

**GOLDSBORO CITY COUNCIL  
REGULAR MEETING AGENDA  
TUESDAY, JANUARY 20, 2026**



*(Please turn off, or silence, all cellphones upon entering the meeting.)*

**1. Call to Order – 5:30 P.M.**

Council Chambers

1.1 Invocation (Archbishop Anthony Slater, Fire Chaplain)

1.2 Pledge of Allegiance

**2. Roll Call**

**3. Adoption of the Agenda**

**4. Recognitions and Presentations**

4.1 Community Policing Update

**5. Public Comment Period**

**6. Consent Agenda**

6.1 Donation of Personal Property to 501(C) Non-Profit, Wayne County Fireman's Association

6.2 FY26 Operating Budget Amendment

6.3 Departmental Monthly Reports

**7. Old Business**

7.1 Saving Union Station Update

7.2 Presentation of 2025 City of Goldsboro Resident Survey Findings by ETC Institute

**8. New Business**

**9. City Manager's Report**

**10. Mayor and Councilmembers' Comments**

**11. Closed Session**

**12. Adjournment**

The City of Goldsboro will make reasonable accommodations for access to City services, programs, and activities, and will make special communication arrangements for persons with disabilities. Please call (919) 580-4330 by noon on the Thursday prior to the meeting to make arrangements.

# **Goldsboro Police Department**

## **Community Policing Overview & Crime Trends**



*Building Trust, Enhancing Safety,  
Strengthening Neighborhoods*



# Purpose

- Provide a high-level overview of community policing efforts over the past year.
- Highlight engagement, prevention, and quality-of-life initiatives.
- Demonstrate alignment with City priorities.
- Provide year-over-year crime trends for context

*Community policing remains a core strategy for building trust and improving public safety.*



# Community Policing Overview

## Community Policing at GPD

- Community policing at GPD is a department-wide strategy emphasizing partnership, prevention, and proactive problem-solving
- Emphasizes proactive engagement with residents, businesses, and stakeholders.
- Shared responsibility between officers and the community.
- Integrated across patrol, investigations, and specialized units.



# Key Programs & Initiatives

## Major Community Policing Efforts

- Community Police Services Division outreach.
- Youth-focused initiatives (e.g., Shop with a Cop, school engagement, PAL program).
- Neighborhood problem-solving and officer visibility.
- Faith-based and business partnerships.
- Special events and demonstrations (e.g., K-9, safety education).



# Community Engagement

## Community Engagement Highlights

- Participation in community and neighborhood meetings
- Attendance at citywide and neighborhood events
- School visits and youth-focused initiatives
- Collaboration with social services and volunteers
- Informal engagement through officer visibility



# Engagement across all age groups, neighborhoods, and community sectors

The Goldsboro Police Department's Community Police services Division participated in eighty-six (86) events during 2025. An average of seven (7) events per month. Some of the events include:

- ❖ Neighborhood Watch Program Meetings
- ❖ Goldsboro Housing Authority Bingo w/ a Cop
- ❖ Coffee with a Cop (various locations)
- ❖ Chamber of Commerce Junior Leadership Program Presentation
- ❖ Golden Agers Club Scam Awareness Presentation
- ❖ Senior Games Health and Wellness Expo with a Medicine Drop
- ❖ Wayne County Chamber of Commerce Career Job Expo Fair
- ❖ Spring Creek High School Career/Trades Day

# Engagement across all age groups, neighborhoods, and community sectors

- ❖ Old Navy Annual Safety Event
- ❖ Walmart Annual Safety Event
- ❖ SJAFB Safety Presentation
- ❖ Greenleaf Church Safety Presentation
- ❖ St. James Church Safety Presentation
- ❖ Partnership for Children of Wayne County (Touch-a-Truck)
- ❖ Dillard Charter Academy COPS Fun Day Event
- ❖ EWMS COPS Fun Day Event
- ❖ COPS Movie Night at the HUB
- ❖ CPSD Provided Music and Snacks for Sprinkler Fun Days at the HUB

# Community Engagement

## Snapshot

### Shop w/ a Cop

In, 2025 we took **50** kids from our Wayne County Public Schools shopping. Our biggest Shop w/ a Cop Event ever!



# Community Engagement Snapshot Back to School

Participated and fundraised for the 1<sup>st</sup> African Baptist Church Back to School Bash and the HACG / W.A. Foster Center Back to School Event.

## National Night Out

Moved the event to October to accommodate more citizens. 2025's event saw an increase in turnout and vendor participation.



# Community Engagement Snapshot Special Olympics of NC

Community Police Services Division participated in several events to include the Wayne County Winter Games Bowling Tournament and a Jeep Show & Shine Event. Altogether, CPSD raised \$12,509.52 in 2025 for Special Olympics.

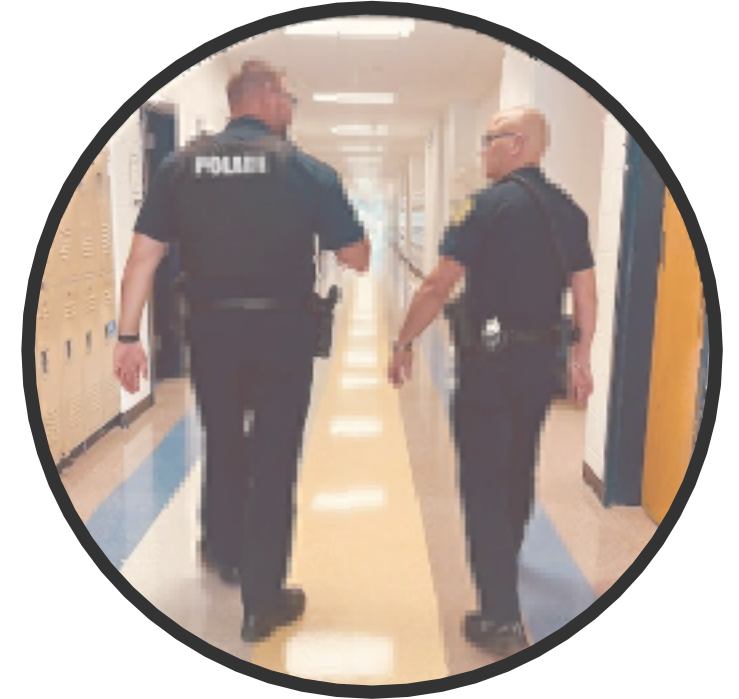


# Quality-of-Life & Prevention Strategies

- ❖ Focus on blight, nuisance, and neighborhood concerns
- ❖ Directed patrols in problem areas
- ❖ Increased officer visibility
- ❖ Proactive response to recurring issues
- ❖ Prevention-first approach when appropriate

## Technology Support

- ❖ Technology Supporting Community Policing
- ❖ Data-driven patrol and deployment decisions
- ❖ Enhanced communication and information sharing
- ❖ Tools that support prevention and response
- ❖ Technology supports data-driven deployment, improves responsiveness to recurring quality-of-life issues, and enhances prevention efforts while maintaining direct community interaction

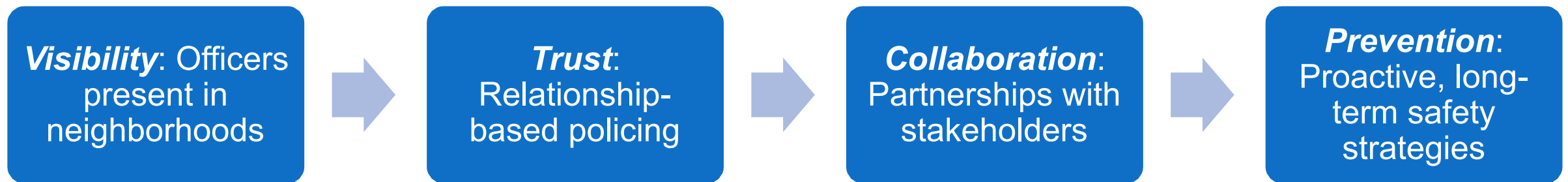


# Outcomes & Success

- ❖ Improved quality of life for residents
- ❖ Reduced crime and disorder
- ❖ Efficient use of limited public safety resources
- ❖ Strengthened community trust and partnerships



## Alignment with City Goals



# Crime Trends

## Part I Crimes – Three-Year Trend

- Total Part I crimes peaked in 2023 but began to decline leading into 2024.
- There was a significant reduction in 2025, with Part I crimes **decreasing 28%** from 2024 to 2025.

Crime	2023	2024	2025
Homicide	10	14	8
Rape	8	10	12
Robbery	48	61	49
Agg. Assault	249	195	195
B&E	300	318	247
Larceny	1,592	1,541	1,038
MV Theft	173	114	86
Arson	6	6	1
Total	2,386	2,259	1,636

# Crime Trends

## Part I Crimes – Three-Year Trend

Crime	2024	2025	Percent Change
Homicide	14	8	-43%
Rape	10	12	+20%
Robbery	61	49	-20%
Agg. Assault	195	195	0%
B&E	318	247	-22%
Larceny	1,541	1,038	-33%
MV Theft	114	86	-25%
Arson	6	1	-83%
Total	2,259	1,636	-28%



- Violent Crime



- Property Crime

This reduction occurred while maintaining proactive community engagement efforts and despite ongoing staffing challenges.

# Closing

## Key Takeaways

- Community policing remains a core strategy
- Engagement and prevention are producing results
- Partnerships strengthen public safety efforts
- GPD remains committed to serving the community



**CITY OF GOLDSBORO  
AGENDA MEMORANDUM  
JANUARY 20, 2026 CITY COUNCIL MEETING**

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**TITLE:** Donation of Personal Property to 501(C) Non-Profit, Wayne County Fireman’s Association

**DEPARTMENT:** Fire

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**BACKGROUND:**

The City of Goldsboro owns fire-fighting equipment that is surplus, and no longer needed by the city. This firefighting equipment consists of 1 ¾” Fire Hose that is a standard double jacket high pressure fire hose. History has shown that there is little to no monetary value ever received by these items when sold at public auctions due to the fact that their use is not as common in today’s fire service. We have replaced this dated hose with a new low pressure fire hose and seek to donate this older hose to the Wayne County Fireman’s Association. The Wayne County Fireman’s Association will then distribute it to all the county's volunteer agencies for use.

**DISCUSSION:**

General Statute 160A-280 establishes that a city may donate to a nonprofit organization that is incorporated by (i) the United States, (ii) the District of Columbia, or (iii) one of the United States, any personal property, including supplies, materials, and equipment that the governing board deems to be surplus, obsolete or unused.

**BUDGET RELATIONSHIP:**

**STRATEGIC PLAN RELATIONSHIP:**

**STAFF RECOMMENDATION:**

It is recommended that Council adopt the attached resolution authorizing the donation of surplus fire-fighting equipment to the 501(C) non-profit, Wayne County Fireman’s Association.

**MANAGER'S RECOMMENDATION:**

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**APPROVERS**

Ron Stempien  
Sakeithia Reece  
Laura Getz  
Matthew Livingston



**RESOLUTION 2026-**

**DONATION OF PERSONAL PROPERTY TO 501(C) NON-PROFIT, WAYNE COUNTY FIREMAN'S ASSOCIATION**

**WHEREAS**, the City Manager, from time to time, identifies various items or groups of items that are no longer necessary or functional to the City's needs; and

**WHEREAS**, sound property management principles and financial consideration indicate the interests of the City would be served by disposing of the property; and

**WHEREAS**, G.S. 160A-265 provides, at the discretion of the Council, a city may sell or dispose of personal property; and

**WHEREAS**, G.S. 160A-266(c) provides for the disposal or exchange of personal property for any one item or group of items by the City upon the adoption of procedures for disposal by the Council; and

**WHEREAS**, G.S. 160A-280 provides the Council authority to donate personal property to a non-profit organization; and

**WHEREAS**, the 501(C) Non-Profit, Wayne County Fireman's Association, is an association that includes all Wayne County, NC volunteer fire departments. We frequently depend on these agencies for volunteer assistance during our time of coverage needs. Therefore, we seek to donate 99 sections of retired 1 ¾" Fire Hose to this association for further distribution to the county-wide volunteer agencies.

**NOW, THEREFORE, BE IT RESOLVED** by the Mayor and City Council of the City of Goldsboro, North Carolina, that pursuant to the authority granted by §160A-265, §160A-266(c) and §160A-280, the City of Goldsboro Council does hereby declare surplus, and donate the fire-fighting hose listed herein to the 501(C) non-profit, Wayne County Fireman's Association.

This Resolution shall be in full force and effect from and after January 20, 2026.

\_\_\_\_\_  
Charles Gaylor, IV  
Mayor

Attested by:

\_\_\_\_\_  
Laura Getz  
City Clerk

# SURPLUS PROPERTY CONTROL FORM PERSONAL PROPERTY

Use this form to report supplies or material in excess to your department's needs (for transfer, sale or disposal).  
List unlike items individually, like items together, then evaluate the working condition and value.  
Fill in this Excel Workbook, save and email it to the Procurement Manager [twood@goldsboronc.gov](mailto:twood@goldsboronc.gov)

## DEPARTMENT INFORMATION

DEPARTMENT Fire	DIVISION Support Services	DATE: 11/3/2025
FUND/ORGANIZATION 01/11/00      5120		Contact Name: Brandon Holland, Asst. Chief
		Telephone Number: 919-750-2206

## PERSONAL PROPERTY LIST

Quantity	Description (or "See Attached" for items on attached sheet,	Serial Number	Condition "Select"	Estimated Value	Disposal /Transfer
69	1.75" Fire Attack Hose	See Attachment	Fair	\$ 10	Disposal
3	2.5" Fire Attack Hose	See Attachment	Poor	\$ 5	Disposal
4	5" Fire Supply Hose	See Attachment	Poor	\$ 5	Disposal
				\$ 20	

ORIGINATING DEPARTMENT HEAD: Ron Stempien, Fire Chief	PROCUREMENT MANAGER: Tim Wood
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## FINANCE DEPARTMENT USE

FINANCE DIRECTOR:	BILL, COLL & INSURANCE MANAGER
(D)isposal/(T)ransfer: <input type="text"/>	Financed (Y/N): <input type="text"/>
Received by Finance: <input type="text"/>	ASSET <b>FAK #</b> <input type="text"/>
Sale Method: <input type="text" value="Select from Dropdown"/>	Removed or Reassigned in FAK: <input type="text"/>
	Transferred: <input type="text"/>
	Sent to Sale/Disposal: <input type="text"/>

Supplimental List

Quantity	Description (or "See Attached" for items on attached sheet)	Serial Number	Condition "Select"	Estimated Value
1	1.75" Fire Attack Hose	GFD 22103	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1152	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1160	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD1097	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1128	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N10	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1009	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N18	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1153	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 10039-A	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2160	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1032	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2165	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N29	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2156	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2162	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1168	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1000	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1050	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1068	Fair	\$ 10
				\$ 200

Supplimental List

Quantity	Description (or "See Attached" for items on attached sheet)	Serial Number	Condition "Select"	Estimated Value
1	1.75" Fire Attack Hose	GFD 1058	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1069	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2154	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1170	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1125	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1117	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1015	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1072	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1051	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1103	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1127	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N15	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1177	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2164	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1096	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1044	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N33	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1086	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1084	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1167	Fair	\$ 10
				\$ 200

Supplemental List

Quantity	Description (or "See Attached" for items on attached sheet)	Serial Number	Condition "Select"	Estimated Value
1	1.75" Fire Attack Hose	GFD 1106	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1169	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1141	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2167	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N9	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1090	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1174	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2166	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1131	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1063	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1052	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1148	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1028	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD UE1	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1150	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N22	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD N21	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1036	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1027	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2158	Fair	\$ 10
				\$ 200

Supplemental List

Quantity	Description (or "See Attached" for items on attached sheet)	Serial Number	Condition "Select"	Estimated Value
1	1.75" Fire Attack Hose	GFD 1164	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1122	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1136	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1165	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1162	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1065	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1161	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 2157	Fair	\$ 10
1	1.75" Fire Attack Hose	GFD 1163	Fair	\$ 10
1	2.5" Fire Attach Hose (Failed Testing)	GFD 2045	Poor	\$ 5
1	2.5" Fire Attach Hose (Failed Testing)	GFD 609	Poor	\$ 5
1	2.5" Fire Attach Hose (Failed Testing)	GFD 2118	Poor	\$ 5
1	5" Fire Supply Hose (Failed Testing)	GFD 5071	Poor	\$ 5
1	5" Fire Supply Hose (Failed Testing)	GFD 82B	Poor	\$ 5
1	5" Fire Supply Hose (Failed Testing)	GFD 85	Poor	\$ 5
1	5" Fire Supply Hose (Failed Testing)	GFD 11B	Poor	\$ 5
				\$ 125

**Procedures for Surplus Property Control Form-Fixed Assets/Rolling Stock**

Prepared: cfg 2/9/2024 12:39 PM

**Instructions**

<b>1</b>	Originating department administrative staff prepares the "Surplus Property Control Form-Fixed Assets/Rolling Stock" spreadsheet. <i>Tab=SPC-FA</i>
<b>2</b>	Admin staff emails the SPC-FA spreadsheet (in Excel Format) to the Department Head.
<b>3</b>	(We do not currently have an electronic digital signature workflow. The email with the excel workbook can be sent directly from the Department Head to the Procurement Manager, or as a CC. CC implies the Department Head approval.)
<b>4</b>	Nona will review and if needed make appropriate changes. Nona will email to Clayton in the Garage for approval.
<b>5</b>	Clayton reviews the list, and makes any recommendations for changes. Department should make appropriate corrections and resubmit.
<b>6</b>	Clayton will email Nona his approval of the list, this will be his "sign off" on the list as indicated at the bottom. If there is specialized equipment, such as Police equipment or IT equipment, Clayton coordinates with appropriate technical person in respective departments to ensure that equipment is accounted for or removed.
<b>7</b>	Clayton emails the final approved spreadsheet back to Nona Robbins.
<b>8</b>	Nona determines whether it falls under A) \$30K exception where Manager or Finance Director can sign, or B) if it needs to go to Council for Approval. Nona emails the completed spreadsheet to Finance Director for signature.
<b>9</b>	A) Finance Director signs electronically and returns to Nona.
<b>10</b>	Nona sends signed copy to Clayton giving him authorization to proceed with Gov Deals Auction.
<b>11</b>	B) Nona prepares agenda item to go to Council.
<b>12</b>	Catherine takes agenda item to Council for approval.
<b>13</b>	Nona sends signed copy of Resolution to Clayton giving him authorization to proceed with Gov Deals Auction on specified date.
<b>14</b>	Nona advertises as required by Statute electronically only.
<b>15</b>	Nona finalizes the asset: Returns tags to DMV and obtains receipt for plates. Cancels vehicle/equipment insurance with Lisa at Crawford Henderson If item is Financed, Nona coordinates with the Financing institution for the release of title. Title should be scanned into Laserfiche or Fixed Assets file. Original title should be placed in Finance safe. Information is forwarded to appropriate Finance staff person to remove from Fixed Asset system.



Prepared: cfg 2/9/2020 12:39 PM

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### Disposal Methods

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Advertisement for Upset Bids

Sale by Public Auction, must advertise!

Electronic Auction Service, Electronic Advertisement only

Private Negotiation with Board Approval

Exchange with public and private entities

Lease term over 10 years treated as sale of property

Discard because has no value, unable to sell, or poses threat to public health or safety

Raffle

Donate to non-profits, sister cities, and other units of government – does not apply to schools

Donate or sell to public and private entities for continued public use – cities and counties only

Convey to other units of government in NC under conditions "deemed wise" by governing boards.

Trade-in included as part of bidding process for purchases of apparatus, supplies, materials, or equipment

GS Reference	Disposal Method	Personal Property <\$30K	Personal Property >\$30K	All Real Property
160A-269	Sale	Y	Y	Y
160A-268	Sale	Y	Y	Y
160A-270	Sale	Y	Maybe	Maybe
160A-266c	Sale	Y	Y	N
160A-271	Exchange	Y	Y	Y
160A-272	Lease	Y	Y	Y
160A-266d	Discard	Y	Y	Y
160A-266d	Discard	Y	Y \$125K Limit	Y \$500K Limit
160A-280	Donate	Y	Y	N
160A-279	Donate	Y	Y	Y
160A-274	Convey to other units of government	Y	Y	Y
143-129.7	Trade-In	Y	Y	N

Conc. GS Ref & Method

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Select from Dropdown

Sale 160A-269 Advertisement for Upset Bids

Sale 160A-268 Sale by Public Auction, must advertise!

Sale 160A-270 Electronic Auction Service, Electronic Advertisement only

Sale 160A-266c Private Negotiation with Board Approval

Exchange 160A-271 Exchange with public and private entitites

Lease 160A-272 Lease term over 10 years treated as sale of property

Discard 160A-266d Discard because has no value, unable to sell, or poses threat to public health or saf

Discard 160A-266d Raffle

Donate 160A-280 Donate to non-profits, sister cities, and other units of government – does not apply to

Donate 160A-279 Donate or sell to public and private entities for continued public use – cities and cou

Convey to other units of government 160A-274 Convey to other units of government in NC under conditions

Trade-In 143-129.7 Trade-in included as part of bidding process for purchases of apparatus, supplies, n

Select

Yes

No

Select from Dropdown

Poor

Fair

Good

New

Select

Miles

Hours

Select

Disposal

Transfer

fety

o schools

unties only

s "deemed wise" by governing boards.

materials, or equipment

Form Routing Procedure

Disposal

Originating Department Department Staff	Completes the form and emails to the Originating Department Head for review
Department Head	Signs the form by typing their name in the Originating Department Head box and saving, Emails the form to the Procurement Manager.
Procurement Manager	Offers the asset to other departments. If there is no interest, signs the form in the Procurement Manager box, save and emails to the Garage Superintendent. <i>If another department is interested in the asset, proceed to the Disposal/Transfer section below.</i>
Garage Superintendent	Processes RTA record for disposal. Removes licence plate and sends to Bill, Coll & Ins Manager. Email the Asset Disposal memos to Finance. Signs the form by typing their name in the Garage Superintendent box and saving, Emails the form to the Finance Director.
Finance Director	Reviews the form and supporting documents. Signs the form by typing their name in the Finance Director's box and saving, Emails the form to the Bill, Coll & Ins Manager
Bill, Coll & Ins Manager	Removes from Insurance and FAK software. Turns tag into NCDMV. Signs the form by typing their name in the Bill, Coll & Ins Manager's box and saving, Files the completed form in the Surplus folder.

Transfer

Procurement Manager	Emails form to the interested department head to complete the Transfer section
Receiving Department Head	Completes the Transfer section of the form. Signs the form by typing their name in the Receiving Department Head box and saving, Emails the form to the City Manager for review and approval.
City Manager	Signs the form by typing their name in the City Manager's box and saving. Emails the form to the Garage Superintendent for processing.
Garage Superintendent	Processes RTA record for Transfer to the receiving department. Email the Asset Transfer memos to Finance. Signs the form by typing their name in the Garage Superintendent box and saving, Emails the form to the Finance Director.
Finance Director	Reviews the form and supporting documents. Signs the form by typing their name in the Finance Director's box and saving, Emails the form to the Bill, Coll & Ins Manager.
Bill, Coll & Ins Manager	Transfers the asset to the receiving department on the Insurance and FAK software. Signs the form by typing their name in the Bill, Coll & Ins Manager's box and saving, Files the completed form in the Surplus folder.

**CITY OF GOLDSBORO  
AGENDA MEMORANDUM  
JANUARY 20, 2026 CITY COUNCIL MEETING**

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**TITLE:** FY26 Operating Budget Amendment

**DEPARTMENT:** Finance

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**BACKGROUND:**

Council adopted the FY25-26 annual operating budget on June 16, 2025.

**DISCUSSION:**

**Mayor & Council (1012) and Community Relations (1017) General Fund**

In November, Council inquired about funding for the Dr. Martin Luther King, Jr. funding by the General Fund. Amounts were budgeted in the Mayor and Council and Community Relations budget, and the Manager's office requested that these amounts be moved to the special revenue fund where the event expenses are incurred, (G1108) Community Relations Special Revenue Fund. There is a total of \$5,000 budgeted in the respective budgets that will be reduced in order to fund a transfer from the General Fund to the (G1108) Community Relations Special Revenue Fund.

**Information Technology (1030) General Fund**

The City received a grant from the NC Department of Public Safety Emergency Management for the State and Local Cybersecurity Grant Program. The department budgeted the match portion (25%) in the operating budget that was adopted by Council, but the grant portion (75%) has not yet been appropriated. It is necessary to appropriate the expenditures in the amount of \$58,275.00, and this will be funded with state grant revenue.

**Debt (8111) General Fund**

Staff is preparing to seek proposals from interested financing institutions and to prepare debt issuance approval for the Local Government Commission for capital outlay approved in the FY26 budget. It is necessary to add the estimated loan fees of \$28,000.00 for General Fund for budgetary purposes.

The City entered into a 3 year software subscription renewal agreement with Soundthinking for the Shotspotter service. The renewal is subject to GASB 96 SBITA provisions. A portion of the amendment was presented at the 8/18/25 meeting. This entry corrects the original entry presented at the 8/18/25 meeting.

The City entered into a 3 year software subscription agreement with LeadsOnline for the NIBIN (National Integrated Ballistic Information Network) service. The agreement is subject to GASB 96 SBITA provisions. A portion of the amendment was presented at the 8/18/25 meeting. This entry corrects the original entry presented at the 8/18/25 meeting.

The City entered into a 3 year software subscription agreement with Thinkgard which provides

the IT department with an online platform to track, document, and manage compliance and cybersecurity responsibilities. The agreement is subject to GASB 96 SBITA provisions. It is necessary to appropriate expenditures and revenues related to the 3 year agreement for budgetary purposes.

**Transfers (8101) General Fund**

At the November 17, 2025 meeting, Council authorized the purchase of a new fire pumper truck to replace the truck that was destroyed by fire in July. The purchase is funded with insurance proceeds of \$585,000 and the balance from the General fund in the amount of \$353,518.00. This will be funded with an appropriation of fund balance in the General Fund.

**General Fund Appropriated Fund Balance Analysis**

<b>Date</b>	<b>Description</b>	<b>Adopted</b>
6/16/2025	Ord 2025-30 FY25-26 Adopted Budget	\$ -
8/4/2025	Purchase Order Rollover FY25 to FY26	836,811.73
8/18/2025	GASB 96 Subscriptions Appropriations	560,000.00
11/3/2025	Transfer FY25 Powell Bill Reserve to new (G1112) Powell Bill Street Pavement Preservation Program	190,991.88
11/3/2025	Remove Powell Bill Remaining Estimated Revenue from General Fund Current Year Appropriations	3,575.00
		<u>\$ 1,591,378.61</u>
1/20/2026	Transfer to Fire Equipment Capital Project Fund for new pumper truck to replace one destroyed in fire in July	\$ 353,518.00
1/20/2026	GASB96 Thinkgard Cybersecurity Monitoring (3 Year contract) Proposed	600.00
		\$ 354,118.00
	Current Year with Proposed	<u>\$ 1,945,496.61</u>

**Utility Capital Expense (4178) Utility Fund**

At the October 20, 2025 meeting, Council approved the execution of a contract with A.C. Shultes of Carolina, Inc. for \$1,151,929.00. The project was initially estimated at \$650,000.00 and additional funding is available from another project within the Utility Capital Expense division that will come in under budget. The remainder to be funded is \$167,000. This will be funded with an appropriation of Utility Fund fund balance.

**Transfers (8101) Utility Fund**

At the December 15, 2025 meeting, Council approved the execution of a contract with Crowder Construction Company and Hazen and Sawyer Engineering for the Basis of Design Report which is the next phase of the Water Reclamation Facility Expansion in the amount of \$1,880,654.70. A transfer from the Utility Fund to the Water Reclamation Expansion Project FY in the amount of \$1,900,000.00 is recommended and will be funded with an appropriation of Utility Fund fund balance.

**Utility Fund Appropriated Fund Balance Analysis**

<b>Date</b>	<b>Description</b>	<b>Adopted</b>
6/16/2025	Ord 2025-30 FY25-26 Adopted Budget	\$ -
8/4/2025	Purchase Order Rollover FY25 to FY26	7,848,597.49
11/3/2025	Appropriation W1113 2" Galvanized Water Lines	400.00
	Current Year Appropriations	<u>\$ 7,848,997.49</u>
1/20/2026	Transfer for sewer flow meter project with A.C. Shultes	\$ 167,000.00
1/20/2026	Transfer to WRF Expansion capital project fund	\$ 1,900,000.00
	Proposed	\$ 2,067,000.00
	Current Year with Proposed	<u><u>\$ 9,915,997.49</u></u>

**Travel & Tourism (9077) Utility Fund**

The City received reimbursement from the NC Tennis Association on October 28, 2025 for the player’s tournament gift in the amount of \$3,953.69. It is necessary to appropriate expenditures related to the player’s gift and this will be funded with local grants, donations, and sponsorship revenues.

**401K Contribution - Clarification**

The employer 401(k) contribution rate was increased from 4% to 5%, effective with the first full pay period (BW15) beginning July 9, 2025. This change was included in the Manager’s Recommended Budget and carried forward into the Adopted FY25-26 Budget, and the associated costs were fully incorporated into the budget totals approved by Council.

During preparation of the budget ordinance, explicit narrative language documenting this change was inadvertently omitted. This budget amendment adds clarifying language to the ordinance to accurately reflect the contribution rate already approved and funded. There is no additional fiscal impact associated with this amendment.

**BUDGET RELATIONSHIP:**

**STRATEGIC PLAN RELATIONSHIP:**

**STAFF RECOMMENDATION:**

IT is recommended that Council adopt the attached ordinance to amend the FY25-26 Operating Budget for the General Fund, Utility Fund and Occupancy Tax Fund.

**MANAGER'S RECOMMENDATION:**

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**APPROVERS**

Sakeithia Reece  
Laura Getz  
Matthew Livingston

**ORDINANCE NO. 2026 -**

**AN ORDINANCE AMENDING THE BUDGET ORDINANCE OF THE CITY OF GOLDSBORO FOR THE 2025-26 FISCAL YEAR**

**WHEREAS**, the City Council of the City of Goldsboro adopted the FY2025-26 Annual Operating Budget on June 16, 2025; and

**WHEREAS**, amendments may become necessary as circumstances arise, and it is necessary to amend the General Fund, Utility Fund, and Occupancy Tax Fund; and

**WHEREAS**, it is necessary to appropriate expenditures in the Transfers department of the General Fund to fund event expenses for the Dr. Martin Luther King, Jr. celebration in January which are accounted for in the Community Relations Special Revenue Fund, and this will be funded with a reduction of expenditures in the Mayor and Council department and the Community Relations department; and

**WHEREAS**, it is necessary to appropriate expenditures in the Transfers department of the General Fund to fund the purchase of a new fire pumper truck to replace the truck destroyed by fire in July, and this will be funded with an appropriation of fund balance; and

**WHEREAS**, it is necessary to appropriate expenditures in the Information Technology department of the General Fund to fund the grant portion of the cybersecurity software from the NC Department of Public Safety Emergency Management, and this will be funded with state grant revenue; and

**WHEREAS**, it is necessary to appropriate funds in the Debt Service department of the General Fund to appropriate estimated installment loan fees for approved rolling stock and equipment for FY26, and this will be funded with an appropriation of debt proceeds revenue; and

**WHEREAS**, it is necessary to appropriate funds in the Debt Service department of the General Fund to appropriate GASB 96 renewal subscription expenses for the full term of the subscriptions, and this will be funded with an appropriation of subscription financing revenue and fund balance; and

**WHEREAS**, it is necessary to appropriate funds in the Utility Capital Expense department of the Utility Fund to appropriate funds for the sewer flow meter project contracted with A.C. Schultes of Carolina, Inc., and this will be funded with an appropriation of fund balance; and

**WHEREAS**, it is necessary to appropriate funds in the Transfers department of the Utility Fund to appropriate funds for a transfer to the Water Reclamation Expansion Project capital project fund, and this will be funded with an appropriation of fund balance; and

**WHEREAS**, it is necessary to appropriate expenditures in the Travel and Tourism department of the Occupancy Tax Fund to fund the purchase of player's tournament gifts and this will be funded with a local sponsorship received from the NC Tennis Association; and

**WHEREAS**, the FY 2025-26 Budget Ordinance is amended to explicitly state that the employer contribution to the 401(k) retirement plan is five percent (5%) of eligible compensation for full-time and permanent part-time employees. This rate was presented and funded in the Adopted FY 2025-26 Budget approved by City Council.

This amendment is made for clarification purposes only and does not increase total appropriations or change the overall financial position of the City.

**NOW, THEREFORE, BE IT ORDAINED** by the Mayor and City Council of the City of Goldsboro, North Carolina, that the General Fund, Utility Fund, and Occupancy Tax Fund be amended as follows:

**Section 1:** To authorize revenue and expenditure appropriations as follows:

<u>GENERAL FUND</u>	<u>Current</u>	<u>Amended</u>	<u>Difference</u>
<b>Mayor &amp; Council (1011)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 455,301.25	\$ 455,301.25	\$ -
Sponsorships	19,000.00	16,500.00	(2,500.00)
<b>Total Expend. - Mayor &amp; Council</b>	<b>\$ 474,301.25</b>	<b>\$ 471,801.25</b>	<b>\$ (2,500.00)</b>
<b>Community Relations (1017)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 131,857.43	\$ 131,857.43	\$ -
Community Funcitons	2,500.00	-	(2,500.00)
<b>Total Expend. - Community Relations</b>	<b>\$ 134,357.43</b>	<b>\$ 131,857.43</b>	<b>\$ (2,500.00)</b>
<b>GENERAL FUND</b>			
	<b>Current</b>	<b>Amended</b>	<b>Difference</b>
<b>Information Technology (1030)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 2,411,567.69	\$ 2,411,567.69	\$ -
Software License Fees	1,063,124.34	1,121,399.34	58,275.00
<b>Total Expend. - Information Tech.</b>	<b>\$ 3,474,692.03</b>	<b>\$ 3,532,967.03</b>	<b>\$ 58,275.00</b>
<b>Transfers (8101)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 47,896.75	\$ 47,896.75	\$ -
Transfer to Special Revenue Fund	193,491.88	198,491.88	5,000.00
Transfer to Capital Projects Fund	1,000.00	354,518.00	353,518.00
<b>Total Expend. - Transfers</b>	<b>\$ 242,388.63</b>	<b>\$ 600,906.63</b>	<b>\$ 358,518.00</b>
<b>Debt Service (8111)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 5,085,555.00	\$ 5,085,555.00	\$ -
Loan Fees	-	28,000.00	28,000.00
Exp: Subscription Expense (GASB96)	919,500.00	1,789,000.00	869,500.00
Exp: Interest Expense (GASB96)	14,000.00	14,600.00	600.00
<b>Total Expend. - Debt Service</b>	<b>\$ 6,019,055.00</b>	<b>\$ 6,917,155.00</b>	<b>\$ 898,100.00</b>
All Other Expenditures	\$ 52,224,027.27	\$ 52,224,027.27	\$ -
<b>Total Expenditures - General Fund</b>	<b>\$ 62,568,821.61</b>	<b>\$ 63,878,714.61</b>	<b>\$ 1,309,893.00</b>
<b>Revenues</b>			
Tax Revenues	\$ 27,252,185.00	\$ 27,252,185.00	
Licenses and Permits	660,700.00	660,700.00	
Revenue from Other Agencies	17,799,491.00	17,857,766.00	58,275.00
Charges for Services	6,300,925.00	6,300,925.00	
Capital Returns	4,500,386.00	5,397,886.00	897,500.00
Miscellaneous Revenue	141,178.00	141,178.00	
Shared Services	4,322,578.00	4,322,578.00	
Appropriated Fund Balance	1,591,378.61	1,945,496.61	354,118.00
<b>Total Revenues - General Fund</b>	<b>\$ 62,568,821.61</b>	<b>\$ 63,878,714.61</b>	<b>\$ 1,309,893.00</b>

<u>UTILITY FUND</u>	<u>Current</u>	<u>Amended</u>	<u>Difference</u>
<b>Utility Fund Capital Expense (4178)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 9,824,668.94	\$ 9,824,668.94	\$ -
Flow Meter	-	167,000.00	167,000.00
Total Expend. - Util. Fd. Capital Exp.	\$ 9,824,668.94	\$ 9,991,668.94	\$ 167,000.00
<b>Transfers (8101)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 4,148,072.00	\$ 4,148,072.00	\$ -
Transfer to Capital Projects	400.00	1,900,400.00	1,900,000.00
Transfer to Capital Reserve	1,581,649.10	1,581,649.10	
Total Expend. - Transfers	\$ 5,730,121.10	\$ 7,630,121.10	\$ 1,900,000.00
All Other Expenditures	\$ 20,473,665.55	\$ 20,473,665.55	\$ -
Total Expenditures - Utility Fund	\$ 36,028,455.59	\$ 38,095,455.59	\$ 2,067,000.00

<u>UTILITY FUND</u>	<u>Current</u>	<u>Amended</u>	<u>Difference</u>
<b>Revenues</b>			
Revenue from Other Agencies	\$ 50,000.00	\$ 50,000.00	
Charges for Services	25,580,866.00	25,580,866.00	
Capital Returns	1,162,252.00	1,162,252.00	
Miscellaneous Revenue	1,386,340.10	1,386,340.10	
Shared Services & Transfers	-	-	
Fund Balance	7,848,997.49	9,915,997.49	2,067,000.00
Total Revenues - Utility Fund	\$ 36,028,455.59	\$ 38,095,455.59	\$ 2,067,000.00

<u>OCCUPANCY TAX FUND</u>	<u>Current</u>	<u>Amended</u>	<u>Difference</u>
<b>Travel &amp; Tourism (9077)</b>			
FY25-26 Amended Adopted Budget 6/16/25	\$ 408,887.00	\$ 408,887.00	\$ -
Event Expenses-Travel & Tourism	89,500.00	93,454.00	3,954.00
Total Expend. - Travel & Tourism	\$ 498,387.00	\$ 502,341.00	\$ 3,954.00
All Other Expenditures	\$ 996,892.00	\$ 996,892.00	\$ -
Total Expenditures - Occupancy Tax Fund	\$ 1,495,279.00	\$ 1,499,233.00	\$ 3,954.00

<b>Revenues</b>			
Revenue from Other Agencies	\$ 5,000.00	\$ 5,000.00	
Charges for Services	1,339,697.00	1,339,697.00	
Capital Returns	122,482.00	122,482.00	
Miscellaneous Revenue	3,600.00	7,554.00	3,954.00
Appropriated Fund Balance	24,500.00	24,500.00	
Total Revenues - Occupancy Tax Fund	\$ 1,495,279.00	\$ 1,499,233.00	\$ 3,954.00

**Section 2:** Copies of this budget ordinance shall be furnished by the City Clerk to the Budget Officer and Finance Officer.

This Ordinance shall be in full force and effect from and after January 20, 2026.

\_\_\_\_\_  
Charles Gaylor, IV  
Mayor

Attested by:

\_\_\_\_\_  
Laura Getz  
City Clerk

City of Goldsboro  
Departmental Monthly Reports  
December 2025

1. Development Services
2. Downtown Development
3. Engineering
4. Finance
5. Fire
6. Human Resources
7. Information Technology
8. Paramount Theater
9. Parks & Recreation - GEC
10. Police
11. Public Utilities
12. Public Works
13. Travel & Tourism



BE MORE DO MORE SEYMOUR

North Carolina

## DEVELOPMENT SERVICES

December 2025 Monthly Report

April Choice

Development Services Director

Mark Helmer

Planning Manager

Allen Anderson

Inspections Manager

John “Bradley” Wilson

Community Development Manager

# Planning Department

## Monthly Report – December 2025

### **MPO Division Activities**

- Conducted digital traffic sign analysis research task
- Attended MPO State Board meeting in Charlotte, NC

### **Historic Preservation Activities**

- Continued work on HDC Design Standards update for compliance with 160D
- Continued work on the application for Certified Local Government

### **Planning Division Activities**

- City Council Meeting – December 1, 2025
- Attended City Council meeting (5 public hearings)
- Attended Historic Properties Commission meeting (2 public hearings)
- Consulted with various developers concerning upcoming projects
- Preparing agenda items for the January 5, 2025 City Council Meeting
- Conducted required parking analysis for multi-family projects
- Completed final site Inspection for SP-26-24 SAP Dental (Pass)
- Made PowerPoint for Planning Commission Report to City Council to be presented Dec 1<sup>st</sup>

### **New Arrivals**

- SU-10-25 – POE – 123 N Center Street
- BOA-4-25 – Variance – 108 Hilldale

### **Ongoing cases**

- SU-7-25 Place of Entertainment 2606 N William Street
- SU-09-25 Convenience Store 1515 East Ash Street
- SP-31-25 - WCDA Warehouse & Office Building Industrial Way / Goldsboro Business Park
- SP-32-25 Central Gardens Phase 2 A 48-unit apartment complex to be located on Thoroughfare Road
- SP-37-25 Wayne County Community College Ag Building - Wayne Memorial Drive Campus

### **Projects under construction and monitored by planning staff**

- SP-08-24 Oak Forest Apartments Oak Forest Road
- SUB-18-25 McNair Heights Subdivision McNair Street
- SUB-08-25 Idlewild Subdivision US 70 Bus West
- SP-15-24 WaCo ABC Store US 70 Bus West
- SP-22-23 Adair Villas Apartments US 70 Bus West
- SP-14-25 Abbot Crossing Apartments Graves Drive
- SP-01-25 Family Fair East Ash & Spence Ave
- SP-24-24 Handi-Mart Cuyler Best Road
- SP-13-24 7Blew Coffee Shop N Berkely Blvd.
- SP-23-23 Tidal Wave Car Wash Spence Ave
- SP-12-24 Royal Farms Hwy 117 South
- SP-05-25 Self Storage 508 William Street
- SP-25-25 City Storage 2539 East Ash Street

### **Historic Commission meeting December 2, 2025**

- CA-17-25 – 305 W. Mulberry Street: CoA to construct a six-foot (6') wood privacy fence
- CA-18-25 – 121 W. Walnut Street: CoA remove the metal cladding on the south façade

### **Planning Commission/Board of Adjustment meeting December 15, 2025**

- Did not meet due to no cases to discuss

### **City Council meeting set for December 1, 2025**

- RZ-03-25 Paul T. Williams US 117 North R-16 to GB - public hearing (Approved)
- RZ-04-25 Mark Richie 1411 W Grantham St I-2 to GB - public hearing (Approved)
- ANX-04-25 Eagle Reach Subdivision - public hearing (Approved)
- ANX-05-25 Tucker Trace Subdivision - public hearing (Approved)
- ANX-06-25 1810 W New Hope Road - public hearing (Approved)
- Planning Commission annual report

### **City Council meeting set for January 5, 2026**

- CZ-04-25 Tucker Trace Subdivision 174 Townhouse Subdivision on Tommy's Road – Cont. from Nov 3<sup>rd</sup>
- RZ-05-25 R-16 to RM-9 Lexington Avenue
- SU-7-25 Place of Entertainment 2606 North William Street
- SU-09-25 Convenance Store 1515 East Ash Street

### **Minimum Housing Division**

- 23 house/water inspections
- 9 new properties entered minimum housing status
- 2 Rehoused individuals due to inadequate temperature (heat under 68 degrees Fahrenheit)
- 3 properties Condemned (810 and 900 S. Andrews Avenue, 112 W. Walnut Street)
- Attended Microsoft 365 continuing education modules
- Coordinated the transfer of ownership of nuisance property to new investor (412 N. Daisy Street)

**Enforcement Division**

	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025	June 2025	July 2025	Aug. 2025	Sept 2025	Oct. 2025	Nov. 2025	Dec. 2025	Totals
<b>Overgrown /Unightly lots abated by enforcement</b>	No Report	No Report	No Report	No Report	146	83	78	100	89	82	19	0	<b>597</b>
<b>Overgrown lots mowed by Property Owner</b>	No Report	No Report	No Report	No Report	49	47	36	36	50	46	15	0	<b>279</b>
<b>Signs Removed</b>	62	33	383	97	196	117	105	171	250	291	270	126	<b>2101</b>
<b>Bags Of Trash Removed</b>	28	29	81	17	136	53	87	95	120	140	109	56	<b>951</b>
<b>Bulk Trash Pickups</b>	14	17	55	27	72	50	71	69	74	99	86	43	<b>677</b>
<b>Complaints Addressed</b>	24	29	65	21	234	104	141	111	141	169	110	68	<b>1217</b>
<b>Calls Answered</b>	47	31	129	31	243	78	141	97	135	153	117	73	<b>1275</b>
<b>Nuisance Vehicles Tagged</b>	16	15	58	27	18	7	22	10	25	26	28	14	<b>266</b>
<b>Vehicles Removed Voluntarily</b>	8	5	77	36	34	8	13	7	18	25	27	7	<b>265</b>
<b>Vehicles Towed</b>	1	1	2	0	5	1	2	3	0	2	0	0	<b>17</b>
<b>Trash Fines Collected (\$)</b>	0	0	0	0	0	0	0	0	0	0	0	0	<b>0</b>

**INSPECTIONS**

**DEC 2025**

Prepared for: Allen Anderson, Jr.

Date Prepared 01/02/2026

**The valuation of all permits issued** (Residential, Commercial, & Miscellaneous) for **Dec** totaled \$11,681,310. *New Residential permits are included in this valuation.*

**Significant projects in Nov:** Oak Forest Apt complex building permits were issued during the month of Dec for \$7.3M and (4) new single family residences have been permitted in Dec for a value of \$561K.

**The valuation of all building projects** (Residential & Commercial, new & reno) totaled \$8,105,232. *Miscellaneous permits (plumbing, mechanical, electrical, fire, etc.) are not included.*

**All permit fees collected** for the month totaled \$3,576,078. This number includes \$337K for Oak Forest electrical, \$250K for Tropicana mechanical, \$847K for Mt Olive Pickle mechanical. Of the permit fees collected for the month, \$3405 was collected in technology fees. Plan review fees collected during the month totaled \$2365.

**The Inspectors** did a total of 537 inspections for the month. During the month of Dec, (5) business inspections were completed. A total of 231 permits were issued for the month. (70) plan reviews were completed for Dec.

<b>2025</b>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	avg
All Permit Value \$(M)	\$7.8	\$10.1	\$23.8	\$11.9	\$27.5	\$13.4	\$23.1	\$7.8	\$31	\$8.6	\$4.4	\$11.7	\$15.1
All Bldgs Value \$(M)	\$4.8	\$8.1	\$20.7	\$7.8	\$20.1	\$5.9	\$21	\$2.5	\$25.2	\$5.5	\$2.1	\$8.1	\$10.9
New Residential \$(M)	\$1.4	\$2.9	\$1.9	\$1.3	\$1.4	\$0.5	\$2.6	\$0.8	\$0.3	\$1.9	\$0.9	\$0.6	\$1.5
Misc \$(M)	\$3.0	\$1.9	\$3.1	\$4.1	\$7.4	\$7.4	\$2.2	\$5.3	\$5.7	\$3.1	\$2.3	\$3.6	\$4.1
Permit Fee \$(K)	\$39.0	\$36.0	\$63.8	\$57.1	\$63	\$35	\$77	\$44	\$61	\$46.2	\$26.6	\$101	\$45.8
Inspections (#)	676	592	800	1011	929	802	600	636	704	687	557	537	711
Permits (#)	304	262	370	460	416	316	283	279	286	292	203	231	309
Plan Reviews (#)	50	24	69	54	86	40	33	71	89	59	41	70	57

<b>2024</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	<b>Avg</b>
All Permit Valu. \$ (M)	\$21.3	\$7.5	\$5.7	\$17.5	\$10.3	\$12.9	\$11.9	\$7.9	\$10.9	\$7.7	\$5.0	\$11.8	\$10.9
All Bldgs Valu. \$ (M)	\$11.4	\$3.8	\$2.5	\$11.7	\$7.7	\$9.7	\$5.7	\$3.4	\$9.0	\$5.2	\$3.1	\$9.5	\$6.9
New Residential \$ (M)	\$3.0	\$898K	\$624K	\$870K	\$1.1	\$2.3	\$1.9	\$1.5	\$4.0	\$3.0	\$2.0	\$3.3	\$2.0
Misc \$ (M)	\$10.0	\$3.6	\$3.2	\$5.8	\$2.6	\$3.2	\$6.1	\$4.5	\$2.0	\$2.5	\$1.9	\$2.3	\$4.0
Permit Fee \$ (K)	\$53	\$65	\$38	\$43	\$48	\$36	\$63	\$32	\$45	\$44	\$30	\$34	\$44
Inspections	798	741	918	738	735	740	875	834	891	691	649	763	781
Permits Issued	361	295	301	383	337	319	781	315	300	375	272	337	365
Plan Reviews	68	68	45	24	45	64	90	54	63	74	20	58	56

## 2025 YEARLY REPORT (CALENDAR YEAR)

Month	Permits Issued	Fees for permits	# Insp.	Re-Inspect. Fees	Valuation of All Bldg. permits	New SFD	Value for New SF Res. Permits	Technology Fees	Bus. Insp.	Plan Rev Fees	Valuation of All Misc. Permits	Value of Bus Reg.	# Bus Reg	# Plan Rev.
Jan	304	\$39,355.00	676	\$1,575.00	\$7,814,437.00	10	\$1,445,500.00	\$4,123.00	3	\$4,340.00	\$2,979,781.00	\$1,160.00	58	50
Feb	261	\$36,000.00	592	\$950.00	\$8,081,317.00	14	\$2,931,684.70	\$3,240.00	5	\$4,090.00	\$1,969,874.00	\$1,130.00	56	24
Mar	370	\$63,810.55	800	\$650.00	\$23,810,236.61	9	\$1,920,000.00	\$5,100.00	5	\$2,280.00	\$3,078,668.61	\$1,080.00	54	69
Apr	458	\$57,128.00	1011	\$900.00	\$11,954,889.00	5	\$1,260,470.00	\$6,630.00	5	\$3,145.00	\$4,152,457.00	\$1,240.00	62	54
May	452	\$63,026.00	929	\$950.00	\$27,539,035.00	6	\$1,394,000.00	\$5,835.00	61	\$3,990.00	\$7,440,258.00	\$1,220.00	61	86
Jun	313	\$34,642.00	802	\$1,150.00	\$13,418,243.00	3	\$526,300.00	\$4,065.00	4	\$3,525.00	\$7,426,596.00	\$20,760.00	1038	40
Jul	283	\$77,231.80	600	\$525.00	\$23,142,529.00	8	\$2,685,975.00	\$3,525.00	5	\$2,560.00	\$2,192,784.00	\$4,920.00	246	33
Aug	279	\$43,714.00	636	\$975.00	\$7,831,035.00	3	\$785,487.00	\$3,975.00	5	\$2,000.00	\$5,307,092.00	\$2,820.00	141	71
Sep	286	\$61,060.96	704	\$575.00	\$25,297,708.00	3	\$335,500.00	\$3,957.00	9	\$1,925.00	\$5,661,958.00	\$2,500.00	125	89
Oct	292	\$46,235.00	687	\$200.00	\$8,576,395.00	10	\$1,883,476.00	\$4,483.00	5	\$4,670.00	\$3,062,251.00	\$1,620.00	81	59
Nov	203	\$26,686.00	557	\$300.00	\$4,406,931.00	5	\$905,200.00	\$2,550.00	6	\$2,080.00	\$2,326,645.00	\$940.00	47	41
Dec	231	\$101,005.00	537	\$150.00	\$8,105,232.00	4	\$561,100.00	\$3,405.00	5	\$2,365.00	\$3,576,078.00	\$940.00	47	70
<b>Totals:</b>	<b>3732</b>	<b>\$649,894.31</b>	<b>8531</b>	<b>\$8,900.00</b>	<b>\$169,977,987.61</b>	<b>80</b>	<b>\$16,634,692.70</b>	<b>\$50,888.00</b>	<b>118</b>	<b>\$36,970.00</b>	<b>\$49,174,442.61</b>	<b>\$40,330.00</b>	<b>2016</b>	<b>686</b>

**Valuation of all Building Permits: Includes Res & Comm permits. New Residential is already included in this total.**

\*\*Does not include Miscellaneous permits.

**Fees collected for permits: Fees charged for all permits issued (mech,elect,plumb,fire,bus.Inspections,signs, etc.Also includes re-inspection fees & technology fees)**

\*\*Plan review fees are not included

**Miscellaneous Permits: VALUATION of all permits issued by the Insp. Dept. (mech, elect, plum,fire, bus. Insp., signs, etc.)**

\*\*Does not include residential & commercial bldg. permits

### Commercial Permits- ALL (new and reno and accessory)

	2019		2020		2021		2022		2023		2024		2025	
	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation
jan	13	\$ 540,000.00	13	\$ 4,527,104.00	18	\$ 3,527,338.00	13	\$ 1,943,300.00	10	\$ 1,273,754.00	15	\$ 4,834,126.00	14	\$ 3,060,100.00
feb	21	\$ 4,461,785.00	16	\$ 1,900,878.00	20	\$ 5,489,626.00	18	\$ 5,496,060.00	19	\$ 41,610,558.00	15	\$ 3,804,162.00	18	\$ 4,772,038.00
mar	23	\$ 11,959,202.00	11	\$ 267,757.00	71	\$ 16,107,883.00	26	\$ 2,700,502.00	16	\$ 1,790,846.00	17	\$ 1,301,800.00	16	\$ 18,361,130.00
apr	15	\$ 311,100.00	7	\$ 373,147.00	22	\$ 374,583.00	9	\$ 104,130.00	17	\$ 1,354,910.00	19	\$ 10,486,119.00	13	\$ 1,970,352.00
may	22	\$ 5,444,541.00	8	\$ 1,907,497.00	19	\$ 3,181,013.00	27	\$ 915,364.00	19	\$ 975,176.00	20	\$ 6,476,328.00	14	\$ 18,141,670.00
june	13	\$ 1,268,507.00	13	\$ 4,604,400.00	13	\$ 224,890.00	17	\$ 4,980,066.00	22	\$ 976,031.00	15	\$ 6,325,415.00	9	\$ 1,960,481.00
july	17	\$ 2,323,200.00	18	\$ 3,329,786.00	20	\$ 2,733,000.00	14	\$ 14,444,058.00	27	\$ 17,063,430.00	12	\$ 1,247,531.00	14	\$ 17,806,969.00
aug	17	\$ 9,391,623.00	15	\$ 6,978,100.00	21	\$ 2,129,001.00	13	\$ 1,849,638.00	20	\$ 46,285,996.00	12	\$ 1,346,812.00	10	\$ 1,281,500.00
sept	14	\$ 889,400.00	14	\$ 173,765.00	13	\$ 4,283,500.00	17	\$ 1,943,172.00	18	\$ 4,401,680.00	8	\$ 150,100.00	17	\$ 28,739,102.00
oct	16	\$ 1,303,029.50	5	\$ 23,070,651.00	13	\$ 2,086,482.00	16	\$ 7,531,498.00	15	\$ 8,827,240.00	11	\$ 1,431,794.82	6	\$ 2,604,080.47
nov	10	\$ 12,929,321.00	8	\$ 975,873.00	12	\$ 986,094.00	10	\$ 6,371,000.00	17	\$ 10,972,512.00	3	\$ 911,191.00	3	\$ 100,350.00
dec	7	\$ 7,358,250.00	7	\$ 2,014,100.00	6	\$ 167,259.00	5	\$ 717,800.00	7	\$ 14,494,924.00	11	\$ 1,673,575.94	13	\$ 7,324,332.00
<b>TOTAL</b>	<b>188</b>	<b>\$ 58,179,958.50</b>	<b>135</b>	<b>\$ 50,123,058.00</b>	<b>248</b>	<b>\$ 41,290,669.00</b>	<b>185</b>	<b>\$ 48,996,588.00</b>	<b>207</b>	<b>\$ 150,027,057.00</b>	<b>158</b>	<b>\$ 39,988,954.76</b>	<b>147</b>	<b>\$ 106,122,104.47</b>

### NEW COMMERCIAL PROJECT PERMITS\*\*

	2019		2020		2021		2022		2023		2024		2025	
	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation	Issued	Valuation
jan	0	\$ -	1	\$ 3,700,000.00	1	\$ 402,008.00	1	\$ 1,144,414.00	1	\$ 423,490.00	1	\$ 3,200,000.00	0	\$ -
feb	2	\$ 337,399.00	2	\$ 923,975.00	1	\$ 150,000.00	4	\$ 5,261,920.00	2	\$ 41,001,258.00	1	\$ 845,805.00	2	\$ 5,347,771.00
mar	1	\$ 1,405,030.00	0	\$ -	1	\$ 18,000.00	1	\$ 1,184,791.00	0	\$ -	3	\$ 42,000.00	0	\$ -
apr	0	\$ -	1	\$ 175,000.00	1	\$ 47,300.00	0	\$ -	0	\$ -	2	\$ 9,821,119.00	1	\$ 1,300,200.00
may	3	\$ 4,955,841.00	1	\$ 284,000.00	1	\$ 905,900.00	1	\$ 375,000.00	0	\$ -	0	\$ -	1	\$ 3,742,152.00
june	0	\$ -	2	\$ 4,310,000.00	0	\$ -	1	\$ 395,000.00	0	\$ -	1	\$ 4,200,000.00	1	\$ 4,500,000.00
july	2	\$ 1,902,500.00	4	\$ 3,261,593.00	1	\$ 950,000.00	1	\$ 8,750,000.00	7	\$ 15,774,233.00	1	\$ 828,131.00	2	\$ 15,017,458.00
aug	4	\$ 8,271,651.00	1	\$ 60,000.00	2	\$ 1,543,138.00	1	\$ 1,000,000.00	1	\$ 30,115,686.00	1	\$ 323,995.00	1	\$ 280,000.00
sept	0	\$ -	0	\$ -	3	\$ 3,966,443.00	1	\$ 3,000.00	6	\$ 3,746,480.00	0	\$ -	4	\$ 9,346,666.00
oct	2	\$ 390,123.00	0	\$ -	6	\$ 1,142,072.00	3	\$ 6,908,500.00	1	\$ 7,945,240.00	0	\$ -	2	\$ 2,213,825.00
nov	1	\$ 7,200,000.00	1	\$ 300,000.00	3	\$ 423,733.00	1	\$ 4,200,000.00	2	\$ 2,565,000.00	0	\$ -	0	\$ -
dec	1	\$ 1,400,000.00	2	\$ 1,830,000.00	0	\$ -	0	\$ -	2	\$ 13,440,281.00	1	\$ 1,254,271.00	4	\$ 5,872,632.00
<b>TOTAL</b>	<b>16</b>	<b>\$ 25,862,544.00</b>	<b>15</b>	<b>\$ 14,844,568.00</b>	<b>20</b>	<b>\$ 9,548,594.00</b>	<b>15</b>	<b>\$ 29,222,625.00</b>	<b>22</b>	<b>\$ 115,011,668.00</b>	<b>11</b>	<b>\$ 20,515,321.00</b>	<b>18</b>	<b>\$ 47,620,704.00</b>

\*\*numbers may not be accurate for actual "new" buildings

**COMMUNITY RELATIONS & DEVELOPMENT DEPARTMENT**

**December 2025**

**Prepared by: Krystal Fuller, Community Relations & Development Specialist**

**Date Prepared: January 8, 2026**

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**Community Relations Activities:**

1. Mayor's Committee for Persons with Disabilities -Krystal prepared the council presentation yearly update for the committee and helped to coordinate end of year activity.
2. Staff had 3 meetings with Parks & Recreation and playground installer/vendor to discuss the North End Park Inclusive Playground. Playground required construction is complete meeting the Trillium Health Resources requirement.
3. Commission on Community Relations and Development is transitioning to Community and Strategic Initiatives. Krystal is still assisting, in a limited manner; assisted with vendor establishment for MLK Luncheon.
4. Staff attended two Region 10 Coordinated Entry Meetings.
5. Staff attended C.A.L.M. Board of Directors meeting.
6. Staff attended Wellness Committee Meeting and participated in a Wellness Committee sponsored event.
7. Staff participated in a Community Donation Drive.

**Community Development Activities:**

1. CDBG Home Rehabilitation completed 5 of the 6 six homes that were listed for FY24-25. 206 Gerald Lane will begin in January. Waitlist continues to be maintained, accepted 2 applications and disseminated information daily.
2. Down Payment Assistance program- 4 meetings with mortgage lenders, and two banks. Three approved applications and two submissions under review at the close of the month. Disseminated information daily.
3. ADA pool lifts purchases completed and invoices for Mina Weil and Peacock Pools.
4. Staff had correspondence with Chrysalis Research and Consulting Group for an update on Consolidated Plan 2025-2029 and Annual Action Plan 2025-2026 acceptance and invoice review, discussion of final invoice is ongoing.
5. Staff engaged in 3 consultations focusing on large-scale projects and construction requirements.
6. Legal documents are under review by the city attorney for About Crossing Development. Staff networked with neighboring cities to research their development process.
7. Staff are actively working with Procurement and DGDC to expend the allotted CDBG funds for the Pocket Park (Choice Neighborhood).
8. Staff had 5 meetings with the Tim Wood/Procurement Manager.
9. Staff met with Matthew Whittle concerning the McNair Heights Infrastructure project- Davis Bacon and Buy America regulations.
10. Staff published the Draft Substantial Amendment to Annual Actions Plans 2021-2022, 2022-2023, 2023-2024, & 2024-2025 on October 7<sup>th</sup> to run until November 5<sup>th</sup>.
11. Grant package was submitted to HUD, HUD's 15-day period for potential objections to the release of funds ended with no objections and is now under the review of the Greensboro Field Office for review.
12. Staff met with Mark Morgan and associates concerning Affordable Housing Development; Central Gardens Phase II.

- 13. Staff attended webinar hosted by North Carolina Housing Finance Agency concerning applying for URP 2026-2027 (URP 27) funding.
- 14. Staff had 3 Department Meetings.

The Department received zero (0) complaints and twenty (20) requests for assistance for the month of December  
 \*Please refer to the Community Relations & Development Addendum for a detailed summary.

<b>2025 Complaints</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	AVG
Complaints	0	0	0	2	2	0	0	1	1	1	0	0	0
Other Requests	28	19	25	21	15	10	15	19	17	19	28	20	20

<b>2024 Complaints</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	AVG
Complaints	2	0	1	2	1	2	1	0	2	3	0	2	1
Other Requests	18	17	16	22	22	19	18	30	26	34	13	10	20

**Current Downtown Development Office Projects Staff Worked On Over the Month Include:**

- Met with (or conversed by email/phone) 8 potential new property acquisition projects/persons and/or business interest regarding downtown and existing owners.
- Union Station stabilization efforts continued – Monthly OAC meeting held on December 9<sup>th</sup>. Tours hosted by SUS volunteer on the 2<sup>nd</sup> and 4<sup>th</sup> Friday. Open to all. Saving Union Station group continues to work on private fundraising for the effort.
- Choice Neighborhoods Early Action Project continued, with 90% completion by December 31<sup>st</sup>. Remaining installation of items that were delayed in transit include shade sail, picnic tables and instruments. Anticipated installation January 2026. An official ribbon cutting will be planned upon completion.
- Staff are continuing regular discussions with Development Services Director and Public Works Director to determine improvements in waste management service and policies in the Central Business District. Reducing roll outs and private refuse services will allow the City to better manage commercial and residential refuse in the future.
- Staff are continuing discussions with Planning and Development Services related to capacity to enforce/manage vacancy policy in the Central Business District and related potential edits to ordinances.
- Annual Main Street Assessment data collection for report deadline of January 8, 2026.

**Downtown Development Office Events or Activities that Staff Administered or Assisted During the Month:**

- Hosted Downtown Trolley Ride series, December 2, 9<sup>th</sup> and 16<sup>th</sup>
- Worked with Children’s Museum director and properties committee to explore downtown properties and share market data.
- Continued edits to the business/property directory on new website and working with COG to update the city’s department page on the new city site.
- Staff assisted with street closure notifications for Christmas Parade.
- Staff developed a potential development proposal for S. Center Street. Utilizing Placer AI to gather market data and build a sample feasibility study.
- Staff provided interview support for Parks & Rec marketing position.
- Other Meetings: Chamber of Commerce Board Meeting, Leadership Wayne Regents Meeting, Saving Union Station

**DGDC Events or Activities that Staff Administered or Assisted During the Month:**

- Preparation of 2026 Annual Work Plans and budget to present to Board in January.
- Monthly meetings for Cultural Arts District subcommittee.
- James & Pine Black Business District meeting to discuss upcoming event presence/visibility.
- DGDC Merchants Committee met on December 2. Design, EV, Promotions & Executive Committees met on December 9<sup>th</sup> & 10<sup>th</sup> and DGDC Board on December 17<sup>th</sup>.
- Marketing planning for 2026.

**Upcoming Events/Activities:**

- HUB Events: Downtown Trolley Rides (12/2, 9 and 16)

**Businesses Opening/Properties Purchased & Other Updates**

- New Businesses: Uniquely R’s at 135 S Center St, Coming Soon: The Holistic Co. at 120 E Mulberry St.; Wood Cycles Relocation to 305 N Center St., Bill’s Grill at 112 W Chestnut St.
- Downtown Goldsboro’s Facebook page November analytics: 20K Followers, 9K Engagement, 98K Views

**ENGINEERING DEPARTMENT  
DECEMBER 2025**

**Prepared by: Jonathan Perry  
Date Prepared: 01-07-26**

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**Pavement Preservation Program**

- The City Council approved the list of streets for the FY25-26 Pavement Preservation Program on October 6, 2025;
- This project is anticipated to advertise for bids in March 2026.

**Stoney Creek Greenway**

- The greenway extends from Royall Avenue to Quail Park along Stoney Creek approximately 1,600 linear feet;
- Staff is working on project closeout with NCDOT.

**Mount Olive Pickle Expansion**

- Phase III of this project is 98% complete with the exception replacing a manhole and abandoning a sewer line.

**Stormwater Control Measure (SCMs) Inspections**

- Approximately 308 SCMs have been approved and 258 SCMs have been constructed to date;
- The Stormwater Administrator position has been filled;
- This position will have the responsibility of managing the City's Stormwater Management Program.

**Wayne County Utility Merger/Regionalization Feasibility**

- MRF Part B is underway by CDM Smith, Inc.;
- Following completion of MRF Part B, CDM Smith, Inc. will submit a detailed implementation plan for a Regional Sewer System, including evaluating options for financial and asset consolidation.

**2" Galvanized Water Line Project**

- T. A. Loving Company started utility work for this project on December 1, 2025;
- This project is 10% complete.

**SJAFB MAG Met**

- City Council awarded a contract for the flow meter project on October 20, 2025 to A. C. Schultes of Rocky Point, NC for \$1,151,929;
- Contract documents have been executed and a preconstruction conference will be scheduled later this month..

**Elmwood Terrace Big Ditch Stream Restoration**

- Staff is working to secure new funding for this project.

**WRF Plant Expansion**

- Staff is working with Crowder Construction/Hazen and Sawyer on finalizing contracts for the WRF Expansion Project.

**Big Ditch Sewer**

- Staff is working on preparation of plans for this project.

FINANCE  
 DECEMBER 2025  
 Prepared By: Andrea Lovelace  
 Date Prepared: January 10, 2026

	<b>FY 24-25</b>		<b>FY 25-26</b>	
	<b>Actual to Date November-24</b>	<b>Adjusted Budget</b>	<b>Actual to Date November-25</b>	<b>YTD % Collected</b>
<b>Revenues</b>				
General Fund	\$ 17,640,014	\$ 62,568,822	\$ 20,469,535	32.72%
Utility Fund	10,705,689	36,028,456	12,464,099	34.60%
Downtown District Fund	34,543	131,121	27,930	21.30%
Occupancy Tax Fund	534,161	1,495,279	544,231	36.40%
Stormwater Fund	712,618	2,602,584	710,429	27.30%
<b>Total</b>	<b>\$ 29,627,026</b>	<b>\$ 102,826,260</b>	<b>\$ 34,216,223</b>	<b>33.28%</b>
<b>Expenditures</b>				
General Fund	\$ 22,244,444	\$ 62,568,822	\$ 22,711,055	36.30%
Utility Fund	8,311,790	36,028,456	8,552,223	23.74%
Downtown District Fund	10,476	131,121	11,079	8.45%
Occupancy Tax Fund	439,946	1,495,279	305,633	20.44%
Stormwater Fund	966,620	2,602,584	941,120	36.16%
<b>Total</b>	<b>\$ 31,973,276</b>	<b>\$ 102,826,260</b>	<b>\$ 32,521,109</b>	<b>31.63%</b>

<b>MAJOR CATEGORIES</b>				
	<b>FY 24-25</b>		<b>FY 25-26</b>	
	<b>Actual to Date November-24</b>	<b>Adjusted Budget</b>	<b>Actual to Date November-25</b>	<b>YTD % Collected</b>
<b>Revenues</b>				
Property/Occupancy Taxes	\$ 10,055,950	\$ 28,697,215	\$ 12,379,615	43.14%
Charges for Services	13,238,178	33,581,791	13,737,943	40.91%
Revenue Other Agencies	2,759,174	17,884,491	2,403,867	13.44%
Other Revenues	1,504,162	8,491,513	3,533,509	41.61%
Fund Balance	-	9,848,672	-	0.00%
Shared Services	2,069,563	4,322,578	2,161,289	50.00%
<b>Total</b>	<b>\$ 29,627,026</b>	<b>\$ 102,826,260</b>	<b>\$ 34,216,223</b>	<b>33.28%</b>
<b>Expenditures</b>				
Labor	\$ 15,382,873	\$ 45,663,930	\$ 16,679,206	36.53%
Non-Labor	16,590,404	57,162,331	15,841,903	27.71%
<b>Total</b>	<b>\$ 31,973,276</b>	<b>\$ 102,826,260</b>	<b>\$ 32,521,109</b>	<b>31.63%</b>

<b>SELECTED OTHER INFORMATION</b>			
	<b>FY 24-25</b>	<b>Actual</b>	<b>Total</b>
	<b>Actual</b>	<b>November-25</b>	<b>Collected F-YTD</b>
<b>Collections</b>			
Debt Setoff	\$ 23,024	\$ 585	\$ 5,287
Surplus	\$ 111,374	\$ -	\$ -



**Report of Budget Funds Transfers - July, 2025 through June, 2026**

**Budget Transfers**

As per the Adopted Annual Budget Ordinance the Budget Officer or his/her designee shall be authorized to reallocate departmental appropriations among the various objects of expenditures.

The Budget Officer or his/her designee shall be authorized to effect interdepartmental transfers in the same fund not to exceed ten percent (10%) of the appropriated monies for the department whose allocation is reduced. A report of all such transfers shall be made to the City Council in the month following such transfer.

<b>Department</b>	<b>Department Head</b>	<b>Account Name</b>	<b>Transfers In</b>	<b>Transfers Out</b>
PW Garage	Jamie Stanley	Salaries & Wages Regular	\$ -	\$ (33,500)
PW Garage	Jamie Stanley	Operational Supplies	\$ -	\$ (318)
PW Garage	Jamie Stanley	Clothing Allowance	\$ 318	\$ -
PW Garage	Jamie Stanley	Pressure Washer	\$ 11,500	\$ -
PW Garage	Jamie Stanley	Tire Changer	\$ 22,000	\$ -
<b>Transfers - Dec 2025 - PW Garage</b>			<b>\$ 33,818</b>	<b>\$ (33,818)</b>
PW Cemetery	Jamie Stanley	Salaries & Wages Regular	\$ -	\$ (1,390)
PW Cemetery	Jamie Stanley	Vacation Pay Out	\$ 1,390	\$ -
<b>Transfers - Dec 2025 - PW Cemetery</b>			<b>\$ 1,390</b>	<b>\$ (1,390)</b>
Planning	Mark Helmer	House Securement	\$ 3,500	\$ -
Planning	Mark Helmer	Building Demolition	\$ -	\$ (3,500)
<b>Transfers - Dec 2025 - Planning</b>			<b>\$ 3,500</b>	<b>\$ (3,500)</b>
Parks & Recreation	Felicia Brown	Travel	\$ -	\$ (3,500)
Parks & Recreation	Felicia Brown	Building Maintenance	\$ 3,500	\$ -
<b>Transfers - Dec 2025 - Parks &amp; Recreation</b>			<b>\$ 3,500</b>	<b>\$ (3,500)</b>
Utility Billing, Meter & Inventory	Catherine Gwynn	Protective Clothing	\$ 100	\$ -
Utility Billing, Meter & Inventory	Catherine Gwynn	Shoes-Steel Toe	\$ -	\$ (100)
<b>Transfers - Dec 2025 - Utility Billing, Meter &amp; Inventory</b>			<b>\$ 100</b>	<b>\$ (100)</b>
<b>Transfers - ALL FUNDS - Dec 2025</b>			<b>\$ 42,308</b>	<b>\$ (42,308)</b>
<b>Transfers - ALL FUNDS - Jul 2025-Jun 2026</b>			<b>\$ 570,836</b>	<b>\$ (570,836)</b>

*Catherine F. Gwynn*

**Monthly Cash & Investment Report**  
**December 31, 2025**

Financial Institution	Current Month	Prior Month	Prior Year	Investment Income	APY
	12/31/2025	11/30/2025	12/31/2024		
PNC - General Operating	\$ 3,567,679.07	\$ 1,838,402.67	\$ 2,967,345.73		
PNC - Money Market	\$ 41,679,530.12	\$ 37,591,819.45	\$ 28,066,608.37	\$ 87,710.67	2.60%
PNC - Debit Account	\$ 2,000.00	\$ 1,232.32	\$ 2,000.00		
Southern Bank - CD	\$ -	\$ -	\$ 637,553.84		
NCCMT - 2025 Rolling Stock	\$ 1,041,671.45	\$ 1,038,367.64	\$ -	\$ 3,303.81	
NCCMT - MM - Regular	\$ 25,295,364.56	\$ 25,215,042.91	\$ 4,902,040.28	\$ 80,227.89	
Truist MMA	\$ 7,950,069.96	\$ 7,934,728.12	\$ 27,955,013.81	\$ 15,346.84	2.30%
Truist (BB&T) - Escrow FY23 Rolling Stock	\$ -	\$ -	\$ 2,380,642.12		
Webster (Sterling National Bank) - Escrow	\$ -	\$ -	\$ 343,935.46		
<b>Totals</b>	<b>\$ 79,536,315.16</b>	<b>\$ 73,619,593.11</b>	<b>\$ 67,255,139.61</b>	<b>\$ 186,589.21</b>	

**Grant Project Budgets Monthly Report December 2025**

Prepared: thw 1/6/2026 11:05 AM

Reviewed: CFG 1/11/2026 8:24 PM

Granting Agency	Granting Agency (Full)	Grant Description	Source (Full)	S	Date Received	Grant Portion		Current Amount Rec'd	Amount Rec'd Project to Date	Current Amount Spent	Amount Spent to Project to Date	Positive (Negative) Cash Flow
						Budget Amount	Budget Total					
HUD	CDBG	FY19-20 Entitlement	Federal	F	8/27/2019	\$ 328,479	\$ 353,346	\$ -	\$ 222,747	\$ 65,945	\$ 288,692	\$ (65,945)
HUD	CDBG	FY20-21 Entitlement	Federal	F	10/7/2020	\$ 351,137	\$ 351,643	\$ -	\$ 220,214	\$ 13,942	\$ 234,156	\$ (13,942)
HUD	CDBG	FY21-22 Entitlement	Federal	F		\$ 354,122	\$ 354,302	\$ -	\$ 139,738	\$ -	\$ 157,334	\$ (17,596)
HUD	CDBG	FY22-23 Entitlement	Federal	F		\$ 358,697	\$ 359,449	\$ -	\$ 25,150	\$ 2,586	\$ 49,996	\$ (24,846)
HUD	CDBG	FY23-24 Entitlement	Federal	F		\$ 361,561	\$ 362,029	\$ -	\$ 26,347	\$ -	\$ 25,371	\$ 976
HUD	CDBG	FY24-25 Entitlement	Federal	F		\$ 351,152	\$ 360,352	\$ -	\$ 9,200	\$ -	\$ 9,200	\$ -
HUD	CDBG	FY25-26 Entitlement	Federal	F				\$ -	\$ -	\$ 53,370	\$ 53,370	\$ (53,370)
HUD	CDBG	FY20-21 Entitlement CV Funding (Round 2 & 3)	Federal	F	10/7/2020	\$ 427,303	\$ 427,303	\$ -	\$ 134,924	\$ -	\$ 134,924	\$ (0)
HUD	HOME	FY16-17 Entitlement	Federal	F		\$ 22,201	\$ 22,201	\$ -	\$ 22,201	\$ -	\$ 22,201	\$ -
HUD	HOME	FY17-18 Entitlement	Federal	F		\$ 87,995	\$ 87,995	\$ -	\$ 87,480	\$ -	\$ 87,995	\$ (515)
HUD	HOME	FY18-19 Entitlement	Federal	F		\$ 22,910	\$ 22,910	\$ -	\$ 22,910	\$ -	\$ 22,910	\$ -
HUD	HOME	FY19-20 Entitlement	Federal	F	8/27/2019	\$ 214,732	\$ 214,732	\$ -	\$ 53,683	\$ -	\$ 53,683	\$ -
HUD	HOME	FY20-21 Entitlement	Federal	F	10/7/2020	\$ 237,076	\$ 245,548	\$ -	\$ 87,727	\$ -	\$ 87,727	\$ (0)
HUD	HOME	FY21-22 Entitlement	Federal	F		\$ 250,738	\$ 252,710	\$ -	\$ 63,674	\$ -	\$ 79,596	\$ (15,922)
HUD	HOME	FY22-23 Entitlement	Federal	F		\$ 280,171	\$ 287,303	\$ -	\$ 27,467	\$ -	\$ 35,149	\$ (7,681)
HUD	HOME	FY23-24 Entitlement	Federal	F		\$ 293,636	\$ 314,379	\$ -	\$ 39,248	\$ 7,646	\$ 47,378	\$ (8,130)
HUD	HOME	FY24-25 Entitlement	Federal	F		\$ 229,887	\$ 229,887	\$ -	\$ -	\$ -	\$ -	\$ -
HUD	HOME	ARP Funding (M21-MP370209)	Federal	F		\$ 907,913	\$ 907,913	\$ -	\$ 44,592	\$ 254	\$ 45,225	\$ (633)
Donation/Gr	Private Donations, Grants and City	Fire Other Restricted Special Revenue Fund	Private	P	Ongoing	\$ 17,500	\$ 51,988	\$ -	\$ 59,419	\$ -	\$ 37,957	\$ 21,462
Debt	Debt Funded	Smeal Aerial Fire Truck	Debt	D	9/2022	\$ -	\$ 2,043,052	\$ -	\$ 2,628,052	\$ -	\$ 2,043,052	\$ 585,000
Donation	Private Donations	1919 LaFrance Fire Truck Restoration	Private	P	Ongoing	\$ -	\$ 80,000	\$ -	\$ 32,691	\$ -	\$ -	\$ 32,691
Donation/Gr	Private Donations and Grants	Parks & Rec Capital Project Fund FY19-FY28	Private	P	Ongoing	\$ 312,443	\$ 882,943	\$ -	\$ 827,943	\$ -	\$ 286,672	\$ 541,271
Donation/Gr	Private Donations and Grants	Parks & Rec Special Revenue Fund	Private	P	Ongoing	\$ -	\$ 63,695	\$ -	\$ 68,745	\$ -	\$ 55,853	\$ 12,892
Donation/Gr	Private Donations, Grants and City	Community Relations Special Revenue Fund	Private	P	Ongoing	\$ -	\$ 45,481	\$ -	\$ 45,481	\$ 4,038	\$ 47,664	\$ (2,183)
NC OSBM	NC Office State Mgmt & Budget	State Grants Misc-OSBM FY23 St Approp	State	S	2/2/2023	\$ 2,150,000	\$ 2,234,989	\$ -	\$ 2,269,220	\$ 58,404	\$ 384,486	\$ 1,884,734
DOJ	Dept. of Justice	Federal Forfeiture	Federal	F	Ongoing	\$ 185,246	\$ 185,246	\$ -	\$ 187,580	\$ -	\$ 160,697	\$ 26,883
DOJ	Dept. of Justice	2023 JAG Equipment Grant	Federal	F	9/26/2023	\$ 47,702	\$ 47,702	\$ -	\$ 44,683	\$ -	\$ 44,683	\$ -
DOJ	Dept. of Justice	2024 JAG Equipment Grant	Federal	F	12/16/2024	\$ 41,745	\$ 41,745	\$ -	\$ -	\$ -	\$ -	\$ -
Donation/Gr	Private Donations, Grants and City	Police Other Restricted Special Revenue Fund	Private	P	Ongoing	\$ -	\$ 82,947	\$ 1,550	\$ 97,831	\$ 1,332	\$ 30,013	\$ 67,818
FEMA	FEMA	Hurricane Florence	Federal	F	6/1/2019	\$ 2,340,773	\$ 4,604,077	\$ -	\$ 4,982,838	\$ -	\$ 4,179,246	\$ 803,592
FTA	Federal Transportation Admin.	FY2016 TIGER VIII Center Street & Streetscape	Federal	F	10/1/2018	\$ 5,100,000	\$ 7,189,383	\$ -	\$ 7,312,277	\$ -	\$ 6,527,315	\$ 784,962
DWI	NC Dept of Env. Quality DWI	VUR (AIA) Project AIA-ARP-0284 WW Masterplan	State	S	4/12/2024	\$ 350,000	\$ 350,000	\$ -	\$ 76,500	\$ -	\$ 86,500	\$ (10,000)
DWI	NC Dept of Env. Quality DWI	VUR MRF Project MRF-M-VUR-0001/MRF-M-VUR-0007	State	S	1/24/22-12/4/24	\$ 360,000	\$ 365,400	\$ -	\$ 105,400	\$ -	\$ 219,799	\$ (114,399)
City Fees	Utility Fees	Water Reclamation Facility (WRF) Expansion Project (3.4 MGD)	Debt	D		\$ -	\$ 600,000	\$ -	\$ 600,000	\$ -	\$ 401,388	\$ 198,612
DWI	NC Dept of Env. Quality DWI	MOPCO Phlll Sewer SRP-W-134-0214	State	S	11/6/2024	\$ 4,925,000	\$ 6,125,000	\$ -	\$ 1,200,000	\$ -	\$ 5,546,410	\$ (4,346,410)
City Fees	Stormwater Fees	Stormwater Drainage Projects	City Fees	C	Ongoing	\$ -	\$ 1,861,258	\$ -	\$ 1,861,258	\$ -	\$ 1,735,198	\$ 126,060
NCDPS	NC Dept Public Safety	Big Ditch Stream Restoration	State	S	2/23/2024	\$ 2,000,000	\$ 2,000,000	\$ -	\$ 2,000,000	\$ -	\$ 140,295	\$ 1,859,705
SRF/DWI	EPA/NCDENR	CWSRF-Waterline Repl. & Booster Pump Station Install.	Federal	F	6/26/2019	\$ 32,400	\$ 265,513	\$ -	\$ 265,513	\$ -	\$ 265,513	\$ 0
SRF/DWI	EPA/NCDENR	VUR-D-ARP-0085-2" Galvanized Water Line Rep.	Federal	F	8/18/2022	\$ 5,999,395	\$ 6,029,395	\$ -	\$ 30,400	\$ -	\$ 25,400	\$ 5,000
City Fees	None	Lead and Copper Rule Revisions (LCRR) (EPA)	Private	C	10/2/2003	\$ -	\$ 2,037,500	\$ -	\$ 2,037,500	\$ -	\$ 1,718,744	\$ 318,756
DWI	NC Dept of Env. Quality DWI	PFAS Treatment & Evaluation Study	State	S	8/23/2024	\$ 500,000	\$ 510,000	\$ -	\$ 10,000	\$ 20,000	\$ 335,000	\$ (325,000)
<b>Total</b>						\$ 29,441,914	\$ 42,851,315	\$ 1,550	\$ 27,970,633	\$ 227,517	\$ 25,706,791	\$ 2,263,843

Grant Source Legend: F = Federal S = State D = Debt P = Private C = City Fees

Grants listed above represent awards that have been officially awarded by the Grantor, and officially accepted by the Grantee (City), unless noted in red font. Those items in red, the Finance Department has received some formal award letter from the Grantor but the City has not formally accepted the award. The list above does not take into account grants that may have been applied for and the City may have received tentative award. If I did not have an official award, I did not place it on this list.



**Donations Received Report**  
**Fiscal Year 2025-26 Totals**  
**Quarter Ending 12/31/2025 & Fiscal Year Ending 6/30/2026**

Fund Name	Date	From	For	Amount
Police-Other Restricted Funds	10/20/2025	Pat Pearce	Police Services	\$ 50.00
Police-Other Restricted Funds	11/6/2025	Tractor Supply	Police Services	\$ 250.00
Police-Other Restricted Funds	11/7/2025	Pat Pearce	Police Services	\$ 50.00
Police-Other Restricted Funds	11/19/2025	Tractor Supply	Police Services	\$ 500.00
Police-Other Restricted Funds	12/16/2025	Carolina Southern Sanitation, Inc	Police Services	\$ 500.00
Police-Other Restricted Funds	12/12/2025	Berkeley Transmission	Police Services	\$ 1,000.00
Police-Other Restricted Funds	12/9/2025	Pat Pearce	Police Services	\$ 50.00
Fire Special Revenue Fund	10/7/2025	Civic Federal Credit Union	Fire Services (Appreciation Banquet)	\$ 500.00
Fire Special Revenue Fund	11/12/2025	Tractor Supply	Fire Services	\$ 250.00
			<b>Quarter 2 Ended 12/31/2025 - Total Donations</b>	<b>\$ 3,150.00</b>
			<b>Fiscal Year to Date - Total Donations</b>	<b>\$ 18,426.00</b>

- The cause of fire incidents was determined 100% of the time. 0% of fire incidents were classified as undetermined or still under investigation.
- The average response time of the first arriving unit was 4:08.
- A full response within 8 minutes occurred for 97% of all calls.
- There was 0 Civilian injuries, 1 Civilian death, 0 Fire Service injuries and 0 Fire Service deaths.
- The American Red Cross assisted 0 individuals due to displacement because of fire damage.
- Fire prevention and community service activities included: Car Seat Safety Checks with Safe Kids of Wayne County, Smoke Alarm Installs, Station Tours, and Truck Displays. We reached 0 Adults and 50 Children with fire prevention materials.

<b>2025</b>	<u>Jan.</u>	<u>Feb.</u>	<u>Mar.</u>	<u>Apr.</u>	<u>May</u>	<u>Jun.</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<b>Dec.</b>	<u>Avg.</u>	<u>Total</u>
<b>Total Incidents:</b>	445	422	459	454	427	468	433	497	463	411	394	<b>465</b>	445	5,338
<b>Structure Fires:</b>	3	9	6	3	5	2	1	5	2	0	6	<b>4</b>	4	46
<b>EMS Calls:</b>	262	261	247	257	245	250	236	268	268	234	215	<b>250</b>	249	2,993
<b>Vehicle Accidents:</b>	44	36	44	39	43	34	27	33	36	31	32	<b>47</b>	37	446
<b>Fire Alarms:</b>	42	35	60	58	56	70	74	79	50	59	49	<b>65</b>	58	697
<b>Other:</b>	94	81	102	97	78	112	95	112	107	87	92	<b>99</b>	96	1,156
<b>Training Hours:</b>	2,765	2,965	3,183	2,752	2,554	2,658	2,231	1,968	2,096	2,076	1,935	<b>1,425</b>	2384	28,608
<b>Safety Car Seat Checks:</b>	1	0	3	0	1	0	0	0	3	2	0	<b>0</b>	1	10
<b>Inspections:</b>	103	106	117	106	109	134	123	127	181	145	141	<b>127</b>	127	1,519
<b>2024</b>	<u>Jan.</u>	<u>Feb.</u>	<u>Mar.</u>	<u>Apr.</u>	<u>May</u>	<u>Jun.</u>	<u>Jul.</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Avg.</u>	<u>Total</u>
<b>Total Incidents:</b>	412	369	427	420	428	417	466	465	461	471	474	437	437	5247
<b>Structure Fires:</b>	4	6	5	0	1	2	1	4	1	7	3	6	3	40
<b>EMS Calls:</b>	236	202	249	243	217	224	264	240	262	224	251	226	237	2838
<b>Vehicle Accidents:</b>	27	33	49	40	46	38	41	57	53	70	56	63	48	573
<b>Fire Alarms:</b>	50	44	49	58	66	47	65	75	56	63	59	45	56	677
<b>Other:</b>	95	80	75	79	95	106	95	89	89	107	105	97	93	1112
<b>Training Hours:</b>	3307	3887	2958	2815	2239	2125	2029	1940	1985	2166	1559	1317	2361	28327
<b>Safety Car Seat Checks:</b>	1	6	1	2	2	1	4	1	2	4	2	0	2	20
<b>Inspections:</b>	131	150	169	157	150	128	151	155	136	198	147	129	152	1824

Note: Other Fire Calls include Good Intent Calls, Bomb Scares, Vehicle Fires, Cooking Fires, False Alarms, Assist GPD, Service Calls, Haz-Mat Calls, Grass Fires and Unauthorized Burning.

**Human Resources**

- Final decision and hiring process for Assistant City Manager
- Interview process for Deputy Police Chief
- Health Insurance discussion with City Manager and Finance
- Meeting with Insurance Broker to discuss future direction of Employee Health Plan.
- Acquiring estimates for facility security services.
- Scheduling safety classes for 2026.
- Finalizing WIOA Intern. Last day was 12/09/25
- Scheduled and met with IT regarding budget 12/16/25.
- Registered for SJAFB Quarterly Career Fairs for 2026.
- Reviewing employee release form for possible website pictures
- Processing performance evaluations for police department
- Finalized United Way Campaign
- Website redesign
- CES Federal Data Report
- Discussion and research various Performance Evaluation methods.
- Assisting department heads with updating job descriptions
- Creating & Reviewing job postings for external & internal postings
- Reviewing & Updating all PAFs for accuracy for payroll processing
- Employee Relations
- Holiday Decorating Contest for City Hall & Old Historic City Hall

**Benefits**

**Benefits Me (New Employee Benefit):**

- Implementation goal by January 1, 2026.

**Wellness Committee:**

- Completed Holiday Challenge – November 2025
  - Facebook Live Drawing held on December 5<sup>th</sup>
- **Vacation Buy Back Form:**
  - **2** Additional form(s) were received for Vacation Buy Back. **Total FY25-26: \$44,124.36.**

**Save the Date:**

- Thursday, December 18, 2025 – COG Employee Service Award Breakfast @ GEC
- Wednesday, January 21, 2025 – New Hire Orientation @ GEC

**Safety**

- December City Hall Fire and defibrillator inspections
- Researched DEPS security service company
- Meeting with Rough Rider Security service for City Hall
- Handled a complaint from citizen where her daughter fell in the median of Center Street caused by wiring on ground.
- Meeting with Heritage builders concerning safety in City Hall
- Working with Building maintenance on securing basement door.

- Eastern North Carolina Safety Meeting in Kinston.
- Closing out insurance claims for 2025 year.
- Attended City Council Meeting in reference to securing city hall during meetings and regular work hours
- TEAM meeting with Travelers insurance reference a claim where solid waste vehicle burned.
- Tour of City HALL with 2 security companies
- Field Safety for private contractors
- Field Safety with crews
- Daily office duties

**Occupational Health**

The Occupational Health Nurse continues to provide guidance regarding CDC guidelines and COVID protocols. There were 83 visits this month.

<b>DRUG SCREENS = 6 Breath Alcohol Test= 0</b>	
New Hire CDL= 0 New Hire non -CDL= 2	Post Accident CDL= 0 Post Accident non-CDL= 0
New Hire Instant Drug Screens= 1 Return to Work Instant = 0	Random Drug Screens CDL=2 Random Drug Screens non- CDL”Safety Sensitive”= 1
Promotion CDL= 0 Promotion non- CDL= 2 Promotion instant (temp) = 0 Reasonable Suspicion – Instant =0 Return to Duty = 0	Breath Alcohol Test CDL = 0 Breath Alcohol Test non- CDL= 0

**Health Training Sessions:**

- Vital signs=5
- First Aid 2 employees
- Random, Promotion, New Hire drug screens
- Hearing test 12/2 for WTP
- CPR/First Aid/AED training Public Works 12/17 (Garage and Street/Storm)
- Annual Bloodborne Pathogen training – WRF 12/10 (for 7 employees absent on 11/18)
- Sharps/Narcan training 12/12
- Hepatitis B vaccines @ Compost 12/10 and WRF 12/19

**Meetings/Events:**

- Holiday Wellness Challenge drawing- 12/5
- Employee Service Awards 12/18
- HR Christmas Party at Mimmos 12/19

**Other health-related information pertinent to employees include:**

- 0 reported COVID positive case
- 3 new WC cases (OSHA recordable)
- 4 Employees began FMLA
- 6 Employees ended FMLA

### MONTHLY STATISTICS

2025	JAN	FEB	MAR	APR	MA Y	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG
Employees – FT & PPT	455	450	448	452	449	455	453	447	446	446	446	446	449
Employees – Part Time	108	108	111	119	125	126	128	123	118	117	118	118	118
Total Employees	563	558	559	571	574	581	581	570	564	563	564	564	568
Male	429	426	423	425	426	437	437	431	425	425	423	422	427
Female	134	132	136	146	148	144	144	139	139	138	141	142	140
Ethnicity – White (Not Hisp or Latino)	339	344	345	350	351	351	350	352	349	348	345	342	347
Ethnicity – Black or African American	185	177	175	181	181	186	187	177	176	176	178	180	180
Ethnicity – Hispanic or Latino	24	23	23	24	24	27	27	26	26	27	28	28	26
Ethnicity – Asian	6	5	5	5	5	5	5	4	4	4	4	4	5
Ethnicity – Other	10	9	11	12	13	12	12	11	9	9	9	10	11
Vacancies	27	19	20	22	31	25	27	23	18	31	30	22	25
Applications	151	283	486	276	236	219	239	245	262	674	146	217	286
Applicant Notices	375	261	199	253	210	168	169	152	135	106	461	66	213
New Hires (FT&PPT)	13	4	2	10	2	12	1	3	4	7	3	6	6
New Hires (PT)	1	0	4	10	15	7	5	1	3	4	2	1	4
Promotions	4	0	4	3	1	4	0	3	3	6	0	3	3
Resignations	2	3	7	2	2	4	6	6	7	6	2	1	4
Retirements	2	0	1	1	1	0	0	0	1	1	2	1	1
Terminations - Involuntary	0	0	1	1	3	0	2	0	2	0	0	2	1
Turnover Rate	.01%	.01%	.02%	.01%	.01%	.01%	1.8%	1.3%	2.2%	1.5%	.01%	.01%	0.6%
Vehicle Accidents	2	1	2	2	3	1	2	3	2	1	2	0	2
Workers' Comp	2	2	4	1	3	3	0	4	3	0	0	3	2
Covid Related	0	0	0	0	0	0	0	1	1	1	3	0	1

*Note: Hiring and separation statistics (resignations, retirements, and terminations) represent full-time and permanent part-time personnel.*

### MONTHLY STATISTICS

2024	JAN	FEB	MAR	APR	MA Y	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG
Employees – FT & PPT	432	422	422	429	432	425	427	439	444	437	436	445	433

Employees – Part Time	106	109	112	114	134	145	145	147	154	157	124	114	130
Total Employees	538	531	534	543	566	570	572	586	598	594	560	559	563
Male	413	407	408	413	422	422	423	431	443	441	421	424	422
Female	125	124	126	130	144	148	149	155	155	153	139	135	140
Ethnicity – White (Not Hisp or Latino)	339	319	319	326	334	334	335	345	351	349	332	335	335
Ethnicity – Black or African American	182	181	184	186	196	199	201	203	208	207	192	188	194
Ethnicity – Hispanic or Latino	17	18	18	18	21	21	20	22	23	22	20	21	20
Ethnicity – Asian	4	4	4	4	4	5	5	5	5	5	5	5	5
Ethnicity – Other	8	9	9	9	11	11	11	11	11	11	11	10	10
Vacancies	32	32	31	33	31	33	34	29	29	29	22	23	30
Applications	240	289	303	502	381	481	466	290	339	367	404	365	369
Applicant Notices	97	216	179	168	352	471	355	536	325	220	333	169	285
New Hires	1	2	1	2	12	1	5	11	3	7	5	9	5
Promotions	1	5	1	1	1	3	1	4	2	2	3	1	2
Resignations	5	5	2	7	5	1	4	2	1	7	2	1	4
Retirements	3	0	0	0	1	2	0	1	1	0	1	2	1
Terminations - Involuntary	2	2	1	1	0	0	2	0	1	2	2	1	1
Turnover Rate	2.3%	1.7%	.01%	1.9%	1.4%	.005%	.005%	.01%	.01%	.02%	.01%	.01%	0.6%
Vehicle Accidents	2	2	1	1	0	5	2	3	3	3	6	6	3
Workers' Comp	2	4	1	1	3	4	2	3	2	4	2	2	3
Covid Related	9	2	1	0	0	0	1	7	5	1	1	0	2
Telework	14	14	14	14	14	14	14	14	14	14	15	15	14

*Note: Hiring and separation statistics (resignations, retirements, and terminations) represent full-time and permanent part-time personnel.*

Information Technology

December 2025

Prepared By: Angela Price

Date Prepared: January 5, 2026

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- Worked with DOT on fiber relocation for road project.
- Resolved VFlex file issue for Utility Billing.
- Completed Banner Custom process.
- Resolved backup storage issue.
- Setup PDQ Connect at GWTA.
- Resolved SPEDE issue for GPD.
- Completed SCADA upgrade.
- Recorded Lights Up and did drone flights for the event.
- Managed social media for Downtown Lights Up! event.
- Staff trained on Tsunami View Software.
- Setup office for new ACM and Octavius.
- Staff trained on EPL system.
- Replaced faulty UPS at WRF.
- Resolved QS1 reporting issues.
- Resolved web server certificate issue.
- Updated Travel & Tourism website certificate.
- Updated Banner reporting.
- Resolved point of sale issue.
- Updated Cityworks Licenses.
- Repaired camera at the Water Treatment Plant.
- Completed power source migration to new Server Room UPS.
- Updated MS Exchange Server.
- Updated DUO Authentication software.
- Updated Holidays for scheduling in CoDa and Energov.
- Continued Fleet Management updates in Cityworks.

2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG	TOTAL
Tickets Opened	767	557	725	600	618	650	812	720	566	617	495	463	633	7590
Tickets Closed	775	564	720	671	583	704	787	677	565	613	491	454	634	7604
Open Tickets	482	475	480	409	444	390	415	458	459	463	467	476	452	

2024	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG	TOTAL
Tickets Opened	801	817	708	965	592	499	633	651	650	705	626	593	687	8240
Tickets Closed	819	838	714	963	580	523	602	686	601	688	517	613	679	8144
Open Tickets	374	353	347	349	361	337	368	335	384	401	510	490	384	

- Open (free) play Pickleball at WA Foster Center – **83 participants**
- Golden Agers Luncheon held on December 10<sup>th</sup> – **55 participants**
- Goldsboro Event Center (GEC) hosted fifteen (15) events – **1,809 guests** and three (3) City of Goldsboro events – **194 guests**
- GEC had to turn away 19 events due to date wanted already being booked
- GEC plans to host a Vendor Fair in January; 49 of 55 tables already sold
- **1,089 rounds of Golf this month**
- Billiards Tournament on December 10<sup>th</sup> at WA Foster Center – **20 participants**
- Specialized Recreation Bingo held on December 17<sup>th</sup> – **35 participants**
- Neighborhood Watch Meeting held at Peachtree Street Recreation Center on December 5<sup>th</sup>
- Senior Card Group Play – **57 participants**
- Line Dancing is held on Mondays and Thursdays – **149 participants**
- Aktion Club meeting held at Peachtree Street Recreation Center on December 10<sup>th</sup>
- Bryan Multi-Sports Complex hosted a NCFC Girls College Showcase and a NCFC Boys College Showcase the first two weekends in December. Teams came from up and down the Eastern Seaboard to participate – Maryland, Virginia, Massachusetts, South Carolina, Georgia, to name a few.
- Gym Open Play at WA Foster Center for Adults and Youth during December – **282 participants**
- Park Maintenance Staff continue to clean park restrooms that do not need to be winterized and the restrooms at the HUB daily. Park restrooms closed for the Winter include Mina Weil Park, Fairview Park, and North End Park
- Park Maintenance Staff continue to tend to the landscaping on Center Street

2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG
<b>Goldsboro Event Center</b>													
Rental Revenue	\$19,331	\$10,325	\$13,825	\$11,745	\$16,541	\$13,860	\$15,732	\$13,550	\$10,807	\$16,281	\$5,645	\$18,345	\$13,832
Facility Usage	1119	1724	1321	1579	1986	1184	1710	1810	939	1118	1007	2003	1458
Expenditures	\$25,597	\$16,803	\$15,915	\$15,679	\$34,603	\$33,628	\$9,465	\$12,875	\$17,394	\$31,524	\$12,039	\$19,357	\$20,407
<b>W. A. Foster Recreation Center</b>													
Program Revenue	\$660	\$265	\$315	\$215	\$5,115	\$1,895	\$2,470	\$205	\$400	\$0	\$0	\$50	\$966
Rental Revenue	\$1,950	\$4,370	\$3,803	\$2,963	\$1,830	\$1,025	\$2,165	\$1,423	\$650	\$1,073	\$38	\$750	\$1,837
Facility Usage	986	950	1588	1782	1832	2422	3319	1786	1100	1276	1017	832	1574
Expenditures	\$12,871	\$13,000	\$13,473	\$12,862	\$13,206	\$25,574	\$34,238	\$22,828	\$14,270	\$14,174	\$14,863	\$11,794	\$16,929
<b>T. C. Coley Community Center as of October - Edgewood</b>													
Program Revenue	\$1,649	\$1,030	\$430	\$545	\$430	\$595	\$235	\$175	\$435	\$205	\$200	\$270	\$497
Rental Revenue	\$835	\$1,115	\$820	\$1,290	\$520	\$390	\$260	\$890	\$330	\$0	\$310	\$100	\$572
Facility Usage	400	477	375	471	422	296	335	305	343	311	273	335	362
Expenditures	\$5,773	\$6,555	\$6,400	\$6,427	\$7,213	\$5,497	\$7,182	\$7,822	\$9,063	\$8,530	\$7,926	\$7,477	\$7,155
<b>Specialized Recreation</b>													
Program Revenue	\$0	\$54	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$210	\$0	\$22
Rental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Facility Usage	101	122	108	250	1191	150	86	173	111	218	91	97	225
Expenditures	\$1,144	\$2,851	\$2,746	\$2,993	\$2,742	\$2,641	\$2,592	\$3,347	\$3,932	\$4,305	\$3,479	\$2,762	\$2,939
<b>Senior Programs &amp; Pools</b>													
Program Revenue	\$0	\$0	\$72	\$80	\$945	\$7,906	\$4,514	\$1,296	\$1,291	\$0	\$0	\$45	\$1,346
Rental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50	\$0	\$0	\$0	\$4
Facility Usage	155	330	153	361	316	3641	2381	1172	89	111	50	64	735
Expenditures	\$1,144	\$3,142	\$2,562	\$2,623	\$5,655	\$16,257	\$20,223	\$9,847	\$2052	\$1,865	\$2,623	\$3,303	\$5,941
<b>Athletics, Field &amp; Picnic Shelters, Bryan MSCX</b>													
Program Revenue	\$4,010	\$10,540	\$18,840	\$370	\$3,990	\$5,819	\$4,970	\$30,931	\$1,350	\$1,438	\$5,190	\$1,340	\$7,399
Rental Revenue	\$6,971	\$300	\$0	\$0	\$350	\$650	\$0	\$0	\$0	\$0	\$0	\$0	\$689
Facility Usage	65563	67211	68484	71003	74171	76393	77175	79408	81313	83174	85297	88519	76476
Expenditures	\$12,946	\$16,354	\$15,748	\$14,385	\$16,538	\$18,199	\$18,262	\$16,723	\$17,246	\$18,408	\$18,519	\$17,581	\$16,742
<b>Golf Course</b>													
Revenues	\$35,478	\$39,602	\$70,448	\$82,911	\$95,787	\$87,421	\$85,936	\$87,678	\$76,952	\$73,864	\$59,875	\$41,164	\$69,760
Expenditures	\$42,873	\$68,106	\$56,866	\$69,544	\$77,586	\$101,621	\$38,612	\$66,720	111,168	124,036	\$45,543	\$71,971	\$72,887
Rounds of Golf	632	953	2133	2282	2546	2223	2424	2445	2355	2201	1564	1089	1904
Net	\$7,395	\$28,504	\$13,582	\$13,367	\$18,201	\$14,200	\$47,324	\$20,958	\$34,216	\$50,172	\$14,332	\$30,807	\$3,128
<b>Special Events</b>													
Revenues / Sponsorships	\$0	\$1,500	\$0	\$0	\$1,170	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$223
Participation	0	100	115	2877	80	0	0	0	0	1600	0	5500	856
Expenditures	\$0	\$1,440	\$437	\$0	\$973	\$0	\$0	\$0	\$0	\$1,826	\$1,484	\$2,155	\$693
<b>TOTAL REVENUE</b>	\$70,884	\$69,101	108,553	\$100,119	126,678	\$119,561	\$116,282	136,148	\$92,265	\$92,861	\$71,428	\$62,064	\$97,162
<b>TOTAL EXPENSES</b>	102,348	\$128,251	114,147	\$124,513	158,516	\$203,417	\$130,574	140,162	175,125	\$204,668	\$106,476	\$136,400	\$143,716
<b>TOTAL REVENUE FOR THE YEAR</b>				\$1,165,944									
<b>TOTAL EXPENSES FOR THE YEAR</b>				\$1,724,597									

2024	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG
<b>Goldsboro Event Center</b>													
Rental Revenue	\$6,484	\$26,818	\$10,194	\$15,938	\$19,325	\$13,629	\$9,052	\$15447	\$10649	\$9,633	\$6,592	\$19,704	\$13,622
Facility Usage	1488	1788	2,072	1850	2210	2412	1384	1885	1020	1648	1574	2050	1782
Expenditures	\$14,632	\$34,260	\$19,026	\$12,484	\$18,058	\$13,457	\$8,469	\$12770	\$14153	\$18594	\$31,190	\$15,675	\$17,731
<b>WA Foster Recreation Center</b>													
Program Revenue	\$710	\$380	\$570	\$490	\$430	\$7,725	\$3,775	\$1,535	\$540	\$575	\$225	\$320	\$1,440
Rental Revenue	\$425	\$1,050	\$1,190	\$1,475	\$3,462	\$1,763	\$1,900	\$3,060	\$1,690	\$2,076	\$813	\$1,480	\$1,699
Facility Usage	3368	2166	2305	2383	2708	2159	2528	802	1238	1528	1541	1326	2004
Expenditures	\$14,075	\$14,460	\$14,225	\$14,470	\$14,980	\$22,610	30,791	\$28,361	\$12792	\$12276	\$14,394	\$12858	\$17,191
<b>T.C. Coley Community Center</b>													
Program Revenue	\$1,742	\$1,271	\$787	\$433	\$586	\$130	\$515	\$360	\$270	\$290	\$561	\$307	\$604
Rental Revenue	\$570	\$1,150	\$835	\$530	\$490	\$550	\$590	\$480	\$130	\$150	\$120	\$160	\$479
Facility Usage	343	750	537	542	407	394	451	547	433	195	255	335	432
Expenditures	\$5,662	\$5,866	\$5,780	\$5,905	\$5,205	\$5,540	\$5,755	\$5,970	\$7,200	\$7,327	\$6,451	\$6,353	\$6,085
<b>Specialized Recreation</b>													
Program Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Facility Usage	168	144	126	138	527	155	147	197	54	208	156	147	181
Expenditures	\$2,364	\$2,952	\$3,298	\$3,116	\$5,160	\$4,482	\$2,184	\$826	\$740	\$538	\$1,204	\$486	\$2,279
<b>Senior Programs &amp; Pools</b>													
Program Revenue	\$0	\$0	\$125	\$0	\$50	\$8,491	\$7,787	\$3,070	\$820	\$306	\$525	\$0	\$1,765
Rental Revenue	\$0	\$0	\$0	\$0	\$0	\$525	\$525	\$0	\$0	\$0	\$0	\$0	\$88
Facility Usage	113	170	211	142	289	3967	2993	1324	102	306	313	162	841
Expenditures	\$2,475	\$2,594	\$3,685	\$3,980	\$4,140	\$15,135	20,996	\$10743	\$3,004	\$1,051	\$1,261	\$792	\$5,821
<b>Athletics, Field &amp; Picnic Shelters, Bryan MSCX</b>													
Program Revenue	\$14,100	\$15,090	\$19,807	\$60	\$6,500	\$4,760	\$8,225	\$20890	\$6,550	\$1,945	\$3,445	\$6,650	\$9,002
Rental Revenue	\$0	\$0	\$1,325	\$0	\$375	\$600	\$0	\$0	\$0	\$50	\$0	\$300	\$221
Facility Usage	36489	37080	37195	39417	41484	44287	49860	51309	53489	59822	62942	64450	48152
Expenditures	\$16,198	\$16,363	\$16,420	\$16,865	\$17,676	\$37,716	15,703	\$16067	\$23481	\$15,466	\$14,506	\$15,930	\$18,533
<b>Golf Course</b>													
Revenues	\$36,586	\$53,758	\$62,463	\$80,212	\$81,257	\$86,468	67,129	\$72447	\$62,016	\$73,177	\$54,040	\$42,082	\$64,303
Expenditures	\$48,038	\$52,214	\$52,886	\$47,582	\$78,744	\$63,177	40,986	\$54,790	\$84,275	\$52,545	\$94,803	\$52,071	\$60,176
Rounds of Golf	938	1487	1493	2675	2343	2345	2127	2100	1851	2310	1538	1077	1857
Net	\$11,452	\$1,544	\$9,577	\$32,629	\$2,512	\$23,291	26,143	19,657	\$22,259	\$20,632	\$40,763	\$9,989	\$4,294
<b>Special Events</b>													
Revenues / Sponsorships	\$0	\$2,430	\$0	\$0	\$1,650	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$340
Participation	0	454	1606	1094	110	0	0	0	0	45	0	4500	651
Expenditures	\$0	\$4,080	\$536	\$760	\$1,700	\$0	\$0	\$0	\$0	\$71	\$0	\$1,639	\$732
<b>TOTAL REVENUE</b>	\$60,617	\$101,947	\$97,296	\$99,138	\$109,798	\$124,641	\$99,498	\$117289	\$82665	\$88202	\$66321	\$71003	\$93,201
<b>TOTAL EXPENSES</b>	\$103,444	\$132,789	\$115,856	105,162	\$145,663	\$162,117	124,884	129527	\$145645	\$107868	\$163809	\$105804	\$128,547
<b>TOTAL REVENUE FOR THE YEAR</b>				\$1,118,415									
<b>TOTAL EXPENSES FOR THE YEAR</b>				\$1,542,568									

PARAMOUNT  
 December 2025  
 Prepared by: Adam Twiss  
 Date Prepared 1/10/2025

-----PARAMOUNT THEATRE-----

- **Great finish to the 2025 calendar year and holiday season, record ticket sales and revenues for renters.**
- **December activity included 23 rental/use days, including 15 public performances.**
  - Notable Activity:
    - Goldsboro Ballet - Nutcracker
    - Center Stage Theatre – A Christmas Carol
    - Child of the Promise
    - PPAS: Carolina Sound Christmas Concert
    - Film – It’s a wonderful Life
- **December cancelled/rescheduled programming includes 0 day, 0 public performance**
- **Admin, Repairs, Maintenance, Concerns:**
  - New Admin-1, Emily Scott, was in early training through December.
  - New PT Technical and BA Staff members being trained, performing well during busy season.
  - Wheelchair lift replacement Pending.
  - HVAC controls upgrade Pending.

-----FINANCIAL-----

**Expenses: \$161,528:** Labor: \$40,007 / Operations: \$17,117 /Artist and Renter box office Payout: \$104,404

**Revenues: \$94,620** Tickets: \$74,666 / Building Rentals: \$17,429 / Concession: \$2,525

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	FY 25 Total	Average
Exp	\$24,455	\$32,436	\$32,981	\$75,388	\$79,333	\$161,528							\$406,121	\$67,687
Rev	\$1,986	\$27,542	\$34,342	\$34,695	\$46,092	\$94,620							\$239,277	\$39,880
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	FY 25 Total	Average
Exp	\$26,909	\$40,311	\$44,811	\$75,226	\$78,041	\$100,534	\$98,615	\$43,539	\$56,989	\$87,571	\$84,611	\$93,985	\$831,142	\$69,262
Rev	\$1,331	\$4,162	\$28,283	\$35,245	\$47,073	\$78,220	\$81,970	\$25,173	\$77,321	\$72,310	\$60,238	\$71,956	\$583,282	\$48,607

**GOLDSBORO POLICE DEPARTMENT**  
 December 2025  
 Prepared By: Michael D. West  
 Date Prepared: January 6, 2026

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Total Part I Crimes (Homicide, Rape, Robbery, Aggravated Assault, Burglary, Larceny, Motor Vehicle Theft, and Arson) for December 2024 was 158, compared to 108 for December 2025.

Property with an estimated value of \$233,089 was reported stolen, while property with an estimated value of \$63,639 was recovered and property damaged was \$70,950.

Officers arrested 82 people and issued 332 citations during the month. There were 30 drug-related charges.

There were 0 report(s) of assault(s) on officer(s).

Revenue collected for December 2025 included:

Police Reports		718.00	
Parking Tickets	\$	0.00	
Fingerprints	\$	20.00	
Special Events	\$	300.00	
Total	\$	1,038.00	

PART I CRIME COMPARISON & TREND														
2025	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total	
<b>OFFENSE</b>														
Homicide	0	1	1	0	0	1	2	0	1	1	0	1	8	
Rape	2	2	1	2	0	1	1	0	0	1	1	0	11	
Robbery	7	1	4	4	3	5	2	5	3	4	5	5	48	
Aggravated Assault	8	17	13	22	19	19	11	20	24	17	13	13	196	
Breaking & Entering	22	24	27	27	17	18	28	24	14	17	21	6	245	
Larceny	79	77	98	111	89	87	86	102	86	79	67	75	1036	
Motor Vehicle Theft	6	8	12	15	5	4	6	10	2	4	6	8	86	
Arson	0	1	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTALS</b>	124	131	156	181	133	135	136	161	130	123	113	108	1,631	
2024	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total	
<b>OFFENSE</b>														
Homicide	1	0	0	3	1	3	0	2	1	1	0	1	13	
Rape	3	0	0	1	1	1	2	1	0	0	0	0	9	
Robbery	3	2	6	1	0	10	6	7	3	12	7	5	62	
Aggravated Assault	21	15	20	13	21	24	9	12	9	20	13	18	195	
Breaking & Entering	22	38	23	21	33	27	33	23	31	28	16	23	318	
Larceny	159	96	145	114	156	111	128	166	155	110	99	102	1541	
Motor Vehicle Theft	10	6	13	8	14	14	5	10	9	5	12	8	114	
Arson	0	0	2	0	0	0	0	2	0	0	1	1	6	
<b>TOTALS</b>	219	157	209	161	226	190	183	223	208	176	148	158	2258	

PUBLIC UTILITIES DEPARTMENT

December 2025

Prepared By: Robert Sherman

Date Prepared: January 05, 2026

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Water Treatment Plant

- The Water Treatment Plant operations are proceeding smoothly. Currently at 40% capacity.
- Capital Projects: WTP Structure Repairs, Replacements of the **ATs at the WTP(Completed)** and at the NRPS the progress has begun on the installation for the ATs. A Bid has been awarded to replace flow meters at WTP, sewer meter for SJAFB and a sewer meter coming from Fork Township.
- PFAS Pilot Study equipment has been installed, and the study has been ongoing.
- Nuese River dredging at the WTP Intake Structure has been completed.

Water Reclamation Facility

- The Water Reclamation Facility (WRF) operates efficiently, with an average daily flow of 7.27 million gallons per day (MGD) in December. The yearly average flow for the WRF is 6.94MGD, indicating that the facility is currently operating at 49% of its capacity.
- The Water Reclamation Facility is pleased to report that all 25 of the city's pump stations are currently operating efficiently. McCall's Lift Stion has an issue with a manhole near the station. Work for the manhole repair is 90% complete.
- Working with the Design Build Team of Crowder and Hazen on the next steps of the design build. Contract is being reviewed for the BODR (Basis of Design Report).
- HWY 117 upgrade through Project Butter is going well. Completion of this project is ending.

Distribution and Collections

- Call duty responded to 14 after hours calls-total of 21.5 hours
- 164 Completed work orders.
- Valve crew exercised 106 valves.
- Permit approval from DWQ has been completed for the Collections system. Next application will be due in 2030

Compost Facility

- Two hundred and sixty-four cubic yards of compost and mulch were sold in December 2025.
- Permit approval from DWQ has been completed for the Compost Facility. Next application will be due in 2030

Historical data for water and sewer volumes are in Millions Gallons per Day (MGD) and are average daily flows for each month. \*Water permit- 14.0 MGD; \*\*Wastewater permit- 14.2 MGD

2025 MGD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Average
Water*	5.62	5.76	6.25	5.10	5.36	5.77	5.58	5.52	5.83	5.68	5.39	5.42	5.61
Sewer**	6.75	7.78	8.13	8.55	7.25	6.89	6.24	8.97	5.69	5.03	4.78	7.27	6.94
Compost	258	489	1,111	1,293	698	626	301	193	272	489	336	264	528

\*Water permit- 14.0 MGD; \*\*Wastewater permit- 14.2 MGD

2024 MGD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Average
Water*	5.95	5.88	5.84	5.97	6.05	7.19	6.09	5.99	5.65	5.35	5.11	4.97	5.84
Sewer**	10.63	8.17	8.91	7.91	8.11	5.74	8.15	13.31	11.52	9.60	6.69	6.30	8.75
Compost	161	866	970	1156	542	785	325	215	225	239	200	349	503

\*Water permit- 14.0 MGD; \*\*Wastewater permit- 14.2 MGD

Distribution & Collections 2025		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	Utility Line Maint (1000-ft)	2	11.3	20.2	15.7	22.9	23.6	34.6	11.1	31.5	19.7	7.9	4.5	18
	Lines Camera'd (1000-ft)	1	1	1.2	2.5	2.8	1.9	1.2	1	1.2	1.6	1.2	1	2
	Water Repairs	51	18	17	16	10	12	13	21	21	34	27	52	22
	Sewer Repairs	17	10	15	26	40	33	27	32	37	41	24	21	27
	Hydrants Replaced/Fixed	7	3	6	4	1	2	5	49	20	6	4	2	10
	Meter Install/Changed	5	3	4	7	3	3	6	3	3	8	4	6	4

Distribution & Collections 2024		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	Utility Line Maint (1000-ft)	17.5	8.5	18.7	16.9	62.4	14.7	12.4	9.3	14.7	15.3	2	4.6	16
	Lines Camera'd (1000-ft)	1.8	24	1.1	1.8	2.7	1	1	1	1.9	2.6	1.2	1	3
	Water Repairs	52	25	18	22	22	24	20	18	26	27	20	24	25
	Sewer Repairs	21	16	13	20	19	21	20	14	19	18	13	8	17
	Hydrants Replaced/Fixed	1	3	1	2	3	1	1	2	6	5	3	2	3
	Meter Install/Changed	5	5	1	7	5	4	11	5	4	8	5	8	6



**Public Works Department**

December 2025

Prepared by: Gilbert Todd

Date Prepared: January 9, 2026

*Monthly Highlights*

**Building, Grounds, Traffic and Signs:** Maintenance continued ensuring Christmas lights remained working, coupled with numerous plumbing and ekectrical repairs. Renovating 2 offices in City Hall also consumed a considerable amount of time. Traffic/Signs; Replaced multiple deteriorated traffic signs across the city, conducted pruning to improve roadway visibility, and trained Grounds personnel on sign procedures Grounds Division; Concentrated on cut backs on ROWs and assisted/trained with Signs/Traffic.

**Streets & Stormwater:** Crews responded to illicit discharge at SRM concrete plant. Provided barricades at Freedom Field for Christmas parade. Crews poured 290 LF of sidewalk at four different locations, and 50 LF of curb and gutter. Crews removed debris from homeless encampment near Royall Ave; totalling 14.95 tons. Removed brush and enhanced line of sight in right of way at Alpha Arms apartments.

Divisions		2025												AVG
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Bldg & Grounds	Plumbing, Electrical, Bldg	13	32	31	32	26	39	36	21	22	22	29	22	27.1
	Traffic / Signs	na	na	na	na	na	na	75	54	40	58	34	57	53.0
	ROW Mowing (ac)	0	10	25	74	36	77	32	29	207	0	0	0	40.8
	City-Owned Lots Mowing (ac)	20	6	20	27	78	35	35	31	17	10	5.4	0	23.7
Garage	Total Work Orders	191	139	190	151	155	150	177	159	188	180	117	127	160.3
Solid Waste	Refuse (x1000 tons)	1.06	0.92	1.02	1.03	1.13	1.1	1.24	1.11	1.13	1.12	1.06	1.31	1.1
	Recyclables (tons)	98	72	78	83	76	59	22	10	33	24	12	21	49.0
	Leaf-n-Limbs (x1000 tons)	0.6	0.5	0.4	0.8	0.8	0.7	0.7	0.5	0.8	0.8	0.9	0.7	0.7
Cemetery	Funerals	5	8	4	1	4	4	5	4	2	2	3	3	3.8
Street & Storm	Utility Cut Repairs	0	0	13	35	30	11	24	33	22	25	17	0	17.5
	Pot Hole Repairs	101	239	256	63	170	215	108	112	65	28	129	101	132.3
	Streets Swept (miles)	188.3	182	235	325.7	356	446	421.6	322	245.5	197.4	335.9	188.3	287.0
	Pipe&Open Ditch Maint(1000-ft)	0.38	0.46	6.04	2.4	4.97	3.9	4.69	10.2	4.07	1.18	3.41	380	35.1
	Ditch mowing (1000-ft)	0	0	0	0.14	11.86	15.4	7.85	4.27	1.25	12.73	4.97	0	4.9
	Storm Pipe Repairs	2	7	4	7	5	0	10	6	6	3	0	2	4.3
<b>2024</b>														
Bldg & Grounds	Radio, Electrical, Bldg	33	37	29	30	13	22	29	25	28	41	29	20	28.0
	ROW Mowing (ac)	0	0	0	20	21	50	89	53.4	80	57	0	0	30.9
	City-Owned Lots Mowing (ac)	15	10	35	25	10	20	30	27	72	85	0	0	27.4
Garage	Total Work Orders	248	255	235	207	248	189	175	190	151	171	159	176	200.3
Solid Waste	Refuse (x1000 tons)	1.11	1.03	1.02	1.18	1.25	1.10	1.20	1.18	1.16	1.11	1.01	1.12	1.1
	Recyclables (tons)	19	15	16	0	0	0	9	15	12	15	13	22	11.3
	Leaf-n-Limbs (x1000 tons)	0.8	0.8	0.5	0.5	0.7	0.6	0.6	0.4	0.4	0.6	0.6	0.7	0.6
Cemetery	Funerals	6	2	3	1	6	3	10	3	4	4	2	5	4.1
Street & Storm	Utility Cut Repairs	2	15	51	40	14	26	16	22	16	18	18	1	19.9
	Pot Hole Repairs	73	62	100	188	74	59	71	110	56	177	52	103	93.8
	Streets Swept (miles)	270.4	300	310	356.1	369.9	314.3	305.2	358.5	379	283	121.9	12.3	281.7
	Pipe&Open Ditch Maint(1000-ft)	0.35	8.30	4.03	8.46	0.77	1.18	1.41	2.79	6.07	0.56	0.536	0.86	2.9
	Ditch mowing (1000-ft)	0.00	0.00	0.00	5.08	7.81	1.15	12.37	5.40	16.17	0.00	0.00	0.00	4.0
	Storm Pipe Repairs	6	4	4	7	2	2	4	3	3	5	1	2	3.6

Travel and Tourism

December 2025

Prepared by: Amanda Justice, Candace Clarkson and Amber Herring

Date Prepared: 1/06/2026

- Total hotel revenue generated in November was \$2,080,904 which is down 4.1% YOY. December totals have not yet been released.
- October’s SEO report is available for anyone who wants to take a look.
  - Organic sessions increased 54% in October compared to the previous year.
  - New sessions slightly decreased by 3% compared to the previous month.
  - Organic search made up 57% of the total website traffic with 1,819 sessions.
  - November’s numbers not yet available.
- 12/4-Amanda met with Laura Getz to discuss board bi-laws
- 12/4- Amanda met with Julie Beck to discuss Pickles, Pigs, & Swigs Finances
- 12/9- Amanda and Candace had a zoom call with ITI Digital
- 12/9- Met with 57 Marketing to discuss WOW website
- 12/11-Introduction meeting with Kellianne Williams
- 12/15- GTC presentation to City Council
- 12/16- Christmas Employee luncheon
- 12/17 – GTC/TDA Monthly Meeting
- 12/18- Amanda served at the Employee Service Award Breakfast
- 12/18- Amanda attended the Derailabration Meeting
- Submitted end of year summary
- 

City Occupancy Tax Collections

December tax collections have not been released

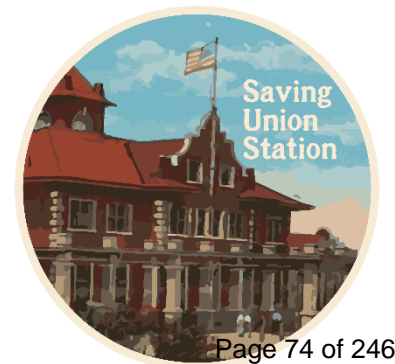
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	YTD	Average
<b>2025-26</b>	\$90,030	\$99,059	\$94,066	\$98,939	\$114,799								\$273,155	\$99,378
<b>2024-25</b>	\$85,920	\$85,921	\$122,575	\$84,785	\$103,718	\$63,096	\$102,434	\$64,459	\$107,807	\$95,488	\$101,927	\$105,986	\$112,4116	\$93,676

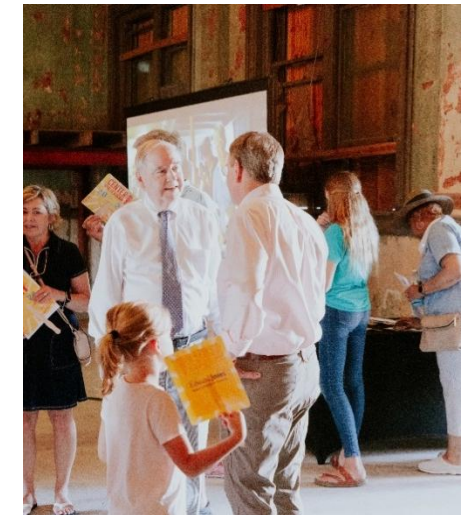
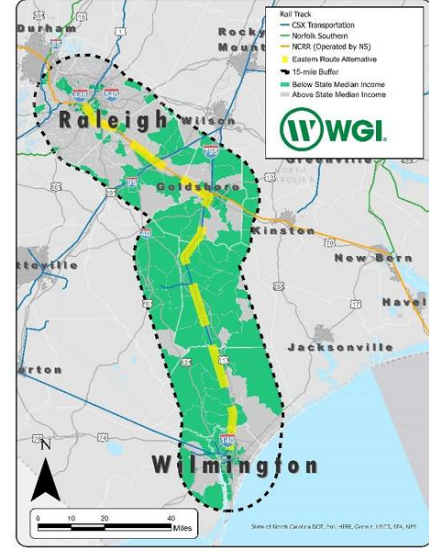


Saving Union Station Day – June 4, 2024

# Goldsboro Union Station Updates

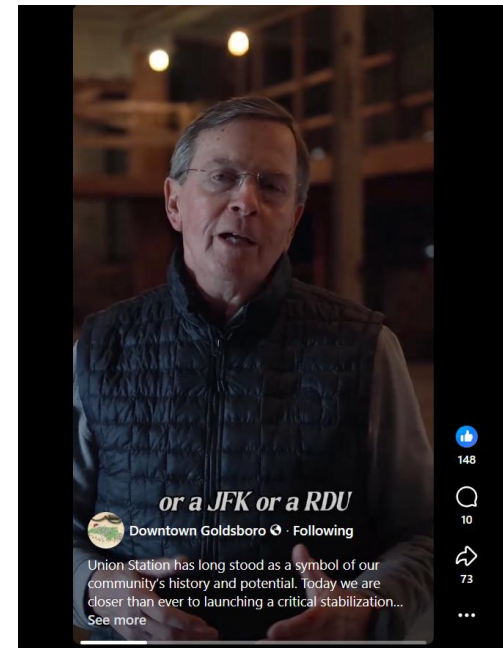
January 20, 2026





October 2023 to October 2025





**Start**

# Saving Union Station



**BUDGET:** **\$1,500,000**

City of Goldsboro: \$375,000

County of Wayne: \$375,000 *Contingent Commitment*

\$750,000

SUS Commitment \$750,000

SUS RDED Grant: \$612,500

DGDC Grant Match: \$37,500

Donations:

**CITY OF GOLDSBORO  
AGENDA MEMORANDUM  
JANUARY 20, 2026 CITY COUNCIL MEETING**

---

**TITLE:** Presentation of 2025 City of Goldsboro Resident Survey Findings by ETC Institute

**DEPARTMENT:** City Manager's Office

---

**BACKGROUND:**

In preparation for Phase 2 of the strategic planning process, the City Manager's Office received approval in the FY2025-2026 budget to move forward with plans to conduct a community survey. The City Manager's Office solicited proposals from Polco and ETC Institute, two of the most well-known companies that develop and administer surveys for municipalities nationwide. We also met with each vendor. After reviewing the proposals, we decided that ETC Institute would be the best vendor for our needs.

During the Aug. 18, 2025, City Council meeting, Derek Harvey, project manager for ETC Institute, presented the company's proposal for conducting the survey. On Sept. 8, 2025, the City Council approved a \$21,350 contract with ETC Institute to conduct a community survey on behalf of the City of Goldsboro. The results of the survey will be translated into measurable data to help guide the next phase of the strategic planning process.

**DISCUSSION:**

The 2025 Community Survey went live in November and received more than 500 responses from residents throughout the City. Derek Harvey, project manager for ETC Institute, will present the results of the 2025 Community Survey.

**BUDGET RELATIONSHIP:**

Budget development and resource allocation

**STRATEGIC PLAN RELATIONSHIP:**

Results of the survey will be used to guide planning as the City approaches the next phase of the Strategic Plan.

**STAFF RECOMMENDATION:**

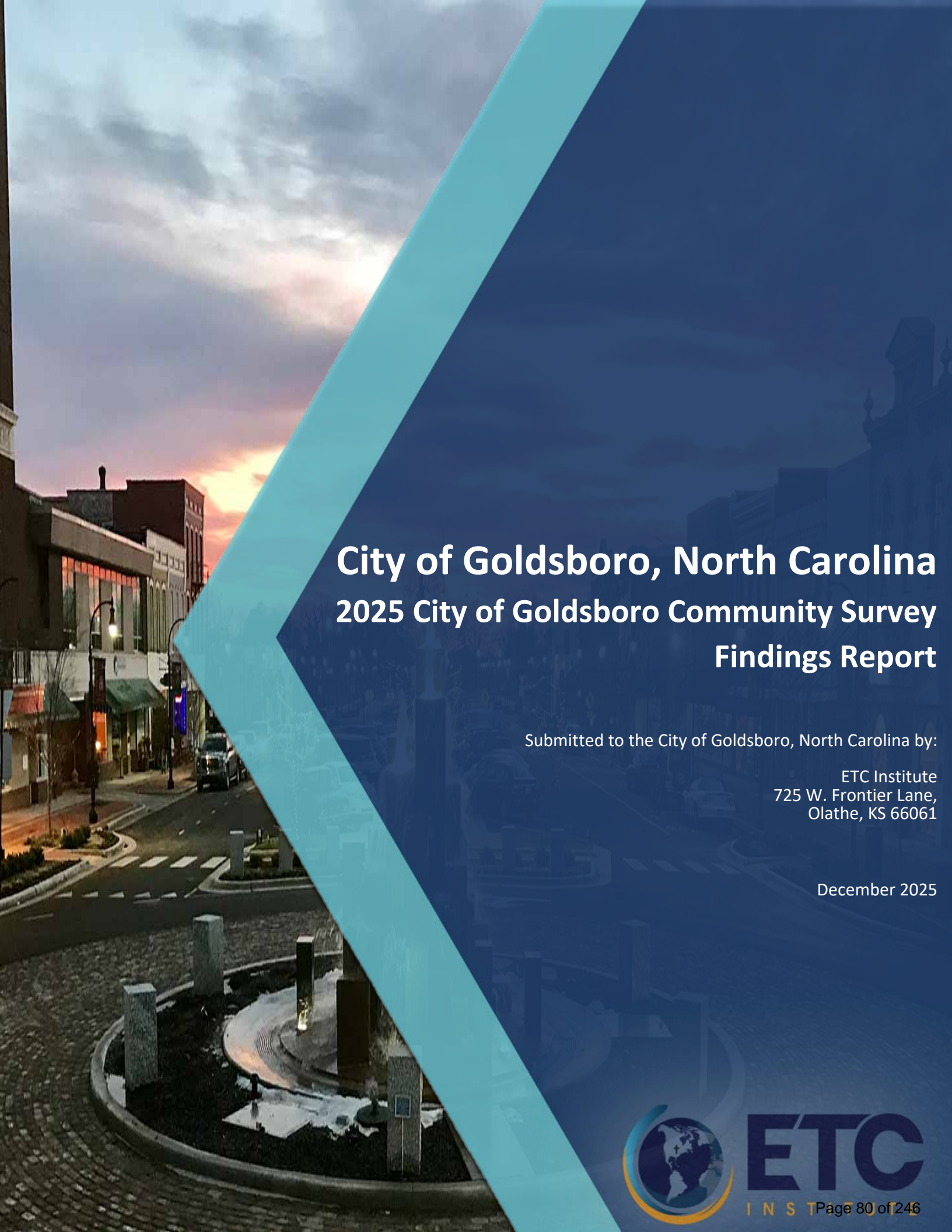
Staff recommends that Council review the presentation.

**MANAGER'S RECOMMENDATION:**

---

**APPROVERS**

Sakeithia Reece  
Laura Getz  
Matthew Livingston

A photograph of a city street at sunset, with buildings and a fountain in the foreground. A large, light blue arrow graphic points from the top left towards the center of the page, partially overlapping the text.

# 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

December 2025

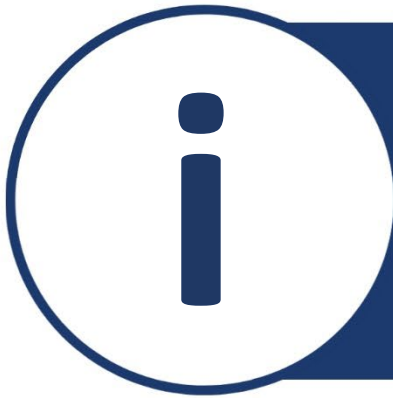


**ETC**

I N S T Page 80 of 1246

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- Section 3: ETC’s Importance-Satisfaction Analysis..... 54
- Section 4: Open-Ended Comments..... 62
- Section 5: Tabular Data ..... 74
- Section 6: Survey Instrument..... 120



# 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.



### 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.



### 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.

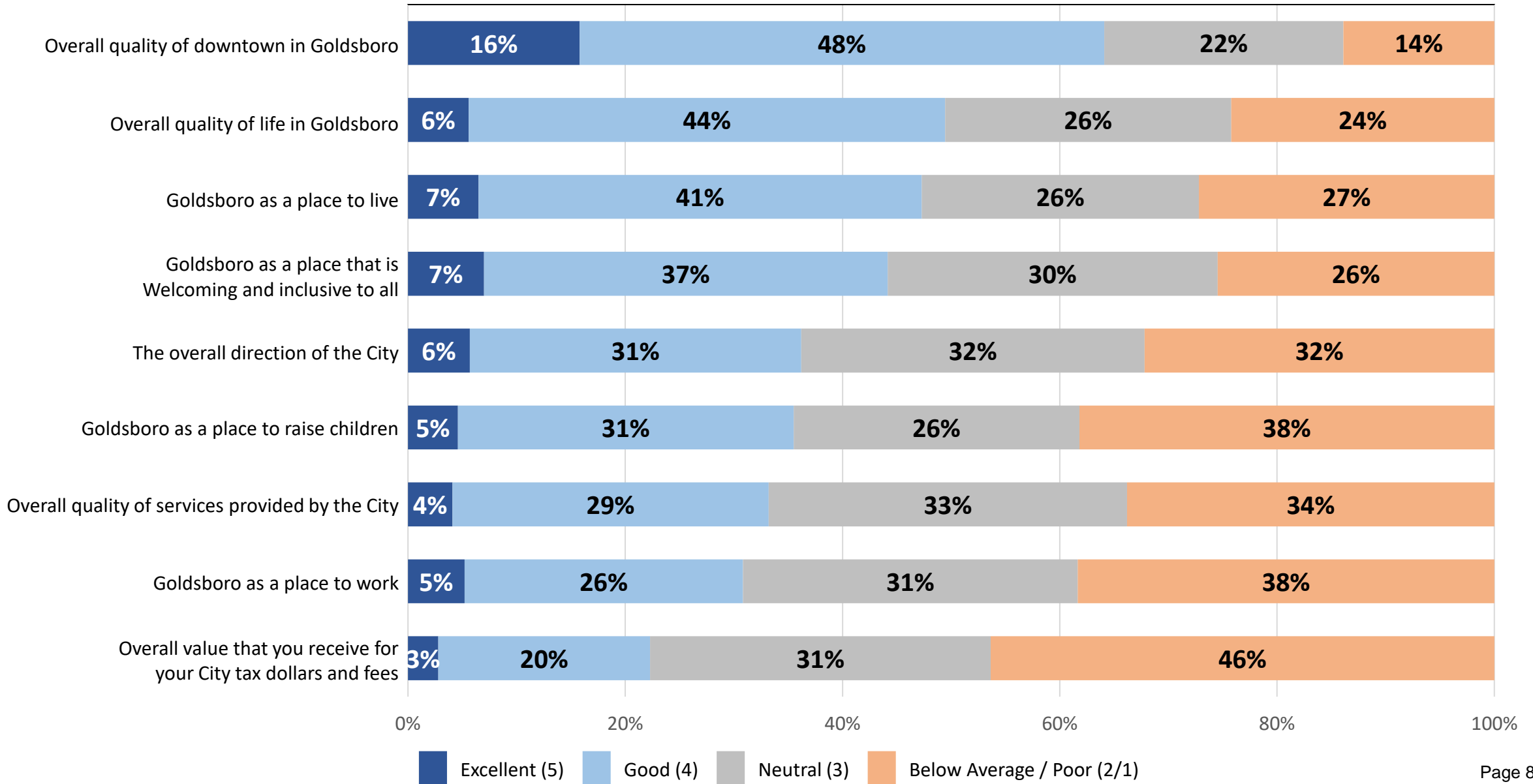


# 1

# Charts and Graphs

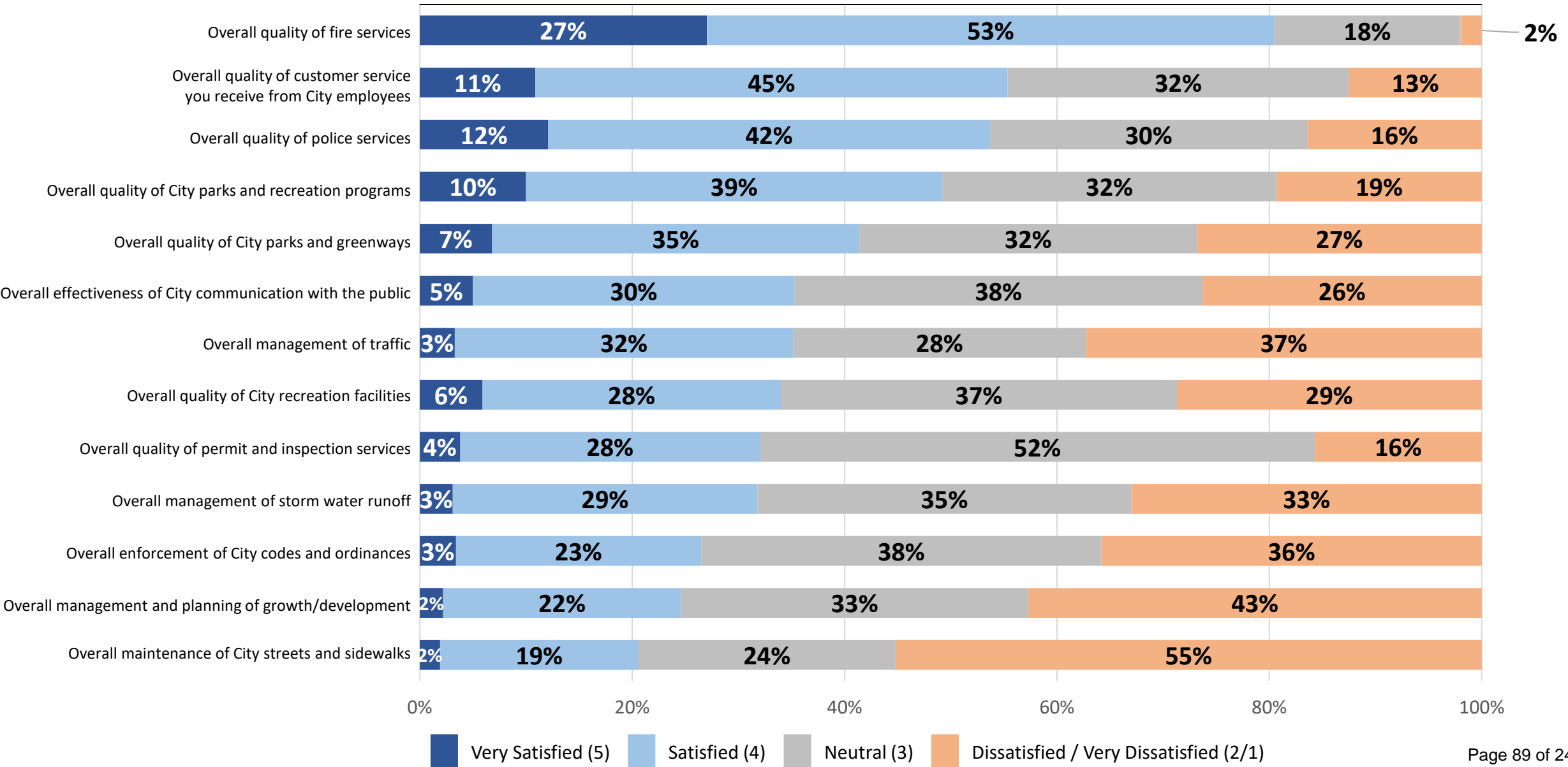
# Q1. Quality Of Life

by percentage of respondents (excluding don't know)



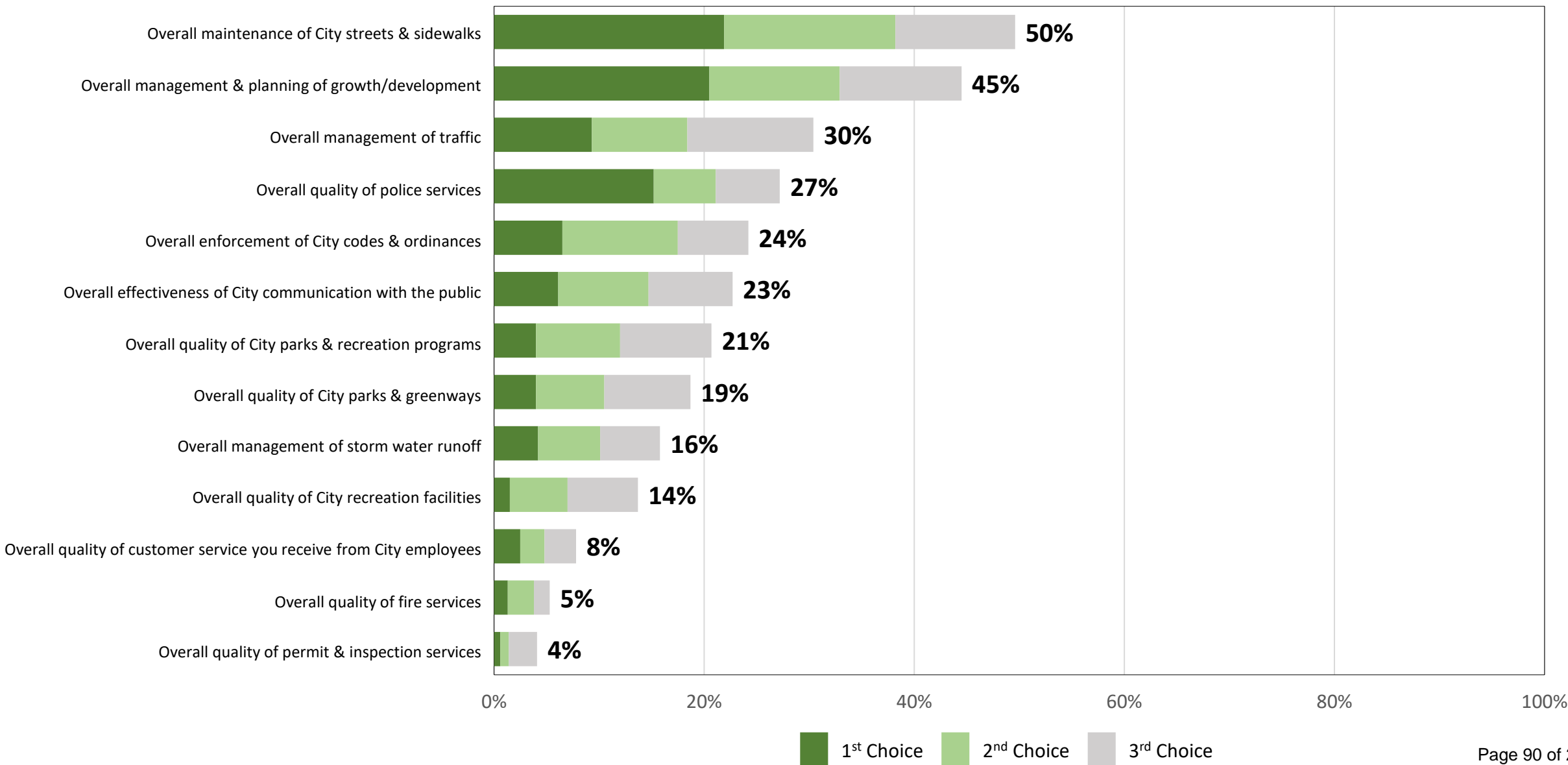
# Q2. Satisfaction With Major Services

by percentage of respondents (excluding don't know)



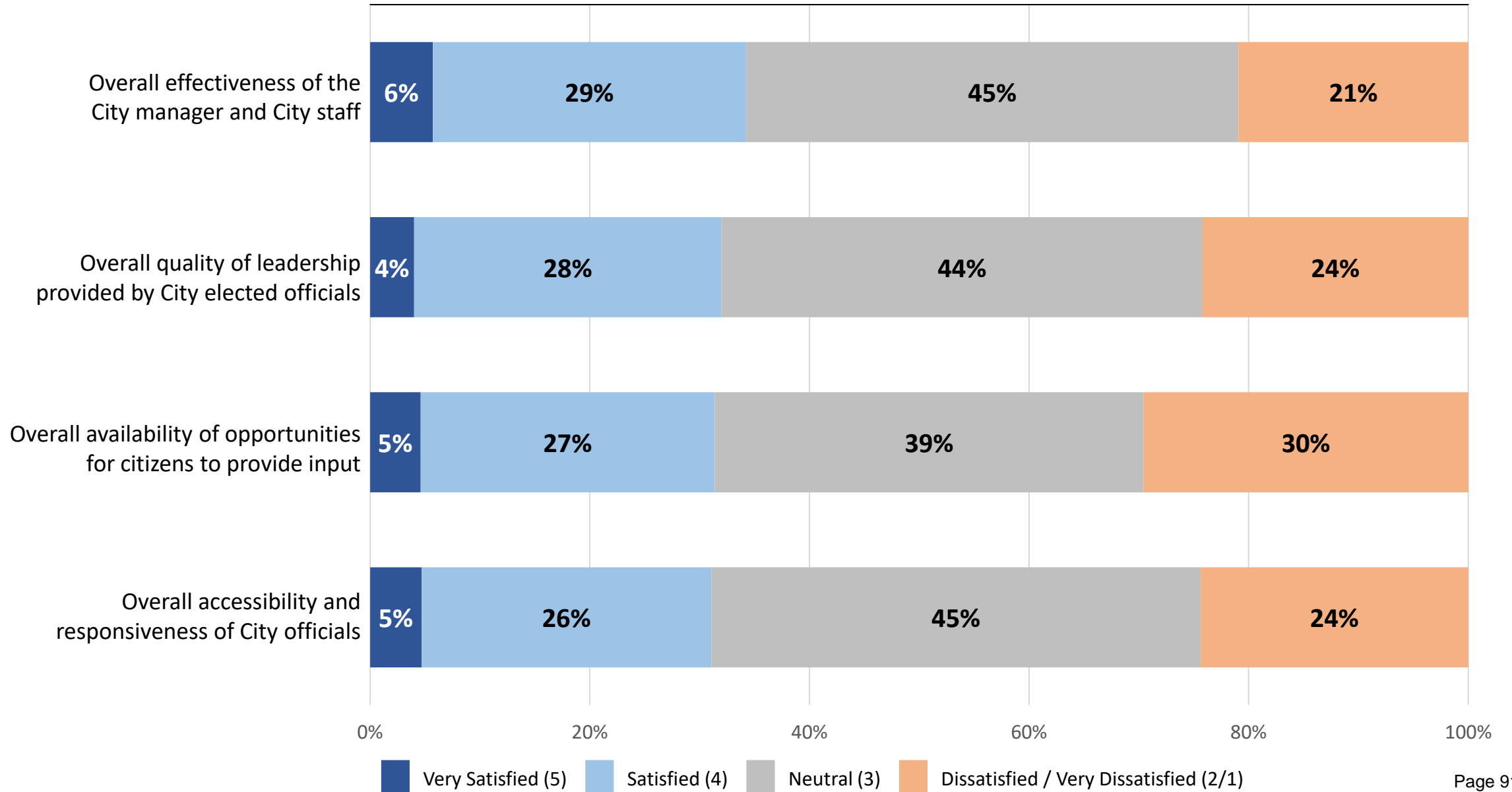
# Q3. Major Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



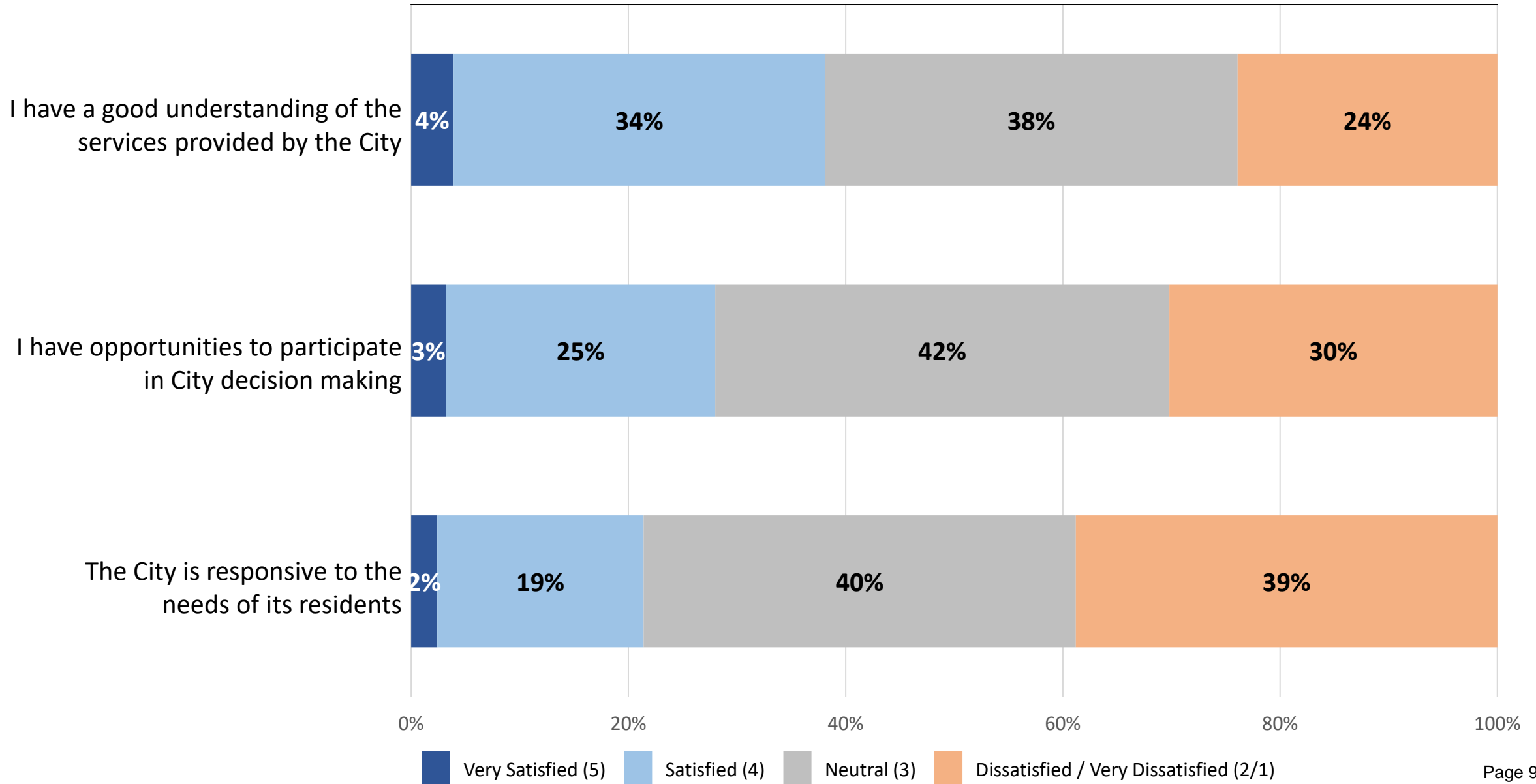
# Q4. Satisfaction With City Leadership

by percentage of respondents (excluding don't know)

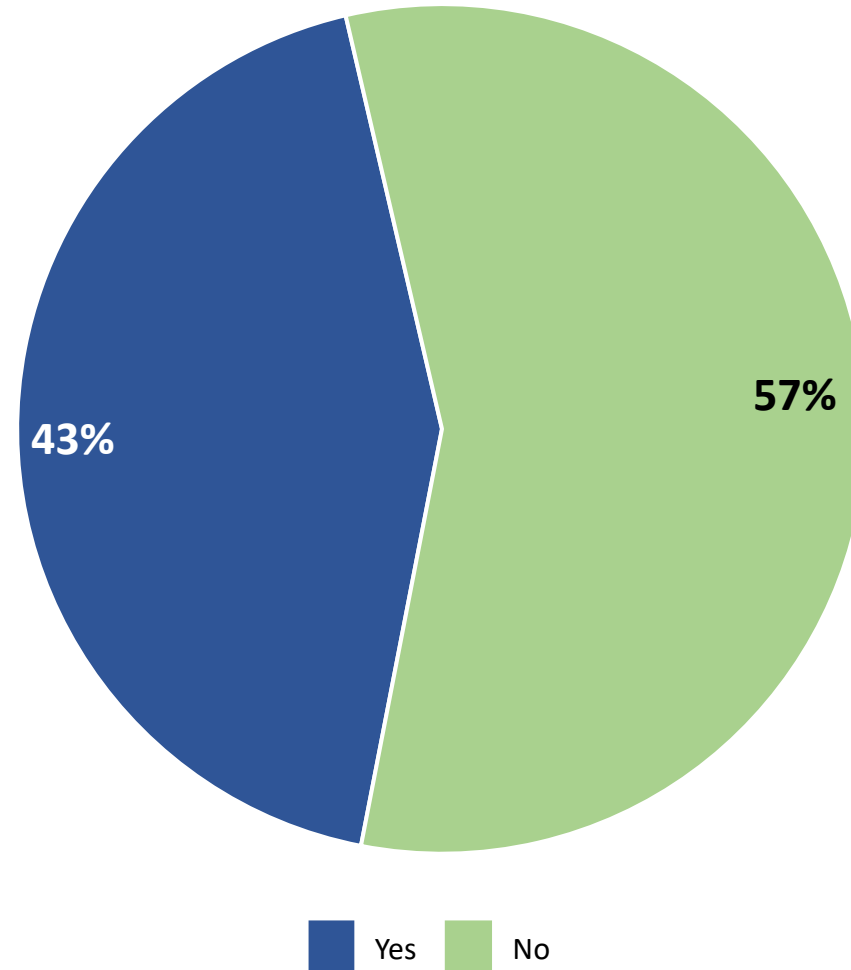


# Q5. Perceptions Of City Leadership

by percentage of respondents (excluding don't know)

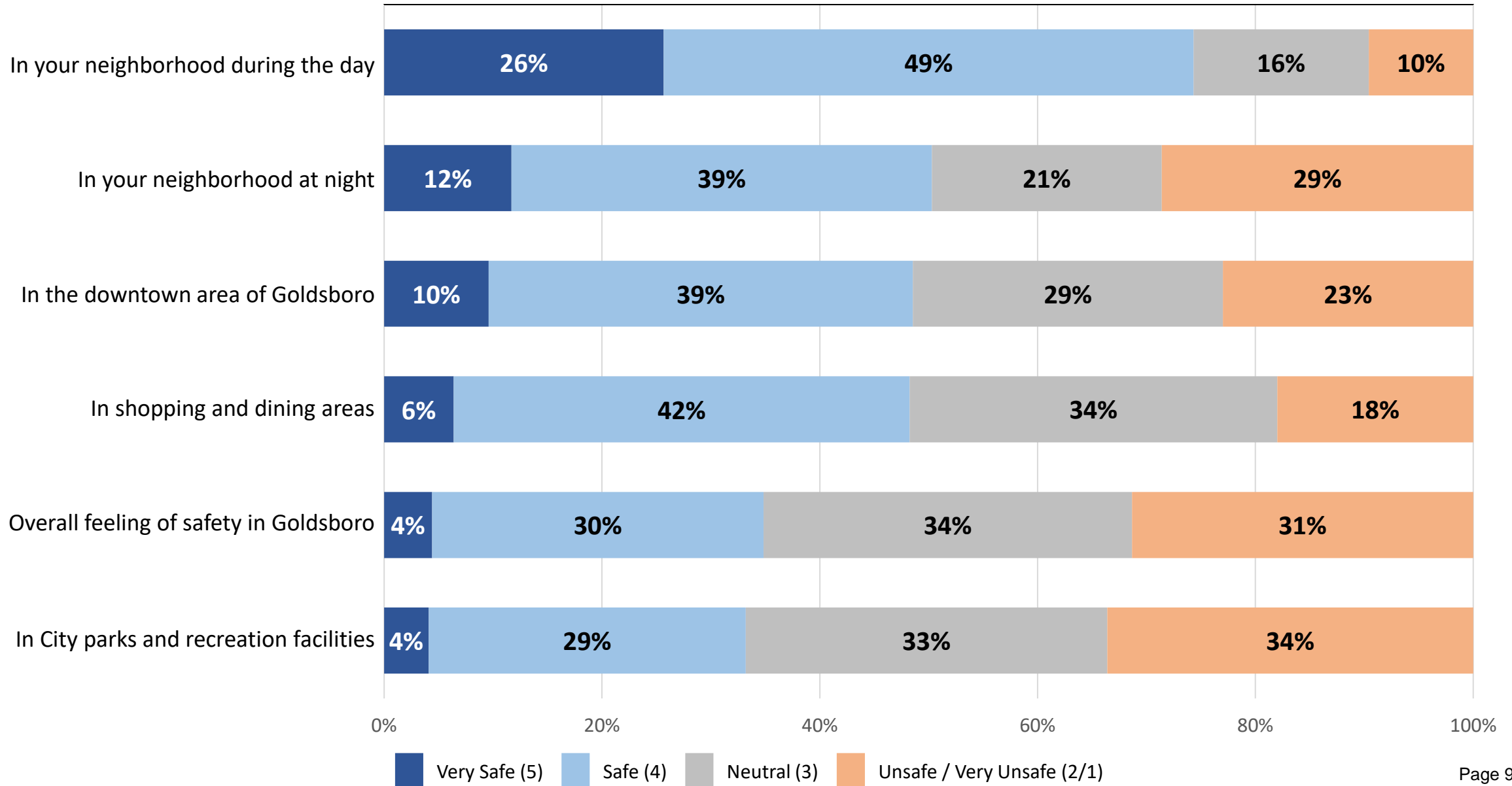


### Q6. Within The Past Two Years, Have You Provided Input To The City Through Email, Mail, Telephone, Surveys Other Than This One, Official City Of Goldsboro Social Media Accounts, At Public Meetings Or Other Methods? by percentage of respondents (excluding don't know)



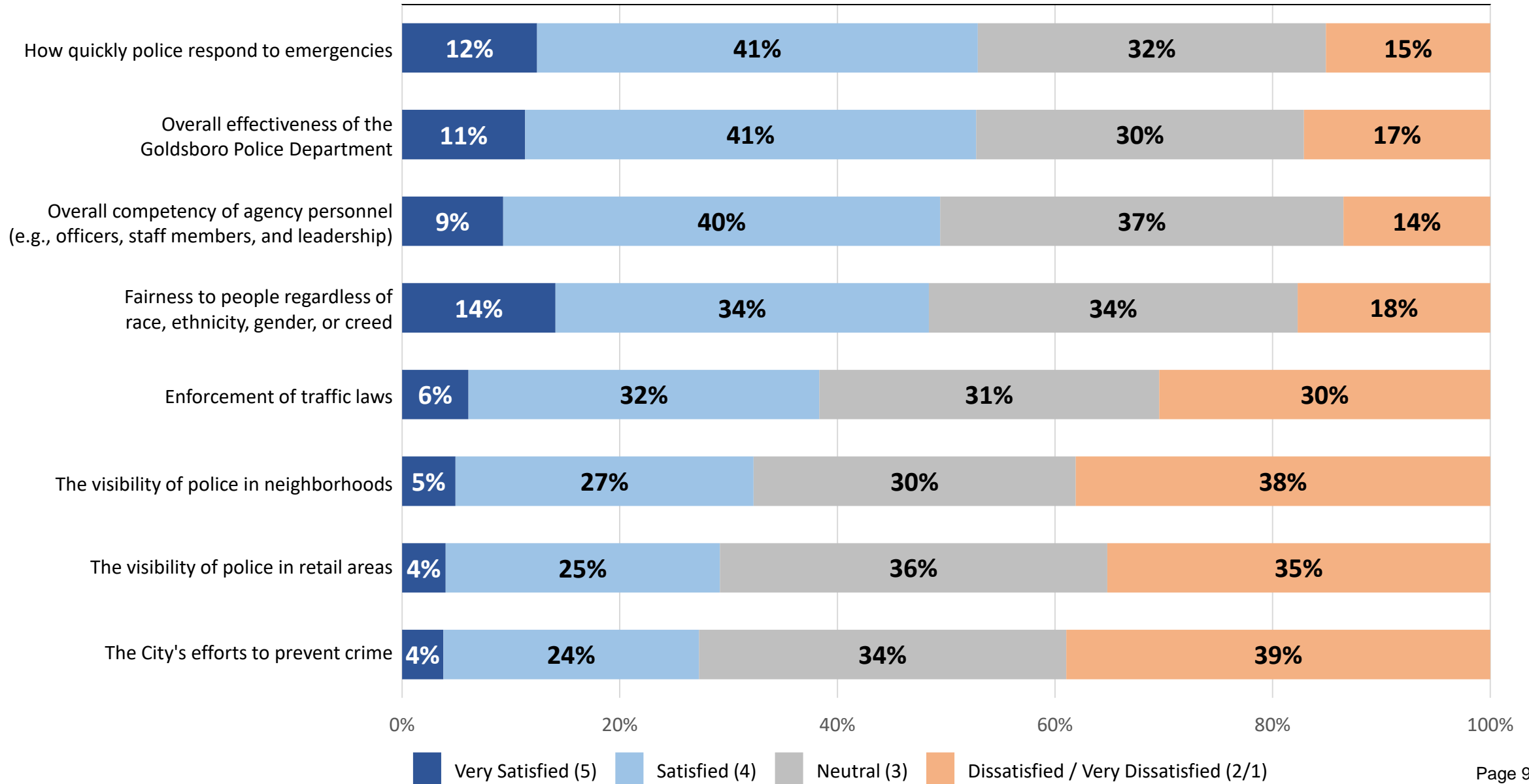
# Q7. Perceptions Of Safety

by percentage of respondents (excluding don't know)



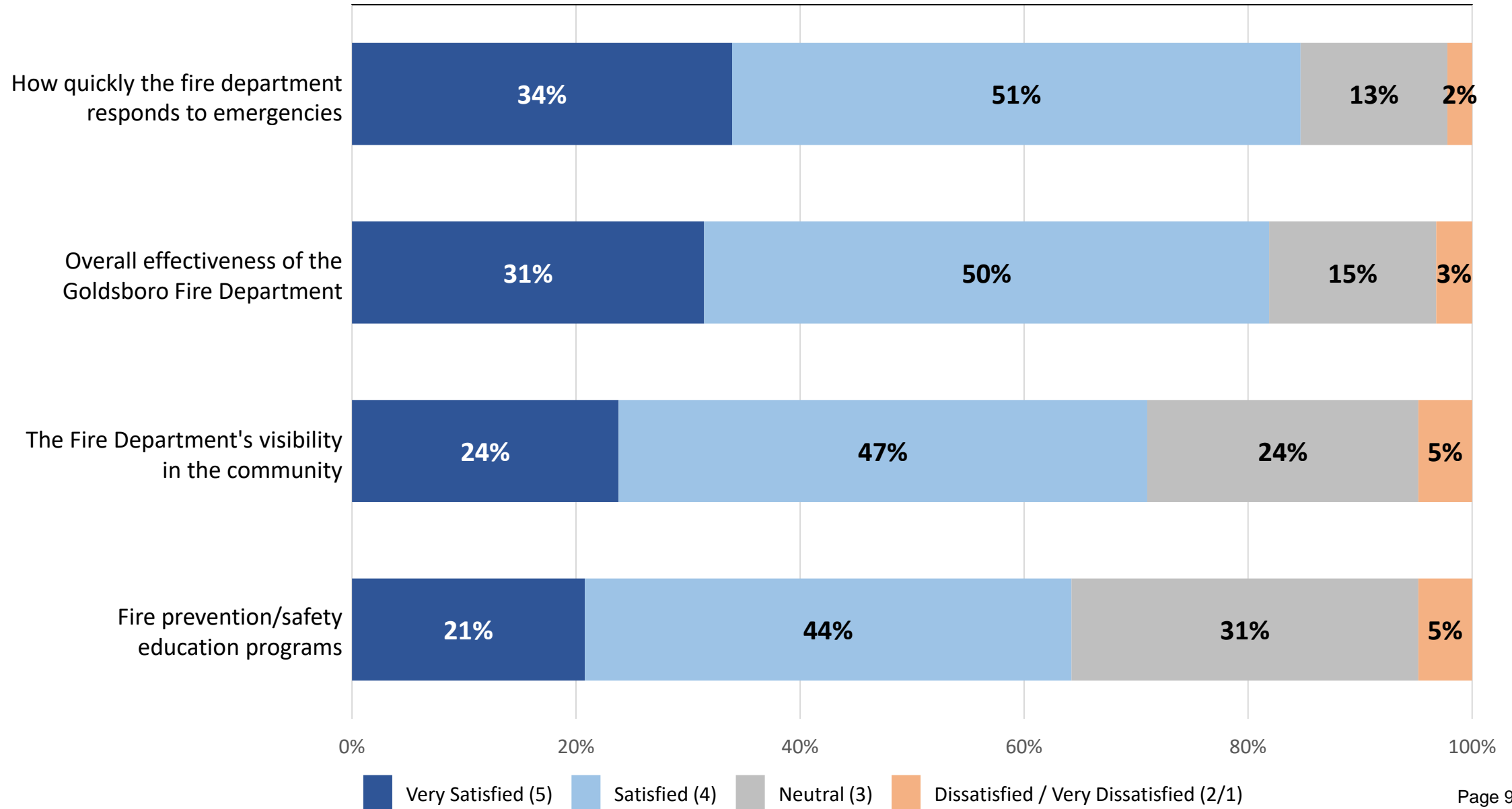
# Q8. Satisfaction With Police Services

by percentage of respondents (excluding don't know)



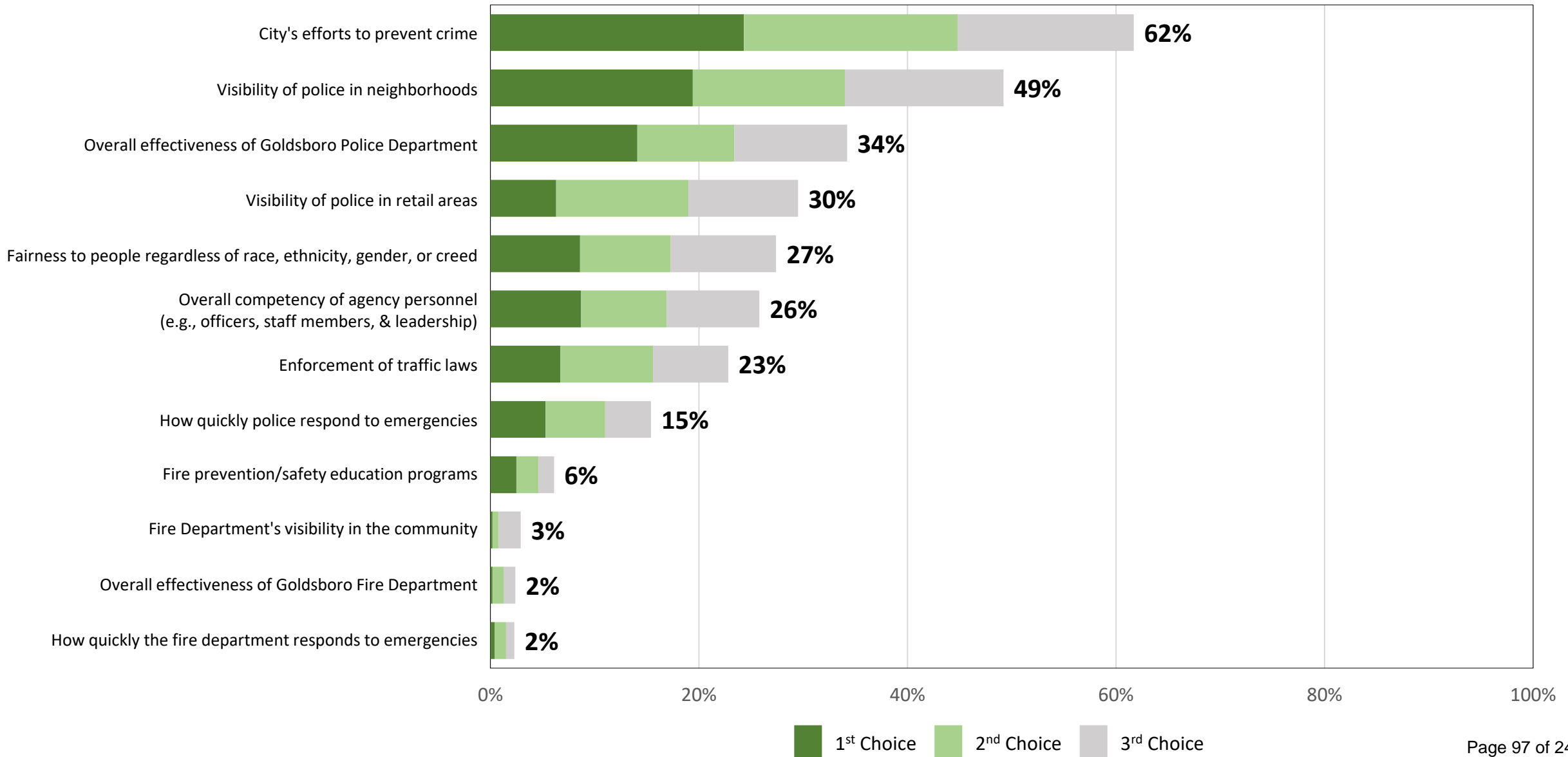
# Q8. Satisfaction With Fire Services

by percentage of respondents (excluding don't know)



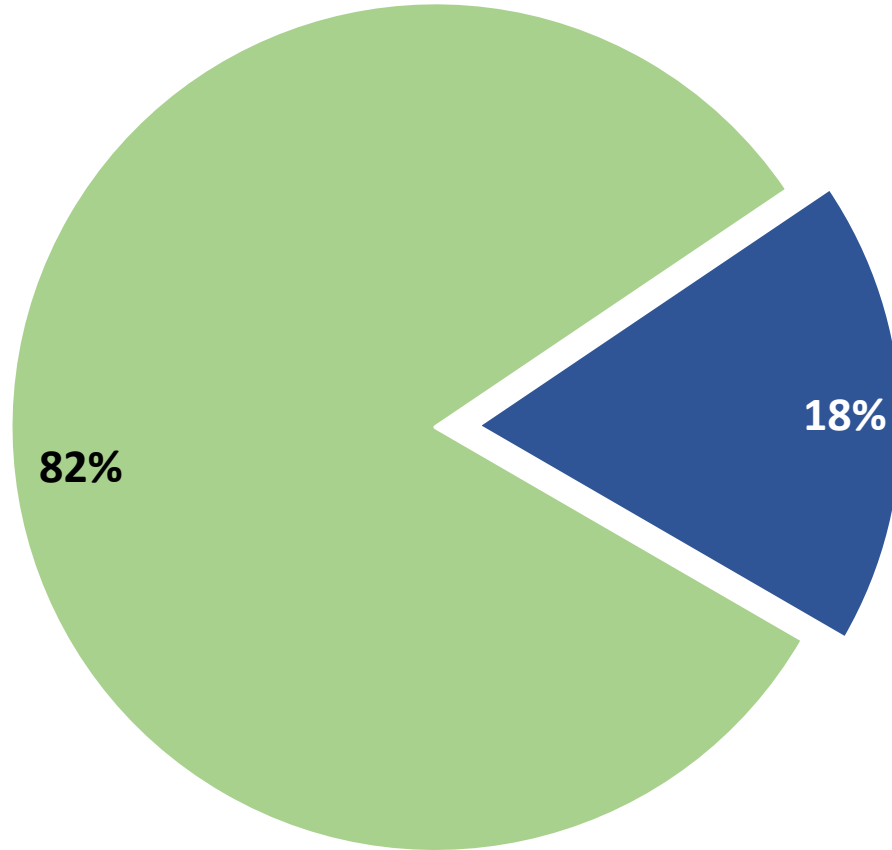
# Q9. Public Safety Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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

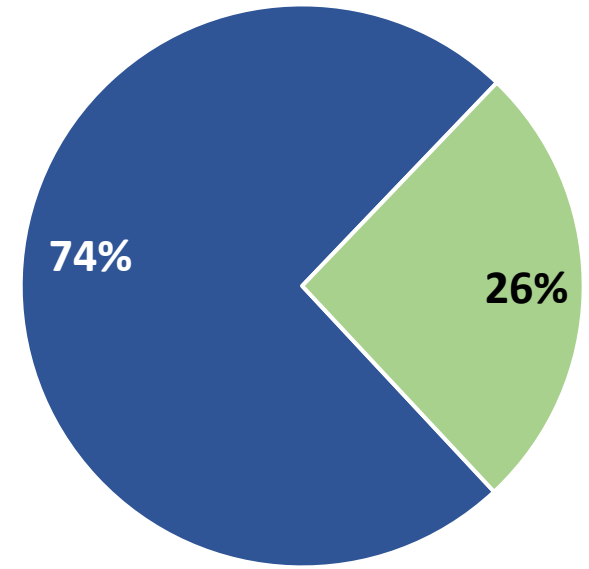


# Q10. In The Last 12 Months, Have You Or Anyone In Your Household Been A Victim Of Any Crime In Goldsboro?

by percentage of respondents (excluding don't know)



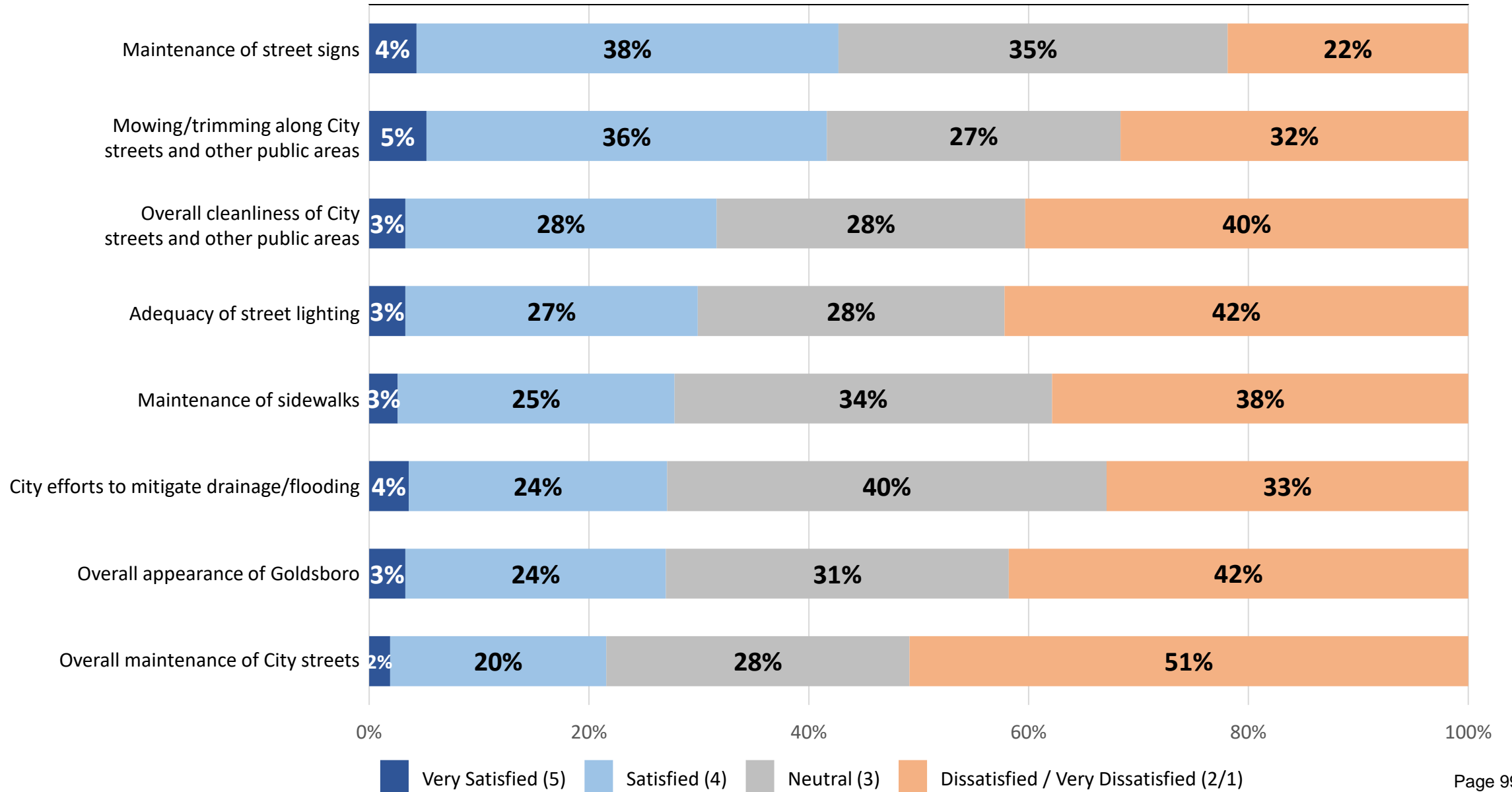
Q10a. Did You Report The Crimes To The Police?



■ Yes ■ No

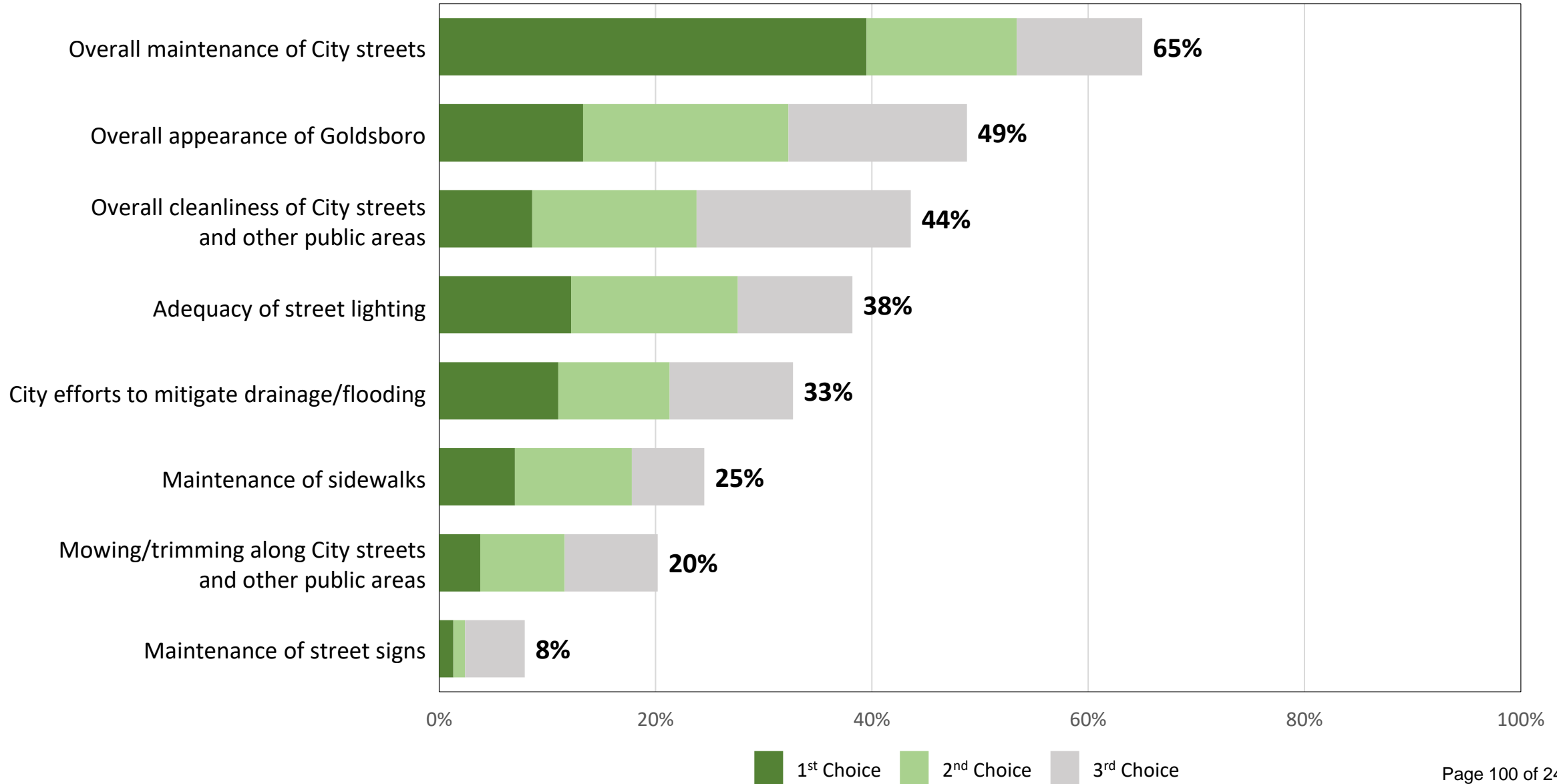
# Q11. Satisfaction With City Maintenance

by percentage of respondents (excluding don't know)



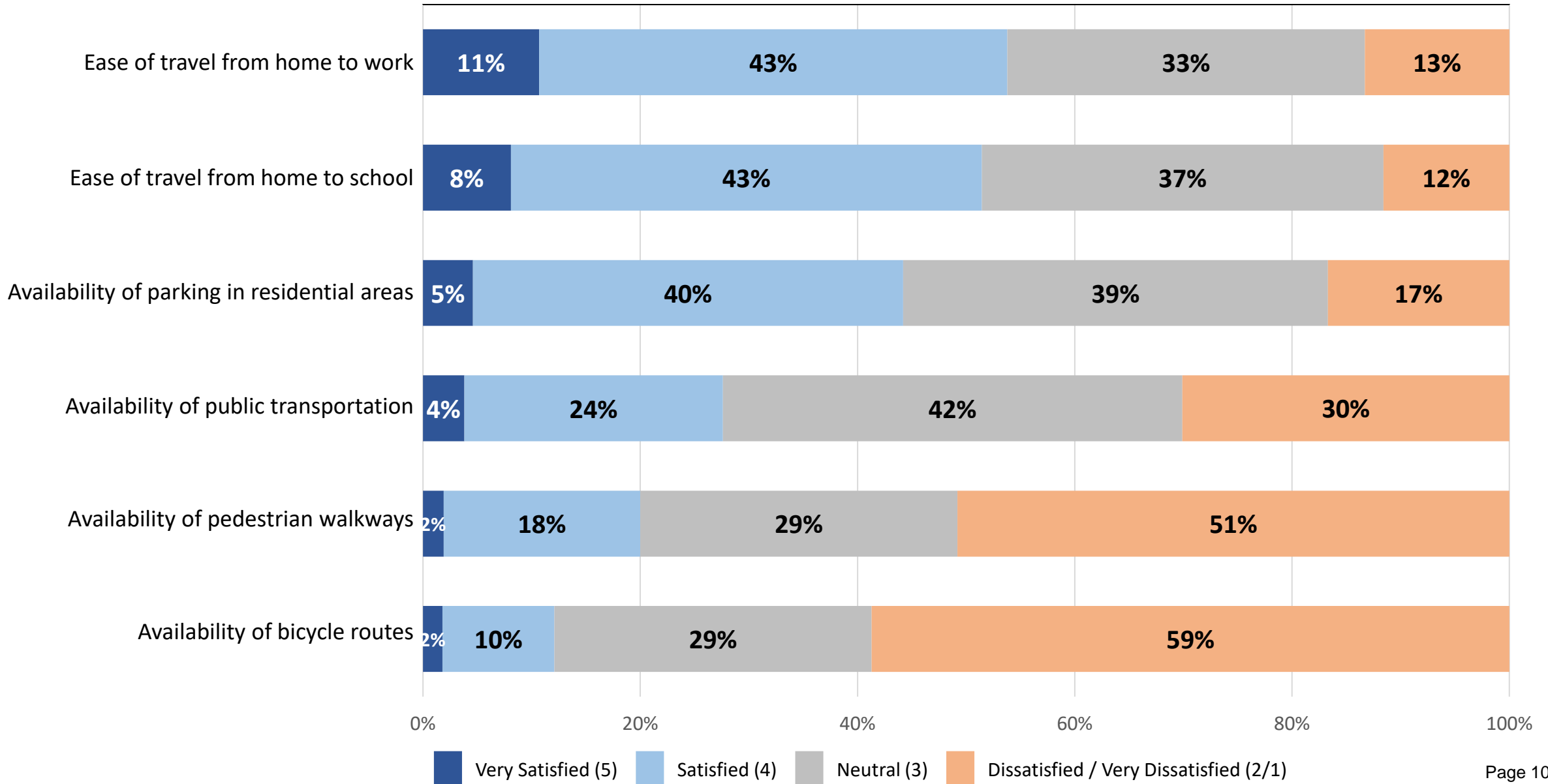
# Q12. City Maintenance Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



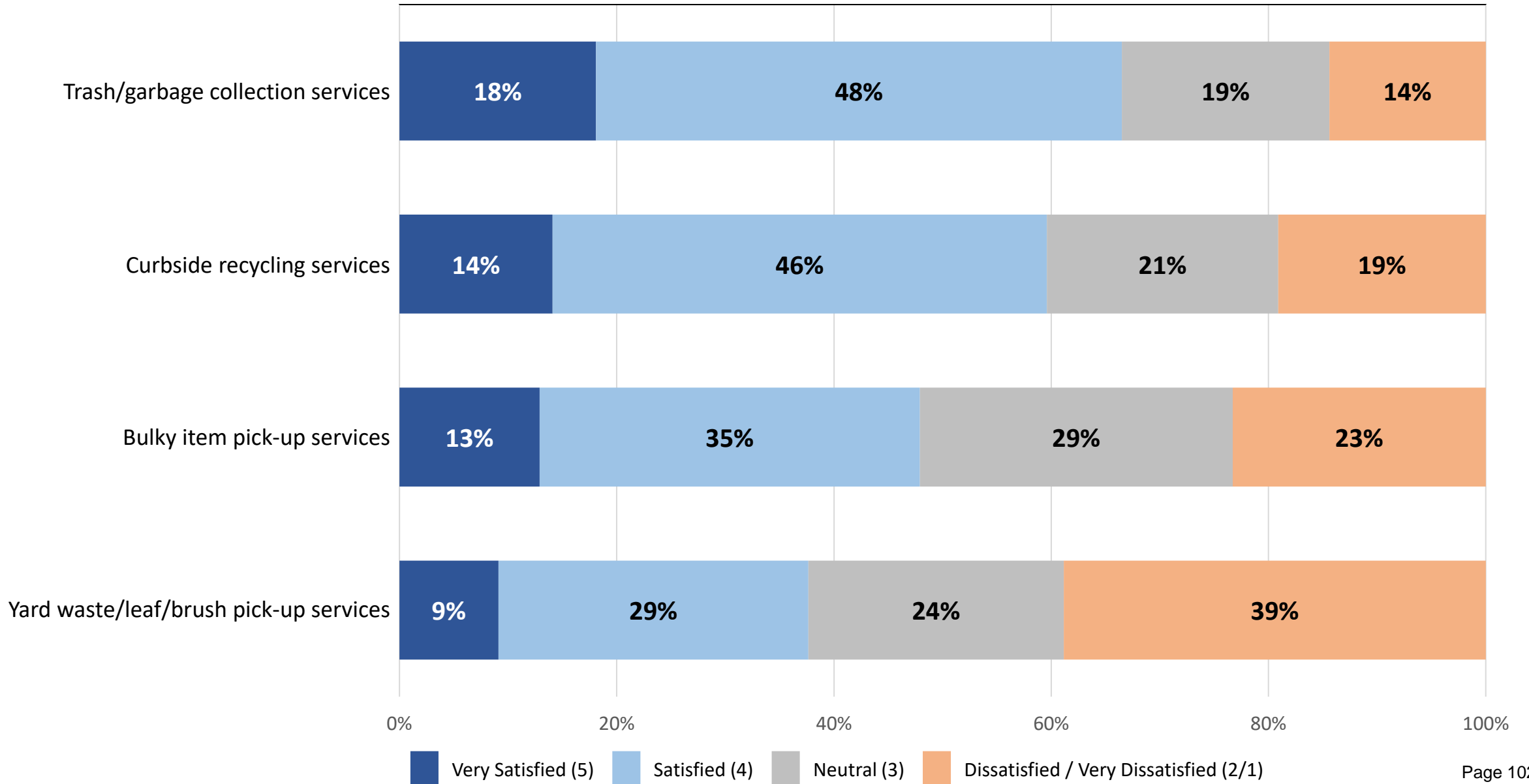
# Q13. Satisfaction With Transportation

by percentage of respondents (excluding don't know)



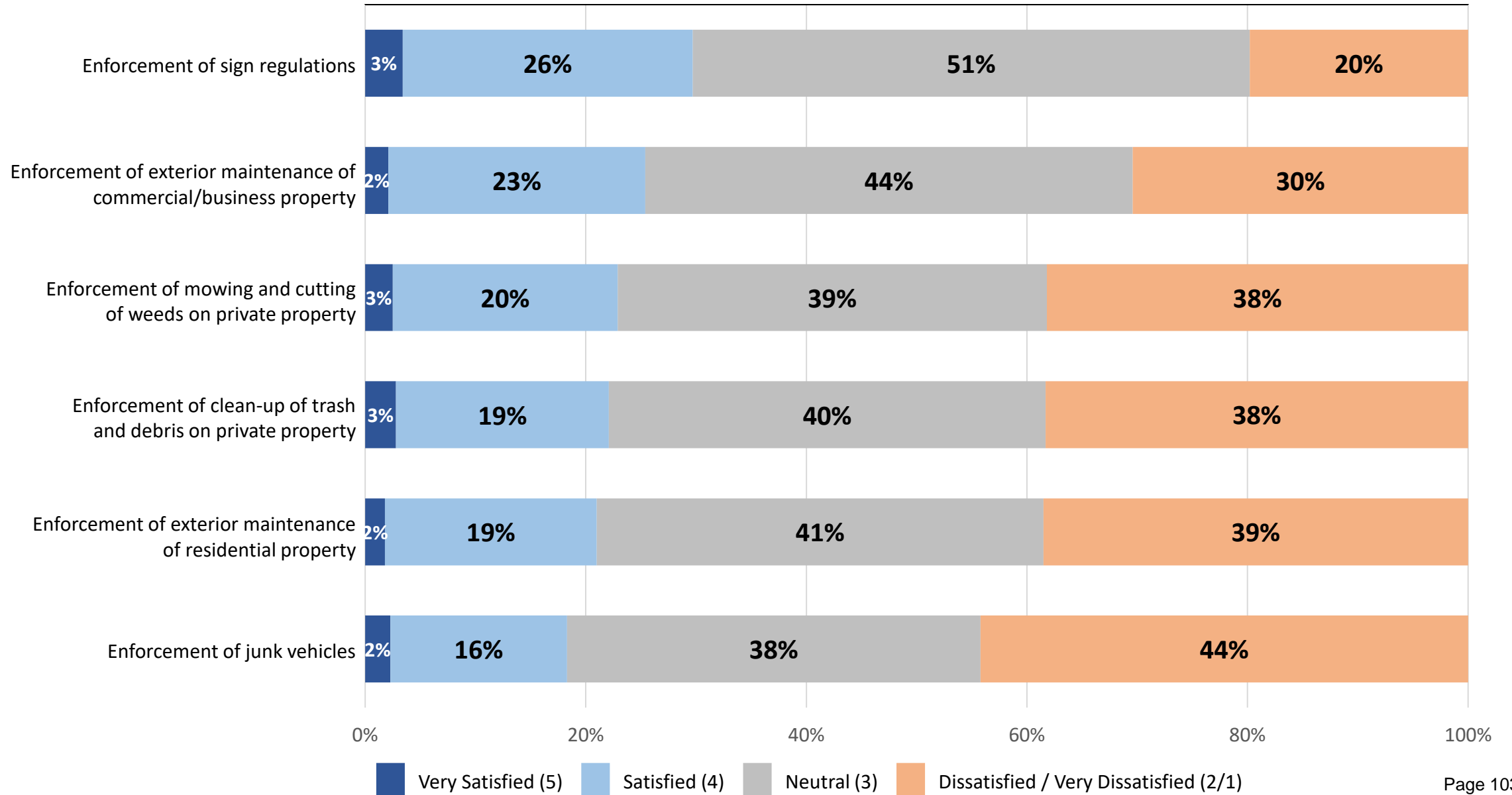
# Q14. Satisfaction With Solid Waste Collection

by percentage of respondents (excluding don't know)



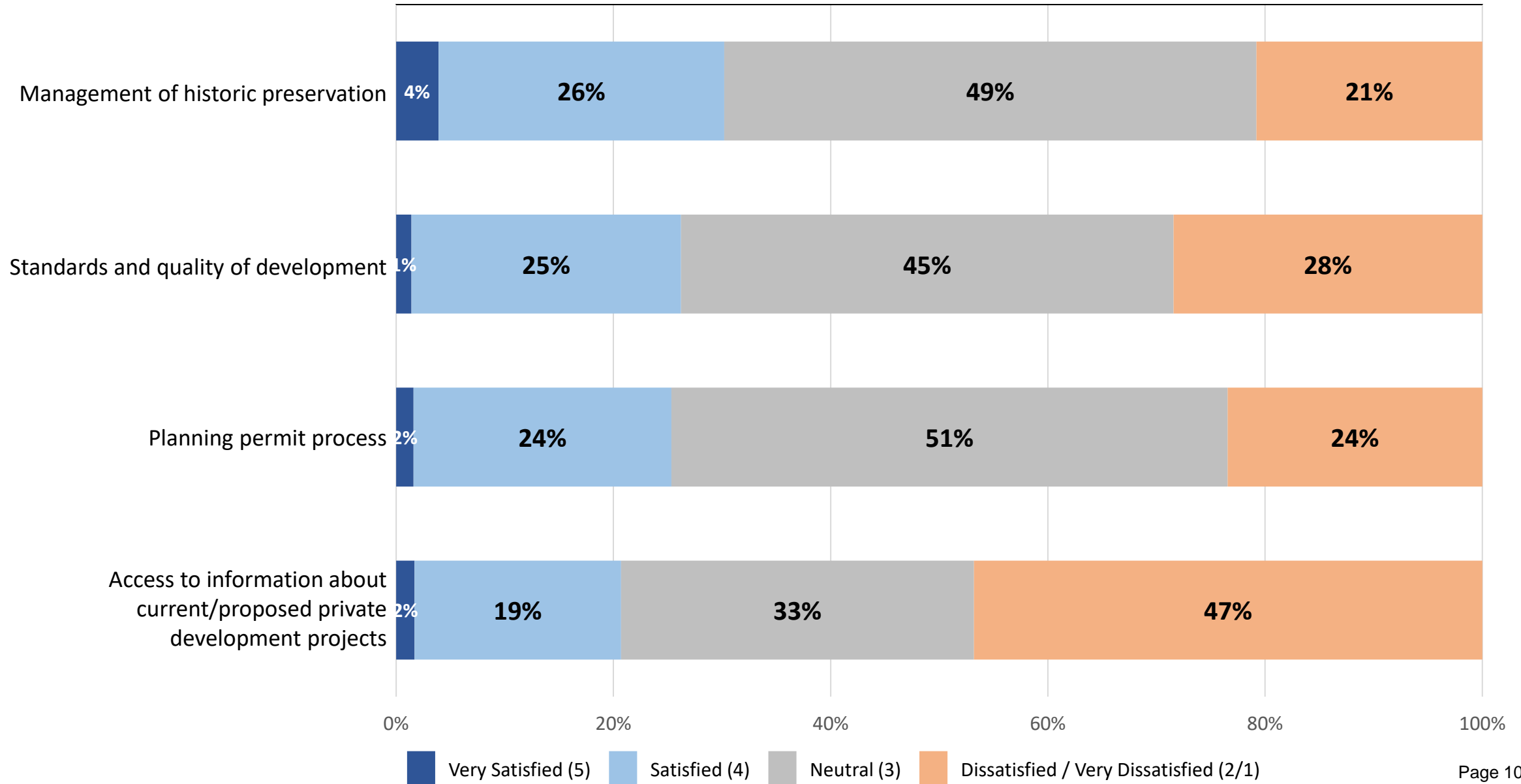
# Q15. Satisfaction With Code Enforcement

by percentage of respondents (excluding don't know)



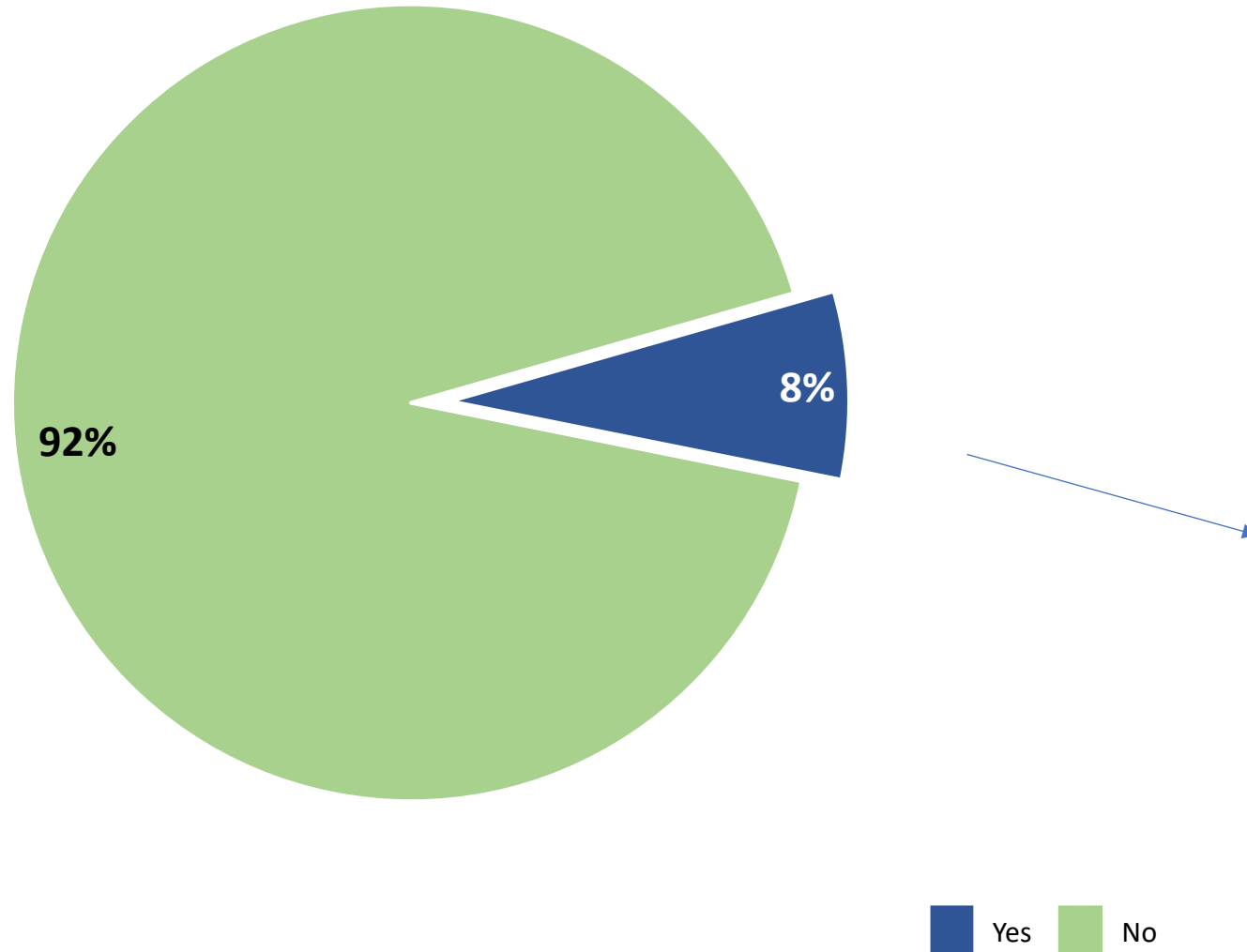
# Q16. Satisfaction With Development Services

by percentage of respondents (excluding don't know)

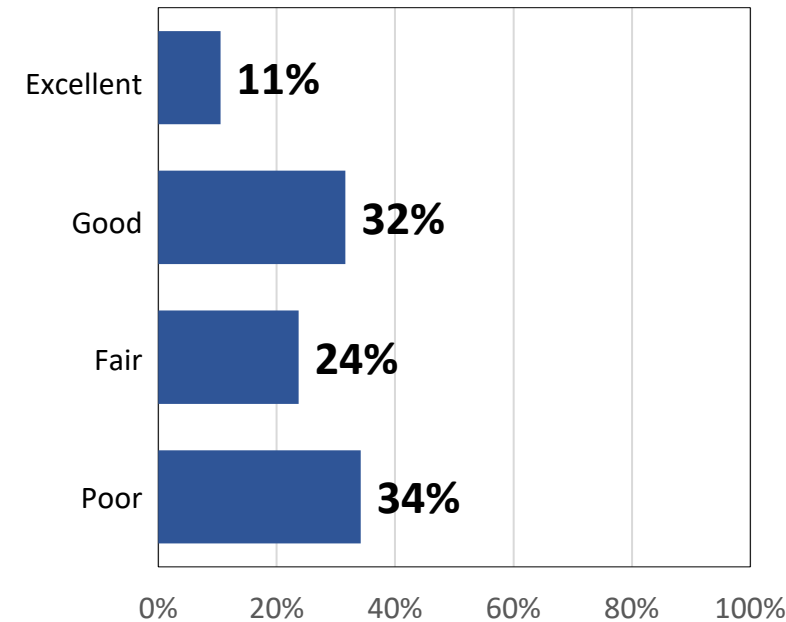


# Q17. Have You Applied For Any Planning Or Development Permits In The Last 12 Months?

by percentage of respondents (excluding don't know)

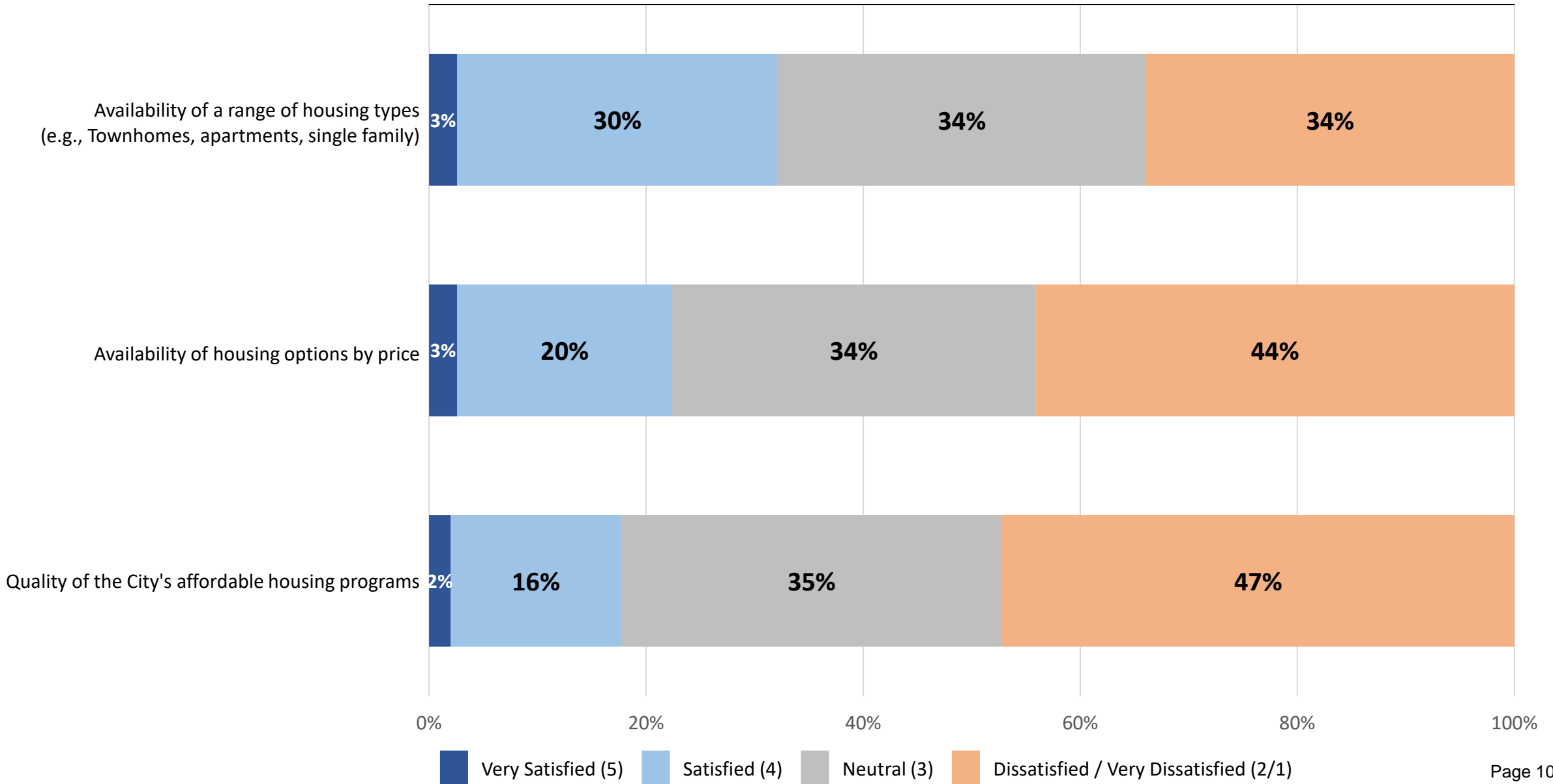


## Q17a. How Would You Rate Your Overall Experience?



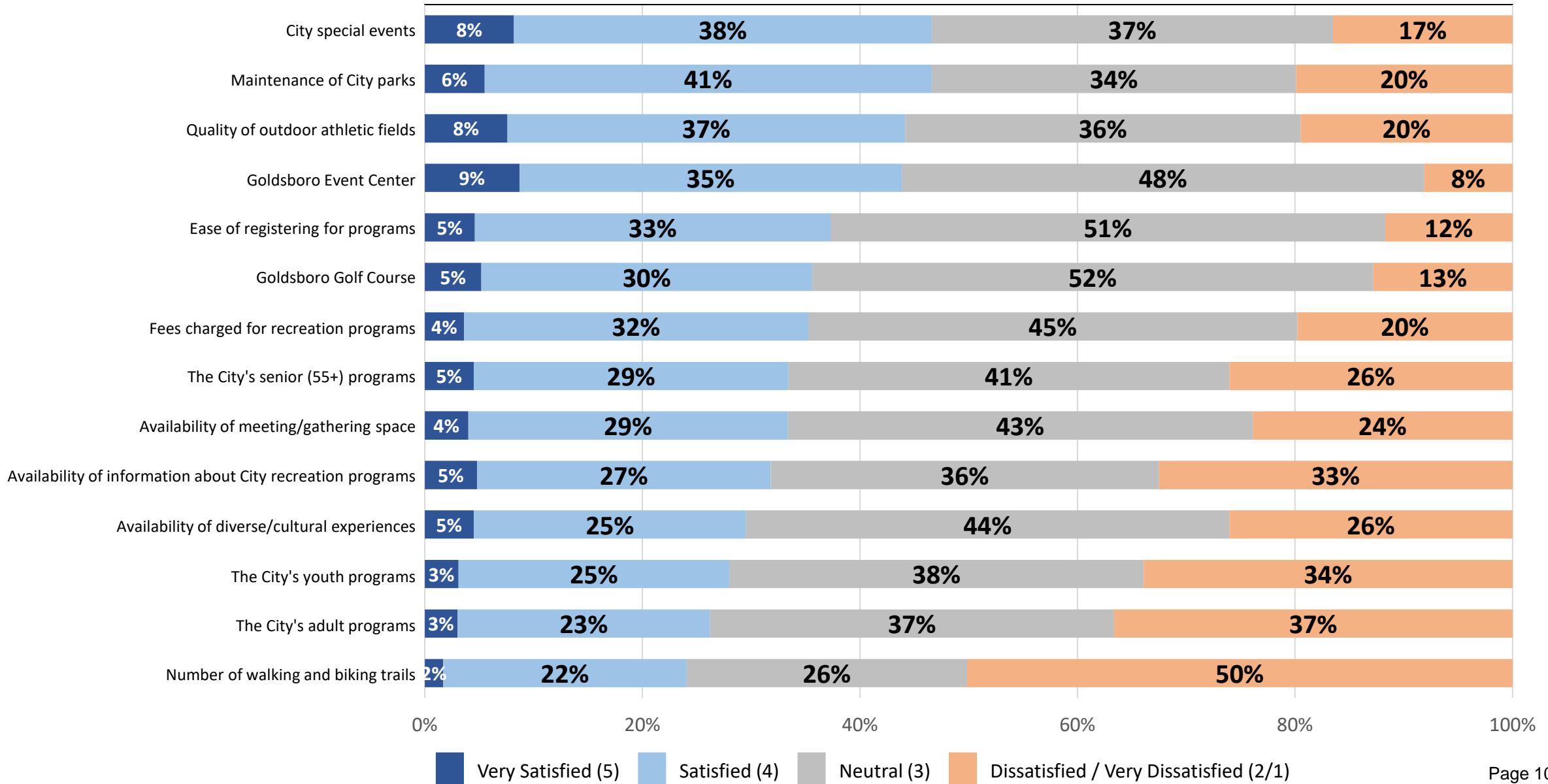
# Q18. Satisfaction With Housing

by percentage of respondents (excluding don't know)



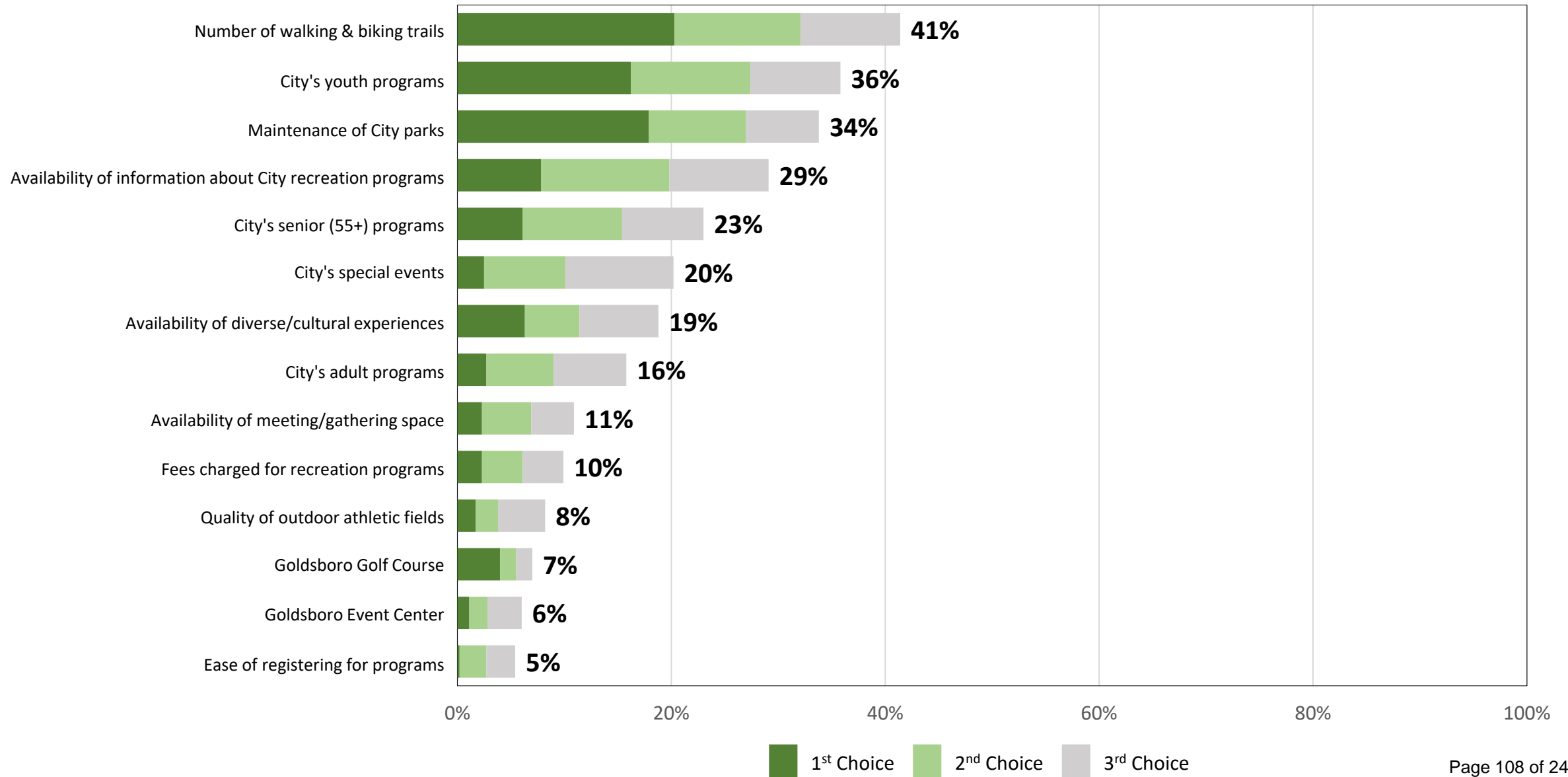
# Q19. Satisfaction With Parks And Recreation

by percentage of respondents (excluding don't know)



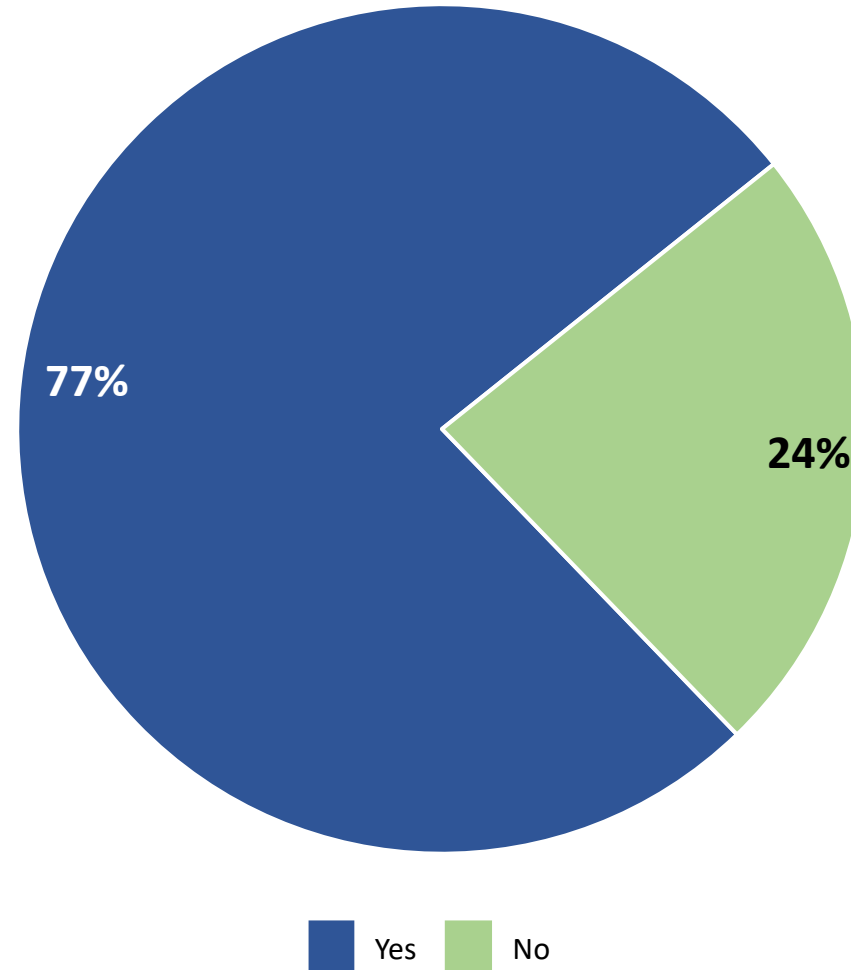
# Q20. Parks And Recreation Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



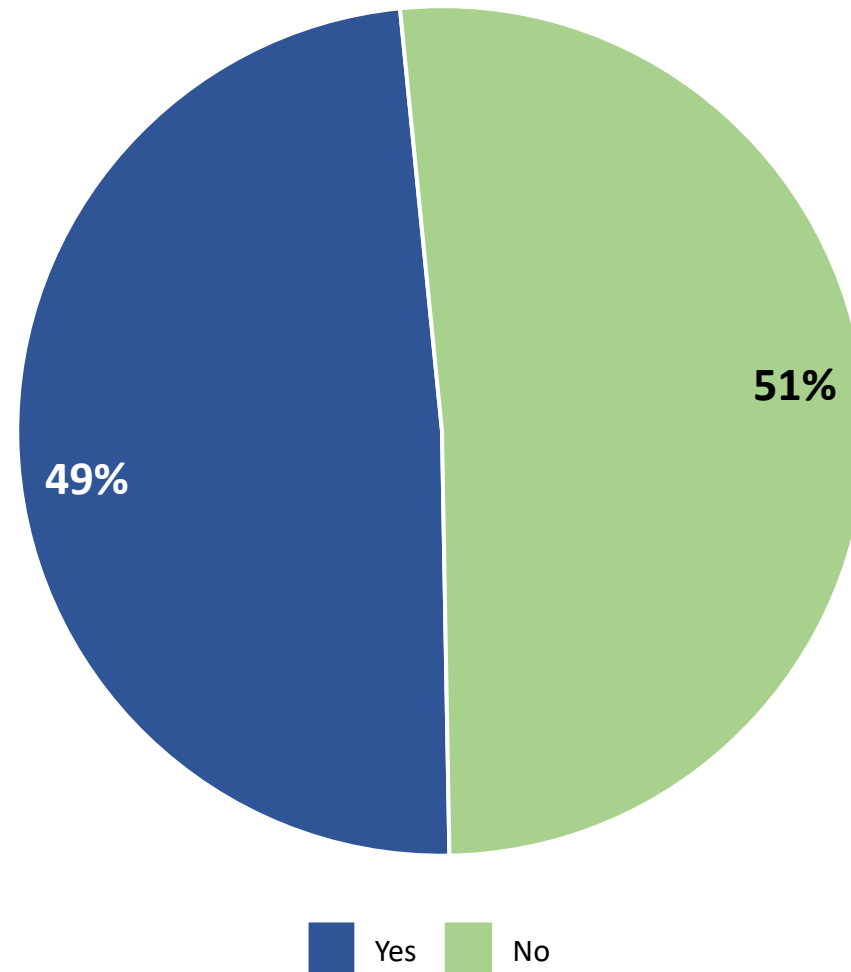
# Q21. Has Anyone In Your Household Used Or Attended A Goldsboro Park, Recreation Facility, Or Recreation Program During The Last 12 Months?

by percentage of respondents (excluding don't know)



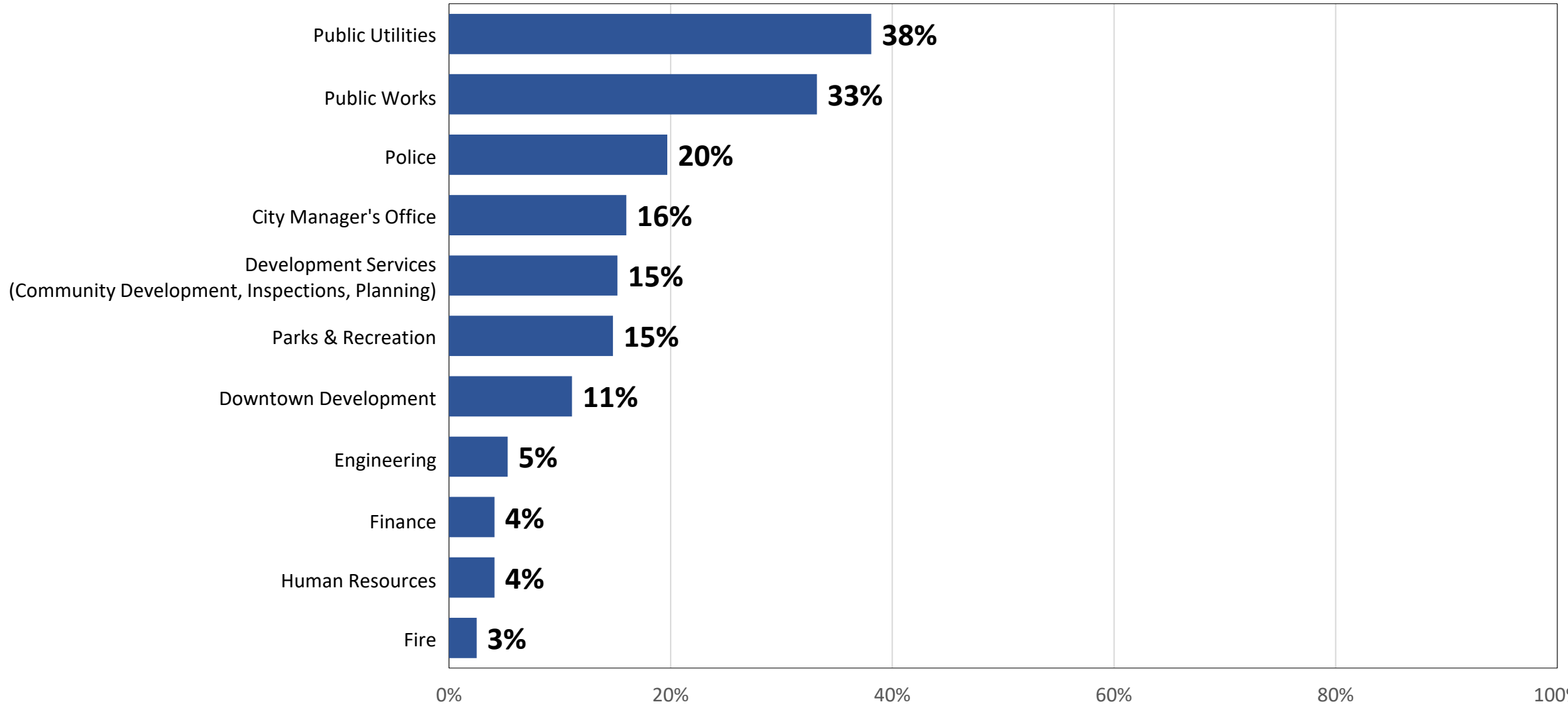
# Q22. Have You Interacted With (Called, Visited Online Or In Person) The City With A Question, Problem, Or Complaint During The Past Year?

by percentage of respondents (excluding don't know)



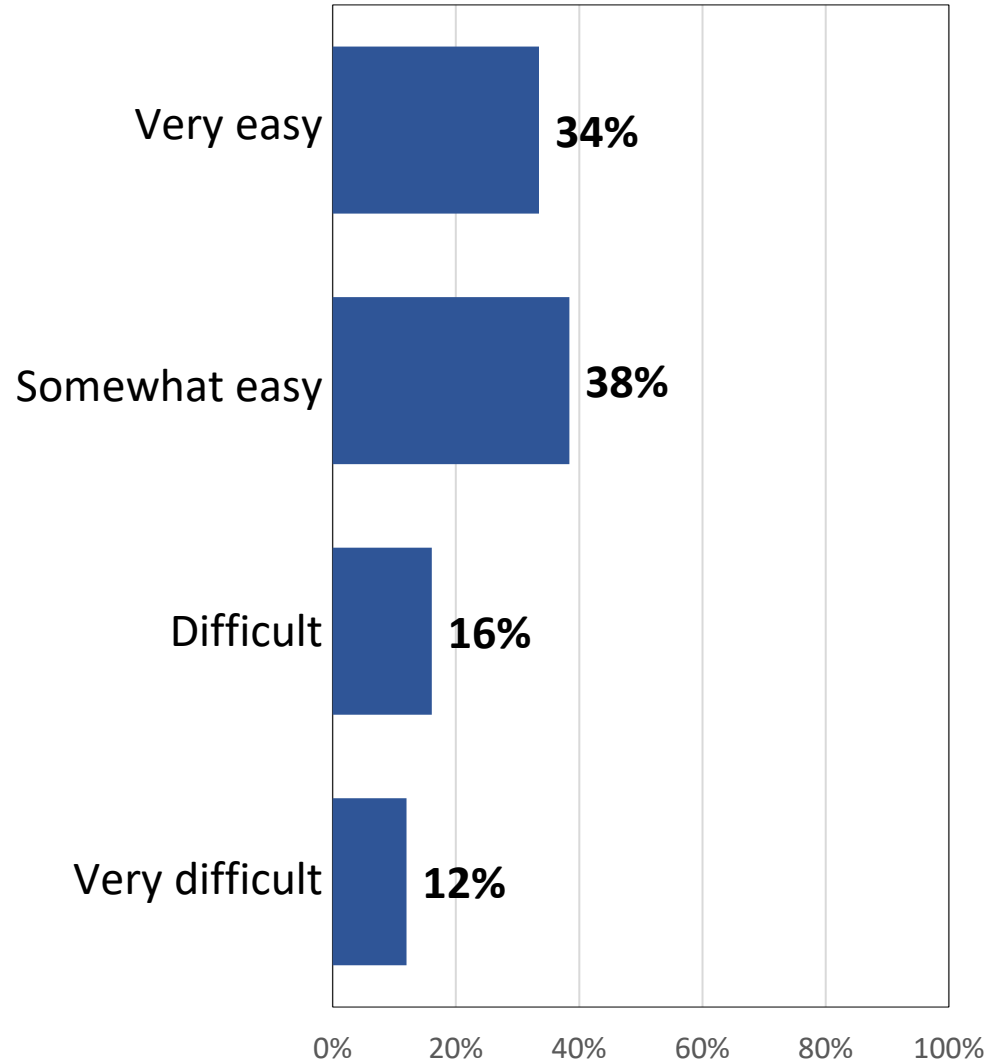
# Q22a. What Department(s) Did You Contact?

by percentage of respondents who have interacted with the City



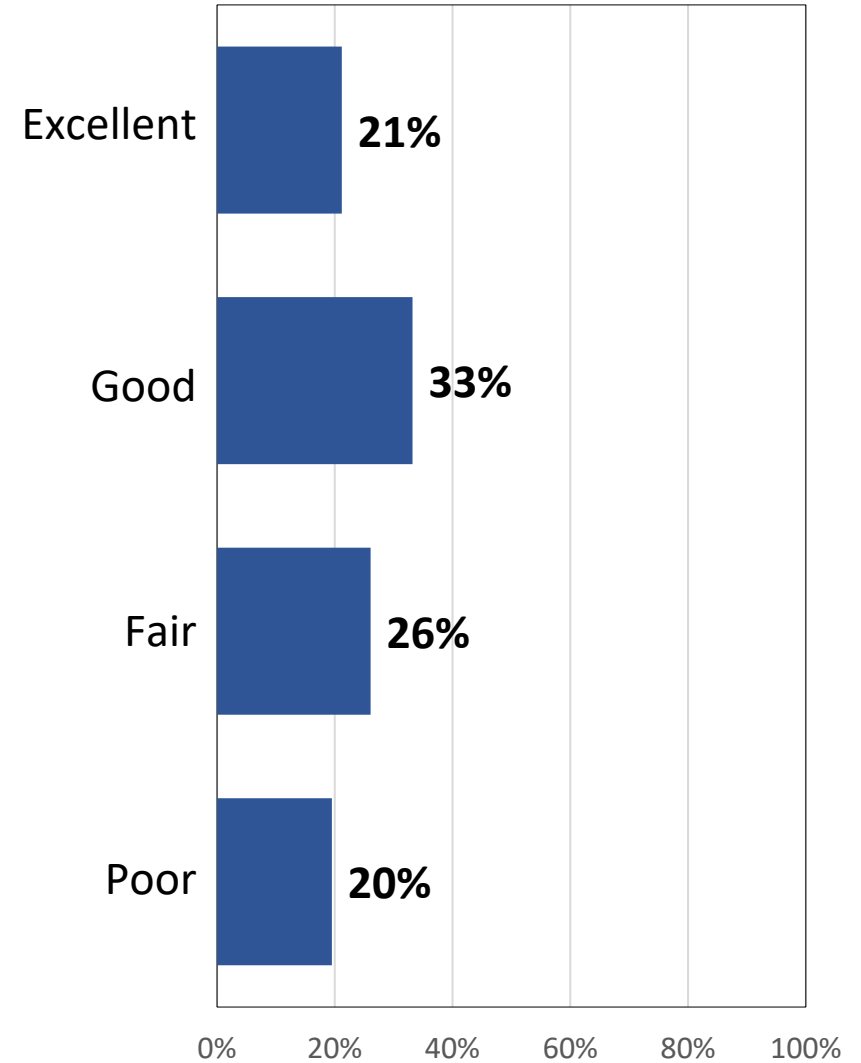
## Q22b. How Easy Was It To Contact The Person You Needed To Reach?

by percentage of respondents who have interacted with the City



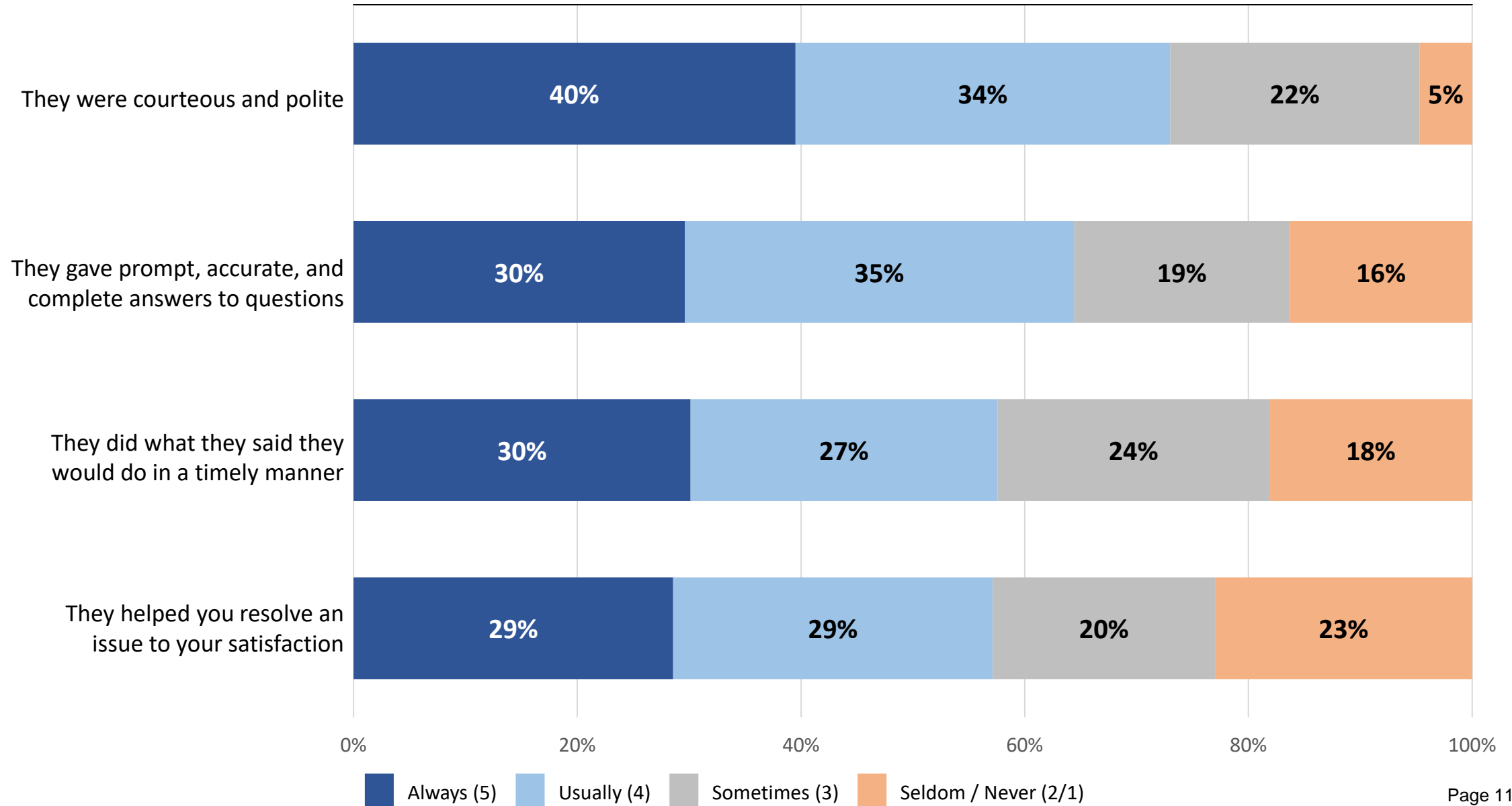
## Q22c. How Would You Rate Your Overall Experience?

by percentage of respondents who have interacted with the City



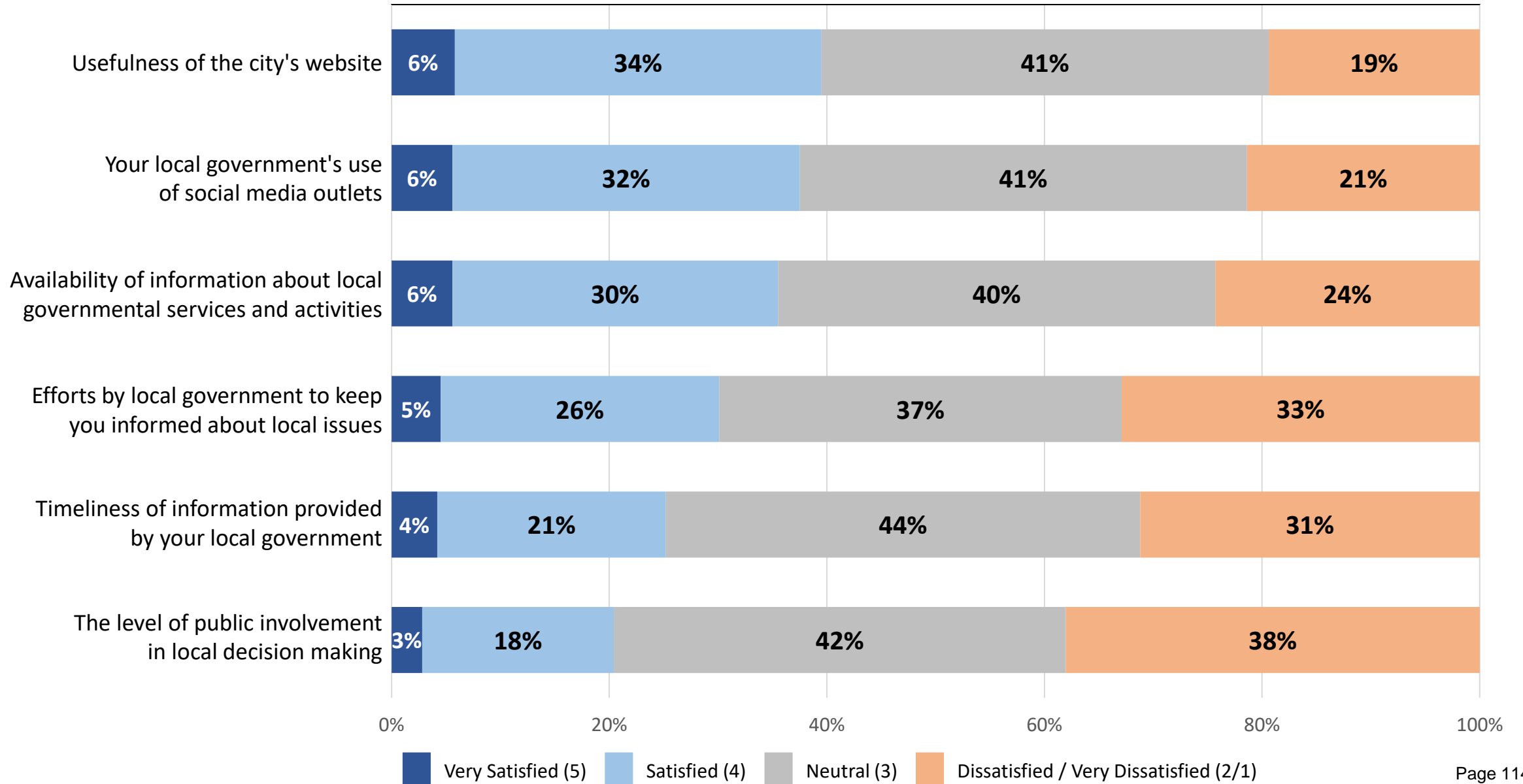
# Q22d. For Each Item, Please Rate How Often The Employees You Have Contacted During The Past Year Have Displayed The Behavior Described

by percentage of respondents who have interacted with the City



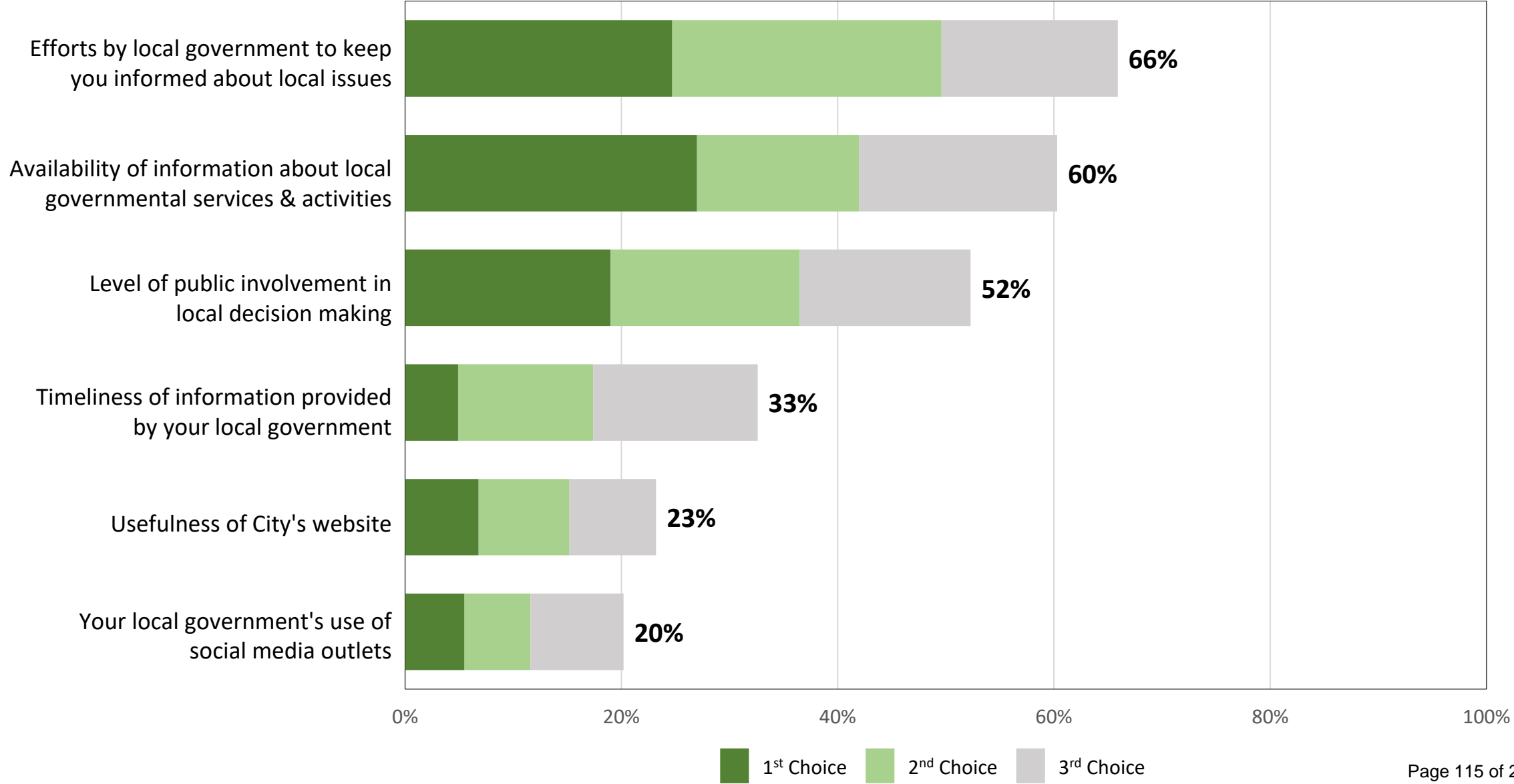
# Q23. Satisfaction With Communication

by percentage of respondents (excluding don't know)



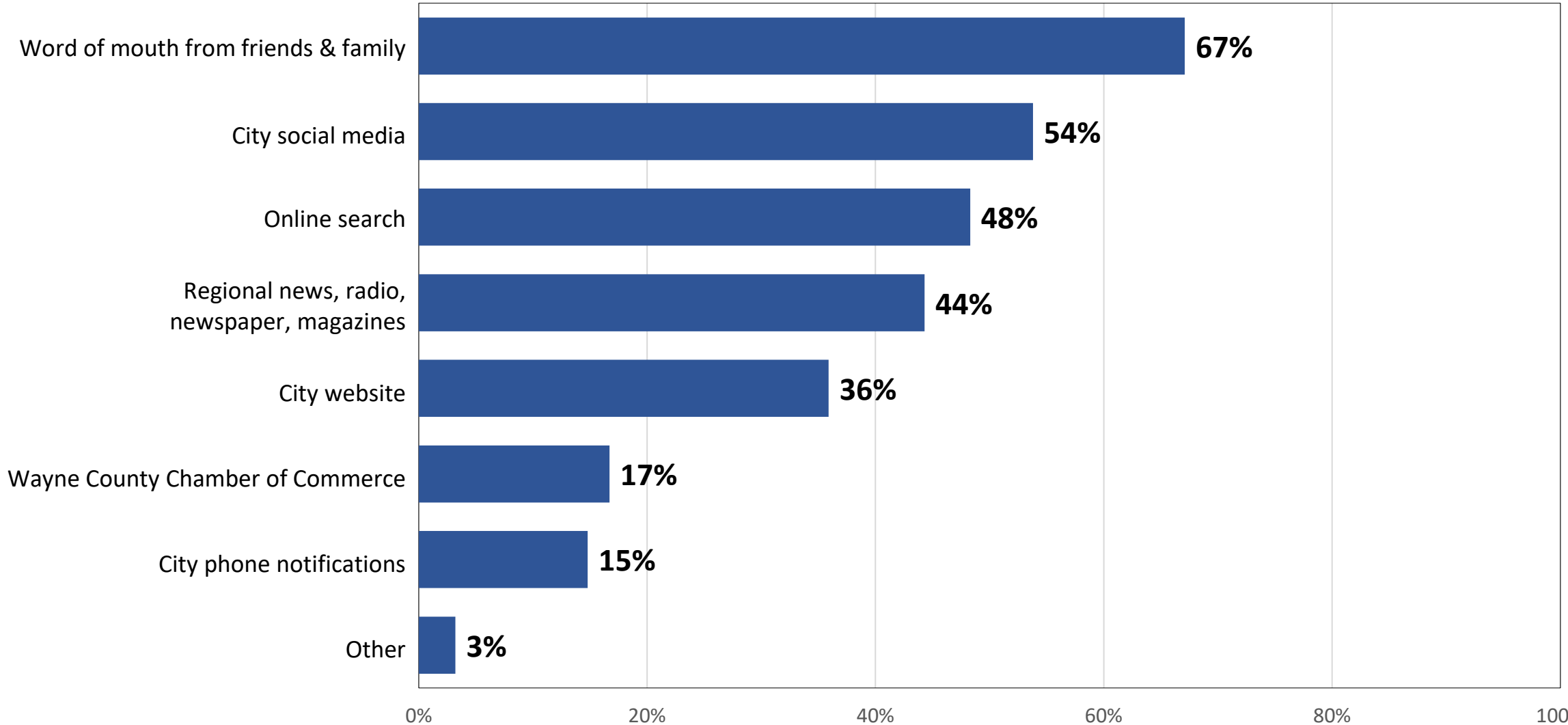
# Q24. Communication Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

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



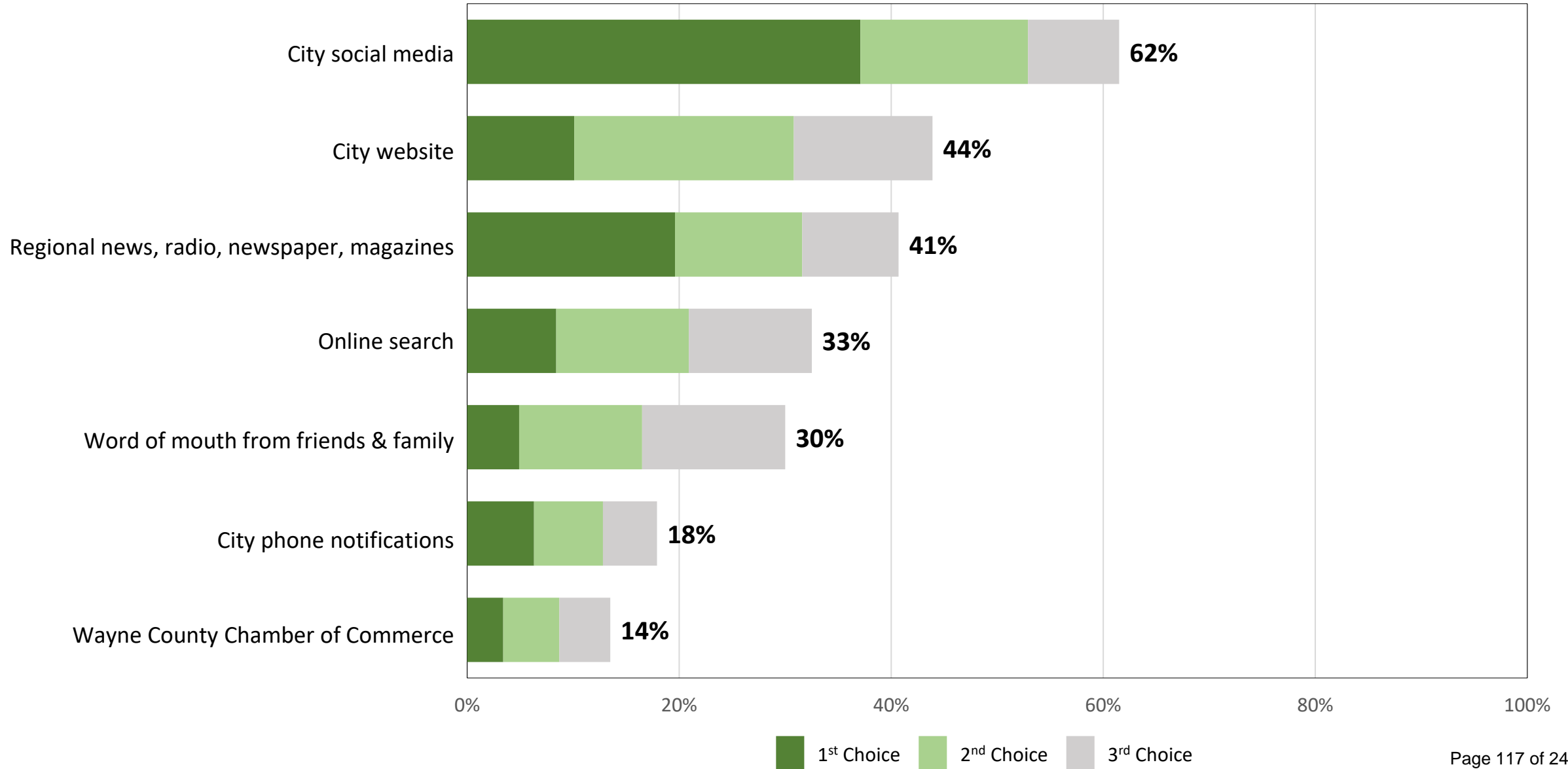
# Q25. All The Ways You Learn About Goldsboro Programs, News, Activities, And Events.

by percentage of respondents (multiple selections could be made)



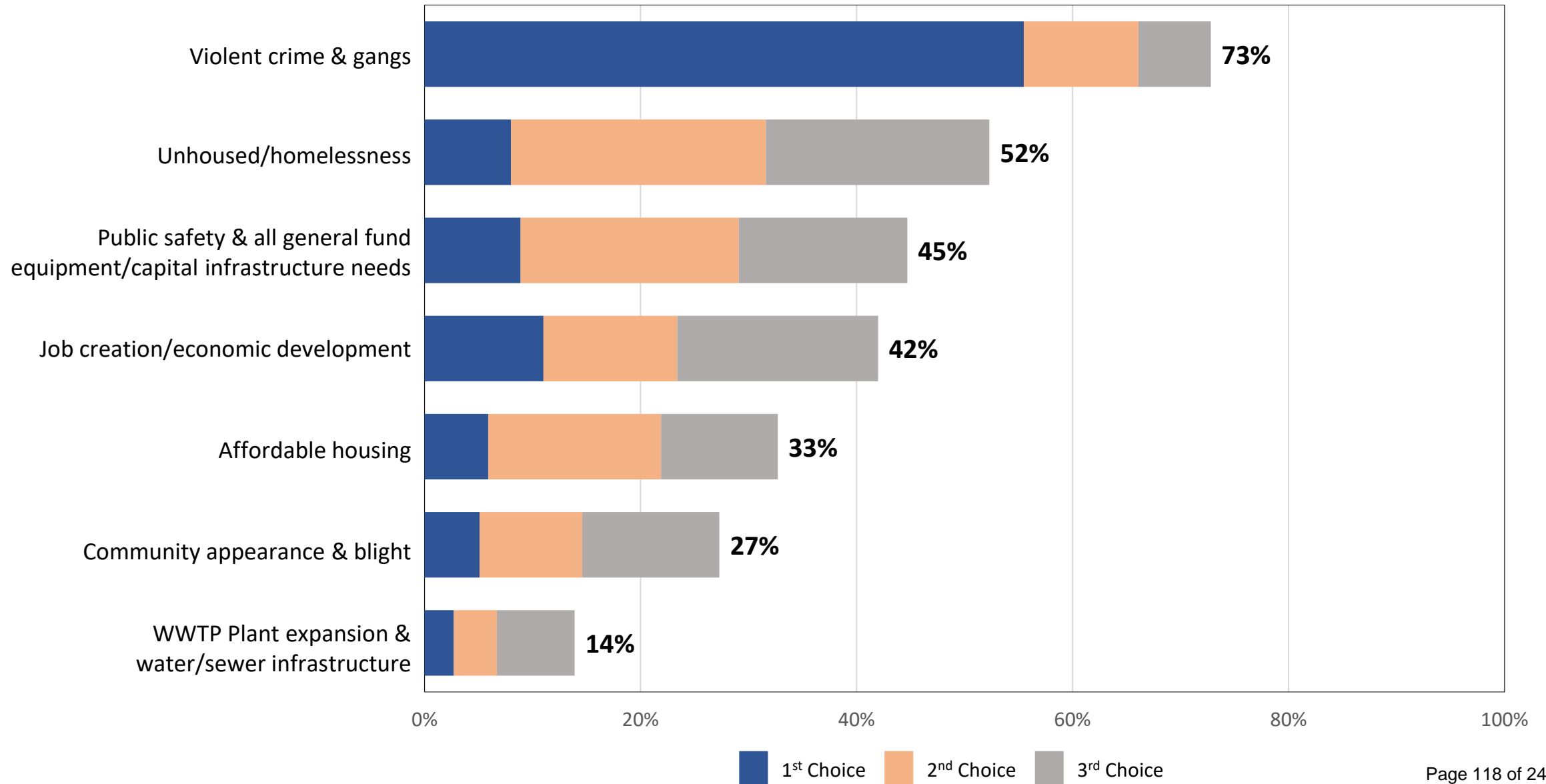
# Q26. Which Three Of The Sources From The List In Question 25 Do You Most Prefer To Use To Learn About Town News, Events, Programs, Or Activities?

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?

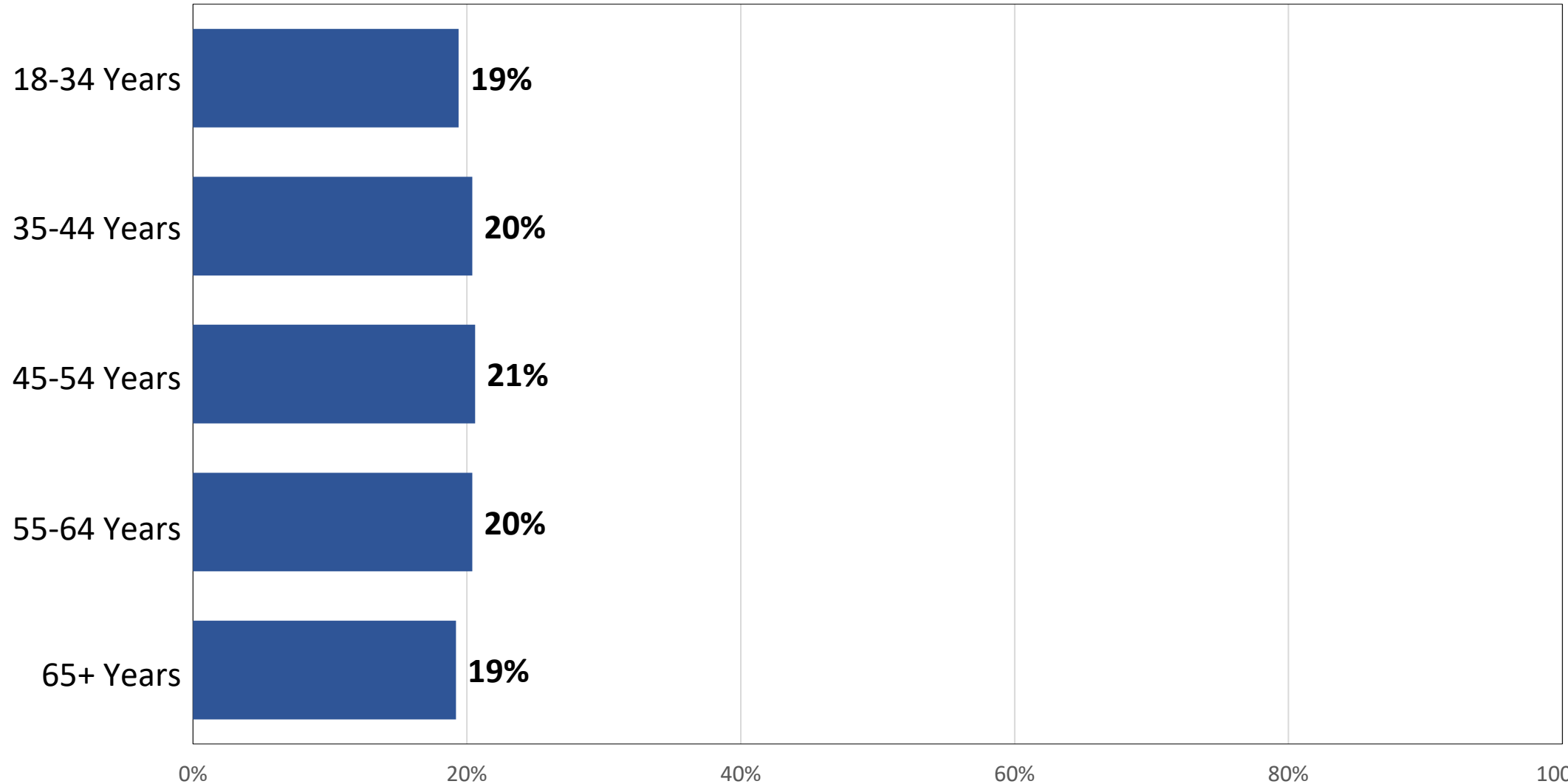
by percentage of respondents who selected the item as one of their top three choices



# Demographics

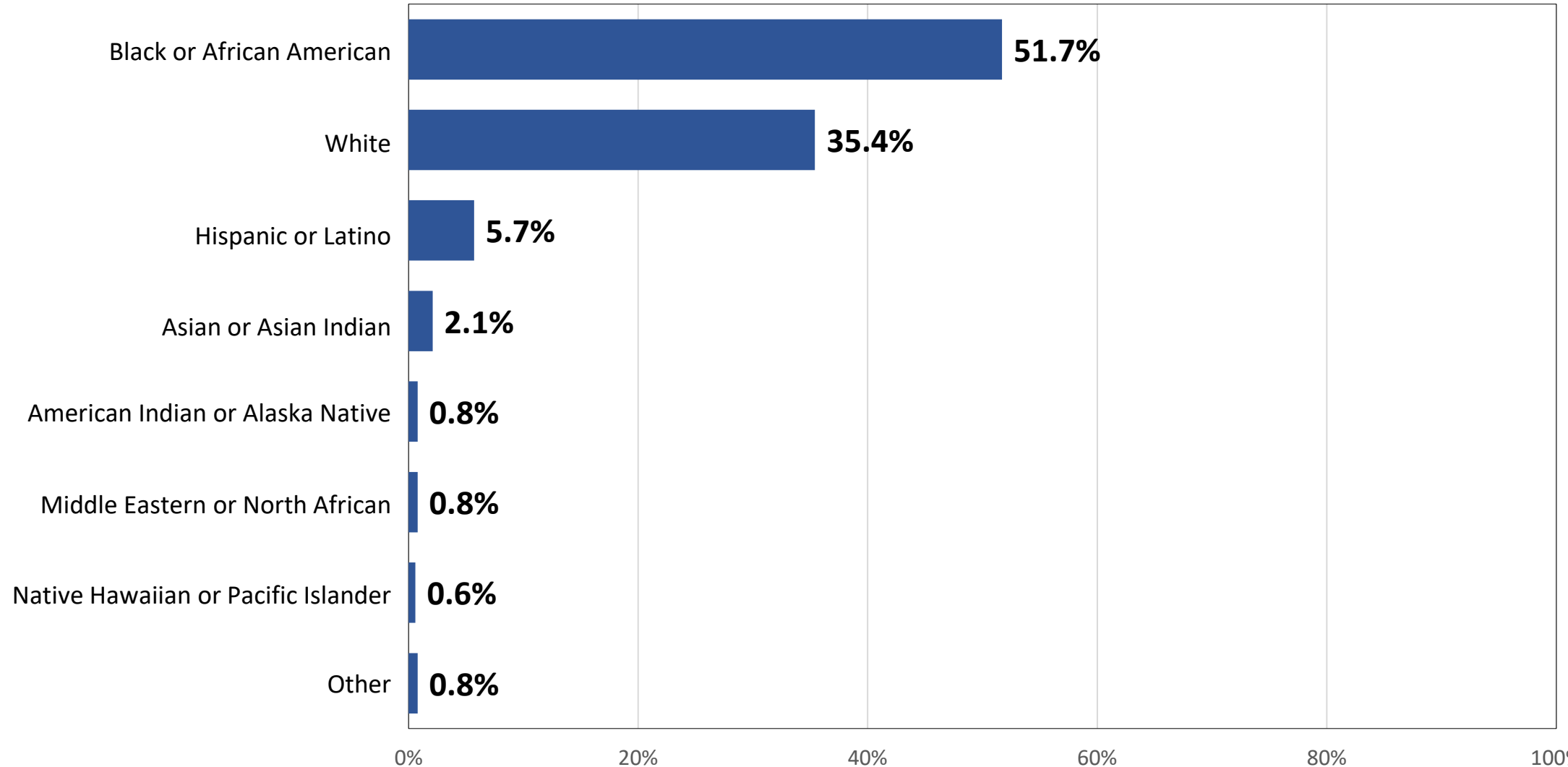
# Q28. What Is Your Age?

by percentage of respondents (excluding “not provided”)



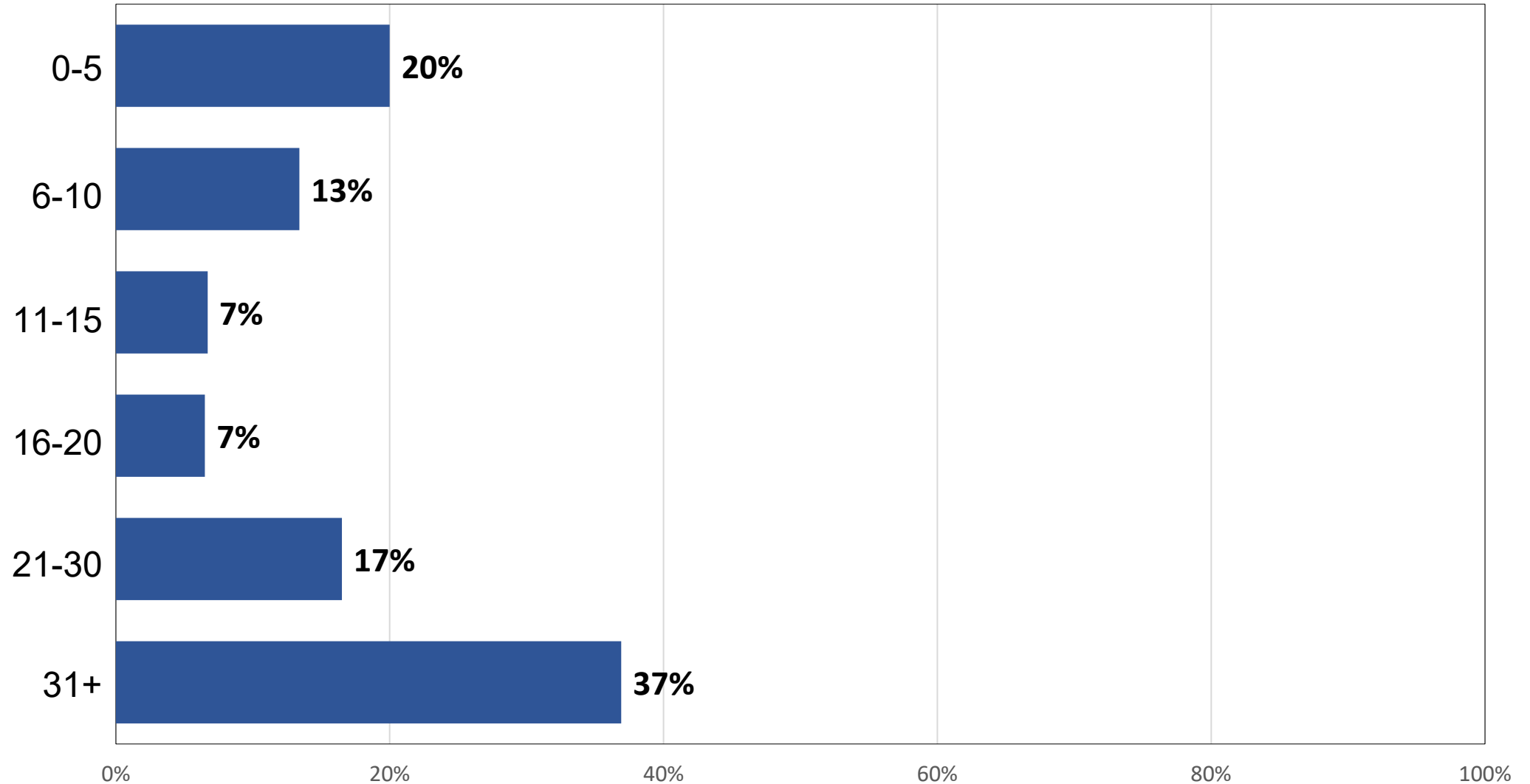
# Q29. Which Of The Following Best Describes Your Race/Ethnicity?

by percentage of respondents



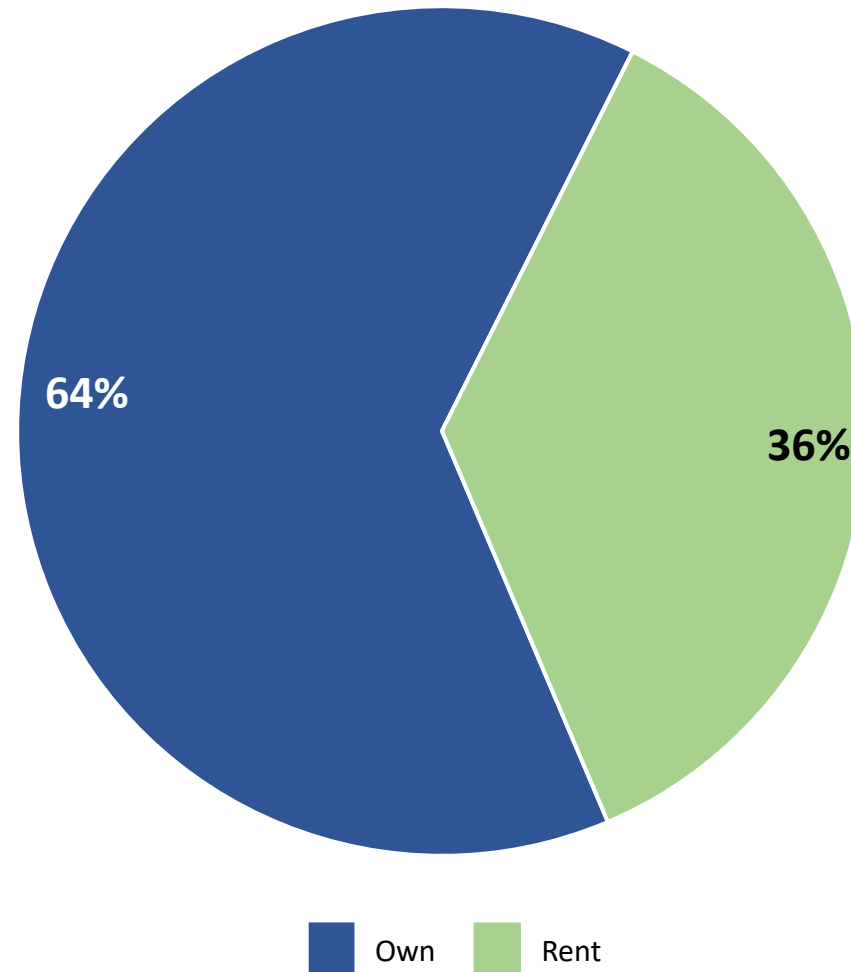
# Q30. Approximately How Many Years Have You Lived In The City?

by percentage of respondents (excluding “not provided”)



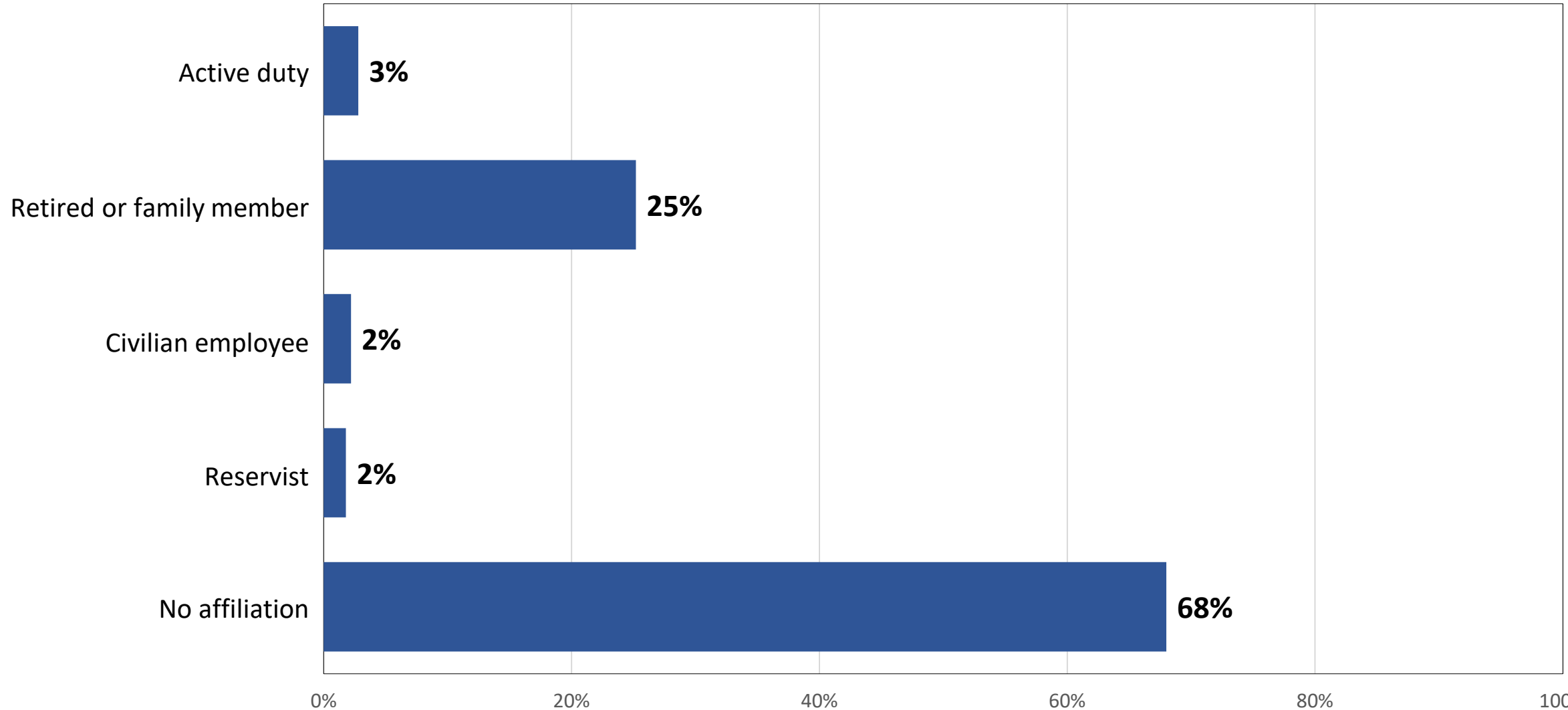
# Q31. Do You Own Or Rent Your Current Residence?

by percentage of respondents (excluding not provided)



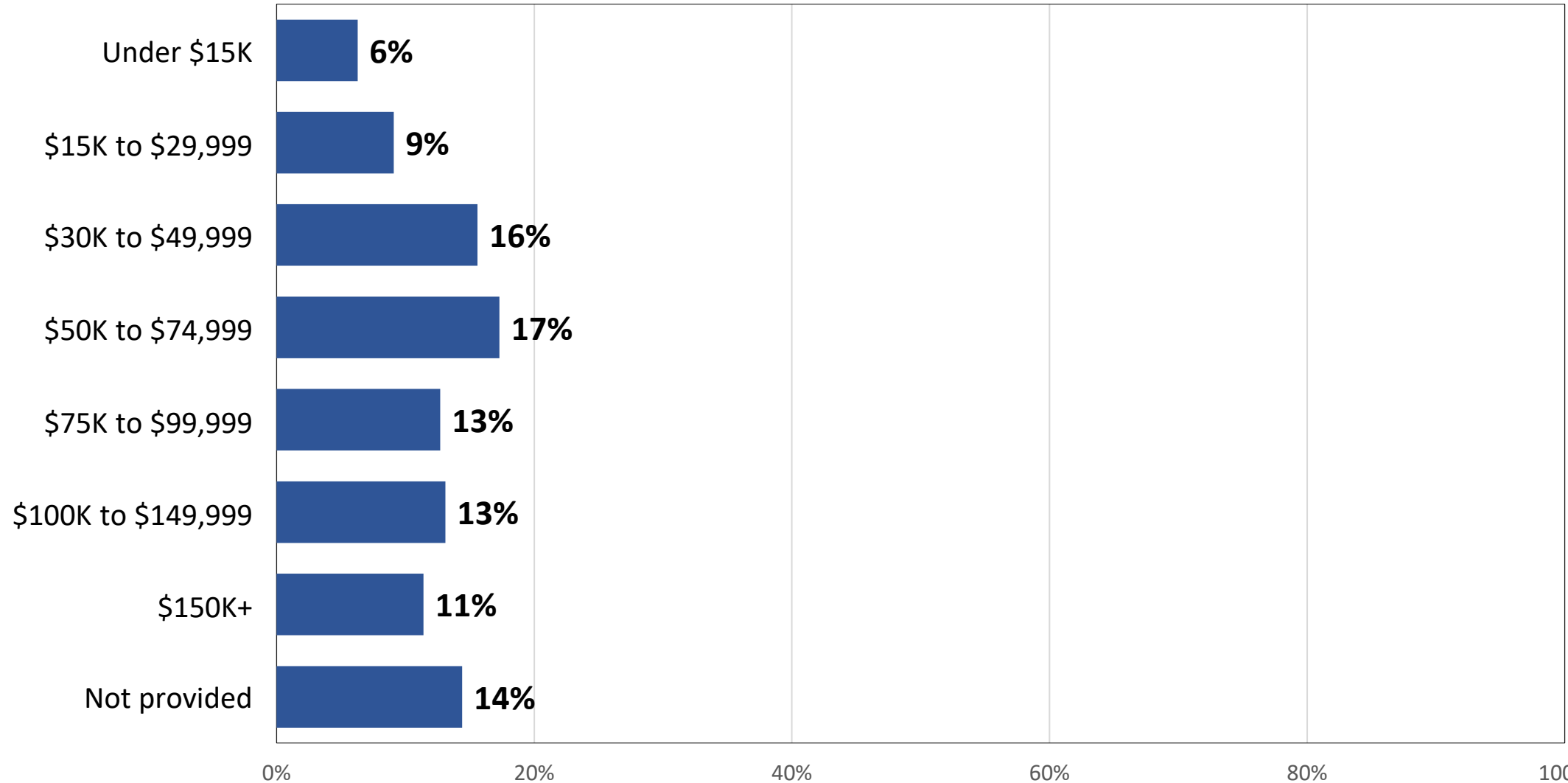
# Q32. Are You Affiliated With Seymour Johnson Air Force Base?

by percentage of respondents (excluding “not provided”)



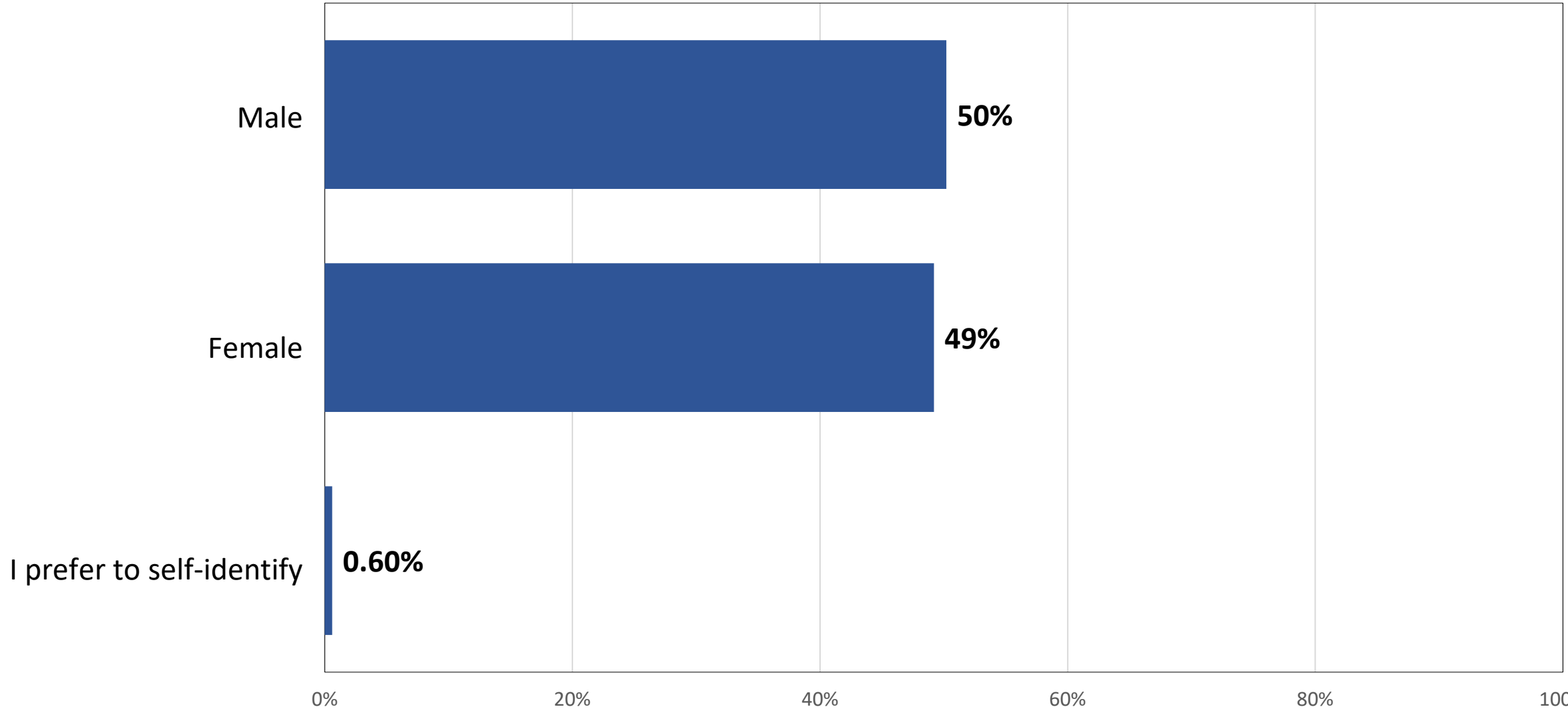
# Q33. Would You Say Your Total Annual Household Income Is...

by percentage of respondents



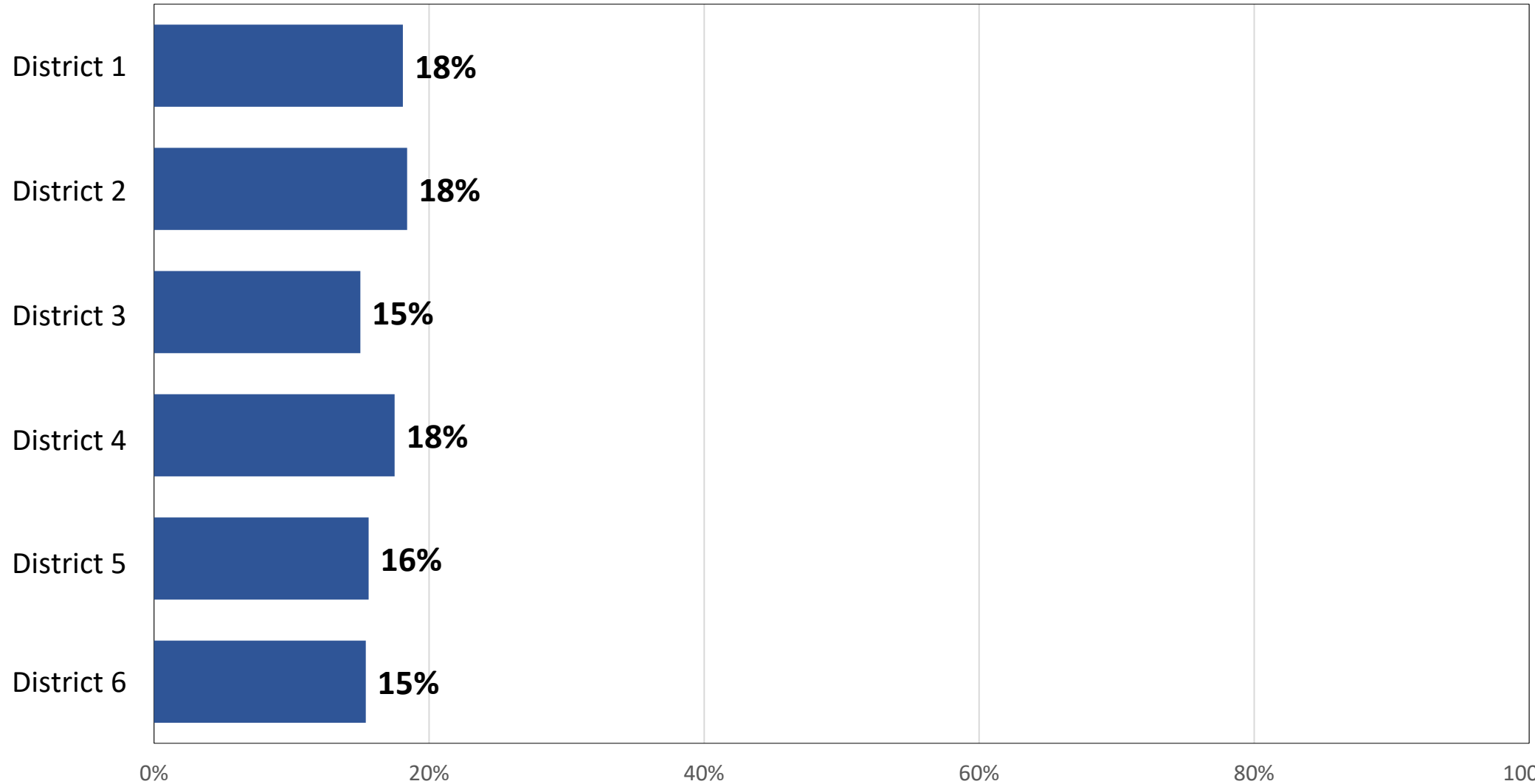
# Q34. Your Gender:

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:

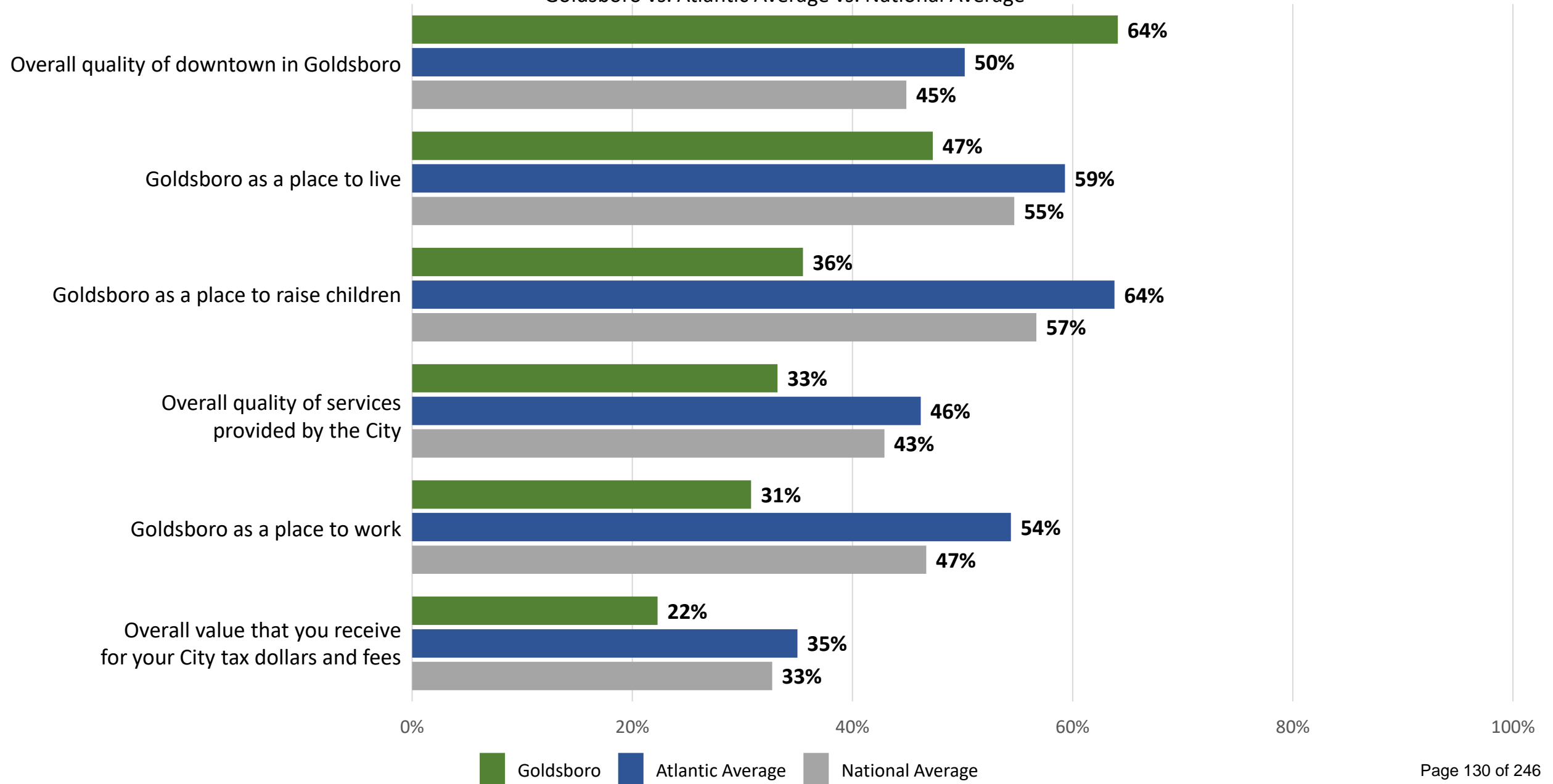
- Washington D.C.
- Delaware
- Maryland
- North Carolina
- Virginia
- West Virginia

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.*

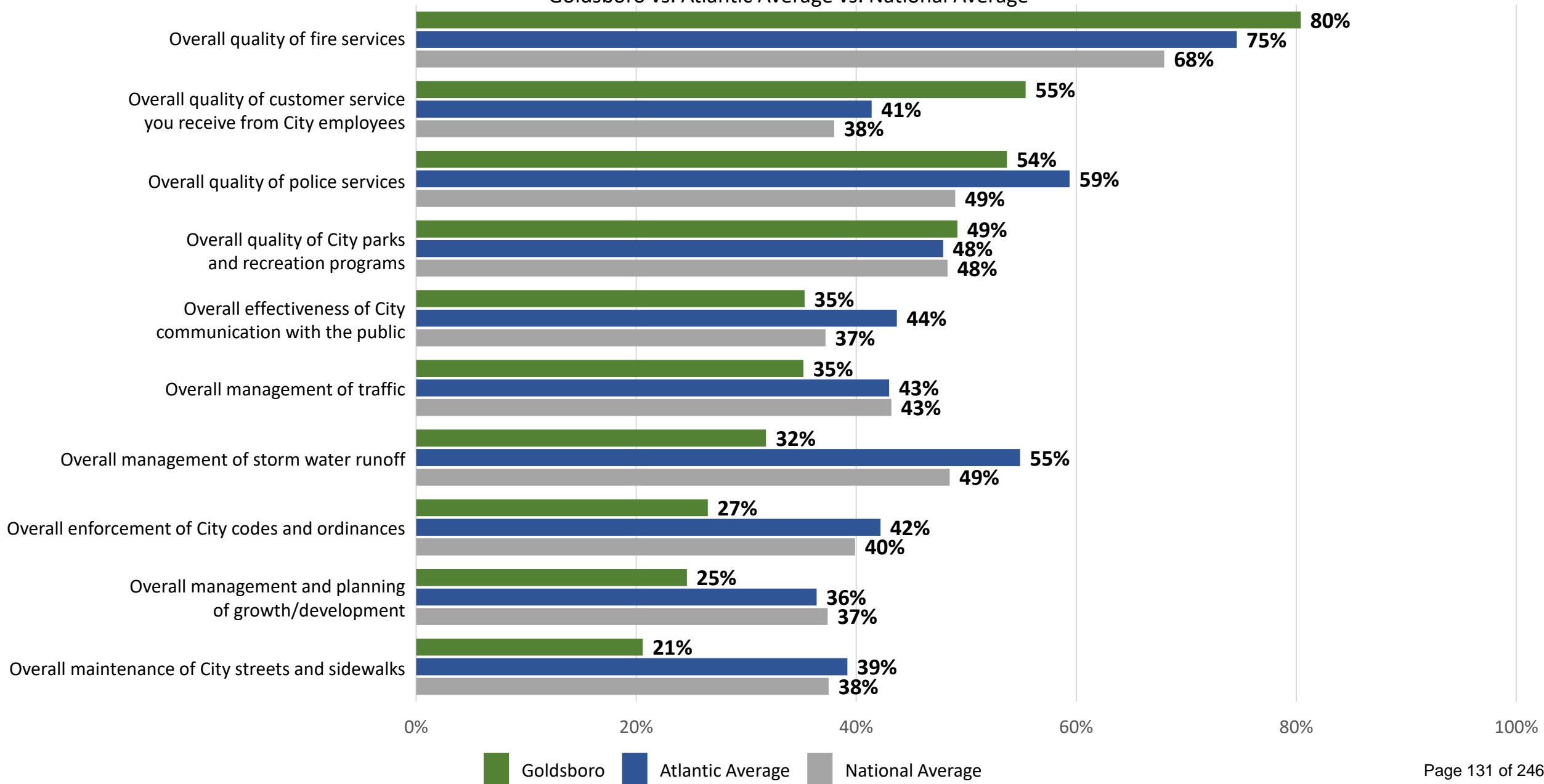
# Q1. Quality Of Life

Goldsboro vs. Atlantic Average vs. National Average



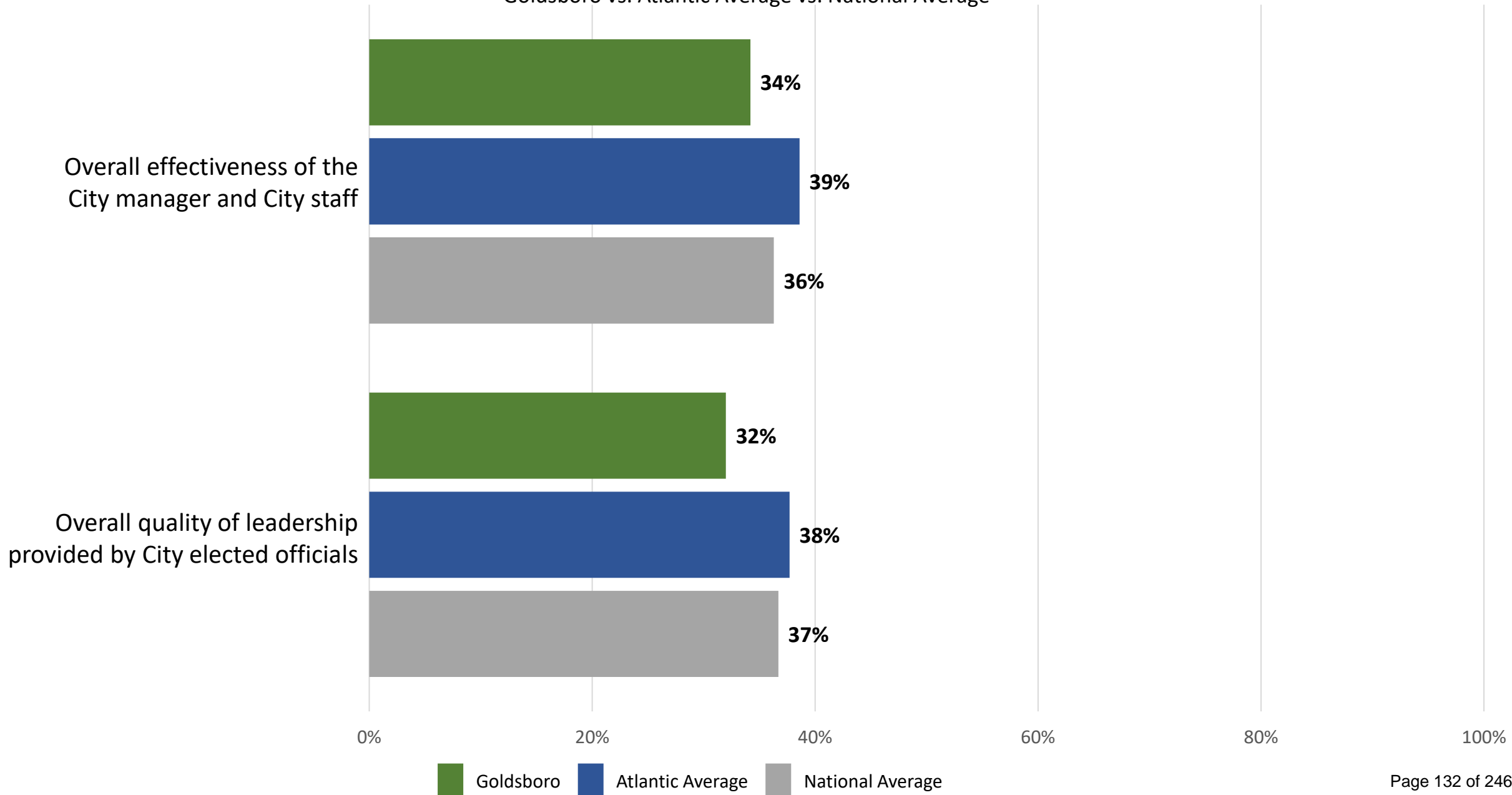
# Q2. Major Services

Goldsboro vs. Atlantic Average vs. National Average



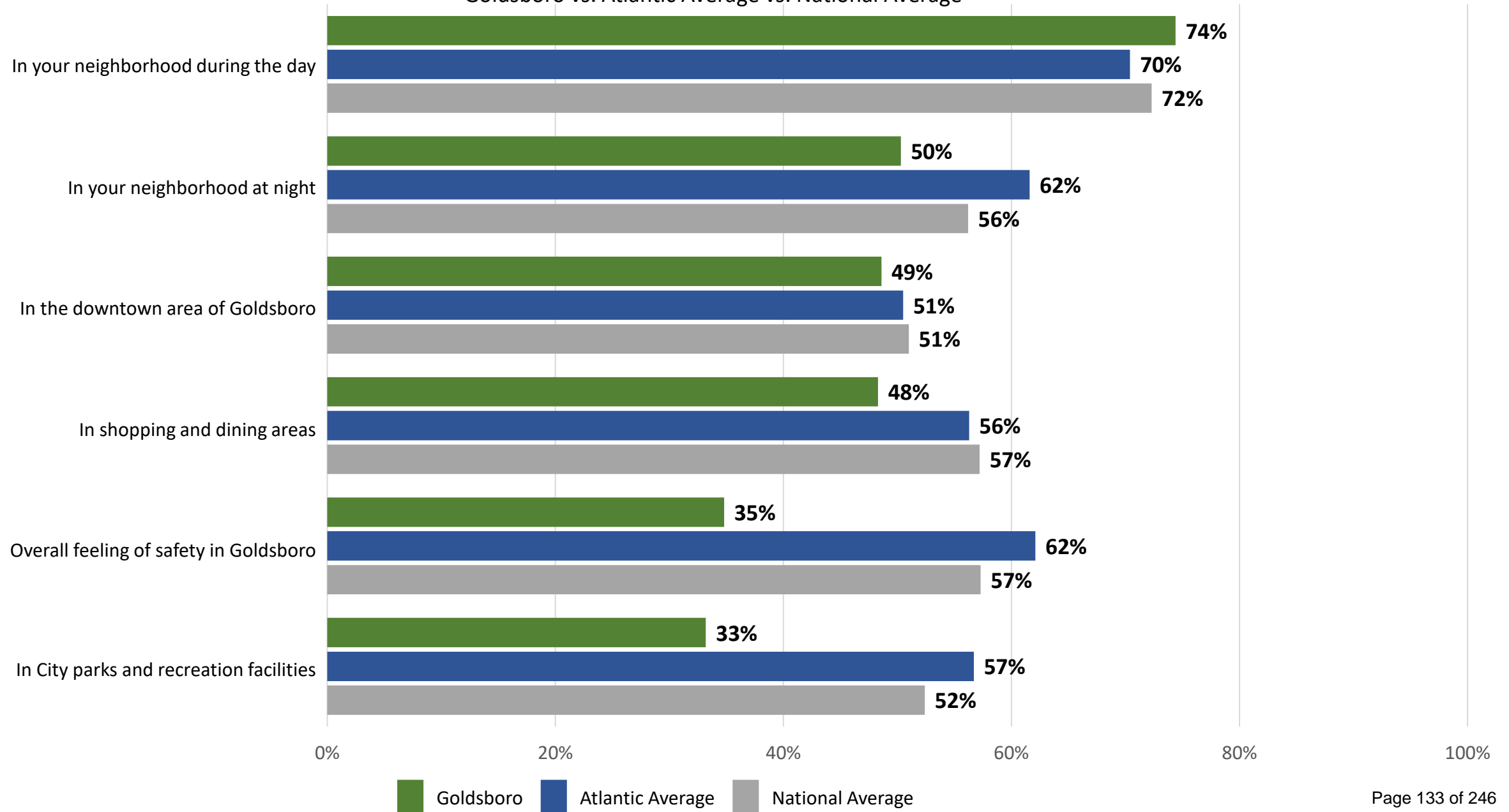
# Q4. City Leadership

Goldsboro vs. Atlantic Average vs. National Average



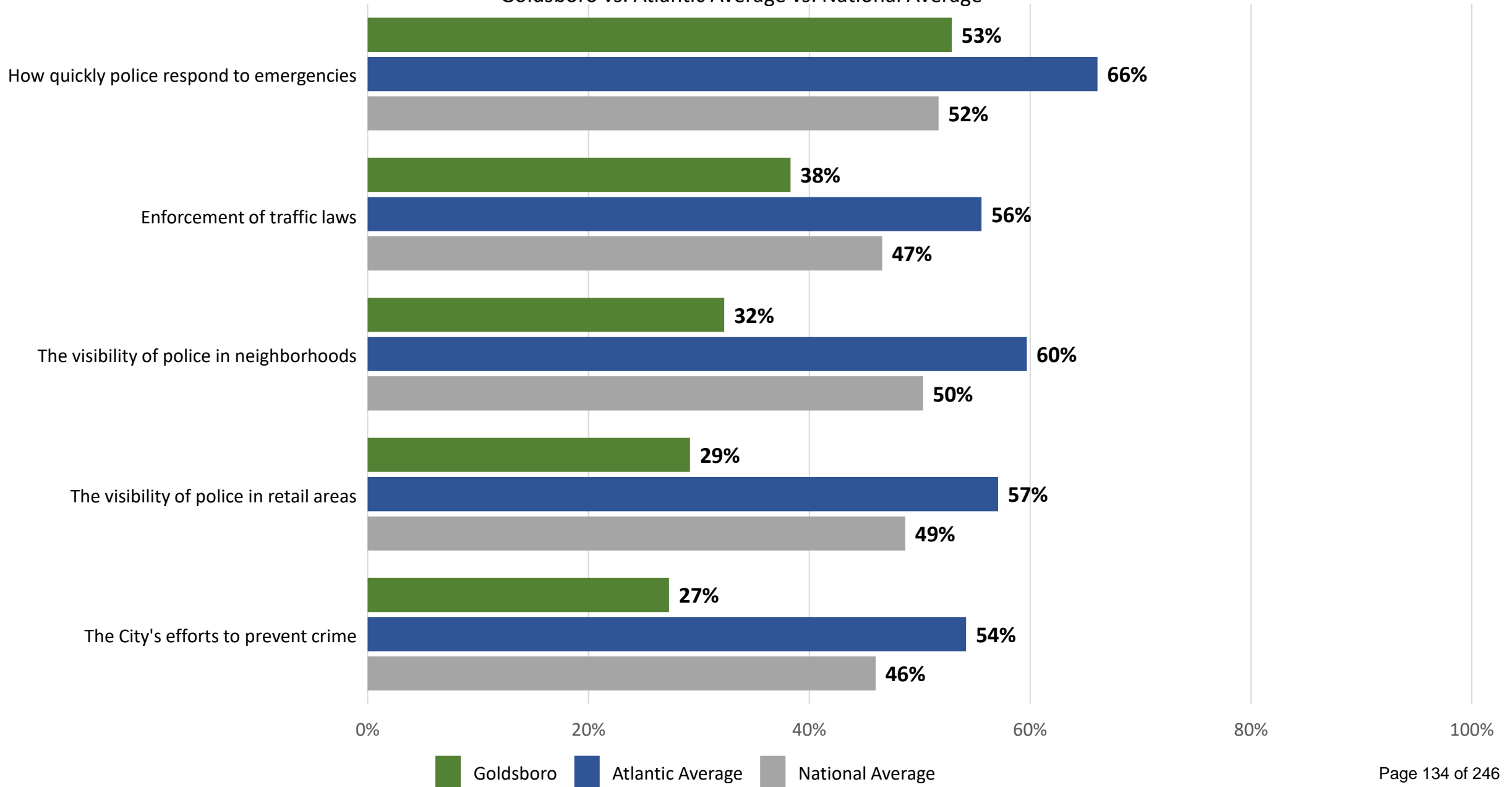
# Q7. Perceptions Of Safety

Goldsboro vs. Atlantic Average vs. National Average



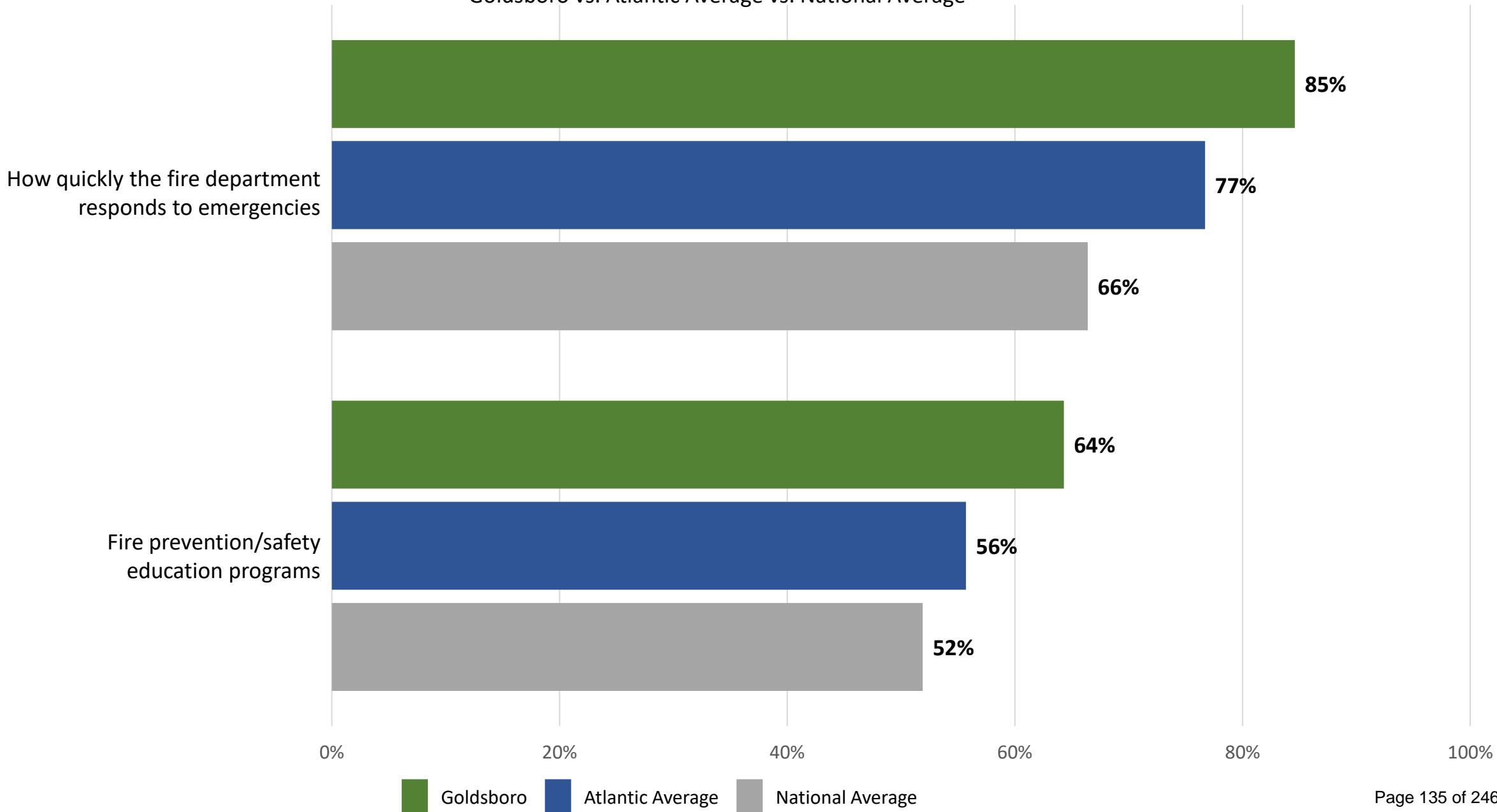
# Q8. Police Services

Goldsboro vs. Atlantic Average vs. National Average



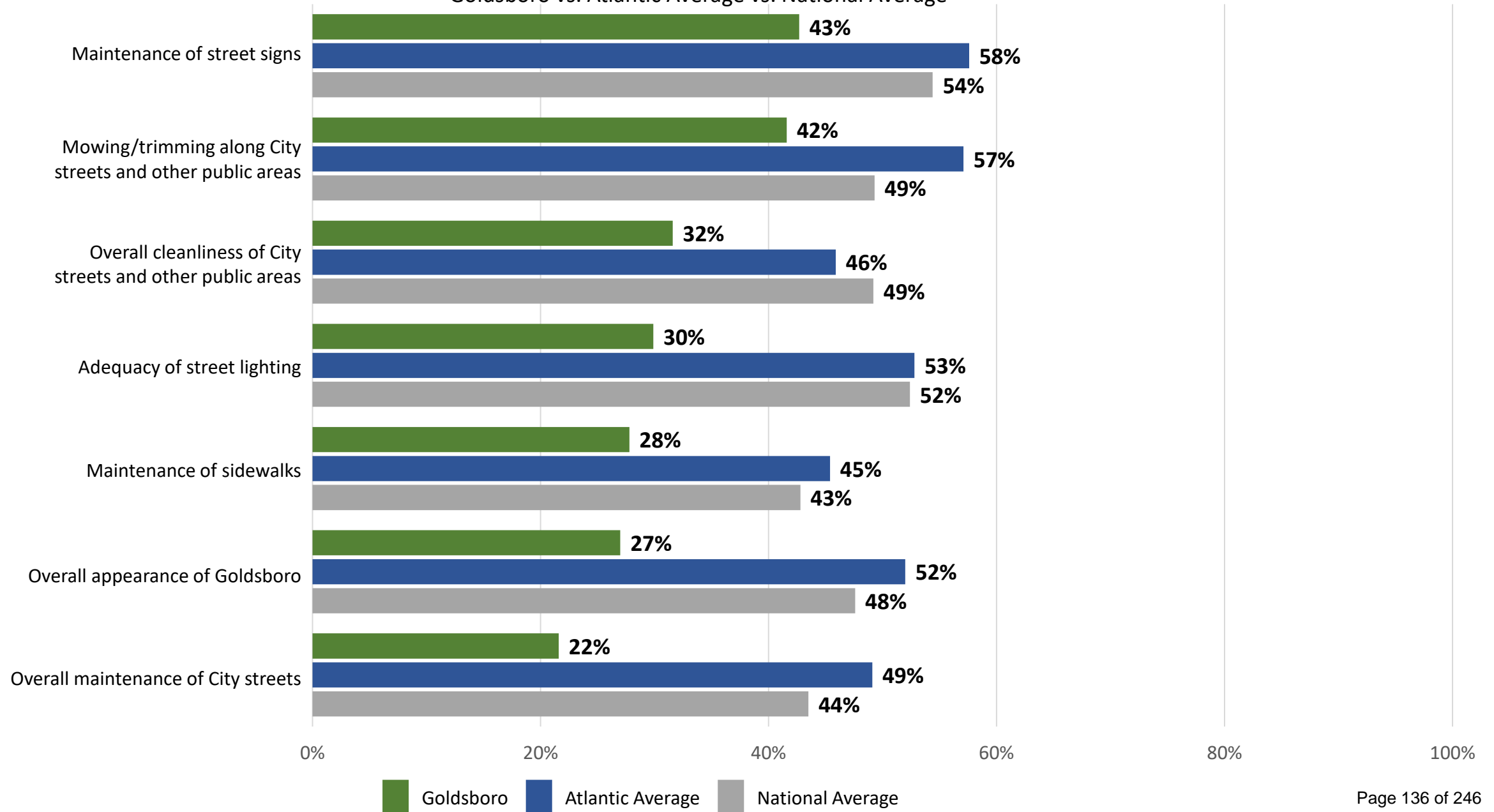
# Q8. Fire Services

Goldsboro vs. Atlantic Average vs. National Average



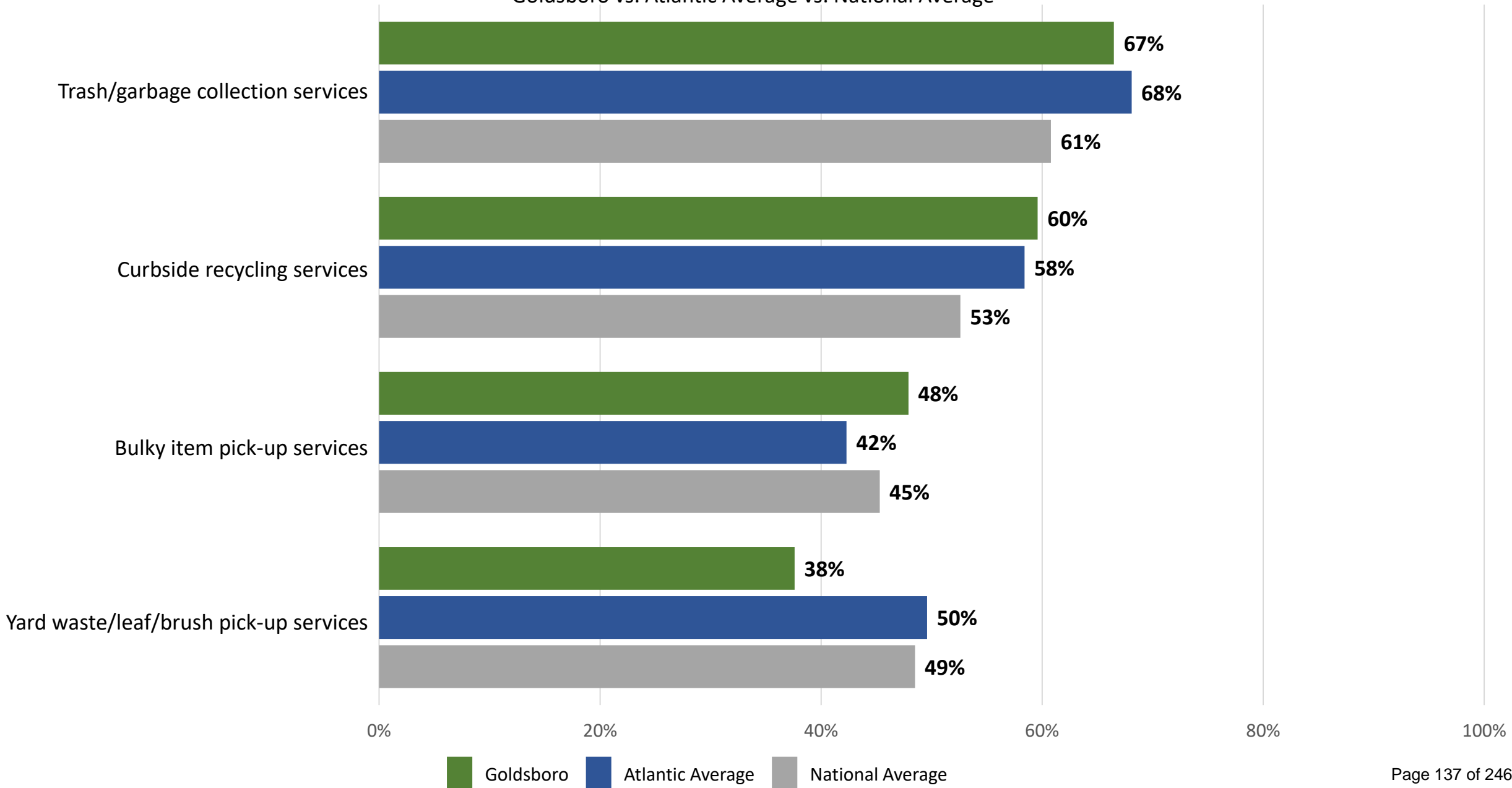
# Q11. City Maintenance

Goldsboro vs. Atlantic Average vs. National Average



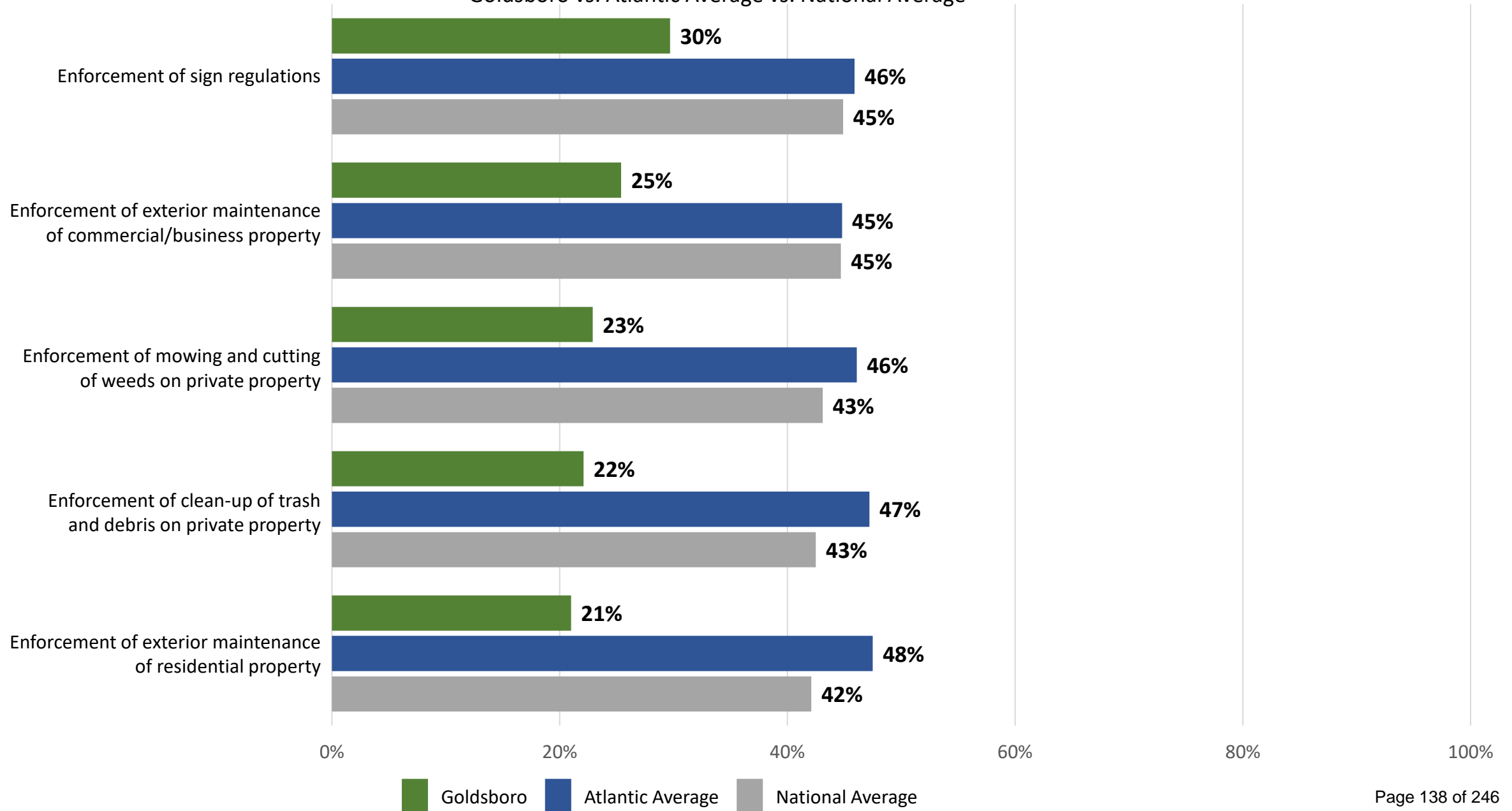
# Q14. Solid Waste Collection

Goldsboro vs. Atlantic Average vs. National Average



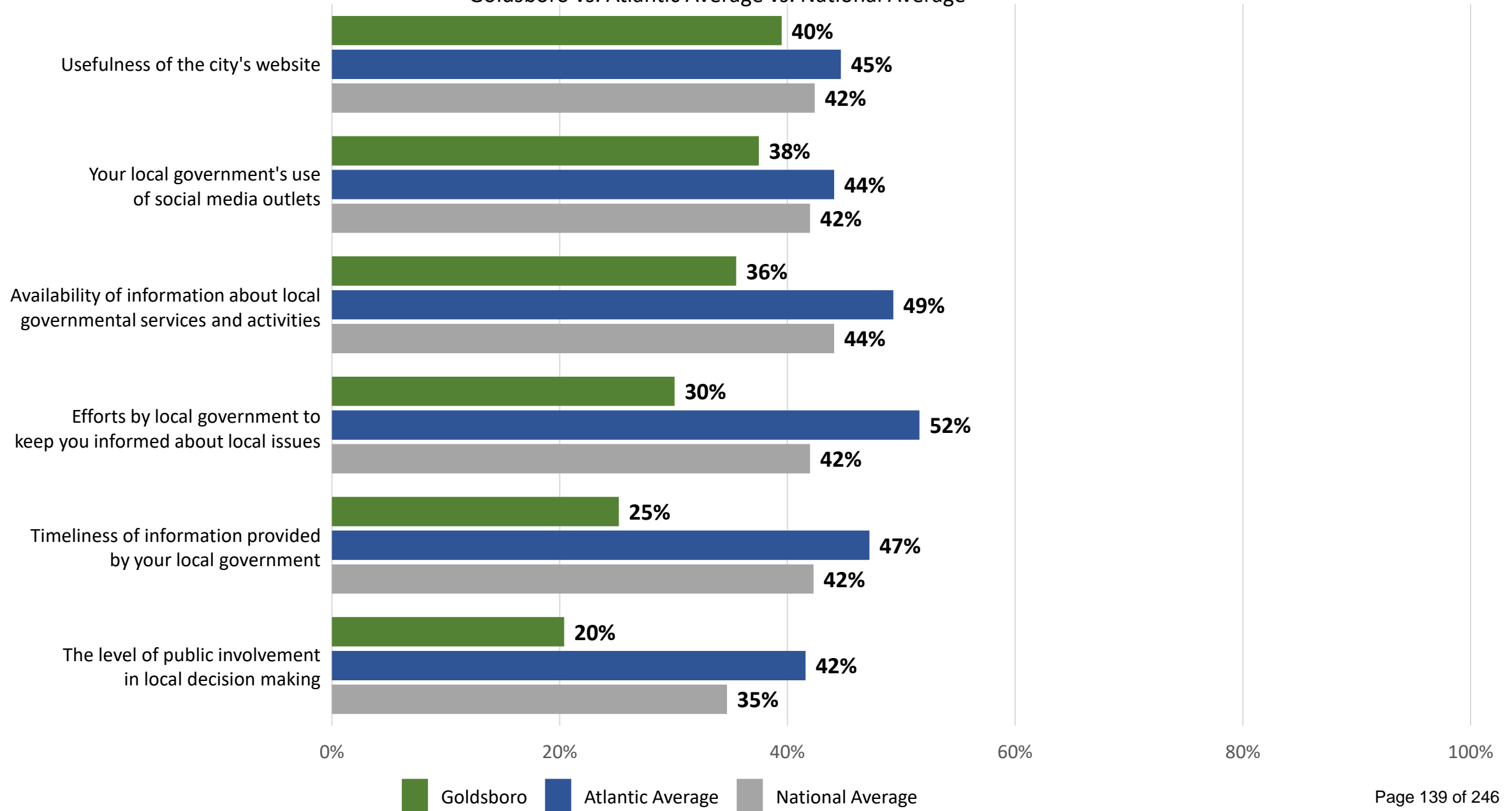
# Q15. Code Enforcement

Goldsboro vs. Atlantic Average vs. National Average



# Q23. Communication

Goldsboro vs. Atlantic Average vs. National Average





**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 x (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

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

# 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.


<b>2025 Importance-Satisfaction Rating</b> <b>Goldsboro, North Carolina</b> <b>Major Services</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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.


<b>2025 Importance-Satisfaction Rating</b> <b>Goldsboro, North Carolina</b> <b>Public Safety Services</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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.


<b>2025 Importance-Satisfaction Rating</b> <b>Goldsboro, North Carolina</b> <b>City Maintenance</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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.


<b>2025 Importance-Satisfaction Rating</b> <b>Goldsboro, North Carolina</b> <b>Parks and Recreation</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Number of walking & biking trails	41%	1	24%	14	0.3142	1
The City's youth programs	36%	2	28%	12	0.2578	2
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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.

<b>2025 Importance-Satisfaction Rating</b> <b>Goldsboro, North Carolina</b> <b>Communication</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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.



**4**

# 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 inversión 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 a 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 Berkeley 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 Berkeley 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 has 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 Publics 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 house 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 their 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 greeneries 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.



# 5

# 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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	13	2.5 %
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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	28	5.3 %
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?**

Q3. 3rd choice	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 %
None chosen	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)**

Q3. Top choice	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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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 %
None chosen	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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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?**

Q12. 3rd choice	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 %
None chosen	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)**

Q12. Top choice	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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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?**

Q20. 3rd choice	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 %
None chosen	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)**

Q20. Top choice	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 %
None chosen	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, problem, or complaint during past year

	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, problem, or complaint during past year

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

**Q22a. What department(s) did you contact?**

Q22a. What departments did you contact	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 %
Other	20	8.2 %
Total	420	

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

Q22b. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	81	33.2 %
Somewhat easy	93	38.1 %
Difficult	39	16.0 %
Very difficult	29	11.9 %
Don't know	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")**

Q22b. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	81	33.5 %
Somewhat easy	93	38.4 %
Difficult	39	16.1 %
Very difficult	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>	<u>Number</u>	<u>Percent</u>
Excellent	51	20.9 %
Good	80	32.8 %
Fair	63	25.8 %
Poor	47	19.3 %
Don't know	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>	<u>Number</u>	<u>Percent</u>
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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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?**

Q24. 3rd choice	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 %
None chosen	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)**

Q24. Top choice	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 %
None chosen	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?**

Q26. Top choice	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 %
None chosen	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?**

Q26. 2nd choice	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 %
None chosen	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?**

Q26. 3rd choice	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 %
None chosen	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)**

Q26. Top choice	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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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>	<u>Number</u>	<u>Percent</u>
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 %
None chosen	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 %
None chosen	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 %
None chosen	15	2.9 %
Total	1518	

**Q28. What is your age?**

Q28. Your age	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 %
Not provided	16	3.0 %
Total	526	100.0 %

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

Q28. Your age	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?**

Q29. Your race/ethnicity	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 %
Other	4	0.8 %
Total	514	

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

Q29-8. Self-describe your race/ethnicity	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?**

Q30. How many years have you lived in City	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 %
Not provided	17	3.2 %
Total	526	100.0 %

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

Q30. How many years have you lived in City	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?**

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

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

Q31. Do you own or rent your current residence	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 %
Not provided	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 %
No affiliation	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 %
Not provided	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:**

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

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

Q34. Your gender	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:**

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

**District:**

District	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

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](https://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](mailto: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](http://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							
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?**

- |   |                              |
|---|------------------------------|
| ___(01) City Managers Office  | ___(07) Human Resources      |
| ___(02) Development Services (Community Development, Inspections, Planning) | ___(08) Parks and Recreation |
| ___(03) Downtown Development  | ___(09) Police               |
| ___(04) Engineering   | ___(10) Public Utilities     |
| ___(05) Finance   | ___(11) Public Works         |
| ___(06) Fire  | ___(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 from friends and family  
 \_\_\_\_ (4) Online search                      \_\_\_\_ (8) Other: \_\_\_\_\_

**26. 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

**Demographics**

*Your individual responses will remain confidential.*

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
- \_\_\_\_(02) Black or African American
- \_\_\_\_(03) American Indian or Alaska Native
- \_\_\_\_(04) White
- \_\_\_\_(05) Native Hawaiian or Pacific Islander
- \_\_\_\_(06) Hispanic or Latino
- \_\_\_\_(07) Middle Eastern or North African
- \_\_\_\_(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
- \_\_\_\_(2) Retired or family member
- \_\_\_\_(3) Civilian employee
- \_\_\_\_(4) Reservist
- \_\_\_\_(5) No affiliation

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

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

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.**

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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!

# 2025 City Of Goldsboro Resident Survey Findings

Presented by ETC Institute

January 20<sup>th</sup>, 2026

## Who We Are

# ETC Institute is the Nation's leading provider of market research for local governments

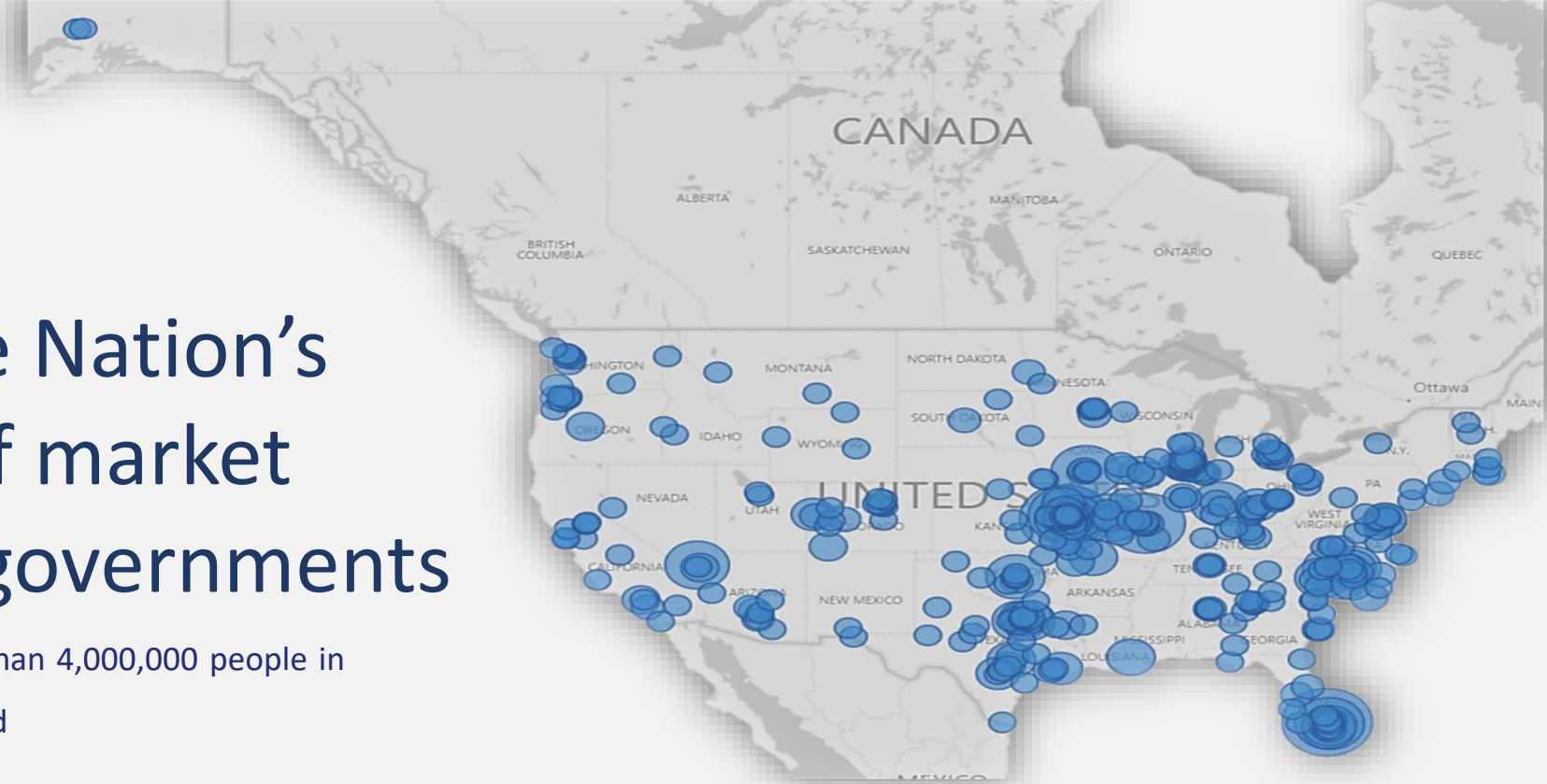
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

## Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

## Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





# Agenda

**01. Perceptions & Ratings**

**02. Major Services**

**03. Public Safety**

**04. City Maintenance**

**05. City Communication**

**06. Questions**

## 2025 Goldsboro Resident Survey

### Purpose

- To objectively assess City programs and services
- To gather input from residents to help City leaders set priorities
- To identify areas of improvement for the community

### Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses.
- Sample designed to ensure results are statistically valid and representative
- 526 completed surveys were collected, MOE: +/-4.24% at 95% level of confidence
  - Goal was 400.
  - At least 65 completed surveys from each council district.

# What to Know

64%

Percentage of respondents who rated the overall quality of Downtown Goldsboro as “excellent” or “good”

49%

Percentage of respondents who rated the overall quality of life in Goldsboro as “excellent” or “good”

47%

Percentage of respondents who rated Goldsboro as an “excellent” or “good” place to live



## Perceptions of Downtown Goldsboro are High

### *Benchmarking*

When compared to ETC Institute’s regional and National Averages, Goldsboro’s downtown rated significantly higher than both.



## Overall Satisfaction with Major Services was Varied

### *Overall Services*

Overall, Goldsboro performed well in key areas such as Fire Services and police services. Maintenance of City streets and sidewalks was seen as a weakness.

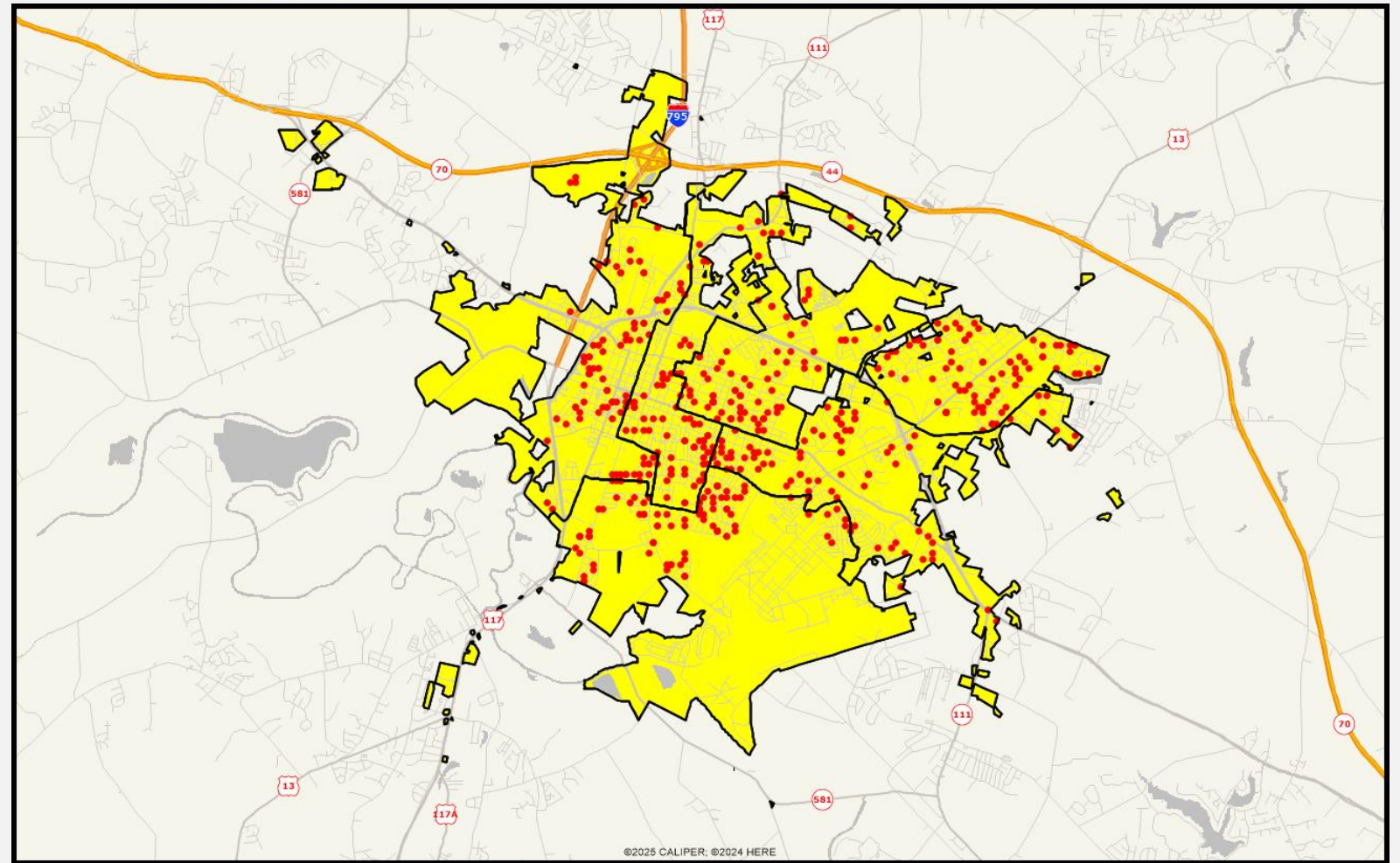


## Opportunities for Improvement for Goldsboro

### *Priorities for Improvement*

The instrument was designed so ETC Institute could develop priorities for improvement. Maintenance of City streets and Sidewalks and planning for growth were highlighted areas for improvement.

# Distribution of Responses



ETC Institute designs the sample to ensure all areas of the City are equally represented. Throughout the survey administration process, ETC Institute monitors response distribution to maintain geographic balance.

Responses have been coded to the block level to maintain respondent anonymity.

# Perceptions & Ratings



# Overall Ratings

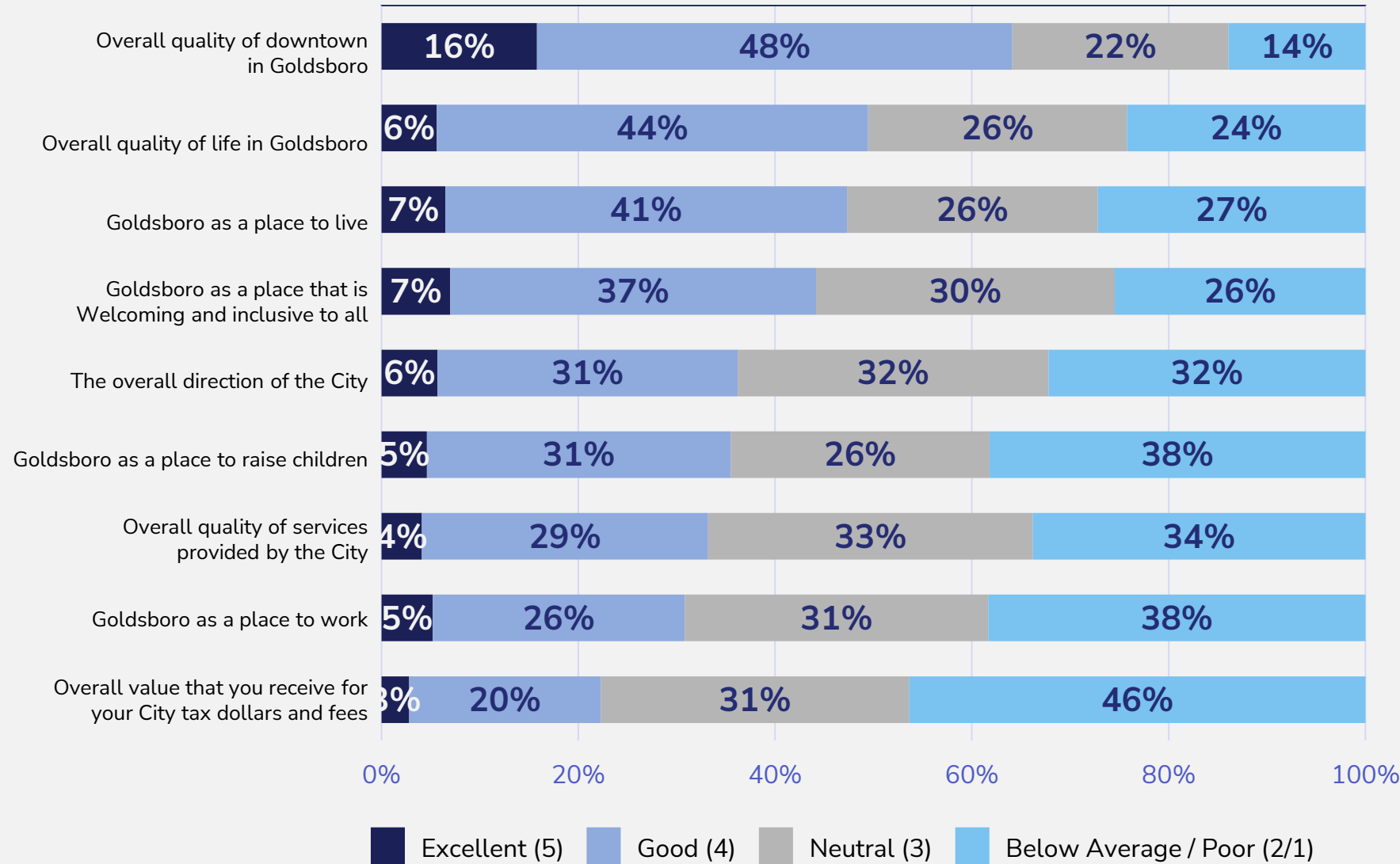
The overall quality of downtown Goldsboro was the highest rated item at 64%.

## The Big Ones

- Quality of life – 49%
- As a place to live – 47%
- As a place to raise children – 36%

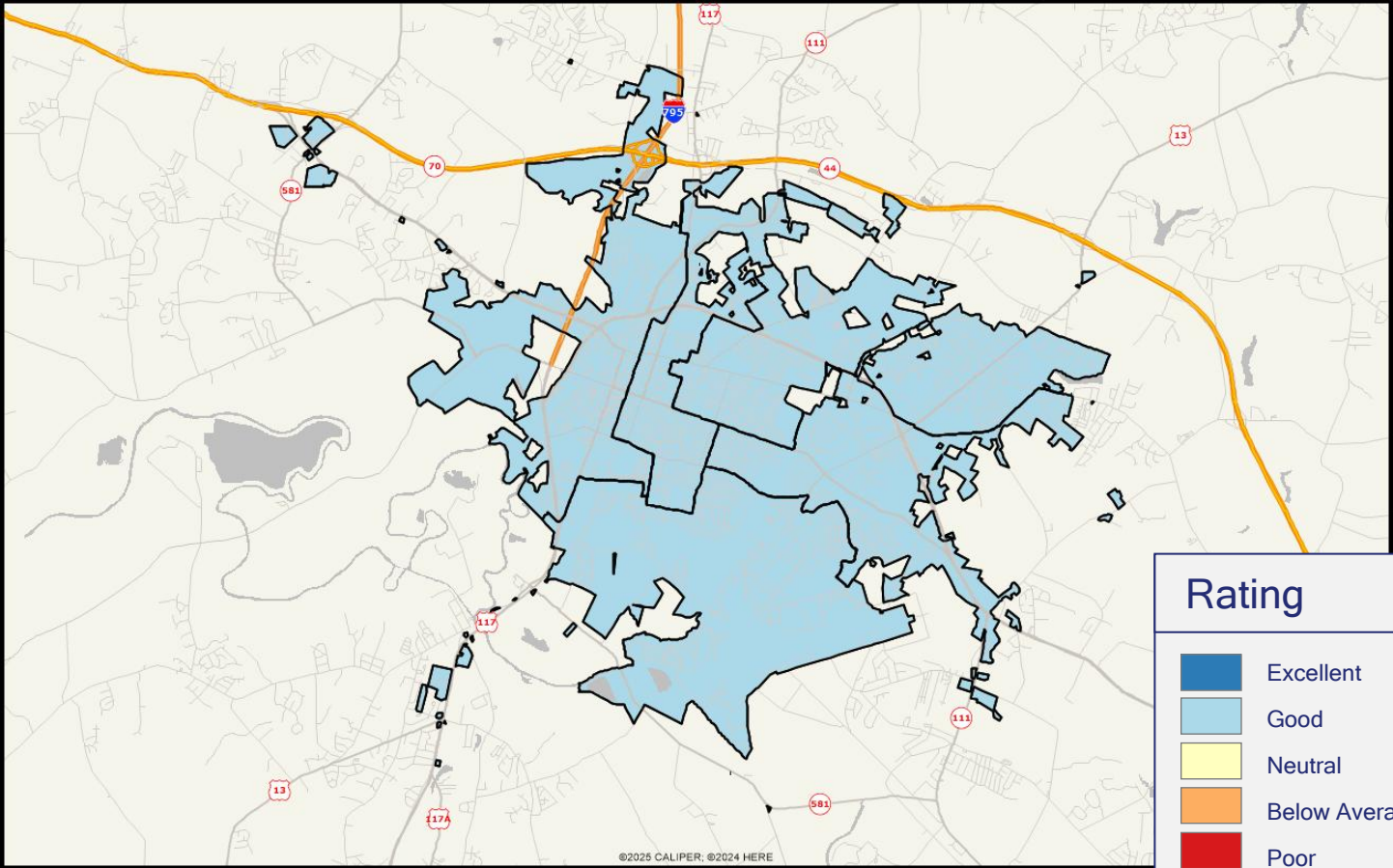
# Q1. Quality Of Life

by percentage of respondents (excluding don't know)



# Overall Quality of Downtown

The GIS Maps by Council district allow us to see that all districts in the City gave on average a “good” rating for the overall quality of downtown Goldsboro.



**Rating**

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

**ETC INSTITUTE**

# Overall Ratings: Benchmarking

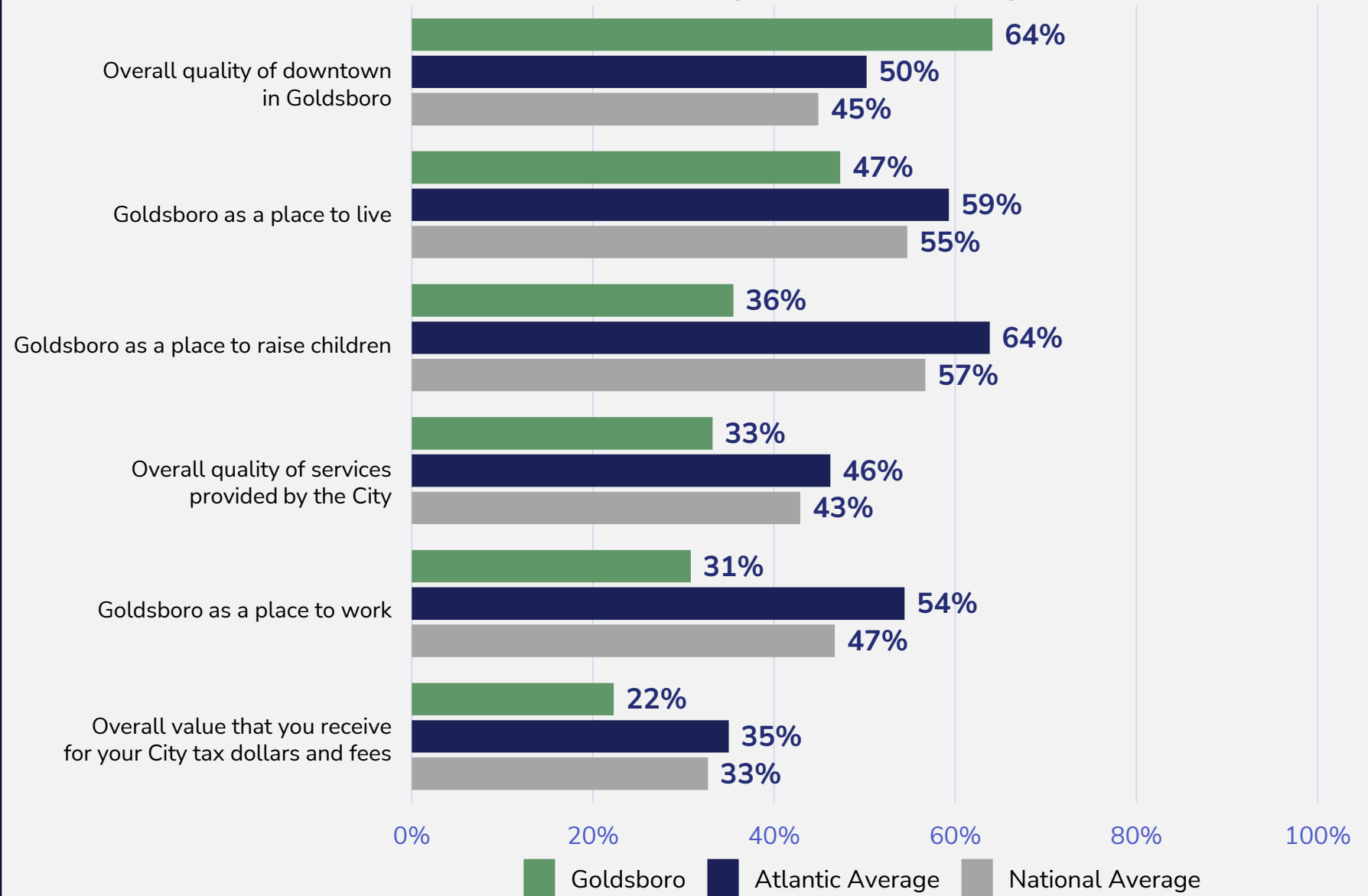
Though, some of the items may have rated lower than expected, benchmarking allows us to see that Goldsboro's downtown is leading the way.

## +19 pts

The difference between Goldsboro's **overall quality of downtown** score and the national average.

## Q1. Quality Of Life

Goldsboro vs. Atlantic Average vs. National Average



# Major Services



# Major Services

More than half of respondents were satisfied in 3/13 areas assessed.

# Top Areas

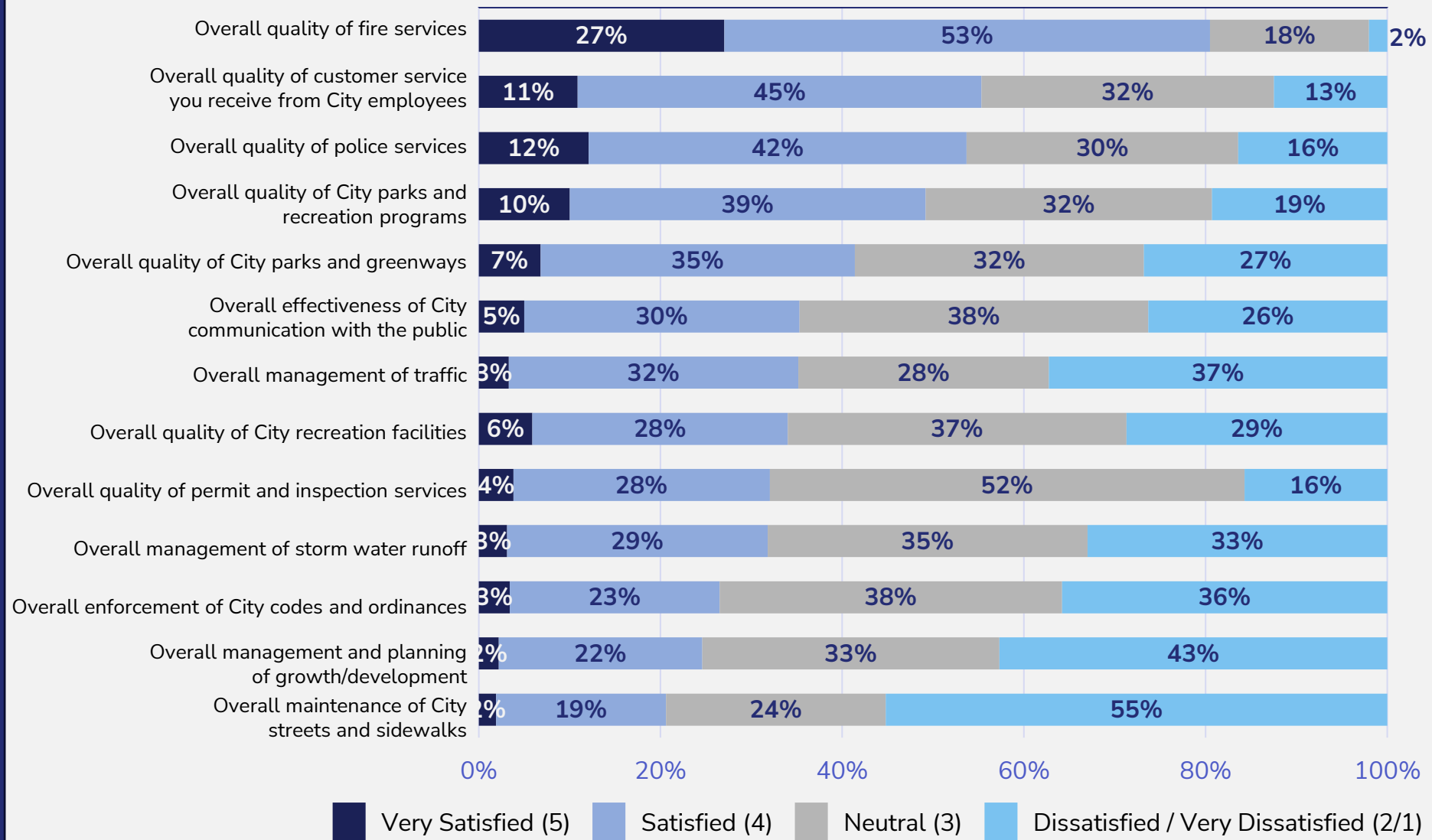
- Fire Services – 80%
- City Customer Service – 55%
- Police Services – 54%

# Bottom Areas

- Growth/Development – 25%
- Streets and Sidewalks – 21%

## Q2. Satisfaction With Major Services

by percentage of respondents (excluding don't know)



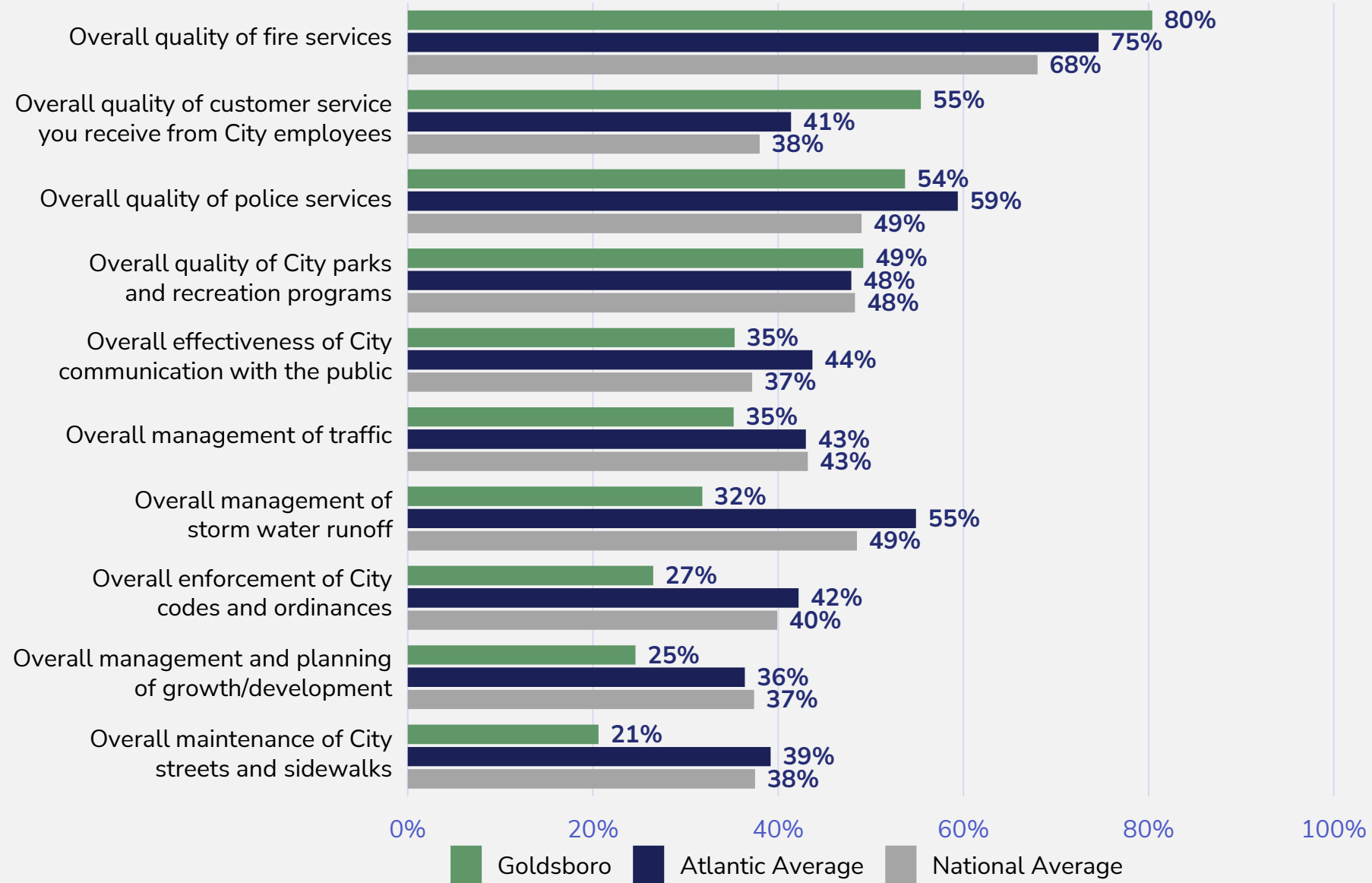
# Major Services: Benchmarking

Goldsboro is above the Regional and National averages in Fire Services and City Customer Service.

Police Services, City Parks and Recreation Programs and City communication with the public are on par with the national averages.

## Q2. Major Services

Goldsboro vs. Atlantic Average vs. National Average



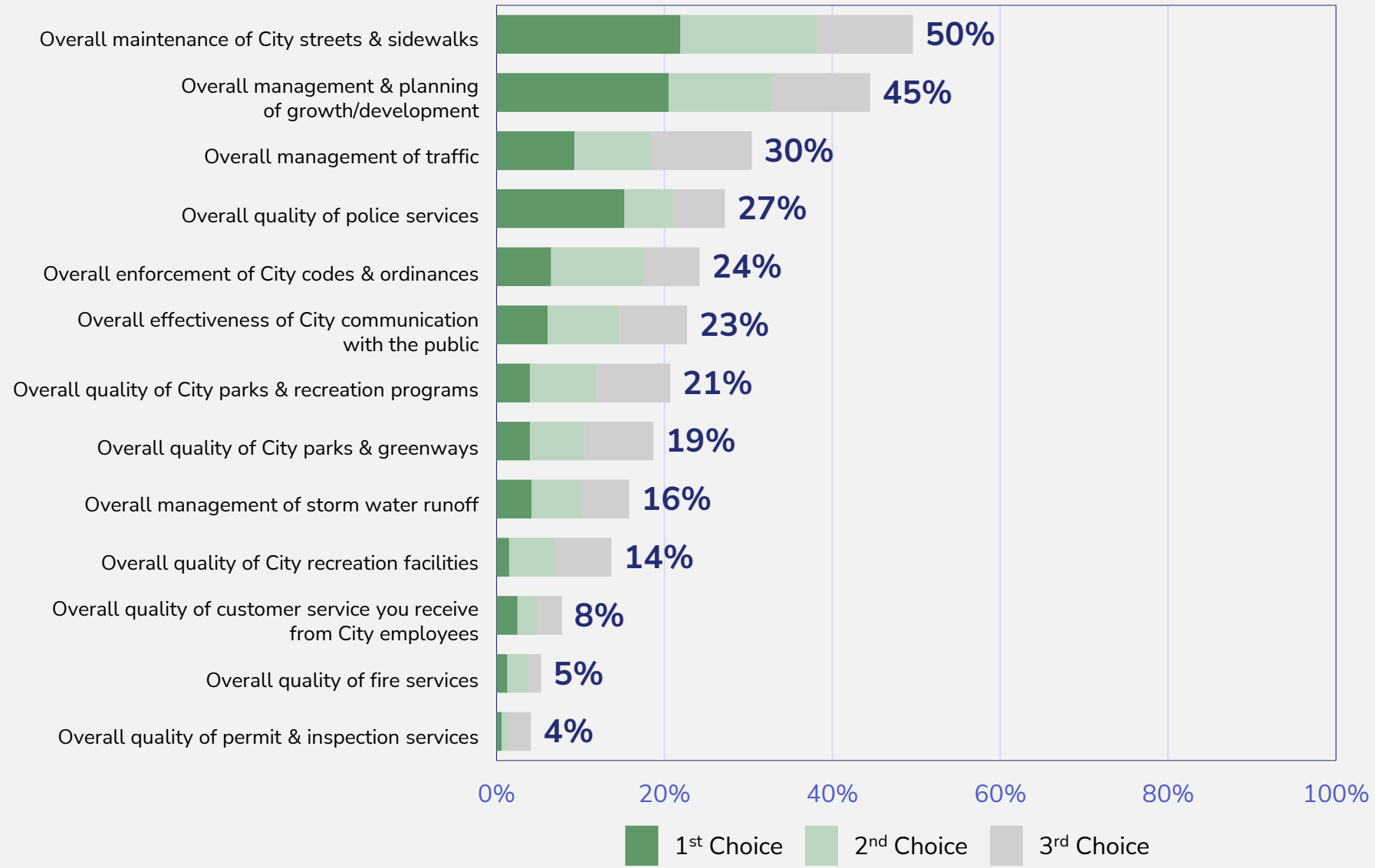
# Major Services: Importance

Clear top two most important items according to residents.

## Top Two

- Maintenance of Streets – 50%
- Growth/Development – 45%

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



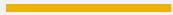
# Major Services: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, two items received scores of "very high" priority for the City of Goldsboro:

1. Overall Maintenance of City Streets and Sidewalks
2. Overall Management and Planning of Growth/Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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

# Public Safety

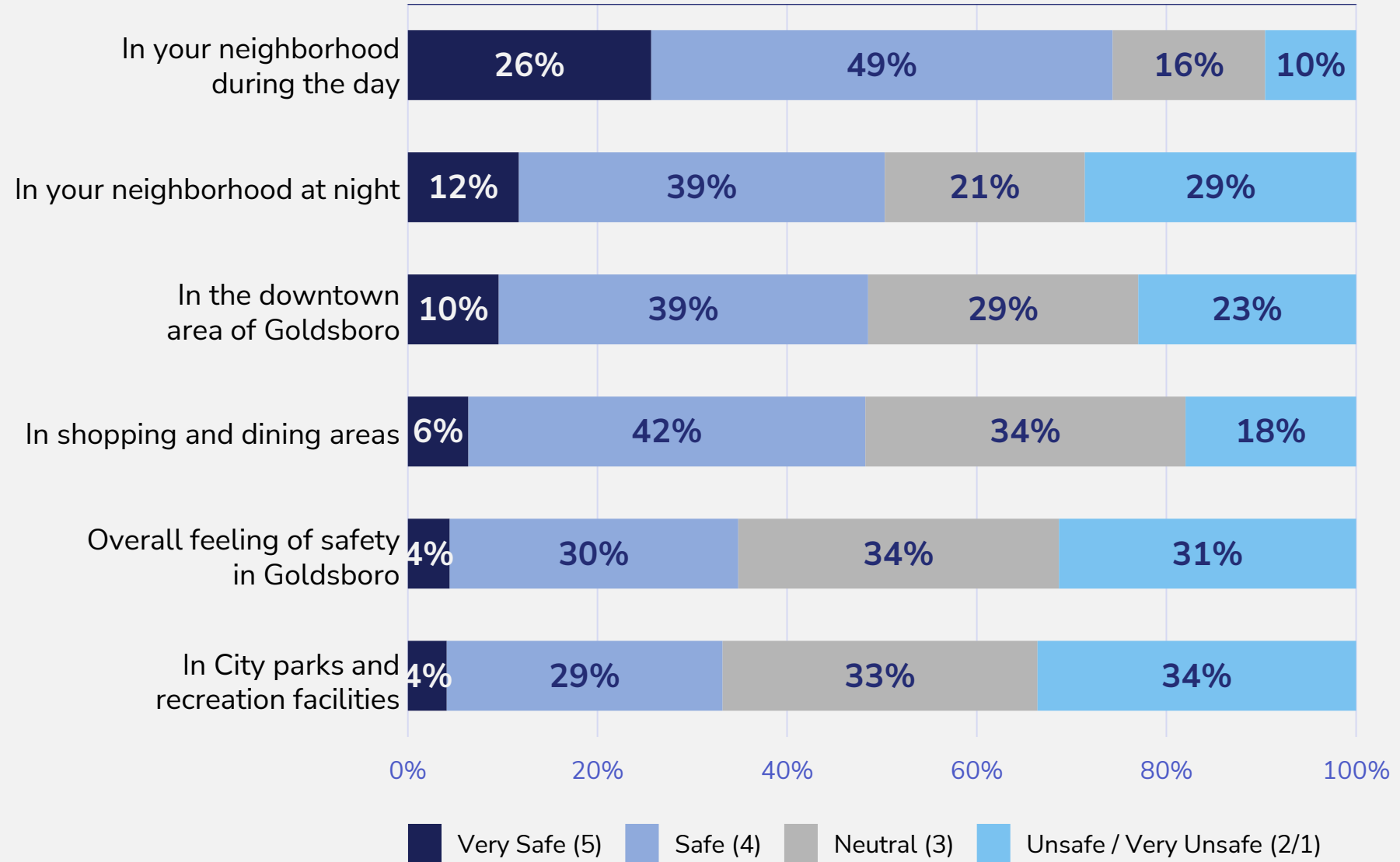


# Perceptions of Safety

No surprises to see respondents feeling the safest in their neighborhood during the day. Also, not shocking to see the decrease at night.

## Q7. Perceptions Of Safety

by percentage of respondents (excluding don't know)



# Police Services

## Top Areas

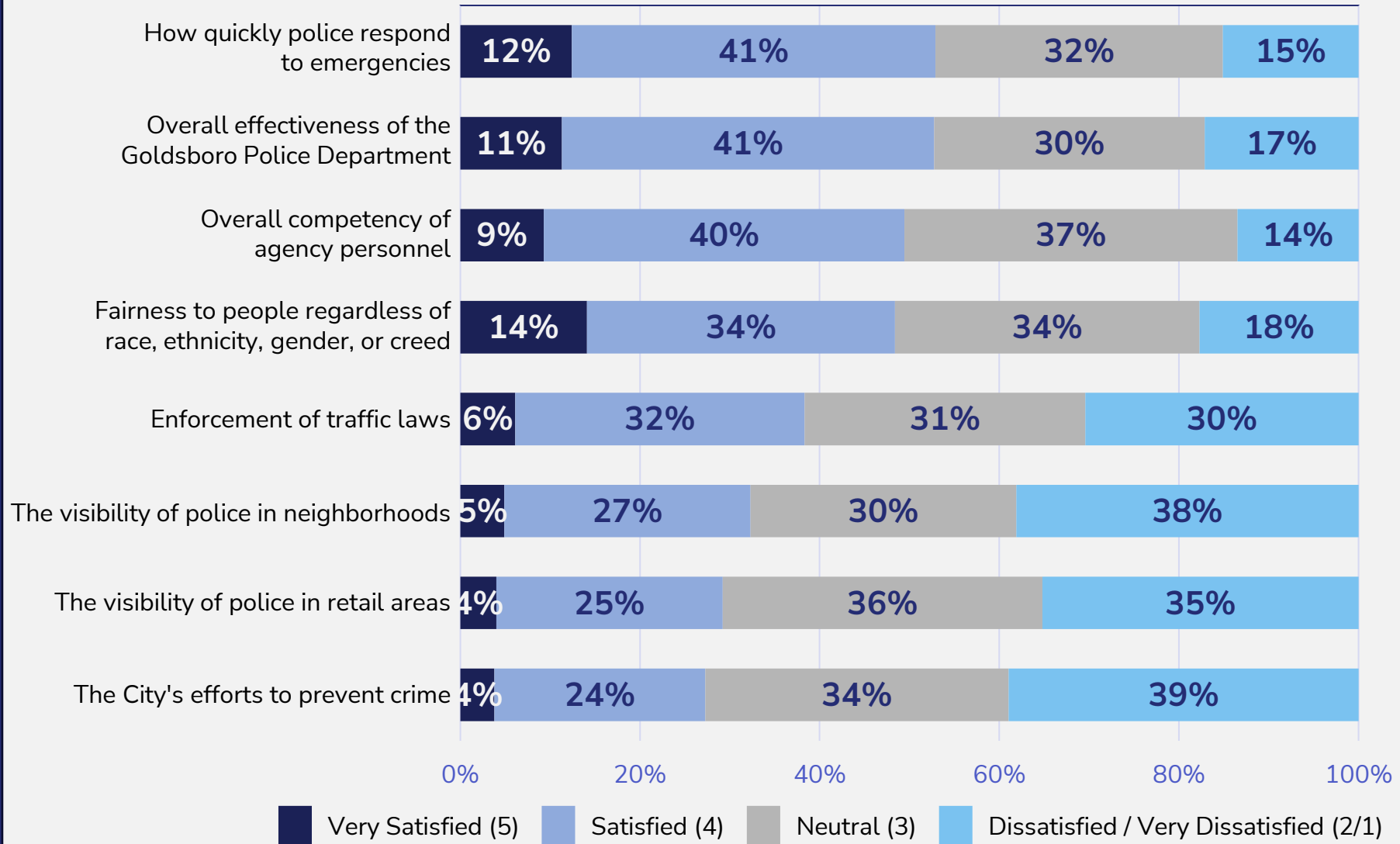
- Response times – 53%
- Overall Effectiveness – 53%
- Overall Competency – 50%

## Bottom Areas

- Visibility of Police – 29%
- Efforts to prevent crime – 27%

# Q8. Satisfaction With Police Services

by percentage of respondents (excluding don't know)

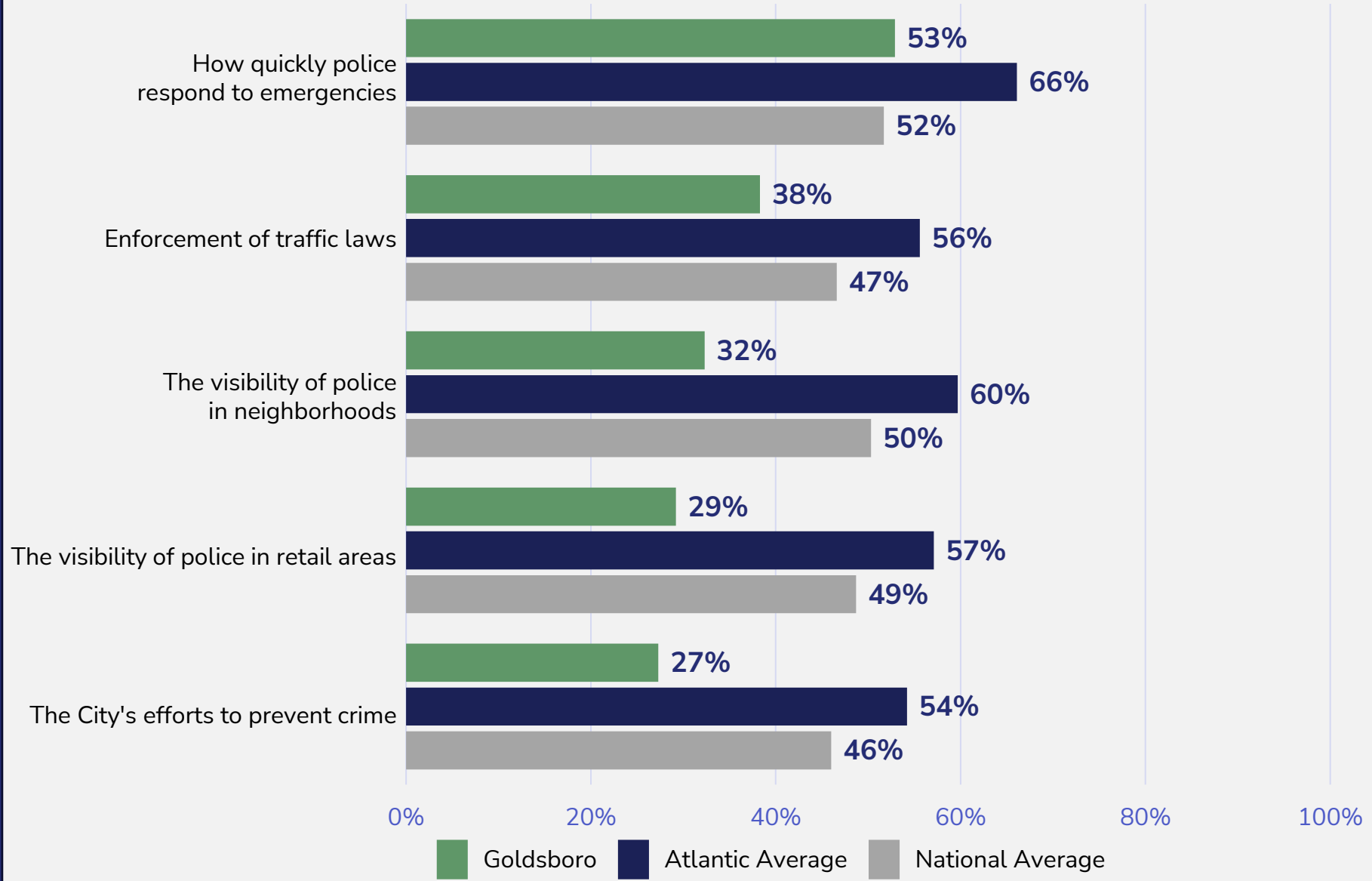


# Police Services: Benchmarking

How quickly police respond to emergencies is on par with the national average.

## Q8. Police Services

Goldsboro vs. Atlantic Average vs. National Average

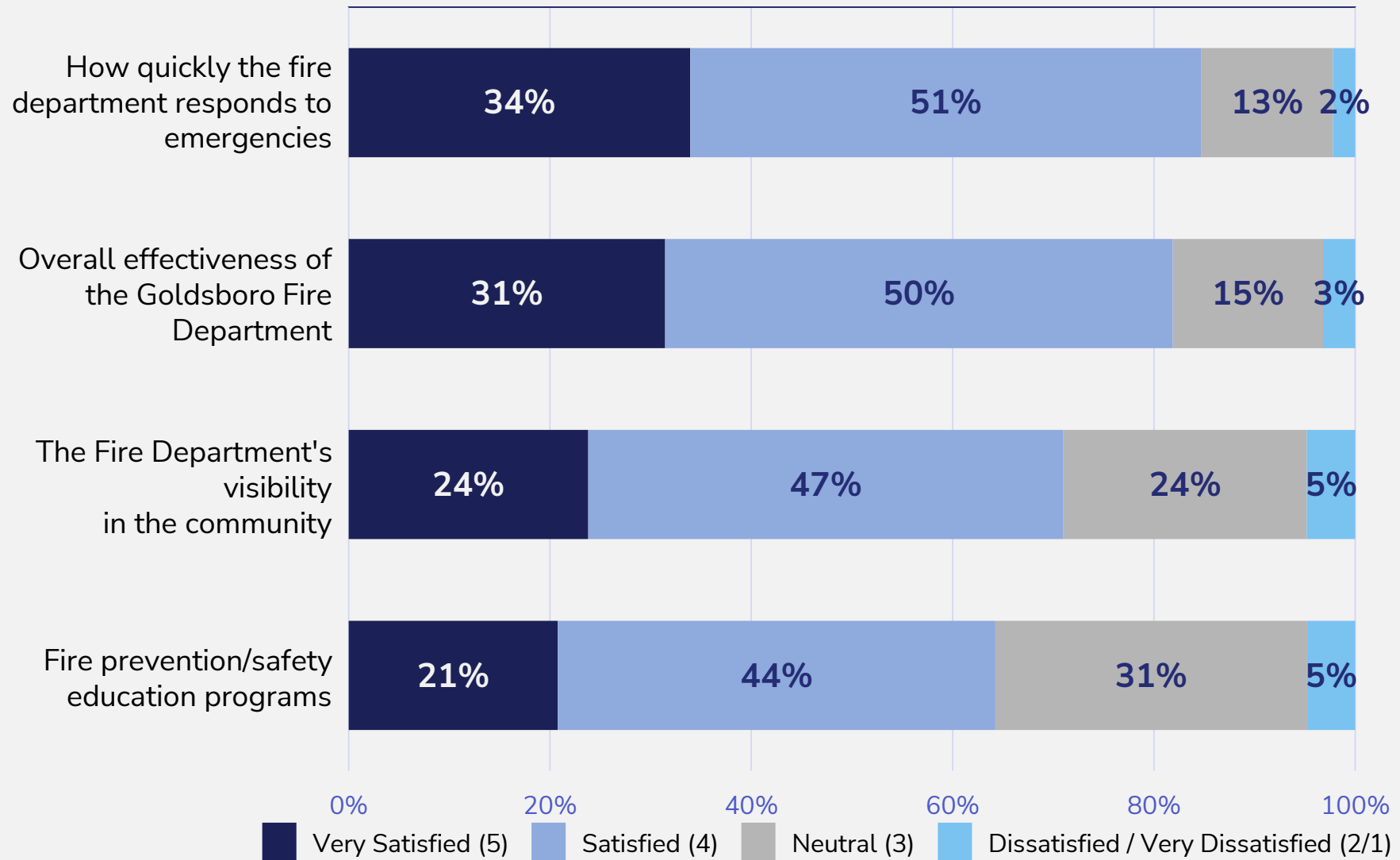


# Fire Services

All the areas assessed received satisfaction scores above 50%. **Fire Services** received some of the highest scores on the survey.

## Q8. Satisfaction With Fire Services

by percentage of respondents (excluding don't know)

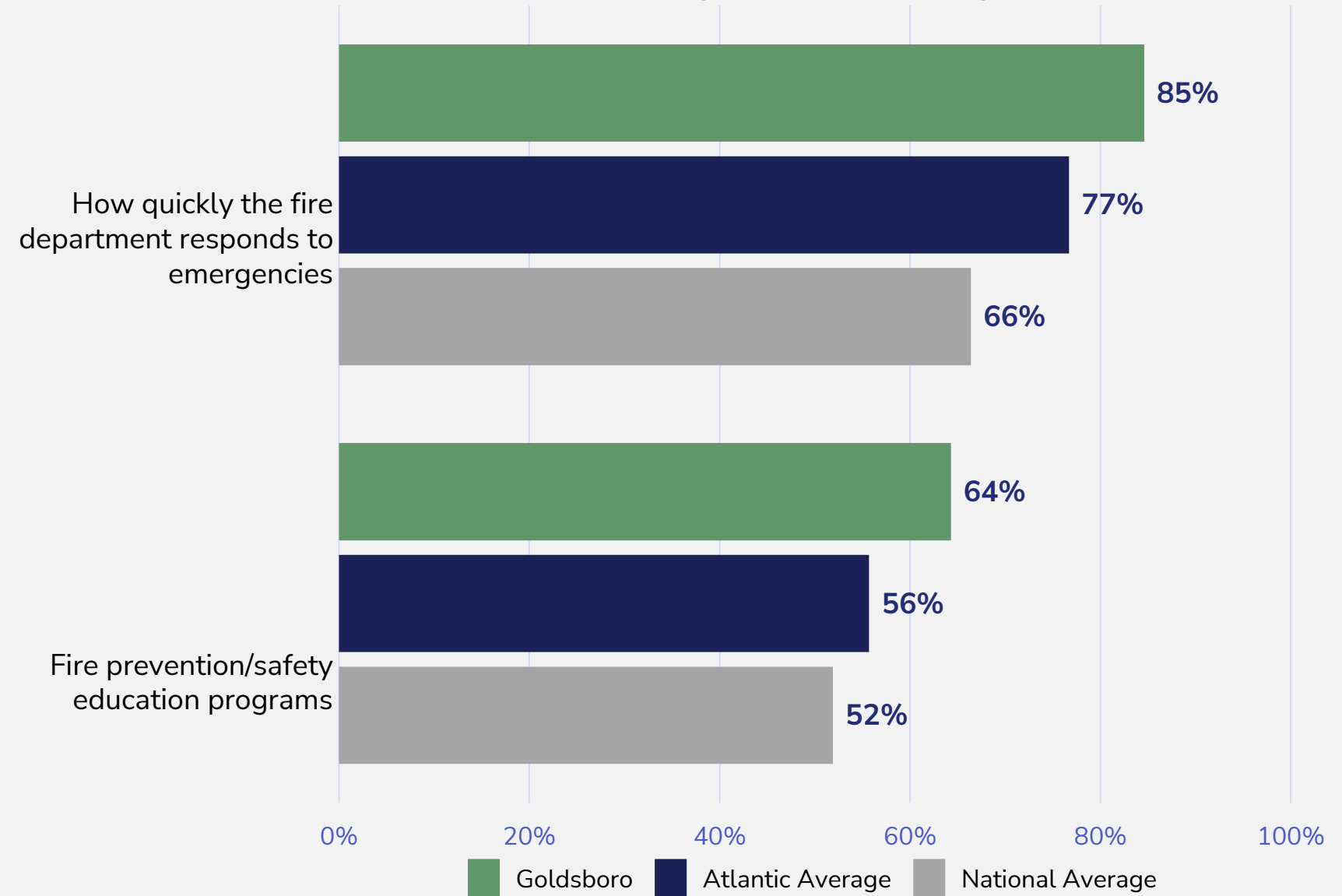


# Fire Services: Benchmarking

In the areas that could be benchmarked, Fire Services in Goldsboro are leading the way when compared to the regional and national averages.

## Q8. Fire Services

Goldsboro vs. Atlantic Average vs. National Average



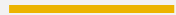
# Public Safety: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Public Safety items that Goldsboro should focus on to improve resident satisfaction are:

1. The City's efforts to prevent crime
2. The visibility of police in neighborhoods
3. The visibility of police in retail areas

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
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

# City Maintenance



# City Maintenance

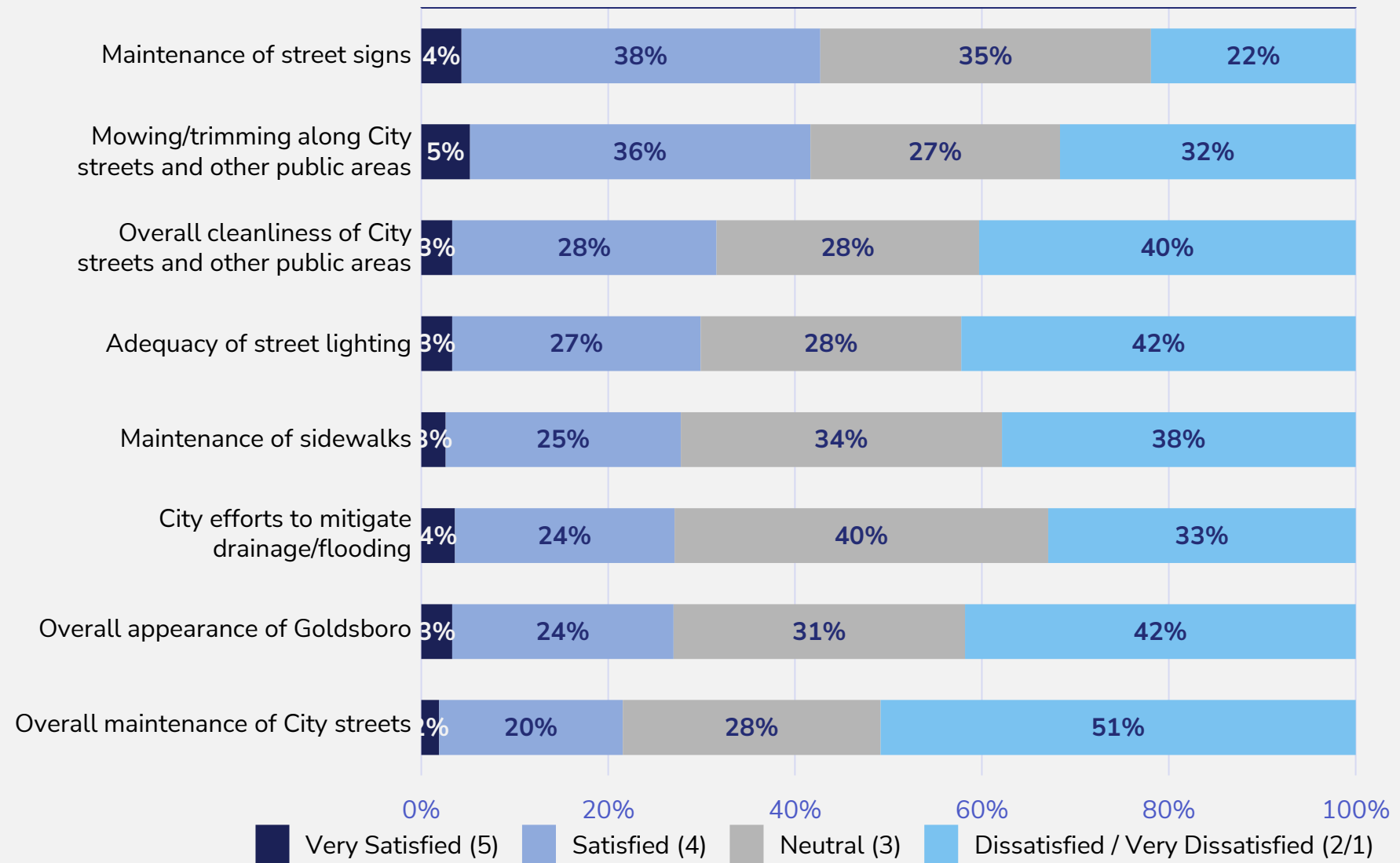
## Top Areas

- Street Signs – 43%
- Mowing/Trimming – 42%
- Cleanliness of Streets – 32%

## Bottom Areas

- Overall Appearance – 27%
- Maintenance of City Streets – 22%

### Q11. Satisfaction With City Maintenance by percentage of respondents (excluding don't know)

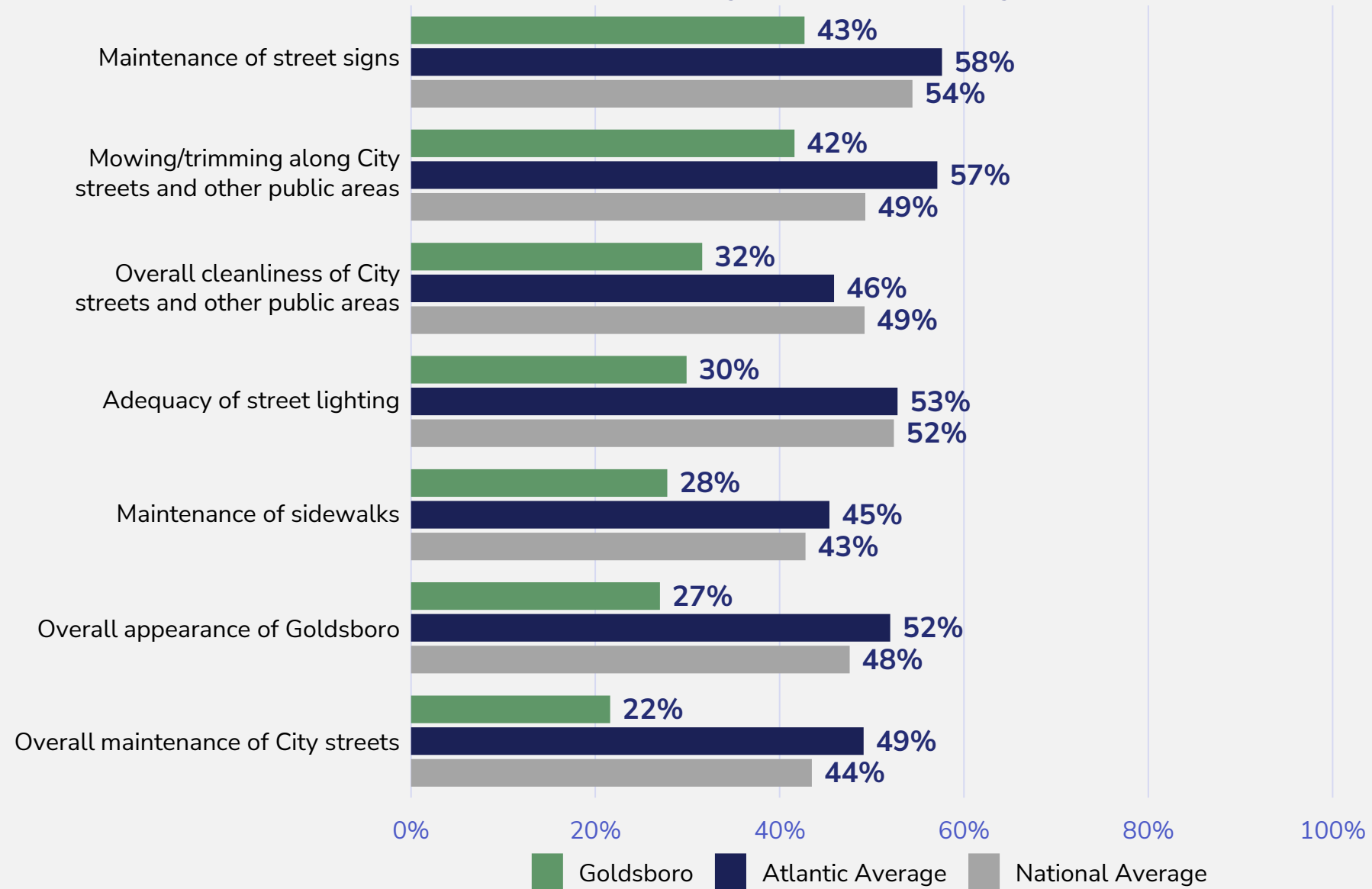


# City Maintenance: Benchmarking

Goldsboro is lagging the national and regional benchmarking in City Maintenance, but this provides an opportunity for the City.

## Q11. City Maintenance

Goldsboro vs. Atlantic Average vs. National Average

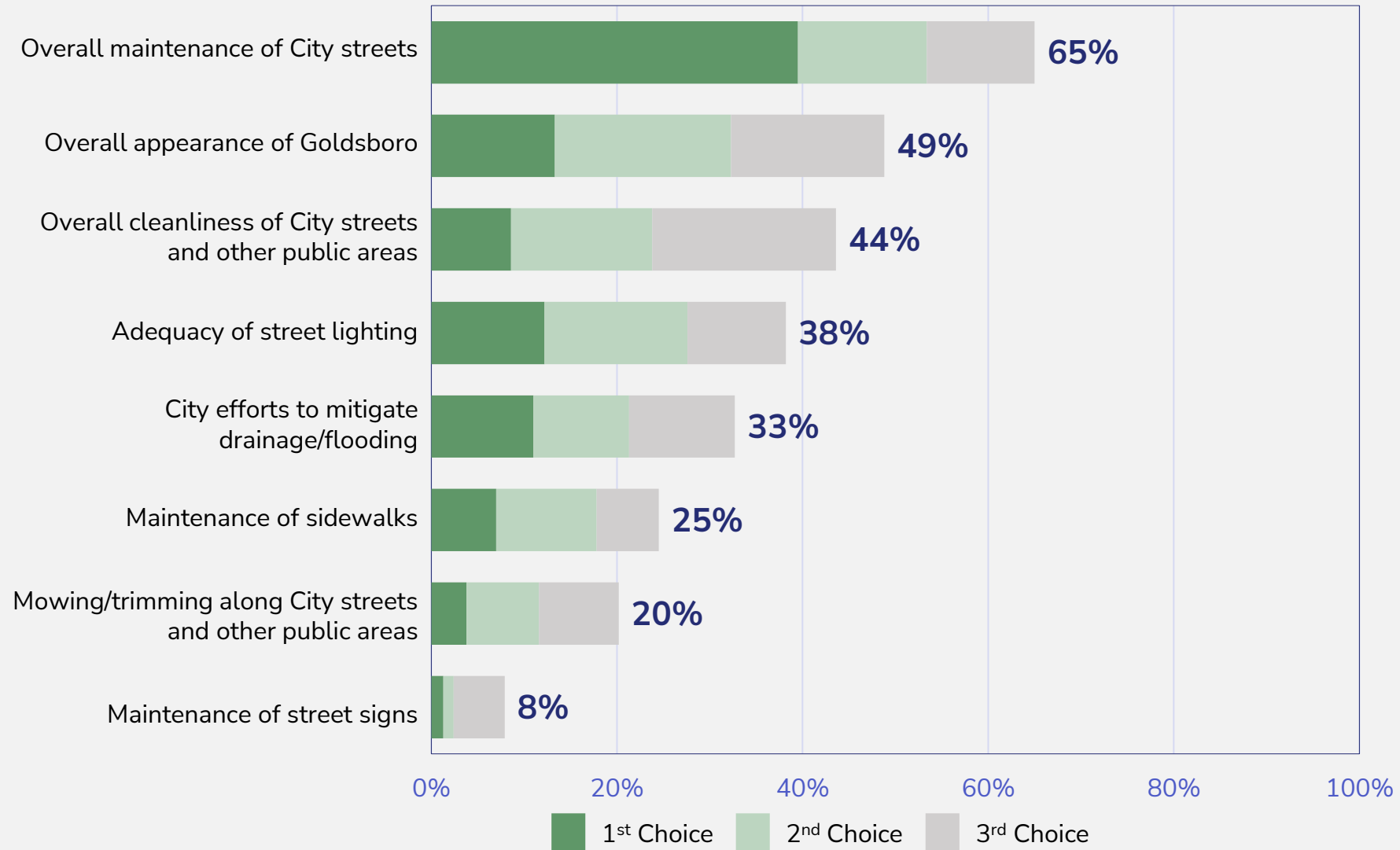


# City Maintenance: Importance

There was a clear top choice among residents:

- Maintenance of City Streets

## 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



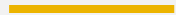
# City Maintenance: Priorities for Investment

With the low satisfactions scores, it was no surprise to see that five items on the survey received a “very high” priority ratings.

1. Maintenance of City Streets
2. Overall appearance of Goldsboro
3. Cleanliness of City streets and other public areas
4. Adequacy of street lighting
5. City efforts to mitigate drainage and flooding

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
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
<b>High Priority (IS .10-.20)</b>						
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
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of street signs	8%	8	43%	1	0.0453	8

# City Communication

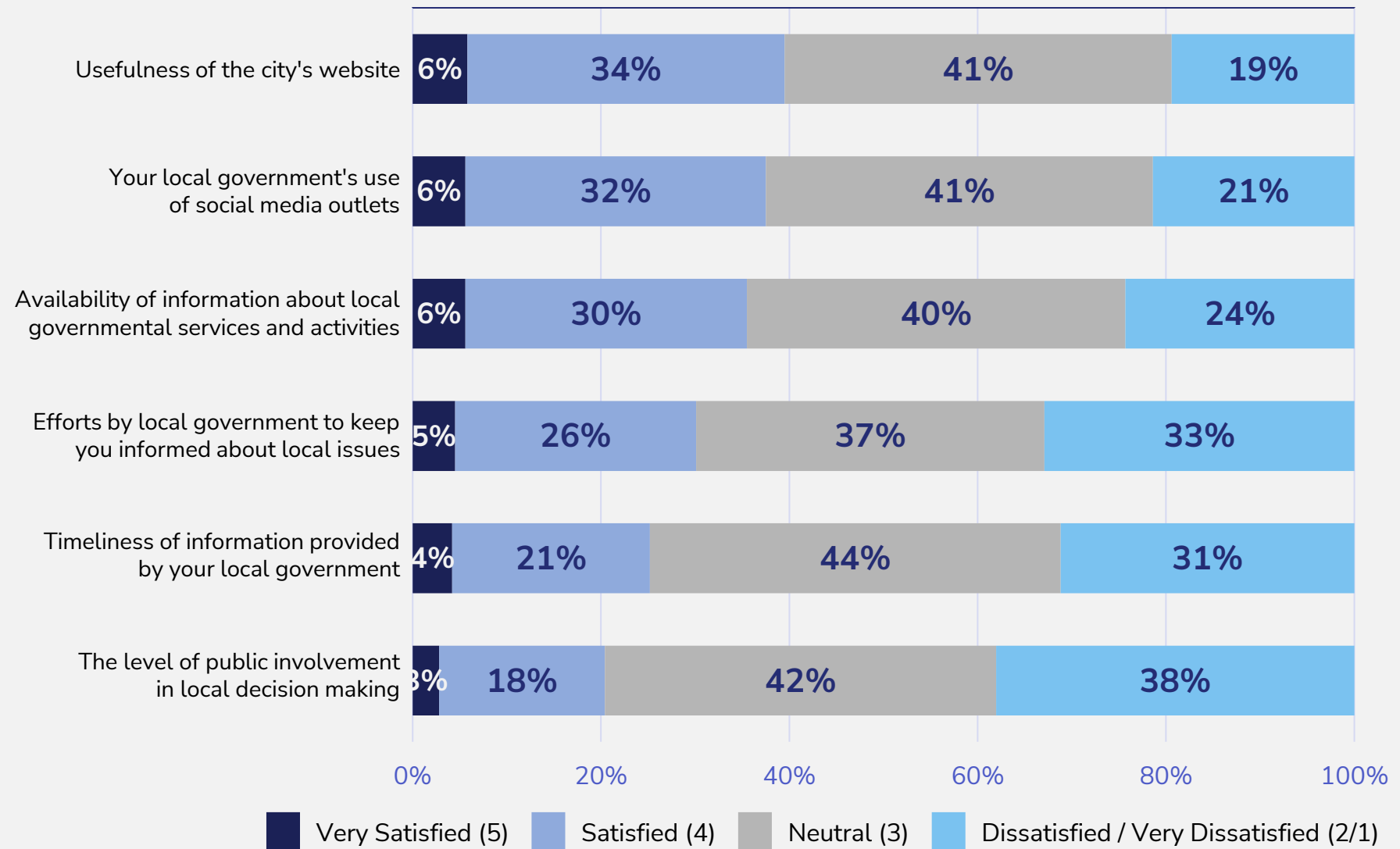


# City Communication

The high neutral ratings with City communication indicate that there is an opportunity for the City to continue to raise awareness around these items to the public.

## Q23. Satisfaction With Communication

by percentage of respondents (excluding don't know)

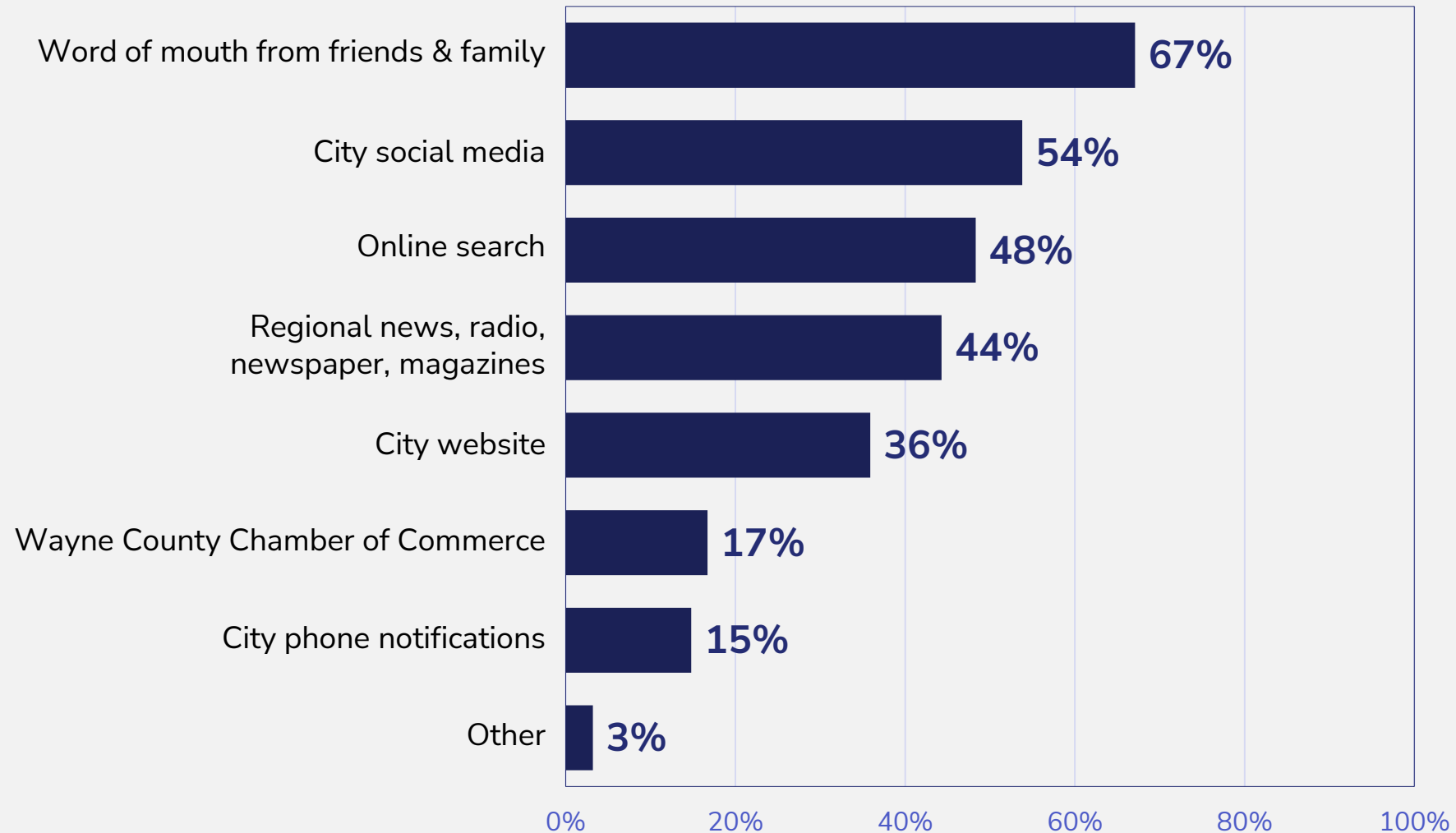


# Where do you currently get information?

One of the reasons for the high neutral ratings is that currently, respondents are currently getting information from friends and family.

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

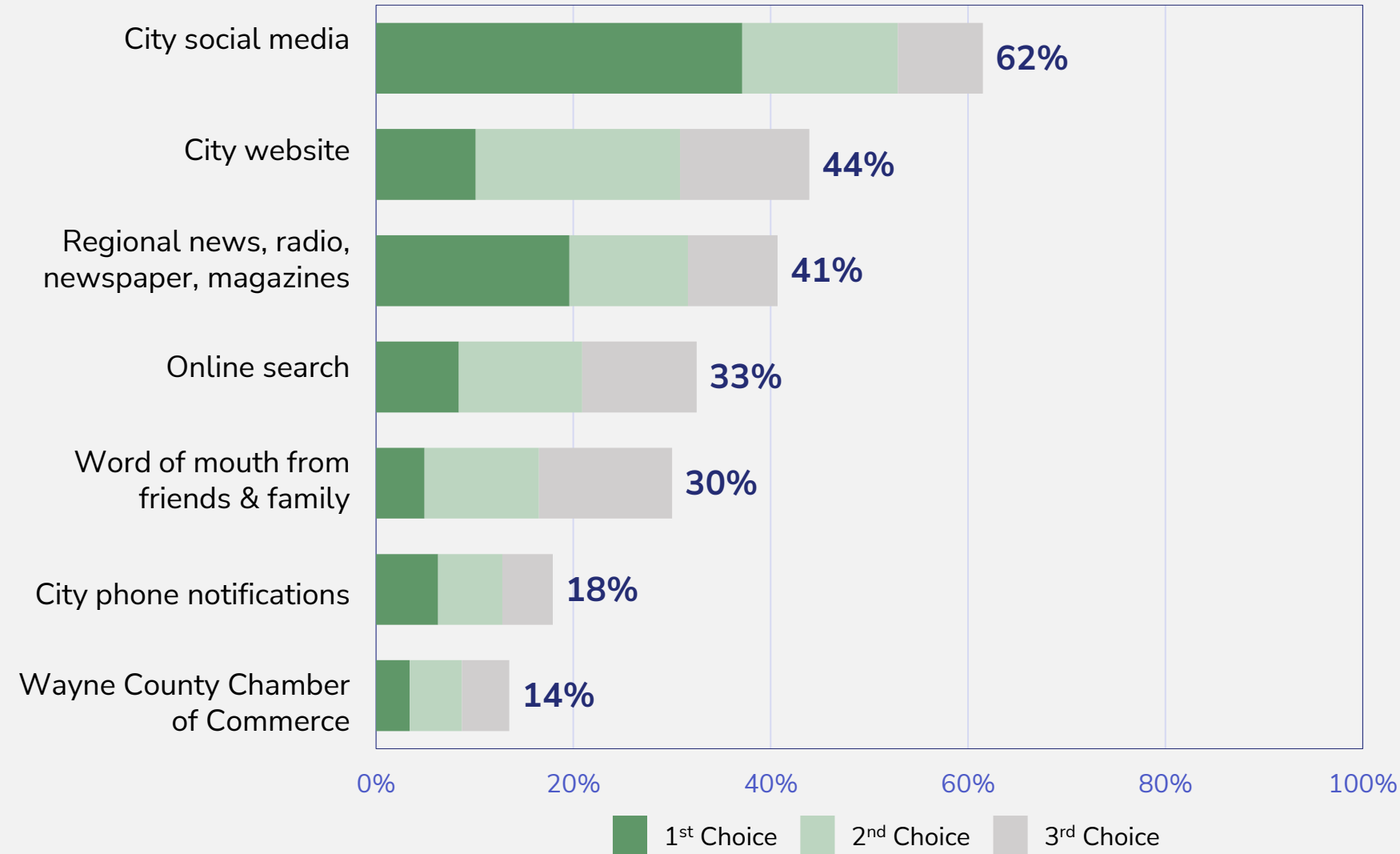
by percentage of respondents (multiple selections could be made)



# Where do you prefer to get information?

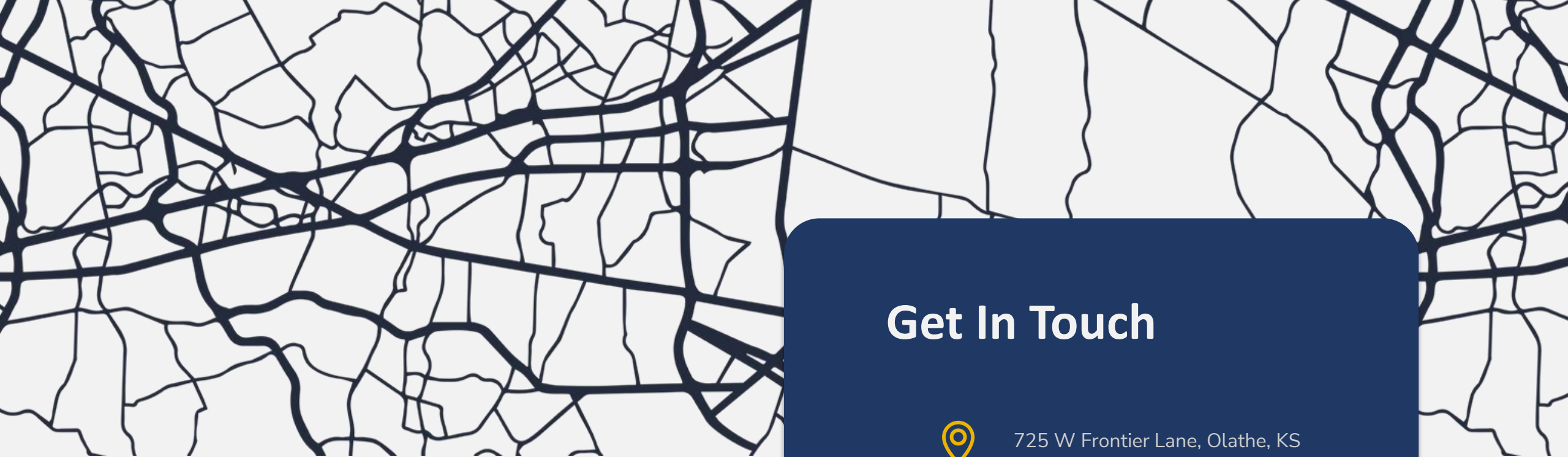
Residents want to receive information about the City from the City. This is an opportunity for the City to align with these preferences and improve resident satisfaction.

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



# Summary and Next Steps

- Downtown Goldsboro is highly rated by Residents, but other areas received lower scores.
- Fire Services received high scores; but City maintenance was seen as an area for improvement.
- The City has an opportunity to align communication preferences to resident's preferences.
- For next steps, the City should be transparent with the results. Share them with department leaders and residents.
  - This survey should serve as a baseline for the City moving forward; Surveys should be conducted every 2-4 years to see if improvements are being made.



## Questions?

—  
Thank you!

## Get In Touch



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