

Durham City and County Resident Survey

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Findings
Report

Submitted to Durham County, North Carolina:

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2016 Durham County Resident Survey

Executive Summary

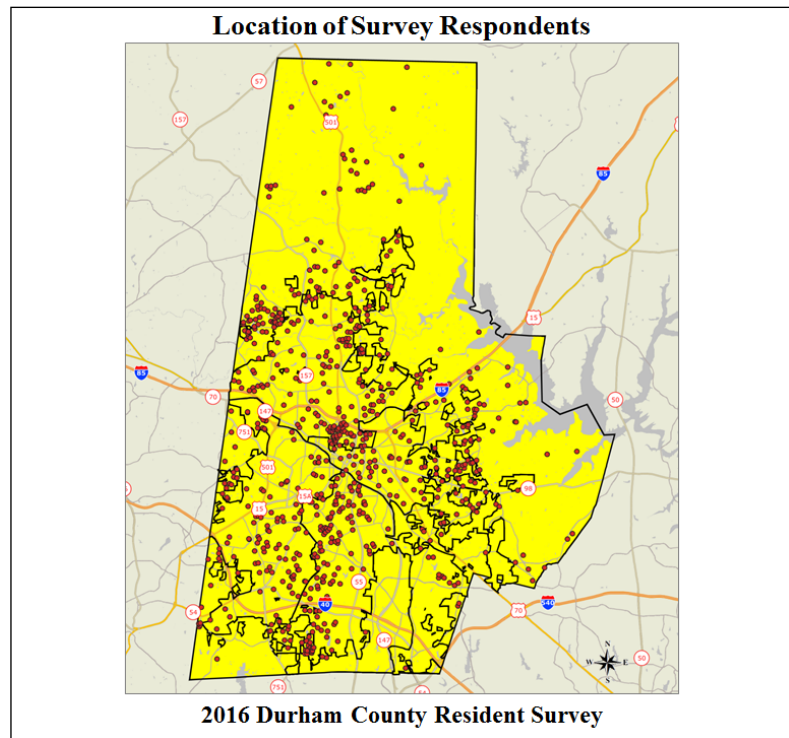
Purpose and Methodology

ETC Institute administered a survey to residents of Durham County during the winter of 2016. The purpose of the survey was to help Durham County strategically plan for the future as they continue to grow and meet new challenges. The City and County are jointly overseeing the survey so that more Durham residents have an opportunity to be heard. The survey will assist elected officials, as well as the City and County administrators, in making critical decisions about prioritizing resources and helping set the direction for the future of the community. A previous resident survey was conducted in 2015.

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

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Durham City or County from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that

were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted. The map to the right shows the location of all survey respondents.



The goal was to complete a total of 600 survey, 400 with residents of the city of Durham and 200 with residents of Durham County who do not live in the City. That goal was exceeded with total of 735 residents completing the survey, 487 residents of the City of Durham completed the survey, and 248 residents of Durham County completed the survey. The overall results for the sample of 735 households have a precision of at least +/-3.6% at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Durham with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of County 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:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2015 community survey,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the County to address based upon the survey results ,
- benchmarking data that shows how the results for Durham County compare to other communities,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.
- a separate appendix was created with GIS maps showing how respondents answered specific questions geographically. These maps were created using the five PAC District boundaries. In order to ensure a valid comparison could be made between districts, District 1 and 5 were combined.

National and County Trends

ETC Institute used results from the 2015 Durham County Resident Survey to create charts that show the trends in responses between the 2016 and 2015 surveys. Overall, there is a downward trend in positive responses from 2015. However, this is also a national trend based on surveys performed by ETC Institute in other communities throughout the United States.

Overall Perceptions of the County

Sixty-one percent (61%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the County, 59% of residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the City. Seventy-five percent (75%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in their neighborhood.

Overall Satisfaction with City and County Services

The major categories of services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire protection and rescue services (86%), the overall quality of EMS services (80%), the response time for fire services (79%), and the response time for EMS services (77%). For 12 of the 24 major categories of City and County services that were rated, 50% or more of residents *who had an opinion* were “very satisfied” or “satisfied”. Respondents, *who had an opinion*, were least satisfied with the overall flow of traffic in Durham (30%), and the overall maintenance of City streets (30%). Respondents think the overall quality of public schools, the overall quality of police protection, and the overall maintenance of City streets should receive the most emphasis from City and County leaders over the next two years.

Feelings of Safety

Eighty-three percent (83%) of respondents, *who had an opinion*, were either “very satisfied” or “satisfied” when rating their overall feeling of while walking alone in their neighborhood during the day. Fifty-three percent (53%) of residents, *who had an opinion*, indicated were either “very satisfied” or “satisfied” when rating the overall feeling of safety walking alone in their neighborhood at night.

Durham Public Schools

Thirty-four percent (34%) of respondents indicated their children went to or graduated from Durham Public schools and 13% indicated they are currently enrolled in Durham Public Schools when they were asked to indicate the education status of children in their household.

The statements regarding Durham Public Schools that had the highest levels of agreement, based upon the combined percentage of “strongly agree” and “agree” responses among residents *who had an opinion*, were: encourages community involvement in education-related decision making (35%) and has effective leadership in K-12 education (25%). The statement that had the highest levels of disagreement based upon the combined percentage of “disagree” and “strongly disagree” responses among residents *who had an opinion*, was: attracts high quality teachers (43%).

Satisfaction with Specific Services

- **Law Enforcement and Criminal Justice.** The highest levels of satisfaction with law enforcement and criminal justice services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall Sheriff’s Office relationship with your community (60%), overall police relationship with your community (56%), and the enforcement of local traffic laws (65%). The aspect of law enforcement and criminal justice in Durham that respondents were least satisfied with is the local court system (40%).

- **Parks, Recreation, and Open Space.** The highest levels of satisfaction with parks, recreation, and open space based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: greenways and trails (60%) cultural programming (60%), and the length of your commute to your desired recreation amenities (54%). The two parks and recreation services respondents indicated should receive the most emphasis over the next two years were greenways and trails, and cultural programming.
- **Maintenance.** The highest levels of satisfaction with maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: response to severe weather storm events (59%), condition of streets in your neighborhood (52%), and the condition of parks (50%). The two maintenance services respondents indicated should receive the most emphasis over the next two years were condition of streets in your neighborhood and mowing and tree trimming along streets and other public areas.
- **Multi-Modal Transportation.** The highest levels of satisfaction with multi-modal transportation in Durham, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: ease of travel by driving (62%) and safety when driving around Durham (54%).
 - Respondents were most in agreement with the statement: it is safe to walk in my neighborhood (72%).
- **Solid Waste and Utility Service.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: curbside recycling services (81%), solid waste collection services (80%), and sewer services (64%). The two items respondents indicated should receive the most emphasis over the next two years are; the condition of major County streets, and the adequacy of County street lighting.
- **Economic Development.** The highest levels of satisfaction with economic development services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the appearance of your neighborhood (65%), and public art in Durham (51%). Respondents were least satisfied with the access to training and development for the under-employed and unemployed in Durham.
- **County Communication.** The highest levels of satisfaction with County communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ease of locating information on the County website (47%), and the availability of information about County programs and services (40%). Respondents were least satisfied with the level of public involvement in local decision making (29%).

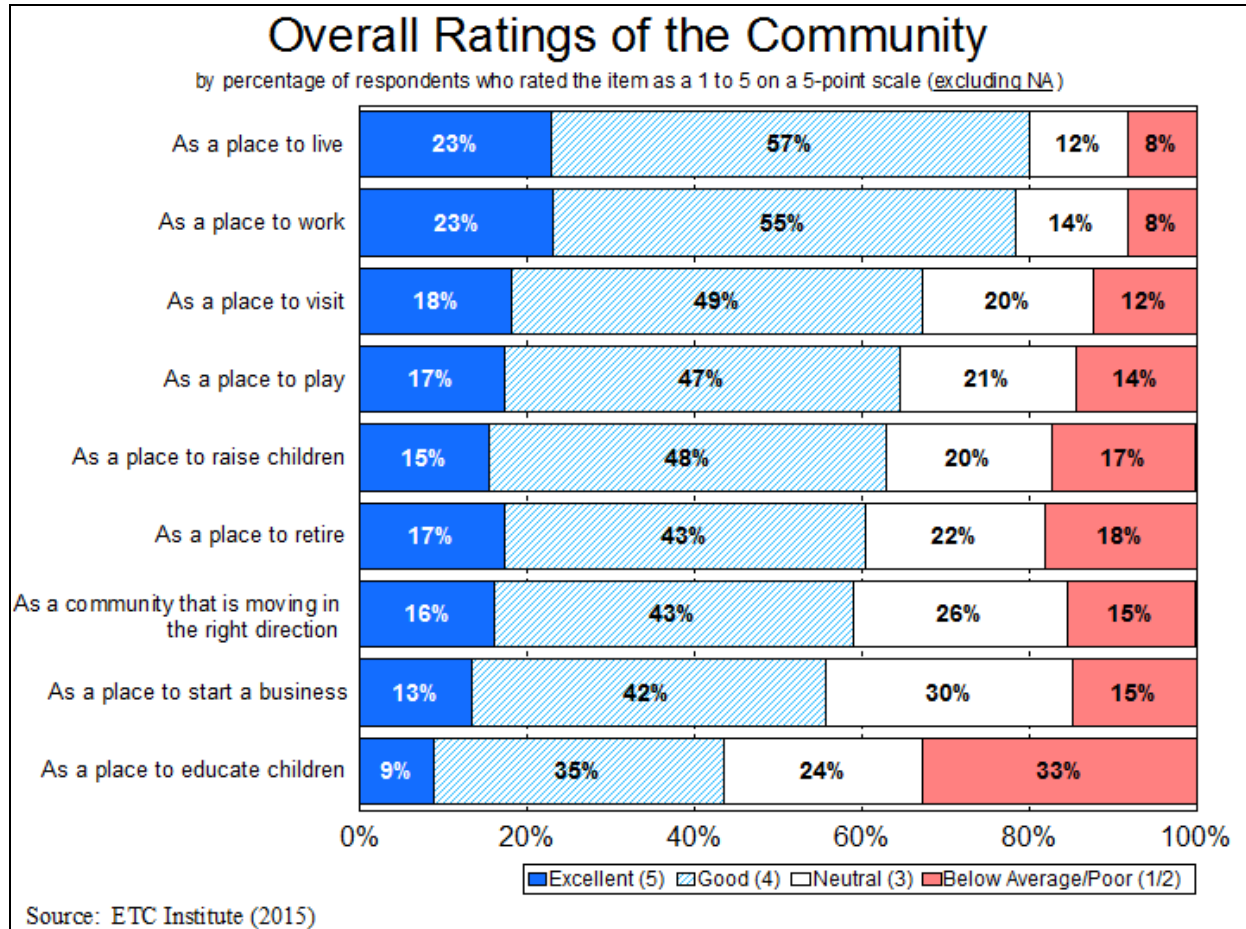
Additional Findings and Recommendations

- Respondents were asked to indicate whether or not they have used GoDurham or the Bull City Connector during the past year. Eleven percent (11%) of respondents had used the service. Respondents who had not used the services were asked to indicate the primary reason for not using the service. A majority of respondents indicated they do not need the service – they just prefer to drive (63%).
- Over a quarter (26%) of respondents indicated they were either “very satisfied” (6%) or “satisfied” (20%) with the availability of affordable housing in Durham. Thirty-four percent (34%) of respondents were “neutral”, 22% were “dissatisfied”, and 17% were “very dissatisfied”. Seventy-eight percent (78%) of respondents indicated they are able to find housing they can afford in Durham. Thirty-one percent (31%) of respondents indicated they have major home repairs that impact their quality of life or they have put off because of lack of resources, and 28% of respondents indicated their monthly housing costs exceed 30% of their monthly income.
- One third (33%) of respondents indicated they or members of their household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint.
 - Of those who have contacted the County the highest levels of satisfaction with their experience, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents were: the courtesy of County Government (73%), how easy the County Government was to contact (67%), and the accuracy of the information and assistance given (67%). Overall, a majority of respondents were satisfied with all six aspects that were rated.
- Respondents were asked to indicate, from a list of government capital projects and services, which ones they would be willing to pay higher taxes to support enhancements for. Respondents were allowed to select multiple choices. The top three capital projects and services that respondents are willing to pay higher taxes to support are below.
 - **Capital Projects.**
 - Street improvements (42%)
 - Public school facilities (39%)
 - Sidewalks (27%)
 - *Thirty percent (30%) of respondents would not pay higher taxes for any of the 12 items listed*
 - **Services.**
 - Public school operations (teachers, salaries) (45%)
 - Affordable housing (29%)
 - Job creation and training (29%)

- *Twenty-four percent (24%) of respondents would not pay higher taxes for any of the 11 items listed.*
- **Note:** Forty-three percent of respondents disagreed with the statement regarding Durham Public Schools attracting high quality teachers. Nearly half (45%) of respondents are willing to pay increased taxes in order to pay teachers and salaries. The County should continue to explore public opinion regarding tax increases for public schools in the County.
- Respondents were then asked to indicate how willing they would be to pay fees instead of taxes to pay for improvements to services that they use or benefit from. Over one-third (36%) of respondents indicated they would be “very willing” (11%) or “willing” to pay fees instead of taxes. Almost half (43%) of respondents were “not sure”, and 20% were “not willing”. Further exploration into public opinion regarding this topic is needed in order to the County to take action on these results.

Overall Ratings of the Community

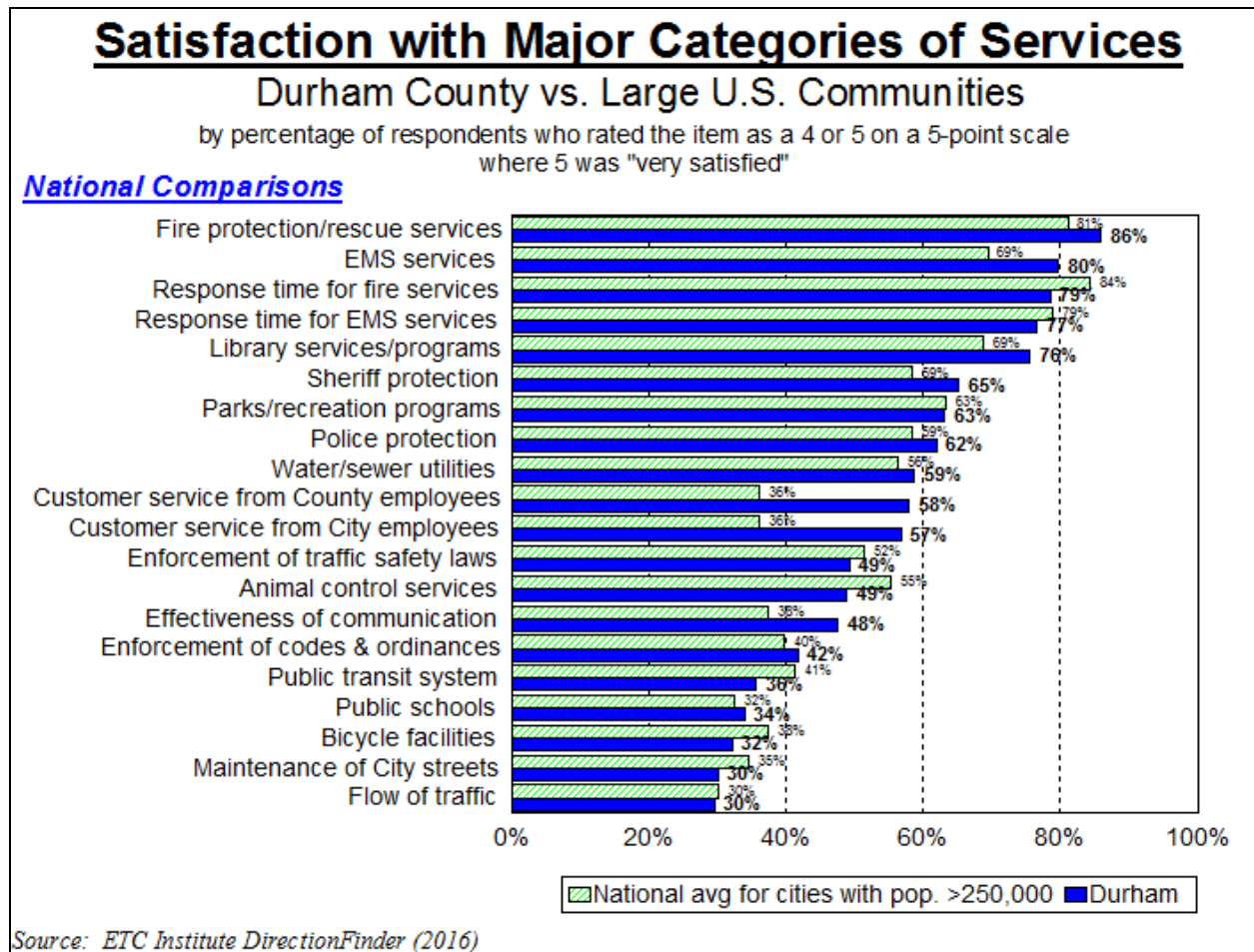
The chart below shows how respondents rated Durham overall.



Overall, respondents view Durham favorably, this is evident from the positive overall ratings in the chart above. However, the rating for Durham as a place to education children did see the lowest favorable ratings which should be noted. The County has the opportunity to explore options which have the ability to raise the overall ratings of Durham as a place to education children. The County should look at the results of this survey as positive when it comes to strategically planning for future education initiatives. Although more public opinion research is needed, based on these results respondents are currently dissatisfied with public schools, and are willing to fund them with additional tax dollars to see an improvement in the number of high quality teachers the schools employ.

How Durham County Compares to Other Communities

ETC Institute performed a benchmarking analysis comparing Durham’s results to our national survey results from 2,000 residents who live in communities with a population of more than 250,000 residents. ETC Institute also compiled a set of performance ranges using data from a total of 26 large U.S. communities where ETC Institute has administered a *DirectionFinder*® survey since 2013. It should be noted that the performance range data was compiled from surveys ETC Institute has administered, and a majority of these 26 communities are very high performing. ETC Institute chose to compare Durham’s results to high performing communities to give City and County administrators the ability to gauge current public perception, and use these results to improve upon existing performance. The following pages briefly summarize the benchmarking comparisons, a full breakdown of these results can be found in Section 3 of this report.



How the Durham County Compares to Other Communities Nationally

Satisfaction ratings for Durham County **rated the same as or above the U.S. average in 34 of the 63 areas** that were assessed. Durham County rated significantly higher than the U.S. average (difference of 5% or more) in 27 of these areas. Listed below are the comparisons between Durham County and the U.S. average:

Service	Durham	U.S.	Difference	Category
Courtesy of employees	73%	29%	44%	Customer Service
How easy they were to contact	67%	24%	43%	Customer Service
How well your issue was handled	62%	27%	35%	Customer Service
Accuracy of information & assistance given	67%	32%	35%	Customer Service
Time it took for your request to be completed	60%	28%	33%	Customer Service
Customer service from County employees	58%	36%	22%	City Services
Customer service from City employees	57%	36%	21%	City Services
Overall ease of travel within Durham	48%	30%	18%	Perceptions of the Community
Yard waste collection services	59%	41%	18%	City Utility Services
Condition of streets in your neighborhood	51%	36%	16%	City Maintenance
Overall quality of services provided by the County	60%	45%	15%	Perceptions of the Community
Curbside recycling services	82%	68%	14%	City Utility Services
Overall quality of services provided by the City	59%	45%	14%	Perceptions of the Community
Overall management of development & growth	43%	33%	11%	Perceptions of the Community
EMS services	80%	69%	10%	City Services
Effectiveness of communication	48%	38%	10%	City Services
Ease of locating information on the County website	47%	37%	10%	Communication
As a place to live	80%	71%	9%	Overall Ratings
County efforts to keep informed about local issues	37%	29%	8%	Communication
As a place to work	78%	71%	8%	Overall Ratings
Library services/programs	76%	69%	7%	City Services
Sheriff protection	65%	59%	7%	City Services
Availability of information about County programs & services	40%	33%	6%	Communication
Fire protection/rescue services	86%	81%	5%	City Services
Overall appearance of Durham	51%	47%	5%	Perceptions of the Community
When walking alone in your neighborhood at night	54%	49%	5%	Feeling of Safety
Solid waste collection services	80%	76%	4%	City Utility Services
Police protection	62%	59%	3%	City Services
Water/sewer utilities	59%	56%	2%	City Services
Value receive for your local taxes and fees	33%	31%	2%	Perceptions of the Community
Enforcement of codes & ordinances	42%	40%	2%	City Services
Public schools	34%	32%	2%	City Services
Overall quality of life in Durham	64%	63%	1%	Perceptions of the Community
As a community moving in the right direction	59%	59%	1%	Overall Ratings
Athletic programs	48%	48%	0%	Parks and Recreation
Parks/recreation programs	63%	63%	0%	City Services
Flow of traffic	30%	30%	-1%	City Services
Sewer services	63%	65%	-1%	City Utility Services
As a place to retire	60%	62%	-2%	Overall Ratings
Quality of drinking water	63%	65%	-2%	City Utility Services
Enforcement of traffic safety laws	49%	52%	-2%	City Services
Greenways and trails	60%	62%	-2%	Parks and Recreation
Response time for EMS services	77%	79%	-2%	City Services
Aquatic programs	39%	42%	-3%	Parks and Recreation
As a place to visit	67%	70%	-3%	Overall Ratings
Mowing/tree trimming along streets & other areas	43%	45%	-3%	City Maintenance
Level of public involvement in local decisions	28%	31%	-3%	Communication
As a place to raise children	63%	66%	-3%	Overall Ratings
Condition of sidewalks in your neighborhood	42%	46%	-4%	City Maintenance
In downtown Durham	43%	48%	-4%	Feeling of Safety
Maintenance of City streets	30%	35%	-5%	City Services
Overall image of Durham	50%	55%	-5%	Perceptions of the Community
Bicycle facilities	32%	38%	-5%	City Services
Public transit system	36%	41%	-6%	City Services
Condition of recreation centers & facilities	46%	52%	-6%	City Maintenance
Response time for fire services	79%	84%	-6%	City Services
Animal control services	49%	55%	-6%	City Services
Customer service provided by Parks & Rec staff	51%	58%	-7%	Parks and Recreation
Outdoor athletic fields & courts	53%	60%	-7%	Parks and Recreation
Walking alone in your neighborhood during the day	83%	91%	-8%	Feeling of Safety
Condition of bicycle facilities	30%	38%	-8%	City Maintenance
Condition of parks	51%	68%	-17%	City Maintenance
In Durham overall	33%	61%	-27%	Feeling of Safety

Investment Priorities

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

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

- **Public Schools** (IS Rating=0.2842)
- **Maintenance of County Streets** (IS Rating=0.2422)

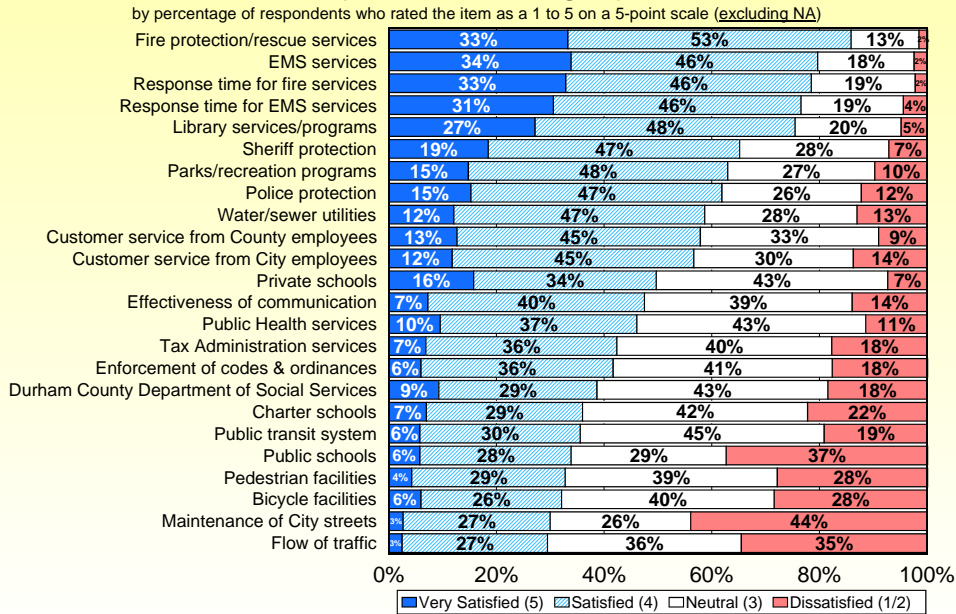
The table below shows the importance-satisfaction rating for 12 of the 24 major categories of County services that were rated.

2016 Importance-Satisfaction Rating Durham County, North Carolina Major Categories of City and County Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Public schools	43%	1	34%	20	0.2842	1
Maintenance of City streets	35%	3	30%	23	0.2422	2
<u>High Priority (IS .10-.20)</u>						
Flow of traffic	23%	4	30%	24	0.1629	3
Police protection	35%	2	62%	8	0.1337	4
<u>Medium Priority (IS <.10)</u>						
Bicycle facilities	10%	5	32%	22	0.0693	5
Pedestrian facilities	10%	7	33%	21	0.0638	6
Public transit system	8%	8	36%	19	0.0509	7
Effectiveness of communication	8%	10	48%	13	0.0394	8
Durham County Department of Social Services	6%	11	39%	17	0.0368	9
Sheriff protection	10%	6	65%	6	0.0351	10
Tax Administration services	5%	13	42%	15	0.0305	11
Water/sewer utilities	7%	9	59%	9	0.0293	12

Section 1

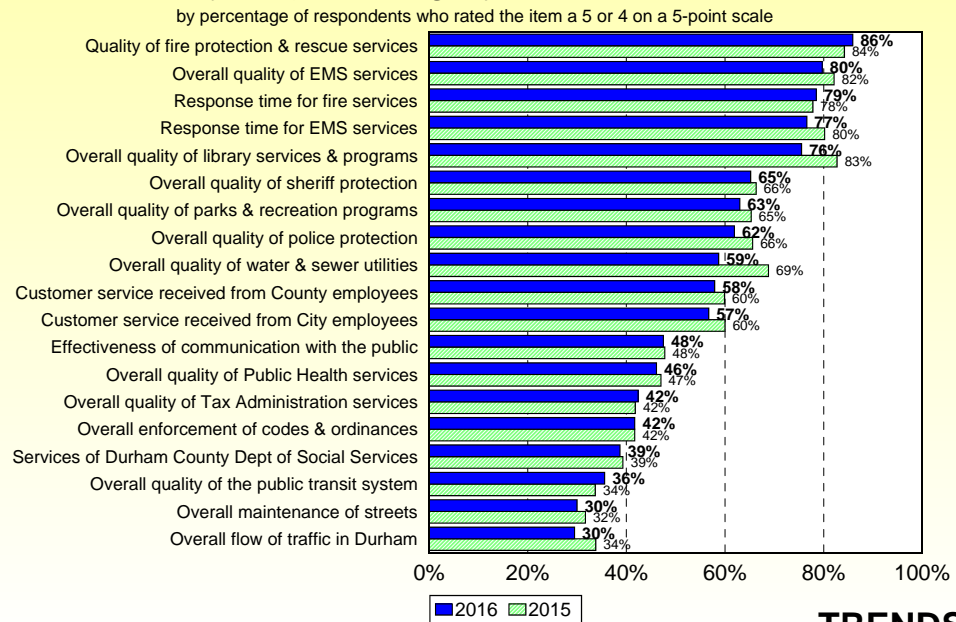
Charts and Graphs

Overall Satisfaction with City and County Services by Major Category



Source: ETC Institute (2016)

Overall Satisfaction with City and County Services by Major Category - 2016 vs 2015

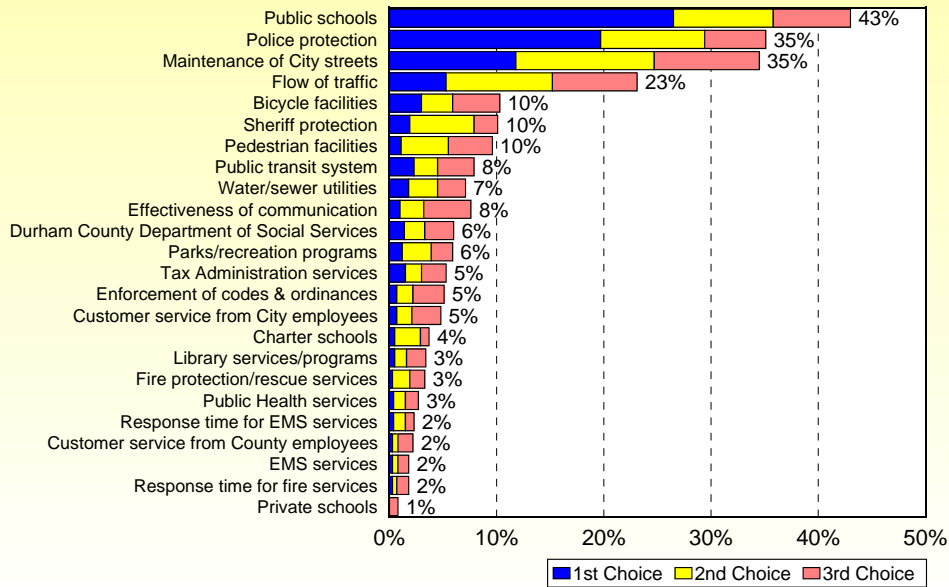


Source: ETC Institute (2016)

TRENDS

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

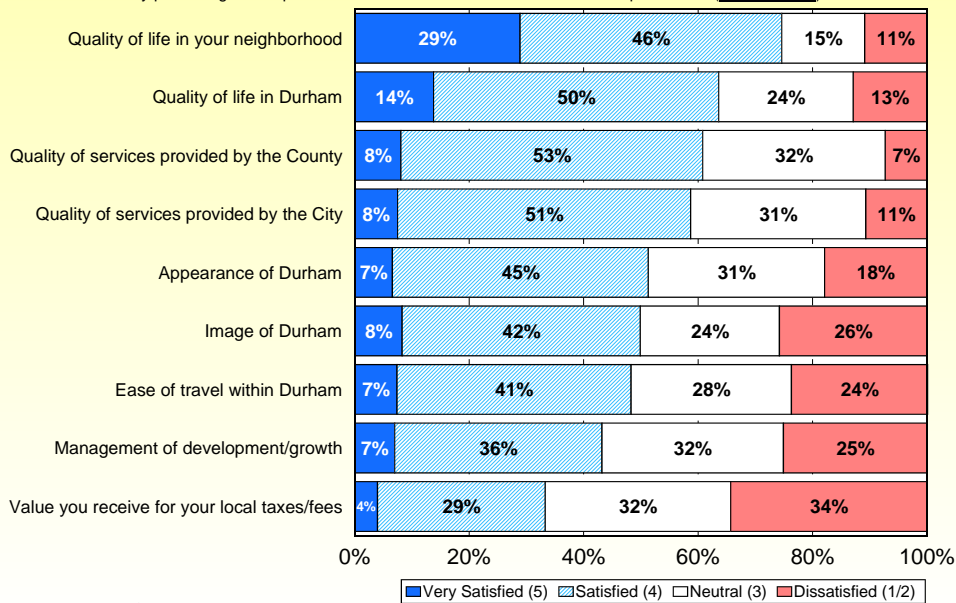
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Overall Satisfaction with Items that May Influence Your Perception of Durham

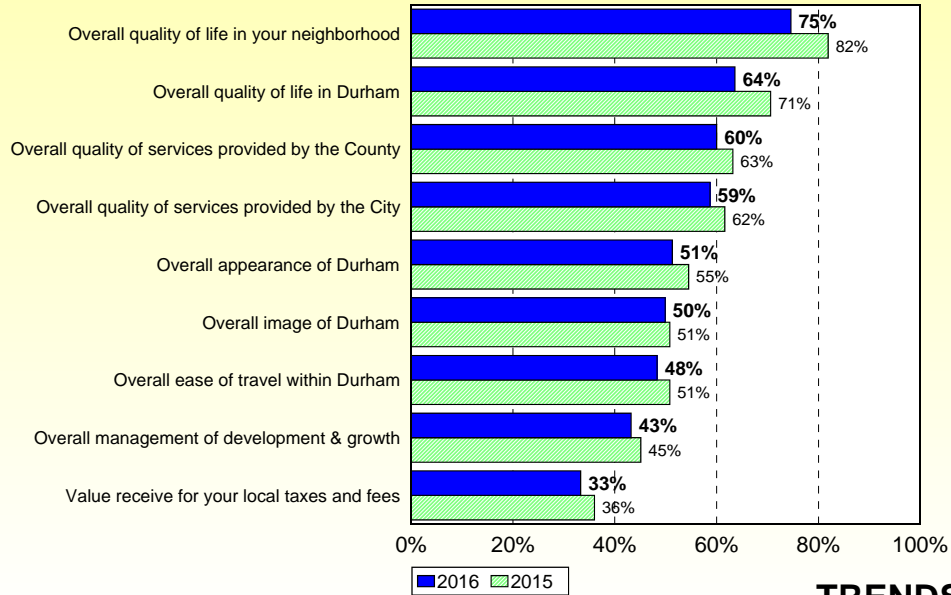
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2016)

Overall Satisfaction with Items that May Influence Your Perception fo Durham - 2016 vs 2015

by percentage of respondents who rated the item a 5 or 4 on a 5-point scale

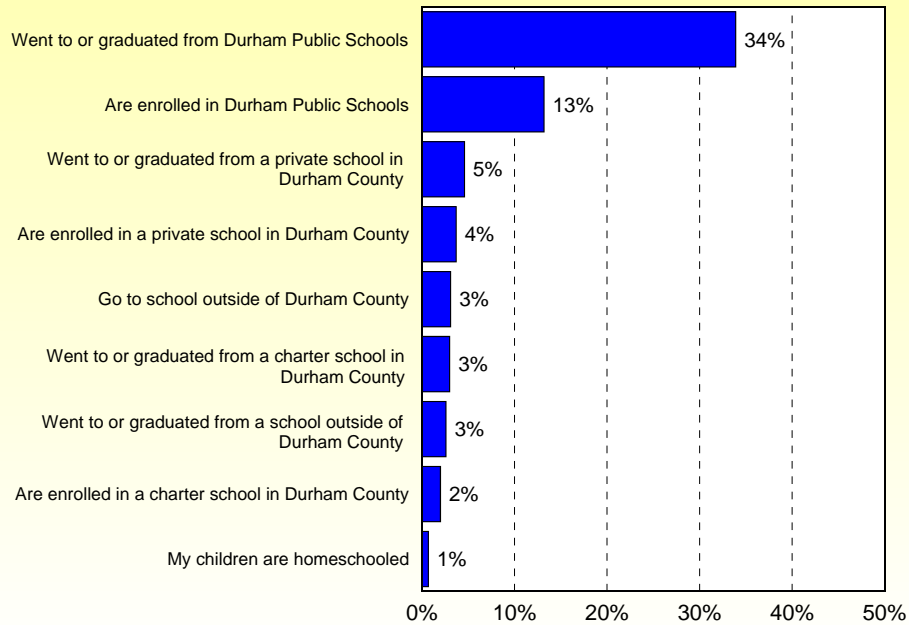


Source: ETC Institute (2016)

TRENDS

Education Status of Children in Your Household

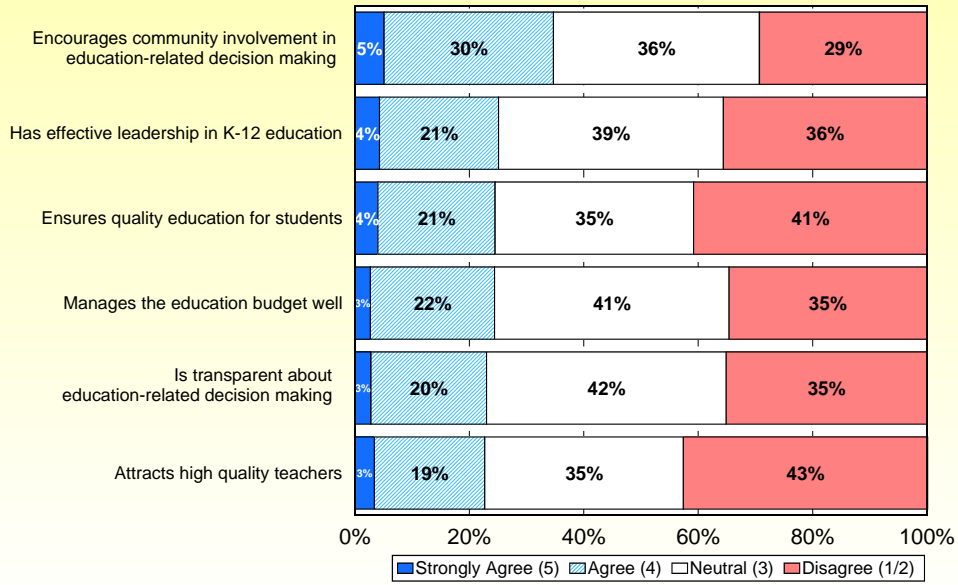
by percentage of respondents (multiple selections allowed, excluding "This question does not apply to me")



Source: ETC Institute (2016)

Overall Agreement with Statements About Durham Public Schools

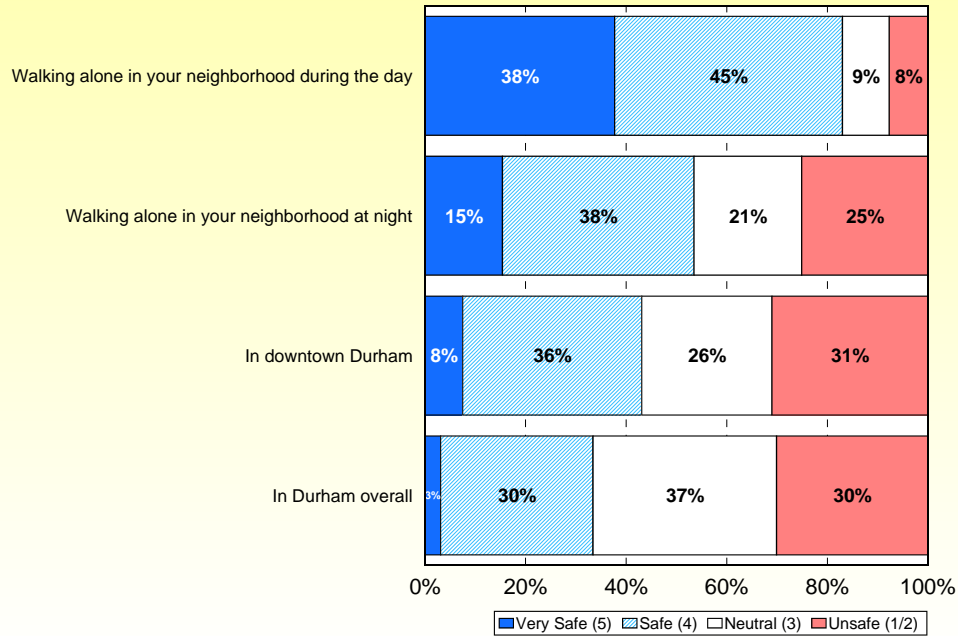
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



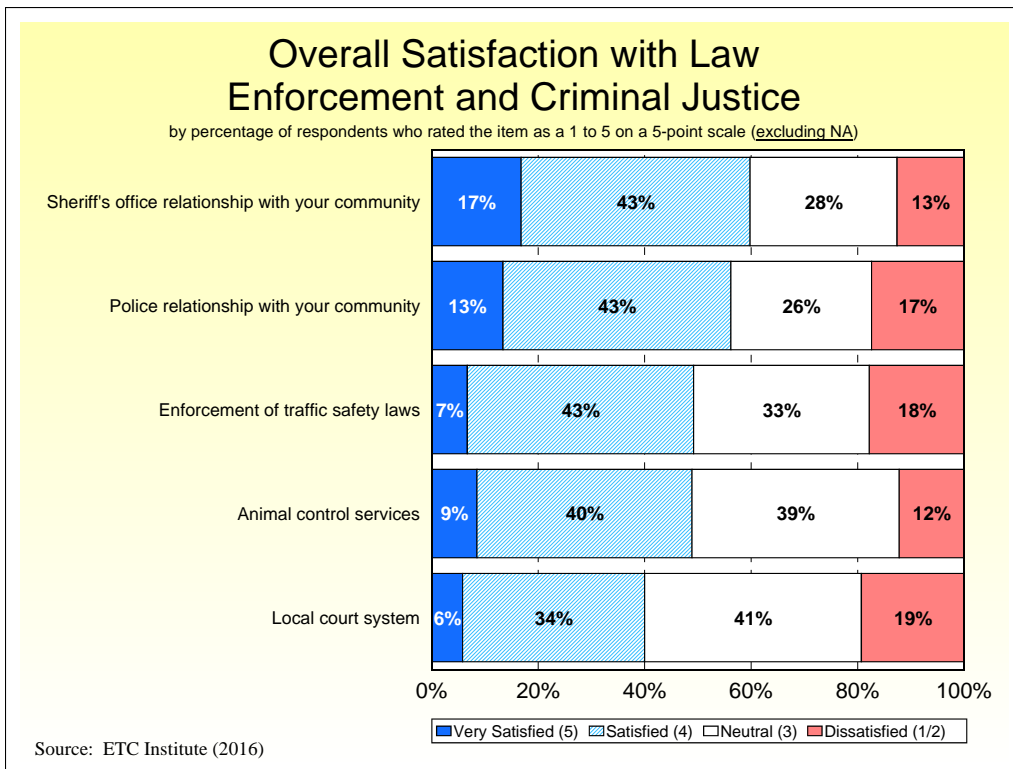
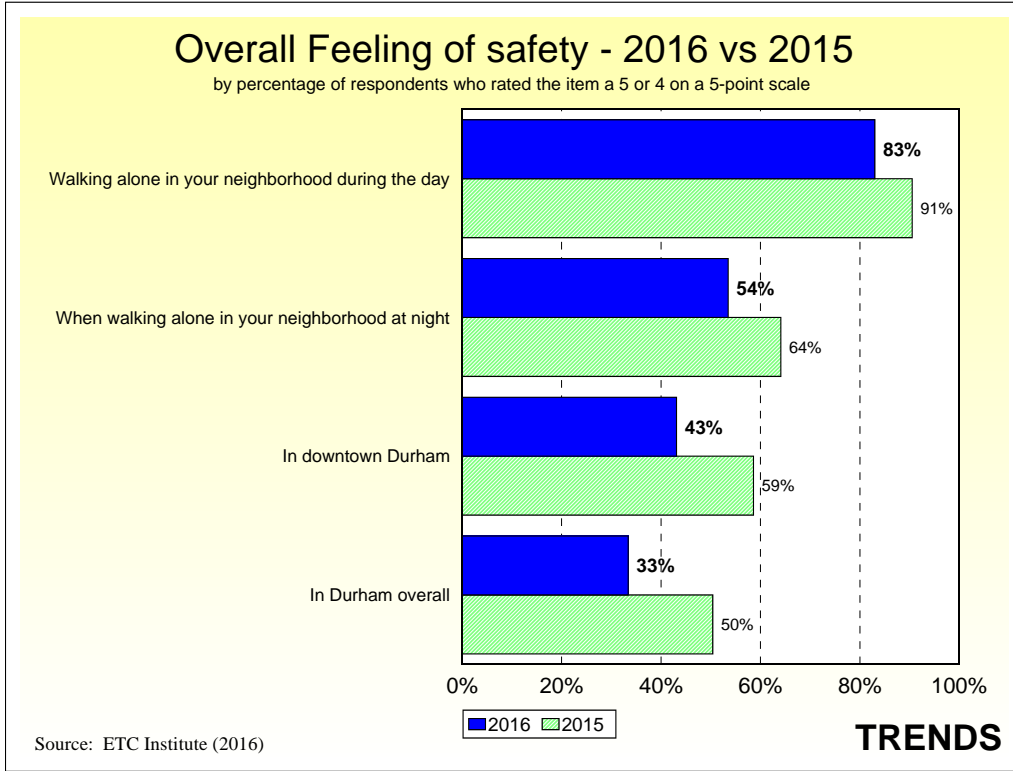
Source: ETC Institute (2016)

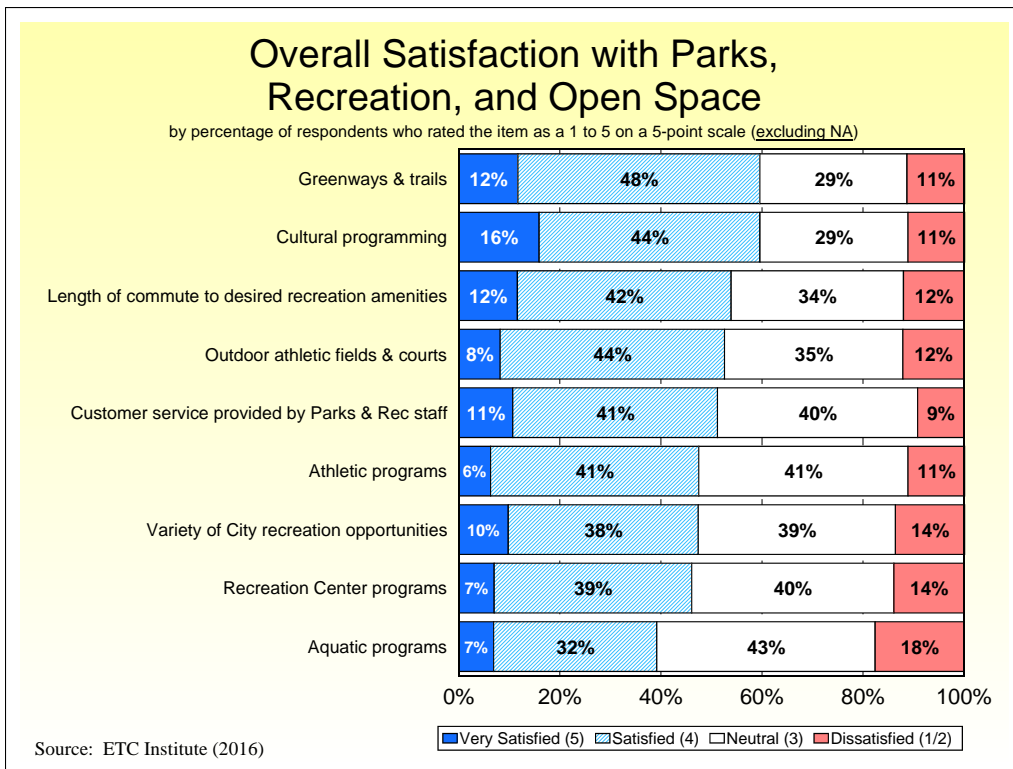
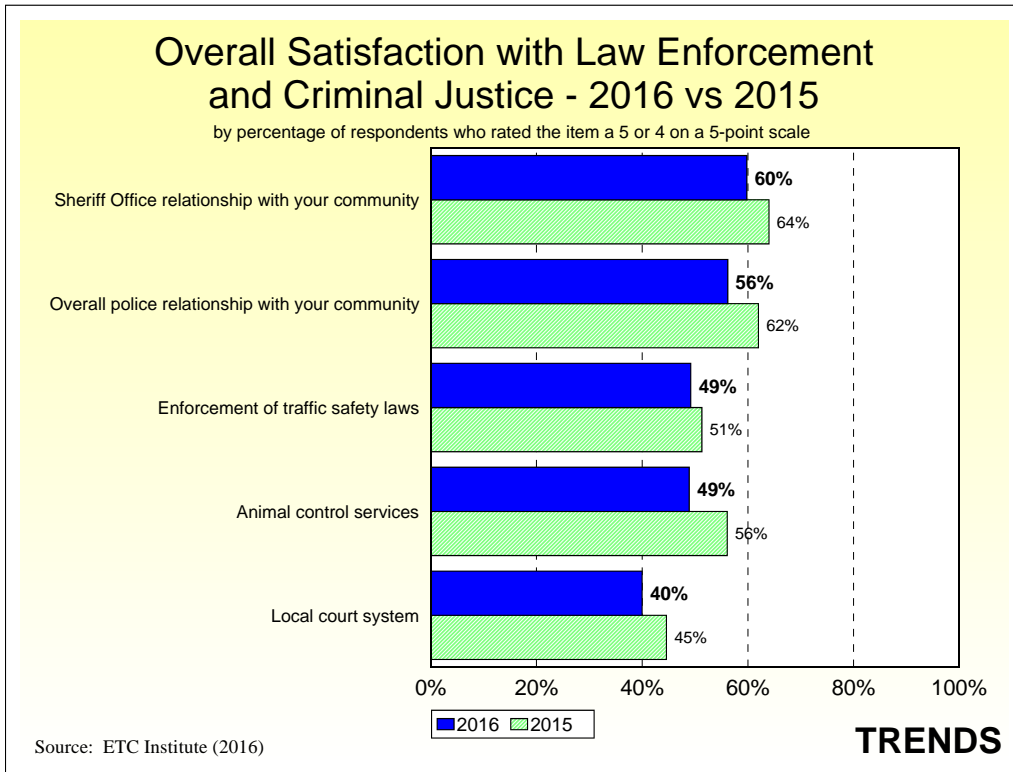
Overall Feeling of safety

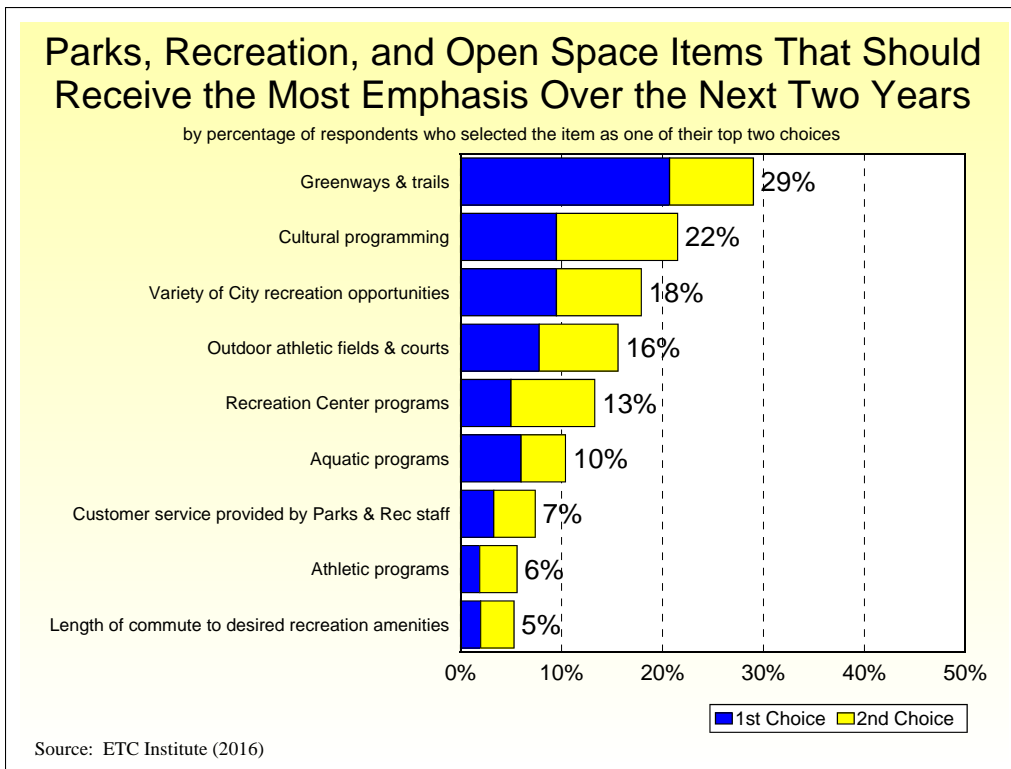
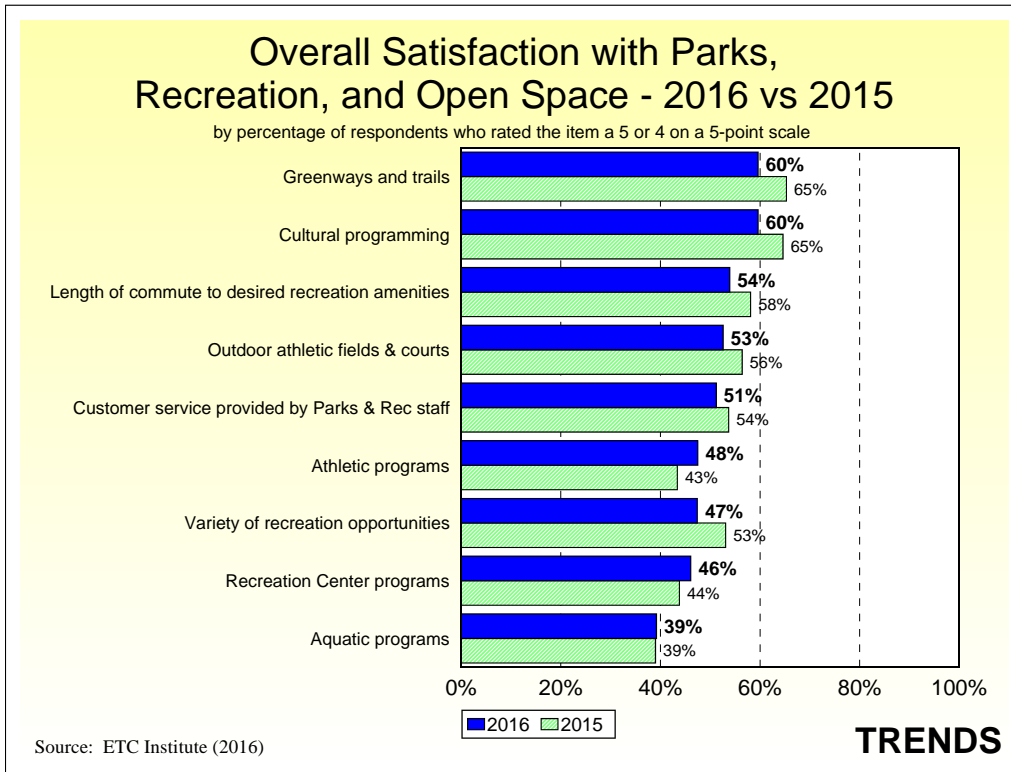
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)

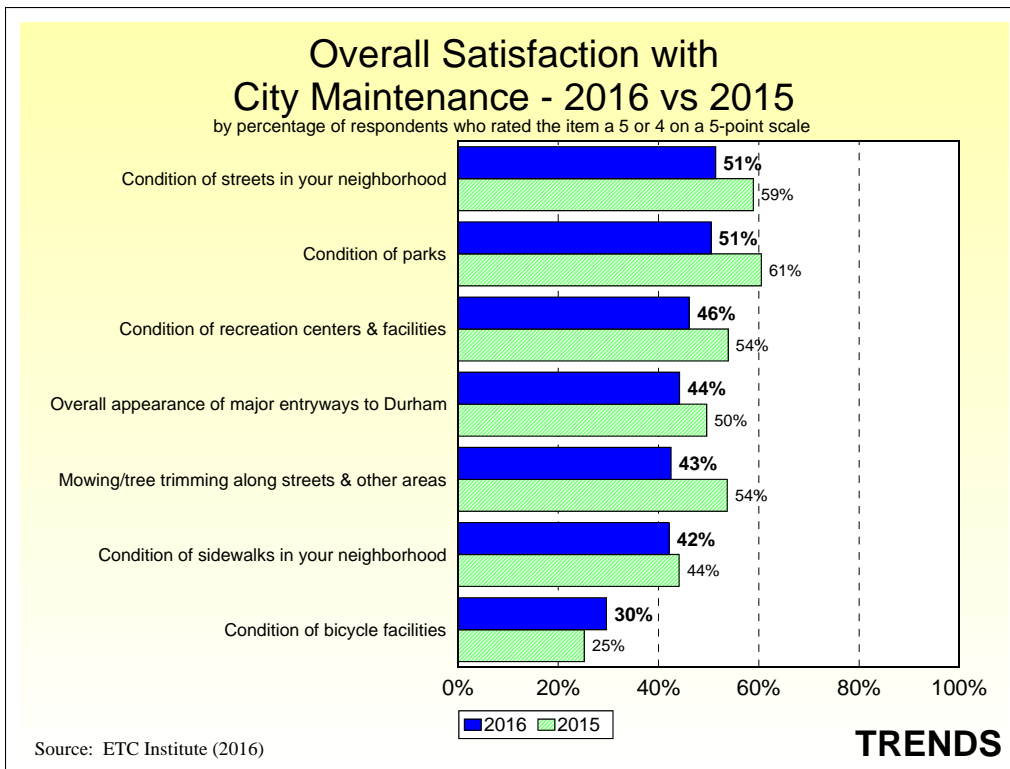
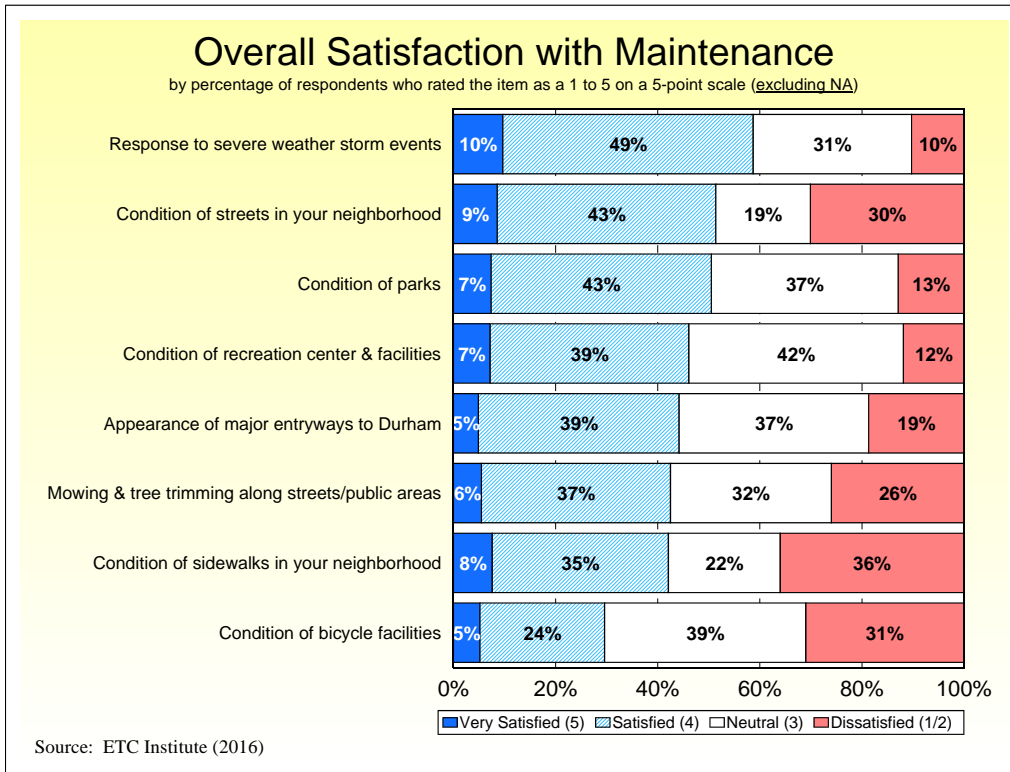


Source: ETC Institute (2016)



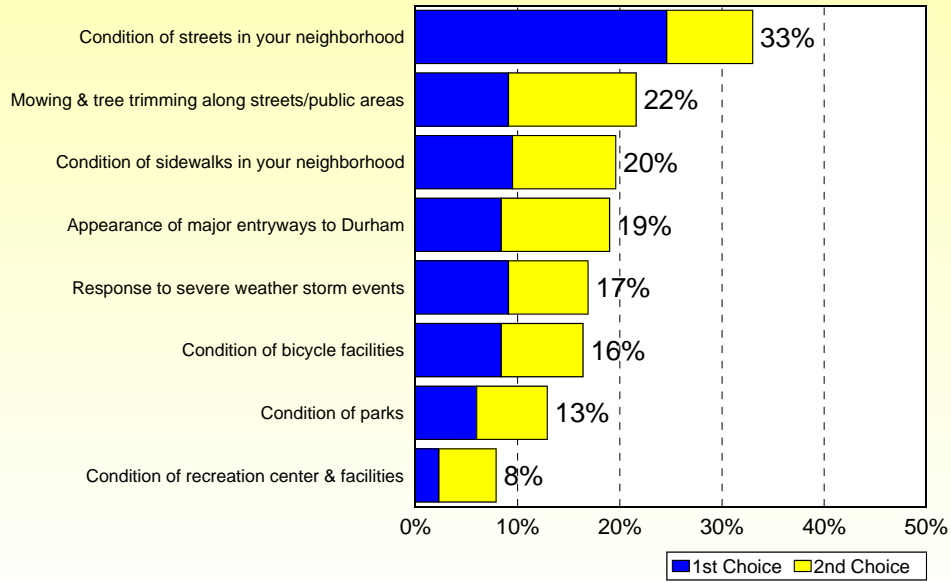






City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

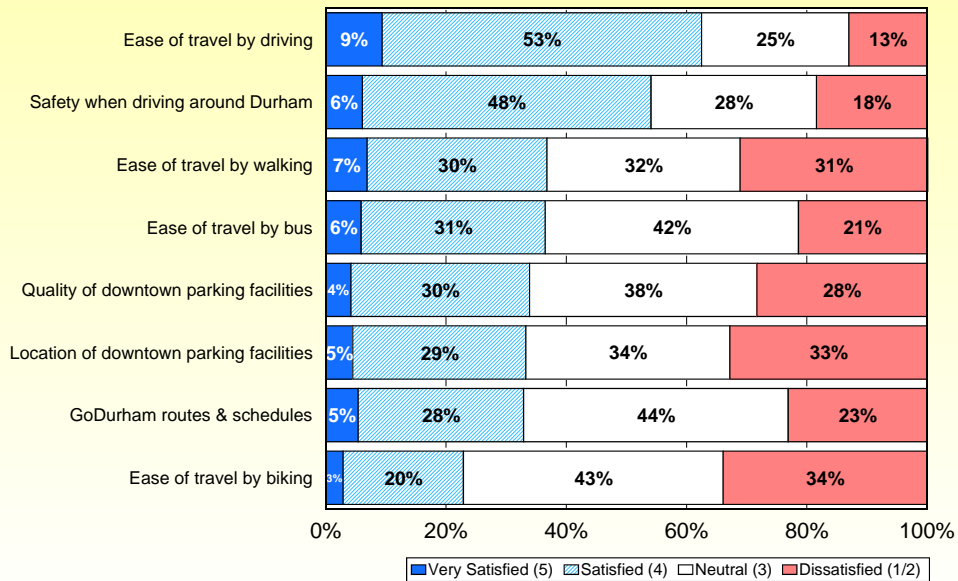
by percentage of respondents who selected the item as one of their top two choices



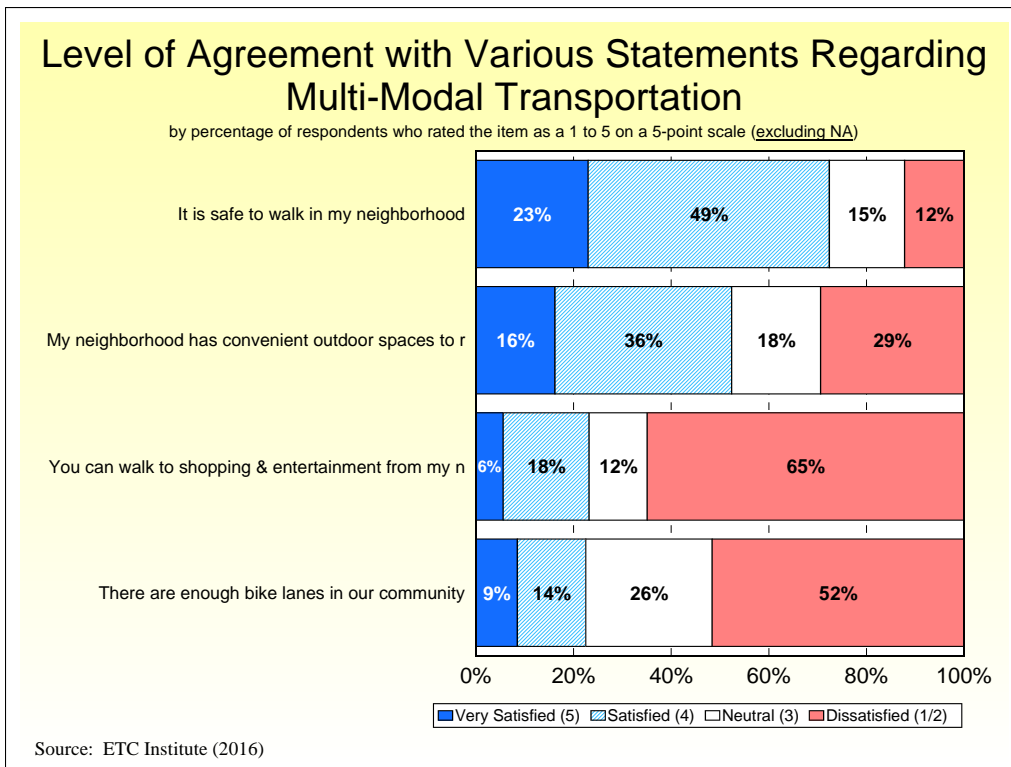
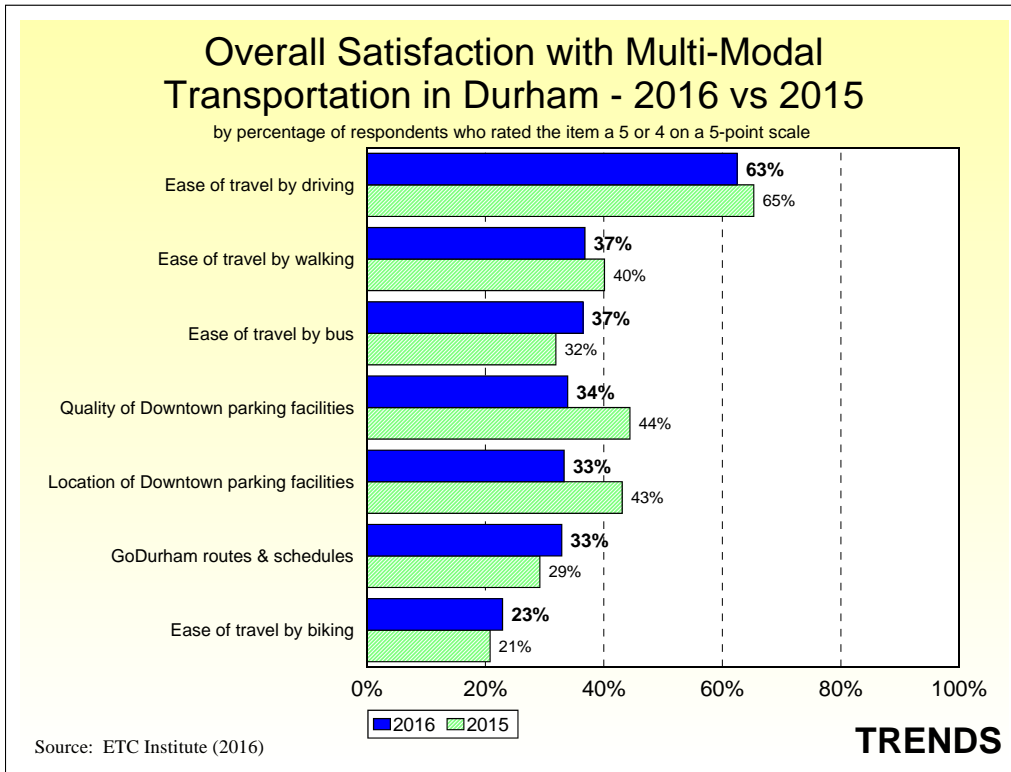
Source: ETC Institute (2016)

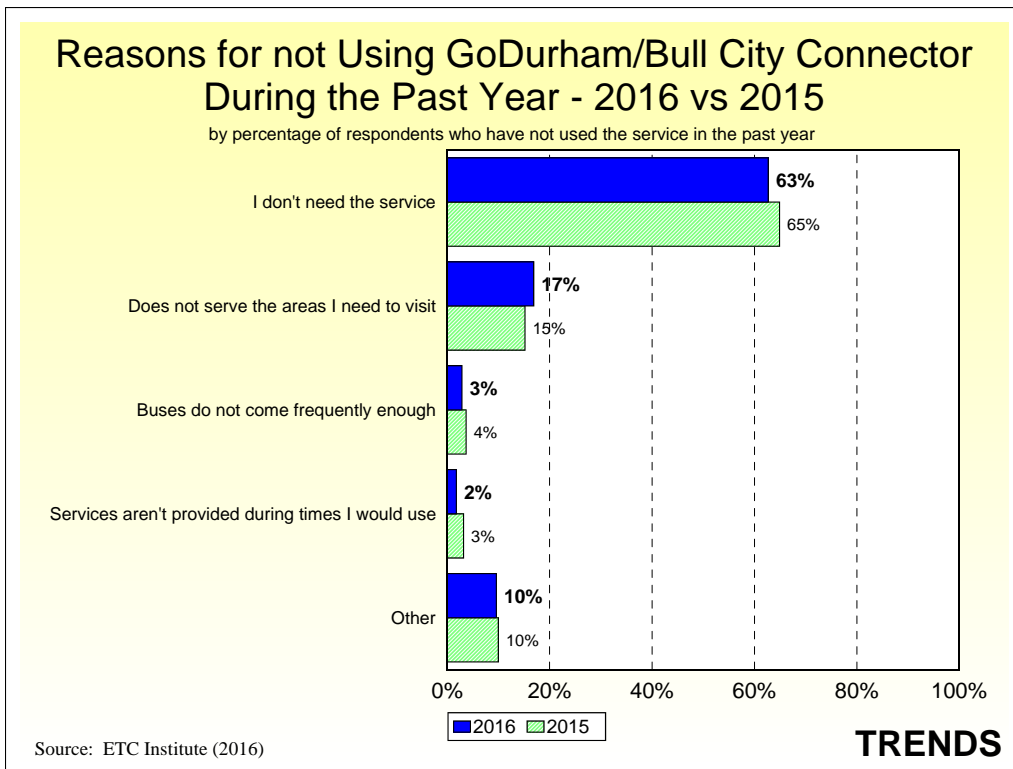
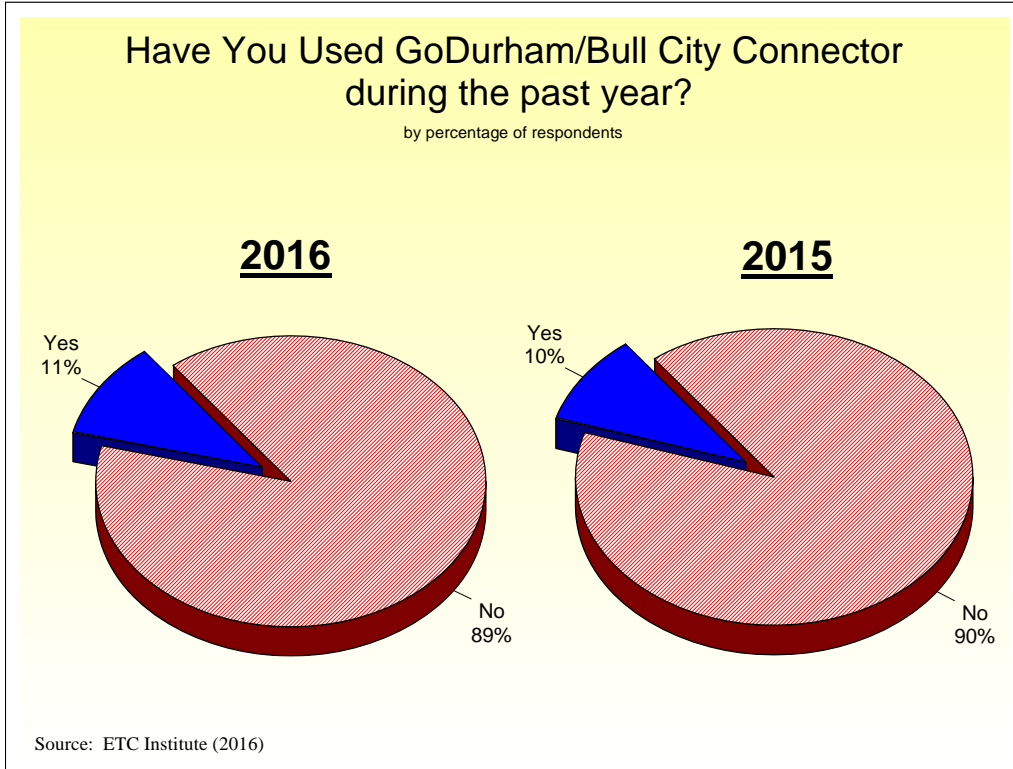
Overall Satisfaction with Multi-Modal Transportation in Durham

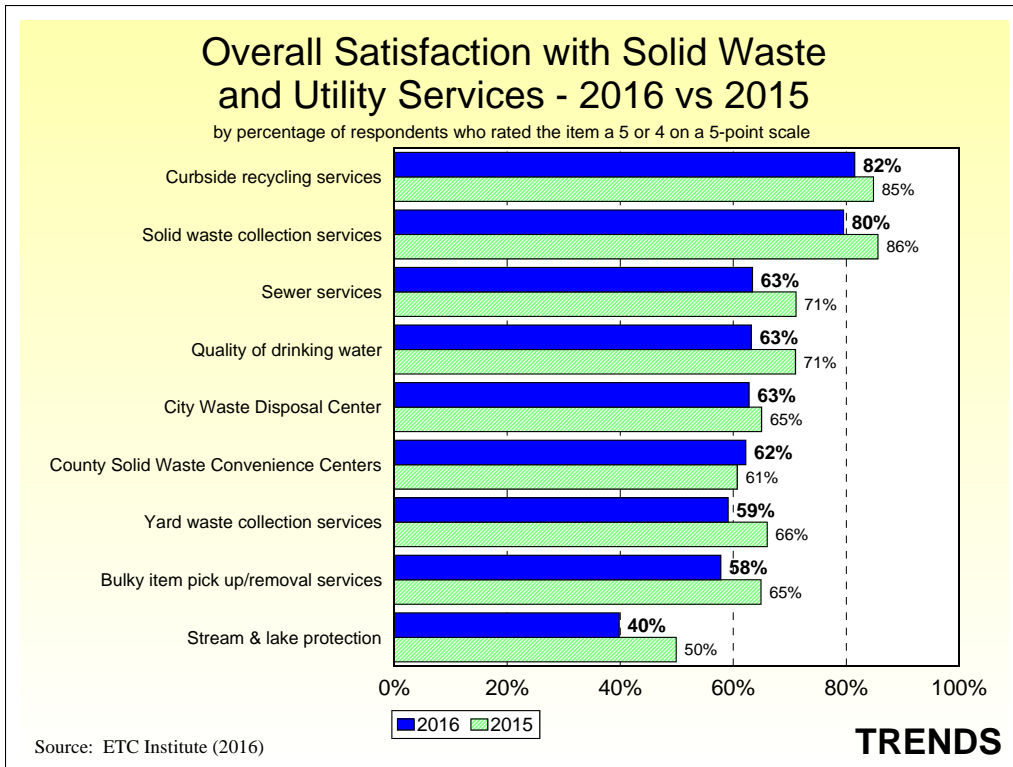
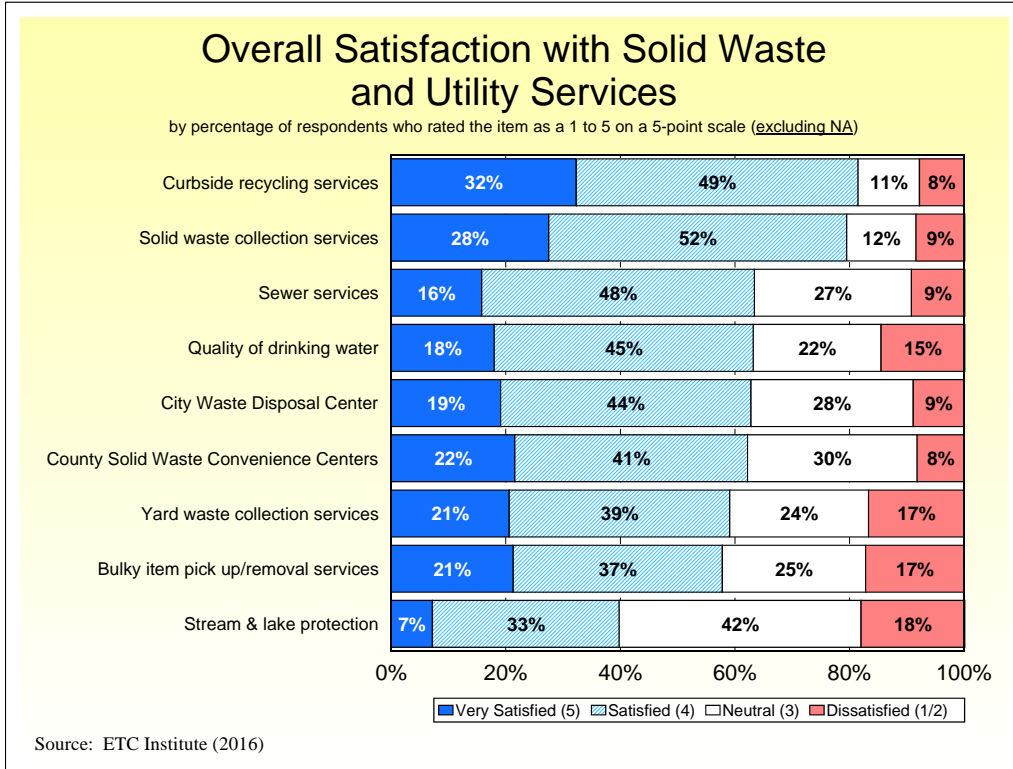
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)

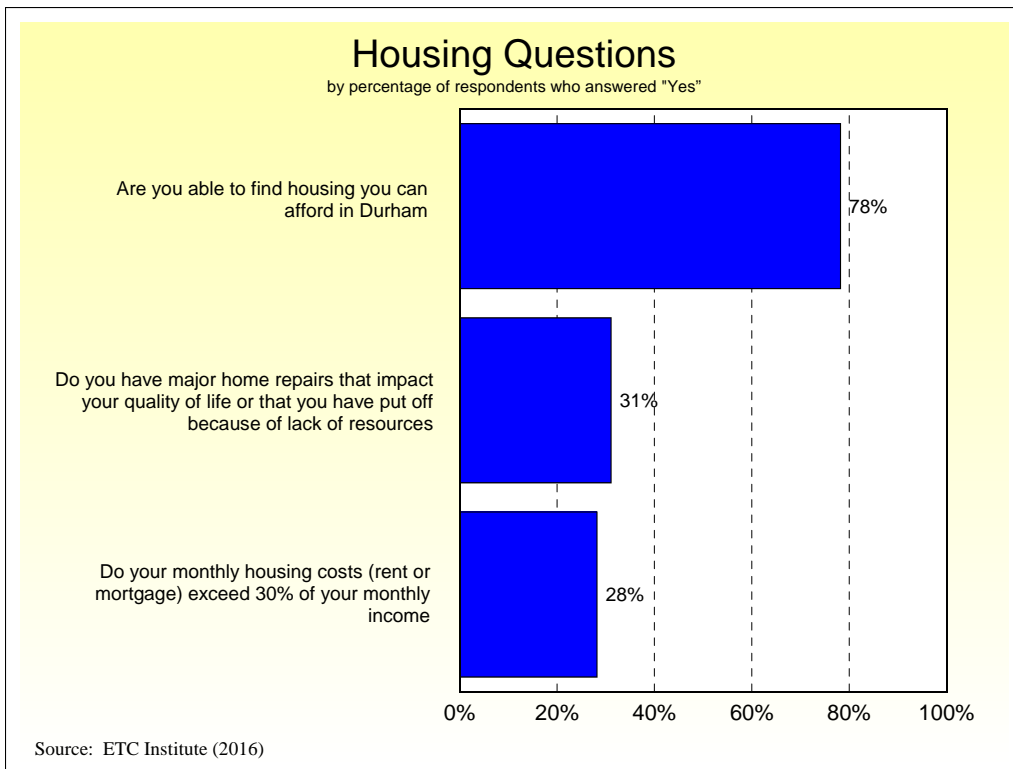
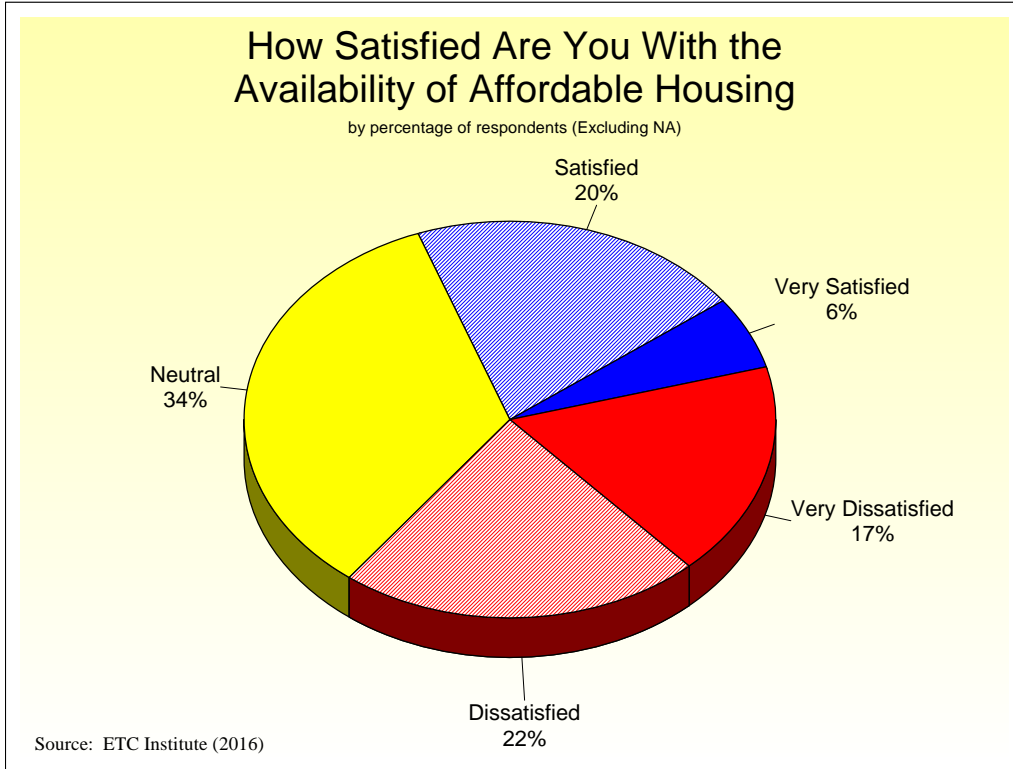


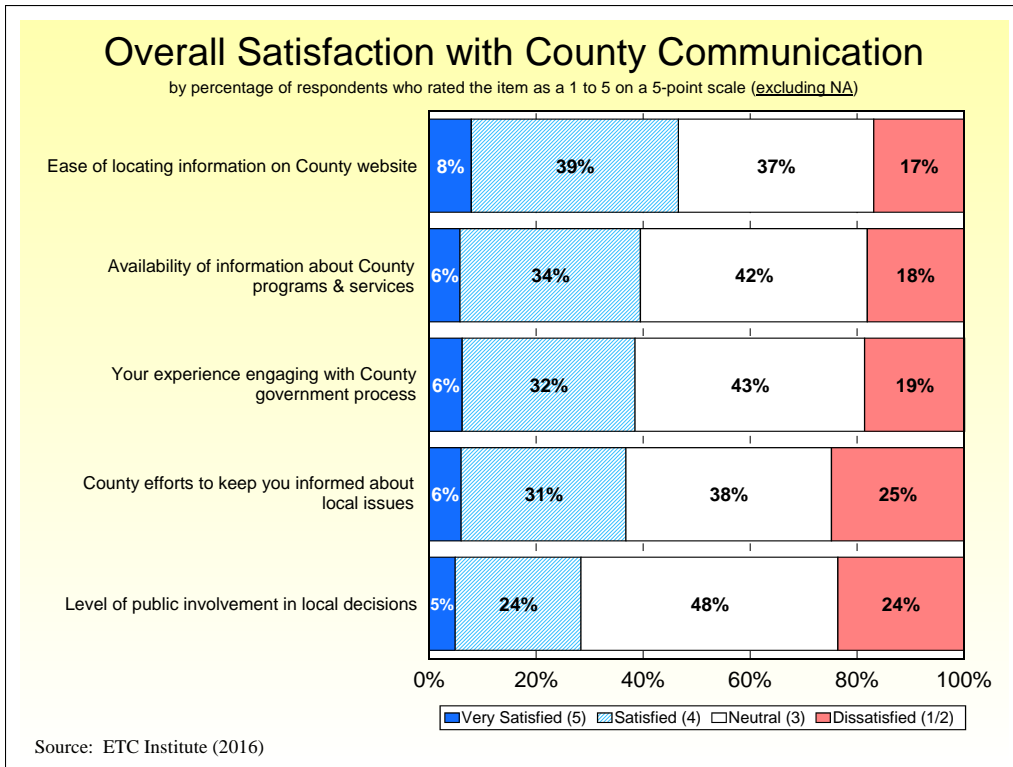
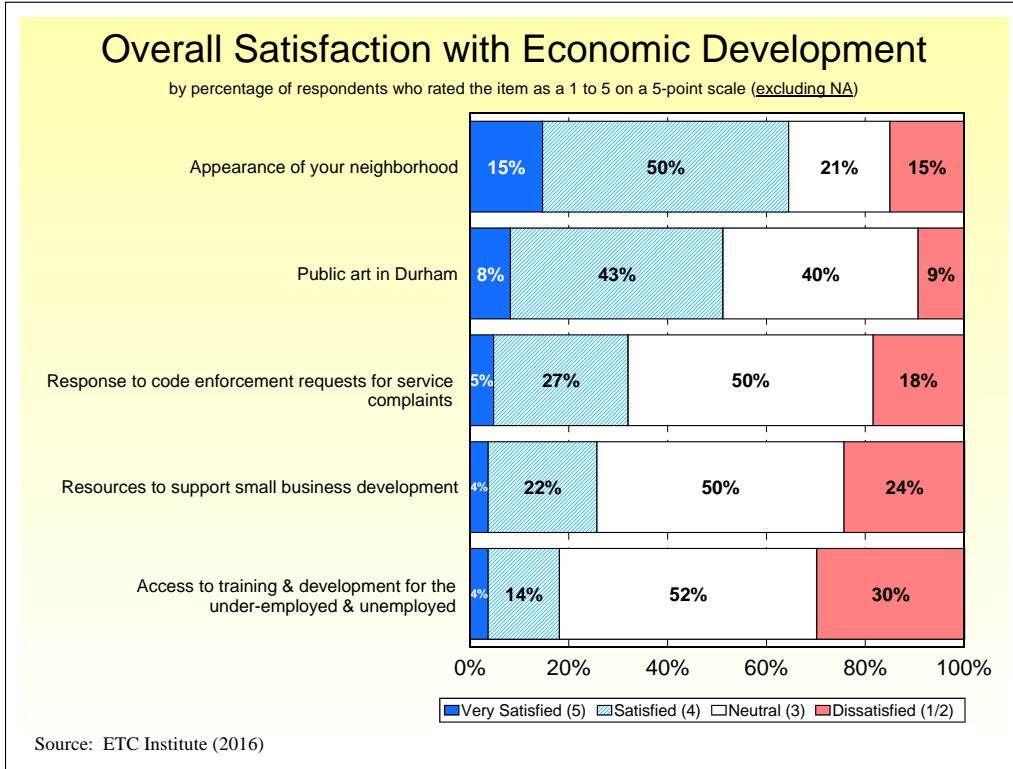
Source: ETC Institute (2016)

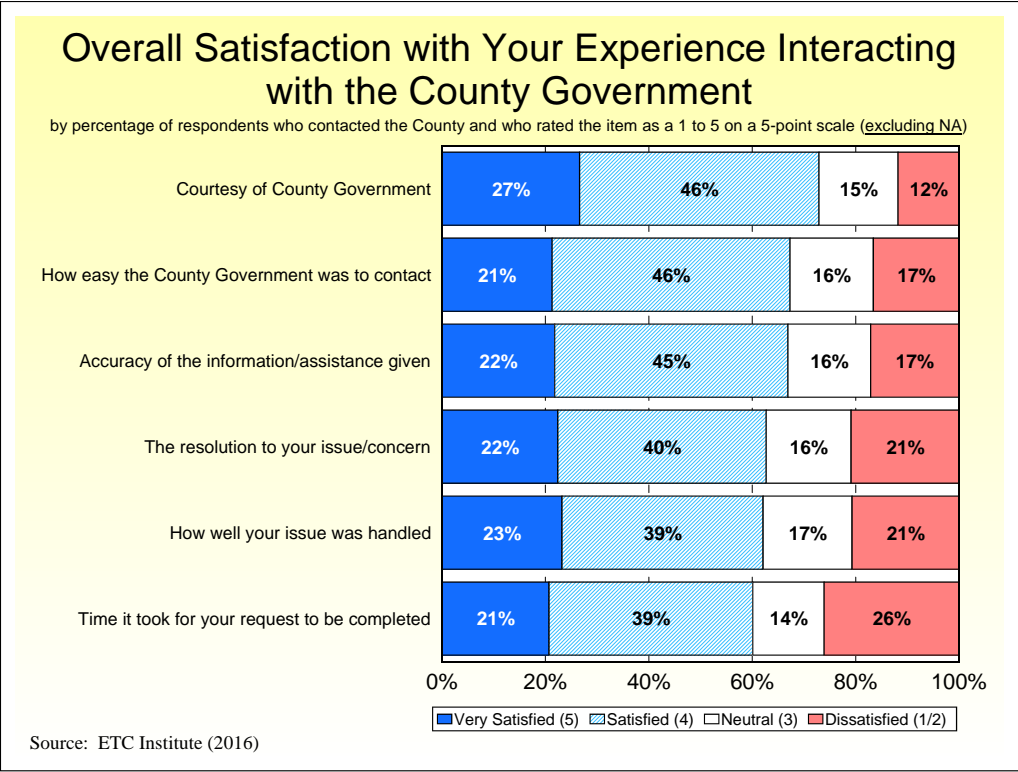
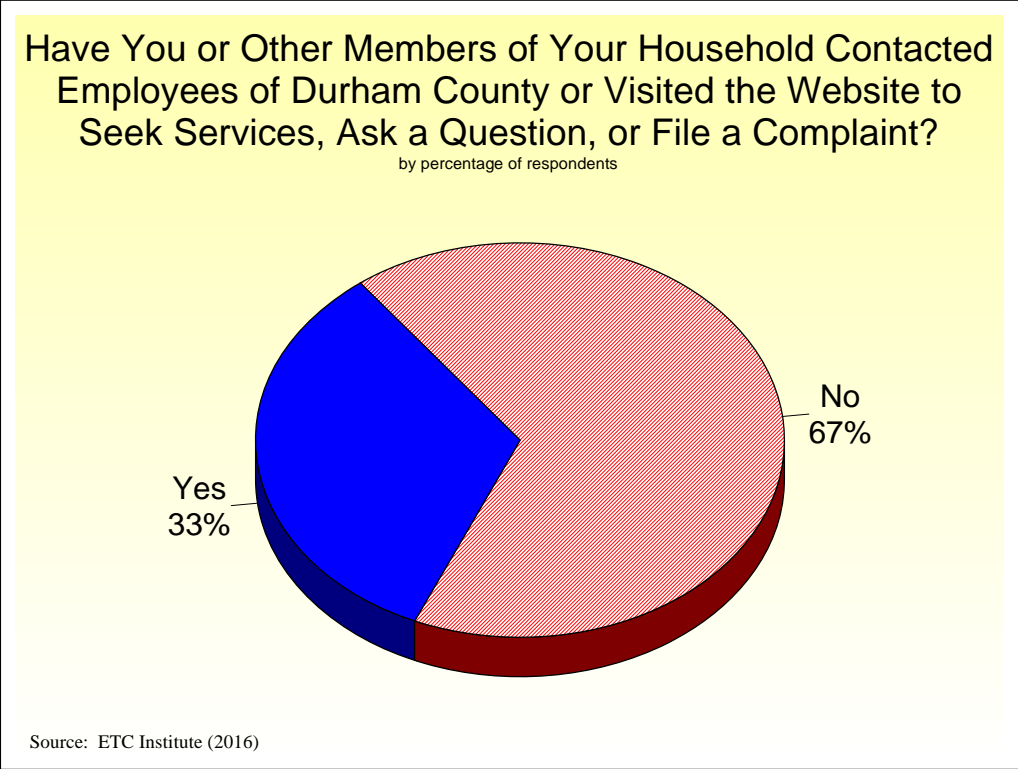






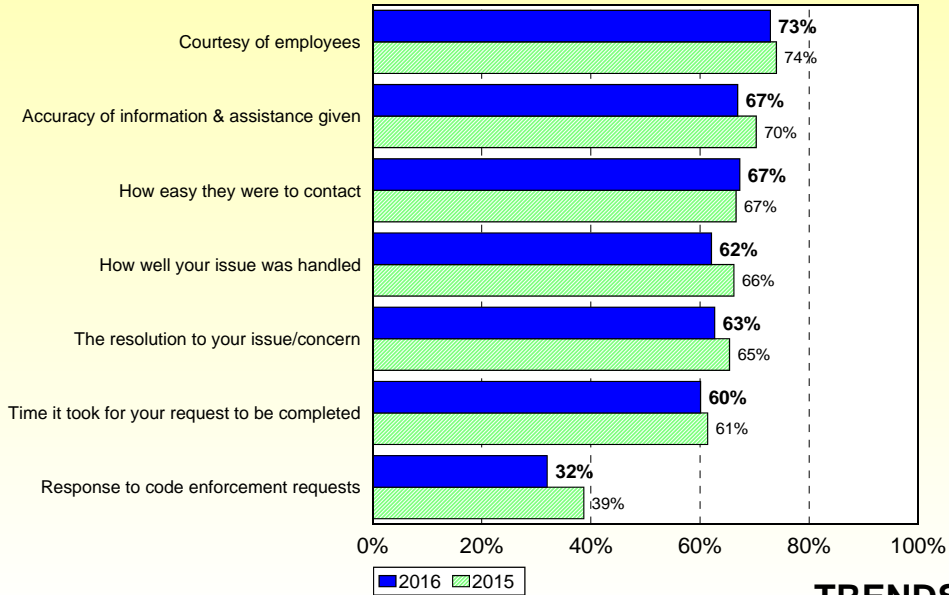






Overall Satisfaction with Your Experience Interacting with the County Government - 2016 vs 2015

by percentage of respondents who rated the item a 5 or 4 on a 5-point scale

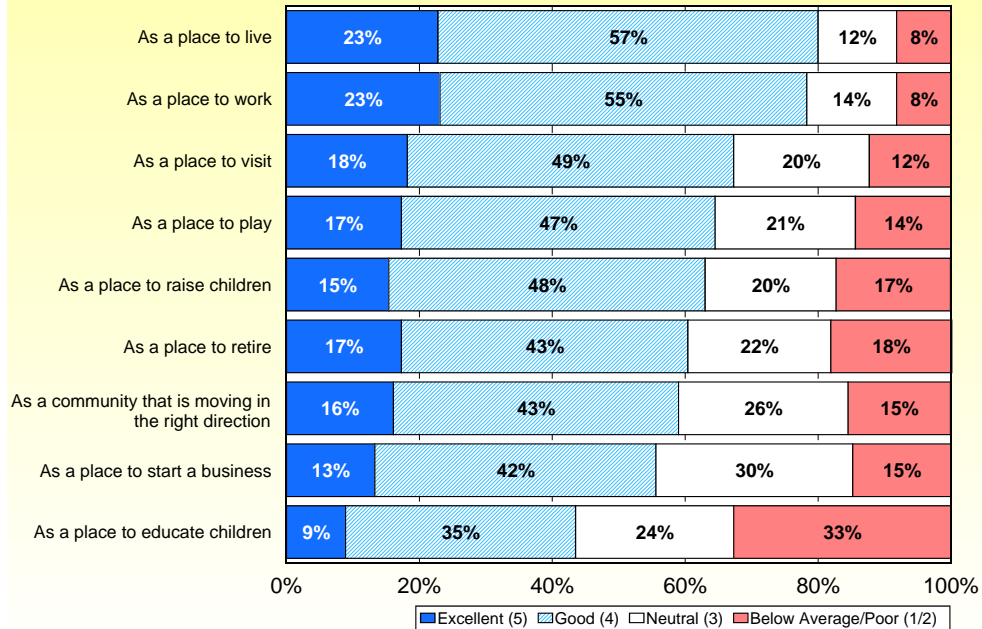


Source: ETC Institute (2016)

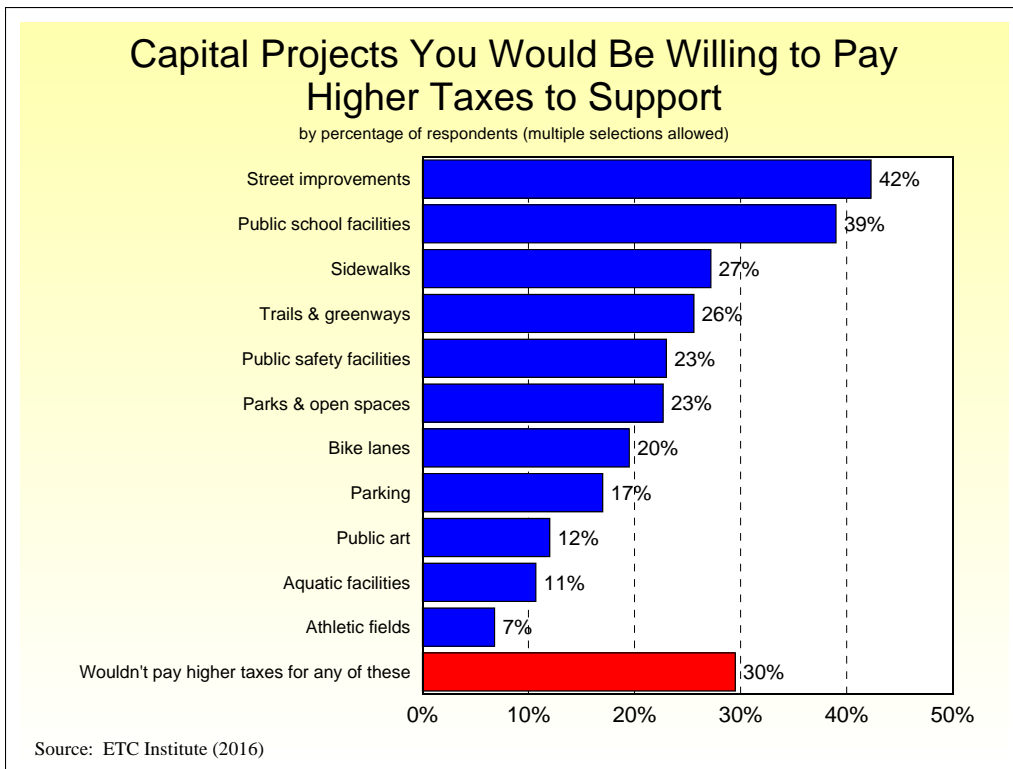
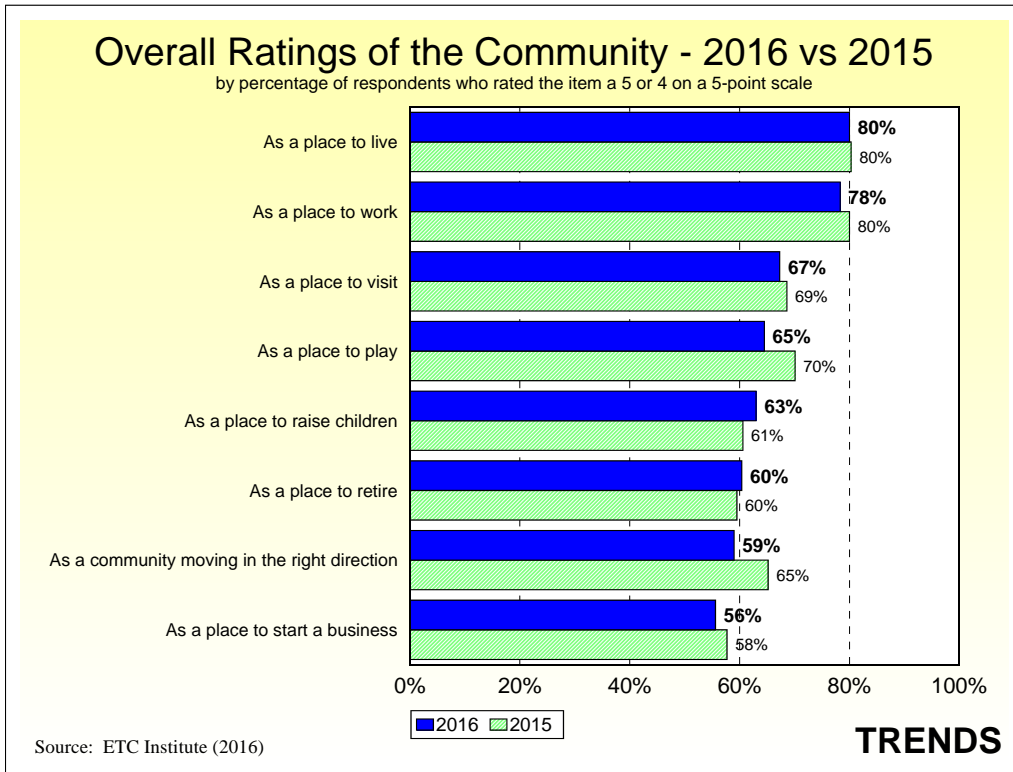
TRENDS

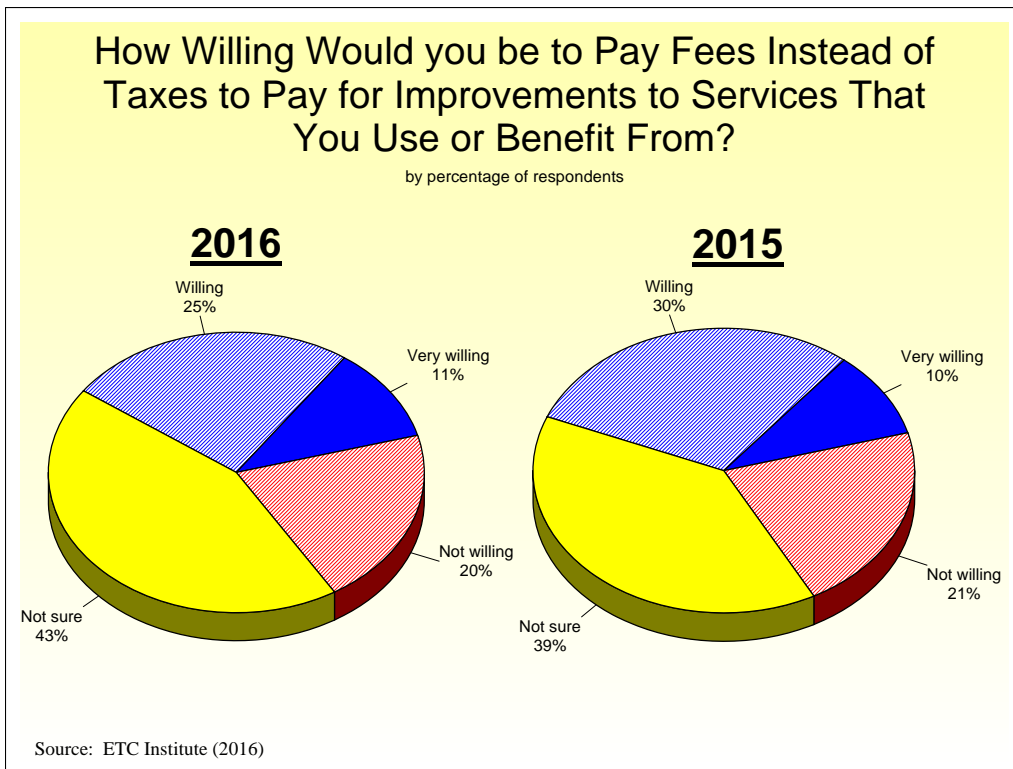
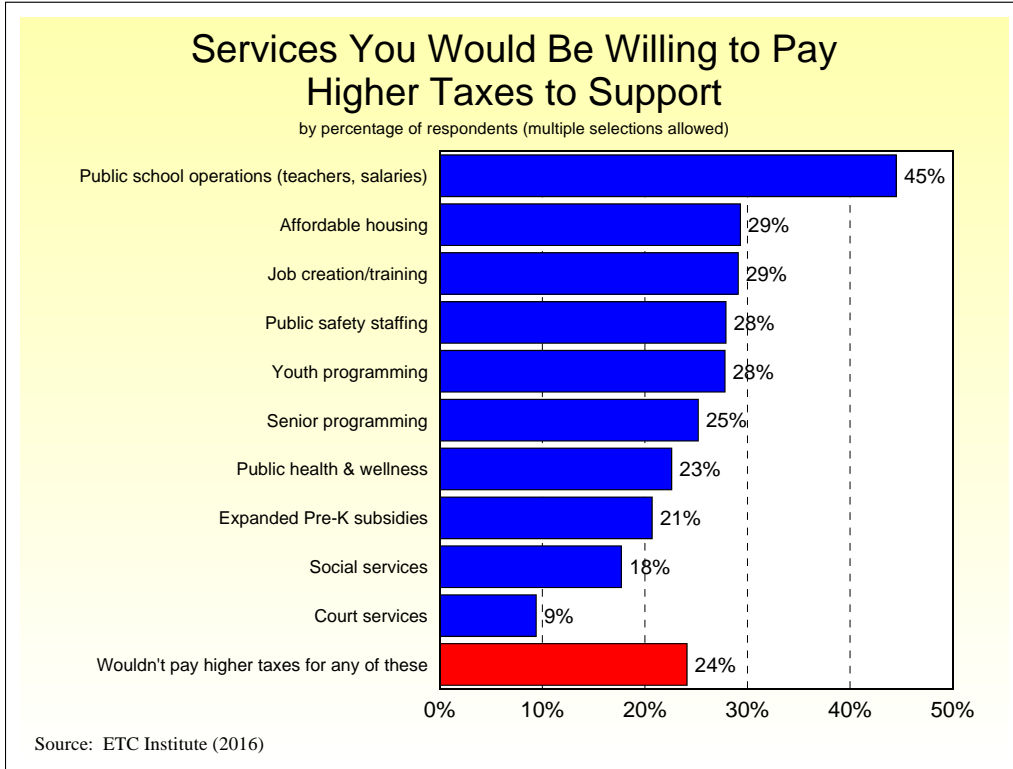
Overall Ratings of the Community

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



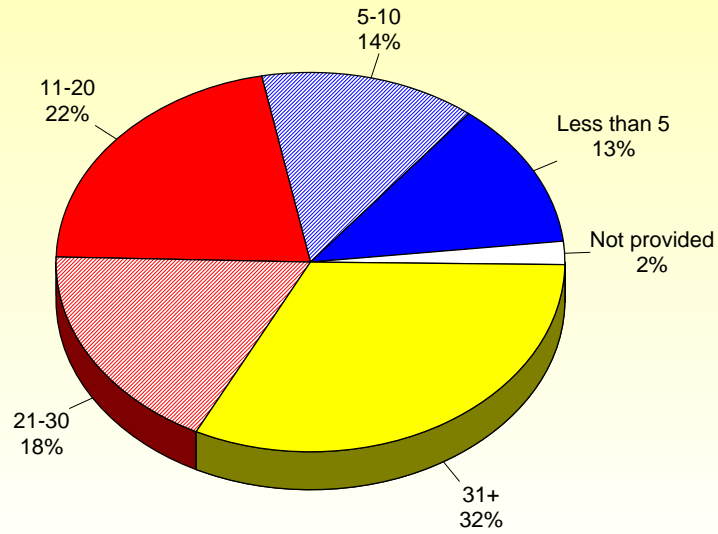
Source: ETC Institute (2016)





Demographics: Number of Years Respondents Have Lived in Durham

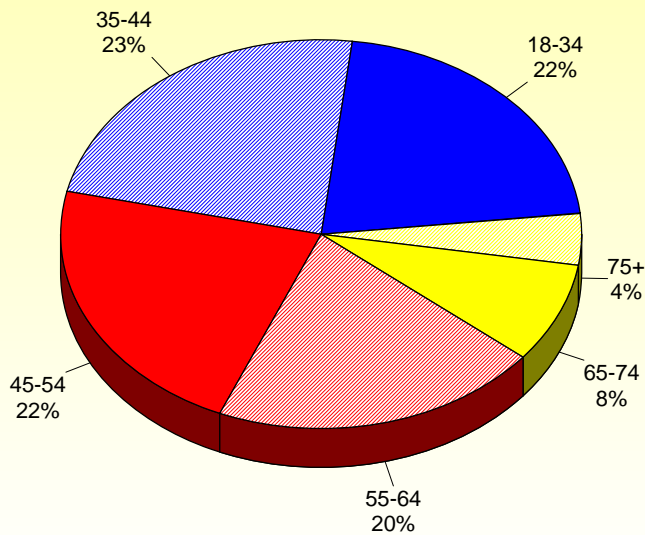
by percentage of respondents



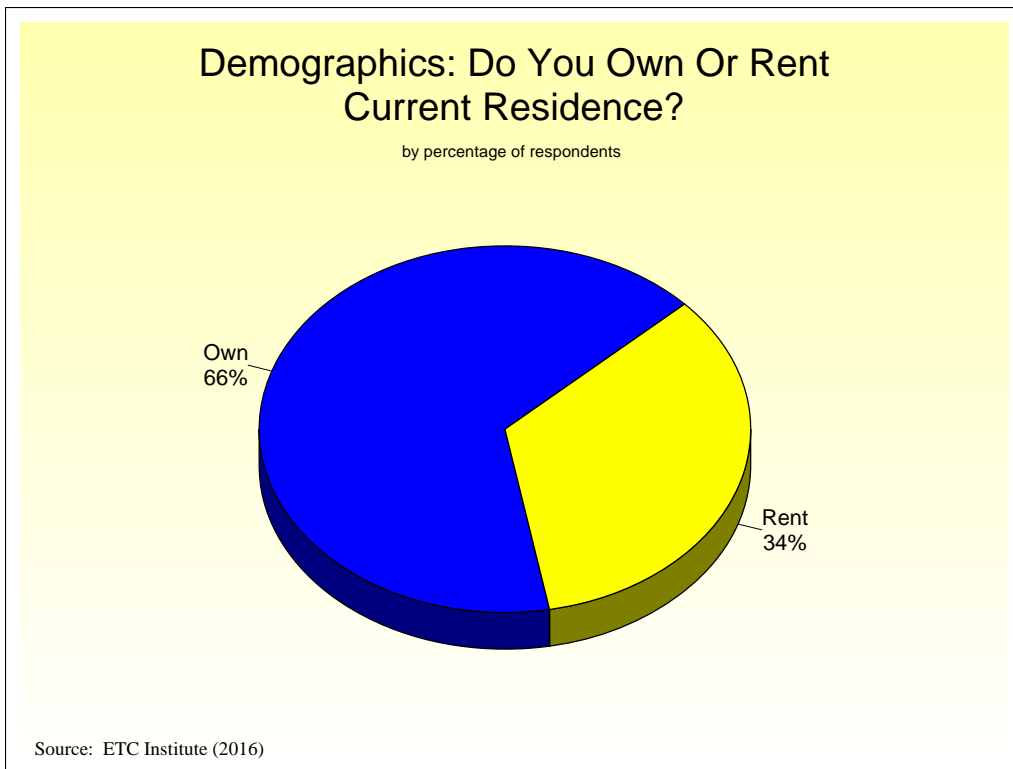
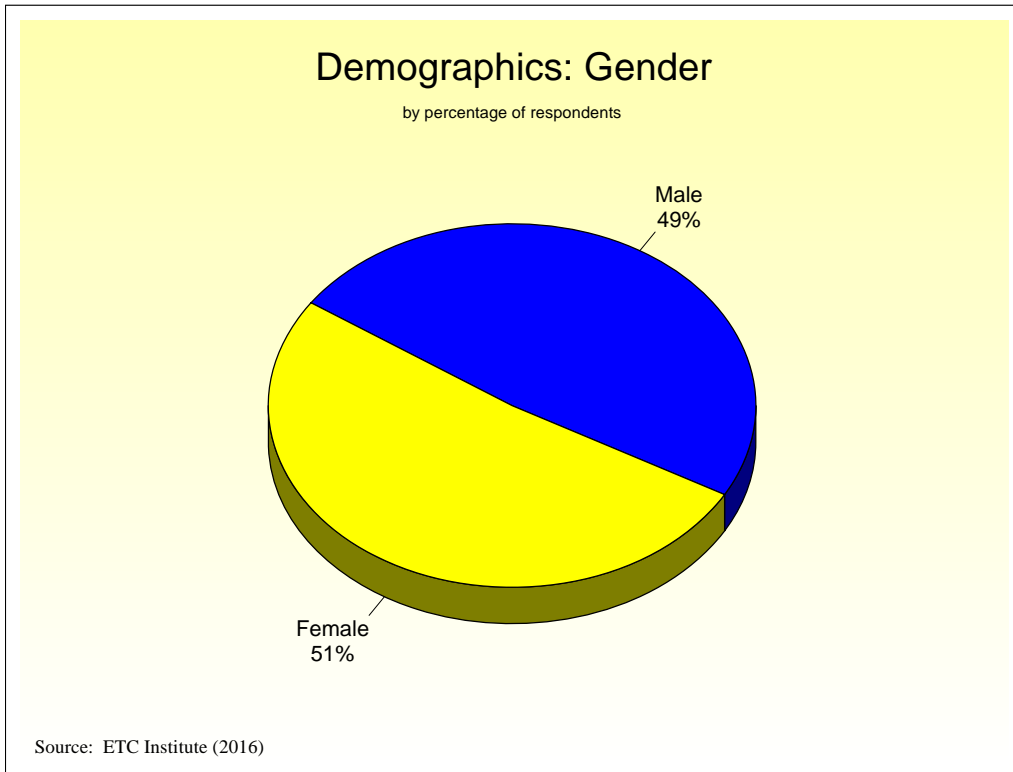
Source: ETC Institute (2016)

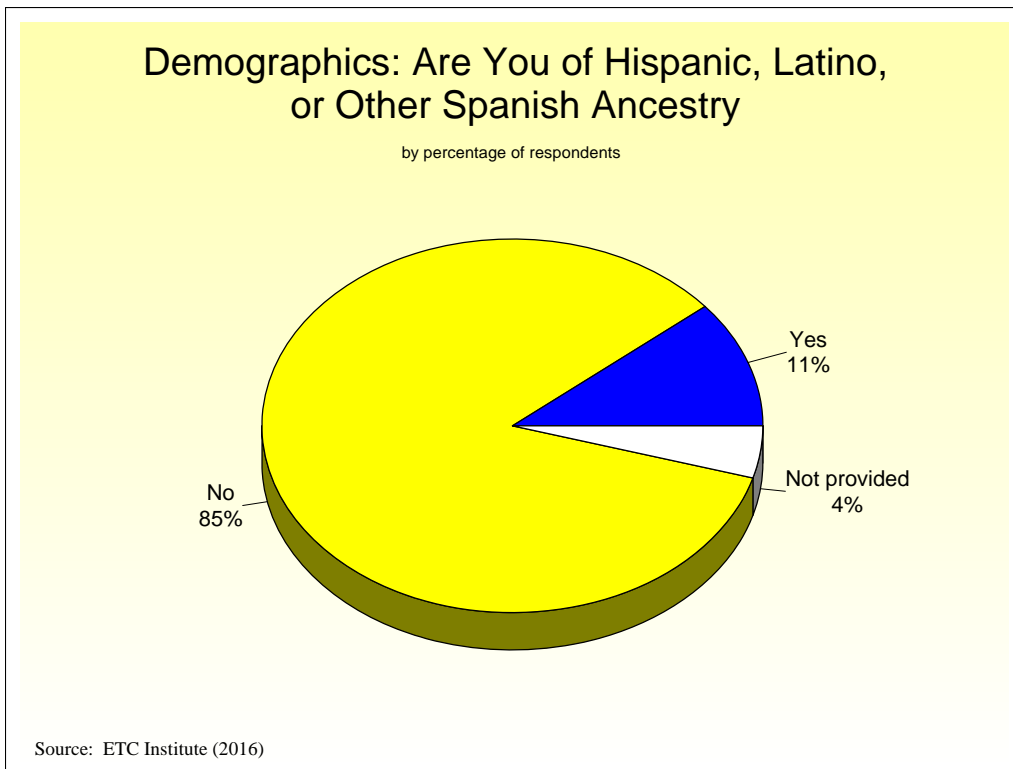
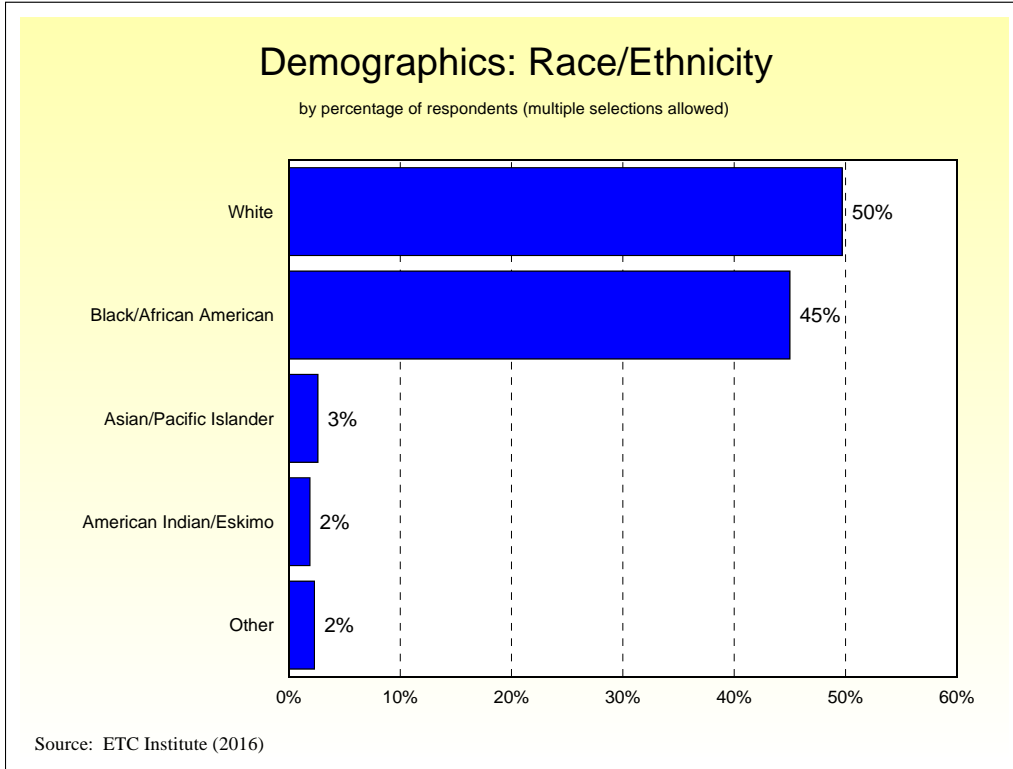
Demographics: Age of Respondents

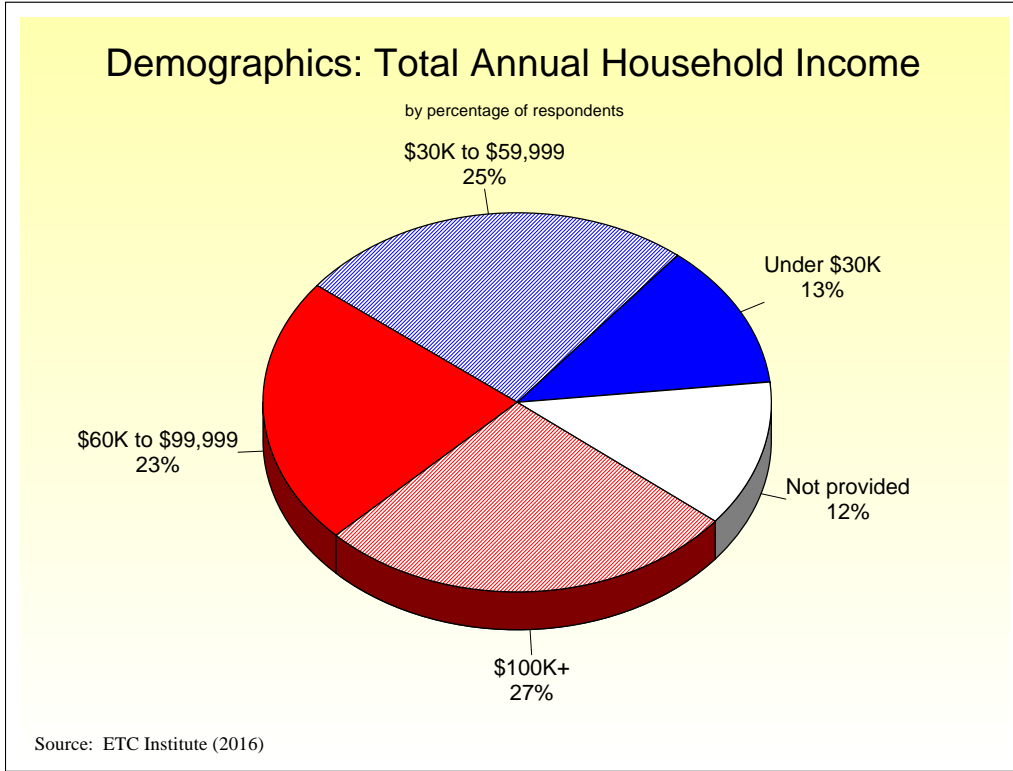
by percentage of respondents



Source: ETC Institute (2016)







Section 2

Importance Satisfaction Analysis

Importance-Satisfaction Analysis

Durham County, North Carolina

Overview

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

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the County's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of county and city services they thought should receive the most emphasis over the next two years. Forty-three percent (43%) of respondents selected *public schools* as one of the most important services for the county to provide.

With regard to satisfaction, 34% of respondents surveyed rated the County's overall performance regarding *public schools* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *public schools* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 43% was multiplied by 66% (1-0.34). This calculation yielded an I-S rating of 0.2842 which ranked first out of 24 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

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



- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the County to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

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

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

2016 Importance-Satisfaction Rating

Durham County, North Carolina

Major Categories of City and County Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Public schools	43%	1	34%	20	0.2842	1
Maintenance of City streets	35%	3	30%	23	0.2422	2
High Priority (IS .10-.20)						
Flow of traffic	23%	4	30%	24	0.1629	3
Police protection	35%	2	62%	8	0.1337	4
Medium Priority (IS <.10)						
Bicycle facilities	10%	5	32%	22	0.0693	5
Pedestrian facilities	10%	7	33%	21	0.0638	6
Public transit system	8%	8	36%	19	0.0509	7
Effectiveness of communication	8%	10	48%	13	0.0394	8
Durham County Department of Social Services	6%	11	39%	17	0.0368	9
Sheriff protection	10%	6	65%	6	0.0351	10
Tax Administration services	5%	13	42%	15	0.0305	11
Water/sewer utilities	7%	9	59%	9	0.0293	12
Enforcement of codes & ordinances	5%	14	42%	16	0.0292	13
Charter schools	4%	16	36%	18	0.0243	14
Parks/recreation programs	6%	12	63%	7	0.0222	15
Customer service from City employees	5%	15	57%	11	0.0208	16
Public Health services	3%	19	46%	14	0.0146	17
Customer service from County employees	2%	21	58%	10	0.0093	18
Library services/programs	3%	17	76%	5	0.0083	19
Response time for EMS services	2%	20	77%	4	0.0054	20
Fire protection/rescue services	3%	18	86%	1	0.0047	21
Private schools	1%	24	50%	12	0.0040	22
Response time for fire services	2%	23	79%	3	0.0039	23
EMS services	2%	22	80%	2	0.0037	24

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the County's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

2016 Importance-Satisfaction Rating

Durham County, North Carolina

Parks, Recreation, and Open Space

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Greenways & trails	29%	1	60%	1	0.1172	1
Medium Priority (IS <.10)						
Variety of City recreation opportunities	18%	3	47%	7	0.0942	2
Cultural programming	22%	2	60%	2	0.0869	3
Outdoor athletic fields & courts	16%	4	53%	4	0.0739	4
Recreation Center programs	13%	5	46%	8	0.0717	5
Aquatic programs	10%	6	39%	9	0.0632	6
Customer service provided by Parks & Rec staff	7%	7	51%	5	0.0361	7
Athletic programs	6%	8	48%	6	0.0294	8
Length of commute to desired recreation amenities	5%	9	54%	3	0.0244	9

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

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the County's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being Very Satisfied and "4" being Very Dissatisfied.

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Durham County, North Carolina

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 48 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of more than 2,000 residents across the United States living in cities with a population of more than 250,000 residents and (2) survey results from 26 large communities (population of more than 200,000 residents) where ETC Institute has administered the *DirectionFinder*® survey between January 2013 and December 2016. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this section are listed below:

- Arlington County, VA
- Austin, TX
- Dallas, TX
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Johnson County, KS
- Kansas City, MO
- King County, WA
- Las Vegas, NV
- Mecklenburg County, NC
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC
- Reno, NV
- Richmond, VA
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Tempe, AZ
- Tulsa, OK
- Yuma County, AZ

Interpreting the Charts

The **first set** of charts show how the results for Durham County compare to the national average for large U.S. cities. The blue bar shows the results for Durham County. The green bar shows the results of a national survey that was administered by ETC Institute to a random



sample of more than 2,000 U.S. residents living in cities with a population of more than 250,000 residents during the fall of 2016.

The **second set** of charts show how the results for Durham County compare to the range of performance for other large U.S. communities where ETC Institute has administered a *DirectionFinder*® survey since 2013. A total of 26 large U.S. communities were included in this analysis (these communities are listed on the previous page). The Horizontal blue bar shows the range of performance for each of the areas that were surveyed. The percentage on the left shows the results for the worst performing community. The percentage on the right shows the results for the best performing community. The yellow dot shows the results for Durham County. The green vertical bar shows the average for the 26 large communities.

National Benchmarks

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

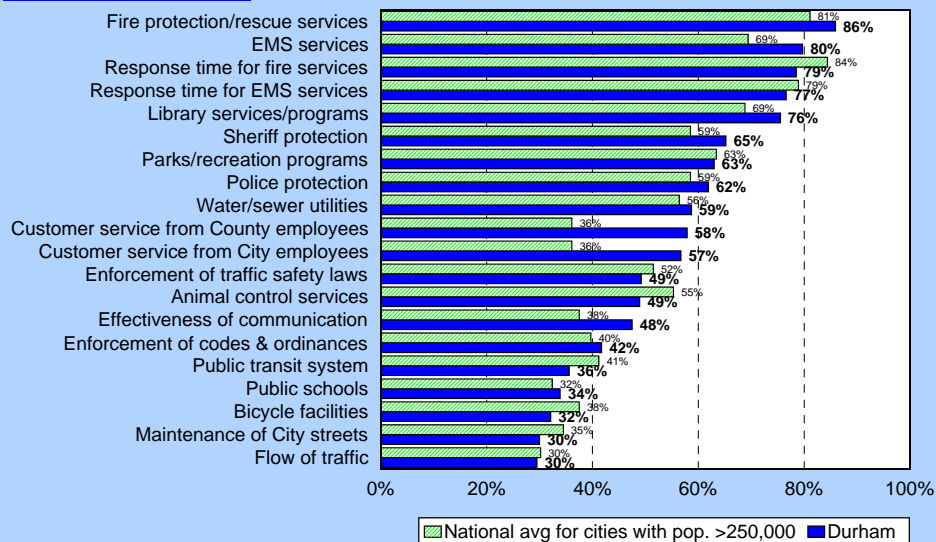
The national averages shown in these charts are based on the results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents living in communities with a population of more than 250,000 residents during the fall of 2016.

Satisfaction with Major Categories of Services

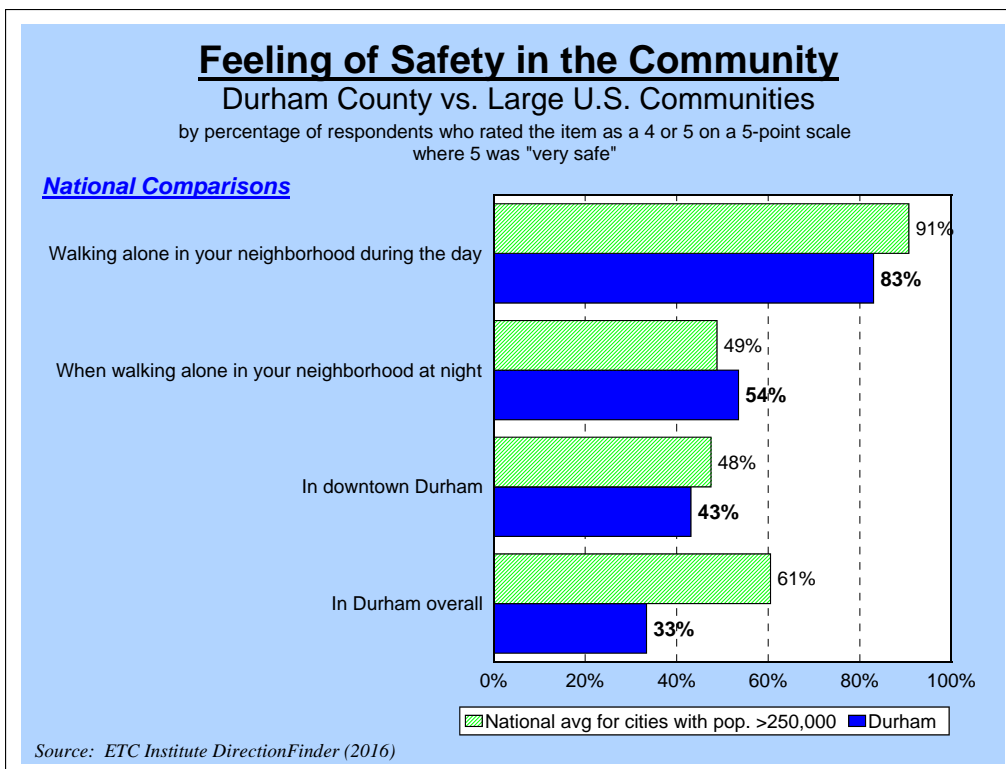
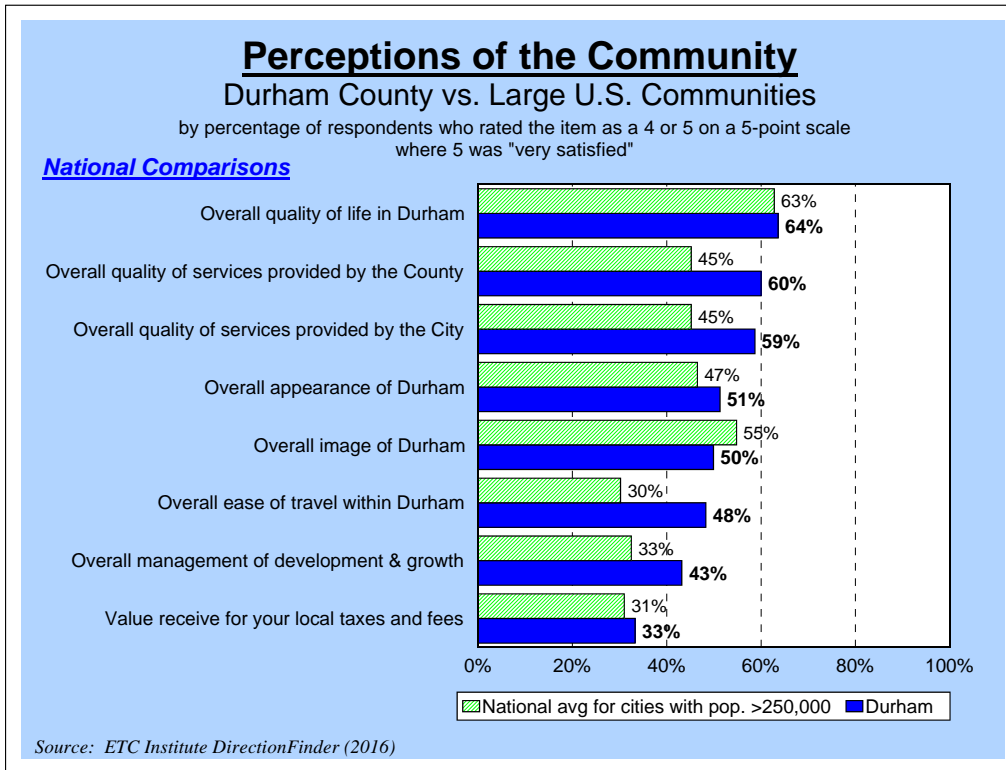
Durham County vs. Large U.S. Communities

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

National Comparisons



Source: ETC Institute DirectionFinder (2016)

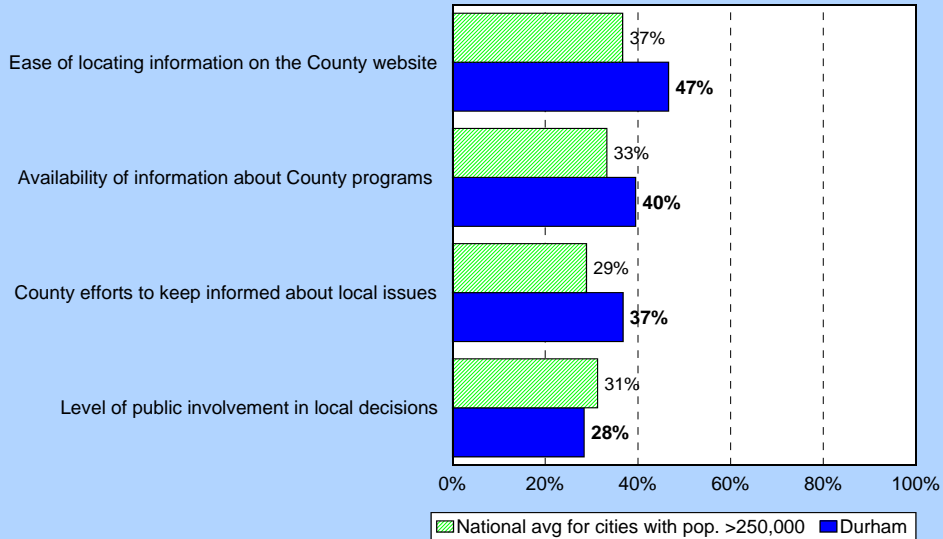


Satisfaction with Communication

Durham County vs. Large U.S. Communities

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

National Comparisons



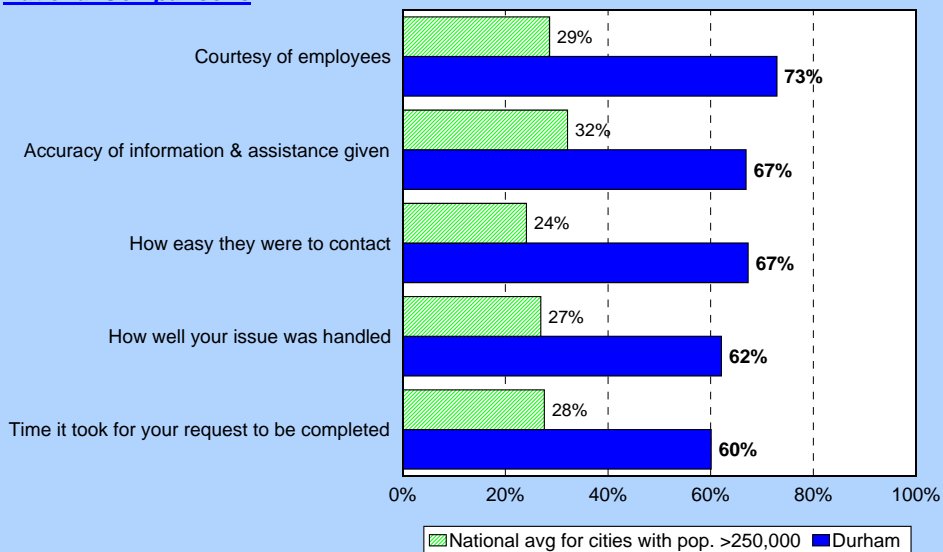
Source: ETC Institute DirectionFinder (2016)

Satisfaction with Customer Service

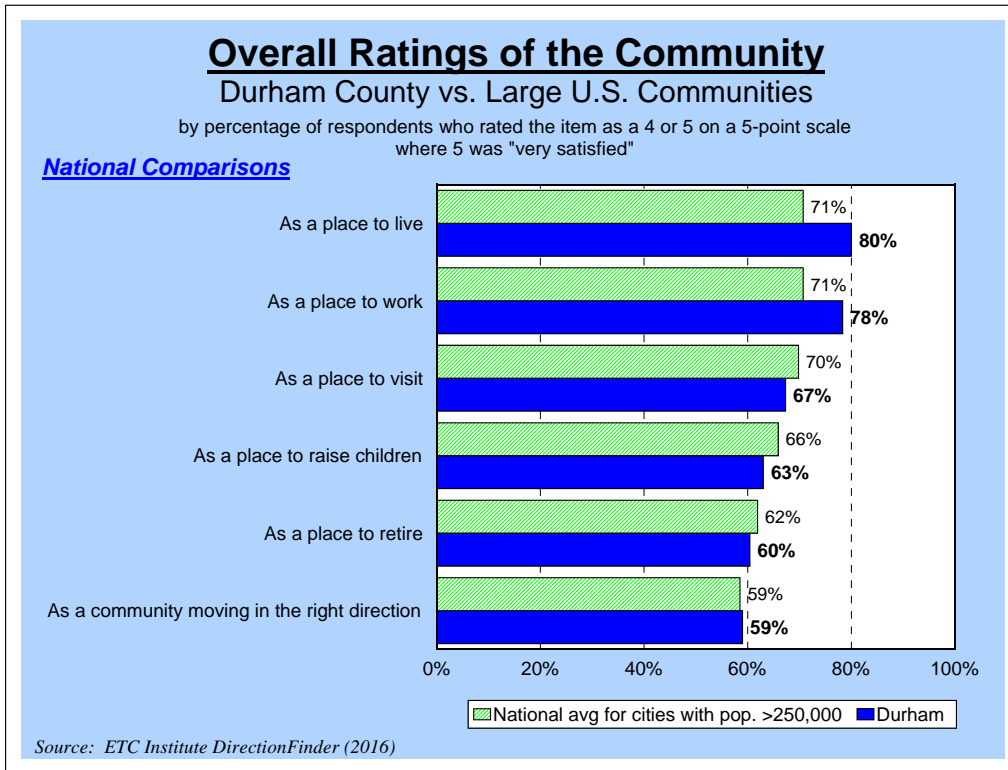
Durham County vs. Large U.S. Communities

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

National Comparisons



Source: ETC Institute DirectionFinder (2016)



Comparison to a Range of Performance

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

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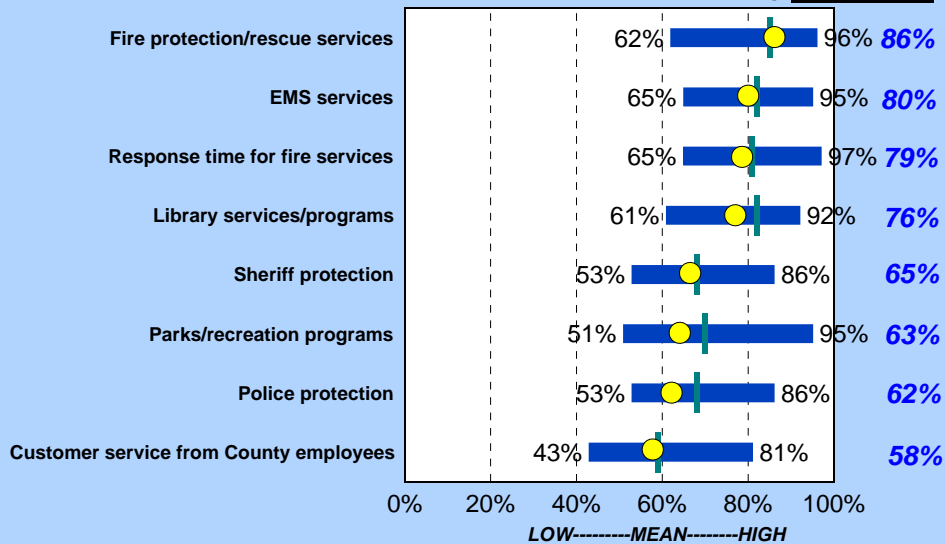
Benchmarking Communities

- Arlington County, VA
- Austin, TX
- Dallas, TX
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Johnson County, KS
- Kansas City, MO
- King County, WA
- Las Vegas, NV
- Mecklenburg County, NC
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC
- Reno, NV
- Richmond, VA
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Tempe, AZ
- Tulsa, OK
- Yuma County, AZ

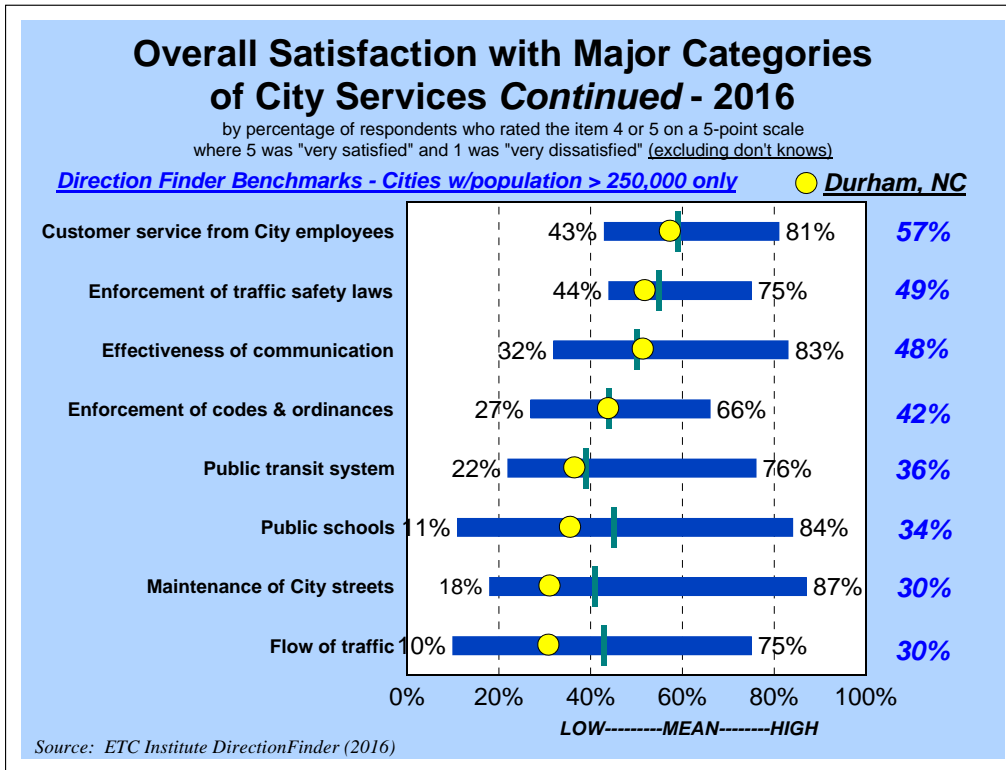
Overall Satisfaction with Major Categories of City Services - 2016

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

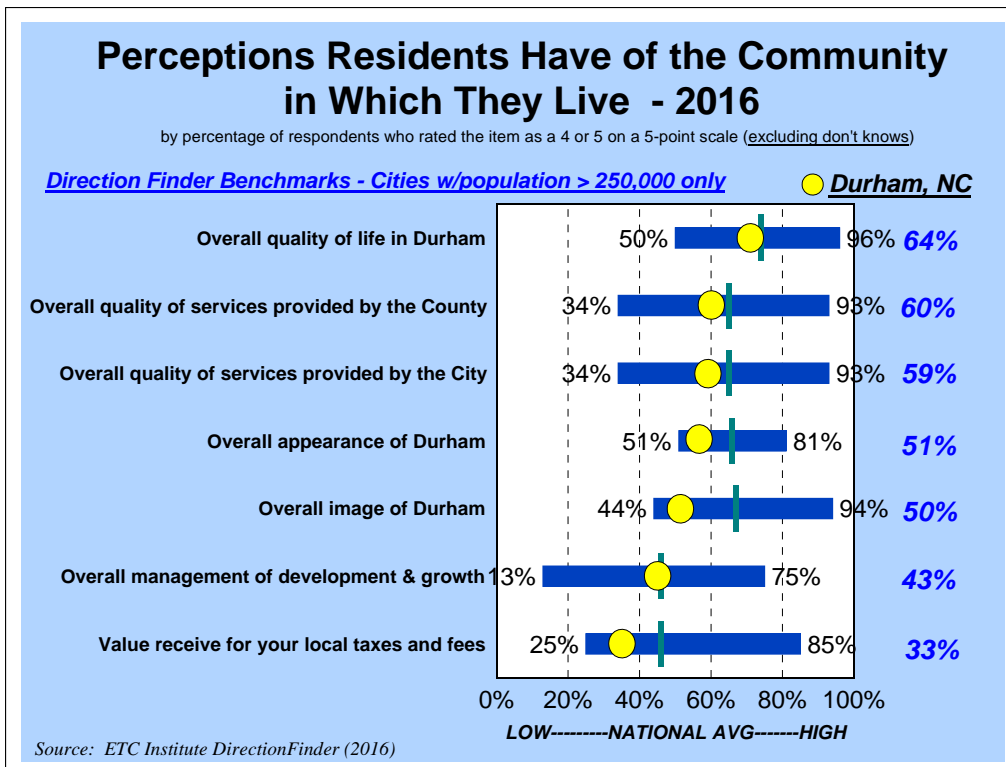
Direction Finder Benchmarks - Cities w/population > 250,000 only ● **Durham, NC**



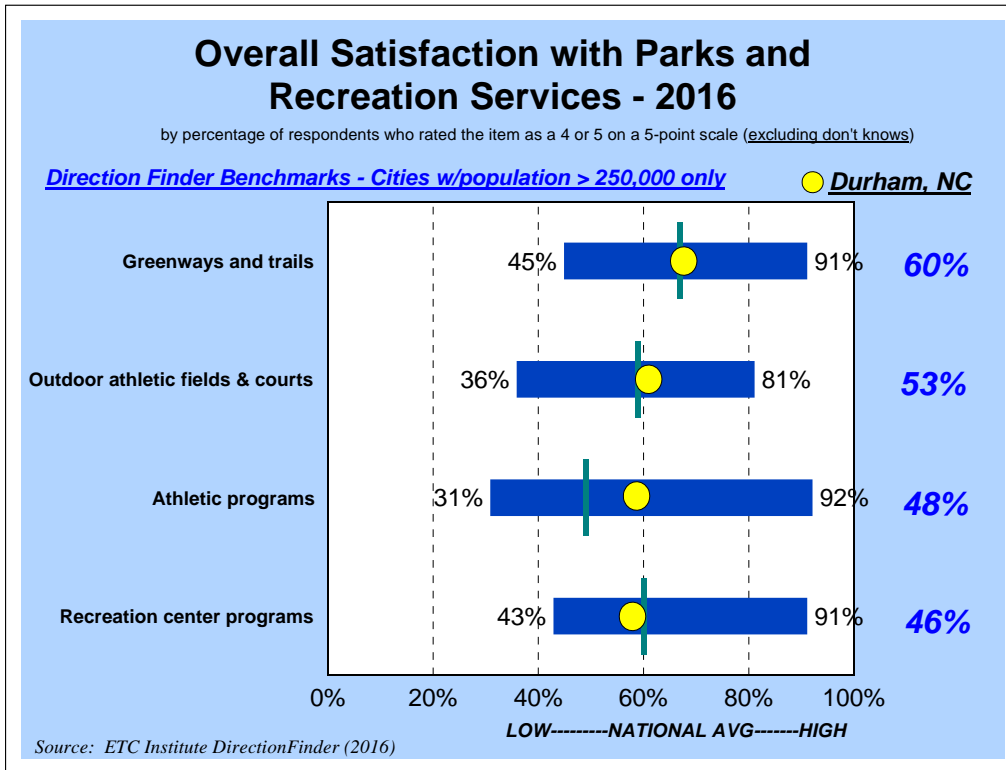
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



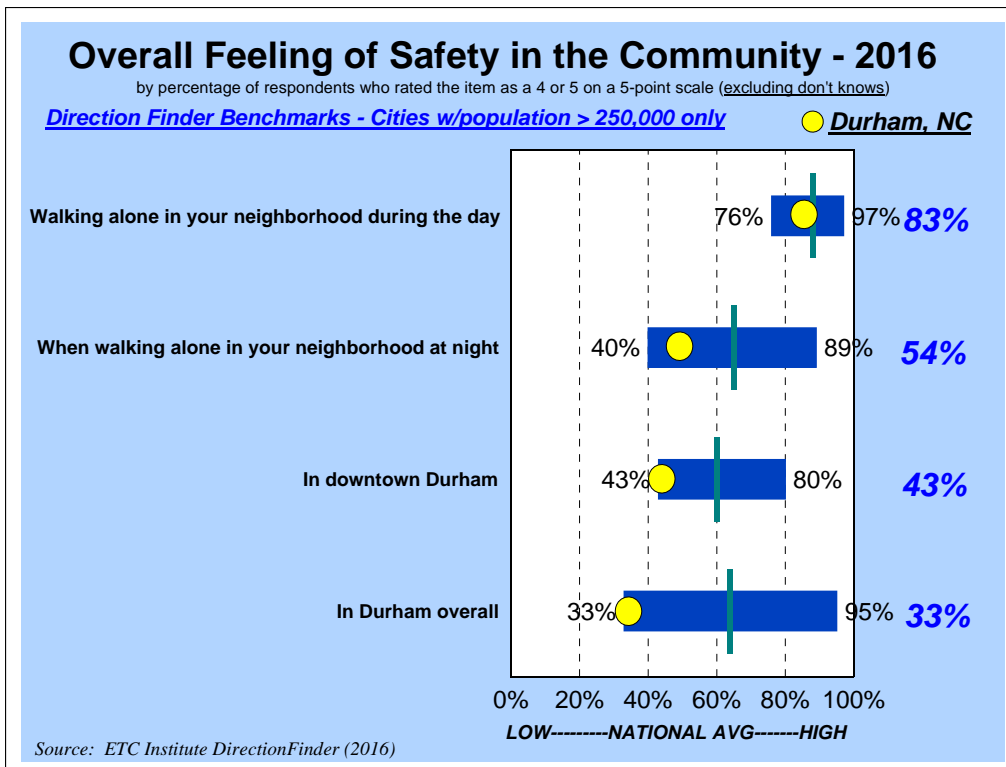
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



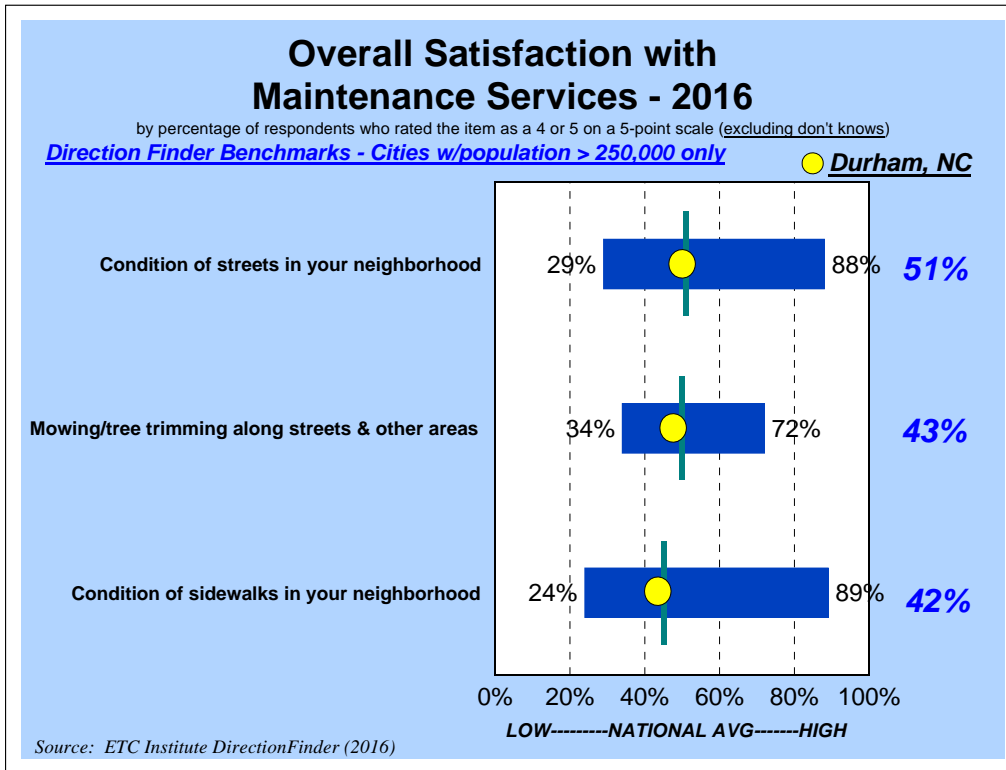
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



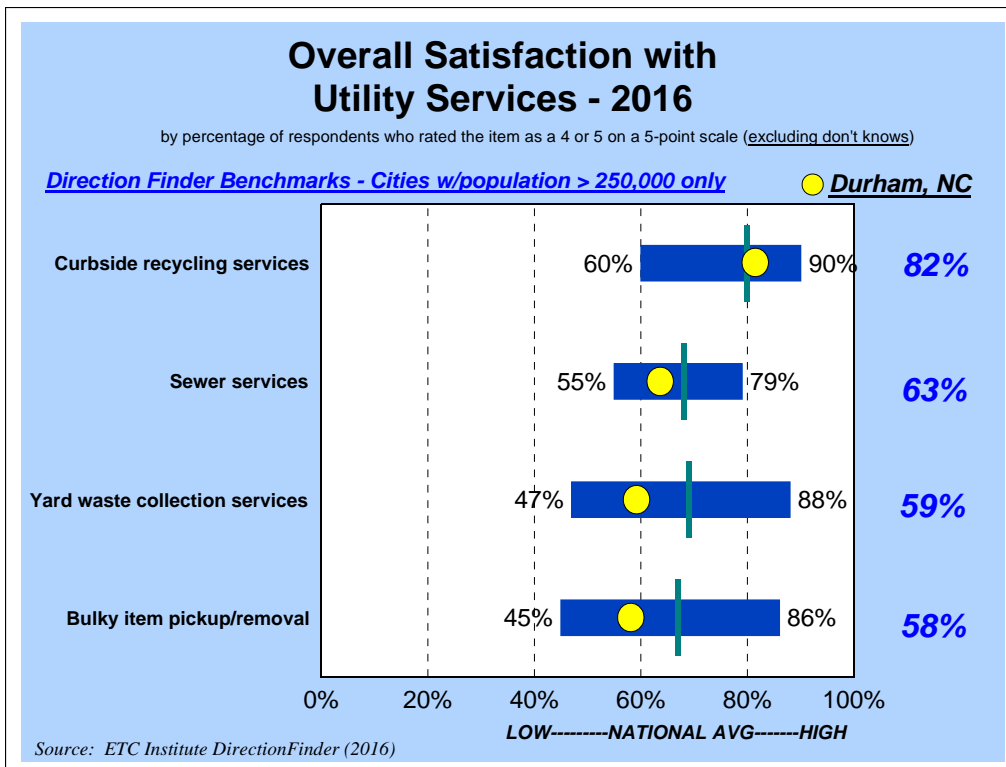
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



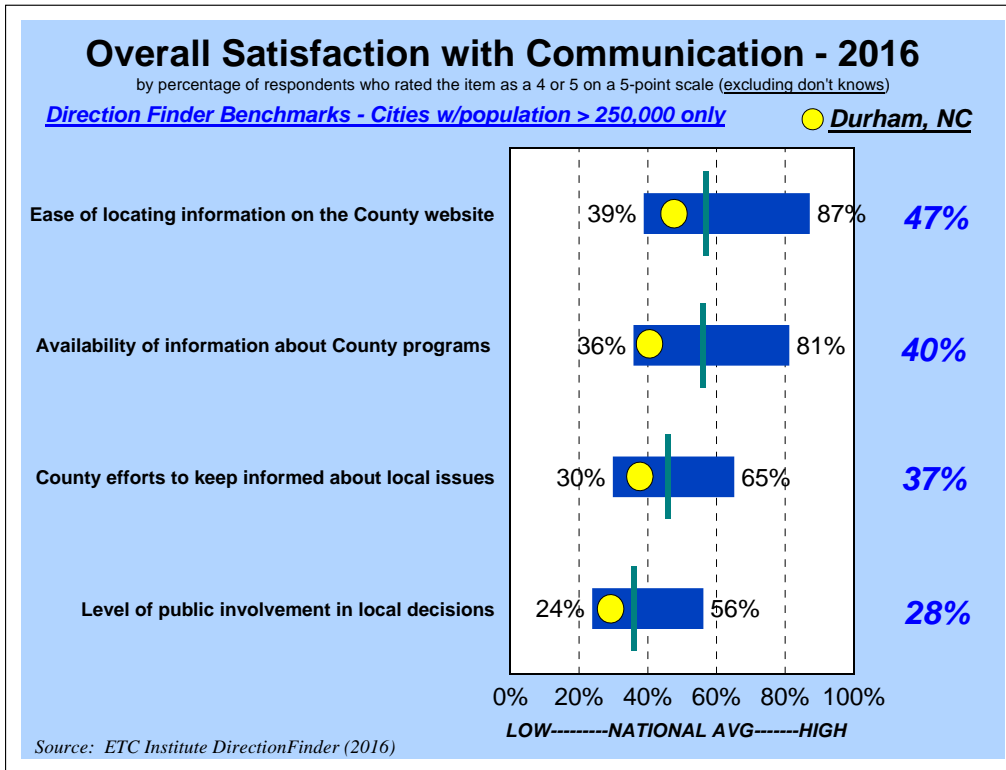
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



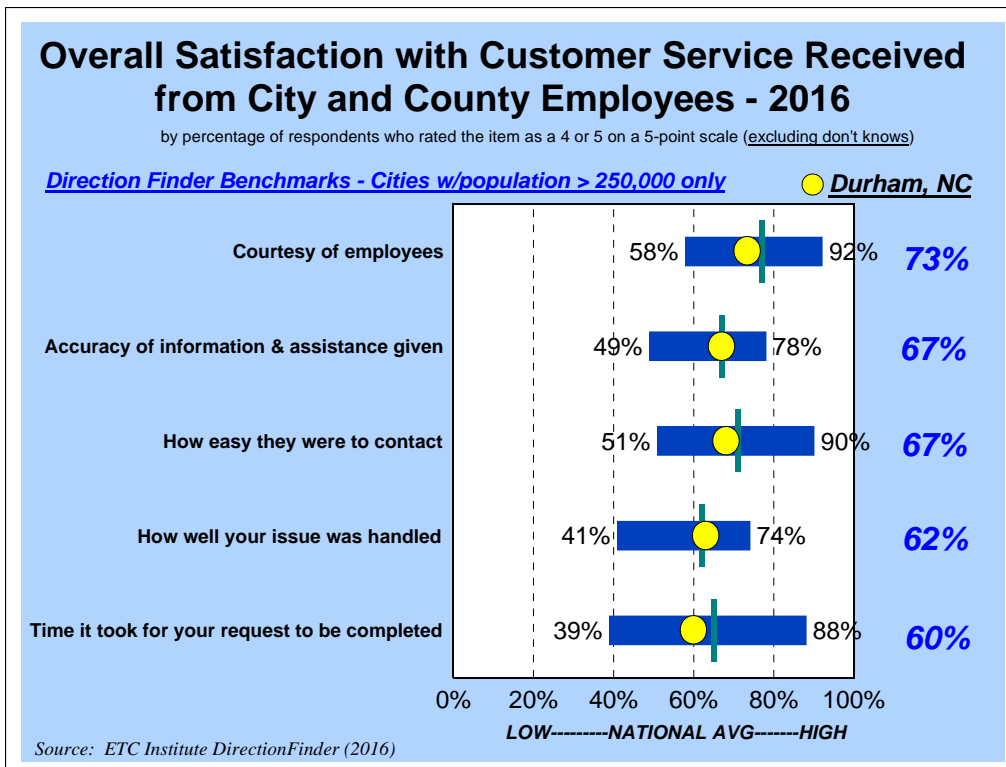
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



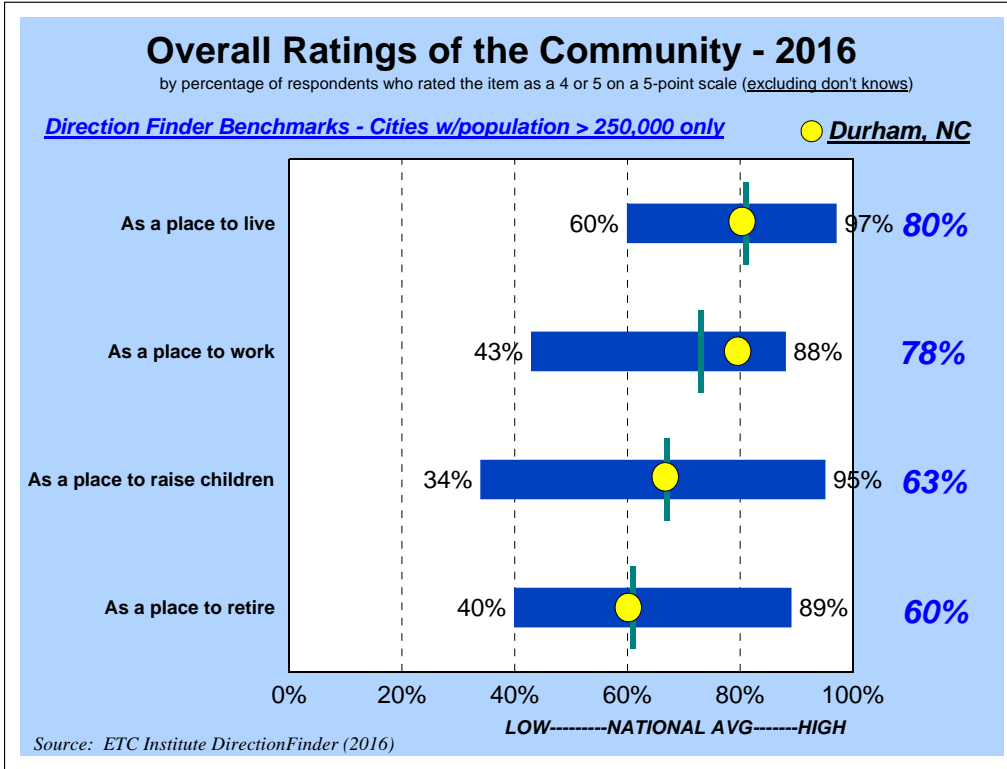
Performance Ranges were compiled using surveys from 26 high performing communities where ETC Institute has administered a survey



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



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



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

Section 4

Tabular Data

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

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q1a. Overall quality of police protection	13.9%	42.2%	23.4%	7.3%	3.7%	9.5%
Q1b. Overall quality of sheriff protection	16.2%	40.8%	24.2%	3.9%	2.3%	12.5%
Q1c. Overall quality of fire protection & rescue services	29.5%	46.7%	11.2%	0.4%	1.0%	11.3%
Q1d. Response time for fire services	22.4%	31.2%	13.2%	0.7%	0.8%	31.7%
Q1e. Overall quality of EMS services	25.2%	34.0%	13.3%	1.2%	0.5%	25.7%
Q1f. Response time for EMS services	21.9%	32.9%	13.6%	2.4%	0.7%	28.4%
Q1g. Overall maintenance of City streets	2.6%	26.1%	25.0%	29.9%	12.1%	4.2%
Q1h. Overall flow of traffic in Durham	2.3%	25.4%	33.9%	23.9%	8.6%	5.9%
Q1i. Overall quality of public transit system (GoDurham, formerly DATA)	3.4%	17.4%	26.5%	8.3%	2.9%	41.5%
Q1j. Overall quality of bicycle facilities (bike lanes, paths, trails, & intersection design & signage)	4.6%	20.3%	30.6%	16.1%	6.0%	22.4%
Q1k. Overall quality of pedestrian facilities	3.7%	24.1%	33.3%	17.8%	5.7%	15.4%
Q1l. Overall quality of water & sewer utilities	10.5%	40.4%	24.5%	8.6%	2.7%	13.3%
Q1m. Overall enforcement of codes & ordinances	4.9%	29.1%	33.2%	9.4%	5.0%	18.4%
Q1n. Overall quality of customer service you receive from City employees	9.8%	37.4%	24.6%	7.8%	3.7%	16.7%
Q1o. Overall quality of customer service you receive from County employees	10.3%	36.9%	26.9%	4.5%	2.9%	18.5%
Q1p. Overall effectiveness of communication with the public	6.8%	37.3%	35.8%	10.2%	2.7%	7.2%

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q1q. Overall quality of parks & recreation programs	12.9%	42.0%	23.8%	6.0%	2.4%	12.8%
Q1r. Overall quality of library services & programs	23.7%	42.0%	17.1%	3.0%	1.2%	12.9%
Q1s. Overall quality of services provided by Durham County Department of Social Services	5.2%	16.3%	23.8%	6.5%	3.7%	44.5%
Q1t. Overall quality of Public Health services	5.7%	21.8%	25.3%	4.5%	2.3%	40.4%
Q1u. Overall quality of Tax Administration services	5.7%	29.4%	33.1%	8.6%	6.1%	17.1%
Q1v. Overall quality of public schools	4.5%	21.8%	22.3%	17.4%	11.6%	22.4%
Q1w. Overall quality of charter schools	4.1%	16.9%	24.4%	7.1%	5.9%	41.8%
Q1x. Overall quality of private schools	8.6%	18.4%	23.3%	1.8%	2.2%	45.9%

WITHOUT DON'T KNOW

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

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police protection	15.3%	46.6%	25.9%	8.1%	4.1%
Q1b. Overall quality of sheriff protection	18.5%	46.7%	27.7%	4.5%	2.6%
Q1c. Overall quality of fire protection & rescue services	33.3%	52.6%	12.6%	0.5%	1.1%
Q1d. Response time for fire services	32.9%	45.6%	19.3%	1.0%	1.2%
Q1e. Overall quality of EMS services	33.9%	45.8%	17.9%	1.6%	0.7%
Q1f. Response time for EMS services	30.6%	46.0%	19.0%	3.4%	1.0%
Q1g. Overall maintenance of City streets	2.7%	27.3%	26.1%	31.3%	12.6%
Q1h. Overall flow of traffic in Durham	2.5%	27.0%	36.0%	25.4%	9.1%
Q1i. Overall quality of public transit system (GoDurham, formerly DATA)	5.8%	29.8%	45.3%	14.2%	4.9%
Q1j. Overall quality of bicycle facilities (bike lanes, paths, trails, & intersection design & signage)	6.0%	26.1%	39.5%	20.7%	7.7%
Q1k. Overall quality of pedestrian facilities	4.3%	28.5%	39.4%	21.1%	6.8%
Q1l. Overall quality of water & sewer utilities	12.1%	46.6%	28.3%	9.9%	3.1%
Q1m. Overall enforcement of codes & ordinances	6.0%	35.7%	40.7%	11.5%	6.2%
Q1n. Overall quality of customer service you receive from City employees	11.8%	44.9%	29.6%	9.3%	4.4%
Q1o. Overall quality of customer service you receive from County employees	12.7%	45.2%	33.1%	5.5%	3.5%
Q1p. Overall effectiveness of communication with the public	7.3%	40.2%	38.6%	11.0%	2.9%
Q1q. Overall quality of parks & recreation programs	14.8%	48.2%	27.3%	6.9%	2.8%

WITHOUT DON'T KNOW

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1r. Overall quality of library services & programs	27.2%	48.3%	19.7%	3.4%	1.4%
Q1s. Overall quality of services provided by Durham County Department of Social Services	9.3%	29.4%	42.9%	11.8%	6.6%
Q1t. Overall quality of Public Health services	9.6%	36.5%	42.5%	7.5%	3.9%
Q1u. Overall quality of Tax Administration services	6.9%	35.5%	39.9%	10.3%	7.4%
Q1v. Overall quality of public schools	5.8%	28.1%	28.8%	22.5%	14.9%
Q1w. Overall quality of charter schools	7.0%	29.0%	41.8%	12.1%	10.0%
Q1x. Overall quality of private schools	15.8%	33.9%	43.0%	3.3%	4.0%

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

Q2. Top choice	Number	Percent
Overall quality of police protection	145	19.7 %
Overall quality of sheriff protection	14	1.9 %
Overall quality of fire protection & rescue services	2	0.3 %
Response time for fire services	2	0.3 %
Overall quality of EMS services	2	0.3 %
Response time for EMS services	3	0.4 %
Overall maintenance of City streets	87	11.8 %
Overall flow of traffic in Durham	39	5.3 %
Overall quality of public transit system (GoDurham, formerly DATA)	17	2.3 %
Overall quality of bicycle facilities (bike lanes, paths, trails, & intersection design & signage)	22	3.0 %
Overall quality of pedestrian facilities	8	1.1 %
Overall quality of water & sewer utilities	13	1.8 %
Overall enforcement of codes & ordinances	5	0.7 %
Overall quality of customer service you receive from City employees	5	0.7 %
Overall quality of customer service you receive from County employees	2	0.3 %
Overall effectiveness of communication with the public	7	1.0 %
Overall quality of parks & recreation programs	9	1.2 %
Overall quality of library services & programs	4	0.5 %
Overall quality of services provided by Durham County Department of Social Services	10	1.4 %
Overall quality of Public Health services	3	0.4 %
Overall quality of Tax Administration services	11	1.5 %
Overall quality of public schools	195	26.5 %
Overall quality of charter schools	4	0.5 %
None chosen	126	17.1 %
Total	735	100.0 %

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

Q2. 2nd choice	Number	Percent
Overall quality of police protection	71	9.7 %
Overall quality of sheriff protection	44	6.0 %
Overall quality of fire protection & rescue services	12	1.6 %
Response time for fire services	3	0.4 %
Overall quality of EMS services	4	0.5 %
Response time for EMS services	8	1.1 %
Overall maintenance of City streets	95	12.9 %
Overall flow of traffic in Durham	73	9.9 %
Overall quality of public transit system (GoDurham, formerly DATA)	16	2.2 %
Overall quality of bicycle facilities (bike lanes, paths, trails, & intersection design & signage)	21	2.9 %
Overall quality of pedestrian facilities	32	4.4 %
Overall quality of water & sewer utilities	20	2.7 %
Overall enforcement of codes & ordinances	11	1.5 %
Overall quality of customer service you receive from City employees	10	1.4 %
Overall quality of customer service you receive from County employees	4	0.5 %
Overall effectiveness of communication with the public	16	2.2 %
Overall quality of parks & recreation programs	20	2.7 %
Overall quality of library services & programs	8	1.1 %
Overall quality of services provided by Durham County Department of Social Services	14	1.9 %
Overall quality of Public Health services	8	1.1 %
Overall quality of Tax Administration services	11	1.5 %
Overall quality of public schools	68	9.3 %
Overall quality of charter schools	18	2.4 %
None chosen	148	20.1 %
Total	735	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	42	5.7 %
Overall quality of sheriff protection	16	2.2 %
Overall quality of fire protection & rescue services	10	1.4 %
Response time for fire services	8	1.1 %
Overall quality of EMS services	7	1.0 %
Response time for EMS services	6	0.8 %
Overall maintenance of City streets	72	9.8 %
Overall flow of traffic in Durham	58	7.9 %
Overall quality of public transit system (GoDurham, formerly DATA)	25	3.4 %
Overall quality of bicycle facilities (bike lanes, paths, trails, & intersection design & signage)	32	4.4 %
Overall quality of pedestrian facilities	30	4.1 %
Overall quality of water & sewer utilities	19	2.6 %
Overall enforcement of codes & ordinances	21	2.9 %
Overall quality of customer service you receive from City employees	20	2.7 %
Overall quality of customer service you receive from County employees	10	1.4 %
Overall effectiveness of communication with the public	32	4.4 %
Overall quality of parks & recreation programs	15	2.0 %
Overall quality of library services & programs	13	1.8 %
Overall quality of services provided by Durham County Department of Social Services	20	2.7 %
Overall quality of Public Health services	9	1.2 %
Overall quality of Tax Administration services	17	2.3 %
Overall quality of public schools	53	7.2 %
Overall quality of charter schools	6	0.8 %
Overall quality of private schools	6	0.8 %
<u>None chosen</u>	<u>188</u>	<u>25.6 %</u>
Total	735	100.0 %

SUM OF TOP 3 CHOICES**Q2. Which THREE of the items listed in Question 1 above do you think should receive the MOST EMPHASIS from City and County leaders over the next two years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	258	35.1 %
Overall quality of sheriff protection	74	10.1 %
Overall quality of fire protection & rescue services	24	3.3 %
Response time for fire services	13	1.8 %
Overall quality of EMS services	13	1.8 %
Response time for EMS services	17	2.3 %
Overall maintenance of City streets	254	34.6 %
Overall flow of traffic in Durham	170	23.1 %
Overall quality of public transit system (GoDurham, formerly DATA)	58	7.9 %
Overall quality of bicycle facilities (bike lanes, paths, trails, & intersection design & signage)	75	10.2 %
Overall quality of pedestrian facilities	70	9.5 %
Overall quality of water & sewer utilities	52	7.1 %
Overall enforcement of codes & ordinances	37	5.0 %
Overall quality of customer service you receive from City employees	35	4.8 %
Overall quality of customer service you receive from County employees	16	2.2 %
Overall effectiveness of communication with the public	55	7.5 %
Overall quality of parks & recreation programs	44	6.0 %
Overall quality of library services & programs	25	3.4 %
Overall quality of services provided by Durham County Department of Social Services	44	6.0 %
Overall quality of Public Health services	20	2.7 %
Overall quality of Tax Administration services	39	5.3 %
Overall quality of public schools	316	43.0 %
Overall quality of charter schools	28	3.8 %
Overall quality of private schools	6	0.8 %
<u>None chosen</u>	<u>126</u>	<u>17.1 %</u>
Total	1869	

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

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q3a. Overall quality of services provided by the City	6.5%	44.4%	26.5%	6.8%	2.4%	13.3%
Q3b. Overall quality of services provided by the County	7.2%	47.2%	28.6%	4.5%	2.0%	10.5%
Q3c. Overall appearance of Durham	6.4%	43.0%	29.7%	13.9%	3.3%	3.8%
Q3d. Overall management of development & growth	6.5%	33.9%	29.7%	19.3%	4.2%	6.4%
Q3e. Overall image of Durham	8.0%	40.0%	23.4%	18.2%	6.5%	3.8%
Q3f. Overall quality of life in Durham	13.2%	47.8%	22.6%	9.3%	3.1%	4.1%
Q3g. Overall quality of life in your neighborhood	27.9%	44.1%	14.0%	7.1%	3.4%	3.5%
Q3h. Overall ease of travel within Durham	7.1%	39.2%	26.8%	19.6%	3.1%	4.2%
Q3i. Overall value you receive for your local taxes & fees	3.8%	27.6%	30.6%	21.2%	11.2%	5.6%

WITHOUT DON'T KNOW

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

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City	7.5%	51.2%	30.6%	7.8%	2.8%
Q3b. Overall quality of services provided by the County	8.1%	52.7%	31.9%	5.0%	2.3%
Q3c. Overall appearance of Durham	6.6%	44.7%	30.8%	14.4%	3.4%
Q3d. Overall management of development & growth	7.0%	36.2%	31.7%	20.6%	4.5%
Q3e. Overall image of Durham	8.3%	41.6%	24.3%	19.0%	6.8%
Q3f. Overall quality of life in Durham	13.8%	49.8%	23.5%	9.6%	3.3%
Q3g. Overall quality of life in your neighborhood	28.9%	45.7%	14.5%	7.3%	3.5%
Q3h. Overall ease of travel within Durham	7.4%	40.9%	28.0%	20.5%	3.3%
Q3i. Overall value you receive for your local taxes & fees	4.0%	29.3%	32.4%	22.5%	11.8%

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

<u>Q4. Education status of children in your household</u>	<u>Number</u>	<u>Percent</u>
My children are enrolled in Durham Public Schools	97	13.2 %
My children are enrolled in a charter school in Durham County	15	2.0 %
My children are enrolled in a private school in Durham County	27	3.7 %
My children go to school outside of Durham County	23	3.1 %
My children went to or graduated from Durham Public Schools	249	33.9 %
My children went to or graduated from a charter school in Durham County	22	3.0 %
My children went to or graduated from a private school in Durham County	34	4.6 %
My children went to or graduated from a school outside of Durham County	19	2.6 %
My children are homeschooled	5	0.7 %
<u>This question does not apply to me</u>	<u>339</u>	<u>46.1 %</u>
Total	830	

Q5. Durham Public Schools. Using a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about Durham Public Schools:

(N=735)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
Q5a. Manages the education budget well	1.9%	15.1%	28.6%	16.7%	7.3%	30.3%
Q5b. Attracts high quality teachers	2.4%	13.9%	24.9%	21.1%	9.5%	28.2%
Q5c. Is transparent about education-related decision making	1.9%	13.9%	28.7%	17.7%	6.4%	31.4%
Q5d. Encourages community involvement in education-related decision making	3.5%	20.7%	25.2%	14.3%	6.3%	30.1%
Q5e. Ensures quality education for students	2.9%	14.7%	24.9%	18.6%	10.6%	28.3%
Q5f. Has effective leadership in K-12 education	3.0%	14.4%	27.2%	15.4%	9.3%	30.7%

WITHOUT DON'T KNOW

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

(N=735)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q5a. Manages the education budget well	2.7%	21.7%	41.0%	24.0%	10.5%
Q5b. Attracts high quality teachers	3.4%	19.3%	34.7%	29.4%	13.3%
Q5c. Is transparent about education-related decision making	2.8%	20.2%	41.9%	25.8%	9.3%
Q5d. Encourages community involvement in education-related decision making	5.1%	29.6%	36.0%	20.4%	8.9%
Q5e. Ensures quality education for students	4.0%	20.5%	34.7%	26.0%	14.8%
Q5f. Has effective leadership in K-12 education	4.3%	20.8%	39.3%	22.2%	13.4%

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

(N=735)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	N/A
Q6a. When walking alone in your neighborhood during the day	37.1%	44.6%	9.1%	5.2%	2.4%	1.5%
Q6b. When walking alone in your neighborhood at night	14.8%	36.6%	20.5%	16.9%	7.2%	3.9%
Q6c. In downtown Durham	7.1%	33.5%	24.4%	18.9%	10.2%	6.0%
Q6d. In Durham overall	3.0%	29.4%	35.4%	21.1%	8.2%	3.0%

WITHOUT DON'T KNOW

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

(N=735)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6a. When walking alone in your neighborhood during the day	37.7%	45.3%	9.3%	5.2%	2.5%
Q6b. When walking alone in your neighborhood at night	15.4%	38.1%	21.4%	17.6%	7.5%
Q6c. In downtown Durham	7.5%	35.6%	25.9%	20.1%	10.9%
Q6d. In Durham overall	3.1%	30.3%	36.5%	21.7%	8.4%

Q7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how you feel regarding the following aspects:

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q7a. Overall police relationship with your community	12.1%	38.6%	23.8%	10.2%	5.4%	9.8%
Q7b. Overall sheriff's office relationship with your community	14.7%	37.6%	24.1%	6.9%	4.1%	12.7%
Q7c. Animal control services	6.9%	32.9%	31.7%	6.7%	3.3%	18.5%
Q7d. Enforcement of traffic safety laws	6.1%	38.8%	30.1%	11.3%	4.9%	8.8%
Q7e. Local court system	4.5%	26.3%	31.3%	7.9%	6.9%	23.1%

WITHOUT DON'T KNOW

Q7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how you feel regarding the following aspects: (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Overall police relationship with your community	13.4%	42.8%	26.4%	11.3%	6.0%
Q7b. Overall sheriff's office relationship with your community	16.8%	43.0%	27.6%	7.9%	4.7%
Q7c. Animal control services	8.5%	40.4%	38.9%	8.2%	4.0%
Q7d. Enforcement of traffic safety laws	6.7%	42.5%	33.0%	12.4%	5.4%
Q7e. Local court system	5.8%	34.2%	40.7%	10.3%	9.0%

Q8a-e. Parks, Recreation, and Open Space: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q8a. Greenways & trails	9.8%	40.1%	24.4%	7.2%	2.3%	16.2%
Q8b. Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, & tennis)	6.5%	35.2%	28.0%	7.6%	1.9%	20.7%
Q8c. Variety of City recreation opportunities	8.2%	31.4%	32.7%	9.1%	2.3%	16.3%
Q8d. Customer service provided by City's Parks & Recreation staff	7.8%	29.4%	28.7%	4.9%	1.8%	27.5%
Q8e. Length of your commute to your desired recreation amenities	9.5%	34.6%	27.9%	7.1%	2.7%	18.2%

WITHOUT DON'T KNOW

Q8a-e. Parks, Recreation, and Open Space: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Greenways & trails	11.7%	47.9%	29.1%	8.6%	2.8%
Q8b. Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, & tennis)	8.2%	44.4%	35.3%	9.6%	2.4%
Q8c. Variety of City recreation opportunities	9.8%	37.6%	39.0%	10.9%	2.8%
Q8d. Customer service provided by City's Parks & Recreation staff	10.7%	40.5%	39.6%	6.8%	2.4%
Q8e. Length of your commute to your desired recreation amenities	11.6%	42.3%	34.1%	8.7%	3.3%

Q8f-i. Parks, Recreation, and Open Space: For each of the following recreation programs provided by the City, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q8f. Aquatic programs	4.1%	19.0%	25.4%	6.9%	3.4%	41.1%
Q8g. Athletic programs	3.8%	25.0%	25.2%	5.3%	1.5%	39.2%
Q8h. Recreation Center programs	4.4%	24.4%	24.9%	6.9%	1.8%	37.7%
Q8i. Cultural programming (e.g., events, concerts, and festivals)	12.4%	34.1%	22.9%	6.4%	2.3%	21.9%

WITHOUT DON'T KNOW

Q8f-i. Parks, Recreation, and Open Space: For each of the following recreation programs provided by the City, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8f. Aquatic programs	6.9%	32.3%	43.2%	11.8%	5.8%
Q8g. Athletic programs	6.3%	41.2%	41.4%	8.7%	2.5%
Q8h. Recreation Center programs	7.0%	39.1%	40.0%	11.1%	2.8%
Q8i. Cultural programming (e.g., events, concerts, and festivals)	15.9%	43.7%	29.3%	8.2%	3.0%

Q9. Which TWO of the Parks, Recreation, and Open Space items listed in Question 8 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years?

Q9. Top choice	Number	Percent
Greenways & trails	152	20.7 %
Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, & tennis)	57	7.8 %
Variety of City recreation opportunities	70	9.5 %
Customer service provided by City's Parks & Recreation staff	24	3.3 %
Length of your commute to your desired recreation amenities	15	2.0 %
Aquatic programs	44	6.0 %
Athletic programs	14	1.9 %
Recreation Center programs	37	5.0 %
Cultural programming (e.g., events, concerts, & festivals)	70	9.5 %
None chosen	252	34.3 %
Total	735	100.0 %

Q9. Which TWO of the Parks, Recreation, and Open Space items listed in Question 8 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years?

Q9. 2nd choice	Number	Percent
Greenways & trails	61	8.3 %
Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, & tennis)	57	7.8 %
Variety of City recreation opportunities	62	8.4 %
Customer service provided by City's Parks & Recreation staff	30	4.1 %
Length of your commute to your desired recreation amenities	24	3.3 %
Aquatic programs	32	4.4 %
Athletic programs	27	3.7 %
Recreation Center programs	61	8.3 %
Cultural programming (e.g., events, concerts, & festivals)	88	12.0 %
None chosen	293	39.9 %
Total	735	100.0 %

SUM OF TOP 2 CHOICES

Q9. Which TWO of the Parks, Recreation, and Open Space items listed in Question 8 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years? (top 2)

<u>Q9. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Greenways & trails	213	29.0 %
Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, & tennis)	114	15.5 %
Variety of City recreation opportunities	132	18.0 %
Customer service provided by City's Parks & Recreation staff	54	7.3 %
Length of your commute to your desired recreation amenities	39	5.3 %
Aquatic programs	76	10.3 %
Athletic programs	41	5.6 %
Recreation Center programs	98	13.3 %
Cultural programming (e.g., events, concerts, & festivals)	158	21.5 %
None chosen	252	34.3 %
Total	1177	

Q10. Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q10a. Condition of streets in your neighborhood	8.3%	41.4%	17.8%	20.7%	8.4%	3.4%
Q10b. Condition of sidewalks in your neighborhood	5.0%	22.7%	14.4%	12.4%	11.3%	34.1%
Q10c. Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	3.7%	17.3%	27.9%	15.1%	6.8%	29.3%
Q10d. Mowing & tree trimming along streets & other public areas	5.0%	33.9%	28.8%	15.8%	8.0%	8.4%
Q10e. Condition of parks	6.1%	35.9%	30.5%	7.8%	3.0%	16.7%
Q10f. Condition of recreation centers & facilities	5.3%	28.6%	30.9%	6.7%	2.0%	26.5%
Q10g. Overall appearance of major entryways to Durham	4.6%	36.9%	34.8%	13.1%	4.5%	6.1%
Q10h. Response to severe weather storm events (i.e. Hurricane Matthew)	8.6%	43.3%	27.3%	6.0%	3.1%	11.7%

WITHOUT DON'T KNOW

Q10. Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Condition of streets in your neighborhood	8.6%	42.8%	18.5%	21.4%	8.7%
Q10b. Condition of sidewalks in your neighborhood	7.6%	34.5%	21.9%	18.8%	17.1%
Q10c. Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	5.2%	24.4%	39.4%	21.3%	9.6%
Q10d. Mowing & tree trimming along streets & other public areas	5.5%	37.0%	31.5%	17.2%	8.8%
Q10e. Condition of parks	7.4%	43.1%	36.6%	9.3%	3.6%
Q10f. Condition of recreation centers & facilities	7.2%	38.9%	42.0%	9.1%	2.8%
Q10g. Overall appearance of major entryways to Durham	4.9%	39.3%	37.1%	13.9%	4.8%
Q10h. Response to severe weather storm events (i.e. Hurricane Matthew)	9.7%	49.0%	31.0%	6.8%	3.5%

Q11. Which TWO of the Maintenance items listed in Question 10 above do you think should receive the MOST EMPHASIS over the next TWO years?

Q11. Top choice	Number	Percent
Condition of streets in your neighborhood	181	24.6 %
Condition of sidewalks in your neighborhood	70	9.5 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	62	8.4 %
Mowing & tree trimming along streets & other public areas	67	9.1 %
Condition of parks	44	6.0 %
Condition of recreation center & facilities	17	2.3 %
Overall appearance of major entryways to Durham	62	8.4 %
Response to severe weather storm events (i.e. Hurricane Matthew)	67	9.1 %
None chosen	165	22.4 %
Total	735	100.0 %

Q11. Which TWO of the Maintenance items listed in Question 10 above do you think should receive the MOST EMPHASIS over the next TWO years?

Q11. 2nd choice	Number	Percent
Condition of streets in your neighborhood	62	8.4 %
Condition of sidewalks in your neighborhood	74	10.1 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	59	8.0 %
Mowing & tree trimming along streets & other public areas	92	12.5 %
Condition of parks	51	6.9 %
Condition of recreation center & facilities	41	5.6 %
Overall appearance of major entryways to Durham	78	10.6 %
Response to severe weather storm events (i.e. Hurricane Matthew)	57	7.8 %
None chosen	221	30.1 %
Total	735	100.0 %

SUM OF TOP 2 CHOICES**Q11. Which TWO of the Maintenance items listed in Question 10 above do you think should receive the MOST EMPHASIS over the next TWO years? (top 2)**

<u>Q11. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of streets in your neighborhood	243	33.1 %
Condition of sidewalks in your neighborhood	144	19.6 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	121	16.5 %
Mowing & tree trimming along streets & other public areas	159	21.6 %
Condition of parks	95	12.9 %
Condition of recreation center & facilities	58	7.9 %
Overall appearance of major entryways to Durham	140	19.0 %
Response to severe weather storm events (i.e. Hurricane Matthew)	124	16.9 %
<u>None chosen</u>	<u>165</u>	<u>22.4 %</u>
Total	1249	

Q12. Multi-Modal Transportation: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q12a. Ease of travel by walking	5.7%	24.9%	26.8%	18.9%	7.1%	16.6%
Q12b. Ease of travel by driving	8.8%	49.9%	23.0%	9.7%	2.6%	6.0%
Q12c. Ease of travel by biking	1.8%	12.2%	26.4%	15.4%	5.3%	38.9%
Q12d. Safety when driving around Durham	5.7%	45.2%	25.9%	14.1%	3.1%	6.0%
Q12e. Ease of travel by bus (GoDurham/ Bull City Connector)	2.7%	14.0%	19.3%	6.7%	3.1%	54.1%
Q12f. GoDurham routes & schedules	2.3%	11.8%	18.9%	6.9%	3.0%	57.0%
Q12g. Location of downtown parking facilities	3.9%	25.0%	29.5%	21.2%	7.3%	12.9%
Q12h. Quality of downtown parking facilities	3.7%	26.3%	33.5%	17.4%	7.6%	11.6%

WITHOUT DON'T KNOW

Q12. Multi-Modal Transportation: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Ease of travel by walking	6.9%	29.9%	32.1%	22.7%	8.5%
Q12b. Ease of travel by driving	9.4%	53.1%	24.5%	10.3%	2.7%
Q12c. Ease of travel by biking	2.9%	20.0%	43.2%	25.2%	8.7%
Q12d. Safety when driving around Durham	6.1%	48.0%	27.5%	15.1%	3.3%
Q12e. Ease of travel by bus (GoDurham/Bull City Connector)	5.9%	30.6%	42.1%	14.5%	6.8%
Q12f. GoDurham routes & schedules	5.4%	27.5%	44.0%	16.1%	7.0%
Q12g. Location of downtown parking facilities	4.5%	28.8%	33.9%	24.4%	8.4%
Q12h. Quality of downtown parking facilities	4.2%	29.7%	37.8%	19.7%	8.6%

Q13. Using a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements:

(N=735)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
Q13a. My neighborhood has convenient outdoor spaces to run, walk, bike & exercise	14.8%	33.1%	16.6%	17.7%	9.3%	8.6%
Q13b. It is safe to walk in my neighborhood	22.3%	47.9%	15.0%	8.0%	3.7%	3.1%
Q13c. There are enough bike lanes in our community	6.7%	11.0%	20.4%	26.3%	14.4%	21.2%
Q13d. You can walk to shopping & entertainment from my neighborhood	4.8%	14.8%	10.1%	26.0%	28.8%	15.5%

WITHOUT DON'T KNOW

Q13. Using a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements: (without "N/A")

(N=735)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q13a. My neighborhood has convenient outdoor spaces to run, walk, bike & exercise	16.2%	36.2%	18.2%	19.3%	10.1%
Q13b. It is safe to walk in my neighborhood	23.0%	49.4%	15.4%	8.3%	3.8%
Q13c. There are enough bike lanes in our community	8.5%	14.0%	25.9%	33.3%	18.3%
Q13d. You can walk to shopping & entertainment from my neighborhood	5.6%	17.6%	11.9%	30.8%	34.1%

Q14. Have you used GoDurham/Bull City Connector during the past year?

Q14. Have you used GoDurham/Bull City Connector during past year	Number	Percent
Yes	80	10.9 %
No	655	89.1 %
Total	735	100.0 %

Q14a. If NO to Question 14: Which of the following is your primary reason for not using the service?

Q14a. Your primary reason for not using the service	Number	Percent
Does not serve the areas I need to visit	111	16.9 %
Buses do not come frequently enough	19	2.9 %
Service is not provided during the days & hours I would use it	12	1.8 %
I don't need the service-I just prefer to drive	411	62.7 %
Other	63	9.6 %
Not provided	39	6.0 %
Total	655	100.0 %

Q14a. Other

Q14a. Other	Number	Percent
BUS STOP NOT CONVENIENTLY LOCATED	1	1.6 %
BUS STOPS NOT CLOSE ENOUGH TO WALK FROM HOME	1	1.6 %
BUSES DON'T COME TO WHERE I LIVE	1	1.6 %
CANNOT WALK FAR ENOUGH TO GET TO A BUS STOP	1	1.6 %
DISABLED	1	1.6 %
DOES NOT COME HERE	1	1.6 %
DOES NOT COME NEARBY	1	1.6 %
DOESN'T COME TO MY NEIGHBORHOOD	1	1.6 %
DON'T EVEN KNOW WHAT IT IS, BUT PROBABLY 1-3 APPLY	1	1.6 %
DON'T LIVE NEAR DOWNTOWN	1	1.6 %
DURHAM HAS SPENT TOO MUCH ON UNDERUTILIZED BUSES	1	1.6 %
HAVE TRANSPORTATION	1	1.6 %
I AM IN A WHEELCHAIR	1	1.6 %
I GENERALLY WALK ALONG THE ROUTE OF THE BULL CITY CONNECTOR	1	1.6 %
I HAVE KNOW IDEA WHAT YOU ARE REFERRING TO	1	1.6 %
I NEVER SEE IT IN MY NEIGHBORHOOD	1	1.6 %
I PLAN TO USE IT	1	1.6 %
I PREFER TO BIKE	1	1.6 %
I USUALLY RIDE WITH FAMILY MEMBERS OR FRIENDS	1	1.6 %
I USUALLY WALK	1	1.6 %
IT DOES NOT GO TO MAIN BUS TERMINAL ANY MORE	1	1.6 %
IT IS NOT TRULY CONVENIENT COMPARED TO BIKE/WALK/CAR	1	1.6 %
LIVE IN COUNTY	3	4.9 %
NO STOP IN NEIGHBORHOOD	1	1.6 %
NOT CLOSE TO MY HOUSE	1	1.6 %
NOT INTERESTED	2	3.3 %
NEAREST BUS STOP IS TWO MILES FROM MY HOUSE	1	1.6 %
NO ACCESS IN COUNTY	1	1.6 %
NO BUS IN MY AREA, THEY STOPPED RUNNING	1	1.6 %
NO BUS SERVICE IN MY AREA AND I DON'T NEED IT— DRIVE MYSELF	1	1.6 %
NO BUS STOP NEAR MY HOUSE	2	3.3 %
NO BUS STOPS WHERE I LIVE	1	1.6 %
NO IDEA HOW TO FIND ROUTES AND SCHEDULES	1	1.6 %
NO LEGALLY CONCEALED HANDGUNS ALLOWED	1	1.6 %
NO NEED NOW, BUT WOULD USE IF SERVED MY AREA	1	1.6 %
NO REASON	1	1.6 %
NO SERVICE IN MY AREA	1	1.6 %
NO SERVICE IN THE COUNTY	2	3.3 %
NO SERVICE IN/BY MY NEIGHBORHOOD	1	1.6 %
NOT SAFE	2	3.3 %
PARKING NEEDED NEAR BUS CONNECTOR	1	1.6 %
PREFER TO DRIVE. NEAREST BUS STOP TO MY HOME IS AT LEAST A MILE WALK	1	1.6 %

Q14a. Other

<u>Q14a. Other</u>	<u>Number</u>	<u>Percent</u>
ROUTE IS ONE WAY	1	1.6 %
ROUTES TAKE TOO LONG TO GET TO WHERE I NEED TO GO	1	1.6 %
STRANGERS ON BUSES/UNWANTED CONVERSATIONS	1	1.6 %
THERE IS NO PUBLIC TRANSPORTATION IN THE AREA	1	1.6 %
THUGS ON BUSES	1	1.6 %
TOO FAR FROM STOPS	1	1.6 %
UNFAMILIAR WITH SERVICE	1	1.6 %
WALK INSTEAD	1	1.6 %
WORK OUT OF TOWN	1	1.6 %
BUS STOP IS FAR & IS NOT SAFE TO WALK WITHOUT SIDEWALKS	1	1.6 %
DOESN'T COME CLOSE TO OUR NEIGHBORHOOD	1	1.6 %
DUE TO AGE HAVE ASSISTANCE	1	1.6 %
NEVER USE THE SERVICE	1	1.6 %
Total	61	100.0 %

Q15. Solid Waste and Utility Services: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q15a. Solid waste collection services	23.0%	43.4%	10.1%	4.5%	2.6%	16.5%
Q15b. Curbside recycling services	29.5%	44.9%	9.8%	5.6%	1.5%	8.7%
Q15c. Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	14.8%	25.4%	17.4%	9.0%	3.0%	30.3%
Q15d. Yard waste (leaves/tree limbs) collection services for subscriber members	12.9%	24.2%	15.2%	7.2%	3.3%	37.1%
Q15e. City Waste Disposal Center (2115 East Club)	12.7%	29.0%	18.8%	3.9%	1.9%	33.7%
Q15f. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	12.5%	23.5%	17.1%	3.5%	1.2%	42.0%
Q15g. Quality of drinking water	15.4%	38.6%	19.0%	8.8%	3.7%	14.4%
Q15h. Sewer services	12.8%	38.5%	22.2%	4.9%	2.6%	19.0%
Q15i. Stream & lake protection	5.9%	26.5%	34.4%	10.1%	4.6%	18.5%

WITHOUT DON'T KNOW

Q15. Solid Waste and Utility Services: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Solid waste collection services	27.5%	52.0%	12.1%	5.4%	3.1%
Q15b. Curbside recycling services	32.3%	49.2%	10.7%	6.1%	1.6%
Q15c. Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	21.3%	36.5%	25.0%	12.9%	4.3%
Q15d. Yard waste (leaves/tree limbs) collection services for subscriber members	20.6%	38.5%	24.2%	11.5%	5.2%
Q15e. City Waste Disposal Center (2115 East Club)	19.1%	43.7%	28.3%	6.0%	2.9%
Q15f. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	21.6%	40.6%	29.6%	6.1%	2.1%
Q15g. Quality of drinking water	18.0%	45.2%	22.3%	10.3%	4.3%
Q15h. Sewer services	15.8%	47.6%	27.4%	6.1%	3.2%
Q15i. Stream & lake protection	7.2%	32.6%	42.2%	12.4%	5.7%

Q16. Affordable Housing: How satisfied are you with the availability of affordable housing?

Q16. How satisfied are you with the availability of affordable housing	Number	Percent
Very Satisfied	29	3.9 %
Satisfied	98	13.3 %
Neutral	165	22.4 %
Dissatisfied	106	14.4 %
Very Dissatisfied	84	11.4 %
N/A	253	34.4 %
Total	735	100.0 %

WITHOUT N/A**Q16. Affordable Housing: How satisfied are you with the availability of affordable housing? (without "N/A")**

Q16. How satisfied are you with the availability of affordable housing	Number	Percent
Very Satisfied	29	6.0 %
Satisfied	98	20.3 %
Neutral	165	34.2 %
Dissatisfied	106	22.0 %
Very Dissatisfied	84	17.4 %
Total	482	100.0 %

Q17. Please answer the following questions by circling YES or NO. (without "not provided")

(N=735)

	Yes	No
Q17a. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	28.2%	71.8%
Q17b. Are you able to find housing you can afford in Durham	78.2%	21.8%
Q17c. Do you have major home repairs that impact your quality of life or that you have put off because of lack of resources	31.1%	68.9%

Q19. Economic Development: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q19a. Access to training & development for the under-employed & unemployed	2.0%	8.0%	29.0%	12.1%	4.5%	44.4%
Q19b. Resources to support small business development	2.0%	12.2%	27.9%	10.5%	3.1%	44.2%
Q19c. Appearance of your neighborhood	13.5%	45.6%	18.8%	9.9%	3.8%	8.4%
Q19d. Public art in Durham	6.8%	35.8%	32.9%	6.0%	1.8%	16.7%
Q19e. Response to code enforcement requests for service complaints	2.7%	15.5%	28.3%	6.8%	3.7%	43.0%

WITHOUT DON'T KNOW

Q19. Economic Development: For each of the following, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Access to training & development for the under-employed & unemployed	3.7%	14.4%	52.1%	21.8%	8.1%
Q19b. Resources to support small business development	3.7%	22.0%	50.0%	18.8%	5.6%
Q19c. Appearance of your neighborhood	14.7%	49.8%	20.5%	10.8%	4.2%
Q19d. Public art in Durham	8.2%	43.0%	39.5%	7.2%	2.1%
Q19e. Response to code enforcement requests for service complaints	4.8%	27.2%	49.6%	11.9%	6.4%

Q21a. Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q21a-a. Availability of information about County programs & services	4.5%	26.0%	32.7%	10.9%	3.0%	23.0%
Q21a-b. Ease of locating information on County website	5.9%	28.7%	27.1%	9.1%	3.4%	25.9%
Q21a-c. Your experience engaging with County government process	4.1%	21.2%	28.2%	9.0%	3.3%	34.3%
Q21a-d. Level of public involvement in local decisions with County	3.4%	16.2%	33.1%	11.7%	4.5%	31.2%
Q21a-e. County efforts to keep you informed about local issues	4.6%	23.5%	29.4%	14.0%	4.9%	23.5%

WITHOUT DON'T KNOW

Q21a. Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=735)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21a-a. Availability of information about County programs & services	5.8%	33.7%	42.4%	14.1%	3.9%
Q21a-b. Ease of locating information on County website	7.9%	38.7%	36.5%	12.3%	4.6%
Q21a-c. Your experience engaging with County government process	6.2%	32.3%	42.9%	13.7%	5.0%
Q21a-d. Level of public involvement in local decisions with County	4.9%	23.5%	48.0%	17.0%	6.5%
Q21a-e. County efforts to keep you informed about local issues	6.0%	30.8%	38.4%	18.3%	6.4%

Q21b. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?

Q21b. Have you contacted employees of Durham

<u>County or visited website during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	218	29.7 %
No	437	59.5 %
<u>Not provided</u>	<u>80</u>	<u>10.9 %</u>
Total	735	100.0 %

Q21c. Which department have you contacted most recently?Q21c. Which department have you contacted
most recently

	Number	Percent
COURTHOUSE/TRUST DEPT	1	0.5 %
DHS	1	0.5 %
DMV	2	1.1 %
DOT, TAX ADMINISTRATION	1	0.5 %
DURHAM ONE CALL	5	2.7 %
DURHAM PUBLIC SCHOOLS	1	0.5 %
SHERIFF'S OFFICE	12	6.4 %
TAX DEPT AND COUNTY MANAGER	1	0.5 %
ANIMAL CONTROL	2	1.1 %
ANIMAL SHELTER	1	0.5 %
BOARD OF ELECTIONS	1	0.5 %
BURN PERMIT	1	0.5 %
CHILD SERVICES	1	0.5 %
CLEANING OF A DITCH BESIDE MY HOUSE	1	0.5 %
COMMISSIONERS	2	1.1 %
COMMUNITY PLANNING	1	0.5 %
COUNTY COMMISSIONERS	1	0.5 %
COUNTY TAX COLLECTOR	1	0.5 %
COURT	2	1.1 %
CPS	1	0.5 %
DEEDS	1	0.5 %
DITCH AND SEWER	1	0.5 %
ELECTIONS	1	0.5 %
EMPLOYMENT	2	1.1 %
ENGINEERING	1	0.5 %
ESTATES	2	1.1 %
GENERAL SERVICES	1	0.5 %
GENERAL SERVICES & SOLID WASTE	1	0.5 %
HEALTH	2	1.1 %
HOMEOWNERS ASSOCIATION	1	0.5 %
HUMAN RESOURCES	3	1.6 %
INSPECTIONS AND PERMITS	1	0.5 %
LANDFILL	1	0.5 %
LIBRARY	3	1.6 %
MAINTENANCE	1	0.5 %
MANAGEMENT	1	0.5 %
MEDICAID	1	0.5 %
NEIGHBORHOOD IMPROVEMENTS	1	0.5 %
OPEN SPACE	1	0.5 %
PARKING	1	0.5 %
PARKS AND REC	1	0.5 %
PERMITS	1	0.5 %
PLANNING	3	1.6 %
POLICE	3	1.6 %
PUBLIC HEALTH	1	0.5 %

Q21c. Which department have you contacted most recently?Q21c. Which department have you contacted
most recently

	Number	Percent
PUBLIC TRANSPORTATION	1	0.5 %
PUBLIC WORKS	1	0.5 %
RECORDS	1	0.5 %
RECYCLE	6	3.2 %
RECYCLING, ROADS	1	0.5 %
ROAD MAINTENANCE	1	0.5 %
ROAD REPAIR	1	0.5 %
SOCIAL SERVICES	11	5.9 %
SOLID WASTE	2	1.1 %
SOLID WASTE AND RECYCLING	1	0.5 %
SOLID WASTE AND WATER	1	0.5 %
SOLID WASTE, TAX	1	0.5 %
SOLID WASTE/RECYCLING	1	0.5 %
STREET	2	1.1 %
TAX	23	12.2 %
TAX & REAL ESTATE	1	0.5 %
TAX ADMINISTRATION	7	3.7 %
TAX ASSESSER	2	1.1 %
TAX COLLECTOR	1	0.5 %
TAX OFFICE, CLERK COURT	1	0.5 %
TAX RECORDS	1	0.5 %
TAX, PARKS	1	0.5 %
TAX, PLANNING, SOIL AND WATER	1	0.5 %
TAX, WATER	1	0.5 %
TOO MANY CARS ON THE STREET	1	0.5 %
TRANSPORTATION	1	0.5 %
TRANSPORTATION/HIGHWAY	1	0.5 %
UTILITY	2	1.1 %
VETERANS SERVICES	1	0.5 %
WASTE	4	2.1 %
WASTE MANAGEMENT	3	1.6 %
WATER	19	10.1 %
WATER AND SEWER	3	1.6 %
WATER, HOME IMPROVEMENT	1	0.5 %
WATER, LIBRARY	1	0.5 %
WATER, SEWER, PARKS & REC	1	0.5 %
WEBSITE FOR CLOSURES	1	0.5 %
YARD WASTE	2	1.1 %
ZONING	2	1.1 %
Total	188	100.0 %

Q21d. (Only if YES to Question 21b.) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the County Government department you listed above:

(N=218)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q21d-a. How easy the County Government was to contact	20.6%	44.5%	15.6%	12.4%	3.7%	3.2%
Q21d-b. Courtesy of County Government	24.8%	43.1%	14.2%	6.4%	4.6%	6.9%
Q21d-c. Accuracy of the information & assistance you were given	20.6%	42.7%	15.1%	10.1%	6.0%	5.5%
Q21d-d. Time it took for your request to be completed	19.3%	36.7%	12.8%	12.8%	11.5%	6.9%
Q21d-e. How well your issue was handled	21.6%	36.2%	16.1%	9.6%	9.6%	6.9%
Q21d-f. The resolution to your issue/concern	20.6%	37.2%	15.1%	9.2%	10.1%	7.8%

WITHOUT DON'T KNOW

Q21d. (Only if YES to Question 21b.) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the County Government department you listed above: (without "N/A")

(N=218)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21d-a. How easy the County Government was to contact	21.3%	46.0%	16.1%	12.8%	3.8%
Q21d-b. Courtesy of County Government	26.6%	46.3%	15.3%	6.9%	4.9%
Q21d-c. Accuracy of the information & assistance you were given	21.8%	45.1%	16.0%	10.7%	6.3%
Q21d-d. Time it took for your request to be completed	20.7%	39.4%	13.8%	13.8%	12.3%
Q21d-e. How well your issue was handled	23.2%	38.9%	17.2%	10.3%	10.3%
Q21d-f. The resolution to your issue/concern	22.4%	40.3%	16.4%	10.0%	10.9%

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

(N=735)

	Excellent	Good	Neutral	Below Average	Poor	N/A
Q24a. As a place to live	22.3%	55.9%	11.6%	4.9%	3.1%	2.2%
Q24b. As a place to work	21.0%	50.2%	12.2%	5.0%	2.4%	9.1%
Q24c. As a place to play	16.2%	44.1%	19.7%	9.3%	4.2%	6.5%
Q24d. As a place to raise children	13.3%	41.4%	17.1%	9.4%	5.6%	13.2%
Q24e. As a place to educate children	7.8%	30.1%	20.7%	18.2%	10.2%	13.1%
Q24f. As a place to retire	15.9%	39.7%	19.9%	9.1%	7.6%	7.8%
Q24g. As a place to visit	17.1%	46.1%	19.2%	7.5%	4.1%	6.0%
Q24h. As a place to start a business	10.6%	33.9%	23.7%	6.5%	5.3%	20.0%
Q24i. As a community that is moving in the right direction	15.4%	41.0%	24.4%	9.3%	5.4%	4.6%

WITHOUT DON'T KNOW

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

(N=735)

	Excellent	Good	Neutral	Below Average	Poor
Q24a. As a place to live	22.8%	57.2%	11.8%	5.0%	3.2%
Q24b. As a place to work	23.1%	55.2%	13.5%	5.5%	2.7%
Q24c. As a place to play	17.3%	47.2%	21.1%	9.9%	4.5%
Q24d. As a place to raise children	15.4%	47.6%	19.7%	10.8%	6.4%
Q24e. As a place to educate children	8.9%	34.6%	23.8%	21.0%	11.7%
Q24f. As a place to retire	17.3%	43.1%	21.5%	9.9%	8.3%
Q24g. As a place to visit	18.2%	49.1%	20.4%	8.0%	4.3%
Q24h. As a place to start a business	13.3%	42.3%	29.6%	8.2%	6.6%
Q24i. As a community that is moving in the right direction	16.1%	42.9%	25.5%	9.7%	5.7%

Q25. From the list of local governmental capital projects listed below, which ones would you be willing to pay higher taxes to support enhancements for?

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

	Number	Percent
Street improvements	311	42.3 %
Bike lanes	143	19.5 %
Sidewalks	200	27.2 %
Parks & open spaces	167	22.7 %
Athletic fields	50	6.8 %
Trails & greenways	188	25.6 %
Public safety facilities	169	23.0 %
Public art	88	12.0 %
Parking	125	17.0 %
Public school facilities	287	39.0 %
Aquatic facilities	79	10.7 %
Wouldn't pay higher taxes for any of these	217	29.5 %
Total	2024	

Q26. From the list of local government services below, which ones would you be willing to pay higher taxes to support enhancements for?

Q26. What local government services would you be willing to pay higher taxes to support enhancements for

	Number	Percent
Affordable housing	215	29.3 %
Expanded Pre-K subsidies	152	20.7 %
Senior programming	185	25.2 %
Court services	69	9.4 %
Social services	130	17.7 %
Youth programming	204	27.8 %
Job creation/training	214	29.1 %
Public health & wellness	166	22.6 %
Public school operations (teachers, salaries)	327	44.5 %
Public safety staffing	205	27.9 %
Wouldn't pay higher taxes for any of these	177	24.1 %
Total	2044	

Q27. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?

Q27. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from

	Number	Percent
Very willing	79	10.7 %
Willing	176	23.9 %
Not sure	307	41.8 %
Not willing	145	19.7 %
Not provided	28	3.8 %
Total	735	100.0 %

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

Q31. How many years have you lived in Durham

County	Number	Percent
Less than 5	93	12.7 %
5-10	100	13.6 %
11-20	159	21.6 %
21-30	133	18.1 %
31+	236	32.1 %
Not provided	14	1.9 %
Total	735	100.0 %

Q32. What is your age?

<u>Q32. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	158	21.5 %
35-44	172	23.4 %
45-54	163	22.2 %
55-64	150	20.4 %
65-74	62	8.4 %
75+	30	4.1 %
Total	735	100.0 %

Q33. What is your gender?

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	356	48.4 %
Female	377	51.3 %
Not provided	2	0.3 %
Total	735	100.0 %

Q34. Do you own or rent your current residence?

<u>Q34. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	481	65.4 %
Rent	249	33.9 %
Not provided	5	0.7 %
Total	735	100.0 %

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

Q35. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	19	2.6 %
White	361	49.7 %
American Indian/Eskimo	14	1.9 %
Black/African American	327	45.0 %
Other	17	2.3 %
Total	738	

Q35. Other

Q35. Other	Number	Percent
Hispanic	16	94.1 %
Cherokee and Black	1	5.9 %
Total	17	100.0 %

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

Q36. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	81	11.0 %
No	622	84.6 %
Not provided	32	4.4 %
Total	735	100.0 %

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

Q37. Your total annual household income	Number	Percent
Under \$30K	92	12.5 %
\$30K to \$59,999	186	25.3 %
\$60K to \$99,999	168	22.9 %
\$100K+	198	26.9 %
Not provided	91	12.4 %
Total	735	100.0 %

Section 5

Survey Instrument



CITY OF DURHAM
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101 CITY HALL PLAZA | DURHAM, NC 27701
919.560.4222 | F 919.560.4949

www.DurhamNC.gov

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

www.DCoNC.gov



December, 2016

Dear Durham Resident:

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

An important part of this planning process involves gathering input from residents on a wide range of issues impacting our quality of life. We want you to be a part of this process by taking a few minutes to complete the enclosed *2016 Durham Resident Survey*.

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

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

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

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

Sincerely,

Thomas J. Bonfield
City Manager

Wendell M. Davis
County Manager

cc: Enclosure

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



2016 DURHAM CITY AND COUNTY RESIDENT SURVEY

Please take a few minutes to complete this survey. Your input is an important part of the City and County’s ongoing effort to identify and respond to resident concerns. If you have questions, please contact Durham One Call at (919) 560-1200. This survey is intended for Durham City and County residents only.



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

How satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
01.	Overall quality of police protection	5	4	3	2	1	9
02.	Overall quality of sheriff protection	5	4	3	2	1	9
03.	Overall quality of fire protection and rescue services	5	4	3	2	1	9
04.	Response time for fire services	5	4	3	2	1	9
05.	Overall quality of EMS services	5	4	3	2	1	9
06.	Response time for EMS services	5	4	3	2	1	9
07.	Overall maintenance of City streets	5	4	3	2	1	9
08.	Overall flow of traffic in Durham	5	4	3	2	1	9
09.	Overall quality of the public transit system (GoDurham, formerly DATA)	5	4	3	2	1	9
10.	Overall quality of bicycle facilities (bike lanes, paths, trails, and intersection design and signage)	5	4	3	2	1	9
11.	Overall quality of pedestrian facilities	5	4	3	2	1	9
12.	Overall quality of water and sewer utilities	5	4	3	2	1	9
13.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
14.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
15.	Overall quality of customer service you receive from County employees	5	4	3	2	1	9
16.	Overall effectiveness of communication with the public	5	4	3	2	1	9
17.	Overall quality of parks and recreation programs	5	4	3	2	1	9
18.	Overall quality of library services and programs	5	4	3	2	1	9
19.	Overall quality of services provided by the Durham County Department of Social Services	5	4	3	2	1	9
20.	Overall quality of Public Health services	5	4	3	2	1	9
21.	Overall quality of Tax Administration services	5	4	3	2	1	9
22.	Overall quality of public schools	5	4	3	2	1	9
23.	Overall quality of charter schools	5	4	3	2	1	9
24.	Overall quality of private schools	5	4	3	2	1	9

2. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from City and County leaders over the next two years? [Write the numbers below for your top three choices using the numbers from the list in Question 1 or circle NONE.]

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

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

	How satisfied are you with:	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Overall quality of services provided by the City	5	4	3	2	1	9
2.	Overall quality of services provided by the County	5	4	3	2	1	9
3.	Overall appearance of Durham	5	4	3	2	1	9
4.	Overall management of development and growth	5	4	3	2	1	9
5.	Overall image of Durham	5	4	3	2	1	9
6.	Overall quality of life in Durham	5	4	3	2	1	9
7.	Overall quality of life in your neighborhood	5	4	3	2	1	9
8.	Overall ease of travel within Durham	5	4	3	2	1	9
9.	Overall value you receive for your local taxes and fees	5	4	3	2	1	9

4. **Which of the following describes the education status of children in your household? (Check all that apply)**

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

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

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

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

	How safe do you feel:	<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>N/A</i>
1.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
2.	When walking alone in your neighborhood at night	5	4	3	2	1	9
3.	In downtown Durham	5	4	3	2	1	9
4.	In Durham overall	5	4	3	2	1	9

7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate how you feel regarding the following aspects:

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

8. Parks, Recreation, and Open Space: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

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

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

1st: _____ 2nd: _____ NONE

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

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

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

1st: _____ 2nd: _____ NONE

12. Multi-Modal Transportation: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>How satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Ease of travel by walking	5	4	3	2	1	9
2.	Ease of travel by driving	5	4	3	2	1	9
3.	Ease of travel by biking	5	4	3	2	1	9
4.	Safety when driving around Durham	5	4	3	2	1	9
5.	Ease of travel by bus (GoDurham/Bull City Connector)	5	4	3	2	1	9
6.	GoDurham routes and schedules	5	4	3	2	1	9
7.	Location of Downtown parking facilities	5	4	3	2	1	9
8.	Quality of Downtown parking facilities	5	4	3	2	1	9

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

<i>Level of agreement with:</i>		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>N/A</i>
1.	My neighborhood has convenient outdoor spaces to run, walk, bike and exercise	5	4	3	2	1	9
2.	It is safe to walk in my neighborhood	5	4	3	2	1	9
3.	There are enough bike lanes in our community	5	4	3	2	1	9
4.	You can walk to shopping and entertainment from my neighborhood	5	4	3	2	1	9

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

___(1) Yes (Go to Q15.) ___(2) No (Please answer Q14a.)

14a. If NO to #14: Which of the following is your primary reason for not using the service: (Check one)

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

15. Solid Waste and Utility Services: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

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

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

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

17. Please answer the following questions by circling YES or NO.

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

18. How can the City and County be most helpful in addressing housing affordability problems?

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

How satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Access to training and development for the under-employed and unemployed	5	4	3	2	1	9
2.	Resources to support small business development	5	4	3	2	1	9
3.	Appearance of your neighborhood	5	4	3	2	1	9
4.	Public art in Durham	5	4	3	2	1	9
5.	Response to code enforcement requests for service complaints	5	4	3	2	1	9

The following questions will ask you to rate your customer service experience with the City of Durham and Durham County, separately. If you are a City resident, please complete questions 20a-d and 21a-d. If you are a COUNTY resident outside of City limits, please GO TO QUESTION 21a-d.

CITY RESIDENTS ONLY

20a. Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

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

20b. During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?
 ___(1) Yes (Answer Questions 20c & 20d.) ___(2) No (Go to Question 21a.)

20c. Which department have you contacted most recently? _____

20d. (Only if "YES" to Question 20b.) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the City Government department you listed above:

How satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	How easy the City Government was to contact	5	4	3	2	1	9
2.	Courtesy of City Government	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9

ALL RESIDENTS of Durham County

21a. Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

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

21b. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?
 ___(1) Yes (Answer Questions 21c & 21d & 22.) ___(2) No (Go to Question 23.)

21c. Which department have you contacted most recently? _____

21d. (Only if “YES” to Question 21b.) Using a 5-point scale where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with your experience interacting with the County Government department you listed above:

How satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	How easy the County Government was to contact	5	4	3	2	1	9
2.	Courtesy of County Government	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9

22. If you were not satisfied with the service you received, please share more about what occurred and how we could improve our service next time:

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

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

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

25. From the list of local governmental capital projects listed below, which ones would you be willing to pay higher taxes to support enhancements for? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> (01) Street Improvements | <input type="checkbox"/> (07) Public Safety Facilities |
| <input type="checkbox"/> (02) Bike lanes | <input type="checkbox"/> (08) Public Art |
| <input type="checkbox"/> (03) Sidewalks | <input type="checkbox"/> (09) Parking |
| <input type="checkbox"/> (04) Parks and Open Space | <input type="checkbox"/> (10) Public School Facilities |
| <input type="checkbox"/> (05) Athletic Fields | <input type="checkbox"/> (11) Aquatic Facilities |
| <input type="checkbox"/> (06) Trails and Greenways | <input type="checkbox"/> (12) Wouldn't pay higher taxes for any of these |

26. From the list of local government services below, which ones would you be willing to pay higher taxes to support enhancements for? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> (01) Affordable Housing | <input type="checkbox"/> (07) Job Creation/Training |
| <input type="checkbox"/> (02) Expanded Pre-K Subsidies | <input type="checkbox"/> (08) Public Health and Wellness |
| <input type="checkbox"/> (03) Senior Programming | <input type="checkbox"/> (09) Public School Operations (teachers, salaries) |
| <input type="checkbox"/> (04) Court Services | <input type="checkbox"/> (10) Public Safety Staffing |
| <input type="checkbox"/> (05) Social Services | <input type="checkbox"/> (11) Wouldn't pay higher taxes for any of these |
| <input type="checkbox"/> (06) Youth Programming | |

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

- | | |
|---|--|
| <input type="checkbox"/> (1) Very willing | <input type="checkbox"/> (3) Not Sure |
| <input type="checkbox"/> (2) Willing | <input type="checkbox"/> (4) Not Willing |

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

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

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

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

32. What is your age? _____ years

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

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

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

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

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

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

- | | |
|---|---|
| <input type="checkbox"/> (1) Under \$30,000 | <input type="checkbox"/> (3) \$60,000 to \$99,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (4) \$100,000 or more |

This concludes the survey. Thank you for your time!

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

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