

Durham City and County Resident Survey

County Findings Report

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2019

Submitted to Durham County, North Carolina

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January 2020





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Durham County 2019 Resident Survey

Executive Summary

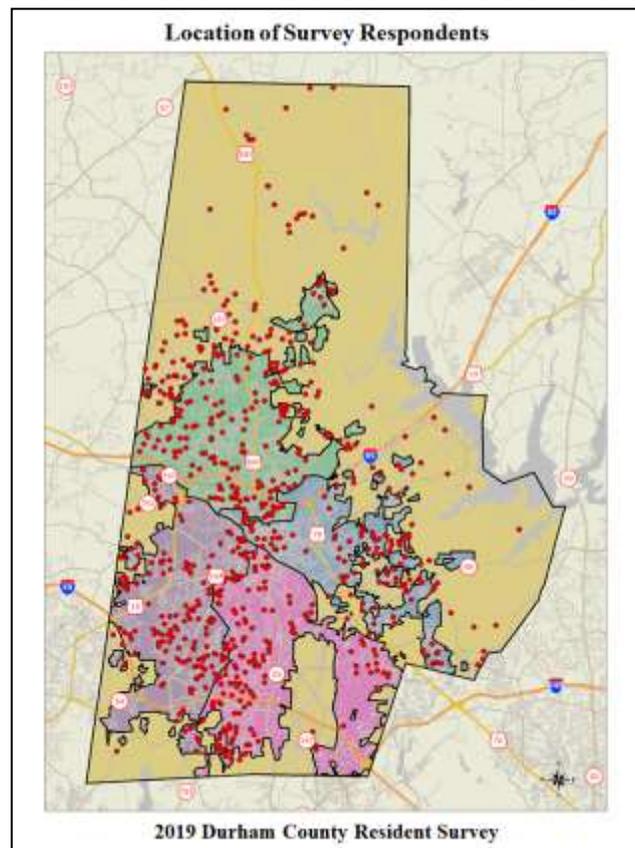
Purpose and Methodology

ETC Institute administered a survey to residents of Durham County during the November and December of 2019. The purpose of the survey was to help Durham County strategically plan for the future as they continue to grow and meet new challenges. The City and County are jointly overseeing the survey so that more Durham residents have an opportunity to be heard. The survey will assist elected officials, as well as the City and County administrators, in making critical decisions about prioritizing resources and helping set the direction for the future of the community. The Durham County resident survey has been conducted annually since 2015.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in Durham County. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Durham County from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted. The map to the right shows the distribution of respondents based on their home address.

The goal was to complete a total of 800 surveys, including at least 600 with City of Durham residents, and at least 200 with residents of Durham County who do not live in the City. These goals were accomplished, with a total of 827 residents completing the survey,



including 605 surveys from City of Durham residents, and 222 surveys from residents of Durham County who do not live in the City. The overall results for the sample of 827 households have a precision of +/-3.4% at the 95% level of confidence.

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 Durham 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 County services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey
- trend data comparisons to previous surveys,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the County to address based upon the survey results,
- benchmarking data that shows how the results for Durham County compare to other communities,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.
- a separate appendix was created with GIS maps showing how respondents answered specific questions geographically. These maps were created using the five PAC District boundaries. To ensure a valid comparison could be made between districts, District 1 and 5 were combined.

Overall Perceptions of the County

Fifty-nine percent (59%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the County. Eighty-one percent (81%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in their neighborhood.

Satisfaction with Major Categories of City and County Services

The major categories of services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of EMS services (80%), the overall quality of library services and programs (79%), the overall quality of fire and life safety programming (78%), response time for fire services (77%), and response time for EMS services (76%). For 13 of the 24 major categories of City and County services that were rated, 50% or more of residents *who had an opinion* were either “very satisfied” or “satisfied”. Respondents, *who had an opinion*, were least satisfied with the maintenance of City streets (29%), the quality of public schools (32%), and the quality of the public transit system (35%).

Most Important Major Categories of City and County Services

Based on the sum of respondents' top three choices, the overall quality of police protection (50%), the overall maintenance of City streets (42%), and the overall quality of public schools (39%), should receive the most emphasis from City and County leaders over the next two years.

Feelings of Safety

Eighty-six percent (86%) of respondents, *who had an opinion*, indicated they feel either "very safe" or "safe" while walking alone in their neighborhood during the day. Sixty percent (60%) of residents, *who had an opinion*, indicated they feel either "very safe" or "safe" while walking alone in their neighborhood at night.

Durham Public Schools

The statements regarding Durham Public Schools that had the highest levels of agreement, based upon the combined percentage of "strongly agree" and "agree" responses among residents *who had an opinion*, were: encourages community involvement in education-related decision making (32%) and has effective leadership in K-12 education (28%). The statement that had the lowest levels of agreement based upon the combined percentage of "strongly agree" and "agree" responses among residents *who had an opinion*, was: Durham Public Schools is transparent about education-related decision making (23%). It should be noted that for all six areas of Durham Public Schools that were rated, the satisfaction has increased by at least 4% since last year.

Satisfaction with Specific Services

- **Law Enforcement and Criminal Justice.** The highest levels of satisfaction with law enforcement and criminal justice services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: overall police relationship with your community (58%), overall Sheriff's Office relationship with your community (55%), and animal control services (54%). Respondents were least satisfied with the local court system (37%).
- **Parks, Recreation, and Open Space.** The highest levels of satisfaction with parks, recreation, and open space based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: greenways and trails (67%), cultural programming (66%), the length of your commute to your desired recreation amenities (62%). Based upon the sum of respondents' top two choices, the parks and recreation services respondents indicated should receive the most emphasis over the next two years were greenways and trails (35%), the variety of City recreation opportunities (23%), and cultural programming (22%).
- **Maintenance.** The highest levels of satisfaction with maintenance, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the condition of trails and greenways (60%), the condition of parks (55%), and the condition of public art (55%). Based on the sum of respondents' top two choices, the maintenance services respondents indicated they would be most willing to pay higher taxes to support enhancements for were: the condition of streets neighborhoods

(38%), the condition of public school facilities (29%), and the condition of sidewalks in neighborhoods (27%).

- **Multi-Modal Transportation.** The highest levels of satisfaction with multi-modal transportation in Durham, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ability to run, walk, bike, and exercise outdoors in neighborhoods (65%), the ease of travel by driving (62%), and safety when driving around Durham (50%).
 - The top reasons preventing respondents from using public transit are: I prefer to drive my car/need to use my car (65%), bus would take too long (47%), and it’s too far from my home to the nearest bus stop (38%).
- **Solid Waste and Utility Service.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: curbside recycling services (82%), solid waste collection services (80%), and sewer services (71%). Respondents were least satisfied with stream and lake protection (49%).
- **County Communication.** The highest levels of satisfaction with County communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ability to get timely emergency/disaster information 24 hours a day (59%), the ease of locating information on County website (47%), and the availability of information about County programs and services (45%). Respondents were least satisfied with the level of public involvement in local decision making (31%).

Additional Findings

- Seventy-seven percent (77%) of respondents indicated they are able to find housing they can afford in Durham. Thirty-three percent (33%) of respondents indicated they have major home repairs that impact their quality of life or they have put off because of lack of resources, and 29% indicated their monthly housing costs exceed 30% of their monthly income.
- Fifty-eight percent (58%) of respondents indicated that keeping congestion and traffic to a minimum should be one of the most important planning goals for the City and County.
- Sixty-seven percent (67%) of respondents indicated that training and skill development should be one of the most important items for Economic and Workforce Development to focus on, 62% indicated small business development is one of the most important areas of focus.
- Thirty-seven percent (37%) of respondents indicated they or members of their household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint.
 - Of those who have contacted the County, the highest levels of satisfaction with their experience, based upon the combined percentage of “very satisfied” and

“satisfied” responses among residents were: the courtesy of County Government employees (68%), the accuracy of the information given (65%), and the appropriateness of the County employees’ response (63%), and the timeliness of County employees’ response (62%). Overall, a majority of respondents were satisfied with all six aspects that were rated.

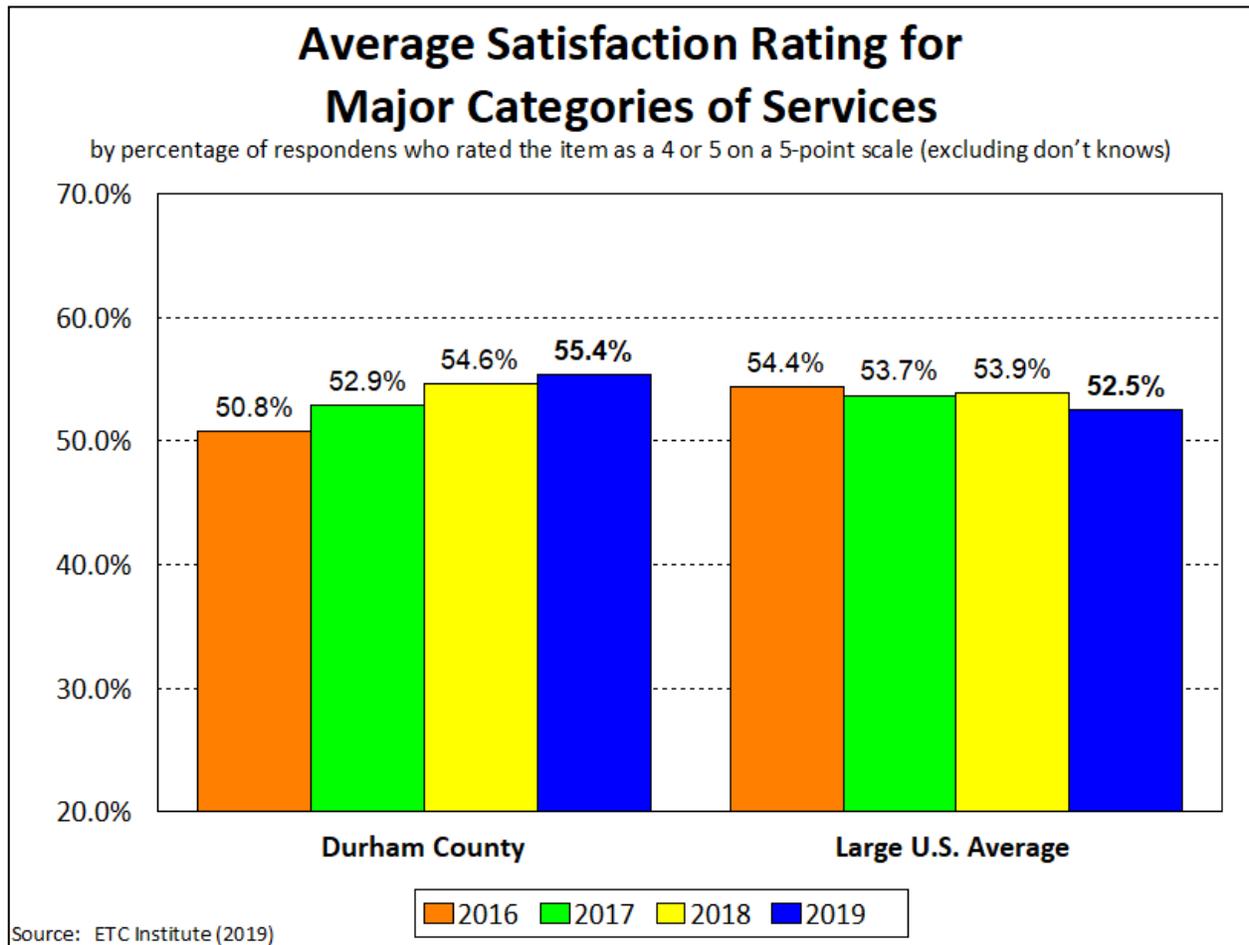
- Forty-two percent (42%) of respondents indicated they use traditional media (TV, newspapers, or their social media) to get important Durham County Government-related information at least weekly, and 33% get information from friends/colleagues/word of mouth at least weekly.
- Eighty percent (80%) of respondents indicate they “never” use the Durham County Twitter feed to get important Durham County Government-related information, 73% “never” use the Durham County Facebook page, and 72% “never” use the Durham County TV show for information.
- Eighty-two percent (82%) of the residents surveyed, *who had an opinion*, rated Durham as an “excellent” or “good” place to live, 81% rated Durham as an “excellent” or “good” place to work, and 71% rated Durham as an “excellent” or “good” place to visit.
- Respondents were asked to indicate, from a list of government services, which ones they would be willing to pay higher taxes to support enhancements for. Respondents were allowed to select multiple choices. The top three services respondents are willing to pay higher taxes to support are below.
 - Public school operations (teachers, salaries) (51%)
 - Affordable housing (36%)
 - Public safety (32%)
 - Public health and wellness (30%)
 - *Twenty-six percent (26%) of respondents would not pay higher taxes for any of the 11 items listed.*
- Respondents were then asked to indicate how willing they would be to pay fees instead of taxes to pay for improvements to services that they use or benefit from. Forty percent (40%) of respondents indicated they would be “very willing” (14%) or “willing” (26%) to pay fees instead of taxes. Thirty-seven percent (37%) of respondents were “not sure,” and 23% were “not willing.”
- Twenty-one percent (21%) of respondents indicated they have heard about the City of Durham’s Participatory Budgeting Process.
- Fourteen percent (14%) of respondents indicated that someone in their household has had trouble accessing the healthcare they need in the past year.

Trend Summary for Major Categories of City and County Services

Satisfaction with Major Categories of City and County Services has increased from 2016 to 2019.

To assess the change in satisfaction with major categories of city and county services from 2016 to 2019, ETC Institute calculated the average satisfaction ratings for 17 major categories of city and county services that were assessed in 2016, 2017, 2018, and 2019. ETC Institute also calculated the average satisfaction ratings for these same 17 categories for large U.S. communities.

The chart below shows the average satisfaction rating for 2016, 2017, 2018 and 2019 for Durham County and large U.S. communities. In 2019 the average satisfaction rating for Durham County was 55.4%, which is an increase of 0.8% since 2018, and an increase of 4.6% since 2016. While the satisfaction with major categories of city and county services has increased each year since 2016 in Durham, nationally the satisfaction ratings for large U.S. communities have decreased slightly since 2016. The average satisfaction rating for large U.S. communities has decreased by 1.4% since 2018 and decreased by 1.9% since 2016.



The following page shows the satisfaction ratings for major categories of city and county services from 2016-2019, as well as the satisfaction ratings for large U.S. communities from 2016-2019.

Satisfaction with Major Categories of Durham City and County Services

The table below shows the satisfaction ratings for major categories of Durham city and county services from 2016-2019.

Durham County				
Values represent the percentage of very satisfied and satisfied respondents				
Service	2019	2018	2017	2016
Bicycle facilities	38	37	33	38
Customer service from City employees	59	60	56	36
Customer service from County employees	59	61	56	36
Ease of travel within Durham	39	40	40	30
Effectiveness of communication	50	53	48	38
EMS services	80	76	76	69
Enforcement of codes/ordinances	46	44	40	40
Library services/programs	79	77	71	69
Maintenance of City streets	29	29	34	35
Parks/recreation programs	65	63	58	63
Police protection	57	62	62	59
Public schools	32	29	27	32
Public transit system	35	31	35	41
Response time for EMS services	76	72	69	79
Response time for fire services	77	73	75	84
Sheriff protection	56	58	62	59
Water/sewer utilities	65	64	59	56
Average Satisfaction Rating	55.4	54.6	52.9	50.8

Satisfaction with Major Categories of Services for Large U.S. Communities

The table below shows the satisfaction ratings for major categories of services for large U.S. communities from 2016-2019.

Large U.S. Communities				
Values represent the percentage of very satisfied and satisfied respondents				
Service	2019	2018	2017	2016
Bicycle facilities	36	39	38	32
Customer service from City employees	33	35	36	57
Customer service from County employees	33	35	36	58
Ease of travel within Durham	37	37	36	30
Effectiveness of communication	40	39	38	48
EMS services	69	70	69	80
Enforcement of codes/ordinances	44	47	47	42
Library services/programs	75	74	74	76
Maintenance of City streets	31	33	35	30
Parks/recreation programs	63	64	63	63
Police protection	59	59	59	62
Public schools	41	42	41	34
Public transit system	50	53	51	36
Response time for EMS services	75	77	79	77
Response time for fire services	82	85	84	79
Sheriff protection	59	59	59	65
Water/sewer utilities	66	69	68	59
Average Satisfaction Rating	52.5	53.9	53.7	54.4

Durham County Trend Analysis: 2016-2019

The tables on the following pages show the satisfaction ratings (ratings of “4” or “5”) from 2016-2019. The column to the far right shows the average satisfaction rating from 2016-2019. Values highlighted in blue are significantly higher (+4% or more) than the 2016-2019 average, and values highlighted in RED are significantly lower (-4% or more) than the 2016-2019 average.

Durham County Trends: 2016-2019					
The values below are highlighted to show whether there is a significant difference in the satisfaction rating compared to the averages satisfaction ratings from 2016-2019. Values highlighted in BLUE indicate that the rating was significantly higher (+4% or more) than the 2016-2019 average, and values highlighted in RED indicate that rating was significantly lower (-4% or more) than the 2016-2019 average.					
Major Categories	2019	2018	2017	2016	2016-2019 Avg.
EMS services	80%	76%	76%	80%	78%
Library services/programs	79%	77%	71%	76%	75%
Fire and life safety programming	78%	77%	-	-	77%
Response time for fire services	77%	73%	75%	79%	76%
Response time for EMS services	76%	72%	69%	77%	74%
Water/sewer utilities	65%	64%	59%	59%	62%
Parks/recreation programs	65%	63%	58%	63%	62%
Customer service from City employees	59%	60%	56%	57%	58%
Customer service from County employees	59%	61%	56%	58%	58%
Police protection	57%	62%	62%	62%	61%
Sheriff protection	56%	58%	62%	65%	60%
Private schools	51%	54%	45%	50%	50%
Effectiveness of communication	50%	53%	48%	48%	49%
Public Health services	49%	46%	43%	46%	46%
Enforcement of codes & ordinances	46%	44%	40%	42%	43%
Tax Administration services	43%	45%	40%	42%	42%
Durham County Department of Social Services	39%	43%	37%	39%	39%
Ease of travel within Durham	39%	40%	40%	48%	42%
Bicycle facilities	38%	37%	33%	32%	35%
Pedestrian facilities	37%	37%	38%	33%	36%
Charter schools	35%	38%	34%	36%	36%
Public transit system	35%	31%	35%	36%	34%
Public schools	32%	29%	27%	34%	30%
Maintenance of City streets	29%	29%	34%	30%	31%
Perceptions	2019	2018	2017	2016	2016-2019 Avg.
Quality of life in your neighborhood	81%	76%	76%	75%	77%
Quality of life in Durham	64%	65%	63%	64%	64%
Quality of services provided by City	61%	61%	57%	59%	59%
Quality of services provided by County	58%	59%	55%	60%	58%
Appearance of Durham	55%	53%	49%	51%	52%
Image of Durham	50%	55%	51%	50%	51%
Value received for local property taxes	39%	40%	39%	33%	38%
Management of development/growth	36%	45%	46%	43%	42%
Durham Public Schools	2019	2018	2017	2016	2016-2019 Avg.
Encourages community involvement in education decision making	32%	27%	27%	35%	30%
Has effective leadership in K-12 education	28%	21%	20%	25%	23%
Manages education budget well	26%	20%	20%	24%	23%
Attracts high quality teachers	25%	21%	20%	23%	22%
Ensures quality education for students	25%	21%	21%	25%	23%
Is transparent about education-related decision making	23%	18%	18%	23%	21%

Durham County Trends 2016-2019					
The values below are highlighted to show whether there is a significant difference in the satisfaction rating compared to the averages satisfaction ratings from 2016-2019. Values highlighted in BLUE indicate that the rating was significantly higher (+4% or more) than the 2016-2019 average, and values highlighted in RED indicate that rating was significantly lower (-4% or more) than the 2016-2019 average.					
	2019	2018	2017	2016	2016-2019 Avg.
Public Safety					
Walking alone in your neighborhood during the day	86%	83%	85%	83%	84%
Walking alone in your neighborhood at night	60%	56%	56%	54%	56%
Using City recreation centers	54%	52%	-	-	53%
Visiting City parks	50%	52%	-	-	51%
In Downtown Durham	49%	49%	43%	43%	46%
In Durham overall	40%	39%	36%	33%	37%
Law Enforcement/Criminal Justice					
Police relationship with your community	58%	57%	61%	56%	58%
Sheriff's office relationship with your community	55%	51%	58%	60%	56%
Animal control services	54%	47%	47%	49%	49%
Enforcement of traffic safety laws	47%	43%	46%	49%	46%
Local court system	37%	41%	38%	40%	39%
Parks, Recreation, and Open Space					
Greenways & trails	67%	59%	61%	60%	62%
Cultural programming	66%	62%	61%	60%	62%
Length of your commute to your desired recreation amenities	62%	57%	51%	54%	56%
Public art	58%	48%	-	-	53%
Variety of City recreation opportunities	58%	49%	52%	47%	52%
Outdoor athletic fields & courts	57%	48%	50%	53%	52%
Customer service provided by City's Parks & Recreation staff	55%	50%	52%	51%	52%
Recreation Center programs	51%	46%	42%	46%	46%
Athletic programs	50%	40%	41%	48%	45%
Aquatic programs	45%	39%	38%	39%	40%
Maintenance					
Condition of trails & greenways	60%	52%	-	-	56%
Condition of public art	55%	50%	-	-	53%
Condition of parks	55%	49%	49%	51%	51%
Condition of recreation centers & facilities	49%	44%	44%	42%	45%
Condition of streets in your neighborhood	48%	51%	56%	51%	51%
Overall appearance of major entryways to Downtown Durham	44%	41%	43%	44%	43%
Appearance of landscaping on right of ways along streets/public	44%	41%	44%	43%	43%
Condition of aquatic facilities	41%	36%	-	-	38%
Condition of sidewalks in your neighborhood	39%	40%	44%	46%	42%
Condition of bicycle facilities	35%	31%	31%	30%	32%
Condition of public school facilities	32%	26%	-	-	29%
Condition of parking	32%	32%	-	-	32%
Multi-Modal Transportation					
Ability in your neighborhood to run, walk, bike, & exercise outdoor	65%	60%	-	-	62%
Ease of travel by driving	62%	62%	62%	63%	62%
Safety when driving around Durham	50%	53%	52%	54%	52%
Ease of travel by walking	39%	37%	40%	37%	38%
Location of downtown parking facilities	38%	36%	37%	33%	36%
Quality of downtown parking facilities	38%	37%	37%	34%	36%
Number of bike lanes in your community	29%	25%	-	-	27%
Ease of travel by bus	28%	20%	33%	37%	30%
Ease of travel by biking	27%	25%	25%	23%	25%

Durham County Trends 2016-2019

The values below are highlighted to show whether there is a significant difference in the satisfaction rating compared to the averages satisfaction ratings from 2016-2019. Values highlighted in BLUE indicate that the rating was significantly higher (+4% or more) than the 2016-2019 average, and values highlighted in RED indicate that rating was significantly lower (-4% or more) than the 2016-2019 average.

	2019	2018	2017	2016	2016-2019 Avg.
Solid Waste and Utility Services					
Curbside recycling services	82%	78%	75%	82%	79%
Solid waste collection services	80%	78%	79%	80%	79%
Sewer services	71%	68%	69%	63%	68%
City Waste Disposal Center	68%	62%	64%	63%	64%
Yard waste collection services	67%	64%	67%	59%	64%
Quality of drinking water	67%	63%	64%	63%	64%
County Solid Waste Convenience Centers	62%	59%	62%	62%	61%
Stream & lake protection	49%	44%	42%	40%	44%
Communication					
Ability to get timely emergency/disaster info 24 hours a day	59%	58%	53%	-	57%
Ease of locating information on County website	47%	43%	47%	47%	46%
Availability of info about County programs & services	45%	43%	44%	40%	43%
Your experience engaging with County government process	43%	41%	39%	39%	40%
County efforts to keep you informed about local issues	36%	33%	31%	37%	34%
Level of public involvement in local decisions	31%	29%	29%	28%	29%
Customer Service					
Courtesy of County employee(s) you interacted with	68%	66%	63%	73%	68%
Accuracy of information you were given	65%	61%	57%	67%	62%
Appropriateness of County employees' response	63%	60%	59%	62%	61%
How easy County Government was to contact	59%	60%	59%	67%	61%
Timeliness of County employees' response	62%	60%	56%	60%	59%
Resolution to your issue/concern	59%	54%	50%	63%	56%
Overall Ratings					
As a place to live	82%	85%	81%	80%	82%
As a place to work	81%	81%	78%	78%	80%
As a place to visit	71%	67%	64%	67%	68%
As a place to play	66%	68%	61%	65%	65%
As a place to raise children	63%	63%	58%	63%	62%
As a place to retire	59%	55%	57%	60%	58%
As a community that is moving in the right direction	57%	63%	61%	59%	60%
As a place to start a business	54%	52%	54%	56%	54%
As a place to educate children	42%	37%	35%	44%	39%

How Durham County Compares to Similarly Sized Communities

Satisfaction ratings for Durham County **rated above the average for communities with a population of 150,000 - 400,000 residents in 27 of the 41 areas** that were assessed. Durham County rated significantly higher than the average for communities with a population of 150,000 - 400,000 (difference of 4% or more) in 19 of these areas. Listed below are the comparisons between Durham County and the average for communities with a population of 150,000 - 400,000:

Service	Durham County	U.S. Pop 150k-400k	Durham Co. vs. U.S.	Category
As a place to work	81%	45%	36%	Overall Ratings
As a place to live	82%	51%	31%	Overall Ratings
Customer service from County employees	59%	33%	26%	Major Categories
Customer service from City employees	59%	33%	26%	Major Categories
As a place to visit	71%	47%	24%	Overall Ratings
Resolution of your issue/concern	59%	37%	22%	Customer Service
Quality of services provided by City	61%	42%	19%	Perceptions
Quality of services provided by County	58%	42%	16%	Perceptions
As a community moving in the right direction	57%	42%	15%	Overall Ratings
Availability of info on County programs/services	45%	31%	14%	Communication
As a place to retire	59%	46%	13%	Overall Ratings
EMS services	80%	69%	11%	Major Categories
As a place to raise children	63%	52%	11%	Overall Ratings
Effectiveness of communication	50%	40%	10%	Major Categories
Accuracy of information you were given	65%	55%	10%	Customer Service
Appearance of Durham	55%	48%	7%	Perceptions
Value received for local property taxes	39%	33%	6%	Perceptions
Library services/programs	79%	75%	4%	Major Categories
Courtesy of County employee(s) you interacted with	68%	64%	4%	Customer Service
Parks/recreation programs	65%	63%	2%	Major Categories
Enforcement of codes/ordinances	46%	44%	2%	Major Categories
Ease of travel within Durham	39%	37%	2%	Major Categories
Bicycle facilities	38%	36%	2%	Major Categories
County efforts to keep you informed about local issues	36%	34%	2%	Communication
Response time for EMS services	76%	75%	1%	Major Categories
Management of development/growth	36%	35%	1%	Perceptions
Timeliness of County employees' response	62%	61%	1%	Customer Service
Level of public involvement in local decisions	31%	31%	0%	Communication
Water/sewer utilities	65%	66%	-1%	Major Categories
Police protection	57%	59%	-2%	Major Categories
Maintenance of City streets	29%	31%	-2%	Major Categories
Sheriff protection	56%	59%	-3%	Major Categories
Response time for fire services	77%	82%	-5%	Major Categories
Quality of life in Durham	64%	70%	-6%	Perceptions
Ability to get timely emergency/disaster info 24 hours a day	59%	66%	-7%	Communication
Pedestrian facilities	37%	45%	-8%	Major Categories
Public schools	32%	41%	-9%	Major Categories
Ease of locating information on County website	47%	56%	-9%	Communication
Image of Durham	50%	63%	-13%	Perceptions
Public transit system	35%	50%	-15%	Major Categories
How easy County government was to contact	59%	74%	-15%	Customer Service

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the County identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with services over the next two years. If the County wants to improve its overall satisfaction rating, the County should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities by Major Category. This analysis reviewed the importance of and satisfaction with major categories of services. This analysis was conducted to help set the overall priorities. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise overall satisfaction rating are listed below:

- **Overall maintenance of City streets** (IS Rating=0.2942)
- **Overall quality of public schools** (IS Rating=0.2668)
- **Overall quality of police protection** (IS Rating=0.2179)
- **Overall ease of travel within Durham** (IS Rating=0.1344)

The table below shows the importance-satisfaction rating for 14 of the 24 major categories of services. The complete table is shown in section 3 of the report.

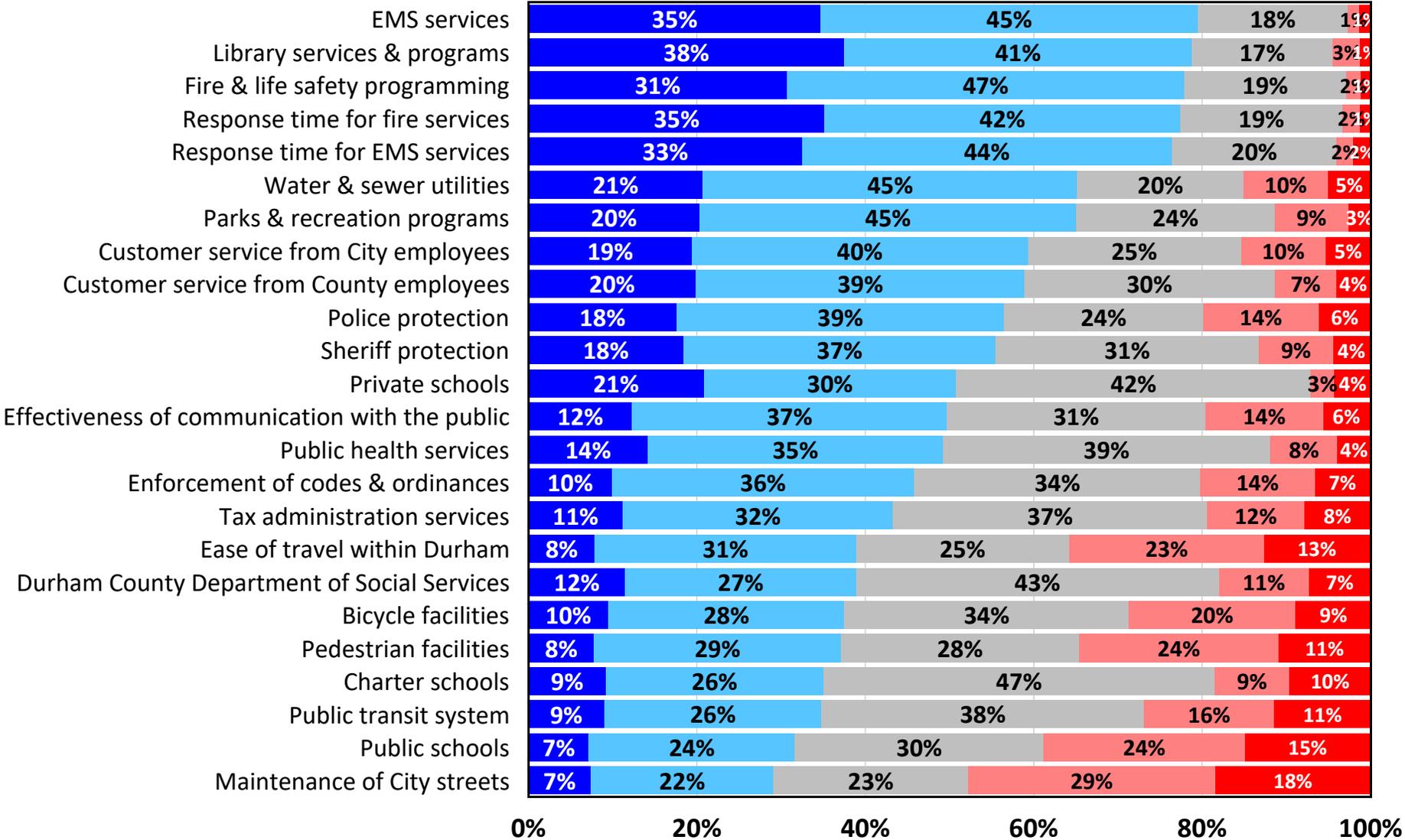
2019 Importance-Satisfaction Rating Durham County, North Carolina Major Categories of City and County Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets	42%	2	29%	24	0.2942	1
Overall quality of public schools	39%	3	32%	23	0.2668	2
Overall quality of police protection	50%	1	57%	10	0.2179	3
High Priority (IS .10-.20)						
Overall ease of travel within Durham	22%	4	39%	18	0.1344	4
Medium Priority (IS <.10)						
Overall quality of pedestrian facilities	14%	6	37%	20	0.0899	5
Overall quality of public transit system (GoDurham)	12%	7	35%	22	0.0808	6
Overall quality of sheriff protection	15%	5	56%	11	0.0654	7
Overall quality of bicycle facilities	9%	9	38%	19	0.0563	8
Overall quality of water & sewer utilities	10%	8	65%	6	0.0348	9
Overall effectiveness of communication with the public	6%	11	50%	13	0.0292	10
Durham County Department of Social Services	5%	16	39%	17	0.0281	11
Overall quality of tax administration services	5%	15	43%	16	0.0272	12
Overall enforcement of codes & ordinances	5%	14	46%	17	0.0266	13
Overall quality of public health services	5%	13	49%	15	0.0259	14

Section 1

Charts and Graphs

Q1. Satisfaction with Major Categories of City and County Services

by percentage of respondents (excluding NA)

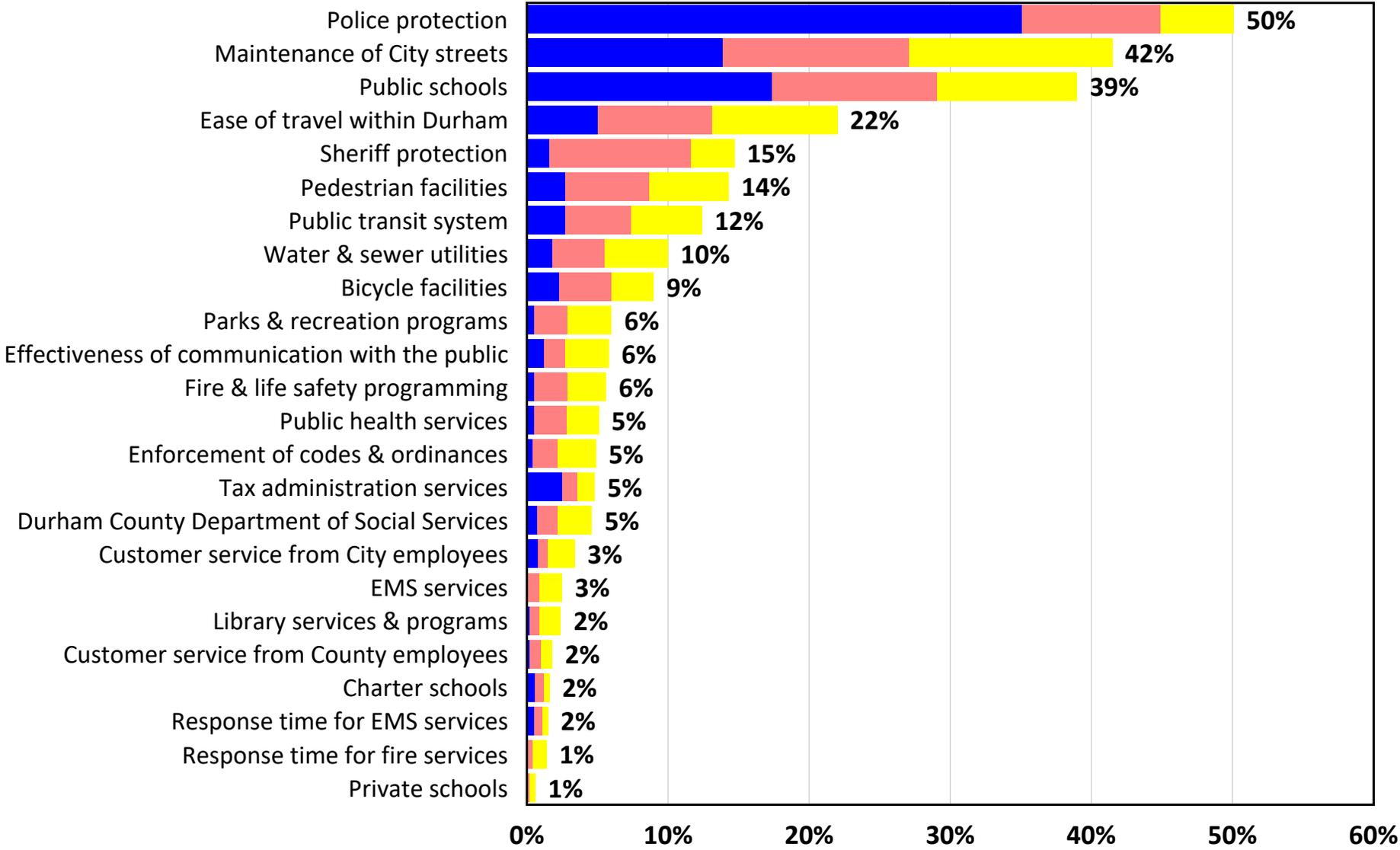


■ Very Satisfied (5) ■ Satisfied (4) ■ Neutral (3) ■ Dissatisfied (2) ■ Very Dissatisfied (1)

Source: ETC Institute (2019)
ETC Institute (2019)

Q2. Major Categories of Services That Should Receive the Most Emphasis from City & County Leaders Over the Next Two Years

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

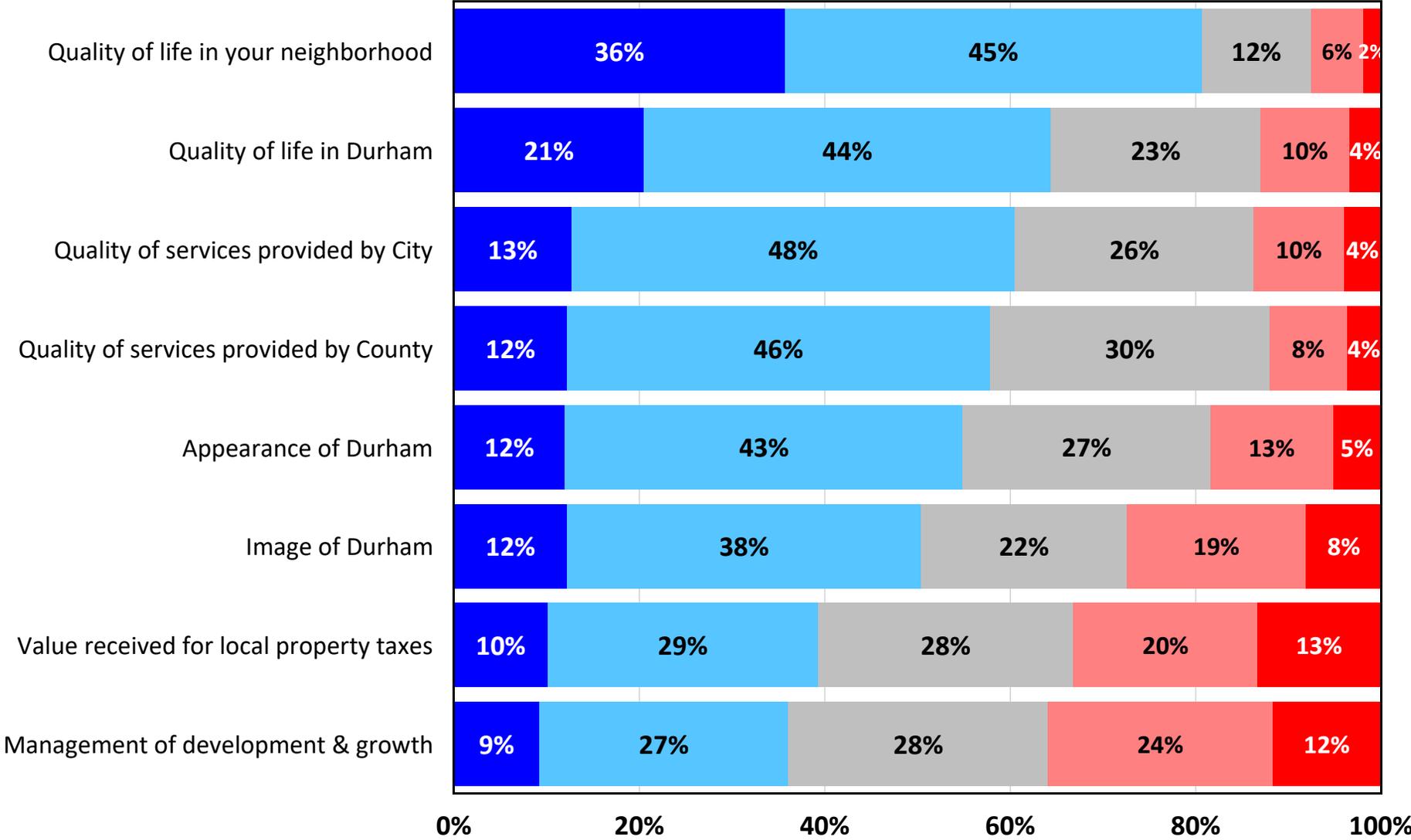


Source: ETC Institute (2019)
ETC Institute (2019)

■ 1st Choice ■ 2nd Choice ■ 3rd Choice

Q3. Satisfaction with Items That May Influence Your Perception of Durham

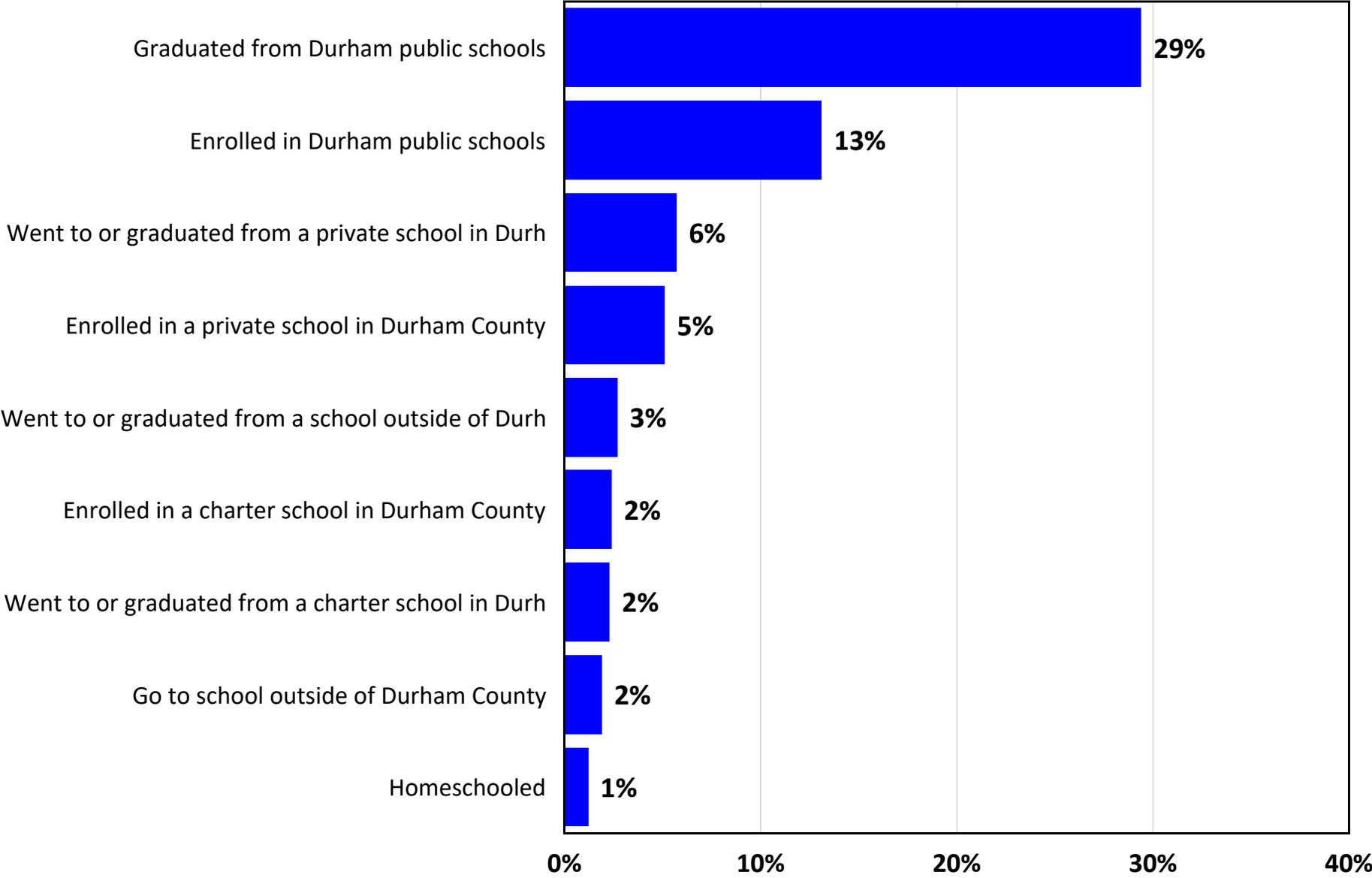
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q4. Education Status of Children in Your Household

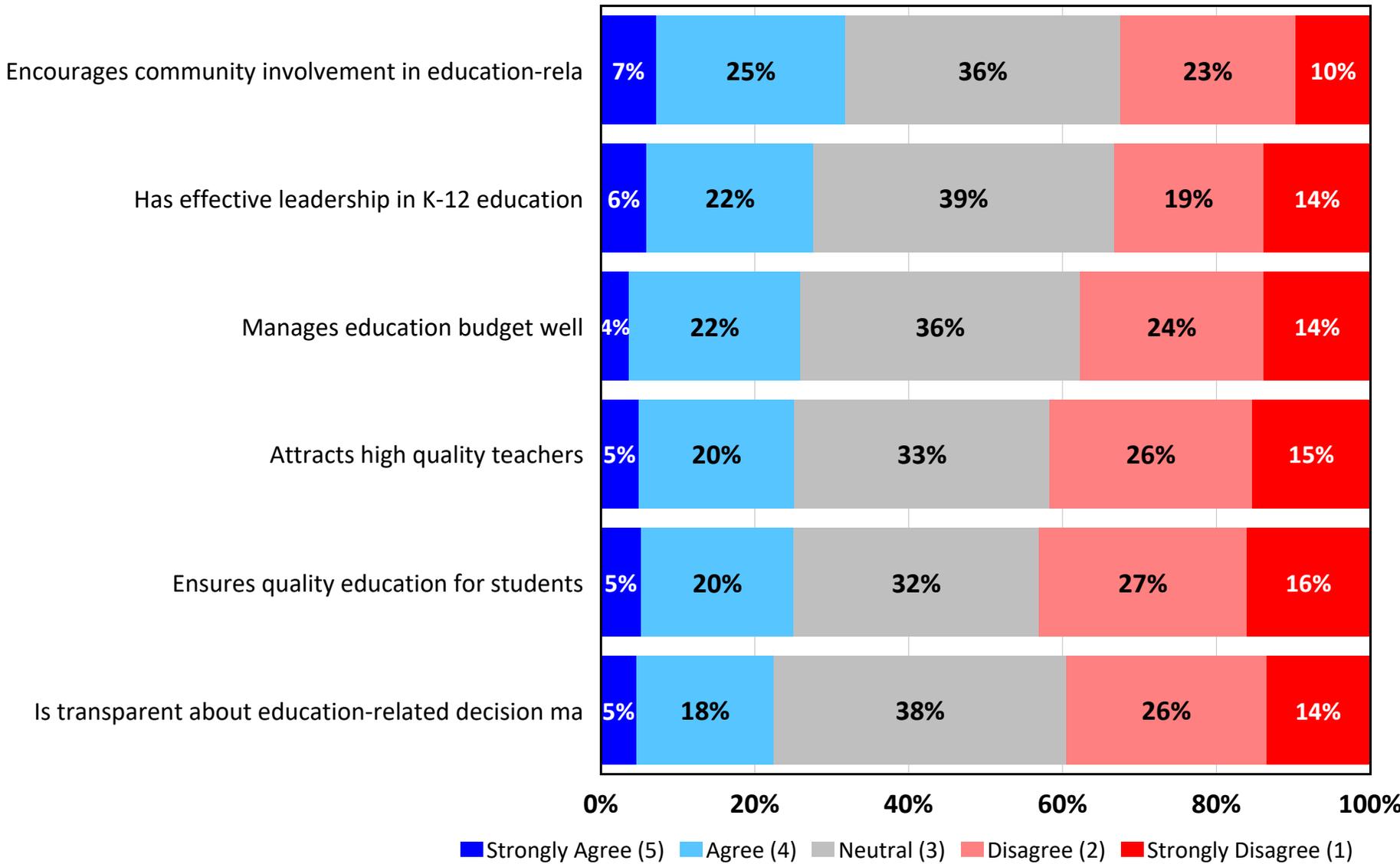
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)
ETC Institute (2019)

Q5. Level of Agreement with Statements About Durham Public Schools

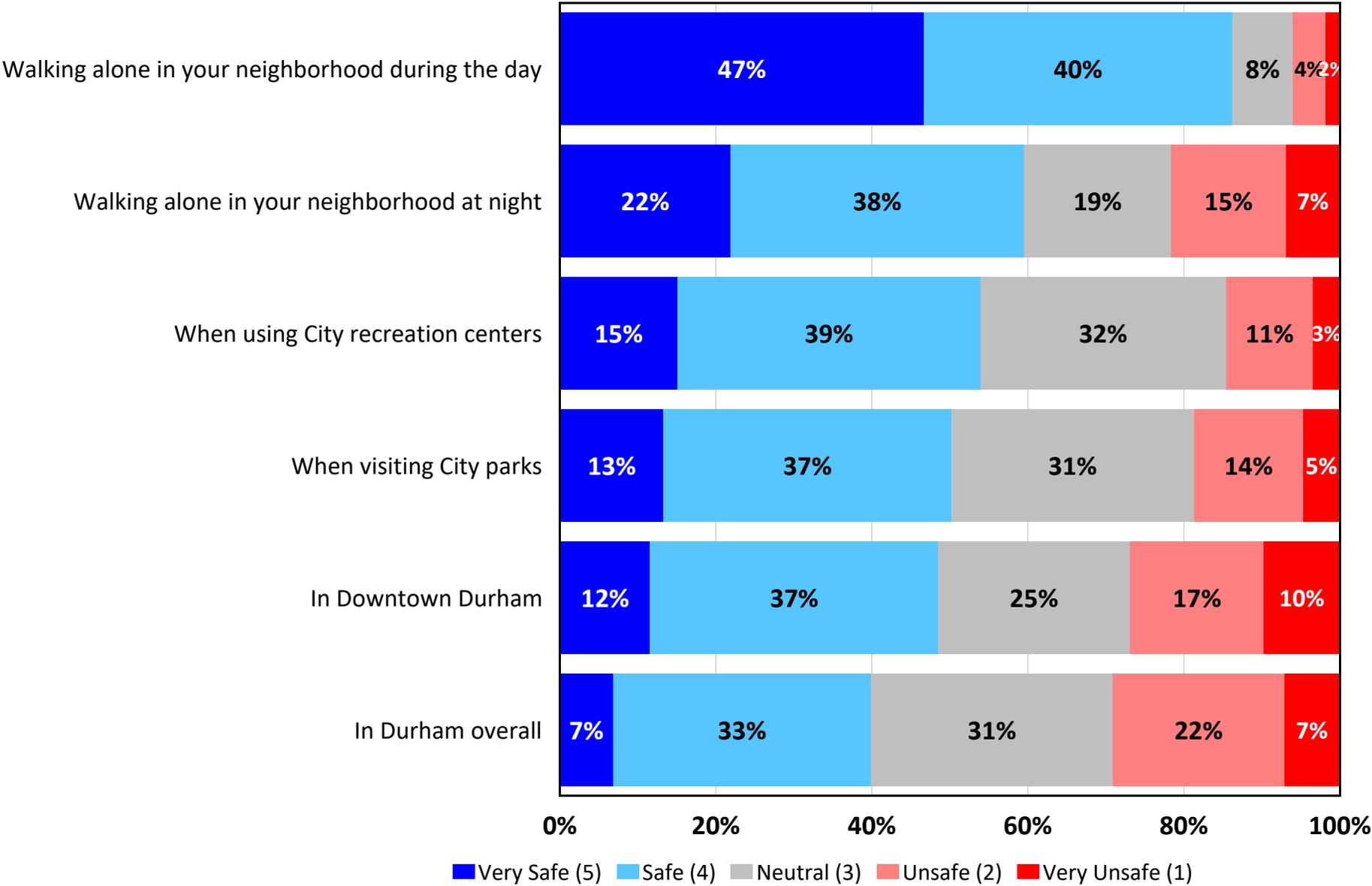
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q6. Feeling of Safety in Various Situations in Durham

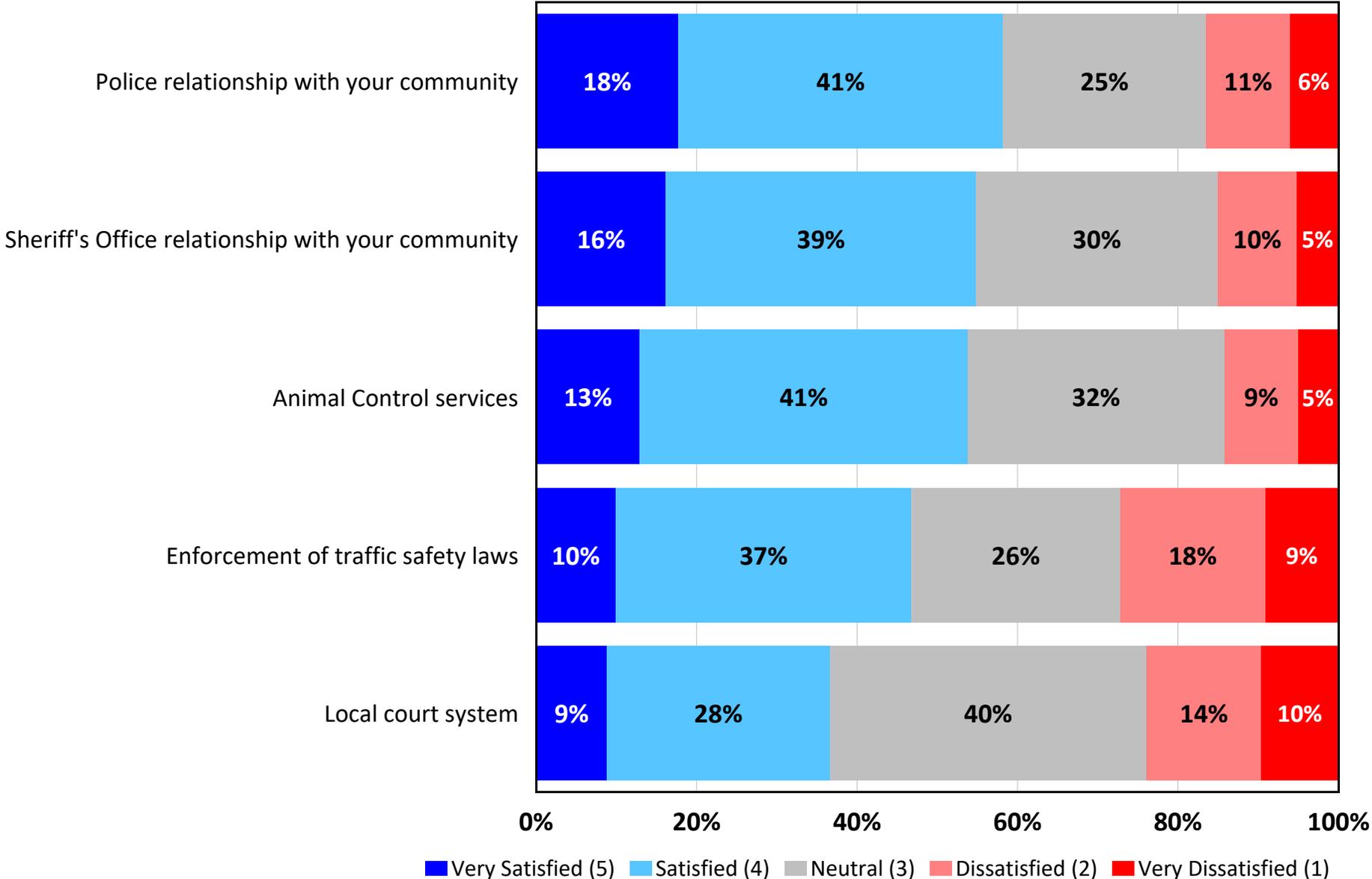
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q7. Satisfaction with Law Enforcement/Criminal Justice

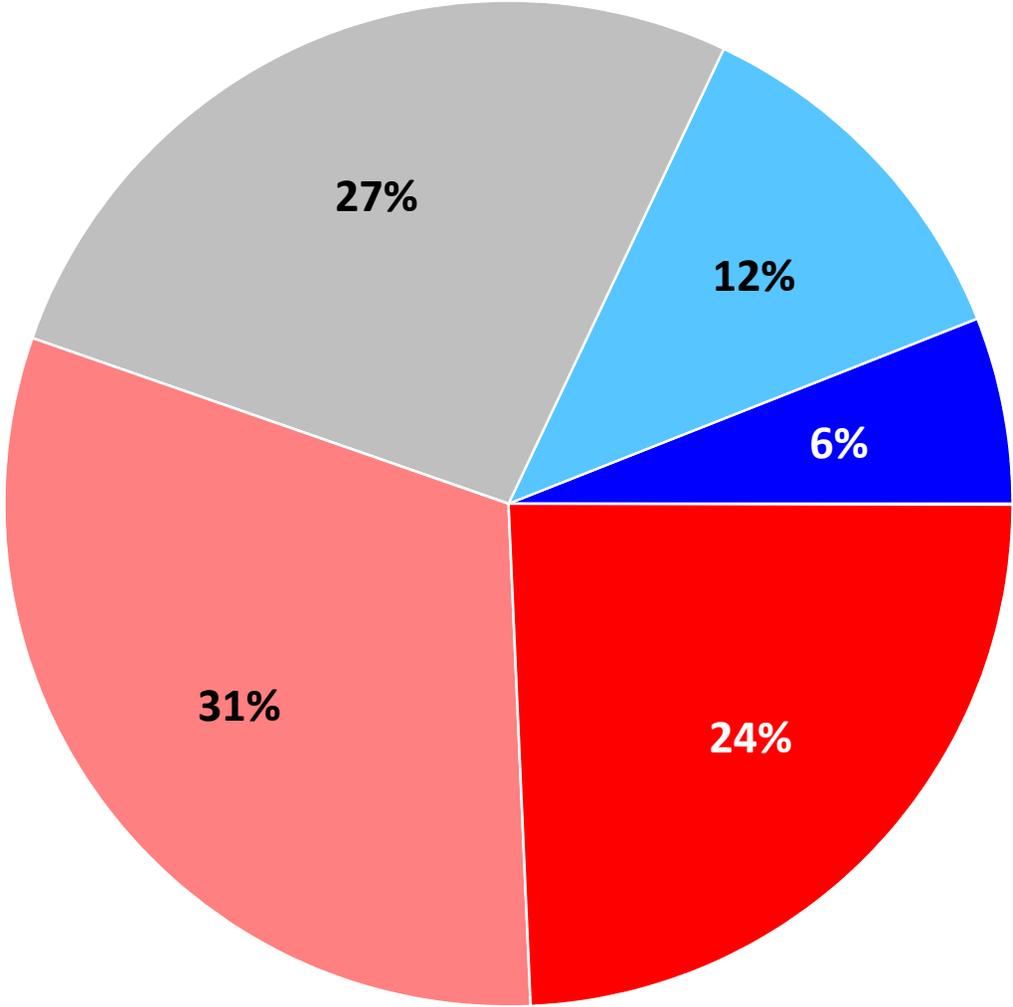
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q8. How satisfied are you with the availability of affordable housing?

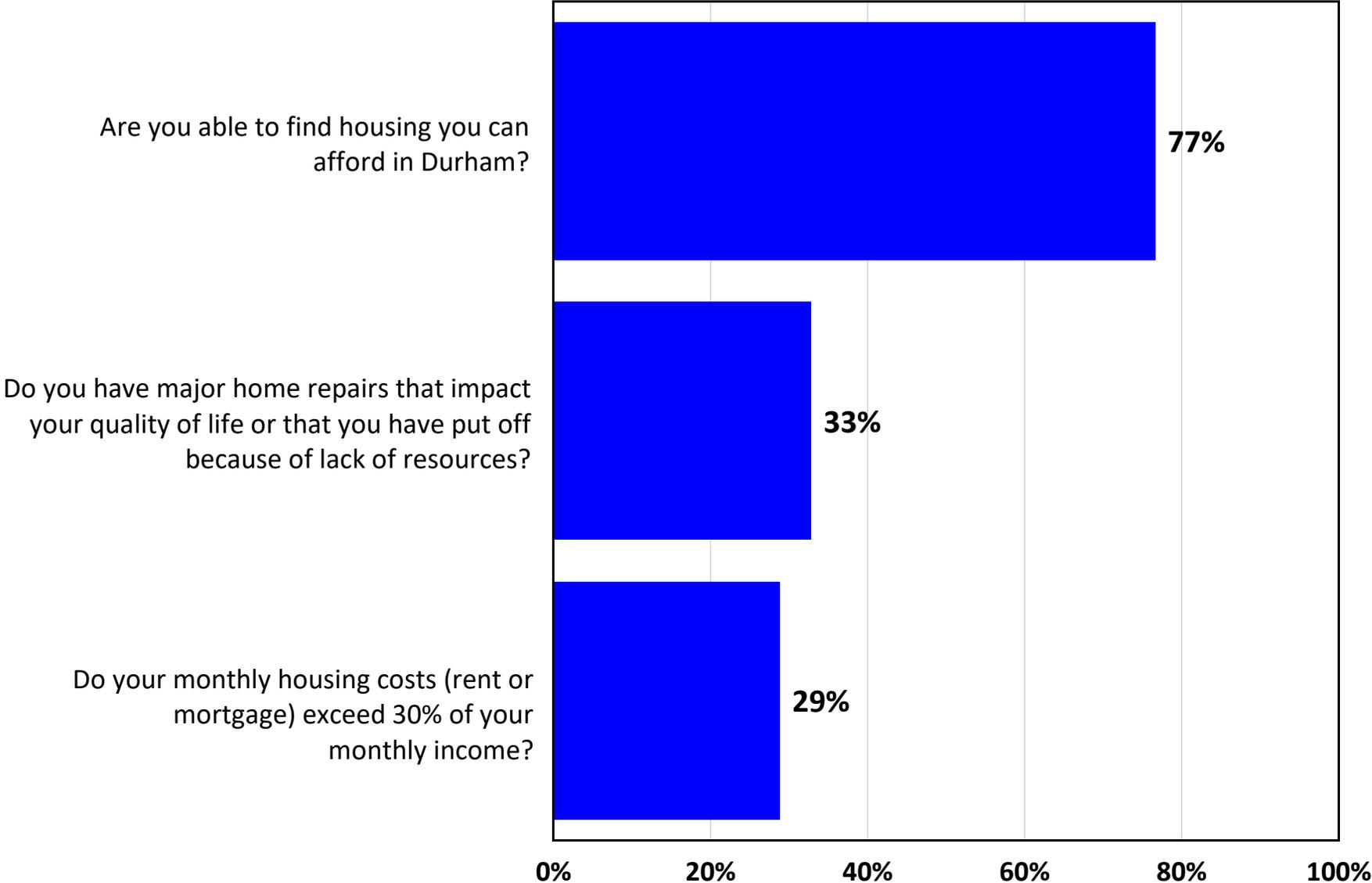
by percentage of respondents (excluding NA)



Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

Q9. Housing Questions

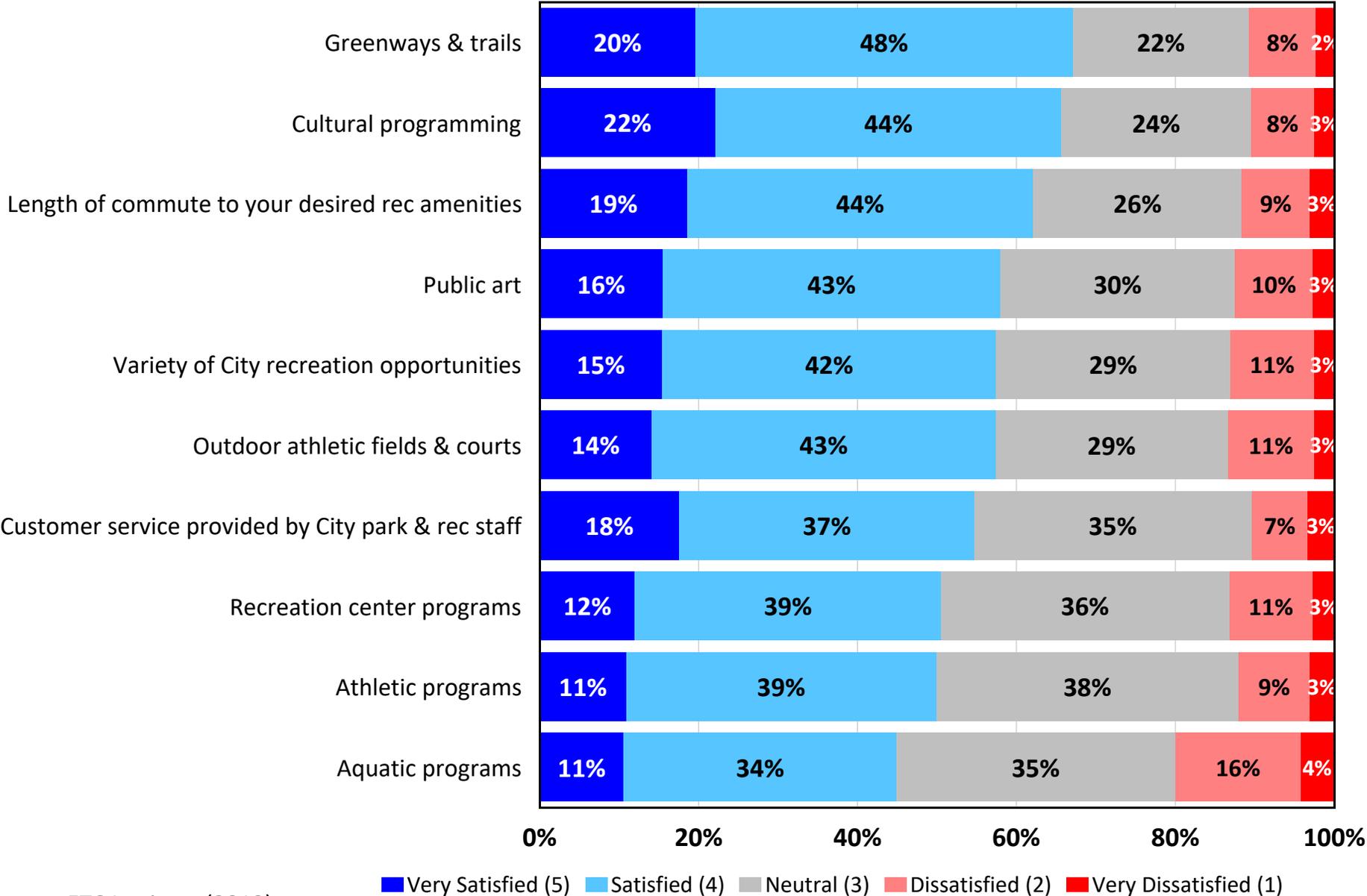
by percentage of respondents who answered "Yes"



Source: ETC Institute (2019)
ETC Institute (2019)

Q10. Satisfaction with Parks, Recreation, and Open Space

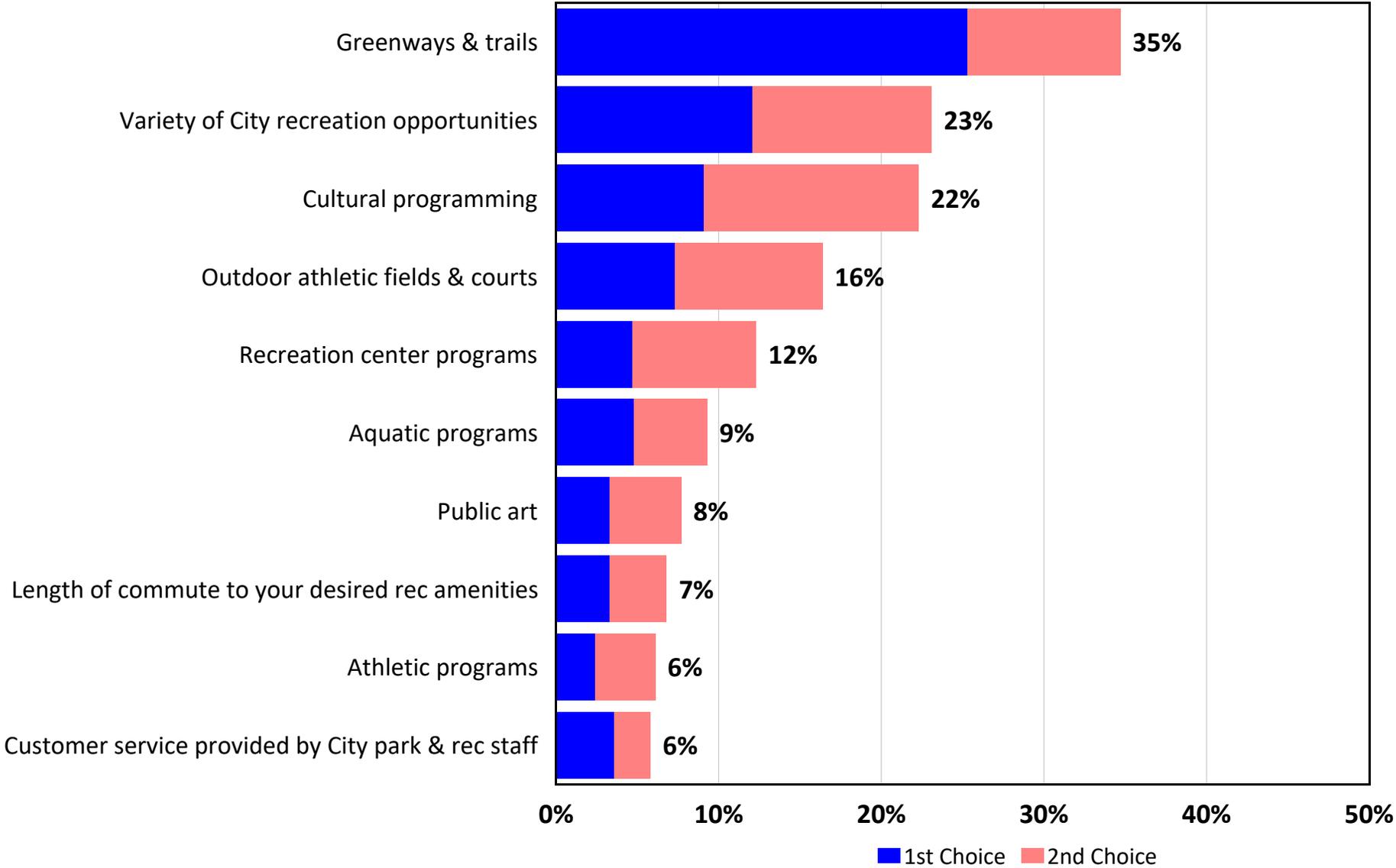
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q11. Parks, Recreation, and Open Space Items That Should Receive the Most Emphasis Over the Next Two Years

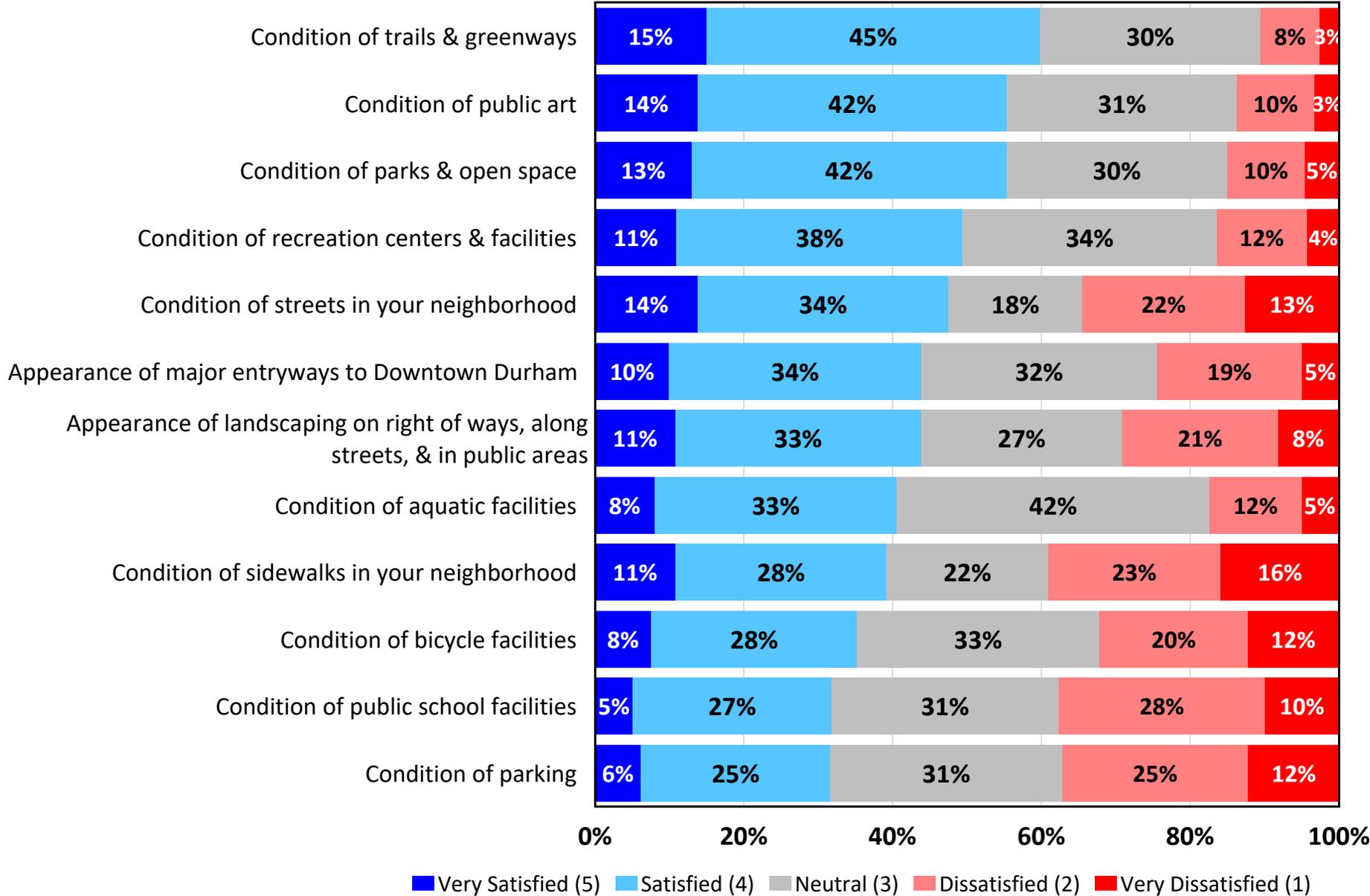
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)
ETC Institute (2019)

Q12. Satisfaction with Maintenance Services

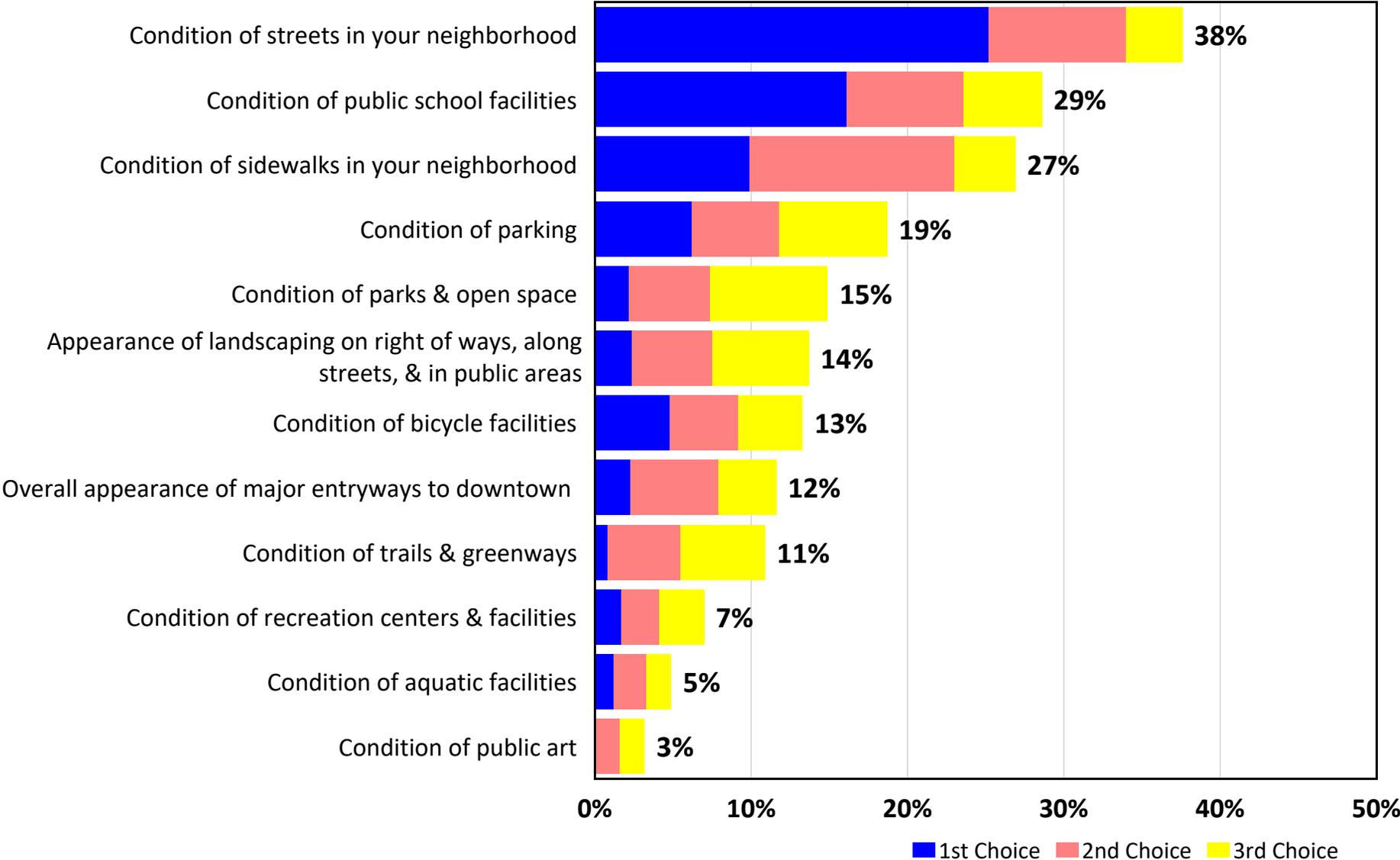
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q13. Maintenance Services That Residents Would Be Willing to Pay Taxes to Support

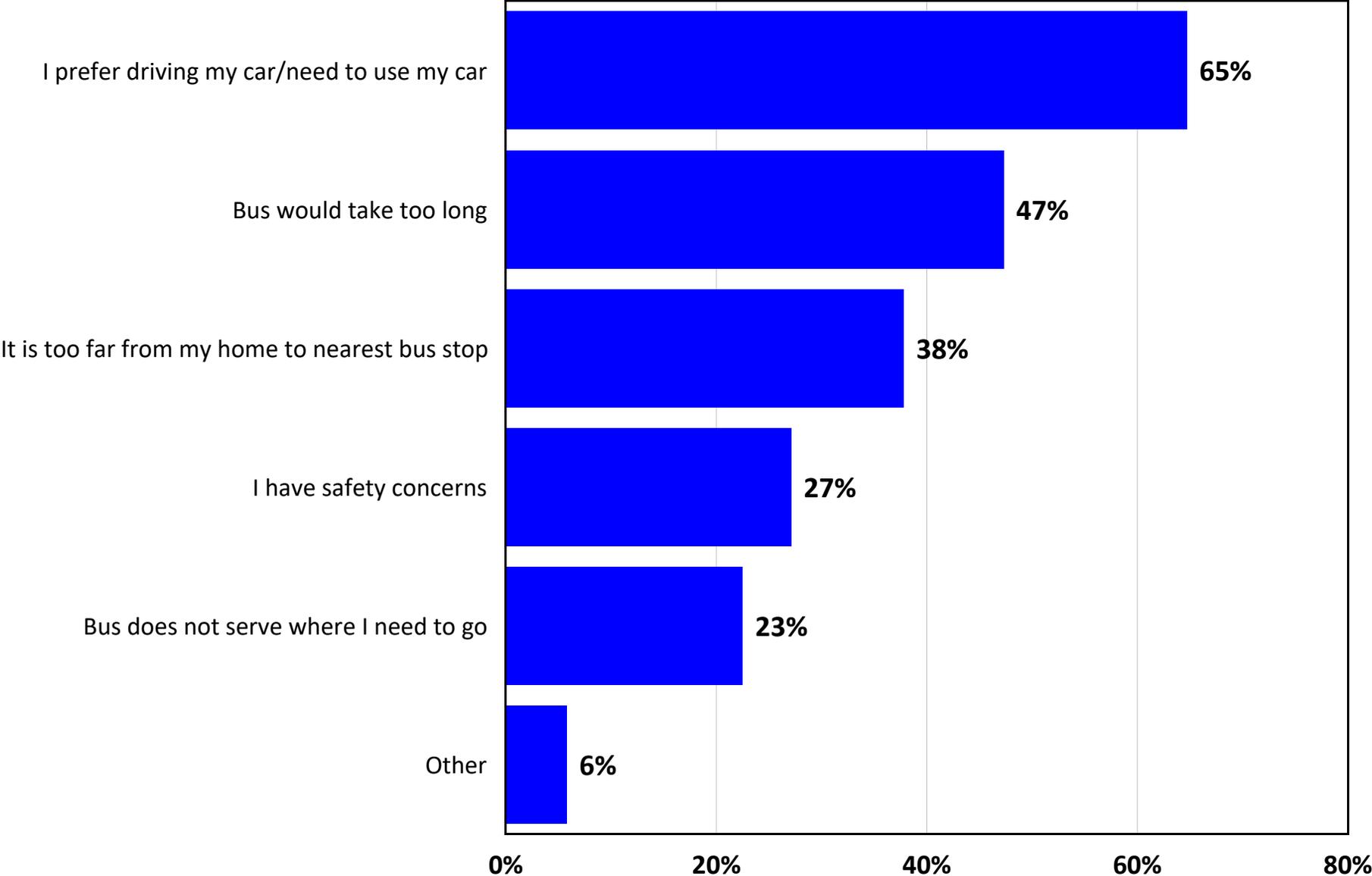
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)
ETC Institute (2019)

Q14a. Reasons for NOT Using Public Transit in Durham

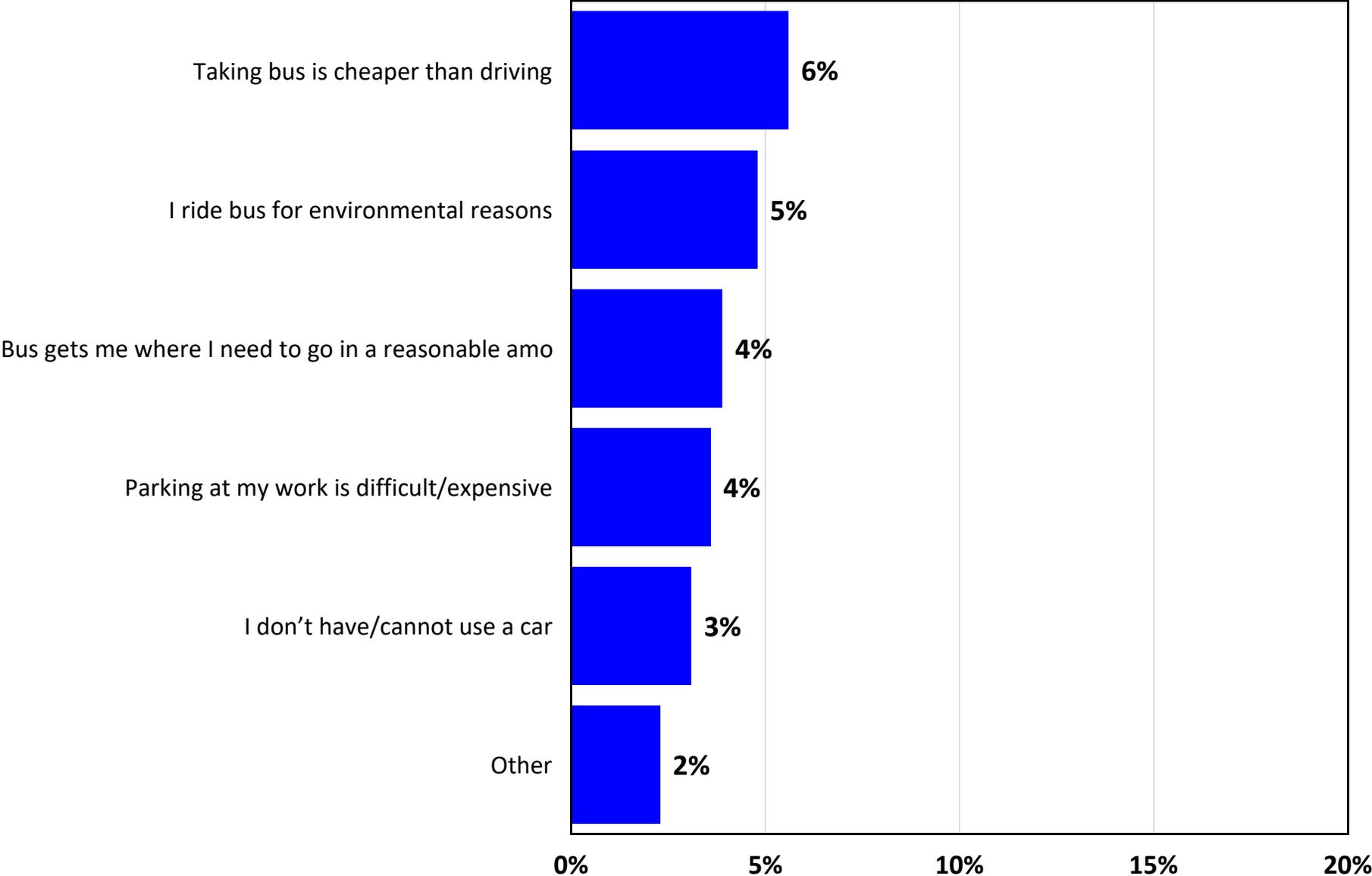
by percentage of respondents (up to 3 choices could be made)



Source: ETC Institute (2019)
ETC Institute (2019)

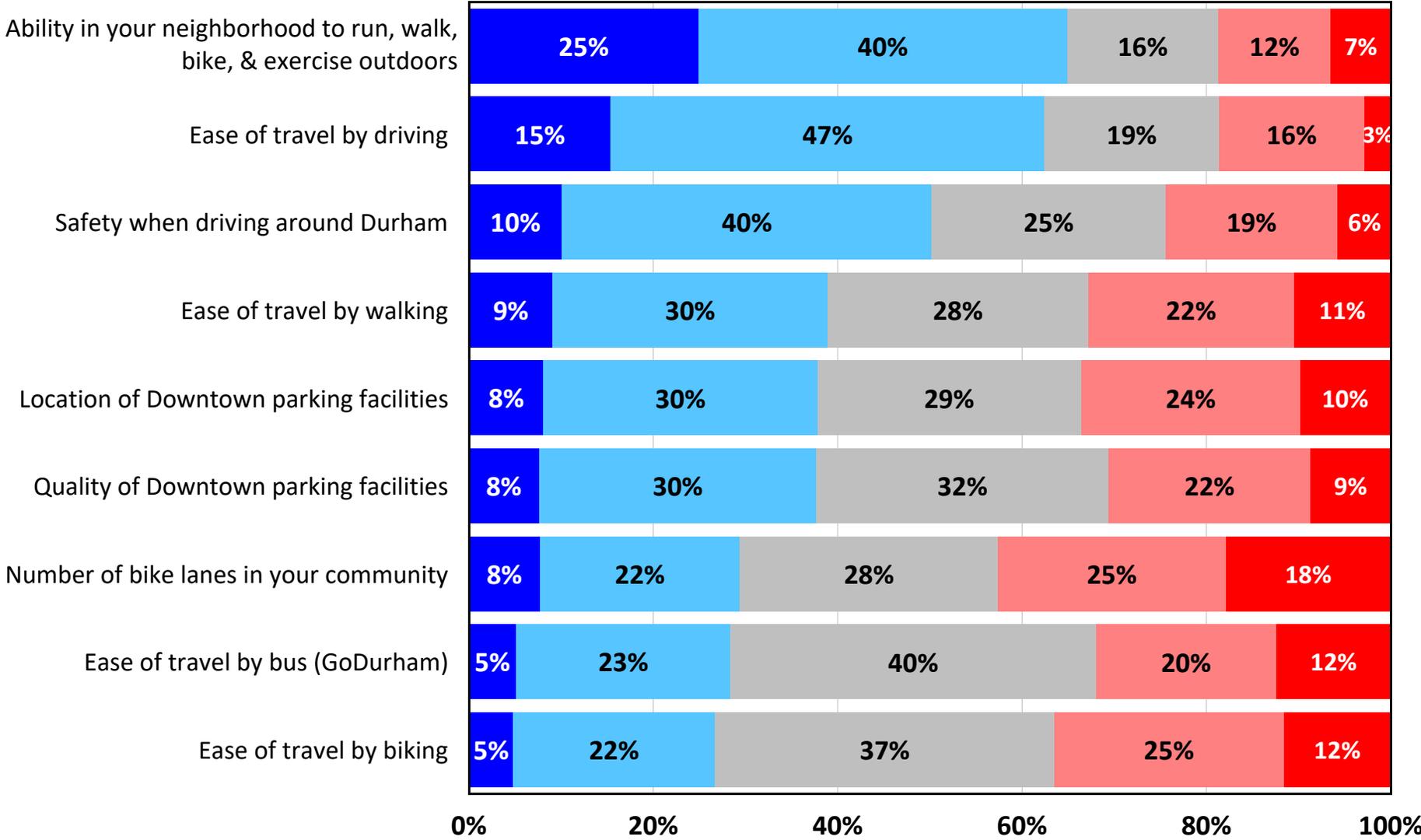
Q14b. Reasons You DO Use Public Transit in Durham

by percentage of respondents (up to 3 choices could be made)



Q15. Satisfaction with Multi-Modal Transportation in Durham

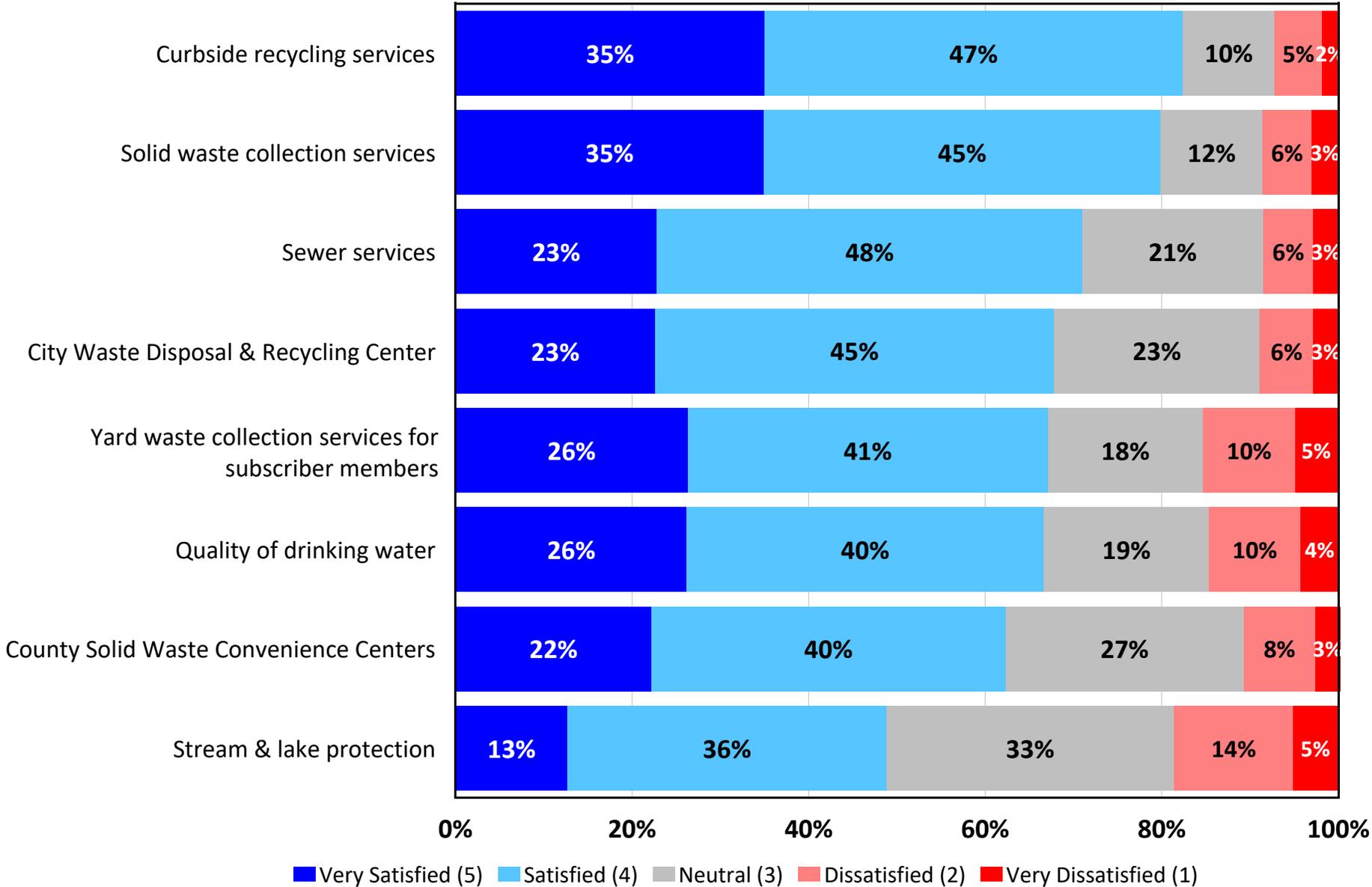
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q16. Satisfaction with Solid Waste and Utility Services

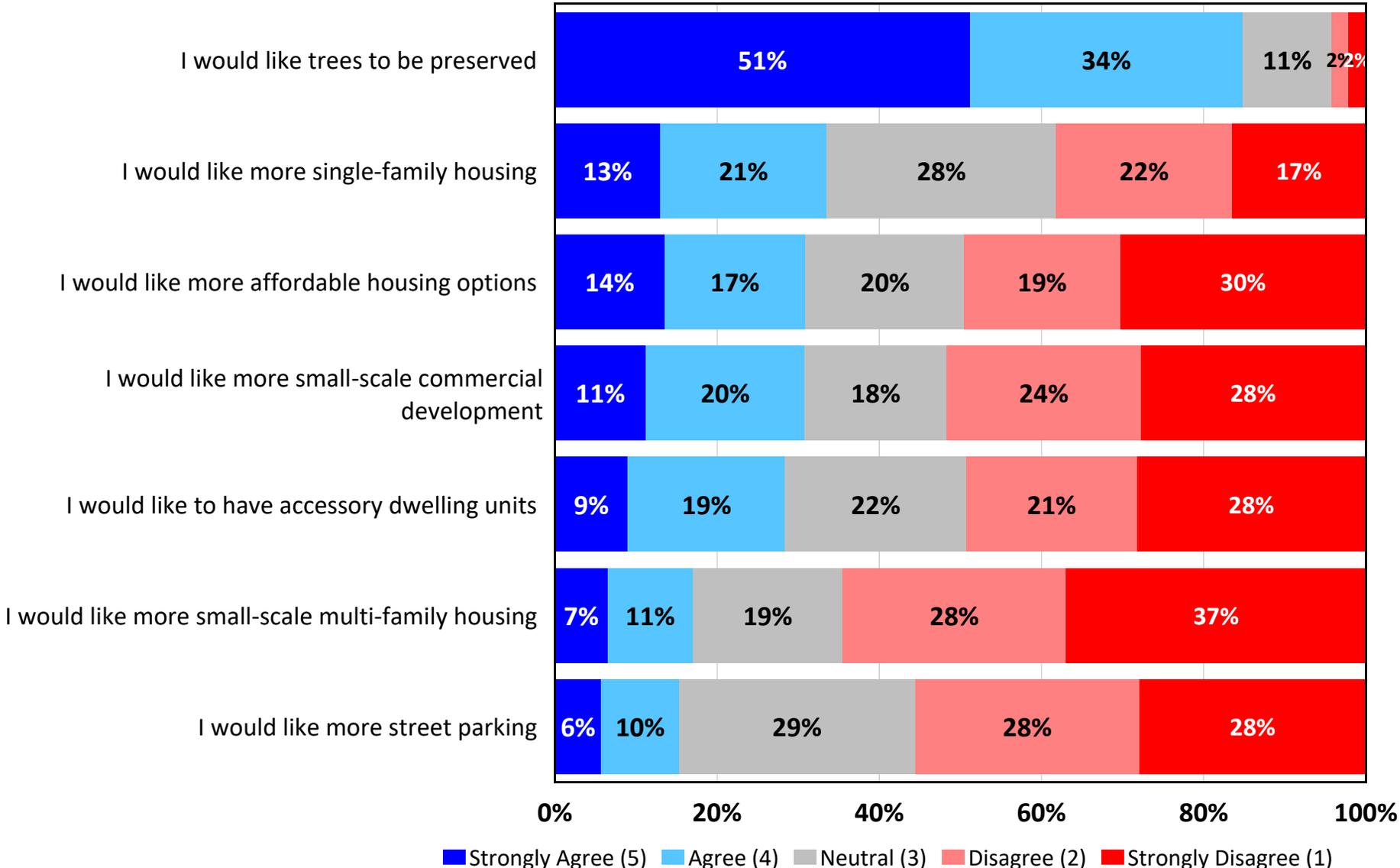
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q17. Level of Agreement with Statements About Development in Durham

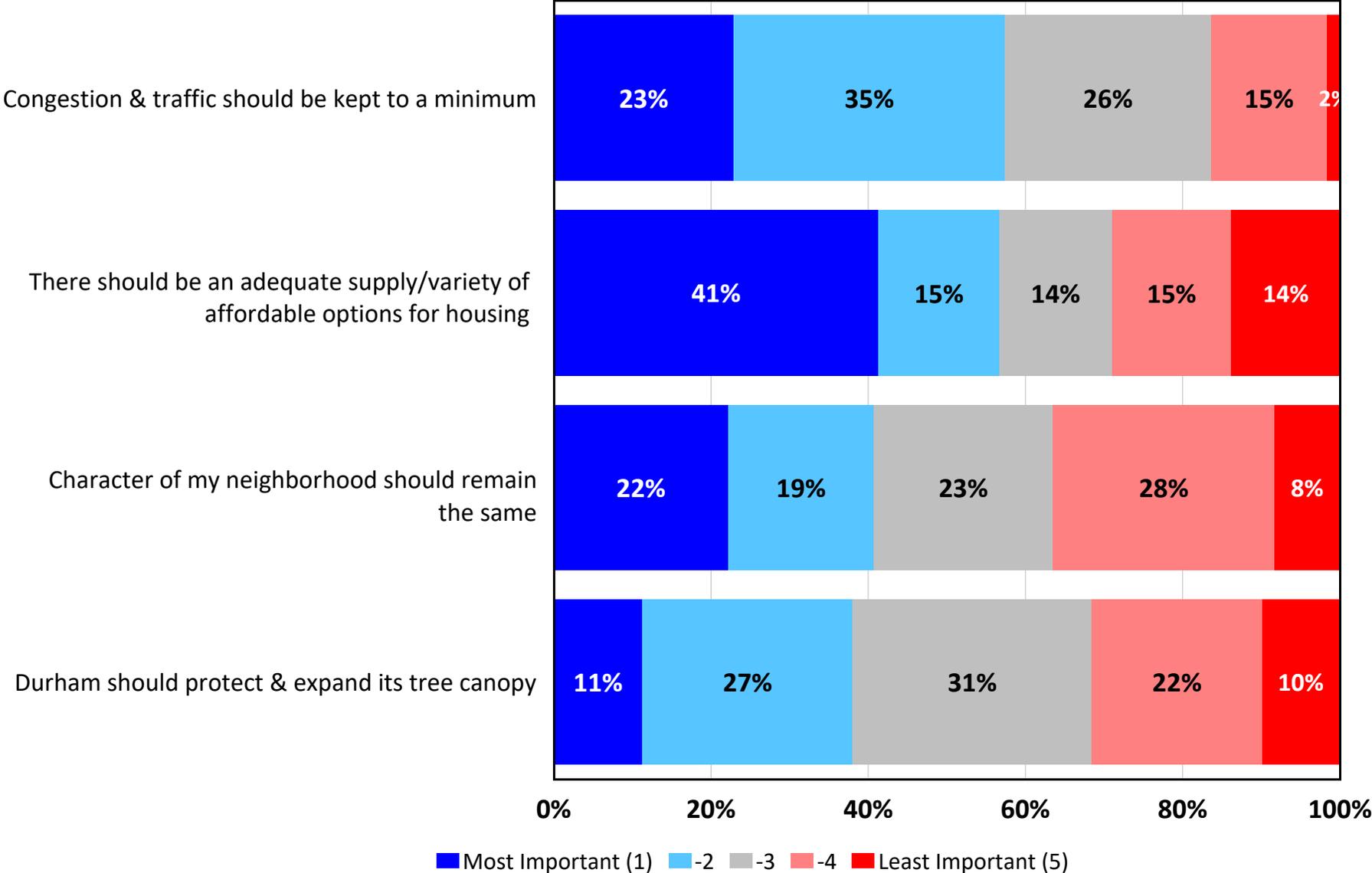
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q18. Ranking the Importance of Planning Goals

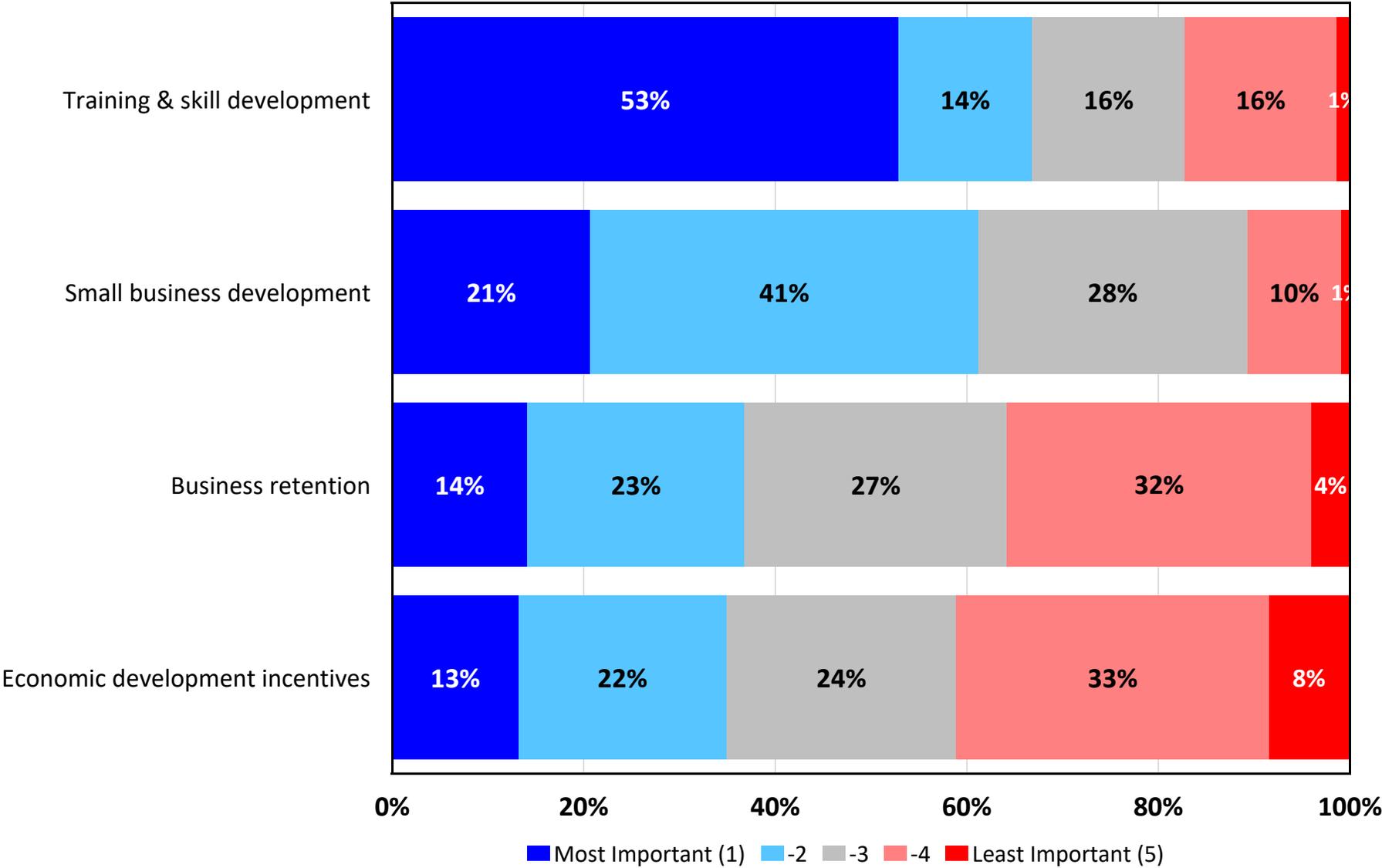
by percentage of respondents



Source: ETC Institute (2019)
ETC Institute (2019)

Q20. Ranking the Importance of Economic and Workforce Development Areas

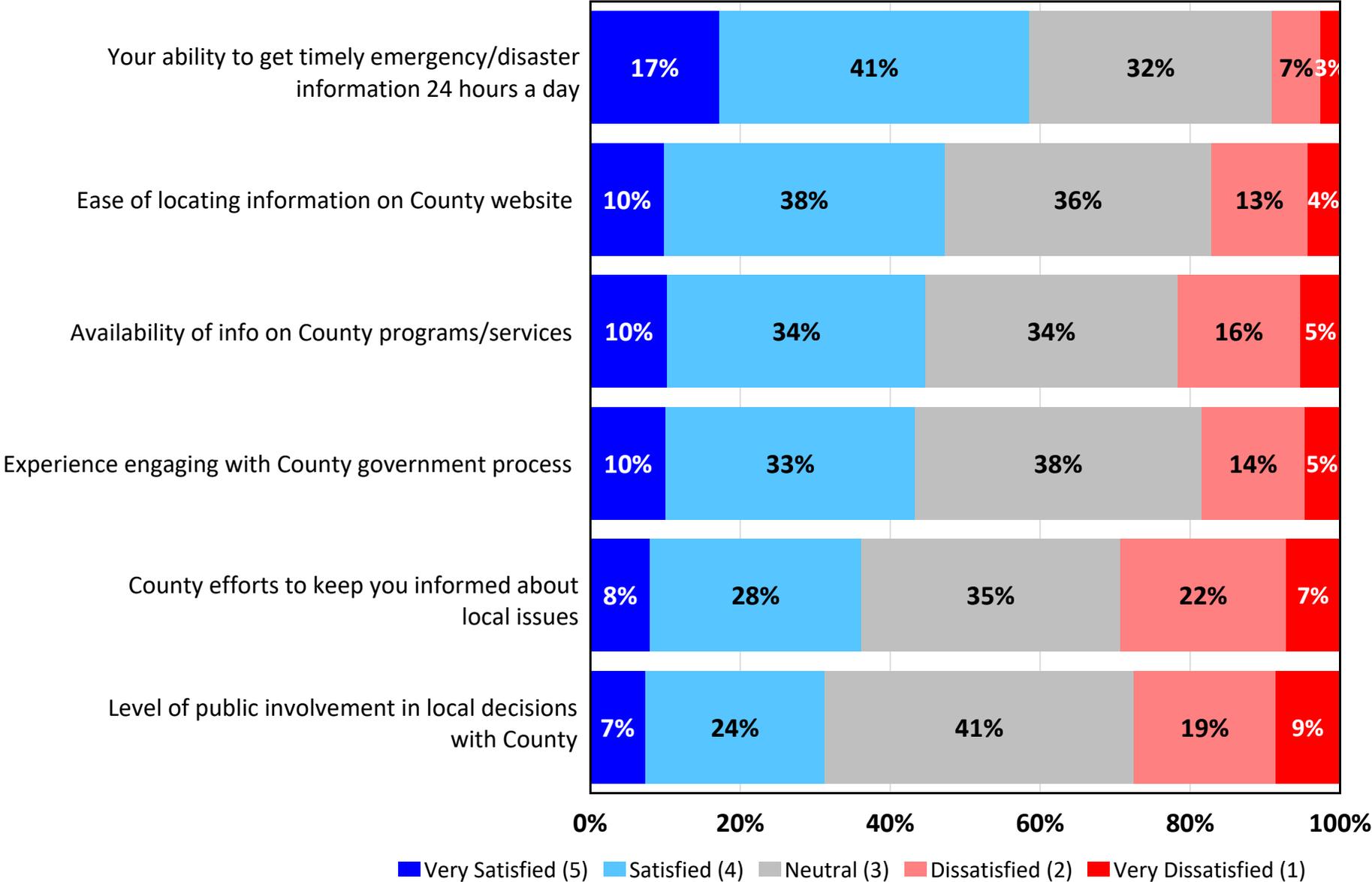
by percentage of respondents



Source: ETC Institute (2019)
ETC Institute (2019)

Q23a. Satisfaction with Communication Services

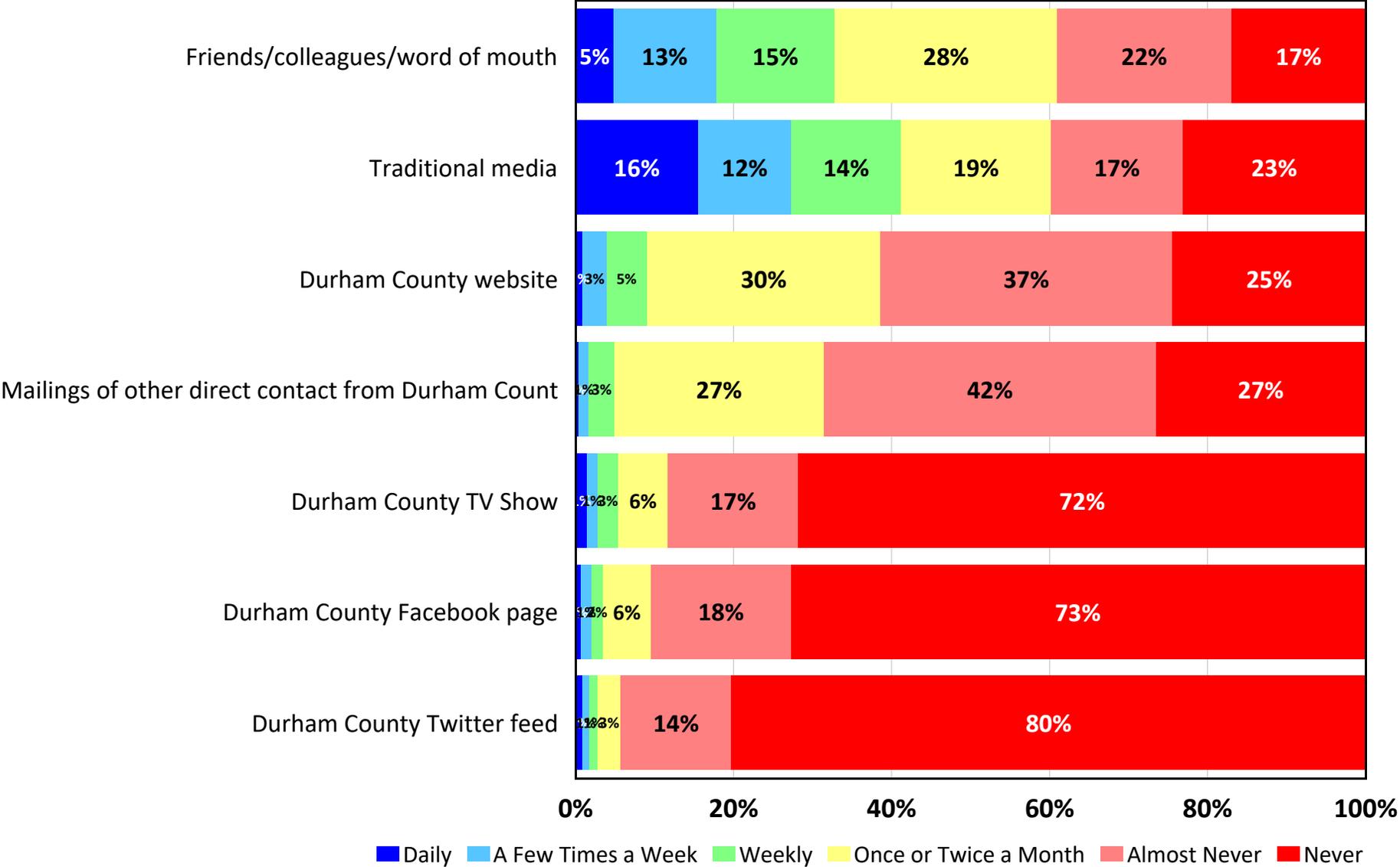
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q23b. How Frequently Respondents Get Durham County Government-Related Information

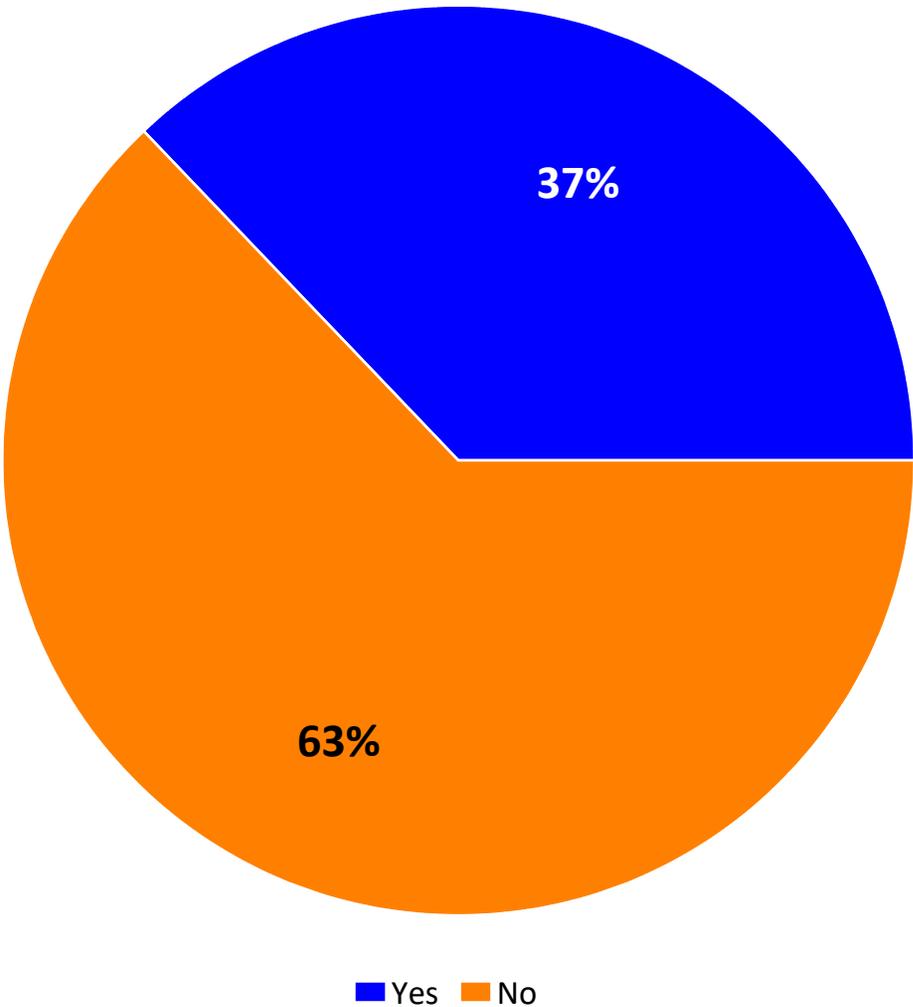
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

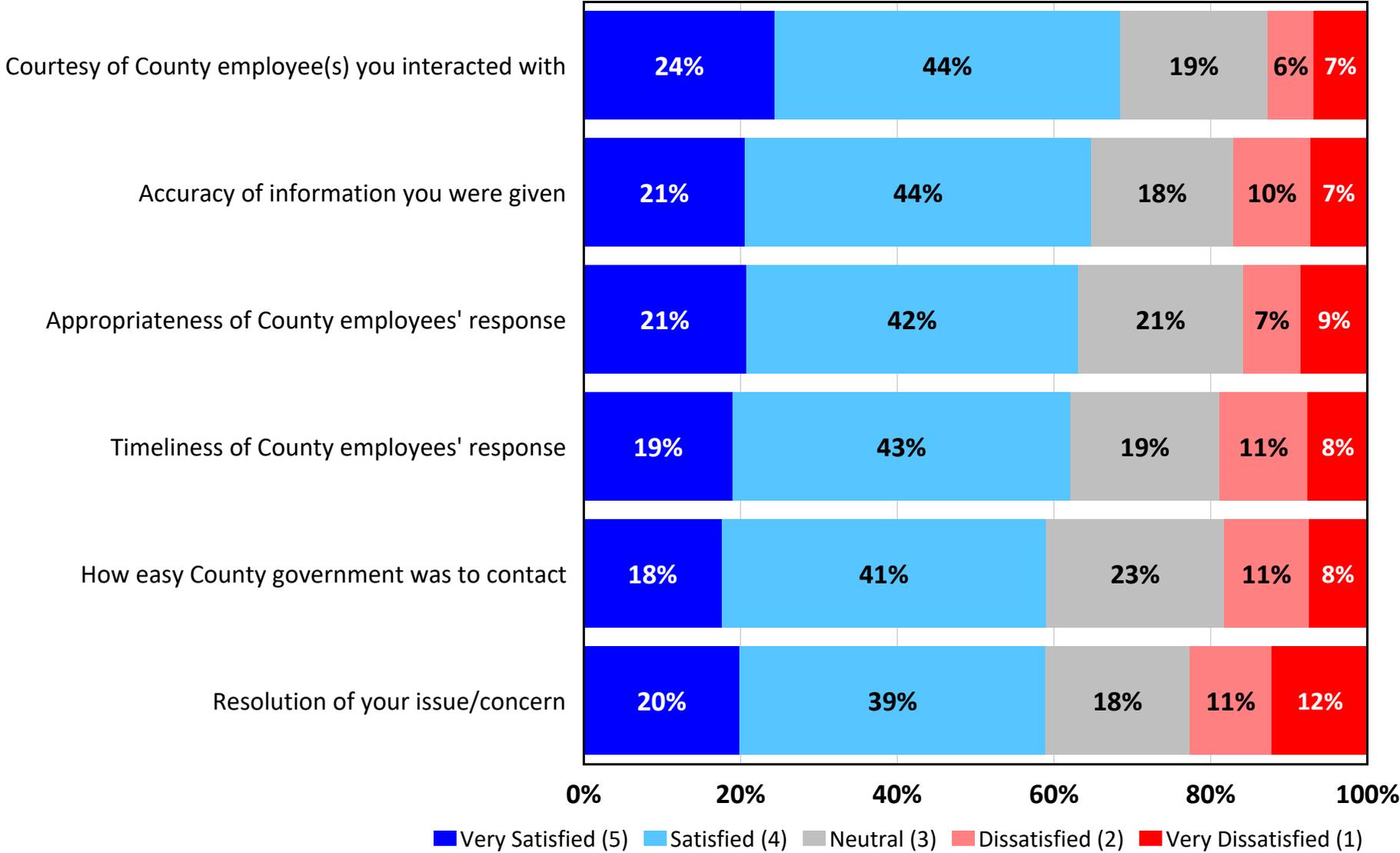
Q23c. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?

by percentage of respondents



Q23d. Satisfaction with Your Experience Interacting with the County Government Department You Contacted

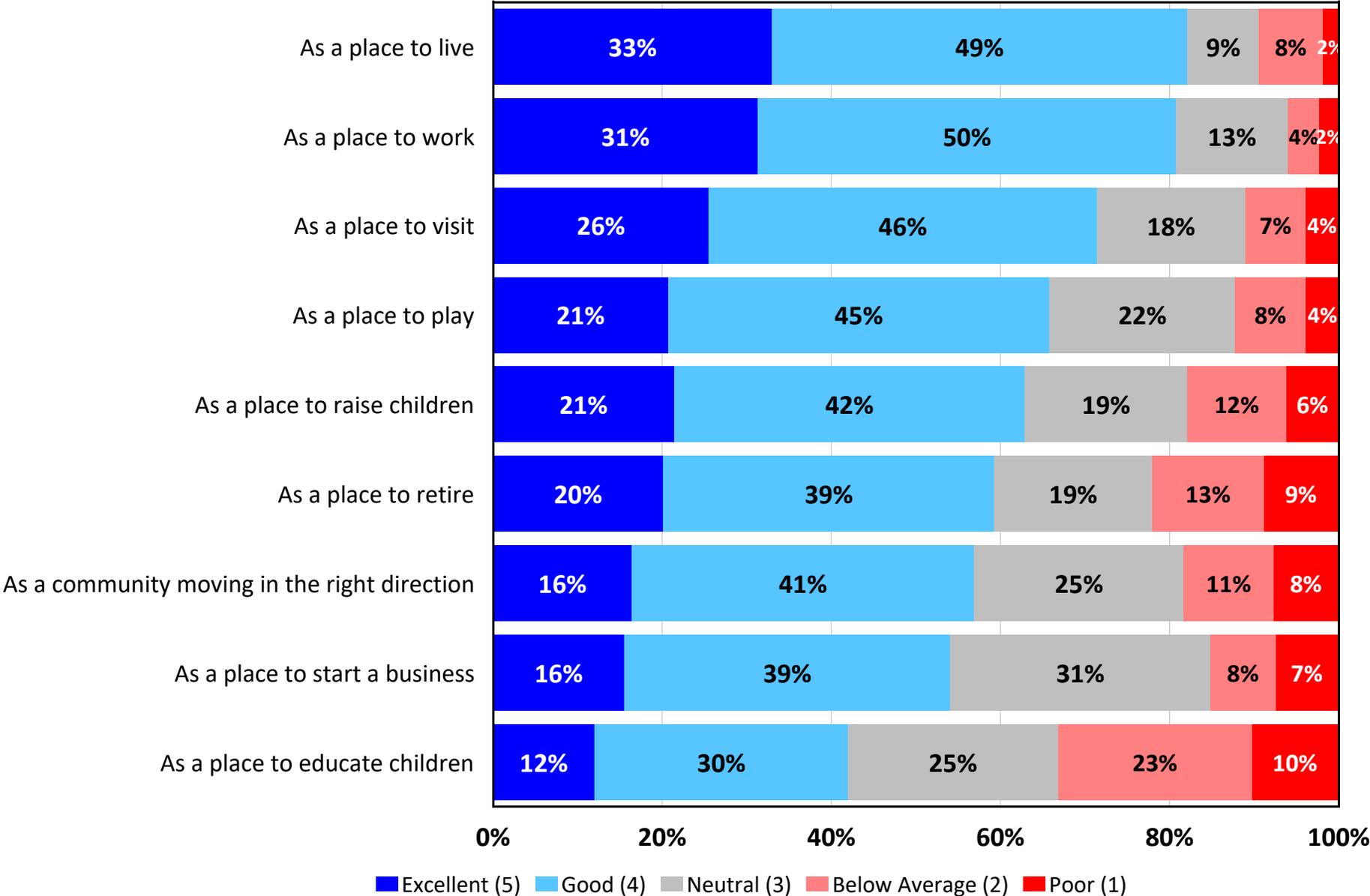
by percentage of respondents who have contacted the County in the past year (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q24. Overall Rating of the Community

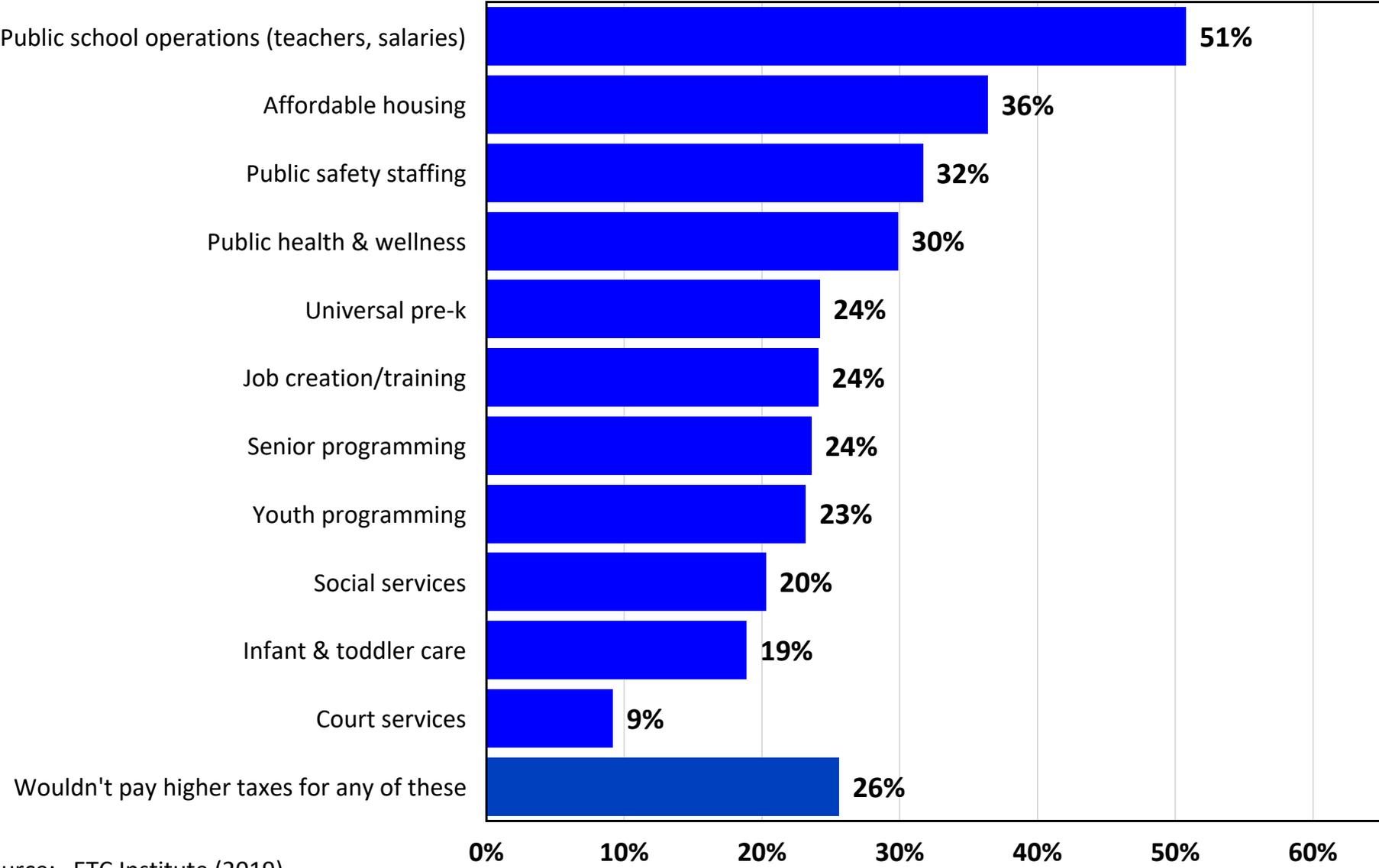
by percentage of respondents (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q25. Government Services That Households Would Be Willing to Pay Higher Property Taxes to Support

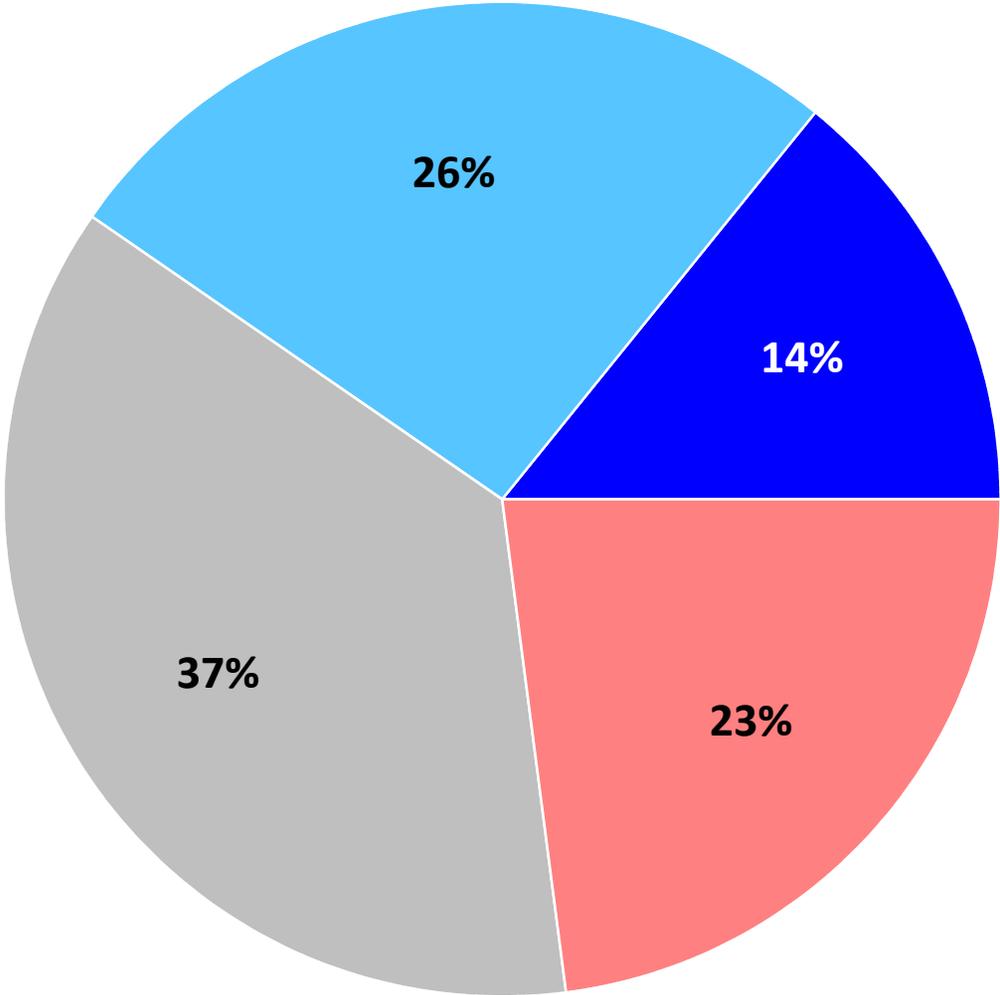
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)
ETC Institute (2019)

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?

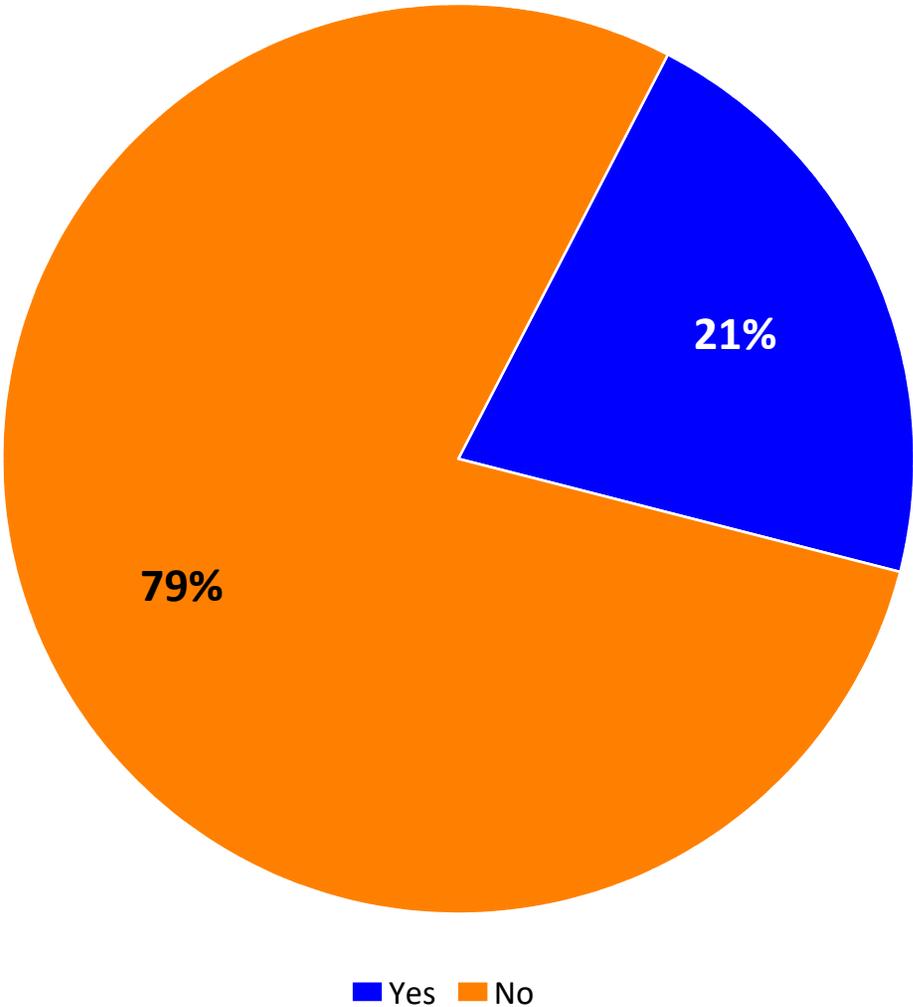
by percentage of respondents



Very willing Willing Not sure Not willing

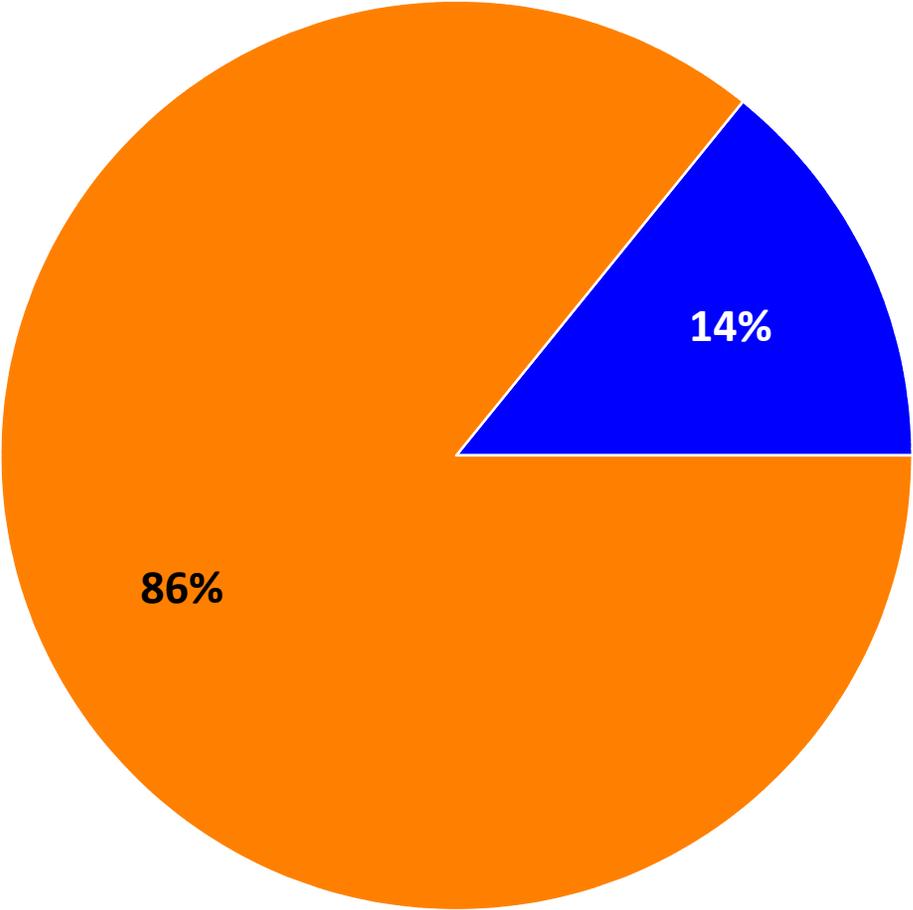
Q28. Have you heard about Durham's Participatory Budgeting Process?

by percentage of respondents (excluding not provided)



Q29. Have you or someone in your household had trouble accessing the healthcare they need in the past year?

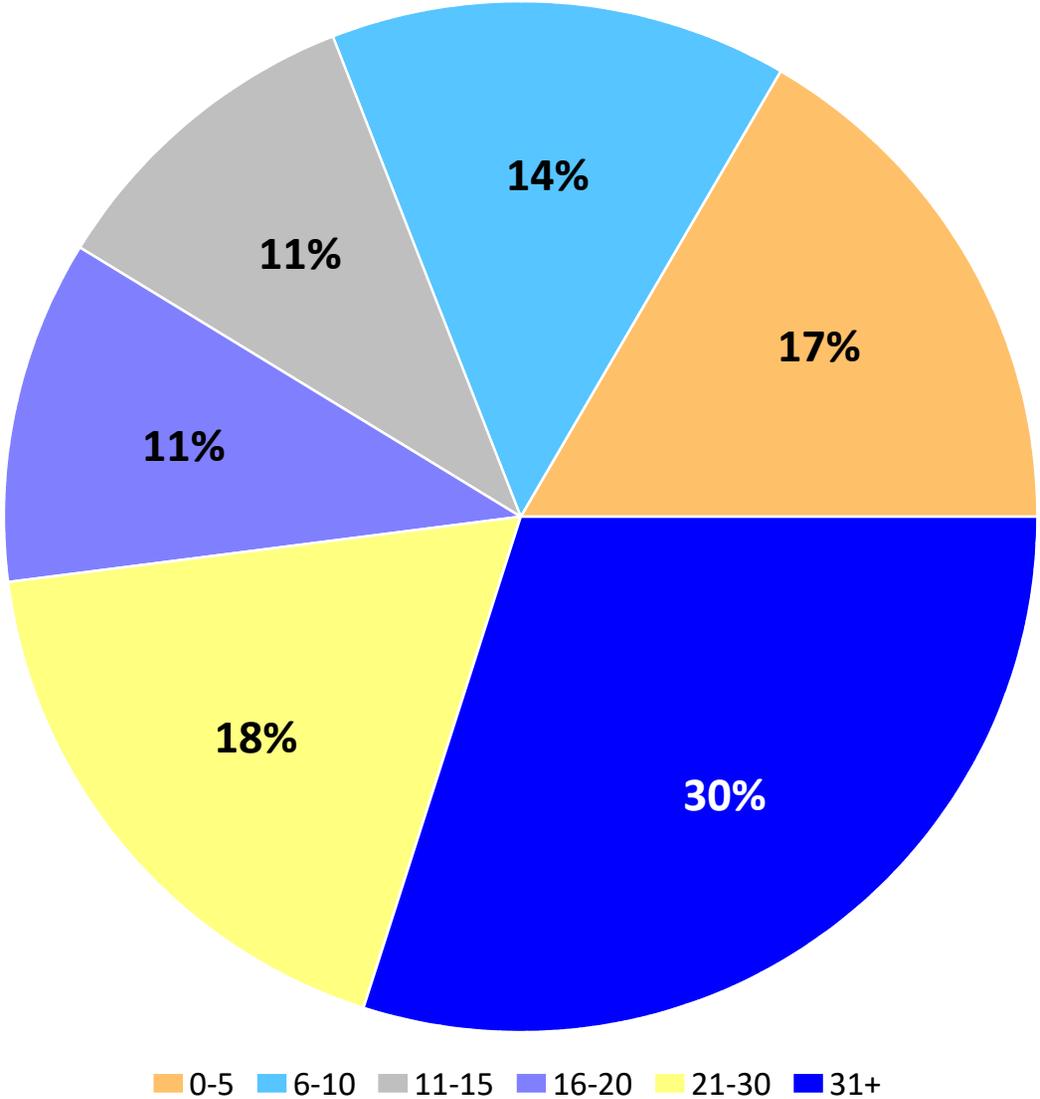
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q31. Demographics: Approximately how many years have you lived in Durham?

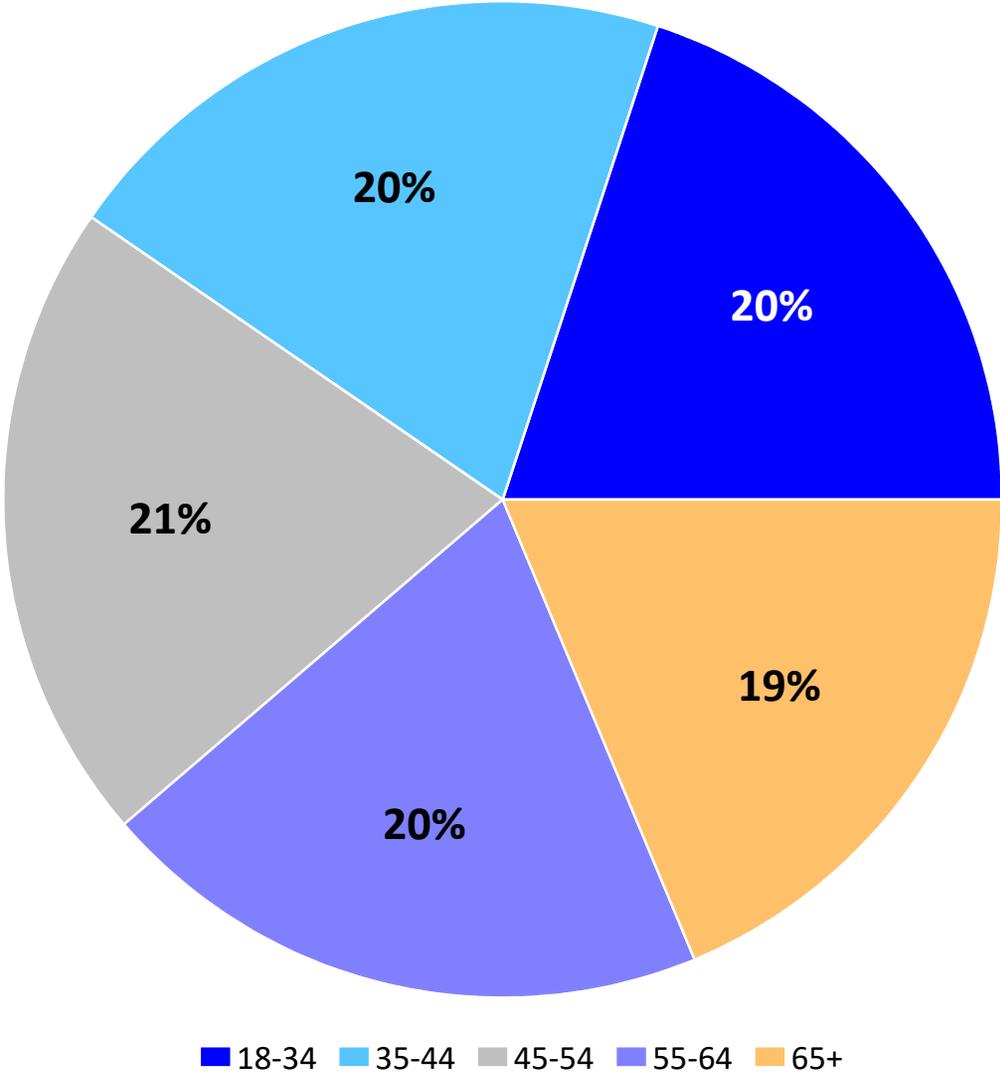
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)
ETC Institute (2019)

Q32. Demographics: What is your age?

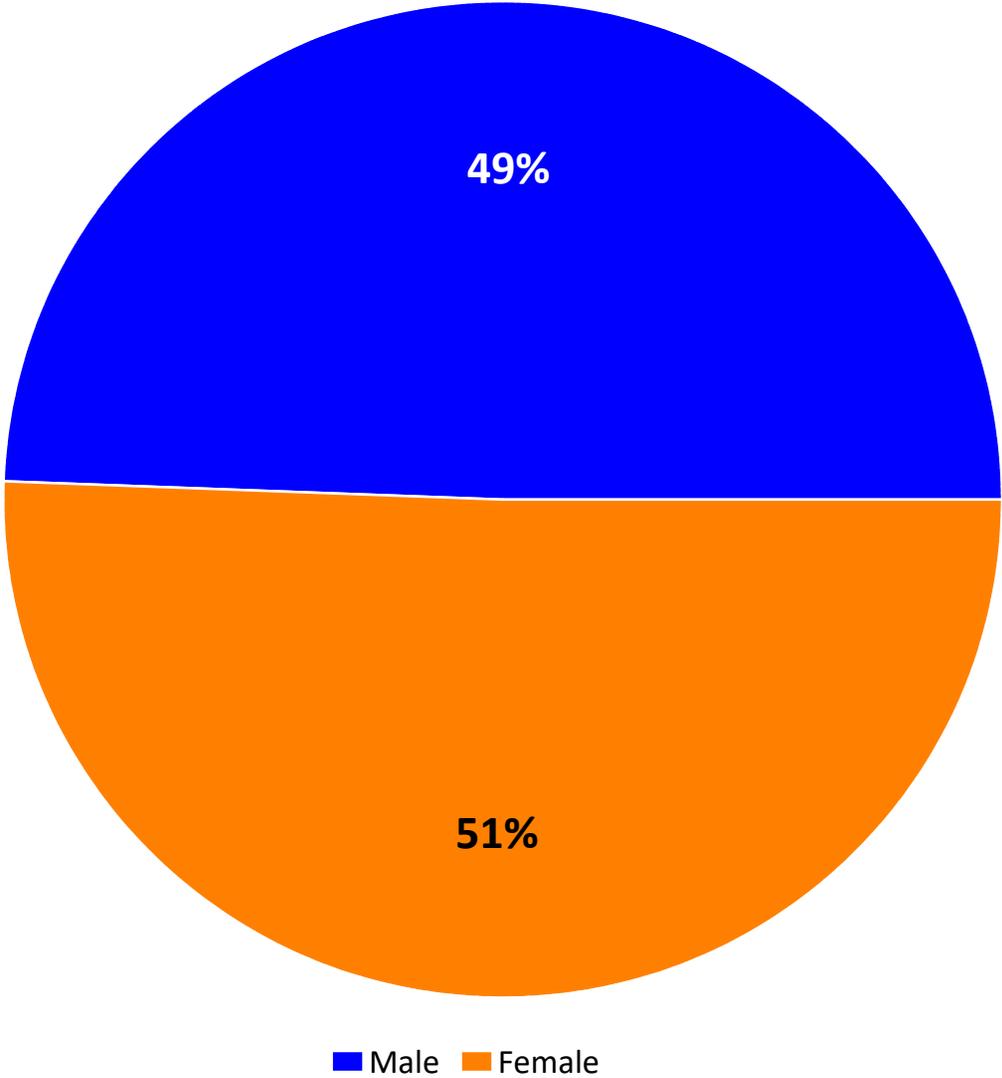
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)
ETC Institute (2019)

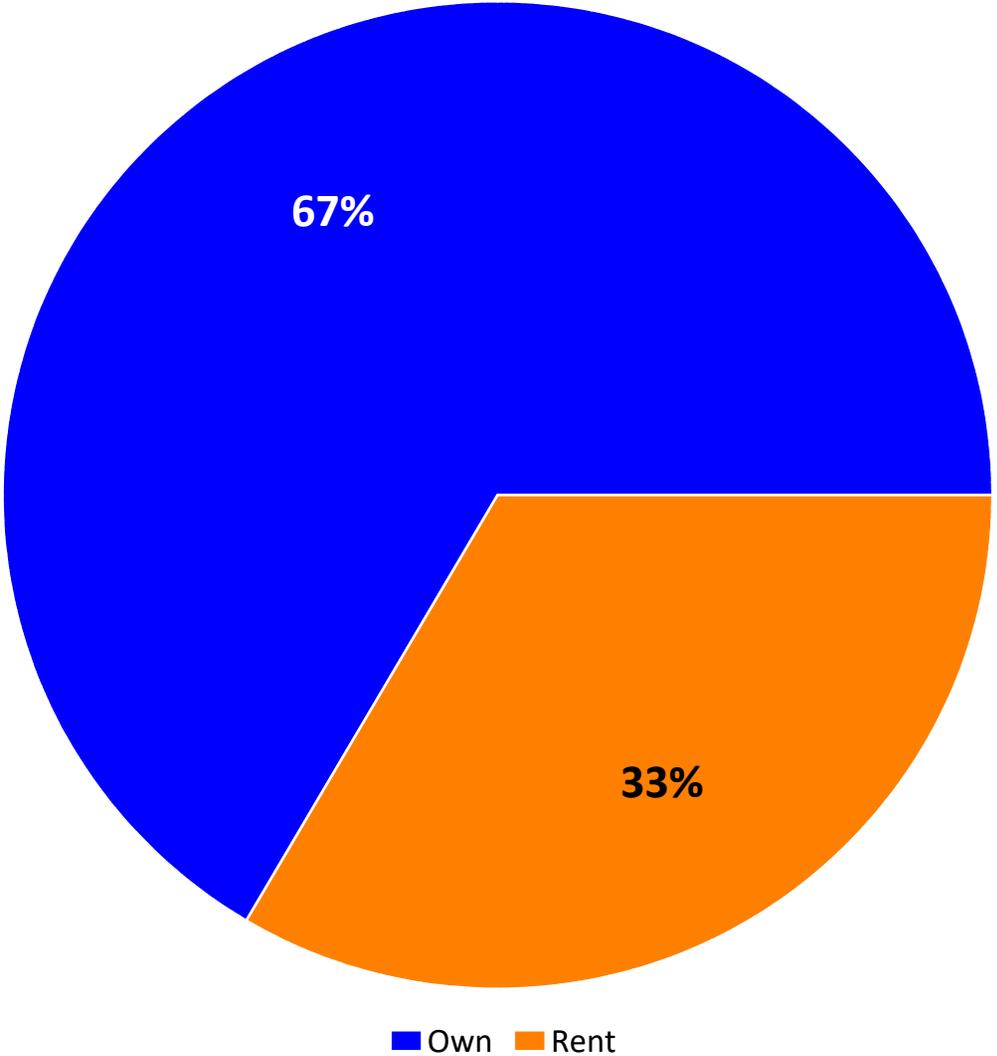
Q33. Demographics: Your gender:

by percentage of respondents (excluding not provided)



Q34. Demographics: Do you own or rent your current residence?

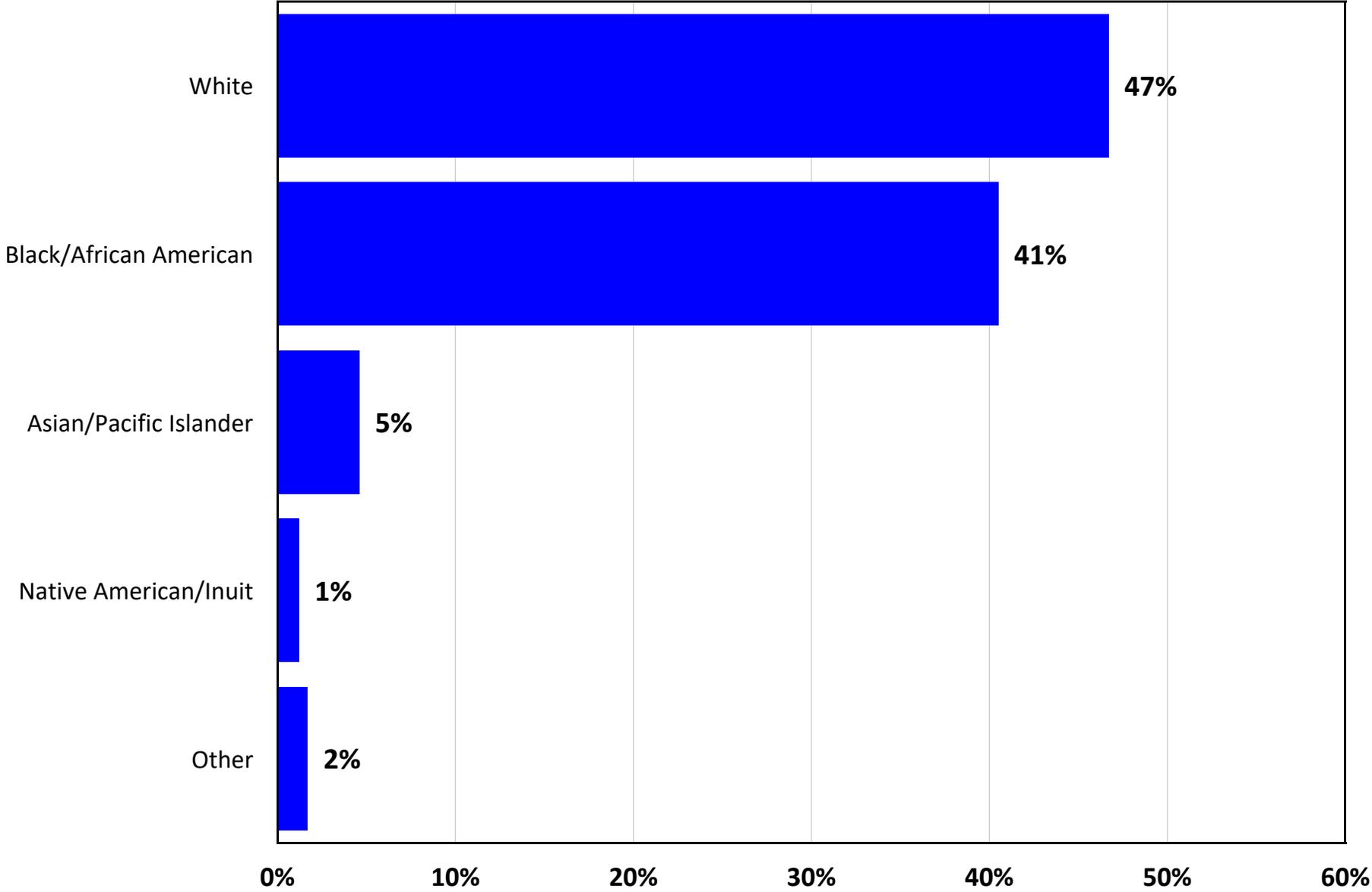
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)
ETC Institute (2019)

Q35. Demographics: Race/Ethnicity

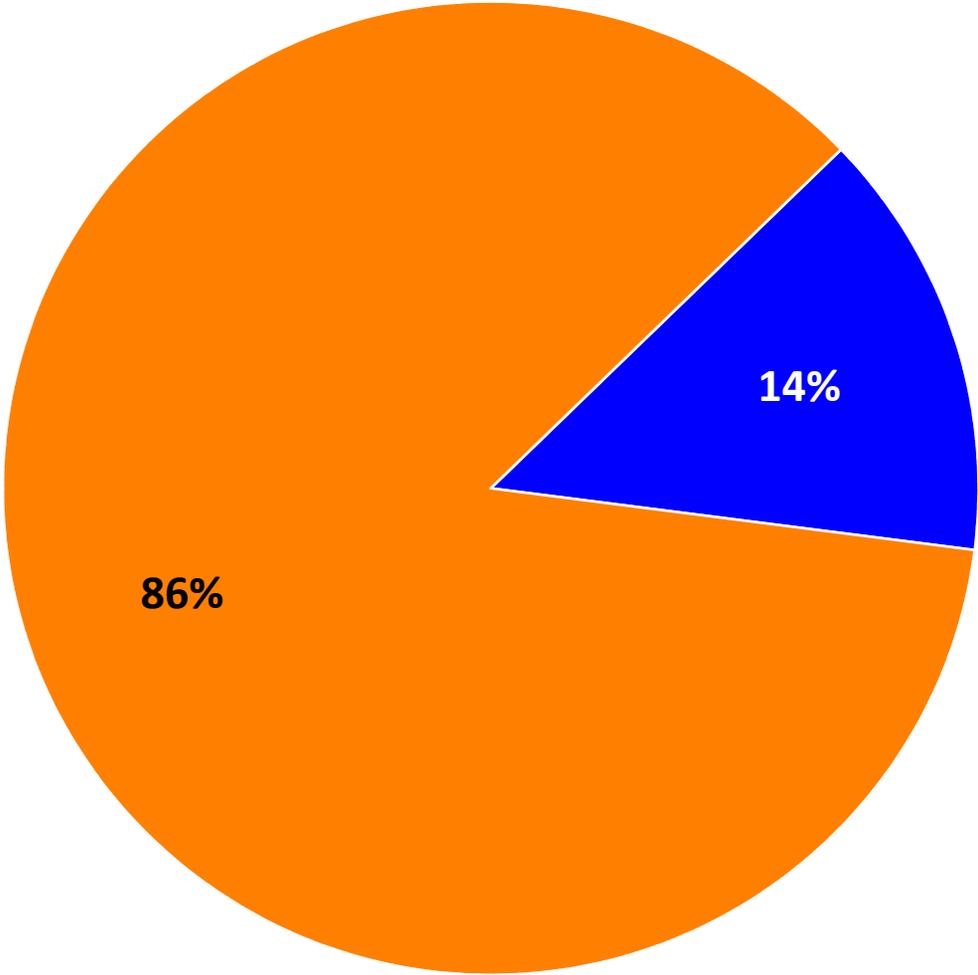
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)
ETC Institute (2019)

Q36. Demographics: Are you of Hispanic, Latino, or other Spanish Ancestry?

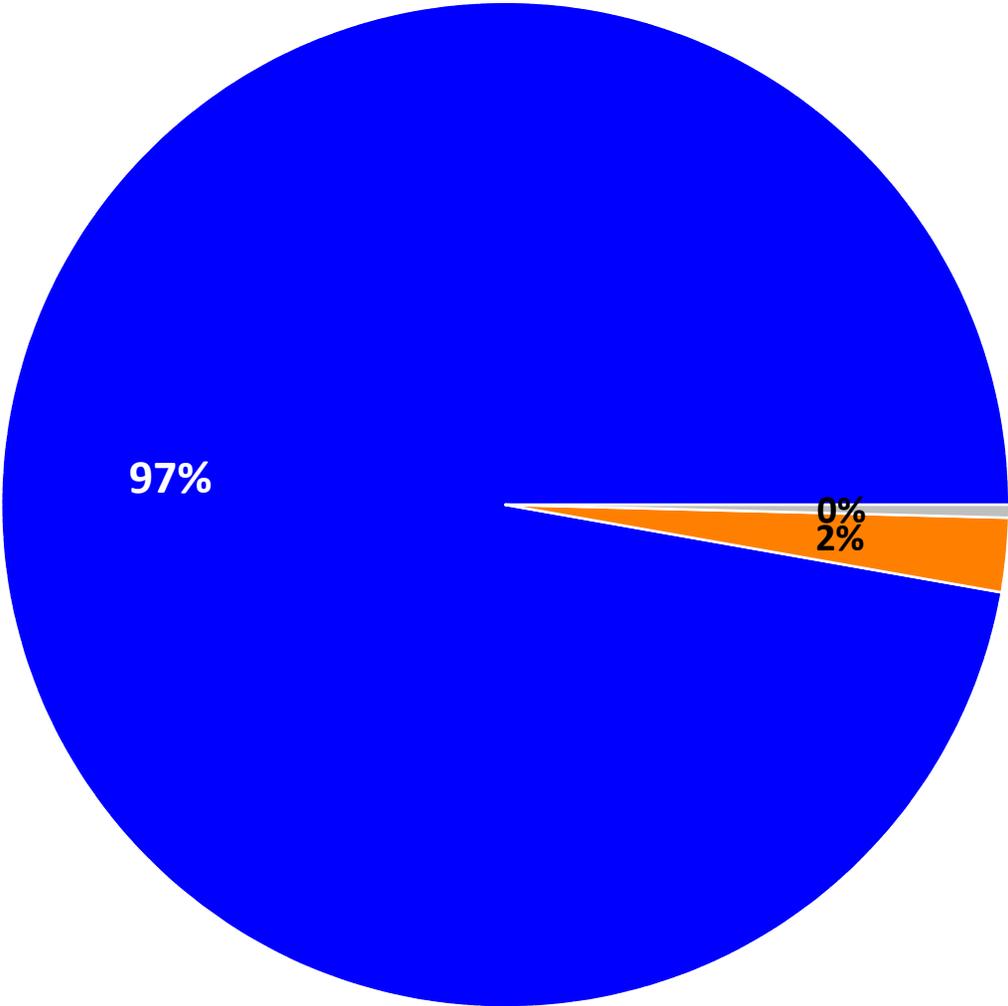
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q36a. Demographics: What is the primary language used in your household?

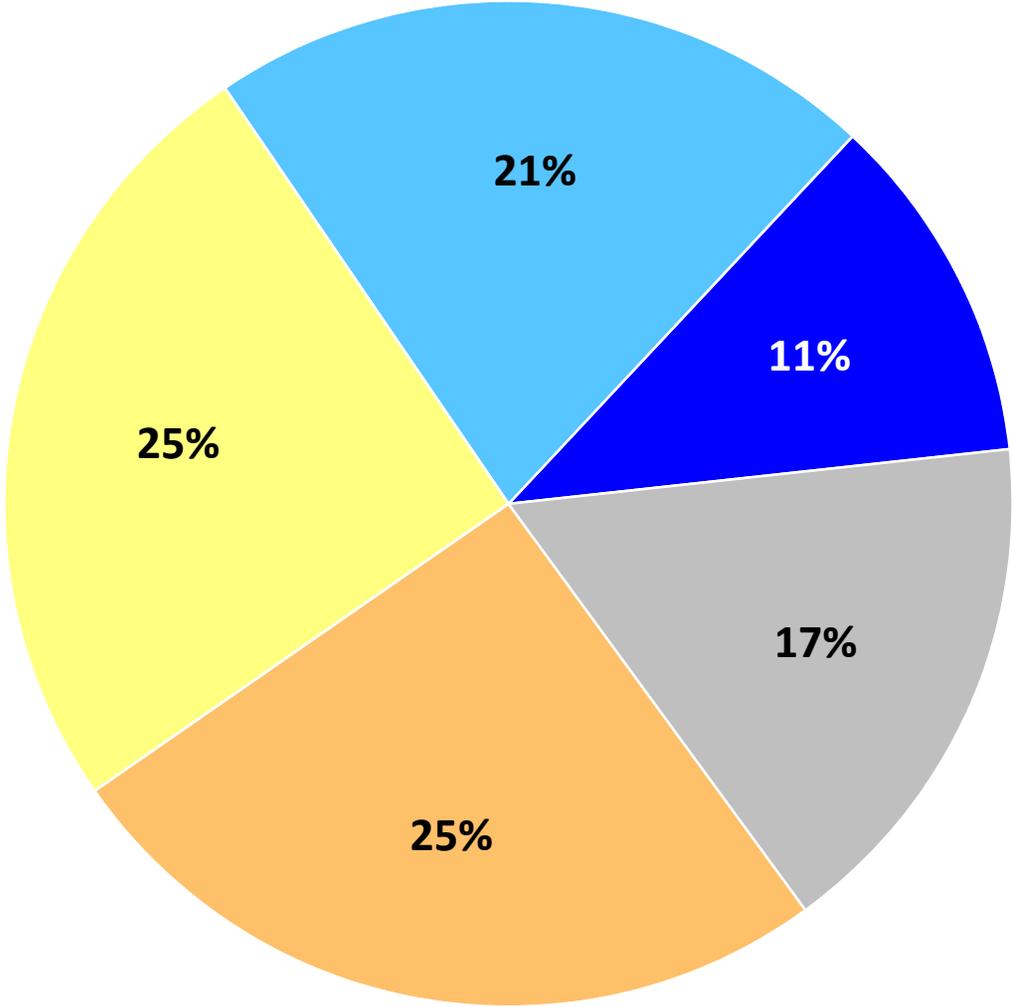
by percentage of respondents (excluding not provided)



■ English ■ Spanish ■ Other

Q37. Demographics: Total Annual Household Income

by percentage of respondents



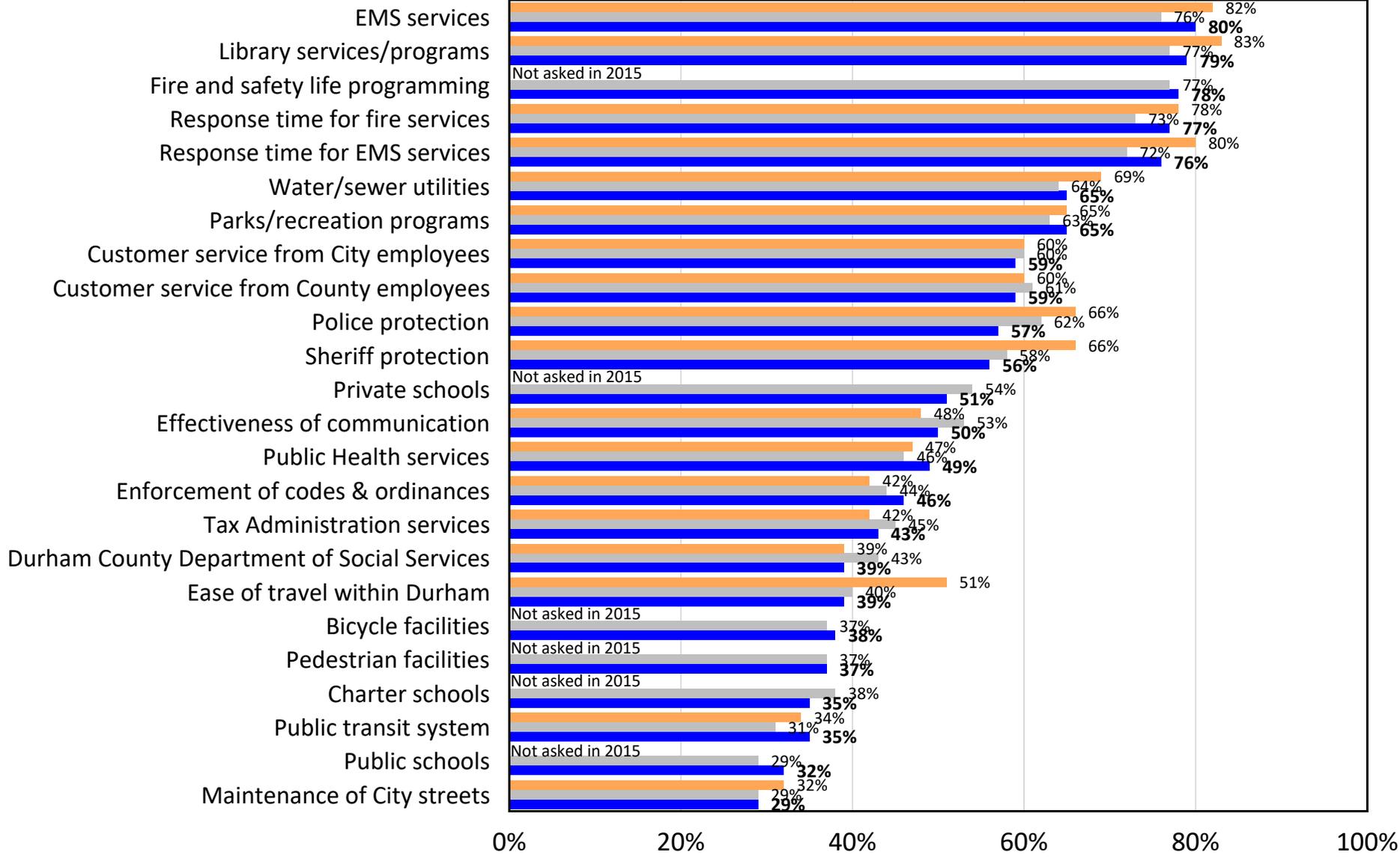
■ Under \$30K ■ \$30K-\$59,999 ■ \$60K-\$99,999 ■ \$100K+ ■ Not provided

Section 2

Trends

Q1. Satisfaction with Major Categories of City and County Services - 2019, 2018, & 2015

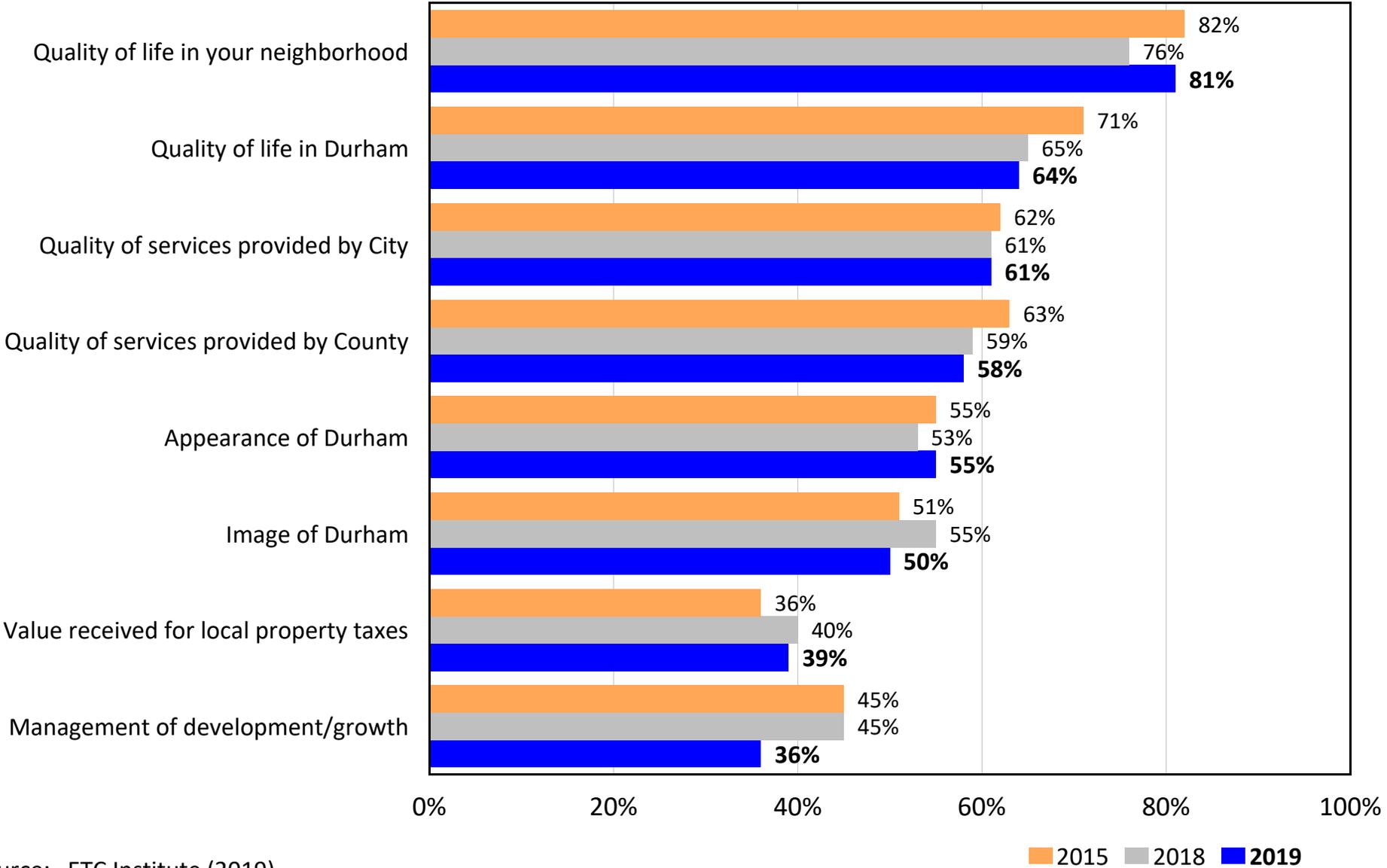
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q3. Satisfaction with Items That May Influence Your Perception of Durham - 2019, 2018, & 2015

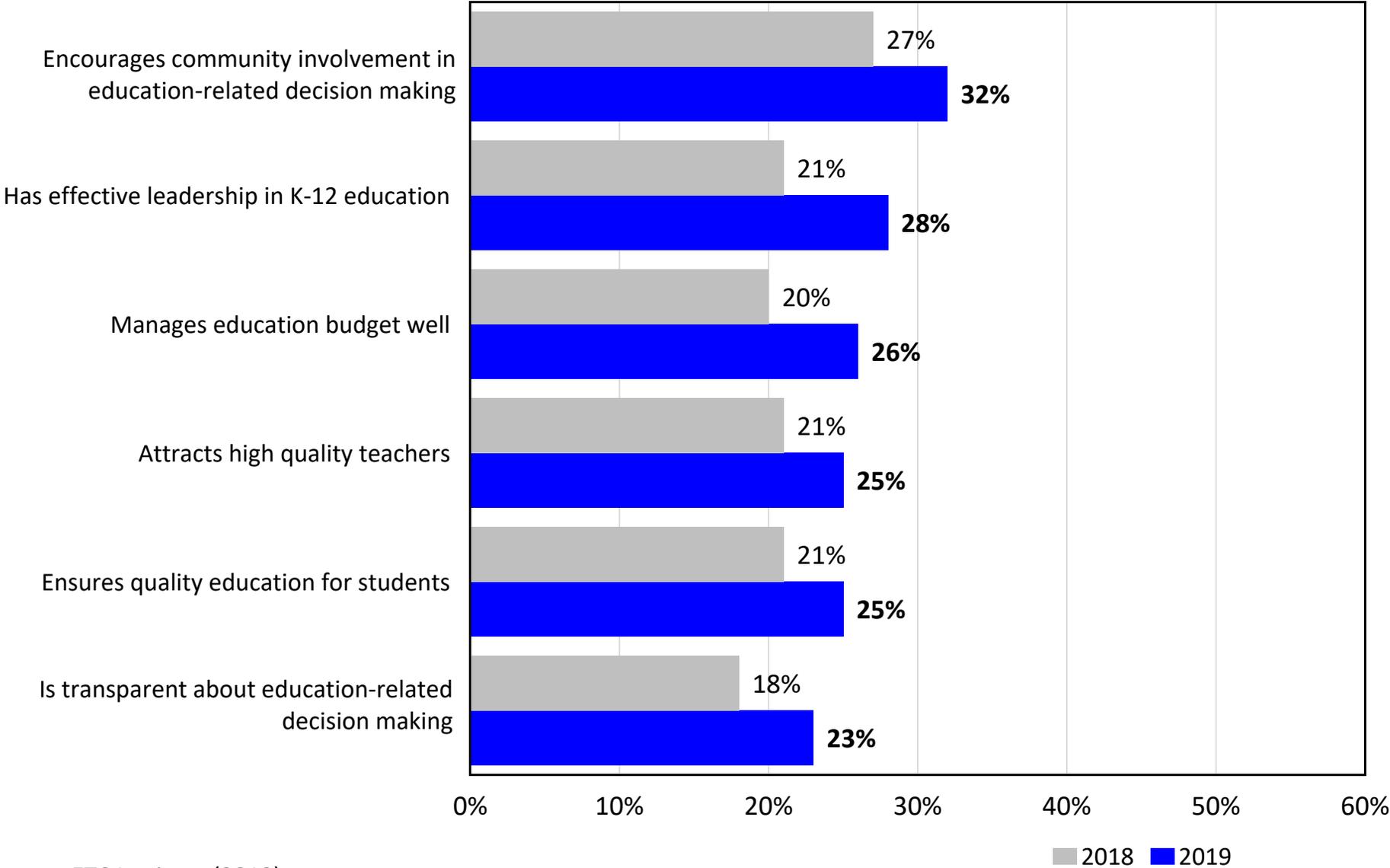
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q5. Level of Agreement with Statements About Durham Public Schools - 2019 & 2018

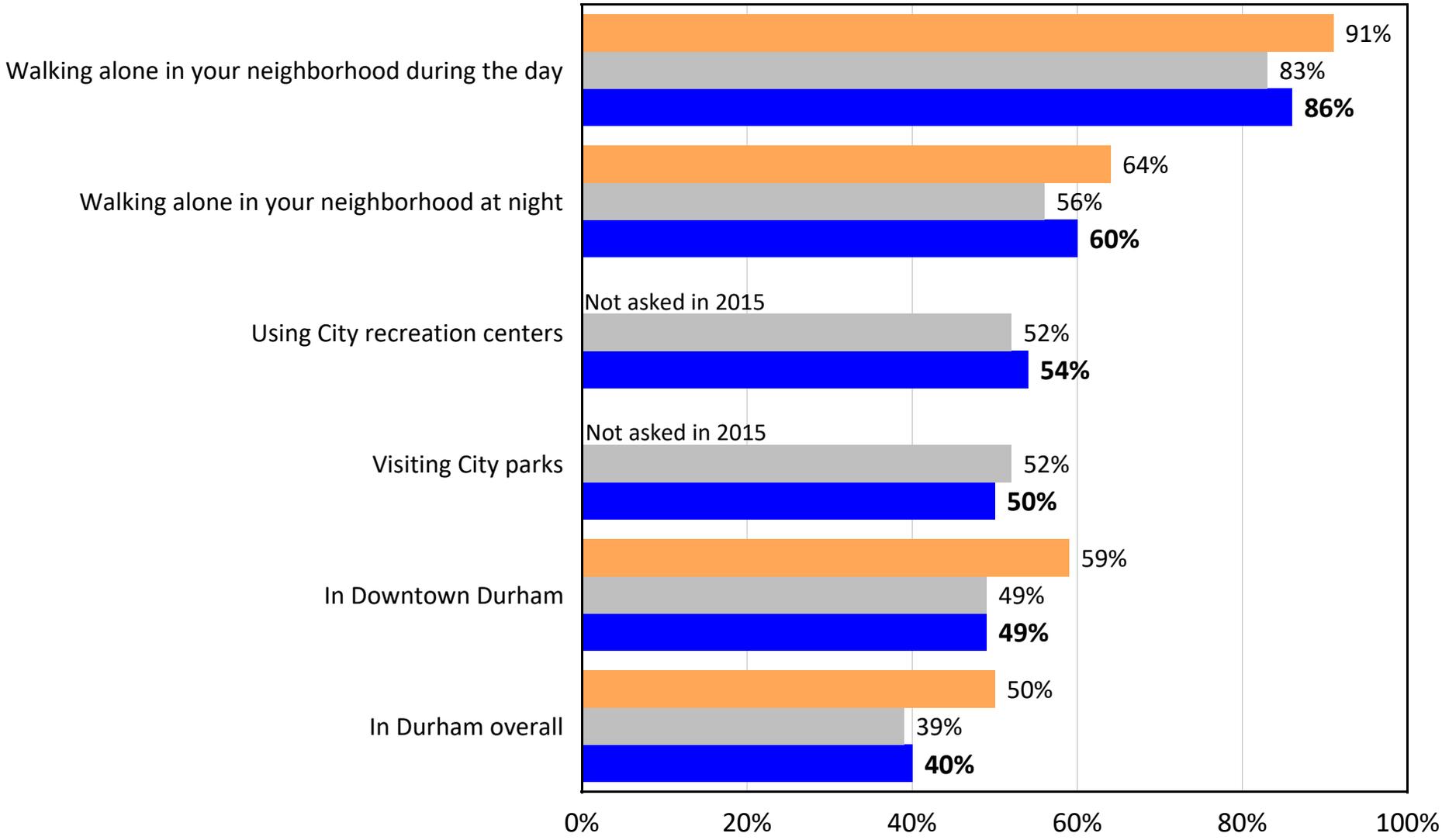
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q6. Feeling of Safety in Various Situations in Durham 2019, 2018, & 2015

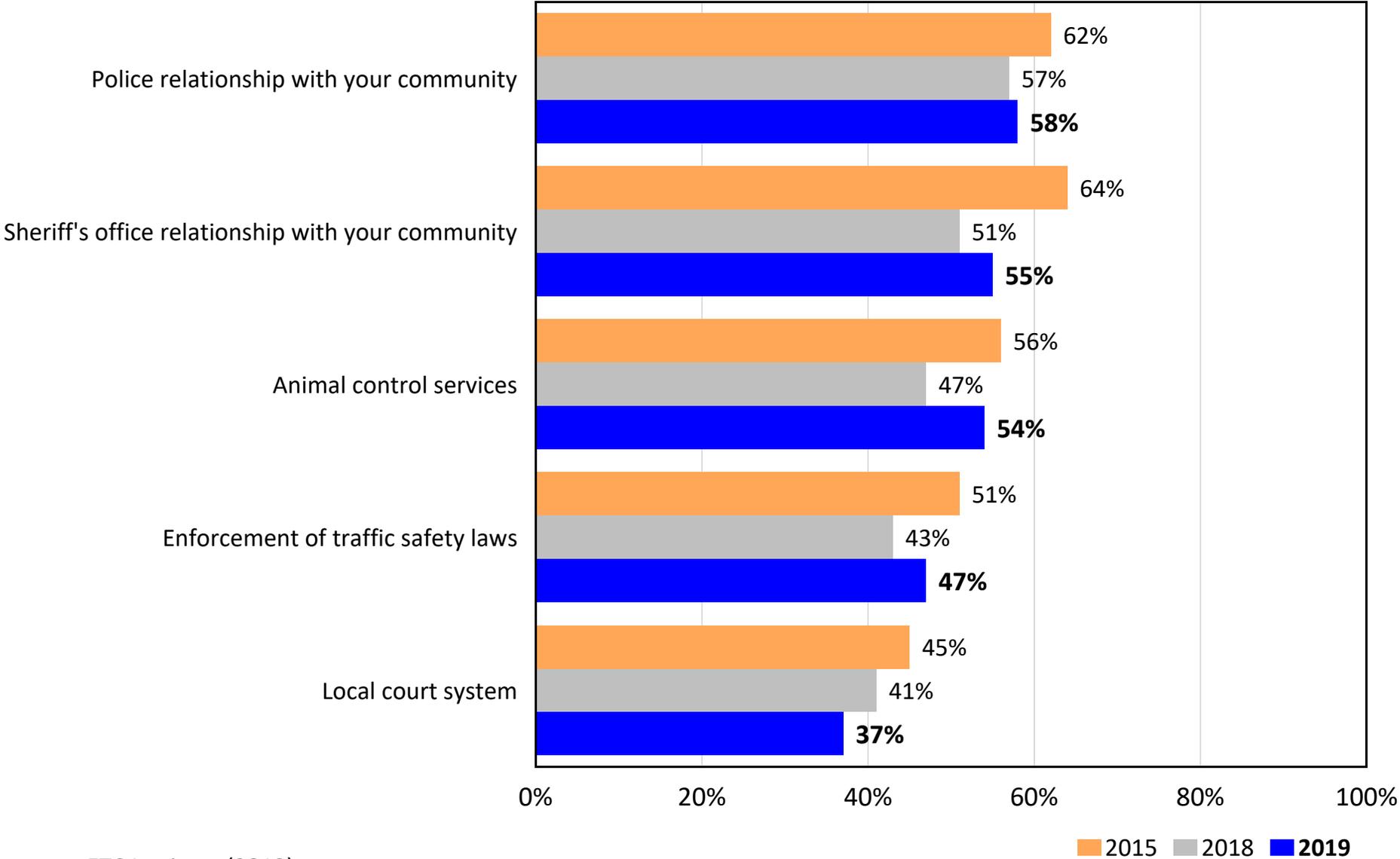
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q7. Satisfaction with Law Enforcement/Criminal Justice 2019, 2018, & 2015

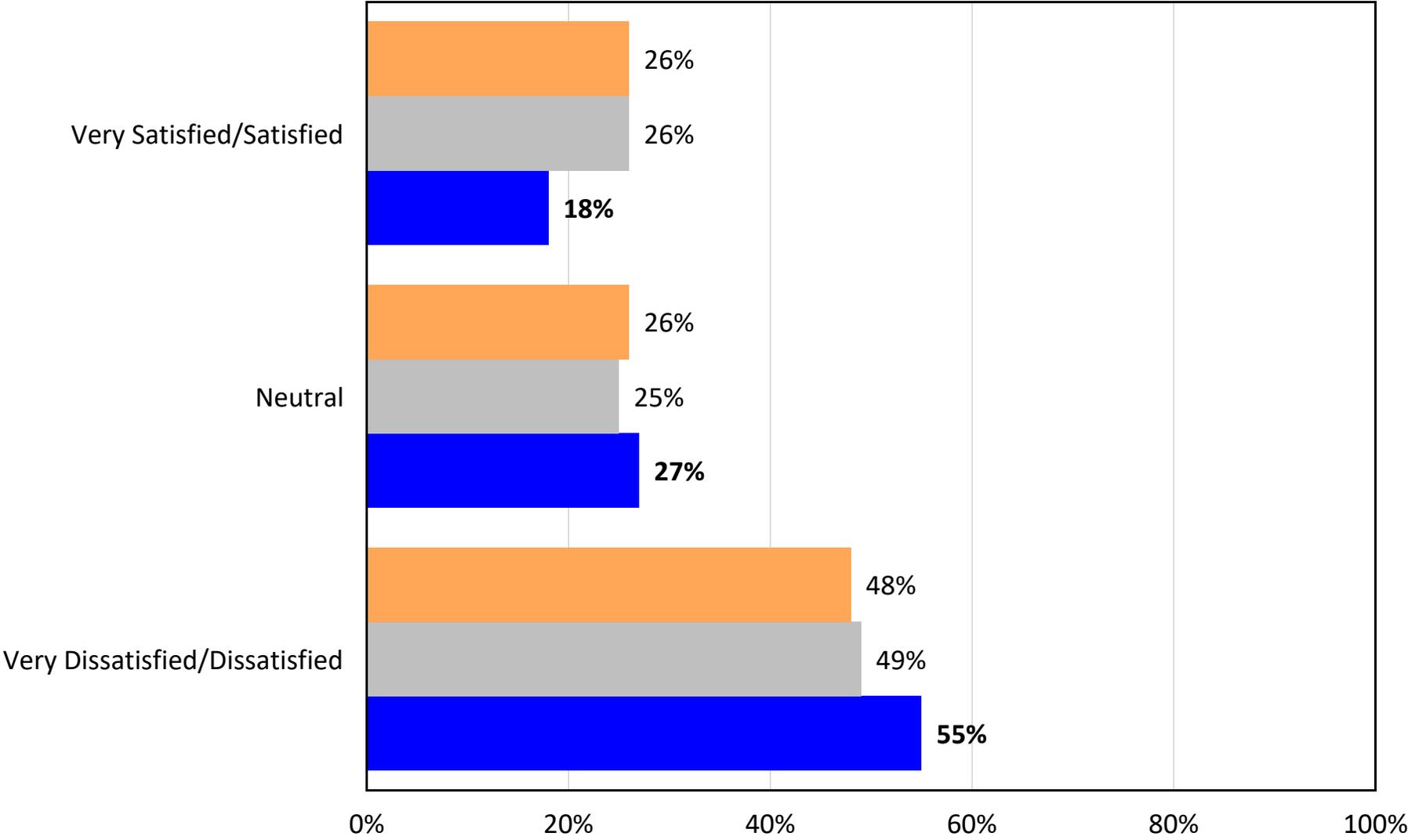
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q8. How satisfied are you with the availability of affordable housing? - 2019, 2018, & 2017

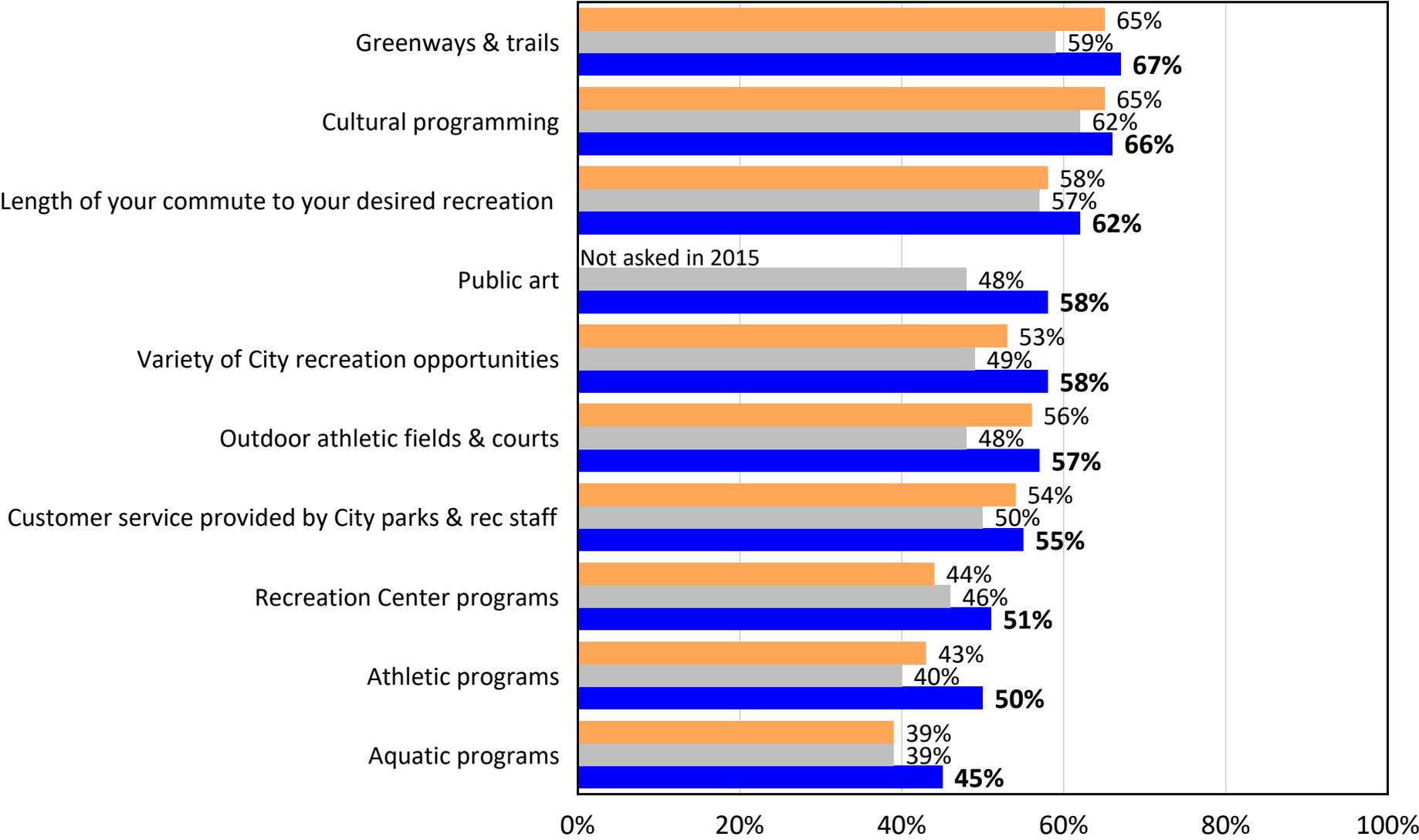
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q10. Satisfaction with Parks, Recreation, Open Space 2019, 2018, & 2015

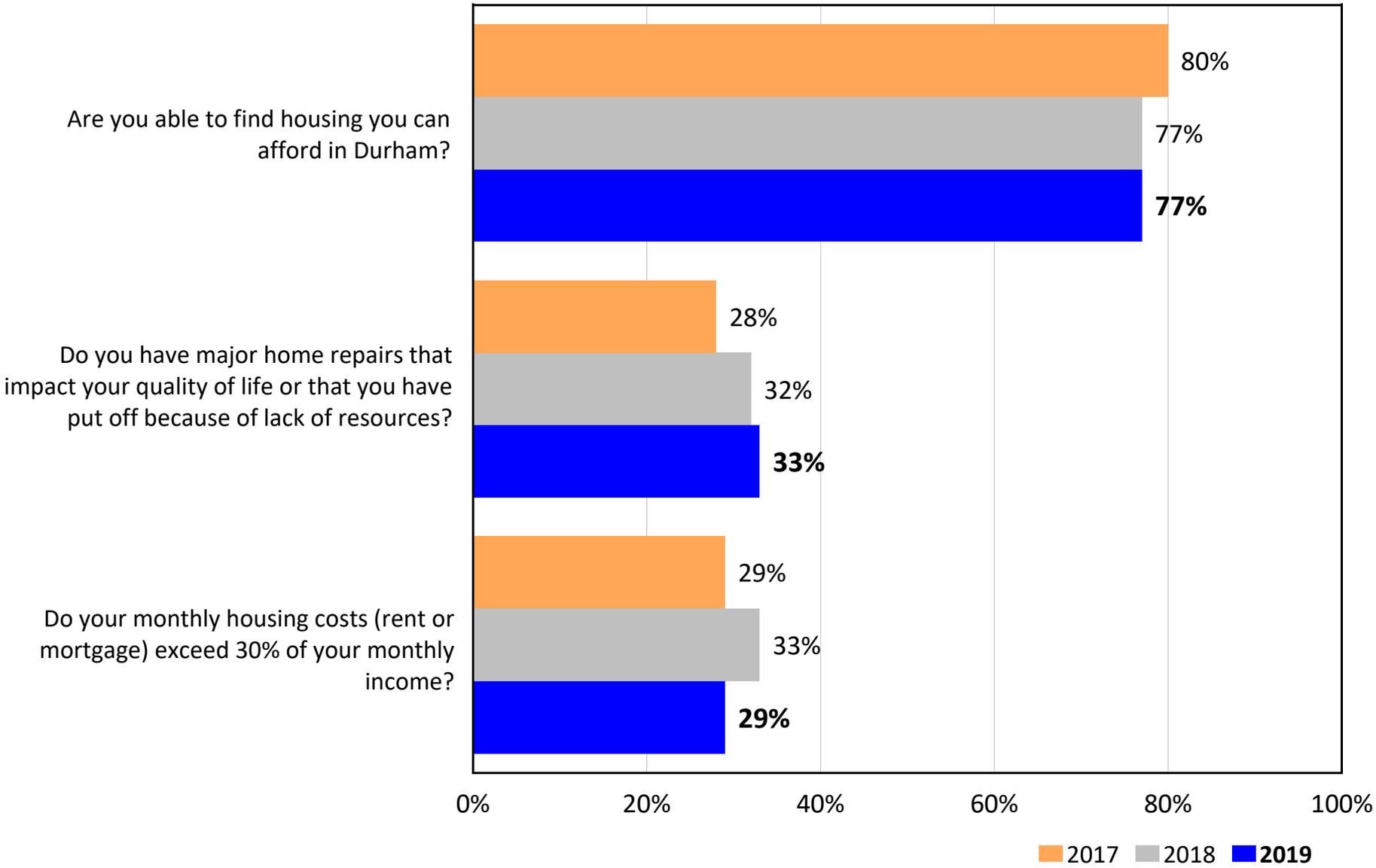
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q11. Housing Question - 2019, 2018, & 2017

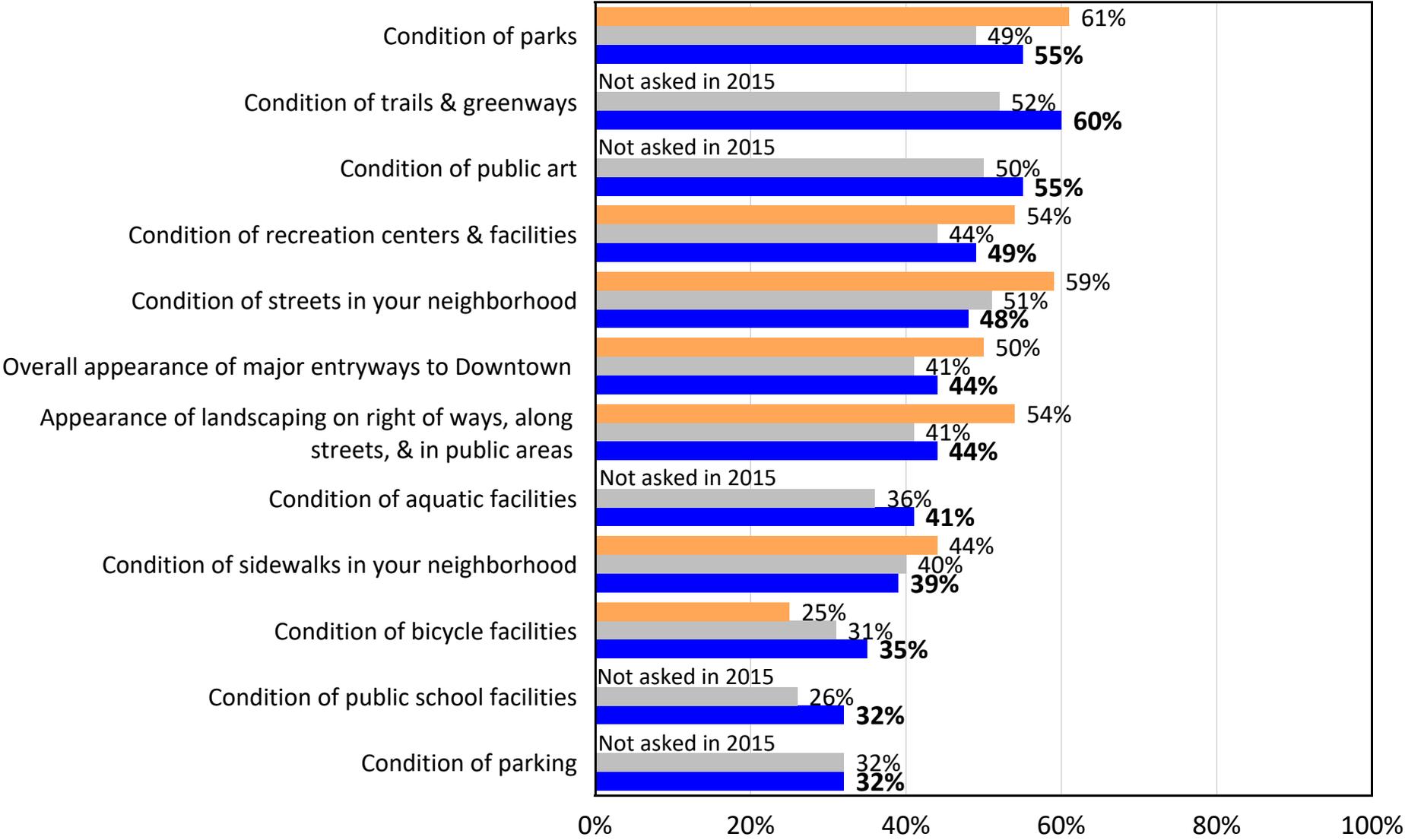
by percentage of respondents who answered "Yes"



Source: ETC Institute (2019)
ETC Institute (2019)

Q12. Satisfaction with Maintenance Services 2019, 2018, & 2015

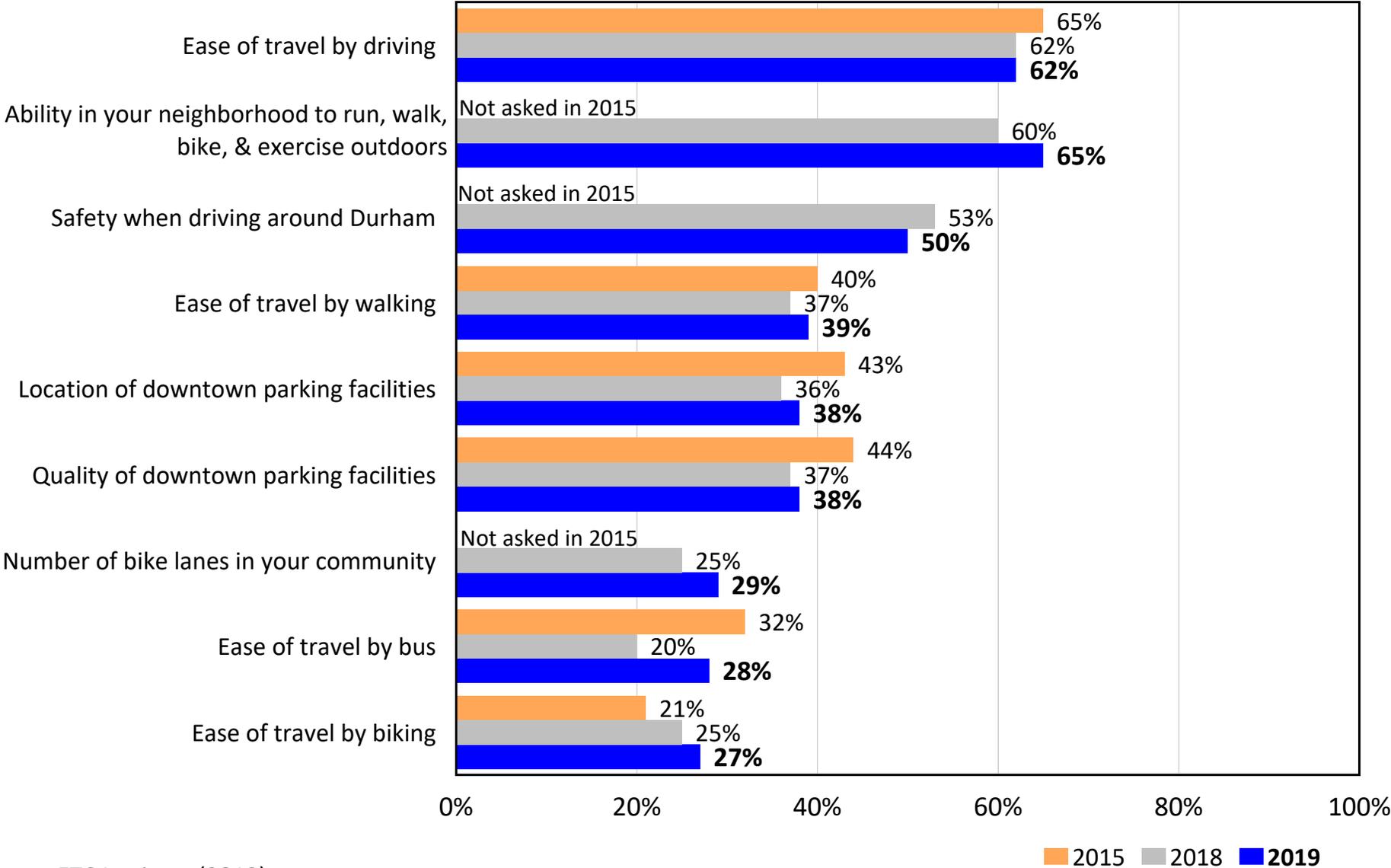
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q15. Satisfaction with Multi-Modal Transportation Services 2019, 2018, & 2015

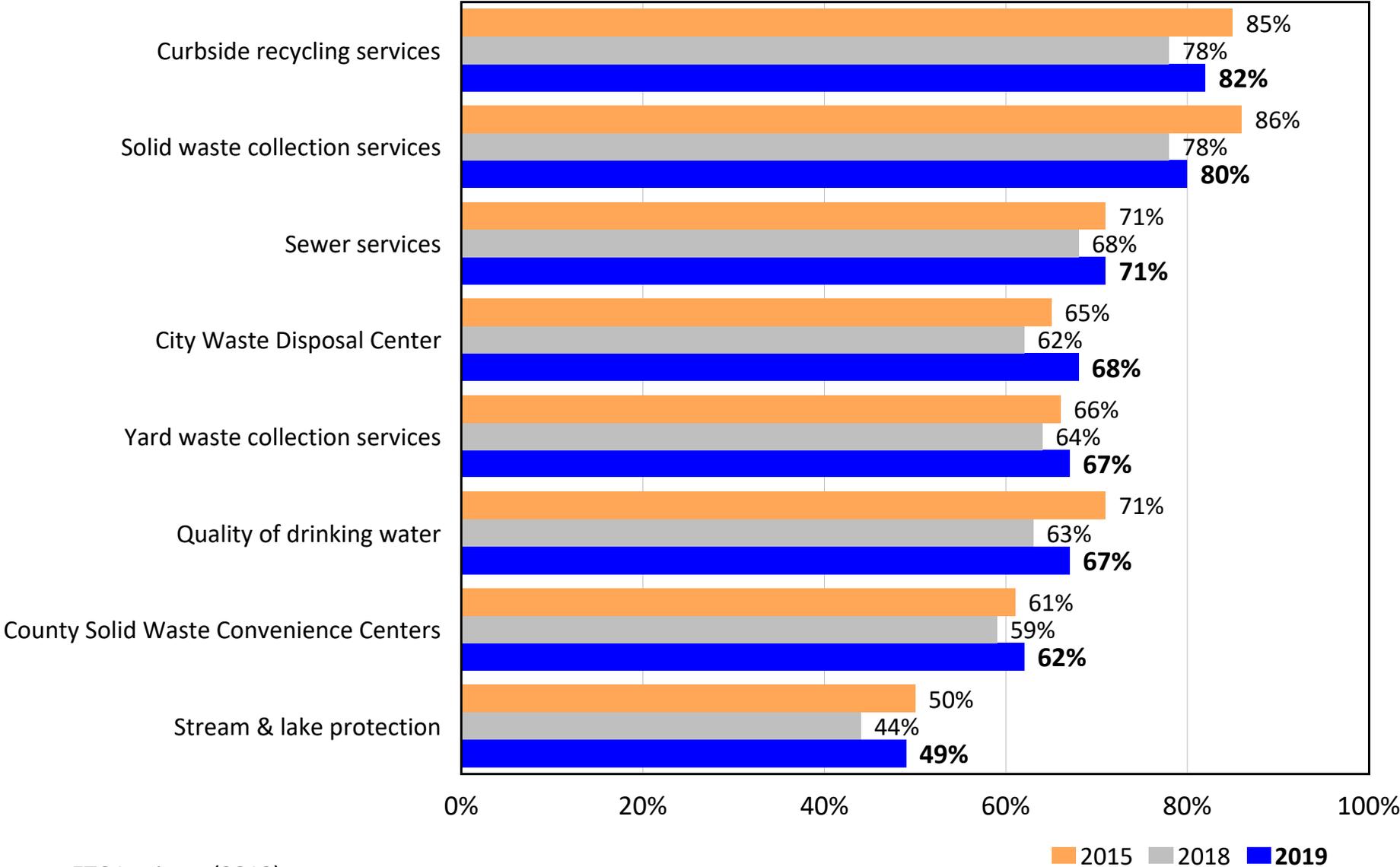
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q16. Satisfaction with Solid Waste and Utility Services 2019, 2018, & 2015

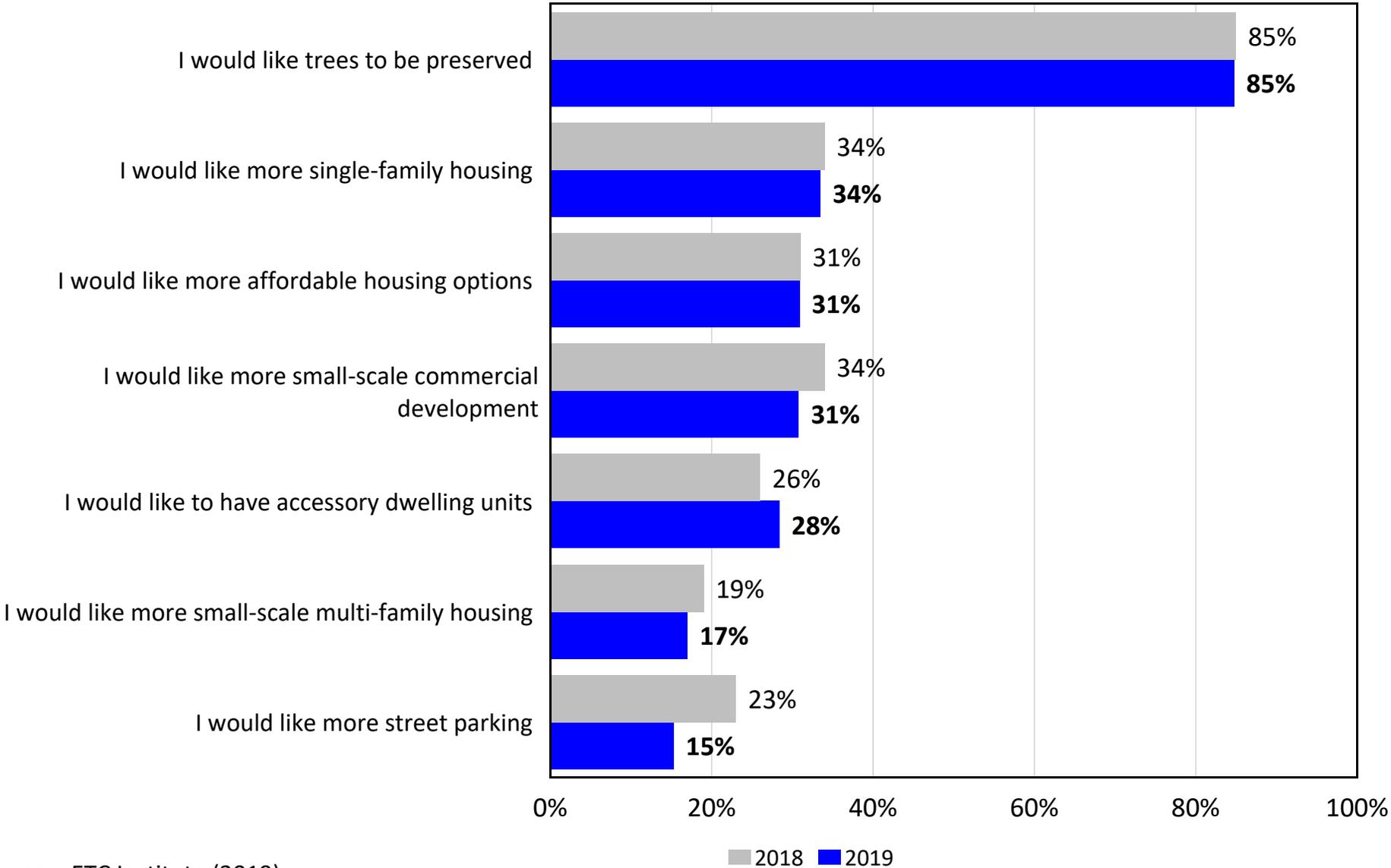
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q17. Level of Agreement with Statements About Development in Durham - 2019 & 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)

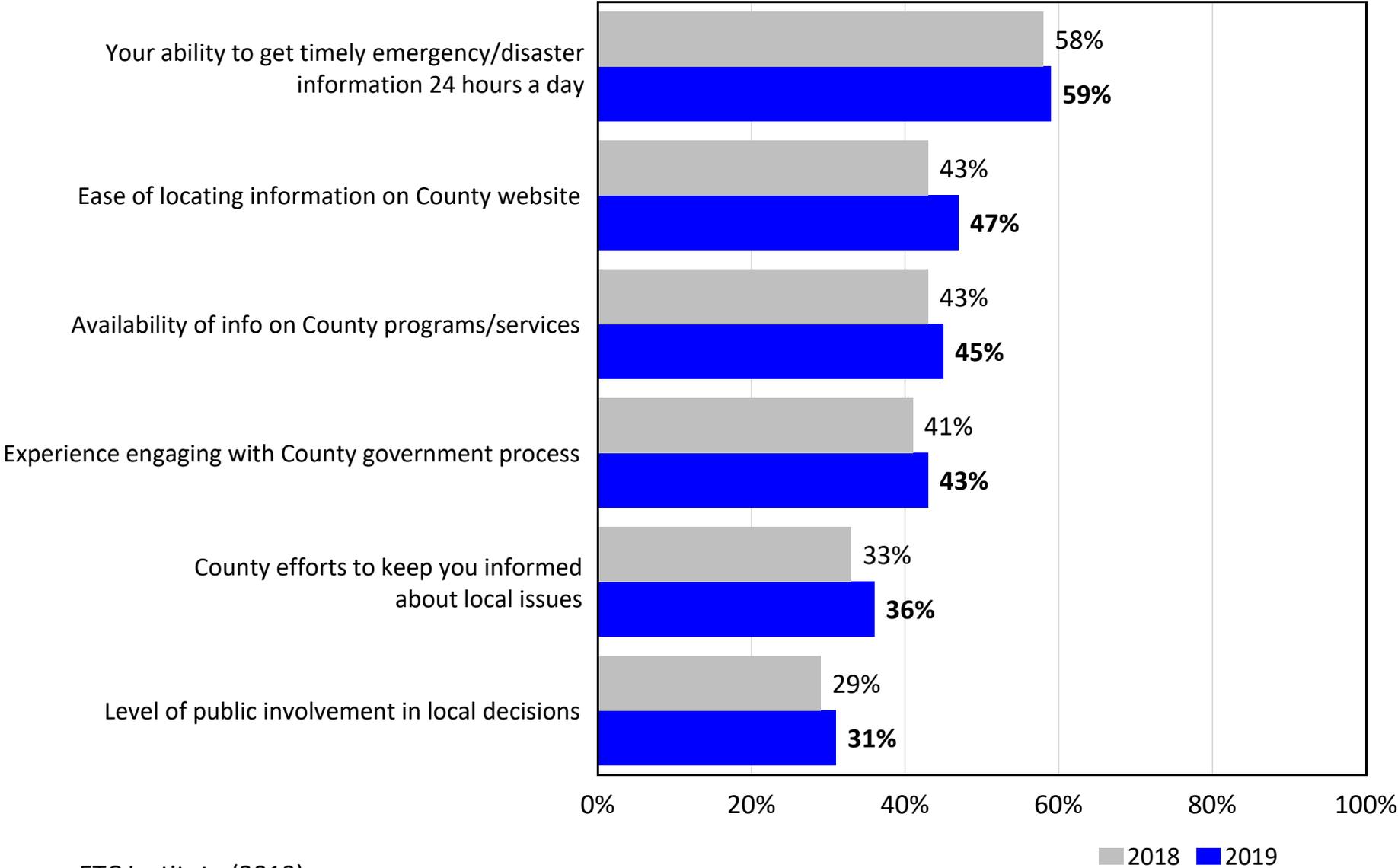


Source: ETC Institute (2019)
ETC Institute (2019)

Q23a. Satisfaction with Communication

2019 & 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)

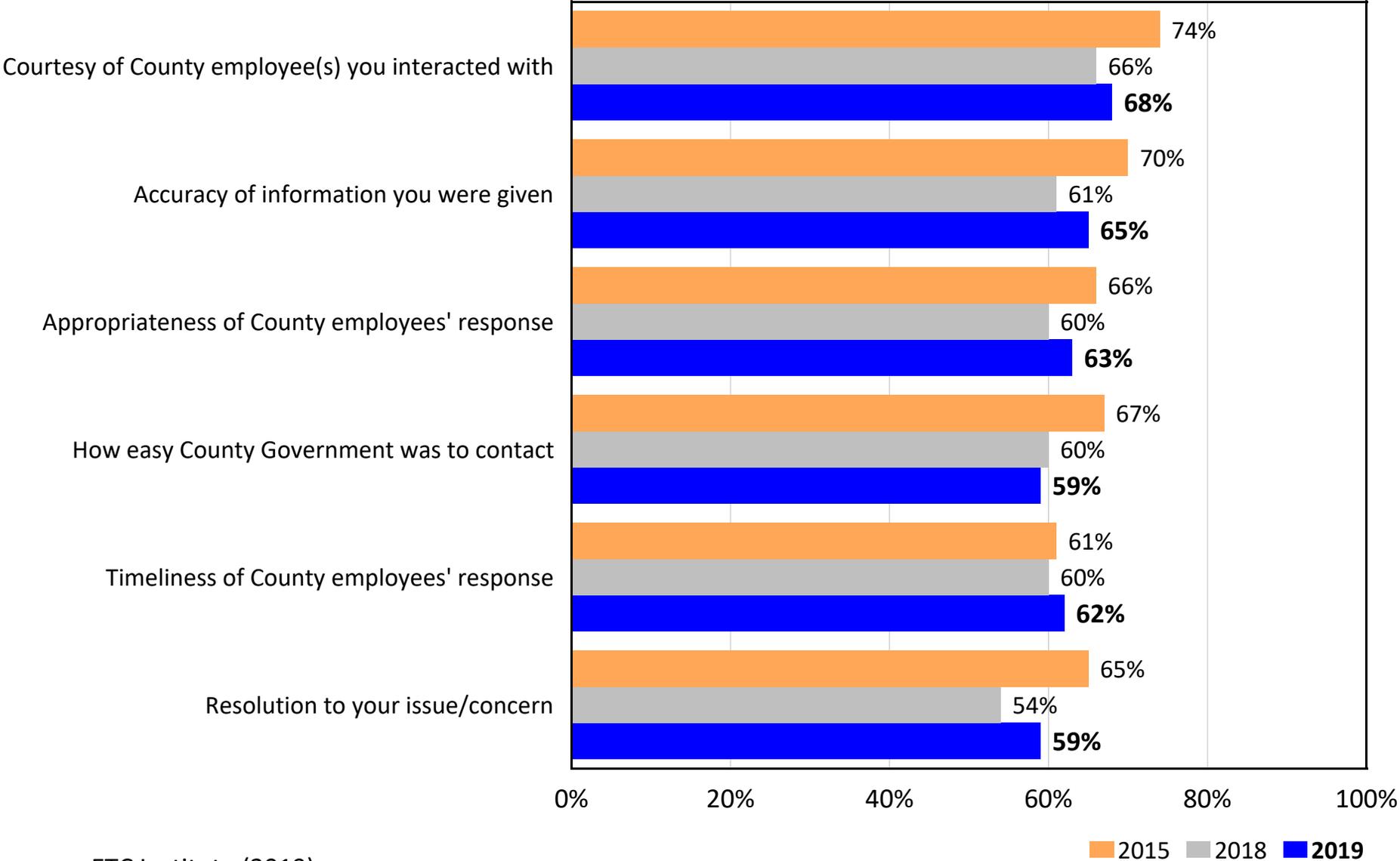


Source: ETC Institute (2019)
ETC Institute (2019)

Q23d. Satisfaction with Customer Service

2019, 2018, & 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)

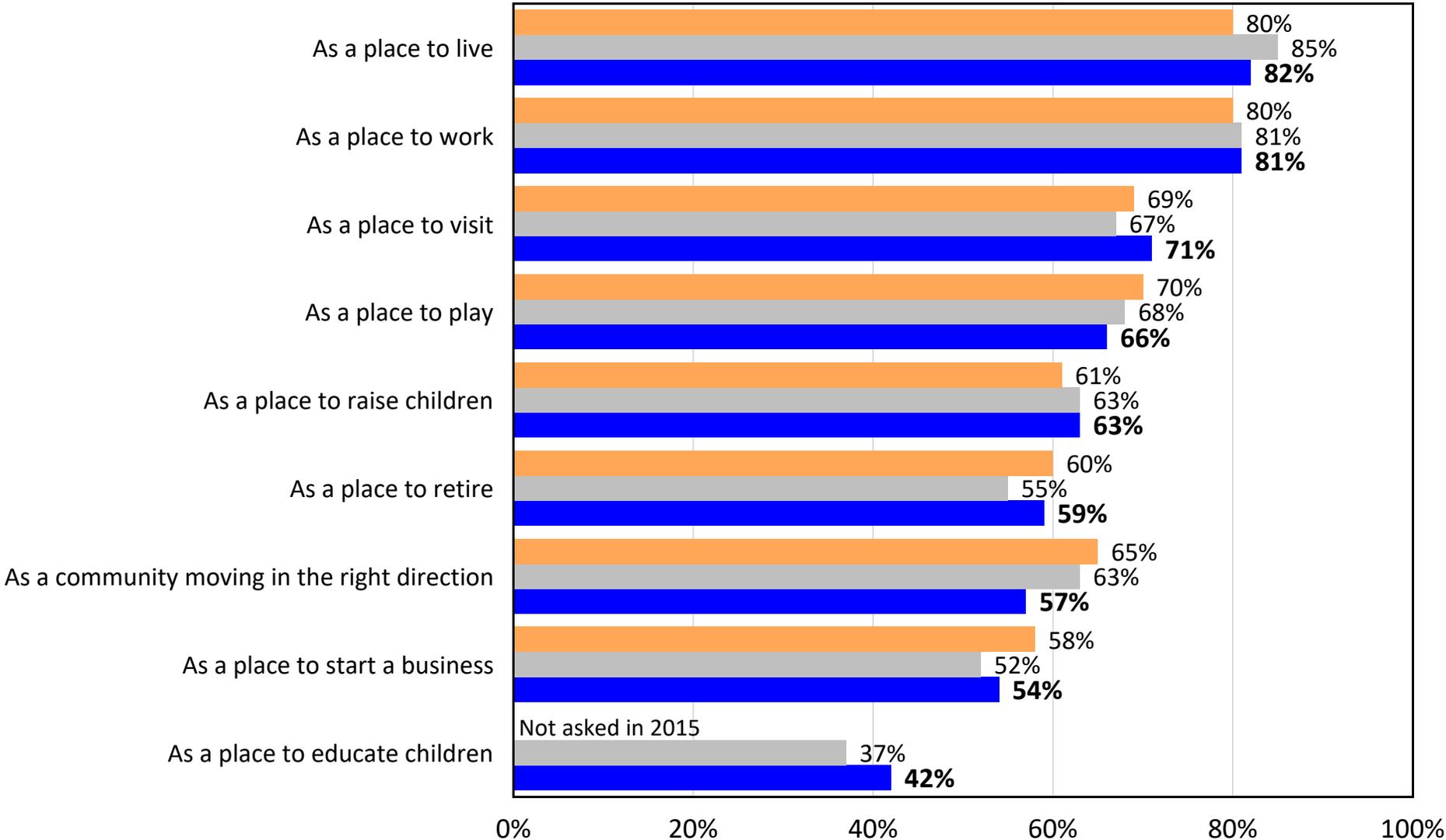


Source: ETC Institute (2019)
ETC Institute (2019)

Q24. Overall Ratings of the Community

2019, 2018, & 2015

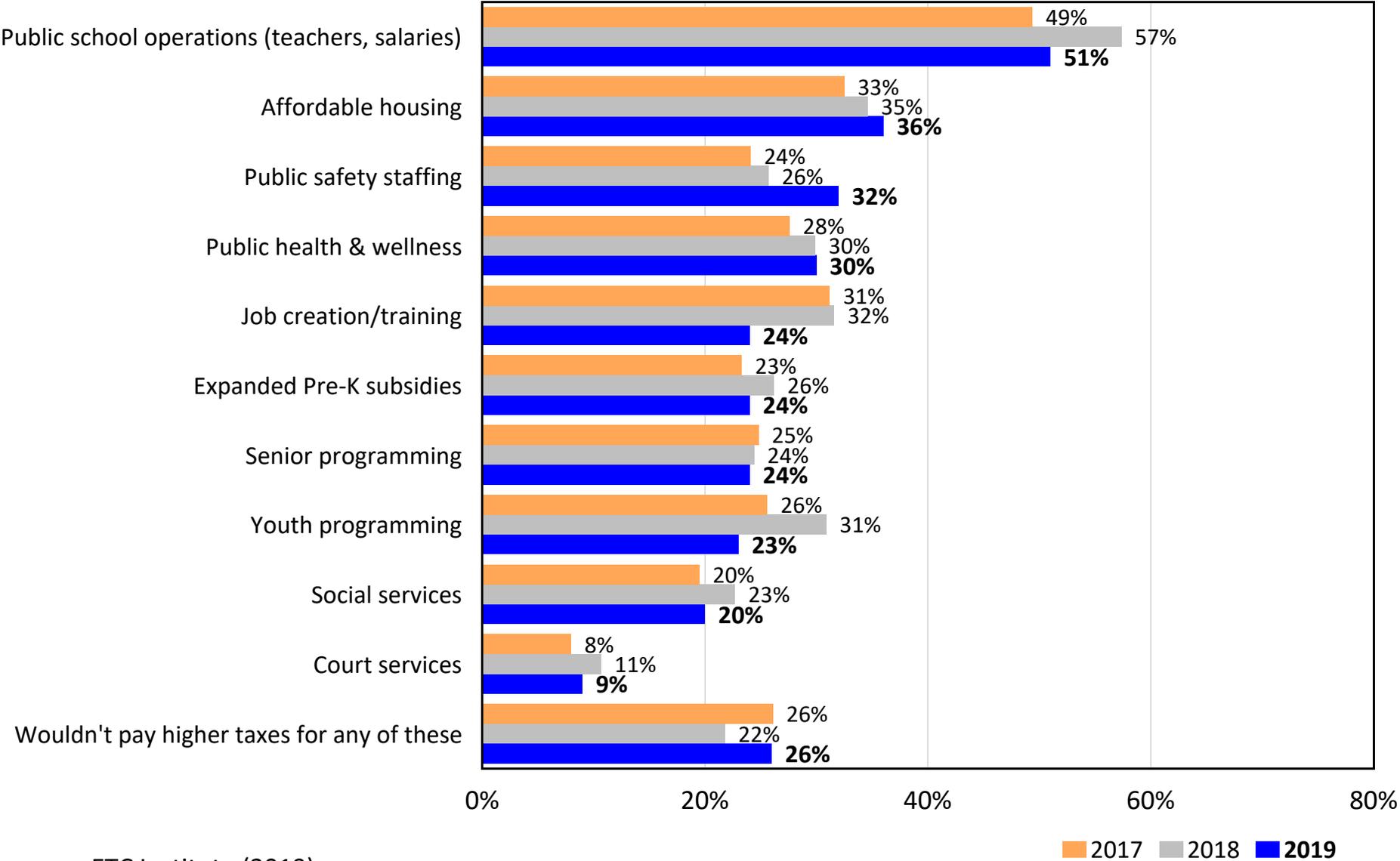
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Q25. Government Services That Households Would Be Willing to Pay Higher Property Taxes to Support - 2019, 2018, & 2015

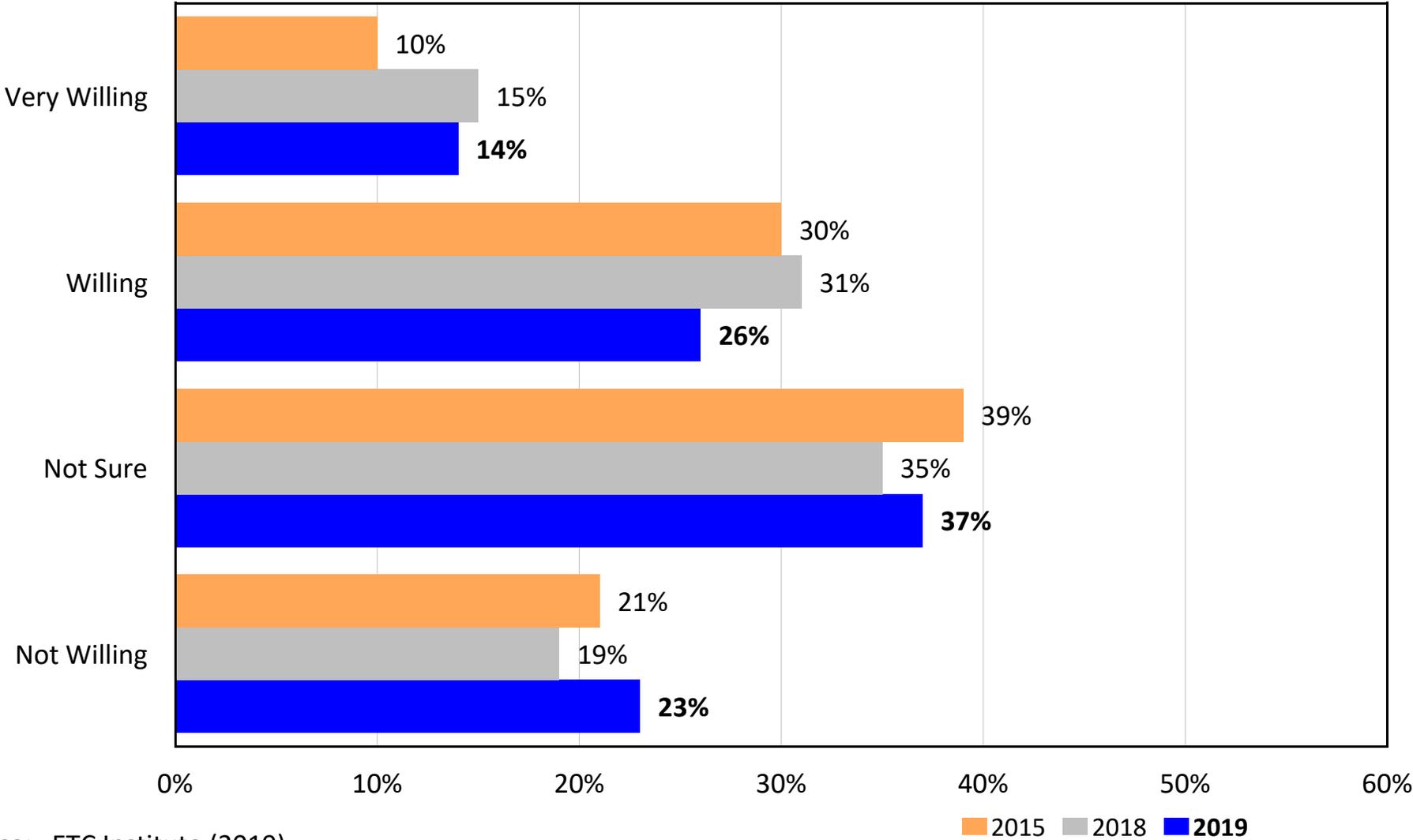
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)
ETC Institute (2019)

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from? - 2019, 2018, & 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)
ETC Institute (2019)

Section 3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Durham County, North Carolina

Overview

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

The Importance-Satisfaction (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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the County'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 categories of county and city services they thought should receive the most emphasis over the next two years. Thirty-nine percent (39%) of respondents selected *public schools* as one of the most important services for the county to provide.

With regard to satisfaction, 31.6% of respondents surveyed rated the County's overall performance regarding *public schools* 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 *public schools* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 39% was multiplied by 68.4% (1-0.316). This calculation yielded an I-S rating of 0.2668 which ranked first out of 24 major service categories.

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 for the three most important areas for the County 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.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for Durham County are provided on the following pages.

2019 Importance-Satisfaction Rating Durham County, North Carolina Major Categories of City and County Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets	42%	2	29%	24	0.2942	1
Overall quality of public schools	39%	3	32%	23	0.2668	2
Overall quality of police protection	50%	1	57%	10	0.2179	3
High Priority (IS .10-.20)						
Overall ease of travel within Durham	22%	4	39%	18	0.1344	4
Medium Priority (IS <.10)						
Overall quality of pedestrian facilities	14%	6	37%	20	0.0899	5
Overall quality of public transit system (GoDurham)	12%	7	35%	22	0.0808	6
Overall quality of sheriff protection	15%	5	56%	11	0.0654	7
Overall quality of bicycle facilities	9%	9	38%	19	0.0563	8
Overall quality of water & sewer utilities	10%	8	65%	6	0.0348	9
Overall effectiveness of communication with the public	6%	11	50%	13	0.0292	10
Durham County Department of Social Services	5%	16	39%	17	0.0281	11
Overall quality of tax administration services	5%	15	43%	16	0.0272	12
Overall enforcement of codes & ordinances	5%	14	46%	17	0.0266	13
Overall quality of public health services	5%	13	49%	15	0.0259	14
Overall quality of parks & recreation programs	6%	10	65%	7	0.0209	15
Customer service from City employees	3%	17	59%	8	0.0138	16
Overall quality of fire & life safety programming	6%	12	78%	3	0.0124	17
Overall quality of charter schools	2%	21	35%	21	0.0104	18
Customer service from County employees	2%	20	59%	9	0.0074	19
Overall quality of EMS services	3%	18	80%	1	0.0051	20
Overall quality of library services & programs	2%	19	79%	2	0.0051	21
Response time for EMS services	2%	22	76%	5	0.0035	22
Response time for fire services	1%	23	77%	4	0.0032	23
Overall quality of private schools	1%	24	51%	12	0.0030	24

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City and County Leaders over the next two years.

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 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2019 Importance-Satisfaction Rating Durham County, North Carolina Parks, Recreation, and Open Space

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Greenways & trails	35%	1	67%	1	0.1142	1
Medium Priority (IS <.10)						
Variety of City recreation opportunities	23%	2	58%	5	0.0982	2
<i>Cultural programming*</i>	22%	3	66%	1	0.0765	3
Outdoor athletic fields & courts	16%	4	57%	6	0.0699	4
<i>Recreation center programs*</i>	12%	5	51%	8	0.0609	5
<i>Aquatic programs*</i>	9%	6	45%	10	0.0512	6
Public art	8%	7	58%	4	0.0323	7
<i>Athletic programs*</i>	6%	9	50%	9	0.0306	8
Customer service provided by City park & rec staff	6%	10	55%	7	0.0263	9
Length of commute to your desired rec amenities	7%	8	62%	3	0.0258	10

*Programs are provided by the City

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City and County Leaders over the next two years.

Satisfaction %:

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

2019 Importance-Satisfaction Rating Durham County, North Carolina Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of public school facilities	29%	2	32%	11	0.1951	1
Condition of streets in your neighborhood	38%	1	51%	2	0.1857	2
Condition of sidewalks in your neighborhood	27%	3	39%	9	0.1636	3
Condition of parking	19%	4	32%	12	0.1279	4
Medium Priority (IS <.10)						
Condition of bicycle facilities	13%	7	35%	10	0.0862	5
Appearance of landscaping on right of ways, along streets, & in public areas	14%	6	44%	7	0.0770	6
Condition of parks & open space	15%	5	55%	3	0.0666	7
Overall appearance of major entryways to downtown Durham	12%	8	44%	6	0.0652	8
Condition of trails & greenways	11%	9	60%	1	0.0438	9
Condition of recreation centers & facilities	7%	10	49%	4	0.0354	10
Condition of aquatic facilities	5%	11	41%	8	0.0291	11
Condition of public art	3%	12	55%	2	0.0143	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they would be most willing to pay higher taxes to support enhancements for.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'dor Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Section 4

Benchmarking Analysis

Benchmarking Summary Report

Durham County, North Carolina

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities 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 2019 to a random sample of more than 500 residents living in U.S. communities with a population between 150,000 and 400,000 and (2) survey results from 22 communities (population of 150,000-400,000 residents) where ETC Institute has administered the *DirectionFinder*® survey between January 2018 and December 2019. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this section are listed below:

- Arlington County, VA
- Cabarrus County, NC
- Coral Springs, FL
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Henderson, NV
- McAllen, TX
- Mesquite, TX
- Miami, FL
- Onslow County, NC
- Overland Park, KS
- Plano, TX
- Richmond, VA
- Springfield, MO
- Tempe, AZ
- Topeka, KS
- Vancouver, WA
- Winston-Salem, NC
- Wyandotte County, KS

Interpreting the Charts

The **first set** of charts show how the overall ratings for Durham County compared to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than over 500 residents living communities with a population between 150,000 and 400,000. The blue bar shows the ratings for Durham County, and the pink bar shows the ratings for communities with a population of 150,000 to 400,000.

The **second set** of charts show how the results for Durham County compare to the range of performance for other large U.S. communities where ETC Institute has administered a *DirectionFinder*[®] survey since 2016. A total of 22 communities (population of 150,000-400,000 residents) where ETC Institute has administered the *DirectionFinder*[®] survey between January 2018 and December 2019 (these communities are listed on the previous page). The Horizontal blue bar shows the range of performance for each of the areas that were surveyed. The percentage on the left shows the results for the worst performing community. The percentage on the right shows the results for the best performing community. The yellow dot shows the results for Durham County. The green vertical bar shows the average for the 22 communities.

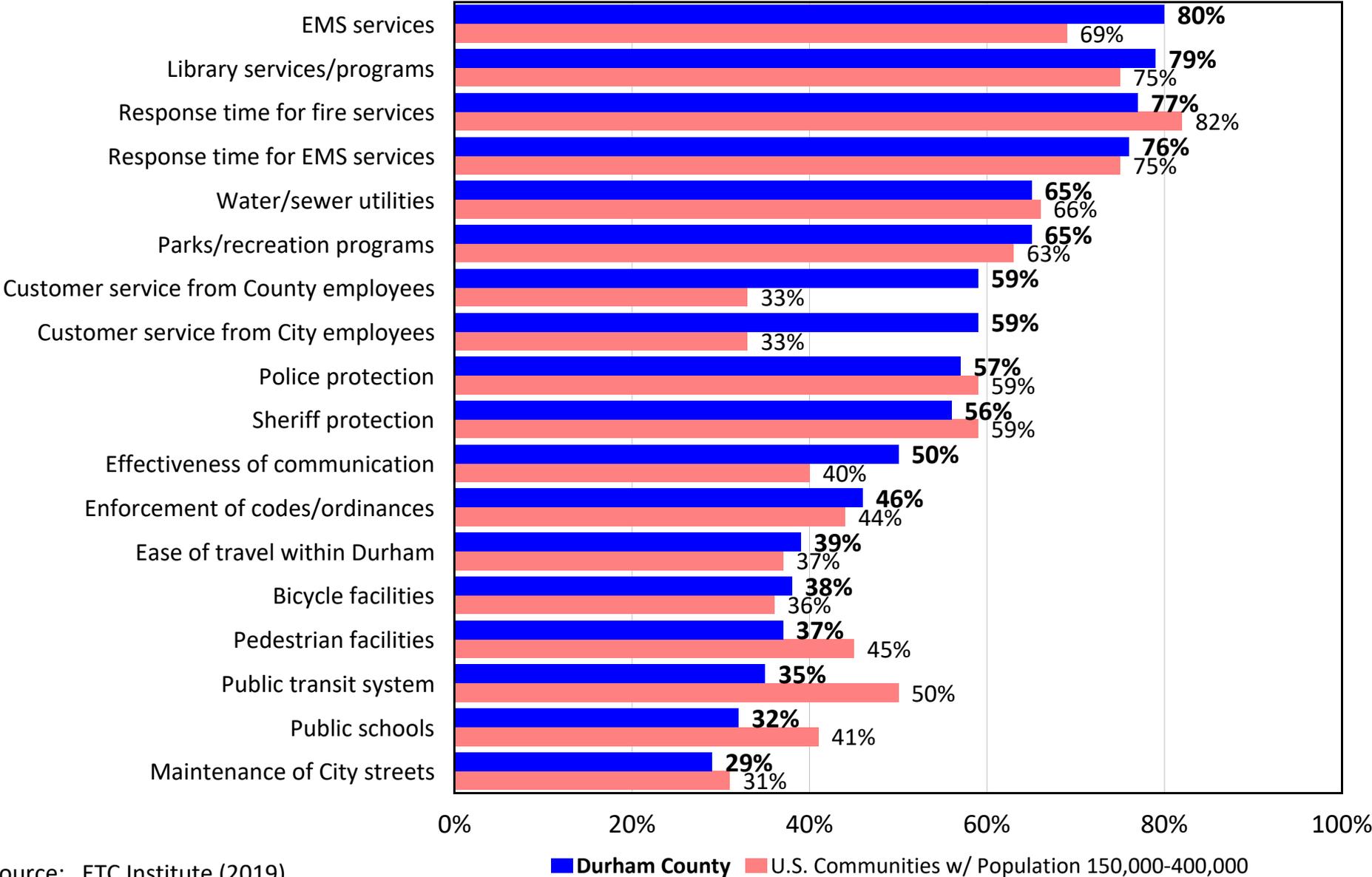
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Durham County is not authorized without written consent from ETC Institute.

Q1. Satisfaction with Major Categories of Services

Durham County vs. U.S. Communities w/ Population 150,000-400,000

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

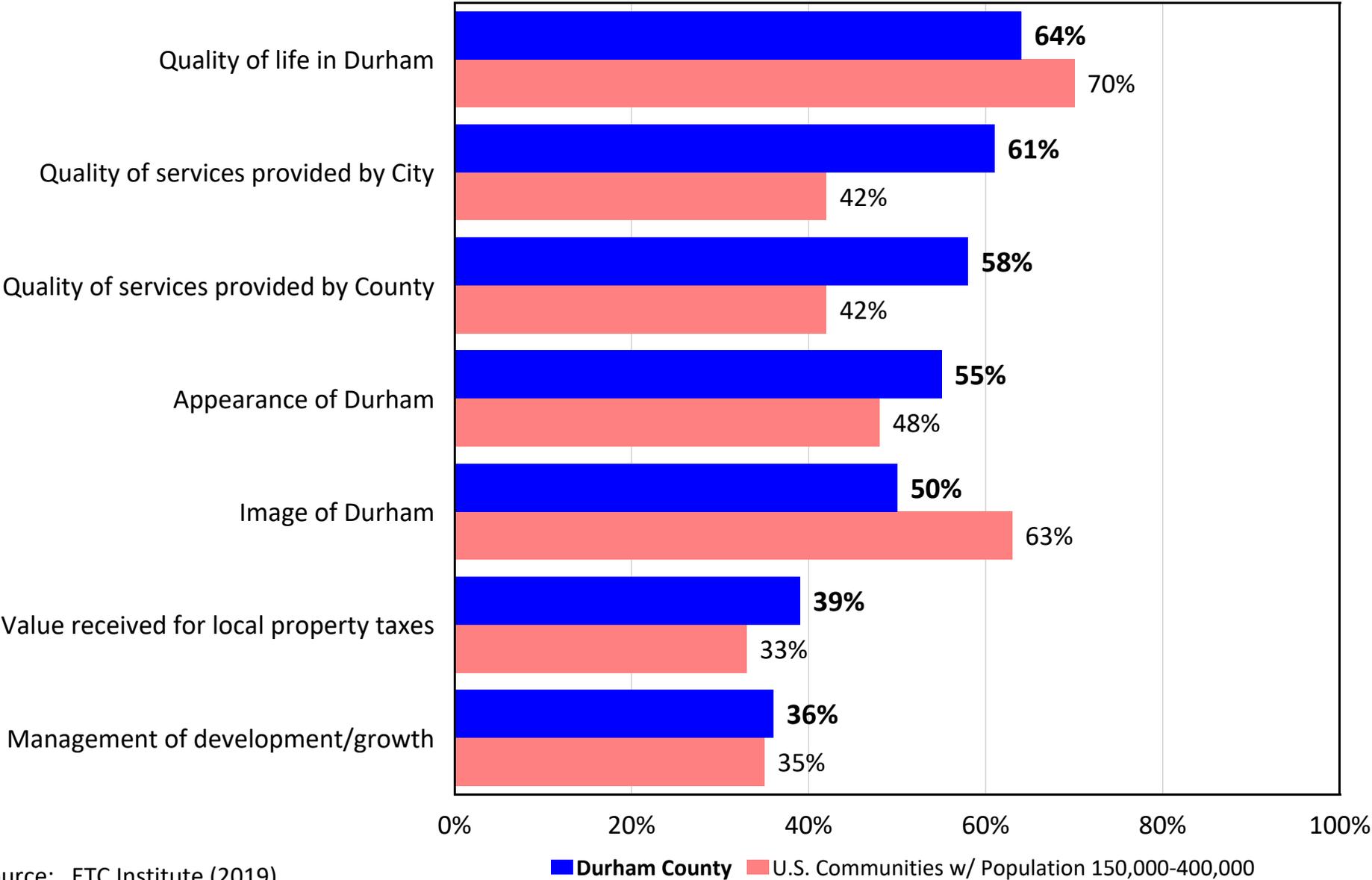


Source: ETC Institute (2019)
ETC Institute (2019)

Q3. Perceptions of Durham

Durham County vs. U.S. Communities w/ Population 150,000-400,000

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

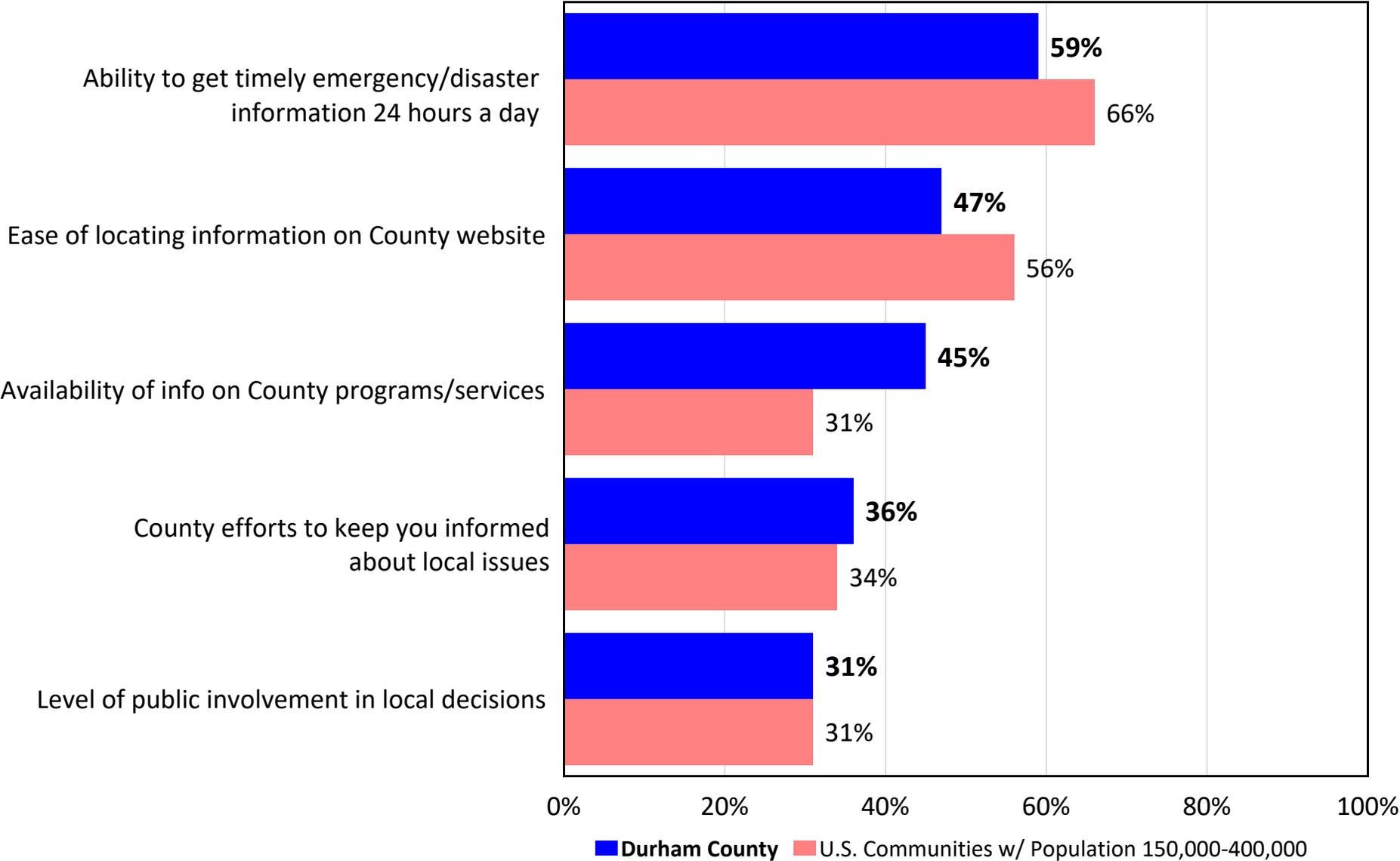


Source: ETC Institute (2019)
ETC Institute (2019)

Q23a. Satisfaction with Communication

Durham County vs. U.S. Communities w/ Population 150,000-400,000

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

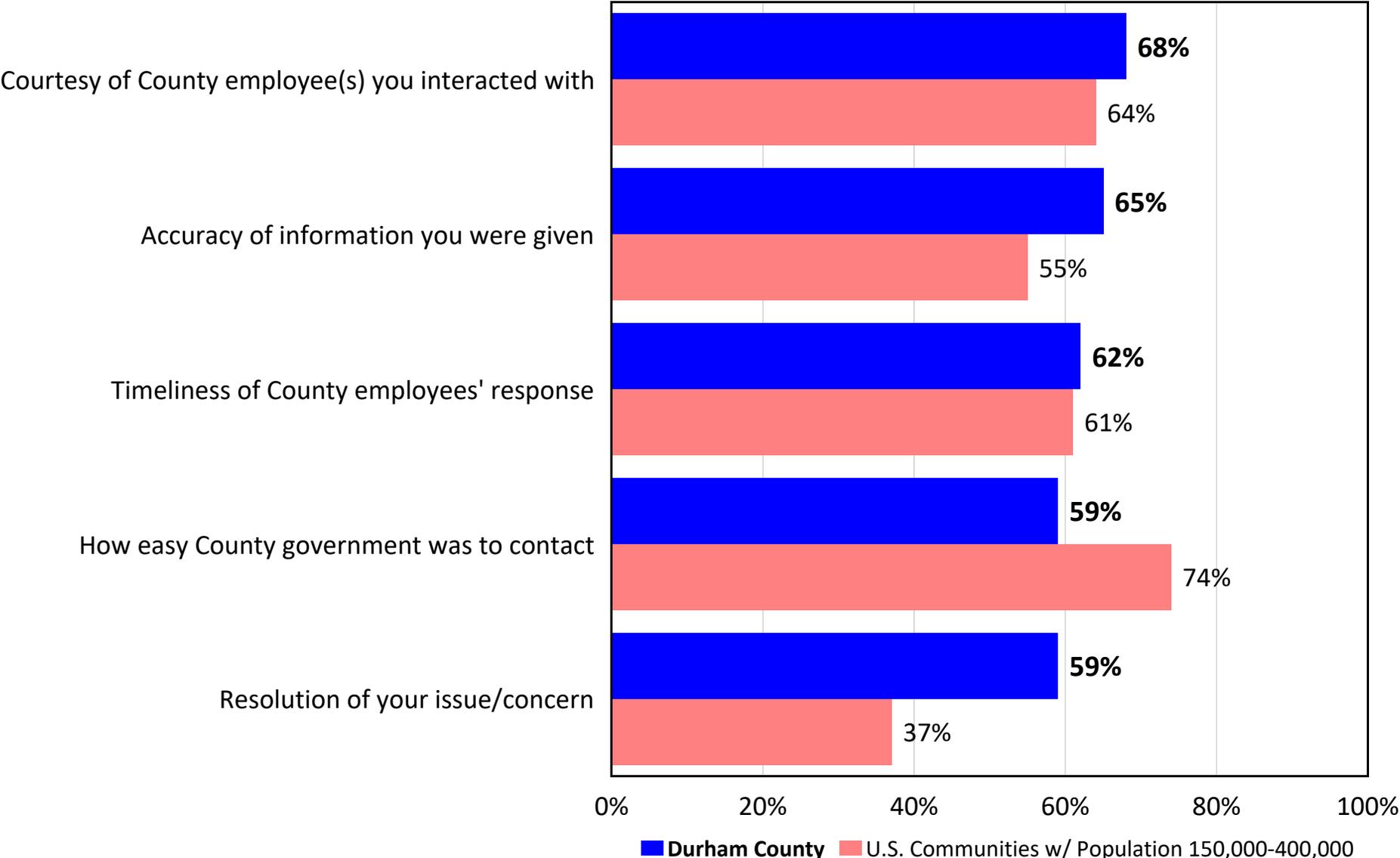


Source: ETC Institute (2019)
ETC Institute (2019)

Q23d. Satisfaction with Customer Service

Durham County vs. U.S. Communities w/ Population 150,000-400,000

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

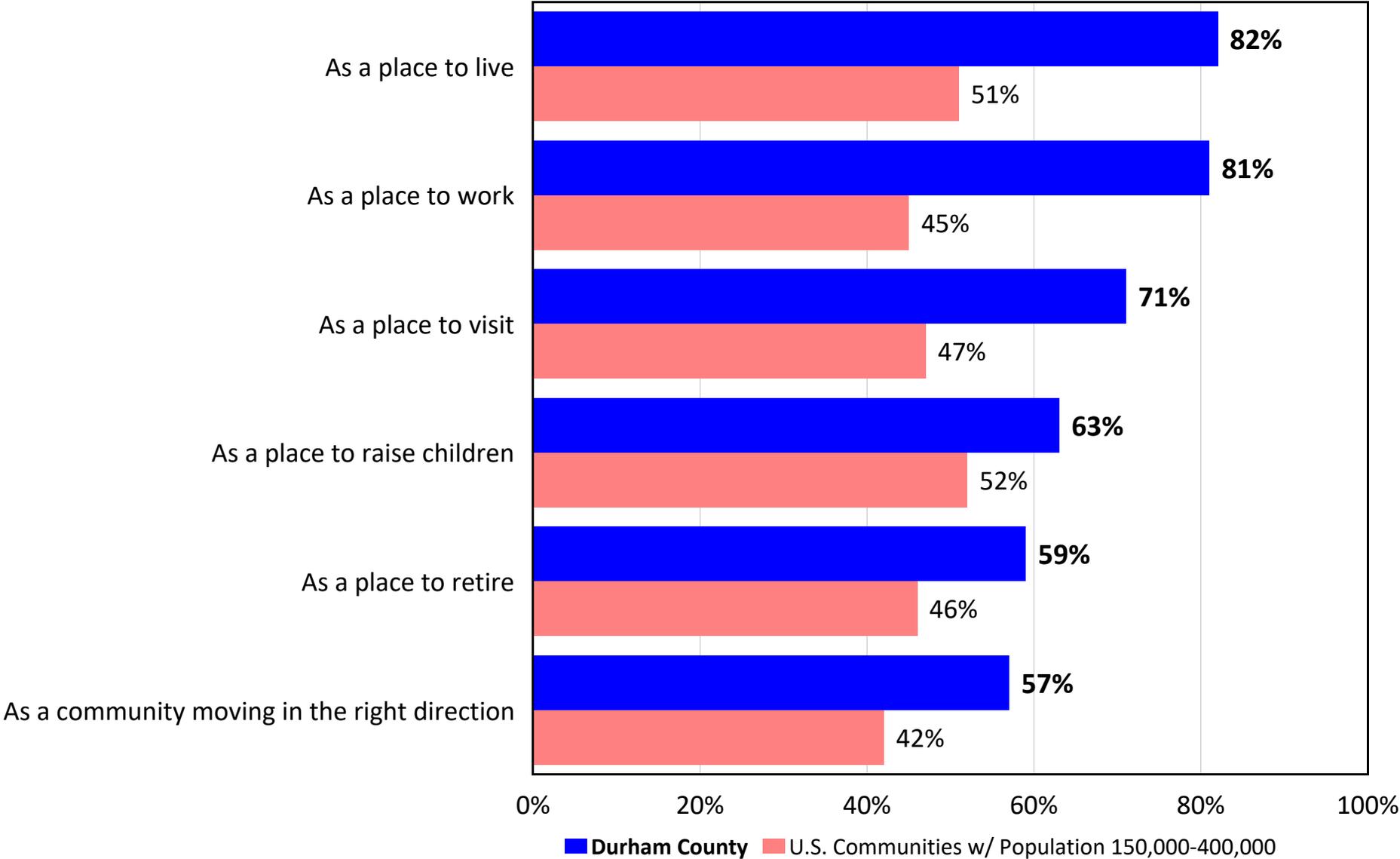


Source: ETC Institute (2019)
ETC Institute (2019)

Q24. Overall Ratings of the Community

Durham County vs. U.S. Communities w/ Population 150,000-400,000

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



Source: ETC Institute (2019)
ETC Institute (2019)

Comparison to a Range of Performance

Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey.

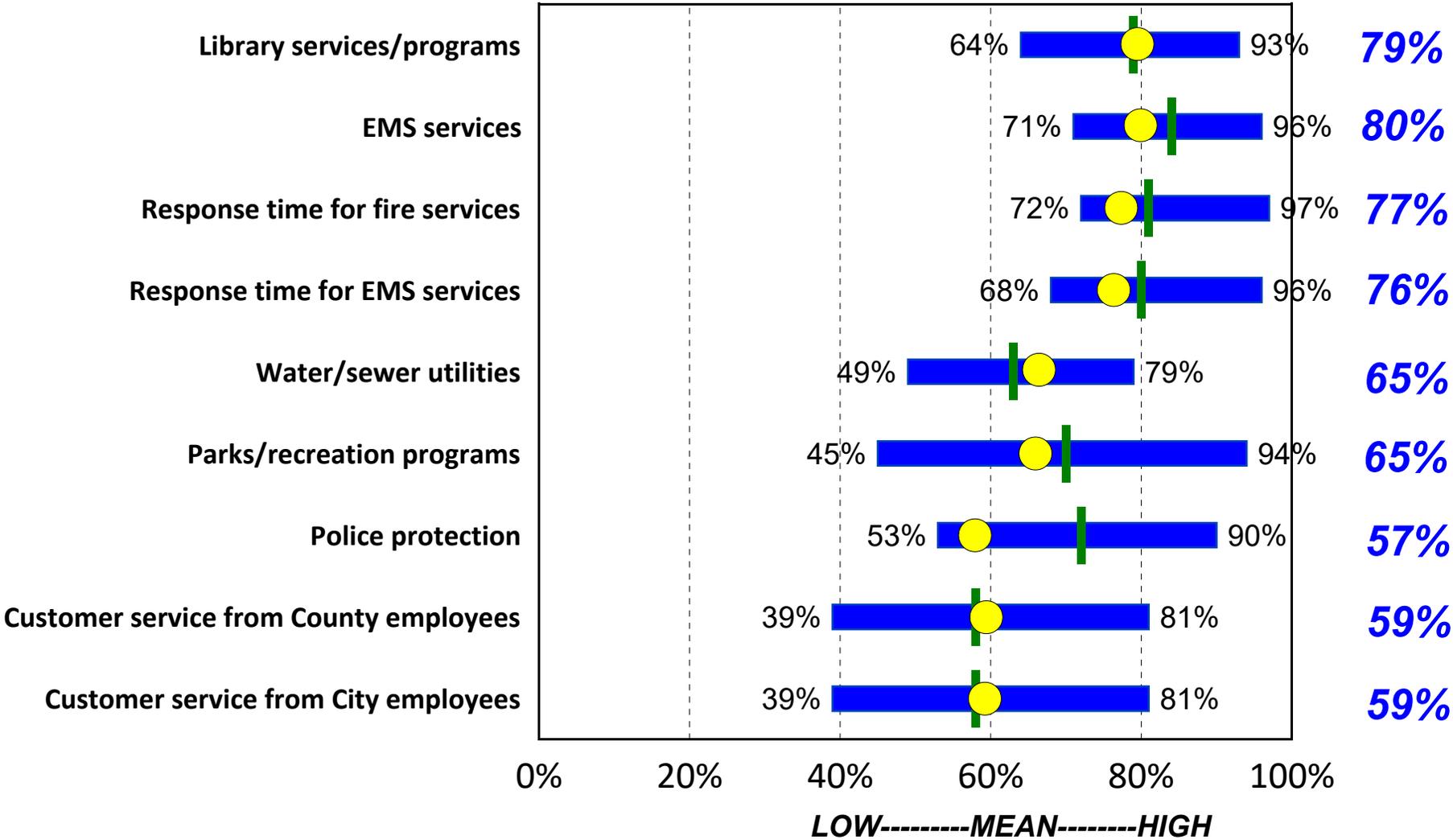
Benchmarking Communities

- Arlington County, VA
- Cabarrus County, NC
- Coral Springs, FL
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Henderson, NV
- McAllen, TX
- Mesquite, TX
- Miami, FL
- Onslow County, NC
- Overland Park, KS
- Plano, TX
- Richmond, VA
- Springfield, MO
- Tempe, AZ
- Topeka, KS
- Vancouver, WA
- Winston-Salem, NC
- Wyandotte County, KS

Satisfaction with Major Categories of Services

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Communities w/population 150,000 - 400,000 ● **Durham, NC**

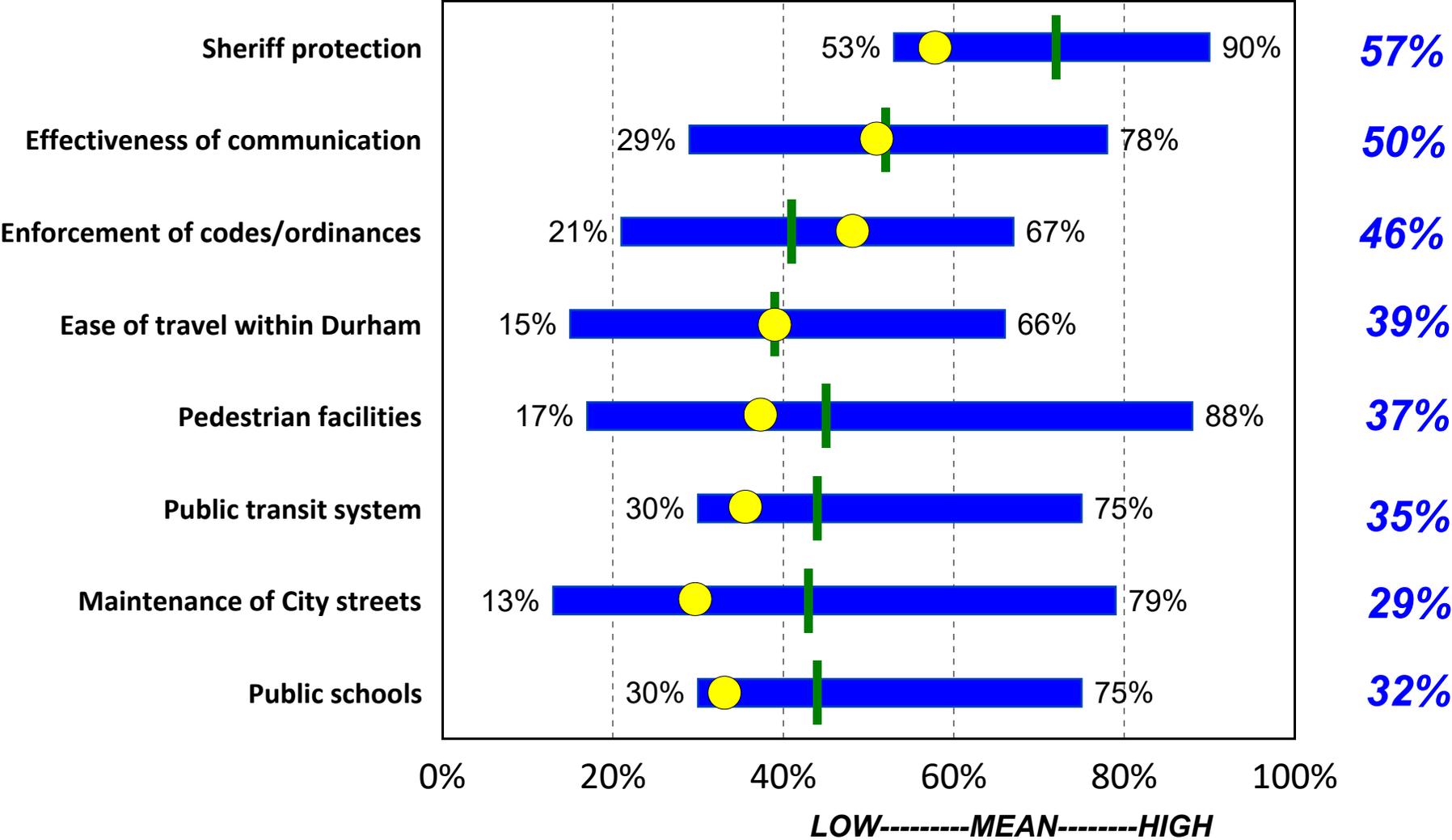


Source: ETC Institute (2019)
 ETC Institute (2019)

Satisfaction with Major Categories of Services - Continued

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Communities w/population 150,000 - 400,000 ● **Durham, NC**

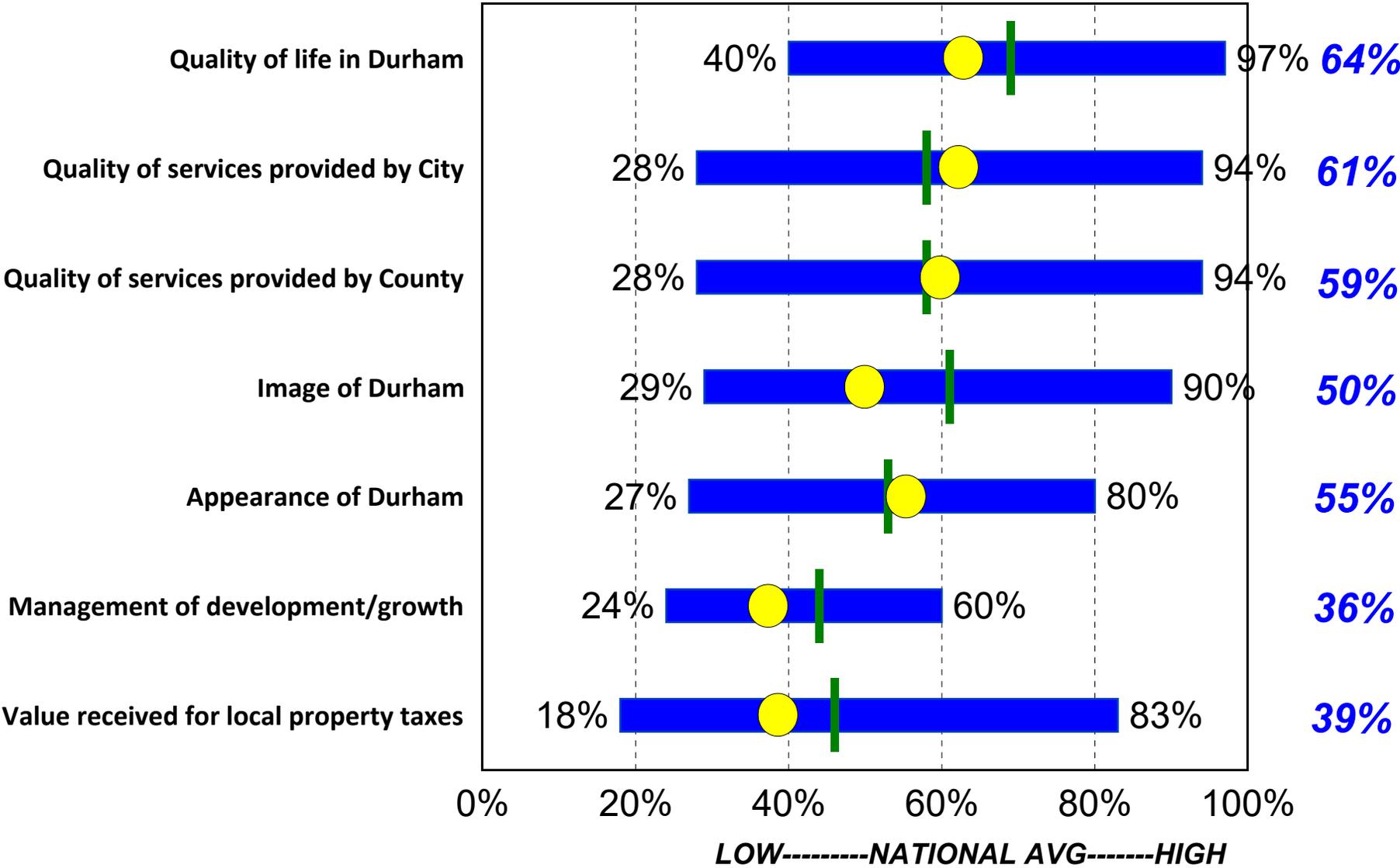


Source: ETC Institute (2019)
ETC Institute (2019)

Perceptions of the Community

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

Direction Finder Benchmarks - Communities w/population 150,000 - 400,000 ● Durham, NC



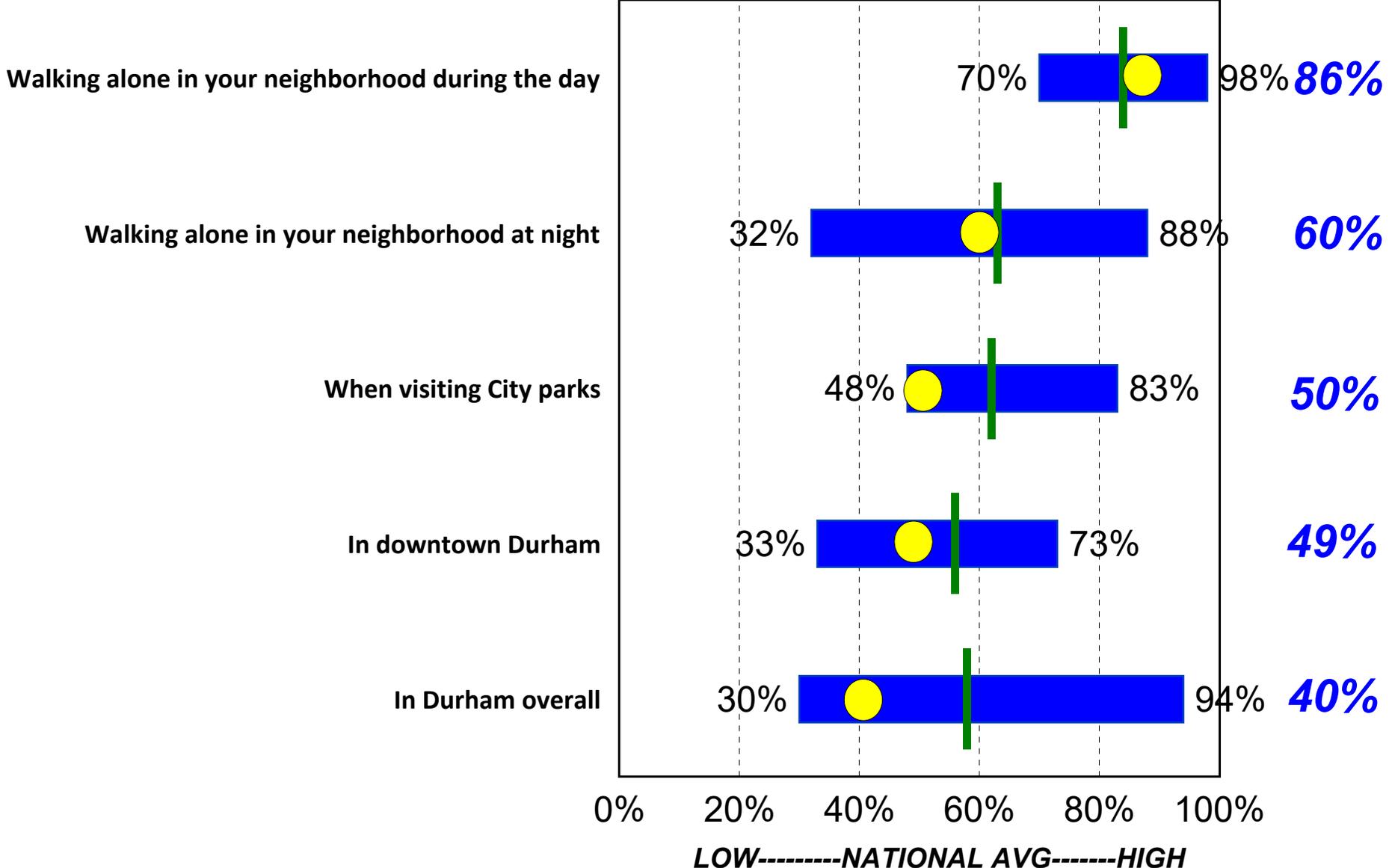
Source: ETC Institute (2019)
ETC Institute (2019)

Feeling of Safety in the Community

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

[Direction Finder Benchmarks - Communities w/population 150,000 - 400,000](#)

● **Durham, NC**



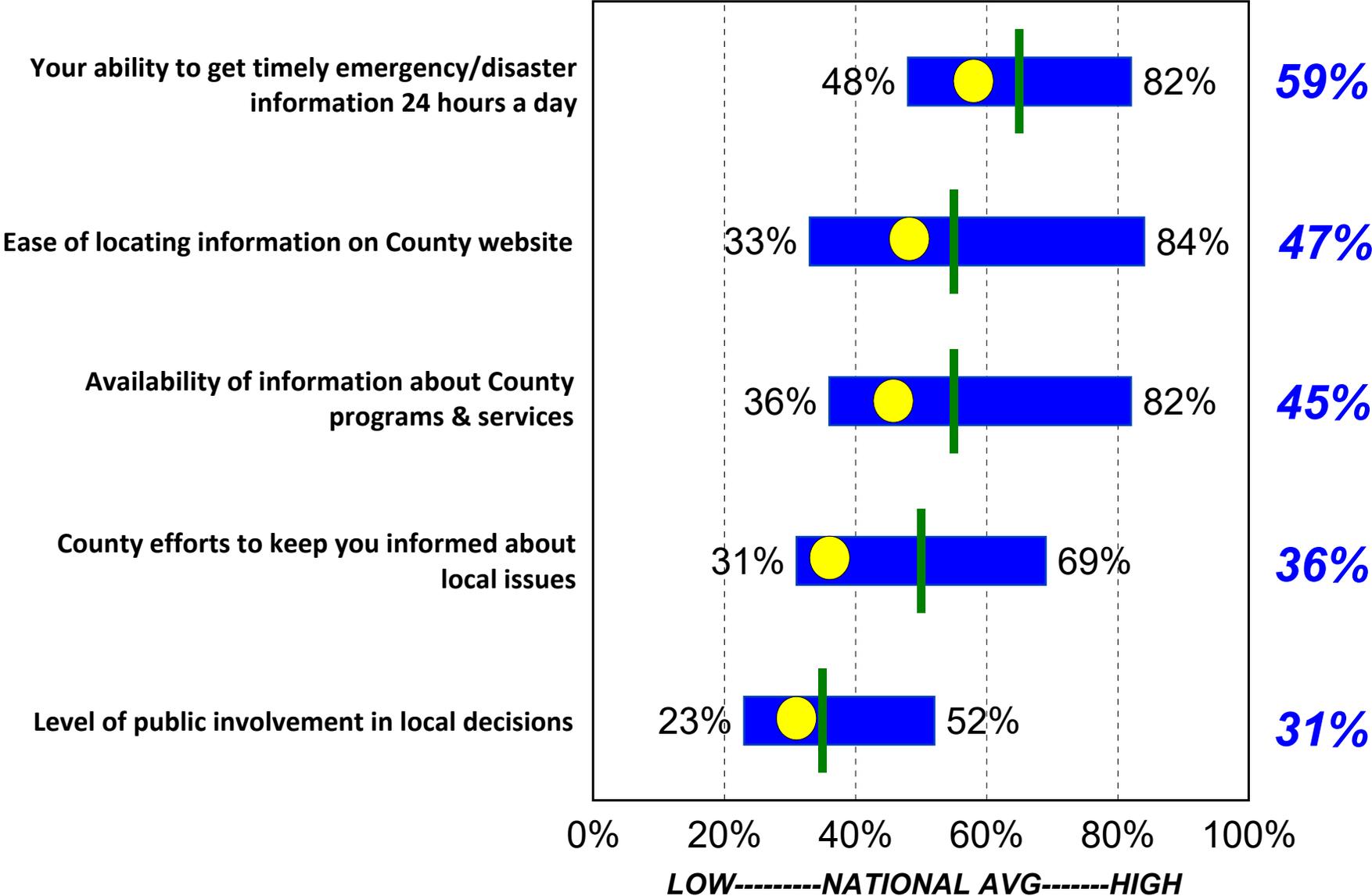
Source: ETC Institute (2019)
ETC Institute (2019)

Overall Satisfaction with County Communication

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

Direction Finder Benchmarks - Communities w/population 150,000 - 400,000

● Durham, NC



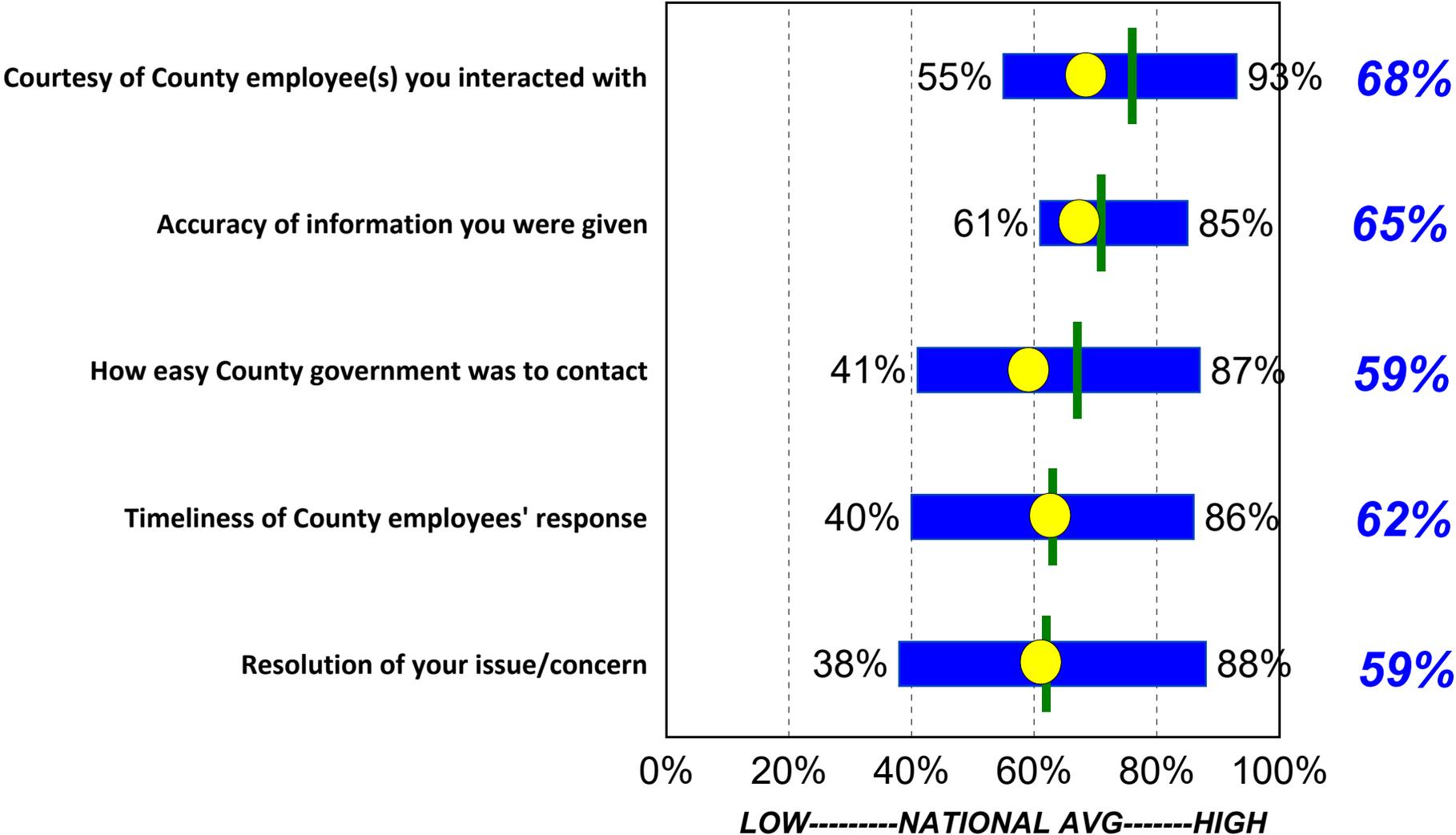
Source: ETC Institute (2019)
ETC Institute (2019)

Satisfaction with Customer Service from County Employees

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

[Direction Finder Benchmarks - Communities w/population 150,000 - 400,000](#)

● Durham, NC

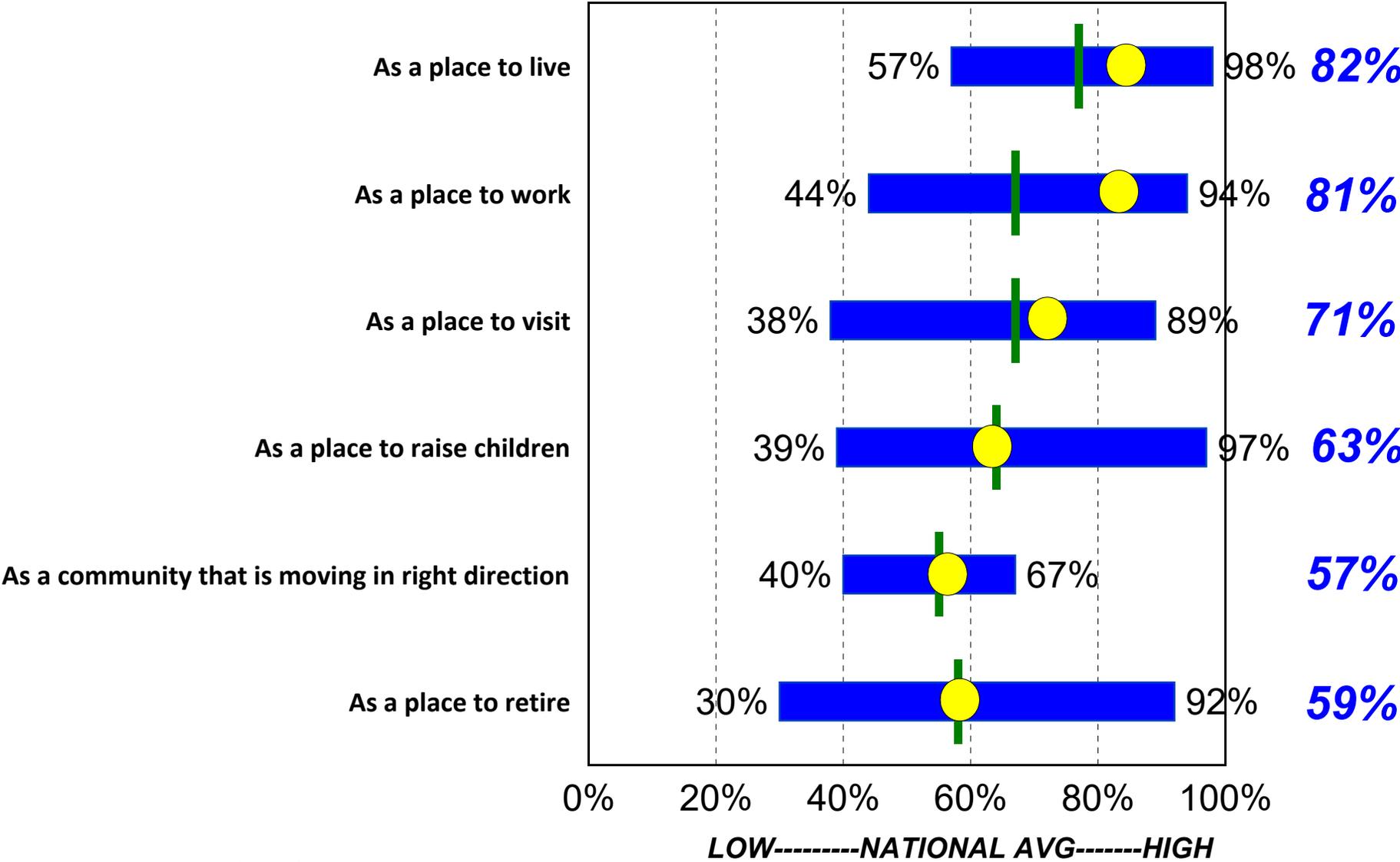


Source: ETC Institute (2019)
ETC Institute (2019)

Overall Ratings of the Community

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

Direction Finder Benchmarks - Communities w/population 150,000 - 400,000 ● Durham, NC



Source: ETC Institute (2019)
ETC Institute (2019)

Section 5

Tabular Data

Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q1-1. Overall quality of police protection	16.0%	35.3%	21.4%	12.6%	5.6%	9.2%
Q1-2. Overall quality of sheriff protection	15.0%	30.2%	25.4%	7.3%	3.5%	18.6%
Q1-3. Overall quality of fire & life safety programming	24.9%	38.3%	15.6%	1.5%	0.8%	18.9%
Q1-4. Response time for fire services	20.7%	24.8%	11.4%	1.2%	0.7%	41.2%
Q1-5. Overall quality of EMS services	23.3%	30.1%	12.0%	1.0%	0.8%	32.8%
Q1-6. Response time for EMS services	20.1%	27.1%	12.1%	1.2%	1.2%	38.3%
Q1-7. Overall maintenance of City streets	7.0%	20.7%	22.0%	27.9%	17.5%	4.8%
Q1-8. Overall ease of travel within Durham	7.6%	29.9%	24.4%	22.4%	12.1%	3.6%
Q1-9. Overall quality of public transit system (GoDurham)	4.8%	13.9%	20.7%	8.3%	6.2%	46.1%
Q1-10. Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	6.8%	20.1%	24.2%	14.1%	6.4%	28.4%
Q1-11. Overall quality of pedestrian facilities (e.g. sidewalks)	6.9%	25.9%	25.0%	20.9%	9.7%	11.6%
Q1-12. Overall quality of water & sewer utilities	18.0%	38.8%	17.2%	8.8%	4.4%	12.8%
Q1-13. Overall enforcement of codes & ordinances	7.7%	28.1%	26.6%	10.6%	5.2%	21.8%
Q1-14. Overall quality of customer service you receive from City employees	16.0%	32.8%	20.8%	8.3%	4.4%	17.8%
Q1-15. Overall quality of customer service you receive from County employees	15.2%	29.9%	22.7%	5.7%	3.0%	23.5%
Q1-16. Overall effectiveness of communication with the public	11.1%	33.9%	27.8%	12.7%	5.0%	9.6%

Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q1-17. Overall quality of parks & recreation programs	17.2%	38.0%	20.0%	7.5%	2.2%	15.2%
Q1-18. Overall quality of library services & programs	32.5%	35.8%	14.5%	2.9%	1.0%	13.3%
Q1-19. Overall quality of services provided by Durham County Department of Social Services	5.3%	12.7%	20.0%	5.0%	3.4%	53.7%
Q1-20. Overall quality of public health services	7.5%	18.5%	20.6%	4.2%	2.1%	47.2%
Q1-21. Overall quality of tax administration services	8.5%	24.3%	28.3%	8.8%	5.9%	24.2%
Q1-22. Overall quality of public schools	5.2%	17.7%	21.4%	17.3%	10.8%	27.7%
Q1-23. Overall quality of charter schools	4.6%	12.9%	23.3%	4.5%	4.8%	49.8%
Q1-24. Overall quality of private schools	9.8%	14.1%	19.8%	1.3%	2.1%	52.8%

WITHOUT N/A

Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	17.6%	38.9%	23.6%	13.8%	6.1%
Q1-2. Overall quality of sheriff protection	18.4%	37.1%	31.2%	8.9%	4.3%
Q1-3. Overall quality of fire & life safety programming	30.7%	47.2%	19.2%	1.8%	1.0%
Q1-4. Response time for fire services	35.2%	42.2%	19.3%	2.1%	1.2%
Q1-5. Overall quality of EMS services	34.7%	44.8%	17.8%	1.4%	1.3%
Q1-6. Response time for EMS services	32.5%	43.9%	19.6%	2.0%	2.0%
Q1-7. Overall maintenance of City streets	7.4%	21.7%	23.1%	29.4%	18.4%
Q1-8. Overall ease of travel within Durham	7.9%	31.0%	25.3%	23.2%	12.5%
Q1-9. Overall quality of public transit system (GoDurham)	9.0%	25.8%	38.3%	15.5%	11.4%
Q1-10. Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	9.5%	28.0%	33.8%	19.8%	9.0%
Q1-11. Overall quality of pedestrian facilities (e.g. sidewalks)	7.8%	29.3%	28.3%	23.7%	10.9%
Q1-12. Overall quality of water & sewer utilities	20.7%	44.5%	19.7%	10.1%	5.0%
Q1-13. Overall enforcement of codes & ordinances	9.9%	35.9%	34.0%	13.6%	6.6%
Q1-14. Overall quality of customer service you receive from City employees	19.4%	39.9%	25.3%	10.1%	5.3%
Q1-15. Overall quality of customer service you receive from County employees	19.9%	39.0%	29.7%	7.4%	3.9%
Q1-16. Overall effectiveness of communication with the public	12.3%	37.4%	30.7%	14.0%	5.5%

WITHOUT N/A

Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-17. Overall quality of parks & recreation programs	20.3%	44.8%	23.5%	8.8%	2.6%
Q1-18. Overall quality of library services & programs	37.5%	41.3%	16.7%	3.3%	1.1%
Q1-19. Overall quality of services provided by Durham County Department of Social Services	11.5%	27.4%	43.1%	10.7%	7.3%
Q1-20. Overall quality of public health services	14.2%	35.0%	38.9%	8.0%	3.9%
Q1-21. Overall quality of tax administration services	11.2%	32.1%	37.3%	11.6%	7.8%
Q1-22. Overall quality of public schools	7.2%	24.4%	29.6%	23.9%	14.9%
Q1-23. Overall quality of charter schools	9.2%	25.8%	46.5%	8.9%	9.6%
Q1-24. Overall quality of private schools	20.8%	30.0%	42.1%	2.8%	4.4%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	290	35.1 %
Overall quality of sheriff protection	13	1.6 %
Overall quality of fire & life safety programming	4	0.5 %
Overall quality of EMS services	1	0.1 %
Response time for EMS services	4	0.5 %
Overall maintenance of City streets	115	13.9 %
Overall ease of travel within Durham	41	5.0 %
Overall quality of public transit system (GoDurham)	22	2.7 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	19	2.3 %
Overall quality of pedestrian facilities (e.g. sidewalks)	22	2.7 %
Overall quality of water & sewer utilities	15	1.8 %
Overall enforcement of codes & ordinances	3	0.4 %
Overall quality of customer service you receive from City employees	7	0.8 %
Overall quality of customer service you receive from County employees	2	0.2 %
Overall effectiveness of communication with the public	10	1.2 %
Overall quality of parks & recreation programs	4	0.5 %
Overall quality of library services & programs	2	0.2 %
Overall quality of services provided by Durham County Department of Social Services	6	0.7 %
Overall quality of public health services	4	0.5 %
Overall quality of tax administration services	21	2.5 %
Overall quality of public schools	144	17.4 %
Overall quality of charter schools	5	0.6 %
None chosen	73	8.8 %
Total	827	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	81	9.8 %
Overall quality of sheriff protection	83	10.0 %
Overall quality of fire & life safety programming	20	2.4 %
Response time for fire services	3	0.4 %
Overall quality of EMS services	7	0.8 %
Response time for EMS services	5	0.6 %
Overall maintenance of City streets	109	13.2 %
Overall ease of travel within Durham	67	8.1 %
Overall quality of public transit system (GoDurham)	39	4.7 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	31	3.7 %
Overall quality of pedestrian facilities (e.g. sidewalks)	50	6.0 %
Overall quality of water & sewer utilities	31	3.7 %
Overall enforcement of codes & ordinances	15	1.8 %
Overall quality of customer service you receive from City employees	6	0.7 %
Overall quality of customer service you receive from County employees	7	0.8 %
Overall effectiveness of communication with the public	12	1.5 %
Overall quality of parks & recreation programs	20	2.4 %
Overall quality of library services & programs	6	0.7 %
Overall quality of services provided by Durham County Department of Social Services	12	1.5 %
Overall quality of public health services	19	2.3 %
Overall quality of tax administration services	9	1.1 %
Overall quality of public schools	97	11.7 %
Overall quality of charter schools	5	0.6 %
Overall quality of private schools	2	0.2 %
<u>None chosen</u>	<u>91</u>	<u>11.0 %</u>
Total	827	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	43	5.2 %
Overall quality of sheriff protection	26	3.1 %
Overall quality of fire & life safety programming	22	2.7 %
Response time for fire services	8	1.0 %
Overall quality of EMS services	13	1.6 %
Response time for EMS services	3	0.4 %
Overall maintenance of City streets	119	14.4 %
Overall ease of travel within Durham	74	8.9 %
Overall quality of public transit system (GoDurham)	41	5.0 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	25	3.0 %
Overall quality of pedestrian facilities (e.g. sidewalks)	46	5.6 %
Overall quality of water & sewer utilities	37	4.5 %
Overall enforcement of codes & ordinances	22	2.7 %
Overall quality of customer service you receive from City employees	16	1.9 %
Overall quality of customer service you receive from County employees	7	0.8 %
Overall effectiveness of communication with the public	26	3.1 %
Overall quality of parks & recreation programs	26	3.1 %
Overall quality of library services & programs	12	1.5 %
Overall quality of services provided by Durham County Department of Social Services	20	2.4 %
Overall quality of public health services	19	2.3 %
Overall quality of tax administration services	10	1.2 %
Overall quality of public schools	82	9.9 %
Overall quality of charter schools	3	0.4 %
Overall quality of private schools	3	0.4 %
<u>None chosen</u>	<u>124</u>	<u>15.0 %</u>
Total	827	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years? (top 3)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	414	50.1 %
Overall quality of sheriff protection	122	14.8 %
Overall quality of fire & life safety programming	46	5.6 %
Response time for fire services	11	1.3 %
Overall quality of EMS services	21	2.5 %
Response time for EMS services	12	1.5 %
Overall maintenance of City streets	343	41.5 %
Overall ease of travel within Durham	182	22.0 %
Overall quality of public transit system (GoDurham)	102	12.3 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	75	9.1 %
Overall quality of pedestrian facilities (e.g. sidewalks)	118	14.3 %
Overall quality of water & sewer utilities	83	10.0 %
Overall enforcement of codes & ordinances	40	4.8 %
Overall quality of customer service you receive from City employees	29	3.5 %
Overall quality of customer service you receive from County employees	16	1.9 %
Overall effectiveness of communication with the public	48	5.8 %
Overall quality of parks & recreation programs	50	6.0 %
Overall quality of library services & programs	20	2.4 %
Overall quality of services provided by Durham County Department of Social Services	38	4.6 %
Overall quality of public health services	42	5.1 %
Overall quality of tax administration services	40	4.8 %
Overall quality of public schools	323	39.1 %
Overall quality of charter schools	13	1.6 %
Overall quality of private schools	5	0.6 %
None chosen	73	8.8 %
Total	2266	

Q3. Several items that may influence your perception of Durham are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q3-1. Overall quality of services provided by City	11.4%	42.9%	23.2%	8.7%	3.6%	10.2%
Q3-2. Overall quality of services provided by County	10.5%	39.3%	26.0%	7.1%	3.1%	13.9%
Q3-3. Overall appearance of Durham	11.5%	41.2%	25.6%	12.7%	5.0%	4.0%
Q3-4. Overall management of development & growth	8.6%	25.0%	26.0%	22.5%	10.9%	7.0%
Q3-5. Overall image of Durham	11.7%	36.6%	21.3%	18.5%	7.9%	4.0%
Q3-6. Overall quality of life in Durham	19.3%	41.5%	21.4%	9.1%	3.3%	5.4%
Q3-7. Overall quality of life in your neighborhood	34.2%	43.2%	11.2%	5.4%	1.8%	4.1%
Q3-8. Overall value you receive for your local property taxes	9.3%	26.8%	25.3%	18.3%	12.1%	8.2%

WITHOUT N/A

Q3. Several items that may influence your perception of Durham are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	12.7%	47.8%	25.8%	9.7%	4.0%
Q3-2. Overall quality of services provided by County	12.2%	45.6%	30.2%	8.3%	3.7%
Q3-3. Overall appearance of Durham	12.0%	42.9%	26.7%	13.2%	5.2%
Q3-4. Overall management of development & growth	9.2%	26.9%	28.0%	24.2%	11.7%
Q3-5. Overall image of Durham	12.2%	38.2%	22.2%	19.3%	8.2%
Q3-6. Overall quality of life in Durham	20.5%	43.9%	22.6%	9.6%	3.5%
Q3-7. Overall quality of life in your neighborhood	35.7%	45.0%	11.7%	5.7%	1.9%
Q3-8. Overall value you receive for your local property taxes	10.1%	29.2%	27.5%	19.9%	13.2%

Q4. Which of the following best describes the education status of children in your household?

Q4. What best describes education status of children in your household	Number	Percent
My children are enrolled in Durham public schools	108	13.1 %
My children are enrolled in a charter school in Durham County	20	2.4 %
My children are enrolled in a private school in Durham County	42	5.1 %
My children go to school outside of Durham County	16	1.9 %
My children went to or graduated from Durham public schools	243	29.4 %
My children went to or graduated from a charter school in Durham County	19	2.3 %
My children went to or graduated from a private school in Durham County	47	5.7 %
My children went to or graduated from a school outside of Durham County	22	2.7 %
My children are homeschooled	10	1.2 %
<u>This question does not apply to me</u>	397	48.0 %
Total	924	

Q4. Which of the following best describes the education status of children in your household? (without "this question does not apply to me")

Q4. What best describes education status of children in your household	Number	Percent
My children are enrolled in Durham public schools	108	25.1 %
My children are enrolled in a charter school in Durham County	20	4.7 %
My children are enrolled in a private school in Durham County	42	9.8 %
My children go to school outside of Durham County	16	3.7 %
My children went to or graduated from Durham public schools	239	55.6 %
My children went to or graduated from a charter school in Durham County	19	4.4 %
My children went to or graduated from a private school in Durham County	46	10.7 %
My children went to or graduated from a school outside of Durham County	20	4.7 %
<u>My children are homeschooled</u>	10	2.3 %
Total	520	

Q5. Durham Public Schools. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements about Durham Public Schools.

(N=827)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A
Q5-1. Manages education budget well	2.2%	13.2%	21.6%	14.1%	8.3%	40.5%
Q5-2. Attracts high quality teachers	3.1%	13.1%	21.3%	16.9%	9.8%	35.8%
Q5-3. Is transparent about education-related decision making	2.8%	10.8%	22.9%	15.6%	8.1%	39.9%
Q5-4. Encourages community involvement in education-related decision making	4.4%	14.9%	21.6%	13.8%	5.9%	39.4%
Q5-5. Ensures quality education for students	3.4%	12.9%	20.7%	17.7%	10.4%	34.9%
Q5-6. Has effective leadership in K-12 education	3.6%	13.1%	23.7%	11.7%	8.5%	39.4%

WITHOUT N/A

Q5. Durham Public Schools. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements about Durham Public Schools. (without "N/A")

(N=827)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. Manages education budget well	3.7%	22.2%	36.4%	23.8%	14.0%
Q5-2. Attracts high quality teachers	4.9%	20.3%	33.1%	26.4%	15.3%
Q5-3. Is transparent about education-related decision making	4.6%	17.9%	38.0%	26.0%	13.5%
Q5-4. Encourages community involvement in education-related decision making	7.2%	24.6%	35.7%	22.8%	9.8%
Q5-5. Ensures quality education for students	5.2%	19.9%	31.8%	27.1%	16.0%
Q5-6. Has effective leadership in K-12 education	6.0%	21.6%	39.1%	19.4%	14.0%

Q6. Public Safety. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations.

(N=827)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	N/A
Q6-1. When walking alone in your neighborhood during the day	45.3%	38.3%	7.6%	4.1%	1.7%	2.9%
Q6-2. When walking alone in your neighborhood at night	20.8%	35.8%	18.0%	14.0%	6.5%	4.8%
Q6-3. In Downtown Durham	10.9%	34.6%	23.1%	16.1%	9.1%	6.3%
Q6-4. In Durham overall	6.5%	31.7%	29.6%	21.0%	6.8%	4.4%
Q6-5. When using City recreation centers	10.3%	26.4%	21.4%	7.6%	2.3%	32.0%
Q6-6. When visiting City parks	10.9%	30.2%	25.5%	11.5%	3.9%	18.0%

WITHOUT N/A

Q6. Public Safety. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations. (without "N/A")

(N=827)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. When walking alone in your neighborhood during the day	46.7%	39.5%	7.8%	4.2%	1.7%
Q6-2. When walking alone in your neighborhood at night	21.9%	37.6%	18.9%	14.7%	6.9%
Q6-3. In Downtown Durham	11.6%	36.9%	24.6%	17.2%	9.7%
Q6-4. In Durham overall	6.8%	33.1%	31.0%	22.0%	7.1%
Q6-5. When using City recreation centers	15.1%	38.8%	31.5%	11.2%	3.4%
Q6-6. When visiting City parks	13.3%	36.9%	31.1%	14.0%	4.7%

Q7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate how you feel with regard to the following aspects of Law Enforcement and the Criminal Justice System.

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q7-1. Overall police relationship with your community	15.5%	35.4%	22.1%	9.2%	5.2%	12.6%
Q7-2. Overall Sheriff's Office relationship with your community	12.7%	30.4%	23.7%	7.7%	4.1%	21.4%
Q7-3. Animal Control services	9.2%	29.0%	22.7%	6.5%	3.5%	29.0%
Q7-4. Enforcement of traffic safety laws	8.7%	32.3%	22.7%	15.8%	8.0%	12.5%
Q7-5. Local court system	5.9%	18.6%	26.5%	9.6%	6.4%	33.0%

WITHOUT N/A

Q7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate how you feel with regard to the following aspects of Law Enforcement and the Criminal Justice System. (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall police relationship with your community	17.7%	40.5%	25.3%	10.5%	5.9%
Q7-2. Overall Sheriff's Office relationship with your community	16.2%	38.6%	30.2%	9.8%	5.2%
Q7-3. Animal Control services	12.9%	40.9%	32.0%	9.2%	4.9%
Q7-4. Enforcement of traffic safety laws	9.9%	36.9%	26.0%	18.1%	9.1%
Q7-5. Local court system	8.8%	27.8%	39.5%	14.3%	9.6%

Q8. Affordable Housing. How satisfied are you with the availability of affordable housing?

Q8. How satisfied are you with availability of affordable housing	Number	Percent
Very satisfied	37	4.5 %
Satisfied	76	9.2 %
Neutral	167	20.2 %
Dissatisfied	193	23.3 %
Very dissatisfied	152	18.4 %
N/A	202	24.4 %
Total	827	100.0 %

WITHOUT N/A

Q8. Affordable Housing. How satisfied are you with the availability of affordable housing? (without "N/A")

Q8. How satisfied are you with availability of affordable housing	Number	Percent
Very satisfied	37	5.9 %
Satisfied	76	12.2 %
Neutral	167	26.7 %
Dissatisfied	193	30.9 %
Very dissatisfied	152	24.3 %
Total	625	100.0 %

Q9. Please answer the following questions by circling either "Yes" or "No."

(N=827)

	Yes	No	Not provided
Q9-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	26.4%	65.1%	8.6%
Q9-2. Are you able to find housing you can afford in Durham	65.8%	20.1%	14.1%
Q9-3. Do you have major home repairs that impact your quality of life or that you have put off because of lack of resources	29.6%	60.8%	9.6%

WITHOUT NOT PROVIDED

Q9. Please answer the following questions by circling either "Yes" or "No." (without "not provided")

(N=827)

	Yes	No
Q9-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	28.8%	71.2%
Q9-2. Are you able to find housing you can afford in Durham	76.6%	23.4%
Q9-3. Do you have major home repairs that impact your quality of life or that you have put off because of lack of resources	32.8%	67.2%

Q10(1-6). Parks, Recreation, and Open Space. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-1. Greenways & trails	15.8%	38.3%	17.9%	6.8%	1.9%	19.2%
Q10-2. Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	9.7%	29.7%	20.1%	7.5%	1.7%	31.3%
Q10-3. Variety of City recreation opportunities	11.6%	31.7%	22.1%	8.0%	1.9%	24.7%
Q10-4. Customer service provided by City's Parks & Recreation staff	10.4%	22.0%	20.7%	4.2%	1.9%	40.7%
Q10-5. Length of your commute to your desired recreation amenities	14.6%	34.1%	20.7%	6.7%	2.4%	21.5%
Q10-6. Public art	11.2%	30.8%	21.4%	7.1%	1.9%	27.4%

WITHOUT N/A

Q10(1-6). Parks, Recreation, and Open Space. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Greenways & trails	19.6%	47.5%	22.2%	8.4%	2.4%
Q10-2. Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	14.1%	43.3%	29.2%	10.9%	2.5%
Q10-3. Variety of City recreation opportunities	15.4%	42.1%	29.4%	10.6%	2.6%
Q10-4. Customer service provided by City's Parks & Recreation staff	17.6%	37.1%	34.9%	7.1%	3.3%
Q10-5. Length of your commute to your desired recreation amenities	18.6%	43.5%	26.3%	8.5%	3.1%
Q10-6. Public art	15.5%	42.5%	29.5%	9.8%	2.7%

Q10(7-10). Parks, Recreation, and Open Space. Please rate your satisfaction with Recreation Programs provided by City on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-7. Aquatic programs	5.9%	19.1%	19.6%	8.8%	2.3%	44.3%
Q10-8. Athletic programs	5.9%	21.2%	20.7%	4.8%	1.7%	45.7%
Q10-9. Recreation center programs	6.8%	21.8%	20.6%	5.9%	1.6%	43.4%
Q10-10. Cultural programming (e.g. events, concerts, festivals)	17.3%	34.1%	18.6%	6.3%	1.9%	21.8%

WITHOUT N/A

Q10(7-10). Parks, Recreation, and Open Space. Please rate your satisfaction with Recreation Programs provided by City on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-7. Aquatic programs	10.6%	34.3%	35.1%	15.8%	4.1%
Q10-8. Athletic programs	10.9%	39.0%	38.1%	8.9%	3.1%
Q10-9. Recreation center programs	12.0%	38.5%	36.3%	10.5%	2.8%
Q10-10. Cultural programming (e.g. events, concerts, festivals)	22.1%	43.6%	23.8%	8.0%	2.5%

Q11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

Q11. Top choice	Number	Percent
Greenways & trails	209	25.3 %
Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	60	7.3 %
Variety of City recreation opportunities	100	12.1 %
Customer service provided by City's Parks & Recreation staff	30	3.6 %
Length of your commute to your desired recreation amenities	27	3.3 %
Public art	27	3.3 %
Aquatic programs	40	4.8 %
Athletic programs	20	2.4 %
Recreation center programs	39	4.7 %
Cultural programming (e.g. events, concerts, festivals)	75	9.1 %
None chosen	200	24.2 %
Total	827	100.0 %

Q11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

Q11. 2nd choice	Number	Percent
Greenways & trails	78	9.4 %
Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	75	9.1 %
Variety of City recreation opportunities	91	11.0 %
Customer service provided by City's Parks & Recreation staff	18	2.2 %
Length of your commute to your desired recreation amenities	29	3.5 %
Public art	36	4.4 %
Aquatic programs	37	4.5 %
Athletic programs	31	3.7 %
Recreation center programs	63	7.6 %
Cultural programming (e.g. events, concerts, festivals)	109	13.2 %
None chosen	260	31.4 %
Total	827	100.0 %

SUM OF TOP 2 CHOICES

Q11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years? (top 2)

<u>Q11. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Greenways & trails	287	34.7 %
Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	135	16.3 %
Variety of City recreation opportunities	191	23.1 %
Customer service provided by City's Parks & Recreation staff	48	5.8 %
Length of your commute to your desired recreation amenities	56	6.8 %
Public art	63	7.6 %
Aquatic programs	77	9.3 %
Athletic programs	51	6.2 %
Recreation center programs	102	12.3 %
Cultural programming (e.g. events, concerts, festivals)	184	22.2 %
None chosen	200	24.2 %
Total	1394	

Q12. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q12-1. Condition of streets in your neighborhood	13.5%	33.0%	17.7%	21.4%	12.3%	2.1%
Q12-2. Condition of sidewalks in your neighborhood	8.8%	23.2%	17.8%	19.0%	13.1%	18.1%
Q12-3. Condition of bicycle facilities (e.g. bike lanes, bike parking)	5.6%	20.2%	23.8%	14.6%	8.8%	27.0%
Q12-4. Appearance of landscaping on right of ways, along streets, & in public areas	10.2%	31.1%	25.5%	19.7%	7.7%	5.8%
Q12-5. Condition of parks & open space	10.9%	35.4%	24.9%	8.7%	3.9%	16.2%
Q12-6. Condition of recreation centers & facilities	7.6%	26.5%	23.6%	8.3%	3.0%	31.0%
Q12-7. Overall appearance of major entryways to Downtown Durham	9.2%	31.1%	29.3%	17.9%	4.6%	8.0%
Q12-8. Condition of public school facilities	3.4%	17.9%	20.4%	18.6%	6.7%	33.0%
Q12-9. Condition of trails & greenways	12.1%	36.2%	23.9%	6.4%	2.1%	19.3%
Q12-10. Condition of public art	9.8%	29.6%	22.0%	7.4%	2.4%	28.8%
Q12-11. Condition of aquatic facilities	4.1%	16.8%	21.6%	6.4%	2.5%	48.5%
Q12-12. Condition of parking	5.4%	22.2%	27.3%	21.9%	10.8%	12.3%

WITHOUT N/A

Q12. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Condition of streets in your neighborhood	13.8%	33.7%	18.0%	21.9%	12.6%
Q12-2. Condition of sidewalks in your neighborhood	10.8%	28.4%	21.7%	23.2%	16.0%
Q12-3. Condition of bicycle facilities (e.g. bike lanes, bike parking)	7.6%	27.6%	32.6%	20.0%	12.1%
Q12-4. Appearance of landscaping on right of ways, along streets, & in public areas	10.8%	33.0%	27.1%	20.9%	8.2%
Q12-5. Condition of parks & open space	13.0%	42.3%	29.7%	10.4%	4.6%
Q12-6. Condition of recreation centers & facilities	11.0%	38.4%	34.2%	12.1%	4.4%
Q12-7. Overall appearance of major entryways to Downtown Durham	10.0%	33.8%	31.8%	19.4%	5.0%
Q12-8. Condition of public school facilities	5.1%	26.7%	30.5%	27.8%	9.9%
Q12-9. Condition of trails & greenways	15.0%	44.8%	29.7%	7.9%	2.5%
Q12-10. Condition of public art	13.8%	41.6%	30.9%	10.4%	3.4%
Q12-11. Condition of aquatic facilities	8.0%	32.6%	42.0%	12.4%	4.9%
Q12-12. Condition of parking	6.2%	25.4%	31.2%	25.0%	12.3%

Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for?

Q13. Top choice	Number	Percent
Condition of streets in your neighborhood	208	25.2 %
Condition of sidewalks in your neighborhood	82	9.9 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	40	4.8 %
Appearance of landscaping on right of ways, along streets, & in public areas	20	2.4 %
Condition of parks & open space	18	2.2 %
Condition of recreation centers & facilities	14	1.7 %
Overall appearance of major entryways to downtown Durham	19	2.3 %
Condition of public school facilities	133	16.1 %
Condition of trails & greenways	7	0.8 %
Condition of public art	1	0.1 %
Condition of aquatic facilities	10	1.2 %
Condition of parking	51	6.2 %
<u>None. Would not pay higher taxes for any of these</u>	<u>224</u>	<u>27.1 %</u>
Total	827	100.0 %

Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for?

Q13. 2nd choice	Number	Percent
Condition of streets in your neighborhood	73	8.8 %
Condition of sidewalks in your neighborhood	108	13.1 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	36	4.4 %
Appearance of landscaping on right of ways, along streets, & in public areas	42	5.1 %
Condition of parks & open space	43	5.2 %
Condition of recreation centers & facilities	20	2.4 %
Overall appearance of major entryways to downtown Durham	46	5.6 %
Condition of public school facilities	62	7.5 %
Condition of trails & greenways	39	4.7 %
Condition of public art	12	1.5 %
Condition of aquatic facilities	17	2.1 %
Condition of parking	46	5.6 %
<u>None. Would not pay higher taxes for any of these</u>	<u>283</u>	<u>34.2 %</u>
Total	827	100.0 %

Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for?

Q13. 3rd choice	Number	Percent
Condition of streets in your neighborhood	30	3.6 %
Condition of sidewalks in your neighborhood	32	3.9 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	34	4.1 %
Appearance of landscaping on right of ways, along streets, & in public areas	51	6.2 %
Condition of parks & open space	62	7.5 %
Condition of recreation centers & facilities	24	2.9 %
Overall appearance of major entryways to downtown Durham	31	3.7 %
Condition of public school facilities	41	5.0 %
Condition of trails & greenways	45	5.4 %
Condition of public art	13	1.6 %
Condition of aquatic facilities	13	1.6 %
Condition of parking	57	6.9 %
<u>None. Would not pay higher taxes for any of these</u>	<u>394</u>	<u>47.6 %</u>
Total	827	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
Condition of streets in your neighborhood	311	37.6 %
Condition of sidewalks in your neighborhood	222	26.8 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	110	13.3 %
Appearance of landscaping on right of ways, along streets, & in public areas	113	13.7 %
Condition of parks & open space	123	14.9 %
Condition of recreation centers & facilities	58	7.0 %
Overall appearance of major entryways to downtown Durham	96	11.6 %
Condition of public school facilities	236	28.5 %
Condition of trails & greenways	91	11.0 %
Condition of public art	26	3.1 %
Condition of aquatic facilities	40	4.8 %
Condition of parking	154	18.6 %
<u>None. Would not pay higher taxes for any of these</u>	<u>224</u>	<u>27.1 %</u>
Total	1804	

Q14a. If you do not or have not ridden public transit in Durham, please select up to 3 reasons why from the options listed below.

Q14a. Reasons why you do not or have not ridden public transit in Durham	Number	Percent
It is too far from my home to nearest bus stop	313	37.8 %
Bus does not serve where I need to go	186	22.5 %
I prefer driving my car/need to use my car	535	64.7 %
I have safety concerns	224	27.1 %
Bus would take too long	391	47.3 %
Other	48	5.8 %
Total	1697	

Q14b. If you DO ride or have ridden public transit, please select up to 3 reasons why from the options listed below.

Q14b. Reasons why you do ride or have ridden public transit	Number	Percent
I don't have/cannot use a car	26	3.1 %
Bus gets me where I need to go in a reasonable amount of time	32	3.9 %
I ride bus for environmental reasons	40	4.8 %
Parking at my work is difficult/expensive	30	3.6 %
Taking bus is cheaper than driving	46	5.6 %
Other	19	2.3 %
Total	193	

Q15. Multi-Modal Transportation. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q15-1. Ease of travel by walking	7.4%	24.1%	22.9%	18.0%	8.5%	19.2%
Q15-2. Ease of travel by driving	14.4%	44.0%	17.8%	14.8%	2.8%	6.3%
Q15-3. Ease of travel by biking	2.7%	12.1%	20.3%	13.8%	6.4%	44.7%
Q15-4. Safety when driving around Durham	9.4%	37.2%	23.6%	17.3%	5.4%	7.0%
Q15-5. Ease of travel by bus (GoDurham)	1.7%	7.7%	13.2%	6.5%	4.1%	66.7%
Q15-6. Location of Downtown parking facilities	7.1%	26.2%	25.3%	21.0%	8.6%	11.7%
Q15-7. Quality of Downtown parking facilities	6.7%	26.4%	27.8%	19.2%	7.6%	12.3%
Q15-8. Ability in your neighborhood to run, walk, bike, & exercise outdoors	22.7%	36.5%	15.0%	11.1%	5.9%	8.7%
Q15-9. Number of bike lanes in your community	5.2%	14.6%	18.9%	16.7%	12.1%	32.5%

WITHOUT N/A

Q15. Multi-Modal Transportation. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Ease of travel by walking	9.1%	29.8%	28.3%	22.3%	10.5%
Q15-2. Ease of travel by driving	15.4%	47.0%	19.0%	15.7%	3.0%
Q15-3. Ease of travel by biking	4.8%	21.9%	36.8%	24.9%	11.6%
Q15-4. Safety when driving around Durham	10.1%	40.1%	25.4%	18.6%	5.9%
Q15-5. Ease of travel by bus (GoDurham)	5.1%	23.3%	39.6%	19.6%	12.4%
Q15-6. Location of Downtown parking facilities	8.1%	29.7%	28.6%	23.8%	9.7%
Q15-7. Quality of Downtown parking facilities	7.6%	30.1%	31.7%	21.9%	8.7%
Q15-8. Ability in your neighborhood to run, walk, bike, & exercise outdoors	24.9%	40.0%	16.4%	12.2%	6.5%
Q15-9. Number of bike lanes in your community	7.7%	21.7%	28.0%	24.7%	17.9%

Q16. Solid Waste and Utility Services. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q16-1. Solid waste collection services	30.8%	39.8%	10.2%	5.0%	2.7%	11.6%
Q16-2. Curbside recycling services	32.0%	43.4%	9.6%	5.0%	1.6%	8.5%
Q16-3. Yard waste (leaves/tree limbs) collection services for subscriber members	17.2%	26.6%	11.5%	6.8%	3.1%	34.8%
Q16-4. City Waste Disposal & Recycling Center (2115 East Club)	14.8%	29.5%	15.2%	4.0%	1.8%	34.7%
Q16-5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	10.6%	19.2%	12.9%	3.9%	1.3%	52.0%
Q16-6. Quality of drinking water	23.1%	35.7%	16.6%	9.1%	3.9%	11.7%
Q16-7. Sewer services	18.9%	39.9%	16.9%	4.7%	2.3%	17.3%
Q16-8. Stream & lake protection	9.2%	26.1%	23.6%	9.8%	3.6%	27.7%

WITHOUT N/A

Q16. Solid Waste and Utility Services. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Solid waste collection services	34.9%	45.0%	11.5%	5.6%	3.0%
Q16-2. Curbside recycling services	35.0%	47.4%	10.4%	5.4%	1.7%
Q16-3. Yard waste (leaves/tree limbs) collection services for subscriber members	26.3%	40.8%	17.6%	10.4%	4.8%
Q16-4. City Waste Disposal & Recycling Center (2115 East Club)	22.6%	45.2%	23.3%	6.1%	2.8%
Q16-5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	22.2%	40.1%	27.0%	8.1%	2.8%
Q16-6. Quality of drinking water	26.2%	40.4%	18.8%	10.3%	4.4%
Q16-7. Sewer services	22.8%	48.2%	20.5%	5.7%	2.8%
Q16-8. Stream & lake protection	12.7%	36.1%	32.6%	13.5%	5.0%

Q17. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements.

(N=827)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A
Q17-1. I would like more single-family housing in my neighborhood	11.0%	17.3%	23.9%	18.4%	13.9%	15.5%
Q17-2. I would like more small-scale multi-family housing (e.g. duplexes, triplexes) in my neighborhood	5.7%	9.2%	16.2%	24.2%	32.5%	12.2%
Q17-3. I would like to have accessory dwelling units (also known as granny flats) in my neighborhood	7.5%	16.2%	18.6%	17.7%	23.6%	16.4%
Q17-4. I would like to have more affordable housing options for low-income households in my neighborhood	12.0%	15.5%	17.4%	17.0%	27.0%	11.1%
Q17-5. I would like more small-scale commercial development near my neighborhood (e.g. convenience stores, small grocery stores)	10.2%	17.8%	15.8%	21.8%	25.0%	9.4%
Q17-6. I would like trees to be preserved in my neighborhood	47.3%	31.1%	10.2%	1.8%	2.1%	7.6%
Q17-7. I would like more street parking in my neighborhood	4.8%	8.2%	24.8%	23.6%	23.8%	14.8%

WITHOUT N/A

Q17. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements. (without "N/A")

(N=827)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. I would like more single-family housing in my neighborhood	13.0%	20.5%	28.3%	21.7%	16.5%
Q17-2. I would like more small-scale multi-family housing (e.g. duplexes, triplexes) in my neighborhood	6.5%	10.5%	18.5%	27.5%	37.1%
Q17-3. I would like to have accessory dwelling units (also known as granny flats) in my neighborhood	9.0%	19.4%	22.3%	21.1%	28.2%
Q17-4. I would like to have more affordable housing options for low-income households in my neighborhood	13.5%	17.4%	19.6%	19.2%	30.3%
Q17-5. I would like more small-scale commercial development near my neighborhood (e.g. convenience stores, small grocery stores)	11.2%	19.6%	17.5%	24.0%	27.6%
Q17-6. I would like trees to be preserved in my neighborhood	51.2%	33.6%	11.0%	2.0%	2.2%
Q17-7. I would like more street parking in my neighborhood	5.7%	9.6%	29.1%	27.7%	27.9%

Q18. Please rank the importance of the following planning goals, where 1 is "most important" and 5 is "least important."

(N=827)

	Most important	2	3	4	Least important
Q18-1. There should be an adequate supply of & variety of affordable options for housing in Durham	41.3%	15.4%	14.3%	15.2%	13.9%
Q18-2. Durham should protect & expand its tree canopy	11.3%	26.7%	30.5%	21.6%	9.9%
Q18-3. Congestion & traffic should be kept to a minimum	22.9%	34.5%	26.2%	14.8%	1.7%
Q18-4. Character of my neighborhood should remain the same	22.2%	18.5%	22.8%	28.2%	8.3%
Q18-5. Other	34.3%	16.2%	8.1%	19.2%	22.2%

Q20. Please rank the importance of the following Economic and Workforce Development focus areas, where 1 is "most important" and 5 is "least important."

(N=827)

	Most important	2	3	4	Least important	Not provided
Q20-1. Training & skill development	40.5%	10.6%	12.2%	12.1%	1.1%	23.5%
Q20-2. Small business development	15.4%	30.1%	20.9%	7.3%	0.7%	25.6%
Q20-3. Economic development incentives	9.6%	15.7%	17.4%	23.7%	6.0%	27.6%
Q20-4. Business retention	10.2%	16.3%	19.7%	22.9%	2.9%	28.1%
Q20-5. Other	38.9%	11.1%	8.3%	2.8%	38.9%	0.0%

WITHOUT N/A

Q20. Please rank the importance of the following Economic and Workforce Development focus areas, where 1 is "most important" and 5 is "least important." (without "not provided")

(N=827)

	Most important	2	3	4	Least important
Q20-1. Training & skill development	52.9%	13.9%	16.0%	15.8%	1.4%
Q20-2. Small business development	20.7%	40.5%	28.1%	9.8%	1.0%
Q20-3. Economic development incentives	13.2%	21.7%	24.0%	32.7%	8.3%
Q20-4. Business retention	14.1%	22.7%	27.4%	31.8%	4.0%
Q20-5. Other	38.9%	11.1%	8.3%	2.8%	38.9%

Q23a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q23a-1. Availability of information about County programs & services	7.6%	25.4%	24.8%	12.1%	4.0%	26.1%
Q23a-2. Ease of locating information on County website	7.0%	26.7%	25.3%	9.2%	3.0%	28.8%
Q23a-3. Your experience engaging with County government process	6.7%	21.8%	25.0%	9.1%	3.0%	34.5%
Q23a-4. Level of public involvement in local decisions with County	4.8%	16.0%	27.3%	12.6%	5.7%	33.6%
Q23a-5. County efforts to keep you informed about local issues	5.8%	20.3%	25.0%	16.0%	5.2%	27.7%
Q23a-6. Your ability to get timely emergency/disaster information 24 hours a day	11.9%	28.5%	22.2%	4.5%	1.8%	31.1%

WITHOUT N/A

Q23a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")

(N=827)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. Availability of information about County programs & services	10.3%	34.4%	33.6%	16.4%	5.4%
Q23a-2. Ease of locating information on County website	9.8%	37.5%	35.5%	12.9%	4.2%
Q23a-3. Your experience engaging with County government process	10.1%	33.2%	38.2%	13.8%	4.6%
Q23a-4. Level of public involvement in local decisions with County	7.3%	24.0%	41.2%	18.9%	8.6%
Q23a-5. County efforts to keep you informed about local issues	8.0%	28.1%	34.6%	22.1%	7.2%
Q23a-6. Your ability to get timely emergency/ disaster information 24 hours a day	17.2%	41.4%	32.3%	6.5%	2.6%

Q23b. Please indicate how often you typically get important Durham County Government-related information.

(N=827)

	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never	Not provided
Q23b-1. Durham County website	0.7%	2.5%	4.4%	25.0%	31.2%	20.8%	15.4%
Q23b-2. Durham County Twitter feed	0.7%	0.6%	0.8%	2.3%	11.2%	64.4%	19.8%
Q23b-3. Durham County Facebook page	0.6%	1.1%	1.2%	4.8%	14.4%	58.8%	19.1%
Q23b-4. Mailings of other direct contact from Durham County departments	0.4%	1.1%	2.7%	21.9%	34.8%	21.9%	17.3%
Q23b-5. Durham County TV Show	1.1%	1.1%	2.1%	5.1%	13.3%	57.9%	19.5%
Q23b-6. Traditional media (TV, newspapers, or their social media)	12.8%	9.8%	11.5%	15.7%	13.8%	19.1%	17.3%
Q23b-7. Friends/colleagues/word of mouth	4.0%	10.9%	12.6%	23.6%	18.4%	14.3%	16.3%
Q23b-8. Other	16.7%	27.8%	16.7%	27.8%	0.0%	11.1%	0.0%

WITHOUT N/A

Q23b. Please indicate how often you typically get important Durham County Government-related information. (without "not provided")

(N=827)

	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
Q23b-1. Durham County website	0.9%	3.0%	5.1%	29.6%	36.9%	24.6%
Q23b-2. Durham County Twitter feed	0.9%	0.8%	1.1%	2.9%	14.0%	80.4%
Q23b-3. Durham County Facebook page	0.7%	1.3%	1.5%	6.0%	17.8%	72.6%
Q23b-4. Mailings of other direct contact from Durham County departments	0.4%	1.3%	3.2%	26.5%	42.1%	26.5%
Q23b-5. Durham County TV Show	1.4%	1.4%	2.6%	6.3%	16.5%	71.9%
Q23b-6. Traditional media (TV, newspapers, or their social media)	15.5%	11.8%	13.9%	19.0%	16.7%	23.1%
Q23b-7. Friends/colleagues/word of mouth	4.8%	13.0%	15.0%	28.2%	22.0%	17.1%
Q23b-8. Other	16.7%	27.8%	16.7%	27.8%	0.0%	11.1%

Q23b-8. Other

Q23b-8. Other	Number	Percent
Any miscellaneous source	1	5.6 %
Email	2	11.1 %
INSTAGRAM	1	5.6 %
LOCAL LISTSERVE	1	5.6 %
Media	1	5.6 %
NEXTDOOR	7	38.9 %
SOMETIMES CHURCH ANNOUNCEMENTS	1	5.6 %
Social media, from NextDoor or Facebook groups	1	5.6 %
Word of mouth	3	16.7 %
Total	18	100.0 %

Q23c. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?

Q23c. Have you contacted County employees or visited County website during past year	Number	Percent
Yes	307	37.1 %
No	520	62.9 %
Total	827	100.0 %

Q23d. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with your experience interacting with the County Government department you contacted.

(N=307)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q23d-1. How easy County government was to contact	16.9%	39.7%	21.8%	10.4%	7.2%	3.9%
Q23d-2. Courtesy of County employee(s) you interacted with	21.8%	39.4%	16.9%	5.2%	6.2%	10.4%
Q23d-3. Accuracy of information you were given	19.2%	41.0%	16.9%	9.1%	6.8%	6.8%
Q23d-4. Appropriateness of County employees' response	18.2%	37.5%	18.6%	6.5%	7.5%	11.7%
Q23d-5. Timeliness of County employees' response	16.9%	38.4%	16.9%	10.1%	6.8%	10.7%
Q23d-6. Resolution of your issue/concern	17.9%	35.2%	16.6%	9.4%	11.1%	9.8%

WITHOUT N/A

Q23d. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with your experience interacting with the County Government department you contacted. (without "N/A")

(N=307)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23d-1. How easy County government was to contact	17.6%	41.4%	22.7%	10.8%	7.5%
Q23d-2. Courtesy of County employee(s) you interacted with	24.4%	44.0%	18.9%	5.8%	6.9%
Q23d-3. Accuracy of information you were given	20.6%	44.1%	18.2%	9.8%	7.3%
Q23d-4. Appropriateness of County employees' response	20.7%	42.4%	21.0%	7.4%	8.5%
Q23d-5. Timeliness of County employees' response	19.0%	43.1%	19.0%	11.3%	7.7%
Q23d-6. Resolution of your issue/concern	19.9%	39.0%	18.4%	10.5%	12.3%

Q24. Overall Ratings of the Community. Using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor," please rate the community with regard to the following.

(N=827)

	Excellent	Good	Neutral	Below average	Poor	N/A
Q24-1. As a place to live	31.3%	46.7%	8.1%	7.1%	1.8%	5.0%
Q24-2. As a place to work	26.7%	42.3%	11.2%	3.1%	2.1%	14.5%
Q24-3. As a place to play	18.7%	40.9%	20.0%	7.5%	3.6%	9.3%
Q24-4. As a place to raise children	17.0%	33.1%	15.4%	9.3%	5.0%	20.2%
Q24-5. As a place to educate children	9.8%	24.4%	20.2%	18.7%	8.2%	18.6%
Q24-6. As a place to retire	17.9%	34.8%	16.6%	11.9%	7.7%	11.1%
Q24-7. As a place to visit	23.5%	42.2%	16.2%	6.5%	3.6%	8.0%
Q24-8. As a place to start a business	11.0%	27.3%	21.8%	5.6%	5.2%	29.1%
Q24-9. As a community that is moving in the right direction	15.1%	37.4%	22.9%	9.8%	7.1%	7.7%

WITHOUT N/A

Q24. Overall Ratings of the Community. Using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor," please rate the community with regard to the following. (without "N/A")

(N=827)

	Excellent	Good	Neutral	Below average	Poor
Q24-1. As a place to live	33.0%	49.1%	8.5%	7.5%	1.9%
Q24-2. As a place to work	31.3%	49.5%	13.2%	3.7%	2.4%
Q24-3. As a place to play	20.7%	45.1%	22.0%	8.3%	4.0%
Q24-4. As a place to raise children	21.4%	41.5%	19.2%	11.7%	6.2%
Q24-5. As a place to educate children	12.0%	30.0%	24.8%	23.0%	10.1%
Q24-6. As a place to retire	20.1%	39.2%	18.6%	13.3%	8.7%
Q24-7. As a place to visit	25.5%	45.9%	17.6%	7.1%	3.9%
Q24-8. As a place to start a business	15.5%	38.6%	30.7%	7.8%	7.3%
Q24-9. As a community that is moving in the right direction	16.4%	40.5%	24.8%	10.6%	7.7%

Q25. From the list of local government services below, which ones would you be willing to pay higher property taxes to support enhancements for?

Q25. What local government services would you be willing to pay higher property taxes to support enhancements for

	Number	Percent
Affordable housing	301	36.4 %
Infant & toddler care	156	18.9 %
Universal pre-k	200	24.2 %
Senior programming	195	23.6 %
Social services	168	20.3 %
Youth programming	192	23.2 %
Job creation/training	199	24.1 %
Public health & wellness	247	29.9 %
Public school operations (teachers, salaries)	420	50.8 %
Public safety staffing	262	31.7 %
Court services	76	9.2 %
<u>Wouldn't pay higher taxes for any of these</u>	<u>212</u>	<u>25.6 %</u>
Total	2628	

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services

	Number	Percent
Very willing	111	13.4 %
Willing	205	24.8 %
Not sure	285	34.5 %
Not willing	180	21.8 %
Not provided	46	5.6 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from? (without "not provided")

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services

	Number	Percent
Very willing	111	14.2 %
Willing	205	26.2 %
Not sure	285	36.5 %
Not willing	180	23.0 %
Total	781	100.0 %

Q28. Have you heard about Durham's Participatory Budgeting Process?

Q28. Have you heard about Durham's Participatory Budgeting Process	Number	Percent
Yes	166	20.1 %
No	611	73.9 %
Not provided	50	6.0 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q28. Have you heard about Durham's Participatory Budgeting Process? (without "not provided")

Q28. Have you heard about Durham's Participatory Budgeting Process	Number	Percent
Yes	166	21.4 %
No	611	78.6 %
Total	777	100.0 %

Q29. Have you or someone in your household had trouble accessing the healthcare they need in the past year?

Q29. Have you had trouble accessing healthcare needed in past year	Number	Percent
Yes	111	13.4 %
No	669	80.9 %
Not provided	47	5.7 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q29. Have you or someone in your household had trouble accessing the healthcare they need in the past year? (without "not provided")

Q29. Have you had trouble accessing healthcare needed in past year	Number	Percent
Yes	111	14.2 %
No	669	85.8 %
Total	780	100.0 %

Q31. Approximately how many years have you lived in Durham?

Q31. How many years have you lived in Durham	Number	Percent
0-5	134	16.2 %
6-10	113	13.7 %
11-15	84	10.2 %
16-20	85	10.3 %
21-30	146	17.7 %
31+	239	28.9 %
Not provided	26	3.1 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q31. Approximately how many years have you lived in Durham? (without "not provided")

Q31. How many years have you lived in Durham	Number	Percent
0-5	134	16.7 %
6-10	113	14.1 %
11-15	84	10.5 %
16-20	85	10.6 %
21-30	146	18.2 %
31+	239	29.8 %
Total	801	100.0 %

Q32. What is your age?

Q32. Your age	Number	Percent
18-34	160	19.3 %
35-44	162	19.6 %
45-54	165	20.0 %
55-64	158	19.1 %
65+	150	18.1 %
Not provided	32	3.9 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q32. What is your age? (without "not provided")

Q32. Your age	Number	Percent
18-34	160	20.1 %
35-44	162	20.4 %
45-54	165	20.8 %
55-64	158	19.9 %
65+	150	18.9 %
Total	795	100.0 %

Q33. What is your gender?

Q33. Your gender	Number	Percent
Male	405	49.0 %
Female	414	50.1 %
Non-binary/other	2	0.2 %
Not provided	6	0.7 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q33. What is your gender? (without "not provided")

Q33. Your gender	Number	Percent
Male	405	49.3 %
Female	414	50.4 %
Non-binary/other	2	0.2 %
Total	821	100.0 %

Q34. Do you own or rent your current residence?

Q34. Do you own or rent your current residence	Number	Percent
Own	546	66.0 %
Rent	274	33.1 %
Not provided	7	0.8 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q34. Do you own or rent your current residence? (without "not provided")

Q34. Do you own or rent your current residence	Number	Percent
Own	546	66.6 %
Rent	274	33.4 %
Total	820	100.0 %

Q35. Which of the following best describes your race/ethnicity?

Q35. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	38	4.6 %
White	386	46.7 %
Native American/Inuit	10	1.2 %
Black/African American	335	40.5 %
Other	14	1.7 %
Total	783	

Q35-5. Other

Q35-5. Other	Number	Percent
Hispanic	6	42.9 %
Latino	3	21.4 %
MIXED	2	14.3 %
Multi ethnic	1	7.1 %
SPANISH	1	7.1 %
Two ethnicities	1	7.1 %
Total	14	100.0 %

Q36. Are you of Hispanic, Latino, or other Spanish ancestry?

Q36. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	115	13.9 %
No	695	84.0 %
Not provided	17	2.1 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q36. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

Q36. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	115	14.2 %
No	695	85.8 %
Total	810	100.0 %

Q36a. What is the primary language used in your household?

Q36a. Primary language used in your household	Number	Percent
English	767	92.7 %
Spanish	18	2.2 %
Other	3	0.4 %
Not provided	39	4.7 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q36a. What is the primary language used in your household? (without "not provided")

Q36a. Primary language used in your household	Number	Percent
English	767	97.3 %
Spanish	18	2.3 %
Other	3	0.4 %
Total	788	100.0 %

Q36a-3. Other

Q36a-3. Other	Number	Percent
German	2	66.7 %
Pilipino (Tagalog) and English	1	33.3 %
Total	3	100.0 %

Q36b. If the primary language is not English, how might we better provide services and engage with you?

Q36b. How might we better provide services & engage with you	Number	Percent
ENSURE DOCUMENTS IN SPANISH DO NOT HAVE SIMPLE ERRORS	1	100.0 %
Total	1	100.0 %

Q37. Would you say your total annual household income is...

Q37. Your total annual household income	Number	Percent
Under \$30K	94	11.4 %
\$30K-\$59,999	177	21.4 %
\$60K-\$99,999	208	25.2 %
\$100K+	210	25.4 %
Not provided	138	16.7 %
Total	827	100.0 %

WITHOUT NOT PROVIDED

Q37. Would you say your total annual household income is... (without "not provided")

Q37. Your total annual household income	Number	Percent
Under \$30K	94	13.6 %
\$30K-\$59,999	177	25.7 %
\$60K-\$99,999	208	30.2 %
\$100K+	210	30.5 %
Total	689	100.0 %

Section 6

Survey Instrument



CITY OF DURHAM
City Manager's Office
101 CITY HALL PLAZA | DURHAM, NC 27701
919.560.4222 | F 919.560.4949

DURHAM COUNTY
County Manager's Office
200 E. MAIN ST. | DURHAM, NC 27701
919.560.0000 | F 919 .560.0020



www.DurhamNC.gov

www.DCoNC.gov

November 2019

Dear Durham Resident:

Thanks to you, Durham remains one of the most vibrant and progressive communities in the United States. As we continue to grow and meet new challenges, it is important that we also continue to strategically plan for our future.

An important part of this planning process involves gathering input from residents on a wide range of issues impacting our quality of life. We want you to be a part of this process by taking a few minutes to complete the enclosed *2019 Durham Resident Survey*.

For the fifth time, the City and County are jointly overseeing the survey so that more Durham residents have an opportunity to be heard. By completing and returning this survey, you will assist elected officials, as well as the City and County administrations, in making critical decisions about prioritizing resources and helping set the direction for the future of our community.

Please return your completed survey in the enclosed postage-paid envelope **within the next 10 days** to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions about this survey, please contact Durham One Call at (919) 560-1200.

Your feedback is very vital to us and we appreciate your help in making Durham an even better place to call home.

Sincerely,

Thomas J. Bonfield
City Manager

Wendell M. Davis
County Manager

cc: Enclosure

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



2019 Durham City and County Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the City and County's on-going effort to identify and respond to resident concerns. If you have questions, please contact Durham One Call at (919) 560-1200 or the Durham County Tax Administration at (919) 560-0300. This survey is intended for Durham City and County residents only. If you would like to complete this survey online, please go to www.durhamresident.org.



1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Overall quality of police protection	5	4	3	2	1	9
02. Overall quality of sheriff protection	5	4	3	2	1	9
03. Overall quality of fire and life safety programming	5	4	3	2	1	9
04. Response time for fire services	5	4	3	2	1	9
05. Overall quality of EMS services	5	4	3	2	1	9
06. Response time for EMS services	5	4	3	2	1	9
07. Overall maintenance of city streets	5	4	3	2	1	9
08. Overall ease of travel within Durham	5	4	3	2	1	9
09. Overall quality of the public transit system (GoDurham)	5	4	3	2	1	9
10. Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design and signage)	5	4	3	2	1	9
11. Overall quality of pedestrian facilities (e.g. sidewalks)	5	4	3	2	1	9
12. Overall quality of water and sewer utilities	5	4	3	2	1	9
13. Overall enforcement of codes and ordinances	5	4	3	2	1	9
14. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
15. Overall quality of customer service you receive from county employees	5	4	3	2	1	9
16. Overall effectiveness of communication with the public	5	4	3	2	1	9
17. Overall quality of parks and recreation programs	5	4	3	2	1	9
18. Overall quality of library services and programs	5	4	3	2	1	9
19. Overall quality of services provided by the Durham County Department of Social Services	5	4	3	2	1	9
20. Overall quality of public health services	5	4	3	2	1	9
21. Overall quality of tax administration services	5	4	3	2	1	9
22. Overall quality of public schools	5	4	3	2	1	9
23. Overall quality of charter schools	5	4	3	2	1	9
24. Overall quality of private schools	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]

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

3. Several items that may influence your perception of Durham are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Overall quality of services provided by the city	5	4	3	2	1	9
2. Overall quality of services provided by the county	5	4	3	2	1	9
3. Overall appearance of Durham	5	4	3	2	1	9
4. Overall management of development and growth	5	4	3	2	1	9
5. Overall image of Durham	5	4	3	2	1	9
6. Overall quality of life in Durham	5	4	3	2	1	9
7. Overall quality of life in your neighborhood	5	4	3	2	1	9
8. Overall value you receive for your local property taxes	5	4	3	2	1	9

4. Which of the following best describes the education status of children in your household?

[Check all that apply.]

- ___(01) My children are enrolled in Durham Public Schools
- ___(02) My children are enrolled in a charter school in Durham County
- ___(03) My children are enrolled in a private school in Durham County
- ___(04) My children go to school outside of Durham County
- ___(05) My children went to or graduated from Durham Public Schools
- ___(06) My children went to or graduated from a charter school in Durham County
- ___(07) My children went to or graduated from a private school in Durham County
- ___(08) My children went to or graduated from a school outside of Durham County
- ___(09) My children are homeschooled
- ___(10) This question does not apply to me

5. Durham Public Schools. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about Durham Public Schools.

Durham Public Schools...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
1. Manages the education budget well	5	4	3	2	1	9
2. Attracts high quality teachers	5	4	3	2	1	9
3. Is transparent about education-related decision making	5	4	3	2	1	9
4. Encourages community involvement in education-related decision making	5	4	3	2	1	9
5. Ensures quality education for students	5	4	3	2	1	9
6. Has effective leadership in K-12 education	5	4	3	2	1	9

6. Public Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	N/A
1. When walking alone in your neighborhood during the day	5	4	3	2	1	9
2. When walking alone in your neighborhood at night	5	4	3	2	1	9
3. In downtown Durham	5	4	3	2	1	9
4. In Durham overall	5	4	3	2	1	9
5. When using City recreation centers	5	4	3	2	1	9
6. When visiting City parks	5	4	3	2	1	9

7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how you feel with regard to the following aspects of law enforcement and the criminal justice system.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Overall police relationship with your community	5	4	3	2	1	9
2. Overall Sheriff's Office relationship with your community	5	4	3	2	1	9
3. Animal Control services	5	4	3	2	1	9
4. Enforcement of traffic safety laws	5	4	3	2	1	9
5. Local court system	5	4	3	2	1	9

8. Affordable Housing. How satisfied are you with the availability of affordable housing?

- ___(1) Very satisfied ___(3) Neutral ___(5) Very dissatisfied
- ___(2) Satisfied ___(4) Dissatisfied ___(9) N/A

9. Please answer the following questions by circling either "Yes" or "No."

1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income?	Yes	No
2. Are you able to find housing you can afford in Durham?	Yes	No
3. Do you have major home repairs that impact your quality of life or that you have put off because of lack of resources?	Yes	No

10. Parks, Recreation, and Open Space. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Greenways and trails	5	4	3	2	1	9
02. Outdoor athletic fields and courts (e.g. baseball, soccer, futsal, tennis)	5	4	3	2	1	9
03. Variety of city recreation opportunities	5	4	3	2	1	9
04. Customer service provided by the city's Parks and Recreation staff	5	4	3	2	1	9
05. Length of your commute to your desired recreation amenities	5	4	3	2	1	9
06. Public art	5	4	3	2	1	9
Recreation Programs Provided by the City						
07. Aquatic programs	5	4	3	2	1	9
08. Athletic programs	5	4	3	2	1	9
09. Recreation center programs	5	4	3	2	1	9
10. Cultural programming (e.g. events, concerts, festivals)	5	4	3	2	1	9

11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from city and county leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: ____ 2nd: ____ NONE

12. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Condition of streets in your neighborhood	5	4	3	2	1	9
02. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
03. Condition of bicycle facilities (e.g. bike lanes, bike parking)	5	4	3	2	1	9
04. Appearance of landscaping on right of ways, along streets, and in public areas	5	4	3	2	1	9
05. Condition of parks and open space	5	4	3	2	1	9
06. Condition of recreation centers and facilities	5	4	3	2	1	9
07. Overall appearance of major entryways to downtown Durham	5	4	3	2	1	9
08. Condition of public school facilities	5	4	3	2	1	9
09. Condition of trails and greenways	5	4	3	2	1	9
10. Condition of public art	5	4	3	2	1	9
11. Condition of aquatic facilities	5	4	3	2	1	9
12. Condition of parking	5	4	3	2	1	9

13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancements for? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE - would not pay higher taxes for any of these

14a. If you do not or have not ridden public transit in Durham, please select up to 3 reasons why from the options listed below:

- ____(1) It is too far from my home to the nearest bus stop
- ____(2) The bus does not serve where I need to go
- ____(3) I prefer driving my car/need to use my car
- ____(4) I have safety concerns
- ____(5) The bus would take too long
- ____(6) Other: _____

14b. If you DO ride or have ridden public transit, please select up to 3 reasons why from the options listed below:

- ____(1) I don't have/cannot use a car
- ____(2) The bus gets me where I need to go in a reasonable amount of time
- ____(3) I ride the bus for environmental reasons
- ____(4) Parking at my work is difficult/expensive
- ____(5) Taking the bus is cheaper than driving
- ____(6) Other: _____

15. Multi-Modal Transportation. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Ease of travel by walking	5	4	3	2	1	9
2. Ease of travel by driving	5	4	3	2	1	9
3. Ease of travel by biking	5	4	3	2	1	9
4. Safety when driving around Durham	5	4	3	2	1	9
5. Ease of travel by bus (GoDurham)	5	4	3	2	1	9
6. Location of downtown parking facilities	5	4	3	2	1	9
7. Quality of downtown parking facilities	5	4	3	2	1	9
8. The ability in your neighborhood to run, walk, bike, and exercise outdoors	5	4	3	2	1	9
9. The number of bike lanes in your community	5	4	3	2	1	9

16. Solid Waste and Utility Services. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Solid waste collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Yard waste (leaves/tree limbs) collection services for subscriber members	5	4	3	2	1	9
4. City Waste Disposal and Recycling Center (2115 East Club)	5	4	3	2	1	9
5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, and Rougemont)	5	4	3	2	1	9
6. Quality of drinking water	5	4	3	2	1	9
7. Sewer services	5	4	3	2	1	9
8. Stream and lake protection	5	4	3	2	1	9

17. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements.

Level of agreement with...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
1. I would like more single-family housing in my neighborhood	5	4	3	2	1	9
2. I would like more small-scale multifamily housing (e.g. duplexes, triplexes) in my neighborhood	5	4	3	2	1	9
3. I would like to have accessory dwelling units (also known as granny flats) in my neighborhood	5	4	3	2	1	9
4. I would like to have more affordable housing options for low-income households in my neighborhood	5	4	3	2	1	9
5. I would like more small-scale commercial development near my neighborhood (e.g. convenience stores, small grocery stores)	5	4	3	2	1	9
6. I would like trees to be preserved in my neighborhood	5	4	3	2	1	9
7. I would like more street parking in my neighborhood	5	4	3	2	1	9

18. Please rank the importance of the following planning goals, where 1 is "Most Important" and 5 is "Least Important."

- ___ There should be an adequate supply of and variety of affordable options for housing in Durham
- ___ Durham should protect and expand its tree canopy
- ___ Congestion and traffic should be kept to a minimum
- ___ The character of my neighborhood should remain the same
- ___ Other: _____

19. Economic Development. What kinds of resources do we need, as a city, to better support small business development?

20. Please rank the importance of the following Economic and Workforce Development focus areas, where 1 is "Most Important" and 5 is "Least Important."

Training and skill development Economic development incentives Other: _____
 Small business development Business retention

21. What can the City and County do to make sure all children and youth in Durham reach their full potential and thrive? [If your response relates to a certain age group, please specify the ages.]

The following questions will ask you to rate your customer service experience with the City of Durham and Durham County, separately. If you are a CITY resident, please answer Questions 22a-d and 23a-d. If you are a COUNTY resident outside of City limits, please skip to Questions 23a-d.

City Residents Only

22a. **Communication.** Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Availability of information about city programs and services	5	4	3	2	1	9
2. Ease of locating information on the city website	5	4	3	2	1	9
3. Your experience engaging with the city Government process	5	4	3	2	1	9
4. Level of public involvement in local decisions with the city	5	4	3	2	1	9
5. City efforts to keep you informed about local issues	5	4	3	2	1	9

22b. Please tell us how often you typically get important City of Durham government-related information.

How often do you get City of Durham information from...	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
1. City of Durham website	6	5	4	3	2	1
2. City of Durham Twitter feed	6	5	4	3	2	1
3. City of Durham Facebook page	6	5	4	3	2	1
4. Mailings of other direct contact from City of Durham departments	6	5	4	3	2	1
5. Durham Television Network	6	5	4	3	2	1
6. Traditional media (TV, newspapers, or their social media)	6	5	4	3	2	1
7. Friends/Colleagues/Word of Mouth	6	5	4	3	2	1
8. Other: _____	6	5	4	3	2	1

22c. During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?

(1) Yes [Answer Q22d.] (2) No [Skip to Q23a.]

22d. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the city government department you contacted.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. How easy the city government was to contact	5	4	3	2	1	9
2. Courtesy of city employee(s) you interacted with	5	4	3	2	1	9
3. Accuracy of the information you were given	5	4	3	2	1	9
4. Appropriateness of city employees' response	5	4	3	2	1	9
5. Timeliness of city employees' response	5	4	3	2	1	9
6. The resolution of your issue/concern	5	4	3	2	1	9

All Residents of Durham County

23a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Availability of information about county programs and services	5	4	3	2	1	9
2. Ease of locating information on the county website	5	4	3	2	1	9
3. Your experience engaging with the county government process	5	4	3	2	1	9
4. Level of public involvement in local decisions with the county	5	4	3	2	1	9
5. County efforts to keep you informed about local issues	5	4	3	2	1	9
6. Your ability to get timely emergency/disaster information 24 hours a day	5	4	3	2	1	9

23b. Please tell us how often you typically get important Durham County government-related information.

How often do you get Durham County information from...	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
1. Durham County website	6	5	4	3	2	1
2. Durham County Twitter feed	6	5	4	3	2	1
3. Durham County Facebook page	6	5	4	3	2	1
4. Mailings of other direct contact from Durham County departments	6	5	4	3	2	1
5. Durham County TV Show	6	5	4	3	2	1
6. Traditional media (TV, newspapers, or their social media)	6	5	4	3	2	1
7. Friends/Colleagues/Word of Mouth	6	5	4	3	2	1
8. Other: _____	6	5	4	3	2	1

23c. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?
 ____ (1) Yes [Answer Q23d.] ____ (2) No [Skip to Q24.]

23d. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department you contacted.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. How easy the county government was to contact	5	4	3	2	1	9
2. Courtesy of county employee(s) you interacted with	5	4	3	2	1	9
3. Accuracy of the information you were given	5	4	3	2	1	9
4. Appropriateness of county employees' response	5	4	3	2	1	9
5. Timeliness of county employees' response	5	4	3	2	1	9
6. The resolution of your issue/concern	5	4	3	2	1	9

24. Overall Ratings of the Community. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the community with regard to the following.

How would you rate the community...	Excellent	Good	Neutral	Below Average	Poor	N/A
1. As a place to live	5	4	3	2	1	9
2. As a place to work	5	4	3	2	1	9
3. As a place to play	5	4	3	2	1	9
4. As a place to raise children	5	4	3	2	1	9
5. As a place to educate children	5	4	3	2	1	9
6. As a place to retire	5	4	3	2	1	9
7. As a place to visit	5	4	3	2	1	9
8. As a place to start a business	5	4	3	2	1	9
9. As a community that is moving in the right direction	5	4	3	2	1	9

- 25. From the list of local government services below, which ones would you be willing to pay higher property taxes to support enhancements for? [Check all that apply.]**
- | | | |
|---|---|--|
| <input type="checkbox"/> (01) Affordable housing | <input type="checkbox"/> (06) Youth programming | <input type="checkbox"/> (10) Public safety staffing |
| <input type="checkbox"/> (02) Infant & Toddler Care | <input type="checkbox"/> (07) Job creation/training | <input type="checkbox"/> (11) Court services |
| <input type="checkbox"/> (03) Universal pre-k | <input type="checkbox"/> (08) Public health and wellness | <input type="checkbox"/> (12) Wouldn't pay higher taxes for any of these |
| <input type="checkbox"/> (04) Senior programming | <input type="checkbox"/> (09) Public school operations (teachers, salaries) | |
| <input type="checkbox"/> (05) Social services | | |
- 26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?**
- (1) Very Willing (2) Willing (3) Not Sure (4) Not Willing
- 27. What can local government do to better engage residents and neighborhoods in decision-making processes?**
-
- 28. Have you heard about Durham's Participatory Budgeting Process?** (1) Yes (2) No
- 29. Have you or someone in your household had trouble accessing the healthcare they need in the past year?**
- (1) Yes (2) No
- 30. If you voted recently, was there anything particularly good or bad about your voting experience?**
-
- 31. Approximately how many years have you lived in Durham?** _____ years
- 32. What is your age?** _____ years
- 33. What is your gender?** (1) Male (2) Female (3) Non-binary/Other
- 34. Do you own or rent your current residence?** (1) Own (2) Rent
- 35. Which of the following best describes your race/ethnicity? [Check all that apply.]**
- | | | |
|---|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (3) Native American/Inuit | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (2) White | <input type="checkbox"/> (4) Black/African American | |
- 36. Are you of Hispanic, Latino, or other Spanish ancestry?** (1) Yes (2) No
- 36a. What is the primary language used in your household?**
- (1) English (2) Spanish (3) Other: _____
- 36b. If the primary language is not English, how might we better provide services and engage with you?**
-
- 37. Would you say your total annual household income is...**
- (1) Under \$30,000 (2) \$30,000-\$59,999 (3) \$60,000-\$99,999 (4) \$100,000 or more

This concludes the survey. Thank you for your time!

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

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the County are having problems with city services. If your address is not correct, please provide the correct information. Thank you.