



DirectionFinder®

FINAL REPORT

2009 Community Survey

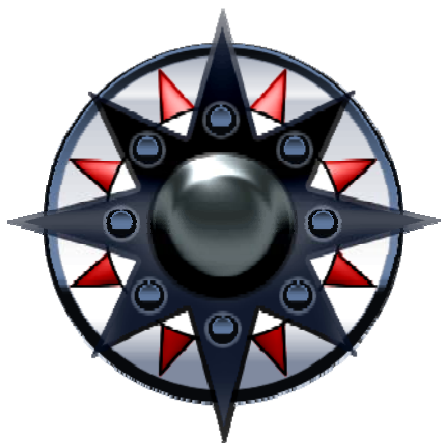
Submitted to

The City of
Durham,
North Carolina

ETC Institute
725 W. Frontier Circle
Olathe, KS
66061

January 2010





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Institute





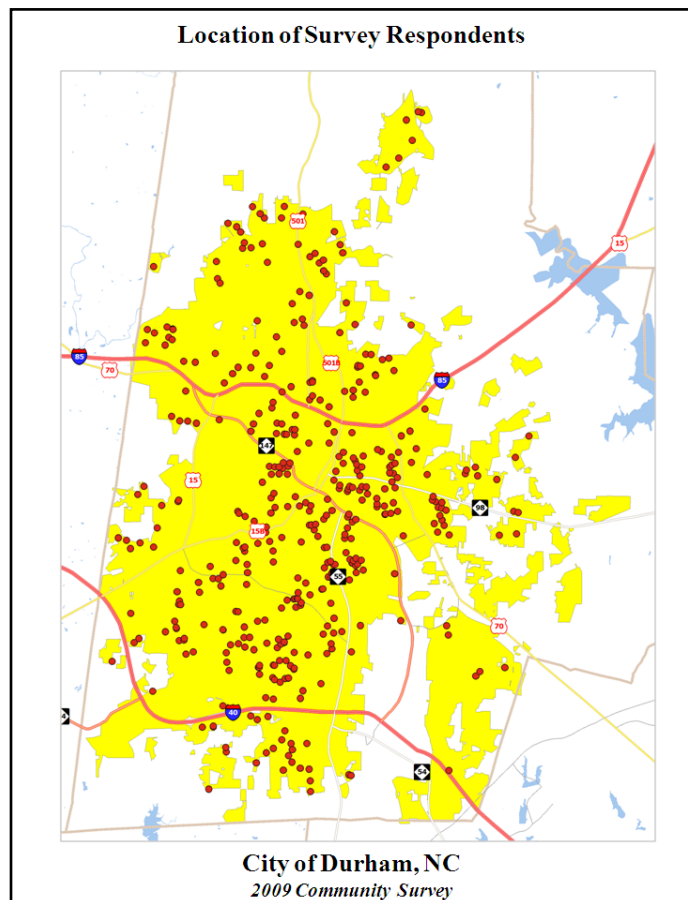
2009 DirectionFinder® Survey Executive Summary Report

Overview and Methodology

During the winter of 2009, ETC Institute administered its third DirectionFinder® Survey for the City of Durham to assess citizen satisfaction with the delivery of major City services and to help determine priorities for the community as part of the City's ongoing planning process. The first DirectionFinder® survey was administered in December of 2005.

The seven-page survey was mailed to a random sample of 1,200 households in the City of Durham. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 233 completed the survey by phone and 212 returned it by mail for a total of 445 completed surveys (37% response rate). The results for the random sample of 445 households have a 95% level of confidence with a precision of at least $\pm 4.7\%$. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



Interpretation of “Don’t Know” Responses. The percentage of persons who gave “don’t know” responses is important because it often reflects the level of utilization of City services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons among different services that are provided by the City. The percentage of “don’t know” responses for each question is 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 and major findings
- charts depicting the overall results of the survey
- importance-satisfaction analysis to help the City use survey data to set priorities
- tabular data for the overall results to each question of the survey
- a copy of the survey instrument.

Major Findings

- **Residents satisfaction with services provided by the City of Durham is Increasing.** Eighty-nine percent (89%) of the residents surveyed who had an opinion were satisfied with the quality of fire protection and rescue services provided by the City, which is a significant increase (changes of +/- 4.7%) in satisfaction from the 2007 survey. Sixty-eight percent (68%) were satisfied with the quality of police protection, which is also a significant increase in satisfaction from the 2007 survey. Residents were less satisfied with maintenance of City streets and infrastructure (31%) but that is also a significant increase in satisfaction over the 2007 survey.
- **Overall perceptions of life in the City of Durham** Seventy-five percent (75%) of the residents surveyed who had an opinion rated the City as an “excellent” or “good” place to work, and 78% rated it as an “excellent” or “good” place to live.
- **Residents perception of various issues concerning the City.** Sixty-nine percent (69%) of the residents surveyed who had an opinion were satisfied with the quality of their neighborhood and (60%) of those surveyed were satisfied with overall services provided by the City. Although residents were the least satisfied with the value they receive for their tax dollars (35%) the level of satisfaction has increased significantly over the 2007 survey.
- **Feelings of Safety.** Eighty percent (80%) of residents surveyed who had an opinion felt “very safe” or “safe” walking alone in their neighborhood during the day, compared to forty-two percent (42%) of residents who felt safe walking alone in their neighborhood at the night.

- **City Communication.** The highest levels of satisfaction with City Communication based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were with the availability of information about City programs and services (61%). Fifty-eight percent (58%) were satisfied with the City’s efforts to keep them informed on local issues, which is an increase of 16% in satisfaction levels compared to the 2007 survey.
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation in City of Durham based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were the cultural programming in the City (66%), and the greenways and trails in the City (61%). Residents were less satisfied with the City swimming pools (37%).
- **City Maintenance.** The highest levels of satisfaction with City maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were the condition of street signs and traffic signals (65%) which is up significantly in satisfaction levels over the 2007 survey rating of 59%. Although residents were the least satisfied with street maintenance and repair (24%) the level of satisfaction has increased significantly over the 2007 survey.
- **Code Enforcement.** The highest levels of satisfaction with Code Enforcement based upon the combined percentage of “very satisfied” and “satisfied” responses of residents, who had an opinion, did not vary greatly; however, all four of the code assessment areas had significant increases in satisfaction compared to 2007. The highest level of satisfaction was with the enforcement of clean up of junk and debris on private property (42%) compared to 29% in 2007.
- **City Utilities Services.** The highest levels of satisfaction with City utility services based upon the combined percentage of “very satisfied” and “satisfied” responses of residents, who had an opinion, were City trash collection services (85%), the City curbside recycling (80%), and City yardwaste collection services (72%). Residents were less satisfied with stormwater services (64%).

Other

- Residents currently get their information about the City primarily from television news (69%), the Durham Citizen’s newsletter (49%) and the City website (42%).
- 37% of residents were “very willing” or “willing” to pay a slight tax increase to fund improvements to City services in Durham, 28% were “not sure,” and 35% were “not willing.”

Most Significant Increases. The City of Durham had significant increases in satisfaction and/or feelings of safety in 45 out of 58 areas that were assessed in the 2009 DirectionFinder® survey. There were no significant decreases. The significant increases are listed in the table below:

Category by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)	2009	2007	Increase in Percentage
Image of the City	39%	23%	16%
City efforts to keep you informed on local issues	58%	42%	16%
Cleanliness of City streets	47%	32%	15%
Feeling of Safety when visiting City recreation centers	60%	45%	15%
Feeling of Safety in Downtown Durham	56%	42%	14%
Effectiveness of City communication w/ public	54%	40%	14%
Quality of the City's public transit system	46%	33%	13%
Enforcing the clean up of junk on private property	42%	29%	13%
Enforce ext. maintenance of residential property	39%	26%	13%
Enforcing the mowing of weeds on private property	41%	28%	13%
As a City moving in the right direction	64%	51%	13%
Quality of City water and sewer utilities	68%	55%	13%
Level of public involvement in local decisions	42%	30%	12%
How well the City is planning growth	44%	32%	12%
Appearance of the City	50%	38%	12%
Feeling of Safety in the City of Durham overall	48%	36%	12%
Cleanliness/appearance of medians/roadsides	48%	37%	11%
Condition of sidewalks in the City	38%	27%	11%
City efforts to remove inoperative vehicles	39%	28%	11%
Quality of drinking water	71%	60%	11%
Availability of info about City programs/services	61%	51%	10%
Bulky item pick up/removal services	67%	57%	10%
City parks	60%	50%	10%
As a place to raise children	63%	54%	9%
Feeling of Safety walking alone in the nearest City park during day	53%	44%	9%
Cleanliness of stormwater drains/creeks in neighb.	50%	41%	9%
City playgrounds	54%	45%	9%
Flow of traffic in the City	53%	44%	9%
Maintenance of City streets and infrastructure	31%	23%	8%
Quality of police protection	68%	60%	8%
Enforcement of City codes and ordinances	51%	43%	8%
Condition of major City streets	33%	26%	7%
Greenways and trails in the City	61%	54%	7%
Condition of City parks	50%	43%	7%
As a place to live	78%	72%	6%
Quality of customer service from City employees	62%	56%	6%
Value you receive for your City taxes/fees	35%	29%	6%
Streets maintenance and repair	24%	18%	6%
Condition of streets signs and traffic signals	65%	59%	6%
City yardwaste collection services	72%	66%	6%
As a place to visit	62%	56%	6%
Outdoor athletic fields	49%	43%	6%
City recreation centers	50%	45%	5%
Quality of life in the City	57%	52%	5%
Wastewater services	70%	65%	5%

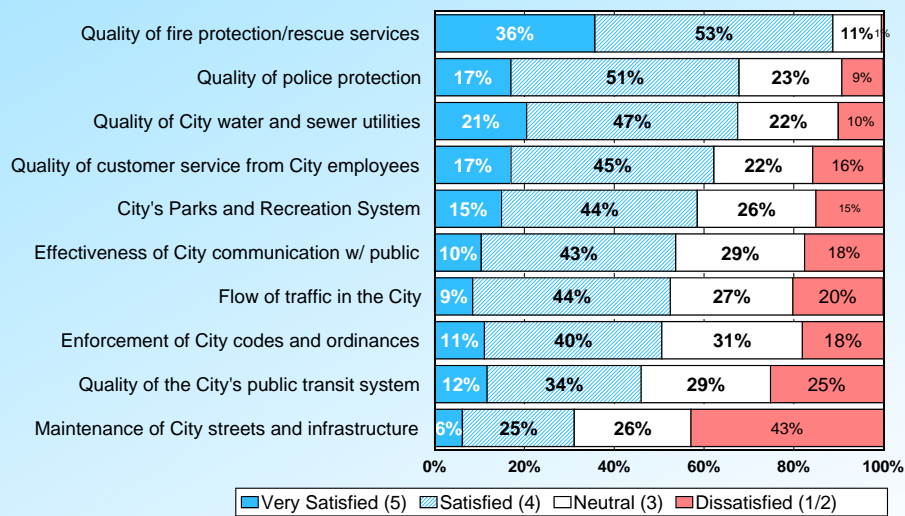
Section 1:

Charts and Graphs

City of Durham 2009 DirectionFinderSurvey Results

Overall Satisfaction with City Services by Major Category

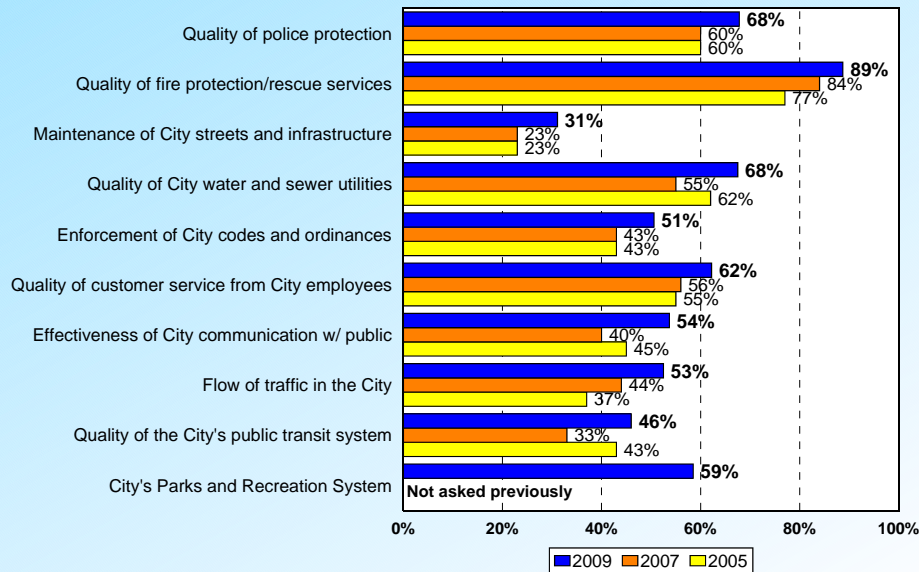
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

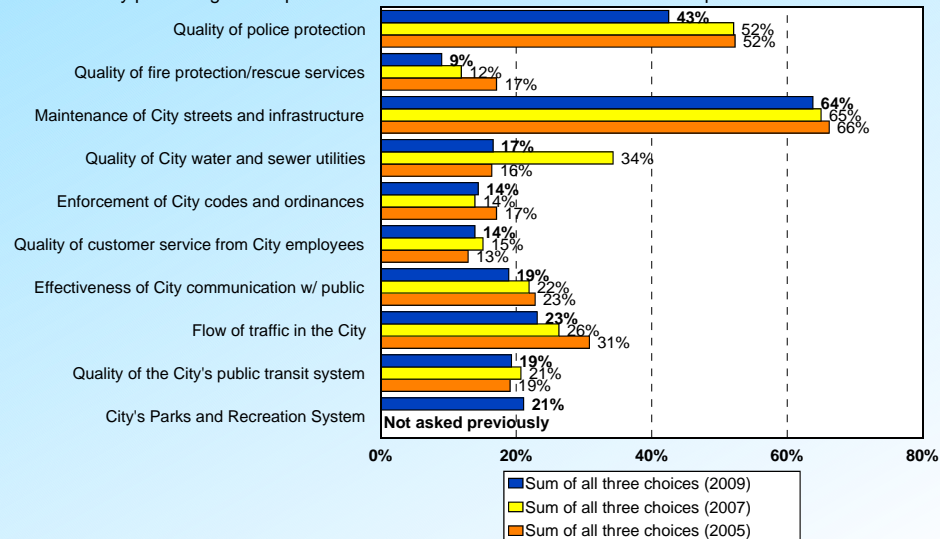
Trends: Satisfaction with Various Aspects of City Services - 2009 vs 2007 vs 2005

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



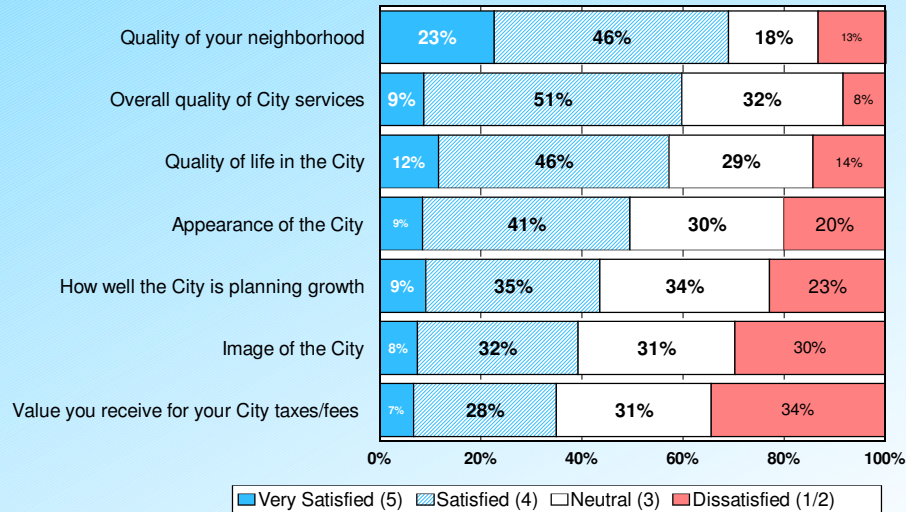
Trends: City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category 2009 vs. 2007 vs. 2005

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



Satisfaction with Items That Influence Perception Residents Have of the City

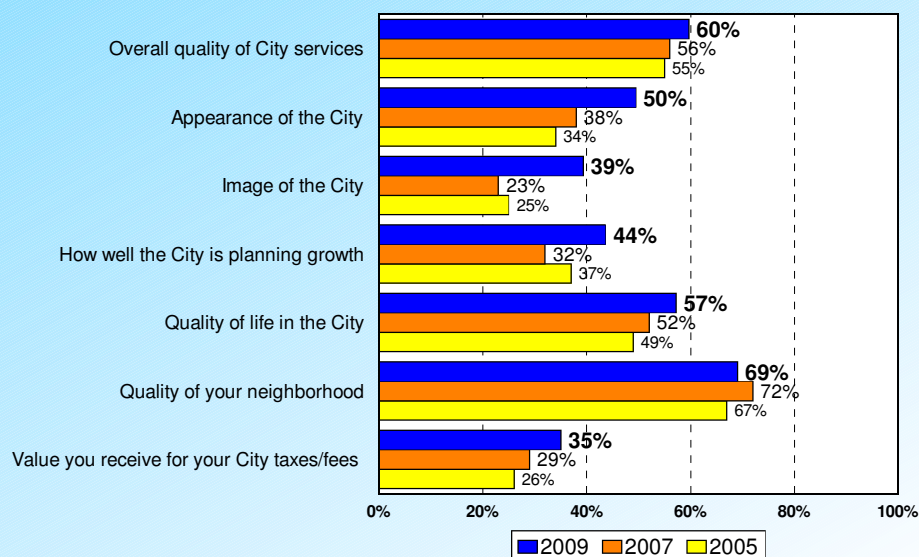
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Trends: Satisfaction with Items That Influence Perception Residents Have of the City 2009 vs 2007 vs 2005

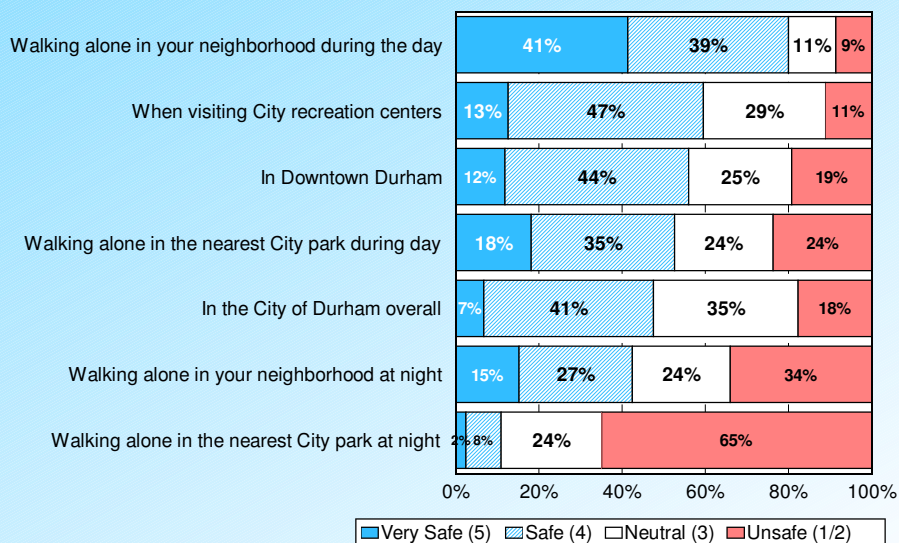
by percentage of respondents who rated the item either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2009)

Perceptions of Safety in Durham

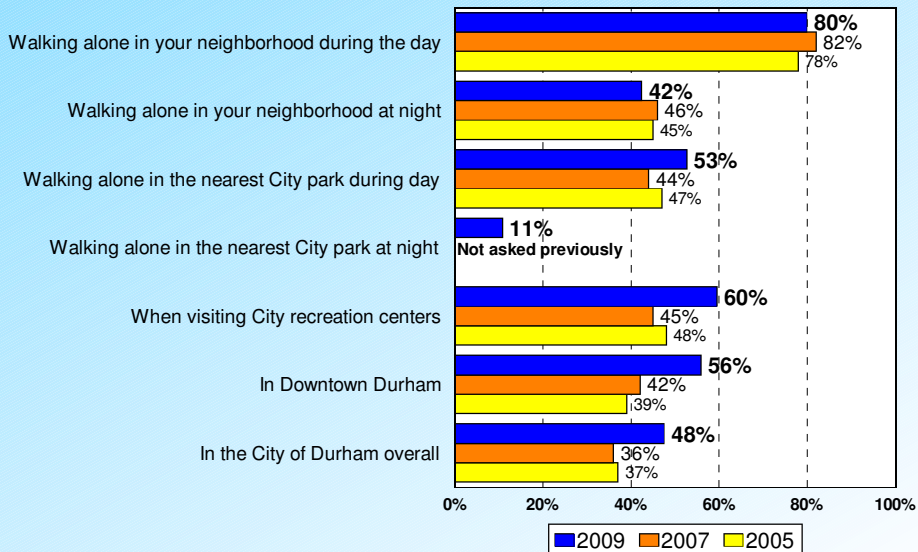
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Trends: Perceptions of Safety in Durham 2009 vs 2007 vs 2005

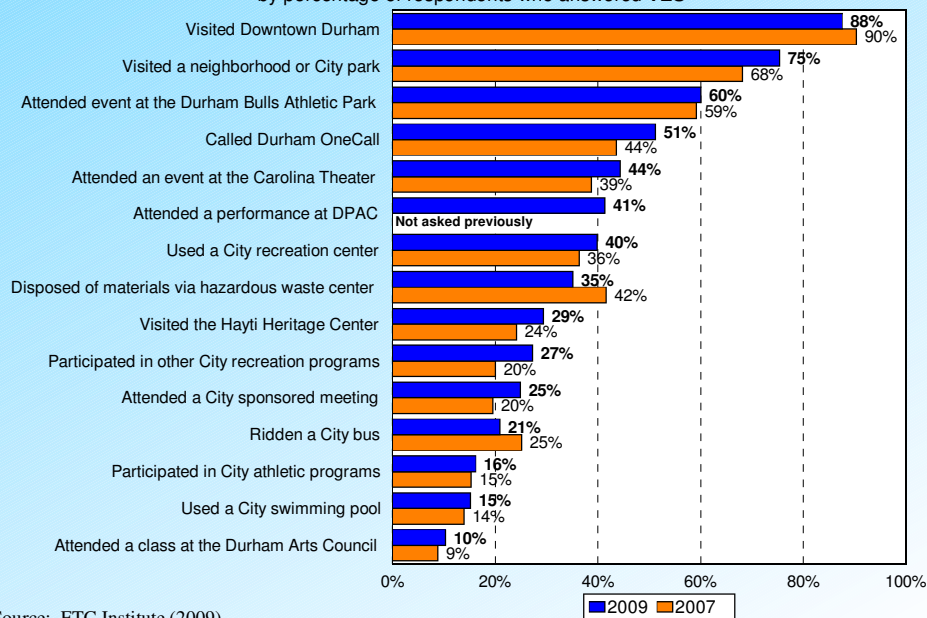
by percentage of respondents who rated the item either "Very Safe" or "Safe" (excluding don't knows)



Source: ETC Institute (2009)

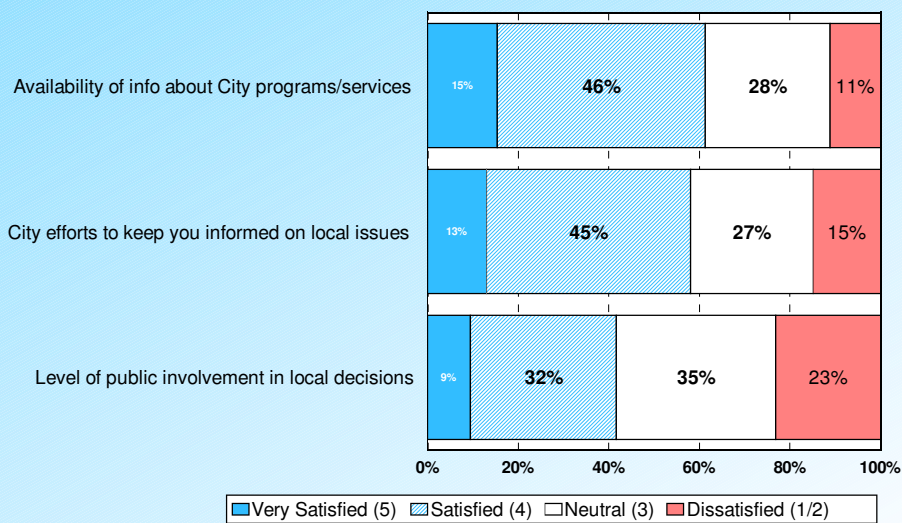
Trends: Have you or other members of your household done the following activities during the past year? - 2007 vs 2009

by percentage of respondents who answered YES



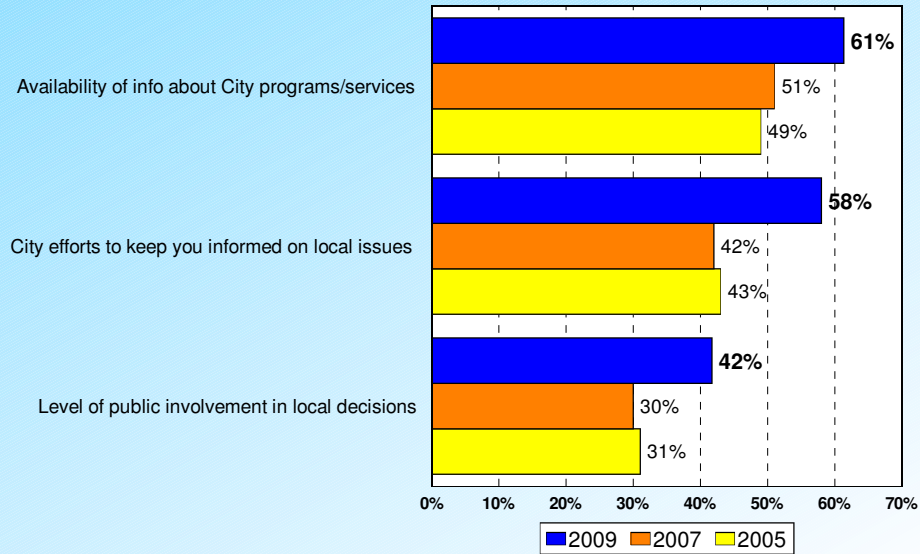
Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)



Trends: Satisfaction with Various Aspects of Communication - 2009 vs 2007 vs 2005

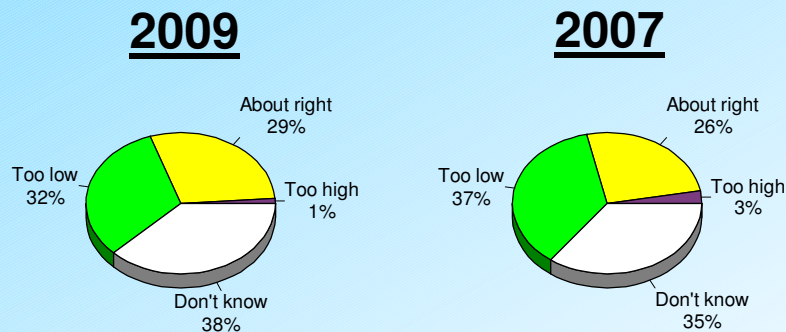
by percentage of respondents who rated the item either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2009)

Trends: Do you think the level of public involvement in the City of Durham is: 2009 vs. 2007

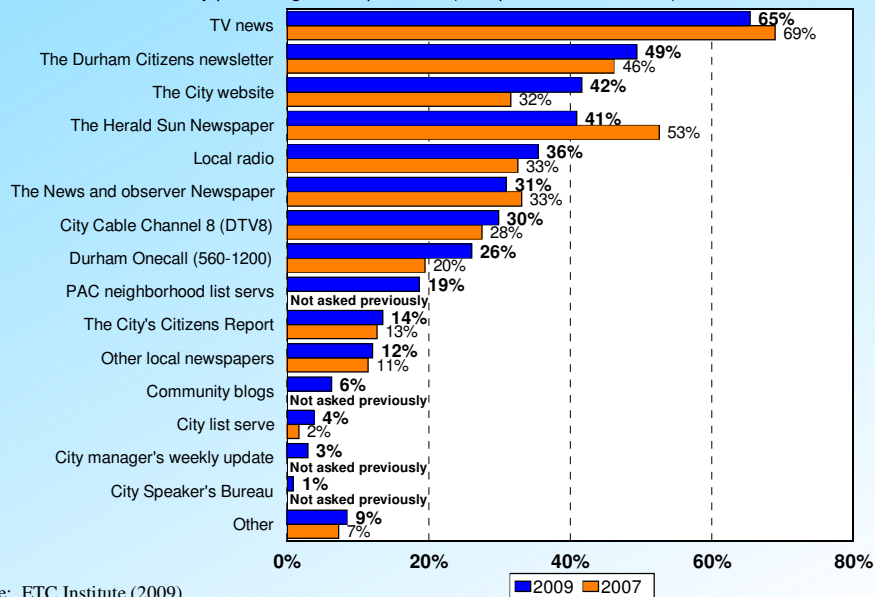
by percentage of respondents



Source: ETC Institute (2009)

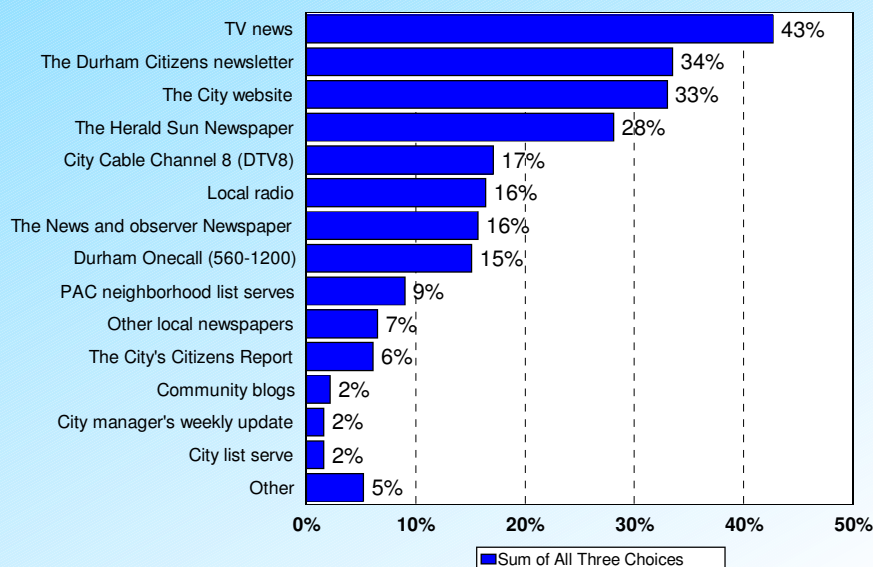
Trends: The Following Sources used to Get Information about the City of Durham - 2009 vs 2007

by percentage of respondents (multiple answers allowed)



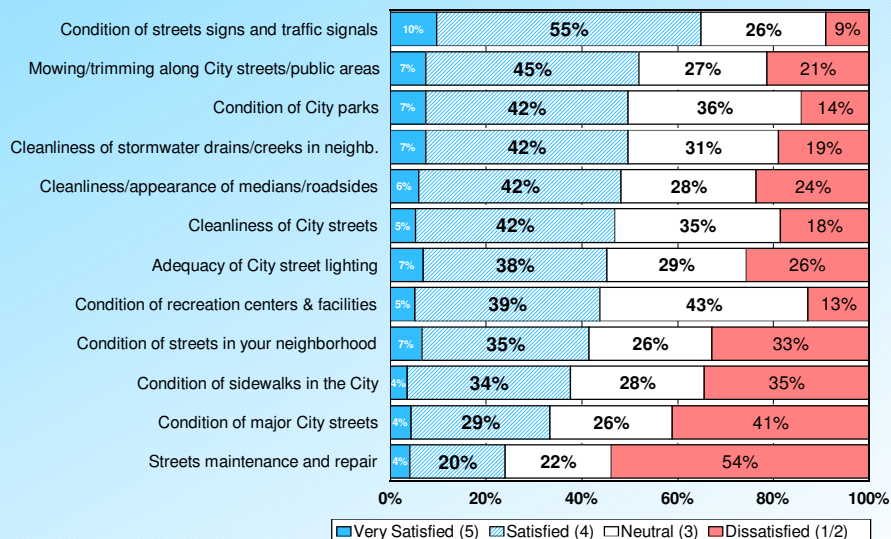
Sources of Information that Residents Would Prefer to Get Their Information from

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



Satisfaction with Various Aspects of Maintenance Services

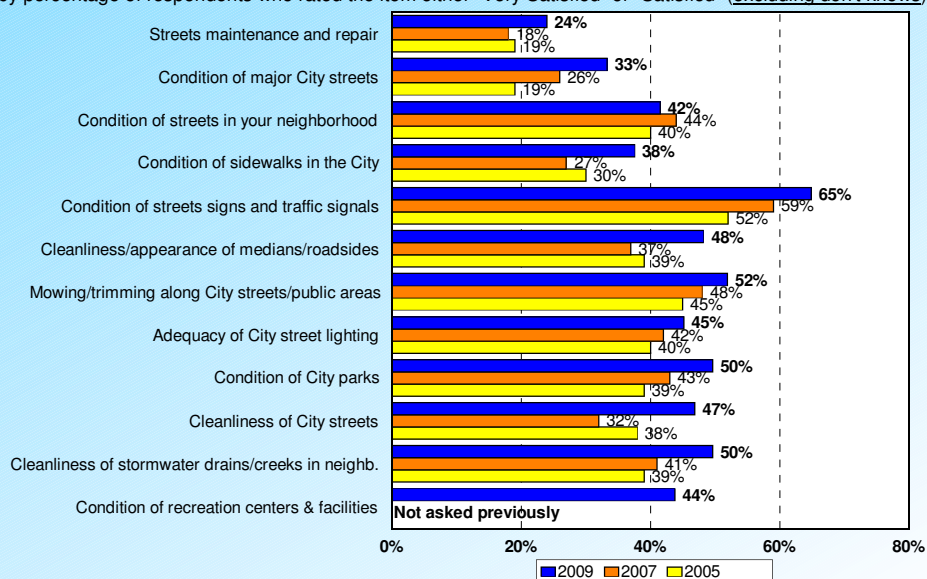
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Trends: Satisfaction with Various Aspects of Maintenance Services - 2009 vs 2007 vs 2005

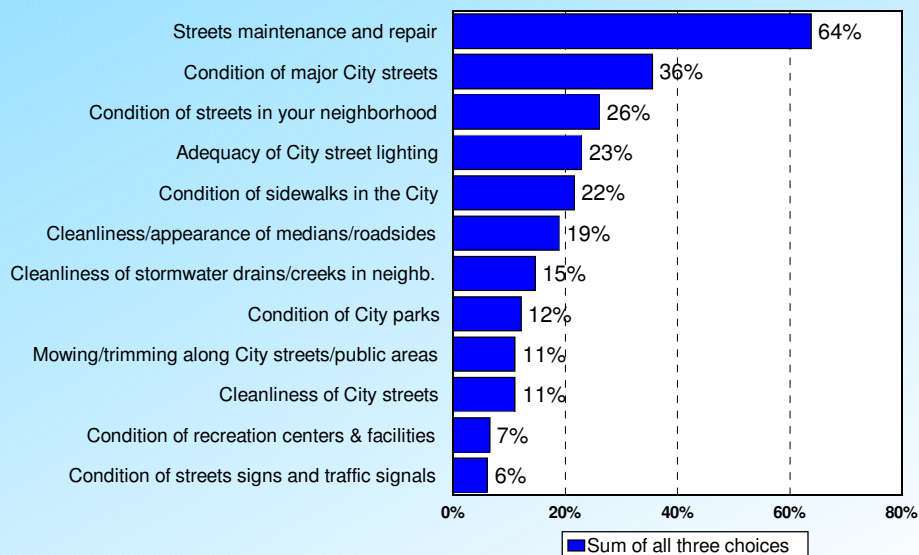
by percentage of respondents who rated the item either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2009)

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

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

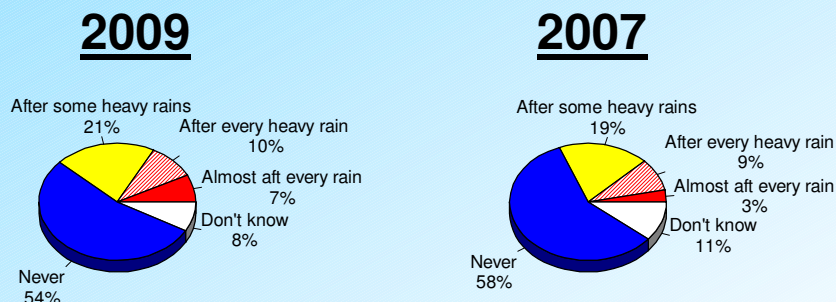


Source: ETC Institute (2009)

Trends: About how often during the past year have you been seriously inconvenienced by standing water in the streets of you neighborhood after a rainstorm?

2009 vs. 2007

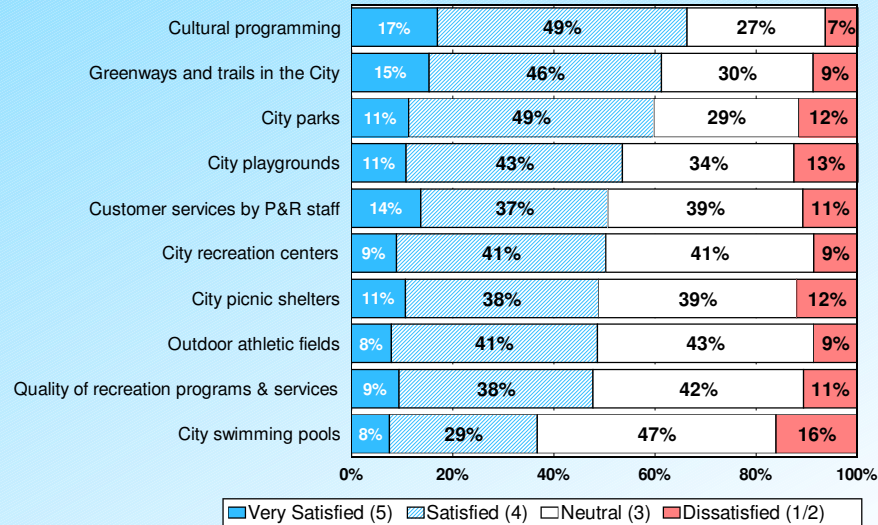
by percentage of respondents



Source: ETC Institute (2009)

Satisfaction with Various Aspects of Parks and Recreation

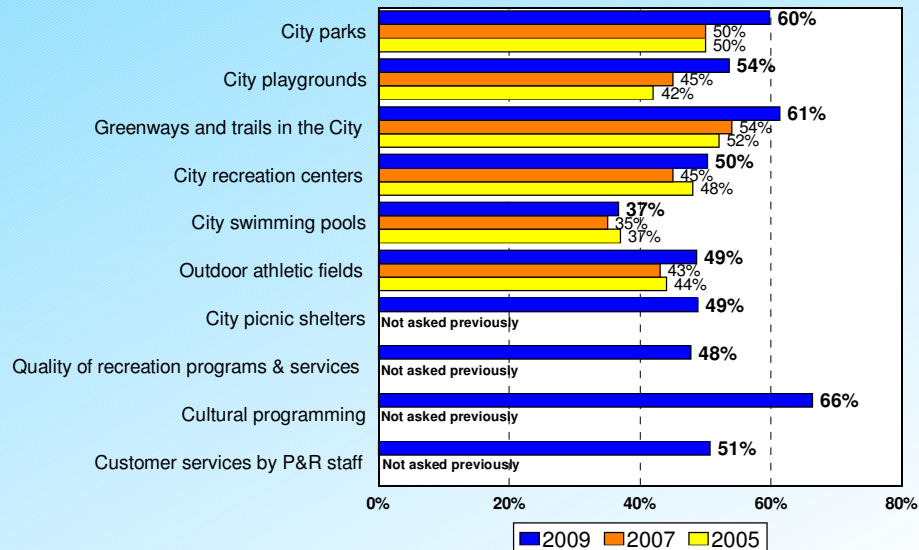
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Trends: Satisfaction with Various Aspects of Parks and Recreation - 2009 vs 2007 vs 2005

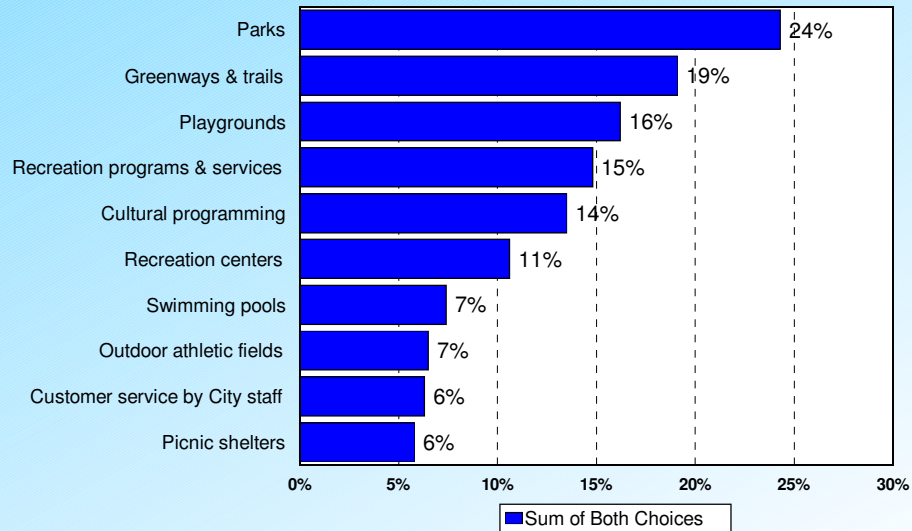
by percentage of respondents who rated the item either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2009)

Parks and Recreation Items that Should Receive the Most Emphasis From City Leaders Over the Next Two Years

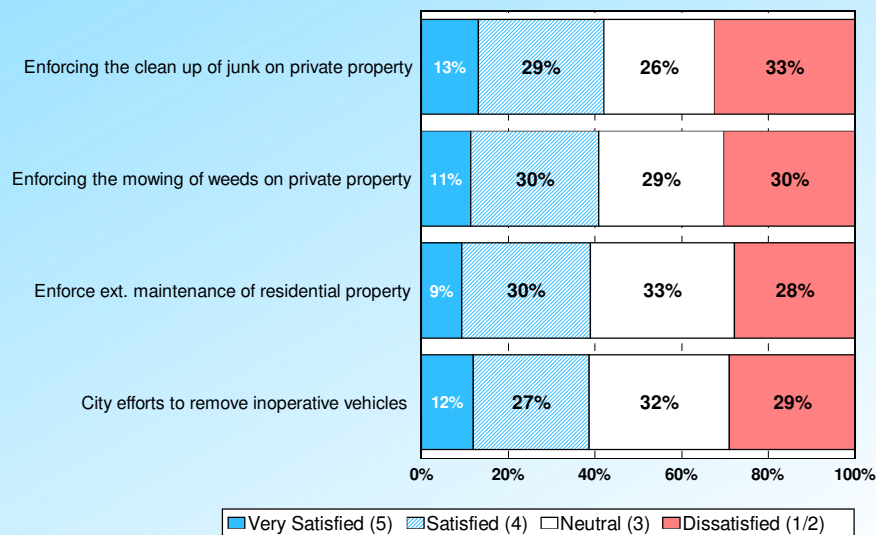
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2009)

Satisfaction with Various Aspects of Code Enforcement

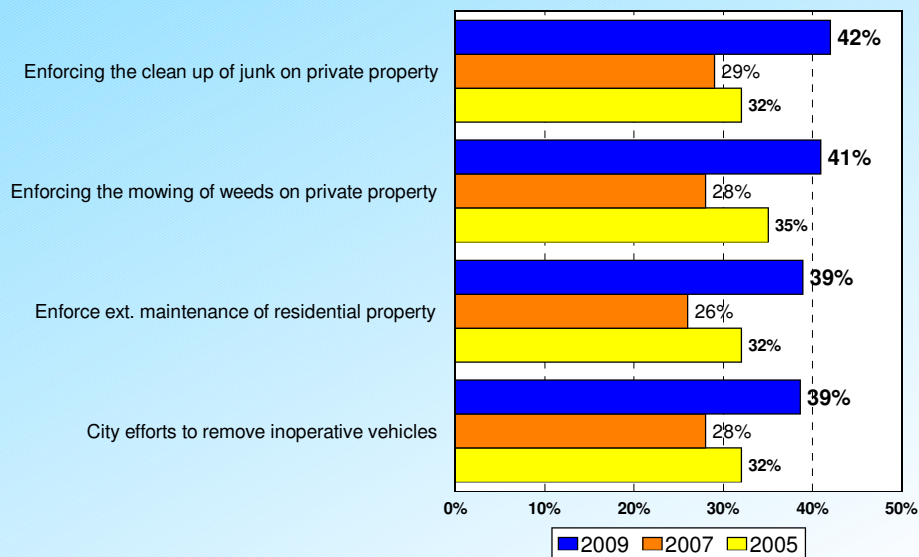
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Trends: Satisfaction with Various Aspects of Code Enforcement - 2009 vs 2007 vs 2005

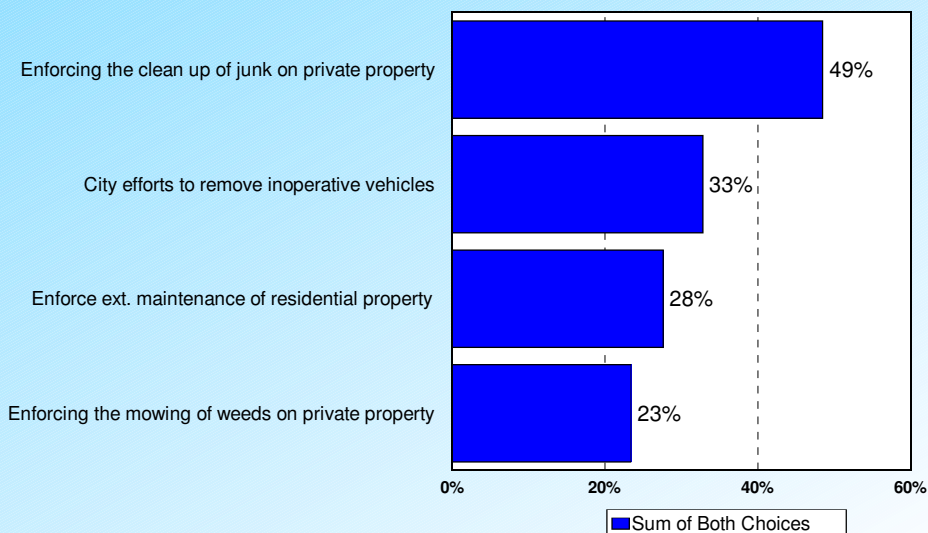
by percentage of respondents who rated the item either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2009)

Code Enforcement Items that Should Receive the Most Emphasis From City Leaders Over the Next Two Years

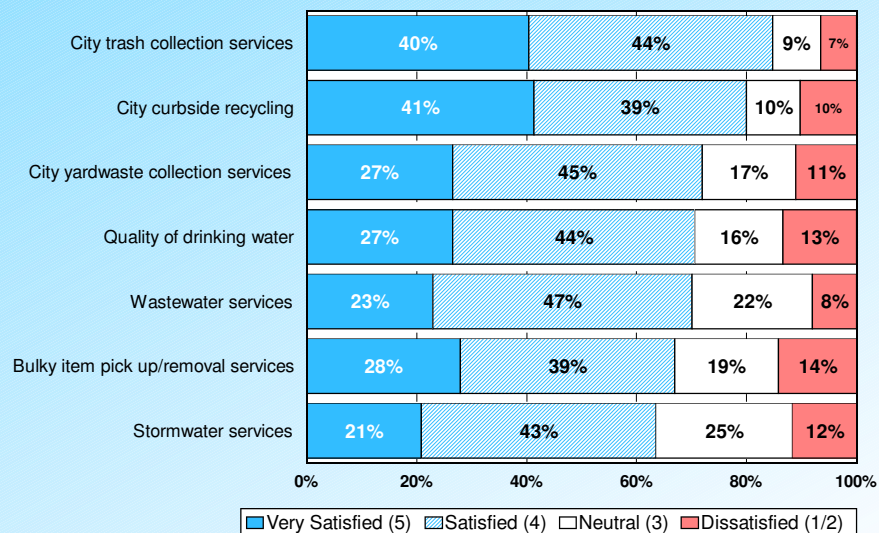
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2009)

Satisfaction with Various Aspects of City Utility Services

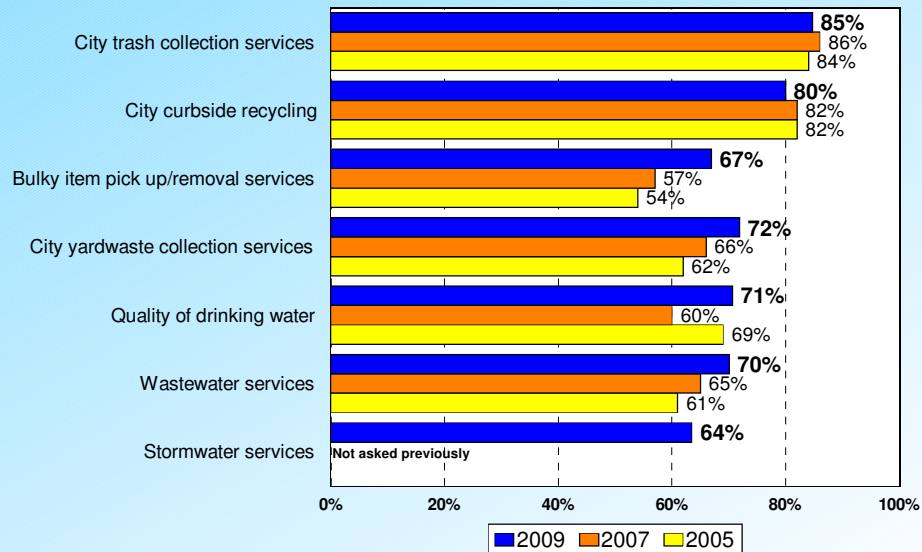
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2009)

Trends: Satisfaction with Various Aspects of City Utility Services - 2009 vs 2007 vs 2005

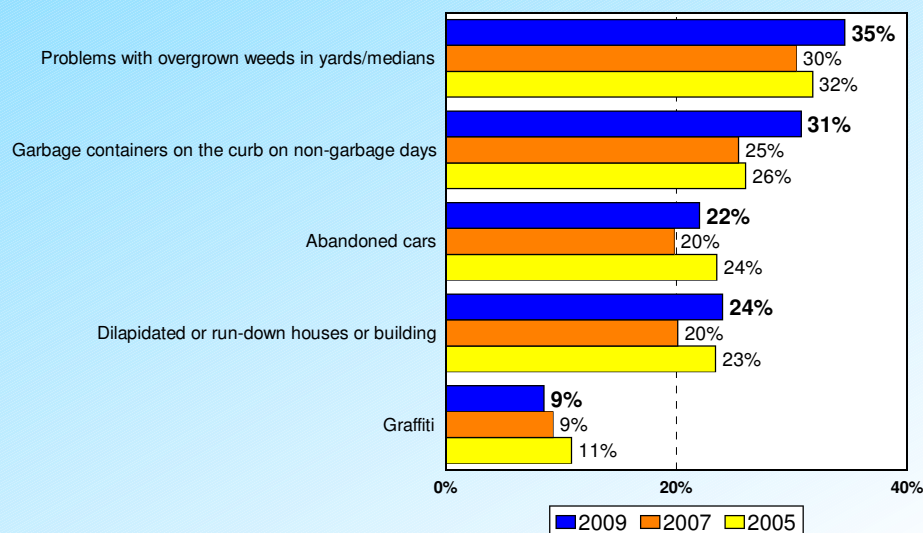
by percentage of respondents who rated the item either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2009)

Trends: Various Issues Respondents Feel are Problems in Their Neighborhood - 2009 vs. 2007 vs. 2005

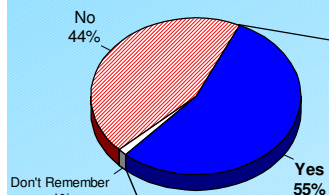
by percentage of respondents who answered YES



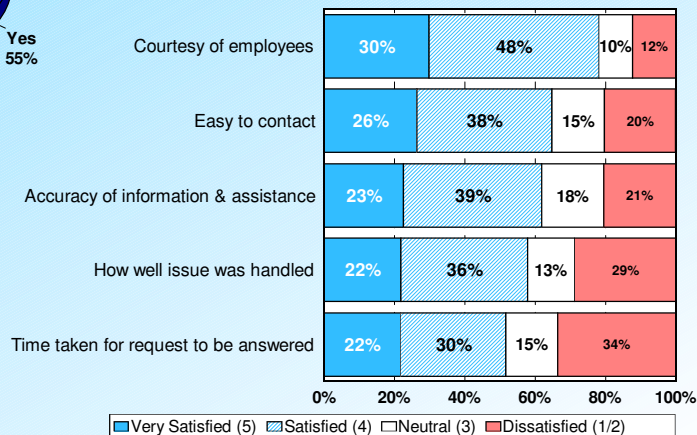
Source: ETC Institute (2009)

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

by percentage of respondents



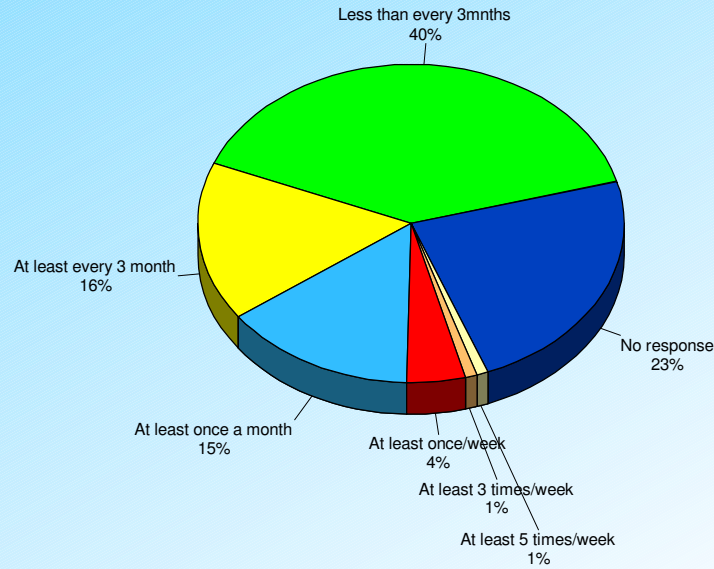
Satisfaction with the Quality of Customer Service Received from City Employees



Source: ETC Institute (2009)

Which of the following best describes the frequency that you visit the City's website?

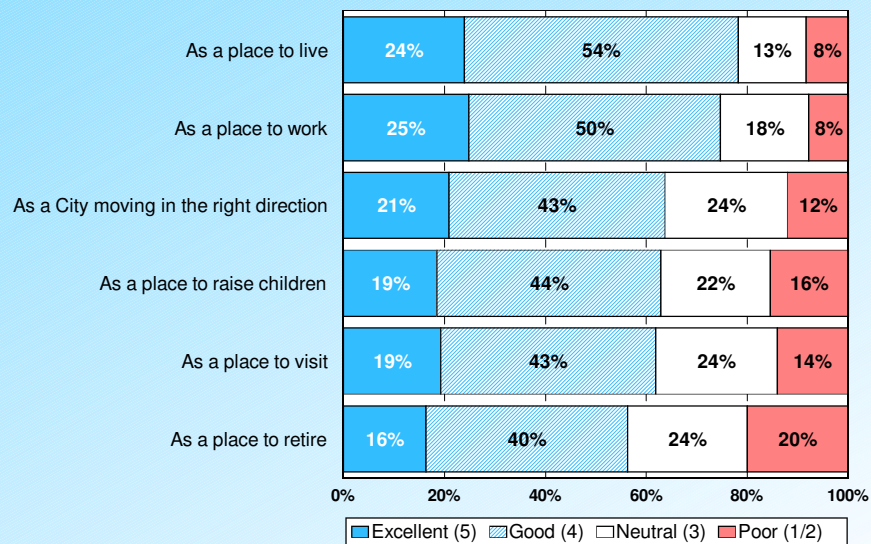
by percentage of respondents



Source: ETC Institute (2009)

Ratings of the City of Durham as a Place to Live

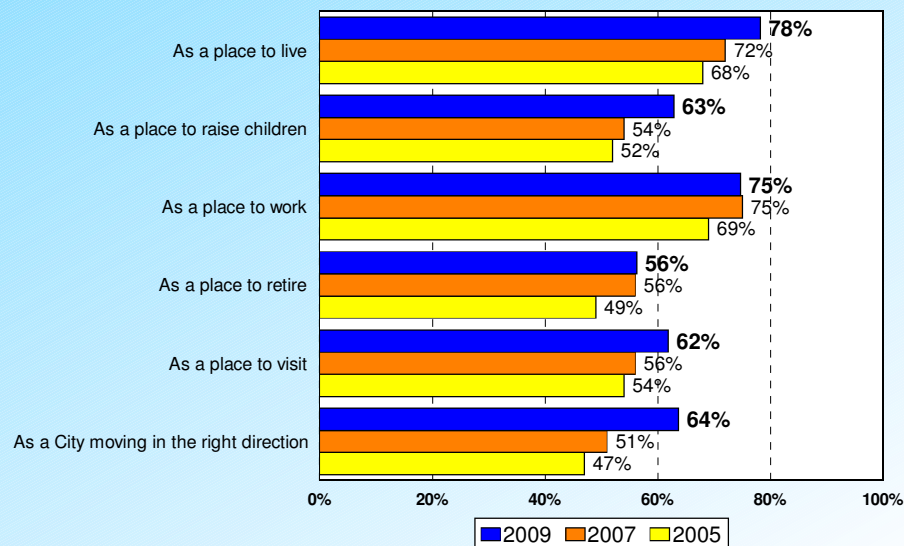
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Trends: Ratings of the City of Durham as a Place to Live 2009 vs. 2007 vs. 2005

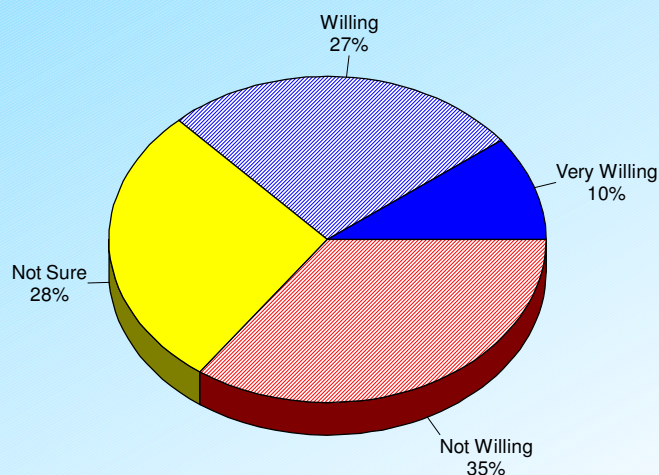
by percentage of respondents who rated the item either "Excellent" or "Good" (excluding don't knows)



Source: ETC Institute (2009)

Trends: Willingness to Pay a Slight Tax Increase to Fund Improvements to City Services like street resurfacing or transit

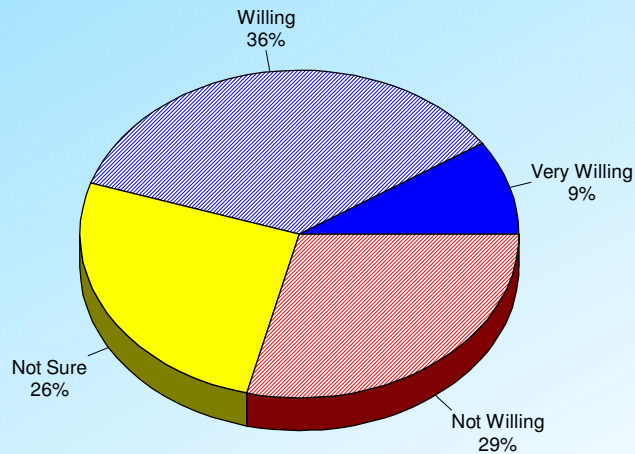
by percentage of respondents



Source: ETC Institute (2009)

Trends: Willingness to Pay Fees to Fund Improvements to City Services that you see or benefit from

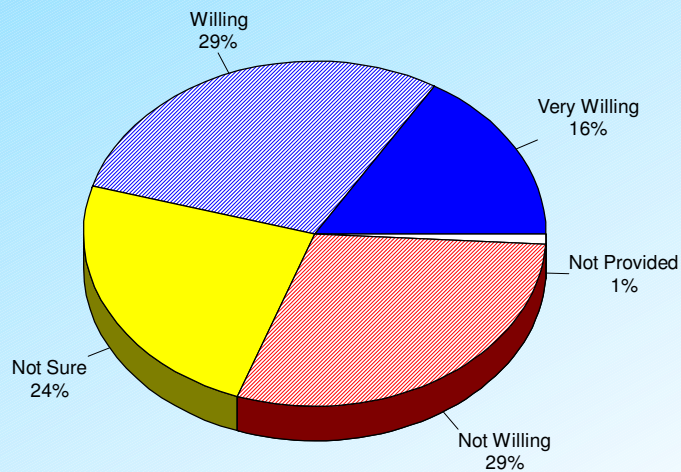
by percentage of respondents



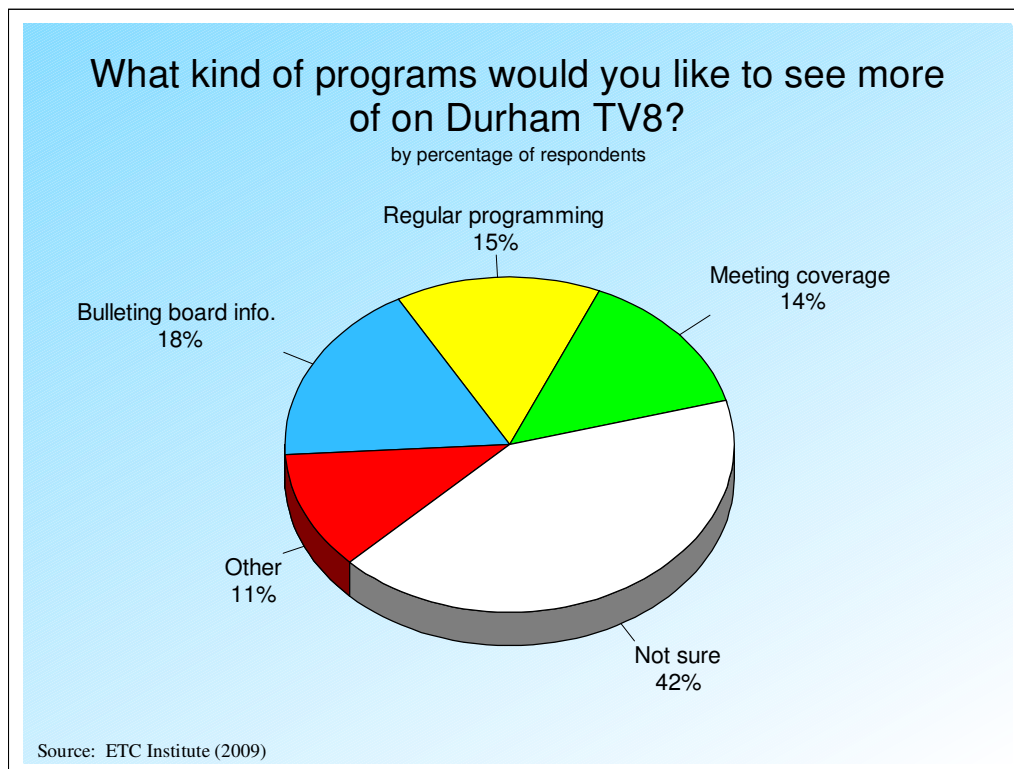
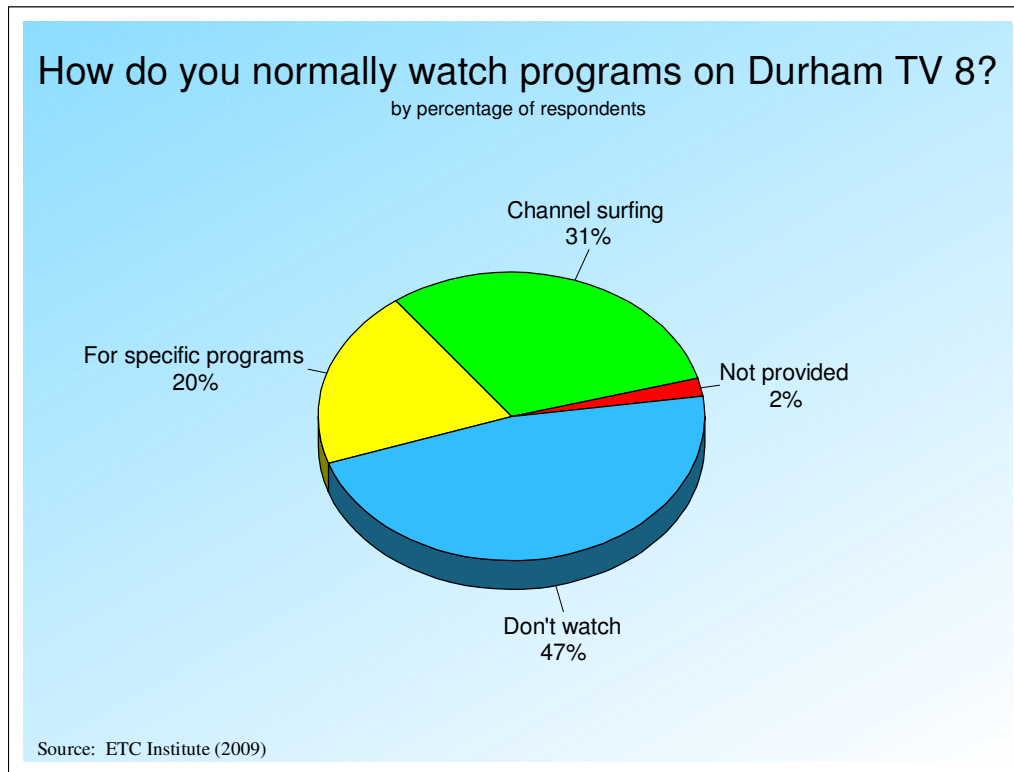
Source: ETC Institute (2009)

Trends: Willingness to Pay a Slight Tax Increase to Fund the elimination of slum and blight in Durham

by percentage of respondents

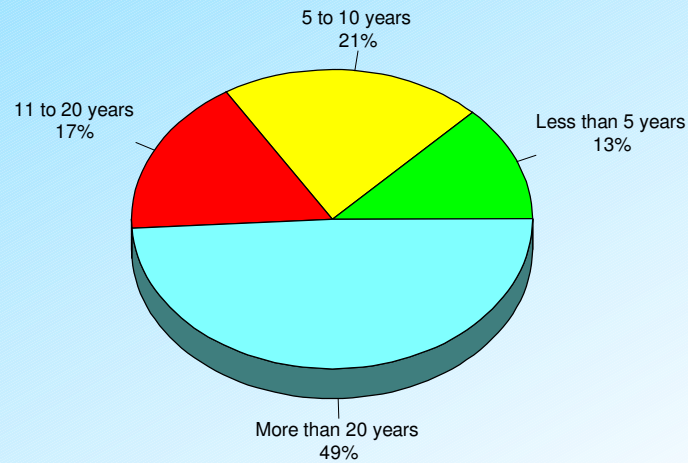


Source: ETC Institute (2009)



Demographics: How Many Years have You Lived in the City of Durham?

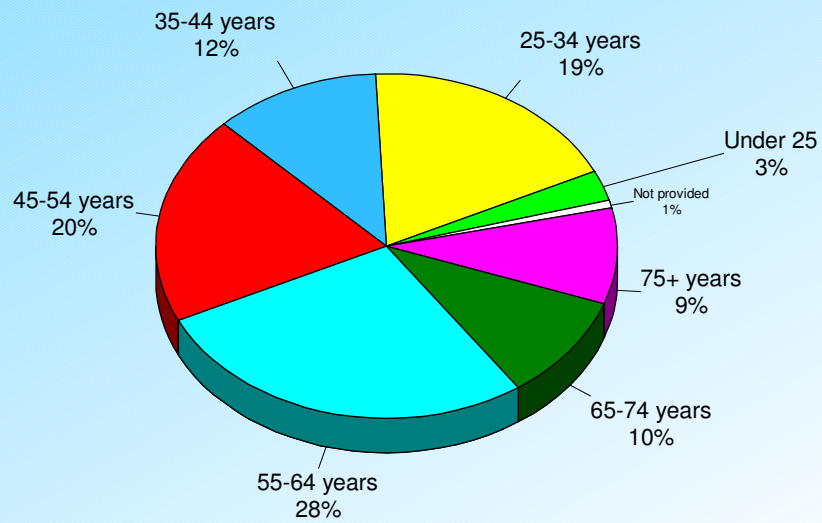
by percentage of respondents



Source: ETC Institute (2009)

Demographics: Respondents Age

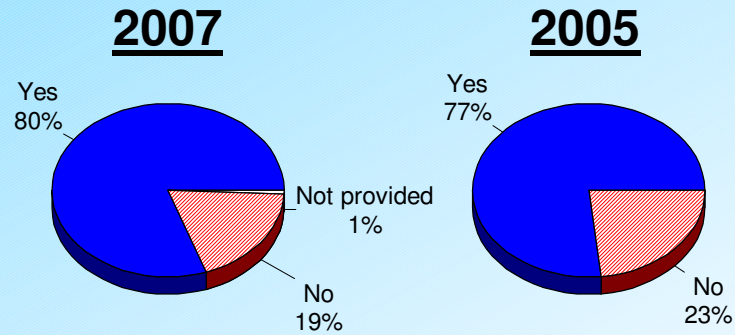
by percentage of respondents



Source: ETC Institute (2009)

Demographics: Do You have Access to the Internet at Home? 2009 vs. 2007

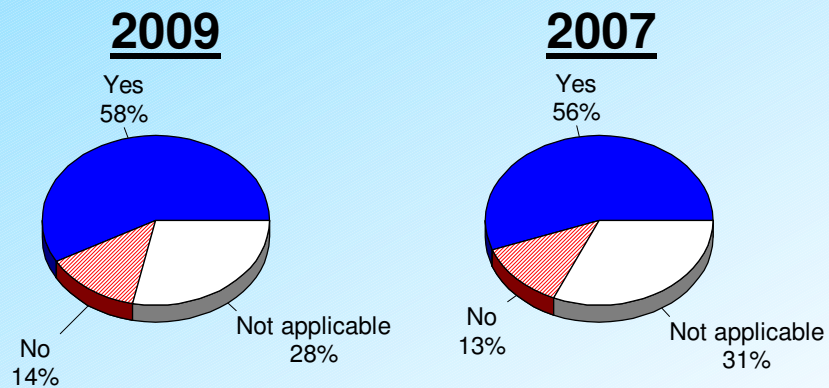
by percentage of persons in households



Source: ETC Institute (2009)

Demographics: Do You have Access to the Internet at Work? 2009 vs. 2007

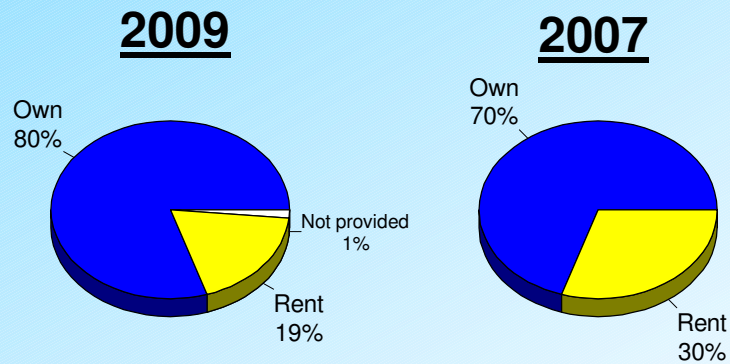
by percentage of persons in households



Source: ETC Institute (2009)

Demographics: Do You Own Or Rent Current Residence? - 2009 vs. 2007

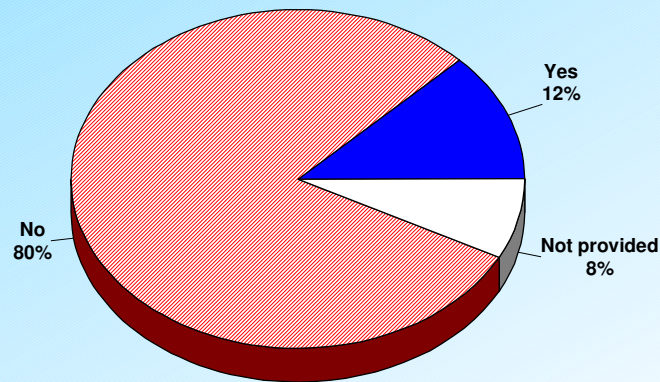
by percentage of respondents



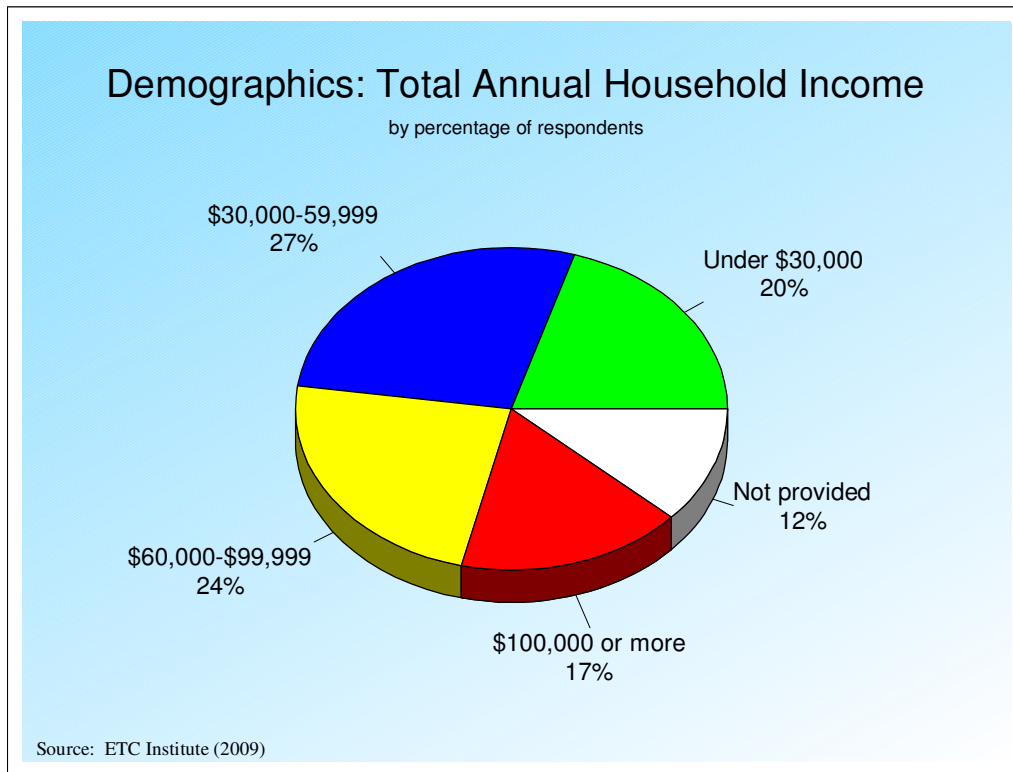
Source: ETC Institute (2009)

Demographics: Are You of Hispanic, Latino, or Other Spanish Ancestry

by percentage of respondents



Source: ETC Institute (2009)



Section 2:

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Durham, North Carolina

Overview

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

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of maintenance services they thought should receive the most emphasis over the next two years. Almost twenty-three percent (22.9%) ranked the adequacy of City street lighting as the fourth most important service to emphasize over the next two years.

With regard to satisfaction, the adequacy of City street lighting was ranked seventh overall with 45.2% rating the adequacy of City street lighting as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for the adequacy of City street lighting was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 22.9% was multiplied by 54.8% (1-0.452). This

calculation yielded an I-S rating of 0.1255, which was ranked fifth out of twelve major service categories.

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

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

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

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

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

The results for Durham are provided on the following pages.

Importance-Satisfaction Rating

City of Durham, North Carolina

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets and infrastructure	64%	1	31%	10	0.4396	1
<u>High Priority (IS .10-.20)</u>						
Quality of police protection	43%	2	68%	2	0.1369	2
Flow of traffic in the City	23%	3	53%	7	0.1097	3
Quality of the City's public transit system	19%	5	46%	9	0.1042	4
<u>Medium Priority (IS <.10)</u>						
City's Parks and Recreation System	21%	4	59%	5	0.0876	5
Effectiveness of City communication w/ public	19%	6	54%	6	0.0875	6
Enforcement of City codes and ordinances	14%	8	51%	8	0.0711	7
Quality of City water and sewer utilities	17%	7	68%	3	0.0540	8
Quality of customer service from City employees	14%	9	62%	4	0.0525	9
Quality of fire protection/rescue services	9%	10	89%	1	0.0102	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Durham, North Carolina

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Streets maintenance and repair	64%	1	24%	12	0.4849	1
Condition of major City streets	36%	2	33%	11	0.2368	2
<u>High Priority (IS .10-.20)</u>						
Condition of streets in your neighborhood	26%	3	42%	9	0.1527	3
Condition of sidewalks in the City	22%	5	38%	10	0.1348	4
Adequacy of City street lighting	23%	4	45%	7	0.1255	5
<u>Medium Priority (IS <.10)</u>						
Cleanliness/appearance of medians/roadsides	19%	6	48%	5	0.0979	6
Cleanliness of stormwater drains/creeks in neighb.	15%	7	50%	3	0.0736	7
Condition of City parks	12%	8	50%	4	0.0610	8
Cleanliness of City streets	11%	10	47%	6	0.0584	9
Mowing/trimming along City streets/public areas	11%	9	52%	2	0.0529	10
Condition of recreation centers & facilities	7%	11	44%	8	0.0365	11
Condition of streets signs and traffic signals	6%	12	65%	1	0.0214	12

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Durham, North Carolina

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Ranking
<u>Medium Priority (IS <.10)</u>						
City parks	24%	1	60%	3	0.0977	1
Quality of recreation programs & services	15%	4	48%	9	0.0774	2
City playgrounds	16%	3	54%	4	0.0752	3
Greenways and trails in the City	19%	2	61%	2	0.0739	4
City recreation centers	11%	6	50%	6	0.0527	5
City swimming pools	7%	7	37%	10	0.0468	6
Cultural programming	14%	5	66%	1	0.0455	7
Outdoor athletic fields	7%	8	49%	8	0.0334	8
Customer services by Parks and Rec staff	6%	9	51%	5	0.0311	9
City picnic shelters	6%	10	49%	7	0.0297	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Durham, North Carolina

Code Enforcement

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>						
Enforcing the clean up of junk on private property	49%	1	42%	1	0.2813	1
City efforts to remove inoperative vehicles	33%	2	39%	4	0.2014	2
<u>High Priority (IS .10-.20)</u>						
Enforce ext. maintenance of residential property	28%	3	39%	3	0.1686	3
Enforcing the mowing of weeds on private property	23%	4	41%	2	0.1383	4

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis.

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. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

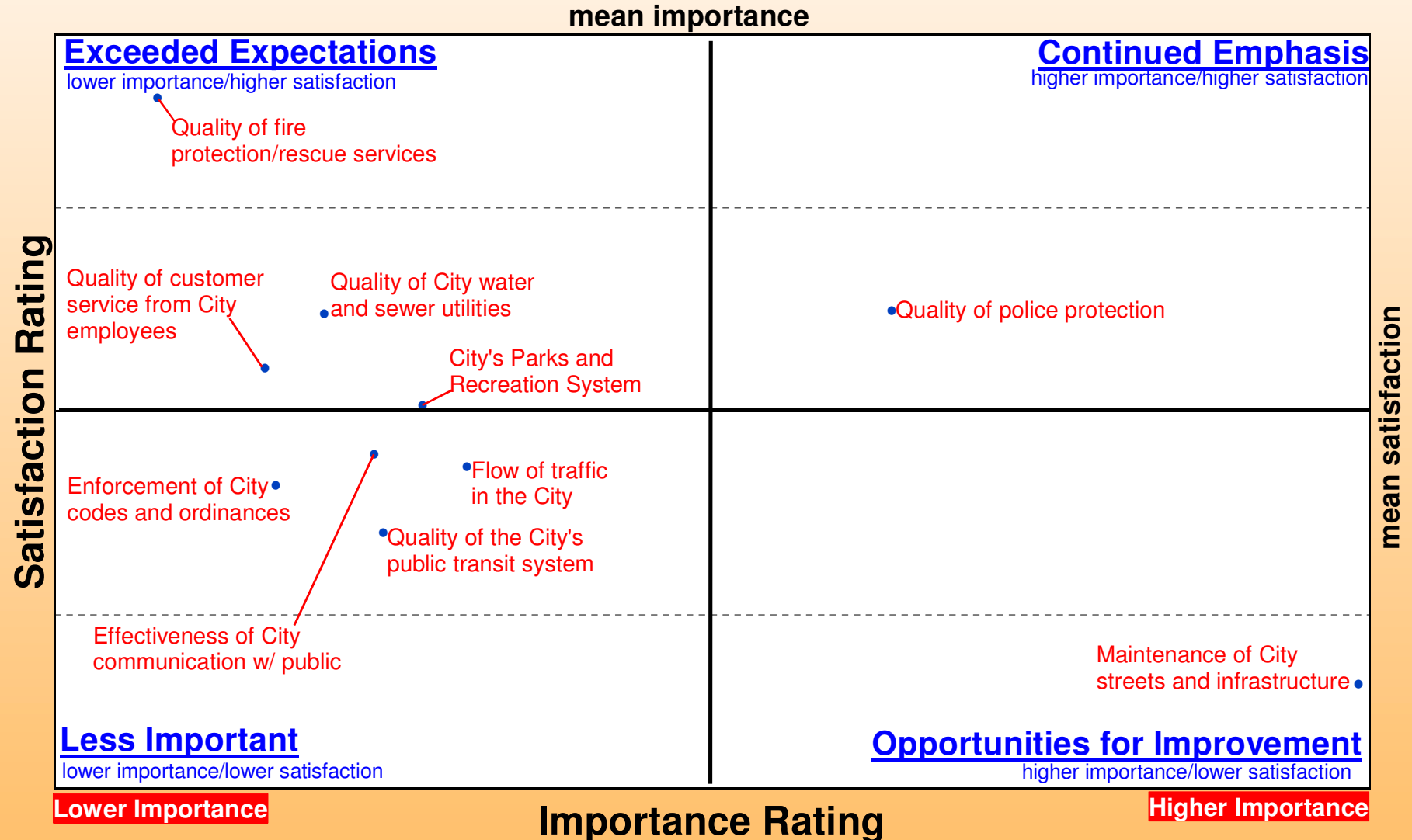
- Continued Emphasis (above average importance and above average satisfaction). This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- Exceeding Expectations (below average importance and above average satisfaction). This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- Opportunities for Improvement (above average importance and below average satisfaction). This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- Less Important (below average importance and below average satisfaction). This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the Durham are provided on the following pages.

2009 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

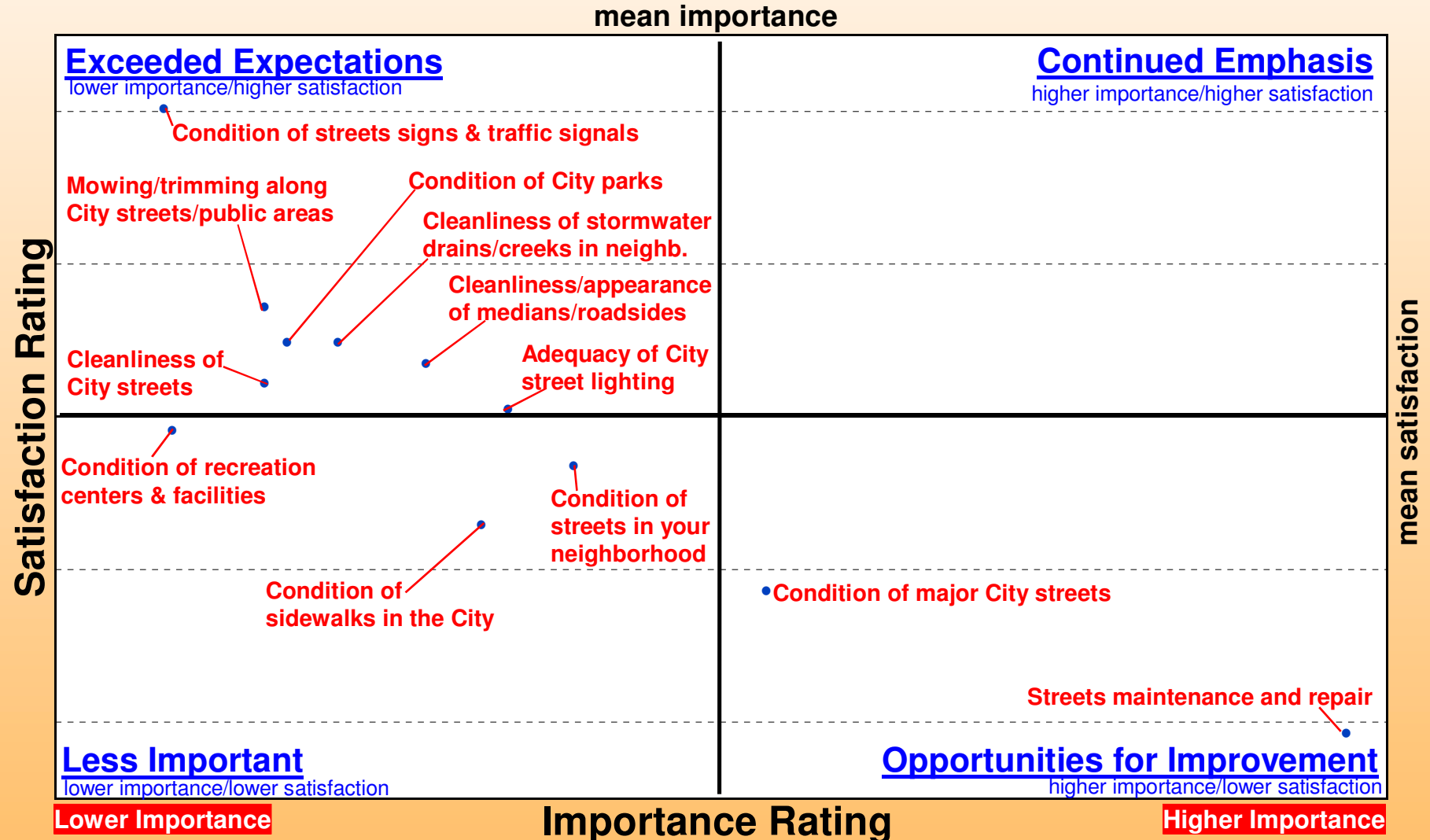


Source: ETC Institute (2009)

2009 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

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



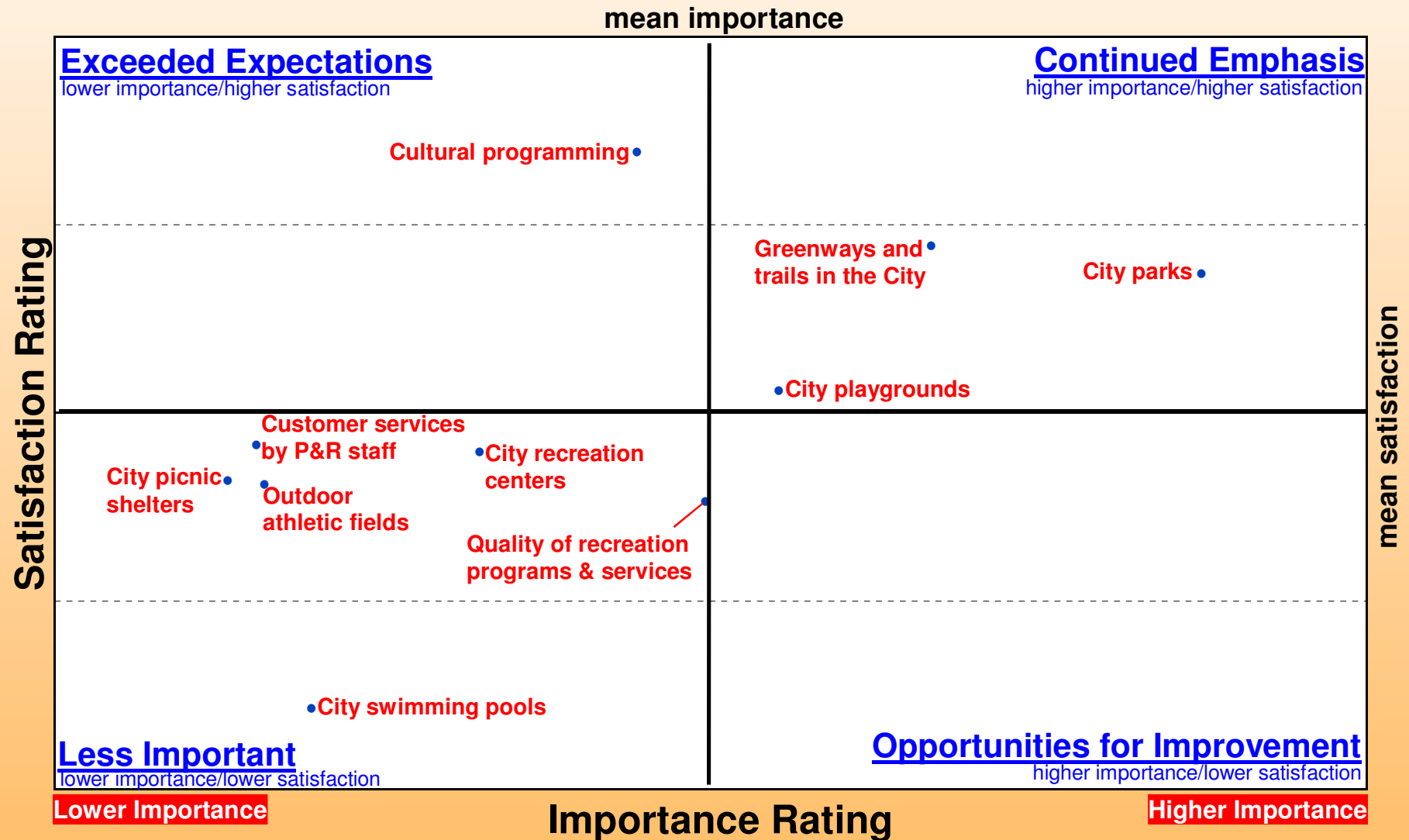
Source: ETC Institute (2009)

2009 City of Durham DirectionFinder

Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

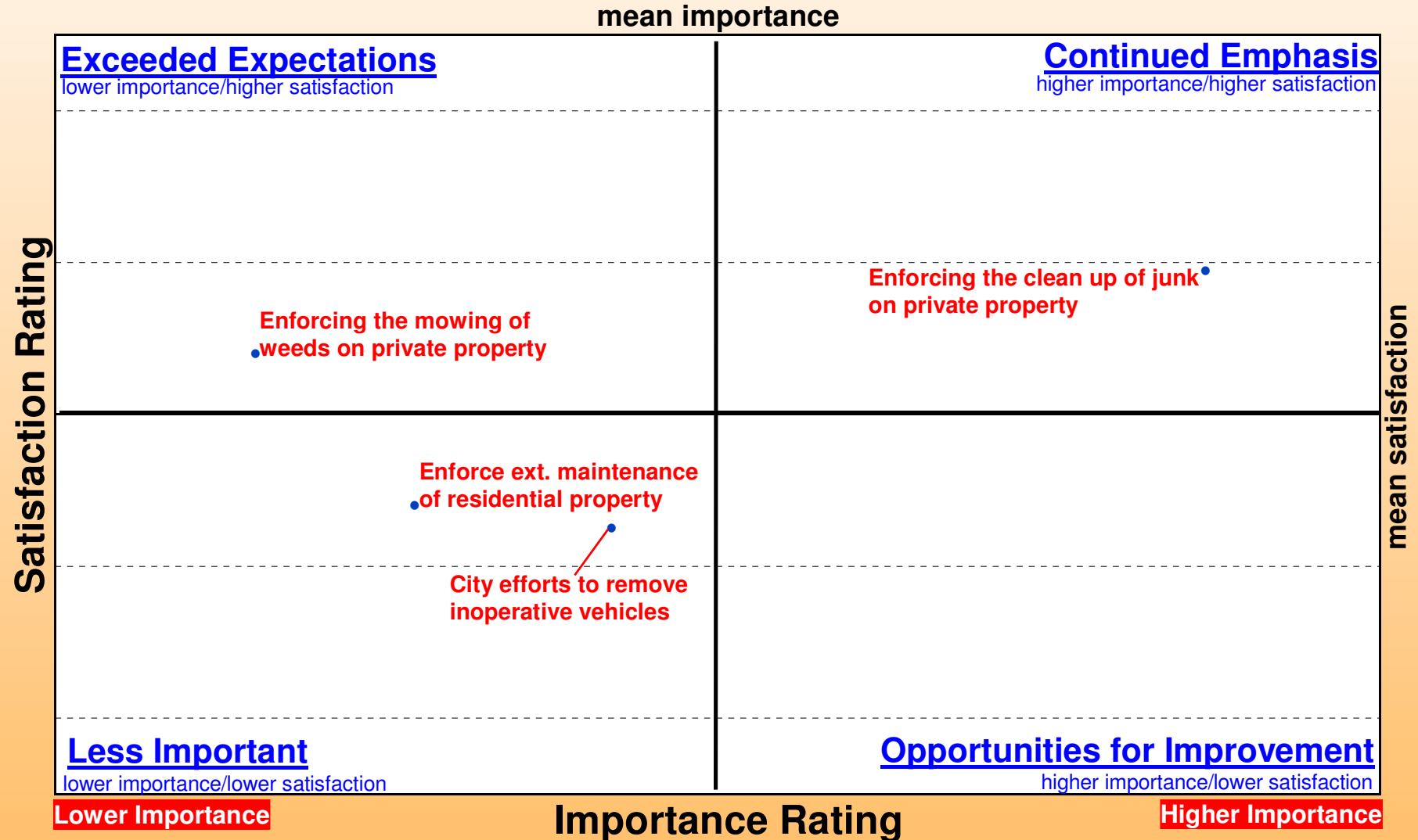


Source: ETC Institute (2009)

2009 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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



Source: ETC Institute (2009)

Section 3:

Tabular Data

Q1. Major categories of services provided by the City 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=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Quality of police protection	16.2%	48.3%	21.8%	5.8%	2.9%	4.9%
Q1b. Fire protection & rescue services	30.6%	45.4%	9.2%	0.4%	0.0%	14.4%
Q1c. Maintenance of City streets & infrastructure	6.1%	24.5%	25.6%	29.2%	13.0%	1.6%
Q1d. Quality of City water & sewer utilities	20.0%	45.8%	21.8%	6.7%	3.1%	2.5%
Q1e. Enforcement of City codes & ordinances	9.4%	33.7%	26.7%	9.9%	5.6%	14.6%
Q1f. Customer service from City employees	16.0%	42.5%	20.7%	10.6%	4.3%	6.1%
Q1g. City communication with the public	9.9%	41.3%	27.4%	13.7%	3.1%	4.5%
Q1h. Flow of traffic in the City	8.3%	43.1%	26.7%	14.2%	5.6%	2.0%
Q1i. City's public transit system	7.2%	21.1%	17.8%	11.7%	3.8%	38.4%
Q1j. City's Parks & Recreation system	13.0%	38.2%	23.1%	10.6%	2.7%	12.4%

Excluding Don't Knows

Q1. Major categories of services provided by the City 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." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Quality of police protection	17.0%	50.8%	22.9%	6.1%	3.1%
Q1b. Fire protection & rescue services	35.7%	53.0%	10.8%	0.5%	0.0%
Q1c. Maintenance of City streets & infrastructure	6.2%	24.9%	26.0%	29.7%	13.2%
Q1d. Quality of City water & sewer utilities	20.5%	47.0%	22.4%	6.9%	3.2%
Q1e. Enforcement of City codes & ordinances	11.1%	39.5%	31.3%	11.6%	6.6%
Q1f. Customer service from City employees	17.0%	45.2%	22.0%	11.2%	4.5%
Q1g. City communication with the public	10.4%	43.3%	28.7%	14.4%	3.3%
Q1h. Flow of traffic in the City	8.5%	44.0%	27.3%	14.4%	5.7%
Q1i. City's public transit system	11.7%	34.3%	28.8%	19.0%	6.2%
Q1j. City's Parks & Recreation system	14.9%	43.6%	26.4%	12.1%	3.1%

First Choice**Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q2. First choice	Number	Percent
A=Police protection	123	27.6 %
B=Fire protection & rescue service	4	0.9 %
C=City streets & infrastructure	148	33.3 %
D=City water & sewer utilities	15	3.4 %
E=City codes & ordinances	10	2.2 %
F=Customer service from City employees	13	2.9 %
G=City communication with public	14	3.1 %
H=Flow of traffic in City	28	6.3 %
I=Public transit system	28	6.3 %
J=City P&R system	14	3.1 %
Z=None chosen	48	10.8 %
Total	445	100.0 %

Second Choice**Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q2. 2nd choice	Number	Percent
A=Police protection	40	9.0 %
B=Fire protection & rescue service	26	5.8 %
C=City streets & infrastructure	90	20.2 %
D=City water & sewer utilities	31	7.0 %
E=City codes & ordinances	23	5.2 %
F=Customer service from City employees	25	5.6 %
G=City communication with public	27	6.1 %
H=Flow of traffic in City	37	8.3 %
I=Public transit system	30	6.7 %
J=City P&R system	35	7.9 %
Z=None chosen	81	18.2 %
Total	445	100.0 %

Third Choice**Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q2. 3rd choice	Number	Percent
A=Police protection	26	5.8 %
B=Fire protection & rescue service	10	2.2 %
C=City streets & infrastructure	46	10.3 %
D=City water & sewer utilities	28	6.3 %
E=City codes & ordinances	31	7.0 %
F=Customer service from City employees	24	5.4 %
G=City communication with public	43	9.7 %
H=Flow of traffic in City	38	8.5 %
I=Public transit system	28	6.3 %
J=City P&R system	45	10.1 %
Z=None chosen	126	28.3 %
Total	445	100.0 %

Sum of All Three Choices**Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years? (Top 3)**

<u>Q2. Sum of All Three Choices</u>	<u>Number</u>	<u>Percent</u>
A=Police protection	189	42.5 %
B=Fire protection & rescue service	40	9.0 %
C=City streets & infrastructure	284	63.8 %
D=City water & sewer utilities	74	16.6 %
E=City codes & ordinances	64	14.4 %
F=Customer service from City employees	62	13.9 %
G=City communication with public	84	18.9 %
H=Flow of traffic in City	103	23.1 %
I=Public transit system	86	19.3 %
J=City P&R system	94	21.1 %
Z=None chosen	48	10.8 %
Total	1128	

Q3. Several items that may influence your perception of the City 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=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Services provided by the City	8.6%	49.5%	31.1%	6.8%	1.4%	2.7%
Q3b. Overall appearance of the City	8.3%	40.2%	29.9%	16.6%	3.1%	1.8%
Q3c. Overall image of the City	7.4%	31.5%	30.6%	23.8%	5.6%	1.1%
Q3d. How well the City is planning growth	7.9%	29.9%	29.0%	15.1%	4.7%	13.5%
Q3e. Overall quality of life in the City	11.5%	44.5%	27.9%	10.3%	3.6%	2.2%
Q3f. Overall quality of your neighborhood	22.5%	45.8%	17.5%	9.0%	4.3%	0.9%
Q3g. Value receive for City taxes & fees	6.5%	27.0%	29.2%	22.7%	10.1%	4.5%

Excluding Don't Knows

Q3. Several items that may influence your perception of the City 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." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Services provided by the City	8.8%	50.9%	31.9%	6.9%	1.4%
Q3b. Overall appearance of the City	8.5%	41.0%	30.4%	16.9%	3.2%
Q3c. Overall image of the City	7.5%	31.8%	30.9%	24.1%	5.7%
Q3d. How well the City is planning growth	9.1%	34.5%	33.5%	17.4%	5.5%
Q3e. Overall quality of life in the City	11.7%	45.5%	28.5%	10.6%	3.7%
Q3f. Overall quality of your neighborhood	22.7%	46.3%	17.7%	9.1%	4.3%
Q3g. Value receive for City taxes & fees	6.8%	28.2%	30.6%	23.8%	10.6%

Q4. 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=445)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q4a. Walking alone in neighborhood during day	40.7%	38.0%	11.2%	6.1%	2.5%	1.6%
Q4b. Walking alone in neighborhood at night	14.2%	25.4%	22.0%	21.3%	10.3%	6.7%
Q4c. Walking alone in the nearest park to your home during day	14.8%	28.3%	19.3%	14.2%	5.4%	18.0%
Q4d. Walking alone in the nearest park to your home at night	1.8%	6.3%	18.2%	27.6%	20.9%	25.2%
Q4e. Visiting City recreation centers	9.2%	34.6%	21.6%	6.7%	1.6%	26.3%
Q4f. In Downtown Durham	11.2%	42.0%	23.6%	13.3%	5.2%	4.7%
Q4g. In the City of Durham overall	6.5%	39.8%	33.9%	14.2%	3.1%	2.5%

Excluding Don't Knows

Q4. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (excluding "don't know")

(N=445)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4a. Walking alone in neighborhood during day	41.3%	38.6%	11.4%	6.2%	2.5%
Q4b. Walking alone in neighborhood at night	15.2%	27.2%	23.6%	22.9%	11.1%
Q4c. Walking alone in the nearest park to your home during day	18.1%	34.5%	23.6%	17.3%	6.6%
Q4d. Walking alone in the nearest park to your home at night	2.4%	8.4%	24.3%	36.9%	27.9%
Q4e. Visiting City recreation centers	12.5%	47.0%	29.3%	9.1%	2.1%
Q4f. In Downtown Durham	11.8%	44.1%	24.8%	13.9%	5.4%
Q4g. In the City of Durham overall	6.7%	40.8%	34.8%	14.5%	3.2%

Q5. Please indicate whether you or other members of your household have done the following activities during the past year.

(N=445)

	Yes	No	Not provided
Q5a. Used a City recreation center	39.8%	59.8%	0.4%
Q5b. Used a City swimming pool	15.1%	84.5%	0.4%
Q5c. Participated in City athletic programs	16.2%	83.4%	0.4%
Q5d. Participated in other City recreation programs	27.2%	72.1%	0.7%
Q5e. Visited a neighborhood or City park	75.3%	24.3%	0.4%
Q5f. Attended a City sponsored meeting	24.9%	74.6%	0.4%
Q5g. Ridden a City bus (DATA)	20.9%	78.7%	0.4%
Q5h. Attended a class at Durham Arts Council	10.3%	89.0%	0.7%
Q5i. Attended an event at Carolina Theater	44.3%	55.1%	0.7%
Q5j. Attended an event at Durham Bulls Athletic Park	60.0%	39.6%	0.4%
Q5k. Visited Hayti Heritage Center	29.4%	70.1%	0.4%
Q5l. Disposed of materials at City's household hazardous waste disposal center	35.1%	64.3%	0.7%
Q5m. Contacted Durham OneCall (560-1200)	51.2%	48.3%	0.4%
Q5n. Visited Downtown Durham	87.6%	11.7%	0.7%
Q5o. Attended a performance at DPAC	41.3%	57.5%	1.1%

Q6. For each of the following Parks & Recreation items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. City parks	9.4%	40.4%	23.8%	8.1%	1.6%	16.6%
Q6b. City playgrounds	7.9%	31.2%	24.7%	7.6%	1.6%	27.0%
Q6c. Greenways & trails	11.5%	34.2%	22.2%	4.7%	1.8%	25.6%
Q6d. City recreation centers	5.6%	26.1%	25.8%	4.5%	0.9%	37.1%
Q6e. City swimming pools	3.6%	13.9%	22.5%	4.7%	2.9%	52.4%
Q6f. Outdoor athletic fields	4.5%	23.1%	24.3%	3.6%	1.3%	43.1%
Q6g. City picnic shelters	7.0%	24.9%	25.6%	7.2%	0.7%	34.6%
Q6h. Quality of recreation programs & services	6.5%	26.5%	28.8%	6.3%	1.1%	30.8%
Q6i. Cultural programming	13.0%	37.8%	20.9%	4.0%	0.9%	23.4%
Q6j. Customer services by P&R staff	8.1%	21.8%	22.7%	4.5%	1.8%	41.1%

Excluding Don't Knows

Q6. For each of the following Parks & Recreation items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. City parks	11.3%	48.5%	28.6%	9.7%	1.9%
Q6b. City playgrounds	10.8%	42.8%	33.8%	10.5%	2.2%
Q6c. Greenways & trails	15.4%	45.9%	29.9%	6.3%	2.4%
Q6d. City recreation centers	8.9%	41.4%	41.1%	7.1%	1.4%
Q6e. City swimming pools	7.5%	29.2%	47.2%	9.9%	6.1%
Q6f. Outdoor athletic fields	7.9%	40.7%	42.7%	6.3%	2.4%
Q6g. City picnic shelters	10.7%	38.1%	39.2%	11.0%	1.0%
Q6h. Quality of recreation programs & services	9.4%	38.3%	41.6%	9.1%	1.6%
Q6i. Cultural programming	17.0%	49.3%	27.3%	5.3%	1.2%
Q6j. Customer services by P&R staff	13.7%	37.0%	38.5%	7.6%	3.1%

First Choice**Q7. Which TWO of the Parks & Recreation items listed in Question #6 do you think should receive the most emphasis from City leaders over the next TWO years?**

Q7. First choice	Number	Percent
A=Parks	70	15.7 %
B=Playgrounds	35	7.9 %
C=Greenways & trails	56	12.6 %
D=Recreation centers	22	4.9 %
E=Swimming pools	15	3.4 %
F=Outdoor athletic fields	11	2.5 %
G=Picnic shelters	9	2.0 %
H=Recreation programs & services	30	6.7 %
I=Cultural programming	33	7.4 %
J=Customer service by City staff	14	3.1 %
Z=Not provided	150	33.7 %
Total	445	100.0 %

Second Choice**Q7. Which TWO of the Parks & Recreation items listed in Question #6 do you think should receive the most emphasis from City leaders over the next TWO years?**

Q7. 2nd choice	Number	Percent
A=Parks	38	8.5 %
B=Playgrounds	37	8.3 %
C=Greenways & trails	29	6.5 %
D=Recreation centers	25	5.6 %
E=Swimming pools	18	4.0 %
F=Outdoor athletic fields	18	4.0 %
G=Picnic shelters	17	3.8 %
H=Recreation programs & services	36	8.1 %
I=Cultural programming	27	6.1 %
J=Customer service by City staff	14	3.1 %
Z=Not provided	186	41.8 %
Total	445	100.0 %

Sum of Both Choices**Q7. Which TWO of the Parks & Recreation items listed in Question #6 do you think should receive the most emphasis from City leaders over the next TWO years? (Top 2)**

Q7. Sum of Both Choices	Number	Percent
A=Parks	108	24.3 %
B=Playgrounds	72	16.2 %
C=Greenways & trails	85	19.1 %
D=Recreation centers	47	10.6 %
E=Swimming pools	33	7.4 %
F=Outdoor athletic fields	29	6.5 %
G=Picnic shelters	26	5.8 %
H=Recreation programs & services	66	14.8 %
I=Cultural programming	60	13.5 %
J=Customer service by City staff	28	6.3 %
Z=Not provided	150	33.7 %
Total	704	

Q8. For each of the following Maintenance items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Street maintenance & repair	4.0%	19.6%	21.8%	35.7%	17.3%	1.6%
Q8b. Condition of major city streets	4.3%	28.5%	25.2%	28.5%	11.9%	1.6%
Q8c. Condition of YOUR neighborhood streets	6.5%	34.6%	25.4%	20.9%	11.7%	0.9%
Q8d. Condition of sidewalks	3.1%	30.8%	25.2%	20.9%	10.3%	9.7%
Q8e. Condition of street signs & traffic signals	9.4%	53.9%	25.4%	5.6%	3.4%	2.2%
Q8f. Cleanliness & appearance of medians & roadsides	5.8%	41.8%	27.9%	17.5%	5.8%	1.1%
Q8g. Mowing & trimming along city streets & public areas	7.2%	43.4%	26.1%	13.5%	7.4%	2.5%
Q8h. Adequacy of city street lighting	6.7%	37.3%	28.3%	19.1%	5.8%	2.7%
Q8i. Condition of city parks	6.1%	34.6%	29.7%	9.4%	2.2%	18.0%
Q8j. Cleanliness of city streets	5.2%	40.4%	33.7%	12.6%	5.4%	2.7%
Q8k. Cleanliness of neighborhood stormwater drains & creeks	6.7%	38.7%	28.8%	11.7%	5.8%	8.3%
Q8l. Condition of recreation centers & facilities	3.4%	25.2%	28.3%	6.7%	1.6%	34.8%

Excluding Don't Knows

Q8. For each of the following Maintenance items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Street maintenance & repair	4.1%	19.9%	22.1%	36.3%	17.6%
Q8b. Condition of major city streets	4.3%	29.0%	25.6%	29.0%	12.1%
Q8c. Condition of YOUR neighborhood streets	6.6%	34.9%	25.6%	21.1%	11.8%
Q8d. Condition of sidewalks	3.5%	34.1%	27.9%	23.1%	11.4%
Q8e. Condition of street signs & traffic signals	9.7%	55.2%	26.0%	5.7%	3.4%
Q8f. Cleanliness & appearance of medians & roadsides	5.9%	42.3%	28.2%	17.7%	5.9%
Q8g. Mowing & trimming along city streets & public areas	7.4%	44.5%	26.7%	13.8%	7.6%
Q8h. Adequacy of city street lighting	6.9%	38.3%	29.1%	19.6%	6.0%
Q8i. Condition of city parks	7.4%	42.2%	36.2%	11.5%	2.7%
Q8j. Cleanliness of city streets	5.3%	41.6%	34.6%	12.9%	5.5%
Q8k. Cleanliness of neighborhood stormwater drains & creeks	7.4%	42.2%	31.4%	12.7%	6.4%
Q8l. Condition of recreation centers & facilities	5.2%	38.6%	43.4%	10.3%	2.4%

First Choice**Q9. Which THREE of the Maintenance items listed in Question #8 do you think should receive the most emphasis from City leaders over the next TWO years?**

Q9. First choice	Number	Percent
A=Street maintenance & repair	196	44.0 %
B=Major city streets	36	8.1 %
C=Neighborhood streets	26	5.8 %
D=City sidewalks	31	7.0 %
E=Street signs & traffic signals	3	0.7 %
F=Medians & roadsides	17	3.8 %
G=Mowing tree trimming along city streets	10	2.2 %
H=Street lighting	34	7.6 %
I=City parks	12	2.7 %
J=City streets	5	1.1 %
K=Neighborhood stormwater drains & creeks	22	4.9 %
L=Recreation center & facilities	9	2.0 %
Z=Not provided	44	9.9 %
Total	445	100.0 %

Second Choice**Q9. Which THREE of the Maintenance items listed in Question #8 do you think should receive the most emphasis from City leaders over the next TWO years?**

Q9. 2nd choice	Number	Percent
A=Street maintenance & repair	55	12.4 %
B=Major city streets	101	22.7 %
C=Neighborhood streets	43	9.7 %
D=City sidewalks	27	6.1 %
E=Street signs & traffic signals	10	2.2 %
F=Medians & roadsides	26	5.8 %
G=Mowing tree trimming along city streets	27	6.1 %
H=Street lighting	32	7.2 %
I=City parks	17	3.8 %
J=City streets	15	3.4 %
K=Neighborhood stormwater drains & creeks	16	3.6 %
L=Recreation center & facilities	9	2.0 %
Z=Not provided	67	15.1 %
Total	445	100.0 %

Third Choice**Q9. Which THREE of the Maintenance items listed in Question #8 do you think should receive the most emphasis from City leaders over the next TWO years?**

Q9. 3rd choice	Number	Percent
A=Street maintenance & repair	33	7.4 %
B=Major city streets	21	4.7 %
C=Neighborhood streets	47	10.6 %
D=City sidewalks	38	8.5 %
E=Street signs & traffic signals	14	3.1 %
F=Medians & roadsides	41	9.2 %
G=Mowing tree trimming along city streets	12	2.7 %
H=Street lighting	36	8.1 %
I=City parks	25	5.6 %
J=City streets	29	6.5 %
K=Neighborhood stormwater drains & creeks	27	6.1 %
L=Recreation center & facilities	11	2.5 %
Z=Not provided	111	24.9 %
Total	445	100.0 %

Sum of All Three Choices**Q9. Which THREE of the Maintenance items listed in Question #8 do you think should receive the most emphasis from City leaders over the next TWO years? (Top 3)**

Q9. Sum of All Three Choices	Number	Percent
A=Street maintenance & repair	284	63.8 %
B=Major city streets	158	35.5 %
C=Neighborhood streets	116	26.1 %
D=City sidewalks	96	21.6 %
E=Street signs & traffic signals	27	6.1 %
F=Medians & roadsides	84	18.9 %
G=Mowing tree trimming along city streets	49	11.0 %
H=Street lighting	102	22.9 %
I=City parks	54	12.1 %
J=City streets	49	11.0 %
K=Neighborhood stormwater drains & creeks	65	14.6 %
L=Recreation center & facilities	29	6.5 %
Z=Not provided	44	9.9 %
Total	1157	

Q10. About how often during the past year have you been seriously inconvenienced by standing water in the streets of your neighborhood after a rainstorm?

Q10. Seriously inconvenienced by standing water in neighborhood streets	Number	Percent
1=Almost after every rain	33	7.4 %
2=Only after every heavy rain	45	10.1 %
3=Only after some heavy rains	92	20.7 %
4=Never	239	53.7 %
9=Don't know	36	8.1 %
Total	445	100.0 %

Q11. For each of the following Code Enforcement items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Clean up of junk & debris on private property	11.5%	25.2%	22.2%	19.3%	9.0%	12.8%
Q11b. Mowing & cutting of weeds on private property	9.7%	25.2%	24.5%	18.7%	7.2%	14.8%
Q11c. Exterior maintenance of residential property	7.9%	25.2%	28.3%	17.5%	6.1%	15.1%
Q11d. Remove abandoned or inoperative vehicles	9.4%	21.1%	25.6%	15.5%	7.4%	20.9%

Excluding Don't Knows

Q11. For each of the following Code Enforcement items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Clean up of junk & debris on private property	13.1%	28.9%	25.5%	22.2%	10.3%
Q11b. Mowing & cutting of weeds on private property	11.3%	29.6%	28.8%	21.9%	8.4%
Q11c. Exterior maintenance of residential property	9.3%	29.6%	33.3%	20.6%	7.1%
Q11d. Remove abandoned or inoperative vehicles	11.9%	26.7%	32.4%	19.6%	9.4%

First Choice

Q12. Which TWO of the Code Enforcement items listed in Question #11 do you think should receive the most emphasis from City leaders over the next TWO years?

Q12. First choice	Number	Percent
A=Clean up junk & debris on private property	154	34.6 %
B=Mowing & cutting weeds on private property	36	8.1 %
C=Exterior maintenance of residential property	48	10.8 %
D=Remove abandoned/inoperative vehicles	73	16.4 %
Z=Not provided	134	30.1 %
Total	445	100.0 %

Second Choice

Q12. Which TWO of the Code Enforcement items listed in Question #11 do you think should receive the most emphasis from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
A=Clean up junk & debris on private property	62	13.9 %
B=Mowing & cutting weeds on private property	68	15.3 %
C=Exterior maintenance of residential property	75	16.9 %
D=Remove abandoned/inoperative vehicles	73	16.4 %
Z=Not provided	167	37.5 %
Total	445	100.0 %

Sum of Both Choices

Q12. Which TWO of the Code Enforcement items listed in Question #11 do you think should receive the most emphasis from City leaders over the next TWO years? (Top 2)

Q12. Sum of Both Choices	Number	Percent
A=Clean up junk & debris on private property	216	48.5 %
B=Mowing & cutting weeds on private property	104	23.4 %
C=Exterior maintenance of residential property	123	27.6 %
D=Remove abandoned/inoperative vehicles	146	32.8 %
Z=Not provided	134	30.1 %
Total	723	

Q13. Please indicate whether any of the following have been problems in your neighborhood during the past year.

(N=445)

	Yes	No	Not provided
Q13a. Abandoned cars	22.0%	77.1%	0.9%
Q13b. Dilapidated or run-down houses or buildings	24.0%	75.1%	0.9%
Q13c. Overgrown weeds in yards or medians or along roadsides	34.6%	63.6%	1.8%
Q13d. Graffiti	8.5%	88.8%	2.7%
Q13e. Garbage or yardwaste containers on curb	30.8%	67.2%	2.0%

Q14. For each of the following City Utility Services, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Trash collection services	39.3%	43.1%	8.5%	3.4%	2.9%	2.7%
Q14b. Curbside recycling services	39.8%	37.3%	9.4%	6.7%	3.1%	3.6%
Q14c. Bulky item pick up/removal services	21.6%	30.1%	14.6%	8.3%	2.7%	22.7%
Q14d. Yardwaste collection services	21.3%	36.6%	13.7%	5.6%	3.4%	19.3%
Q14e. Quality of drinking water	25.4%	42.2%	15.3%	10.1%	2.7%	4.3%
Q14f. Wastewater services	19.3%	39.8%	18.4%	5.4%	1.3%	15.7%
Q14g. Stormwater services	17.5%	36.0%	20.9%	7.0%	2.9%	15.7%

Excluding Don't Knows

Q14. For each of the following City Utility Services, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Trash collection services	40.4%	44.3%	8.8%	3.5%	3.0%
Q14b. Curbside recycling services	41.3%	38.7%	9.8%	7.0%	3.3%
Q14c. Bulky item pick up/removal services	27.9%	39.0%	18.9%	10.8%	3.5%
Q14d. Yardwaste collection services	26.5%	45.4%	17.0%	7.0%	4.2%
Q14e. Quality of drinking water	26.5%	44.1%	16.0%	10.6%	2.8%
Q14f. Wastewater services	22.9%	47.2%	21.9%	6.4%	1.6%
Q14g. Stormwater services	20.8%	42.7%	24.8%	8.3%	3.5%

Q15. During the past year, have you or other members of your household contacted the City of Durham to seek services, ask a question, or file a complaint?

Q15. Contacted the City of Durham	Number	Percent
1=Yes	244	54.8 %
2=No	194	43.6 %
9=Not provided	7	1.6 %
Total	445	100.0 %

Q15a-e. If YES to Question #15, please rate your satisfaction with the City employees you have contacted.

(N=244)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Easy to contact	26.2%	38.1%	14.8%	13.5%	6.6%	0.8%
Q15b. Courtesy of employees	29.5%	48.0%	9.4%	7.4%	4.9%	0.8%
Q15c. Accuracy of information & assistance	22.1%	38.5%	17.2%	15.2%	4.9%	2.0%
Q15d. Time taken for request to be answered	21.3%	29.5%	14.3%	20.1%	13.1%	1.6%
Q15e. How well issue was handled	21.3%	35.2%	13.1%	17.2%	11.1%	2.0%

Excluding Don't Knows

Q15a-e. If YES to Question #15, please rate your satisfaction with the City employees you have contacted. (excluding "don't know")

(N=244)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Easy to contact	26.4%	38.4%	14.9%	13.6%	6.6%
Q15b. Courtesy of employees	29.8%	48.3%	9.5%	7.4%	5.0%
Q15c. Accuracy of information & assistance	22.6%	39.3%	17.6%	15.5%	5.0%
Q15d. Time taken for request to be answered	21.7%	30.0%	14.6%	20.4%	13.3%
Q15e. How well issue was handled	21.8%	36.0%	13.4%	17.6%	11.3%

Q16. For each of the following Communication items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Availability of information about City programs & services	13.7%	41.3%	24.7%	8.5%	1.6%	10.1%
Q16b. City to keep you informed about local issues	11.9%	41.3%	24.9%	10.8%	2.9%	8.1%
Q16c. Level of public involvement in local decisions	7.6%	26.3%	28.5%	14.8%	4.0%	18.7%

Excluding Don't Knows

Q16. For each of the following Communication items, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding "don't know")

(N=445)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Availability of information about City programs & services	15.3%	46.0%	27.5%	9.5%	1.8%
Q16b. City to keep you informed about local issues	13.0%	45.0%	27.1%	11.7%	3.2%
Q16c. Level of public involvement in local decisions	9.4%	32.3%	35.1%	18.2%	5.0%

Q17. Which of the following do you use to get information about the City of Durham?

<u>Q17. Sources used to get information</u>	<u>Number</u>	<u>Percent</u>
01=The City's Citizens Report	60	13.5 %
02=The Durham Citizens newsletter	220	49.4 %
03=The City website	185	41.6 %
04=The Herald Sun Newspaper	182	40.9 %
05=The News and observer Newspaper	138	31.0 %
06=Other local newspapers	54	12.1 %
07=City Cable Channel 8 (DTV8)	133	29.9 %
08=Durham Onecall (560-1200)	116	26.1 %
09=Local radio	158	35.5 %
10=TV news	291	65.4 %
11=City manager's weekly update	13	2.9 %
12=City list serve	17	3.8 %
13=City Speaker's Bureau	4	0.9 %
14=Community blogs	28	6.3 %
15=PAC neighborhood list serves	83	18.7 %
16=Other	38	8.5 %
99=Not provided	10	2.2 %
Total	1730	

Q17. Other

Q17 Other

BILINGUAL RESOURCE
 CALL ONE PHONE
 CAROLINA PARENT
 CITY COUNCIL MEETNGS
 CITY FLYER
 DIRECT MAILINGS
 DURHAM MAGAZINE
 DURHAM MAGAZINE
 E-MAIL
 EL QUE PASA
 ELECTION MEETINGS
 FLYERS
 FLYERS
 FRIENDS
 INDEPENDENT
 INDEPENDENT
 INTERNET
 MAILINGS
 MAILINGS
 NEIGHBORHOOD NEWSLET
 NEWSLETTER/EMAIL
 NEWSLETTERS
 ON LINE SEARCHES
 OVSERVATION
 QUE PASA NEWSPAPER
 QUE PASA NEWSPAPER
 RADIO
 SCHOOL BULLETINS
 SPANISH NEWSPAPER
 SPANISH NEWSPAPERS
 SPANISH NEWSPAPERS
 SUSIE DELOSANTOS
 UNIVISION 40
 UTILITY LETTER
 WORD OF MOUTH
 WORD OF MOUTH
 WORD OF MOUTH
 WORD OF MOUTH

First Choice**Q17a. Which THREE of the methods listed in Question #17 would you use to get information from the City of Durham?**

Q17a. First choice	Number	Percent
01=The City's Citizens Report	10	2.2 %
02=The Durham Citizens newsletter	75	16.9 %
03=The City website	83	18.7 %
04=The Herald Sun Newspaper	57	12.8 %
05=The News and observer Newspaper	25	5.6 %
06=Other local newspapers	9	2.0 %
07=City Cable Channel 8 (DTV8)	18	4.0 %
08=Durham Onecall (560-1200)	26	5.8 %
09=Local radio	9	2.0 %
10=TV news	61	13.7 %
11=City manager's weekly update	1	0.2 %
14=Community blogs	1	0.2 %
15=PAC neighborhood list serves	4	0.9 %
16=Other	7	1.6 %
99=Not provided	59	13.3 %
Total	445	100.0 %

Second Choice**Q17a. Which THREE of the methods listed in Question #17 would you use to get information from the City of Durham?**

Q17a. 2nd choice	Number	Percent
01=The City's Citizens Report	7	1.6 %
02=The Durham Citizens newsletter	39	8.8 %
03=The City website	41	9.2 %
04=The Herald Sun Newspaper	49	11.0 %
05=The News and observer Newspaper	31	7.0 %
06=Other local newspapers	7	1.6 %
07=City Cable Channel 8 (DTV8)	28	6.3 %
08=Durham Onecall (560-1200)	21	4.7 %
09=Local radio	36	8.1 %
10=TV news	66	14.8 %
11=City manager's weekly update	1	0.2 %
12=City list serve	1	0.2 %
14=Community blogs	3	0.7 %
15=PAC neighborhood list serves	12	2.7 %
16=Other	7	1.6 %
99=Not provided	96	21.6 %
Total	445	100.0 %

Third Choice**Q17a. Which THREE of the methods listed in Question #17 would you use to get information from the City of Durham?**

Q17a. 3rd choice	Number	Percent
01=The City's Citizens Report	10	2.2 %
02=The Durham Citizens newsletter	35	7.9 %
03=The City website	23	5.2 %
04=The Herald Sun Newspaper	19	4.3 %
05=The News and observer Newspaper	14	3.1 %
06=Other local newspapers	13	2.9 %
07=City Cable Channel 8 (DTV8)	30	6.7 %
08=Durham Onecall (560-1200)	20	4.5 %
09=Local radio	28	6.3 %
10=TV news	63	14.2 %
11=City manager's weekly update	5	1.1 %
12=City list serve	6	1.3 %
14=Community blogs	6	1.3 %
15=PAC neighborhood list serves	24	5.4 %
16=Other	9	2.0 %
99=Not provided	140	31.5 %
Total	445	100.0 %

Sum of All Three Choices**Q17a. Which THREE of the methods listed in Question #17 would you use to get information from the City of Durham? (Top 3)**

Q17a. Sum of All Three Choices	Number	Percent
01=The City's Citizens Report	27	6.1 %
02=The Durham Citizens newsletter	149	33.5 %
03=The City website	147	33.0 %
04=The Herald Sun Newspaper	125	28.1 %
05=The News and observer Newspaper	70	15.7 %
06=Other local newspapers	29	6.5 %
07=City Cable Channel 8 (DTV8)	76	17.1 %
08=Durham Onecall (560-1200)	67	15.1 %
09=Local radio	73	16.4 %
10=TV news	190	42.7 %
11=City manager's weekly update	7	1.6 %
12=City list serve	7	1.6 %
14=Community blogs	10	2.2 %
15=PAC neighborhood list serves	40	9.0 %
16=Other	23	5.2 %
99=Not provided	59	13.3 %
Total	1099	

Q17b. Which of the following best describes the frequency that you visit the City's website?

<u>Q17b. How often visit the City's website</u>	<u>Number</u>	<u>Percent</u>
1=Less than once every 3 months	177	39.8 %
2=At least every 3 months	71	16.0 %
3=At least once per month	66	14.8 %
4=At least once per week	19	4.3 %
5=At least 3 times per week	4	0.9 %
6=At least 5 times per week	4	0.9 %
9=Not provided	104	23.4 %
Total	445	100.0 %

Q18. Do you think the level of public involvement in the City of Durham is:

<u>Q18. Level of public involvement</u>	<u>Number</u>	<u>Percent</u>
1=Too high	5	1.1 %
2=About right	130	29.2 %
3=Too low	144	32.4 %
9=Don't know	166	37.3 %
Total	445	100.0 %

Q19. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Durham with regard to the following:

(N=445)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q19a. As a place to live	23.6%	53.7%	13.3%	4.9%	3.4%	1.1%
Q19b. As a place to raise children	17.8%	42.5%	20.7%	10.3%	4.5%	4.3%
Q19c. As a place to work	23.6%	47.4%	16.6%	3.8%	3.6%	4.9%
Q19d. As a place to retire	15.3%	37.5%	22.2%	10.8%	7.9%	6.3%
Q19e. As a place to visit	18.9%	41.6%	23.6%	8.5%	5.2%	2.2%
Q19f. As a city that is moving in the right direction	19.8%	40.4%	22.9%	6.7%	4.7%	5.4%

Excluding Don't Knows

Q19. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Durham with regard to the following: (excluding "don't know")

(N=445)

	Excellent	Good	Neutral	Below Average	Poor
Q19a. As a place to live	23.9%	54.3%	13.4%	5.0%	3.4%
Q19b. As a place to raise children	18.5%	44.4%	21.6%	10.8%	4.7%
Q19c. As a place to work	24.8%	49.9%	17.5%	4.0%	3.8%
Q19d. As a place to retire	16.3%	40.0%	23.7%	11.5%	8.4%
Q19e. As a place to visit	19.3%	42.5%	24.1%	8.7%	5.3%
Q19f. As a city that is moving in the right direction	20.9%	42.8%	24.2%	7.1%	5.0%

Q20. How willing would you be to pay a slight increase in taxes to fund improvements to City services like street resurfacing or transit?

Q20. Willing to pay a slight increase in taxes to fund improvements to City services	Number	Percent
1=Very willing	46	10.3 %
2=Willing	118	26.5 %
3=Not sure	125	28.1 %
4=Not willing	155	34.8 %
9=Not provided	1	0.2 %
Total	445	100.0 %

Q21. How willing would you be to pay fees to fund improvements to City services that you see or benefit from?

Q21. Willing to pay fees to fund improvements	Number	Percent
1=Very willing	41	9.2 %
2=Willing	159	35.7 %
3=Not sure	116	26.1 %
4=Not willing	127	28.5 %
9=Not provided	2	0.4 %
Total	445	100.0 %

Q22. How willing would you be to pay a slight increase in taxes to fund the elimination of slum and blight in Durham?

Q22. Willing to pay a slight increase in taxes to fund elimination of slum & blight	Number	Percent
1=Very willing	73	16.4 %
2=Willing	130	29.2 %
3=Not sure	107	24.0 %
4=Not willing	131	29.4 %
9=Not provided	4	0.9 %
Total	445	100.0 %

Q23. (Optional) What do you like BEST about living in the City of Durham?

Q23 Best about Durham

ABOUT LIKE EVERYWHERE ELSE
 ACCESS TO DUKE GARDENS & DUKE CULTURAL EVENTS
 ACCESS TO GENERAL SERVICES
 ACCESS TO GOOD HEALTH CARE/GOOD RADIO FM
 ACCESS TO MEDICAL CENTERS, RURAL SETTING
 AFFORDABLE ENTERTAINMENT, MY NEIGHBORHOOD
 ALWAYS BEEN MY HOME
 AMERICA TOBACCO TRAIL, GOOD RESTAURANTS
 ARTS, DOWNTOWN, ELECTRIC MIX OF PEOPLE
 ARTS. EDUCATIONAL, RECREATIONAL OPPORTUNITES
 ATMOSPHERE, HISTORY
 AVAILABILITY OF AMENITIES
 AVAILABILITY OF CULTURAL EVENTS, DPAC
 AVAILABILITY OF KID-FRIENDLY ACTIVITIES
 AVAILABILITY OF SERVICES
 BEAUTIFUL
 BEAUTIFUL TREES, TRAILS, CREEKS & PARKS
 BEEN HERE SINE 1949 RELATIVES ARE HERE
 BEST CHURCHES, SCHOOLS
 BETTER OPPORTUNITES FOR JOBS
 BIKING TO DOWNTOWN
 BORN & RAISED HERE
 BORN HERE
 BORN HERE
 BORN HERE
 BORN THERE, QUALITY OF LIFE
 CAREER POSSIBILITIES
 CENTRAL LOCATION IN THE TRIANGLE
 CENTRAL LOCATION TO MOUNTAINS & OCEAN
 CENTRAL LOCATION TO VARIED ACTIVITIES
 CHEAPER THAN RALEIGH
 CITY
 CITY ATTRACTIONS
 CITY COUNCIL
 CITY IS GROWING, MORE OPTIONS
 CLIMATE
 CLIMATE
 CLIMATE & PEOPLE (NICE ONES)
 CLOSE TO BEACH & MOUNTAINS
 CLOSE TO RALEIGH
 CLOSE TO WHERE I WORK, PARKS, SWIMMING POOLS
 CLOSE TO WORK
 CLOSE TO WORK
 CLOSE TO WORK & MALL. EASY TO ACCESS
 COMMUNITY AND WORK PLACE. HOSPITAL SERVICE
 COMMUNITY DIVERSITY
 COMMUNITY EVENTS, DOWNTOWN
 CONVENIENCE
 CONVENIENCE OF PLACES TO GO
 CONVENIENCE TO 40, 85, 95 ETC
 CONVENIENCE TO PLACES

Q23. Continued

Q23. (Optional) What do you like BEST about living in the City of Durham?

Q23 Best about Durham

CONVENIENCE TO SHOPPING & WORK
CONVENIENCE TO THINGS/PLACES, COST OF LIVING
CONVENIENCE TO WORK ETC
CONVENIENCE, PART OF RTP COMMUNITY
CONVENIENCE, RESTAURANTS, LOCATION
CONVENIENCE, SHORT DISTANCES FOR SHOPPING
CONVENIENT TO WHOLE TRIANGLE
CONVIENCE TO STORES, MALLS, HOSPITALS
COSMOPOLITAN/MIXED CITY UNLIKE RALEIGH
COST OF HOUSING. CULTURAL OPPORTUNITIES
COST OF LIVING, FINE RESTAURANTS
CULTURAL (FOOD, ART, DIVERSITY)
CULTURAL ASPECT
CULTURAL DIVERSITY
CULTURAL DIVERSITY
CULTURAL OPPORTUNITES, SIZE, LANDSCAPE
CULTURE, DIVERSITY
DINING & ENTERTAINMENT
DIVERSE
DIVERSE AMOUNT OF ENTERTAINMENT & CULTURAL
DIVERSE CULTURE
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY
DIVERSITY AND HISTORY
DIVERSITY OF PEOPLE
DIVERSITY OF PEOPLE & OPPORTUNITES
DIVERSITY OF PEOPLE, CULTURAL EVENTS
DIVERSITY OF PEOPLE, LOW COST OF LIVING
DIVERSITY OF PEOPLE, THINGS TO DO
DIVERSITY OF RACES, EDUCATION, ENTERTAINMENT
DIVERSITY WITHIN COMMUNITIES
DIVERSITY, COMMUNITY INVOLVEMENT
DIVERSITY, DURHAM BULLS, DOWNTOWN
DIVERSITY, HONEST OPENESS ABOUT ISSUES
DIVERSITY, LOTS OF ACTIVITIES
DIVERSITY, SOCIO-ECONOMIC, RACIAL & OTHER
DIVERSITY. CITY HAS GREAT POTENTIAL
DON'T REALLY WANT TO LIVE IN DURHAM
DOWNTOWN & TOBACCO DISTRICT SO COOL

Q23. Continued

Q23. (Optional) What do you like BEST about living in the City of Durham?

Q23 Best about Durham

DOWNTOWN IMPROVEMENTS, TOBACCO DIST, BULLS STAD
DOWNTOWN REVITALIZATION
DPAC, DBAP, AT CAMPUS, RESTUARANTS, DUKE
DPAC, MUSEUMS, DURHAM BULLS
DUKE, DIVERSITY, CULTURAL OPPORTUNITIES
DUKE, DOWNTOWN, FARMERS MARKET, SENSE OF COMM
DUKE GARDENS, EASY ACCESS TO SURROUNDNG CITIES
DURHAM IS A GEM. IT IS A BEST KEPT SECRET
DURHAM IS RATED NO 1 OF BEST PLACES TO LIVE
EASE OF DAILY TASKS, CULTURE, COST OF LIVING
EASY ACCESS TO SHOPPING ETC
EASY PACE, AMPLE PARKING, COURTEOUS PEOPLE
EASY TO GET AROUND THE CITY
EDUCATION
EDUCATION FACILITIES, FITNESS
EMERGENCY OF CULTURAL EVENTS, RESTAURANTS
ENVIRONMENT-LOTS OF GREEN AREAS
EVERYTHING
EVERYTHING IS CLOSE
EVERYTHING IS CLOSE TOGETHER
FAMILY
FAMILY
FAMILY, FRIENDS
FAMILY IN CHAPEL HILL
FAMILY LIVES THERE
FARMERS MARKET
FAST COMMUTE, COST EFFECTIVE
FEEL COMFORTABLE
FRIENDLY, DEMOGRAPHICS REPRESENT EVERY CULTURE
FRIENDLY PEOPLE
FRIENDLY PEOPLE
FRIENDLY PEOPLE, CONVENIENT LOCAL SERVICES
GEOGRAPHY. CULTURALLY & RACIALLY DIVERSE
GOOD COMMUNITY
GOOD FAMILY ENVIRONMENT
GOOD FOR TO RAISE CHILDREN & RETIREMENT
GOOD HOSPITAL
GOOD JOB & FAMILY
GOOD LIVING
GOOD NEIGHBORHOOD
GOOD NEIGHBORHOOD
GOOD PEOPLE
GOOD PLACE TO RAISE FAMILY
GREAT RESTAURANTS
GREAT RESTAURNTS, CULTURAL EVENTS
GREENEY, FLOWRES, HEALTH CARE
GROWTH
HARSH STORMS ARE INFREQUENT, FRIENDLY PEOPLE
HEALTH CARE IS GREAT
HONEY FEELINGS
HUSBAND'S JOB

Q23. Continued

Q23. (Optional) What do you like BEST about living in the City of Durham?

Q23 Best about Durham

I HAVE A HOUSE
 IMPROVEMENT TO DOWNTOWN & OTHER AREAS
 IMPROVING OF DOWNTOWN, DPAC
 INCREASE IN BETTER RESTAURANTS & SHOPPING
 INTERESTING CULTURE, LOCATION NEAR RTP
 IT IS GOOD TO LIVE HERE
 IT'S A SMALL TOWN
 IT'S CONVENIENT
 IT'S HOME
 IT'S NOT RALEIGH OR CHAPEL HILL
 ITS CONVENIENCE AND LOCATION TO OTHER PARTS
 ITS JUST LIKE HOME
 JOB OPPORTUNITIES, CITY DYNAMICS OF COMMUNITY
 JOB OPPORTUNITY
 LAW & ORDER
 LIBRARY
 LIVED HERE ALL LIFE
 LIVING AWAY FROM CITY ELEMENTS & APPEARANCE
 LOCATION
 LOCATION TO RTP & LOWER COST OF HOME OWNERSHP
 LOOKING GOOD
 LOT TO DO
 LOTS TO DO, GETTING NICER
 LOVE DIVERSITY & FEELING OF COMMUNITY
 LOVE SW DURHAM, HIGH SCHOOL, COMM INVOLVEMENT
 LOW KEY CITY
 MANY CULTURAL, RECREATIONAL ACTIVITIES
 MANY GOOD PEOPLE
 MEDICAL AVAILABILITY
 MEDICAL CARE
 MEDICAL FACILITIES
 MEDICAL FACILITIES AVAILABLE
 MEDICAL SERVICES
 MEDICAL SERVICES
 MEMORIES OF MUCH BETTER DURHAM (30S & 40S)
 MIXED CULTURE
 MORE AFFORDABLE THAN OTHER CITIES
 MOST OF MY RELATIVES LIVE HERE
 MULTICULTURAL
 MUSEUM OF LIVE & SCIENCE, TOBACCO TRAIL, DPAC
 MY COMMUNITY
 MY FAMILY
 MY FAMILY LIVES HERE
 MY JOB
 MY NEIGHBORHOOD
 MY NEIGHBORHOOD
 MY NEIGHBORHOOD, SHOPPING CONVENIENCE
 NICE AREA
 NICE PEOPLE
 NICE PEOPLE
 NICE TO LIVE IN

Q23. Continued**Q23. (Optional) What do you like BEST about living in the City of Durham?**

Q23 Best about Durham

NOT LOT OF BAD THINGS LIKE GANGS
 NOTHING
 NOTHING
 NOTHING
 NOTHING
 NOTHING
 NOTHING TO BRAG ABOUT
 OPPORTUNITIES
 OVERALL ATMOSPHERE OF CITY
 OVERALL QUALITY OF LIFE, DIVERSIFIED POPULATN
 PACE
 PARK NEAR MY HOUSE-BOTANICAL GARDENS
 PARKS
 PARKS
 PEOPLE
 PEOPLE
 PEOPLE
 PEOPLE, COLLEGE, HOSPITAL, VARIED ART
 PEOPLE, SCHOOL SYSTEM
 PEOPLE FRIENDLY
 PERFORMING ARTS CENTER
 PERFORMING ARTS, GAMES; LOTS TO DO
 POLICE PROTECTION
 PROXIMITY FROM HOME TO ALL AREAS
 PROXIMITY TO EXCELLENT UNIVERSITIES
 PROXIMITY TO OTHER PARTS OF NC,MED FACILITIES
 QUIET
 QUIET
 QUIET, FRIENDLY, OK TO RAISE KIDS
 QUIET NEIGHBORHOOD
 QUIET NEIGHBORHOOD
 QUITE CLEAN SMALL CITY ATMOSPHERE
 RACIAL & ETHNIC DIVERSITY
 RACIAL CONTROL
 RELATIVELY SMALL CITY W/GOOD ATTRCTIONS
 RESEARCH/BIZ AREAS, HOME DEVELOPMENT, SCHOOLS
 RESTAURANTS, BULLS GAMES, FARMERS MARKET
 RESTURANTS
 RTP/EMPLOYERS
 SCHOOL MY CHILDREN ATTEND (PEARSONTOWN)
 SCHOOLS
 SERVICES
 SHOPPING
 SHOPPING
 SHOPPING
 SHOPPING, CULTURE
 SHOPPING OPPORTUNITIES
 SIZE
 SIZE
 SIZE
 SIZE, EASE OF DRIVING

Q23. Continued

Q23. (Optional) What do you like BEST about living in the City of Durham?

Q23 Best about Durham

SIZE OF CITY
 SIZE OF CITY, EASY ACCESS TO SERVICES
 SIZE OF TOWN
 SMALL CITY, CLOSE TO EVERYTHING
 SMALL TOWN FEEL WITH BIG CITY SERVICE/ENTERTN
 SMALL TOWN FEEL WITH LARGE CITY BENEFITS
 SOUTHPOINT MALL AREA, MEDICAL, BIZ PLACES
 STILL A GOOD CITY
 STILL LIVABLE THROUGH THE YEARS
 STILL TRYING TO LEAVE
 STRONG,DIVERSE COMMUNITY.SUPPORT FOR AUSTISTC
 THE CULTURAL ACTIVITIES AND SCHOOLS
 THE DIVERSITY, CULTURE, FARMERS MARKET
 THE MANY OPTIONS OFFERED
 THE OVERALL FRIENDLINESS OF PEOPLE
 THE PEOPLE
 THE PEOPLE
 THE PEOPLE & SIZE OF CITY
 THE PEOPLE, THEY WANT CITY TO IMPROVE GROWTH
 THERE ARE NICE OUTDOOR SPACES FARMERS MARKET
 TO WALK PLACES
 TOBACCO DISTRICT RENOVATION
 TOBACCO TRAIL, BULLS PARK, TOBBACO AREA
 TRADITION
 TREES
 TREES
 TRIANGLE HAS GREAT VARIETY
 TRUEFULNESS OF CITY
 UNIVERSITIES, INTERESTING PEOPLE, GOOD SCHOOL
 VARIETY, EXCELLENT CULTURAL EVENTS
 VARIETY OF CULTURE
 VERY CALM
 WALKWAYS
 WARM SOUTHERN HOSPITALITY OF PEOPLE
 WARMER CLIMATE
 WE GET LEFT ALONE
 WE'VE BEEN HERE 38 YEARS ITS HOME
 WEATHER
 WEATHER, CULTURE, MEDIUM SIZE
 WEATHER, HOSPITAL, CLINICS
 WHERE I GREW UP, FEEL SPECIAL TIE TO DURHAM
 WHERE IF LIVE-PRIVATE OFF MAIN ROAD
 WONDERFIL, EDUCATED, CULTRUAL DIVERSE CITY
 WORK FACILITIES

Q24. (Optional) What do you like LEAST about living in the City of Durham?

Q24 Least about Durham

[illegible]

Q24. Continued**Q24. (Optional) What do you like LEAST about living in the City of Durham?**Q24 Least about Durham

CRIME & ITS ROOTS, ENTRENCHED UNDERCLASS
 CRIME & NOT A GOOD APPEARANCE
 CRIME & STRUGGLING SCHOOLS
 CRIME, APPEARANCE
 CRIME, CITY STREETS, TRAFFIC FLOW, MORE TO DO
 CRIME, GANG ACTIVITY
 CRIME, GANGS
 CRIME, HIGH TAXES FOR FEW IF ANY BENEFITS
 CRIME, IMAGE
 CRIME, NO SWIMMING POOLS
 CRIME, POOR LIGHTING
 CRIME, POORLY KEPT HISTORIC AREAS
 CRIME. POOR WASTE COLLECTION
 CRIME, POVERTY-STRIKEN AREAS
 CRIME, SAFETY
 CRIME, STREET REPAIR
 CRIME, VIOLENCE
 CRIME AREAS
 CRIME/DRUGS
 CRIME,ESP AT INTERSECTION OF SOUTH/ENTERPRISE
 CRIME IN YOUNG PEOPLE
 CRIME IS EVERYWHERE
 CRIME,LACK OF CLEANLINESS.HILLSBOROUGH RD AWFL
 CRIME,NOT REPAVING FORTUNES RIDGE IN WOODCRFT
 CRIME RATE
 CRIME RATE
 CRIME RATE
 CRIME RATE
 CRIME RATE FOR ARMED ROBBERIES, IMAGE
 CRIME RATE, GANGS, DROP OUT RATES
 CRIME RATE, REPUTATION
 CRIME REPUTATION, AWFUL SCHOOLS
 CRIMES
 CROWDED
 DATA, PARKS
 DECAPIDATED HOUSING STOCK
 DILAPIDATED HOUSE, LACK OF SIDEWALKS
 DISCRIMINATION
 DISPARITIES BETWEEN RICH & POOR, PUBLIC EDUC
 DON'T KNOW
 DOWNTOWN & HYPOCRACY CITY SPENDING CRAZE
 DRUG PROBLEMS
 DURHAM NEEDS A FACILITY TO PAY UTILITY BILLS
 DURHAM POLICE DEPARTMENT OFFICERS MORALE
 DURHAM REPUTATION TO OTHER COMMUNITIES
 ECONOMIC BASAE
 EDUCATION
 ENTIRE AREA NOT AS ATTRACTIVE AS SOME PARTS
 EVERYTHING
 EVERYTHING
 EVERYTHING

Q24. Continued

Q24. (Optional) What do you like LEAST about living in the City of Durham?

Q24 Least about Durham

EVERYTHING
 FAR AWAY FROM FAMILY
 FEAR OF CRIME
 FEW RESTAURANTS, MT CHAIN/FAST FOOD
 GANG ACTIVITY, SLUMS
 GANG-RELATED CRIME, YOUNG ROAMING STREETS
 GANG VIOLENCE
 GANGE PROBLEM, SCHOOLS
 GANGS
 GANGS
 GANGS
 GANGS, CRIME, POVERTY IN SOME AREAS
 GANGS, DRUGS
 GANGS, GUNS
 GANGS, LACK OF JOBS, DO NOT FEEL SAFE
 GANGS, UNEMPLOYMENT
 GEOGRAPHIC LOCATION
 GOOD OLD BOY NETWORK
 GOVERNMENT USES TAXES FOR UNIMPORTANT THINGS
 GROWING TOO FAST
 HIGH COST OF LIVING THAN OUR LAST HOME (OHIO)
 HIGH CRIME RATE
 HIGH TAXES
 HIGH TAXES
 HIGH TAXES WITH LITTLE VALUE
 HIGH TAXES, TRASHY NEIGHBORHOODS, POOR SCHOOL
 HOT TO GET AROUND WITHOUT DRIVING
 HOUSE TAXES, DEAD AT NIGHT
 HS REPUTATION FOR CRIME
 IMAGE AND APPEARANCE OF CITY
 IMAGE OF CIME, NEED MORE TO DO FOR TEEN
 IMAGE OF CITY
 INADEQUATE STREET LIGHTING. DON'T FEEL SAFE
 INCOMPETENT, DISCONCERNED OFFICIALS
 INCREASING CRIME RATE, PUBLIC SCHOOLS
 INEFFICIENCIES IN TAKING CARE OF IBUF
 INSECURITY NOT FEELING SAFE; TOO MANY GANGS
 INSECURITY WITH SOME OF PEOPLE
 ISSUES WITH CITY SERVICES
 ISSUES WITH LOOSE DOGS ESP PIT BULL MIXES
 LACK OF AFFORDABLE ACTIVITIES FOR KIDS
 LACK OF BIKE LANES
 LACK OF JOB OPPORTUNITES
 LACK OF MONEY, MONEY DOESNT GO WHERE NEEDED
 LACK OF PROGRAMS THAT OFFER HEALING
 LACK OF REASONABLY PRICES CULTURAL ACTIVITY
 LACK OF SIZE
 LACK OF TROLLY FROM NEIGHBORHOODS TO DOWNTOWN
 LIGHTING IN PARKS, GAY MARRIAGE
 LOOKS OLD AND RUN DOWN CITY
 LOT OF VIOLENCE, LITTLE KILLING

Q24. Continued

Q24. (Optional) What do you like LEAST about living in the City of Durham?

Q24 Least about Durham

MANAGER DOES NOT ALWAYS DO WHAT HE SAYS
 MINORS BEING TATTOOED BY NON-LICENSED BUSINESS
 MORE RESPONSIVE CITY COUNCIL
 MOST SERVICES ARE ON SOUTH SIDE
 NEGATIVE IMPRESSION OF DURHAM
 NEW ENOUGH RECREATION FOR CHILDREN
 NO COMMUNITY GROCERY STORE IN DOWNTOWN AREA
 NO JOBS AVAILABLE, CRIME, VANDALISM
 NO JOBS OR NOT PAYING ENOUGH TO LIVE
 NO PROBLEMS
 NO REAL NIGHT LIFE
 NON-EXISTANT SIDEWALKS, PUDDLES
 NOT ADEQUATE SERVICES. YOU GET NOTHING FOR \$\$
 NOT BIG ENOUGH
 NOT ENOUGH ACTIVITIES
 NOT ENOUGH ACTIVITIES, BORING
 NOT ENOUGH BIKE LANES
 NOT ENOUGH ETHNIC DIVERSITY
 NOT ENOUGH SUPPORT WHEN YOU NEED ASSISTANCE
 NOT ENOUGH UPSCALE/AFFORDABLE ENTERTAINMENT
 NOT FAMILY PLACE TO LIVE
 NOTHING
 NOTHING
 NOTHING FOR TEENAGERS TO DO
 NUMBER OF HOMELESS
 OFFICIALS & POLICE GETTING PET PROJECTS DONE
 OPPORTUNITY TO OPERATED A SMALL BUSINESS
 OUR NEIGHBORHOOD HAS HAD 4 ROBBERIES FEW MOS
 PEOPLE HAVE BAD ATTITUDES
 PEOPLE WHO ARE NOT NICE
 PERCEPTION OF CRIME & RACIAL STRIFE
 PERCEPTION OF OUTSIDERS
 PERCEPTION THAT PEOPLE HAVE ABOUT DURHAM
 PIT BULLS RUNNING LOOSE ON STREET
 POLICE NOT LETTING US HAVE ROAD RACE DOWNTOWN
 POLITICS
 POOR NEIGHBORHOODS
 POOR PUBLIC SCHOOLS, DISPARITY OF WEALTH
 POOR ROADS, SIDEWALKS, LIGHTS, POLE MAINT
 POOR STREETS
 POPULATION & LACK OF DIRECTION
 POVERTY
 POVERTY AREAS, GANGS
 POVERTY NEEDS TO BE ADDRESSED
 PRESENCE OF GANGS
 PROJECTED IMAGE
 PROPERTY TAX TOO HIGH
 PUBLIC SCHOOL SYSTEM
 PUBLIC SCHOOLS
 PUBLIC TRANSIT
 PUBLIC TRANSPORTATION NEEDS MORE BUS STOPS

Q24. Continued**Q24. (Optional) What do you like LEAST about living in the City of Durham?**Q24 Least about Durham

PUSHY, UNFRIENDLY PEOPLE. ENTITLEMENT COMPLEX
 PUT YOUNGR PEOPLE IN OFFICE,TAX NOT USED WELL
 RACIAL ISSUES
 RALEIGH/CHAPEL HILL PARKING.LACK OF LITE RAIL
 RAPID CHANGES
 RENTS ARE TOO HIGH
 REPUTATION
 REPUTATION OF BAD SCHOOLS, SAFETY ISSUES
 REPUTATION OF CRIME
 REPUTATION OF HAVING HIGH CRIME
 REPUTATION OF SCH DIST DRIVES DOWN PROP VALUE
 REPUTATION, CRIME
 REPUTATION, POOR SCHOOLS
 REPUTATION/IMAGE
 RETIREMENT
 REWARDING INCOMPETENT PUB EMPLOYEES BY RACE
 RIDENESS OF PEOPLE
 ROAD MAINTENANCE
 ROADS, LACK OF RECREATION OPPORTUNITES
 ROADS, SEPARATION OF ELECT OFFICIALS & PUBLIC
 ROADWAYS, STREETS SIGNS NOT VISITOR FRIENDLY
 RUN DOWN AREAS
 SAFETY ISSUES
 SCHOOL DISTRICTS, HIGH TAXES
 SCHOOL SYSTEM
 SCHOOL SYSTEM
 SCHOOL SYSTEM NEEDS MORE TEACHERS
 SCHOOL SYSTEMS ARE NOT GREAT
 SCHOOLS
 SCHOOLS
 SCHOOLS
 SCHOOLS, CRIME
 SHERIFF DEPARTMENT, JUDICIAL SYSTEM
 SHOULD BE SHELTER AT SCHOOL BUS STOPS
 SIDEWALKS BEING ON ONE SIDE OF STREET
 SILLINESS OF FOLKS GENERATED AT SCHOOL BOARD
 SLOW PACE, NOT ENOUGH SERVICES ON WEEKENDS
 SLUM
 SLUM & BLIGHT
 SLUMLORD NEGLECT OF LOW INCOME HOUSING
 SLUMLORDS FAVORED BY POLITICIANS/CITY DEPTS
 SLUMS, ASSOCIATED CRIME
 SMALL POCKETS OF CRIME & VIOLENCE AROUND DURH
 SPRAW
 STATE OF MAJOR CITY AREAS WHEN TRANSITIONING
 STREET CONDITIONS
 STREET I LIVE ON IS TOO CURVY,ONLY HAS 2 LITE
 STREET MAINTENANCE
 STREET MAINTENANCE
 STREETS
 STREETS, POTHOLES

Q24. Continued

Q24. (Optional) What do you like LEAST about living in the City of Durham?

Q24 Least about Durham

STREETS ARE BAD ON CARS, WATER BILL TOO HIGH
 TAXES, FAIRNESS TO DIFFERENT RACES
 TAXES ON SENIOR CITIZENS. HALF IS ENOUGH
 TAXES TOO HIGH
 TAXES TOO HIGH ON PROPERTY
 THE CRIME RATE
 THE NAME THAT DURHAM HAS RECEIVED A BAD PLACE
 THE PUBLIC SCHOOL SYSTEM
 THE RUN DOWN PARTS OF THE CITY
 THE SCHOOLS, ELEMENTARY, SECONDARY
 THE WORK PLACE
 THERE IS LOT OF CRIME & GANGS AROUND MY KIDS
 THREAT OF CRIME, LACK OF PEDESTRIAN WALKWAYS
 TOO FAR FROM RALEIGH
 TOO MANY DARK STREETS, NOT ENOUGH LIGHTS
 TOO MANY GANGS, NOT ENOUGH CLUBS FOR 30-OVER
 TOO MANY PEOPLE WALKING STREETS;ITS DANGEROUS
 TOO SLOW TO FIX PROBLEMS
 TRAFFIC
 TRAFFIC
 TRAFFIC SIGNALS, POOR DRIVING HABITS
 TRANSPORTATION, GETTING AROUND ROADWAY
 TRASH, YARD WASTE SERVICES. WANT LEAF PICKUP
 TRASH ON STREETS. LEVY FINES ON LITTER BUGS
 UNCERTAINTY THAT MONEY IS SPENT WELL
 UNIVERSITIES
 UNREASONABLE TAXES
 VERY HIGH TAXES FOR LESS THAN ADEQUATE SVCS
 VERY LITTLE TO DO
 VIOLENCE
 VIOLENCE IS NOT HANDLED WELL
 VIOLENCE RATES
 WASTE/COLLECTION SERVICES
 WASTEFUL SPENDING
 WATER, STREETS
 WE HAVE AN IMAGE ISSUE (RALEIGH'S STEPCHILD)
 WHERE I LIVE I HAVE TO DRIVE TO STORES/SHOPS
 WINDY, ROADS

Q25. (Optional) What is the biggest issue you think the City of Durham will face over the next five years?

Q25 Biggest issue

[illegible]

Q25. Continued

Q25. (Optional) What is the biggest issue you think the City of Durham will face over the next five years?

Q25 Biggest issue

CRIME & POVERTY
 CRIME & TAXES (TOO HIGH)
 CRIME, DILAPIDATED HOUSES & AREAS
 CRIME, REDUCTION OF POOR HOUSING
 CRIME, TRAFFIC
 CRIME, UNEMPLOYMENT
 CRIME, UNEMPLOYMENT
 CRIME, WATER HAS PESTICIDES, POVERTY
 CRIME, WATER SHORTAGE
 CRIME BECAUSE OF UNEMPLOYMENT
 CRIME IN THE LOW INCOME AREAS
 CRIME RATE
 CRIME RATE
 CRIME RATE NOT GOOD, SCH SYSTEM NEEDS IMPROVEM
 DECLINE IN PUBLIC EDUC & SAFETY, ESP IN SCHS
 DEVELOPING MORE JOB OPPORTUNITIES
 DON'T KNOW
 DON'T KNOW HOW TO SPEND IT WISELY
 DOWNTOWN REVITALIZATION, KEEP FR RAISING TAXES
 DRAWING BUSINESS TO DOWNTOWN
 DRUGS, CRIME, GUNS, MURDER & GANGS
 DRUGS, GANGS
 DUMPING IN DIST 1, NOT FOCUSING ON GANG AREAS
 ECONOMIC ISSUES OF GROWTH VS STAGNATION
 ECONOMY
 ECONOMY
 ECONOMY
 ECONOMY
 ECONOMY, NOT HAVING FUNDS FOR IMPROVEMENTS
 EDUCATION
 EDUCATION SYSTEM
 EDUCATION, CRIME
 EFFECT OF ILLEGAL ALIENS ON SERVICES & COSTS
 ELIMINATION OF HOMELESS & POVERTY
 EMPLOYMENT OPPORTUNITES DECREASE & LOWER WAGE
 ENOUGH SCHOOLS
 EVOLUTION
 FAILURE OF PUBLIC SCHOOL SYSTEM
 FINANCE & CITY BUDGET
 FINANCES
 FINANCES
 FINANCES, HEALTH CARE
 FRAUD & EMBEZZLEMENT OF CITY FUNDS AS USUAL
 FUND ELIMINATION OF SLUB & BLIGHT, ESP DOWNTN
 GANG ACTIVITY
 GANG ACTIVITY
 GANG ACTIVITY
 GANG ACTIVITY AMONG YOUNG ADULTS
 GANG CRIMES
 GANG PROBLEMS
 GANG PROBLEMS, HIGH SCHOOL DROPOUT ISSUES

Q25. Continued

Q25. (Optional) What is the biggest issue you think the City of Durham will face over the next five years?

Q25 Biggest issue

GANGS
GANGS
GANGS
GANGS
GANGS
GANGS
GANGS
GANGS
GANGS & IMPROVING SCHOOLS
GANGS, OVERWHELMED CITY SERVICES, CROWDING
GANGS, VIOLENCE OF HIGH CRIME AREAS
GANGS AND CRIME
GANGS ARE A BIG PROBLEM
GANGS IN SCHOOL SYSTEM
GETTING BILL BELL OUT OF OFFICE
GETTING RID OF NEGATIVE REPUTATION
GOOD GROWTH, BUDGET
GROWING LOW INCOME POPULATION, SHRINK TAX BASE
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH
GROWTH & ALL THAT COMES WITH IT
GROWTH, CRIME
GROWTH, JOBS
GROWTH, KEEPING UP
GROWTH, LACK OF SCHOOLS, JOB LOSS, POVERTY
GROWTH, OVERDEVELOPMENT
GROWTH, PUBLIC SCHOOLS
GROWTH, STREET MAINTENANCE
GROWTH, TRAFFIC ISSUE RELATED TO LIGHT RAIL
GROWTH, TRAFFIC, IMAGE
GROWTH FOR SENIOR CITIZENS & OVERCROWDING
GROWTH VS SERVICES
HANDLING GROWTH
HANDOUTS OF TAX MONEY HAS TO STOP
HEALTHCARE
HELPING SOLVE CRIME
HOMELESS, SAFETY, EDUCATION
HOUSE ROBBERIES
HOUSING

Q25. Continued

Q25. (Optional) What is the biggest issue you think the City of Durham will face over the next five years?

Q25 Biggest issue

HOUSING
 HOW TO HANDLE RAPID GROWTH
 HOW TO USE RESOURCES WISELY IE TAX DOLLARS
 I LIKE TO HAVE PEACH
 ILLEGAL ALIENS, SAVE HAVEN POLICY BY POLICE
 IMAGE, CRIME, CITY CORRUPTION
 IMPACT OF OVERDEVELOPMENT ON ENVIRONMENT
 IMPROVING ITS IMAGE WITH NEIGHBORING CITIES
 IMPROVING SAFETY OF SOME SLUMS AROUND DOWNTWN
 INCREASED CRIME
 INFORCING LAWS IN PROJECTS
 IT WILL GO DOWN IF CRIME ISNT ADDRESSED
 ITS GROWTH & CHANGE OF STIGMA OF DURHAM
 ITS REPUTATION AS SAFE, PROGRESSIVE CITY
 JOB SHORTAGE
 JOBLESSNESS, CRIME
 JOBS
 JOBS
 JOBS
 JOBS
 JOBS, JOBS, JOBS FOR DIVERSE POPULATIONS
 JOBS/ECONOMY
 KEEP FORWARD MOMENTUM OF REVITALIZATION EFFRT
 KEEP RESIDENTS NOT TIED TO CITY BY EMPLOYMENT
 KEEP REVITALIZATION MOVING IN TOUGH ECON TIME
 KEEPING DOWNTOWN SAFE, INFRASTRUCTURE, GANGS
 KIDS FIGHTING AND STEALING
 LACK OF BUILDINGS
 LACK OF KNOWLEDGEABLE PEOPLE IN CITY GOVT
 LACK OF MONEY FOR IMPROVEMENT OF CITY
 LACK OF WATER
 LAW ENFORCEMENT/CRIME
 LEARNING TO LIVE WITHIN MEANS & NOT RAISE TAX
 LIMITED RESOURCES TO REDUCE CRIME RATE
 LOSING YOUNG PEOPLE TO STREETS/DRUGS/CRIME
 MAINTAIN STEADY PROGRESS OF NEIGHBORHOOD
 MANAGING GROWTH & DEVELOPMENT AS CITY EXPANDS
 MANAGING GROWTH TO PRESERVE QUALITY OF LIFE
 MANAGING URBAN RENEWAL, AFFORDABLE HOUSING
 MEASURES TO ACCOMODATE THE GROWING HOMELESS
 MORE CARS ON THE STREET
 MORE CONGESTION
 MORE SECURITY
 MORE TRANSPORTAION BTWN DURHAM, RALEIGH
 MORE VIOLENT CRIMES
 MOTIVATION
 NEED MASS TRANSPORTATION FOR PUBLIC
 NOT ENOUGH LOCALLY OWNED SMALL BUSINESSES
 OFFICE SPACE, JAIL SPACE
 OVER POPULATION AND DETERIORATION SCHOOL SYS3
 OVERCROWDING

Q25. Continued

Q25. (Optional) What is the biggest issue you think the City of Durham will face over the next five years?

Q25 Biggest issue

PAVE DIRT STREETS, PUBLIC TRANS, JOBS, HOUSNG
 PAYING FOR INFRASTRUCTURE
 PAYING FOR SOCIAL SERVICES
 PLANNING FOR GROWTH
 PLANNING/INTEGRATION OF NEW GROWTH/DEVELOPMEN
 POLICE PROTECTION, CRIME RATES
 POPULATION
 POPULATION
 POPULATION
 POPULATION
 POPULATION GROWTH
 POTHOLE
 POVERTY
 POVERTY
 POVERTY
 POVERTY, EDUCATIONAL & DEVELOPMENT GOALS
 PROJECTED IMAGE
 PUBLIC SCHOOLS
 PUBLIC SCHOOLS
 PUBLIC TRANSIT
 PUBLIC TRANSIT
 PUBLIC TRANSIT (DATA)
 PUBLIC TRANSPORTATION
 PUBLIC TRANSPORTATION
 PUSH FOR UNCESSARY UNCONTROLLED DEVELOPMENT
 RACE ISSUE
 RAPID GROWTH IN POPULATION
 RAPID IMMIGRATION OF ILLEGALS, POOR SCHOOLS
 REAL ESTATE, INFRASTRUCTURE
 REDUCING LOWER INCOME/SLUM RESIDENTIAL AREAS
 REPAIR STREETS, IMPROVE IMAGE OF CITY
 REPUTATION
 REPUTATION FOR CRIME/POOR LEADERSHIP
 RIDDING ITS UNDESERVED BAD REPUTATION
 RISE IN CRIME BECAUSE OF ECONOMIC STRUGGLES
 RISE IN POPULATION & RELATED PROBLEMS
 RUNDOWN BUILDINGS IN DOWNTOWN
 SAFETY
 SAFETY, GANGS
 SCHOOLS
 SCHOOLS
 SCHOOLS
 SCHOOLS, PUBLIC SAFETY, WATER SHORTAGE
 SCHOOLS ARE TOO CROWDED
 SERVING UNDERSERVED, CONTROLLING GROWTH
 SLUBS OF 3RD GENERARTION WELFARE FAMILIES
 SMARTER MANAGEMENT OF GROWTH
 SOMETHING TO KEEP YOUNG PEOPLE OFF STREETS
 SPENDING TOO MUCH, NOT IMRPOVING CONDITIONS
 SPRAWL, MASS TRANSIT
 STOP WASTEFUL SPENDING

Q25. Continued

Q25. (Optional) What is the biggest issue you think the City of Durham will face over the next five years?

Q25 Biggest issue

STOPPING ROBBERIES, VIOLENCE
STREET QUALITY
STREET REPAIR, LIGHTING
STREETS
SUBURBS
TAX INCREASE
TAX INCREASE TO POINT WHERE PEOPLE CANT AFFRD
TAXES
TAXES AND JOB
THE ECONOMY
THINGS WILL STILL BE THE SAME WAY
TO EQUALLY & EQUITABLY DEVELOP NEIGHBORHOODS
TOO MANY PEOPLE
TOO MANY PEOPLE NOT ENOUGH EMPLOYMENT
TOO MANY REQUIRES TO GET NC ID,DRIVER LICENSE
TRAFFIC
TRAFFIC, GROWING POPULATION
TRAFFIC, HANDLING DISPLACEMENT OF POOR
TRANSPORTATION
TRANSPORTATION
UNEMPLOYMENT
UNEMPLOYMENT, AFFORDABLE HOUSING
UNEMPLOYMENT, INABILITY TO RETAIN NEW BIZ
UNPLANNED GROWTH & ITS RELATED PROBLEMS
UPGRADING SERVICES AS POPULATION EXPLODES
URBAN BLIGHT
VIOLENCE AND GANGS
WATER SUPPLY
WE HAVE TO MANY GANGS
WHERE/WHO IS TAX MONEY GOING
WITH RENEWAL DOWNTOWN, WEIGHING GROWTH
WRONG PEOPLE

Q26. Approximately, how many years have you lived in Durham?

<u>Q26. Years lived in Durham</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	56	12.6 %
5-10 years	94	21.1 %
11-20 years	76	17.1 %
20+ years	218	49.0 %
Not provided	1	0.2 %
Total	445	100.0 %

Q27. What is your age?

<u>Q27. Age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	96	21.6 %
35-44 years	52	11.7 %
45-54 years	87	19.6 %
55-64 years	123	27.6 %
65-74 years	45	10.1 %
75+ years	39	8.8 %
Not provided	3	0.7 %
Total	445	100.0 %

Q28. Do you have access to the Internet at home?

<u>Q28. Internet access at home</u>	<u>Number</u>	<u>Percent</u>
1=Yes	357	80.2 %
2=No	85	19.1 %
9=Not provided	3	0.7 %
Total	445	100.0 %

Q29. Do you have access to the Internet at work?

<u>Q29. Internet access at work</u>	<u>Number</u>	<u>Percent</u>
1=Yes	257	57.8 %
2=No	62	13.9 %
9=Not provided	126	28.3 %
Total	445	100.0 %

Q30. How do you normally watch programs on Durham TV8?

Q30. Watch programs on Durham TV8	Number	Percent
1=Channel surfing	138	31.0 %
2=For specific programs	89	20.0 %
3=Don't watch	209	47.0 %
9=Not provided	9	2.0 %
Total	445	100.0 %

Q31. What kind of programs would you like to see more of on Durham TV8?

Q31. Programs like to see more of on TV8	Number	Percent
1=Meeting coverage	64	14.4 %
2=Regular programming	65	14.6 %
3=Bulleting board information	79	17.8 %
4=Other	51	11.5 %
9=Not provided	186	41.8 %
Total	445	100.0 %

Q31. Other

Q31 Other

ANYTHING GOOD
 CALENDAR UPDATES
 CITY RESOURCES
 CITY TAXES AT WORK
 COMMUNITY BULLETINS
 CRIME NEIGH CAMERAS
 DK WHAT OFFERED
 DURHAMS MOST WANTED
 EDUCATION
 EDUCATION
 EDUCATIONAL
 ENFORCED SPEED LIMIT
 EVENTS
 EVENTS
 EVENTS
 EVENTS
 EVENTS
 EVENTS
 EVENTS
 FREE PUBLIC EVENTS
 HOW TO PREVENT CRIME
 MORE EVENT INFO
 MORE EVENTS 4 CHILDS
 OLD CLASSIC MOVIES
 POLICE INFO
 POLICE INFO, EVENTS
 POLICE INFORMATION
 POLICE INFORMATION
 POLICE INFORMATION
 POLICE INFORMATION
 POTHOLE REPAIRS
 RELIGIOUS
 STUDENT INVOLVEMENT
 TRAFFIC, POLICE INFO
 TRAFFIC CAMERAS
 TRAFFIC CAMERAS
 TRAFFIC CAMS
 TRAVEL/ENTERTAINMENT
 YOUTH PROGRAMMING

Q32. What is your gender?

<u>Q32. Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	216	48.5 %
2=Female	229	51.5 %
Total	445	100.0 %

Q33. Do you own or rent your current residence?

<u>Q33. Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	295	66.3 %
2=Rent	143	32.1 %
9=Not provided	7	1.6 %
Total	445	100.0 %

Q34. Which of the following best describes your race or ethnicity?

<u>Q34. Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1=Asian/Pacific Islander	12	2.7 %
2=White	194	43.6 %
3=American Indian/Eskimo	8	1.8 %
4=Black/African American	187	42.0 %
5=Other	36	8.1 %
9=Not provided	18	4.0 %
Total	455	

Q34. Other

Q34 Other

AMERICAN

HISPANIC

HISPANIC

HISPANIC

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HISPANIC
LATINLATIN
SPANISH

SPANISH

Q35. Are you of Hispanic, Latino, or other Spanish ancestry?

Q35. Hispanic, Latino, or other Spanish ancestry	Number	Percent
1=Yes	55	12.4 %
2=No	358	80.4 %
9=Not provided	32	7.2 %
Total	445	100.0 %

Q36. Would you say your total annual household income is:

Q36. Total annual household income	Number	Percent
1=Under \$30K	91	20.4 %
2=\$30K-\$59,999	122	27.4 %
3=\$60K-\$99,999	105	23.6 %
4=\$100K+	75	16.9 %
9=Not provided	52	11.7 %
Total	445	100.0 %

Q37. What is your home zip code?

Q37. Home zip code	Number	Percent
27701	51	11.5 %
27703	65	14.6 %
27704	47	10.6 %
27705	50	11.2 %
27707	94	21.1 %
27712	33	7.4 %
27713	101	22.7 %
Not provided	4	0.9 %
Total	445	100.0 %

Section 4:

Survey Instrument



2009 City of Durham Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns. If you have questions, please call Durham OneCall at 560-1200.

This survey is intended for Durham residents.

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

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of police protection	5	4	3	2	1	9
B. Overall quality of fire protection and rescue services	5	4	3	2	1	9
C. Overall maintenance of City streets and infrastructure	5	4	3	2	1	9
D. Overall quality of City water and sewer utilities	5	4	3	2	1	9
E. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
F. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G. Overall effectiveness of City communication with the public	5	4	3	2	1	9
H. Overall flow of traffic in the City	5	4	3	2	1	9
I. Overall quality of the City's public transit system	5	4	3	2	1	9
J. Overall quality of the City's Parks and Recreation system	5	4	3	2	1	9

2. Which **THREE** of the items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 3 choices using the letters from the list in Question 1 above].

1st.____ 2nd.____ 3rd.____

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

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of services provided by the City of Durham	5	4	3	2	1	9
B. Overall appearance of the City	5	4	3	2	1	9
C. Overall image of the City	5	4	3	2	1	9
D. How well the City is planning growth	5	4	3	2	1	9
E. Overall quality of life in the City	5	4	3	2	1	9
F. Overall quality of your neighborhood	5	4	3	2	1	9
G. Overall value you receive for your City taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe,” please rate how safe you feel in the following situations:

How safe do you feel:		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
B.	When walking alone in your neighborhood at night	5	4	3	2	1	9
C.	When walking alone in the nearest City park to your home during the day	5	4	3	2	1	9
D.	When walking alone in the nearest City park to your home at night	5	4	3	2	1	9
E.	When visiting City recreation centers	5	4	3	2	1	9
F.	In Downtown Durham	5	4	3	2	1	9
G.	In the City of Durham overall	5	4	3	2	1	9

5. **Please indicate whether you or other members of your household have done the following activities during the past year by circling YES or NO for each of the items listed below.**

- A. Used a City recreation center YES..... NO
 B. Used a City swimming pool YES..... NO
 C. Participated in City athletic programs YES..... NO
 D. Participated in other City recreation programs YES..... NO
 E. Visited a neighborhood or City park YES..... NO
 F. Attended a City sponsored meeting YES..... NO
 G. Ridden a City bus (DATA) YES..... NO
 H. Attended a class at the Durham Arts Council..... YES..... NO
 I. Attended an event at the Carolina Theater..... YES..... NO
 J. Attended an event at the Durham Bulls Athletic Park..... YES..... NO
 K. Visited the Hayti Heritage Center YES..... NO
 L. Disposed of materials at the City's household hazardous waste disposal center YES..... NO
 M. Contacted Durham OneCall (560-1200)..... YES..... NO
 N. Visited Downtown Durham YES..... NO
 O. Attended a performance at the DPAC YES..... NO

6. **Parks and Recreation.** 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>Don't Know</i>
A.	City parks	5	4	3	2	1	9
B.	City playgrounds	5	4	3	2	1	9
C.	Greenways and trails in the City	5	4	3	2	1	9
D.	City recreation centers	5	4	3	2	1	9
E.	City swimming pools	5	4	3	2	1	9
F.	Outdoor athletic fields (e.g., baseball, soccer, and flag football)	5	4	3	2	1	9
G.	City picnic shelters	5	4	3	2	1	9
H.	Overall quality of the City's recreation programs and services	5	4	3	2	1	9
I.	Cultural programming (concerts, festivals)	5	4	3	2	1	9
J.	Customer service provided by City's Parks and Recreation staff	5	4	3	2	1	9

7. Which **TWO** of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 6 above].

1st.____ 2nd.____

8. **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>Don't Know</i>
A.	Street maintenance and repair	5	4	3	2	1	9
B.	Condition of major city streets	5	4	3	2	1	9
C.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
D.	Condition of sidewalks in the City	5	4	3	2	1	9
E.	Condition of street signs and traffic signals	5	4	3	2	1	9
F.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
G.	Mowing and tree trimming along city streets and other public areas	5	4	3	2	1	9
H.	Adequacy of city street lighting	5	4	3	2	1	9
I.	Condition of City parks	5	4	3	2	1	9
J.	Cleanliness of City streets	5	4	3	2	1	9
K.	Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9
L.	Condition of recreation centers and facilities.	5	4	3	2	1	9

9. Which **THREE** of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 8 above].

1st.____ 2nd.____ 3rd.____

10. About how often during the past year have you been seriously inconvenienced by standing water in the streets of your neighborhood after a rainstorm?

____(1) Almost after every rain
 ____ (2) Only after every heavy rain
 ____ (3) Only after some heavy rains
 ____ (4) Never
 ____ (9) Don't know

11. **Code Enforcement (Neighborhood Improvement 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.”

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the clean up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
C.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D.	City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

12. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 11 above].

1st. _____ 2nd. _____

13. Please indicate whether any of the following have been problems in your neighborhood during the past year by circling YES or NO for each of the items listed below.

- A. Abandoned cars YES..... NO
- B. Dilapidated or run-down houses or buildings YES..... NO
- C. Problems with overgrown weeds in yards or the
medians or along roadsides YES..... NO
- D. Graffiti YES NO
- E. Garbage or yardwaste containers on the curb when it
is not a garbage collection day YES..... NO

14. City 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>Don't Know</i>
A. City trash collection services	5	4	3	2	1	9
B. City curbside recycling services	5	4	3	2	1	9
C. Bulky item pick up/removal services (old furniture, appliances. etc.)	5	4	3	2	1	9
D. City yardwaste (leaf and tree limbs) collection services	5	4	3	2	1	9
E. Quality of drinking water	5	4	3	2	1	9
F. Wastewater services	5	4	3	2	1	9
G. Stormwater Services	5	4	3	2	1	9

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

- ___(1) Yes [answer Q 15a-e]
- ___(2) No [go to Q 16]

15A-E. [Only if “YES” to Question 15] Using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied” please rate your satisfaction with the City employees you have contacted with regard to the following:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. How easy they were to contact	5	4	3	2	1	9
B. The courtesy of employees	5	4	3	2	1	9
C. The accuracy of the information and assistance you were given	5	4	3	2	1	9
D. The time it took for your request to be answered	5	4	3	2	1	9
E. How well your issue was handled	5	4	3	2	1	9

16. 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>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decisions	5	4	3	2	1	9

17. Which of the following do you use to get information about the City of Durham? (check all that apply)

- | | |
|--|---|
| ____(01) The City’s Citizens Report (printed as an insert in the newspaper) | ____(09) Local radio |
| ____(02) The Durham Citizens newsletter (with water bill) | ____(10) Television news |
| ____(03) The City Website (www.durhamnc.gov) – <u>please answer #17b</u> | ____(11) City Manager’s weekly update |
| ____(04) The Herald Sun Newspaper | ____(12) City list serv |
| ____(05) The News and Observer Newspaper | ____(13) City Speaker’s Bureau |
| ____(06) Other local newspapers | ____(14) Community blogs |
| ____(07) City Cable Channel 8 (DTV8) | ____(15) PAC or neighborhood list servs or meetings |
| ____(08) Durham Onecall (560-1200) | ____(16) Other: _____ |

17a. Which THREE of the methods listed above would you use to get information from the City of Durham? [Write the numbers from the list in Question 17 in the space provided below.]

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

17b. Which of the following best describes the frequency that you visit the City’s website?

- | | |
|---------------------------------------|-----------------------------------|
| ____(1) Less than once every 3 months | ____(4) At least once per week |
| ____(2) At least every 3 months | ____(5) At least 3 times per week |
| ____(3) At least once per month | ____(6) At least 5 times per week |

18. Do you think the level of public involvement in the City of Durham is:

- ____(1) Too high – the City provides too many opportunities for public involvement
 ____ (2) About right
 ____ (3) Too low – the City does not provide enough opportunities for public involvement
 ____ (9) Don’t know

19. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate the City of Durham with regard to the following:

How would you rate the City of Durham		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City that is moving in the right direction	5	4	3	2	1	9

20. How willing would you be to pay a slight increase in taxes to fund improvements to City services like street resurfacing or transit?
 ____ (1) Very willing
 ____ (2) Willing
 ____ (3) Not sure
 ____ (4) Not willing
21. How willing would you be to pay fees to fund improvements to City services that you use or benefit from?
 ____ (1) Very willing
 ____ (2) Willing
 ____ (3) Not sure
 ____ (4) Not willing
22. How willing would you be to pay a slight increase in taxes to fund the elimination of slum and blight in Durham?
 ____ (1) Very willing
 ____ (2) Willing
 ____ (3) Not sure
 ____ (4) Not willing
23. [Optional] What do you like BEST about living in the City of Durham?

24. [Optional] What do you like LEAST about living in the City of Durham?

25. [Optional] What is the biggest issue you think the City of Durham will face over the next five years?

26. Approximately how many years have you lived in Durham?
 ____ (1) Less than 5 years
 ____ (2) 5-10 years
 ____ (3) 11-20 years
 ____ (4) More than 20 years
27. What is your age?
 ____ (1) Under 25 years ____ (5) 55-64 years
 ____ (2) 25-34 years ____ (6) 65-74 years
 ____ (3) 35-44 years ____ (7) 75+ years
 ____ (4) 45-54 years

28. Do you have access to the Internet at home?

___(1) Yes

___(2) No

29. Do you have access to the Internet at work?

___(1) Yes

___(2) No

___(9) Not applicable (do not work)

30. How do you normally watch programs on Durham TV8?

___(1) Channel surfing

___(2) I go there for specific programs – Council meetings, City Hall This Week, CityLife

___(3) Don't watch

31. What kind of programs would you like to see more of on Durham TV8?

___(1) Meeting coverage (City Council meetings, Planning Commission meetings)

___(2) More regular programming(CityLife, City Hall This Week) or special programming(Annual Report)

___(3) More bulletin board information

___(4) Other (please write in your choice; for example, Traffic cameras, Police information, events, etc)

32. What is your gender?

___(1) Male

___(2) Female

33. Do you own or rent your current residence?

___(1) Own

___(2) Rent

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

___(1) Asian/Pacific Islander

___(4) Black/African American

___(2) White

___(5) Other: _____

___(3) American Indian/Eskimo

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

___(1) Yes

___(2) No

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

___(1) Under \$30,000

___(3) \$60,000 to \$99,999

___(2) \$30,000 to \$59,999

___(4) \$100,000 or more

37. What is your home zip code? _____

If you have other comments about ways to improve the quality of City services, please write your comments in the space below.

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 on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with city services. If your address is not correct, please provide the correct information. Thanks.