

2014 Resident Survey

Findings Report



HISTORY, CHARM, AND SOUTHERN HOSPITALITY_____

conducted for
The Village of
Pinehurst, North Carolina

by

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October 2014

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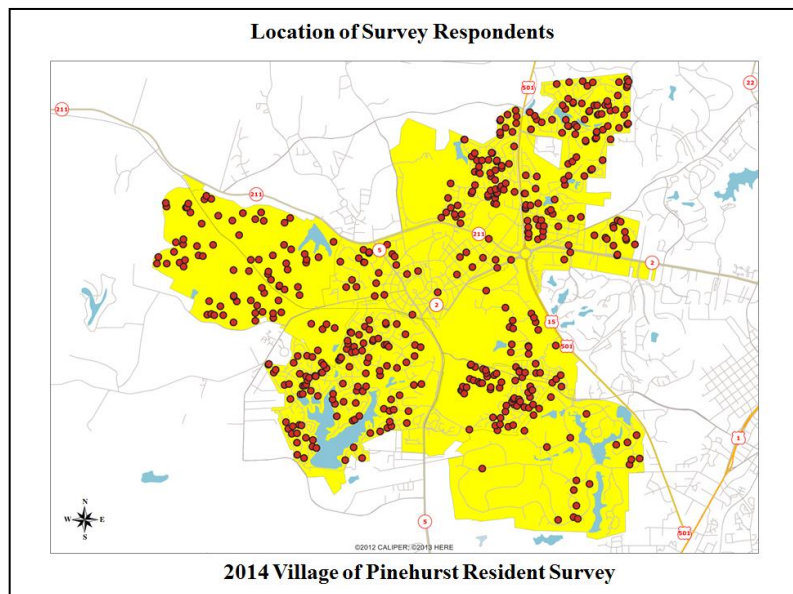
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Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Village of Pinehurst during August and September of 2014. This is the third time that the survey was administered for the Village. The first time was in August and September of 2012. The survey was administered as part of an effort to assess citizen satisfaction with the quality of Village services. The results of this year’s survey provide a valuable measurement of change – **TRENDS**. The information gathered from the survey will help the Village establish budget priorities and refine policy decisions, based on performance measurement provided by residents.

Methodology. A seven-page survey was mailed to a random sample of 2,000 households in the Village of Pinehurst. 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. Of the households that received a survey, a total of 506 completed the survey. The results for the random sample of 506 households have a 95% level of confidence with a precision of at least +/-4.3%. In order to better understand how well services are being delivered by the Village, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Village of Pinehurst from other communities in the *DirectionFinder*® database. 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 provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs for each question on the survey
- GIS maps that show the results of selected questions as maps of the Village
- benchmarking data that shows how the results for the Village of Pinehurst compare to other communities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **Most of the residents surveyed were satisfied with Village services.** Ninety-two percent (92%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire services, 89% were satisfied with solid waste services, 88% were satisfied with Village communication with residents, and 88% were satisfied with the overall quality of police services.

TRENDS: Change that is referred to as “significant” is above or below the +/-4.3% margin of error. Because the numbers measured are rounded, the margin of error is also rounded to +/- 4%, so “significant” applies to a change of 5% or more. There was one significant increase - Village communication with the public (88% in 2014 vs. 78% in 2013). There was also one significant decrease - enforcement of Village codes and ordinances (52% in 2014 vs. 59% in 2013).

- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Village of Pinehurst over the next two years were: (1) efforts to maintain the quality of their neighborhoods, (2) police services, and (3) street and right-of-way maintenance. These were also the top three, in this order, in 2012.
- **The Importance of Various Factors in Resident Decision to Live in the Village of Pinehurst (GAP Analysis)** Residents were asked to choose from a list of 13 issues that were the most important to their decision to live in the Village of Pinehurst. The top three reasons were 1st) safety and security, 2nd) quality of housing, and 3rd) the quality of health care.

With the same 13 issues, residents were asked if their needs were being met in Pinehurst. The greatest GAP between the order of importance and needs being met, were with;

- Access to quality shopping – 7th in importance and 12th in needs being met – GAP is 5
- A “resort” community – 12th in importance and 7th in needs being met – GAP is 5

The Village of Pinehurst accomplished what none of our other communities have – the top 5 issues in regards to “needs met” are also the top 5 in “importance”.

- **Perceptions of the City.** Most (96%) of the residents surveyed *who had an opinion* indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the Village; 96% were satisfied with the appearance of the Village, 94% were satisfied with the quality of life in the Village, 94% were satisfied with the Village of Pinehurst as a place to live, and 93% were satisfied with the overall image of the Village. **TRENDS: There was one significant increase - quality of new development in the Village (57% in 2014 vs. 52% in 2013). There were no significant decreases.**
- **Public Safety.** Eighty-nine percent (89%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with Village efforts to prevent crime, 85% were satisfied the professionalism of Police Officers, and 84% were satisfied with how quickly police respond to emergencies. **TRENDS: There were no significant changes.**
- **Cultural and Recreation Services** Eighty-five percent (85%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Village parks, 83% were satisfied with the number of Village parks, and 75% were satisfied with the availability of walking and greenway trails. **TRENDS: There was one significant increase – availability of recreation indoor facilities (42% in 2014 vs. 35% in 2013). There was also one significant decrease – condition of walking and greenway trails (70% in 2014 vs. 76% in 2013).**
- **Community Development** Seventy-one percent (71%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of single family residential development, 66% were satisfied with the enforcing of sign regulations, and 57% were satisfied with the clean-up of litter and debris on private property. **TRENDS: There were no significant changes.**
- **Public Services.** Ninety-one percent (91%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of main Village street thoroughfares, 88% were satisfied with the cleanliness of streets and other public areas, 88% were satisfied with the maintenance and preservation of downtown, and 85% were satisfied with landscaping in medians and other public areas (85%). **TRENDS: There were four significant increases. The most significant increases were – adequacy of street lighting (55% in 2014 vs. 42% in 2013) and availability of sidewalks (46% vs. 34%). There were no significant decreases.**

- **Solid Waste Services.** Ninety-six percent (96%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection service services, 92% were satisfied with curbside recycling services, and 87% were satisfied with yard waste collection services. **TRENDS:** **There was one significant increase – Recycle Yard on McCaskill Rd. (80% in 2014 vs. 71% in 2013). There were no significant decreases.**

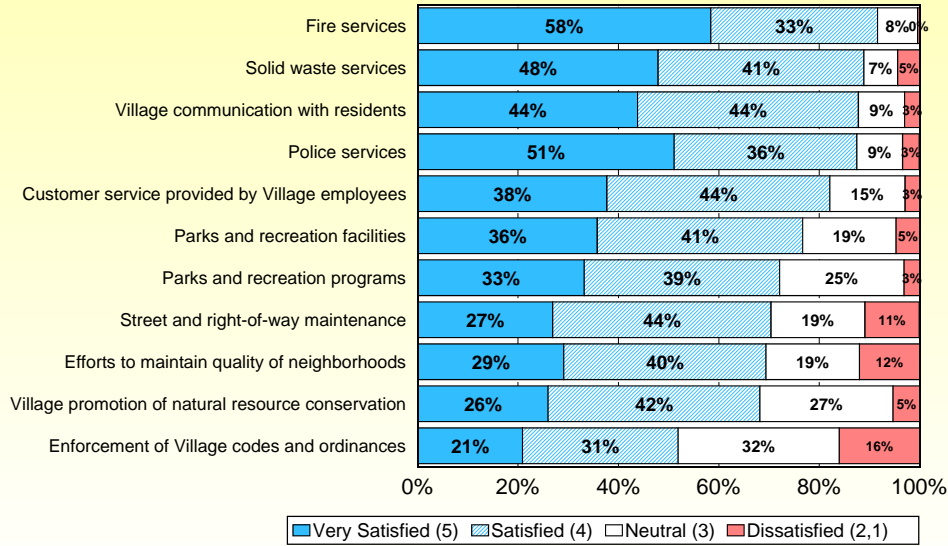
- **Communications and Outreach.** Seventy-nine percent (79%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with efforts to keep residents informed about local issues, 78% were satisfied with the Village Newsletter, and 75% were satisfied with the availability of information about Village programs and services. **TRENDS:** **There were two significant increases – efforts to keep you informed on local issues (79% in 2014 vs. 69% in 2013) and quality of information about Village programs and services (75% in 2014 vs. 69% in 2013.) There was one significant decrease – Village website (62% in 2014 vs. 68% in 2013).**

- **Downtown Parking.** Eighty-six percent (86%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the security of parking downtown, 79% were satisfied with the quality of public parking lots, and 75% were satisfied with the availability of parking downtown. **TRENDS:** **There was one significant increase – availability of parking downtown (75% in 2014 vs. 68% in 2013). There were no significant decreases.**

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category

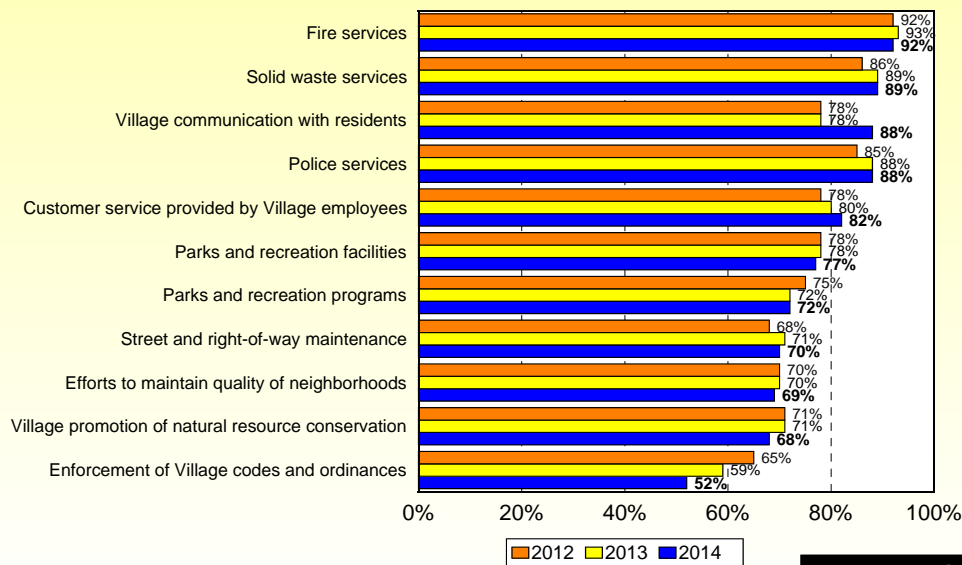
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2012, 2013 & 2014

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

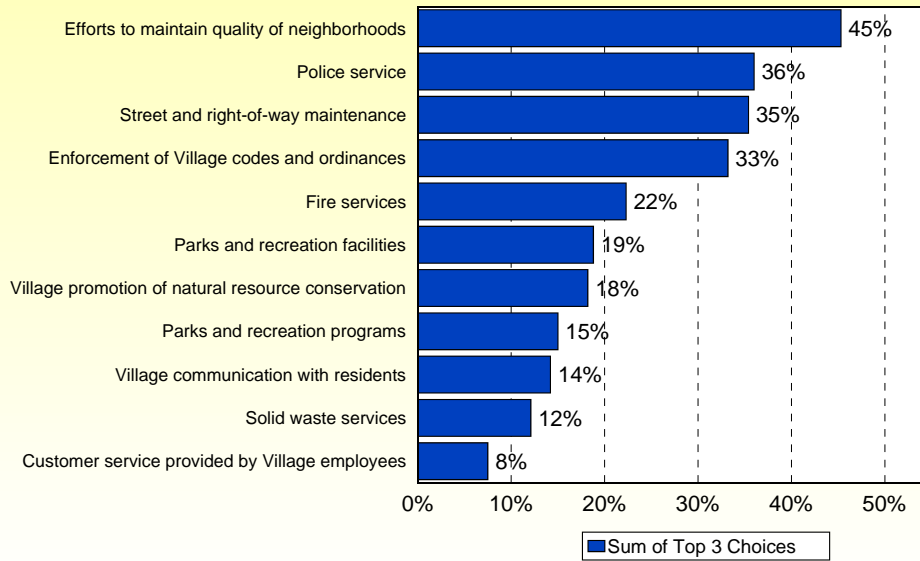


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q2. Village Services That Should Receive the Most Emphasis Over the Next Two Years

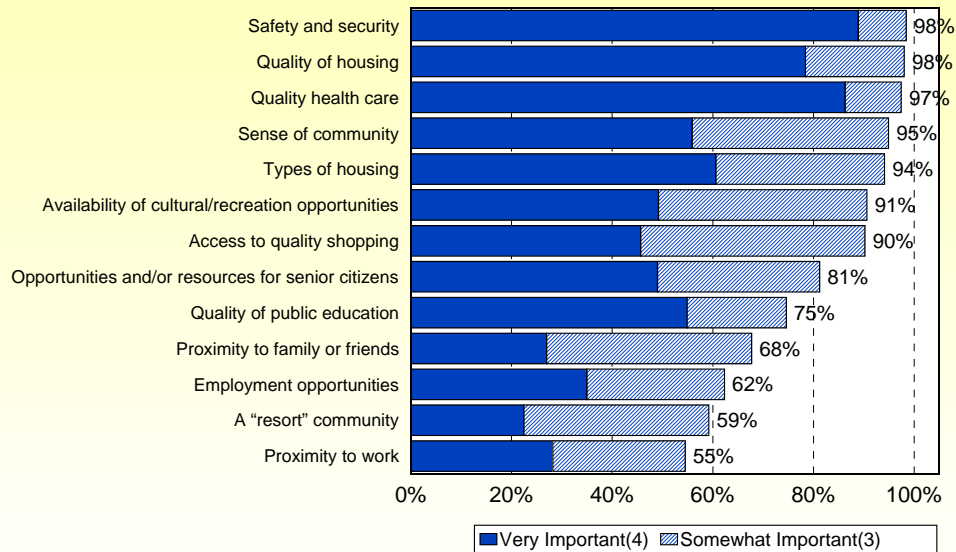
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q3. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

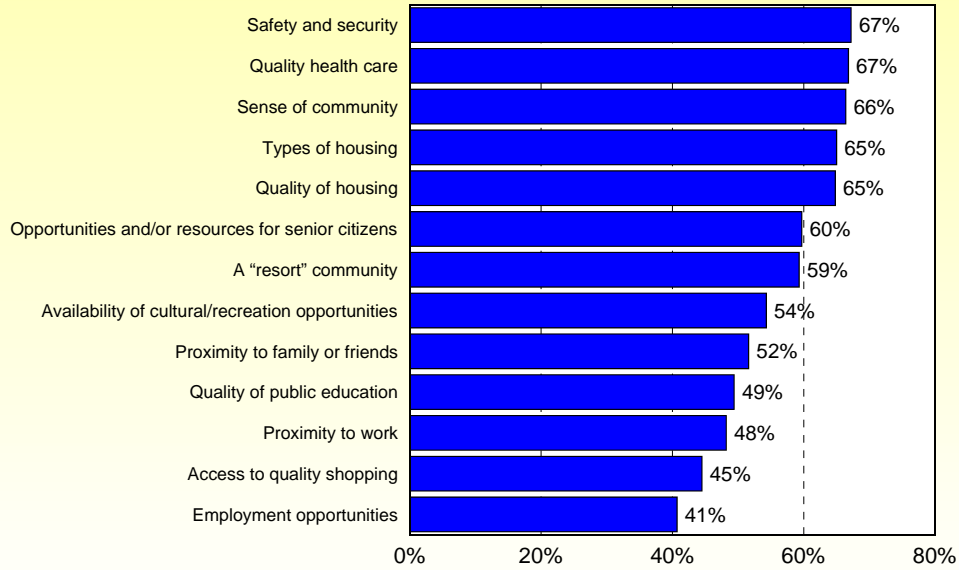
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

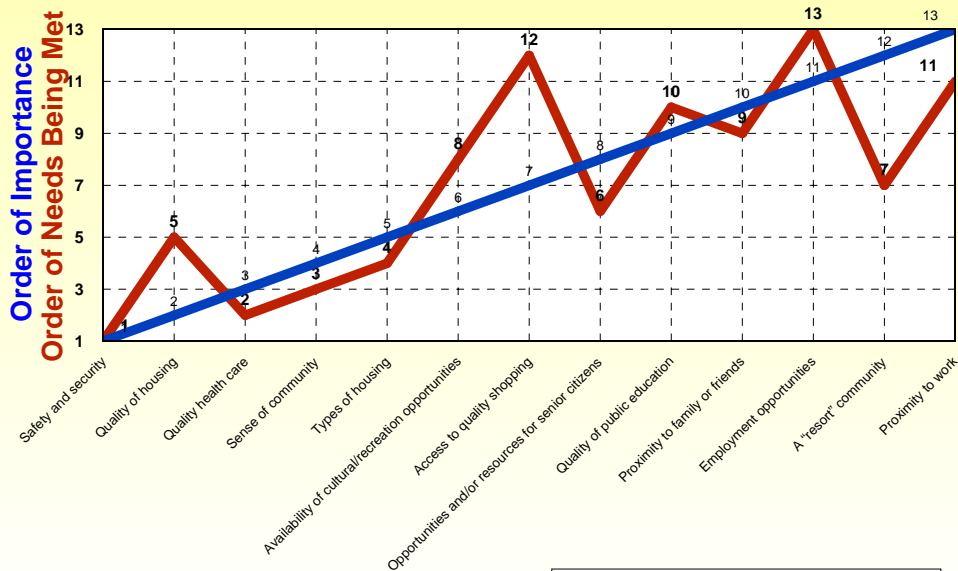
Q3a. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst

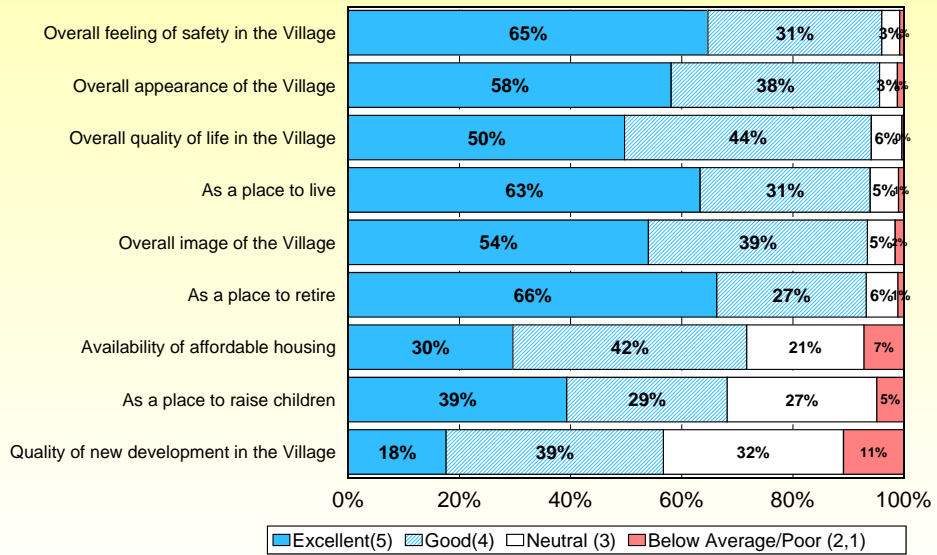


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Red points above the blue line are needs that are not being met relative to their importance

Q4. Perception Residents Have of Pinehurst as a Community

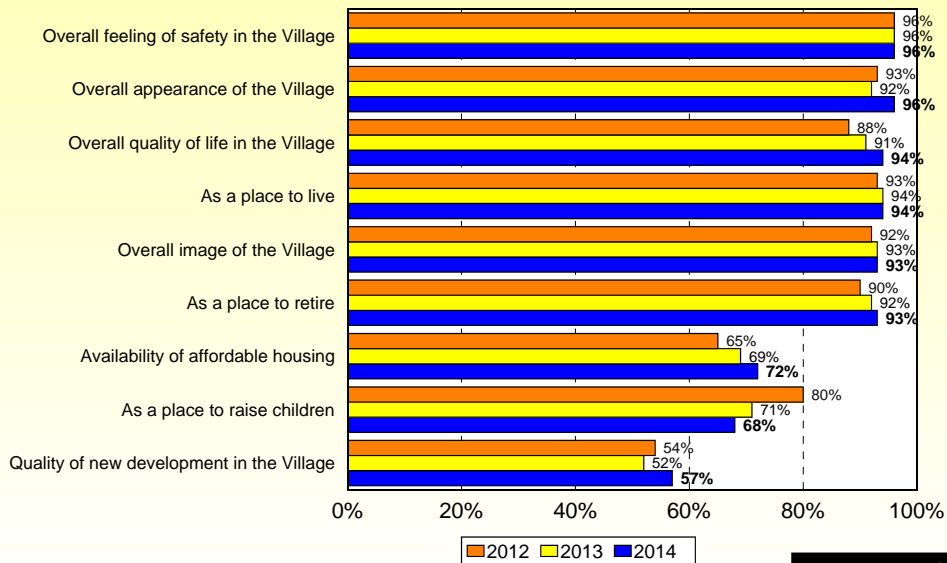
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community - 2012, 2013 & 2014

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

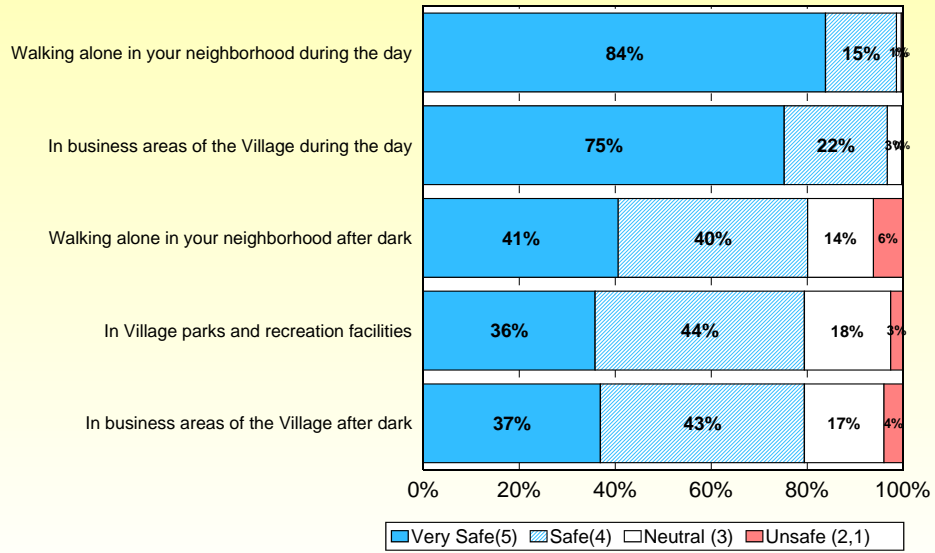


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q5. Perceptions of Safety and Security in Pinehurst

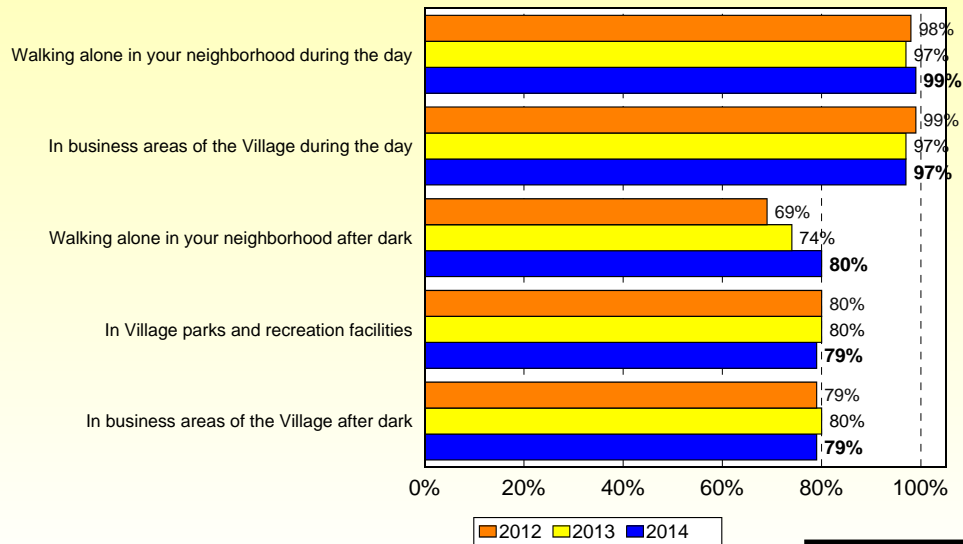
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst - 2012, 2013 & 2014

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

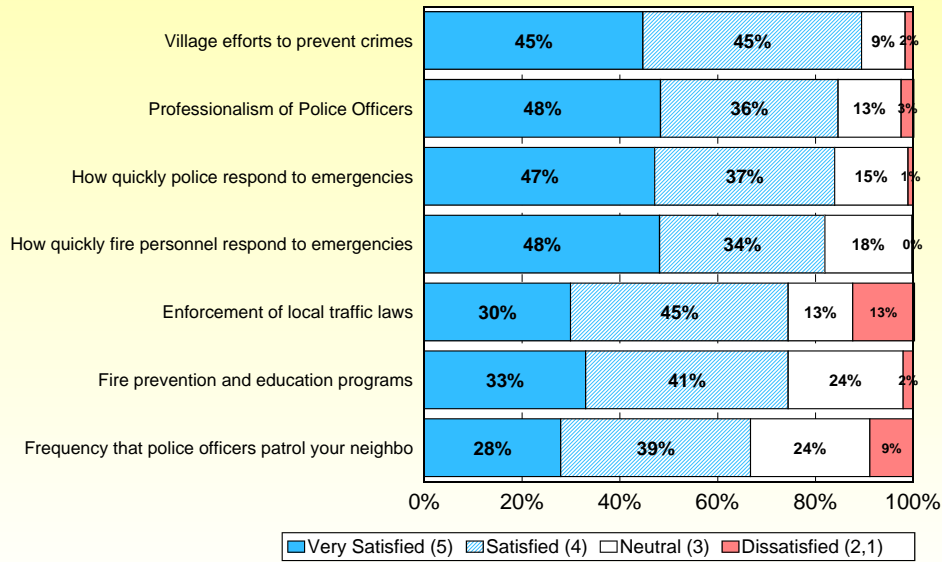


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q6. Satisfaction with Various Aspects of Public Safety

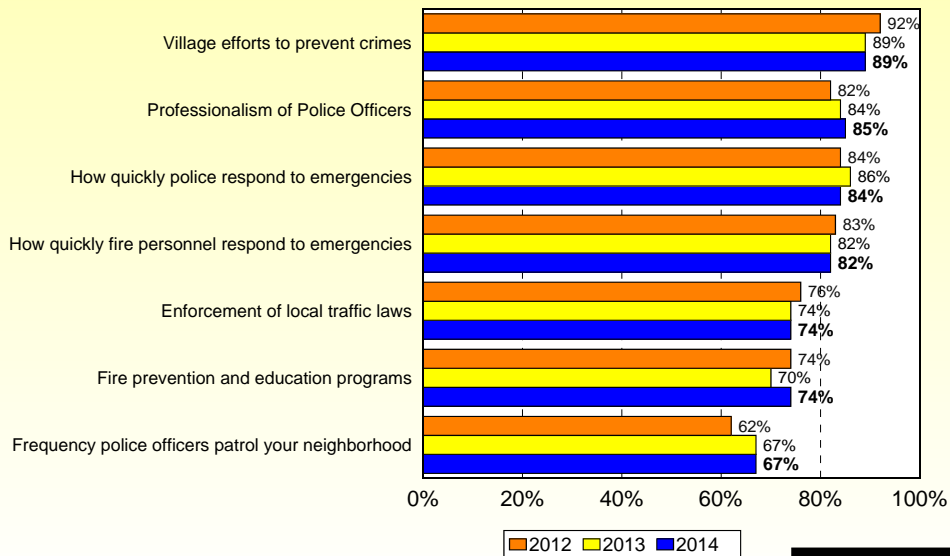
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2012, 2013 & 2014

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

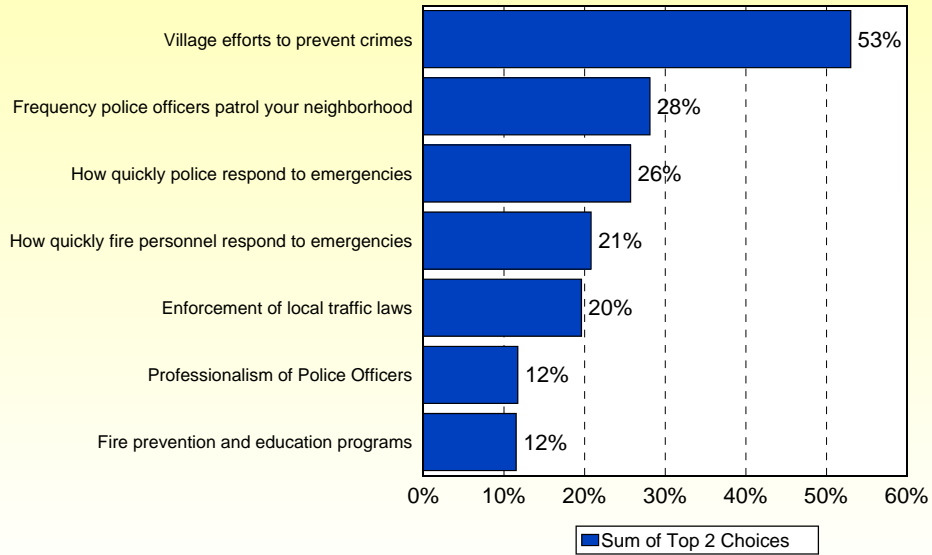


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q7. Public Safety Services That should Receive the Most Emphasis Over the Next TWO Years

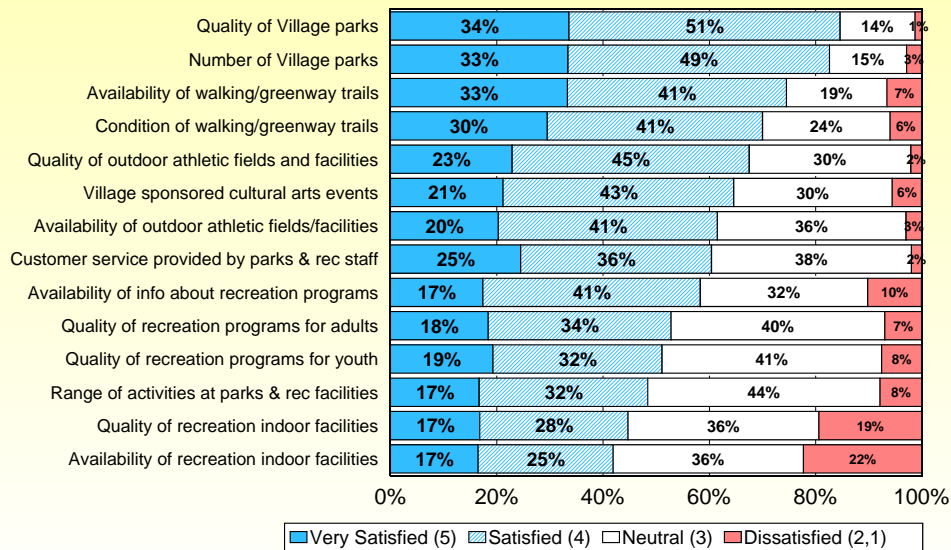
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q8. Satisfaction with Various Aspects of Cultural and Recreation Services

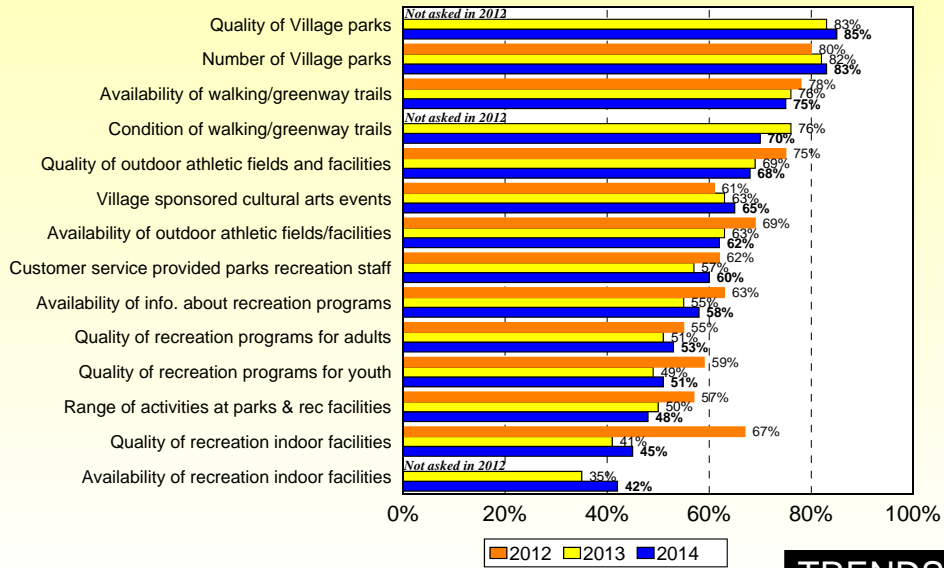
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q8. Satisfaction with Various Aspects of Cultural and Recreation Services - 2012, 2013 & 2014

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

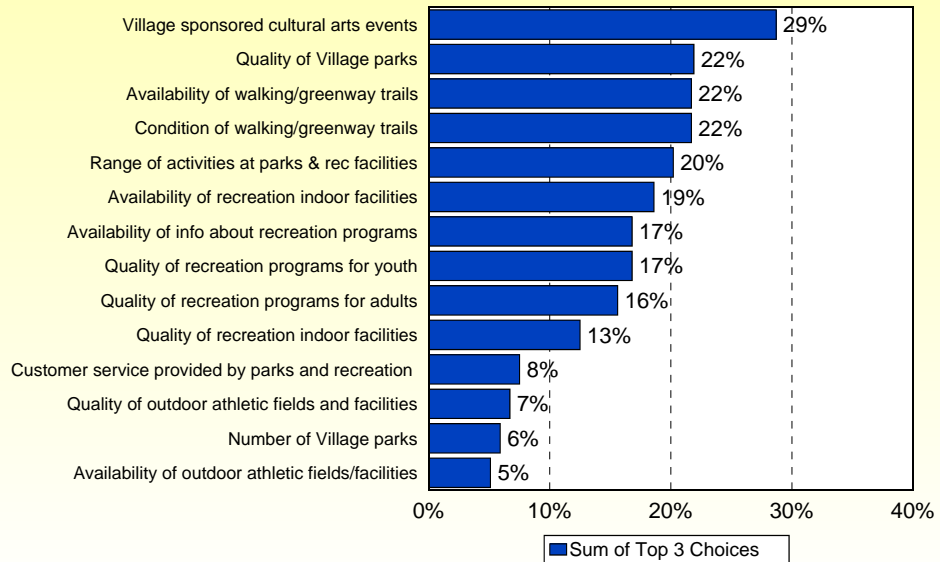


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q9. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

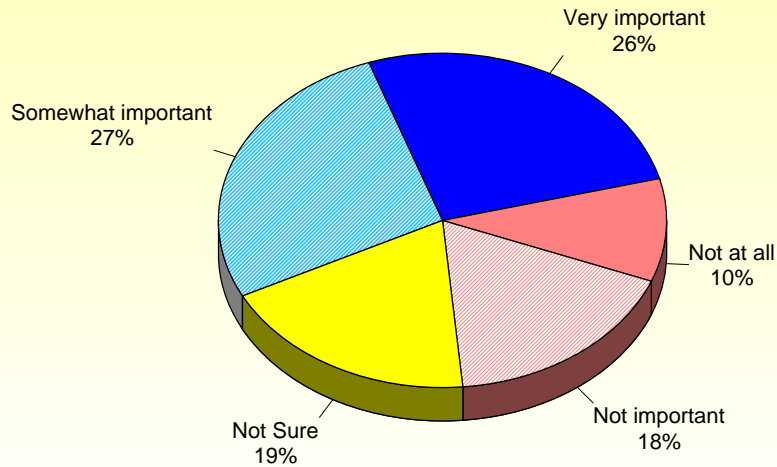
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q10. How important do you feel it is for the Village to construct a Community Center to provide indoor recreation space for youth and adults?

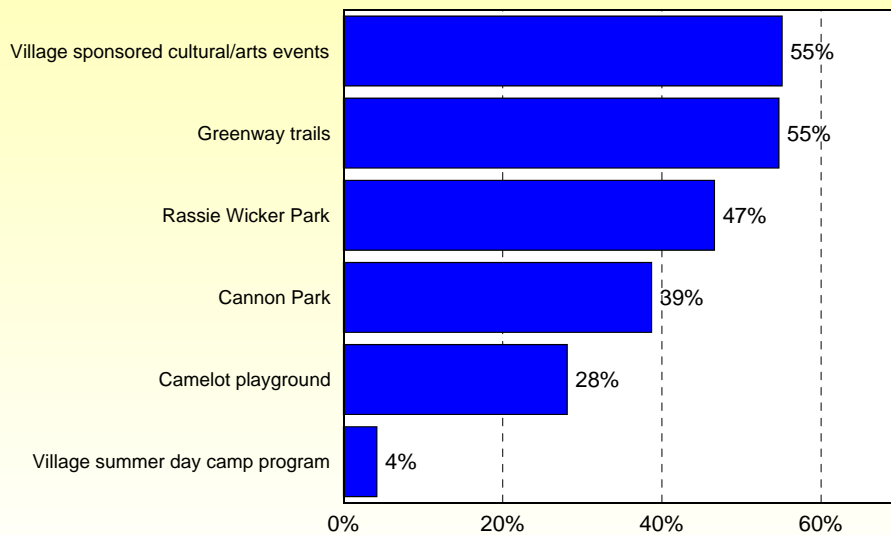
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q11. Parks and Recreation Programs and Facilities That Residents Have Used During the Past Year

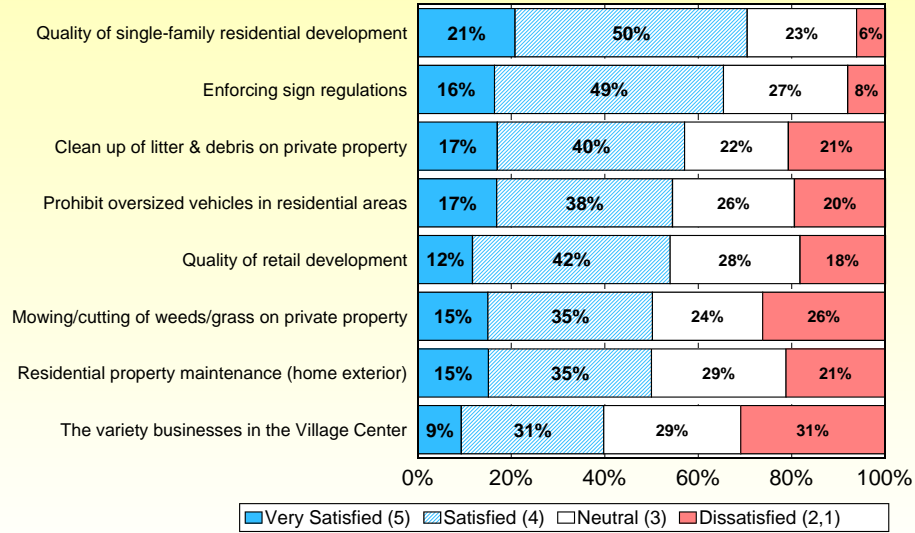
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q12. Satisfaction with Various Aspects of Community Development

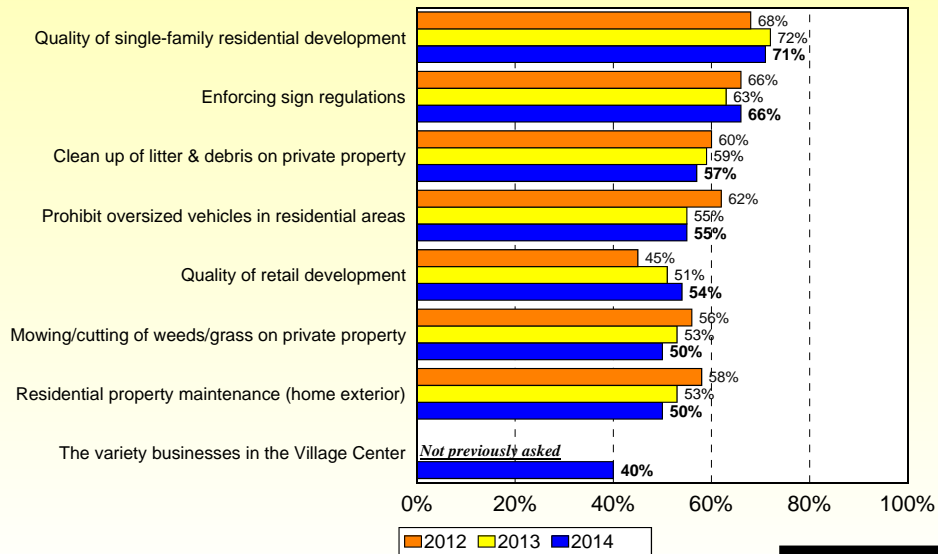
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

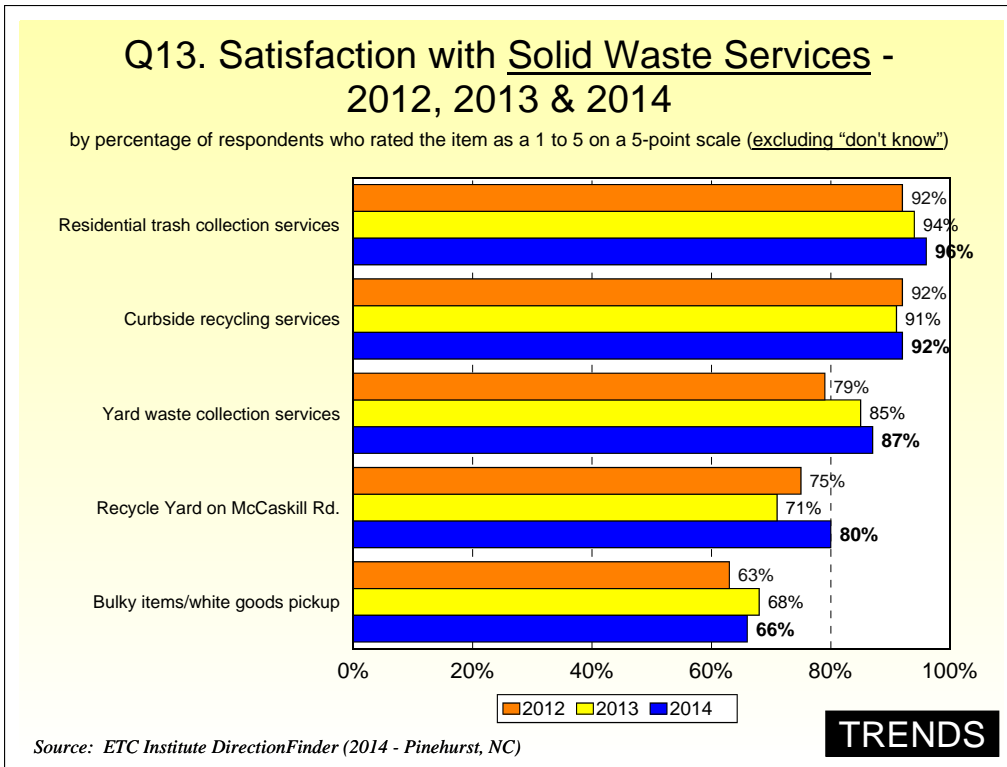
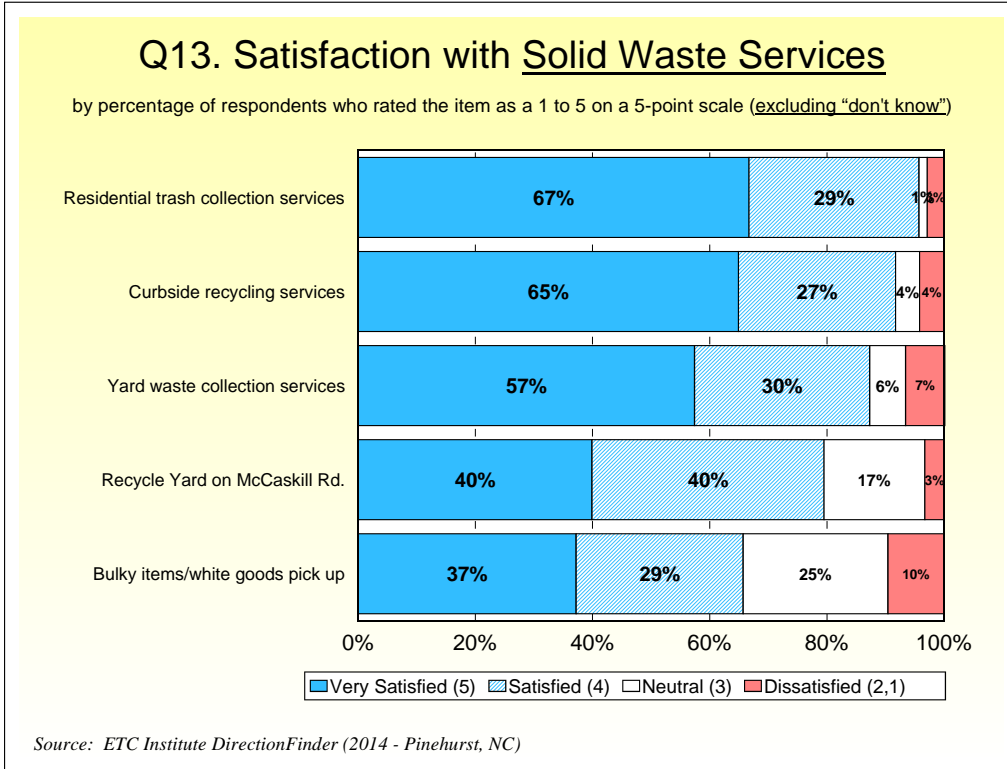
Q12. Satisfaction with Various Aspects of Community Development - 2012, 2013 & 2014

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



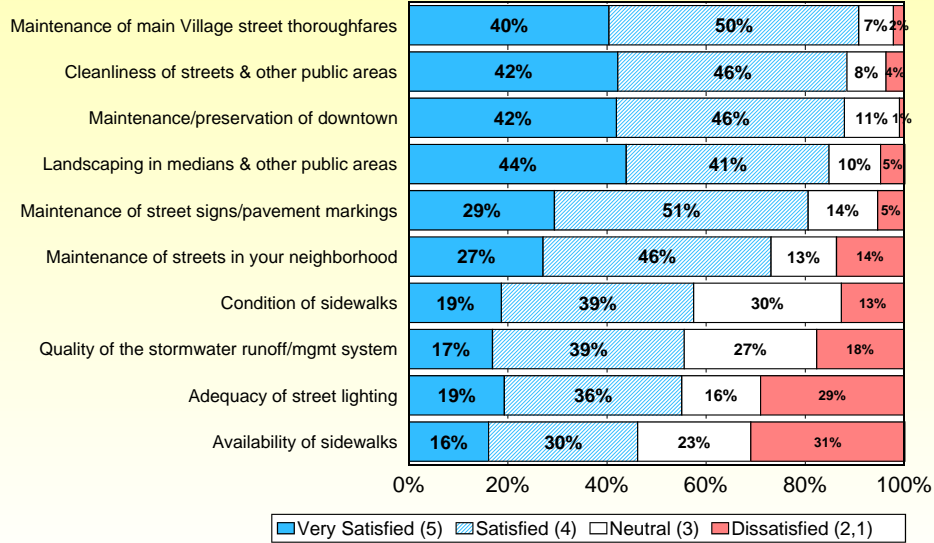
Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS



Q14. Satisfaction with Various Aspects of Public Services

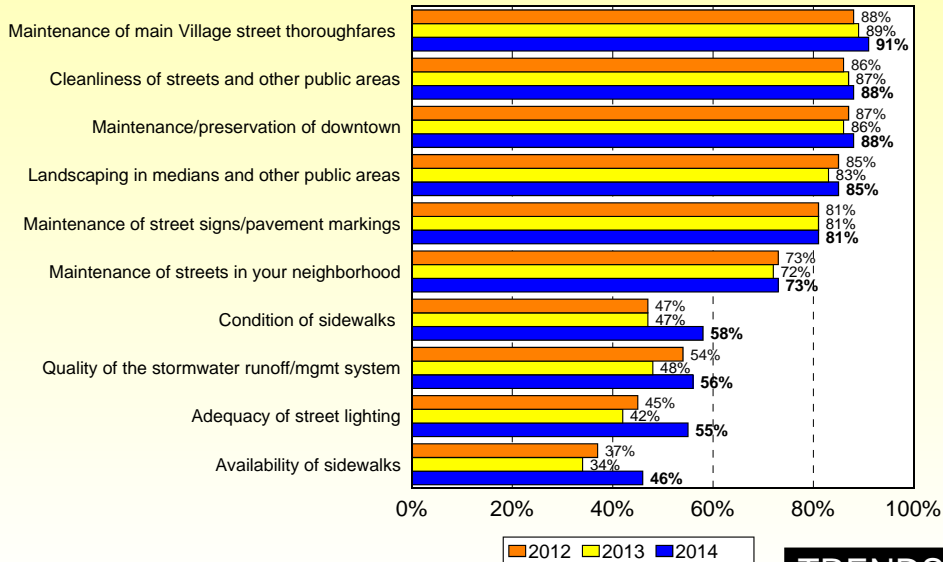
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q14. Satisfaction with Various Aspect of Public Services - 2012, 2013 & 2014

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

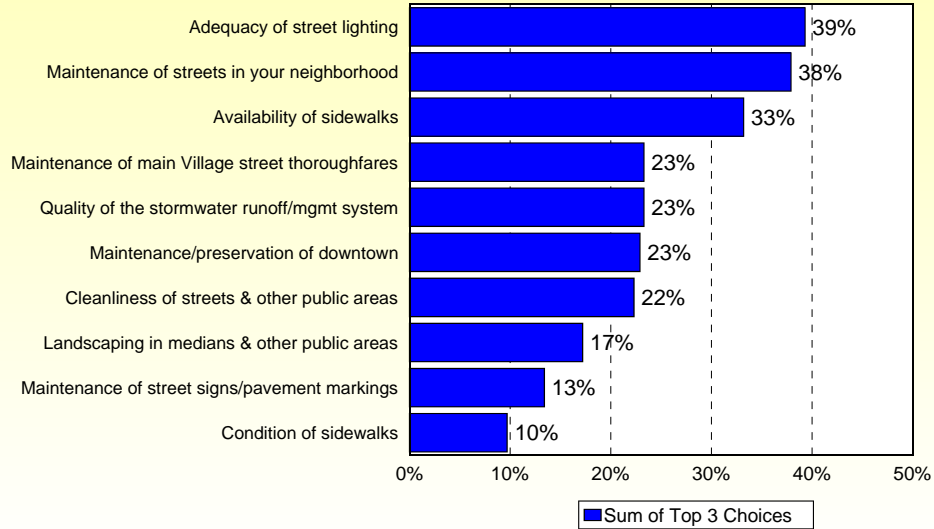


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q15. Which three of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

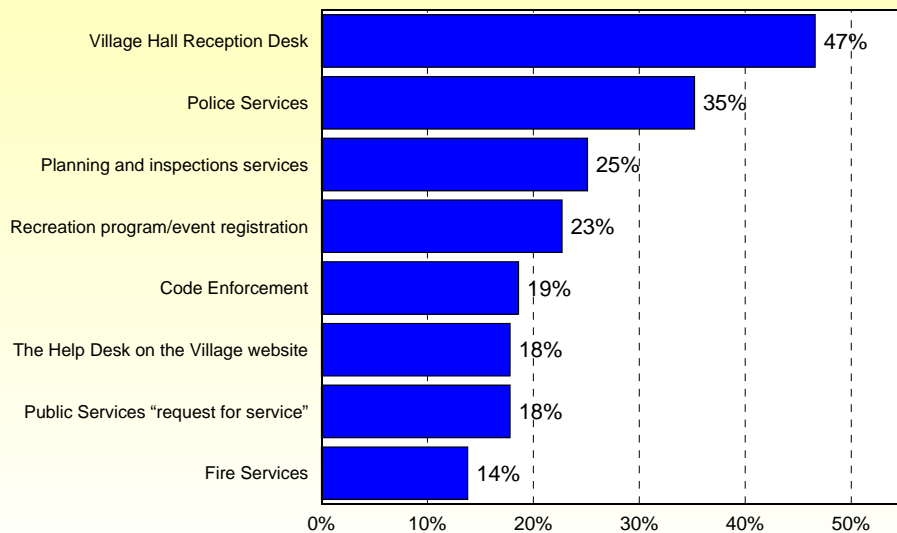
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q16. Do you or other members of your household use Village services and facilities?

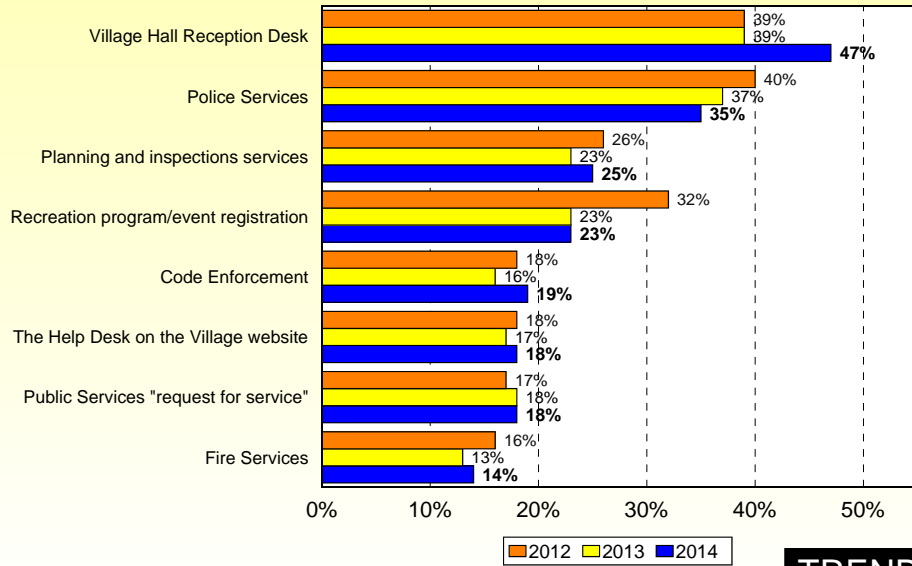
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q16. Households That Use Village Services and Facilities - 2012, 2013 & 2014

by percentage of respondents who answered "yes"

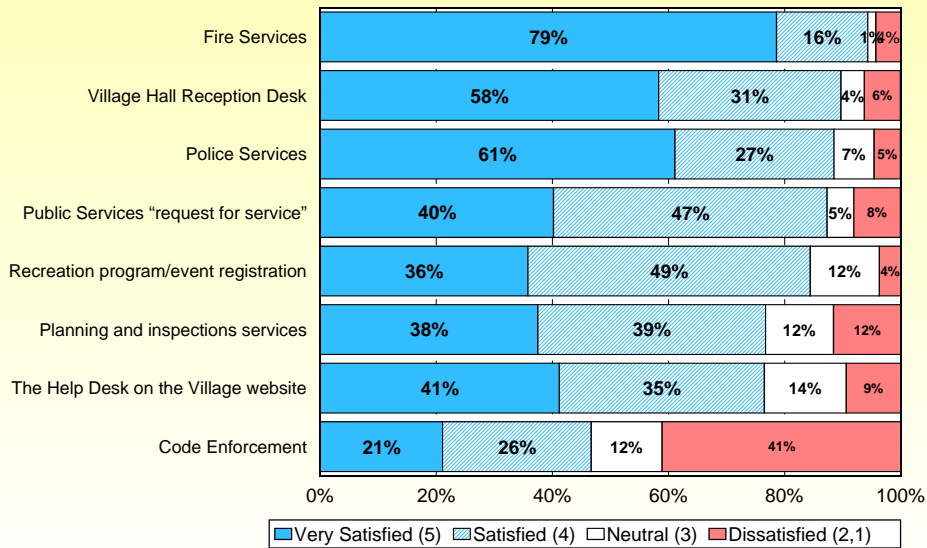


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q16a. Satisfaction with Village Services and Facilities That Households Have Used

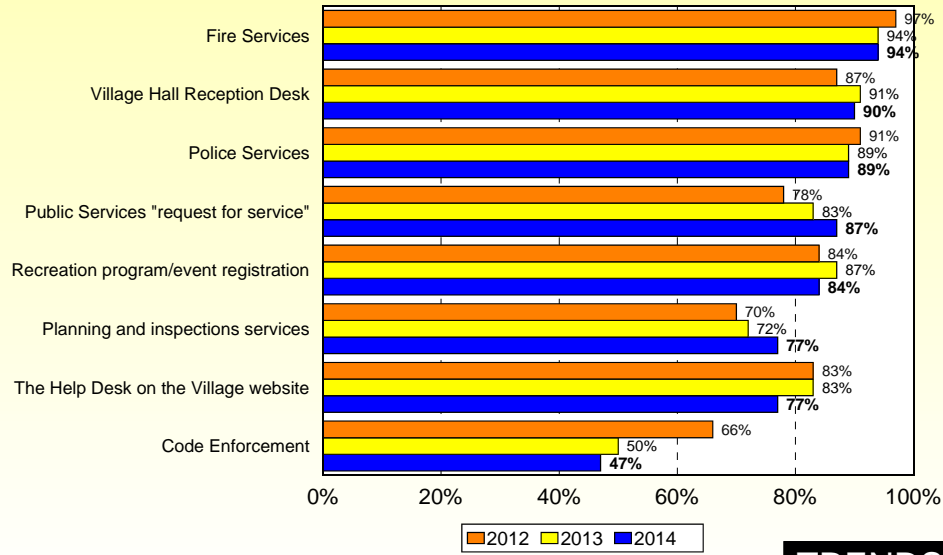
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q16a. Satisfaction With Village Services and Facilities - 2012, 2013 & 2014

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

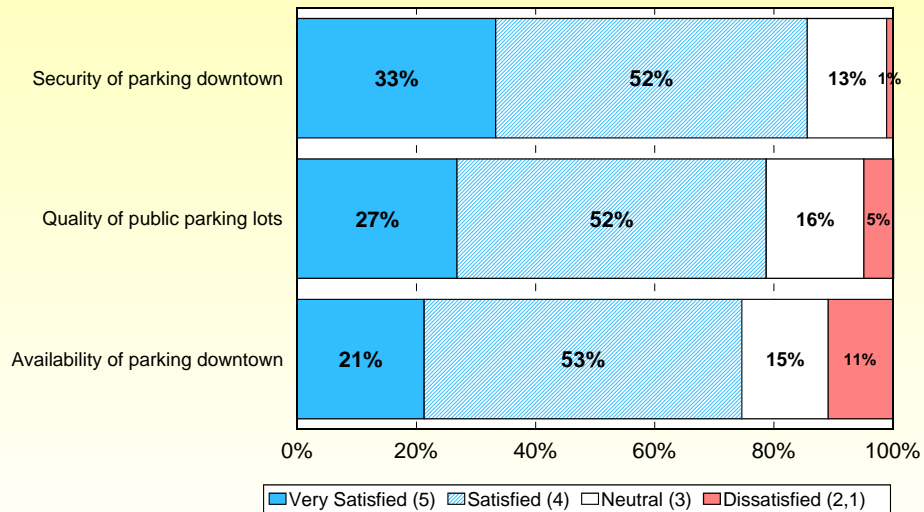


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q17. Satisfaction with Various Aspects of Downtown Parking

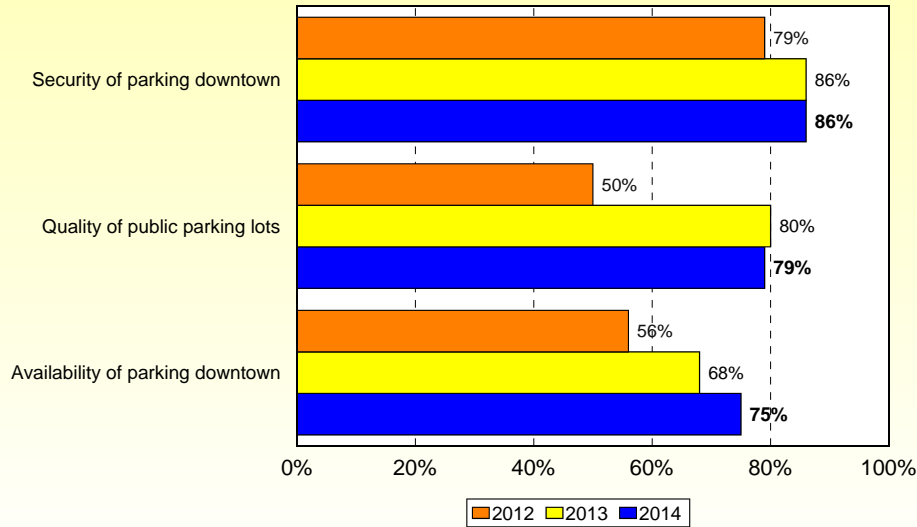
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q17. Satisfaction with Various Aspects of Downtown Parking - 2012, 2013 & 2014

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

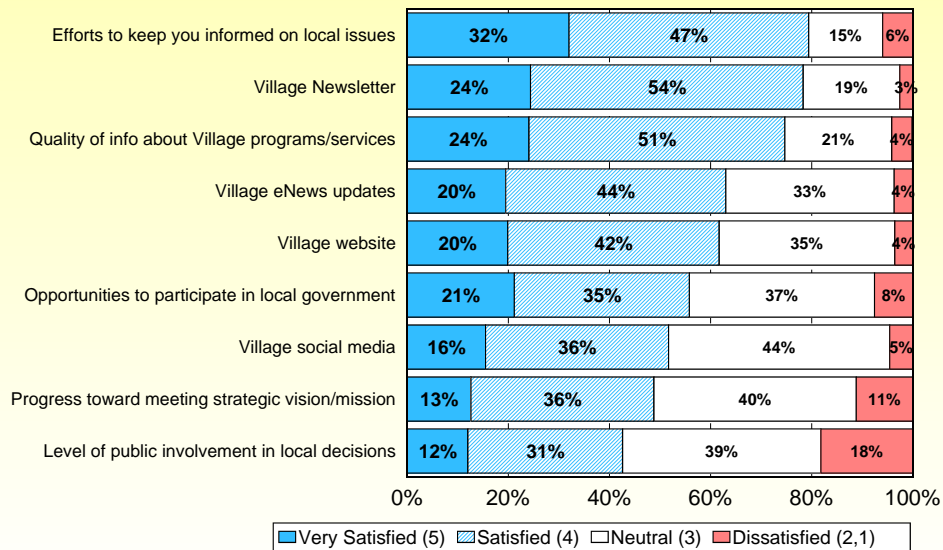


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q18. Satisfaction with Public Communication and Outreach

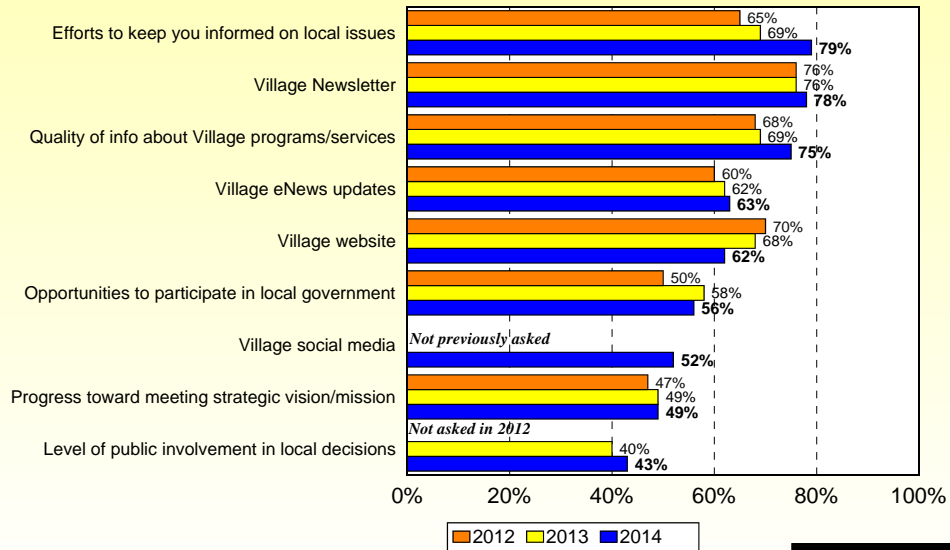
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q18. Satisfaction with Public Communication and Outreach - 2012, 2013 & 2014

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

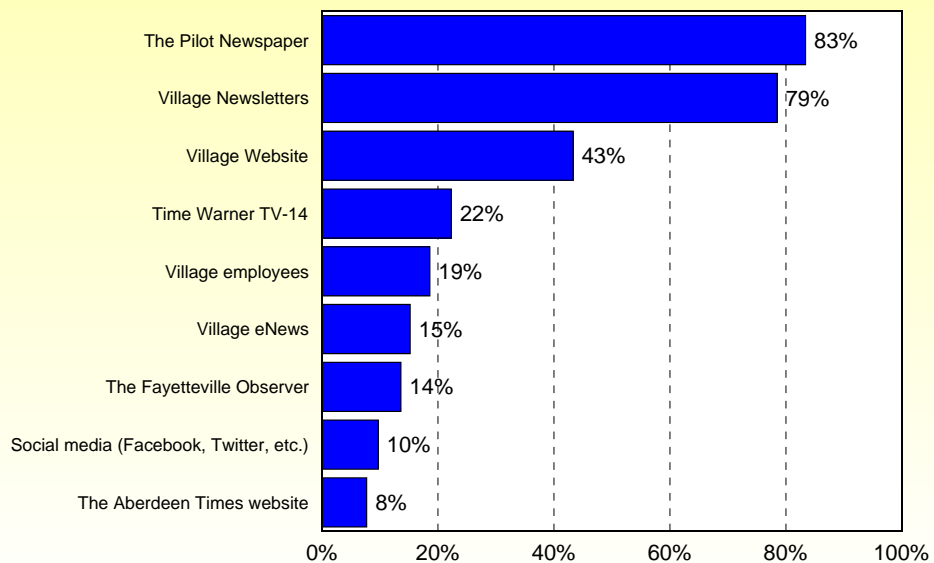


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q19. Which of the following do you use to get information about the Village of Pinehurst?

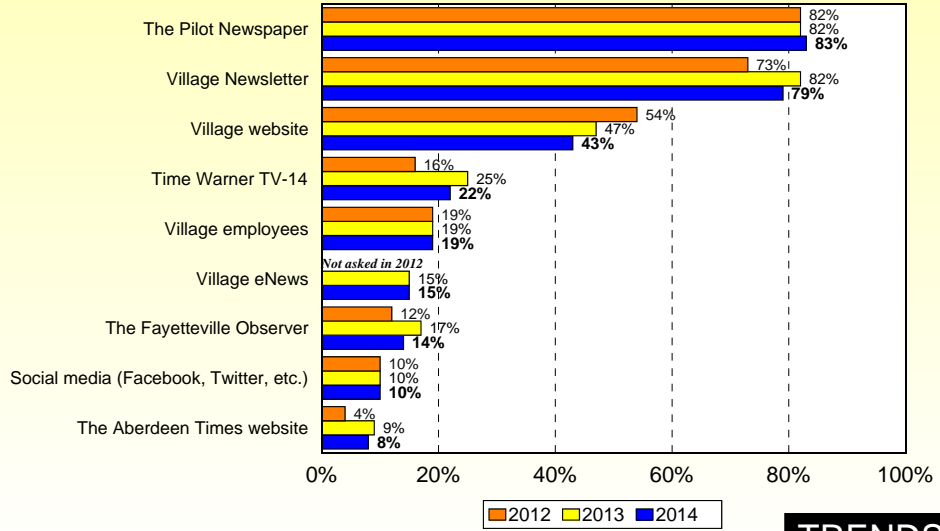
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

**Q19. Which of the following do you use to get information about the Village of Pinehurst?
2012, 2013 & 2014**

by percentage of respondents (multiple selections could be made)

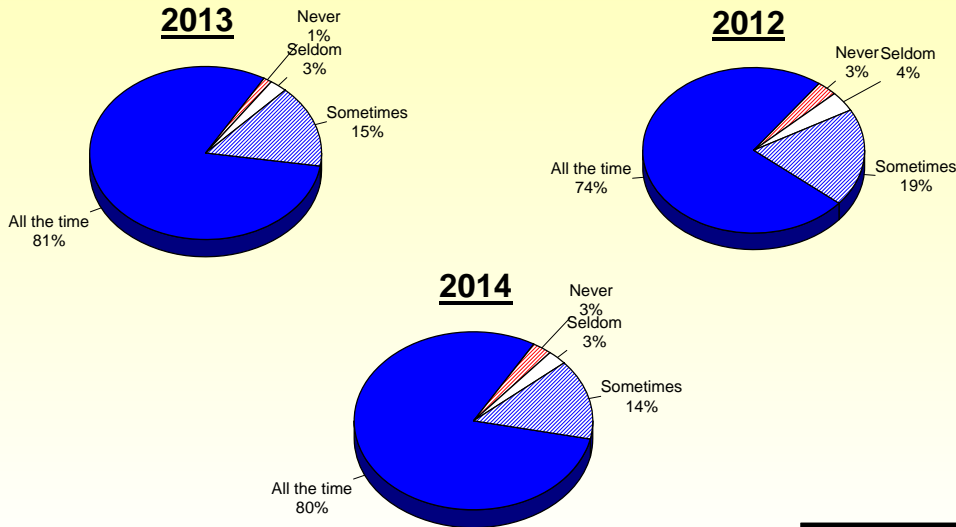


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

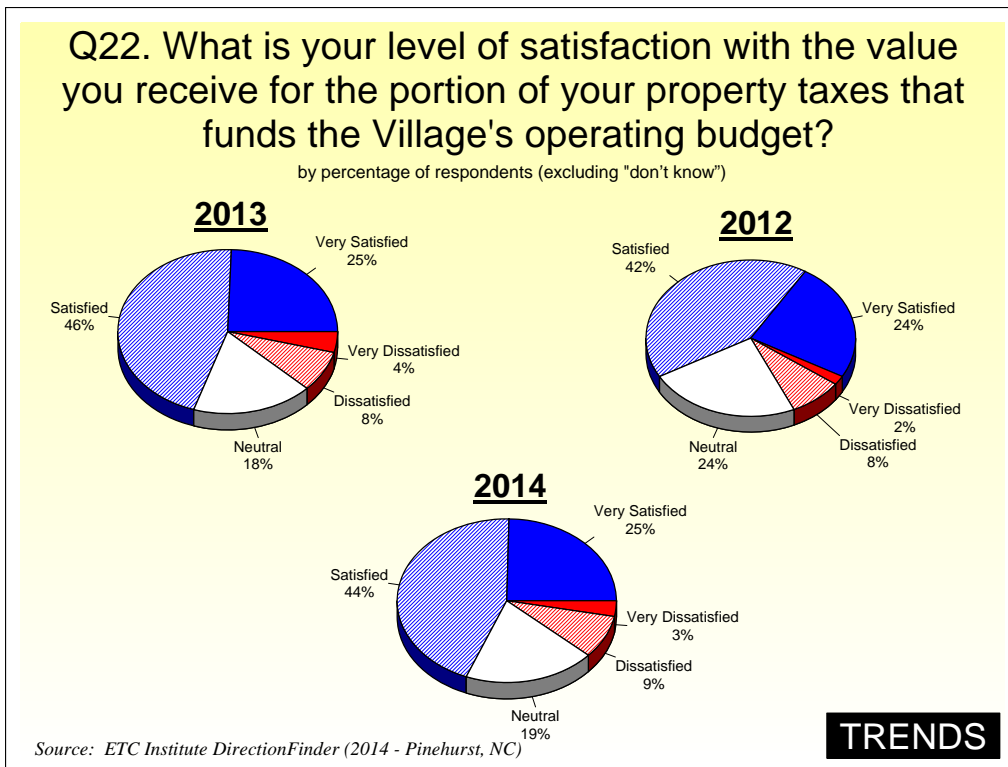
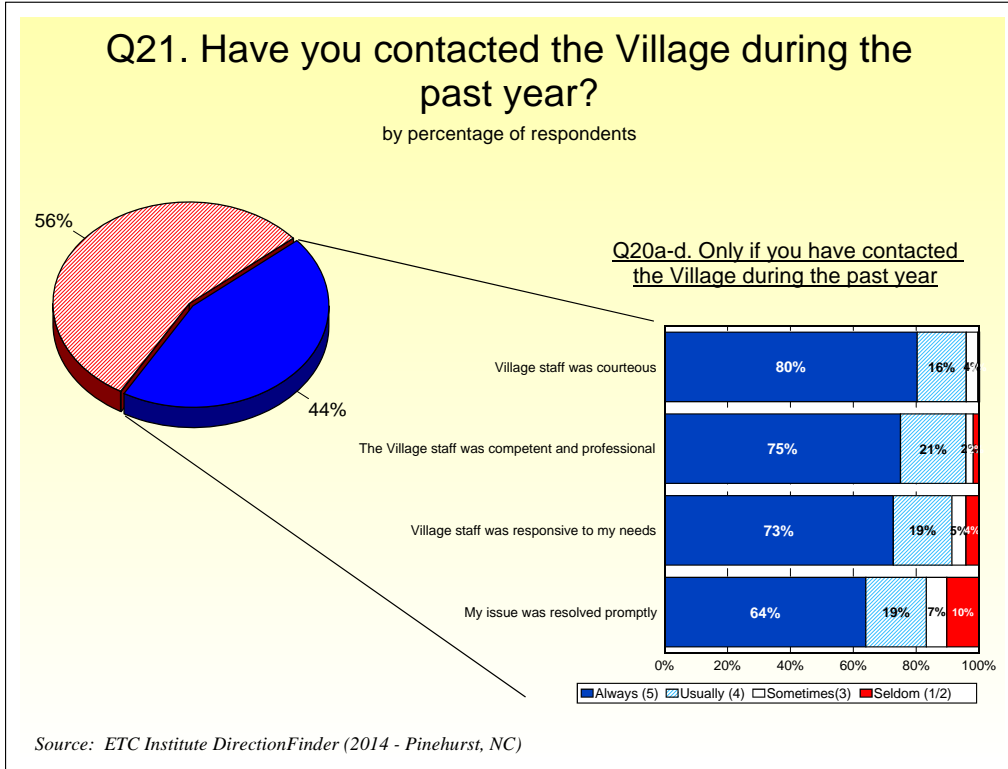
Q20. How often do you read the Village Newsletter, which is mailed to all residents?

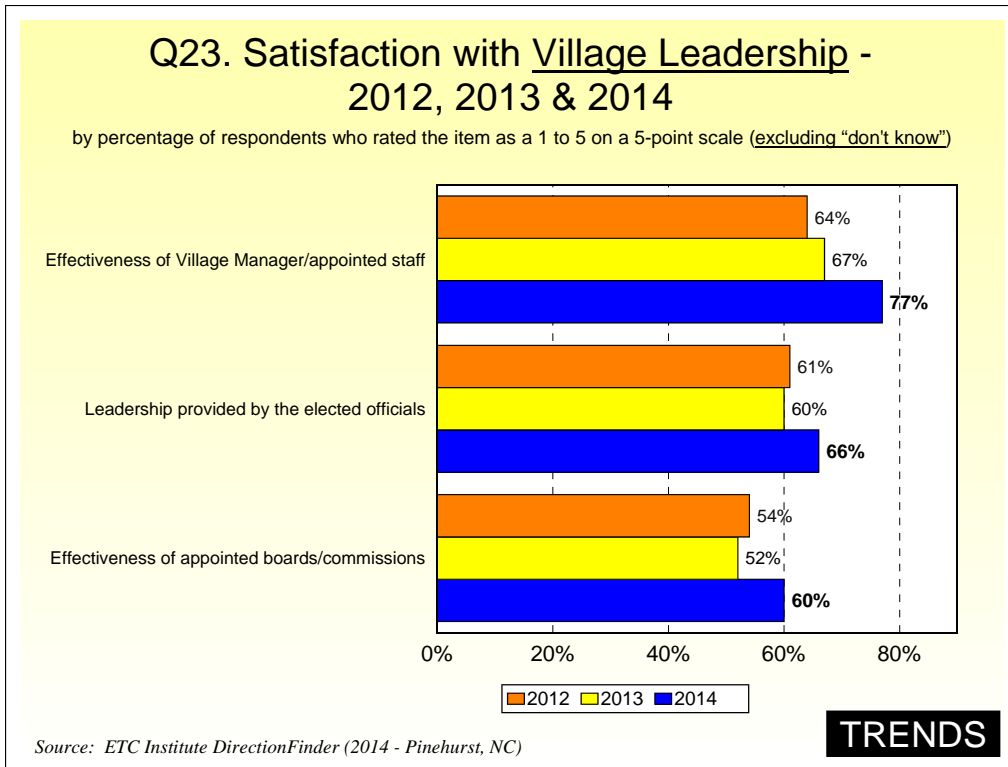
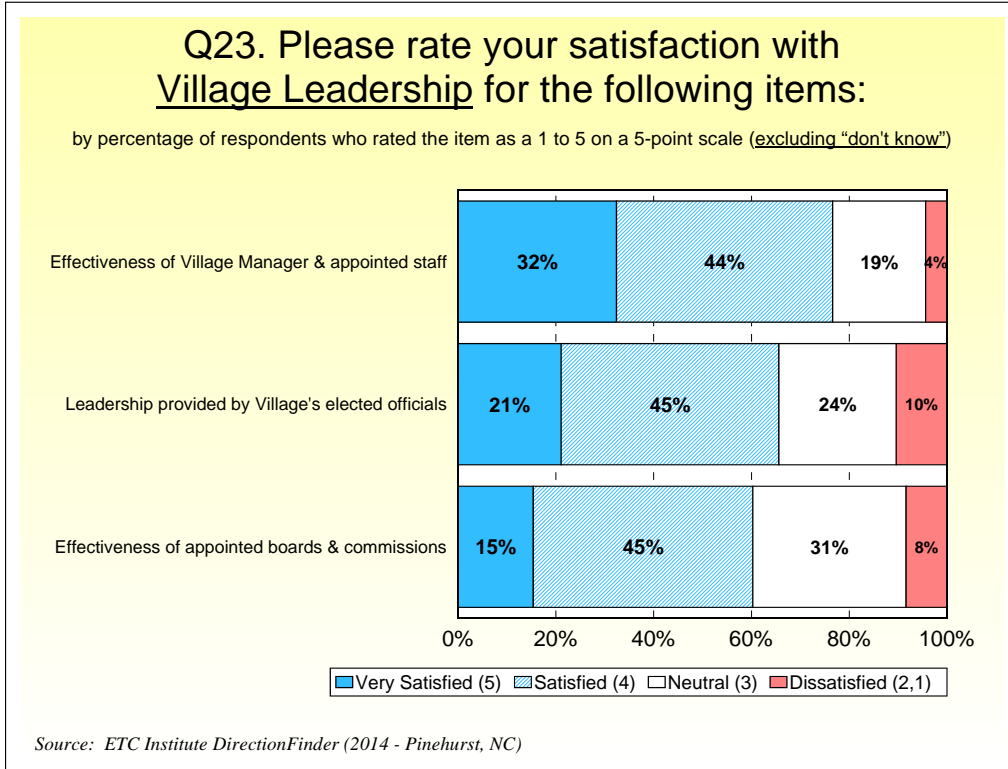
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

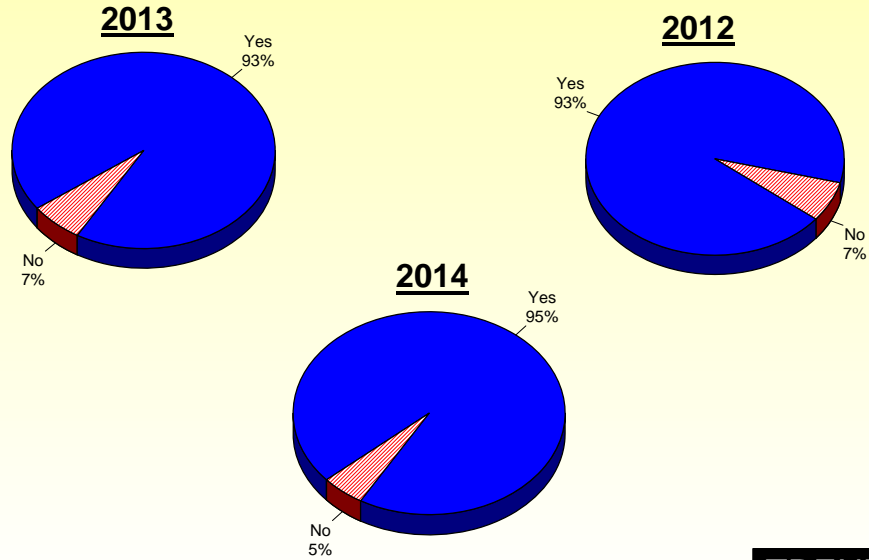
TRENDS





Q24. Would you recommend Pinehurst to others as a place to live?

by percentage of respondents

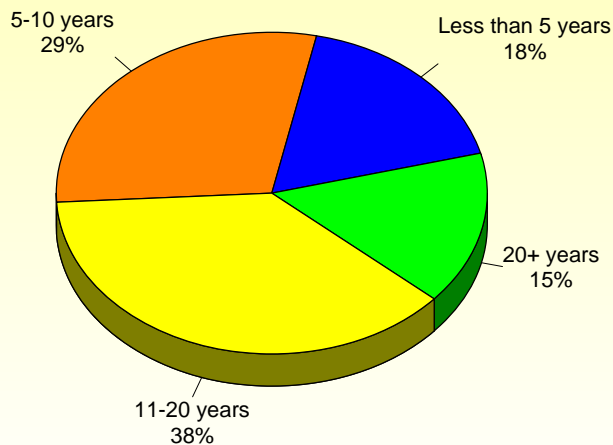


Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

TRENDS

Q25. Approximately how many years have you lived in the Village of Pinehurst?

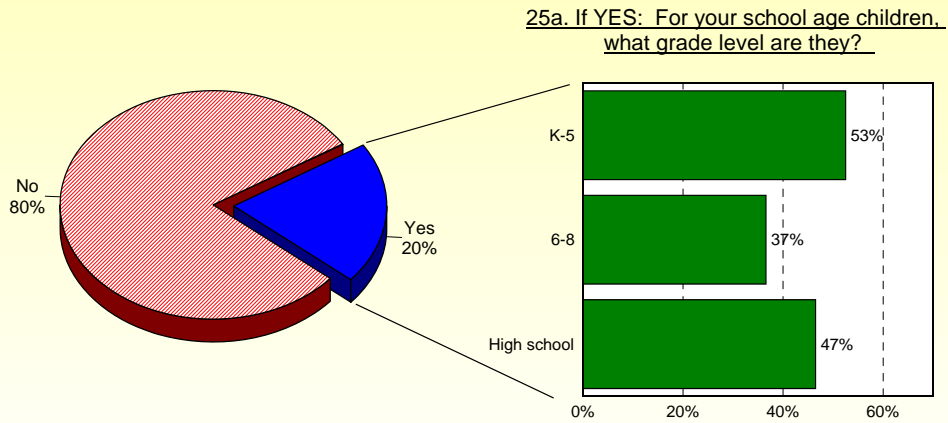
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q26. Do you have school age children (grades K-12) living at home?

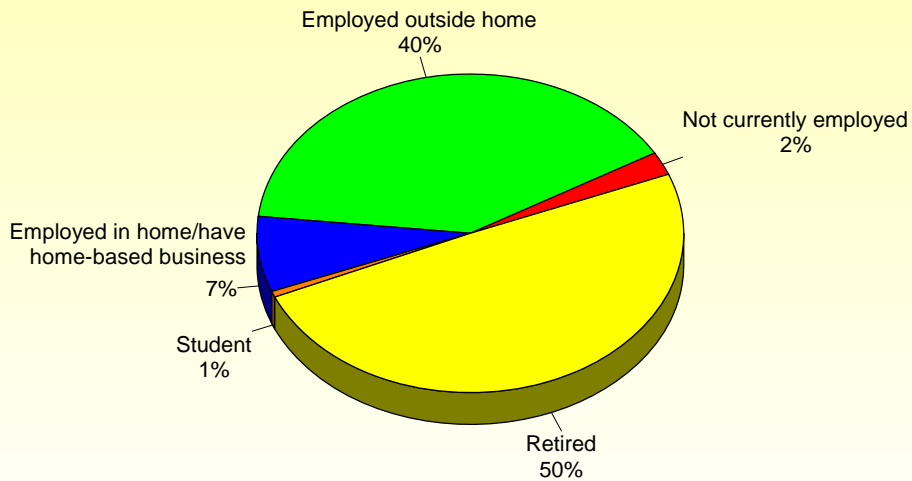
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q27. Demographics: Current Employment Status

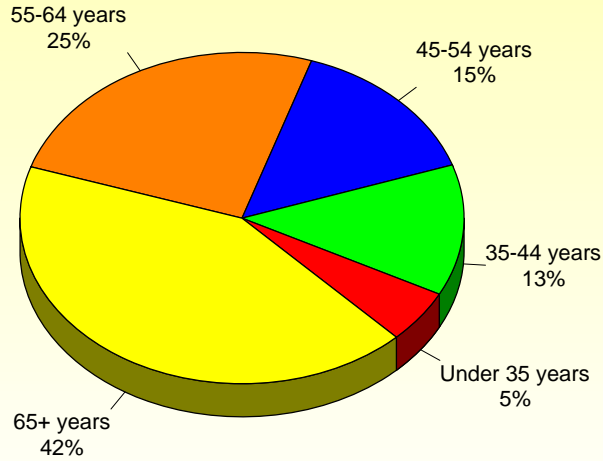
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q28. Demographics: Age of Respondents

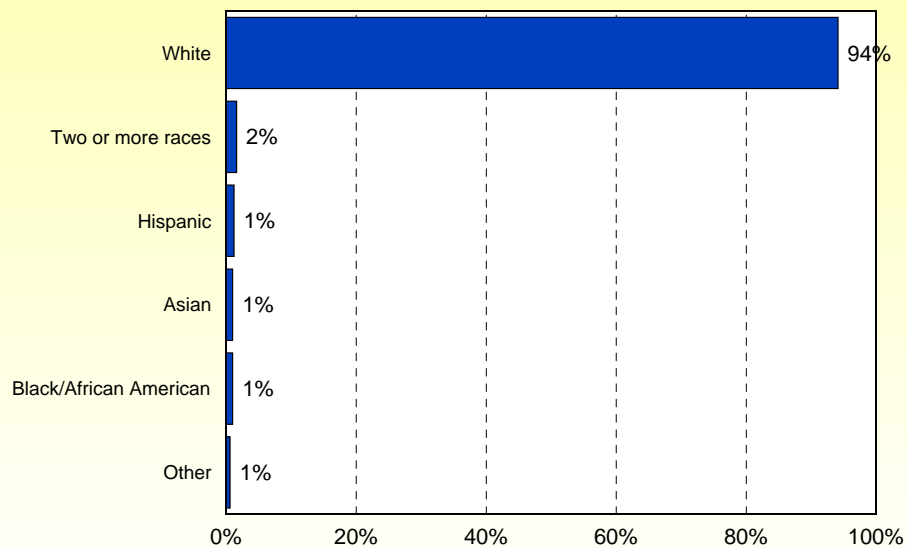
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q29. Which of the following best describes your race?

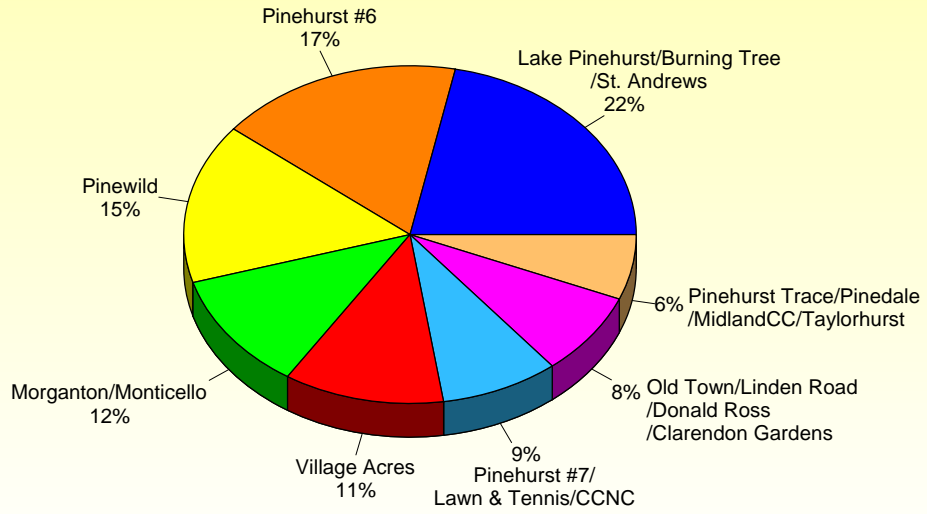
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q30. Which of the following best describes where you live?

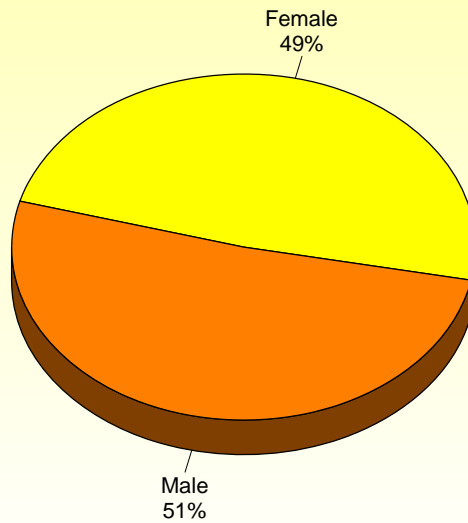
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Q32. Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Section 2:
GIS Maps

Interpreting the Maps

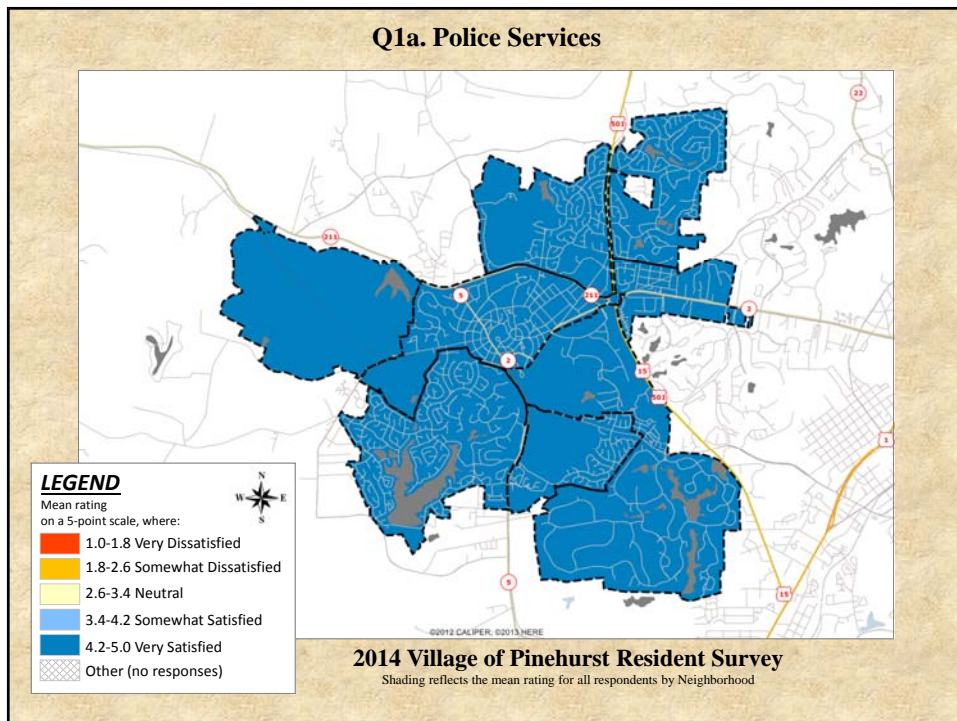
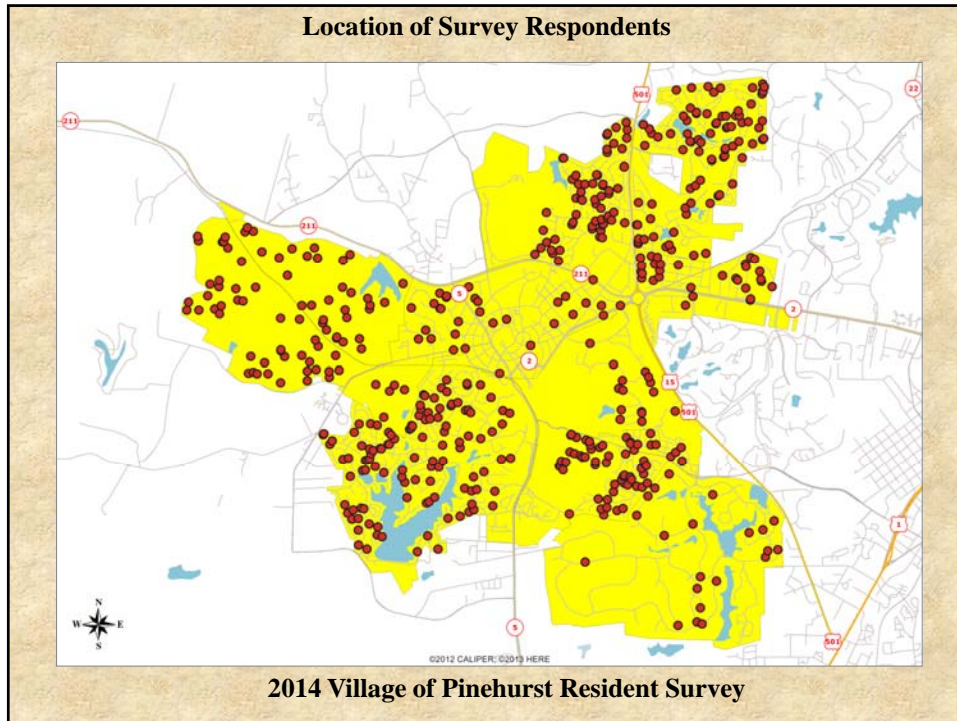
The maps on the following pages show the mean ratings for several questions by Neighborhood for the first time in the 2014 Survey Findings Report.

If all Neighborhoods on a map are the same color, then most residents in the community generally feel the same about that issue.

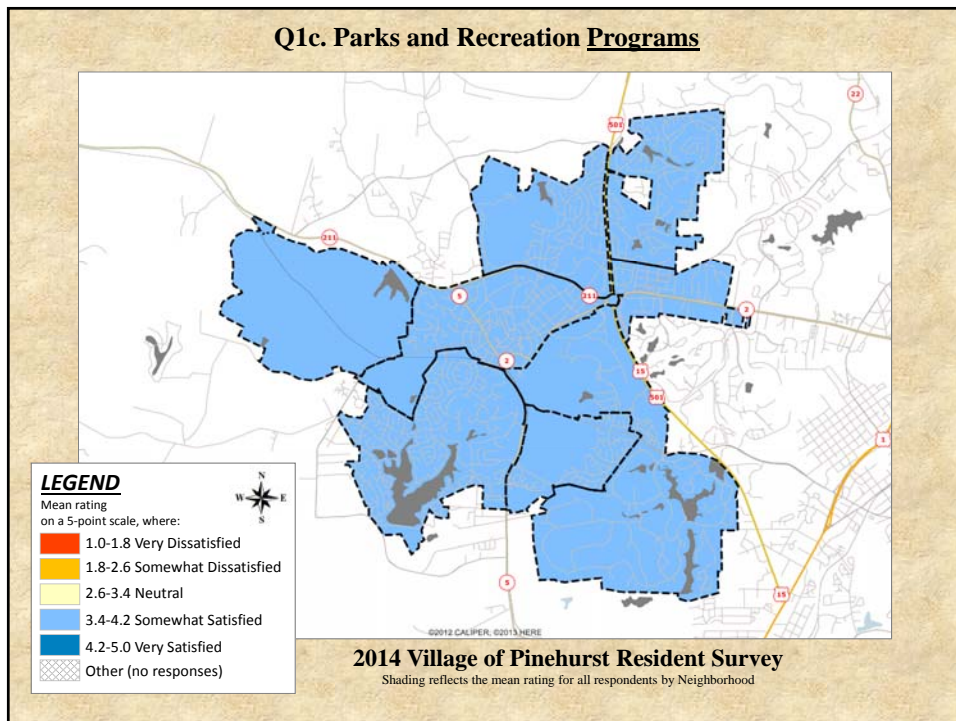
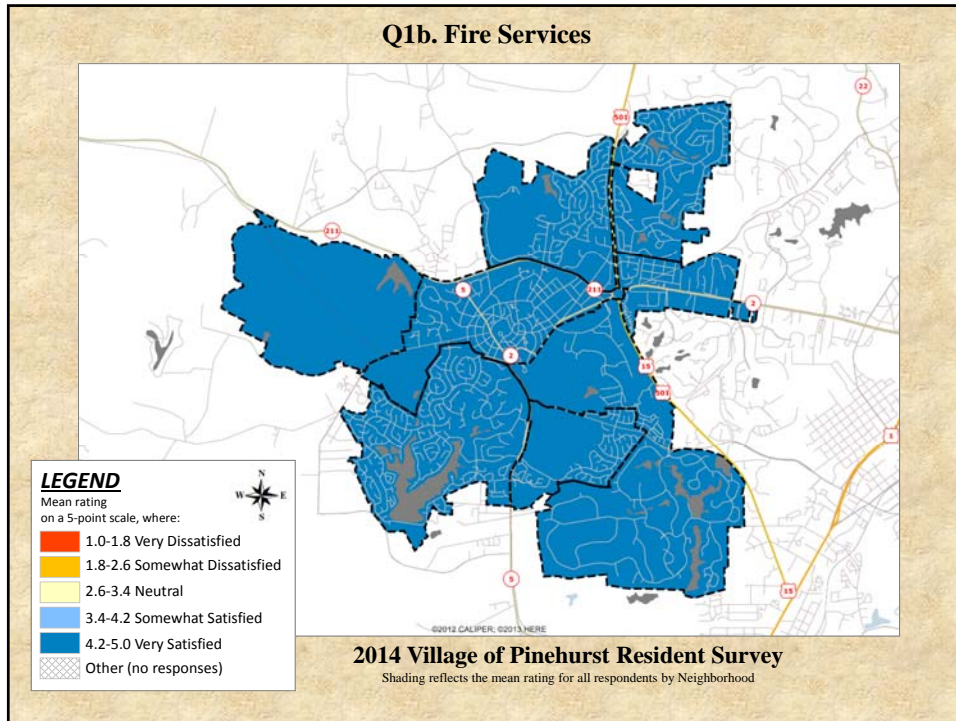
When reading the charts, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate agreement and a willingness of residents to fund an initiative.
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate a neutral or “not sure” opinion about an issue.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement and an unwillingness to fund an initiative.

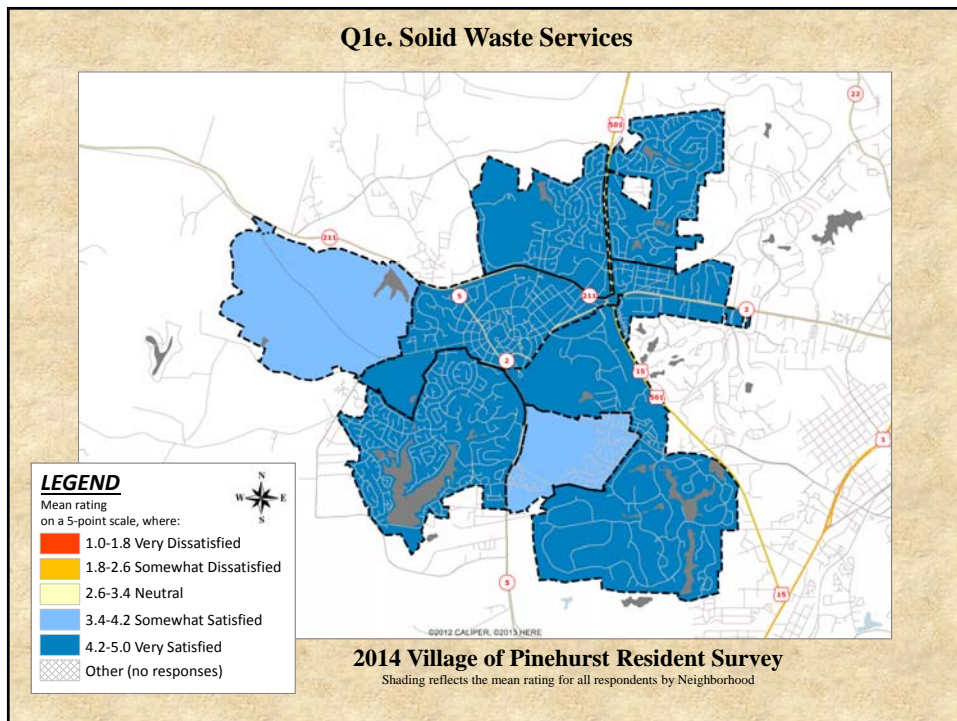
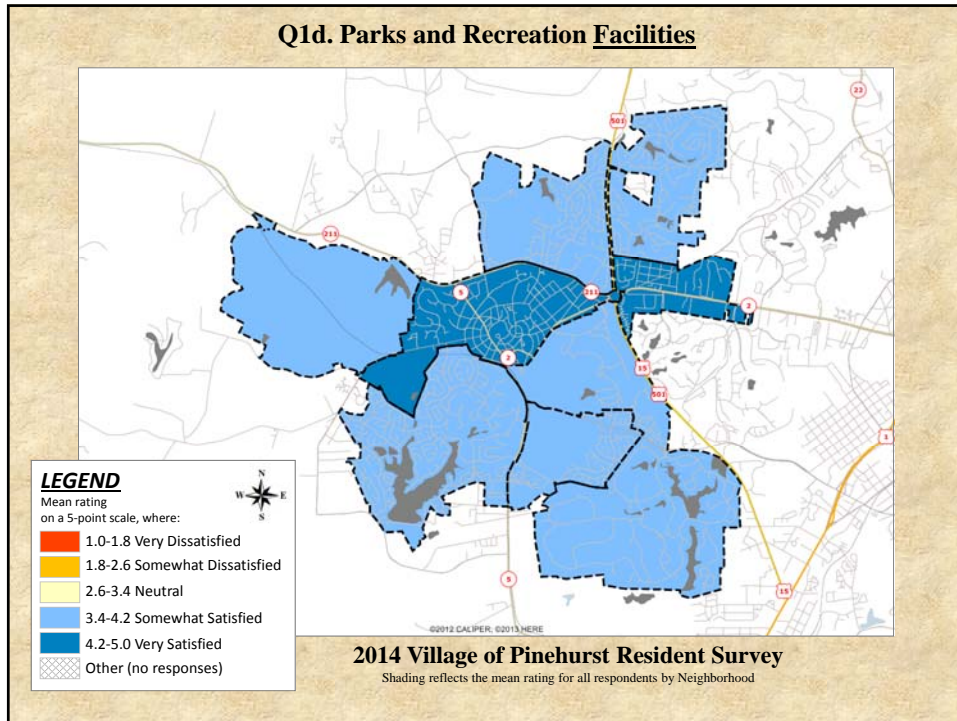
Village of Pinehurst 2014 Resident Survey

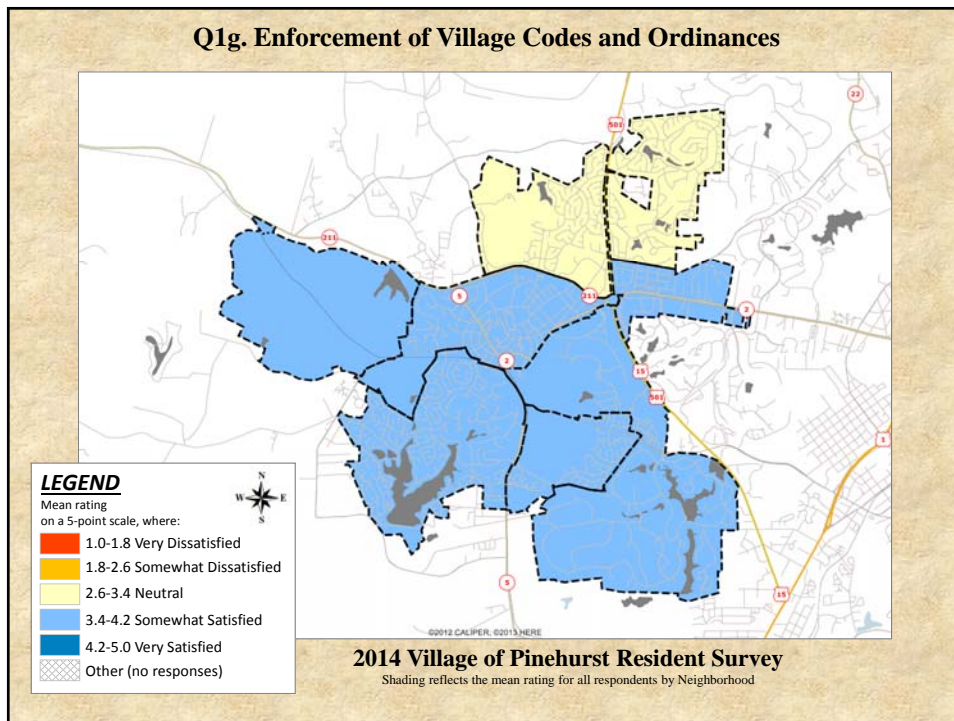
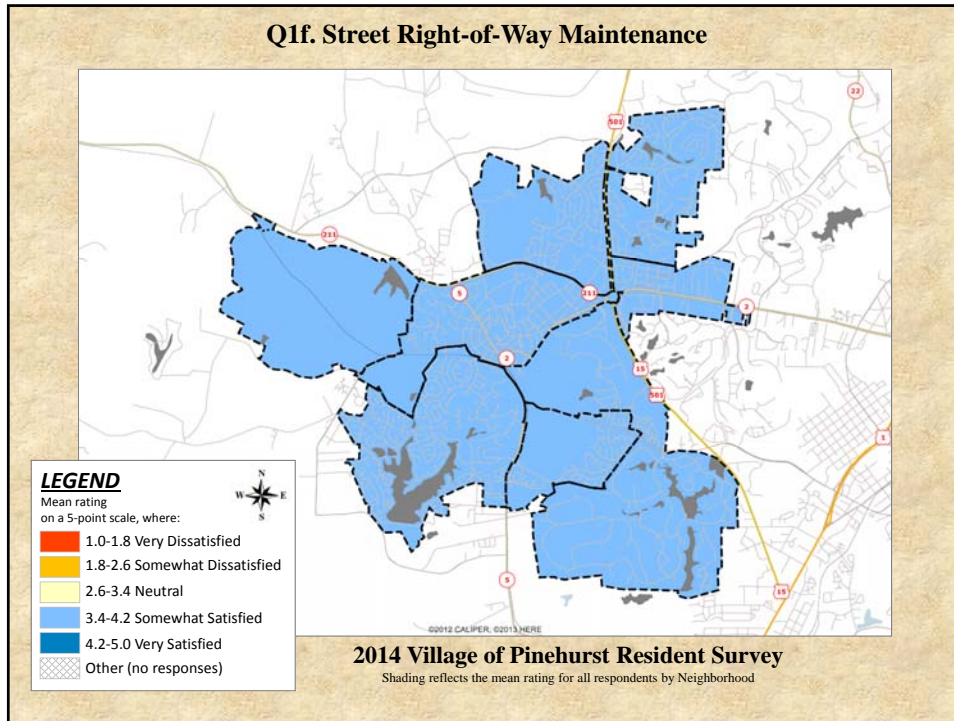


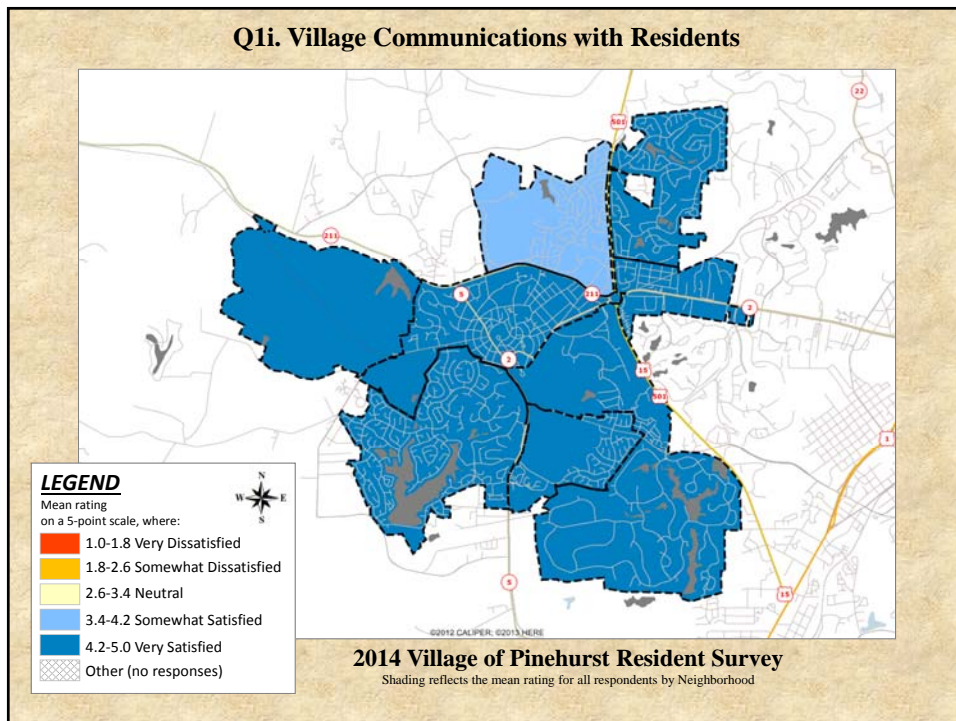
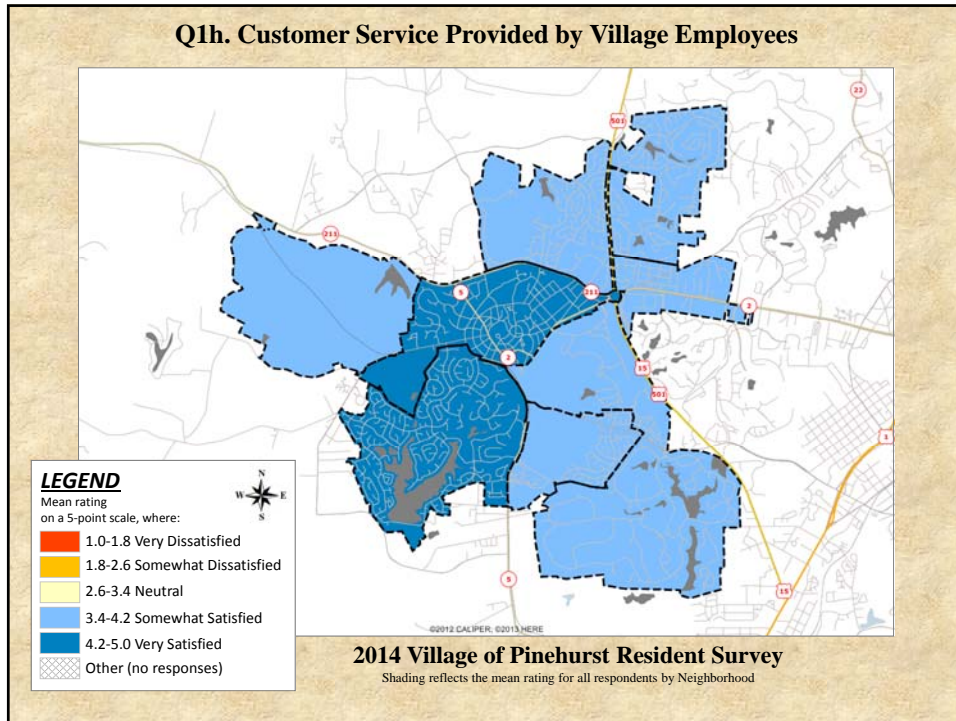
Village of Pinehurst 2014 Resident Survey

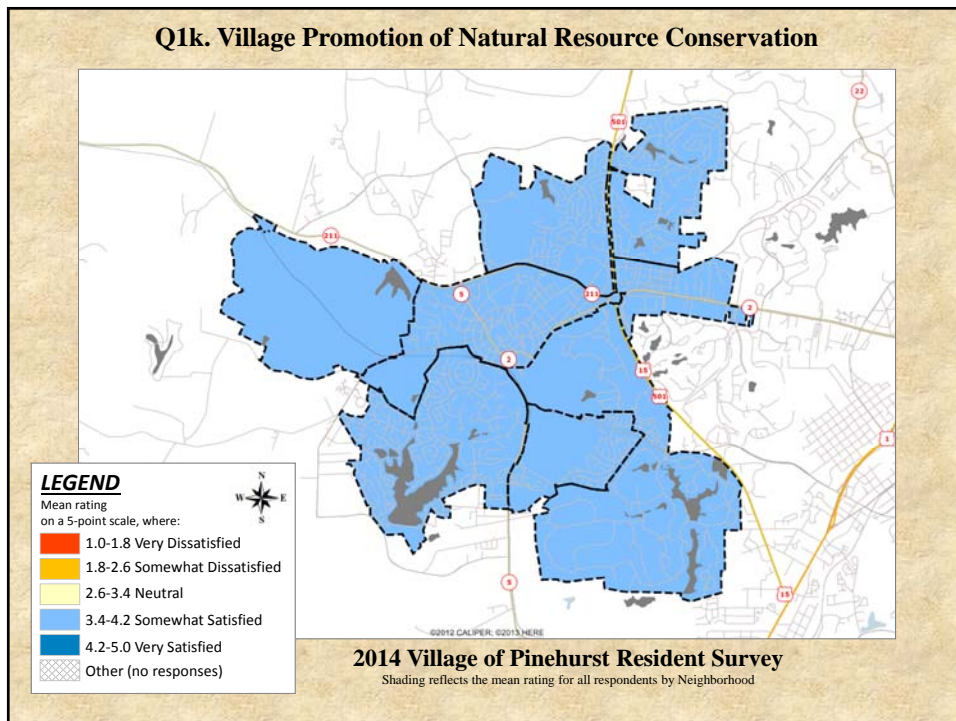
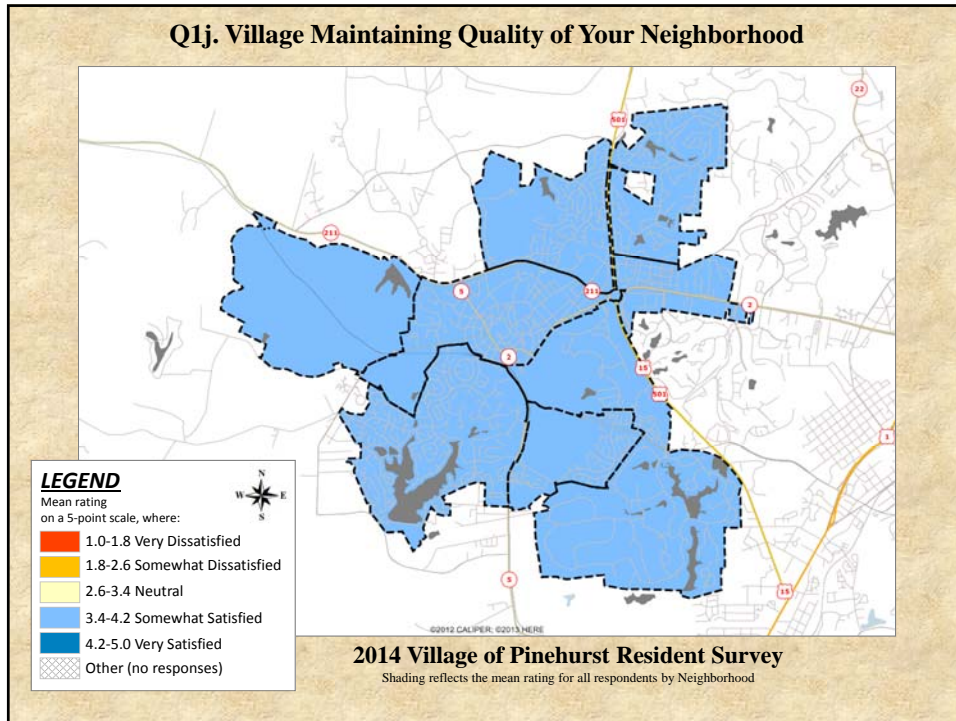


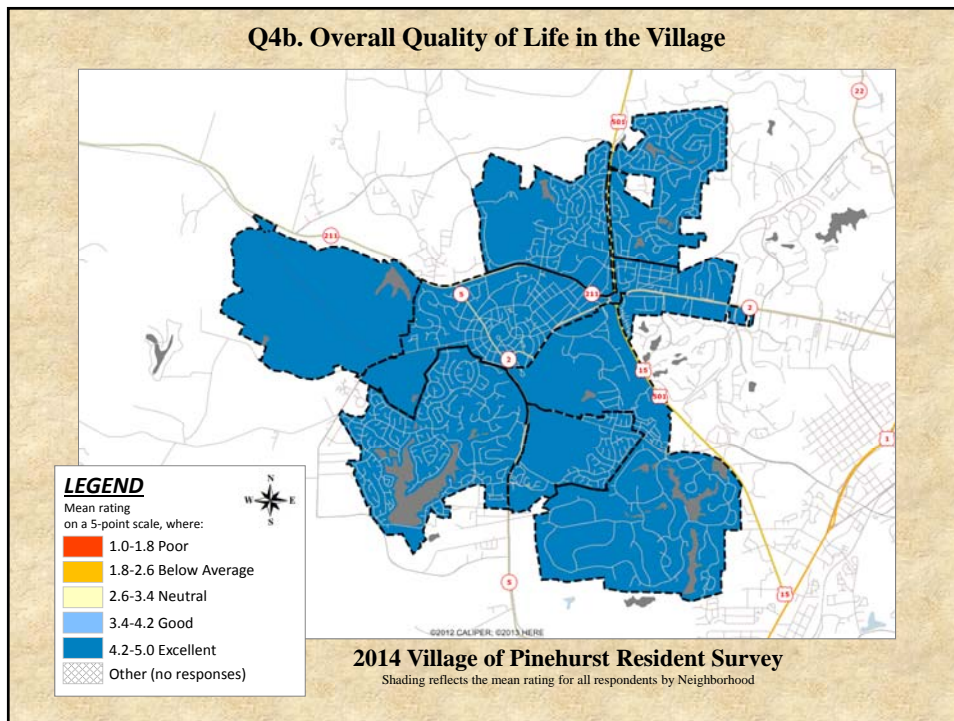
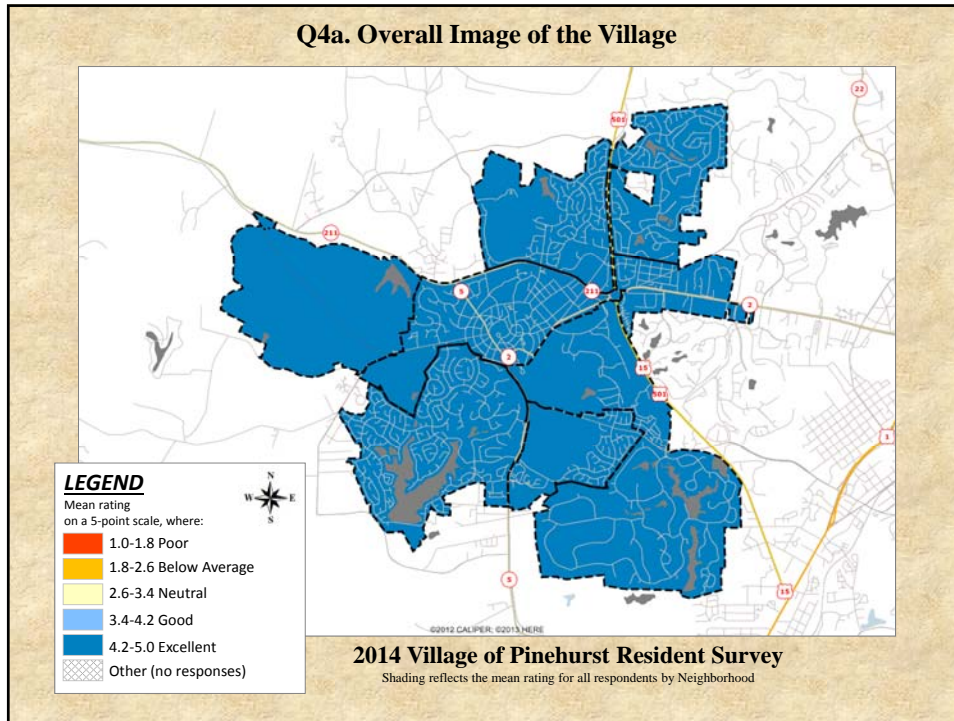
Village of Pinehurst 2014 Resident Survey

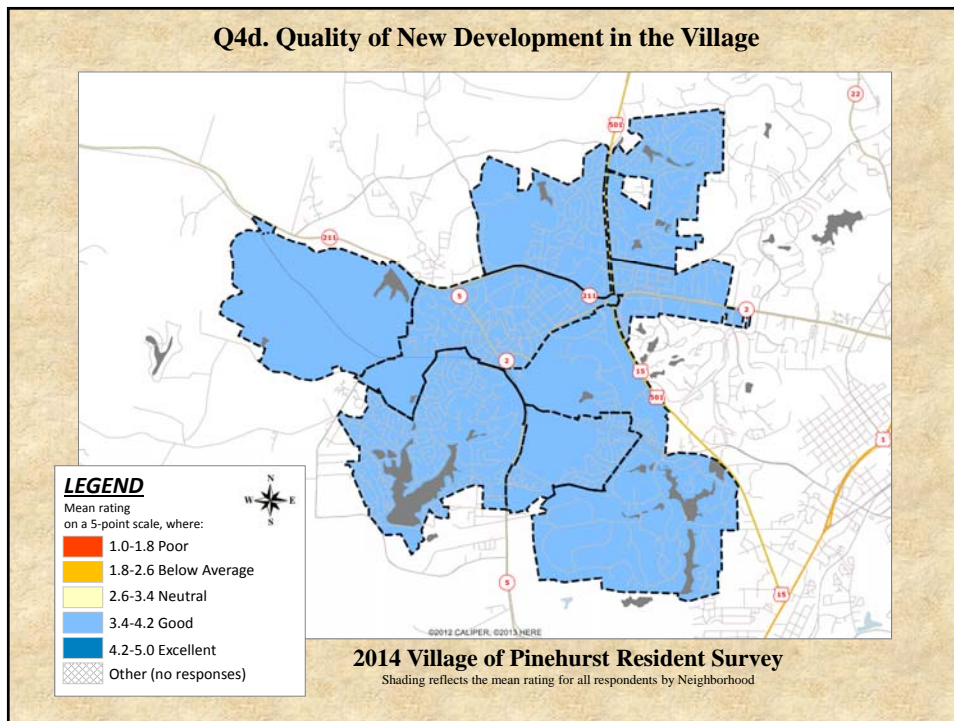
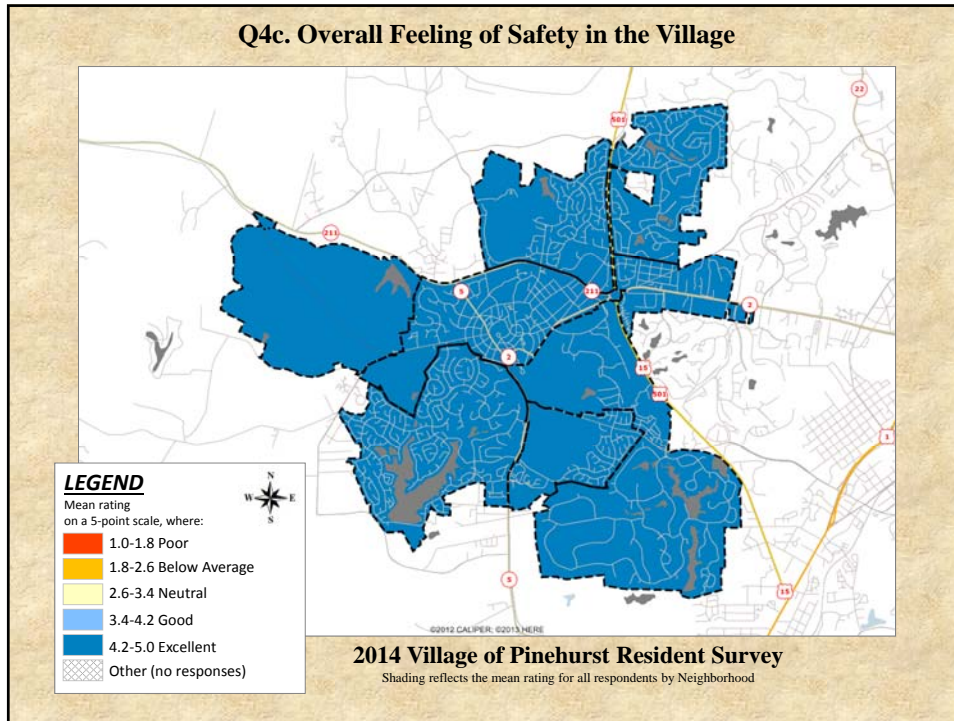


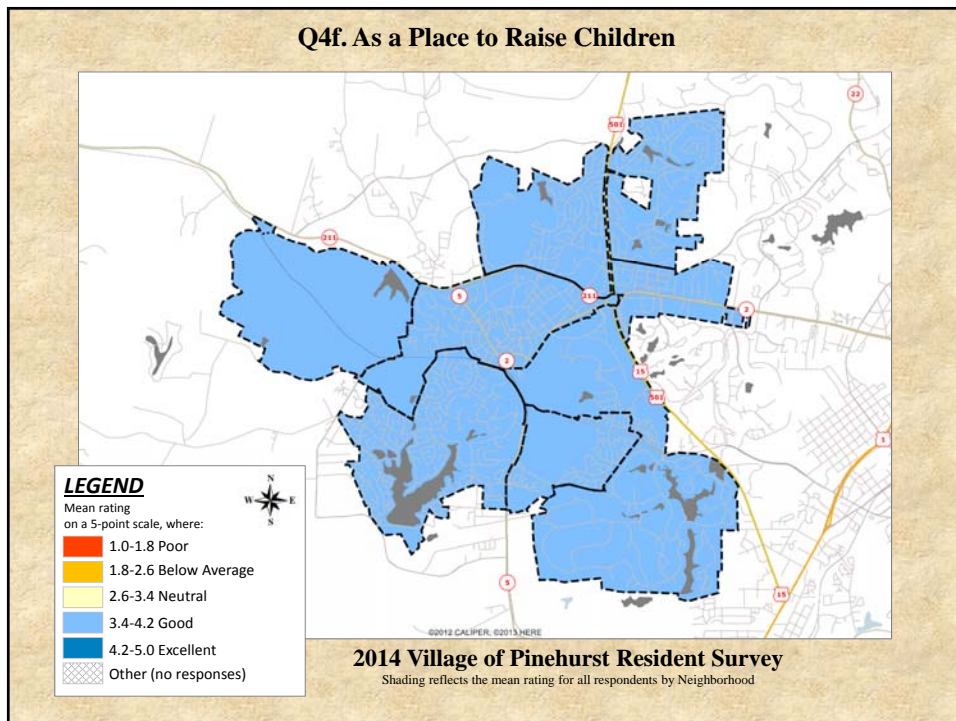
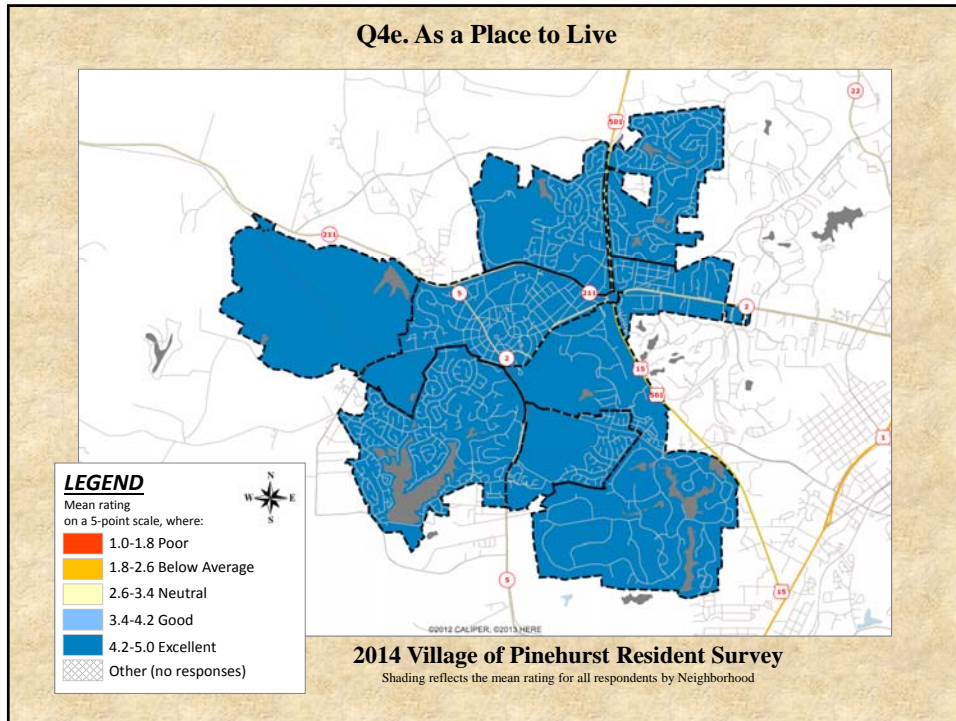




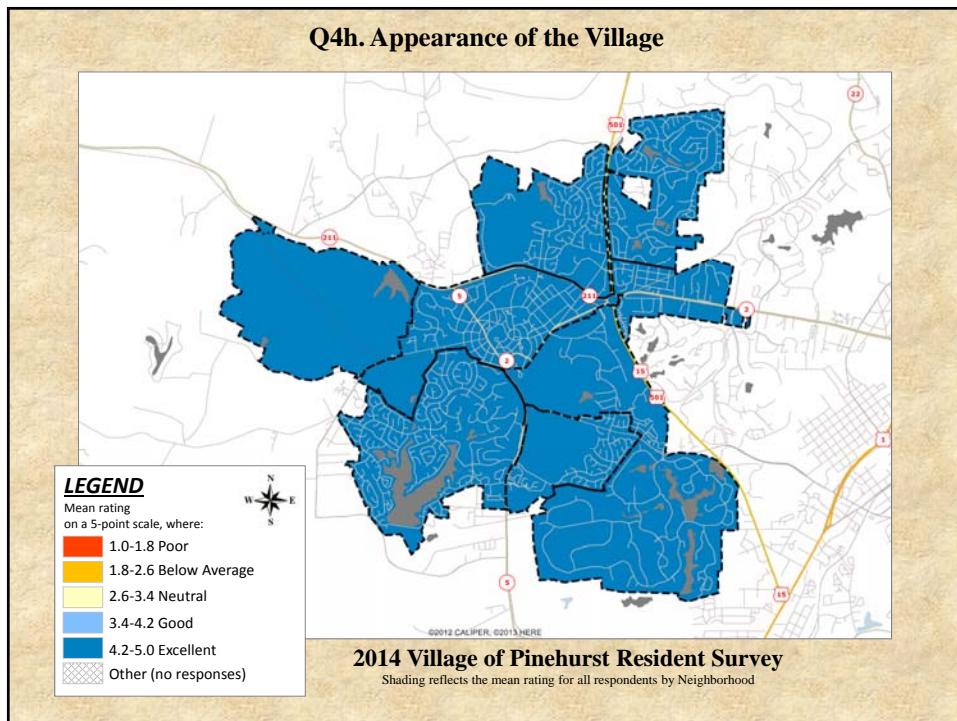
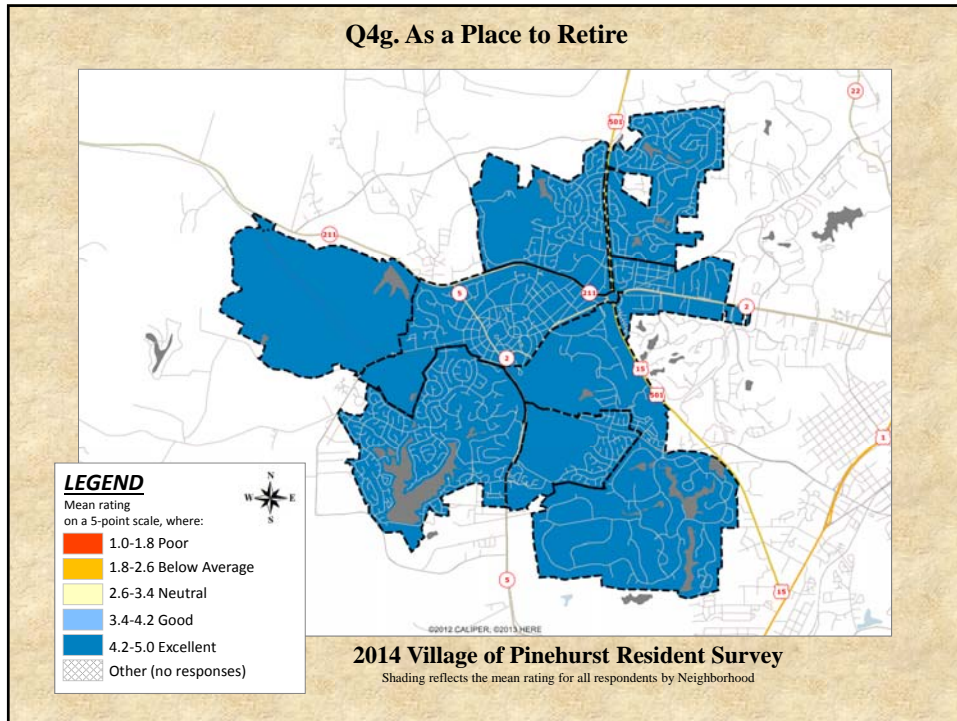


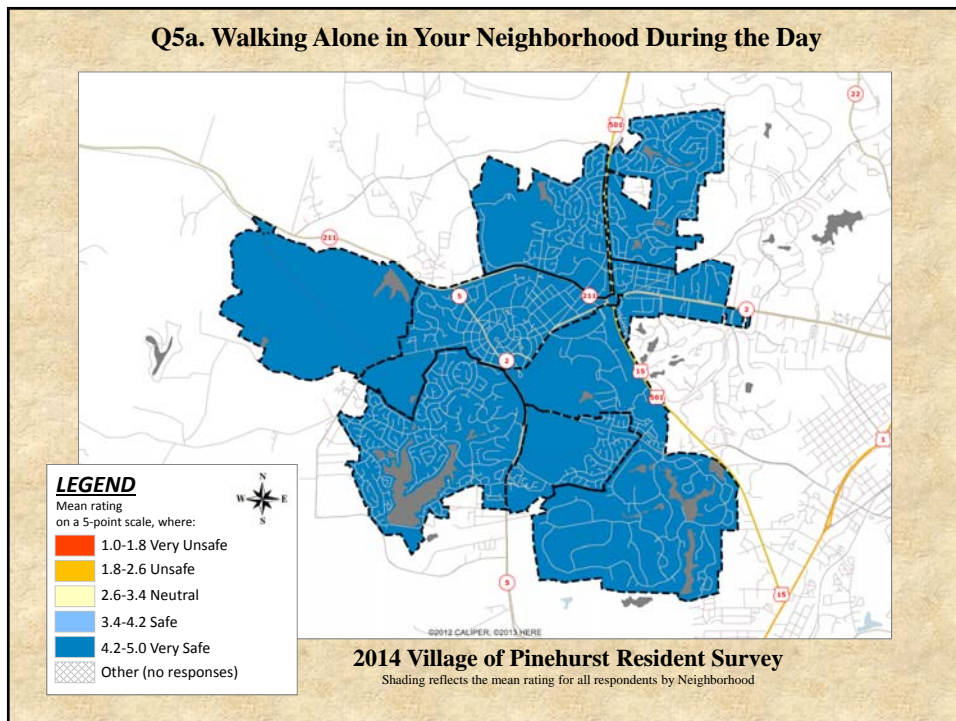
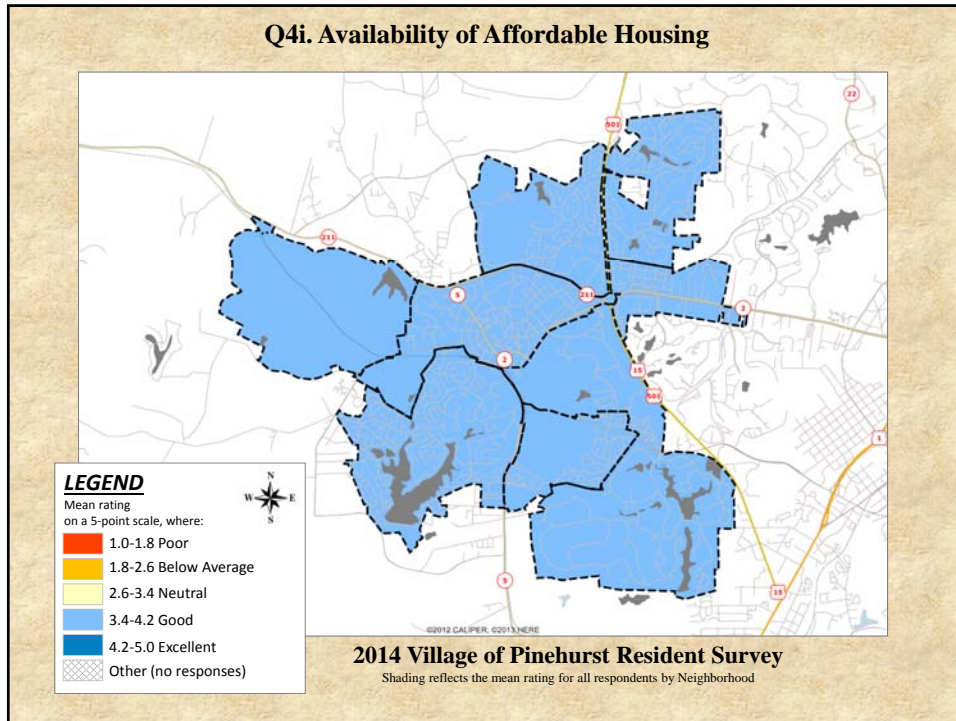


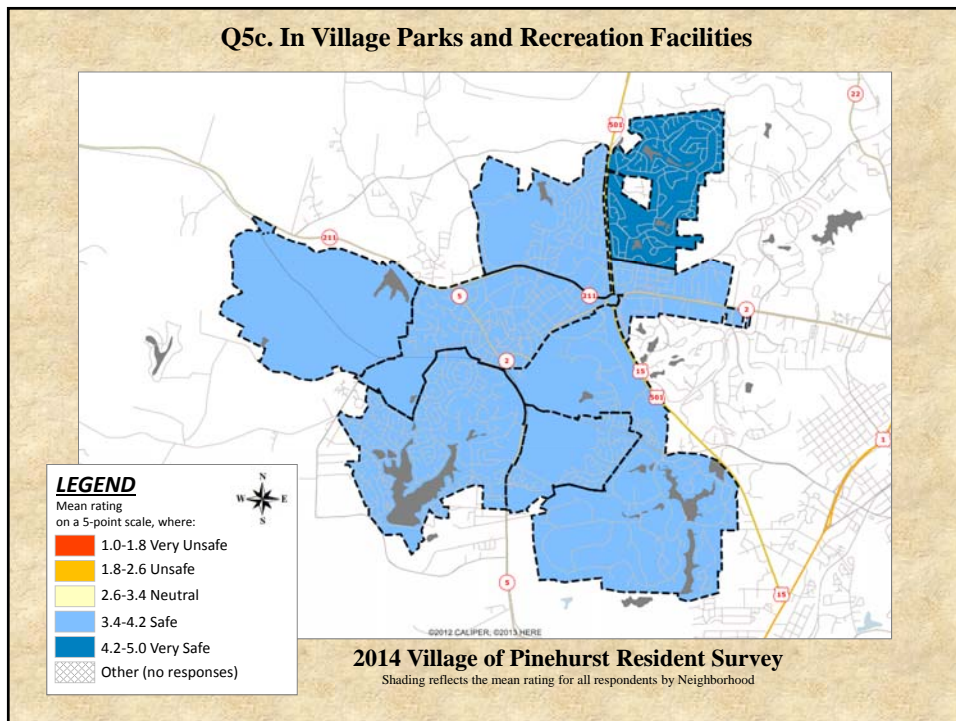
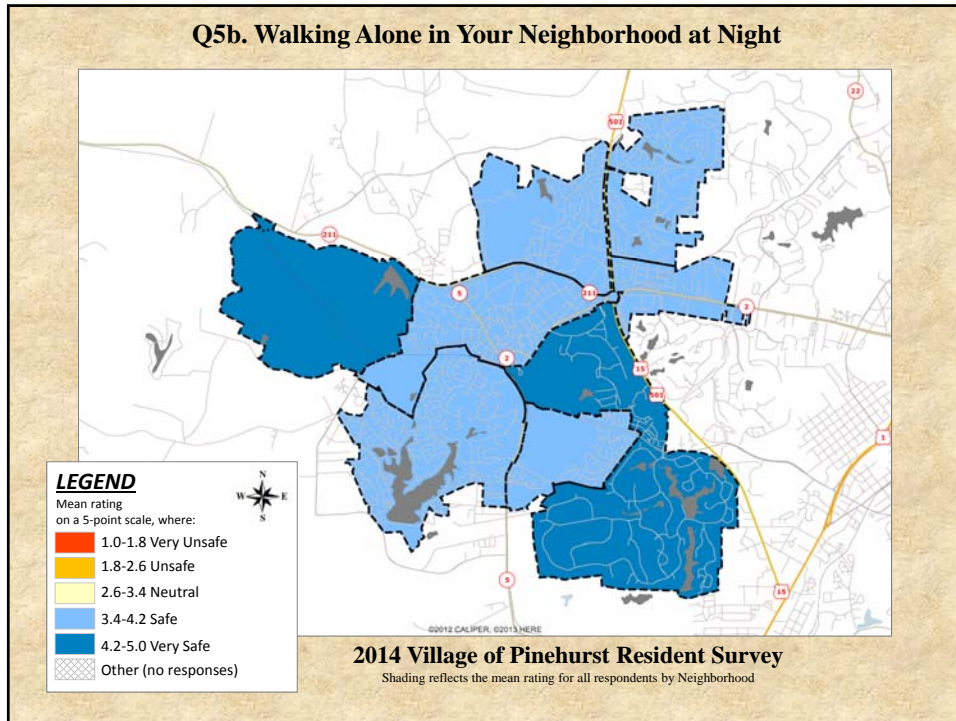


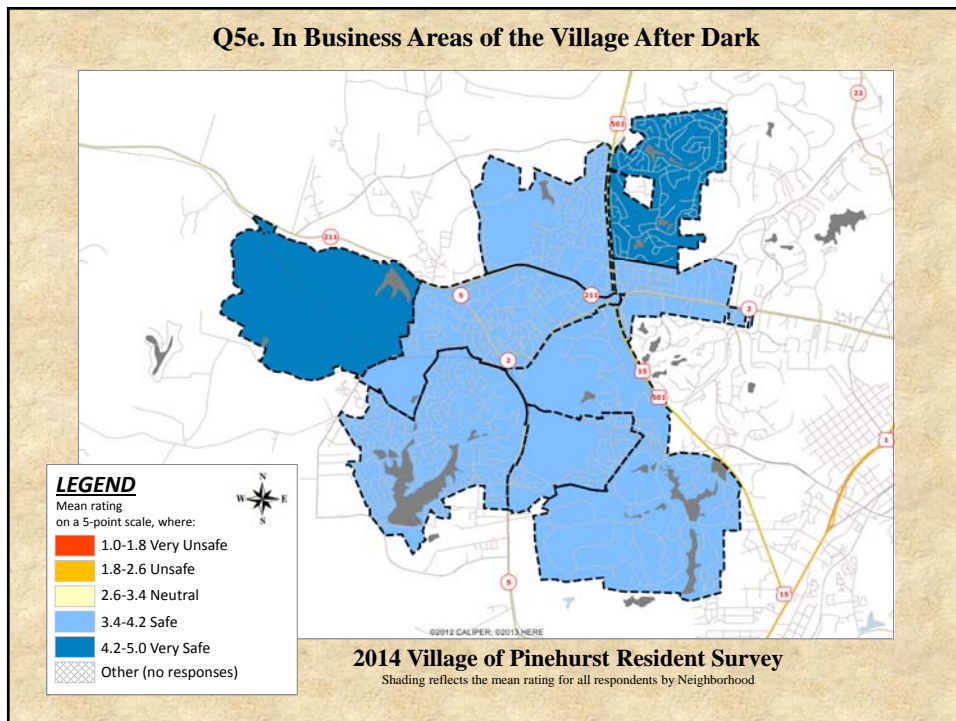
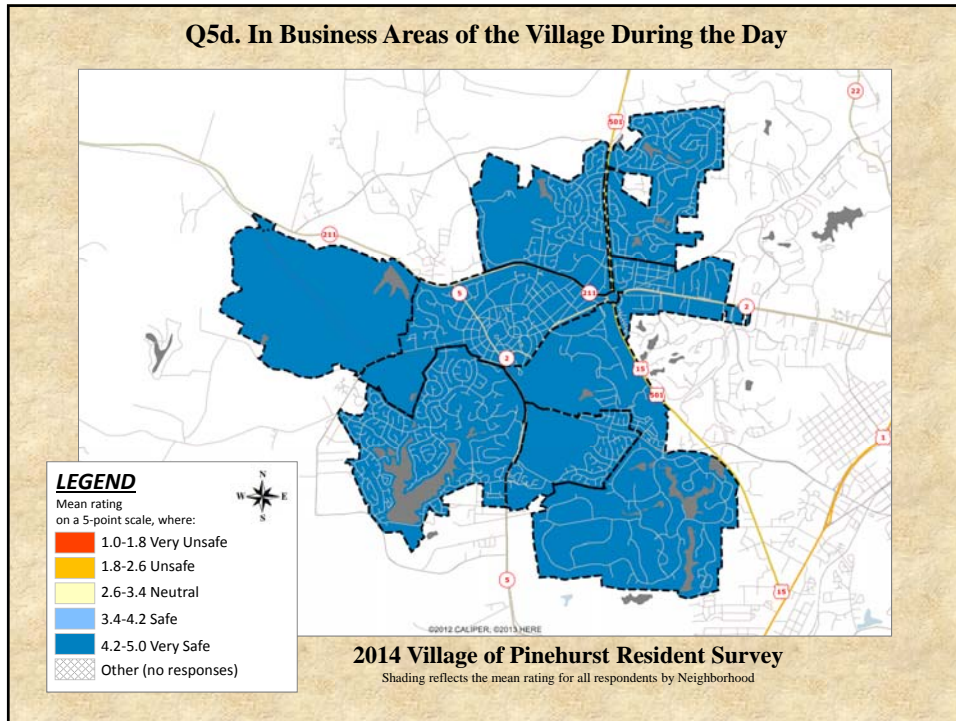


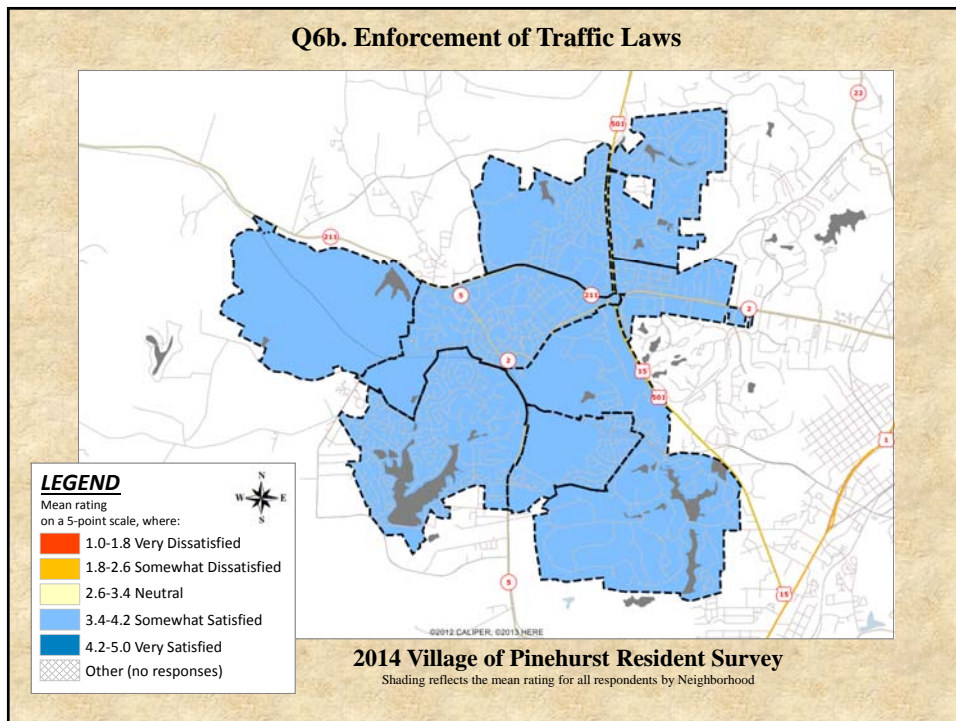
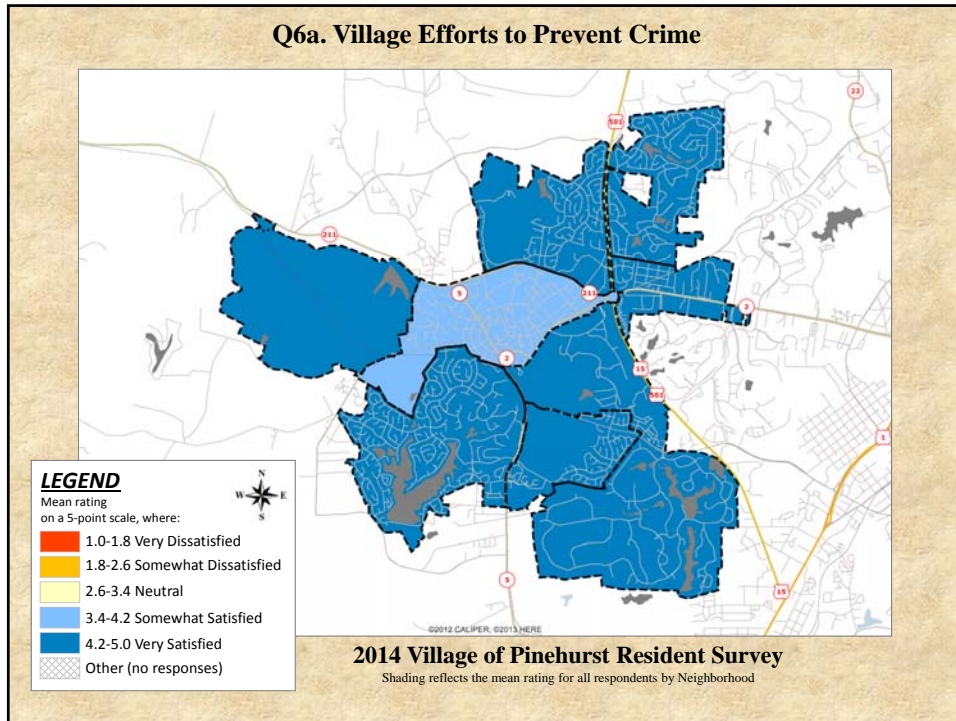
Village of Pinehurst 2014 Resident Survey

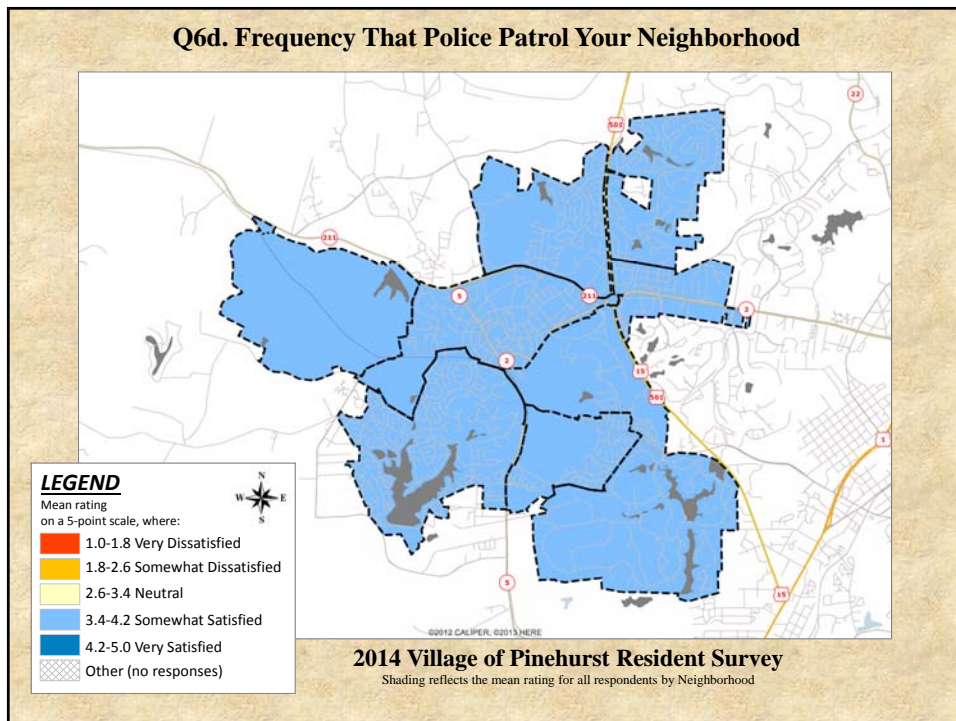
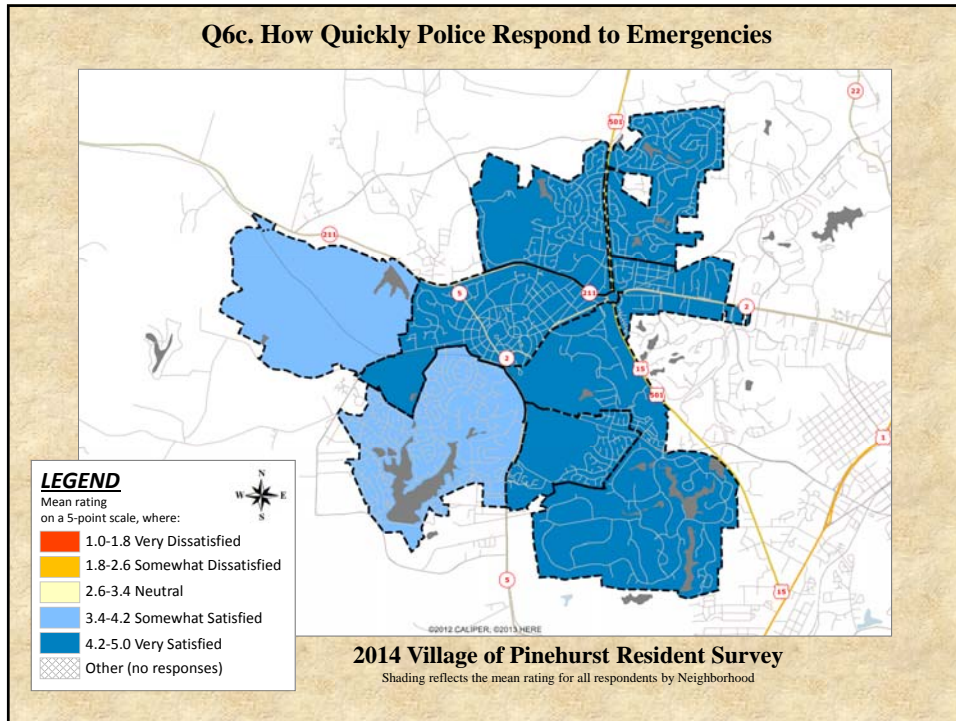


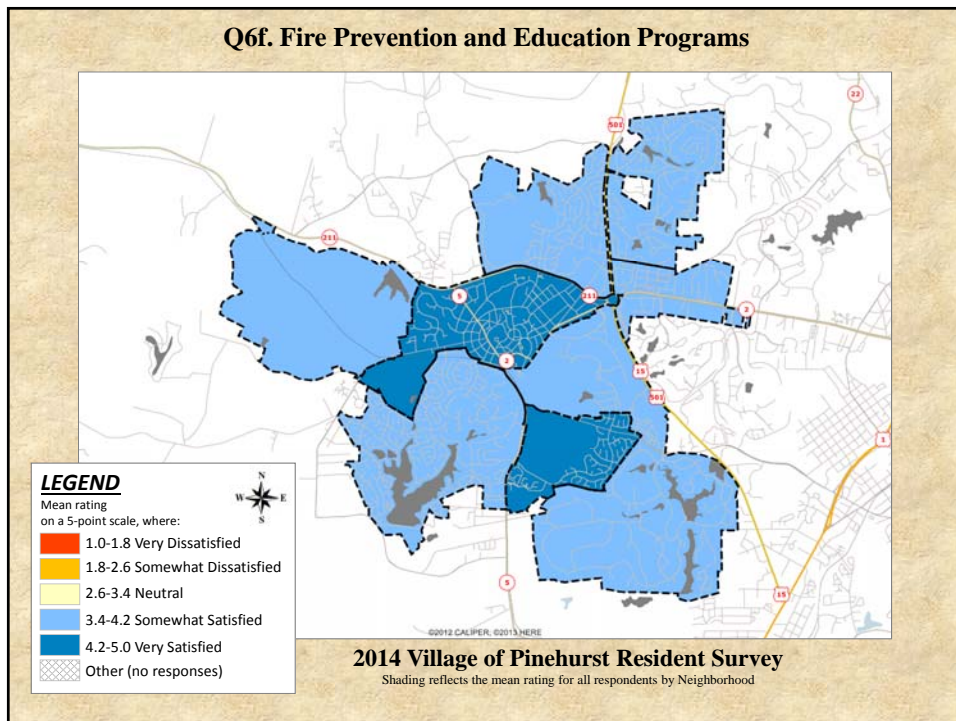
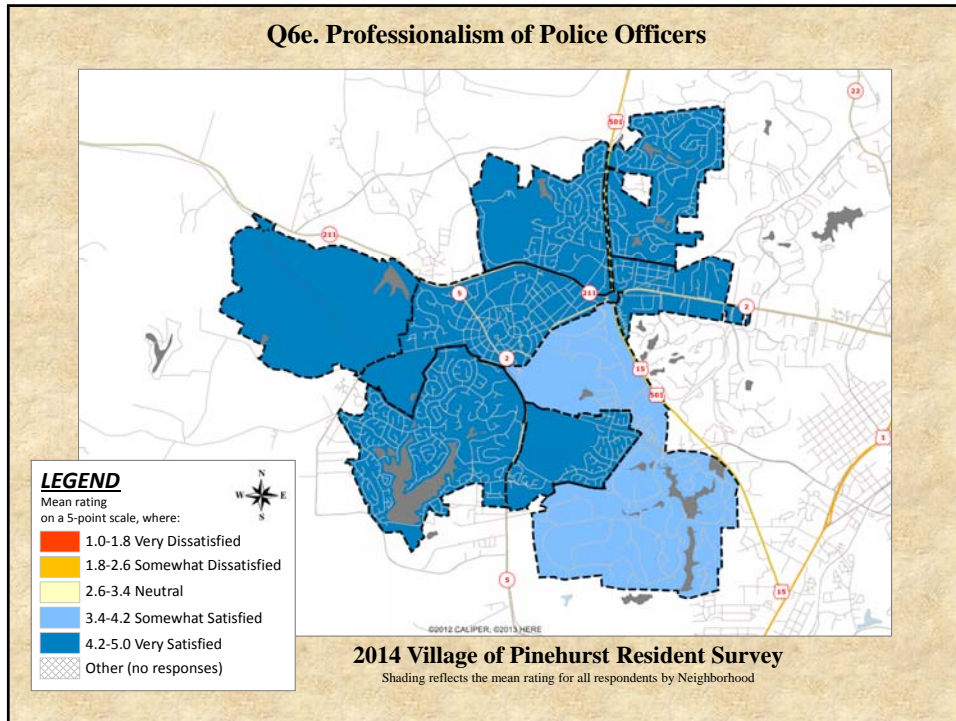




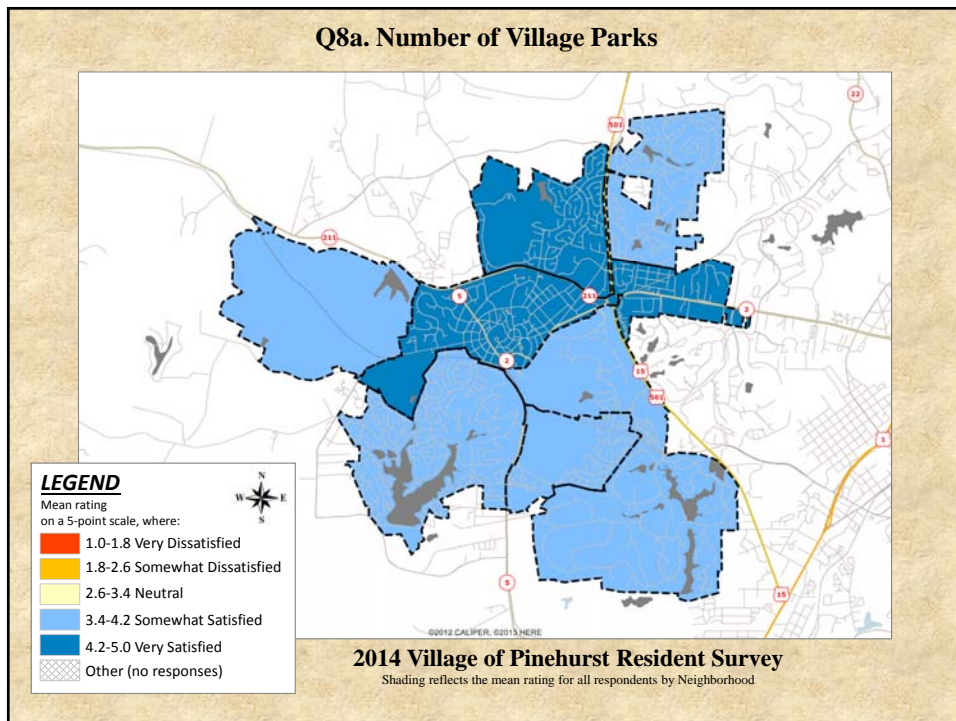
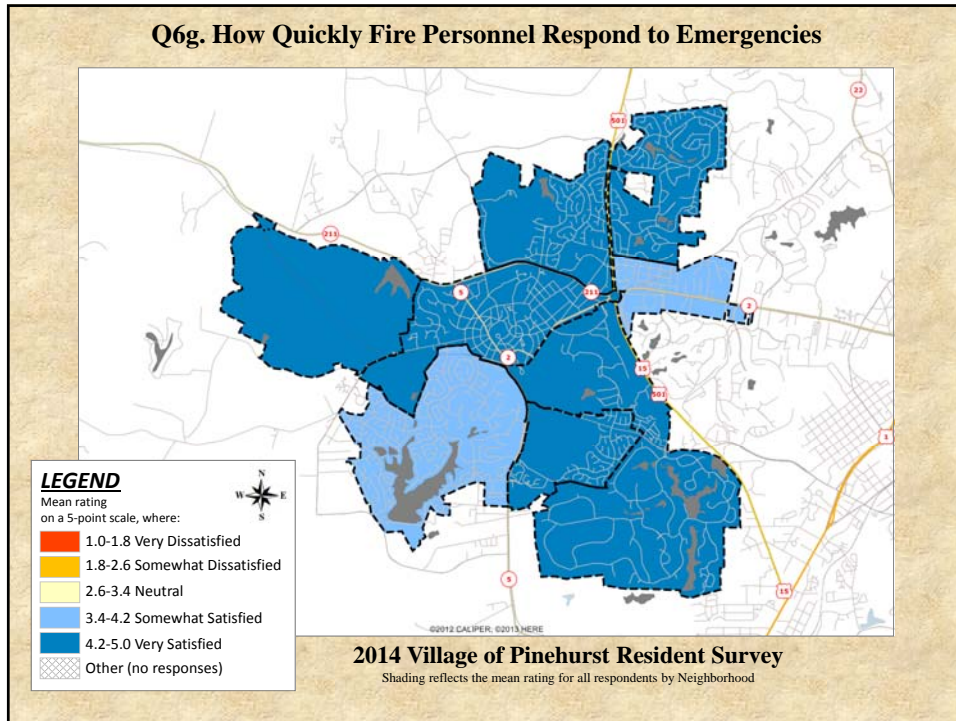


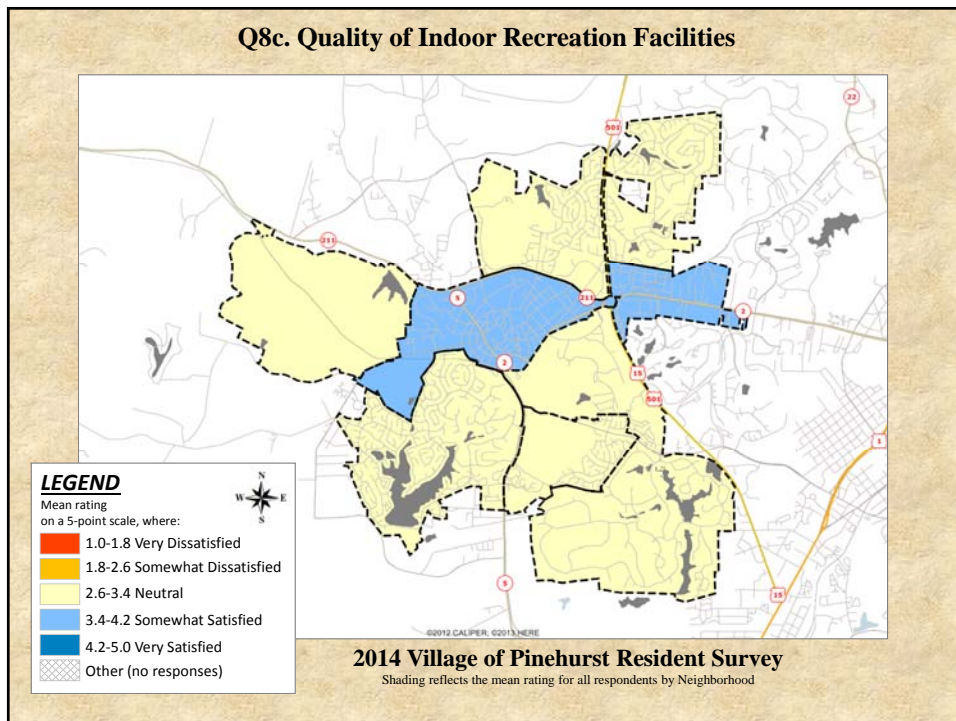
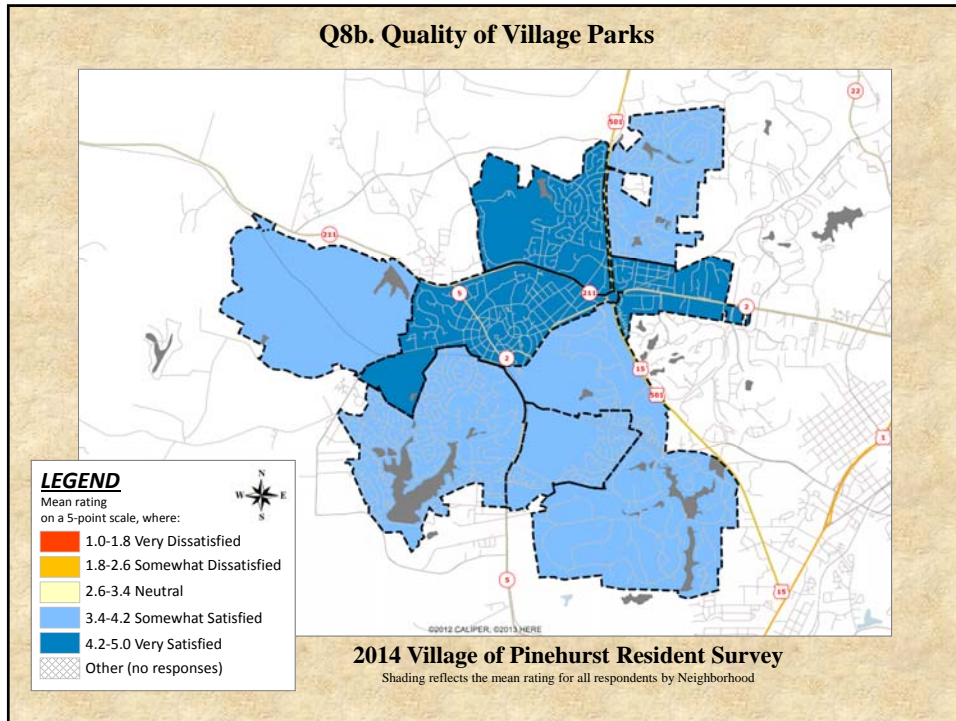


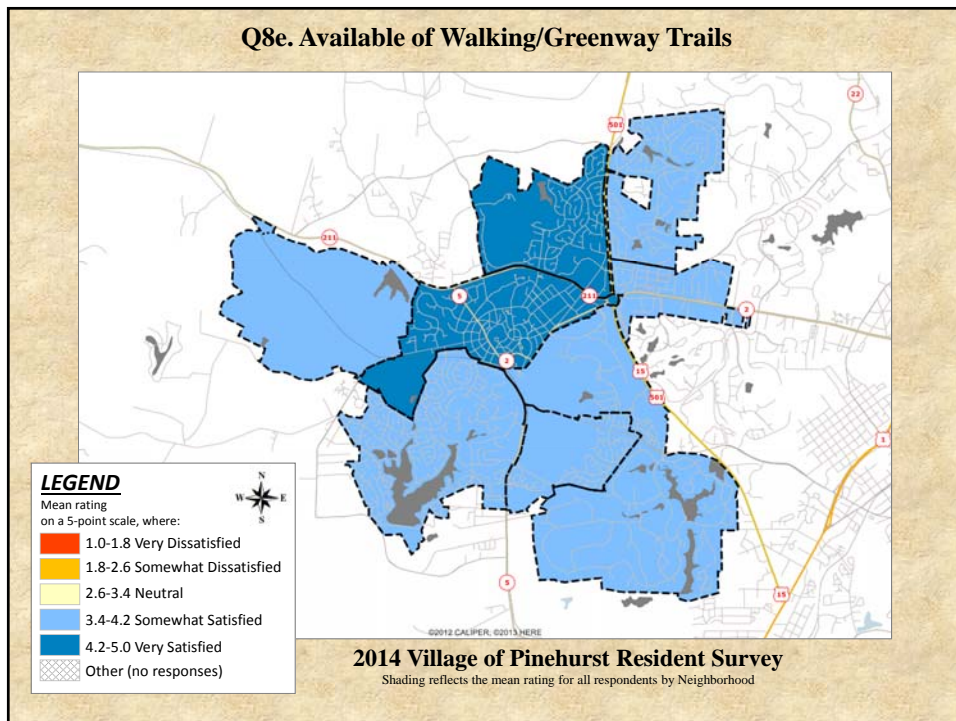
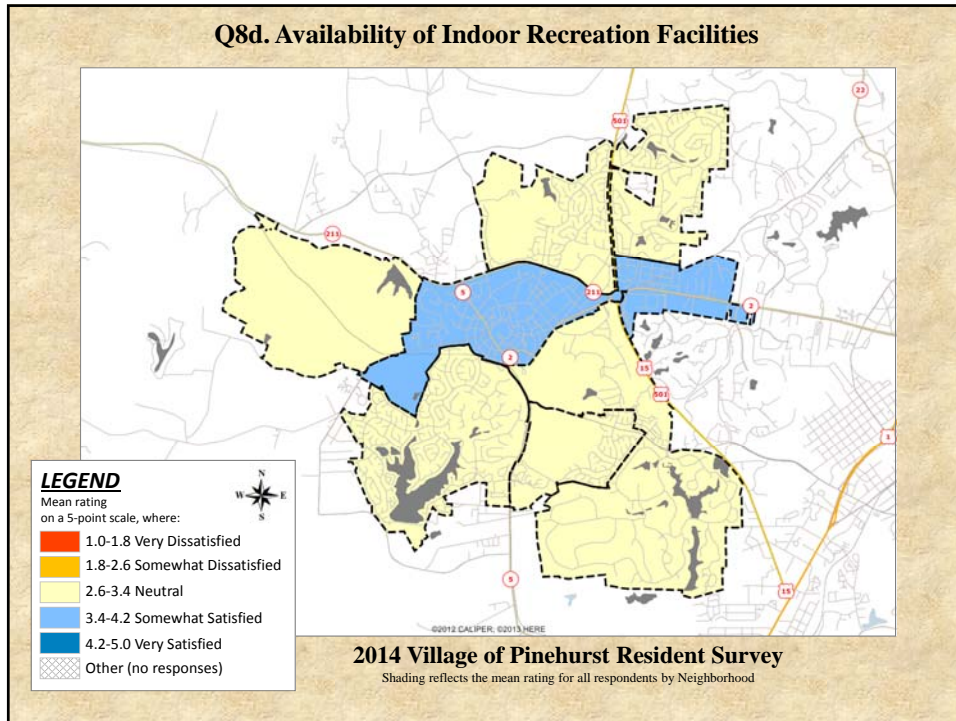


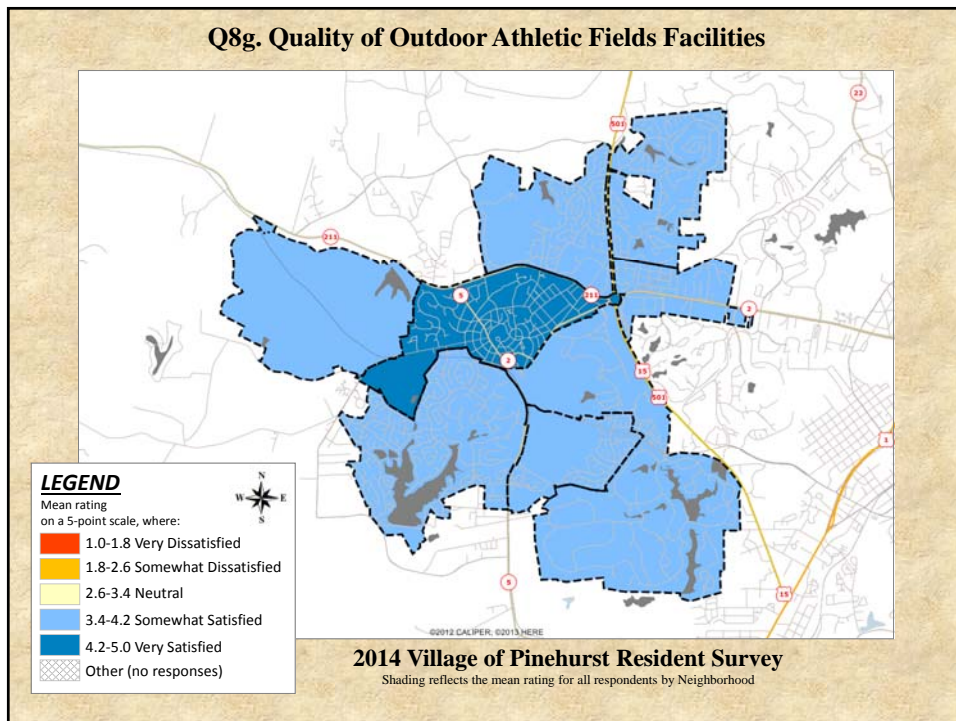
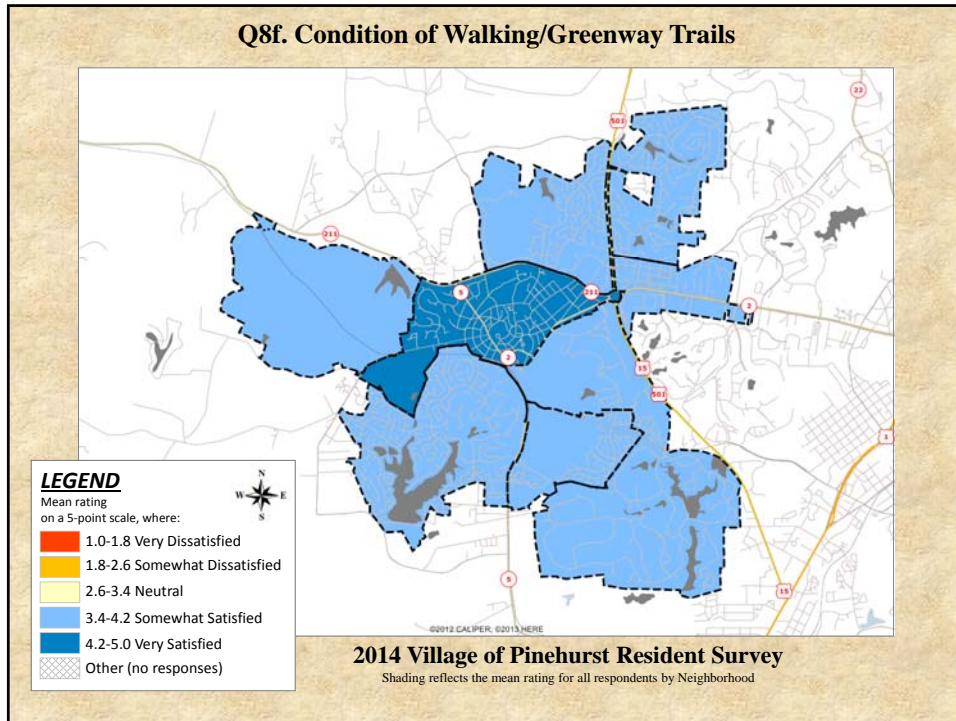


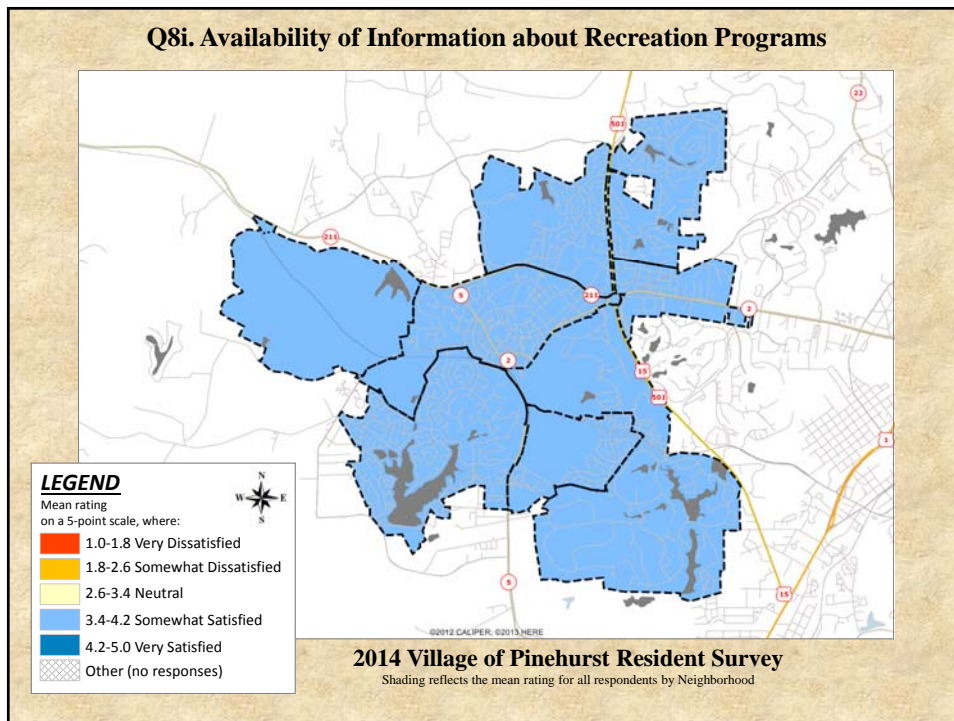
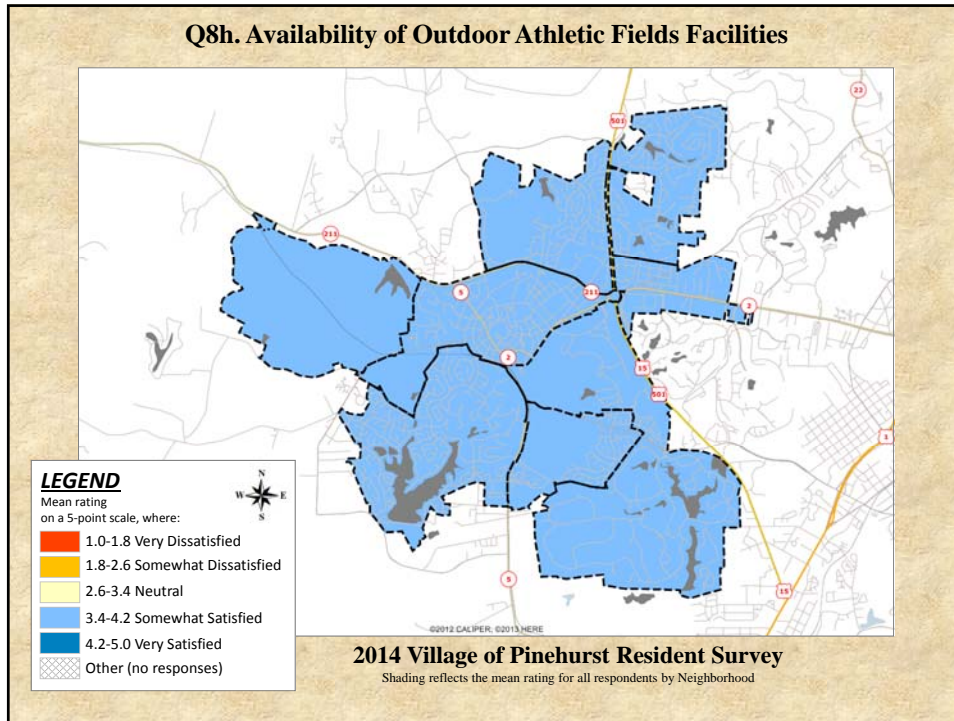
Village of Pinehurst 2014 Resident Survey

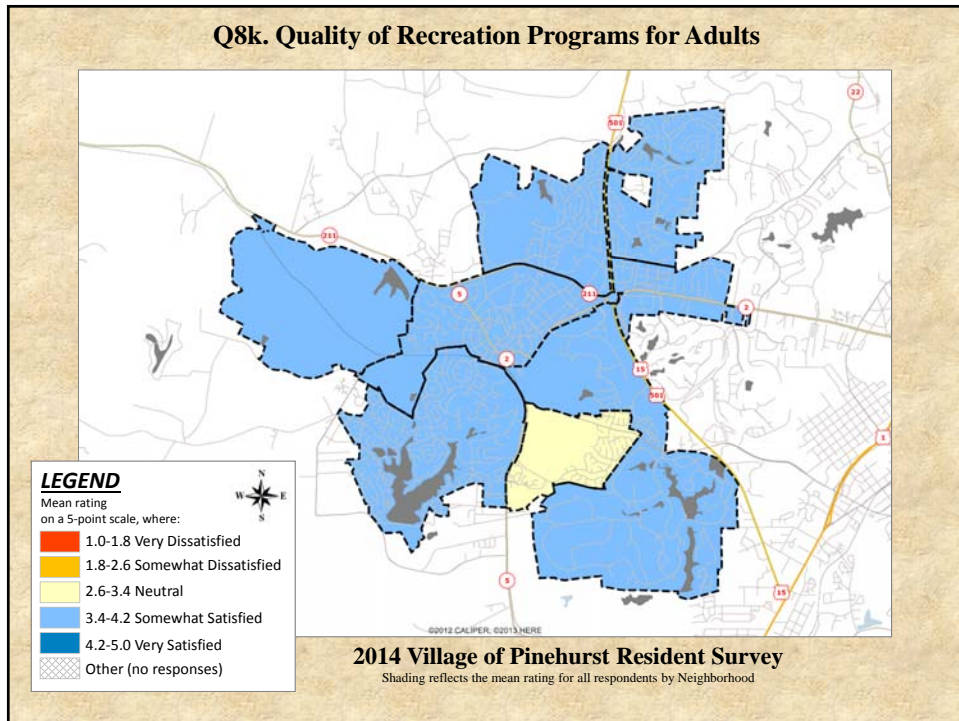
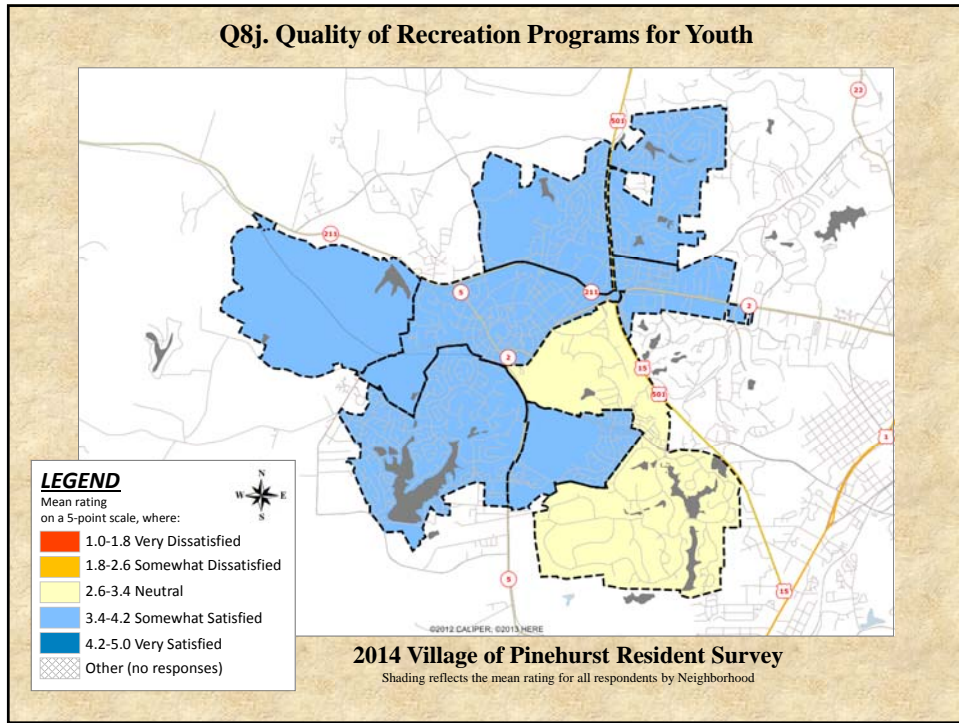


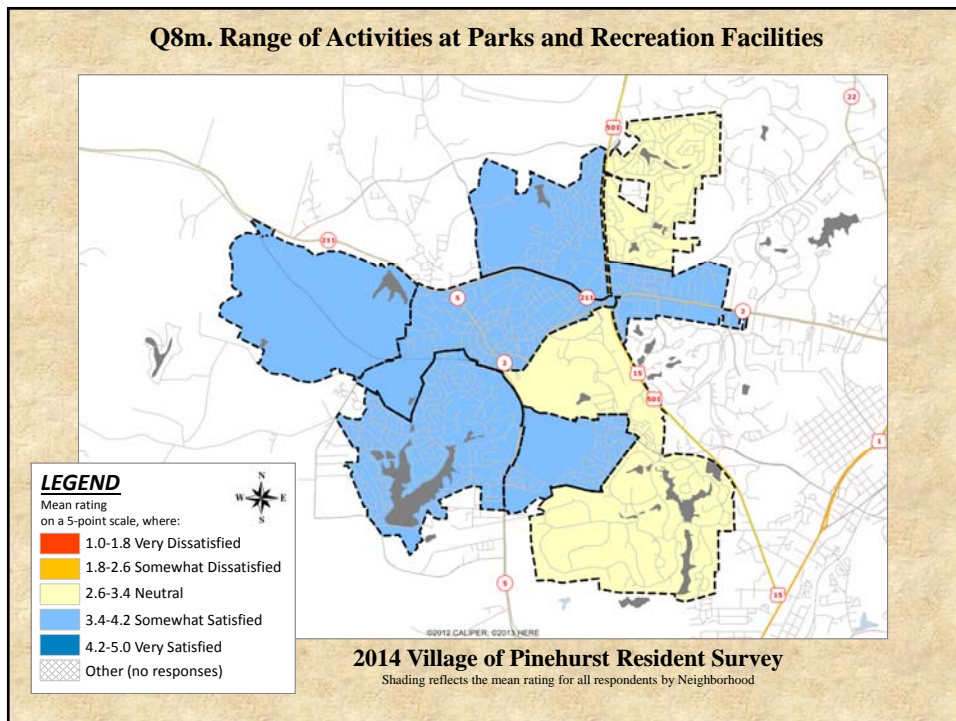
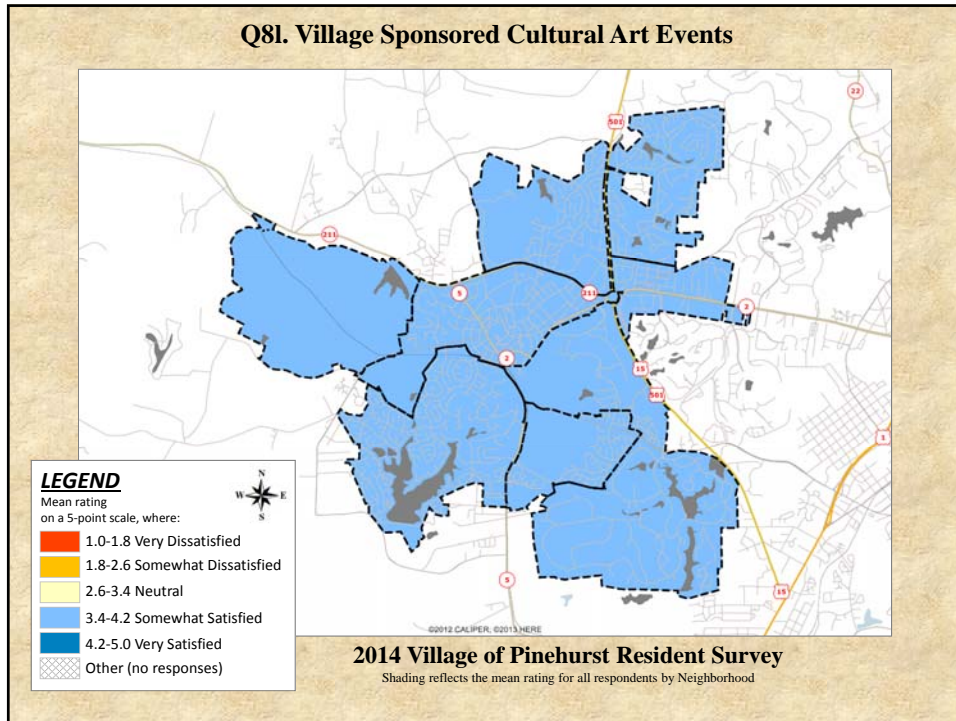




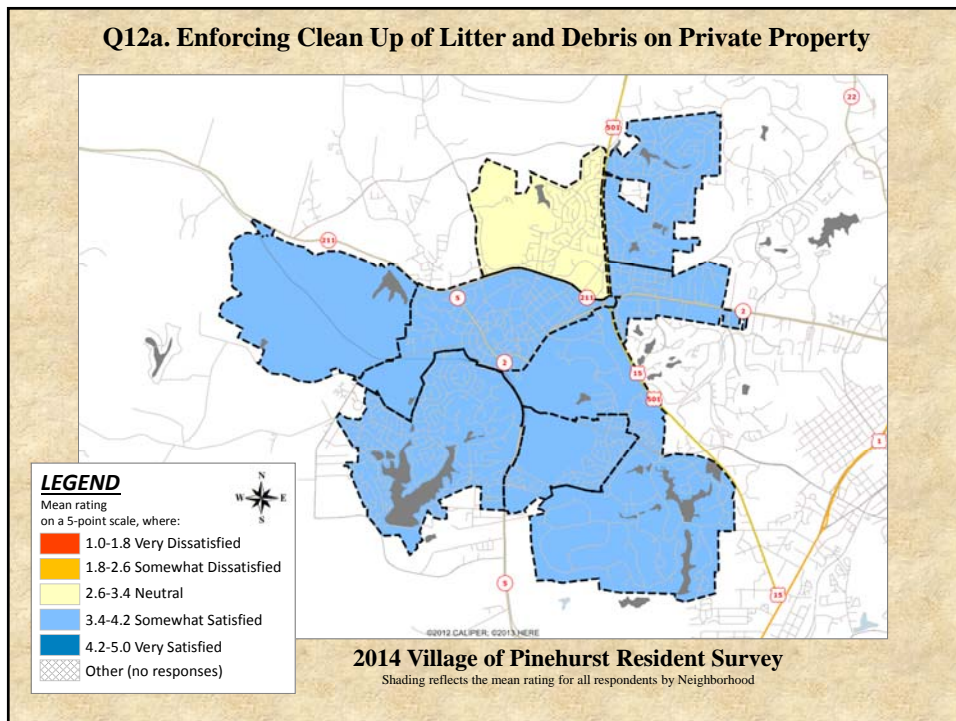
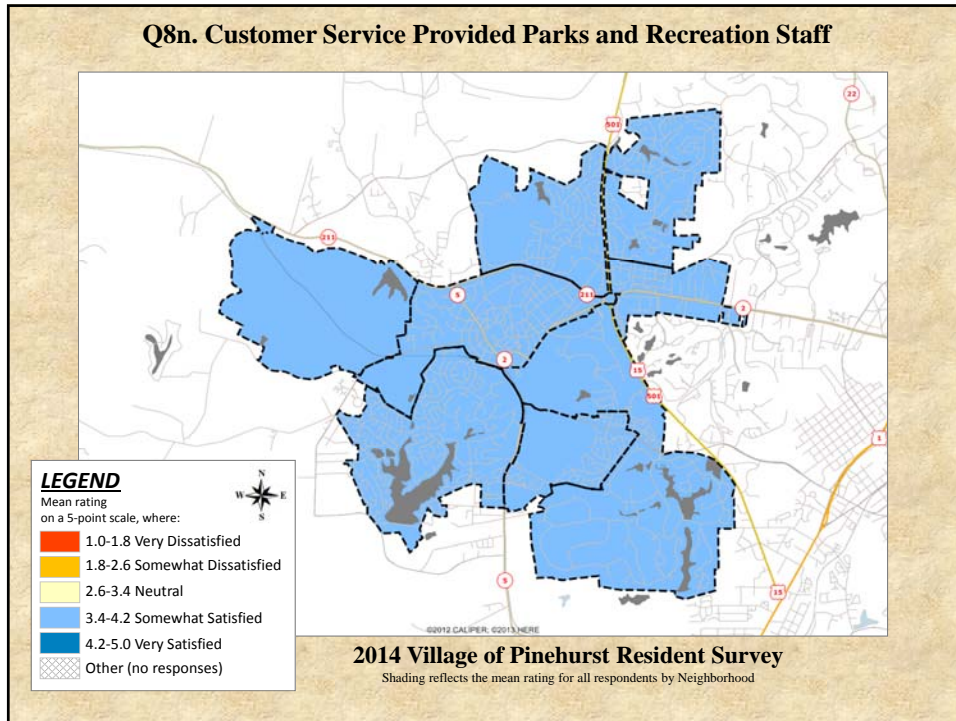


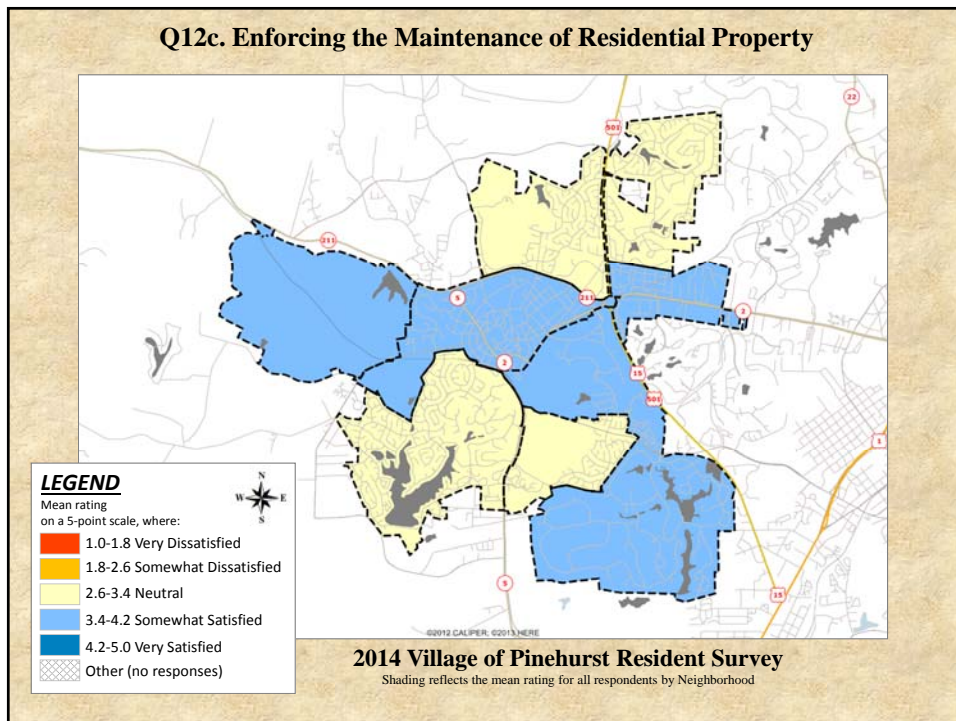
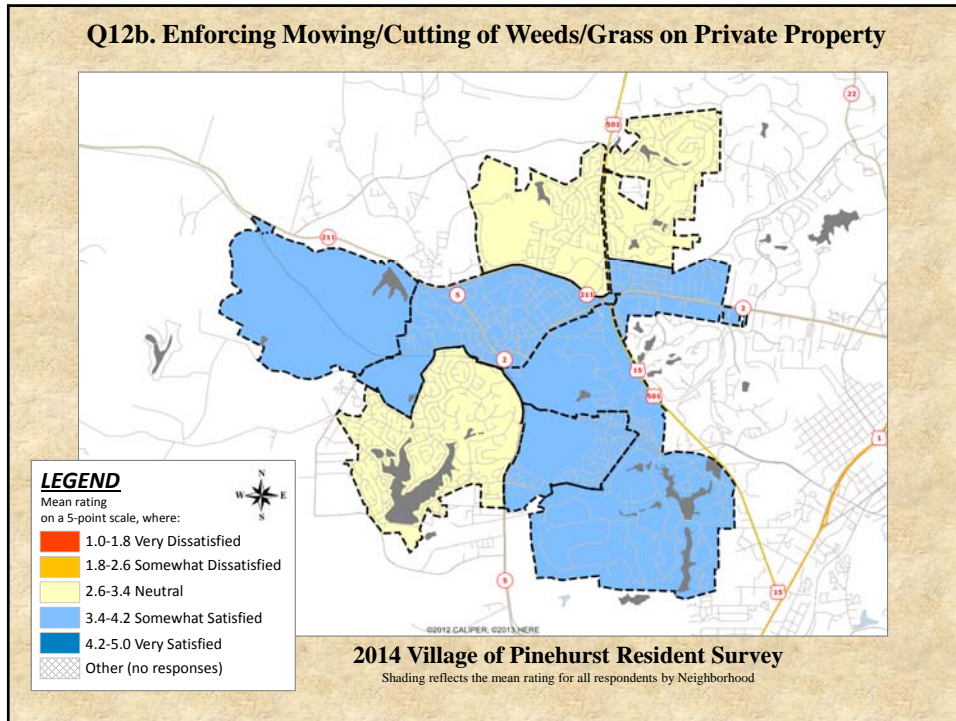


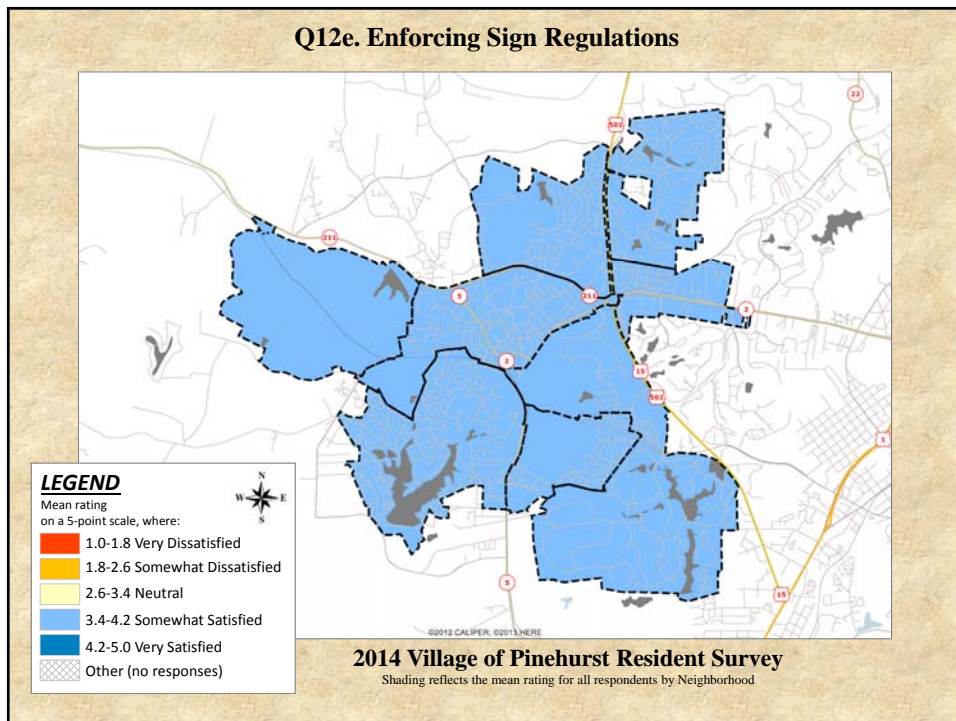
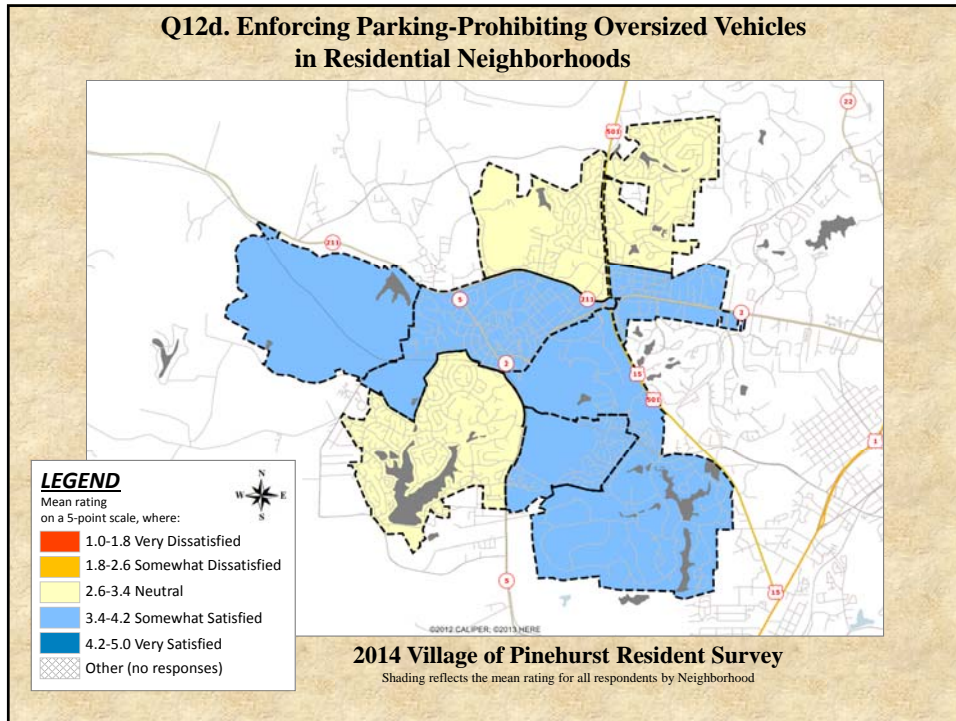


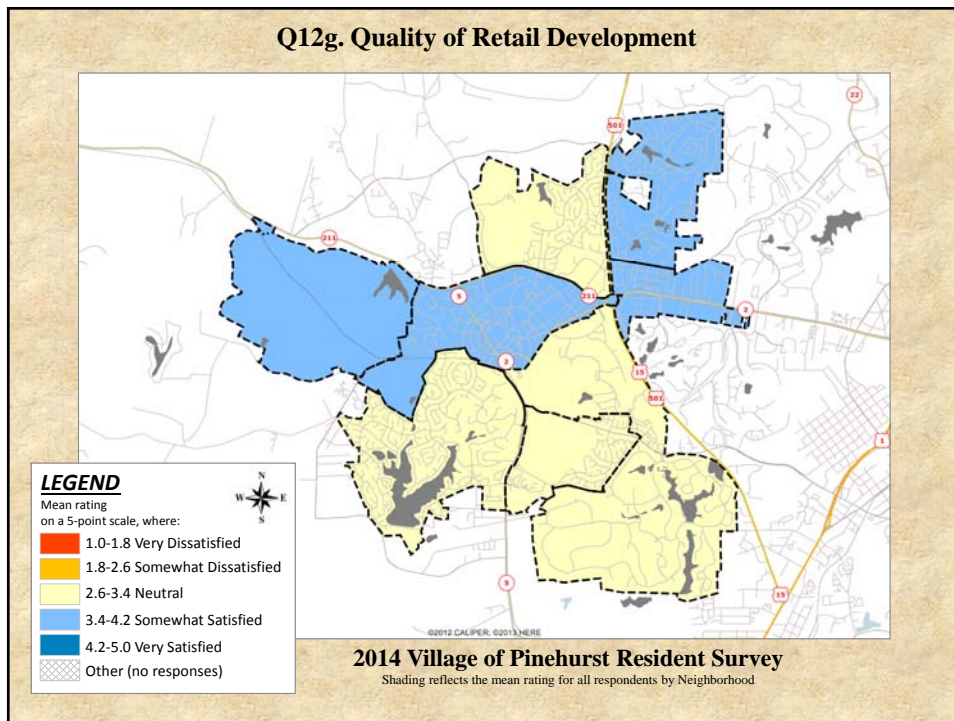
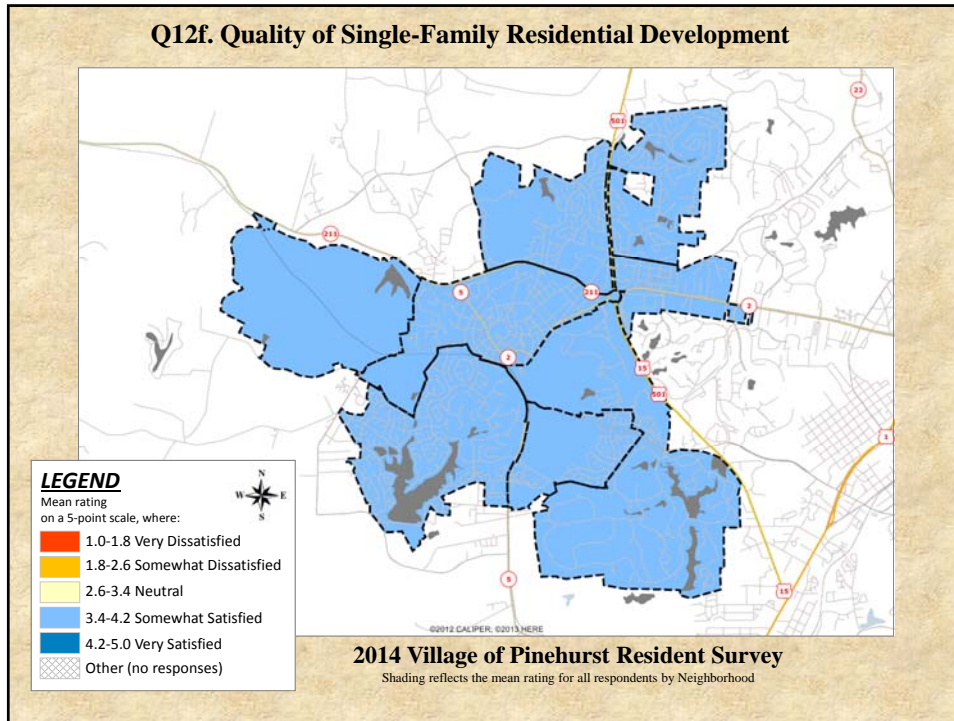


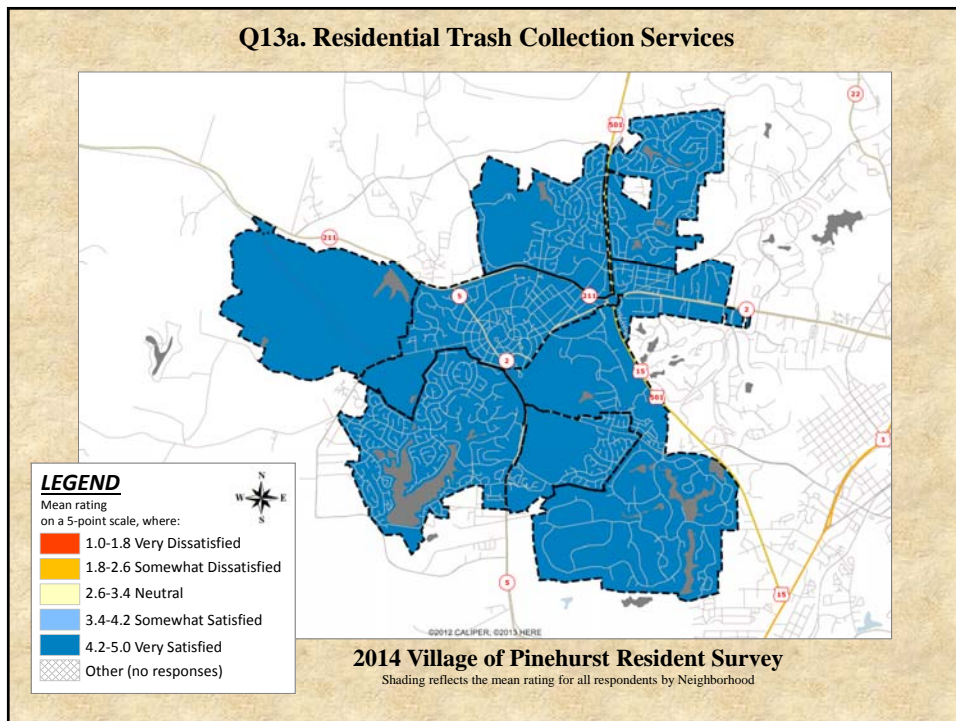
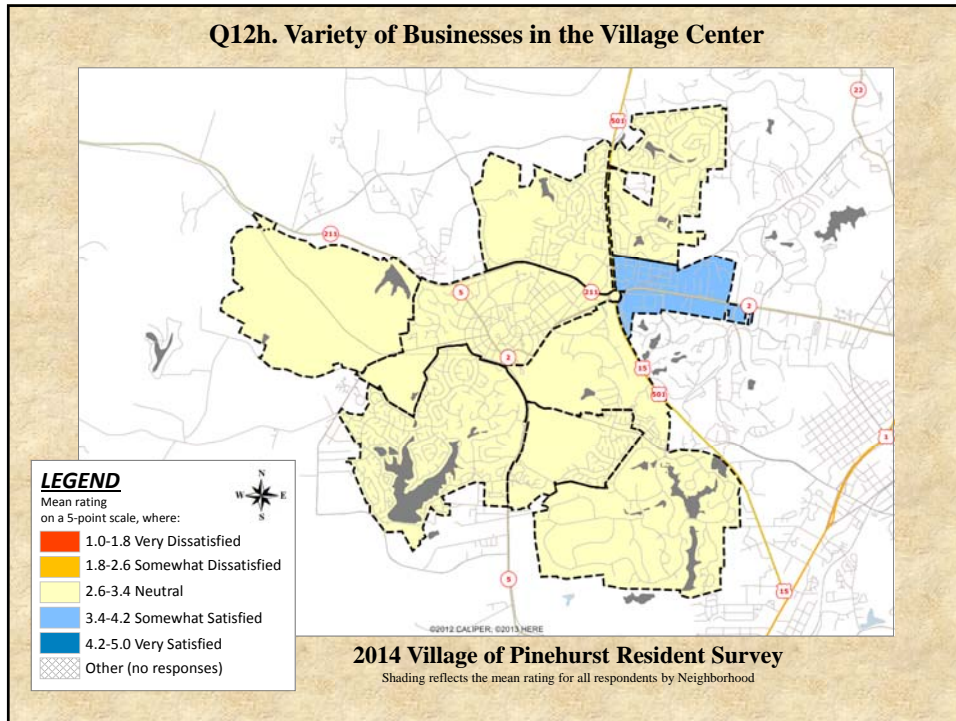
Village of Pinehurst 2014 Resident Survey

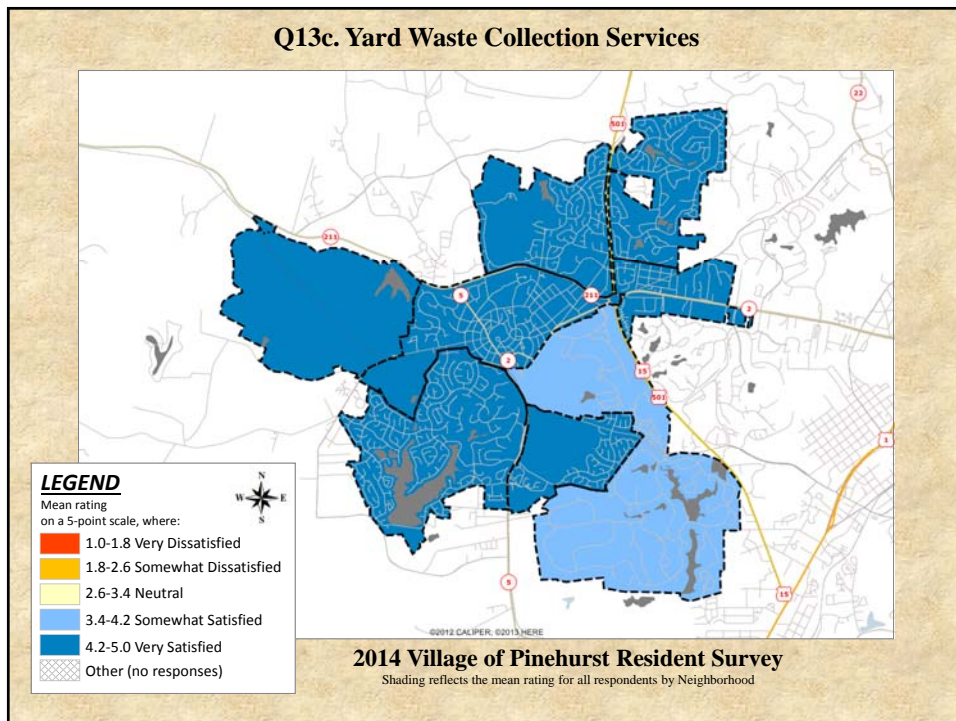
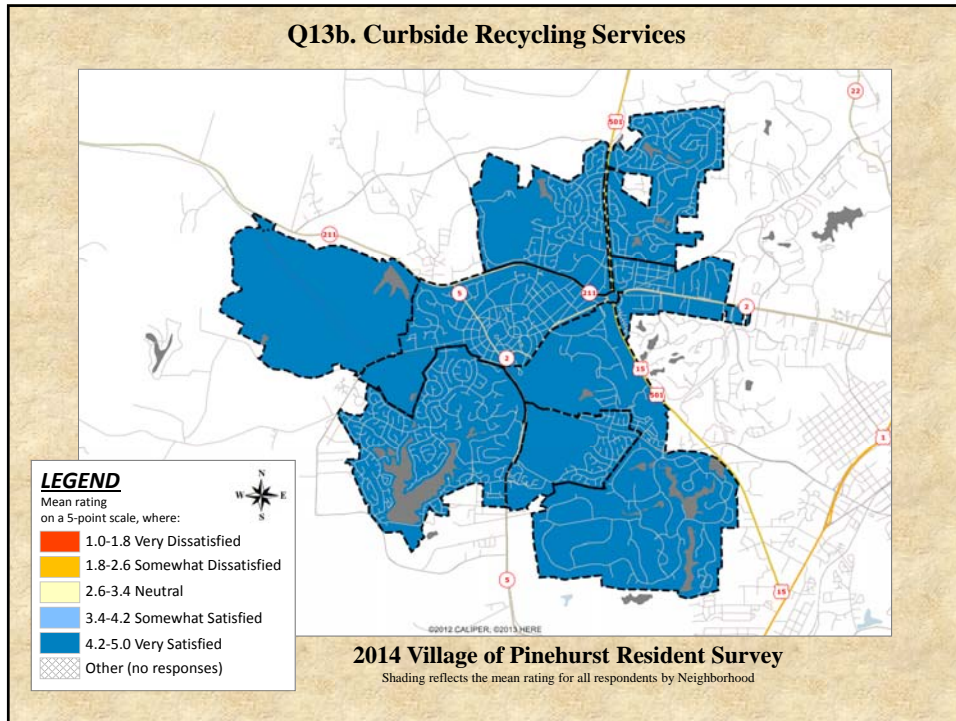




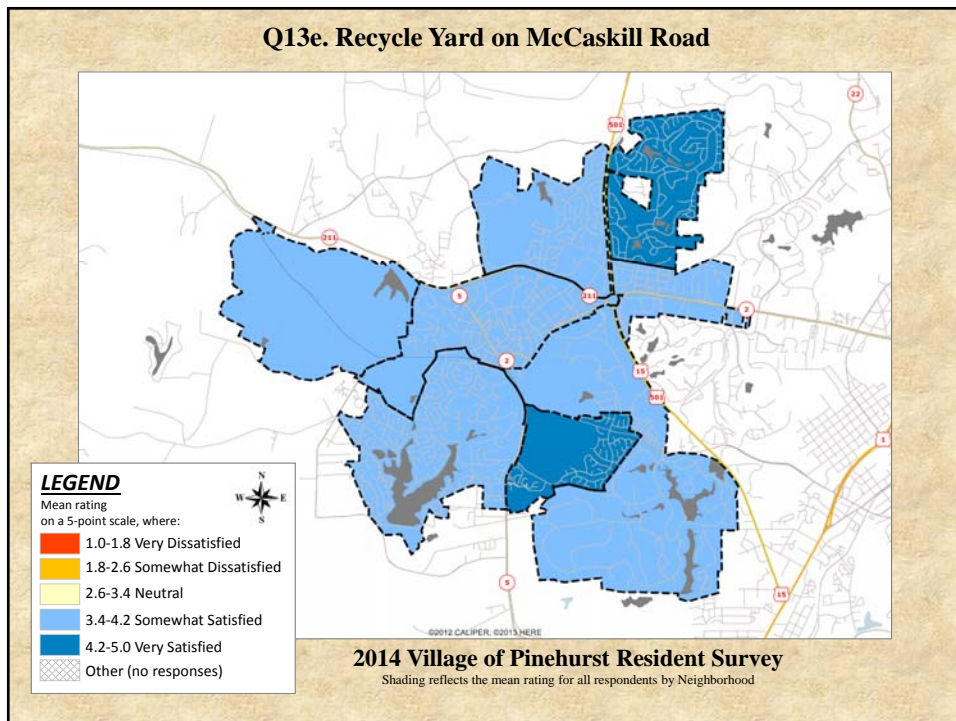
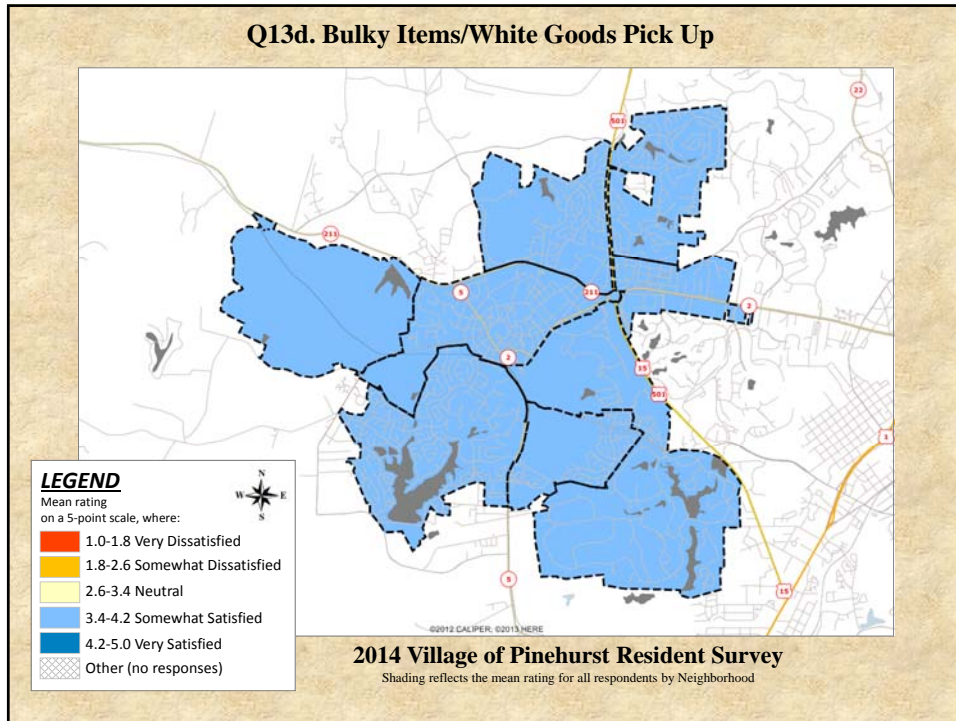


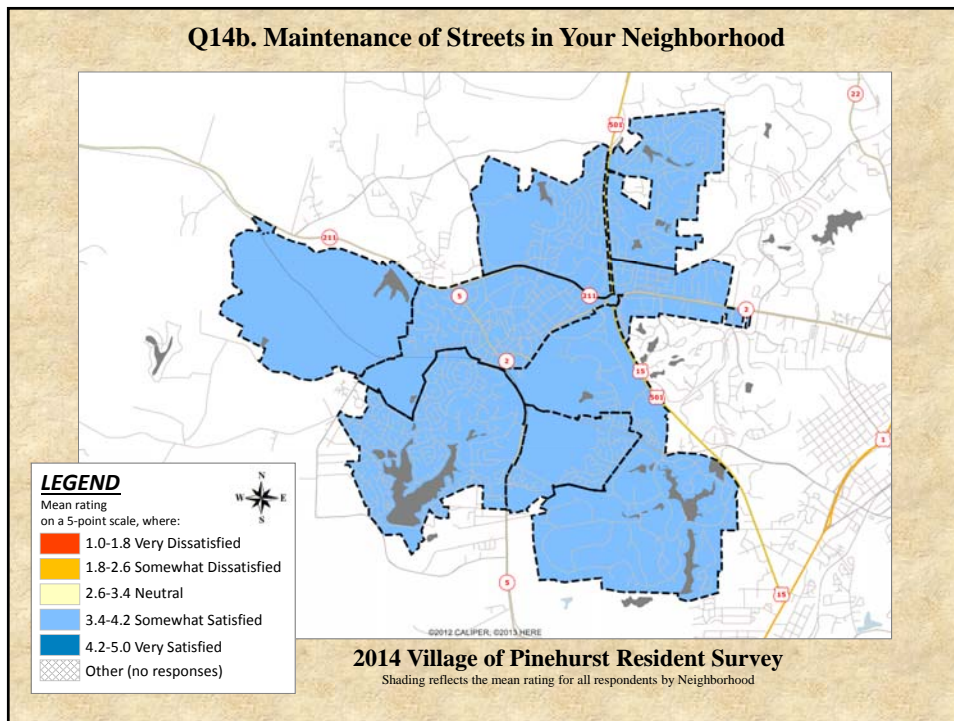
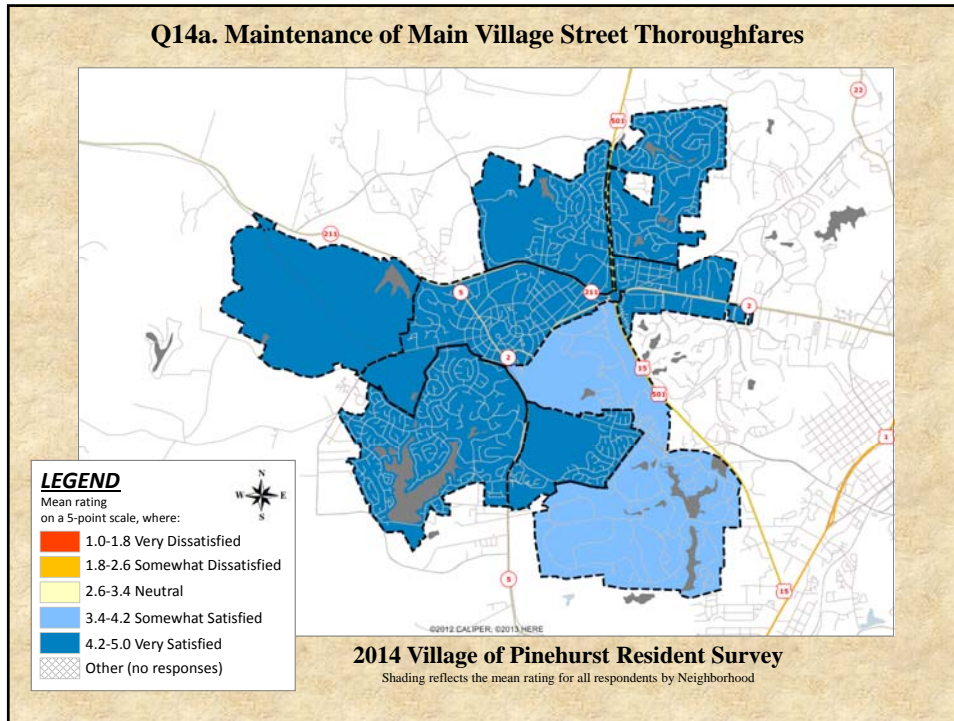


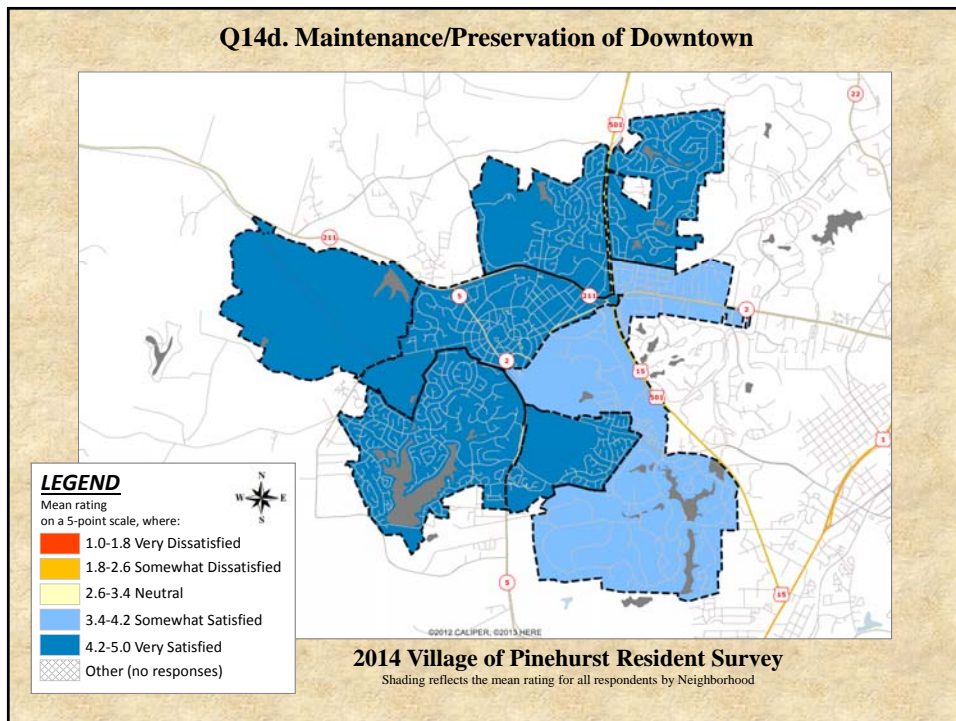
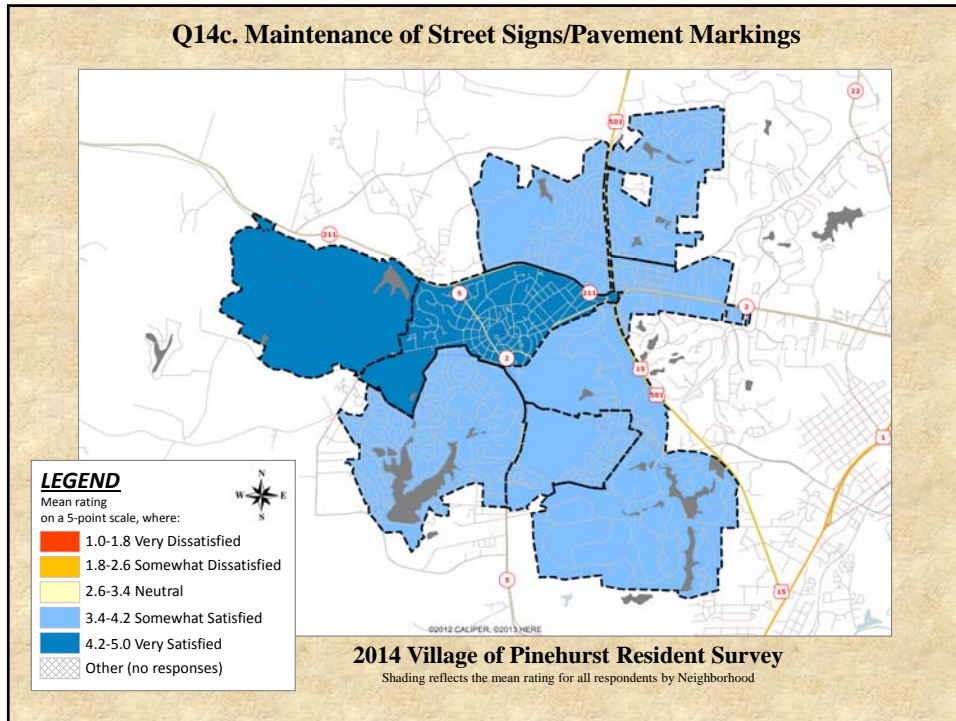


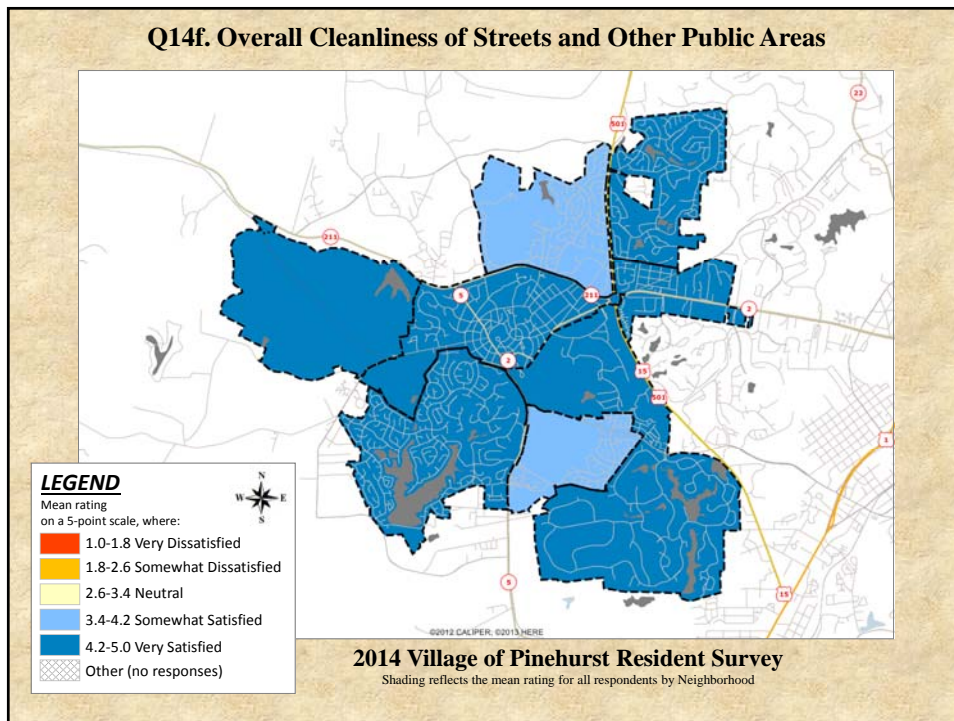
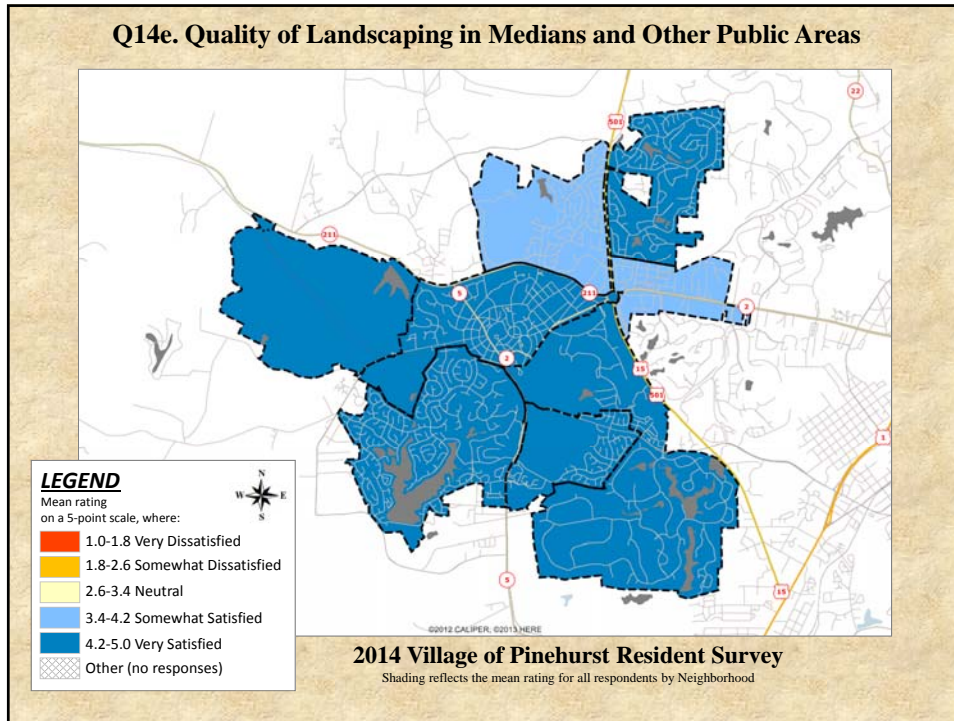


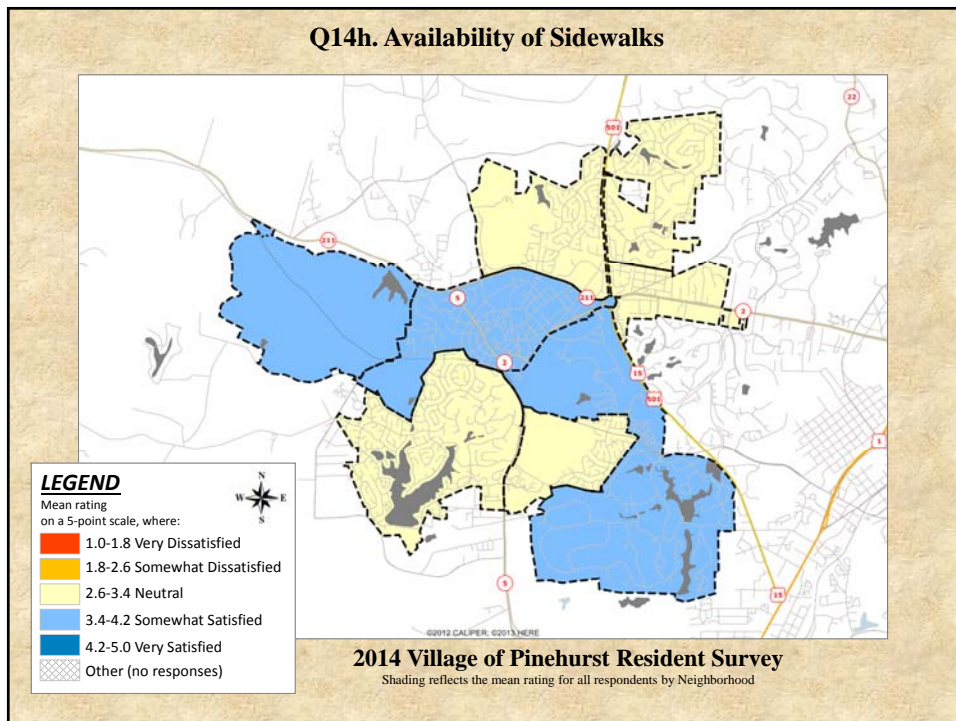
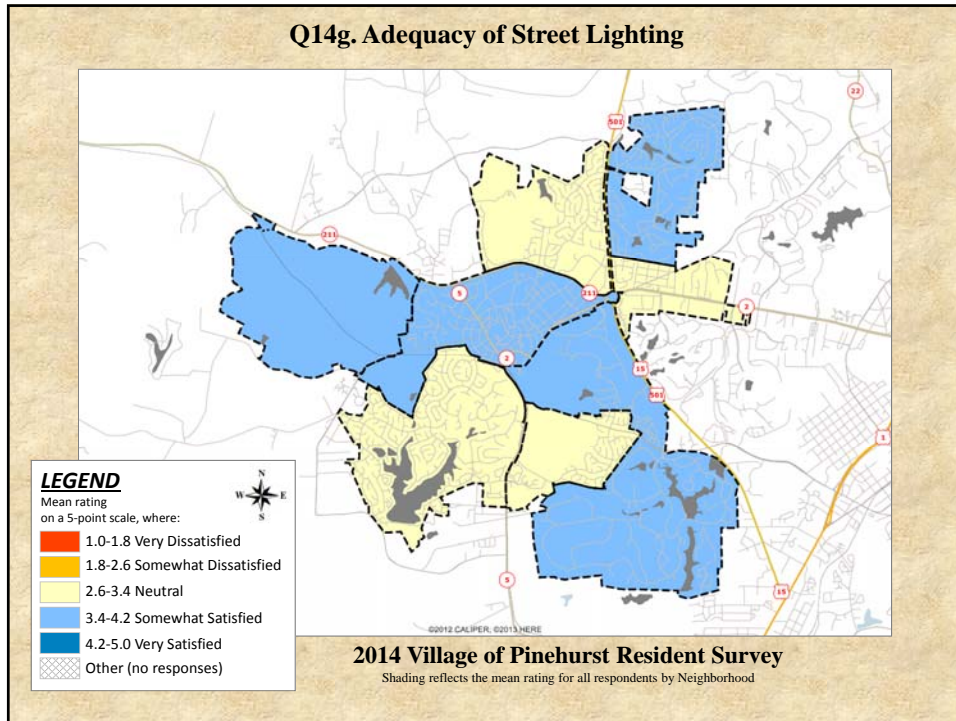
Village of Pinehurst 2014 Resident Survey



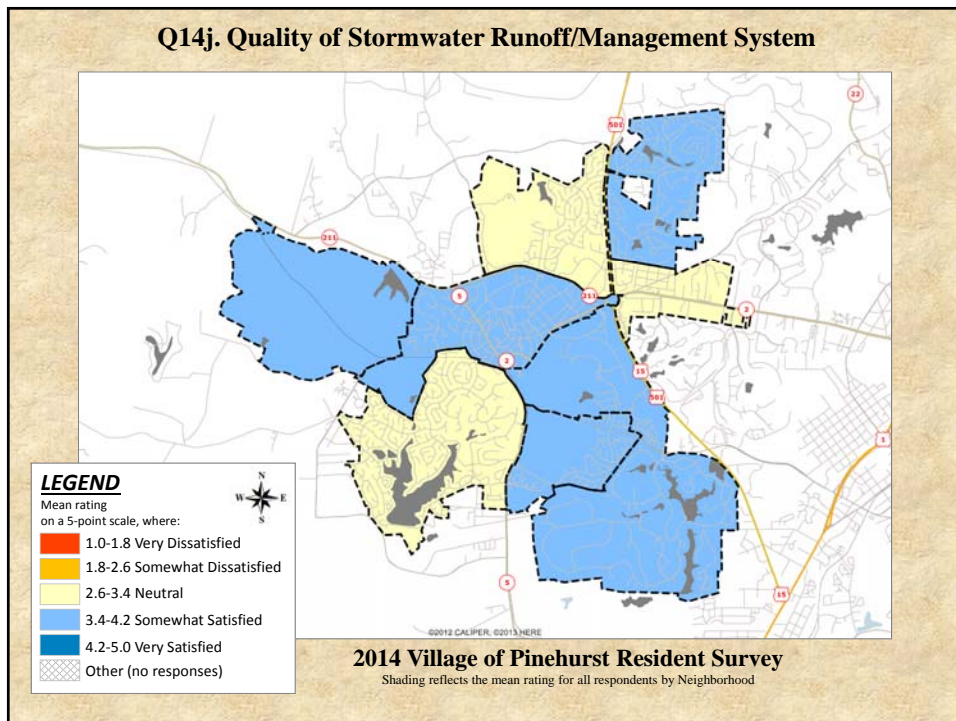
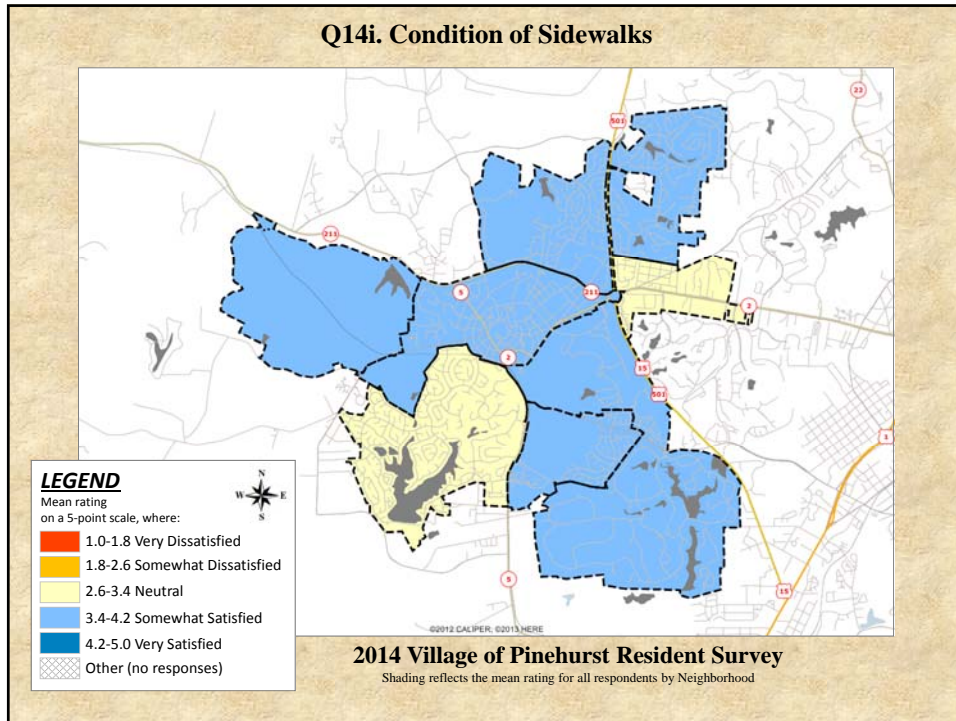


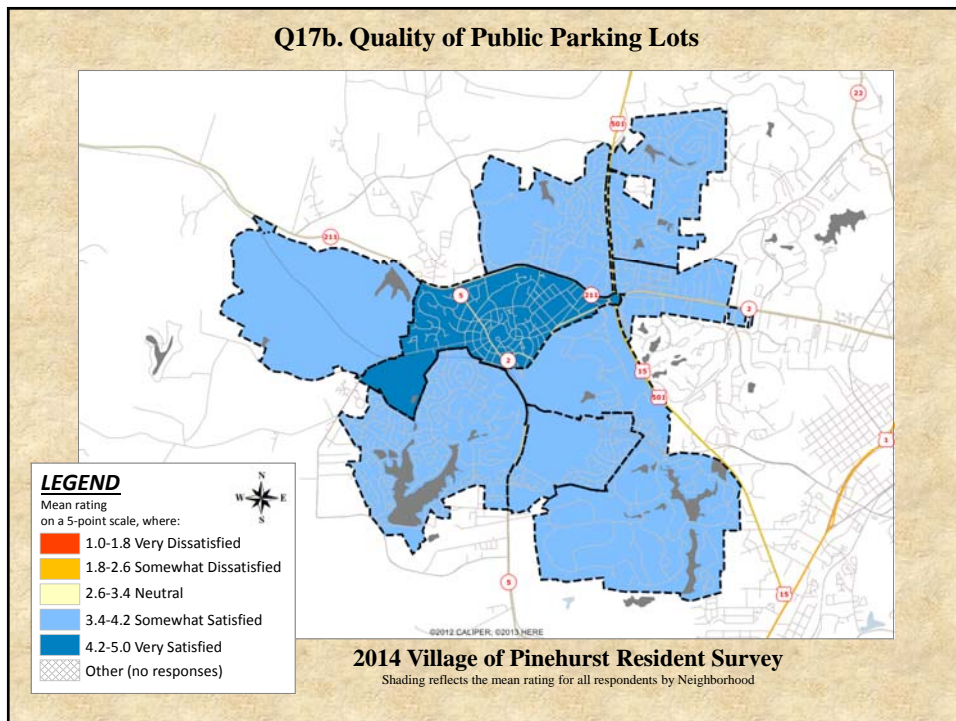
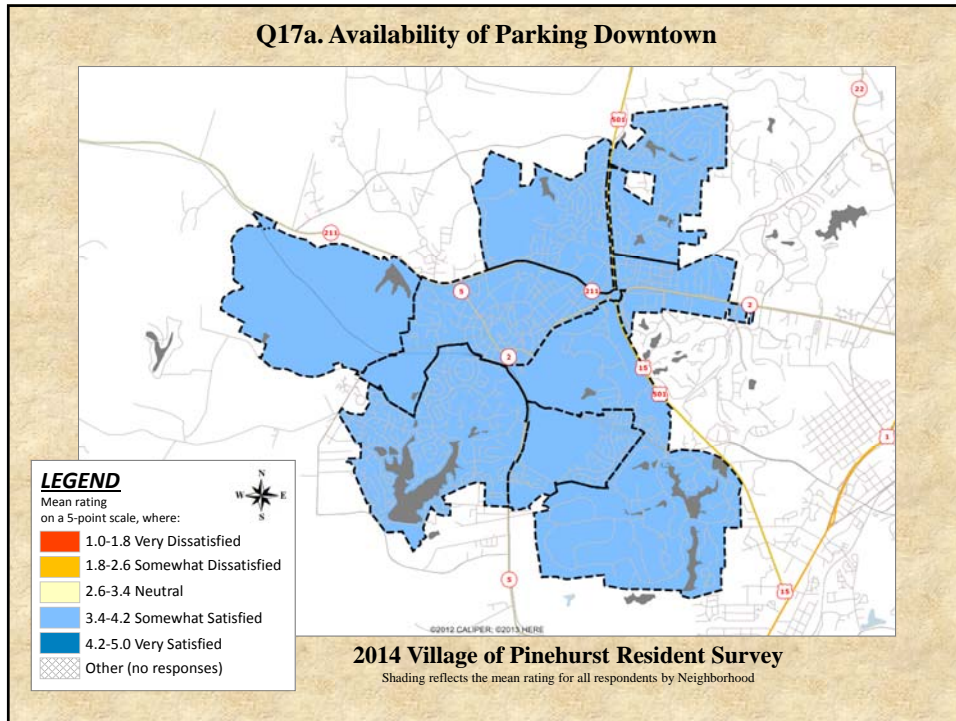




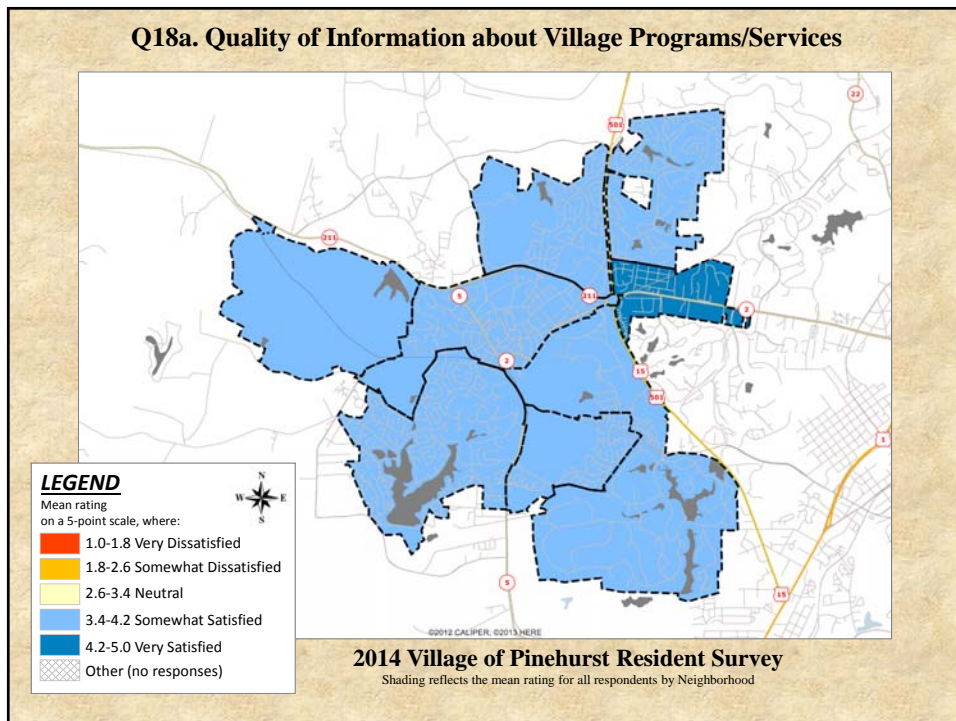
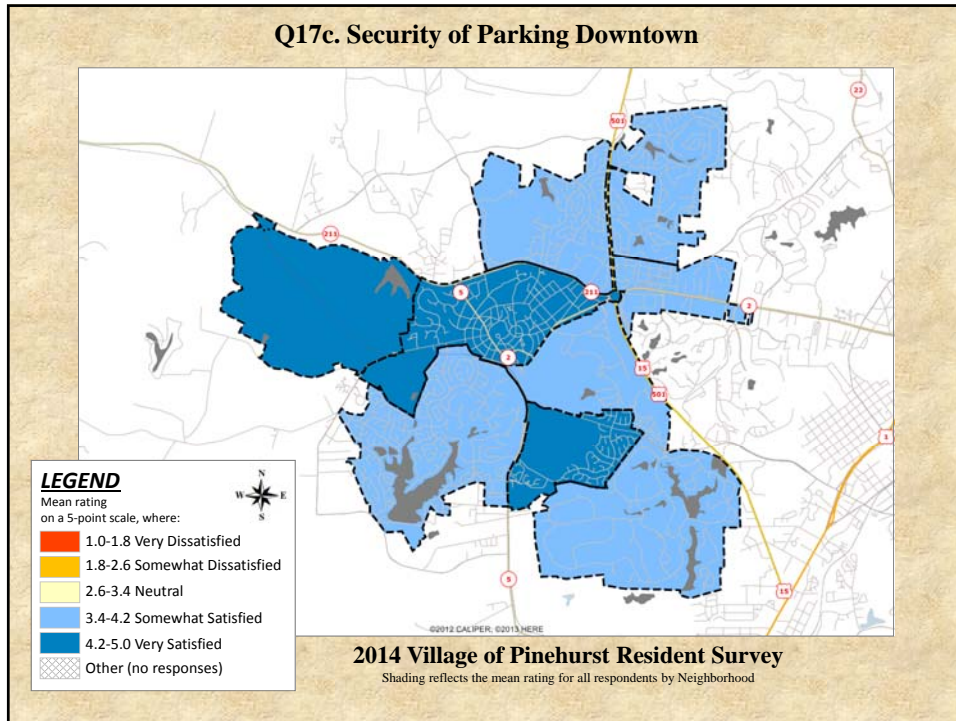


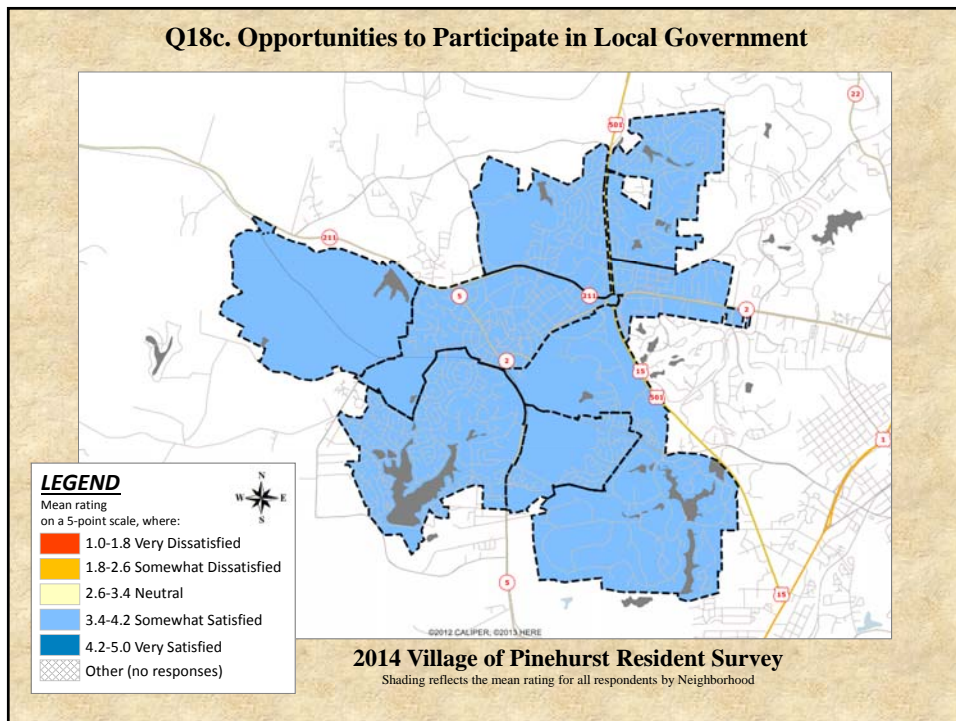
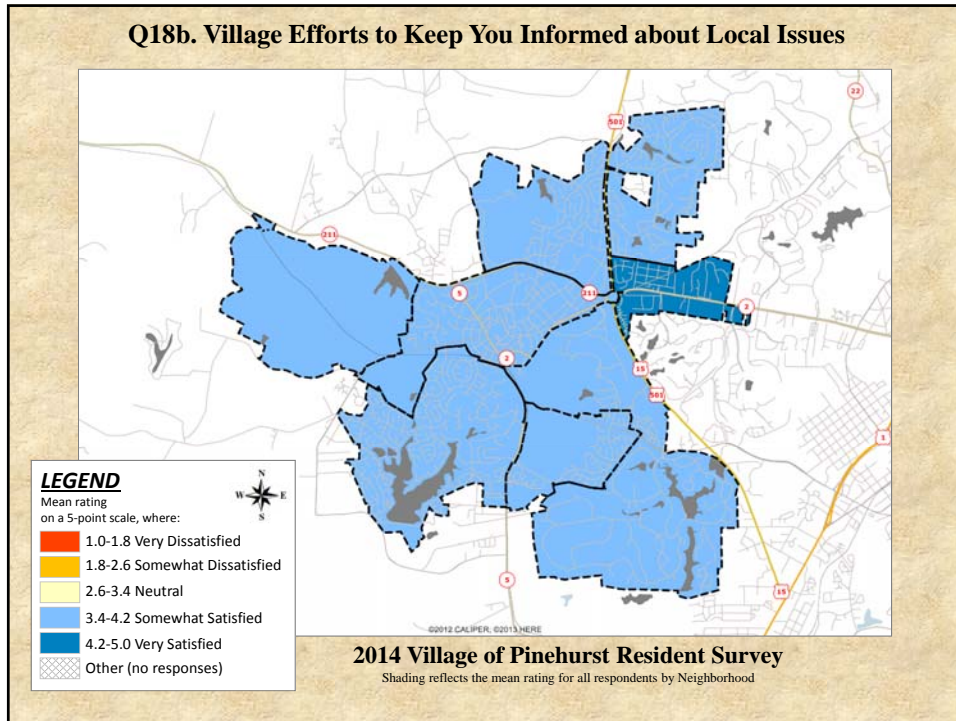
Village of Pinehurst 2014 Resident Survey

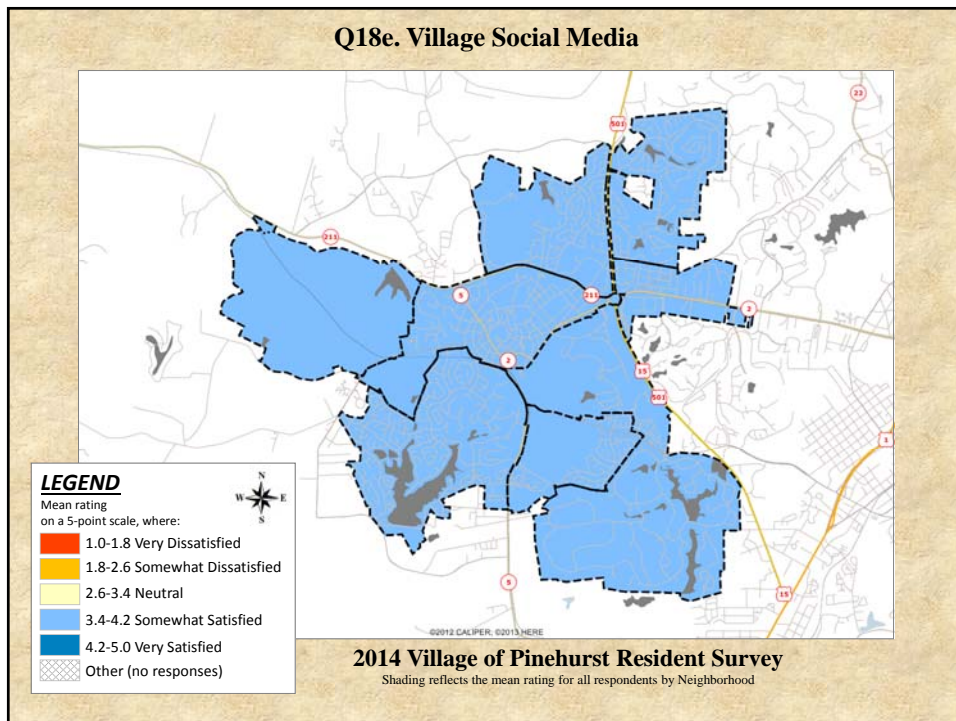
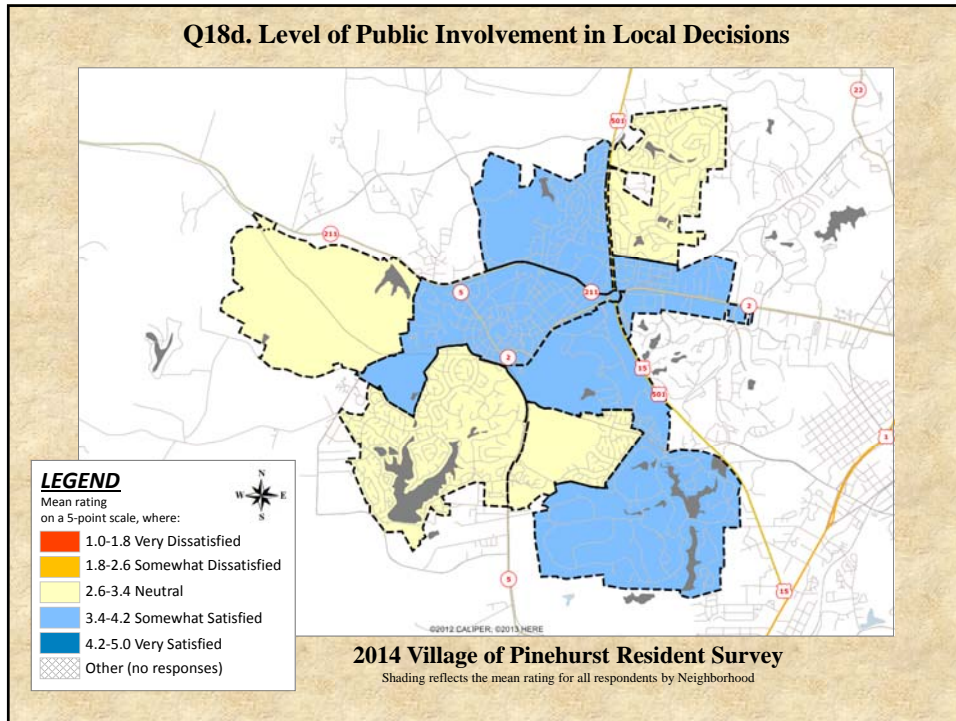




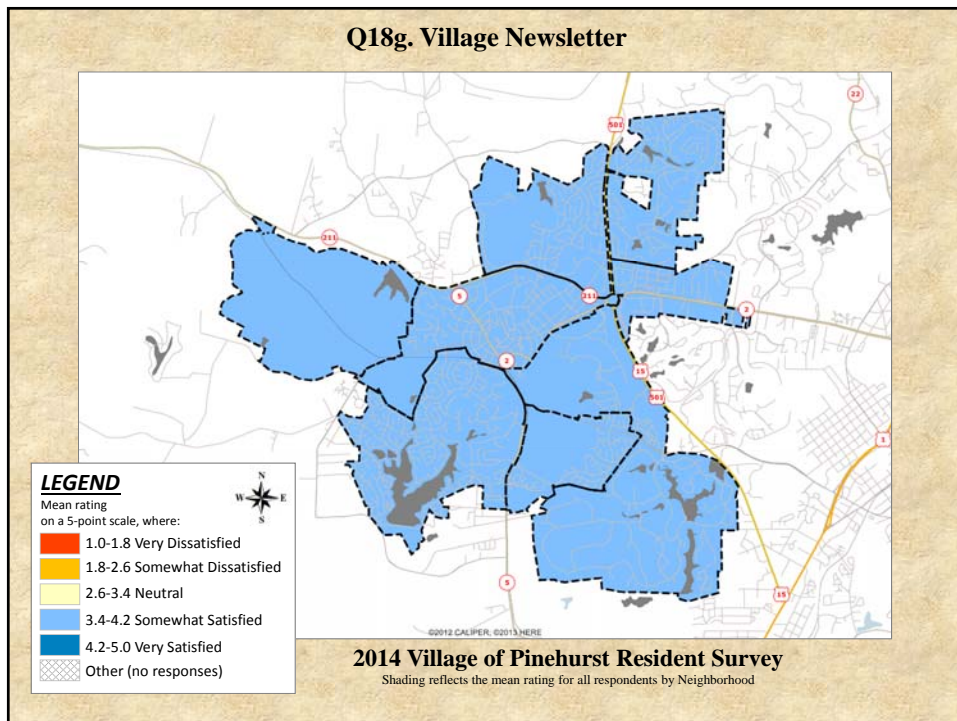
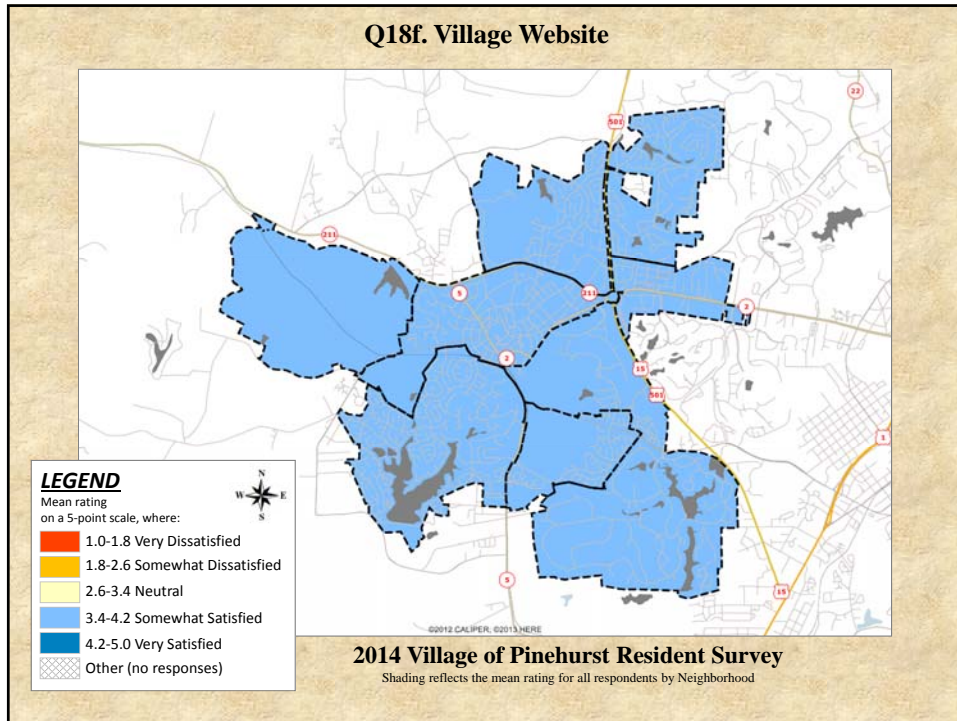
Village of Pinehurst 2014 Resident Survey

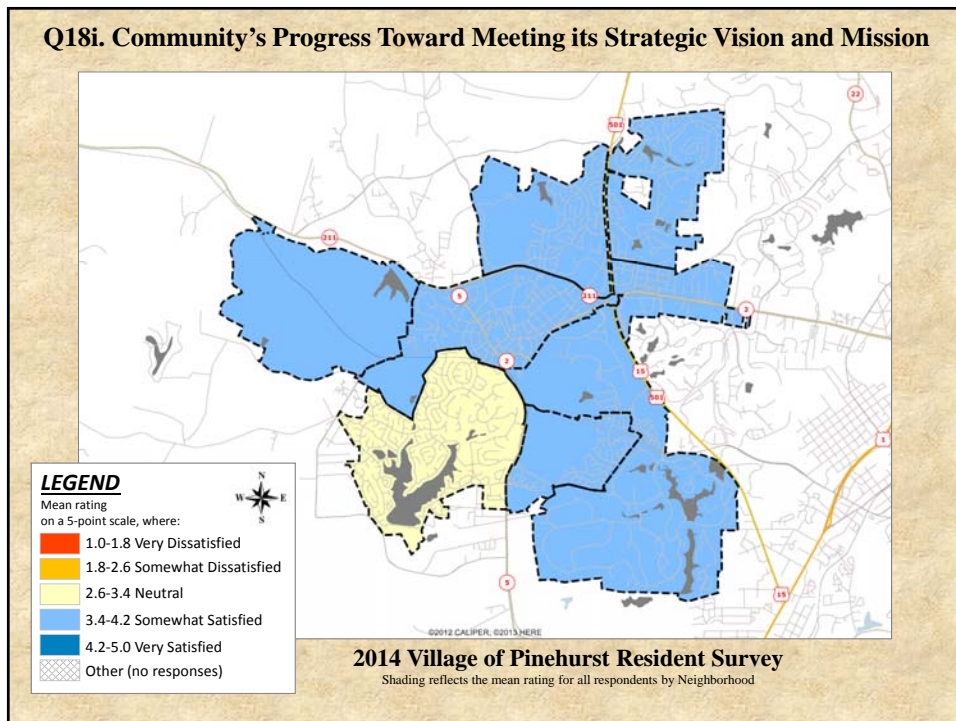
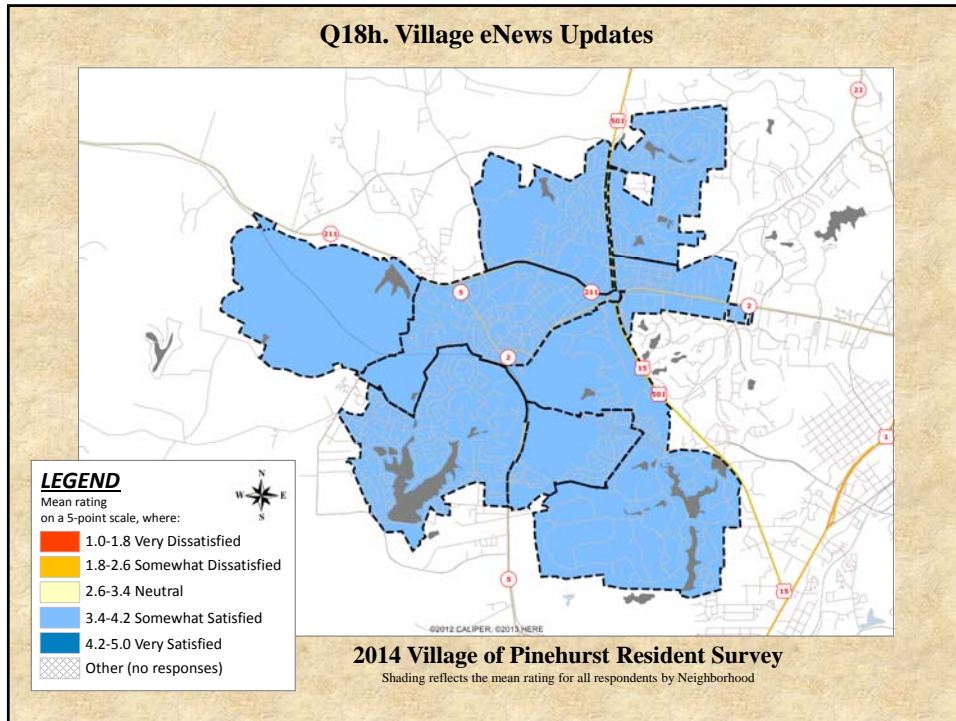


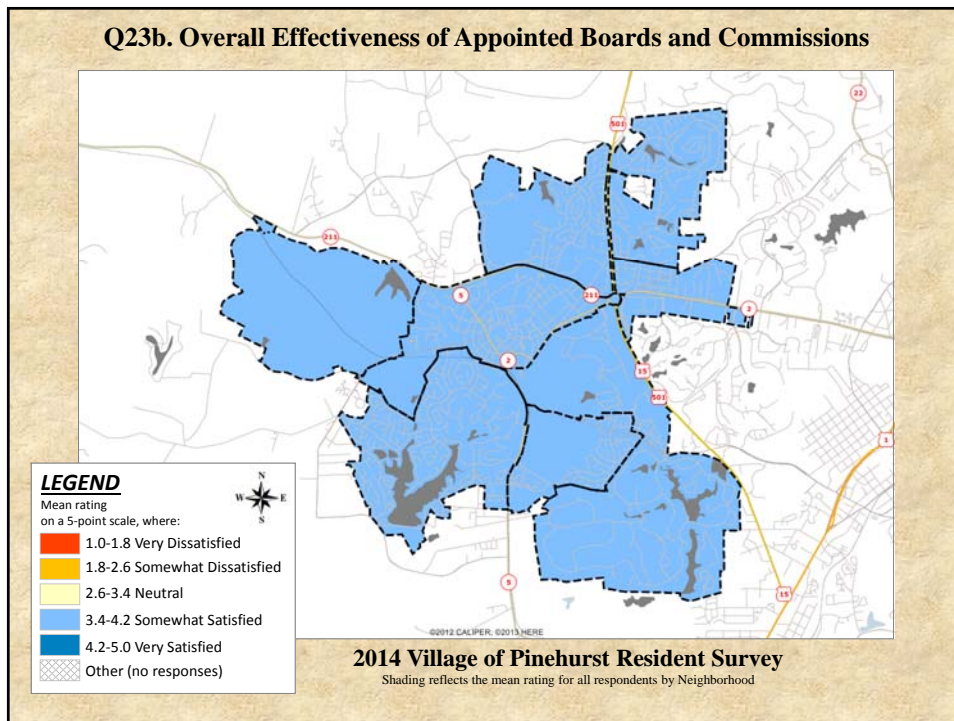
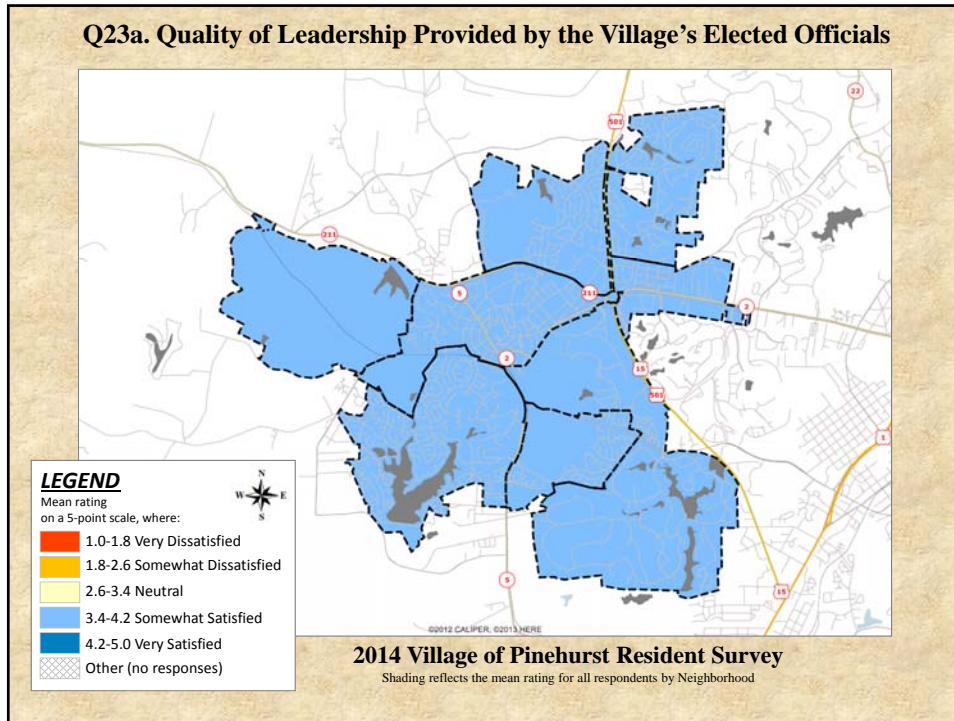


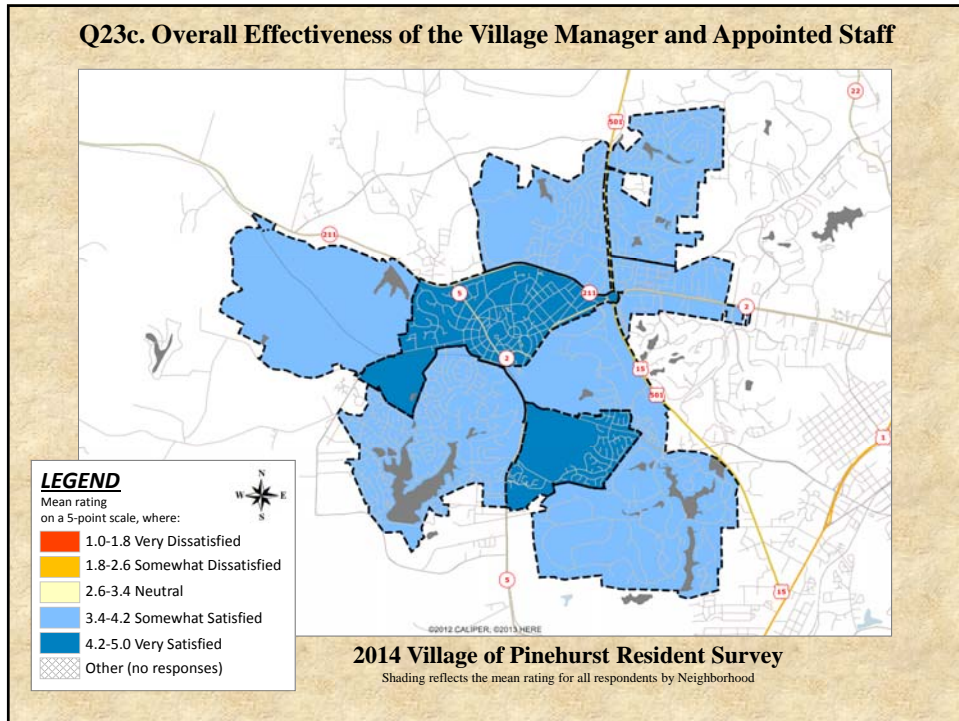


Village of Pinehurst 2014 Resident Survey









Section 3:
Benchmarking Comparisons



Benchmarking Summary Report

Pinehurst, North Carolina

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 48 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of over 4,000 residents across the United States, (2) a regional survey that was administered to a random sample of nearly 400 residents in the Southeastern region of the United States during the summer of 2014, and (3) individual communities with a population of less than 150,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2010 and July 2014; the 53 communities included in this comparisons are listed below.

- Abilene, TX
- Auburn, AL
- Baytown, TX
- Bensenville, IL
- Blue Springs, MO
- Bryan, TX
- Chapel Hill, NC
- Clayton, MO
- Coffeyville, KS
- Columbia, MO
- Coral Springs, FL
- Davenport, IA
- Dothan, AL
- Edgerton, KS
- Garden City, KS
- Gardner, KS
- Grandview, MO
- Hallandale Beach, FL
- Harrisonville, MO
- High Point, NC
- Hyattsville, MD
- Independence, MO
- Indian Trail, NC
- Junction City, KS
- Lawrence, KS
- Lenexa, KS
- Merriam, KS
- Mission, KS
- Naperville, IL
- Narragansett, RI
- Newport Beach, CA
- North Kansas City, MO
- Olathe, KS
- Pflugerville, TX
- Platte City, MO
- Pueblo, CO
- Raymore, MO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- Round Rock, TX
- Saint Joseph, MO
- San Marcos, TX
- Shoreline, WA
- St. Joseph, MO
- Tamarac, FL
- Vestavia Hills, AL
- Village of Pinehurst, NC
- Wentzville, MO
- Westlake, TX
- Westlake, TX
- Wilmington, NC
- Winchester, VA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Pinehurst compare to the national average and southeast regional average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the southeast region of the U.S.

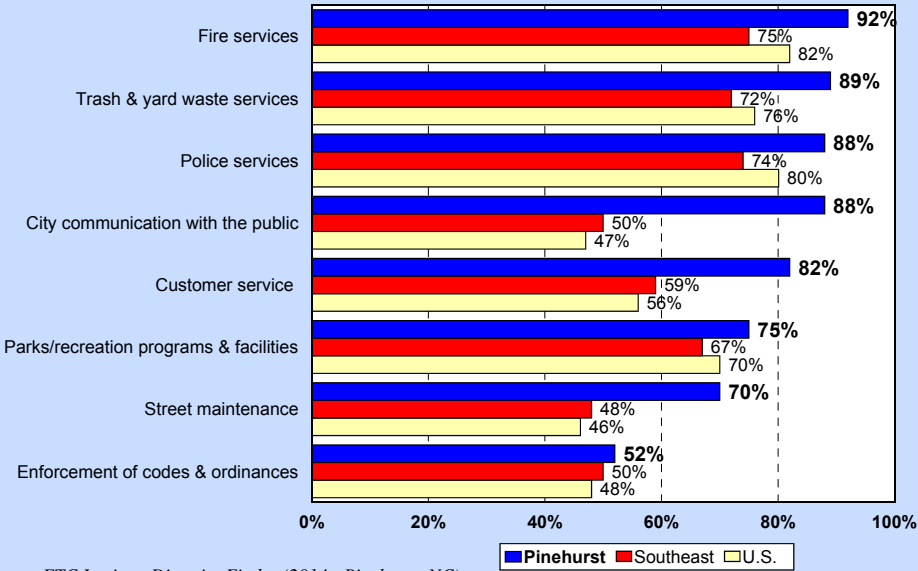
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 53 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 53 communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Pinehurst compare to the other communities with a population of less than 150,000 where the DirectionFinder® survey has been administered since 2010.

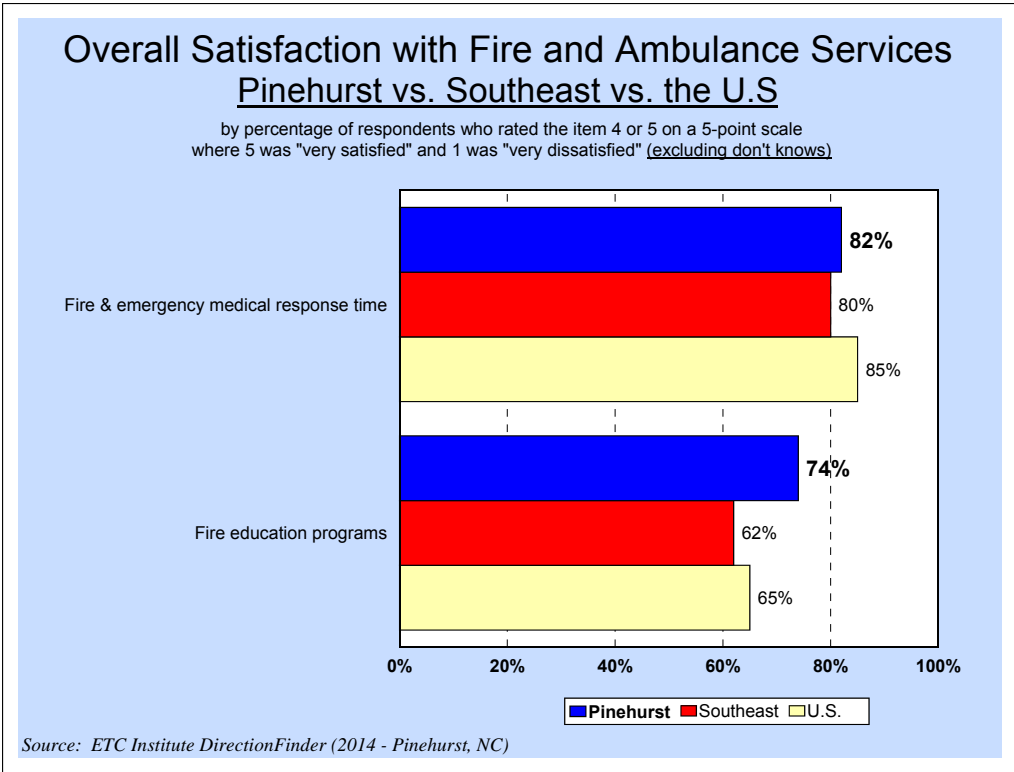
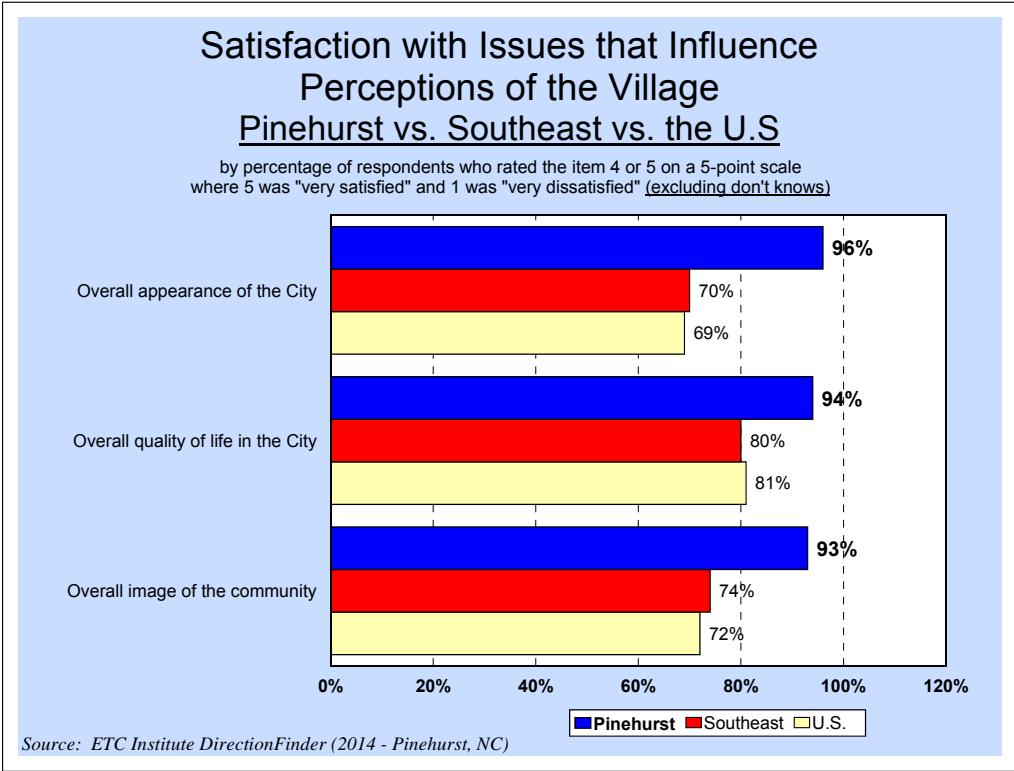
National Benchmarks

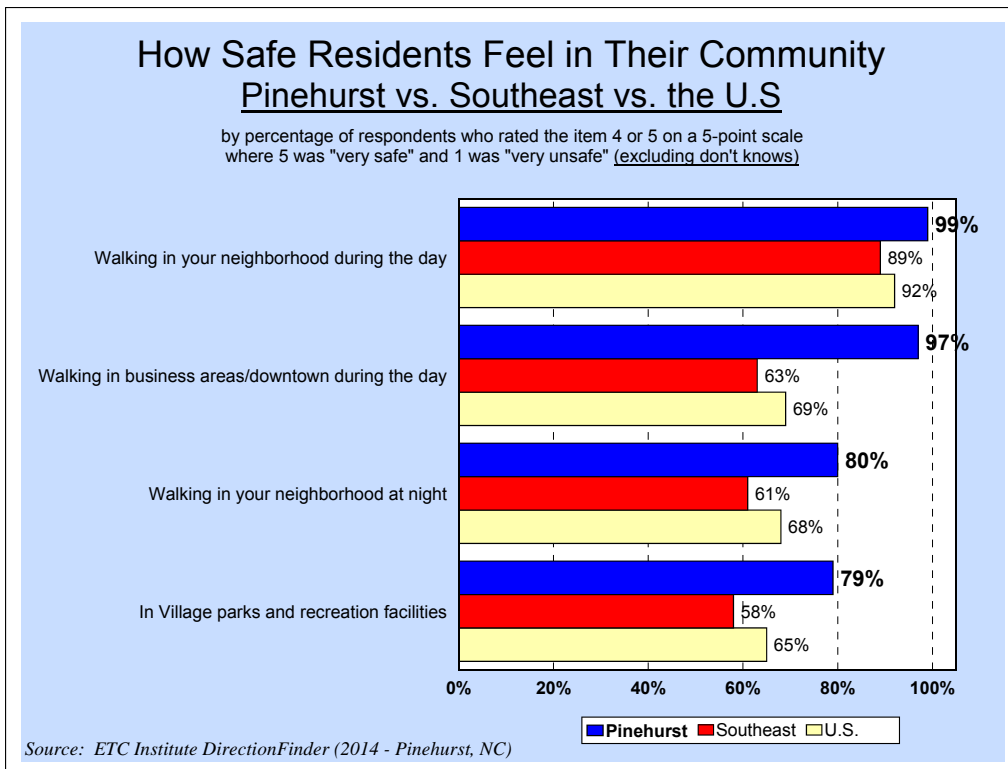
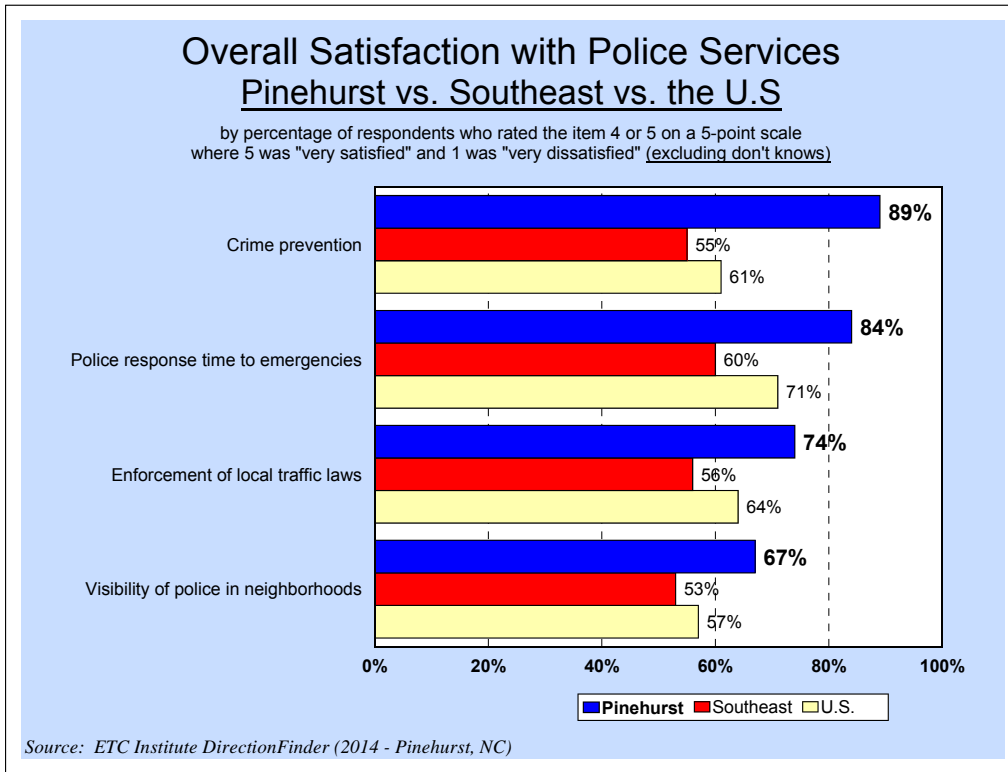
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Pinehurst is not authorized without written consent from ETC Institute.

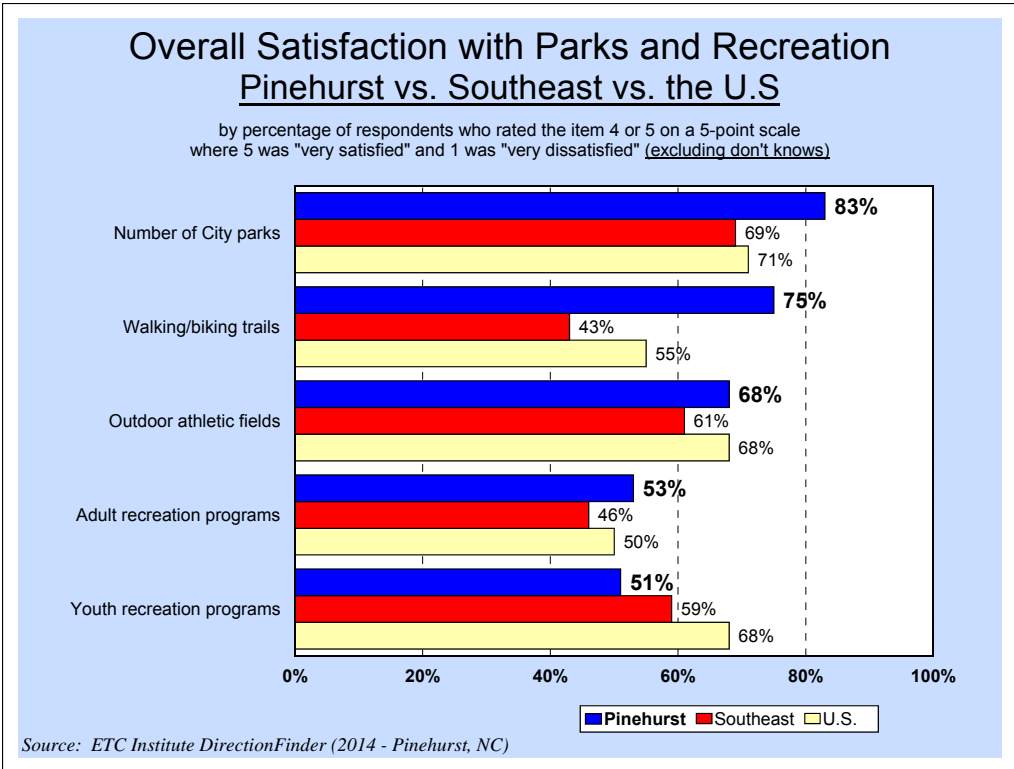
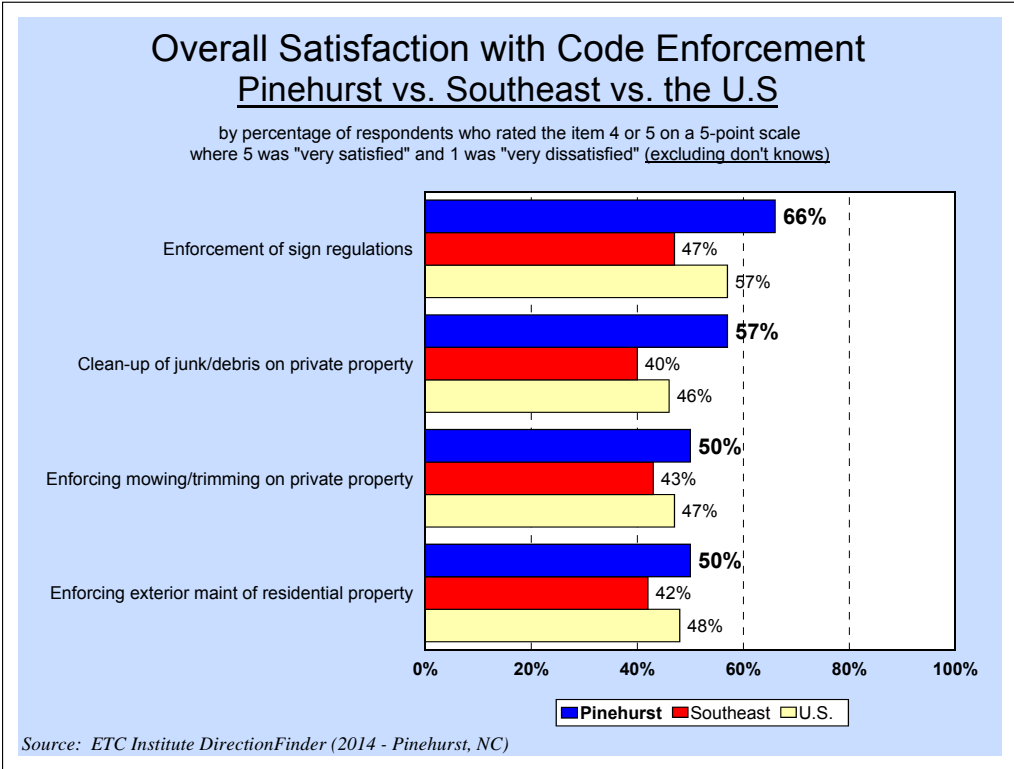
Overall Satisfaction with Various Community Services Pinehurst vs. Southeast vs. the U.S

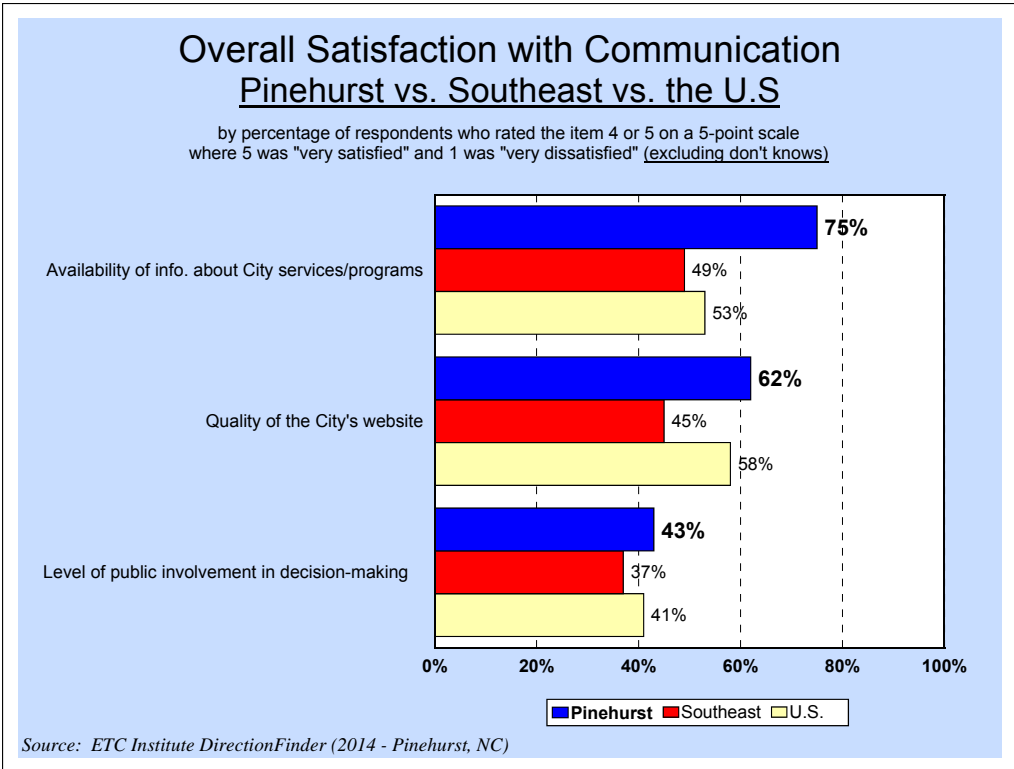
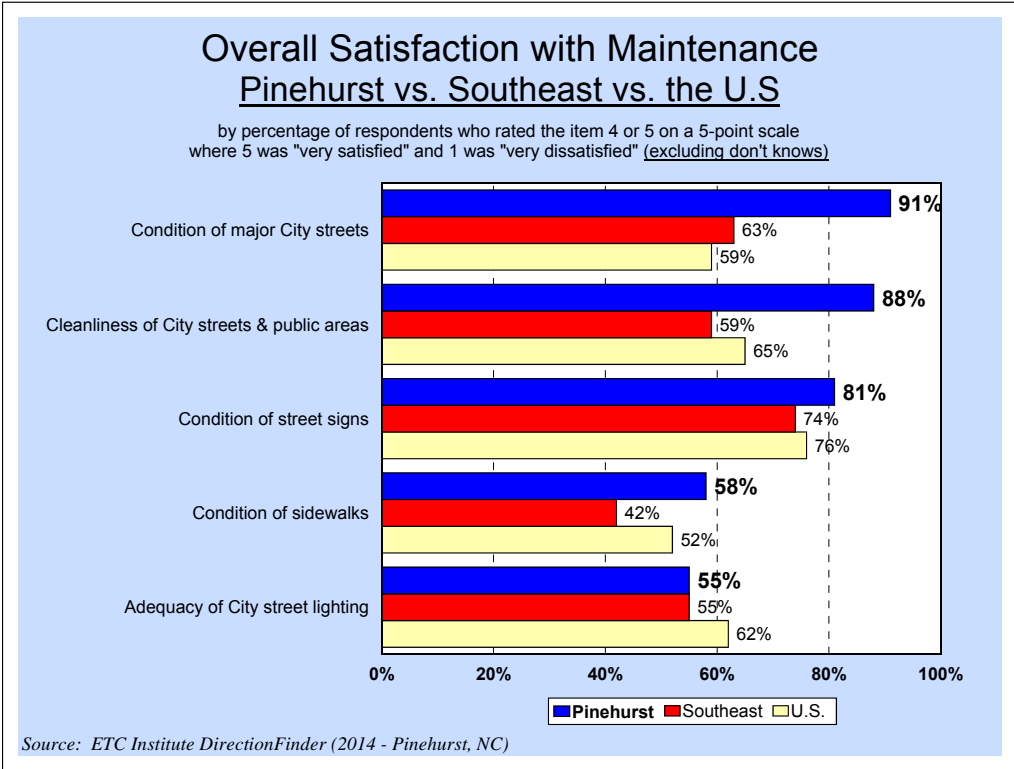
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

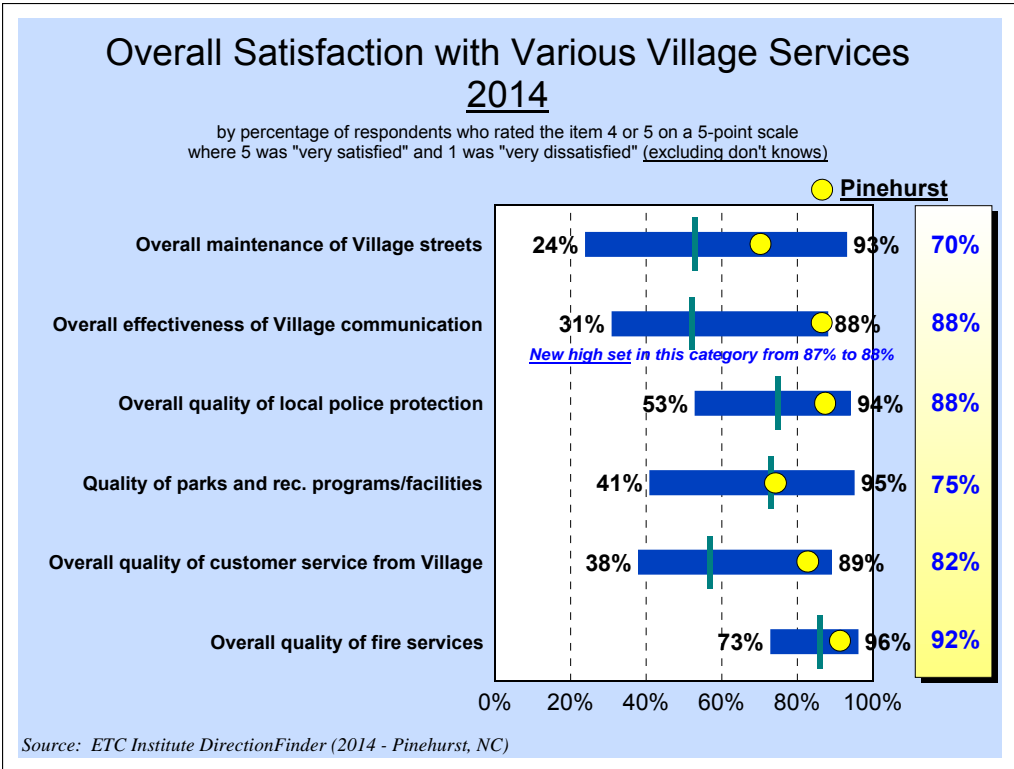
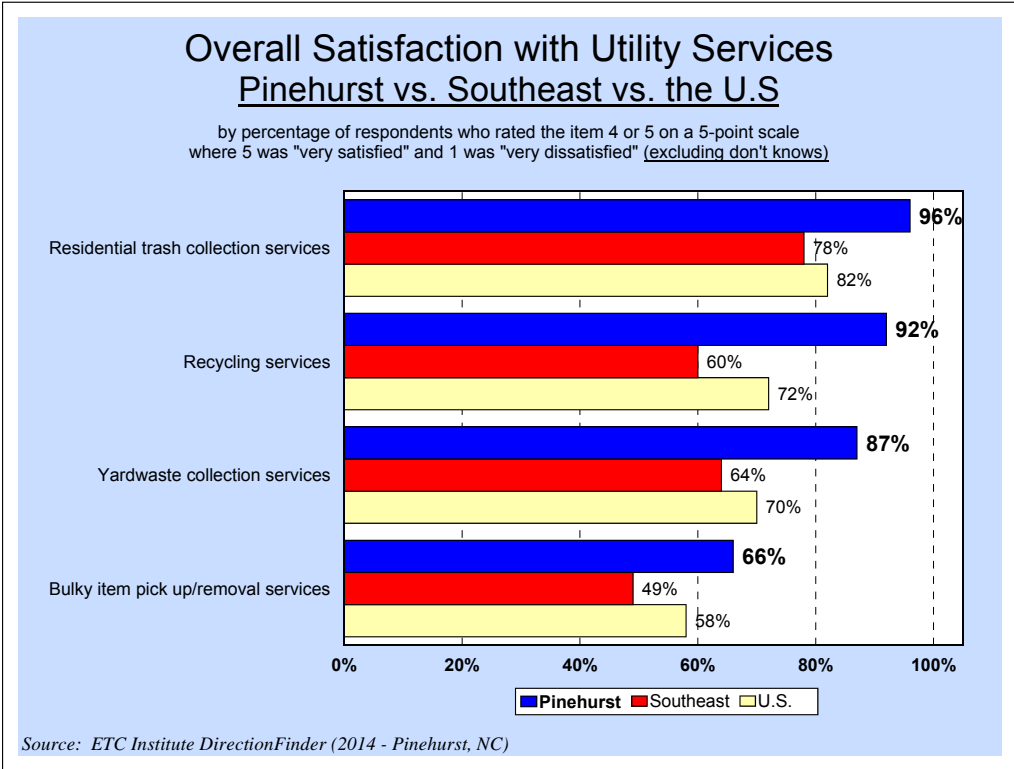


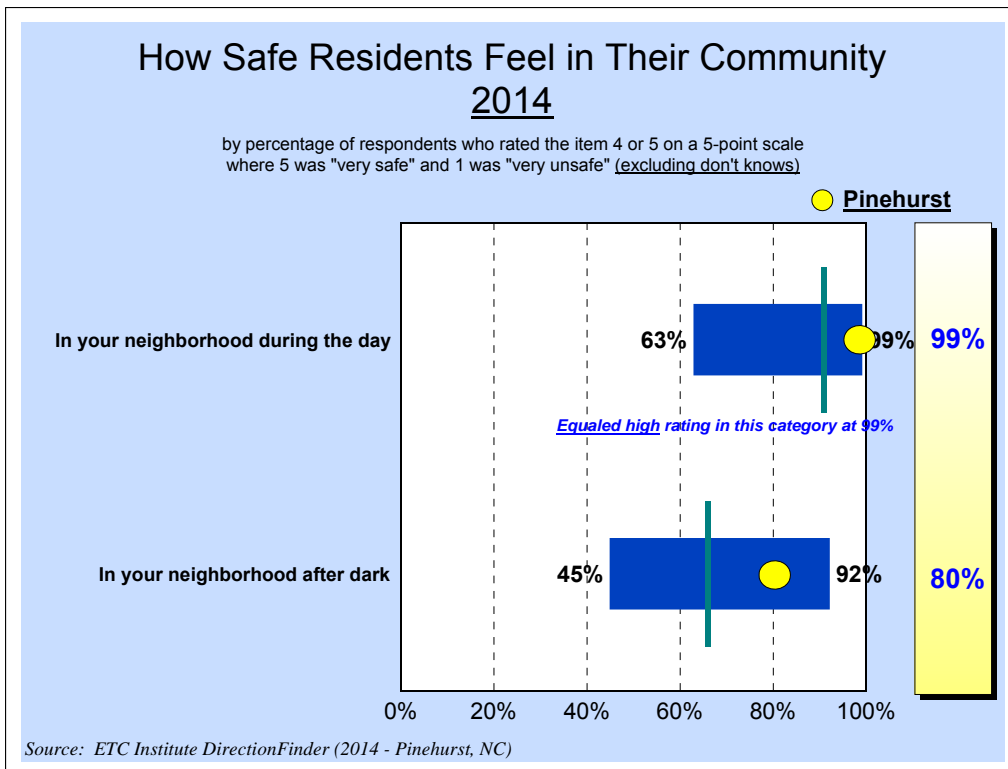
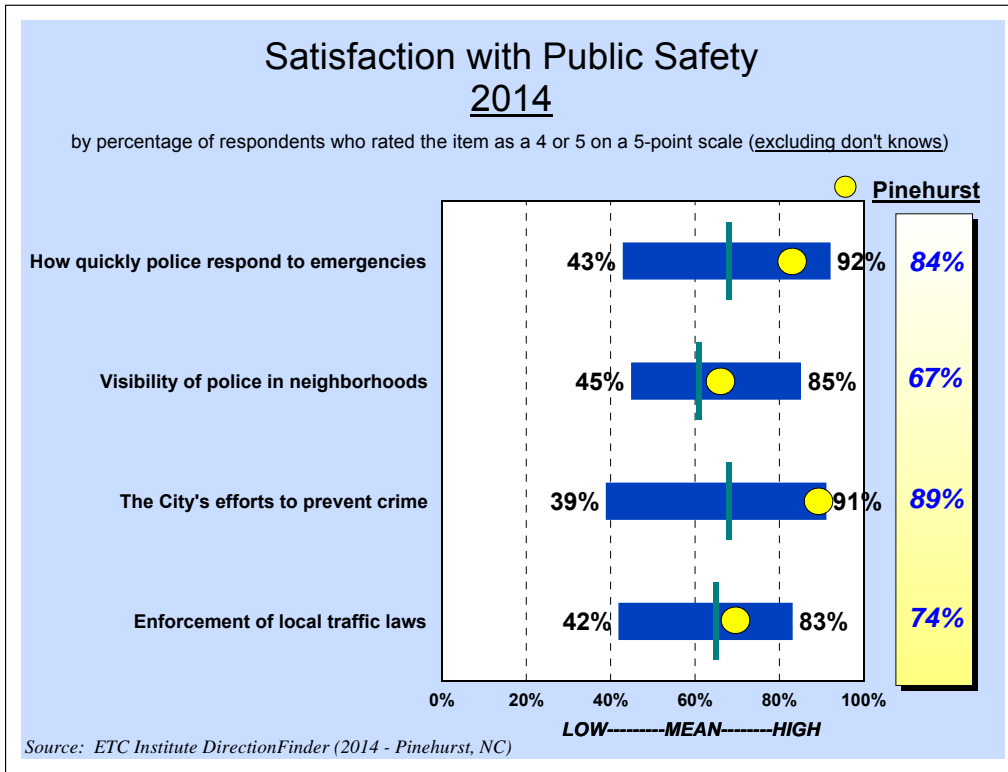


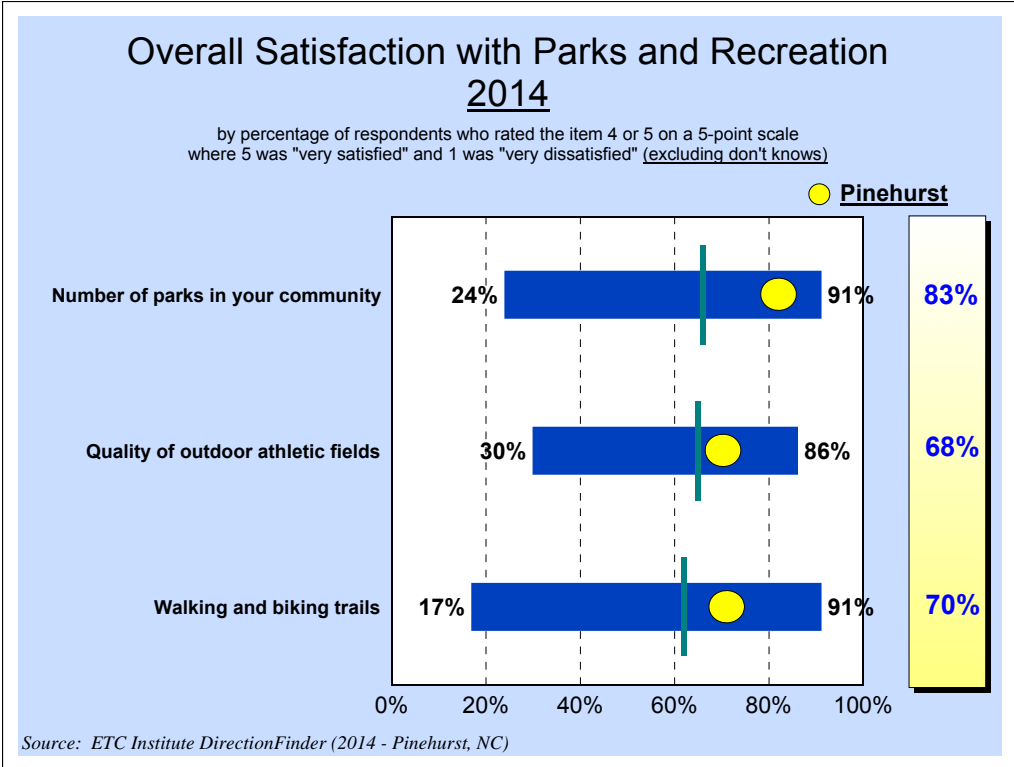
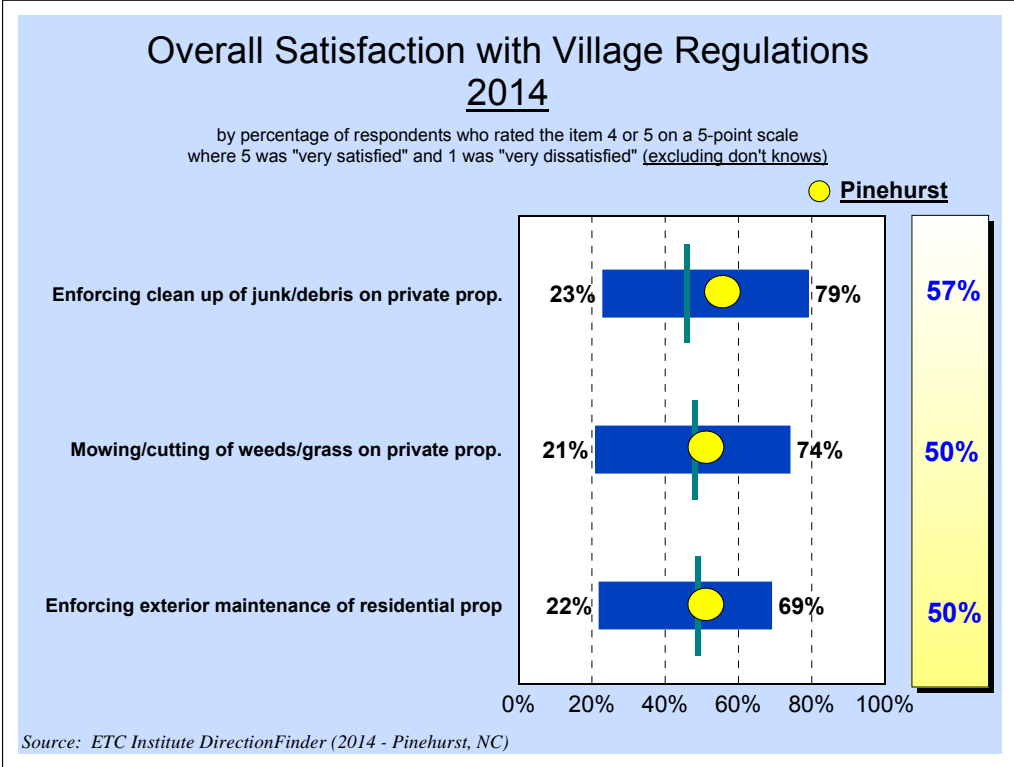






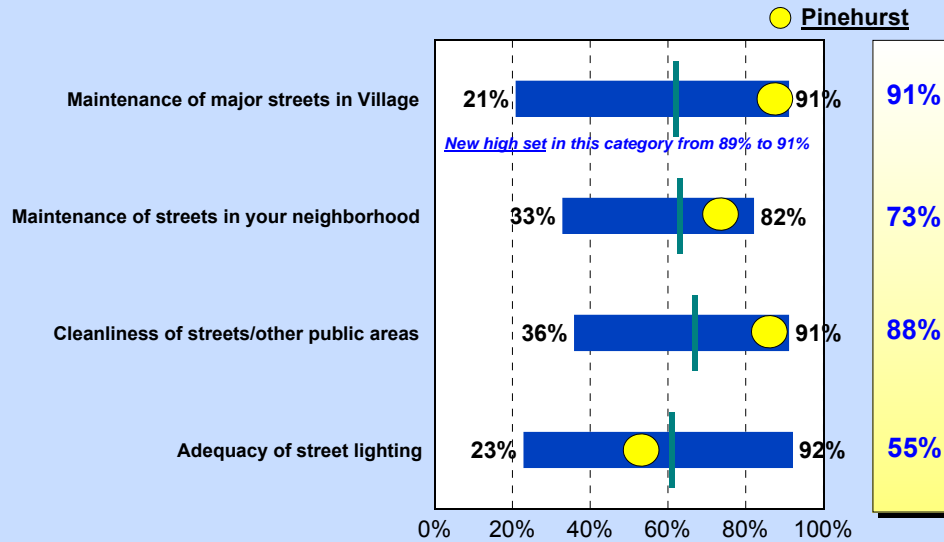






Overall Satisfaction with Street Maintenance Services 2014

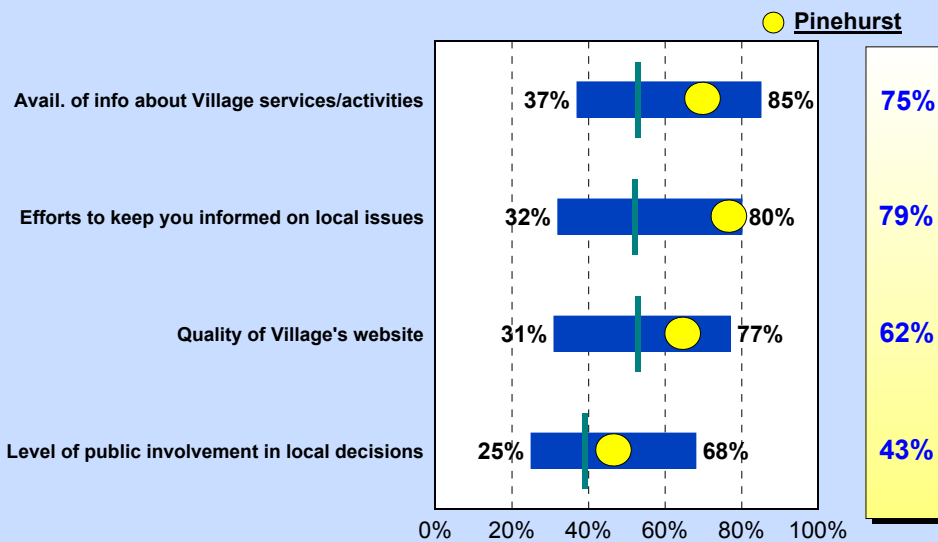
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



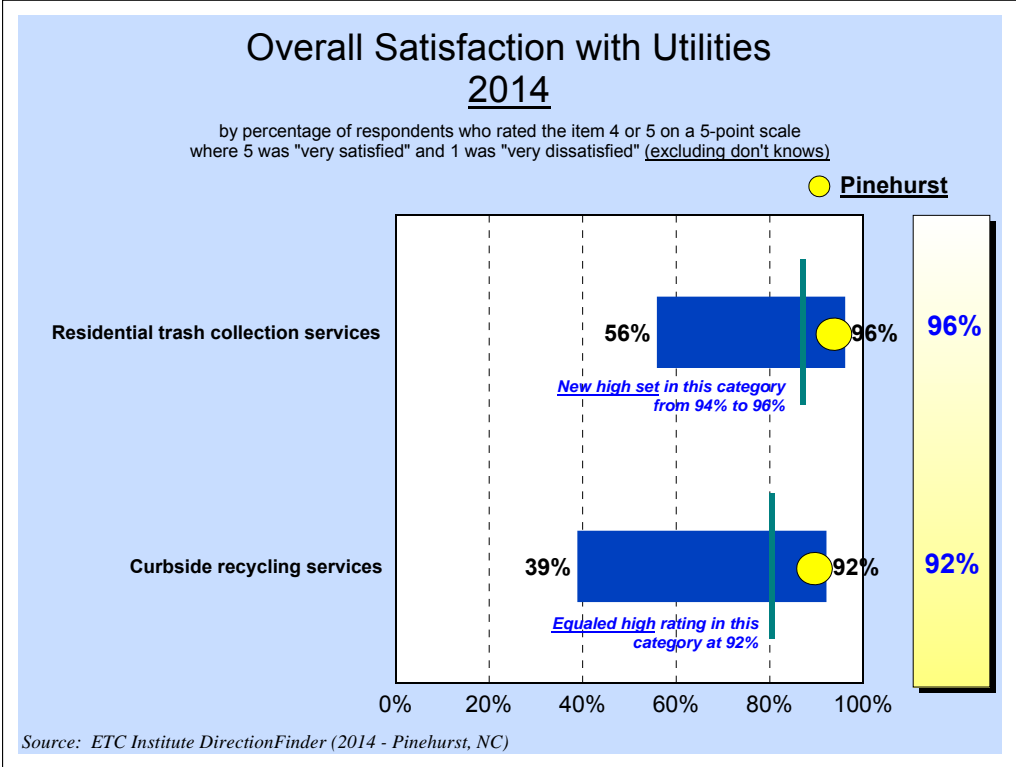
Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)

Overall Satisfaction with Public Information Services 2014

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



Source: ETC Institute DirectionFinder (2014 - Pinehurst, NC)



Section 4:
***Importance-Satisfaction
Analysis***



Importance-Satisfaction Analysis

The Village of Pinehurst, NC

Overview

Today, city 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 Village 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 Village'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=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the Village to provide. Forty-five percent (45%) of residents selected "Efforts at maintaining the quality of neighborhoods" as one of the most important major services to provide.

With regard to satisfaction, 69% of the residents surveyed rated their overall satisfaction with “Efforts at maintaining the quality of neighborhoods” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “Efforts at maintaining the quality of neighborhoods” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 45% was multiplied by 31% (1-0.69). This calculation yielded an I-S rating of 0.1395, which ranked second out of eleven major Village services.

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 Village 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 Pinehurst are provided on the following page.

Importance-Satisfaction Rating
Village of Pinehurst, NC
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Enforcement of Village codes & ordinances	33%	4	52%	11	0.1584	1
Efforts at maintaining quality of neighborhoods	45%	1	69%	9	0.1395	2
Street & right-of-way maintenance	35%	3	70%	8	0.1050	3
<u>Medium Priority (IS <.10)</u>						
Promotion of natural resource conservation	18%	7	68%	10	0.0576	4
Parks & recreation facilities	19%	6	77%	6	0.0437	5
Police services	36%	2	88%	4	0.0432	6
Parks & recreation programs	15%	8	72%	7	0.0420	7
Fire services	22%	5	92%	1	0.0176	8
Village communication with residents	14%	9	88%	3	0.0168	9
Customer service provided by Village employees	8%	11	82%	5	0.0144	10
Solid waste services	12%	10	89%	2	0.0132	11

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
Village of Pinehurst, NC
Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Frequency that police officers patrol your neighborhood	28%	2	67%	7	0.0924	1
Village efforts to prevent crimes	53%	1	89%	1	0.0583	2
Enforcement of local traffic laws	20%	5	74%	5	0.0520	3
How quickly police respond to emergencies	26%	3	84%	3	0.0416	4
How quickly fire personnel respond to emergencies	21%	4	82%	4	0.0378	5
Fire prevention & education programs	12%	6	74%	6	0.0312	6
Professionalism of Police officers	12%	7	85%	2	0.0180	7

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis 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
Village of Pinehurst, NC
Cultural 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)						
Availability of recreation indoor facilities	19%	6	42%	14	0.1102	1
Range of activities at parks & recreation	20%	5	48%	12	0.1040	2
Village sponsored cultural arts events	29%	1	65%	6	0.1015	3
Medium Priority (IS <.10)						
Quality of recreation programs for youth	17%	8	51%	11	0.0833	4
Quality of recreation programs for adults	16%	9	53%	10	0.0752	5
Quality of recreation indoor facilities	13%	10	45%	13	0.0715	6
Availability of information about recreation programs	17%	7	58%	9	0.0714	7
Condition of walking/greenway trails	22%	4	70%	4	0.0660	8
Availability of walking/greenway trails	22%	3	75%	3	0.0550	9
Quality of Village parks	22%	2	85%	1	0.0330	10
Customer service provided by parks & recreation staff	8%	11	60%	8	0.0320	11
Quality of outdoor athletic fields & facilities	7%	12	68%	5	0.0224	12
Availability of outdoor athletic fields & facilities	5%	14	62%	7	0.0190	13
Number of Village parks	6%	13	83%	2	0.0102	14

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis 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
Village of Pinehurst, NC
PUBLIC SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS.10 - .20)</u>						
Availability of sidewalks	33%	3	46%	10	0.1782	1
Adequacy of street lighting	39%	1	55%	9	0.1755	2
Maintenance of streets in your neighborhood	38%	2	73%	6	0.1026	3
Quality of stormwater runoff/management system	23%	5	56%	8	0.1012	4
<u>Medium Priority (IS < .10)</u>						
Condition of sidewalks	10%	10	58%	7	0.0420	5
Maintenance/preservation of Downtown	23%	6	88%	3	0.0276	6
Overall cleanliness of streets & other public areas	22%	7	88%	2	0.0264	7
Quality of landscaping in medians & other public areas	17%	8	85%	4	0.0255	8
Maintenance of street signs/pavement markings	13%	9	81%	5	0.0247	9
Maintenance of main Village street thoroughfares	23%	4	91%	1	0.0207	10

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis 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 5:
Tabular Data

Q1. Major categories of services provided by the Village of Pinehurst 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=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Police services	48.8%	34.8%	8.7%	2.0%	1.2%	4.5%
Q1b. Fire services	52.2%	29.6%	7.1%	0.2%	0.2%	10.7%
Q1c. Parks and recreation programs	25.7%	30.0%	19.2%	1.8%	0.6%	22.7%
Q1d. Parks and recreation facilities	30.4%	34.8%	15.8%	2.8%	1.2%	15.0%
Q1e. Solid waste services	46.6%	39.9%	6.5%	3.6%	0.8%	2.6%
Q1f. Street and right-of-way maintenance	25.9%	41.9%	18.0%	8.7%	1.8%	3.8%
Q1g. Enforcement of Village Codes and ordinances	18.4%	27.3%	28.3%	10.1%	4.0%	12.1%
Q1h. Customer service provided by Village employees	33.8%	39.7%	13.4%	1.8%	0.8%	10.5%
Q1i. Village communication with residents	42.3%	42.5%	8.9%	2.4%	0.6%	3.4%
Q1j. Village efforts at maintaining the quality of your neighborhoods	27.3%	37.7%	17.4%	8.7%	2.6%	6.3%
Q1k. Village promotion of natural resource conservation	21.5%	35.0%	21.9%	3.4%	1.0%	17.2%

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

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Police services	51.1%	36.4%	9.1%	2.1%	1.2%
Q1b. Fire services	58.4%	33.2%	8.0%	0.2%	0.2%
Q1c. Parks and recreation programs	33.2%	38.9%	24.8%	2.3%	0.8%
Q1d. Parks and recreation facilities	35.8%	40.9%	18.6%	3.3%	1.4%
Q1e. Solid waste services	47.9%	41.0%	6.7%	3.7%	0.8%
Q1f. Street and right-of-way maintenance	26.9%	43.5%	18.7%	9.0%	1.8%
Q1g. Enforcement of Village Codes and ordinances	20.9%	31.0%	32.1%	11.5%	4.5%
Q1h. Customer service provided by Village employees	37.7%	44.4%	15.0%	2.0%	0.9%
Q1i. Village communication with residents	43.8%	44.0%	9.2%	2.5%	0.6%
Q1j. Village efforts at maintaining the quality of your neighborhoods	29.1%	40.3%	18.6%	9.3%	2.7%
Q1k. Village promotion of natural resource conservation	26.0%	42.2%	26.5%	4.1%	1.2%

Q2. From the list of items in Question #1 which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?

<u>Q2. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Police service	130	25.7 %
Fire services	9	1.8 %
Parks and recreation programs	22	4.3 %
Parks and recreation facilities	31	6.1 %
Solid waste services	12	2.4 %
Street and right-of-way maintenance	61	12.1 %
Enforcement of Village Codes and ordinances	80	15.8 %
Customer service provided by Village employees	4	0.8 %
Village communication with residents	9	1.8 %
Village efforts at maintaining the quality of your neighborhoods	71	14.0 %
Village promotion of natural resource conservation	24	4.7 %
<u>None Chosen</u>	<u>53</u>	<u>10.5 %</u>
Total	506	100.0 %

Q2. From the list of items in Question #1 which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?

<u>Q2. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Police service	31	6.1 %
Fire services	88	17.4 %
Parks and recreation programs	30	5.9 %
Parks and recreation facilities	32	6.3 %
Solid waste services	16	3.2 %
Street and right-of-way maintenance	47	9.3 %
Enforcement of Village Codes and ordinances	51	10.1 %
Customer service provided by Village employees	19	3.8 %
Village communication with residents	31	6.1 %
Village efforts at maintaining the quality of your neighborhoods	75	14.8 %
Village promotion of natural resource conservation	20	4.0 %
<u>None Chosen</u>	<u>66</u>	<u>13.0 %</u>
Total	506	100.0 %

Q2. From the list of items in Question #1 which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years?

Q2. 3rd Emphasis	Number	Percent
Police service	21	4.2 %
Fire services	16	3.2 %
Parks and recreation programs	24	4.7 %
Parks and recreation facilities	32	6.3 %
Solid waste services	33	6.5 %
Street and right-of-way maintenance	71	14.0 %
Enforcement of Village Codes and ordinances	37	7.3 %
Customer service provided by Village employees	15	3.0 %
Village communication with residents	32	6.3 %
Village efforts at maintaining the quality of your neighborhoods	83	16.4 %
Village promotion of natural resource conservation	48	9.5 %
None Chosen	94	18.6 %
Total	506	100.0 %

Q2. From the list of items in Question #1 which THREE of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years? (Top Three)

Q2. Sum of Top 3 Choices	Number	Percent
Police service	182	36.0 %
Fire services	113	22.3 %
Parks and recreation programs	76	15.0 %
Parks and recreation facilities	95	18.8 %
Solid waste services	61	12.1 %
Street and right-of-way maintenance	179	35.4 %
Enforcement of Village Codes and ordinances	168	33.2 %
Customer service provided by Village employees	38	7.5 %
Village communication with residents	72	14.2 %
Village efforts at maintaining the quality of your neighborhoods	229	45.3 %
Village promotion of natural resource conservation	92	18.2 %
None Chosen	53	10.5 %
Total	1358	

Q3. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pinehurst.

(N=506)

	Very Important	Somewhat Important	Not Sure	Unimportant	Not provided
Q3a. Sense of community	54.3%	37.9%	3.6%	1.4%	2.8%
Q3b. Quality of public education	53.0%	19.0%	5.5%	19.0%	3.6%
Q3c. Employment opportunities	33.8%	26.3%	8.1%	28.3%	3.6%
Q3d. Types of housing	59.7%	33.0%	3.6%	2.2%	1.6%
Q3e. Quality of housing	77.3%	19.4%	1.0%	1.0%	1.4%
Q3f. Access to quality shopping	44.7%	43.5%	5.3%	4.2%	2.4%
Q3g. Availability of cultural and recreation opportunities	47.6%	40.1%	5.1%	4.0%	3.2%
Q3h. Proximity to family or friends	26.3%	39.5%	8.7%	22.7%	2.8%
Q3i. Proximity to work	26.5%	24.7%	5.1%	37.7%	5.9%
Q3j. Safety and security	87.0%	9.3%	0.4%	1.2%	2.2%
Q3k. A "resort" community	21.7%	35.4%	11.3%	28.1%	3.6%
Q3l. Quality health care	84.8%	10.9%	1.0%	1.6%	1.8%
Q3m. Opportunities and/or resources for senior citizens	47.8%	31.4%	6.3%	12.1%	2.4%

Q3. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pinehurst.

Excluding "Don't Know"

(N=506)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q3a. Sense of community	55.9%	39.0%	3.7%	1.4%
Q3b. Quality of public education	54.9%	19.7%	5.7%	19.7%
Q3c. Employment opportunities	35.0%	27.3%	8.4%	29.3%
Q3d. Types of housing	60.6%	33.5%	3.6%	2.2%
Q3e. Quality of housing	78.4%	19.6%	1.0%	1.0%
Q3f. Access to quality shopping	45.7%	44.5%	5.5%	4.3%
Q3g. Availability of cultural and recreation opportunities	49.2%	41.4%	5.3%	4.1%
Q3h. Proximity to family or friends	27.0%	40.7%	8.9%	23.4%
Q3i. Proximity to work	28.2%	26.3%	5.5%	40.1%
Q3j. Safety and security	88.9%	9.5%	0.4%	1.2%
Q3k. A "resort" community	22.5%	36.7%	11.7%	29.1%
Q3l. Quality health care	86.3%	11.1%	1.0%	1.6%
Q3m. Opportunities and/or resources for senior citizens	49.0%	32.2%	6.5%	12.3%

Q3. Please indicate if your needs are being met in Pinehurst.

(N=506)

	Yes	No	Not provided
Q3a. Sense of community	66.4%	5.1%	28.5%
Q3b. Quality of public education	49.4%	7.9%	42.7%
Q3c. Employment opportunities	40.7%	13.4%	45.8%
Q3d. Types of housing	65.0%	2.8%	32.2%
Q3e. Quality of housing	64.8%	3.0%	32.2%
Q3f. Access to quality shopping	44.5%	24.3%	31.2%
Q3g. Availability of cultural and recreation opportunities	54.3%	13.0%	32.6%
Q3h. Proximity to family or friends	51.6%	7.3%	41.1%
Q3i. Proximity to work	48.2%	6.1%	45.7%
Q3j. Safety and security	67.2%	1.6%	31.2%
Q3k. A “resort” community	59.3%	2.2%	38.5%
Q3l. Quality health care	66.8%	3.0%	30.2%
Q3m. Opportunities and/or resources for senior citizens	59.7%	4.7%	35.6%

Q3. Please indicate if your needs are being met in Pinehurst.

Excluding “not provided”

(N=506)

	Yes	No
Q3a. Sense of community	92.8%	7.2%
Q3b. Quality of public education	86.2%	13.8%
Q3c. Employment opportunities	75.2%	24.8%
Q3d. Types of housing	95.9%	4.1%
Q3e. Quality of housing	95.6%	4.4%
Q3f. Access to quality shopping	64.7%	35.3%
Q3g. Availability of cultural and recreation opportunities	80.6%	19.4%
Q3h. Proximity to family or friends	87.6%	12.4%
Q3i. Proximity to work	88.7%	11.3%
Q3j. Safety and security	97.7%	2.3%
Q3k. A “resort” community	96.5%	3.5%
Q3l. Quality health care	95.8%	4.2%
Q3m. Opportunities and/or resources for senior citizens	92.6%	7.4%

Q4. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(N=506)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q4a. Overall image of the Village	53.2%	38.7%	4.9%	1.6%	0.0%	1.6%
Q4b. Overall quality of life in the Village	48.2%	43.1%	5.3%	0.2%	0.2%	3.0%
Q4c. Overall feeling of safety in the Village	63.8%	30.8%	3.2%	0.8%	0.0%	1.4%
Q4d. Quality of new development in the Village	16.0%	35.6%	29.4%	6.9%	3.0%	9.1%
Q4e. As a place to live	61.7%	29.8%	4.9%	0.8%	0.2%	2.6%
Q4f. As a place to raise children	30.6%	22.5%	20.9%	3.4%	0.4%	22.1%
Q4g. As a place to retire	63.8%	25.9%	5.5%	0.8%	0.2%	3.8%
Q4h. Overall appearance of the Village	57.3%	37.0%	3.2%	1.0%	0.2%	1.4%
Q4i. Availability of affordable housing	26.7%	37.9%	19.0%	5.5%	1.0%	9.9%

Q4. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

Excluding "Don't Know"

(N=506)

	Excellent	Good	Neutral	Below Average	Poor
Q4a. Overall image of the Village	54.0%	39.4%	5.0%	1.6%	0.0%
Q4b. Overall quality of life in the Village	49.7%	44.4%	5.5%	0.2%	0.2%
Q4c. Overall feeling of safety in the Village	64.7%	31.3%	3.2%	0.8%	0.0%
Q4d. Quality of new development in the Village	17.6%	39.1%	32.4%	7.6%	3.3%
Q4e. As a place to live	63.3%	30.6%	5.1%	0.8%	0.2%
Q4f. As a place to raise children	39.3%	28.9%	26.9%	4.3%	0.5%
Q4g. As a place to retire	66.3%	26.9%	5.7%	0.8%	0.2%
Q4h. Overall appearance of the Village	58.1%	37.5%	3.2%	1.0%	0.2%
Q4i. Availability of affordable housing	29.6%	42.1%	21.1%	6.1%	1.1%

Q5. Perceptions of Safety and Security. 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=506)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q5a. Walking alone in your neighborhood during the day	82.6%	14.6%	1.0%	0.2%	0.2%	1.4%
Q5b. Walking alone in your neighborhood after dark	37.9%	37.0%	12.8%	4.9%	0.8%	6.5%
Q5c. In Village parks and recreation facilities	30.6%	37.4%	15.4%	1.6%	0.6%	14.4%
Q5d. In business areas of the Village during the day	73.1%	20.9%	3.0%	0.2%	0.0%	2.8%
Q5e. In business areas of the Village after dark	32.6%	37.5%	14.6%	3.4%	0.2%	11.7%

Q5. Perceptions of Safety and Security. 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:

Excluding "Don't Know"

(N=506)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5a. Walking alone in your neighborhood during the day	83.8%	14.8%	1.0%	0.2%	0.2%
Q5b. Walking alone in your neighborhood after dark	40.6%	39.5%	13.7%	5.3%	0.8%
Q5c. In Village parks and recreation facilities	35.8%	43.6%	18.0%	1.8%	0.7%
Q5d. In business areas of the Village during the day	75.2%	21.5%	3.0%	0.2%	0.0%
Q5e. In business areas of the Village after dark	36.9%	42.5%	16.6%	3.8%	0.2%

Q6. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Village efforts to prevent crimes	40.7%	40.7%	8.1%	1.2%	0.4%	8.9%
Q6b. Enforcement of local traffic laws	28.3%	42.1%	12.5%	8.1%	3.8%	5.3%
Q6c. How quickly police respond to emergencies	34.2%	26.7%	10.9%	0.8%	0.0%	27.5%
Q6d. Frequency that police officers patrol your neighborhood	23.7%	33.0%	20.8%	6.5%	1.0%	15.0%
Q6e. Professionalism of Police Officers	41.5%	31.2%	11.1%	1.8%	0.4%	14.0%
Q6f. Fire prevention and education programs provided by the Village	21.1%	26.5%	15.0%	0.8%	0.6%	36.0%
Q6g. How quickly fire personnel respond to emergencies	27.3%	19.2%	10.1%	0.2%	0.0%	43.3%

Q6. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following Q4h Appearance of the Village items:

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Village efforts to prevent crimes	44.7%	44.7%	8.9%	1.3%	0.4%
Q6b. Enforcement of local traffic laws	29.9%	44.5%	13.2%	8.6%	4.0%
Q6c. How quickly police respond to emergencies	47.1%	36.8%	15.0%	1.1%	0.0%
Q6d. Frequency that police officers patrol your neighborhood	27.9%	38.8%	24.4%	7.7%	1.2%
Q6e. Professionalism of Police Officers	48.3%	36.3%	12.9%	2.1%	0.5%
Q6f. Fire prevention and education programs provided by the Village	33.0%	41.4%	23.5%	1.2%	0.9%
Q6g. How quickly fire personnel respond to emergencies	48.1%	33.8%	17.8%	0.3%	0.0%

Q7. Which TWO of the public safety services listed above do you think should receive the most emphasis from Village leaders over the next two years?

<u>Q7. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	219	43.3 %
Enforcement of local traffic laws	51	10.1 %
How quickly police respond to emergencies	50	9.9 %
Frequency that police officers patrol your neighborhood	65	12.8 %
Professionalism of Police Officers	17	3.4 %
Fire prevention and education programs provided by the Village	17	3.4 %
How quickly fire personnel respond to emergencies	27	5.3 %
<u>None Chosen</u>	<u>60</u>	<u>11.9 %</u>
Total	506	100.0 %

Q7. Which TWO of the public safety services listed above do you think should receive the most emphasis from Village leaders over the next two years?

<u>Q7. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	49	9.7 %
Enforcement of local traffic laws	48	9.5 %
How quickly police respond to emergencies	80	15.8 %
Frequency that police officers patrol your neighborhood	77	15.2 %
Professionalism of Police Officers	42	8.3 %
Fire prevention and education programs provided by the Village	41	8.1 %
How quickly fire personnel respond to emergencies	78	15.4 %
<u>None Chosen</u>	<u>91</u>	<u>18.0 %</u>
Total	506	100.0 %

Q7. Which TWO of the public safety services listed above do you think should receive the most emphasis from Village leaders over the next two years?(Top Two)

<u>Q7. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	268	53.0 %
Enforcement of local traffic laws	99	19.6 %
How quickly police respond to emergencies	130	25.7 %
Frequency that police officers patrol your neighborhood	142	28.1 %
Professionalism of Police Officers	59	11.7 %
Fire prevention and education programs provided by the Village	58	11.5 %
How quickly fire personnel respond to emergencies	105	20.8 %
None Chosen	60	11.9 %
Total	921	

Q8. Cultural and Recreation Services. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q8a. Number of Village parks	30.1%	44.4%	13.1%	2.2%	0.4%	9.9%
Q8b. Quality of Village parks	30.2%	45.8%	12.6%	1.0%	0.2%	10.1%
Q8c. Quality of recreation indoor facilities	10.5%	17.4%	22.3%	8.9%	3.2%	37.7%
Q8d. Availability of recreation indoor facilities	10.7%	16.4%	23.1%	10.7%	3.8%	35.4%
Q8e. Availability of Walking/Greenway trails	29.2%	36.2%	16.6%	5.3%	0.4%	12.3%
Q8f. Condition of Walking/Greenway trails	24.5%	33.6%	20.0%	4.3%	0.6%	17.0%
Q8g. Quality of outdoor athletic fields and facilities	15.6%	30.4%	20.8%	1.2%	0.2%	31.8%
Q8h. Availability of outdoor athletic fields and facilities	13.4%	27.3%	23.5%	1.8%	0.2%	33.8%
Q8i. Availability of information about recreation Programs	13.8%	32.6%	25.1%	7.1%	1.0%	20.4%
Q8j. Quality of recreation programs for youth	10.1%	16.6%	21.5%	3.4%	0.6%	47.8%
Q8k. Quality of recreation programs for adults	11.9%	22.1%	25.9%	4.3%	0.2%	35.6%
Q8l. Village sponsored cultural arts events	17.6%	36.0%	24.7%	3.8%	0.8%	17.2%
Q8m. Range of activities at parks and recreation Facilities	11.3%	21.3%	29.4%	4.5%	0.8%	32.6%
Q8n. Customer service provided by parks and recreation staff	14.8%	21.7%	22.7%	1.0%	0.2%	39.5%

Q8. Cultural and Recreation Services. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a. Number of Village parks	33.4%	49.2%	14.5%	2.4%	0.4%
Q8b. Quality of Village parks	33.6%	51.0%	14.1%	1.1%	0.2%
Q8c. Quality of recreation indoor facilities	16.8%	27.9%	35.9%	14.3%	5.1%
Q8d. Availability of recreation indoor facilities	16.5%	25.4%	35.8%	16.5%	5.8%
Q8e. Availability of Walking/Greenway trails	33.3%	41.2%	18.9%	6.1%	0.5%
Q8f. Condition of Walking/Greenway trails	29.5%	40.5%	24.0%	5.2%	0.7%
Q8g. Quality of outdoor athletic fields and facilities	22.9%	44.6%	30.4%	1.7%	0.3%
Q8h. Availability of outdoor athletic fields and facilities	20.3%	41.2%	35.5%	2.7%	0.3%
Q8i. Availability of information about recreation Programs	17.4%	40.9%	31.5%	8.9%	1.2%
Q8j. Quality of recreation programs for youth	19.3%	31.8%	41.3%	6.4%	1.1%
Q8k. Quality of recreation programs for adults	18.4%	34.4%	40.2%	6.7%	0.3%
Q8l. Village sponsored cultural arts events	21.2%	43.4%	29.8%	4.5%	1.0%
Q8m. Range of activities at parks and recreation Facilities	16.7%	31.7%	43.7%	6.7%	1.2%
Q8n. Customer service provided by parks and recreation staff	24.5%	35.9%	37.6%	1.6%	0.3%

Q9. Which THREE of the Cultural and Recreation Services items listed above do you think should receive the most emphasis from Village leaders over the next two years?

Q9. Most Emphasis	Number	Percent
Number of Village parks	17	3.4 %
Quality of Village parks	56	11.1 %
Quality of recreation indoor facilities	31	6.1 %
Availability of recreation indoor facilities	41	8.1 %
Availability of Walking/Greenway trails	65	12.8 %
Condition of Walking/Greenway trails	25	4.9 %
Quality of outdoor athletic fields and facilities	10	2.0 %
Availability of outdoor athletic fields and facilities	2	0.4 %
Availability of information about recreation Programs	27	5.3 %
Quality of recreation programs for youth	30	5.9 %
Quality of recreation programs for adults	18	3.6 %
Village sponsored cultural arts events	48	9.5 %
Range of activities at parks and recreation Facilities	19	3.8 %
Customer service provided by parks and recreation staff	8	1.6 %
<u>None Chosen</u>	<u>109</u>	<u>21.5 %</u>
Total	506	100.0 %

Q9. Which THREE of the Cultural and Recreation Services items listed above do you think should receive the most emphasis from Village leaders over the next two years?

Q9. 2nd Emphasis	Number	Percent
Number of Village parks	4	0.8 %
Quality of Village parks	32	6.3 %
Quality of recreation indoor facilities	21	4.2 %
Availability of recreation indoor facilities	38	7.5 %
Availability of Walking/Greenway trails	35	6.9 %
Condition of Walking/Greenway trails	52	10.3 %
Quality of outdoor athletic fields and facilities	15	3.0 %
Availability of outdoor athletic fields and facilities	9	1.8 %
Availability of information about recreation Programs	22	4.3 %
Quality of recreation programs for youth	29	5.7 %
Quality of recreation programs for adults	27	5.3 %
Village sponsored cultural arts events	45	8.9 %
Range of activities at parks and recreation Facilities	37	7.3 %
Customer service provided by parks and recreation staff	5	1.0 %
<u>None Chosen</u>	<u>135</u>	<u>26.7 %</u>
Total	506	100.0 %

Q9. Which THREE of the Cultural and Recreation Services items listed above do you think should receive the most emphasis from Village leaders over the next two years?

Q9. 3rd Emphasis	Number	Percent
Number of Village parks	9	1.8 %
Quality of Village parks	23	4.5 %
Quality of recreation indoor facilities	11	2.2 %
Availability of recreation indoor facilities	15	3.0 %
Availability of Walking/Greenway trails	10	2.0 %
Condition of Walking/Greenway trails	33	6.5 %
Quality of outdoor athletic fields and facilities	9	1.8 %
Availability of outdoor athletic fields and facilities	15	3.0 %
Availability of information about recreation Programs	36	7.1 %
Quality of recreation programs for youth	26	5.1 %
Quality of recreation programs for adults	34	6.7 %
Village sponsored cultural arts events	52	10.3 %
Range of activities at parks and recreation Facilities	46	9.1 %
Customer service provided by parks and recreation staff	25	4.9 %
None Chosen	162	32.0 %
Total	506	100.0 %

Q9. Which THREE of the Cultural and Recreation Services items listed above do you think should receive the most emphasis from Village leaders over the next two years? (Top Three)

Q9. Sum of Top 3 Choices	Number	Percent
Number of Village parks	30	5.9 %
Quality of Village parks	111	21.9 %
Quality of recreation indoor facilities	63	12.5 %
Availability of recreation indoor facilities	94	18.6 %
Availability of Walking/Greenway trails	110	21.7 %
Condition of Walking/Greenway trails	110	21.7 %
Quality of outdoor athletic fields and facilities	34	6.7 %
Availability of outdoor athletic fields and facilities	26	5.1 %
Availability of information about recreation Programs	85	16.8 %
Quality of recreation programs for youth	85	16.8 %
Quality of recreation programs for adults	79	15.6 %
Village sponsored cultural arts events	145	28.7 %
Range of activities at parks and recreation Facilities	102	20.2 %
Customer service provided by parks and recreation staff	38	7.5 %
None Chosen	109	21.5 %
Total	1221	

Q10. How important do you feel it is for the Village to construct a Community Center to provide indoor recreation space for youth and adults?

<u>Q10. How important do you feel?</u>	<u>Number</u>	<u>Percent</u>
Very important	130	25.7 %
Somewhat important	134	26.5 %
Not Sure	94	18.6 %
Not important	88	17.4 %
Not at all	48	9.5 %
Not provided	12	2.4 %
Total	506	100.0 %

Q10. How important do you feel it is for the Village to construct a Community Center to provide indoor recreation space for youth and adults?

Excluding "Not Provided"

<u>Q10. How important do you feel?</u>	<u>Number</u>	<u>Percent</u>
Very important	130	26.3 %
Somewhat important	134	27.1 %
Not Sure	94	19.0 %
Not important	88	17.8 %
Not at all	48	9.7 %
Total	494	100.0 %

Q11. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year? (Check ALL that apply)

Q11. Parks and recreation programs and facilities have you used?	Number	Percent
Greenway trails	277	54.7 %
Village sponsored cultural/arts events	279	55.1 %
Cannon Park	196	38.7 %
Village summer day camp program	21	4.2 %
Rassie Wicker Park	236	46.6 %
Camelot playground	142	28.1 %
None	87	17.2 %
Total	1238	

Q12. COMMUNITY DEVELOPMENT For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q12a. Enforcing the clean up of litter and debris on private property	15.0%	35.4%	19.6%	13.2%	4.9%	11.9%
Q12b. Enforcing mowing/cutting of weeds/grass on private property	13.0%	30.6%	20.6%	17.2%	5.5%	13.0%
Q12c. Enforcing the maintenance of residential property (exterior of homes)	13.0%	30.2%	24.9%	14.0%	4.3%	13.4%
Q12d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	14.2%	31.6%	21.9%	12.6%	3.8%	15.8%
Q12e. Enforcing sign regulations	14.0%	41.9%	22.7%	4.3%	2.6%	14.4%
Q12f. Quality of Single-family residential development	18.8%	44.9%	21.1%	3.8%	1.8%	9.7%
Q12g. Quality of Retail development	10.9%	39.3%	25.9%	14.0%	3.0%	6.9%
Q12h. The variety businesses in the Village Center	8.9%	29.1%	27.9%	20.9%	8.5%	4.7%

Q12. COMMUNITY DEVELOPMENT For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a. Enforcing the clean up of litter and debris on private property	17.0%	40.1%	22.2%	15.0%	5.6%
Q12b. Enforcing mowing/cutting of weeds/grass on private property	15.0%	35.2%	23.6%	19.8%	6.4%
Q12c. Enforcing the maintenance of residential property (exterior of homes)	15.1%	34.9%	28.8%	16.2%	5.0%
Q12d. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	16.9%	37.6%	26.1%	15.0%	4.5%
Q12e. Enforcing sign regulations	16.4%	49.0%	26.6%	5.1%	3.0%
Q12f. Quality of Single-family residential development	20.8%	49.7%	23.4%	4.2%	2.0%
Q12g. Quality of Retail development	11.7%	42.3%	27.8%	15.1%	3.2%
Q12h. The variety businesses in the Village Center	9.3%	30.5%	29.3%	22.0%	8.9%

Q13. Solid Waste Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q13a. Residential trash collection services	64.4%	28.1%	1.4%	2.0%	0.8%	3.4%
Q13b. Curbside recycling services	61.9%	25.5%	4.0%	2.8%	1.2%	4.7%
Q13c. Yard waste collection services	52.4%	27.3%	5.5%	4.3%	1.8%	8.7%
Q13d. Bulky items/white goods pick up	22.9%	17.6%	15.2%	4.0%	2.0%	38.3%
Q13e. Recycle Yard on McCaskill Rd.	23.9%	23.7%	10.3%	1.6%	0.4%	40.1%

Q13. Solid Waste Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."(Without "Don't Know")

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a. Residential trash collection services	66.7%	29.0%	1.4%	2.0%	0.8%
Q13b. Curbside recycling services	64.9%	26.8%	4.1%	2.9%	1.2%
Q13c. Yard waste collection services	57.4%	29.9%	6.1%	4.8%	1.9%
Q13d. Bulky items/white goods pick up	37.2%	28.5%	24.7%	6.4%	3.2%
Q13e. Recycle Yard on McCaskill Rd.	39.9%	39.6%	17.2%	2.6%	0.7%

Q14. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q14a. Maintenance of main Village street thoroughfares	38.9%	48.6%	6.7%	2.0%	0.2%	3.6%
Q14b. Maintenance of streets in your neighborhood	25.5%	43.3%	12.5%	10.1%	2.8%	5.9%
Q14c. Maintenance of street signs/pavement markings	28.3%	49.2%	13.4%	5.1%	0.0%	4.0%
Q14d. Maintenance/preservation of downtown	40.1%	44.1%	10.7%	0.8%	0.2%	4.2%
Q14e. Quality of landscaping in medians and other public areas	42.7%	39.7%	10.1%	4.2%	0.6%	2.8%
Q14f. Overall cleanliness of streets and other public areas	40.9%	44.9%	7.7%	2.6%	1.0%	3.0%
Q14g. Adequacy of street lighting	18.2%	33.8%	15.0%	18.4%	8.9%	5.7%
Q14h. Availability of sidewalks	15.2%	28.5%	21.5%	18.6%	10.9%	5.3%
Q14i. Condition of sidewalks	16.4%	34.0%	26.1%	6.5%	4.5%	12.5%
Q14j. Quality of the stormwater runoff/mgmt system	13.6%	31.2%	21.5%	9.3%	4.9%	19.4%

Q14. PUBLIC SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't know")

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14a. Maintenance of main Village street thoroughfares	40.4%	50.4%	7.0%	2.0%	0.2%
Q14b. Maintenance of streets in your neighborhood	27.1%	46.0%	13.2%	10.7%	2.9%
Q14c. Maintenance of street signs/pavement markings	29.4%	51.2%	14.0%	5.3%	0.0%
Q14d. Maintenance/preservation of downtown	41.9%	46.0%	11.1%	0.8%	0.2%
Q14e. Quality of landscaping in medians and other public areas	43.9%	40.9%	10.4%	4.3%	0.6%
Q14f. Overall cleanliness of streets and other public areas	42.2%	46.2%	7.9%	2.6%	1.0%
Q14g. Adequacy of street lighting	19.3%	35.8%	15.9%	19.5%	9.4%
Q14h. Availability of sidewalks	16.1%	30.1%	22.8%	19.6%	11.5%
Q14i. Condition of sidewalks	18.7%	38.8%	29.8%	7.4%	5.2%
Q14j. Quality of the stormwater runoff/mgmt. system	16.9%	38.7%	26.7%	11.5%	6.1%

Q15. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years?

Q15. Most Emphasis	Number	Percent
Maintenance of main Village street thoroughfares	65	12.8 %
Maintenance of streets in your neighborhood	74	14.6 %
Maintenance of street signs/pavement markings	12	2.4 %
Maintenance/preservation of downtown	31	6.1 %
Quality of landscaping in medians and other public areas	20	4.0 %
Overall cleanliness of streets and other public areas	20	4.0 %
Adequacy of street lighting	91	18.0 %
Availability of sidewalks	66	13.0 %
Condition of sidewalks	4	0.8 %
Quality of the stormwater runoff/mgmt system	50	9.9 %
None Chosen	73	14.4 %
Total	506	100.0 %

Q15. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years?

Q15. 2nd Emphasis	Number	Percent
Maintenance of main Village street thoroughfares	33	6.5 %
Maintenance of streets in your neighborhood	74	14.6 %
Maintenance of street signs/pavement markings	28	5.5 %
Maintenance/preservation of downtown	44	8.7 %
Quality of landscaping in medians and other public areas	33	6.5 %
Overall cleanliness of streets and other public areas	28	5.5 %
Adequacy of street lighting	64	12.6 %
Availability of sidewalks	73	14.4 %
Condition of sidewalks	13	2.6 %
Quality of the stormwater runoff/mgmt system	22	4.3 %
None Chosen	94	18.6 %
Total	506	100.0 %

Q15. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years?

Q15. 3rd Emphasis	Number	Percent
Maintenance of main Village street thoroughfares	20	4.0 %
Maintenance of streets in your neighborhood	44	8.7 %
Maintenance of street signs/pavement markings	28	5.5 %
Maintenance/preservation of downtown	41	8.1 %
Quality of landscaping in medians and other public areas	34	6.7 %
Overall cleanliness of streets and other public areas	65	12.8 %
Adequacy of street lighting	44	8.7 %
Availability of sidewalks	29	5.7 %
Condition of sidewalks	32	6.3 %
Quality of the stormwater runoff/mgmt system	46	9.1 %
None Chosen	123	24.3 %
Total	506	100.0 %

Q15. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years? (Top Three)

Q15. Sum of Top 3 Choices	Number	Percent
Maintenance of main Village street thoroughfares	118	23.3 %
Maintenance of streets in your neighborhood	192	37.9 %
Maintenance of street signs/pavement markings	68	13.4 %
Maintenance/preservation of downtown	116	22.9 %
Quality of landscaping in medians and other public areas	87	17.2 %
Overall cleanliness of streets and other public areas	113	22.3 %
Adequacy of street lighting	199	39.3 %
Availability of sidewalks	168	33.2 %
Condition of sidewalks	49	9.7 %
Quality of the stormwater runoff/mgmt system	118	23.3 %
None Chosen	73	14.4 %
Total	1301	

Q16. Please indicate whether you or other members of your household used the Village services and facilities by circling YES or NO below.

(N=506)

	Yes	No
Q16a. Fire Services	13.8%	86.2%
Q16b. Police Services	35.2%	64.8%
Q16c. Village Hall Reception Desk	46.6%	53.4%
Q16d. The Help Desk on the Village website	17.8%	82.2%
Q16e. Code Enforcement	18.6%	81.4%
Q16f. Recreation program/event registration	22.7%	77.3%
Q16g. Public Services “request for service”	17.8%	82.2%
Q16h. Planning and inspections services	25.1%	74.9%

Q16. If you answer YES, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", with the service or facility by circling the corresponding number to the right.

(N=378)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q16a. Fire Services	77.5%	15.5%	1.4%	4.2%	0.0%	1.4%
Q16b. Police Services	60.1%	27.0%	6.7%	3.4%	1.1%	1.7%
Q16c. Village Hall Reception Desk	54.9%	29.5%	3.8%	4.6%	1.3%	5.9%
Q16d. The Help Desk on the Village website	38.9%	33.3%	13.3%	5.6%	3.3%	5.6%
Q16e. Code Enforcement	20.2%	24.5%	11.7%	24.5%	14.9%	4.3%
Q16f. Recreation program/event registration	33.9%	46.1%	11.3%	3.5%	0.0%	5.2%
Q16g. Public Services "request for service"	38.9%	45.6%	4.4%	3.3%	4.4%	3.3%
Q16h. Planning and inspections services	35.4%	37.0%	11.0%	8.7%	2.4%	5.5%

Q16. If you answer YES, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", with the service or facility by circling the corresponding number to the right.

Excluding "Don't Know"

(N=378)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16a. Fire Services	78.6%	15.7%	1.4%	4.3%	0.0%
Q16b. Police Services	61.1%	27.4%	6.9%	3.4%	1.1%
Q16c. Village Hall Reception Desk	58.3%	31.4%	4.0%	4.9%	1.3%
Q16d. The Help Desk on the Village website	41.2%	35.3%	14.1%	5.9%	3.5%
Q16e. Code Enforcement	21.1%	25.6%	12.2%	25.6%	15.6%
Q16f. Recreation program/event registration	35.8%	48.6%	11.9%	3.7%	0.0%
Q16g. Public Services "request for service"	40.2%	47.1%	4.6%	3.4%	4.6%
Q16h. Planning and inspections services	37.5%	39.2%	11.7%	9.2%	2.5%

Q17. DOWNTOWN PARKING. The Village continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q17a. Availability of parking downtown	20.6%	51.4%	14.0%	9.5%	1.0%	3.6%
Q17b. Quality of public parking lots	25.5%	49.4%	15.6%	4.7%	0.0%	4.7%
Q17c. Security of parking downtown	30.2%	47.4%	12.1%	1.0%	0.0%	9.3%

Q17. DOWNTOWN PARKING. The Village continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a. Availability of parking downtown	21.3%	53.3%	14.5%	9.8%	1.0%
Q17b. Quality of public parking lots	26.8%	51.9%	16.4%	5.0%	0.0%
Q17c. Security of parking downtown	33.3%	52.3%	13.3%	1.1%	0.0%

Q18. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't Know
Q18a. Quality of information about Village programs/services	22.2%	46.6%	19.4%	3.2%	0.6%	7.9%
Q18b. Village efforts to keep you informed about local issues	30.4%	45.1%	13.8%	5.1%	0.6%	4.9%
Q18c. Opportunities to participate in local government (advisory boards, volunteering)	16.6%	27.1%	28.7%	3.8%	2.2%	21.7%
Q18d. Level of public involvement in local decisions	9.7%	24.7%	31.6%	12.1%	2.6%	19.4%
Q18e. Village social media	10.7%	24.9%	30.0%	2.8%	0.4%	31.2%
Q18f. Village website	15.4%	32.4%	26.9%	2.2%	0.6%	22.5%
Q18g. Village Newsletter	21.7%	48.0%	17.0%	2.0%	0.4%	10.9%
Q18h. Village eNews updates	12.8%	28.7%	21.9%	2.0%	0.4%	34.2%
Q18i. Community's progress toward meeting its strategic vision and mission	8.5%	24.3%	26.9%	6.5%	1.0%	32.8%

Q18. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18a. Quality of information about Village programs/services	24.1%	50.6%	21.1%	3.4%	0.6%
Q18b. Village efforts to keep you informed about local issues	32.0%	47.4%	14.6%	5.4%	0.6%
Q18c. Opportunities to participate in local government (advisory boards, volunteering)	21.2%	34.6%	36.6%	4.8%	2.8%
Q18d. Level of public involvement in local decisions	12.0%	30.6%	39.2%	15.0%	3.2%
Q18e. Village social media	15.5%	36.2%	43.7%	4.0%	0.6%
Q18f. Village website	19.9%	41.8%	34.7%	2.8%	0.8%
Q18g. Village Newsletter	24.4%	53.9%	19.1%	2.2%	0.4%
Q18h. Village eNews updates	19.5%	43.5%	33.3%	3.0%	0.6%
Q18i. Community's progress toward meeting its strategic vision and mission	12.6%	36.2%	40.0%	9.7%	1.5%

Q19. Which of the following do you use to get information about the Village of Pinehurst? (check all that apply)

Q19. Which of the following do you use to get information about the Village of Pinehurst?	Number	Percent
Village employees	94	18.6 %
Village Newsletters	397	78.5 %
Village Website	219	43.3 %
Village eNews	77	15.2 %
The Pilot Newspaper	422	83.4 %
The Fayetteville Observer	69	13.6 %
Social media (Facebook, Twitter, etc.)	49	9.7 %
The Aberdeen Times website	39	7.7 %
Time Warner TV-14	113	22.3 %
None Chosen	12	2.4 %
Total	1491	

Q20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

Q20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

	Number	Percent
All the time	382	75.5 %
Sometimes	69	13.6 %
Seldom	13	2.6 %
Never	13	2.6 %
Don't know	29	5.7 %
Total	506	100.0 %

Q20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

Excluding "Don't Know"

Q20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

	Number	Percent
All the time	382	80.1 %
Sometimes	69	14.5 %
Seldom	13	2.7 %
Never	13	2.7 %
Total	477	100.0 %

Q21. Have you contacted the Village during the past year?

Q21. Have you contacted the Village during the past year?

	Number	Percent
Yes	225	44.5 %
No	281	55.5 %
Total	506	100.0 %

Q21a-d. Only if you have contacted the Village during the past year: Using a 5-point scale where 5, means "always" and 1 means "never," please indicate your experience with Village employees (not elected officials) on the following behaviors:

(N=225)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q21a. Village staff was responsive to my needs	71.1%	18.2%	4.4%	1.3%	2.7%	2.2%
Q21b. The Village staff was competent and professional	72.0%	20.0%	2.2%	1.3%	0.4%	4.0%
Q21c. Village staff was courteous	77.8%	15.1%	3.6%	0.0%	0.4%	3.1%
Q21d. My issue was resolved promptly	60.9%	18.2%	6.2%	2.7%	7.1%	4.9%

Q21a-d. Only if you have contacted the Village during the past year: Using a 5-point scale where 5, means "always" and 1 means "never," please indicate your experience with Village employees (not elected officials) on the following behaviors:

Excluding "Don't Know"

(N=225)

	Always	Usually	Sometimes	Seldom	Never
Q21a. Village staff was responsive to my needs	72.7%	18.6%	4.5%	1.4%	2.7%
Q21b. The Village staff was competent and professional	75.0%	20.8%	2.3%	1.4%	0.5%
Q21c. Village staff was courteous	80.3%	15.6%	3.7%	0.0%	0.5%
Q21d. My issue was resolved promptly	64.0%	19.2%	6.5%	2.8%	7.5%

Q22. If you own a home in Pinehurst, 38% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (62%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?

Q22. What is your level of satisfaction with the value you receive?	Number	Percent
Very Satisfied	115	22.7 %
Satisfied	207	40.9 %
Neutral	90	17.8 %
Dissatisfied	40	7.9 %
Very Dissatisfied	14	2.8 %
Don't Know	40	7.9 %
Total	506	100.0 %

Q22. If you own a home in Pinehurst, 38% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (62%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?

Q22. What is your level of satisfaction with the value you receive?	Number	Percent
Very Satisfied	115	24.7 %
Satisfied	207	44.4 %
Neutral	90	19.3 %
Dissatisfied	40	8.6 %
Very Dissatisfied	14	3.0 %
Total	466	100.0 %

Q23. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. Overall quality of leadership provided by the Village's elected officials	18.6%	39.1%	21.1%	6.9%	2.2%	12.1%
Q23b. Overall effectiveness of appointed boards and commissions	13.0%	37.9%	26.5%	5.5%	1.6%	15.4%
Q23c. Overall effectiveness of the Village Manager and appointed staff	28.3%	38.5%	16.6%	3.0%	0.8%	12.8%

Q23. VILLAGE LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

Excluding "Don't Know"

(N=506)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. Overall quality of leadership provided by the Village's elected officials	21.1%	44.5%	24.0%	7.9%	2.5%
Q23b. Overall effectiveness of appointed boards and commissions	15.4%	44.9%	31.3%	6.5%	1.9%
Q23c. Overall effectiveness of the Village Manager and appointed staff	32.4%	44.2%	19.0%	3.4%	0.9%

Q24. Would you recommend Pinehurst to others as a place to live

Q24. Would you recommend Pinehurst to others as a place to live?	Number	Percent
Yes	460	90.9 %
No	26	5.1 %
Not provided	20	4.0 %
Total	506	100.0 %

Q24. Would you recommend Pinehurst to others as a place to live

Excluding "Not provided"

Q24. Would you recommend Pinehurst to others as a place to live?	Number	Percent
Yes	460	94.7 %
No	26	5.3 %
Total	486	100.0 %

Q25. Approximately how many years have you lived in the Village of Pinehurst?

Q25. Approximately how many years have you lived in the Village of Pinehurst?	Number	Percent
Less than 5 years	89	17.6 %
5 -10 years	145	28.7 %
11-20 years	188	37.2 %
More than 20 years	76	15.0 %
Not provided	8	1.6 %
Total	506	100.0 %

Q25. Approximately how many years have you lived in the Village of Pinehurst?

Excluding "Not provided"

Q25. Approximately how many years have you lived in the Village of Pinehurst?	Number	Percent
Less than 5 years	89	17.9 %
5 -10 years	145	29.1 %
11-20 years	188	37.8 %
More than 20 years	76	15.3 %
Total	498	100.0 %

Q26. Do you have school age children (grades K-12) living at home?

Q26. Do you have school age children (grades K-12) living at home?	Number	Percent
Yes	101	20.0 %
No	403	79.6 %
Not provided	2	0.4 %
Total	506	100.0 %

Q26. Do you have school age children (grades K-12) living at home?

Excluding "Not provided"

Q26. Do you have school age children (grades K-12) living at home?	Number	Percent
Yes	101	20.0 %
No	403	80.0 %
Total	504	100.0 %

Q26a. If YES: For your school age children, what grade level are they?

Q26a. If YES: For your school age children, what grade level are they?	Number	Percent
K-5	53	52.5 %
6-8	37	36.6 %
High School	47	46.5 %
Total	137	

Q27. Which of the following best describes your current employment status?

Q27. Which of the following best describes your current employment status?	Number	Percent
Employed outside the home	203	40.1 %
Employed in the home/have a home-based business	38	7.5 %
Student	2	0.4 %
Retired	251	49.6 %
not currently employed	12	2.4 %
Total	506	100.0 %

Q27. What is the ZIP CODE where you work?

<u>Q27. What is the ZIP CODE where you work?</u>	<u>Number</u>	<u>Percent</u>
28310	12	5.9 %
28315	13	6.4 %
28374	76	37.4 %
28387	40	19.7 %
Other Zip Codes (fewer than 5 respondents from the zip code)	39	19.2 %
<u>Not provided</u>	<u>23</u>	<u>11.3 %</u>
Total	203	100.0 %

Q28. Which of the following BEST describe your age?

Q28. Which of the following BEST describe your age?	Number	Percent
18 - 34 years	27	5.3 %
35 - 44 years	62	12.3 %
45 - 54 years	76	15.0 %
55 - 64 years	127	25.1 %
65+ years	213	42.1 %
Not provided	1	0.2 %
Total	506	100.0 %

Q28. Which of the following BEST describe your age?

Excluding "Not provided"

Q28. Which of the following BEST describe your age?	Number	Percent
18 - 34 years	27	5.3 %
35 - 44 years	62	12.3 %
45 - 54 years	76	15.0 %
55 - 64 years	127	25.1 %
65+ years	213	42.2 %
Total	505	100.0 %

Q29. Which of the following best describes your race?

Q29. Which of the following best describes your race?	Number	Percent
Asian	5	1.0 %
White	476	94.1 %
American Indian/Alaskan Native	2	0.4 %
Native Hawaiian/Pacific Islander	1	0.2 %
Black/African American	5	1.0 %
Two or more races	8	1.6 %
Hispanic	6	1.2 %
Not provided	7	1.4 %
Total	510	

Q30. Which of the following best describes where you live?

Q30. Which of the following best describes where you live?	Number	Percent
Pinehurst #6	88	17.4 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	31	6.1 %
Pinehurst #7/Lawn & Tennis/CCNC	43	8.5 %
Morganton/Monticello	58	11.5 %
Lake Pinehurst/Burning Tree/St. Andrews	111	21.9 %
Pinewild	77	15.2 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	41	8.1 %
Village Acres	57	11.3 %
Total	506	100.0 %

Q31. What is your gender?

<u>Q31 Gender</u>	<u>Number</u>	<u>Percent</u>
Male	259	51.2 %
Female	247	48.8 %
Total	506	100.0 %

Section 6:
Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

August 2014

Dear Village of Pinehurst Resident,

The Village of Pinehurst is requesting your help. You have been chosen to participate in a survey designed to gather resident opinions and feedback regarding Village services and programs. The information requested in this survey will be used to help improve our services and determine the future needs of Pinehurst's citizens.

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

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

You may also take the survey online by visiting www.2014PinehurstCommunitySurvey.com.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the Pinehurst Village Council at a public meeting in October.

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for helping guide the direction of our community by completing and returning the enclosed survey.

Sincerely,

Andrew M. Wilkison
Village Manager

ADMINISTRATION

395 Magnolia Road • Pinehurst, NC 28374 • Telephone (910) 295-1900 • Fax (910) 295-4434 • www.vopnc.org



2014 Village of Pinehurst Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Andy Wilkison, Village Manager at (910) 295-1900, ext. 1101 or at awilkison@vopnc.org.

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

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Police services	5	4	3	2	1	9
B.	Fire services	5	4	3	2	1	9
C.	Parks and recreation programs	5	4	3	2	1	9
D.	Parks and recreation facilities	5	4	3	2	1	9
E.	Solid waste services	5	4	3	2	1	9
F.	Street and right-of-way maintenance	5	4	3	2	1	9
G.	Enforcement of Village Codes and ordinances	5	4	3	2	1	9
H.	Customer service provided by Village employees	5	4	3	2	1	9
I.	Village communication with residents	5	4	3	2	1	9
J.	Village efforts at maintaining the quality of your neighborhoods	5	4	3	2	1	9
K.	Village promotion of natural resource conservation	5	4	3	2	1	9

2. From the list of items in Question #1 which **THREE** of the major categories of Village services do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1st:____ 2nd:____ 3rd:____

3. **QUALITY OF LIFE.** Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pinehurst. (Please circle your answers)

<i>The Reasons for Choosing a Community to Live in</i>		Very Important	Somewhat Important	Not sure	Unimportant	<i>Are your needs being met in Pinehurst?</i>	
						Yes	No
A.	Sense of community	4	3	2	1	A	B
B.	Quality of public education	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Quality of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of cultural and recreation opportunities	4	3	2	1	A	B
H.	Proximity to family or friends	4	3	2	1	A	B
I.	Proximity to work	4	3	2	1	A	B
J.	Safety and security	4	3	2	1	A	B
K.	A "resort" community	4	3	2	1	A	B
L.	Quality health care	4	3	2	1	A	B
M.	Opportunities and/or resources for senior citizens	4	3	2	1	A	B

4. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

<i>How would you rate The Village of Pinehurst:</i>		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall image of the Village	5	4	3	2	1	9
B.	Overall quality of life in the Village	5	4	3	2	1	9
C.	Overall feeling of safety in the Village	5	4	3	2	1	9
D.	Quality of new development in the Village	5	4	3	2	1	9
E.	As a place to live	5	4	3	2	1	9
F.	As a place to raise children	5	4	3	2	1	9
G.	As a place to retire	5	4	3	2	1	9
H.	Overall appearance of the Village	5	4	3	2	1	9
I.	Availability of affordable housing	5	4	3	2	1	9

5. Perceptions of Safety and Security. 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>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
B.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
C.	In Village parks and recreation facilities	5	4	3	2	1	9
D.	In business areas of the Village during the day	5	4	3	2	1	9
E.	In business areas of the Village after dark	5	4	3	2	1	9

6. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Village efforts to prevent crimes	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E.	Professionalism of Police Officers	5	4	3	2	1	9
F.	Fire prevention and education programs provided by the Village	5	4	3	2	1	9
G.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9

7. Which **TWO** of the public safety services listed above do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 6 above].

1st. _____ 2nd. _____

8. **Cultural and Recreation Services.** Please rate your satisfaction with each item using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Number of Village parks	5	4	3	2	1	9
B.	Quality of Village parks	5	4	3	2	1	9
C.	Quality of recreation indoor facilities	5	4	3	2	1	9
D.	Availability of recreation indoor facilities	5	4	3	2	1	9
E.	Availability of Walking/Greenway trails	5	4	3	2	1	9
F.	Condition of Walking/Greenway trails	5	4	3	2	1	9
G.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
H.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
I.	Availability of information about recreation Programs	5	4	3	2	1	9
J.	Quality of recreation programs for youth	5	4	3	2	1	9
K.	Quality of recreation programs for adults	5	4	3	2	1	9
L.	Village sponsored cultural arts events	5	4	3	2	1	9
M.	Range of activities at parks and recreation Facilities	5	4	3	2	1	9
N.	Customer service provided by parks and recreation staff	5	4	3	2	1	9

9. Which **THREE** of the **Cultural and Recreation Services** items listed above do you think should receive the most emphasis from Village leaders over the next two years? [Write in the letters below using the letters from the list in Question 8 above].

1st. _____ 2nd. _____ 3rd. _____

10. How important do you feel it is for the Village to construct a Community Center to provide indoor recreation space for youth and adults?

- | | |
|------------------------------|--------------------------------|
| _____ (5) Very Important | _____ (2) Not Important |
| _____ (4) Somewhat Important | _____ (1) Not Important at All |
| _____ (3) Not Sure | |

11. Which of the following parks and recreation programs and facilities have you used in the Village of Pinehurst during the past year? (Check ALL that apply)

- | | |
|--|---|
| _____ (1) Greenway trails | _____ (4) Village summer day camp program |
| _____ (2) Village sponsored cultural/arts events | _____ (5) Rassie Wicker Park |
| _____ (3) Cannon Park | _____ (6) Camelot Playground |

12. **COMMUNITY DEVELOPMENT** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing mowing/cutting of weeds/grass on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9
F.	Quality of Single-family residential development	5	4	3	2	1	9
G.	Quality of Retail development	5	4	3	2	1	9
H.	The variety businesses in the Village Center	5	4	3	2	1	9

13. **Solid Waste Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Yard waste collection services	5	4	3	2	1	9
D.	Bulky items/white goods pick up	5	4	3	2	1	9
E.	Recycle Yard on McCaskill Rd.	5	4	3	2	1	9

14. **PUBLIC SERVICES.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of main Village street thoroughfares	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
D.	Maintenance/preservation of downtown	5	4	3	2	1	9
E.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
F.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
G.	Adequacy of street lighting	5	4	3	2	1	9
H.	Availability of sidewalks	5	4	3	2	1	9
I.	Condition of sidewalks	5	4	3	2	1	9
J.	Quality of the stormwater runoff/mgmt system	5	4	3	2	1	9

15. Which THREE of the Public Services items listed above do you think should receive the most emphasis from Village leaders over the next TWO Years? [Write the letters below using the letters from list in Q14 above.]

1st. _____ 2nd. _____ 3rd. _____

16. Please indicate whether you or other members of your household used the Village services and facilities by circling YES or NO below. If you answer YES, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with the service or facility by circling the corresponding number to the right.

Have You Used This Service or Facility?		Service or Facility	Very Satisfied	Satisfied	Neutral	Dis-satisfied	Very Dissatisfied	Don't Know
YES	NO	Fire Services	5	4	3	2	1	9
YES	NO	Police Services	5	4	3	2	1	9
YES	NO	Village Hall Reception Desk	5	4	3	2	1	9
YES	NO	The Help Desk on the Village website	5	4	3	2	1	9
YES	NO	Code Enforcement	5	4	3	2	1	9
YES	NO	Recreation program/event registration	5	4	3	2	1	9
YES	NO	Public Services "request for service"	5	4	3	2	1	9
YES	NO	Planning and inspections services	5	4	3	2	1	9

17. **DOWNTOWN PARKING.** The Village continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of parking downtown	5	4	3	2	1	9
B.	Quality of public parking lots	5	4	3	2	1	9
C.	Security of parking downtown	5	4	3	2	1	9

18. **PUBLIC COMMUNICATION AND OUTREACH.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of information about Village programs/services	5	4	3	2	1	9
B.	Village efforts to keep you informed about local issues	5	4	3	2	1	9
C.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
D.	Level of public involvement in local decisions	5	4	3	2	1	9
E.	Village social media	5	4	3	2	1	9
F.	Village website	5	4	3	2	1	9
G.	Village Newsletter	5	4	3	2	1	9
H.	Village eNews updates	5	4	3	2	1	9
I.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

19. Which of the following do you use to get information about the Village of Pinehurst? (check all that apply)

<input type="checkbox"/> (1) Village employees	<input type="checkbox"/> (6) The Fayetteville Observer
<input type="checkbox"/> (2) Village Newsletter	<input type="checkbox"/> (7) Social media (Facebook, Twitter, etc.)
<input type="checkbox"/> (3) Village website	<input type="checkbox"/> (8) The Aberdeen Times website
<input type="checkbox"/> (4) Village eNews	<input type="checkbox"/> (9) Time Warner TV-14
<input type="checkbox"/> (5) The Pilot Newspaper	

20. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

<input type="checkbox"/> (1) All the time	<input type="checkbox"/> (4) Never
<input type="checkbox"/> (2) Sometimes	<input type="checkbox"/> (9) Don't know
<input type="checkbox"/> (3) Seldom	

CUSTOMER SERVICE

21. Have you contacted the Village during the past year?
 ____ (1) Yes [answer Q21a through d] ____ (2) No [go to Q22]

21a-d. **Only if you have contacted the Village during the past year:** Using a 5-point scale where 5 means “always” and 1 means “never,” please indicate your experience with Village employees (not elected officials) on the following behaviors:

Customer Service Characteristics:		<i>Always</i>	<i>Usually</i>	<i>Some-times</i>	<i>Seldom</i>	<i>Never</i>	<i>Don't Know</i>
A.	Village staff was responsive to my needs	5	4	3	2	1	9
B.	The Village staff was competent and professional	5	4	3	2	1	9
C.	Village staff was courteous	5	4	3	2	1	9
D.	My issue was resolved promptly	5	4	3	2	1	9

22. If you own a home in Pinehurst, 38% of your property tax bill goes to the Village of Pinehurst to fund the Village’s operating budget. The balance of your bill goes to the County (62%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village’s operating budget.
- ____ (1) Very satisfied ____ (4) Dissatisfied
 ____ (2) Satisfied ____ (5) Very Dissatisfied
 ____ (3) Neutral ____ (6) Don’t know

23. **VILLAGE LEADERSHIP.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of leadership provided by the Village’s elected officials	5	4	3	2	1	9
B.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
C.	Overall effectiveness of the Village Manager and appointed staff	5	4	3	2	1	9

24. Would you recommend Pinehurst to others as a place to live?
 ____ (1) Yes
 ____ (2) No

DEMOGRAPHICS

25. Approximately how many years have you lived in the Village of Pinehurst?
 ____ (1) Less than 5 years
 ____ (2) 5-10 years
 ____ (3) 11-20 years
 ____ (4) More than 20 years

26. Do you have school age children (grades K-12) living at home?
 ____ (1) Yes
 ____ (2) No

- 26a. **If YES:** For your school age children, what grade level are they? (Check all that apply)
 ____ (1) K-5
 ____ (2) 6-8
 ____ (3) High School

27. Which of the following best describes your current employment status?

- (1) employed outside the home –
What is the ZIP CODE where you work? _____
- (2) employed in the home/have a home-based business
- (3) student
- (4) retired
- (5) not currently employed

28. Which of the following BEST describe your age?

- (1) Under 25 years
- (2) 25-34 years
- (3) 35-44 years
- (4) 45-54 years
- (5) 55-64 years
- (6) 65+ years

29. Which of the following best describes your race?

- (1) Asian
- (2) White
- (3) American Indian/Alaskan Native
- (4) Native Hawaiian/Pacific Islander
- (5) Black/African American
- (6) Two or more races
- (7) Hispanic
- (8) Other: _____

30. Which of the following best describes where you live?

- (1) Pinehurst #6
- (2) Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst
- (3) Pinehurst #7/Lawn & Tennis/CCNC
- (4) Morganton/Monticello
- (5) Lake Pinehurst/Burning Tree/St. Andrews
- (6) Pinewild
- (7) Old Town/Linden Road/Donald Ross/Clarendon Gardens
- (8) Village Acres

31. What is your gender?

- (1) Male
- (2) Female

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 the level of satisfaction with Village services in your area.
If your address is not correct, please provide the correct information.