

Durham County 2015 Resident Survey

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Findings
Report

Submitted to the City of Durham, NC by:

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Durham County 2015 Resident Survey

Executive Summary Report

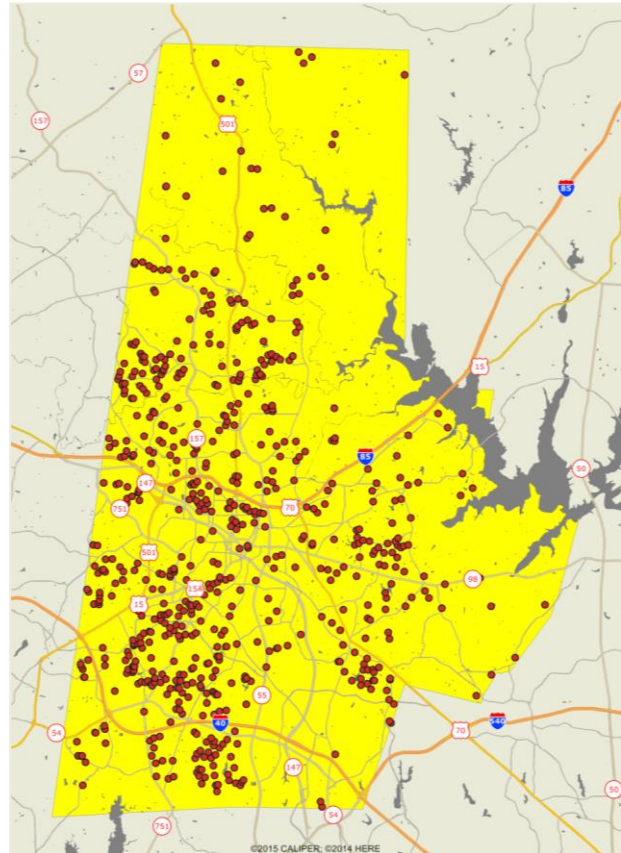
Overview and Methodology

During the winter of 2015, ETC Institute administered a DirectionFinder® Survey for Durham County. The purpose of the survey is to assess citizen satisfaction with the delivery of major County services and to help determine priorities for the community as part of the County's ongoing planning process. ETC Institute has previously administered six DirectionFinder® surveys for the City of Durham, but this is the first one administered for Durham County.

Methodology. A seven-page survey was mailed to a random sample of households in Durham County. The mailed survey included a postage paid return envelope and a cover letter explaining the purpose of the survey and encouraging residents to complete the survey.

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. The goal was to receive at least 600 completed surveys, including at least 400 from residents living in the City of Durham, and 200 from residents living in unincorporated Durham County. This goal was accomplished, with a total of 679 households completing a survey, including 479 from City residents, and 200 from residents living in unincorporated Durham County. The results for the random sample of 679 households have a 95% level of confidence with a precision of at least +/- 3.8%.

In order to understand how well services are being delivered in different areas of the County, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 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 the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- importance-satisfaction analysis that identifies priorities for investment (Section 2)
- benchmarking analysis that shows how the results for Durham County compare to residents in other large communities (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Perceptions of the Community

- **Overall Ratings of Durham.** Eighty percent (80%) of the residents surveyed who had an opinion rated Durham as an “excellent” or “good” place to live, and 80% also rated it as an “excellent” or “good” place to work.
- **Overall Perceptions of Durham.** Eighty-two percent (82%) of the residents surveyed who had an opinion were satisfied with the quality of life in their neighborhood; 71% were satisfied with the quality of life in Durham, 63% were satisfied with the overall quality services provided by the County, and 62% were satisfied with the overall quality of services provided by the City.

Overall Satisfaction

- **Major Categories of Services.** The major categories of services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of fire protection and rescues services (84%), the overall quality of library services and programs (83%), the overall quality of EMS services (82%), the response time of EMS services (80%), and the response time for fire services (78%).

Satisfaction with Specific Services

- **Law Enforcement/Criminal Justice.** The highest levels of satisfaction with law enforcement/criminal justice, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the overall Sheriff Office relationship with the community (64%) and the overall police relationship with the community (62%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: greenways and trails (65%), cultural programming (65%), and the length of residents’ commute to their desired recreation amenities (58%).
- **Maintenance.** The highest levels of satisfaction with maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the condition of parks (61%), the condition of neighborhood streets (59%), and cleanliness of city streets (59%).
- **Parking and Transit.** The highest levels of satisfaction with parking and transit, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the ease of travel by driving (65%), the quality of Downtown parking facilities (44%), and the location of downtown parking facilities (44%).
- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: how quickly graffiti is removed in neighborhoods (39%) and response to code enforcement requests for service or complaints (39%).
- **Solid Waste and Utilities Services.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: solid waste collection services (85%), curbside recycling services (85%), sewer services (72%), and the quality of drinking water (71%).
- **Development and Appearance.** The highest levels of satisfaction with development and appearance, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the appearance of houses in neighborhoods (75%) and protection of historic buildings (57%).
- **Economic Development.** The highest level of satisfaction with various aspects of economic development, based upon the combined percentage of “very satisfied” and

“satisfied” responses among residents who had an opinion, were: the proximity of your neighborhood to shopping (70%), and the proximity of your neighborhood to arts and cultural amenities (64%).

- **Customer Service.** The highest levels of satisfaction with customer service from County employees, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the ease of paying the water bill (75%), courtesy of employees (74%), the accuracy of information and assistance given (70%), how easy they were to contact (67%), and how well your issue was handled (67%).

Other Survey Findings

- Based upon a combination of “very safe” and “safe” responses among residents who had an opinion, residents felt most safe walking alone in their neighborhood during the day (91%). Residents felt least safe when riding GoDurham-DATA (36%).
- Sixty-eight percent (68%) of the residents surveyed are “strongly supportive” or “cautiously supportive” of allowing more misdemeanor drug offenses to be handled outside of court, compared to 16% who are “not supportive” or “not supportive at all”.
- The top sources that residents use to get information about community issues, services and events are: the local television or radio news (70%), friends/neighbors (51%), the Herald-Sun or other local newspapers (47%), and the Durham Citizens’ Newsletters (45%).
- Sixty-eight percent (68%) of the residents surveyed do not normally watch DTN; 21% watch DTN on TV, 3% watch DTN online, and 8% did not provide a response.
- Thirty-four percent (34%) of the residents surveyed would be willing to pay higher taxes to support enhancements to City and/or County services; 51% would not be willing to pay higher taxes to support enhancements, and 15% indicated “don’t know”.
- Of the 34% of residents who would be willing to pay higher taxes to support enhancements to City and/or County services, the types of services they would be most willing to support are: 1) road improvements, 2) repairing and restoring deteriorating infrastructure, 3) trails and greenways, and 4) the construction of new sidewalks.
- Forty percent (40%) of the residents surveyed would pay fees instead of taxes to pay for improvements to City/County services that they use or benefit from; 21% would not be willing to pay fees instead of taxes, and 39% indicated “not sure”.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City/County service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City/County services over the next two years. If the City/County wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

Overall Priorities for the City/County by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City/County 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 the City/County’s overall satisfaction rating are listed below:

- Overall maintenance of streets (IS Rating=0. 2448)
- Overall flow of traffic in Durham (IS Rating=0. 1848)
- Overall quality of police protection (IS Rating=0.1326)

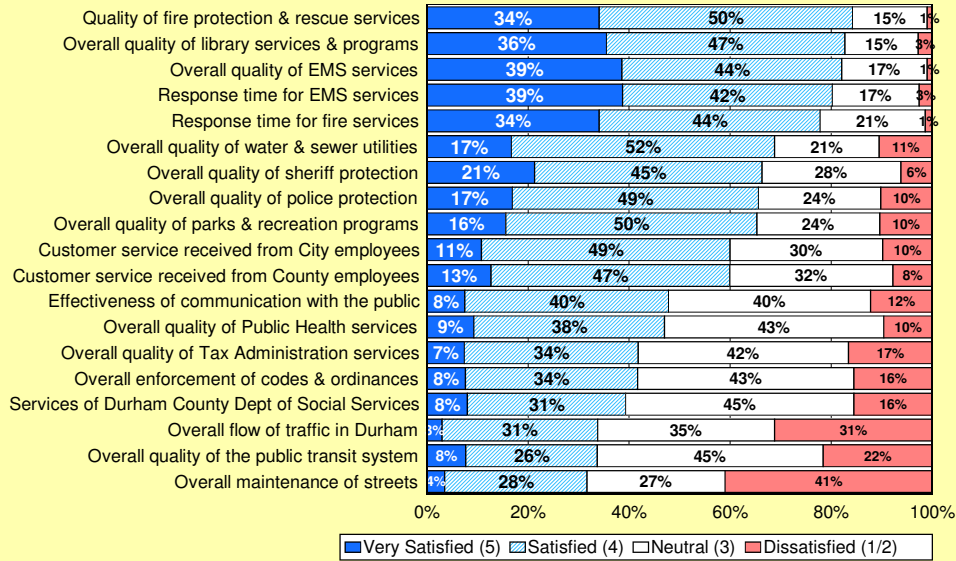
The table below shows the importance-satisfaction rating for all 18 major categories of services that were rated.

Importance-Satisfaction Rating						
Durham County, North Carolina						
Major Categories of 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 streets	36%	2	32%	19	0.2448	1
High Priority (IS .10 - .20)						
Overall flow of traffic in Durham	28%	3	34%	17	0.1848	2
Overall quality of police protection	39%	1	66%	8	0.1326	3
Medium Priority (IS <.10)						
Overall quality of the public transit system	14%	4	34%	18	0.0924	4
Services of Durham County Dept of Social Services	11%	7	39%	16	0.0671	5
Overall quality of Tax Administration services	9%	10	42%	14	0.0522	6
Effectiveness of communication with the public	9%	8	48%	12	0.0468	7
Overall quality of sheriff protection	13%	5	66%	7	0.0442	8
Overall quality of parks & recreation programs	12%	6	65%	9	0.0420	9
Overall enforcement of codes & ordinances	7%	13	42%	15	0.0406	10
Overall quality of Public Health services	7%	12	47%	13	0.0371	11
Overall quality of water & sewer utilities	9%	9	69%	6	0.0279	12
Customer service received from City employees	6%	14	60%	10	0.0240	13
Customer service received from County employees	4%	15	60%	11	0.0160	14
Quality of fire protection & rescue services	7%	11	84%	1	0.0112	15
Overall quality of EMS services	3%	17	82%	3	0.0054	16
Overall quality of library services & programs	3%	16	83%	2	0.0051	17
Response time for fire services	2%	18	78%	5	0.0044	18
Response time for EMS services	2%	19	80%	4	0.0040	19

Section 1:
Charts and Graphs

Overall Satisfaction with City and County Services by Major Category

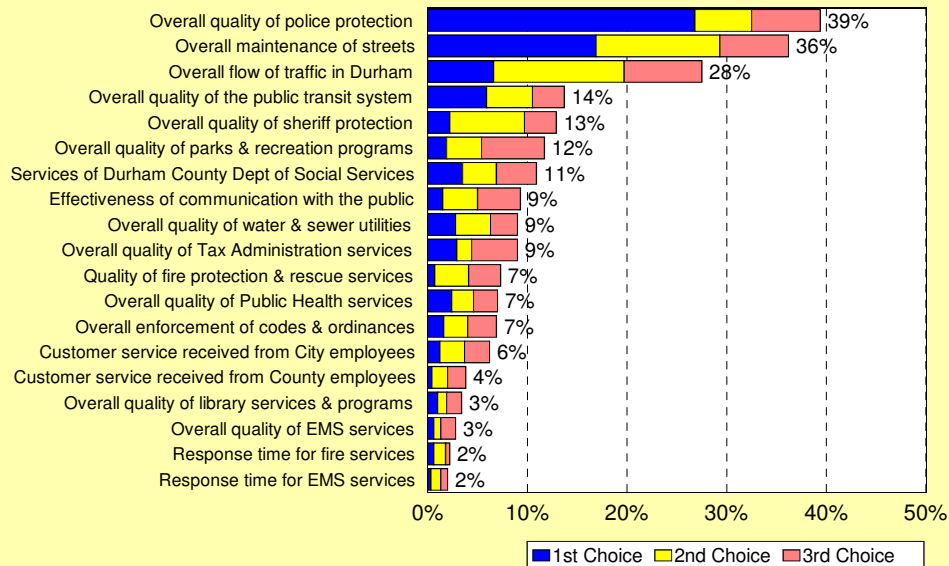
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



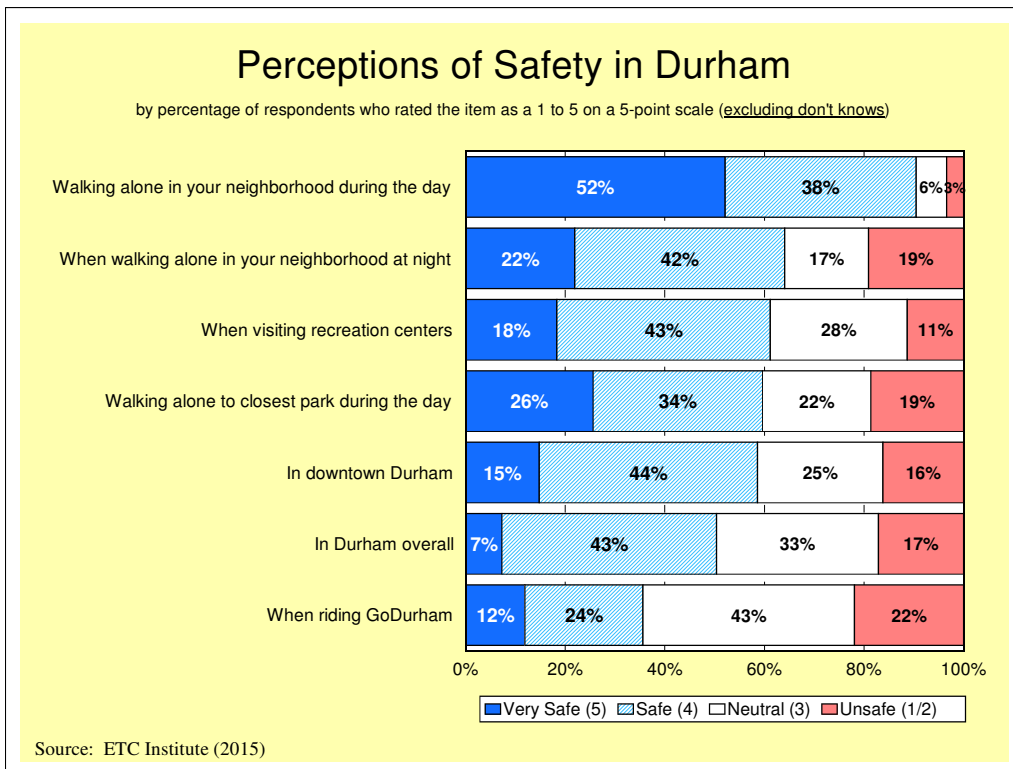
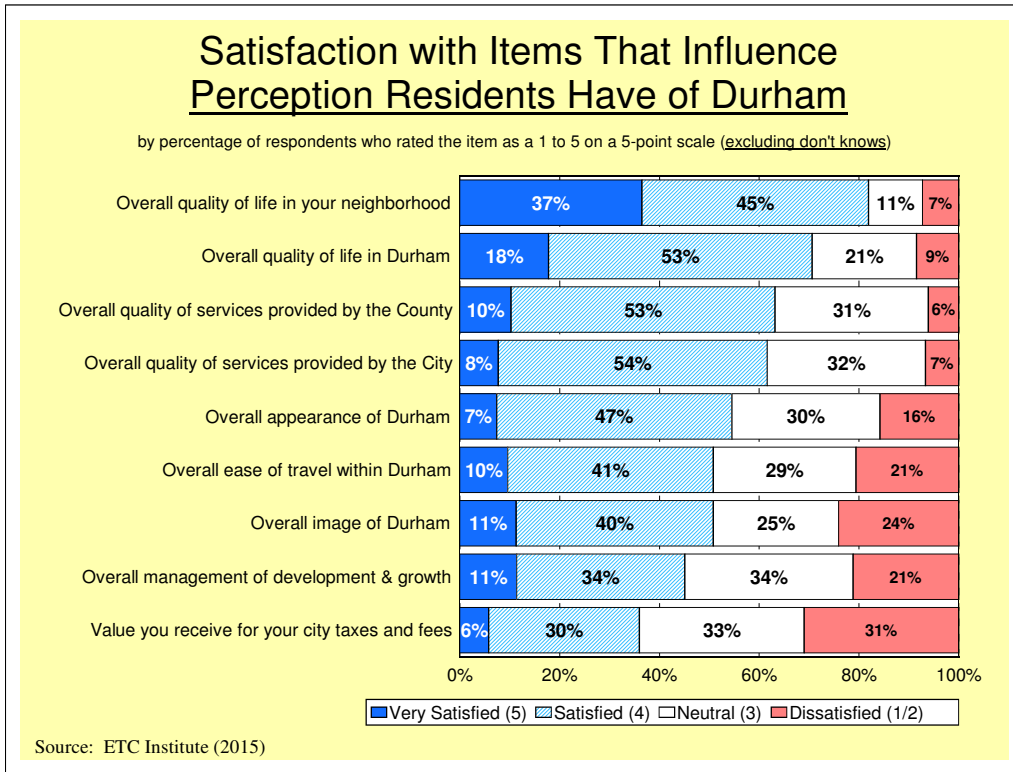
Source: ETC Institute (2015)

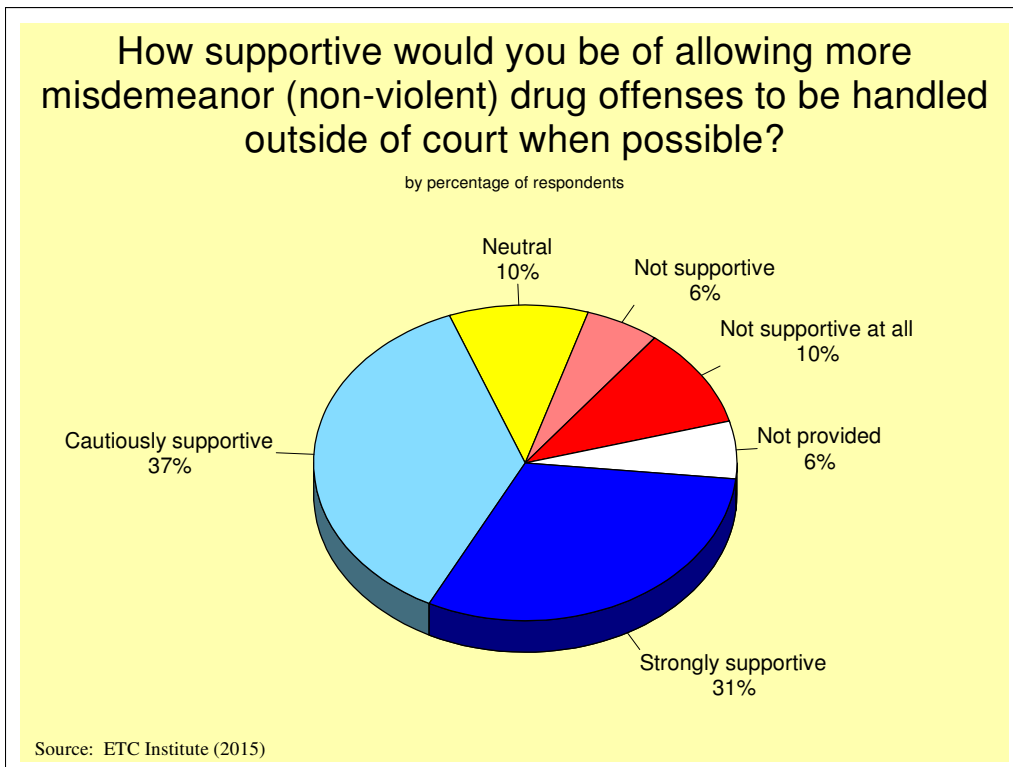
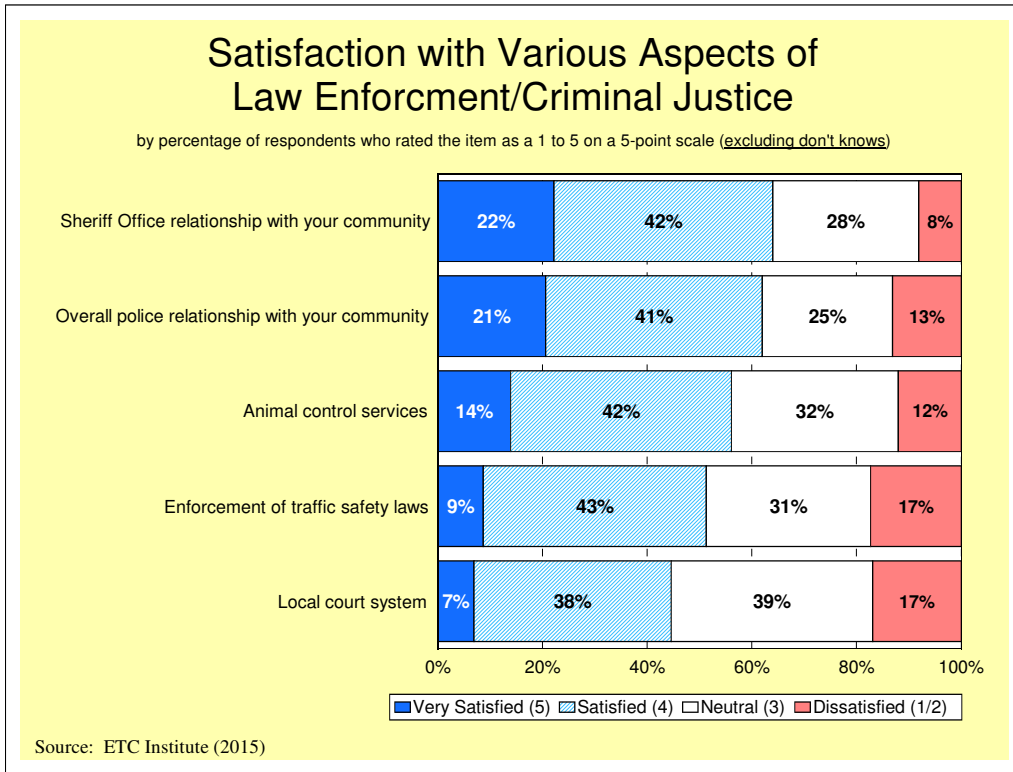
Services That Should Receive the Most Emphasis Over the Next Two Years

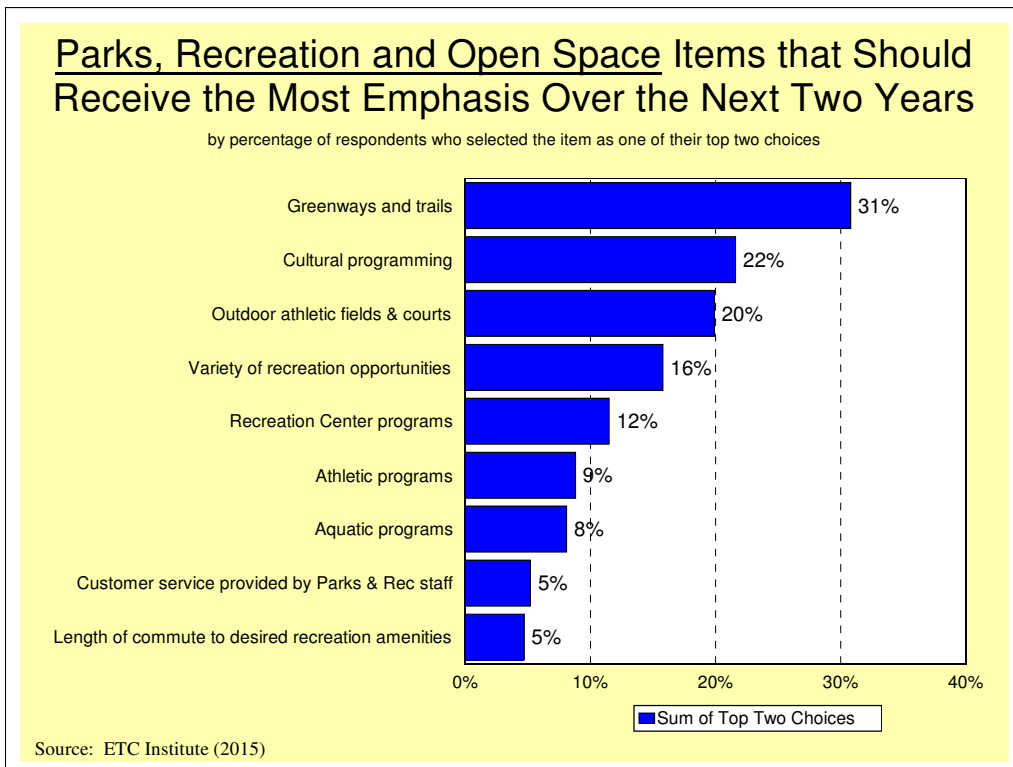
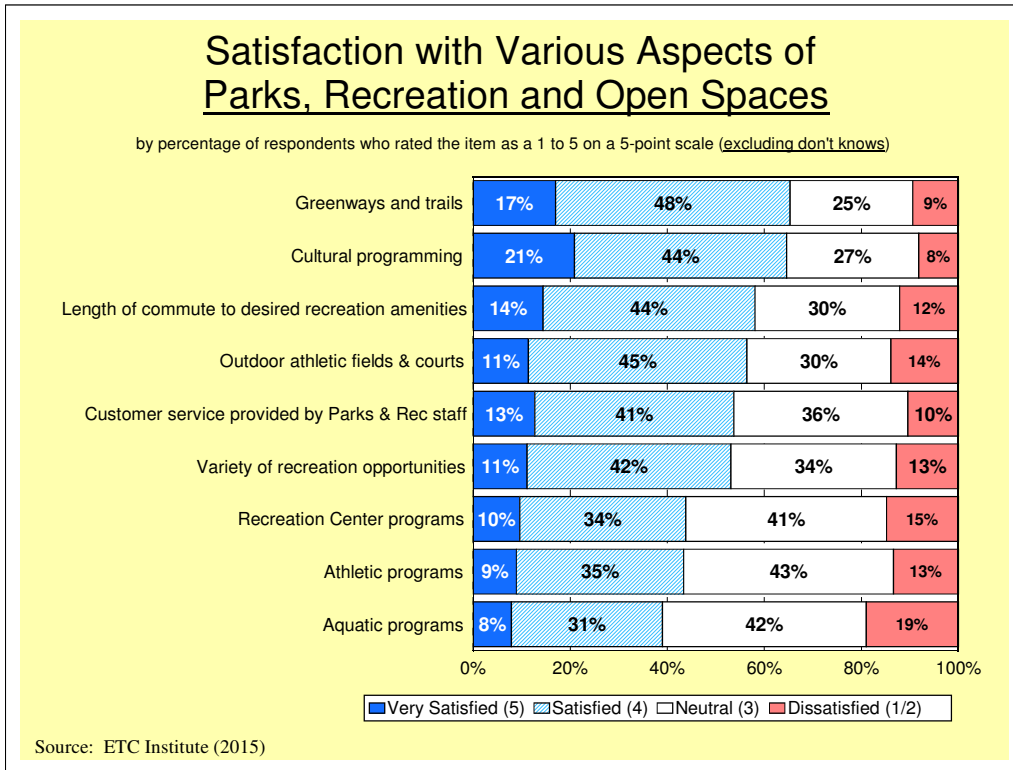
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

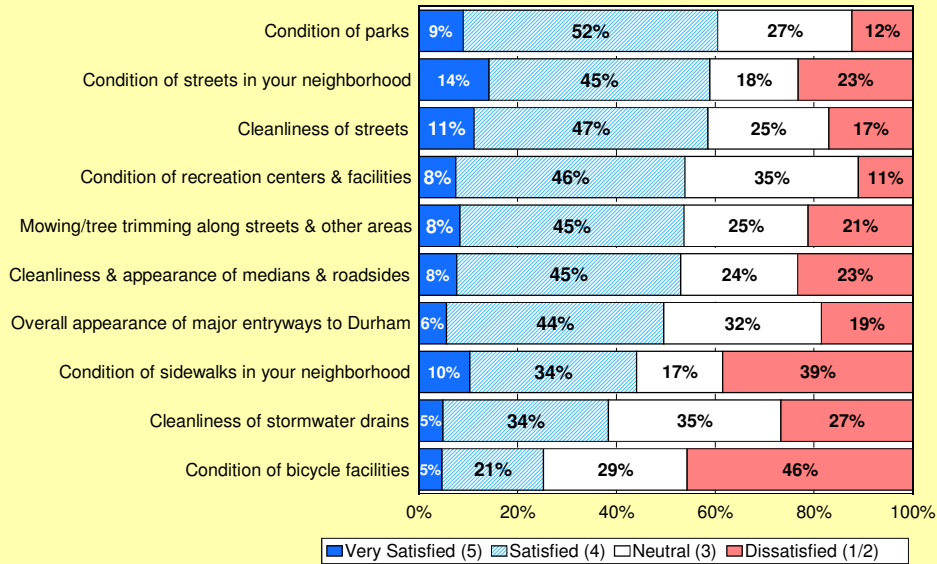






Satisfaction with Various Aspects of Maintenance

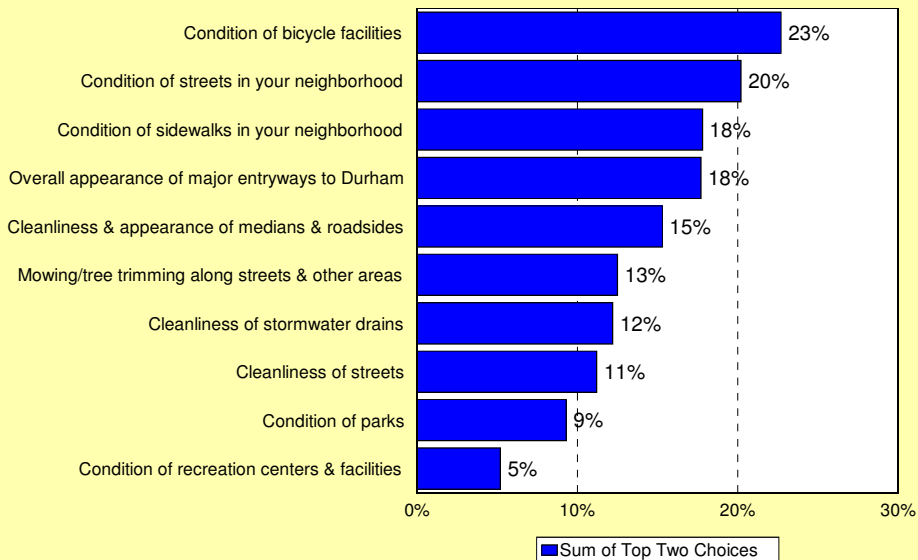
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



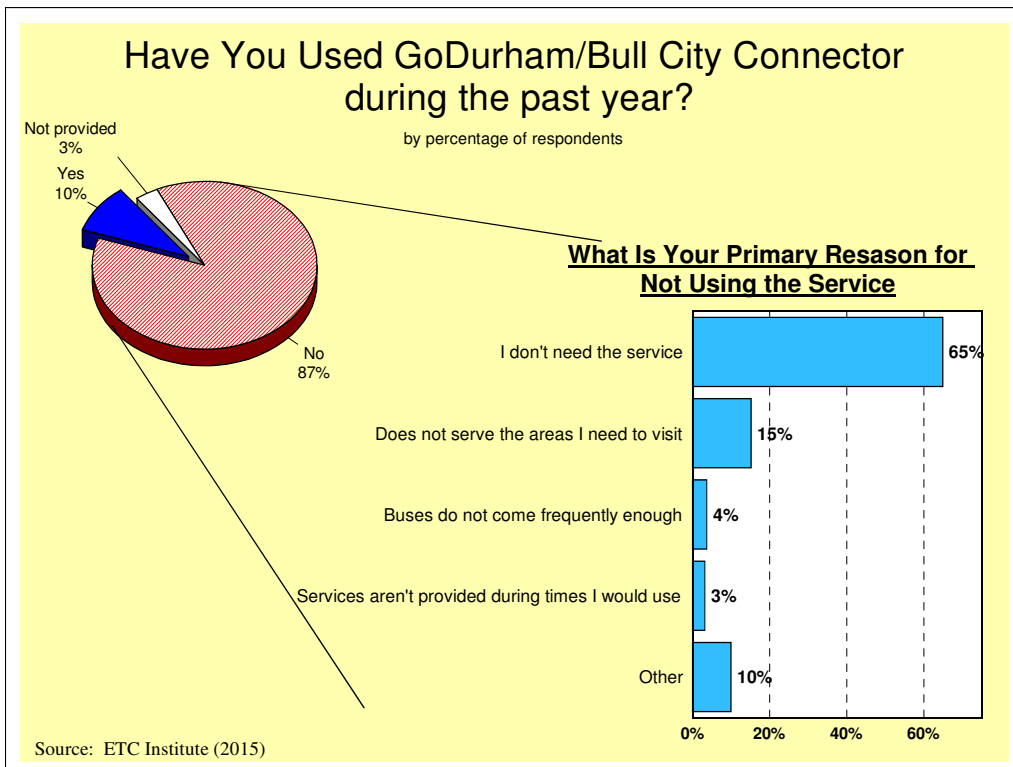
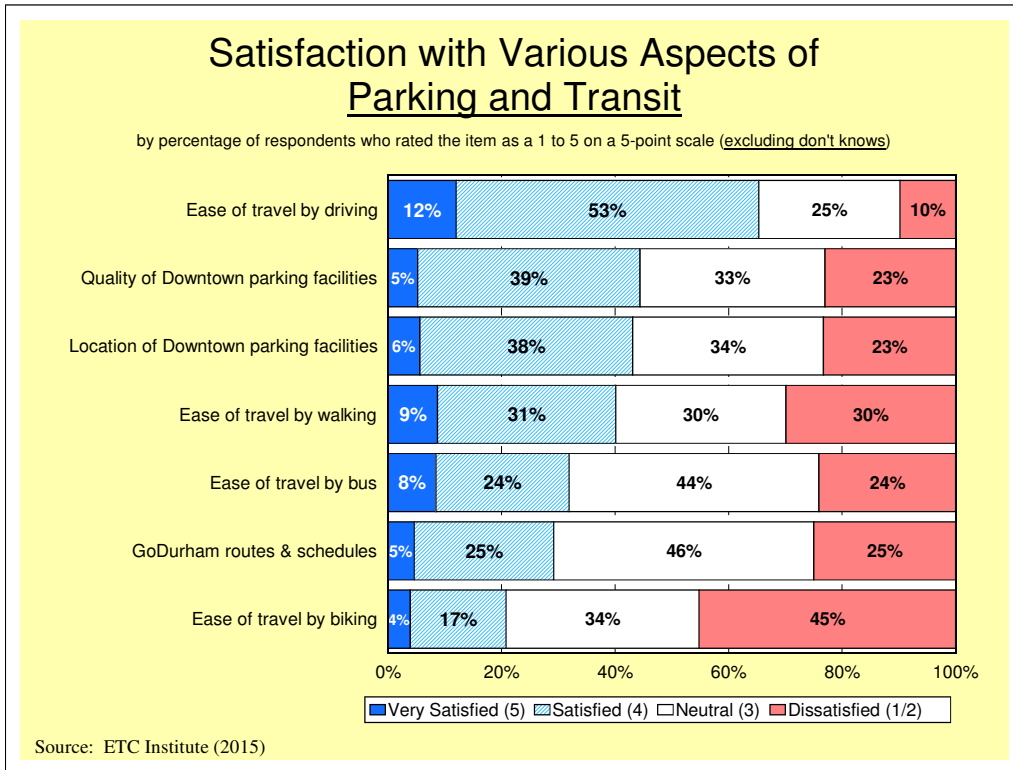
Source: ETC Institute (2015)

Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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

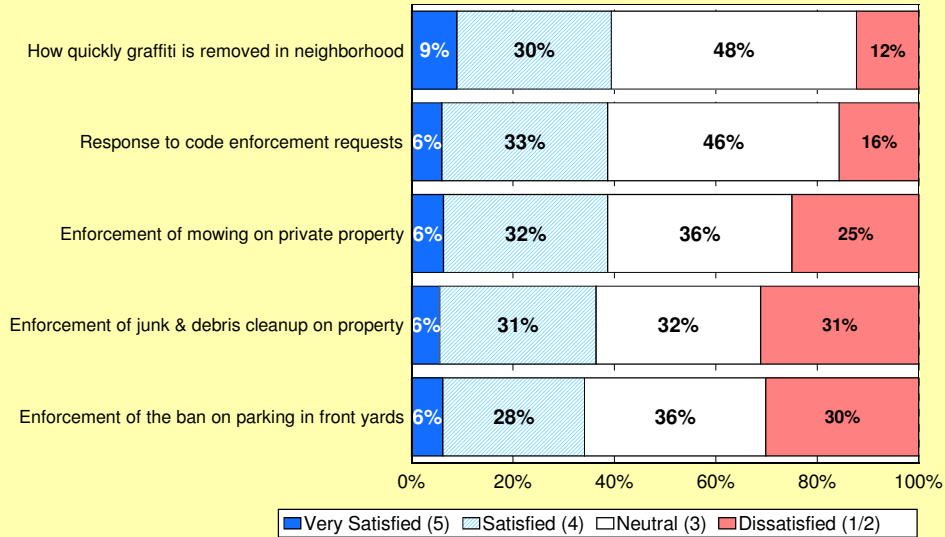


Source: ETC Institute (2015)



Satisfaction with Various Aspects of Code Enforcement

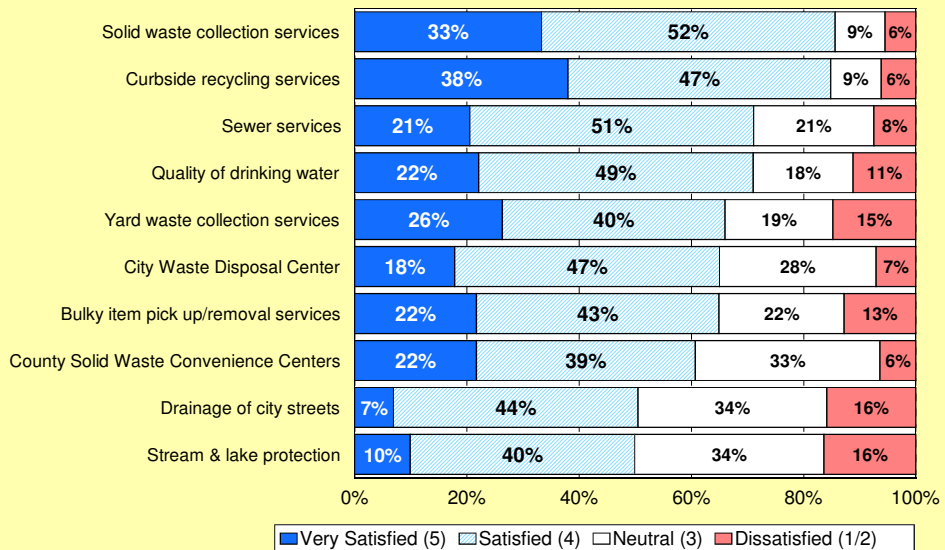
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



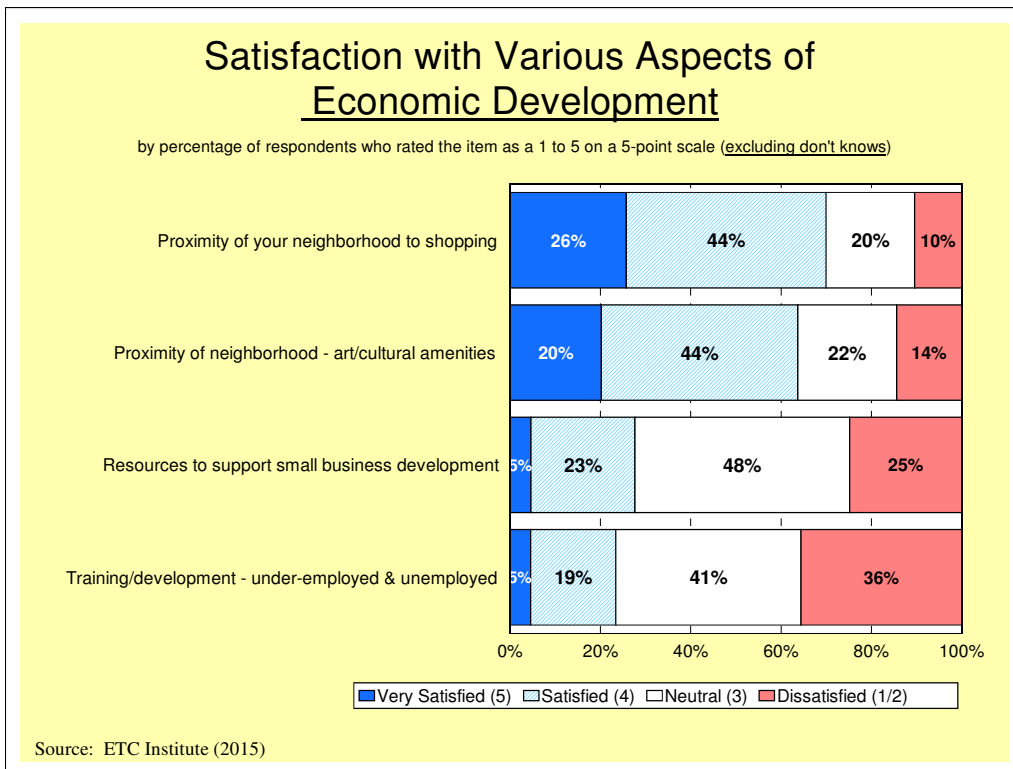
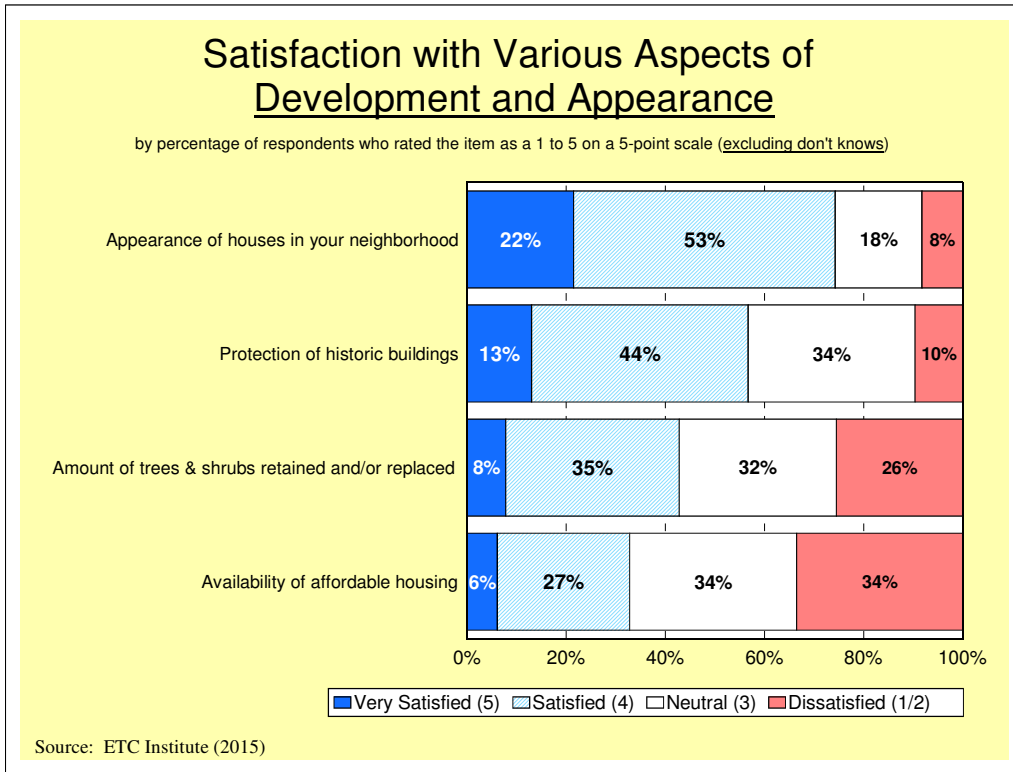
Source: ETC Institute (2015)

Satisfaction with Various Aspects of Solid Waste and Utility Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

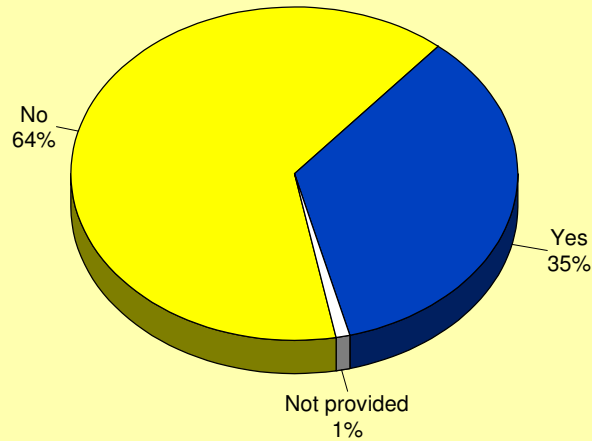


Source: ETC Institute (2015)



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?

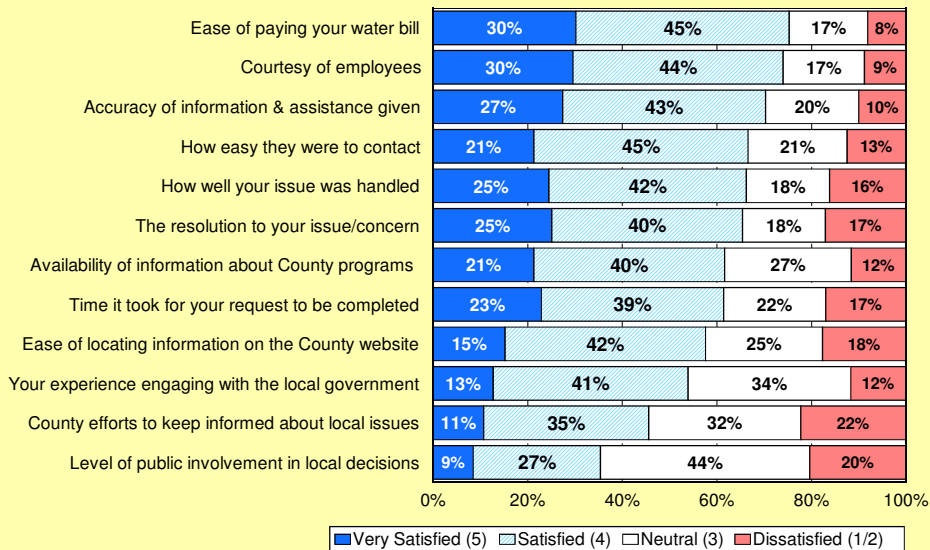
by percentage of respondents



Source: ETC Institute (2015)

Satisfaction with the Quality of Customer Service Received from County Employees

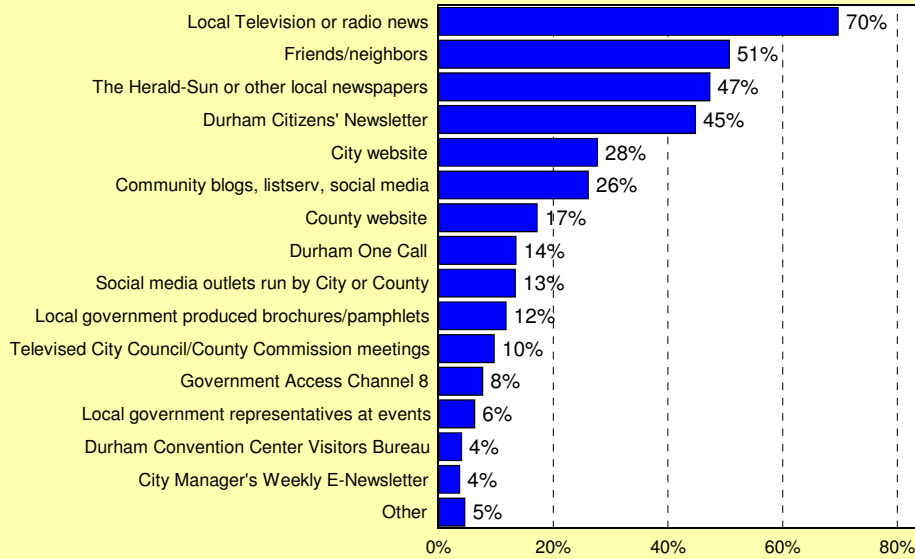
by percentage of respondents who have had contact with the County and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

How do you hear or receive information about community issues, services, and events?

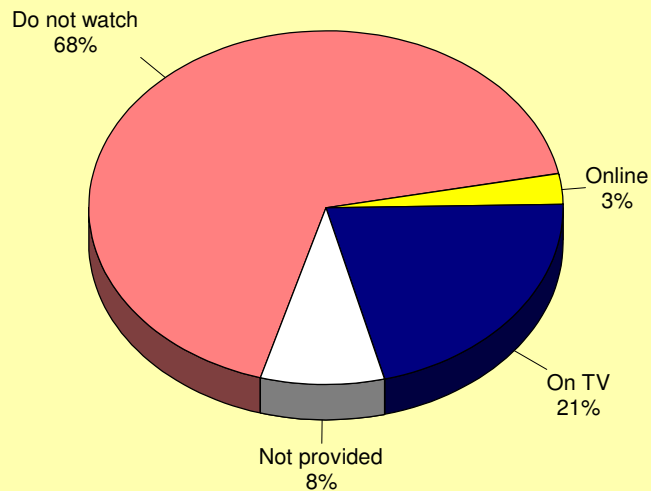
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2015)

Which methods do you use to watch DTN?

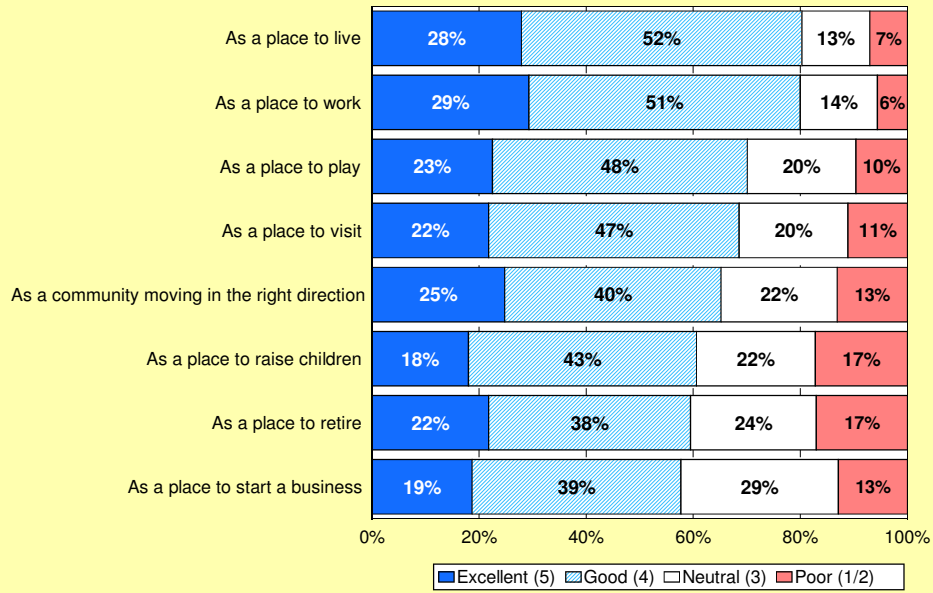
by percentage of respondents



Source: ETC Institute (2015)

Ratings of Durham County as a Place to Live

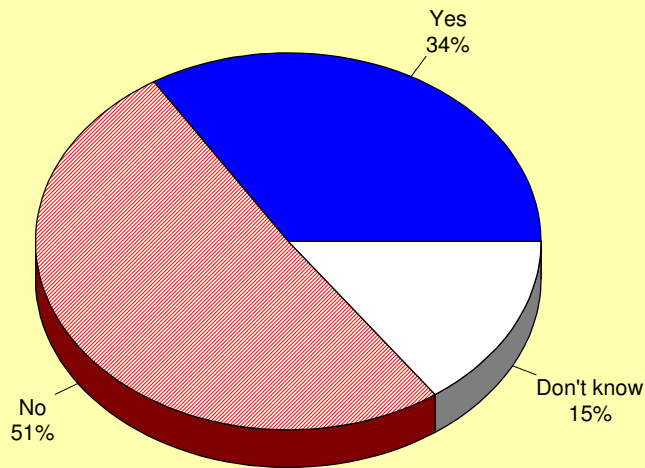
by percentage of respondents (excluding don't knows)



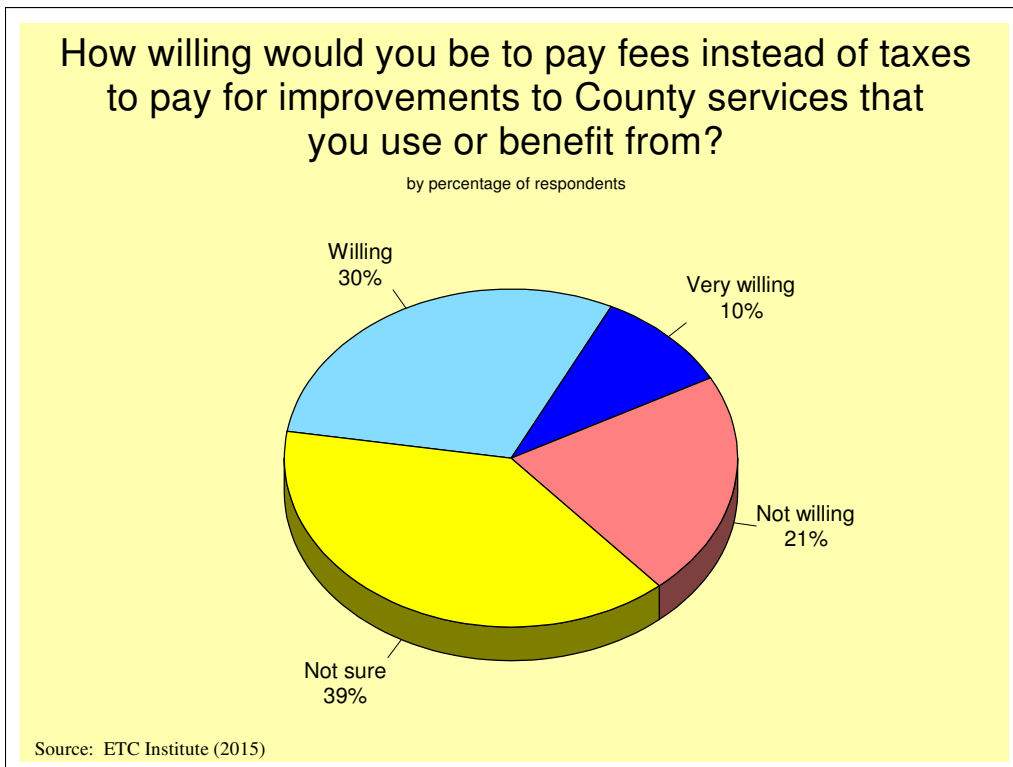
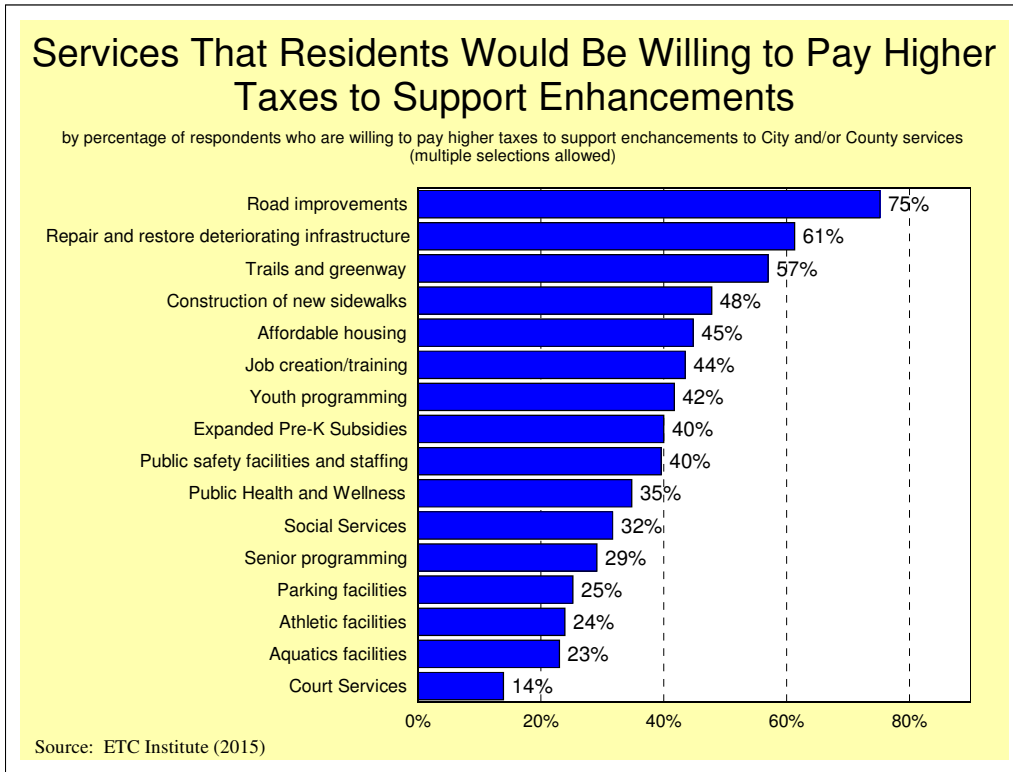
Source: ETC Institute (2015)

Would you be willing to pay higher taxes to support enhancements to City and/or County services?

by percentage of respondents



Source: ETC Institute (2015)



Demographics: Number of Years Respondents Have Lived in Durham

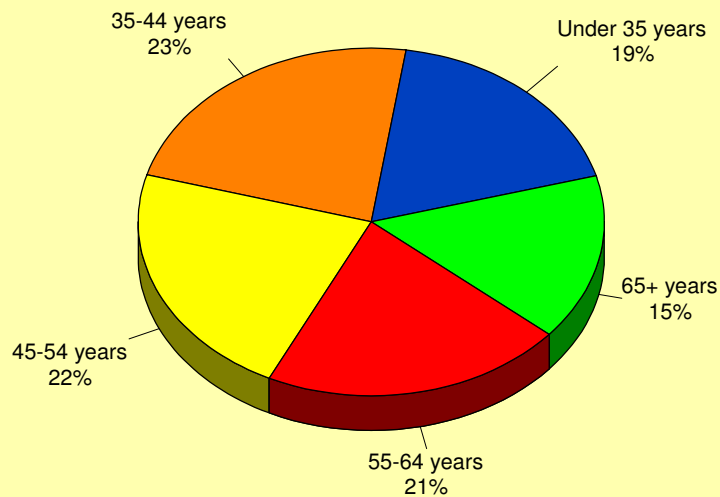
by percentage of respondents



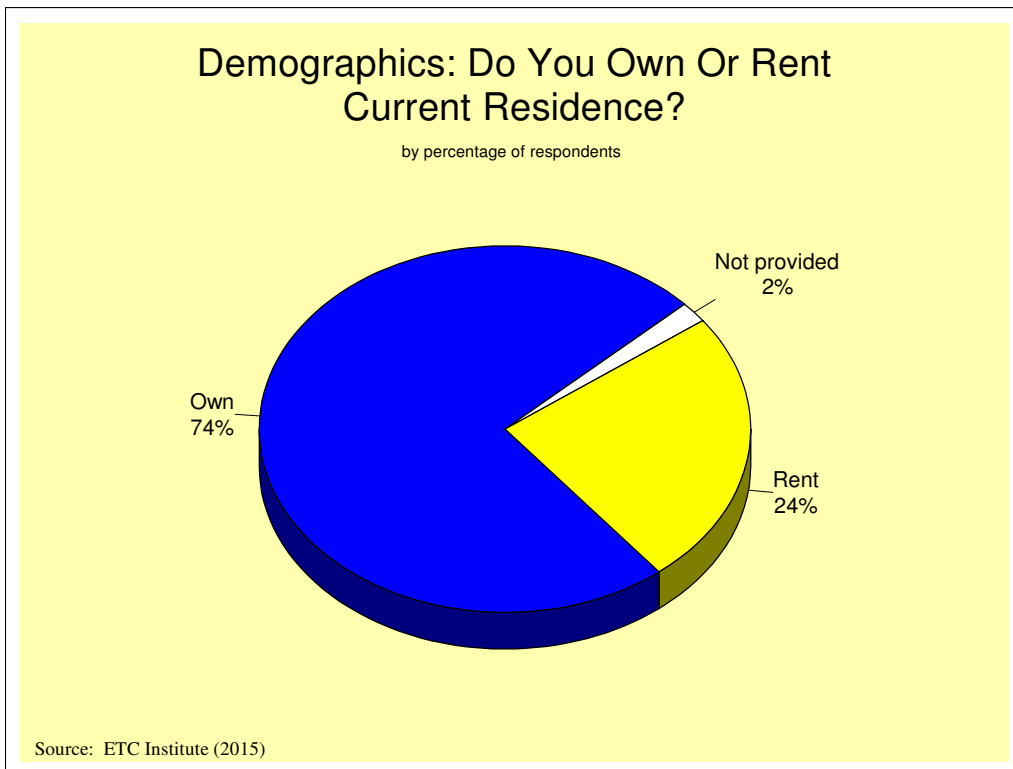
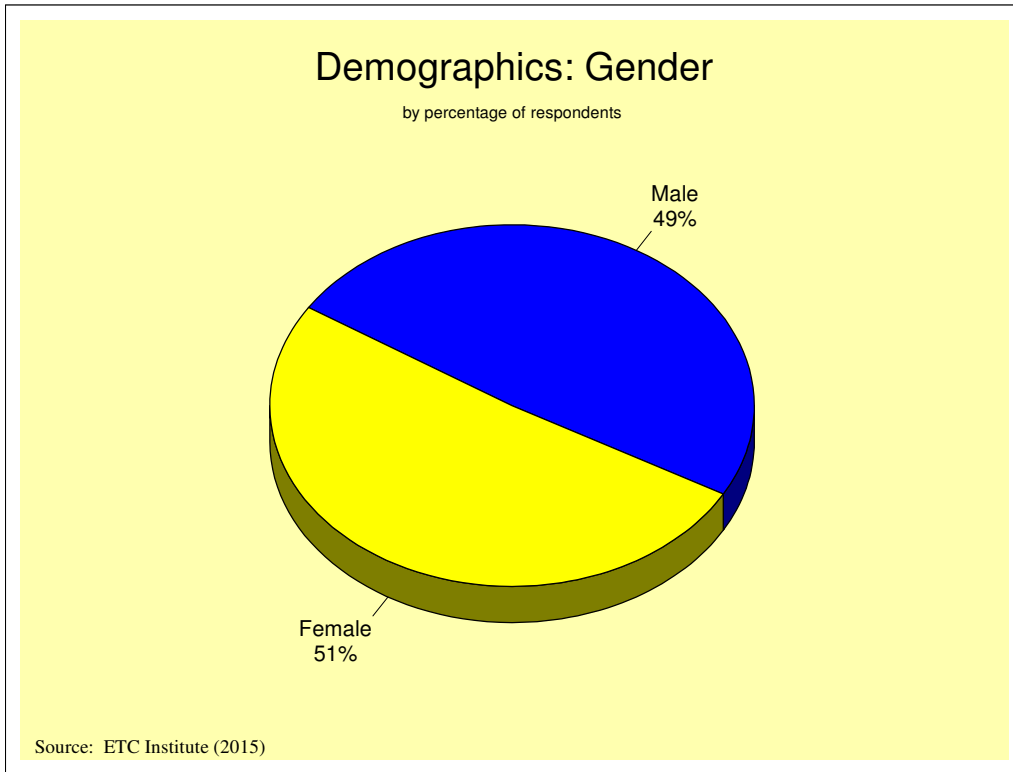
Source: ETC Institute (2015)

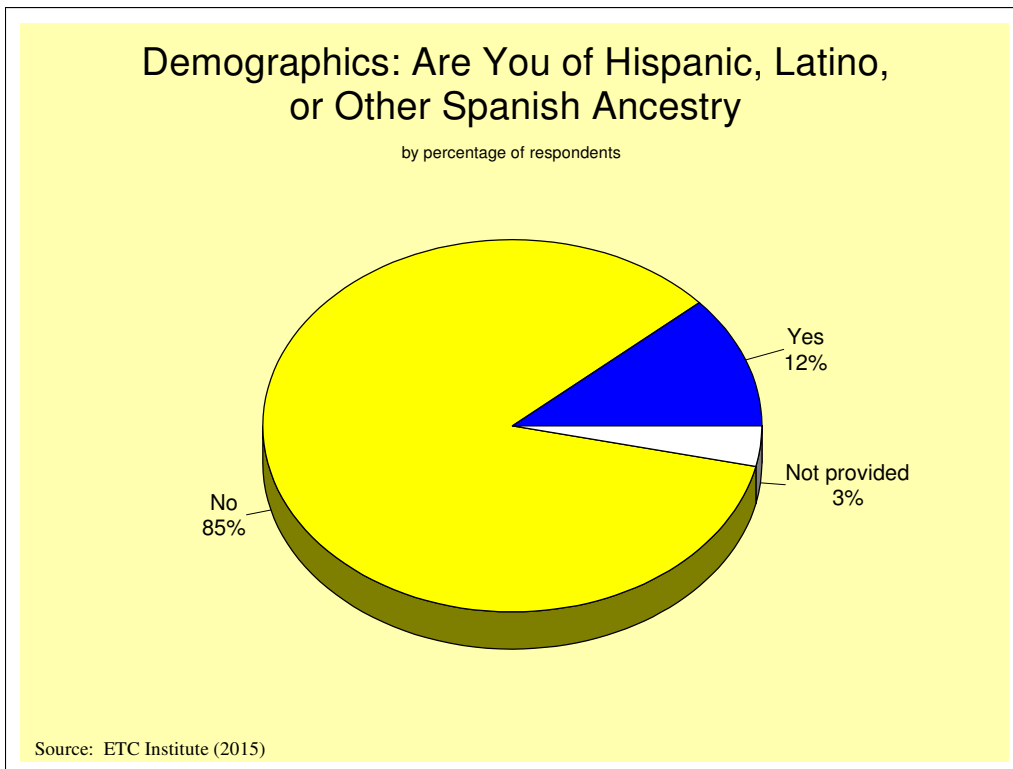
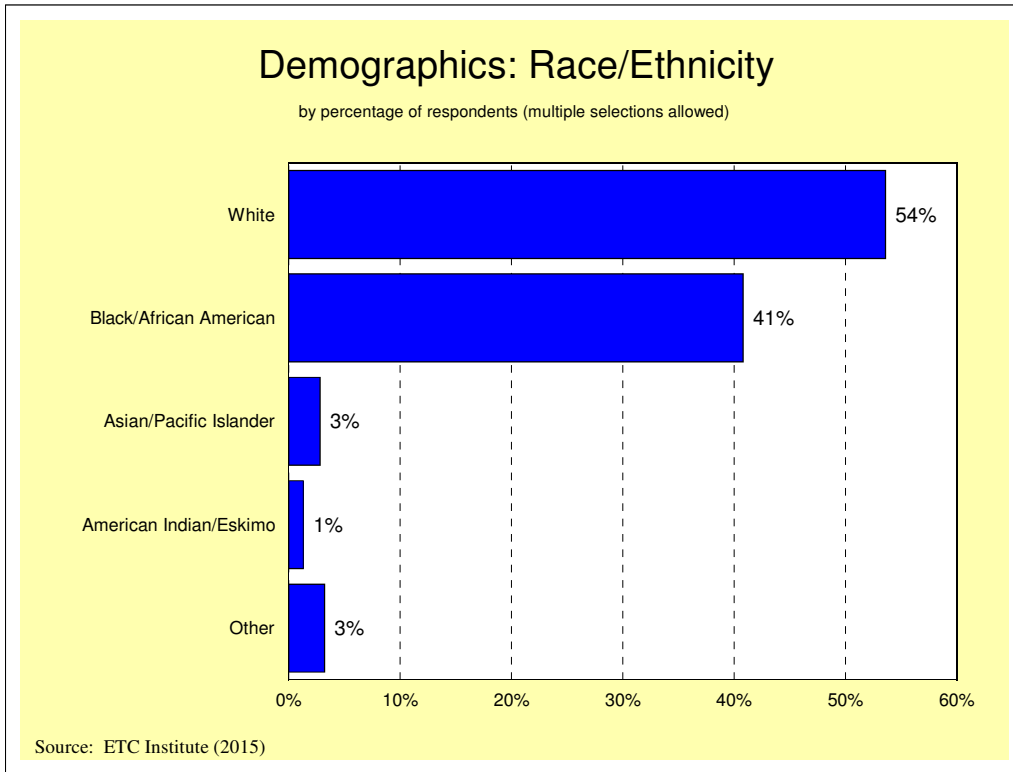
Demographics: Age of Respondents

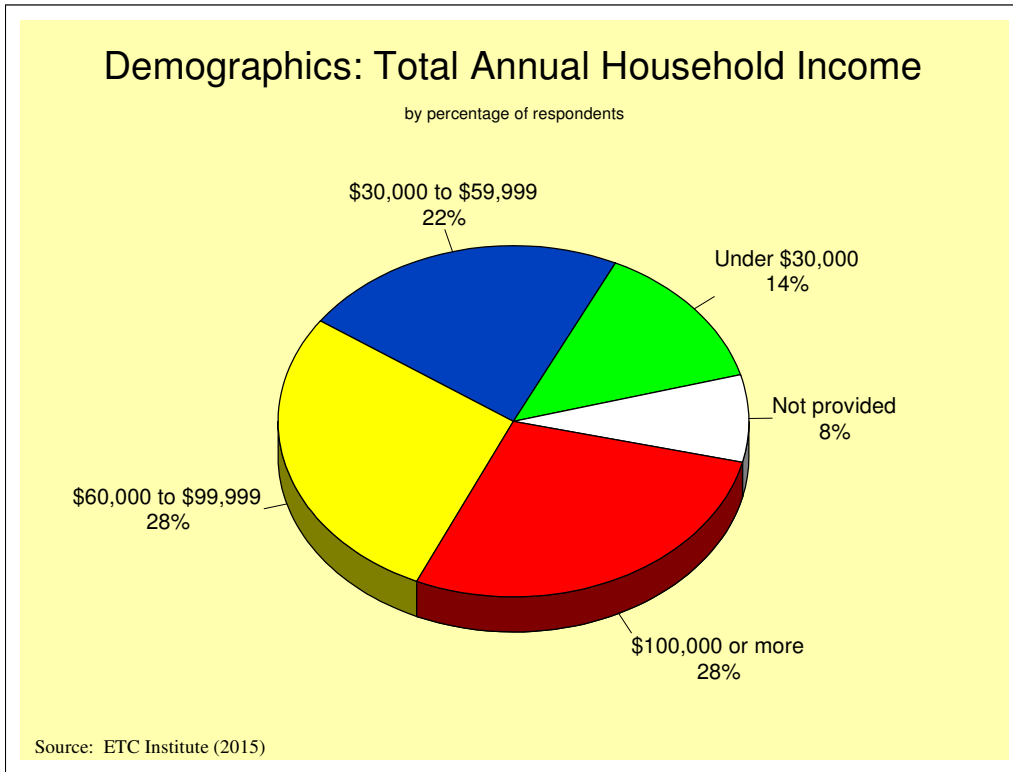
by percentage of respondents



Source: ETC Institute (2015)







Section 2:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Durham County, North Carolina

Overview

Today, community 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 cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that 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 that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of City/County services they thought should receive the most emphasis over the next two years. Twenty-eight percent (28%) ranked the "overall flow of traffic in Durham" as one of the most important services to emphasize over the next two years.



With regard to satisfaction, “overall flow of traffic in Durham” was ranked 17th overall with 34% rating as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for the “overall flow of traffic in Durham” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 28% was multiplied by 66% (1-0.34). This calculation yielded an I-S rating of 0.1848, which was ranked 2nd out of 19 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 that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the 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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .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 page.

Importance-Satisfaction Rating Durham County, North Carolina Major Categories of 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 streets	36%	2	32%	19	0.2448	1
High Priority (IS .10 - .20)						
Overall flow of traffic in Durham	28%	3	34%	17	0.1848	2
Overall quality of police protection	39%	1	66%	8	0.1326	3
Medium Priority (IS <.10)						
Overall quality of the public transit system	14%	4	34%	18	0.0924	4
Services of Durham County Dept of Social Services	11%	7	39%	16	0.0671	5
Overall quality of Tax Administration services	9%	10	42%	14	0.0522	6
Effectiveness of communication with the public	9%	8	48%	12	0.0468	7
Overall quality of sheriff protection	13%	5	66%	7	0.0442	8
Overall quality of parks & recreation programs	12%	6	65%	9	0.0420	9
Overall enforcement of codes & ordinances	7%	13	42%	15	0.0406	10
Overall quality of Public Health services	7%	12	47%	13	0.0371	11
Overall quality of water & sewer utilities	9%	9	69%	6	0.0279	12
Customer service received from City employees	6%	14	60%	10	0.0240	13
Customer service received from County employees	4%	15	60%	11	0.0160	14
Quality of fire protection & rescue services	7%	11	84%	1	0.0112	15
Overall quality of EMS services	3%	17	82%	3	0.0054	16
Overall quality of library services & programs	3%	16	83%	2	0.0051	17
Response time for fire services	2%	18	78%	5	0.0044	18
Response time for EMS services	2%	19	80%	4	0.0040	19

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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating Durham County, North Carolina Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Greenways and trails	31%	1	65%	1	0.1085	1
Medium Priority (IS <.10)						
Outdoor athletic fields & courts	20%	3	56%	4	0.0880	2
Cultural programming	22%	2	65%	2	0.0770	3
Variety of recreation opportunities	16%	4	53%	6	0.0752	4
Recreation Center programs	12%	5	44%	7	0.0672	5
Athletic programs	9%	6	43%	8	0.0513	6
Aquatic programs	8%	7	39%	9	0.0488	7
Customer service provided by Parks & Rec staff	5%	8	54%	5	0.0230	8
Length of commute to desired recreation amenities	5%	9	58%	3	0.0210	9

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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating Durham County, North Carolina Maintenance Services

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 bicycle facilities	23%	1	25%	10	0.1725	1
Condition of sidewalks in your neighborhood	18%	3	44%	8	0.1008	2
Medium Priority (IS <.10)						
Overall appearance of major entryways to Durham	18%	4	50%	7	0.0900	3
Condition of streets in your neighborhood	20%	2	59%	2	0.0820	4
Cleanliness of stormwater drains	12%	7	38%	9	0.0744	5
Cleanliness & appearance of medians & roadsides	15%	5	53%	6	0.0705	6
Mowing/tree trimming along streets & other areas	13%	6	54%	5	0.0598	7
Cleanliness of streets	11%	8	59%	3	0.0451	8
Condition of parks	9%	9	61%	1	0.0351	9
Condition of recreation centers & facilities	5%	10	54%	4	0.0230	10

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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Section 3:
Benchmarking Analysis

DirectionFinder Survey

Year 2015 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during July 2015 to a random sample of more than 2,000 residents in the continental United States living in cities with a population of more than 250,000 residents and (2) survey results from 30 large communities (population of more than 250,000 residents) where the *DirectionFinder*® survey was administered between January 2011 and July 2015. The national survey results were used as the basis for the average performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this report are listed below:

- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Mecklenburg County, NC
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, Texas
- Providence, RI
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ

There are two sets of charts in this report:

- The **first set** shows how the results for Durham County compare to the national average for large U.S. cities. The blue bar shows the results for Durham County. The green bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents living in cities with a population of more than 250,000 residents during July of 2015.
- The **second set** shows how the results for Durham County compare to the range of performance for other large U.S. communities. A total of 30 large U.S. communities were included in this analysis (these cities 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 results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents living in cities with a population of more than 250,000 residents during July of 2015.

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.

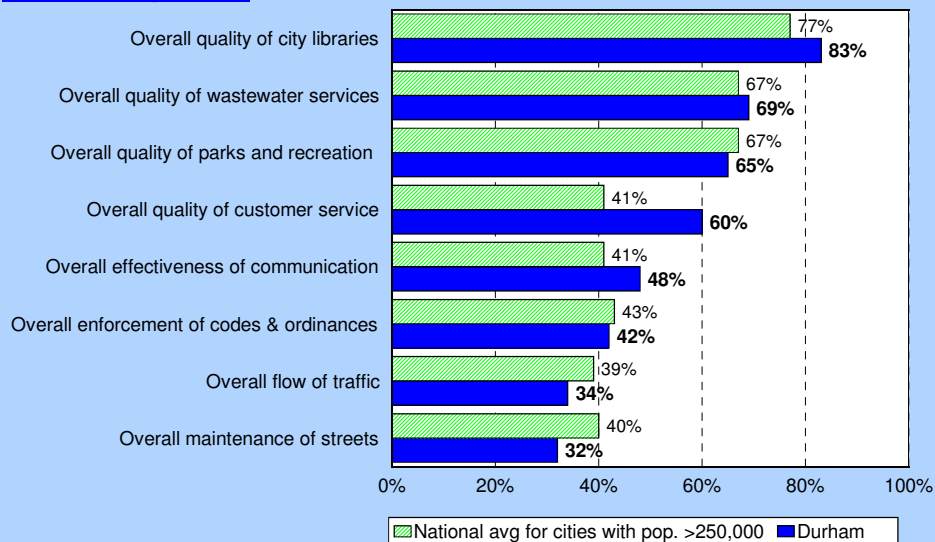
The national averages shown in these charts are based on the results of a national survey that was administered by ETC Institute to a random sample of more than 2000 U.S. residents living in communities with a population of more than 250,000 residents during July of 2015.

Satisfaction with Major Categories of City Services

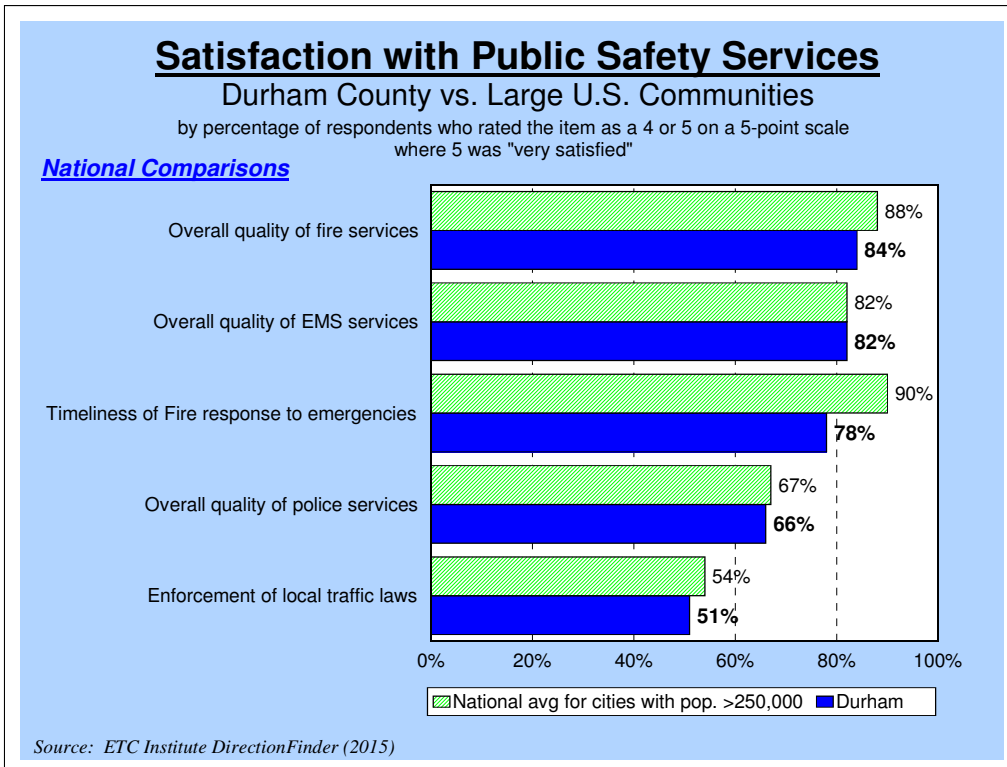
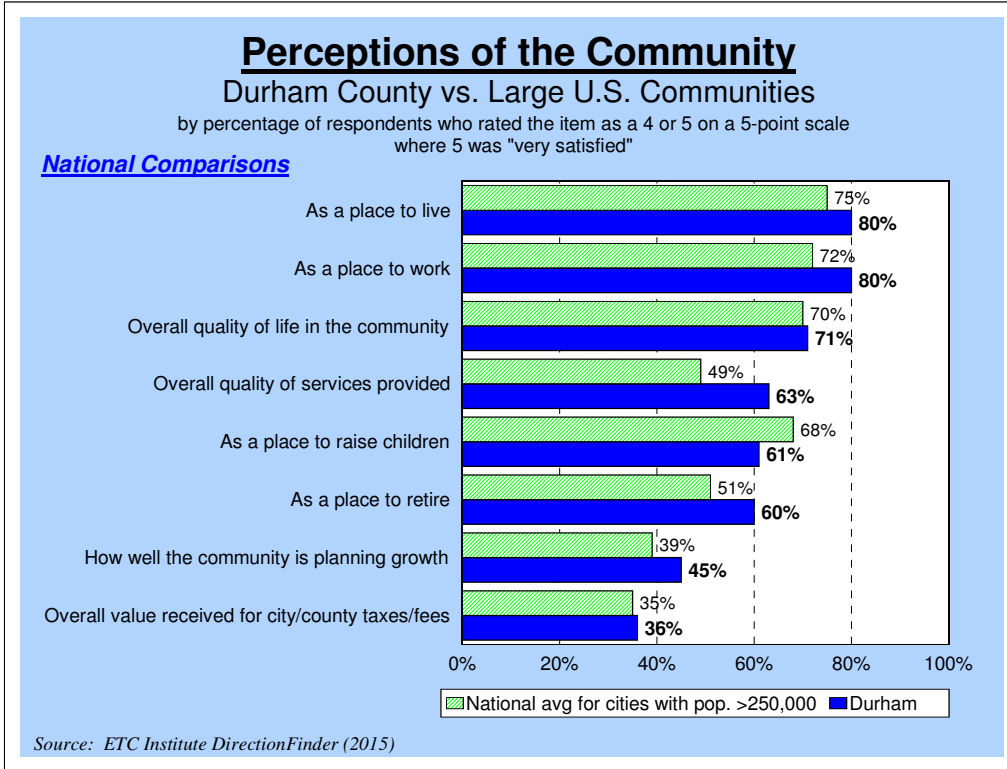
Durham County vs. Large U.S. Communities

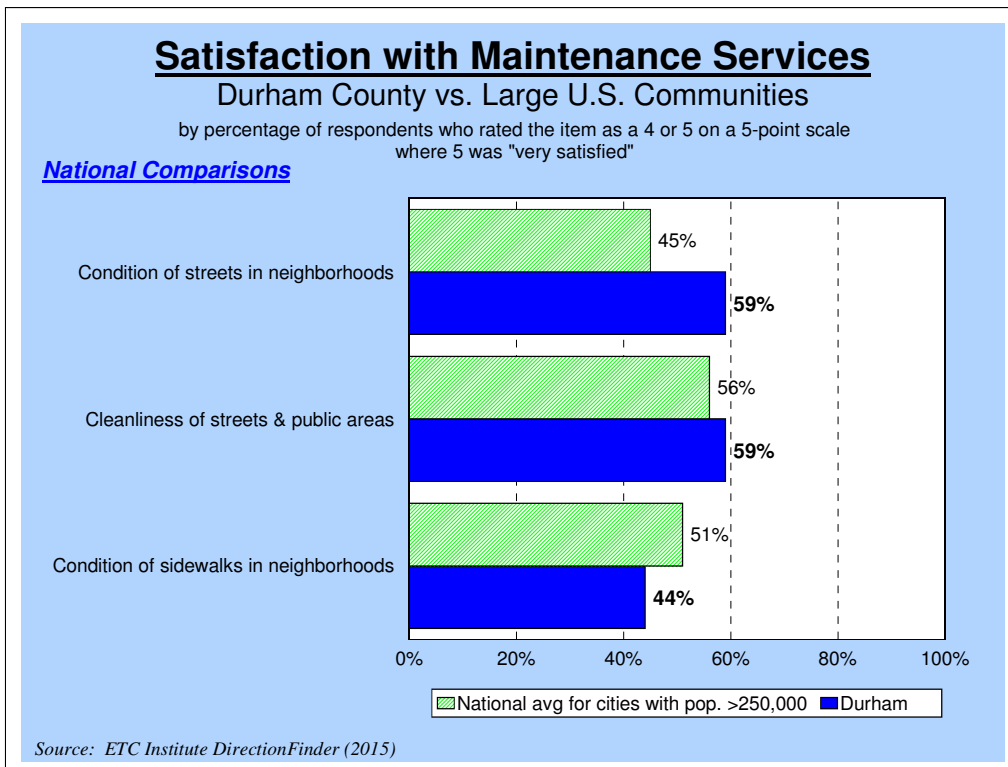
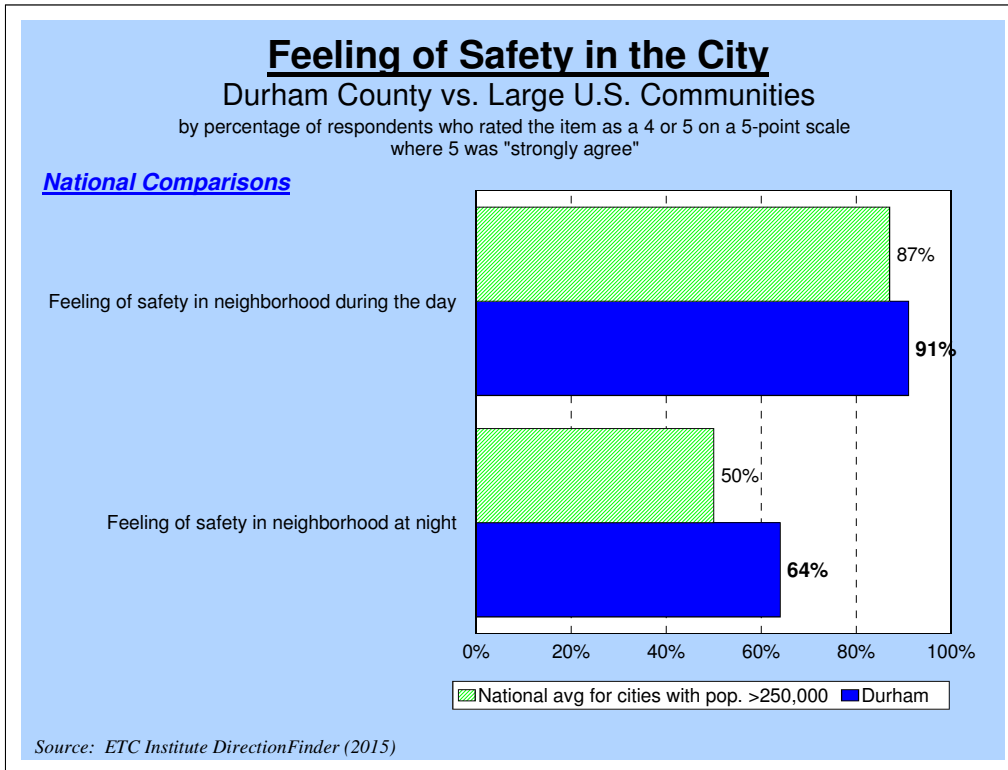
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

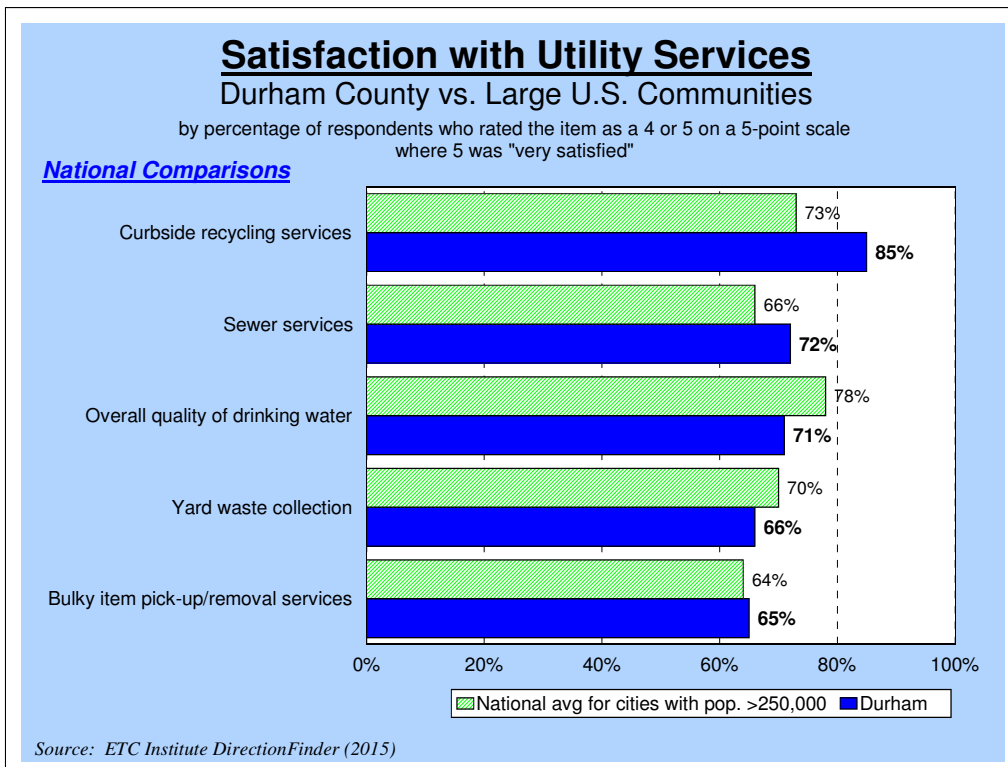
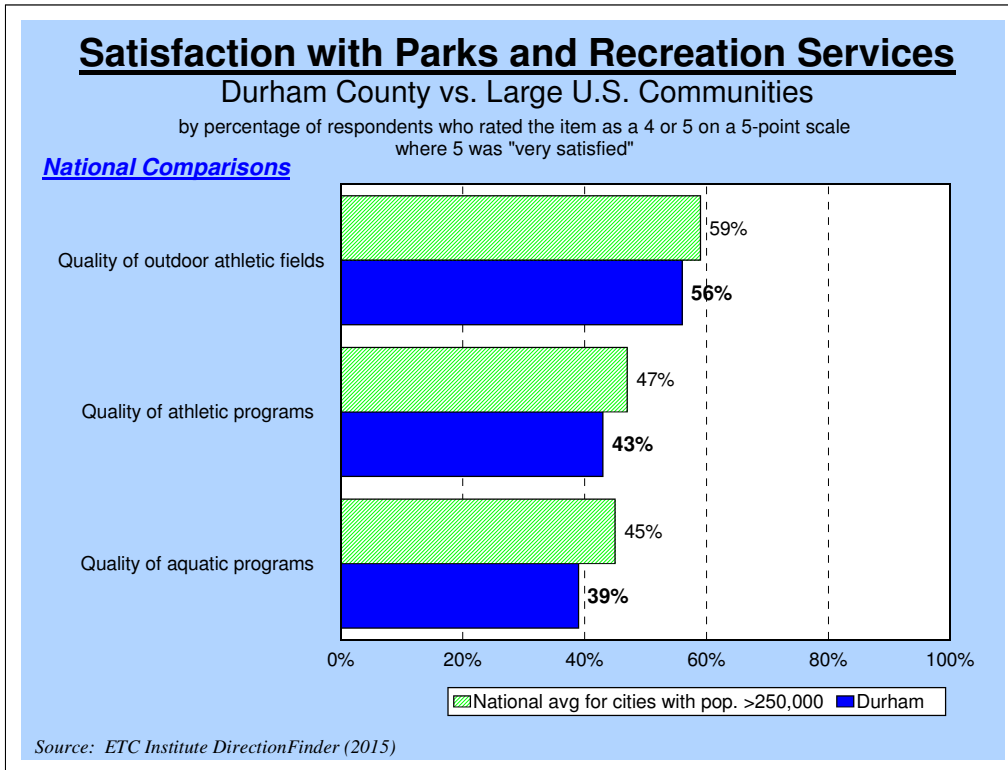
National Comparisons

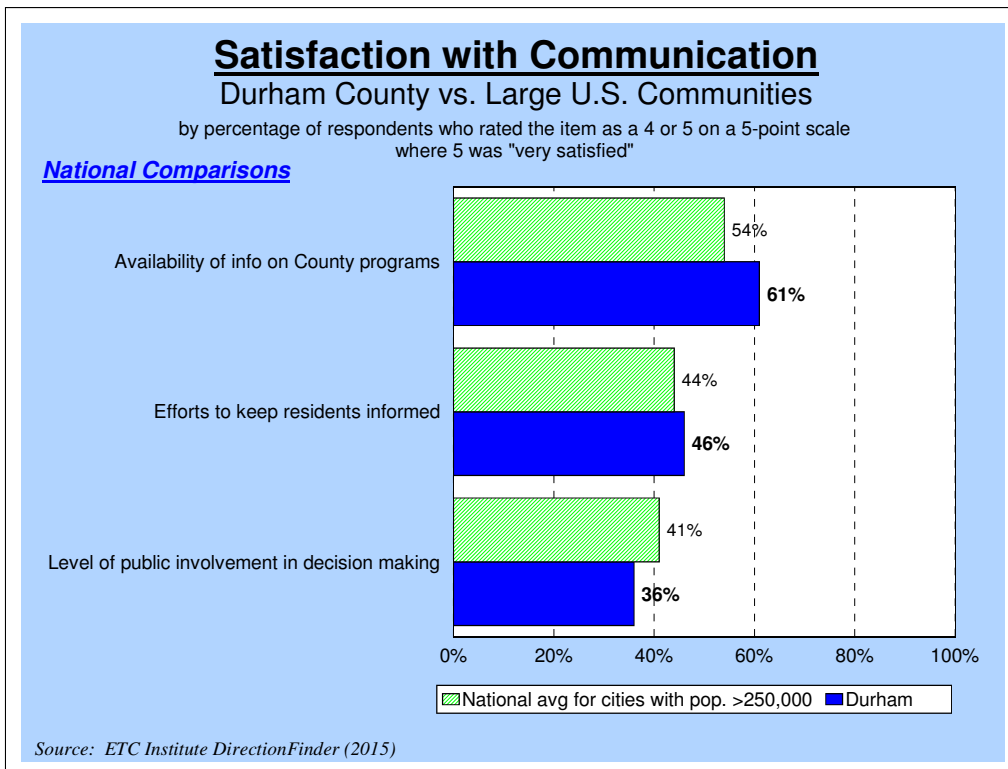
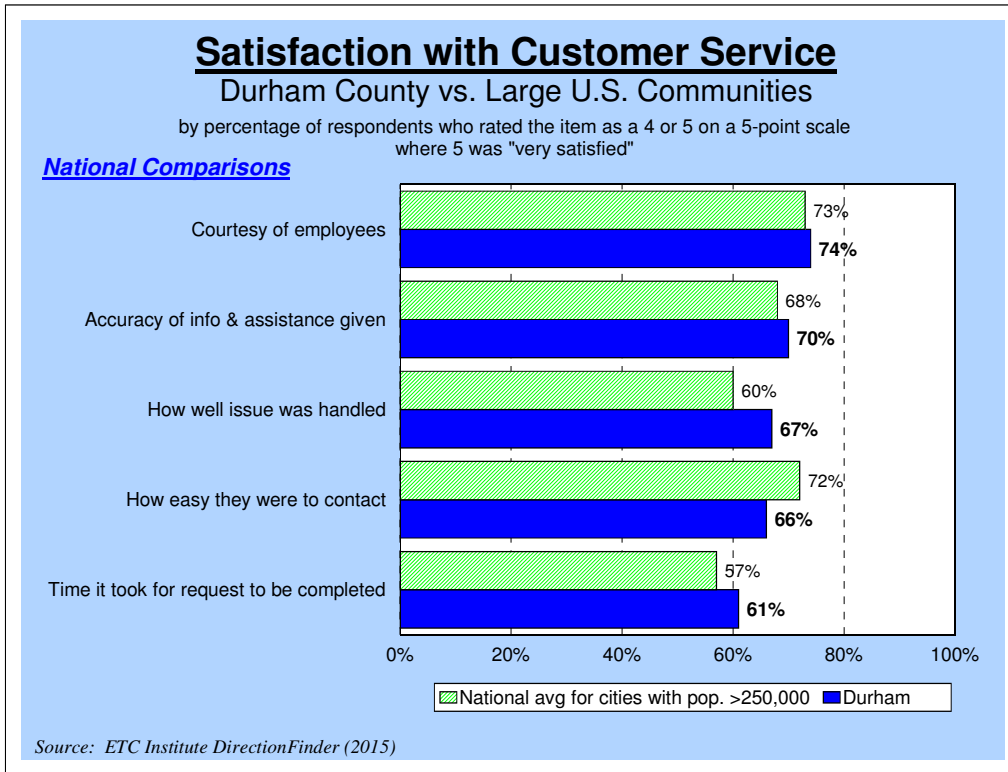


Source: ETC Institute DirectionFinder (2015)







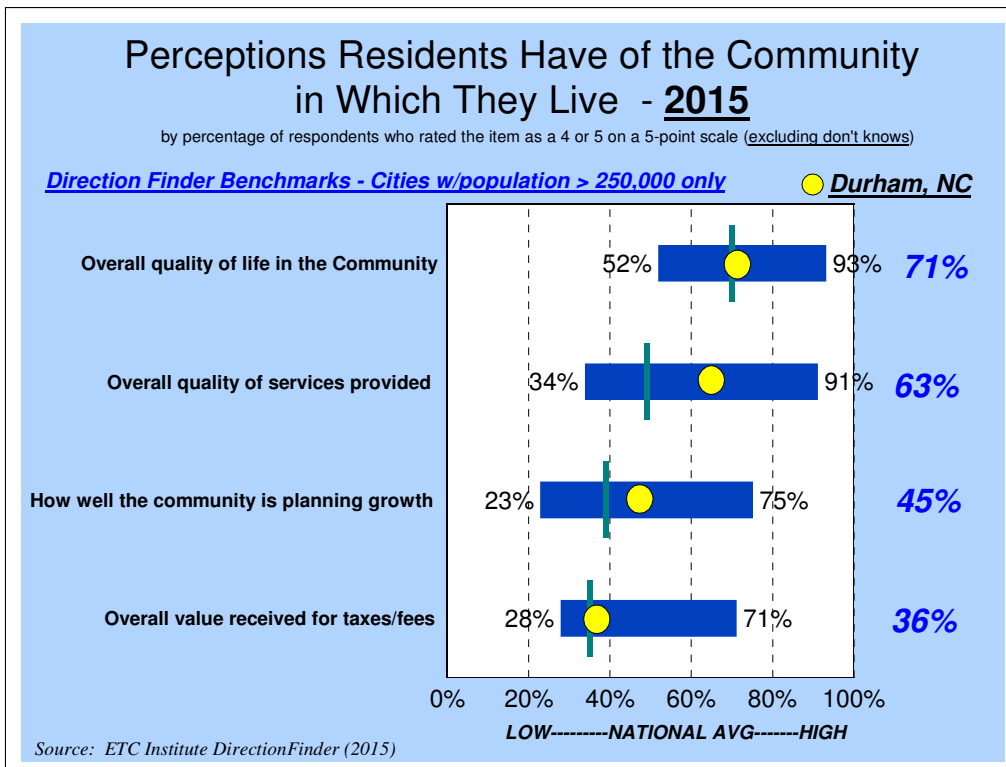
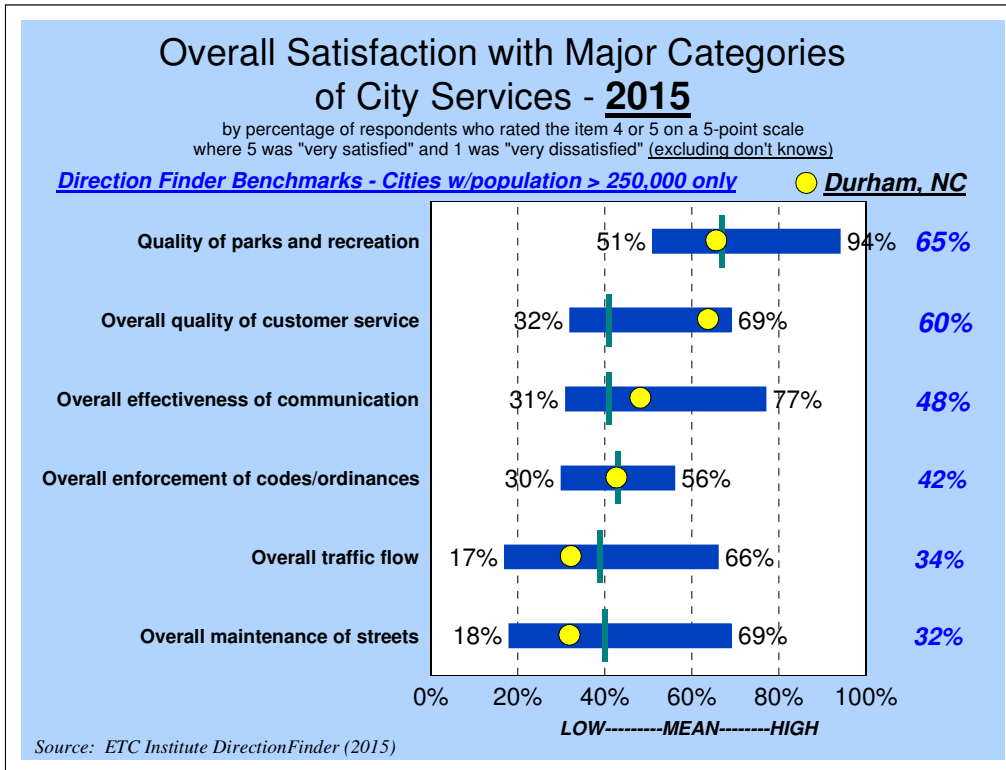


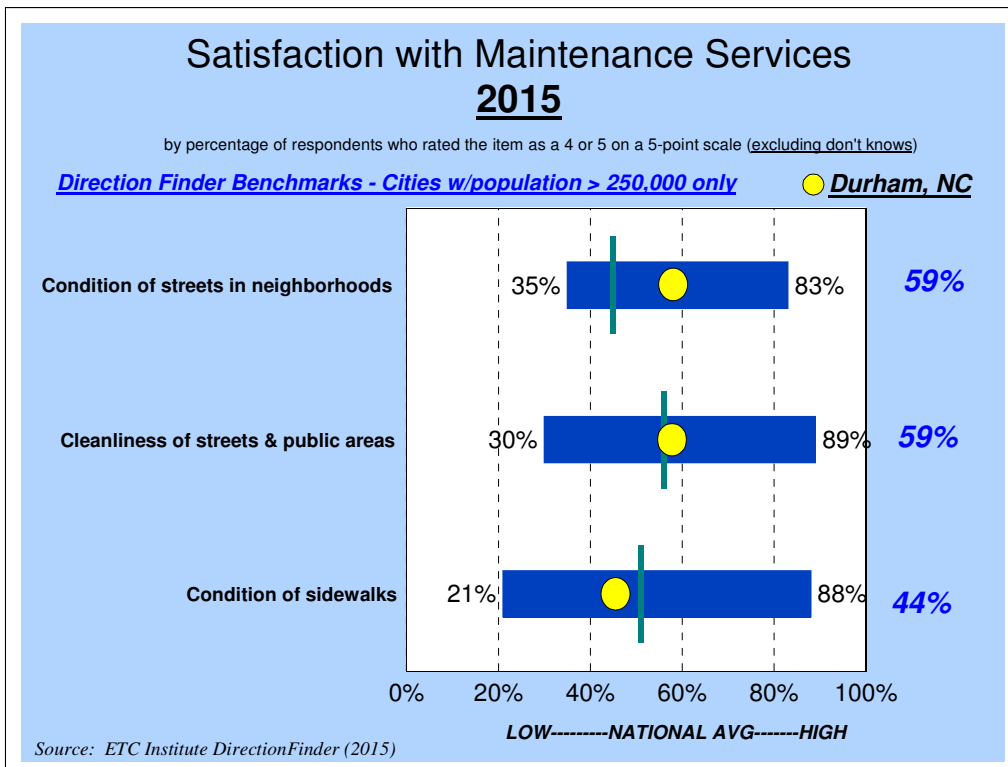
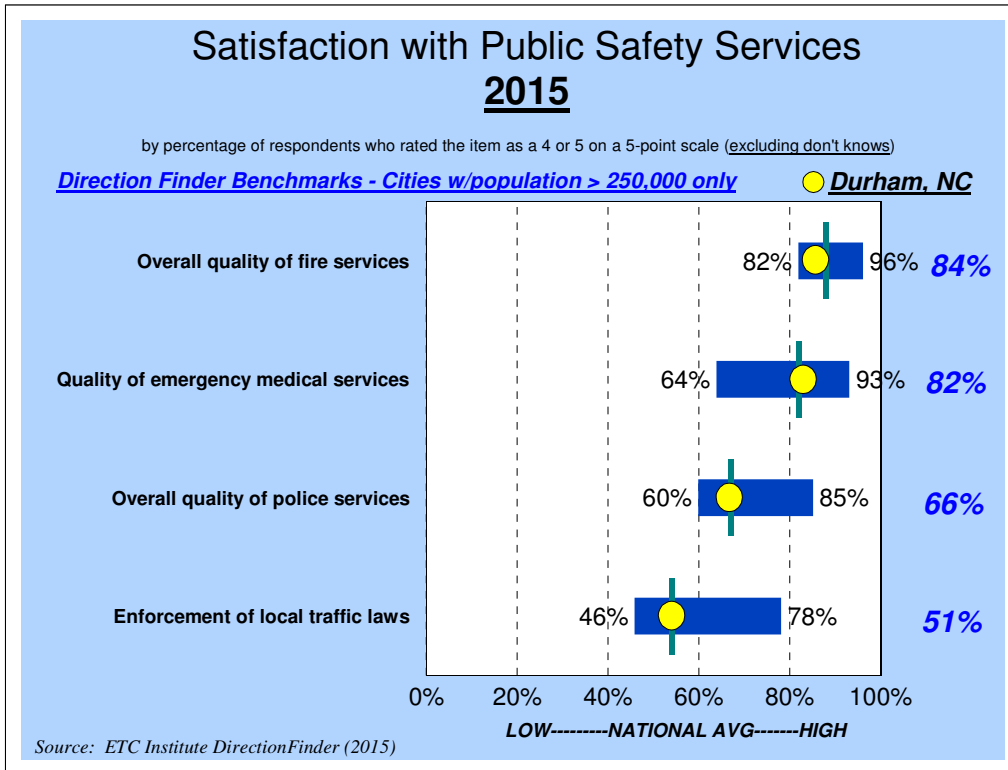
Comparison to a Range of Performance

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.

Benchmarking Communities

- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, TX
- Providence, RI
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ





Section 4:
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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q1-1. Overall quality of police protection	15.5%	44.8%	22.3%	6.9%	2.4%	8.1%
Q1-2. Overall quality of sheriff protection	18.2%	38.4%	23.5%	4.0%	1.3%	14.6%
Q1-3. Overall quality of fire protection & rescue services	30.5%	44.8%	13.3%	0.7%	0.1%	10.5%
Q1-4. Response time for fire services	22.5%	28.8%	13.7%	0.4%	0.4%	34.1%
Q1-5. Overall quality of EMS services	28.0%	31.6%	12.2%	0.4%	0.3%	27.4%
Q1-6. Response time for EMS services	26.5%	28.4%	11.8%	1.2%	0.6%	31.5%
Q1-7. Overall maintenance of streets in City	3.4%	27.2%	26.3%	29.0%	10.6%	3.5%
Q1-8. Overall flow of traffic in Durham	2.9%	29.8%	33.8%	25.4%	4.9%	3.2%
Q1-9. Overall quality of public transit system (GoDurham, formerly DATA)	4.4%	14.9%	25.7%	9.4%	2.9%	42.6%
Q1-10. Overall quality of water & sewer utilities	14.7%	45.9%	18.3%	6.0%	3.2%	11.8%
Q1-11. Overall enforcement of codes & ordinances	6.4%	28.4%	35.6%	9.5%	3.4%	16.8%
Q1-12. Overall quality of customer service you receive from City employees	9.3%	42.2%	25.8%	5.9%	2.5%	14.3%
Q1-13. Overall quality of customer service you receive from County employees	10.6%	39.4%	27.0%	4.6%	1.9%	16.5%
Q1-14. Overall effectiveness of communication with public	7.1%	38.1%	37.8%	9.7%	1.8%	5.6%
Q1-15. Overall quality of parks & recreation programs	14.0%	44.5%	21.8%	7.5%	1.8%	10.5%

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
Q1-16. Overall quality of library services & programs	32.4%	43.0%	13.3%	1.8%	0.7%	8.8%
Q1-17. Overall quality of services provided by Durham County Department of Social Services	4.3%	16.7%	24.1%	5.6%	2.7%	46.6%
Q1-18. Overall quality of Public Health services	5.3%	21.6%	24.9%	4.4%	1.0%	42.8%
Q1-19. Overall quality of Tax Administration services	6.5%	30.4%	36.7%	9.9%	4.7%	11.8%

WITHOUT DON'T KNOWS

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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of police protection	16.9%	48.7%	24.3%	7.6%	2.6%
Q1-2. Overall quality of sheriff protection	21.3%	45.0%	27.5%	4.7%	1.6%
Q1-3. Overall quality of fire protection & rescue services	34.1%	50.1%	14.8%	0.8%	0.2%
Q1-4. Response time for fire services	34.1%	43.7%	20.9%	0.7%	0.7%
Q1-5. Overall quality of EMS services	38.6%	43.5%	16.9%	0.6%	0.4%
Q1-6. Response time for EMS services	38.7%	41.5%	17.3%	1.7%	0.9%
Q1-7. Overall maintenance of streets in City	3.5%	28.2%	27.3%	30.0%	11.0%
Q1-8. Overall flow of traffic in Durham	3.0%	30.8%	34.9%	26.2%	5.0%
Q1-9. Overall quality of public transit system (GoDurham, formerly DATA)	7.7%	26.0%	44.7%	16.5%	5.1%
Q1-10. Overall quality of water & sewer utilities	16.7%	52.1%	20.7%	6.8%	3.7%
Q1-11. Overall enforcement of codes & ordinances	7.6%	34.1%	42.8%	11.4%	4.1%
Q1-12. Overall quality of customer service you receive from City employees	10.8%	49.2%	30.1%	6.9%	2.9%
Q1-13. Overall quality of customer service you receive from County employees	12.7%	47.2%	32.3%	5.5%	2.3%
Q1-14. Overall effectiveness of communication with public	7.5%	40.3%	40.0%	10.3%	1.9%
Q1-15. Overall quality of parks & recreation programs	15.6%	49.7%	24.3%	8.4%	2.0%
Q1-16. Overall quality of library services & programs	35.5%	47.2%	14.5%	1.9%	0.8%
Q1-17. Overall quality of services provided by Durham County Department of Social Services	8.0%	31.3%	45.2%	10.5%	5.0%
Q1-18. Overall quality of Public Health services	9.3%	37.7%	43.4%	7.8%	1.8%
Q1-19. Overall quality of Tax Administration services	7.4%	34.4%	41.6%	11.2%	5.4%

Q2. Which THREE of the items listed in Question 1 above 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	182	26.8 %
Overall quality of sheriff protection	15	2.2 %
Overall quality of fire protection & rescue services	5	0.7 %
Response time for fire services	4	0.6 %
Overall quality of EMS services	4	0.6 %
Response time for EMS services	2	0.3 %
Overall maintenance of streets in City	115	16.9 %
Overall flow of traffic in Durham	45	6.6 %
Overall quality of public transit system (GoDurham, formerly DATA)	40	5.9 %
Overall quality of water & sewer utilities	19	2.8 %
Overall enforcement of codes & ordinances	11	1.6 %
Overall quality of customer service you receive from City employees	8	1.2 %
Overall quality of customer service you receive from County employees	3	0.4 %
Overall effectiveness of communication with public	10	1.5 %
Overall quality of parks & recreation programs	13	1.9 %
Overall quality of library services & programs	7	1.0 %
Overall quality of services provided by Durham County Department of Social Services	24	3.5 %
Overall quality of Public Health services	16	2.4 %
Overall quality of Tax Administration services	20	2.9 %
<u>None chosen</u>	<u>136</u>	<u>20.0 %</u>
Total	679	100.0 %

Q2. Which THREE of the items listed in Question 1 above 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	39	5.7 %
Overall quality of sheriff protection	51	7.5 %
Overall quality of fire protection & rescue services	23	3.4 %
Response time for fire services	8	1.2 %
Overall quality of EMS services	5	0.7 %
Response time for EMS services	7	1.0 %
Overall maintenance of streets in City	84	12.4 %
Overall flow of traffic in Durham	89	13.1 %
Overall quality of public transit system (GoDurham, formerly DATA)	31	4.6 %
Overall quality of water & sewer utilities	24	3.5 %
Overall enforcement of codes & ordinances	16	2.4 %
Overall quality of customer service you receive from City employees	17	2.5 %
Overall quality of customer service you receive from County employees	11	1.6 %
Overall effectiveness of communication with public	24	3.5 %
Overall quality of parks & recreation programs	24	3.5 %
Overall quality of library services & programs	6	0.9 %
Overall quality of services provided by Durham County Department of Social Services	23	3.4 %
Overall quality of Public Health services	15	2.2 %
Overall quality of Tax Administration services	10	1.5 %
<u>None chosen</u>	<u>172</u>	<u>25.3 %</u>
Total	679	100.0 %

Q2. Which THREE of the items listed in Question 1 above 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	47	6.9 %
Overall quality of sheriff protection	22	3.2 %
Overall quality of fire protection & rescue services	22	3.2 %
Response time for fire services	3	0.4 %
Overall quality of EMS services	10	1.5 %
Response time for EMS services	5	0.7 %
Overall maintenance of streets in City	47	6.9 %
Overall flow of traffic in Durham	53	7.8 %
Overall quality of public transit system (GoDurham, formerly DATA)	22	3.2 %
Overall quality of water & sewer utilities	18	2.7 %
Overall enforcement of codes & ordinances	20	2.9 %
Overall quality of customer service you receive from City employees	17	2.5 %
Overall quality of customer service you receive from County employees	12	1.8 %
Overall effectiveness of communication with public	29	4.3 %
Overall quality of parks & recreation programs	43	6.3 %
Overall quality of library services & programs	10	1.5 %
Overall quality of services provided by Durham County Department of Social Services	27	4.0 %
Overall quality of Public Health services	16	2.4 %
Overall quality of Tax Administration services	31	4.6 %
<u>None chosen</u>	<u>225</u>	<u>33.1 %</u>
Total	679	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 above 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	268	39.5 %
Overall quality of sheriff protection	88	13.0 %
Overall quality of fire protection & rescue services	50	7.4 %
Response time for fire services	15	2.2 %
Overall quality of EMS services	19	2.8 %
Response time for EMS services	14	2.1 %
Overall maintenance of streets in City	246	36.2 %
Overall flow of traffic in Durham	187	27.5 %
Overall quality of public transit system (GoDurham, formerly DATA)	93	13.7 %
Overall quality of water & sewer utilities	61	9.0 %
Overall enforcement of codes & ordinances	47	6.9 %
Overall quality of customer service you receive from City employees	42	6.2 %
Overall quality of customer service you receive from County employees	26	3.8 %
Overall effectiveness of communication with public	63	9.3 %
Overall quality of parks & recreation programs	80	11.8 %
Overall quality of library services & programs	23	3.4 %
Overall quality of services provided by Durham County Department of Social Services	74	10.9 %
Overall quality of Public Health services	47	6.9 %
Overall quality of Tax Administration services	61	9.0 %
None chosen	141	20.8 %
Total	1645	

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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q3-1. Overall quality of services provided by City	6.8%	47.6%	27.9%	4.9%	1.0%	11.8%
Q3-2. Overall quality of services provided by County	9.0%	46.2%	26.8%	4.1%	1.2%	12.7%
Q3-3. Overall appearance of Durham	7.1%	45.3%	28.6%	13.3%	1.9%	3.8%
Q3-4. Overall management of development & growth	10.8%	32.1%	32.1%	16.4%	3.7%	4.9%
Q3-5. Overall image of Durham	10.9%	38.3%	24.4%	18.2%	5.2%	3.1%
Q3-6. Overall quality of life in Durham	17.1%	50.9%	20.1%	6.8%	1.5%	3.7%
Q3-7. Overall quality of life in your neighborhood	35.5%	44.2%	10.6%	5.5%	1.6%	2.5%
Q3-8. Overall ease of travel within Durham	9.3%	39.8%	27.7%	18.1%	1.8%	3.2%
Q3-9. Overall value you receive for your local taxes & fees	5.6%	29.2%	32.0%	20.8%	9.1%	3.2%

WITHOUT DON'T KNOWS

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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by City	7.7%	53.9%	31.7%	5.5%	1.2%
Q3-2. Overall quality of services provided by County	10.3%	52.9%	30.7%	4.7%	1.4%
Q3-3. Overall appearance of Durham	7.4%	47.1%	29.8%	13.8%	2.0%
Q3-4. Overall management of development & growth	11.4%	33.7%	33.7%	17.3%	3.9%
Q3-5. Overall image of Durham	11.3%	39.5%	25.2%	18.8%	5.3%
Q3-6. Overall quality of life in Durham	17.8%	52.8%	20.8%	7.0%	1.5%
Q3-7. Overall quality of life in your neighborhood	36.5%	45.4%	10.9%	5.6%	1.7%
Q3-8. Overall ease of travel within Durham	9.6%	41.2%	28.7%	18.8%	1.8%
Q3-9. Overall value you receive for your local taxes & fees	5.8%	30.2%	33.1%	21.5%	9.5%

Q4. 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=679)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	N/A
Q4-1. When walking alone in your neighborhood during the day	51.0%	37.6%	6.0%	2.5%	0.7%	2.1%
Q4-2. When walking alone in your neighborhood at night	20.9%	40.4%	16.1%	13.7%	4.6%	4.3%
Q4-3. When walking alone to the closest park from your home during the day	19.3%	25.7%	16.5%	9.7%	4.3%	24.5%
Q4-4. When visiting recreation centers	13.9%	32.4%	20.8%	6.3%	2.2%	24.3%
Q4-5. In Downtown Durham	14.0%	41.4%	23.7%	12.2%	3.1%	5.5%
Q4-6. In Durham overall	7.1%	41.6%	31.4%	13.4%	3.1%	3.4%
Q4-7. When riding GoDurham (DATA)	3.8%	7.7%	13.7%	4.7%	2.4%	67.7%

WITHOUT DON'T KNOWS

Q4. 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=679)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4-1. When walking alone in your neighborhood during the day	52.1%	38.4%	6.2%	2.6%	0.8%
Q4-2. When walking alone in your neighborhood at night	21.9%	42.2%	16.8%	14.3%	4.8%
Q4-3. When walking alone to the closest park from your home during the day	25.6%	34.0%	21.9%	12.9%	5.7%
Q4-4. When visiting recreation centers	18.3%	42.9%	27.5%	8.4%	2.9%
Q4-5. In Downtown Durham	14.8%	43.8%	25.1%	12.9%	3.3%
Q4-6. In Durham overall	7.3%	43.1%	32.5%	13.9%	3.2%
Q4-7. When riding GoDurham (DATA)	11.9%	23.7%	42.5%	14.6%	7.3%

Q5. 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 regarding the following aspects:

(N=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q5-1. Overall police relationship with your community	18.6%	37.4%	22.5%	8.3%	3.5%	9.7%
Q5-2. Overall Sheriff Office relationship with your community	17.9%	33.7%	22.6%	4.4%	2.1%	19.2%
Q5-3. Animal control services	10.8%	32.7%	24.7%	6.7%	2.7%	22.5%
Q5-4. Enforcement of traffic safety laws	8.1%	39.6%	29.1%	11.4%	4.7%	7.0%
Q5-5. Local court system	5.2%	28.3%	28.8%	9.0%	3.7%	25.0%

WITHOUT DON'T KNOWS

Q5. 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 regarding the following aspects: (without "N/A")

(N=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. Overall police relationship with your community	20.6%	41.4%	24.9%	9.2%	3.9%
Q5-2. Overall Sheriff Office relationship with your community	22.2%	41.8%	28.0%	5.5%	2.6%
Q5-3. Animal control services	13.9%	42.2%	31.9%	8.6%	3.4%
Q5-4. Enforcement of traffic safety laws	8.7%	42.6%	31.3%	12.2%	5.1%
Q5-5. Local court system	6.9%	37.7%	38.5%	12.0%	4.9%

Q6. How supportive would you be of allowing more misdemeanor (non-violent) drug offenses to be handled outside of court when possible?

Q6. How supportive would you be of allowing more misdemeanor drug offenses to be handled outside of court

	Number	Percent
Not supportive at all	71	10.5 %
Not supportive	39	5.7 %
Neutral	71	10.5 %
Cautiously supportive	250	36.8 %
Strongly supportive	209	30.8 %
Don't know	39	5.7 %
Total	679	100.0 %

Q7. Parks, Recreation, and Open Space: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q7-1. Greenways & trails	14.5%	41.1%	21.6%	6.1%	1.9%	14.8%
Q7-2. Outdoor athletic fields & courts	8.7%	34.4%	22.7%	8.6%	2.1%	23.6%
Q7-3. Variety of City recreation opportunities	9.2%	34.6%	28.1%	9.0%	1.5%	17.6%
Q7-4. Customer service provided by City's Parks & Recreation staff	9.0%	29.2%	25.5%	5.9%	1.5%	28.9%
Q7-5. Length of your commute to your desired recreation amenities	12.0%	36.4%	24.9%	7.4%	2.7%	16.6%
Q7-6. Aquatic programs	4.4%	17.5%	23.7%	8.1%	2.5%	43.8%
Q7-7. Athletic programs	5.3%	20.6%	25.8%	6.2%	1.8%	40.3%
Q7-8. Recreation Center programs	5.9%	21.0%	25.4%	7.0%	2.1%	38.6%
Q7-9. Cultural programming	16.9%	35.2%	21.9%	5.0%	1.6%	19.4%

WITHOUT DON'T KNOWS

Q7. Parks, Recreation, and Open Space: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. Greenways & trails	17.0%	48.3%	25.3%	7.1%	2.3%
Q7-2. Outdoor athletic fields & courts	11.4%	45.0%	29.7%	11.2%	2.7%
Q7-3. Variety of City recreation opportunities	11.1%	42.0%	34.1%	11.0%	1.8%
Q7-4. Customer service provided by City's Parks & Recreation staff	12.7%	41.0%	35.8%	8.3%	2.1%
Q7-5. Length of your commute to your desired recreation amenities	14.4%	43.7%	29.8%	8.9%	3.2%
Q7-6. Aquatic programs	7.9%	31.1%	42.1%	14.5%	4.5%
Q7-7. Athletic programs	8.9%	34.5%	43.2%	10.4%	3.0%
Q7-8. Recreation Center programs	9.6%	34.2%	41.4%	11.3%	3.4%
Q7-9. Cultural programming	20.9%	43.7%	27.2%	6.2%	2.0%

Q8. Which TWO of the Parks, Recreation, and Open Space items listed in Question 7 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years?

Q8. Top choice	Number	Percent
Greenways & trails	162	23.9 %
Outdoor athletic fields & courts	63	9.3 %
Variety of City recreation opportunities	52	7.7 %
Customer service provided by City's Parks & Recreation staff	19	2.8 %
Length of your commute to your desired recreation amenities	12	1.8 %
Aquatic programs	28	4.1 %
Athletic programs	27	4.0 %
Recreation Center programs	22	3.2 %
Cultural programming	73	10.8 %
None chosen	221	32.5 %
Total	679	100.0 %

Q8. Which TWO of the Parks, Recreation, and Open Space items listed in Question 7 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years?

Q8. 2nd choice	Number	Percent
Greenways & trails	47	6.9 %
Outdoor athletic fields & courts	72	10.6 %
Variety of City recreation opportunities	55	8.1 %
Customer service provided by City's Parks & Recreation staff	16	2.4 %
Length of your commute to your desired recreation amenities	20	2.9 %
Aquatic programs	27	4.0 %
Athletic programs	33	4.9 %
Recreation Center programs	56	8.2 %
Cultural programming	74	10.9 %
None chosen	279	41.1 %
Total	679	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the Parks, Recreation, and Open Space items listed in Question 7 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years? (top 2)

<u>Q8. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Greenways & trails	209	30.8 %
Outdoor athletic fields & courts	135	19.9 %
Variety of City recreation opportunities	107	15.8 %
Customer service provided by City's Parks & Recreation staff	35	5.2 %
Length of your commute to your desired recreation amenities	32	4.7 %
Aquatic programs	55	8.1 %
Athletic programs	60	8.8 %
Recreation Center programs	78	11.5 %
Cultural programming	147	21.6 %
None chosen	228	33.6 %
Total	1086	

Q9. 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q9-1. Condition of streets in your neighborhood	13.8%	43.4%	17.4%	17.1%	5.4%	2.8%
Q9-2. Condition of sidewalks in your neighborhood	6.6%	21.6%	11.2%	13.1%	11.6%	35.8%
Q9-3. Condition of bicycle facilities	3.4%	14.9%	21.1%	22.0%	11.2%	27.3%
Q9-4. Cleanliness of streets	10.8%	45.5%	23.6%	11.6%	4.7%	3.8%
Q9-5. Cleanliness & appearance of medians & roadsides	7.4%	43.3%	22.6%	16.5%	5.8%	4.4%
Q9-6. Mowing & tree trimming along streets & other public areas	8.0%	43.8%	24.2%	13.1%	7.4%	3.5%
Q9-7. Condition of parks	7.7%	43.8%	23.2%	8.0%	2.5%	14.9%
Q9-8. Condition of recreation centers & facilities	5.3%	33.1%	25.1%	6.2%	1.6%	28.7%
Q9-9. Cleanliness of stormwater drains	4.1%	28.5%	29.6%	16.8%	5.9%	15.0%
Q9-10. Overall appearance of major entryways to Durham	5.3%	41.9%	30.6%	13.9%	3.7%	4.6%

WITHOUT DON'T KNOWS

Q9. 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Condition of streets in your neighborhood	14.2%	44.7%	17.9%	17.6%	5.6%
Q9-2. Condition of sidewalks in your neighborhood	10.3%	33.7%	17.4%	20.4%	18.1%
Q9-3. Condition of bicycle facilities	4.7%	20.5%	29.1%	30.3%	15.4%
Q9-4. Cleanliness of streets	11.2%	47.3%	24.5%	12.1%	4.9%
Q9-5. Cleanliness & appearance of medians & roadsides	7.7%	45.3%	23.6%	17.3%	6.0%
Q9-6. Mowing & tree trimming along streets & other public areas	8.3%	45.4%	25.1%	13.6%	7.6%
Q9-7. Condition of parks	9.0%	51.5%	27.2%	9.4%	2.9%
Q9-8. Condition of recreation centers & facilities	7.5%	46.4%	35.2%	8.7%	2.3%
Q9-9. Cleanliness of stormwater drains	4.9%	33.5%	34.9%	19.8%	6.9%
Q9-10. Overall appearance of major entryways to Durham	5.6%	44.0%	32.0%	14.6%	3.9%

Q10. Which TWO of the Maintenance items listed in Question 9 above do you think should receive the most emphasis over the next TWO years?

Q10. Top choice	Number	Percent
Condition of streets in your neighborhood	107	15.8 %
Condition of sidewalks in your neighborhood	79	11.6 %
Condition of bicycle facilities	90	13.3 %
Cleanliness of streets	43	6.3 %
Cleanliness & appearance of medians & roadsides	42	6.2 %
Mowing & tree trimming along streets & other public areas	25	3.7 %
Condition of parks	27	4.0 %
Condition of recreation centers & facilities	12	1.8 %
Cleanliness of stormwater drains	37	5.4 %
Overall appearance of major entryways to Durham	57	8.4 %
None chosen	160	23.6 %
Total	679	100.0 %

Q10. Which TWO of the Maintenance items listed in Question 9 above do you think should receive the most emphasis over the next TWO years?

Q10. 2nd choice	Number	Percent
Condition of streets in your neighborhood	30	4.4 %
Condition of sidewalks in your neighborhood	42	6.2 %
Condition of bicycle facilities	64	9.4 %
Cleanliness of streets	33	4.9 %
Cleanliness & appearance of medians & roadsides	62	9.1 %
Mowing & tree trimming along streets & other public areas	60	8.8 %
Condition of parks	36	5.3 %
Condition of recreation centers & facilities	23	3.4 %
Cleanliness of stormwater drains	46	6.8 %
Overall appearance of major entryways to Durham	63	9.3 %
None chosen	220	32.4 %
Total	679	100.0 %

WITHOUT DON'T KNOWS

Q10. Which TWO of the Maintenance items listed in Question 9 above do you think should receive the most emphasis over the next TWO years? (top 2)

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of streets in your neighborhood	137	20.2 %
Condition of sidewalks in your neighborhood	121	17.8 %
Condition of bicycle facilities	154	22.7 %
Cleanliness of streets	76	11.2 %
Cleanliness & appearance of medians & roadsides	104	15.3 %
Mowing & tree trimming along streets & other public areas	85	12.5 %
Condition of parks	63	9.3 %
Condition of recreation centers & facilities	35	5.2 %
Cleanliness of stormwater drains	83	12.2 %
Overall appearance of major entryways to Durham	120	17.7 %
<u>None chosen</u>	<u>167</u>	<u>24.6 %</u>
Total	1145	

Q11. Parking and Transit: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q11-1. Ease of travel by walking	7.4%	26.6%	25.4%	18.6%	6.7%	15.2%
Q11-2. Ease of travel by driving	11.4%	50.5%	23.6%	8.6%	0.7%	5.2%
Q11-3. Ease of travel by biking	2.5%	10.8%	21.6%	21.0%	7.8%	36.2%
Q11-4. Ease of travel by bus	3.7%	10.4%	19.4%	7.5%	3.1%	55.9%
Q11-5. GoDurham routes & schedules	1.9%	10.2%	18.9%	7.1%	3.3%	58.6%
Q11-6. Location of Downtown parking facilities	5.0%	33.9%	30.3%	16.3%	4.9%	9.6%
Q11-7. Quality of Downtown parking facilities	4.7%	35.6%	29.6%	15.9%	5.0%	9.2%

WITHOUT DON'T KNOWS

Q11. Parking and Transit: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Ease of travel by walking	8.7%	31.4%	30.0%	22.0%	7.9%
Q11-2. Ease of travel by driving	12.0%	53.3%	24.9%	9.0%	0.8%
Q11-3. Ease of travel by biking	3.9%	16.9%	33.9%	32.9%	12.3%
Q11-4. Ease of travel by bus	8.4%	23.5%	44.0%	17.1%	7.0%
Q11-5. GoDurham routes & schedules	4.6%	24.6%	45.7%	17.1%	7.9%
Q11-6. Location of Downtown parking facilities	5.6%	37.5%	33.6%	18.0%	5.4%
Q11-7. Quality of Downtown parking facilities	5.2%	39.2%	32.6%	17.5%	5.5%

Q12. Have you used GoDurham/Bull City Connector during the past year?

Q12. Have you used GoDurham/Bull City Connector during past year	Number	Percent
Yes	64	9.4 %
No	592	87.2 %
Not provided	23	3.4 %
Total	679	100.0 %

Q12a. (If NO to Question 12) Which of the following is your primary reason for not using the service:

Q12a. Your primary reason for not using service	Number	Percent
Does not serve areas I need to visit	90	15.2 %
Buses do not come frequently enough	22	3.7 %
Service is not provided during days & hours I would use it	19	3.2 %
I don't need service-I just prefer to drive	384	64.9 %
Other	59	10.0 %
Not provided	18	3.0 %
Total	592	100.0 %

Q13. Code Enforcement: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q13-1. Enforcement of junk & debris cleanup on private property	4.6%	25.4%	26.7%	19.6%	6.1%	17.6%
Q13-2. Enforcement of mowing on private property	5.0%	26.0%	29.2%	16.0%	4.1%	19.6%
Q13-3. Enforcement of ban on parking in front yards	4.7%	21.3%	27.3%	15.7%	7.4%	23.6%
Q13-4. How quickly graffiti is removed in your neighborhood	4.4%	15.1%	23.9%	4.7%	1.3%	50.5%
Q13-5. Response to code enforcement requests for service or complaints	3.7%	20.1%	28.1%	5.8%	3.8%	38.6%

WITHOUT DON'T KNOWS

Q13. Code Enforcement: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Enforcement of junk & debris cleanup on private property	5.6%	30.8%	32.4%	23.8%	7.3%
Q13-2. Enforcement of mowing on private property	6.3%	32.4%	36.4%	19.9%	5.1%
Q13-3. Enforcement of ban on parking in front yards	6.2%	27.9%	35.8%	20.5%	9.7%
Q13-4. How quickly graffiti is removed in your neighborhood	9.0%	30.4%	48.4%	9.6%	2.7%
Q13-5. Response to code enforcement requests for service or complaints	6.0%	32.7%	45.7%	9.4%	6.3%

Q14. Solid Waste and Utility Services: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q14-1. Solid waste collection services	28.3%	44.4%	7.5%	3.2%	1.5%	15.0%
Q14-2. Curbside recycling services	34.7%	42.6%	8.3%	4.4%	1.2%	8.8%
Q14-3. Bulky item pick up/removal services	15.2%	30.2%	15.6%	7.1%	1.9%	29.9%
Q14-4. Yard waste collection services for subscriber members	17.6%	26.5%	12.8%	7.7%	2.2%	33.2%
Q14-5. City Waste Disposal Center	11.5%	30.6%	18.2%	3.7%	0.9%	35.2%
Q14-6. County Solid Waste Convenience Centers	11.5%	20.7%	17.4%	2.4%	1.0%	47.0%
Q14-7. Quality of drinking water	18.9%	41.8%	15.2%	6.5%	3.1%	14.5%
Q14-8. Sewer services	16.8%	41.5%	17.4%	4.9%	1.3%	18.0%
Q14-9. Stream & lake protection	8.0%	32.3%	27.3%	9.5%	3.8%	19.1%
Q14-10. Drainage of City streets	6.1%	38.2%	29.4%	11.5%	2.4%	12.4%

WITHOUT DON'T KNOWS

Q14. Solid Waste and Utility Services: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Solid waste collection services	33.3%	52.3%	8.9%	3.8%	1.7%
Q14-2. Curbside recycling services	38.0%	46.8%	9.1%	4.9%	1.3%
Q14-3. Bulky item pick up/removal services	21.7%	43.2%	22.3%	10.1%	2.7%
Q14-4. Yard waste collection services for subscriber members	26.3%	39.7%	19.2%	11.5%	3.3%
Q14-5. City Waste Disposal Center	17.8%	47.2%	28.0%	5.7%	1.4%
Q14-6. County Solid Waste Convenience Centers	21.7%	39.0%	32.9%	4.5%	1.9%
Q14-7. Quality of drinking water	22.1%	48.9%	17.8%	7.6%	3.6%
Q14-8. Sewer services	20.5%	50.6%	21.3%	5.9%	1.6%
Q14-9. Stream & lake protection	9.9%	40.0%	33.8%	11.7%	4.7%
Q14-10. Drainage of City streets	6.9%	43.6%	33.6%	13.2%	2.7%

Q15. Development and Appearance: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q15-1. Amount of trees & shrubs retained and/or replaced on new development	6.9%	31.2%	28.2%	16.4%	6.4%	10.9%
Q15-2. Protection of historic buildings	11.7%	39.1%	30.1%	6.3%	2.2%	10.6%
Q15-3. Appearance of houses in your neighborhood	20.6%	50.6%	16.8%	6.5%	1.3%	4.1%
Q15-4. Availability of affordable housing	4.7%	20.8%	26.3%	17.8%	8.3%	22.1%

WITHOUT DON'T KNOWS

Q15. Development and Appearance: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Amount of trees & shrubs retained and/or replaced on new development	7.8%	35.0%	31.7%	18.4%	7.1%
Q15-2. Protection of historic buildings	13.0%	43.7%	33.7%	7.1%	2.5%
Q15-3. Appearance of houses in your neighborhood	21.5%	52.8%	17.5%	6.8%	1.4%
Q15-4. Availability of affordable housing	6.1%	26.7%	33.7%	22.9%	10.6%

Q16. Economic Development: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q16-1. Access to training & development for under-employed & unemployed	2.8%	11.7%	25.4%	17.2%	4.9%	38.0%
Q16-2. Resources to support small business development	3.0%	15.0%	31.0%	12.4%	3.7%	35.0%
Q16-3. Proximity of your neighborhood to shopping opportunities	24.1%	41.5%	18.3%	7.2%	2.5%	6.4%
Q16-4. Proximity of your neighborhood to arts & cultural amenities	18.5%	39.8%	20.0%	10.1%	3.1%	8.6%

WITHOUT DON'T KNOWS

Q16. Economic Development: 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=679)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16-1. Access to training & development for under-employed & unemployed	4.5%	18.9%	41.1%	27.7%	7.9%
Q16-2. Resources to support small business development	4.6%	23.0%	47.6%	19.1%	5.7%
Q16-3. Proximity of your neighborhood to shopping opportunities	25.7%	44.3%	19.6%	7.7%	2.7%
Q16-4. Proximity of your neighborhood to arts & cultural amenities	20.2%	43.5%	21.8%	11.0%	3.4%

Q18a. 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?

Q18a. Have you contacted County employees or visited County website	Number	Percent
Yes	237	34.9 %
No	435	64.1 %
Not provided	7	1.0 %
Total	679	100.0 %

Q18b. (If YES to Question 18a) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the County employees you have contacted with regard to the following:

(N=237)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q18b-1. How easy they were to contact	20.4%	43.4%	20.0%	8.5%	3.4%	4.3%
Q18b-2. Courtesy of employees	27.2%	40.9%	15.7%	6.8%	1.3%	8.1%
Q18b-3. Accuracy of information & assistance given	25.5%	40.0%	18.3%	6.8%	2.6%	6.8%
Q18b-4. Time it took for your request to be completed	21.3%	35.7%	20.0%	10.2%	5.5%	7.2%
Q18b-5. How well your issue was handled	22.6%	38.3%	16.2%	10.2%	4.7%	8.1%
Q18b-6. Resolution to your issue/concern	22.6%	36.3%	15.8%	9.8%	5.6%	9.8%
Q18b-7. Availability of information about County programs & services	19.7%	37.2%	24.8%	9.4%	1.3%	7.7%
Q18b-8. Ease of locating information on County website	13.7%	38.0%	22.2%	11.5%	4.3%	10.3%
Q18b-9. Ease of paying water bill	20.9%	31.1%	11.5%	3.8%	1.7%	31.1%
Q18b-10. Your experience engaging with local government process	11.1%	35.9%	29.9%	7.3%	3.0%	12.8%
Q18b-11. Level of public involvement in local decisions	7.3%	23.1%	38.0%	13.2%	4.3%	14.1%
Q18b-12. County efforts to keep you informed about local issues	9.8%	32.1%	29.5%	15.0%	5.6%	8.1%

WITHOUT DON'T KNOWS

Q18b. (If YES to Question 18a) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the County employees you have contacted with regard to the following: (without "N/A")

(N=237)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18b-1. How easy they were to contact	21.3%	45.3%	20.9%	8.9%	3.6%
Q18b-2. Courtesy of employees	29.6%	44.4%	17.1%	7.4%	1.4%
Q18b-3. Accuracy of information & assistance given	27.4%	42.9%	19.6%	7.3%	2.7%
Q18b-4. Time it took for your request to be completed	22.9%	38.5%	21.6%	11.0%	6.0%
Q18b-5. How well your issue was handled	24.5%	41.7%	17.6%	11.1%	5.1%
Q18b-6. Resolution to your issue/concern	25.1%	40.3%	17.5%	10.9%	6.2%
Q18b-7. Availability of information about County programs & services	21.3%	40.3%	26.9%	10.2%	1.4%
Q18b-8. Ease of locating information on County website	15.2%	42.4%	24.8%	12.9%	4.8%
Q18b-9. Ease of paying water bill	30.2%	45.1%	16.7%	5.6%	2.5%
Q18b-10. Your experience engaging with local government process	12.7%	41.2%	34.3%	8.3%	3.4%
Q18b-11. Level of public involvement in local decisions	8.5%	26.9%	44.3%	15.4%	5.0%
Q18b-12. County efforts to keep you informed about local issues	10.7%	34.9%	32.1%	16.3%	6.0%

Q19. How do you hear or receive information about community issues, services, and events?

Q19. How do you hear or receive information about community issues, services, & events	Number	Percent
Local television or radio news	473	69.7 %
Friends/neighbors	344	50.7 %
The Herald-Sun, News & Observer, or other local newspapers	321	47.3 %
Durham Citizens' Newsletter with water bill	304	44.8 %
City website www.DurhamNC.gov	188	27.7 %
Community blogs, listserv, social media	177	26.1 %
County website www.DCONC.gov	117	17.2 %
Durham One Call/560-1200	92	13.5 %
Social media outlets run by City or County	91	13.4 %
Local government produced brochures/pamphlets	80	11.8 %
Televised City Council/County Commission meetings	66	9.7 %
Government Access Channel 8/DTN	52	7.7 %
Local government representatives at events or meetings	43	6.3 %
Other	31	4.6 %
Durham Convention Center Visitors Bureau	27	4.0 %
City Manager's Weekly E-Newsletter	25	3.7 %
Total	2431	

Q20. Which method do you use to watch DTN (programming includes City Council and County Commissioner Meetings, In Touch with Durham County, and City Hall This Week)?

Q20. What method do you use to watch DTN	Number	Percent
On TV	146	21.5 %
Online	18	2.7 %
Do not watch	459	67.6 %
Not provided	56	8.2 %
Total	679	100.0 %

Q21. Overall Ratings of the Community. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate your community with regard to the following:

(N=679)

	Excellent	Good	Neutral	Below Average	Poor	N/A
Q21-1. As a place to live	27.0%	50.6%	12.2%	4.4%	2.4%	3.4%
Q21-2. As a place to work	26.3%	45.6%	12.9%	3.3%	1.8%	10.2%
Q21-3. As a place to play	21.1%	44.8%	19.1%	6.9%	2.1%	6.1%
Q21-4. As a place to raise children	15.9%	37.6%	19.6%	10.3%	4.9%	11.7%
Q21-5. As a place to retire	19.8%	34.2%	21.4%	10.0%	5.5%	9.1%
Q21-6. As a place to visit	20.5%	44.1%	19.2%	7.1%	3.4%	5.8%
Q21-7. As a place to start a business	14.8%	30.7%	23.2%	6.6%	3.5%	21.1%
Q21-8. As a City that is moving in right direction	23.7%	38.6%	20.8%	8.1%	4.4%	4.3%

WITHOUT DON'T KNOWS

Q21. Overall Ratings of the Community. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate your community with regard to the following: (without "N/A")

(N=679)

	Excellent	Good	Neutral	Below Average	Poor
Q21-1. As a place to live	27.9%	52.4%	12.7%	4.6%	2.4%
Q21-2. As a place to work	29.3%	50.7%	14.3%	3.6%	2.0%
Q21-3. As a place to play	22.5%	47.6%	20.3%	7.4%	2.2%
Q21-4. As a place to raise children	18.0%	42.6%	22.2%	11.7%	5.5%
Q21-5. As a place to retire	21.8%	37.7%	23.5%	11.0%	6.0%
Q21-6. As a place to visit	21.8%	46.8%	20.3%	7.5%	3.6%
Q21-7. As a place to start a business	18.7%	39.0%	29.4%	8.4%	4.5%
Q21-8. As a City that is moving in right direction	24.8%	40.4%	21.7%	8.5%	4.6%

Q22. Would you be willing to pay higher taxes to support enhancements to City and/or County services?

Q22. Would you be willing to pay higher taxes to support enhancements to City and/or County services

	Number	Percent
Yes, I would be willing to pay an increase in taxes	230	33.9 %
No, I would not be willing to pay an increase in taxes	346	51.0 %
Don't know	103	15.2 %
Total	679	100.0 %

Q22a. (If YES to Question 22) From the list of local governmental services below, which ones would you be willing to pay higher taxes to support enhancements? (without "none selected")

Q22a. Which ones would you be willing to pay higher taxes

	Number	Percent
Road improvements	173	75.2 %
Repair & restore deteriorating infrastructure	141	61.3 %
Trails & greenways	131	57.0 %
Construction of new sidewalks	110	47.8 %
Affordable housing	103	44.8 %
Job creation/training	100	43.5 %
Youth programming	96	41.7 %
Expanded Pre-K subsidies	92	40.0 %
Public safety facilities & staffing	91	39.6 %
Public health & wellness	80	34.8 %
Social services	73	31.7 %
Senior programming	67	29.1 %
Parking facilities	58	25.2 %
Athletic facilities	55	23.9 %
Aquatic facilities	53	23.0 %
Court services	32	13.9 %
Total	1455	

Q23. How willing would you be to pay fees instead of taxes to pay for improvements to City services that you use or benefit from?

Q23. How willing would you be to pay fees instead of taxes	Number	Percent
Very willing	67	9.9 %
Willing	199	29.3 %
Not sure	260	38.3 %
Not willing	145	21.4 %
Not provided	8	1.2 %
Total	679	100.0 %

Q27. Approximately how many years have you lived in Durham County?

Q27. How many years have you lived in Durham County	Number	Percent
less than 5	64	9.4 %
5 to 10	87	12.8 %
11 to 20	127	18.7 %
21 to 30	124	18.3 %
31+	261	38.4 %
Not provided	16	2.4 %
Total	679	100.0 %

Q28. What is your age?

Q28. Your age	Number	Percent
Under 35 years	124	18.3 %
35-44 years	156	23.0 %
45-54 years	150	22.1 %
55-64 years	142	20.9 %
65-74 years	84	12.4 %
75+ years	20	2.9 %
not provided	3	0.4 %
Total	679	100.0 %

Q29. What is your gender?

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	333	49.0 %
Female	346	51.0 %
Total	679	100.0 %

Q30. Do you own or rent your current residence?

<u>Q30. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	501	73.8 %
Rent	165	24.3 %
Not provided	13	1.9 %
Total	679	100.0 %

Q31. Which of the following best describes your race/ethnicity?

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	19	2.8 %
White	364	53.6 %
American Indian/Eskimo	9	1.3 %
Black/African American	277	40.8 %
Other	22	3.2 %
Total	691	

Q32. Are you of Hispanic, Latino, or other Spanish ancestry?

Q32. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	78	11.5 %
No	578	85.1 %
Not provided	23	3.4 %
Total	679	100.0 %

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

Q33. Your total annual household income	Number	Percent
Under \$30K	94	13.8 %
\$30K to \$59,999	152	22.4 %
\$60K to \$99,999	190	28.0 %
\$100K+	190	28.0 %
Not provided	53	7.8 %
Total	679	100.0 %

Section 5:
Survey Instrument



CITY OF DURHAM
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101 CITY HALL PLAZA | DURHAM, NC 27701
919.560.4222 | F 919.560.4949
www.DurhamNC.gov

DURHAM COUNTY
County Manager's Office
200 E. MAIN ST. | DURHAM, NC 27701
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October, 2015

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 *2015 Durham Resident Survey*.

For the first 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/County Administration, 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 the 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

Enclosure

Si tiéne preguntas acerca de la encuesta y no habla Inglés, por favor llámé al 1-844-811-0411. Gracias.



2015 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 resident's only.

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."

	<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1.	Overall quality of police protection	5	4	3	2	1	9
2.	Overall quality of sheriff protection	5	4	3	2	1	9
3.	Overall quality of fire protection and rescue services	5	4	3	2	1	9
4.	Response time for fire services	5	4	3	2	1	9
5.	Overall quality of EMS services	5	4	3	2	1	9
6.	Response time for EMS services	5	4	3	2	1	9
7.	Overall maintenance of streets in the City	5	4	3	2	1	9
8.	Overall flow of traffic in Durham	5	4	3	2	1	9
9.	Overall quality of the public transit system (GoDurham, formerly DATA)	5	4	3	2	1	9
10.	Overall quality of water and sewer utilities	5	4	3	2	1	9
11.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
12.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
13.	Overall quality of customer service you receive from County employees	5	4	3	2	1	9
14.	Overall effectiveness of communication with the public	5	4	3	2	1	9
15.	Overall quality of parks and recreation programs	5	4	3	2	1	9
16.	Overall quality of library services and programs	5	4	3	2	1	9
17.	Overall quality of services provided by the Durham County Department of Social Services	5	4	3	2	1	9
18.	Overall quality of Public Health services	5	4	3	2	1	9
19.	Overall quality of Tax Administration services	5	4	3	2	1	9

2. Which **THREE** of the items listed above do you think should receive the **MOST EMPHASIS** from **City and County leaders over the next two years?** [Write the numbers below for your top three choices 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.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
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 ease of travel within Durham	5	4	3	2	1	9
9.	Overall value you receive for your local taxes and fees	5	4	3	2	1	9

4. **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:

	<i>How safe do you feel:</i>	<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>N/A</i>
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.	When walking alone to the closest park from your home during the day	5	4	3	2	1	9
4.	When visiting recreation centers	5	4	3	2	1	9
5.	In downtown Durham	5	4	3	2	1	9
6.	In Durham overall	5	4	3	2	1	9
7.	When riding GoDurham (DATA)	5	4	3	2	1	9

5. **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 regarding the following aspects:

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Overall police relationship with your community	5	4	3	2	1	9
2.	Overall Sheriff 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

6. **How supportive would you be of allowing more misdemeanor (non-violent) drug offenses to be handled outside of court when possible?**

- (1) Not supportive at all
- (2) Not supportive
- (3) Neutral
- (4) Cautiously Supportive
- (5) Strongly Supportive

7. **Parks, Recreation, and Open Space:** 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.”

	<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1.	Greenways and trails	5	4	3	2	1	9
2.	Outdoor athletic fields and courts (e.g., baseball, soccer, futsal, and tennis)	5	4	3	2	1	9
3.	The variety of City recreation opportunities	5	4	3	2	1	9
4.	Customer service provided by the City’s Parks and Recreation staff	5	4	3	2	1	9
5.	The length of your commute to your desired recreation amenities	5	4	3	2	1	9
Recreation Programs Provided By the City							
6.	Aquatic programs	5	4	3	2	1	9
7.	Athletic programs	5	4	3	2	1	9
8.	Recreation Center programs	5	4	3	2	1	9
9.	Cultural programming (e.g., events, concerts, and festivals)	5	4	3	2	1	9

8. Which TWO of the **Parks, Recreation, and Open Space** items listed above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years? [Write in the numbers below using the numbers from the list in Question 7 or circle NONE.]

1st. ____ 2nd. ____ NONE

9. **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.”

	<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1.	Condition of streets in YOUR Neighborhood	5	4	3	2	1	9
2.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
3.	Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	5	4	3	2	1	9
4.	Cleanliness of streets	5	4	3	2	1	9
5.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
6.	Mowing and tree trimming along streets and other public areas	5	4	3	2	1	9
7.	Condition of parks	5	4	3	2	1	9
8.	Condition of recreation centers and facilities	5	4	3	2	1	9
9.	Cleanliness of stormwater drains	5	4	3	2	1	9
10.	Overall appearance of major entryways to Durham	5	4	3	2	1	9

10. Which TWO of the **Maintenance** items listed above do you think should receive the most emphasis over the next TWO years? [Write in the numbers below using the numbers from the list in question 9 or circle NONE.]

1st. ____ 2nd. ____ NONE

11. Parking and Transit: 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.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
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.	Ease of travel by bus (GoDurham/Bull City Connector)	5	4	3	2	1	9
5.	GoDurham routes and schedules	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

12. Have you used GoDurham/Bull City Connector during the past year?

___(1) Yes (Go to Q13.) ___(2) No (Please answer Q12a.)

12a. If NO to #12: Which of the following is your primary reason for not using the service:

- ___(1) Does not serve the areas I need to visit
- ___(2) Buses do not come frequently enough
- ___(3) Services is not provided during the days and hours I would use it
- ___(4) I don't need the service – I just prefer to drive
- ___(5) Other (Please Explain) _____

13. Code Enforcement: 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.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
2.	Enforcement of mowing on private property	5	4	3	2	1	9
3.	The enforcement of the ban on parking in front yards	5	4	3	2	1	9
4.	How quickly graffiti is removed in your neighborhood	5	4	3	2	1	9
5.	Response to code enforcement requests for service or complaints	5	4	3	2	1	9

14. Solid Waste and Utility Services: 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.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Solid waste collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	5	4	3	2	1	9
4.	Yard waste (leaves/tree limbs) collection services for subscriber members	5	4	3	2	1	9
5.	City Waste Disposal Center (2115 East Club)	5	4	3	2	1	9
6.	County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, and Rougemont)	5	4	3	2	1	9
7.	Quality of drinking water	5	4	3	2	1	9
8.	Sewer services	5	4	3	2	1	9
9.	Stream and lake protection	5	4	3	2	1	9
10.	Drainage of city streets	5	4	3	2	1	9

15. Development and Appearance: 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.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Amount of trees and shrubs retained and/or replaced on new development	5	4	3	2	1	9
2.	Protection of historic buildings	5	4	3	2	1	9
3.	Appearance of houses in your neighborhood	5	4	3	2	1	9
4.	Availability of affordable housing	5	4	3	2	1	9

16. Economic Development: 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.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Access to training and development for the under-employed and unemployed	5	4	3	2	1	9
2.	Resources to support small business development	5	4	3	2	1	9
3.	Proximity of your neighborhood to shopping opportunities	5	4	3	2	1	9
4.	Proximity of your neighborhood to arts and cultural amenities	5	4	3	2	1	9

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 complete BOTH questions 17 and 18. If you are a COUNTY resident outside of City limits, please GO TO QUESTION 18.

CITY RESIDENTS ONLY

17a. 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 17b, questions 1-12.) ___(2) No (Go to Question 18a.)

17b. (Only if “YES” to Question 17a.) Using a 5-point scale where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with the City employees you have contacted with regard to the following:

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	How easy they were to contact	5	4	3	2	1	9
2.	Courtesy of employees	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9
7.	Availability of information about City programs and services	5	4	3	2	1	9
8.	Ease of locating information on the City website	5	4	3	2	1	9
9.	Ease of paying water bill	5	4	3	2	1	9
10.	Your experience engaging with the local government process	5	4	3	2	1	9
11.	Level of public involvement in local decisions	5	4	3	2	1	9
12.	City efforts to keep you informed about local issues	5	4	3	2	1	9

ALL RESIDENTS of Durham County

18a. 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 18b, questions 1-12.) ___(2) No (Go to Question 19.)

18b. (Only if "YES" to Question 18a.) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the County employees you have contacted with regard to the following:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1.	How easy they were to contact	5	4	3	2	1	9
2.	Courtesy of employees	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9
7.	Availability of information about County programs and services	5	4	3	2	1	9
8.	Ease of locating information on the County website	5	4	3	2	1	9
9.	Ease of paying water bill	5	4	3	2	1	9
10.	Your experience engaging with the local government process	5	4	3	2	1	9
11.	Level of public involvement in local decisions	5	4	3	2	1	9
12.	County efforts to keep you informed about local issues	5	4	3	2	1	9

19. How do you hear or receive information about community issues, services, and events? (Check all that apply.)

- | | |
|---|---|
| ___ (01) Durham Citizens' Newsletter (with water bill) | ___ (09) Community blogs, listserv, social media |
| ___ (02) The Herald-Sun, News and Observer, or other local newspapers | ___ (10) Social media outlets run by City or County (Facebook, Twitter, or Youtube Pages) |
| ___ (03) Local Television or radio news | ___ (11) Televised City Council/County Commission meetings |
| ___ (04) Government Access Channel 8 (DTN) | ___ (12) Durham One Call (560-1200) |
| ___ (05) Durham Convention Center Visitors Bureau | ___ (13) City website (www.DurhamNC.gov) |
| ___ (06) Local government produced brochures/pamphlets | ___ (14) County Website (www.DCONC.gov) |
| ___ (07) City Manager's Weekly E-Newsletter | ___ (15) Friends/neighbors |
| ___ (08) Local government representatives at events or meetings | ___ (16) Other _____ |

20. Which method do you use to watch DTN (programming includes City Council and County Commissioner Meetings, In Touch with Durham County, and City Hall This Week)?

___ (1) on TV ___(2) Online ___(3) Do not watch

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

How would you rate the City of Durham:		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 retire	5	4	3	2	1	9
6.	As a place to visit	5	4	3	2	1	9
7.	As a place to start a business	5	4	3	2	1	9
8.	As a city that is moving in the right direction	5	4	3	2	1	9

22. Would you be willing to pay higher taxes to support enhancements to City and/or County services?

- (1) Yes, I would be willing to pay an increase in taxes (Please answer 22a.)
- (2) No, I would not be willing to pay an increase in taxes (Skip to Q23.)
- (3) Don't know (Skip to Q23.)

22a. If YES to #22: From the list of local governmental services below, which ones would you be willing to pay higher taxes to support enhancements? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> (01) Road Improvements (widening streets, addition of bike lanes) | <input type="checkbox"/> (08) Affordable Housing |
| <input type="checkbox"/> (02) Athletic facilities (soccer/baseball/tennis) | <input type="checkbox"/> (09) Parking facilities |
| <input type="checkbox"/> (03) Aquatics facilities | <input type="checkbox"/> (10) Expanded Pre-K Subsidies |
| <input type="checkbox"/> (04) Trails and greenway | <input type="checkbox"/> (11) Senior programming |
| <input type="checkbox"/> (05) Repair and restore deteriorating Infrastructure | <input type="checkbox"/> (12) Court Services |
| <input type="checkbox"/> (06) Public safety facilities and staffing | <input type="checkbox"/> (13) Social Services |
| <input type="checkbox"/> (07) Construction of new sidewalks | <input type="checkbox"/> (14) Youth programming |
| | <input type="checkbox"/> (15) Job creation/training |
| | <input type="checkbox"/> (16) Public Health and Wellness |

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

- (1) Very willing (2) Willing (3) Not Sure (4) Not Willing

24. (Optional) What is the most significant issue(s) you think Durham will face over the next 5 years?

25. (Optional) What do you like BEST about living in Durham?

26. (Optional) What do you like LEAST about living in Durham?

27. Approximately how many years have you lived in Durham County? _____ years

28. What is your age? _____ years

29. What is your gender? _____ (1) Male _____ (2) Female

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

31. Which of the following best describes your race/ethnicity? (Check all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) Black/African American |
| <input type="checkbox"/> (2) White | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (3) American Indian/Eskimo | |

32. Are you of Hispanic, Latino, or other Spanish ancestry? _____ (1) Yes _____ (2) No

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

- | | |
|---|---|
| <input type="checkbox"/> (1) Under \$30,000 | <input type="checkbox"/> (3) \$60,000 to \$99,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (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.