

City of Goldsboro, North Carolina

2025 City of Goldsboro Community Survey

Findings Report

Submitted to the City of Goldsboro, North Carolina by:

ETC Institute
725 W. Frontier Lane,
Olathe, KS 66061

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Executive Summary

2025 City of Goldsboro Community Survey

Executive Summary



Purpose

In October and November of 2025, ETC Institute conducted a community survey on behalf of the City of Goldsboro. The primary goal of the survey was to collect resident feedback on City programs and services. Insights gathered from the survey will help guide efforts to enhance service delivery, address community challenges, and support resource allocation. This is the first community survey administered by the City of Goldsboro as part of ongoing strategic planning efforts.

Methodology

A six-page survey, accompanied by a cover letter and a postage-paid return envelope, was mailed to a randomly selected sample of households in Goldsboro. The cover letter outlined the survey's purpose and encouraged recipients to complete and return it by mail or participate online. To ensure accessibility, residents were also given the option to complete the survey in Spanish or Haitian-Creole, either online or by phone.

At the conclusion of the online survey, respondents were asked to provide their home address. This step was necessary to verify that only individuals from the original random sample were included in the final dataset. ETC Institute cross-referenced these addresses with the sample list to confirm eligibility. Responses without a matching address were separated from the main database to maintain the integrity of the sample. To further boost participation, ETC Institute conducted follow-up outreach to sampled households and promoted the survey through targeted social media advertisements on platforms such as Facebook and Instagram.

The goal of the survey was to obtain at least 400 completed surveys, including a minimum of 65 responses from each council district. This goal was exceeded, with 526 residents completing the survey and at least 79 responses received from each council district. Results for the overall sample of 526 residents are statistically reliable, with a precision of $\pm 4.24\%$ at the 95% confidence level.

Notes on Reporting:

The combination of top two box responses such as "very satisfied" or "satisfied" has been used to represent results for the purpose of this executive summary and throughout this report.

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 Goldsboro with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflect the utilization and awareness of City services, the percentage of "don't know" responses have been provided in the tabular data section of this report.

This report contains:

- An executive summary of the methodology and major findings.
- Charts showing the overall results for most questions on the survey.
- Benchmarking data that show how the results for Goldsboro compared to other communities.
- ETC's Importance-Satisfaction analysis to determine City priorities.
- Open-ended comments from the survey.
- Tables that show the results of the random sample for each question on the survey.
- A copy of the survey instrument.



Overview

Ratings and Perceptions of Goldsboro

Perceptions play a pivotal role in shaping overall satisfaction within a community. How individuals perceive various aspects of their community, including safety, amenities, and services, significantly influences their overall happiness and contentment with where they live. The areas of perception that had the highest ratings in Goldsboro were the overall quality of downtown in Goldsboro (64%), the overall quality of life in Goldsboro (49%), and Goldsboro as a place to live (47%). The lowest rated perceptions were Goldsboro as a place to work (31%), and overall value you receive for your City tax dollars and fees (22%).

Overall Quality of Major Services

The highest levels of satisfaction with major services provided by the City of Goldsboro were the overall quality of fire services (80%), the overall quality of customer service you receive from City employees (55%), and the overall quality of police services (54%). The lowest levels of satisfaction were the overall enforcement of City codes and ordinances (27%), the overall management and planning of growth and development (25%), and the overall maintenance of City streets and sidewalks (21%). Immediately following the overall satisfaction ratings, residents were asked to identify the four most important major services for the City of Goldsboro to emphasize over the next two years. Residents identified the following priorities: (1) overall maintenance of City streets and sidewalks, (2) overall management and planning of growth and development, (3) overall management of traffic, and (4) overall quality of police services.

ETC Institute's Importance–Satisfaction Analysis (**Section 3**) evaluates both the importance and satisfaction ratings for each major service and establishes priority rankings. For major services, the analysis identified two very high priority areas: (1) overall maintenance of City streets and sidewalks and (2) overall management and planning of growth and development. Focusing investments and improvements in these areas will have the greatest impact on resident satisfaction and perceptions of major services in Goldsboro.

Public Safety Perceptions

Residents were asked to rate how safe they feel in various areas of Goldsboro. The highest perceived safety was reported in residents' neighborhoods during the day (74%). Perceived safety declined at night, with only 50% of residents indicating they feel safe in their neighborhood after dark. Overall, just 35% of residents reported feeling "very safe" or "safe" in Goldsboro.

Public Safety Services

Residents expressed the highest levels of satisfaction with fire services related to the Fire Department's response time to emergencies (85%), overall effectiveness of the Goldsboro Fire Department (82%), and visibility in the community (71%). Satisfaction with police services was lower, with the highest ratings given to response time to emergencies (53%), overall effectiveness of the Goldsboro Police Department (53%), and overall competency of agency personnel (50%).

When asked to identify public safety priorities for the next two years, residents indicated the City should place the greatest emphasis on efforts to prevent crime, increased visibility of police in neighborhoods, and the overall effectiveness of the Goldsboro Police Department.

ETC Institute's Importance–Satisfaction Analysis identified three very high priority public safety items: the City's efforts to prevent crime, visibility of police in neighborhoods, and visibility of police in retail areas.

- Only 18% of respondents indicated that they have been a victim of crime in Goldsboro in the last 12 months. 75% indicated that they reported the crime to the police.

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City Maintenance

The highest levels of satisfaction with City maintenance were the maintenance of street signs (43%), mowing and trimming along City streets and other public areas (42%), and the overall cleanliness of City streets and other public areas (32%). The lowest level of satisfaction was with the overall maintenance of City streets (22%).

The City maintenance services that residents indicated should receive the most emphasis over the next two years were the overall maintenance of City streets, the overall appearance of Goldsboro, and the overall cleanliness of City streets and other public areas.

All three of the items that residents indicated should receive the most emphasis by the City over the next two years received very high priority ratings according to ETC's Importance-Satisfaction analysis along with adequacy of street lighting and City efforts to mitigate drainage and flooding.

Parks and Recreation

The highest levels of satisfaction with parks and recreation were City special events (47%), maintenance of City parks (47%), and quality of outdoor athletic fields (44%). The parks and recreation items that residents indicated should receive the most emphasis over the next two years were the number of walking and biking trails, youth programs, and the maintenance of City parks.

ETC Institute's Importance-Satisfaction Analysis identified two very high priority parks and recreation items: the number of walking and biking trails, and the City's youth programs.

- 77% of residents indicated that someone in their household has used or attended a Goldsboro park, recreation facility, or recreation program in the last 12 months.

Communication

Nearly half of residents (49%) reported contacting the City within the past 12 months. Among those residents, the most frequently contacted departments were Public Utilities (38%) and Public Works (33%). Overall, 72% of residents indicated it was "very easy" or "somewhat easy" to reach the appropriate City staff, and 54% rated their overall experience as "excellent" or "good."

The highest levels of satisfaction with communication items were the usefulness for the City's website (40%), your local government's use of social media (38%), and the availability of information about local governmental services and activities (36%). The communication items that residents indicated should receive the most emphasis over the next two years were efforts by local government to keep you informed about local issues, the availability of information about local governmental services and activities, and the level of public involvement in local decision making.

All three of the items that residents indicated should receive the most emphasis by the City over the next two years received very high priority ratings according to ETC's Importance-Satisfaction analysis along with timeliness of information provided by your local government.

- Residents currently get information about the City of Goldsboro from word of mouth from friends and family, City social media, and online search.
- However, residents would prefer to get information about the City from City social media, City website, and regional news, radio, newspaper, and magazines.

2025 City of Goldsboro Community Survey

Executive Summary



Council Priorities

One of the final survey questions asked residents to identify the three Goldsboro City Council priorities they believe should receive the greatest emphasis over the next two years. The top priorities identified by residents were violent crime and gangs (72.8%), unhoused/homelessness (52.3%), and public safety and general fund equipment and capital infrastructure needs (44.7%). Other notable priorities included job creation and economic development (42.0%), affordable housing (32.7%), and community appearance and blight (27.3%). Fewer residents identified WWTP plant expansion and water/sewer infrastructure as a top three priority (13.9%).

Additional Findings

- The transportation items that received the highest satisfaction ratings were ease of travel from home to work (54%), and ease of travel from home to school (52%).
- Over a third (67%) of respondents were satisfied with trash and garbage collection services.
- All the areas assessed under code enforcement received satisfaction ratings below 30%.
- Only 8% of respondents have applied for planning and development permits in the past 12 months.

Summary

Results from the 2025 City of Goldsboro community survey indicate mixed perceptions of the City's quality of life and services. While residents rated the quality of downtown and overall quality of life relatively higher, perceptions related to value for City taxes, Goldsboro as a place to work, and overall safety were notably lower. Satisfaction with major services varied, with fire services receiving the strongest ratings, while maintenance of City streets, growth and development planning, and code enforcement received the lowest ratings.

Across multiple sections of the survey, residents consistently identified infrastructure maintenance, public safety, communication, and growth management as top priorities for the City over the next two years. ETC Institute's Importance–Satisfaction Analysis reinforced these findings, identifying very high priority opportunities related to street maintenance, growth and development, crime prevention, police visibility, City maintenance, parks and recreation amenities, and communication efforts. These findings highlight several areas where focused investments and service improvements may help address resident concerns and improve overall perceptions of the City.

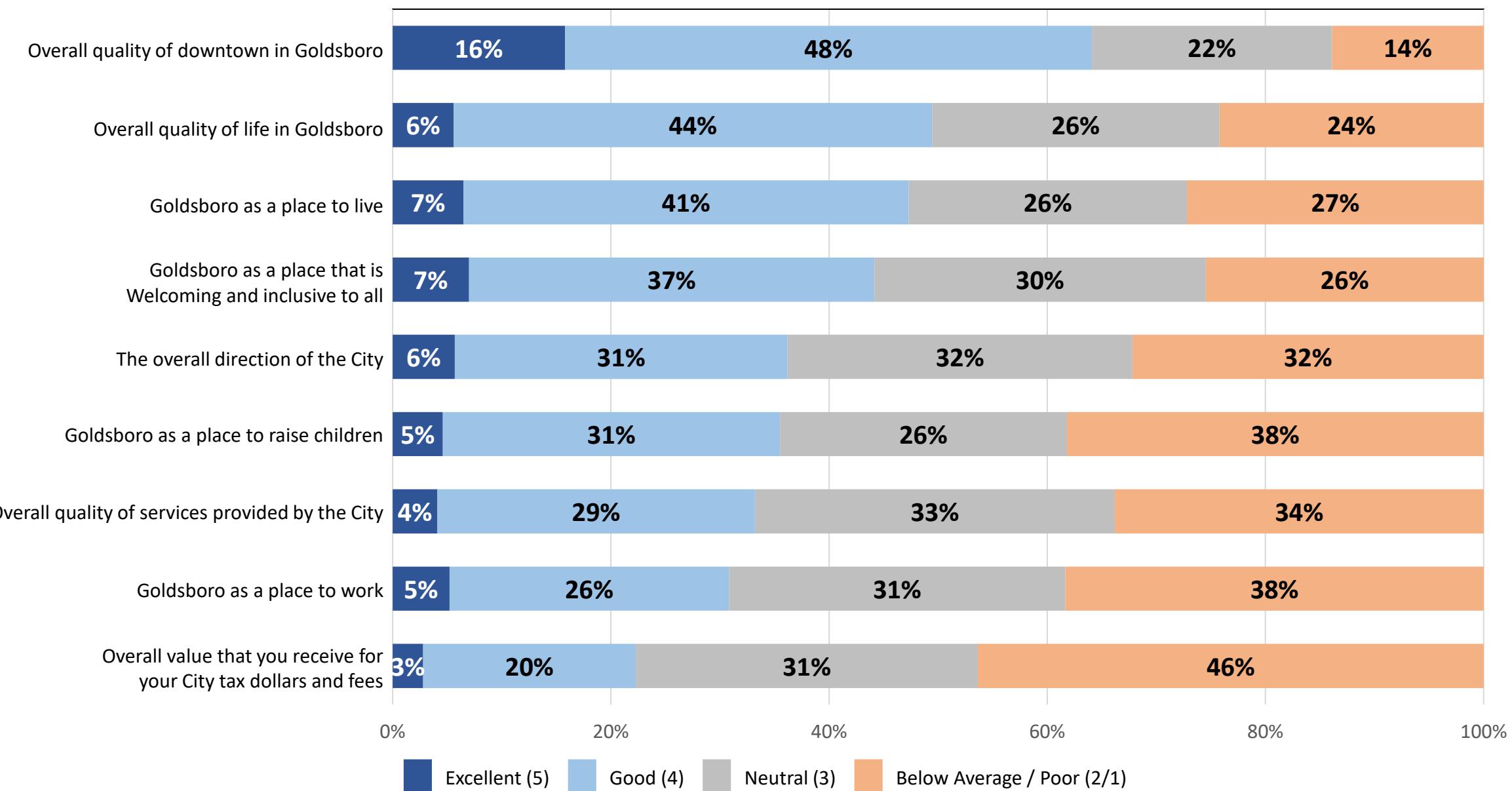
Moving forward, the City of Goldsboro can use the results of the 2025 Community Survey as a resource to inform ongoing discussions, planning efforts, and future investments. The findings provide insight into the services and issues residents consider most important, while also identifying opportunities to build on existing strengths. As the City continues to evaluate priorities and allocate resources, these results can serve as a baseline for tracking progress over time and supporting alignment between City initiatives and resident expectations.

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Charts and Graphs

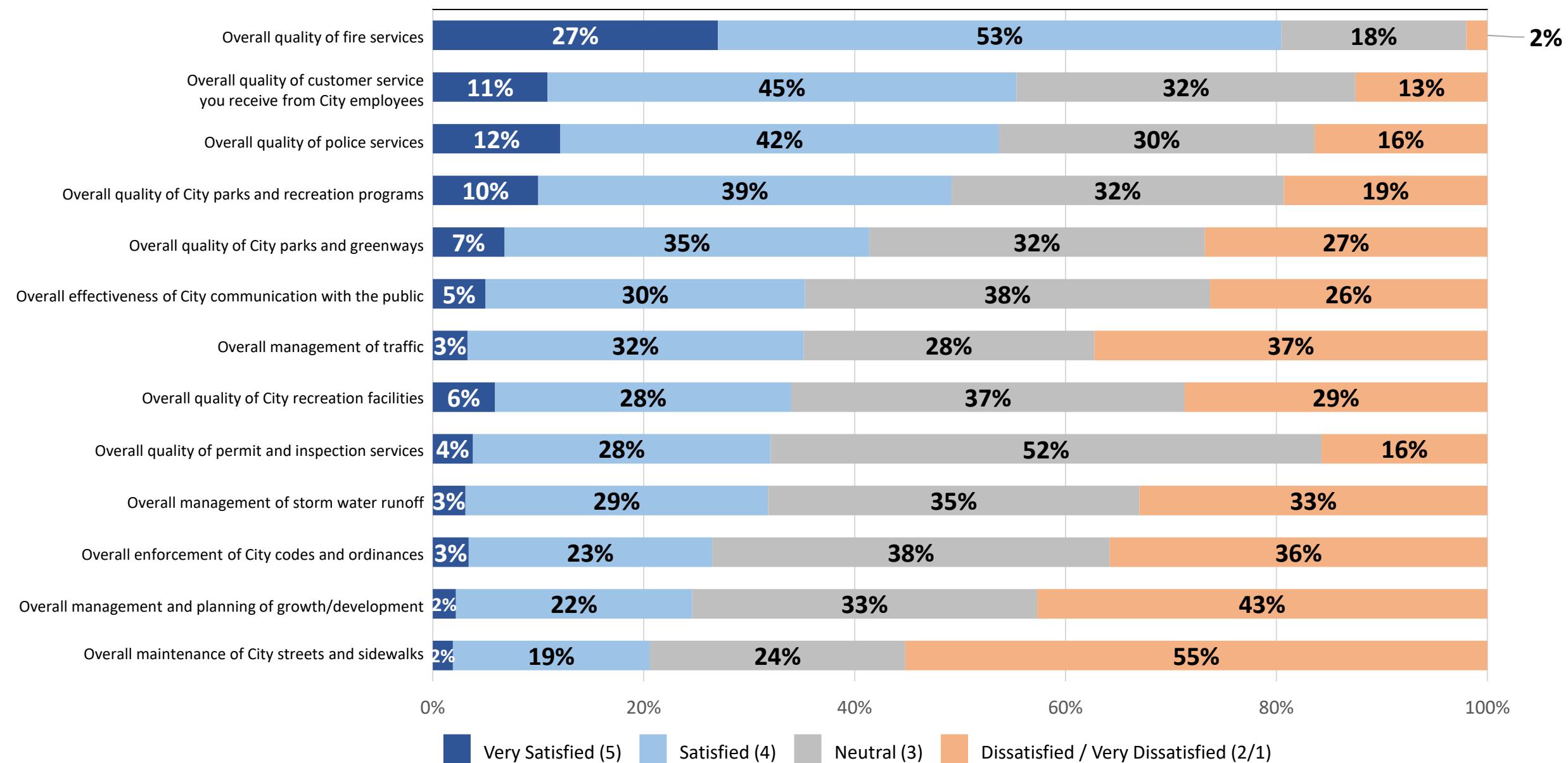
Q1. Quality Of Life

by percentage of respondents (excluding don't know)



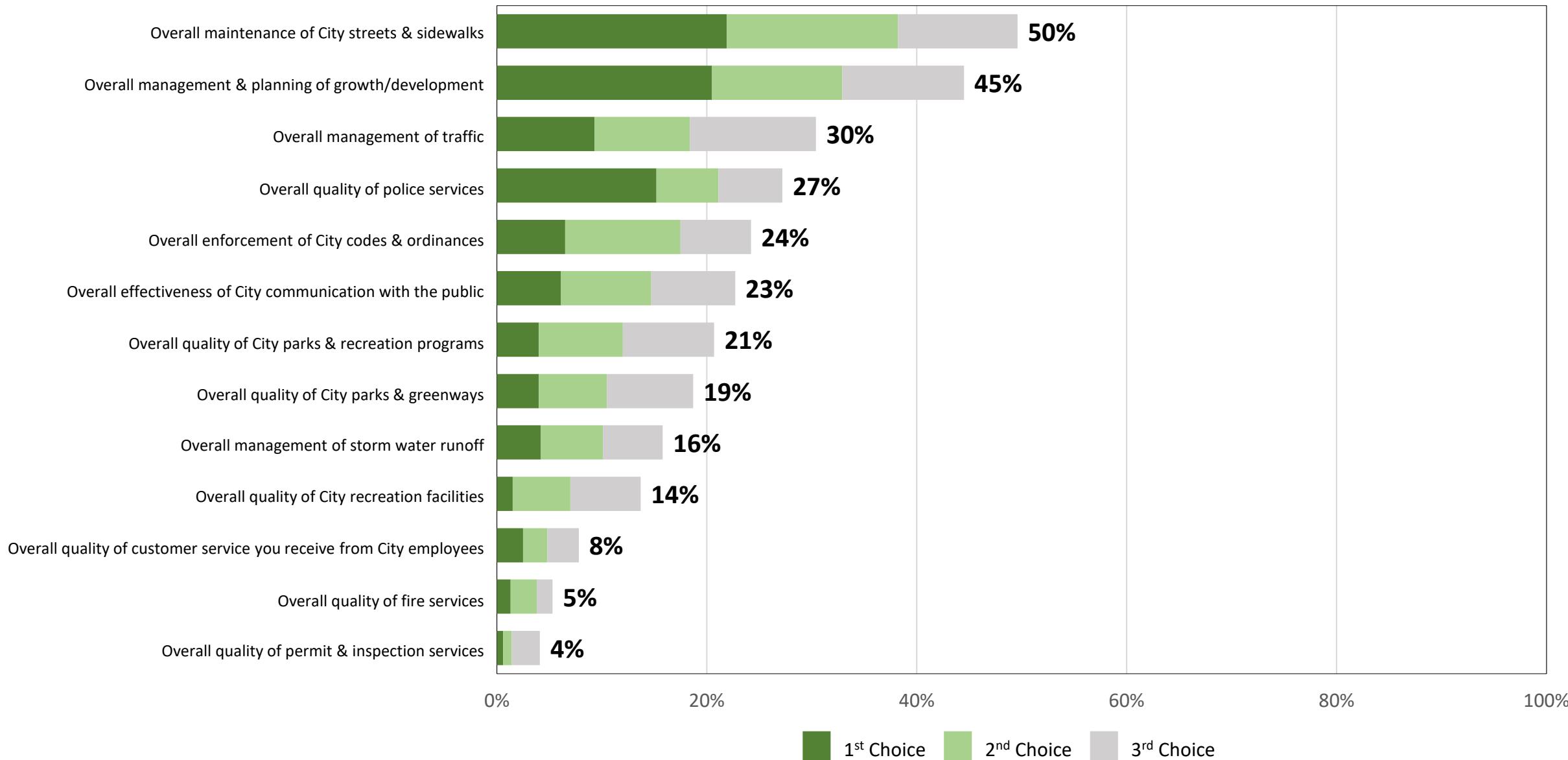
Q2. Satisfaction With Major Services

by percentage of respondents (excluding don't know)



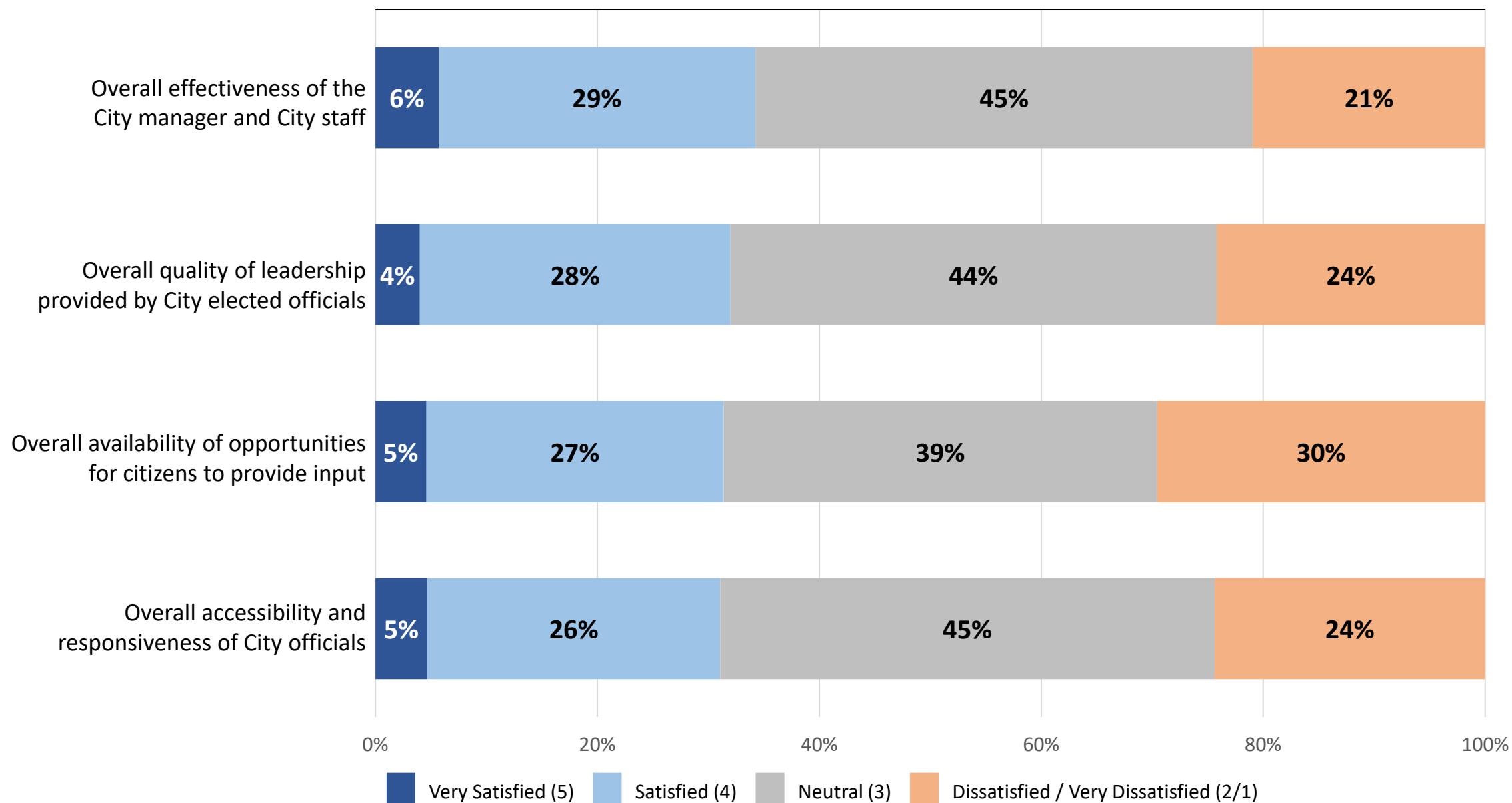
Q3. Major Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



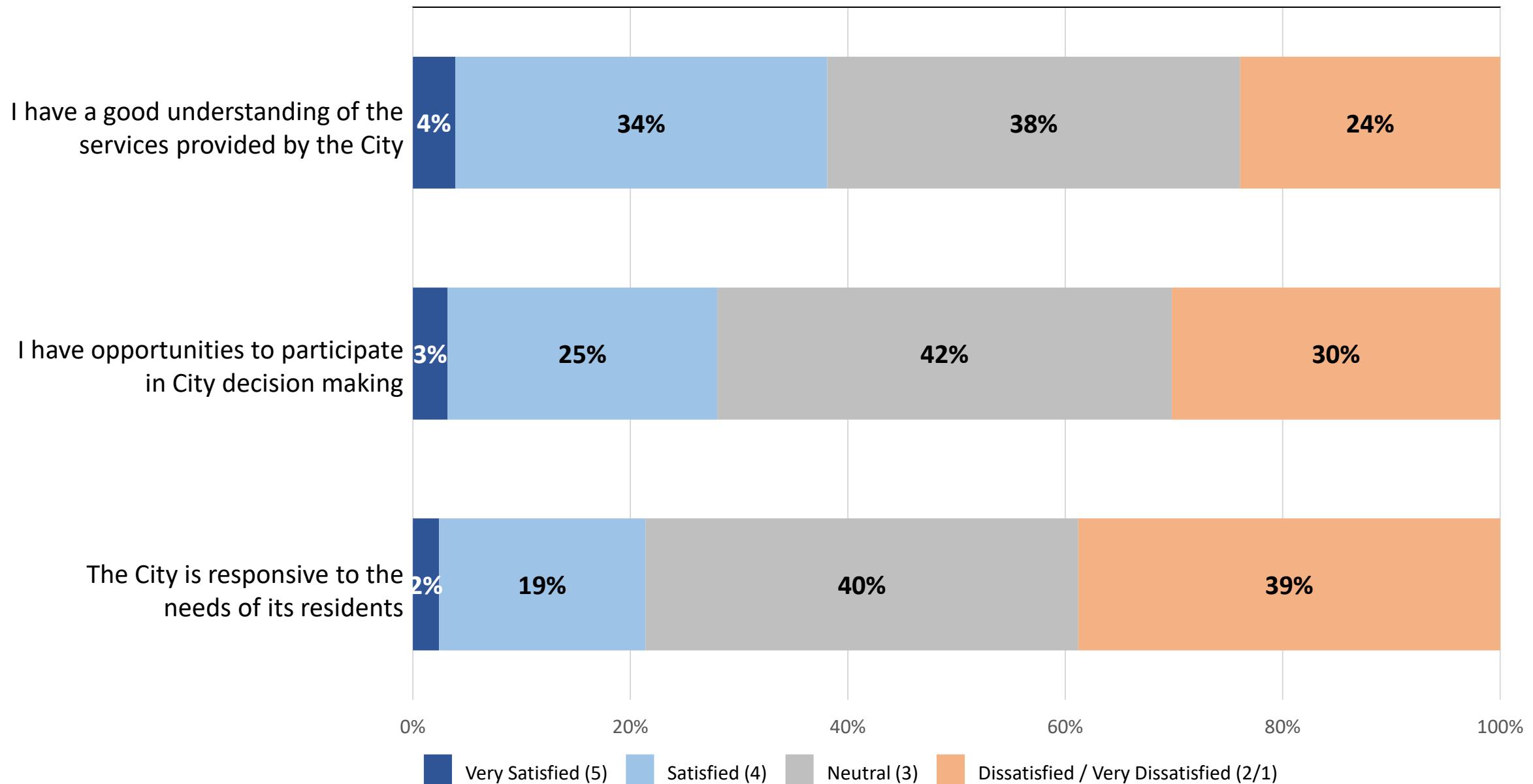
Q4. Satisfaction With City Leadership

by percentage of respondents (excluding don't know)

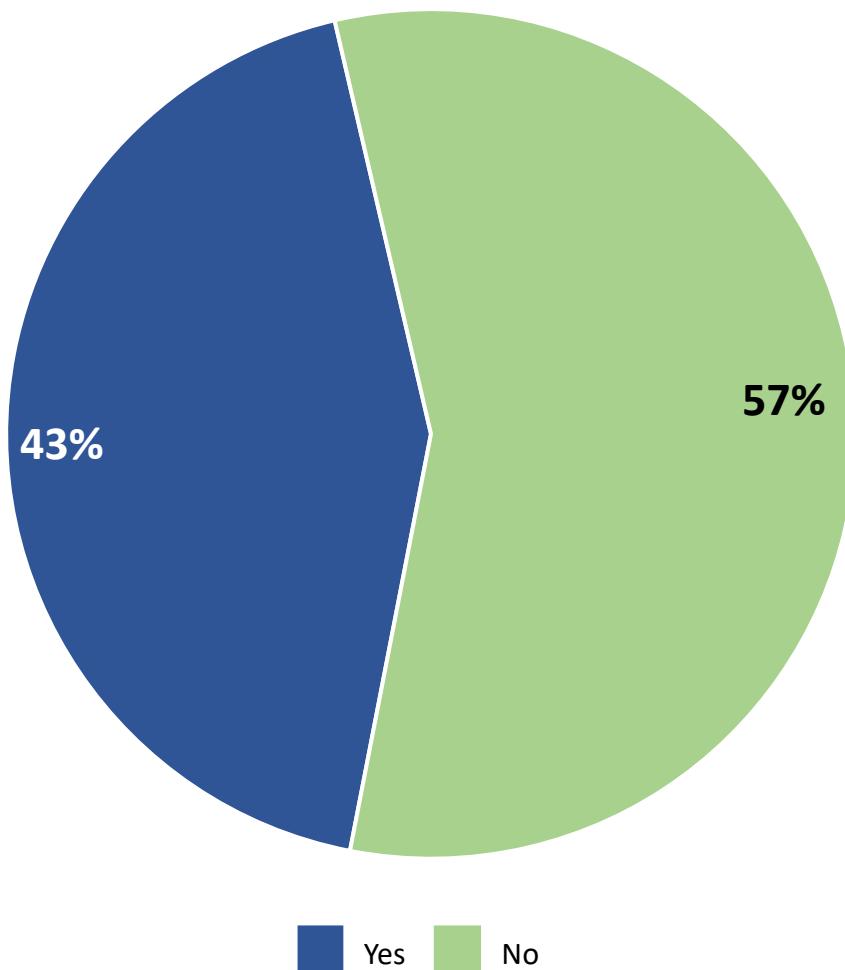


Q5. Perceptions Of City Leadership

by percentage of respondents (excluding don't know)

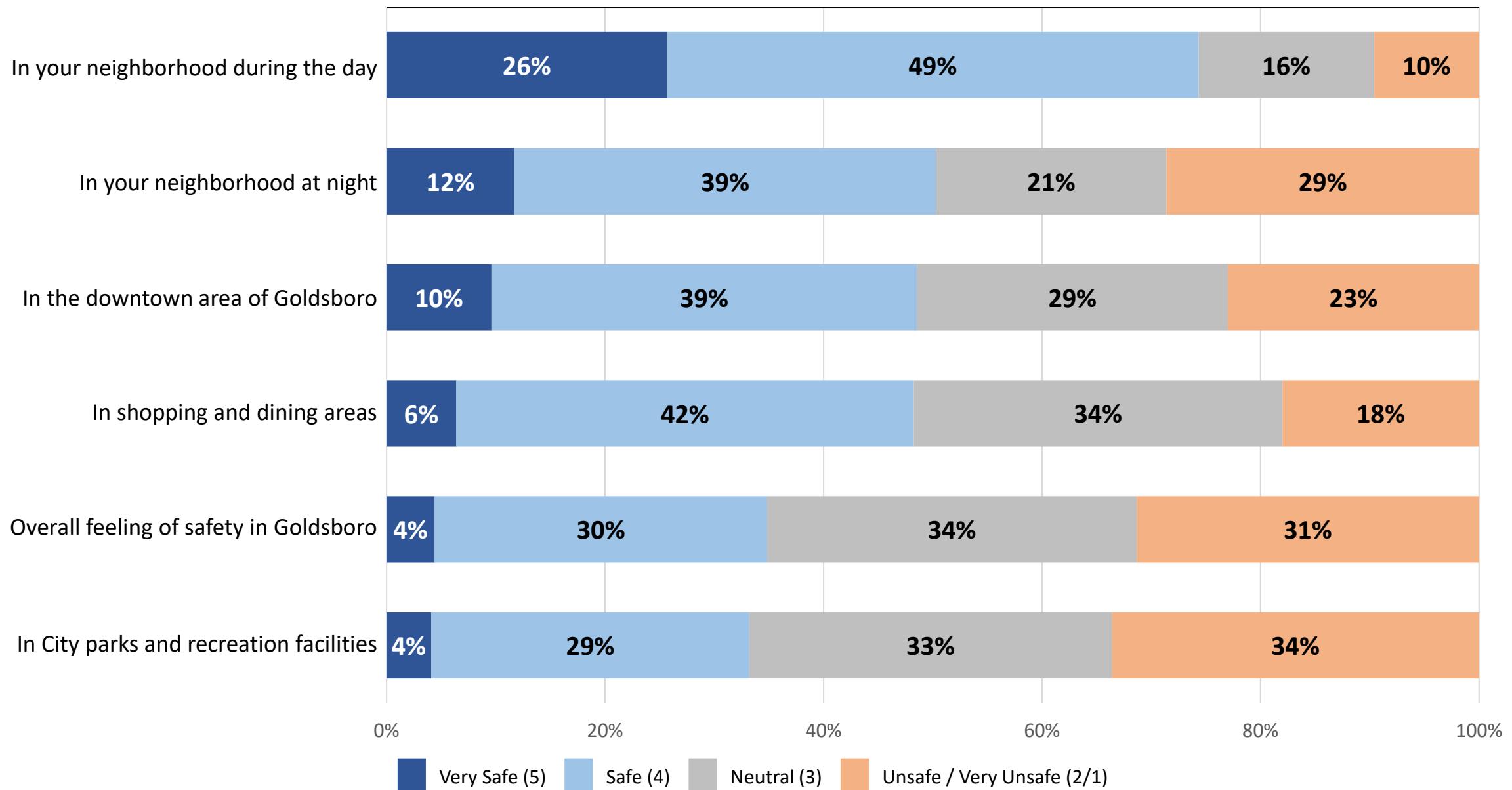


Q6. Within The Past Two Years, Have You Provided Input To The City Through Email, Mail, Telephone, Surveys Other Than This One, Official City Of Goldsboro Social Media Accounts, At Public Meetings Or Other Methods?
by percentage of respondents (excluding don't know)



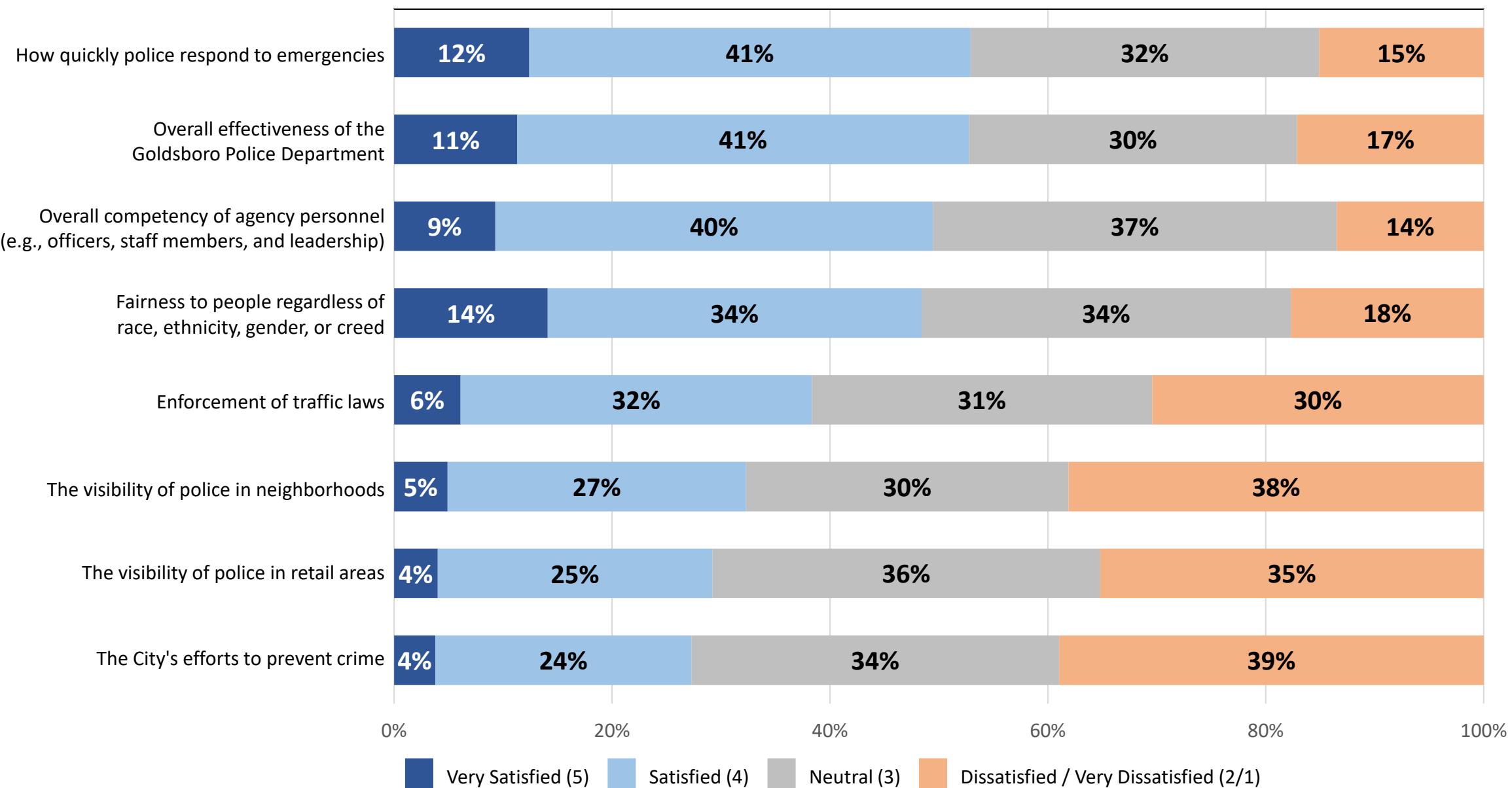
Q7. Perceptions Of Safety

by percentage of respondents (excluding don't know)



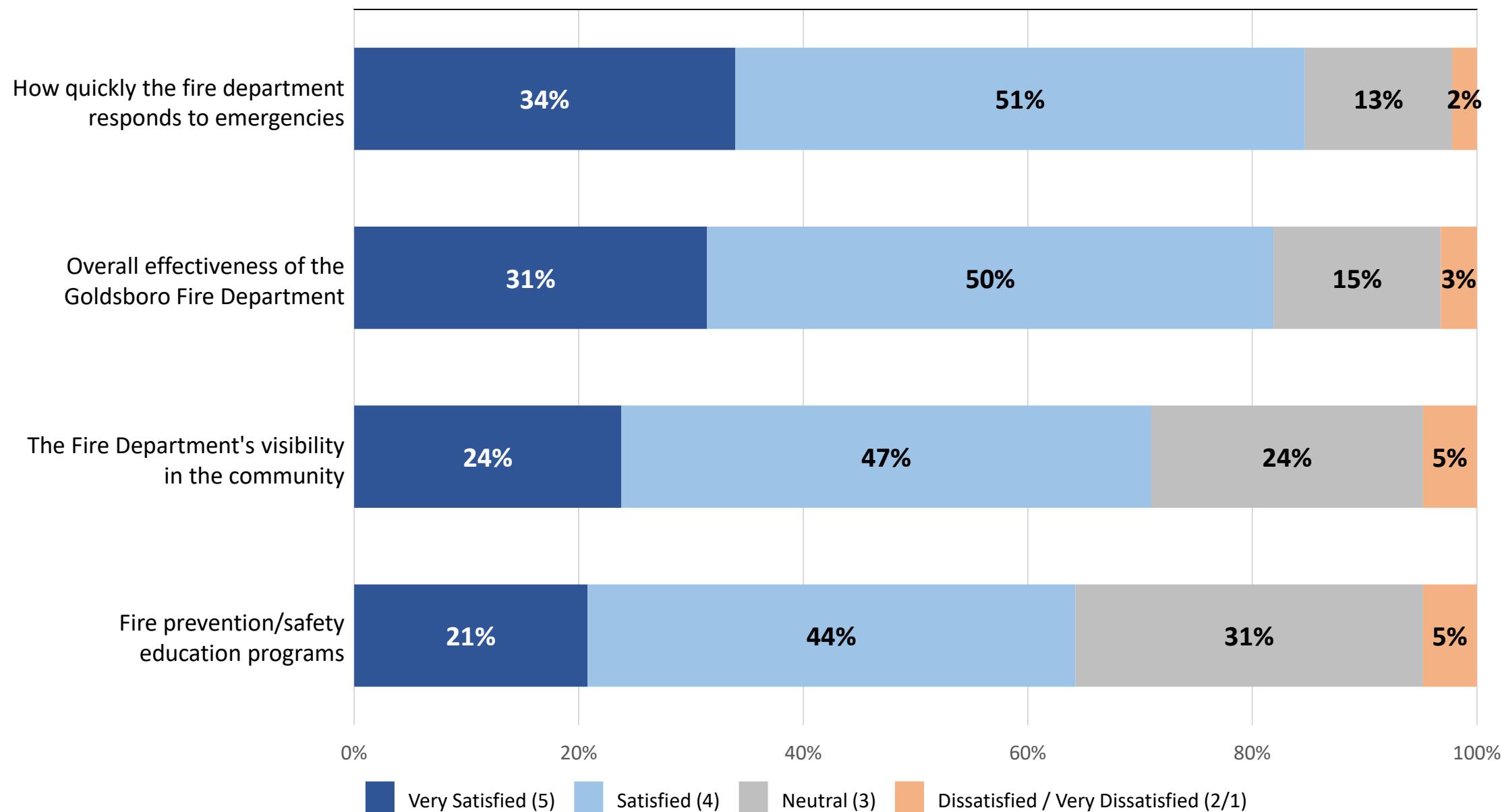
Q8. Satisfaction With Police Services

by percentage of respondents (excluding don't know)



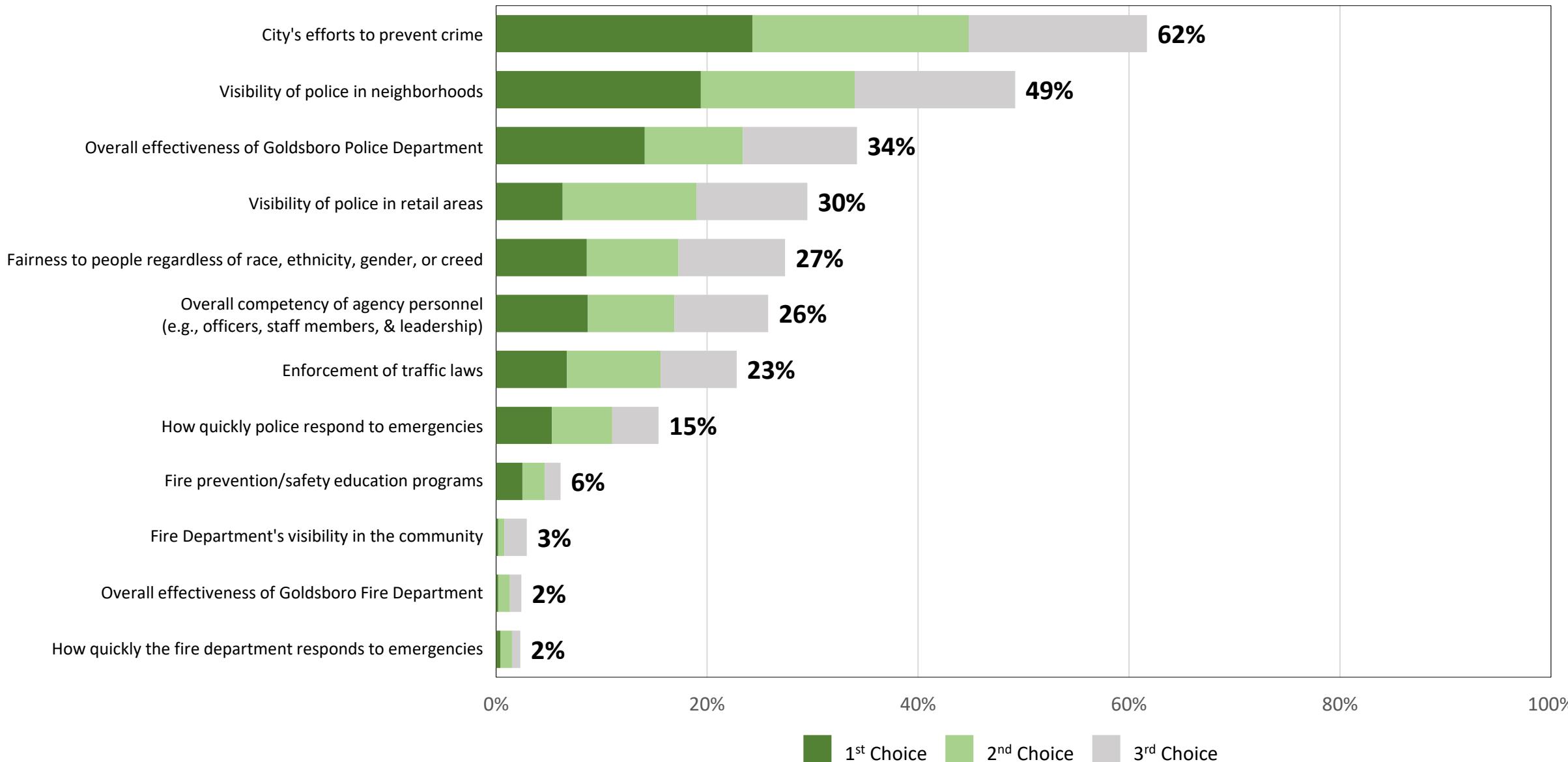
Q8. Satisfaction With Fire Services

by percentage of respondents (excluding don't know)



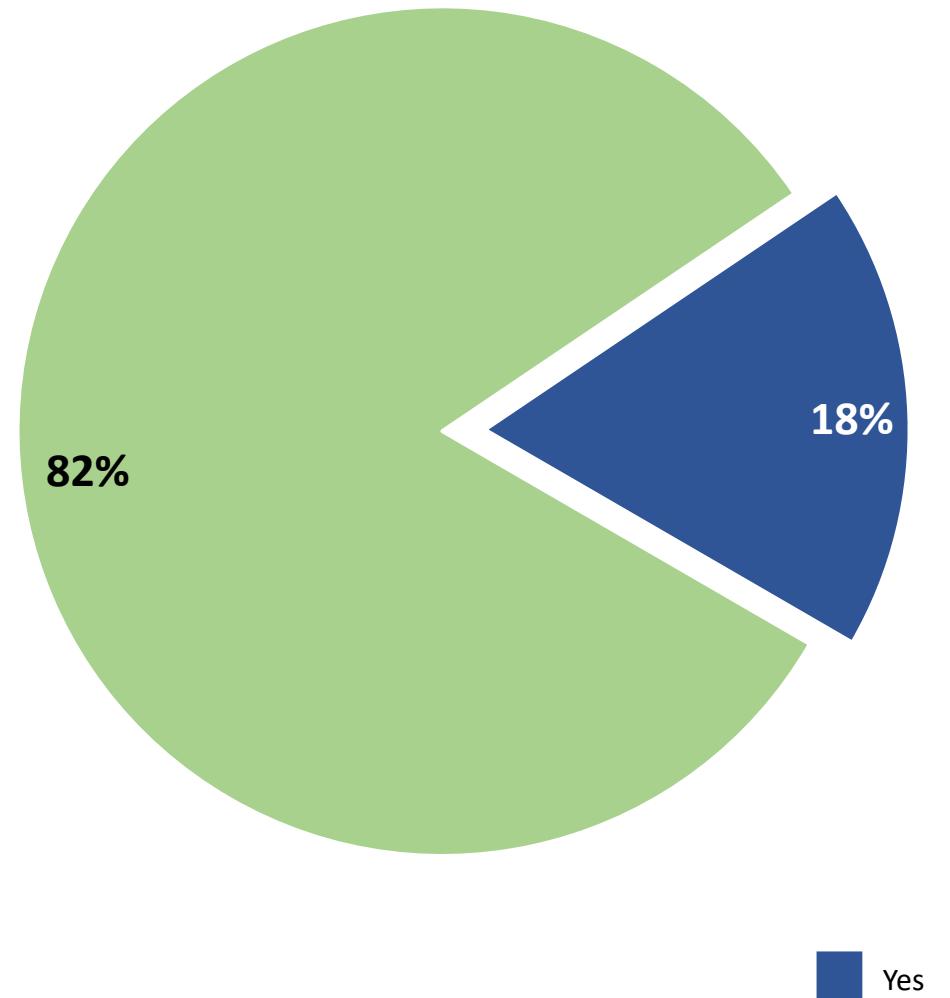
Q9. Public Safety Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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

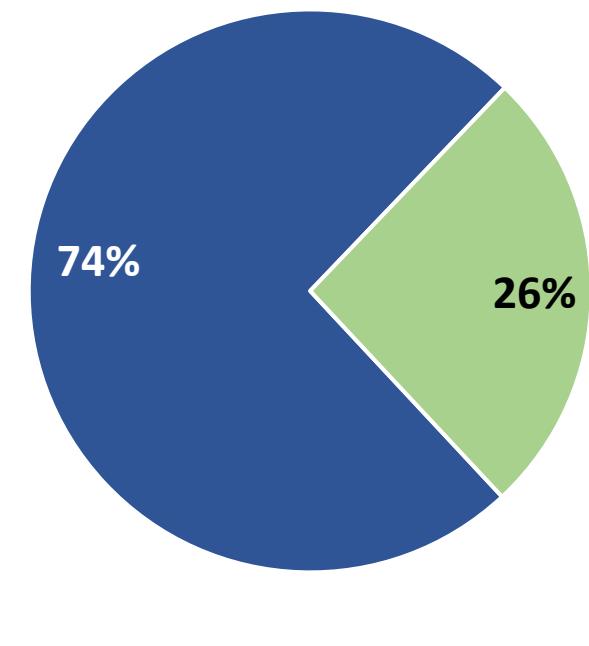


Q10. In The Last 12 Months, Have You Or Anyone In Your Household Been A Victim Of Any Crime In Goldsboro?

by percentage of respondents (excluding don't know)

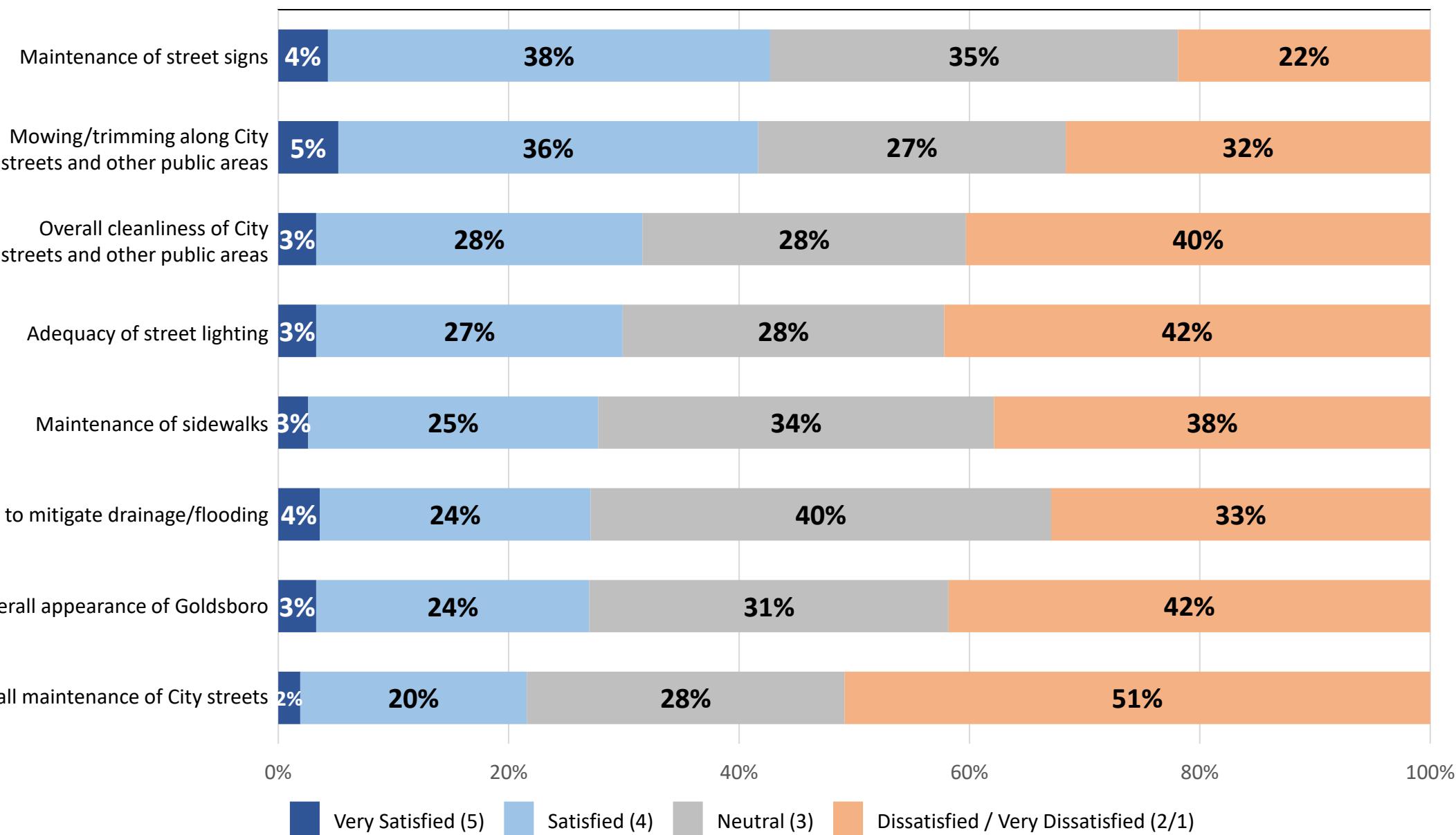


Q10a. Did You Report The Crimes To The Police?



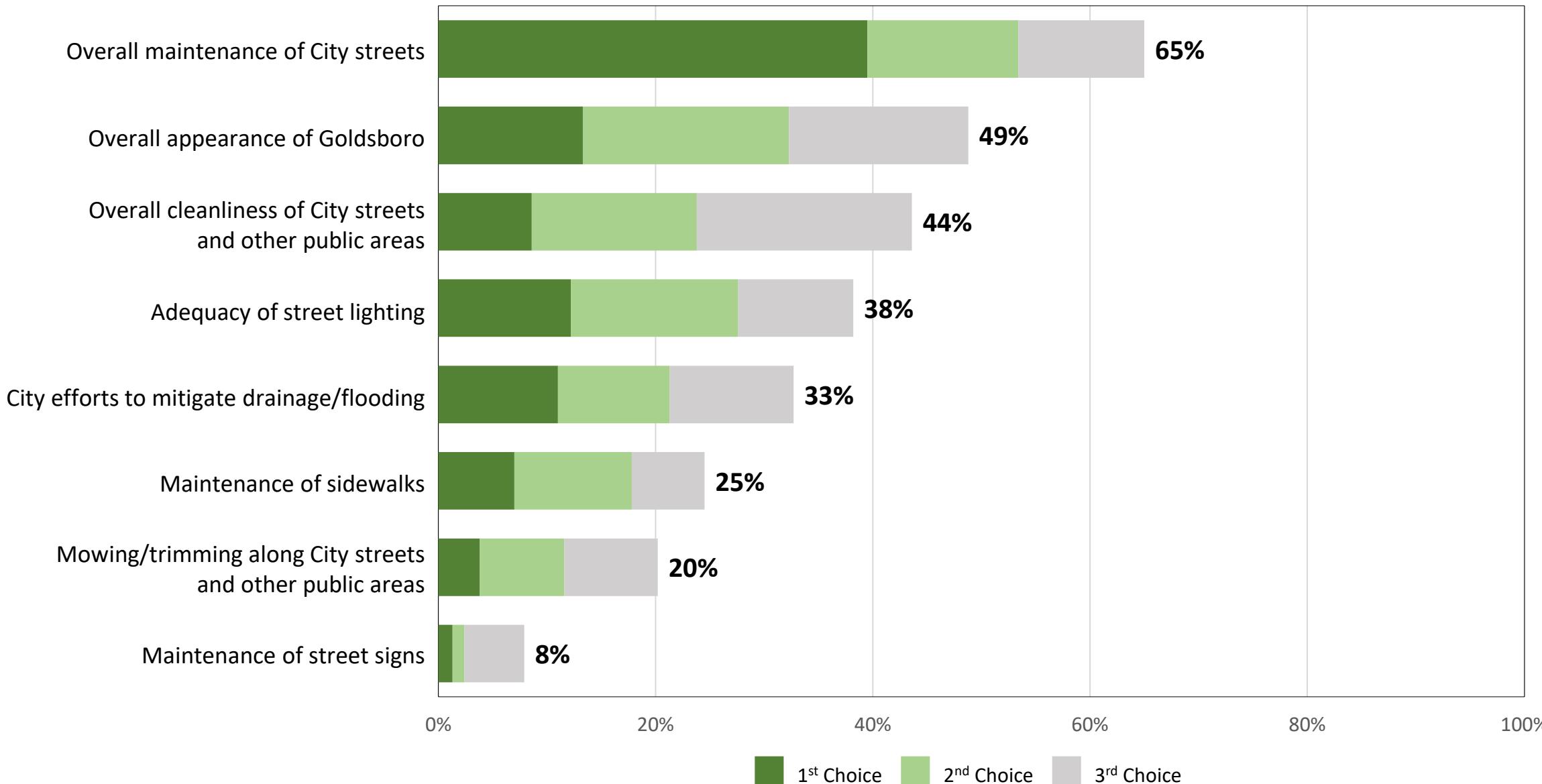
Q11. Satisfaction With City Maintenance

by percentage of respondents (excluding don't know)



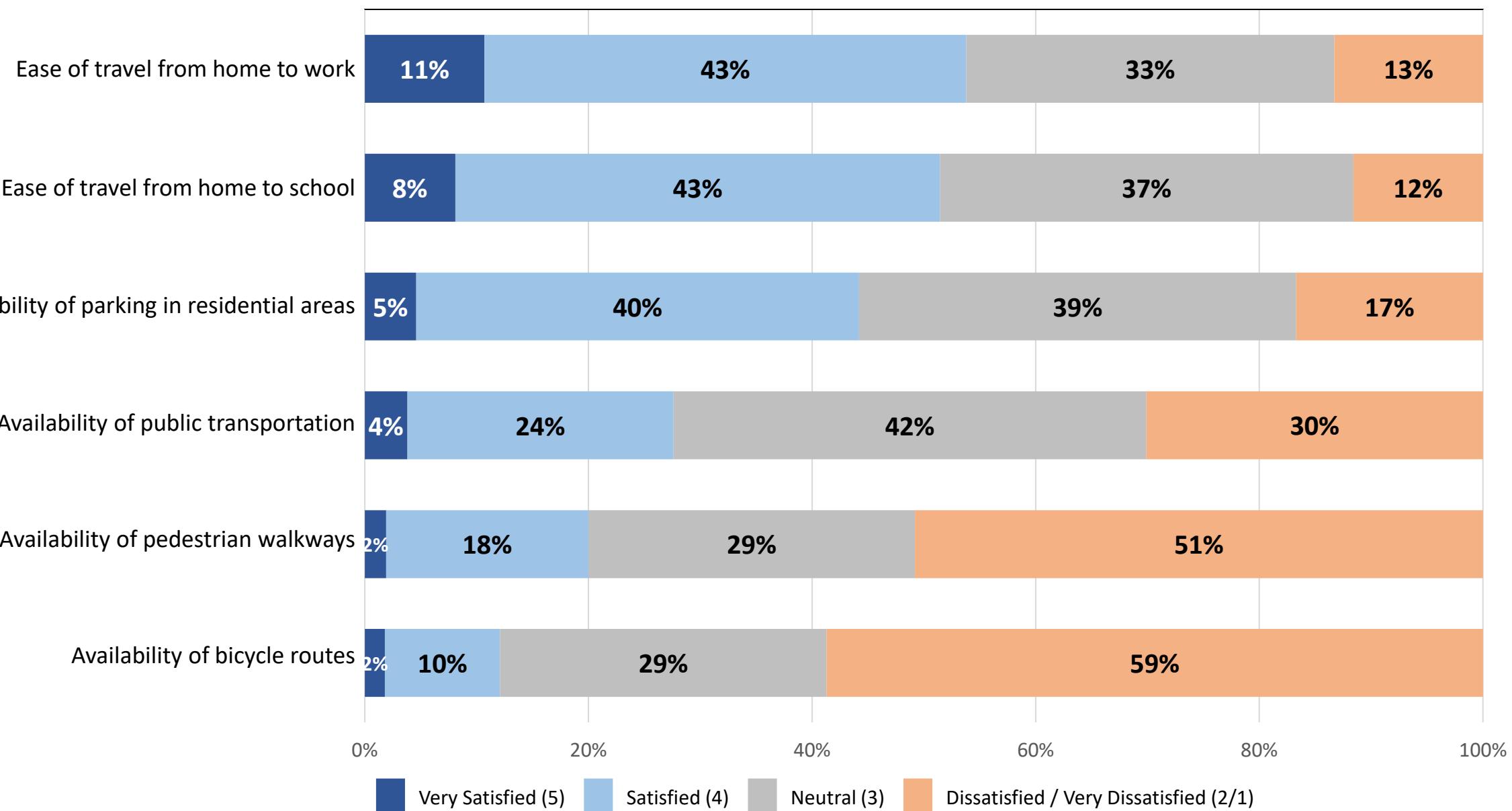
Q12. City Maintenance Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



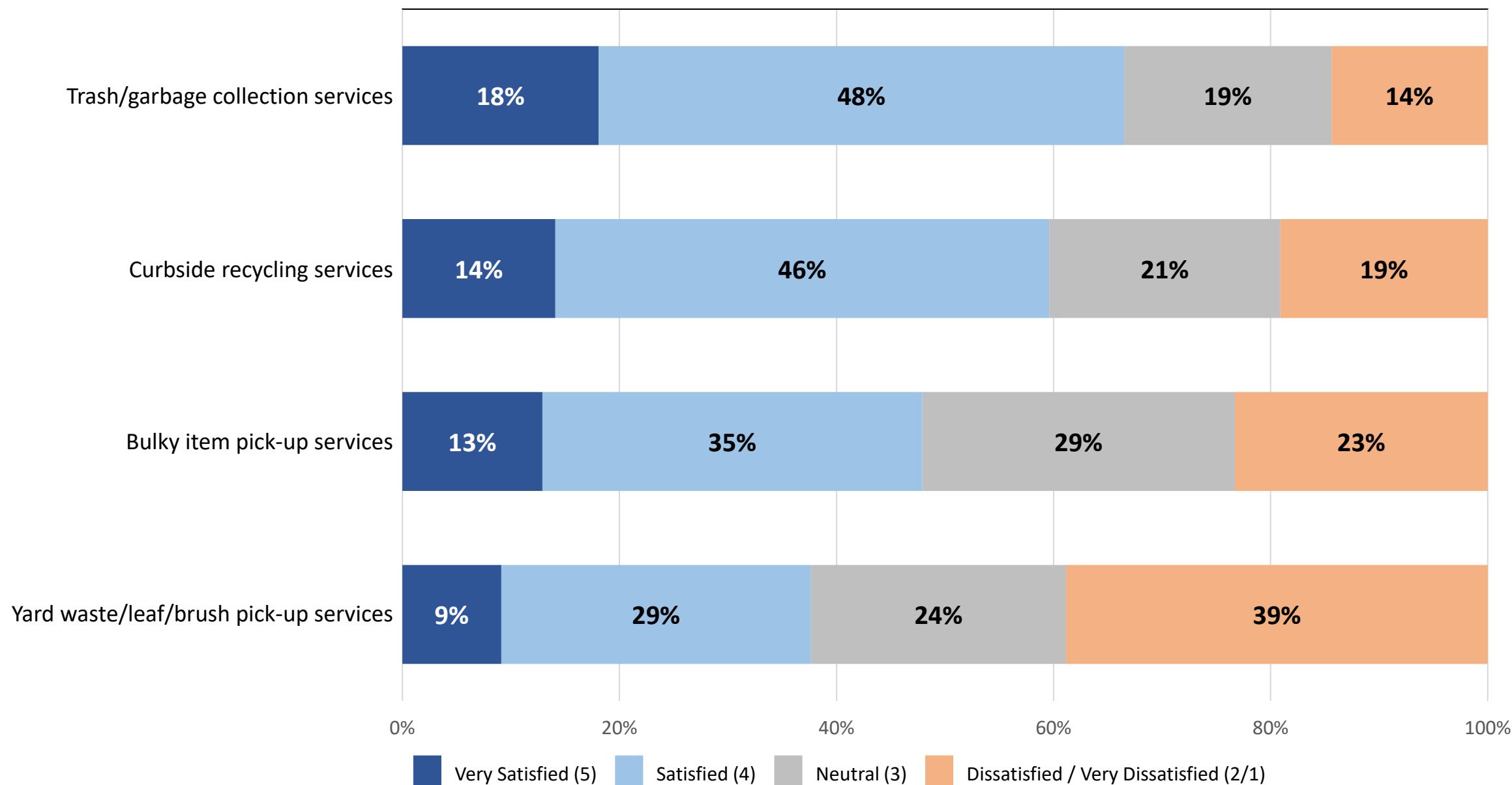
Q13. Satisfaction With Transportation

by percentage of respondents (excluding don't know)



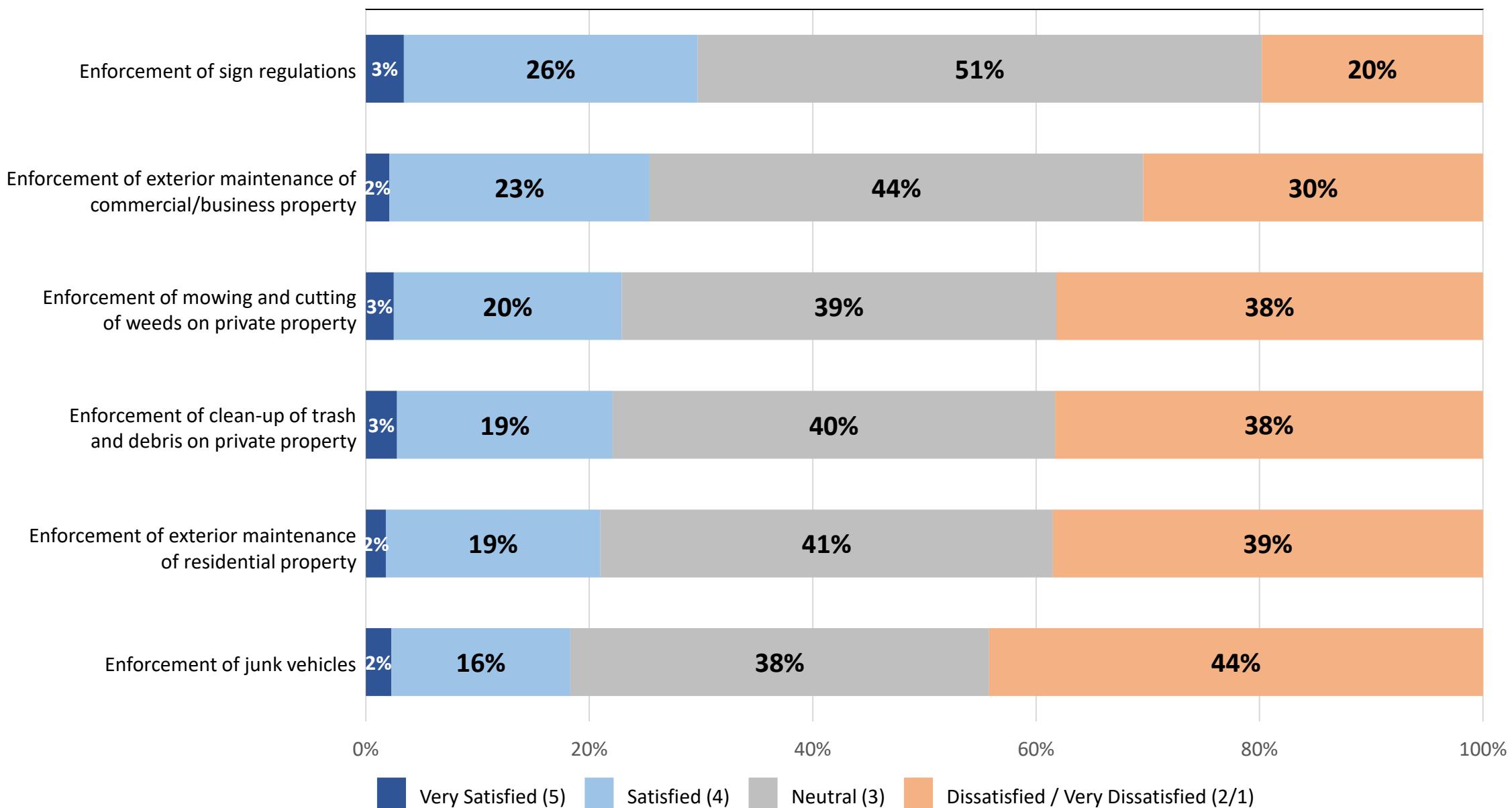
Q14. Satisfaction With Solid Waste Collection

by percentage of respondents (excluding don't know)



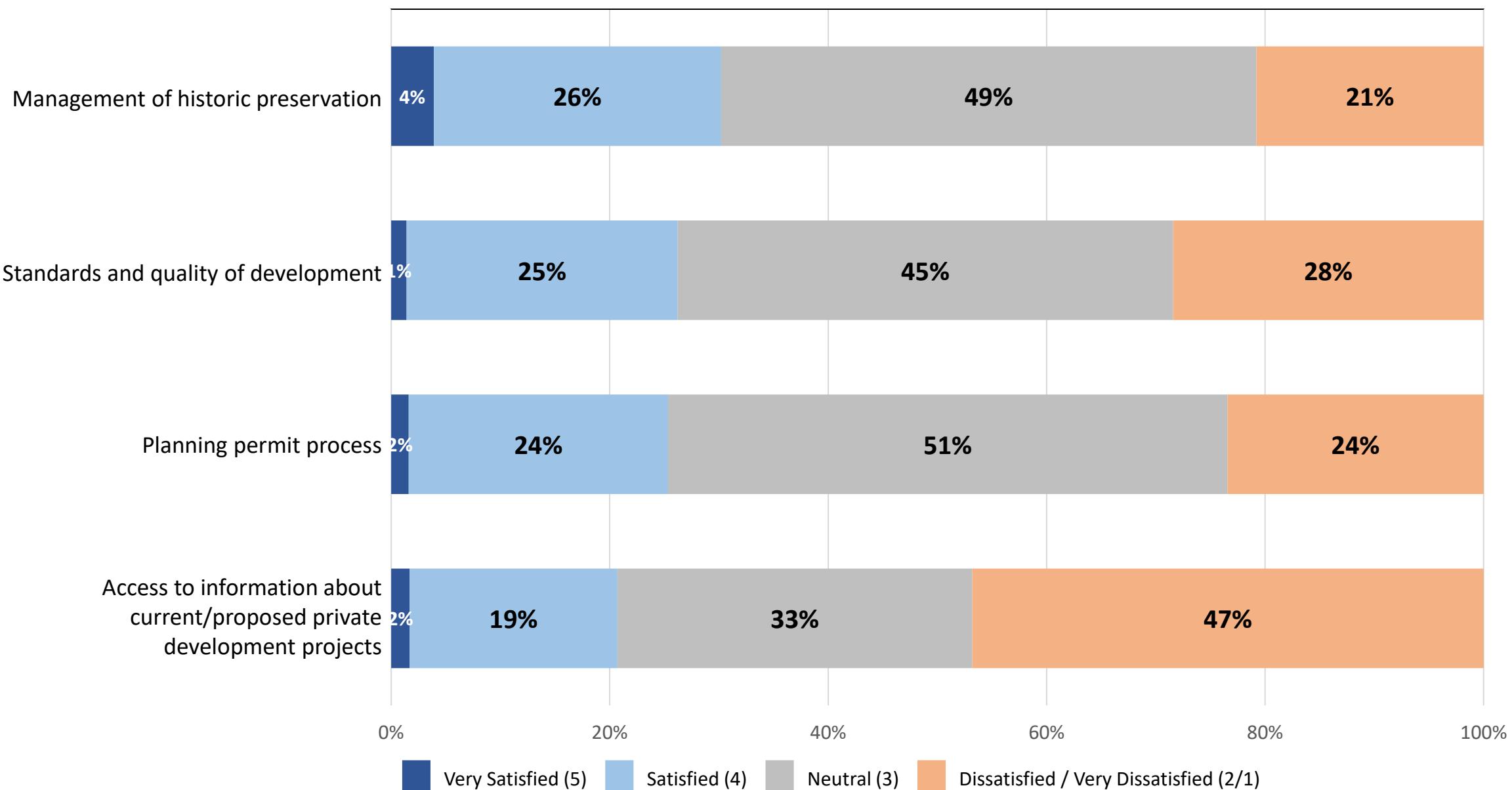
Q15. Satisfaction With Code Enforcement

by percentage of respondents (excluding don't know)



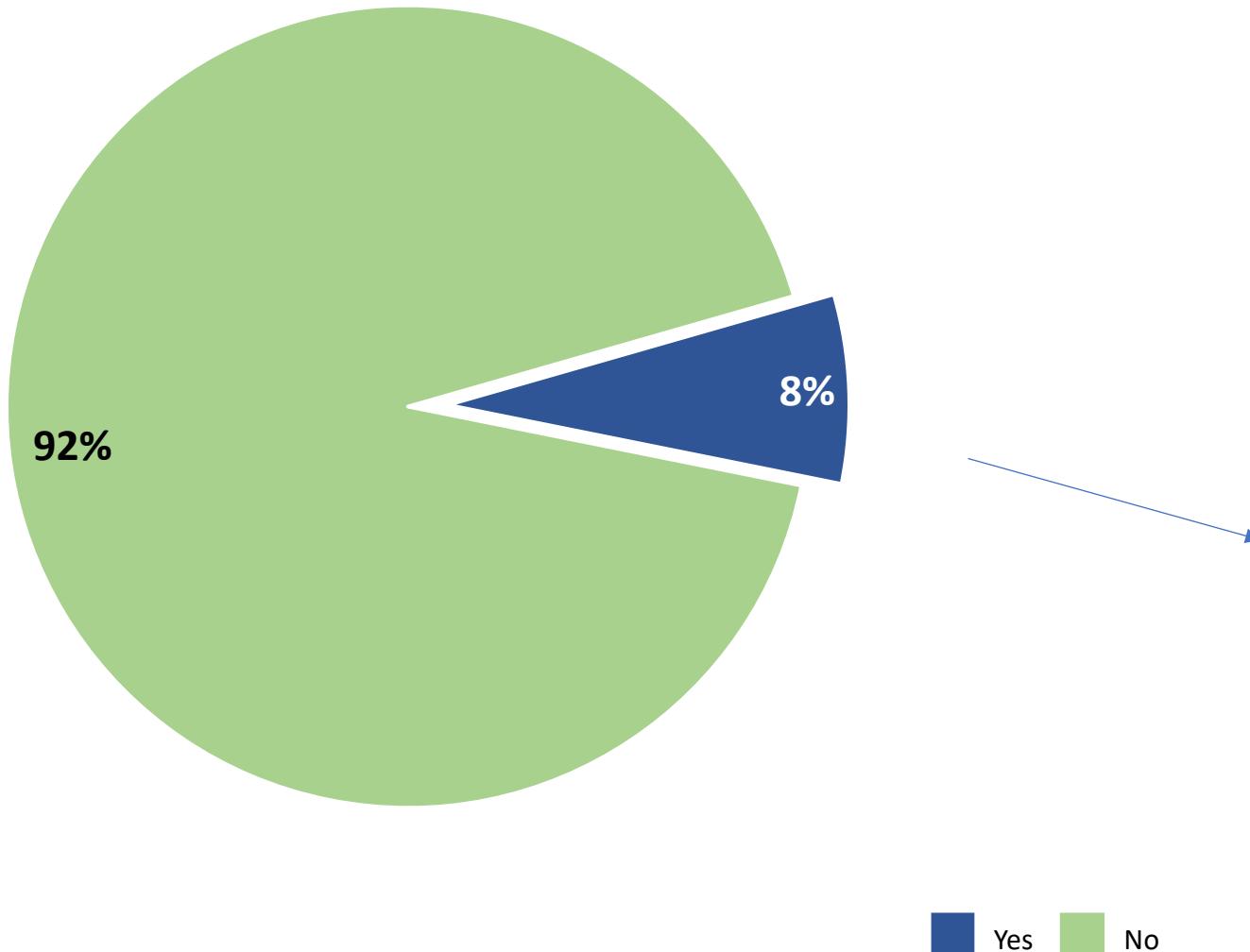
Q16. Satisfaction With Development Services

by percentage of respondents (excluding don't know)

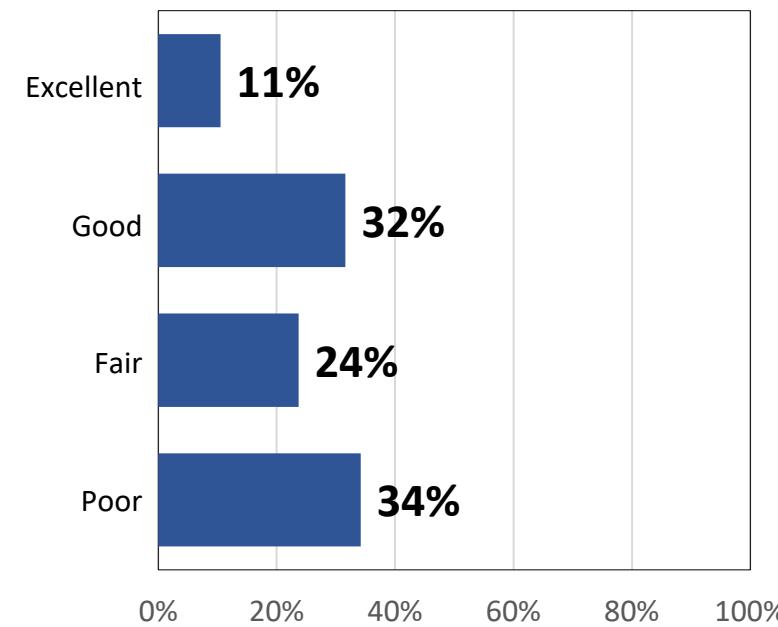


Q17. Have You Applied For Any Planning Or Development Permits In The Last 12 Months?

by percentage of respondents (excluding don't know)

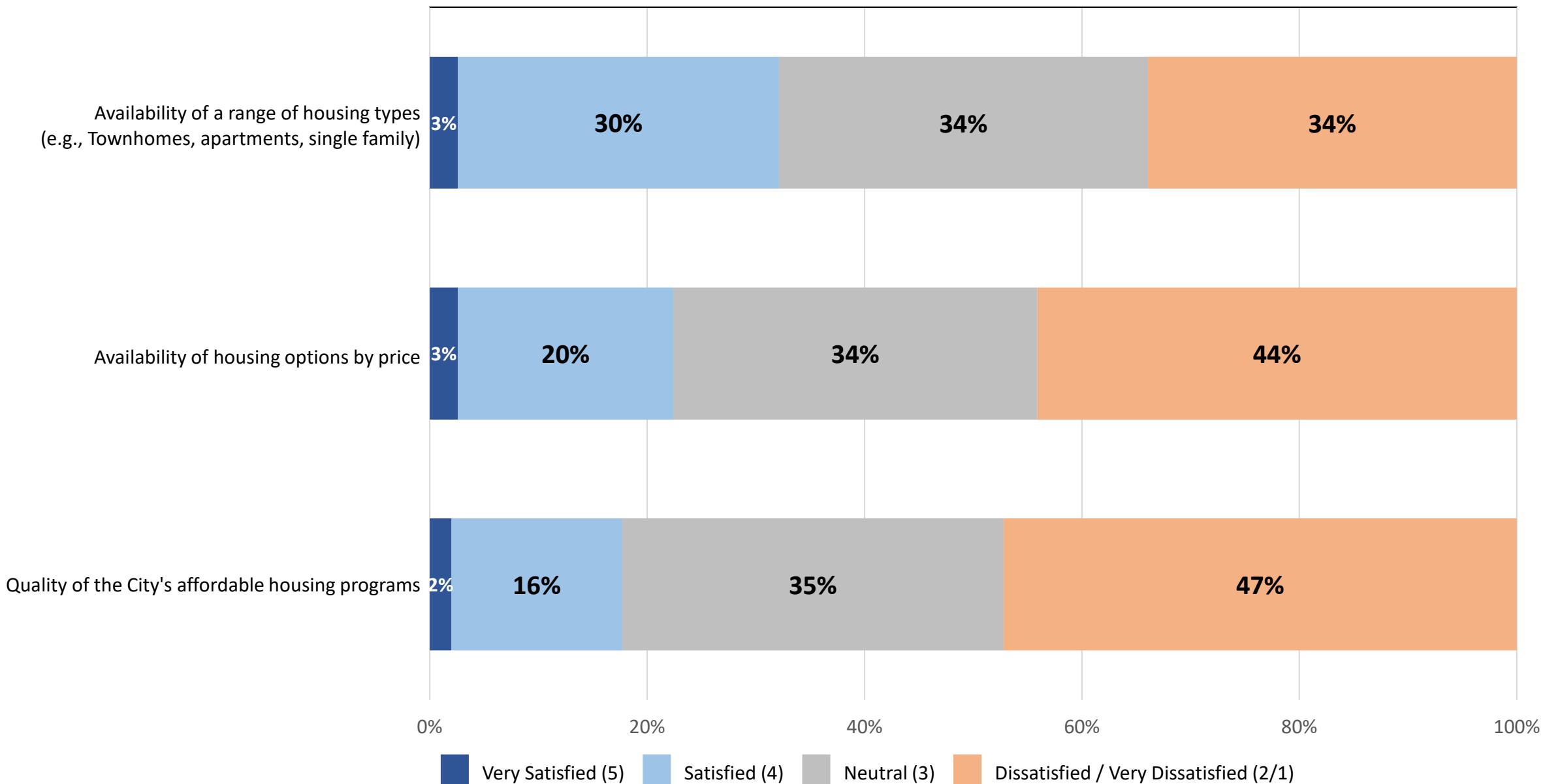


Q17a. How Would You Rate Your Overall Experience?



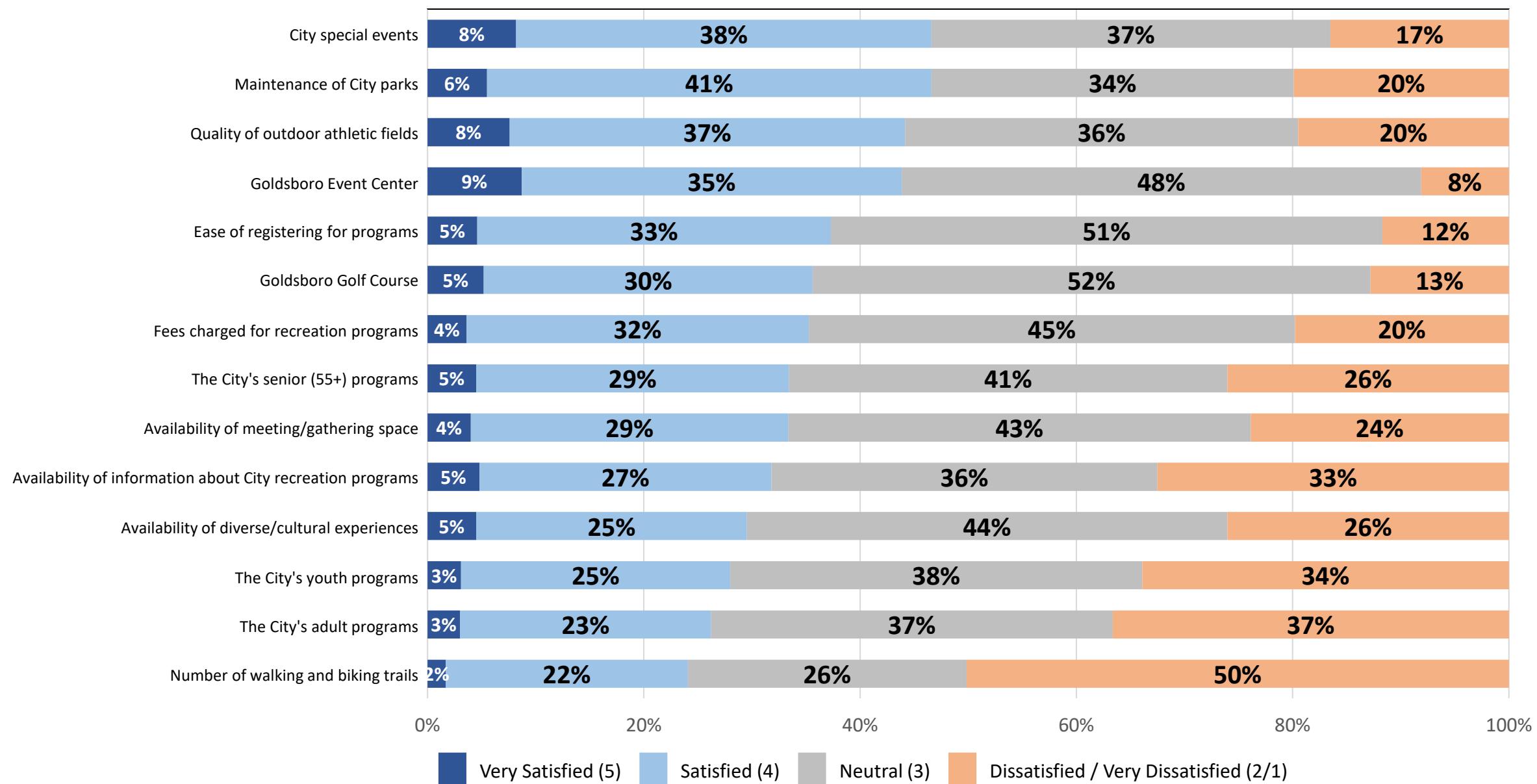
Q18. Satisfaction With Housing

by percentage of respondents (excluding don't know)



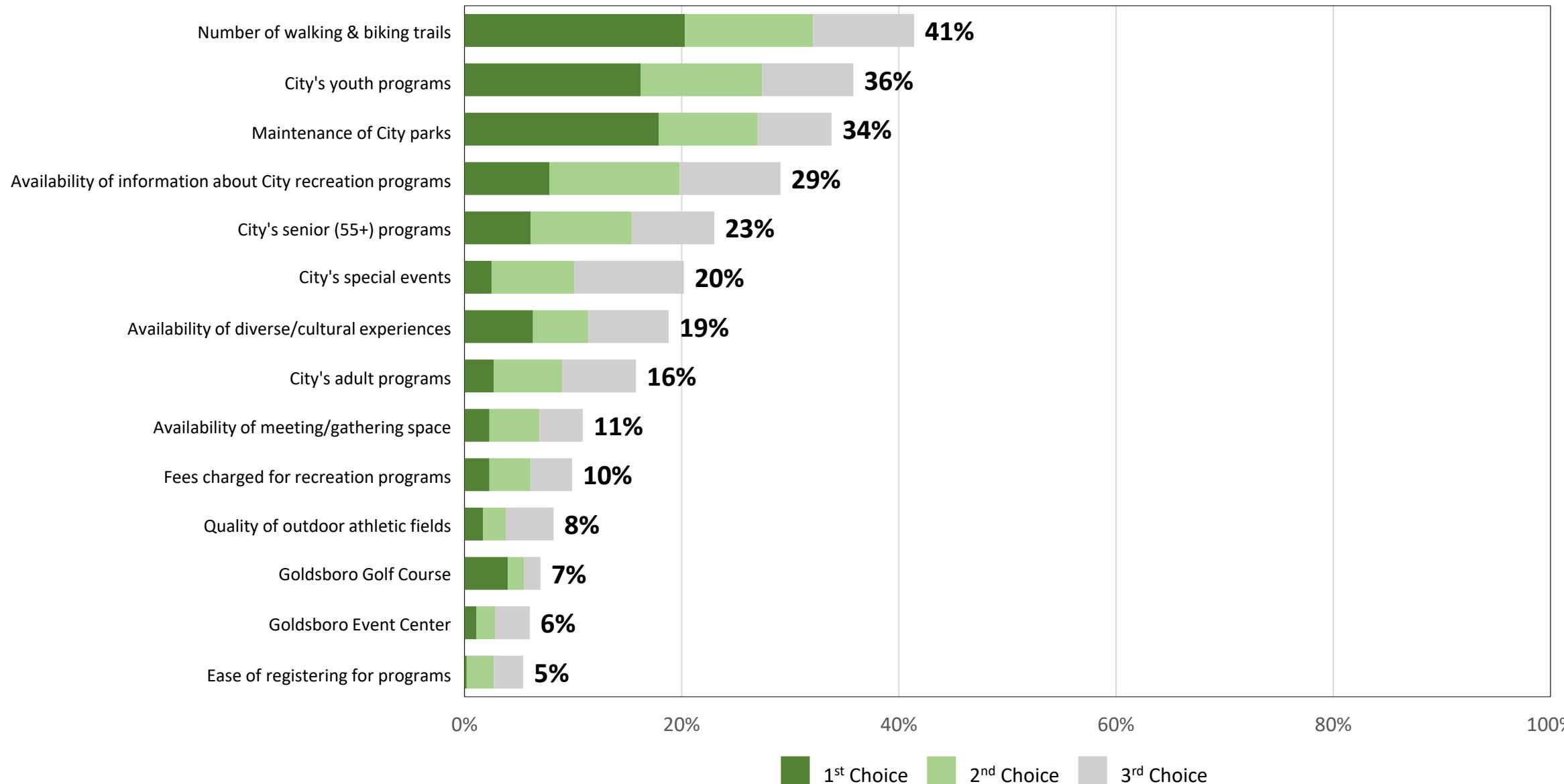
Q19. Satisfaction With Parks And Recreation

by percentage of respondents (excluding don't know)



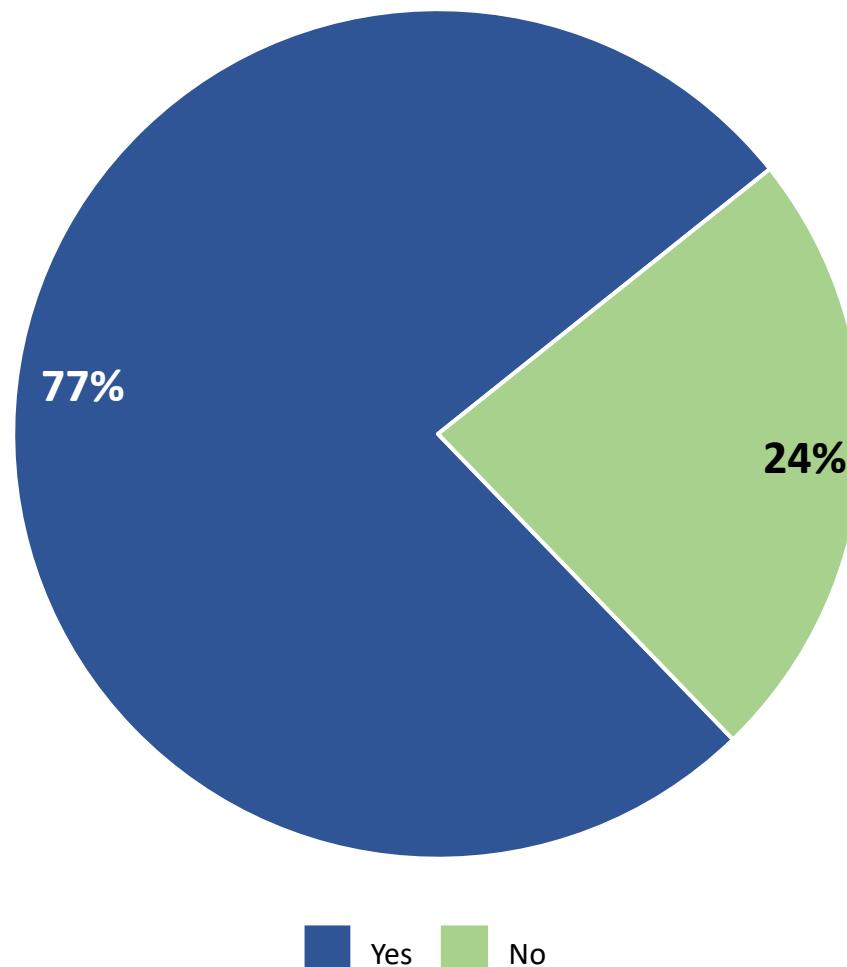
Q20. Parks And Recreation Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



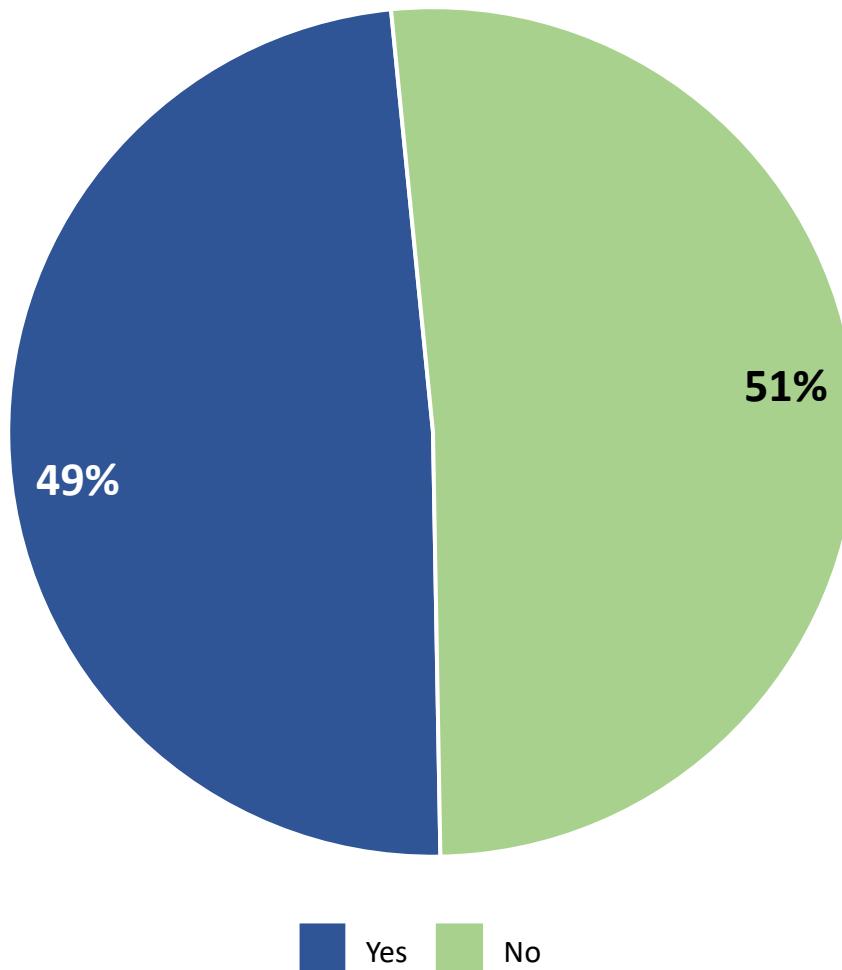
Q21. Has Anyone In Your Household Used Or Attended A Goldsboro Park, Recreation Facility, Or Recreation Program During The Last 12 Months?

by percentage of respondents (excluding don't know)



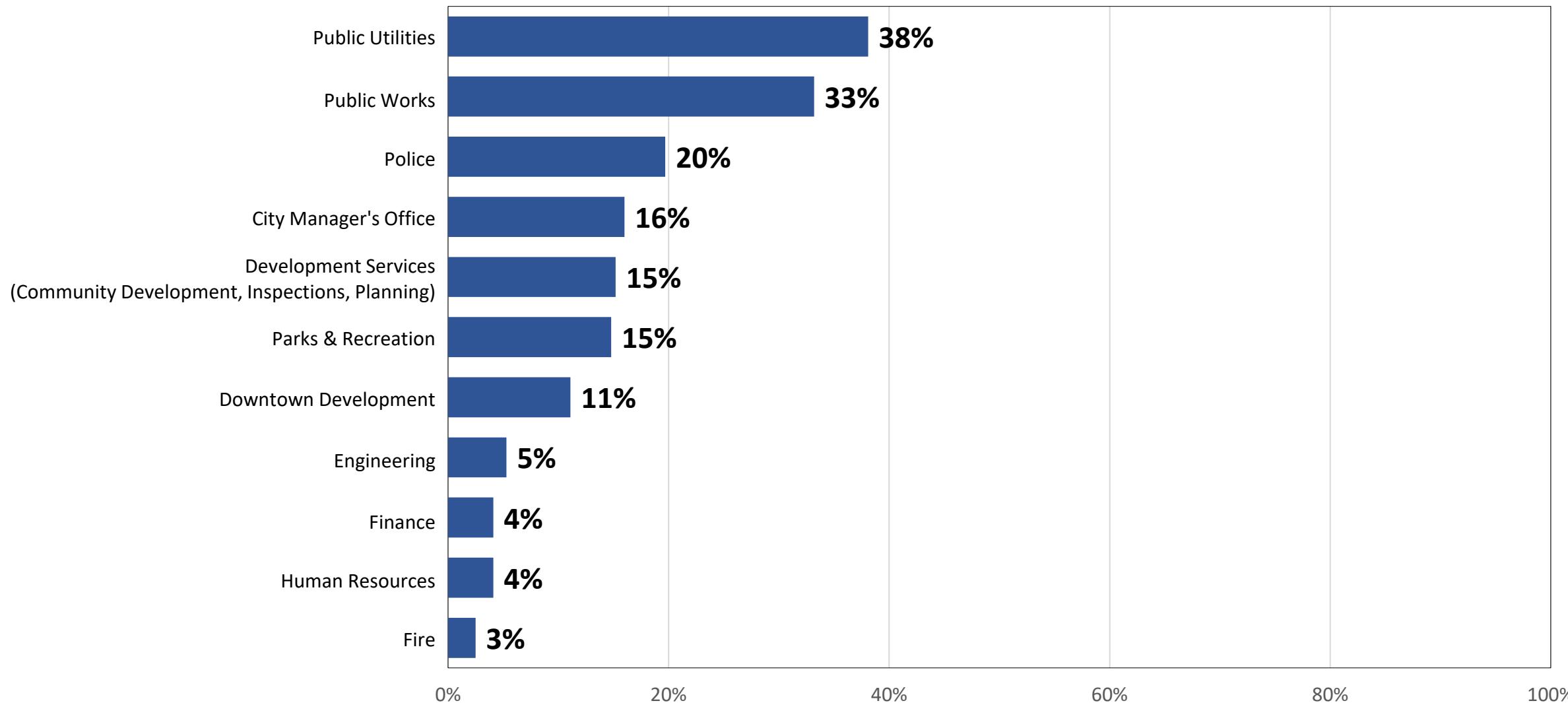
Q22. Have You Interacted With (Called, Visited Online Or In Person) The City With A Question, Problem, Or Complaint During The Past Year?

by percentage of respondents (excluding don't know)



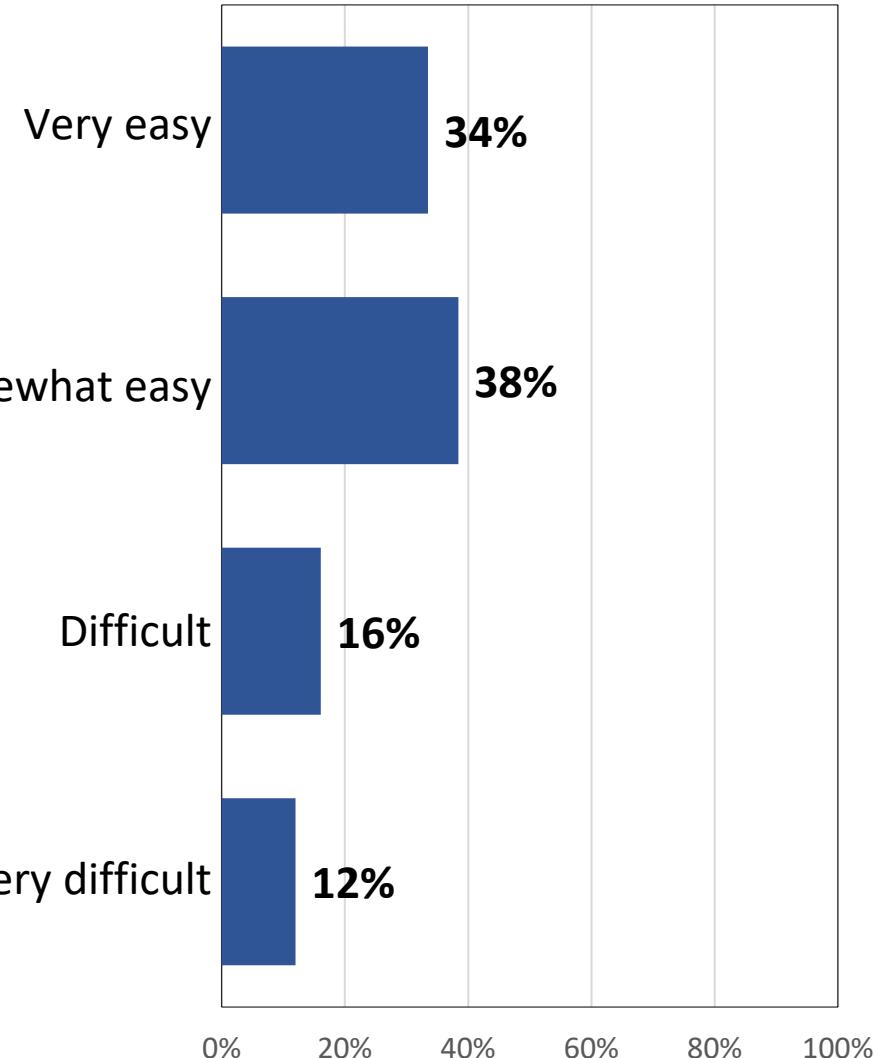
Q22a. What Department(s) Did You Contact?

by percentage of respondents who have interacted with the City



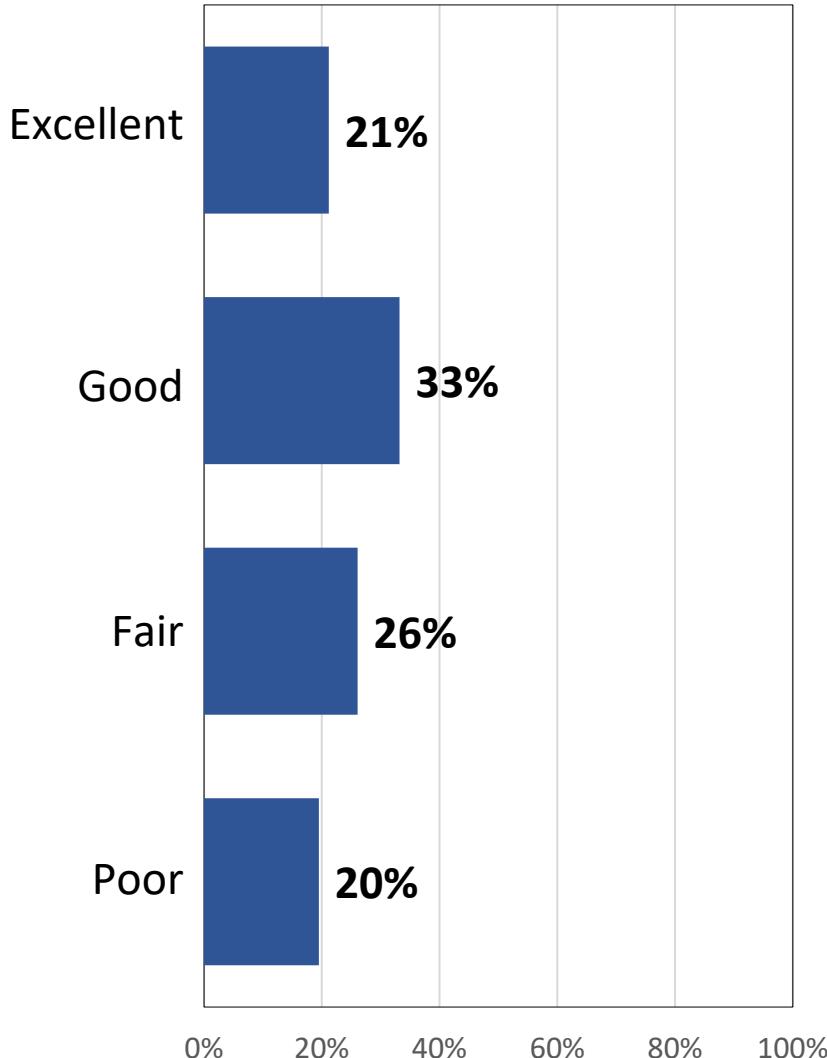
Q22b. How Easy Was It To Contact The Person You Needed To Reach?

by percentage of respondents who have interacted with the City



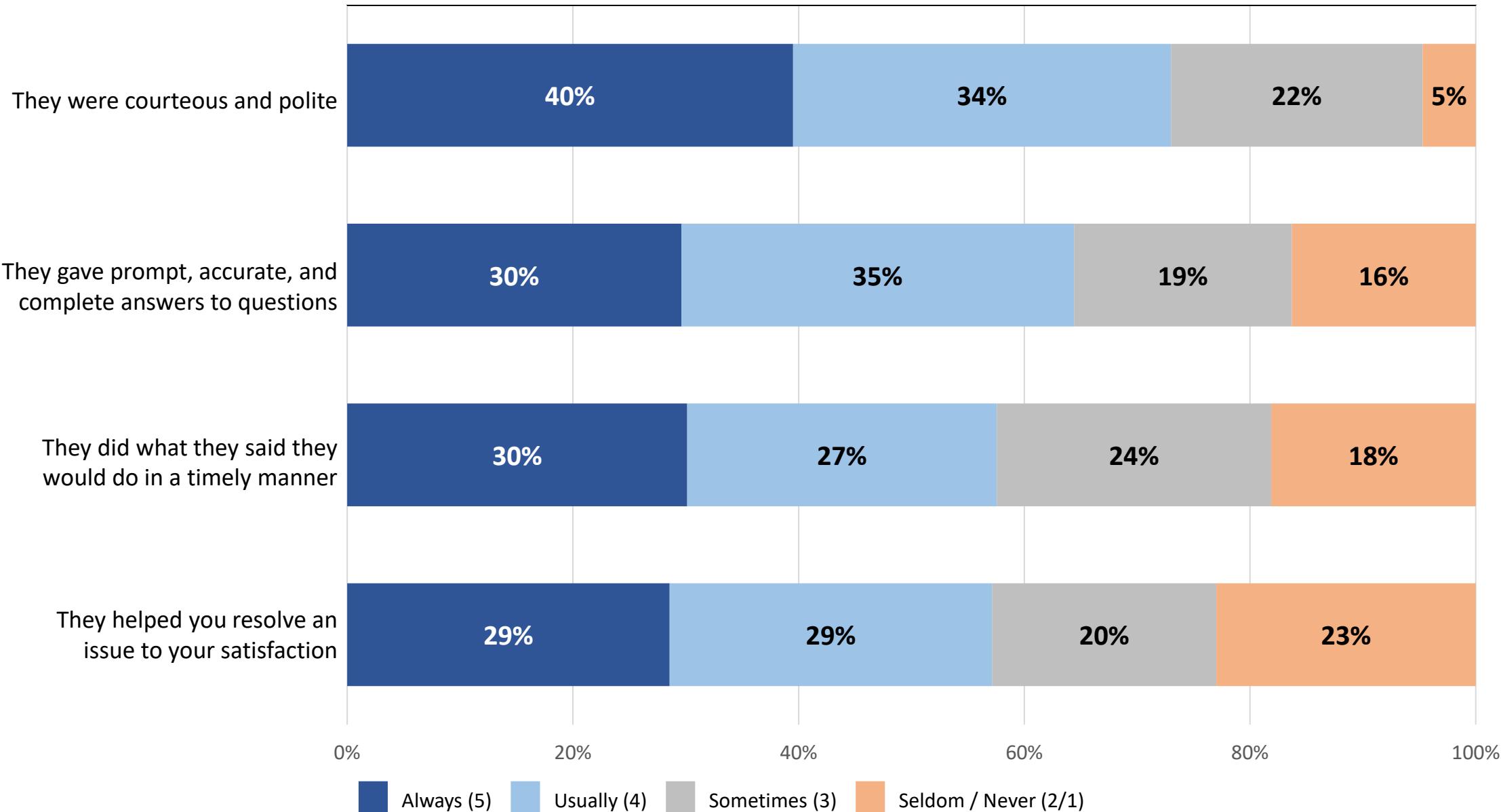
Q22c. How Would You Rate Your Overall Experience?

by percentage of respondents who have interacted with the City



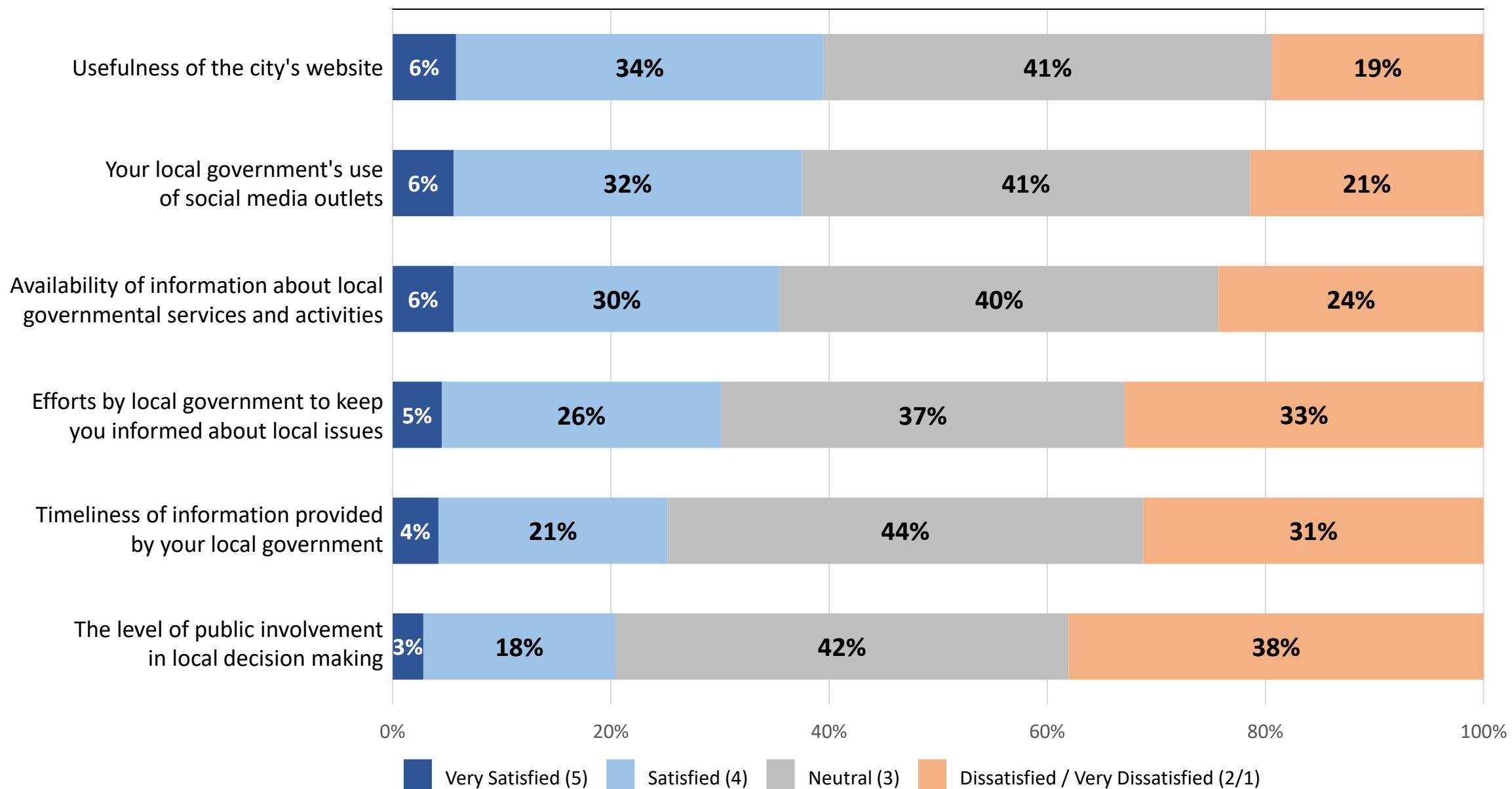
Q22d. For Each Item, Please Rate How Often The Employees You Have Contacted During The Past Year Have Displayed The Behavior Described

by percentage of respondents who have interacted with the City



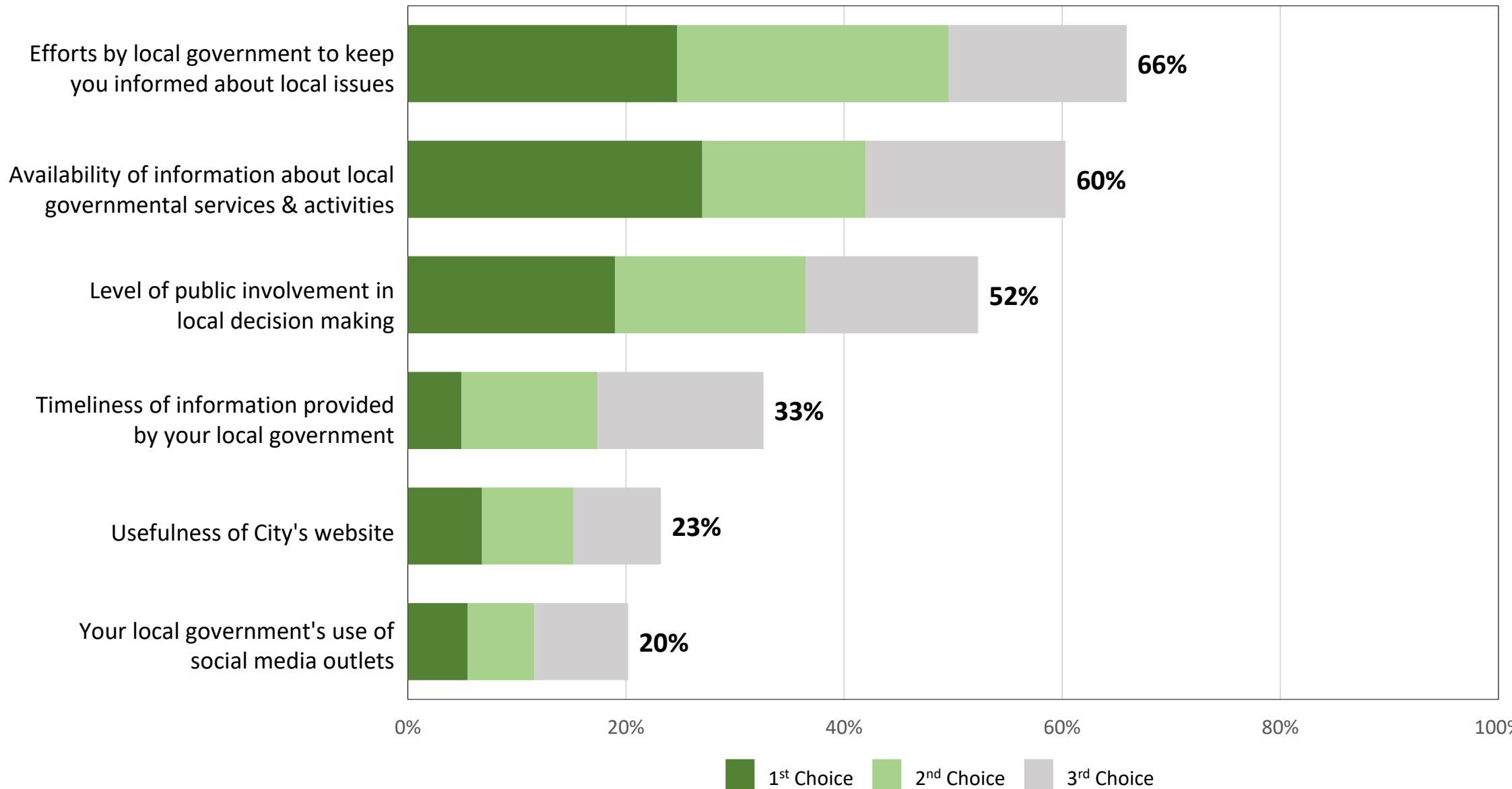
Q23. Satisfaction With Communication

by percentage of respondents (excluding don't know)



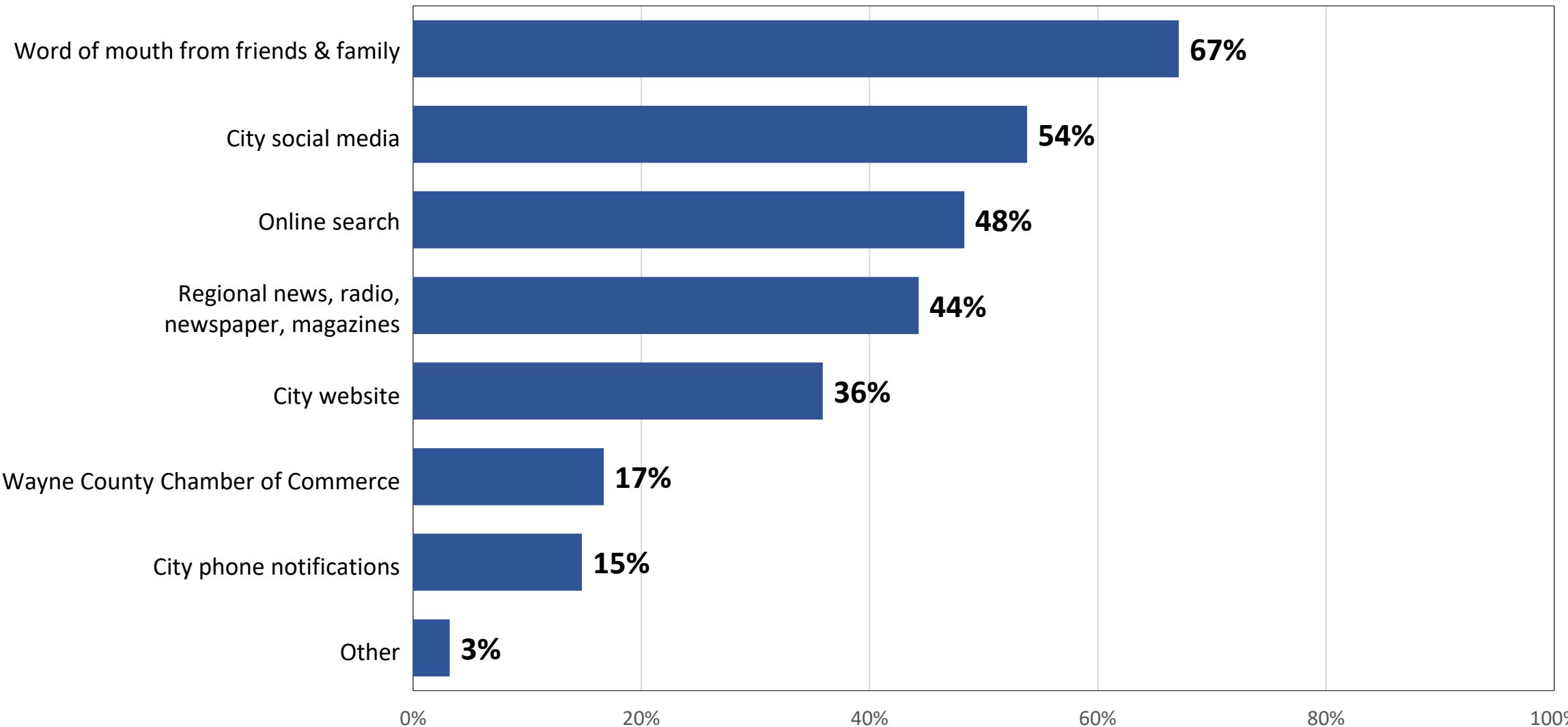
Q24. Communication Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



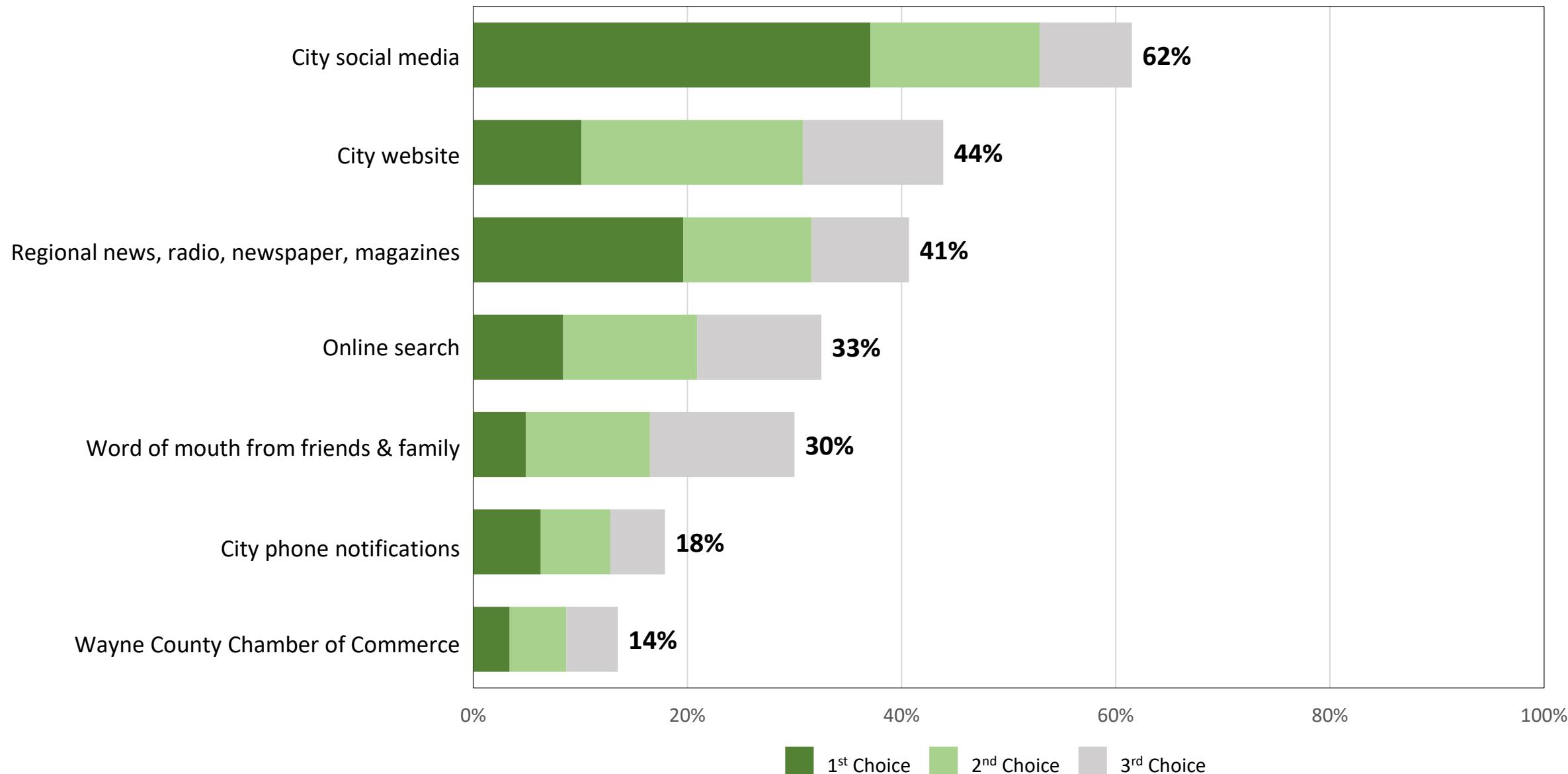
Q25. All The Ways You Learn About Goldsboro Programs, News, Activities, And Events.

by percentage of respondents (multiple selections could be made)



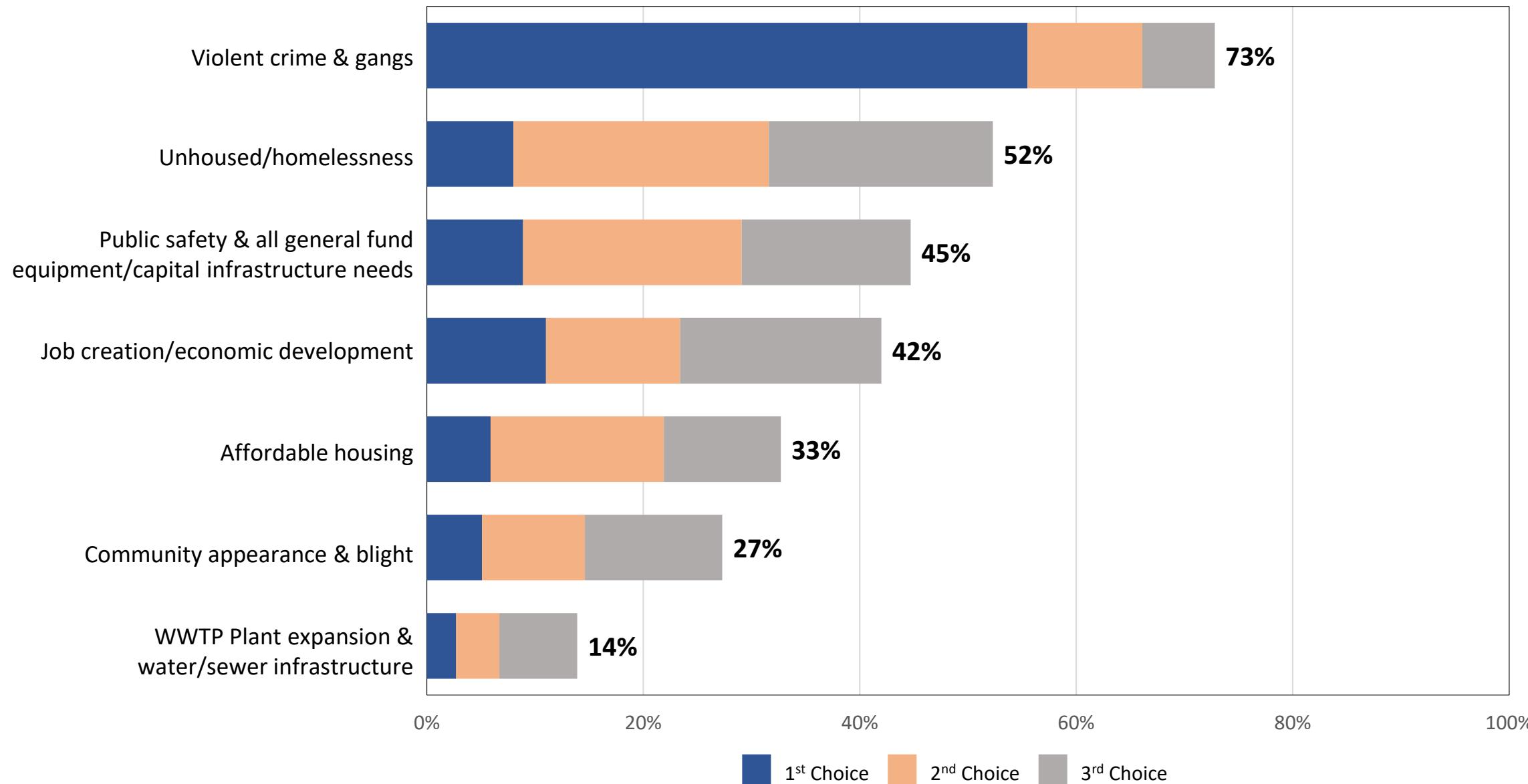
Q26. Which Three Of The Sources From The List In Question 25 Do You Most Prefer To Use To Learn About Town News, Events, Programs, Or Activities?

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



Q27. Council Priorities. Which Three Of The Priorities Listed Below Do You Think Should Be The Top Priorities For City Council Over The Next Two Years?

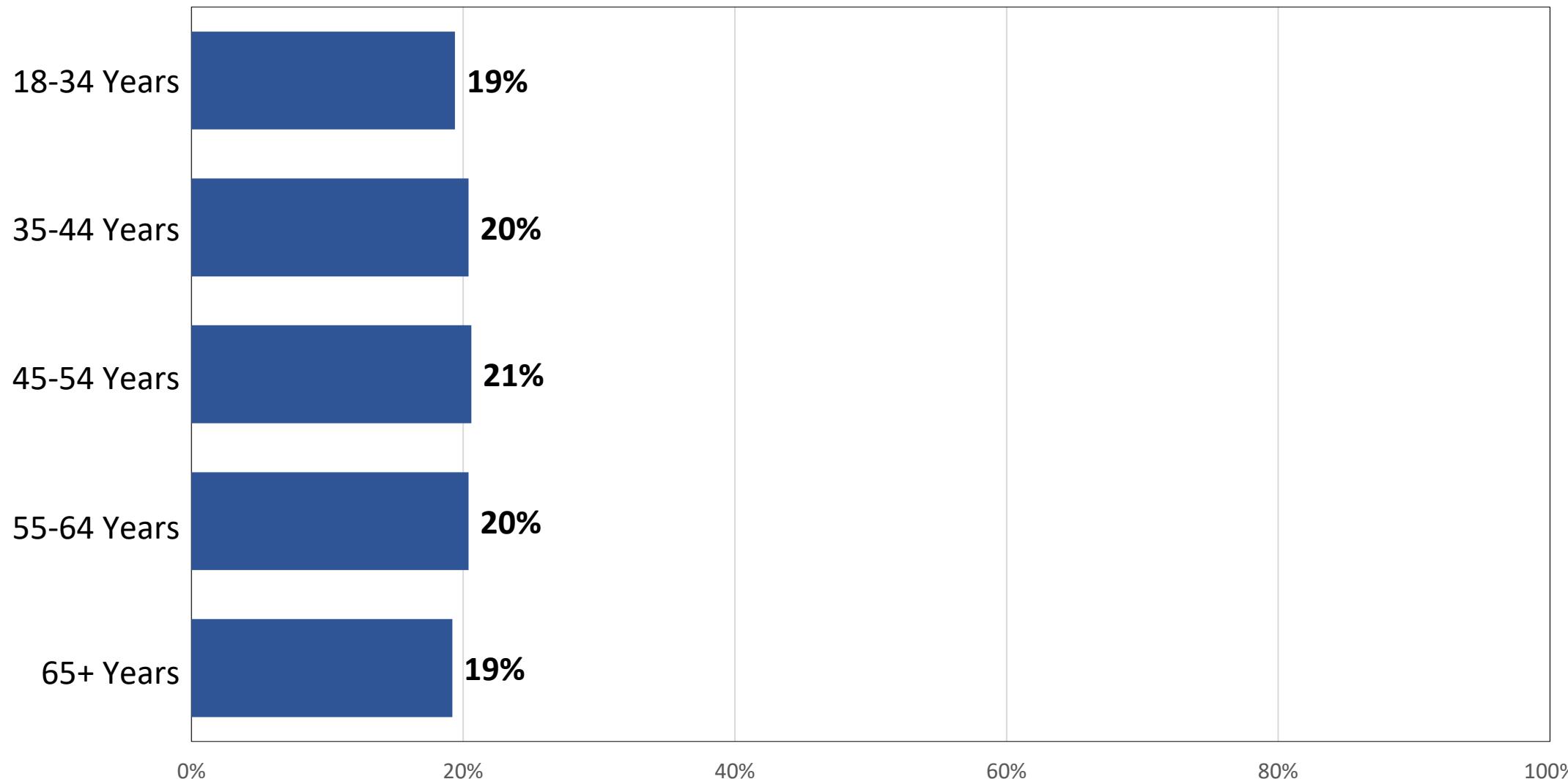
by percentage of respondents who selected the item as one of their top three choices



Demographics

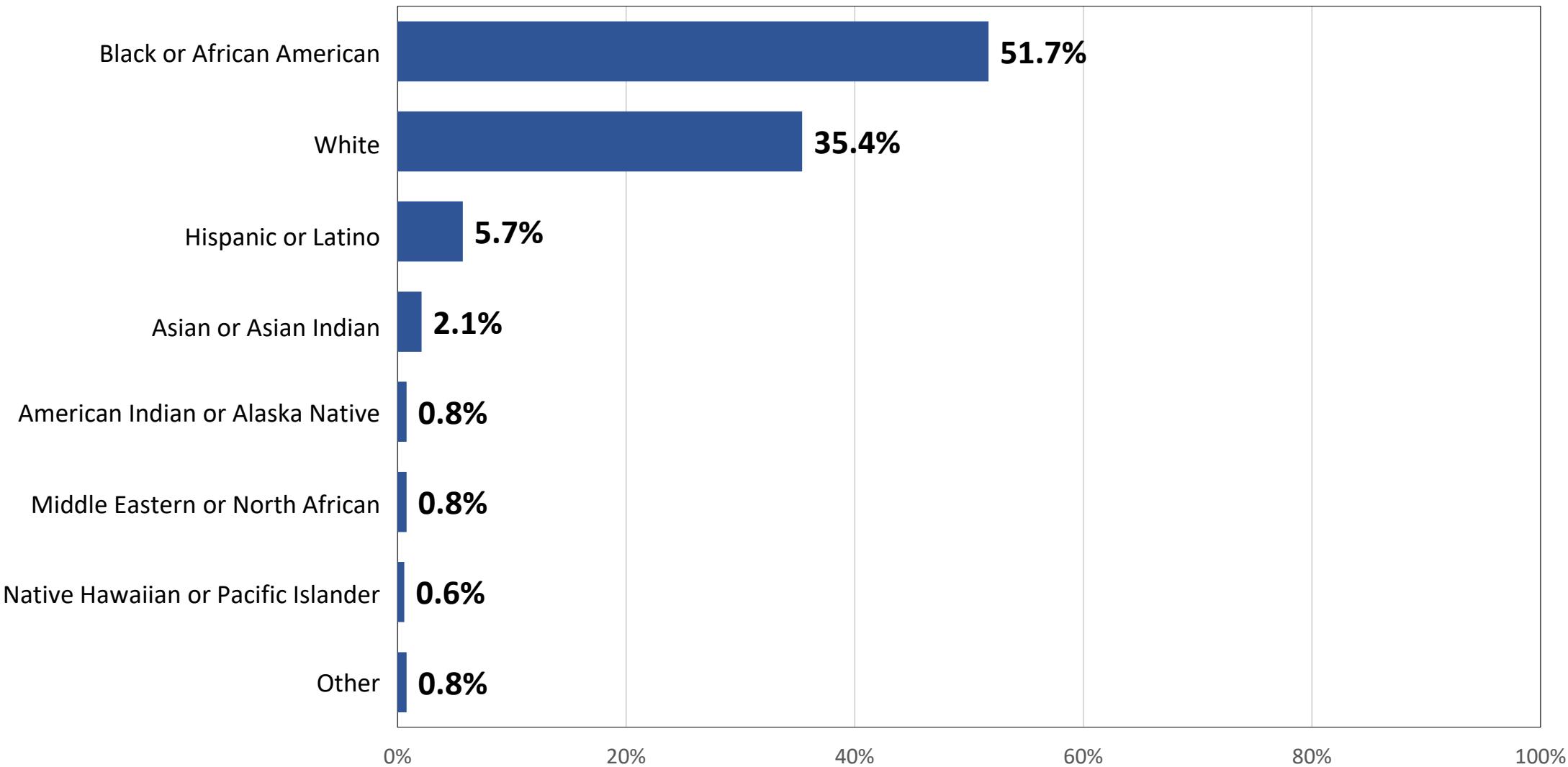
Q28. What Is Your Age?

by percentage of respondents (excluding “not provided”)



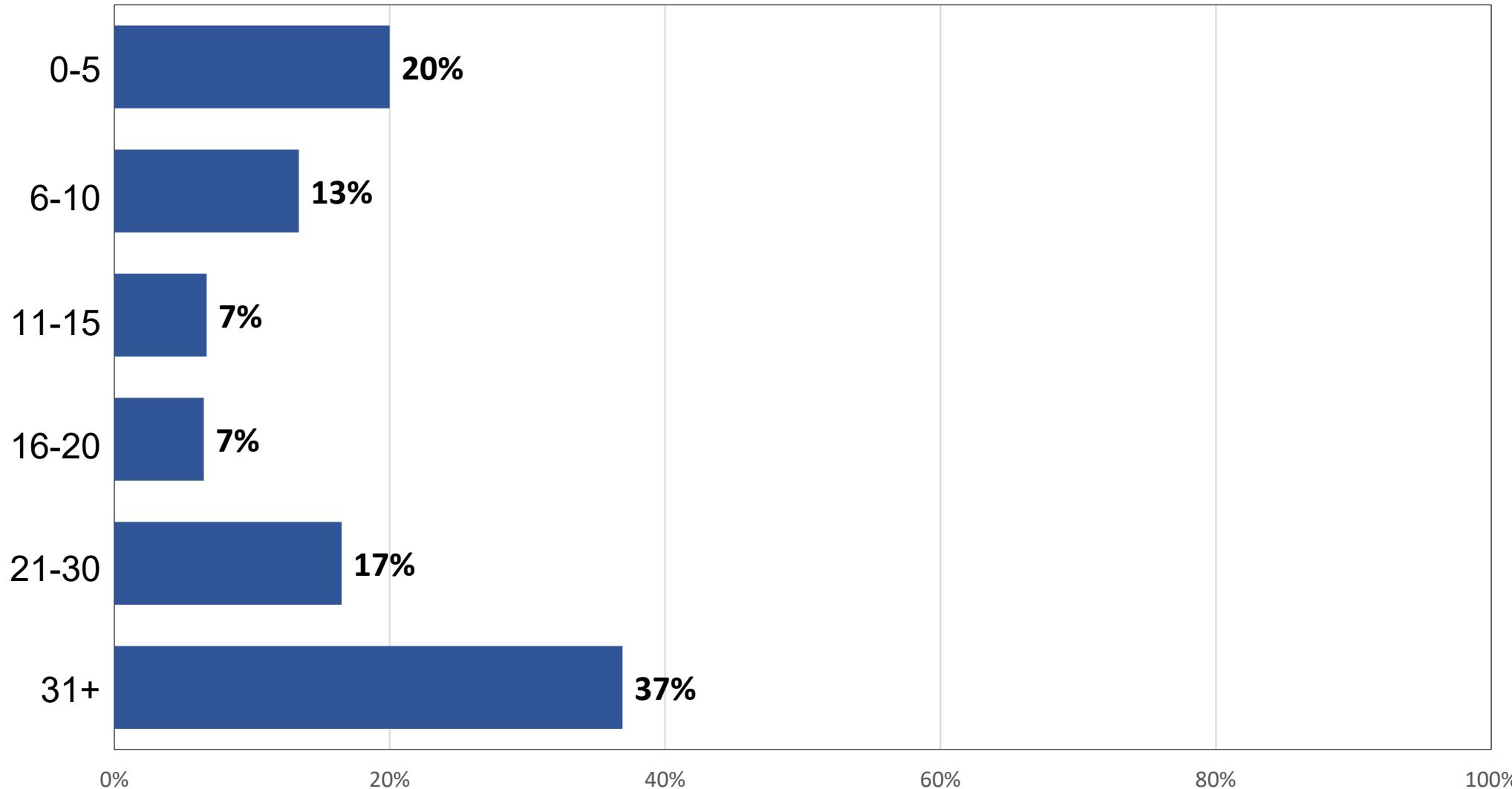
Q29. Which Of The Following Best Describes Your Race/Ethnicity?

by percentage of respondents



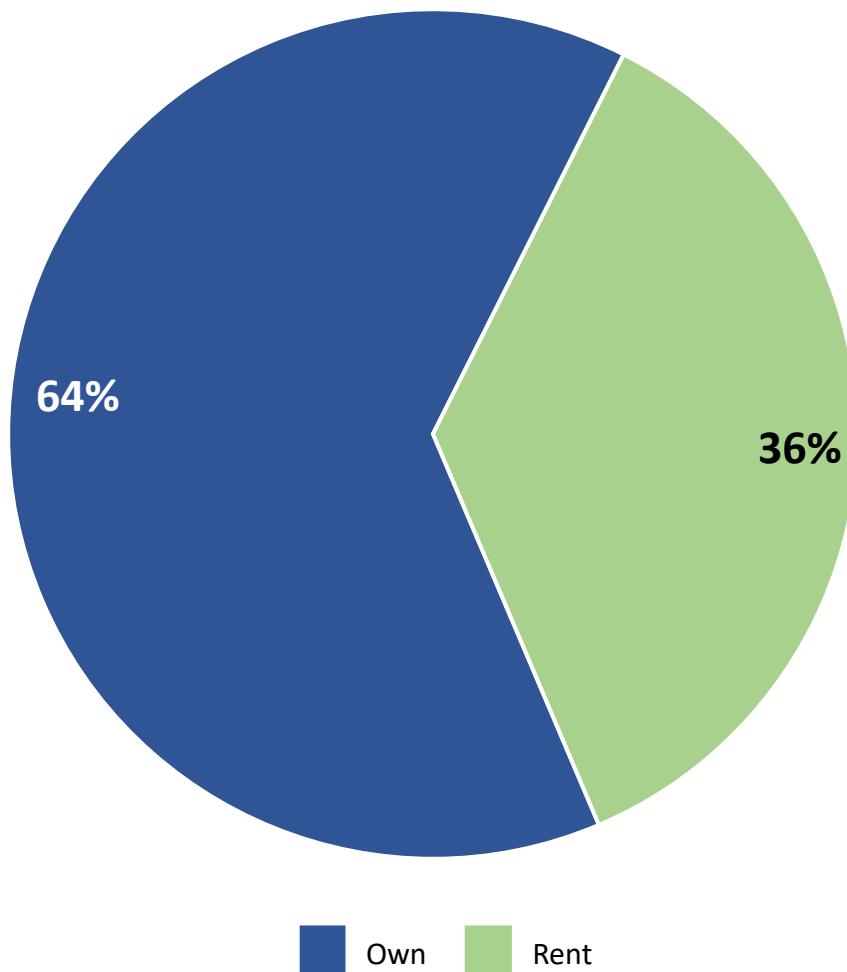
Q30. Approximately How Many Years Have You Lived In The City?

by percentage of respondents (excluding "not provided")



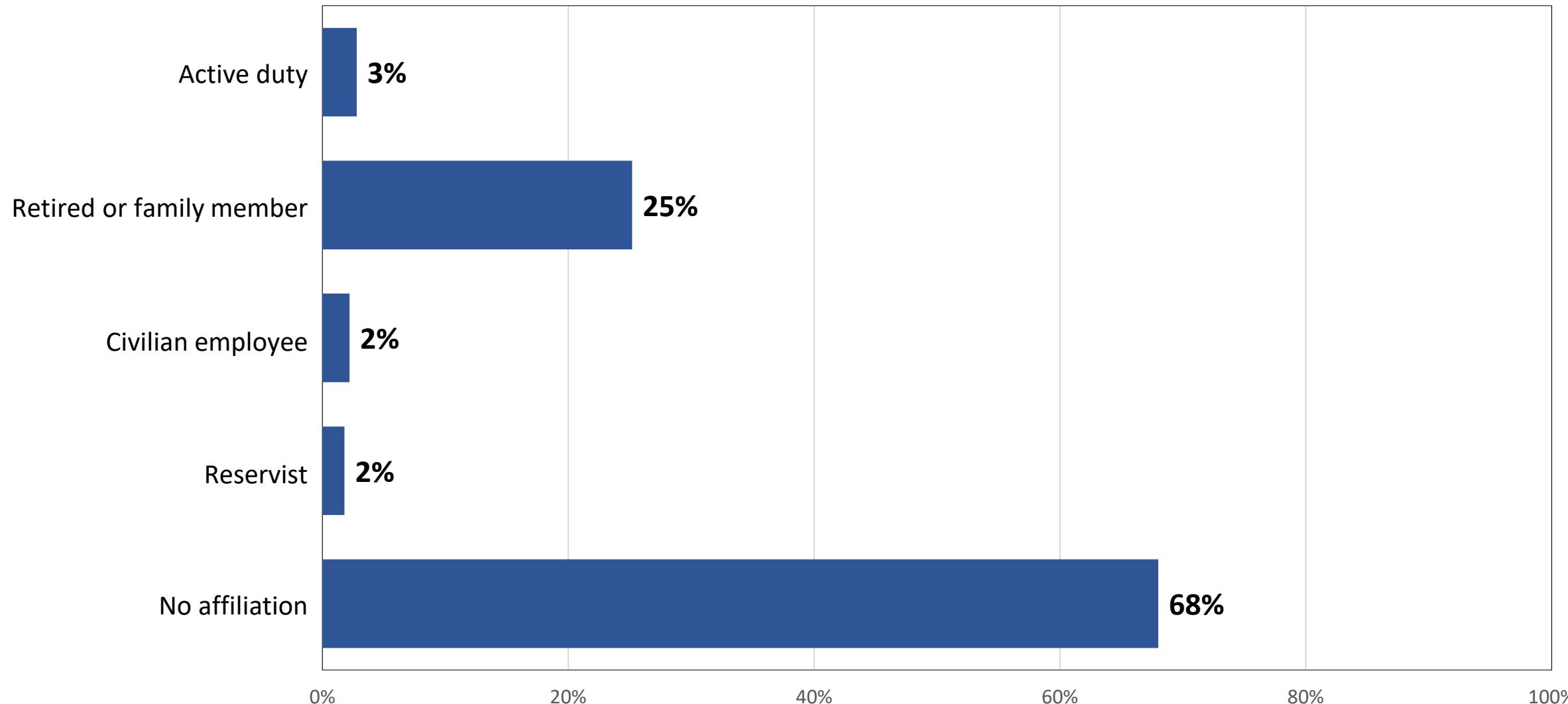
Q31. Do You Own Or Rent Your Current Residence?

by percentage of respondents (excluding not provided)



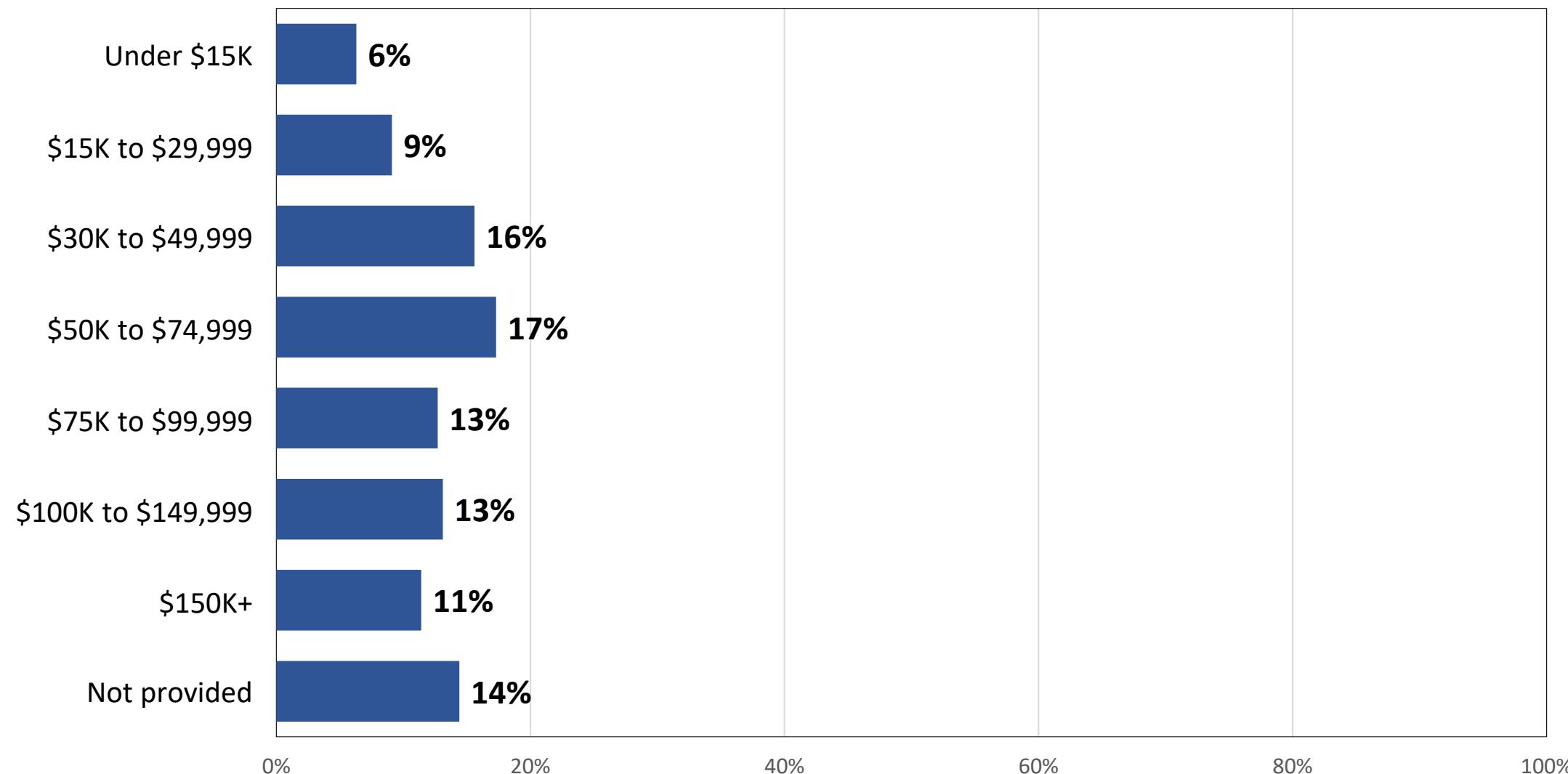
Q32. Are You Affiliated With Seymour Johnson Air Force Base?

by percentage of respondents (excluding “not provided”)



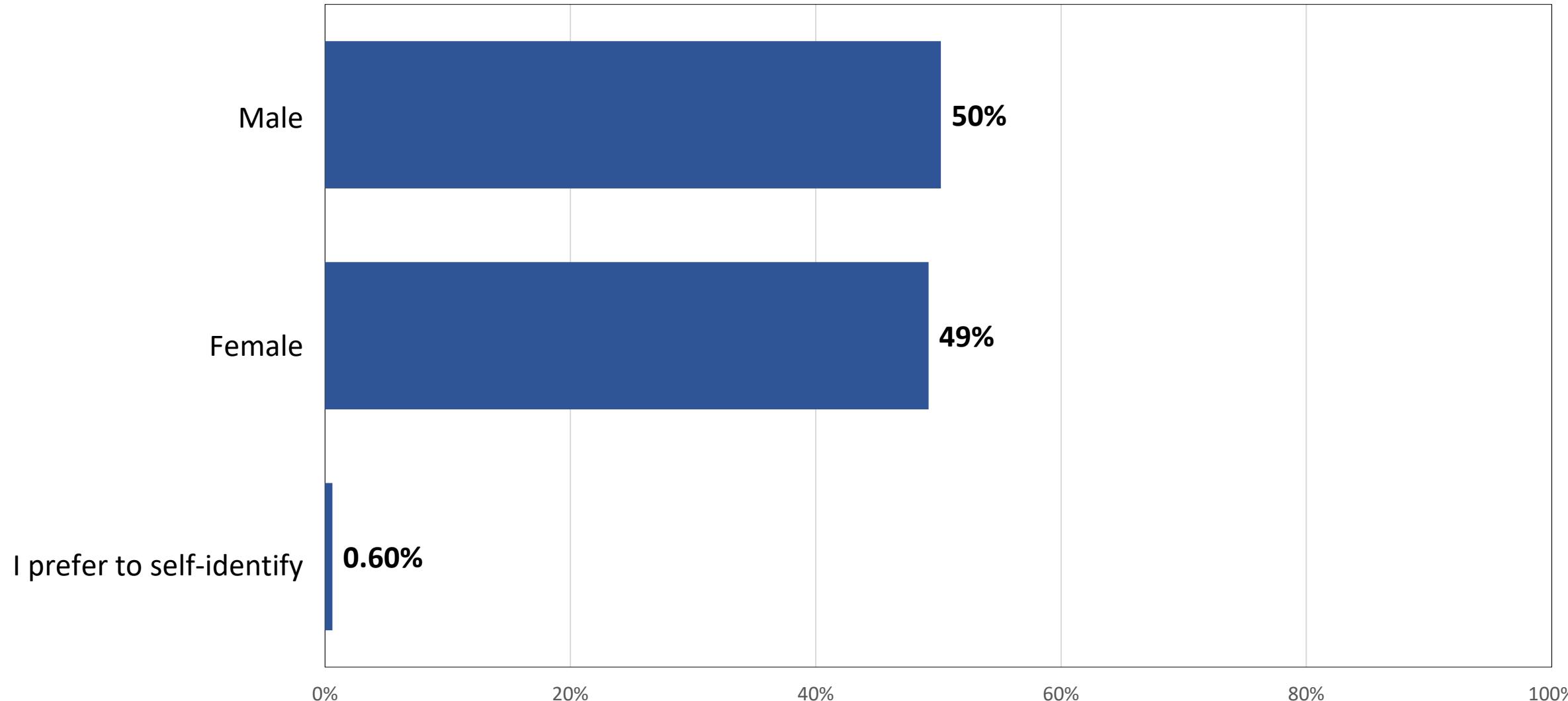
Q33. Would You Say Your Total Annual Household Income Is...

by percentage of respondents



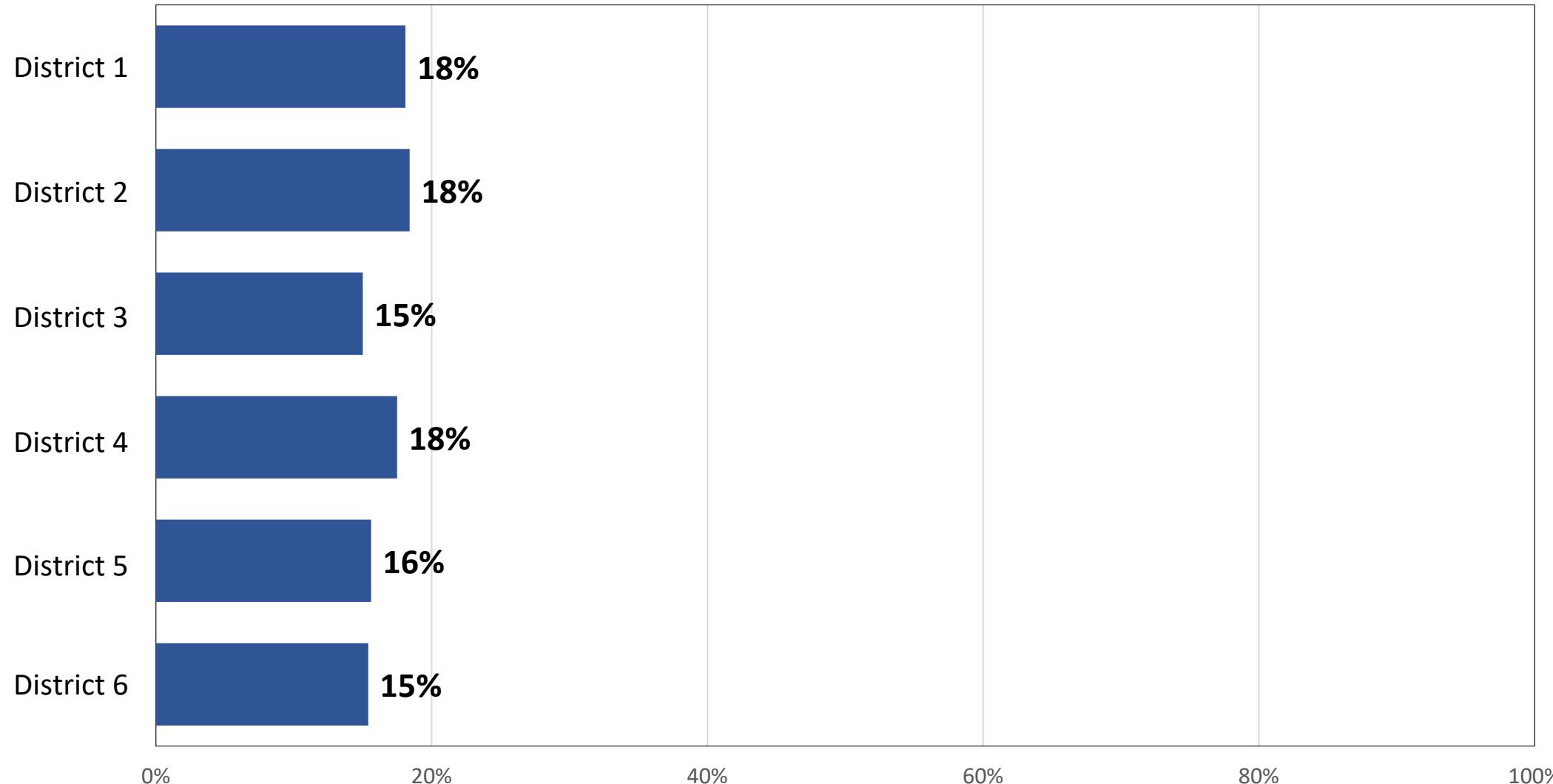
Q34. Your Gender:

by percentage of respondents (excluding “not provided”)



District:

by percentage of respondents



2

Benchmarking Analysis

Benchmarking Summary



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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2025 to a random sample of more than 5,000 residents in the continental United States and (2) from this national survey, a regional average of Atlantic states. The states included in the Atlantic average that are shown in this report are listed below:

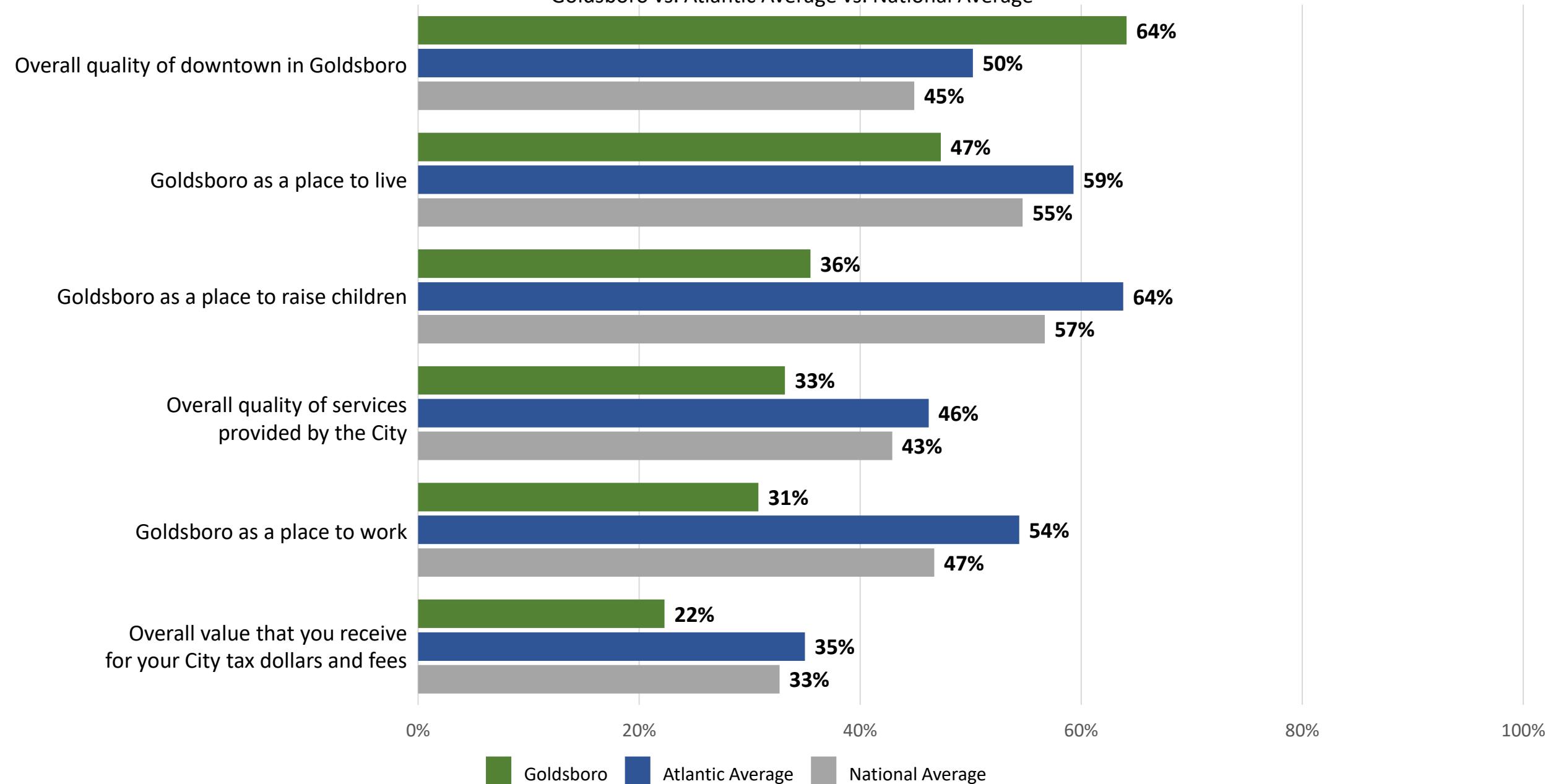
- Washington D.C.
- Delaware
- Maryland
- North Carolina
- Virginia
- West Virginia

The charts on the following pages show how the results for the City of Goldsboro compare to the national average and the Atlantic region average. The scores on the following pages are a combination of "very satisfied" and "satisfied" scores from each survey. The green bar shows the results for the City of Goldsboro. The blue bar shows the Atlantic region average. The gray bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 5,000 U.S. residents during the summer of 2025.

ETC Institute does not maintain benchmarking data for all of the items that were included in the City's 2025 survey. Only items that ETC Institute maintains benchmarking data for are included in this section.

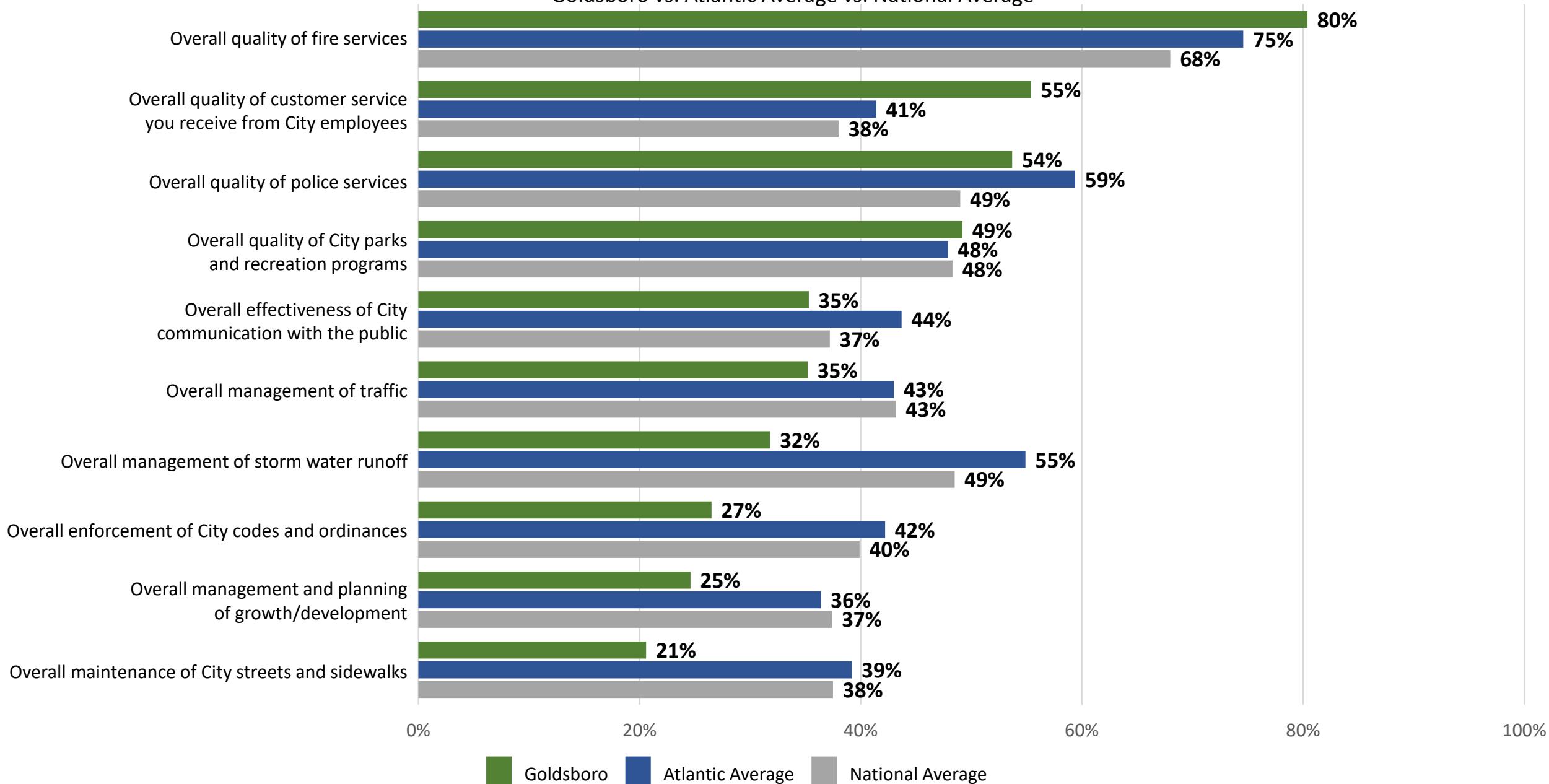
Q1. Quality Of Life

Goldsboro vs. Atlantic Average vs. National Average



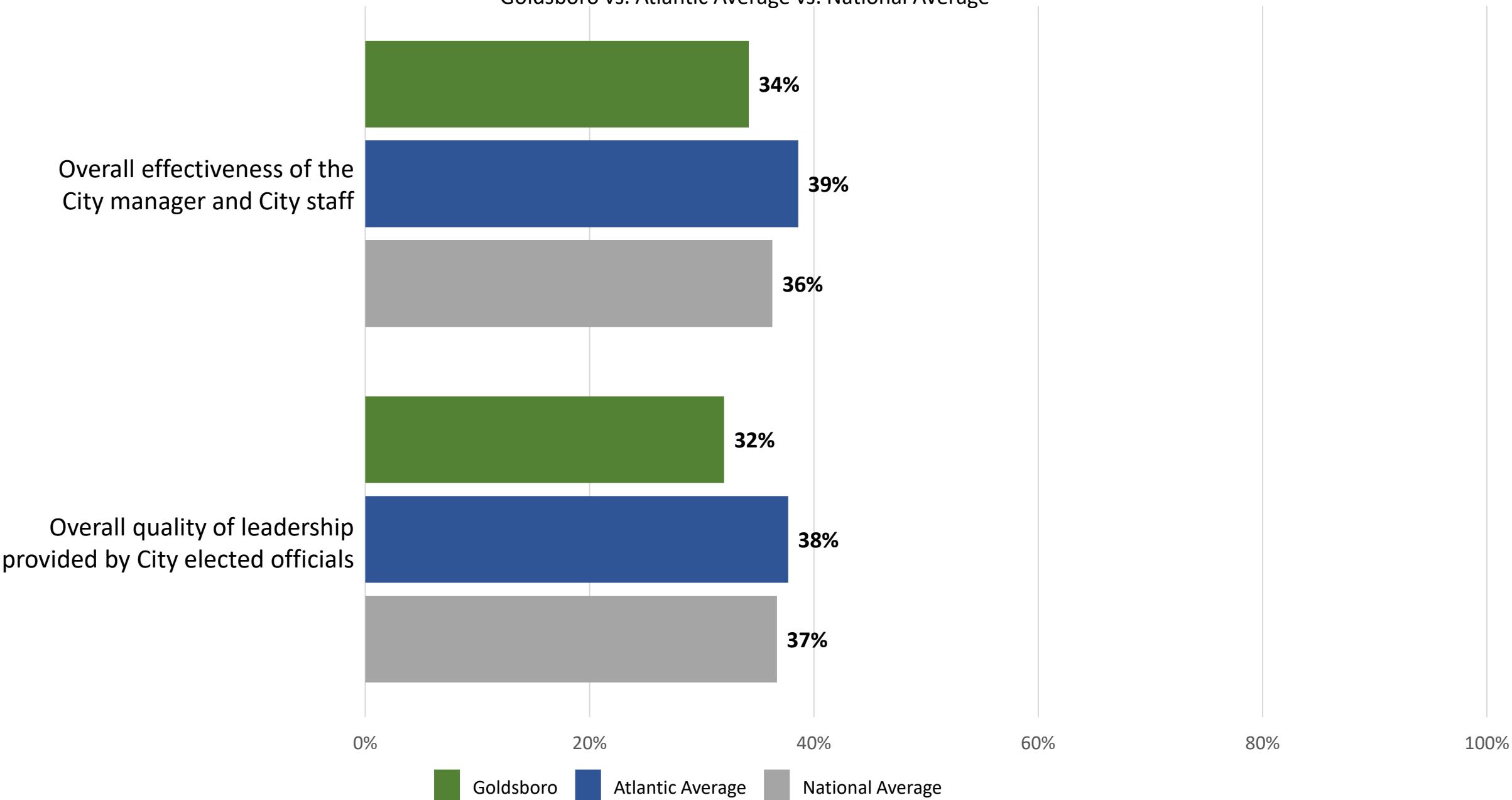
Q2. Major Services

Goldsboro vs. Atlantic Average vs. National Average



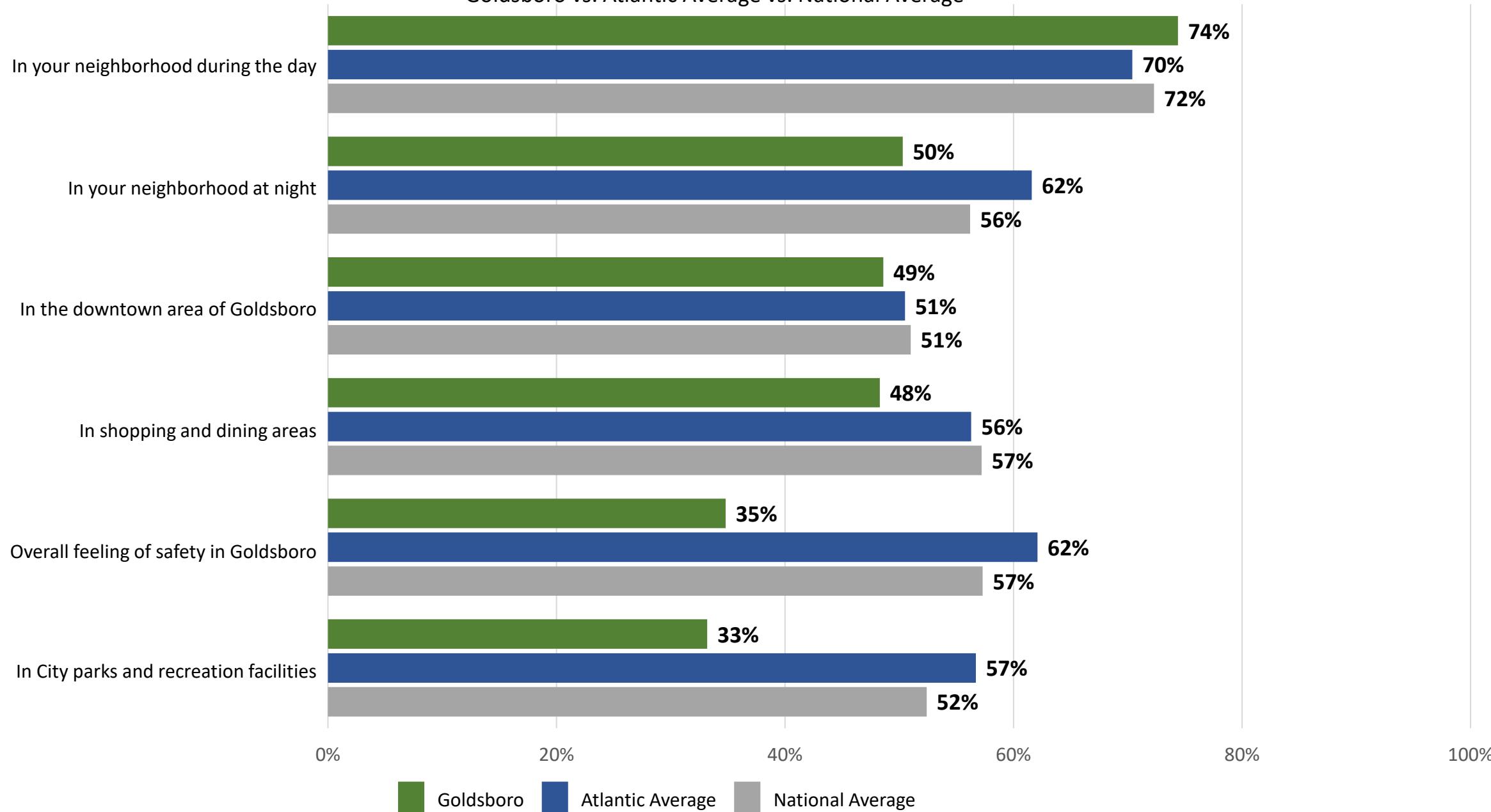
Q4. City Leadership

Goldsboro vs. Atlantic Average vs. National Average



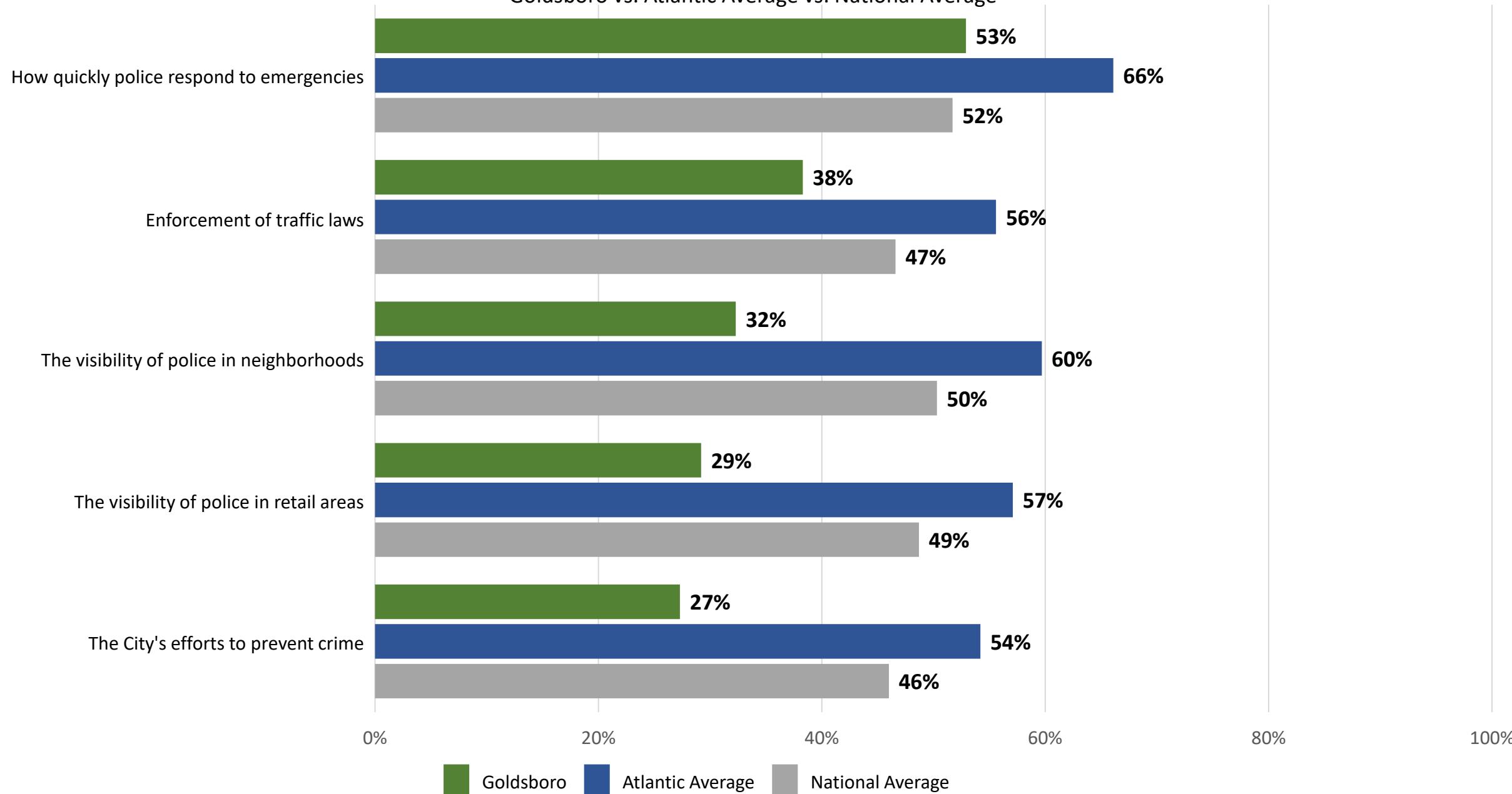
Q7. Perceptions Of Safety

Goldsboro vs. Atlantic Average vs. National Average



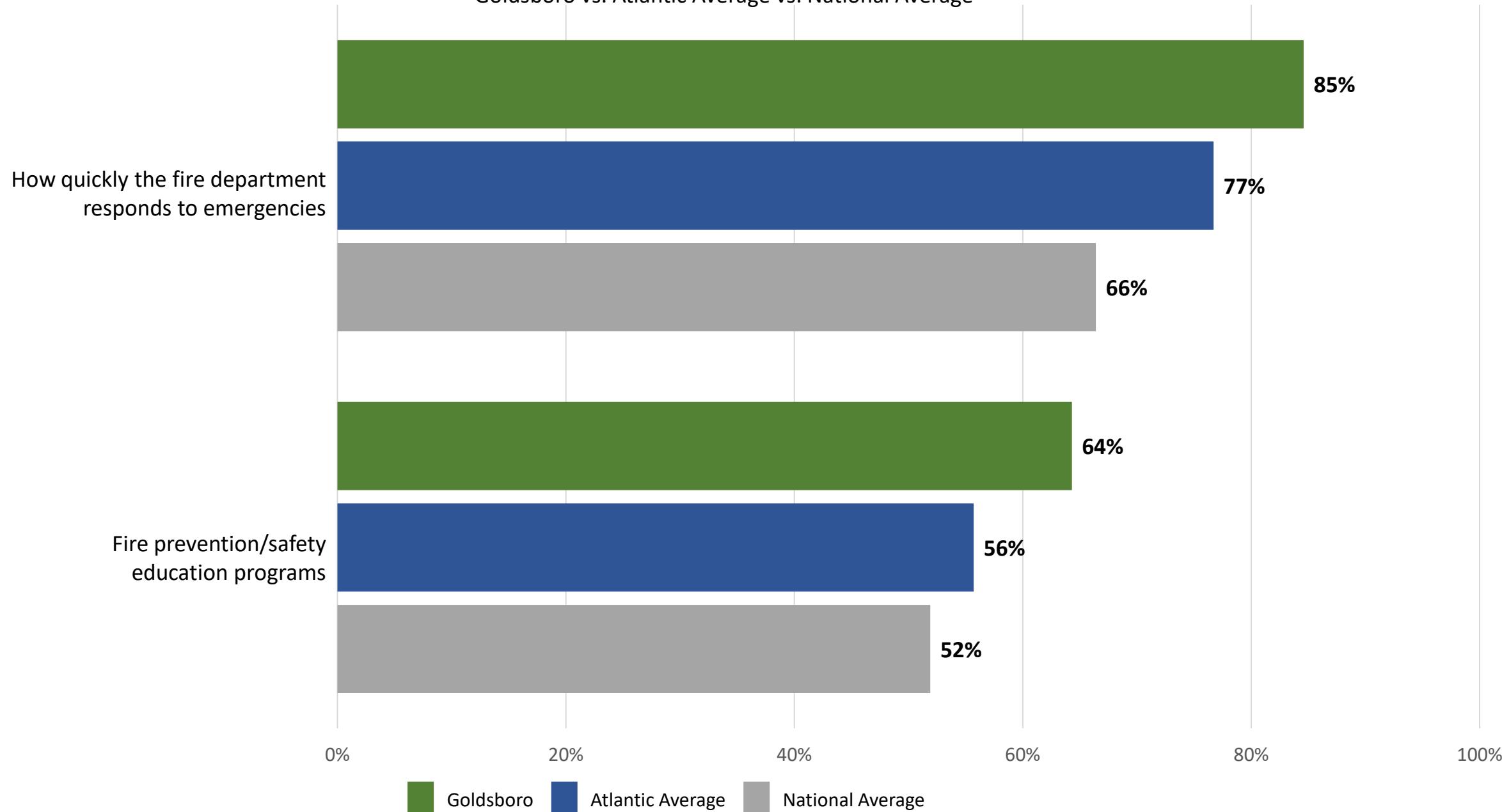
Q8. Police Services

Goldsboro vs. Atlantic Average vs. National Average



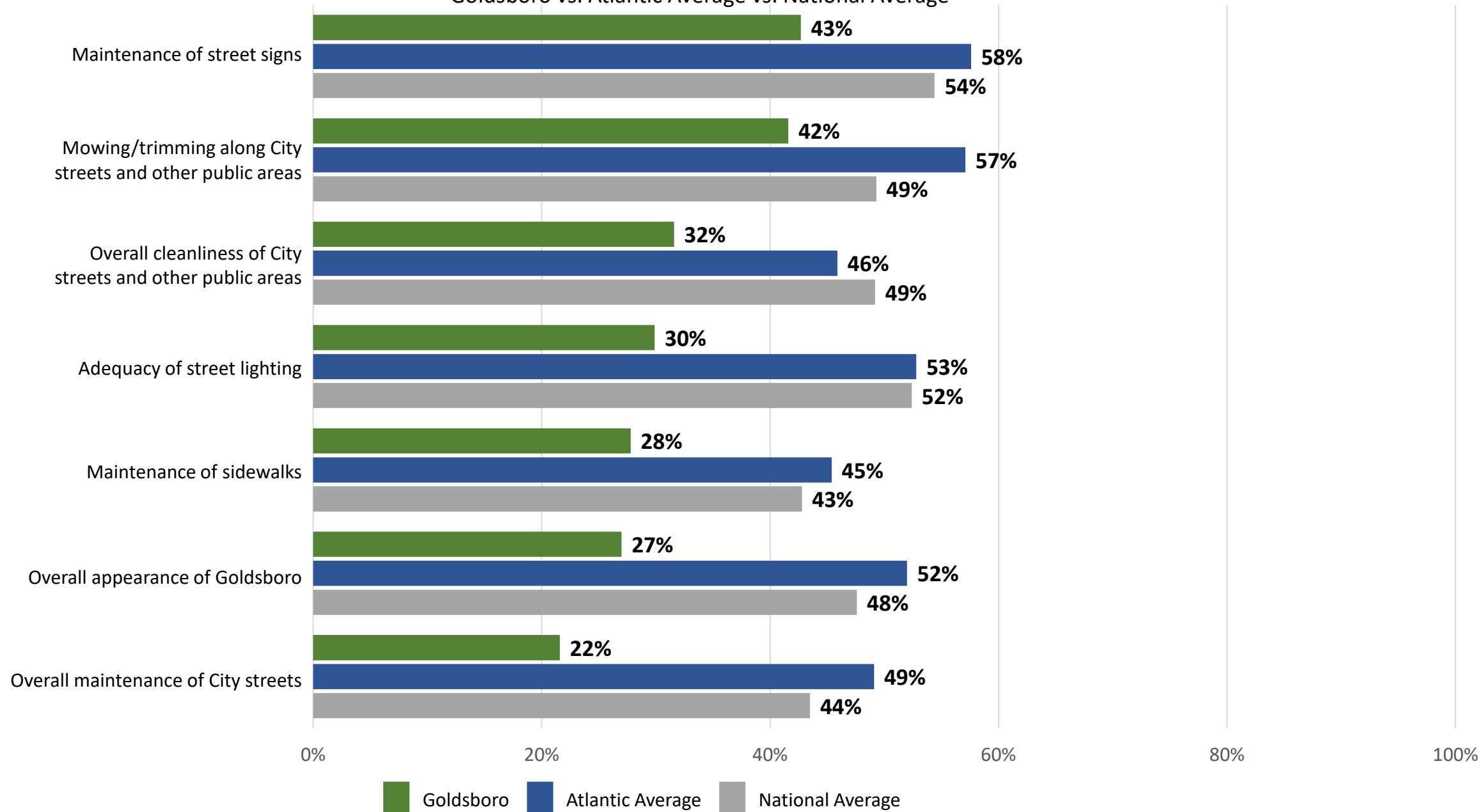
Q8. Fire Services

Goldsboro vs. Atlantic Average vs. National Average



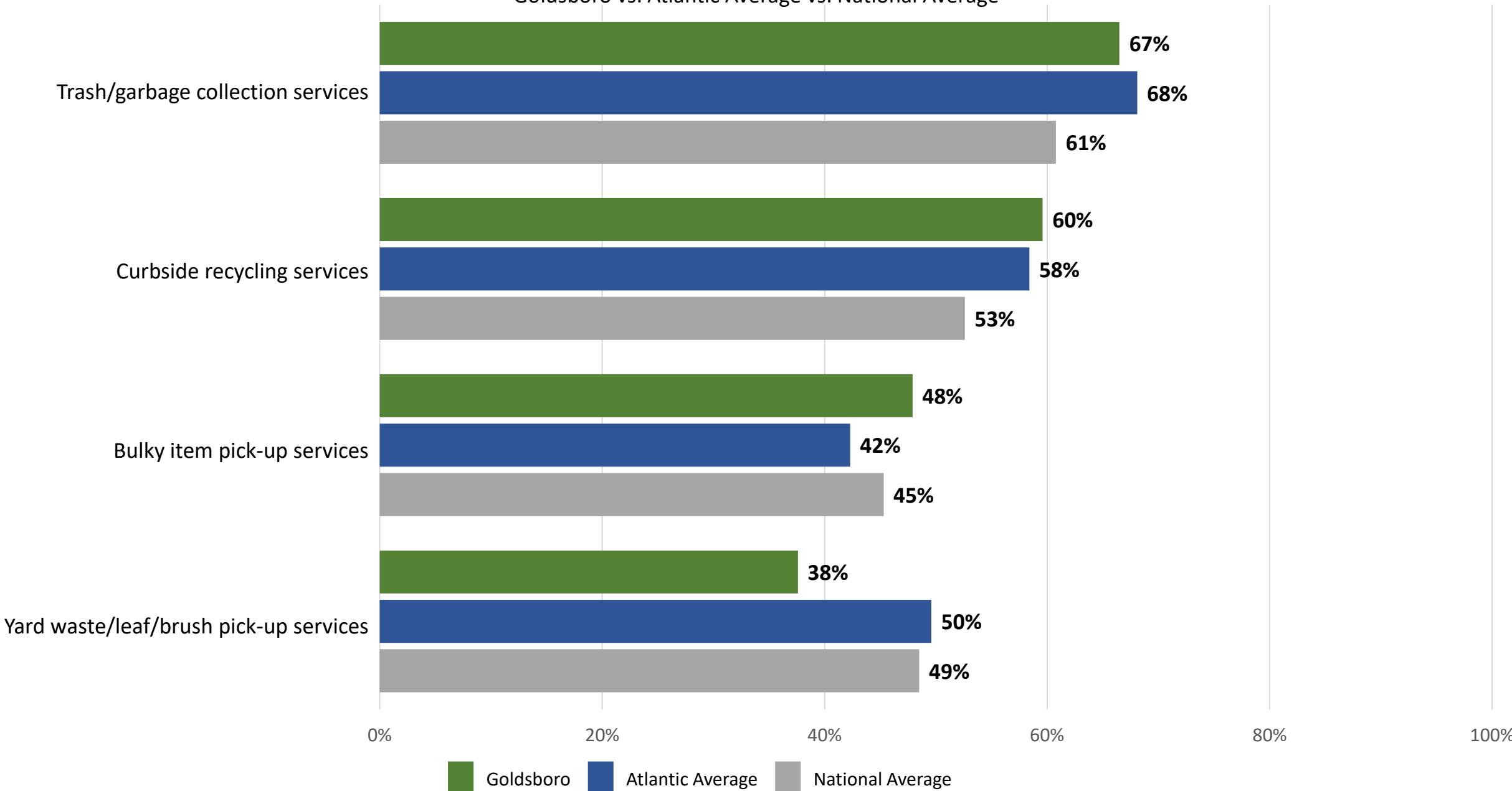
Q11. City Maintenance

Goldsboro vs. Atlantic Average vs. National Average



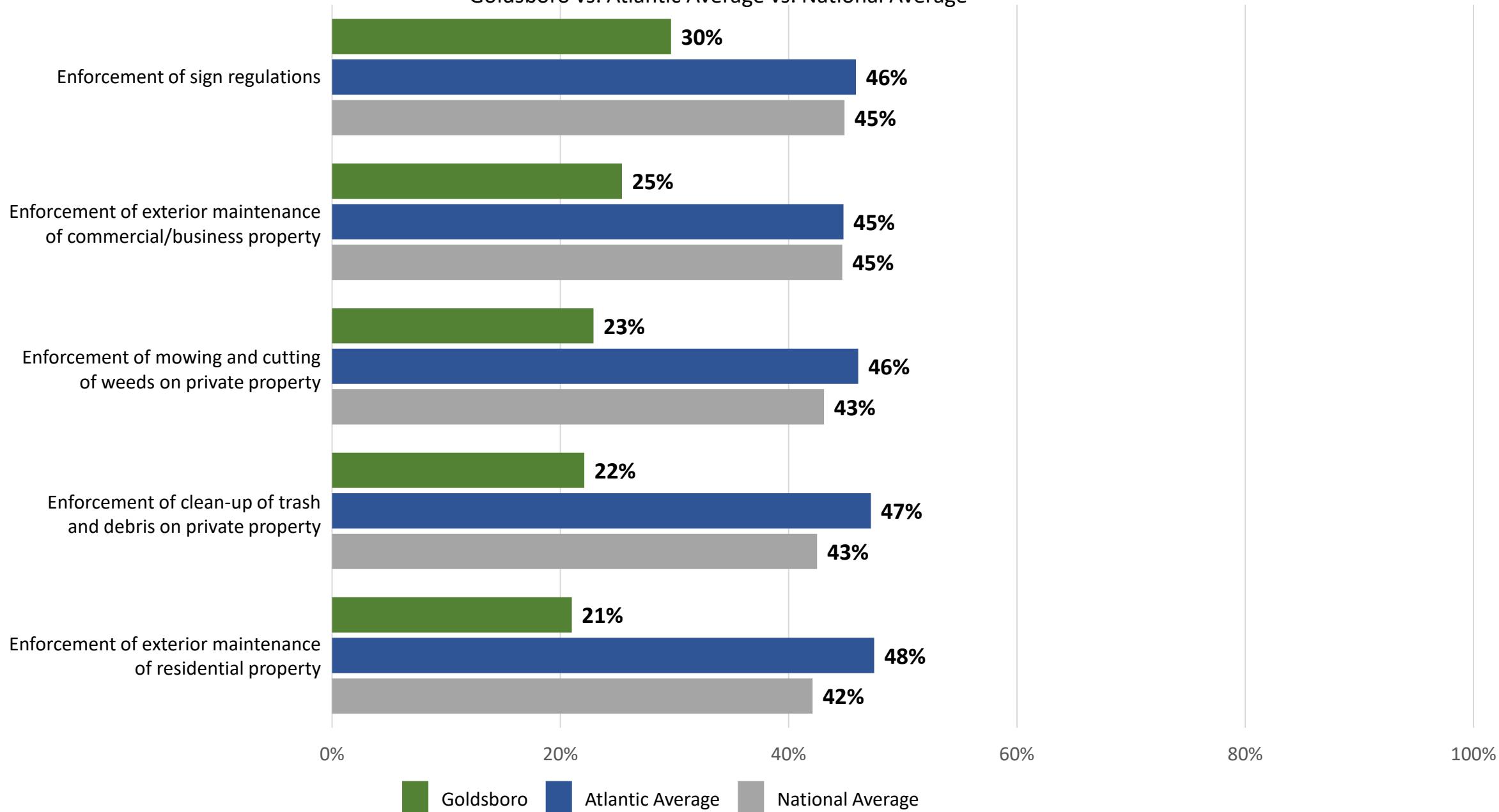
Q14. Solid Waste Collection

Goldsboro vs. Atlantic Average vs. National Average

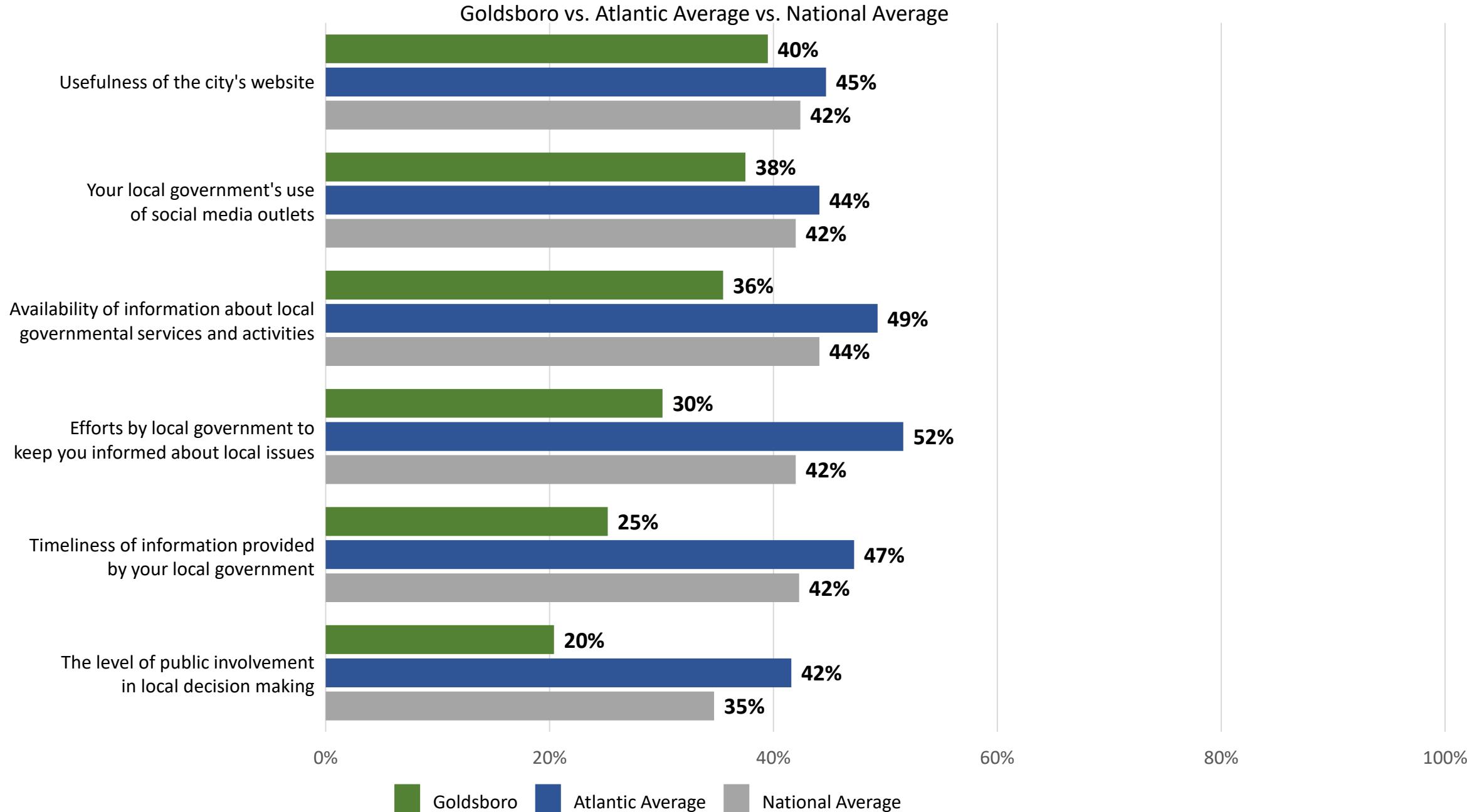


Q15. Code Enforcement

Goldsboro vs. Atlantic Average vs. National Average



Q23. Communication



3

ETC's Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Importance-Satisfaction Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (IS) 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 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.

Methodology

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 provide. 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.

$$[IS=Importance \times (1-Satisfaction)]$$

Example of the Calculation: Respondents were asked to identify the major services they think are most important for the City to provide. Fifty percent (49.6%) of respondents selected the overall maintenance of City streets and sidewalks as the most important service for the City to provide.

Regarding satisfaction, twenty-one percent (20.6%) of respondents surveyed rated the overall maintenance of City streets and sidewalks as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for the overall maintenance of City streets and sidewalks was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 49.6% was multiplied by 79.4% (1-0.206). This calculation yielded an I-S rating of 0.3938 which ranked first out of thirteen major services.

Example: Overall maintenance of City streets and sidewalks

$$[49.6\% \times (1-20.6\%)] = 0.3938$$

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 to emphasize over the next two years 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 for the City to emphasize over the next two years.

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.

- Very High Priority / Significantly Increase Emphasis ($IS \geq 0.20$)
- High Priority / Increase Emphasis ($0.10 \leq IS < 0.20$)
- Medium Priority / Maintain Current Emphasis ($IS < 0.10$)

The results for the City of Goldsboro are provided on the following pages.

2025 Importance-Satisfaction Rating

Goldsboro, North Carolina

Major Services



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets & sidewalks	50%	1	21%	13	0.3938	1
Overall management and planning of growth/development	45%	2	25%	12	0.3355	2
High Priority (IS .10-.20)						
Overall management of traffic	30%	3	35%	7	0.1970	3
Overall enforcement of City codes & ordinances	24%	5	27%	11	0.1779	4
Overall effectiveness of City communication with the public	23%	6	35%	6	0.1469	5
Overall quality of police services	27%	4	54%	3	0.1259	6
Overall quality of City parks and greenways	19%	8	41%	5	0.1096	7
Overall management of storm water runoff	16%	9	32%	10	0.1078	8
Overall quality of City parks and recreation programs	21%	7	49%	4	0.1052	9
Medium Priority (IS <.10)						
Overall quality of City recreation facilities	14%	10	34%	8	0.0904	10
Overall quality of customer service you receive from City employees	8%	11	55%	2	0.0348	11
Overall quality of permit and inspection services	4%	13	32%	9	0.0279	12
Overall quality of fire services	5%	12	80%	1	0.0104	13

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 be the City's top priorities.

Satisfaction %:

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

2025 Importance-Satisfaction Rating Goldsboro, North Carolina Public Safety Services



Category of Service	Most Important %	Most Important		Satisfaction Rank	Importance- Satisfaction	
		Rank	Satisfaction %		Rating	I-S Rating Rank
Very High Priority (IS >.20)						
The City's efforts to prevent crime	62%	1	27%	12	0.4486	1
The visibility of police in neighborhoods	49%	2	32%	10	0.3331	2
The visibility of police in retail areas	30%	4	29%	11	0.2089	3
High Priority (IS .10-.20)						
Overall effectiveness of the Goldsboro Police Department	34%	3	53%	6	0.1618	4
Fairness to people regardless of race, ethnicity, gender, or creed	27%	5	48%	8	0.1414	5
Enforcement of traffic laws	23%	7	38%	9	0.1407	6
Overall competency of agency personnel (e.g., officers, staff members, & leadership)	26%	6	50%	7	0.1303	7
Medium Priority (IS <.10)						
How quickly police respond to emergencies	15%	8	53%	5	0.0725	8
Fire prevention/safety education programs	6%	9	64%	4	0.0218	9
The Fire Department's visibility in the community	3%	10	71%	3	0.0084	10
Overall effectiveness of the Goldsboro Fire Department	2%	11	82%	2	0.0044	11
How quickly the fire department responds to emergencies	2%	12	85%	1	0.0035	12

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 be the City's top priorities.

Satisfaction %:

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

2025 Importance-Satisfaction Rating

Goldsboro, North Carolina

City Maintenance



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets	65%	1	22%	8	0.5096	1
Overall appearance of Goldsboro	49%	2	27%	7	0.3562	2
Overall cleanliness of City streets & other public areas	44%	3	32%	3	0.2982	3
Adequacy of street lighting	38%	4	30%	4	0.2678	4
City efforts to mitigate drainage/flooding	33%	5	27%	6	0.2384	5
High Priority (IS .10-.20)						
Maintenance of sidewalks	25%	6	28%	5	0.1769	6
Mowing/trimming along City streets & other public areas	20%	7	42%	2	0.1180	7
Medium Priority (IS <.10)						
Maintenance of street signs	8%	8	43%	1	0.0453	8

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 be the City's top priorities.

Satisfaction %:

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

2025 Importance-Satisfaction Rating

Goldsboro, North Carolina

Parks and Recreation



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Number of walking & biking trails	41%	1	24%	14	0.3142	1
The City's youth programs	36%	2	28%	12	0.2578	2
High Priority (IS .10-.20)						
Availability of information about City recreation programs	29%	4	32%	10	0.1985	3
Maintenance of City parks	34%	3	47%	2	0.1805	4
The City's senior (55+) programs	23%	5	33%	8	0.1532	5
Availability of diverse/cultural experiences	19%	7	30%	11	0.1325	6
The City's adult programs	16%	8	26%	13	0.1166	7
City's special events	20%	6	47%	1	0.1079	8
Medium Priority (IS <.10)						
Availability of meeting/gathering space	11%	9	33%	9	0.0726	9
Fees charged for recreation programs	10%	10	35%	7	0.0641	10
Quality of outdoor athletic fields	8%	11	44%	3	0.0458	11
Goldsboro Golf Course	7%	12	36%	6	0.0451	12
Ease of registering for programs	5%	14	37%	5	0.0339	13
Goldsboro Event Center	6%	13	44%	4	0.0337	14

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 be the City's top priorities.

Satisfaction %:

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

2025 Importance-Satisfaction Rating Goldsboro, North Carolina Communication



Category of Service	Most Important %	Most Important		Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %			
Very High Priority (IS >.20)						
Efforts by local government to keep you informed about local issues	66%	1	30%	4	0.4606	1
The level of public involvement in local decision making	52%	3	20%	6	0.4163	2
Availability of information about local governmental services & activities	60%	2	36%	3	0.3889	3
Timeliness of information provided by your local government	33%	4	25%	5	0.2438	4
High Priority (IS .10-.20)						
Usefulness of City's website	23%	5	40%	1	0.1404	5
Your local government's use of social media outlets	20%	6	38%	2	0.1263	6

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 be the City's top priorities.

Satisfaction %:

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



Open-Ended Comments

Q22. What department(s) did you contact? Other

- Animal control
- Court House
- Sanitation department does not pick up trash when scheduled you have to call and get them to pick up the trash.
- Part about picking up debris.
- Wayne County Animal Control - Sometimes they respond and Sometimes they don't. For example, I've called them about the stray dogs and they show up on time
- Defective water meter
- Email to mayor
- City Council
- Code enforcement
- Tax department
- Trash pick up

Q35. If you have any other suggestions you would like to make to the City, please provide them here.

District 1

- Bring jobs and entertainment to the area. Post more on social media for adult recs.
- Having lived in Goldsboro my entire life, I have observed that racial bias plays a significant role in many interactions, based on both what I have witnessed and what I have personally experienced—from law enforcement to city officials and employees. Addressing these racial disparities must be a top priority.
- Invest more in crime prevention
- It seems obvious that crime is occurring near James and Ash (near the church), yet nothing is done. The people on the street seem quite emboldened. I've seen what appears to be drug deals between people on the street and people in cars. I've lived in Atlanta for ten years, so I assure you, I'm not overreacting.
- Lights at the parking north end-lights and signage at north end and improve side roads
- Me gustaría que la hermosa ciudad de Goldsboro contará con más lugares para disfrutar al aire libre con la familia, más estructuras para que los pequeños se diviertan, así como programas o sitios para los jóvenes. Construir en espacios abandonados ya que da mala apariencia a la ciudad la cual se observa como abandonada, y con esa cara a los inversores no es muy atractiva. Creo que el tren hacia paso por esta ciudad, fuese tan exquisito poder dar vida a la estación de el tren y ponerla en servicio. Mejorar las instalaciones educativas las cuales están muy descuidadas, esto también da motivación a los alumnos y docentes.
- Meals on wheels do not serve all of the city because when I had three major surgeries, I was told that I couldn't get meals because they don't come across my area.
- More social events to get to know your community (city members and all)
- Need more road repairs. Lots of potholes. Some road areas are hard to see at night. The white lines are faded
- Need to have a review of property taxes. Increase is too high for seniors. They need a lower rate.
- No more DEI hiring!!!! Stop providing services to illegals. No more car washes. Put metal detectors in the schools. Bring in more quality restaurants. Stop the pan handling
- Our youth need places that are safe, inexpensive for working parents, close to city schools where they can congregate after school and on weekends instead of running the streets. I would love to see more drug enforcement in our city, which is difficult when every other house is a drug house. On North Georgia St., 4 of 6 houses are rife with drug selling Monday through Sunday. West Haven is full of drugs. Also over half of our police force smoke weed. Do some surprise drug testing. Love Goldsboro. But it isn't like the old days!
- Regularly replaced torn up, trash cans; check on drainage issues in neighborhoods; be more strict about those who don't mow their yard regularly in the summer.
- Thanks for asking our opinions.
- The city needs to dedicate some land to a reputable mountain bike trail system, 5 miles of single track.
- The downtown area is where I work. The objectives seem to have shifted. The parking situation has done nothing but take up time and energy with still no solutions. More residences, and some businesses have gone that added to the landscape. Replaced with things that don't reflect the downtown area's effort to revitalize. Personal relationships seem to enter into decisions more than they should. That doesn't suit the goal of the downtown business person. It suits the goals of the individual. Thank you for the opportunity to give an opinion.
- This city needs pickleball courts, industry for good paying jobs, & LOTS of road maintenance. Also concerned about education.
- Voters deserve better candidates for offices. The candidates for City council are all about race.

- When we called the town about the dip exiting our road they sent someone to look and they did nothing. It is so bad that cars scrape their undercarriage going in and out.

District 2

- Department heads should Stop gaslighting and report what is going on. With property taxes increasing nearly 50%, citizens expect more results. Until we can police and protect services (parks) we already have, we do not need to add more.
- Focus on blight in commercial business district. More concerted economic development efforts and grant opportunities.
- Focus on city safety and infrastructure first. That will improve the quality of life for all other areas.
- Giving any coach volunteer with parks and rec one free child discount for sports. Better money into parks and rec. For soccer we get deflated soccer balls, never enough of them, barely any penny's for practice. There is little communication when limb pick up is behind. The water is expensive. Need more kid activities other than sports for two months out of the year. Need more to do downtown other than food. And for the love of God NO MORE CAR WASHSES! There isn't much to do other than food or bars.
- Goldsboro needs affordable home and jobs other than fast food.
- Having happened to see plans for "improvement" for traffic at Oak Forest and Ash street.(roundabouts). I think an alternate entrance/exit to the Oak Forest neighborhood should be a priority. With the base gate and the sports complex using Oak Forest , it is sometimes difficult to get into or out of our neighborhood in a timely manner.
- I believe having our county commissioners more involved in community meetings-especially those connected to the nonprofit sector-would be incredibly beneficial. Their presence would show a genuine investment in the people we're serving. Additionally, we need more collective, solution-focused conversations around the critical lack of affordable housing in Wayne County. It's also time to explore options for an additional homeless shelter as well as an additional domestic violence shelter to better meet the needs of our community.
- I like living in Goldsboro. The area is generally pretty nice I like having stony creek park near my house which I walk though almost every day. The park is always well maintained there is occasional trash but never too bad. One footbridge is rotten and washed out and has been since I've live here. It is a hazard that should be addressed. It would be nice if there were sidewalks in the area since I have to walk on the road but would assume it is an issue that the city cannot fix because all of the land to build on is the home owners. Some of the road infrastructure around town is degrading the entirety of Elm street needs a full depth replacement as well as other assorted streets. I frequently visit the food lion on ash and generally the inside of the store is clean and well kept but the parking lot often has a lot of litter and people that seem to be loitering. I don't think that I have ever seen city police or any other agency doing anything to address either of those issues
- I love living here.
- I would like to see the city get to a point of what will bring people to Goldsboro and keep them here other than SMJAFB. I wish we had a water feature here. Continue to work on things for our youth.
- It would be nice to see different stores and restaurants. Enough with the gas stations and car washes.
- More sidewalks. It is not a city built for walking and there are a lot of people who actually walk
- Need more training for law enforcement on how to deal with people with mental health issues. Need stronger animal protection and enforcement. Need to host events in areas other than downtown. Need to get a handle on the shootings/murders.
- No more Section 8 housing.

- Pave Elm St and Highway 13 Berkely Blvd Ext. All inner city streets are in need of attention.
- Please continue to follow through and continue to survey the great people of Goldsboro.
- Really need to repaint street center islands. Hard to see when turning left onto main Street.
- Red light cameras would pay for themselves in a short amount of time around the main roads
- S. Spence Ave. is like a race track, but I never see any police presence except to raise to Elm Street where crime is being committed.
- Safety is my top concern. It seems we hear of more shootings.
- Soccer complex staff is IMPOSSIBLE to reach and just straight IGNORE their email. If it were a private business it would fail but since it's propped up with tax money they function with impunity to do nothing.
- The increase tax assessment of my residence by 100,000 dollars within the last year is not sitting well with me, now the assessed value is almost what I could sell my home for in the open market. My taxes increased by 700 dollars but what additional services did my family get for this dramatic increase? Yard waste pickup is unsatisfactory zero consistency and this debris ends up in the storm drainage system because it's not picked up in a timely fashion. Stop allowing the building of vape shops and car washes! Stoney Creek park is full of trash and the facilities are not maintained, we have a flag pole that has not had a flag on it since I moved here...this park could offer so much but the bare minimum is done...no pride in anything but the downtown area
- The level of rudeness at the water department is unacceptable. When people move here, that office is one of the first places they have to call for essential services. The employees there should be welcoming and helpful, not dismissive. It may be time to consider replacing staff with individuals who can provide respectful customer service.
- The traffic light at the new intersection of Berkeley and Central Hts Rd. needs a green arrow to turn left. The blinking yellow ends up with a lot of backed up traffic.
- The traffic pattern/construction at the intersection of Berkeley, Central Heights and Royal Avenue is a complete disaster and a death trap waiting to happen. The horrible design is not clear of where to stop for the light even with the newly drawn white line. Also when turn off of Berkeley onto Central Heights, that is a head-on collision waiting to happen. This construction design is going to cause needless accidents. It is my route to work, and I am forced to take a different route. In addition, there is inadequate lighting when driving down Central Heights, it is very dark.
- The yard waste pickup service has become nearly nonexistent. Debris stays out for months at a time. I am not lazy and have resources but should not have to haul my yard waste off
- There needs to be a second access to the Oak Forest Community by the side gate. During athletic events and SJAFB events, we become stuck or lose access to our homes.
- Traffic control. At one time years ago it was reported Goldsboro was one of the largest mpo's without stoplight coordination. Notify all surrounding property owners before approving low income housing or "work force housing." Same project on Graves was canned years ago this time approved and given funds and favors without notifying property owners. Don't provide \$ or incentive to folks building apartments to compete with local apartments and owners who are disadvantaged by not receiving equal treatment.

Dress up Berkely Blvd more from ash to elm st. Large number of visitors to Goldsboro take that route and it does not reflect well on city. Downtown looks good now, apportion some of those gifts, grants and \$ to Berkely and other areas. Stop renting art annually - buy or accept donations or partner with 10 other cities and rotate collections annually. You don't have to hire an expensive consultant for a lot of projects. We have local experts in just about every field, seek them out or offer some nominal amount (a % of what paying out of towers) to them for their expertise. Budget future infrastructure replacement better. Everything has a life expectancy and it appears we are taxing water consumers with replacement of

decades old infrastructure due to lack of planning. Not current council fault but implement strategy so history does not repeat itself. Focus on protecting and promoting SJAFB at every turn. We are Kinston without SJAFB. Give current active duty service members discounts or rewards where possible so when they leave Goldsboro they leave with a good taste in their mouth and say favorable things wherever they go to compare and hopefully want to return

- Trash in the city neighborhoods need to be addressed. Maybe have a clean sweep weekend. Speed is a huge problem in the city, Ash, Mulberry and Walnut especially.
- Try to maintain the Herman Park's bathrooms and create an area for special needs kids on the Park. My kids are autistic and even though they enjoy the regular playground, an inclusive one for special needs will be really helpful

District 3

- City roads have deteriorated and are inadequate to handle the increasing traffic. There is much more road resurfacing/improvement outside city limits (in the county) than within Goldsboro proper. Evidence of any city roadway surface improvements/expansions is rare at best.
- Cops need to not speed like the other drivers and then respond when they are told homeowners have evidence from an active shooting investigation.
- Correct pothole repair, not the slapdash method I have seen. Also crime; and more police presence.
- Enough with the car washes, gas stations, banks to generate job opportunities. Goldsboro needs blue collar work for their citizens. Where there is no real economic growth creates violence, gangs, drugs, homelessness, blight etc. Plus you're taxing the wrong individuals. You're penalizing the folks that choose to live within the city with higher taxes than people who quote are still in county. Like residents on Country Day road. The border and guidelines of the city are completely messed up and unfair. Because some of the residents again like on Country day road in emergencies use city services but are not paying for them like we are living within the city limits. More wealthier people are moving out and around the city than actually living within the city, but using all city amenities. It's absolutely ridiculous!!! When the real estate market goes bk to being HOT! We will definitely be putting our house on the market and moving away from Goldsboro. We tried to be optimistic for this town to turn around in the last 4 years living year. All we've seen is racial, economic, residential divide. Oh and numerous gas stations, car washes, that we don't need. But no sustainable jobs ! Even with publications that the energy company is coming to town by 2030. That's absolutely not enough. The train depot another great idea but for some reason ole' money wants to keep Goldsboro down and not let it flourish. The only blessing that keeps this city afloat is the Seymour base. If that goes, Goldsboro will be a ghost town for sure!
- Far too much junk development; i.e., Wawa and that ilk. Too many cheap housing developments creating traffic congestion. Most people do not want G'boro to grow in such unhealthy ways. Better to create a higher quality of life for residents.
- Get whatever necessary equipment to get limbs and trash off the streets quickly. It is ridiculous for limbs to sit on the streets for two months
- I know you are all busy but please try to keep our yards clean by picking up our leaves and limbs. Sometimes it takes over a month before it's picked up. Some of our streets are terrible. Thanks
- I would love to see speed bumps on the neighborhood roads in town . Pineview, Linwood, Audubon. Speeding where kids are playing.
- Improve infrastructure to increase development opportunities; safe ways to travel by foot (sidewalks, overpasses); transportation to at least all areas within city limits; school transportation is a serious issue
- Increase Downtown Parking. Police visibility in shopping areas

- Library expansion
- Make repairs to the potholes that last. Overall the streets are horrible. The main thoroughfares Elm, Slocumb, Ash and Berkeley should always be in tiptop shape. There used to be a street sweeper that came around on occasion. Does it still exist??
- Make special occasion functions more affordable for the kids. More youth activities
- Need to pave intersections at Wayne Memorial and New Hope Road and Wayne Memorial and Country Day. Also Ashley Avenue road needs to be leveled.
- Please keep the noise down from the Alamo bar loud motorcycle and cars can't sleep until after 2 am need a time to shut bar down so we can sleep
- Please clean up the litter along the streets.
- Please plant more trees on the sidewalks that many trees were removed. Please create more pedestrian crossings. Please establish more bicycles paths.
- Speeding in residential areas. Monthly news letter is out of date by the time we receive it.
- Speeding is a huge problem in our neighborhood
- Thank you!
- The panhandling in this city is outrageous. There is someone on virtually every corner, especially near the old part of town. The hard drug use is also out of control. Most people in the city do not care about efforts towards getting pot off the streets. It is a waste of police time. We want the HARD drugs off the streets. They are what makes this city as unsafe as it is the garbage pick-up gas also been bad this year. I do not know what changed, but all of a sudden our trash was not being picked up almost every other week. We are a family of 6, and that is unacceptable. We live near the downtown area. My husband called the city to find out what the problem was, and apparently our trash cans were not spaced the proper distance apart. This has never been an issue in the past, and we were not notified at all that this was going to be an issue. It got so bad, I was tempted to take the trash downtown and dump it in front of city hall in protest. One of the biggest complaints here is the opening of too many carwashes. There is a ridiculous amount in this city. They are taking up prime real estate. We want more safe recreational activities for adults. And safe night life outlets. Not bars and strip clubs. Also, people are looking for REAL work. Like factory jobs, and other businesses where they have an opportunity to make more than minimum wage. Goldsboro could be a really great place to live, instead of being just mediocre. I hope all of our voices are actually heard, and not dismissed. A happy, content city is a great city. Let's strive toward that goal!
- The phone system needs attention so that it leaves the whole message on voicemail. Also it should come up on caller id, and not come up as something strange. We need more sidewalks in the city, and broken sidewalks need fixing. Bike lanes and/or bike paths would be helpful to our city.
- The property tax increase is CRAZY. Triple from my first year, that was not on my bingo card and not affordable. I moved here for the charm, friendly people and affordability only to have sticker shock at year two. That was disappointing to say the least
- The sewer caps on ash street are horrible. You'll nearly blow a tire out if you don't avoid them.
- There is nothing to do here other than go to church. I'm 64 year-old handicap. I need a help getting around.
- They need to offer some sort of grief programs for mothers. I had two of my five children murdered within a three year period and it's been almost 5 for my only son in two years for my daughter and there is no one for us to talk to or any program that is available. Any program would be appreciated.
- Three lambs and branches are not picked up regularly or leaves. It could be weeks where it sits by the road. I called them and tell them in order for them to pick it up.

- We clearly need more sidewalks and pedestrian walkways-one of the first things we learned was the very high pedestrian death rate in Goldsboro. Also way too many rundown buildings.
- Would like to see something done about the people that speed through residential housing at night time.

District 4

- Although I feel like there's been a positive push towards the better since the election of our current council there's still a ways to go. I think the problems we have are the result of disrespect of our community. Violent and non-violent crimes, the homeless population trashing areas around Goldsboro and squatting in properties, unsafely driving bicycles on busy streets, people driving aggressively. People who are working for the city generally do a great job, but the council and our citizens need to continue to support them. I thank the council and others for supporting our police department over the last year, positive changes I have seen are a result of that. Don't back off of the support of what you're doing because it will take a month to undo the work that's taken a year to do.
- Check behind these lawn care services to make sure they clean up their trash like limbs, pine straw, etc. And they shouldn't put pine straw in the opening on the side of the streets. They clogged them up.
- Conditions of neighborhood streets. Numerous sunken patches, etc.
- I like for Goldsboro to bring in companies that relates to the population of Goldsboro. Agricultural, military, and manufacturing
- Improve Solid Waste procedures
- Less corrupt and more competent detention staff officers
- Light is needed on South John Street.
- More career oriented jobs and better street lighting.
- My concerns are, homelessness, the conditions of some of our schools compared to others schools in our city, the conditions of our streets state wide after the DOT has worked on the, the conditions of our drainage systems, the debris left on our streets after an automobile accidents, the lighting in local shopping areas, how our tax dollars are spent to take care of the city.
- Please fix the streets. They're worse than DC and Maryland. The holes are so bad on Harris, Elm, and all over the city.
- Stricter guidelines for income based housing, clean up the slums to attract more potential residents, harsher punishments for crimes to prevent future crimes, also work on your schools. The education in Wayne county is subpar, especially compared to Johnston County! Good education shapes future generations. The city needs to get out of the habit of living off the poverty households and clean the area up. This would attract businesses and bring in new residents and provide more money to the city in the long run. Housing is literally expensive here for no reason, the area doesn't have much to offer long-term if you aren't military affiliates. The housing market in this area is taking full advantage of military that are forced to be stationed here that can't get into base housing due to the insane wait list to get in. I've never been to a base that has had housing wait lists to live on base like here, that says a lot about the city and area.
- The biggest traffic issue is people running red lights. Red light cameras may be an option, but I also assess that the traffic lights on Berkeley and Ash need to be coordinated. You could literally be stuck at every light on Ash and/or Berkeley when driving the full length of them. The lights need to be coordinated to prevent the constant stop and go that frustrates drivers and causes backups. Additionally, there are several pedestrians in Goldsboro, but sidewalks are mostly non-existent. The city should develop a gameplan to

add more sidewalks, so pedestrians stop walking down the sides of the road and crossing in the middle of the street without crosswalks.

District 5

- Better trash pick up service when emptying dumpsters, not leaving trash laying around.
- Better trash pickup for disabled/elderly. Having to push those heavy carts to the curb is hard.
- Citizen-forward policies like affordable housing, great parks and community centers and facilitation of citizen mutual aid.
- Corner of Wayne Mem dr and Windsor Creek street light and fill the huge whole in the pavement before someone breaks an axel
- Homeless and Crime-Gangs
- I am concerned with deferred maintenance of some public areas. The Park House at Herman Park needs immediate repair or it too will become dangerous as alleged for the gazebo. If the gazebo had been properly maintained it could have been saved. I am also dismayed by houses that are not adequately maintained by homeowners or renters. There is a house in my neighborhood that is abandoned and falling down, literally, with a derelict car on the property. This property has been reported many times by many people for YEARS but no action has ever been taken. I want our neighborhoods to be safe and pleasant places to live.
- I know it's tough to manage all of the parts of running a city. Thank you for trying and putting forth the energy and expertise to make our city better.
- I think more attention should be given to the over population of stray animals and the overcrowding of the shelter. City leaders and officials should be more willing to have productive dialogue about this topic and a willingness to work with advocacy groups
- I think the city is on the right path, however some suggestions- the recent uptick in pedestrians being hit by vehicles shows we need more sidewalks. The quality of public schools needs to be addressed. Crime is always an issue. The afternoon pick up for Wayne School of Engineering is a mess, especially at the corner of Beech and Lionel. It is a daily struggle for those of us that live at that intersection. I feel the amount we pay for sewer service is high. On a positive note, I have heard far less gunshots over the last year. I think Mayor Gaylor is doing a great job. Downtown is gorgeous. We really enjoy living in Goldsboro!
- I would like the homeless removed from Walmart on Spence Ave
- Increase police presence in the black communities to deter crime.
- Jefferson Avenue from Ash to Royall after they did the storm water drainage work 2 years ago, the road is complete shit. Also it still floods at the corner of Ash and Jefferson. Police officers need to slow down when responding to calls in neighborhoods. 50+ in a 25 is crazy. I've seen them drive faster than that. They are going to kill someone or themselves. More public talk on littering and enforcement of littering. Frequent uplifting and encouraging messages for the people that live in the city to have pride to keep the city clean. It starts at their home whither they rent or own. When doing major road work like the intersection of Berkeley and Royall communication to the community on timelines would have been great and will very great in the future. For example, when certain lanes will be shutdown and between what times. It's a lot of moving parts to communicate but I have lived in an area where the officials did such a thing and it was wonderful. I believe posting common what to do driving scenarios on social media would help with peoples understanding of how to drive. For example, what does flashing yellow arrow on left mean, what to do when a traffic light is flashing or not working at all. Why is grass growing between bricks on the sidewalks on Center Street? Can we focus on bringing companies that pay decent living wages to help elevate quality of life? Tech, manufacturing, logistics? We want officials who are going to not just

maintain Goldsboro but improve it, go above and beyond the scope of their jobs to make it better. Get us off the top worst crime city in NC list!!!!

- Just got back from a trip to Winston-Salem/Greensboro triad area. Put things into perspective about the dearth of resources in Goldsboro. No Trader Joe's, no Costco, no Athleta, no Lululemon, no Ben and Jerry's. We keep building gas stations. Can we please bring something different into town other than another gas station?! Even Selma has a Chicken Salad Chick! Come on!
- Make better use of Maxwell Center and bring in more entertainment, such as concerts even if you have to charge for them.
- Most of us in the city limits are scared to enjoy our own property and neighborhoods. GPD needs to be PROACTIVE about the crime in our community instead of waiting and reacting. There are no lost cost/free activities for our children so they turn to promiscuous and gang related behaviors to develop a sense of inclusion. The things that are offered only last for a day or a couple of weeks. There should be year round clubs and events for our children to attend and safe and child appropriate places like play centers for older children/teenagers. The few things that are offered are for kids under twelve when we know the kids over 12 are the ones who will be up to no good when they are bored.
- Please bring businesses to the city that are not car washes, gas stations and restaurants
- Please clean up our city and make it a safe and attractive place again
- Please do something about the homeless people who make a MESS on our streets (especially around Spence and Hwy 70). They grab young women and touch them, beg for money at the street corners, come up to you while you are trying to get to your car with your child, and I have seen them nude in the middle of the street during the day high. We, the citizens of Goldsboro city, deserve better... we are paying extra taxes to live in the city and seeing this is shameful and experiencing all of the said above is a nightmare and makes me want to leave. I assure you, women, and I'm sure even some men, do not feel safe! Enforce laws about not loitering and harassing (homeless asking for money while you are trying to pump gas). Take back our street for our families,, please!
- Please use all means to bring more jobs to the area
- Possibly come up with a different idea than leaving bulk items (furniture, mattresses, etc.) on the curb for the city to pick up. It takes the city some time to pick up the items and it looks unsightly. Bad impression to others visiting.
- The city doesn't feel as safe as when I first moved here. Crime is too high, communication is poor between the citizens and city officials and no one is telling us what they are working on.
- With taxes going up as high as they have gone up, leaf and debris should be picked up regularly. my leaves have been outside for over a month. City streets in local lower class areas are horrible.....elm st and Audubon are two of the worst. City employees downtown have been very rude when I have called in with questions. Not the ones collecting money but the ones water bill questions are escalated to. While I understand that Goldsboro is growing the projects for growth are known safety issues. the coffee store beside Panera bread has huge blocks on the property close to the street that blocks traffic. I have seen several potential wrecks as well as almost being in a wreck myself due to the blockage. The project, expansion on Berkeley and Royal has a terrible design. The lights are back to far. If a car pulls up too far but not in the street (Berkeley) you are unable to see when the light changes. This causes the traffic to back up and also road rage for the cars behind the person as they can see the light and are angered when cars don't move. I have called the city about this, left a message and still pending follow-up. This is not accept as safety should be top concerns.
- Would like yard debris removal on a schedule so I know when to have it out.

District 6

- 1. Fix blight 2. No more homeless camps.
- Embrace diversity at all levels of city government
- Fix and pave the unpaved the ditch on Tammy Lane in the Maplewood Subdivision. Erosion has caused flooding and destroyed fencing.
- Focus on business development and those who are hindering growth through not keeping up with their vacant buildings. Make them bring them up to code. Also, look in getting rid of the Housing Authority and moving more towards section 8 type housing to hold both tenet and owners more accountable and to help our city look more attractive.
- Goldsboro dmv needs to be severely updated. More than 20 people live in this town now
- Houses are not maintained including some apartments that are abandoned. Traffic is a nightmare because of lack of planning. (working on Berkeley and Central Heights at the same time) Our neighborhood has been left in a complete mess in the entrance area due to road construction. There could be nice trails to walk in Goldsboro. Sidewalks from Bayleaf to Food Lion would be nice. People should not be giving money to homeless on city streets. There are charities that can handle this in a professional manner. Yard waste pick up is a nightmare. I have lived here for 35 years and until COVID it was always timely. It causes unsightly city streets.
- I am limited with my speech and can't find a way to communicate with the city. For example, I would love to call for bulk item pickup but the only option is using the phone. An email, text number or even Facebook messenger would help so many people be able to communicate. Thank you.
- I just read an article about Chicago and seeing the property taxes going up and the city services dropping. It seems to me that is what is happening here in Goldsboro. My property assessment went up 65 thousand dollars which means my taxes go up. However over the last 5 years, it looks like the services have gone down or disappeared all together. The solid waste schedule was very structured and efficient 5 years ago now if the yard waste gets removed once a month we are happy just not to have it.
- Implement the 1/4 cents sales tax to fund the schools.
- Intervention with homelessness. Don't call a public meeting if you're not interested in the Public's wishes.
- Listen to the public. Put the people you represent ahead of your personal financial interests.
- Low income areas of the city needs better maintenance. Elm Street is a highly traveled street and limbs, discarded items always line the street. Code Enforcement needs to do a better job with homeowners. TOO many abandoned houses as in low income areas (ghettos).
- Make more affordable housing, the income based apartments calculations needs to be fixed. You have to almost poor/homeless to even be able to qualify for an income based apartments. And also, fix the roads in Goldsboro, ash street to be exact.
- Please fix the traffic light pattern at the new intersection of royal and Berkeley. It is dangerous and traffic backs up during the day it is so hard to turn left from central heights or left from royal onto Berkeley. It just needs to be altered so that one side goes and then the other
- Please make the information on the city website up to date. If I'm looking for the trash and recycling schedule I don't need one from several years ago I need a current one. Also consider users more in website design. More explanation of what each department does or is responsible for would help users who know they need help but aren't sure where to get it.
- Police need to do a better job patrolling the east side.
- Set a flat county wide property tax rate. Taxes coupled with homeowners insurance has reached a mortgage level monthly payment.
- Street/road repairs in a timely manner; clean up the trash; more emphasis on crime prevent prevention

- Taxes have increased and services have decreased. Cut taxes.
- The city needs to implement affordable housing programs like Raleigh and Durham did and get rid of all the housing projects . By keeping them the city has become a dumping ground for generational poverty, these are high crime areas and the poor children that have to grow up there are traumatized. The city does a disservice to the youth of our community by allowing the housing authority to continue to run the way it does. If you all would address that, then crime would go down since most of the crime is centered around these projects (we all saw the maps). Also, it would help in desegregation of our city, but maybe you all don't want that.
- The City of Goldsboro should use best practices regarding its decision making processes, instead of using what practices are of practical use for achieving pre-determined outcomes. Take the politics and special interest out of governance.
- The city urgently needs to address the lack of adequate housing in the area. Coming from places where there are multiple options for clean, modern, and reasonably priced homes, it is disappointing to arrive here and feel forced to settle for housing that is outdated, inadequate, and far too expensive for what's available . Having no real choice but to rent these substandard units is unacceptable. It is especially concerning that rental prices are inflated simply because military families are viewed as having limited alternatives. This practice is unfair and places an unnecessary burden on service members and their families, who deserve access to safe, updated, and fairly priced housing.
- We don't need anymore car washes, gas stations or fast food establishments
- We need smarter infrastructure to accommodate our growth. Stop getting rid of green spaces to make room for the never ending string of car washes and gas stations on every corner of every street.
- Yard Waste- try and have more debris pick up in time, try to keep highway and street more clean, more security on store and public places.



Tabular Data

Q1. Quality of Life. Please rate the quality of the following.

(N=526)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. Overall quality of life in Goldsboro	5.5%	43.3%	26.0%	20.0%	4.0%	1.1%
Q1-2. Goldsboro as a place to live	6.5%	40.5%	25.3%	21.3%	5.7%	0.8%
Q1-3. Goldsboro as a place to work	4.9%	24.1%	29.1%	26.2%	9.9%	5.7%
Q1-4. Goldsboro as a place to raise children	4.4%	29.3%	24.9%	22.6%	13.5%	5.3%
Q1-5. Goldsboro as a place that is welcoming & inclusive to all	6.8%	36.3%	29.7%	17.1%	7.8%	2.3%
Q1-6. Overall direction of City	5.5%	29.5%	30.6%	22.6%	8.6%	3.2%
Q1-7. Overall quality of Downtown in Goldsboro	15.6%	47.5%	21.7%	9.7%	4.0%	1.5%
Q1-8. Overall value that you receive for your City tax dollars & fees	2.7%	18.6%	30.0%	23.8%	20.5%	4.4%
Q1-9. Overall quality of services provided by City	4.0%	28.1%	31.9%	21.7%	11.0%	3.2%

WITHOUT "DON'T KNOW"**Q1. Quality of Life. Please rate the quality of the following. (without "don't know")**

(N=526)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. Overall quality of life in Goldsboro	5.6%	43.8%	26.3%	20.2%	4.0%
Q1-2. Goldsboro as a place to live	6.5%	40.8%	25.5%	21.5%	5.7%
Q1-3. Goldsboro as a place to work	5.2%	25.6%	30.8%	27.8%	10.5%
Q1-4. Goldsboro as a place to raise children	4.6%	30.9%	26.3%	23.9%	14.3%
Q1-5. Goldsboro as a place that is welcoming & inclusive to all	7.0%	37.2%	30.4%	17.5%	8.0%
Q1-6. Overall direction of City	5.7%	30.5%	31.6%	23.4%	8.8%
Q1-7. Overall quality of Downtown in Goldsboro	15.8%	48.3%	22.0%	9.8%	4.1%
Q1-8. Overall value that you receive for your City tax dollars & fees	2.8%	19.5%	31.4%	24.9%	21.5%
Q1-9. Overall quality of services provided by City	4.1%	29.1%	33.0%	22.4%	11.4%

Q2. Overall Satisfaction. Please rate your satisfaction with the following major categories of services provided by the City.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of police services	11.6%	39.9%	28.7%	8.9%	6.8%	4.0%
Q2-2. Overall quality of fire services	25.5%	50.4%	16.5%	1.1%	0.8%	5.7%
Q2-3. Overall quality of City parks & recreation programs	9.5%	37.5%	30.0%	14.3%	4.2%	4.6%
Q2-4. Overall quality of City parks & greenways	6.5%	32.9%	30.2%	20.9%	4.6%	4.9%
Q2-5. Overall quality of City recreation facilities	5.3%	25.5%	33.8%	19.8%	6.3%	9.3%
Q2-6. Overall enforcement of City codes & ordinances	3.0%	20.3%	33.3%	24.5%	7.0%	11.8%
Q2-7. Overall quality of customer service you receive from City employees	9.9%	40.5%	29.3%	8.2%	3.2%	8.9%
Q2-8. Overall effectiveness of City communication with the public	4.8%	28.9%	36.7%	19.6%	5.5%	4.6%
Q2-9. Overall management of traffic	3.2%	31.4%	27.2%	25.7%	11.0%	1.5%
Q2-10. Overall management & planning of growth/development	2.1%	21.3%	31.0%	26.2%	14.3%	5.1%
Q2-11. Overall maintenance of City streets & sidewalks	1.9%	18.4%	24.0%	29.7%	24.9%	1.1%
Q2-12. Overall management of storm water runoff	2.9%	26.6%	32.7%	20.9%	9.7%	7.2%
Q2-13. Overall quality of permit & inspection services	2.9%	21.1%	39.0%	8.2%	3.6%	25.3%

WITHOUT "DON'T KNOW"

Q2. Overall Satisfaction. Please rate your satisfaction with the following major categories of services provided by the City.
(without "don't know")

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of police services	12.1%	41.6%	29.9%	9.3%	7.1%
Q2-2. Overall quality of fire services	27.0%	53.4%	17.5%	1.2%	0.8%
Q2-3. Overall quality of City parks & recreation programs	10.0%	39.2%	31.5%	14.9%	4.4%
Q2-4. Overall quality of City parks & greenways	6.8%	34.6%	31.8%	22.0%	4.8%
Q2-5. Overall quality of City recreation facilities	5.9%	28.1%	37.3%	21.8%	6.9%
Q2-6. Overall enforcement of City codes & ordinances	3.4%	23.1%	37.7%	27.8%	8.0%
Q2-7. Overall quality of customer service you receive from City employees	10.9%	44.5%	32.2%	9.0%	3.5%
Q2-8. Overall effectiveness of City communication with the public	5.0%	30.3%	38.4%	20.5%	5.8%
Q2-9. Overall management of traffic	3.3%	31.9%	27.6%	26.1%	11.2%
Q2-10. Overall management & planning of growth/development	2.2%	22.4%	32.7%	27.7%	15.0%
Q2-11. Overall maintenance of City streets & sidewalks	1.9%	18.7%	24.2%	30.0%	25.2%
Q2-12. Overall management of storm water runoff	3.1%	28.7%	35.2%	22.5%	10.5%
Q2-13. Overall quality of permit & inspection services	3.8%	28.2%	52.2%	10.9%	4.8%

Q3. Which THREE of the items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. Top choice</u>	Number	Percent
Overall quality of police services	80	15.2 %
Overall quality of fire services	7	1.3 %
Overall quality of City parks & recreation programs	21	4.0 %
Overall quality of City parks & greenways	21	4.0 %
Overall quality of City recreation facilities	8	1.5 %
Overall enforcement of City codes & ordinances	34	6.5 %
Overall quality of customer service you receive from City employees	13	2.5 %
Overall effectiveness of City communication with the public	32	6.1 %
Overall management of traffic	49	9.3 %
Overall management & planning of growth/development	108	20.5 %
Overall maintenance of City streets & sidewalks	115	21.9 %
Overall management of storm water runoff	22	4.2 %
Overall quality of permit & inspection services	3	0.6 %
<u>None chosen</u>	<u>13</u>	<u>2.5 %</u>
Total	526	100.0 %

Q3. Which THREE of the items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. 2nd choice</u>	Number	Percent
Overall quality of police services	31	5.9 %
Overall quality of fire services	13	2.5 %
Overall quality of City parks & recreation programs	42	8.0 %
Overall quality of City parks & greenways	34	6.5 %
Overall quality of City recreation facilities	29	5.5 %
Overall enforcement of City codes & ordinances	58	11.0 %
Overall quality of customer service you receive from City employees	12	2.3 %
Overall effectiveness of City communication with the public	45	8.6 %
Overall management of traffic	48	9.1 %
Overall management & planning of growth/development	65	12.4 %
Overall maintenance of City streets & sidewalks	86	16.3 %
Overall management of storm water runoff	31	5.9 %
Overall quality of permit & inspection services	4	0.8 %
<u>None chosen</u>	<u>28</u>	<u>5.3 %</u>
Total	526	100.0 %

Q3. Which THREE of the items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. 3rd choice</u>	Number	Percent
Overall quality of police services	32	6.1 %
Overall quality of fire services	8	1.5 %
Overall quality of City parks & recreation programs	46	8.7 %
Overall quality of City parks & greenways	43	8.2 %
Overall quality of City recreation facilities	35	6.7 %
Overall enforcement of City codes & ordinances	35	6.7 %
Overall quality of customer service you receive from City employees	16	3.0 %
Overall effectiveness of City communication with the public	42	8.0 %
Overall management of traffic	63	12.0 %
Overall management & planning of growth/development	61	11.6 %
Overall maintenance of City streets & sidewalks	60	11.4 %
Overall management of storm water runoff	30	5.7 %
Overall quality of permit & inspection services	14	2.7 %
<u>None chosen</u>	41	7.8 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

Q3. Which THREE of the items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q3. Top choice</u>	Number	Percent
Overall quality of police services	143	27.2 %
Overall quality of fire services	28	5.3 %
Overall quality of City parks & recreation programs	109	20.7 %
Overall quality of City parks & greenways	98	18.6 %
Overall quality of City recreation facilities	72	13.7 %
Overall enforcement of City codes & ordinances	127	24.1 %
Overall quality of customer service you receive from City employees	41	7.8 %
Overall effectiveness of City communication with the public	119	22.6 %
Overall management of traffic	160	30.4 %
Overall management & planning of growth/development	234	44.5 %
Overall maintenance of City streets & sidewalks	261	49.6 %
Overall management of storm water runoff	83	15.8 %
Overall quality of permit & inspection services	21	4.0 %
<u>None chosen</u>	13	2.5 %
Total	1509	

Q4. City Leadership. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of leadership provided by City elected officials	3.6%	25.5%	39.9%	15.0%	7.0%	8.9%
Q4-2. Overall accessibility & responsiveness of City officials	4.0%	22.6%	38.2%	15.0%	5.9%	14.3%
Q4-3. Overall effectiveness of City manager & City staff	4.9%	24.5%	38.6%	12.2%	5.9%	13.9%
Q4-4. Overall availability of opportunities for citizens to provide input	4.2%	24.5%	35.7%	18.4%	8.6%	8.6%

WITHOUT "DON'T KNOW"**Q4. City Leadership. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of leadership provided by City elected officials	4.0%	28.0%	43.8%	16.5%	7.7%
Q4-2. Overall accessibility & responsiveness of City officials	4.7%	26.4%	44.6%	17.5%	6.9%
Q4-3. Overall effectiveness of City manager & City staff	5.7%	28.5%	44.8%	14.1%	6.8%
Q4-4. Overall availability of opportunities for citizens to provide input	4.6%	26.8%	39.1%	20.2%	9.4%

Q5. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. City is responsive to the needs of its residents	2.3%	17.9%	37.5%	26.2%	10.3%	5.9%
Q5-2. I have opportunities to participate in City decision making	2.9%	21.9%	36.9%	17.9%	8.7%	11.8%
Q5-3. I have a good understanding of the services provided by City	3.6%	31.7%	35.4%	17.3%	4.9%	7.0%

WITHOUT "DON'T KNOW"**Q5. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. City is responsive to the needs of its residents	2.4%	19.0%	39.8%	27.9%	10.9%
Q5-2. I have opportunities to participate in City decision making	3.2%	24.8%	41.8%	20.3%	9.9%
Q5-3. I have a good understanding of the services provided by City	3.9%	34.2%	38.0%	18.6%	5.3%

Q6. Within the past two years, have you provided input to the City through email, mail, telephone, surveys other than this one, official City of Goldsboro social media accounts, at public meetings or other methods?

Q6. Have you provided input to City within past two years

	Number	Percent
Yes	218	41.4 %
No	285	54.2 %
Not provided	23	4.4 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"

Q6. Within the past two years, have you provided input to the City through email, mail, telephone, surveys other than this one, official City of Goldsboro social media accounts, at public meetings or other methods? (without "not provided")

Q6. Have you provided input to City within past two years

	Number	Percent
Yes	218	43.3 %
No	285	56.7 %
Total	503	100.0 %

Q7. Safety. Please rate how safe you feel in each of the following situations.

(N=526)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q7-1. In your neighborhood during the day	25.5%	48.3%	16.0%	7.2%	2.3%	0.8%
Q7-2. In your neighborhood at night	11.6%	38.2%	20.9%	20.3%	8.0%	1.0%
Q7-3. In City parks & recreation facilities	3.8%	26.8%	30.6%	24.5%	6.5%	7.8%
Q7-4. In shopping & dining areas	6.3%	41.3%	33.3%	14.1%	3.6%	1.5%
Q7-5. In Downtown area of Goldsboro	9.3%	38.0%	27.8%	16.3%	6.1%	2.5%
Q7-6. Overall feeling of safety in Goldsboro	4.4%	30.2%	33.7%	23.0%	8.2%	0.6%

WITHOUT "DON'T KNOW"**Q7. Safety. Please rate how safe you feel in each of the following situations. (without "don't know")**

(N=526)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q7-1. In your neighborhood during the day	25.7%	48.7%	16.1%	7.3%	2.3%
Q7-2. In your neighborhood at night	11.7%	38.6%	21.1%	20.5%	8.1%
Q7-3. In City parks & recreation facilities	4.1%	29.1%	33.2%	26.6%	7.0%
Q7-4. In shopping & dining areas	6.4%	41.9%	33.8%	14.3%	3.7%
Q7-5. In Downtown area of Goldsboro	9.6%	39.0%	28.5%	16.8%	6.2%
Q7-6. Overall feeling of safety in Goldsboro	4.4%	30.4%	33.8%	23.1%	8.2%

Q8(1-8). Police Services. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Overall effectiveness of Goldsboro Police Department	10.6%	39.0%	28.3%	12.5%	3.6%	5.9%
Q8-2. How quickly police respond to emergencies	10.3%	33.7%	26.6%	8.6%	4.0%	16.9%
Q8-3. Overall competency of agency personnel (e.g., officers, staff members, & leadership)	8.0%	34.6%	31.9%	9.1%	2.5%	13.9%
Q8-4. Visibility of police in neighborhoods	4.6%	25.7%	27.8%	26.4%	9.3%	6.3%
Q8-5. Visibility of police in retail areas	3.8%	24.0%	33.8%	24.9%	8.6%	4.9%
Q8-6. City's efforts to prevent crime	3.4%	21.5%	30.8%	21.9%	13.7%	8.7%
Q8-7. Enforcement of traffic laws	5.7%	30.0%	29.1%	17.5%	10.8%	6.8%
Q8-8. Fairness to people regardless of race, ethnicity, gender, or creed	12.0%	29.1%	28.7%	8.0%	7.0%	15.2%

WITHOUT "DON'T KNOW"**Q8(1-8). Police Services. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Overall effectiveness of Goldsboro Police Department	11.3%	41.4%	30.1%	13.3%	3.8%
Q8-2. How quickly police respond to emergencies	12.4%	40.5%	32.0%	10.3%	4.8%
Q8-3. Overall competency of agency personnel (e.g., officers, staff members, & leadership)	9.3%	40.2%	37.1%	10.6%	2.9%
Q8-4. Visibility of police in neighborhoods	4.9%	27.4%	29.6%	28.2%	9.9%
Q8-5. Visibility of police in retail areas	4.0%	25.2%	35.6%	26.2%	9.0%
Q8-6. City's efforts to prevent crime	3.8%	23.5%	33.8%	24.0%	15.0%
Q8-7. Enforcement of traffic laws	6.1%	32.2%	31.2%	18.8%	11.6%
Q8-8. Fairness to people regardless of race, ethnicity, gender, or creed	14.1%	34.3%	33.9%	9.4%	8.3%

Q8(9-12). Fire Services. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-9. Overall effectiveness of Goldsboro Fire Department	27.6%	44.3%	13.1%	1.7%	1.1%	12.2%
Q8-10. How quickly the fire department responds to emergencies	28.1%	42.0%	10.8%	1.0%	1.0%	17.1%
Q8-11. Fire prevention/safety education programs	15.8%	33.1%	23.6%	3.2%	0.4%	24.0%
Q8-12. Fire Department's visibility in the community	21.7%	43.0%	22.1%	3.0%	1.3%	8.9%

WITHOUT "DON'T KNOW"**Q8(9-12). Fire Services. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-9. Overall effectiveness of Goldsboro Fire Department	31.4%	50.4%	14.9%	1.9%	1.3%
Q8-10. How quickly the fire department responds to emergencies	33.9%	50.7%	13.1%	1.1%	1.1%
Q8-11. Fire prevention/safety education programs	20.8%	43.5%	31.0%	4.3%	0.5%
Q8-12. Fire Department's visibility in the community	23.8%	47.2%	24.2%	3.3%	1.5%

Q9. Which THREE of the items 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>	Number	Percent
Overall effectiveness of Goldsboro Police Department	74	14.1 %
How quickly police respond to emergencies	28	5.3 %
Overall competency of agency personnel (e.g., officers, staff members, & leadership)	46	8.7 %
Visibility of police in neighborhoods	102	19.4 %
Visibility of police in retail areas	33	6.3 %
City's efforts to prevent crime	128	24.3 %
Enforcement of traffic laws	35	6.7 %
Fairness to people regardless of race, ethnicity, gender, or creed	45	8.6 %
Overall effectiveness of Goldsboro Fire Department	1	0.2 %
How quickly the fire department responds to emergencies	2	0.4 %
Fire prevention/safety education programs	13	2.5 %
Fire Department's visibility in the community	1	0.2 %
<u>None chosen</u>	18	3.4 %
Total	526	100.0 %

Q9. Which THREE of the items 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>	Number	Percent
Overall effectiveness of Goldsboro Police Department	49	9.3 %
How quickly police respond to emergencies	30	5.7 %
Overall competency of agency personnel (e.g., officers, staff members, & leadership)	43	8.2 %
Visibility of police in neighborhoods	77	14.6 %
Visibility of police in retail areas	67	12.7 %
City's efforts to prevent crime	108	20.5 %
Enforcement of traffic laws	47	8.9 %
Fairness to people regardless of race, ethnicity, gender, or creed	46	8.7 %
Overall effectiveness of Goldsboro Fire Department	6	1.1 %
How quickly the fire department responds to emergencies	6	1.1 %
Fire prevention/safety education programs	11	2.1 %
Fire Department's visibility in the community	3	0.6 %
<u>None chosen</u>	33	6.3 %
Total	526	100.0 %

Q9. Which THREE of the items 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>
Overall effectiveness of Goldsboro Police Department	57	10.8 %
How quickly police respond to emergencies	23	4.4 %
Overall competency of agency personnel (e.g., officers, staff members, & leadership)	47	8.9 %
Visibility of police in neighborhoods	80	15.2 %
Visibility of police in retail areas	55	10.5 %
City's efforts to prevent crime	89	16.9 %
Enforcement of traffic laws	38	7.2 %
Fairness to people regardless of race, ethnicity, gender, or creed	53	10.1 %
Overall effectiveness of Goldsboro Fire Department	6	1.1 %
How quickly the fire department responds to emergencies	4	0.8 %
Fire prevention/safety education programs	8	1.5 %
Fire Department's visibility in the community	11	2.1 %
<u>None chosen</u>	55	10.5 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

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

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall effectiveness of Goldsboro Police Department	180	34.2 %
How quickly police respond to emergencies	81	15.4 %
Overall competency of agency personnel (e.g., officers, staff members, & leadership)	136	25.9 %
Visibility of police in neighborhoods	259	49.2 %
Visibility of police in retail areas	155	29.5 %
City's efforts to prevent crime	325	61.8 %
Enforcement of traffic laws	120	22.8 %
Fairness to people regardless of race, ethnicity, gender, or creed	144	27.4 %
Overall effectiveness of Goldsboro Fire Department	13	2.5 %
How quickly the fire department responds to emergencies	12	2.3 %
Fire prevention/safety education programs	32	6.1 %
Fire Department's visibility in the community	15	2.9 %
<u>None chosen</u>	18	3.4 %
Total	1490	

Q10. In the last 12 months, have you or anyone in your household been a victim of any crime in Goldsboro?

Q10. Have you or anyone in your household been a victim of any crime in Goldsboro in last 12 months	Number	Percent
Yes	89	16.9 %
No	411	78.1 %
Not sure	26	4.9 %
Total	526	100.0 %

WITHOUT "NOT SURE"**Q10. In the last 12 months, have you or anyone in your household been a victim of any crime in Goldsboro? (without "not sure")**

Q10. Have you or anyone in your household been a victim of any crime in Goldsboro in last 12 months	Number	Percent
Yes	89	17.8 %
No	411	82.2 %
Total	500	100.0 %

Q10a. Did you report the crimes to the police?

Q10a. Did you report the crimes to police	Number	Percent
Yes	63	70.8 %
No	22	24.7 %
Not sure	4	4.5 %
Total	89	100.0 %

WITHOUT "NOT SURE"**Q10a. Did you report the crimes to the police? (without "not sure")**

Q10a. Did you report the crimes to police	Number	Percent
Yes	63	74.1 %
No	22	25.9 %
Total	85	100.0 %

Q11. City Maintenance. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Overall maintenance of City streets	1.9%	19.4%	27.2%	31.4%	18.8%	1.3%
Q11-2. Maintenance of sidewalks	2.5%	23.8%	32.5%	24.7%	11.0%	5.5%
Q11-3. Maintenance of street signs	4.2%	37.3%	34.4%	16.0%	5.3%	2.9%
Q11-4. Adequacy of street lighting	3.2%	26.0%	27.4%	30.0%	11.4%	1.9%
Q11-5. Overall appearance of Goldsboro	3.2%	23.4%	30.8%	28.5%	12.7%	1.3%
Q11-6. Mowing/trimming along City streets & other public areas	5.1%	35.7%	26.2%	21.3%	9.7%	1.9%
Q11-7. Overall cleanliness of City streets & other public areas	3.2%	27.9%	27.8%	29.7%	10.1%	1.3%
Q11-8. City efforts to mitigate drainage/flooding	3.2%	21.1%	35.9%	18.8%	10.6%	10.3%

WITHOUT "DON'T KNOW"**Q11. City Maintenance. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Overall maintenance of City streets	1.9%	19.7%	27.6%	31.8%	19.1%
Q11-2. Maintenance of sidewalks	2.6%	25.2%	34.4%	26.2%	11.7%
Q11-3. Maintenance of street signs	4.3%	38.4%	35.4%	16.4%	5.5%
Q11-4. Adequacy of street lighting	3.3%	26.6%	27.9%	30.6%	11.6%
Q11-5. Overall appearance of Goldsboro	3.3%	23.7%	31.2%	28.9%	12.9%
Q11-6. Mowing/trimming along City streets & other public areas	5.2%	36.4%	26.7%	21.7%	9.9%
Q11-7. Overall cleanliness of City streets & other public areas	3.3%	28.3%	28.1%	30.1%	10.2%
Q11-8. City efforts to mitigate drainage/flooding	3.6%	23.5%	40.0%	21.0%	11.9%

Q12. Which THREE of the services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. Top choice</u>	Number	Percent
Overall maintenance of City streets	208	39.5 %
Maintenance of sidewalks	37	7.0 %
Maintenance of street signs	7	1.3 %
Adequacy of street lighting	64	12.2 %
Overall appearance of Goldsboro	70	13.3 %
Mowing/trimming along City streets & other public areas	20	3.8 %
Overall cleanliness of City streets & other public areas	45	8.6 %
City efforts to mitigate drainage/flooding	58	11.0 %
<u>None chosen</u>	17	3.2 %
Total	526	100.0 %

Q12. Which THREE of the services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 2nd choice</u>	Number	Percent
Overall maintenance of City streets	73	13.9 %
Maintenance of sidewalks	57	10.8 %
Maintenance of street signs	6	1.1 %
Adequacy of street lighting	81	15.4 %
Overall appearance of Goldsboro	100	19.0 %
Mowing/trimming along City streets & other public areas	41	7.8 %
Overall cleanliness of City streets & other public areas	80	15.2 %
City efforts to mitigate drainage/flooding	54	10.3 %
<u>None chosen</u>	34	6.5 %
Total	526	100.0 %

Q12. Which THREE of the services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 3rd choice</u>	Number	Percent
Overall maintenance of City streets	61	11.6 %
Maintenance of sidewalks	35	6.7 %
Maintenance of street signs	29	5.5 %
Adequacy of street lighting	56	10.6 %
Overall appearance of Goldsboro	87	16.5 %
Mowing/trimming along City streets & other public areas	45	8.6 %
Overall cleanliness of City streets & other public areas	104	19.8 %
City efforts to mitigate drainage/flooding	60	11.4 %
<u>None chosen</u>	49	9.3 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

Q12. Which THREE of the services listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q12. Top choice</u>	Number	Percent
Overall maintenance of City streets	342	65.0 %
Maintenance of sidewalks	129	24.5 %
Maintenance of street signs	42	8.0 %
Adequacy of street lighting	201	38.2 %
Overall appearance of Goldsboro	257	48.9 %
Mowing/trimming along City streets & other public areas	106	20.2 %
Overall cleanliness of City streets & other public areas	229	43.5 %
City efforts to mitigate drainage/flooding	172	32.7 %
<u>None chosen</u>	17	3.2 %
Total	1495	

Q13. Transportation. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Ease of travel from home to school	6.3%	33.7%	28.7%	5.7%	3.2%	22.4%
Q13-2. Ease of travel from home to work	9.3%	37.6%	28.7%	8.6%	3.0%	12.7%
Q13-3. Availability of public transportation	2.7%	16.7%	29.7%	12.9%	8.2%	29.8%
Q13-4. Availability of bicycle routes	1.3%	7.8%	22.1%	28.1%	16.2%	24.5%
Q13-5. Availability of pedestrian walkways	1.7%	16.0%	25.7%	26.8%	17.9%	12.0%
Q13-6. Availability of parking in residential areas	4.0%	34.6%	34.2%	12.0%	2.7%	12.5%

WITHOUT "DON'T KNOW"**Q13. Transportation. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Ease of travel from home to school	8.1%	43.4%	37.0%	7.4%	4.2%
Q13-2. Ease of travel from home to work	10.7%	43.1%	32.9%	9.8%	3.5%
Q13-3. Availability of public transportation	3.8%	23.8%	42.3%	18.4%	11.7%
Q13-4. Availability of bicycle routes	1.8%	10.3%	29.2%	37.3%	21.4%
Q13-5. Availability of pedestrian walkways	1.9%	18.1%	29.2%	30.5%	20.3%
Q13-6. Availability of parking in residential areas	4.6%	39.6%	39.1%	13.7%	3.0%

Q14. Solid Waste Collection. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Bulky item pickup services	10.3%	27.9%	23.0%	12.0%	6.7%	20.2%
Q14-2. Curbside recycling services	12.0%	38.6%	18.1%	9.1%	7.0%	15.2%
Q14-3. Trash/garbage collection services	16.0%	42.8%	16.9%	8.0%	4.8%	11.6%
Q14-4. Yard waste/leaf/brush pickup services	7.6%	23.8%	19.6%	18.3%	14.1%	16.7%

WITHOUT "DON'T KNOW"**Q14. Solid Waste Collection. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Bulky item pickup services	12.9%	35.0%	28.8%	15.0%	8.3%
Q14-2. Curbside recycling services	14.1%	45.5%	21.3%	10.8%	8.3%
Q14-3. Trash/garbage collection services	18.1%	48.4%	19.1%	9.0%	5.4%
Q14-4. Yard waste/leaf/brush pickup services	9.1%	28.5%	23.5%	21.9%	16.9%

Q15. Code Enforcement. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Enforcement of cleanup of trash & debris on private property	2.3%	15.6%	31.9%	19.4%	11.4%	19.4%
Q15-2. Enforcement of exterior maintenance of commercial/business property	1.7%	19.2%	36.5%	16.7%	8.4%	17.5%
Q15-3. Enforcement of exterior maintenance of residential property	1.5%	16.3%	34.6%	23.0%	9.9%	14.6%
Q15-4. Enforcement of mowing & cutting of weeds on private property	2.1%	16.9%	32.3%	22.1%	9.7%	16.9%
Q15-5. Enforcement of sign regulations	2.7%	20.5%	39.4%	10.8%	4.6%	22.1%
Q15-6. Enforcement of junk vehicles	1.9%	13.1%	30.8%	22.6%	13.7%	17.9%

WITHOUT "DON'T KNOW"**Q15. Code Enforcement. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Enforcement of cleanup of trash & debris on private property	2.8%	19.3%	39.6%	24.1%	14.2%
Q15-2. Enforcement of exterior maintenance of commercial/business property	2.1%	23.3%	44.2%	20.3%	10.1%
Q15-3. Enforcement of exterior maintenance of residential property	1.8%	19.2%	40.5%	26.9%	11.6%
Q15-4. Enforcement of mowing & cutting of weeds on private property	2.5%	20.4%	38.9%	26.5%	11.7%
Q15-5. Enforcement of sign regulations	3.4%	26.3%	50.5%	13.9%	5.9%
Q15-6. Enforcement of junk vehicles	2.3%	16.0%	37.5%	27.5%	16.7%

Q16. Development Services. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Standards & quality of development	1.1%	19.6%	35.7%	16.7%	5.7%	21.1%
Q16-2. Access to information about current/proposed private development projects	1.3%	15.2%	26.0%	27.0%	10.5%	20.0%
Q16-3. Planning permit process	1.0%	14.4%	31.2%	10.1%	4.2%	39.2%
Q16-4. Management of historic preservation	2.9%	19.2%	35.7%	11.6%	3.6%	27.0%

WITHOUT "DON'T KNOW"**Q16. Development Services. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Standards & quality of development	1.4%	24.8%	45.3%	21.2%	7.2%
Q16-2. Access to information about current/proposed private development projects	1.7%	19.0%	32.5%	33.7%	13.1%
Q16-3. Planning permit process	1.6%	23.8%	51.3%	16.6%	6.9%
Q16-4. Management of historic preservation	3.9%	26.3%	49.0%	15.9%	4.9%

Q17. Have you applied for any planning or development permits in the last 12 months?

Q17. Have you applied for any planning or development permits in last 12 months	Number	Percent
Yes	38	7.2 %
No	463	88.0 %
Not sure	25	4.8 %
Total	526	100.0 %

WITHOUT "NOT SURE"**Q17. Have you applied for any planning or development permits in the last 12 months? (without "not sure")**

Q17. Have you applied for any planning or development permits in last 12 months	Number	Percent
Yes	38	7.6 %
No	463	92.4 %
Total	501	100.0 %

Q17a. How would you rate your overall experience?

Q17a. How would you rate your overall experience	Number	Percent
Excellent	4	10.5 %
Good	12	31.6 %
Fair	9	23.7 %
Poor	13	34.2 %
Total	38	100.0 %

Q18. Housing. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Availability of housing options by price	2.3%	17.5%	29.7%	22.8%	16.2%	11.6%
Q18-2. Availability of a range of housing types (e.g., townhomes, apartments, single family)	2.3%	25.7%	29.5%	18.4%	11.0%	13.1%
Q18-3. Quality of City's affordable housing programs	1.3%	10.6%	23.8%	16.7%	15.2%	32.3%

WITHOUT "DON'T KNOW"**Q18. Housing. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Availability of housing options by price	2.6%	19.8%	33.5%	25.8%	18.3%
Q18-2. Availability of a range of housing types (e.g., townhomes, apartments, single family)	2.6%	29.5%	33.9%	21.2%	12.7%
Q18-3. Quality of City's affordable housing programs	2.0%	15.7%	35.1%	24.7%	22.5%

Q19. Parks and Recreation. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Maintenance of City parks	5.1%	38.0%	31.0%	14.3%	4.2%	7.4%
Q19-2. Number of walking & biking trails	1.5%	19.8%	22.8%	31.0%	13.3%	11.6%
Q19-3. Quality of outdoor athletic fields	6.3%	30.4%	30.2%	10.5%	5.7%	16.9%
Q19-4. Availability of information about City recreation programs	4.2%	23.6%	31.2%	22.1%	6.3%	12.7%
Q19-5. City's youth programs	2.3%	18.3%	27.9%	15.6%	9.3%	26.6%
Q19-6. City's adult programs	2.3%	17.5%	27.9%	20.2%	7.4%	24.7%
Q19-7. City's senior (55+) programs	3.0%	19.4%	27.2%	11.0%	6.5%	32.9%
Q19-8. City's special events	7.0%	33.1%	31.7%	9.5%	4.8%	13.9%
Q19-9. Ease of registering for programs	3.2%	22.8%	35.6%	5.5%	2.7%	30.2%
Q19-10. Fees charged for recreation programs	2.5%	21.7%	30.8%	8.9%	4.6%	31.6%
Q19-11. Availability of diverse/cultural experiences	3.4%	18.8%	33.5%	14.8%	4.8%	24.7%
Q19-12. Availability of meeting/gathering space	3.0%	22.4%	32.7%	13.3%	4.9%	23.6%
Q19-13. Goldsboro Golf Course	2.9%	16.7%	28.3%	4.2%	2.9%	45.1%
Q19-14. Goldsboro Event Center	5.9%	23.8%	32.5%	4.0%	1.5%	32.3%

WITHOUT "DON'T KNOW"**Q19. Parks and Recreation. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Maintenance of City parks	5.5%	41.1%	33.5%	15.4%	4.5%
Q19-2. Number of walking & biking trails	1.7%	22.4%	25.8%	35.1%	15.1%
Q19-3. Quality of outdoor athletic fields	7.6%	36.6%	36.4%	12.6%	6.9%
Q19-4. Availability of information about City recreation programs	4.8%	27.0%	35.7%	25.3%	7.2%
Q19-5. City's youth programs	3.1%	24.9%	38.1%	21.2%	12.7%
Q19-6. City's adult programs	3.0%	23.2%	37.1%	26.8%	9.8%
Q19-7. City's senior (55+) programs	4.5%	28.9%	40.5%	16.4%	9.6%
Q19-8. City's special events	8.2%	38.4%	36.9%	11.0%	5.5%
Q19-9. Ease of registering for programs	4.6%	32.7%	51.0%	7.9%	3.8%
Q19-10. Fees charged for recreation programs	3.6%	31.7%	45.0%	13.1%	6.7%
Q19-11. Availability of diverse/cultural experiences	4.5%	25.0%	44.4%	19.7%	6.3%
Q19-12. Availability of meeting/gathering space	4.0%	29.4%	42.8%	17.4%	6.5%
Q19-13. Goldsboro Golf Course	5.2%	30.4%	51.6%	7.6%	5.2%
Q19-14. Goldsboro Event Center	8.7%	35.1%	48.0%	5.9%	2.2%

Q20. Which THREE of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. Top choice</u>	Number	Percent
Maintenance of City parks	94	17.9 %
Number of walking & biking trails	107	20.3 %
Quality of outdoor athletic fields	9	1.7 %
Availability of information about City recreation programs	41	7.8 %
City's youth programs	85	16.2 %
City's adult programs	14	2.7 %
City's senior (55+) programs	32	6.1 %
City's special events	13	2.5 %
Ease of registering for programs	1	0.2 %
Fees charged for recreation programs	12	2.3 %
Availability of diverse/cultural experiences	33	6.3 %
Availability of meeting/gathering space	12	2.3 %
Goldsboro Golf Course	21	4.0 %
Goldsboro Event Center	6	1.1 %
<u>None chosen</u>	46	8.7 %
Total	526	100.0 %

Q20. Which THREE of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 2nd choice</u>	Number	Percent
Maintenance of City parks	48	9.1 %
Number of walking & biking trails	62	11.8 %
Quality of outdoor athletic fields	11	2.1 %
Availability of information about City recreation programs	63	12.0 %
City's youth programs	59	11.2 %
City's adult programs	33	6.3 %
City's senior (55+) programs	49	9.3 %
City's special events	40	7.6 %
Ease of registering for programs	13	2.5 %
Fees charged for recreation programs	20	3.8 %
Availability of diverse/cultural experiences	27	5.1 %
Availability of meeting/gathering space	24	4.6 %
Goldsboro Golf Course	8	1.5 %
Goldsboro Event Center	9	1.7 %
<u>None chosen</u>	60	11.4 %
Total	526	100.0 %

Q20. Which THREE of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 3rd choice</u>	Number	Percent
Maintenance of City parks	36	6.8 %
Number of walking & biking trails	49	9.3 %
Quality of outdoor athletic fields	23	4.4 %
Availability of information about City recreation programs	49	9.3 %
City's youth programs	44	8.4 %
City's adult programs	36	6.8 %
City's senior (55+) programs	40	7.6 %
City's special events	53	10.1 %
Ease of registering for programs	14	2.7 %
Fees charged for recreation programs	20	3.8 %
Availability of diverse/cultural experiences	39	7.4 %
Availability of meeting/gathering space	21	4.0 %
Goldsboro Golf Course	8	1.5 %
Goldsboro Event Center	17	3.2 %
<u>None chosen</u>	77	14.6 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

Q20. Which THREE of the items listed in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q20. Top choice</u>	Number	Percent
Maintenance of City parks	178	33.8 %
Number of walking & biking trails	218	41.4 %
Quality of outdoor athletic fields	43	8.2 %
Availability of information about City recreation programs	153	29.1 %
City's youth programs	188	35.7 %
City's adult programs	83	15.8 %
City's senior (55+) programs	121	23.0 %
City's special events	106	20.2 %
Ease of registering for programs	28	5.3 %
Fees charged for recreation programs	52	9.9 %
Availability of diverse/cultural experiences	99	18.8 %
Availability of meeting/gathering space	57	10.8 %
Goldsboro Golf Course	37	7.0 %
Goldsboro Event Center	32	6.1 %
<u>None chosen</u>	46	8.7 %
Total	1441	

Q21. Has anyone in your household used or attended a Goldsboro park, recreation facility, or recreation program during the last 12 months?

Q21. Has anyone in your household used or attended a Goldsboro park, recreation facility, or recreation program during last 12 months

	Number	Percent
Yes	371	70.5 %
No	114	21.7 %
Don't know	41	7.8 %
Total	526	100.0 %

WITHOUT "DON'T KNOW"

Q21. Has anyone in your household used or attended a Goldsboro park, recreation facility, or recreation program during the last 12 months? (without "don't know")

Q21. Has anyone in your household used or attended a Goldsboro park, recreation facility, or recreation program during last 12 months

	Number	Percent
Yes	371	76.5 %
No	114	23.5 %
Total	485	100.0 %

Q22. Customer Service. Have you interacted with (called, visited online or in person) the City with a question, problem, or complaint during the past year?

Q22. Have you interacted with City with a question,

	Number	Percent
Yes	244	46.4 %
No	257	48.9 %
Not provided	25	4.8 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"

Q22. Customer Service. Have you interacted with (called, visited online or in person) the City with a question, problem, or complaint during the past year? (without "not provided")

Q22. Have you interacted with City with a question,

	Number	Percent
Yes	244	48.7 %
No	257	51.3 %
Total	501	100.0 %

Q22a. What department(s) did you contact?

<u>Q22a. What departments did you contact</u>	Number	Percent
City Manager's Office	39	16.0 %
Development Services (Community Development, Inspections, Planning)	37	15.2 %
Downtown Development	27	11.1 %
Engineering	13	5.3 %
Finance	10	4.1 %
Fire	6	2.5 %
Human Resources	10	4.1 %
Parks & Recreation	36	14.8 %
Police	48	19.7 %
Public Utilities	93	38.1 %
Public Works	81	33.2 %
<u>Other</u>	20	8.2 %
Total	420	

Q22b. How easy was it to contact the person you needed to reach?

<u>Q22b. How easy was it to contact the person you needed to reach</u>	Number	Percent
Very easy	81	33.2 %
Somewhat easy	93	38.1 %
Difficult	39	16.0 %
Very difficult	29	11.9 %
<u>Don't know</u>	2	0.8 %
Total	244	100.0 %

WITHOUT "DON'T KNOW"**Q22b. How easy was it to contact the person you needed to reach? (without "don't know")**

<u>Q22b. How easy was it to contact the person you needed to reach</u>	Number	Percent
Very easy	81	33.5 %
Somewhat easy	93	38.4 %
Difficult	39	16.1 %
<u>Very difficult</u>	29	12.0 %
Total	242	100.0 %

Q22c. How would you rate your overall experience?

<u>Q22c. How would you rate your overall experience</u>	Number	Percent
Excellent	51	20.9 %
Good	80	32.8 %
Fair	63	25.8 %
Poor	47	19.3 %
<u>Don't know</u>	3	1.2 %
Total	244	100.0 %

WITHOUT "DON'T KNOW"**Q22c. How would you rate your overall experience? (without "don't know")**

<u>Q22c. How would you rate your overall experience</u>	Number	Percent
Excellent	51	21.2 %
Good	80	33.2 %
Fair	63	26.1 %
Poor	47	19.5 %
Total	241	100.0 %

Q22d. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described.

(N=244)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q22d-1. They were courteous & polite	37.7%	32.0%	21.3%	2.9%	1.6%	4.5%
Q22d-2. They gave prompt, accurate, & complete answers to questions	28.3%	33.2%	18.4%	10.2%	5.3%	4.5%
Q22d-3. They did what they said they would do in a timely manner	27.9%	25.4%	22.5%	11.1%	5.7%	7.4%
Q22d-4. They helped you resolve an issue to your satisfaction	27.0%	27.0%	18.9%	12.3%	9.4%	5.3%

WITHOUT "DON'T KNOW"

Q22d. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described. (without "don't know")

(N=244)

	Always	Usually	Sometimes	Seldom	Never
Q22d-1. They were courteous & polite	39.5%	33.5%	22.3%	3.0%	1.7%
Q22d-2. They gave prompt, accurate, & complete answers to questions	29.6%	34.8%	19.3%	10.7%	5.6%
Q22d-3. They did what they said they would do in a timely manner	30.1%	27.4%	24.3%	11.9%	6.2%
Q22d-4. They helped you resolve an issue to your satisfaction	28.6%	28.6%	19.9%	13.0%	10.0%

Q23. Communication. Please rate your satisfaction with the following.

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Availability of information about local governmental services & activities	4.8%	25.5%	34.2%	17.1%	3.6%	14.8%
Q23-2. Efforts by local government to keep you informed about local issues	4.0%	22.6%	32.7%	22.1%	7.0%	11.6%
Q23-3. Level of public involvement in local decision making	2.3%	14.4%	34.0%	22.1%	9.1%	18.1%
Q23-4. Timeliness of information provided by your local government	3.4%	17.1%	35.6%	19.0%	6.5%	18.4%
Q23-5. Usefulness of City's website	4.9%	28.7%	35.0%	12.4%	4.2%	14.8%
Q23-6. Your local government's use of social media outlets	4.6%	25.9%	33.3%	14.1%	3.2%	19.0%

WITHOUT "DON'T KNOW"**Q23. Communication. Please rate your satisfaction with the following. (without "don't know")**

(N=526)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Availability of information about local governmental services & activities	5.6%	29.9%	40.2%	20.1%	4.2%
Q23-2. Efforts by local government to keep you informed about local issues	4.5%	25.6%	37.0%	24.9%	8.0%
Q23-3. Level of public involvement in local decision making	2.8%	17.6%	41.5%	26.9%	11.1%
Q23-4. Timeliness of information provided by your local government	4.2%	21.0%	43.6%	23.3%	7.9%
Q23-5. Usefulness of City's website	5.8%	33.7%	41.1%	14.5%	4.9%
Q23-6. Your local government's use of social media outlets	5.6%	31.9%	41.1%	17.4%	4.0%

Q24. Which THREE of the items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q24. Top choice</u>	Number	Percent
Availability of information about local governmental services & activities	142	27.0 %
Efforts by local government to keep you informed about local issues	130	24.7 %
Level of public involvement in local decision making	100	19.0 %
Timeliness of information provided by your local government	26	4.9 %
Usefulness of City's website	36	6.8 %
Your local government's use of social media outlets	29	5.5 %
<u>None chosen</u>	63	12.0 %
Total	526	100.0 %

Q24. Which THREE of the items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q24. 2nd choice</u>	Number	Percent
Availability of information about local governmental services & activities	79	15.0 %
Efforts by local government to keep you informed about local issues	131	24.9 %
Level of public involvement in local decision making	92	17.5 %
Timeliness of information provided by your local government	66	12.5 %
Usefulness of City's website	44	8.4 %
Your local government's use of social media outlets	32	6.1 %
<u>None chosen</u>	82	15.6 %
Total	526	100.0 %

Q24. Which THREE of the items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q24. 3rd choice</u>	Number	Percent
Availability of information about local governmental services & activities	96	18.3 %
Efforts by local government to keep you informed about local issues	86	16.3 %
Level of public involvement in local decision making	83	15.8 %
Timeliness of information provided by your local government	80	15.2 %
Usefulness of City's website	42	8.0 %
Your local government's use of social media outlets	45	8.6 %
<u>None chosen</u>	94	17.9 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

Q24. Which THREE of the items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q24. Top choice</u>	Number	Percent
Availability of information about local governmental services & activities	317	60.3 %
Efforts by local government to keep you informed about local issues	347	66.0 %
Level of public involvement in local decision making	275	52.3 %
Timeliness of information provided by your local government	172	32.7 %
Usefulness of City's website	122	23.2 %
Your local government's use of social media outlets	106	20.2 %
<u>None chosen</u>	63	12.0 %
Total	1402	

Q25. Please CHECK ALL the ways you learn about Goldsboro programs, news, activities, and events.

Q25. All the ways you learn about Goldsboro programs, news, activities, & events	Number	Percent
Regional news, radio, newspaper, magazines	233	44.3 %
Wayne County Chamber of Commerce	88	16.7 %
City phone notifications	78	14.8 %
Online search	254	48.3 %
City social media	283	53.8 %
City website	189	35.9 %
Word of mouth from friends & family	353	67.1 %
Other	17	3.2 %
Total	1495	

Q25-8. Other:

Q25-8. Other	Number	Percent
Water bill inserts	3	17.6 %
Facebook	3	17.6 %
Social media-What's Up Goldsboro	1	5.9 %
Social media sites/clubs	1	5.9 %
By talking to people	1	5.9 %
Flyers	1	5.9 %
DGDC	1	5.9 %
Public library, mail	1	5.9 %
Mayor's letter	1	5.9 %
Pay water bill	1	5.9 %
Newspaper	1	5.9 %
Signage	1	5.9 %
Street signs	1	5.9 %
Total	17	100.0 %

Q26. Which THREE of the sources from the list in Question 25 do you MOST PREFER to use to learn about Town news, events, programs, or activities?

<u>Q26. Top choice</u>	Number	Percent
Regional news, radio, newspaper, magazines	103	19.6 %
Wayne County Chamber of Commerce	18	3.4 %
City phone notifications	33	6.3 %
Online search	44	8.4 %
City social media	195	37.1 %
City website	53	10.1 %
Word of mouth from friends & family	26	4.9 %
<u>None chosen</u>	54	10.3 %
Total	526	100.0 %

Q26. Which THREE of the sources from the list in Question 25 do you MOST PREFER to use to learn about Town news, events, programs, or activities?

<u>Q26. 2nd choice</u>	Number	Percent
Regional news, radio, newspaper, magazines	63	12.0 %
Wayne County Chamber of Commerce	28	5.3 %
City phone notifications	34	6.5 %
Online search	66	12.5 %
City social media	83	15.8 %
City website	109	20.7 %
Word of mouth from friends & family	61	11.6 %
<u>None chosen</u>	82	15.6 %
Total	526	100.0 %

Q26. Which THREE of the sources from the list in Question 25 do you MOST PREFER to use to learn about Town news, events, programs, or activities?

<u>Q26. 3rd choice</u>	Number	Percent
Regional news, radio, newspaper, magazines	48	9.1 %
Wayne County Chamber of Commerce	25	4.8 %
City phone notifications	27	5.1 %
Online search	61	11.6 %
City social media	45	8.6 %
City website	69	13.1 %
Word of mouth from friends & family	71	13.5 %
<u>None chosen</u>	180	34.2 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

Q26. Which THREE of the sources from the list in Question 25 do you MOST PREFER to use to learn about Town news, events, programs, or activities? (top 3)

<u>Q26. Top choice</u>	Number	Percent
Regional news, radio, newspaper, magazines	214	40.7 %
Wayne County Chamber of Commerce	71	13.5 %
City phone notifications	94	17.9 %
Online search	171	32.5 %
City social media	323	61.4 %
City website	231	43.9 %
Word of mouth from friends & family	158	30.0 %
<u>None chosen</u>	54	10.3 %
Total	1316	

Q27. Council Priorities. The Goldsboro City Council has identified the following priorities. Which THREE of the priorities listed below do you think should be the TOP PRIORITIES for City Council over the next TWO years?

<u>Q27. Top choice</u>	Number	Percent
Violent crime & gangs	292	55.5 %
Public safety & all general fund equipment/capital infrastructure needs	47	8.9 %
Community appearance & blight	27	5.1 %
Affordable housing	31	5.9 %
Unhoused/homelessness	42	8.0 %
WWTP Plant expansion & water/sewer infrastructure	14	2.7 %
Job creation/economic development	58	11.0 %
<u>None chosen</u>	15	2.9 %
Total	526	100.0 %

Q27. Council Priorities. The Goldsboro City Council has identified the following priorities. Which THREE of the priorities listed below do you think should be the TOP PRIORITIES for City Council over the next TWO years?

<u>Q27. 2nd choice</u>	Number	Percent
Violent crime & gangs	56	10.6 %
Public safety & all general fund equipment/capital infrastructure needs	106	20.2 %
Community appearance & blight	50	9.5 %
Affordable housing	84	16.0 %
Unhoused/homelessness	124	23.6 %
WWTP Plant expansion & water/sewer infrastructure	21	4.0 %
Job creation/economic development	65	12.4 %
<u>None chosen</u>	20	3.8 %
Total	526	100.0 %

Q27. Council Priorities. The Goldsboro City Council has identified the following priorities. Which THREE of the priorities listed below do you think should be the TOP PRIORITIES for City Council over the next TWO years?

Q27. 3rd choice	Number	Percent
Violent crime & gangs	35	6.7 %
Public safety & all general fund equipment/capital infrastructure needs	82	15.6 %
Community appearance & blight	67	12.7 %
Affordable housing	57	10.8 %
Unhoused/homelessness	109	20.7 %
WWTP Plant expansion & water/sewer infrastructure	38	7.2 %
Job creation/economic development	98	18.6 %
<u>None chosen</u>	40	7.6 %
Total	526	100.0 %

SUM OF TOP THREE CHOICES

Q27. Council Priorities. The Goldsboro City Council has identified the following priorities. Which THREE of the priorities listed below do you think should be the TOP PRIORITIES for City Council over the next TWO years? (top 3)

Q27. Top choice	Number	Percent
Violent crime & gangs	383	72.8 %
Public safety & all general fund equipment/capital infrastructure needs	235	44.7 %
Community appearance & blight	144	27.4 %
Affordable housing	172	32.7 %
Unhoused/homelessness	275	52.3 %
WWTP Plant expansion & water/sewer infrastructure	73	13.9 %
Job creation/economic development	221	42.0 %
<u>None chosen</u>	15	2.9 %
Total	1518	

Q28. What is your age?

<u>Q28. Your age</u>	Number	Percent
18-34	99	18.8 %
35-44	104	19.8 %
45-54	105	20.0 %
55-64	104	19.8 %
65+	98	18.6 %
<u>Not provided</u>	16	3.0 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"**Q28. What is your age? (without "not provided")**

<u>Q28. Your age</u>	Number	Percent
18-34	99	19.4 %
35-44	104	20.4 %
45-54	105	20.6 %
55-64	104	20.4 %
65+	98	19.2 %
Total	510	100.0 %

Q29. Which of the following best describes your race/ethnicity?

<u>Q29. Your race/ethnicity</u>	Number	Percent
Asian or Asian Indian	11	2.1 %
Black or African American	272	51.7 %
American Indian or Alaska Native	4	0.8 %
White	186	35.4 %
Native Hawaiian or Pacific Islander	3	0.6 %
Hispanic or Latino	30	5.7 %
Middle Eastern or North African	4	0.8 %
<u>Other</u>	4	0.8 %
Total	514	

Q29-8. Self-describe your race/ethnicity:

<u>Q29-8. Self-describe your race/ethnicity</u>	Number	Percent
Mixed race	2	50.0 %
European	1	25.0 %
Multiple races	1	25.0 %
Total	4	100.0 %

Q30. Approximately how many years have you lived in the City?

<u>Q30. How many years have you lived in City</u>	Number	Percent
0-5	102	19.4 %
6-10	68	12.9 %
11-15	34	6.5 %
16-20	33	6.3 %
21-30	84	16.0 %
31+	188	35.7 %
<u>Not provided</u>	17	3.2 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Approximately how many years have you lived in the City? (without "not provided")**

<u>Q30. How many years have you lived in City</u>	Number	Percent
0-5	102	20.0 %
6-10	68	13.4 %
11-15	34	6.7 %
16-20	33	6.5 %
21-30	84	16.5 %
31+	188	36.9 %
Total	509	100.0 %

Q31. Do you own or rent your current residence?

<u>Q31. Do you own or rent your current residence</u>	Number	Percent
Own	331	62.9 %
Rent	188	35.7 %
<u>Not provided</u>	7	1.3 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Do you own or rent your current residence? (without "not provided")**

<u>Q31. Do you own or rent your current residence</u>	Number	Percent
Own	331	63.8 %
Rent	188	36.2 %
Total	519	100.0 %

Q32. Are you affiliated with Seymour Johnson Air Force Base?

Q32. Are you affiliated with Seymour Johnson Air Force Base	Number	Percent
Active duty	14	2.7 %
Retired or family member	128	24.3 %
Civilian employee	11	2.1 %
Reservist	9	1.7 %
No affiliation	345	65.6 %
<u>Not provided</u>	19	3.6 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Are you affiliated with Seymour Johnson Air Force Base? (without "not provided")**

Q32. Are you affiliated with Seymour Johnson Air Force Base	Number	Percent
Active duty	14	2.8 %
Retired or family member	128	25.2 %
Civilian employee	11	2.2 %
Reservist	9	1.8 %
<u>No affiliation</u>	345	68.0 %
Total	507	100.0 %

Q33. Would you say your total annual household income is...

Q33. Your total annual household income	Number	Percent
Under \$15K	33	6.3 %
\$15K to \$29,999	48	9.1 %
\$30K to \$49,999	82	15.6 %
\$50K to \$74,999	91	17.3 %
\$75K to \$99,999	67	12.7 %
\$100K to \$149,999	69	13.1 %
\$150K+	60	11.4 %
<u>Not provided</u>	76	14.4 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Would you say your total annual household income is... (without "not provided")**

Q33. Your total annual household income	Number	Percent
Under \$15K	33	7.3 %
\$15K to \$29,999	48	10.7 %
\$30K to \$49,999	82	18.2 %
\$50K to \$74,999	91	20.2 %
\$75K to \$99,999	67	14.9 %
\$100K to \$149,999	69	15.3 %
\$150K+	60	13.3 %
Total	450	100.0 %

Q34. Your gender:

<u>Q34. Your gender</u>	Number	Percent
Male	261	49.6 %
Female	256	48.7 %
I prefer to self-identify	3	0.6 %
<u>Not provided</u>	6	1.1 %
Total	526	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Your gender: (without "not provided")**

<u>Q34. Your gender</u>	Number	Percent
Male	261	50.2 %
Female	256	49.2 %
I prefer to self-identify	3	0.6 %
Total	520	100.0 %

Q34-3. Self-describe your gender:

<u>Q34-3. Self-describe your gender</u>	Number	Percent
Gender fluid	1	33.3 %
Non-Binary	1	33.3 %
<u>Trans</u>	1	33.3 %
Total	3	100.0 %

District:

<u>District</u>	Number	Percent
1	95	18.1 %
2	97	18.4 %
3	79	15.0 %
4	92	17.5 %
5	82	15.6 %
6	81	15.4 %
Total	526	100.0 %

6

Survey Instrument

200 North Center Street, 27530

P 919.580.4362

Dear Goldsboro Resident,

We need your help! As part of our ongoing strategic planning efforts, the City of Goldsboro is launching our first community survey, and we would greatly value your participation. Your feedback will help guide decisions that shape the future of our community.

You have been chosen to participate in a survey designed to help gather resident opinions and feedback regarding City services and programs. The information requested in this survey will be used to ensure that the services and programs we provide meet your expectations and reflect your priorities.

Please take a few minutes to complete and return the survey. We estimate it should take approximately 15-20 minutes to answer all the questions. Your responses will remain confidential. The address printed on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

Please mail your completed survey in the next few days using the postage-paid envelope provided.

You may also take the survey online by visiting Goldsborosurvey.org.

Those who complete the survey will have the chance to win one of five \$100 Visa gift cards.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the Goldsboro City Council at a public meeting in early 2026. If you have any questions about the survey, please contact Octavius Murphy, Strategic and Community Initiatives Manager, at 919-580-4351 or omurphy@goldsboronc.gov.

Thank you for helping guide the direction of our community by completing and returning the enclosed survey.

With warm regards,



Mayor Charles Gaylor

Si tiene preguntas acerca de la encuesta y no habla inglés, por favor llame al 1-844-811-0411.

Si ou bezwen èd pou ranpli sondaj la an kreyòl Ayisyen, tanpri rele 844-247-8190.

2025 City of Goldsboro Community Survey



Please take a few minutes to complete this survey. Your input is an important part of the City's effort to involve residents in service delivery and long-range planning decisions. At the end of the survey, you'll have the opportunity to enter a drawing for a chance to win one of five \$100 Visa gift cards for fully completing the survey. If you prefer, you can complete the survey online at Goldsborosurvey.org.

1. Quality of Life. Please rate the quality of the following.

		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Overall quality of life in Goldsboro	5	4	3	2	1	9
2.	Goldsboro as a place to live	5	4	3	2	1	9
3.	Goldsboro as a place to work	5	4	3	2	1	9
4.	Goldsboro as a place to raise children	5	4	3	2	1	9
5.	Goldsboro as a place that is welcoming and inclusive to all	5	4	3	2	1	9
6.	The overall direction of the City	5	4	3	2	1	9
7.	Overall quality of downtown in Goldsboro	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 quality of services provided by the City	5	4	3	2	1	9

2. Overall Satisfaction. Please rate your satisfaction with the following major categories of services provided by the City.

		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	5	4	3	2	1	9
03.	Overall quality of City parks and recreation programs	5	4	3	2	1	9
04.	Overall quality of City parks and greenways	5	4	3	2	1	9
05.	Overall quality of City recreation facilities	5	4	3	2	1	9
06.	Overall enforcement of City codes and ordinances	5	4	3	2	1	9
07.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
08.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
09.	Overall management of traffic	5	4	3	2	1	9
10.	Overall management and planning of growth/development	5	4	3	2	1	9
11.	Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
12.	Overall management of storm water runoff	5	4	3	2	1	9
13.	Overall quality of permit and inspection services	5	4	3	2	1	9

3. Which THREE of the items listed in Question 2 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 2.]

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

4. City Leadership. Please rate your satisfaction with the following.

	City Leadership	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided by City elected officials	5	4	3	2	1	9
2.	Overall accessibility and responsiveness of City officials	5	4	3	2	1	9
3.	Overall effectiveness of the City manager and City staff	5	4	3	2	1	9
4.	Overall availability of opportunities for citizens to provide input	5	4	3	2	1	9

5. Please rate your satisfaction with the following.

Perception of City Leadership	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The City is responsive to the needs of its residents	5	4	3	2	1	9
2. I have opportunities to participate in City decision making	5	4	3	2	1	9
3. I have a good understanding of the services provided by the City	5	4	3	2	1	9

6. Within the past two years, have you provided input to the City through email, mail, telephone, surveys other than this one, official City of Goldsboro social media accounts, at public meetings or other methods?

(1) Yes (2) No

7. Safety. Please rate how safe you feel in each of the following situations.

Safety	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In City parks and recreation facilities	5	4	3	2	1	9
4. In shopping and dining areas	5	4	3	2	1	9
5. In the downtown area of Goldsboro	5	4	3	2	1	9
6. Overall feeling of safety in Goldsboro	5	4	3	2	1	9

8. Public Safety Services. Please rate your satisfaction with the following.

Police Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall effectiveness of the Goldsboro Police Department	5	4	3	2	1	9
02. How quickly police respond to emergencies	5	4	3	2	1	9
03. Overall competency of agency personnel (e.g., officers, staff members, and leadership)	5	4	3	2	1	9
04. The visibility of police in neighborhoods	5	4	3	2	1	9
05. The visibility of police in retail areas	5	4	3	2	1	9
06. The City's efforts to prevent crime	5	4	3	2	1	9
07. Enforcement of traffic laws	5	4	3	2	1	9
08. Fairness to people regardless of race, ethnicity, gender, or creed	5	4	3	2	1	9
Fire Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
09. Overall effectiveness of the Goldsboro Fire Department	5	4	3	2	1	9
10. How quickly the fire department responds to emergencies	5	4	3	2	1	9
11. Fire prevention/safety education programs	5	4	3	2	1	9
12. The Fire Department's visibility in the community	5	4	3	2	1	9

9. Which THREE of the items listed in Question 8 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. In the last 12 months, have you or anyone in your household been a victim of any crime in Goldsboro?

(1) Yes [Answer Q10a.] (2) No [Skip to Q11.] (9) Not sure [Skip to Q11.]

10a. Did you report the crimes to the police?

(1) Yes (2) No (9) Not sure

11. City Maintenance. Please rate your satisfaction with the following.

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall maintenance of City streets	5	4	3	2	1	9
2. Maintenance of sidewalks	5	4	3	2	1	9
3. Maintenance of street signs	5	4	3	2	1	9
4. Adequacy of street lighting	5	4	3	2	1	9
5. Overall appearance of Goldsboro	5	4	3	2	1	9
6. Mowing/trimming along City streets and other public areas	5	4	3	2	1	9
7. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
8. City efforts to mitigate drainage/flooding	5	4	3	2	1	9

12. Which THREE of the services listed in Question 11 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 11.]

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

13. Transportation. Please rate your satisfaction with the following.

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Ease of travel from home to school	5	4	3	2	1	9
2. Ease of travel from home to work	5	4	3	2	1	9
3. Availability of public transportation	5	4	3	2	1	9
4. Availability of bicycle routes	5	4	3	2	1	9
5. Availability of pedestrian walkways	5	4	3	2	1	9
6. Availability of parking in residential areas	5	4	3	2	1	9

14. Solid Waste Collection. Please rate your satisfaction with the following.

Solid Waste Collection	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Bulky item pick-up services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Trash/garbage collection services	5	4	3	2	1	9
4. Yard waste/leaf/brush pick-up services	5	4	3	2	1	9

15. Code Enforcement. Please rate your satisfaction with the following.

Code Enforcement	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of clean-up of trash and debris on private property	5	4	3	2	1	9
2. Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
3. Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcement of mowing and cutting of weeds on private property	5	4	3	2	1	9
5. Enforcement of sign regulations	5	4	3	2	1	9
6. Enforcement of junk vehicles	5	4	3	2	1	9

16. Development Services. Please rate your satisfaction with the following.

Planning and Development Process	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Standards and quality of development	5	4	3	2	1	9
2. Access to information about current/proposed private development projects	5	4	3	2	1	9
3. Planning permit process	5	4	3	2	1	9
4. Management of historic preservation	5	4	3	2	1	9

17. Have you applied for any planning or development permits in the last 12 months?

(1) Yes [Answer Q17a.] (2) No [Skip to Q18.] (9) Not sure [Skip to Q18.]

17a. How would you rate your overall experience?

(4) Excellent (3) Good (2) Fair (1) Poor (9) Don't know

18. Housing. Please rate your satisfaction with the following.

Housing	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of housing options by price	5	4	3	2	1	9
2. Availability of a range of housing types (e.g., Townhomes, apartments, single family)	5	4	3	2	1	9
3. Quality of the City's affordable housing programs	5	4	3	2	1	9

19. Parks and Recreation. Please rate your satisfaction with the following.

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of City parks	5	4	3	2	1	9
02. Number of walking and biking trails	5	4	3	2	1	9
03. Quality of outdoor athletic fields	5	4	3	2	1	9
04. Availability of information about City recreation programs	5	4	3	2	1	9
05. The City's youth programs	5	4	3	2	1	9
06. The City's adult programs	5	4	3	2	1	9
07. The City's senior (55+) programs	5	4	3	2	1	9
08. City special events	5	4	3	2	1	9
09. Ease of registering for programs	5	4	3	2	1	9
10. Fees charged for recreation programs	5	4	3	2	1	9
11. Availability of diverse/cultural experiences	5	4	3	2	1	9
12. Availability of meeting/gathering space	5	4	3	2	1	9
13. Goldsboro Golf Course	5	4	3	2	1	9
14. Goldsboro Event Center	5	4	3	2	1	9

20. Which THREE of the items listed in Question 19 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 19.]

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

21. Has anyone in your household used or attended a Goldsboro park, recreation facility, or recreation program during the last 12 months?

(1) Yes (2) No (9) Don't know

22. Customer Service. Have you interacted with (called, visited online or in person) the City with a question, problem, or complaint during the past year?

(1) Yes [Answer Q22a-d.] (2) No [Skip to Q23.]

22a. What department(s) did you contact?

<input type="checkbox"/> (01) City Managers Office	<input type="checkbox"/> (07) Human Resources
<input type="checkbox"/> (02) Development Services (Community Development, Inspections, Planning)	<input type="checkbox"/> (08) Parks and Recreation
<input type="checkbox"/> (03) Downtown Development	<input type="checkbox"/> (09) Police
<input type="checkbox"/> (04) Engineering	<input type="checkbox"/> (10) Public Utilities
<input type="checkbox"/> (05) Finance	<input type="checkbox"/> (11) Public Works
<input type="checkbox"/> (06) Fire	<input type="checkbox"/> (12) Other: _____

22b. How easy was it to contact the person you needed to reach?

(4) Very easy (2) Difficult (9) Don't know
 (3) Somewhat easy (1) Very difficult

22c. How would you rate your overall experience?

____(4) Excellent ____(3) Good ____(2) Fair ____(1) Poor ____(9) Don't know

22d. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described.

Customer Service		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 an issue to your satisfaction	5	4	3	2	1	9

23. Communication. Please rate your satisfaction with the following.

Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of information about local governmental services and activities	5	4	3	2	1	9
2.	Efforts by local government to keep you informed about local issues	5	4	3	2	1	9
3.	The level of public involvement in local decision making	5	4	3	2	1	9
4.	Timeliness of information provided by your local government	5	4	3	2	1	9
5.	Usefulness of the city's website	5	4	3	2	1	9
6.	Your local government's use of social media outlets	5	4	3	2	1	9

24. Which THREE of the items listed in Question 23 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 23.]

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

25. Please CHECK ALL the ways you learn about Goldsboro programs, news, activities, and events.

(1) Regional news, radio, newspaper, magazines (5) City social media

(2) Wayne County Chamber of Commerce (6) City website

(3) City phone notifications (7) Word of mouth

25. Which THREE of the sources from the list in Question 25 do you MOST PREFER to use to learn about Town news, events, programs, or activities? [Write in your answers below using the numbers from the list in Question 25, or circle "NONE."]

1st. ____ 2nd. ____ 3rd. ____ NONE

27. **Council Priorities**. The Goldsboro City Council has identified the following priorities. Which THREE of the priorities listed below do you think should be the TOP PRIORITIES for City Council over the next TWO years?

(1) Violent crime and gangs	(4) Affordable housing
(2) Public safety and all general fund equipment/capital infrastructure needs	(5) Unhoused/homelessness
(3) Community appearance and blight	(6) WWTP Plant expansion and water/sewer infrastructure
	(7) Job creation/economic development

1st: _____ 2nd: _____ 3rd: _____ NONE _____

28. **What is your age?** _____ years

29. **Which of the following best describes your race/ethnicity? [Check ALL that apply.]**

_____(01) Asian or Asian Indian _____(05) Native Hawaiian or Pacific Islander
_____(02) Black or African American _____(06) Hispanic or Latino
_____(03) American Indian or Alaska Native _____(07) Middle Eastern or North African
_____(04) White _____(99) Other: _____

30. **Approximately how many years have you lived in the City?** _____ years

31. **Do you own or rent your current residence?** _____(1) Own _____(2) Rent

32. **Are you affiliated with Seymour Johnson Air Force Base?**

_____(1) Active duty _____(3) Civilian employee _____(5) No affiliation
_____(2) Retired or family member _____(4) Reservist

33. **Would you say your total annual household income is...**

_____(1) Under \$15,000 _____(4) \$50,000 to \$74,999 _____(7) \$150,000 or more
_____(2) \$15,000 to \$29,999 _____(5) \$75,000 to \$99,999
_____(3) \$30,000 to \$49,999 _____(6) \$100,000 to \$149,999

34. **Your gender:**
_____(1) Male _____(2) Female _____(3) I prefer to self-identify: _____

35. **If you have any other suggestions you would like to make to the City, please provide them here.**

36. **Would you be willing to participate in future surveys sponsored by the City of Goldsboro?**
_____(1) Yes [Please answer Question 36a.] _____(2) No

36a. **Please provide your contact information.**
Mobile Phone Number: _____
Email Address: _____

37. **As a way to say thank you for your time, we will randomly select five survey respondents to receive a \$100 Visa gift card. The gift cards will be sent via email only and are limited to one entry per household. Would you be interested in entering the drawing?**
_____(1) Yes [Please answer Question 37a.] _____(2) No

37a. **Please provide your contact information.**
Name: _____ Phone Number: _____
Email: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, Kansas 66061

Your responses will remain completely confidential. The address information printed to the right will only be used to help identify geographic areas with special interests. Thank you!