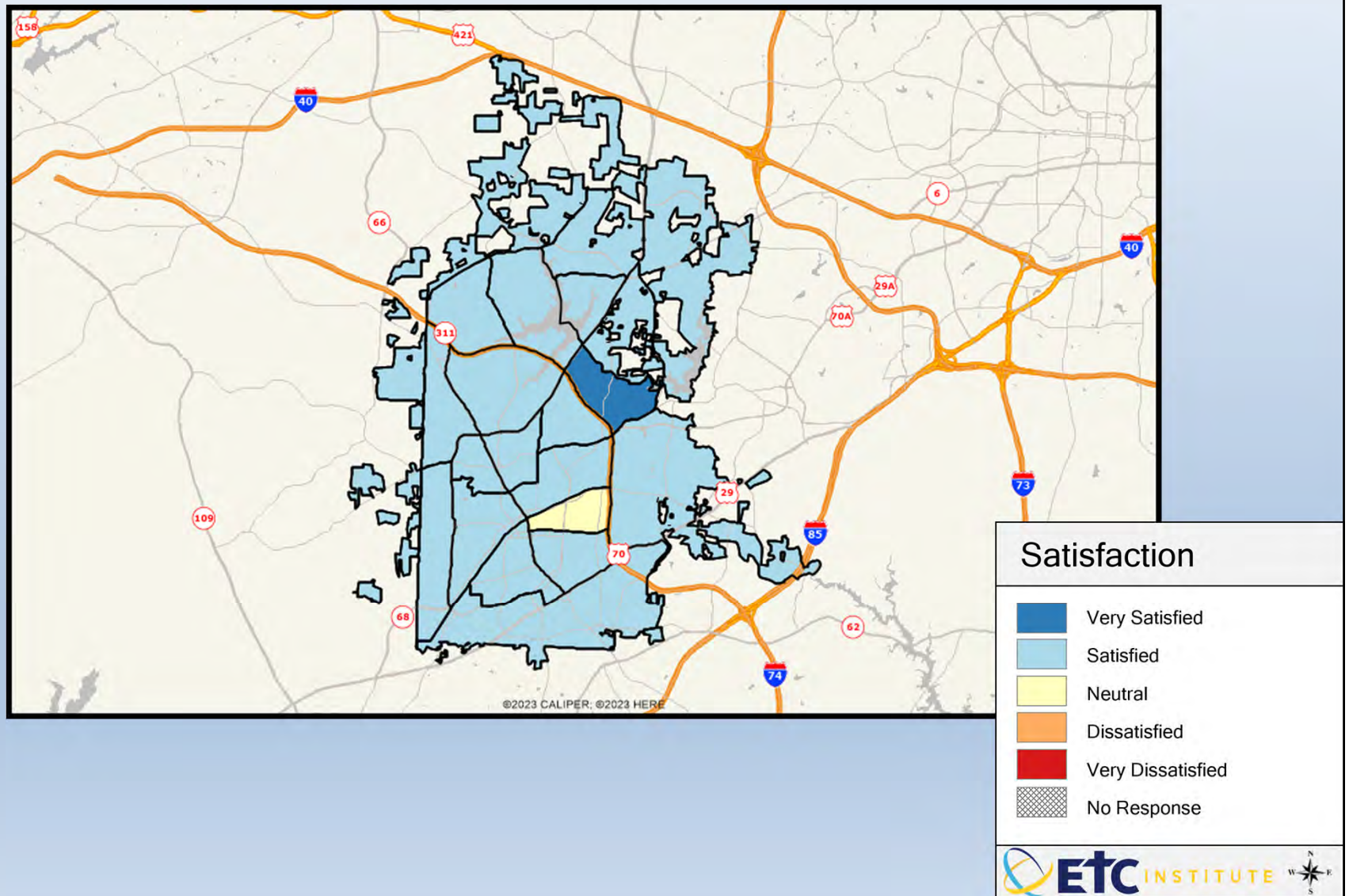
Q15-07. General availability of information about City programs and services



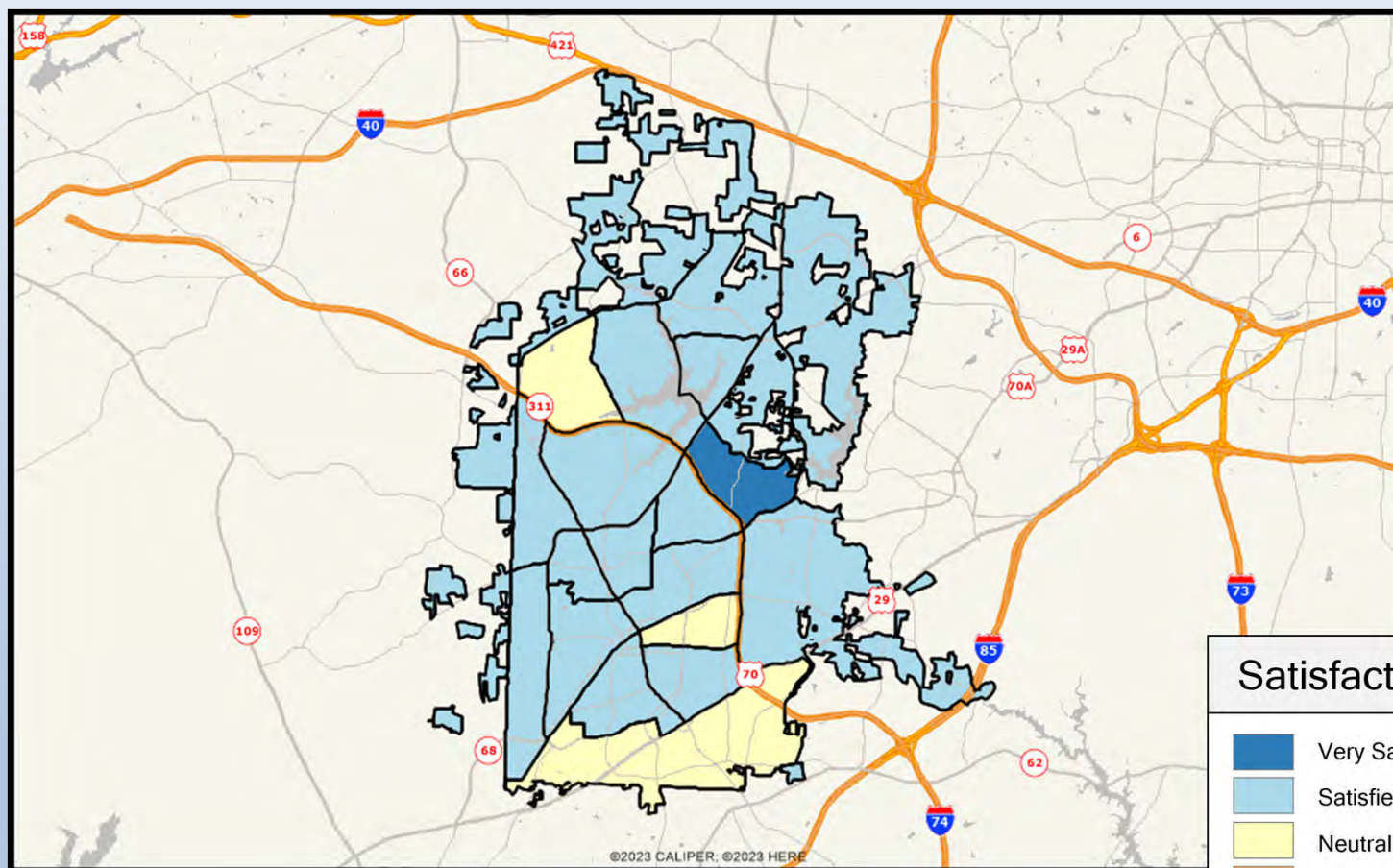
Satisfaction



Q16-01. Appearance/Maintenance of City parks



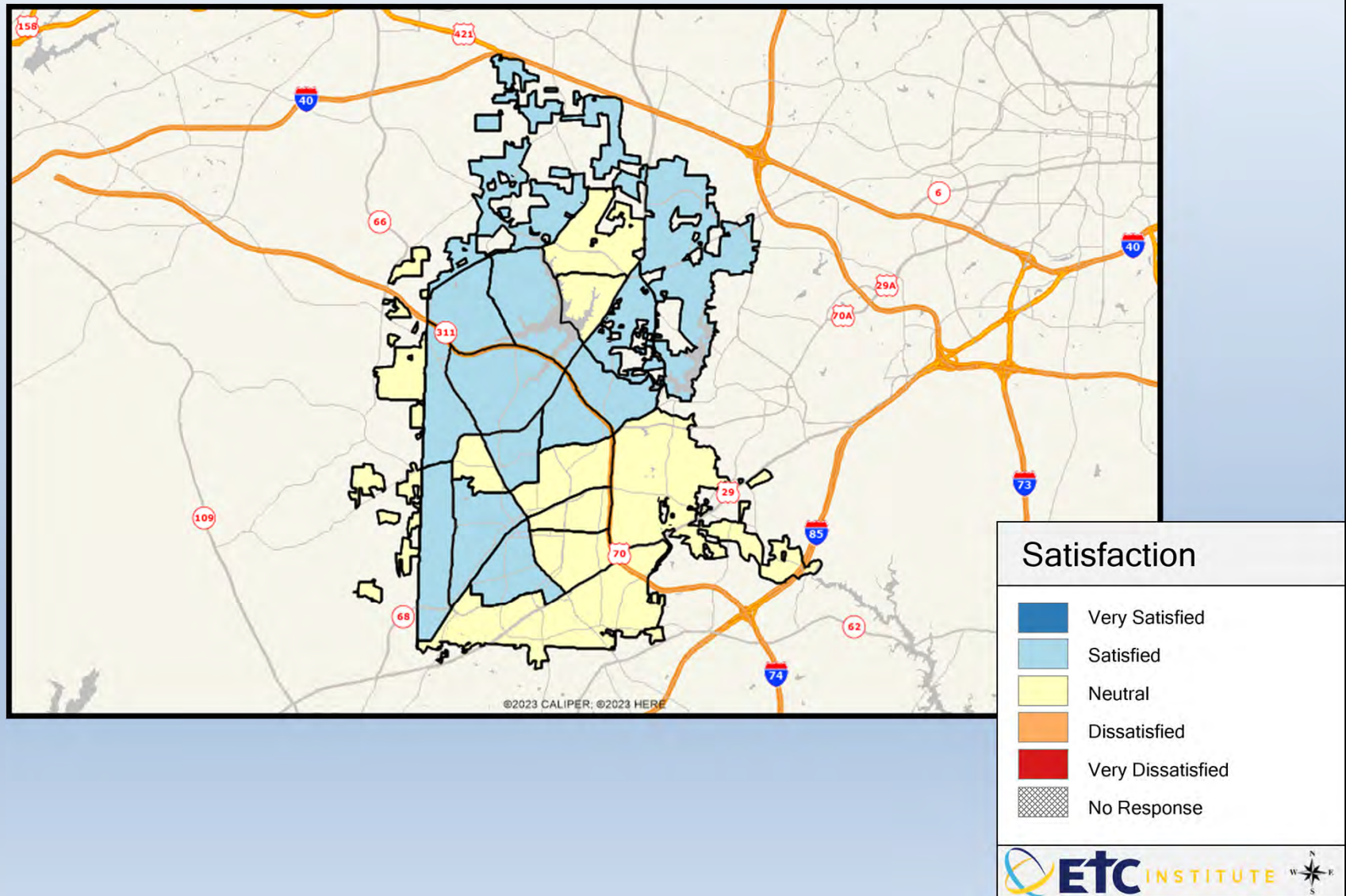
Q16-02. Number of City parks



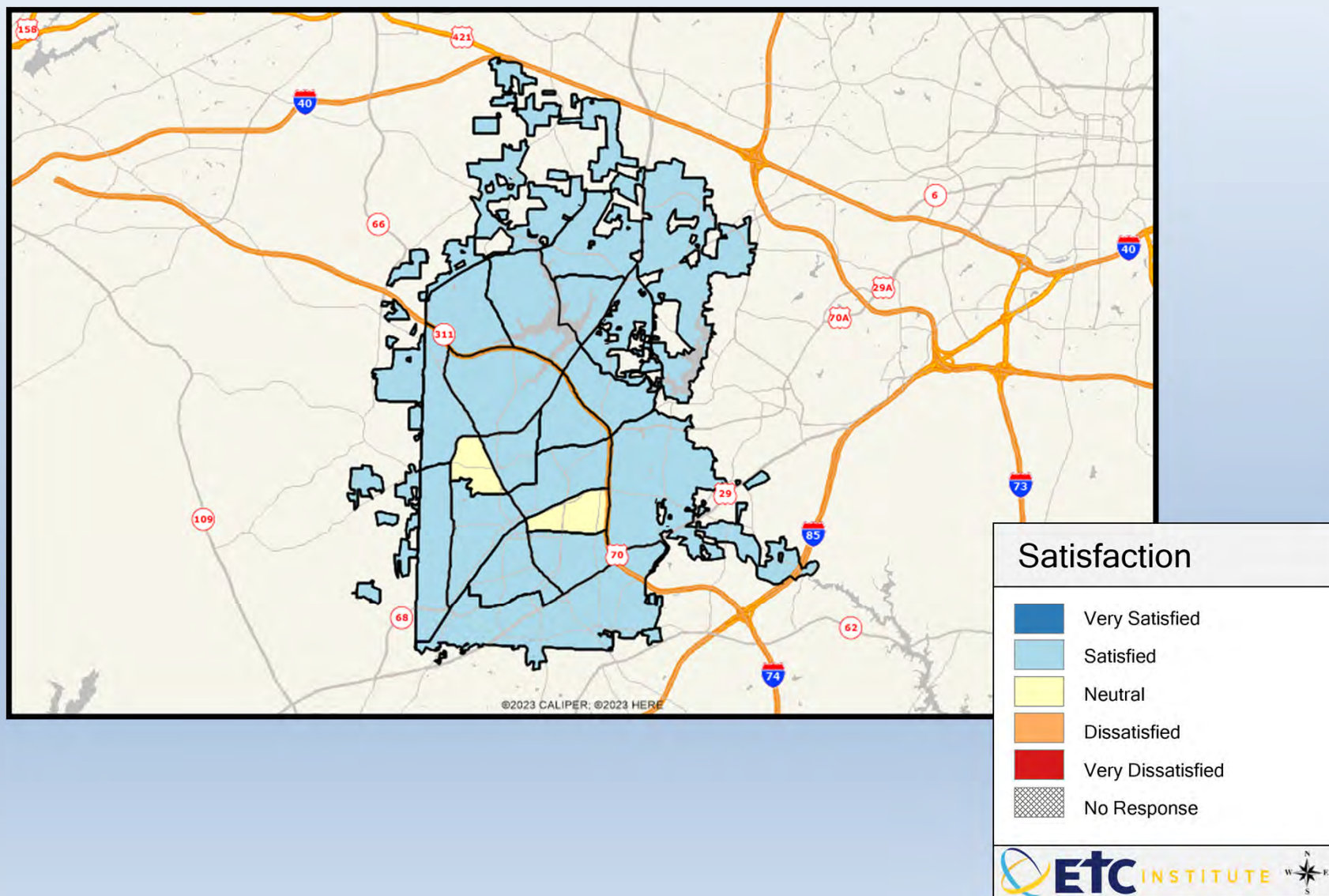
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

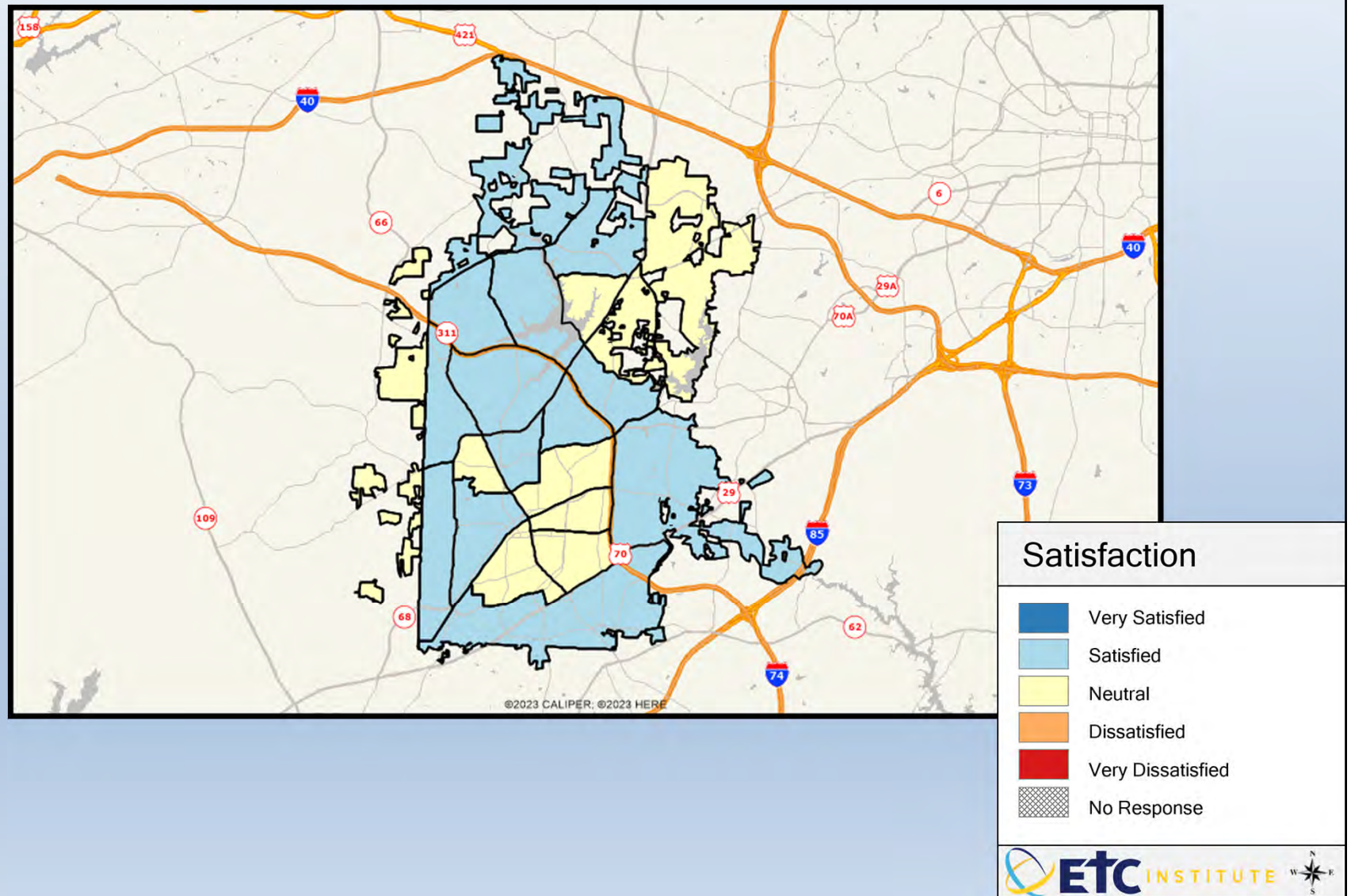
Q16-03. Availability of walking/biking trails in the City



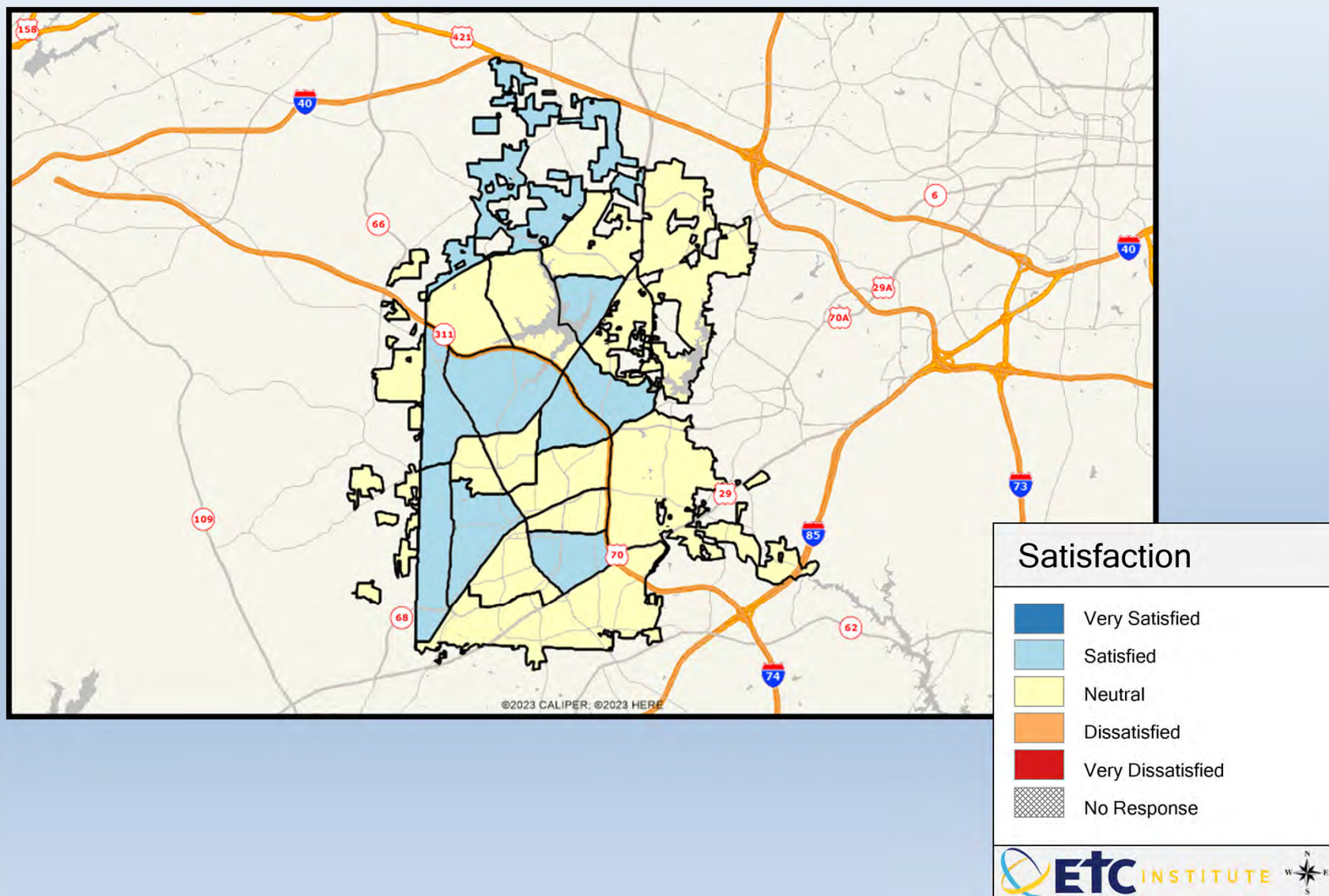
Q16-04. Quality and availability of outdoor athletic fields (e.g., baseball, soccer, softball)



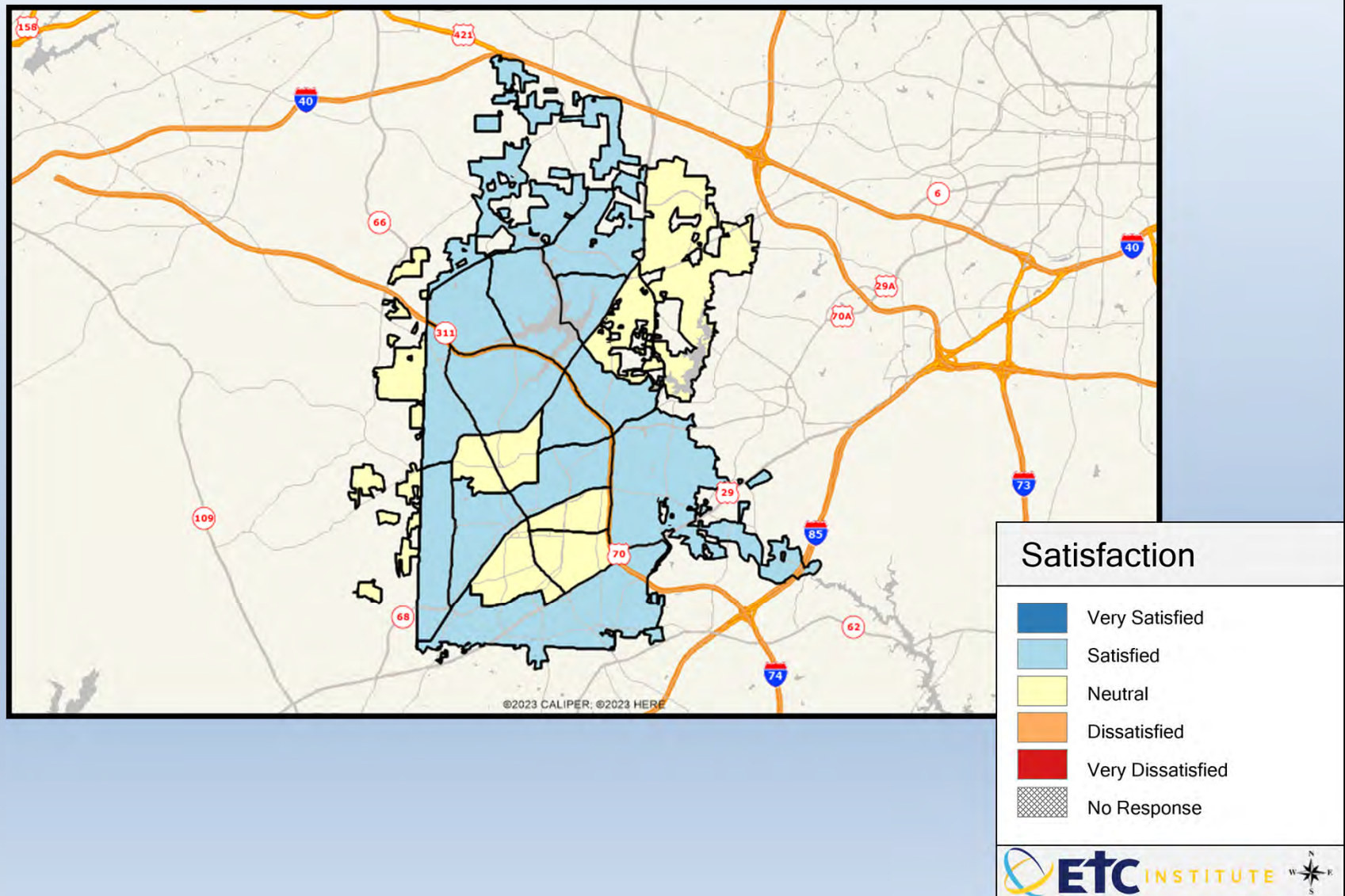
Q16-05. Recreation centers and programs for youth



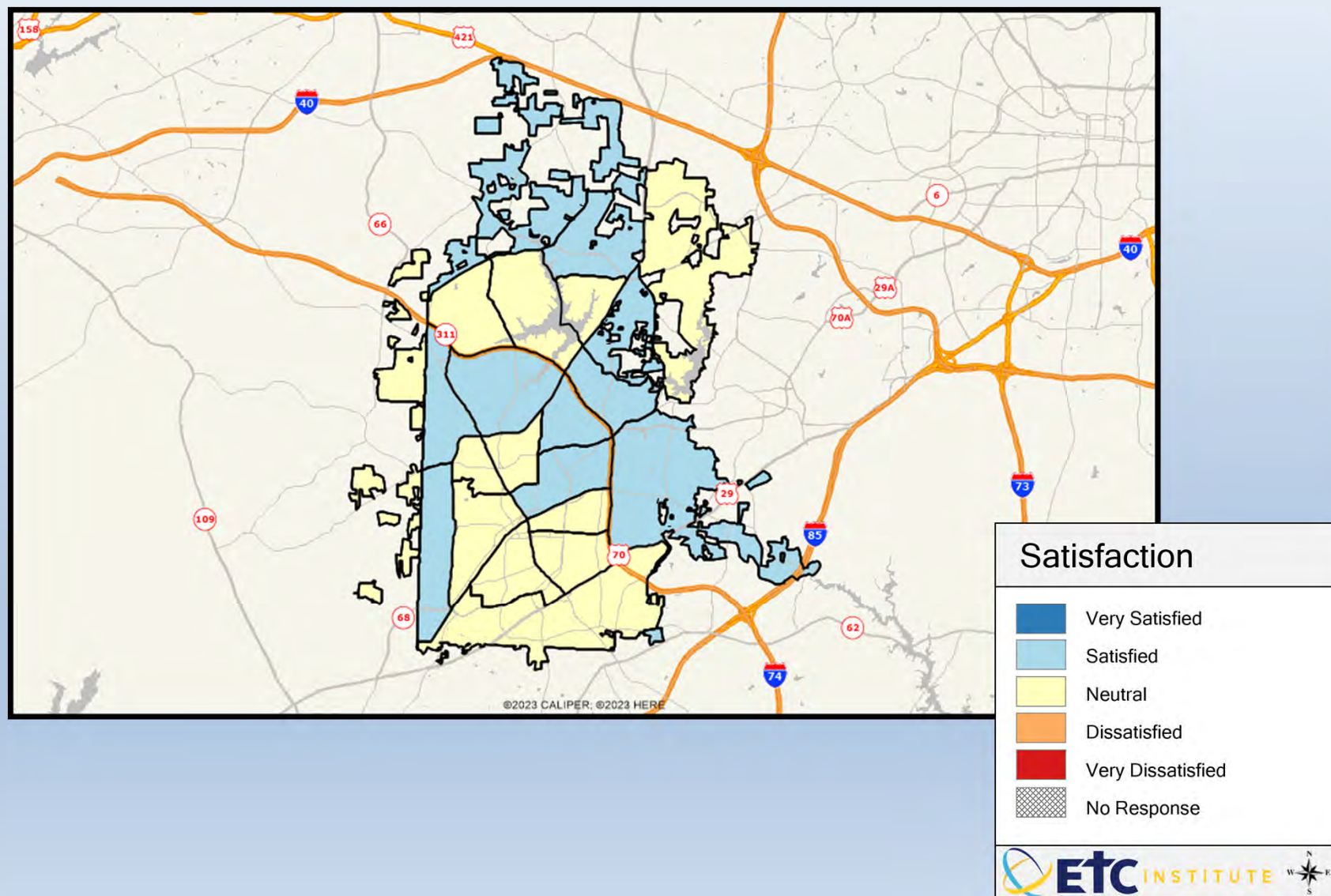
Q16-06. Recreation centers and programs for adults including seniors



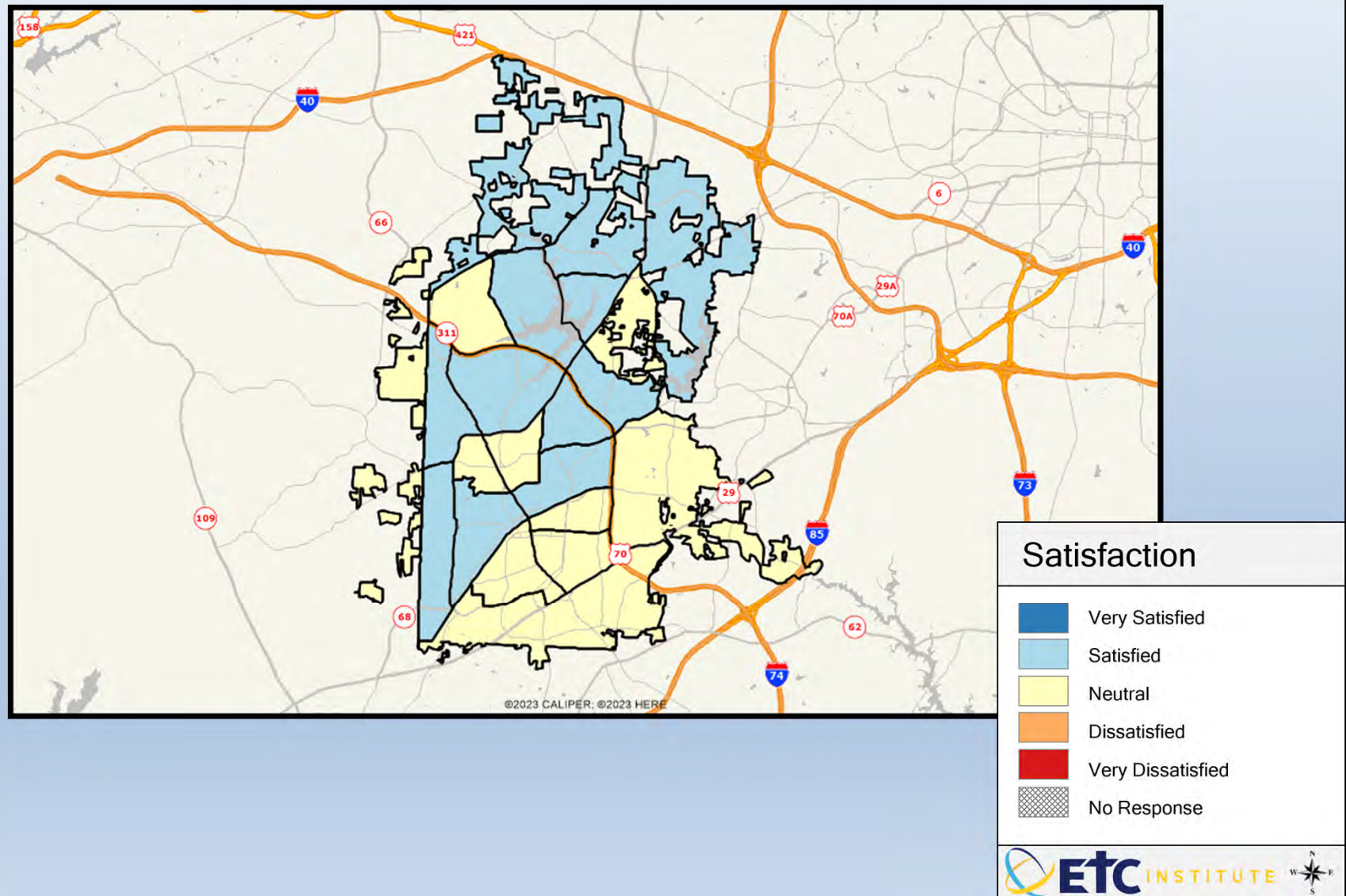
Q16-07. Life-long sport programs like golf/tennis



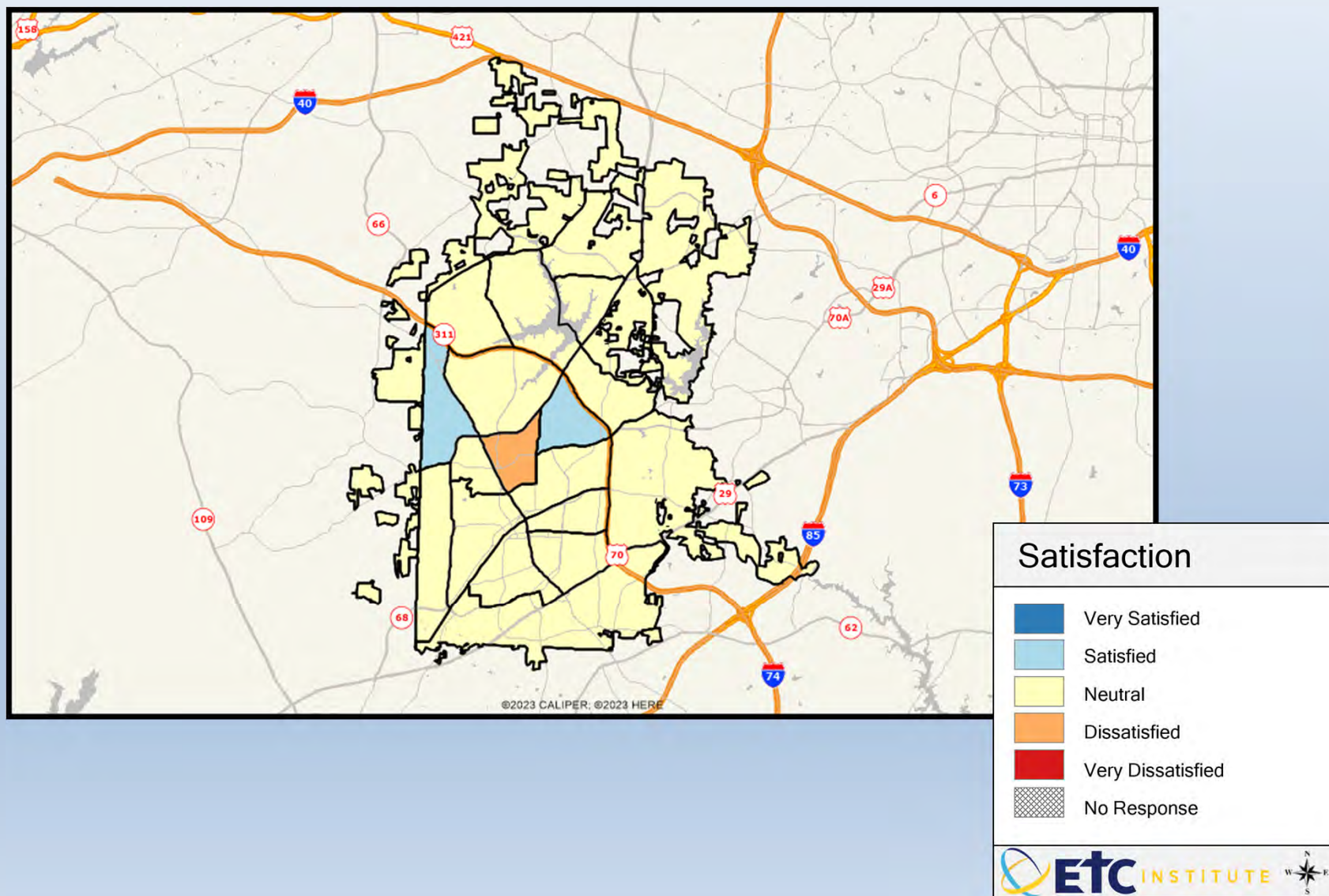
Q16-08. Aquatic based programs like fishing, boating, swimming pools, splash pads



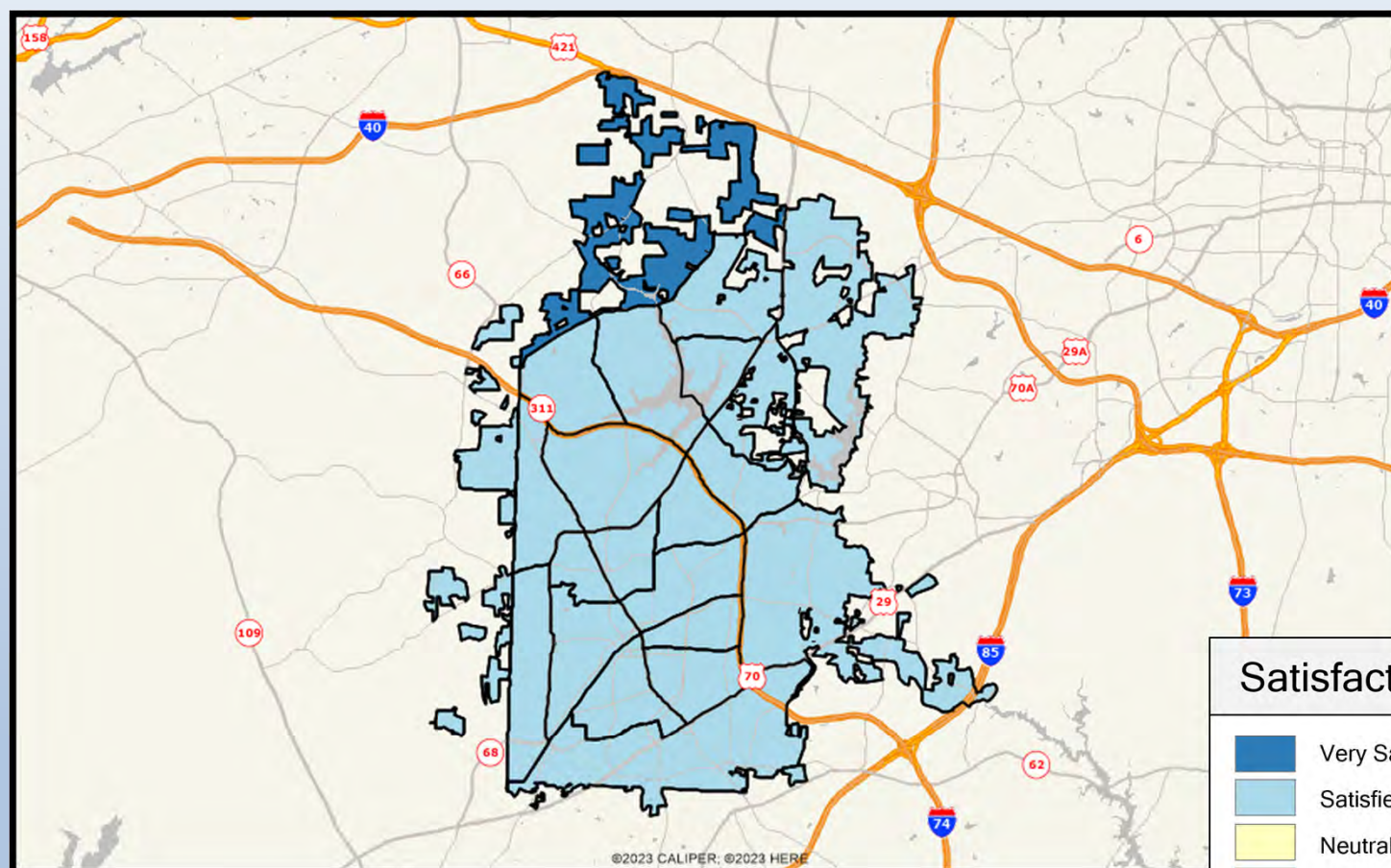
Q16-09. Special events and festivals in the City



Q16-10. Receiving information on parks and recreation programs



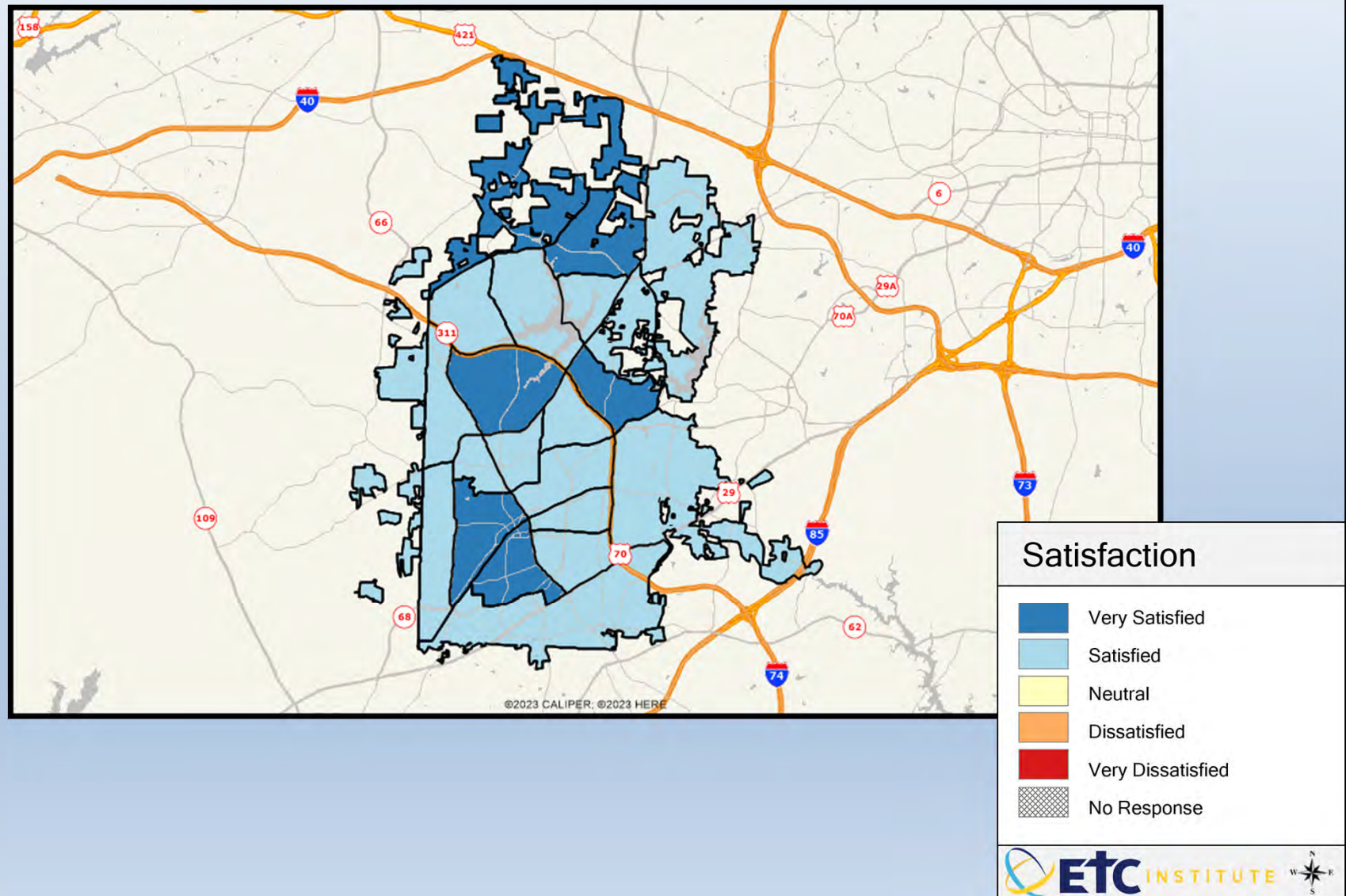
Q16-11. Hours of operation and services provided by the public library



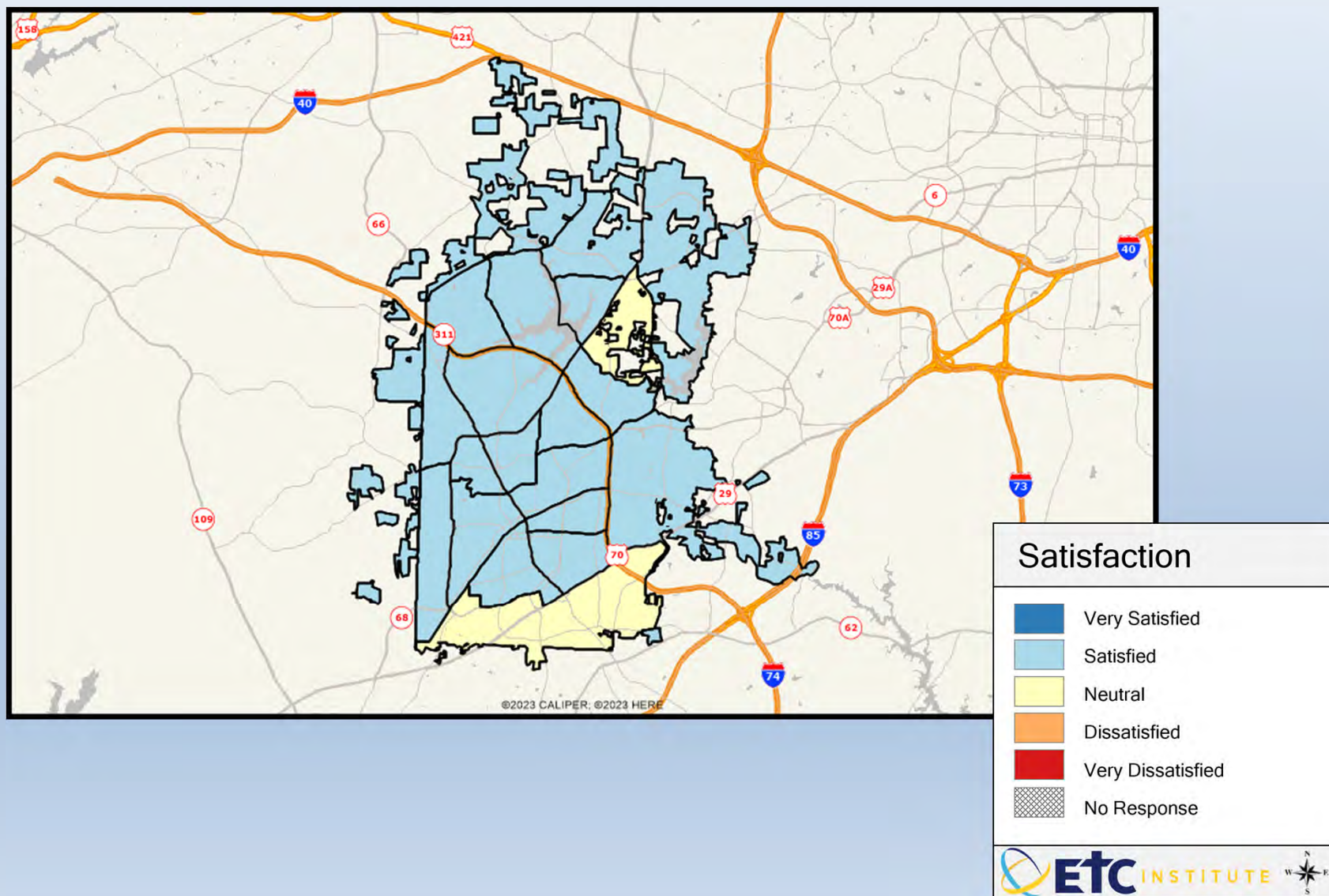
Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

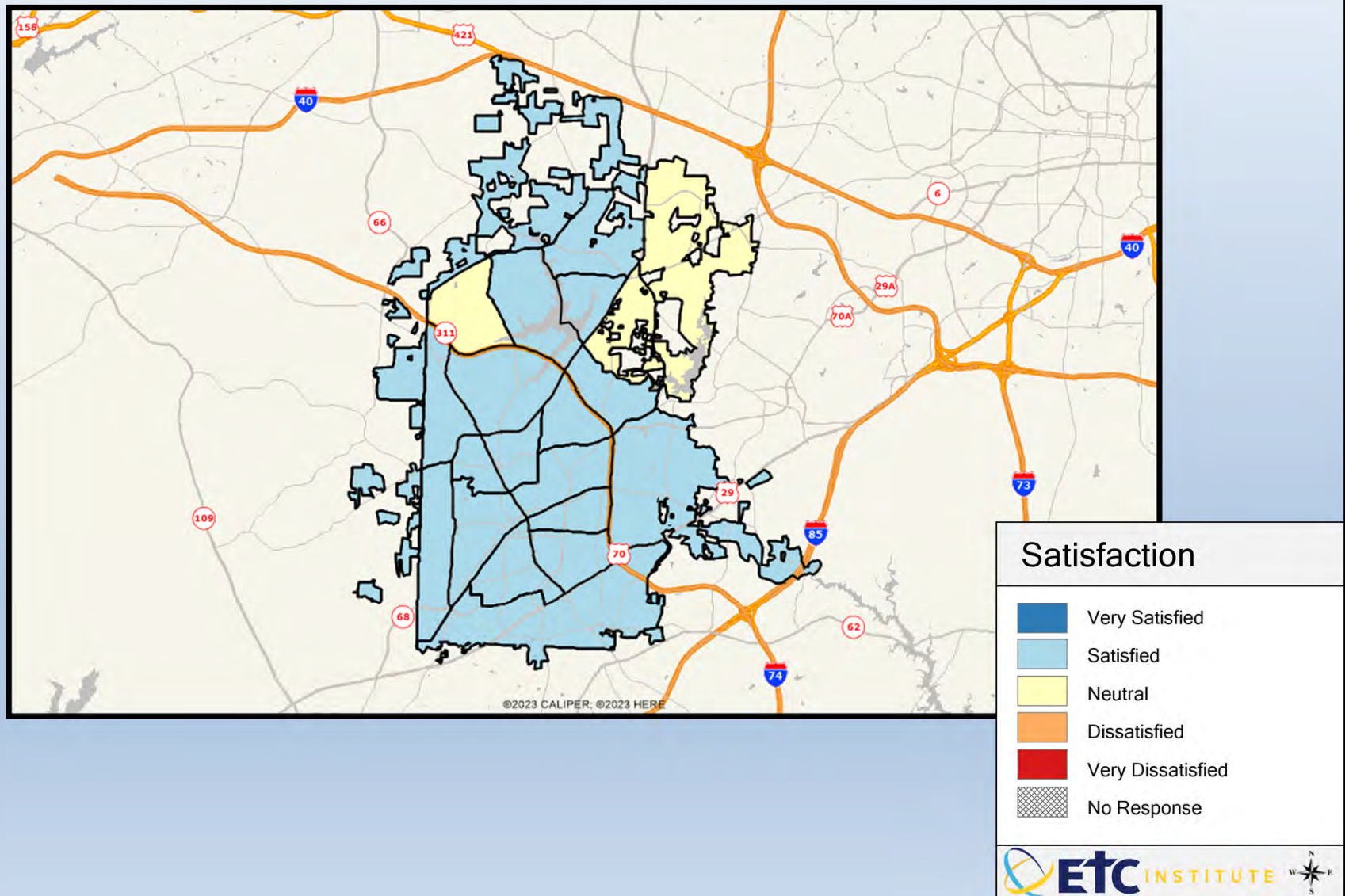
Q16-12. Amount and variety of books and other materials in the public library



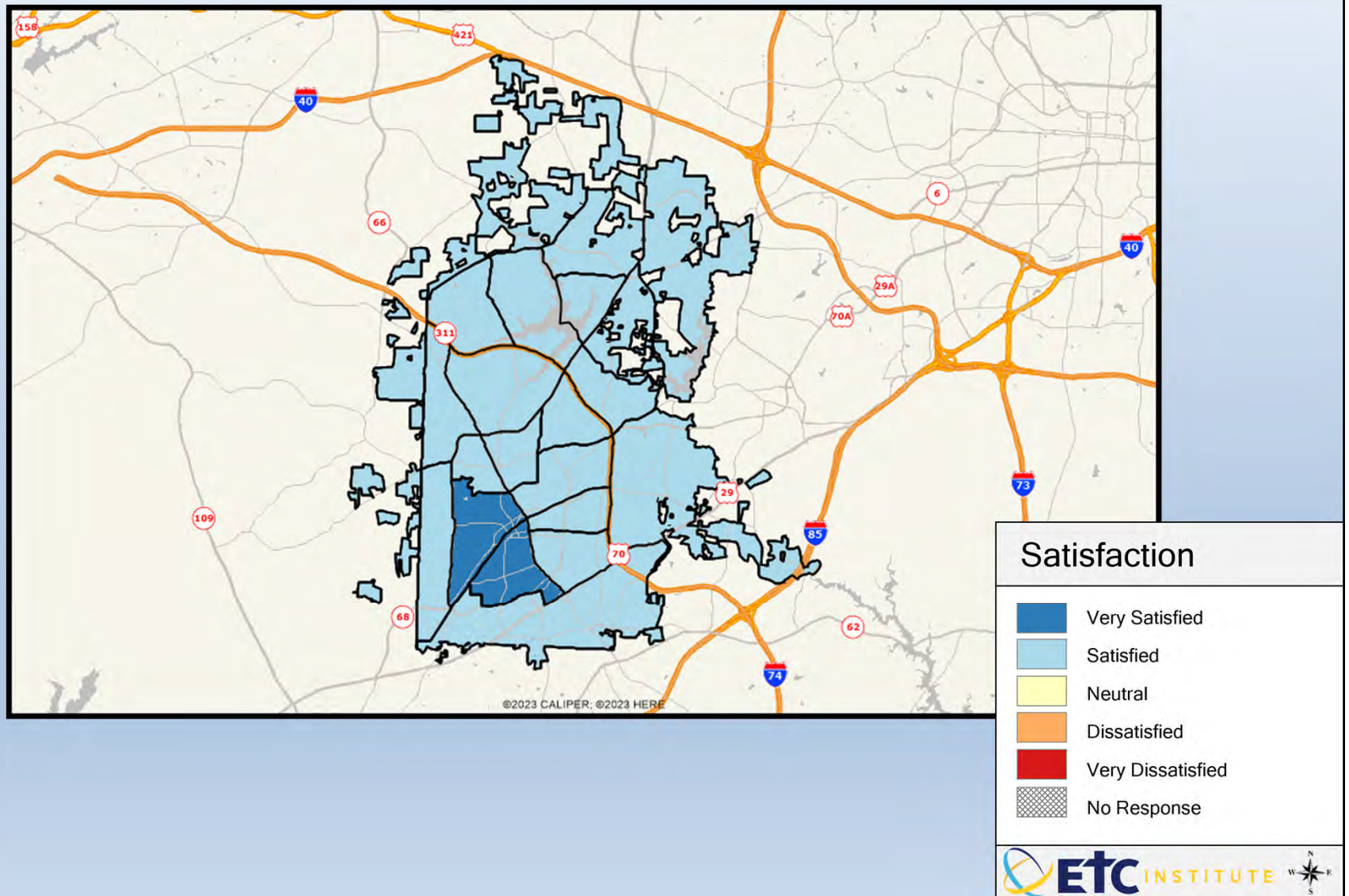
Q16-13. Number of public use computers in the library



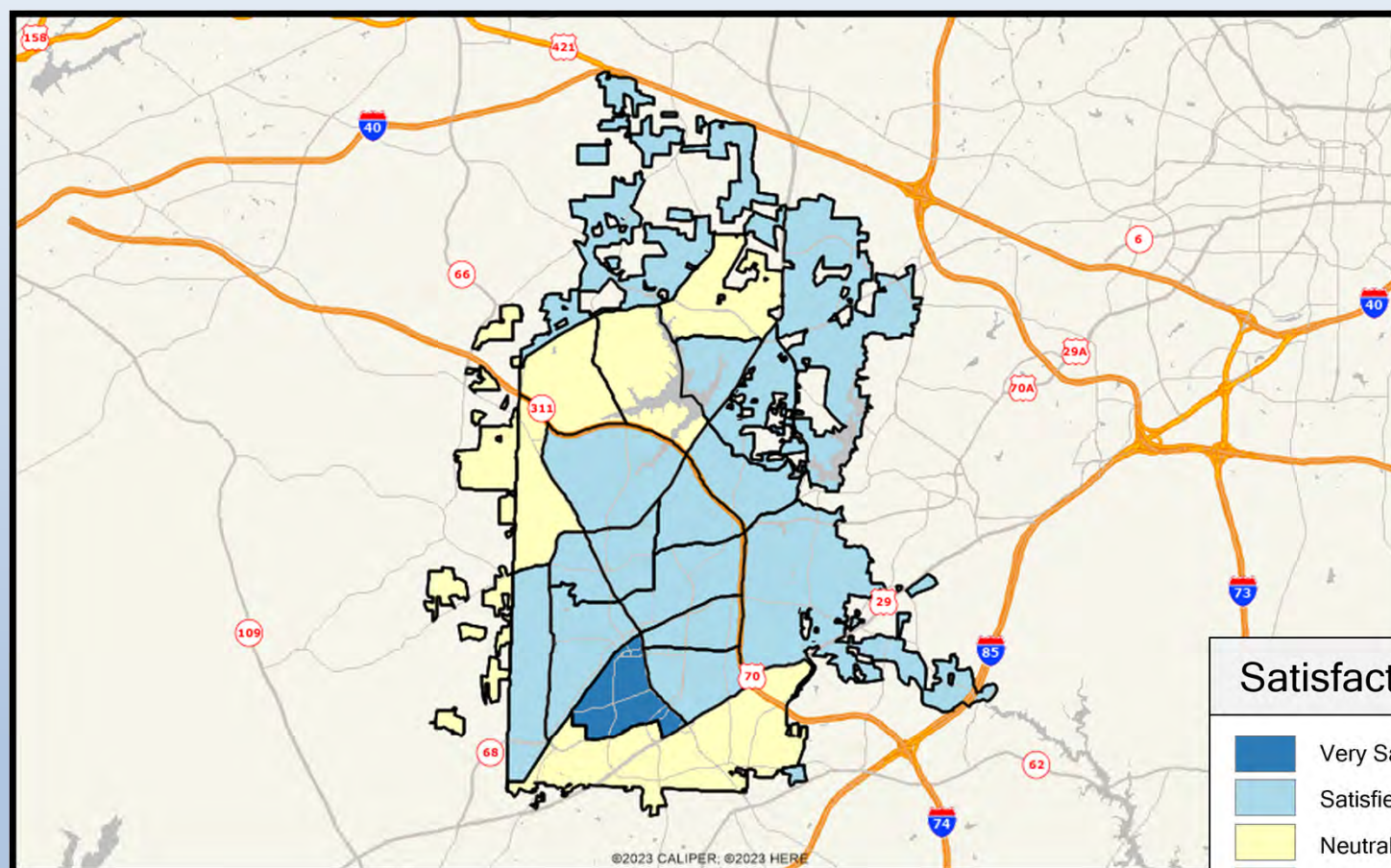
Q16-14. Public library programs like story time, book clubs or genealogy services



Q16-15. High Point Museum programs and facilities



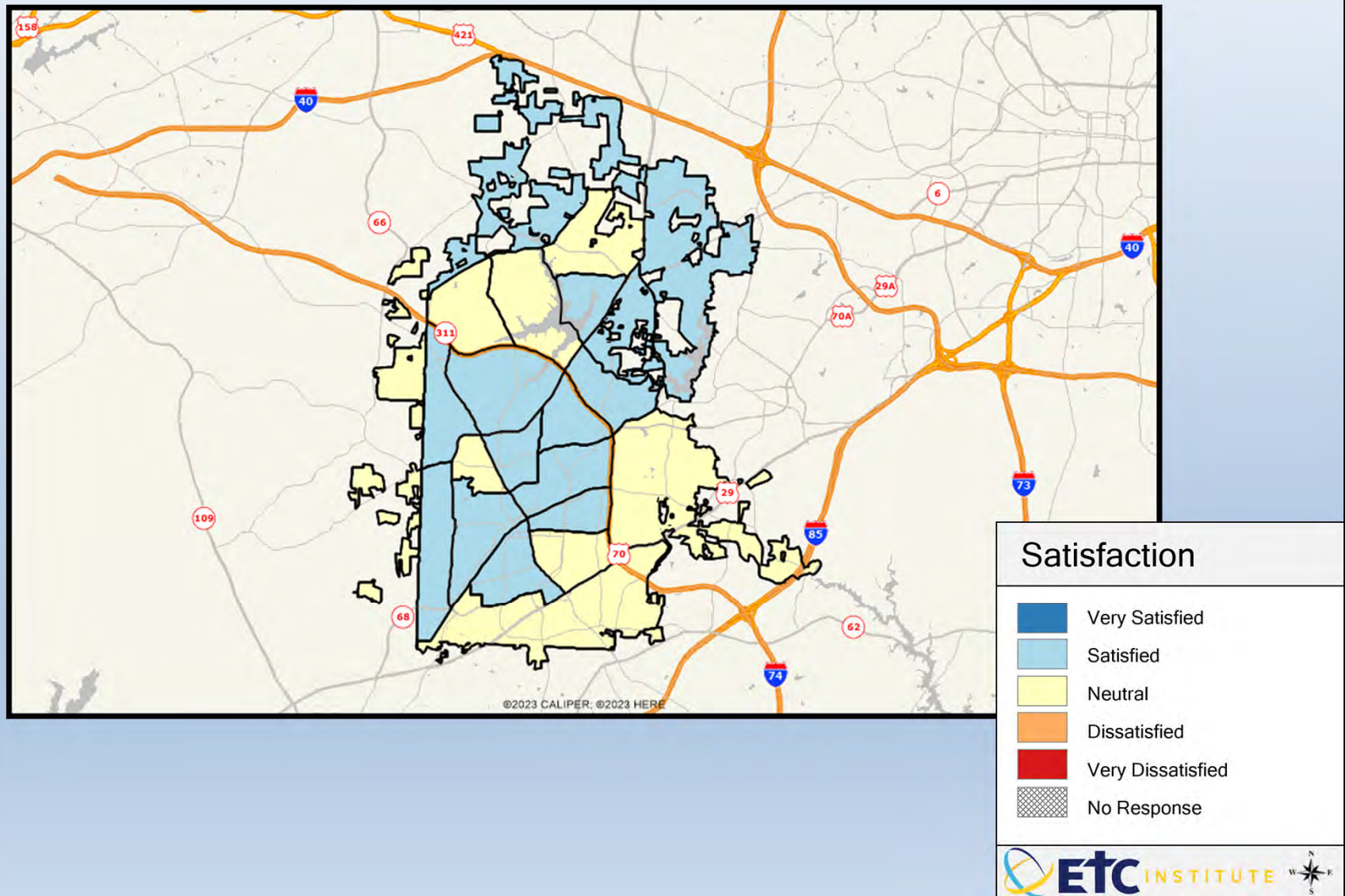
Q16-16. Variety and quality of events held at the High Point Theatre



Satisfaction

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

Q16-17. Parking and access to the Theatre



2024 Resident Survey

High Point, North Carolina

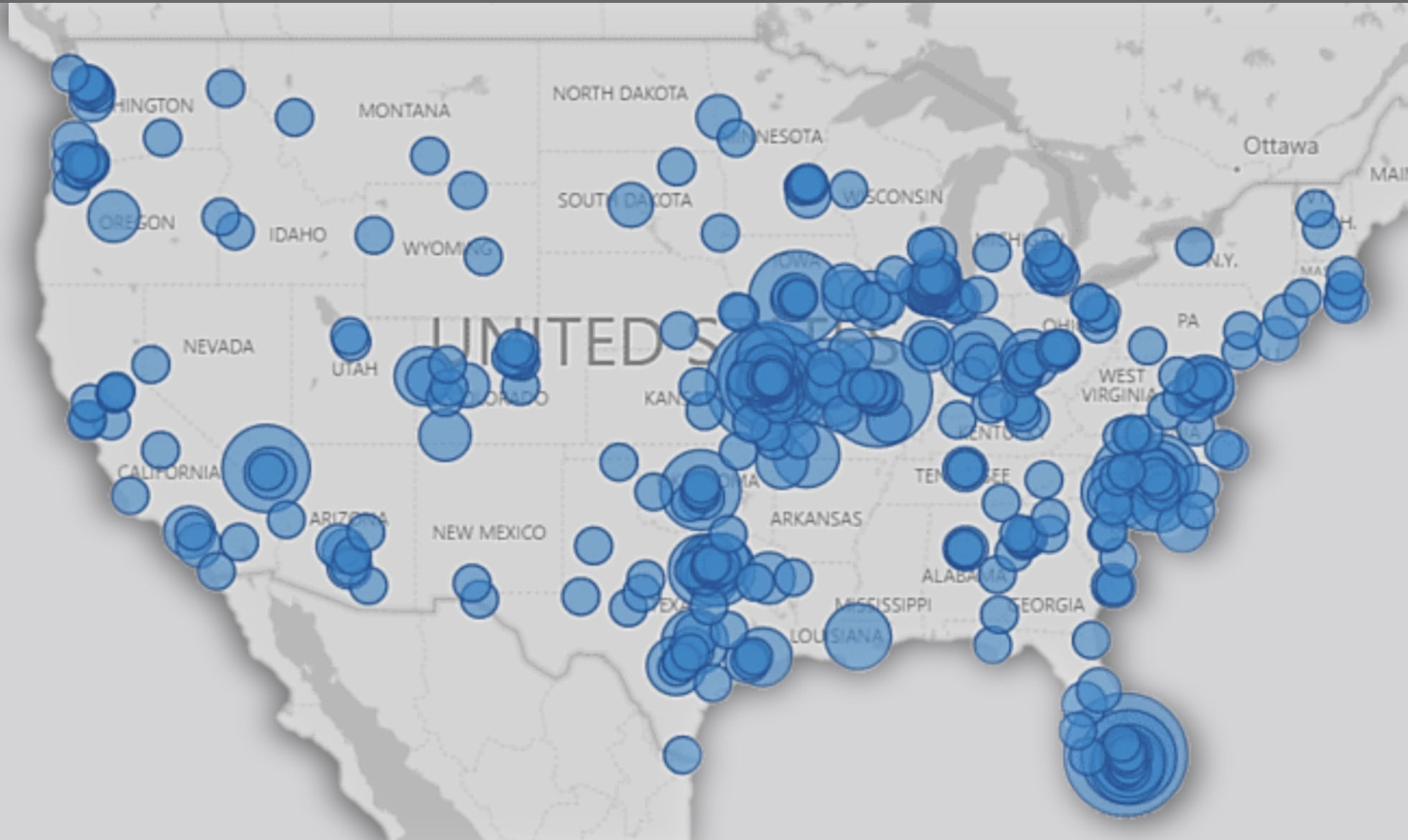


PRESENTED BY

MARCH 2025

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2015 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

- ❑ To objectively assess resident satisfaction with the delivery of major City services
- ❑ To help determine priorities for the community
- ❑ To measure trends from previous surveys
- ❑ To compare the City's performance with other communities regionally and nationally

Methodology

□ Survey Description

- Seven-page survey; included many of the same questions as previous surveys
- 10th Community Survey conducted for the City of High Point

□ Method of Administration

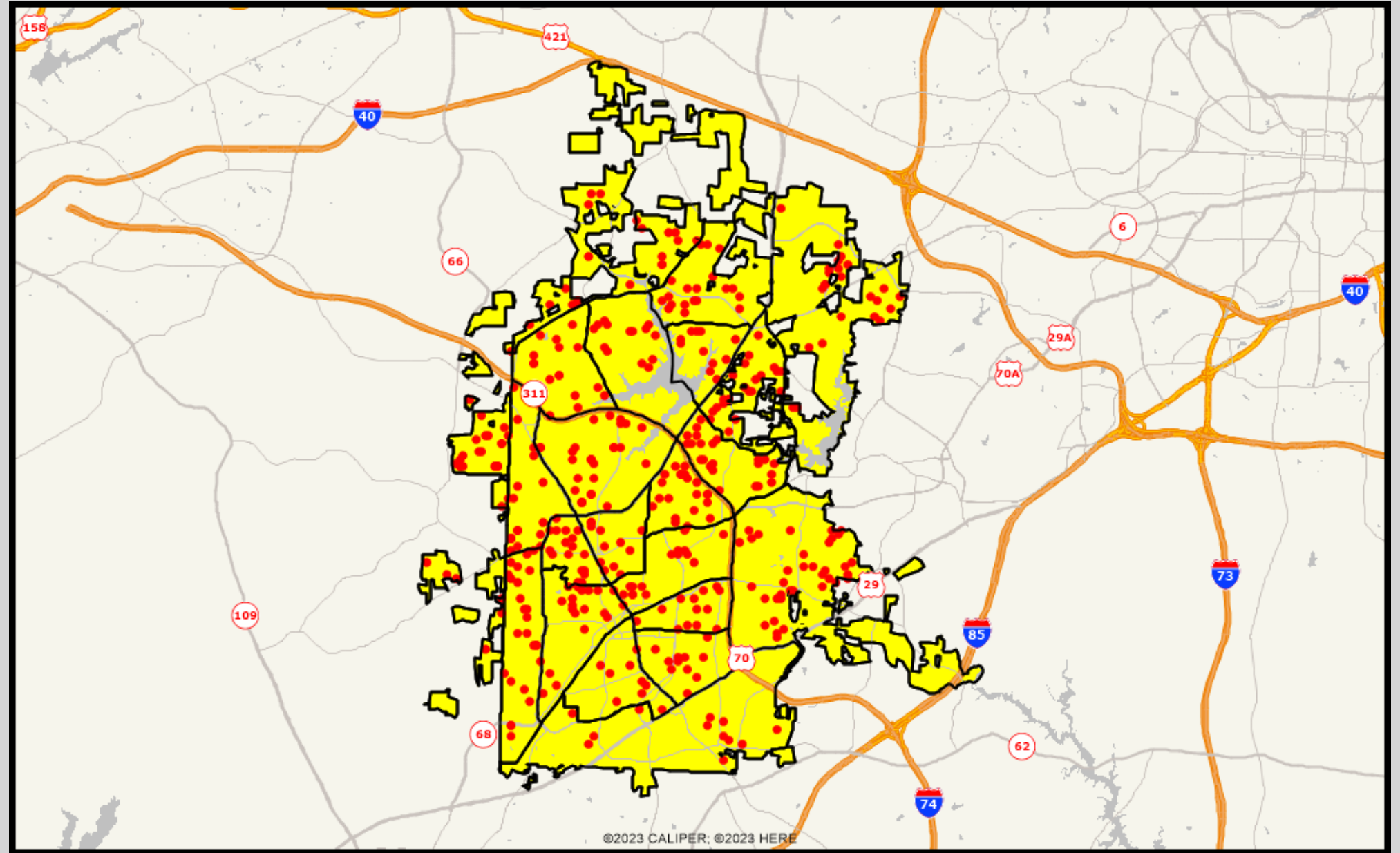
- By mail and online to randomly selected sample of City residents

□ Sample Size

- 420 completed surveys (goal was 400)
- Margin of error: +/- 4.8% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City



What We Learned

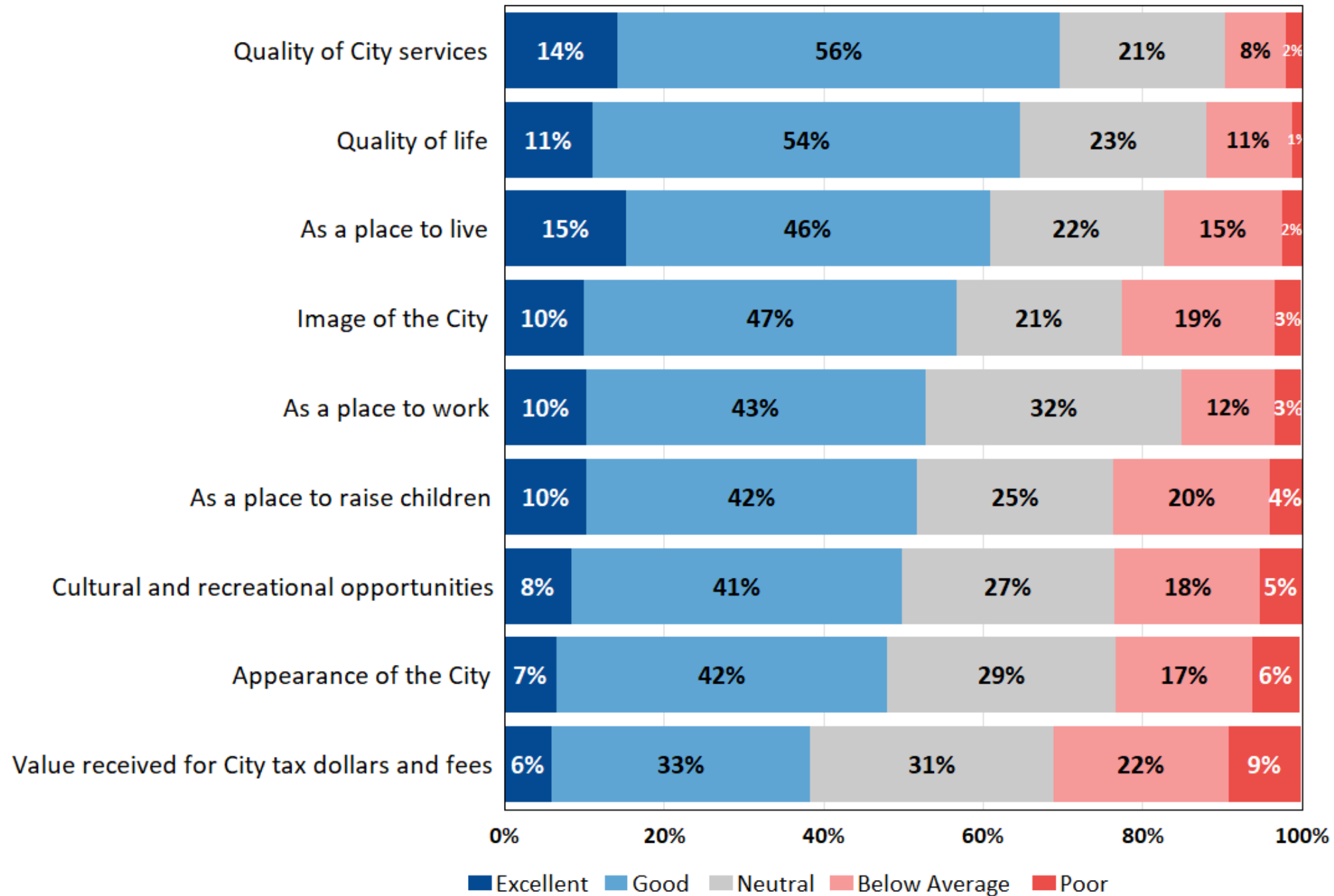
- ❑ **The City Is Moving in the Right Direction**
 - **Satisfaction Ratings Have Increased or Stayed the Same in 75 of 107 Areas Since 2022**
- ❑ **High Point Rates 21% Above the U.S. Average in the Overall Quality of City Services**
- ❑ **High Point Rates 39% Above the U.S. Average in Customer Service Provided by City Employees**
- ❑ **Top Overall Priorities:**
 - **City Streets/Sidewalks/Infrastructure**
 - **Economic Development**
 - **Police Services**
 - **Enforcing Code and Ordinances**
 - **Communication with the Public**

Topic #1

Residents Have a Positive Perception of the City

Q3. Overall Perception of the City

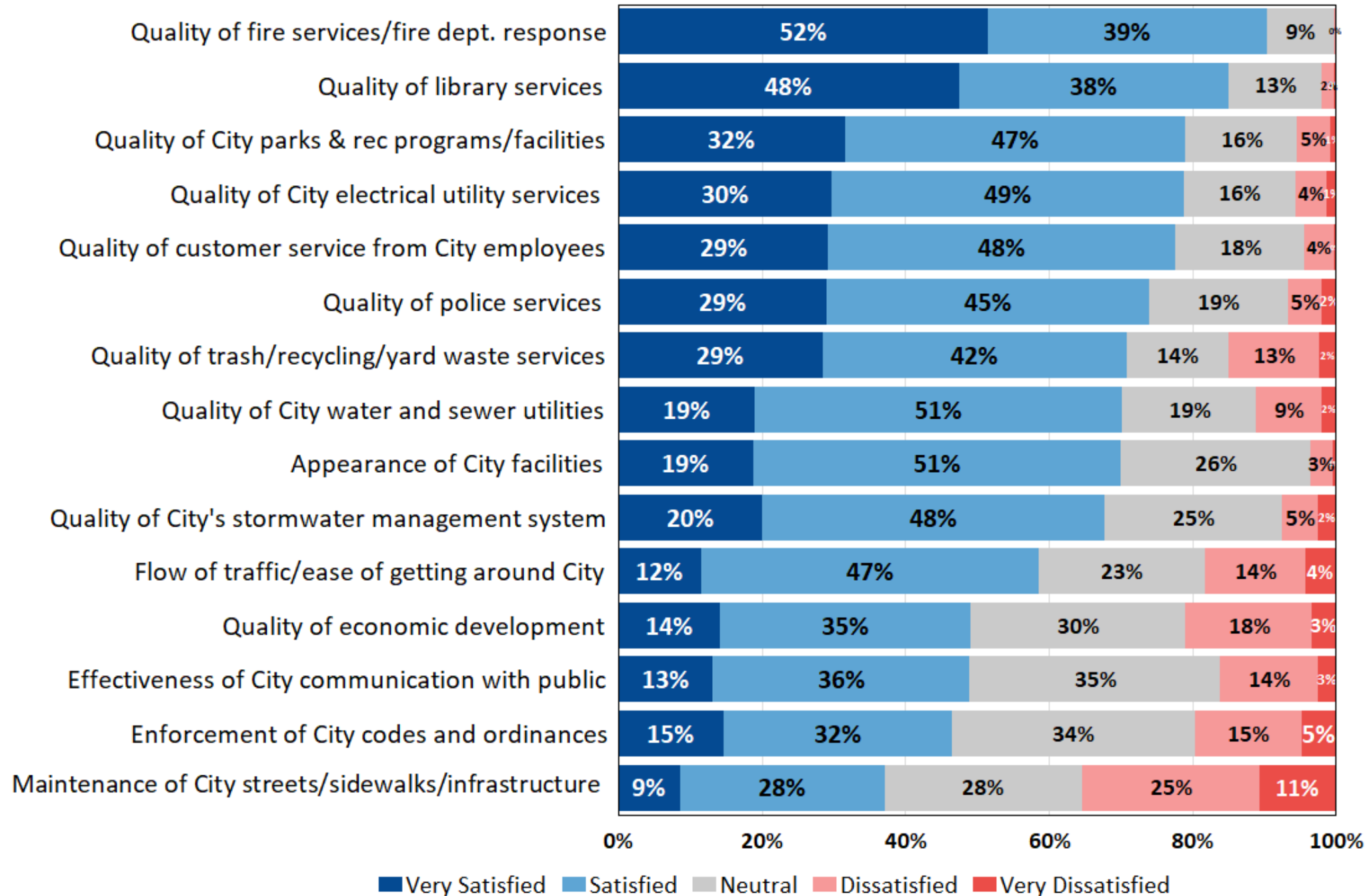
by percentage of respondents using a 5-point scale, where 5 means "excellent" and 1 means "poor" (excluding "don't know")



7 to 1 Ratio of Positive vs. Negative Responses (70% vs. 10%) with the Overall Quality of City Services

Q1. Overall Satisfaction with Major City Services

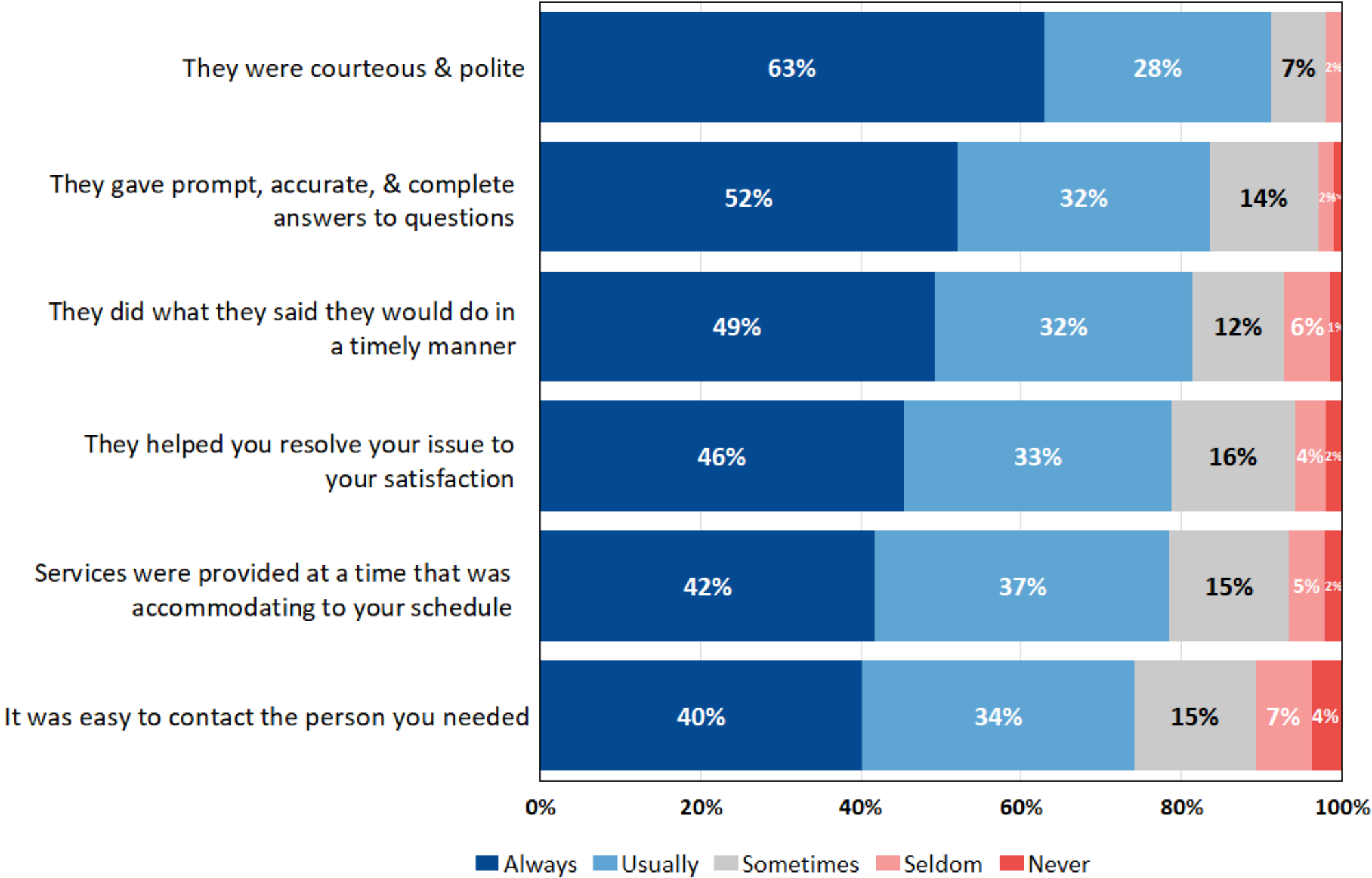
by percentage of respondents using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied" (excluding "don't know")



Respondents Gave High Ratings to City Services

Q18a. How often do City employees display the following...?

by percentage of respondents that have contacted the City during the past year, using a 5-point scale, where 5 means “always” and 1 means “never” (excluding “don’t know”)



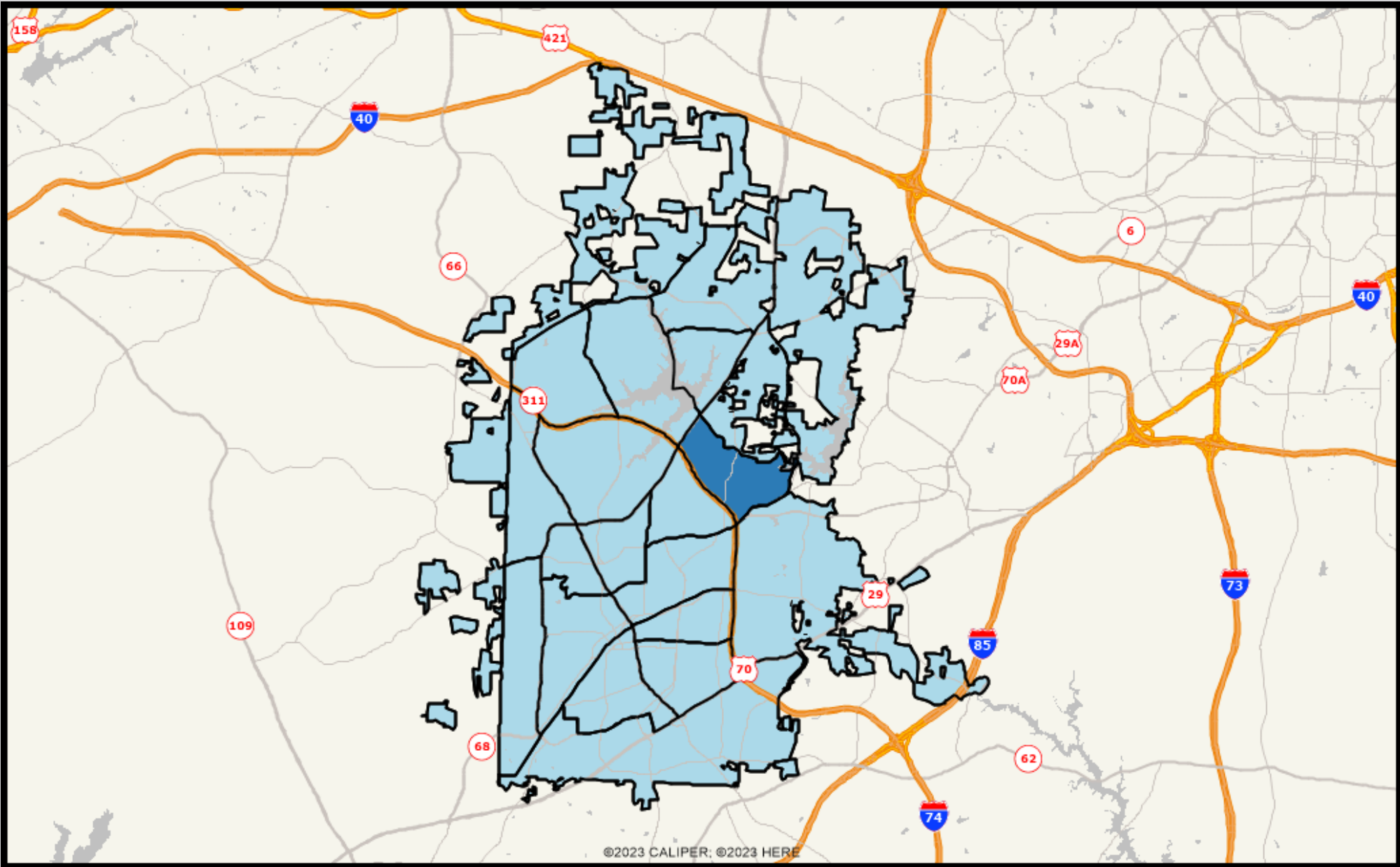
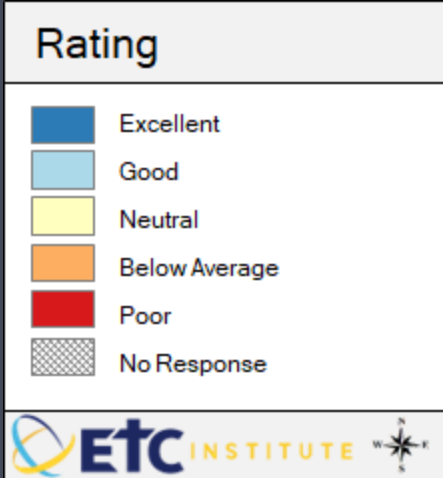
Residents Have Had Positive Interactions with City Employees

Topic #2

**Residents in All Areas of High Point Are Satisfied
with the Overall Quality of City Services**

Overall Quality of City Services

All Areas Are in Blue, Indicating That Residents in ALL Parts of the City Are Satisfied with the Overall Quality of City Services



Topic #3

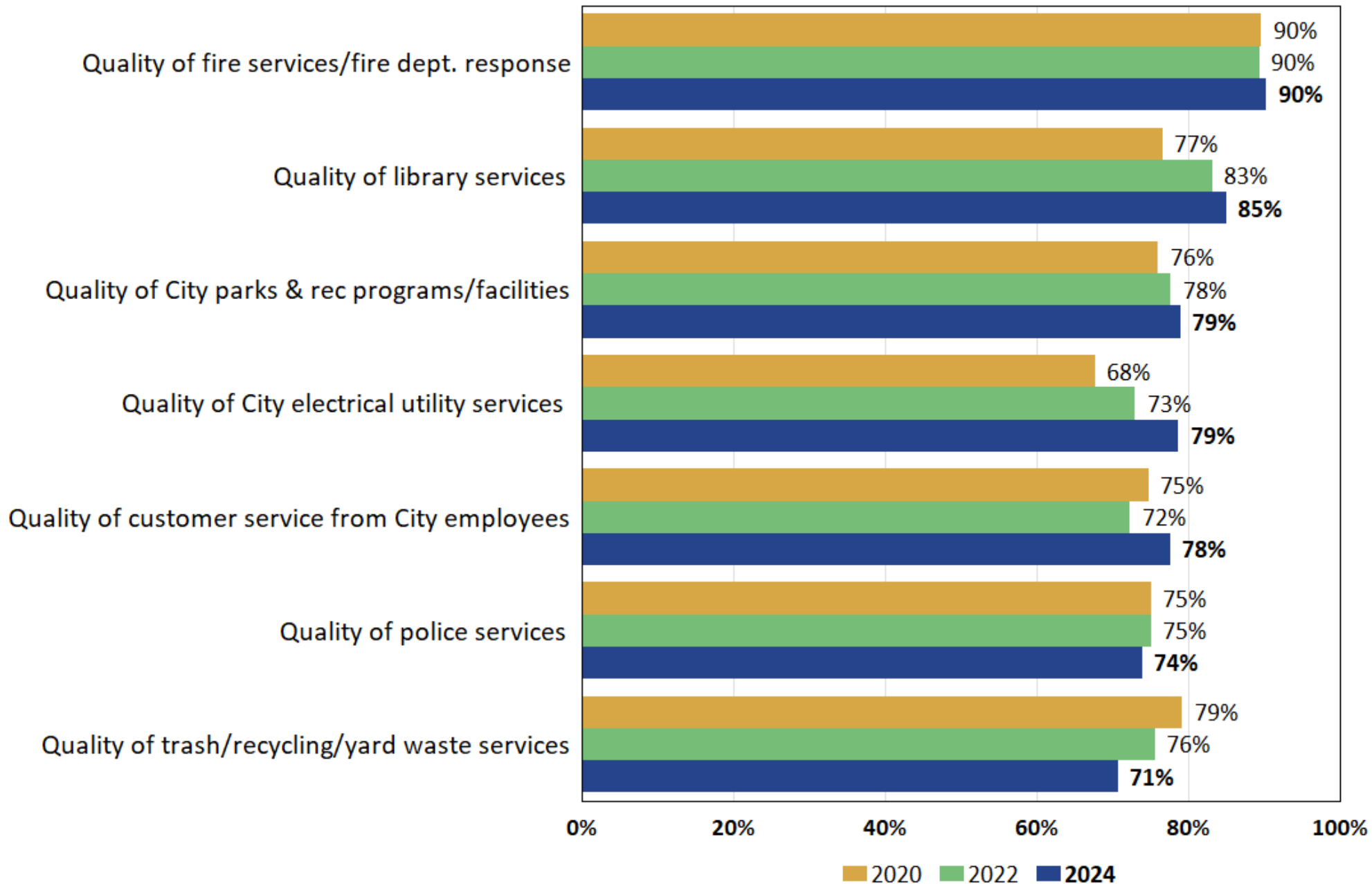
The City Is Moving in the Right Direction

Trend Analysis

- Since 2022, Satisfaction Ratings Have.....
 - *Increased* in 58 of 107 Areas
 - Stayed the Same in 17 of 107 Areas
 - *Decreased* in 32 of 107 Areas

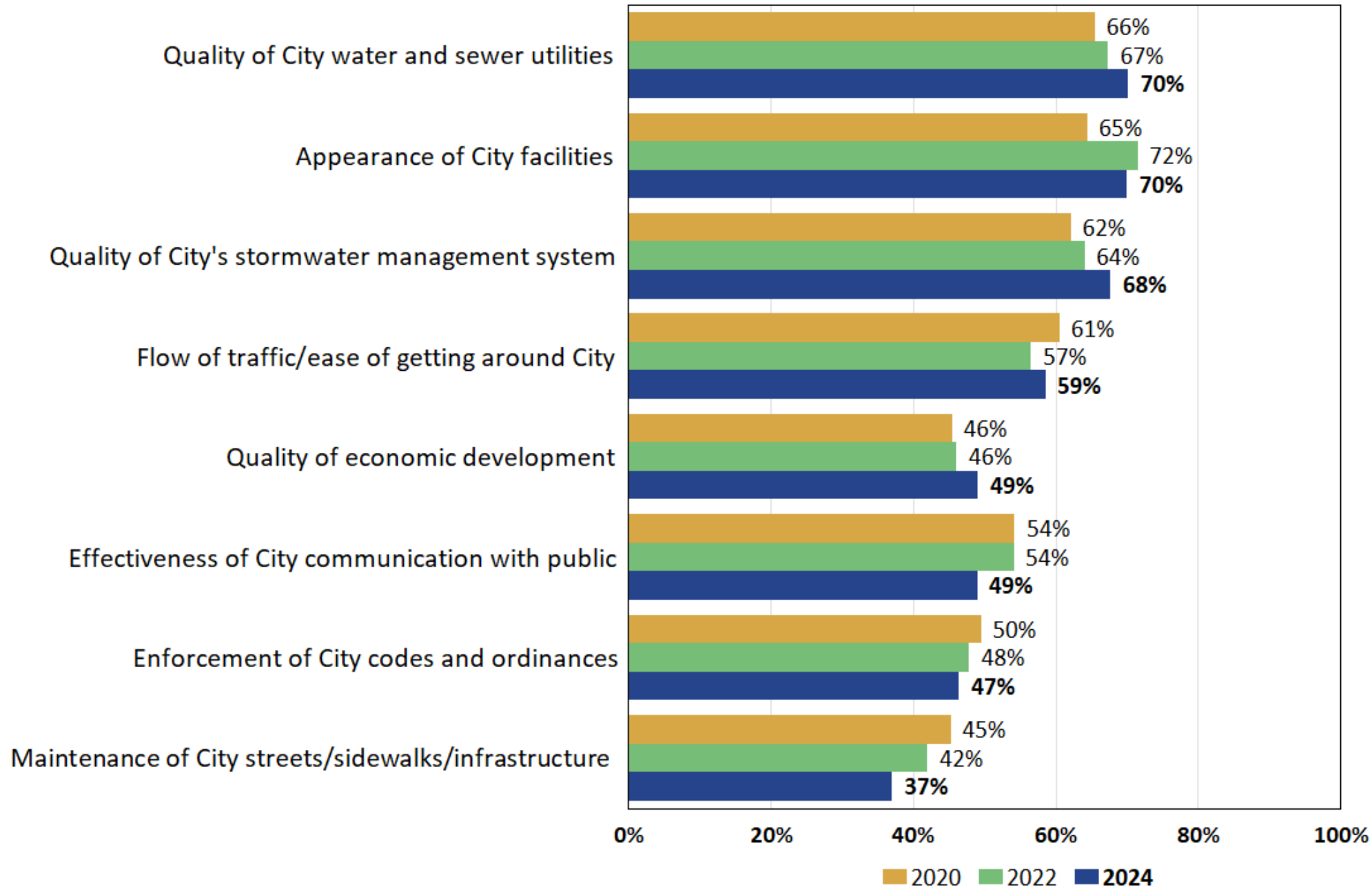
Trends: Overall Satisfaction with Major City Services 2020 to 2024

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



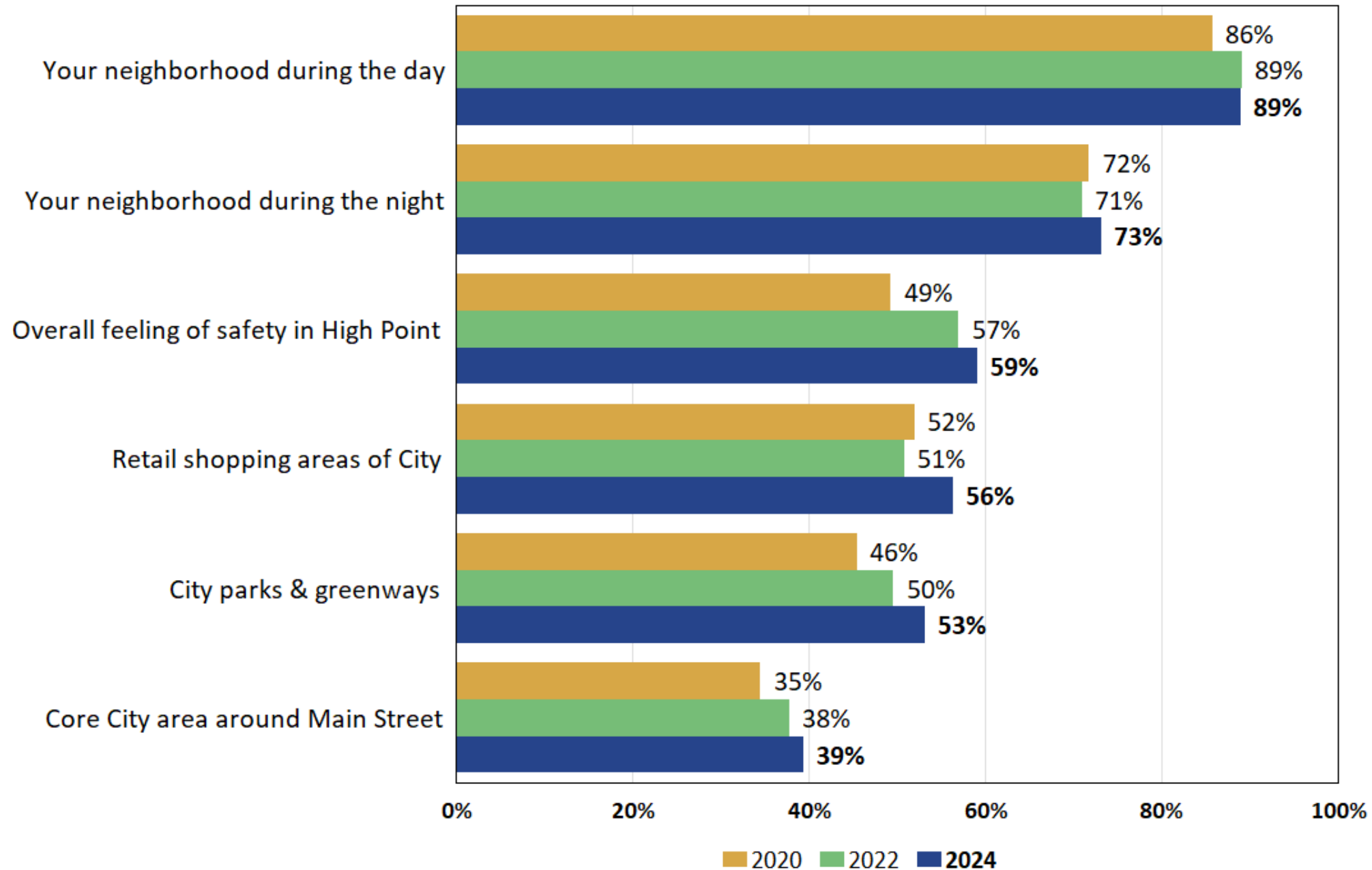
Trends: Overall Satisfaction with Major City Services (cont.) 2020 to 2024

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



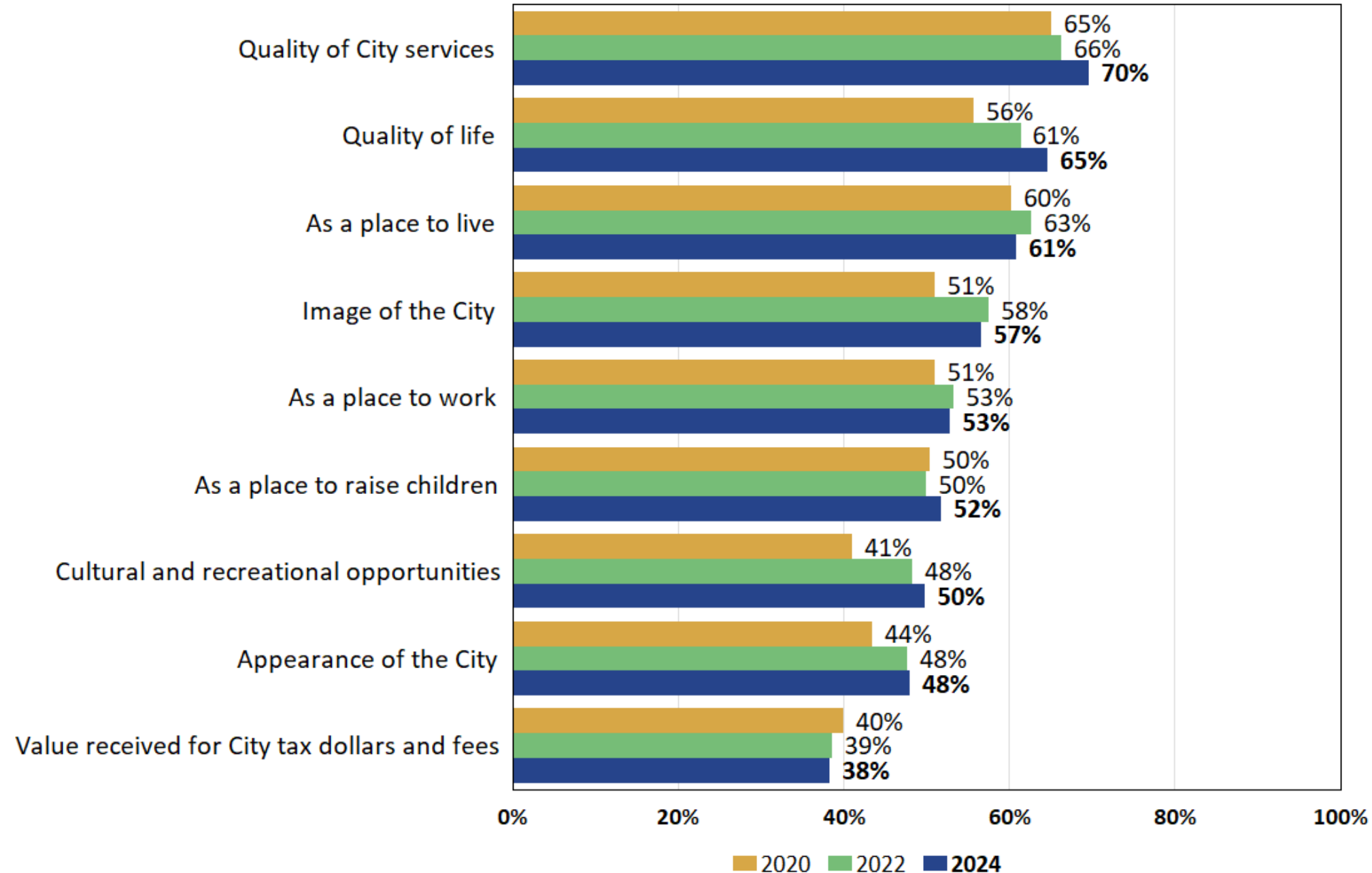
Trends: Perceptions of Safety 2020 to 2024

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



Trends: Overall Perception of the City 2020 to 2024

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



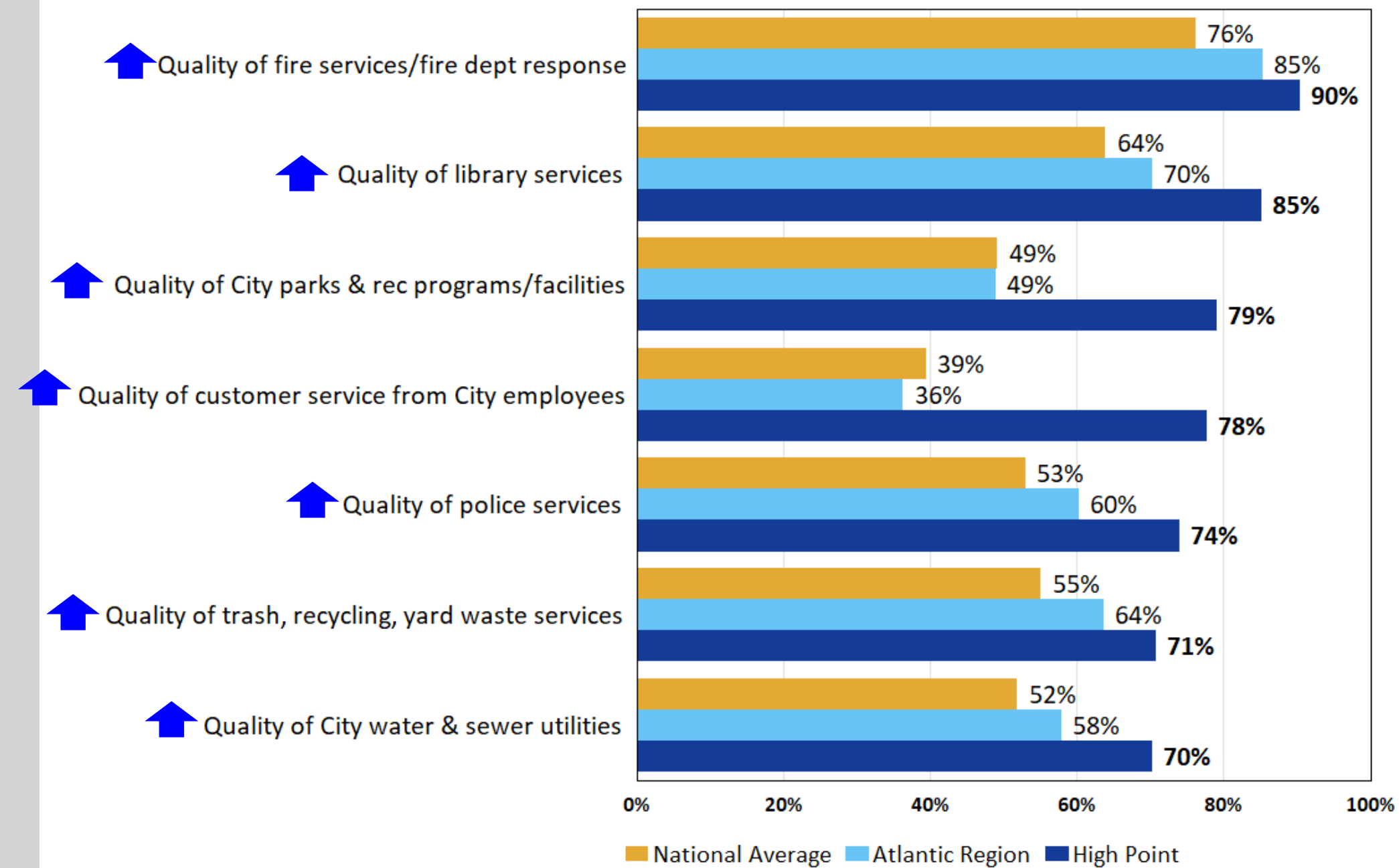
Topic #4

**Satisfaction with City Services Is Higher in
High Point Than Other Communities**

Major Categories of City Services

National Average vs. Atlantic Region vs. High Point

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



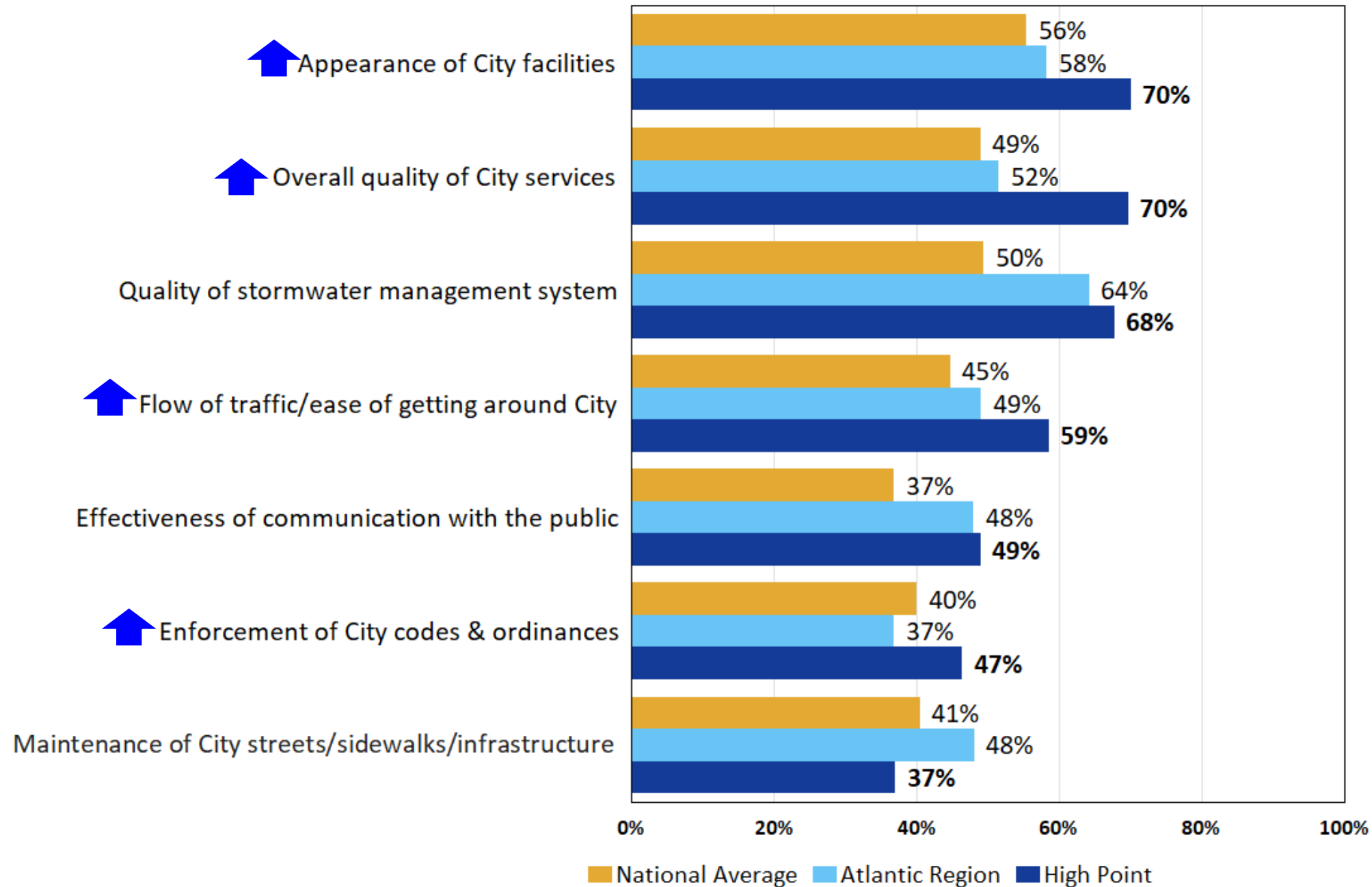
Significantly Higher

Significantly Lower

Major Categories of City Services (cont.)

National Average vs. Atlantic Region vs. High Point

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Significantly Higher ↑

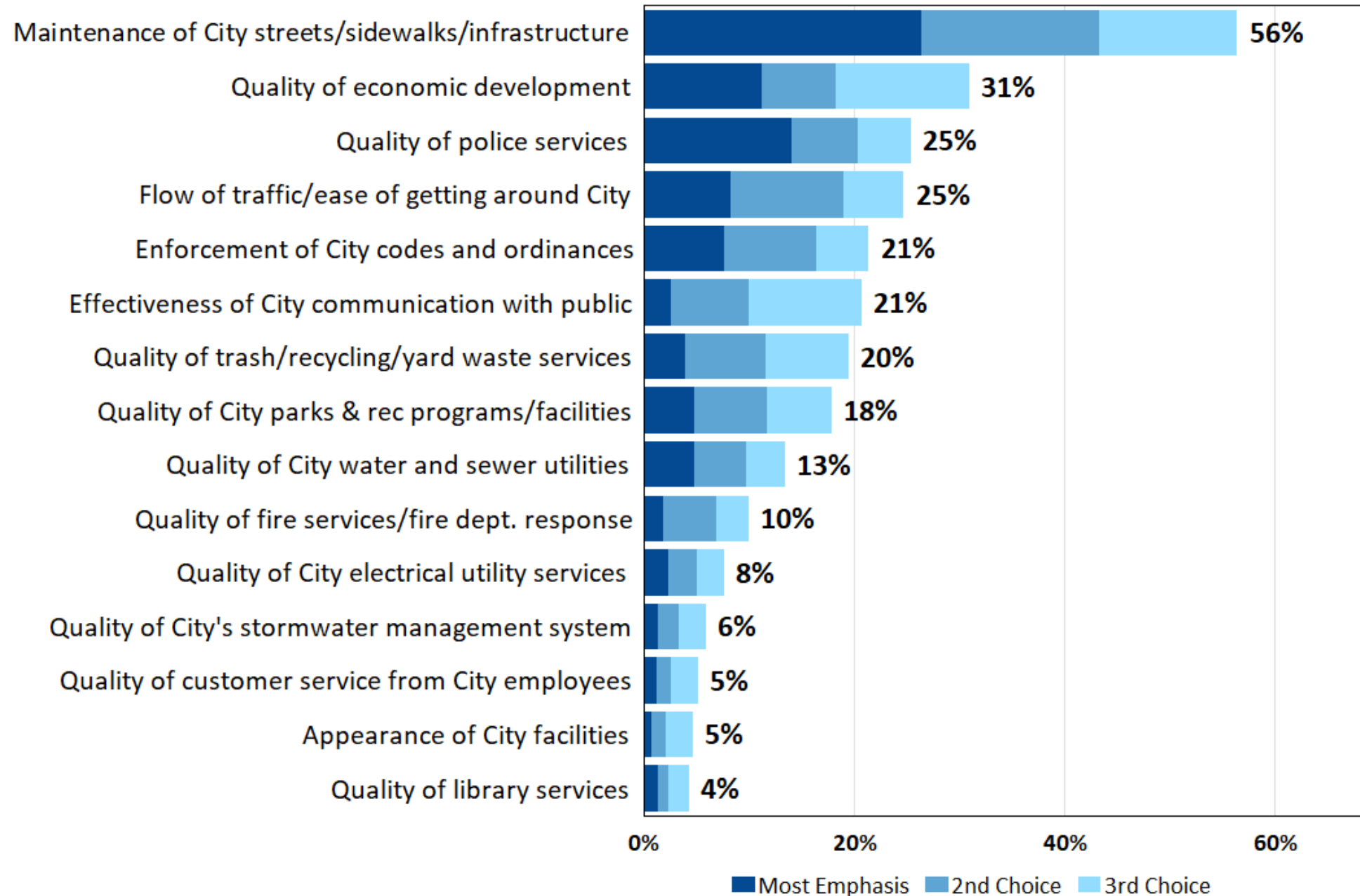
Significantly Lower ↓

Topic #5

Top Priorities

Q2. Major City Services Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



Importance-Satisfaction Rating

Major City Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Maintenance of City streets/sidewalks/infrastructure	56%	1	37%	15	0.3548	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Quality of economic development	31%	2	49%	12	0.1573	2
Enforcement of City codes and ordinances	21%	5	47%	14	0.1145	3
Effectiveness of City communication with public	21%	6	49%	13	0.1056	4
Flow of traffic/ease of getting around City	25%	4	59%	11	0.1023	5
<u>Medium Priority (I-S < 0.10)</u>						
Quality of police services	25%	3	74%	6	0.0660	6
Quality of trash/recycling/yard waste services	20%	7	71%	7	0.0569	7
Quality of City water and sewer utilities	13%	9	70%	8	0.0399	8
Quality of City parks & rec programs/facilities	18%	8	79%	3	0.0376	9
Quality of City's stormwater management system	6%	12	68%	10	0.0190	10
Quality of City electrical utility services	8%	11	79%	4	0.0161	11
Appearance of City facilities	5%	14	70%	9	0.0141	12
Quality of customer service from City employees	5%	13	78%	5	0.0116	13
Quality of fire services/fire dept. response	10%	10	90%	1	0.0096	14
Quality of library services	4%	15	85%	2	0.0064	15

Overall Priorities

Importance-Satisfaction Rating

Transportation and Roadway Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Condition/maintenance of major City streets	42%	1	45%	8	0.2317	1
High Priority (I-S = 0.10-0.20)						
Availability of pedestrian walkways/sidewalks	35%	2	45%	9	0.1915	2
Availability of public transportation services	20%	5	34%	11	0.1334	3
Maintenance of sidewalks	18%	6	41%	10	0.1045	4
Availability of elderly & handicapped van service	16%	9	34%	12	0.1031	5
Traffic signal coordination on major City streets	26%	3	62%	5	0.1001	6
Medium Priority (I-S < 0.10)						
Condition/maintenance of neighborhood streets	21%	4	55%	7	0.0949	7
Landscape medians & public areas along major City streets	16%	7	57%	6	0.0686	8
Availability of regional transportation links	10%	11	34%	13	0.0650	9
Adequacy of City street lighting	16%	8	63%	4	0.0598	10
Ease of getting across town in High Point	14%	10	70%	3	0.0432	11
Maintenance of street signs	6%	12	72%	2	0.0166	12
Ease of traveling from your home to regional roadways	6%	13	81%	1	0.0109	13

Importance-Satisfaction Rating

Neighborhood Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S > 0.20)</u>						
Availability of affordable rental housing	34%	2	16%	11	0.2809	1
Enforcing clean-up of junk cars & debris on private property	34%	1	35%	4	0.2230	2
Availability of affordable housing for purchase	26%	4	19%	10	0.2074	3
Enforcement of removal of dilapidated housing	26%	3	21%	7	0.2067	4
Enforcement of repair of substandard housing	26%	5	21%	8	0.2022	5
<u>High Priority (I-S = 0.10-0.20)</u>						
City's efforts to manage (plan for) growth	25%	6	35%	5	0.1646	6
Availability of programs to assist with home ownership	21%	8	29%	6	0.1453	7
Quality of public housing	18%	9	20%	9	0.1401	8
Enforcing mowing & cutting of weeds on private property	21%	7	43%	3	0.1219	9
<u>Medium Priority (I-S < 0.10)</u>						
Enforcement of sign regulations	8%	11	44%	2	0.0463	10
Appearance of your neighborhood	10%	10	71%	1	0.0292	11

Importance-Satisfaction Rating

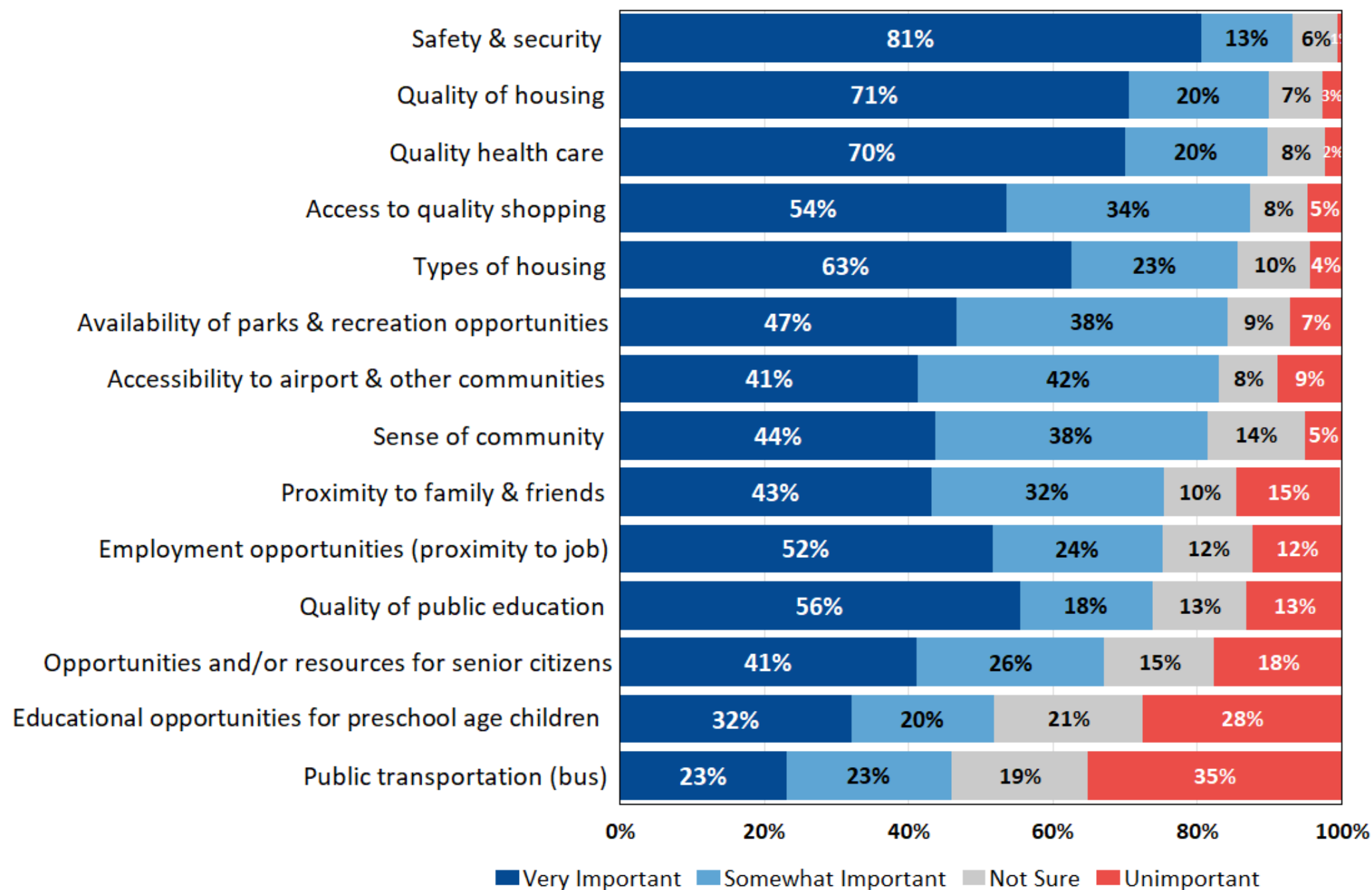
Public Safety and Emergency Services

City of High Point, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Reduce neighborhood street level drugs, prostitution, other crimes	57%	1	36%	14	0.3696	1
Visibility of police in neighborhoods	38%	2	39%	13	0.2350	2
Ensure community is prepared for a natural disaster or crisis	34%	3	40%	12	0.2006	3
High Priority (I-S = 0.10-0.20)						
City efforts to enforce local traffic laws	27%	4	49%	9	0.1370	4
Visibility of police in retail areas	22%	5	43%	11	0.1219	5
Medium Priority (I-S < 0.10)						
City public safety education programs	19%	6	51%	8	0.0904	6
Quality of animal control	11%	8	46%	10	0.0600	7
How quickly police respond to emergencies	19%	7	76%	5	0.0445	8
Professionalism of police officers	8%	11	73%	6	0.0213	9
Adequacy of City's 911 center	10%	10	78%	4	0.0212	10
How quickly fire personnel respond to emergencies	11%	9	89%	2	0.0119	11
Fire building inspection program	2%	13	60%	7	0.0076	12
Adequacy of fire protection for your property	4%	12	80%	3	0.0073	13
Professionalism of fire personnel	1%	14	89%	1	0.0013	14

Q19. Importance of the Following Reasons for Deciding Where to Live

by percentage of respondents using a 4-point scale, where 4 means "very important" and 1 means "unimportant"



Summary

- ❑ **The City Is Moving in the Right Direction**
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 - **Communication with the Public**

Questions?

Thank You!!

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Closed Session - Economic Development

FROM:

Peter Bishop, Economic Development
Director

MEETING DATE:

March 24, 2025

PUBLIC HEARING:

No

ADVERTISED DATE/BY:

N/A

ATTACHMENTS:

None

PURPOSE: Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development.

BACKGROUND: N/A

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development.