

City of Durham ***2013 Resident Survey*** ***Findings***

Presented by



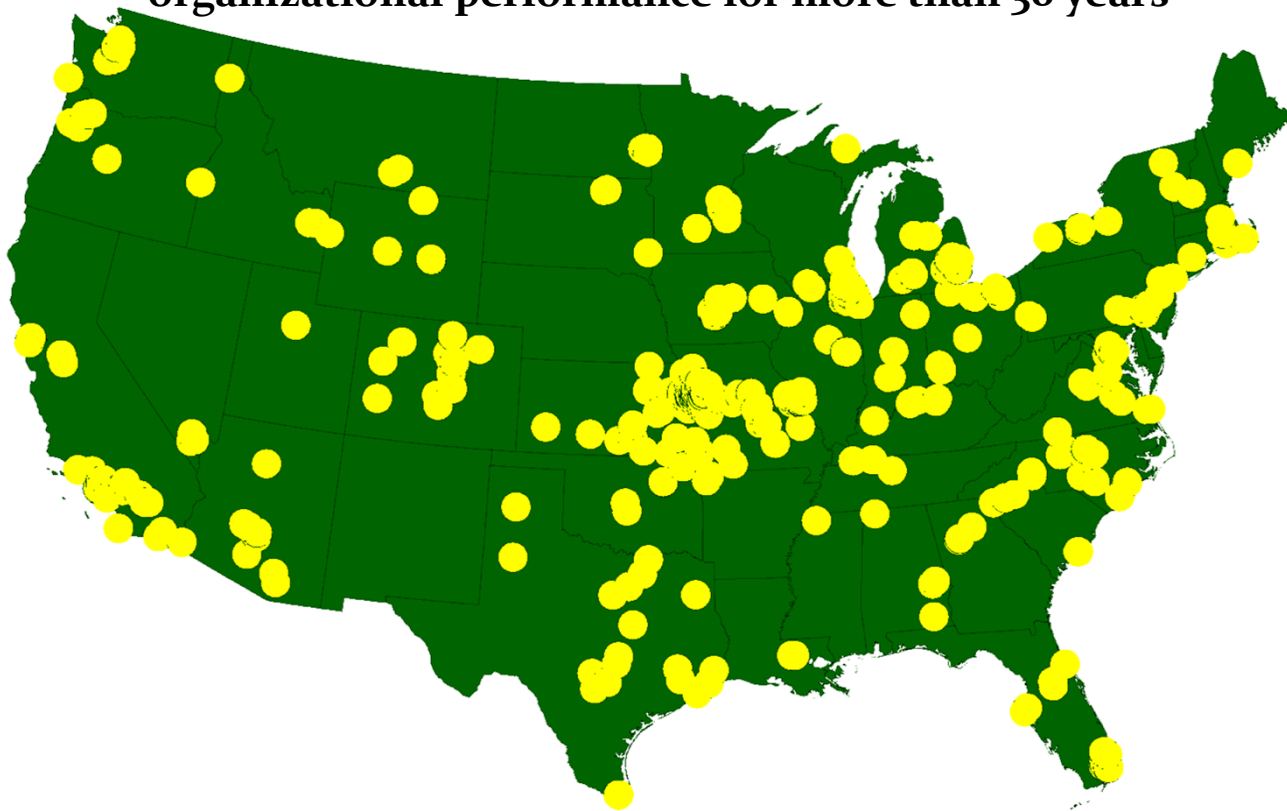
February 28, 2014

Agenda

- **Summary of Major Findings**
- **Methodology**
- **Bottom Line Up Front**
- **Results**
 - ☐ Major Categories of Services
 - ☐ Overall City Ratings
 - ☐ Overall Perceptions of the City
 - ☐ Public Safety
 - ☐ Parks and Recreation
 - ☐ Maintenance
 - ☐ Code Enforcement
 - ☐ Utilities
 - ☐ Customer Service
 - ☐ Communication
- **Recap of Major Findings**
- **Questions**

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**More than 1,850,000 Persons Surveyed Since 2006
for more than 600 cities in 49 States**

Purpose

- **To objectively assess citizen satisfaction with the delivery of City services**
- **To measure trends from 2005 to 2013**
- **To help determine priorities for the community as part of the City's ongoing planning process**

Methodology

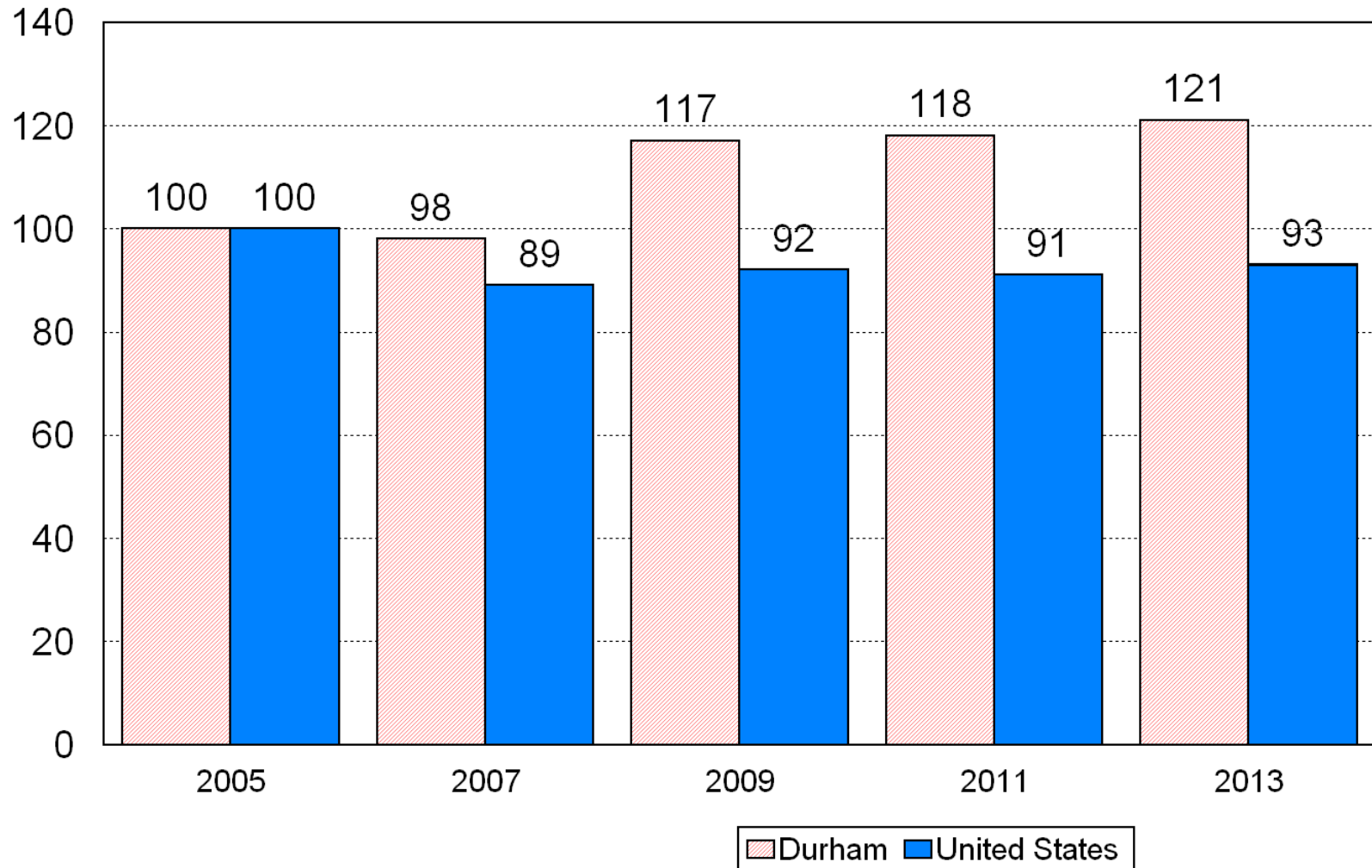
- **Survey Description**
 - ❑ seven-page survey
 - ❑ included most of the questions that were asked in previous years
- **Method of Administration**
 - ❑ by mail and phone to a randomly selected sample of households
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 400
 - ❑ goal exceeded: 413 completed surveys
 - ❑ 34% response rate
- **Confidence level: 95%**
- **Margin of error: +/- 4.8% overall**

Bottom Line Up Front

- **Residents generally have a positive perception of the City**
 - ❑ 8 out of every 10 residents surveyed gave positive ratings for the City as a place to live
 - ❑ More than three-fourths (76%) of residents were satisfied with the overall quality of life in their neighborhood
- **Overall satisfaction continues to improve**
 - The City's Overall Composite Satisfaction Index improved 21 points from 2005 and 3 points from 2011
- **City investment priorities that will have the most positive impact on overall satisfaction over the next year:**
 - Overall Priorities:**
 - ❑ Overall maintenance of City streets
 - ❑ Overall quality of police protection
 - Other Priorities:**
 - ❑ Greenways and trails in the city
 - ❑ Overall quality of the City's recreation programs and services
 - ❑ Street maintenance and repair

Overall Composite Satisfaction Index 2005 vs. 2007 vs. 2009 vs. 2011 vs. 2013

(Base Year 2005=100)



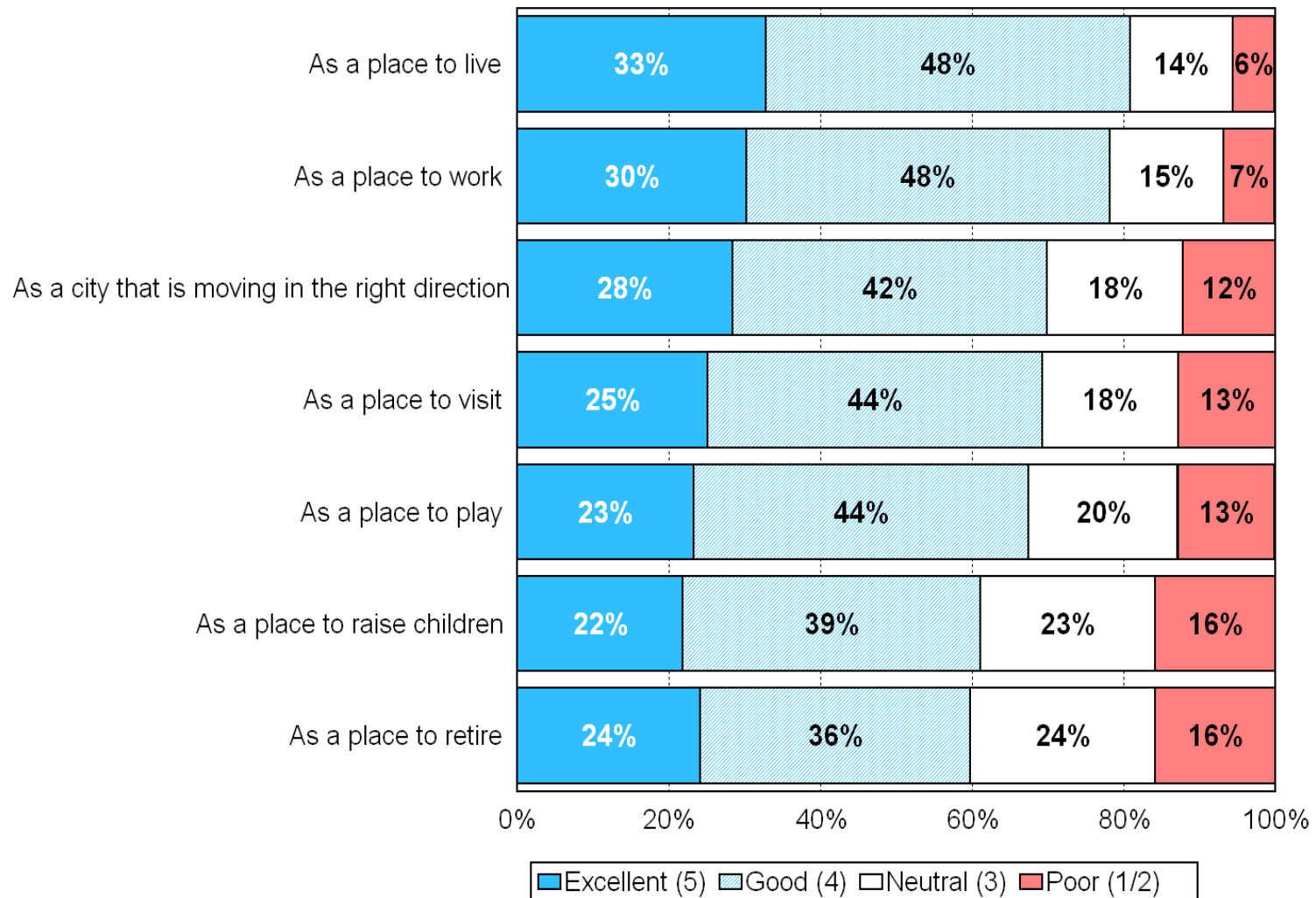
Overall Satisfaction Continues to Improve

Major Findings: #1

Most residents have a positive
perception of the City

Ratings of the City of Durham as a Place to Live

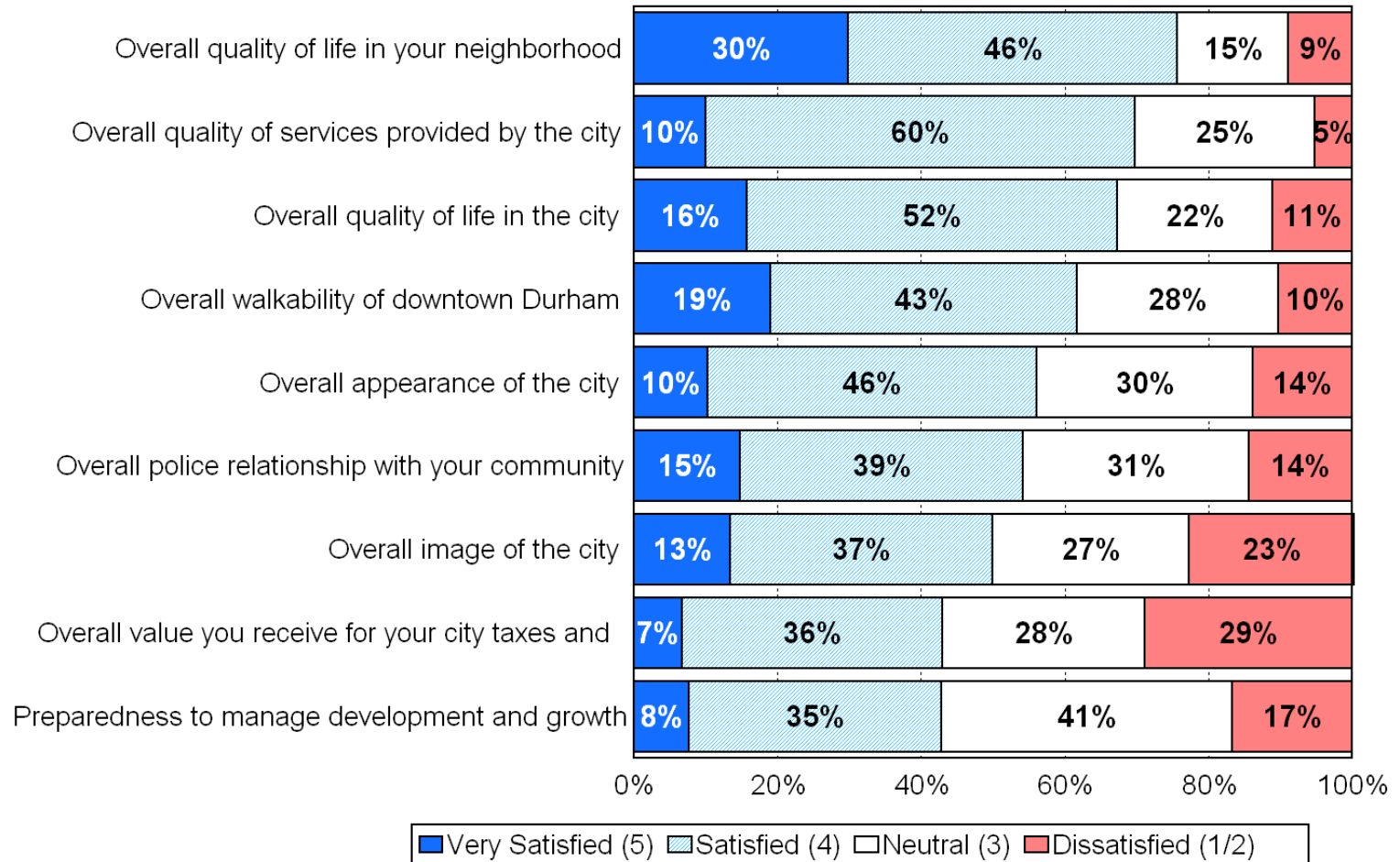
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

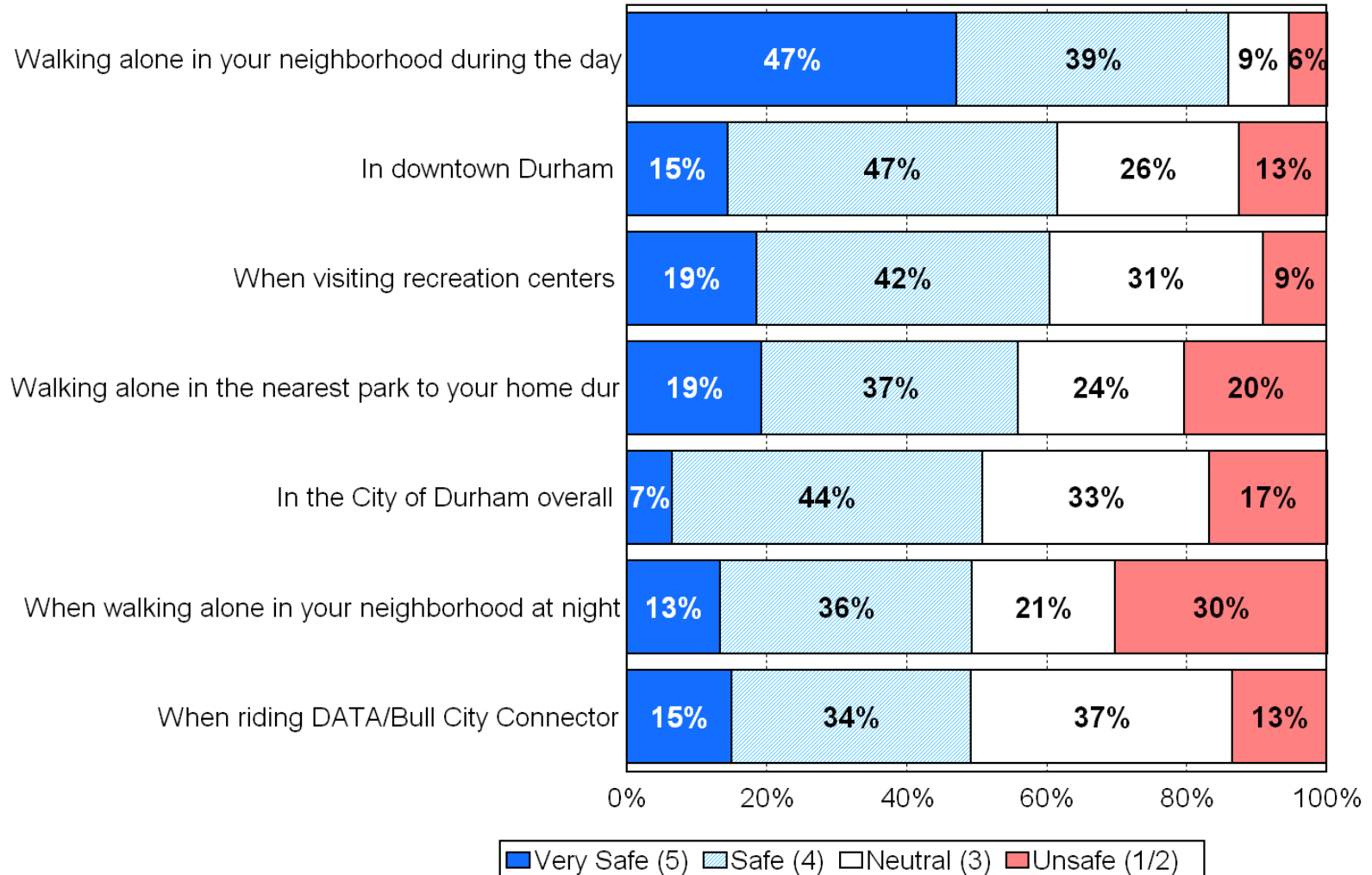
Satisfaction with Items That Influence Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



Perceptions of Safety in Durham

by percentage of respondents (excluding don't knows)

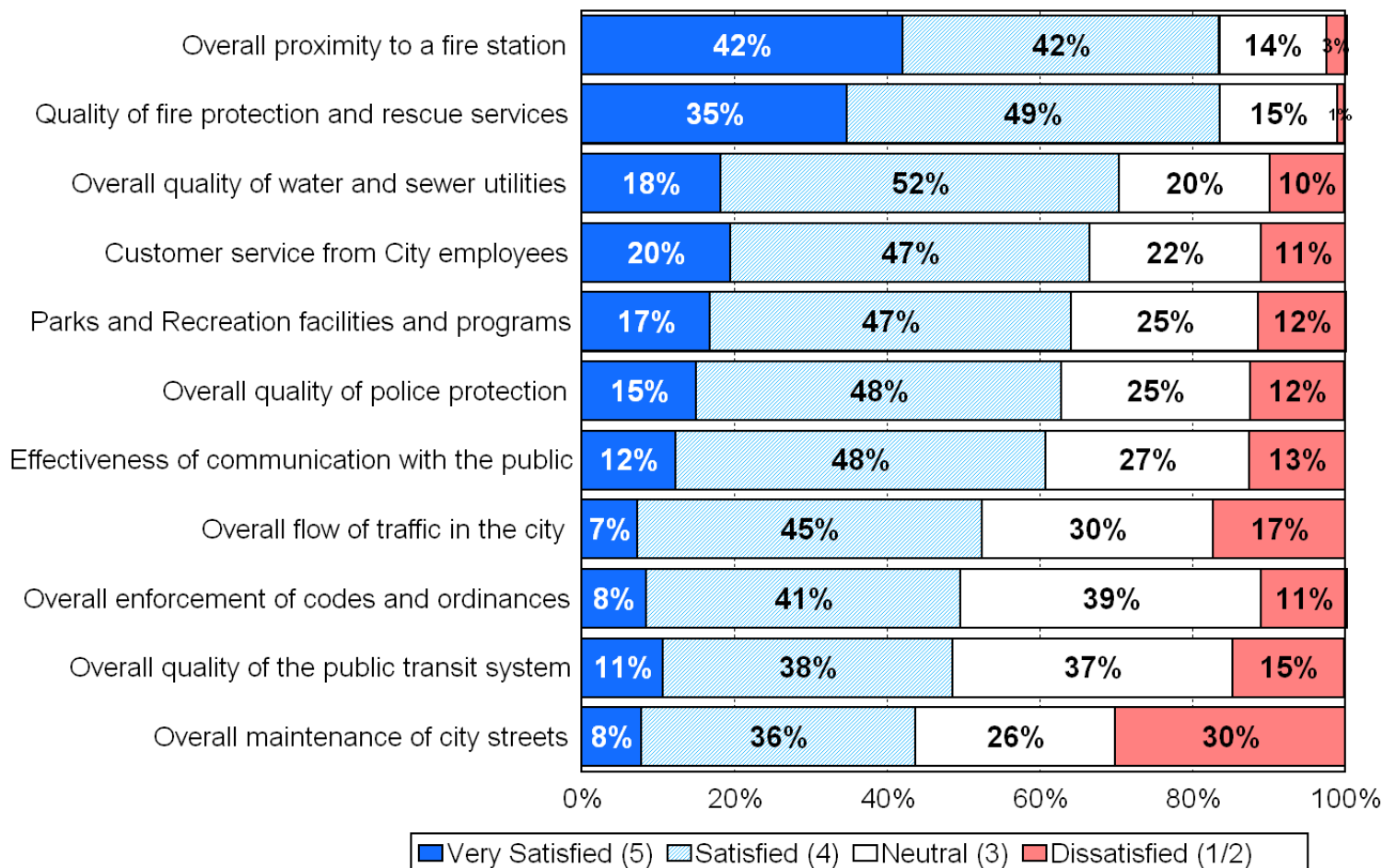


Major Findings: #2

Most City Services Received
High Ratings from Residents

Overall Satisfaction with City Services by Major Category

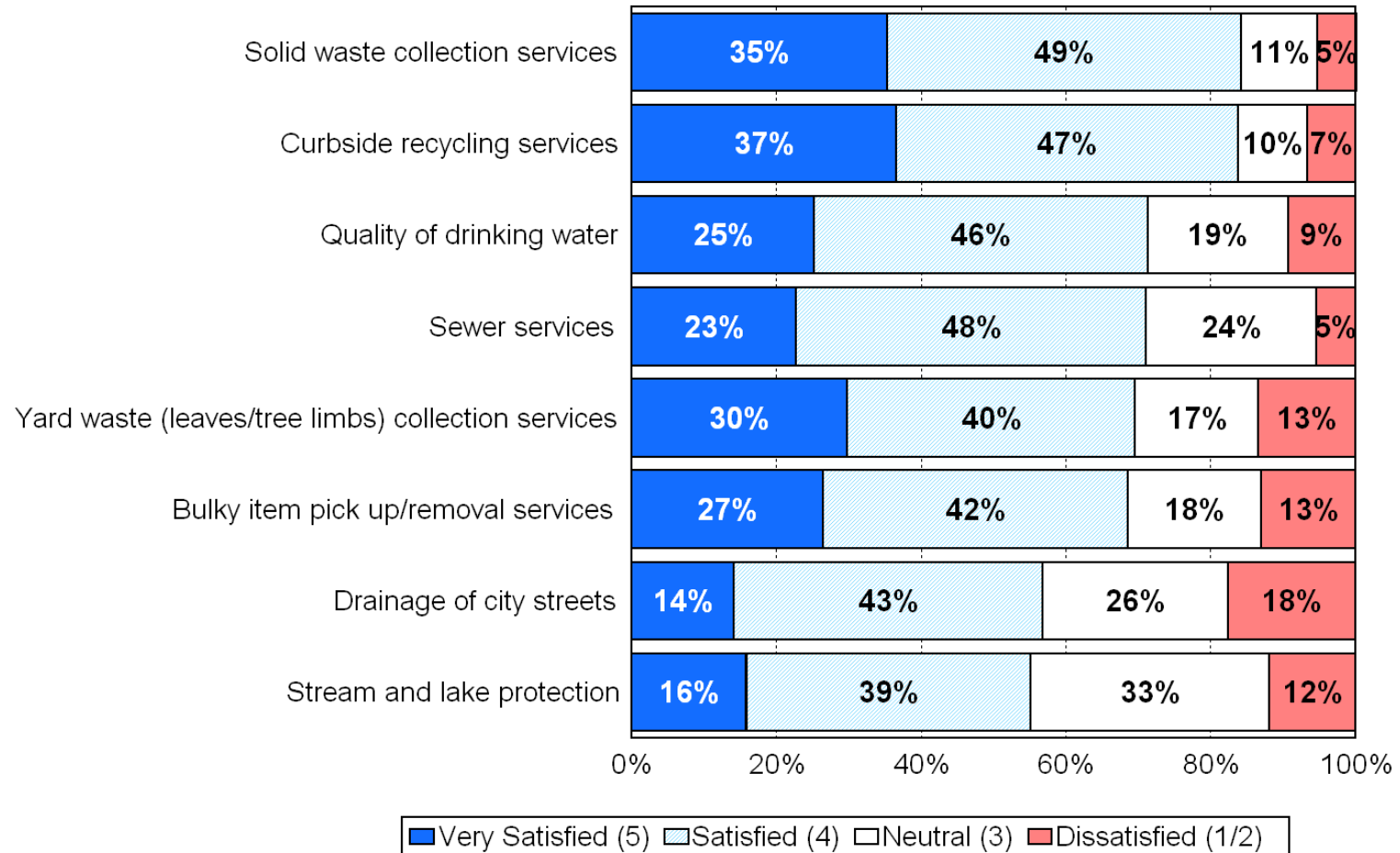
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

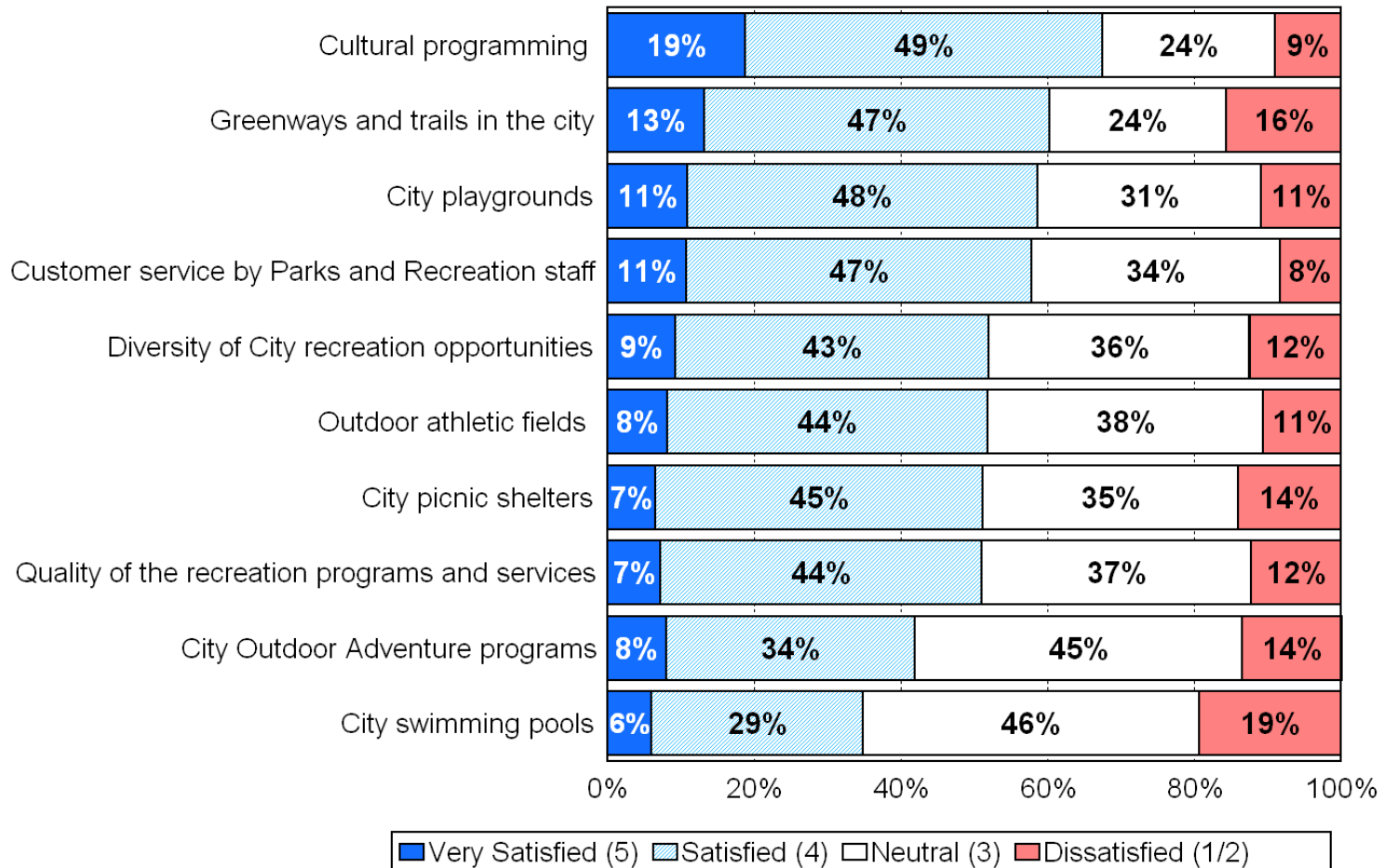
Satisfaction with Various Aspects of City Utility Services

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



Satisfaction with Various Aspects of Parks and Recreation

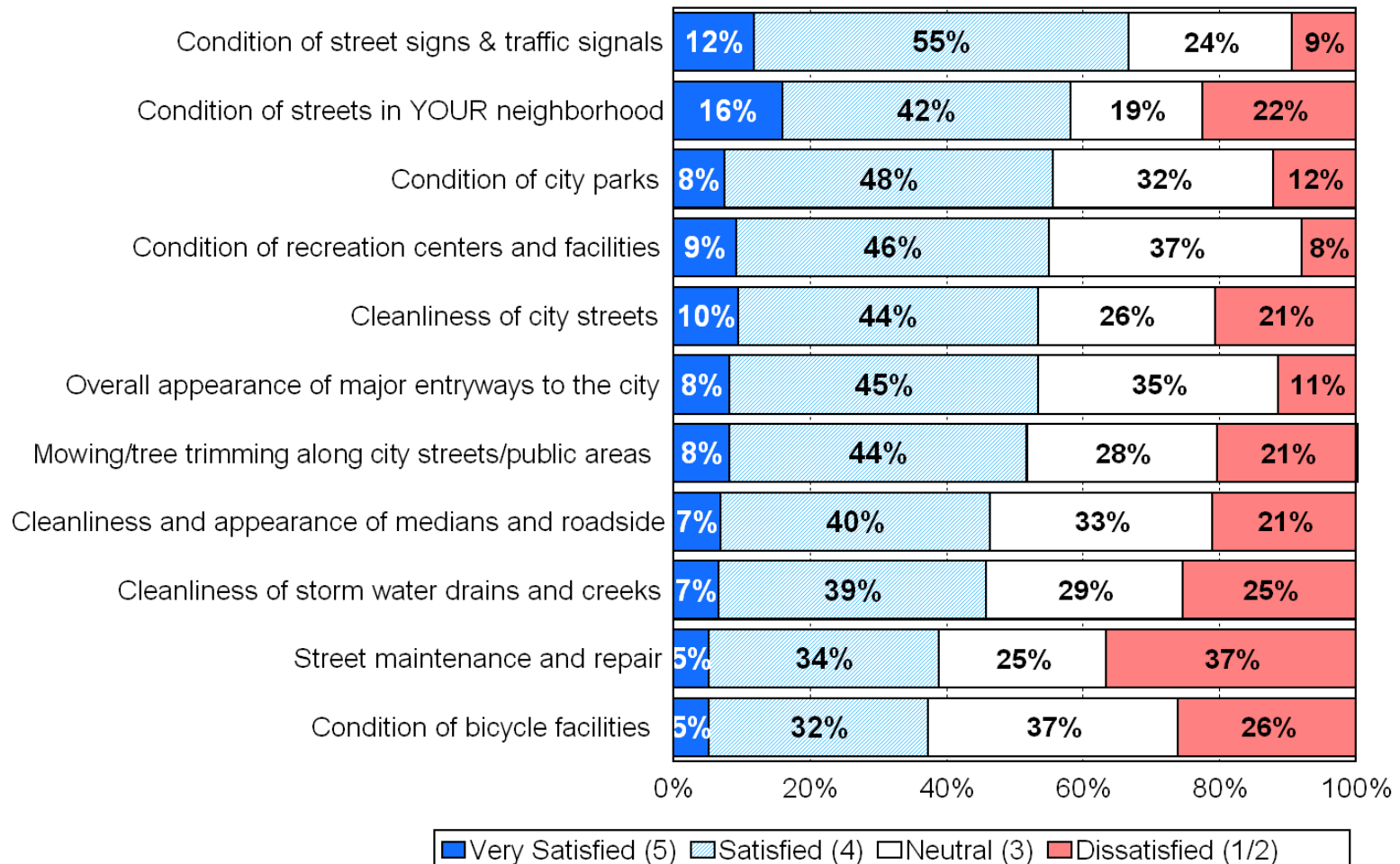
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

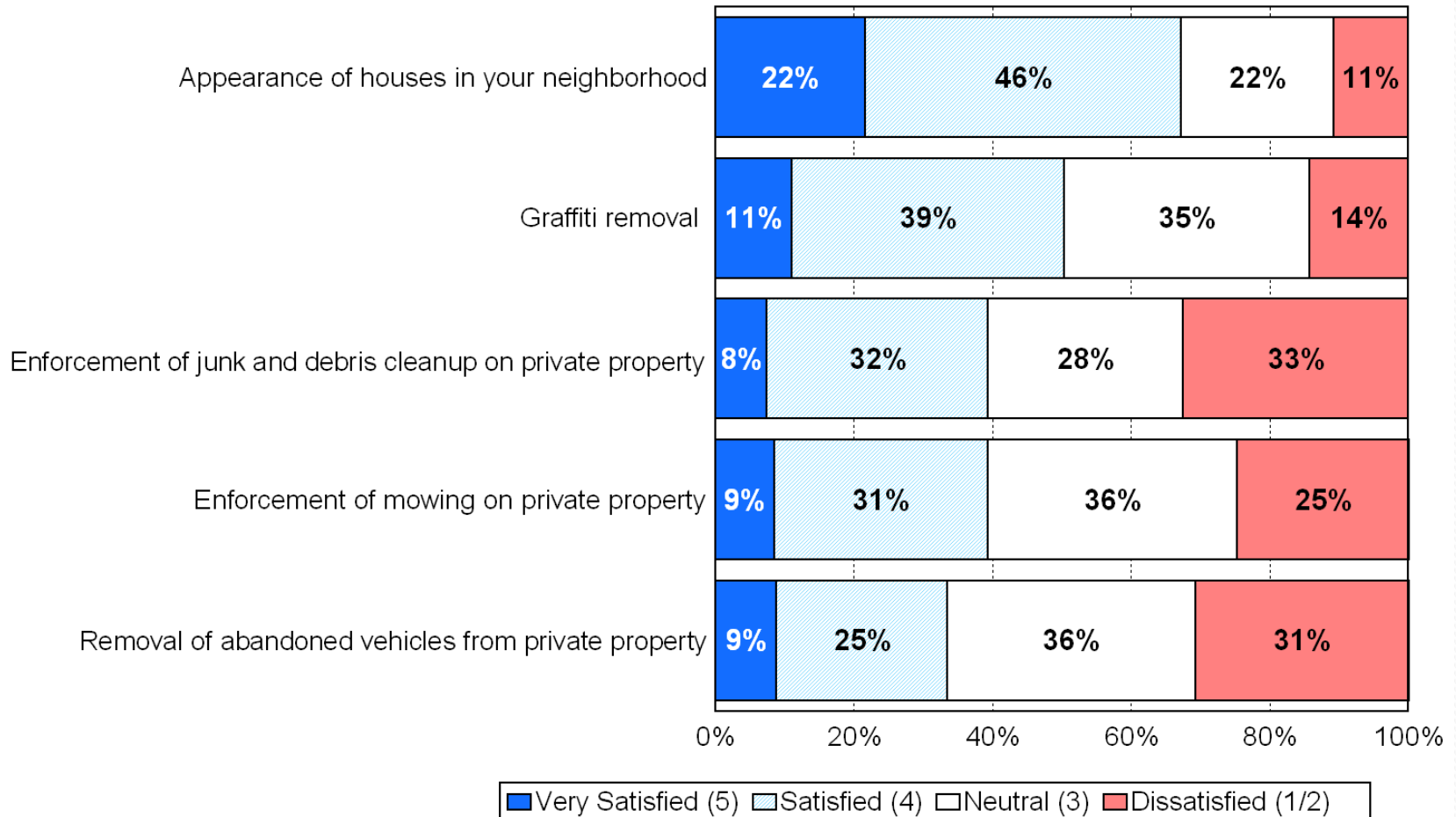
Satisfaction with Various Aspects of Maintenance Services

by percentage of respondents (excluding don't knows)



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)



Major Findings: #3

The City is Moving in the Right
Direction

Long-Term Trends 2005 to 2013

Most Significant Increases (More than 15%)

- Overall image of the city (+25%)
- Feeling of safety in downtown Durham (+23%)
- City as a place that is moving in the right direction (+23%)
- Overall appearance of the city (+22%)
- Maintenance of city streets (+21%)
- Street maintenance and repair (+20%)
- Overall quality of life in the city (+19%)
- Condition of streets in YOUR neighborhood (+18%)
- Overall value you receive for your city taxes and fees (+17%)
- City playgrounds (+17%)
- Condition of city parks (+17%)
- Cleanliness of city streets (+16%)

No Significant Decreases From 2005

Short-Term Trends 2011 to 2013

Significant Increases

- How easy City employees were to contact (+10%)
- Overall image of the city (+9%)
- Maintenance of city streets (+8%)
- Overall appearance of the city (+6%)
- Time it took for request to City employees be answered (+6%)
- Street maintenance and repair (+5%)
- Courtesy of City employees (+5%)

Most Significant Decreases

- Greenways and trails in the city (-11%)
- Removal of abandoned vehicles from private prop. (-9%)
- The City as a place to raise children (-8%)
- Feeling of safety walking alone in neighborhoods at night (-7%)
- Sewer services (-7%)

Major Findings: #4

**Maintenance and Police Services
Are the Top Overall Priorities**

Importance-Satisfaction Rating

City of Durham, North Carolina

Overall

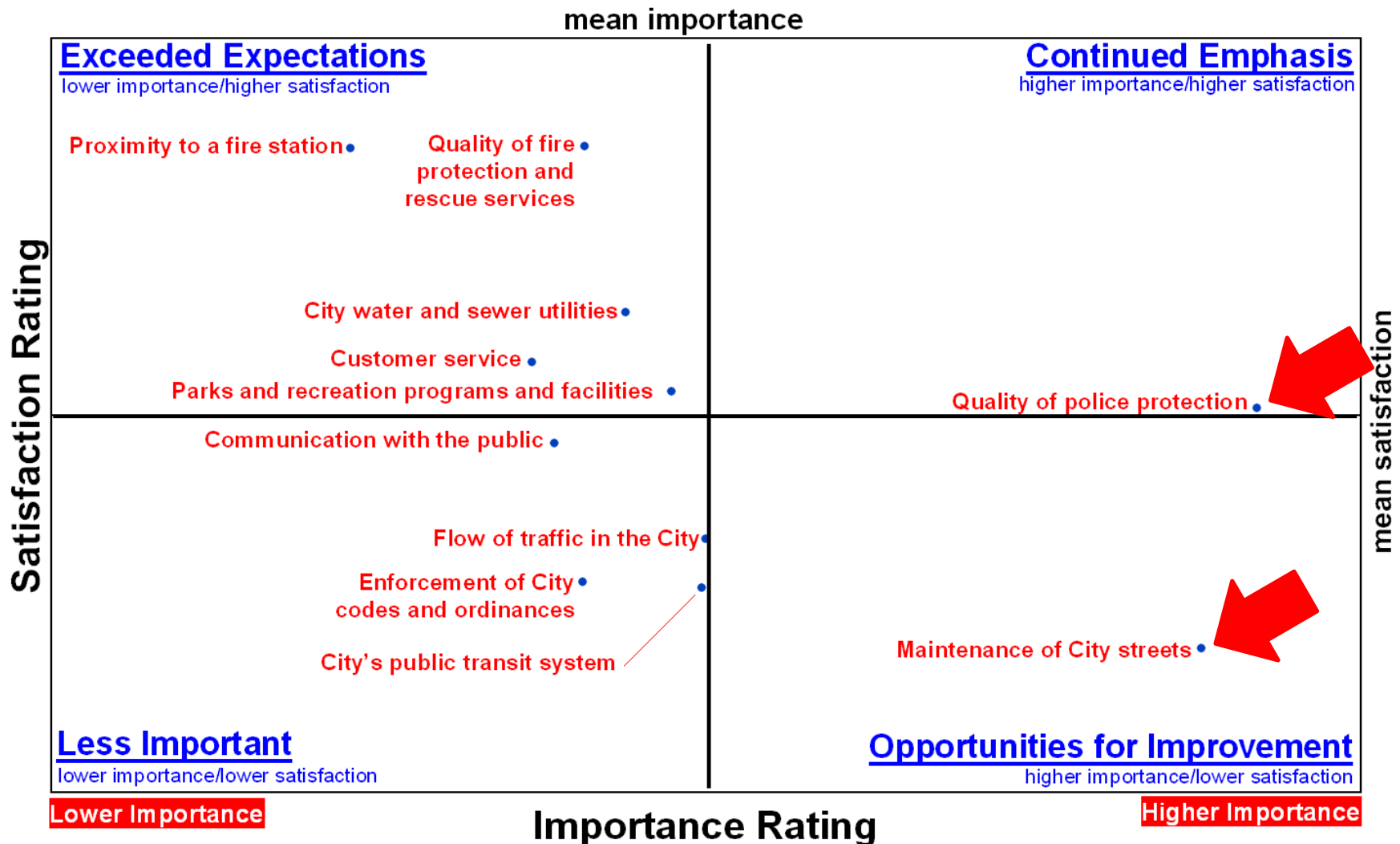
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of city streets	54%	2	44%	11	0.3040	1
Overall quality of police protection	57%	1	63%	6	0.2135	2
<u>High Priority (IS .10-.20)</u>						
Overall quality of the public transit system	24%	4	49%	10	0.1210	3
Overall flow of traffic in the city	24%	3	52%	8	0.1128	4
<u>Medium Priority (IS <.10)</u>						
Overall enforcement of codes and ordinances	16%	8	49%	9	0.0826	5
Overall quality of Parks and Recreation facilities and programs	22%	5	64%	5	0.0775	6
Overall effectiveness of communication with the public	15%	9	60%	7	0.0580	7
Overall quality of water and sewer utilities	19%	6	70%	3	0.0556	8
Overall quality of customer service you receive from City employees	13%	10	67%	4	0.0439	9
Overall quality of fire protection and rescue services	16%	7	84%	1	0.0267	10
Overall proximity to a fire station	2%	11	84%	2	0.0033	11

Overall Priorities: 

2013 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Importance-Satisfaction Rating

City of Durham, North Carolina

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Ranking
High Priority (IS .10-.20)						
Greenways and trails in the city	36%	1	60%	2	0.1425	1
Medium Priority (IS <.10)						
Overall quality of the City's recreation programs and services	19%	4	51%	8	0.0951	2
City playgrounds	22%	3	59%	3	0.0923	3
Cultural programming (e.g., events, concerts, and festivals)	23%	2	68%	1	0.0730	4
Diversity of City recreation opportunities	15%	5	52%	5	0.0706	5
City swimming pools	9%	8	35%	10	0.0586	6
City picnic shelters	11%	6	52%	7	0.0509	7
Outdoor athletic fields (e.g., baseball, soccer, and flag football)	10%	7	52%	6	0.0482	8
City Outdoor Adventure programs	7%	9	42%	9	0.0418	9
Customer service by the City's Parks and Recreation staff	6%	10	58%	4	0.0245	10

Parks and Recreation Priorities:

Importance-Satisfaction Rating

City of Durham, North Carolina

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Street maintenance and repair	58%	1	39%	10	0.3550	1
<u>High Priority (IS .10-.20)</u>						
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	22%	4	37%	11	0.1396	2
Cleanliness of storm water drains and creeks in your neighborhood	24%	3	46%	9	0.1274	3
Cleanliness of city streets	26%	2	54%	5	0.1214	4
Cleanliness and appearance of medians and roadsides	21%	5	47%	8	0.1102	5
<u>Medium Priority (IS <.10)</u>						
Mowing and tree trimming along city streets and other public areas	20%	6	52%	7	0.0945	6
Overall appearance of major entryways to the city	17%	8	53%	6	0.0799	7
Condition of city parks	18%	7	56%	3	0.0808	8
Condition of streets in YOUR neighborhood	17%	9	58%	2	0.0727	9
Condition of street signs & traffic signals	15%	10	67%	1	0.0486	10
Condition of recreation centers and facilities.	8%	11	55%	4	0.0341	11

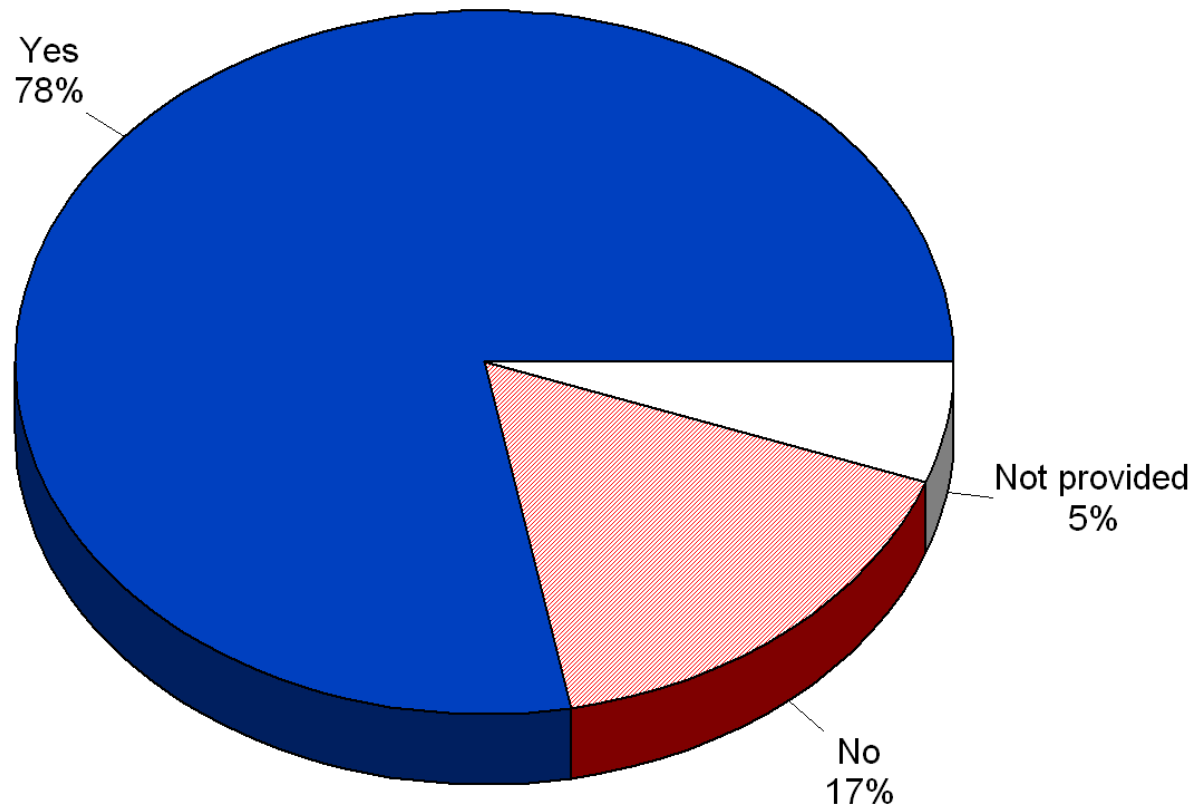
Maintenance Priorities:

Other Findings

Perceptions of Gangs

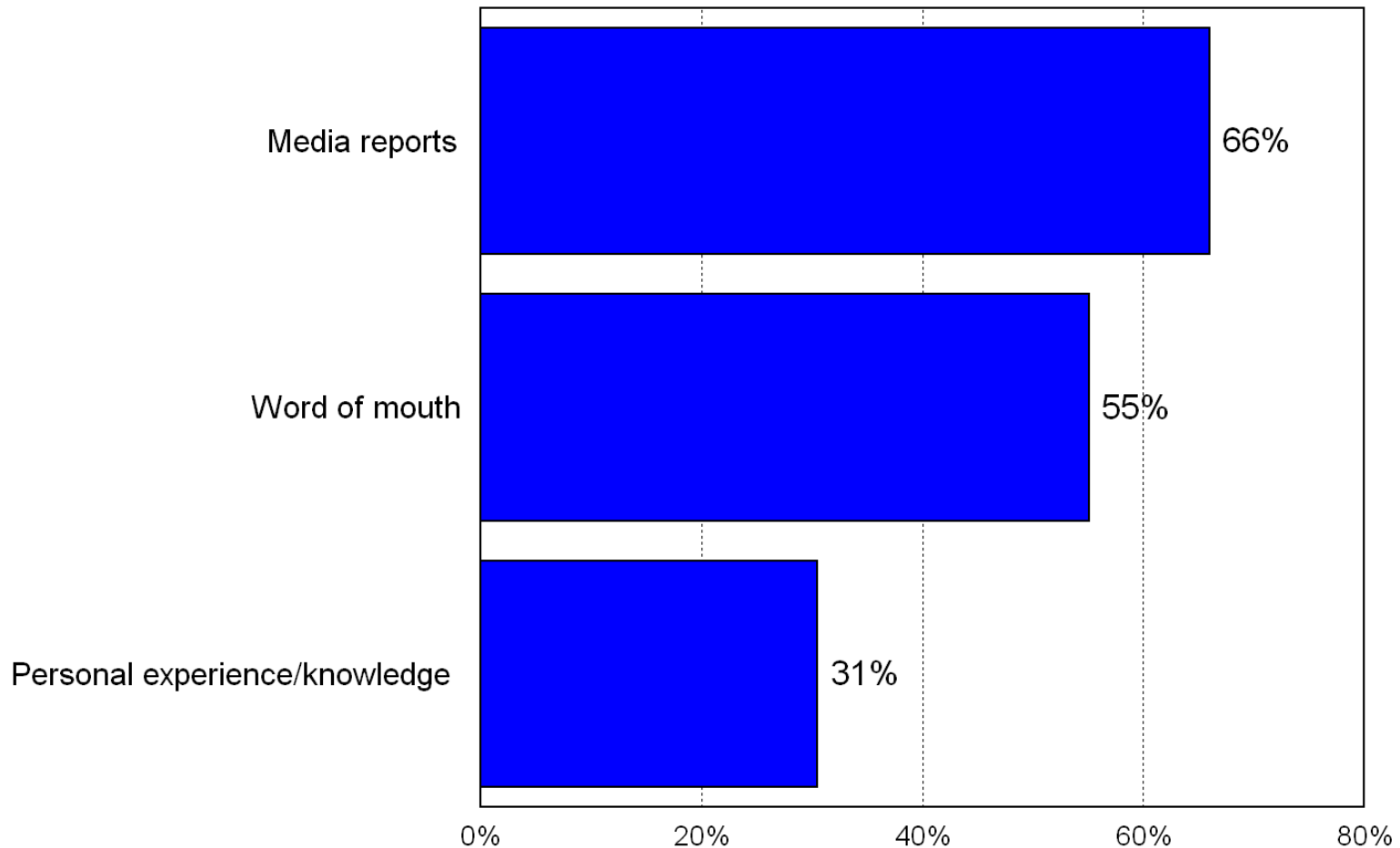
Do you think gangs are a problem in Durham?

by percentage of respondents



Why do you think gangs are a problem in Durham?

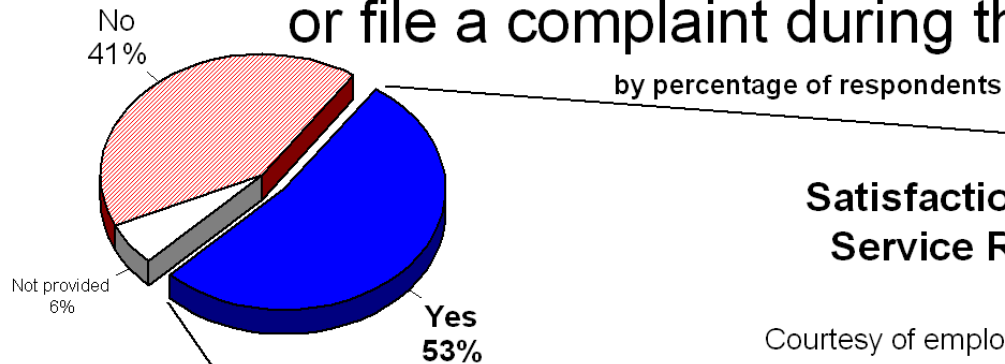
by percentage of respondents who felt gangs were a problem in Durham (multiple selections allowed)



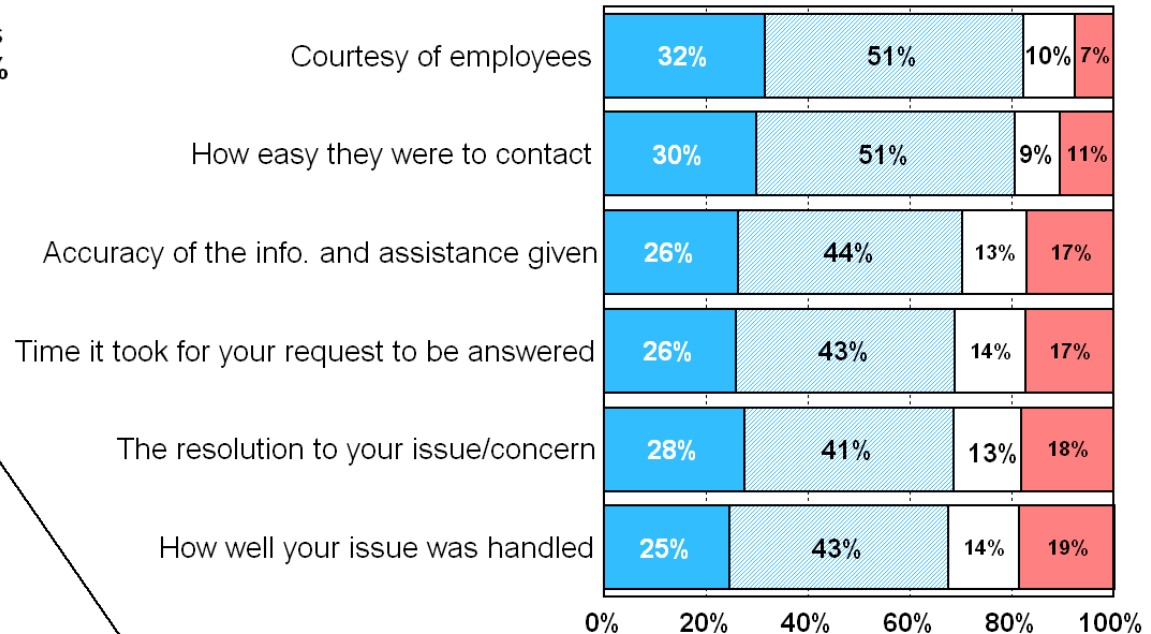
Source: ETC Institute (2013)

Customer Service Findings

Have you or other members of your household contacted the City of Durham to seek services, ask a question, or file a complaint during the past year?



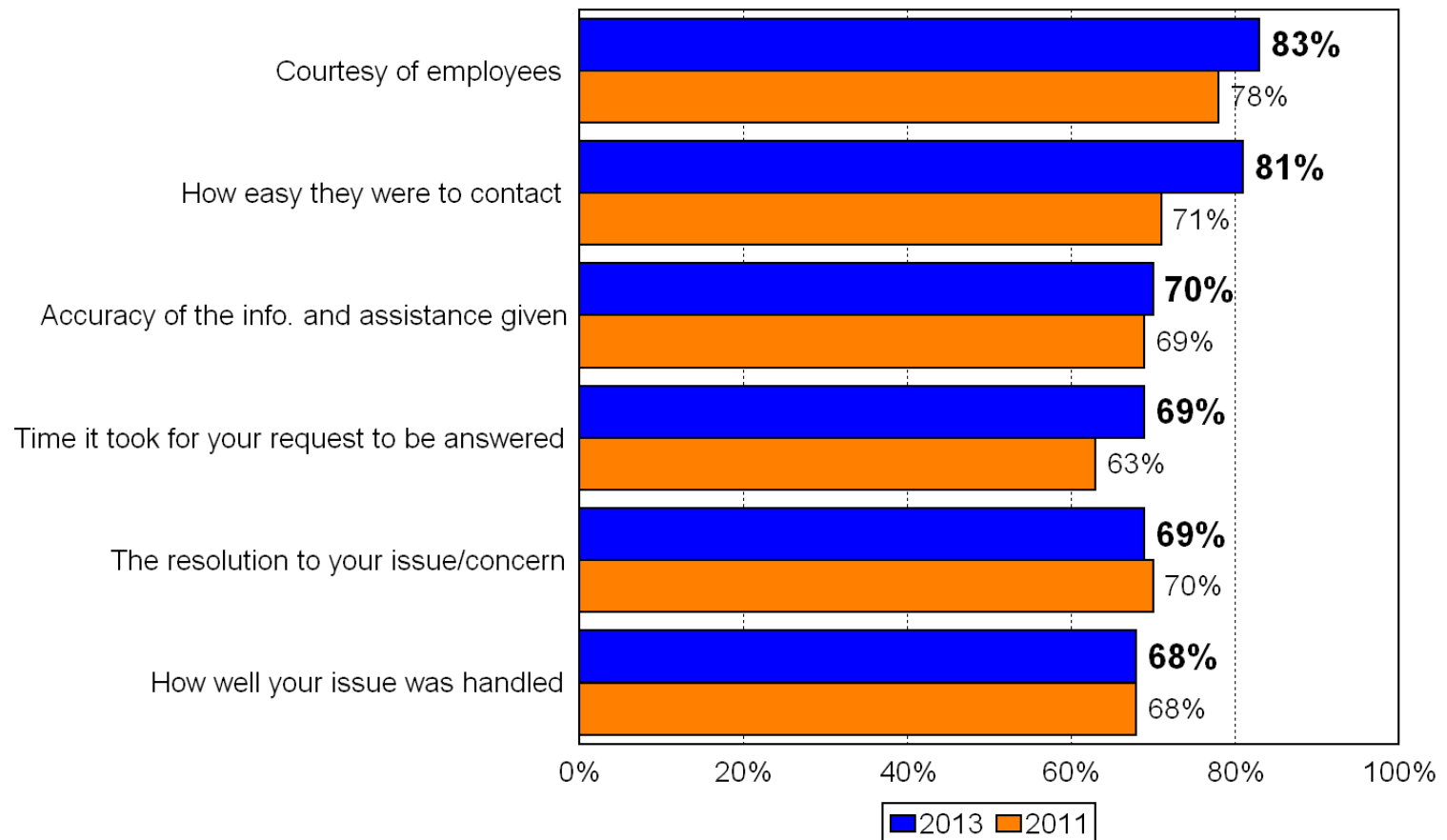
Satisfaction with the Quality of Customer Service Received from City Employees



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

Trends: Satisfaction with the Quality of Customer Service Received from City Employees - 2013 vs. 2011

by percentage of respondents who were "Very Satisfied" or "Satisfied" (excluding don't knows)

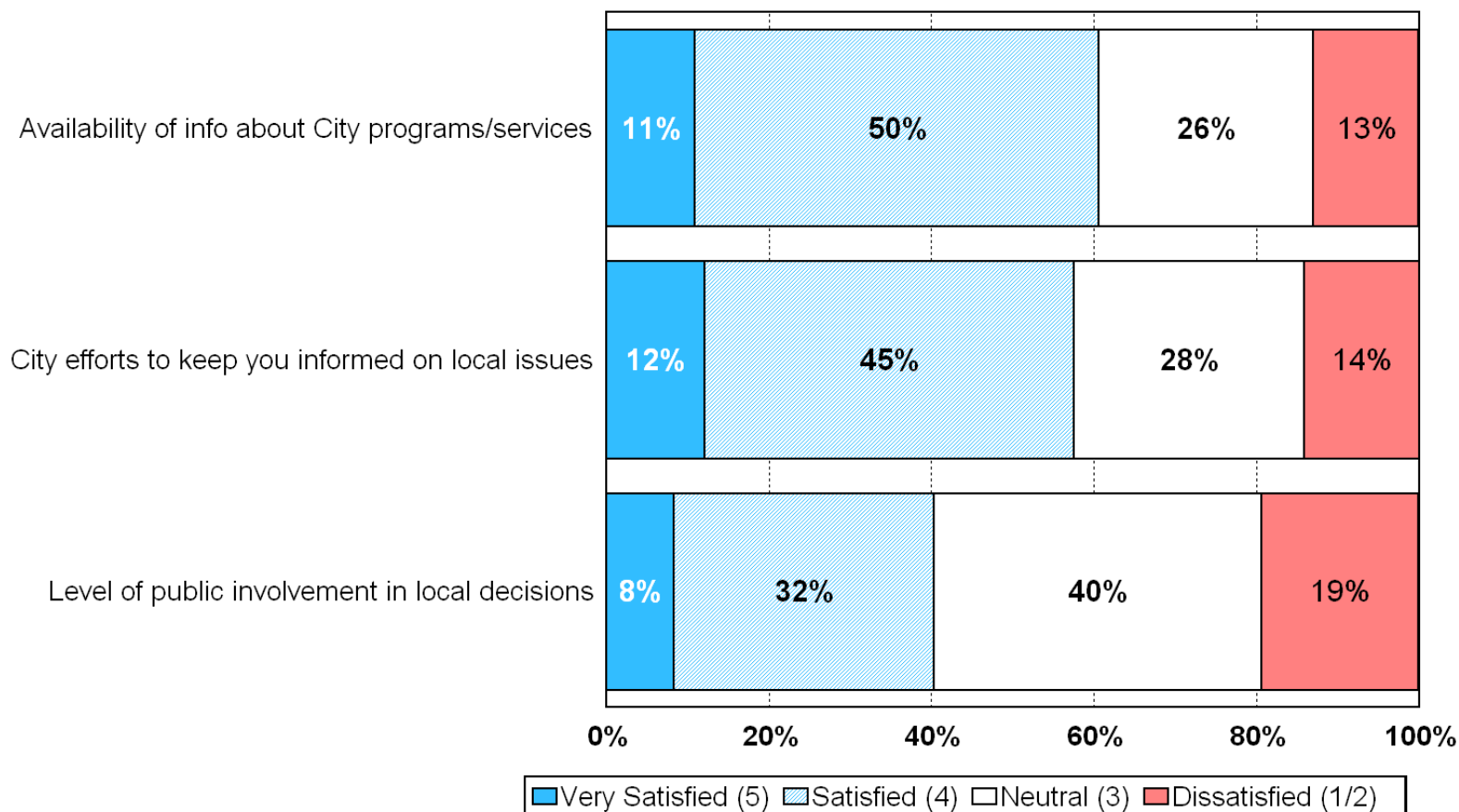


Source: ETC Institute (2013)

Communication Findings

Satisfaction with Various Aspects of Communication

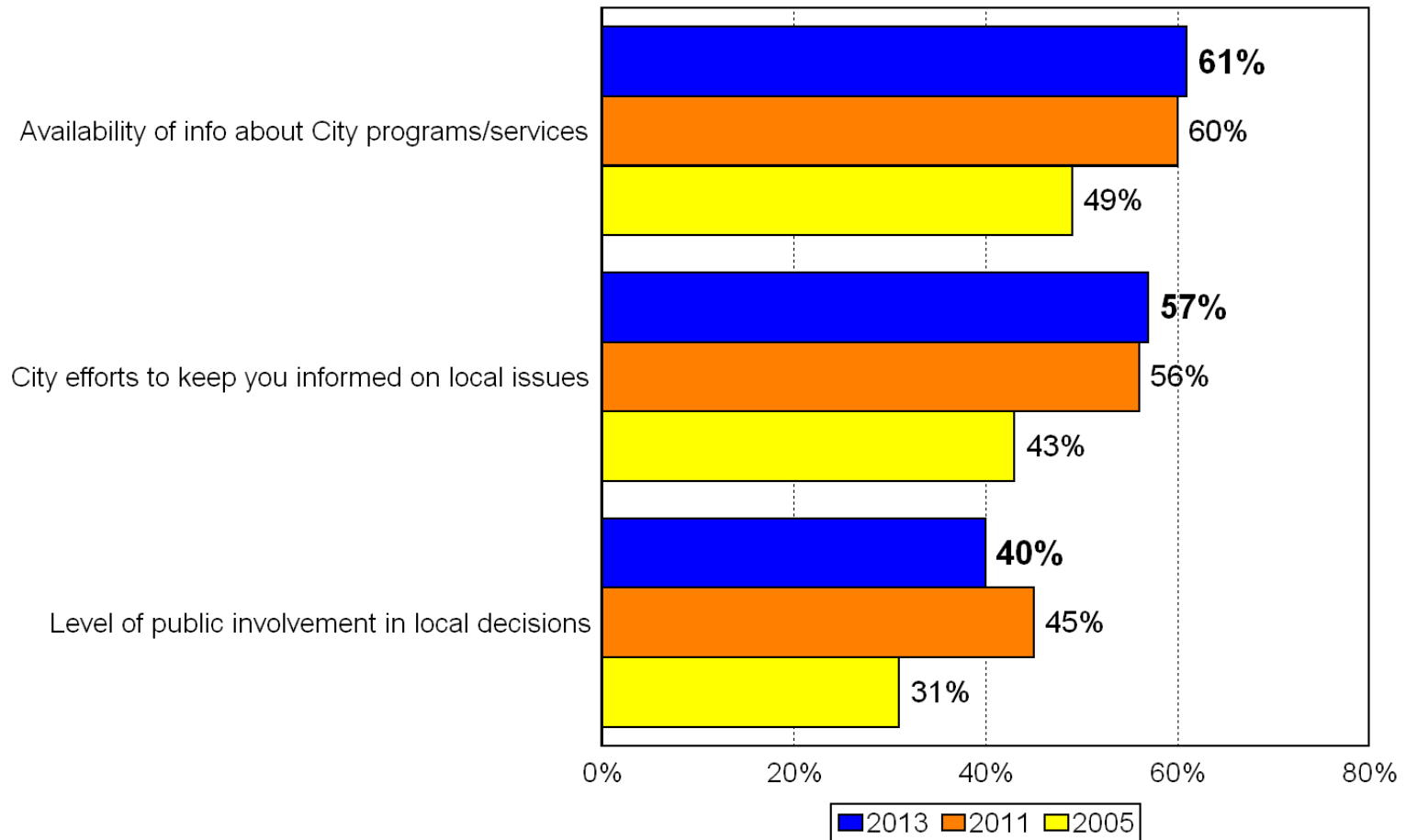
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

Trends: Satisfaction with Various Aspects of Communication - 2013 vs. 2011 vs. 2005

by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Source: ETC Institute (2013)

Summary and Conclusion

- **Residents generally have a positive perception of the City**
 - ❑ 8 out of every 10 residents surveyed gave positive ratings for the City as a place to live
 - ❑ More than three-fourths (76%) of residents were satisfied with the overall quality of life in their neighborhood
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- ❑ Overall quality of police protection

Other Priorities:

- ❑ Greenways and trails in the city
- ❑ Overall quality of the City's recreation programs and services
- ❑ Street maintenance and repair

Questions?

THANK YOU!!