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# City of Roanoke 2015 Citizen Survey

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Conducted by:  
The Virginia Tech Center for Survey Research



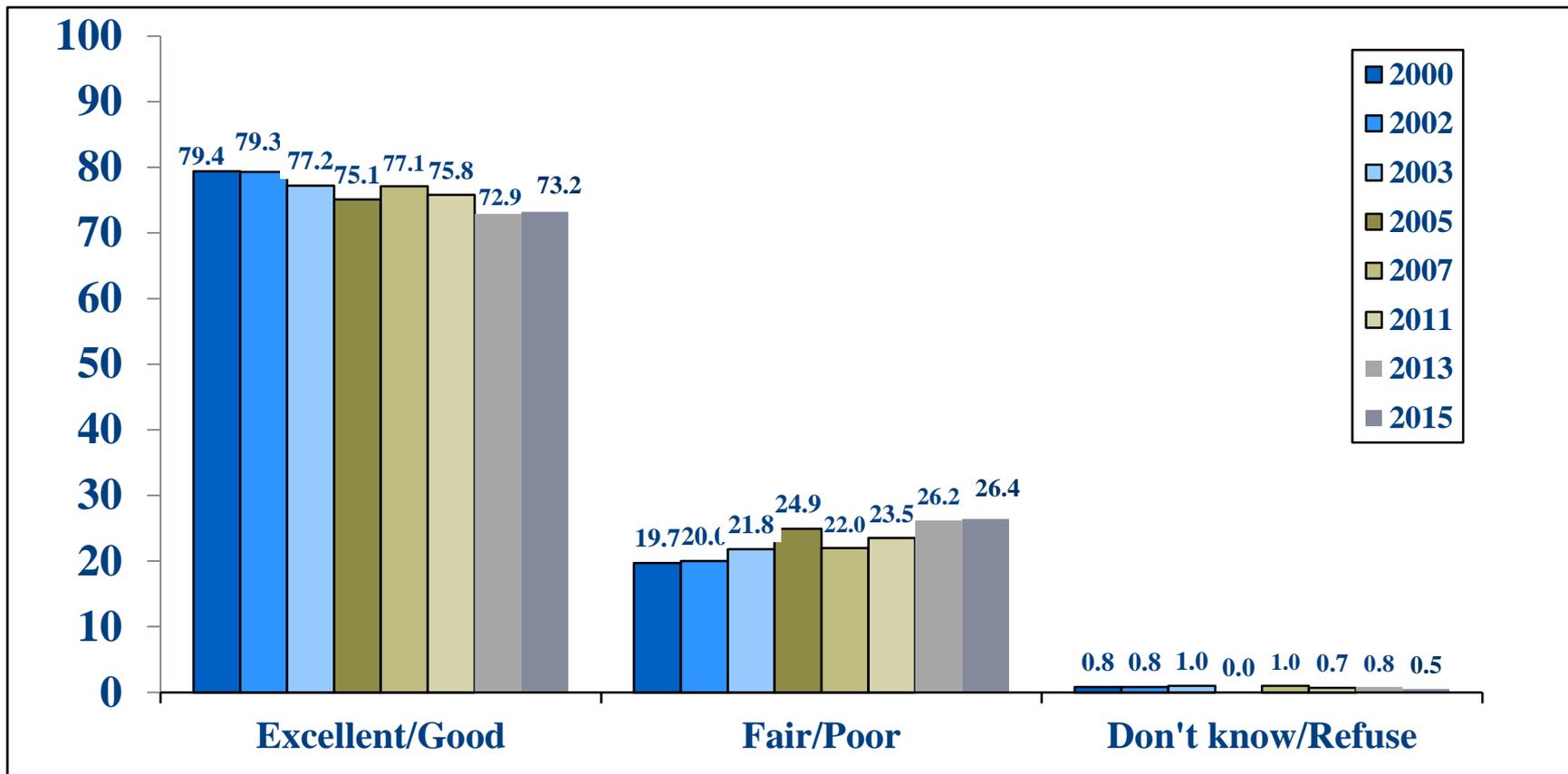
# Methodology

- ◆ Random Sampling Design
- ◆ Survey Instrument Focus: New Items and Methodology
- ◆ Dates of Administration: August 27-December 19, 2015
- ◆ Survey Pre-test
- ◆ Survey Administration Via Telephone (Random Digit Dialing)
- ◆ 606 Completed Telephone Interviews
- ◆ Sampling Error:  $\pm 3.6$  percent

# Respondent Demographics

	<b>Population</b>	<b>2005 Respondents</b>	<b>2007 Respondents</b>	<b>2011 Respondents</b>	<b>2013 Respondents</b>	<b>2015 Respondents</b>
<b>Gender</b>	52.7% Female; 47.3% Male	63.6% Female; 36.4% Male	65.8% Female; 34.2% Male	63.8% Female 36.2% Male	59.2% Female 40.8% Male	61.0% Female 39.0% Male
<b>Age</b>	50.7% <40 yrs. 49.3% 40+ yrs.	23.8% <40 yrs. 76.2% 40+ yrs.	22.4% <40 yrs. 77.6% 40+ yrs.	13.0% <40 yrs. 84.0% 40+ yrs.	23.8% <40 yrs. 76.2% 40+ yrs.	20.7% <40 yrs. 79.3% 40+ yrs.
<b>Race</b>	28.9% Black 66.5% White 1.9% Other	21.1% Black 75.9% White 3.0% Other	24.0% Black 69.5% White 6.5% Other	18.5% Black 74.8% White 4.2% Other	22.1% Black 68.3% White 7.1% Other	18.8% Black 71.5% White 6.0% Other
<b>Income</b>	67.0 % < \$50,000 33.0% \$50,000+	68.7% < \$50,000 31.3% \$50,000+	67.0% < \$50,000 33.0% \$50,000+	50.7% < \$50,000 49.3% \$50,000+	52.2% < \$50,000 31.9% \$50,000+	50.8% < \$50,000 33.5% \$50,000+

# Citizen Ratings of Quality of Life in the City of Roanoke



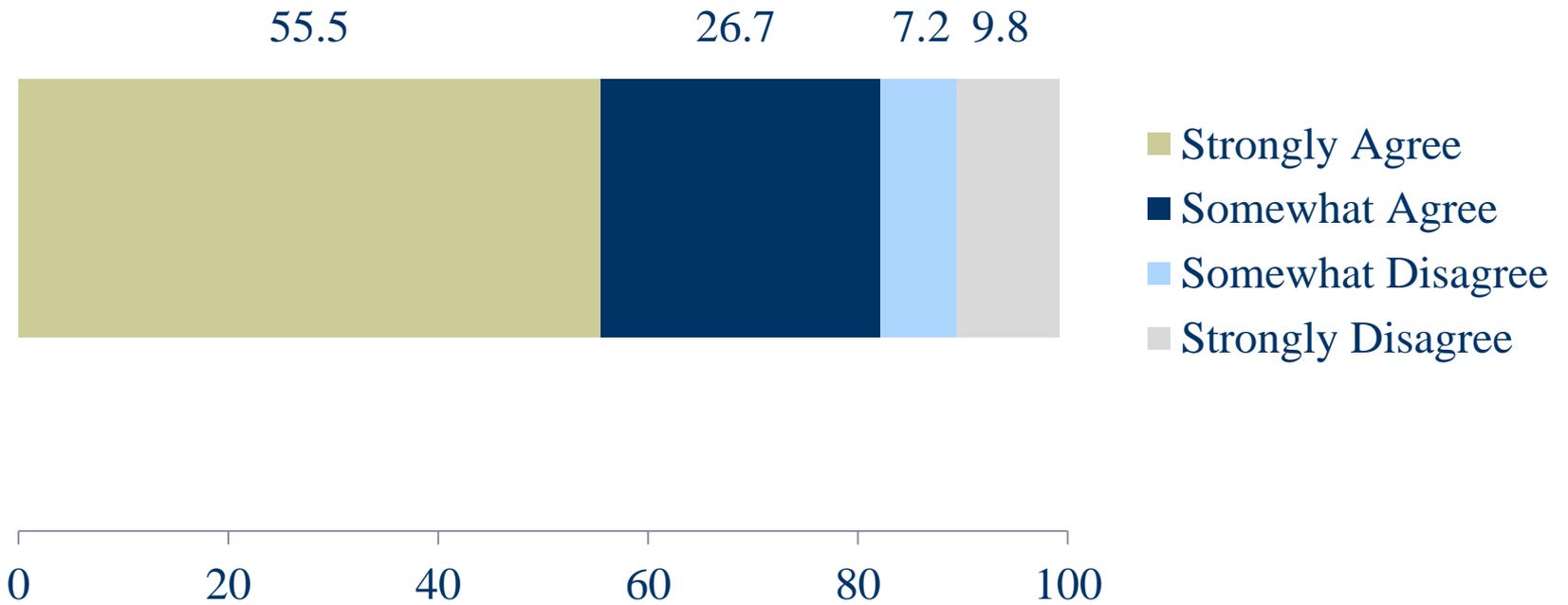
# Citizen Agreement on Roanoke Strategic Issue/Question Survey Items 2000-2015

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015
City government's greenway development effort is a valuable asset to the City and its residents.	NA	NA	NA	NA	75.2	67.6	82.7	83.0	86.2
City does good job offering multicultural events and attractions.	85.5	NA	79.0	NA	79.6	74.6	86.3	84.3	85.0
Roanoke's neighborhoods are good places to live.	83.2	NA	87.4	NA	85.3	76.9	85.3	85.5	83.3
Roanoke's transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic.	65.0	NA	74.1	NA	77.6	71.8	79.3	79.4	79.7
The City and its employees model and promote good environmental management and stewardship.	NA	67.8	73.5						
City government does a good job of informing/educating citizens about City services.	74.3	NA	66.3	NA	65.9	55.0	71.7	70.0	72.0
There is a good mix of housing types and affordability in Roanoke.	75.4	NA	77.0	NA	74.9	70.4	75.7	75.6	71.7

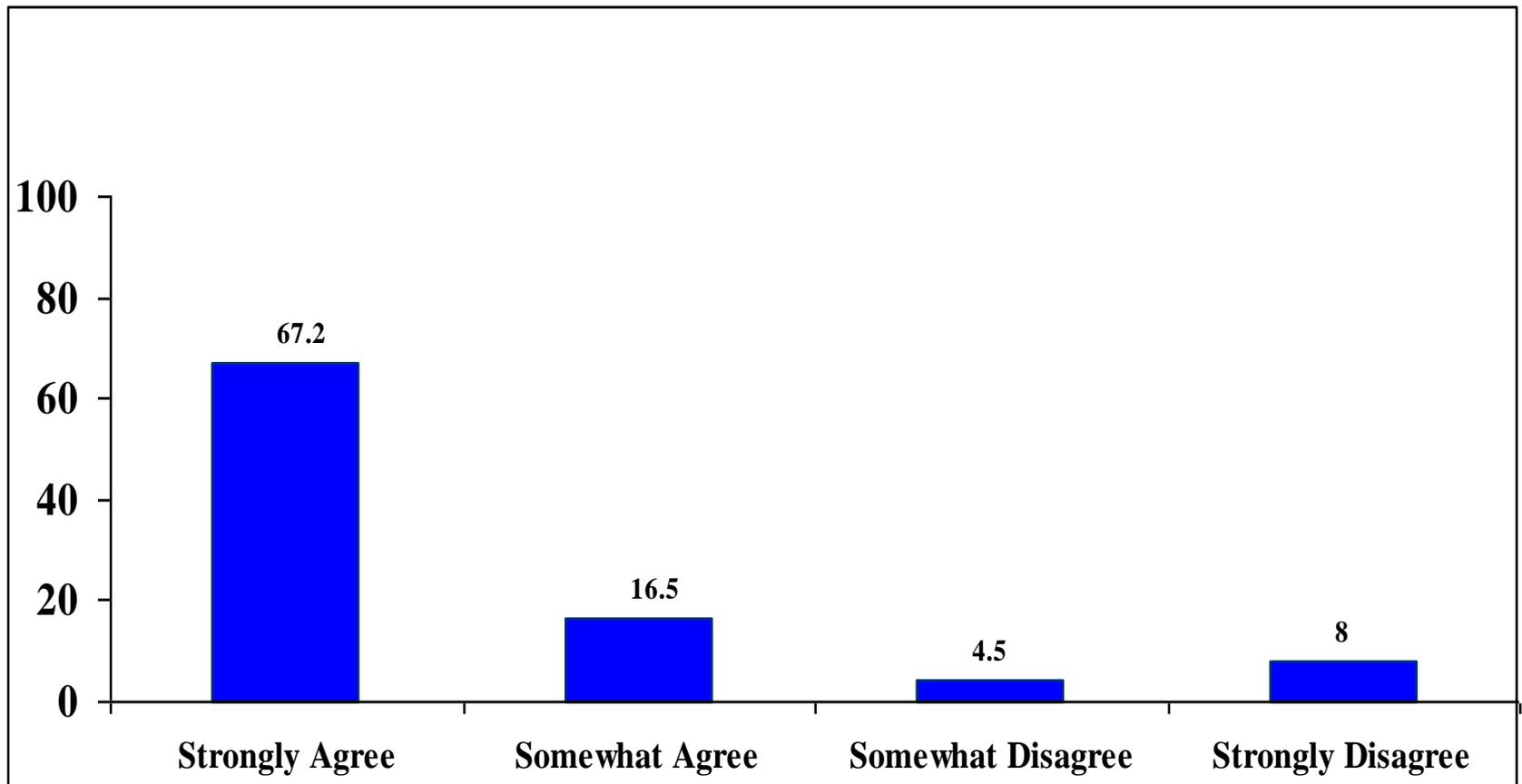
# Citizen Agreement on Roanoke Strategic Issue/Question Survey Items 2000-2015 (continued)

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015
The services provided by the City of Roanoke are worth the taxes paid by its citizens.	65.8	75.1	70.3	69.7	67.1	57.4	63.8	66.7	68.5
City government does a good job of providing health and human services to citizens who need them.	71.0	NA	72.5	NA	70.9	60.5	60.5	66.7	66.3
City government officials actively involve citizens in the business of government.	63.9	NA	65.5	NA	60.2	48.7	63.2	62.0	64.3
City government performance is improving in Roanoke.	72.9	75.9	63.1	61.5	61.2	53.1	57.2	65.3	62.0
The overall economy of the City of Roanoke has improved during the past two years.	NA	58.6	57.2						
Downtown off-street parking (both garages and lots) is reasonably available.	NA	NA	NA	NA	NA	NA	58.8	53.3	56.7
City government does a good job of focusing on the unique needs of youths.	56.3	NA	56.3	NA	49.7	39.9	50.2	53.8	55.2
(City of Roanoke's financial support of) Educational resources and opportunities available to you and your family in Roanoke*	64.9	NA	64.3	NA	67.1	59.9	53.7	53.6	47.8

# Citizens Who Would Recommend the City of Roanoke as a Place to Live

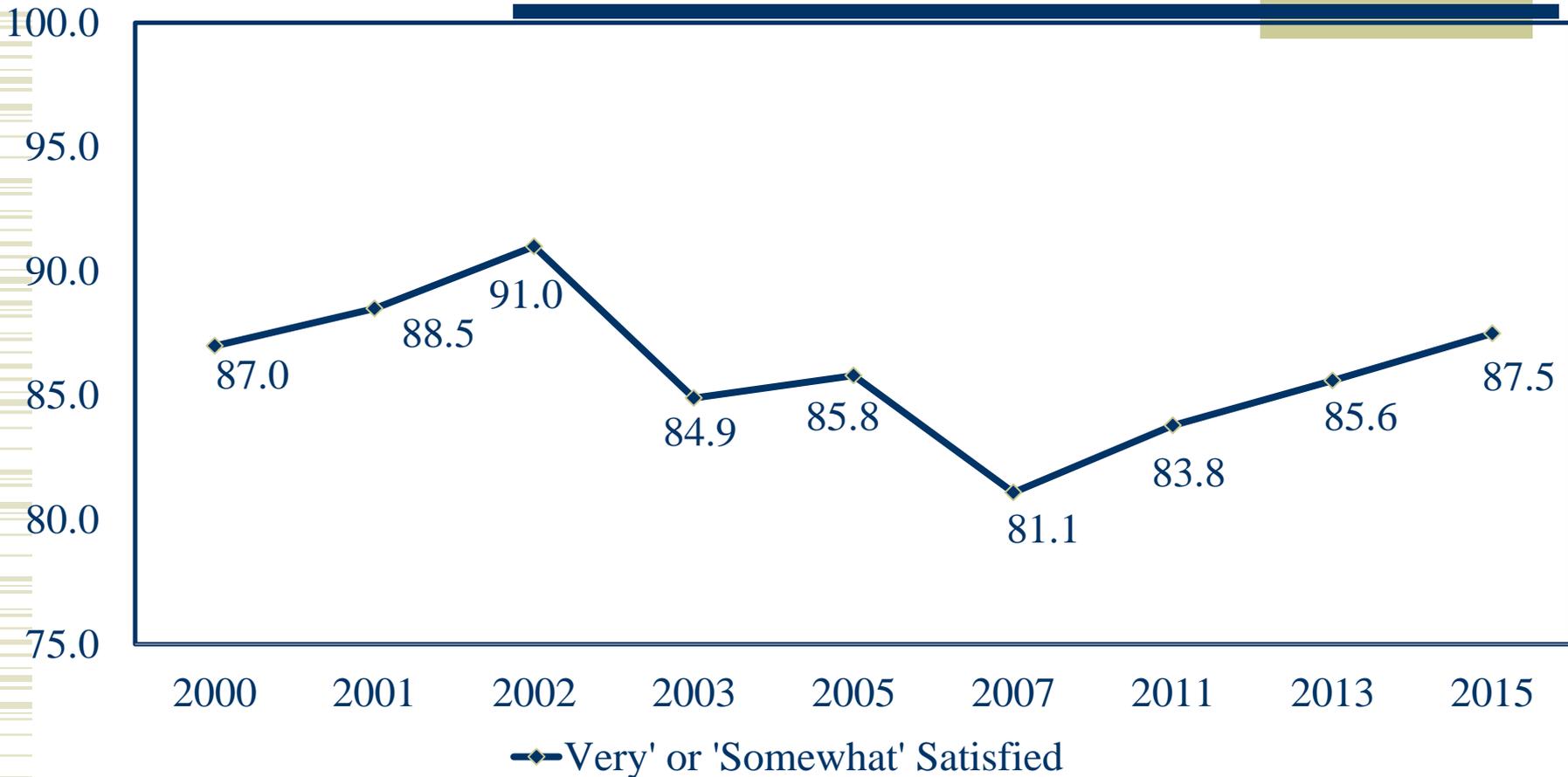


# Percentage of Citizens Who Agree They Plan to Continue Living in the City of Roanoke for the Next Five Years



# Level of Citizen Satisfaction With Overall Quality of City Services: 2000-2015

## Very' or 'Somewhat' Satisfied



# 2015 City Service Ratings Compared with Importance of Service Ratings

City Service	Quality Rating	Importance Rating
The 911 emergency call center	94.2	97.4
Emergency medical services and rescue	94.1	94.4
Police services	87.8	93.4
Removal of snow and ice from City streets	53.3	90.7
Fire protection services	94.7	89.1
Weekly trash collection	88.7	88.3
Street lighting	71.7	81.9
Valley Metro bus transportation services	74.2	80.2
Recycling	83.2	79.9
Public library services and programs	90.9	79.2
Street paving, maintenance and repair	42.1	78.5
Transportation planning for traffic	63.4	78.0
Bi-weekly pick-up of large trash items and brush	78.0	77.8
Efforts of the City to improve the quality of housing in the City	54.4	77.0
Animal control	78.6	75.2

# 2015 City Service Ratings Compared with Importance of Service Ratings (continued)

City Service	Quality Rating	Importance Rating
City government support of neighborhood organizations	<b>65.4</b>	<b>69.4</b>
Citizens getting information about City services and activities	<b>60.9</b>	<b>68.6</b>
Code enforcement services	<b>68.8</b>	<b>68.0</b>
The City's efforts to promote environmental awareness to citizens	<b>61.5</b>	<b>67.9</b>
The condition of the City's parks, trails, and recreation facilities	<b>85.3</b>	<b>67.0</b>
Mowing of rights of way, street medians, and roadsides	<b>70.5</b>	<b>65.7</b>
The quality of the City's recreation programs	<b>77.3</b>	<b>64.9</b>
The quality of the City's sidewalks	<b>57.3</b>	<b>64.8</b>
The maintenance of trees along City streets and within parks	<b>70.3</b>	<b>63.6</b>
Mowing and maintenance of City parks	<b>81.6</b>	<b>60.0</b>
The City's marketing of its parks and recreation programs and services	<b>76.9</b>	<b>59.5</b>
The current level of bagged leaf collection service	<b>65.9</b>	<b>59.4</b>
The quality of Roanoke's athletic fields	<b>76.2</b>	<b>56.7</b>
The quality of events offered by the Berglund Center	<b>79.0</b>	<b>56.5</b>

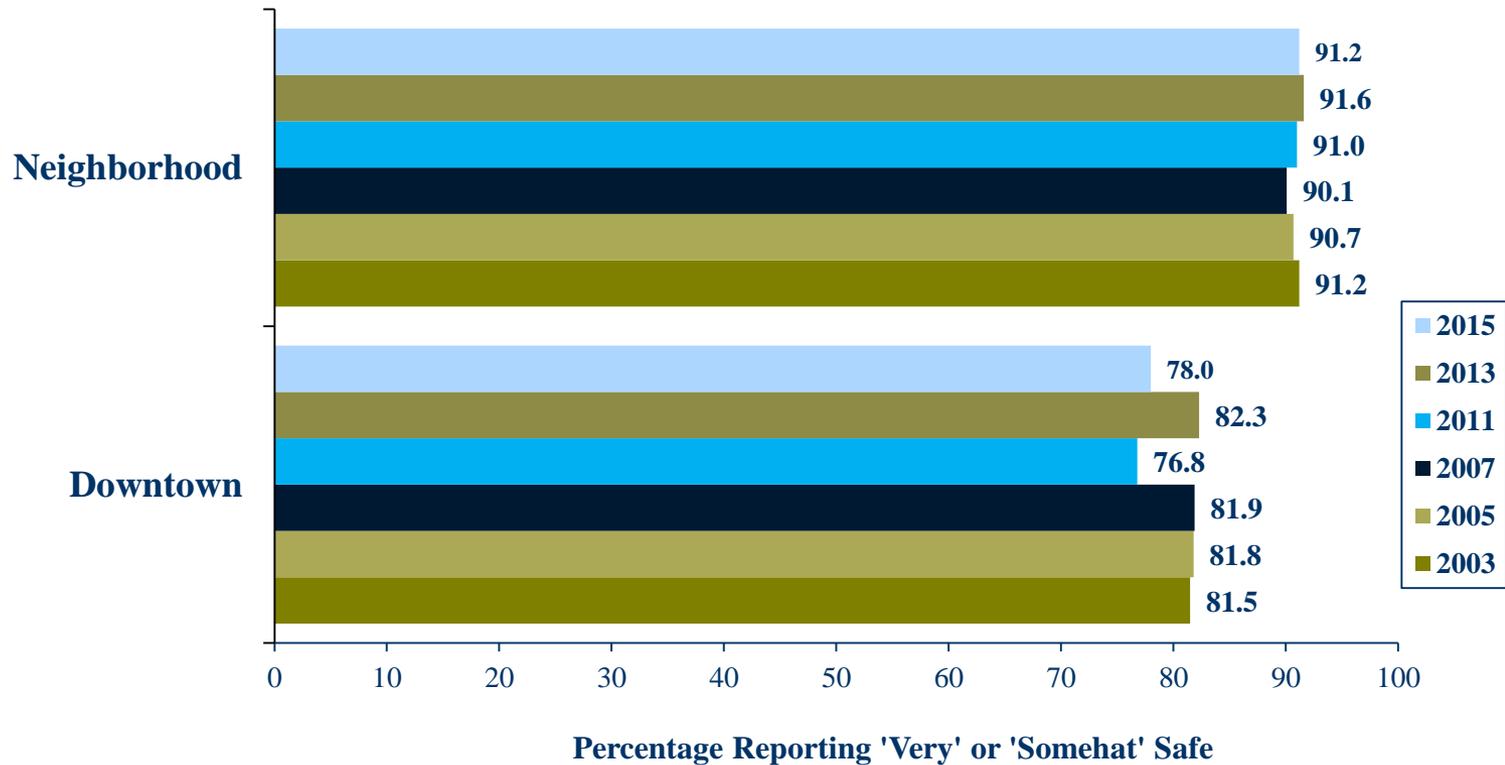
# Citizen Ratings of City Services as ‘Excellent’ or ‘Good’: 2000 - 2015

City Service	2000	2001	2002	2003	2005	2007	2011	2013	2015
Fire protection services	95.4	93.3	94.8	95.1	92.2	91.6	94.2	91.5	94.7
The 911 emergency call center	93.0	87.9	95.6	94.1	91.5	92.5	94.4	93.7	94.2
Emergency medical services and rescue	93.6	91.9	95.1	93.0	91.7	91.4	93.9	93.2	94.1
Public library services and programs	84.9	91.7	95.3	92.6	90.7	92.2	91.5	90.3	90.9
Weekly trash collection	87.7	76.4	90.0	84.6	85.9	87.5	85.4	87.7	88.7
Police service	79.9	75.7	84.1	79.1	80.4	79.1	85.0	83.6	87.8
The condition of the City’s parks, trails, and recreation facilities	NA	NA	NA	NA	NA	NA	78.1	80.2	85.3
Recycling services	72.3	75.3	85.8	74.2	77.7	74.7	78.1	77.2	83.2
Mowing and maintenance of City parks	NA	NA	93.6	81.9	79.3	80.8	72.2	74.5	81.6
Quality of events offered by the Berglund Center	NA	NA	NA	NA	NA	50.6	74.4	76.8	79.0
Animal control	72.1	66.4	83.8	67.9	65.3	67.5	73.3	72.5	78.6
Bi-weekly pick-up of large items and brush	63.4	68.2	84.5	75.6	76.5	76.5	72.3	75.9	78.0
The quality of the City’s recreation programs	NA	NA	NA	NA	NA	NA	71.6	74.4	77.3
The City’s marketing of its parks and recreation programs and services	NA	NA	NA	NA	NA	68.2	70.1	71.6	76.9

# Citizen Ratings of City Services as 'Excellent' or 'Good': 2000 – 2015 (continued)

City Service	2000	2001	2002	2003	2005	2007	2011	2013	2015
The quality of Roanoke's athletic fields	NA	NA	NA	NA	57.8	58.6	75.9	76.4	76.2
Valley Metro bus transportation services	72.6	77.0	86.8	80.4	79.7	75.3	72.1	71.9	74.2
Street lighting	72.9	66.5	75.3	69.1	68.7	68.9	72.4	67.6	71.7
Mowing right of ways, street medians, and roadsides	NA	NA	84.9	72.5	66.7	68.5	60.2	60.7	70.5
The maintenance of trees along City streets and within parks	NA	NA	NA	NA	67.2	70.6	63.7	66.3	70.3
Code enforcement services	NA	NA	NA	54.3	43.8	46.3	65.3	69.9	68.8
Current level of bagged leaf collection service	NA	NA	NA	74.9	71.6	73.7	54.1	65.8	65.9
City government support for neighborhood organizations	63.9	62.9	80.1	64.3	59.9	55.9	63.9	58.2	65.4
Transportation planning for traffic	57.4	56.2	67.9	53.6	48.6	47.2	57.4	58.3	63.4
City's efforts to promote environmental awareness to citizens	NA	NA	NA	50.2	50.8	45.3	57.6	55.2	61.5
Citizens getting information about City services/activities	67.7	65.1	77.5	64.1	56.7	59.3	61.4	57.0	60.9
Quality of the City's sidewalks	NA	NA	NA	NA	49.3	43.1	58.7	56.0	57.3
Efforts of the City to improve quality of housing in City	NA	NA	NA	52.4	50.0	50.0	55.9	53.3	54.4
Removal of snow and ice from City streets	68.5	63.1	78.4	65.3	66.9	65.8	63.2	71.3	53.3
Street paving, maintenance and repair	52.2	51.2	63.8	48.2	40.4	42.7	48.2	47.3	42.1

# Feelings of Safety in Roanoke: 2003-2015



# City Government Customer Service Ratings: 2000-2015

Percentages Combine Response of 'Strongly Agree' and 'Somewhat Agree'

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015
City government employees are generally friendly, courteous, and helpful	86.8	87.9	85.4	86.2	88.9	82.1	85.5	87.1	87.2
City government employees provide prompt service	74.4	77.2	77.4	73.3	78.0	67.9	73.3	76.7	75.3
It is easy to contact the appropriate City government office when you need a particular service or have a question	72.3	70.9	70.1	68.2	66.7	61.5	70.3	70.3	73.8
City parking facility staff are generally polite and responsive	NA	NA	79.6	73.3	75.4	67.0	65.7	73.9	71.2



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# Questions and Comments

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