

# Durham City and County Resident Survey

## County Findings Report

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2018

**Submitted to Durham County, North Carolina**

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# 2019 Durham County Resident Survey

## Executive Summary

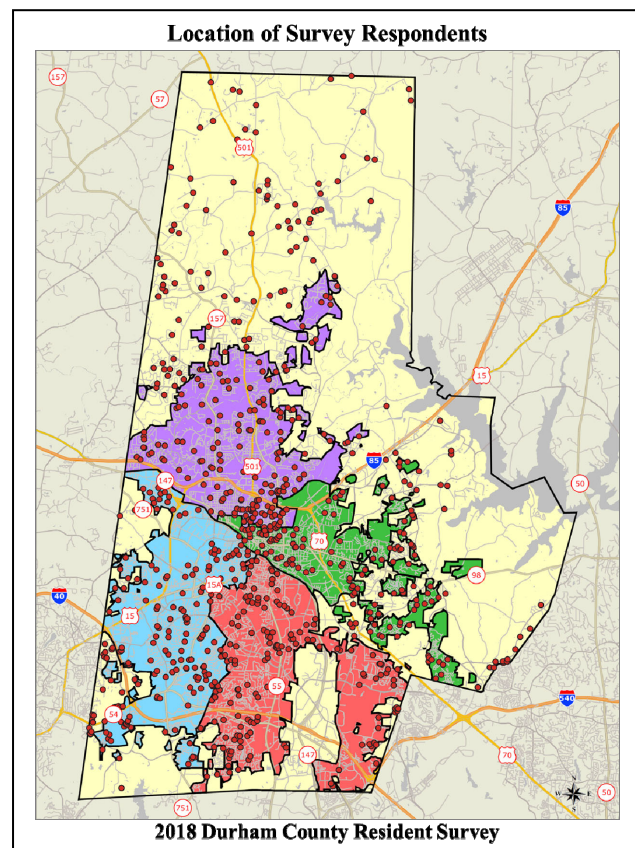
### Purpose and Methodology

ETC Institute administered a survey to residents of Durham County during the winter of 2018 and 2019. The purpose of the survey was to help Durham County strategically plan for the future as they continue to grow and meet new challenges. The City and County are jointly overseeing the survey so that more Durham residents have an opportunity to be heard. The survey will assist elected officials, as well as the City and County administrators, in making critical decisions about prioritizing resources and helping set the direction for the future of the community. Previous resident surveys were conducted in 2015, 2016, and 2017.

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

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

The goal was to complete a total of 800 survey, 600 with residents of the city of Durham and 200 with residents of Durham County who do not live in the City. A total of 816 residents completed the survey, 608 residents of the City of Durham completed the survey, and 208 residents of Durham County completed the



survey. The overall results for the sample of 816 households have a precision of at least  $\pm 3.43\%$  at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Durham with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of County services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*.”

This report contains:

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

## Overall Perceptions of the County

Fifty-nine percent (59%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the County, 61% of residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the City. Seventy-six percent (76%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in their neighborhood.

## Overall Satisfaction with City and County Services

The major categories of services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire and life safety programming (77%), the overall quality of library services and programs (77%), the overall quality of EMS services (76%), and the response time for fire services (73%). For 13 of the 24 major categories of City and County services that were rated, 50% or more of residents *who had an opinion* were either “very satisfied” or “satisfied”. Respondents, *who had an opinion*, were least satisfied with the quality of public schools (29%), the maintenance of City streets (29%), and the quality of the public transit system (31%). Based on the sum of respondents’ top three choices the overall quality of public schools (44%), the overall maintenance of City streets (38%), and the quality police protection (32%) should receive the most emphasis from City and County leaders over the next two years.

## Feelings of Safety

Eighty-three percent (83%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “safe” while walking alone in their neighborhood during the day. Fifty-six percent (56%) of residents, *who had an opinion*, indicated they feel either “very safe” or “safe” while walking alone in their neighborhood at night.

## Durham Public Schools

Forty-seven percent (47%) of respondents indicated their children went to or graduated from Durham Public schools and 27% indicated they are currently enrolled in Durham Public Schools when asked to indicate the education status of children in their household.

The statements regarding Durham Public Schools that had the highest levels of agreement, based upon the combined percentage of “strongly agree” and “agree” responses among residents *who had an opinion*, were: encourages community involvement in education-related decision making (27%) and ensures quality education for students (21%). The statement that had the lowest levels of agreement based upon the combined percentage of “strongly agree” and “agree” responses among residents *who had an opinion*, was: Durham Public Schools is transparent about education-related decision making (18%).

## Satisfaction with Specific Services

- **Law Enforcement and Criminal Justice.** The highest levels of satisfaction with law enforcement and criminal justice services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall police relationship with your community (57%), overall Sheriff’s Office relationship with your community (51%), animal control services (47%), and the enforcement of traffic safety laws (43%). Respondents were least satisfied with the local court system (41%).
- **Parks, Recreation, and Open Space.** The highest levels of satisfaction with parks, recreation, and open space based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: cultural programming (62%), greenways and trails (59%), the length of your commute to your desired recreation amenities (57%), and the customer service provide by the City’s Parks and Recreation staff (50%). Based upon the sum of respondents’ top two choices, the two parks and recreation services respondents indicated should receive the most emphasis over the next two years were greenways and trails (33%), the variety of City recreation opportunities (21%), cultural programming (20%), and outdoor athletic fields and courts (20%).
- **Maintenance.** The highest levels of satisfaction with maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of trails and greenways (52%), condition of streets in neighborhoods (51%), and the condition of public art (50%). Based on the sum of respondents’ top two choices, the two maintenance services respondents indicated they would be most willing to pay higher taxes to support enhancements for were: the condition of streets neighborhoods (32%), the condition of public school facilities (27%), and the condition of sidewalks in neighborhoods (26%).

- **Multi-Modal Transportation.** The highest levels of satisfaction with multi-modal transportation in Durham, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: ease of travel by driving (62%), the ability to run, walk, bike, and exercise outdoors in neighborhoods (60%), and safety when driving around Durham (53%).
  - Most respondents (61%) indicated they do not use GoDurham/Bull City Connector more is that they do not need the service or they prefer to drive, 24% indicated that it does not serve the areas they live or need to go.
- **Solid Waste and Utility Service.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: solid waste collection services (78%), curbside recycling services (78%), and sewer services (68%).
- **County Communication.** The highest levels of satisfaction with County communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ability to get timely emergency/disaster information 24 hours a day (58%), the ease of locating information on County website (43%), and the availability of information about County programs and services (43%). Respondents were least satisfied with the level of public involvement in local decision making (29%).

## Additional Findings

- Twenty-one percent (21%) of respondents indicated they were either “very satisfied” (6%) or “satisfied” (15%) with the availability of affordable housing in Durham. Nineteen percent (19%) of respondents were “neutral,” 22% were “dissatisfied,” 16% were “very dissatisfied,” and 23% did not provide a response. Seventy-seven percent (77%) of respondents indicated they are able to find housing they can afford in Durham. Twenty-nine percent (33%) of respondents indicated their monthly housing costs exceed 30% of their monthly income, and 32% of respondents indicated they have major home repairs that impact their quality of life or they have put off because of lack of resources.
- Fifty-nine percent (59%) of respondents indicated that keeping congestion and traffic to a minimum should be one of the most important planning goals for the City and County.
- Seventy percent (70%) of respondents indicated that training and skill development should be one of the most important items for Economic and Workforce Development to focus on, 65% indicated small business development is the most important area of focus.
- Thirty-four (34%) of respondents indicated they or members of their household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint.
  - Of those who have contacted the County the highest levels of satisfaction with their experience, based upon the combined percentage of “very satisfied” and “satisfied”



responses among residents were: the courtesy of County Government (63%), the accuracy of the information and assistance given (61%), the appropriateness of the County employees' response (60%), how easy the County Government was to contact (60%), and the timeliness of County employees' response (60%). Overall, a majority of respondents were satisfied with all six aspects that were rated.

- Twenty-five percent (25%) of respondents indicated they use traditional media (TV, newspapers, or their social media) to get important Durham County Government-related information daily, 21% get information from friends/colleagues/word of mouth daily.
- Ninety-one percent (91%) of respondents indicate they "almost never" or "never" use the Durham County Twitter feed to get important Durham County Government-related information, 88% "almost never" or "never" use the Durham County Facebook page, and 85% "almost never" or "never" use the Durham County TV show for information.
- Respondents were asked to indicate, from a list of government services, which ones they would be willing to pay higher taxes to support enhancements for. Respondents were allowed to select multiple choices. The top three services respondents are willing to pay higher taxes to support are below.
  - Public school operations (teachers, salaries) (57%)
  - Affordable housing (35%)
  - Job creation and training (32%)
  - *Twenty-six percent (22%) of respondents would not pay higher taxes for any of the 10 items listed.*
- Respondents were then asked to indicate how willing they would be to pay fees instead of taxes to pay for improvements to services that they use or benefit from. Forty-six percent (46%) of respondents indicated they would be "very willing" (15%) or "willing" (31%) to pay fees instead of taxes. Thirty-eight percent (35%) of respondents were "not sure," and 19% were "not willing."
- Sixteen percent (16%) of respondents indicated they have heard about the City of Durham's Participatory Budgeting Process.
- Fifteen percent (15%) of respondents indicated that someone in their household has had trouble accessing the healthcare they need in the past year.

## How Durham County Compares to Similarly Sized Communities

Satisfaction ratings for Durham County **rated the same as or above the average for communities with 250,000 or more residents in 29 of the 56 areas** that were assessed. Durham County rated significantly higher than the average for communities with 250,000 or more residents (difference of 5% or more) in 22 of these areas. Listed below are the comparisons between Durham County and the average for communities with 250,000 or more residents:

Service	Durham County	Communities with 250k+ Residents	Difference	Category
As a place to work	81%	45%	36%	Overall Ratings
As a place to live	85%	52%	33%	Overall Ratings
Customer service from County employees	61%	35%	26%	Major Categories
Customer service from City employees	60%	35%	25%	Major Categories
As a community that is moving in right direction	63%	41%	22%	Overall Ratings
As a place to visit	67%	48%	19%	Overall Ratings
Quality of services provided by City	61%	44%	17%	Perceptions
Curbside recycling services	78%	61%	17%	Solid Waste and Utilities
Quality of services provided by County	59%	44%	15%	Perceptions
Yard waste (leaves/tree limbs) collection services for subscriber members	64%	50%	14%	Solid Waste and Utilities
Effectiveness of communication	53%	39%	14%	Major Categories
Resolution of your issue/concern	54%	40%	14%	Customer Service
City Waste Disposal & Recycling Center	62%	50%	12%	Solid Waste and Utilities
As a place to raise children	63%	51%	12%	Overall Ratings
Availability of information about County programs & services	43%	33%	10%	Communication
Solid waste collection services	78%	69%	9%	Solid Waste and Utilities
As a place to retire	55%	46%	9%	Overall Ratings
County Solid Waste Convenience Centers	59%	50%	9%	Solid Waste and Utilities
Value received for local property taxes	40%	32%	8%	Perceptions
Condition of streets in your neighborhood	51%	43%	8%	Maintenance
Management of development/growth	45%	37%	8%	Perceptions
EMS services	76%	70%	6%	Major Categories
Police protection	62%	59%	3%	Major Categories
Accuracy of information you were given	61%	58%	3%	Customer Service
Library services/programs	77%	74%	3%	Major Categories
Sewer services	68%	65%	3%	Solid Waste and Utilities
Ease of travel within Durham	40%	37%	3%	Major Categories
Appearance of Durham	53%	51%	2%	Perceptions
Courtesy of County employee(s) you interacted with	66%	66%	0%	Customer Service
Sheriff protection	58%	59%	-1%	Major Categories
County efforts to keep you informed about local issues	33%	34%	-1%	Communication
Timeliness of County employees' response	60%	61%	-1%	Customer Service
Parks/recreation programs	63%	64%	-1%	Major Categories
Bicycle facilities	37%	39%	-2%	Major Categories
Enforcement of codes/ordinances	44%	47%	-3%	Major Categories
Condition of trails & greenways	52%	55%	-3%	Maintenance
Level of public involvement in local decisions with County	29%	32%	-3%	Communication
Maintenance of City streets	29%	33%	-4%	Major Categories
Water/sewer utilities	64%	69%	-5%	Major Categories
Response time for EMS services	72%	77%	-5%	Major Categories
Condition of aquatic facilities	36%	42%	-6%	Maintenance
Quality of life in Durham	65%	71%	-6%	Perceptions
Condition of sidewalks in your neighborhood	40%	47%	-7%	Maintenance
Your ability to get timely emergency/disaster information 24 hours a day	58%	65%	-7%	Communication
Image of Durham	55%	62%	-8%	Perceptions
Appearance of landscaping on right of ways, along streets, & in public areas	41%	51%	-10%	Maintenance
Ease of locating information on County website	43%	55%	-12%	Communication
Response time for fire services	73%	85%	-12%	Major Categories
Pedestrian facilities	37%	49%	-12%	Major Categories
Public schools	29%	42%	-13%	Major Categories
Outdoor athletic fields & courts	48%	61%	-13%	Parks and Recreation
How easy County government was to contact	60%	76%	-16%	Customer Service
In Durham overall	39%	56%	-17%	Feeling of Safety
Condition of parks & open space	49%	69%	-20%	Maintenance
Public transit system	31%	53%	-23%	Major Categories
Condition of recreation centers & facilities	44%	72%	-28%	Maintenance



## Trends - 2017 vs 2018

The table below shows how ratings for Durham County compare to the National Average for communities with more than 250,000 residents between 2017 and 2018. The largest increase in satisfaction for the County from 2017 to 2018 with the quality of library services and programs (+6%). The largest decrease in satisfaction was with the overall appearance of Durham (-6%). When the changes in Durham County were compared to changes in the National Average for communities with more than 250,000 residents, Durham County showed the most improvement with rating the customer service received from County employees (+6%). The most significant decrease for the County compared to the National Average was overall satisfaction with the public transit system (-7%). Bolded items in the table below are items where the change was +/-5% or more.

Durham County vs. National Trends for Communities with More than 250,000 Residents from 2017-2018								
The values in the table below reflect the percentage of respondents who gave positive ratings (ratings of 4 or 5 on a 5-point scale)								
Service	Durham County			National Average			Durham 2018 vs National Average 2018	Change in Durham's Performance vs National Average
	2017	2018	Difference	2017	2018	Difference		
Major Categories of Service								
Library services/programs	71%	77%	6%	74%	74%	0%	3%	6%
EMS services	76%	76%	0%	69%	70%	1%	6%	-1%
Response time for fire services	75%	73%	-2%	84%	85%	1%	-12%	-3%
Response time for EMS services	69%	72%	3%	79%	77%	-2%	-5%	5%
Water/sewer utilities	59%	64%	5%	68%	69%	1%	-5%	4%
Parks/recreation programs	58%	63%	5%	63%	64%	1%	-1%	4%
Police protection	62%	62%	0%	59%	59%	0%	3%	0%
Customer service from County employees	56%	61%	5%	36%	35%	-1%	26%	6%
Customer service from City employees	56%	60%	4%	36%	35%	-1%	25%	5%
Sheriff protection	62%	58%	-4%	59%	59%	0%	-1%	-4%
Effectiveness of communication	48%	53%	5%	38%	39%	1%	14%	4%
Enforcement of codes/ordinances	40%	44%	4%	47%	47%	0%	-3%	4%
Ease of travel within Durham	40%	40%	-1%	36%	37%	1%	3%	-2%
Pedestrian facilities	38%	37%	-1%	46%	49%	3%	-12%	-4%
Bicycle facilities	33%	37%	4%	38%	39%	1%	-2%	3%
Public transit system	35%	31%	-5%	51%	53%	2%	-23%	-7%
Maintenance of City streets	34%	29%	-5%	35%	33%	-2%	-4%	-3%
Public schools	27%	29%	2%	41%	42%	1%	-13%	1%
Perceptions								
Quality of life in Durham	63%	65%	2%	71%	71%	0%	-6%	2%
Quality of services provided by City	57%	61%	4%	45%	44%	-1%	17%	5%
Quality of services provided by County	55%	59%	3%	45%	44%	-1%	15%	4%
Image of Durham	51%	55%	4%	63%	62%	-1%	-8%	5%
Appearance of Durham	59%	53%	-6%	52%	51%	-1%	2%	-5%
Management of development/growth	46%	45%	-1%	39%	37%	-2%	8%	1%
Value received for local property taxes	39%	40%	1%	31%	32%	1%	8%	0%
Overall Ratings								
As a place to live	81%	85%	3%	54%	52%	-2%	33%	5%
As a place to work	78%	81%	3%	44%	45%	1%	36%	2%
As a place to visit	64%	67%	3%	49%	48%	-1%	19%	4%
As a place to raise children	58%	63%	5%	50%	51%	1%	12%	4%
As a community that is moving in right direction	61%	63%	2%	41%	41%	0%	22%	2%
As a place to retire	57%	55%	-2%	44%	46%	2%	9%	-4%

## Trends – 2015-2018

The table below shows how the 2018 Durham County ratings compare to the 2017, 2016, and 2015 survey results. Values highlighted in blue indicate that the 2018 rating was significantly higher (+5% or more) than that year's rating, and values highlighted in RED indicate that the 2018 rating was significantly lower (-5% or more) than that year's rating.

<b>Durham County Trends 2015-2018</b>				
The values below are highlighted to show whether there is a significant difference in the rating compared to 2018. Values highlighted in BLUE indicate that the 2018 rating was significantly higher (+5% or more) than that year's rating, and values highlighted in RED indicate that the 2018 rating was significantly lower (-5% or more) than that year's rating.				
<b>Major Categories</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Library services/programs	77%	71%	76%	83%
EMS services	76%	76%	80%	82%
Response time for fire services	73%	75%	79%	78%
Response time for EMS services	72%	69%	77%	80%
Water/sewer utilities	64%	59%	59%	69%
Parks/recreation programs	63%	58%	63%	65%
Police protection	62%	62%	62%	66%
Customer service from County employees	61%	56%	58%	60%
Customer service from City employees	60%	56%	57%	60%
Sheriff protection	58%	62%	65%	66%
Private schools	54%	45%	50%	-
Effectiveness of communication	53%	48%	48%	48%
Public Health services	46%	43%	46%	47%
Tax Administration services	45%	40%	42%	42%
Enforcement of codes & ordinances	44%	40%	42%	42%
Durham County Department of Social Services	43%	37%	39%	39%
Ease of travel within Durham	40%	40%	48%	51%
Charter schools	38%	34%	36%	-
Pedestrian facilities	37%	38%	33%	-
Bicycle facilities	37%	33%	32%	-
Public transit system	31%	35%	36%	34%
Maintenance of City streets	29%	34%	30%	32%
Public schools	29%	27%	34%	-
<b>Perceptions</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Quality of life in your neighborhood	76%	76%	75%	82%
Quality of life in Durham	65%	63%	64%	71%
Quality of services provided by City	61%	57%	59%	62%
Quality of services provided by County	59%	55%	60%	63%
Image of Durham	55%	51%	50%	51%
Appearance of Durham	53%	49%	51%	55%
Management of development/growth	45%	46%	43%	45%
Value received for local property taxes	40%	39%	33%	36%
<b>Durham Public Schools</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Encourages community involvement in education-related decision making	27%	27%	35%	-
Ensures quality education for students	21%	21%	25%	-
Has effective leadership in K-12 education	21%	20%	25%	-
Attracts high quality teachers	21%	20%	23%	-
Manages education budget well	20%	20%	24%	-
Is transparent about education-related decision making	18%	18%	23%	-

## Durham County Trends 2015-2018

The values below are highlighted to show whether there is a significant difference in the rating compared to 2018. Values highlighted in BLUE indicate that the 2018 rating was significantly higher (+5% or more) than that year's rating, and values highlighted in RED indicate that the 2018 rating was significantly lower (-5% or more) than that year's rating.

Public Safety	2018	2017	2016	2015
Walking alone in your neighborhood during the day	83%	85%	83%	91%
Walking alone in your neighborhood at night	56%	56%	54%	64%
Using City recreation centers	52%	-	-	-
Visiting City parks	52%	-	-	-
In Downtown Durham	49%	43%	43%	59%
In Durham overall	39%	36%	33%	50%
Law Enforcement/Criminal Justice	2018	2017	2016	2015
Police relationship with your community	57%	61%	56%	62%
Sheriff's office relationship with your community	51%	58%	60%	64%
Animal control services	47%	47%	49%	56%
Enforcement of traffic safety laws	43%	46%	49%	51%
Local court system	41%	38%	40%	45%
Parks, Recreation, and Open Space	2018	2017	2016	2015
Greenways & trails	59%	61%	60%	65%
Length of your commute to your desired recreation amenities	57%	51%	54%	58%
Customer service provided by City's Parks & Recreation staff	50%	52%	51%	54%
Variety of City recreation opportunities	49%	52%	47%	53%
Outdoor athletic fields & courts	48%	50%	53%	56%
Public art	48%	-	-	-
Cultural programming	62%	61%	60%	65%
Recreation Center programs	46%	42%	46%	44%
Athletic programs	40%	41%	48%	43%
Aquatic programs	39%	38%	39%	39%
Maintenance	2018	2017	2016	2015
Condition of trails & greenways	52%	-	-	-
Condition of streets in your neighborhood	51%	56%	51%	59%
Condition of public art	50%	-	-	-
Condition of parks	49%	49%	51%	61%
Condition of recreation centers & facilities	44%	44%	42%	54%
Appearance of landscaping on right of ways along streets & public areas	41%	44%	43%	54%
Overall appearance of major entryways to Downtown Durham	41%	43%	44%	50%
Condition of sidewalks in your neighborhood	40%	44%	46%	44%
Condition of aquatic facilities	36%	-	-	-
Condition of parking	32%	-	-	-
Condition of bicycle facilities	31%	31%	30%	25%
Condition of public school facilities	26%	-	-	-
Multi-Modal Transportation	2018	2017	2016	2015
Ease of travel by driving	62%	62%	63%	65%
Ability in your neighborhood to run, walk, bike, & exercise outdoors	60%	-	-	-
Safety when driving around Durham	53%	52%	54%	-
Ease of travel by walking	37%	40%	37%	40%
Quality of downtown parking facilities	37%	37%	34%	44%
Location of downtown parking facilities	36%	37%	33%	43%
Number of bike lanes in your community	25%	-	-	-
Ease of travel by biking	25%	25%	23%	21%
Ease of travel by bus	20%	33%	37%	32%

## Durham County Trends 2015-2018

The values below are highlighted to show whether there is a significant difference in the rating compared to 2018. Values highlighted in BLUE indicate that the 2018 rating was significantly higher (+5% or more) than that year's rating, and values highlighted in RED indicate that the 2018 rating was significantly lower (-5% or more) than that year's rating.

<b>Solid Waste and Utility Services</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Solid waste collection services	78%	79%	80%	86%
Curbside recycling services	78%	75%	82%	85%
Sewer services	68%	69%	63%	71%
Yard waste collection services	64%	67%	59%	66%
Quality of drinking water	63%	64%	63%	71%
City Waste Disposal Center	62%	64%	63%	65%
County Solid Waste Convenience Centers	59%	62%	62%	61%
Stream & lake protection	44%	42%	40%	50%
<b>Communication</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Your ability to get timely emergency/disaster information 24 hours a day	58%	53%	-	-
Ease of locating information on County website	43%	47%	47%	-
Availability of information about County programs & services	43%	44%	40%	-
Your experience engaging with County government process	41%	39%	39%	-
County efforts to keep you informed about local issues	33%	31%	37%	-
Level of public involvement in local decisions	29%	29%	28%	-
<b>Customer Service</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Courtesy of County employee(s) you interacted with	66%	63%	73%	74%
Accuracy of information you were given	61%	57%	67%	70%
Appropriateness of County employees' response	60%	59%	62%	66%
How easy County Government was to contact	60%	59%	67%	67%
Timeliness of County employees' response	60%	56%	60%	61%
Resolution to your issue/concern	54%	50%	63%	65%
<b>Overall Ratings</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
As a place to live	85%	81%	80%	80%
As a place to work	81%	78%	78%	80%
As a place to play	68%	61%	65%	70%
As a place to visit	67%	64%	67%	69%
As a place to raise children	63%	58%	63%	61%
As a community that is moving in the right direction	63%	61%	59%	65%
As a place to retire	55%	57%	60%	60%
As a place to start a business	52%	54%	56%	58%
As a place to educate children	37%	35%	44%	-

## Investment Priorities

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

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

- **Overall quality of public schools** (IS Rating=0.3147)
- **Overall maintenance of City streets** (IS Rating=0.2683)
- **Overall ease of travel within Durham** (IS Rating=0.1319)
- **Overall quality of police protection** (IS Rating=0.1221)
- **Overall quality of public transit system (GoDurham)** (IS Rating=0.1084)

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

2018 Importance-Satisfaction Rating Durham County, North Carolina Major Categories of City and County Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall quality of public schools	44%	1	29%	24	0.3147	1
Overall maintenance of City streets	38%	2	29%	23	0.2683	2
<b>High Priority (IS .10-.20)</b>						
Overall ease of travel within Durham	22%	4	40%	18	0.1319	3
Overall quality of police protection	32%	3	62%	8	0.1221	4
Overall quality of public transit system (GoDurham)	16%	5	31%	22	0.1084	5
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of pedestrian facilities	16%	6	37%	20	0.0978	6
Overall quality of bicycle facilities	12%	7	37%	21	0.0772	7
Overall quality of sheriff protection	10%	8	58%	11	0.0408	8
Overall quality of services provided by Durham County Department of Social Services	6%	11	43%	17	0.0340	9
Overall quality of parks & recreation programs	9%	9	63%	7	0.0329	10
Overall enforcement of codes & ordinances	6%	12	44%	16	0.0326	11
Overall quality of public health services	6%	13	46%	14	0.0311	12

# Section 1

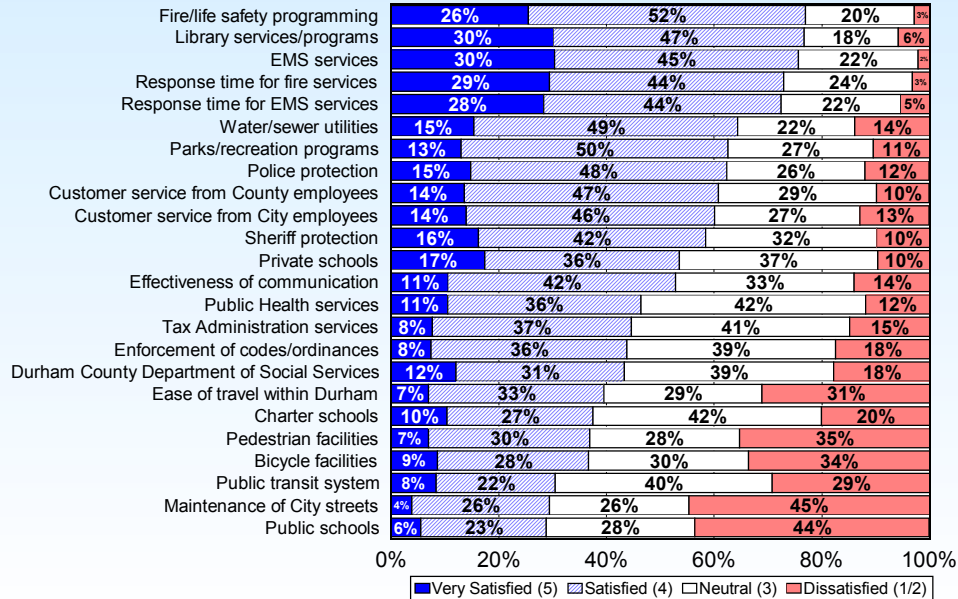
## *Charts and Graphs*

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## Overall Satisfaction with City and County Services by Major Category

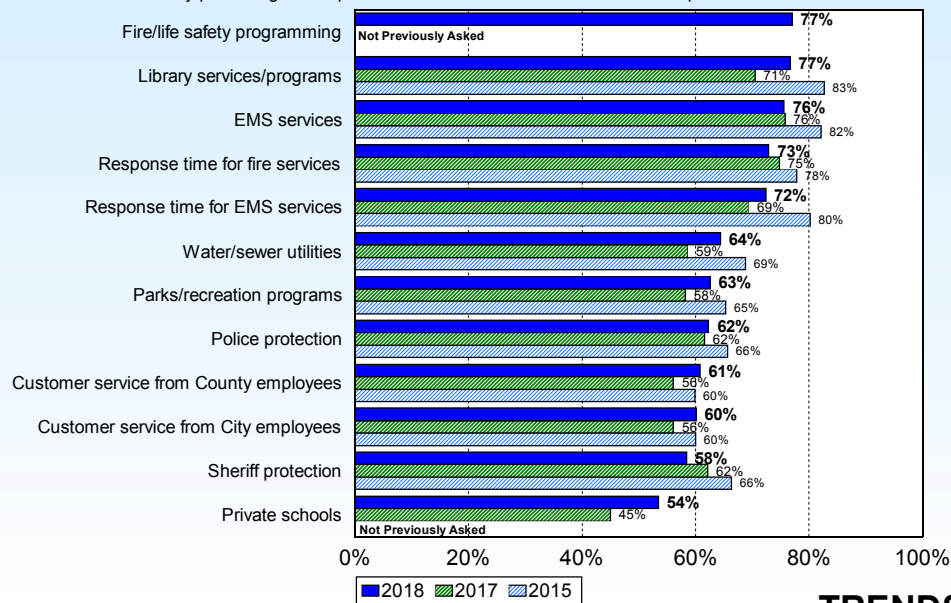
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)

## Overall Satisfaction with City and County Services by Major Category - 2018 vs 2017 vs 2015

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

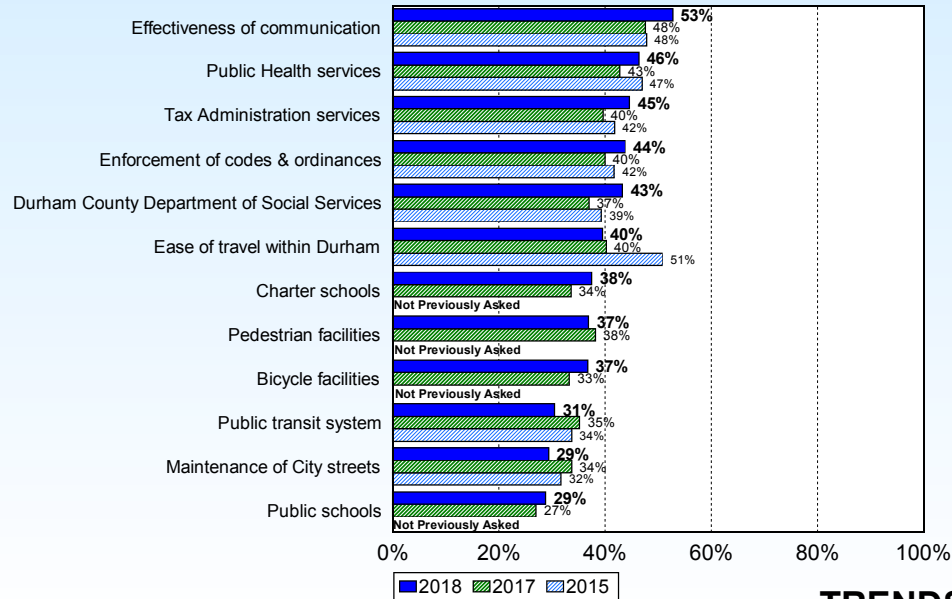


Source: ETC Institute (2019)

**TRENDS**

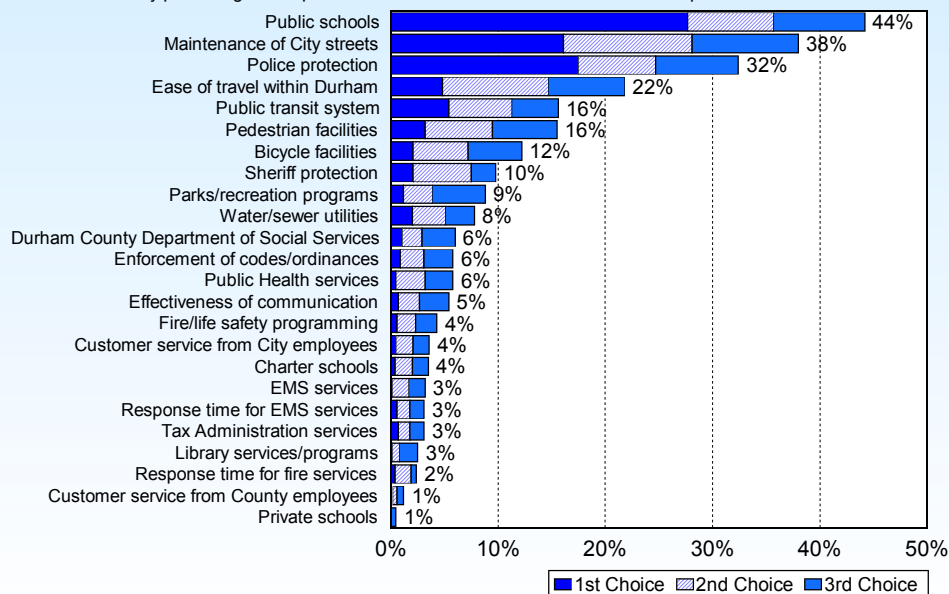
## Overall Satisfaction with City and County Services by Major Category - 2018 vs 2017 vs 2015 - Continued

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



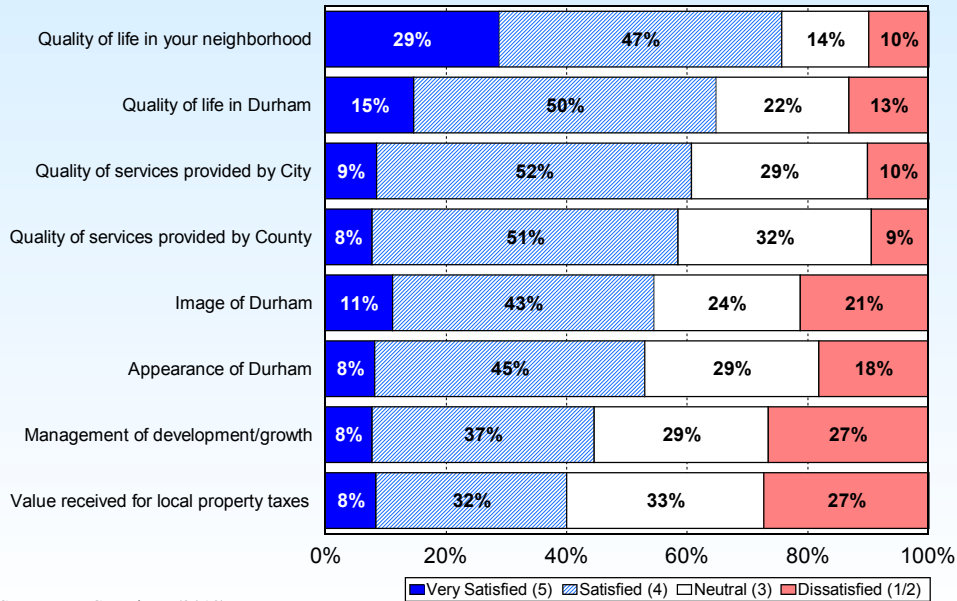
## Services That Should Receive the Most Emphasis Over the Next Two Years

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



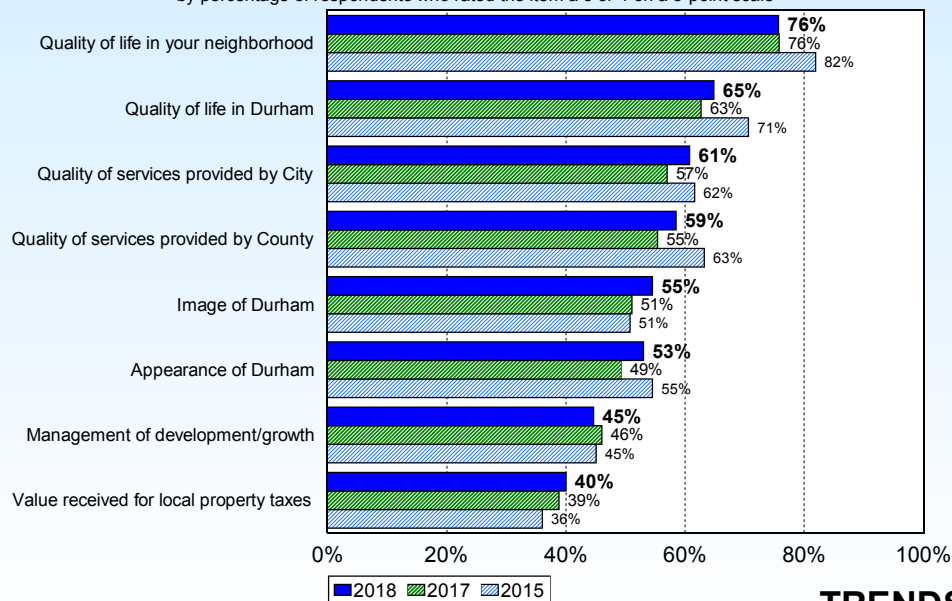
## Overall Satisfaction with Items that May Influence Your Perception of Durham

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



## Overall Satisfaction with Items that May Influence Your Perception of Durham - 2018 vs 2017 vs 2015

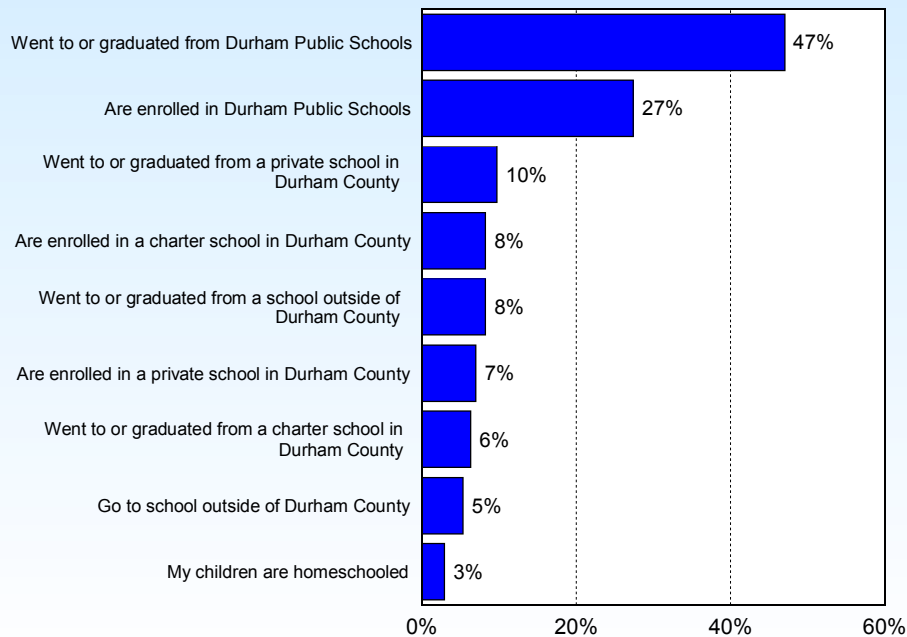
by percentage of respondents who rated the item a 5 or 4 on a 5-point scale



**TRENDS**

## Education Status of Children in Your Household

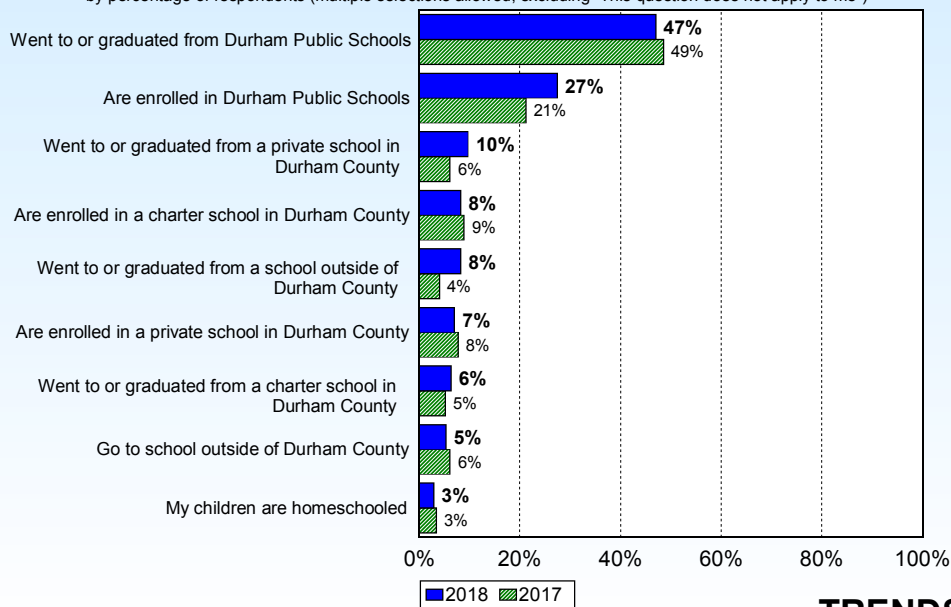
by percentage of respondents (multiple selections allowed, excluding "This question does not apply to me")



Source: ETC Institute (2019)

## Education Status of Children in Your Household 2018 vs 2017

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

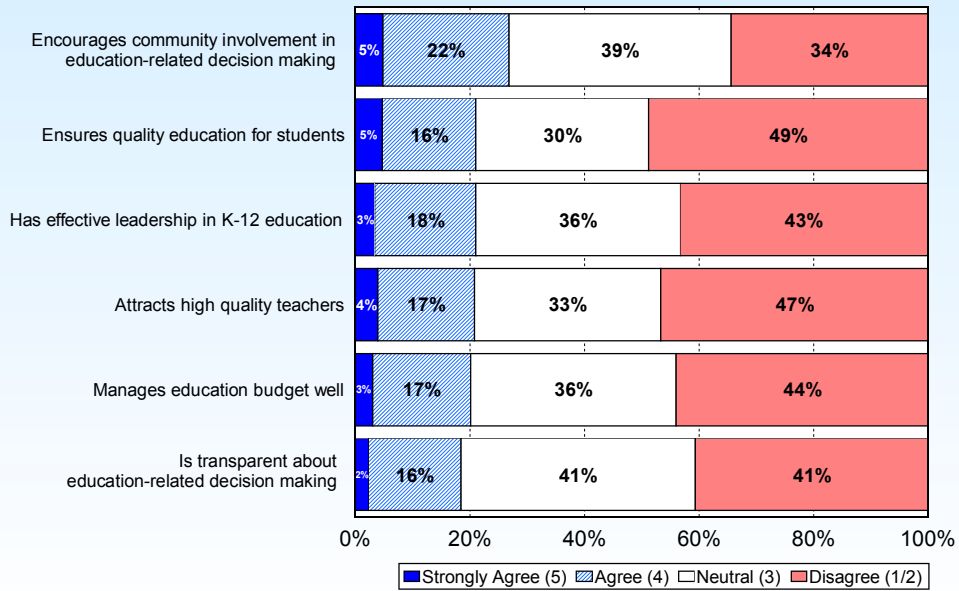


Source: ETC Institute (2019)

**TRENDS**

## Overall Agreement with Statements About Durham Public Schools

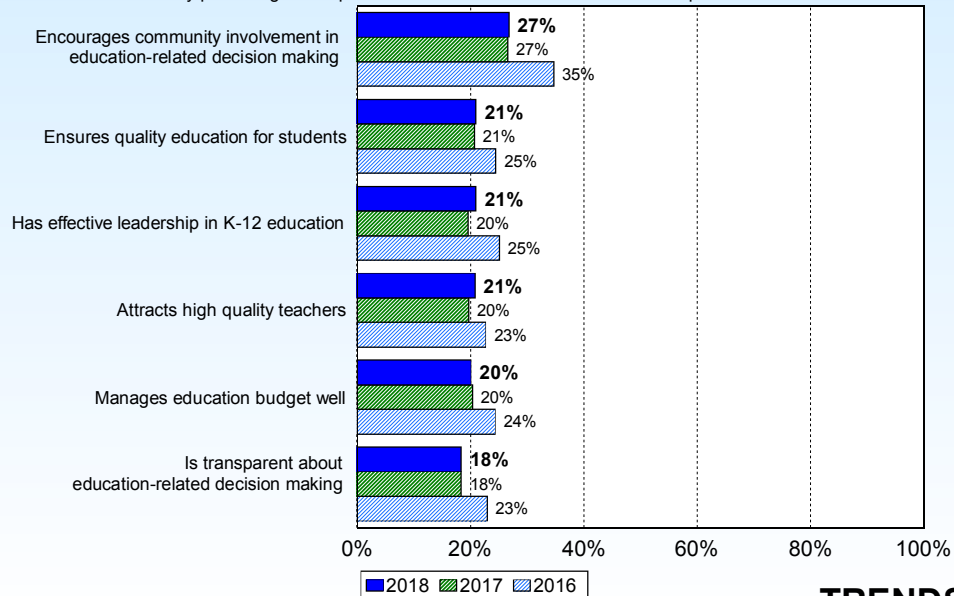
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)

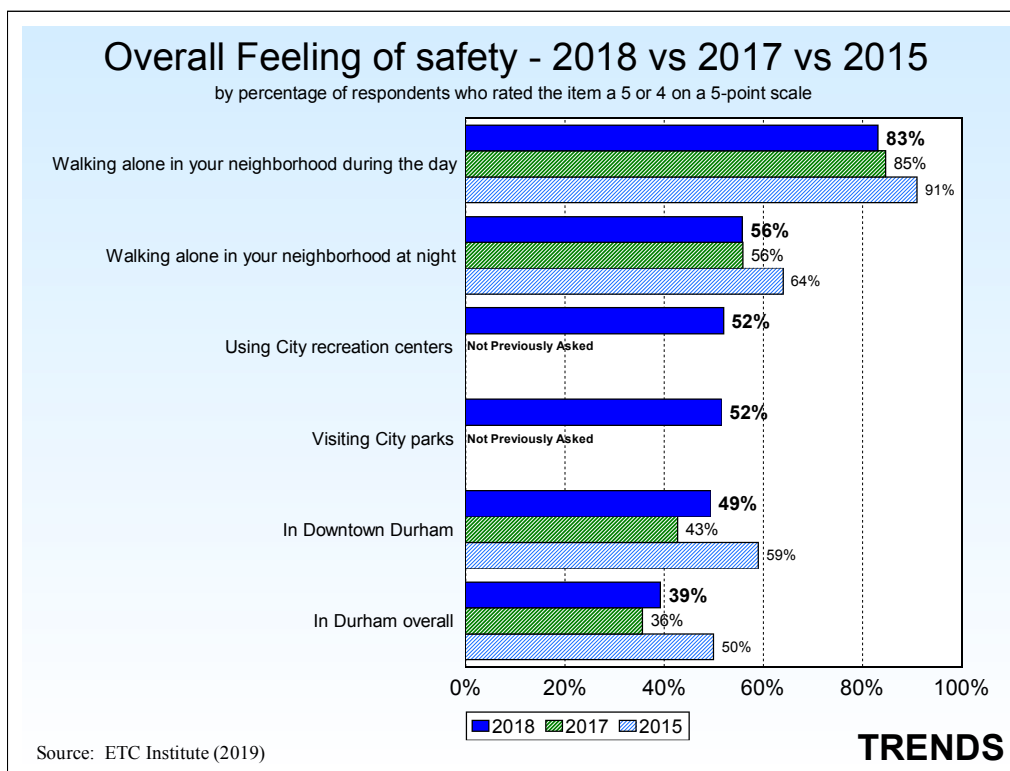
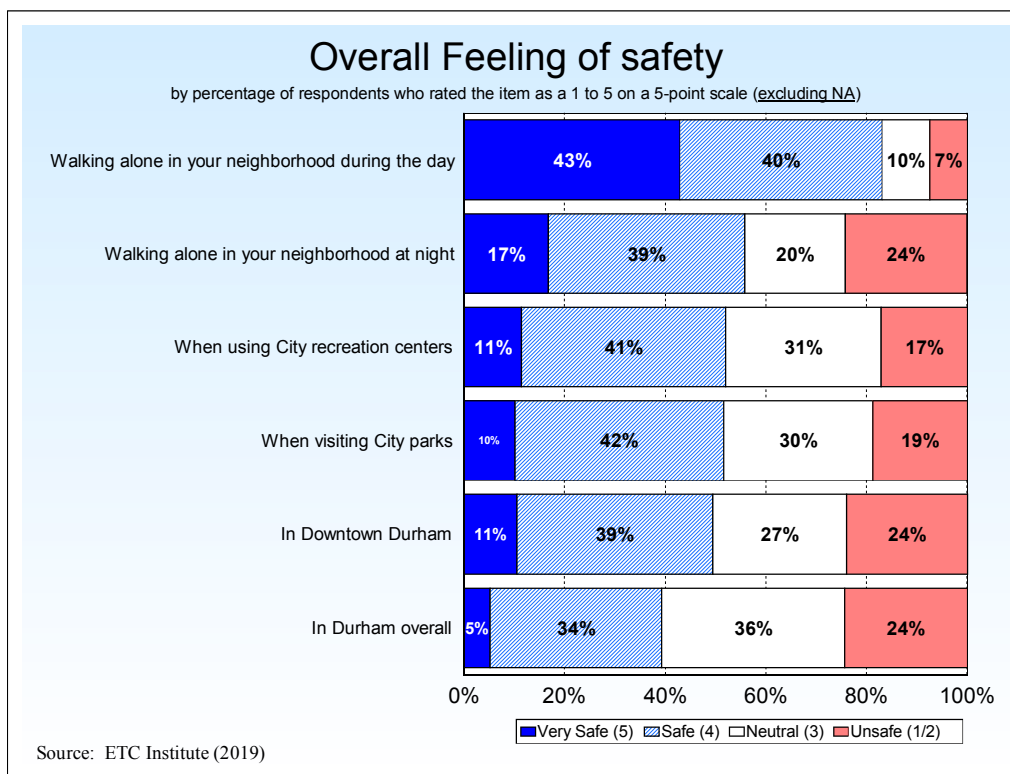
## Overall Agreement with Statements About Durham Public Schools - 2018 vs 2017 vs 2016

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



Source: ETC Institute (2019)

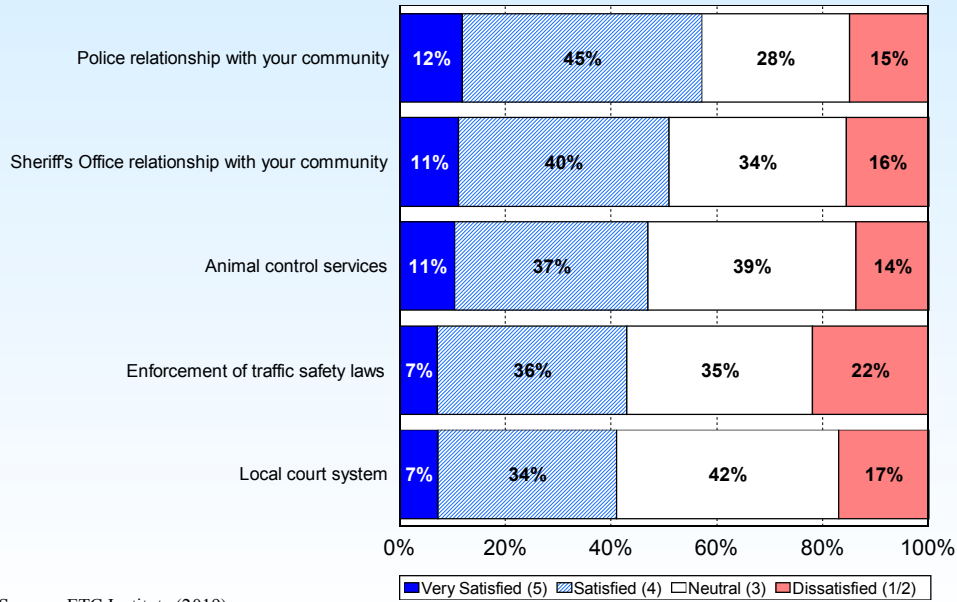
**TRENDS**





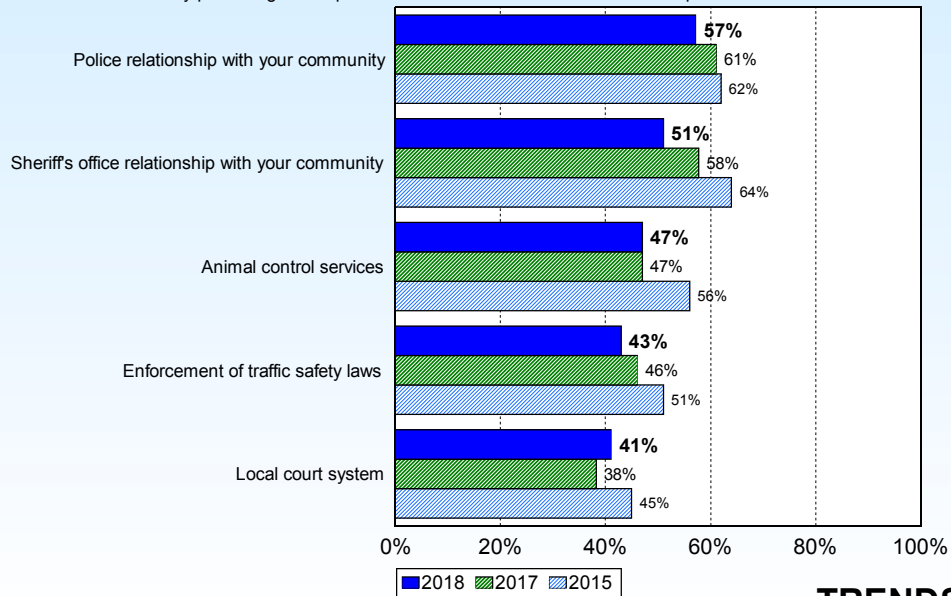
## Overall Satisfaction with Law Enforcement and Criminal Justice

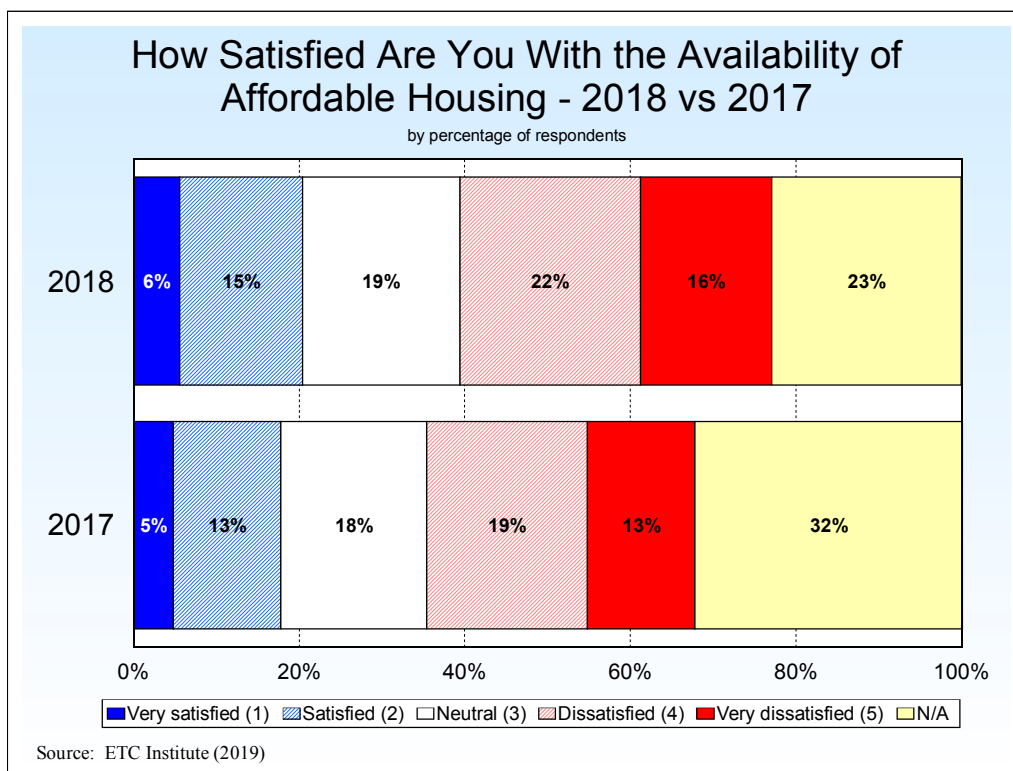
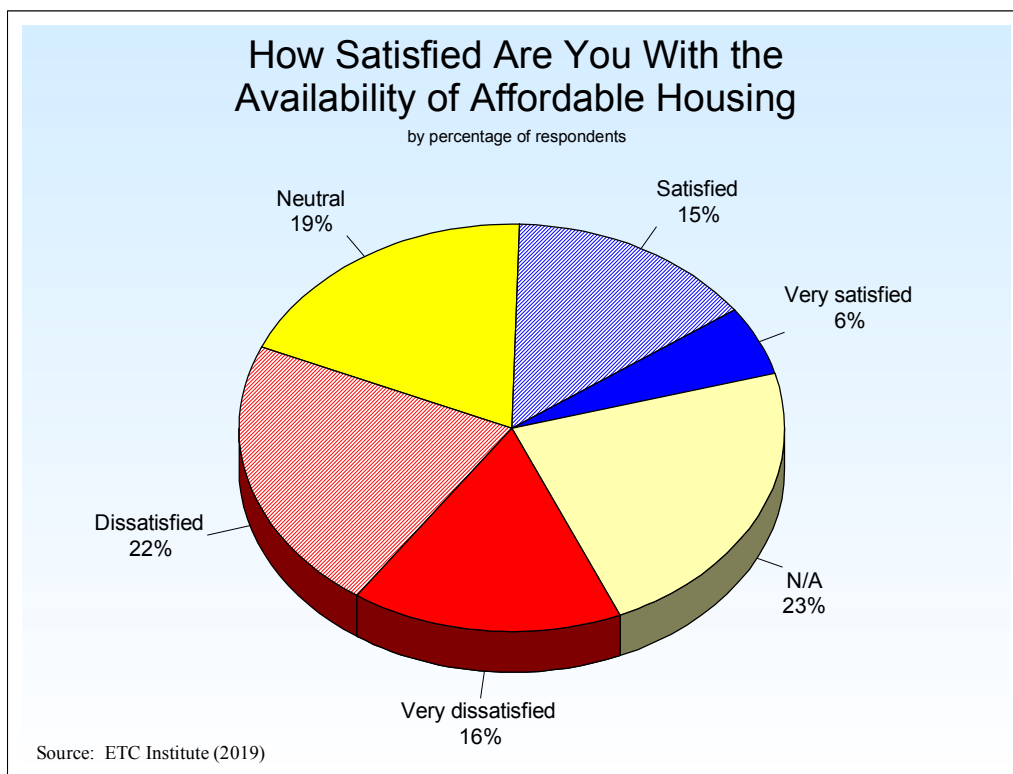
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)

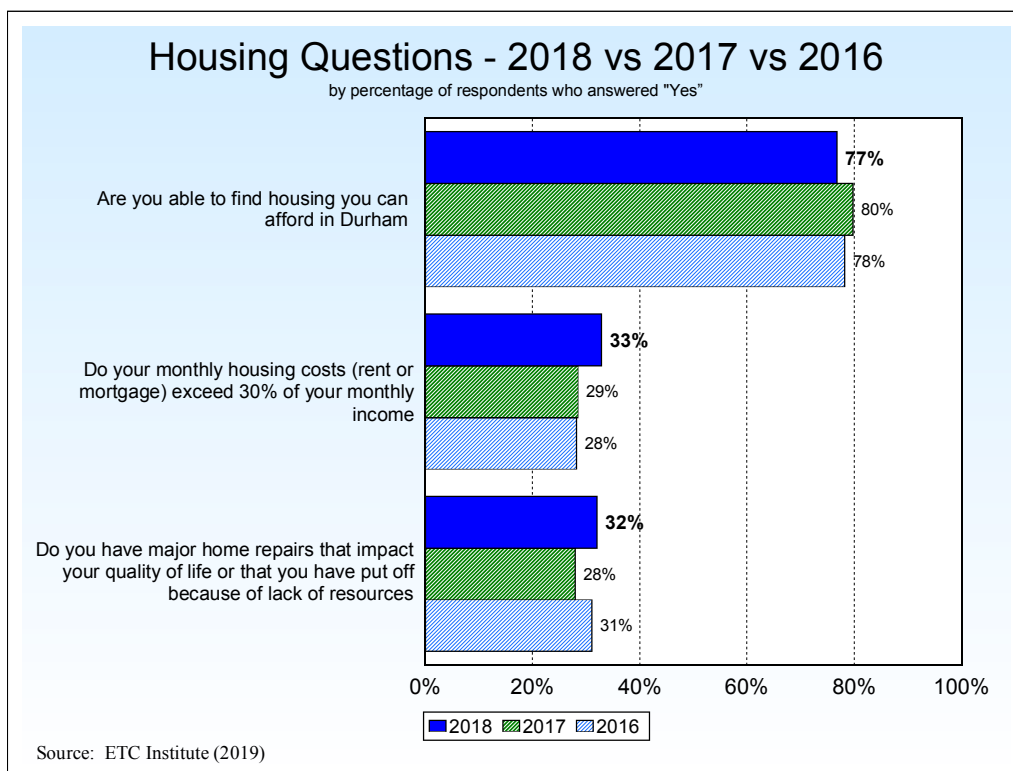
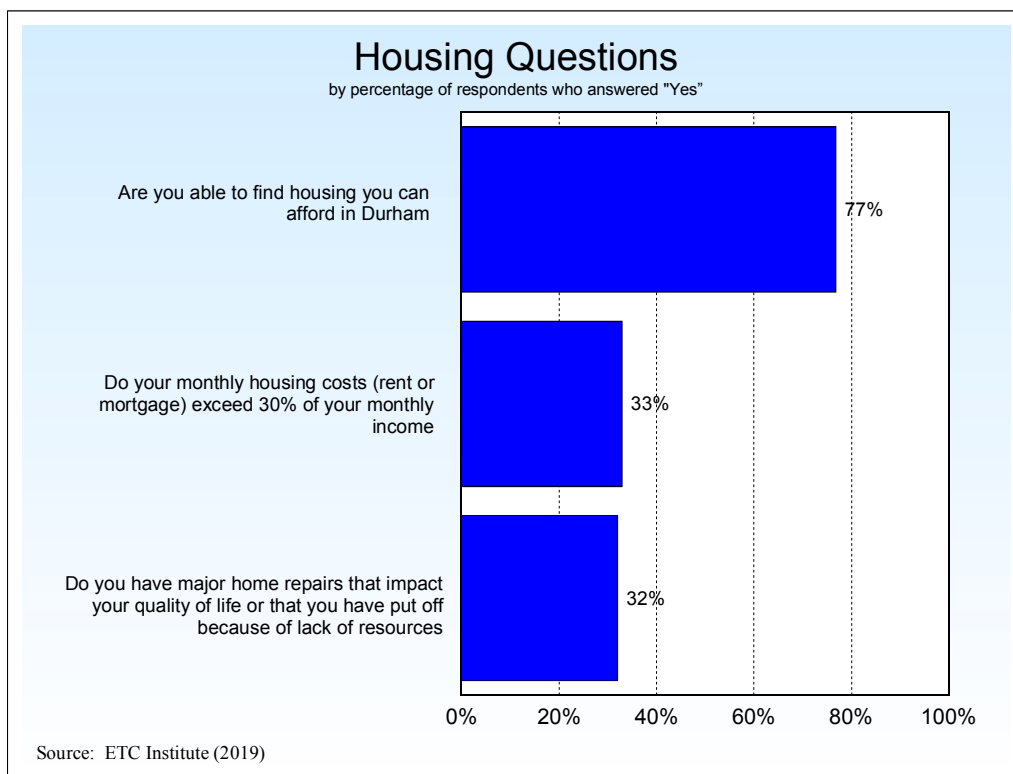


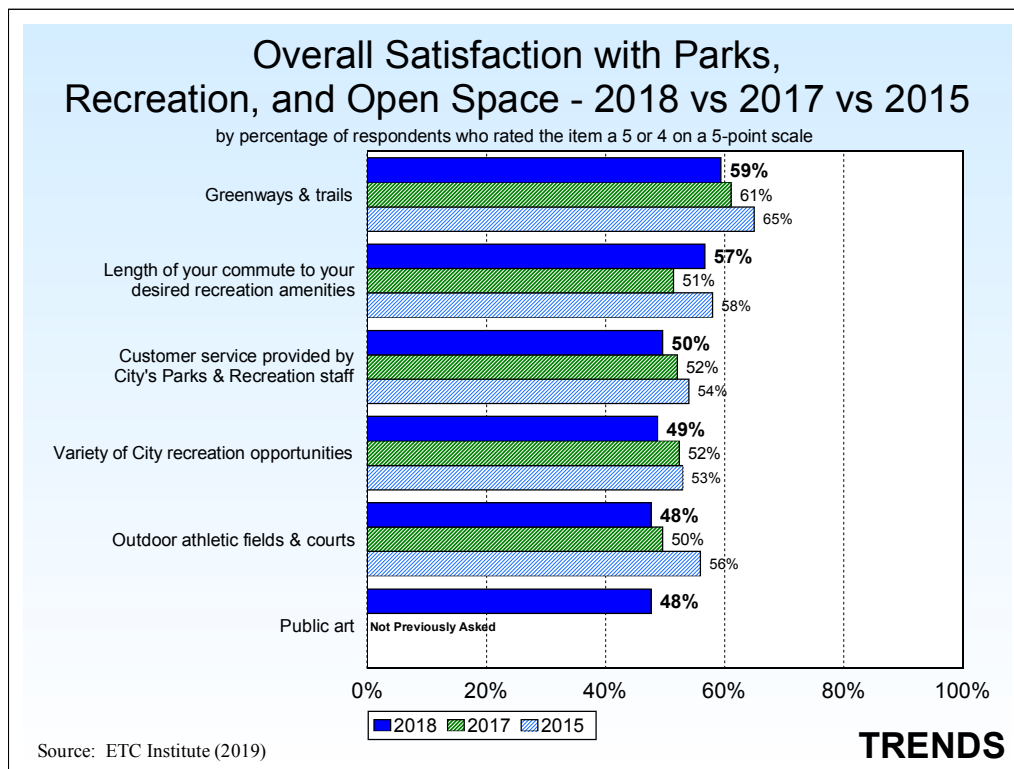
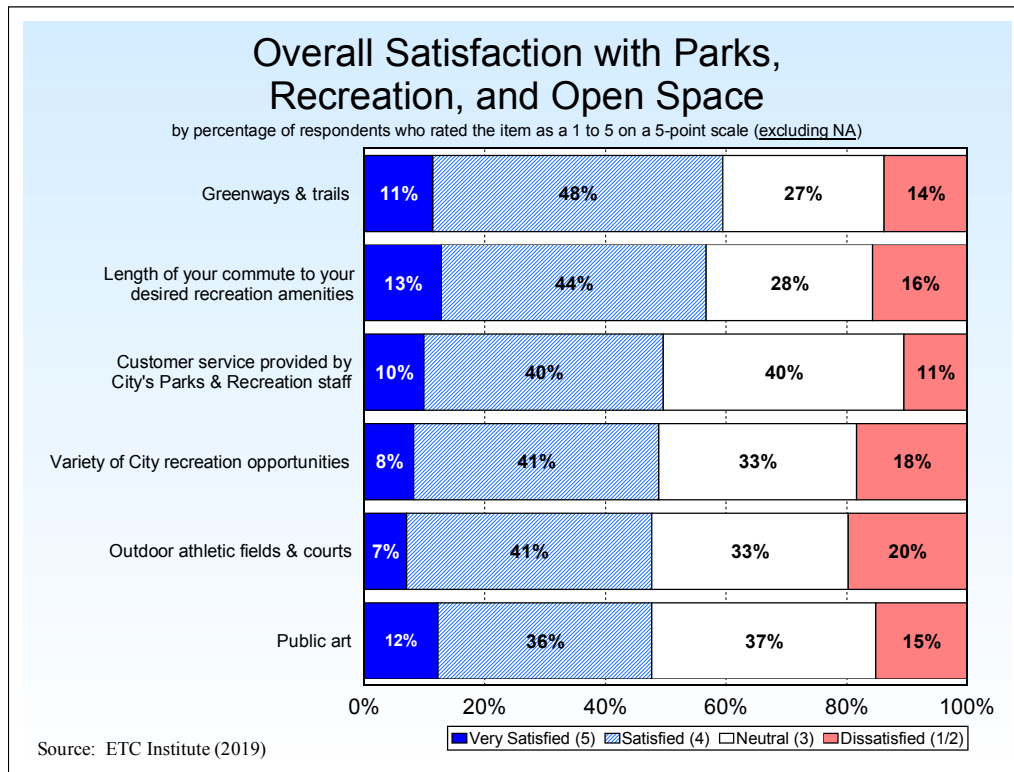
## Overall Satisfaction with Law Enforcement and Criminal Justice - 2018 vs 2017 vs 2015

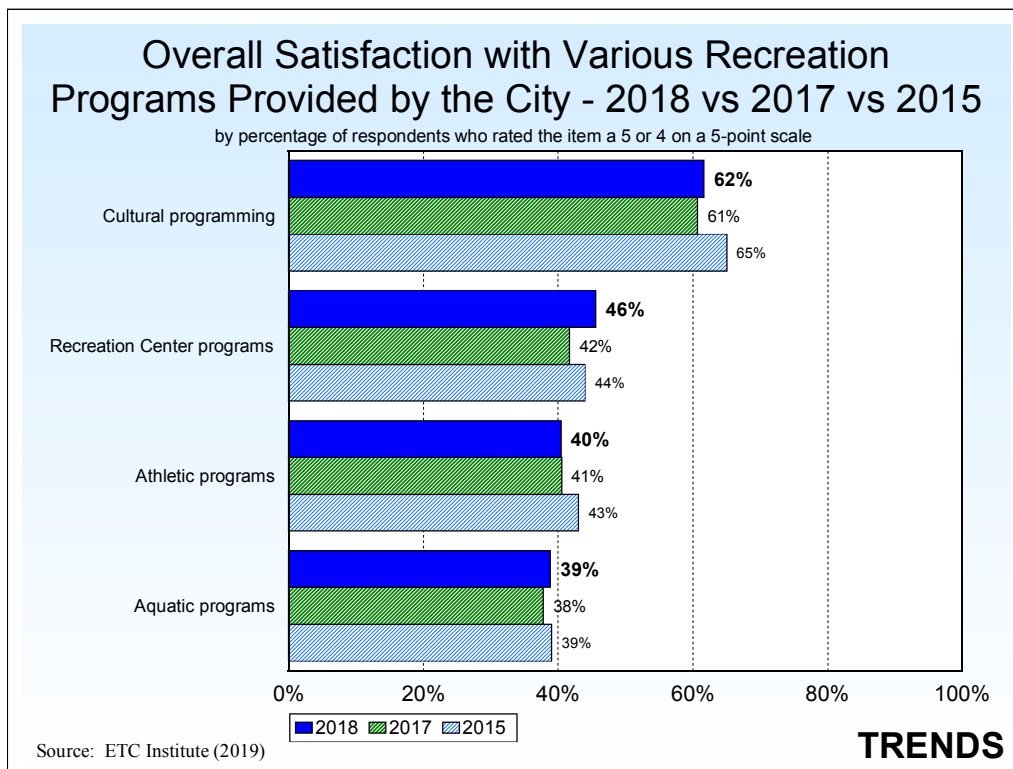
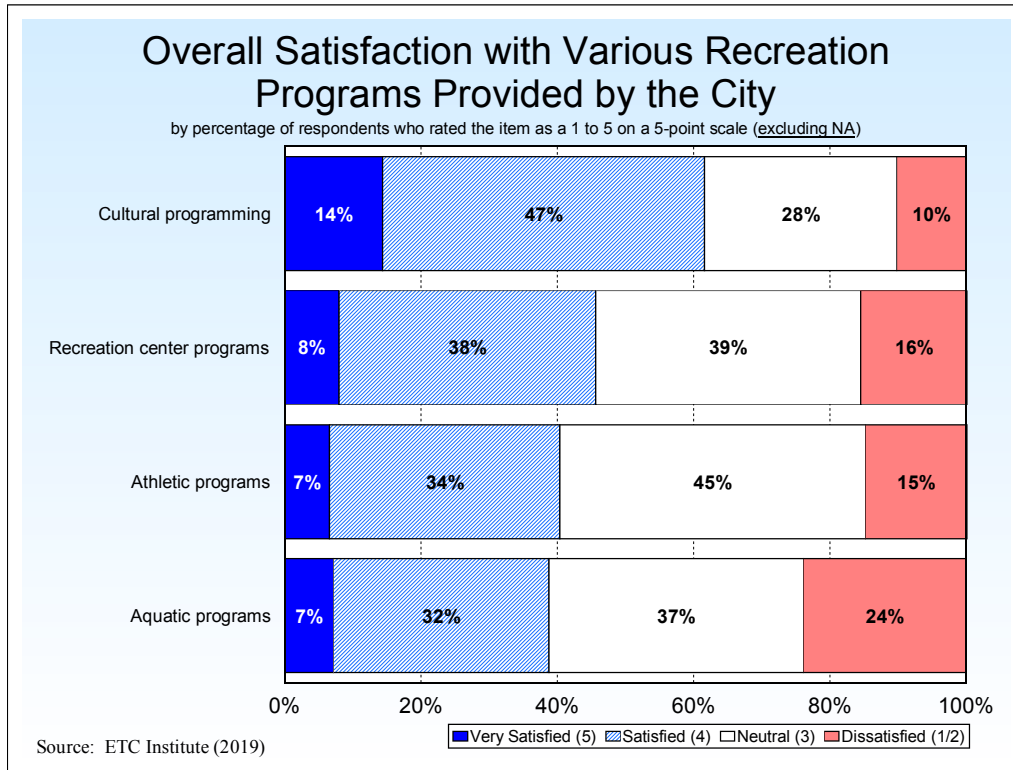
by percentage of respondents who rated the item a 5 or 4 on a 5-point scale





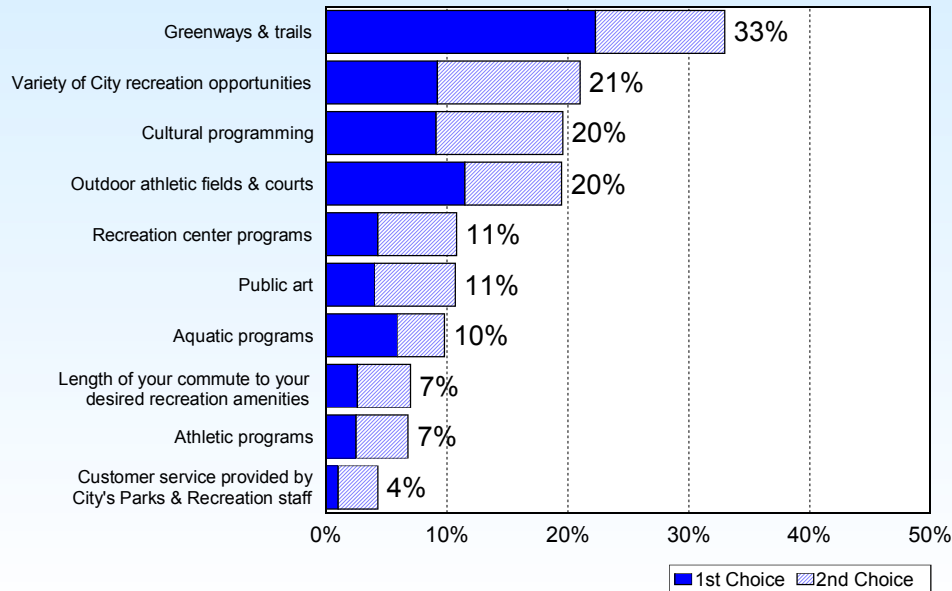






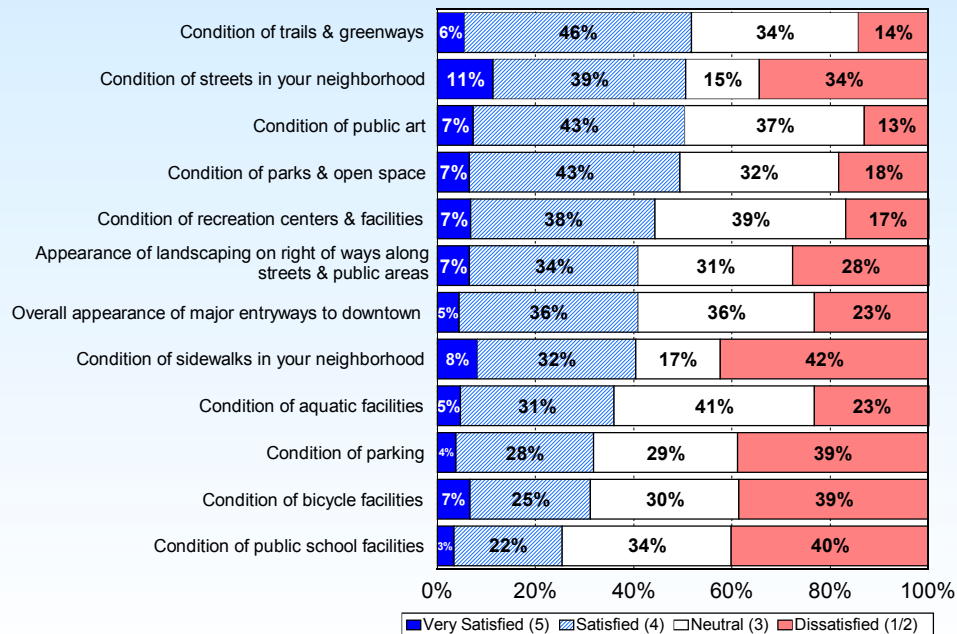
## Parks, Recreation, and Open Space Items That Should Receive the Most Emphasis Over the Next Two Years

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



## Overall Satisfaction with Maintenance

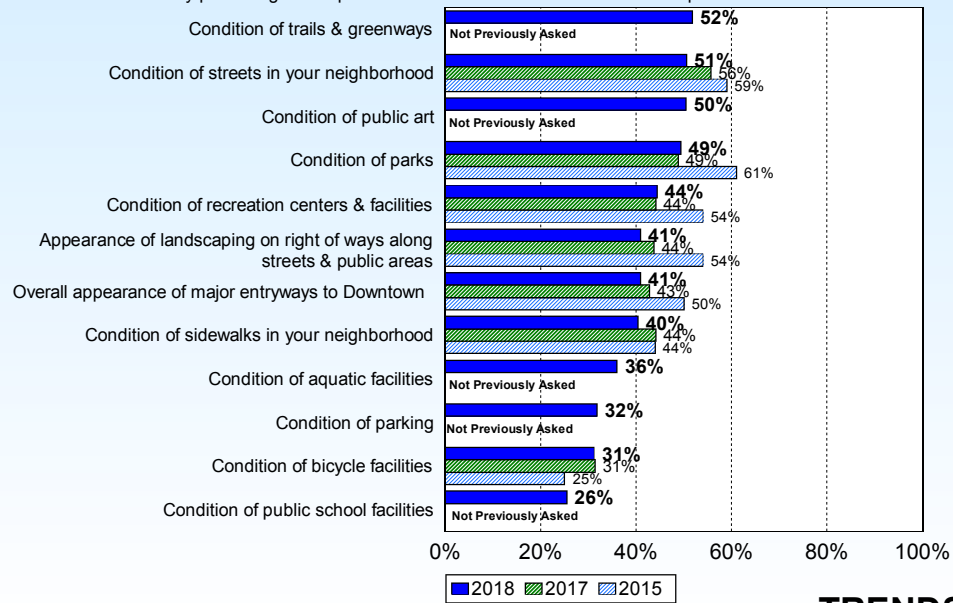
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)





## Overall Satisfaction with City Maintenance - 2018 vs 2017 vs 2015

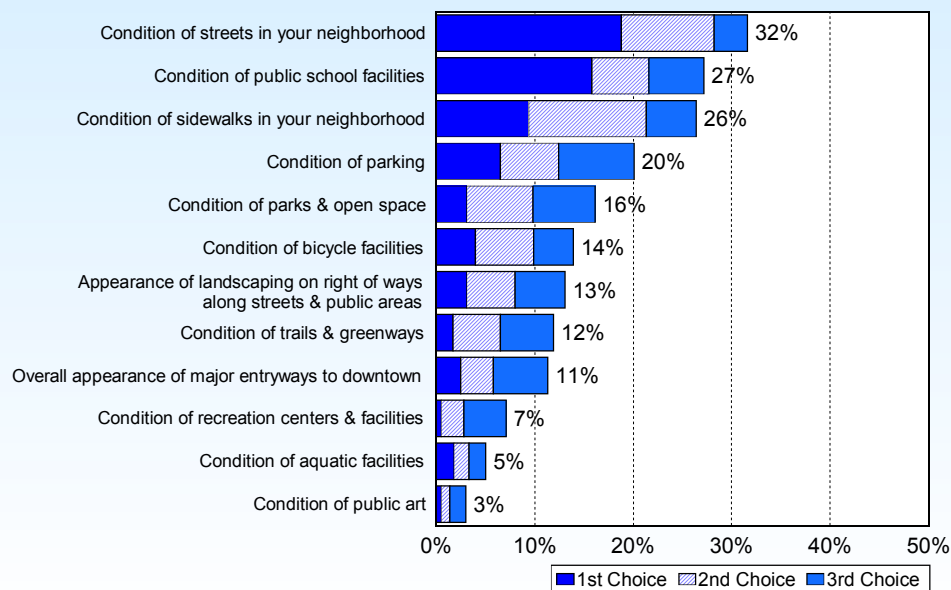
by percentage of respondents who rated the item a 5 or 4 on a 5-point scale

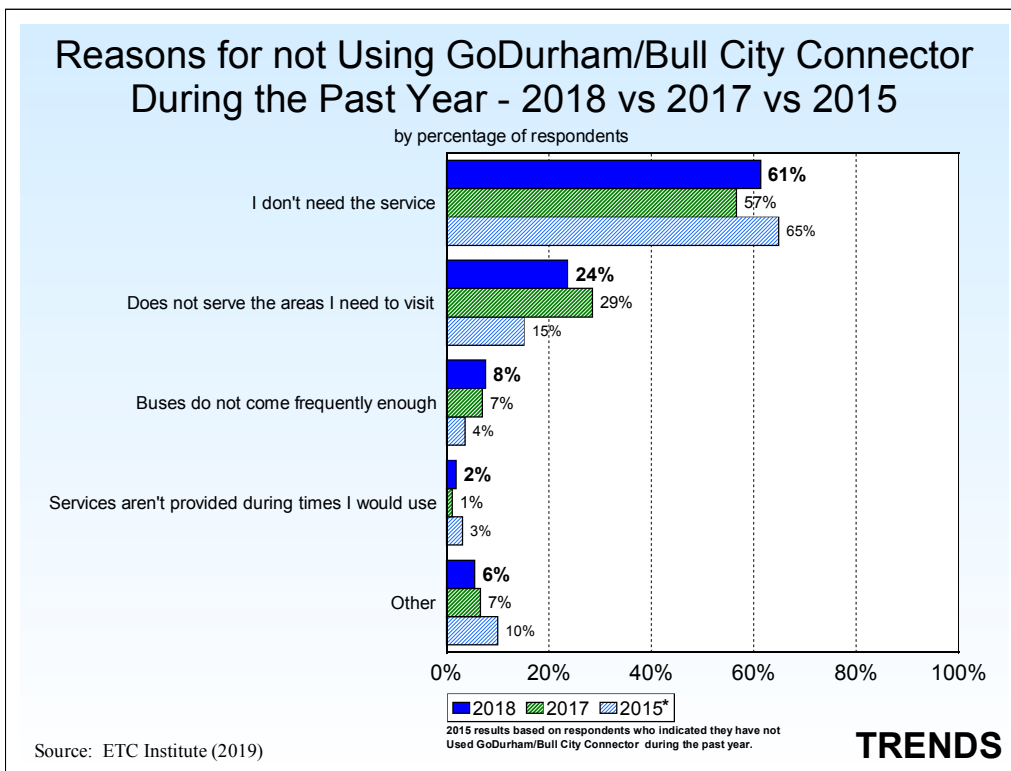
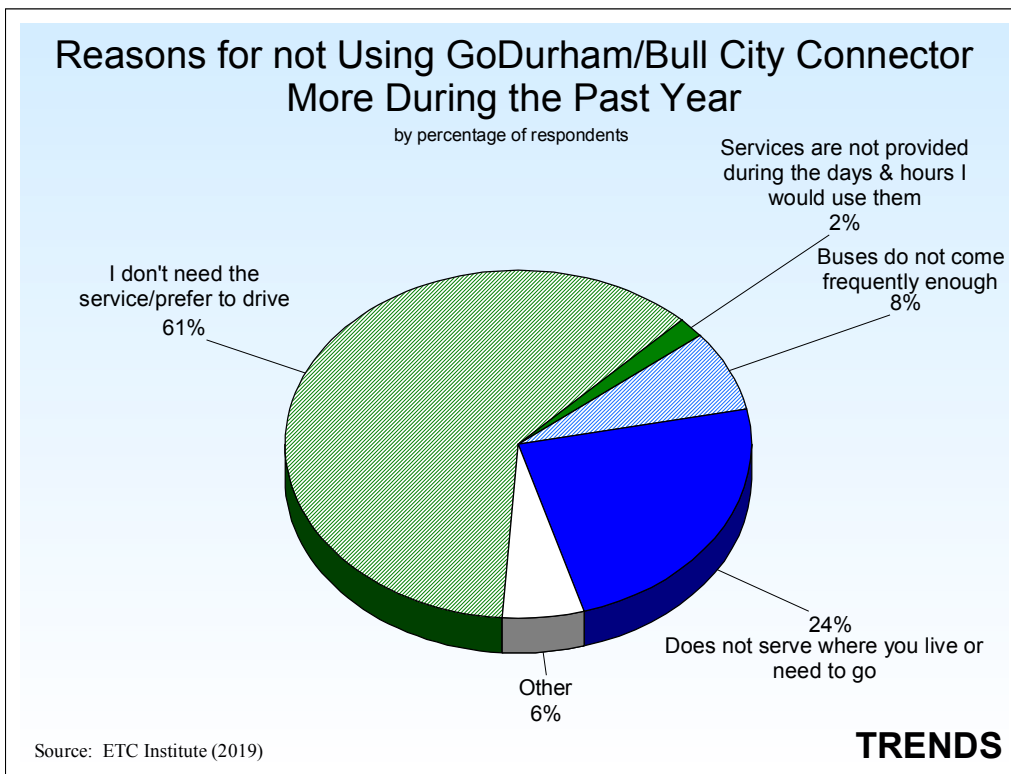


TRENDS

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

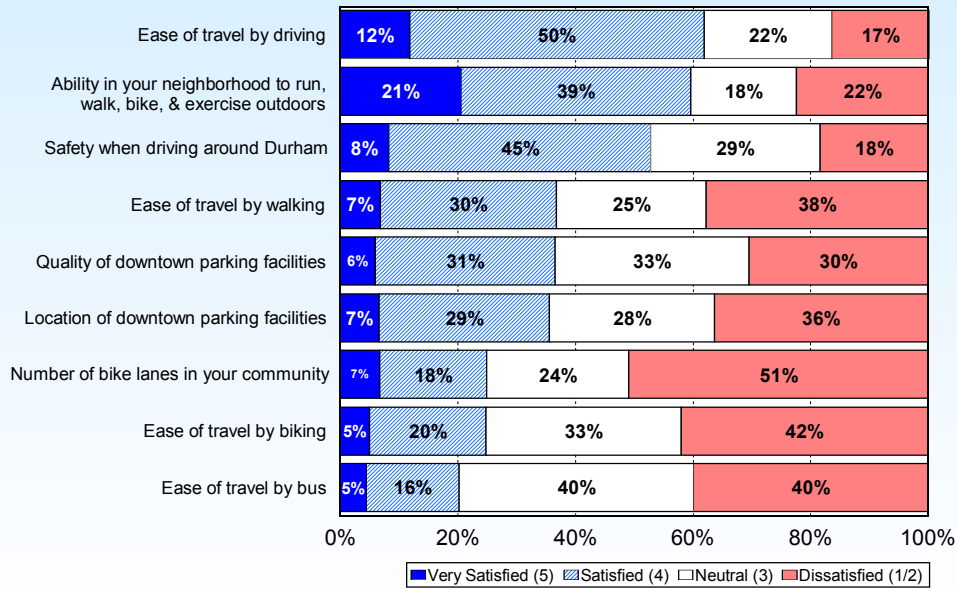
by percentage of respondents who selected the item as one of their top two choices





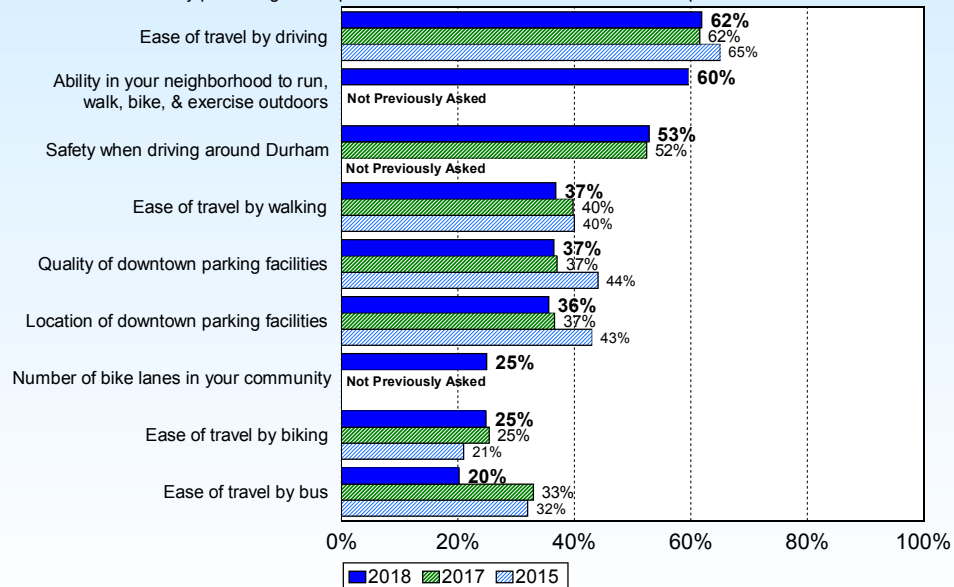
## Overall Satisfaction with Multi-Modal Transportation in Durham

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



## Overall Satisfaction with Multi-Modal Transportation in Durham - 2018 vs 2017 vs 2015

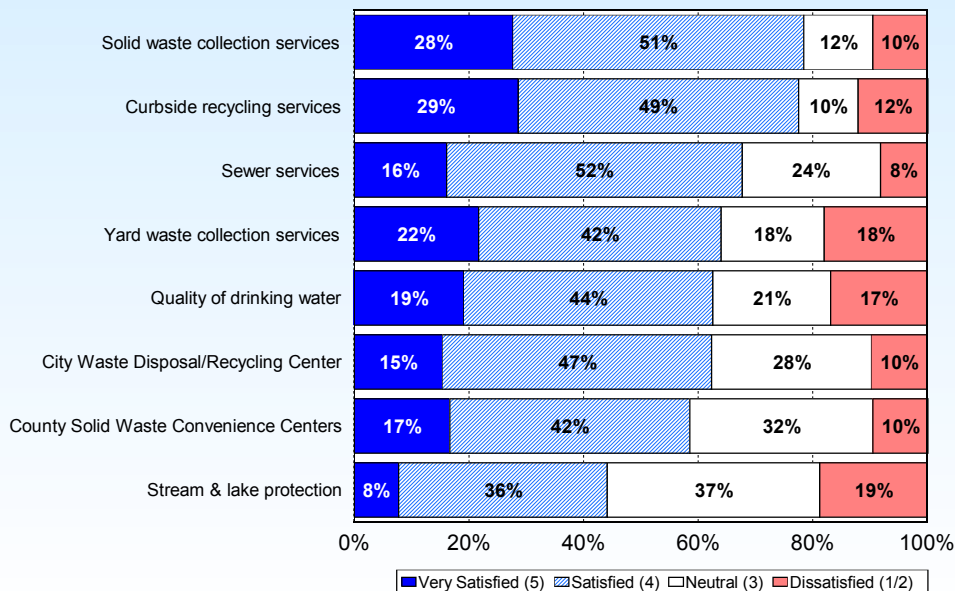
by percentage of respondents who rated the item a 5 or 4 on a 5-point scale



**TRENDS**

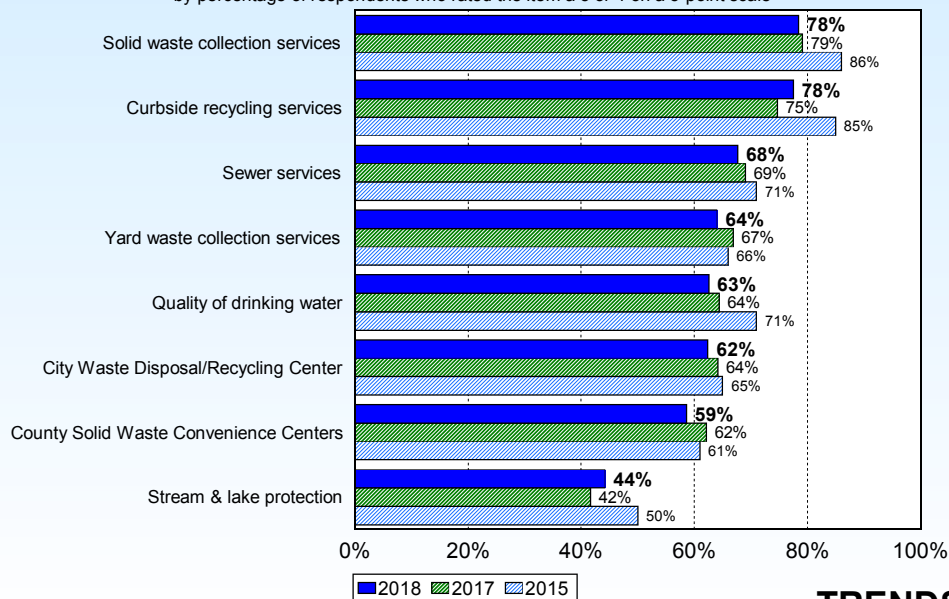
## Overall Satisfaction with Solid Waste and Utility Services

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



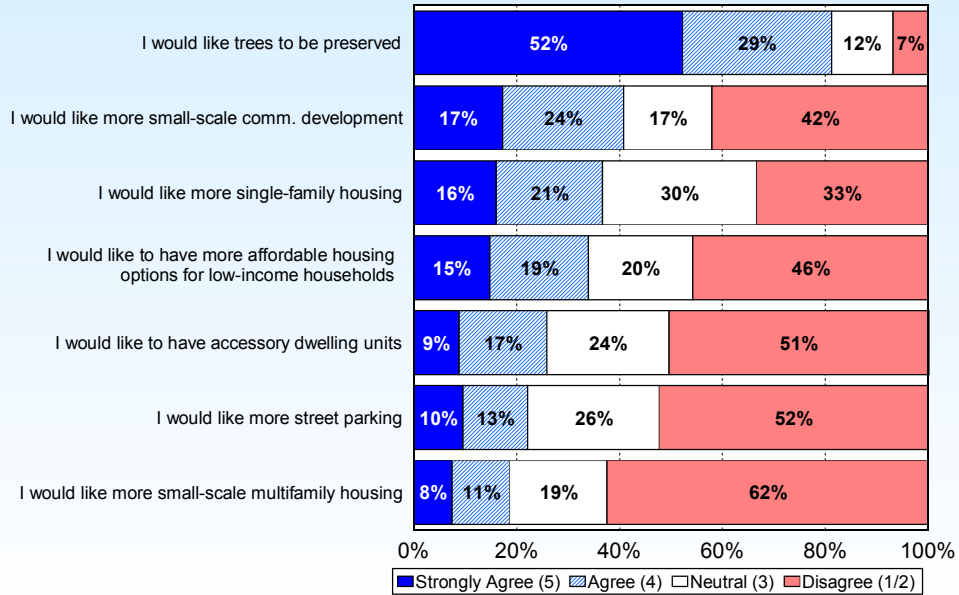
## Overall Satisfaction with Solid Waste and Utility Services - 2018 vs 2017 vs 2015

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



## Overall Agreement with Statements About Development in Durham

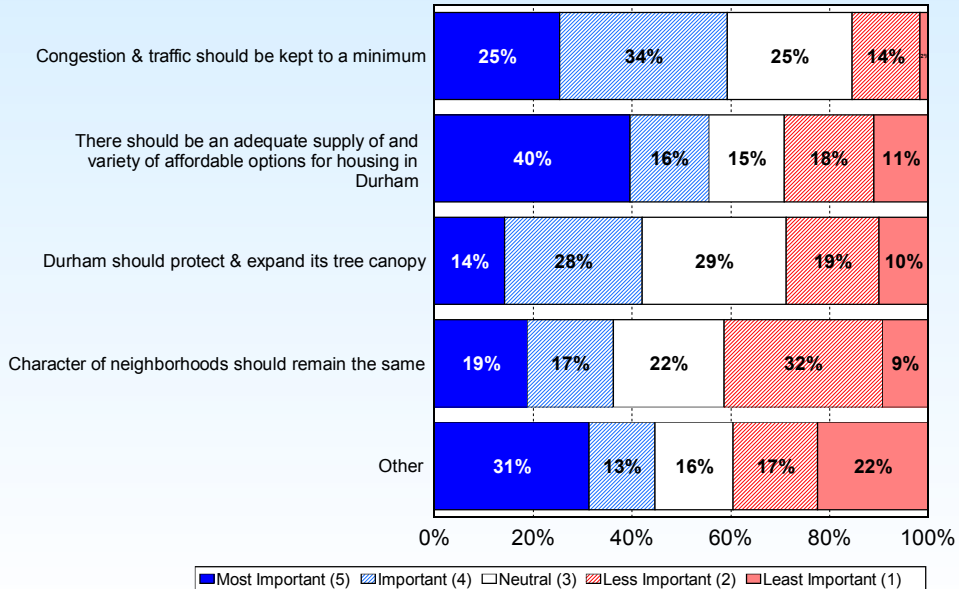
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)

## Ranking the Importance of Planning Goals

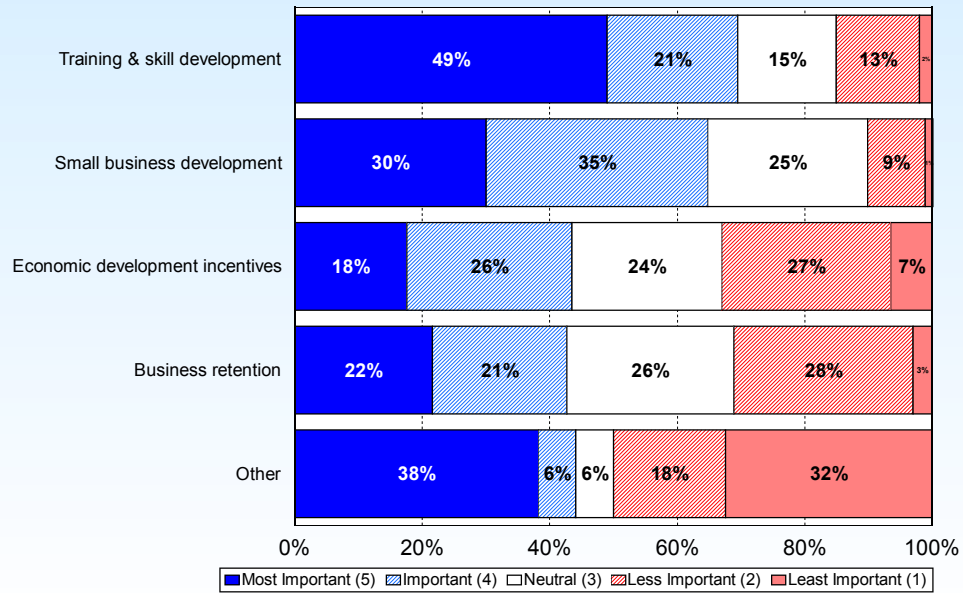
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)

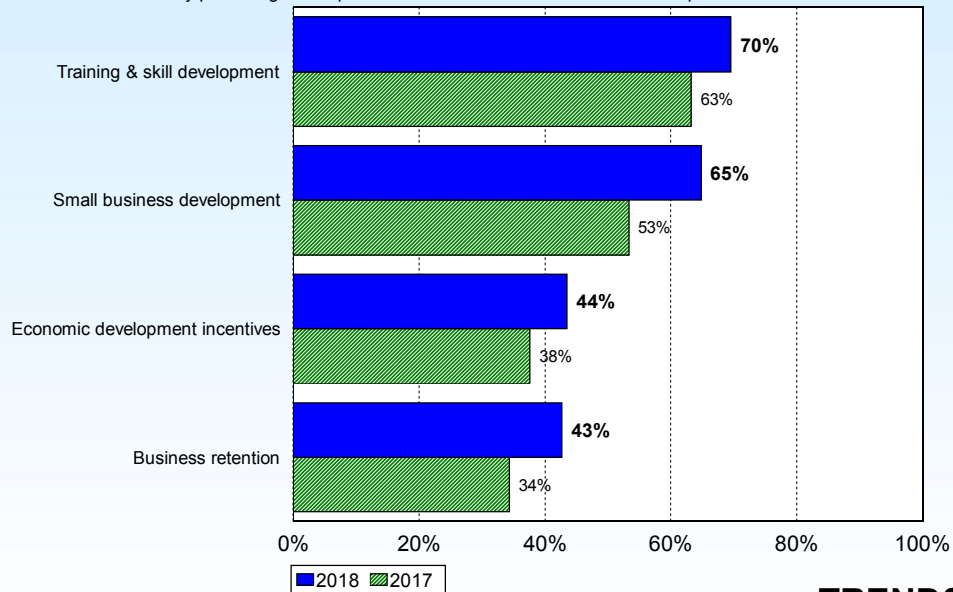
## Ranking the Importance of Economic and Workforce Development Focus Areas

by percentage of respondents who ranked the item as a 1 to 5 on a 5-point scale



## Ranking the Importance of Economic and Workforce Development Focus Areas

by percentage of respondents who rated the item a 1 or 2 on a 5-point scale

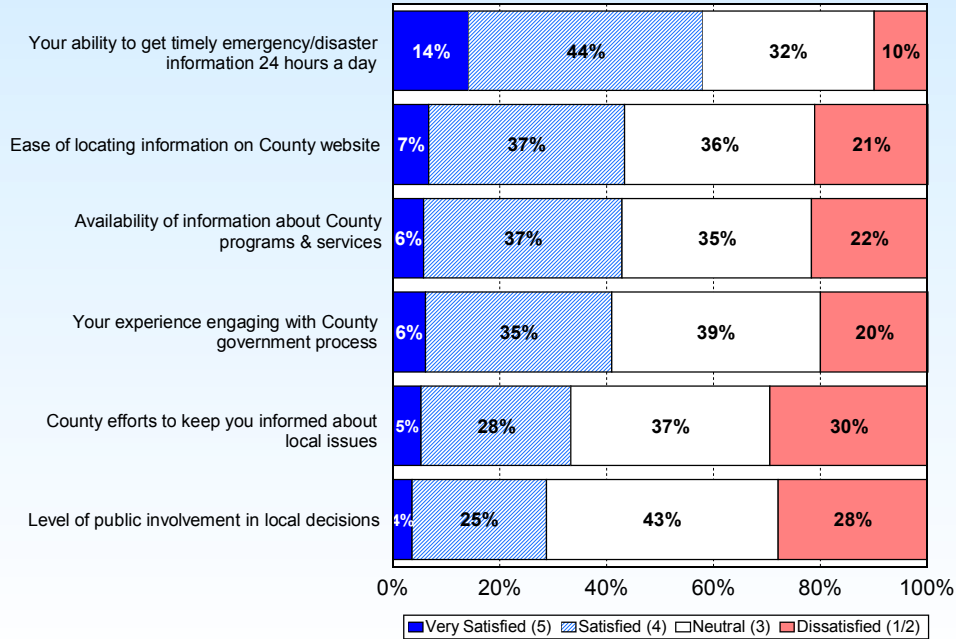


**TRENDS**



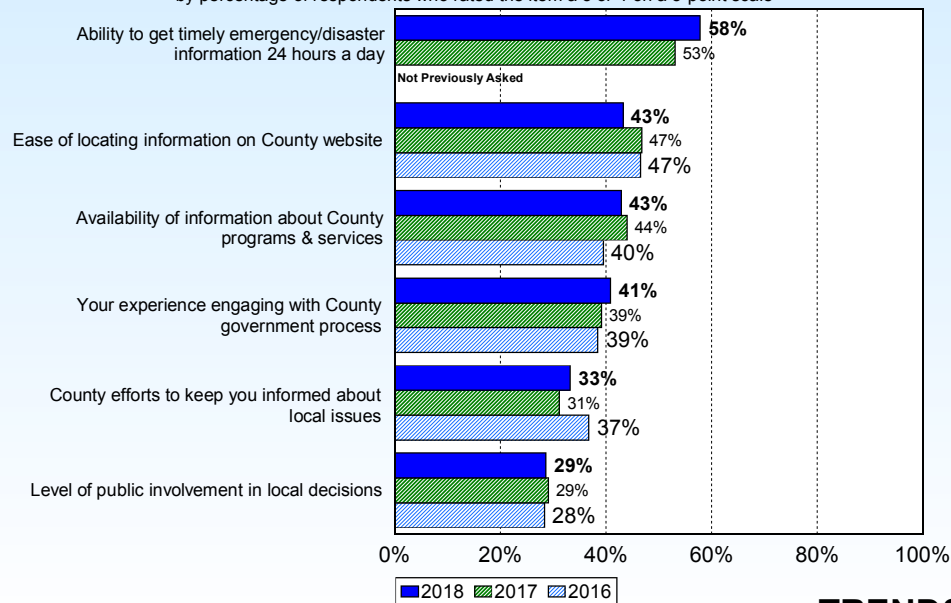
## Overall Satisfaction with County Communication

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



## Overall Satisfaction with County Communication 2018 vs 2017 vs 2016

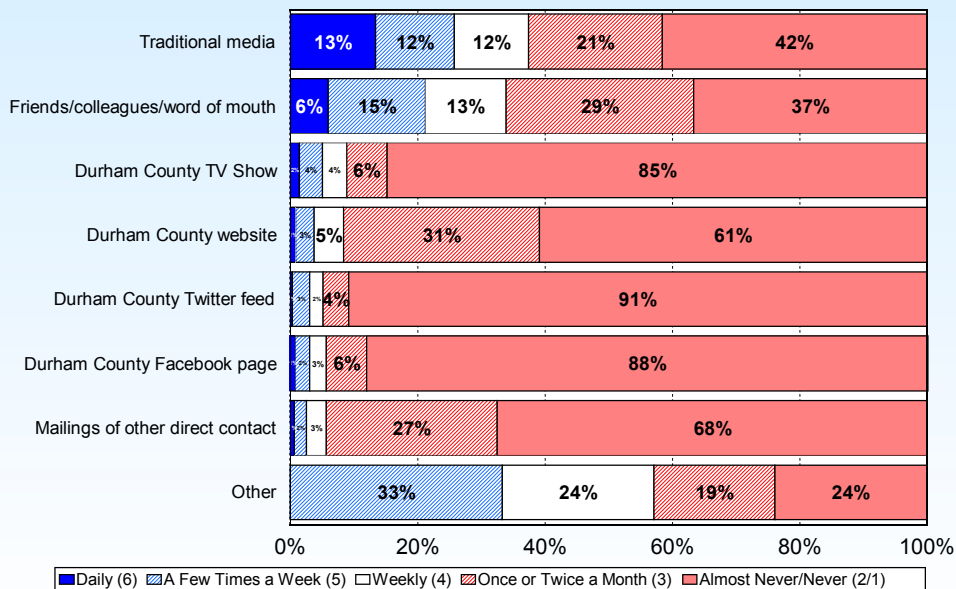
by percentage of respondents who rated the item a 5 or 4 on a 5-point scale



**TRENDS**

## Frequency Respondents Get Important Durham County Government-Related Information

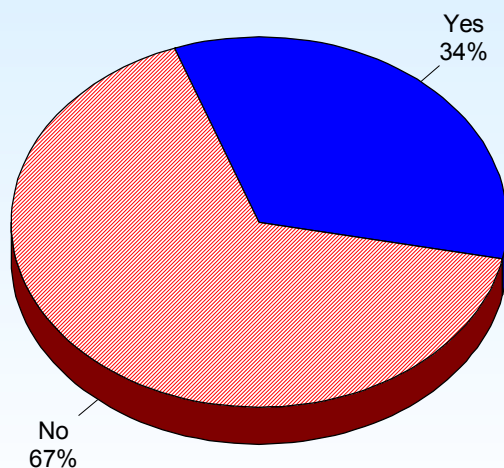
by percentage of respondents who ranked the item as a 6 to 1 on a 6-point scale



Source: ETC Institute (2019)

## Have You or Other Members of Your Household Contacted Employees of Durham County or Visited the Website to Seek Services, Ask a Question, or File a Complaint?

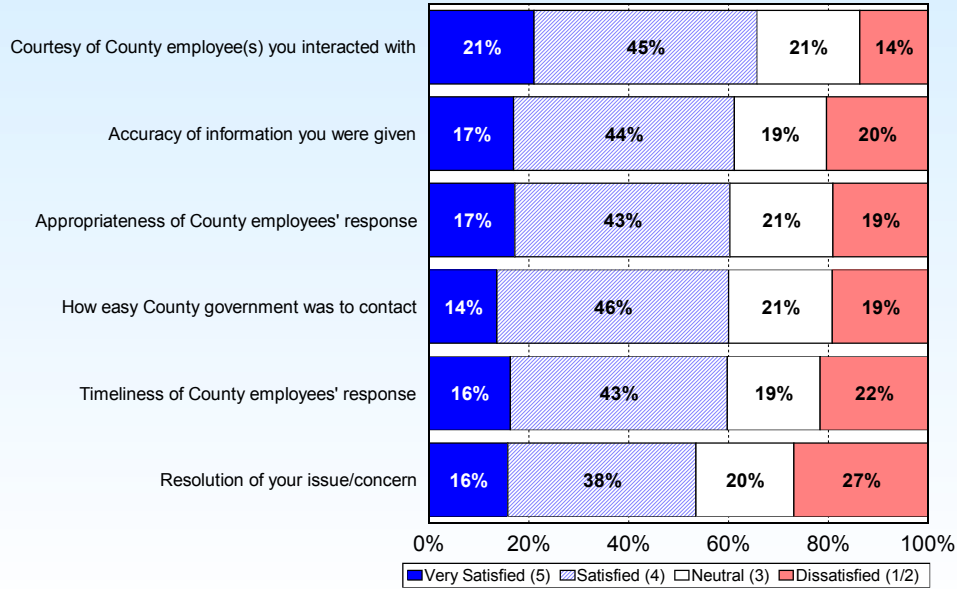
by percentage of respondents



Source: ETC Institute (2019)

## Overall Satisfaction with Your Experience Interacting with the County Government

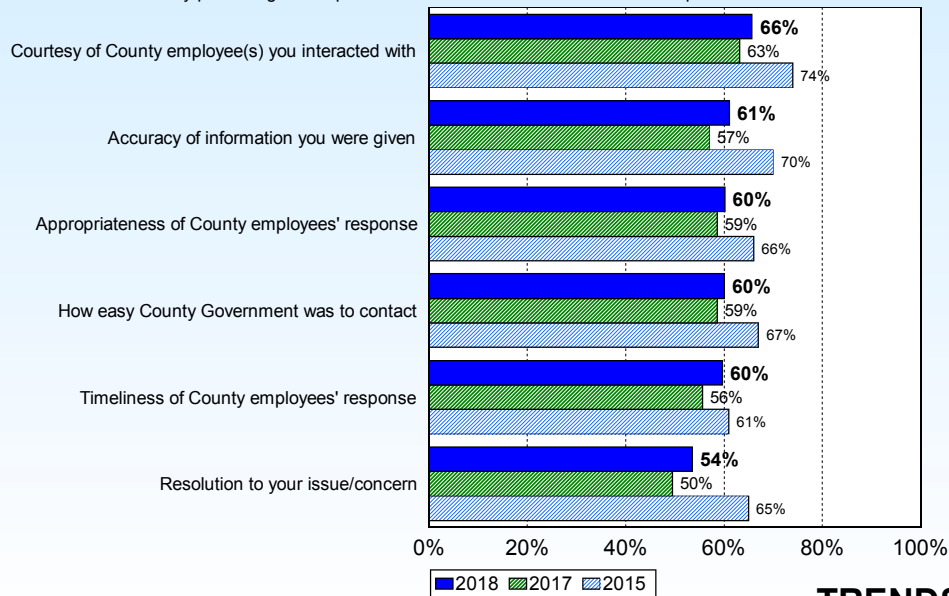
by percentage of respondents who contacted the County and who rated the item as a 1 to 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2019)

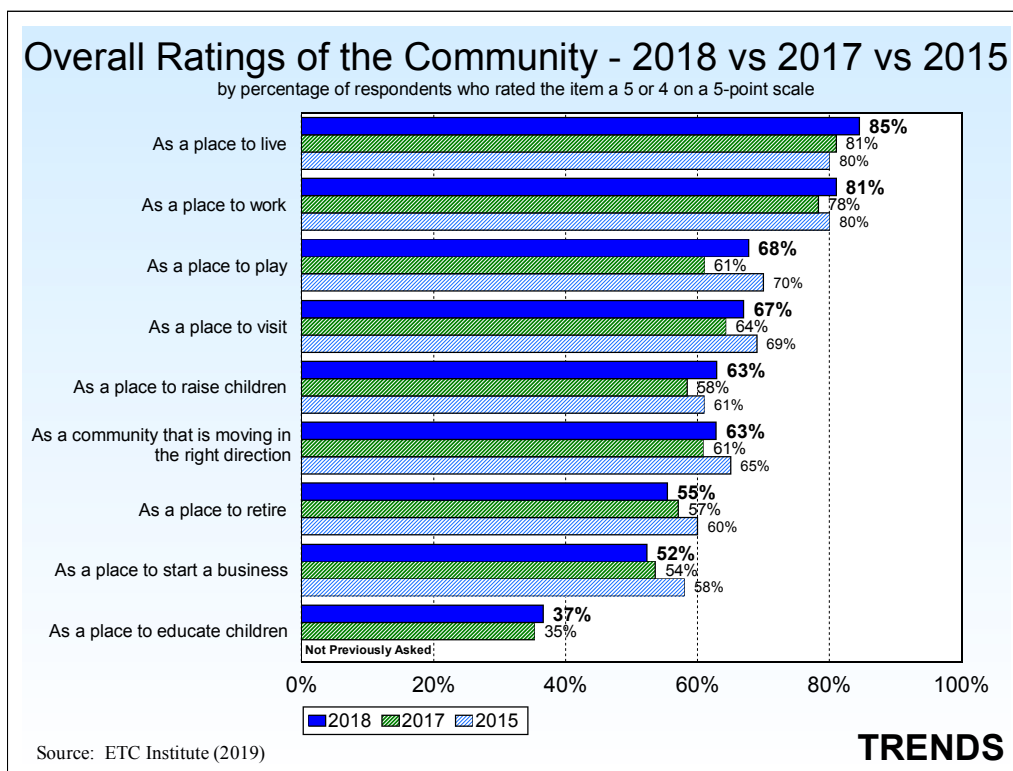
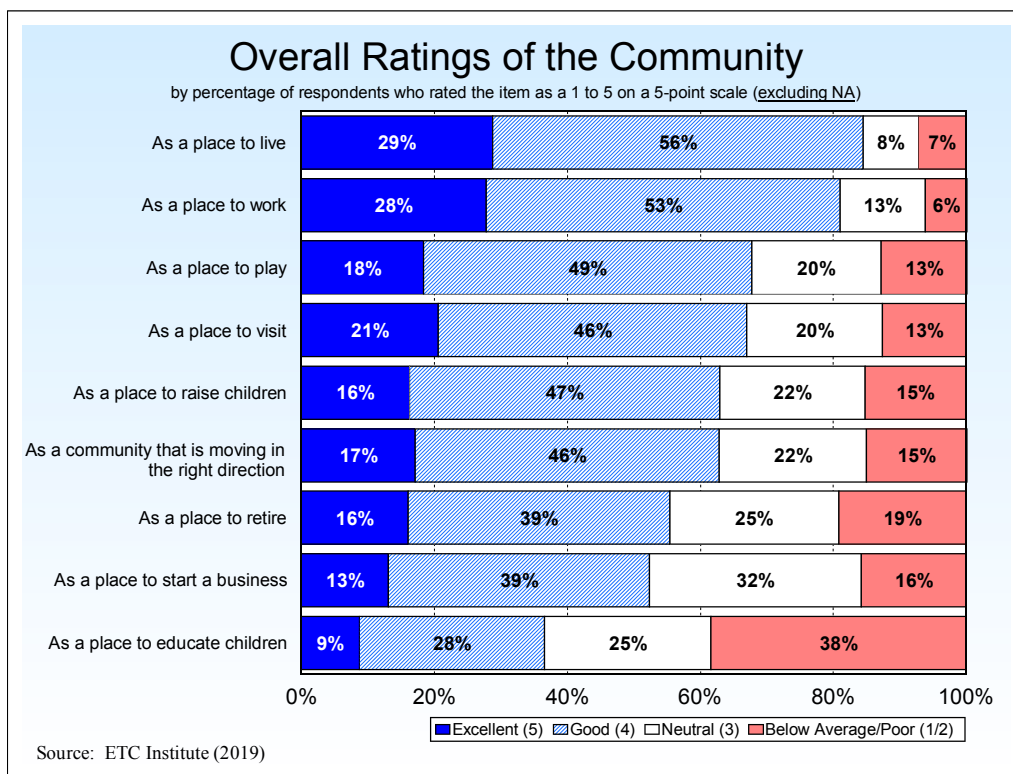
## Overall Satisfaction with Your Experience Interacting with the County Government - 2018 vs 2017 vs 2015

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



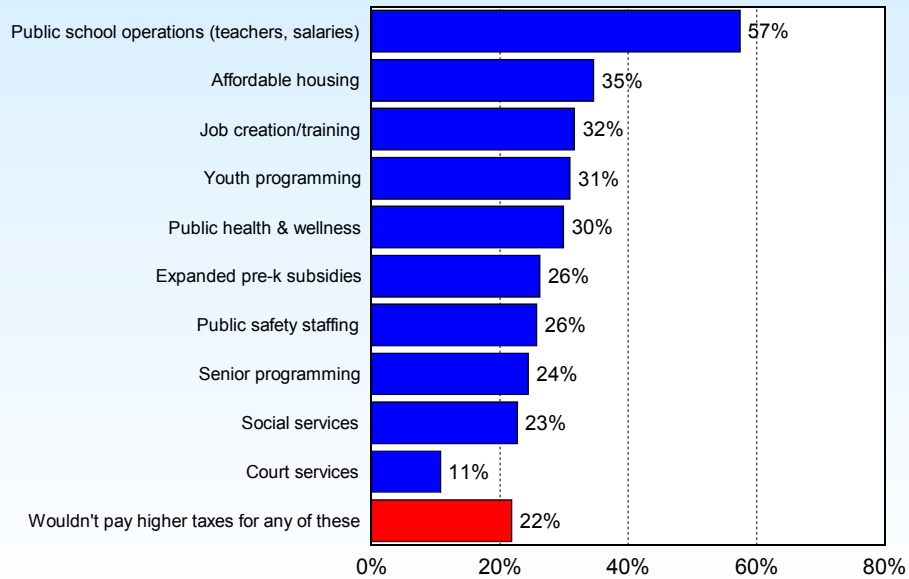
Source: ETC Institute (2019)

**TRENDS**



## Services You Would Be Willing to Pay Higher Taxes to Support

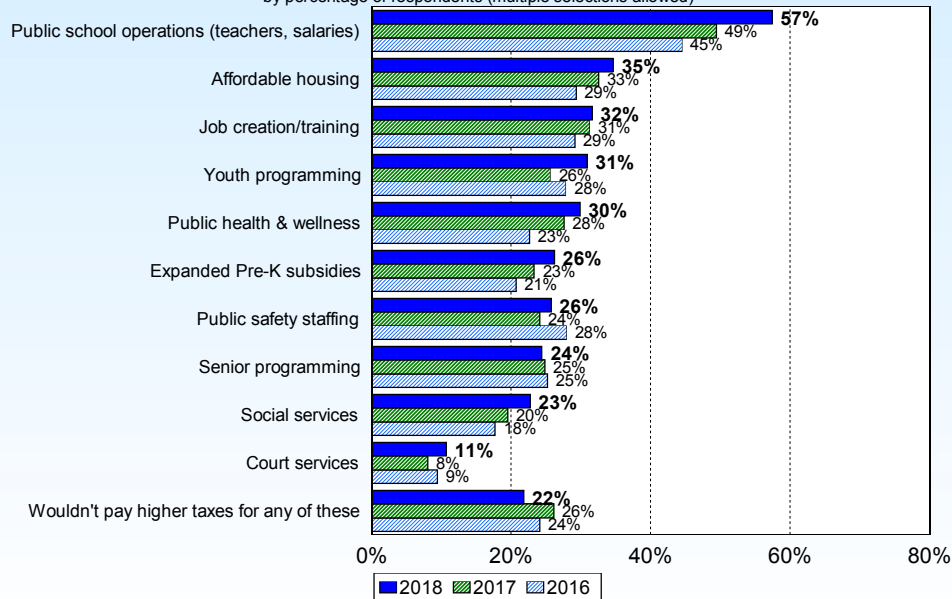
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2019)

## Services You Would Be Willing to Pay Higher Taxes to Support - 2018 vs 2017 vs 2016

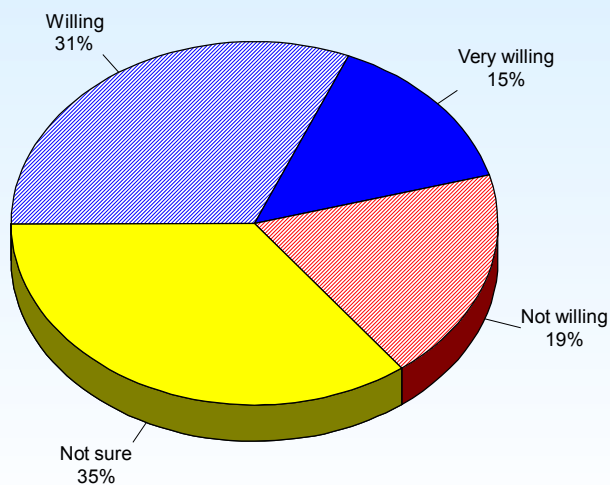
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2019)

## How Willing Would you be to Pay Fees Instead of Taxes to Pay for Improvements to Services That You Use or Benefit From?

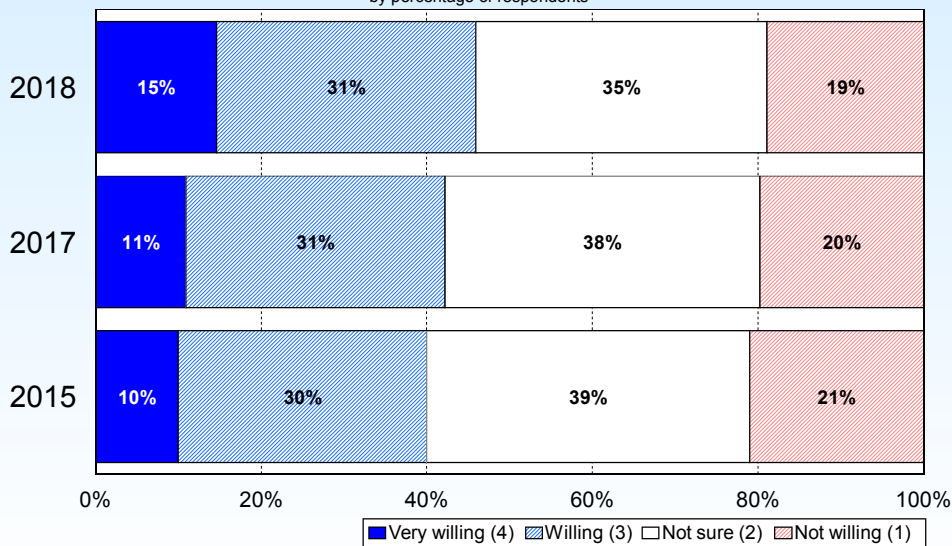
by percentage of respondents



Source: ETC Institute (2019)

## How Willing Would you be to Pay Fees Instead of Taxes to Pay for Improvements to Services That You Use or Benefit From? - 2018 vs 2017 vs 2015

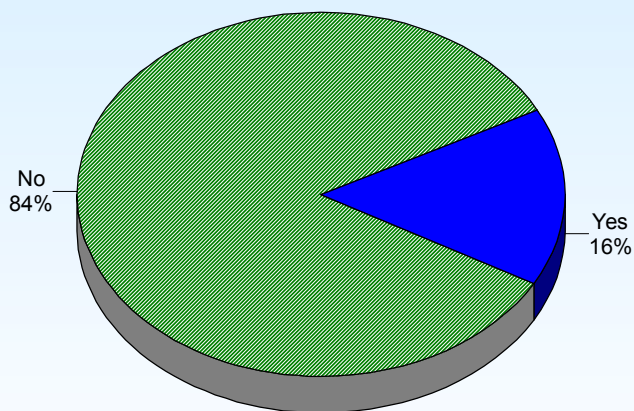
by percentage of respondents



Source: ETC Institute (2019)

### Have you heard about Durham's Participatory Budgeting Process?

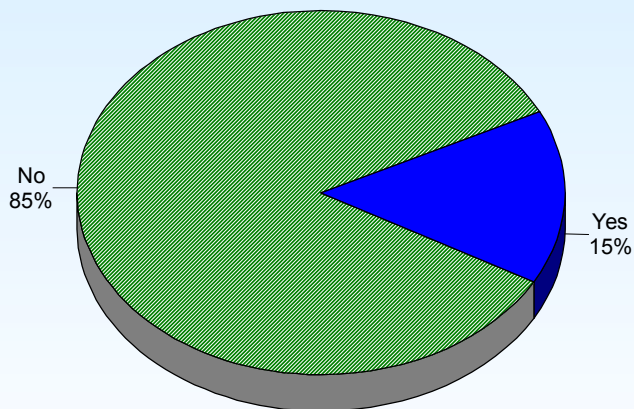
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

### Have you or someone in your household had trouble accessing the healthcare they need in the past year?

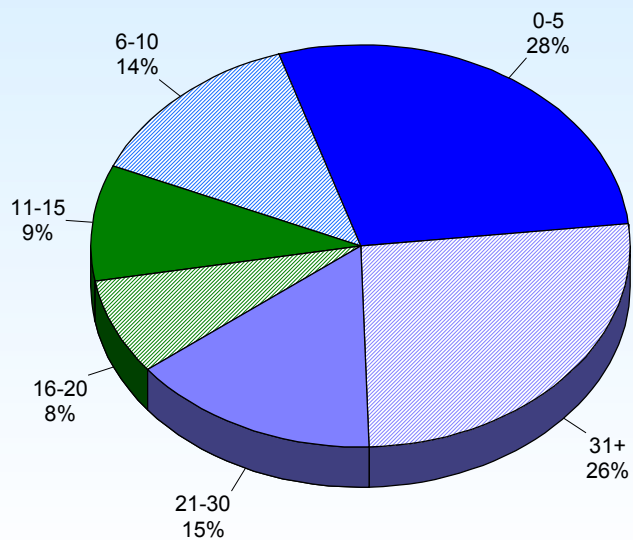
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

### Demographics: Number of Years Respondents Have Lived in Durham

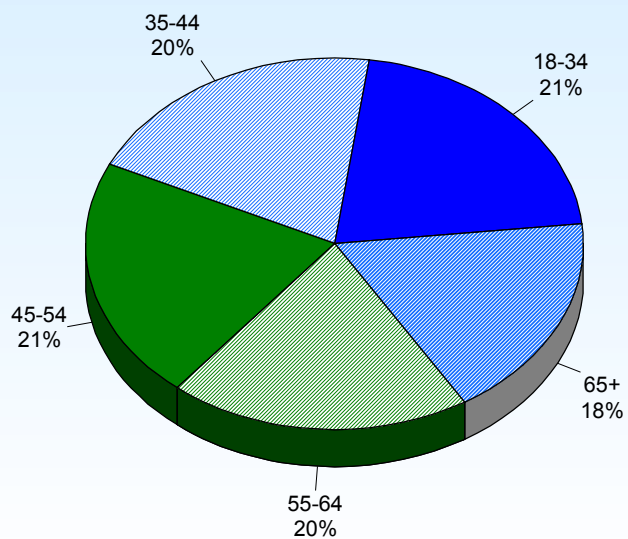
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

### Demographics: Age of Respondents

by percentage of respondents (excluding "not provided")

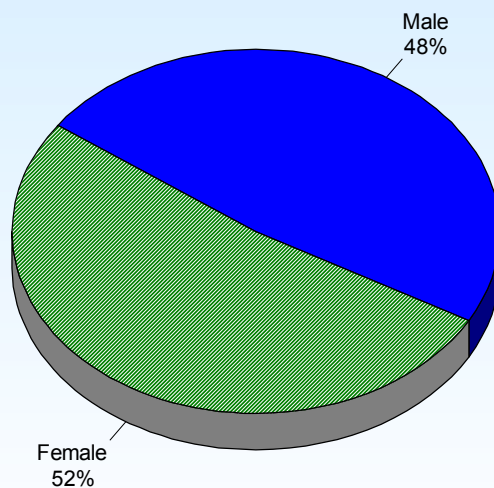


Source: ETC Institute (2019)



### Demographics: Gender

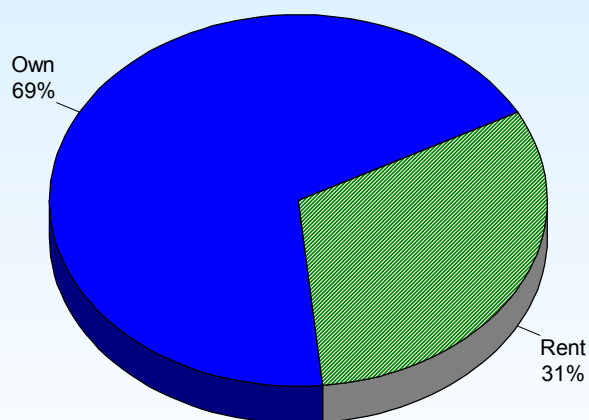
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

### Demographics: Do You Own Or Rent Current Residence?

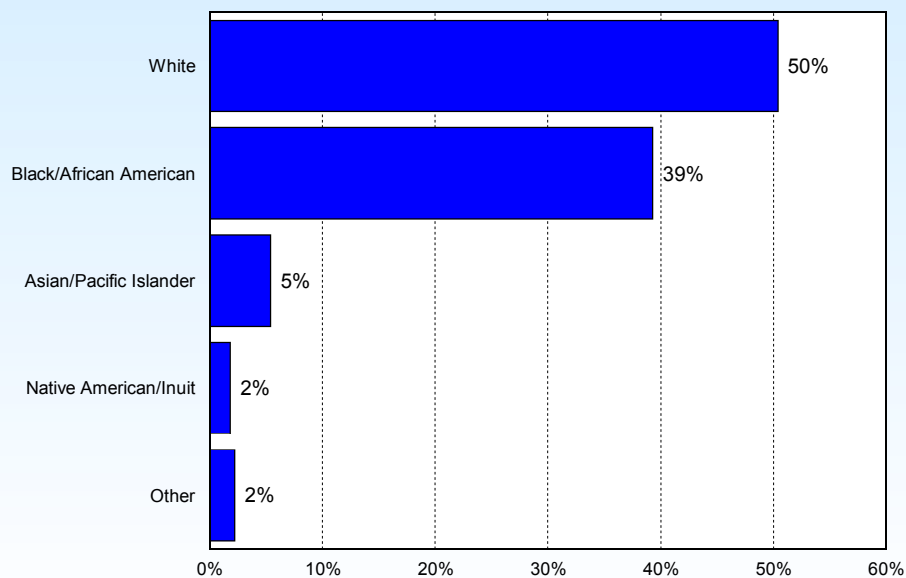
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

## Demographics: Race/Ethnicity

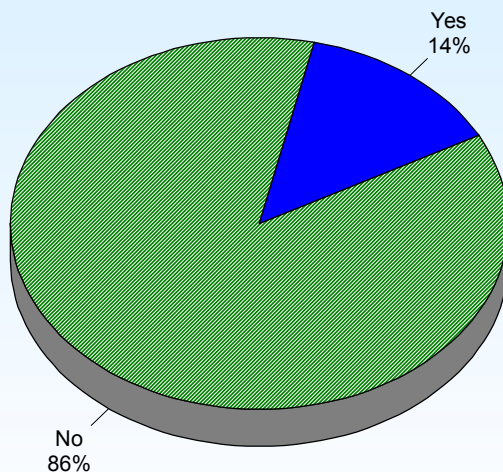
by percentage of respondents (multiple selections allowed, excluding "not provided")



Source: ETC Institute (2019)

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

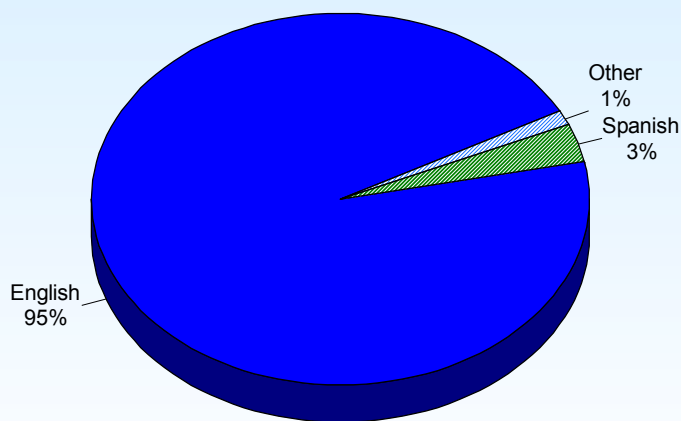
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

### Demographics: What is the primary language used in your household?

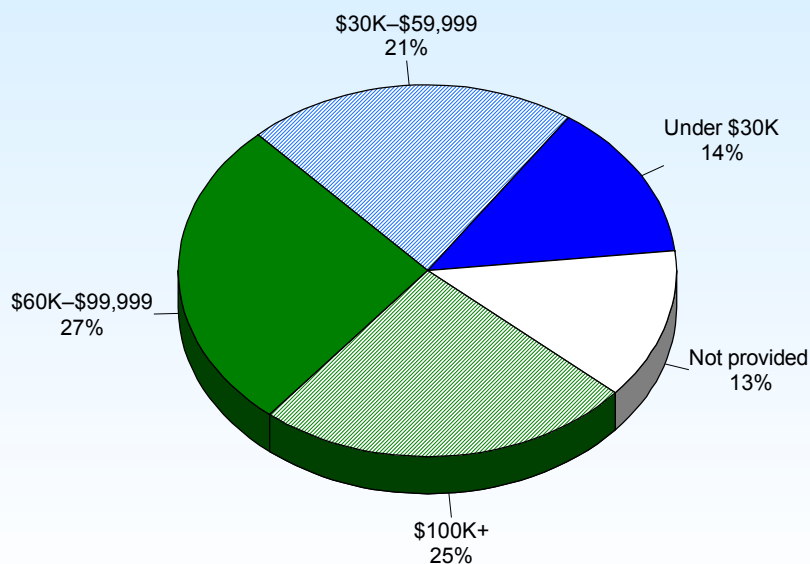
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2019)

### Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2019)

## **Section 2**

# **Importance-Satisfaction Analysis**

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# Importance-Satisfaction Analysis

## Durham County, North Carolina

### Overview

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

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

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

**Example of the Calculation:** Respondents were asked to identify the major categories of county and city services they thought should receive the most emphasis over the next two years. Forty-four percent (44%) of respondents selected *public schools* as one of the most important services for the county to provide.

With regard to satisfaction, 29% of respondents surveyed rated the County's overall performance regarding *public schools* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *public schools* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 44% was multiplied by 71% (1-0.29). This calculation yielded an I-S rating of 0.3147 which ranked first out of 24 major service categories.

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



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

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

## Interpreting the Ratings

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

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

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

## 2018 Importance-Satisfaction Rating

### Durham County, North Carolina

### Major Categories of City and County Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall quality of public schools	44%	1	29%	24	0.3147	1
Overall maintenance of City streets	38%	2	29%	23	0.2683	2
<b>High Priority (IS .10-.20)</b>						
Overall ease of travel within Durham	22%	4	40%	18	0.1319	3
Overall quality of police protection	32%	3	62%	8	0.1221	4
Overall quality of public transit system (GoDurham)	16%	5	31%	22	0.1084	5
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of pedestrian facilities	16%	6	37%	20	0.0978	6
Overall quality of bicycle facilities	12%	7	37%	21	0.0772	7
Overall quality of sheriff protection	10%	8	58%	11	0.0408	8
Overall quality of services provided by Durham County Department of Social Services	6%	11	43%	17	0.0340	9
Overall quality of parks & recreation programs	9%	9	63%	7	0.0329	10
Overall enforcement of codes & ordinances	6%	12	44%	16	0.0326	11
Overall quality of public health services	6%	13	46%	14	0.0311	12
Overall quality of water & sewer utilities	8%	10	64%	6	0.0278	13
Overall effectiveness of communication with the public	5%	14	53%	13	0.0255	14
Overall quality of charter schools	4%	17	38%	19	0.0219	15
Overall quality of tax administration services	3%	20	45%	15	0.0172	16
Overall quality of customer service you receive from City employees	4%	16	60%	10	0.0144	17
Overall quality of fire & life safety programming	4%	15	77%	1	0.0099	18
Response time for EMS services	3%	19	72%	5	0.0086	19
Overall quality of EMS services	3%	18	76%	3	0.0078	20
Response time for fire services	2%	22	73%	4	0.0065	21
Overall quality of library services & programs	3%	21	77%	2	0.0058	22
Overall quality of customer service you receive from County employees	1%	23	61%	9	0.0047	23
Overall quality of private schools	1%	24	54%	12	0.0023	24

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

#### Most Important %:

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

#### Satisfaction %:

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

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## 2018 Importance-Satisfaction Rating

### Durham County, North Carolina

### Parks, Recreation, and Open Space

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Greenways & trails	33%	1	59%	2	0.1340	1
Variety of City recreation opportunities	21%	2	49%	5	0.1075	2
Outdoor athletic fields & courts	20%	4	48%	6	0.1020	3
<b>Medium Priority (IS &lt;.10)</b>						
<i>Cultural programming*</i>	20%	3	62%	1	0.0753	4
<i>Aquatic programs*</i>	10%	7	39%	10	0.0600	5
<i>Recreation center programs*</i>	11%	5	46%	8	0.0588	6
Public art	11%	6	48%	7	0.0560	7
<i>Athletic programs*</i>	7%	9	40%	9	0.0405	8
Length of your commute to your desired recreation amenities	7%	8	57%	3	0.0303	9
Customer service provided by City's Parks & Recreation staff	4%	10	50%	4	0.0217	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City and County Leaders over the next two years.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Durham County, North Carolina

### Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Condition of public school facilities	27%	2	26%	12	0.2026	1
<b>High Priority (IS .10-.20)</b>						
Condition of sidewalks in your neighborhood	26%	3	40%	8	0.1573	2
Condition of streets in your neighborhood	32%	1	51%	2	0.1561	3
Condition of parking	20%	4	32%	10	0.1371	4
<b>Medium Priority (IS &lt;.10)</b>						
Condition of bicycle facilities	14%	6	31%	11	0.0956	5
Condition of parks & open space	16%	5	49%	4	0.0815	6
Appearance of landscaping on right of ways, along streets, & in public areas	13%	7	41%	6	0.0774	7
Overall appearance of major entryways to downtown Durham	11%	9	41%	7	0.0668	8
Condition of trails & greenways	12%	8	52%	1	0.0574	9
Condition of recreation centers & facilities	7%	10	44%	5	0.0395	10
Condition of aquatic facilities	5%	11	36%	9	0.0320	11
Condition of public art	3%	12	50%	3	0.0149	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 would be most willing to pay higher taxes to support enhancements for.

#### Satisfaction %:

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

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## **Section 3**

# **Benchmarking Analysis**

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# Benchmarking Summary Report

## Durham County, North Carolina

### Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of residents across the United States living in cities with a population of more than 250,000 residents and (2) survey results from 26 large communities (population of more than 200,000 residents) where ETC Institute has administered the *DirectionFinder*® survey between January 2016 and December 2018. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this section are listed below:

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



## Interpreting the Charts

The **first set** of charts show how the results for Durham County compare to the national average for large U.S. cities. The blue bar shows the results for Durham County. The green bar shows the results of a national survey that was administered by ETC Institute to a random sample of residents living in cities with a population of more than 250,000 residents.

The **second set** of charts show how the results for Durham County compare to the range of performance for other large U.S. communities where ETC Institute has administered a *DirectionFinder*® survey since 2016. A total of 26 large U.S. communities were included in this analysis (these communities are listed on the previous page). The Horizontal blue bar shows the range of performance for each of the areas that were surveyed. The percentage on the left shows the results for the worst performing community. The percentage on the right shows the results for the best performing community. The yellow dot shows the results for Durham County. The green vertical bar shows the average for the 26 large communities.

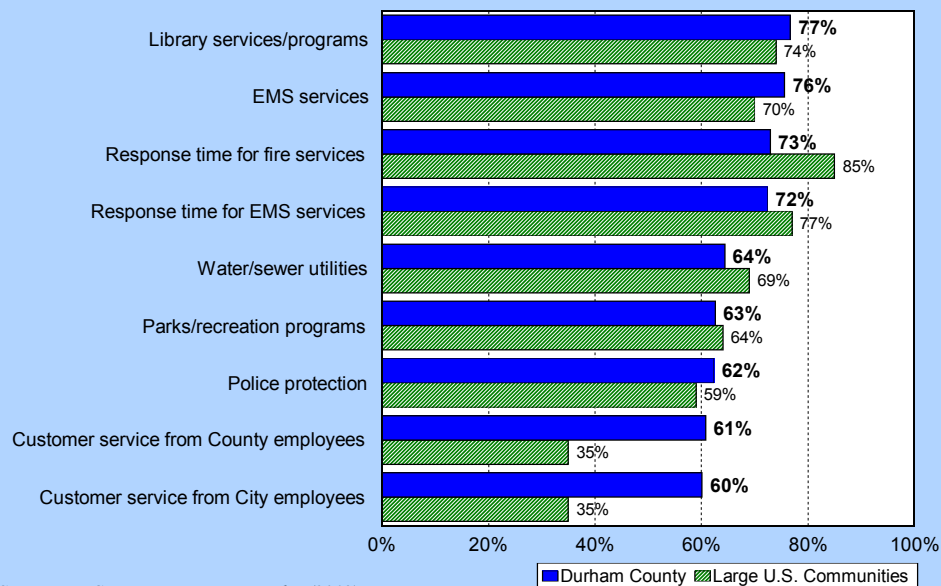
# National Benchmarks

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

## Satisfaction with Major Categories of Services

### Durham County vs. Large U.S. Communities

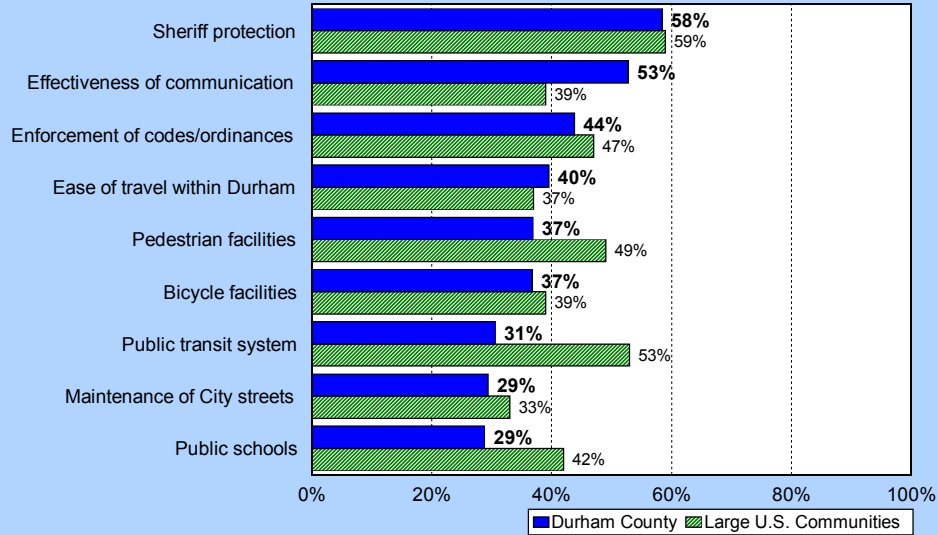
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"



## **Satisfaction with Major Categories of Services Continued**

### **Durham County vs. Large U.S. Communities**

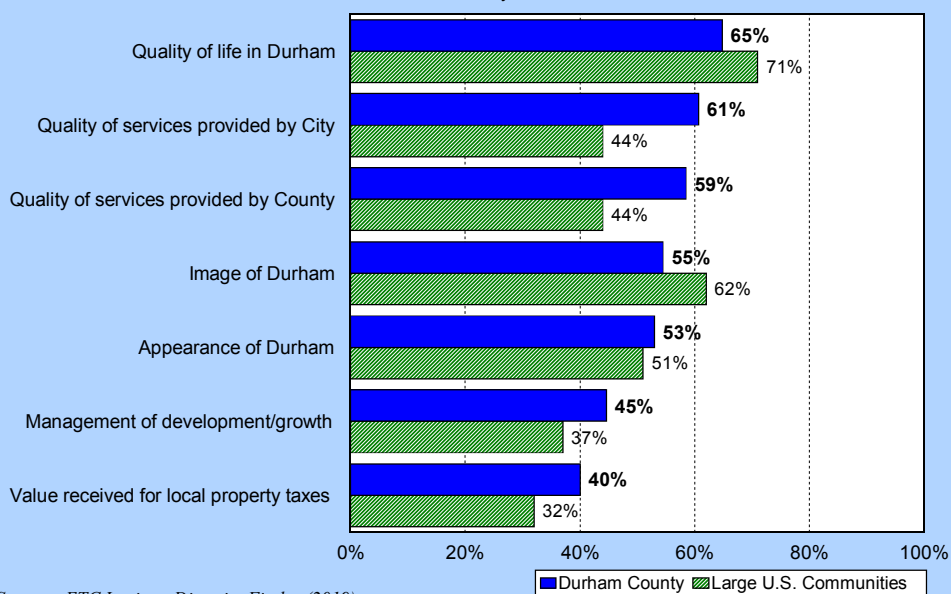
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



## **Perceptions of the Community**

### **Durham County vs. Large U.S. Communities**

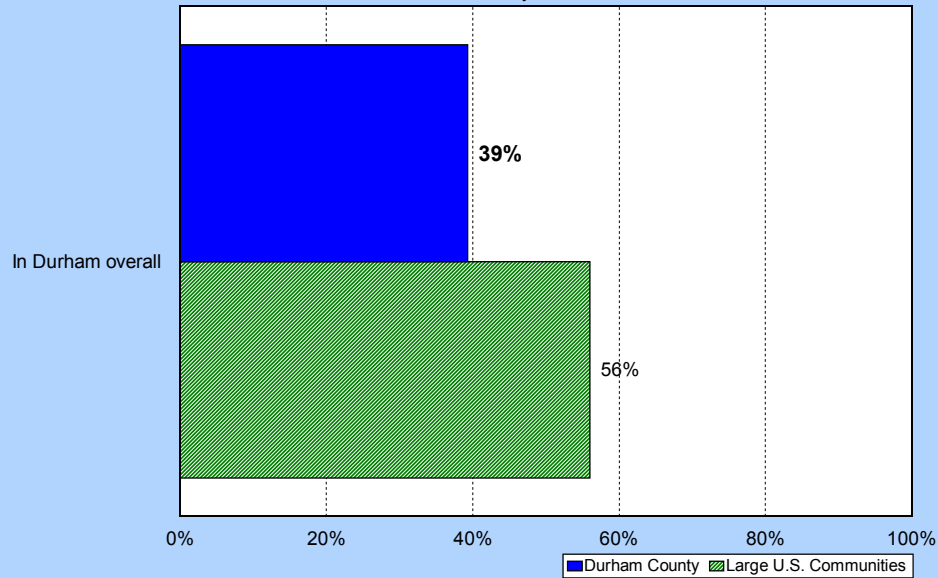
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



## Feeling of Safety in the Community

### Durham County vs. Large U.S. Communities

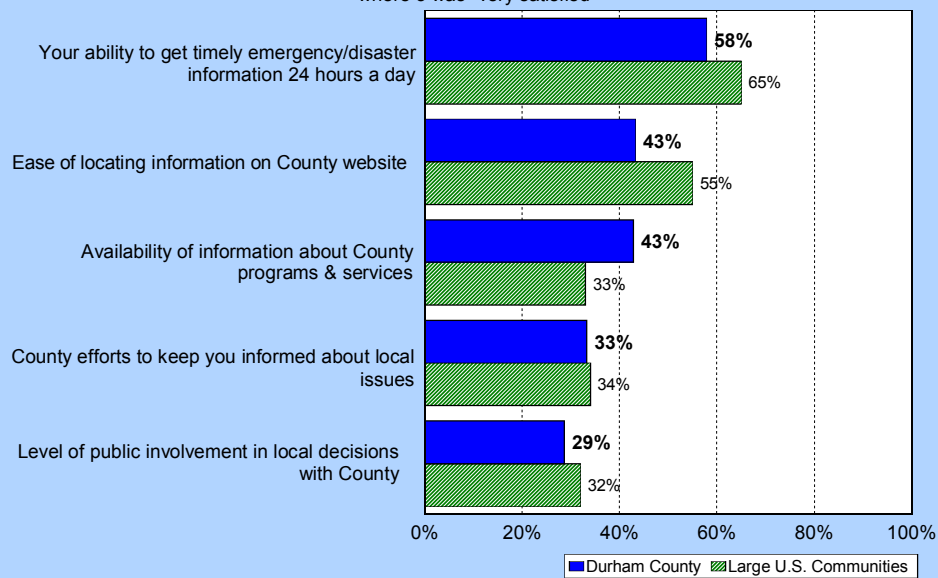
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very safe"



## Satisfaction with County Communication

### Durham County vs. Large U.S. Communities

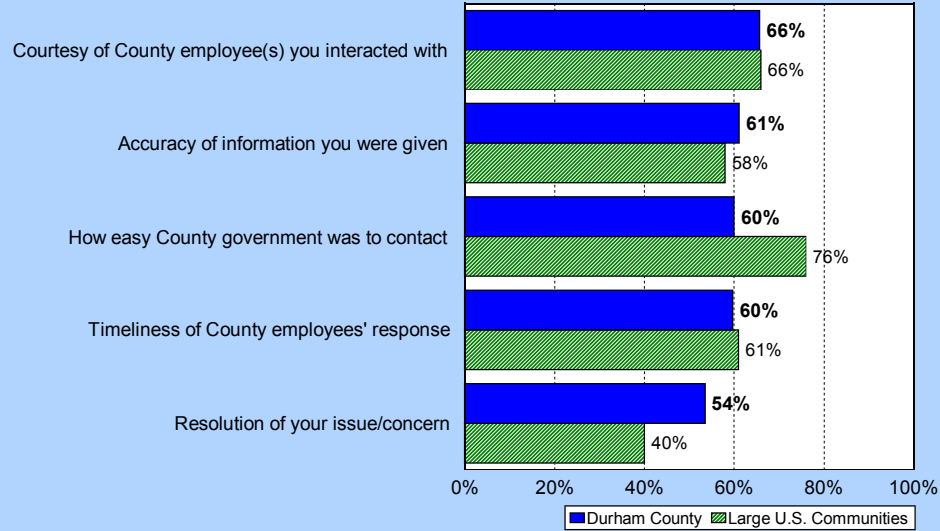
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"



## **Satisfaction with Customer Service** **from County Employees**

### **Durham County vs. Large U.S. Communities**

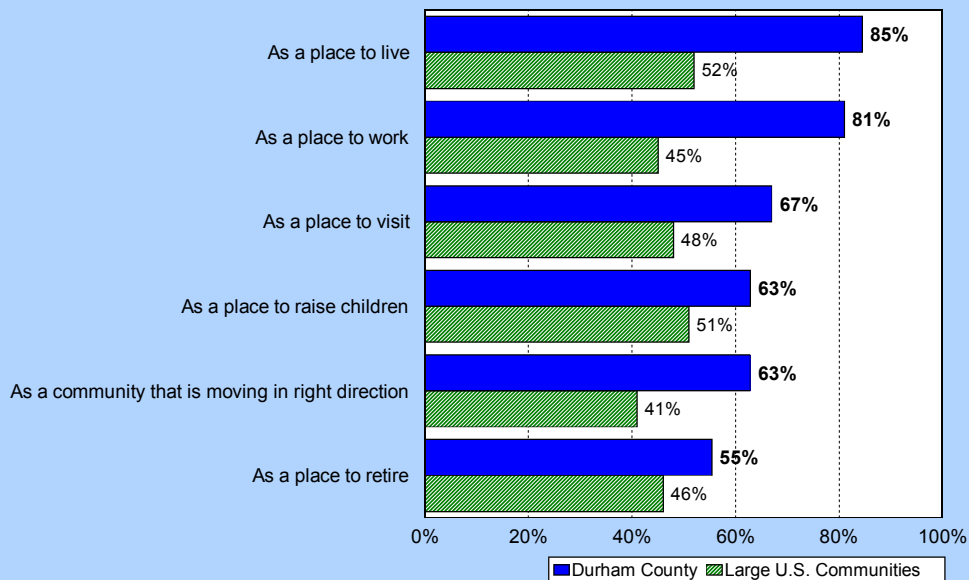
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"



## **Overall Ratings of the Community**

### **Durham County vs. Large U.S. Communities**

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





## Comparison to a Range of Performance

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

## Benchmarking Communities

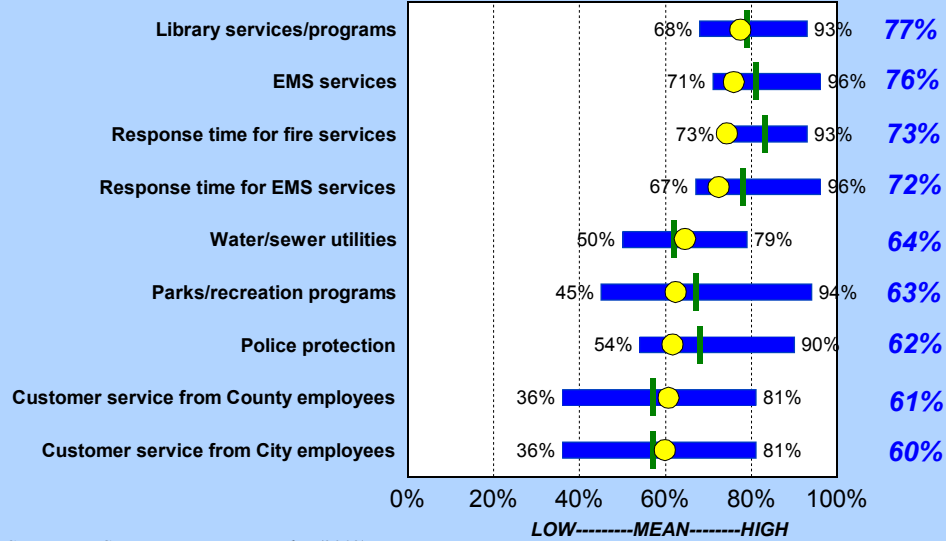
- Arlington County, VA
- Austin, TX
- Cabarrus County, NC
- Dallas, TX
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami, FL
- Nashville,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

## Satisfaction with Major Categories of Services

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

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



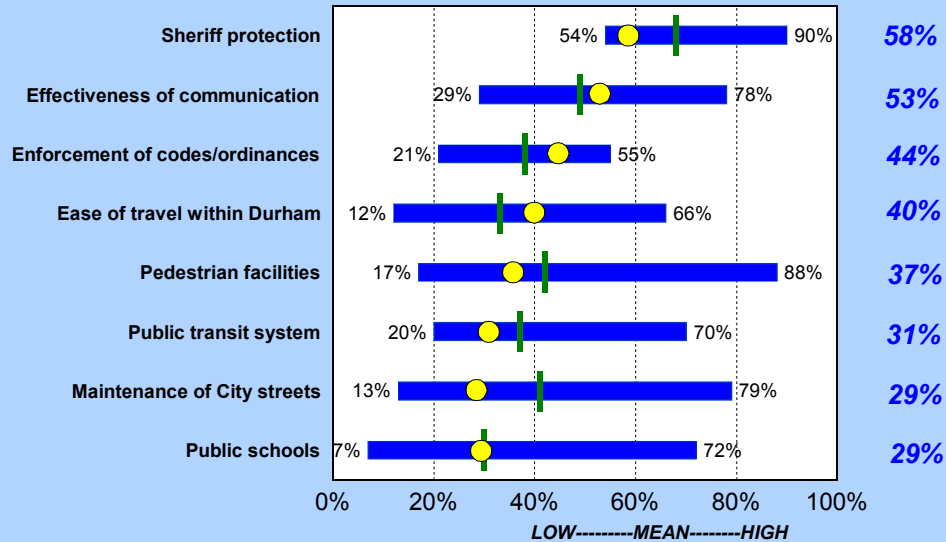
Source: ETC Institute DirectionFinder (2019)

## Satisfaction with Major Categories of Services - Continued

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

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



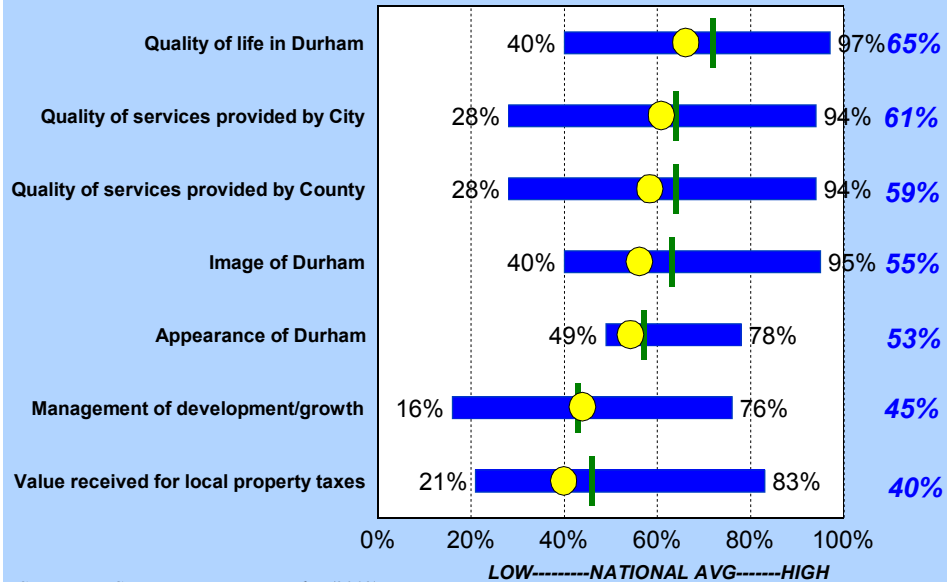
Source: ETC Institute DirectionFinder (2019)

## Perceptions of the Community

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



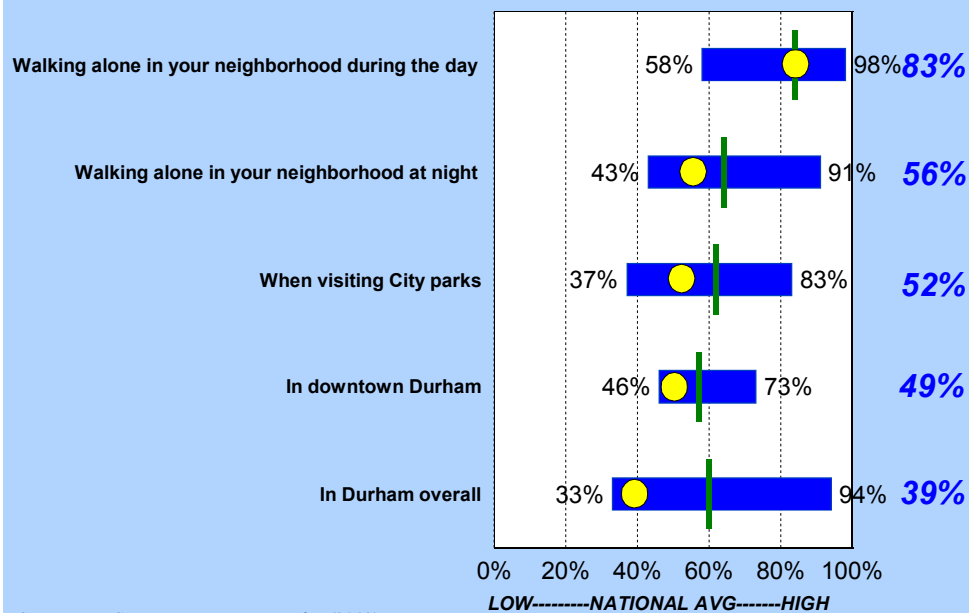
Source: ETC Institute DirectionFinder (2019)

## Feeling of Safety in the Community

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



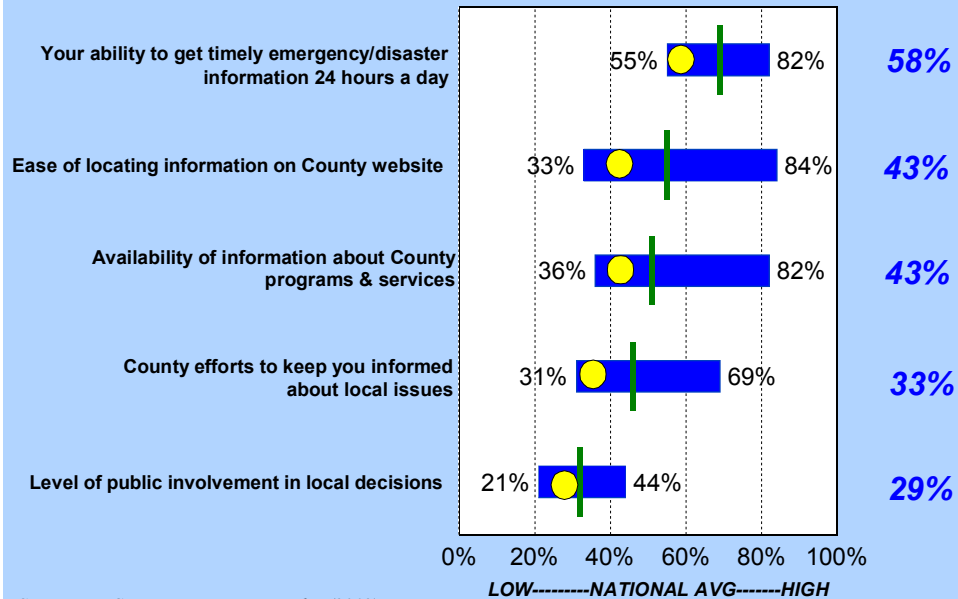
Source: ETC Institute DirectionFinder (2019)

## Overall Satisfaction with County Communication

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



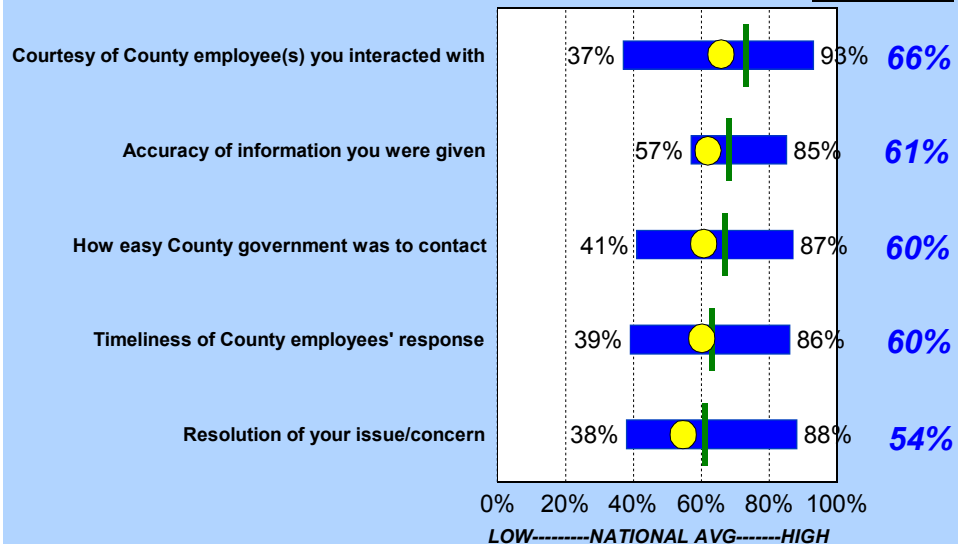
Source: ETC Institute DirectionFinder (2019)

## Satisfaction with Customer Service from County Employees

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



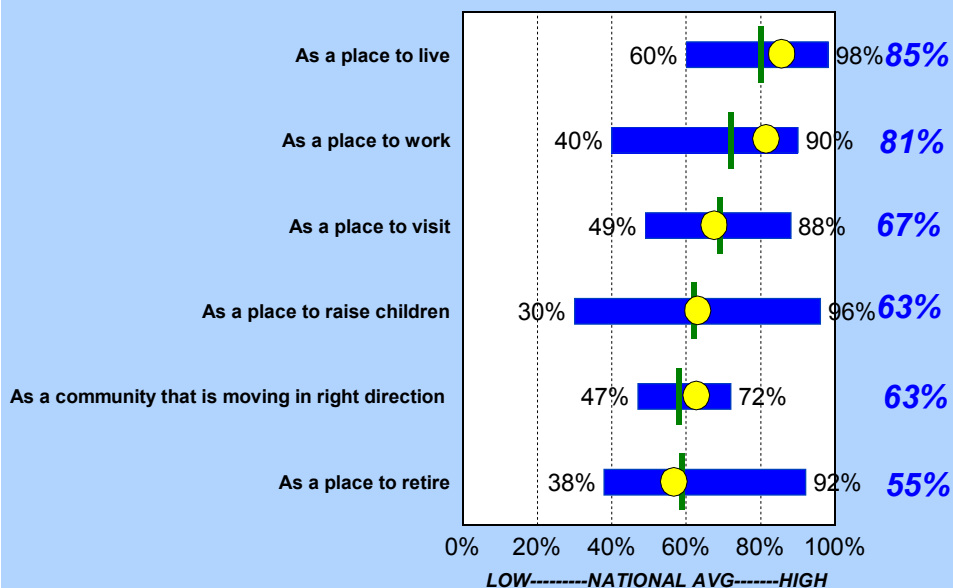
Source: ETC Institute DirectionFinder (2019)

## Overall Ratings of the Community - 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● **Durham, NC**



Source: ETC Institute DirectionFinder (2019)

## **Section 4**

### ***Tabular Data***

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

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q1-1. Overall quality of police protection	13.2%	42.4%	22.9%	7.4%	3.3%	10.8%
Q1-2. Overall quality of sheriff protection	13.4%	34.8%	26.2%	5.4%	2.7%	17.5%
Q1-3. Overall quality of fire & life safety programming	20.7%	41.9%	16.4%	1.6%	0.7%	18.6%
Q1-4. Response time for fire services	18.3%	27.0%	14.8%	1.3%	0.6%	38.0%
Q1-5. Overall quality of EMS services	19.9%	29.5%	14.6%	0.9%	0.5%	34.7%
Q1-6. Response time for EMS services	18.0%	27.9%	14.1%	2.5%	1.0%	36.5%
Q1-7. Overall maintenance of City streets	3.8%	24.8%	25.1%	29.2%	14.2%	2.9%
Q1-8. Overall ease of travel within Durham	6.7%	31.4%	28.4%	22.7%	7.4%	3.4%
Q1-9. Overall quality of public transit system (GoDurham)	4.8%	12.6%	23.0%	11.3%	5.5%	42.8%
Q1-10. Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	6.6%	21.6%	22.8%	18.6%	7.1%	23.3%
Q1-11. Overall quality of pedestrian facilities (e.g. sidewalks)	6.3%	26.7%	24.9%	22.1%	9.6%	10.5%
Q1-12. Overall quality of water & sewer utilities	13.5%	42.9%	19.0%	8.3%	3.9%	12.4%

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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q1-13. Overall enforcement of codes & ordinances	6.0%	28.9%	30.9%	9.4%	4.5%	20.2%
Q1-14. Overall quality of customer service you receive from City employees	11.6%	38.2%	22.4%	7.7%	2.9%	17.0%
Q1-15. Overall quality of customer service you receive from County employees	11.0%	38.2%	23.8%	5.5%	2.5%	19.0%
Q1-16. Overall effectiveness of communication with the public	9.8%	38.8%	30.6%	9.6%	3.3%	7.8%
Q1-17. Overall quality of parks & recreation programs	11.4%	43.4%	23.5%	7.2%	2.0%	12.5%
Q1-18. Overall quality of library services & programs	25.6%	39.3%	14.8%	3.4%	1.5%	15.3%
Q1-19. Overall quality of services provided by Durham County Department of Social Services	6.1%	15.8%	19.7%	5.9%	3.2%	49.3%
Q1-20. Overall quality of public health services	6.0%	20.6%	23.9%	4.9%	2.0%	42.6%
Q1-21. Overall quality of tax administration services	5.8%	27.7%	30.4%	7.8%	3.3%	25.0%
Q1-22. Overall quality of public schools	3.9%	16.2%	19.2%	17.9%	12.4%	30.4%
Q1-23. Overall quality of charter schools	5.3%	13.7%	21.4%	5.9%	4.3%	49.4%
Q1-24. Overall quality of private schools	8.0%	16.5%	16.9%	2.3%	2.1%	54.2%



**WITHOUT "N/A"**

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

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	14.8%	47.5%	25.7%	8.2%	3.7%
Q1-2. Overall quality of sheriff protection	16.2%	42.2%	31.8%	6.5%	3.3%
Q1-3. Overall quality of fire & life safety programming	25.5%	51.5%	20.2%	2.0%	0.9%
Q1-4. Response time for fire services	29.4%	43.5%	23.9%	2.2%	1.0%
Q1-5. Overall quality of EMS services	30.4%	45.2%	22.3%	1.3%	0.8%
Q1-6. Response time for EMS services	28.4%	44.0%	22.2%	3.9%	1.5%
Q1-7. Overall maintenance of City streets	3.9%	25.5%	25.9%	30.1%	14.6%
Q1-8. Overall ease of travel within Durham	7.0%	32.5%	29.4%	23.5%	7.6%
Q1-9. Overall quality of public transit system (GoDurham)	8.4%	22.1%	40.3%	19.7%	9.6%
Q1-10. Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	8.6%	28.1%	29.7%	24.3%	9.3%
Q1-11. Overall quality of pedestrian facilities (e.g. sidewalks)	7.0%	29.9%	27.8%	24.7%	10.7%
Q1-12. Overall quality of water & sewer utilities	15.4%	49.0%	21.7%	9.5%	4.5%
Q1-13. Overall enforcement of codes & ordinances	7.5%	36.3%	38.7%	11.8%	5.7%
Q1-14. Overall quality of customer service you receive from City employees	14.0%	46.1%	27.0%	9.3%	3.5%
Q1-15. Overall quality of customer service you receive from County employees	13.6%	47.2%	29.3%	6.8%	3.0%

**WITHOUT "N/A"**

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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-16. Overall effectiveness of communication with the public	10.6%	42.2%	33.2%	10.4%	3.6%
Q1-17. Overall quality of parks & recreation programs	13.0%	49.6%	26.9%	8.3%	2.2%
Q1-18. Overall quality of library services & programs	30.2%	46.5%	17.5%	4.1%	1.7%
Q1-19. Overall quality of services provided by Durham County Department of Social Services	12.1%	31.2%	38.9%	11.6%	6.3%
Q1-20. Overall quality of public health services	10.5%	35.9%	41.7%	8.5%	3.4%
Q1-21. Overall quality of tax administration services	7.7%	36.9%	40.5%	10.5%	4.4%
Q1-22. Overall quality of public schools	5.6%	23.2%	27.6%	25.7%	17.8%
Q1-23. Overall quality of charter schools	10.4%	27.1%	42.4%	11.6%	8.5%
Q1-24. Overall quality of private schools	17.4%	36.1%	36.9%	5.1%	4.5%

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

Q2. Top choice	Number	Percent
Overall quality of police protection	143	17.5 %
Overall quality of sheriff protection	17	2.1 %
Overall quality of fire & life safety programming	5	0.6 %
Response time for fire services	3	0.4 %
Overall quality of EMS services	1	0.1 %
Response time for EMS services	5	0.6 %
Overall maintenance of City streets	131	16.1 %
Overall ease of travel within Durham	39	4.8 %
Overall quality of public transit system (GoDurham)	44	5.4 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	17	2.1 %
Overall quality of pedestrian facilities (e.g. sidewalks)	26	3.2 %
Overall quality of water & sewer utilities	16	2.0 %
Overall enforcement of codes & ordinances	7	0.9 %
Overall quality of customer service you receive from City employees	4	0.5 %
Overall quality of customer service you receive from County employees	2	0.2 %
Overall effectiveness of communication with the public	6	0.7 %
Overall quality of parks & recreation programs	10	1.2 %
Overall quality of library services & programs	1	0.1 %
Overall quality of services provided by Durham County Department of Social Services	9	1.1 %
Overall quality of public health services	4	0.5 %
Overall quality of tax administration services	6	0.7 %
Overall quality of public schools	226	27.7 %
Overall quality of charter schools	3	0.4 %
None chosen	91	11.2 %
Total	816	100.0 %

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

Q2. 2nd choice	Number	Percent
Overall quality of police protection	59	7.2 %
Overall quality of sheriff protection	44	5.4 %
Overall quality of fire & life safety programming	14	1.7 %
Response time for fire services	12	1.5 %
Overall quality of EMS services	13	1.6 %
Response time for EMS services	10	1.2 %
Overall maintenance of City streets	98	12.0 %
Overall ease of travel within Durham	81	9.9 %
Overall quality of public transit system (GoDurham)	48	5.9 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	42	5.1 %
Overall quality of pedestrian facilities (e.g. sidewalks)	51	6.3 %
Overall quality of water & sewer utilities	25	3.1 %
Overall enforcement of codes & ordinances	18	2.2 %
Overall quality of customer service you receive from City employees	13	1.6 %
Overall quality of customer service you receive from County employees	3	0.4 %
Overall effectiveness of communication with the public	16	2.0 %
Overall quality of parks & recreation programs	22	2.7 %
Overall quality of library services & programs	6	0.7 %
Overall quality of services provided by Durham County Department of Social Services	15	1.8 %
Overall quality of public health services	22	2.7 %
Overall quality of tax administration services	9	1.1 %
Overall quality of public schools	65	8.0 %
Overall quality of charter schools	13	1.6 %
None chosen	117	14.3 %
Total	816	100.0 %

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

Q2. 3rd choice	Number	Percent
Overall quality of police protection	63	7.7 %
Overall quality of sheriff protection	19	2.3 %
Overall quality of fire & life safety programming	16	2.0 %
Response time for fire services	4	0.5 %
Overall quality of EMS services	12	1.5 %
Response time for EMS services	11	1.3 %
Overall maintenance of City streets	81	9.9 %
Overall ease of travel within Durham	58	7.1 %
Overall quality of public transit system (GoDurham)	35	4.3 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	41	5.0 %
Overall quality of pedestrian facilities (e.g. sidewalks)	49	6.0 %
Overall quality of water & sewer utilities	22	2.7 %
Overall enforcement of codes & ordinances	22	2.7 %
Overall quality of customer service you receive from City employees	12	1.5 %
Overall quality of customer service you receive from County employees	5	0.6 %
Overall effectiveness of communication with the public	22	2.7 %
Overall quality of parks & recreation programs	40	4.9 %
Overall quality of library services & programs	14	1.7 %
Overall quality of services provided by Durham County Department of Social Services	25	3.1 %
Overall quality of public health services	21	2.6 %
Overall quality of tax administration services	11	1.3 %
Overall quality of public schools	69	8.5 %
Overall quality of charter schools	12	1.5 %
Overall quality of private schools	4	0.5 %
None chosen	148	18.1 %
Total	816	100.0 %

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

Q2. Sum of top 3 choices	Number	Percent
Overall quality of police protection	265	32.5 %
Overall quality of sheriff protection	80	9.8 %
Overall quality of fire & life safety programming	35	4.3 %
Response time for fire services	19	2.3 %
Overall quality of EMS services	26	3.2 %
Response time for EMS services	26	3.2 %
Overall maintenance of City streets	310	38.0 %
Overall ease of travel within Durham	178	21.8 %
Overall quality of public transit system (GoDurham)	127	15.6 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	100	12.3 %
Overall quality of pedestrian facilities (e.g. sidewalks)	126	15.4 %
Overall quality of water & sewer utilities	63	7.7 %
Overall enforcement of codes & ordinances	47	5.8 %
Overall quality of customer service you receive from City employees	29	3.6 %
Overall quality of customer service you receive from County employees	10	1.2 %
Overall effectiveness of communication with the public	44	5.4 %
Overall quality of parks & recreation programs	72	8.8 %
Overall quality of library services & programs	21	2.6 %
Overall quality of services provided by Durham County Department of Social Services	49	6.0 %
Overall quality of public health services	47	5.8 %
Overall quality of tax administration services	26	3.2 %
Overall quality of public schools	360	44.1 %
Overall quality of charter schools	28	3.4 %
Overall quality of private schools	4	0.5 %
None chosen	91	11.2 %
Total	2183	

**Q3. Several items that may influence your perception of Durham are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q3-1. Overall quality of services provided by City	7.7%	47.5%	26.6%	7.5%	1.8%	8.8%
Q3-2. Overall quality of services provided by County	6.9%	45.1%	28.4%	6.1%	2.2%	11.3%
Q3-3. Overall appearance of Durham	8.0%	43.3%	27.8%	15.0%	2.6%	3.4%
Q3-4. Overall management of development & growth	7.4%	35.2%	27.5%	18.5%	6.7%	4.8%
Q3-5. Overall image of Durham	10.8%	42.2%	23.5%	15.3%	5.4%	2.8%
Q3-6. Overall quality of life in Durham	14.1%	48.3%	21.2%	11.0%	1.6%	3.8%
Q3-7. Overall quality of life in your neighborhood	27.9%	45.6%	14.0%	6.5%	3.2%	2.8%
Q3-8. Overall value you receive for your local property taxes	7.6%	28.7%	29.7%	16.1%	8.8%	9.2%

**WITHOUT "N/A"**

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

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	8.5%	52.2%	29.2%	8.2%	2.0%
Q3-2. Overall quality of services provided by County	7.7%	50.8%	32.0%	6.9%	2.5%
Q3-3. Overall appearance of Durham	8.2%	44.8%	28.8%	15.5%	2.7%
Q3-4. Overall management of development & growth	7.7%	36.9%	28.8%	19.4%	7.1%
Q3-5. Overall image of Durham	11.1%	43.4%	24.2%	15.8%	5.5%
Q3-6. Overall quality of life in Durham	14.6%	50.2%	22.0%	11.5%	1.7%
Q3-7. Overall quality of life in your neighborhood	28.8%	46.9%	14.4%	6.7%	3.3%
Q3-8. Overall value you receive for your local property taxes	8.4%	31.6%	32.7%	17.7%	9.7%



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

Q4. What best describes the education status of children in your household	Number	Percent
My children are enrolled in Durham public schools	113	13.8 %
My children are enrolled in a charter school in Durham County	34	4.2 %
My children are enrolled in a private school in Durham County	29	3.6 %
My children go to school outside of Durham County	22	2.7 %
My children went to or graduated from Durham public schools	194	23.8 %
My children went to or graduated from a charter school in Durham County	26	3.2 %
My children went to or graduated from a private school in Durham County	41	5.0 %
My children went to or graduated from a school outside of Durham County	34	4.2 %
My children are homeschooled	12	1.5 %
<u>This question does not apply to me</u>	403	49.4 %
Total	908	

**WITHOUT "THIS QUESTION DOES NOT APPLY TO ME"****Q4. Which of the following best describes the education status of children in your household? (without "this question does not apply to me")**

Q4. What best describes the education status of children in your household	Number	Percent
My children are enrolled in Durham public schools	113	27.4 %
My children are enrolled in a charter school in Durham County	34	8.2 %
My children are enrolled in a private school in Durham County	29	7.0 %
My children go to school outside of Durham County	22	5.3 %
My children went to or graduated from Durham public schools	194	47.0 %
My children went to or graduated from a charter school in Durham County	26	6.3 %
My children went to or graduated from a private school in Durham County	40	9.7 %
My children went to or graduated from a school outside of Durham County	34	8.2 %
<u>My children are homeschooled</u>	12	2.9 %
Total	504	

**Q5. Durham Public Schools. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree", please rate your level of agreement with the following statements about Durham Public Schools.**

(N=816)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A
Q5-1. Manages education budget well	1.7%	9.9%	20.8%	18.0%	7.5%	42.0%
Q5-2. Attracts high quality teachers	2.5%	10.7%	20.5%	20.5%	8.9%	37.0%
Q5-3. Is transparent about education-related decision making	1.3%	9.4%	24.0%	16.4%	7.5%	41.3%
Q5-4. Encourages community involvement in education-related decision making	2.9%	13.4%	23.5%	14.5%	6.4%	39.3%
Q5-5. Ensures quality education for students	2.9%	10.3%	19.0%	19.6%	11.2%	37.0%
Q5-6. Has effective leadership in K-12 education	2.1%	10.7%	21.6%	16.9%	9.2%	39.6%

**WITHOUT "N/A"**

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

(N=816)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. Manages education budget well	3.0%	17.1%	35.9%	31.1%	12.9%
Q5-2. Attracts high quality teachers	3.9%	16.9%	32.5%	32.5%	14.2%
Q5-3. Is transparent about education-related decision making	2.3%	16.1%	40.9%	28.0%	12.7%
Q5-4. Encourages community involvement in education-related decision making	4.8%	22.0%	38.8%	23.8%	10.5%
Q5-5. Ensures quality education for students	4.7%	16.3%	30.2%	31.1%	17.7%
Q5-6. Has effective leadership in K-12 education	3.4%	17.6%	35.7%	28.0%	15.2%

**Q6. Public Safety. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe", please rate how safe you feel in the following situations.**

(N=816)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	N/A
Q6-1. When walking alone in your neighborhood during the day	42.2%	39.5%	9.3%	5.4%	1.8%	1.8%
Q6-2. When walking alone in your neighborhood at night	16.2%	37.5%	19.2%	16.2%	7.0%	3.9%
Q6-3. In downtown Durham	9.9%	36.8%	25.1%	17.3%	5.5%	5.4%
Q6-4. In Durham overall	5.0%	32.8%	34.9%	17.8%	5.8%	3.7%
Q6-5. When using City recreation centers	8.1%	28.8%	21.9%	9.8%	2.3%	29.0%
Q6-6. When visiting City parks	8.5%	34.7%	24.8%	12.6%	3.1%	16.4%

**WITHOUT "N/A"**

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

(N=816)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. When walking alone in your neighborhood during the day	42.9%	40.2%	9.5%	5.5%	1.9%
Q6-2. When walking alone in your neighborhood at night	16.8%	39.0%	20.0%	16.8%	7.3%
Q6-3. In downtown Durham	10.5%	38.9%	26.6%	18.3%	5.8%
Q6-4. In Durham overall	5.2%	34.1%	36.3%	18.4%	6.0%
Q6-5. When using City recreation centers	11.4%	40.6%	30.9%	13.8%	3.3%
Q6-6. When visiting City parks	10.1%	41.5%	29.6%	15.1%	3.7%

**Q7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", please rate how you feel with regard to the following aspects of Law Enforcement and the Criminal Justice System.**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q7-1. Overall police relationship with your community	10.5%	40.2%	24.8%	9.8%	3.4%	11.3%
Q7-2. Overall Sheriff's Office relationship with your community	9.1%	32.4%	27.2%	8.1%	4.5%	18.8%
Q7-3. Animal control services	7.4%	25.6%	27.6%	6.6%	3.1%	29.8%
Q7-4. Enforcement of traffic safety laws	6.4%	31.5%	30.9%	12.1%	7.1%	12.0%
Q7-5. Local court system	4.9%	22.8%	28.3%	6.9%	4.7%	32.5%

**WITHOUT "N/A"**

**Q7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", please rate how you feel with regard to the following aspects of Law Enforcement and the Criminal Justice System. (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall police relationship with your community	11.9%	45.3%	27.9%	11.0%	3.9%
Q7-2. Overall Sheriff's Office relationship with your community	11.2%	39.8%	33.5%	10.0%	5.6%
Q7-3. Animal control services	10.5%	36.5%	39.3%	9.4%	4.4%
Q7-4. Enforcement of traffic safety laws	7.2%	35.8%	35.1%	13.8%	8.1%
Q7-5. Local court system	7.3%	33.8%	41.9%	10.2%	6.9%

**Q8. Affordable Housing. How satisfied are you with the availability of affordable housing?**

Q8. How satisfied are you with the availability of affordable housing	Number	Percent
Very satisfied	46	5.6 %
Satisfied	121	14.8 %
Neutral	155	19.0 %
Dissatisfied	178	21.8 %
Very dissatisfied	130	15.9 %
N/A	186	22.8 %
Total	816	100.0 %

**WITHOUT "N/A"****Q8. Affordable Housing. How satisfied are you with the availability of affordable housing? (without "N/A")**

Q8. How satisfied are you with the availability of affordable housing	Number	Percent
Very satisfied	46	7.3 %
Satisfied	121	19.2 %
Neutral	155	24.6 %
Dissatisfied	178	28.3 %
Very dissatisfied	130	20.6 %
Total	630	100.0 %

**Q9. Please answer the following questions by circling either "Yes" or "No."**

(N=816)

	Yes	No	Not provided
Q9-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	31.4%	63.8%	4.8%
Q9-2. Are you able to find housing you can afford in Durham	69.6%	21.1%	9.3%
Q9-3. Do you have major home repairs that impact your quality of life or that you have put off because of lack of resources	29.8%	63.4%	6.9%

**WITHOUT "NOT PROVIDED"****Q9. Please answer the following questions by circling either "Yes" or "No." (without "not provided")**

(N=816)

	Yes	No
Q9-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	32.9%	67.1%
Q9-2. Are you able to find housing you can afford in Durham	76.8%	23.2%
Q9-3. Do you have major home repairs that impact your quality of life or that you have put off because of lack of resources	32.0%	68.0%

**Q10(1-6). Parks, Recreation, and Open Space. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-1. Greenways & trails	9.7%	40.8%	22.8%	9.7%	2.1%	15.0%
Q10-2. Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	5.1%	29.8%	23.8%	12.4%	2.1%	26.8%
Q10-3. Variety of City recreation opportunities	6.6%	32.7%	26.5%	12.6%	2.2%	19.4%
Q10-4. Customer service provided by City's Parks & Recreation staff	6.4%	25.5%	25.6%	5.3%	1.5%	35.8%
Q10-5. Length of your commute to your desired recreation amenities	10.2%	34.9%	21.9%	10.0%	2.5%	20.5%
Q10-6. Public art	9.7%	28.3%	29.5%	10.0%	2.1%	20.3%



**WITHOUT "N/A"**

**Q10(1-6). Parks, Recreation, and Open Space. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Greenways & trails	11.4%	48.0%	26.8%	11.4%	2.4%
Q10-2. Outdoor athletic fields & courts (e. g. baseball, soccer, futsal, tennis)	7.0%	40.7%	32.5%	16.9%	2.8%
Q10-3. Variety of City recreation opportunities	8.2%	40.6%	32.8%	15.7%	2.7%
Q10-4. Customer service provided by City's Parks & Recreation staff	9.9%	39.7%	39.9%	8.2%	2.3%
Q10-5. Length of your commute to your desired recreation amenities	12.8%	43.9%	27.6%	12.6%	3.1%
Q10-6. Public art	12.2%	35.5%	37.1%	12.6%	2.6%

**Q10(7-10). Parks, Recreation, and Open Space. Please rate your satisfaction with Recreation Programs provided by City on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-7. Aquatic programs	4.2%	18.4%	21.7%	11.0%	2.8%	41.9%
Q10-8. Athletic programs	3.8%	19.5%	25.9%	6.7%	1.8%	42.3%
Q10-9. Recreation center programs	4.7%	21.9%	22.7%	6.9%	2.2%	41.7%
Q10-10. Cultural programming (e.g. events, concerts, festivals)	11.4%	37.4%	22.3%	5.6%	2.5%	20.8%

**WITHOUT "N/A"**

**Q10(7-10). Parks, Recreation, and Open Space. Please rate your satisfaction with Recreation Programs provided by City on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-7. Aquatic programs	7.2%	31.6%	37.3%	19.0%	4.9%
Q10-8. Athletic programs	6.6%	33.8%	44.8%	11.7%	3.2%
Q10-9. Recreation center programs	8.0%	37.6%	38.9%	11.8%	3.8%
Q10-10. Cultural programming (e.g. events, concerts, festivals)	14.4%	47.2%	28.2%	7.1%	3.1%

**Q11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?**

Q11. Top choice	Number	Percent
Greenways & trails	182	22.3 %
Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	94	11.5 %
Variety of City recreation opportunities	75	9.2 %
Customer service provided by City's Parks & Recreation staff	8	1.0 %
Length of your commute to your desired recreation amenities	21	2.6 %
Public art	33	4.0 %
Aquatic programs	48	5.9 %
Athletic programs	20	2.5 %
Recreation center programs	35	4.3 %
Cultural programming (e.g. events, concerts, festivals)	74	9.1 %
None chosen	226	27.7 %
Total	816	100.0 %

**Q11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?**

Q11. 2nd choice	Number	Percent
Greenways & trails	87	10.7 %
Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	65	8.0 %
Variety of City recreation opportunities	96	11.8 %
Customer service provided by City's Parks & Recreation staff	27	3.3 %
Length of your commute to your desired recreation amenities	36	4.4 %
Public art	55	6.7 %
Aquatic programs	32	3.9 %
Athletic programs	35	4.3 %
Recreation center programs	53	6.5 %
Cultural programming (e.g. events, concerts, festivals)	86	10.5 %
None chosen	244	29.9 %
Total	816	100.0 %

**Q11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years? (top 2)**

Q11. Sum of top 2 choices	Number	Percent
Greenways & trails	269	33.0 %
Outdoor athletic fields & courts (e.g. baseball, soccer, futsal, tennis)	159	19.5 %
Variety of City recreation opportunities	171	21.0 %
Customer service provided by City's Parks & Recreation staff	35	4.3 %
Length of your commute to your desired recreation amenities	57	7.0 %
Public art	88	10.8 %
Aquatic programs	80	9.8 %
Athletic programs	55	6.7 %
Recreation center programs	88	10.8 %
Cultural programming (e.g. events, concerts, festivals)	160	19.6 %
None chosen	226	27.7 %
Total	1388	

**Q12. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied".**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q12-1. Condition of streets in your neighborhood	11.0%	37.9%	14.5%	21.3%	11.9%	3.4%
Q12-2. Condition of sidewalks in your neighborhood	6.3%	24.5%	13.1%	19.2%	13.1%	23.8%
Q12-3. Condition of bicycle facilities (e.g. bike lanes, bike parking)	4.9%	17.8%	21.9%	18.0%	10.0%	27.3%
Q12-4. Appearance of landscaping on right of ways, along streets, & in public areas	6.1%	32.0%	29.3%	16.9%	9.1%	6.6%
Q12-5. Condition of parks & open space	5.8%	37.4%	28.2%	12.0%	3.9%	12.7%
Q12-6. Condition of recreation centers & facilities	4.8%	26.5%	27.3%	9.3%	2.6%	29.5%
Q12-7. Overall appearance of major entryways to downtown Durham	4.2%	33.8%	33.3%	15.8%	5.8%	7.1%
Q12-8. Condition of public school facilities	2.2%	14.2%	22.1%	18.5%	7.2%	35.8%
Q12-9. Condition of trails & greenways	4.5%	37.6%	27.6%	8.5%	3.2%	18.6%
Q12-10. Condition of public art	5.8%	33.3%	28.3%	7.0%	3.1%	22.5%
Q12-11. Condition of aquatic facilities	2.6%	17.2%	22.4%	9.3%	3.4%	45.1%
Q12-12. Condition of parking	3.4%	25.0%	26.1%	22.8%	11.9%	10.8%

**WITHOUT "N/A"**

**Q12. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied". (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Condition of streets in your neighborhood	11.4%	39.2%	15.0%	22.1%	12.3%
Q12-2. Condition of sidewalks in your neighborhood	8.2%	32.2%	17.2%	25.2%	17.2%
Q12-3. Condition of bicycle facilities (e.g. bike lanes, bike parking)	6.7%	24.5%	30.2%	24.8%	13.8%
Q12-4. Appearance of landscaping on right of ways, along streets, & in public areas	6.6%	34.3%	31.4%	18.1%	9.7%
Q12-5. Condition of parks & open space	6.6%	42.8%	32.3%	13.8%	4.5%
Q12-6. Condition of recreation centers & facilities	6.8%	37.6%	38.8%	13.2%	3.7%
Q12-7. Overall appearance of major entryways to downtown Durham	4.5%	36.4%	35.9%	17.0%	6.2%
Q12-8. Condition of public school facilities	3.4%	22.1%	34.4%	28.8%	11.3%
Q12-9. Condition of trails & greenways	5.6%	46.2%	33.9%	10.4%	3.9%
Q12-10. Condition of public art	7.4%	43.0%	36.6%	9.0%	4.0%
Q12-11. Condition of aquatic facilities	4.7%	31.3%	40.8%	17.0%	6.3%
Q12-12. Condition of parking	3.8%	28.0%	29.3%	25.5%	13.3%

**Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for?**

Q13. Top choice	Number	Percent
Condition of streets in your neighborhood	153	18.8 %
Condition of sidewalks in your neighborhood	77	9.4 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	33	4.0 %
Appearance of landscaping on right of ways, along streets, & in public areas	25	3.1 %
Condition of parks & open space	25	3.1 %
Condition of recreation centers & facilities	4	0.5 %
Overall appearance of major entryways to downtown Durham	20	2.5 %
Condition of public school facilities	129	15.8 %
Condition of trails & greenways	14	1.7 %
Condition of public art	4	0.5 %
Condition of aquatic facilities	15	1.8 %
Condition of parking	53	6.5 %
None. Would not pay higher taxes for any of these	264	32.4 %
Total	816	100.0 %

**Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for?**

Q13. 2nd choice	Number	Percent
Condition of streets in your neighborhood	77	9.4 %
Condition of sidewalks in your neighborhood	97	11.9 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	48	5.9 %
Appearance of landscaping on right of ways, along streets, & in public areas	40	4.9 %
Condition of parks & open space	55	6.7 %
Condition of recreation centers & facilities	19	2.3 %
Overall appearance of major entryways to downtown Durham	27	3.3 %
Condition of public school facilities	47	5.8 %
Condition of trails & greenways	39	4.8 %
Condition of public art	7	0.9 %
Condition of aquatic facilities	12	1.5 %
Condition of parking	48	5.9 %
None. Would not pay higher taxes for any of these	300	36.8 %
Total	816	100.0 %

**Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for?**

Q13. 3rd choice	Number	Percent
Condition of streets in your neighborhood	28	3.4 %
Condition of sidewalks in your neighborhood	42	5.1 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	33	4.0 %
Appearance of landscaping on right of ways, along streets, & in public areas	42	5.1 %
Condition of parks & open space	51	6.3 %
Condition of recreation centers & facilities	35	4.3 %
Overall appearance of major entryways to downtown Durham	45	5.5 %
Condition of public school facilities	46	5.6 %
Condition of trails & greenways	44	5.4 %
Condition of public art	13	1.6 %
Condition of aquatic facilities	14	1.7 %
Condition of parking	63	7.7 %
None. Would not pay higher taxes for any of these	360	44.1 %
Total	816	100.0 %

**Q13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancement for? (top 3)**

Q13. Sum of top 3 choices	Number	Percent
Condition of streets in your neighborhood	258	31.6 %
Condition of sidewalks in your neighborhood	216	26.5 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	114	14.0 %
Appearance of landscaping on right of ways, along streets, & in public areas	107	13.1 %
Condition of parks & open space	131	16.1 %
Condition of recreation centers & facilities	58	7.1 %
Overall appearance of major entryways to downtown Durham	92	11.3 %
Condition of public school facilities	222	27.2 %
Condition of trails & greenways	97	11.9 %
Condition of public art	24	2.9 %
Condition of aquatic facilities	41	5.0 %
Condition of parking	164	20.1 %
None. Would not pay higher taxes for any of these	264	32.4 %
Total	1788	



**Q14. Which of the following is your primary reason for not using GoDurham more often during the past year?**

Q14. What is your primary reason for not using GoDurham more often during past year

	Number	Percent
Does not serve where you live or need to go	185	22.7 %
Buses do not come frequently enough	59	7.2 %
Services are not provided during days & hours I would use them	15	1.8 %
I don't need service/prefer to drive	478	58.6 %
Other	43	5.3 %
Not provided	36	4.4 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q14. Which of the following is your primary reason for not using GoDurham more often during the past year? (without "not provided")**

Q14. What is your primary reason for not using GoDurham more often during past year

	Number	Percent
Does not serve where you live or need to go	185	23.7 %
Buses do not come frequently enough	59	7.6 %
Services are not provided during days & hours I would use them	15	1.9 %
I don't need service/prefer to drive	478	61.3 %
Other	43	5.5 %
Total	780	100.0 %

**Q14-5. Other**

Q14-5. Other	Number	Percent
Safety	3	7.1 %
Not safe	2	4.8 %
Routes take a long time	1	2.4 %
There are no good routes for certain areas	1	2.4 %
I'm close enough to my employment that the service isn't necessary	1	2.4 %
Lack of sidewalks to feel safe walking to and from bus stops	1	2.4 %
Not close to a bus stop	1	2.4 %
Prefer to drive (hybrid vehicle) and public transport is not convenient	1	2.4 %
Length of time to reach desitination	1	2.4 %
Need better commuter transportation from Durham to Raleigh	1	2.4 %
Not well educated on GoDurham	1	2.4 %
Need cash to ride and time commitment required is not convenient	1	2.4 %
Commute by car 20 minutes, by bus 2 hours	1	2.4 %
No sidewalks to walk to bus stop and is a dangerous road	1	2.4 %
GREAT JOB DRIVE SOMETIMES	1	2.4 %
I USE IT A LOT	1	2.4 %
CONCERNED THAT BULL CITY CONNECTOR WILL BE DISCONTINUED	1	2.4 %
JOB CHANGE	1	2.4 %
The bus stops just aren't convenient enough	1	2.4 %
TOO EXPENSIVE AND TAKES WAY TOO LONG	1	2.4 %
Disability paperwork	1	2.4 %
Homeless people harass me and make me feel unsafe	1	2.4 %
Too time consuming	1	2.4 %
Expense and longer commuting time	1	2.4 %
TAKES TOO LONG	1	2.4 %
Unsafe and dirty	1	2.4 %
I don't feel safe walking alone in the dark in my neighborhood	1	2.4 %
CRIME	1	2.4 %
NEED BENCHES IN MY AREA WHEN SENIORS COULD SIT A WHILE WAITING	1	2.4 %
NEDD BUS STOP INFO FROM WHERE I LIVE	1	2.4 %
No service where I live have to walk along way to bus stop	1	2.4 %
Walk	1	2.4 %
Live near major city street, no bus	1	2.4 %
NO SERVICE	1	2.4 %
WALK OR DRIVE WHERE I NEED TO GO	1	2.4 %
IT TAKES 45 MINUTES TO GET TO CLOSEST ROUTE	1	2.4 %

**Q14-5. Other**

<u>Q14-5. Other</u>	<u>Number</u>	<u>Percent</u>
I LIKE RIDING SOMETIMES	1	2.4 %
IT TAKES TOO LONG, WALKING IS FASTER	1	2.4 %
NO SIDEWALKS TO REACH BUS STOPS	1	2.4 %
Total	42	100.0 %

**Q15. Multi-Modal Transportation. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q15-1. Ease of travel by walking	5.8%	25.4%	21.4%	21.3%	10.7%	15.4%
Q15-2. Ease of travel by driving	11.2%	47.3%	20.5%	12.6%	2.9%	5.5%
Q15-3. Ease of travel by biking	3.2%	12.5%	21.0%	18.9%	7.6%	36.9%
Q15-4. Safety when driving around Durham	7.7%	41.4%	26.8%	13.4%	3.8%	6.9%
Q15-5. Ease of travel by bus (GoDurham)	1.8%	6.4%	16.2%	9.9%	6.3%	59.4%
Q15-6. Location of downtown parking facilities	5.9%	25.9%	25.0%	23.0%	9.4%	10.8%
Q15-7. Quality of downtown parking facilities	5.4%	27.3%	29.5%	18.5%	8.7%	10.5%
Q15-8. Ability in your neighborhood to run, walk, bike, & exercise outdoors	18.5%	35.0%	16.2%	11.3%	8.8%	10.2%
Q15-9. Number of bike lanes in your community	4.7%	12.6%	16.8%	20.1%	15.3%	30.5%

**WITHOUT "N/A"**

**Q15. Multi-Modal Transportation. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Ease of travel by walking	6.8%	30.0%	25.4%	25.2%	12.6%
Q15-2. Ease of travel by driving	11.8%	50.1%	21.7%	13.4%	3.1%
Q15-3. Ease of travel by biking	5.0%	19.8%	33.2%	29.9%	12.0%
Q15-4. Safety when driving around Durham	8.3%	44.5%	28.8%	14.3%	4.1%
Q15-5. Ease of travel by bus (GoDurham)	4.5%	15.7%	39.9%	24.5%	15.4%
Q15-6. Location of downtown parking facilities	6.6%	29.0%	28.0%	25.8%	10.6%
Q15-7. Quality of downtown parking facilities	6.0%	30.5%	33.0%	20.7%	9.7%
Q15-8. Ability in your neighborhood to run, walk, bike, & exercise outdoors	20.6%	39.0%	18.0%	12.6%	9.8%
Q15-9. Number of bike lanes in your community	6.7%	18.2%	24.2%	28.9%	22.0%

**Q16. Solid Waste and Utility Services. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q16-1. Solid waste collection services	23.5%	43.1%	10.3%	4.5%	3.6%	15.0%
Q16-2. Curbside recycling services	24.6%	42.2%	8.9%	7.2%	3.3%	13.7%
Q16-3. Yard waste (leaves/ tree limbs) collection services for subscriber members	13.1%	25.6%	10.9%	6.7%	4.2%	39.5%
Q16-4. City Waste Disposal & Recycling Center (2115 East Club)	9.3%	28.3%	16.8%	3.4%	2.5%	39.7%
Q16-5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	8.3%	21.0%	15.9%	2.9%	1.8%	50.0%
Q16-6. Quality of drinking water	16.4%	37.5%	17.6%	9.1%	5.5%	13.8%
Q16-7. Sewer services	13.0%	41.7%	19.5%	4.0%	2.6%	19.2%
Q16-8. Stream & lake protection	6.0%	28.2%	28.7%	9.4%	5.1%	22.5%

**WITHOUT "N/A"**

**Q16. Solid Waste and Utility Services. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Solid waste collection services	27.7%	50.7%	12.1%	5.3%	4.2%
Q16-2. Curbside recycling services	28.6%	48.9%	10.4%	8.4%	3.8%
Q16-3. Yard waste (leaves/tree limbs) collection services for subscriber members	21.7%	42.3%	18.0%	11.1%	6.9%
Q16-4. City Waste Disposal & Recycling Center (2115 East Club)	15.4%	47.0%	27.8%	5.7%	4.1%
Q16-5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	16.7%	41.9%	31.9%	5.9%	3.7%
Q16-6. Quality of drinking water	19.1%	43.5%	20.5%	10.5%	6.4%
Q16-7. Sewer services	16.1%	51.6%	24.1%	5.0%	3.2%
Q16-8. Stream & lake protection	7.8%	36.4%	37.0%	12.2%	6.6%

**Q17. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements.**

(N=816)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A
Q17-1. I would like more single-family housing in my neighborhood	13.4%	17.0%	24.8%	16.4%	11.3%	17.2%
Q17-2. I would like more small-scale multifamily housing (e.g. duplexes, triplexes) in my neighborhood	6.5%	9.7%	16.5%	25.6%	28.7%	13.0%
Q17-3. I would like to have accessory dwelling units (also known as granny flats) in my neighborhood	7.2%	14.0%	19.4%	18.6%	22.7%	18.1%
Q17-4. I would like to have more affordable housing options for low-income households in my neighborhood	13.0%	16.9%	17.8%	14.2%	26.0%	12.1%
Q17-5. I would like more small-scale commercial development near my neighborhood (e.g. convenience stores, small grocery stores)	15.6%	21.1%	15.4%	16.8%	21.0%	10.2%
Q17-6. I would like trees to be preserved in my neighborhood	47.9%	26.5%	10.9%	3.8%	2.5%	8.5%
Q17-7. I would like more street parking in my neighborhood	7.8%	10.3%	20.8%	25.2%	17.4%	18.4%



**WITHOUT "N/A"**

**Q17. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with the following statements. (without "N/A")**

(N=816)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. I would like more single-family housing in my neighborhood	16.1%	20.6%	29.9%	19.8%	13.6%
Q17-2. I would like more small-scale multifamily housing (e.g. duplexes, triplexes) in my neighborhood	7.5%	11.1%	19.0%	29.4%	33.0%
Q17-3. I would like to have accessory dwelling units (also known as granny flats) in my neighborhood	8.8%	17.1%	23.7%	22.8%	27.7%
Q17-4. I would like to have more affordable housing options for low-income households in my neighborhood	14.8%	19.2%	20.2%	16.2%	29.6%
Q17-5. I would like more small-scale commercial development near my neighborhood (e.g. convenience stores, small grocery stores)	17.3%	23.5%	17.2%	18.7%	23.3%
Q17-6. I would like trees to be preserved in my neighborhood	52.3%	28.9%	11.9%	4.1%	2.7%
Q17-7. I would like more street parking in my neighborhood	9.6%	12.6%	25.5%	30.9%	21.3%

**Q18. Please rank the importance of the following planning goals, where 1 is "most important" and 5 is "least important."**

(N=816)

	Most important	2	3	4	Least important
Q18-1. There should be an adequate supply of and variety of affordable options for housing in Durham	39.6%	16.0%	15.2%	18.1%	11.0%
Q18-2. Durham should protect & expand its tree canopy	14.2%	27.9%	29.1%	18.8%	10.0%
Q18-3. Congestion & traffic should be kept to a minimum	25.3%	34.0%	25.2%	13.8%	1.7%
Q18-4. Character of my neighborhood should remain the same	18.8%	17.4%	22.4%	32.1%	9.3%
Q18-5. Other	31.3%	13.4%	15.7%	17.2%	22.4%

**Q18-5. Other**

Q18-5. Other	Number	Percent
STREET MAINTENANCE	2	1.5 %
Safety	2	1.5 %
Crime	2	1.5 %
More sidewalks and enforcement of neighborhood speed limits	1	0.8 %
More concentrated living	1	0.8 %
Please pave Enfield Drive	1	0.8 %
Northern Durham County should remain rural	1	0.8 %
More greenway developments are needed in East Durham	1	0.8 %
Providing low-cost and convenient public transportation around Durham	1	0.8 %
Environmental awareness	1	0.8 %
Image of Durham as a place to live, educate and raise a family is tarnished	1	0.8 %
Remove common area to prevent damages and deaths	1	0.8 %
Beautification of parks	1	0.8 %
Remove the speed bumps	1	0.8 %
All residents be re-educated on what a passing lane is for on the highway	1	0.8 %
No more group homes	1	0.8 %
Improve the streets, paving, addressing pot holes, etc.	1	0.8 %
Nighttime safety	1	0.8 %
Sidewalks	1	0.8 %
Traffic congestion has become a very real problem in Durham	1	0.8 %
Free street parking in my neighborhood	1	0.8 %
Festival planning	1	0.8 %
Protection from illegal immigrants	1	0.8 %
Street parking	1	0.8 %
Major investments in school quality are needed	1	0.8 %
Street lights for safety	1	0.8 %
Side streets should be paved	1	0.8 %
Water sheds should be protected from excessive nitrogen/phosphorous	1	0.8 %
Expansion	1	0.8 %
Fix the streets	1	0.8 %
Create density in higher-income neighborhoods or adjacent non-residential areas	1	0.8 %
City beautification via code enforcement	1	0.8 %
Connect bike paths, extend them	1	0.8 %
More east west trails	1	0.8 %
No more loading docks adjacent to apartment complexes	1	0.8 %
More lights & safe streets in Durham	1	0.8 %
More land/property should be used for development/maintenance of single family homes	1	0.8 %

**Q18-5. Other**

Q18-5. Other	Number	Percent
Durham ON A WHOLE looks raggedy and unkempt	1	0.8 %
WE NEED MORE BETTER SCHOOLS	1	0.8 %
Overall appearance of the streets need work	1	0.8 %
IT SHOULD BE EASIER TO GET AROUND WITHOUT AN AUTOMOBILE	1	0.8 %
PROTECT OPEN SPACE	1	0.8 %
Traffic law enforcement	1	0.8 %
POLICE PROTECTION AND SECURITY	1	0.8 %
Affordable senior housing	1	0.8 %
Increase ease of getting around by walking/bicycling	1	0.8 %
Expansion of sewer/water services in County	1	0.8 %
Stop begging at intersections	1	0.8 %
Protect water resources	1	0.8 %
Less bike lanes, more sidewalks	1	0.8 %
Reduce dependence on fossil fuels and reduce/reverse/ recycle initiatives	1	0.8 %
Durham should protect ALL monuments	1	0.8 %
Public funds should not be used for private for profit projects	1	0.8 %
Clear cutting trees to introduce neighborhoods of apartment complexes/condos	1	0.8 %
STOP BRINGING IN YUPPY HIPSTERS	1	0.8 %
PAVE GRAVEL STREET IN MY NEIGHBORHOOD	1	0.8 %
More job opportunities for residents of Durham	1	0.8 %
Stronger law enforcement who enforce all laws equally	1	0.8 %
More street lamps and lighting	1	0.8 %
LESS EMPHASIS ON BIKE LANES THAT SLOW DOWN AUTO TRAFFIC	1	0.8 %
IMPROVE CHARACTER OF MY NEIGHBORHOOD	1	0.8 %
INSTALL AN EFFECTIVE LIGHT TOUCH CRIMINAL JUSTICE SYSTEM	1	0.8 %
Durham should be walkable and bikeable safely	1	0.8 %
Improve schools	1	0.8 %
BEAUTIFY SHARED SPACES	1	0.8 %
DURHAM NEEDS MORE BIKE LANES OR SIDEWALKS	1	0.8 %
MORE HOUSING AND QUALITY SCHOOLS FOR MIDDLE INCOME FAMILIES	1	0.8 %
EXPAND WALKWAY/BIKE LANES	1	0.8 %
COUNTY RESIDENTS NEED ACCESS TO SERVICES	1	0.8 %
GET RID OF DEER/MORE HUNTING	1	0.8 %
ZERO GROWTH INITIATIVE	1	0.8 %
North Durham needs a lot more restaurants, retail and grocery	1	0.8 %
Public safety	1	0.8 %

**Q18-5. Other**

Q18-5. Other	Number	Percent
Improve public transportation buses	1	0.8 %
Park protection	1	0.8 %
Durham freeway needs 4 lanes each from downtown to rpt	1	0.8 %
TREE MAINTENANCE	1	0.8 %
PLAN FOR HOMELESS AND PANHANDLERS TO PROVIDE HELP	1	0.8 %
Improve public safety	1	0.8 %
Affordable housing in city	1	0.8 %
PROVIDE QUALITY STREETS AND SIDEWALKS	1	0.8 %
Northern High School rebuilding (new school)	1	0.8 %
Stop allowing all the used car lots that kick up east durham nc 98 and us 70	1	0.8 %
I CAN'T PAY MY STUDENT LOANS	1	0.8 %
Every street that crosses a freeway should have a marked bike lanes	1	0.8 %
Downtown Durham train quiet zone	1	0.8 %
More sidewalks	1	0.8 %
AFFORDABLE PRICES	1	0.8 %
County dog parks and parlors	1	0.8 %
DURHAM SHOULD BE MORE BICYCLE FRIENDLY	1	0.8 %
Providing for low income residents	1	0.8 %
Don't compromise quantity for quality	1	0.8 %
Change will come whether we like it or not, except racism seems never change	1	0.8 %
Pedestrian accessibility	1	0.8 %
Commercial developers should not have free reign to do what they want	1	0.8 %
Maintain streets, fix potholes and enforce that street defects be repaired	1	0.8 %
INCENTIVE FOR DEVELOPERS TO BUILD MULTI FAMILY HOUSING	1	0.8 %
CLEAR THE POTHOLE AND PAVE STREETS	1	0.8 %
NORTHGATE MALL, MORE RESTAURANTS & GROCERY STORE	1	0.8 %
PUDS	1	0.8 %
MAKE DURHAM AS DESIRABLE TO LIVE IN AS RALEIGH	1	0.8 %
BETTER BRIGHTER LIGHTING DOWNTOWN	1	0.8 %
BUS CLOSER TO MY NEIGHBORHOOD	1	0.8 %
LIBRARIES	1	0.8 %
BE CAREFUL ABOUT PUTTING SECTION 8 HOUSES IN MIDDLE INCOME AREAS	1	0.8 %
More public green spaces	1	0.8 %
Senior citizen facilities	1	0.8 %

**Q18-5. Other**

Q18-5. Other	Number	Percent
Parks in the neighborhood	1	0.8 %
AFFORDABLE HOUSING AREA FOR WORKING FAMILIES	1	0.8 %
BIKE LANES	1	0.8 %
LIMIT LARGE DEVELOPMENTS	1	0.8 %
THERE SHOULD BE SIDEWALKS EVERYWHERE	1	0.8 %
COMPLETION OF DURHAM BELTLINE TRAIL	1	0.8 %
Maintenance what we already have, streets, schools, parks, infrastructure	1	0.8 %
UPZONE EVERY NEIGHBORHOOD	1	0.8 %
DURHAM HAS SERIOUS POTHOLES AND NEEDS TO BE FIXED	1	0.8 %
There should be more upscale options for young families and empty nesters	1	0.8 %
SMOOTH PERMIT APPLICATION ACCESS	1	0.8 %
Public transit system should be expanded	1	0.8 %
Green space in Durham	1	0.8 %
Parks/open space/trails	1	0.8 %
Development of neighborhood retail	1	0.8 %
Increase open space, parks, and greenways	1	0.8 %
SCHOOL CROSSWALKS ON DUKE AND ROXBORO TOO DANGEROUS	1	0.8 %
INCREASED INVESTMENTS IN PUBLIC TRANSPORTATION	1	0.8 %
Bike lanes should continue to be added around Durham	1	0.8 %
More bike lanes/easier bike community	1	0.8 %
Avoid urban sprawl	1	0.8 %
More transit, more sidewalks	1	0.8 %
Total	132	100.0 %

**Q20. Please rank the importance of the following Economic and Workforce Development focus areas, where 1 is "most important" and 5 is "least important."**

(N=816)

	Most important	2	3	4	Least important
Q20-1. Training & skill development	49.0%	20.5%	15.4%	13.1%	1.9%
Q20-2. Small business development	30.0%	34.8%	25.0%	9.1%	1.2%
Q20-3. Economic development incentives	17.6%	25.9%	23.5%	26.5%	6.5%
Q20-4. Business retention	21.6%	21.1%	26.2%	28.1%	2.9%
Q20-5. Other	38.2%	5.9%	5.9%	17.6%	32.4%

**Q20-5. Other**

<u>Q20-5. Other</u>	<u>Number</u>	<u>Percent</u>
Infrastructure	2	6.1 %
Bringing a large grocery store to East Durham	1	3.0 %
Tax incentives for small business	1	3.0 %
Tax structure	1	3.0 %
Lower taxes on small and large businesses	1	3.0 %
The city needs to help promote or recognize these small start up businesses	1	3.0 %
Equality incentives for more Black business start up in Durham	1	3.0 %
Street parking	1	3.0 %
Services that make it easier for workers to work	1	3.0 %
Reduce regulatory hassles	1	3.0 %
INTERNSHIP	1	3.0 %
To ensure the success of each business	1	3.0 %
Tax incentives	1	3.0 %
Crime abatement	1	3.0 %
RECOVERY FOR LONG STANDING BUSINESSES	1	3.0 %
Better jobs for Durham residents	1	3.0 %
Fair hiring, no quotas	1	3.0 %
BETTER UNDERSTAND THE MARKET, DEMAND LEADS TO SKILL	1	3.0 %
Help small businesses with insurance subsidies	1	3.0 %
EDUCATION	1	3.0 %
Diversity	1	3.0 %
Improving safety downtown	1	3.0 %
Listen to them, 12yrs, 21 yrs, make them feel helpful	1	3.0 %
Affordable space	1	3.0 %
GET RID OF PLANNING DEPARTMENT	1	3.0 %
Job availability/connecting those in search of work with opportunities	1	3.0 %
Job training for students not college bound	1	3.0 %
GIVE TEENAGERS 13-58 MORE ACTIIVITY IN THE SUMMER	1	3.0 %
Affordable housing accessible to commercial districts	1	3.0 %
Public transportation	1	3.0 %
RETAINING CHAIN STORES	1	3.0 %
Higher wages	1	3.0 %
Total	33	100.0 %



**Q22. Are you a resident of Durham City?**

<u>Q22. Are you a resident of Durham City</u>	<u>Number</u>	<u>Percent</u>
Yes	608	74.5 %
No	208	25.5 %
Total	816	100.0 %

**Q22a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q22a-1. Availability of information about City programs & services	10.0%	36.0%	24.8%	12.8%	3.5%	12.8%
Q22a-2. Ease of locating information on City website	7.9%	36.3%	25.3%	10.7%	3.9%	15.8%
Q22a-3. Your experience engaging with City Government process	6.7%	30.3%	25.3%	9.0%	3.8%	24.8%
Q22a-4. Level of public involvement in local decisions with City	3.9%	24.3%	32.2%	13.0%	4.4%	22.0%
Q22a-5. City efforts to keep you informed about local issues	6.3%	30.4%	26.5%	18.4%	5.4%	13.0%

**WITHOUT "N/A"**

**Q22a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22a-1. Availability of information about City programs & services	11.5%	41.3%	28.5%	14.7%	4.0%
Q22a-2. Ease of locating information on City website	9.4%	43.2%	30.1%	12.7%	4.7%
Q22a-3. Your experience engaging with City Government process	9.0%	40.3%	33.7%	12.0%	5.0%
Q22a-4. Level of public involvement in local decisions with City	5.1%	31.2%	41.4%	16.7%	5.7%
Q22a-5. City efforts to keep you informed about local issues	7.2%	35.0%	30.4%	21.2%	6.2%

**Q22b. Please indicate how often you typically get important City of Durham government-related information.**

(N=608)

	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never	Not provided
Q22b-1. City of Durham website	1.2%	4.4%	6.7%	35.9%	28.3%	14.8%	8.7%
Q22b-2. City of Durham Twitter feed	1.6%	2.6%	2.8%	5.9%	15.3%	60.0%	11.7%
Q22b-3. City of Durham Facebook page	1.2%	3.0%	3.3%	6.6%	16.9%	57.7%	11.3%
Q22b-4. Mailings of other direct contact from City of Durham departments	0.8%	1.8%	4.9%	30.8%	28.1%	20.7%	12.8%
Q22b-5. Durham Television Network	3.6%	3.9%	5.6%	7.9%	16.3%	52.3%	10.4%
Q22b-6. Traditional media (TV, newspapers, or their social media)	13.7%	13.2%	14.3%	18.6%	13.0%	17.8%	9.5%
Q22b-7. Friends/colleagues/word of mouth	6.7%	15.6%	16.8%	28.1%	13.7%	9.7%	9.4%
Q22b-8. Other	11.4%	25.7%	22.9%	22.9%	11.4%	5.7%	0.0%

**WITHOUT "NOT PROVIDED"****Q22b. Please indicate how often you typically get important City of Durham government-related information. (without "not provided")**

(N=608)

	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
Q22b-1. City of Durham website	1.3%	4.9%	7.4%	39.3%	31.0%	16.2%
Q22b-2. City of Durham Twitter feed	1.9%	3.0%	3.2%	6.7%	17.3%	68.0%
Q22b-3. City of Durham Facebook page	1.3%	3.3%	3.7%	7.4%	19.1%	65.1%
Q22b-4. Mailings of other direct contact from City of Durham departments	0.9%	2.1%	5.7%	35.3%	32.3%	23.8%
Q22b-5. Durham Television Network	4.0%	4.4%	6.2%	8.8%	18.2%	58.3%
Q22b-6. Traditional media (TV, newspapers, or their social media)	15.1%	14.5%	15.8%	20.5%	14.4%	19.6%
Q22b-7. Friends/colleagues/word of mouth	7.4%	17.2%	18.5%	31.0%	15.1%	10.7%
Q22b-8. Other	11.4%	25.7%	22.9%	22.9%	11.4%	5.7%

**Q22b-8. Other**

<u>Q22b-8. Other</u>	<u>Number</u>	<u>Percent</u>
NextDoor	9	28.1 %
One call	2	6.3 %
INSTAGRAM	2	6.3 %
Radio	2	6.3 %
Email	2	6.3 %
Text	1	3.1 %
Durham's YouTube Channel	1	3.1 %
IT team starting with director and management should be FIRED ASAP	1	3.1 %
Do not have Twitter	1	3.1 %
BULL CITY TODAY/INSTAGRAM	1	3.1 %
WEEKLY CITY MANAGER NEWSLETTER	1	3.1 %
Word of mouth	1	3.1 %
Water bill	1	3.1 %
Durham-related magazines	1	3.1 %
Duke Chronicle	1	3.1 %
LIBRARY EMAILS	1	3.1 %
COAHT	1	3.1 %
Official and unofficial news over my neighborhood listser	1	3.1 %
SOCIAL MEDIA POST LINKED TO NEXTDOOR	1	3.1 %
<u>Email calendar</u>	1	3.1 %
Total	32	100.0 %

**Q22c. During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?**

Q22c. Have you contacted City employees or visited City website during past year	Number	Percent
Yes	330	54.3 %
No	278	45.7 %
Total	608	100.0 %

**Q22d. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with your experience interacting with the City government department you contacted.**

(N=330)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q22d-1. How easy City government was to contact	17.9%	48.8%	13.0%	11.5%	6.4%	2.4%
Q22d-2. Courtesy of City employee(s) you interacted with	24.8%	48.2%	13.3%	3.9%	4.2%	5.5%
Q22d-3. Accuracy of information you were given	21.5%	45.2%	16.7%	7.9%	4.8%	3.9%
Q22d-4. Appropriateness of City employees' response	22.1%	43.9%	16.7%	7.0%	5.5%	4.8%
Q22d-5. Timeliness of City employees' response	21.5%	40.3%	15.2%	11.2%	7.6%	4.2%
Q22d-6. Resolution of your issue/concern	21.8%	39.1%	14.5%	12.1%	8.8%	3.6%



**WITHOUT "N/A"**

**Q22d. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with your experience interacting with the City government department you contacted. (without "N/A")**

(N=330)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22d-1. How easy City government was to contact	18.3%	50.0%	13.4%	11.8%	6.5%
Q22d-2. Courtesy of City employee(s) you interacted with	26.3%	51.0%	14.1%	4.2%	4.5%
Q22d-3. Accuracy of information you were given	22.4%	47.0%	17.4%	8.2%	5.0%
Q22d-4. Appropriateness of City employees' response	23.2%	46.2%	17.5%	7.3%	5.7%
Q22d-5. Timeliness of City employees' response	22.5%	42.1%	15.8%	11.7%	7.9%
Q22d-6. Resolution of your issue/concern	22.6%	40.6%	15.1%	12.6%	9.1%

**Q23a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q23a-1. Availability of information about County programs & services	4.3%	27.5%	26.2%	12.3%	3.8%	26.0%
Q23a-2. Ease of locating information on County website	4.7%	25.5%	24.8%	10.9%	3.8%	30.4%
Q23a-3. Your experience engaging with County government process	3.8%	21.8%	24.5%	8.3%	4.3%	37.3%
Q23a-4. Level of public involvement in local decisions with County	2.3%	16.4%	28.4%	12.7%	5.5%	34.6%
Q23a-5. County efforts to keep you informed about local issues	3.8%	20.1%	26.7%	15.1%	6.1%	28.2%
Q23a-6. Your ability to get timely emergency/disaster information 24 hours a day	9.9%	30.5%	22.4%	4.0%	2.9%	30.1%

**WITHOUT "N/A"**

**Q23a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "N/A")**

(N=816)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a-1. Availability of information about County programs & services	5.8%	37.1%	35.4%	16.6%	5.1%
Q23a-2. Ease of locating information on County website	6.7%	36.6%	35.6%	15.7%	5.5%
Q23a-3. Your experience engaging with County government process	6.1%	34.8%	39.1%	13.3%	6.8%
Q23a-4. Level of public involvement in local decisions with County	3.6%	25.1%	43.4%	19.5%	8.4%
Q23a-5. County efforts to keep you informed about local issues	5.3%	28.0%	37.2%	21.0%	8.5%
Q23a-6. Your ability to get timely emergency/disaster information 24 hours a day	14.2%	43.7%	32.1%	5.8%	4.2%

**Q23b. Please indicate how often you typically get important Durham County government-related information.**

(N=816)

	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never	Not provided
Q23b-1. Durham County website	0.7%	2.5%	3.8%	25.6%	29.5%	21.2%	16.7%
Q23b-2. Durham County Twitter feed	0.4%	2.2%	1.7%	3.3%	14.0%	60.2%	18.3%
Q23b-3. Durham County Facebook page	0.6%	1.8%	2.1%	5.1%	14.5%	57.4%	18.5%
Q23b-4. Mailings of other direct contact from Durham County departments	0.6%	1.6%	2.6%	21.9%	33.3%	21.9%	18.0%
Q23b-5. Durham County TV Show	1.2%	2.9%	3.1%	5.1%	14.2%	54.8%	18.6%
Q23b-6. Traditional media (TV, newspapers, or their social media)	11.0%	10.2%	9.6%	17.3%	14.6%	19.6%	17.8%
Q23b-7. Friends/colleagues/word of mouth	4.9%	12.5%	10.4%	24.1%	15.3%	14.7%	18.0%
Q23b-8. Other	0.0%	33.3%	23.8%	19.0%	4.8%	19.0%	0.0%

**WITHOUT "NOT PROVIDED"****Q23b. Please indicate how often you typically get important Durham County government-related information. (without "not provided")**

(N=816)

	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
Q23b-1. Durham County website	0.9%	2.9%	4.6%	30.7%	35.4%	25.4%
Q23b-2. Durham County Twitter feed	0.4%	2.7%	2.1%	4.0%	17.1%	73.6%
Q23b-3. Durham County Facebook page	0.8%	2.3%	2.6%	6.3%	17.7%	70.4%
Q23b-4. Mailings of other direct contact from Durham County departments	0.7%	1.9%	3.1%	26.8%	40.7%	26.8%
Q23b-5. Durham County TV Show	1.5%	3.6%	3.8%	6.3%	17.5%	67.3%
Q23b-6. Traditional media (TV, newspapers, or their social media)	13.4%	12.4%	11.6%	21.0%	17.7%	23.8%
Q23b-7. Friends/colleagues/word of mouth	6.0%	15.2%	12.7%	29.4%	18.7%	17.9%
Q23b-8. Other	0.0%	33.3%	23.8%	19.0%	4.8%	19.0%

**Q23b-8. Other**

<u>Q23b-8. Other</u>	<u>Number</u>	<u>Percent</u>
NextDoor	5	25.0 %
Email	4	20.0 %
Social events and farmers market	1	5.0 %
Ruritan club and churches	1	5.0 %
Technology or IT is understandably bad in Durham	1	5.0 %
NPR	1	5.0 %
One call	1	5.0 %
Mail	1	5.0 %
Google maps	1	5.0 %
Durham County emails	1	5.0 %
Sherriff's off ice Facebook	1	5.0 %
ACK	1	5.0 %
<u>SOCIAL MEDIA POSTS LINKED TO NEXTDOOR</u>	<u>1</u>	<u>5.0 %</u>
Total	20	100.0 %

**Q23c. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?**

Q23c. Have you contacted County employees or visited County website during past year	Number	Percent
Yes	273	33.5 %
No	543	66.5 %
Total	816	100.0 %

**Q23d. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with your experience interacting with the County government department you contacted.**

(N=273)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q23d-1. How easy County government was to contact	13.2%	45.1%	20.1%	11.4%	7.3%	2.9%
Q23d-2. Courtesy of County employee(s) you interacted with	19.8%	42.1%	19.4%	8.1%	4.8%	5.9%
Q23d-3. Accuracy of information you were given	16.1%	42.1%	17.6%	13.2%	6.2%	4.8%
Q23d-4. Appropriateness of County employees' response	16.1%	40.3%	19.4%	11.7%	6.2%	6.2%
Q23d-5. Timeliness of County employees' response	15.4%	41.0%	17.6%	10.6%	9.9%	5.5%
Q23d-6. Resolution of your issue/concern	15.0%	35.9%	18.7%	12.1%	13.6%	4.8%



**WITHOUT "N/A"**

**Q23d. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with your experience interacting with the County government department you contacted. (without "N/A")**

(N=273)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23d-1. How easy County government was to contact	13.6%	46.4%	20.8%	11.7%	7.5%
Q23d-2. Courtesy of County employee(s) you interacted with	21.0%	44.7%	20.6%	8.6%	5.1%
Q23d-3. Accuracy of information you were given	16.9%	44.2%	18.5%	13.8%	6.5%
Q23d-4. Appropriateness of County employees' response	17.2%	43.0%	20.7%	12.5%	6.6%
Q23d-5. Timeliness of County employees' response	16.3%	43.4%	18.6%	11.2%	10.5%
Q23d-6. Resolution of your issue/concern	15.8%	37.7%	19.6%	12.7%	14.2%

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

(N=816)

	Excellent	Good	Neutral	Below average	Poor	N/A
Q24-1. As a place to live	27.5%	53.2%	8.0%	5.4%	1.5%	4.5%
Q24-2. As a place to work	24.5%	46.9%	11.3%	4.0%	1.5%	11.8%
Q24-3. As a place to play	16.8%	45.0%	17.8%	8.1%	3.7%	8.7%
Q24-4. As a place to raise children	13.4%	38.1%	17.9%	7.5%	4.9%	18.3%
Q24-5. As a place to educate children	7.0%	22.4%	20.1%	19.9%	11.0%	19.6%
Q24-6. As a place to retire	14.0%	34.1%	22.1%	10.0%	6.6%	13.2%
Q24-7. As a place to visit	19.0%	42.9%	18.9%	7.8%	3.8%	7.6%
Q24-8. As a place to start a business	10.3%	30.9%	25.1%	9.3%	3.2%	21.2%
Q24-9. As a community that is moving in right direction	15.7%	41.9%	20.3%	8.0%	5.9%	8.2%

**WITHOUT "N/A"**

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

(N=816)

	Excellent	Good	Neutral	Below average	Poor
Q24-1. As a place to live	28.8%	55.7%	8.3%	5.6%	1.5%
Q24-2. As a place to work	27.8%	53.2%	12.8%	4.6%	1.7%
Q24-3. As a place to play	18.4%	49.3%	19.5%	8.9%	4.0%
Q24-4. As a place to raise children	16.3%	46.6%	21.9%	9.1%	6.0%
Q24-5. As a place to educate children	8.7%	27.9%	25.0%	24.7%	13.7%
Q24-6. As a place to retire	16.1%	39.3%	25.4%	11.6%	7.6%
Q24-7. As a place to visit	20.6%	46.4%	20.4%	8.5%	4.1%
Q24-8. As a place to start a business	13.1%	39.2%	31.9%	11.8%	4.0%
Q24-9. As a community that is moving in right direction	17.1%	45.7%	22.2%	8.7%	6.4%

**Q25. From the list of local government services below, which ones would you be willing to pay higher property taxes to support enhancements for?**

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

	Number	Percent
Affordable housing	282	34.6 %
Expanded pre-k subsidies	214	26.2 %
Senior programming	199	24.4 %
Court services	87	10.7 %
Social services	185	22.7 %
Youth programming	252	30.9 %
Job creation/training	258	31.6 %
Public health & wellness	244	29.9 %
Public school operations (teachers, salaries)	468	57.4 %
Public safety staffing	210	25.7 %
Wouldn't pay higher taxes for any of these	178	21.8 %
Total	2577	

**Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?**

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from

	Number	Percent
Very willing	113	13.8 %
Willing	243	29.8 %
Not sure	273	33.5 %
Not willing	147	18.0 %
Not provided	40	4.9 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from? (without "not provided")**

Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from

	Number	Percent
Very willing	113	14.6 %
Willing	243	31.3 %
Not sure	273	35.2 %
Not willing	147	18.9 %
Total	776	100.0 %

**Q28. Have you heard about Durham's Participatory Budgeting Process?**

Q28. Have you heard about Durham's Participatory Budgeting Process	Number	Percent
Yes	120	14.7 %
No	651	79.8 %
Not provided	45	5.5 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. Have you heard about Durham's Participatory Budgeting Process? (without "not provided")**

Q28. Have you heard about Durham's Participatory Budgeting Process	Number	Percent
Yes	120	15.6 %
No	651	84.4 %
Total	771	100.0 %

**Q29. Have you or someone in your household had trouble accessing the healthcare they need in the past year?**

Q29. Have you had trouble accessing healthcare they need in past year	Number	Percent
Yes	117	14.3 %
No	649	79.5 %
Not provided	50	6.1 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q29. Have you or someone in your household had trouble accessing the healthcare they need in the past year? (without "not provided")**

Q29. Have you had trouble accessing healthcare they need in past year	Number	Percent
Yes	117	15.3 %
No	649	84.7 %
Total	766	100.0 %

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

<u>Q31. How many years have you lived in Durham</u>	<u>Number</u>	<u>Percent</u>
0-5	220	27.0 %
6-10	108	13.2 %
11-15	71	8.7 %
16-20	61	7.5 %
21-30	117	14.3 %
31+	205	25.1 %
Not provided	34	4.2 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. Approximately how many years have you lived in Durham? (without "not provided")**

<u>Q31. How many years have you lived in Durham</u>	<u>Number</u>	<u>Percent</u>
0-5	220	28.1 %
6-10	108	13.8 %
11-15	71	9.1 %
16-20	61	7.8 %
21-30	117	15.0 %
31+	205	26.2 %
Total	782	100.0 %



**Q32. What is your age?**

<u>Q32. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	169	20.7 %
35-44	161	19.7 %
45-54	168	20.6 %
55-64	155	19.0 %
65+	143	17.5 %
Not provided	20	2.5 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. What is your age? (without "not provided")**

<u>Q32. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	169	21.2 %
35-44	161	20.2 %
45-54	168	21.1 %
55-64	155	19.5 %
65+	143	18.0 %
Total	796	100.0 %

**Q33. What is your gender?**

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	388	47.5 %
Female	417	51.1 %
Non-binary/other	2	0.2 %
Not provided	9	1.1 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. What is your gender? (without "not provided")**

<u>Q33. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	388	48.1 %
Female	417	51.7 %
Non-binary/other	2	0.2 %
Total	807	100.0 %

**Q34. Do you own or rent your current residence?**

<u>Q34. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	555	68.0 %
Rent	253	31.0 %
Not provided	8	1.0 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Do you own or rent your current residence? (without "not provided")**

<u>Q34. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	555	68.7 %
Rent	253	31.3 %
Total	808	100.0 %

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

<u>Q35. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	44	5.4 %
White	411	50.4 %
Native American/Inuit	15	1.8 %
Black/African American	321	39.3 %
Other	18	2.2 %
Total	809	

**Q35-5. Other**

<u>Q35-5. Other</u>	<u>Number</u>	<u>Percent</u>
Hispanic	7	38.9 %
Mixed	5	27.8 %
Latino	2	11.1 %
African	1	5.6 %
LATIN AMERICAN	1	5.6 %
White/European American	1	5.6 %
INDIAN AMERICAN	1	5.6 %
Total	18	100.0 %

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

Q36. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	112	13.7 %
No	698	85.5 %
Not provided	6	0.7 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")**

Q36. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	112	13.8 %
No	698	86.2 %
Total	810	100.0 %

**Q36a. What is the primary language used in your household?**

Q36a. What is the primary language used in your household	Number	Percent
English	755	92.5 %
Spanish	26	3.2 %
Other	10	1.2 %
Not provided	25	3.1 %
Total	816	100.0 %

**WITHOUT "NOT PROVIDED"****Q36a. What is the primary language used in your household? (without "not provided")**

Q36a. What is the primary language used in your household	Number	Percent
English	755	95.4 %
Spanish	26	3.3 %
Other	10	1.3 %
Total	791	100.0 %

**Q36a-3. Other**

Q36a-1. Other	Number	Percent
Chinese	3	30.0 %
German	2	20.0 %
PORTUGUESE	1	10.0 %
INDIAN	1	10.0 %
Amharic	1	10.0 %
Gujarati	1	10.0 %
TAGALOG	1	10.0 %
Total	10	100.0 %

**Q36b. If the primary language is not English, how might we better provide services and engage with you?**

Q36b. How might we better provide services and engage with you	Number	Percent
Provide information in Spanish, Chinese and English	1	14.3 %
English is the language spoken in this country	1	14.3 %
I can speak both	1	14.3 %
DOING GOOD, NO CHANGES	1	14.3 %
I'm bilingual	1	14.3 %
Offer a Spanish option	1	14.3 %
Not needed	1	14.3 %
Total	7	100.0 %

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

Q37. What is your total annual household income	Number	Percent
Under \$30K	113	13.8 %
\$30K–\$59,999	175	21.4 %
\$60K–\$99,999	222	27.2 %
\$100K+	200	24.5 %
Not provided	106	13.0 %
Total	816	100.0 %

**WITHOUT “NOT PROVIDED”****Q37. Would you say your total annual household income is... (without "not provided")**

Q37. What is your total annual household income	Number	Percent
Under \$30K	113	15.9 %
\$30K–\$59,999	175	24.6 %
\$60K–\$99,999	222	31.3 %
\$100K+	200	28.2 %
Total	710	100.0 %

## **Section 5**

### ***Survey Instrument***

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**CITY OF DURHAM**  
 City Manager's Office  
 101 CITY HALL PLAZA | DURHAM, NC 27701  
 919.560.4222 | F 919.560.4949

[www.DurhamNC.gov](http://www.DurhamNC.gov)

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

[www.DCoNC.gov](http://www.DCoNC.gov)



December 2018

Dear Durham Resident:

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

An important part of this planning process involves gathering input from residents on a wide range of issues impacting our quality of life. We want you to be a part of this process by taking a few minutes to complete the enclosed *2018 Durham Resident Survey*.

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

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

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

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

Sincerely,

Thomas J. Bonfield  
 City Manager

Wendell M. Davis  
 County Manager

cc: Enclosure

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



# 2018 Durham City and County Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the City and County's on-going effort to identify and respond to resident concerns. If you have questions, please contact Durham One Call at (919) 560-1200 or the Durham County Tax Administration at (919) 560-0300. This survey is intended for Durham City and County residents only. If you would like to complete this survey online, please go to [www.durhamresident.org](http://www.durhamresident.org).



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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Overall quality of police protection	5	4	3	2	1	9
02. Overall quality of sheriff protection	5	4	3	2	1	9
03. Overall quality of fire and life safety programming	5	4	3	2	1	9
04. Response time for fire services	5	4	3	2	1	9
05. Overall quality of EMS services	5	4	3	2	1	9
06. Response time for EMS services	5	4	3	2	1	9
07. Overall maintenance of city streets	5	4	3	2	1	9
08. Overall ease of travel within Durham	5	4	3	2	1	9
09. Overall quality of the public transit system (GoDurham)	5	4	3	2	1	9
10. Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design and signage)	5	4	3	2	1	9
11. Overall quality of pedestrian facilities (e.g. sidewalks)	5	4	3	2	1	9
12. Overall quality of water and sewer utilities	5	4	3	2	1	9
13. Overall enforcement of codes and ordinances	5	4	3	2	1	9
14. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
15. Overall quality of customer service you receive from county employees	5	4	3	2	1	9
16. Overall effectiveness of communication with the public	5	4	3	2	1	9
17. Overall quality of parks and recreation programs	5	4	3	2	1	9
18. Overall quality of library services and programs	5	4	3	2	1	9
19. Overall quality of services provided by the Durham County Department of Social Services	5	4	3	2	1	9
20. Overall quality of public health services	5	4	3	2	1	9
21. Overall quality of tax administration services	5	4	3	2	1	9
22. Overall quality of public schools	5	4	3	2	1	9
23. Overall quality of charter schools	5	4	3	2	1	9
24. Overall quality of private schools	5	4	3	2	1	9

2. **Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Overall quality of services provided by the city	5	4	3	2	1	9
2. Overall quality of services provided by the county	5	4	3	2	1	9
3. Overall appearance of Durham	5	4	3	2	1	9
4. Overall management of development and growth	5	4	3	2	1	9
5. Overall image of Durham	5	4	3	2	1	9
6. Overall quality of life in Durham	5	4	3	2	1	9
7. Overall quality of life in your neighborhood	5	4	3	2	1	9
8. Overall value you receive for your local property taxes	5	4	3	2	1	9

**4. Which of the following best describes the education status of children in your household? [Check all that apply.]**

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

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

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

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

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	N/A
1. When walking alone in your neighborhood during the day	5	4	3	2	1	9
2. When walking alone in your neighborhood at night	5	4	3	2	1	9
3. In downtown Durham	5	4	3	2	1	9
4. In Durham overall	5	4	3	2	1	9
5. When using City recreation centers	5	4	3	2	1	9
6. When visiting City parks	5	4	3	2	1	9

**7. Law Enforcement/Criminal Justice. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how you feel with regard to the following aspects of law enforcement and the criminal justice system.**

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

**8. Affordable Housing. How satisfied are you with the availability of affordable housing?**

- ☐ (1) Very satisfied      ☐ (3) Neutral      ☐ (5) Very dissatisfied  
☐ (2) Satisfied      ☐ (4) Dissatisfied      ☐ (9) N/A

**9. Please answer the following questions by circling either "Yes" or "No."**

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

**10. Parks, Recreation, and Open Space. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Greenways and trails	5	4	3	2	1	9
02. Outdoor athletic fields and courts (e.g. baseball, soccer, futsal, tennis)	5	4	3	2	1	9
03. Variety of city recreation opportunities	5	4	3	2	1	9
04. Customer service provided by the city's Parks and Recreation staff	5	4	3	2	1	9
05. Length of your commute to your desired recreation amenities	5	4	3	2	1	9
06. Public art	5	4	3	2	1	9
<b>Recreation Programs Provided by the City</b>						
07. Aquatic programs	5	4	3	2	1	9
08. Athletic programs	5	4	3	2	1	9
09. Recreation center programs	5	4	3	2	1	9
10. Cultural programming (e.g. events, concerts, festivals)	5	4	3	2	1	9

**11. Which TWO of the parks, recreation, and open space items listed in Question 10 do you think should receive the MOST EMPHASIS from city and county leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ NONE

**12. 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...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Condition of streets in your neighborhood	5	4	3	2	1	9
02. Condition of sidewalks in your neighborhood	5	4	3	2	1	9
03. Condition of bicycle facilities (e.g. bike lanes, bike parking)	5	4	3	2	1	9
04. Appearance of landscaping on right of ways, along streets, and in public areas	5	4	3	2	1	9
05. Condition of parks and open space	5	4	3	2	1	9
06. Condition of recreation centers and facilities	5	4	3	2	1	9
07. Overall appearance of major entryways to downtown Durham	5	4	3	2	1	9
08. Condition of public school facilities	5	4	3	2	1	9
09. Condition of trails and greenways	5	4	3	2	1	9
10. Condition of public art	5	4	3	2	1	9
11. Condition of aquatic facilities	5	4	3	2	1	9
12. Condition of parking	5	4	3	2	1	9

**13. Which THREE of the Maintenance items listed in Question 12 would you be willing to pay higher taxes to support enhancements for? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE - would not pay higher taxes for any of these

**14. Which ONE of the following is your primary reason for not using GoDurham more often during the past year?**

\_\_\_\_ (1) Does not serve where I live or need to go

\_\_\_\_ (4) I don't need the service/prefer to drive

\_\_\_\_ (2) Buses do not come frequently enough

\_\_\_\_ (5) Other: \_\_\_\_\_

\_\_\_\_ (3) Services are not provided during the days and hours I would use them

**15. Multi-Modal Transportation. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Ease of travel by walking	5	4	3	2	1	9
2. Ease of travel by driving	5	4	3	2	1	9
3. Ease of travel by biking	5	4	3	2	1	9
4. Safety when driving around Durham	5	4	3	2	1	9
5. Ease of travel by bus (GoDurham)	5	4	3	2	1	9
6. Location of downtown parking facilities	5	4	3	2	1	9
7. Quality of downtown parking facilities	5	4	3	2	1	9
8. The ability in your neighborhood to run, walk, bike, and exercise outdoors	5	4	3	2	1	9
9. The number of bike lanes in your community	5	4	3	2	1	9

**16. Solid Waste and Utility Services. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Solid waste collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Yard waste (leaves/tree limbs) collection services for subscriber members	5	4	3	2	1	9
4. City Waste Disposal and Recycling Center (2115 East Club)	5	4	3	2	1	9
5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, and Rougemont)	5	4	3	2	1	9
6. Quality of drinking water	5	4	3	2	1	9
7. Sewer services	5	4	3	2	1	9
8. Stream and lake protection	5	4	3	2	1	9

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

Level of agreement with...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
1. I would like more single-family housing in my neighborhood	5	4	3	2	1	9
2. I would like more small-scale multifamily housing (e.g. duplexes, triplexes) in my neighborhood	5	4	3	2	1	9
3. I would like to have accessory dwelling units (also known as granny flats) in my neighborhood	5	4	3	2	1	9
4. I would like to have more affordable housing options for low-income households in my neighborhood	5	4	3	2	1	9
5. I would like more small-scale commercial development near my neighborhood (e.g. convenience stores, small grocery stores)	5	4	3	2	1	9
6. I would like trees to be preserved in my neighborhood	5	4	3	2	1	9
7. I would like more street parking in my neighborhood	5	4	3	2	1	9

**18. Please rank the importance of the following planning goals, where 1 is "Most Important" and 5 is "Least Important."**

- ☐ There should be an adequate supply of and variety of affordable options for housing in Durham  
☐ Durham should protect and expand its tree canopy  
☐ Congestion and traffic should be kept to a minimum  
☐ The character of my neighborhood should remain the same  
☐ Other: \_\_\_\_\_

**19. Economic Development. What kinds of resources do we need, as a city, to better support small business development?**

**20. Please rank the importance of the following Economic and Workforce Development focus areas, where 1 is "Most Important" and 5 is "Least Important."**

\_\_\_\_ Training and skill development      \_\_\_\_ Economic development incentives      \_\_\_\_ Other: \_\_\_\_\_  
 \_\_\_\_ Small business development      \_\_\_\_ Business retention

**21. What can the City and County do to make sure all children and youth in Durham reach their full potential and thrive? [If your response relates to a certain age group, please specify the ages.]**

The following questions will ask you to rate your customer service experience with the City of Durham and Durham County, separately. If you are a CITY resident, please answer Questions 22a-d and 23a-d. If you are a COUNTY resident outside of City limits, please skip to Questions 23a-d.

**City Residents Only**

**22a. Communication. Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

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

**22b. Please tell us how often you typically get important City of Durham government-related information.**

How often do you get City of Durham information from...	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
1. City of Durham website	6	5	4	3	2	1
2. City of Durham Twitter feed	6	5	4	3	2	1
3. City of Durham Facebook page	6	5	4	3	2	1
4. Mailings of other direct contact from City of Durham departments	6	5	4	3	2	1
5. Durham Television Network	6	5	4	3	2	1
6. Traditional media (TV, newspapers, or their social media)	6	5	4	3	2	1
7. Friends/Colleagues/Word of Mouth	6	5	4	3	2	1
8. Other: _____	6	5	4	3	2	1

**22c. During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?**

\_\_\_\_(1) Yes [Answer Q22d.]      \_\_\_\_ (2) No [Skip to Q23a.]

**22d. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the city government department you contacted.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. How easy the city government was to contact	5	4	3	2	1	9
2. Courtesy of city employee(s) you interacted with	5	4	3	2	1	9
3. Accuracy of the information you were given	5	4	3	2	1	9
4. Appropriateness of city employees' response	5	4	3	2	1	9
5. Timeliness of city employees' response	5	4	3	2	1	9
6. The resolution of your issue/concern	5	4	3	2	1	9



**All Residents of Durham County**

**23a. Communication.** Please rate your satisfaction with each of the following items on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. Availability of information about county programs and services	5	4	3	2	1	9
2. Ease of locating information on the county website	5	4	3	2	1	9
3. Your experience engaging with the county government process	5	4	3	2	1	9
4. Level of public involvement in local decisions with the county	5	4	3	2	1	9
5. County efforts to keep you informed about local issues	5	4	3	2	1	9
6. Your ability to get timely emergency/disaster information 24 hours a day	5	4	3	2	1	9

**23b. Please tell us how often you typically get important Durham County government-related information.**

How often do you get Durham County information from...	Daily	A few times a week	Weekly	Once or twice a month	Almost never	Never
1. Durham County website	6	5	4	3	2	1
2. Durham County Twitter feed	6	5	4	3	2	1
3. Durham County Facebook page	6	5	4	3	2	1
4. Mailings of other direct contact from Durham County departments	6	5	4	3	2	1
5. Durham County TV Show	6	5	4	3	2	1
6. Traditional media (TV, newspapers, or their social media)	6	5	4	3	2	1
7. Friends/Colleagues/Word of Mouth	6	5	4	3	2	1
8. Other: _____	6	5	4	3	2	1

**23c. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?**

\_\_\_\_(1) Yes [Answer Q23d.]      \_\_\_\_ (2) No [Skip to Q24.]

**23d. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department you contacted.**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1. How easy the county government was to contact	5	4	3	2	1	9
2. Courtesy of county employee(s) you interacted with	5	4	3	2	1	9
3. Accuracy of the information you were given	5	4	3	2	1	9
4. Appropriateness of county employees' response	5	4	3	2	1	9
5. Timeliness of county employees' response	5	4	3	2	1	9
6. The resolution of your issue/concern	5	4	3	2	1	9

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

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

- 25. From the list of local government services below, which ones would you be willing to pay higher property taxes to support enhancements for? [Check all that apply.]**
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> (01) Affordable housing       | <input type="checkbox"/> (06) Youth programming                             | <input type="checkbox"/> (10) Public safety staffing                     |
| <input type="checkbox"/> (02) Expanded pre-k subsidies | <input type="checkbox"/> (07) Job creation/training                         | <input type="checkbox"/> (11) Wouldn't pay higher taxes for any of these |
| <input type="checkbox"/> (03) Senior programming       | <input type="checkbox"/> (08) Public health and wellness                    |  |
| <input type="checkbox"/> (04) Court services           | <input type="checkbox"/> (09) Public school operations (teachers, salaries) |  |
| <input type="checkbox"/> (05) Social services          |   |  |
- 26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?**
- ☐ (1) Very Willing    ☐ (2) Willing    ☐ (3) Not Sure    ☐ (4) Not Willing
- 27. What can local government do to better engage residents and neighborhoods in decision-making processes?**
- 
- 28. Have you heard about Durham's Participatory Budgeting Process?**    ☐ (1) Yes    ☐ (2) No
- 29. Have you or someone in your household had trouble accessing the healthcare they need in the past year?**
- ☐ (1) Yes    ☐ (2) No
- 30. If you voted recently, was there anything particularly good or bad about your voting experience?**
- 
- 31. Approximately how many years have you lived in Durham?**    \_\_\_\_\_ years
- 32. What is your age?**    \_\_\_\_\_ years
- 33. What is your gender?**    ☐ (1) Male    ☐ (2) Female    ☐ (3) Non-binary/Other
- 34. Do you own or rent your current residence?**    ☐ (1) Own    ☐ (2) Rent
- 35. Which of the following best describes your race/ethnicity? [Check all that apply.]**
- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (3) Native American/Inuit  | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (2) White                  | <input type="checkbox"/> (4) Black/African American |   |
- 36. Are you of Hispanic, Latino, or other Spanish ancestry?**    ☐ (1) Yes    ☐ (2) No
- 36a. What is the primary language used in your household?**
- ☐ (1) English    ☐ (2) Spanish    ☐ (3) Other: \_\_\_\_\_
- 36b. If the primary language is not English, how might we better provide services and engage with you?**
- 
- 37. Would you say your total annual household income is...**
- ☐ (1) Under \$30,000    ☐ (2) \$30,000-\$59,999    ☐ (3) \$60,000-\$99,999    ☐ (4) \$100,000 or more

**This concludes the survey. Thank you for your time!**

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

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