

CITY OF ROANOKE 2019 CITIZEN SURVEY

Summary of Results

Prepared by:

Issues & Answers Network, Inc.

March 2019

Introduction

- The City of Roanoke contracted with Issues & Answers Network, Inc. (I&A) to conduct its 2019 Citizen Study.
- A survey was designed to measure citizen opinions regarding municipal services and projects and to assess the strategic initiatives of the City of Roanoke government.
- The overall objective of the research was to garner public input that will guide the use of City resources and foster continual improvement in the services provided to citizens.
- Prior studies were conducted by Virginia Tech Center for Survey Research. Data from prior waves have been included in this report for comparison purposes.
- Each series of surveys has included some similar and some new areas of inquiry.
- For the 2019 Roanoke Citizens Study, I&A conducted a mixed-mode data collection effort which included a telephone survey of 442 citizens and online based survey of 62 citizens. A total of 4,500 post cards were mailed to a random selection of households within the City limits. The postcards directed residents to the web site for online data collection. The mail to online option was provided in an effort to reach citizens who may not be reachable by listed landline or enhanced cell phone samples.

Methodology

Sampling and Survey Instrument Design

- All data collection took place between January 17, 2019 and January 25, 2019.
- The same questionnaire was used for both the online and telephone data collection methodologies.

- Mail-to-Web Data Collection
 - Using an addressed based random sample purchased from Scientific Telephone Samples (STS) of Rancho Santa Margarita, CA, a total of 4,500 postcards were mailed to residential addresses in the City of Roanoke.
 - Residents were given until January 23, 2019 to complete the online survey.
 - A total of 65 recipients responded to the post card and 62 completed the online survey. Three were ineligible due to not living in the City of Roanoke.
 - A total of 222 post cards were returned as undeliverable.

Methodology (continued)

Sampling and Survey Instrument Design

- Telephone Data Collection
 - Using both listed landline and Enhanced-Wireless sample from Scientific Telephone Samples (STS,) a total of 442 telephone interviews were conducted.
 - Enhanced-Wireless sample includes cell phone records with billing addresses within the City of Roanoke and is not limited to just area codes associated with the City of Roanoke and surrounding areas.
 - To insure all respondents resided in the City of Roanoke, a screener question verifying residency was also included in the survey.
 - The landline sample was comprised of 8,242 telephone numbers. A total of 250 individual interviews were conducted using the landline sample. The incidence of qualified respondents (those living within the City of Roanoke boundary) was 75%.
 - The cell phone sample was comprised of 10,787 telephone numbers. A total of 192 individual interviews were conducted using cell sample. The incidence of qualified respondents was 35%.
 - The margin of error for the mail to web mode is 12%. The margin of error for the telephone data collection 5%. For combined methodologies, the margin of error is 4%.
 - Margin of error tells how many percentage points the results will differ from the real population value. For example, a 95% confidence interval with a 4% margin of error means the data will be within 4 percentage points of the true population value 95% of the time.

Methodology (continued)

Data Collection Procedures

- All telephone calls and web-based surveys were conducted using our Computer-Assisted Interviewing System.
- The program provides scripted survey questions and answers. Any answers outside of the provided lists or ranges are excluded from selection possibility.
- Minor variations existed between the telephone and online scripts to change wording for interviewer instructions to self-administered survey instructions. All respondents were asked the same questions regardless of methodology.
- Telephone interviewing took place from both our Escanaba, Michigan and Grundy, Virginia call centers.
- Each interviewer participated in a study specific script briefing session prior to interviewing. Interviewer briefings include a review of the questionnaire script, an overview of the methodology, and a reviews of all pronunciations.
- All interviewers were monitored while completing live dialing to insure the scripts were administered verbatim, and answers were recorded accurately.
- A total of 23,802 telephone calls were attempted. Landline dialing was limited to one-half of overall number of completed interviews. Cell phone numbers required multiple attempts in an effort to complete interviews from this sample type.

Methodology (continued)

Data Collection Procedures

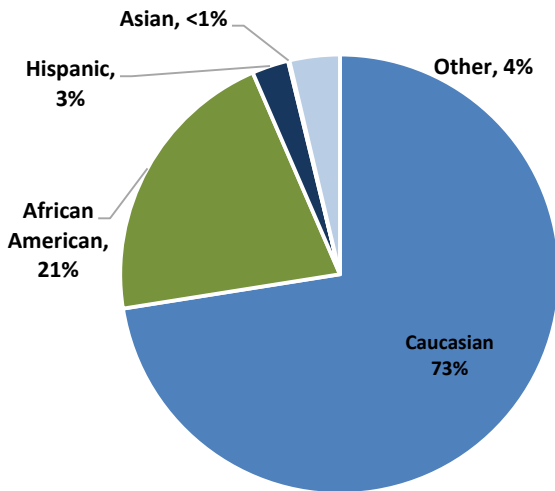
- The following chart details the final calling disposition (or call result) of all telephone records attempted.

	Total	Landline	Cell
Total Initial Sample	19029	8242	10787
Ineligible Sample:	3461	1218	2243
NQ do not live in Roanoke	448	84	364
Language problems	33	17	16
Non-Working (Disconnected phone, Fax Machine, Automated Call Blocking)	2556	894	1662
Non-Residential (Business/Government phone)	111	21	90
(16) Over Quota - Landline Mostly	313	202	111
Eligible Sample:	15568	7024	8544
Completed Interviews	442	250	192
Non-Respondents			
Final disposition of busy, no answer, answering machine, or callback	13468	6078	7390
Refusals	1658	696	962

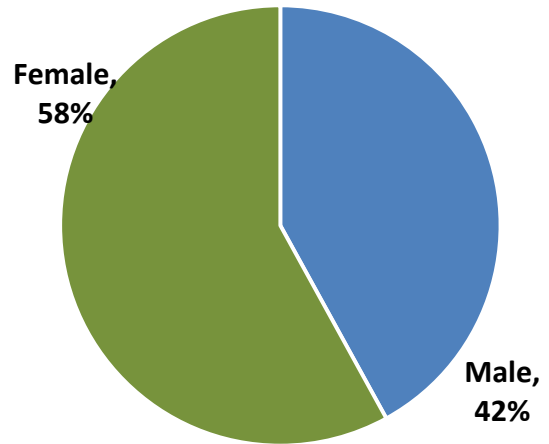
Respondent Demographic Profile

- The majority of respondents were Caucasian (73%) with 21% of respondents reporting they were African-American. The balance of respondents (6%) reported being either Hispanic, Asian or another race. A total of 6% of respondents did not disclose their race; their refused response has been excluded from the total percent reported.
- A total of 58% of respondents were female.

Ethnicity



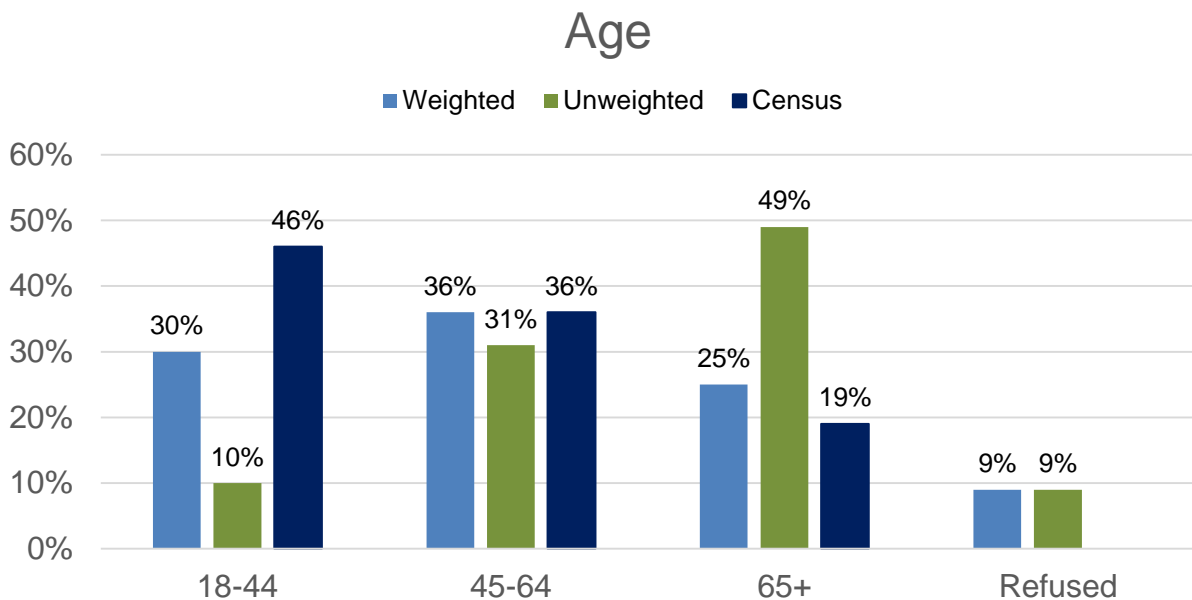
Gender



- Almost all respondents (93%) have a working cell phone and over one-half of all respondents (54%) have a working landline phone.
- Of the 235 respondents who have both a landline and wireless phone, just under one-half (47%) used both equally. A total of 29% of respondents with both types of phone used their wireless phone all or almost all of the time. This equated to 13% of all respondents. When combined with the 44% of respondents that are cell phone only, a total of 57% of respondents are cell phone only or mostly.

Demographics (continued)

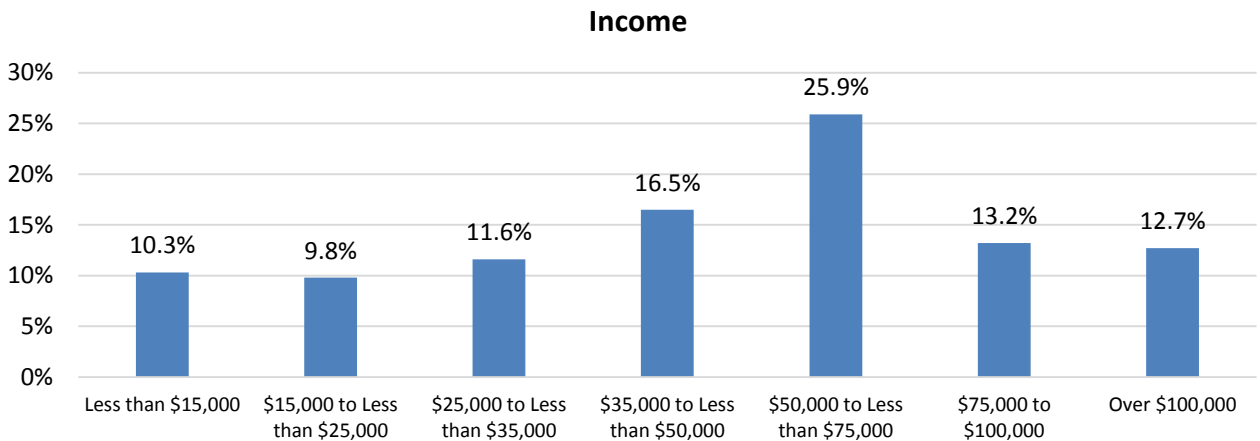
- As one-half of the interviews were conducted via landline sample and more older respondents (65 and better) have landlines (80%), the overall results included a higher percentage of older respondents.
- Data in this report have been weighted to reflect a balanced age distribution.



- Weighting the data is the practice of adjusting data results to either overcome sampling bias or to give more or less significance to factors based on their estimated relevance to the question at hand.
 - For example, due to low response rates from residents ages 18-44, the data in this category was weighted more heavily to reflect the true proportion of this group within the population. This prevents data from becoming skewed due to overrepresentation of one group.

Demographics (continued)

- Household income was reported by over three-quarters of respondents (77%). The following table reflects the income distribution reported and excludes the percentage of respondents not disclosing their household income.
- The 2019 figures are similar to the 2015 data set but a much larger portion (26% in 2019 vs. 15% in 2015) reported income between \$50,000 and \$75,000.
- It is interesting to note that females (42%), people aged 65+ (45%), and African-Americans (43%) are significantly more likely to report an income under \$35,000 compared to males (17%), people aged 18-64 (27%), and Caucasians (28%).

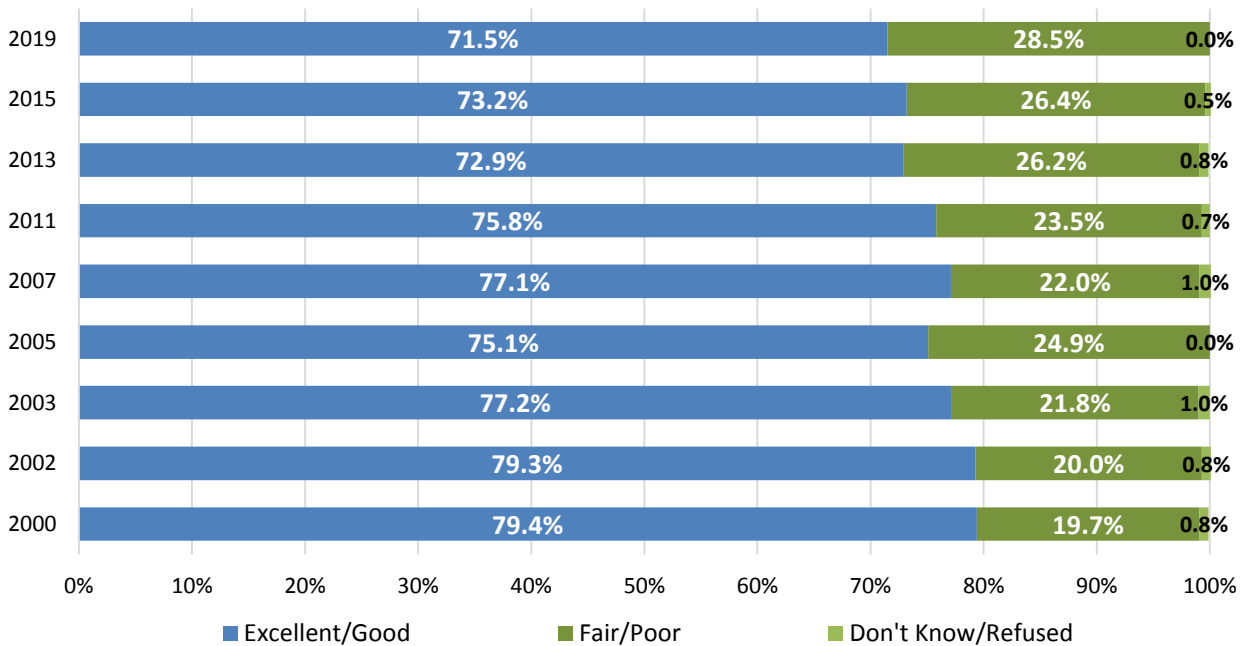


- Only one in eight respondents reported living in the City of Roanoke for ten years or less. Almost two-thirds (65%) of respondents have lived in the City of Roanoke for twenty years or more. Residency tenure is shortest for the younger respondents—35% of those 18 to 44 have lived in the City of Roanoke for less than 10 years.

Quality of Life

- City of Roanoke residents continue to rate quality of life in the City highly.
- Seven in ten residents rated the quality of life in the City as either *Excellent* or *Good*.

Rating of Quality of Life in City of Roanoke



Q2. How would you rate the quality of life in the City of Roanoke? Would you say excellent, good, fair or poor?

- As seen in previous studies, age and income levels show a range in responses; younger and less affluent residents express lower satisfaction levels.
- Compared to those with higher incomes, residents with low household incomes (<\$35K) are statistically more likely to rate their satisfaction with the *Quality of Life in the City of Roanoke* as just *Fair* or *Poor* (40%). Residents with higher incomes rate this same attribute in *Fair* or *Poor* categories less frequently (\$35-50K: 33%; \$50-75K: 20%; \$75K+: 22%.)

Quality of Life (continued)

- The percent of residents who rate the *Quality of Life in the City of Roanoke* as either *Excellent* or *Good* was 72%.
- Differences in the perception of *Quality of Life* existed between age groups as follows:
 - 18-44: 60%
 - 45-64: 74%
 - 65+: 80%
- Perceptions of *Quality of Life* being *Excellent* or *Good* also existed among income groups:
 - <\$35,000: 60%
 - \$35,000 to just under \$50,000: 68%
 - \$50,000 to just under \$75,000: 80%
 - \$75,000 or higher: 78%
- Caucasian residents were more likely (75%) to rate *Quality of Life* as *Excellent* or *Good* compared to African-American residents (58%).
- Male (73%) and female (71%) residents gave similar ratings for *Quality of Life* as *Excellent* or *Good*.

Findings Related to Select Issues

- Residents were asked to rate their agreement level with twelve selected issues in 2019. There were a total of two new strategic issues tested in 2019: *Improved water quality of the Roanoke River and its tributary streams is important to the community*, and *City government does a good job of supporting job growth*.
- The majority of residents agreed that *Improved water quality of the Roanoke River and its tributary streams is important to the community*; a total of 94% of residents rated this issue as strongly or somewhat agree.
- Just under two-thirds of residents (65%) agreed that *City government does a good job of supporting job growth*.
- In 2019, three-quarters of residents agreed that *City government does a good job of providing health and human services to citizens who needs them*. This finding was up 10% from 2015; this is a statistically significant increase.
- Of the ten issues also tested in 2015, a total of three improved compared to the prior rating. The improvement was within the margin of error when comparing the results to 2015.
 - Roanoke's transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic. (83% agreed in 2019; up 3% from 2015.)
 - There is a good mix of housing types and affordability in Roanoke. (75% agreed in 2019; up 3% from 2015.)
 - City government does a good job focusing on the unique needs of youths. (58% agreed in 2019; up 3% from 2015.)
- The chart on the following page details the results to all twelve issues tested in 2019.

Findings Related to Select Issues (continued)

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015	2019
Improved water quality of the Roanoke River and its tributary system is important to the community.	---	---	---	---	---	---	---	---	---	93.7
Roanoke's transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic.	65.0	---	74.1	---	77.6	71.8	79.3	79.4	79.7	83.0
I would recommend living in Roanoke to someone who asks.	---	---	---	---	---	---	---	---	82.2	80.8
Roanoke's neighborhoods are good places to live.	83.2	---	87.4	---	85.3	76.9	85.3	85.5	83.3	80.3
City government does a good job of providing health and human services to citizens who needs them.	71.0	---	72.5	---	70.9	60.5	60.5	66.7	66.3	75.7
There is a good mix of housing types and affordability in Roanoke.	75.4	---	77.0	---	75.9	70.4	75.7	75.6	71.7	75.1
City government does a good job of informing citizens about City services.	74.3	---	66.3	---	65.9	55.0	71.7	70.0	72.0	69.0
The services provided by the City of Roanoke are worth the taxes paid by its citizens.	65.8	75.1	70.2	69.7	67.1	57.4	63.8	66.7	68.5	66.1
City government does a good job of supporting job growth.	---	---	---	---	---	---	---	---	---	64.9
City government does a good job focusing on the unique needs of youths.	56.3	---	56.3	---	49.7	39.9	50.2	53.8	55.2	57.6
City government officials actively involve citizens in the business of government.	63.9	---	65.5	---	60.2	48.7	63.2	62.0	64.3	51.2
Downtown off-street and on-street parking is reasonably available.	---	---	---	---	---	---	58.8	53.3	56.7	47.2

Q3. Now I'm going to ask your opinion about some issues that are important in the City of Roanoke. For each statement please indicate your level of agreement. The first/next statement is: Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement? (Percentages are based on total giving an answer to each attribute; base sizes vary by attribute)

City of Roanoke Services

- In 2019, a total of 83% of residents were satisfied with the overall quality of services that the City of Roanoke government provides given its available resources. The result was down from 87% in 2015.
- Residents were asked to rate the importance and quality of twenty-eight individual City services. Public safety services were rated as the most important overall. Almost all residents rated *Fire protection services, emergency medical services and rescue, the 911 emergency call center and police services* as *very or somewhat important*.
- The top two highest rated important services were also the two highest rated services in terms of satisfaction by residents:
 - Fire Protection: 99% rated as important and 95% rated as satisfied.
 - Emergency Medical Services and Rescue: 99% rated as important and 94% rated as satisfied.
- The following table provides a comparison of residents' scores for the importance of each service and their satisfaction level with each service. Responses of not familiar or don't know were excluded from the percentages shown of the following table.

City of Roanoke Services

2019 City Service Ratings Compared with Importance of Service Ratings

City Service	Importance Rating	Quality Rating
Fire protection services	99.2	94.6
Emergency medical services and rescue	98.8	94.4
The 911 emergency call center	98.5	92.7
Police services	97.9	83.9
Weekly trash collection	97.9	90.4
Street paving, maintenance and repair	97.7	40.4
Removal of snow and ice from City streets	97.2	68.4
The City's sidewalks	96.7	49.2
Transportation planning for traffic	96.3	58.1
Pick-up of large trash items and brush	95.9	73.0
The City's parks and recreation programs and services	94.1	73.8
Recycling	93.5	82.8
Citizens getting information about City services and activities	93.1	58.4
Animal control	92.7	74.5

Continued on Next Page

Q4/5. Now I'm going to ask your opinion about some specific services offered by the City of Roanoke. How important is the service to you as a citizen? Would you say it is very important, somewhat important, somewhat unimportant or not at all important? Q4a/5a. And now, for those same services and using the terms excellent, good, fair and poor, please tell me how you would rate each service as provided by the City of Roanoke.

City of Roanoke Services

2019 City Service Ratings Compared with Importance of Service Ratings

City Service	Importance Rating	Quality Rating
The maintenance of trees along City streets and within parks	92.4	70.0
Mowing and maintenance of city parks	92.4	76.1
The City's parks, trails, greenways, and recreation facilities	91.2	83.5
Storm water improvement projects	90.7	60.2
Public library services and programs	90.5	88.8
Mowing rights of way, street medians and roadsides	90.1	67.6
Efforts of the City to improve the quality of housing in the City	89.6	48.1
The City's efforts to promote environmental awareness to citizens	86.2	54.9
City government support of neighborhood organizations	85.4	57.7
Code enforcement services	85.1	63.1
Valley Metro bus transportation	80.9	70.0
Roanoke's athletic fields	80.8	76.8
The current level of bagged leaf collection service	75.7	65.9
Events offered by the Berglund Center	72.3	65.6

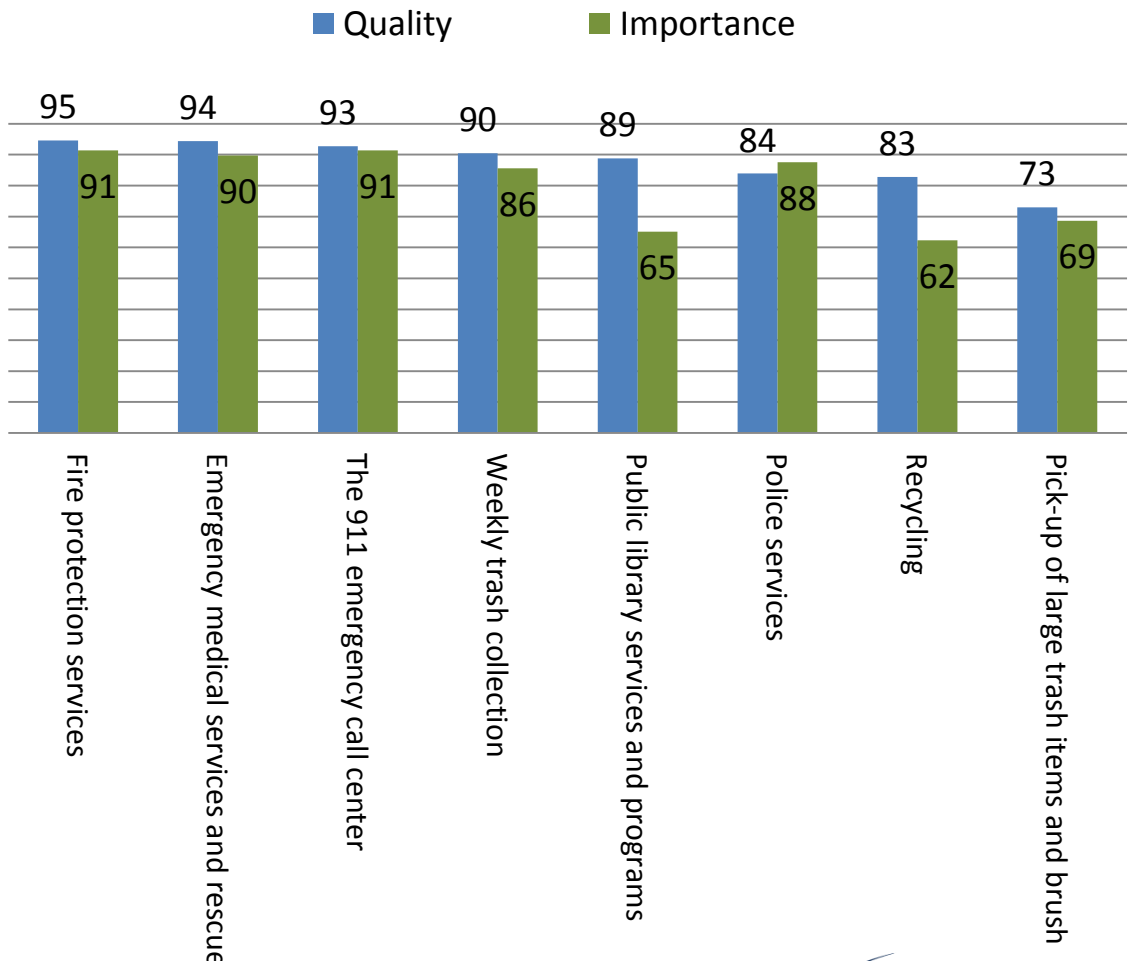
Q4/5. Now I'm going to ask your opinion about some specific services offered by the City of Roanoke. How important is the service to you as a citizen? Would you say it is very important, somewhat important, somewhat unimportant or not at all important?

Q4a/5a. And now, for those same services and using the terms excellent, good, fair and poor, please tell me how you would rate each service as provided by the City of Roanoke.

City of Roanoke Services

- Due to the number of services tested, the following charts show the data broken out by those rating importance and satisfaction as either higher or lower. The average for importance was 62%, and the average for satisfaction was 71%. Importance for these slides was defined as residents who rated the service as “Very Important.” Quality was defined as residents who rated the quality of the service as “Excellent” or “Good.” Scores above the average are shown as higher and those below are shown as lower.
- This chart shows the eight top rated services for both importance to residents as well as high satisfaction. Both scores are above the average score for all services tested.

Services with Higher Satisfaction and Higher Importance

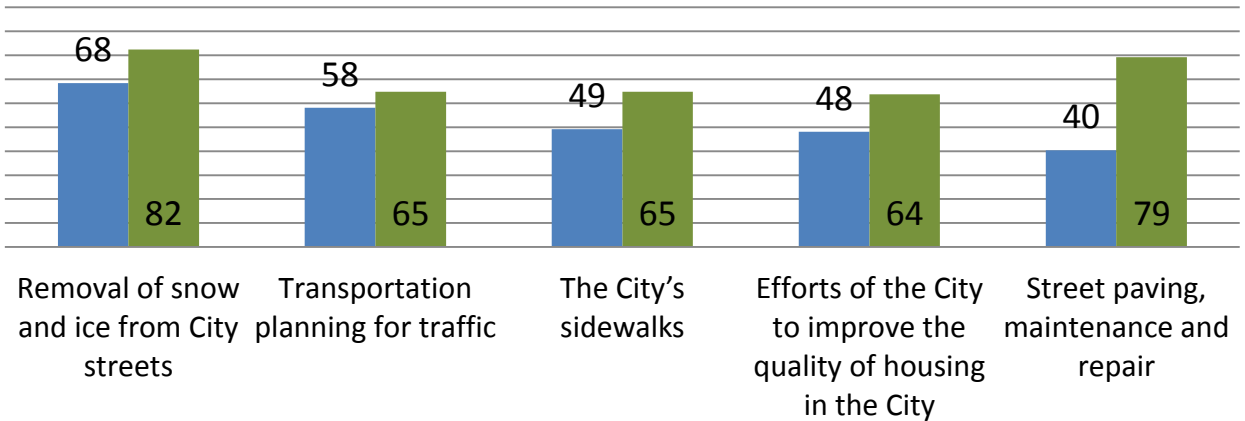


City of Roanoke Services

- The following services were very important to over 62% of respondents but their quality rating for each was below average for all services tested.
- Street paving was very important to almost four of every five residents but only two out of five rated the quality of *street paving, maintenance and repair* as *excellent or good*.

Services with Lower Satisfaction and Higher Importance

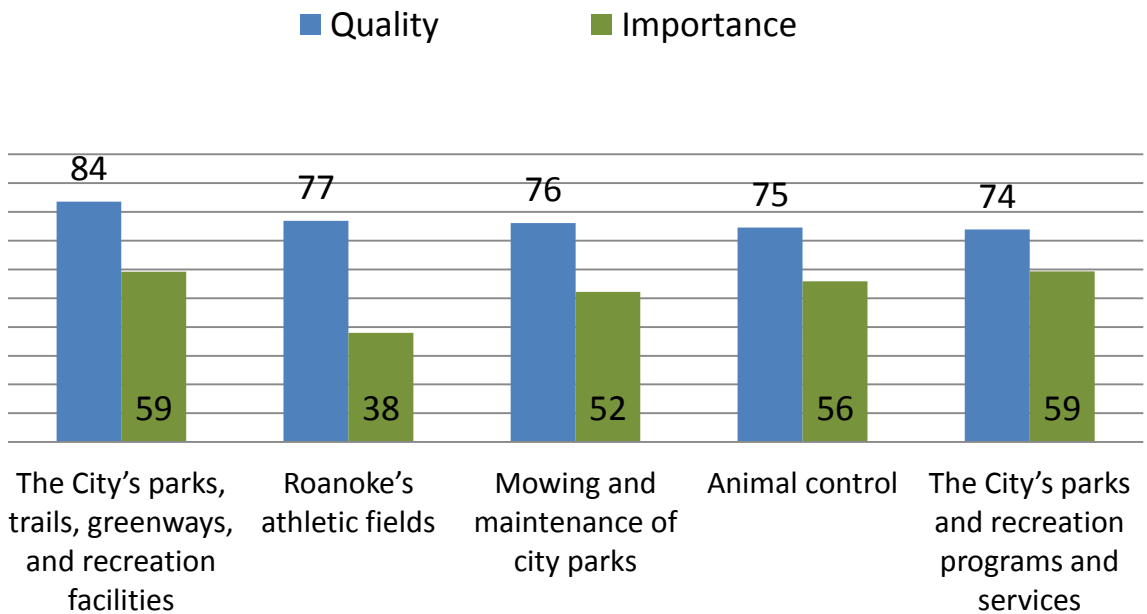
■ Quality ■ Importance



City of Roanoke Services

- Only five services fell into the quadrant for below average very important scores and higher quality ratings.
- Overall, residents rated the City’s Parks, trails, greenways, recreation facilities and athletic fields as having high quality but the very important ratings were below average.

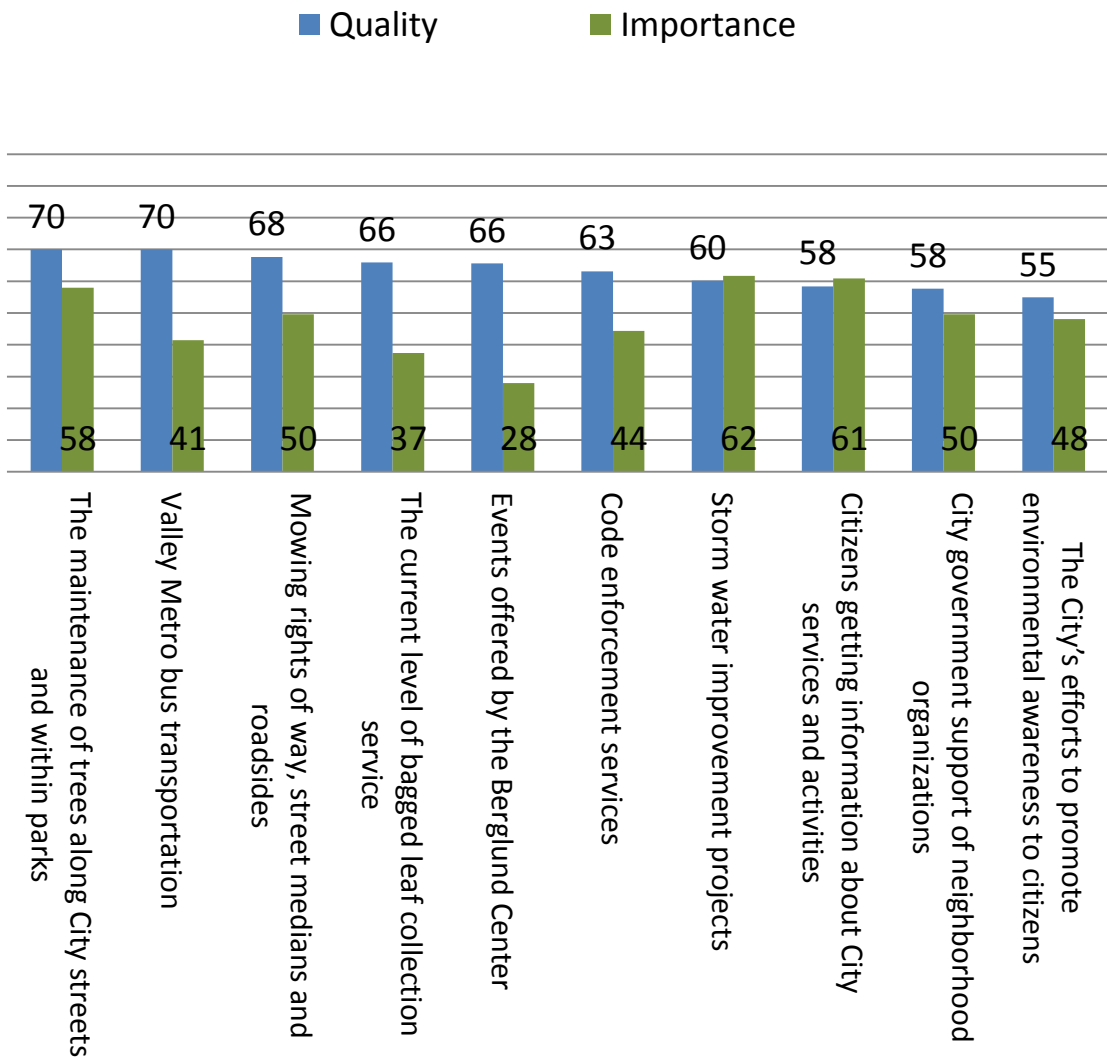
Services with Higher Satisfaction and Lower Importance



City of Roanoke Services

- A total of ten services fell into the bottom quadrant by receiving below average ratings for both importance and quality.

Services with Lower Satisfaction and Lower Importance



City of Roanoke Services

- When comparing the quality of city services to prior year results, two services received higher ratings in 2019:
 - Removal of snow and ice from streets improved 15% from 53% in 2015 to 68% in 2019.
 - Weekly trash collection improved 1% from 89% in 2015 to 90% in 2019. This was not a statistically significant improvement.
- The number of residents rating the following services as either excellent or good decreased by more than five percentage points in 2019 compared to the 2015 score:
 - Events offered by the Berglund Center (13% decrease)
 - The City's efforts to promote environmental awareness to citizens (11%)
 - The City's Sidewalks (8%)
 - City government support of neighborhood organizations (8%)
 - Efforts of the City to improve the quality of housing in the City (6%)
 - Code enforcement services (6%)
 - Mowing and maintenance of city parks (6%)
 - Transportation planning for traffic (5%)
- The following table provides a comparison of residents' scores for quality of each service with prior year data. Responses of not familiar or don't know were excluded from the percentages shown of the following table.

City of Roanoke Services

- The following chart illustrates the data from the current wave in comparison to previous years for the quality of each city service tested.

Service Ratings, Percentage “Excellent” and “Good” Combined 2000-2019

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015	2019
Fire protection services	95.4	93.3	94.8	95.1	92.2	91.6	94.2	91.5	94.7	94.6
Emergency medical services and rescue	93.6	91.9	95.1	93.0	91.7	91.4	93.9	93.2	94.1	94.4
The 911 emergency call center	93.0	87.9	95.6	94.1	91.5	92.5	94.4	93.7	94.2	92.7
Weekly trash collection	87.7	76.4	90.0	84.6	85.9	87.5	85.4	87.7	88.7	90.4
Public library services and programs	87.7	76.4	90.0	84.6	85.9	87.5	85.4	87.7	88.7	88.8
Police services	79.9	75.7	84.1	79.1	80.4	79.1	85.0	83.6	87.8	83.9
The City’s parks, trails, greenways, and recreation facilities	---	---	---	---	---	---	78.1	80.2	85.3	83.5
Recycling	72.3	75.3	85.8	74.2	77.7	74.7	78.1	77.2	83.2	82.8
Roanoke’s athletic fields	---	---	---	---	57.8	58.6	75.9	76.4	76.2	76.8
Mowing and maintenance of city parks	---	---	93.6	81.9	79.3	80.8	72.2	74.5	81.6	76.1
Animal control	72.1	66.4	83.8	67.9	65.3	67.5	73.3	72.5	78.6	74.5
The City’s parks and recreation programs and services	---	---	---	---	---	---	71.6	74.4	77.3	73.8
Pick-up of large trash items and brush	---	---	---	---	---	---	---	---	---	73.0
Valley Metro bus transportation	72.6	77.0	86.8	80.4	79.7	75.3	72.1	71.9	74.2	70.0

Continued on Next Page

City of Roanoke Services

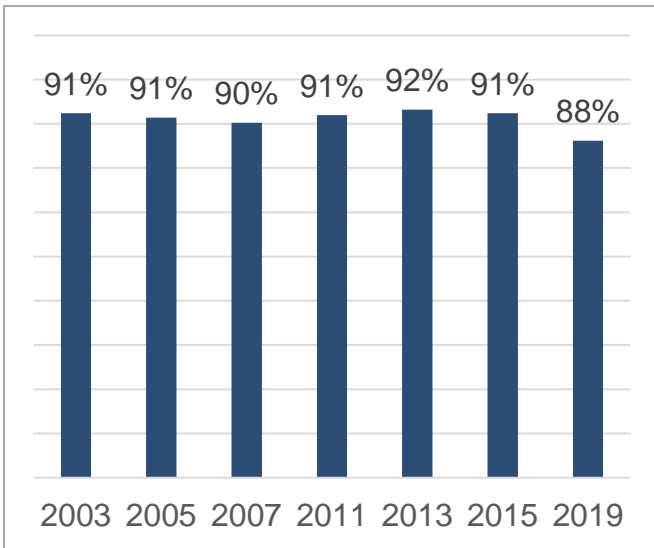
Service Ratings, Percentage “Excellent” and “Good” Combined 2000-2019

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015	2019
The maintenance of trees along City streets and within parks	---	---	---	---	67.2	70.6	63.7	66.3	70.3	70.0
Removal of snow and ice from streets	68.5	63.1	78.4	65.3	66.9	65.8	63.2	71.3	53.3	68.4
Mowing rights of way, street medians and roadsides	---	---	84.9	72.5	66.7	68.5	60.2	60.7	70.5	67.6
The current level of bagged leaf collection service	---	---	---	74.9	71.6	73.7	54.1	65.8	65.9	65.9
Events offered by the Berglund Center	---	---	---	---	---	50.6	74.4	76.8	79.0	65.6
Code enforcement services	---	---	---	54.3	43.8	46.3	65.3	69.9	68.8	63.1
Storm water improvement projects	---	---	---	---	---	---	---	---	---	60.2
Citizens getting information about City services and activities	67.7	65.1	77.5	64.1	56.7	59.3	61.4	57.0	60.9	58.4
Transportation planning for traffic	57.4	56.2	67.9	53.6	48.6	47.2	57.4	58.3	63.4	58.1
City government support of neighborhood organizations	63.9	62.9	80.1	64.3	59.9	55.9	63.9	58.2	65.4	57.7
The City’s efforts to promote environmental awareness to citizens	---	---	---	74.9	71.6	73.7	54.1	65.8	65.9	54.9
The City’s Sidewalks	---	---	---	---	49.3	43.1	58.7	56.0	57.3	49.2
Efforts of the City to improve the quality of housing in the City	---	---	---	52.4	50.0	50.0	55.9	53.3	54.4	48.1
Street paving, maintenance and repair	52.2	51.2	63.8	48.2	40.4	42.7	48.2	47.3	42.1	40.4

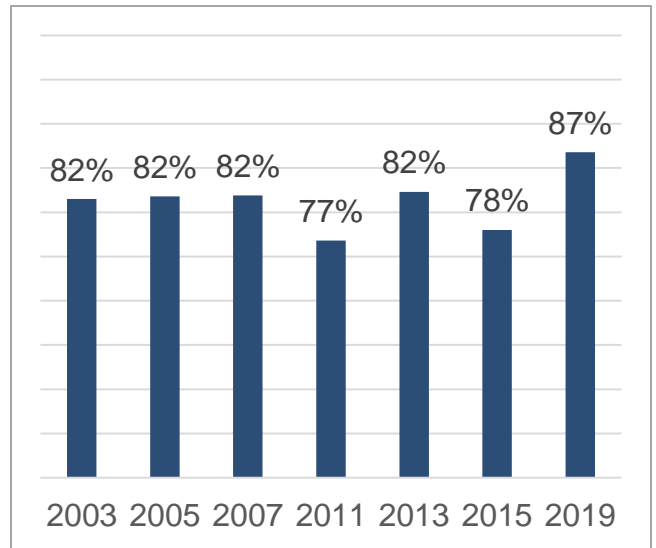
Perceptions of Safety

- Overall residents expressed feeling very or somewhat safe in both their neighborhoods and Downtown

Safety in Neighborhood



Safety Downtown



- The perception of safety downtown received the highest percent tracked—a 9 percentage point increase from 2015.

Perceptions of Safety (continued)

- Almost all African-Americans stated they felt very or somewhat safe in their neighborhoods (98%) compared to only 87% of Caucasians reporting the same score.
- A total of 60 respondents stated they felt very or somewhat unsafe in their neighborhood. The top reasons given for feeling unsafe were:
 - Illegal drugs (26% of 60 residents)
 - Loitering (24%)
 - Crime (21%)
 - Robberies/break-ins (17%)
 - No police presence (14%)
- Almost all African-Americans stated they felt very or somewhat safe downtown (96%) compared to only 84% of Caucasians reporting the same score.
- A total of 61 respondents stated they felt very or somewhat unsafe downtown. The top reasons given for feeling unsafe were:
 - Homelessness (28% of 61 residents)
 - Number of people/crowds (19%)
 - Illegal drug activity (13%)
 - Shootings (12%)
 - No police presence (12%)

City Government Customer Service

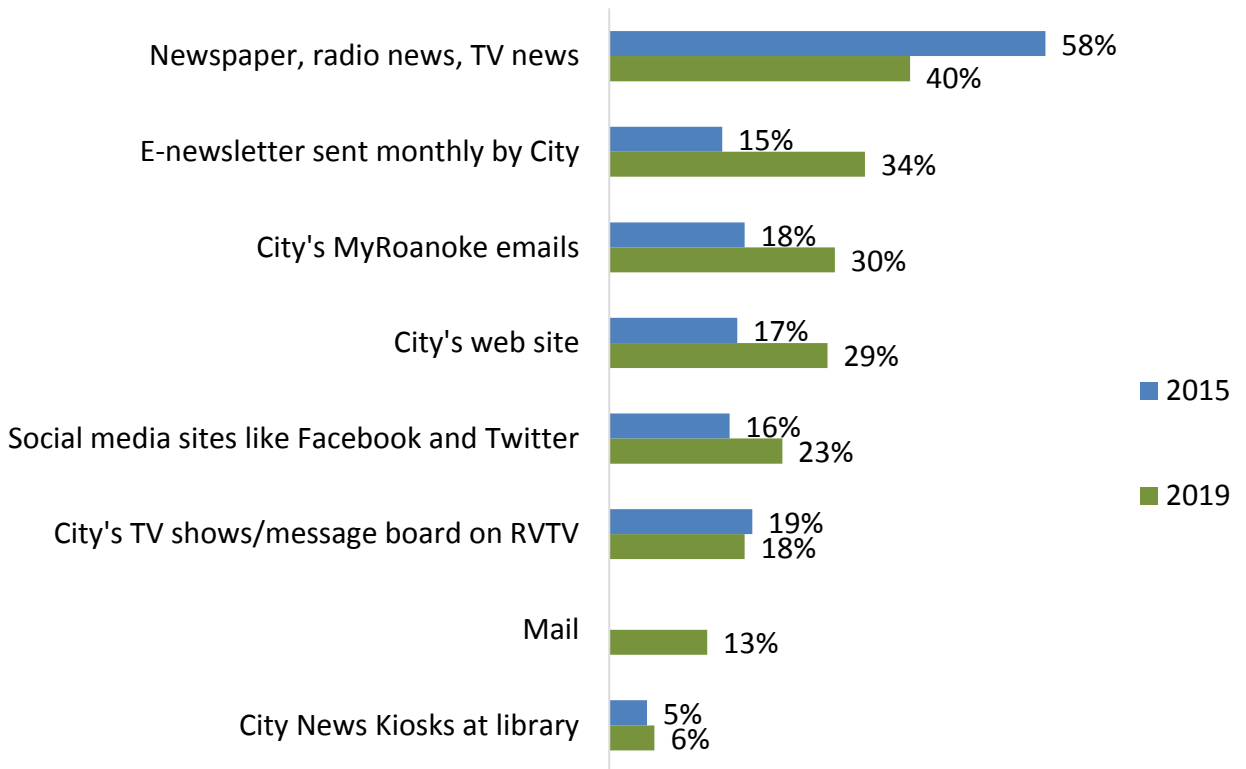
- Residents were asked to rate their agreement level with three statements about customer service in the City. Two of the three customer service items decreased in the number of residents giving a score of strongly or somewhat agree.
- A total of 87% of residents stated agreement with City government employees are generally friendly, courteous, and helpful; this score is unchanged from 2015.
- The ease in contacting the appropriate City government office when needed decreased from 74% agreeing with the statement in 2015 to 70% in 2019.

**Citizen Agreement on Selected Aspects of Customer Service in the City
("Strongly Agree" and "Somewhat Agree")**

Survey Item	2000	2001	2002	2003	2005	2007	2011	2013	2015	2019
City government employees are generally friendly, courteous, and helpful.	86.8	87.9	85.4	86.2	88.9	82.1	85.5	87.1	87.2	86.7
City government employees provide prompt service.	74.4	77.2	77.4	73.3	78.0	67.9	73.3	76.7	75.3	74.3
It is easy to contact the appropriate City government office when you need a particular service or have a question.	72.3	70.9	70.1	68.2	66.7	61.5	70.3	70.3	73.8	69.9

City Government Communication With Citizens

- Local media outlets such as newspapers, radio news and television news continue to be the preferred method residents use to get information from the City of Roanoke.
- Monthly E-newsletters more than doubled as a preferred method of receiving information from the City compared to 2015.
- MyRoanoke emails and the City’s web site also realized large gains over the prior year data.

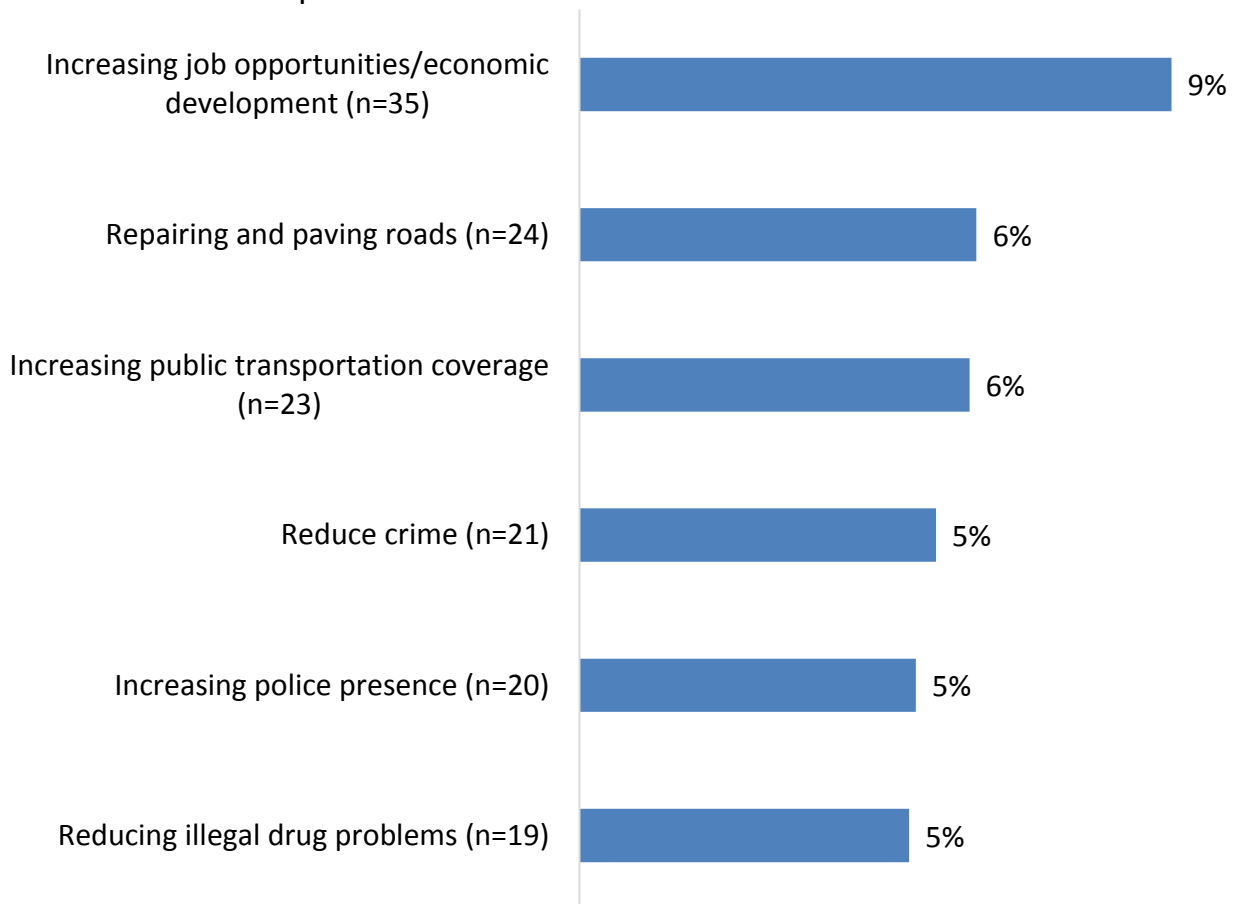


City Government Communication With Citizens

- Only 14% of residents cited a specific topic they would like to see on the City's web site that is currently not available.
- The top mentioned topics that residents would like to see included:
 - Expanded Metro Valley Bus areas and hours (14% of 60 respondents)
 - Activities for children (12%)
 - Leaf pick-up schedule (9%)
 - City Codes (8%)
- Just under one-half of residents would like to receive information from the City on various topics including:
 - Notification of proposed improvement projects (9% of 240 residents)
 - Calendars/schedule of events (9%)
 - The use of tax dollars/transparency (8%)
 - Notification of road work and closures (8%)
 - Public meetings (6%)

Making Roanoke A Better Place to Live

- Residents were asked, *What is the one most important thing the City should do to make Roanoke a better place to live?*
- Four out of five residents were able to provide a specific answer to the questions.
- A total of 20% of residents said there is *“nothing they can name/City is doing well.”*
- The top important things the City can do was increasing job opportunities and economic development.



Q13. What is the one most important thing the City should do to make Roanoke a better place to live?

All other responses were less than 5%.

Base: Total Respondents Answering (n=401)

Conclusions

- Overall, the findings of the 2019 City of Roanoke Citizen Survey indicated that City residents are satisfied with the services provided by the City and the overall quality of life in the City.
- The majority of residents (72%) rated the quality of life in the City as excellent or good.
- Satisfaction with quality of life decreased slightly for African-Americans compared to 2015 (58% vs. 61% in 2015) but was still higher than the result from 2013 (55%.) Residents with lower incomes and those under the age of 44 also expressed lower satisfaction levels with quality of life in the City.
- Improvement was garnered in four of the twelve tested strategic areas compared to the 2015 results. The most significant increase was the 10% increase in agreement that the *City government does a good job of providing health and human services to citizens who need them.*
- In 2015, the lowest rated service area tested was agreement with *City government does a good job focusing on the unique needs of youths.* While still receiving a moderate amount of agreement in 2019, this attribute improved and has shown improvement since its low score in 2007.

Conclusions (continued)

- The two top strategic areas that residents agree with were: *Improved water quality of the Roanoke River and its tributary streams is important to the community*, and *Roanoke's transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic*.
 - The attribute regarding the Roanoke River was a new attribute in 2019 and scored very high (94% agree with the statement.)
 - Roanoke's transportation system has increased its positive rating every year since 2000, with the exception of 2007.
- In general, residents view all of the services tested as important. Eight key services were rated with higher importance and higher resident satisfaction falling into three key categories:
- Public Safety
 - Fire protection
 - Emergency Medical services and rescue
 - The 911 emergency call center
 - Police Services
- Trash Pick-Up
 - Weekly trash collection
 - Pick-up of large trash items and brush
 - Recycling
- Public Library services and programs

Conclusions (continued)

- Services that hold a high importance and moderate (or lower) satisfaction include:
 - Removal of snow and ice from City streets
 - Transportation planning for traffic
 - The City's sidewalks
 - Efforts of the City to improve the quality of housing in the City
 - Street paving, maintenance and repair
- Residents expressed feeling safe in their neighborhoods and Downtown. A total of 87% of residents felt safe in Downtown. This percentage was a 9% improvement over the 2015 score.
- Overall, residents utilizing City customer service were satisfied with those services. Two areas did see a slight decrease from prior year ratings.
- Roanoke residents moved toward new communication channels as methods to receive communication from the City. Traditional media was still the most preferred way to get information but e-newsletters, emails and the City's website usage grew at a rapid rate since 2015.
- Overall the findings indicate that Roanoke residents continued to show high levels of satisfaction with the quality of life and quality of services provided by the City of Roanoke. The survey results show a strong trend analysis on key issues indicating those areas of the most strength and growth and areas that can be examined for future improvement.

Data Storage

- Issues & Answers has provided a copy of the raw data in SPSS format. The SPSS dataset contains all data variables and values fully labeled.
- All reports and project materials including all electronic fields of the survey instrument, report, tabulations, and presentations related to the data are the property of the City of Roanoke. Issues & Answers will retain copies of all project materials for a period of at least one year.
- No information from this survey will be shared by Issues & Answers with anyone other than project team members from the Office of the City of Roanoke Manager without the express written permission of the Roanoke City Manager.