



City of High Point

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

Meeting Agenda

Special Called Meeting

Jay W. Wagner, Mayor
S. Wesley Hudson Mayor Pro Tem (Ward 4),
Britt W. Moore (At Large), Tyrone Johnson (At Large), Cyril
Jefferson (Ward 1), Christopher Williams (Ward 2), Monica L.
Peters (Ward 3), Victor Jones (Ward 5), and Michael Holmes
(Ward 6)

Monday, April 3, 2023

4:00 PM

City Council Chambers

CALL TO ORDER, ROLL CALL

PRESENTATIONS OF ITEMS

[2023-154](#) Results of the 2022 Citizen Survey
Representatives from the ETC Institute will present the findings for the 2022 Citizen Survey for the City of High Point.

Attachments: [Memo - Results of the 2022 Citizen Survey](#)

[Presentation - 2022 Citizen Survey - High Point](#)

[Report - 2022 Citizen Survey - High Point](#)

[Maps - 2022 Citizen Survey - High Point](#)

[Survey Comments - 2022 Citizen Survey - High Point](#)

[2023-156](#) Presentation and consideration of a potential location for the new Center for Active Adults
City Council is requested to consider a potential location for the new Center for Active Adults

Attachments: [Memo - Center for Active Adults](#)

[Presentation - Center for Active Adults](#)

[2023-157](#) Closed Session - Attorney Client Privilege
Council is requested to go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege.

ADJOURNMENT



City of High Point

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

Master

File Number: 2023-154

File ID: 2023-154

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 03/29/2023

File Name:

Final Action:

Title: Results of the 2022 Citizen Survey

Representatives from the ETC Institute will present the findings for the 2022 Citizen Survey for the City of High Point.

Notes:

Sponsors:

Enactment Date:

Attachments: Memo - Results of the 2022 Citizen Survey, Presentation - 2022 Citizen Survey - High Point, Report - 2022 Citizen Survey - High Point, Maps - 2022 Citizen Survey - High Point, Survey Comments - 2022 Citizen Survey - High Point

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 2023-154

CITY OF HIGH POINT AGENDA ITEM



Title: Results of the 2022 Citizen Survey

From: Stephen M. Hawryluk
Budget and Performance Manager

Meeting Date: April 3, 2023

Public Hearing: No

Advertising Date / N/A

Advertised By: -

Attachments: 2022 Citizen Survey - Presentation
2022 Citizen Survey – Report
2022 Citizen Survey – Maps
2022 Citizen Survey – Survey Comments

PURPOSE:

Representatives from the ETC Institute will present the findings of the 2022 Citizen Survey for the City of High Point.

BACKGROUND:

N/A

BUDGET IMPACT:

N/A

RECOMMENDATION / ACTIONS REQUESTED:

There is no action requested. This item is for information purposes only.

2022 Resident Survey

City of High Point, North Carolina



PRESENTED BY

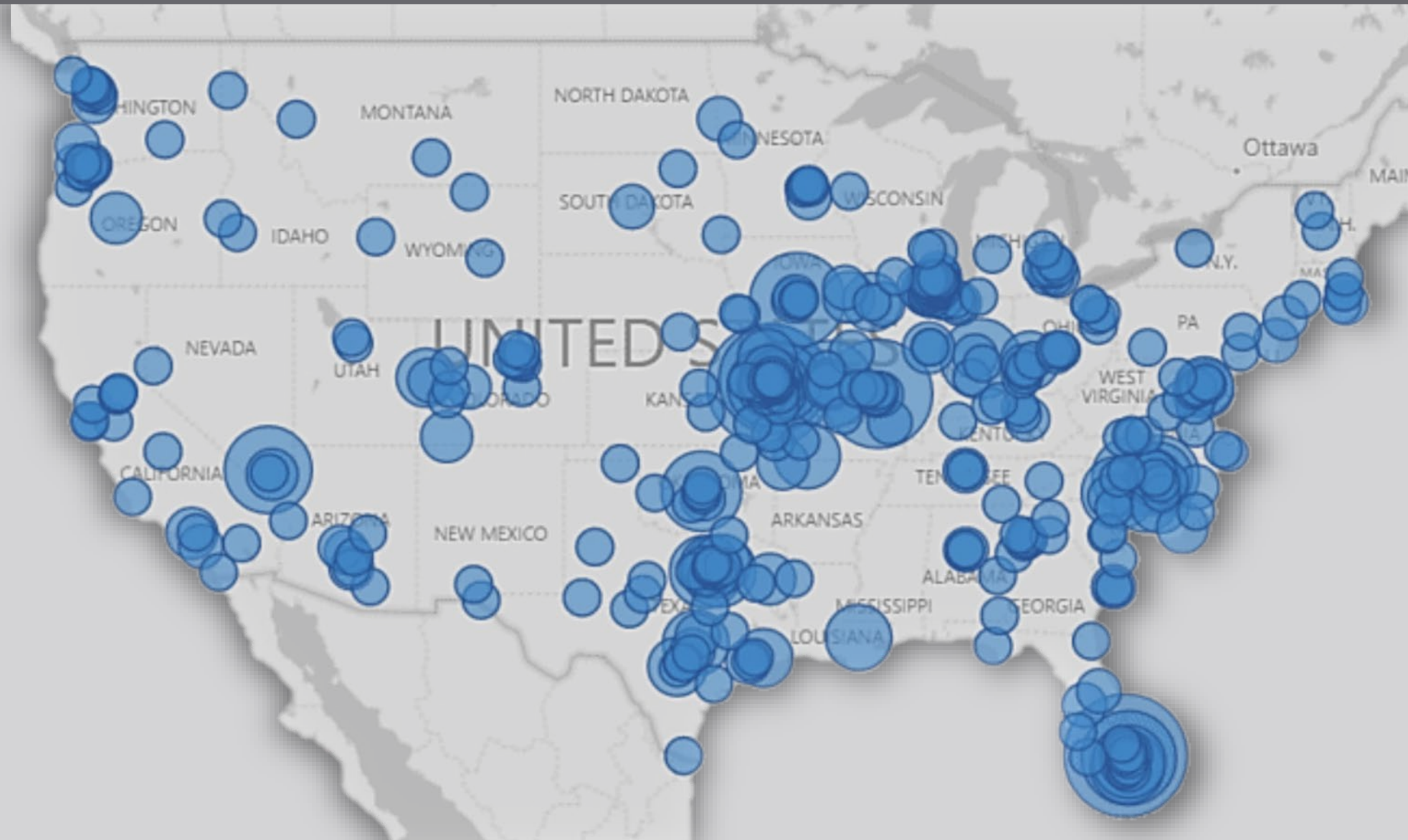


ETC
INSTITUTE

APRIL 2023

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 2013 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

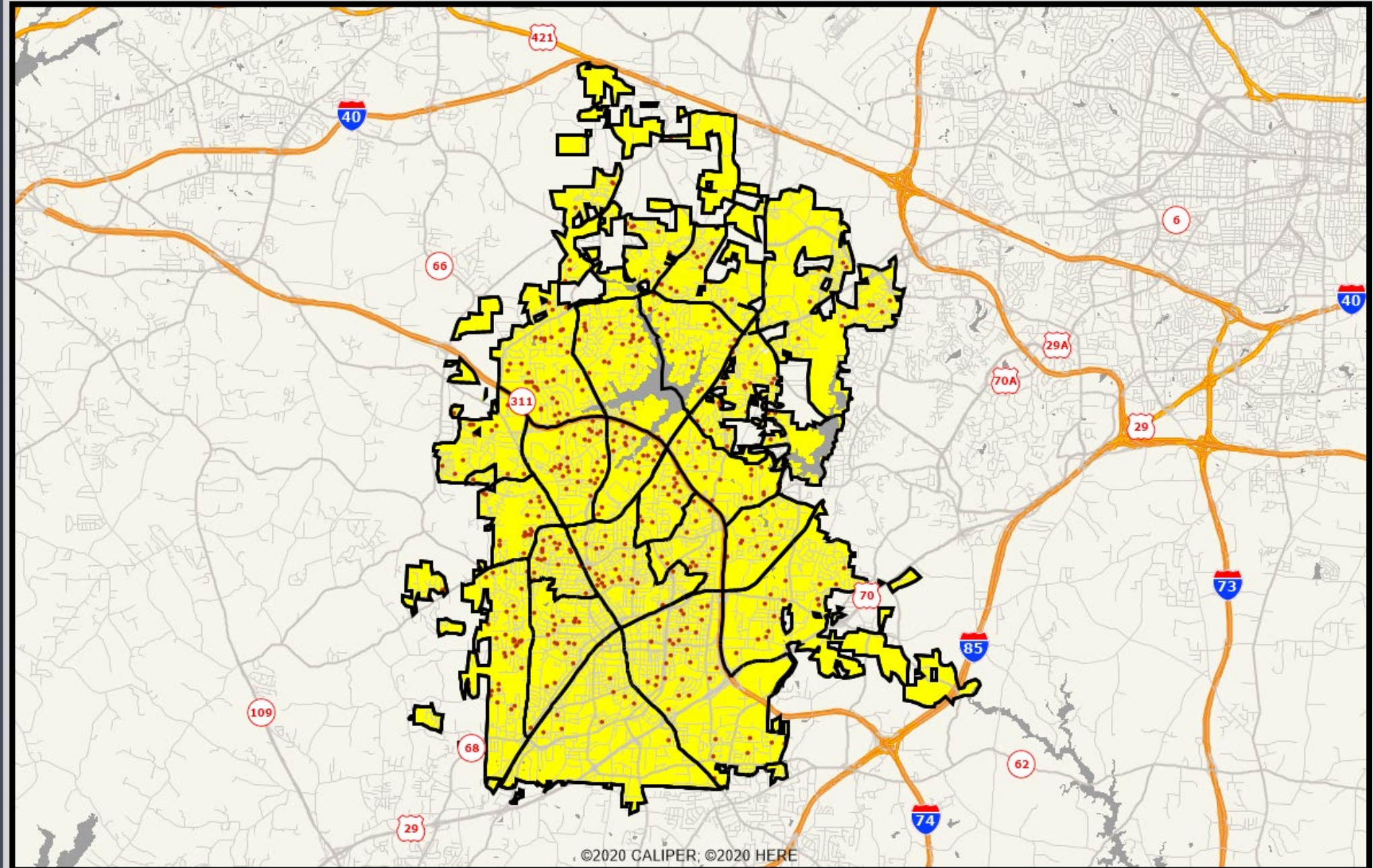
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

Methodology

- **Survey Description**
 - Seven-page survey; included many of the same questions as previous surveys
 - 9th 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**
 - 454 completed surveys (goal was 400)
 - Margin of error: +/- 4.6% 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
 - Race/Ethnicity
 - Age
 - Gender



What We Learned

- **The City Is Moving in the Right Direction**
 - **Satisfaction Ratings Have Increased or Stayed the Same in 70 of 113 Areas Since 2020**
- **High Point Rates 15% Above the U.S. Average in the Overall Quality of City Services**
- **High Point Rates 31% Above the U.S. Average in Customer Service Provided by City Employees**

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What We Learned

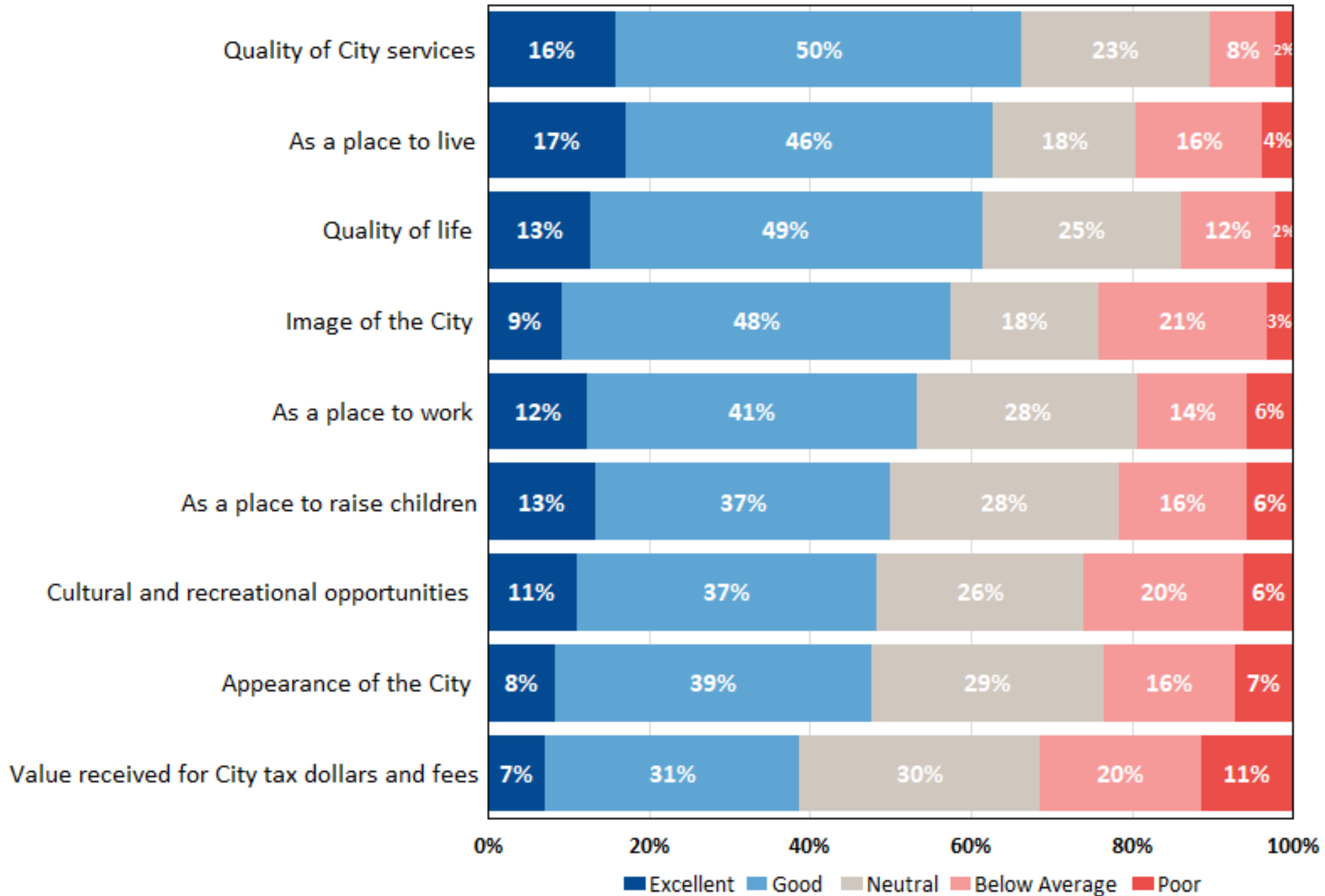
- **Top Overall Priorities:**
 - **City Streets/Sidewalks/Infrastructure**
 - **Economic Development**
 - **Police Services**
 - **Enforcing Codes and Ordinances**
 - **Flow of Traffic/Ease of Getting Around the City**
- **Most Important Reasons When Deciding Where to Live:**
 - **Safety and Security**
 - **Quality of Housing**
 - **Quality of Health Care**

Topic #1

Perceptions of the Community

Q3. Overall Perception of the City

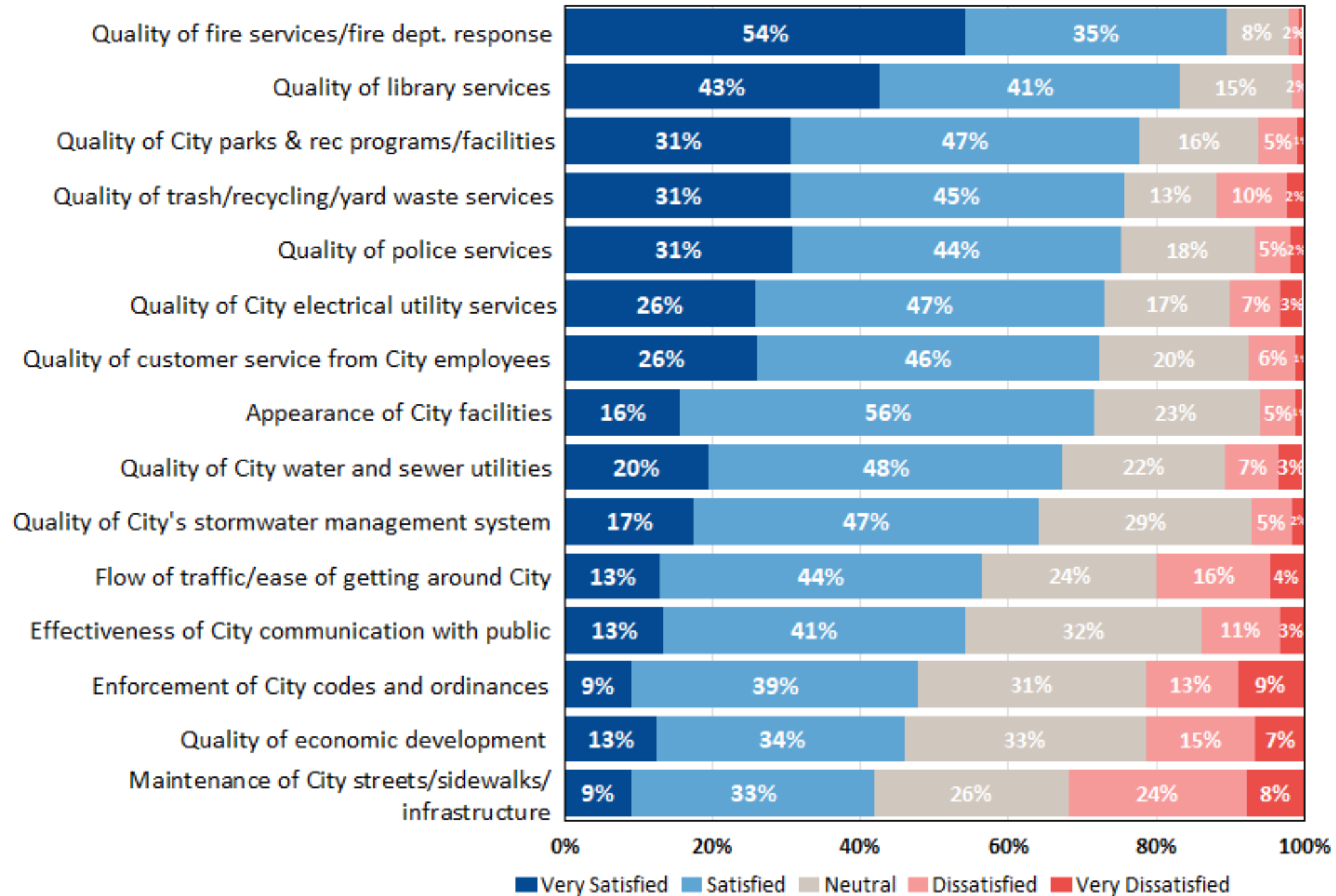
by percentage of respondents using a 5-point scale, where 5 means "excellent" and 1 means "poor" (excluding "don't know")



More Than a 6 to 1 Ratio of Positive vs. Negative Responses (66% vs. 10%) with the Overall Quality of City Services 10/13

Q1. Overall Satisfaction with Major City Services

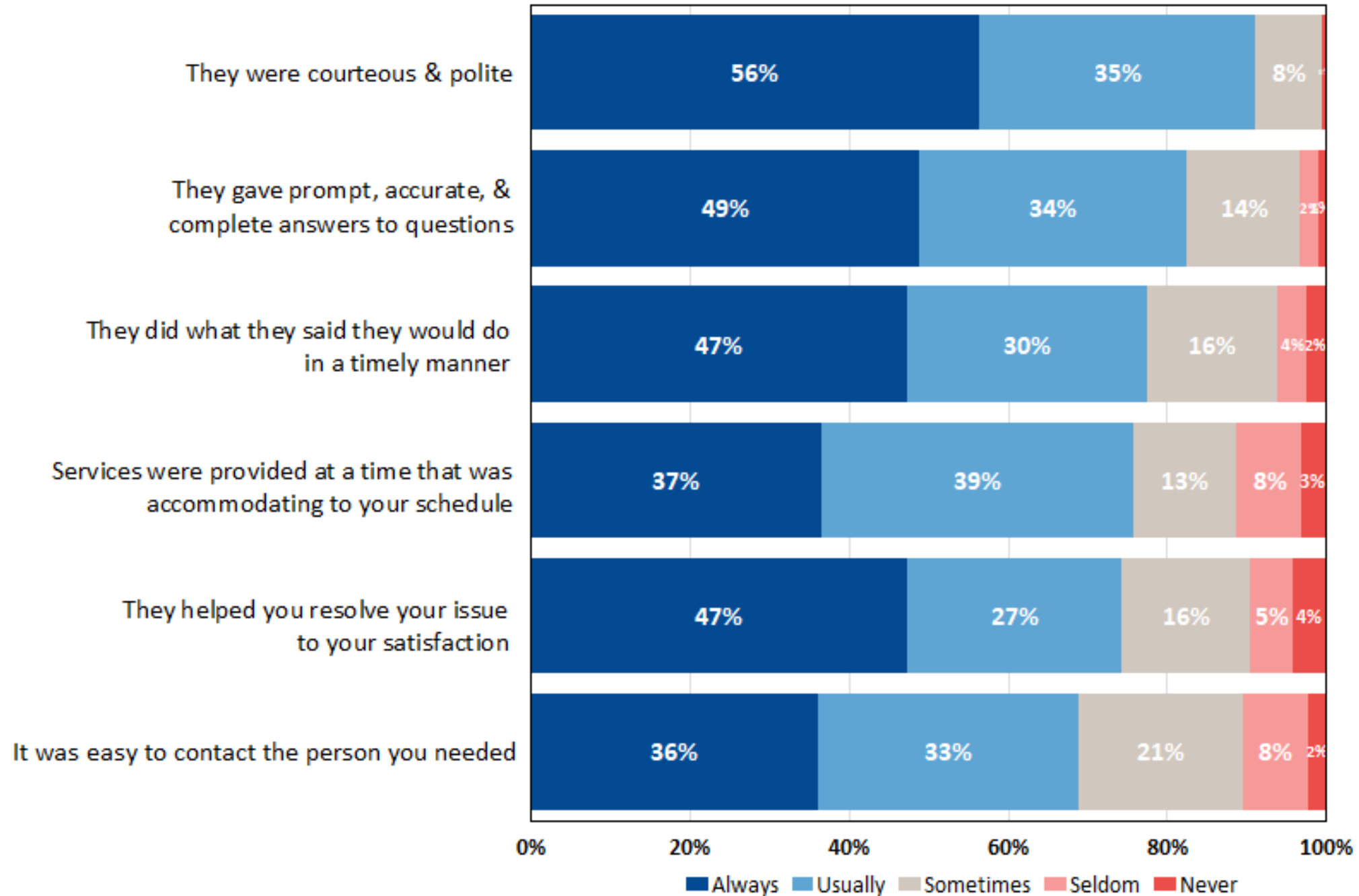
by percentage of respondents using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied" (excluding "don't know")



Most Areas Received High Ratings

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")



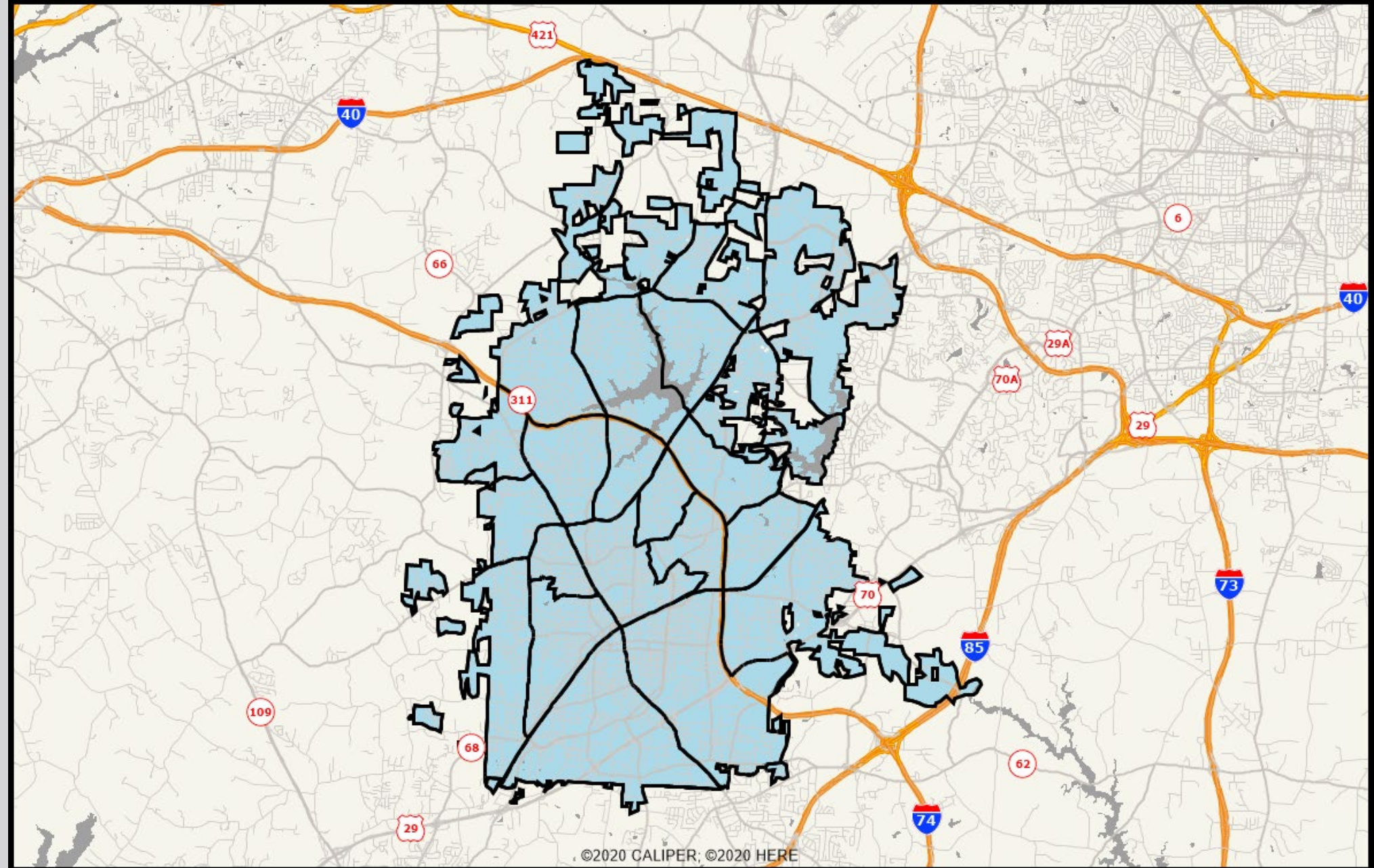
Residents Have Had Positive Interactions with City Employees

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

Legend

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



Topic #2

The City Is Moving in the Right Direction

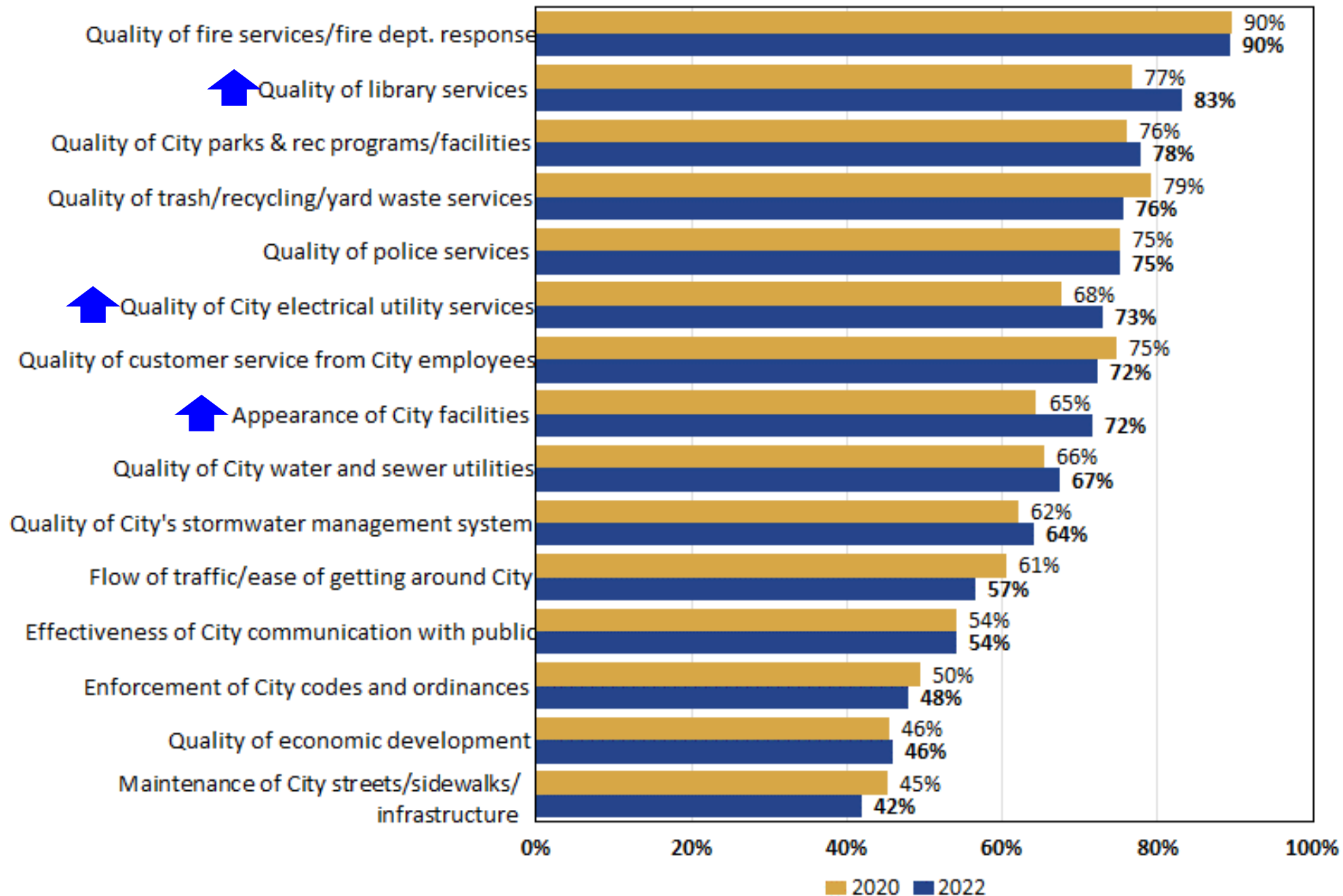
Trend Analysis

- **Since 2020, Satisfaction Ratings Have.....**
 - ***Increased*** in 58 of 113 Areas
 - **Stayed the Same** in 12 of 113 Areas
 - ***Decreased*** in 43 of 113 Areas

Trends: Overall Satisfaction with Major City Services

2020 vs 2022

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



Significant Increase Since 2020 ↑

Significant Decrease Since 2020 ↓

Trend Analysis

- **Notable Increases in Satisfaction Since 2020:**
 - **Amount and Variety of Books and Materials in the Library**
 - **Overall Feeling of Safety**
 - **Appearance of City Facilities**
 - **Image of the City**
 - **Cultural and Recreational Opportunities**
 - **Public Safety Education Programs**
 - **High Point Museum Programs and Facilities**

Trend Analysis

- **Notable Decreases in Satisfaction Since 2020:**
 - **Leaf, Yard Waste and Brush Removal Services**
 - **Availability of Affordable Housing for Purchase**
 - **Availability of Elderly and Handicapped Van Service**
 - **Employees Did What They Said They Would in a Timely Manner**
 - **Efforts to Enforce Traffic Laws**
 - **Maintenance of Sidewalks**
 - **Adequacy of Street Lighting**

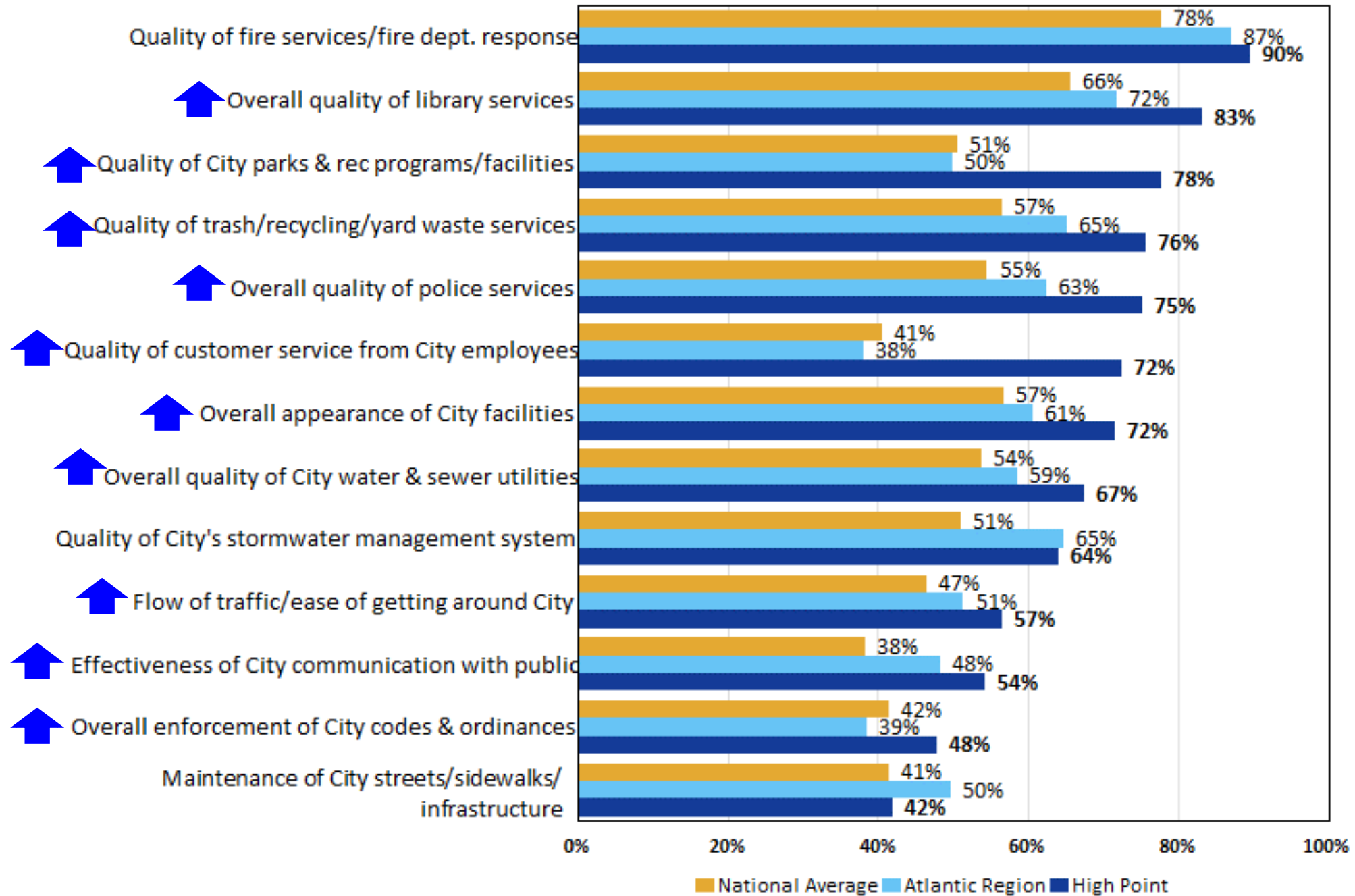
Topic #3

Comparisons to 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

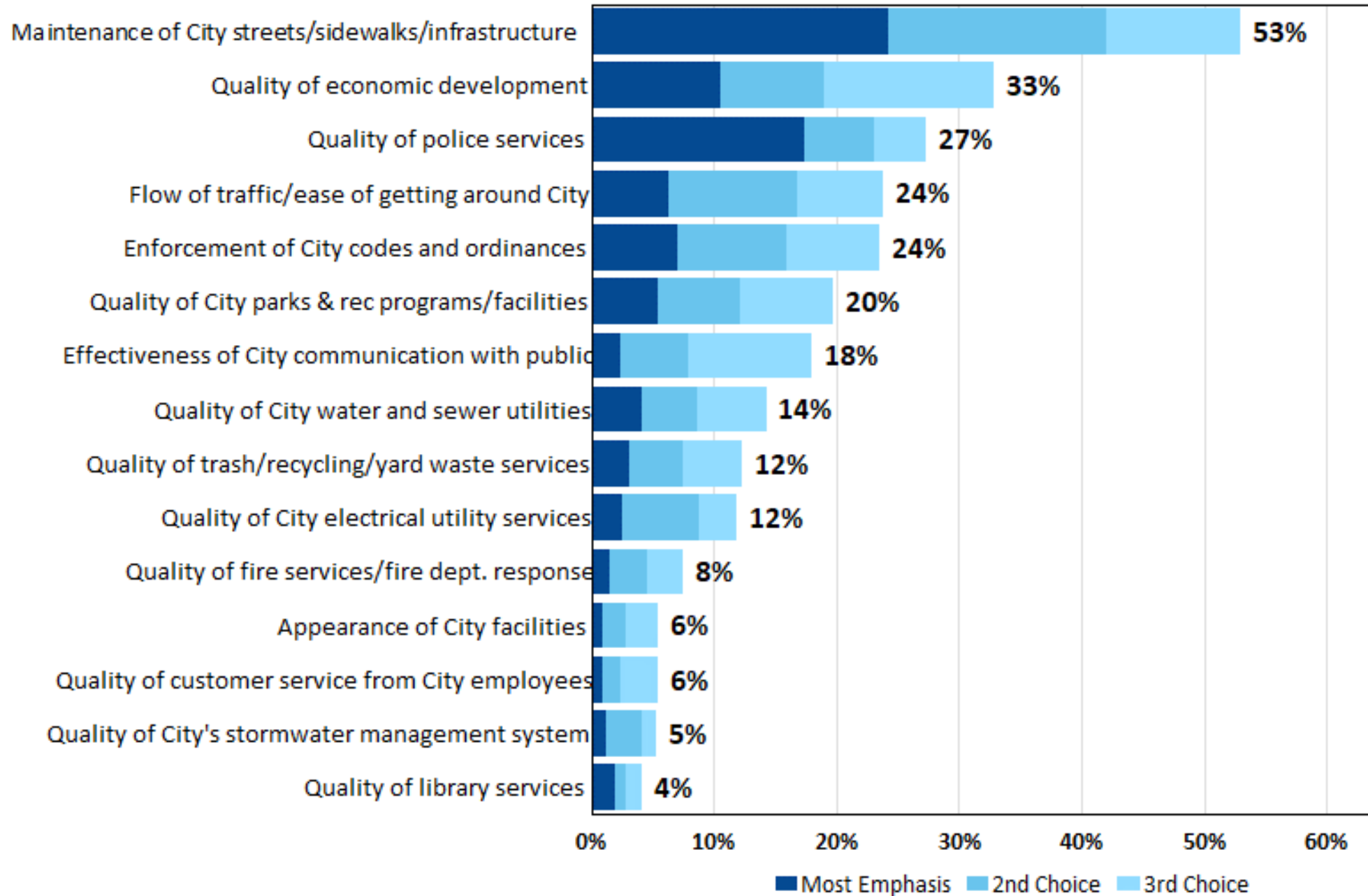
Significantly Lower

Topic #4

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
Very High Priority (I-S > 0.20)						
Maintenance of City streets/sidewalks/infrastructure	53%	1	42%	15	0.3074	1
High Priority (I-S = 0.10-0.20)						
Quality of economic development	33%	2	46%	14	0.1773	2
Enforcement of City codes and ordinances	24%	5	48%	13	0.1224	3
Flow of traffic/ease of getting around City	24%	4	57%	11	0.1033	4
Medium Priority (I-S < 0.10)						
Effectiveness of City communication with public	18%	7	54%	12	0.0824	5
Quality of police services	27%	3	75%	5	0.0677	6
Quality of City water and sewer utilities	14%	8	67%	9	0.0466	7
Quality of City parks & rec programs/facilities	20%	6	78%	3	0.0440	8
Quality of City electrical utility services	12%	10	73%	6	0.0320	9
Quality of trash/recycling/yard waste services	12%	9	76%	4	0.0299	10
Quality of City's stormwater management system	5%	14	64%	10	0.0190	11
Appearance of City facilities	6%	12	72%	8	0.0156	12
Quality of customer service from City employees	6%	13	72%	7	0.0152	13
Quality of fire services/fire dept. response	8%	11	90%	1	0.0079	14
Quality of library services	4%	15	83%	2	0.0070	15

Overall Priorities

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
Very High Priority (I-S > 0.20)						
Availability of affordable rental housing	34%	1	17%	11	0.2781	1
Enforcing repair of substandard housing	31%	3	23%	7	0.2364	2
Enforcing removal of dilapidated housing	29%	5	20%	8	0.2300	3
Enforcing clean-up of junk cars & debris on private property	31%	2	36%	4	0.2025	4
High Priority (I-S = 0.10-0.20)						
City's efforts to manage (plan for) growth	29%	4	32%	5	0.1963	5
Availability of affordable housing for purchase	25%	6	20%	9	0.1953	6
Availability of programs to assist with home ownership like education & down payment assistance	20%	7	23%	6	0.1567	7
Quality of public housing	18%	9	20%	10	0.1462	8
Enforcing mowing & cutting of weeds on private property	19%	8	41%	3	0.1115	9
Medium Priority (I-S < 0.10)						
Enforcement of sign regulations	8%	11	42%	2	0.0437	10
Appearance of your neighborhood	11%	10	72%	1	0.0302	11

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
High Priority (I-S = 0.10-0.20)						
Condition/maintenance of major City streets	38%	1	48%	8	0.1986	1
Availability of pedestrian walkways/sidewalks	34%	2	44%	9	0.1894	2
Availability of elderly & handicapped van service	19%	7	27%	13	0.1422	3
Availability of public transportation services	21%	6	34%	12	0.1373	4
Adequacy of City street lighting	25%	3	53%	7	0.1170	5
Condition/maintenance of neighborhood streets	23%	4	55%	6	0.1042	6
Medium Priority (I-S < 0.10)						
Maintenance of sidewalks	15%	9	41%	10	0.0881	7
Traffic signal coordination on major City streets	23%	5	62%	4	0.0853	8
Availability of regional transportation links	10%	11	39%	11	0.0614	9
Landscaping medians & public areas along major City streets	14%	10	56%	5	0.0612	10
Ease of getting across town in High Point	16%	8	66%	3	0.0534	11
Maintenance of street signs	7%	12	77%	2	0.0154	12
Ease of traveling from your home to regional roadways	5%	13	81%	1	0.0095	13

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)						
Efforts to reduce neighborhood street level drugs, prostitution & other crimes	64%	1	32%	14	0.4299	1
Visibility of police in neighborhoods	42%	2	36%	13	0.2694	2
Efforts to ensure community is prepared for a natural disaster	34%	3	40%	12	0.2030	3
High Priority (I-S = 0.10-0.20)						
City efforts to enforce local traffic laws	24%	4	45%	10	0.1354	4
Visibility of police in retail areas	24%	5	43%	11	0.1336	5
Medium Priority (I-S < 0.10)						
City public safety education programs	16%	6	50%	8	0.0815	6
Quality of animal control	11%	8	48%	9	0.0573	7
How quickly police respond to emergencies	16%	7	74%	4	0.0415	8
Professionalism of police officers	10%	9	73%	5	0.0269	9
Adequacy of City's 911 center	7%	10	71%	6	0.0213	10
How quickly fire personnel respond to emergencies	6%	11	88%	1	0.0079	11
Adequacy of fire protection for your property	3%	12	77%	3	0.0072	12
Fire building inspection program	2%	14	54%	7	0.0069	13
Professionalism of fire personnel	2%	13	86%	2	0.0024	14

Importance-Satisfaction Rating

Culture and Recreation Services

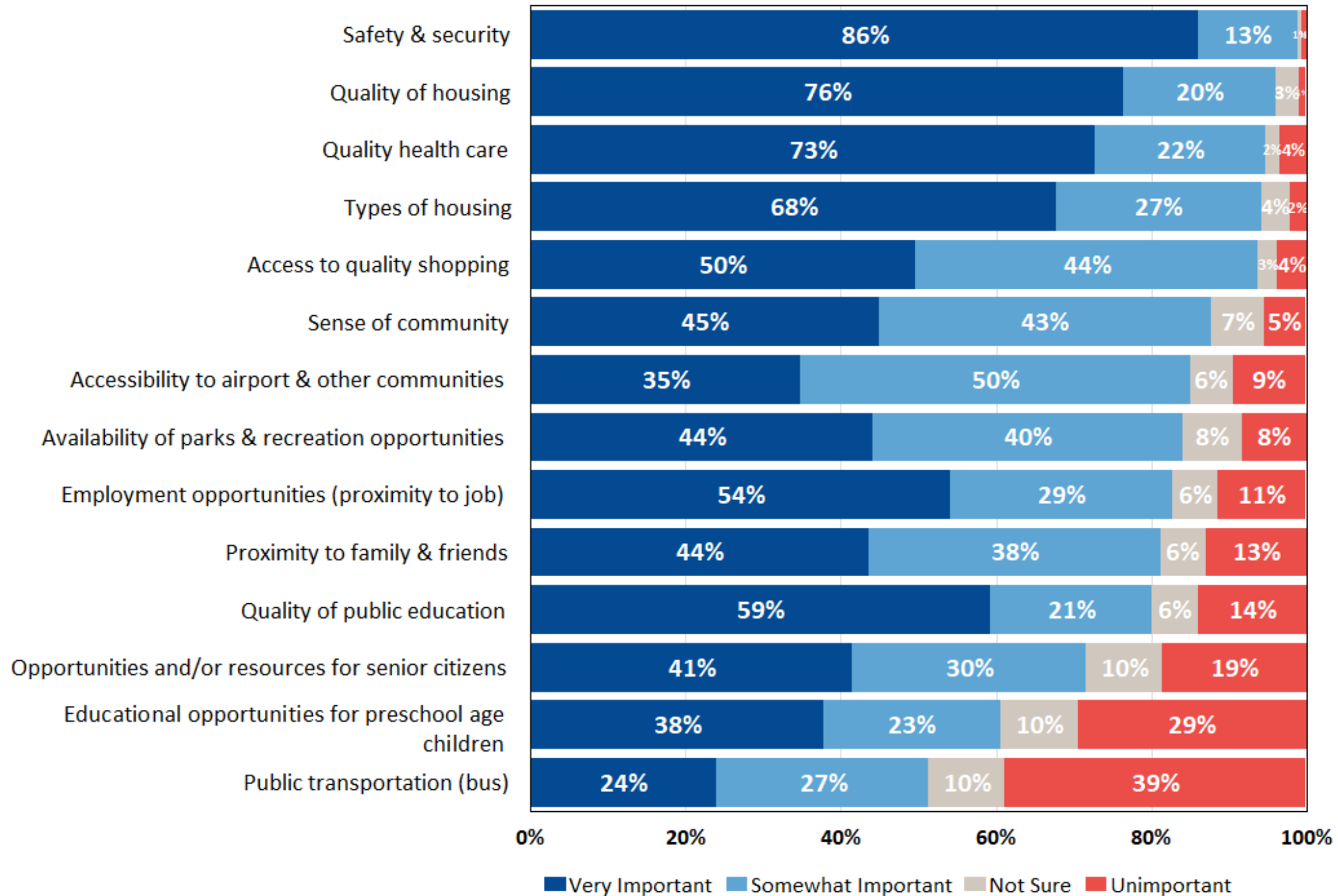
City of High Point, North Carolina

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)						
Recreation centers/programs for adults/seniors	28%	2	46%	14	0.1531	1
Special events & festivals in City	28%	1	48%	13	0.1485	2
Receiving info parks & recreation programs	20%	4	32%	17	0.1385	3
Availability of walking/biking trails in City	23%	3	54%	11	0.1074	4
Medium Priority (I-S < 0.10)						
Recreation centers & programs for youth	20%	5	54%	10	0.0903	5
Variety/quality of events at High Point Theatre	16%	7	56%	9	0.0723	6
Aquatic based programs	12%	9	46%	16	0.0638	7
Life-long sport programs like golf/tennis	10%	10	46%	15	0.0549	8
Number of City parks	13%	8	61%	5	0.0498	9
Appearance/maintenance of City parks	18%	6	77%	1	0.0415	10
Parking & access to the Theatre	8%	13	50%	12	0.0399	11
High Point Museum programs & facilities	8%	12	59%	6	0.0337	12
Quality & availability of outdoor athletic fields	9%	11	63%	4	0.0323	13
Public library programs	4%	14	58%	7	0.0178	14
Hours of operation/services by public library	4%	16	68%	3	0.0118	15
Amount/variety of books/other materials	4%	15	73%	2	0.0110	16
Number of public use computers in library	1%	17	57%	8	0.0056	17

Other Findings

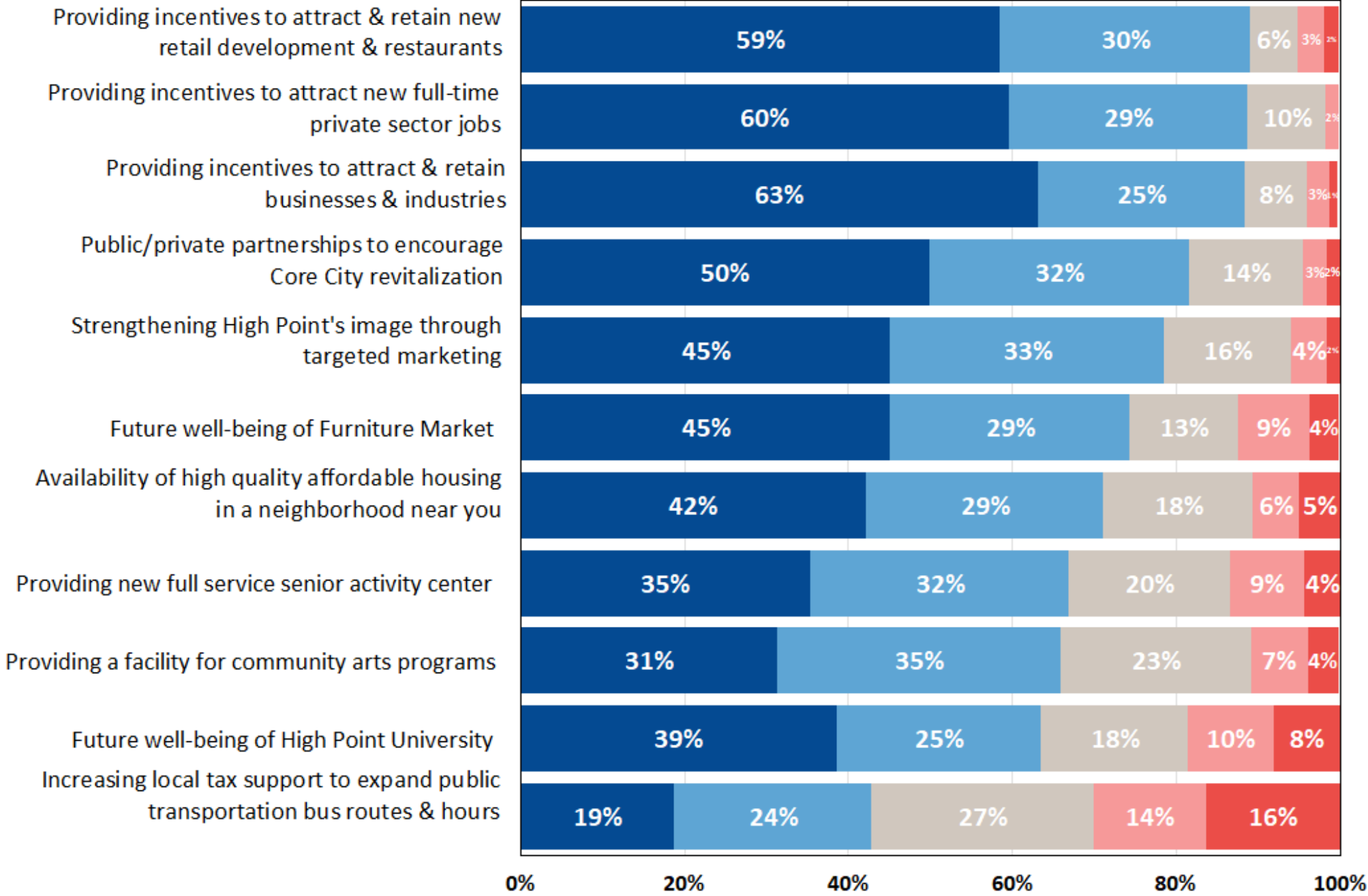
Q19. Importance of the Following Reasons for Deciding Where to Live

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



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")



Summary

- **The City Is Moving in the Right Direction**
 - **Satisfaction Ratings Have Increased or Stayed the Same in 70 of 113 Areas Since 2020**
- **High Point Rates 15% Above the U.S. Average in the Overall Quality of City Services**
- **High Point Rates 31% Above the U.S. Average in Customer Service Provided by City Employees**

MAY 2 2007

Summary

- **Top Overall Priorities:**
 - **City Streets/Sidewalks/Infrastructure**
 - **Economic Development**
 - **Police Services**
 - **Enforcing Codes and Ordinances**
 - **Flow of Traffic/Ease of Getting Around the City**
- **Most Important Reasons When Deciding Where to Live:**
 - **Safety and Security**
 - **Quality of Housing**
 - **Quality of Health Care**

Questions?

Thank You!!



2022 City of High Point Citizen Survey Findings Report

Presented to the City of High Point,
North Carolina

February 2023

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Executive Summary

2022 City of High Point Citizen Survey

Executive Summary

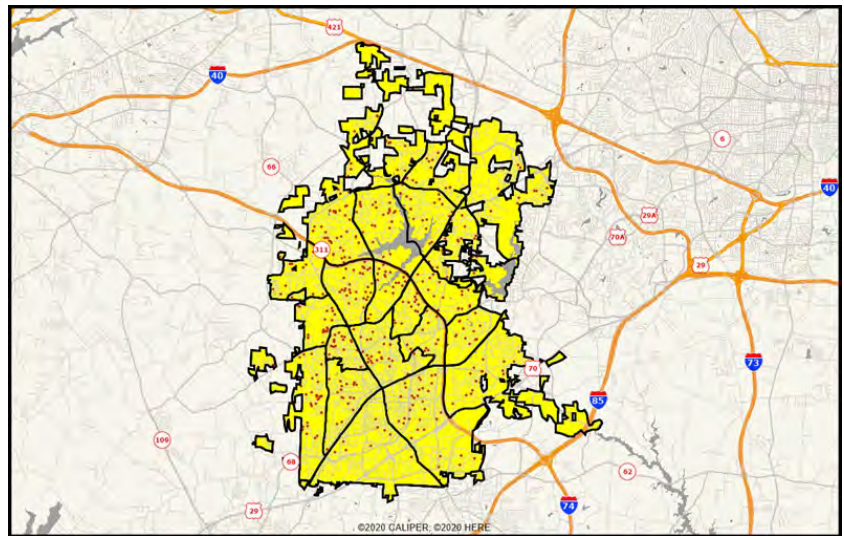


Purpose

ETC Institute administered the *DirectionFinder*[®] survey for the City of High Point between November 2022 and January 2023. 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 email to encourage participation. A total of 454 households completed the survey. The results for the random sample of 454 households have a 95% level of confidence with a precision of at least +/-4.6%. 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

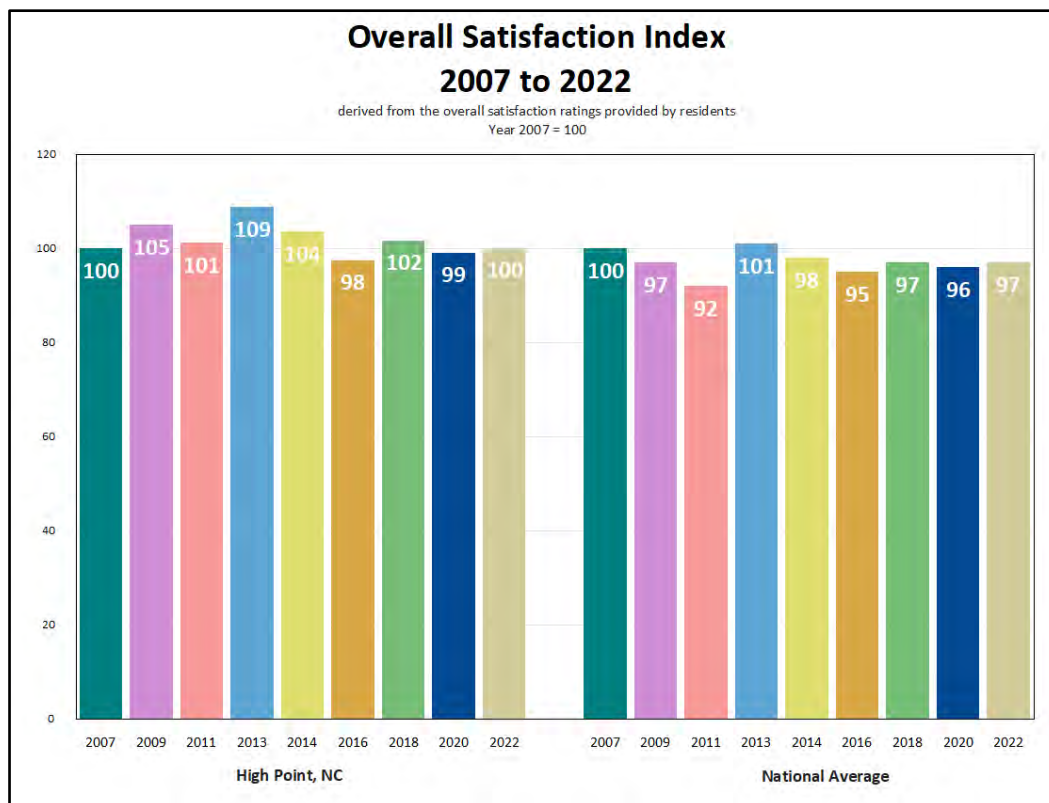
2022 City of High Point Citizen Survey

Executive Summary



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 in 2007, 2009, 2011, 2013, 2014, 2016, 2018, 2020, and 2022. 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 2020, and shows that the City consistently outperforms other communities across the U.S. In 2022, the City's Customer Satisfaction Index rating was 3 points higher than the U.S. average.



- **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, 83% were satisfied with the quality of library services, 78% were satisfied with the quality of parks and recreation programs and facilities, and 76% were satisfied with the quality of trash/recycling/yard waste 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) overall quality of economic development, and (3) quality of police services.

2022 City of High Point Citizen Survey

Executive Summary



- **Perceptions of the City.** Sixty-six percent (66%) of the residents surveyed *who had an opinion* rated the overall quality of City services as “excellent” or “good;” 23% rated them as “neutral” and 10% rated them as “below average/poor”. Nearly two-thirds (63%) also rated High Point as an “excellent” or “good” place to live.

- **Public Safety.** Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly fire personnel respond to emergencies, 86% were satisfied with the professionalism of the fire department, 77% were satisfied with the adequacy of fire protection for their property, and 74% 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-two percent (72%) 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, 42% were satisfied with the enforcement of sign regulations, and 41% 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) availability of affordable rental housing, (2) enforcement of clean-up of junk cars and debris on private property, and (3) enforcement of repair of substandard 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, 77% were satisfied with maintenance of street signs, and 66% were satisfied with the ease of getting across town in High Point.

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) adequacy of City street lighting.

- **Environmental and Utility Services.** Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection, 81% were satisfied with curbside recycling service, 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 water/wastewater utility rates.

2022 City of High Point Citizen Survey

Executive Summary



- **Cultural and Recreation Services.** Seventy-seven percent (77%) 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, 73% were satisfied with the amount and variety of books and other library materials, and 68% 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) special events and festivals in the City, (2) recreation centers and programs for adults/seniors, and (3) availability of walking/biking trails in the City.

Other Findings

- Eighty-nine percent (89%) of residents *who had an opinion* feel safe in their neighborhood during the day, and 71% feel safe in their neighborhood at night.
- Fifty percent (50%) of residents have contacted the City during the past year. Of the 50% who have contacted the City, 91% *who had an opinion* felt that City employees were “always” or “usually” courteous and polite.
- Fifty-eight percent (58%) of residents go outside of High Point to shop at least once a week; 29% shop outside the City a few times a month; 8% shop outside the City a few times a year, and 4% 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 issues that residents felt were the most important were: (1) incentives to attract/retain new retail development/restaurants, (2) incentives to attract full-time private sector jobs, and (3) incentives to attract/retain businesses and industries.

2022 City of High Point Citizen Survey

Executive Summary



How High Point Compares to Other Communities in the Region

High Point **rated above the Atlantic Regional average** in 24 of the 54 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey. High Point rated significantly higher than the Atlantic Regional average (5% or more above) in 18 of these areas. The areas in which High Point rated at least 10% above the Atlantic Region average are listed below:

Service	High Point	Atlantic Region	Difference	Category
Overall quality of customer service you receive from City employees	72%	38%	34%	Major Categories of City Services
Overall quality of City parks & recreation programs & facilities	78%	50%	28%	Major Categories of City Services
Bulk trash pickup/removal service	68%	44%	24%	Environmental & Utility Services
Curbside recycling service	81%	65%	16%	Environmental & Utility Services
Overall quality of police services	75%	63%	12%	Major Categories of City Services
Overall quality of City services	66%	54%	12%	Perception of the City
Overall quality of library services	83%	72%	11%	Major Categories of City Services
Overall quality of trash, recycling & yard waste services	76%	65%	11%	Major Categories of City Services
Overall appearance of City facilities	72%	61%	11%	Major Categories of City Services
Residential trash collection service	88%	77%	11%	Environmental & Utility Services

2022 City of High Point Citizen Survey

Executive Summary



How High Point Compares to Other Communities Nationally

High Point **rated at or above U.S. average** in 31 of the 54 areas that were assessed. High Point rated **significantly higher than the U.S. average (5% or more above)** in 26 of these areas. The areas in which High Point rated at least 10% above the U.S. average are listed below:

Service	High Point	U.S.	Difference	Category
Overall quality of customer service you receive from City employees	72%	41%	31%	Major Categories of City Services
Overall quality of City parks & recreation programs & facilities	78%	51%	27%	Major Categories of City Services
Curbside recycling service	81%	57%	24%	Environmental & Utility Services
Bulk trash pickup/removal service	68%	47%	21%	Environmental & Utility Services
Overall quality of police services	75%	55%	20%	Major Categories of City Services
Overall quality of trash, recycling & yard waste services	76%	57%	19%	Major Categories of City Services
Residential trash collection service	88%	69%	19%	Environmental & Utility Services
Overall quality of library services	83%	66%	17%	Major Categories of City Services
Overall effectiveness of City communication with the public	54%	38%	16%	Major Categories of City Services
How quickly police respond to emergencies	74%	58%	16%	Public Safety & Emergency Services
Overall appearance of City facilities	72%	57%	15%	Major Categories of City Services
Overall quality of City services	66%	51%	15%	Perception of the City
How quickly fire personnel respond to emergencies	88%	73%	15%	Public Safety & Emergency Services
Overall quality of City water & sewer utilities	67%	54%	13%	Major Categories of City Services
Overall quality of City's stormwater management system	64%	51%	13%	Major Categories of City Services
Overall as a place to live	63%	50%	13%	Perception of the City
Overall quality of fire services & fire department response to medical emergencies	90%	78%	12%	Major Categories of City Services
Maintenance of street signs	77%	65%	12%	Transportation & Roadway Services
Overall flow of traffic & ease of getting around City	57%	47%	10%	Major Categories of City Services

2022 City of High Point Citizen Survey

Executive Summary



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:

- Maintenance of streets, sidewalks, and infrastructure (I-S Rating=0.3074)
- Overall quality of economic development (I-S Rating= 0.1773)
- Enforcement of City codes and ordinances (I-S Rating=0.1224)
- Flow of traffic and ease of getting around the City (I-S Rating=0.1033)

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

2022 City of High Point Citizen Survey

Executive Summary



Importance-Satisfaction Rating

Major City Services

City of High Point, North Carolina

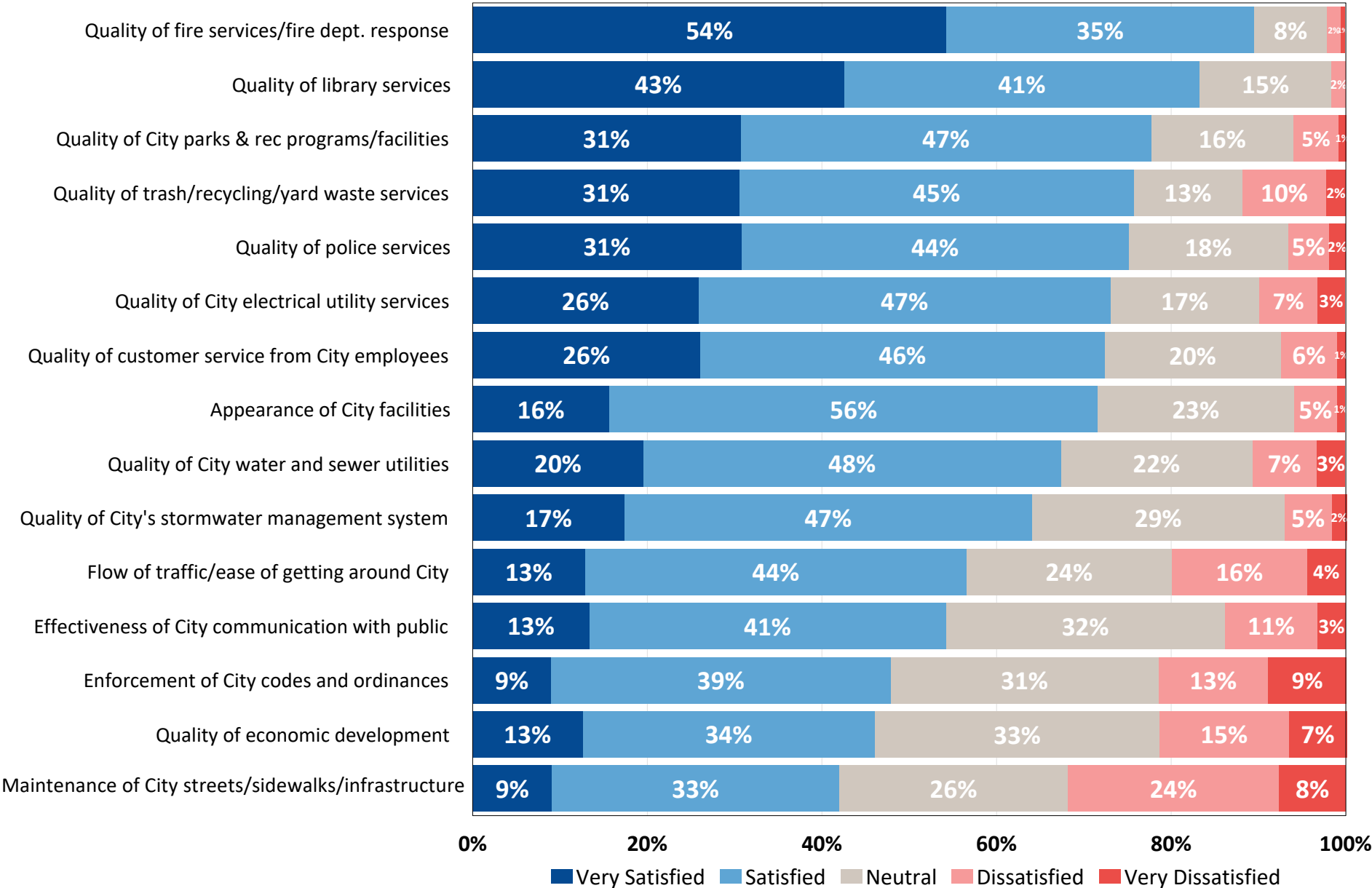
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Maintenance of City streets/sidewalks/infrastructure	53%	1	42%	15	0.3074	1
High Priority (I-S = 0.10-0.20)						
Quality of economic development	33%	2	46%	14	0.1773	2
Enforcement of City codes and ordinances	24%	5	48%	13	0.1224	3
Flow of traffic/ease of getting around City	24%	4	57%	11	0.1033	4
Medium Priority (I-S < 0.10)						
Effectiveness of City communication with public	18%	7	54%	12	0.0824	5
Quality of police services	27%	3	75%	5	0.0677	6
Quality of City water and sewer utilities	14%	8	67%	9	0.0466	7
Quality of City parks & rec programs/facilities	20%	6	78%	3	0.0440	8
Quality of City electrical utility services	12%	10	73%	6	0.0320	9
Quality of trash/recycling/yard waste services	12%	9	76%	4	0.0299	10
Quality of City's stormwater management system	5%	14	64%	10	0.0190	11
Appearance of City facilities	6%	12	72%	8	0.0156	12
Quality of customer service from City employees	6%	13	72%	7	0.0152	13
Quality of fire services/fire dept. response	8%	11	90%	1	0.0079	14
Quality of library services	4%	15	83%	2	0.0070	15



Charts and Graphs

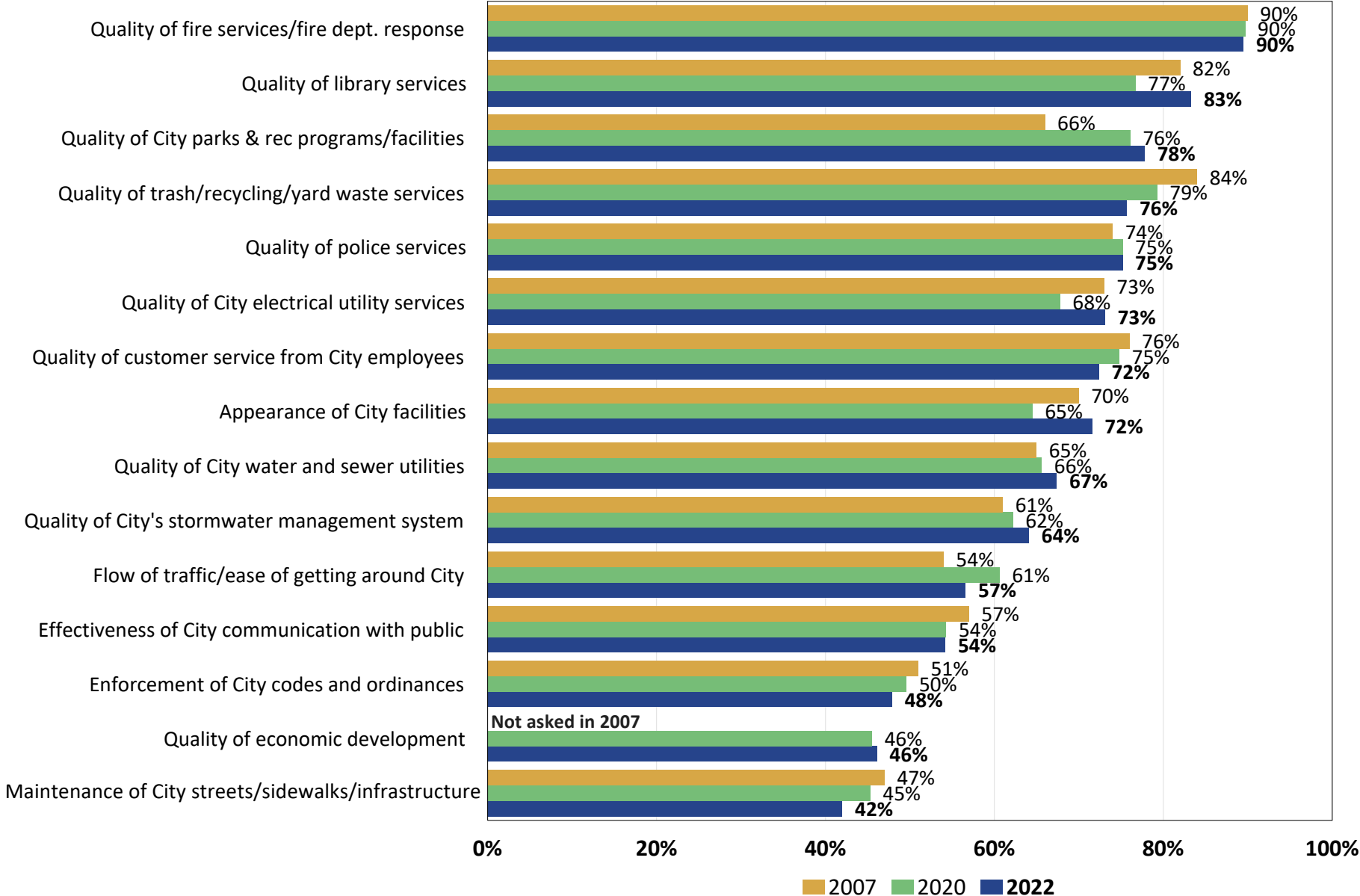
Q1. Overall Satisfaction with Major City Services

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



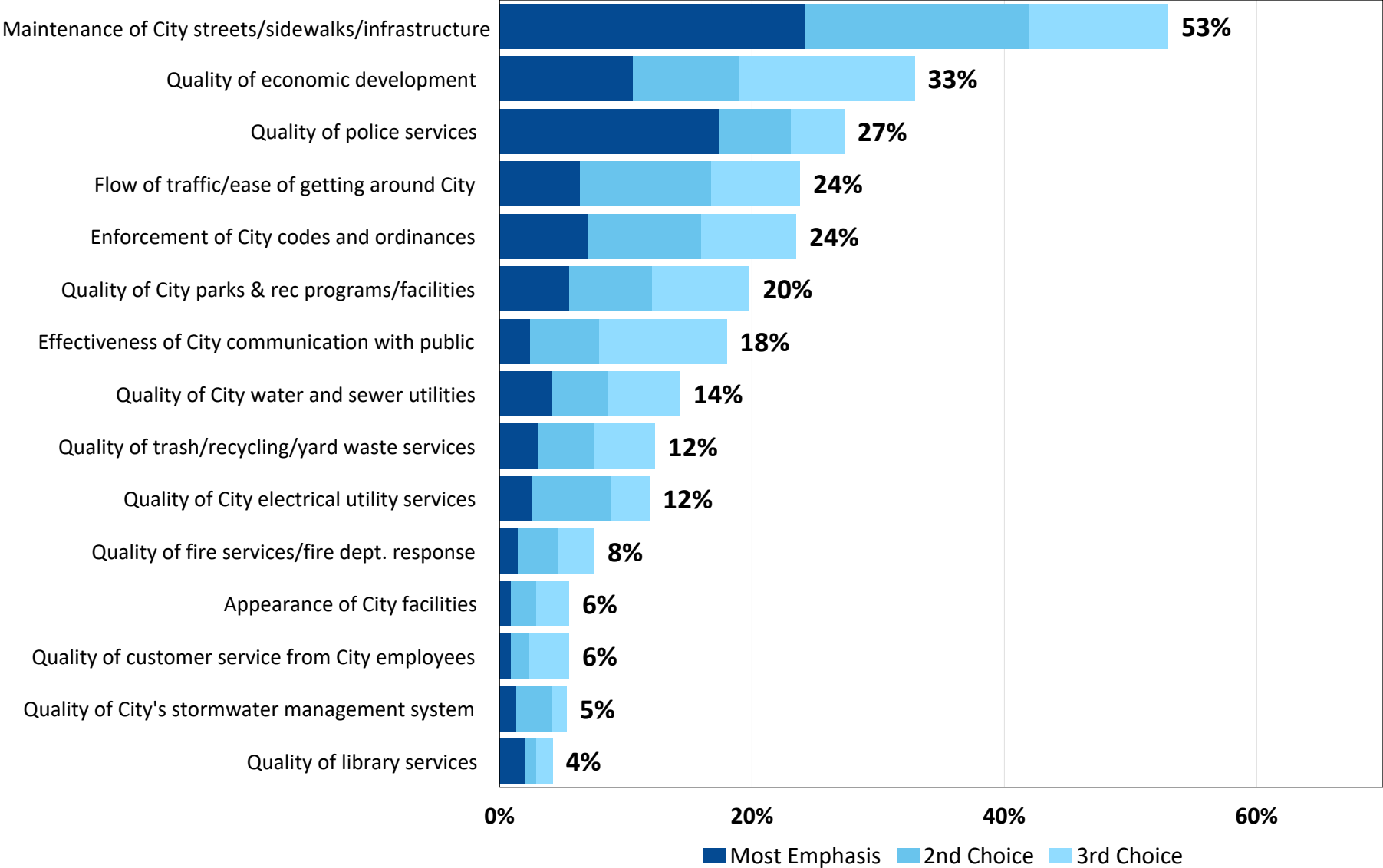
Trends: Overall Satisfaction with Major City Services 2007 to 2022

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



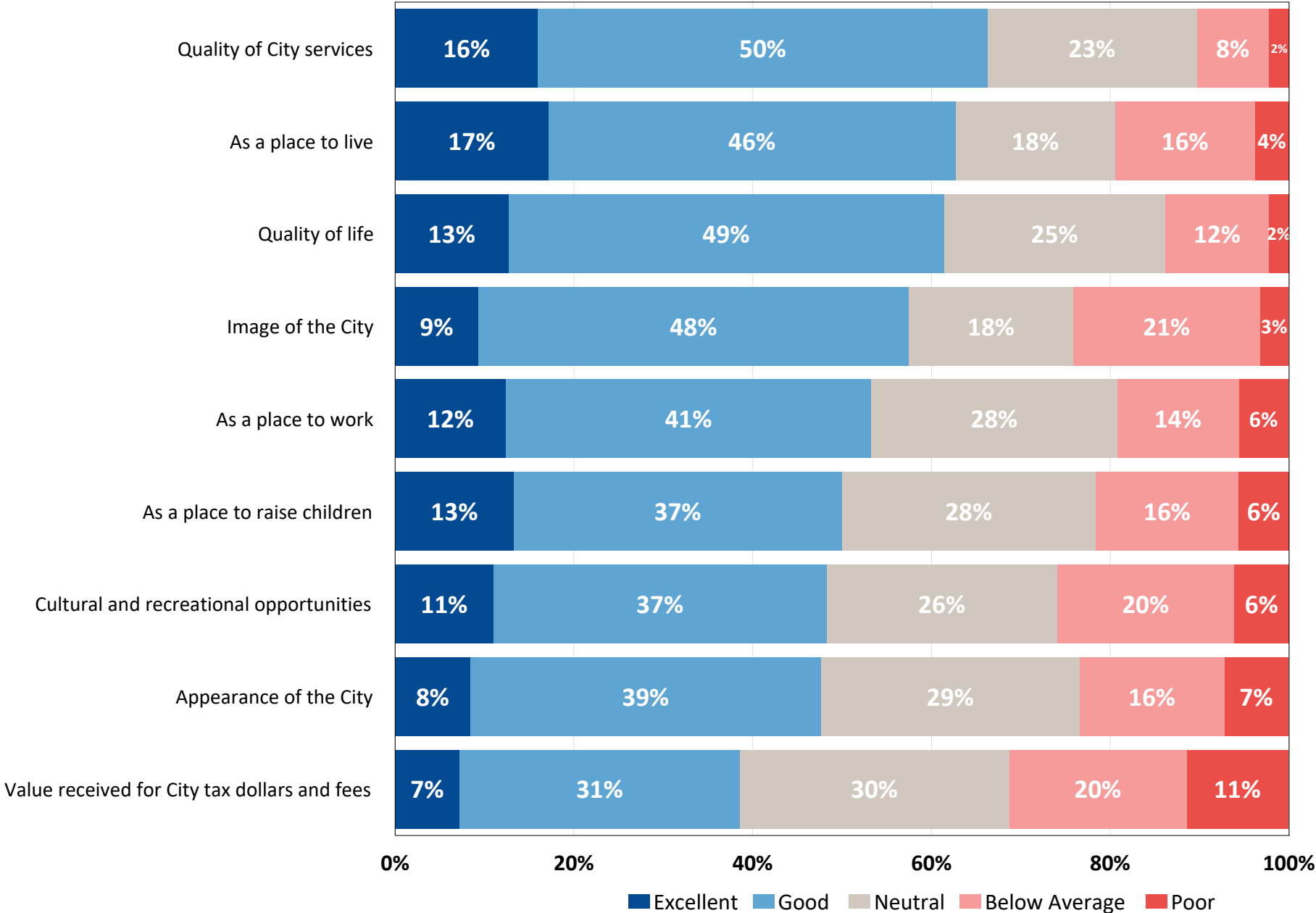
Q2. Major City Services Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



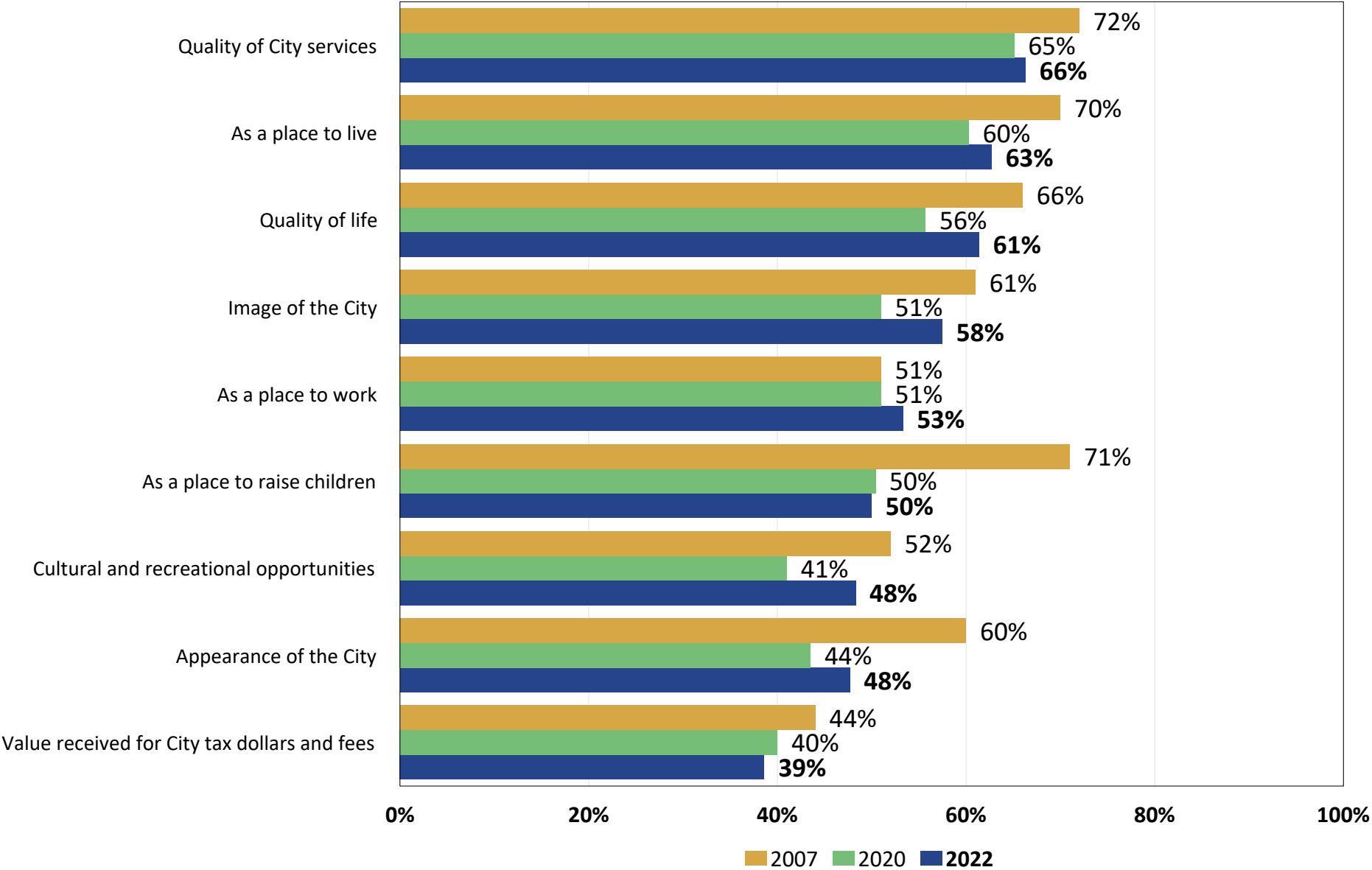
Q3. Overall Perception of the City

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



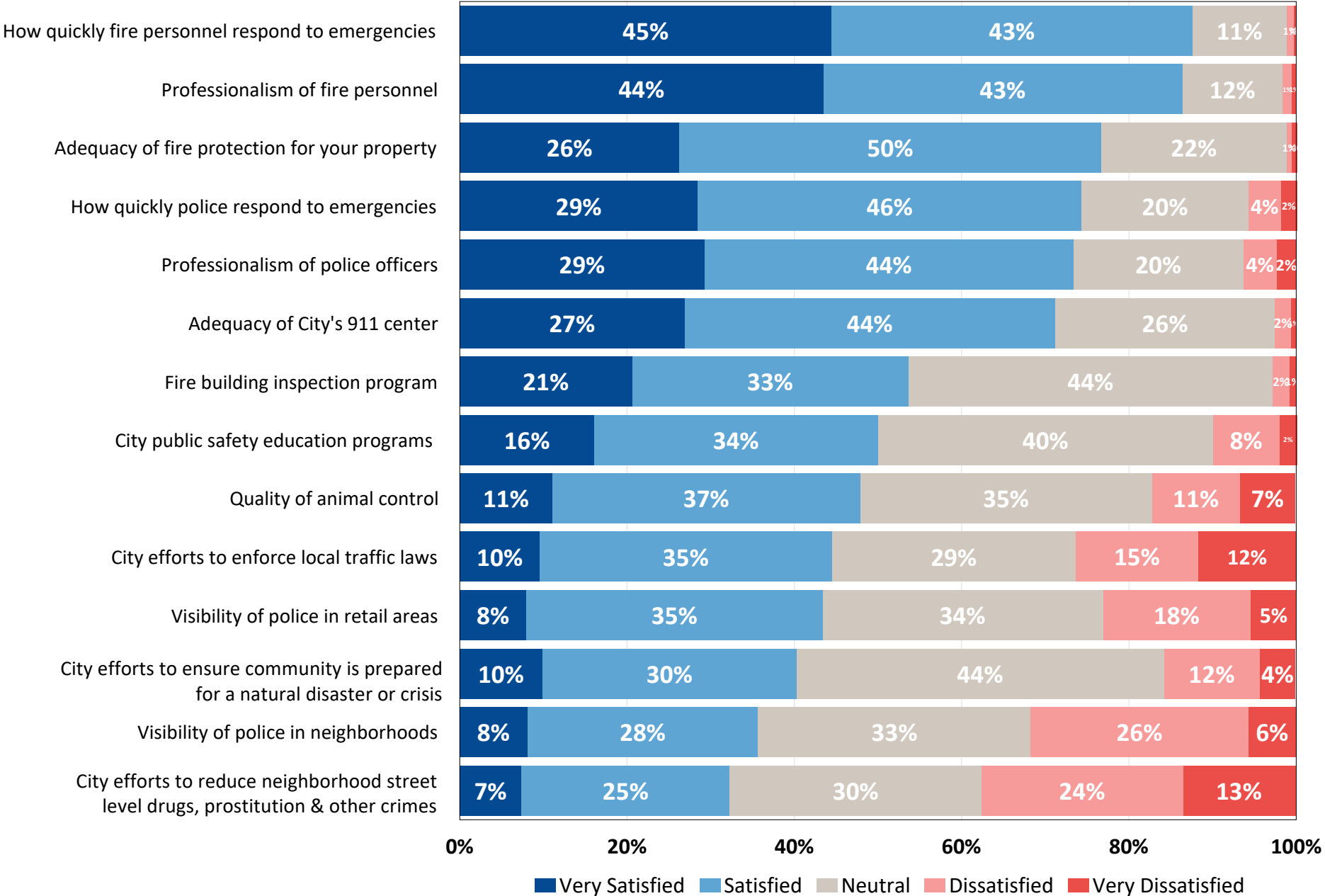
Trends: Overall Perception of the City 2007 to 2022

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



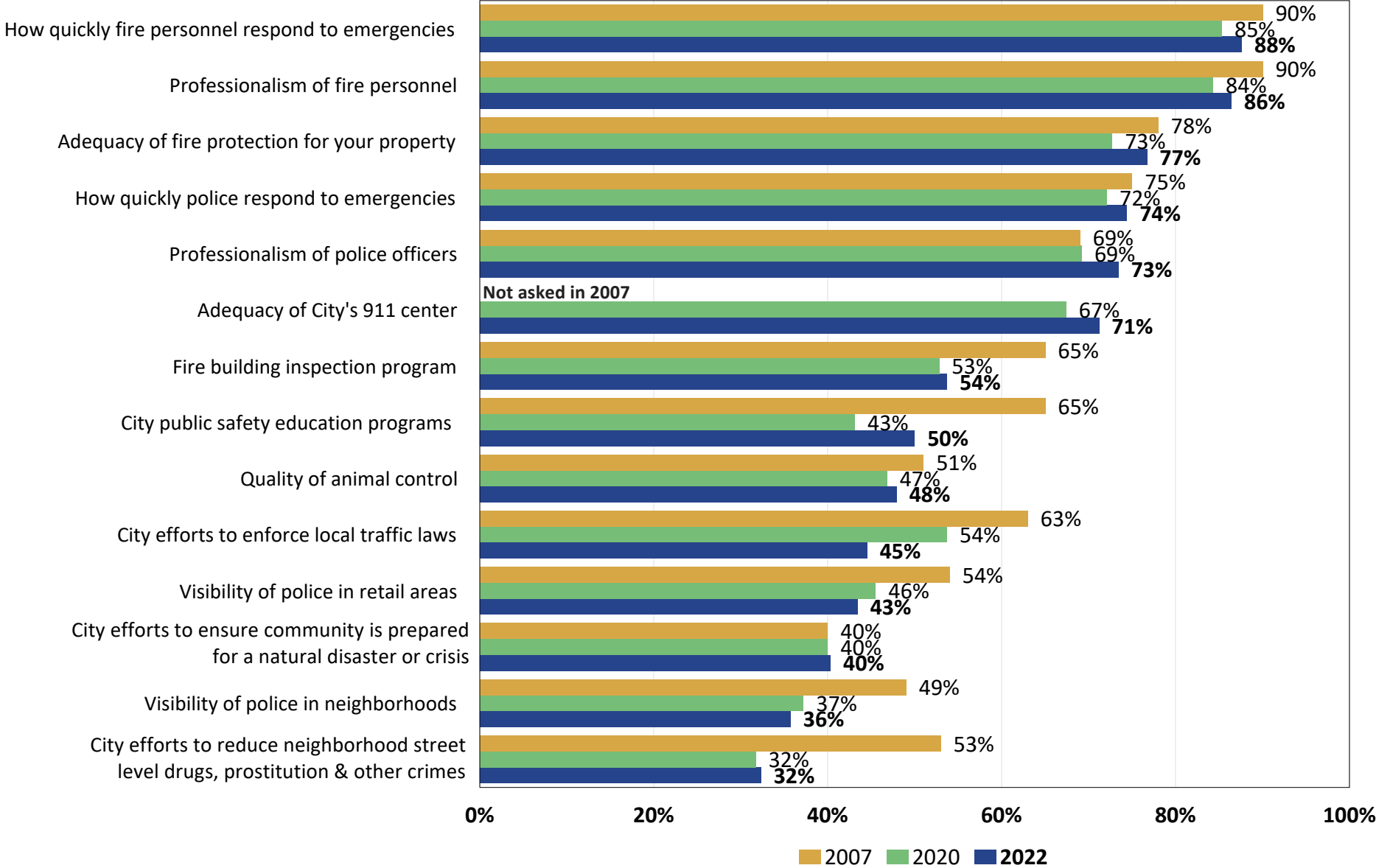
Q4. Satisfaction with Public Safety and Emergency Services

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



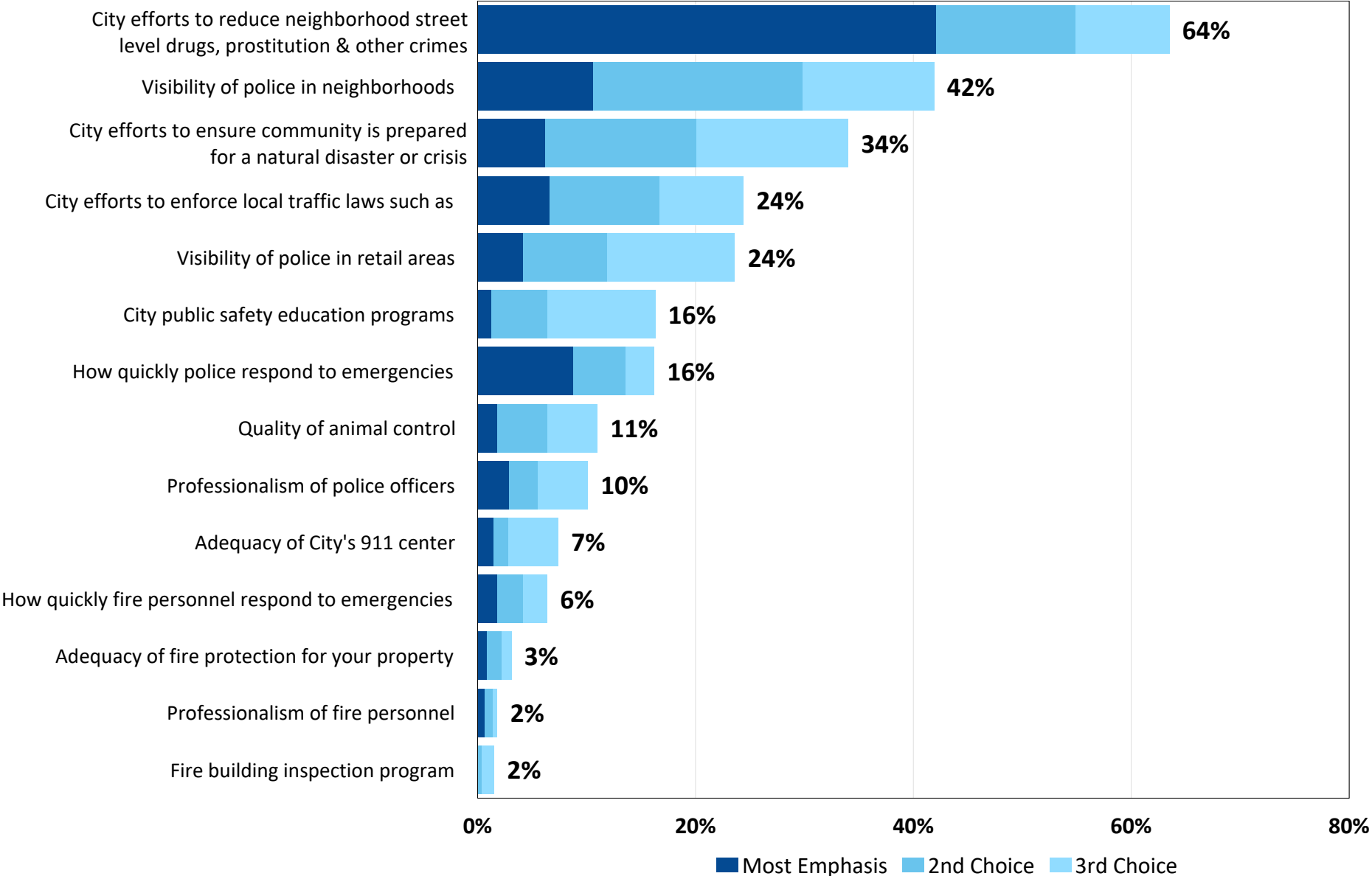
Trends: Satisfaction with Public Safety and Emergency Services 2007 to 2022

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



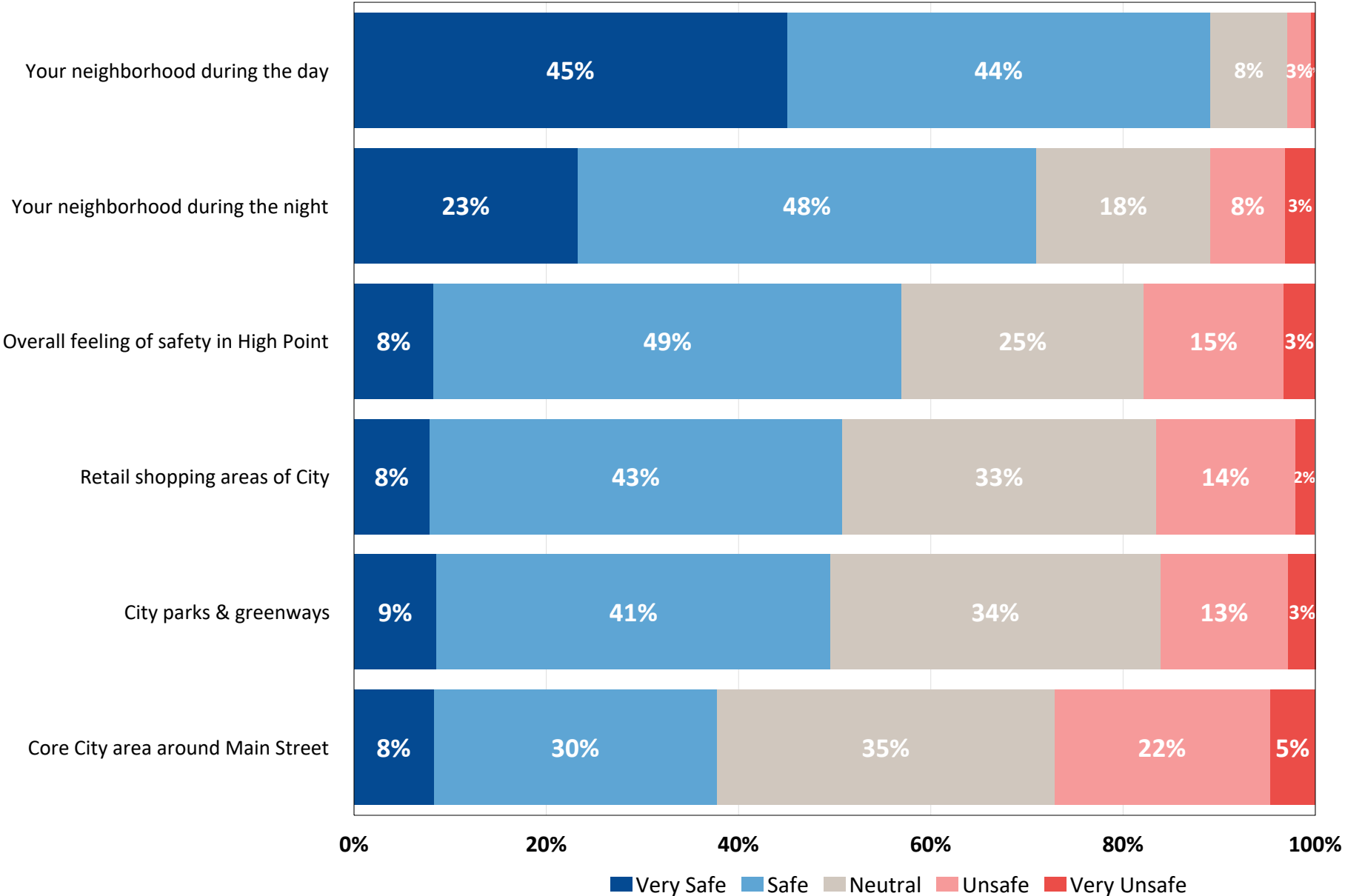
Q5. Public Safety Items Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



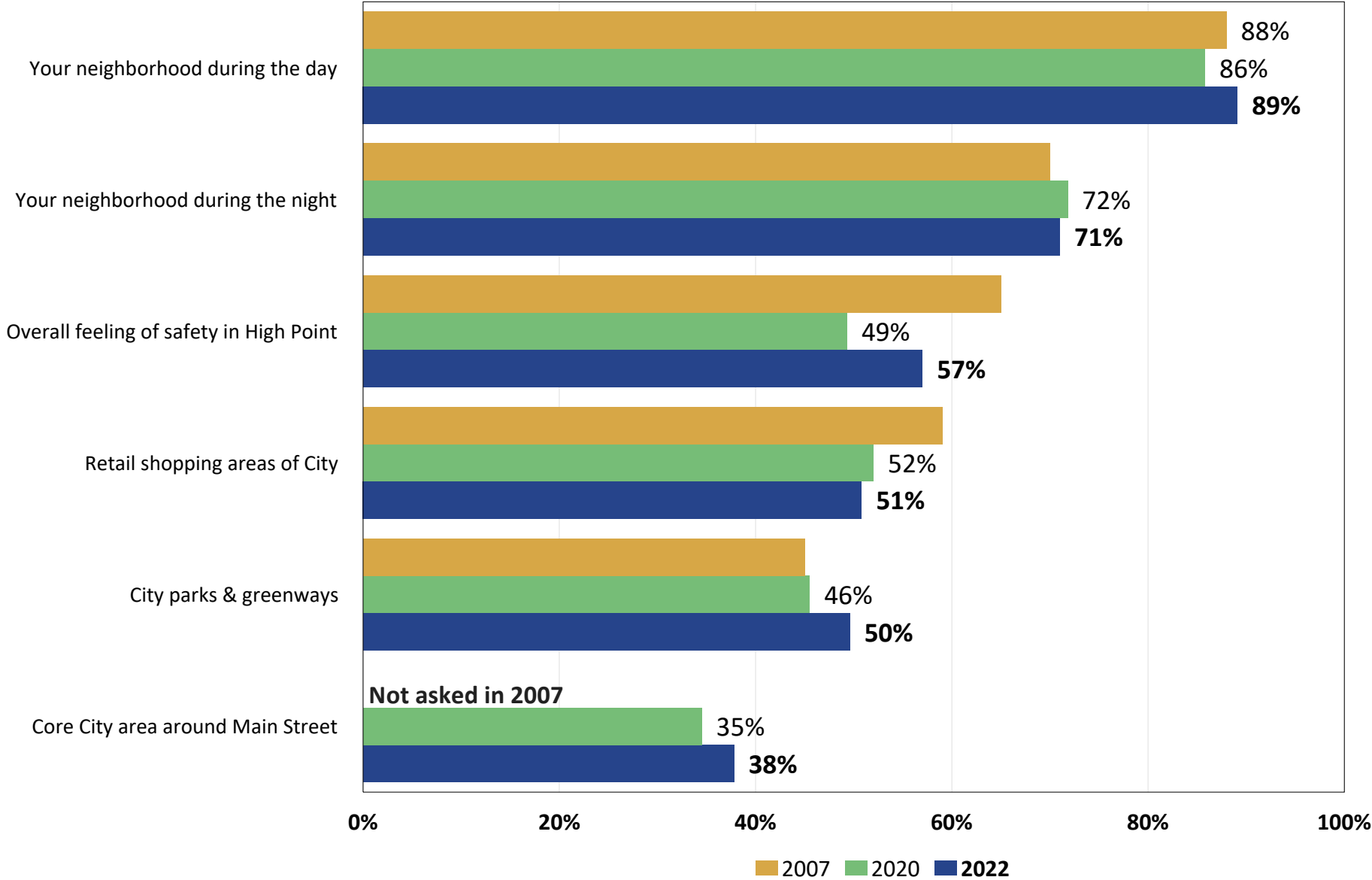
Q6. Perceptions of Safety

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



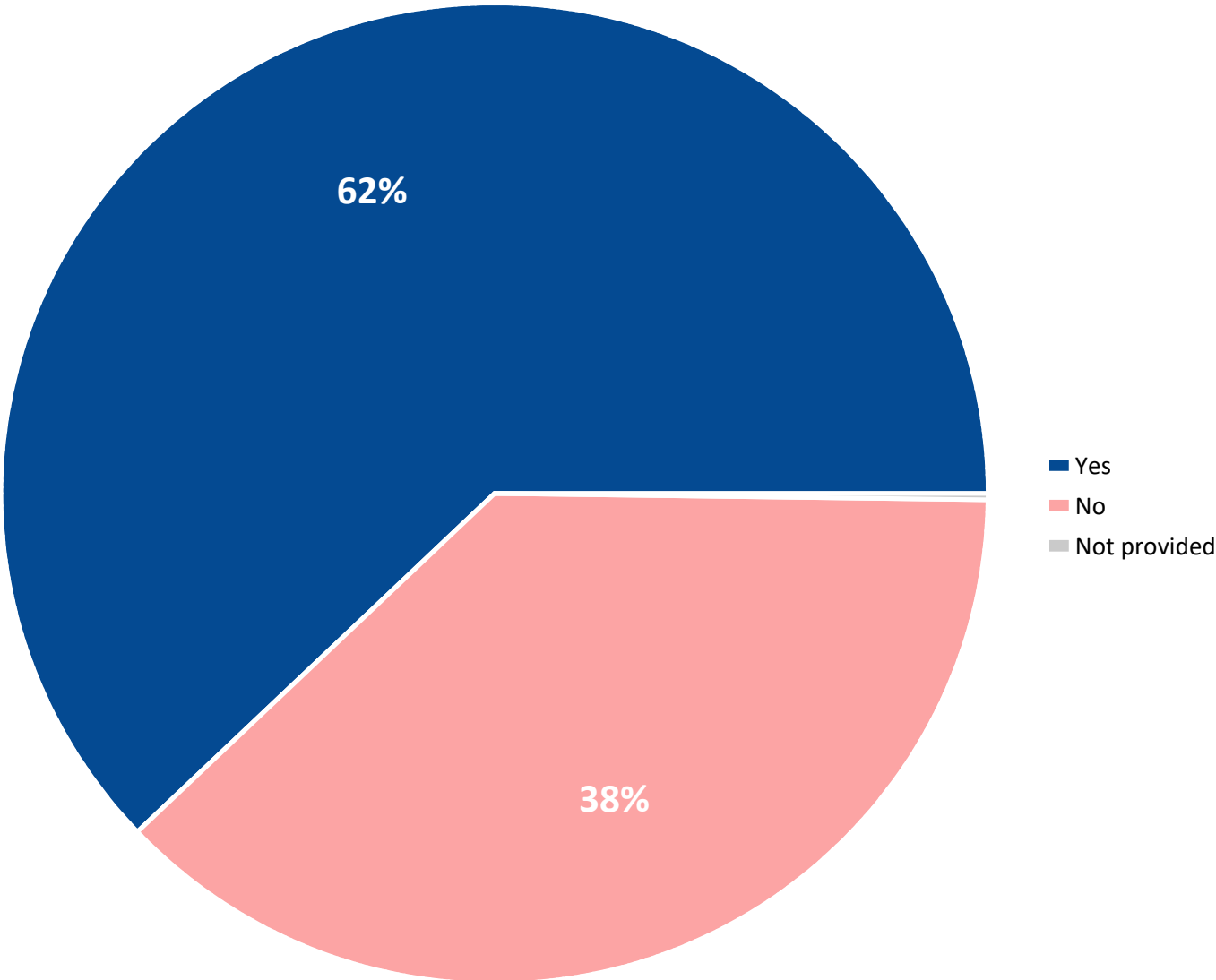
Trends: Perceptions of Safety 2007 to 2022

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



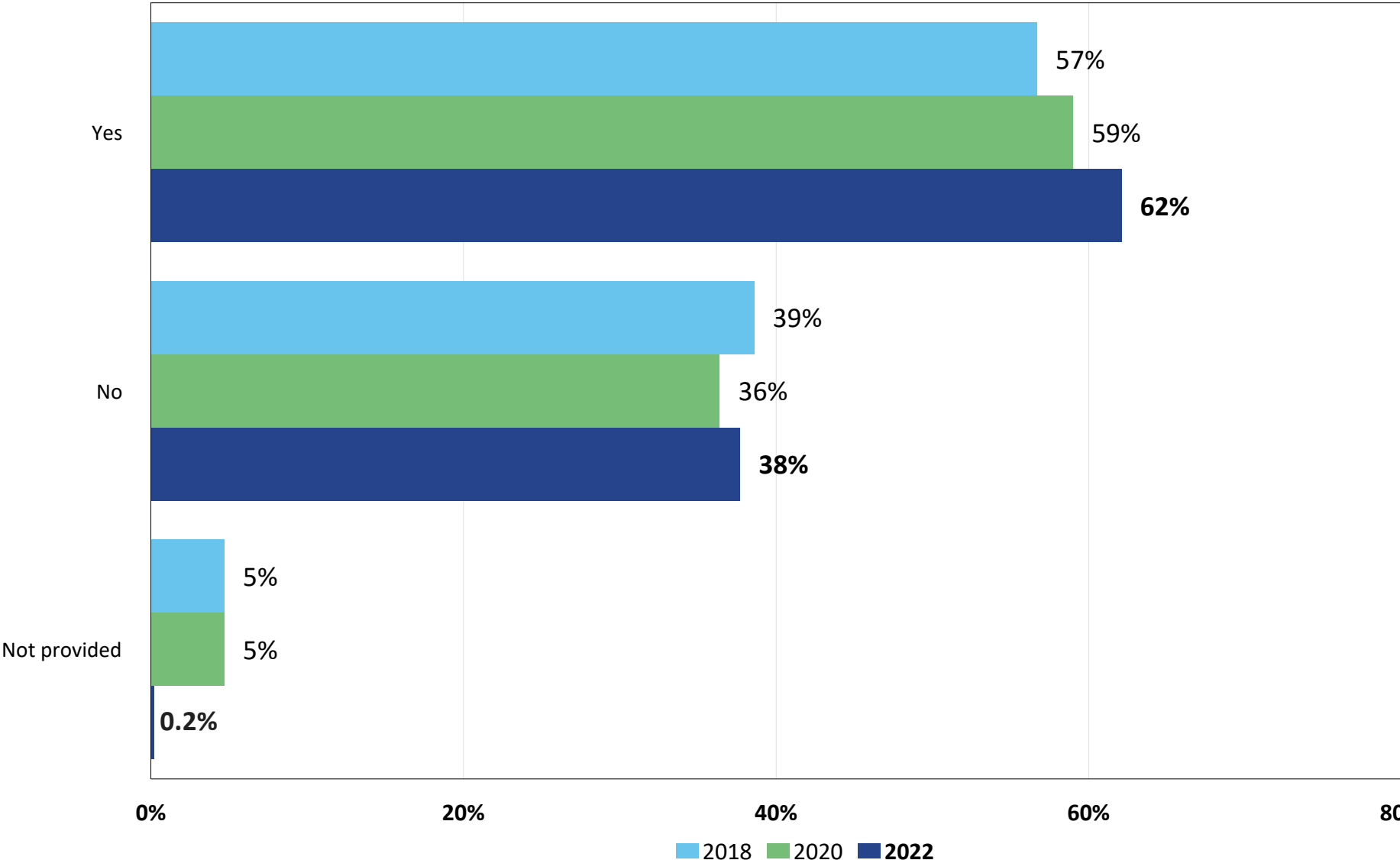
Q7. Are there any areas of town where you do not feel safe?

by percentage of respondents



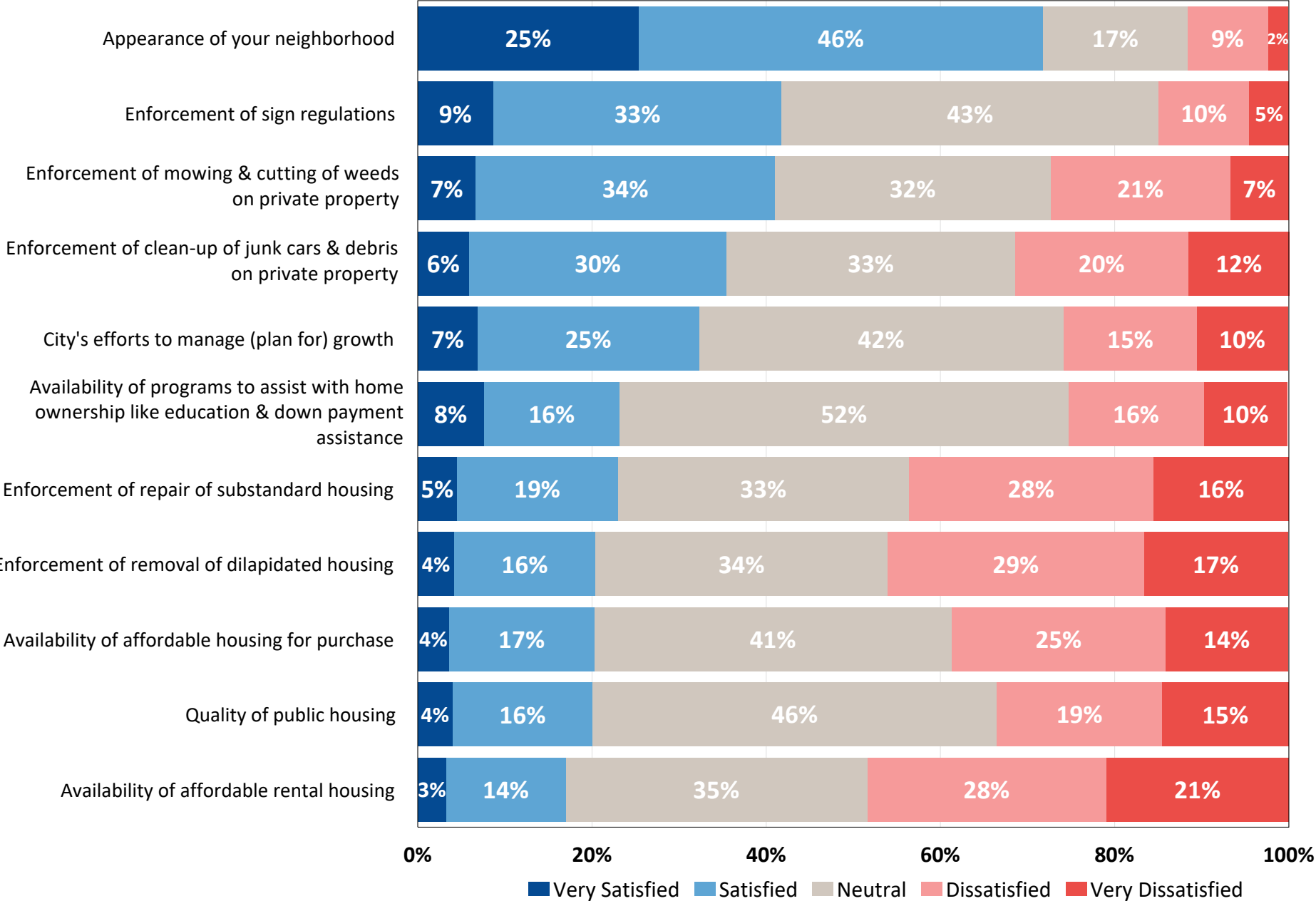
Trends: Are there any areas of town where you do not feel safe? 2018 to 2022

by percentage of respondents



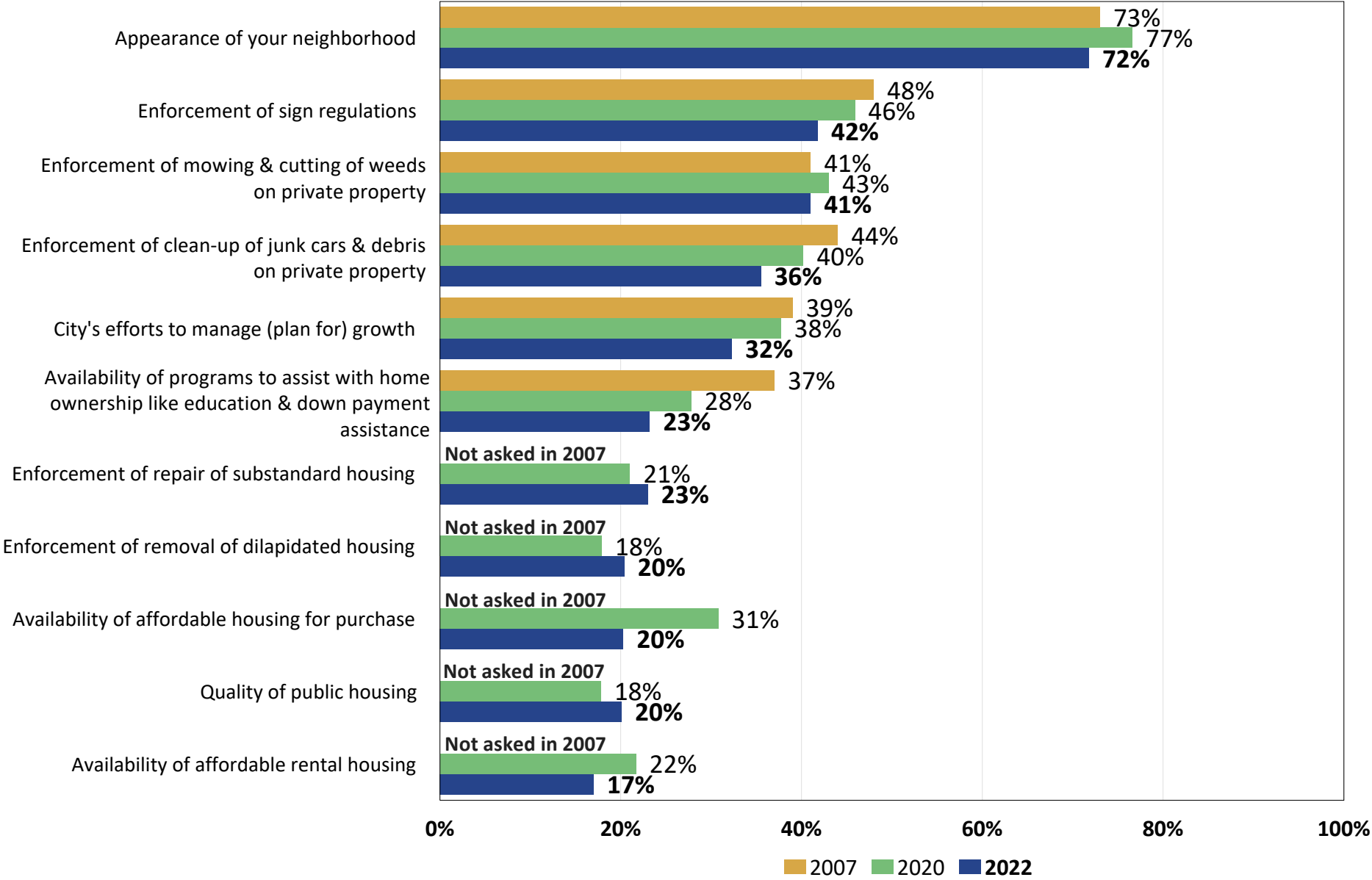
Q8. Satisfaction with Neighborhood Services

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



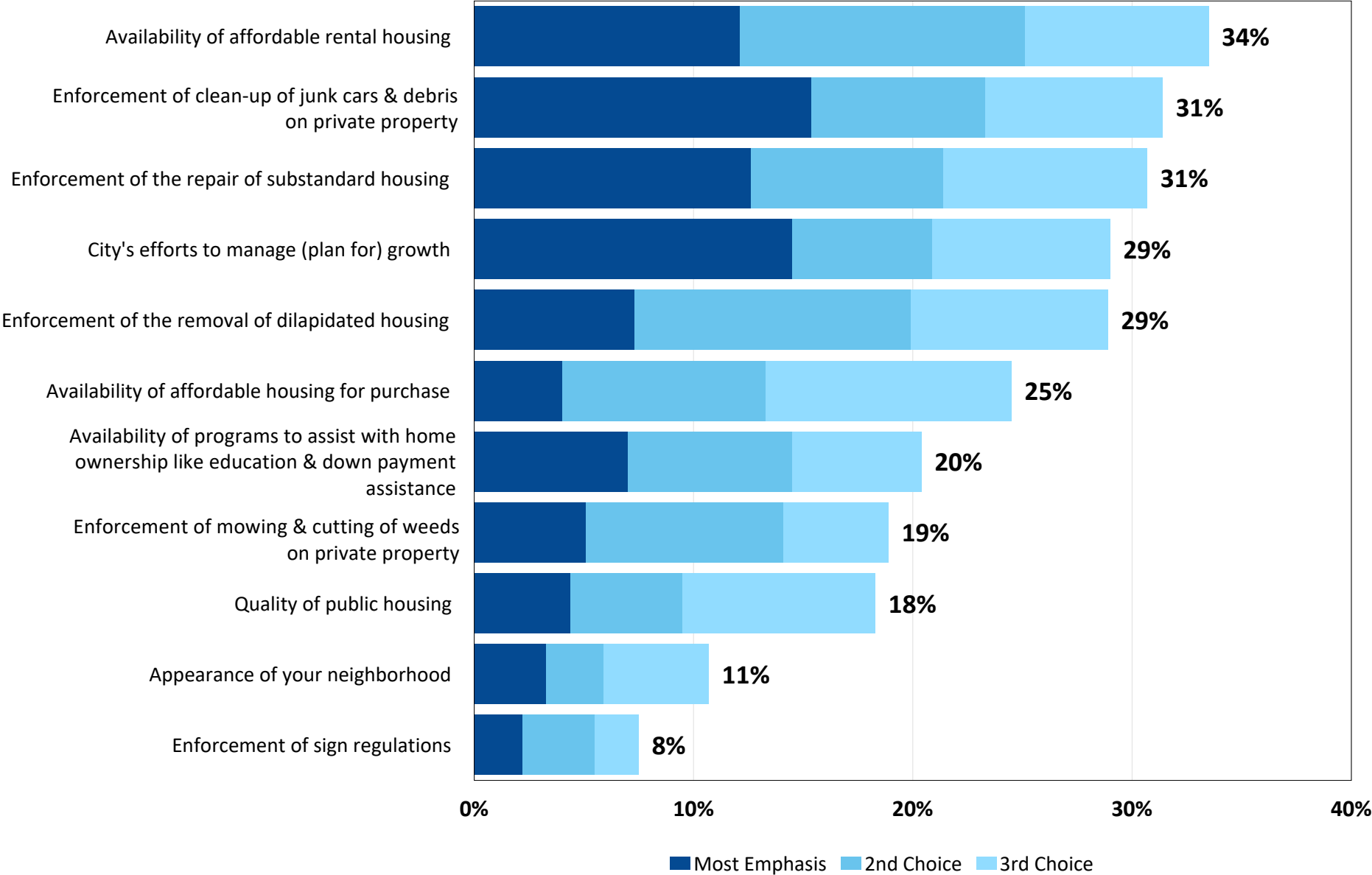
Trends: Satisfaction with Neighborhood Services 2007 to 2022

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



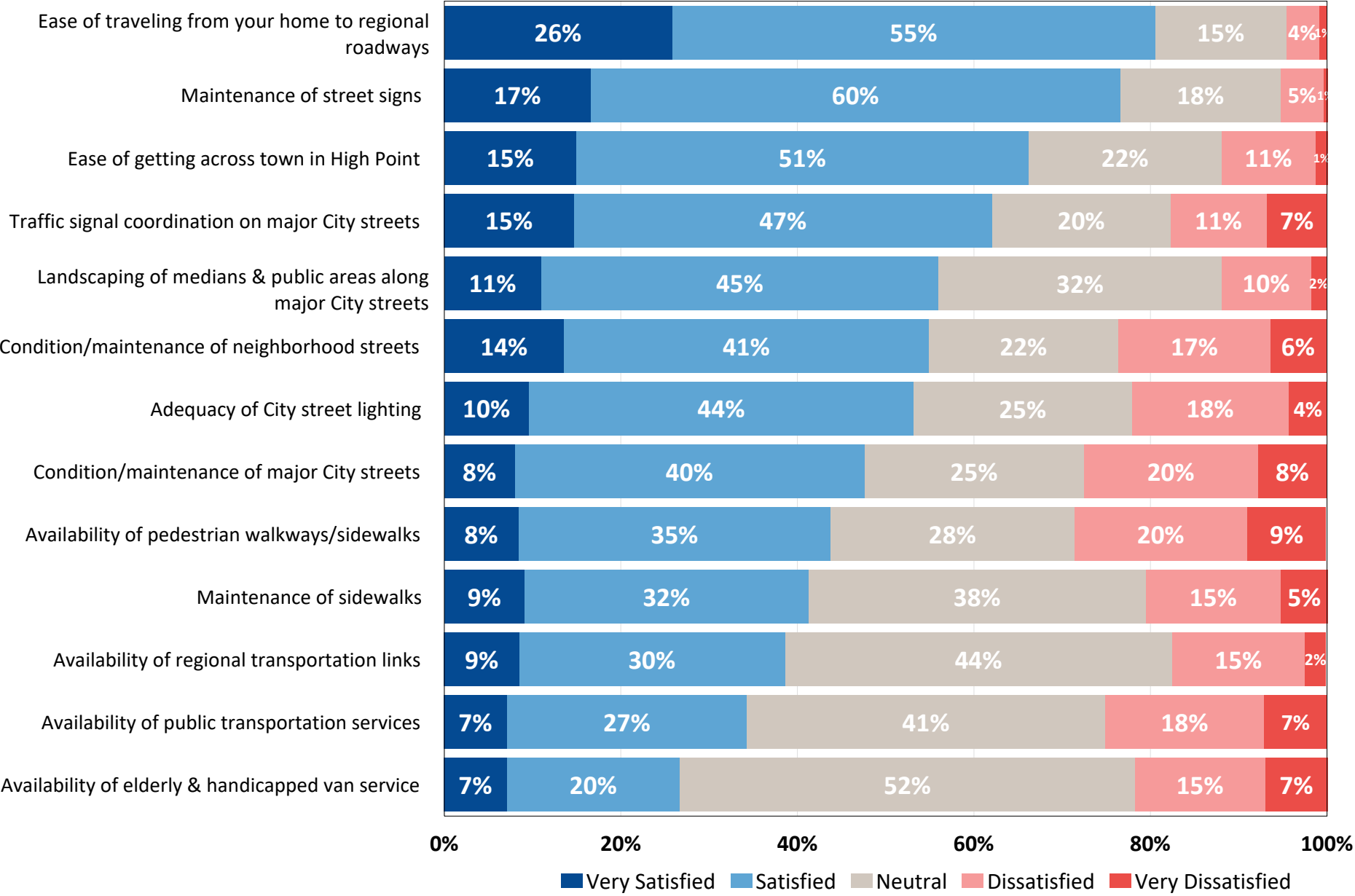
Q9. Neighborhood Services That Residents Think Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



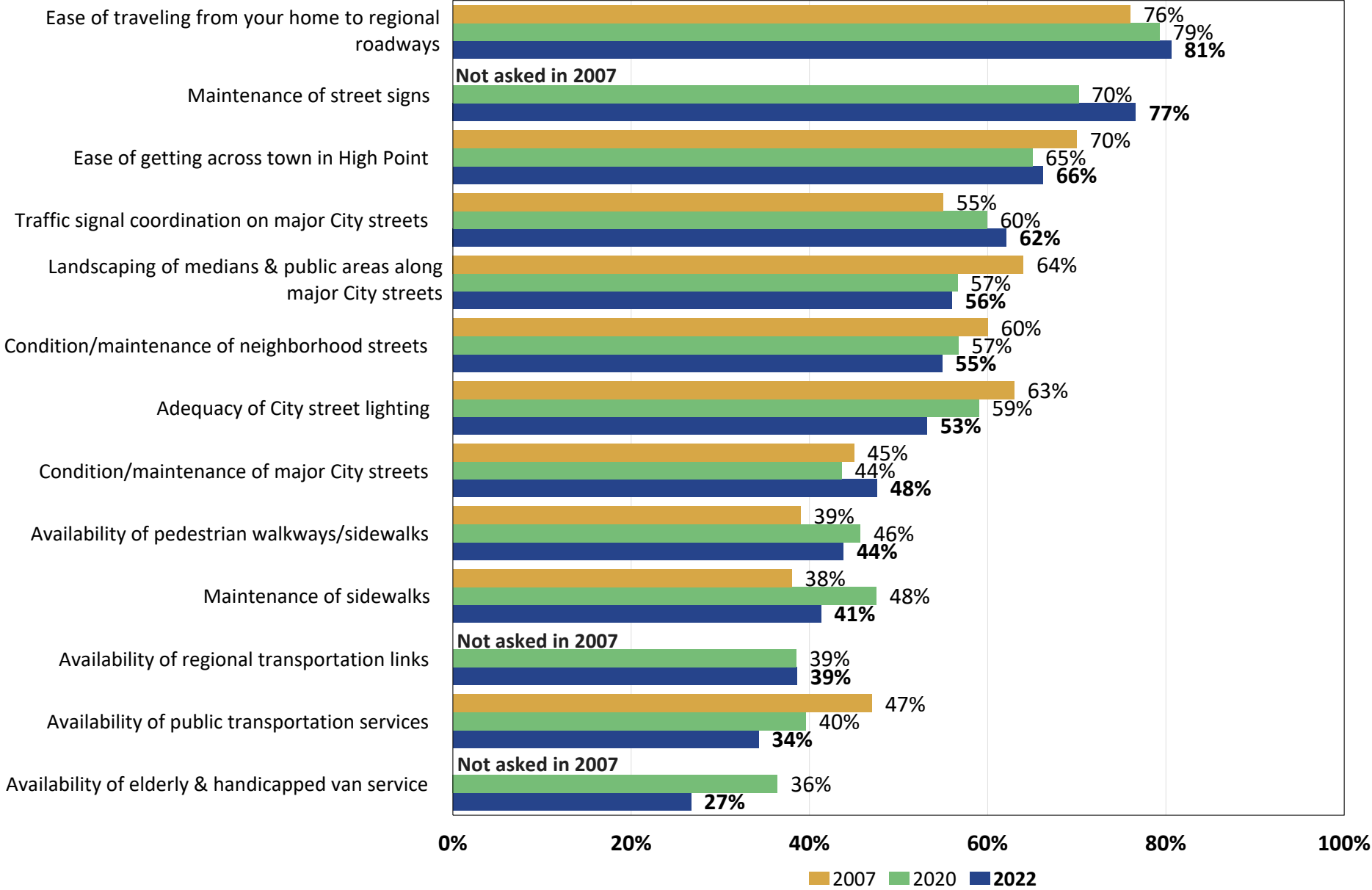
Q10. Satisfaction with Transportation and Roadway Services

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



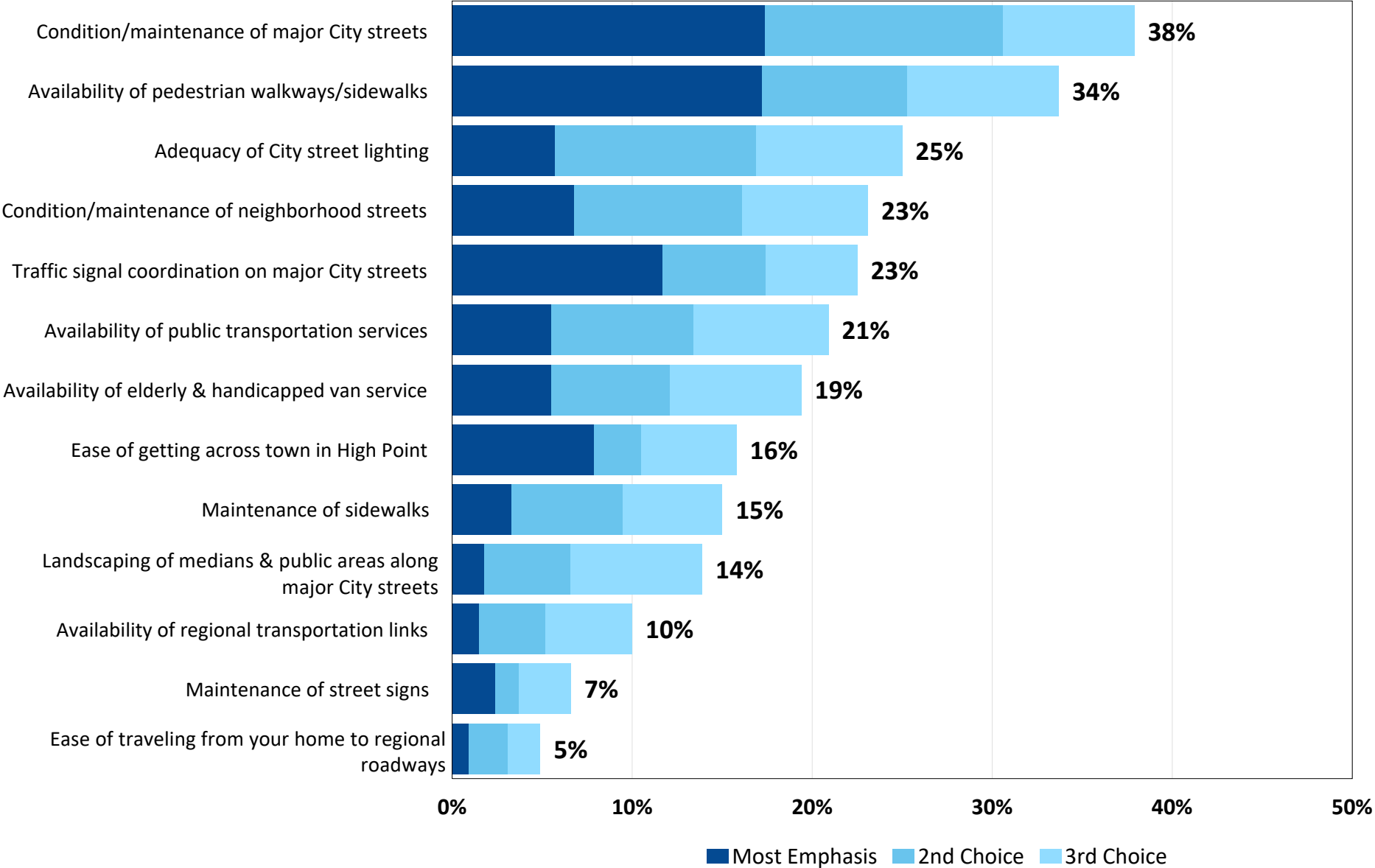
Trends: Satisfaction with Transportation and Roadway Services 2007 to 2022

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



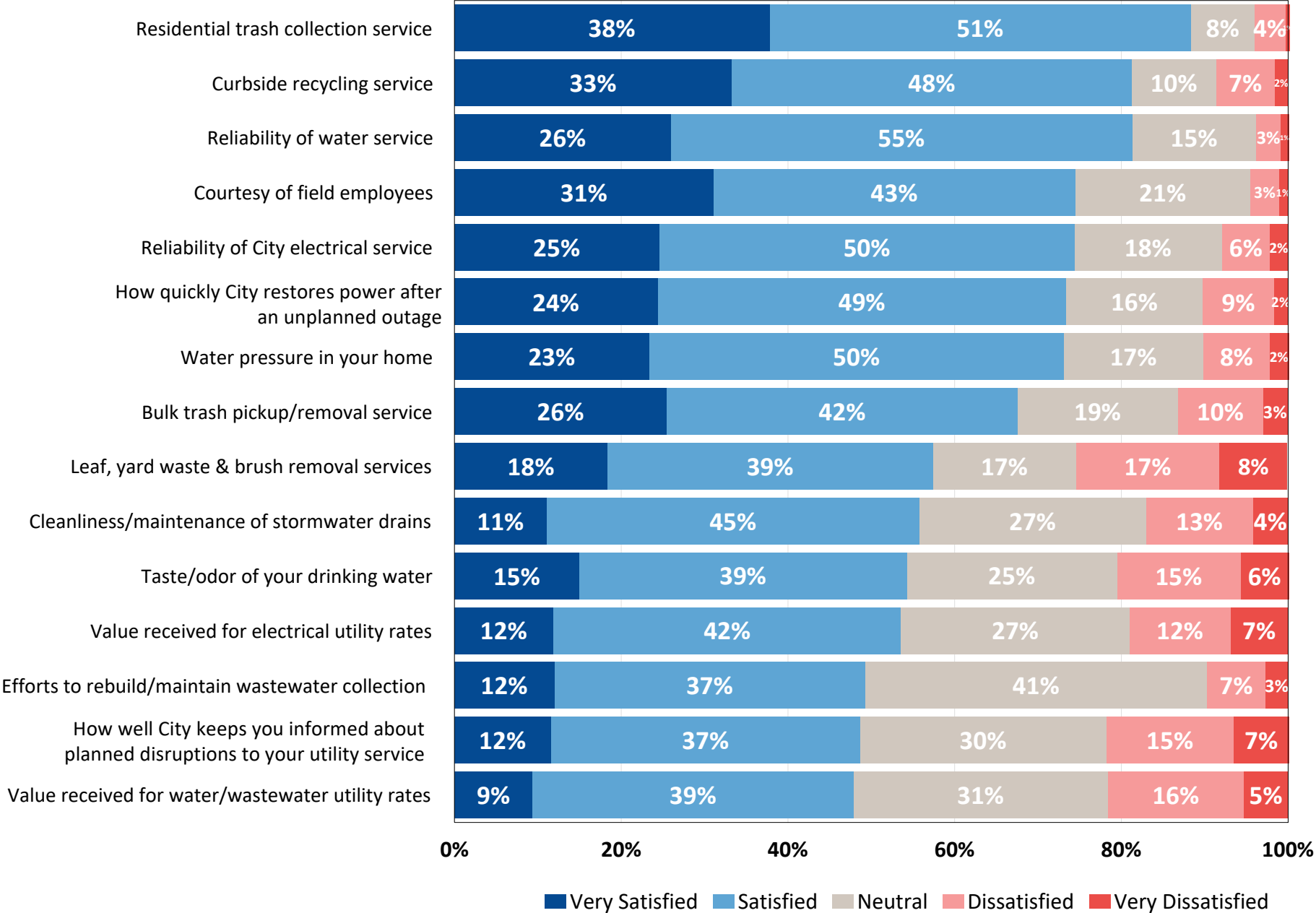
Q11. Transportation and Roadway Services That Residents Think Should Receive the Most Emphasis Over the Next Two Years

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



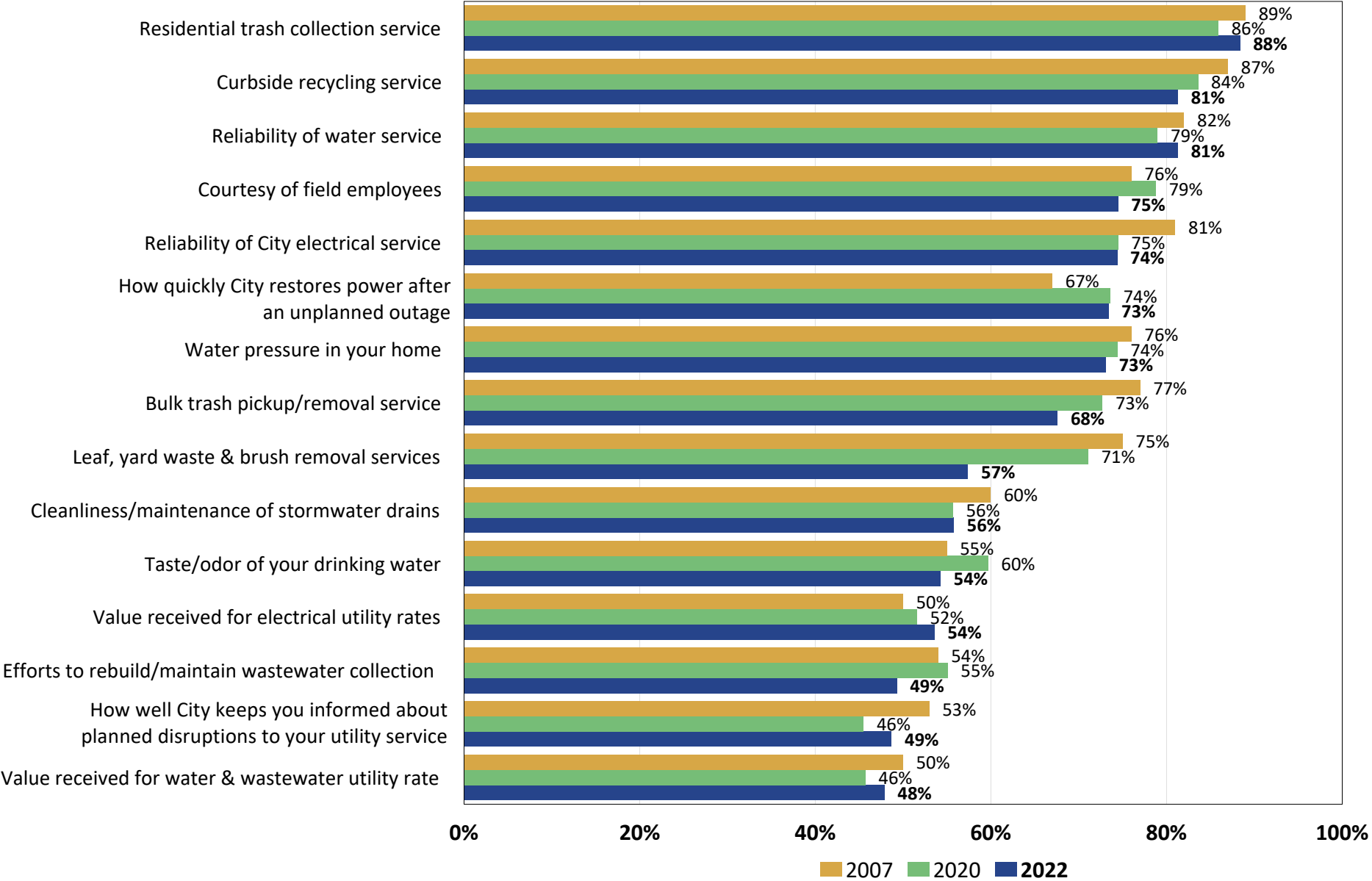
Q12. Satisfaction with Environmental and Utility Services

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



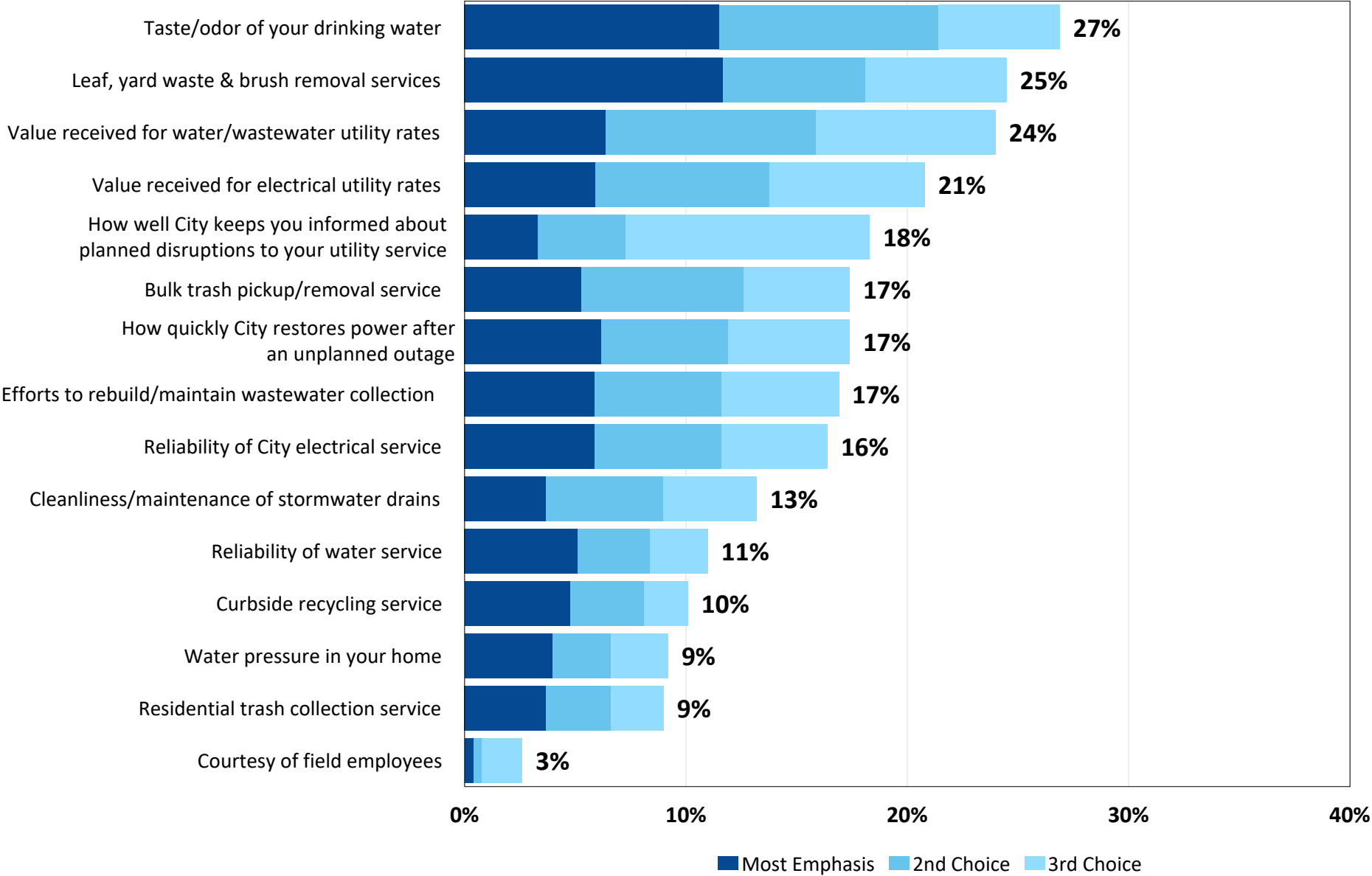
Trends: Satisfaction with Environmental and Utility Services 2007 to 2022

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



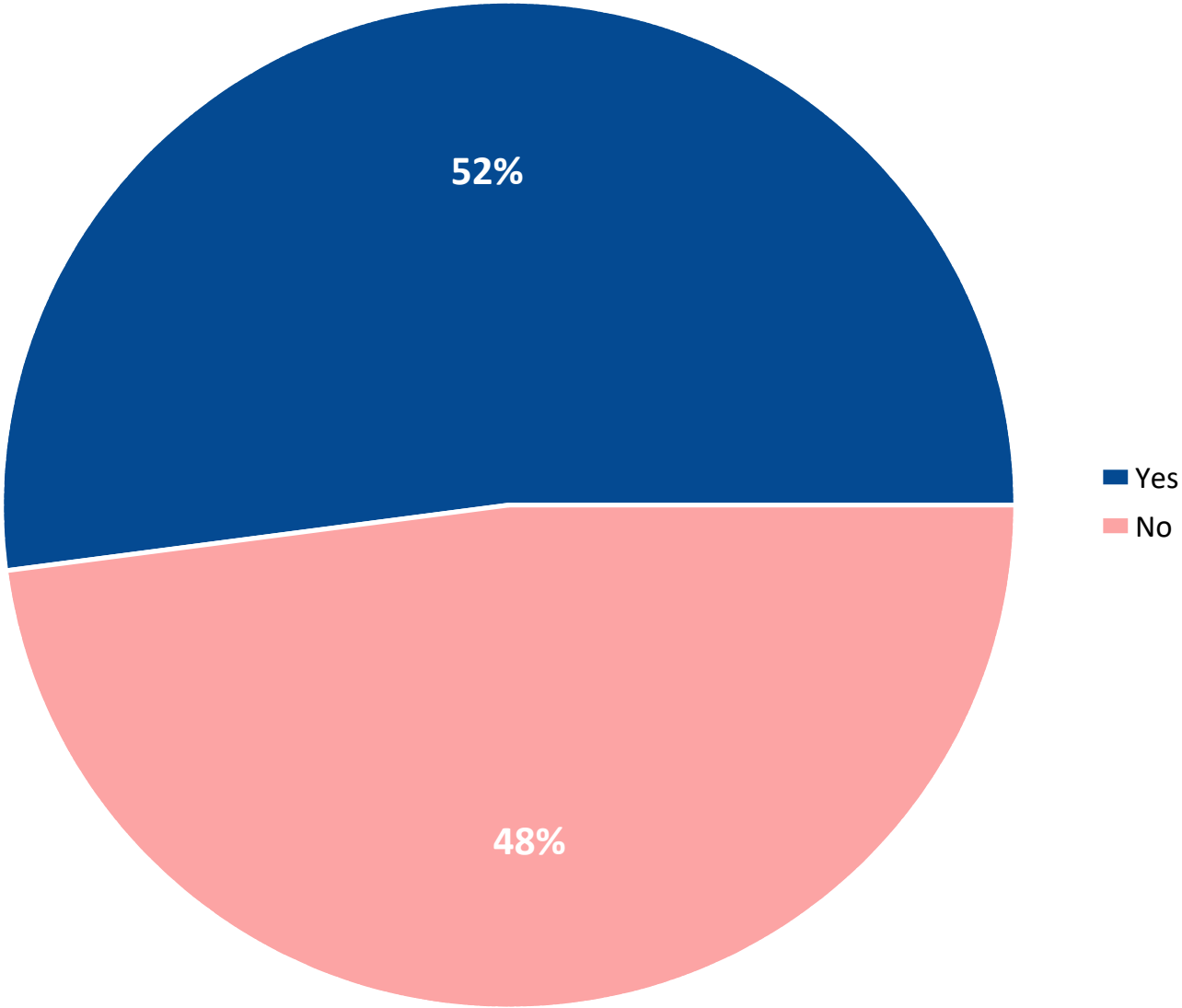
Q13. Environmental and Utility Services That Residents Think Should Receive the Most Emphasis Over the Next Two Years

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?

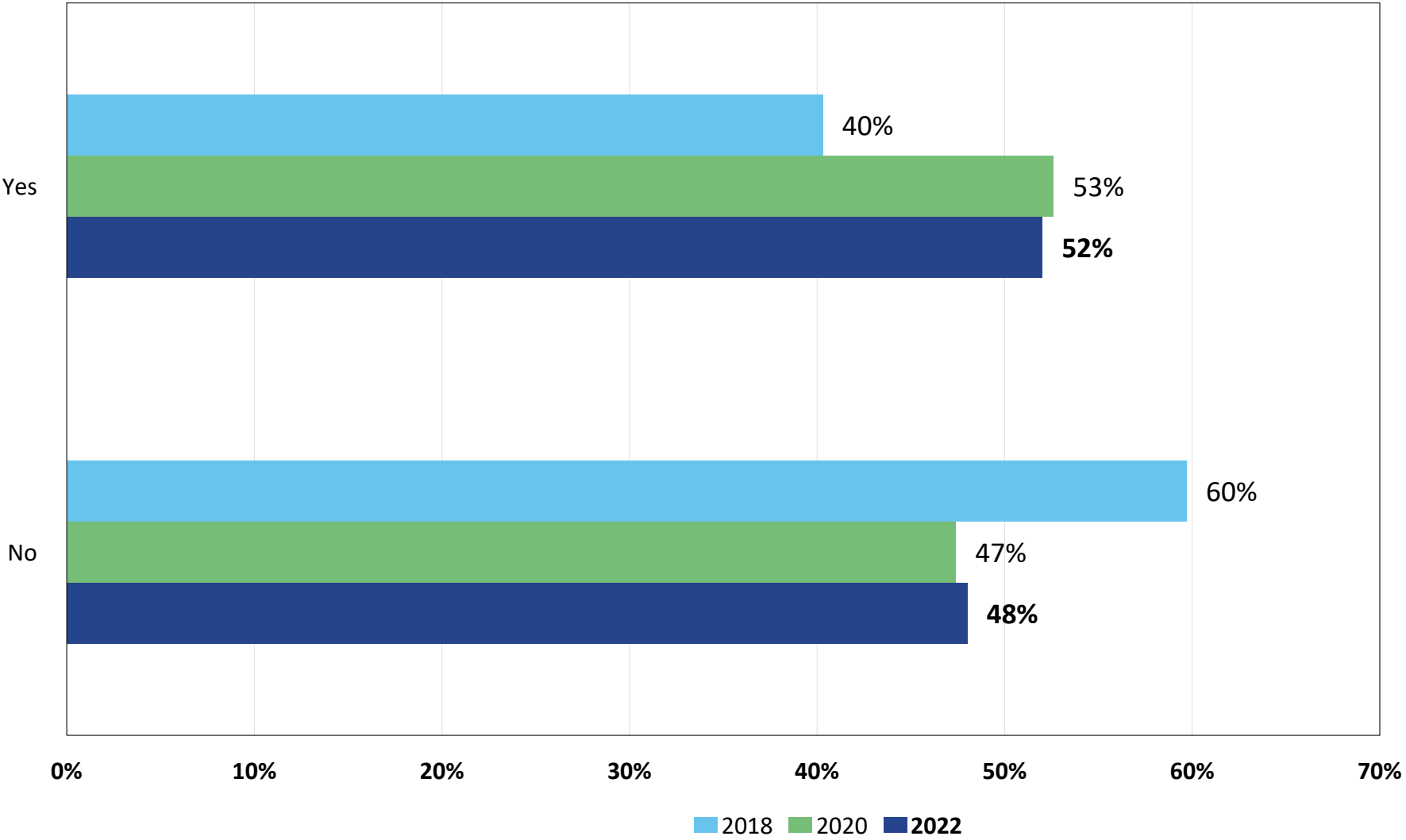
by percentage of respondents



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

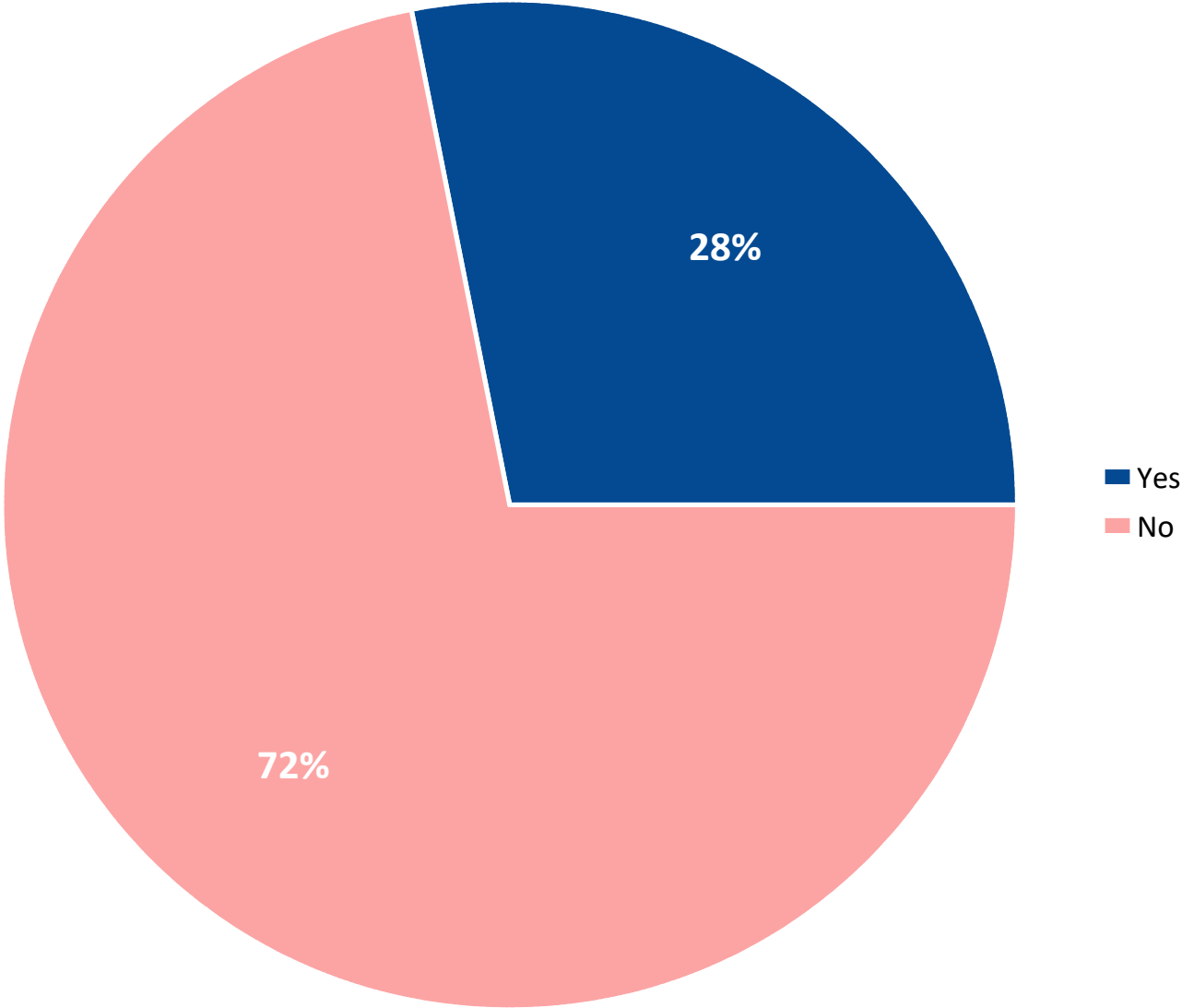
2018 to 2022

by percentage of respondents



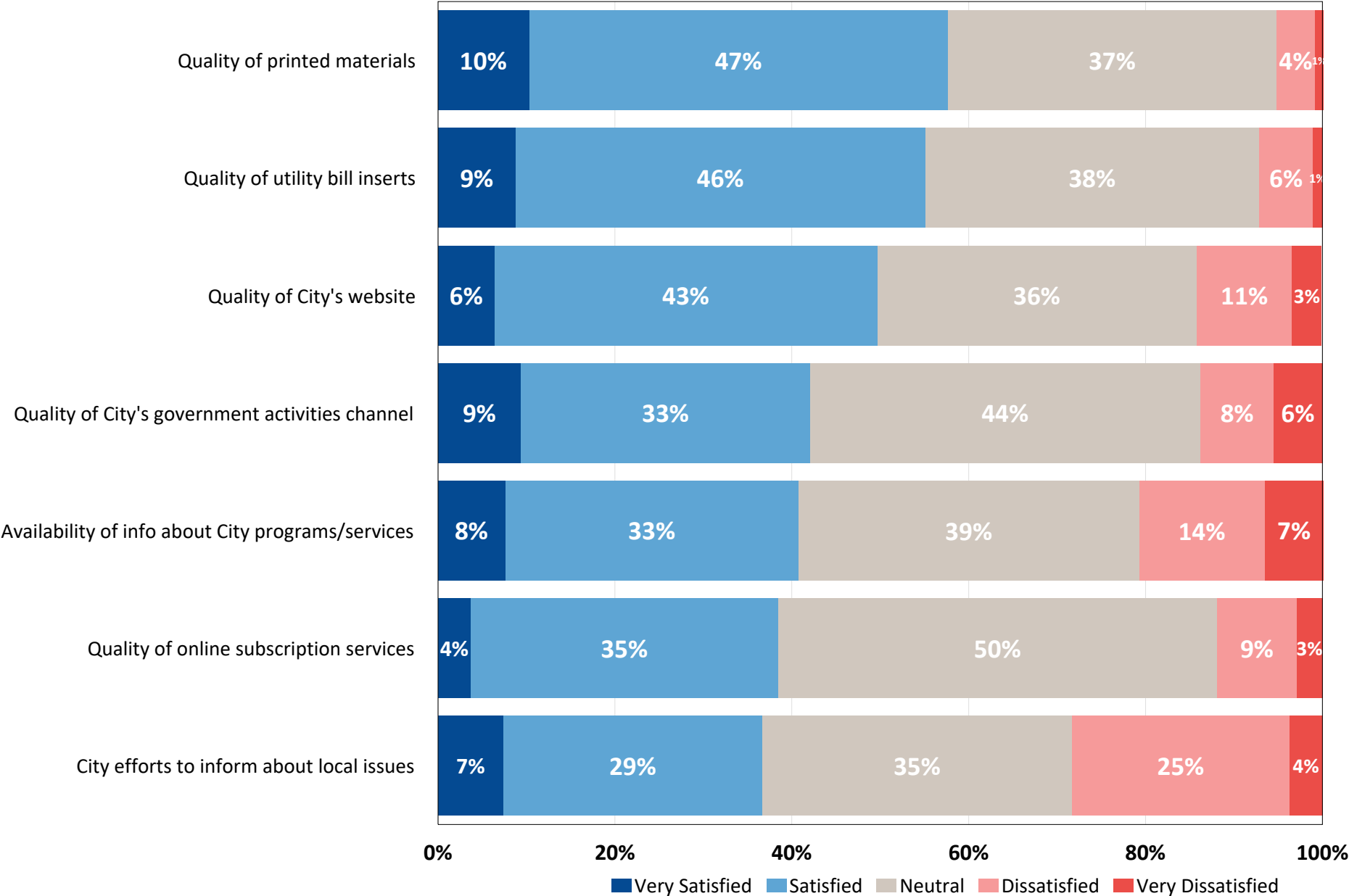
Q14a. Have you participated in one of these programs?

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



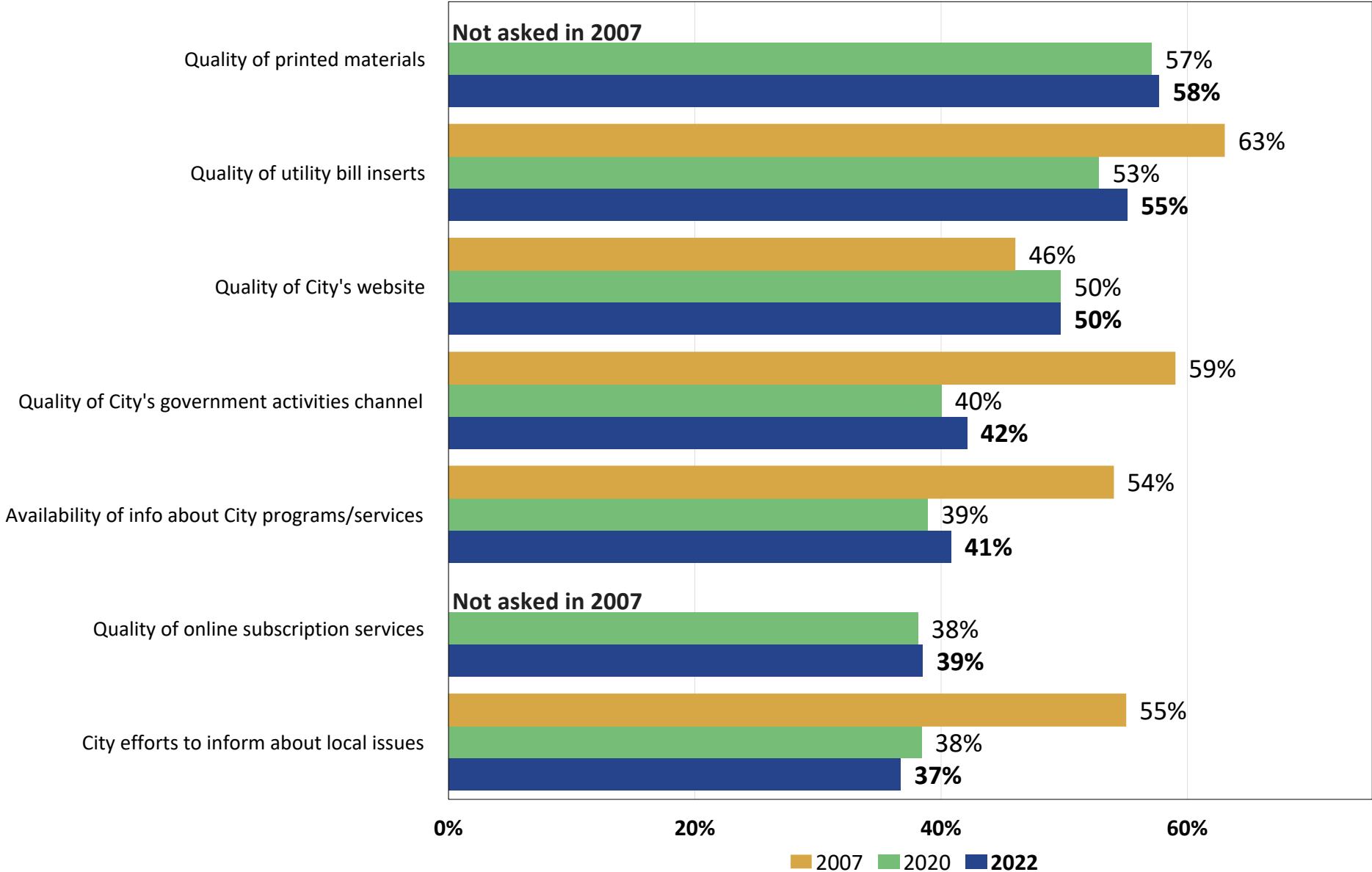
Q15. Satisfaction with City Communication

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



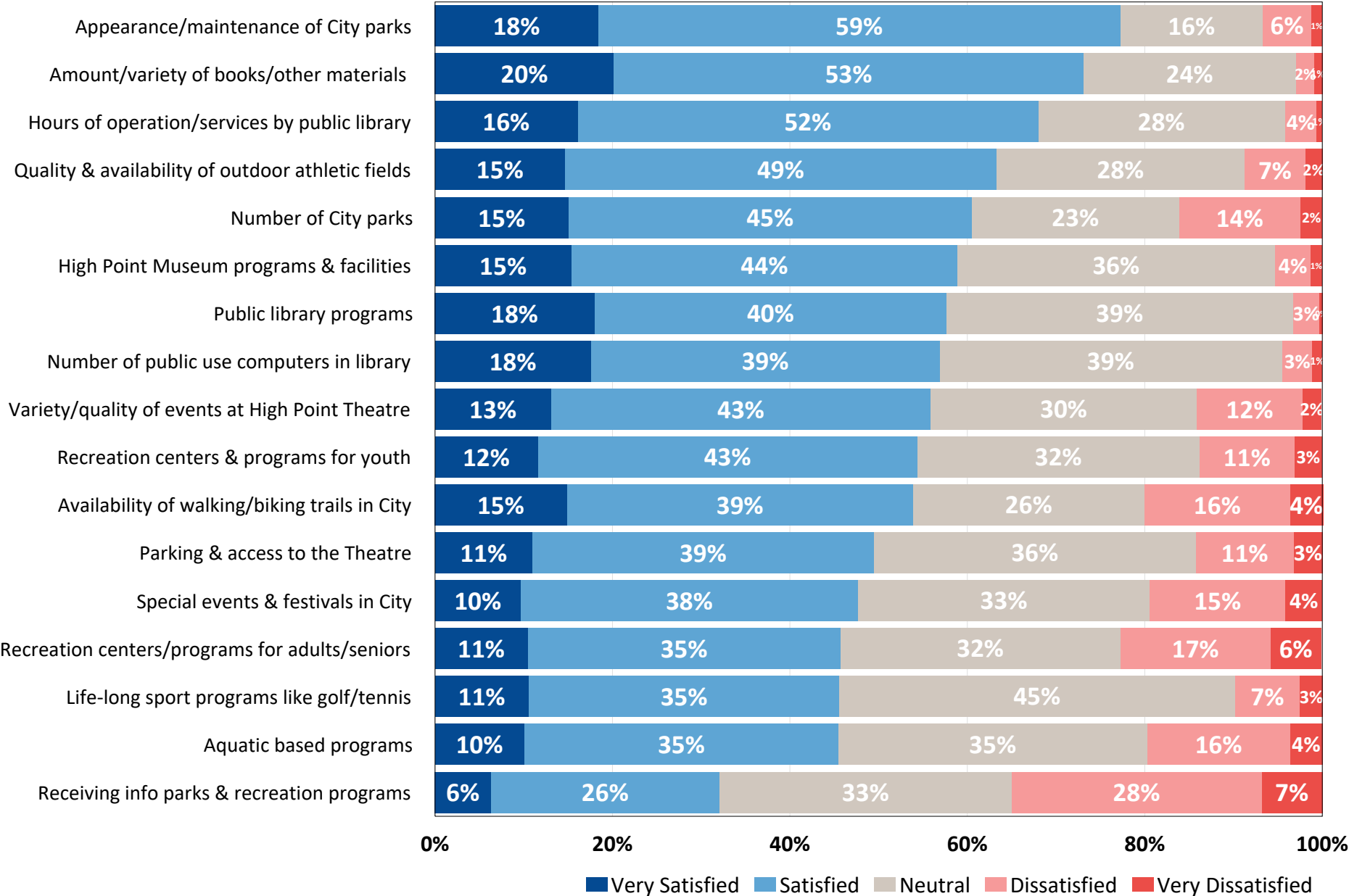
Trends: Satisfaction with City Communication 2007 to 2022

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



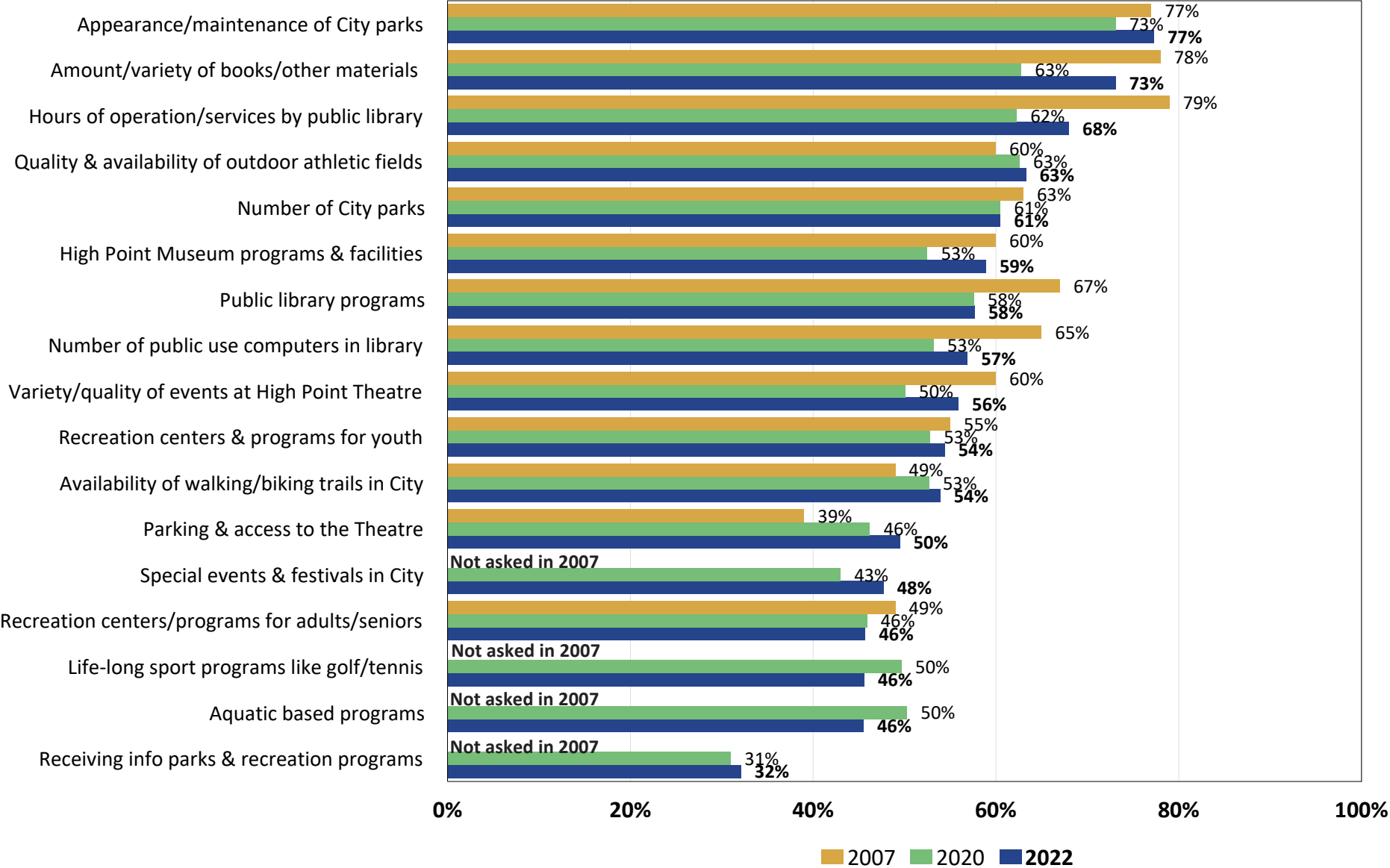
Q16. Satisfaction with Culture and Recreation Services

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



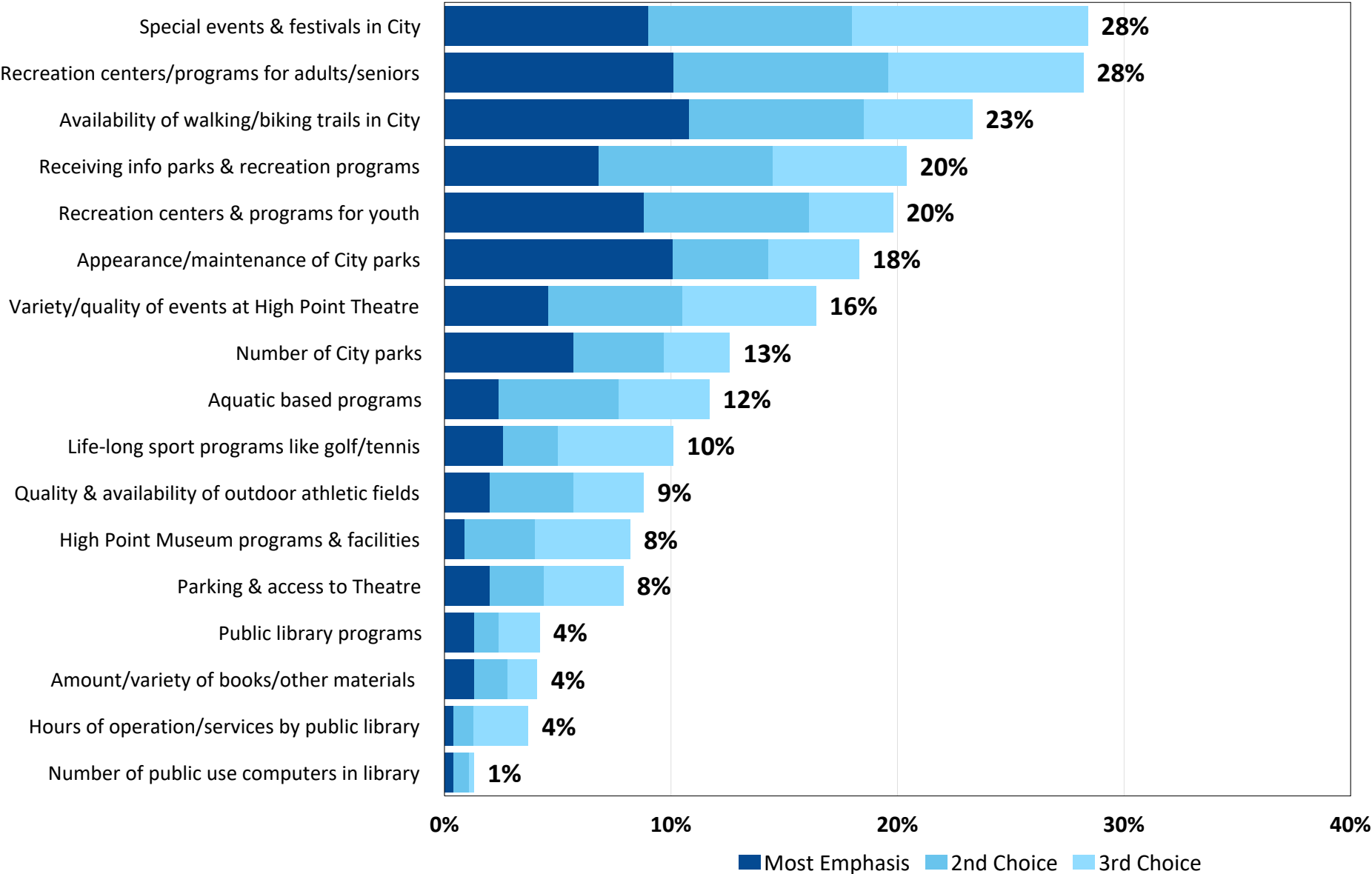
Trends: Satisfaction with Cultural and Recreation Services 2007 to 2022

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



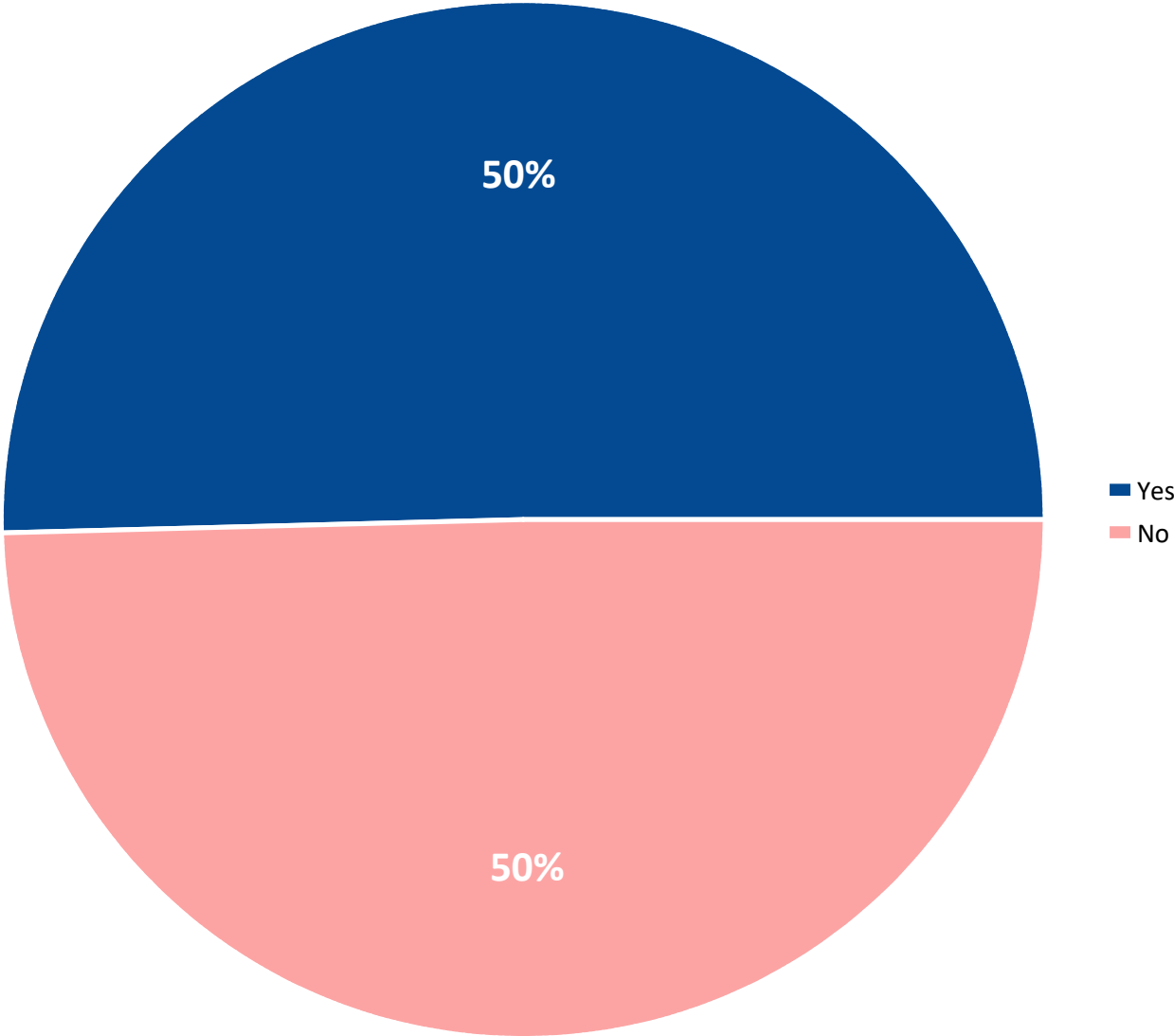
Q17. Cultural and Recreation Services That Residents Think Should Receive the Most Emphasis Over the Next Two Years

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



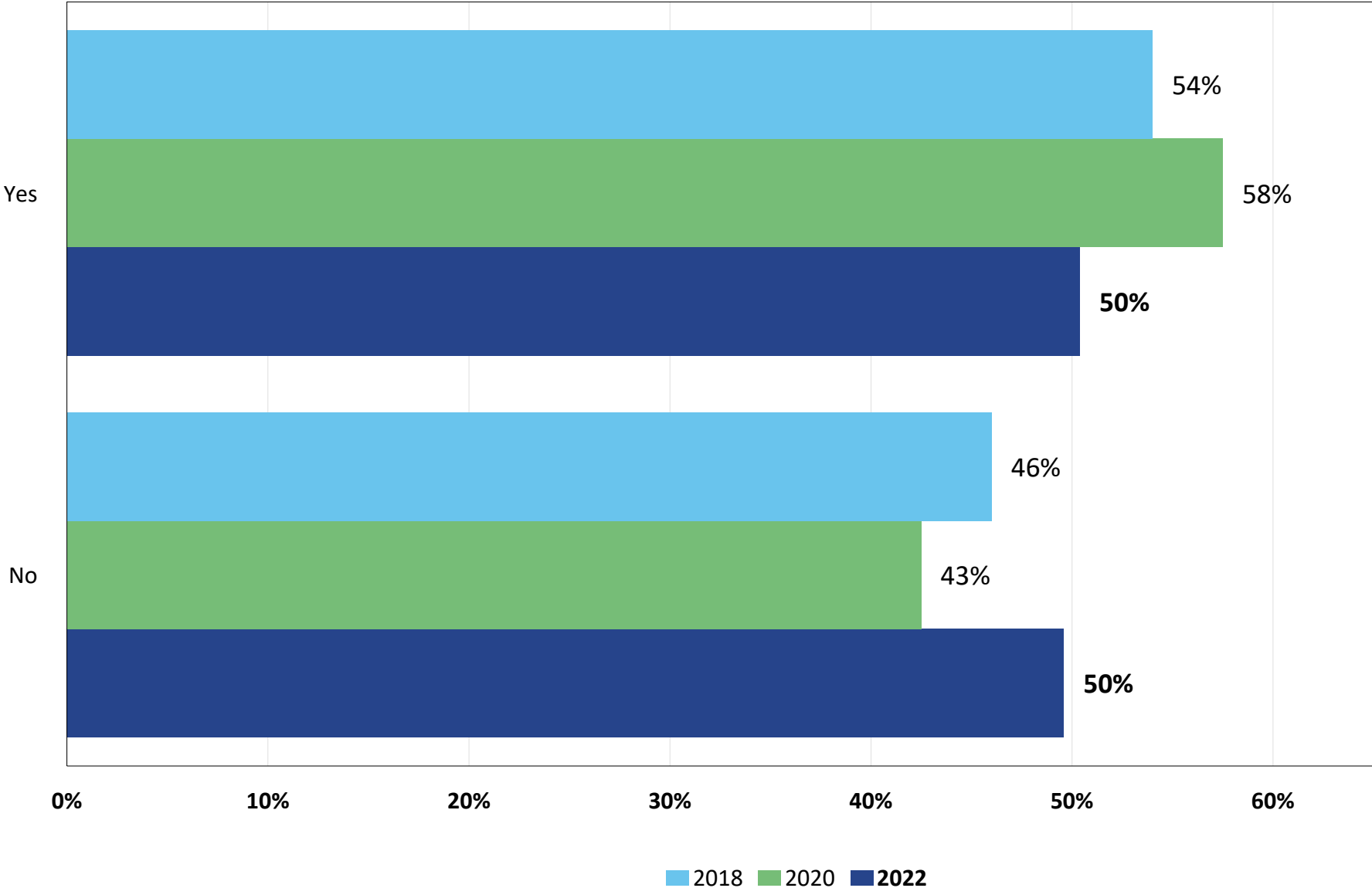
Q18. Have you contacted the City during the past year?

by percentage of respondents



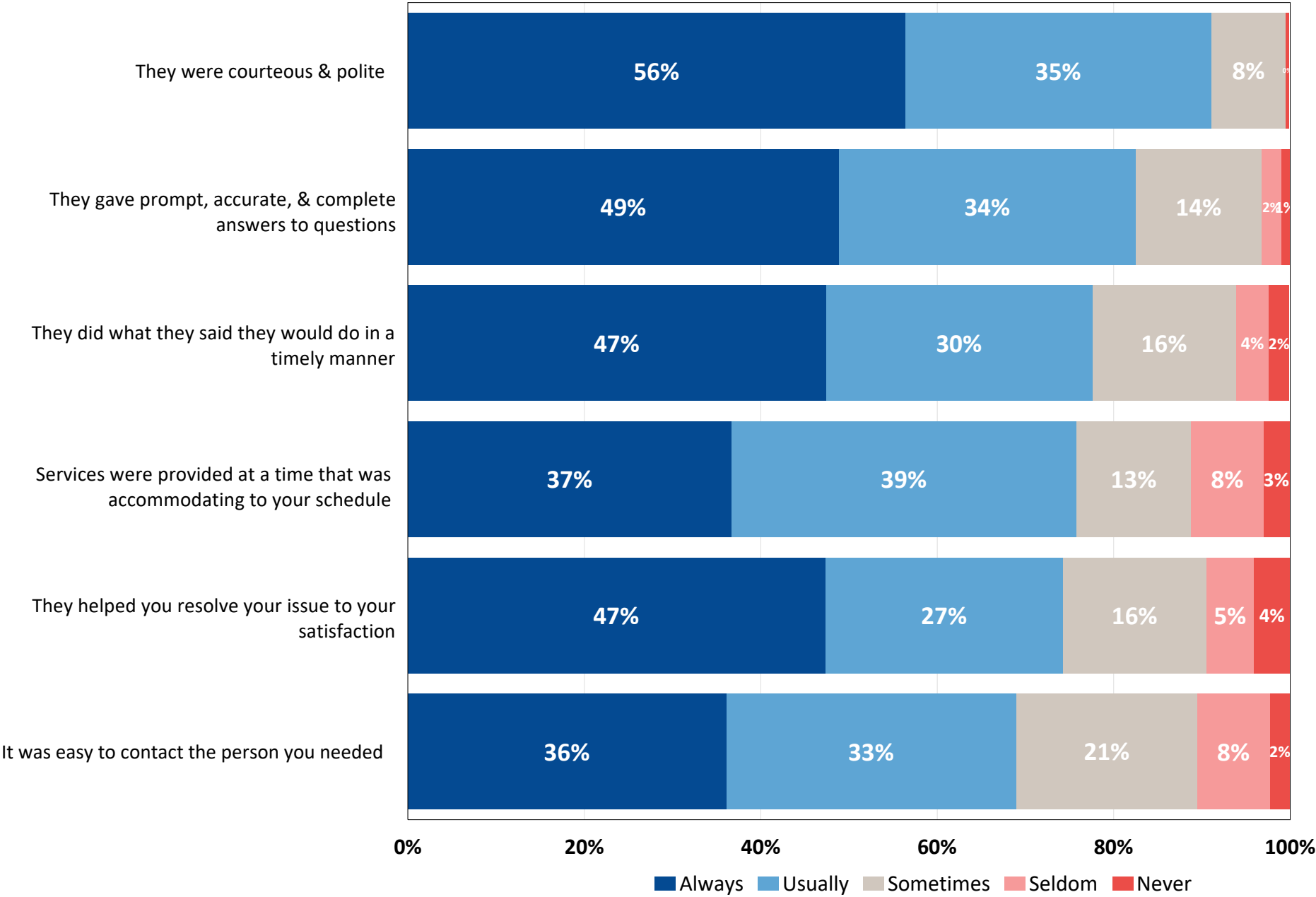
Trends: Have you contacted the City during the past year? 2018 to 2022

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



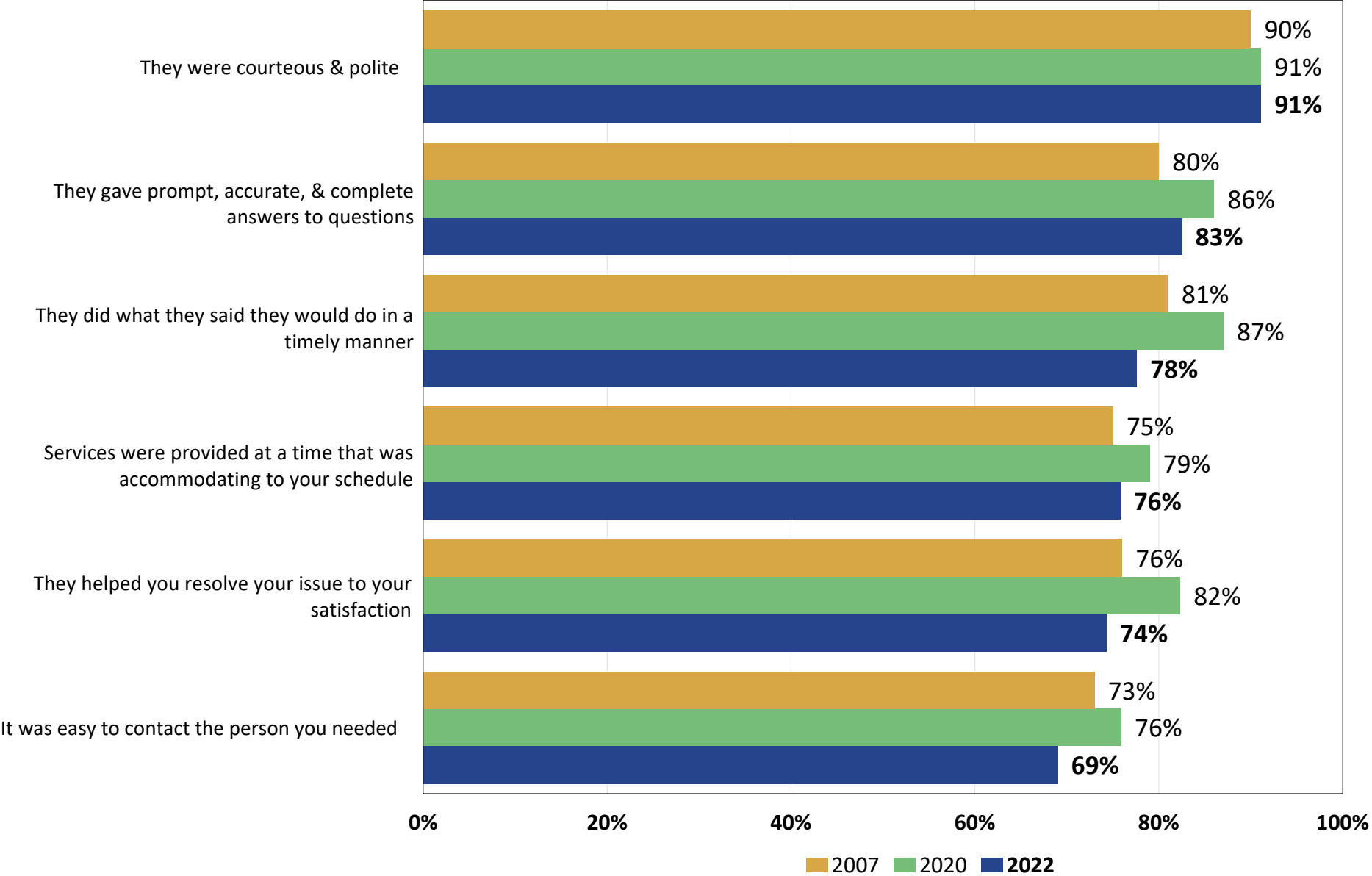
Q18a. How often do City employees display the following...?

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")



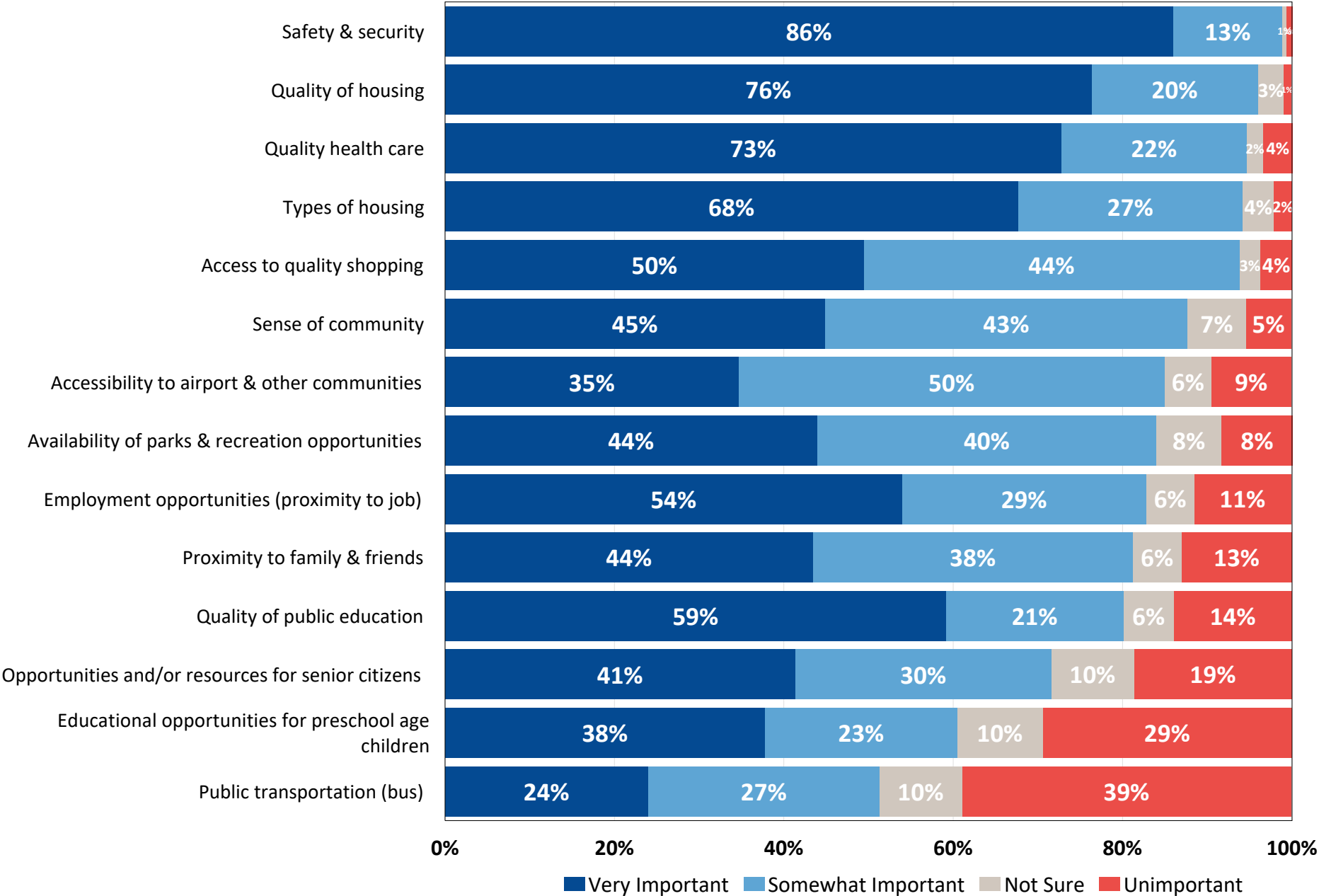
Trends: How often do City employees display the following...? 2007 to 2022

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



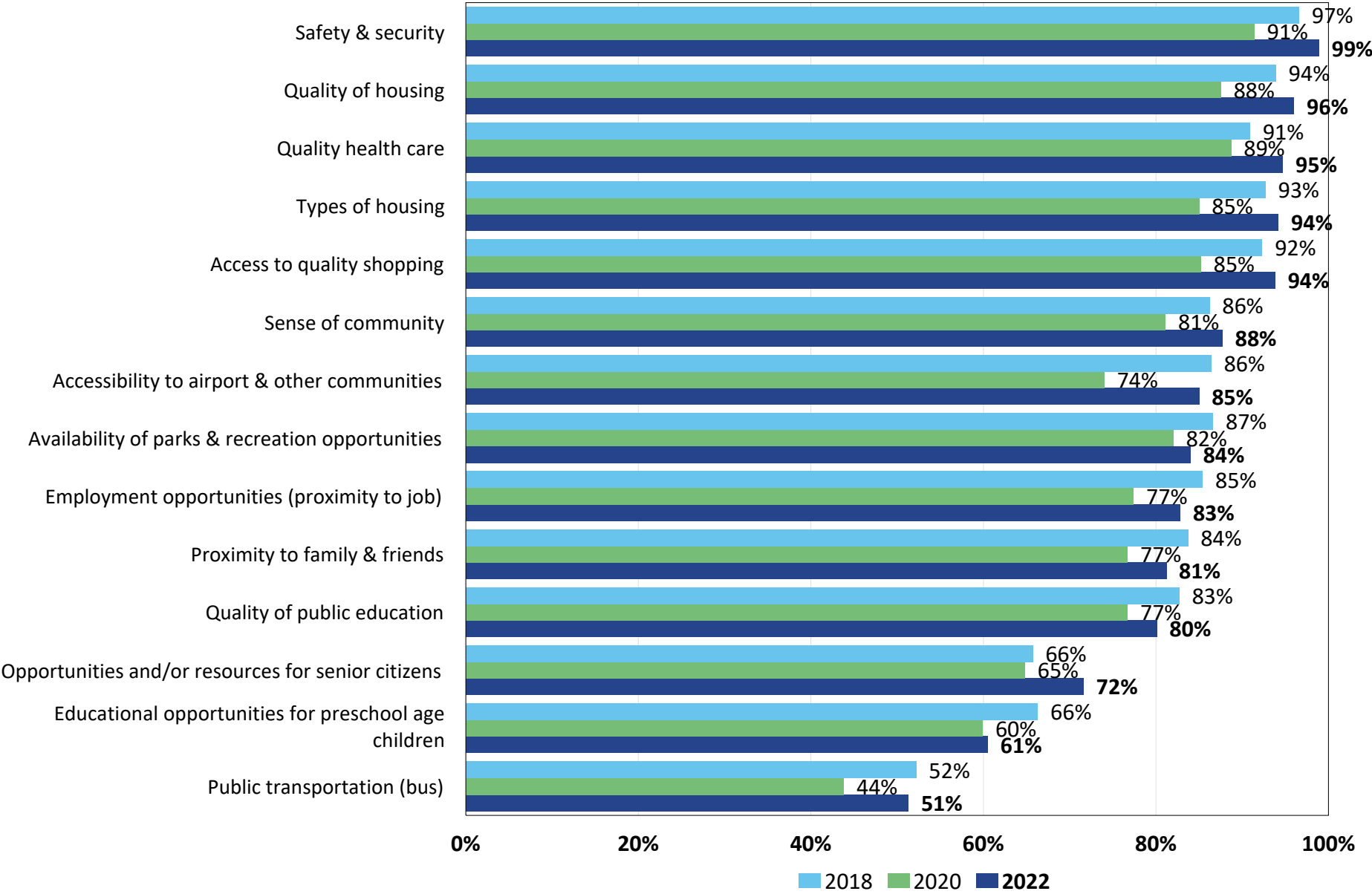
Q19. Importance of the Following Reasons for Deciding Where to Live

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



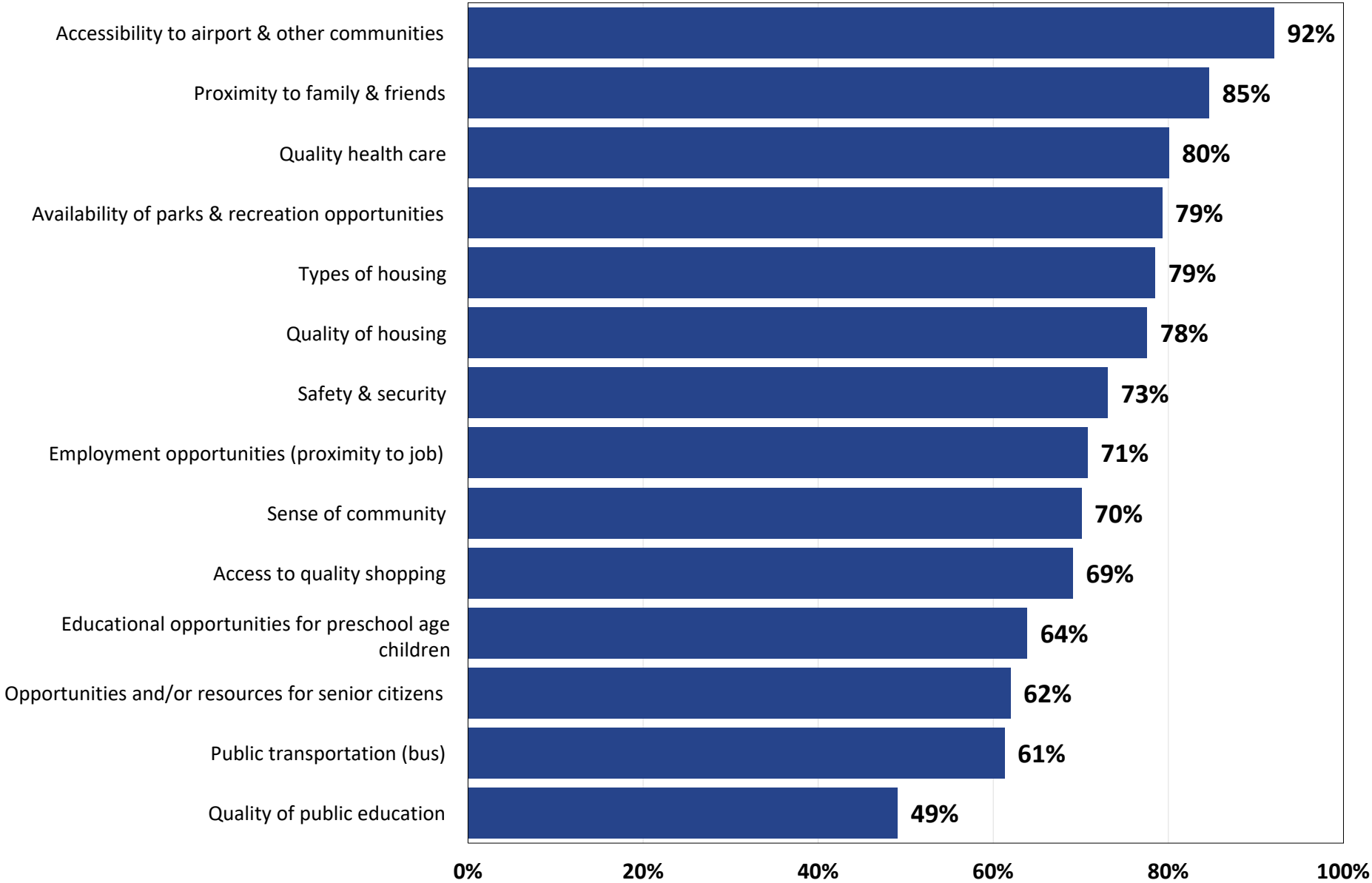
Trends: Quality of Life. Importance of Services For Deciding Where to Live 2018 to 2022

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



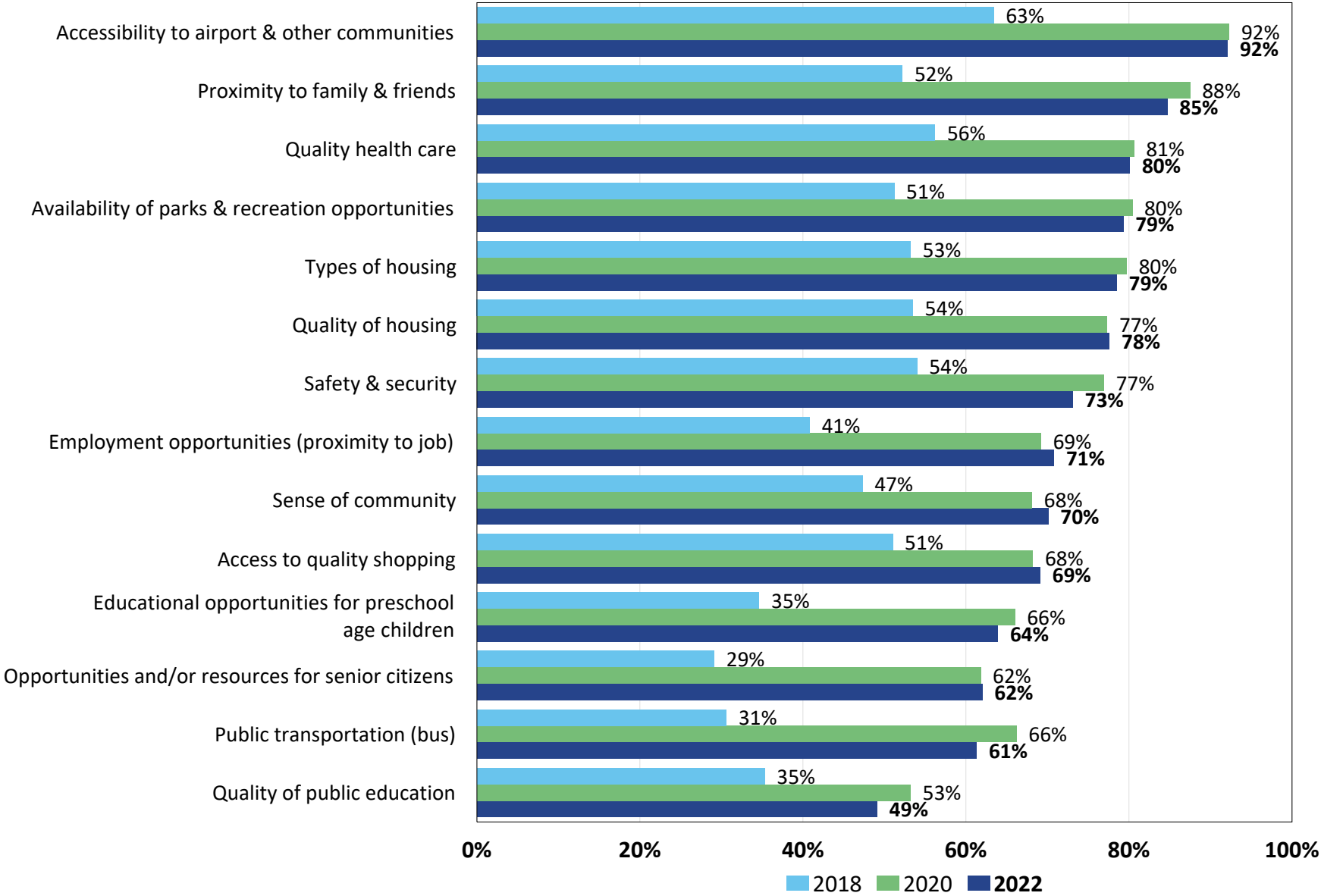
Q19. Are your needs being met in the City of High Point?

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



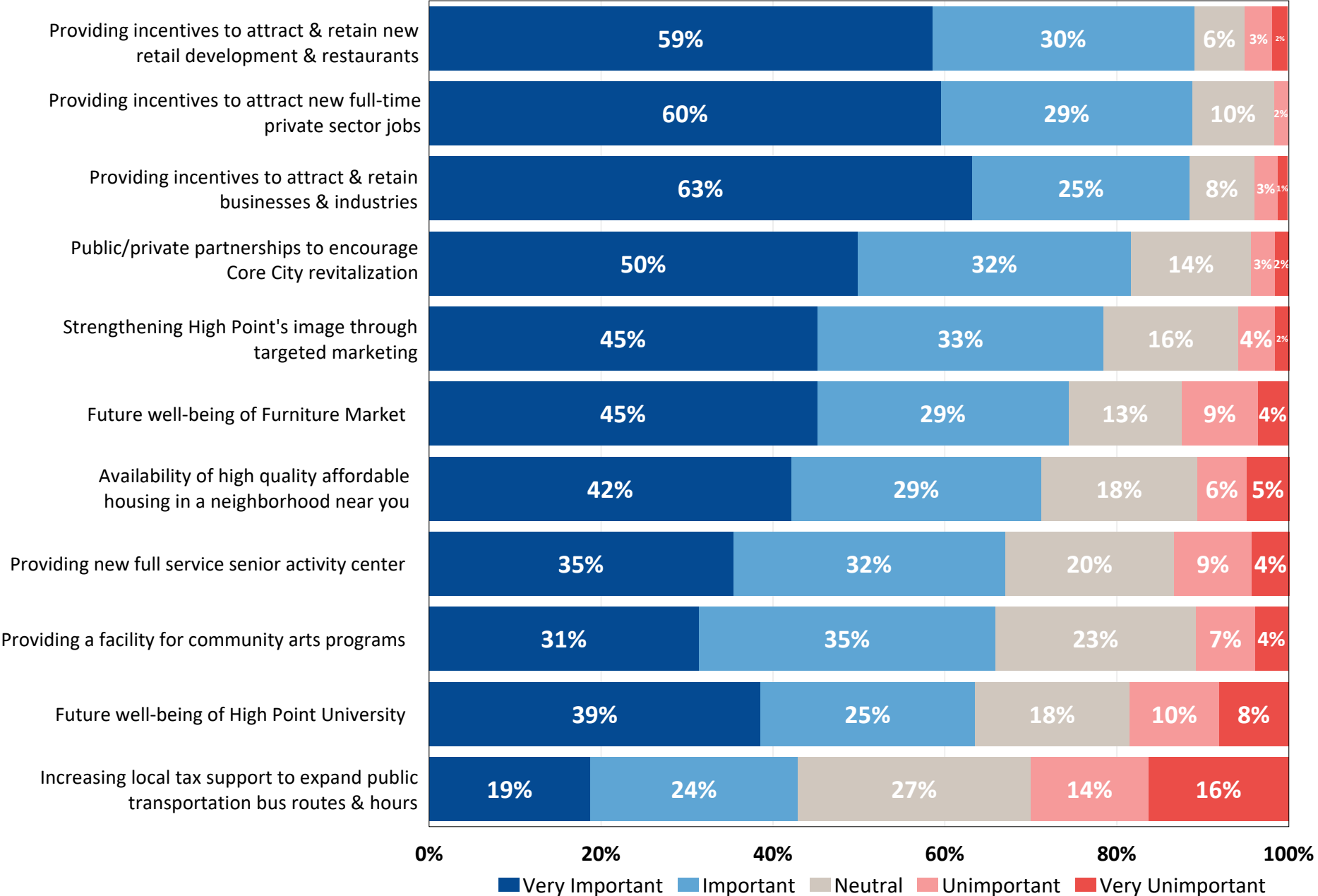
Trends: Are your needs being met in the City of High Point? 2018 to 2022

by percentage of respondents who answered "yes"



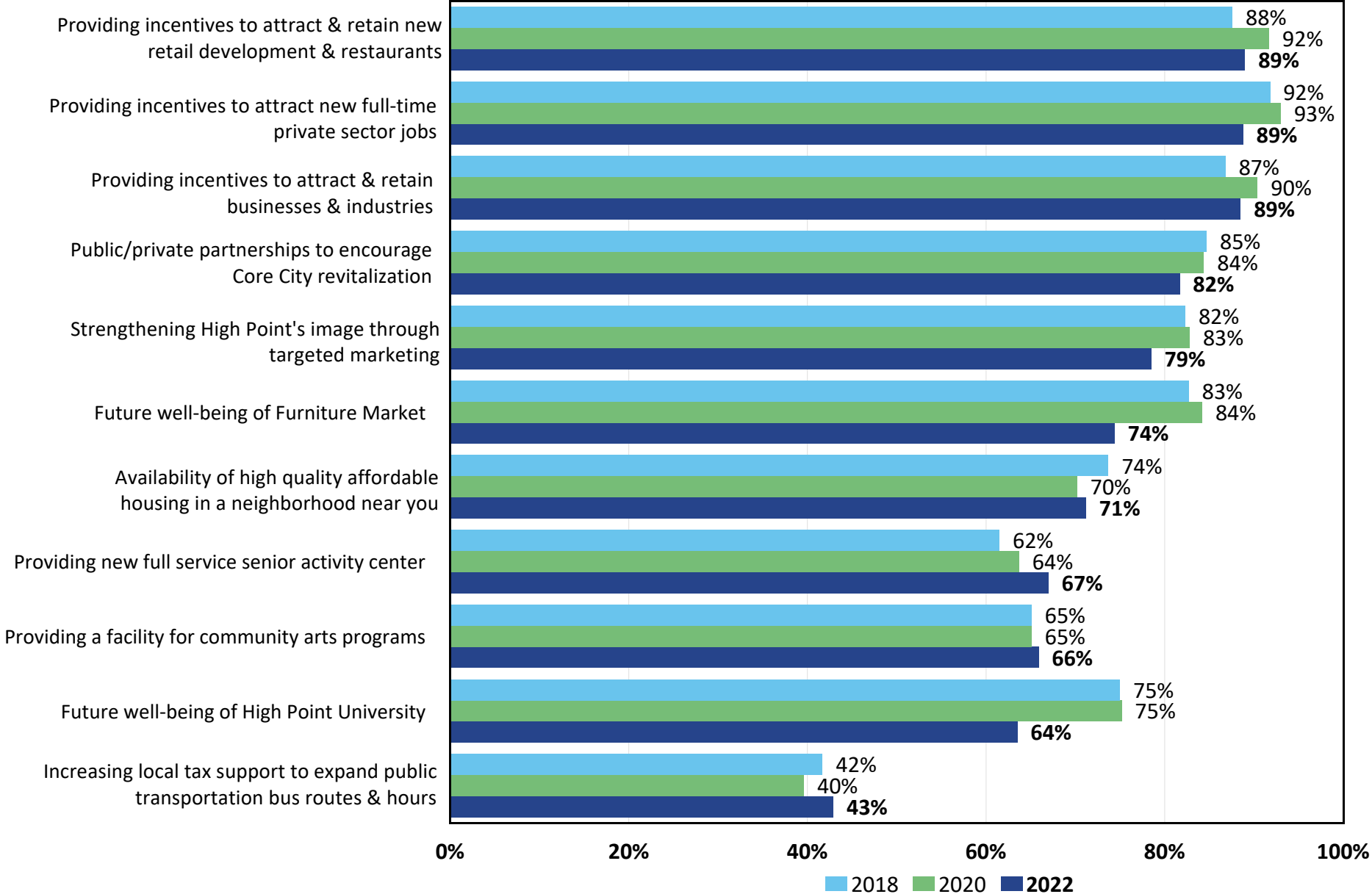
Q20. Importance of Various City Issues

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



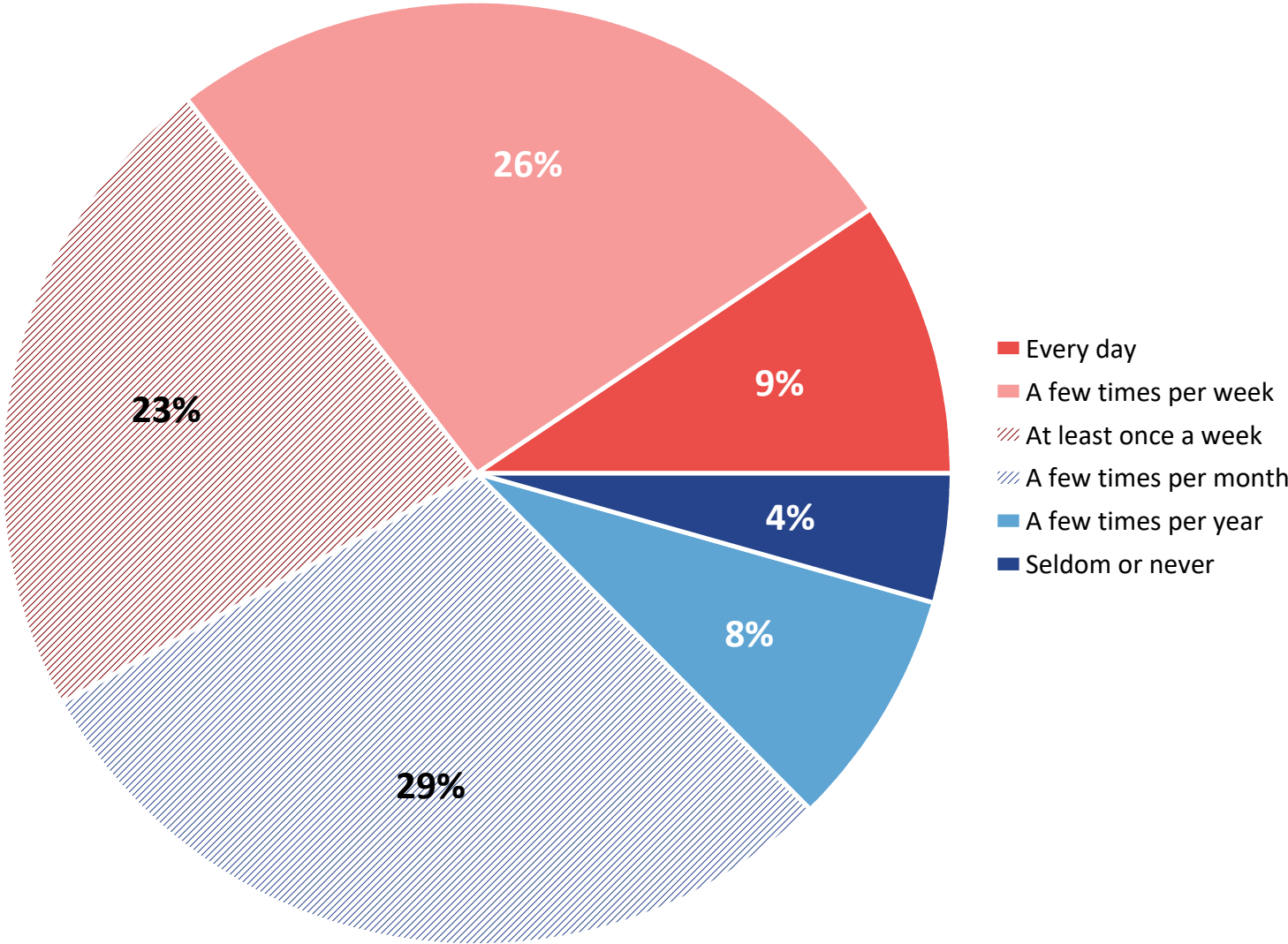
Trends: Importance of Various City Issues 2018 to 2022

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



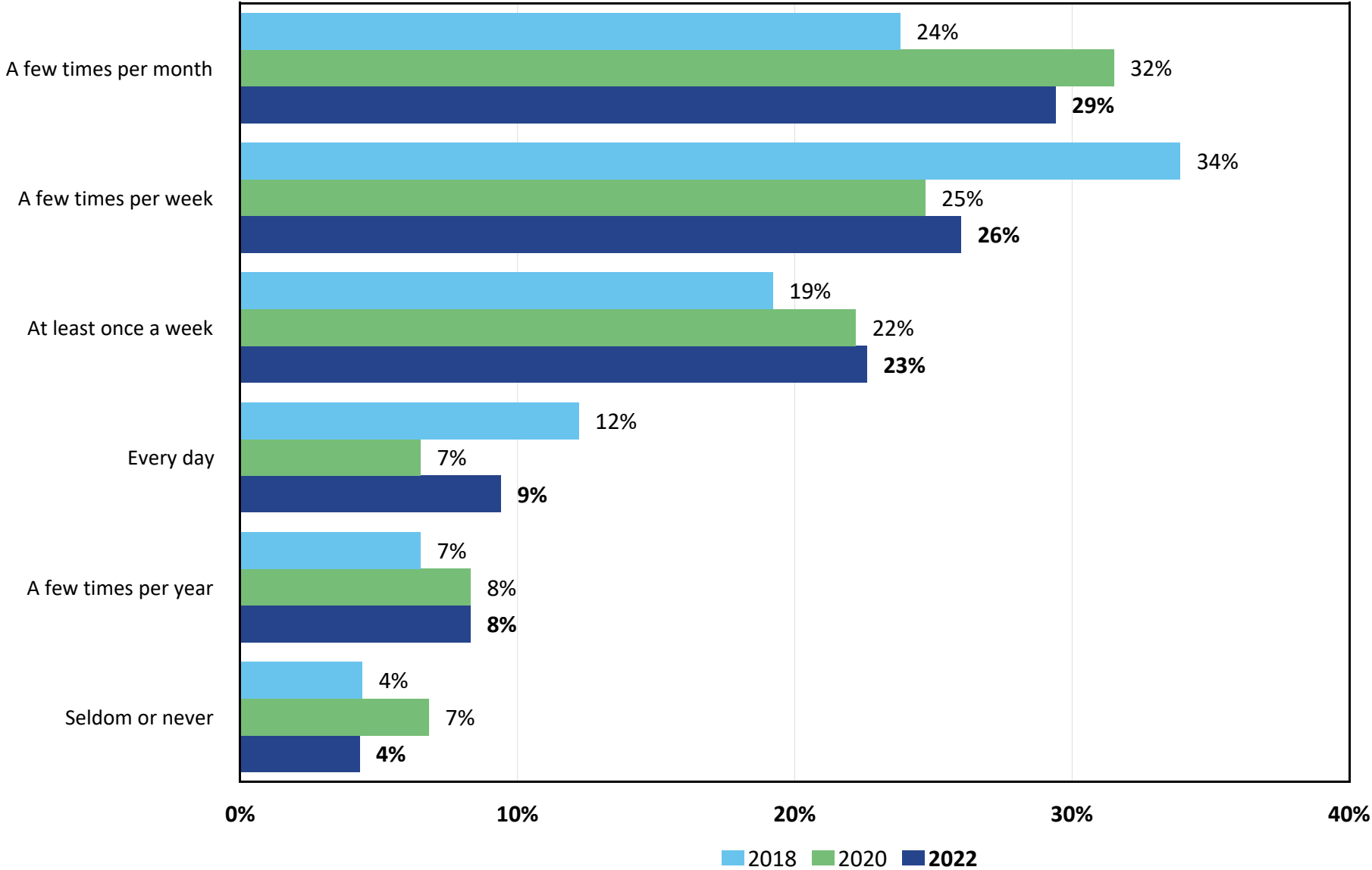
Q21. How often do you typically go outside High Point City limits to shop?

by percentage of respondents (excluding "not provided")



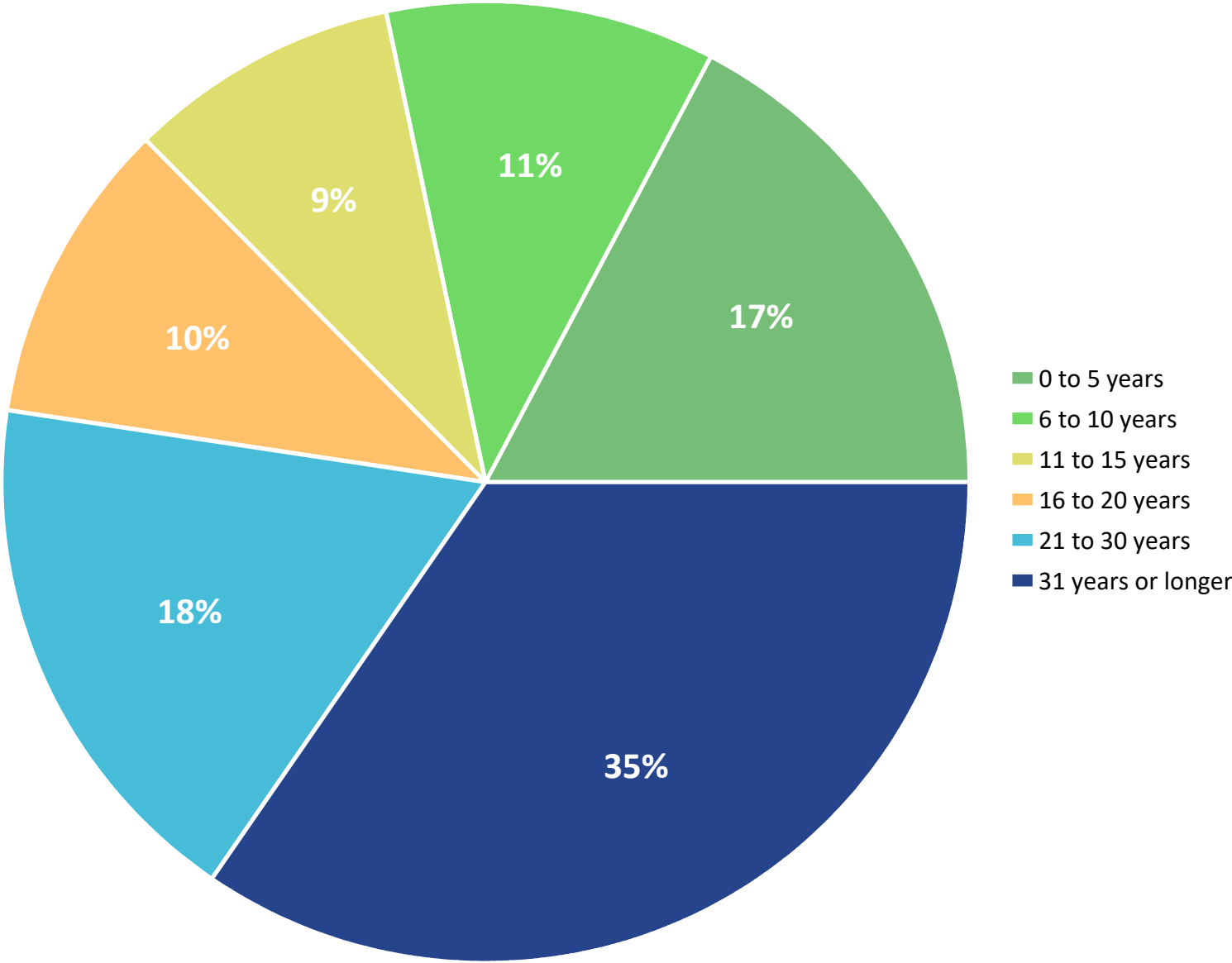
Trends: How often do you typically go outside High Point City limits to shop? 2018 to 2022

by percentage of respondents (excluding "not provided")



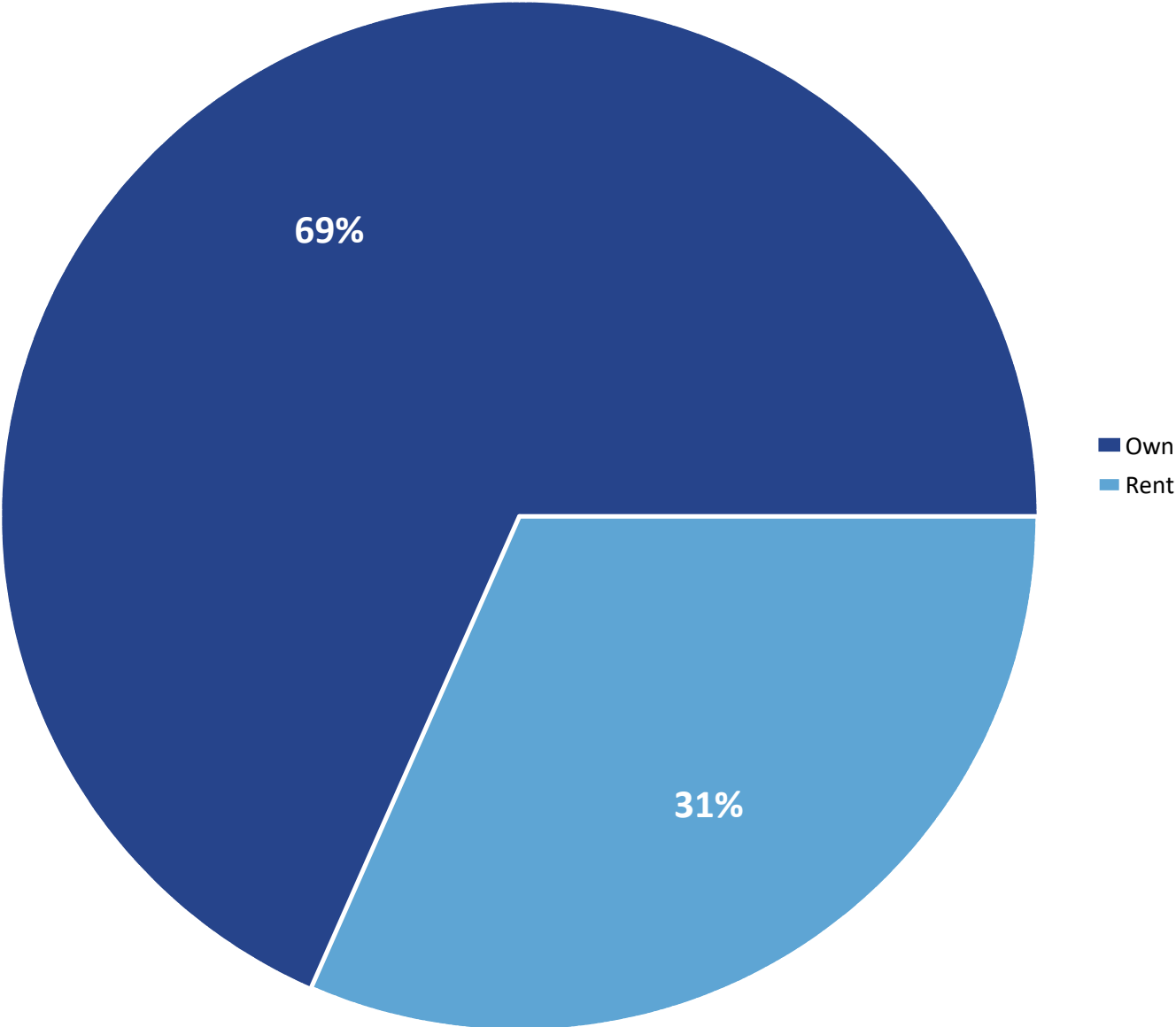
Demographics: Q22. Approximately how many years have you lived in High Point?

by percentage of respondents (excluding "not provided")



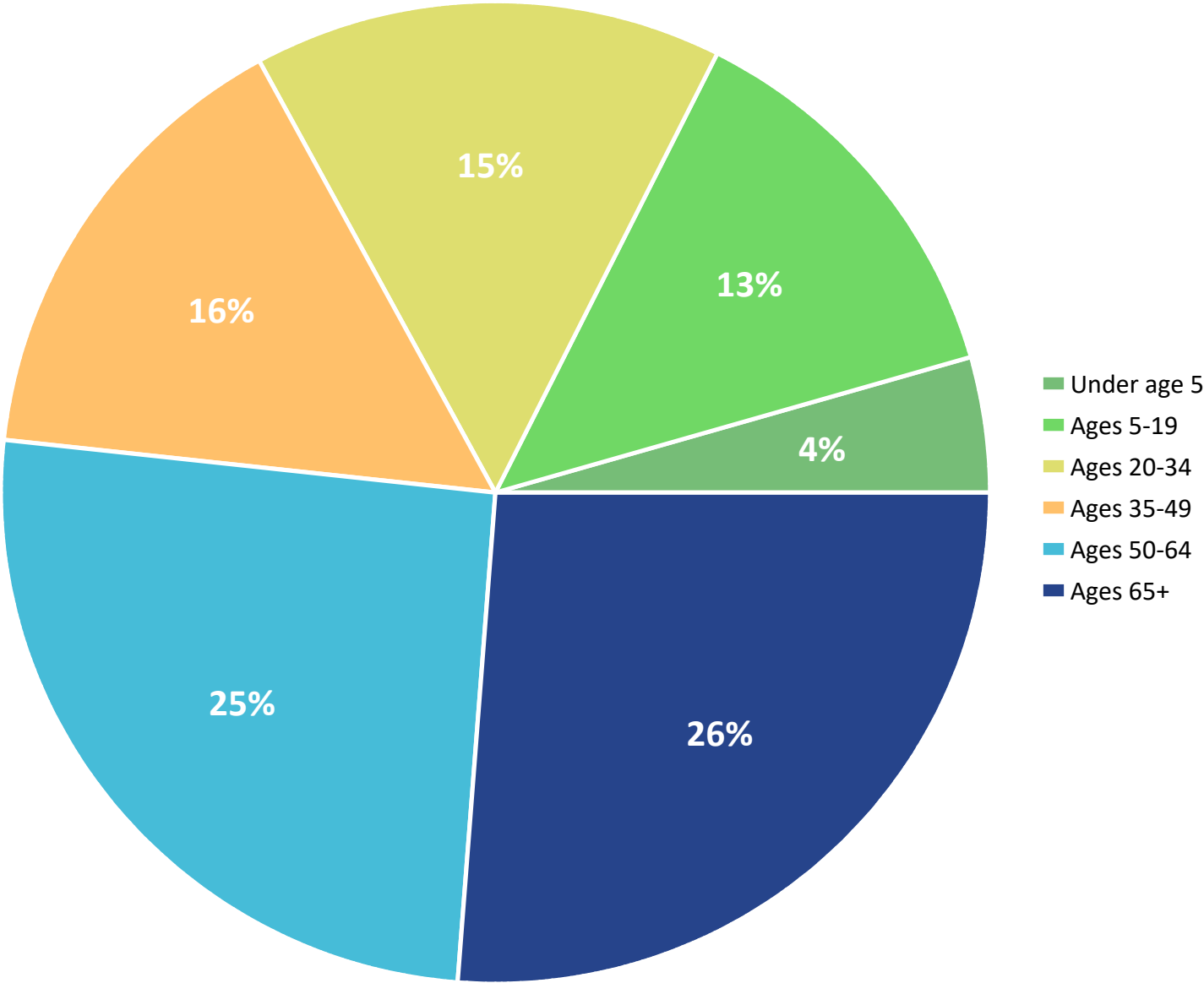
Demographics: Q23. Do you own or rent your current residence?

by percentage of respondents (excluding "not provided")



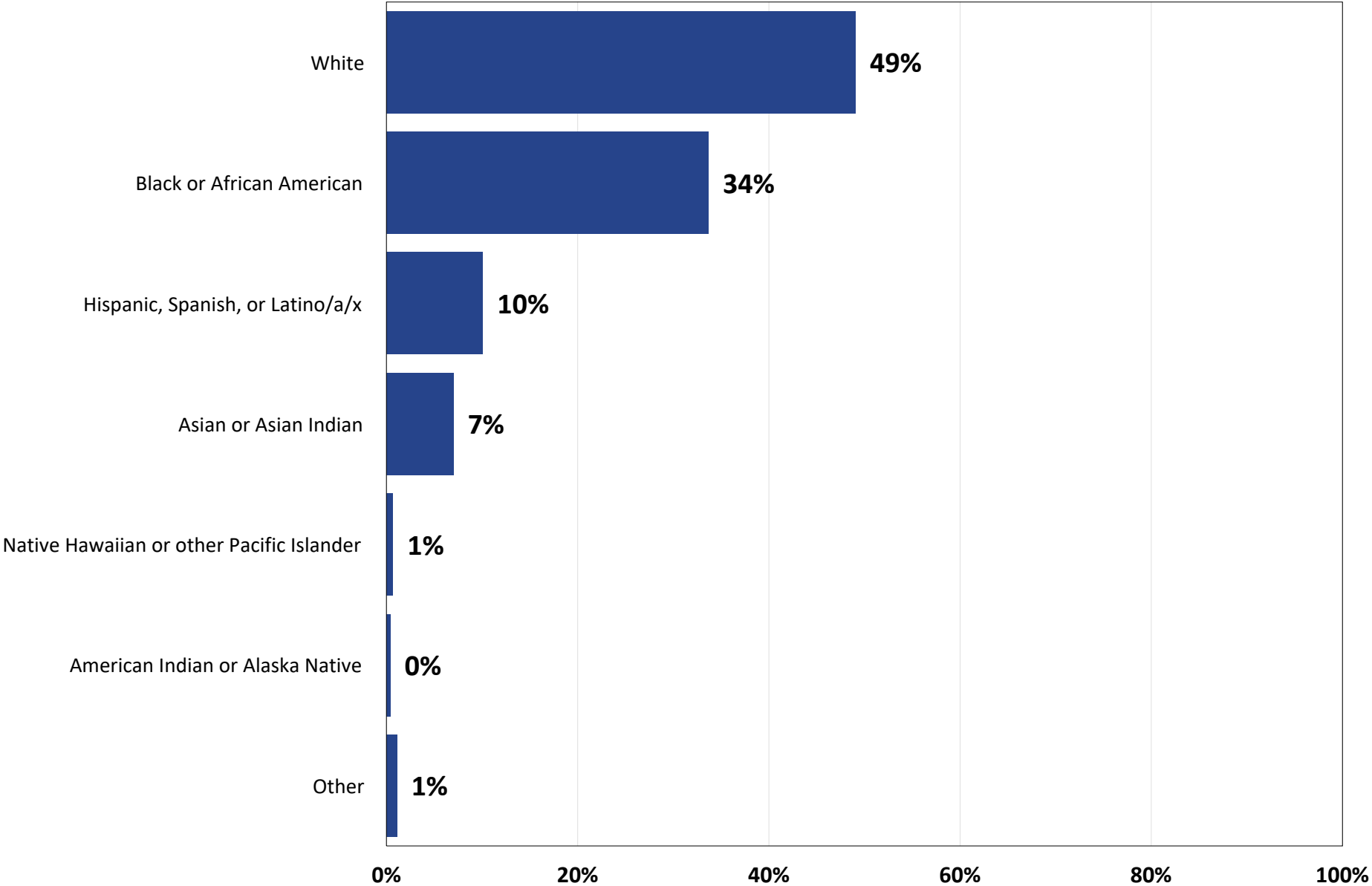
Demographics: Q24. Including yourself, how many persons in your household are in each of the following age groups?

by percentage of respondents



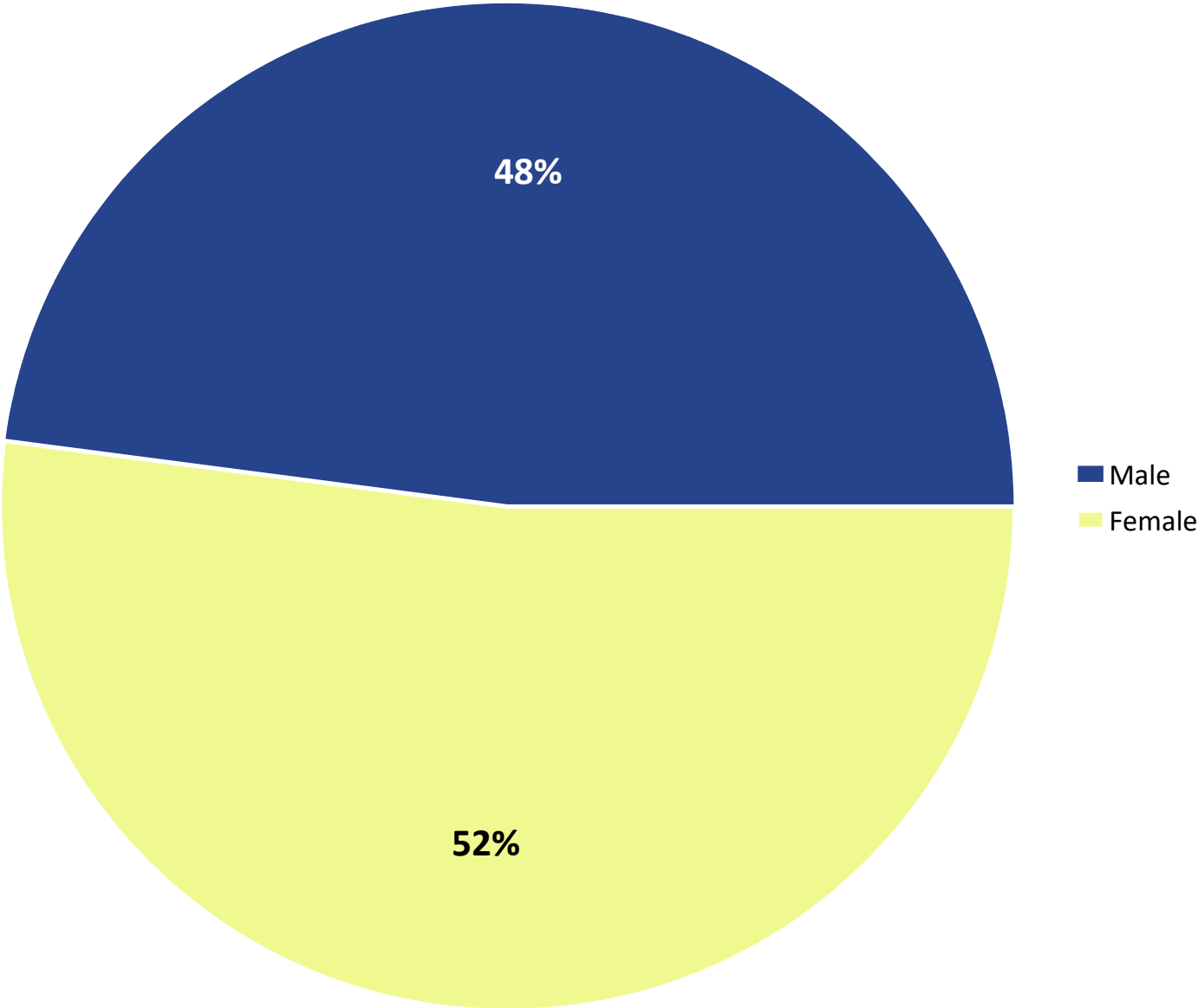
Demographics: Q25. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



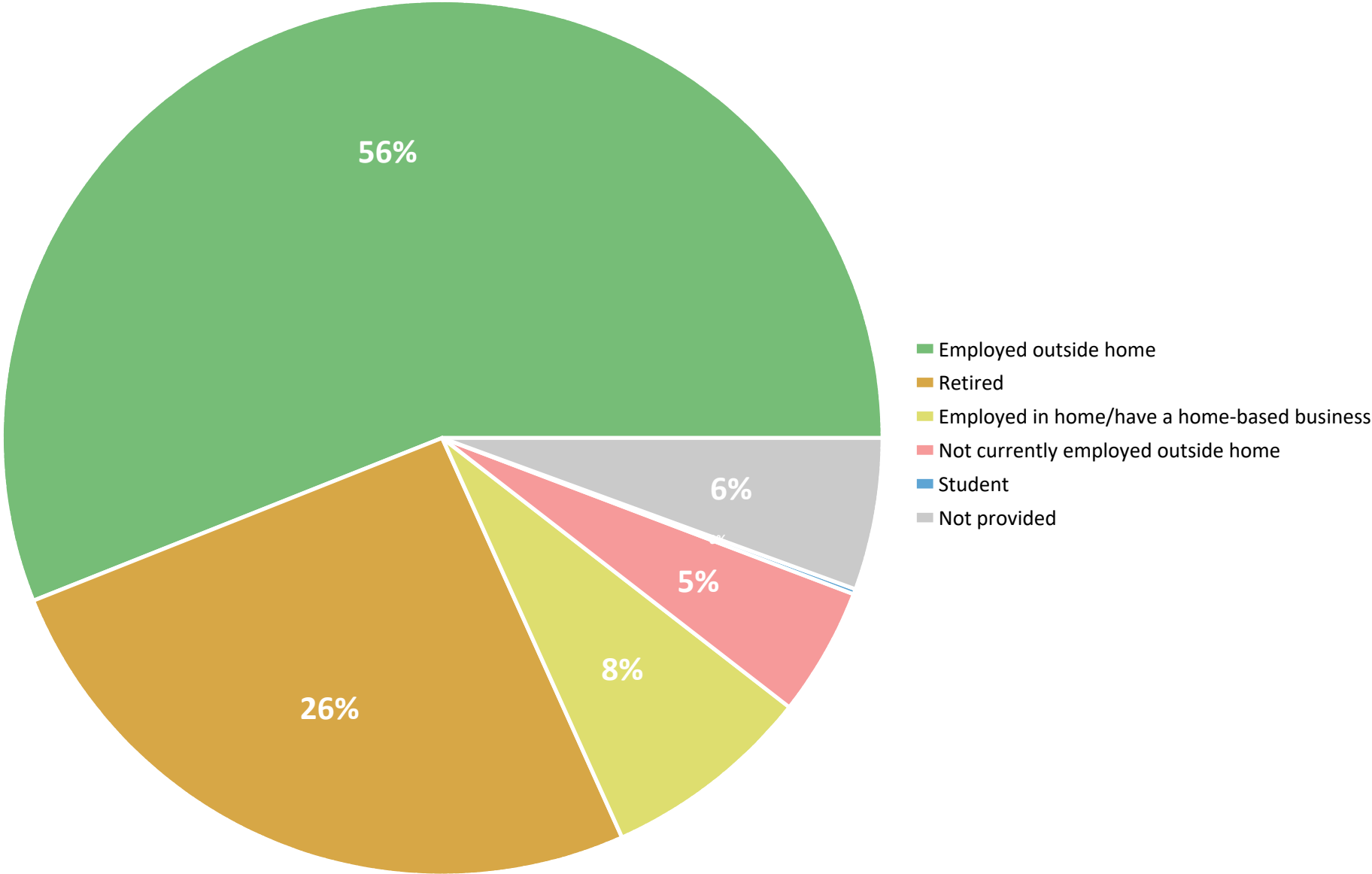
Demographics: Q26. What is your gender?

by percentage of respondents (excluding "not provided")



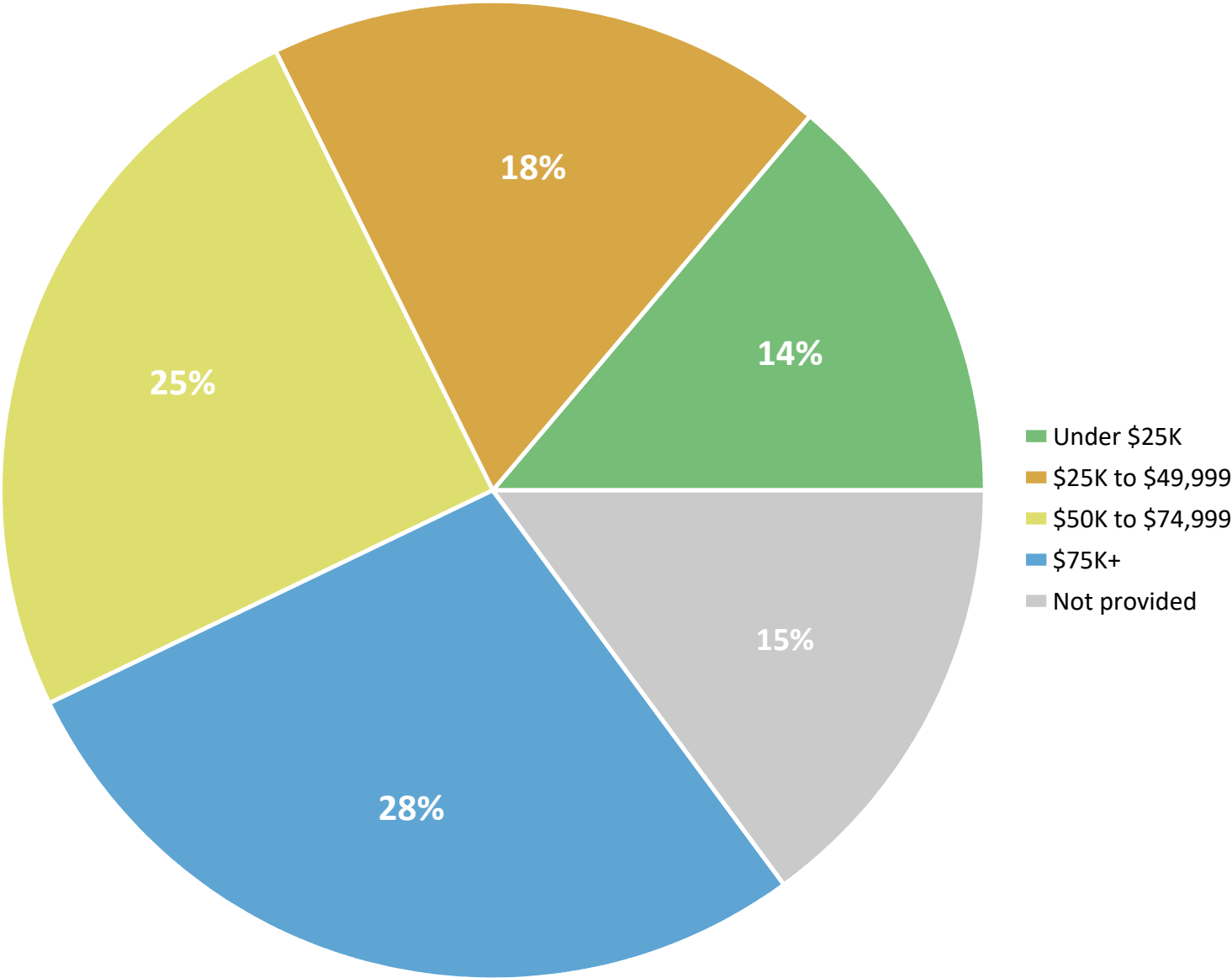
Demographics: Q27. Which of the following best describes your current employment status?

by percentage of respondents



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

by percentage of respondents





2

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 fall of 2021 to a random sample of over 9,000 residents in the continental United States, (2) a regional survey that was administered by ETC Institute during the fall of 2021 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, District of Columbia, and New Jersey, and (3) medium-sized communities with a population between 50,000 and 200,000 where ETC Institute has administered the *DirectionFinder*® survey since January 2021. The 42 communities included in these comparisons are listed below.

- Amarillo, TX
- Apex, NC
- Auburn, AL
- Baytown, TX
- Blue Springs, MO
- Chapel Hill, NC
- Conroe, TX
- Coral Springs, FL
- Davenport, IA
- Dayton, OH
- Elgin, IL
- Fort Lauderdale, FL
- Gainesville, FL
- Lauderhill, FL
- Lawrence, KS
- League City, TX
- Lenexa, KS
- Longmont, CO
- Mansfield, TX
- Margate, FL
- McAllen, TX
- Meridian, ID
- Mesquite, TX
- Miami Beach, FL
- Mount Prospect, IL
- Olathe, KS
- Overland Park, KS
- Pflugerville, TX
- Pueblo, CO
- Round Rock, TX
- Shoreline, WA
- South Bend, IN
- St. Joseph, MO
- Sterling Heights, MI
- Tamarac, FL
- Tempe, AZ
- Thornton, CO
- Topeka, KS
- West Des Moines, IA
- Westminster, CO
- Wilmington, NC
- Wyandotte County, KS

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 9,000 residents across the U.S. in the fall of 2021, and a regional survey that was administered to a random sample of residents living in the Atlantic Region of the U.S. during the fall of 2021.

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 2021.

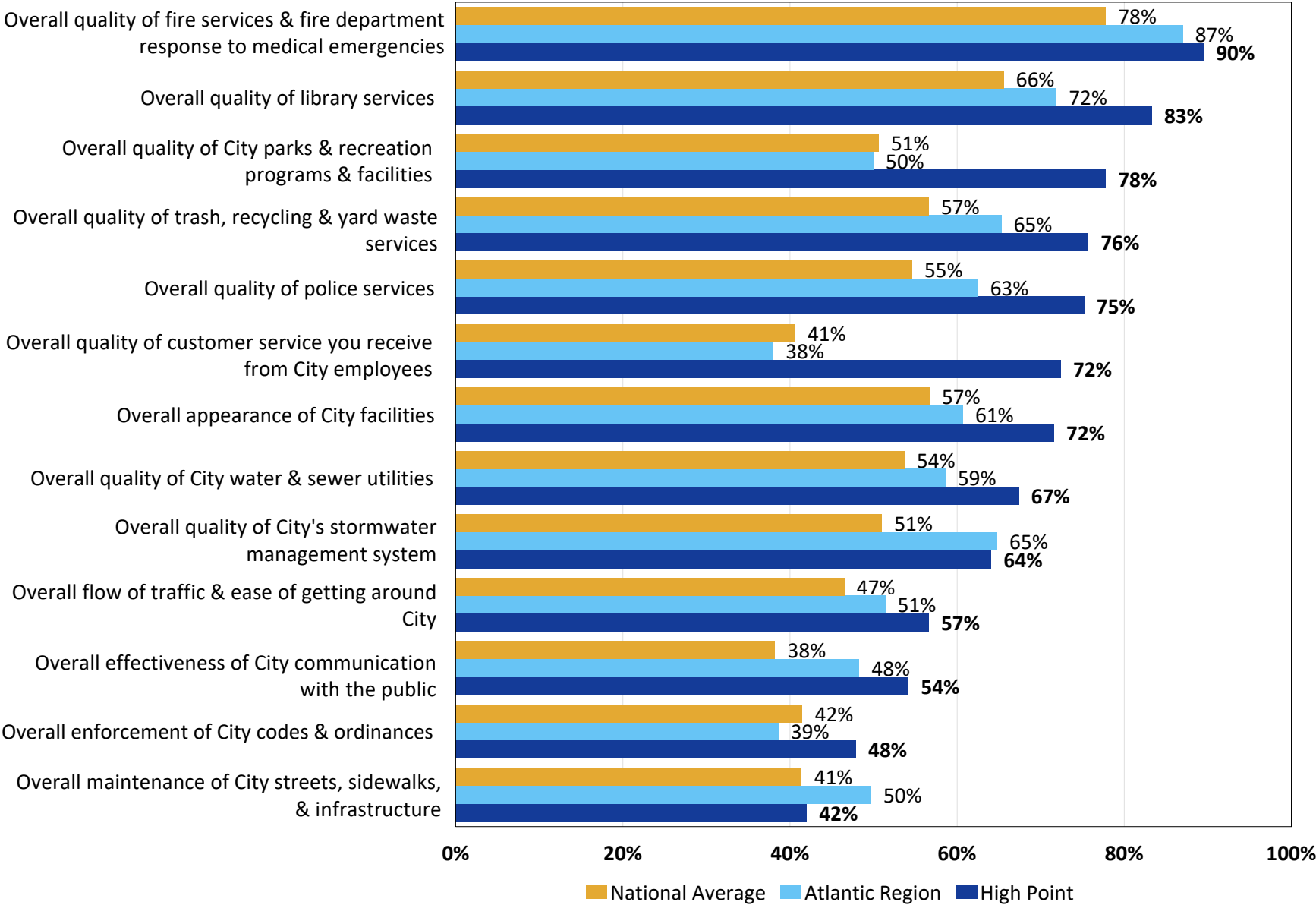
National Benchmarks

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Major Categories of City Services

National Average vs. Atlantic Region vs. High Point

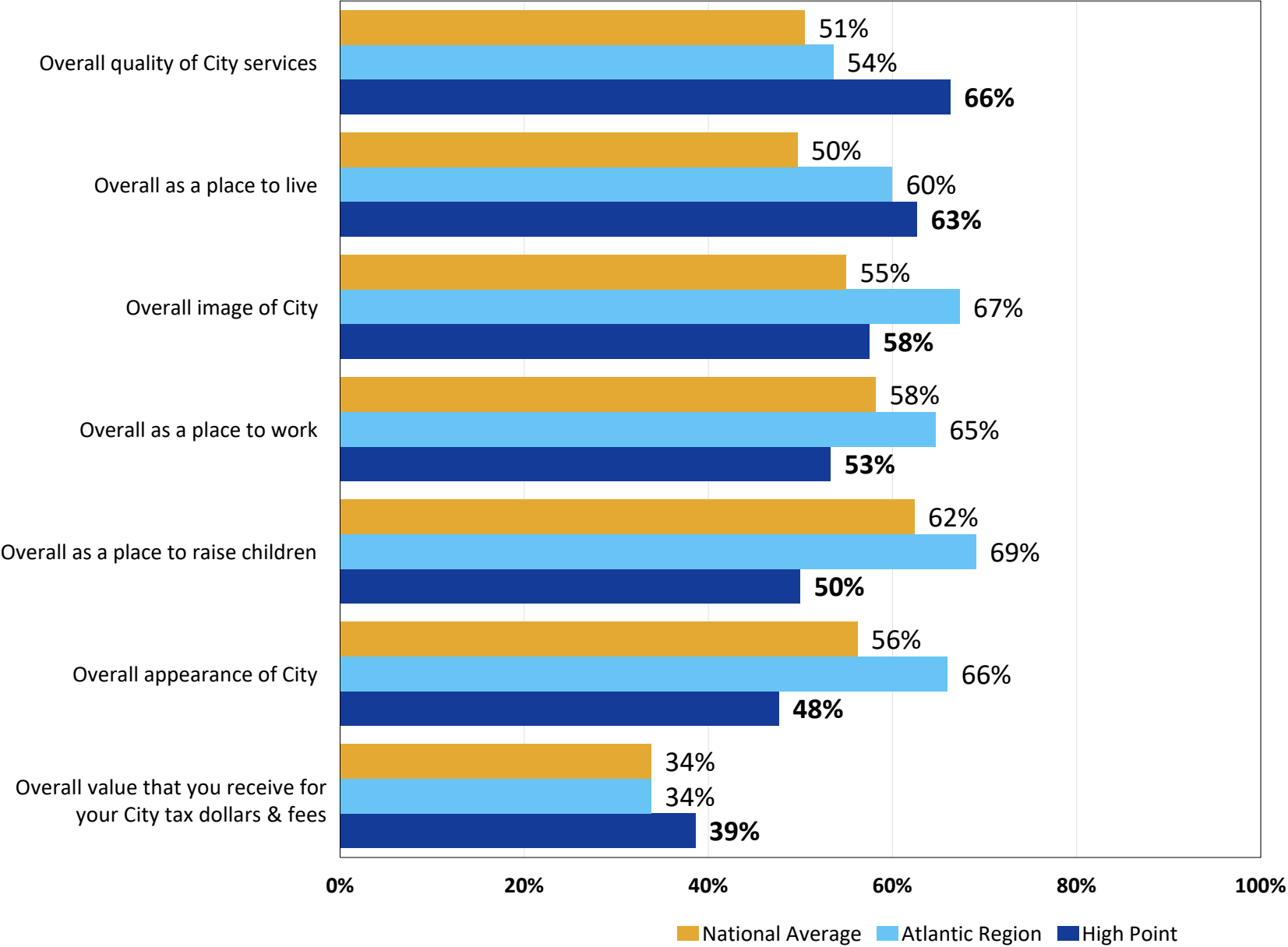
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Perception of the City

National Average vs. Atlantic Region vs. High Point

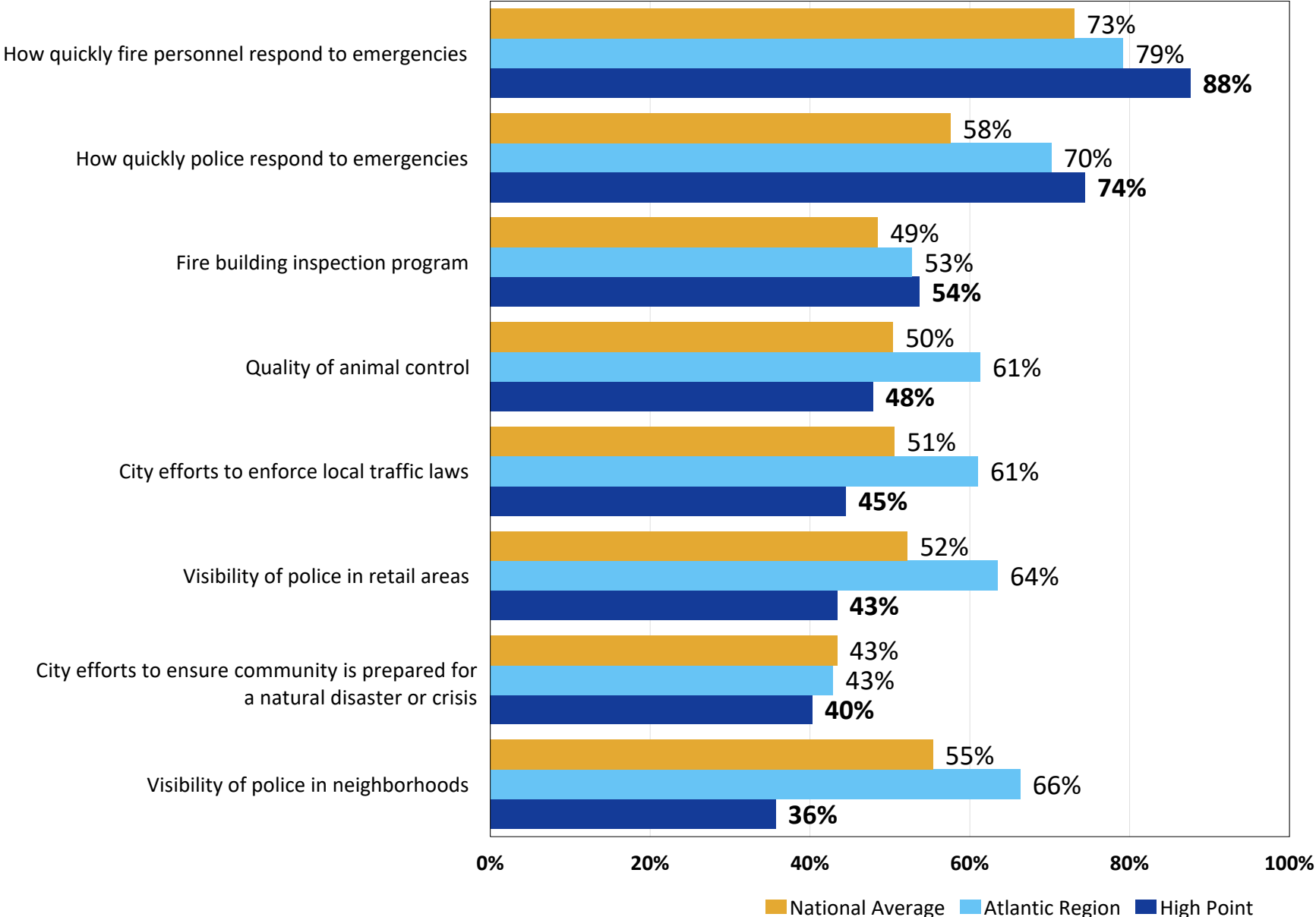
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Public Safety and Emergency Services

National Average vs. Atlantic Region vs. High Point

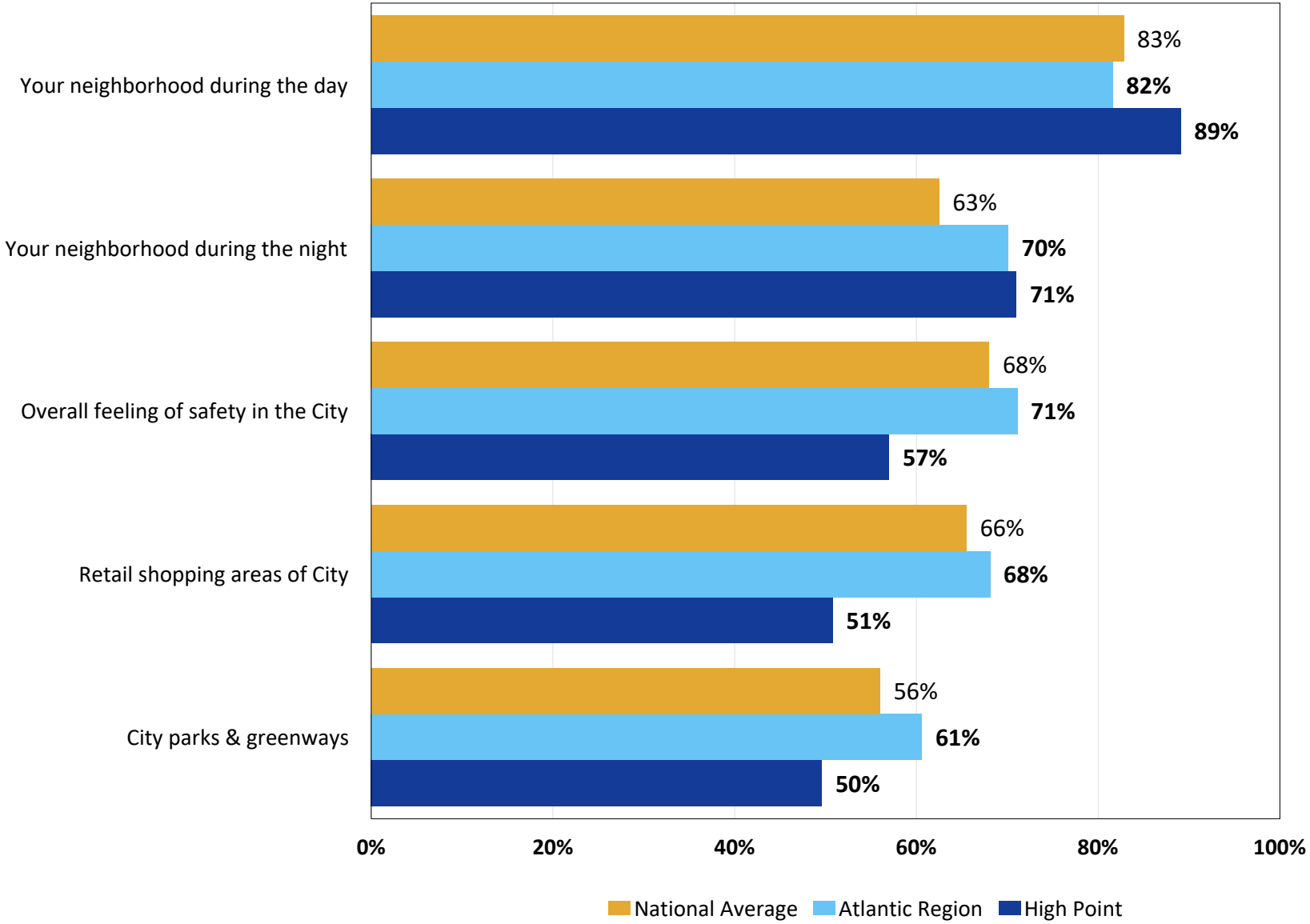
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Perceptions of Safety

National Average vs. Atlantic Region vs. High Point

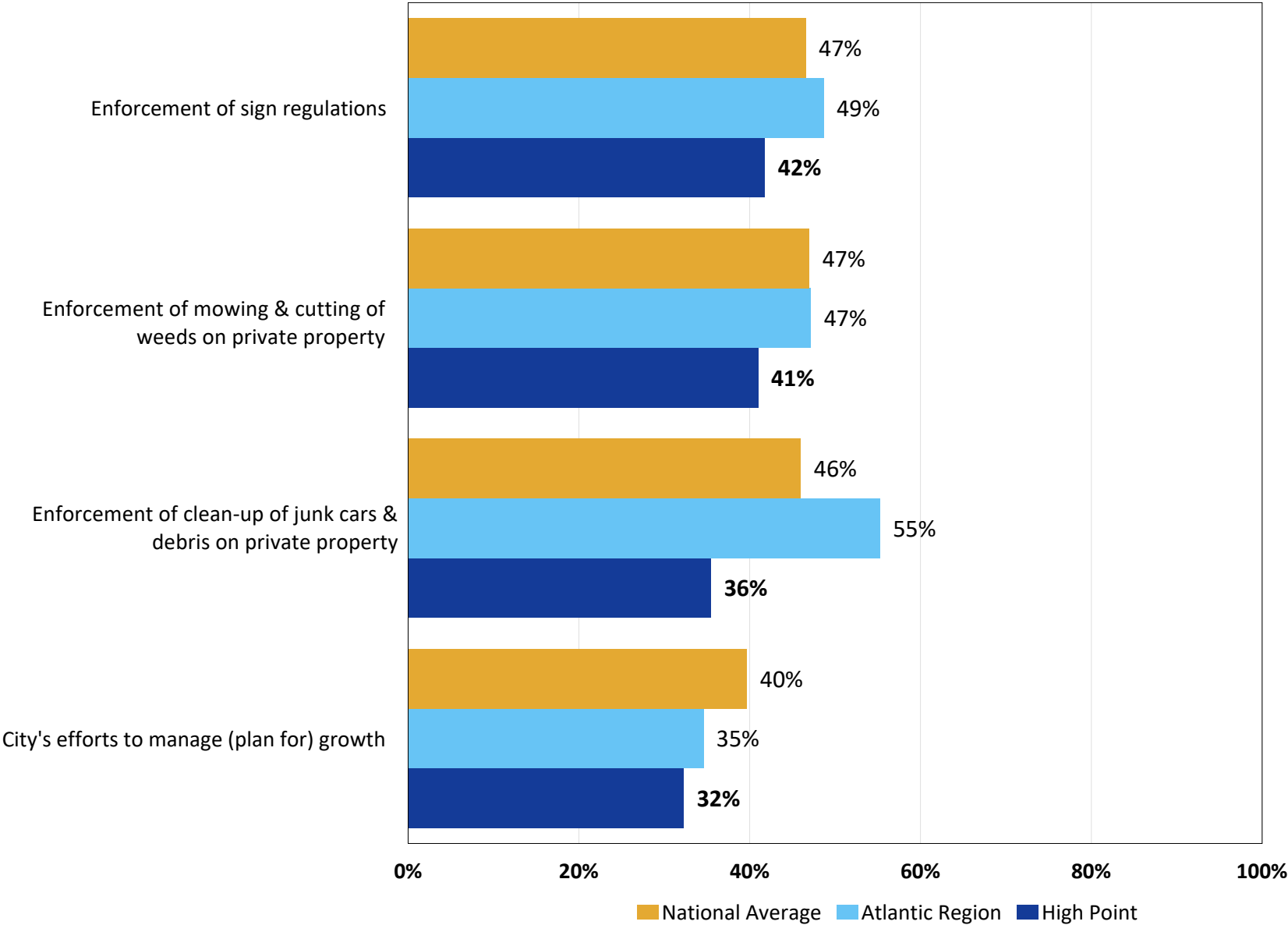
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Neighborhood Services

National Average vs. Atlantic Region vs. High Point

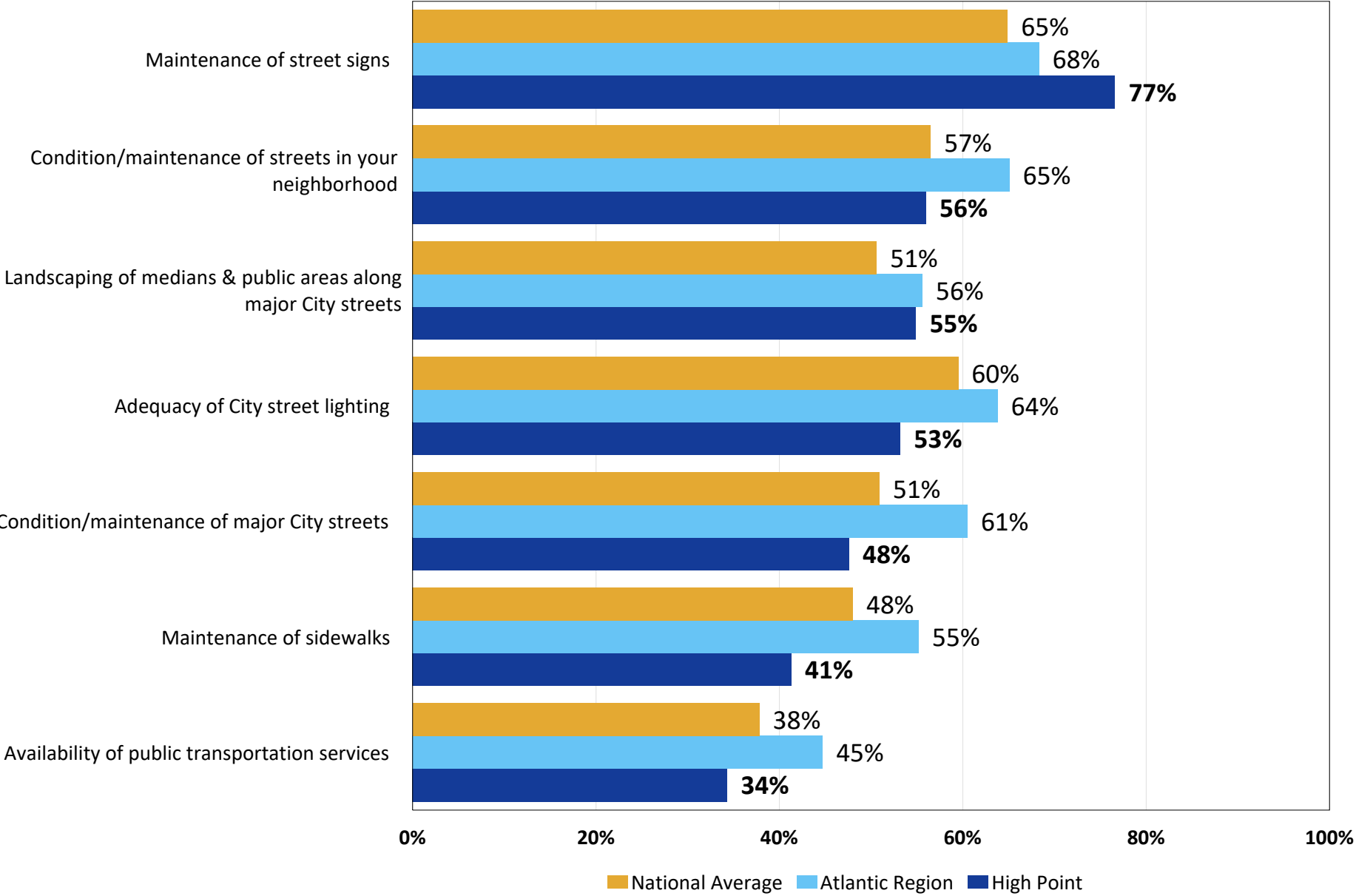
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Transportation and Roadway Services

National Average vs. Atlantic Region vs. High Point

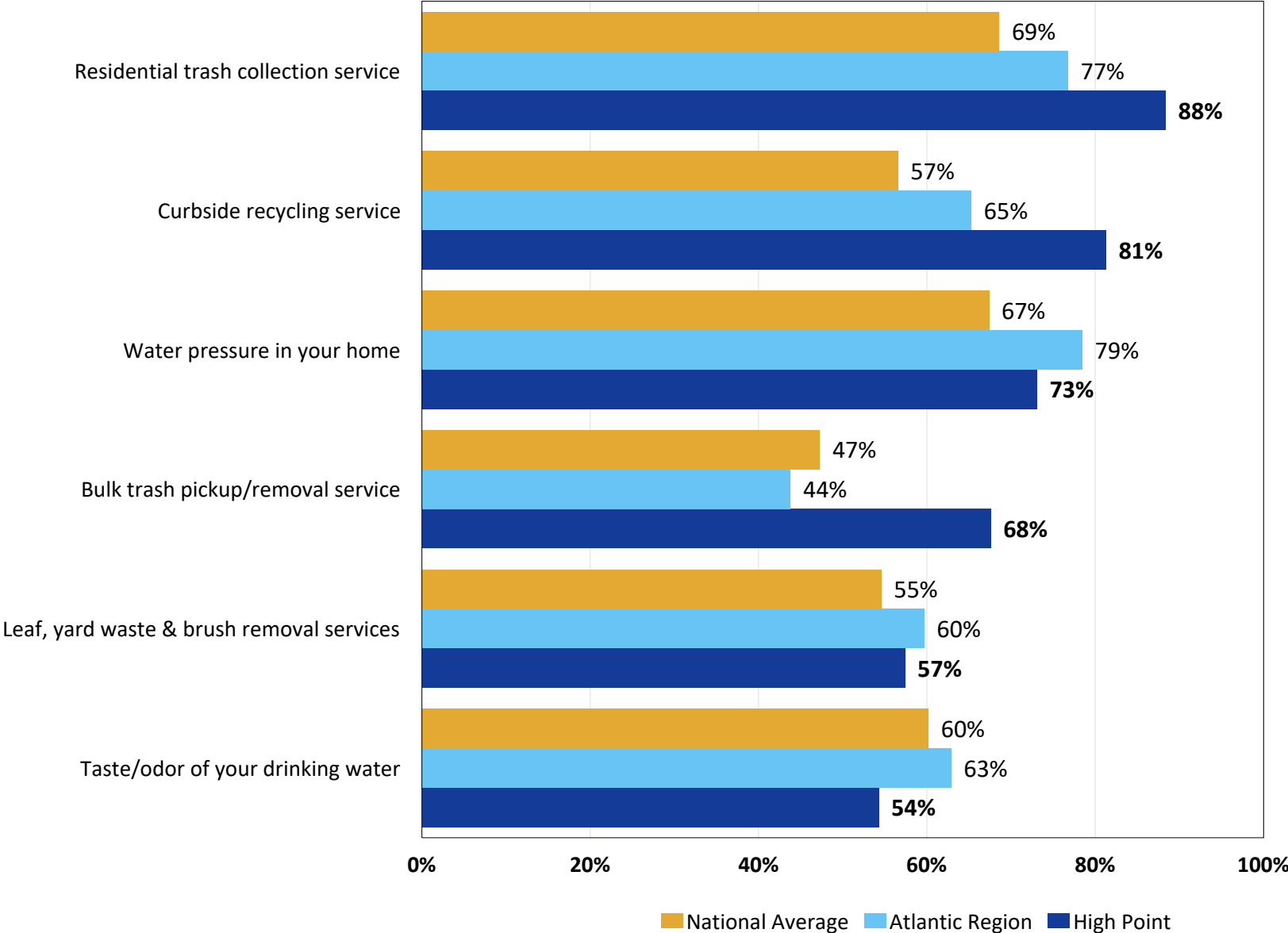
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



Environmental and Utility Services

National Average vs. Atlantic Region vs. High Point

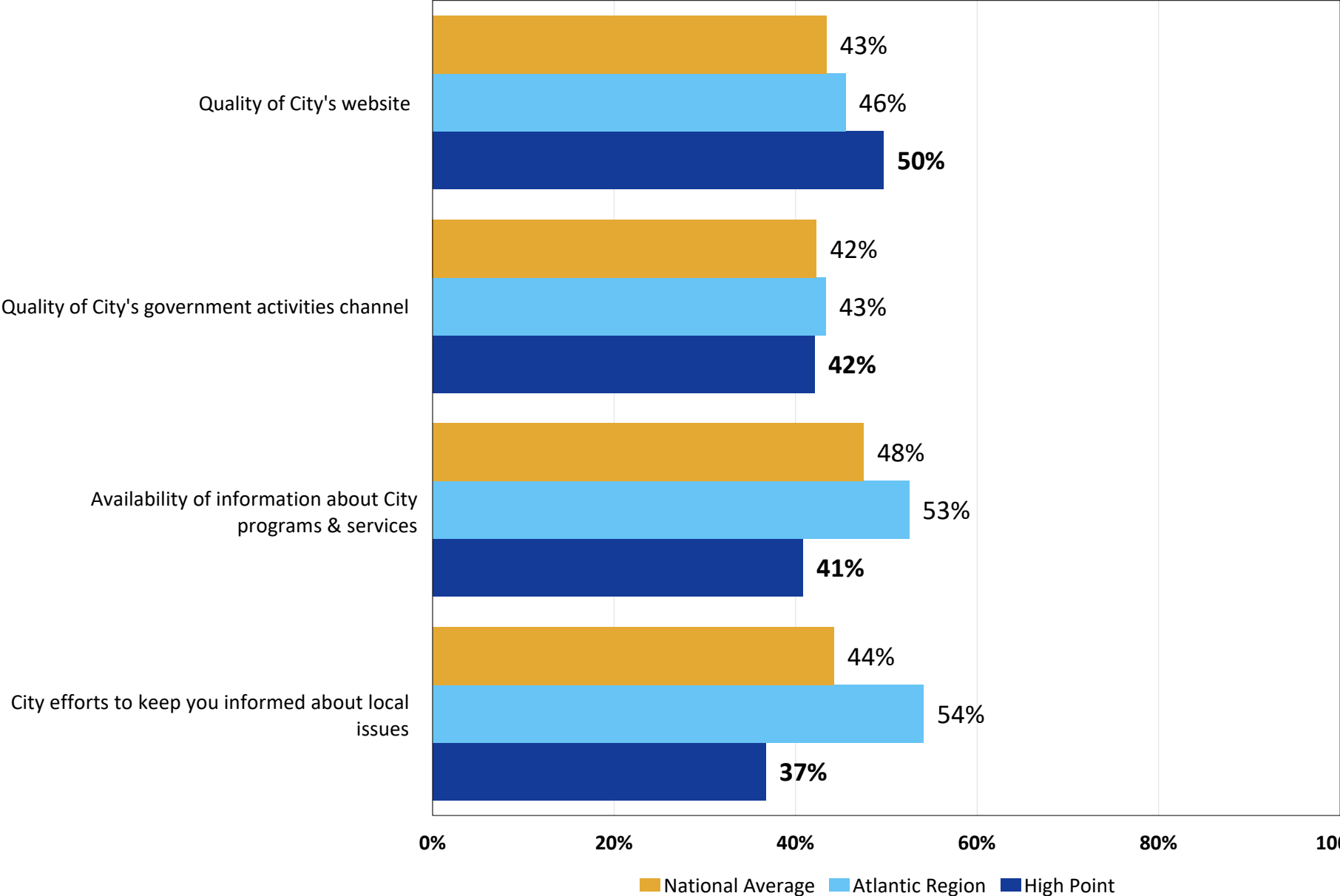
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (without "don't know")



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")



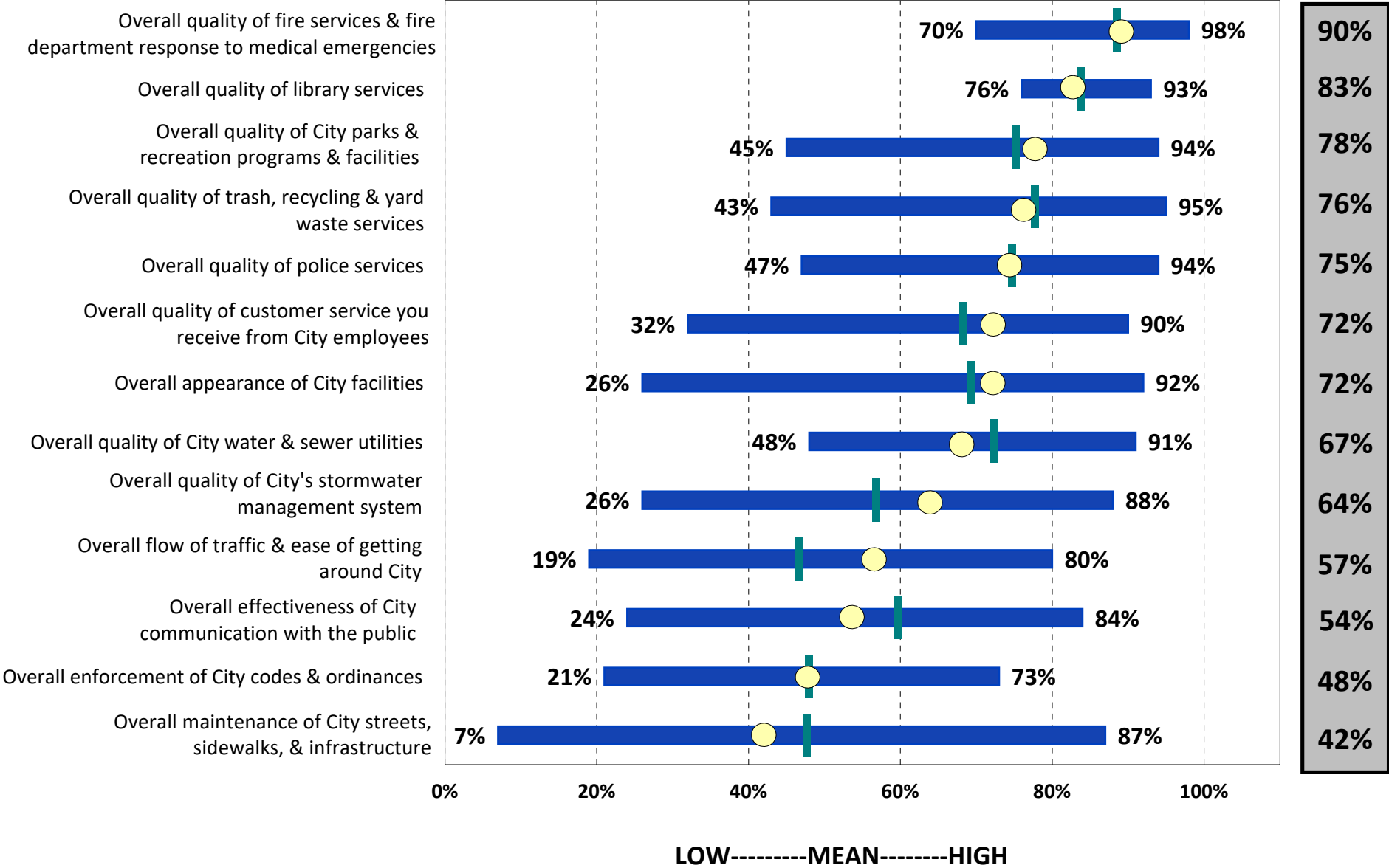
Comparisons to a Range of Performance

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 NA)

● High Point

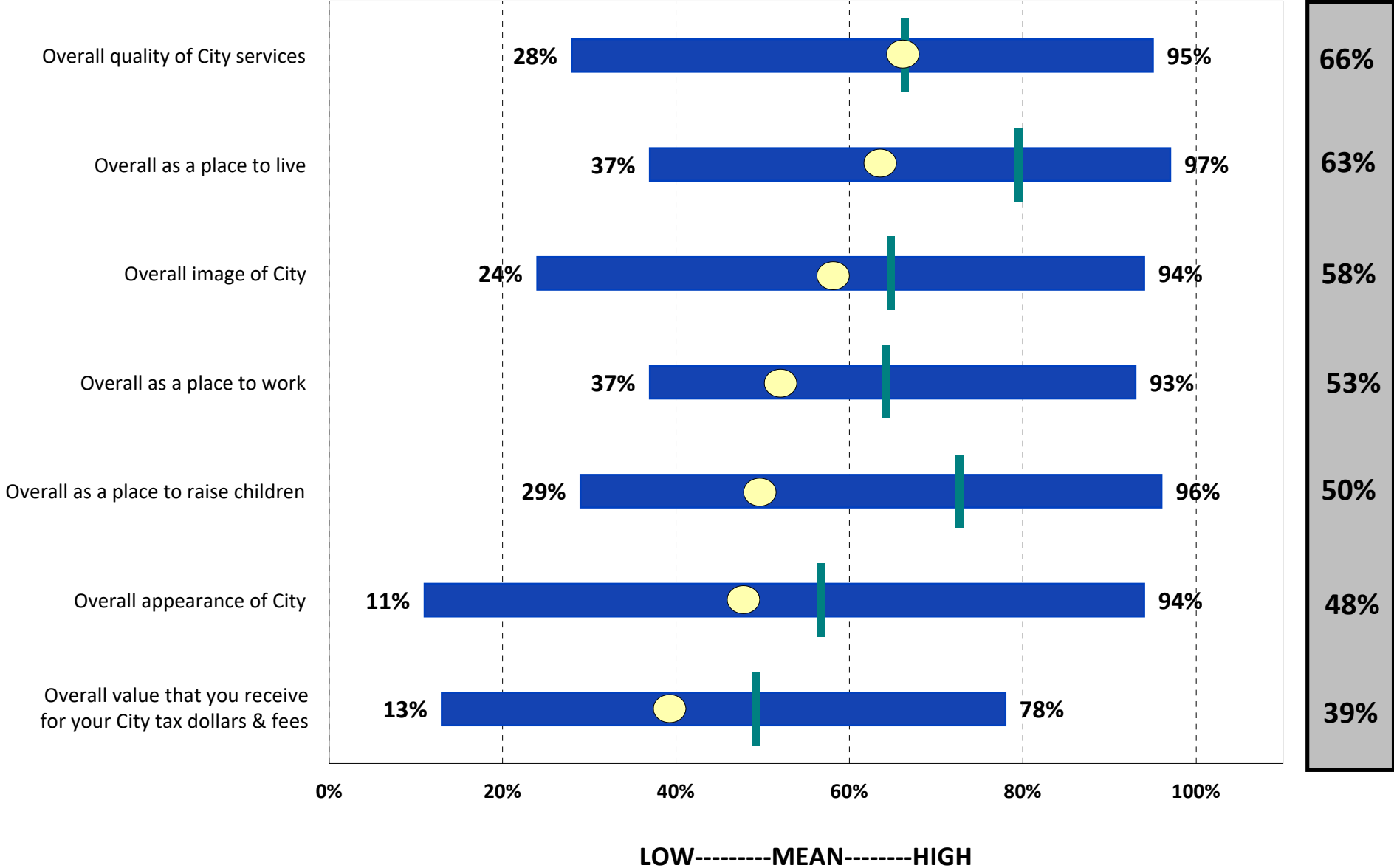


Perception of the City

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 NA)

● High Point

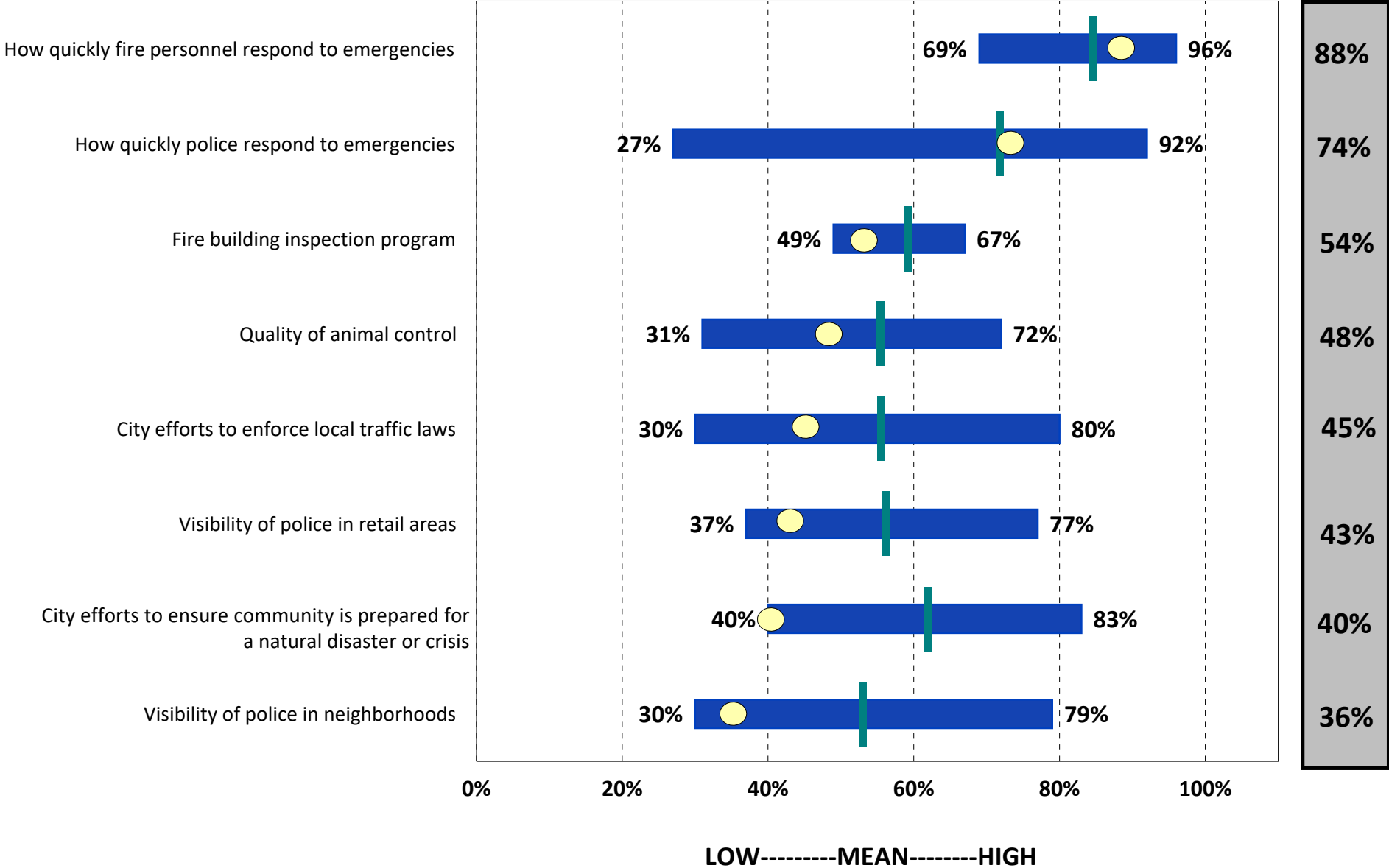


Public Safety and Emergency Services

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 NA)

● High Point

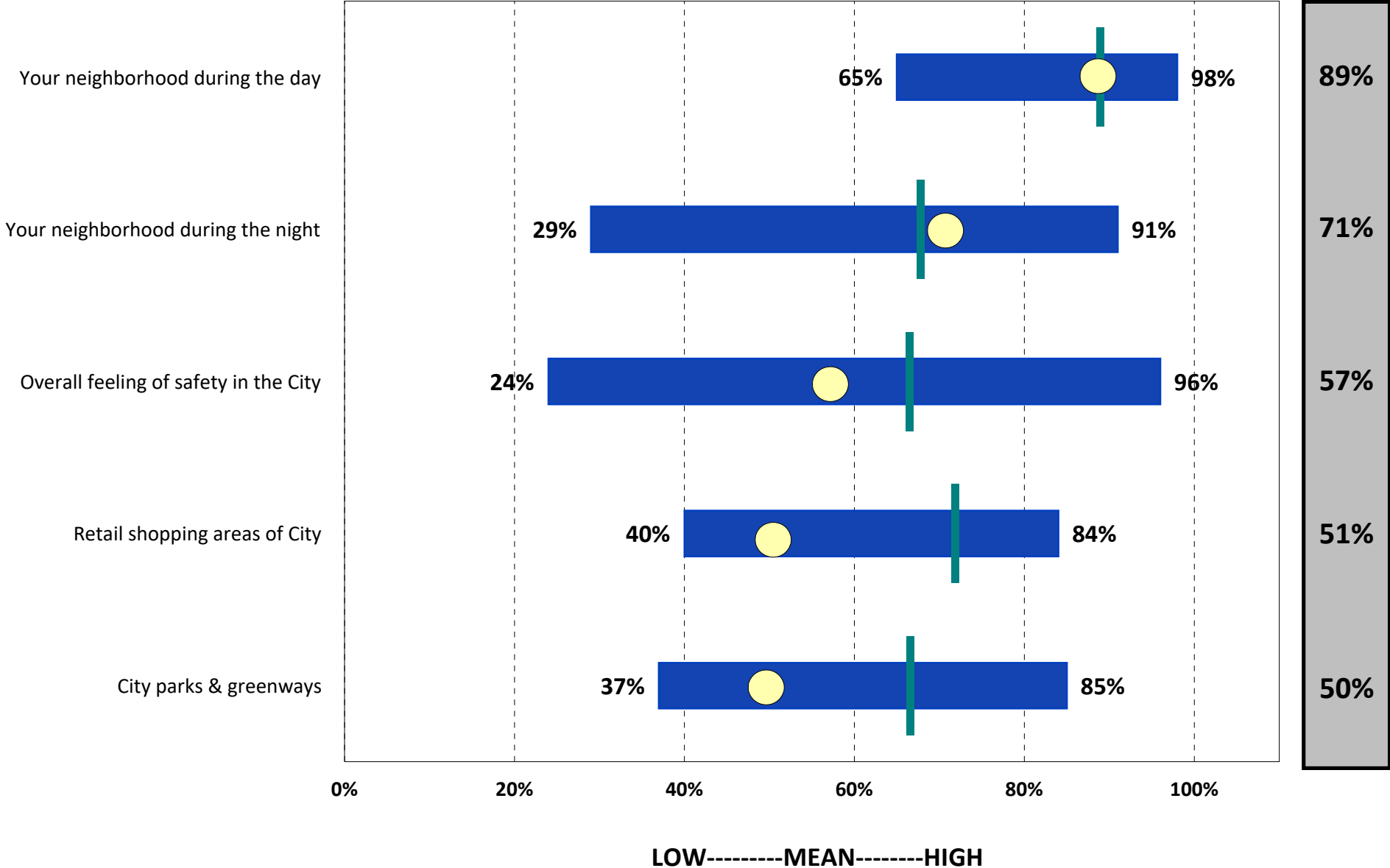


Perceptions of Safety

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 NA)

● High Point

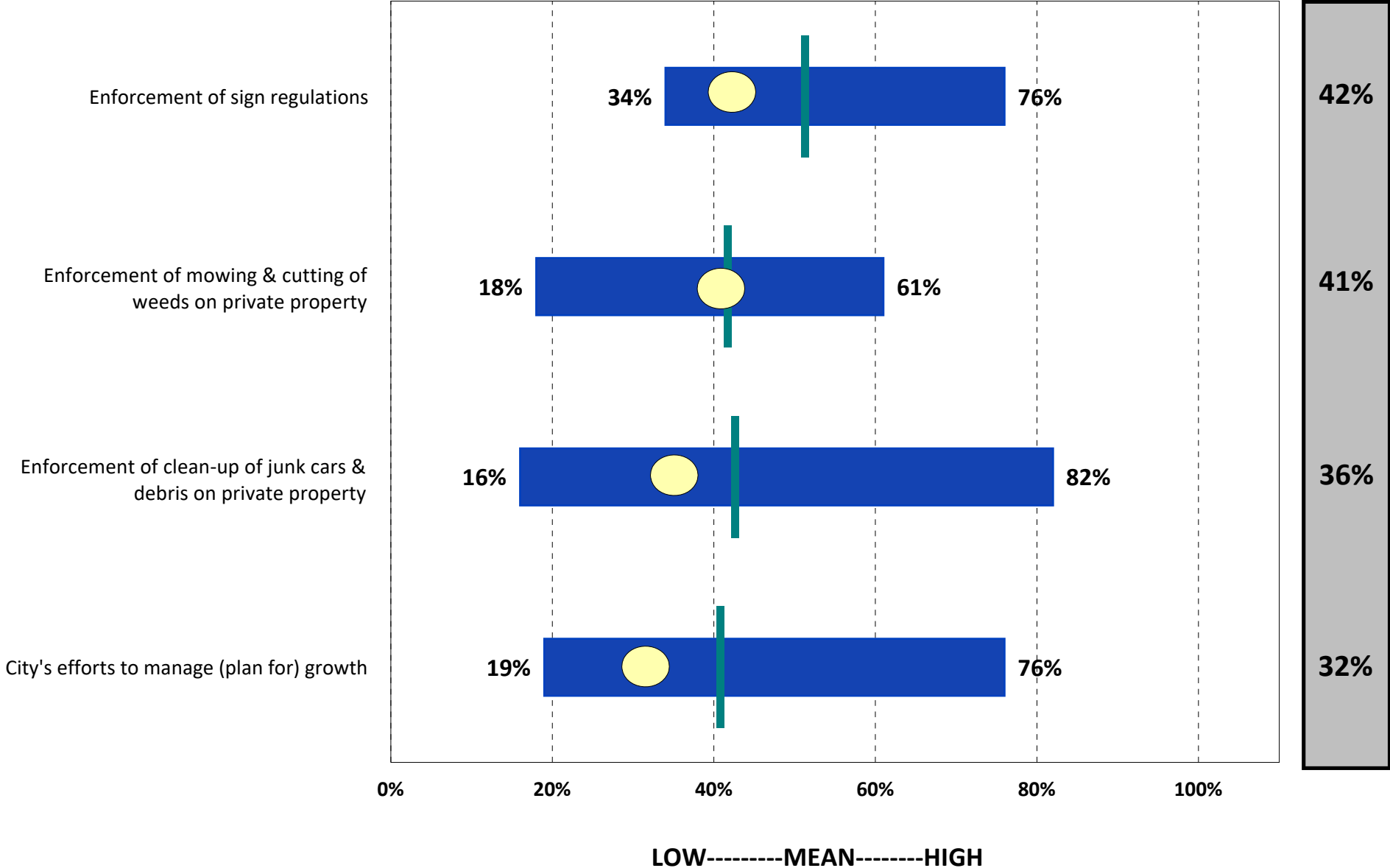


Neighborhood Services

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 NA)

● High Point

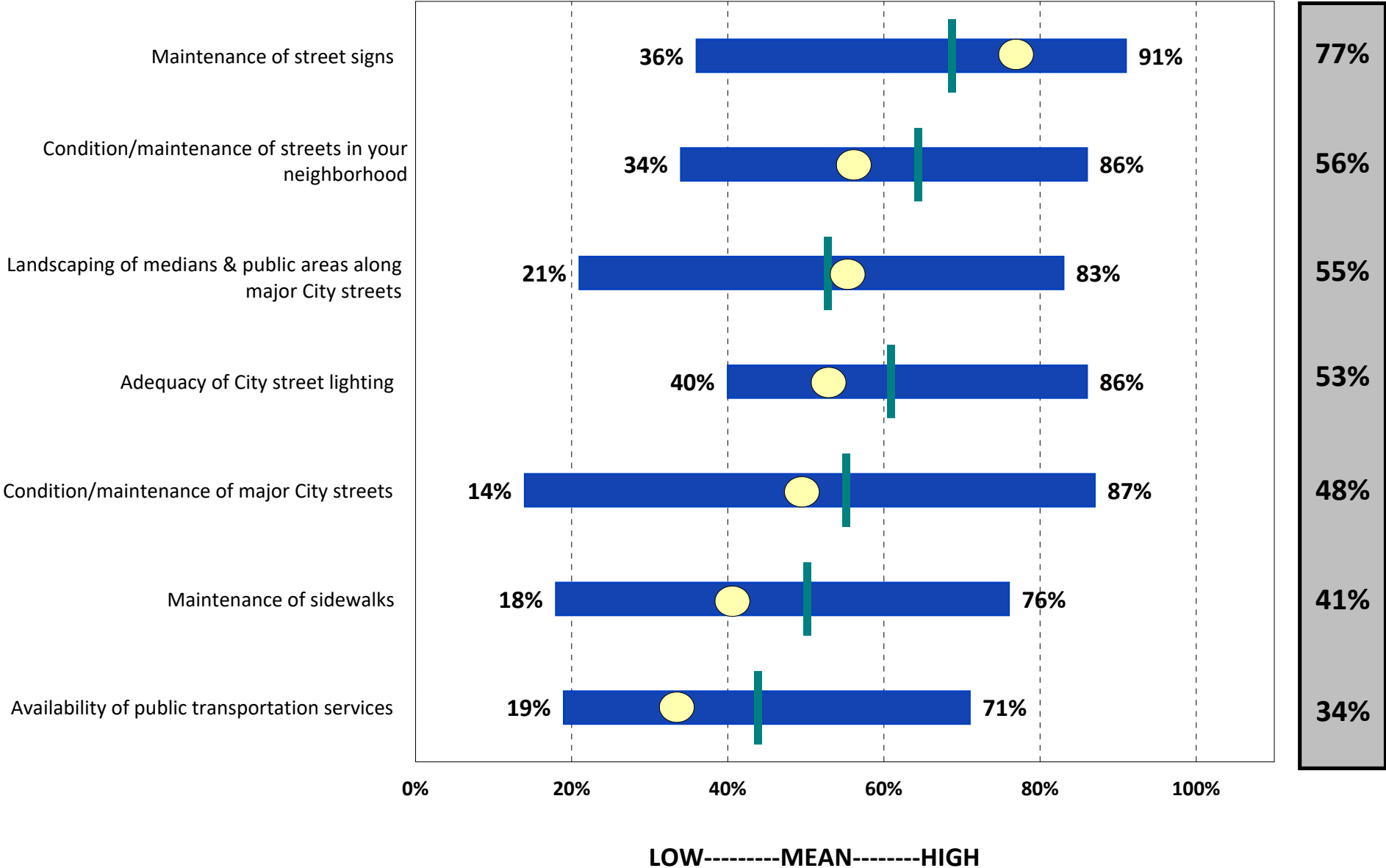


Transportation and Roadway Services

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 NA)

● High Point

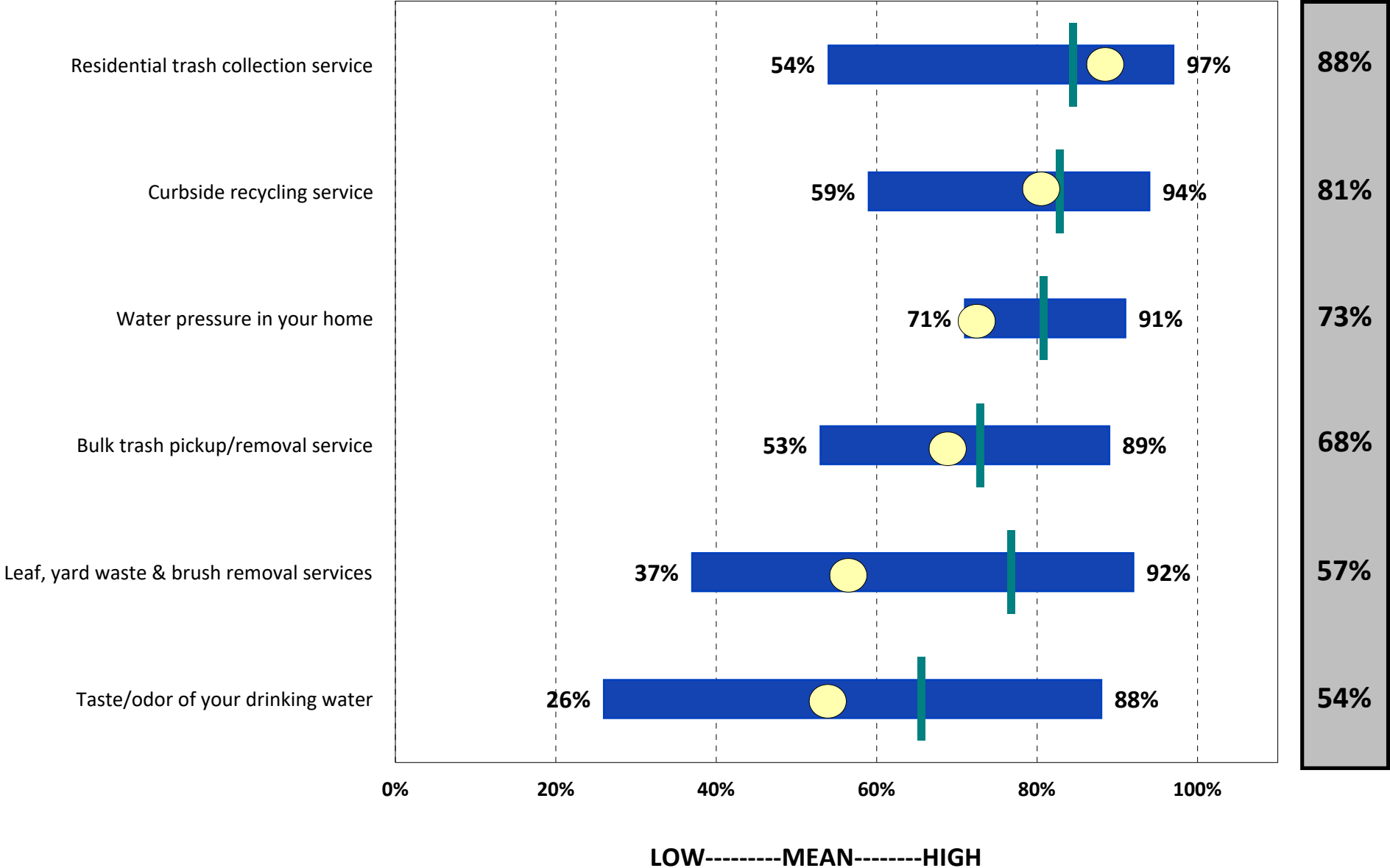


Environmental and Utility Services

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 NA)

● High Point

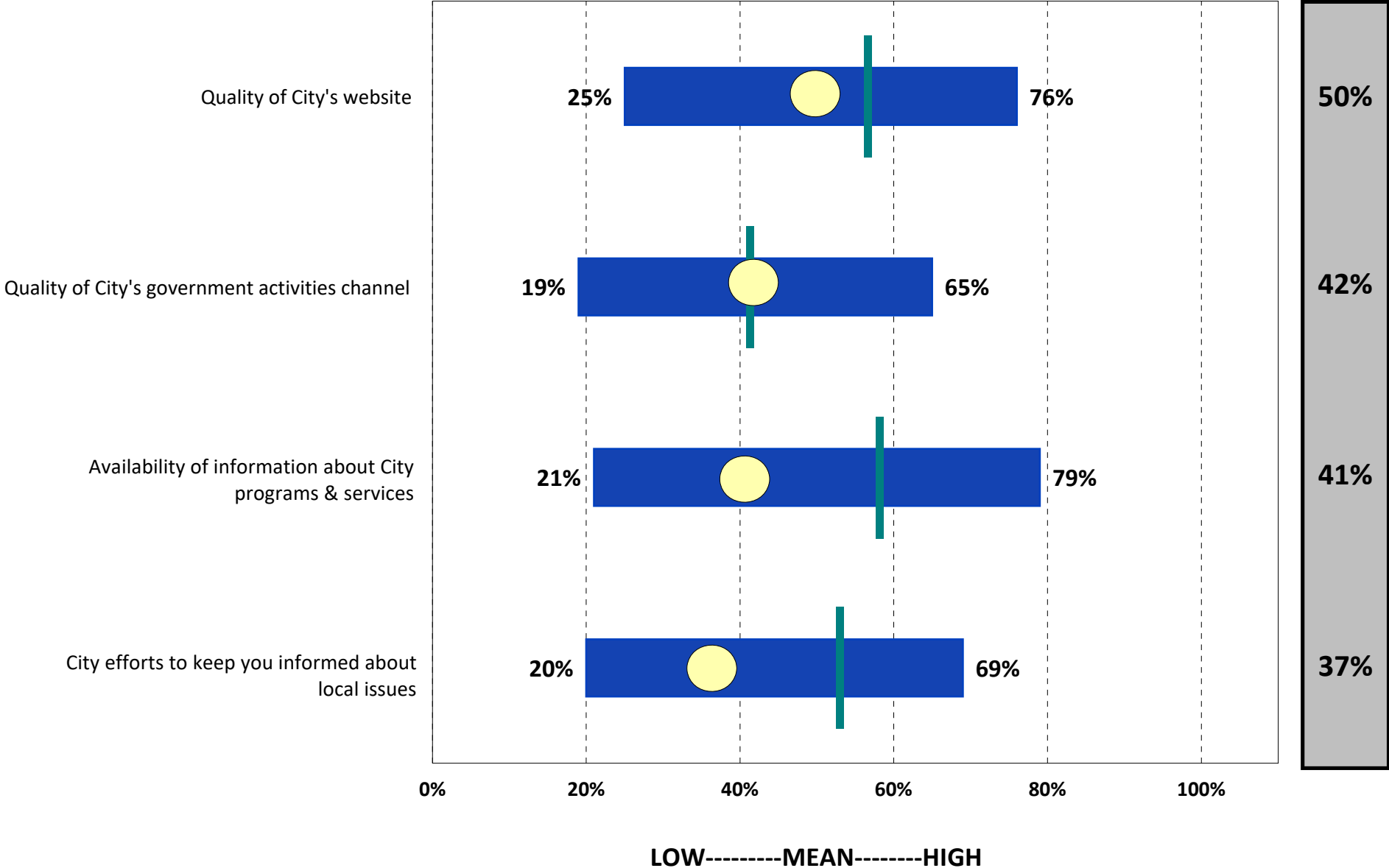


City Communication

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 NA)

● High Point

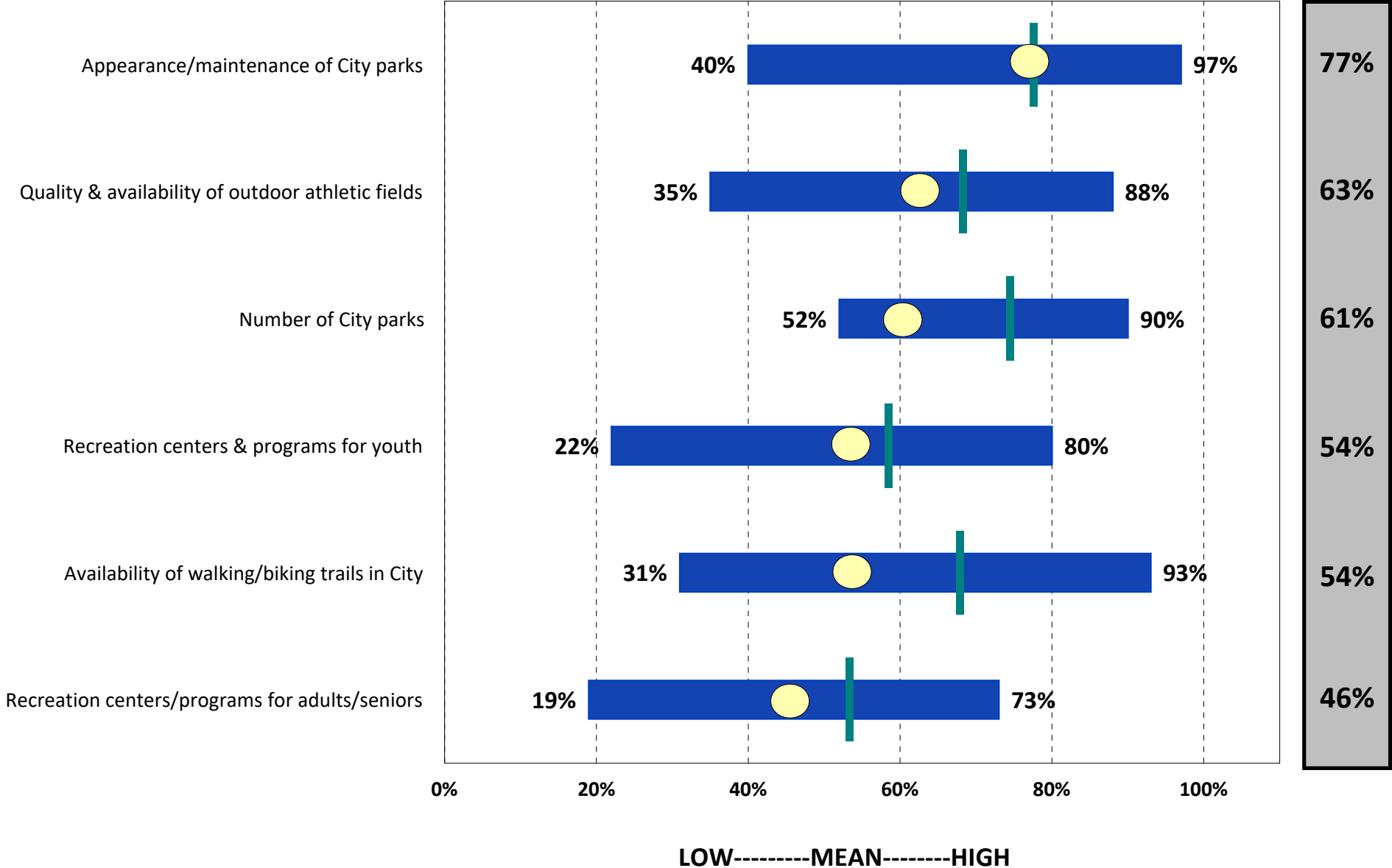


Culture and Recreation Services

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 NA)

● High Point



A large, dark blue circle with a white outline, containing the number '3' in a bold, dark blue font.

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 (53%) 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, 42% 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, 53% was multiplied by 58% (1-0.42). This calculation yielded an I-S rating of 0.3074, 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	53%	1	42%	15	0.3074	1
<u>High Priority (I-S = 0.10-0.20)</u>						
Quality of economic development	33%	2	46%	14	0.1773	2
Enforcement of City codes and ordinances	24%	5	48%	13	0.1224	3
Flow of traffic/ease of getting around City	24%	4	57%	11	0.1033	4
<u>Medium Priority (I-S < 0.10)</u>						
Effectiveness of City communication with public	18%	7	54%	12	0.0824	5
Quality of police services	27%	3	75%	5	0.0677	6
Quality of City water and sewer utilities	14%	8	67%	9	0.0466	7
Quality of City parks & rec programs/facilities	20%	6	78%	3	0.0440	8
Quality of City electrical utility services	12%	10	73%	6	0.0320	9
Quality of trash/recycling/yard waste services	12%	9	76%	4	0.0299	10
Quality of City's stormwater management system	5%	14	64%	10	0.0190	11
Appearance of City facilities	6%	12	72%	8	0.0156	12
Quality of customer service from City employees	6%	13	72%	7	0.0152	13
Quality of fire services/fire dept. response	8%	11	90%	1	0.0079	14
Quality of library services	4%	15	83%	2	0.0070	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, prostitution & other crimes	64%	1	32%	14	0.4299	1
Visibility of police in neighborhoods	42%	2	36%	13	0.2694	2
City efforts to ensure community is prepared for a natural disaster or crisis	34%	3	40%	12	0.2030	3
<u>High Priority (I-S = 0.10-0.20)</u>						
City efforts to enforce local traffic laws	24%	4	45%	10	0.1354	4
Visibility of police in retail areas	24%	5	43%	11	0.1336	5
<u>Medium Priority (I-S < 0.10)</u>						
City public safety education programs	16%	6	50%	8	0.0815	6
Quality of animal control	11%	8	48%	9	0.0573	7
How quickly police respond to emergencies	16%	7	74%	4	0.0415	8
Professionalism of police officers	10%	9	73%	5	0.0269	9
Adequacy of City's 911 center	7%	10	71%	6	0.0213	10
How quickly fire personnel respond to	6%	11	88%	1	0.0079	11
Adequacy of fire protection for your property	3%	12	77%	3	0.0072	12
Fire building inspection program	2%	14	54%	7	0.0069	13
Professionalism of fire personnel	2%	13	86%	2	0.0024	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 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

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%	1	17%	11	0.2781	1
Enforcement of repair of substandard housing	31%	3	23%	7	0.2364	2
Enforcement of removal of dilapidated housing	29%	5	20%	8	0.2300	3
Enforcement of clean-up of junk cars & debris on private property	31%	2	36%	4	0.2025	4
<u>High Priority (I-S = 0.10-0.20)</u>						
City's efforts to manage (plan for) growth	29%	4	32%	5	0.1963	5
Availability of affordable housing for purchase	25%	6	20%	9	0.1953	6
Availability of programs to assist with home ownership like education & down payment assistance	20%	7	23%	6	0.1567	7
Quality of public housing	18%	9	20%	10	0.1462	8
Enforcement of mowing & cutting of weeds on private property	19%	8	41%	3	0.1115	9
<u>Medium Priority (I-S < 0.10)</u>						
Enforcement of sign regulations	8%	11	42%	2	0.0437	10
Appearance of your neighborhood	11%	10	72%	1	0.0302	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
High Priority (I-S = 0.10-0.20)						
Condition/maintenance of major City streets	38%	1	48%	8	0.1986	1
Availability of pedestrian walkways/sidewalks	34%	2	44%	9	0.1894	2
Availability of elderly & handicapped van service	19%	7	27%	13	0.1422	3
Availability of public transportation services	21%	6	34%	12	0.1373	4
Adequacy of City street lighting	25%	3	53%	7	0.1170	5
Condition/maintenance of neighborhood streets	23%	4	55%	6	0.1042	6
Medium Priority (I-S < 0.10)						
Maintenance of sidewalks	15%	9	41%	10	0.0881	7
Traffic signal coordination on major City streets	23%	5	62%	4	0.0853	8
Availability of regional transportation links	10%	11	39%	11	0.0614	9
Landscaping of medians & public areas along major City streets	14%	10	56%	5	0.0612	10
Ease of getting across town in High Point	16%	8	66%	3	0.0534	11
Maintenance of street signs	7%	12	77%	2	0.0154	12
Ease of traveling from your home to regional roadways	5%	13	81%	1	0.0095	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
High Priority (I-S = 0.10-0.20)						
Value received for water & wastewater utility	24%	3	48%	15	0.1250	1
Taste/odor of your drinking water	27%	1	54%	11	0.1229	2
Leaf, yard waste & brush removal services	25%	2	57%	9	0.1044	3
Medium Priority (I-S < 0.10)						
Value received for electrical utility rates	21%	4	54%	12	0.0965	4
How well City keeps you informed about planned disruptions to your utility service	18%	5	49%	14	0.0939	5
Efforts to rebuild/maintain wastewater collection system	17%	8	49%	13	0.0857	6
Cleanliness/maintenance of stormwater drains	13%	10	56%	10	0.0583	7
Bulk trash pickup/removal service	17%	6	68%	8	0.0564	8
How quickly City restores power after an unplanned outage	17%	7	73%	6	0.0463	9
Reliability of City electrical service	16%	9	74%	5	0.0420	10
Water pressure in your home	9%	13	73%	7	0.0247	11
Reliability of water service	11%	11	81%	3	0.0206	12
Curbside recycling service	10%	12	81%	2	0.0189	13
Residential trash collection service	9%	14	88%	1	0.0104	14
Courtesy of field employees	3%	15	75%	4	0.0066	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)						
Recreation centers/programs for adults/seniors	28%	2	46%	14	0.1531	1
Special events & festivals in City	28%	1	48%	13	0.1485	2
Receiving info parks & recreation programs	20%	4	32%	17	0.1385	3
Availability of walking/biking trails in City	23%	3	54%	11	0.1074	4
Medium Priority (I-S < 0.10)						
Recreation centers & programs for youth	20%	5	54%	10	0.0903	5
Variety/quality of events at High Point Theatre	16%	7	56%	9	0.0723	6
Aquatic based programs	12%	9	46%	16	0.0638	7
Life-long sport programs like golf/tennis	10%	10	46%	15	0.0549	8
Number of City parks	13%	8	61%	5	0.0498	9
Appearance/maintenance of City parks	18%	6	77%	1	0.0415	10
Parking & access to the Theatre	8%	13	50%	12	0.0399	11
High Point Museum programs & facilities	8%	12	59%	6	0.0337	12
Quality & availability of outdoor athletic fields	9%	11	63%	4	0.0323	13
Public library programs	4%	14	58%	7	0.0178	14
Hours of operation/services by public library	4%	16	68%	3	0.0118	15
Amount/variety of books/other materials	4%	15	73%	2	0.0110	16
Number of public use computers in library	1%	17	57%	8	0.0056	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.

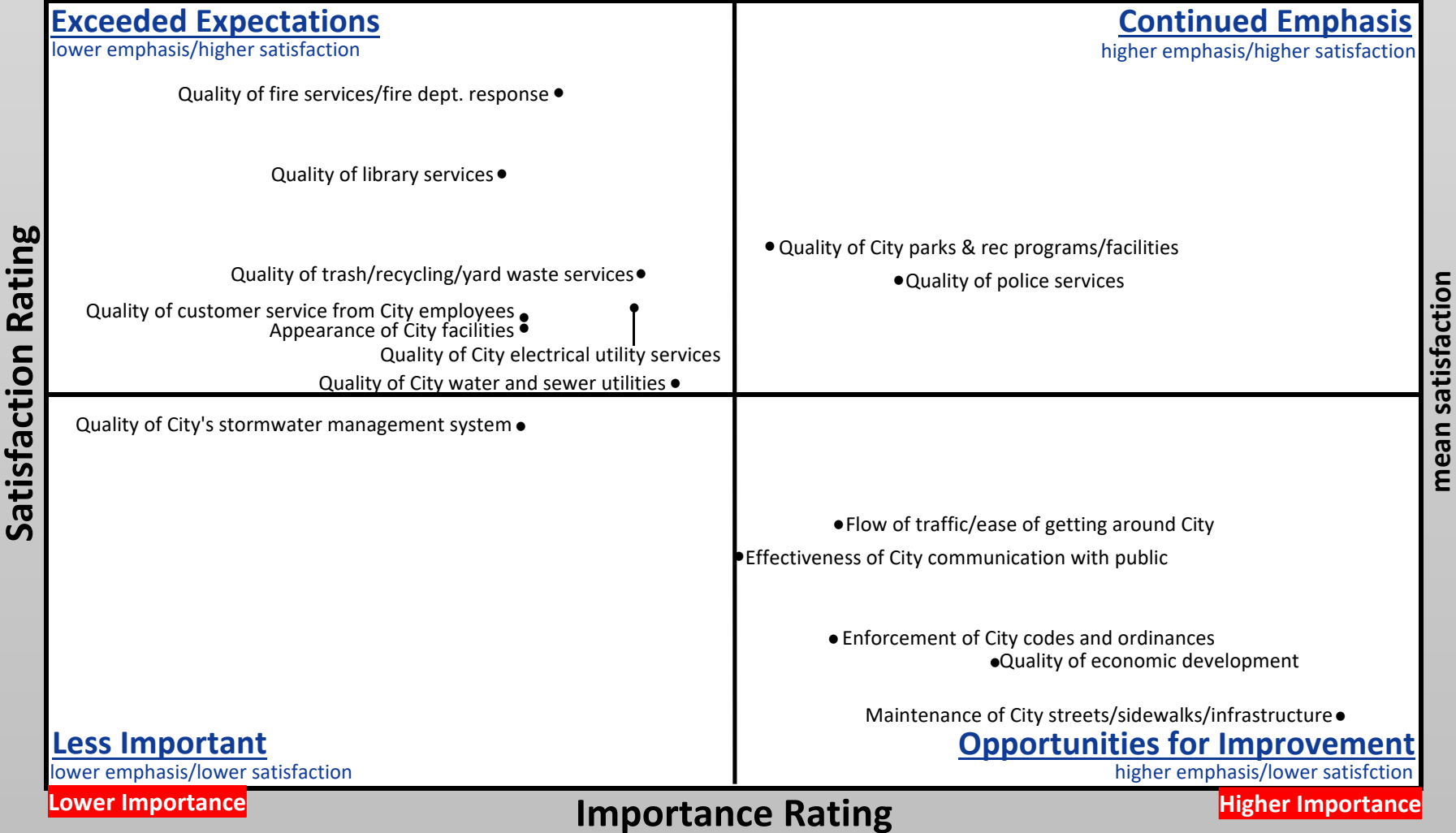
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2022 City of High Point Citizen 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)

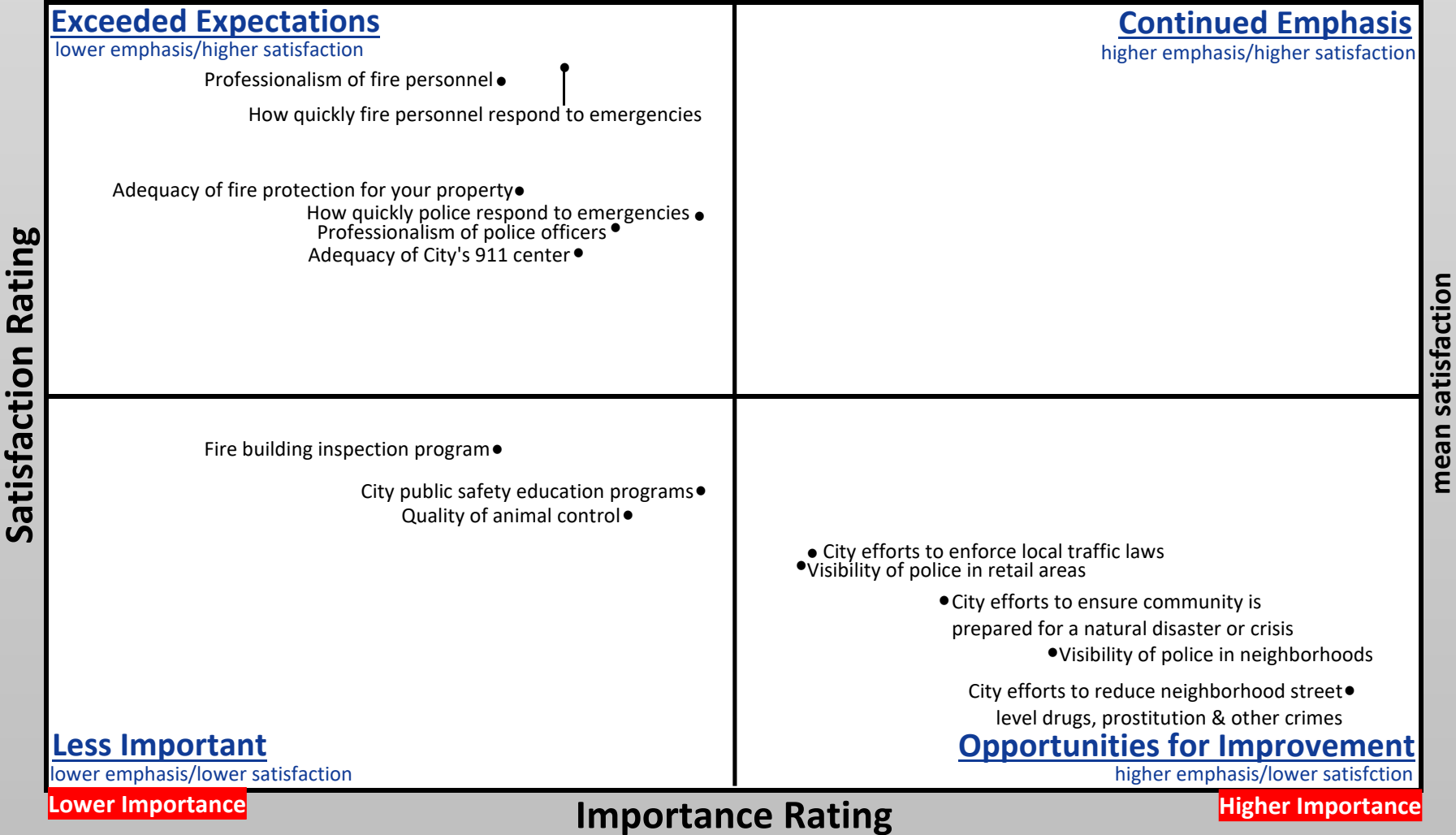
mean emphasis



2022 City of High Point Citizen 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)

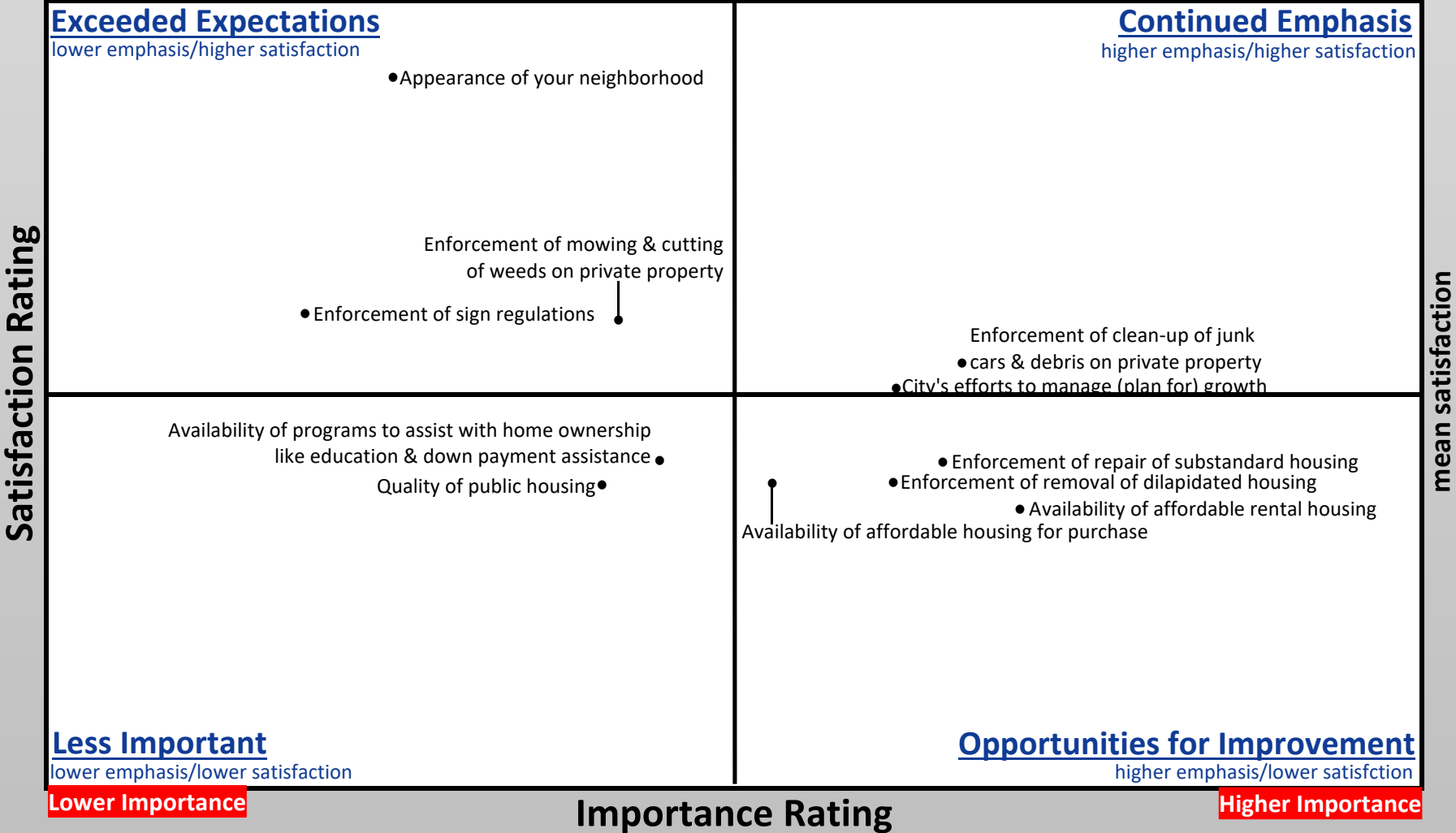
mean emphasis



2022 City of High Point Citizen 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)

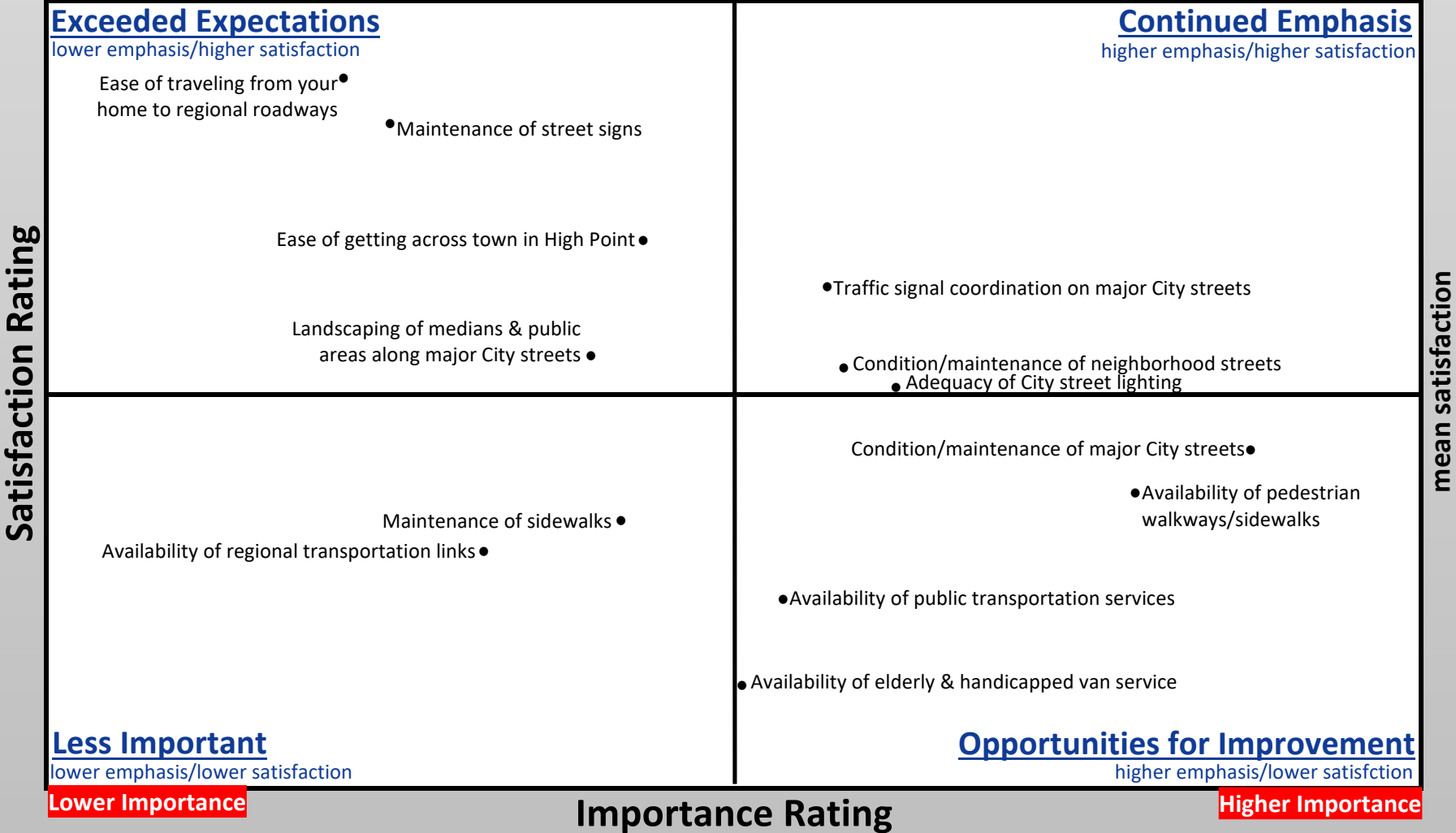
mean emphasis



2022 City of High Point Citizen 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)

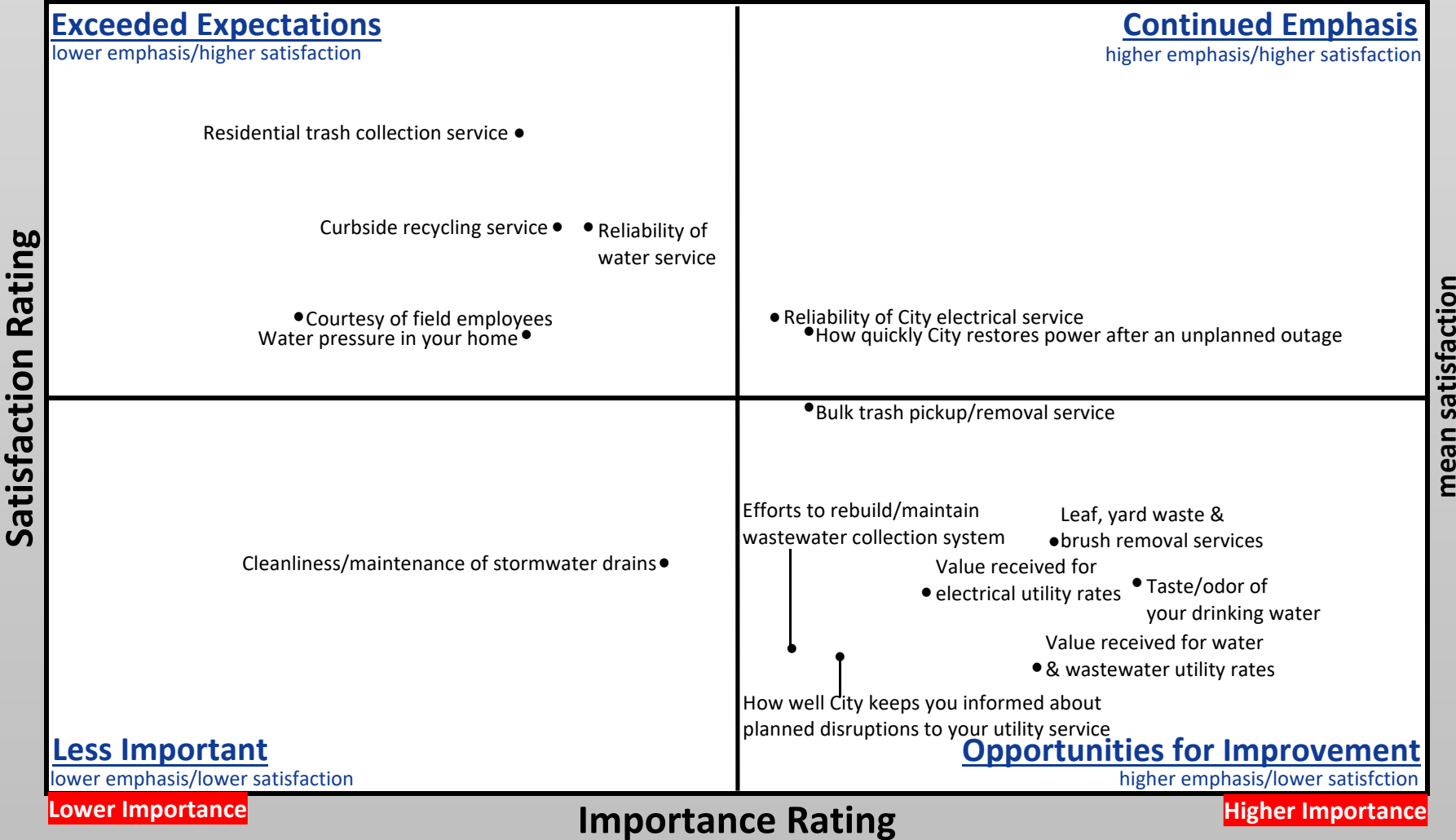
mean emphasis



2022 City of High Point Citizen 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)

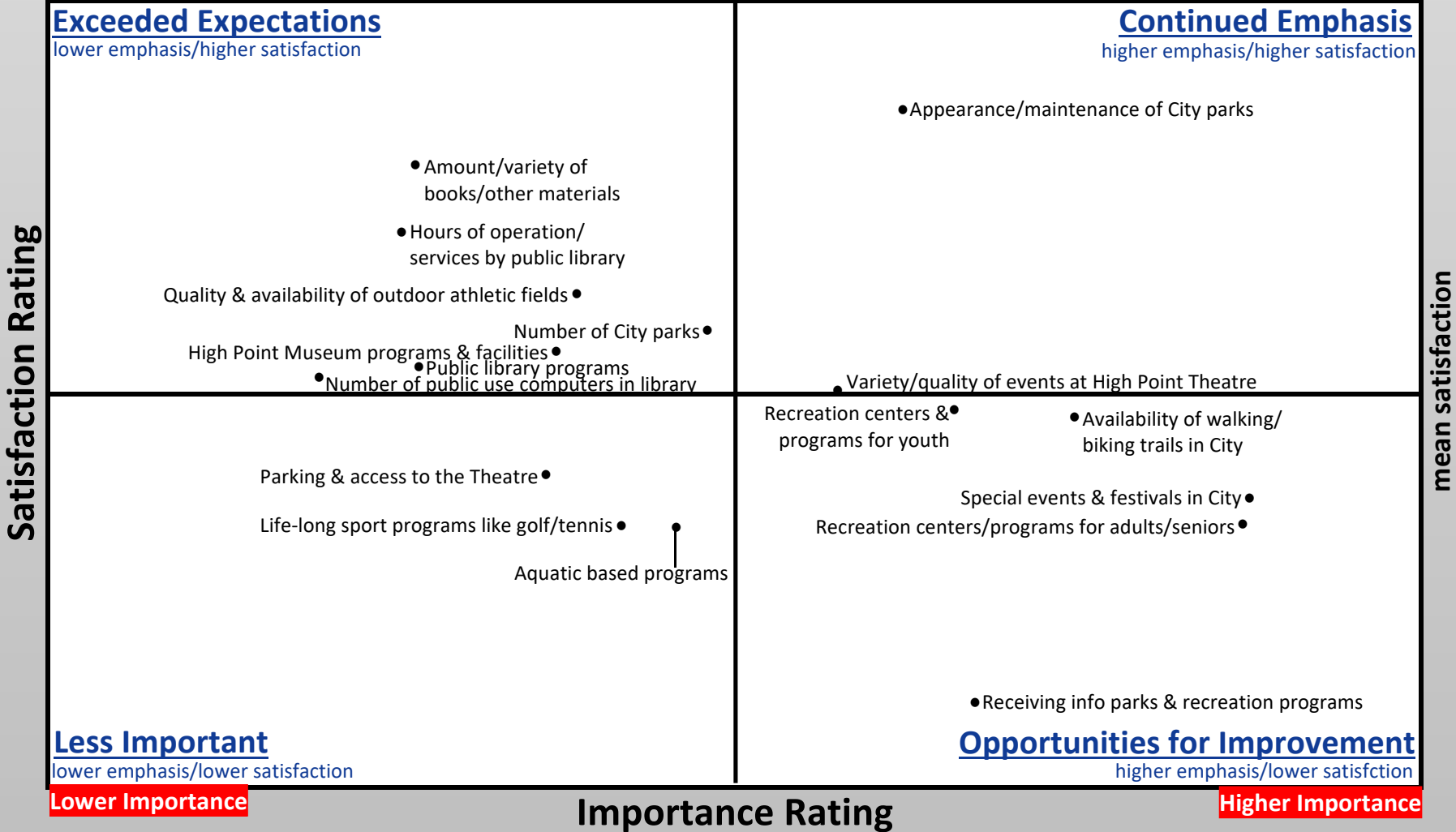
mean emphasis



2022 City of High Point Citizen 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





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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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	29.1%	41.9%	17.2%	4.4%	1.8%	5.7%
Q1-2. Overall quality of fire services & fire department response to medical emergencies	48.2%	31.3%	7.5%	1.3%	0.4%	11.2%
Q1-3. Overall enforcement of City codes & ordinances	7.7%	33.5%	26.4%	10.8%	7.7%	13.9%
Q1-4. Overall quality of library services	35.9%	34.4%	12.8%	1.3%	0.0%	15.6%
Q1-5. Overall quality of City parks & recreation programs & facilities	28.9%	44.3%	15.2%	4.8%	0.9%	5.9%
Q1-6. Overall maintenance of City streets, sidewalks, & infrastructure	9.0%	32.6%	26.0%	24.0%	7.5%	0.9%
Q1-7. Overall flow of traffic & ease of getting around City	12.8%	43.4%	23.3%	15.4%	4.4%	0.7%
Q1-8. Overall quality of trash, recycling & yard waste services	30.2%	44.5%	12.3%	9.5%	2.2%	1.3%
Q1-9. Overall quality of City's stormwater management system	15.6%	42.1%	26.0%	4.8%	1.5%	9.9%
Q1-10. Overall quality of City water & sewer utilities	18.7%	45.6%	20.9%	7.0%	3.1%	4.6%
Q1-11. Overall quality of City electrical utility services	23.8%	43.4%	15.6%	6.2%	2.9%	8.1%
Q1-12. Overall appearance of City facilities	14.8%	52.4%	21.1%	4.6%	0.9%	6.2%
Q1-13. Overall quality of customer service you receive from City employees	24.2%	43.0%	18.7%	5.9%	0.9%	7.3%
Q1-14. Overall effectiveness of City communication with the public	12.8%	39.0%	30.6%	10.1%	3.1%	4.4%

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	11.9%	31.5%	30.6%	13.9%	6.2%	5.9%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	30.8%	44.4%	18.2%	4.7%	1.9%
Q1-2. Overall quality of fire services & fire department response to medical emergencies	54.3%	35.2%	8.4%	1.5%	0.5%
Q1-3. Overall enforcement of City codes & ordinances	9.0%	38.9%	30.7%	12.5%	9.0%
Q1-4. Overall quality of library services	42.6%	40.7%	15.1%	1.6%	0.0%
Q1-5. Overall quality of City parks & recreation programs & facilities	30.7%	47.1%	16.2%	5.2%	0.9%
Q1-6. Overall maintenance of City streets, sidewalks, & infrastructure	9.1%	32.9%	26.2%	24.2%	7.6%
Q1-7. Overall flow of traffic & ease of getting around City	12.9%	43.7%	23.5%	15.5%	4.4%
Q1-8. Overall quality of trash, recycling & yard waste services	30.6%	45.1%	12.5%	9.6%	2.2%
Q1-9. Overall quality of City's stormwater management system	17.4%	46.7%	28.9%	5.4%	1.7%
Q1-10. Overall quality of City water & sewer utilities	19.6%	47.8%	21.9%	7.4%	3.2%
Q1-11. Overall quality of City electrical utility services	25.9%	47.2%	17.0%	6.7%	3.1%
Q1-12. Overall appearance of City facilities	15.7%	55.9%	22.5%	4.9%	0.9%
Q1-13. Overall quality of customer service you receive from City employees	26.1%	46.3%	20.2%	6.4%	1.0%
Q1-14. Overall effectiveness of City communication with the public	13.4%	40.8%	32.0%	10.6%	3.2%
Q1-15. Overall quality of economic development	12.6%	33.5%	32.6%	14.8%	6.6%

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	79	17.4 %
Overall quality of fire services & fire department response to medical emergencies	7	1.5 %
Overall enforcement of City codes & ordinances	32	7.0 %
Overall quality of library services	9	2.0 %
Overall quality of City parks & recreation programs & facilities	25	5.5 %
Overall maintenance of City streets, sidewalks, & infrastructure	110	24.2 %
Overall flow of traffic & ease of getting around City	29	6.4 %
Overall quality of trash, recycling & yard waste services	14	3.1 %
Overall quality of City's stormwater management system	6	1.3 %
Overall quality of City water & sewer utilities	19	4.2 %
Overall quality of City electrical utility services	12	2.6 %
Overall appearance of City facilities	4	0.9 %
Overall quality of customer service you receive from City employees	4	0.9 %
Overall effectiveness of City communication with the public	11	2.4 %
Overall quality of economic development	48	10.6 %
None chosen	45	9.9 %
Total	454	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	26	5.7 %
Overall quality of fire services & fire department response to medical emergencies	14	3.1 %
Overall enforcement of City codes & ordinances	41	9.0 %
Overall quality of library services	4	0.9 %
Overall quality of City parks & recreation programs & facilities	30	6.6 %
Overall maintenance of City streets, sidewalks, & infrastructure	81	17.8 %
Overall flow of traffic & ease of getting around City	47	10.4 %
Overall quality of trash, recycling & yard waste services	20	4.4 %
Overall quality of City's stormwater management system	13	2.9 %
Overall quality of City water & sewer utilities	20	4.4 %
Overall quality of City electrical utility services	28	6.2 %
Overall appearance of City facilities	9	2.0 %
Overall quality of customer service you receive from City employees	7	1.5 %
Overall effectiveness of City communication with the public	25	5.5 %
Overall quality of economic development	38	8.4 %
None chosen	51	11.2 %
Total	454	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. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	19	4.2 %
Overall quality of fire services & fire department response to medical emergencies	13	2.9 %
Overall enforcement of City codes & ordinances	34	7.5 %
Overall quality of library services	6	1.3 %
Overall quality of City parks & recreation programs & facilities	35	7.7 %
Overall maintenance of City streets, sidewalks, & infrastructure	50	11.0 %
Overall flow of traffic & ease of getting around City	32	7.0 %
Overall quality of trash, recycling & yard waste services	22	4.8 %
Overall quality of City's stormwater management system	5	1.1 %
Overall quality of City water & sewer utilities	26	5.7 %
Overall quality of City electrical utility services	14	3.1 %
Overall appearance of City facilities	12	2.6 %
Overall quality of customer service you receive from City employees	14	3.1 %
Overall effectiveness of City communication with the public	46	10.1 %
Overall quality of economic development	63	13.9 %
None chosen	63	13.9 %
Total	454	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)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	124	27.3 %
Overall quality of fire services & fire department response to medical emergencies	34	7.5 %
Overall enforcement of City codes & ordinances	107	23.6 %
Overall quality of library services	19	4.2 %
Overall quality of City parks & recreation programs & facilities	90	19.8 %
Overall maintenance of City streets, sidewalks, & infrastructure	241	53.1 %
Overall flow of traffic & ease of getting around City	108	23.8 %
Overall quality of trash, recycling & yard waste services	56	12.3 %
Overall quality of City's stormwater management system	24	5.3 %
Overall quality of City water & sewer utilities	65	14.3 %
Overall quality of City electrical utility services	54	11.9 %
Overall appearance of City facilities	25	5.5 %
Overall quality of customer service you receive from City employees	25	5.5 %
Overall effectiveness of City communication with the public	82	18.1 %
Overall quality of economic development	149	32.8 %
None chosen	45	9.9 %
Total	1248	

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=454)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall image of City	9.3%	47.8%	18.3%	20.7%	3.1%	0.9%
Q3-2. Overall as a place to live	17.0%	44.9%	17.6%	15.4%	3.7%	1.3%
Q3-3. Overall as a place to raise children	12.1%	33.3%	25.8%	14.5%	5.1%	9.3%
Q3-4. Overall as a place to work	11.5%	37.7%	25.3%	12.6%	5.1%	7.9%
Q3-5. Overall cultural & recreational opportunities	10.8%	36.6%	25.3%	19.4%	5.9%	2.0%
Q3-6. Overall quality of life	12.6%	48.0%	24.4%	11.5%	2.2%	1.3%
Q3-7. Overall quality of City services	15.6%	49.3%	22.9%	7.9%	2.2%	2.0%
Q3-8. Overall value that you receive for your City tax dollars & fees	7.0%	30.6%	29.3%	19.4%	11.0%	2.6%
Q3-9. Overall appearance of City	8.4%	39.0%	28.6%	16.1%	7.0%	0.9%

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=454)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall image of City	9.3%	48.2%	18.4%	20.9%	3.1%
Q3-2. Overall as a place to live	17.2%	45.5%	17.9%	15.6%	3.8%
Q3-3. Overall as a place to raise children	13.3%	36.7%	28.4%	16.0%	5.6%
Q3-4. Overall as a place to work	12.4%	40.9%	27.5%	13.6%	5.5%
Q3-5. Overall cultural & recreational opportunities	11.0%	37.3%	25.8%	19.8%	6.1%
Q3-6. Overall quality of life	12.7%	48.7%	24.8%	11.6%	2.2%
Q3-7. Overall quality of City services	16.0%	50.3%	23.4%	8.1%	2.2%
Q3-8. Overall value that you receive for your City tax dollars & fees	7.2%	31.4%	30.1%	19.9%	11.3%
Q3-9. Overall appearance of City	8.4%	39.3%	28.9%	16.2%	7.1%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. How quickly police respond to emergencies	22.7%	36.6%	15.9%	3.1%	1.5%	20.3%
Q4-2. City efforts to reduce neighborhood street level drugs, prostitution, & other crimes	5.9%	20.0%	24.2%	19.4%	10.8%	19.6%
Q4-3. Visibility of police in neighborhoods	7.5%	25.6%	30.2%	24.0%	5.3%	7.5%
Q4-4. Visibility of police in retail areas	7.5%	33.0%	31.3%	16.5%	5.1%	6.6%
Q4-5. Professionalism of police officers	25.8%	38.8%	17.8%	3.5%	2.0%	12.1%
Q4-6. City efforts to enforce local traffic laws such as speeding	8.8%	32.2%	26.9%	13.4%	10.8%	7.9%
Q4-7. Quality of animal control	8.8%	29.3%	27.8%	8.4%	5.3%	20.5%
Q4-8. How quickly fire personnel respond to emergencies	36.3%	35.2%	9.3%	0.7%	0.2%	18.3%
Q4-9. Fire building inspection program	11.2%	18.1%	23.8%	1.1%	0.4%	45.4%
Q4-10. Adequacy of fire protection for your property	20.9%	40.1%	17.6%	0.4%	0.4%	20.5%
Q4-11. Professionalism of fire personnel	35.2%	34.8%	9.7%	0.9%	0.4%	18.9%
Q4-12. City efforts to ensure the community is prepared for a natural disaster or crisis	6.8%	20.9%	30.2%	7.9%	2.9%	31.3%
Q4-13. City public safety education programs (police & fire), including school-based programs	10.4%	21.8%	25.8%	5.1%	1.3%	35.7%
Q4-14. Adequacy of City's 911 center	19.2%	31.5%	18.7%	1.3%	0.4%	28.9%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. How quickly police respond to emergencies	28.5%	45.9%	19.9%	3.9%	1.9%
Q4-2. City efforts to reduce neighborhood street level drugs, prostitution, & other crimes	7.4%	24.9%	30.1%	24.1%	13.4%
Q4-3. Visibility of police in neighborhoods	8.1%	27.6%	32.6%	26.0%	5.7%
Q4-4. Visibility of police in retail areas	8.0%	35.4%	33.5%	17.7%	5.4%
Q4-5. Professionalism of police officers	29.3%	44.1%	20.3%	4.0%	2.3%
Q4-6. City efforts to enforce local traffic laws such as speeding	9.6%	34.9%	29.2%	14.6%	11.7%
Q4-7. Quality of animal control	11.1%	36.8%	34.9%	10.5%	6.6%
Q4-8. How quickly fire personnel respond to emergencies	44.5%	43.1%	11.3%	0.8%	0.3%
Q4-9. Fire building inspection program	20.6%	33.1%	43.5%	2.0%	0.8%
Q4-10. Adequacy of fire protection for your property	26.3%	50.4%	22.2%	0.6%	0.6%
Q4-11. Professionalism of fire personnel	43.5%	42.9%	12.0%	1.1%	0.5%
Q4-12. City efforts to ensure the community is prepared for a natural disaster or crisis	9.9%	30.4%	43.9%	11.5%	4.2%
Q4-13. City public safety education programs (police & fire), including school-based programs	16.1%	33.9%	40.1%	7.9%	2.1%
Q4-14. Adequacy of City's 911 center	26.9%	44.3%	26.3%	1.9%	0.6%

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	40	8.8 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	191	42.1 %
Visibility of police in neighborhoods	48	10.6 %
Visibility of police in retail areas	19	4.2 %
Professionalism of police officers	13	2.9 %
City efforts to enforce local traffic laws such as speeding	30	6.6 %
Quality of animal control	8	1.8 %
How quickly fire personnel respond to emergencies	8	1.8 %
Adequacy of fire protection for your property	4	0.9 %
Professionalism of fire personnel	3	0.7 %
City efforts to ensure community is prepared for a natural disaster or crisis	28	6.2 %
City public safety education programs (police & fire), including school-based programs	6	1.3 %
Adequacy of City's 911 center	7	1.5 %
None chosen	49	10.8 %
Total	454	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	22	4.8 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	58	12.8 %
Visibility of police in neighborhoods	87	19.2 %
Visibility of police in retail areas	35	7.7 %
Professionalism of police officers	12	2.6 %
City efforts to enforce local traffic laws such as speeding	46	10.1 %
Quality of animal control	21	4.6 %
How quickly fire personnel respond to emergencies	11	2.4 %
Fire building inspection program	2	0.4 %
Adequacy of fire protection for your property	6	1.3 %
Professionalism of fire personnel	3	0.7 %
City efforts to ensure community is prepared for a natural disaster or crisis	63	13.9 %
City public safety education programs (police & fire), including school-based programs	23	5.1 %
Adequacy of City's 911 center	6	1.3 %
None chosen	59	13.0 %
Total	454	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	2.6 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	39	8.6 %
Visibility of police in neighborhoods	55	12.1 %
Visibility of police in retail areas	53	11.7 %
Professionalism of police officers	21	4.6 %
City efforts to enforce local traffic laws such as speeding	35	7.7 %
Quality of animal control	21	4.6 %
How quickly fire personnel respond to emergencies	10	2.2 %
Fire building inspection program	5	1.1 %
Adequacy of fire protection for your property	4	0.9 %
Professionalism of fire personnel	2	0.4 %
City efforts to ensure community is prepared for a natural disaster or crisis	63	13.9 %
City public safety education programs (police & fire), including school-based programs	45	9.9 %
Adequacy of City's 911 center	21	4.6 %
None chosen	68	15.0 %
Total	454	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	74	16.3 %
City efforts to reduce neighborhood street level drugs, prostitution & other crimes	288	63.4 %
Visibility of police in neighborhoods	190	41.9 %
Visibility of police in retail areas	107	23.6 %
Professionalism of police officers	46	10.1 %
City efforts to enforce local traffic laws such as speeding	111	24.4 %
Quality of animal control	50	11.0 %
How quickly fire personnel respond to emergencies	29	6.4 %
Fire building inspection program	7	1.5 %
Adequacy of fire protection for your property	14	3.1 %
Professionalism of fire personnel	8	1.8 %
City efforts to ensure community is prepared for a natural disaster or crisis	154	33.9 %
City public safety education programs (police & fire), including school-based programs	74	16.3 %
Adequacy of City's 911 center	34	7.5 %
None chosen	49	10.8 %
Total	1235	

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=454)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. Your neighborhood during the day	44.5%	43.4%	7.9%	2.4%	0.4%	1.3%
Q6-2. Your neighborhood during the night	22.9%	46.9%	17.8%	7.7%	3.1%	1.5%
Q6-3. Retail shopping areas of City	7.7%	41.9%	31.9%	14.1%	2.0%	2.4%
Q6-4. Core City area around Main Street	7.7%	27.5%	32.8%	20.9%	4.4%	6.6%
Q6-5. City parks & greenways	7.9%	37.9%	31.7%	12.3%	2.6%	7.5%
Q6-6. Overall feeling of safety in High Point	8.1%	48.0%	24.9%	14.3%	3.3%	1.3%

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=454)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. Your neighborhood during the day	45.1%	44.0%	8.0%	2.5%	0.4%
Q6-2. Your neighborhood during the night	23.3%	47.7%	18.1%	7.8%	3.1%
Q6-3. Retail shopping areas of City	7.9%	42.9%	32.7%	14.4%	2.0%
Q6-4. Core City area around Main Street	8.3%	29.5%	35.1%	22.4%	4.7%
Q6-5. City parks & greenways	8.6%	41.0%	34.3%	13.3%	2.9%
Q6-6. Overall feeling of safety in High Point	8.3%	48.7%	25.2%	14.5%	3.3%

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	282	62.1 %
No	171	37.7 %
Not provided	1	0.2 %
Total	454	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	282	62.3 %
No	171	37.7 %
Total	453	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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcement of clean-up of junk cars & debris on private property	4.8%	24.2%	27.1%	16.3%	9.5%	18.1%
Q8-2. Enforcement of mowing & cutting of weeds on private property	5.7%	29.3%	27.1%	17.6%	5.7%	14.5%
Q8-3. Enforcement of sign regulations	6.8%	26.0%	33.9%	8.1%	3.5%	21.6%
Q8-4. Enforcement of repair of substandard housing	3.3%	13.7%	24.7%	20.7%	11.5%	26.2%
Q8-5. Enforcement of removal of dilapidated housing	3.1%	11.9%	24.7%	21.6%	12.1%	26.7%
Q8-6. Appearance of your neighborhood	24.2%	44.3%	15.9%	8.8%	2.2%	4.6%
Q8-7. Availability of programs to assist with home ownership like education & down payment assistance	4.4%	9.0%	29.7%	9.0%	5.5%	42.3%
Q8-8. City's efforts to manage (plan for) growth	5.3%	19.4%	31.9%	11.7%	7.9%	23.8%
Q8-9. Availability of affordable rental housing	2.2%	9.3%	23.3%	18.5%	14.1%	32.6%
Q8-10. Availability of affordable housing for purchase	2.6%	12.1%	29.7%	17.8%	10.1%	27.5%
Q8-11. Quality of public housing	2.2%	8.8%	25.3%	10.4%	7.9%	45.4%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcement of clean-up of junk cars & debris on private property	5.9%	29.6%	33.1%	19.9%	11.6%
Q8-2. Enforcement of mowing & cutting of weeds on private property	6.7%	34.3%	31.7%	20.6%	6.7%
Q8-3. Enforcement of sign regulations	8.7%	33.1%	43.3%	10.4%	4.5%
Q8-4. Enforcement of repair of substandard housing	4.5%	18.5%	33.4%	28.1%	15.5%
Q8-5. Enforcement of removal of dilapidated housing	4.2%	16.2%	33.6%	29.4%	16.5%
Q8-6. Appearance of your neighborhood	25.4%	46.4%	16.6%	9.2%	2.3%
Q8-7. Availability of programs to assist with home ownership like education & down payment assistance	7.6%	15.6%	51.5%	15.6%	9.5%
Q8-8. City's efforts to manage (plan for) growth	6.9%	25.4%	41.9%	15.3%	10.4%
Q8-9. Availability of affordable rental housing	3.3%	13.7%	34.6%	27.5%	20.9%
Q8-10. Availability of affordable housing for purchase	3.6%	16.7%	41.0%	24.6%	14.0%
Q8-11. Quality of public housing	4.0%	16.1%	46.4%	19.0%	14.5%

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?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of clean-up of junk cars & debris on private property	70	15.4 %
Enforcement of mowing & cutting of weeds on private property	23	5.1 %
Enforcement of sign regulations	10	2.2 %
Enforcement of repair of substandard housing	57	12.6 %
Enforcement of removal of dilapidated housing	33	7.3 %
Appearance of your neighborhood	15	3.3 %
Availability of programs to assist with home ownership like education & down payment assistance	32	7.0 %
City's efforts to manage (plan for) growth	66	14.5 %
Availability of affordable rental housing	55	12.1 %
Availability of affordable housing for purchase	18	4.0 %
Quality of public housing	20	4.4 %
None chosen	55	12.1 %
Total	454	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?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of clean-up of junk cars & debris on private property	36	7.9 %
Enforcement of mowing & cutting of weeds on private property	41	9.0 %
Enforcement of sign regulations	15	3.3 %
Enforcement of repair of substandard housing	40	8.8 %
Enforcement of removal of dilapidated housing	57	12.6 %
Appearance of your neighborhood	12	2.6 %
Availability of programs to assist with home ownership like education & down payment assistance	34	7.5 %
City's efforts to manage (plan for) growth	29	6.4 %
Availability of affordable rental housing	59	13.0 %
Availability of affordable housing for purchase	42	9.3 %
Quality of public housing	23	5.1 %
None chosen	66	14.5 %
Total	454	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?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of clean-up of junk cars & debris on private property	37	8.1 %
Enforcement of mowing & cutting of weeds on private property	22	4.8 %
Enforcement of sign regulations	9	2.0 %
Enforcement of repair of substandard housing	42	9.3 %
Enforcement of removal of dilapidated housing	41	9.0 %
Appearance of your neighborhood	22	4.8 %
Availability of programs to assist with home ownership like education & down payment assistance	27	5.9 %
City's efforts to manage (plan for) growth	37	8.1 %
Availability of affordable rental housing	38	8.4 %
Availability of affordable housing for purchase	51	11.2 %
Quality of public housing	40	8.8 %
None chosen	88	19.4 %
Total	454	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)

<u>Q9. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcement of clean-up of junk cars & debris on private property	143	31.5 %
Enforcement of mowing & cutting of weeds on private property	86	18.9 %
Enforcement of sign regulations	34	7.5 %
Enforcement of repair of substandard housing	139	30.6 %
Enforcement of removal of dilapidated housing	131	28.9 %
Appearance of your neighborhood	49	10.8 %
Availability of programs to assist with home ownership like education & down payment assistance	93	20.5 %
City's efforts to manage (plan for) growth	132	29.1 %
Availability of affordable rental housing	152	33.5 %
Availability of affordable housing for purchase	111	24.4 %
Quality of public housing	83	18.3 %
None chosen	55	12.1 %
Total	1208	

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Ease of getting across town in High Point	14.3%	48.9%	20.9%	10.1%	1.3%	4.4%
Q10-2. Ease of traveling from your home to regional roadways	24.9%	52.9%	14.3%	3.5%	0.9%	3.5%
Q10-3. Traffic signal coordination on major City streets	14.3%	46.0%	19.6%	10.6%	6.6%	2.9%
Q10-4. Maintenance of street signs	15.9%	57.5%	17.4%	4.6%	0.4%	4.2%
Q10-5. Availability of pedestrian walkways/sidewalks	8.1%	34.1%	26.7%	18.9%	8.6%	3.5%
Q10-6. Maintenance of sidewalks	8.4%	29.7%	35.2%	14.1%	4.8%	7.7%
Q10-7. Condition/maintenance of major City streets	7.7%	38.1%	24.0%	18.9%	7.5%	3.7%
Q10-8. Condition/maintenance of streets in your neighborhood	13.2%	40.1%	20.9%	16.7%	6.2%	2.9%
Q10-9. Landscaping of medians & public areas along major City streets	10.6%	43.2%	30.8%	9.7%	1.8%	4.0%
Q10-10. Adequacy of City street lighting	9.3%	42.1%	23.8%	17.2%	4.2%	3.5%
Q10-11. Availability of public transportation services	4.4%	17.0%	25.3%	11.2%	4.4%	37.7%
Q10-12. Availability of elderly & handicapped van service	3.5%	9.7%	25.6%	7.3%	3.5%	50.4%
Q10-13. Availability of regional transportation links	4.6%	16.3%	23.8%	8.1%	1.3%	45.8%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Ease of getting across town in High Point	15.0%	51.2%	21.9%	10.6%	1.4%
Q10-2. Ease of traveling from your home to regional roadways	25.8%	54.8%	14.8%	3.7%	0.9%
Q10-3. Traffic signal coordination on major City streets	14.7%	47.4%	20.2%	10.9%	6.8%
Q10-4. Maintenance of street signs	16.6%	60.0%	18.2%	4.8%	0.5%
Q10-5. Availability of pedestrian walkways/sidewalks	8.4%	35.4%	27.6%	19.6%	8.9%
Q10-6. Maintenance of sidewalks	9.1%	32.2%	38.2%	15.3%	5.3%
Q10-7. Condition/maintenance of major City streets	8.0%	39.6%	24.9%	19.7%	7.8%
Q10-8. Condition/maintenance of streets in your neighborhood	13.6%	41.3%	21.5%	17.2%	6.3%
Q10-9. Landscaping of medians & public areas along major City streets	11.0%	45.0%	32.1%	10.1%	1.8%
Q10-10. Adequacy of City street lighting	9.6%	43.6%	24.7%	17.8%	4.3%
Q10-11. Availability of public transportation services	7.1%	27.2%	40.6%	18.0%	7.1%
Q10-12. Availability of elderly & handicapped van service	7.1%	19.6%	51.6%	14.7%	7.1%
Q10-13. Availability of regional transportation links	8.5%	30.1%	43.9%	15.0%	2.4%

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?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Ease of getting across town in High Point	36	7.9 %
Ease of traveling from your home to regional roadways	4	0.9 %
Traffic signal coordination on major City streets	53	11.7 %
Maintenance of street signs	11	2.4 %
Availability of pedestrian walkways/sidewalks	78	17.2 %
Maintenance of sidewalks	15	3.3 %
Condition/maintenance of major City streets	79	17.4 %
Condition/maintenance of streets in your neighborhood	31	6.8 %
Landscaping of medians & public areas along major City streets	8	1.8 %
Adequacy of City street lighting	26	5.7 %
Availability of public transportation services	25	5.5 %
Availability of elderly & handicapped van service	25	5.5 %
Availability of regional transportation links	7	1.5 %
None chosen	56	12.3 %
Total	454	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?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Ease of getting across town in High Point	12	2.6 %
Ease of traveling from your home to regional roadways	10	2.2 %
Traffic signal coordination on major City streets	26	5.7 %
Maintenance of street signs	6	1.3 %
Availability of pedestrian walkways/sidewalks	37	8.1 %
Maintenance of sidewalks	28	6.2 %
Condition/maintenance of major City streets	60	13.2 %
Condition/maintenance of streets in your neighborhood	42	9.3 %
Landscaping of medians & public areas along major City streets	22	4.8 %
Adequacy of City street lighting	51	11.2 %
Availability of public transportation services	36	7.9 %
Availability of elderly & handicapped van service	30	6.6 %
Availability of regional transportation links	17	3.7 %
None chosen	77	17.0 %
Total	454	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?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Ease of getting across town in High Point	24	5.3 %
Ease of traveling from your home to regional roadways	8	1.8 %
Traffic signal coordination on major City streets	23	5.1 %
Maintenance of street signs	13	2.9 %
Availability of pedestrian walkways/sidewalks	38	8.4 %
Maintenance of sidewalks	25	5.5 %
Condition/maintenance of major City streets	33	7.3 %
Condition/maintenance of streets in your neighborhood	32	7.0 %
Landscaping of medians & public areas along major City streets	33	7.3 %
Adequacy of City street lighting	37	8.1 %
Availability of public transportation services	34	7.5 %
Availability of elderly & handicapped van service	33	7.3 %
Availability of regional transportation links	22	4.8 %
None chosen	99	21.8 %
Total	454	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)

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Ease of getting across town in High Point	72	15.9 %
Ease of traveling from your home to regional roadways	22	4.8 %
Traffic signal coordination on major City streets	102	22.5 %
Maintenance of street signs	30	6.6 %
Availability of pedestrian walkways/sidewalks	153	33.7 %
Maintenance of sidewalks	68	15.0 %
Condition/maintenance of major City streets	172	37.9 %
Condition/maintenance of streets in your neighborhood	105	23.1 %
Landscaping of medians & public areas along major City streets	63	13.9 %
Adequacy of City street lighting	114	25.1 %
Availability of public transportation services	95	20.9 %
Availability of elderly & handicapped van service	88	19.4 %
Availability of regional transportation links	46	10.1 %
None chosen	56	12.3 %
Total	1186	

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential trash collection service	36.3%	48.7%	7.3%	3.5%	0.4%	3.7%
Q12-2. Curbside recycling service	31.3%	45.2%	9.5%	6.6%	1.5%	5.9%
Q12-3. Leaf, yard waste & brush removal services	17.0%	35.9%	15.9%	15.9%	7.5%	7.9%
Q12-4. Bulk trash pickup/removal service (old furniture, appliances, etc.)	23.1%	38.1%	17.4%	9.3%	2.6%	9.5%
Q12-5. Efforts to rebuild & maintain wastewater collection system	7.9%	24.7%	27.1%	4.6%	1.8%	33.9%
Q12-6. Reliability of water service	23.8%	50.7%	13.7%	2.6%	0.9%	8.4%
Q12-7. Water pressure in your home	22.7%	48.2%	16.3%	7.7%	2.2%	2.9%
Q12-8. Taste/odor of your drinking water	14.3%	37.4%	24.0%	14.1%	5.5%	4.6%
Q12-9. Overall value that you receive for water & wastewater utility rates	9.0%	37.0%	29.3%	15.6%	5.1%	4.0%
Q12-10. Cleanliness/maintenance of stormwater drains in your neighborhood	9.9%	39.9%	24.2%	11.5%	3.7%	10.8%
Q12-11. Reliability of City electrical service	22.0%	44.5%	15.9%	5.1%	2.0%	10.6%
Q12-12. How quickly City restores power after an unplanned outage	22.2%	44.7%	15.0%	7.7%	1.5%	8.8%
Q12-13. Overall value you receive for electrical utility rates	10.6%	37.2%	24.4%	10.8%	6.2%	10.8%
Q12-14. How well City keeps you informed about planned disruptions to your utility service	9.7%	31.1%	24.7%	12.8%	5.5%	16.3%

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	24.4%	34.1%	16.5%	2.6%	0.9%	21.4%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential trash collection service	37.8%	50.6%	7.6%	3.7%	0.5%
Q12-2. Curbside recycling service	33.3%	48.0%	10.1%	7.0%	1.6%
Q12-3. Leaf, yard waste & brush removal services	18.4%	39.0%	17.2%	17.2%	8.1%
Q12-4. Bulk trash pickup/removal service (old furniture, appliances, etc.)	25.5%	42.1%	19.2%	10.2%	2.9%
Q12-5. Efforts to rebuild & maintain wastewater collection system	12.0%	37.3%	41.0%	7.0%	2.7%
Q12-6. Reliability of water service	26.0%	55.3%	14.9%	2.9%	1.0%
Q12-7. Water pressure in your home	23.4%	49.7%	16.8%	7.9%	2.3%
Q12-8. Taste/odor of your drinking water	15.0%	39.3%	25.2%	14.8%	5.8%
Q12-9. Overall value that you receive for water & wastewater utility rates	9.4%	38.5%	30.5%	16.3%	5.3%
Q12-10. Cleanliness/maintenance of stormwater drains in your neighborhood	11.1%	44.7%	27.2%	12.8%	4.2%
Q12-11. Reliability of City electrical service	24.6%	49.8%	17.7%	5.7%	2.2%
Q12-12. How quickly City restores power after an unplanned outage	24.4%	49.0%	16.4%	8.5%	1.7%
Q12-13. Overall value you receive for electrical utility rates	11.9%	41.7%	27.4%	12.1%	6.9%
Q12-14. How well City keeps you informed about planned disruptions to your utility service	11.6%	37.1%	29.5%	15.3%	6.6%
Q12-15. Courtesy of field employees	31.1%	43.4%	21.0%	3.4%	1.1%

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	17	3.7 %
Curbside recycling service	22	4.8 %
Leaf, yard waste & brush removal services	53	11.7 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	24	5.3 %
Efforts to rebuild & maintain wastewater collection system	27	5.9 %
Reliability of water service	23	5.1 %
Water pressure in your home	18	4.0 %
Taste/odor of your drinking water	52	11.5 %
Overall value that you receive for water & wastewater utility rates	29	6.4 %
Cleanliness/maintenance of stormwater drains in your neighborhood	17	3.7 %
Reliability of City electrical service	27	5.9 %
How quickly City restores power after an unplanned outage	28	6.2 %
Overall value you receive for electrical utility rates	27	5.9 %
How well City keeps you informed about planned disruptions to your utility service	15	3.3 %
Courtesy of field employees	2	0.4 %
None chosen	73	16.1 %
Total	454	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	13	2.9 %
Curbside recycling service	15	3.3 %
Leaf, yard waste & brush removal services	29	6.4 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	33	7.3 %
Efforts to rebuild & maintain wastewater collection system	26	5.7 %
Reliability of water service	15	3.3 %
Water pressure in your home	12	2.6 %
Taste/odor of your drinking water	45	9.9 %
Overall value that you receive for water & wastewater utility rates	43	9.5 %
Cleanliness/maintenance of stormwater drains in your neighborhood	24	5.3 %
Reliability of City electrical service	26	5.7 %
How quickly City restores power after an unplanned outage	26	5.7 %
Overall value you receive for electrical utility rates	36	7.9 %
How well City keeps you informed about planned disruptions to your utility service	18	4.0 %
Courtesy of field employees	2	0.4 %
None chosen	91	20.0 %
Total	454	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	11	2.4 %
Curbside recycling service	9	2.0 %
Leaf, yard waste & brush removal services	29	6.4 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	22	4.8 %
Efforts to rebuild & maintain wastewater collection system	24	5.3 %
Reliability of water service	12	2.6 %
Water pressure in your home	12	2.6 %
Taste/odor of your drinking water	25	5.5 %
Overall value that you receive for water & wastewater utility rates	37	8.1 %
Cleanliness/maintenance of stormwater drains in your neighborhood	19	4.2 %
Reliability of City electrical service	22	4.8 %
How quickly City restores power after an unplanned outage	25	5.5 %
Overall value you receive for electrical utility rates	32	7.0 %
How well City keeps you informed about planned disruptions to your utility service	50	11.0 %
Courtesy of field employees	8	1.8 %
None chosen	117	25.8 %
Total	454	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	41	9.0 %
Curbside recycling service	46	10.1 %
Leaf, yard waste & brush removal services	111	24.4 %
Bulk trash pickup/removal service (old furniture, appliances, etc.)	79	17.4 %
Efforts to rebuild & maintain wastewater collection system	77	17.0 %
Reliability of water service	50	11.0 %
Water pressure in your home	42	9.3 %
Taste/odor of your drinking water	122	26.9 %
Overall value that you receive for water & wastewater utility rates	109	24.0 %
Cleanliness/maintenance of stormwater drains in your neighborhood	60	13.2 %
Reliability of City electrical service	75	16.5 %
How quickly City restores power after an unplanned outage	79	17.4 %
Overall value you receive for electrical utility rates	95	20.9 %
How well City keeps you informed about planned disruptions to your utility service	83	18.3 %
Courtesy of field employees	12	2.6 %
None chosen	73	16.1 %
Total	1154	

Q14. Are you aware of these programs?

<u>Q14. Are you aware of these programs</u>	<u>Number</u>	<u>Percent</u>
Yes	236	52.0 %
No	218	48.0 %
Total	454	100.0 %

Q14a. Have you participated in one of these programs?

<u>Q14a. Have you participated in one of these programs</u>	<u>Number</u>	<u>Percent</u>
Yes	66	28.0 %
No	170	72.0 %
Total	236	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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. City efforts to keep you informed about local issues	6.6%	26.2%	31.3%	22.0%	3.3%	10.6%
Q15-2. Quality of City's government activities channel (TW cable channel 8)	5.3%	18.3%	24.7%	4.6%	3.1%	44.1%
Q15-3. Quality of online subscription services	2.0%	18.7%	26.7%	4.8%	1.5%	46.3%
Q15-4. Quality of City's website	5.1%	34.4%	28.6%	8.6%	2.6%	20.7%
Q15-5. Quality of utility bill inserts	6.8%	35.9%	29.3%	4.6%	0.9%	22.5%
Q15-6. Quality of printed materials	7.7%	35.5%	27.8%	3.3%	0.7%	25.1%
Q15-7. General availability of information about City programs & services	6.6%	28.9%	33.5%	12.3%	5.7%	13.0%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. City efforts to keep you informed about local issues	7.4%	29.3%	35.0%	24.6%	3.7%
Q15-2. Quality of City's government activities channel (TW cable channel 8)	9.4%	32.7%	44.1%	8.3%	5.5%
Q15-3. Quality of online subscription services	3.7%	34.8%	49.6%	9.0%	2.9%
Q15-4. Quality of City's website	6.4%	43.3%	36.1%	10.8%	3.3%
Q15-5. Quality of utility bill inserts	8.8%	46.3%	37.8%	6.0%	1.1%
Q15-6. Quality of printed materials	10.3%	47.4%	37.1%	4.4%	0.9%
Q15-7. General availability of information about City programs & services	7.6%	33.2%	38.5%	14.2%	6.6%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Appearance/maintenance of City parks	17.0%	54.2%	14.8%	5.1%	1.1%	7.9%
Q16-2. Number of City parks	13.7%	41.0%	21.1%	12.3%	2.2%	9.7%
Q16-3. Availability of walking/ biking trails in City	13.2%	34.6%	23.1%	14.5%	3.3%	11.2%
Q16-4. Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball)	11.9%	39.4%	22.7%	5.5%	1.5%	18.9%
Q16-5. Recreation centers & programs for youth	8.1%	30.0%	22.2%	7.5%	2.2%	30.0%
Q16-6. Recreation centers & programs for adults including seniors	7.7%	25.8%	23.1%	12.3%	4.2%	26.9%
Q16-7. Life-long sport programs like golf/tennis	7.0%	23.3%	29.7%	4.8%	1.8%	33.3%
Q16-8. Aquatic based programs like fishing, boating, swimming pools, splash pads	7.5%	26.2%	25.8%	11.9%	2.6%	26.0%
Q16-9. Special events & festivals in City	8.4%	32.8%	28.4%	13.2%	3.5%	13.7%
Q16-10. Receiving information on parks & recreation programs	5.3%	21.6%	27.5%	23.6%	5.7%	16.3%
Q16-11. Hours of operation & services provided by public library	12.8%	41.2%	22.0%	2.9%	0.4%	20.7%
Q16-12. Amount & variety of books & other materials in public library	15.4%	40.3%	18.3%	1.5%	0.7%	23.8%
Q16-13. Number of public use computers in library	10.4%	23.1%	22.7%	2.0%	0.7%	41.2%
Q16-14. Public library programs like story time, book clubs or genealogy services	10.6%	23.3%	22.9%	1.8%	0.2%	41.2%

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	10.1%	28.6%	23.6%	2.6%	0.9%	34.1%
Q16-16. Variety & quality of events held at High Point Theatre	9.5%	30.8%	21.6%	8.6%	1.5%	28.0%
Q16-17. Parking & access to Theatre	7.7%	26.9%	25.3%	7.7%	2.2%	30.2%

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=454)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Appearance/maintenance of City parks	18.4%	58.9%	16.0%	5.5%	1.2%
Q16-2. Number of City parks	15.1%	45.4%	23.4%	13.7%	2.4%
Q16-3. Availability of walking/biking trails in City	14.9%	39.0%	26.1%	16.4%	3.7%
Q16-4. Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball)	14.7%	48.6%	28.0%	6.8%	1.9%
Q16-5. Recreation centers & programs for youth	11.6%	42.8%	31.8%	10.7%	3.1%
Q16-6. Recreation centers & programs for adults including seniors	10.5%	35.2%	31.6%	16.9%	5.7%
Q16-7. Life-long sport programs like golf/ tennis	10.6%	35.0%	44.6%	7.3%	2.6%
Q16-8. Aquatic based programs like fishing, boating, swimming pools, splash pads	10.1%	35.4%	34.8%	16.1%	3.6%
Q16-9. Special events & festivals in City	9.7%	38.0%	32.9%	15.3%	4.1%
Q16-10. Receiving information on parks & recreation programs	6.3%	25.8%	32.9%	28.2%	6.8%
Q16-11. Hours of operation & services provided by public library	16.1%	51.9%	27.8%	3.6%	0.6%
Q16-12. Amount & variety of books & other materials in public library	20.2%	52.9%	24.0%	2.0%	0.9%
Q16-13. Number of public use computers in library	17.6%	39.3%	38.6%	3.4%	1.1%
Q16-14. Public library programs like story time, book clubs or genealogy services	18.0%	39.7%	39.0%	3.0%	0.4%
Q16-15. High Point Museum programs & facilities	15.4%	43.5%	35.8%	4.0%	1.3%
Q16-16. Variety & quality of events held at High Point Theatre	13.1%	42.8%	30.0%	11.9%	2.1%
Q16-17. Parking & access to Theatre	11.0%	38.5%	36.3%	11.0%	3.2%

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	46	10.1 %
Number of City parks	26	5.7 %
Availability of walking/biking trails in City	49	10.8 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	9	2.0 %
Recreation centers & programs for youth	40	8.8 %
Recreation centers & programs for adults including seniors	46	10.1 %
Life-long sport programs like golf/tennis	12	2.6 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	11	2.4 %
Special events & festivals in City	41	9.0 %
Receiving information on parks & recreation programs	31	6.8 %
Hours of operation & services provided by public library	2	0.4 %
Amount & variety of books & other materials in public library	6	1.3 %
Number of public use computers in library	2	0.4 %
Public library programs like story time, book clubs or genealogy services	6	1.3 %
High Point Museum programs & facilities	4	0.9 %
Variety & quality of events held at High Point Theatre	21	4.6 %
Parking & access to Theatre	9	2.0 %
None chosen	93	20.5 %
Total	454	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	19	4.2 %
Number of City parks	18	4.0 %
Availability of walking/biking trails in City	35	7.7 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	17	3.7 %
Recreation centers & programs for youth	33	7.3 %
Recreation centers & programs for adults including seniors	43	9.5 %
Life-long sport programs like golf/tennis	11	2.4 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	24	5.3 %
Special events & festivals in City	41	9.0 %
Receiving information on parks & recreation programs	35	7.7 %
Hours of operation & services provided by public library	4	0.9 %
Amount & variety of books & other materials in public library	7	1.5 %
Number of public use computers in library	3	0.7 %
Public library programs like story time, book clubs or genealogy services	5	1.1 %
High Point Museum programs & facilities	14	3.1 %
Variety & quality of events held at High Point Theatre	27	5.9 %
Parking & access to Theatre	11	2.4 %
<u>None chosen</u>	<u>107</u>	<u>23.6 %</u>
Total	454	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. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Appearance/maintenance of City parks	18	4.0 %
Number of City parks	13	2.9 %
Availability of walking/biking trails in City	22	4.8 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	14	3.1 %
Recreation centers & programs for youth	17	3.7 %
Recreation centers & programs for adults including seniors	39	8.6 %
Life-long sport programs like golf/tennis	23	5.1 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	18	4.0 %
Special events & festivals in City	47	10.4 %
Receiving information on parks & recreation programs	27	5.9 %
Hours of operation & services provided by public library	11	2.4 %
Amount & variety of books & other materials in public library	6	1.3 %
Number of public use computers in library	1	0.2 %
Public library programs like story time, book clubs or genealogy services	8	1.8 %
High Point Museum programs & facilities	19	4.2 %
Variety & quality of events held at High Point Theatre	27	5.9 %
Parking & access to Theatre	16	3.5 %
<u>None chosen</u>	<u>128</u>	<u>28.2 %</u>
Total	454	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	83	18.3 %
Number of City parks	57	12.6 %
Availability of walking/biking trails in City	106	23.3 %
Quality & availability of outdoor athletic fields (e.g. baseball, soccer, softball, etc.)	40	8.8 %
Recreation centers & programs for youth	90	19.8 %
Recreation centers & programs for adults including seniors	128	28.2 %
Life-long sport programs like golf/tennis	46	10.1 %
Aquatic based programs like fishing, boating, swimming pools, splash pads	53	11.7 %
Special events & festivals in City	129	28.4 %
Receiving information on parks & recreation programs	93	20.5 %
Hours of operation & services provided by public library	17	3.7 %
Amount & variety of books & other materials in public library	19	4.2 %
Number of public use computers in library	6	1.3 %
Public library programs like story time, book clubs or genealogy services	19	4.2 %
High Point Museum programs & facilities	37	8.1 %
Variety & quality of events held at High Point Theatre	75	16.5 %
Parking & access to Theatre	36	7.9 %
None chosen	93	20.5 %
Total	1127	

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

<u>Q18. Have you contacted the City during the past year?</u>	<u>Number</u>	<u>Percent</u>
Yes	229	50.4 %
No	225	49.6 %
Total	454	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=229)

	<u>Always</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>Don't know</u>
Q18a-1. They were courteous & polite	55.5%	34.1%	8.3%	0.0%	0.4%	1.7%
Q18a-2. They gave prompt, accurate, & complete answers to questions	47.6%	32.8%	14.0%	2.2%	0.9%	2.6%
Q18a-3. They did what they said they would do in a timely manner	44.5%	28.4%	15.3%	3.5%	2.2%	6.1%
Q18a-4. They helped you resolve your issue to your satisfaction	45.9%	26.2%	15.7%	5.2%	3.9%	3.1%
Q18a-5. It was easy to contact the person you needed	34.5%	31.4%	19.7%	7.9%	2.2%	4.4%
Q18a-6. Services were provided at a time that was accommodating to your schedule	33.2%	35.4%	11.8%	7.4%	2.6%	9.6%

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=229)

	Always	Usually	Sometimes	Seldom	Never
Q18a-1. They were courteous & polite	56.4%	34.7%	8.4%	0.0%	0.4%
Q18a-2. They gave prompt, accurate, & complete answers to questions	48.9%	33.6%	14.3%	2.2%	0.9%
Q18a-3. They did what they said they would do in a timely manner	47.4%	30.2%	16.3%	3.7%	2.3%
Q18a-4. They helped you resolve your issue to your satisfaction	47.3%	27.0%	16.2%	5.4%	4.1%
Q18a-5. It was easy to contact the person you needed	36.1%	32.9%	20.5%	8.2%	2.3%
Q18a-6. Services were provided at a time that was accommodating to your schedule	36.7%	39.1%	13.0%	8.2%	2.9%

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=454)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q19-1. Sense of community	42.7%	40.7%	6.6%	5.1%	4.8%
Q19-2. Quality of public education	54.4%	19.2%	5.5%	12.8%	8.1%
Q19-3. Employment opportunities (proximity to job)	50.0%	26.7%	5.3%	10.6%	7.5%
Q19-4. Types of housing	64.3%	25.1%	3.5%	2.0%	5.1%
Q19-5. Quality of housing	72.9%	18.7%	2.9%	0.9%	4.6%
Q19-6. Access to quality shopping	47.6%	42.5%	2.4%	3.5%	4.0%
Q19-7. Availability of parks & recreation opportunities	41.6%	37.9%	7.3%	7.9%	5.3%
Q19-8. Proximity to family & friends	41.2%	35.7%	5.5%	12.3%	5.3%
Q19-9. Safety & security	82.4%	12.3%	0.4%	0.7%	4.2%
Q19-10. Accessibility to airport & other communities	33.3%	48.2%	5.3%	9.0%	4.2%
Q19-11. Educational opportunities for preschool age children	33.7%	20.3%	9.0%	26.2%	10.8%
Q19-12. Quality health care	68.9%	20.7%	1.8%	3.3%	5.3%
Q19-13. Public transportation (bus)	22.0%	25.1%	9.0%	35.7%	8.1%
Q19-14. Opportunities and/or resources for senior citizens	38.3%	28.0%	9.0%	17.2%	7.5%

WITHOUT "NOT PROVIDED"

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? (without "not provided")

(N=454)

	Very important	Somewhat important	Not sure	Unimportant
Q19-1. Sense of community	44.9%	42.8%	6.9%	5.3%
Q19-2. Quality of public education	59.2%	20.9%	6.0%	13.9%
Q19-3. Employment opportunities (proximity to job)	54.0%	28.8%	5.7%	11.4%
Q19-4. Types of housing	67.7%	26.5%	3.7%	2.1%
Q19-5. Quality of housing	76.4%	19.6%	3.0%	0.9%
Q19-6. Access to quality shopping	49.5%	44.3%	2.5%	3.7%
Q19-7. Availability of parks & recreation opportunities	44.0%	40.0%	7.7%	8.4%
Q19-8. Proximity to family & friends	43.5%	37.7%	5.8%	13.0%
Q19-9. Safety & security	86.0%	12.9%	0.5%	0.7%
Q19-10. Accessibility to airport & other communities	34.7%	50.3%	5.5%	9.4%
Q19-11. Educational opportunities for preschool age children	37.8%	22.7%	10.1%	29.4%
Q19-12. Quality health care	72.8%	21.9%	1.9%	3.5%
Q19-13. Public transportation (bus)	24.0%	27.3%	9.8%	38.8%
Q19-14. Opportunities and/or resources for senior citizens	41.4%	30.2%	9.8%	18.6%

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

(N=454)

	Yes	No	Not provided
Q19-1. Sense of community	52.6%	22.5%	24.9%
Q19-2. Quality of public education	30.2%	31.3%	38.5%
Q19-3. Employment opportunities (proximity to job)	46.0%	18.9%	35.0%
Q19-4. Types of housing	55.5%	15.2%	29.3%
Q19-5. Quality of housing	57.3%	16.5%	26.2%
Q19-6. Access to quality shopping	52.6%	23.6%	23.8%
Q19-7. Availability of parks & recreation opportunities	57.3%	15.0%	27.8%
Q19-8. Proximity to family & friends	58.4%	10.6%	31.1%
Q19-9. Safety & security	54.4%	20.0%	25.6%
Q19-10. Accessibility to airport & other communities	67.2%	5.7%	27.1%
Q19-11. Educational opportunities for preschool age children	32.8%	18.5%	48.7%
Q19-12. Quality health care	58.4%	14.5%	27.1%
Q19-13. Public transportation (bus)	31.7%	20.0%	48.2%
Q19-14. Opportunities and/or resources for senior citizens	33.0%	20.3%	46.7%

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

(N=454)

	Yes	No
Q19-1. Sense of community	70.1%	29.9%
Q19-2. Quality of public education	49.1%	50.9%
Q19-3. Employment opportunities (proximity to job)	70.8%	29.2%
Q19-4. Types of housing	78.5%	21.5%
Q19-5. Quality of housing	77.6%	22.4%
Q19-6. Access to quality shopping	69.1%	30.9%
Q19-7. Availability of parks & recreation opportunities	79.3%	20.7%
Q19-8. Proximity to family & friends	84.7%	15.3%
Q19-9. Safety & security	73.1%	26.9%
Q19-10. Accessibility to airport & other communities	92.1%	7.9%
Q19-11. Educational opportunities for preschool age children	63.9%	36.1%
Q19-12. Quality health care	80.1%	19.9%
Q19-13. Public transportation (bus)	61.3%	38.7%
Q19-14. Opportunities and/or resources for senior citizens	62.0%	38.0%

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=454)

	Very important	Important	Neutral	Unimportant	Very unimportant	Don't know
Q20-1. The future well-being of Furniture Market	43.0%	27.8%	12.6%	8.4%	3.3%	5.1%
Q20-2. Providing incentives to attract & retain businesses & industries	61.0%	24.4%	7.3%	2.6%	1.1%	3.5%
Q20-3. The future well-being of High Point University	36.8%	23.8%	17.2%	9.9%	7.7%	4.6%
Q20-4. Providing incentives to attract & retain new retail development & restaurants	56.4%	29.3%	5.7%	3.1%	1.8%	3.7%
Q20-5. Providing incentives to attract new full-time private sector jobs	56.6%	27.8%	9.0%	1.5%	0.0%	5.1%
Q20-6. Strengthening High Point's image through targeted marketing	42.1%	31.1%	14.5%	4.0%	1.5%	6.8%
Q20-7. Public/private partnerships to encourage Core City revitalization	46.7%	29.7%	13.0%	2.6%	1.5%	6.4%
Q20-8. Availability of high quality affordable housing in a neighborhood near you	39.4%	27.1%	17.0%	5.3%	4.6%	6.6%
Q20-9. Providing a facility for community arts programs	29.1%	31.9%	21.6%	6.4%	3.5%	7.5%
Q20-10. Increasing local tax support to expand public transportation bus routes & hours	17.0%	21.8%	24.4%	12.3%	14.8%	9.7%
Q20-11. Providing a new full service senior activity center	32.2%	28.6%	17.8%	8.1%	4.0%	9.3%

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=454)

	Very important	Important	Neutral	Unimportant	Very unimportant
Q20-1. The future well-being of Furniture Market	45.2%	29.2%	13.2%	8.8%	3.5%
Q20-2. Providing incentives to attract & retain businesses & industries	63.2%	25.3%	7.5%	2.7%	1.1%
Q20-3. The future well-being of High Point University	38.6%	24.9%	18.0%	10.4%	8.1%
Q20-4. Providing incentives to attract & retain new retail development & restaurants	58.6%	30.4%	5.9%	3.2%	1.8%
Q20-5. Providing incentives to attract new full-time private sector jobs	59.6%	29.2%	9.5%	1.6%	0.0%
Q20-6. Strengthening High Point's image through targeted marketing	45.2%	33.3%	15.6%	4.3%	1.7%
Q20-7. Public/private partnerships to encourage Core City revitalization	49.9%	31.8%	13.9%	2.8%	1.6%
Q20-8. Availability of high quality affordable housing in a neighborhood near you	42.2%	29.0%	18.2%	5.7%	5.0%
Q20-9. Providing a facility for community arts programs	31.4%	34.5%	23.3%	6.9%	3.8%
Q20-10. Increasing local tax support to expand public transportation bus routes & hours	18.8%	24.1%	27.1%	13.7%	16.3%
Q20-11. Providing a new full service senior activity center	35.4%	31.6%	19.7%	9.0%	4.4%

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	42	9.3 %
A few times per week	116	25.6 %
At least once a week	101	22.2 %
A few times per month	131	28.9 %
A few times per year	37	8.1 %
Seldom or never	19	4.2 %
Not provided	8	1.8 %
Total	454	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	42	9.4 %
A few times per week	116	26.0 %
At least once a week	101	22.6 %
A few times per month	131	29.4 %
A few times per year	37	8.3 %
Seldom or never	19	4.3 %
Total	446	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	74	16.3 %
6-10	46	10.1 %
11-15	39	8.6 %
16-20	44	9.7 %
21-30	76	16.7 %
31+	147	32.4 %
Not provided	28	6.2 %
Total	454	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	74	17.4 %
6-10	46	10.8 %
11-15	39	9.2 %
16-20	44	10.3 %
21-30	76	17.8 %
31+	147	34.5 %
Total	426	100.0 %

Q23. Do you own or rent your current residence?

Q23. Do you own or rent your current residence	Number	Percent
Own	307	67.6 %
Rent	141	31.1 %
Not provided	6	1.3 %
Total	454	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	307	68.5 %
Rent	141	31.5 %
Total	448	100.0 %

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

	Mean	Sum
number	2.3	1017
Under age 5	0.1	44
Ages 5-19	0.3	136
Ages 20-34	0.4	154
Ages 35-49	0.4	158
Ages 50-64	0.6	259
Ages 65+	0.6	266

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

<u>Q25. Your race/ethnicity</u>	Number	Percent
Asian or Asian Indian	32	7.0 %
Black or African American	153	33.7 %
American Indian or Alaska Native	2	0.4 %
White	223	49.1 %
Native Hawaiian or other Pacific Islander	3	0.7 %
Hispanic, Spanish, or Latino/a/x	46	10.1 %
Other	5	1.1 %
Total	464	

Q25-6. Self-describe your race/ethnicity:

<u>Q25-7. Self-describe your race/ethnicity</u>	Number	Percent
Multi-racial	1	20.0 %
Asian/Pilipino	1	20.0 %
Mulatto	1	20.0 %
Middle Eastern/Hispanic/South East Asian	1	20.0 %
Mixed	1	20.0 %
Total	5	100.0 %

Q26. What is your gender?

<u>Q26. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	214	47.1 %
Female	232	51.1 %
Not provided	8	1.8 %
Total	454	100.0 %

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

<u>Q26. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	214	48.0 %
Female	232	52.0 %
Total	446	100.0 %

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

<u>Q27. Which following best describes your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	254	55.9 %
Employed in home/have a home-based business	36	7.9 %
Student	1	0.2 %
Retired	116	25.6 %
Not currently employed outside home	22	4.8 %
Not provided	25	5.5 %
Total	454	100.0 %

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

<u>Q27. Which following best describes your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	254	59.2 %
Employed in home/have a home-based business	36	8.4 %
Student	1	0.2 %
Retired	116	27.0 %
Not currently employed outside home	22	5.1 %
Total	429	100.0 %

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

Q27-1. What is the zip code where you work	Number	Percent
27265	38	15.9 %
27262	36	15.1 %
27260	27	11.3 %
27410	18	7.5 %
27409	14	5.9 %
27282	10	4.2 %
27263	8	3.3 %
27101	7	2.9 %
27105	6	2.5 %
27261	6	2.5 %
27401	5	2.1 %
27408	5	2.1 %
27103	4	1.7 %
27284	4	1.7 %
27406	3	1.3 %
27405	3	1.3 %
27360	3	1.3 %
27235	3	1.3 %
27407	3	1.3 %
27455	2	0.8 %
27373	2	0.8 %
27320	2	0.8 %
27107	2	0.8 %
27268	2	0.8 %
27357	2	0.8 %
27102	1	0.4 %
27403	1	0.4 %
27412	1	0.4 %
27055	1	0.4 %
27003	1	0.4 %
28144	1	0.4 %
27106	1	0.4 %
27317	1	0.4 %
27157	1	0.4 %
27104	1	0.4 %
27278	1	0.4 %
27292	1	0.4 %
28642	1	0.4 %
27215	1	0.4 %
27411	1	0.4 %
27248	1	0.4 %
27244	1	0.4 %
27203	1	0.4 %
27249	1	0.4 %
27607	1	0.4 %
21240	1	0.4 %
27264	1	0.4 %
27295	1	0.4 %
27253	1	0.4 %
Total	239	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	63	13.9 %
\$25K to \$49,999	83	18.3 %
\$50K to \$74,999	113	24.9 %
\$75K+	127	28.0 %
Not provided	68	15.0 %
Total	454	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	63	16.3 %
\$25K to \$49,999	83	21.5 %
\$50K to \$74,999	113	29.3 %
\$75K+	127	32.9 %
Total	386	100.0 %



5

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. They will present the results 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 completion of this survey, please contact Stephen Hawryluk in the City of High Point Financial Services Department at 336-883-3296.

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

Sincerely,

A handwritten signature in black ink that reads "Jay W. Wagner".

Jay W. Wagner,
Mayor

A handwritten signature in black ink that reads "Tasha Logan Ford".

Tasha Logan Ford,
City Manager

2022 City of High Point Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to resident priorities. If you have questions, please call Stephen Hawryluk at 336-883-3296. 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 [Answer Q7a-b.] ____ (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 [Answer Q14a.] ____ (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 [Answer Q18a.] ____ (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
- 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 29a.] (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.



2022 City of High Point Citizen Survey GIS Maps

Presented to the City of High Point,
North Carolina

February 2023

Interpreting the Maps

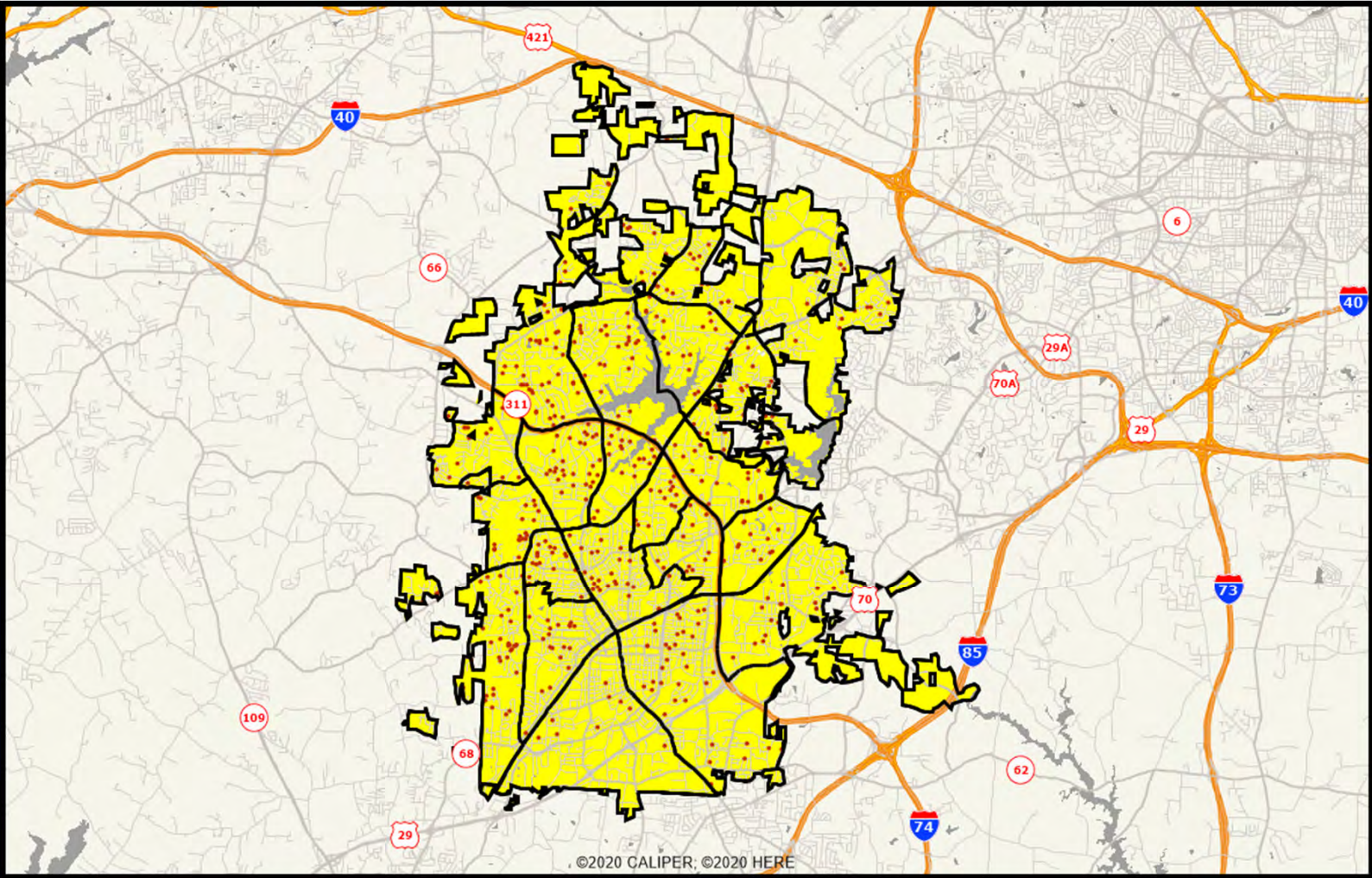
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

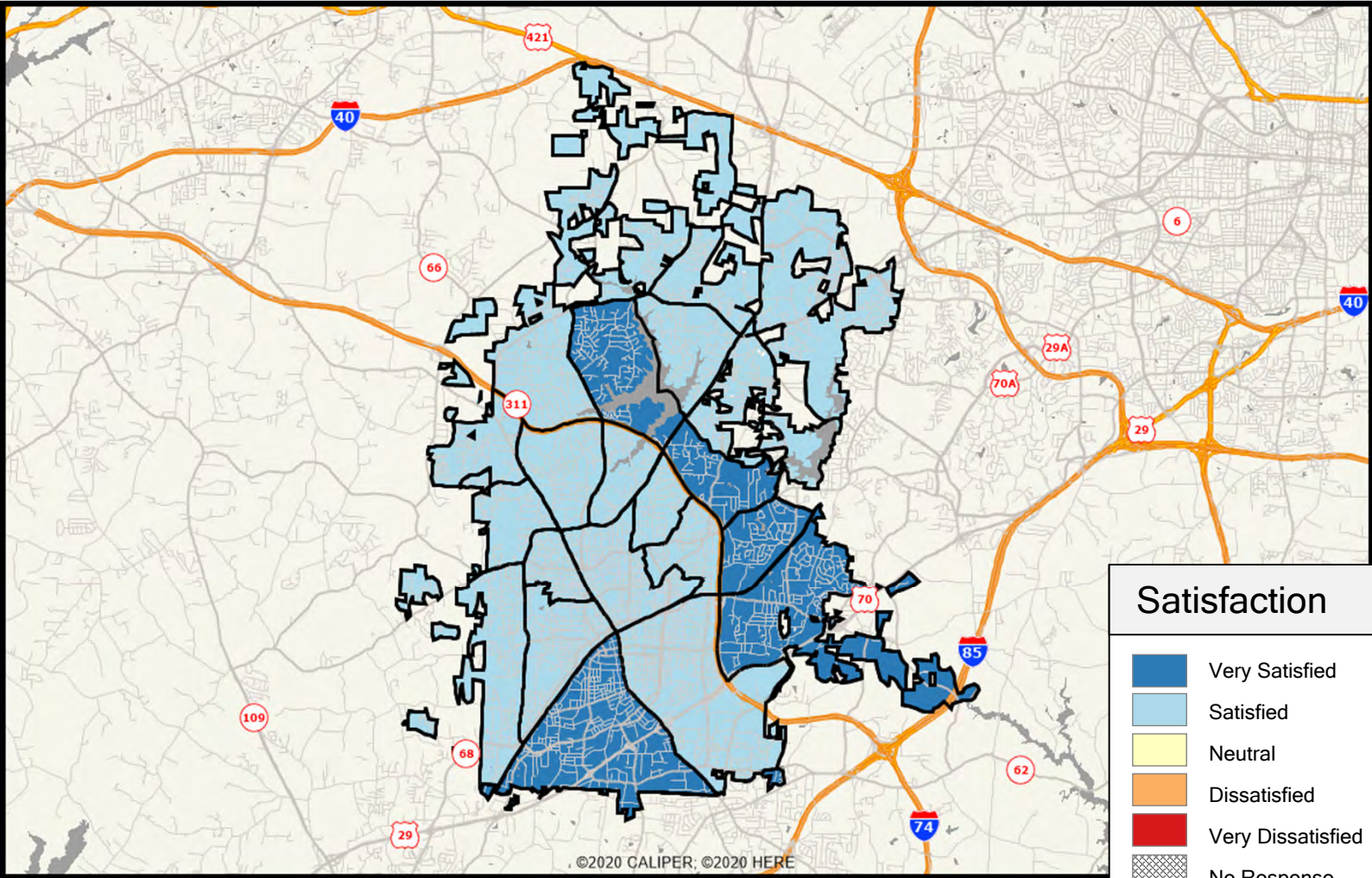
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the 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

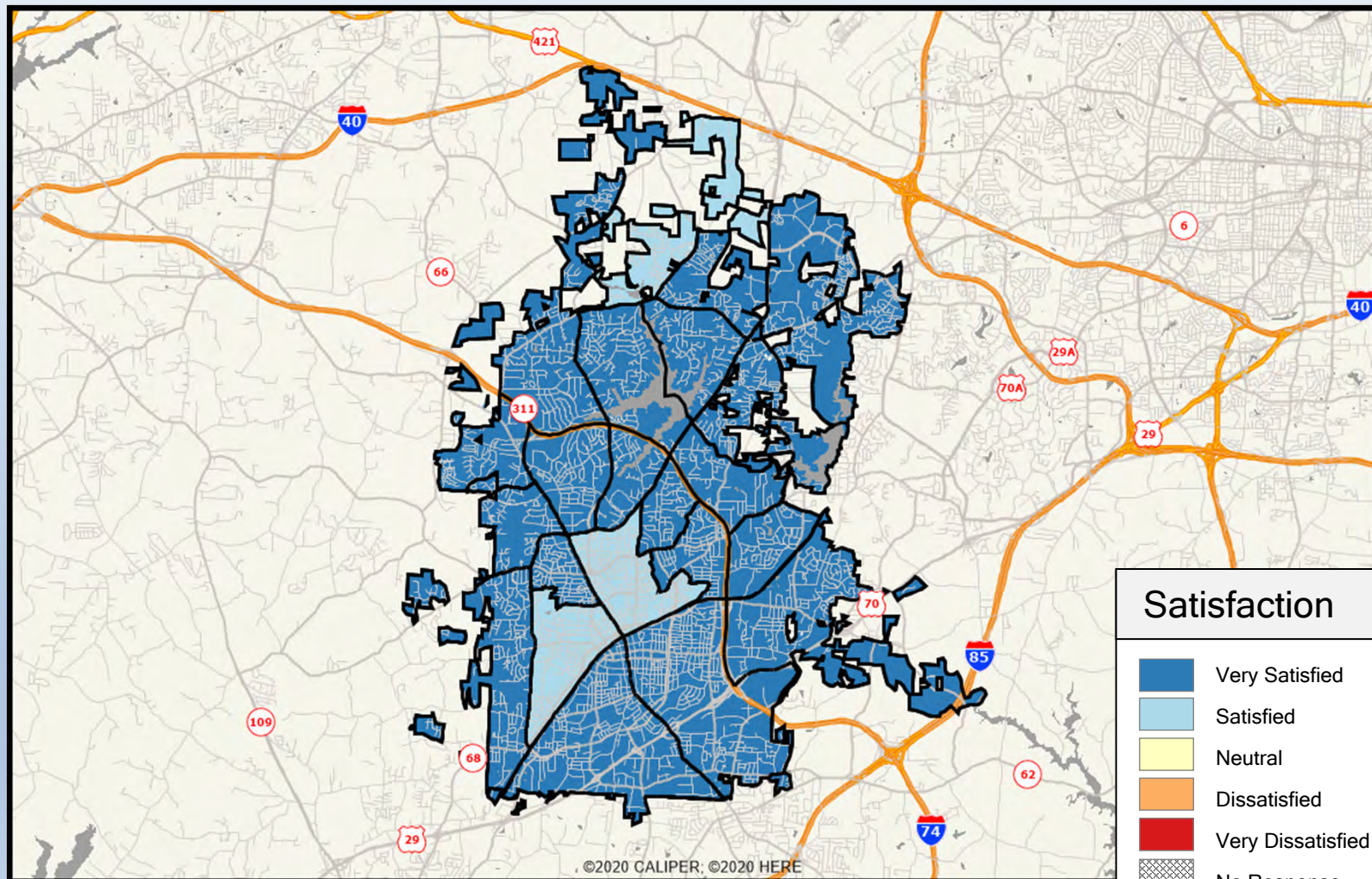


Satisfaction

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

ETC INSTITUTE

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

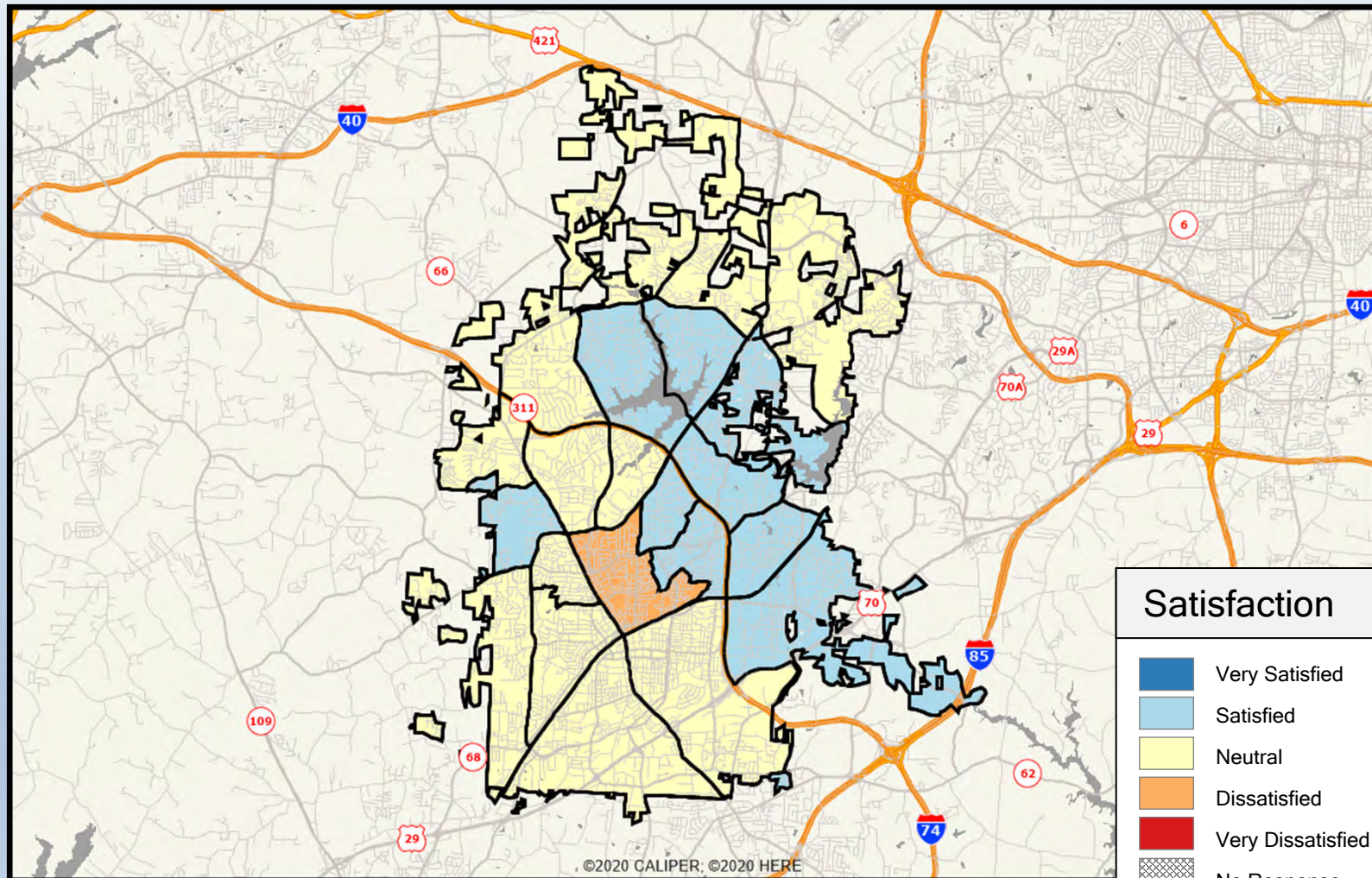


Satisfaction

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

ETC INSTITUTE

Q1-03. Overall enforcement of City codes and ordinances

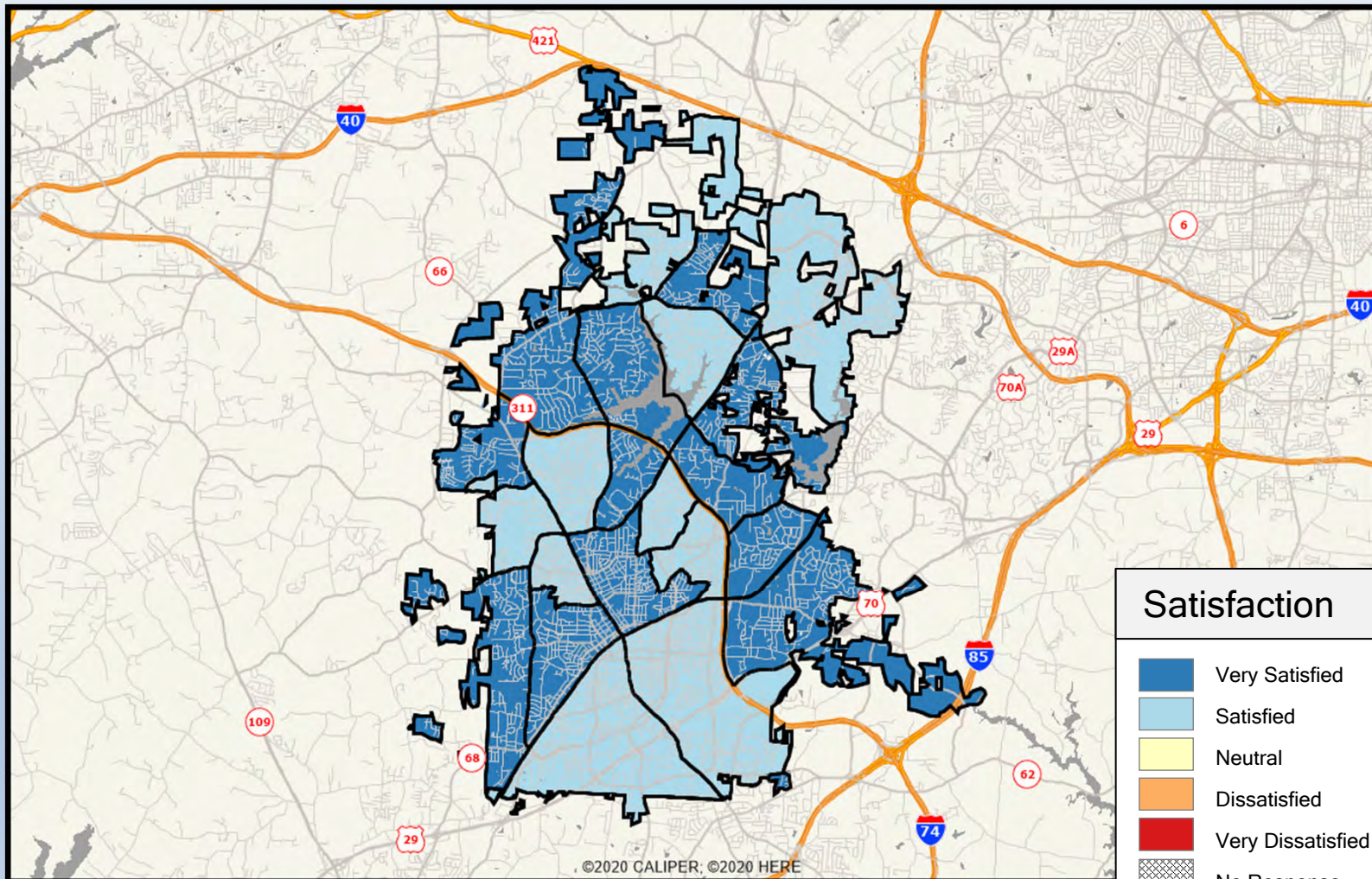


Satisfaction

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

ETC INSTITUTE

Q1-04. Overall quality of library services

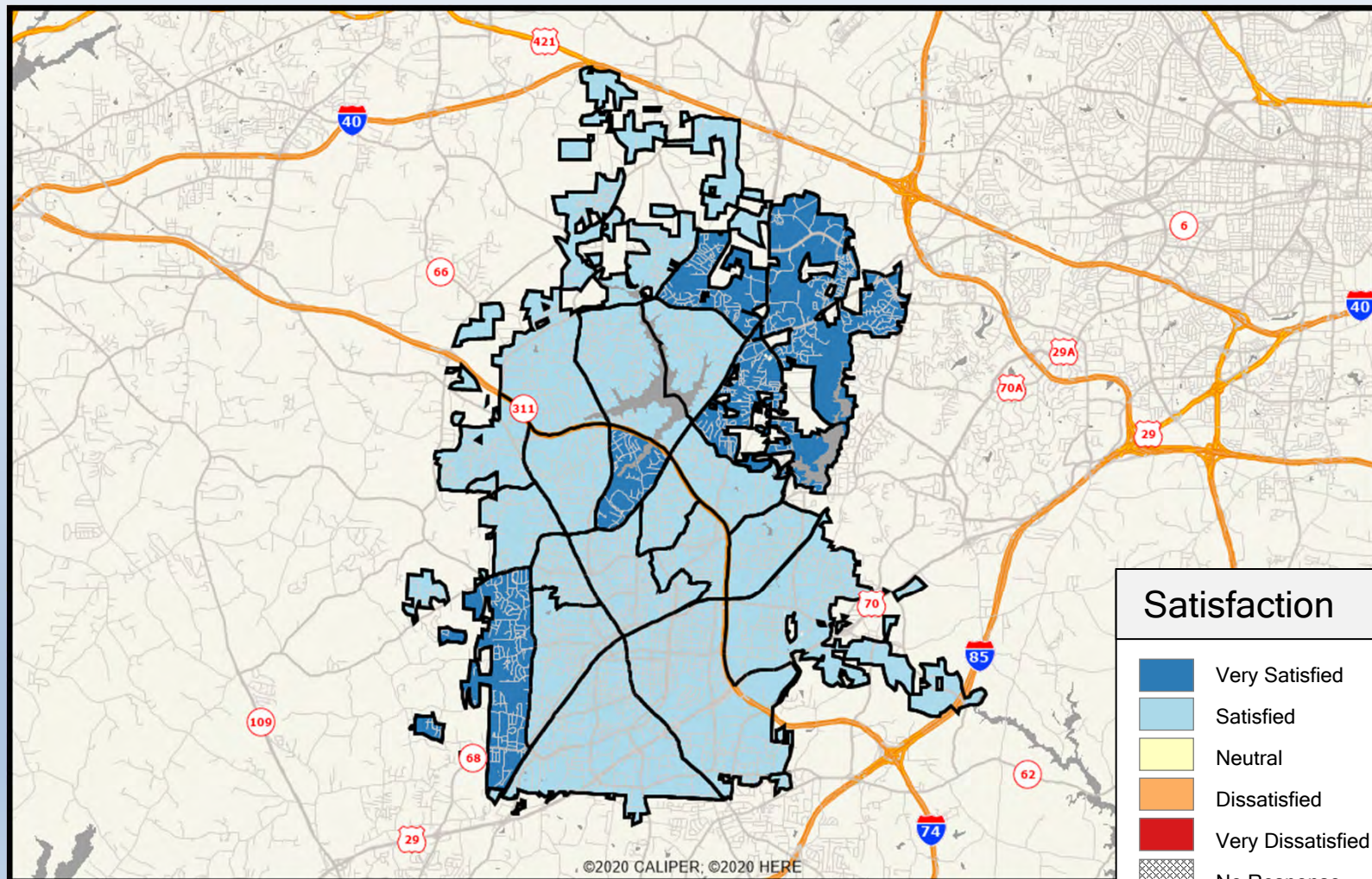


Satisfaction

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

ETC INSTITUTE


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



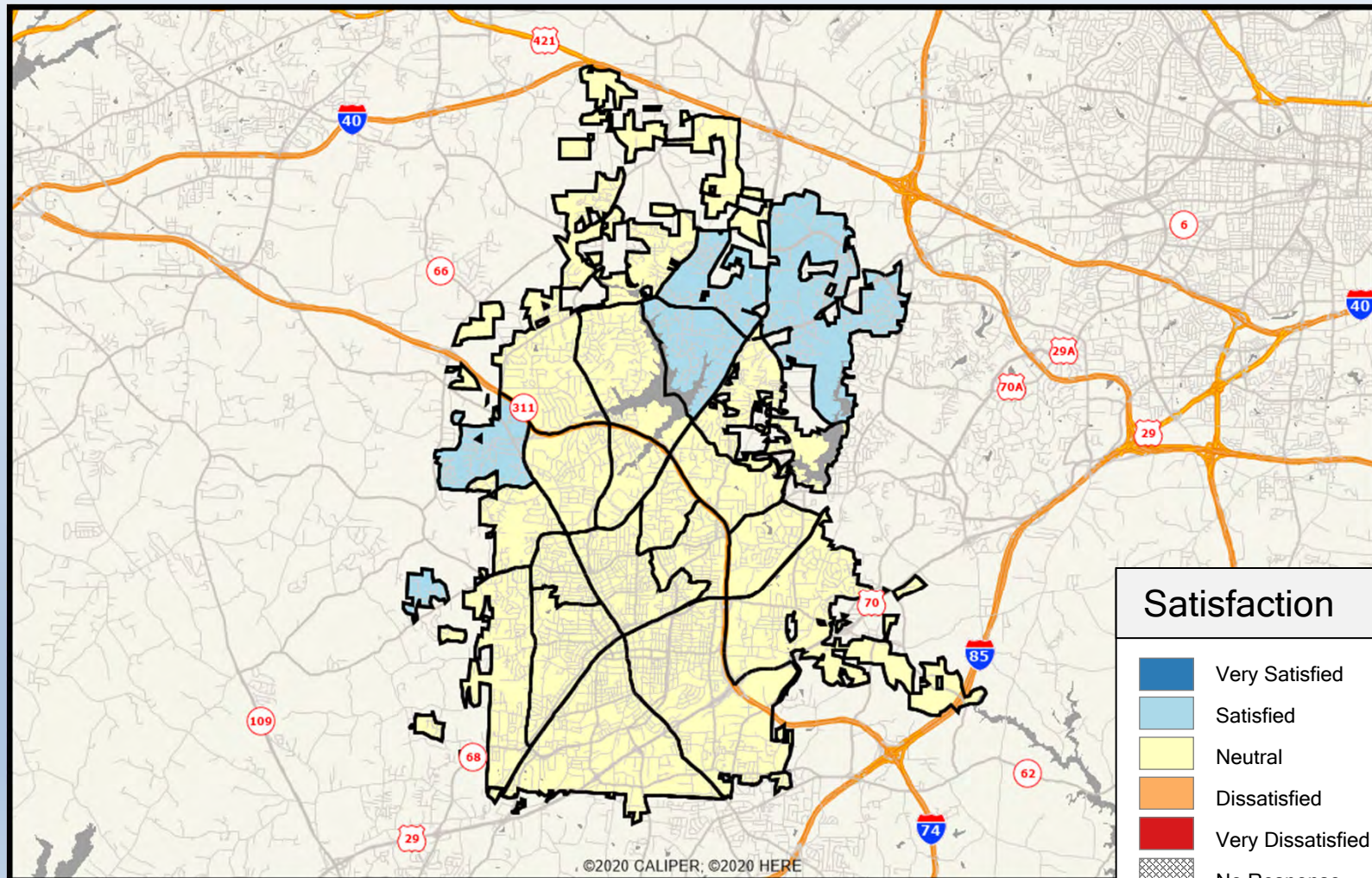
Satisfaction

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

ETC INSTITUTE





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

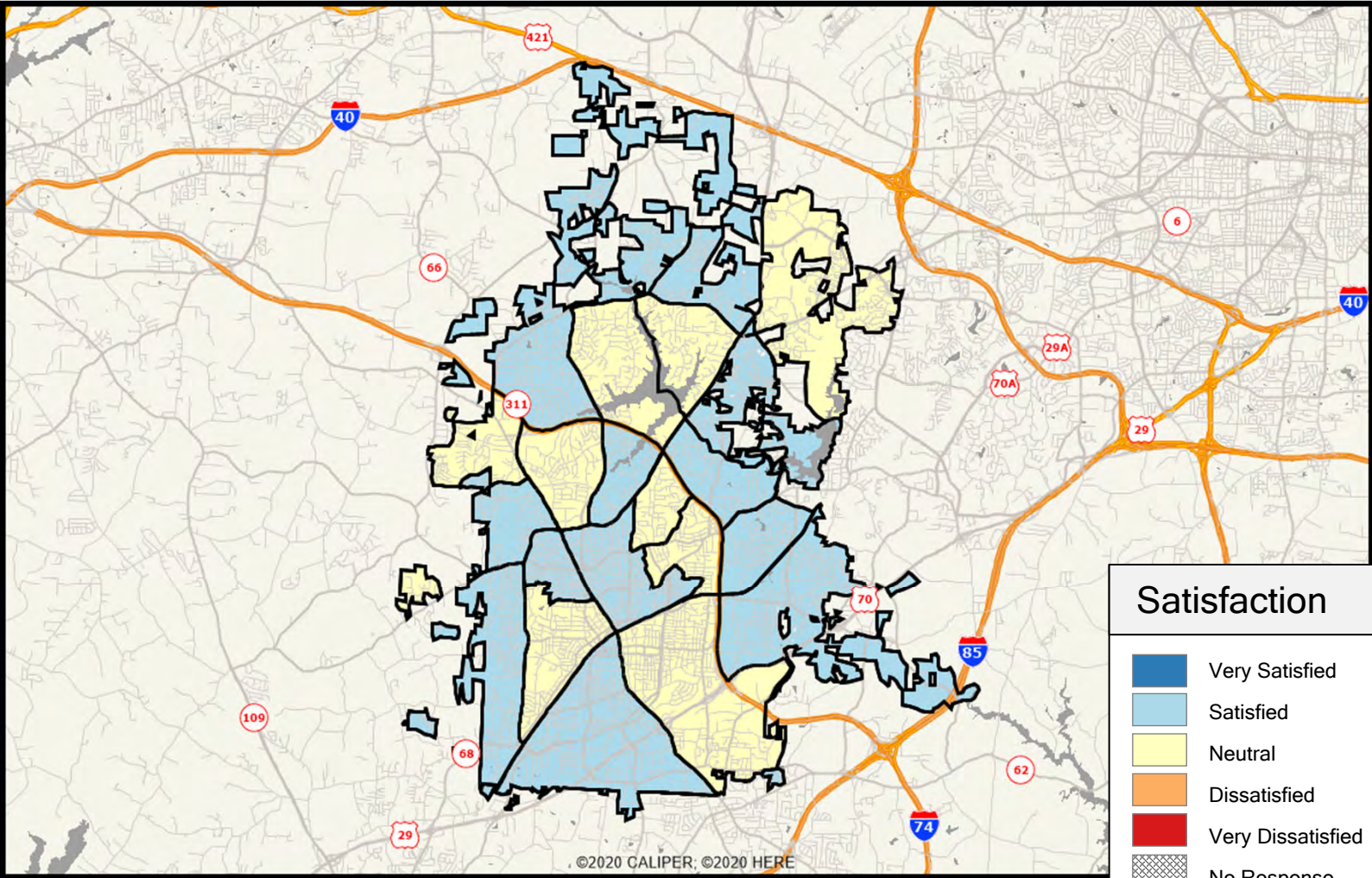


Satisfaction

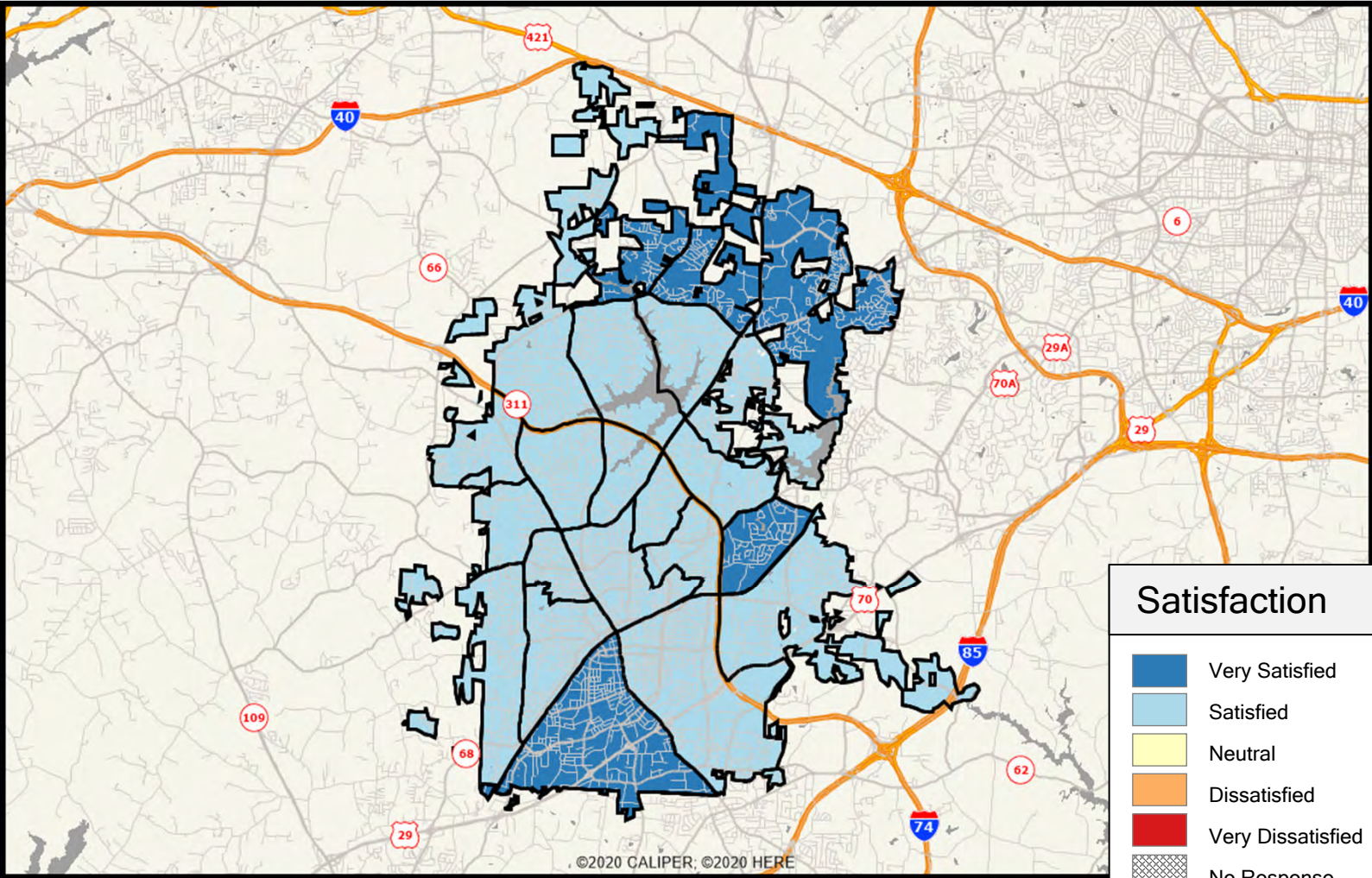
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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

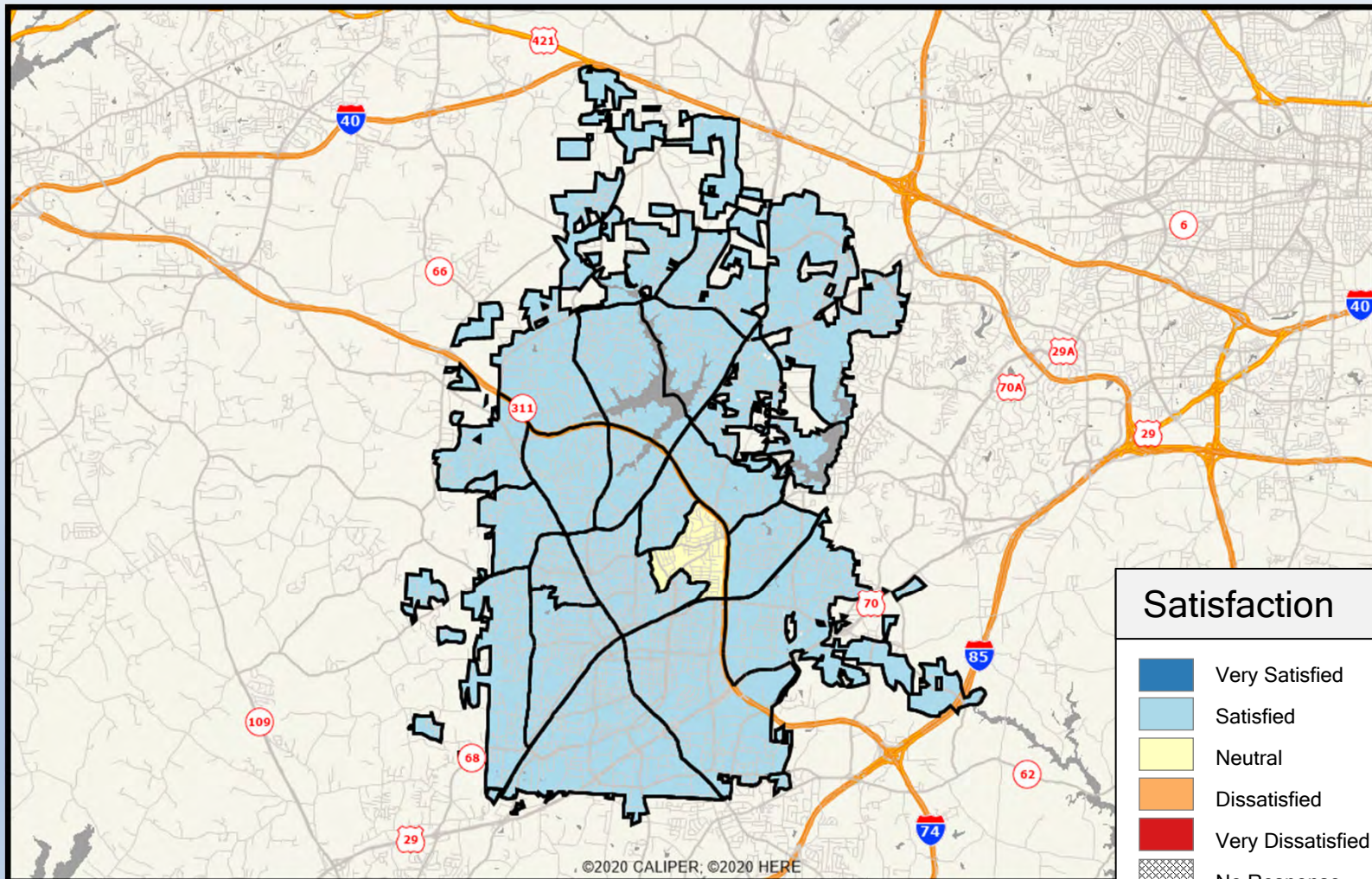


Satisfaction

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

ETC INSTITUTE

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

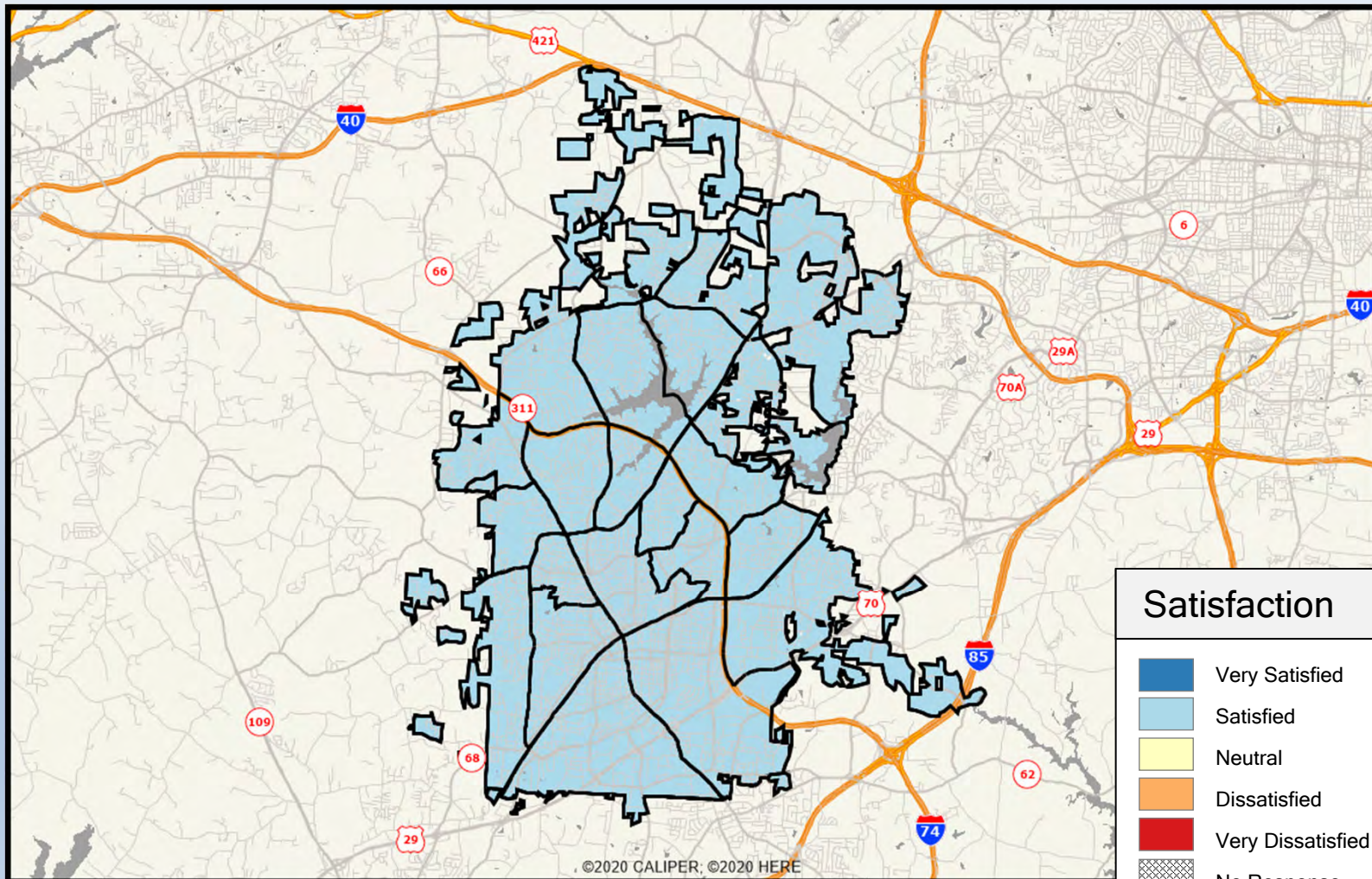


Satisfaction

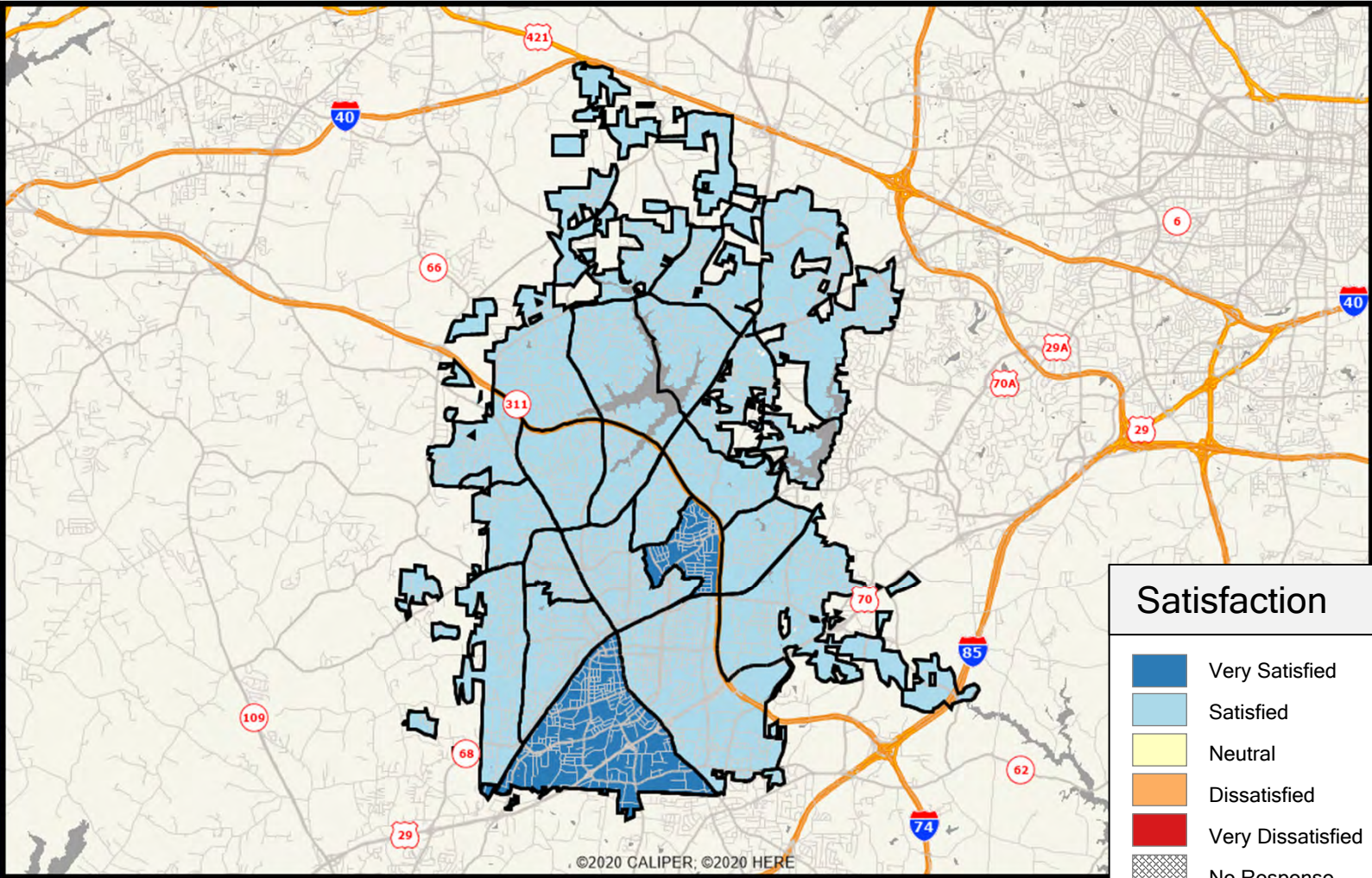
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

ETC INSTITUTE

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



Q1-11. Overall quality of City electrical utility services

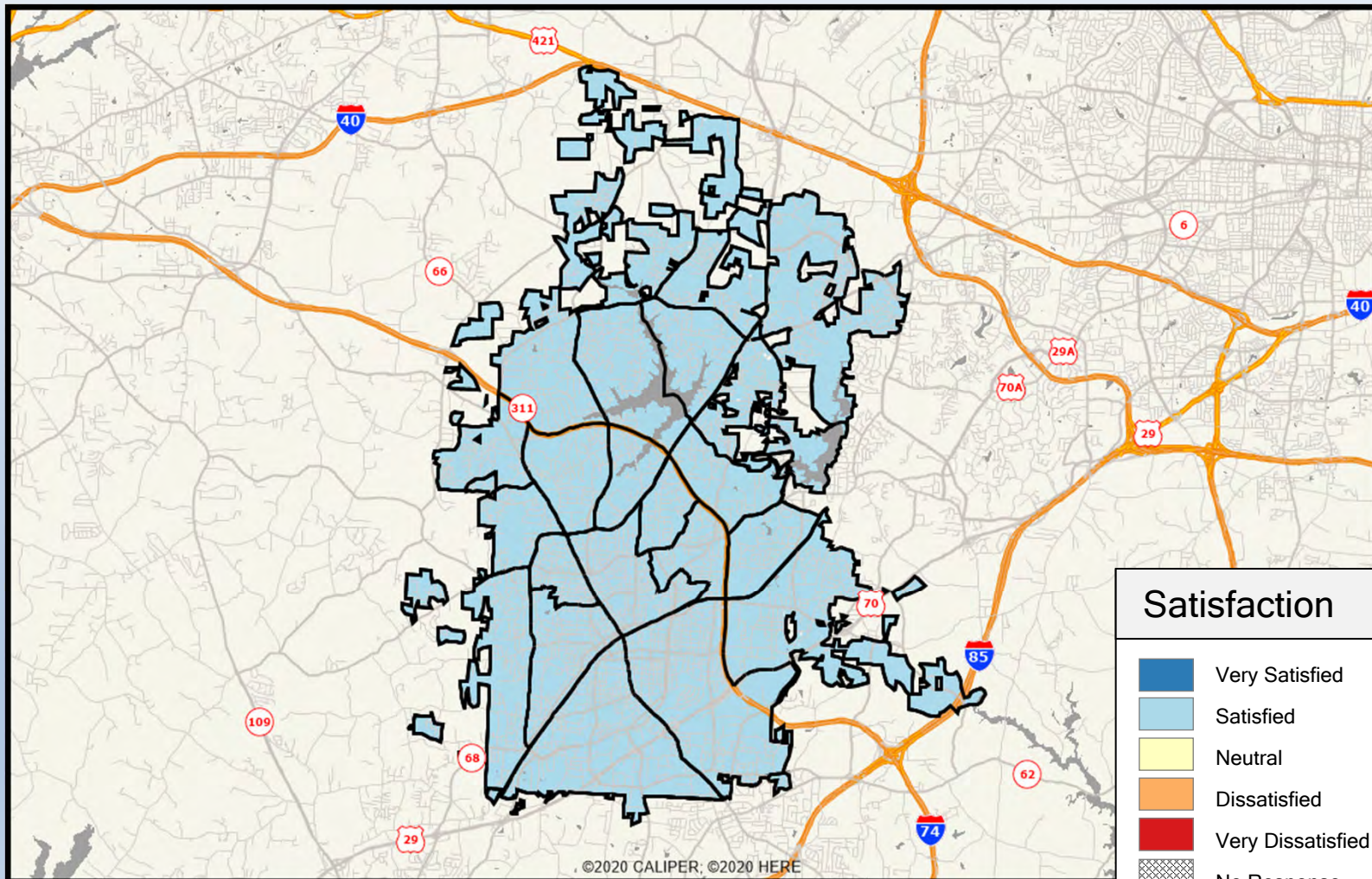


Satisfaction

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

Q1-12. Overall appearance of City facilities

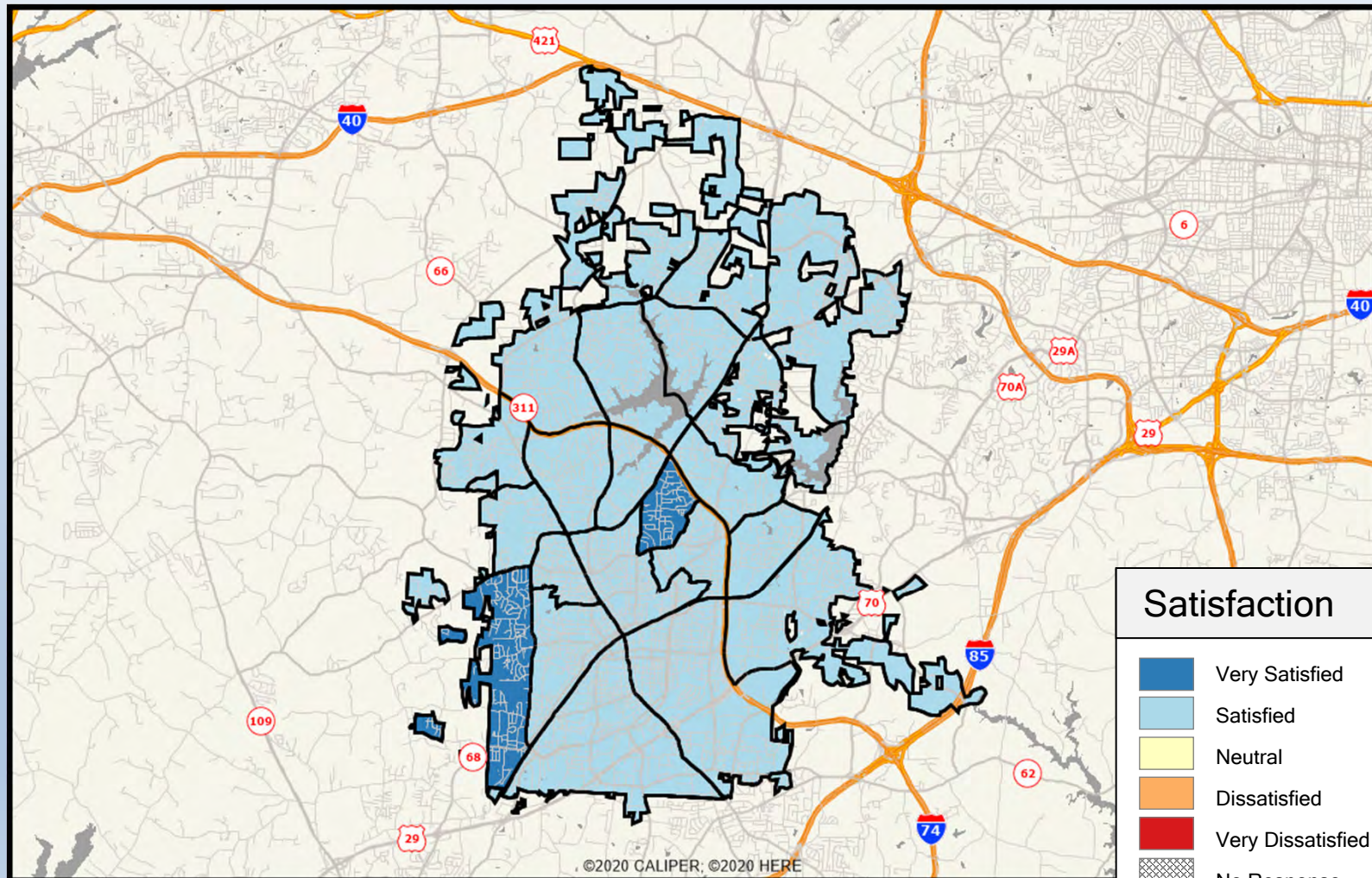


Satisfaction

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

ETC INSTITUTE

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

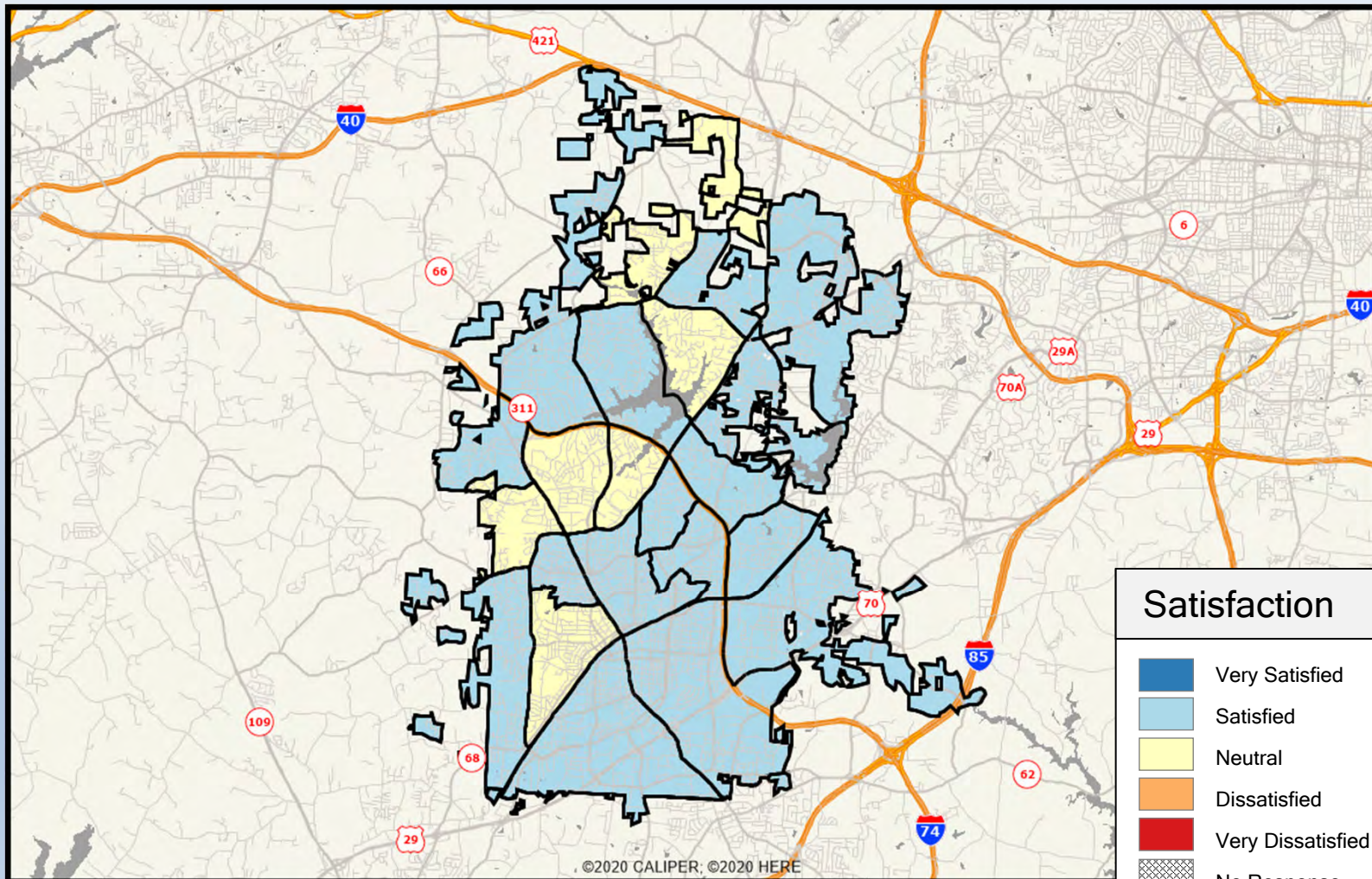


Satisfaction

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

ETC INSTITUTE

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

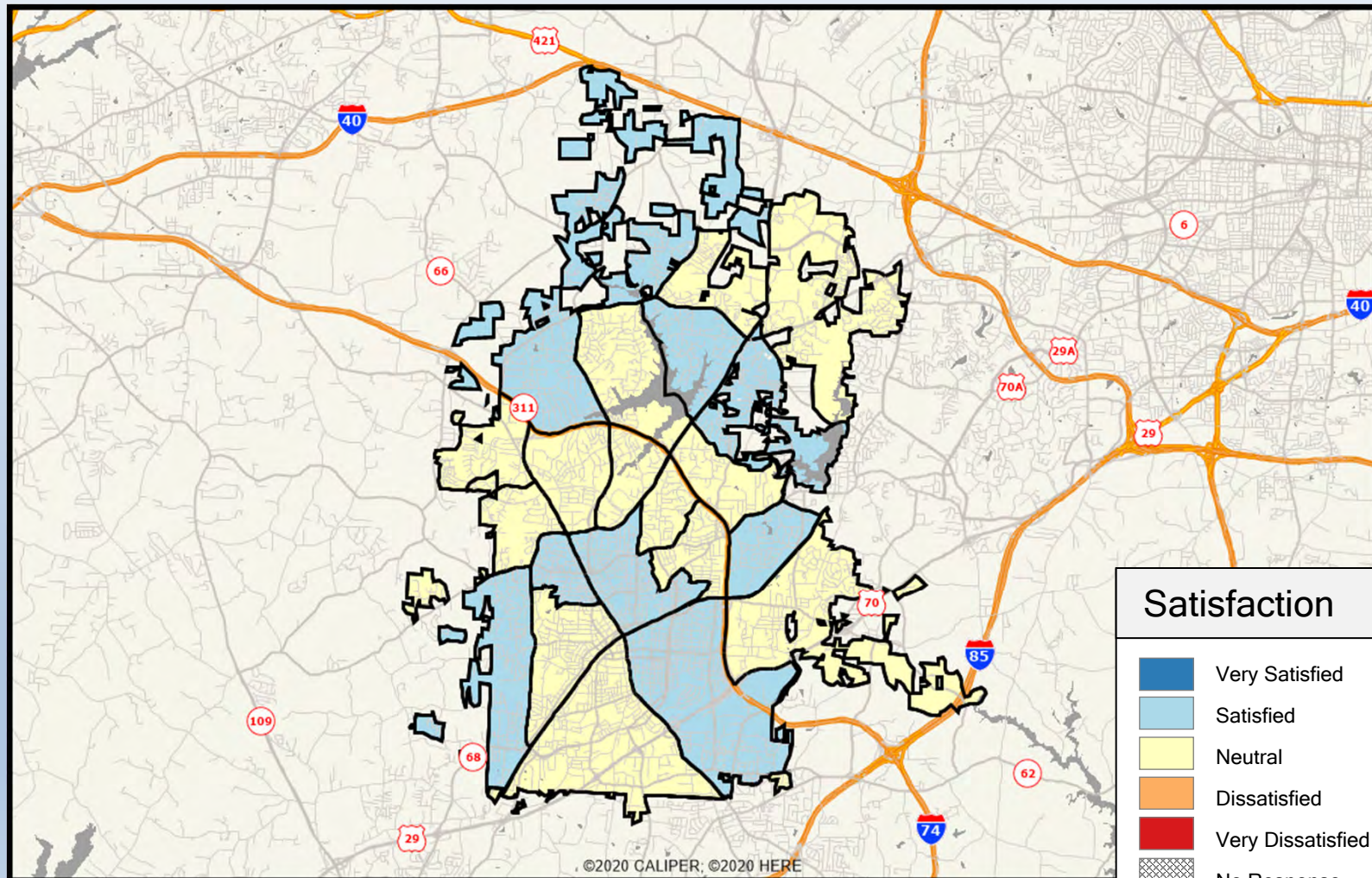


Satisfaction

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

ETC INSTITUTE

Q1-15. Overall quality of economic development

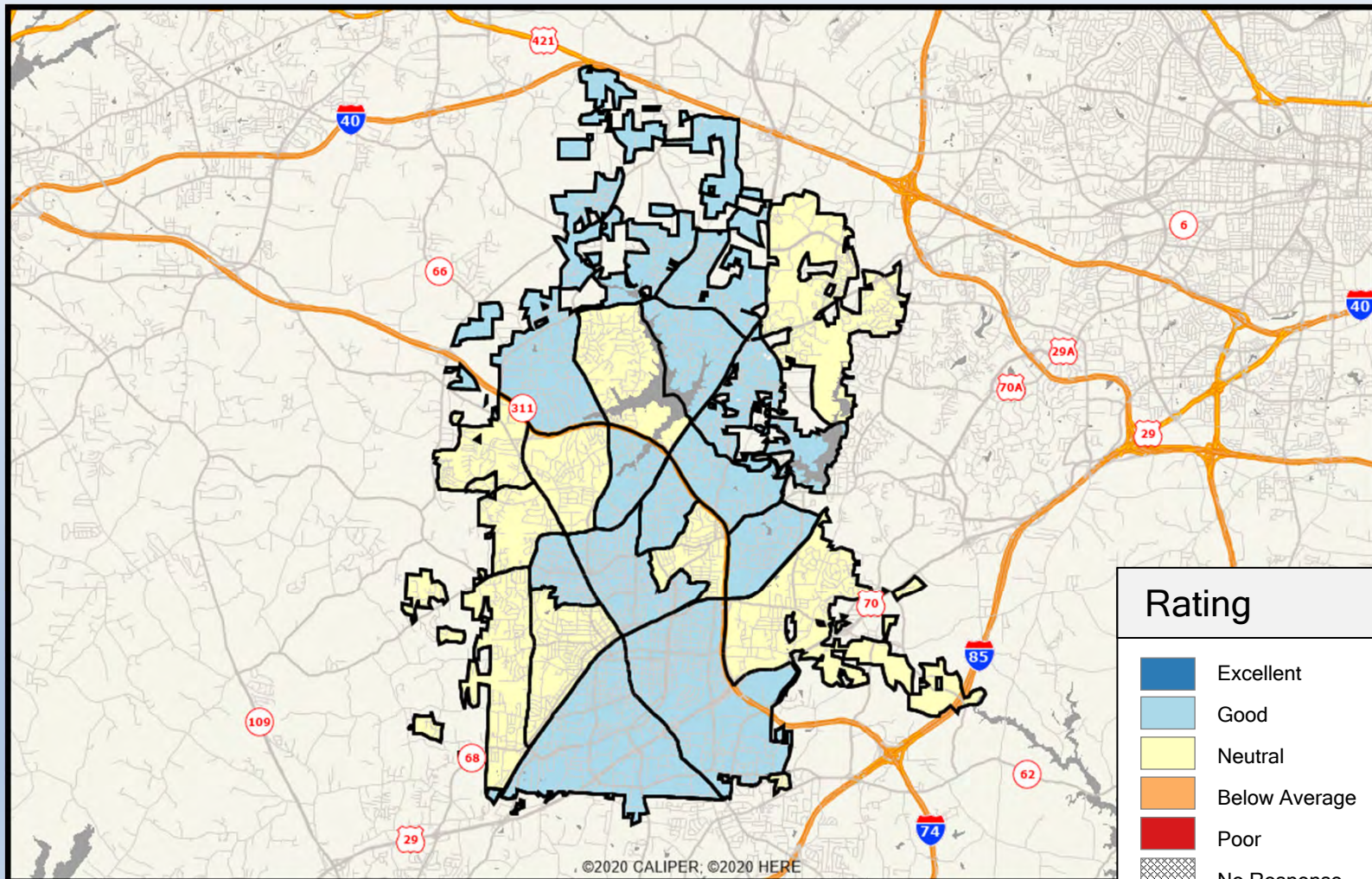


Satisfaction

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

ETC INSTITUTE

Q3-1. Overall image of the City

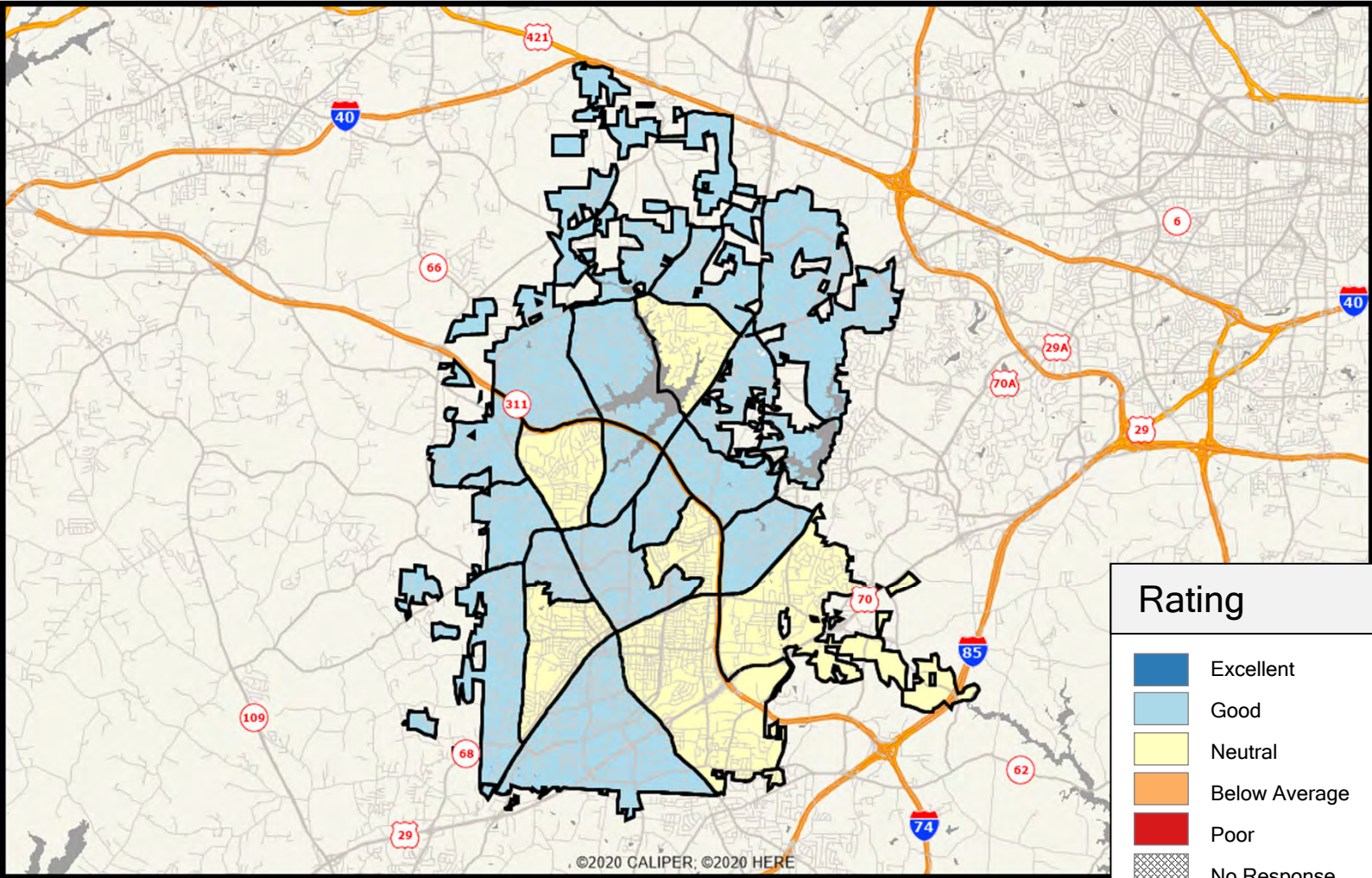


Rating

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

ETC INSTITUTE

Q3-2. Overall as a place to live

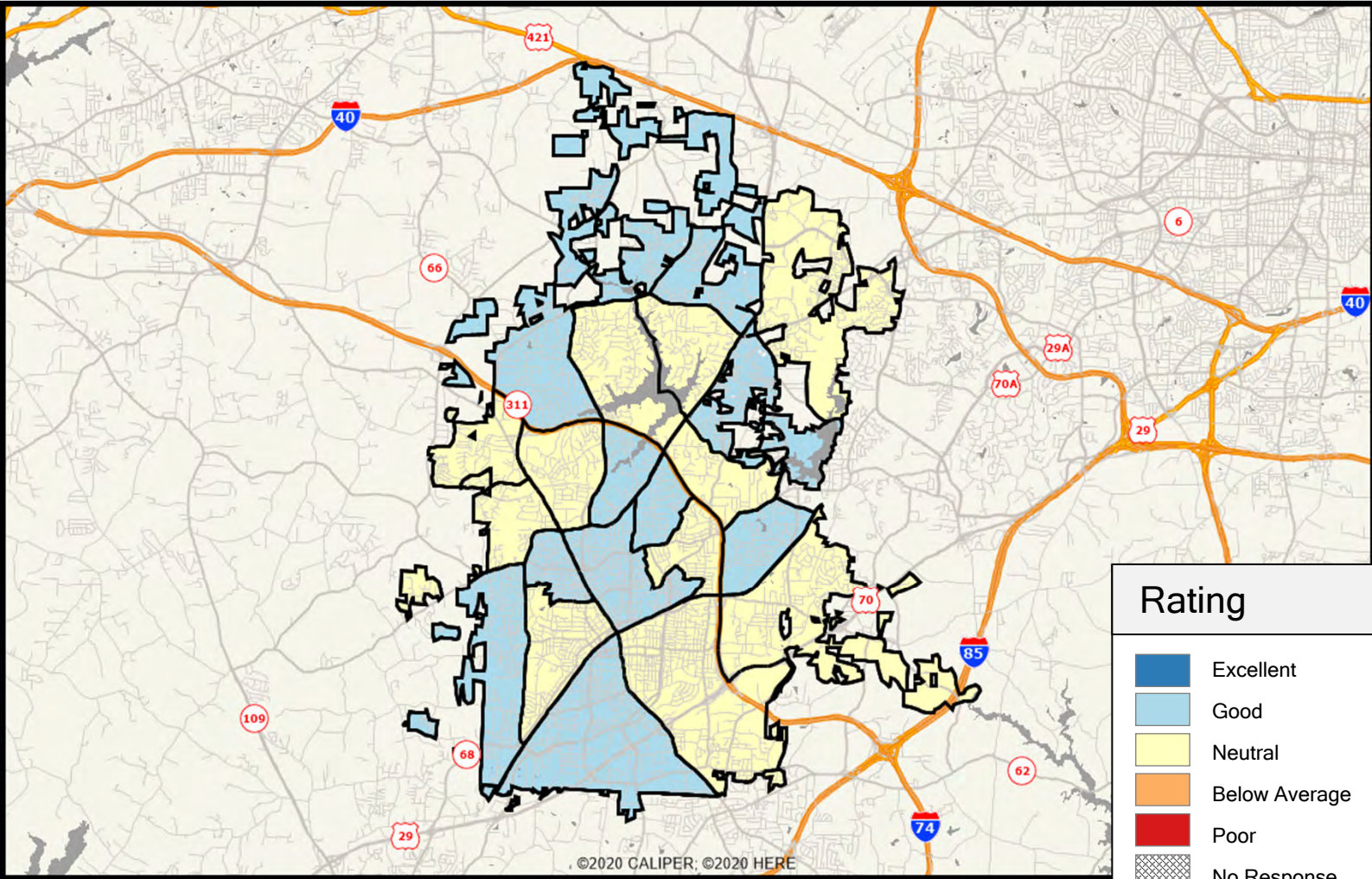


Rating

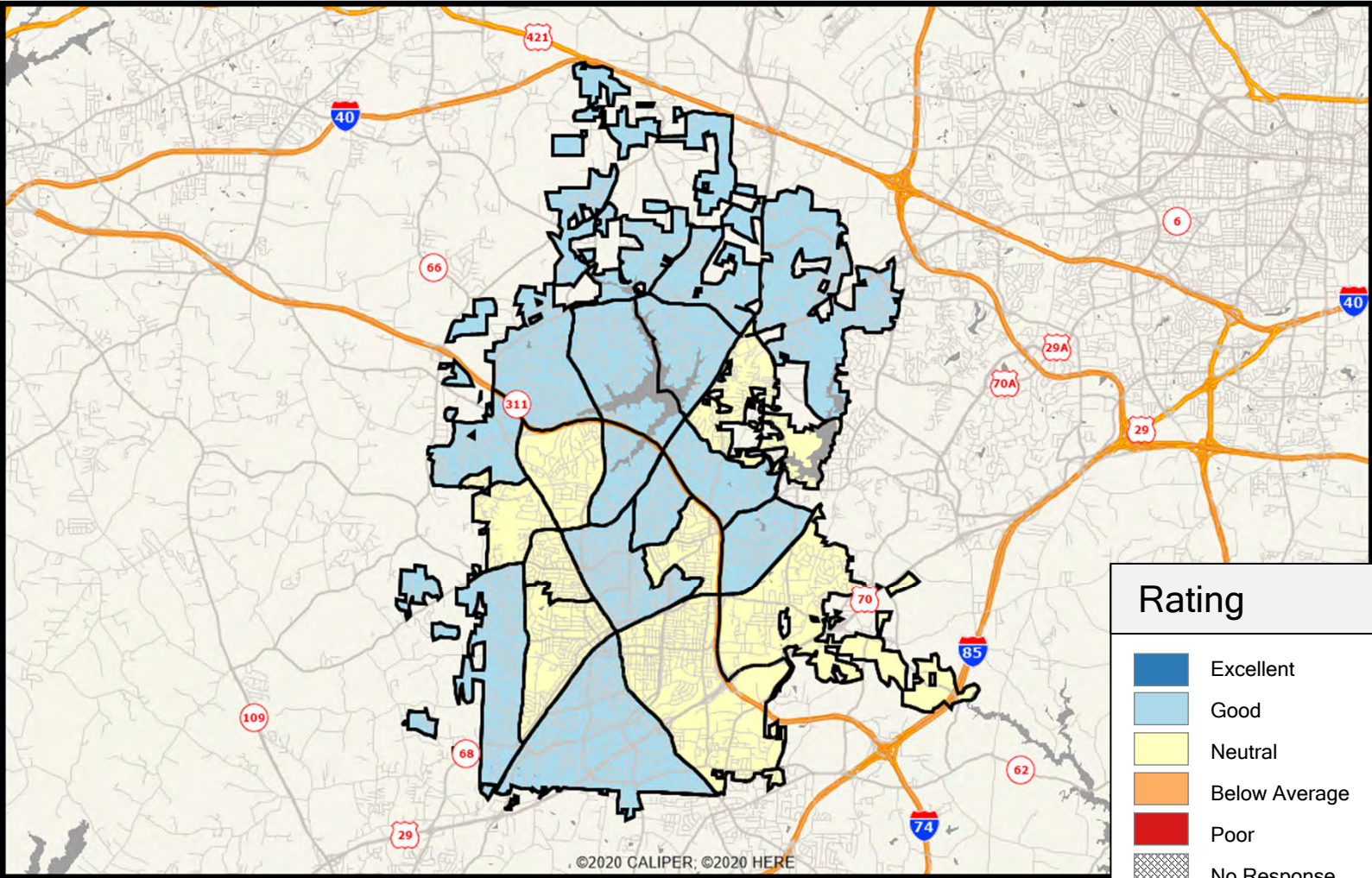
- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

ETC INSTITUTE

Q3-3. Overall as a place to raise children



Q3-4. Overall as a place to work

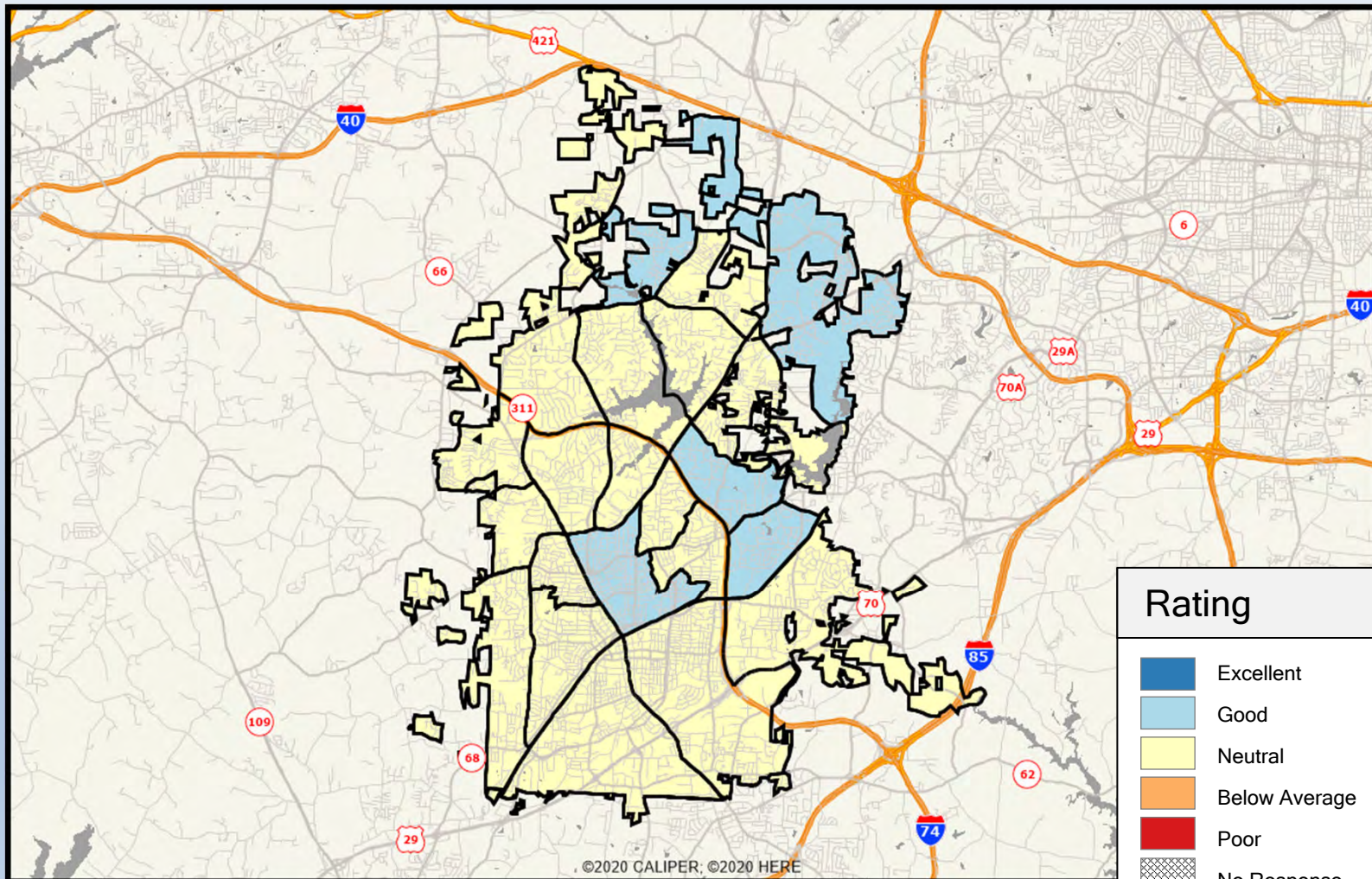


Rating

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



ETC INSTITUTE

Q3-5. Overall cultural and recreational opportunities

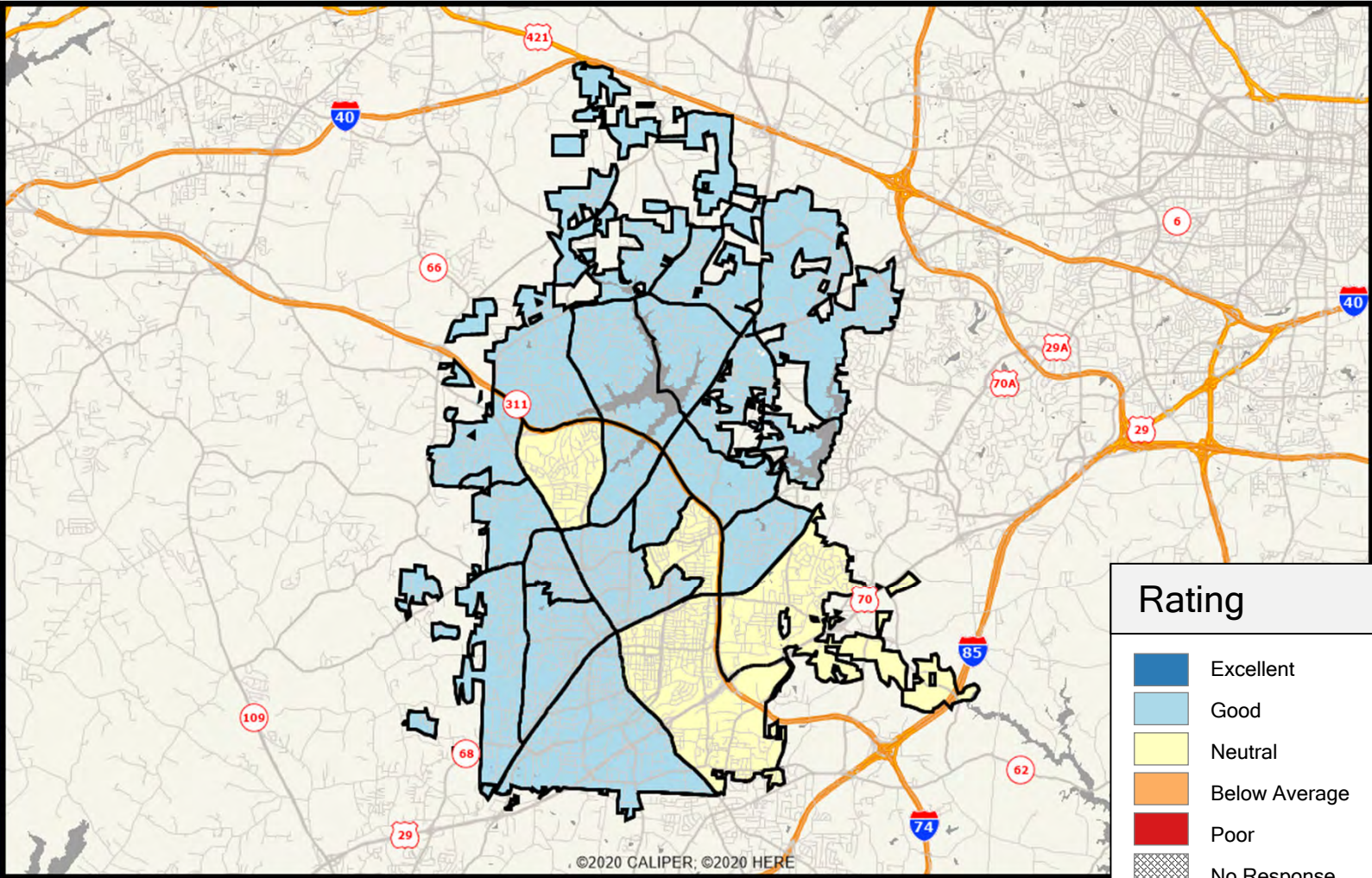


Rating

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



 

Q3-6. Overall quality of life

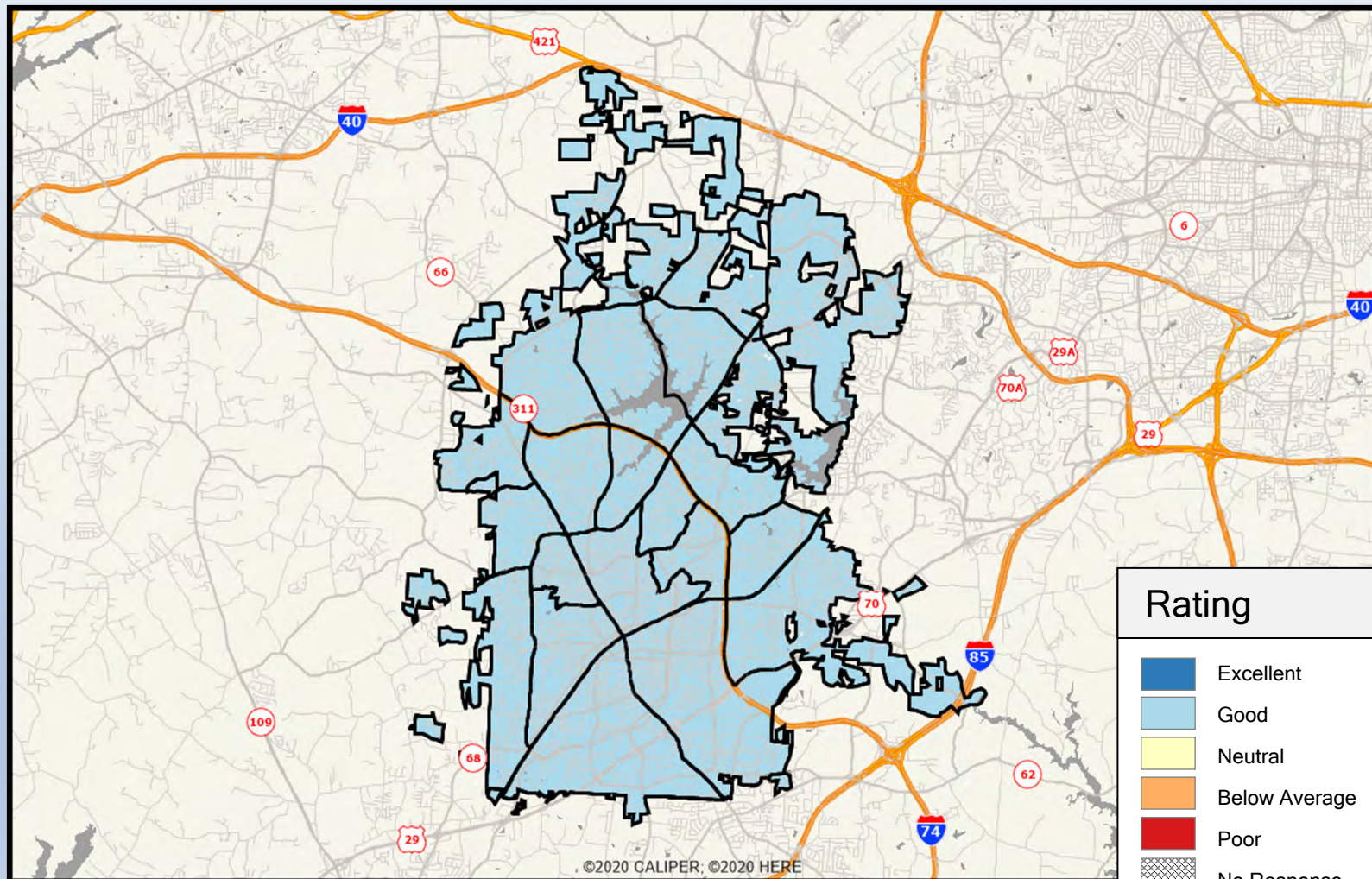


Rating

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

Q3-7. Overall quality of City services

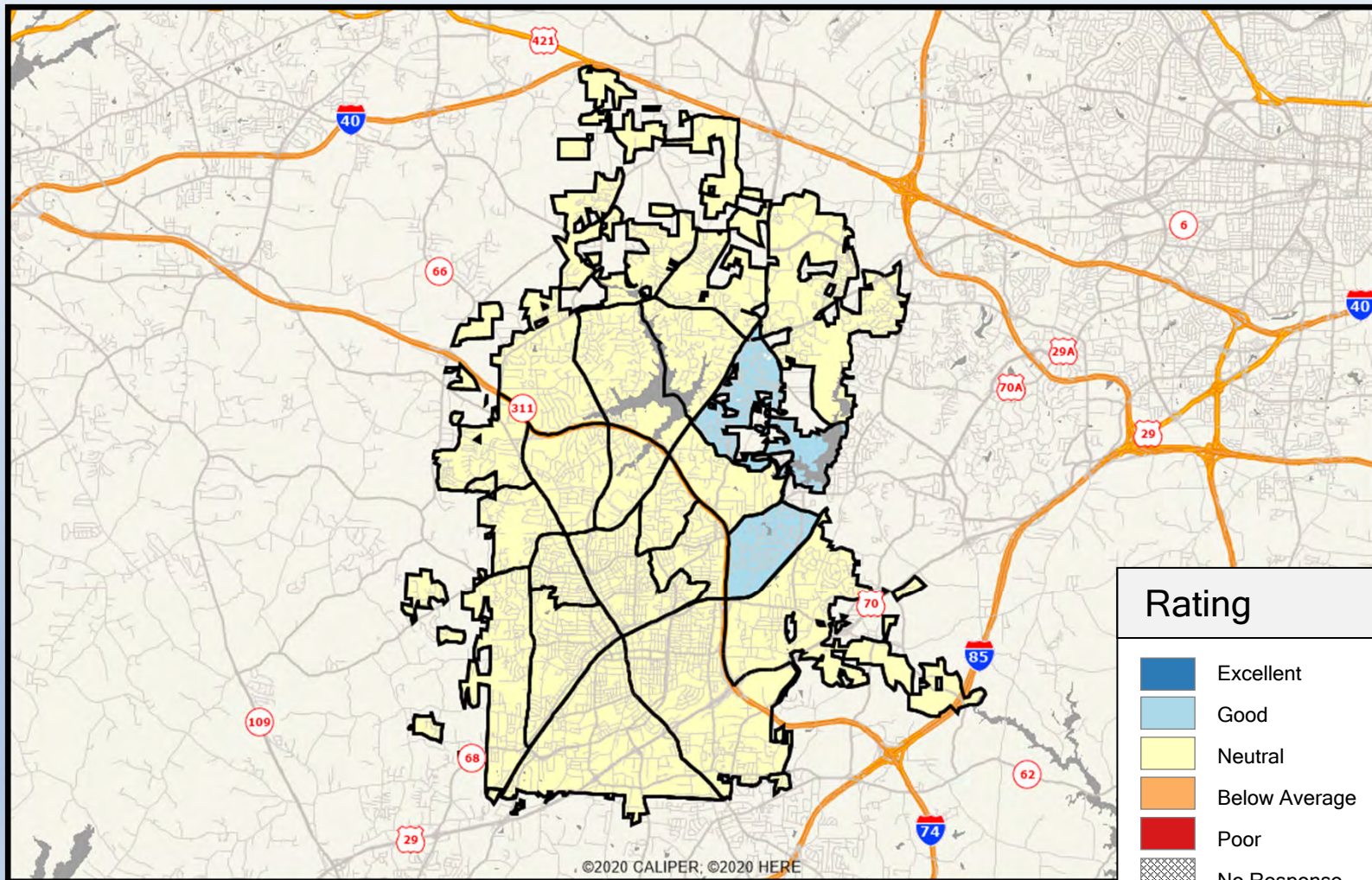


Rating

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

ETC INSTITUTE

Q3-8. Overall value that you receive for your City tax dollars and fees

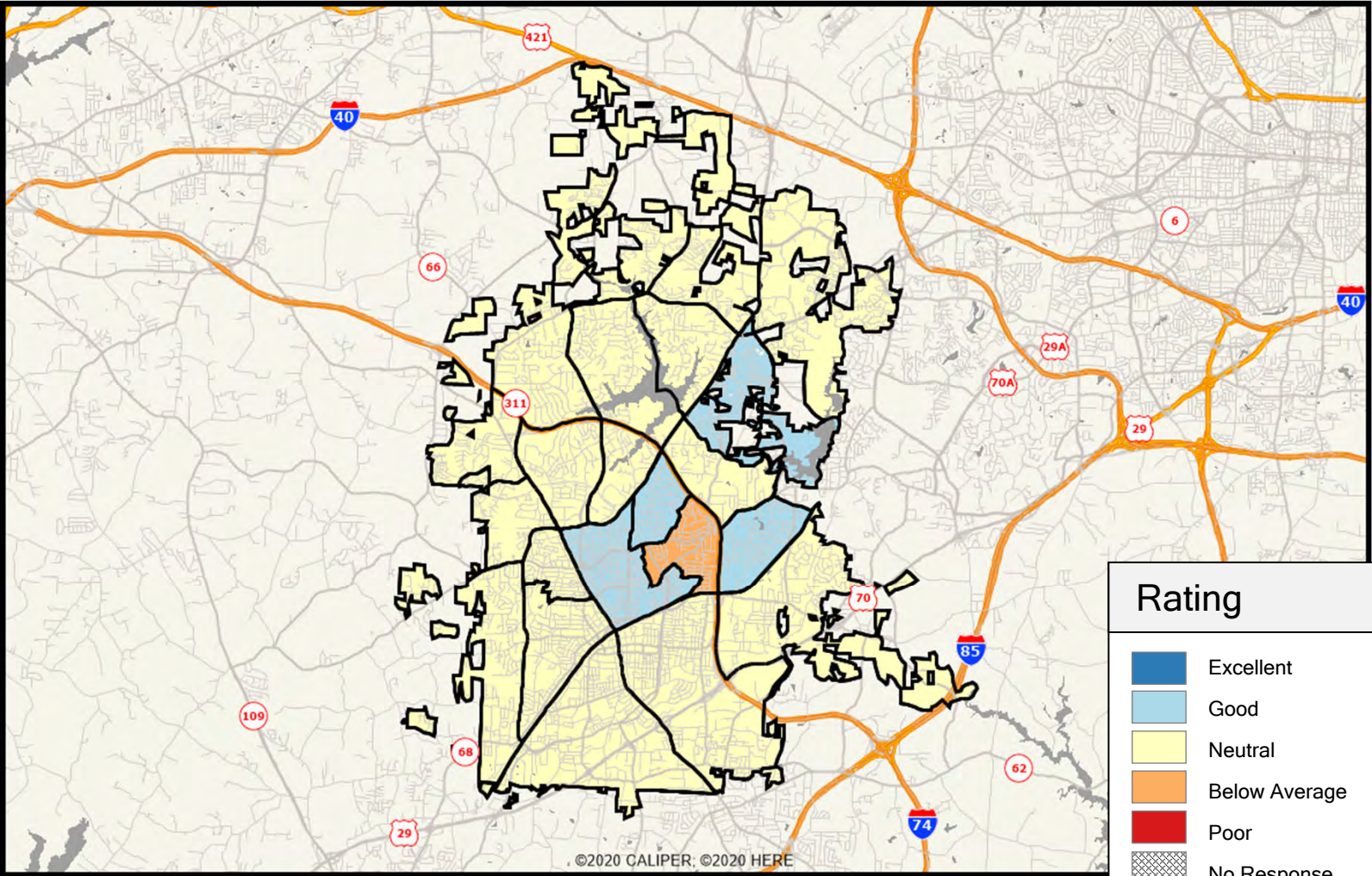


Rating

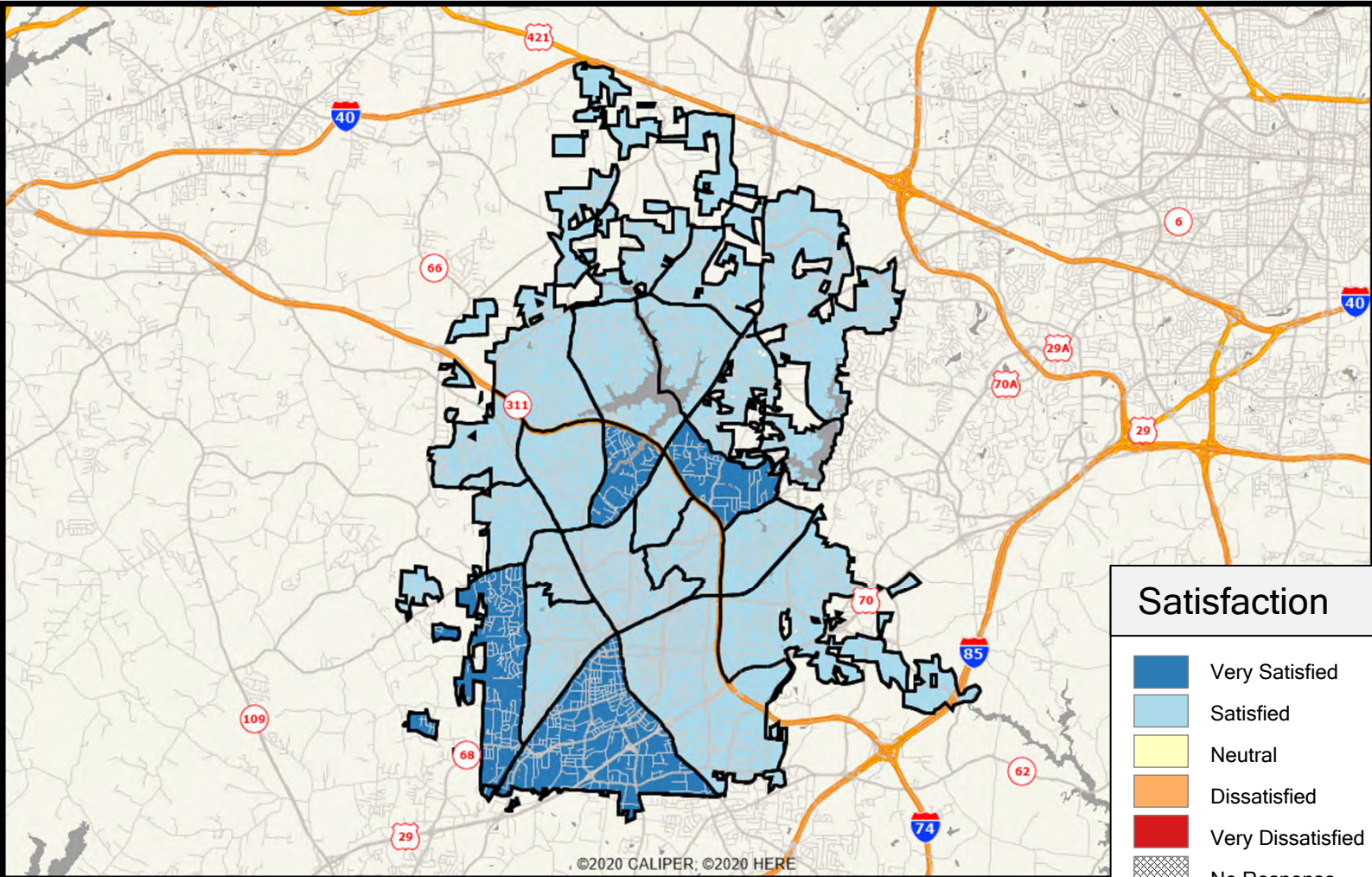
- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

ETC INSTITUTE

Q3-9. Overall appearance of the City



Q4-01. How quickly police respond to emergencies

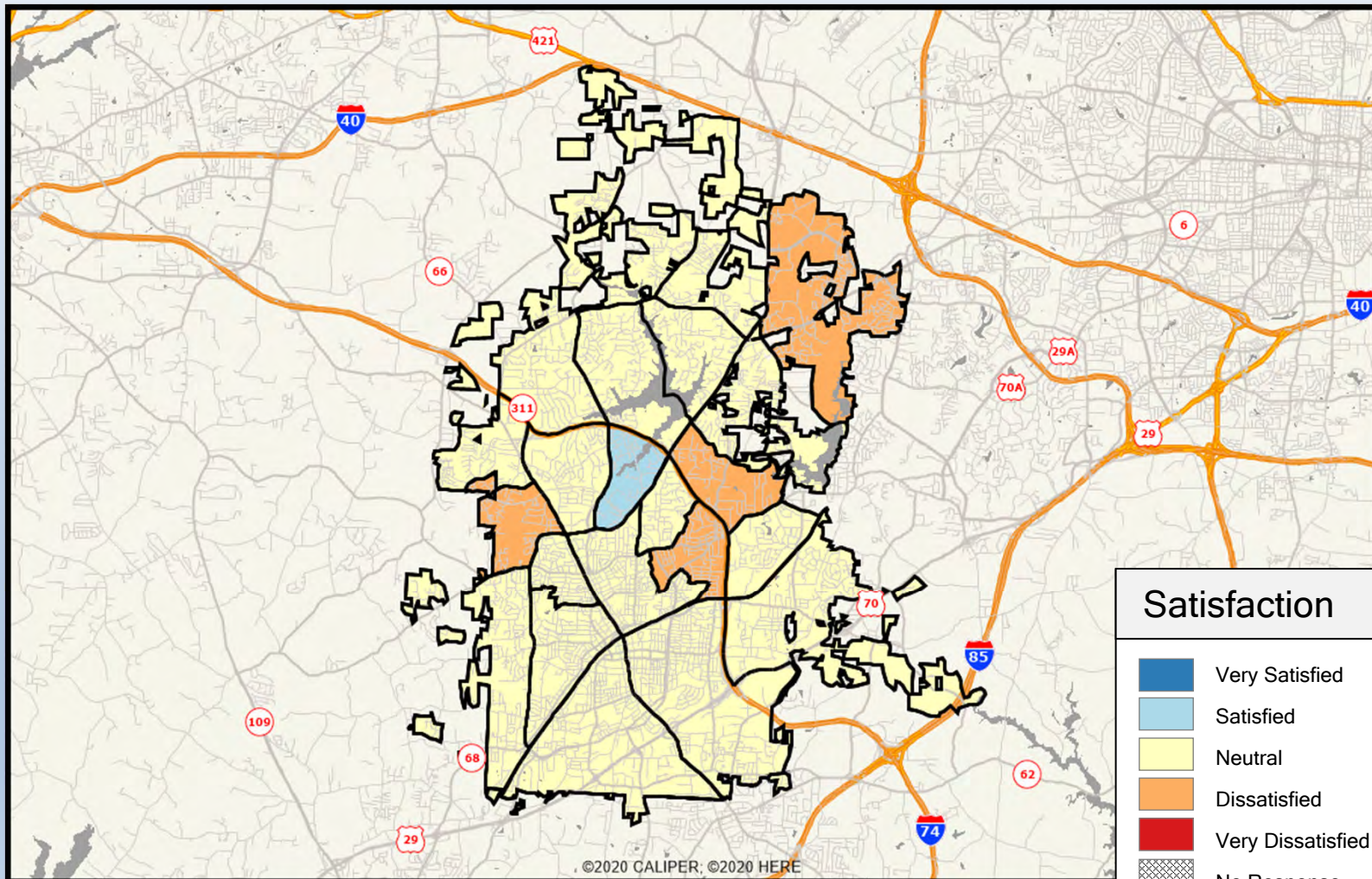


Satisfaction

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

ETC INSTITUTE

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

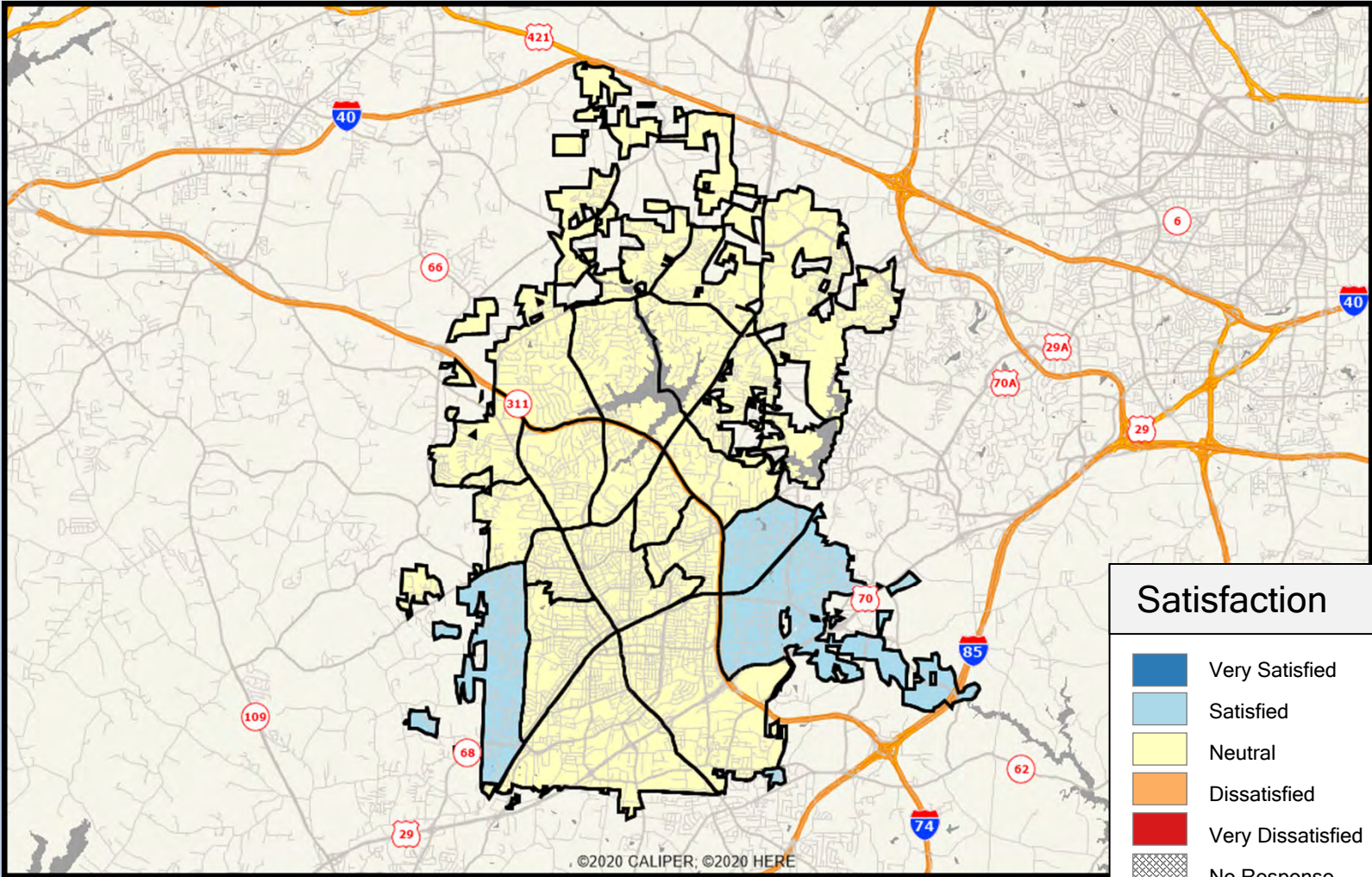


Satisfaction

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

ETC INSTITUTE

Q4-03. Visibility of police in neighborhoods

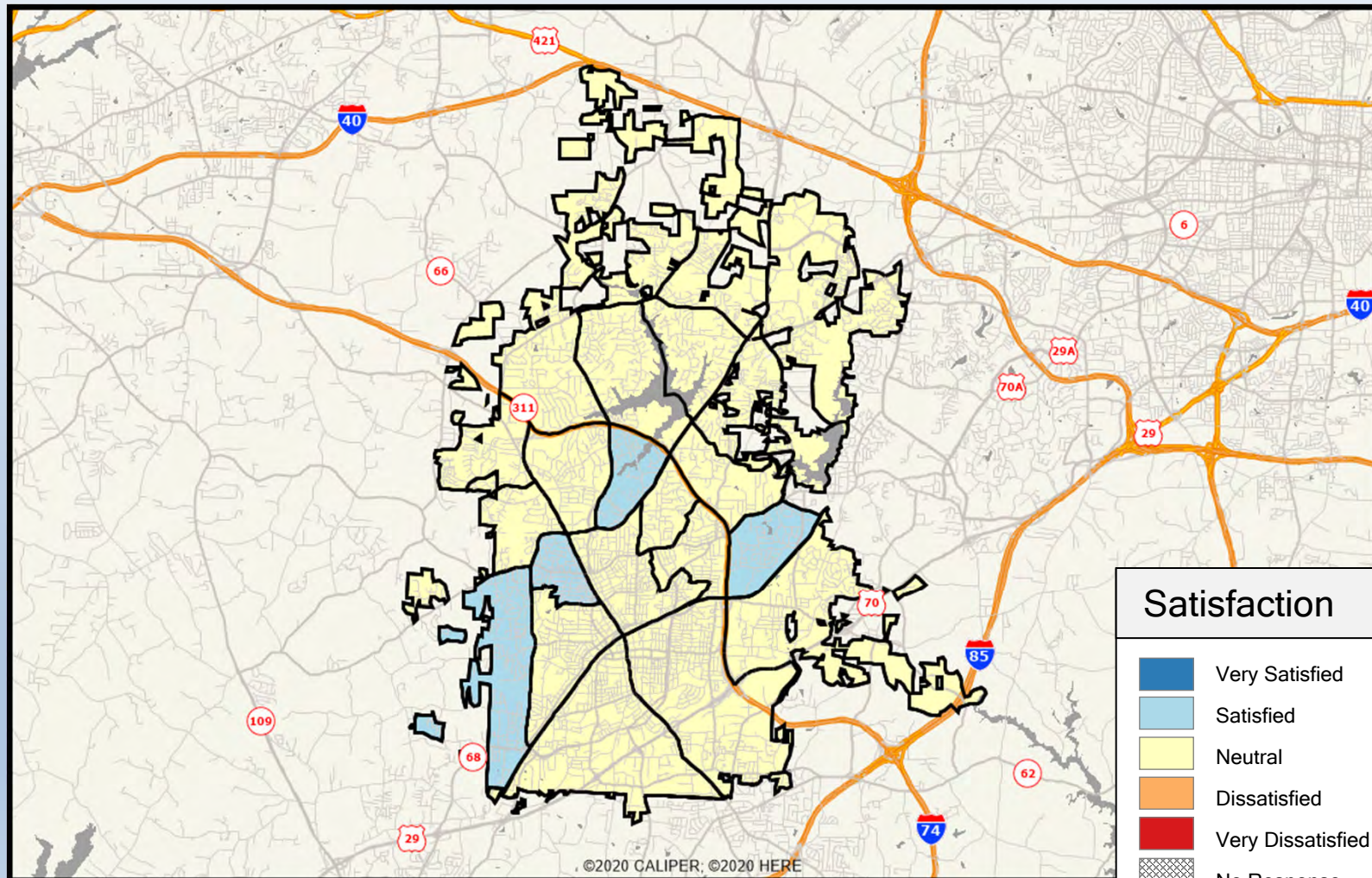


Satisfaction

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

ETC INSTITUTE

Q4-04. Visibility of police in retail areas

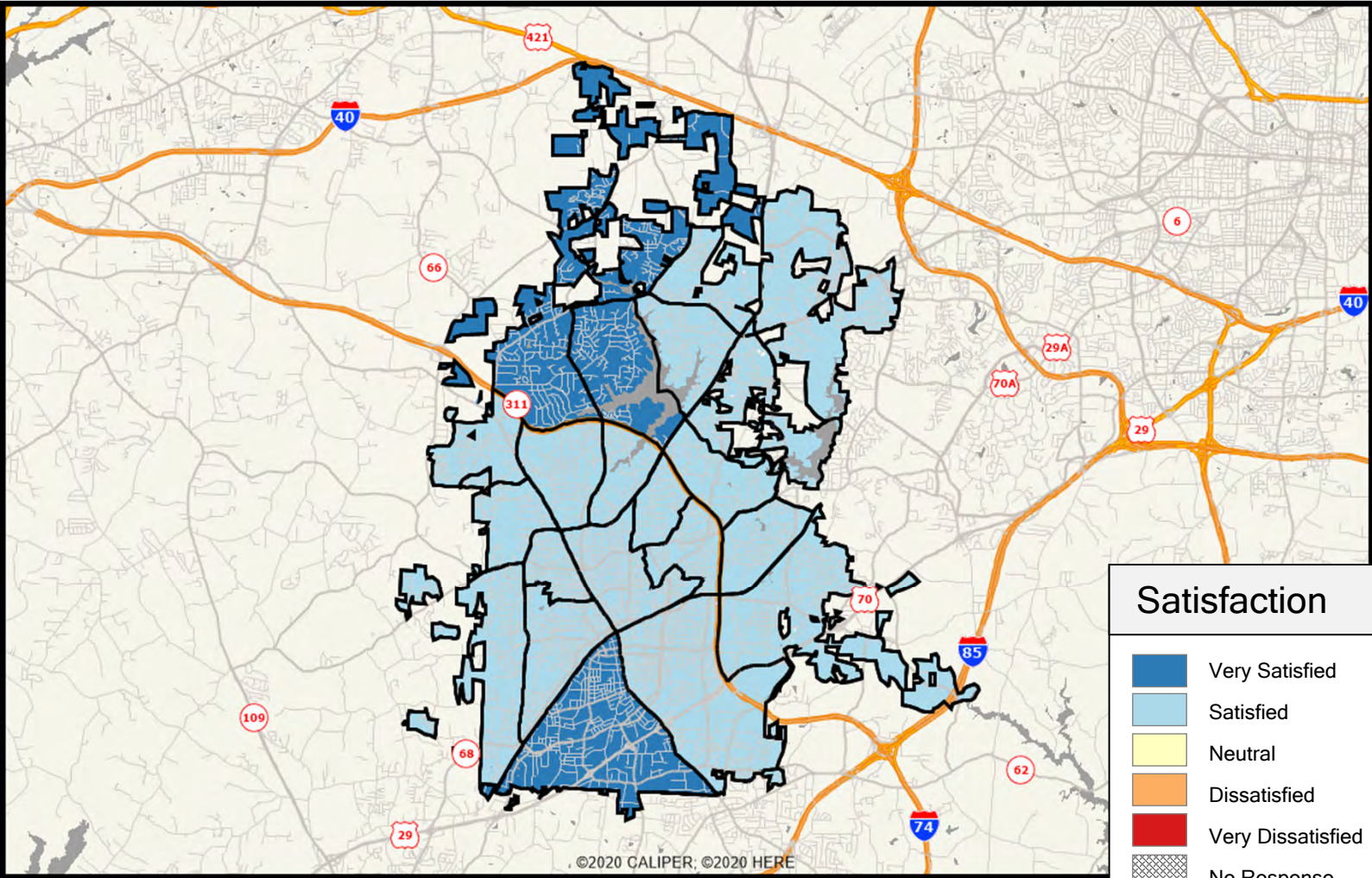


Satisfaction

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

ETC INSTITUTE

Q4-05. Professionalism of police officers

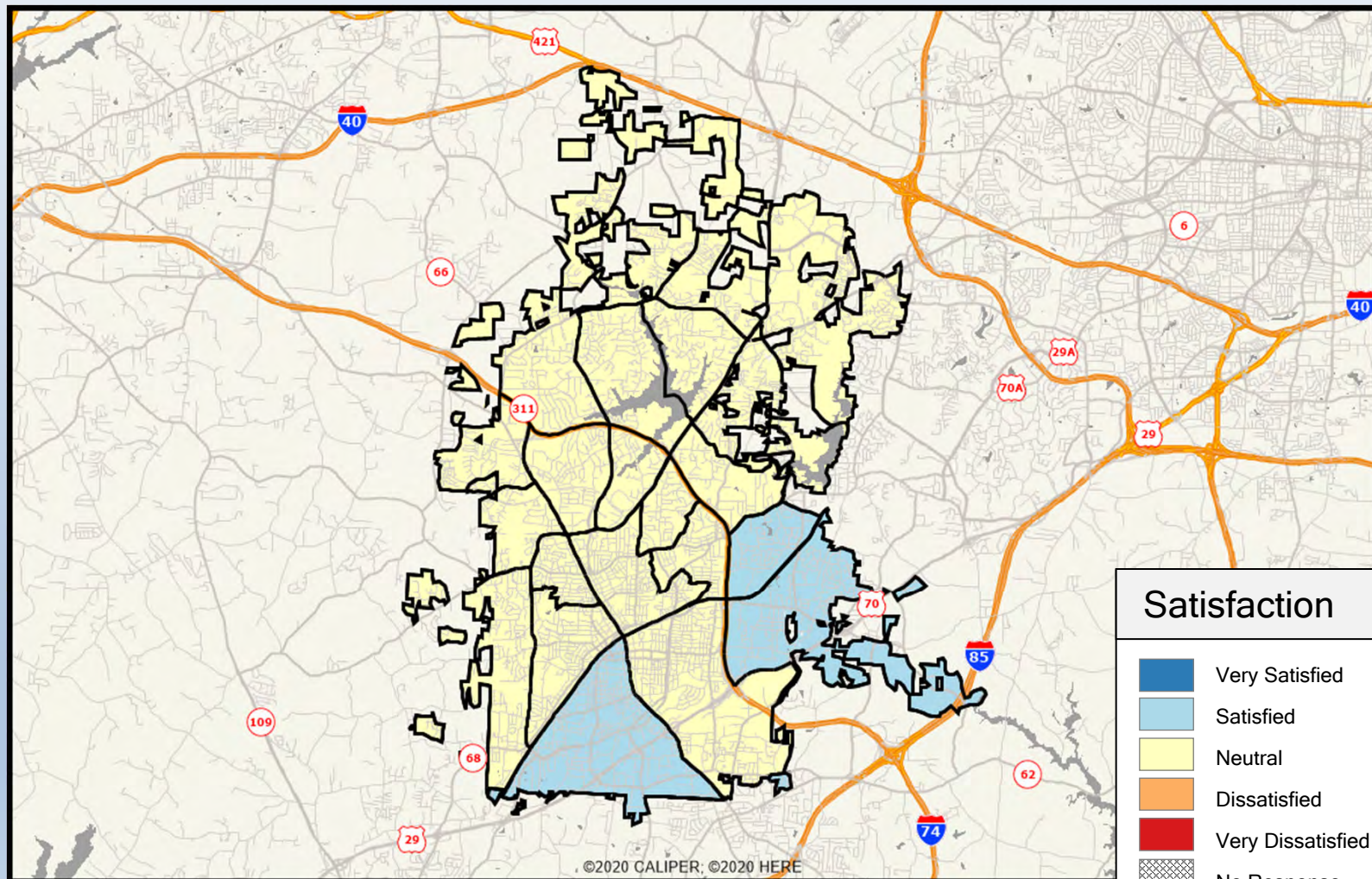


Satisfaction

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



ETC INSTITUTE

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

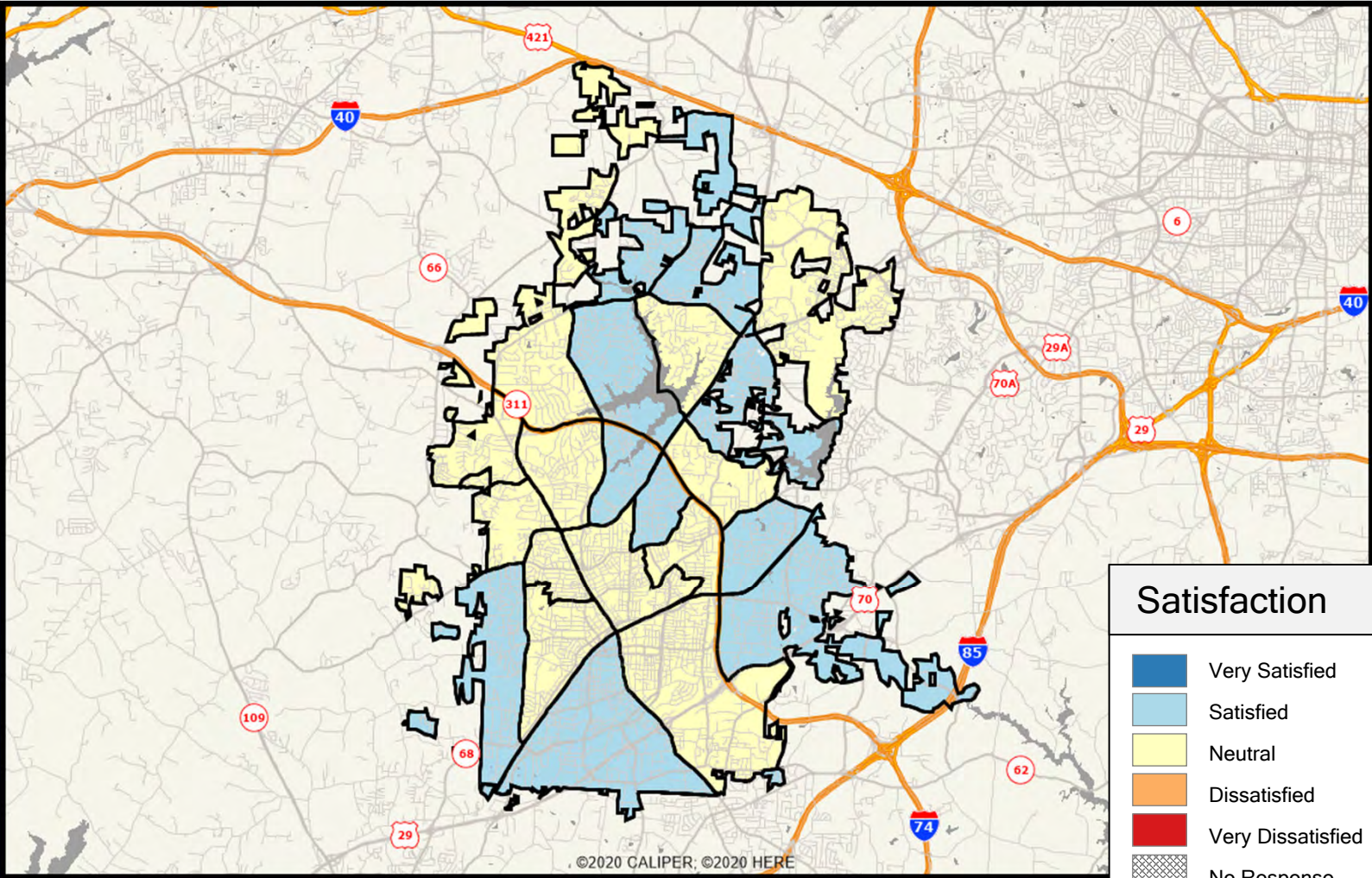


Satisfaction

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

Q4-07. Quality of animal control

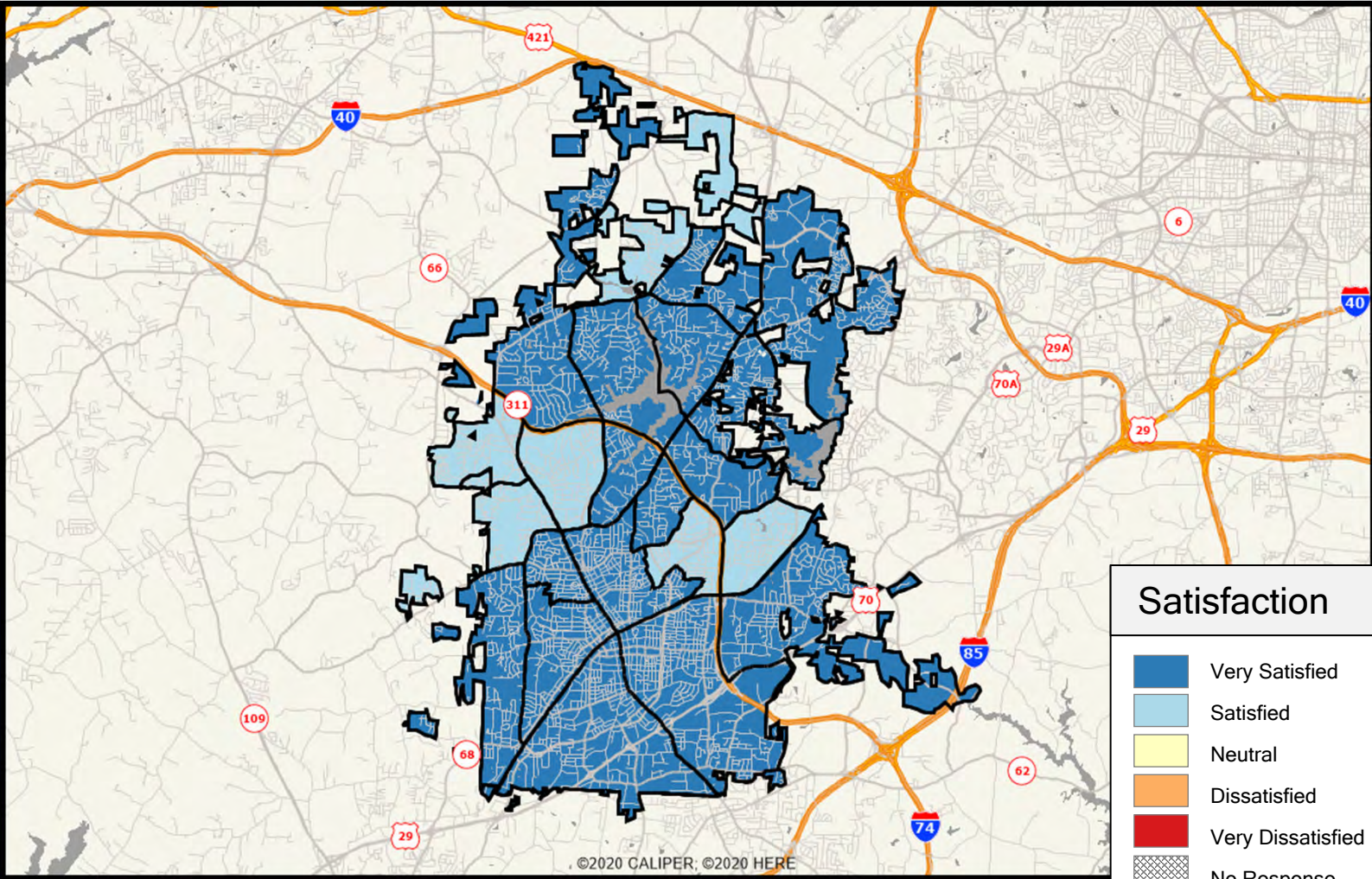


Satisfaction

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

Q4-08. How quickly fire personnel respond to emergencies

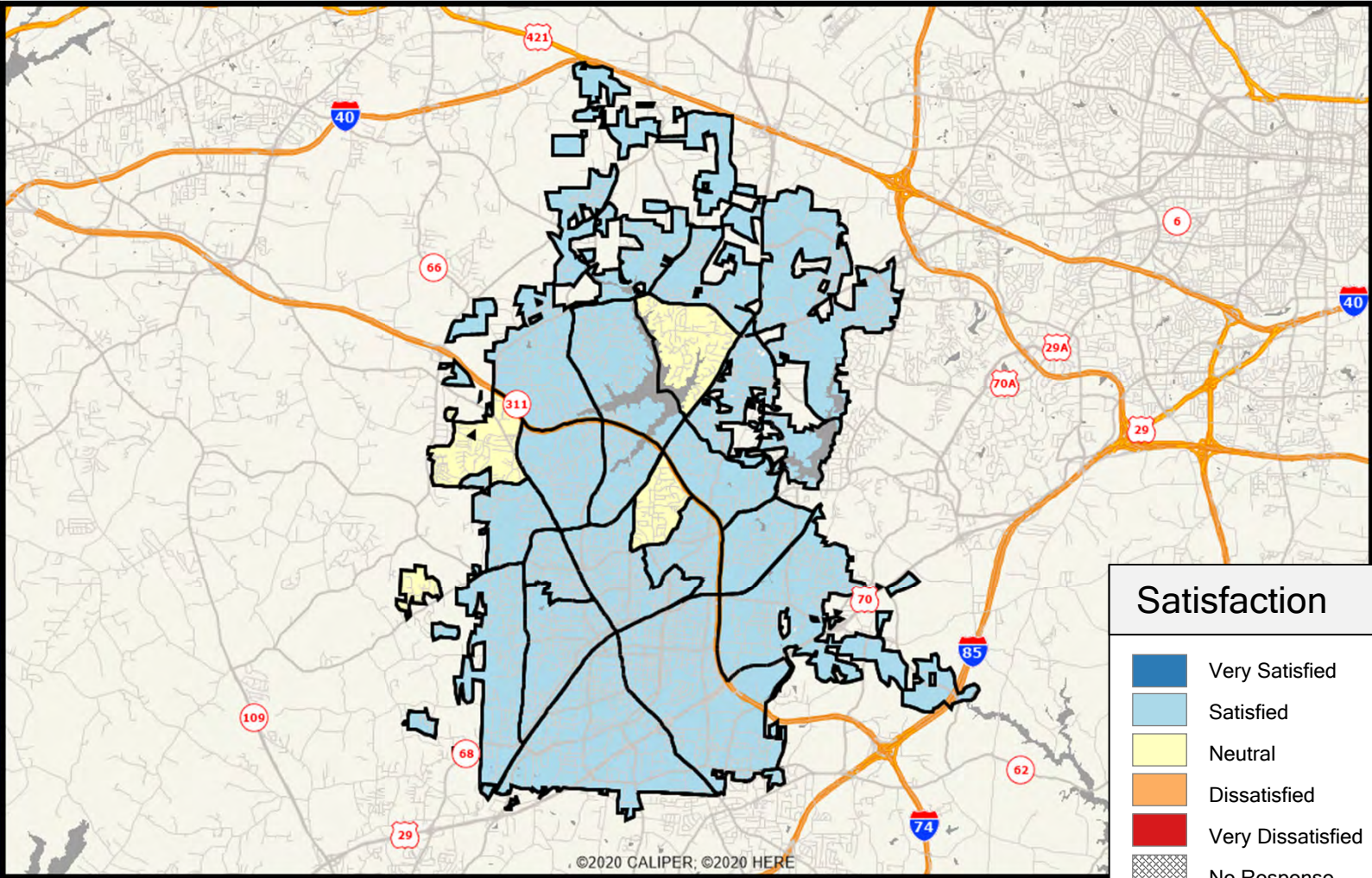


Satisfaction

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

ETC INSTITUTE

Q4-09. Fire building inspection program

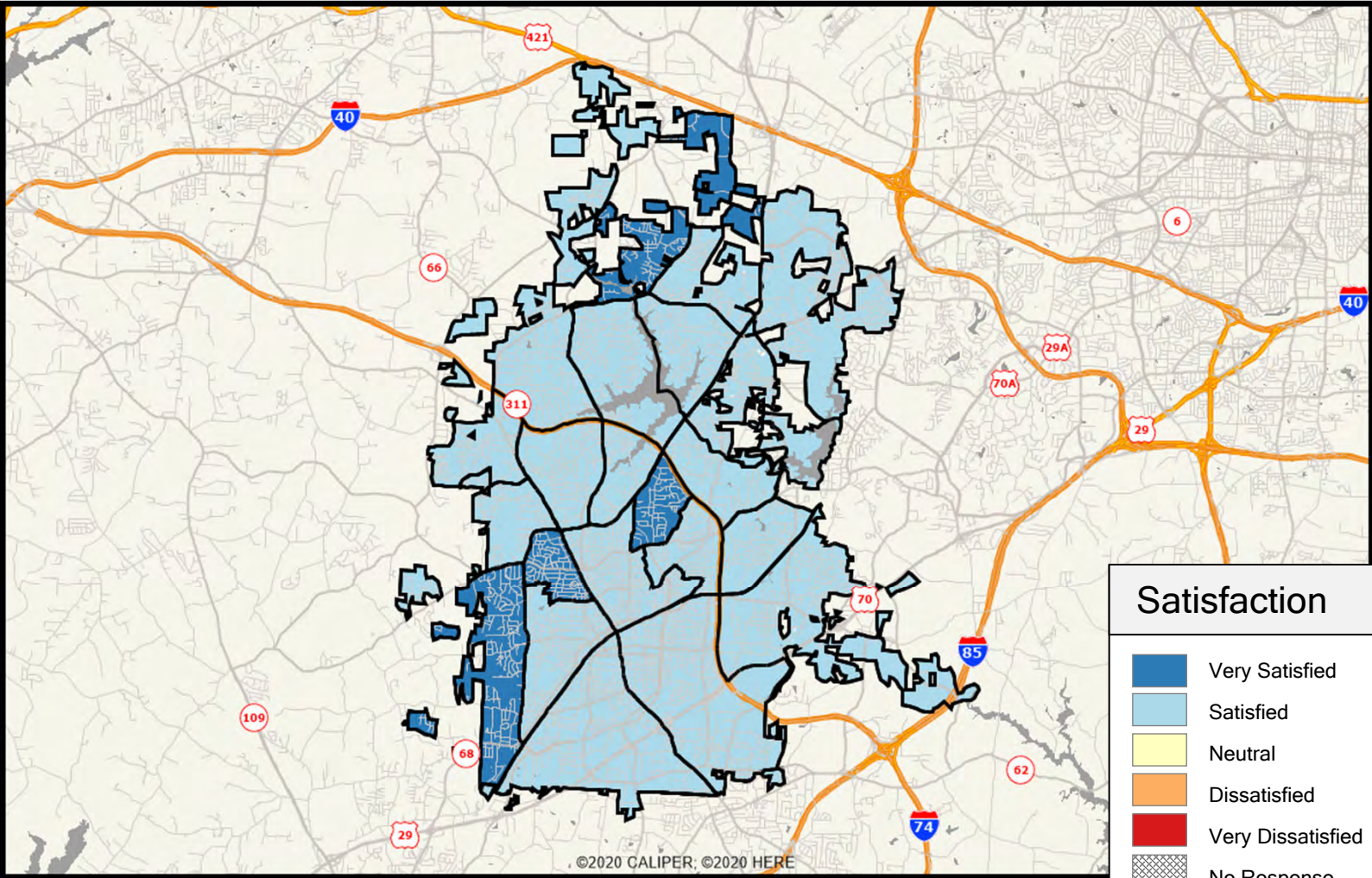


Satisfaction

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

Q4-10. Adequacy of fire protection for your property

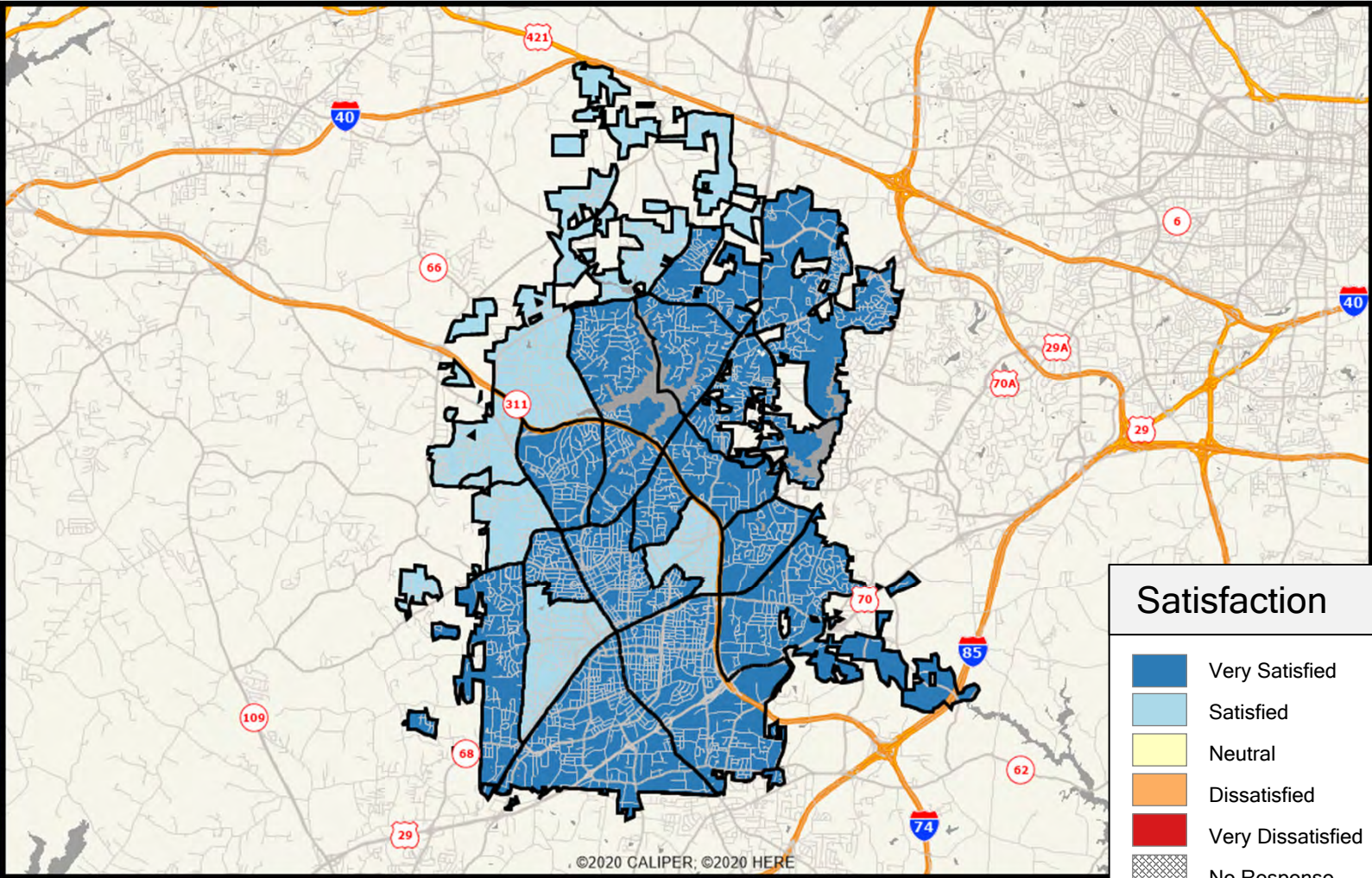


Satisfaction

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

ETC INSTITUTE

Q4-11. Professionalism of fire personnel

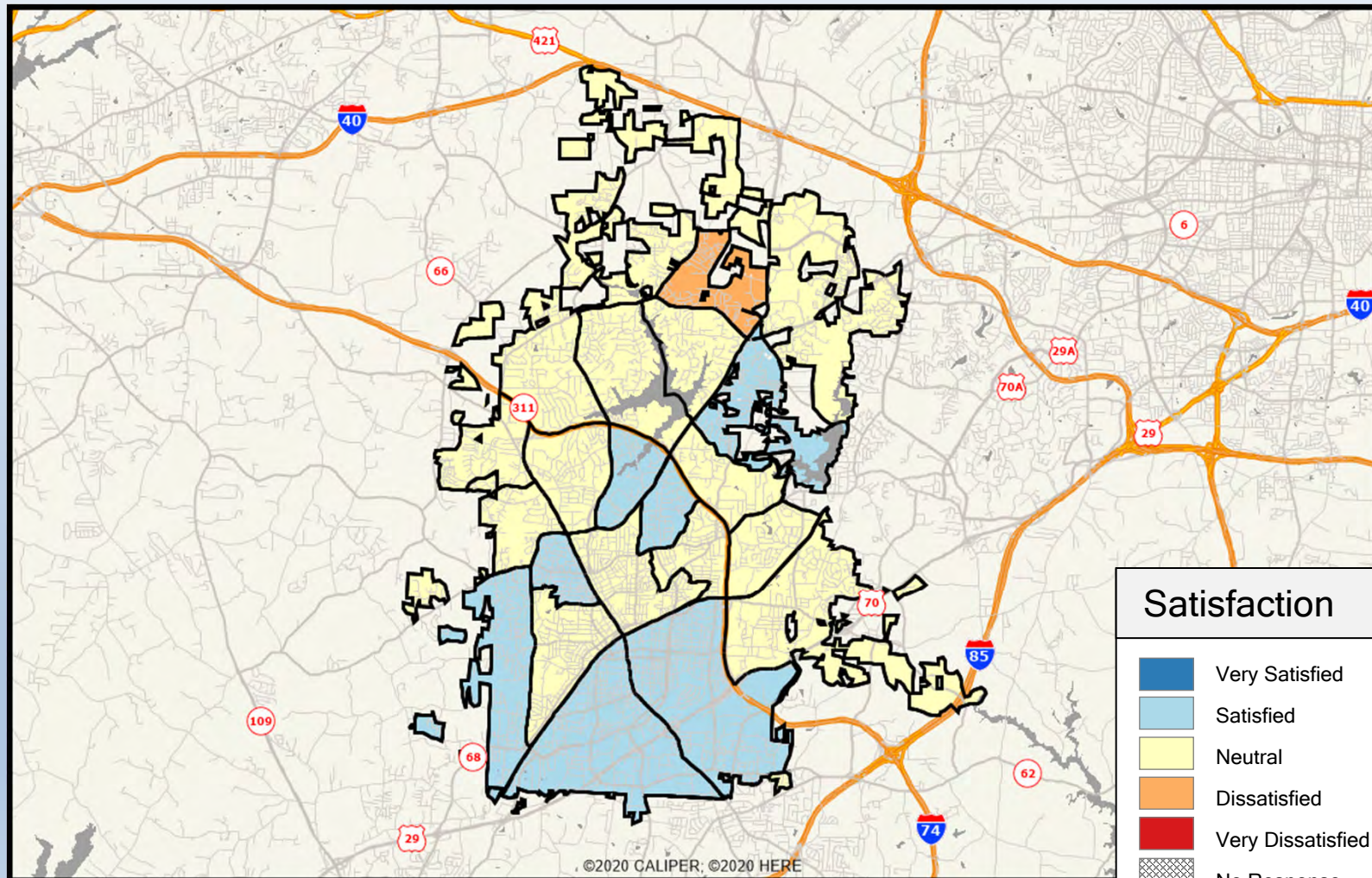


Satisfaction

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

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

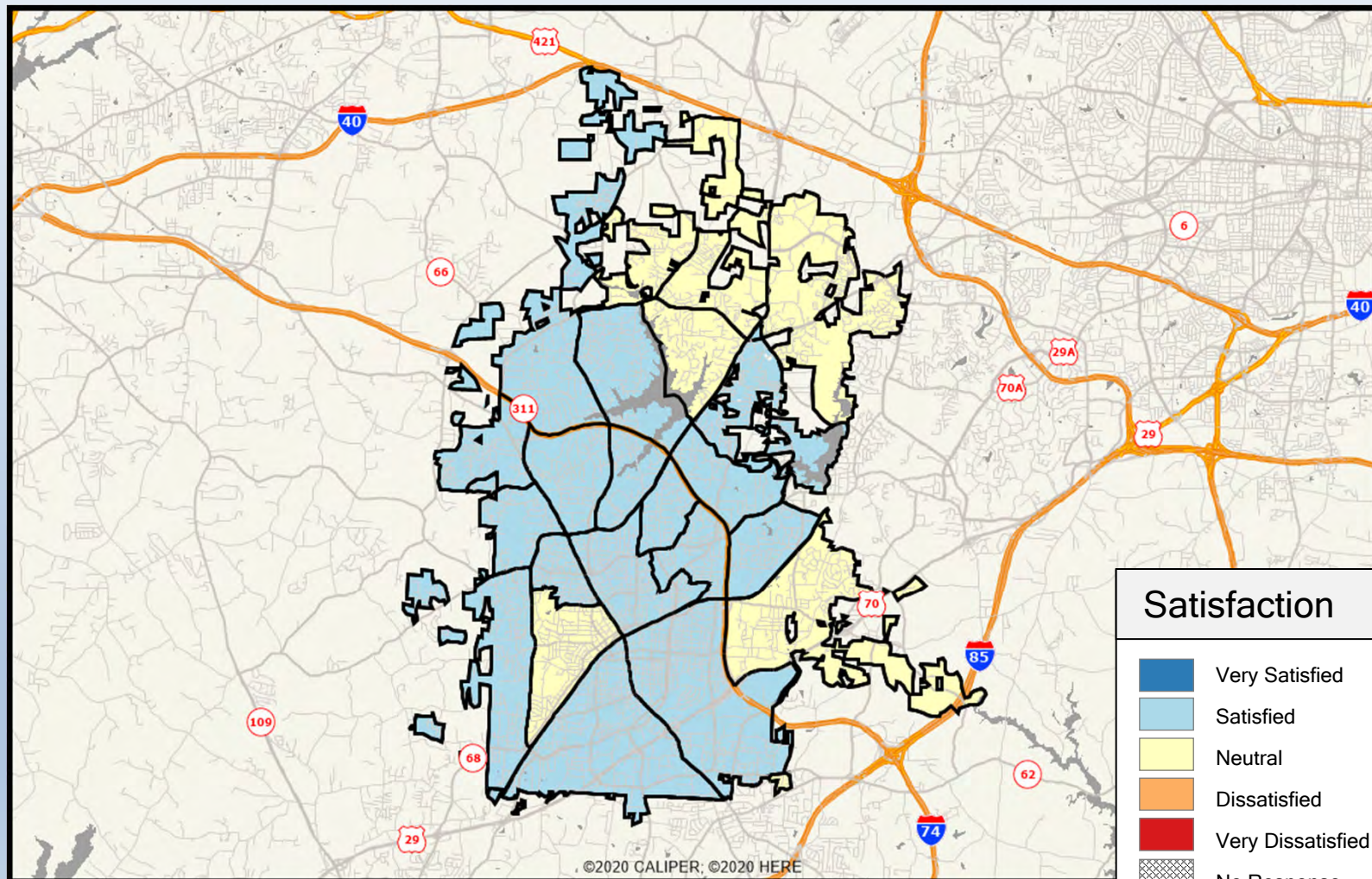


Satisfaction

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



ETC INSTITUTE

Q4-13. City public safety education programs, including school-based programs

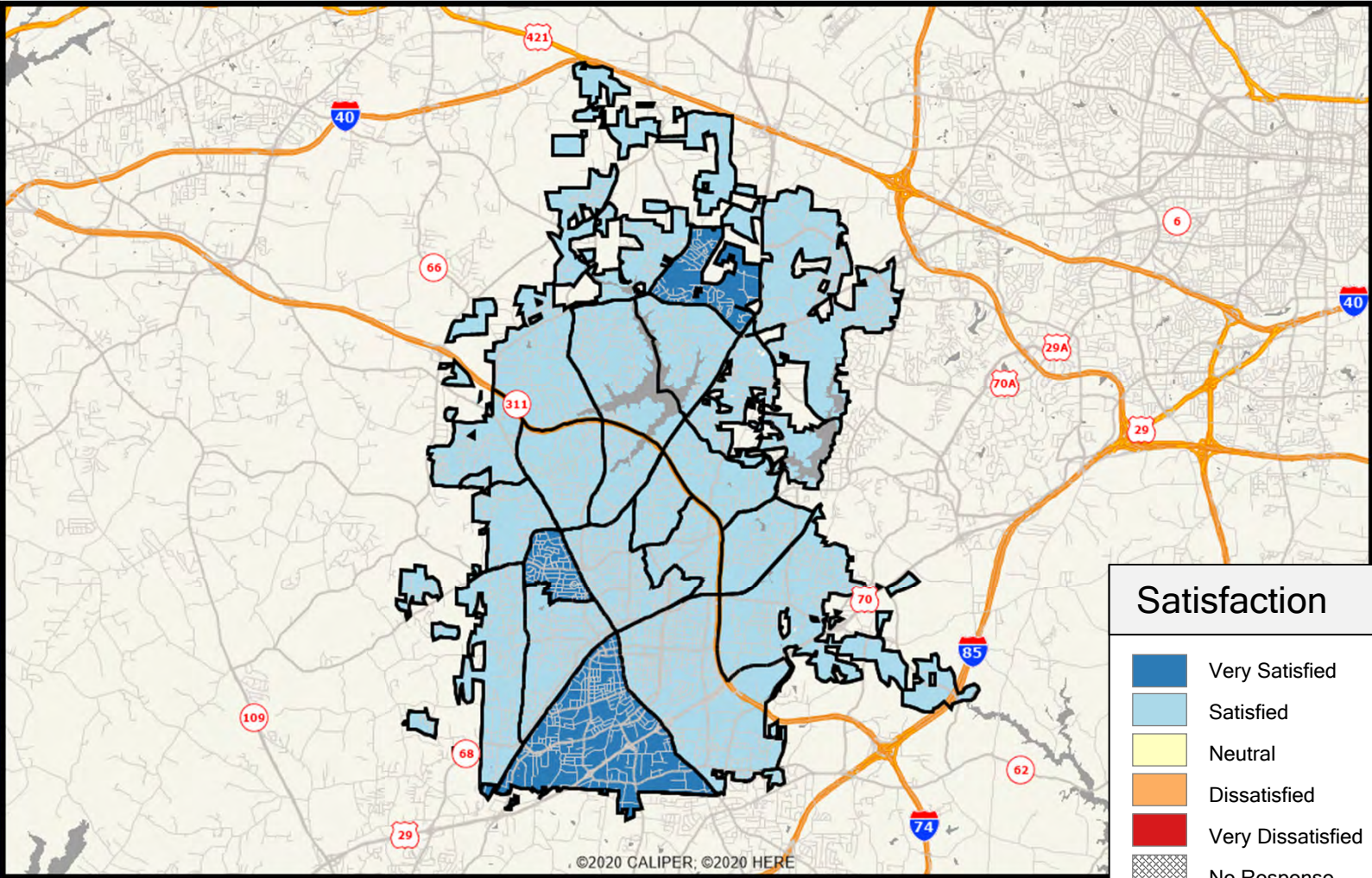


Satisfaction

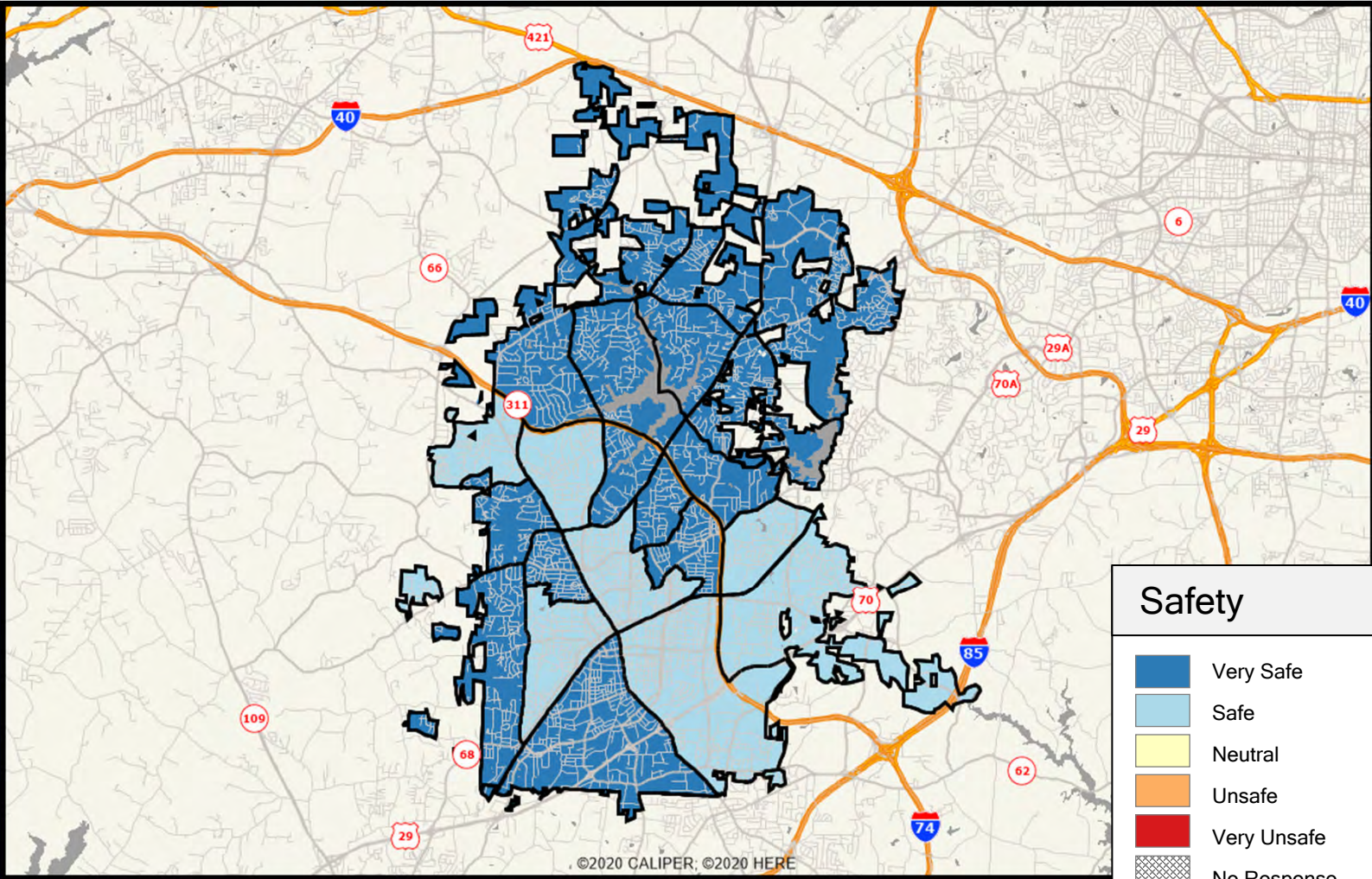
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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



Q6-1. Your neighborhood during the day

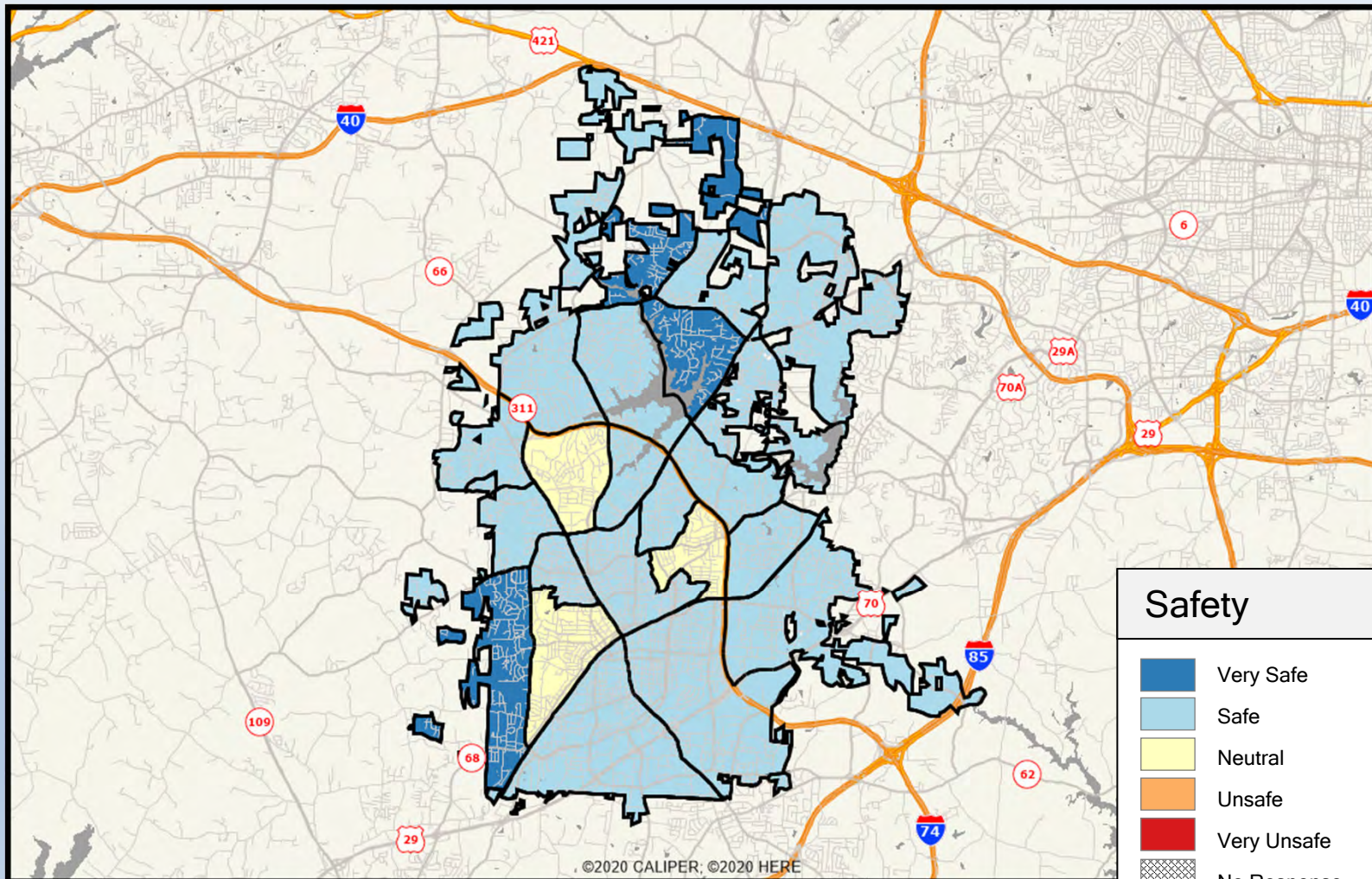


Safety

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

ETC INSTITUTE

Q6-2. Your neighborhood during the night

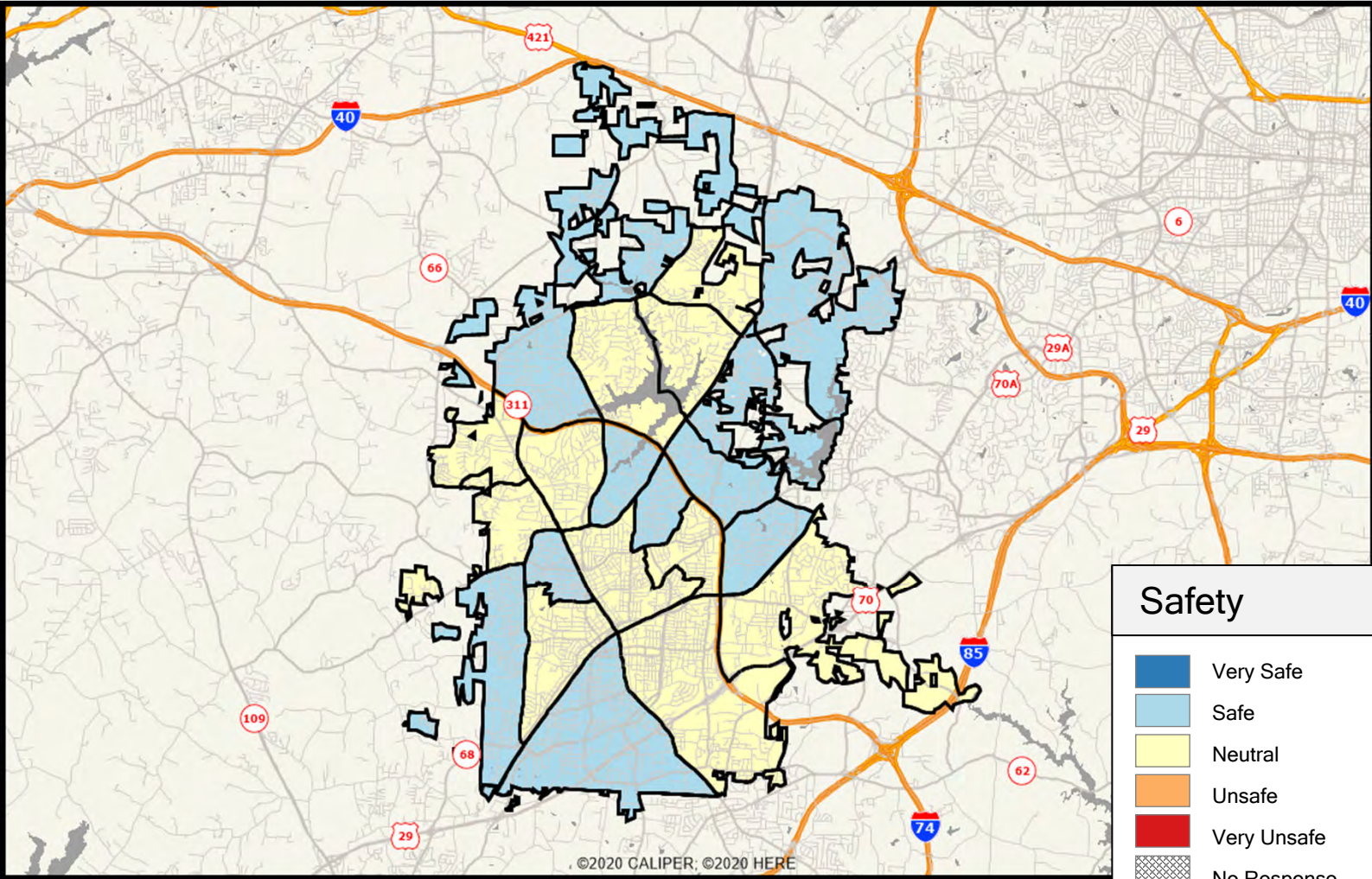


Safety

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

ETC INSTITUTE

Q6-3. Retail shopping areas of the City

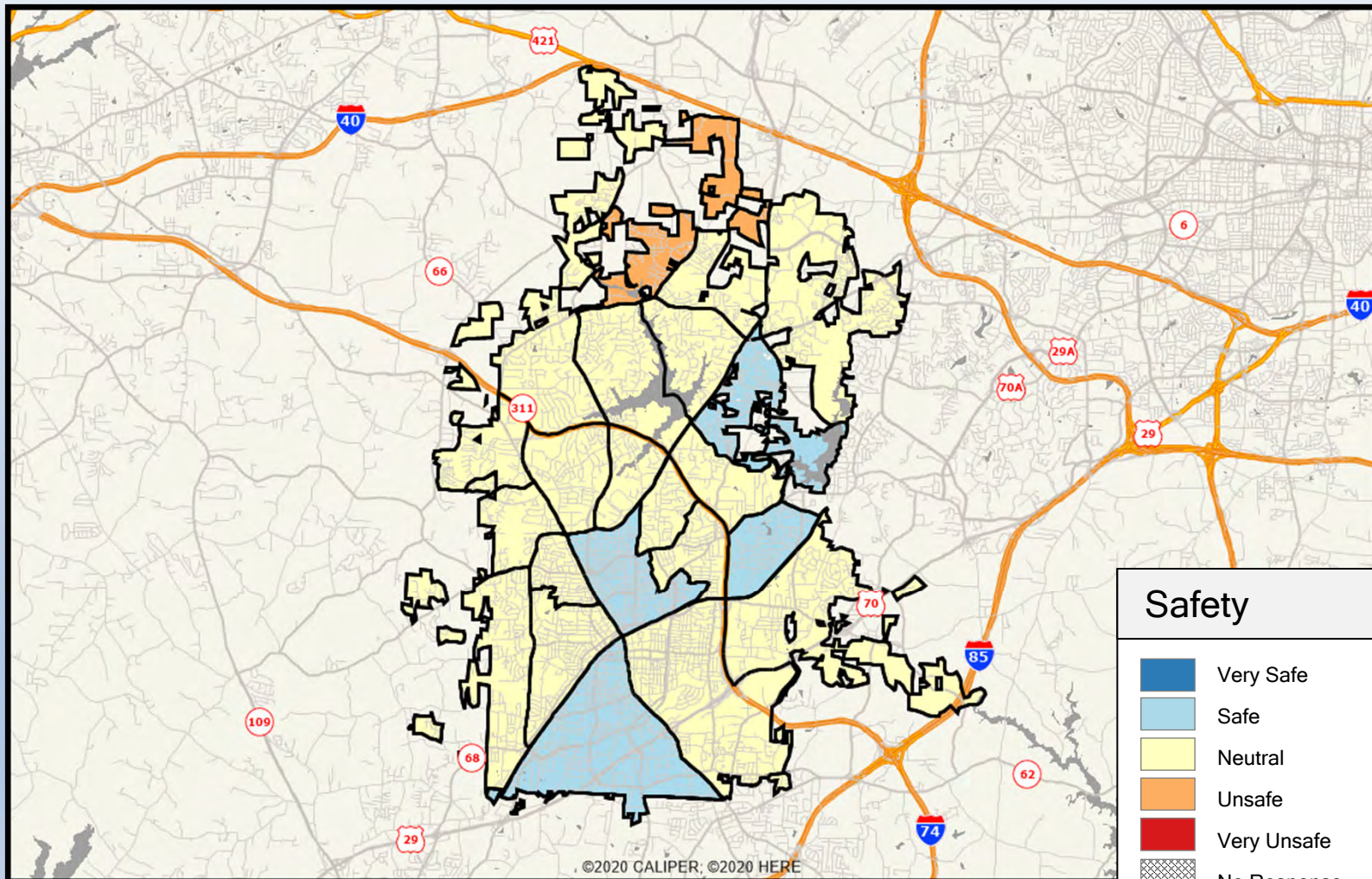


Safety

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

ETC INSTITUTE

Q6-4. The Core City area around Main Street

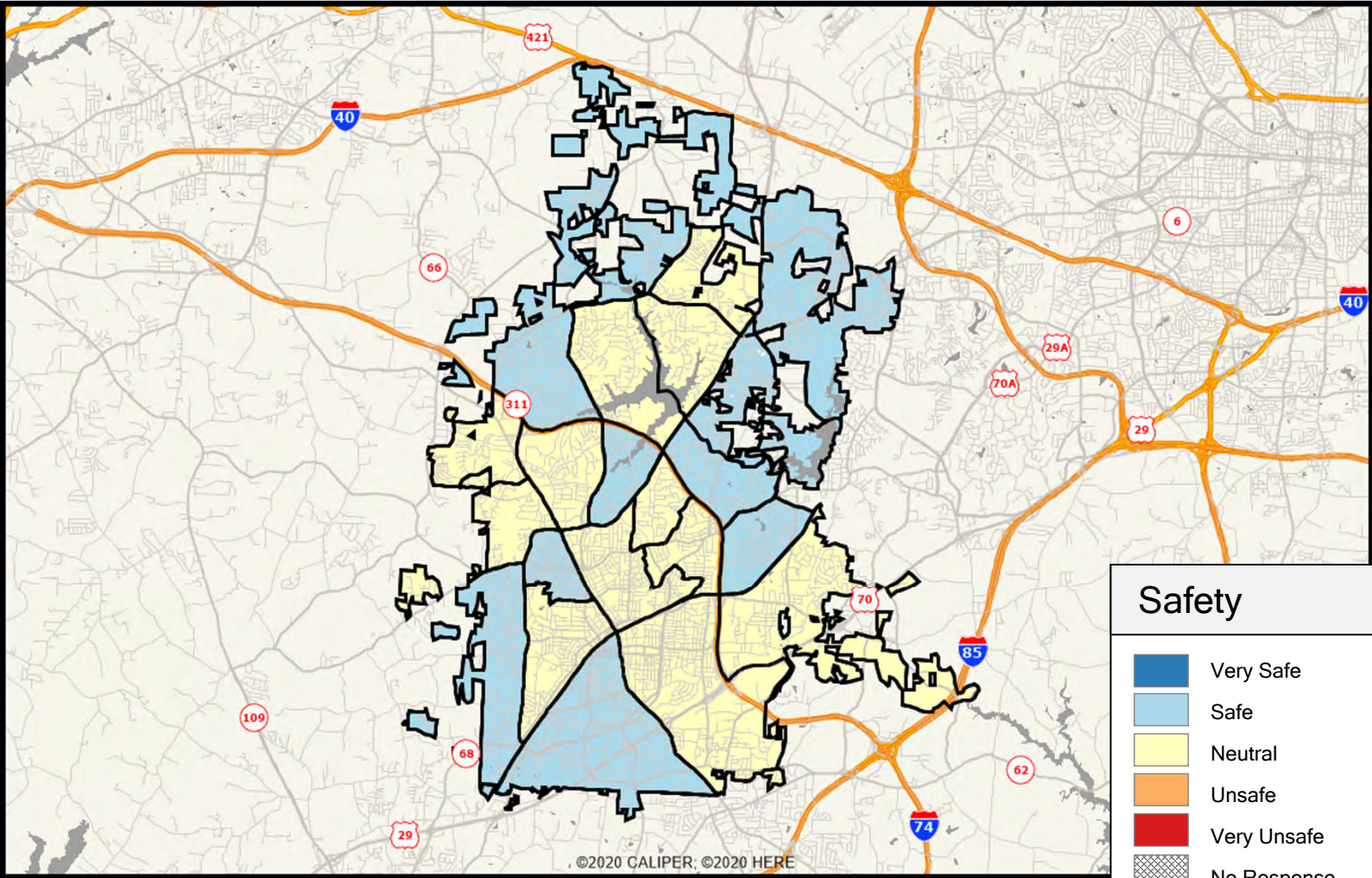


Safety

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

ETC INSTITUTE

Q6-5. City parks and greenways

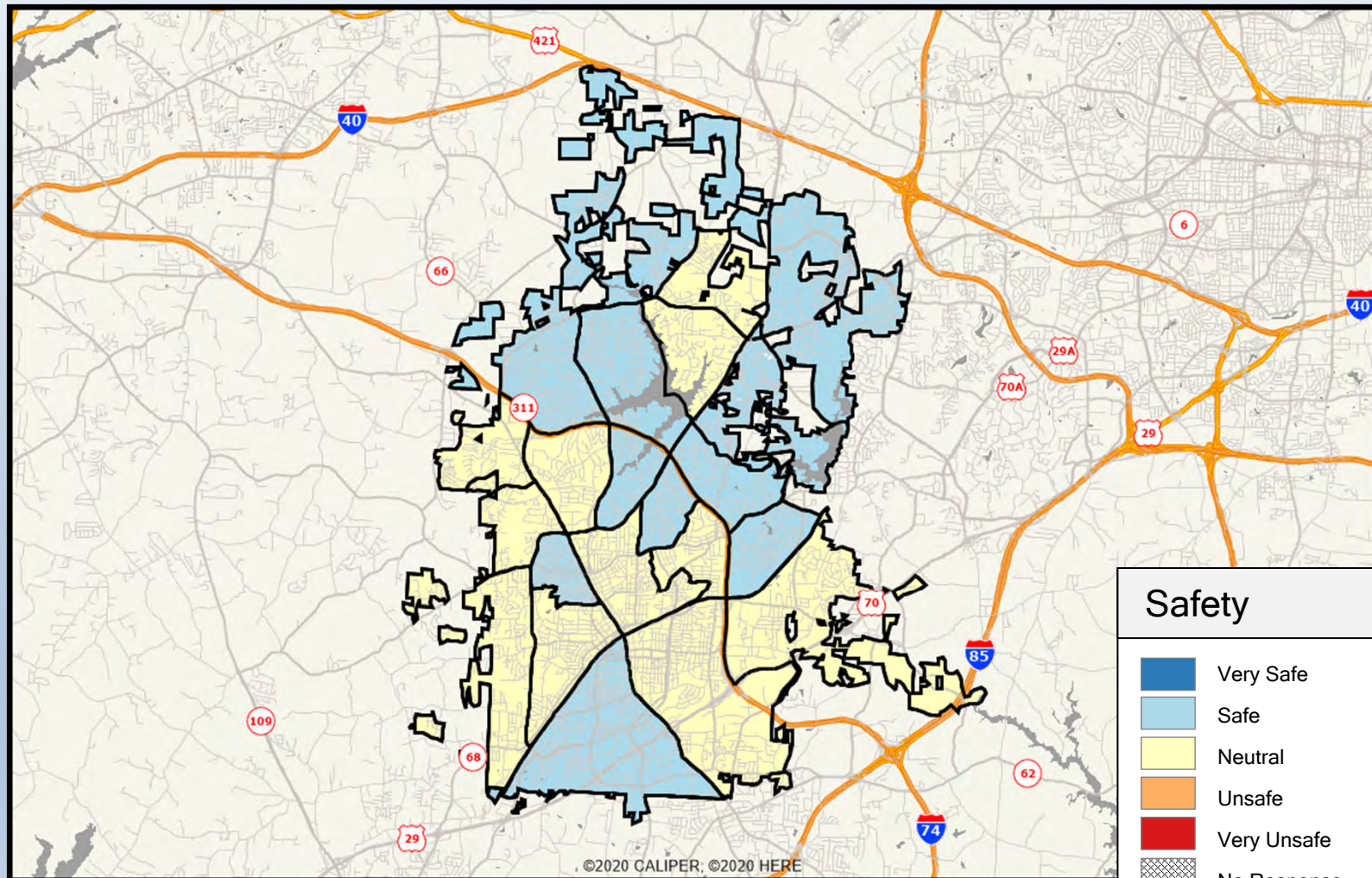


Safety

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

Q6-6. Overall feeling of safety in High Point

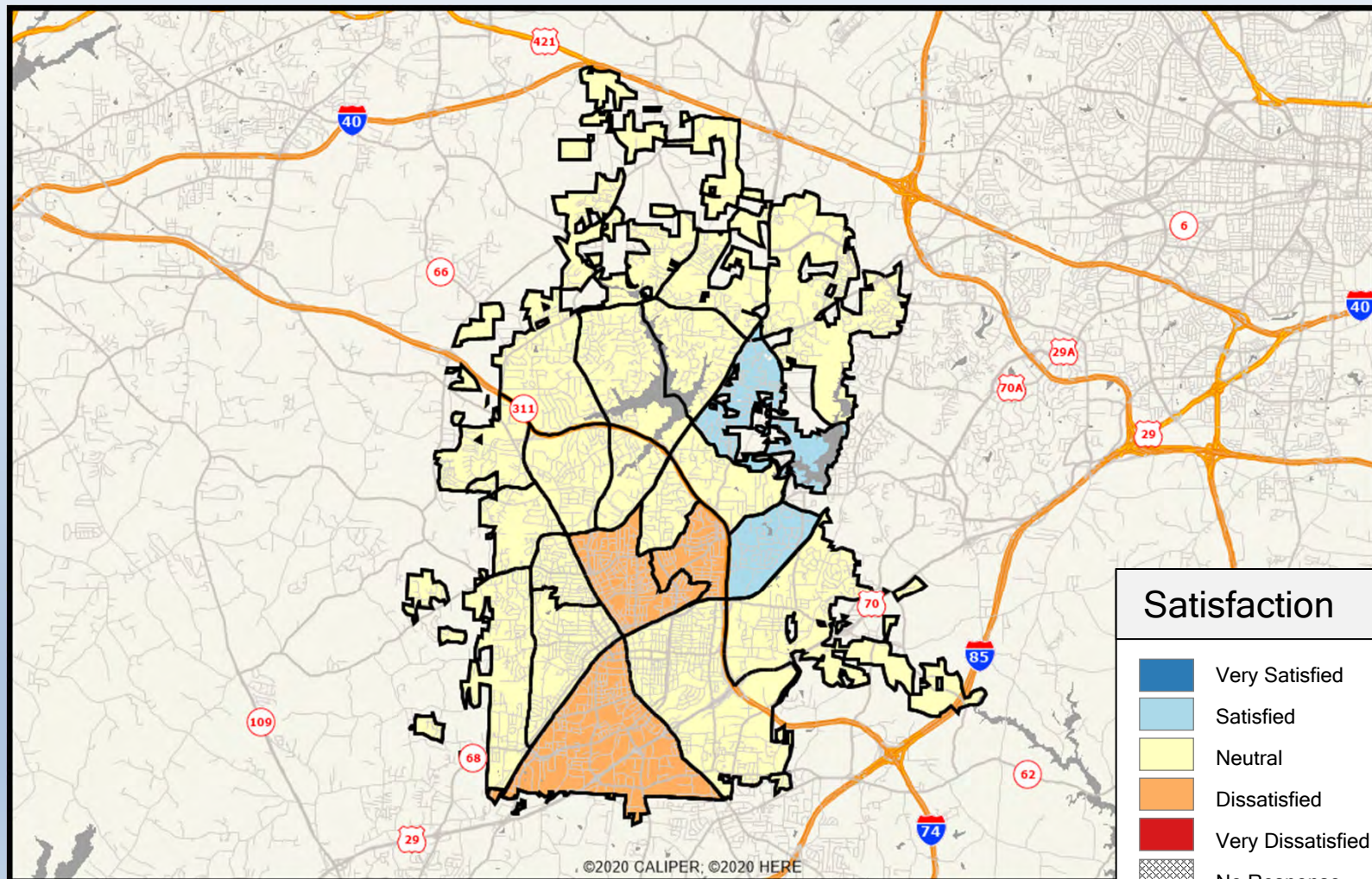


Safety

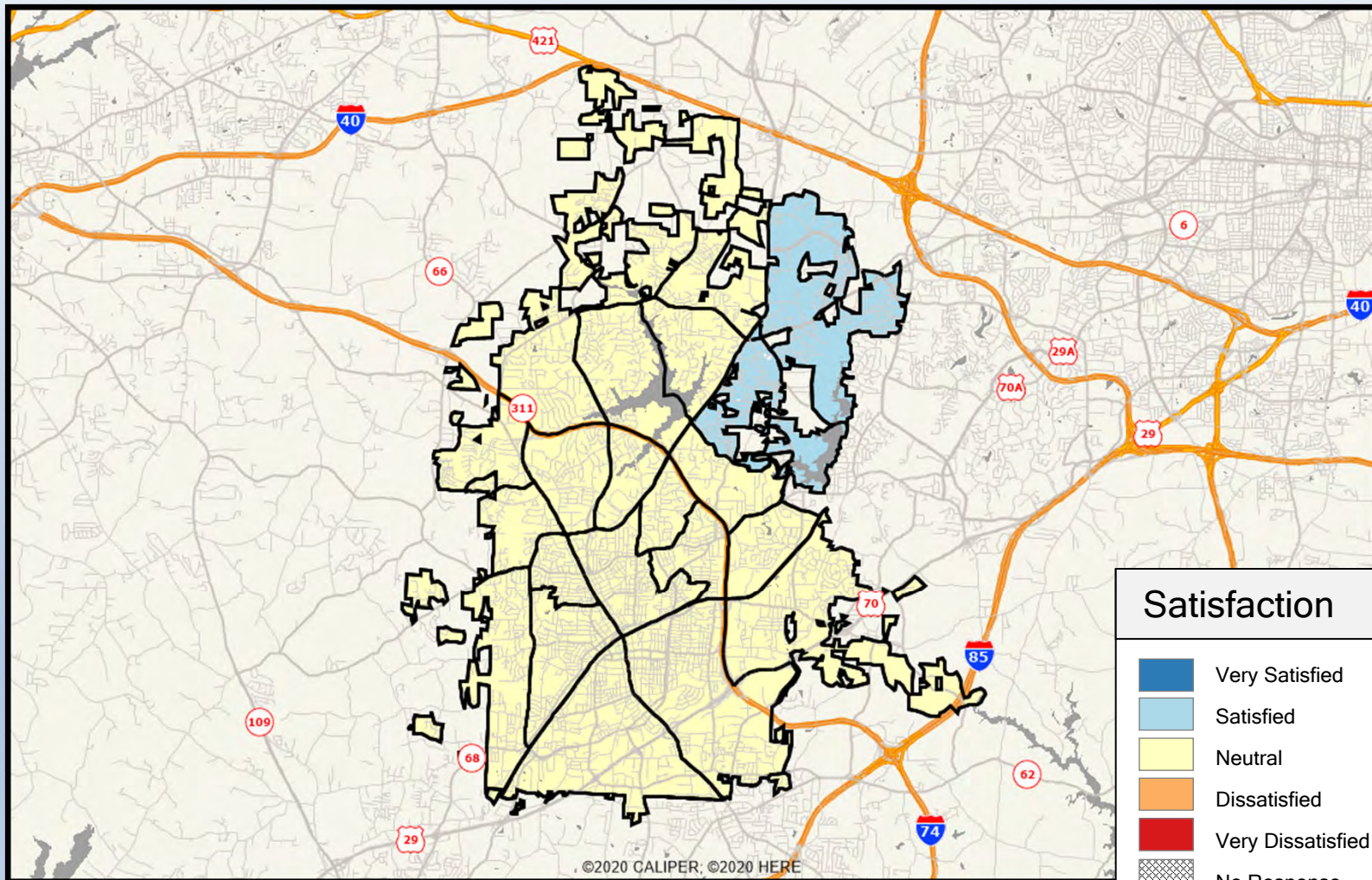
- Very Safe
- Safe
- Neutral
- Unsafe
- Very Unsafe
- No Response

ETC INSTITUTE

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

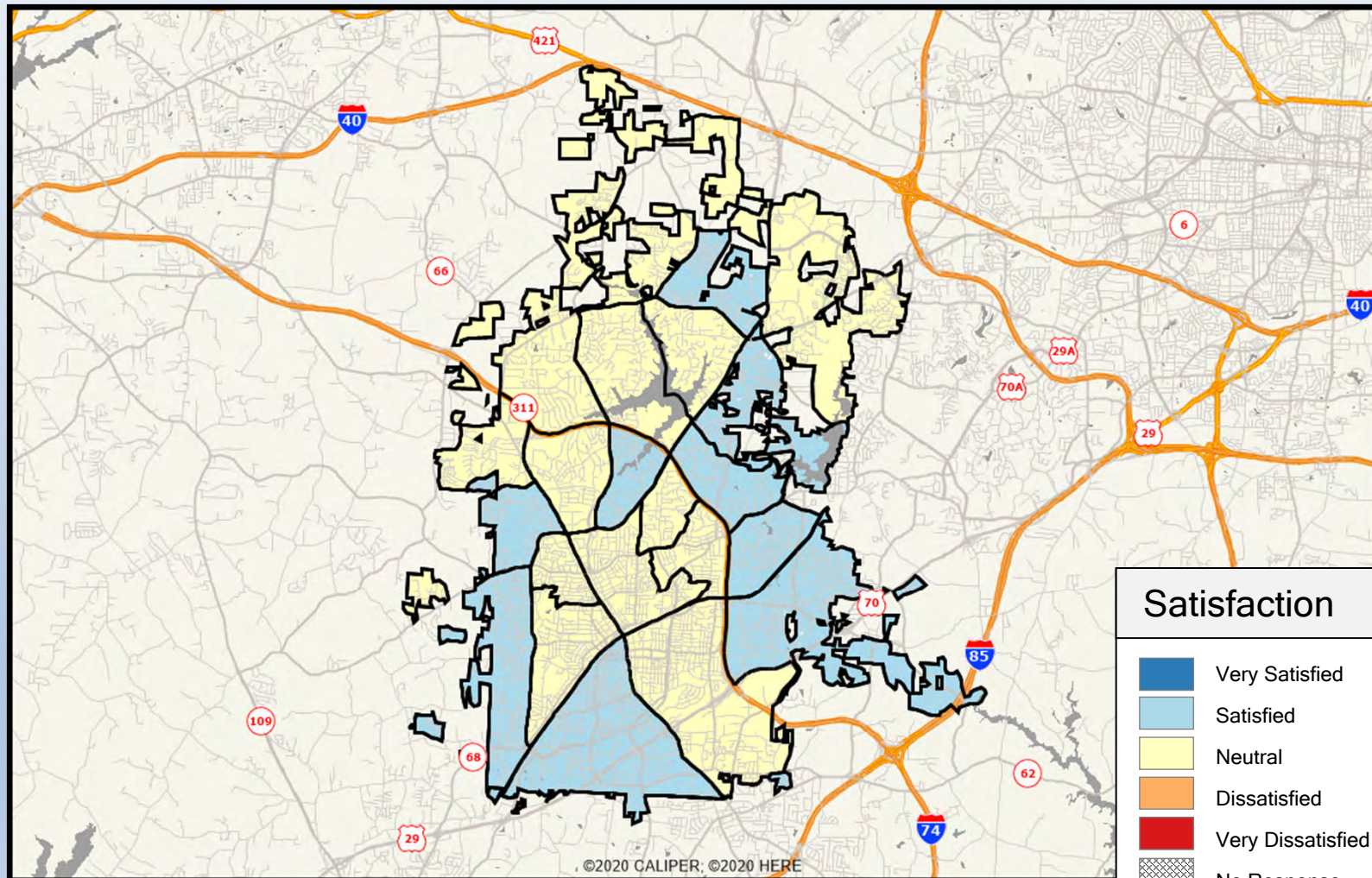


Satisfaction

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

ETC INSTITUTE

Q8-03. Enforcement of sign regulations

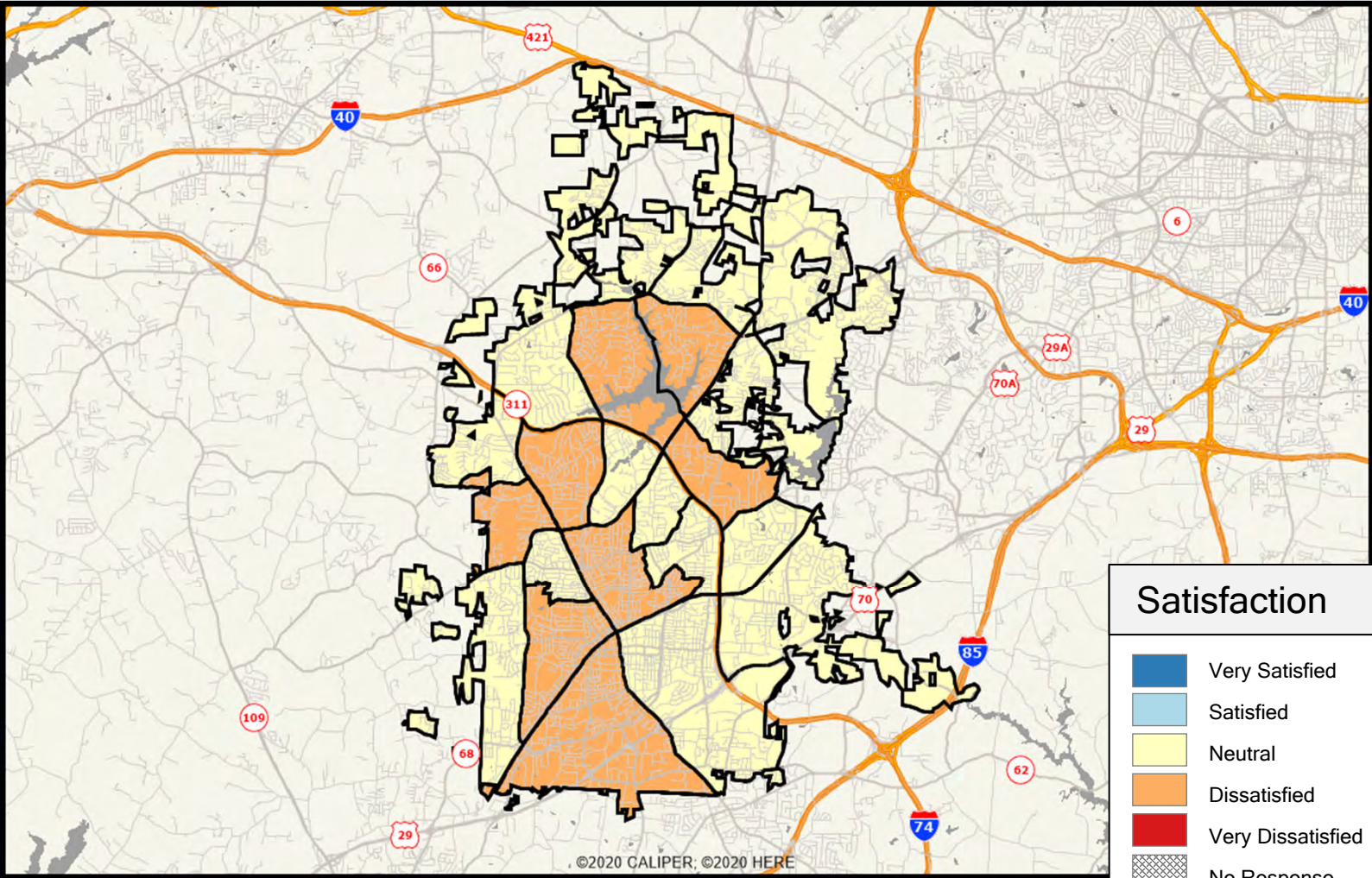


Satisfaction

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

ETC INSTITUTE

Q8-04. Enforcement of the repair of substandard housing

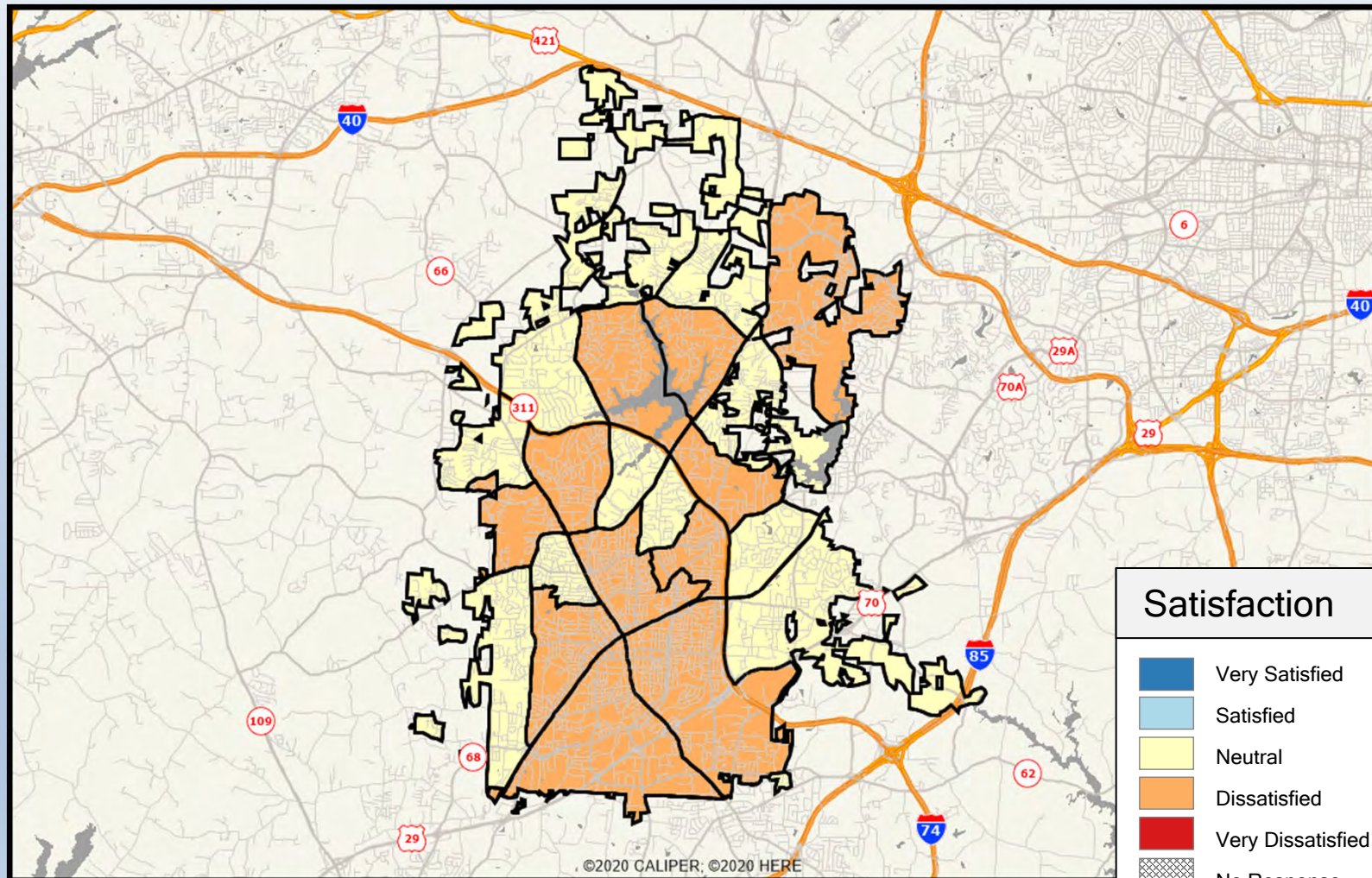


Satisfaction

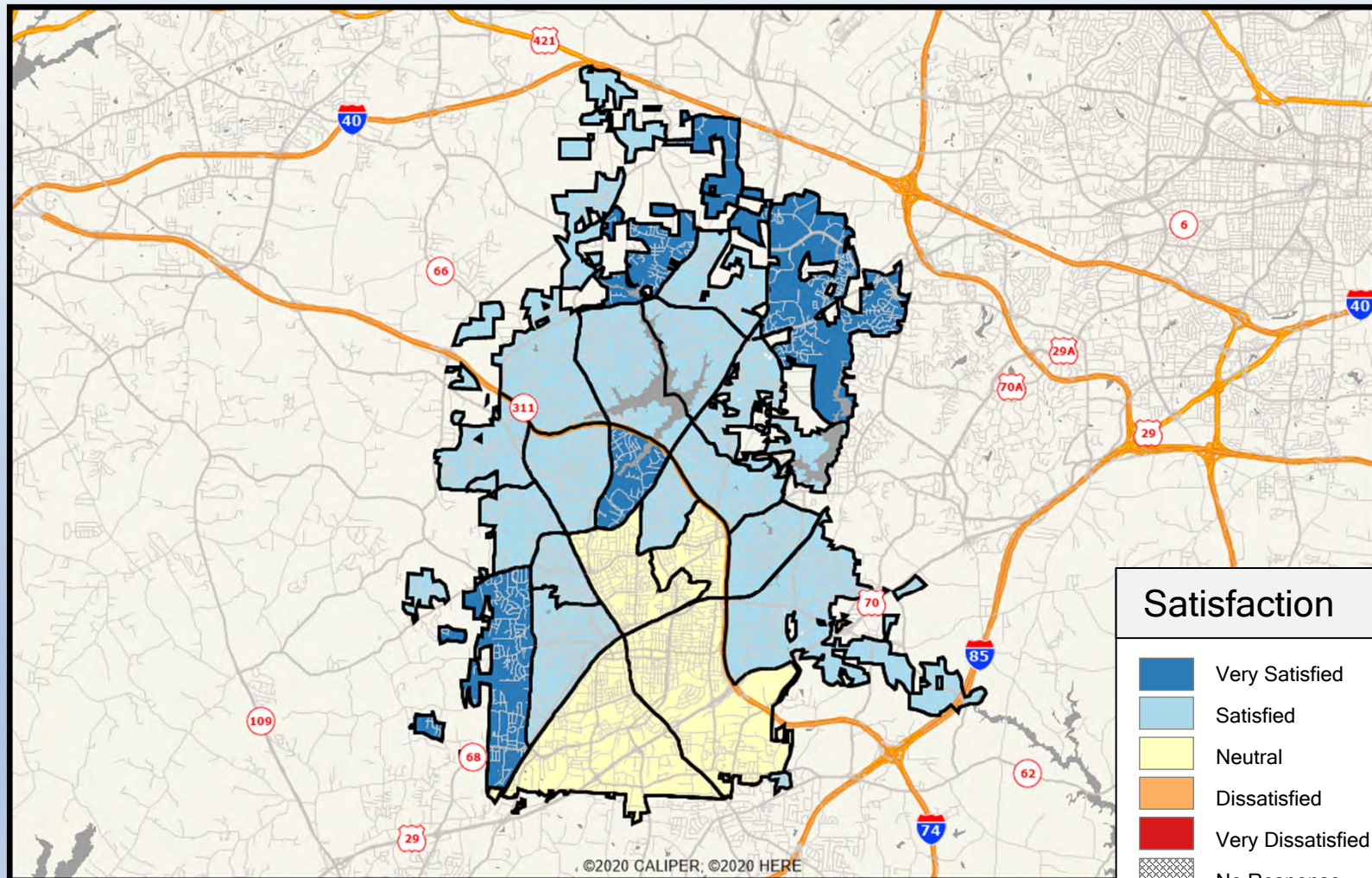
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

Q8-05. Enforcement of the removal of dilapidated housing



Q8-06. Appearance of your neighborhood

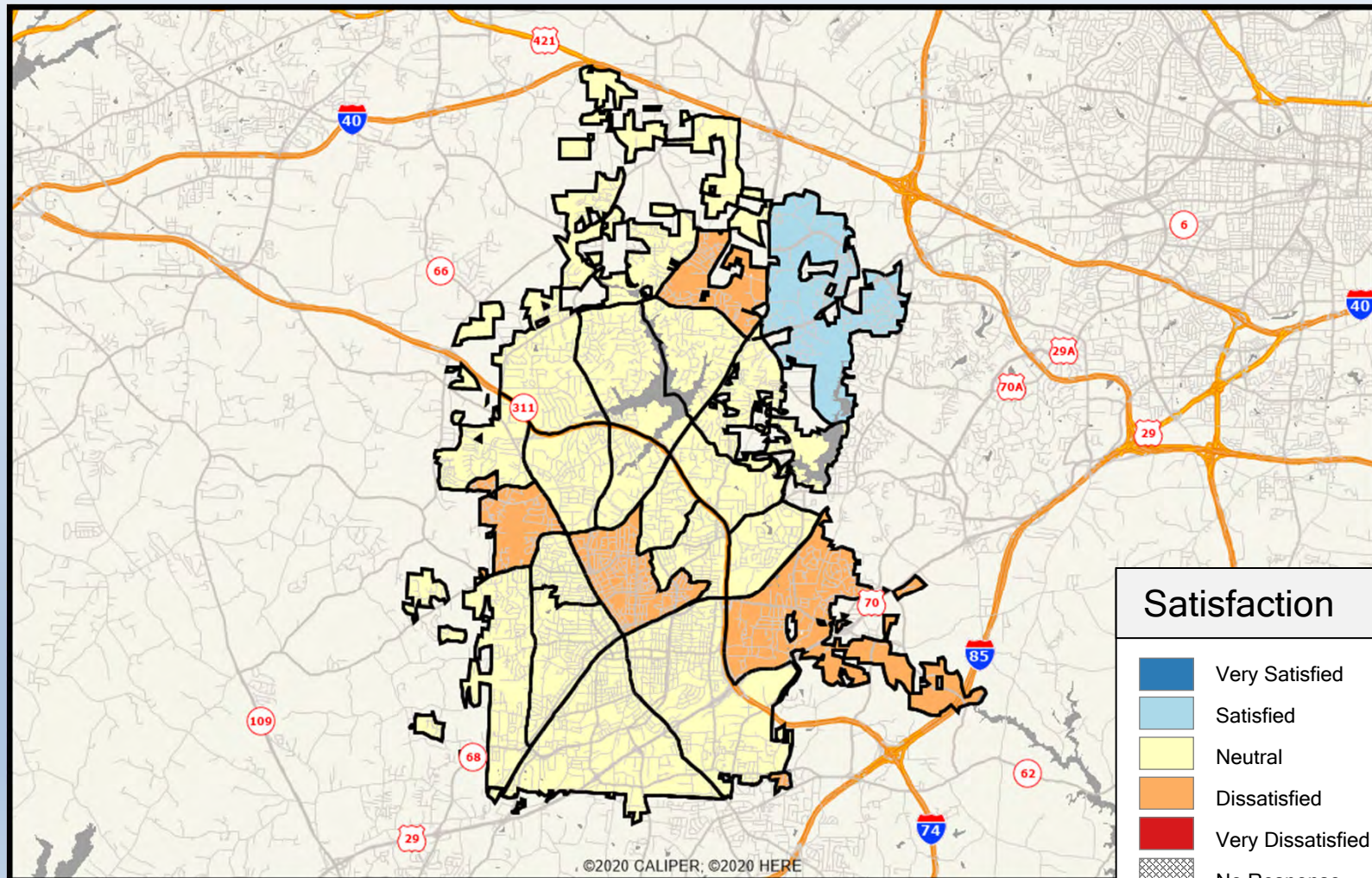


Satisfaction

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



ETC INSTITUTE

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

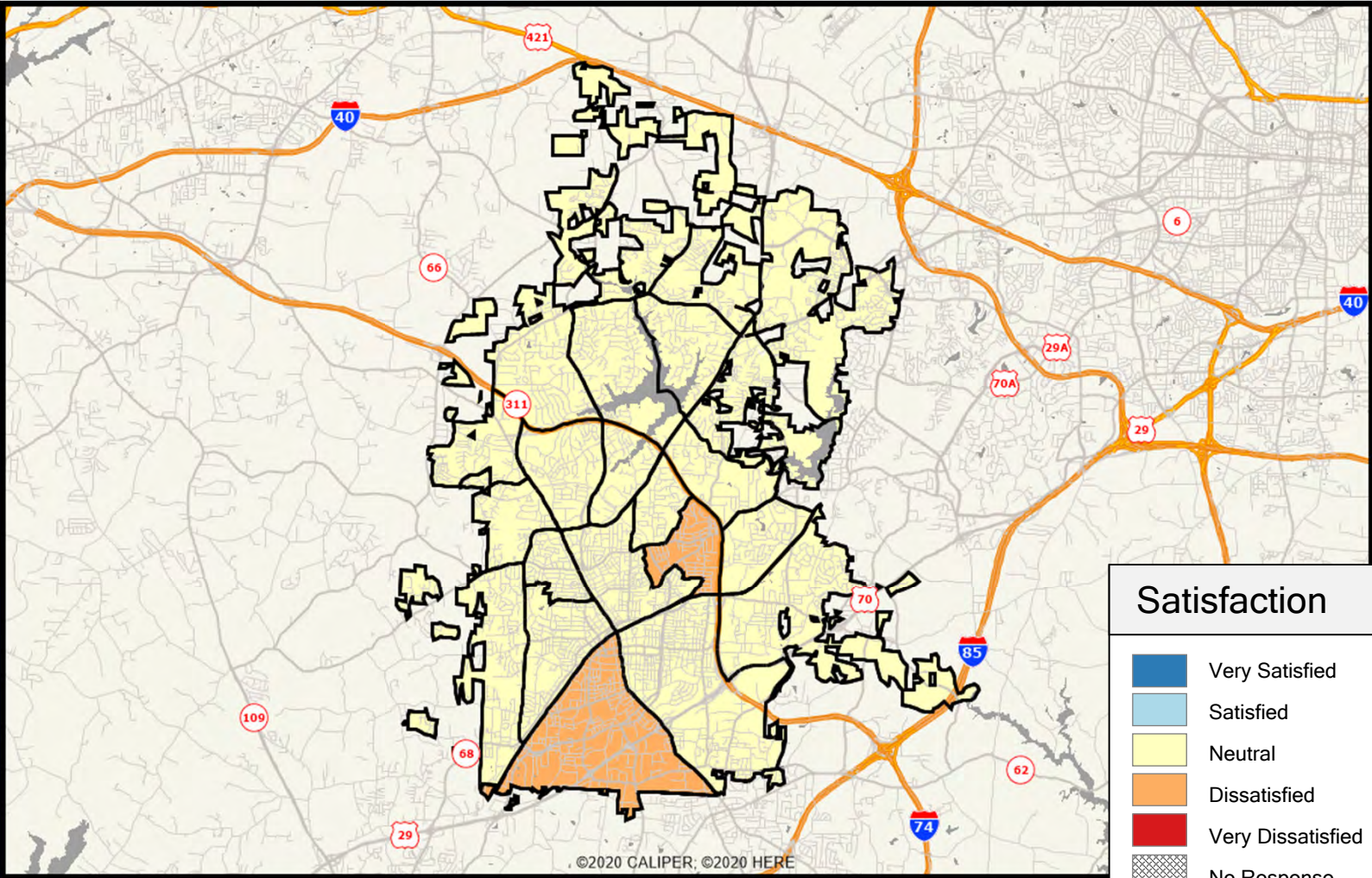


Satisfaction

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

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

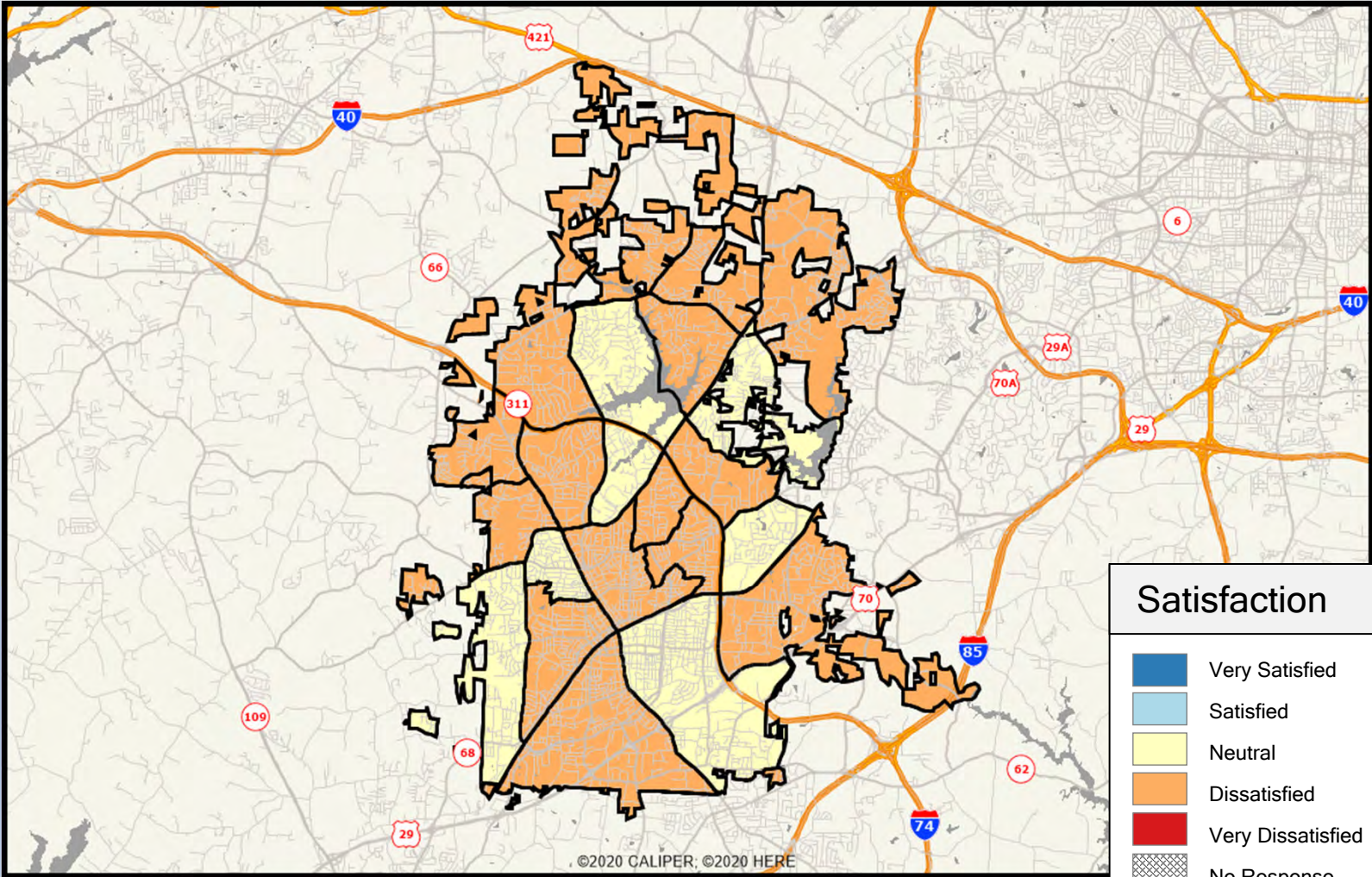


Satisfaction

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

Q8-09. Availability of affordable rental housing

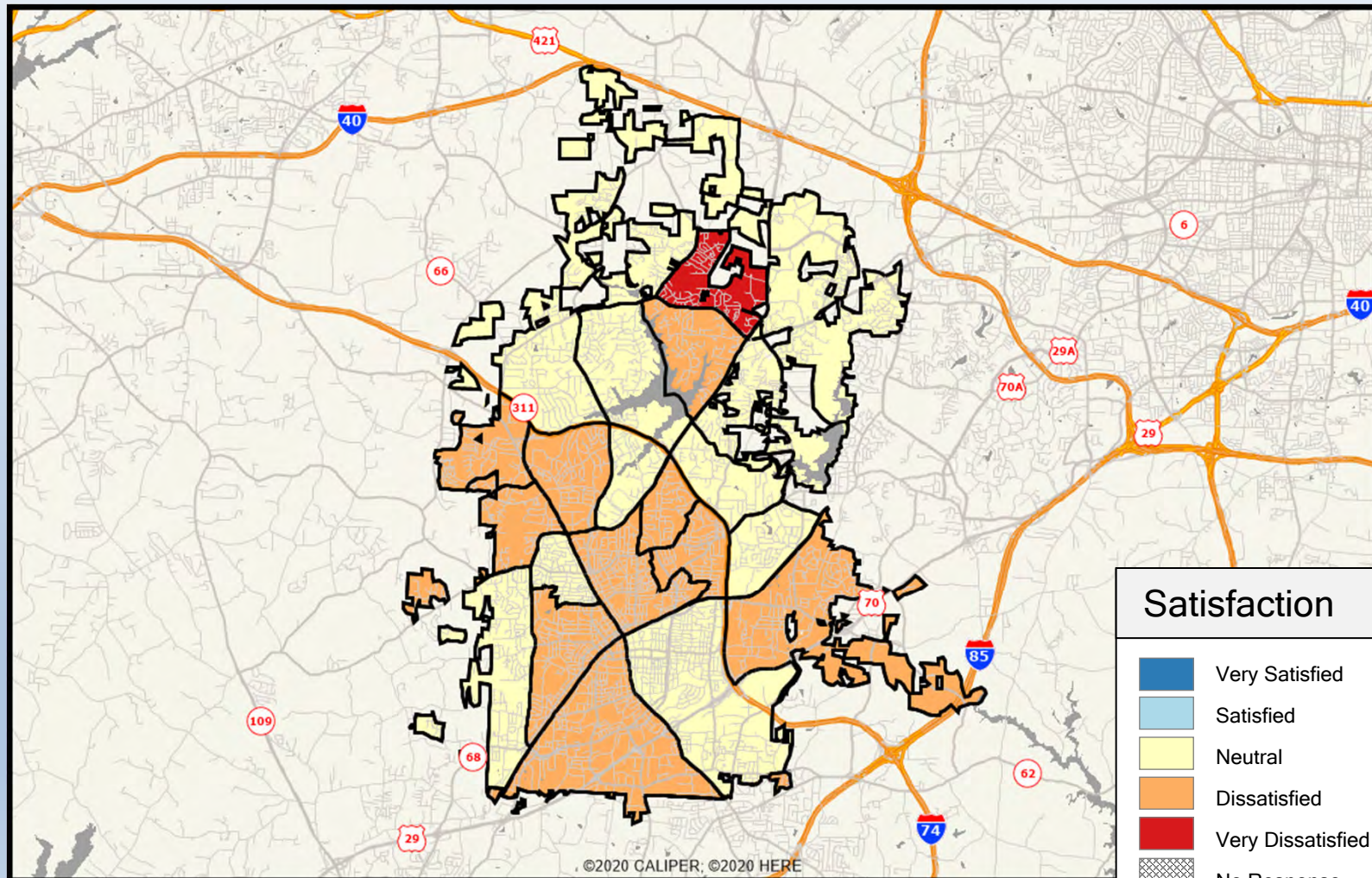


Satisfaction

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

ETC INSTITUTE

Q8-10. Availability of affordable housing for purchase

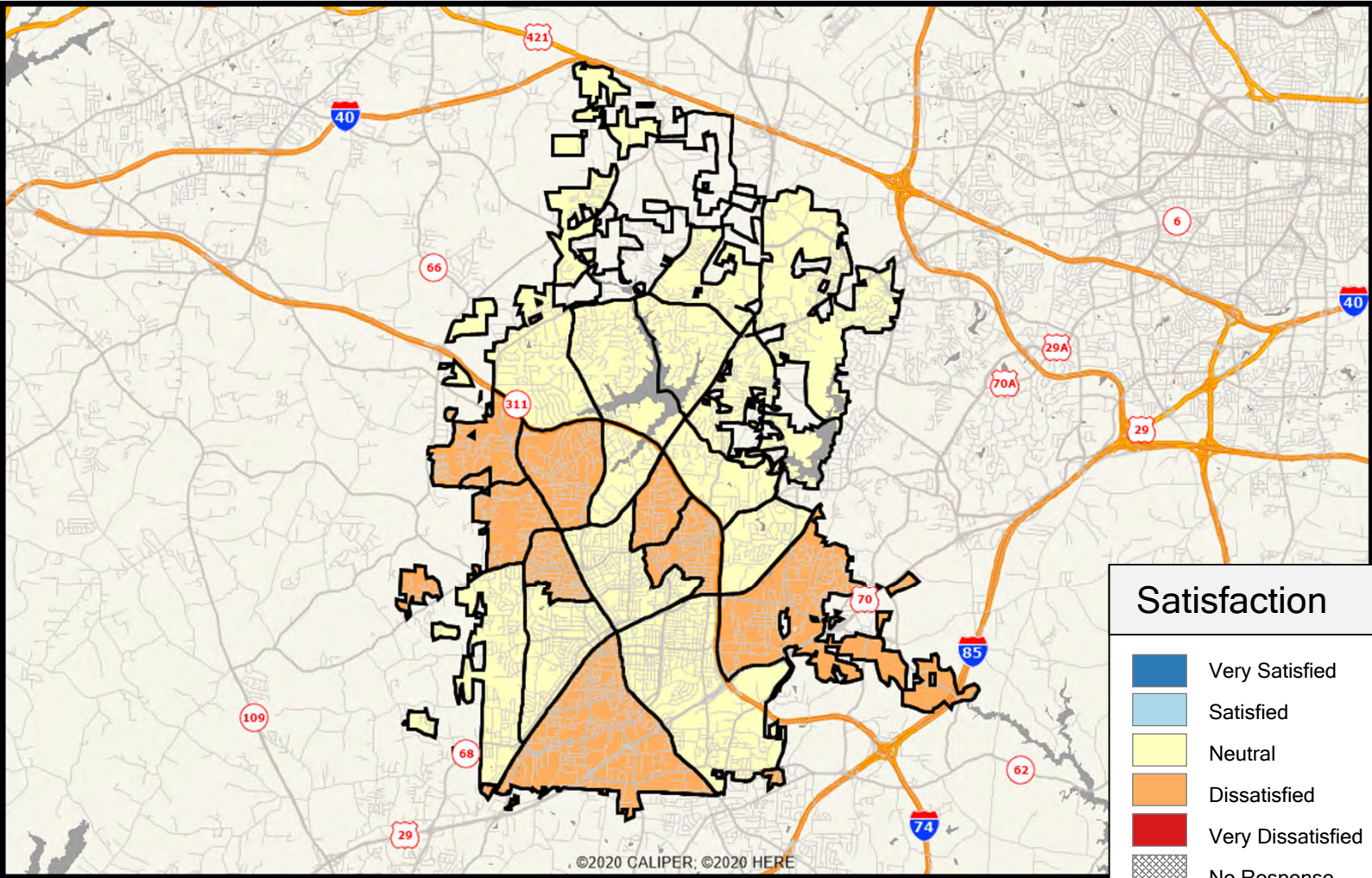


Satisfaction

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

ETC INSTITUTE

Q8-11. Quality of public housing

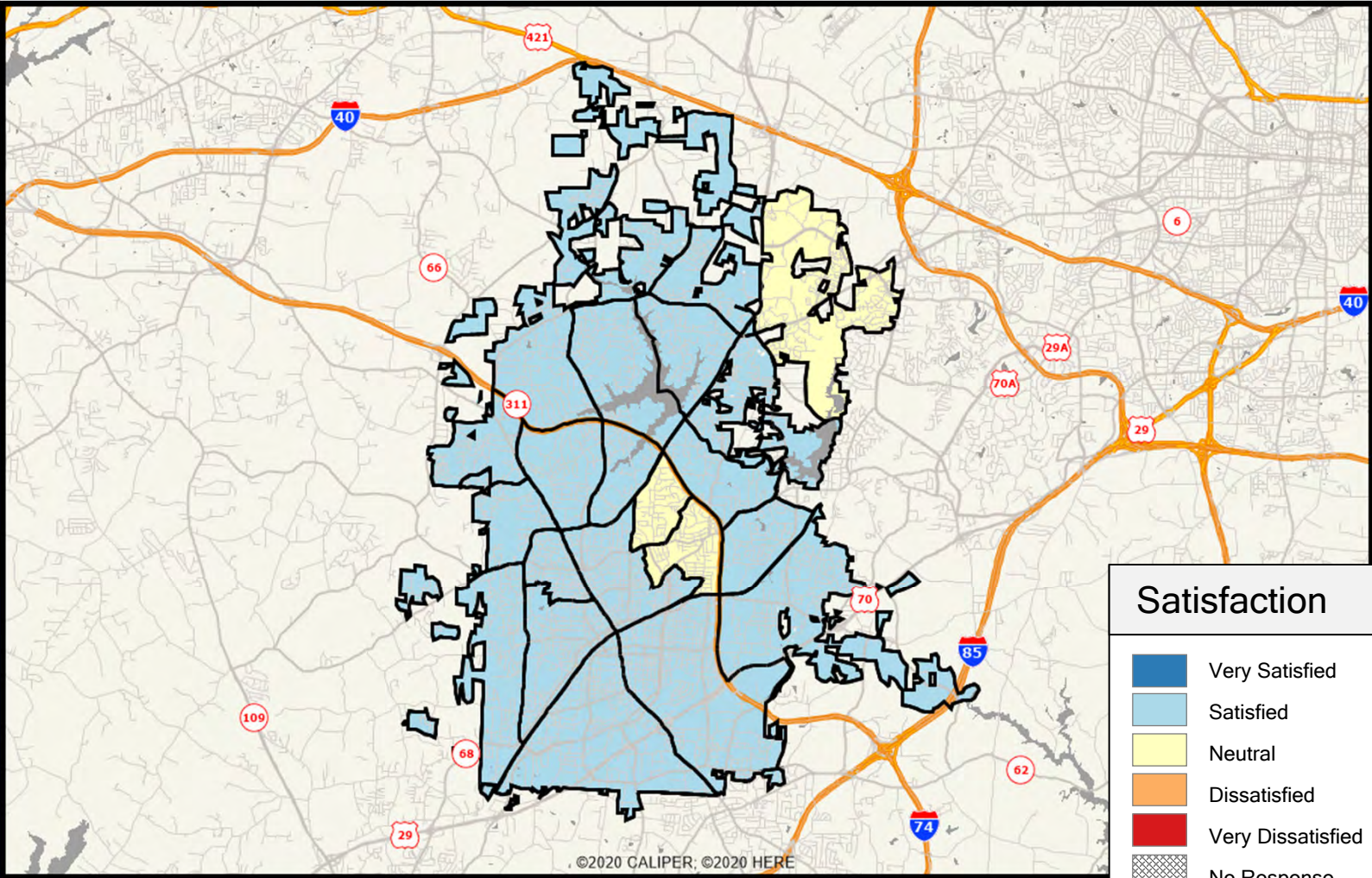


Satisfaction

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

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

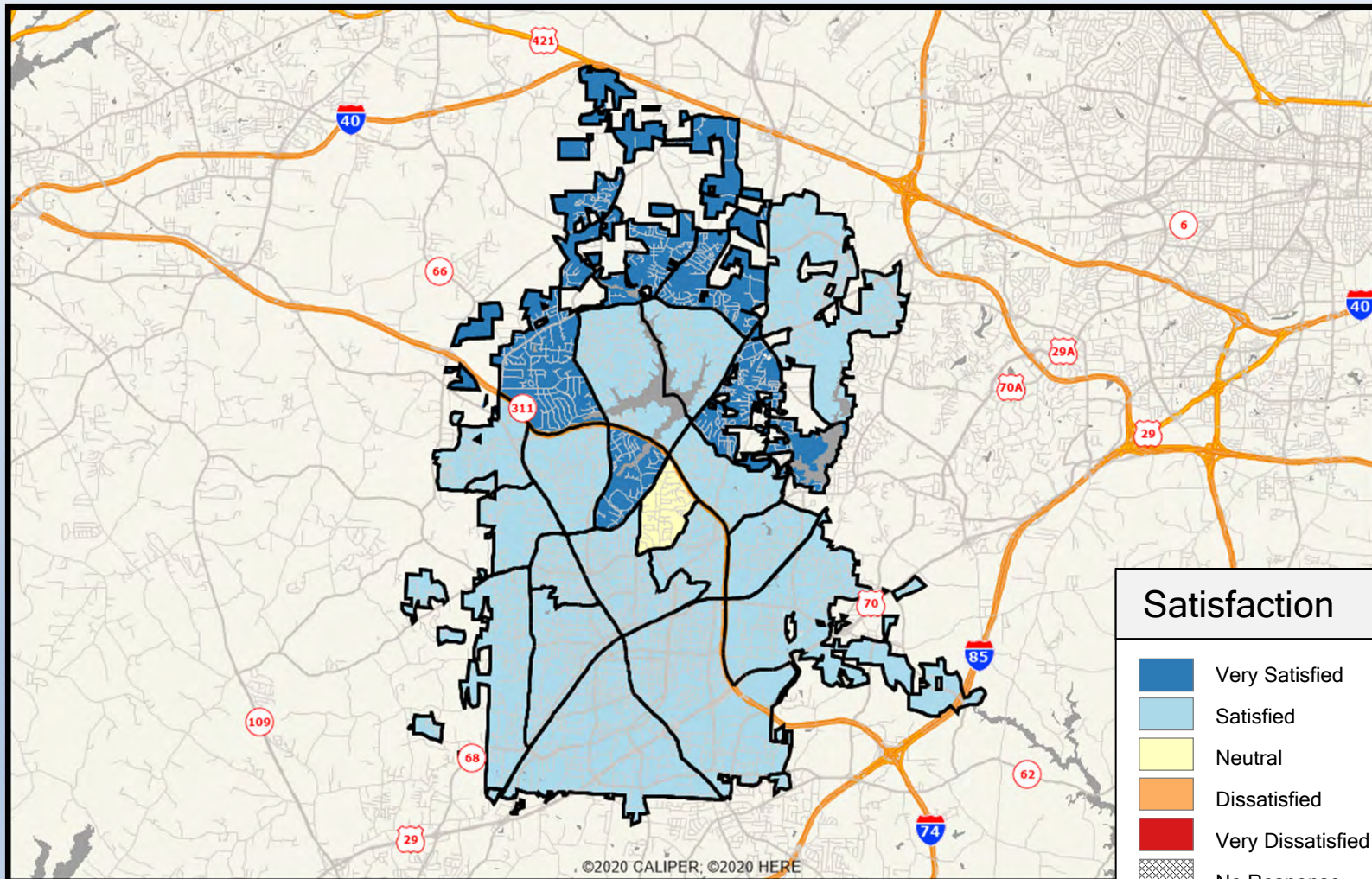


Satisfaction

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

ETC INSTITUTE

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

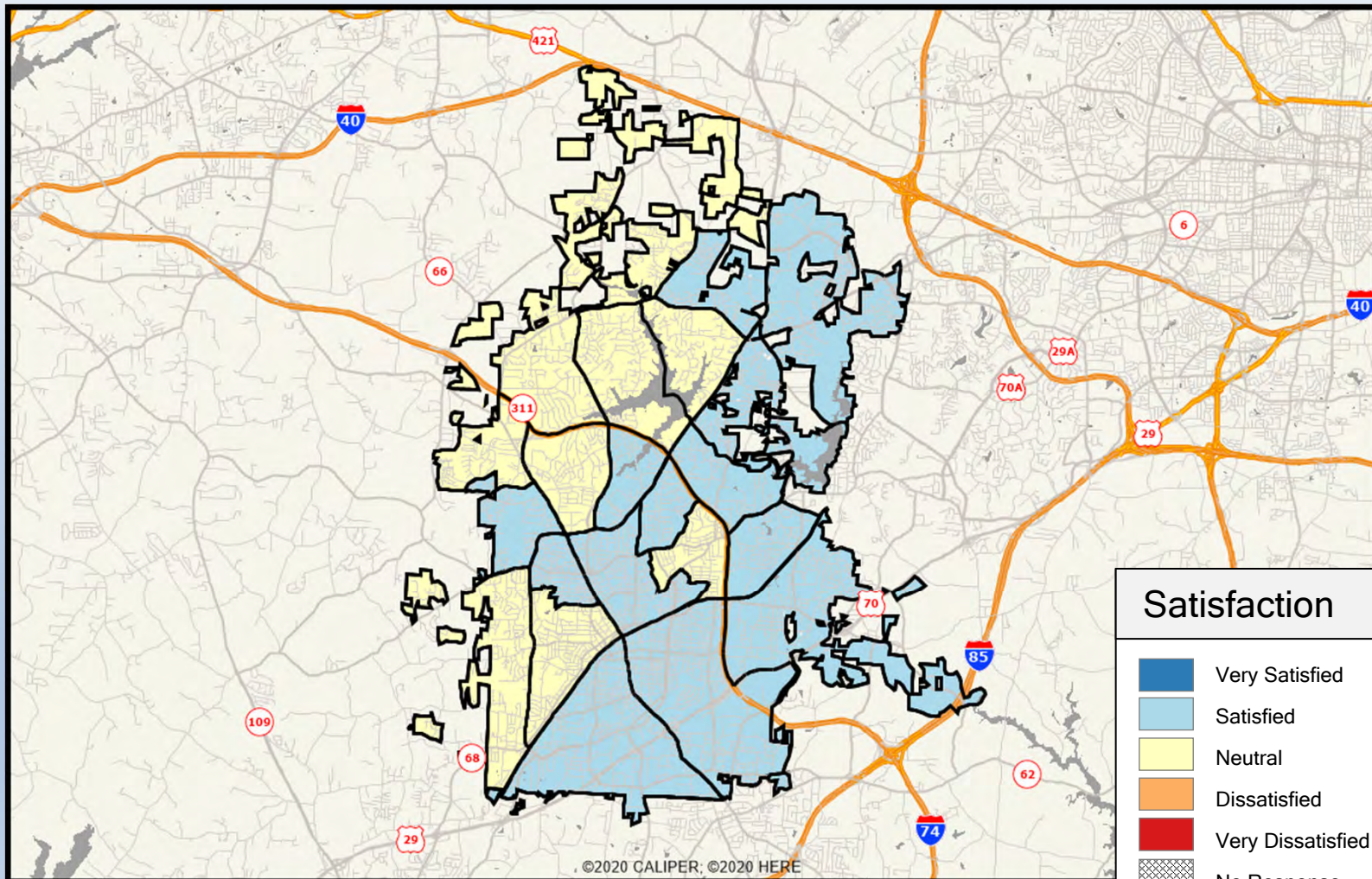


Satisfaction

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

ETC INSTITUTE

Q10-03. Traffic signal coordination on major City streets

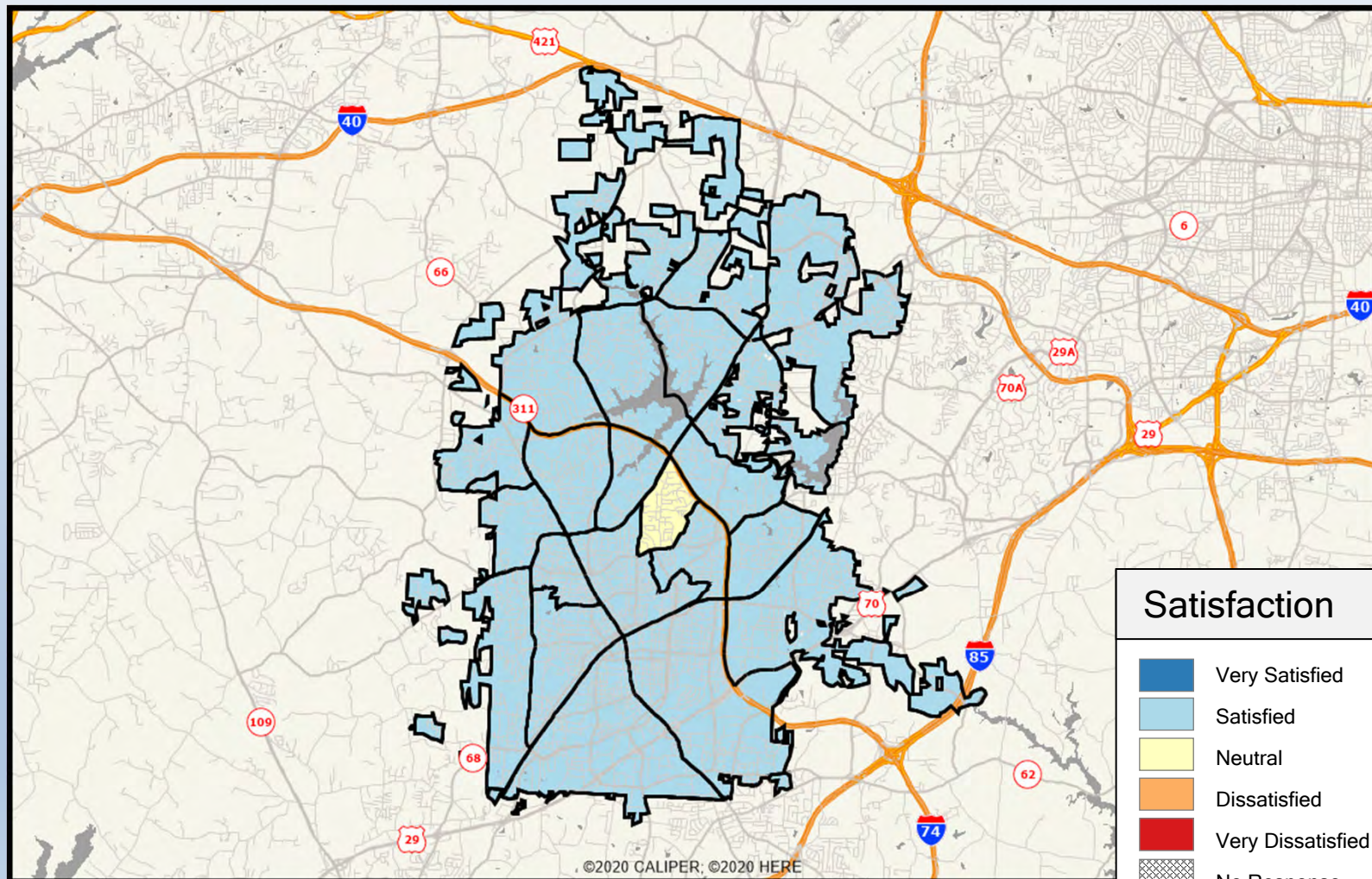


Satisfaction

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

ETC INSTITUTE

Q10-04. Maintenance of street signs

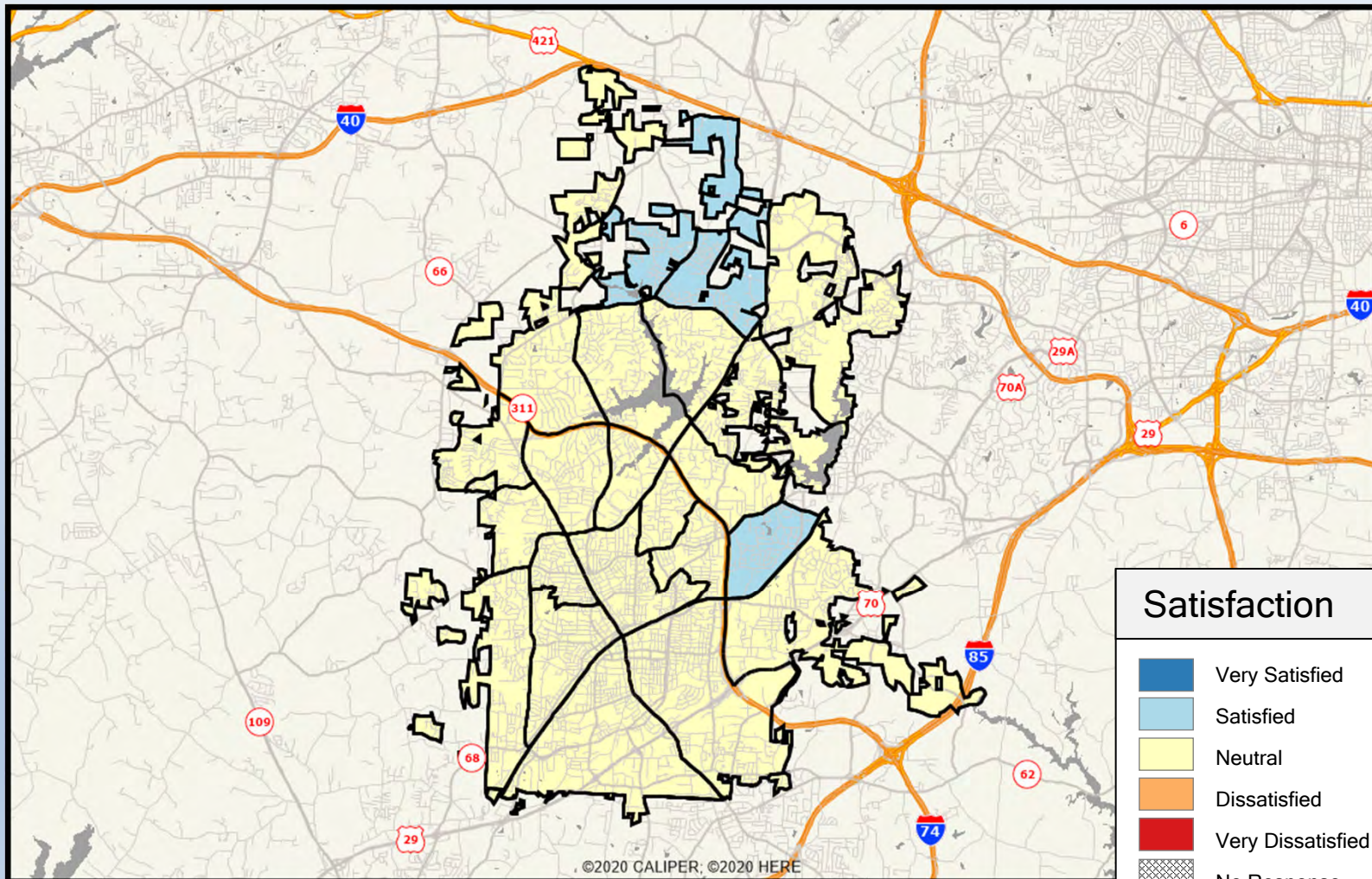


Satisfaction

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

ETC INSTITUTE

Q10-05. Availability of pedestrian walkways and sidewalks

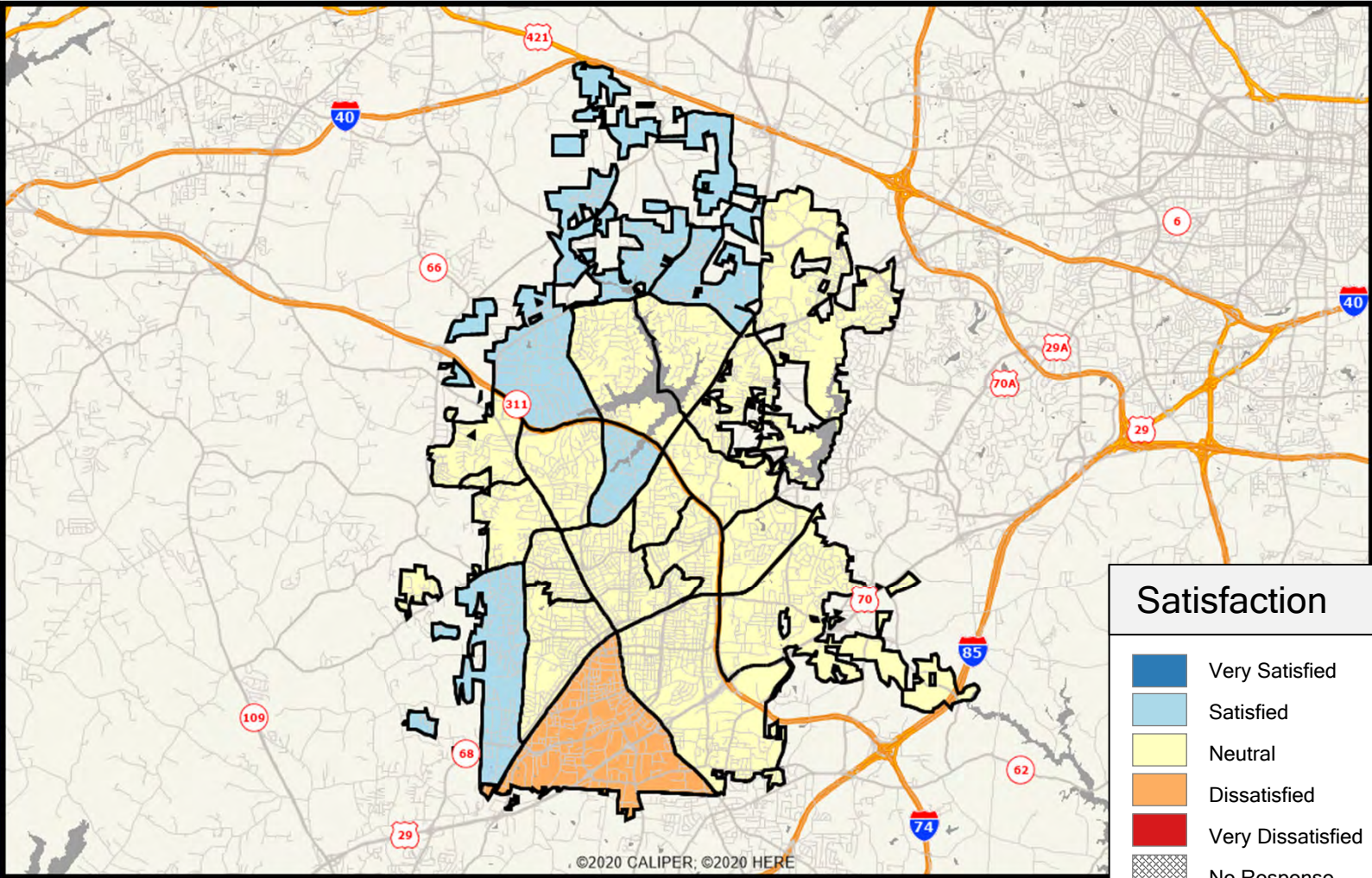


Satisfaction

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

ETC INSTITUTE

Q10-06. Maintenance of sidewalks

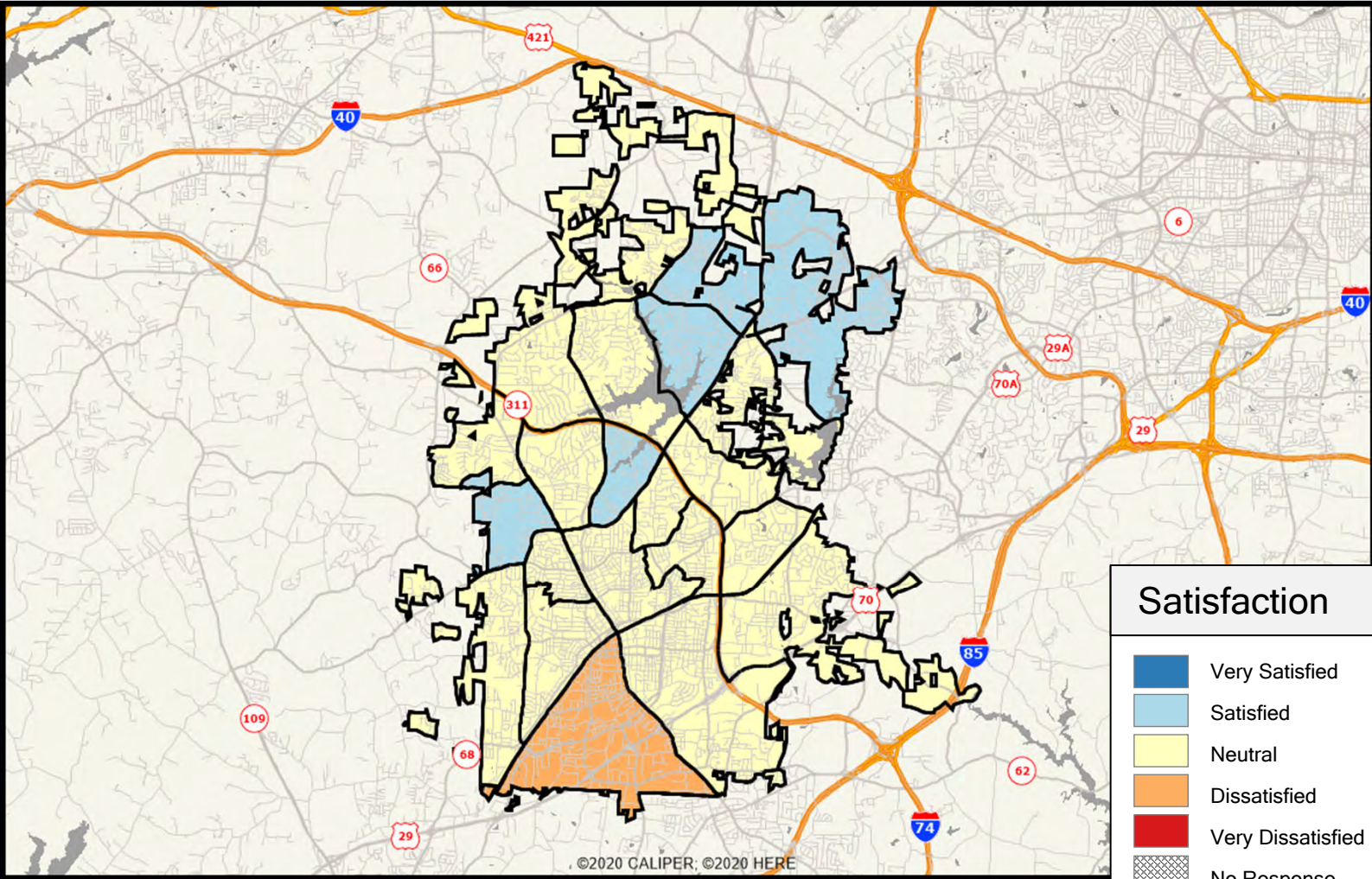


Satisfaction

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

Q10-07. Condition and maintenance of major City streets

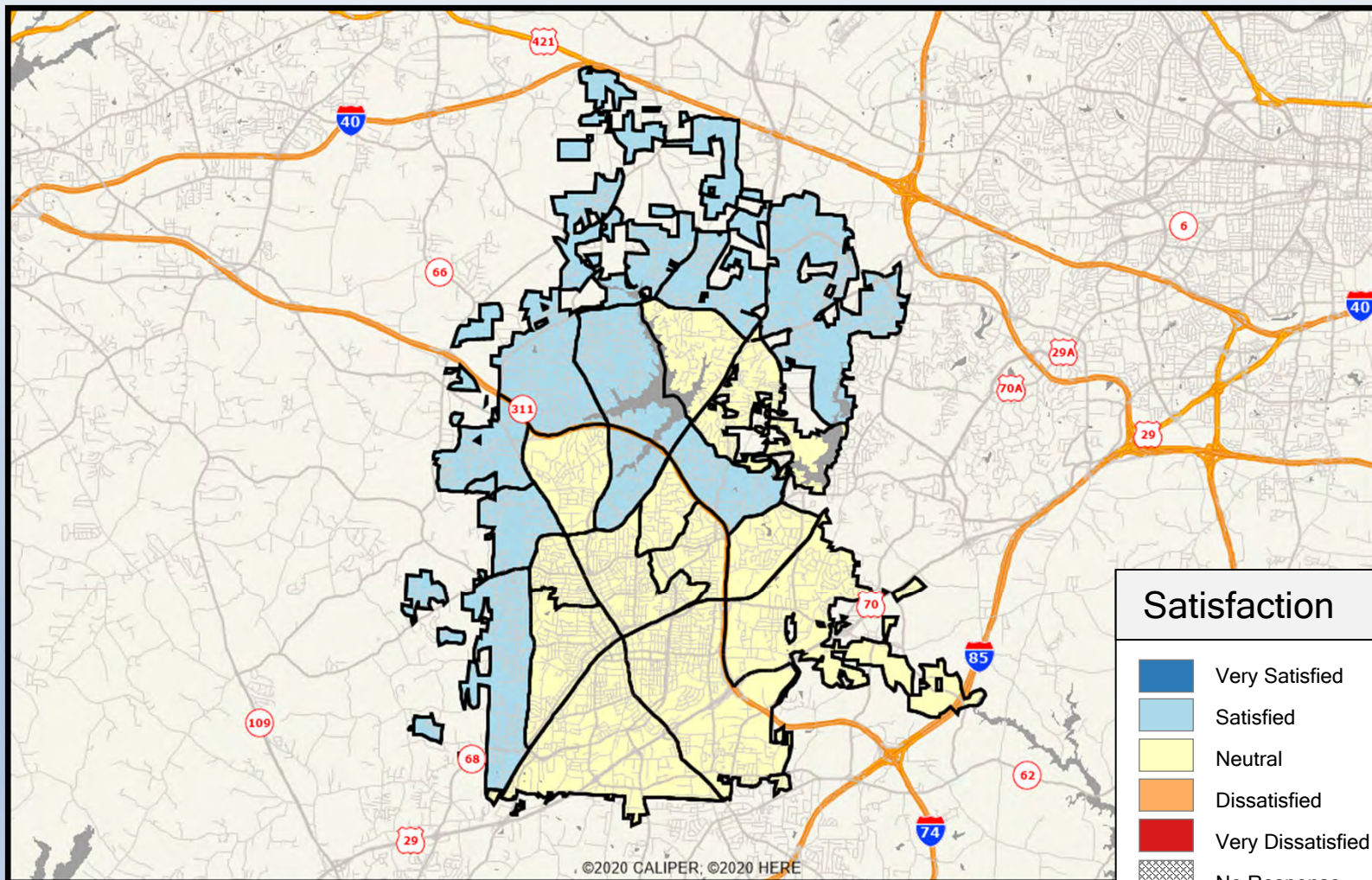


Satisfaction

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

ETC INSTITUTE

Q10-08. Condition and maintenance of streets in your neighborhood

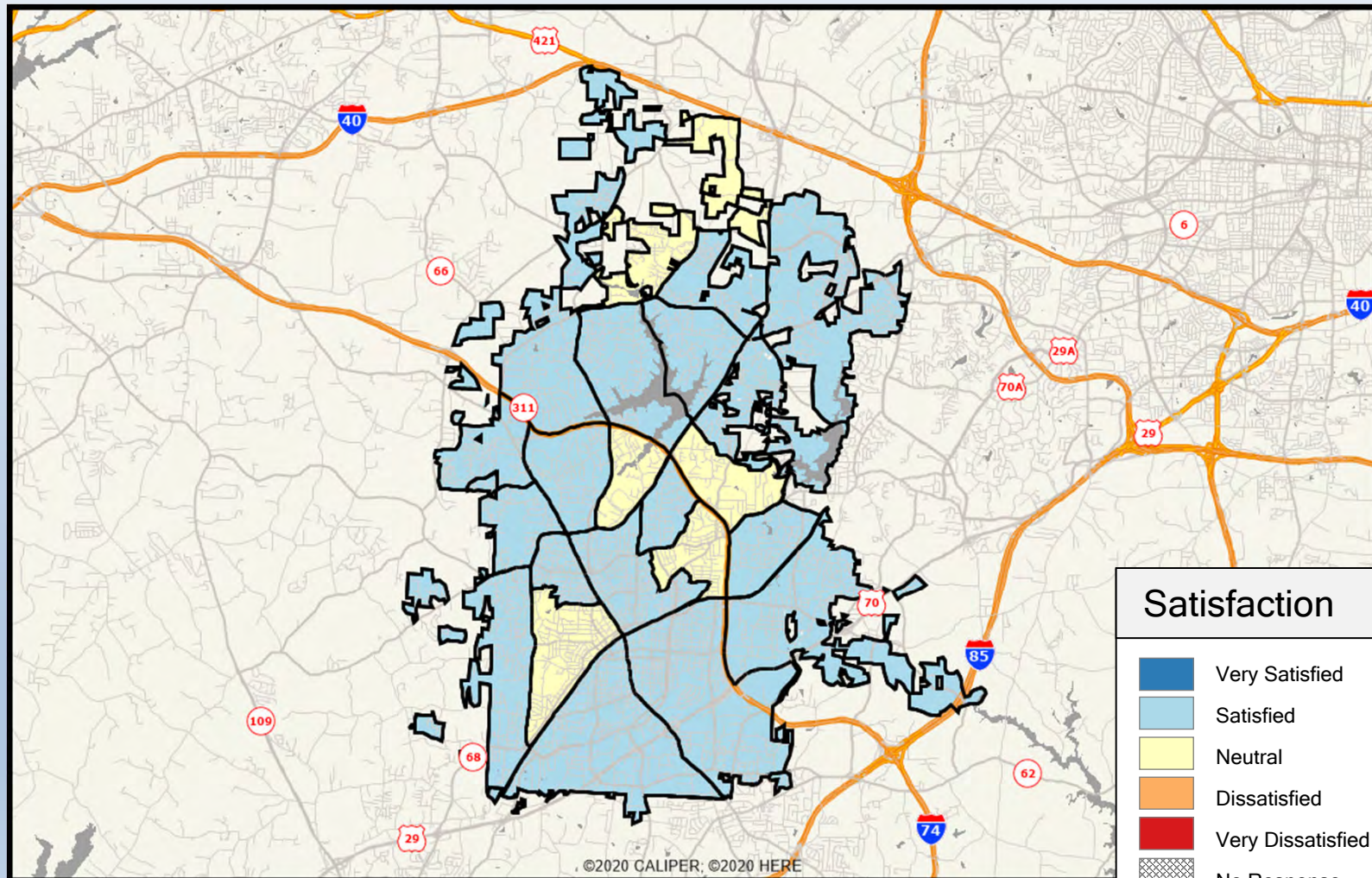


Satisfaction

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

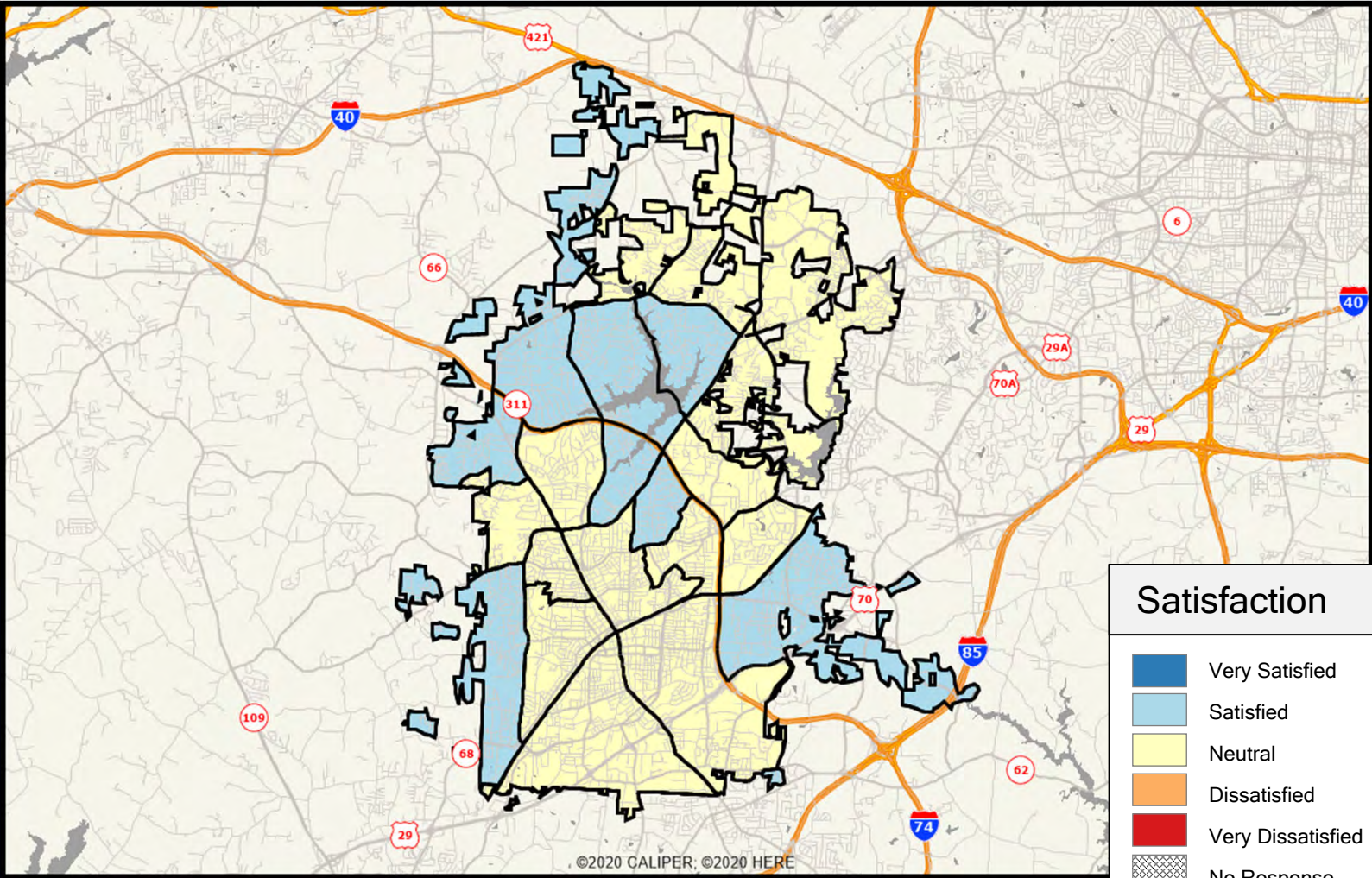
ETC INSTITUTE

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



Satisfaction	
	Very Satisfied
	Satisfied
	Neutral
	Dissatisfied
	Very Dissatisfied
	No Response

Q10-10. Adequacy of City street lighting

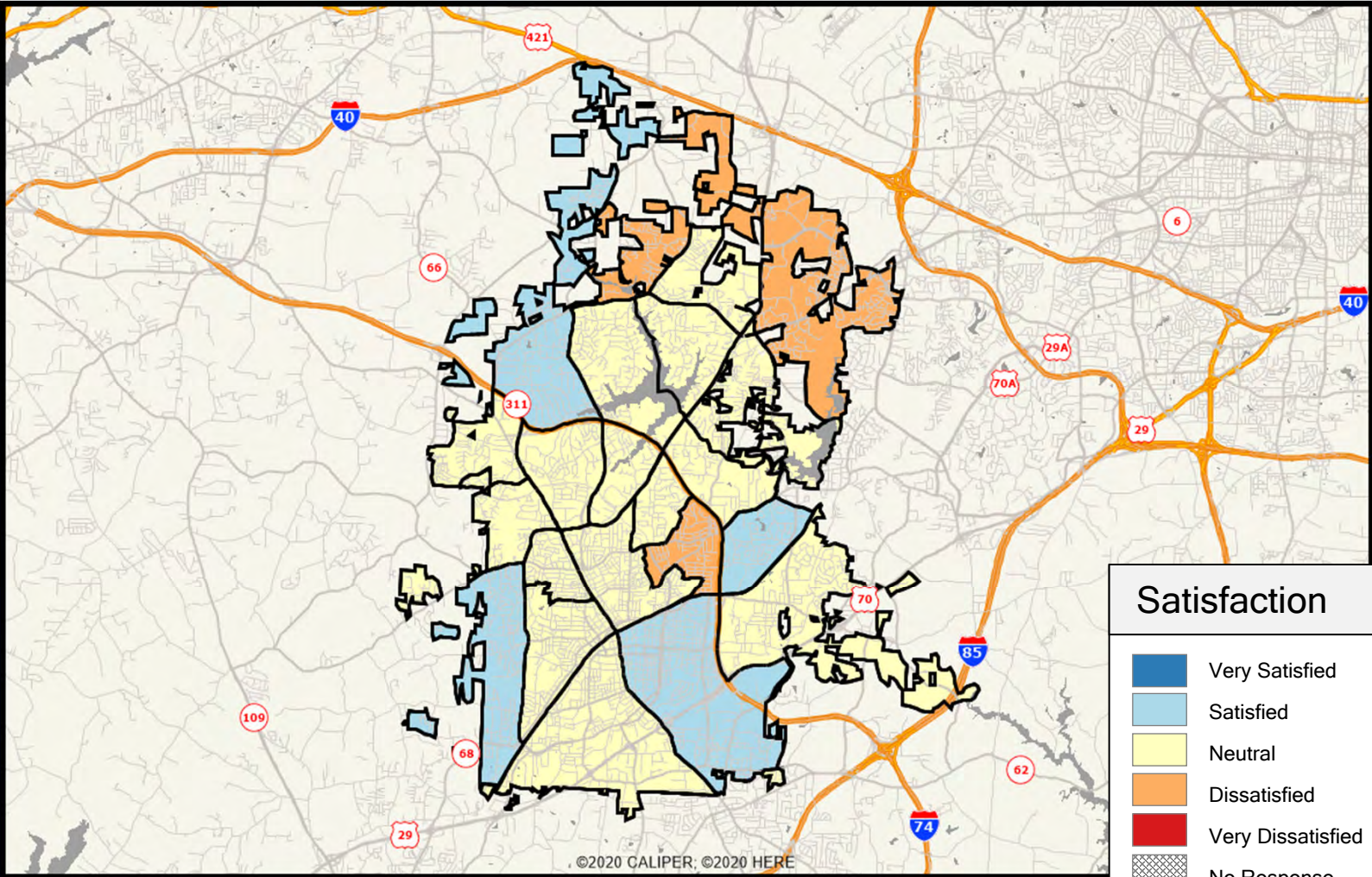


Satisfaction

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

Q10-11. Availability of public transportation services

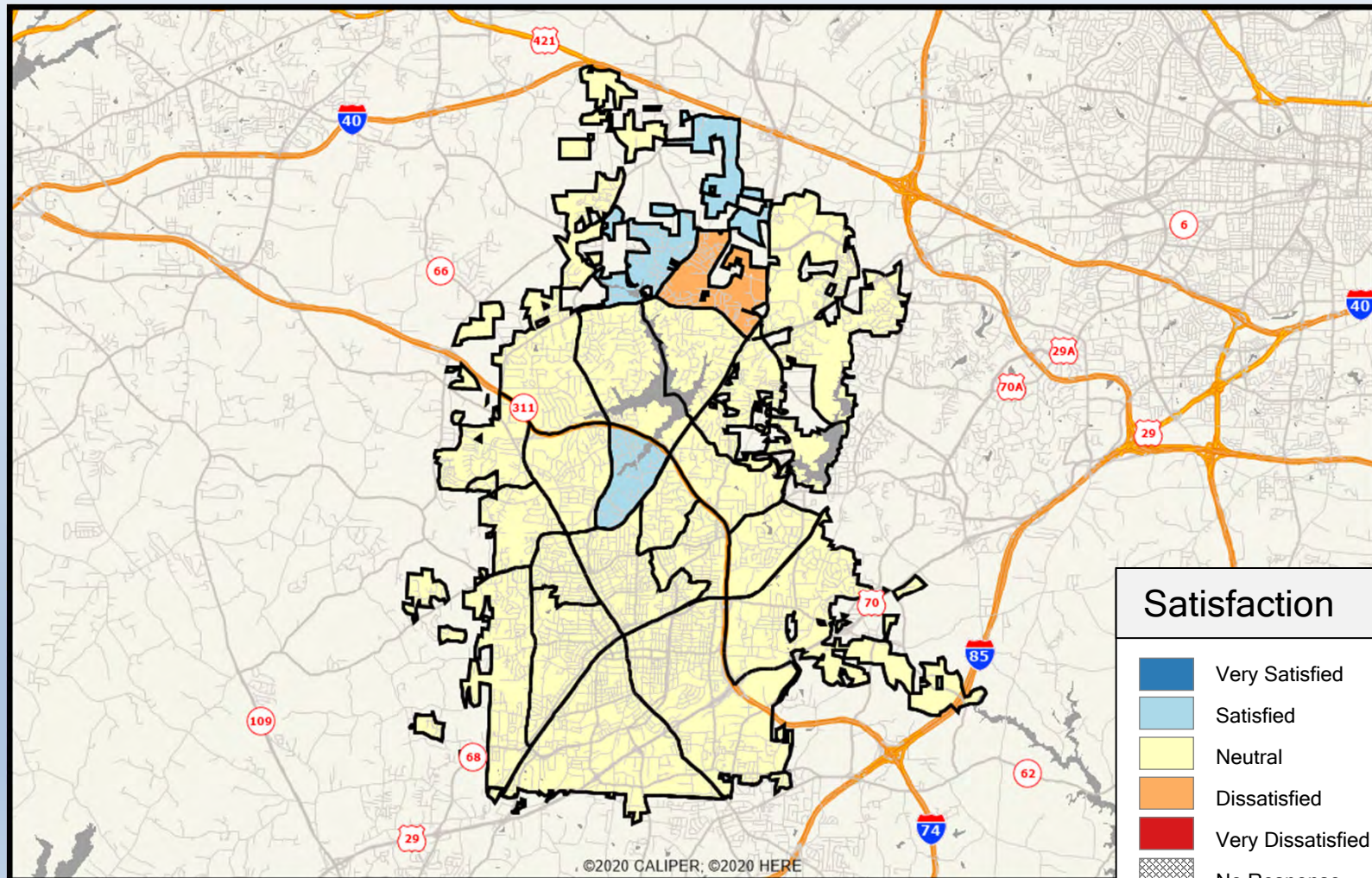


Satisfaction

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

ETC INSTITUTE

Q10-12. Availability of elderly and handicapped van service

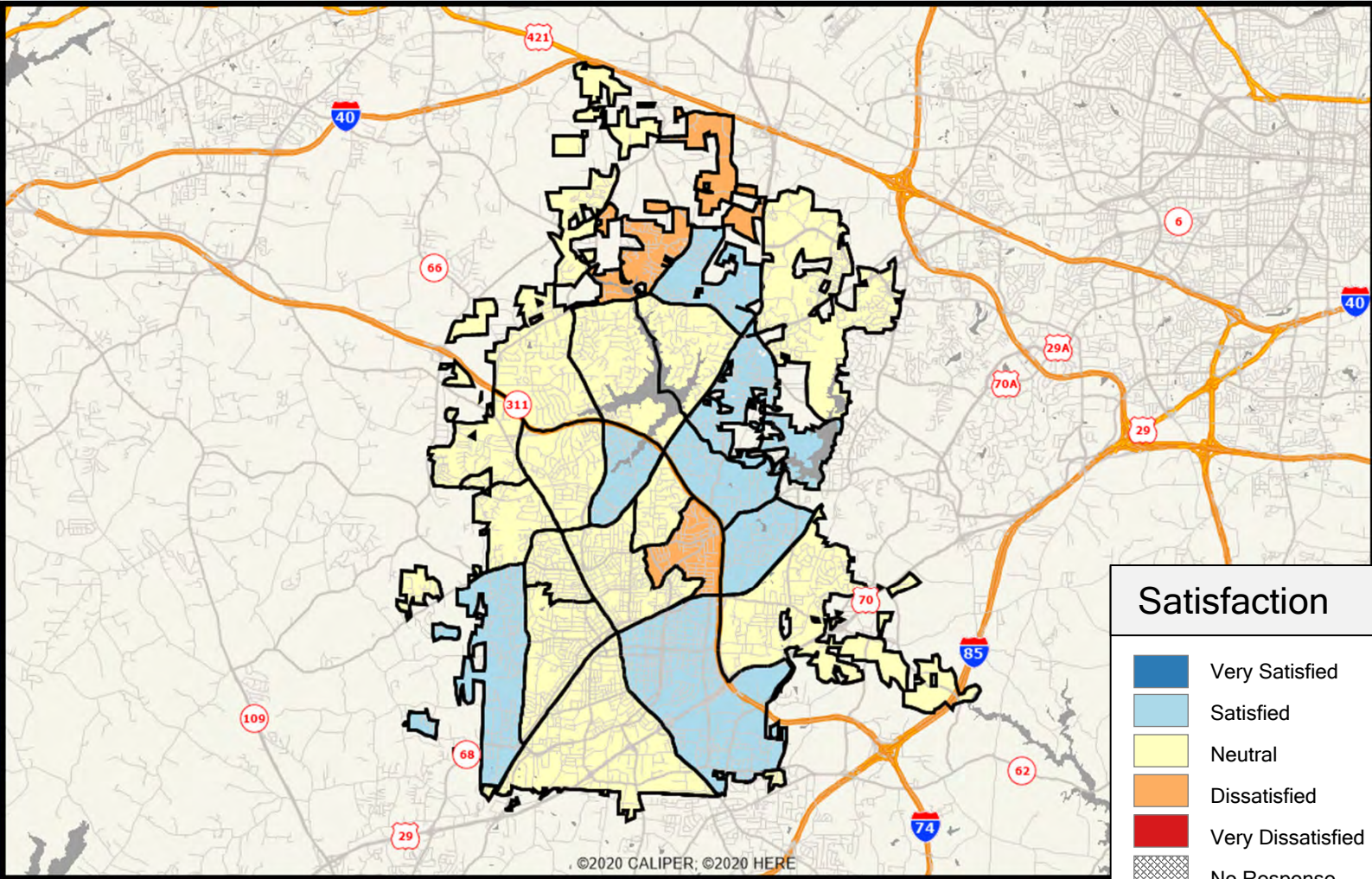


Satisfaction

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

ETC INSTITUTE

Q10-13. Availability of regional transportation links

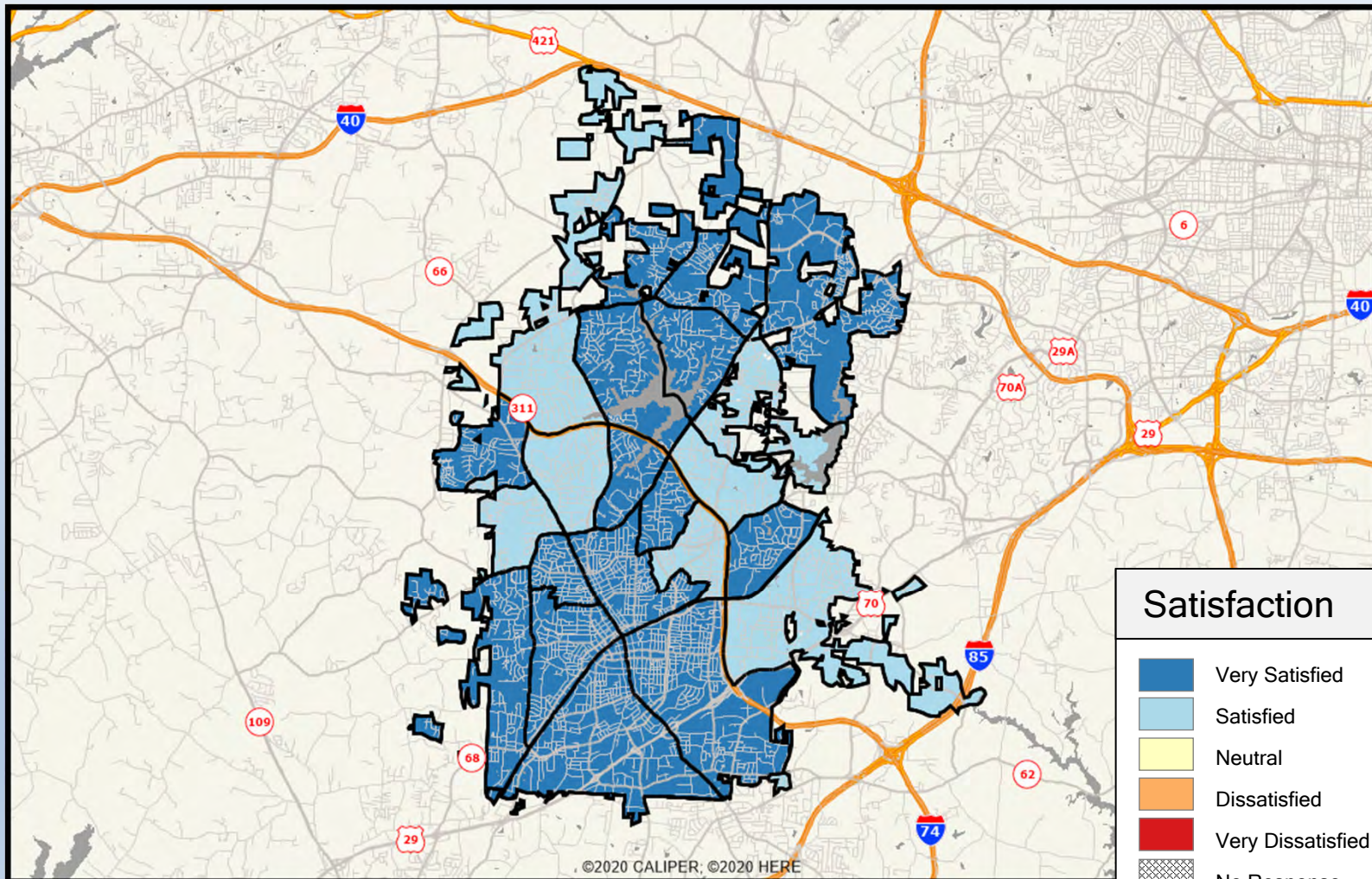


Satisfaction

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

ETC INSTITUTE

Q12-01. Residential trash collection service

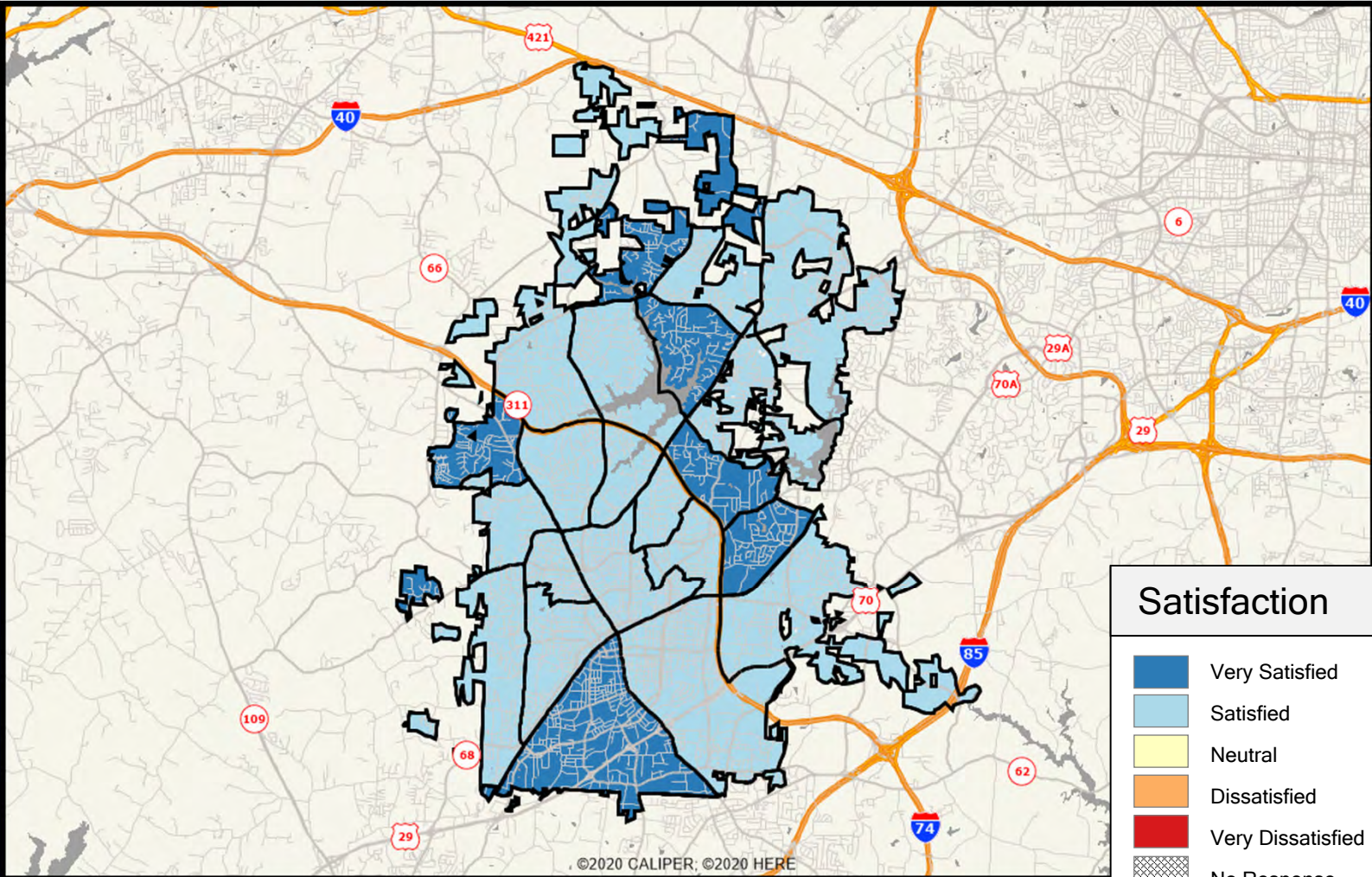


Satisfaction

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

ETC INSTITUTE

Q12-02. Curbside recycling service

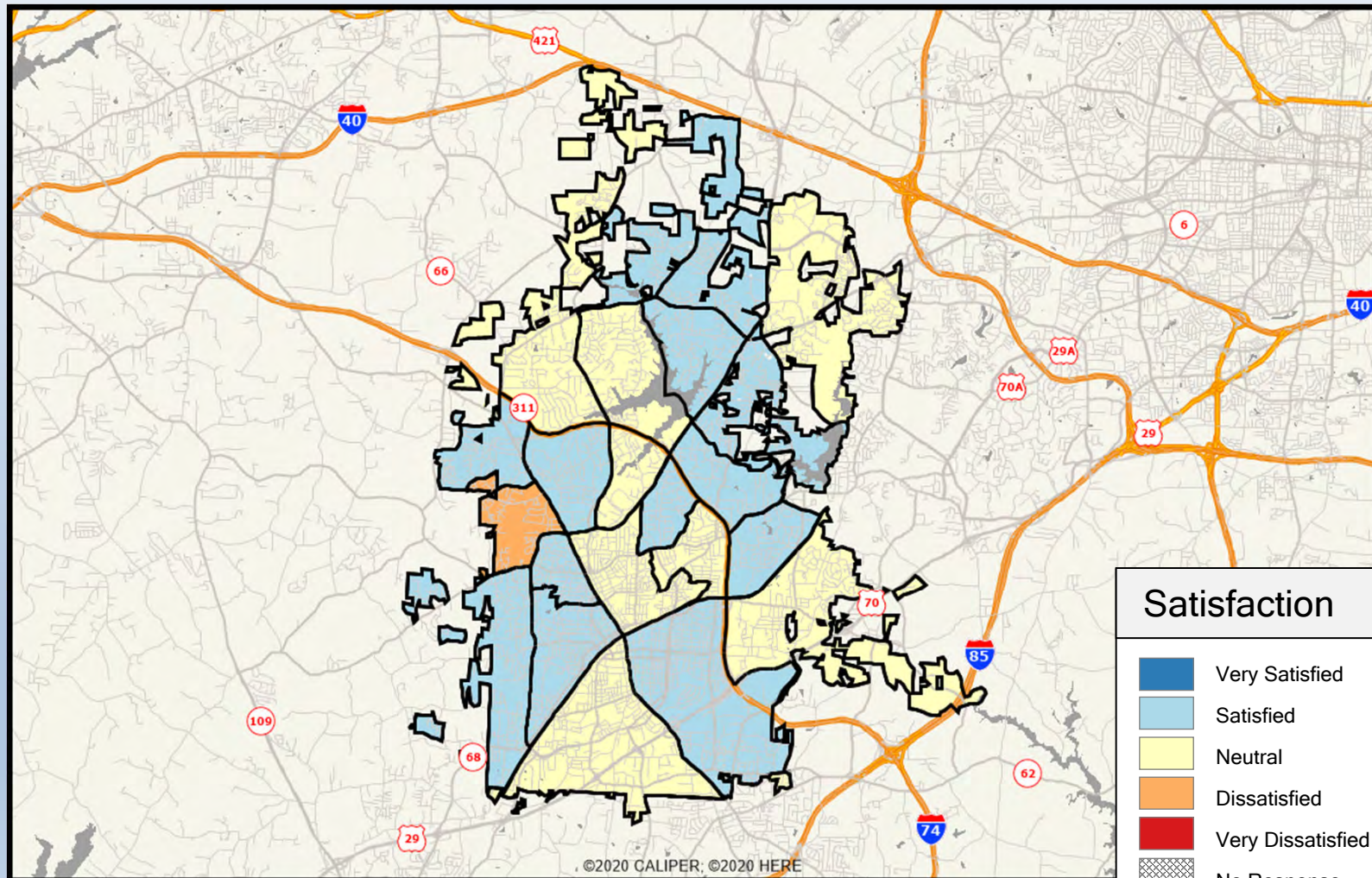


Satisfaction

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

ETC INSTITUTE

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

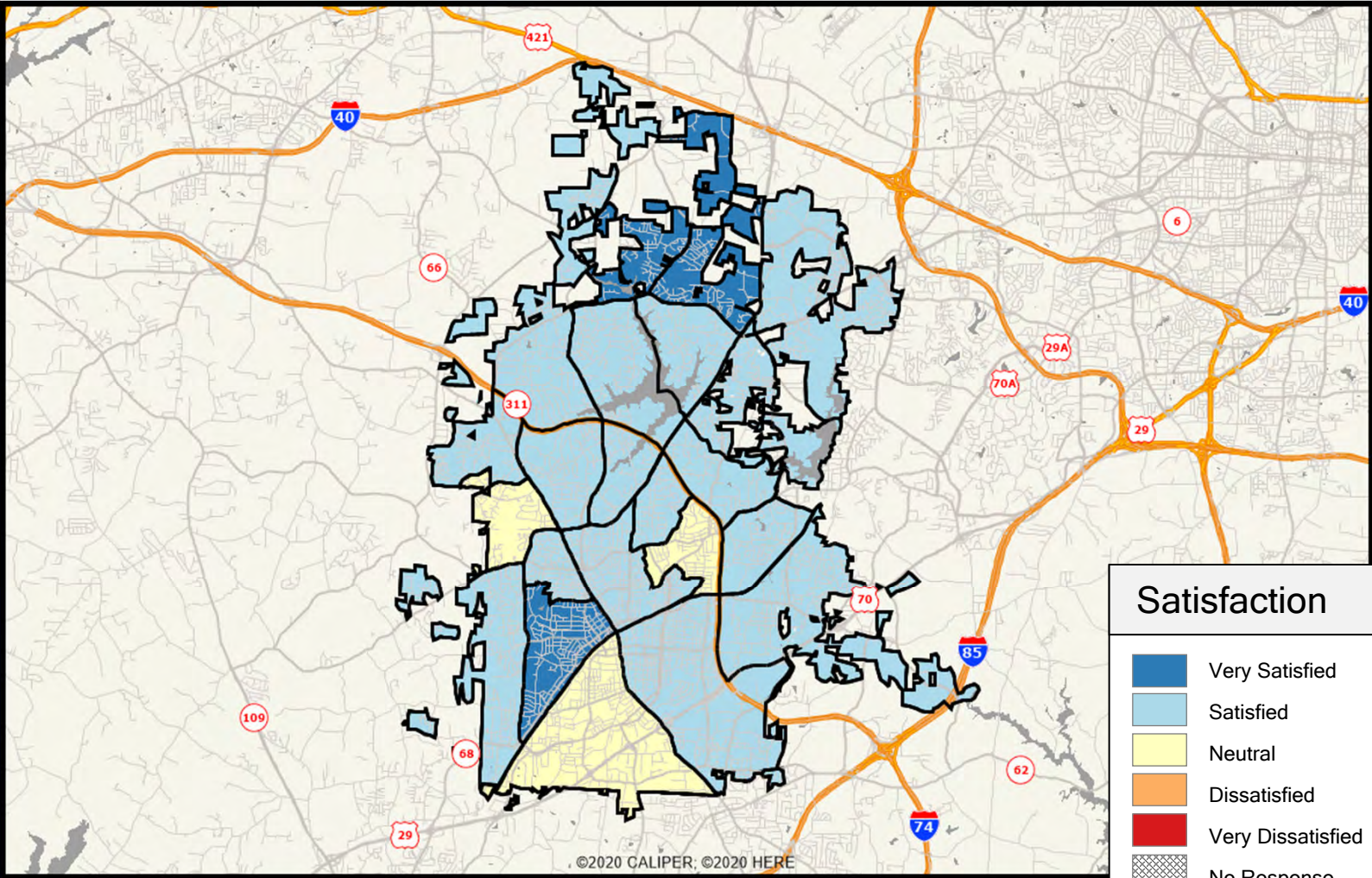


Satisfaction

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

ETC INSTITUTE

Q12-04. Bulk trash pickup and removal service

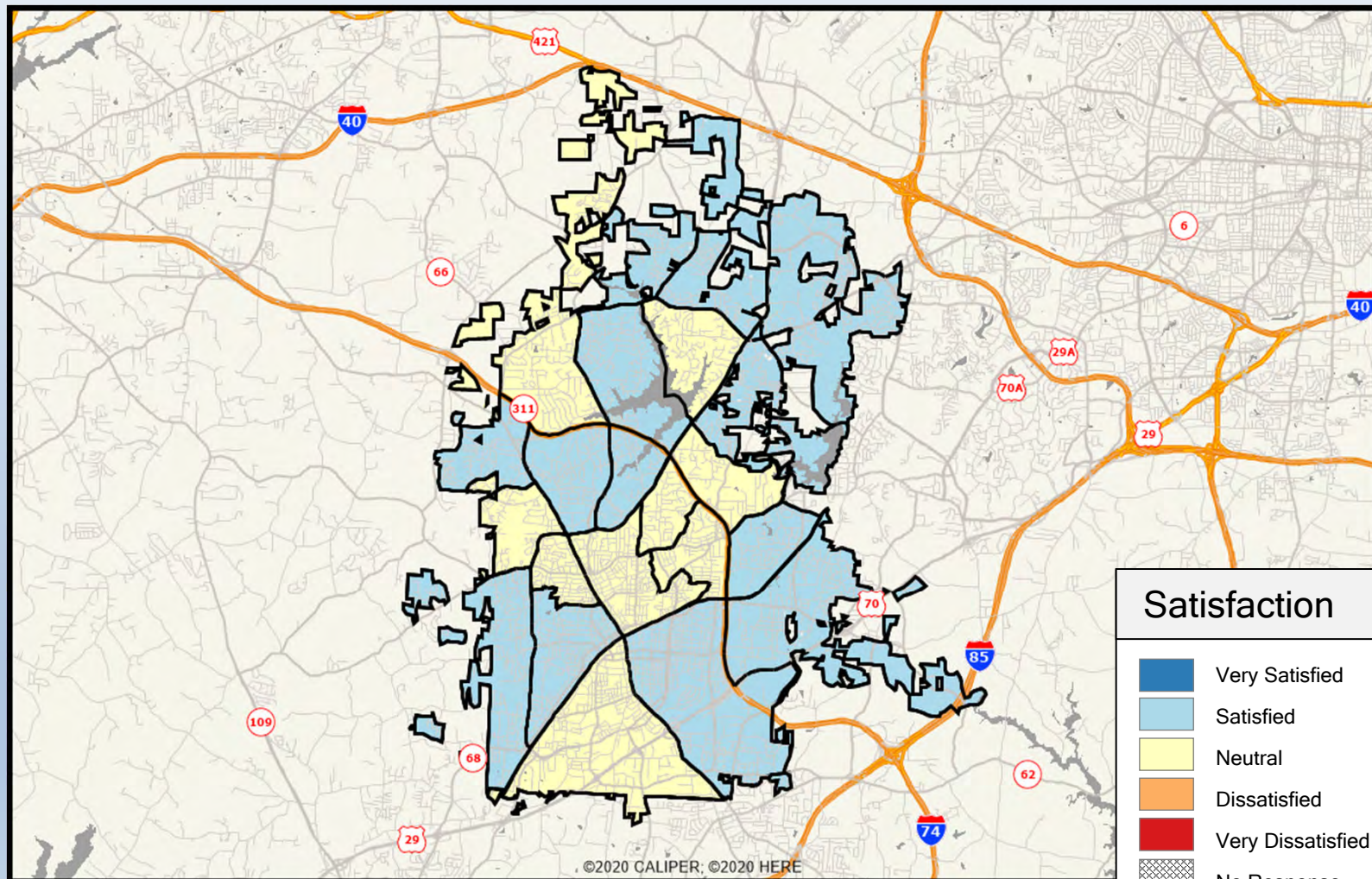


Satisfaction

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

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

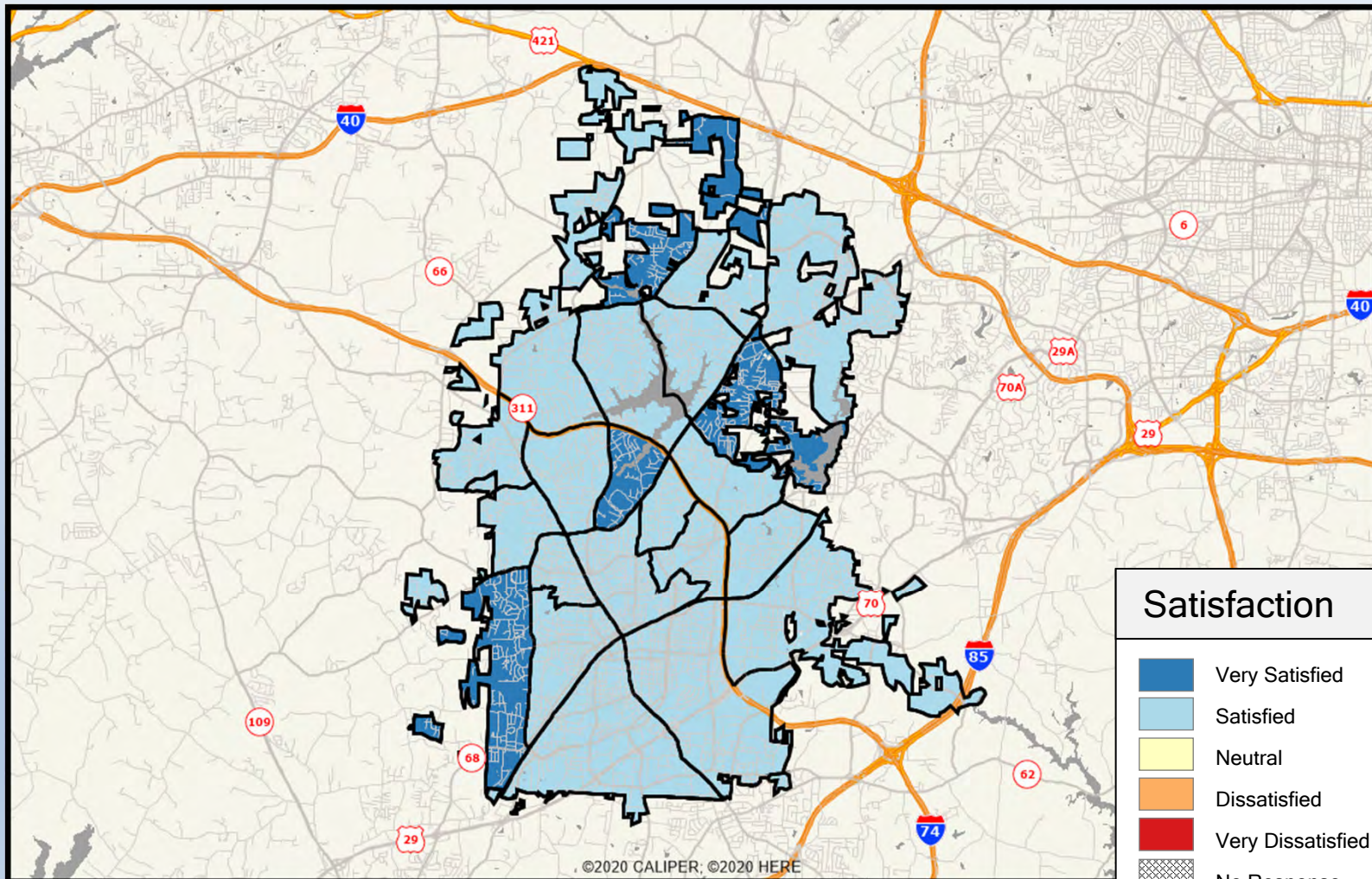


Satisfaction

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

ETC INSTITUTE

Q12-06. Reliability of water service

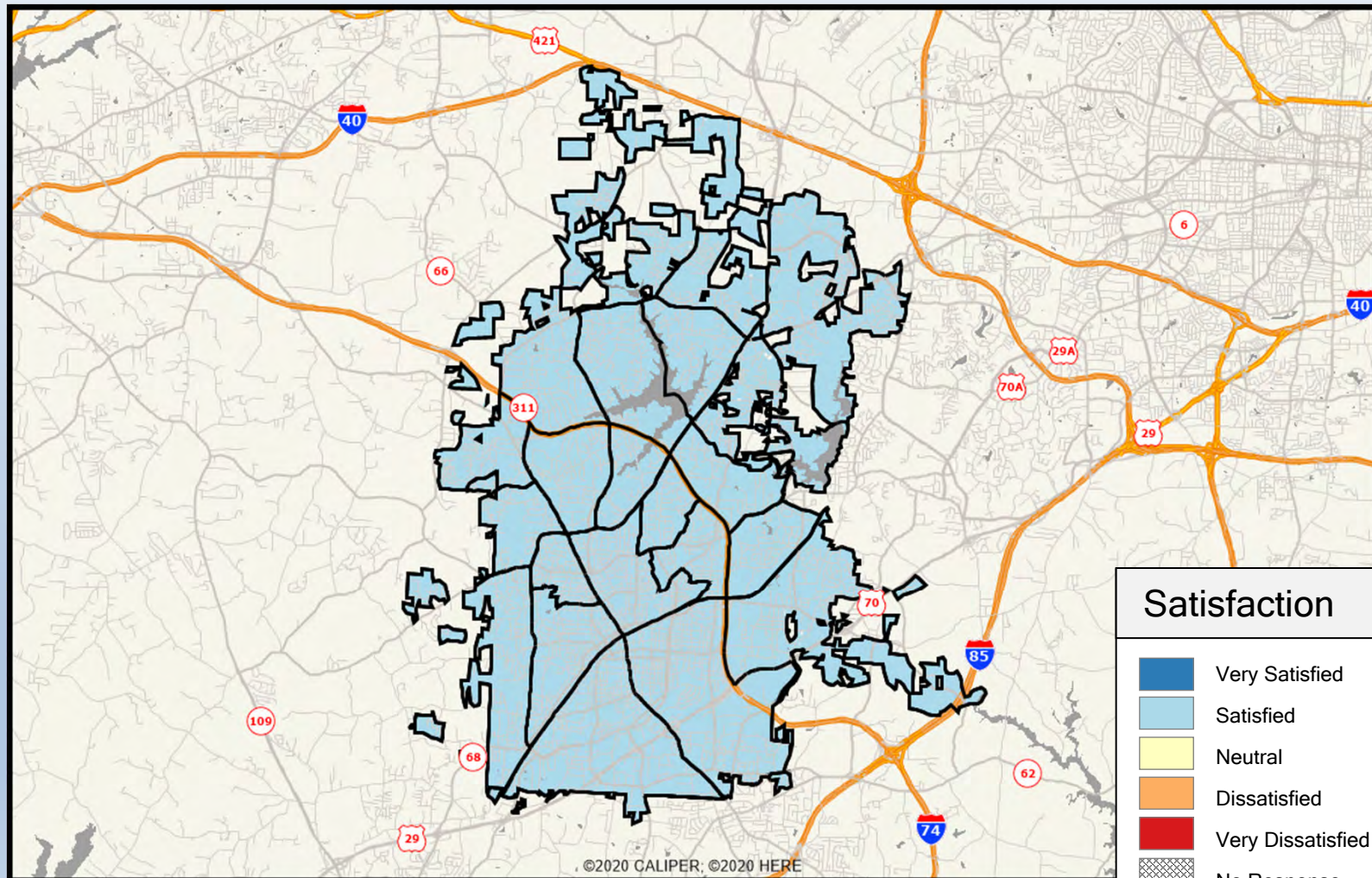


Satisfaction

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

ETC INSTITUTE

Q12-07. Water pressure in your home

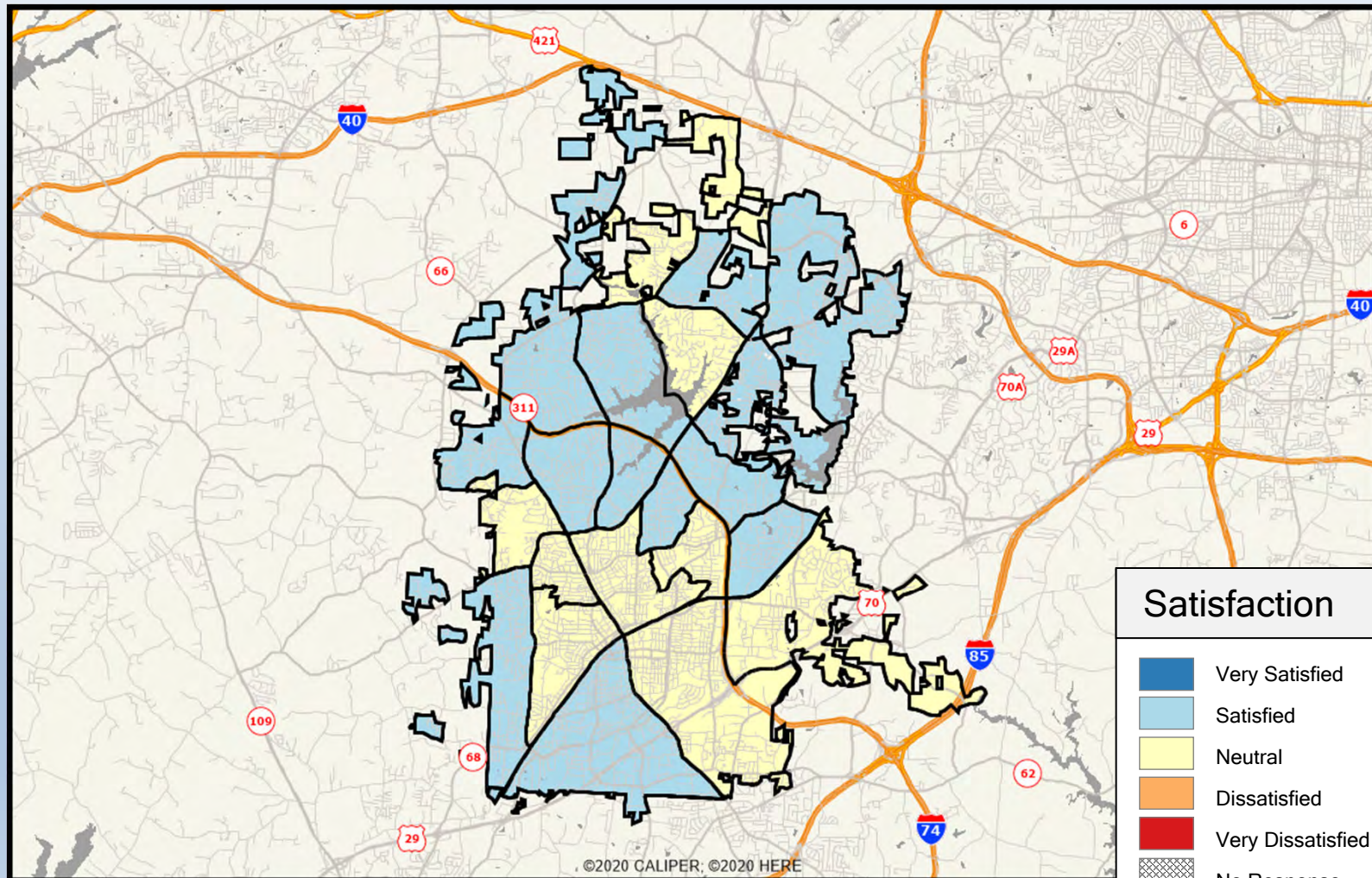


Satisfaction

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

ETC INSTITUTE

Q12-08. Taste and odor of your drinking water

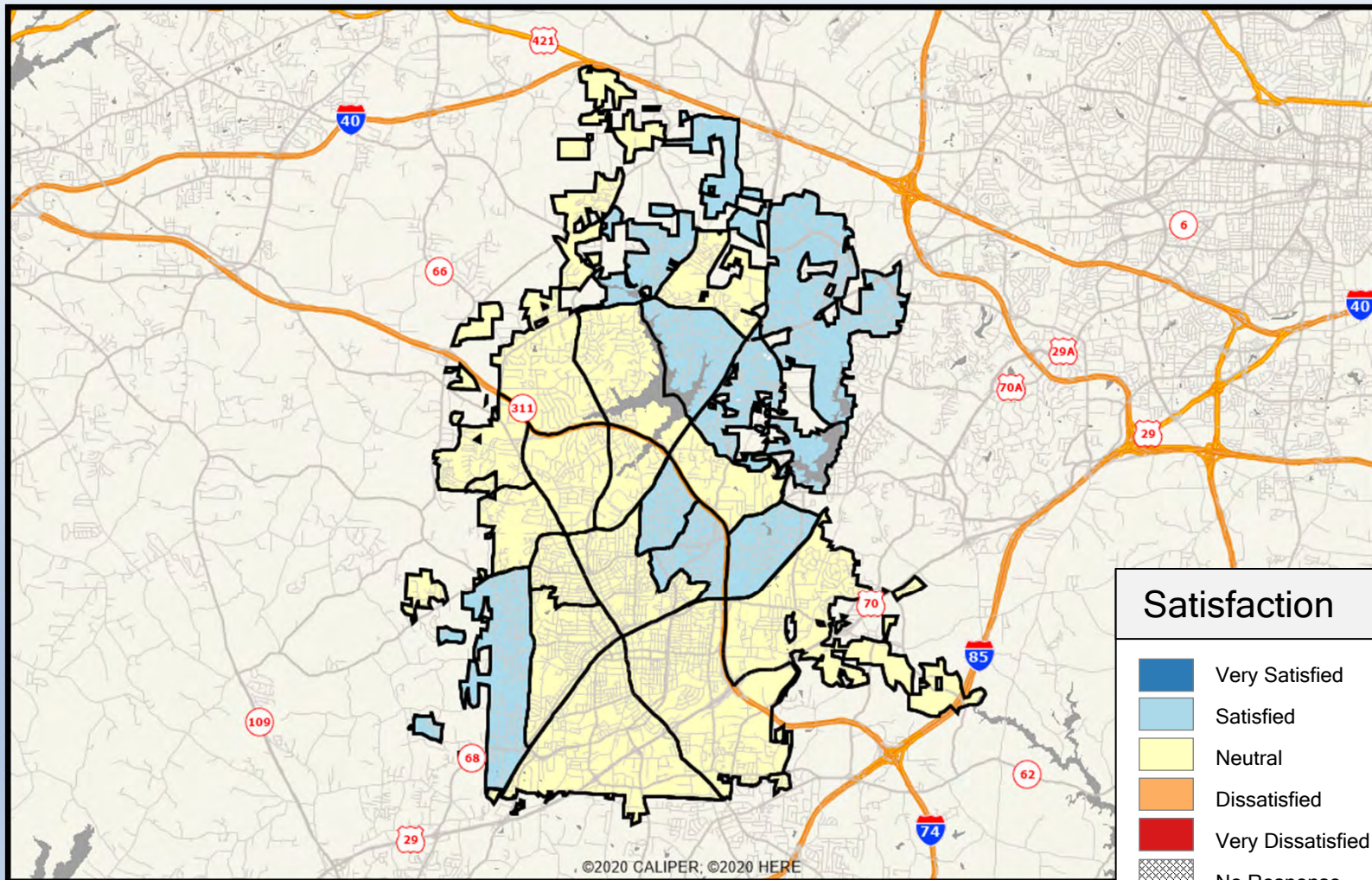


Satisfaction

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

ETC INSTITUTE

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

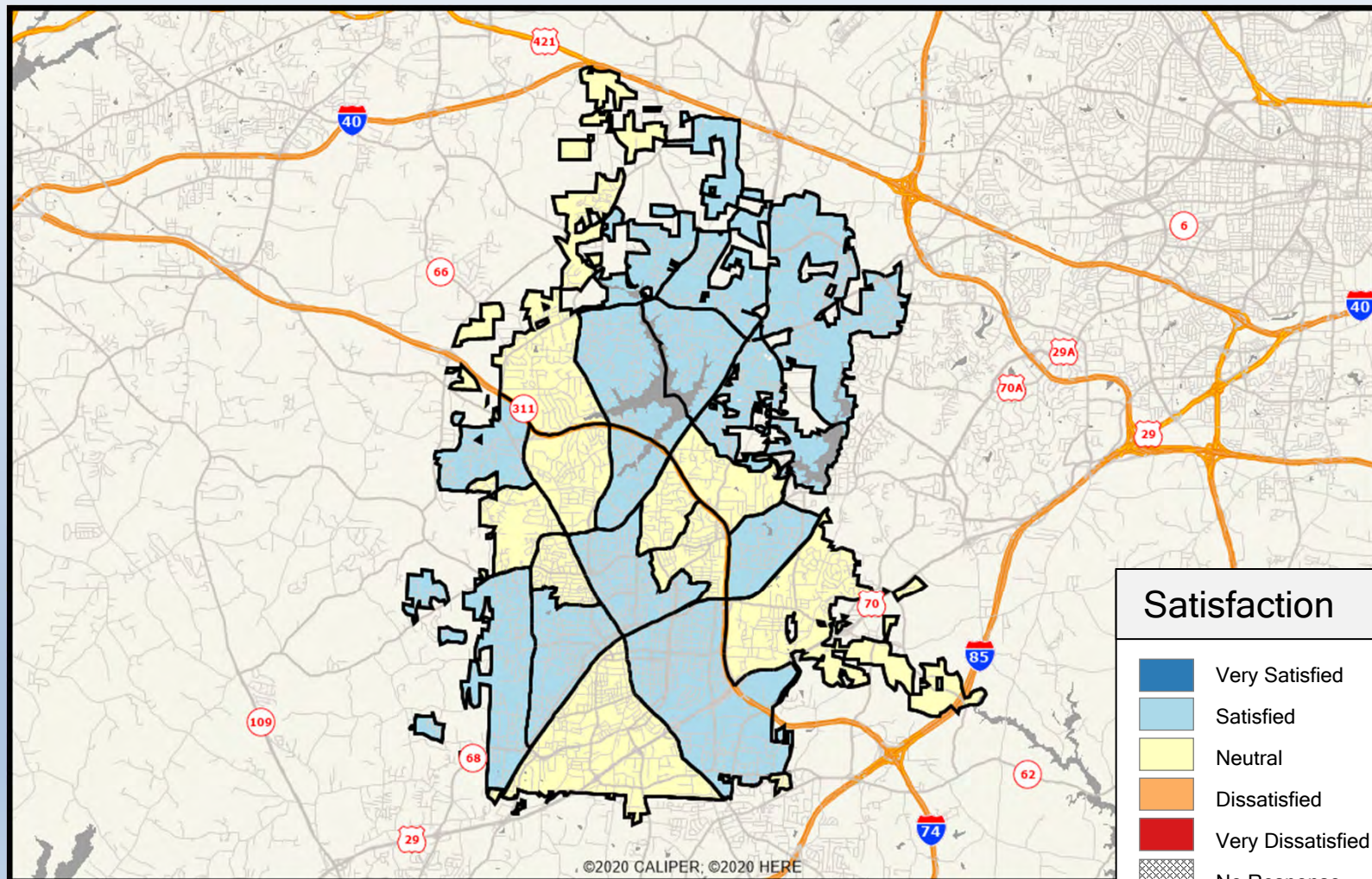


Satisfaction

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

ETC INSTITUTE

Q12-10. Cleanliness and maintenance of stormwater drains in your neighborhood

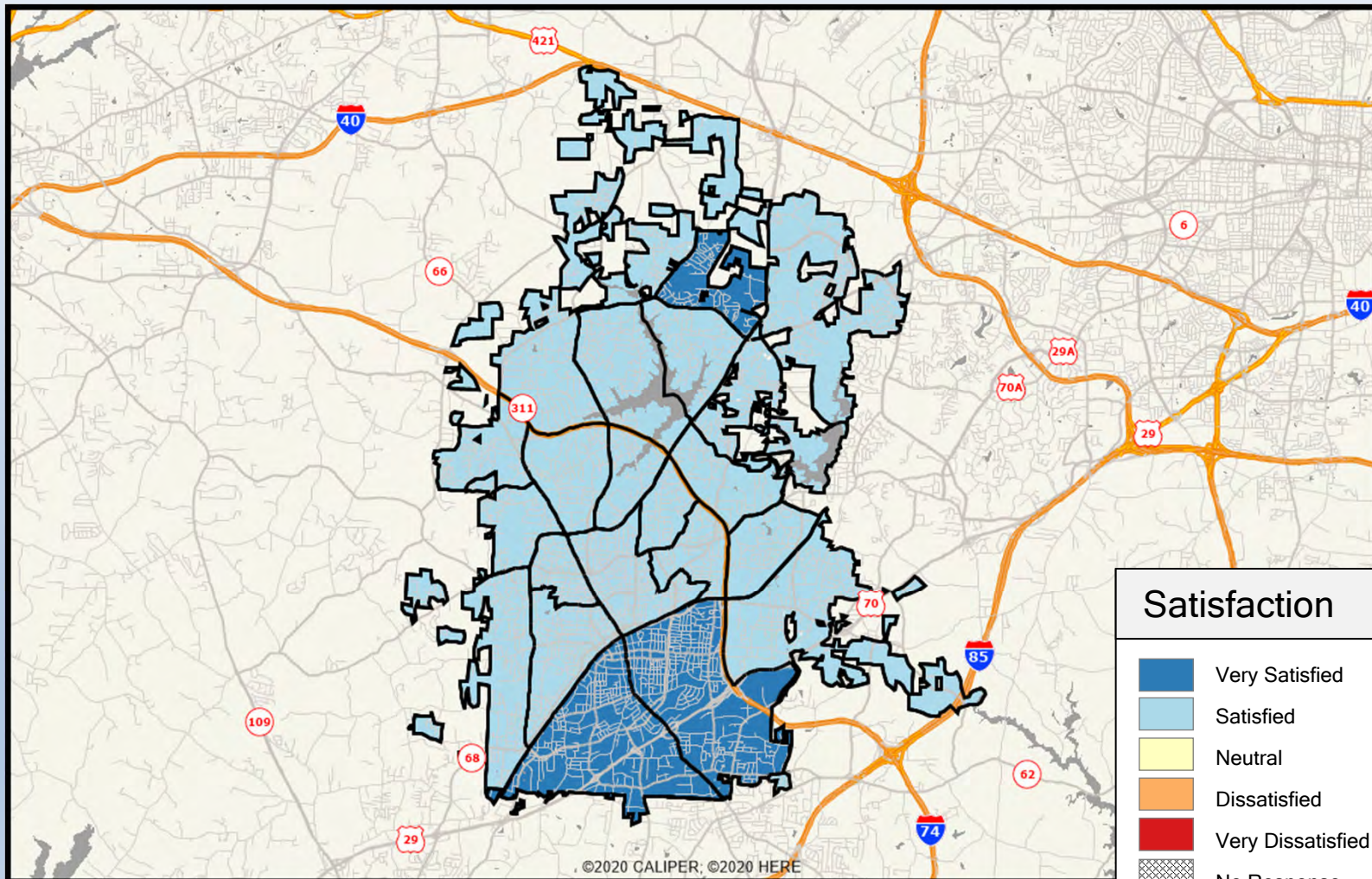


Satisfaction

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

ETC INSTITUTE

Q12-11. Reliability of City electrical service

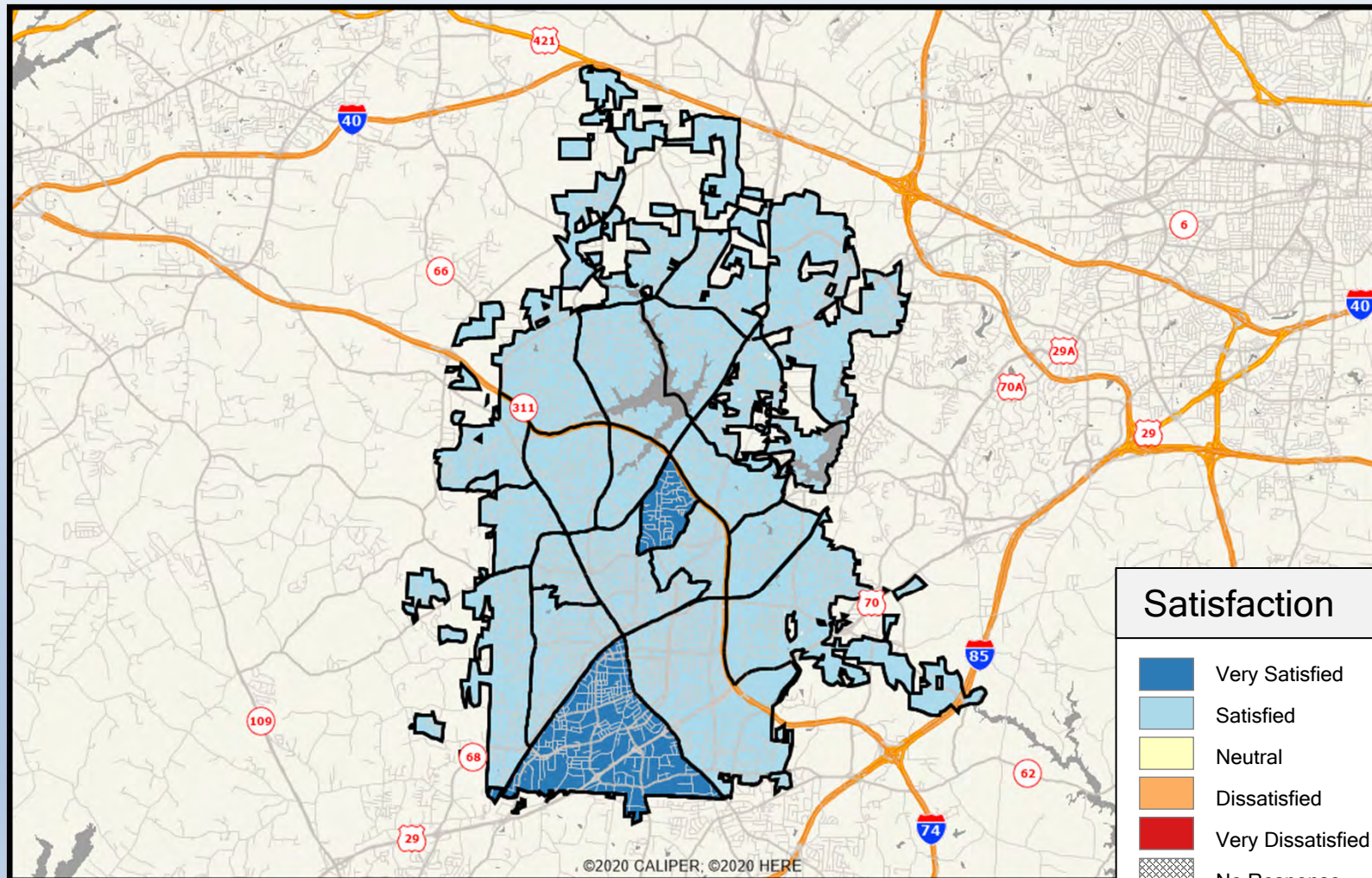


Satisfaction

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

ETC INSTITUTE

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

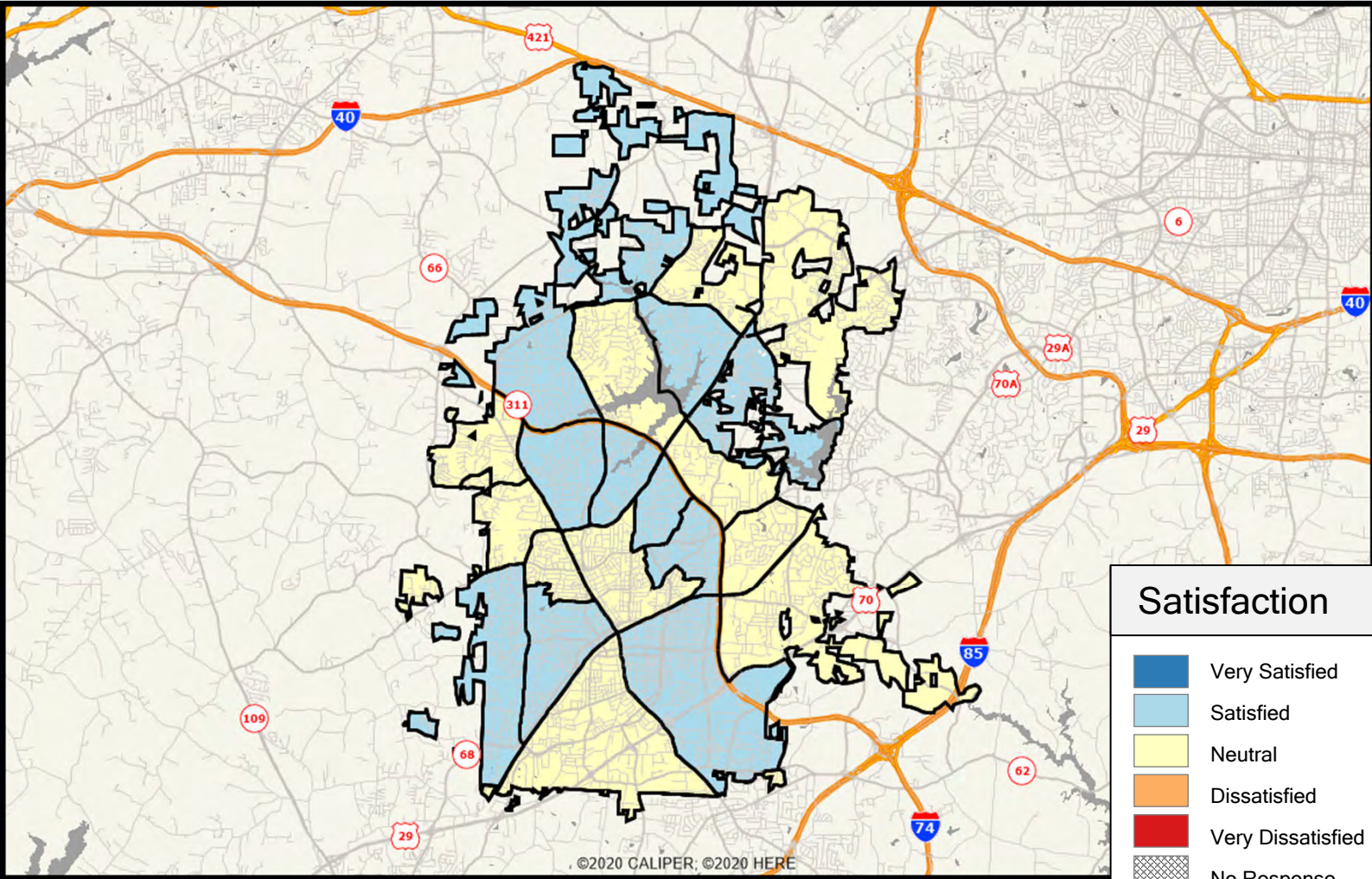


Satisfaction

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

ETC INSTITUTE

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

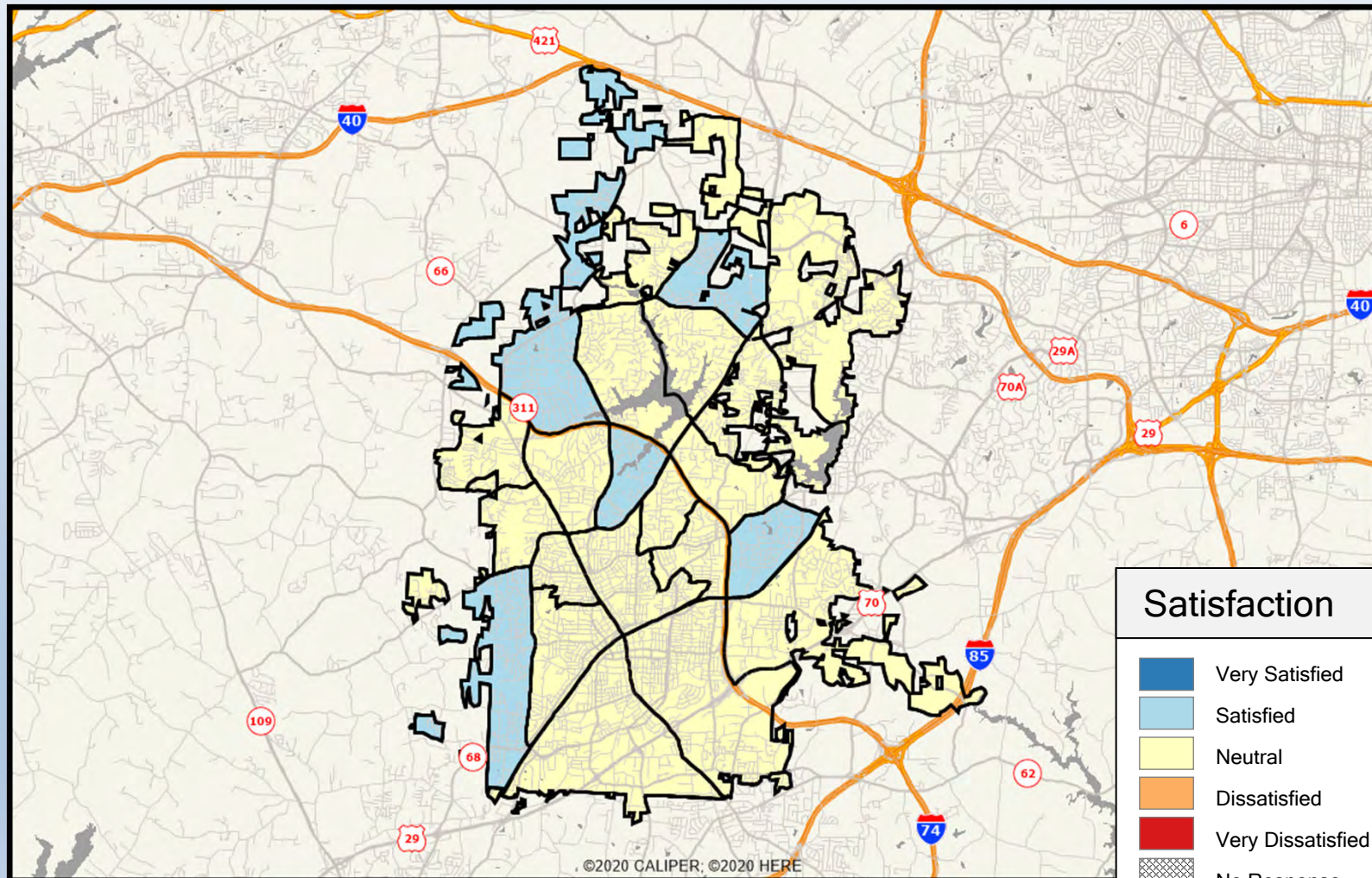


Satisfaction

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



ETC INSTITUTE

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

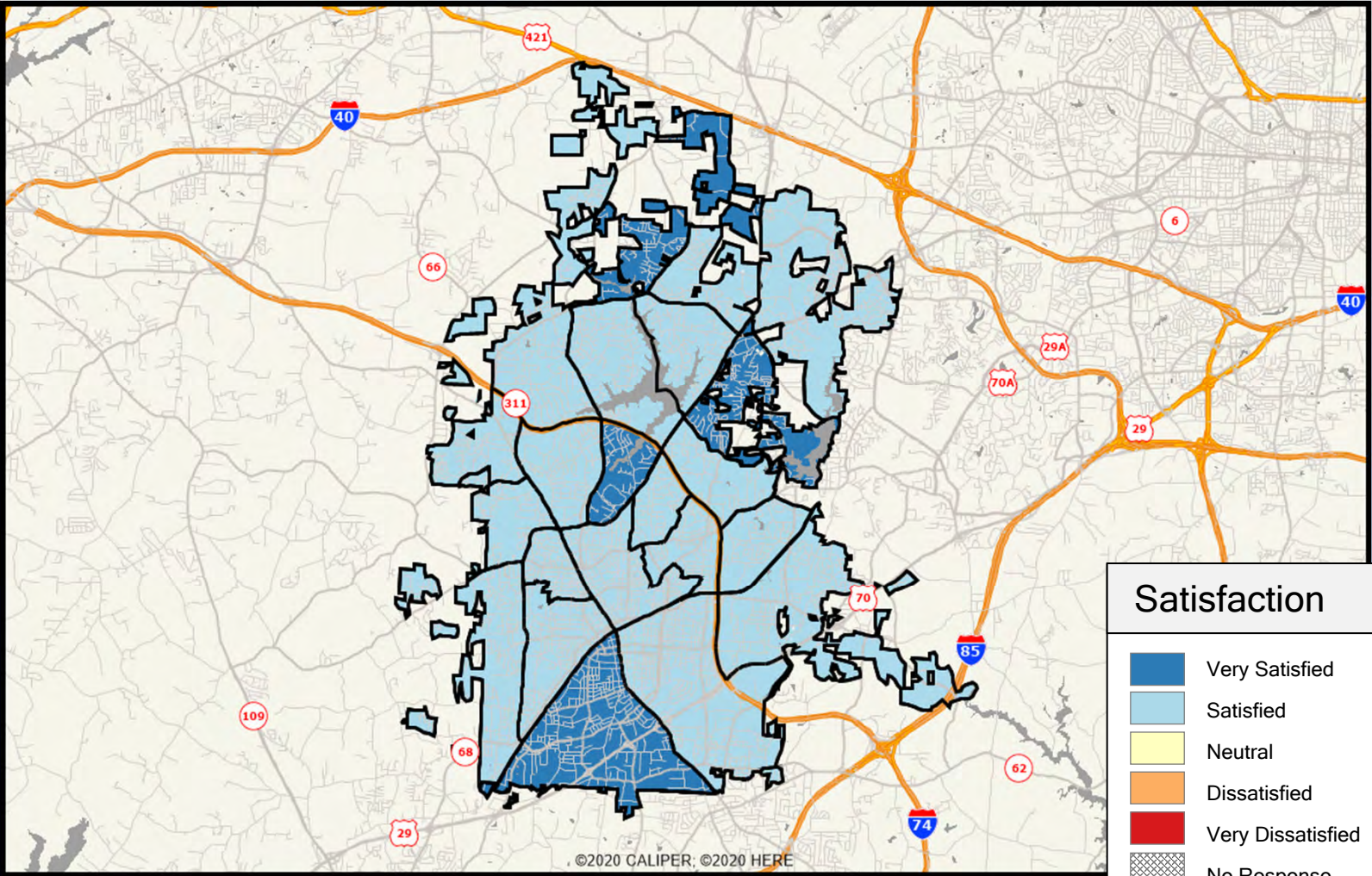


Satisfaction

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

Q12-15. Courtesy of field employees

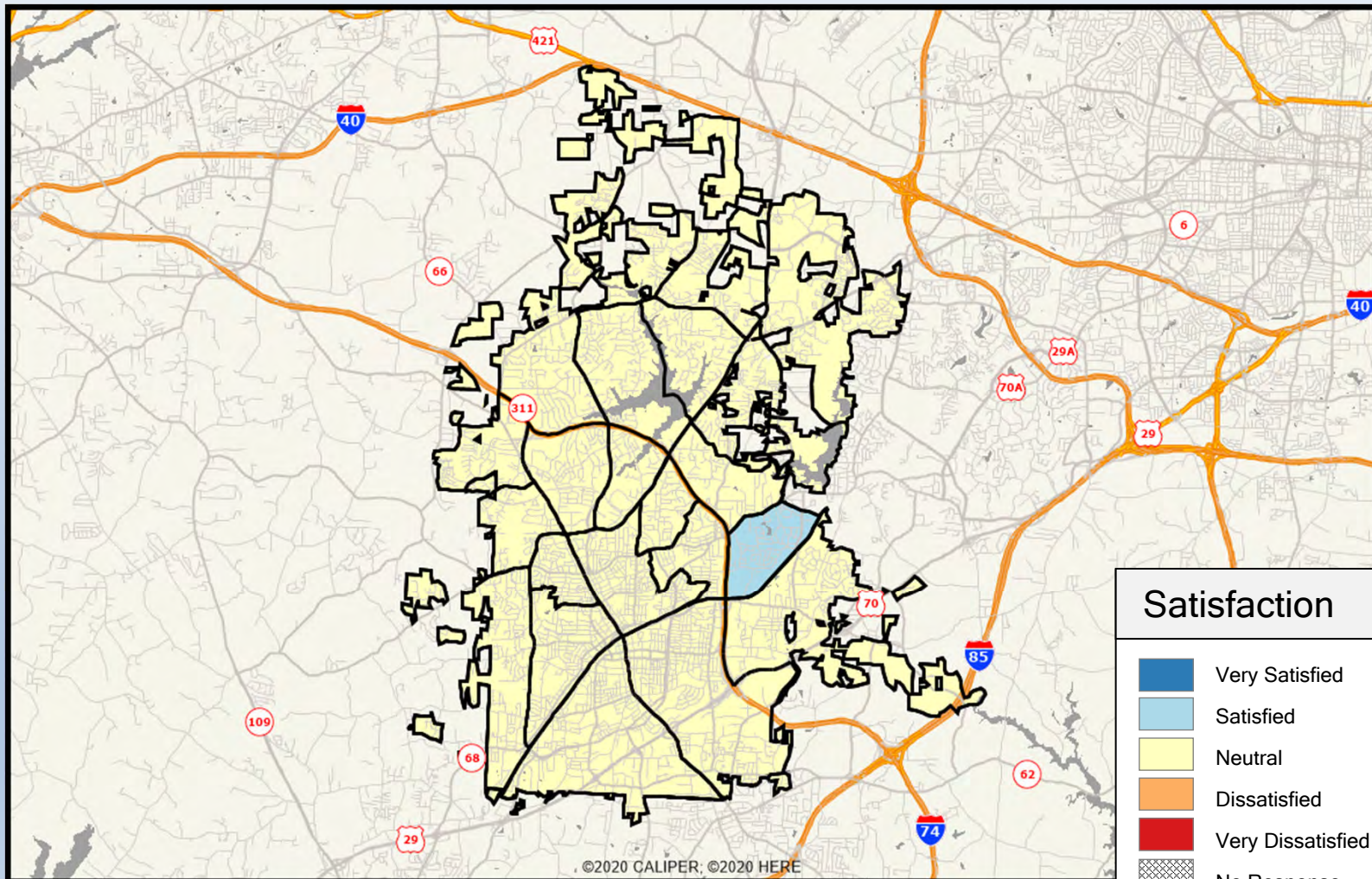


Satisfaction

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

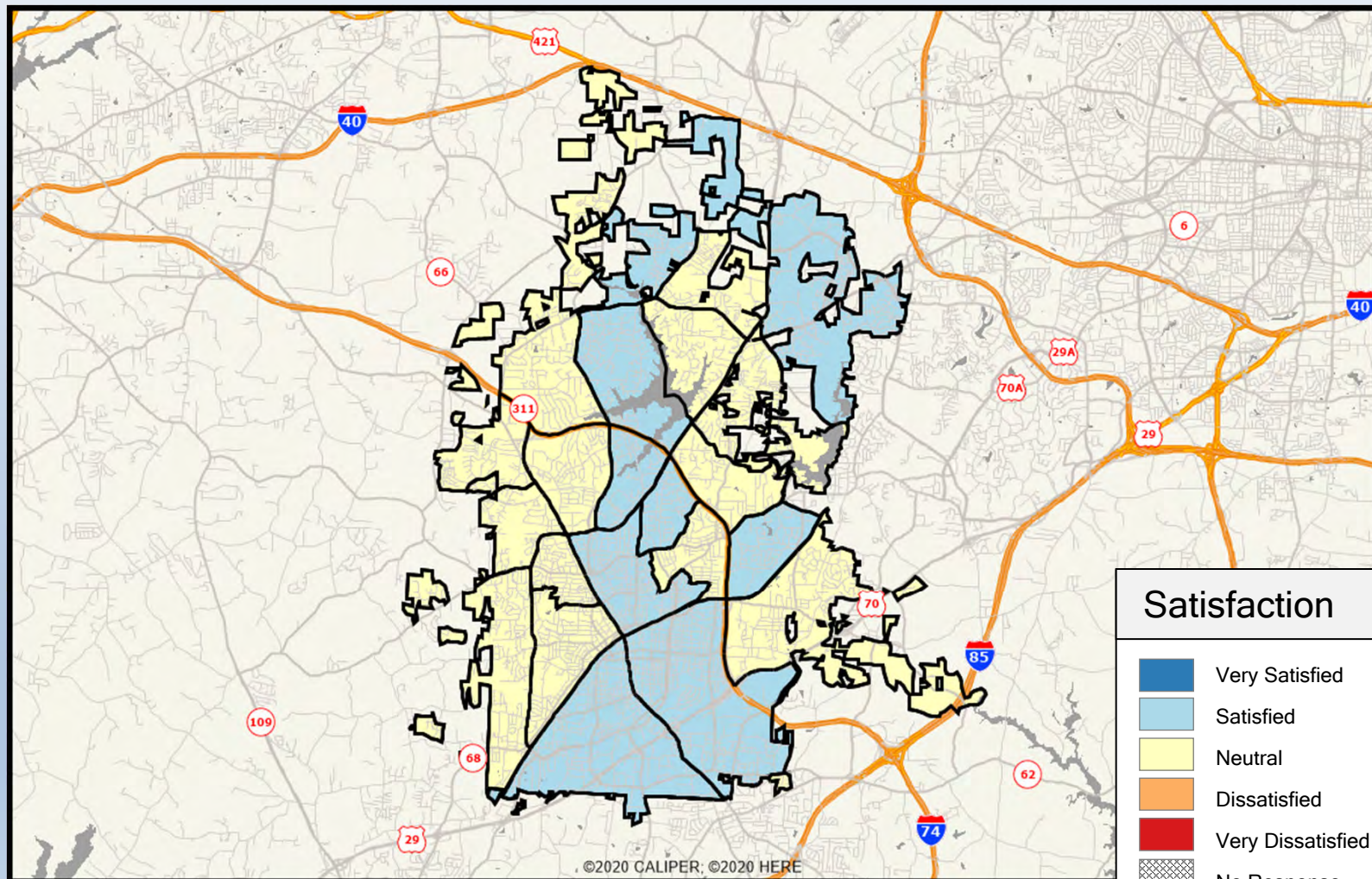
 

Q15-1. City efforts to keep you informed about local issues



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Q15-2. Quality of the City's government activities channel

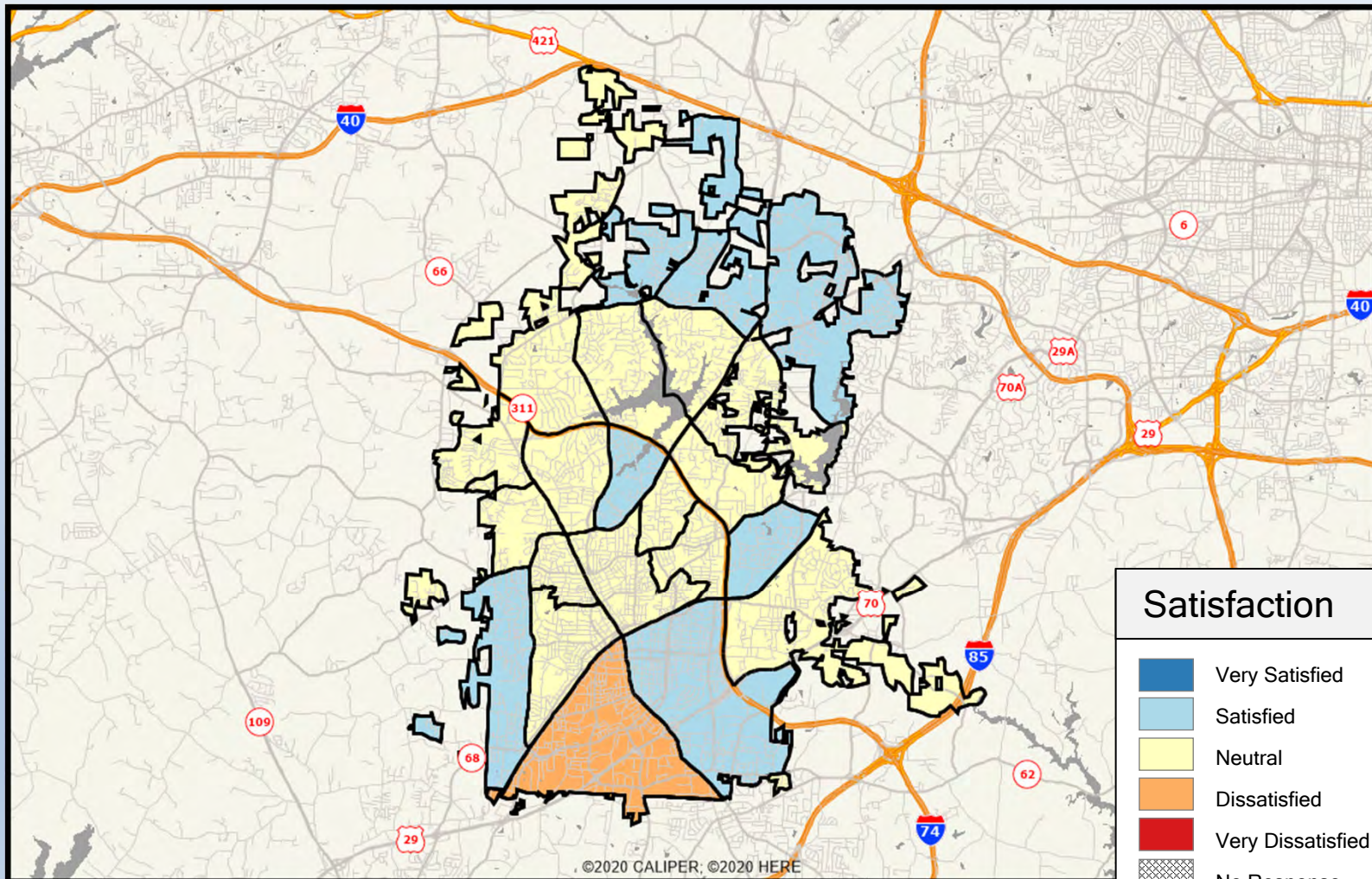


Satisfaction

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

ETC INSTITUTE

Q15-3. Quality of online subscription services

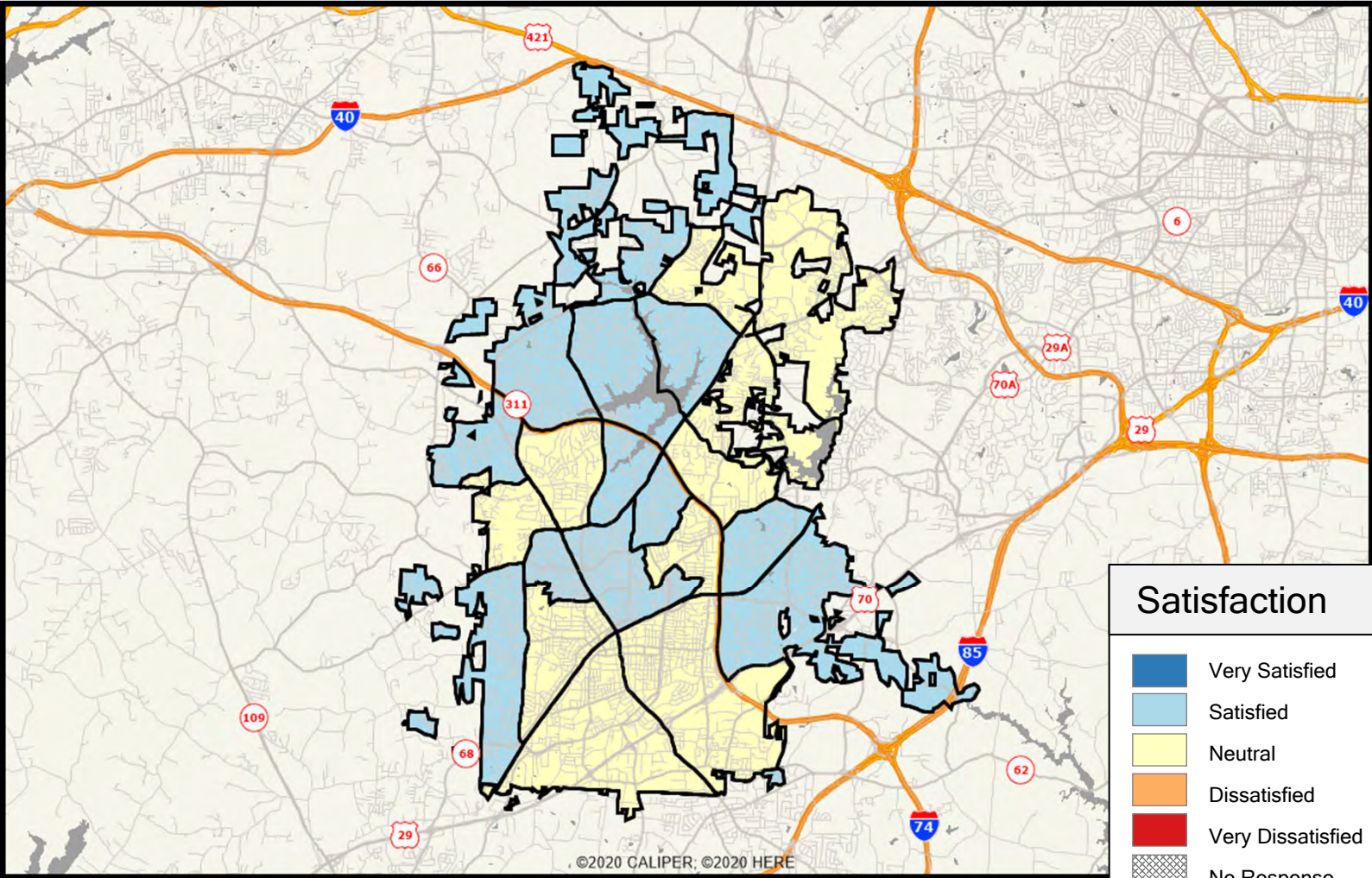


Satisfaction

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

ETC INSTITUTE

Q15-4. Quality of the City's website

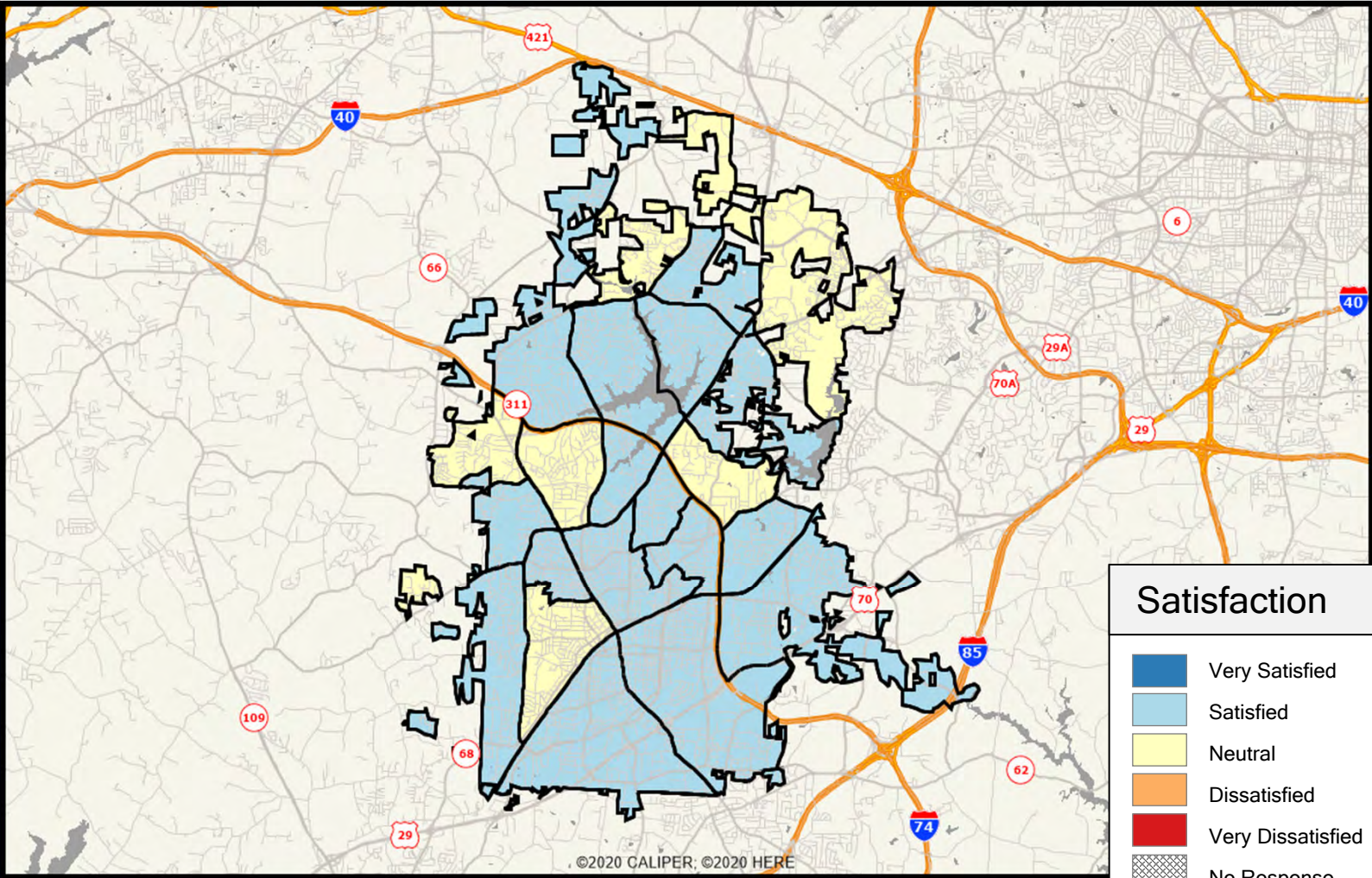


Satisfaction

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

ETC INSTITUTE

Q15-5. Quality of utility bill inserts

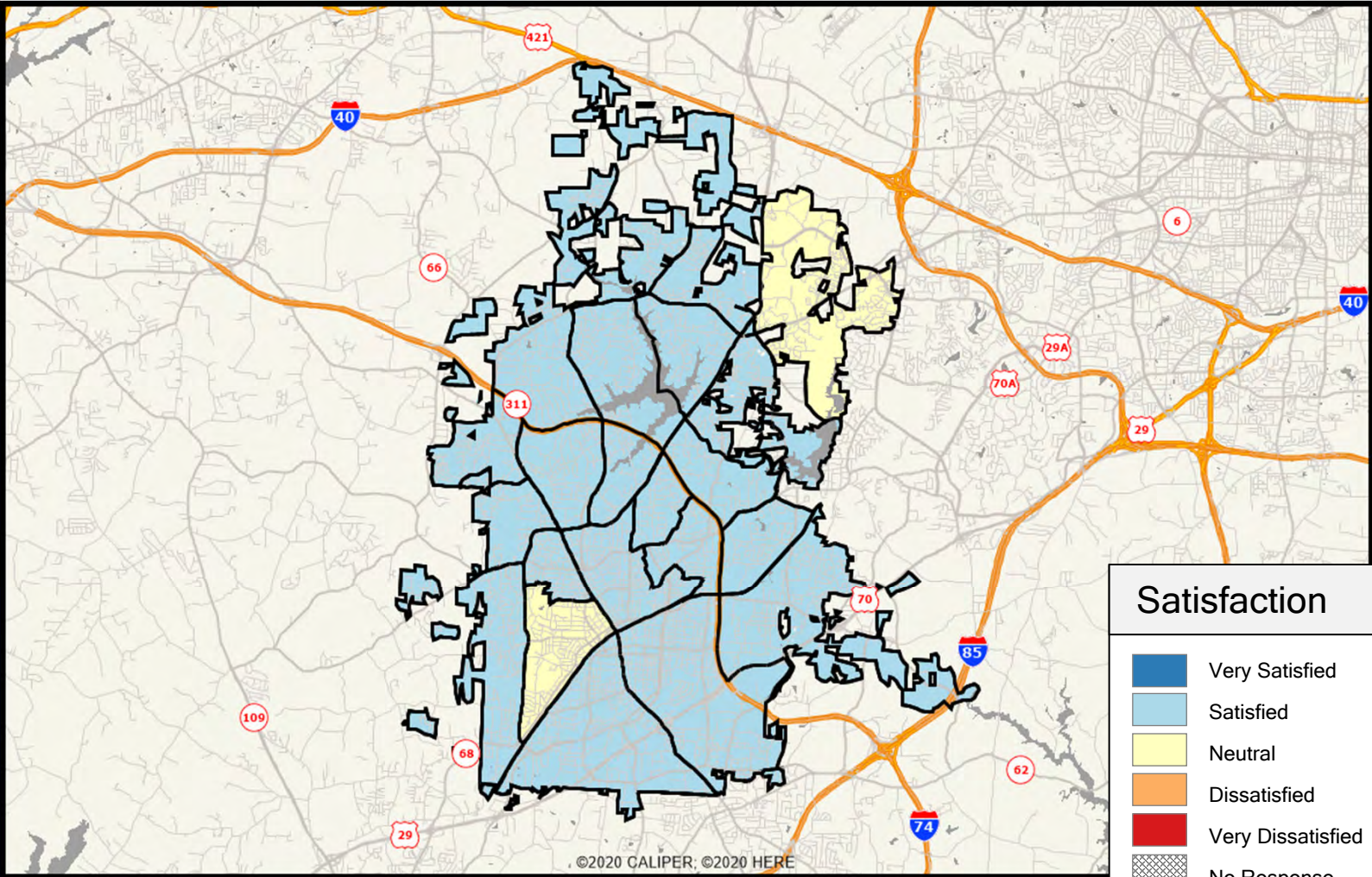


Satisfaction

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

ETC INSTITUTE

Q15-6. Quality of printed materials

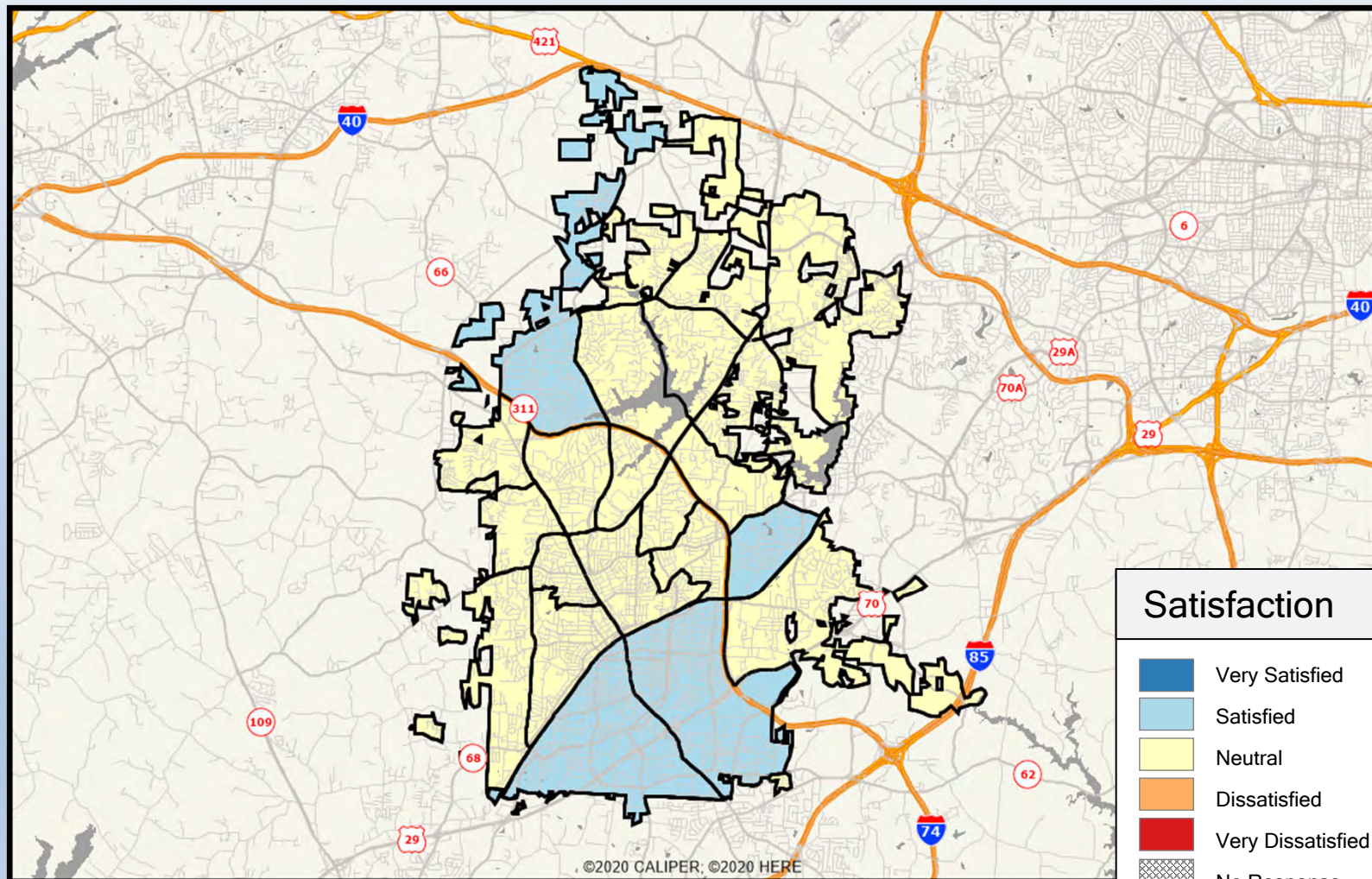


Satisfaction

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

Q15-7. General availability of information about City programs and services

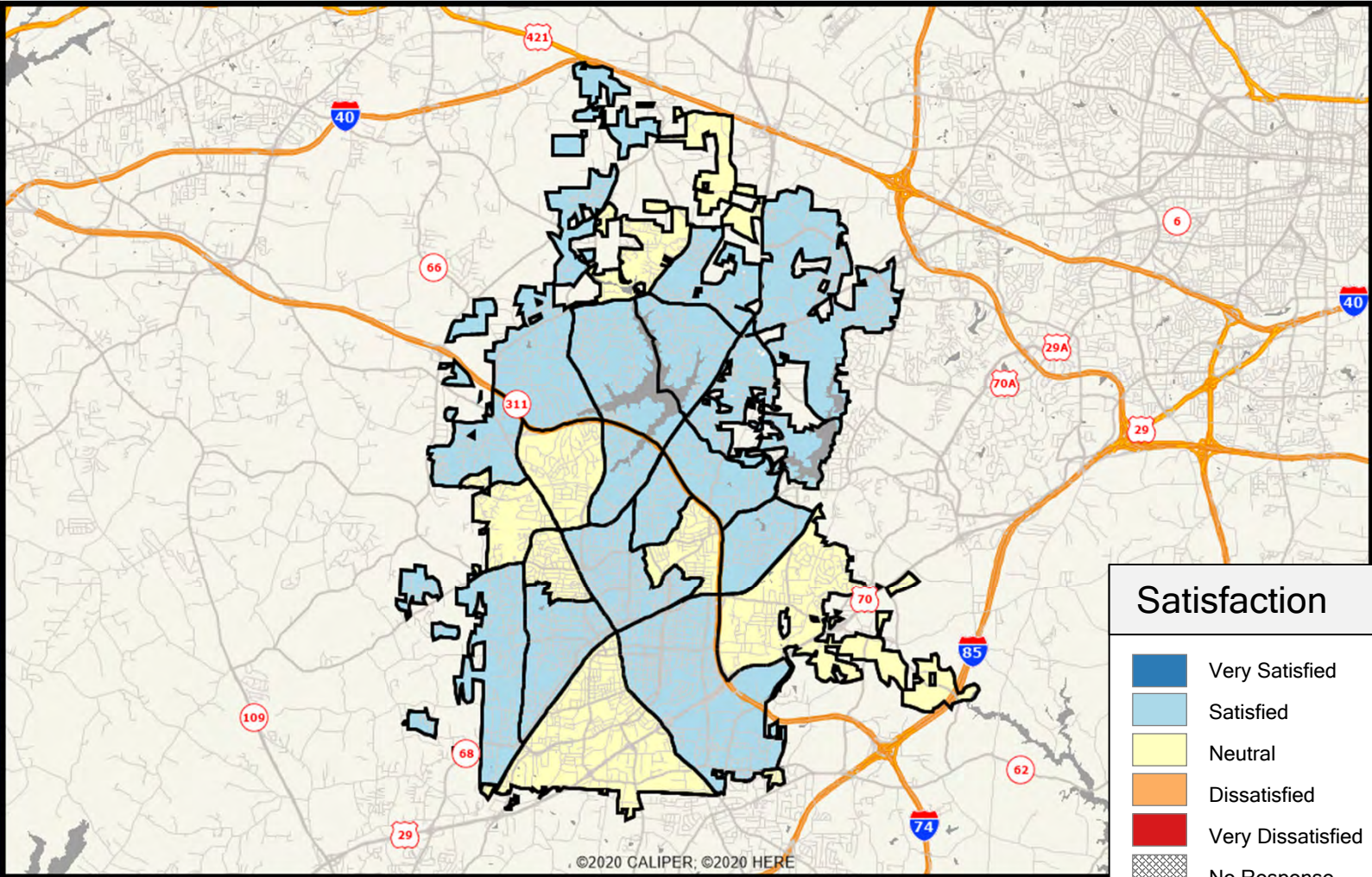


Satisfaction

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

ETC INSTITUTE

Q16-02. Number of City parks

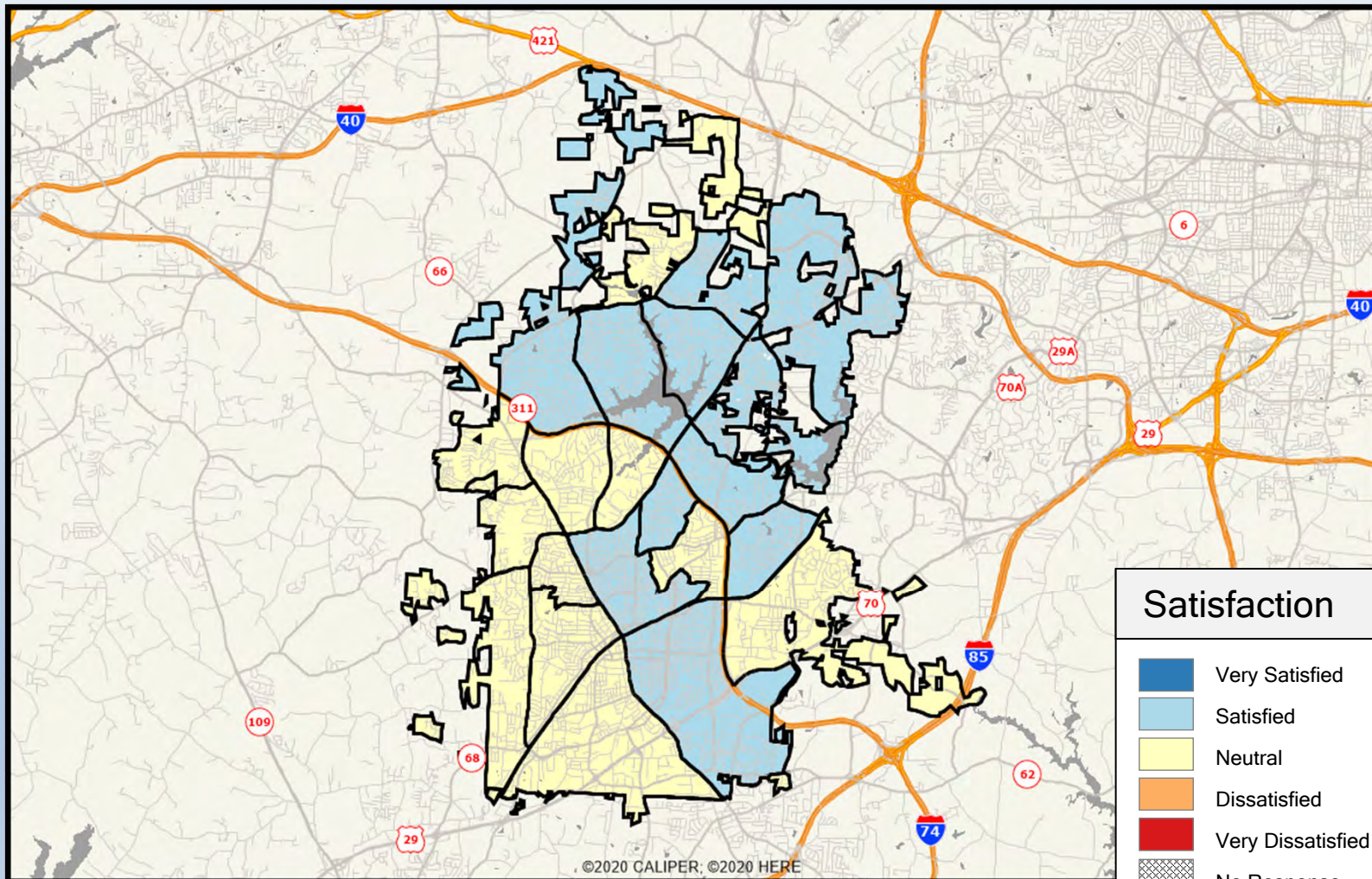


Satisfaction

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

ETC INSTITUTE

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

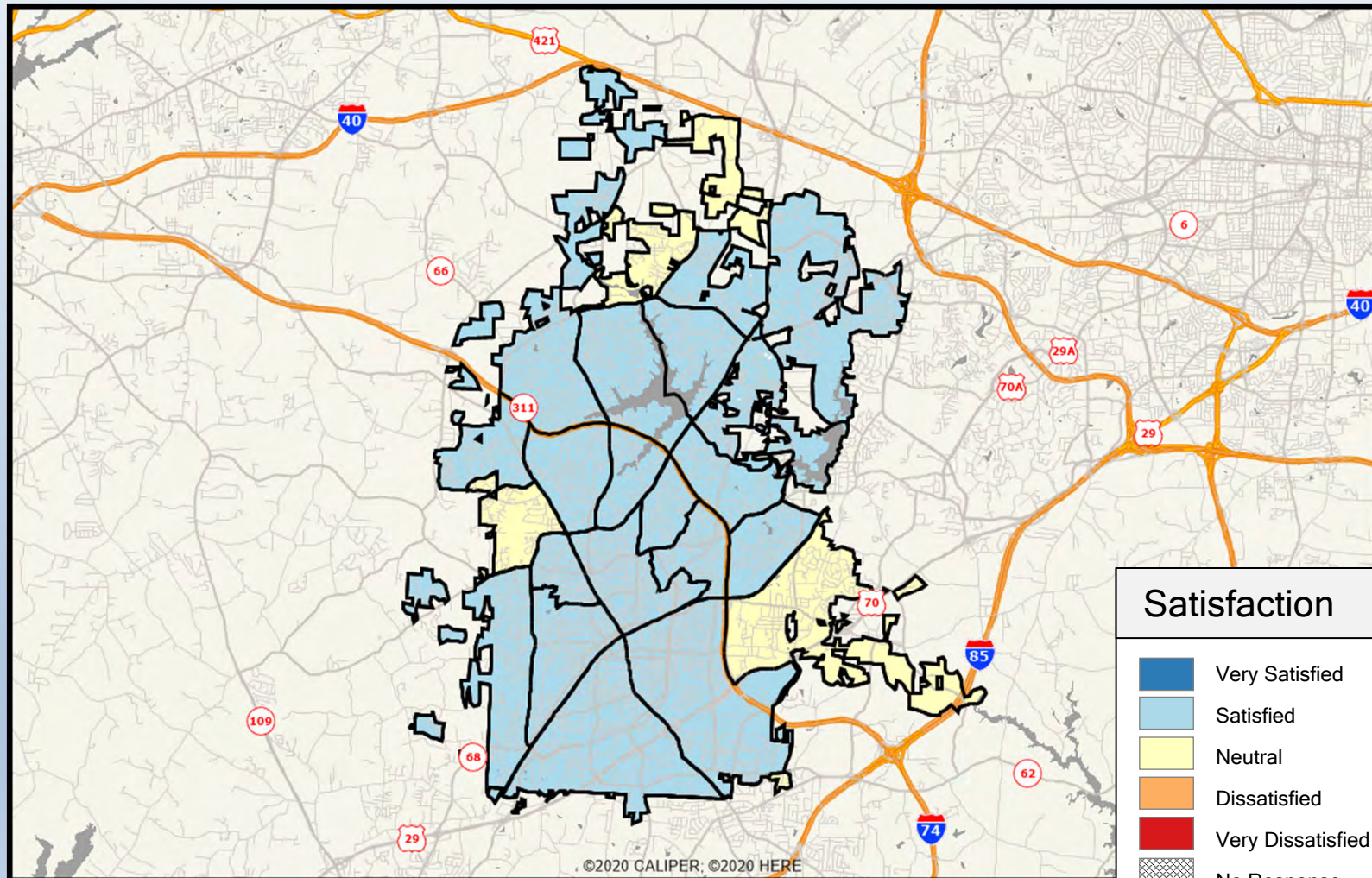


Satisfaction

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

ETC INSTITUTE

Q16-04. Quality and availability of outdoor athletic fields

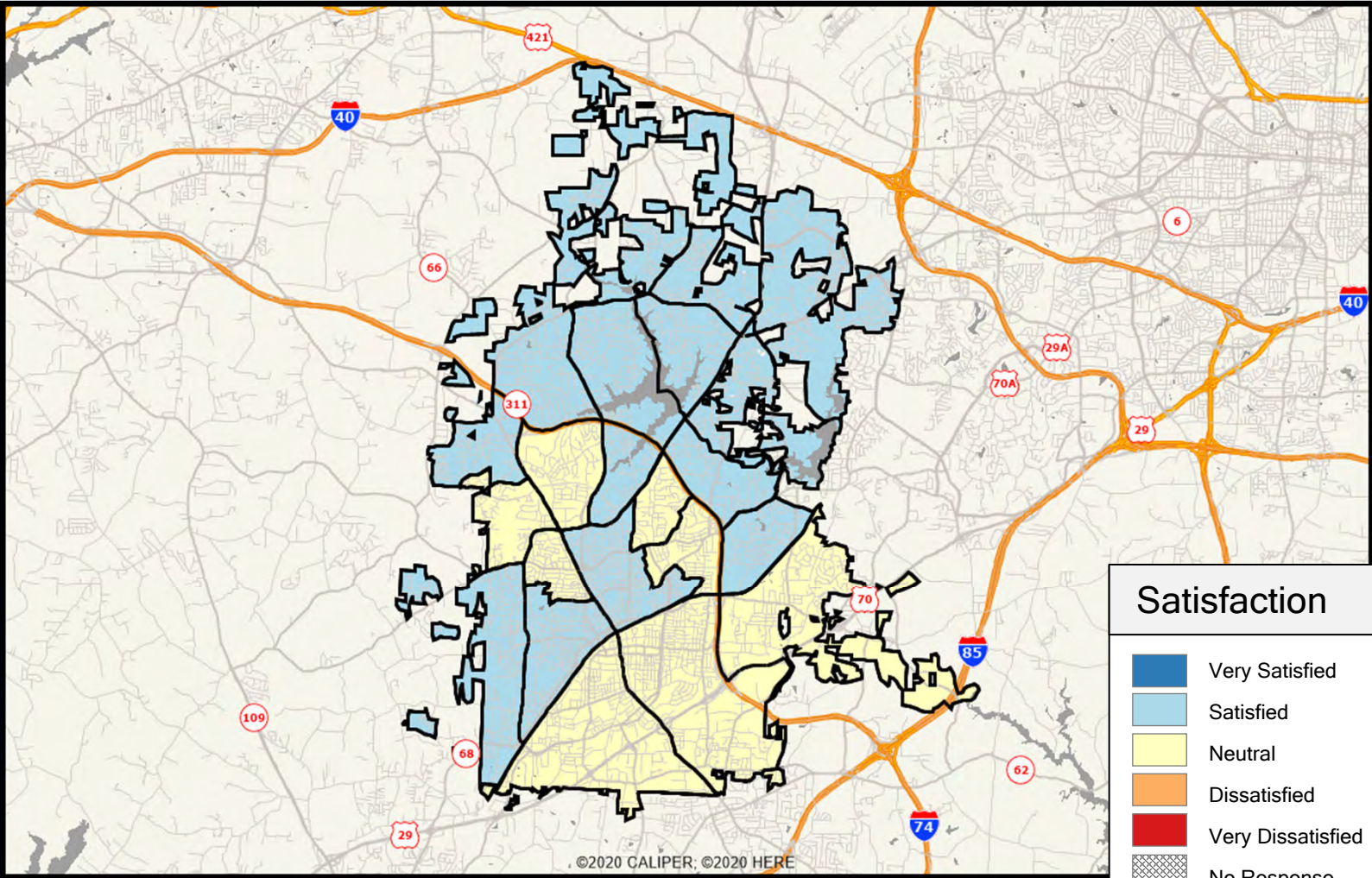


Satisfaction

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

ETC INSTITUTE

Q16-05. Recreation centers and programs for youth

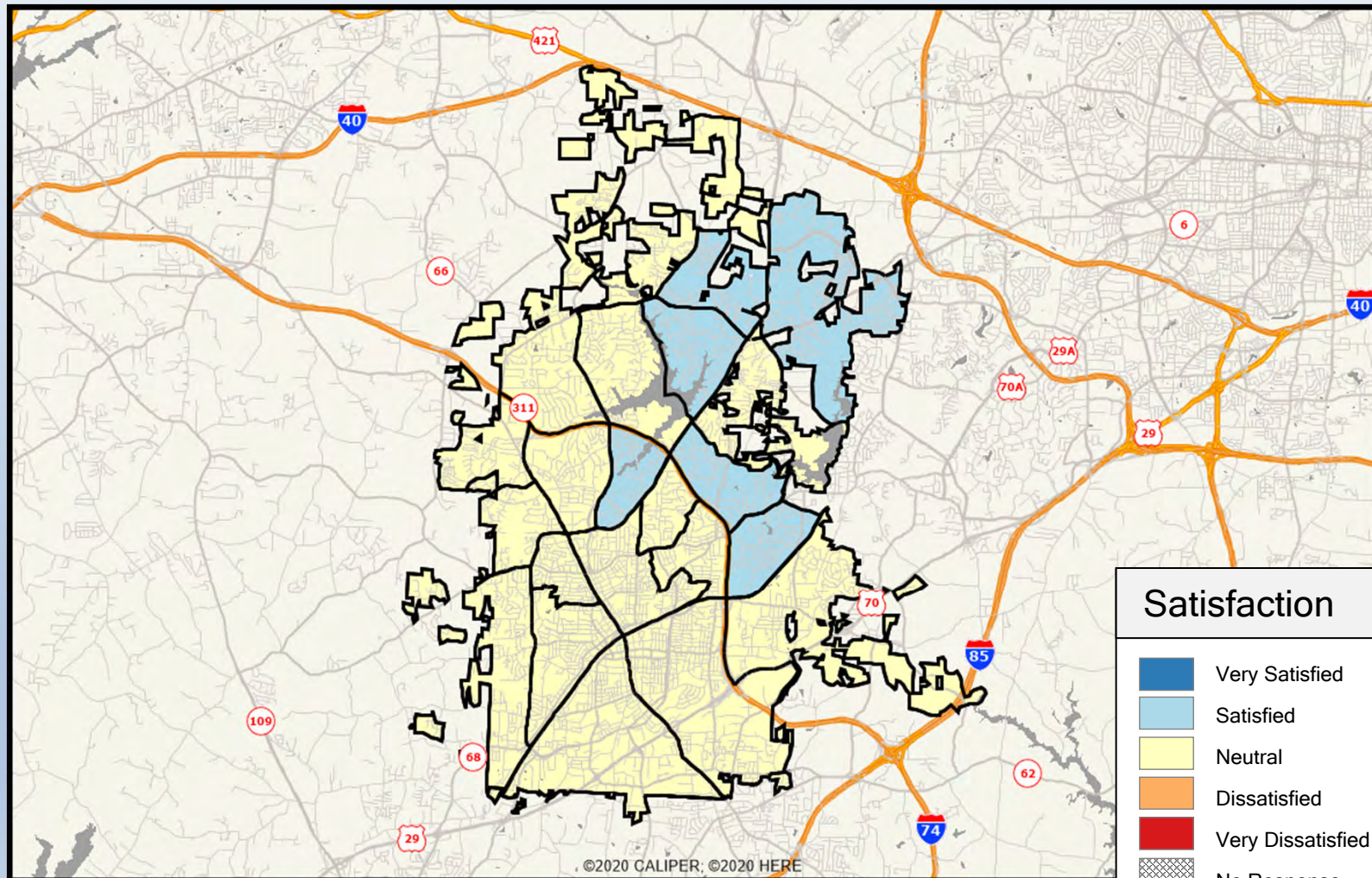


Satisfaction

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

ETC INSTITUTE

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

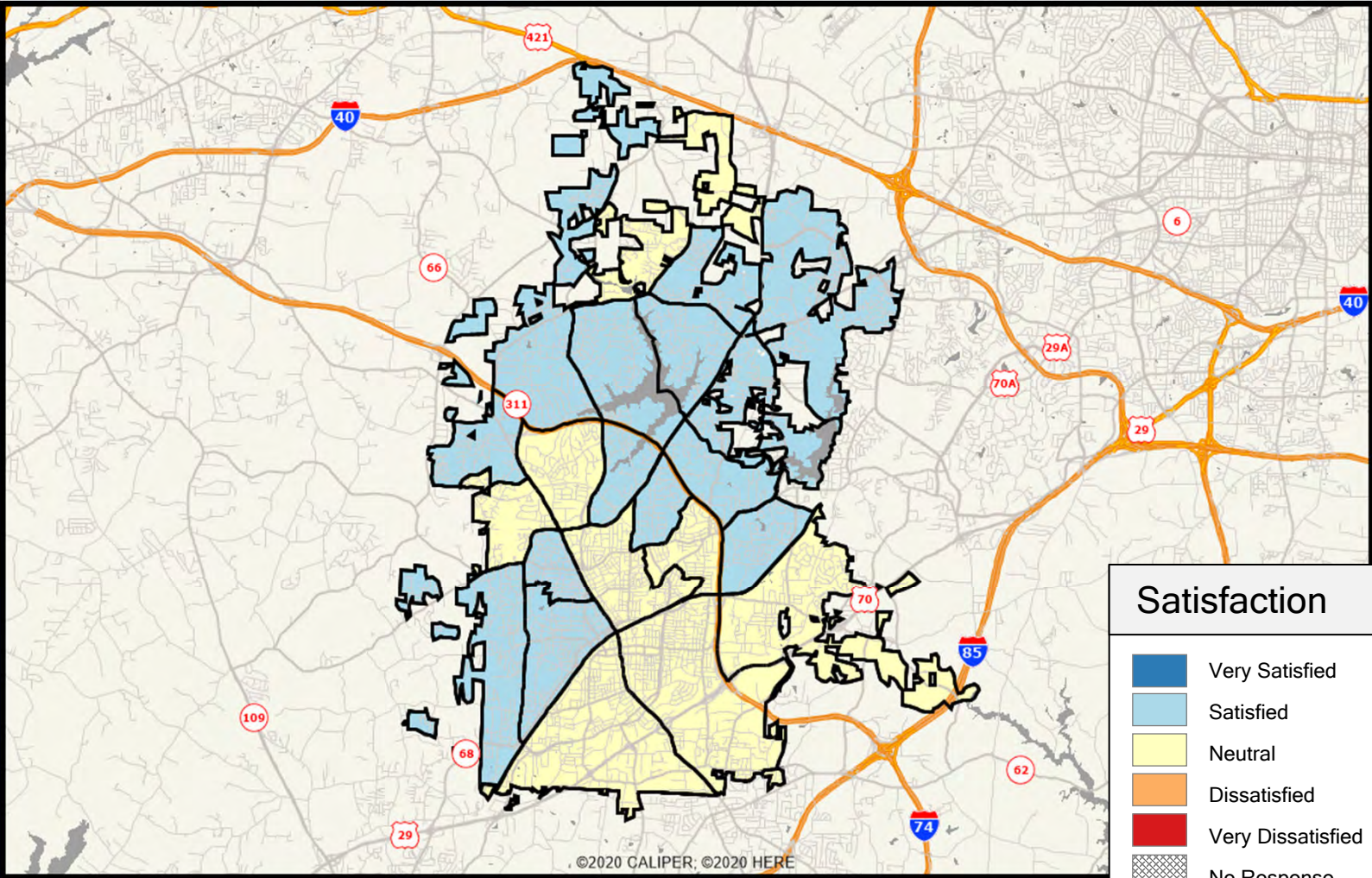


Satisfaction

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

ETC INSTITUTE

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

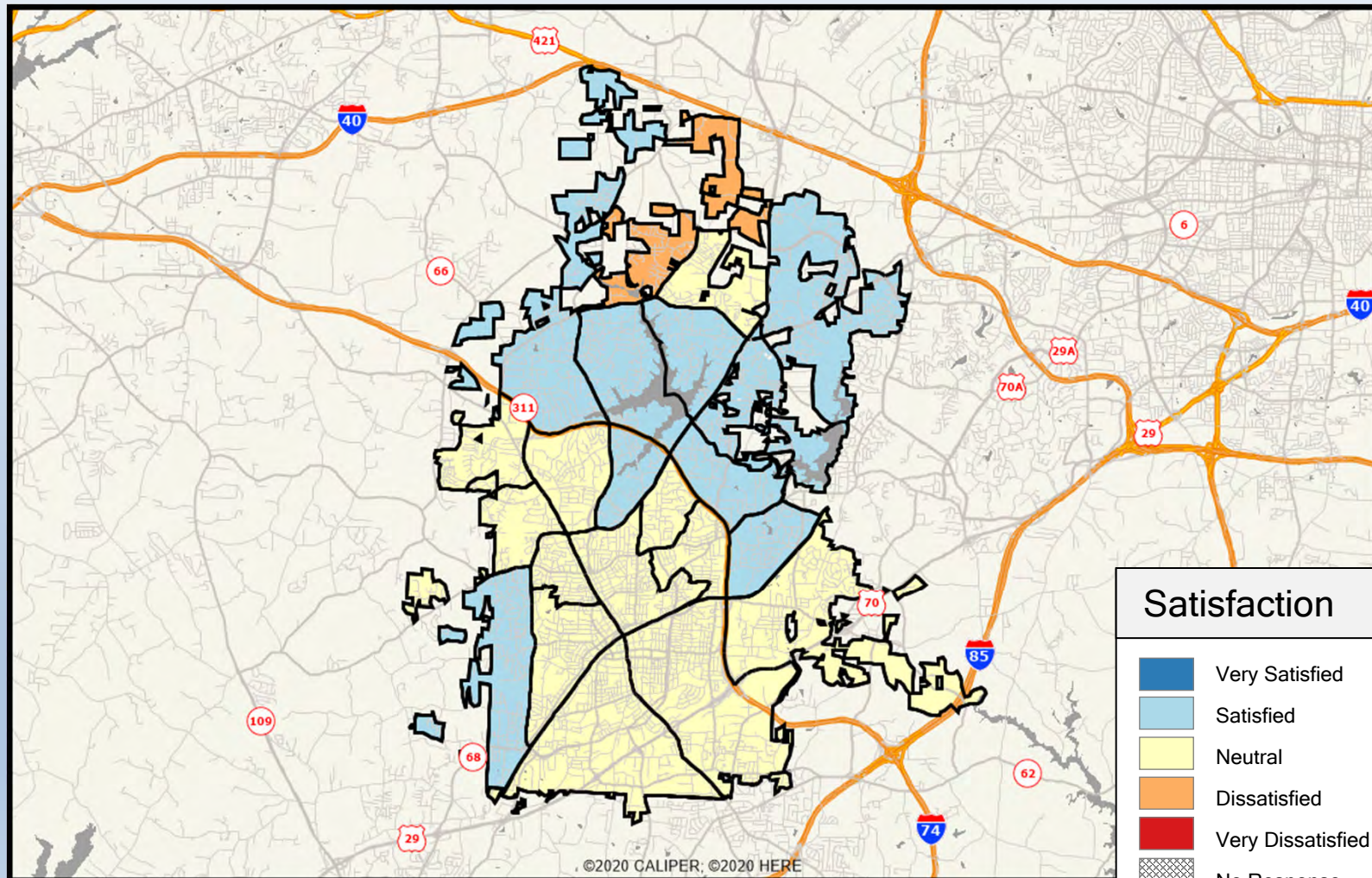


Satisfaction

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

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

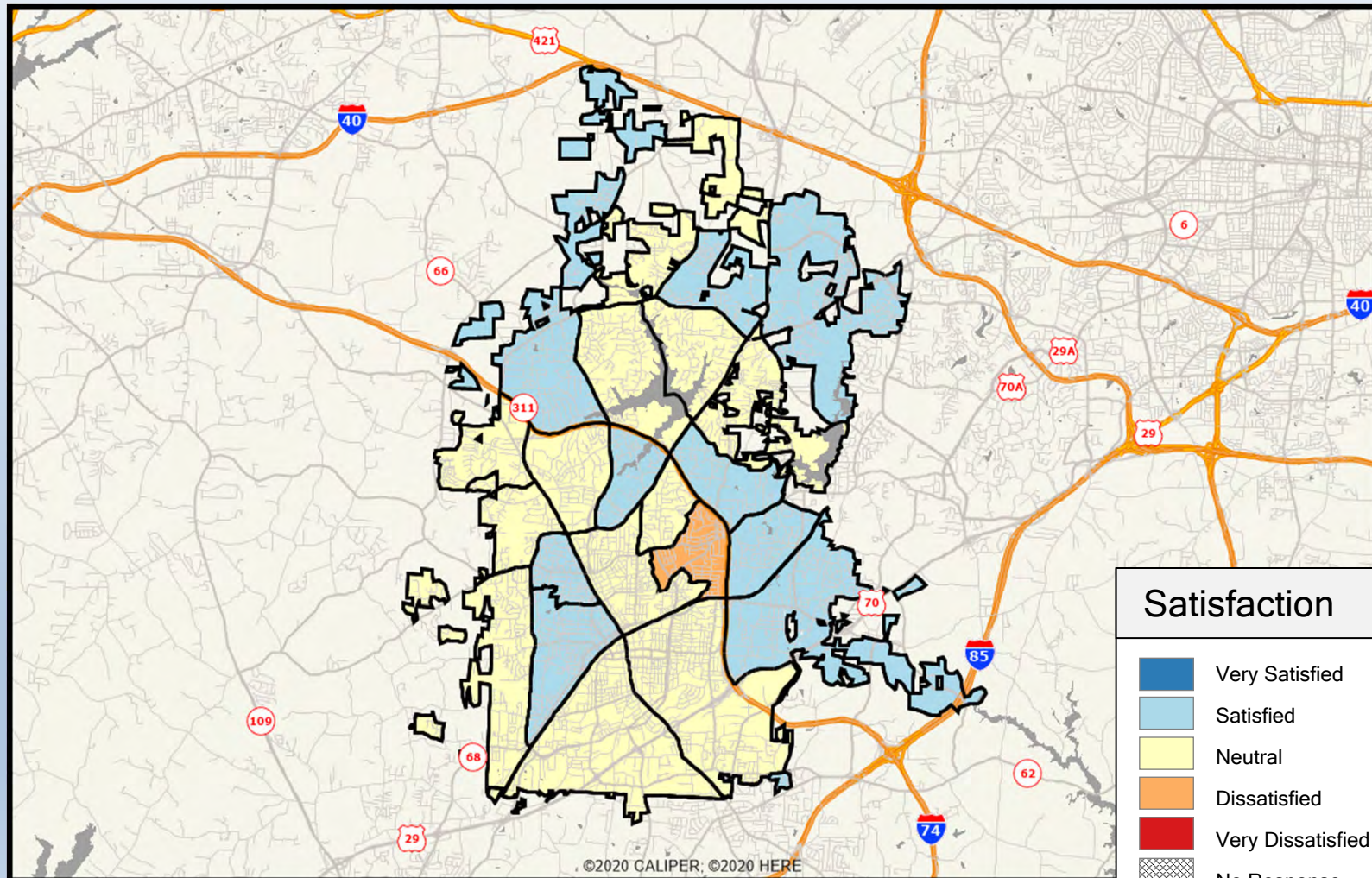


Satisfaction

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

ETC INSTITUTE

Q16-09. Special events and festivals in the City

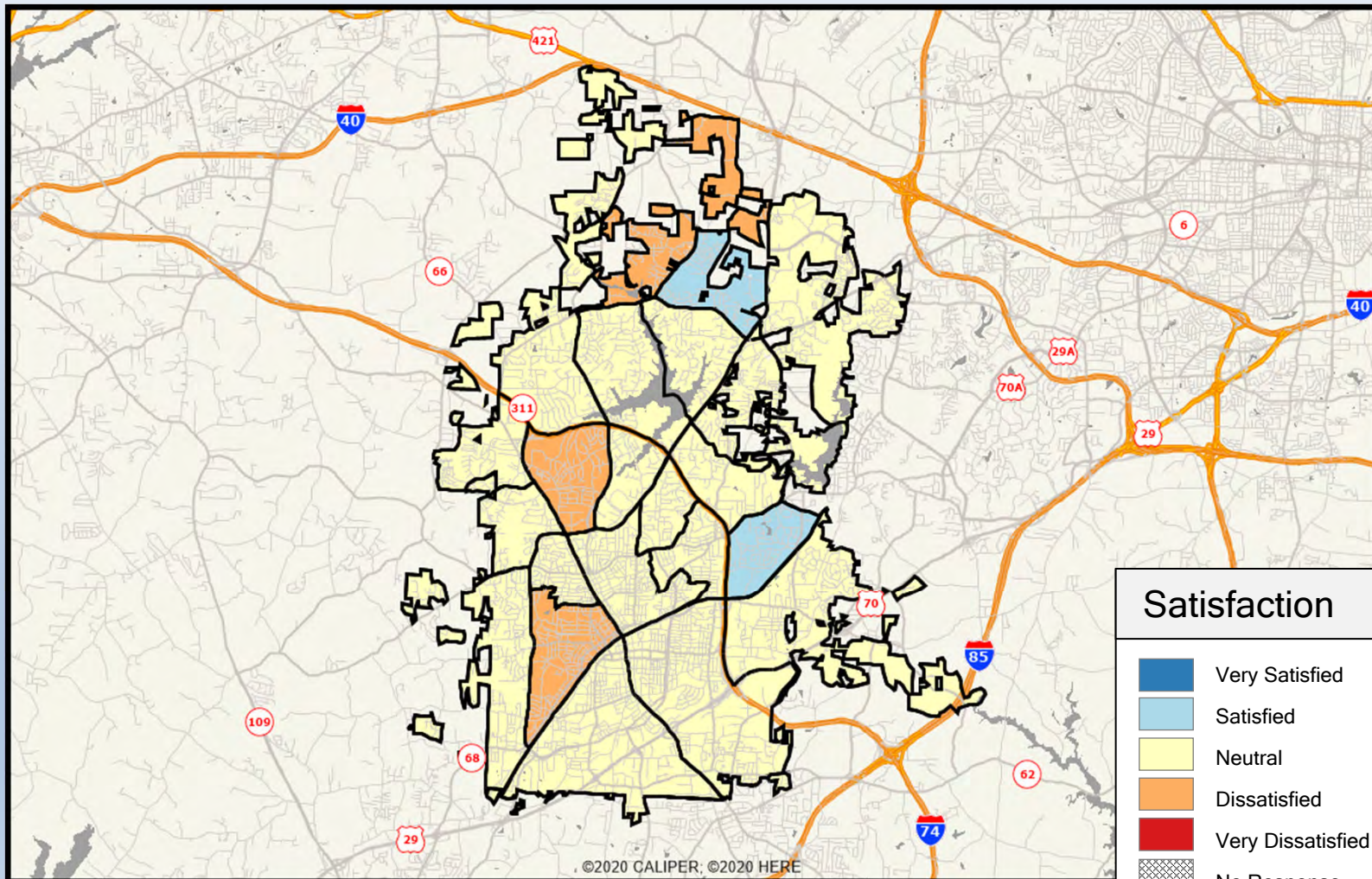


Satisfaction

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



ETC INSTITUTE

Q16-10. Receiving information on parks and recreation programs

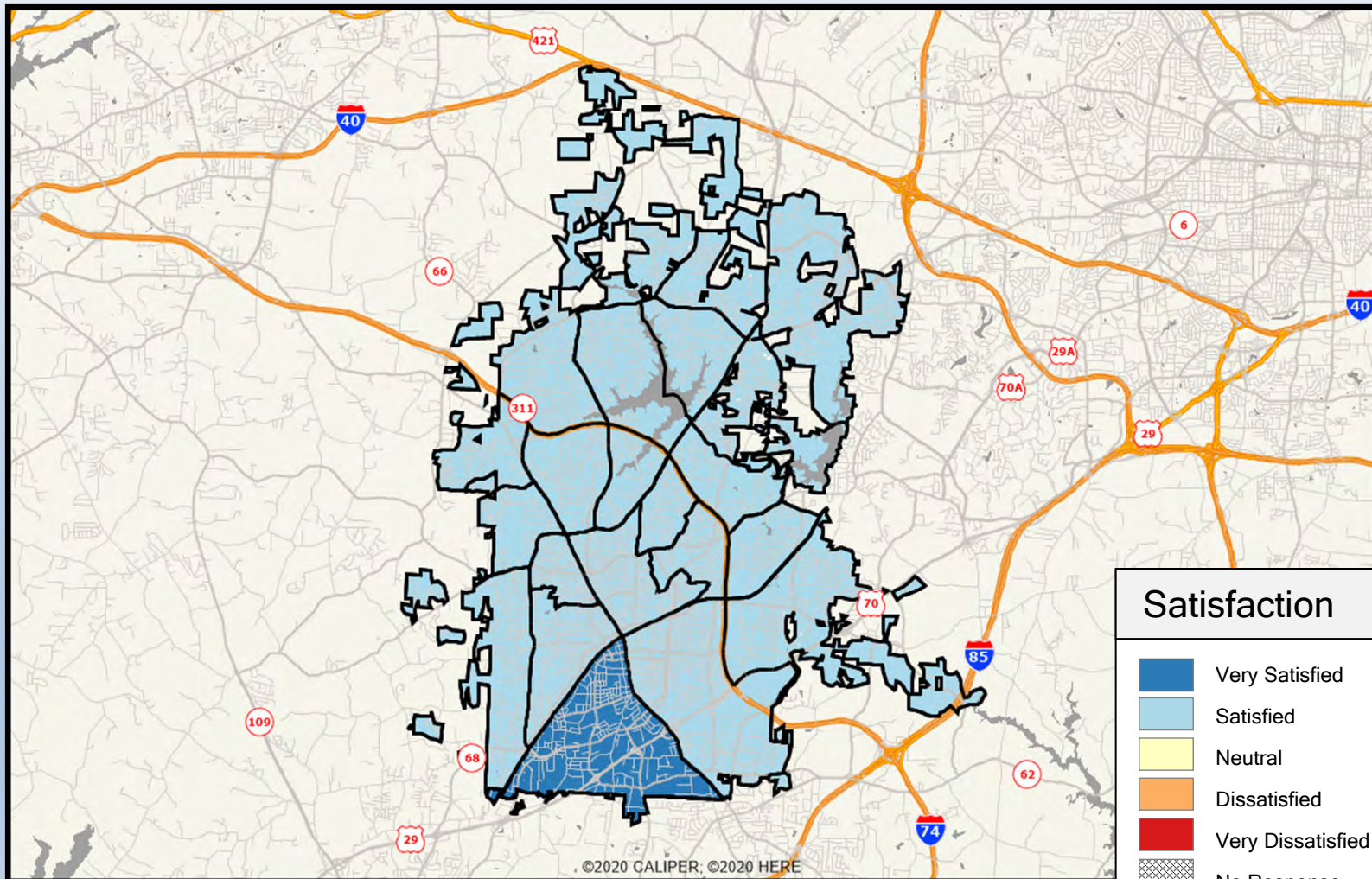


Satisfaction

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

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

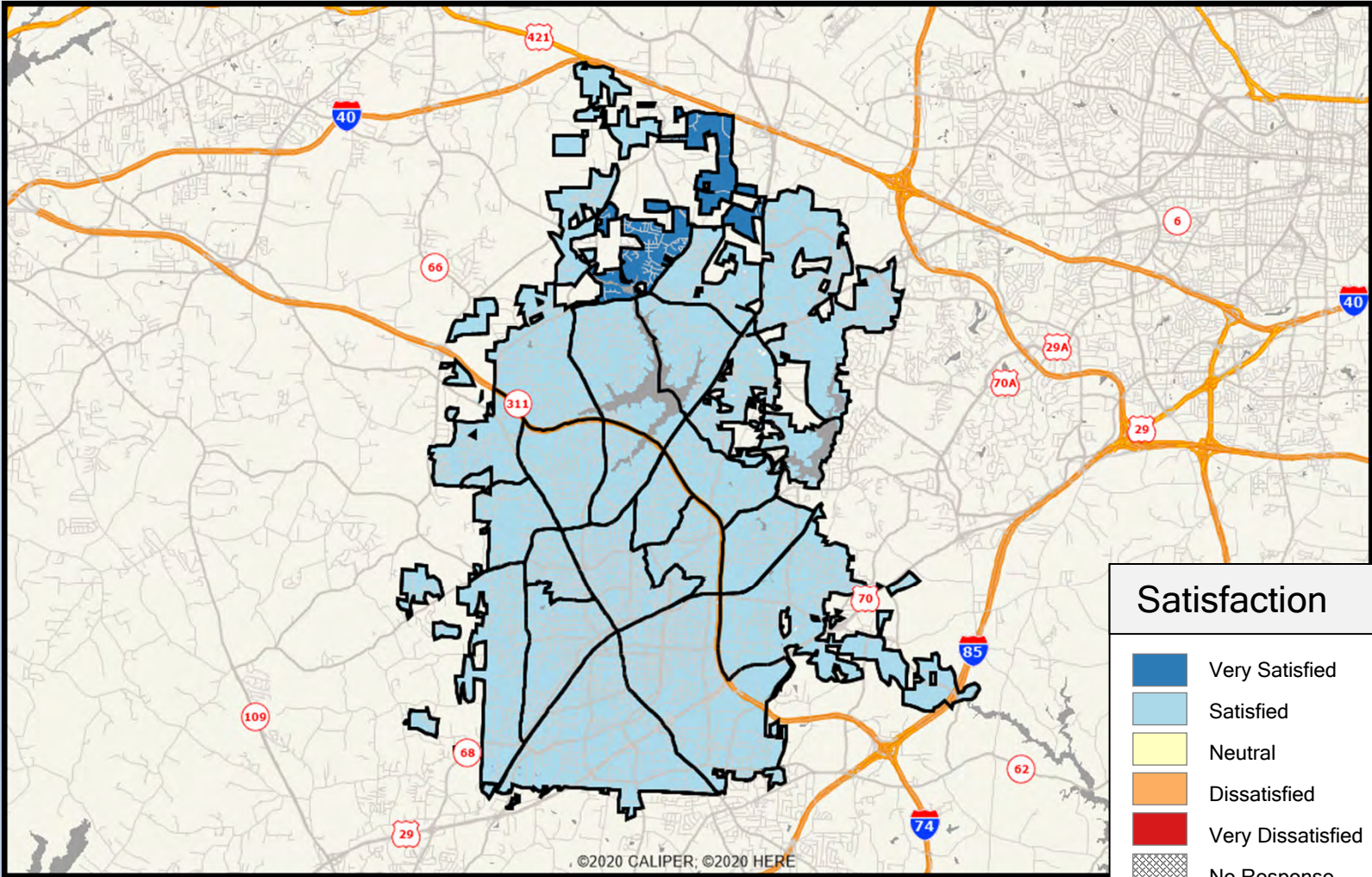


Satisfaction

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

ETC INSTITUTE

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

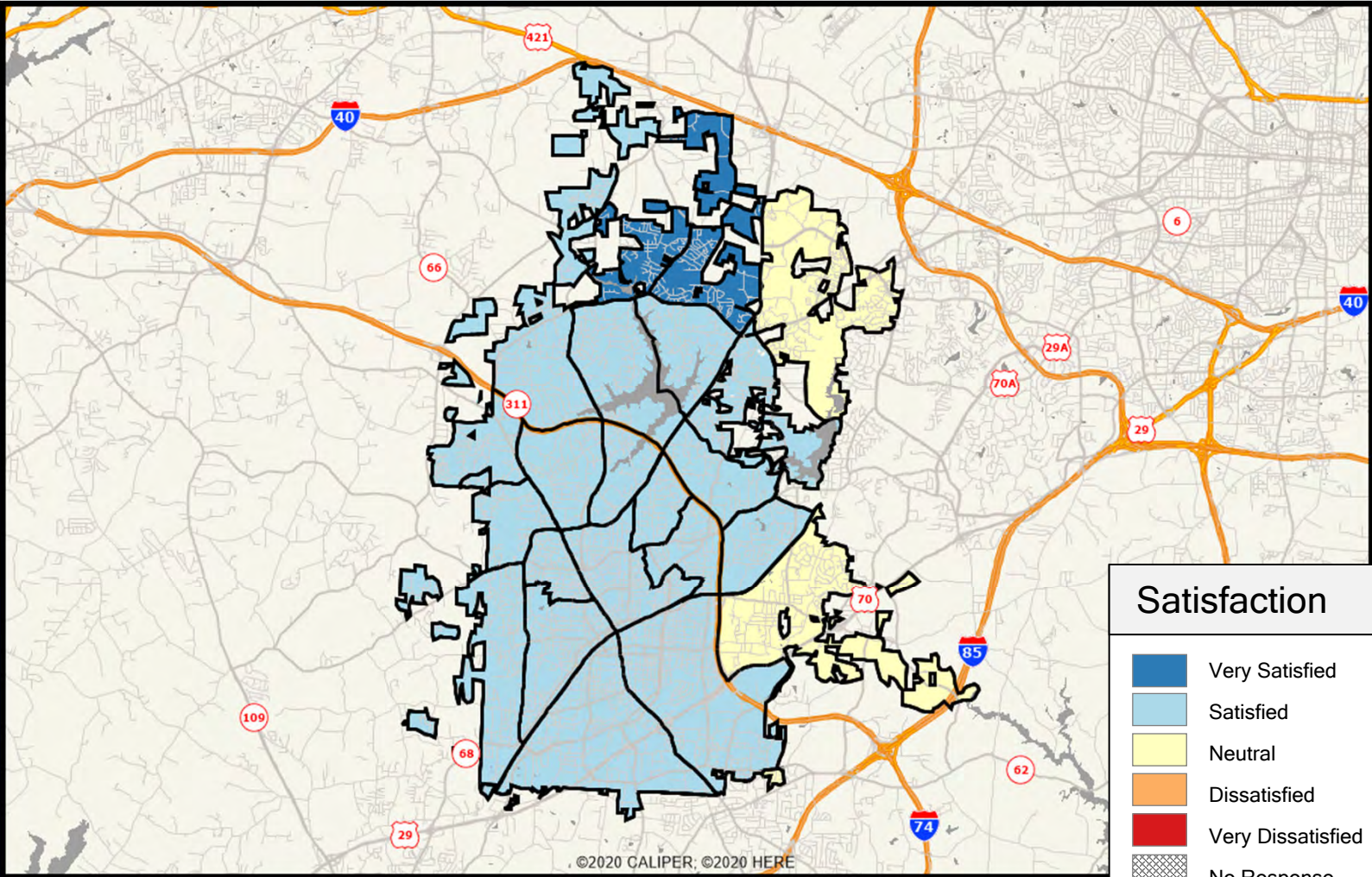


Satisfaction

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

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

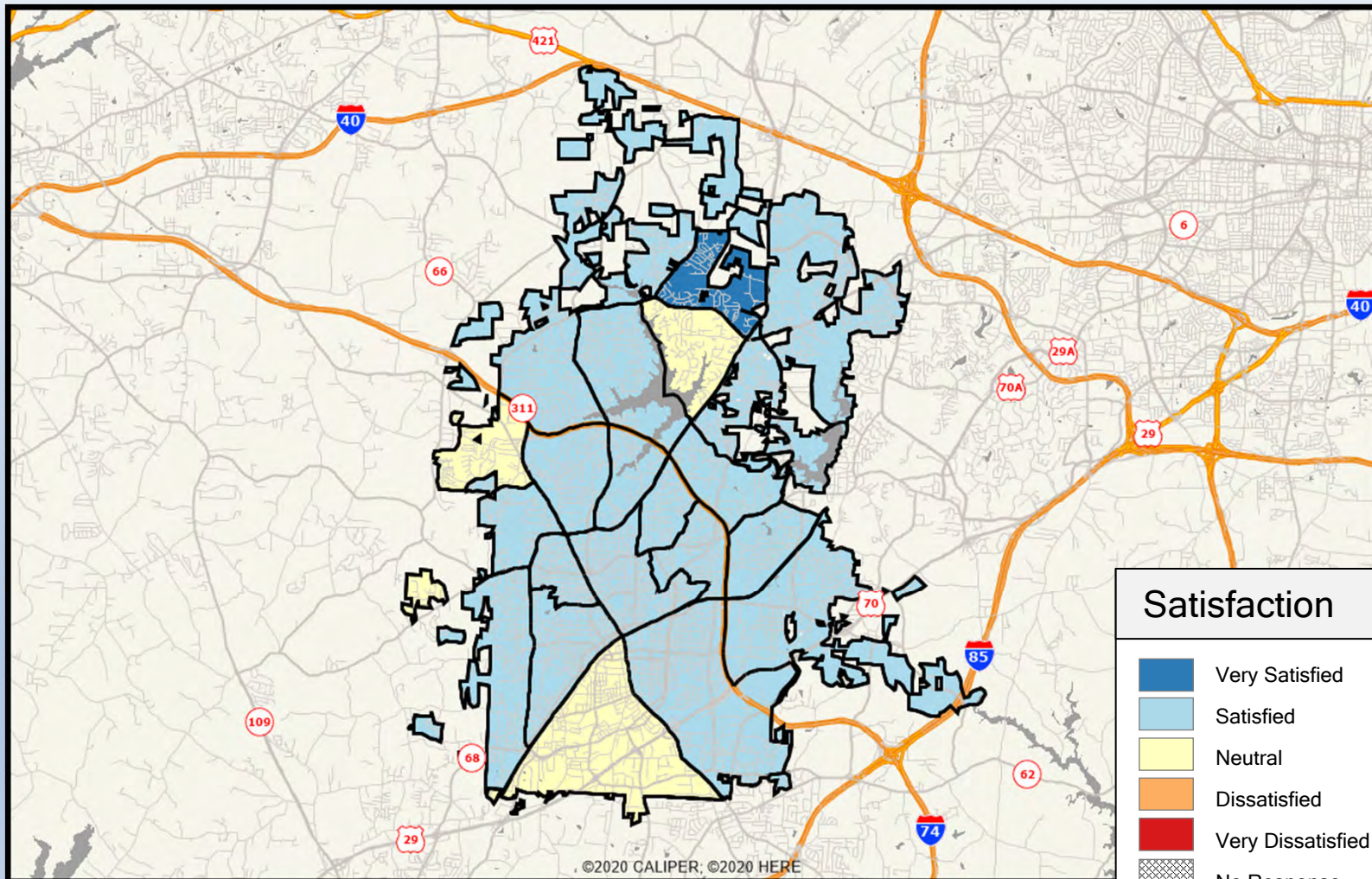


Satisfaction

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

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

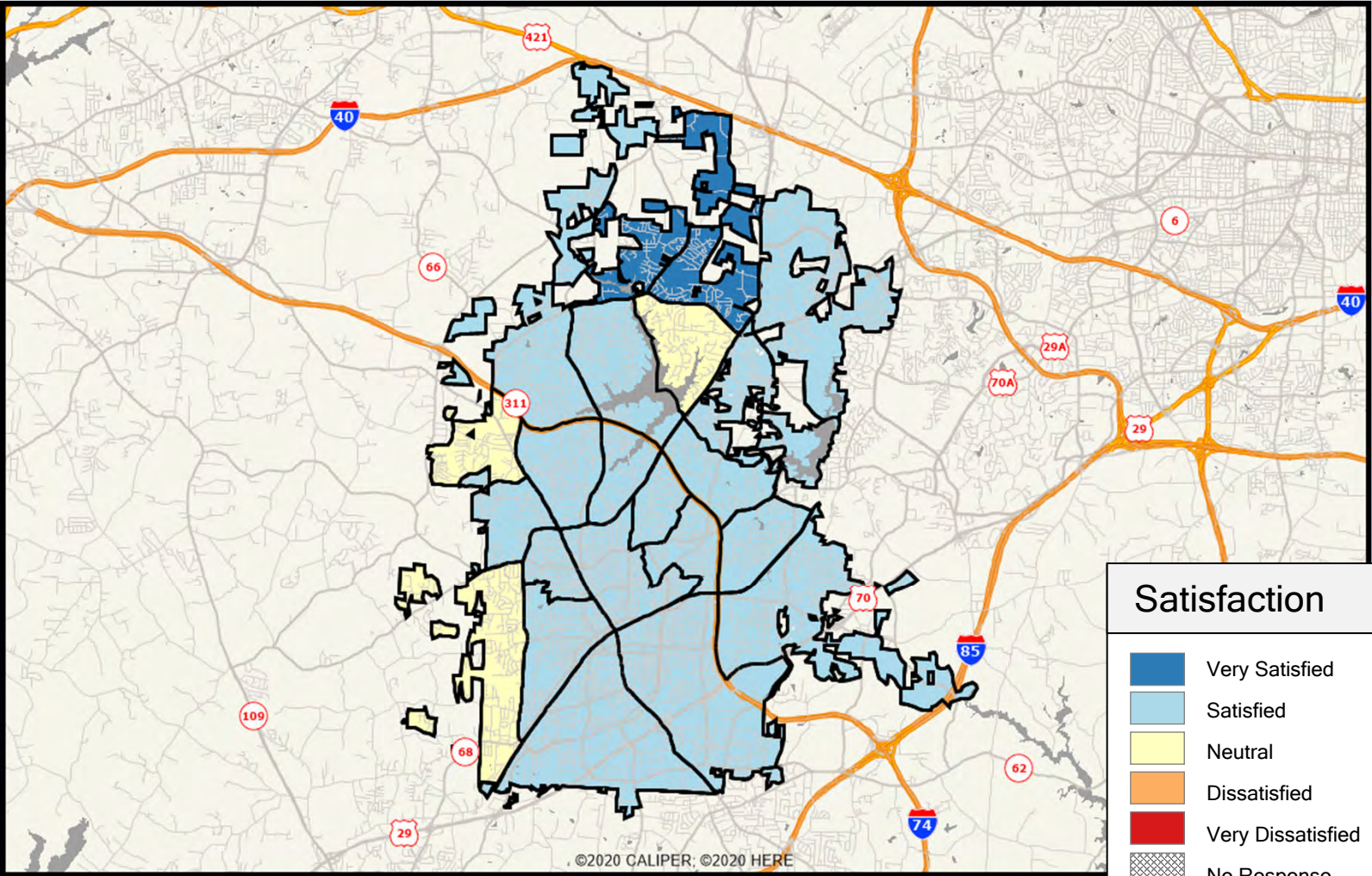


Satisfaction

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

ETC INSTITUTE

Q16-15. High Point Museum programs and facilities

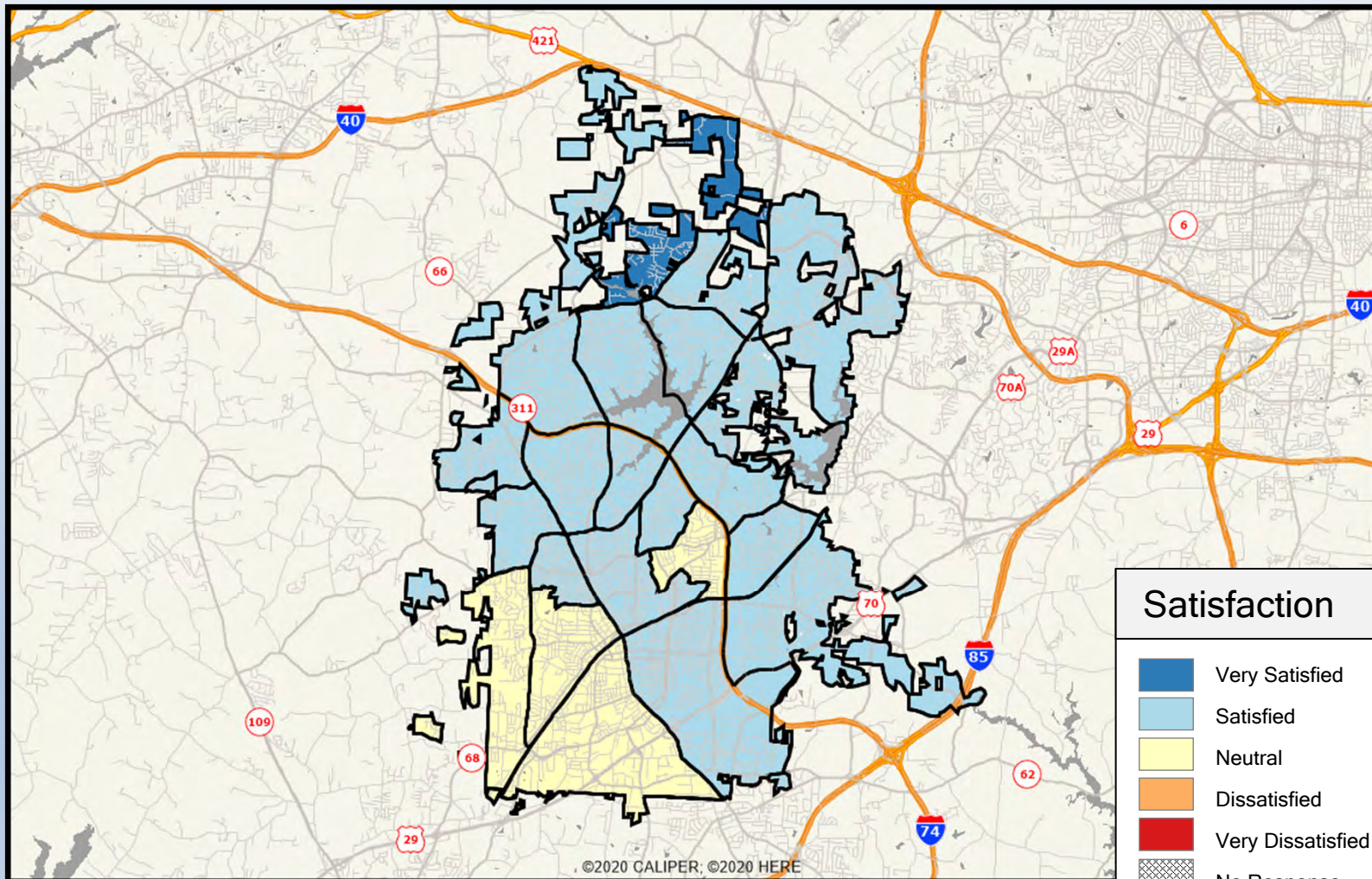


Satisfaction

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

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

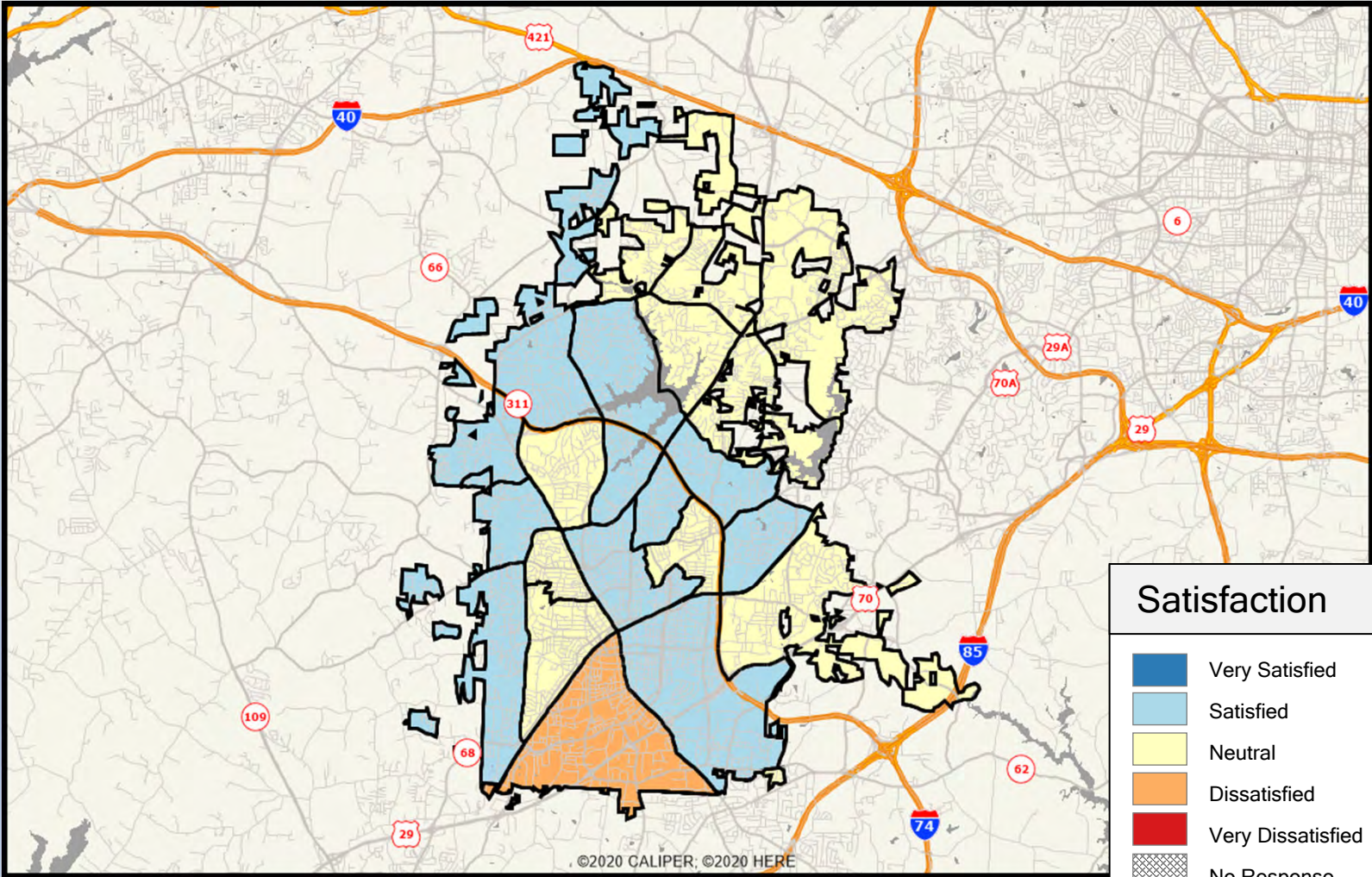


Satisfaction

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

ETC INSTITUTE


Q16-17. Parking and access to the Theatre



Satisfaction

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



2022 City of High Point Citizen Survey Open-Ended Comments

Presented to the City of High Point,
North Carolina

February 2023

Contents

Question 7a: *“If there are areas of town where you do not feel safe, where are they?”*1

Question 7b: *“If there are areas of town where you do not feel safe, why do you not feel safe there?”*6

Q7a. If there are areas of town where you do not feel safe, where are they?

- 2900 block of E MLK Jr. Drive.
- 5 points & 4th street areas
- 5 points/ Daniel Brooks
- after dark when mail is delivered.
- All of the low income areas for the city.
- Almost anywhere seems to be unsafe, North main, south main, MLK, the south west side of town, the south east side of town, anywhere near HPU
- Anywhere
- Anywhere at night that isn't very well lit. I think this is more my own personal issue, but the city's.
- Apartments on Gatewood Avenue, area award Ward and English
- Areas around E Lexington Ave and E MLK Jr dr
- Areas around HPU and South Main Street
- Areas where crime has been reported. Drive by shootings various retail establishments. I do not go out much after dark. When I use park spaces I carry mace.
- Areas where there are gangs.
- areas with high crime, drug activity
- Around food lion
- Around High Point Central Highschool
- Around HPU
- Around Sheetz on Westchester
- Around the Dollar General across from the library and town towards downtown
- At night time in most areas
- At night west end and a couple others
- At night, I don't feel entirely safe in my own neighborhood because of my proximity to N. Main St. and downtown. There is a great deal of foot traffic and the people I see are primarily young males drinking alcohol and walking around.
- At street corners due to panhandlers. In retail shopping areas due to panhandling. We no longer drive from east of town to Business 85 using MLK Drive due to crime. We no longer shop at the shopping center at Westchester and Burton due to panhandling. and lack of police presence. We are hesitant to go inside Walgreens at N Main and Westchester due to panhandlers.
- black neighbor hoods, since police target newer unknown vehicles while fishing for violations/DWB
- Both Walmart
- Brentwood area
- Brentwood area
- Central, South.
- City Council Staff
- Core area of the City
- core city at night
- Downtown
- Downtown
- Downtown
- Downtown
- Downtown

- Downtown
- Downtown
- downtown area and around Fairfield/Brentwood to go to the highway
- Downtown area, malls
- Downtown at night
- Downtown at night
- Downtown at night and Walmart
- Downtown no people nothing to do
- Downtown through south main day or night
- Downtown, any area near MLK or the HPK Campus.
- Downtown, from about Lexington Ave. south past the train tracks
- Downtown, greenway
- Downtown, greenway areas
- Downtown, not much goes on downtown
- Downtown, south main st.,
- Downtown, south part of town
- downtown, west end, southside
- E Green Dr- or ANY Walmart- wont go at all
- E Green from PO TO Brentwood
- E Green St., 200 block of Brentwood St. around apartments, Downtown industrial area, area around courthouse, most hotels are drug and prostitution areas, mostly the south and eastern parts of the city
- East and South High Point
- East Central High Point
- East Greene Street, Washington Street
- East HP
- East if Westchester towards downtown, around the Courthouse
- East of HPU to Five Points, East of courthouse. Lower income neighborhoods: police Presence, maintenance of streets and enforcements of city codes pertaining to exterior of homes.
- East of the city.
- Elm Street, south main st, All areas around MLK dr
- English Rd. (West end)
- Five Points
- Five Points
- Five Points
- Five Points
- Five Points, Palladium, South Main
- From Eastchester south
- Green st /Brentwood and Centennial
- Green St. - Most of the Greenway after HPU - University / Green area - South Main after downtown.
- greenway
- In and around downtown
- Kivett and English
- Kivett Drive area
- lower income areas

- Main st
- Main St from Krispy Kreme towards Archdale
- Main street
- Main street Police have no presence with youth riding motorcycles and four wheelers They make no effort to curb this
- Martin Luther King at night
- MLK Dr
- MLK Drive, what I call sleazy motels.
- MLK/Brentwood Area
- Mostly outside and south of downtown
- my neighborhood, stores
- Near library, South Main, East Lexington, Elm near the hospital, the train depot, West Lexington (walking or driving)to name a few
- Near the marina/golf course/campground at night; the core city, south main st area
- Neighborhoods and shopping areas without ample street lighting. Small, tight parking lots.
- North and South Main St Walmart
- North Main area south main area Walmart teeter shopping center
- North main Street
- Palladium area
- Palladium area
- Parking lot of N. Main Walmart, dollar tree on Eastchester, piedmont Greenway and parking lots of greenway, avoid south main street
- parking, courthouse area, big box stores
- parks
- Parks and recreational areas. Environmental Center a Hispanic was following me. I was scared. Recreational trails. I feel very safe at City Lake Park, so I go there mostly.
- retail areas and downtown
- Retail store parking lots and gas stations on Main Street.
- Retail stores
- S. Main
- S. Main St., Green St., Kearns St.
- S. University Drive area.
- S.E. High Point, core of the city.
- Shopping alone especially at night
- Shopping areas
- Some parts of south main st, and crime ridden neighborhoods, Brentwood, MLK Blvd. and surrounding neighborhoods, and Walmart on Wendover Ave.
- south central main
- South east high point
- South end of High Point.
- South High Point
- South High Point
- South High Point
- South Main
- South Main
- South Main

- South Main
- South Main
- South Main and Brentwood
- South main and Brentwood street are
- South main retail areas, large retail parking lots
- South main st, Brentwood, bus 85 areas; west anywhere along Westchester, north main around Walmart, many areas of downtown and east along university, mlk, kivett, toward bus 85
- South Main St., retail stores at night.
- South Main Street
- South Main Street
- South Main Street
- South Main Street
- South Main Street below Fairfield after dark.
- south Main Street downtown
- South Main Street near Walmart
- South Main Street, area immediately south of HPU on Univ Ave, Five Points (Lex, Montlieu, Deep River)
- South main Street. South West high point
- South main to Brentwood; MLK to Bus 85
- South Main, Archdale, Lexington Ave
- South Main, East side, Oakview/Walmart
- South Main, Fairfield Road, Archdale (I know, not High Point)
- South main..kivett Dr. Centennial Dr.
- South Main/GTCC-High Point area
- South of a high Street & east & west of the same area
- South of downtown
- South of English/Kivett from Business 29/I-85 extending to Davidson Co Line
- South of Lexington ave
- South side around main st
- South side of High Point.
- South side of town
- South side of town
- South side of town
- South side of town
- South side of town
- South side of town
- South side of town
- Southern and eastern part of the city
- Southside has long suffered in this regard.
- southside, near Elm Street area
- Southwest and neighborhoods surrounding downtown
- stores on N Main, Westchester Food Retail. S Main, E Green Dr
- Streets around HPU.
- The city planner needs to be fired. She has wealthy neighborhoods one block from indigents, hence the increased crime rate in the wealthy neighborhoods.
- The East Lexington area /Five Points and the East Green Street Area

- The greenway
- The Greenway and certain neighborhoods
- The High Point Trail needs bicycle patrol officers. It needs more emergency call boxes too.
- Unknown neighborhoods I may venture into
- Uptown. South Main Street.
- Walking where there are no sidewalks.
- Walmart and South High Point
- Walmart in the evening
- Walmart on N Main, HPU
- Walmart parking lots
- Walmart, Food Lion Lexington Ave
- Walmart and malls.
- Walmart, south Main Street
- Ward St. English Rd. Washington St.
- Warehouse areas with abandoned buildings/vacant buildings
- Washington Dr area, area between MLK, Green, Brentwood, and Park
- Washington Street area
- Washington Street area
- Well oddly, recent postings in local parks regarding car break ins were a bit disheartening
- West End, South Elm
- West side
- Where the college students congregate. Out of Towners cause too many issues.

Q7b. If there are areas of town where you do not feel safe, why do you not feel safe there?

- # of violent crimes
- Abundance of crime on the south end of High Point
- Afraid of being mugged
- Apparent drug addicts hang out on South Main.
- Area is run down
- As a woman in this society, I don't feel very safe in most places.
- As above
- Bad part of town!!
- Because my showroom is repeatedly vandalized and broken into. There's a very large number of homeless people in downtown area.
- Beggars. Homeless
- Cannot give the answer without giving a racist attitude, which I am not.
- City Council Members are totally out of touch with everyone, they only care about HP University and Furniture Market, average citizens concerns are forgotten. You only see these people when its election time.
- College students being drugs and prostitution
- Concentration of crimes in these areas, visible drug users, homeless hanging out businesses in parking lots and nearby woods and inside many stores. Refuse to go to most stores in these areas of HP
- convenience stores after dark
- Courthouse area
- Crime
- Crime
- Crime
- Crime
- Crime
- Crime
- Crime
- Crime, break ins and beggars.
- crime, drugs
- crime, drugs
- crime, violence
- dark areas, poor parking
- Dark, people on street late at night
- Deteriorating and abandoned, darkened structures and streets
- Drug activity
- Drug activity, gangs, and street people.
- drug and gang activity is heavy
- Drug deals and other illegal activity at the gas station across from the Silver Ridge Apartments.
- drugs
- drugs and gangs

- Drugs and prostitution.
- Drugs and violence
- Drugs, crime, gangs
- Drugs, homeless, it looks run down
- drugs, homeless, theft
- Drugs, rundown, homeless people
- drugs, street people, and dirty
- due to lighting and people begging on the street
- Due to the way people act, can't trust people
- Excessive speeders, guns, drugs, violence
- Fear of guns drugs violence
- feel trapped
- Folks parked in areas that are dark.
- Frequency of shootings in those areas, drug trade, vagrants aggressively panhandling, people who are drunk or high wandering the streets.
- Frequent larceny, Frequently approached by people asking for money or acting suspiciously, the amount of crime that occurred on south main sheetz prior to its closing
- Gang activity
- Gang activity
- Gang related shooting
- Grungy area, no trees/greenery.
- Gun violence
- Gunshots at night. People walking the streets
- Gunshots, dangerous driving, nighttime activity
- Gunshots, drug dealing, violent incidents, etc.
- Haleys Way, Gordon Road, Green Road Walmart in High Point, and many more. There are no walk ways around lakes here, disgusting! This is the sorriest place I have ever lived. Also when my son sent me money for my birthday, I had to go through extensive means of identification where High Point, even in Florida has such a bad reputation for crooks!
- High crime and drug areas.
- High crime and drugs.
- High crime area
- High crime reports
- High number of poor people with lack of social etiquette
- History of crime
- Homeless and street addicts, too many run down properties, lack of police presence, little to no enforcement of traffic rules and regards for pedestrian safety.
- homeless people and beggars at the stoplight
- homeless people, panhandling
- Housing area between HP Central and English St high crime area
- I don't feel comfortable in those areas so I avoid them as much as possible.
- I feel that I could be attacked on the trails. I was followed once so I walked fast and tried to find the fastest route back to the main building and parking area.

- I run into hostile vagrants too often. And my showroom on Main Street was broken into, vandalized and robbed just last week
- I've witnessed robberies and fights in both locations
- If I were to break down driving through those areas I wouldn't be close enough to anything to get help, there's usually a lot of gang graffiti, which even if old doesn't make me feel safe to walk around looking for help.
- Incidents of Crime and drugs
- It's dark, homeless people, nothing to do if the Rockers aren't playing.
- it's shady, characters roaming the streets, minimal lighting,
- Kivett Dr and centennial along Washington St
- Lack of development, blight and homeless
- Lack of street lights
- Lack of visible law enforcement, homeless
- Large homeless population.
- Large numbers of predatory, often hostile or aggressive panhandlers. I have been accosted twice in the past, and usually have a sense of "high alert" in these circumstances.
- lighting and surroundings
- Lightning, marking of trails, no emergency personnel trained to handle greenway emcee cues
- Little police presence, high drug use and prostitution
- Little to no police presence
- Looks like a scene from a disaster movie
- Lots of drugs and crazy people
- Lots of rough people milling about, beggars everywhere, I get the feeling that a robbery is imminent
- Low class acting people, basically Greensboro
- Low police presence, high homeless/low income area/high crime/shootings.
- Mainly after dark due to perception of high crime. Homeless and addicts soliciting.
- More crime
- More lighting, easy access to exit parking areas.
- Most neighborhoods that aren't upper class. So many shootings
- Need more police presence.
- News media reports of crime in those areas.
- No one there it's empty
- No police presence
- No police visibility
- no police, trash.
- no respect from human life
- north main street
- Not a lot of police seen just riding though the area.
- Not a lot of visible police presence. Lots of news about crime / shootings, and not a lot of communication from city leaders on crime.
- not much activity downtown
- not well lighted, homeless people, no police

- Downtown, around ball field, Ziggy's
- Old buildings, lots of people walking.
- panhandlers
- Panhandlers, homeless, drugs, blight.
- Parts of prospect
- Past incidents, poor lightning at midnight
- Pedestrians in traffic lanes, parking in bike lanes, cars not stopping to enter E Green from Meredith. Cars using center turn lane for passing.
- People always approaching car wanting money. Even in some of the stores.
- People asking for handouts—often seem like they may be in drugs or otherwise unpredictable.
- People canvassing the parking lot asking for money.
- People do not follow laws.
- People hanging around outside stores.
- People in cars doing nothing but watching people
- People making threatening gestures, people demanding rides
- People speed and drive crazy.
- People that make uncomfortable. Homeless people approaching
- People walking near cars at stop lights, shootings.
- Perceived dangerous activities
- Police "can't do anything" because it's covered by the rangers whom we can't contact. And the core city because of high crime history
- police are programmed to target certain vehicles. ie DWB
- Poor light and lack of visible police presence
- Posted warnings about unsafe events
- Poverty and drugs.
- Previous history of robberies or other crimes
- Reoccurring gunfire
- Reports of crime in the area
- Reports of crimes. When they shut down S. Main Sheetz it felt like they were giving up.
- Run down buildings & roads and poor street lighting
- Seems to be a lot of crime in the area
- Shifty people, too many homeless people standing around asking for money, crime ridden areas
- Shooting at Wal-Mart
- Shooting, drug dealing
- shootings
- Shootings in this area.
- Shootings people missing strange people hanging around
- Shootings, assaults and theft.
- Shootings. Drugs. Prostitution
- Sketchy people walking around in parking lots
- Socio-economic issues, homeless people, pan handlers, mobile drug dealers.
- South main st where the Sheetz used to be
- South Main St.

- suspicious people walking around
- The amount of crime that is reported there
- The areas are not well lit and there's been suspicious people walking around
- The High Point Trail in town, near me and near Lexington and Montlieu Elementary school. Also near the AA Club in High Point. Those of us females who use the Club need the surroundings to be well-lit and good repairs of the streets nearby.
- The lack of police visibility!
- The motorcycles and ATV's traveling in large groups on High Point streets are not addressed by the police. They are breaking traffic laws and the police ignore it. We have not gone into businesses because the group is arriving in mass.
- The people hanging out
- The people I see I'm the early morning hours or late hours. The shootings in Emerywood
- The Walmart on S. Main St.
- There are a lot more homeless people asking for money. I would not walk down there after dark.
- There are areas I don't frequent, so they are unknown to me. I would not feel safe there
- There are drugs and activity on the street.
- There has been numerous mentions of gun fire in that shopping area.
- These areas and Car Wash areas seem to be the heaviest drug dealing areas.
- These areas seem to be where most crimes occur - drugs, weapons, assaults, etc.
- These areas seem to have no priority to city because not in HPU or downtown beautification radar
- Threatened verbally by individuals
- Threatening people seen
- Thugs, homeless
- To many shady people drugs gang violence.
- to many street people
- Too many gangs and no police presence.
- Too many drug dealers, prostitutes etc.
- Too many suspicious people hanging around Sheetz
- Too much broken into buildings and graffiti
- Too much crime happening; whether it's more reporting or what but gang activity seems to be increasing
- too much lowlife around
- too much violence
- Unfamiliar with are. Would not like to be alone there
- Unfamiliar with many of the neighborhoods / condition of the housing
- Unsafe travel, bad road rages, hit and run accidents.
- Violence and drugs
- Violence/drugs.
- Youth with guns, no remorse.



City of High Point

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

Master

File Number: 2023-156

File ID: 2023-156

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 03/29/2023

File Name:

Final Action:

Title: Presentation and consideration of a potential location for the new Center for Active Adults

City Council is requested to consider a potential location for the new Center for Active Adults

Notes:

Sponsors:

Enactment Date:

Attachments: Memo - Center for Active Adults, Presentation - Center for Active Adults

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 2023-156

CITY OF HIGH POINT AGENDA ITEM



Title: Center for Active Adults Presentation

From: Lee Tillery –Parks and Recreation Director

Meeting Date: April 3, 2023

Public Hearing: N/A

Advertising Date: N/A

Advertised By: N/A

Attachments: Presentation

PURPOSE: Council update on potential location for the new Center for Active Adults.

BACKGROUND: Parks and Recreation staff and the Manager’s office have been researching potential locations for the new Senior Center or Center for Active Adults. Our research has focused on City owned properties and our recommendation for a proposed location is included in the presentation.

BUDGET IMPACT: \$12 million dollars was allocated to this project through the 2019 bond referendum.

RECOMMENDATION / ACTION REQUESTED: Council consideration for potential location of the new Center for Active Adults.

HIGH POINT
PARKS AND
RECREATION
DEPARTMENT

**Center for Active
Adults**

Special Meeting

Lee Tillery, Director

Monday, April 3, 2023

HISTORY

- ▶ HP P&R has been providing recreational services for Seniors since the 1960's
- ▶ In recent years, services provided at the Roy B. Culler, Jr. Center located on N. Hamilton Street
- ▶ Property and Building were sold to High Point University/Children's Museum in the spring of 2021
- ▶ City entered a 5 year lease with High Point University in July 2021 for 30,000 square foot temporary space at Oak Hollow Mall for active adult services and programming.

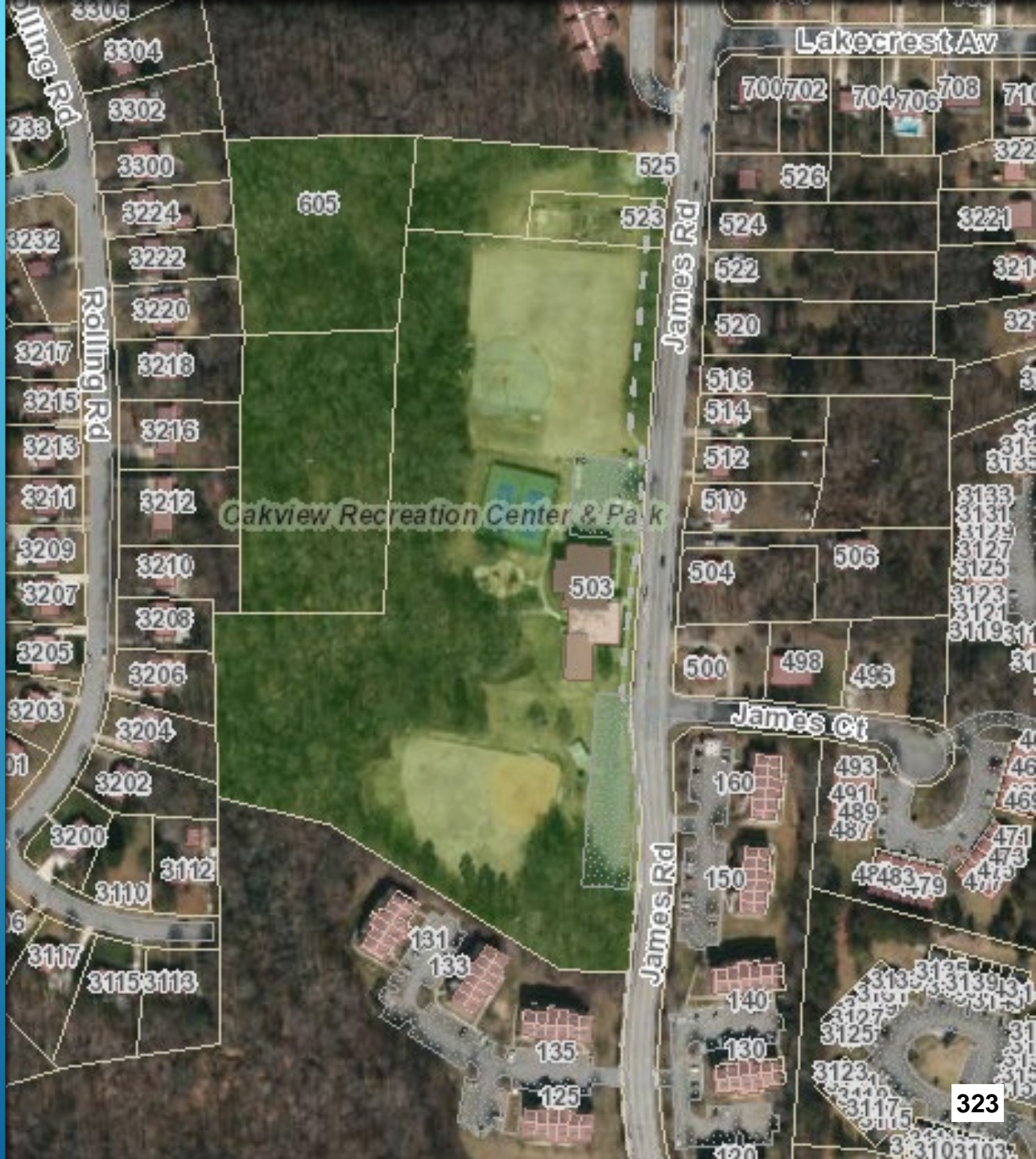
HISTORY

- ▶ 2019 voter approved \$12 million bond referendum for design and construction of a new Center for Active Adults
- ▶ Reviewed renderings for a possible downtown location in August 2021
- ▶ Plan was to complete City Lake Park renovation before moving on with this project

SITE SELECTION & DESIGN PARAMETERS

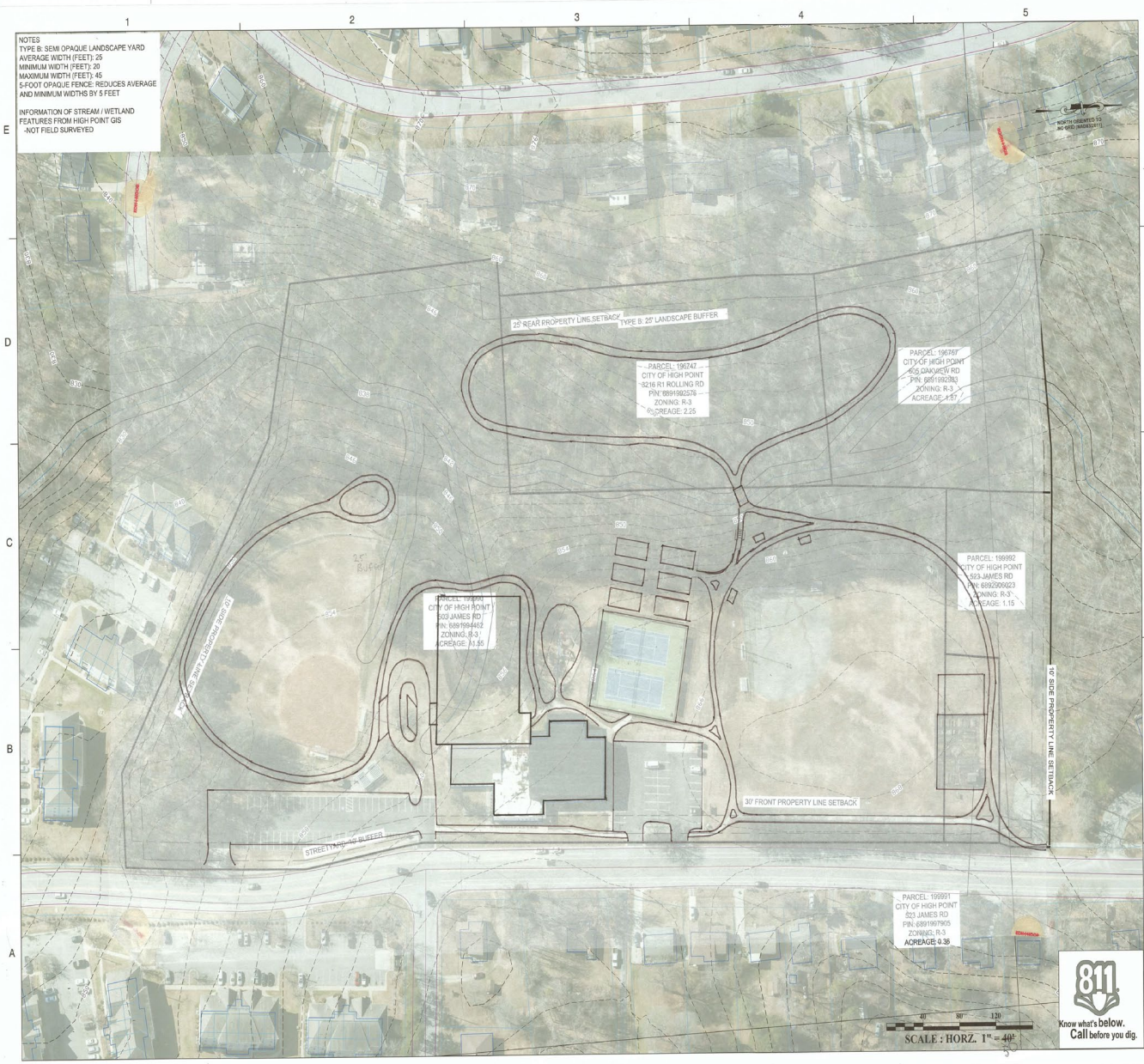
- ▶ Focus on City Owned Properties
- ▶ Overall concept that could include additional acreage for outdoor amenities and increase offerings. A more ACTIVE setting!
- ▶ Walking trails, outdoor fitness equipment, pickleball courts, tennis, etc.
- ▶ Additional acreage assists with infrastructure needs with accessibility, drop off areas, parking, lighting, etc.
- ▶ 25,000 – 30,000 square feet for Center

OAKVIEW RECREATION CENTER



**OAKVIEW
RECREATION
CENTER
503 JAMES
ROAD, HIGH
POINT, NC
27265**

- ▶ 17 City owned acres near the Oakview Recreation Center
- ▶ Relatively flat topography
- ▶ Central Location
- ▶ Opportunities for outdoor amenities and recreational opportunities, along with Oakview campus enhancements
- ▶ Oakview is currently served by the High Point Transit System Route 10



Dewberry

Dewberry Engineers Inc.
 1011 West Center Street, Suite 200
 Charlotte, NC 28202
 Phone: 704.366.8100
 Fax: 704.366.8101
 www.dewberry.com
 PROJECT NO. 08-00000000
 JOB TITLE: E-2002

HIGH POINT SENIOR CENTER
 100% CONSTRUCTION DOCUMENTS
 203 JAMES ROAD
 HIGH POINT, NC 27285

SCALE

NO.	DATE	BY	DESCRIPTION

REVISIONS

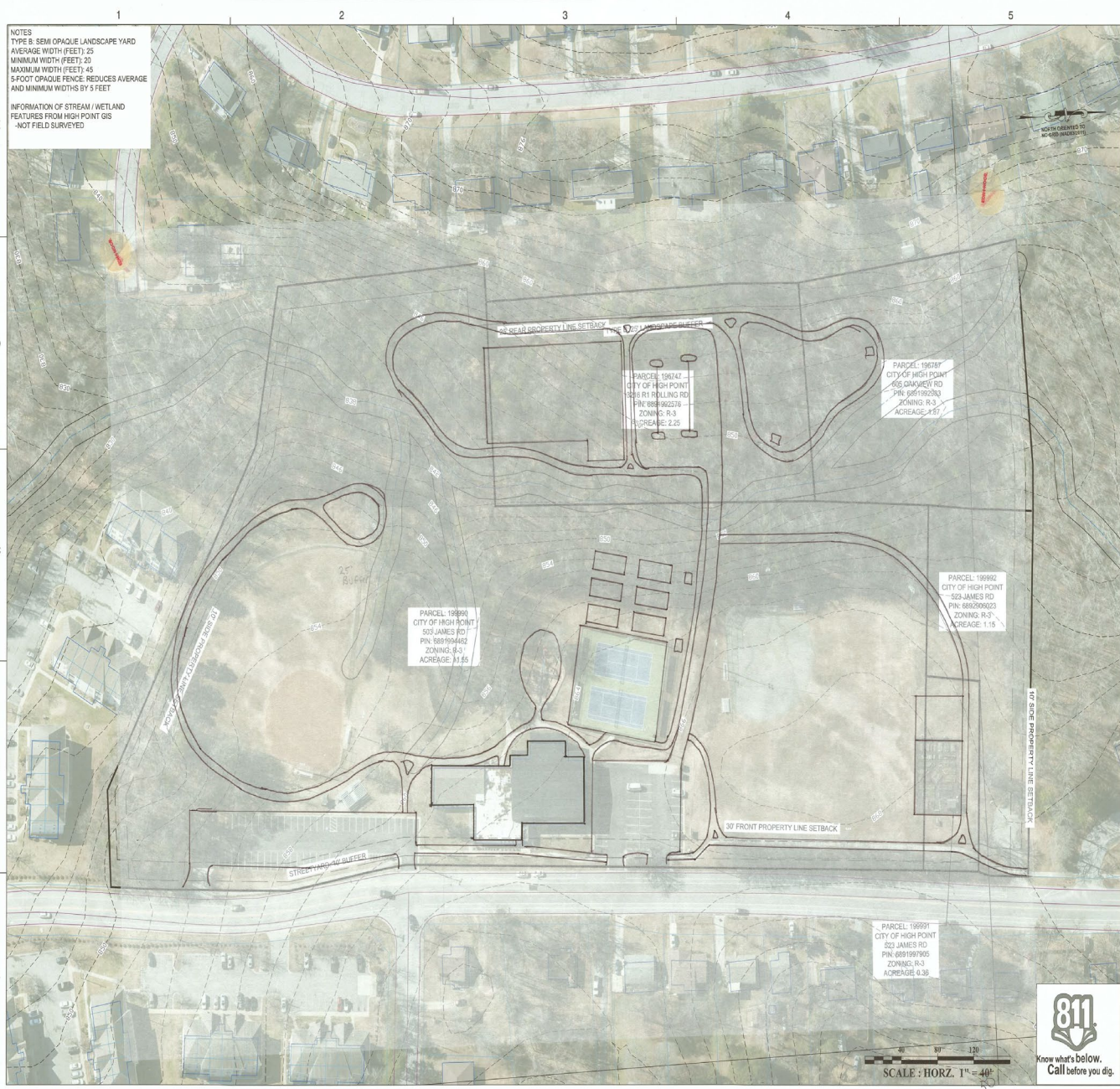
DRAWN BY _____
 APPROVED BY _____
 CHECKED BY _____
 DATE: JUNE 6, 2022
 TITLE _____

PROJECT NO. _____

811
 Know what's below.
 Call before you dig.

CONCEPTUAL SKETCH A

- ▶ New Center is attached to the existing Oakview recreation Center
- ▶ Outdoor Walking trail and Fitness Equipment
- ▶ Pedestrian bridge called for in this setting with trail
- ▶ 9 Pickleball Courts
- ▶ Campus parking Lot Improvements



Dewberry Engineers Inc.
 500 West Center Hwy, Suite 200
 Winston-Salem, NC 27103
 Phone: 703.400.8818
 Fax: 703.400.8897
 www.dewberry.com
 PROJECT: 19-021
 SCALE: 11/2021

**HIGH POINT
 SENIOR CENTER
 100% CONSTRUCTION DOCUMENTS**
 203 JAMES ROAD
 HIGH POINT, NC 27265

SEAL

NO.	DATE	BY	DESCRIPTION

REVISIONS
 DRAWN BY: _____
 APPROVED BY: _____
 CHECKED BY: _____
 DATE: JUNE 8, 2022
 TITLE: _____

PROJECT NO. _____

CONCEPTUAL SKETCH B

- ▶ Concept B
- ▶ 20,000 square feel footprint multi story
- ▶ Campus parking Lot Improvements/Additions
- ▶ Loss of one baseball field
- ▶ 9 Pickleball Courts
- ▶ Outdoor Walking Trail and Fitness Equipment

NEXT STEPS

- ▶ Consensus on site preference
- ▶ Procurement Method - Design Build, Construction Manager At Risk, Design - Bid, etc.
- ▶ Public Meetings/Input
- ▶ Contract Design Team
- ▶ Design estimated 9-12 months; Construction 18-24 months



City of High Point

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

Master

File Number: 2023-157

File ID: 2023-157

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Special Called Meeting

File Created: 03/29/2023

File Name:

Final Action:

Title: Closed Session - Attorney Client Privilege

Council is requested to go into Closed Session Pursuant to N.C. General Statute §143-318.11(a)(3) for Attorney-Client Privilege.

Notes:

Sponsors:

Enactment Date:

Attachments:

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name: sandra.keeney@highpointnc.gov

Effective Date:

Related Files:

History of Legislative File

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Text of Legislative File 2023-157