



2022 Durham County Resident Survey Findings Report

Presented to Durham County,
North Carolina

February 2023



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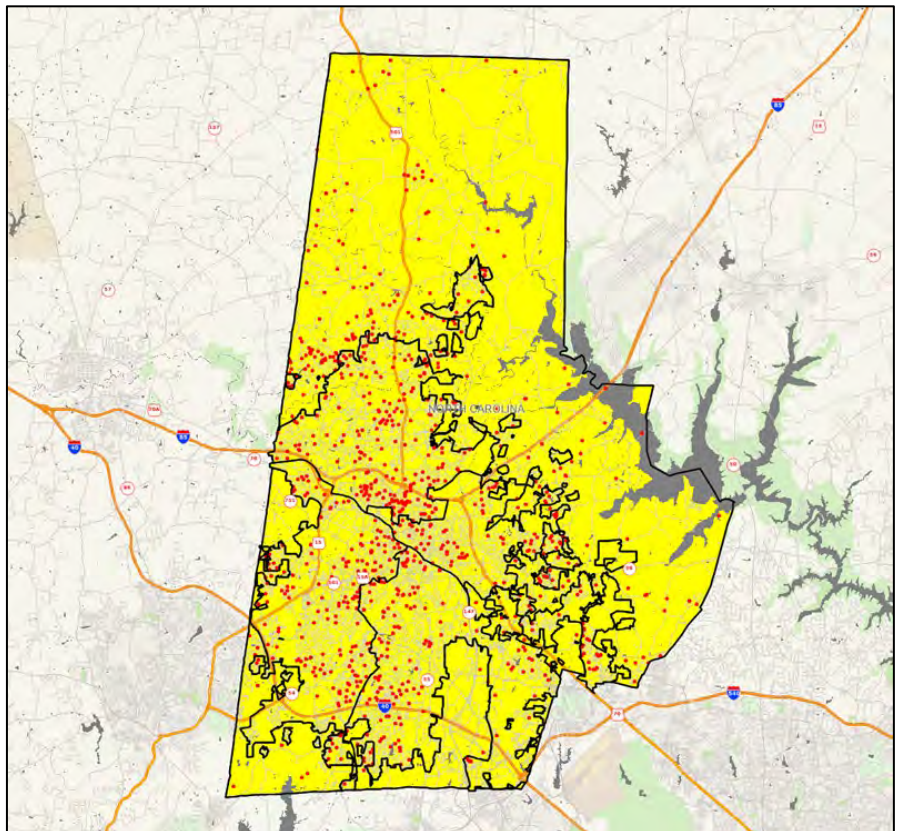
Purpose & Methodology

ETC Institute administered a survey to residents of Durham County between December 2022 and January 2023. The purpose of this 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 guide the direction for the future of the community. The Durham County resident survey has been conducted annually since 2015.

The 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.

The map to the right is a GIS (geographic information system) map showing the location of respondents that completed the survey. To keep survey respondents anonymous, the location of the respondent, represented with a red dot.

Approximately, ten days after the surveys were mailed, ETC Institute sent e-mails to the households that received the survey to encourage participation. The e-mails contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the County from participating, everyone who



completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

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The goal was to obtain a total of 800 completed surveys, including at least 600 from City of Durham residents and at least 200 from residents who live in Durham County outside of the City of Durham. This goal was met, with a total of 891 residents completing the survey: 673 City of Durham residents and 218 Durham County residents who live outside of the City completed the survey. The overall residents for the sample of 891 households have a precision of at least +/- 3.3% 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® Survey database. Since the number of “don’t know” responses often reflect the utilization and awareness of City/County services, the percentage of “don’t know” responses have been provided in the tabular data section of this report.

This report contains:

- Executive summary of the survey methodology and major findings
- Charts showing the overall results of the survey
- Trends comparing the 2022 results to the 2021 results and 2017-2020 average
- Benchmarking analysis showing how Durham County compares to U.S. communities with a population of 250,000 residents or more
- Importance-Satisfaction analysis
- Frequency tables that show the overall results of all survey questions
- A copy of the cover letter and survey instrument

Major survey findings are below and on the following pages.

Major Findings

The most important major categories of services that respondents think should receive the most emphasis from City and County leaders over the next two years are police protection, public schools, and the maintenance of City streets.

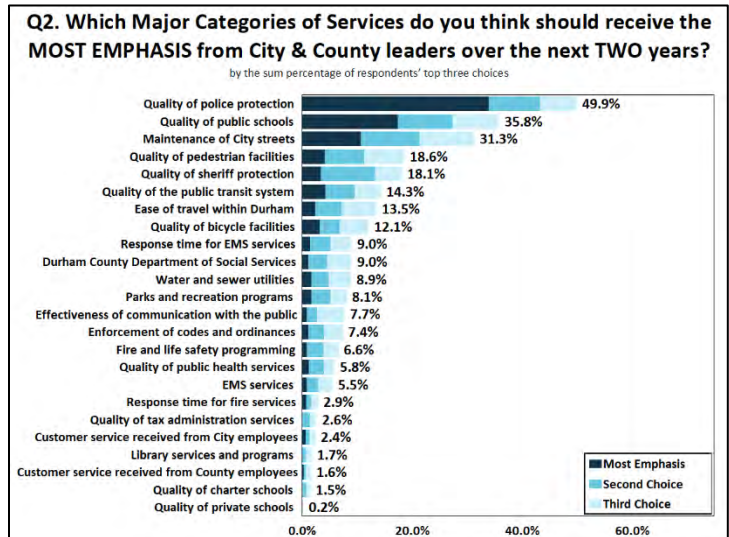
- Respondents were asked to rate their level of satisfaction with major categories of services, that are provided by the City and County, and the services with the highest satisfaction ratings, based on the sum of *very satisfied* and *satisfied* responses, were:
 - Library services and programs (87.9%)
 - Fire and life safety programming (74.7%)
 - EMS services (74.5%)
 - Response time for fire services (71.6%)

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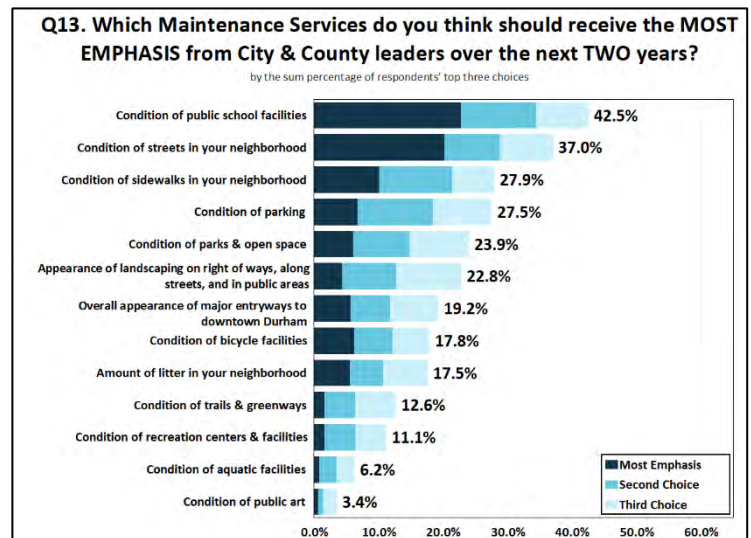


- Based on the sum of respondents' top three choices, the major categories of services that, are the most important to respondents and respondents think City and County leaders should place the most emphasis on over the next two years, were:
 - Quality of police protection (49.9%)
 - Quality of public schools (35.8%)
 - Maintenance of City streets (31.3%)
- The graph to the right shows the level of importance respondents place on each of the major categories of services.



The most important maintenance services that respondents think should receive the most emphasis from City and County leaders over the next two years are the condition of public school facilities, condition of neighborhood streets, condition of neighborhood sidewalks, condition of parking, and condition of parks and open space.

- Respondents were asked to rate their level of satisfaction with maintenance services, that are provided, and the services with the highest satisfaction ratings, based on the sum of *very satisfied* and *satisfied* responses, were:
 - Condition of trails and greenways (61.1%)
 - Condition of public art (60.6%)
 - Condition of parks and open space (57.5%)
 - Amount of neighborhood litter (54.1%)
- Based on the sum of respondents' top three choices, the maintenance services that, are the most important to respondents and respondents think City and County leaders should place the most emphasis on over the next two years, were:
 - Condition of public school facilities (46.6%)
 - Condition of neighborhood streets (42.7%)
 - Condition of neighborhood sidewalks (30.0%)



- The graph above shows the level of importance respondents place on each maintenance service.

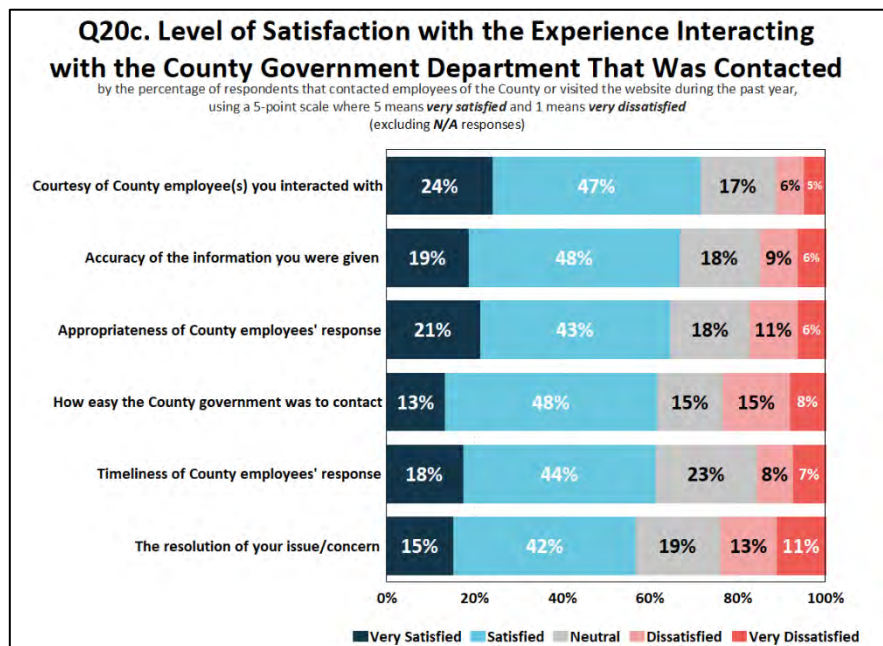
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The majority of respondents were satisfied with their overall experience interacting with County employees. Nearly two-thirds of respondents were either *very satisfied* or *satisfied* with the courtesy of County employee(s) they had interacted with, the accuracy of information they were given, and the appropriateness of County employees' response.

- Of the 35.7% of respondents who had interacted with County employees during the past year, 71.6% were satisfied with the courtesy of County employee(s) they interacted with, 66.8% were satisfied with the accuracy of information given, and 64.8% were satisfied with the appropriateness of County employees' response. See graph to the right.



- The majority (60.6%) of respondents indicated they were either *very satisfied* or *satisfied* with their ability to receive timely emergency and disaster information 24 hours a day.
- Respondents were asked what methods they typically use to get important Durham County government-related information and the frequency they use these methods.
 - 48% of respondents typically use friends/colleagues/word of mouth, 47% use traditional media (TV, newspapers, social media), and 43.2% use the City website.

Nearly four out of five respondents think Durham is either an *excellent* or *good* place to live and work.

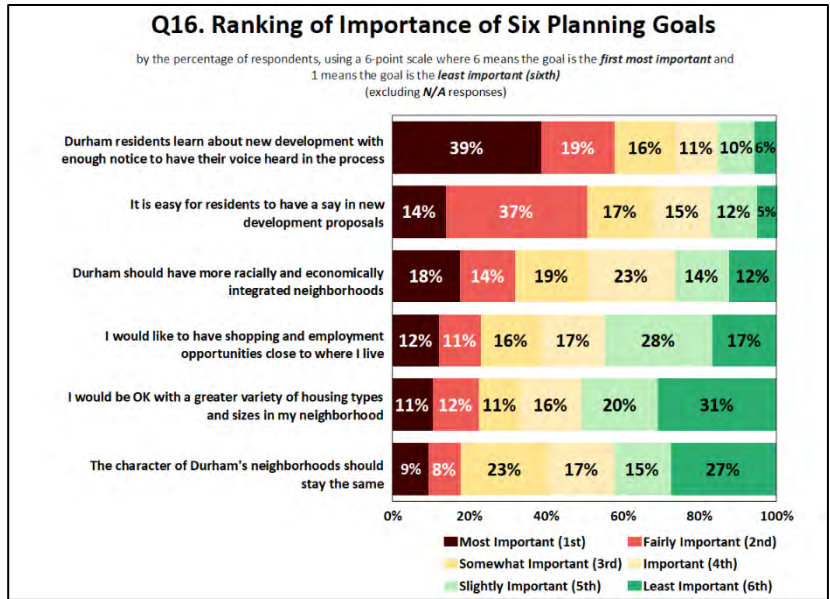
- Respondents were asked how satisfied they were with items that could influence perceptions of Durham and 76.9% of respondents were satisfied with the overall quality of life in their neighborhood and 62.8% of respondents were satisfied with the overall quality of life in Durham.

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- Over half of respondents are satisfied with the overall quality of services provided by the City (57.4%) and the overall quality of services provided by Durham County (54.3%).
- 81.1% of respondents rated Durham as either an *excellent* or *good* place to live and 78.5% rated Durham as either an *excellent* or *good* place to work
- The graph to the right shows Durham’s six planning goals and how respondents rated them from most important to least important.



- Based on the sum of respondents’ *most important*, *second most important*, and *third most important* responses, the top three planning goals were:
 - Durham residents learn about new development with enough notice to have their voice heard in the process (73.9%)
 - It is easy for residents to have a say in new development proposals (67.9%)
 - Durham should have more racially and economically integrated neighborhoods (50.9%)

Additional Findings

- 40.4% of respondents indicated they would be willing to pay fees instead of taxes to pay for improvements to services they would use or benefit from.
- Nearly half of the respondents (48.4%) indicated that they were satisfied with the overall police relationship with the community.
- 85.6% of respondents feel either *very safe* or *safe* when walking alone in their neighborhood during the day, 58.7% when using City recreation centers, and 57.5% when walking alone in their neighborhood at night.
- 33.8% of respondents agree that Durham Public Schools encourages community involvement in education-related decision making and 33.8% agree Durham Public Schools ensures quality education for students.

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Durham County Trend Analysis: 2017-2022

The tables below and on the following pages show the satisfaction ratings (ratings of “4” or “5”) from 2017 to 2022. The two columns on the right show the change in percentages from 2017 to 2022 (long-term trends) and from 2021 to 2022 (short-term trends). Values that are highlighted in blue are notably higher (+4% or more) than the previous year, and the values highlighted in red are notably lower (-4% or more) than the previous year.

Durham County Trends: 2017-2022

The values below each year is a combination of "very satisfied" and "satisfied" responses (excluding "don't know" responses). The values highlighted in blue and red is to show whether there is a significant difference in the satisfaction rating compared to the 2017 and 2022 satisfaction ratings, respectively. This provides the ability to analyze long-term and short-term trends. Values highlighted in BLUE indicate that the rating was significantly higher (+4% or more) than the 2017 and/or 2021 results, and values highlighted in RED indicate that rating was significantly lower (-4% or more) than the 2017 and/or 2021 results.

Major Categories	2017 Survey	2018 Survey	2019 Survey	2020 Survey	2021 Survey	2022 Survey	Percentage Change From 2017 to 2022	Percentage Change From 2021 to 2022
Library services/programs	70.5%	76.7%	78.8%	78.7%	82.3%	87.9%	17.4%	5.6%
Fire and life safety programming	-	77.0%	77.9%	77.6%	73.3%	74.7%	-	1.4%
EMS services	75.8%	75.6%	79.5%	77.8%	73.8%	74.5%	-1.3%	0.7%
Response time for fire services	74.8%	72.9%	77.4%	75.9%	70.6%	71.6%	-3.2%	1.0%
Response time for EMS services	69.3%	72.4%	76.4%	72.8%	67.4%	67.7%	-1.6%	0.3%
Water/sewer utilities	58.6%	64.4%	65.2%	64.3%	70.5%	65.9%	7.3%	-4.6%
Parks/recreation programs	58.2%	62.6%	65.1%	59.2%	63.4%	65.3%	7.1%	1.9%
Customer service from City employees	56.1%	60.1%	59.3%	63.3%	64.7%	60.8%	4.7%	-3.9%
Public Health services	42.8%	46.4%	49.2%	49.3%	54.9%	59.4%	16.6%	4.5%
Customer service from County employees	56.1%	60.8%	58.9%	61.7%	63.2%	59.1%	3.0%	-4.1%
Police protection	61.6%	62.3%	56.5%	53.3%	45.7%	46.6%	-15.0%	0.9%
Tax Administration services	39.6%	44.6%	43.3%	46.5%	46.1%	45.9%	6.3%	-0.2%
Ease of travel within Durham	40.2%	39.5%	38.9%	47.1%	44.9%	45.8%	5.6%	0.9%
Effectiveness of communication	47.6%	52.8%	49.7%	54.9%	52.3%	45.2%	-2.4%	-7.1%
Sheriff protection	62.1%	58.4%	55.5%	51.9%	46.7%	45.0%	-17.1%	-1.7%
Private schools	45.0%	53.5%	51.0%	48.7%	49.7%	44.3%	-0.7%	-5.4%
Durham County Department of Social Services	37.0%	43.3%	38.9%	37.5%	42.2%	41.8%	4.8%	-0.4%
Enforcement of codes & ordinances	40.0%	43.8%	45.8%	39.4%	39.0%	38.9%	-1.1%	-0.1%
Bicycle facilities	33.3%	36.7%	37.5%	37.5%	38.5%	36.3%	3.0%	-2.2%
Charter schools	33.6%	37.5%	35.0%	37.7%	39.4%	34.1%	0.5%	-5.3%
Pedestrian facilities	38.2%	36.9%	37.1%	35.6%	38.9%	34.1%	-4.1%	-4.8%
Public schools	27.0%	28.8%	31.6%	34.5%	31.2%	33.7%	6.7%	2.5%
Maintenance of City streets	33.7%	29.4%	29.1%	31.7%	32.6%	30.8%	-2.9%	-1.8%
Public transit system	35.2%	30.5%	34.8%	34.2%	28.6%	28.5%	-6.7%	-0.1%
Perceptions	2017 Survey	2018 Survey	2019 Survey	2020 Survey	2021 Survey	2022 Survey	Percentage Change From 2017 to 2022	Percentage Change From 2021 to 2022
Quality of life in your neighborhood	75.8%	75.7%	80.7%	76.8%	79.3%	76.9%	1.1%	-2.4%
Quality of life in Durham	62.7%	64.8%	64.4%	60.1%	60.8%	62.8%	0.1%	2.0%
Quality of services provided by City	57.0%	60.7%	60.5%	59.0%	56.0%	57.4%	0.4%	1.4%
Quality of services provided by County	55.4%	58.5%	57.8%	58.0%	53.3%	54.3%	-1.1%	1.0%
Image of Durham	51.1%	54.5%	50.4%	46.8%	42.5%	49.0%	-2.1%	6.5%
Appearance of Durham	49.3%	53.0%	54.9%	52.6%	48.2%	47.6%	-1.7%	-0.6%
Value received for local property taxes	38.8%	40.0%	39.3%	38.8%	40.5%	39.0%	0.2%	-1.5%
Management of development/growth	46.0%	44.6%	36.1%	37.0%	35.0%	29.4%	-16.6%	-5.6%

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	2017 Survey	2018 Survey	2019 Survey	2020 Survey	2021 Survey	2022 Survey	Percentage Change From 2017 to 2022	Percentage Change From 2021 to 2022
Durham Public Schools								
Encourages community involvement in education decision making	26.6%	26.8%	31.8%	38.7%	32.8%	33.8%	7.2%	1.0%
Ensures quality education for students	20.7%	21.0%	25.1%	30.3%	30.9%	33.8%	13.1%	2.9%
Has effective leadership in K-12 education	19.6%	21.0%	27.6%	32.4%	29.9%	33.1%	13.5%	3.2%
Manages education budget well	20.4%	20.1%	25.9%	29.2%	28.0%	32.4%	12.0%	4.4%
Attracts high quality teachers	19.7%	20.8%	25.2%	30.4%	29.9%	29.9%	10.2%	0.0%
Is transparent about education-related decision making	18.4%	18.4%	22.5%	32.5%	29.1%	27.9%	9.5%	-1.2%
Public Safety								
Walking alone in your neighborhood during the day	84.7%	83.1%	86.2%	87.7%	87.2%	85.6%	0.9%	-1.6%
When engaging with law enforcement					63.2%	63.5%	-	0.3%
Using City recreation centers	-	52.0%	53.9%	51.7%	55.0%	58.7%	-	3.7%
Walking alone in your neighborhood at night	55.9%	55.8%	59.5%	59.9%	60.4%	57.5%	1.6%	-2.9%
Visiting City parks	-	51.6%	50.2%	55.1%	53.9%	56.6%	-	2.7%
In Downtown Durham	42.8%	49.4%	48.5%	49.2%	47.1%	48.7%	5.9%	1.6%
In Durham overall	35.7%	39.3%	39.9%	40.3%	35.4%	39.5%	3.8%	4.1%
Law Enforcement/Criminal Justice								
Police relationship with your community	61.1%	57.2%	58.2%	49.1%	52.0%	48.4%	-12.7%	-3.6%
Animal control services	47.0%	47.0%	53.8%	48.8%	49.4%	47.4%	0.4%	-2.0%
Sheriff's office relationship with your community	57.7%	51.0%	54.8%	47.1%	51.0%	44.3%	-13.4%	-6.7%
Enforcement of traffic safety laws	46.1%	43.0%	46.8%	43.1%	44.2%	37.0%	-9.1%	-7.2%
Local court system	38.2%	41.1%	36.6%	34.2%	36.5%	34.1%	-4.1%	-2.4%
Parks, Recreation, and Open Space								
Greenways & trails	61.1%	59.4%	67.1%	65.2%	69.5%	66.0%	4.9%	-3.5%
Length of commute to your desired recreation amenities	51.4%	56.7%	62.1%	-	61.1%	61.4%	10.0%	0.3%
Public art	-	47.7%	58.0%	60.0%	59.3%	59.6%	-	0.3%
Cultural programming	60.7%	61.6%	65.7%	-	52.9%	57.0%	-3.7%	4.1%
Outdoor athletic fields & courts	49.6%	47.7%	57.4%	52.3%	55.2%	56.4%	6.8%	1.2%
Variety of City recreation opportunities	52.4%	48.8%	57.5%	-	52.6%	52.7%	0.3%	0.1%
Customer service provided by City's Parks & Recreation staff	52.1%	49.6%	54.7%	51.7%	54.5%	52.3%	0.2%	-2.2%
Recreation center programs	41.7%	45.6%	50.5%	-	46.5%	46.4%	4.7%	-0.1%
Athletic programs	40.5%	40.4%	49.9%	-	43.5%	41.8%	1.3%	-1.7%
Aquatic programs	37.8%	38.8%	44.9%	-	35.9%	36.7%	-1.1%	0.8%

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Durham County Trends: 2017-2022

The values below each year is a combination of "very satisfied" and "satisfied" responses (excluding "don't know" responses). The values highlighted in blue and red is to show whether there is a significant difference in the satisfaction rating compared to the 2017 and 2022 satisfaction ratings, respectively. This provides the ability to analyze long-term and short-term trends. Values highlighted in BLUE indicate that the rating was significantly higher (+4% or more) than the 2017 and/or 2021 results, and values highlighted in RED indicate that rating was significantly lower (-4% or more) than the 2017 and/or 2021 results.

	2017 Survey	2018 Survey	2019 Survey	2020 Survey	2021 Survey	2022 Survey	Percentage Change From 2017 to 2022	Percentage Change From 2021 to 2022
Maintenance								
Condition of trails & greenways	-	51.8%	59.8%	59.2%	62.5%	61.1%	-	-1.4%
Condition of public art	-	50.4%	55.4%	58.9%	57.6%	60.6%	-	3.0%
Condition of parks and open space	48.8%	49.4%	55.3%	56.2%	57.7%	57.5%	8.7%	-0.2%
Condition of streets in your neighborhood	55.7%	50.6%	47.5%	52.6%	53.5%	52.0%	-3.7%	-1.5%
Condition of recreation centers & facilities	44.1%	44.4%	49.4%	47.7%	48.3%	50.0%	5.9%	1.7%
Overall appearance of major entryways to Downtown Durham	42.8%	40.9%	43.8%	45.6%	43.5%	45.6%	2.8%	2.1%
Condition of sidewalks in your neighborhood	44.1%	40.4%	39.2%	47.1%	46.2%	42.2%	-1.9%	-4.0%
Appearance of landscaping on right of ways along streets/public areas	43.7%	40.9%	43.8%	43.9%	44.7%	40.9%	-2.8%	-3.8%
Condition of aquatic facilities	-	36.0%	40.6%	37.6%	35.8%	38.3%	-	2.5%
Condition of public school facilities	-	25.5%	31.8%	30.7%	26.1%	31.9%	-	5.8%
Condition of bicycle facilities	31.4%	31.2%	35.2%	37.5%	35.4%	31.8%	0.4%	-3.6%
Condition of parking	-	31.8%	31.6%	35.3%	38.2%	31.3%	-	-6.9%
Multi-Modal Transportation								
Ability in your neighborhood to run, walk, bike, & exercise outdoors	-	59.6%	64.9%	69.1%	67.1%	63.0%	-	-4.1%
Ease of travel by walking	39.8%	36.8%	38.9%	36.5%	39.8%	35.8%	-4.0%	-4.0%
Quality of downtown parking facilities	37.0%	36.5%	37.7%	33.0%	39.3%	35.8%	-1.2%	-3.5%
Ease of travel by bus within Durham (GoDurham)	32.9%	20.2%	28.4%	23.6%	18.1%	27.9%	-5.0%	9.8%
Ease of travel by biking	25.3%	24.8%	26.7%	29.0%	28.1%	25.5%	0.2%	-2.6%
Ease of travel by bus to places outside of Durham (GoTriangle)					20.6%	23.3%	-	2.7%
Solid Waste and Utility Services								
Curbside recycling services	74.7%	77.5%	82.4%	80.7%	80.0%	83.8%	9.1%	3.8%
Solid waste collection services	79.1%	78.4%	79.9%	81.4%	82.5%	83.3%	4.2%	0.8%
Sewer services	69.0%	67.7%	71.0%	70.3%	73.6%	71.2%	2.2%	-2.4%
Yard waste collection services	66.9%	64.0%	67.1%	53.5%	64.4%	70.0%	3.1%	5.6%
City Waste Disposal Center	64.2%	62.4%	67.8%	63.8%	65.2%	67.3%	3.1%	2.1%
Quality of drinking water	64.4%	62.6%	66.6%	65.2%	65.8%	66.5%	2.1%	0.7%
County Solid Waste Convenience Centers	62.1%	58.6%	62.3%	58.9%	59.2%	59.3%	-2.8%	0.1%
Management of public stormwater runoff/drainage/flood control					55.4%	50.9%	-	-4.5%
Stream & lake protection	41.6%	44.2%	48.8%	46.8%	47.3%	42.2%	0.6%	-5.1%

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	2017 Survey	2018 Survey	2019 Survey	2020 Survey	2021 Survey	2022 Survey	Percentage Change From 2017 to 2022	Percentage Change From 2021 to 2022
Communication								
Ability to get timely emergency/disaster info 24 hours a day	53.1%	57.9%	58.6%	59.5%	59.7%	60.6%	7.5%	0.9%
Ease of locating information on County website	46.8%	43.3%	47.3%	45.6%	44.3%	47.7%	0.9%	3.4%
Availability of info about County programs & services	44.0%	42.9%	44.7%	45.1%	42.5%	45.8%	1.8%	3.3%
Your experience engaging with County government process	39.2%	40.9%	43.3%	36.0%	39.4%	44.9%	5.7%	5.5%
County efforts to keep you informed about local issues	31.2%	33.3%	36.1%	32.8%	32.3%	31.9%	0.7%	-0.4%
Level of public involvement in local decisions	29.1%	28.7%	31.3%	23.7%	25.9%	26.2%	-2.9%	0.3%
Customer Service								
Courtesy of County employee(s) you interacted with	63.2%	65.7%	68.4%	71.2%	77.3%	71.6%	8.4%	-5.7%
Accuracy of information you were given	57.0%	61.1%	64.7%	70.3%	71.8%	66.8%	9.8%	-5.0%
Appropriateness of County employees' response	58.6%	60.2%	63.1%	68.2%	73.8%	64.8%	6.2%	-9.0%
How easy County Government was to contact	58.6%	60.0%	59.0%	63.4%	66.9%	61.8%	3.2%	-5.1%
Timeliness of County employees' response	55.6%	59.7%	62.1%	63.7%	73.8%	61.4%	5.8%	-12.4%
Resolution to your issue/concern	49.5%	53.5%	58.9%	59.6%	65.9%	56.9%	7.4%	-9.0%
Overall Ratings								
As a place to live	81.0%	84.5%	82.1%	80.7%	82.1%	81.1%	0.1%	-1.0%
As a place to work	78.3%	81.0%	80.8%	78.9%	81.1%	78.5%	0.2%	-2.6%
As a place to visit	64.3%	67.0%	71.4%	67.3%	67.7%	70.2%	5.9%	2.5%
As a place to play	61.0%	67.7%	65.8%	63.6%	67.6%	69.9%	8.9%	2.3%
As a community that values diversity of residents					61.5%	65.6%	-	4.1%
As a place to raise children	58.4%	62.9%	62.9%	61.0%	61.9%	60.5%	2.1%	-1.4%
As a place to retire	57.1%	55.4%	59.3%	56.4%	59.3%	57.4%	0.3%	-1.9%
As a community that is moving in the right direction	60.9%	62.8%	56.9%	56.3%	54.8%	56.5%	-4.4%	1.7%
As a place to start a business	53.6%	52.3%	54.1%	55.3%	60.5%	53.3%	-0.3%	-7.2%
As a place to educate children	35.3%	36.6%	42.0%	43.5%	45.1%	45.8%	10.5%	0.7%

2022 Durham County Resident Survey

Executive Summary



Investment Priorities

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 the 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 4 of this report.

This analysis reviewed the importance of and satisfaction with major categories of services. This analysis was conducted to help set the overall priorities for the County. Based on the results of this analysis, the major County 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:

- Quality of public schools (I-S Rating=0.2374)

Importance-Satisfaction (I-S) Analysis for 10 of the 24 major categories of City and County services is shown in the table below. The remainder of the Importance-Satisfaction results can be found in Section 4 of this report.

2022 Durham County Resident Survey

Importance-Satisfaction Analysis Ratings

Major Categories of City & County Services

Durham County, North Carolina

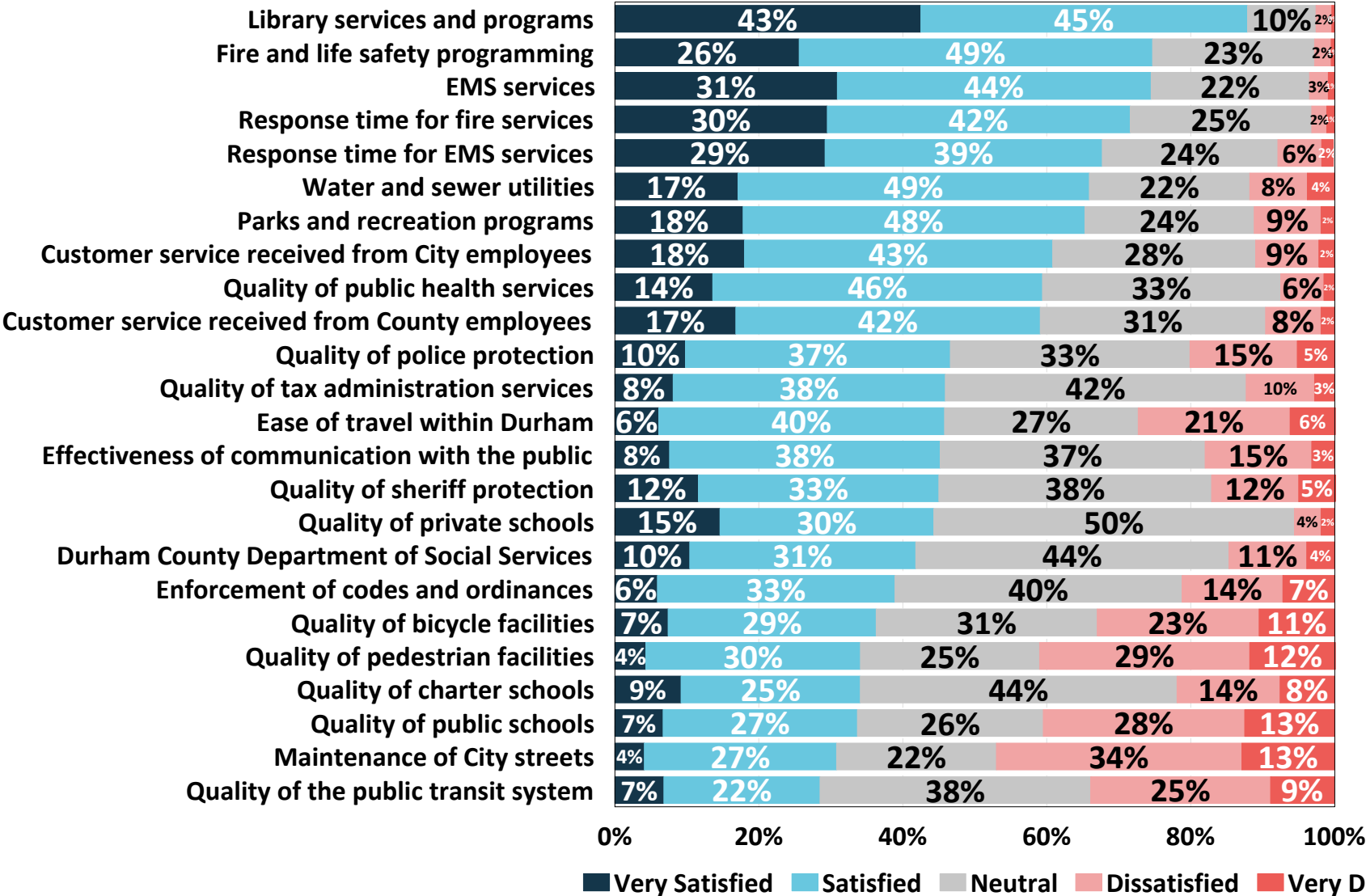
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Police protection	50%	1	47%	11	0.2665	1
Quality of public schools	36%	2	34%	22	0.2374	2
Maintenance of City streets	31%	3	31%	23	0.2166	3
High Priority (I-S = 0.10-0.20)						
Pedestrian facilities	19%	4	34%	20	0.1226	4
Public transit system (GoDurham)	14%	6	29%	24	0.1022	5
Medium Priority (I-S < 0.10)						
Sheriff protection	18%	5	45%	15	0.0996	6
Bicycle facilities	12%	8	36%	19	0.0771	7
Ease of travel within Durham	14%	7	46%	13	0.0732	8
Durham County Department of Social Services	9%	10	42%	17	0.0524	9
Enforcement of codes & ordinances	7%	14	39%	18	0.0452	10



Charts and Graphs

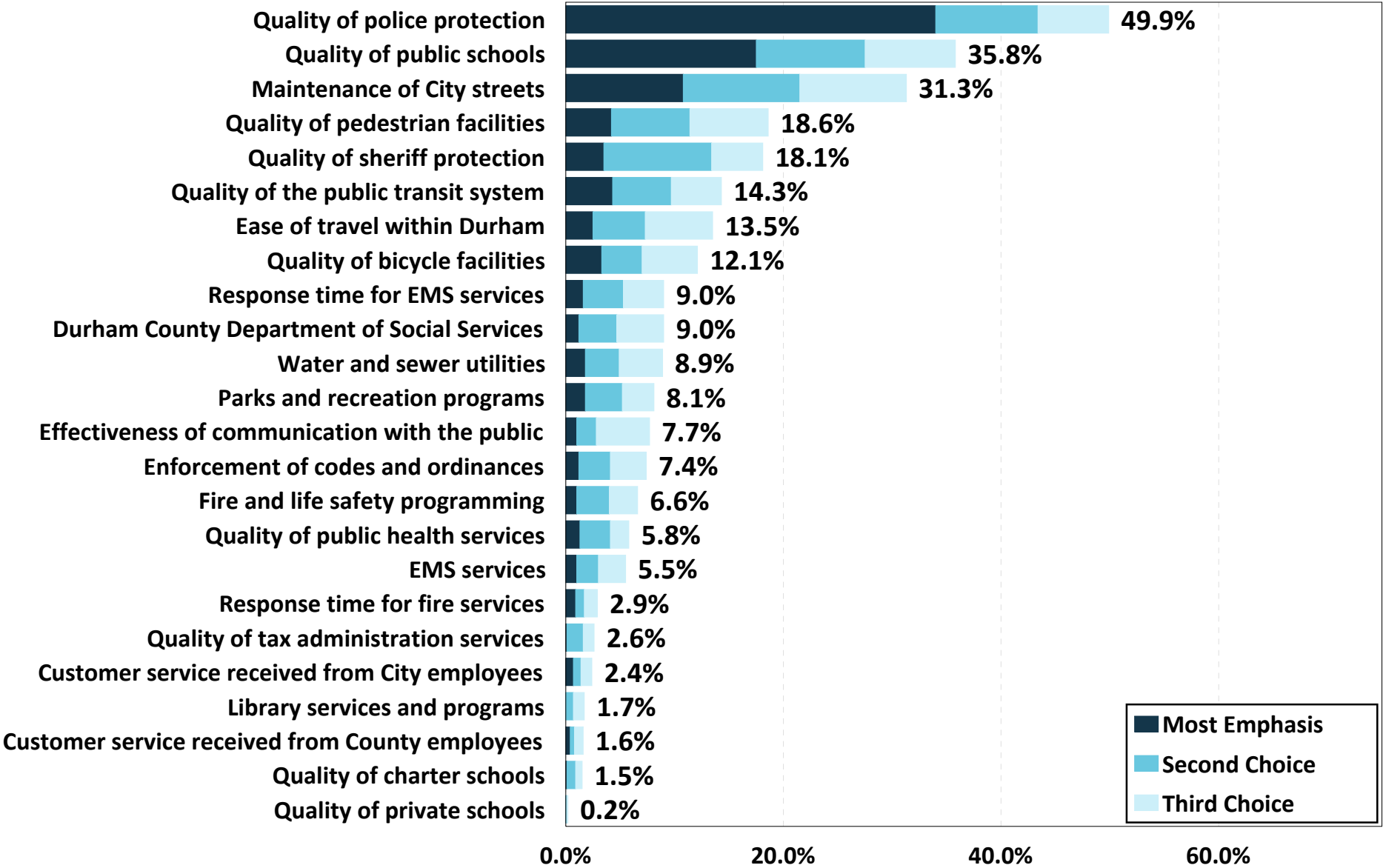
Q1. Satisfaction with Major Categories of Services Provided by the City and County

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding N/A responses)



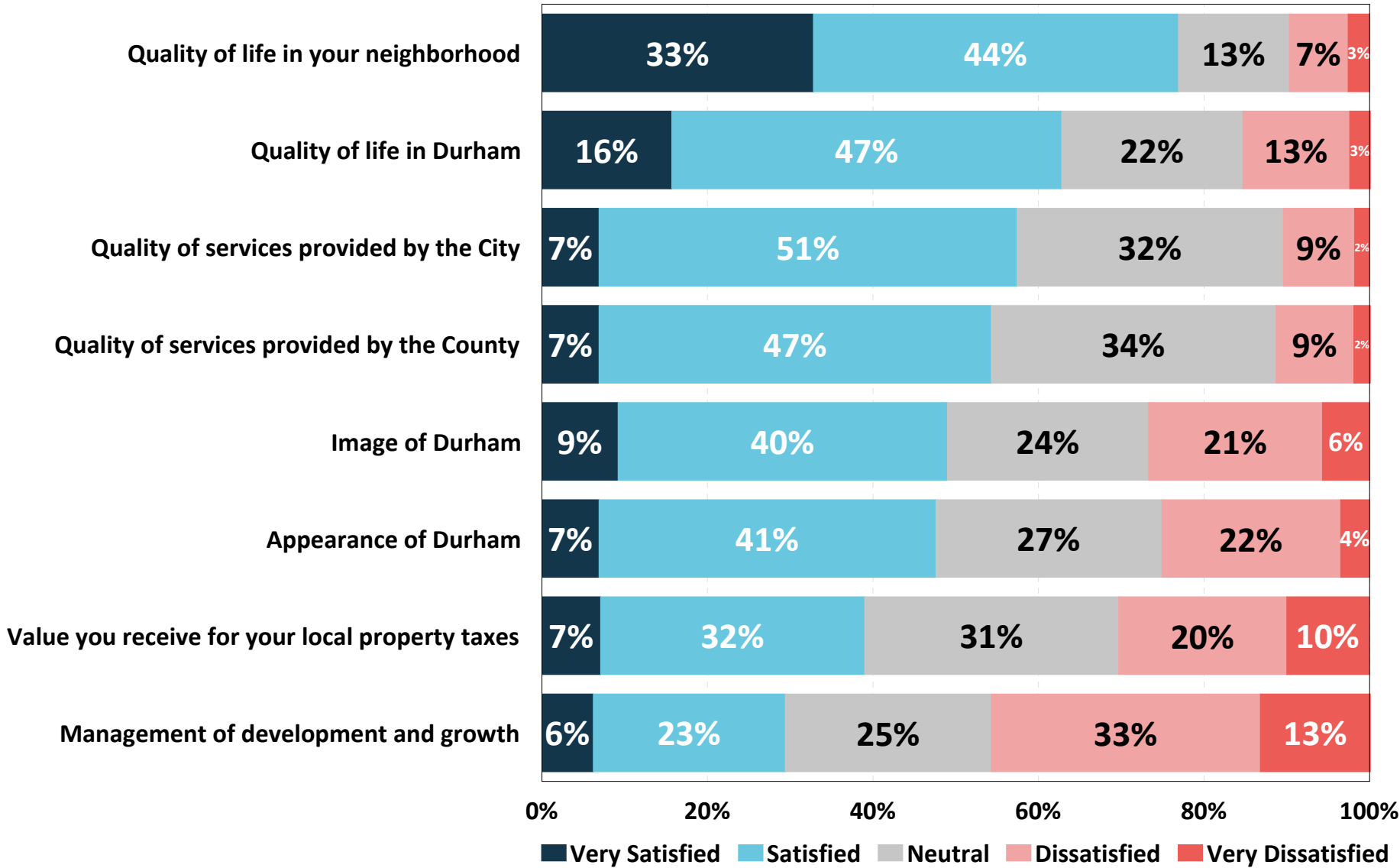
Q2. Which Major Categories of Services do you think should receive the MOST EMPHASIS from City & County leaders over the next TWO years?

by the sum percentage of respondents' top three choices



Q3. Level of Satisfaction with Items That Influence Perceptions of Durham

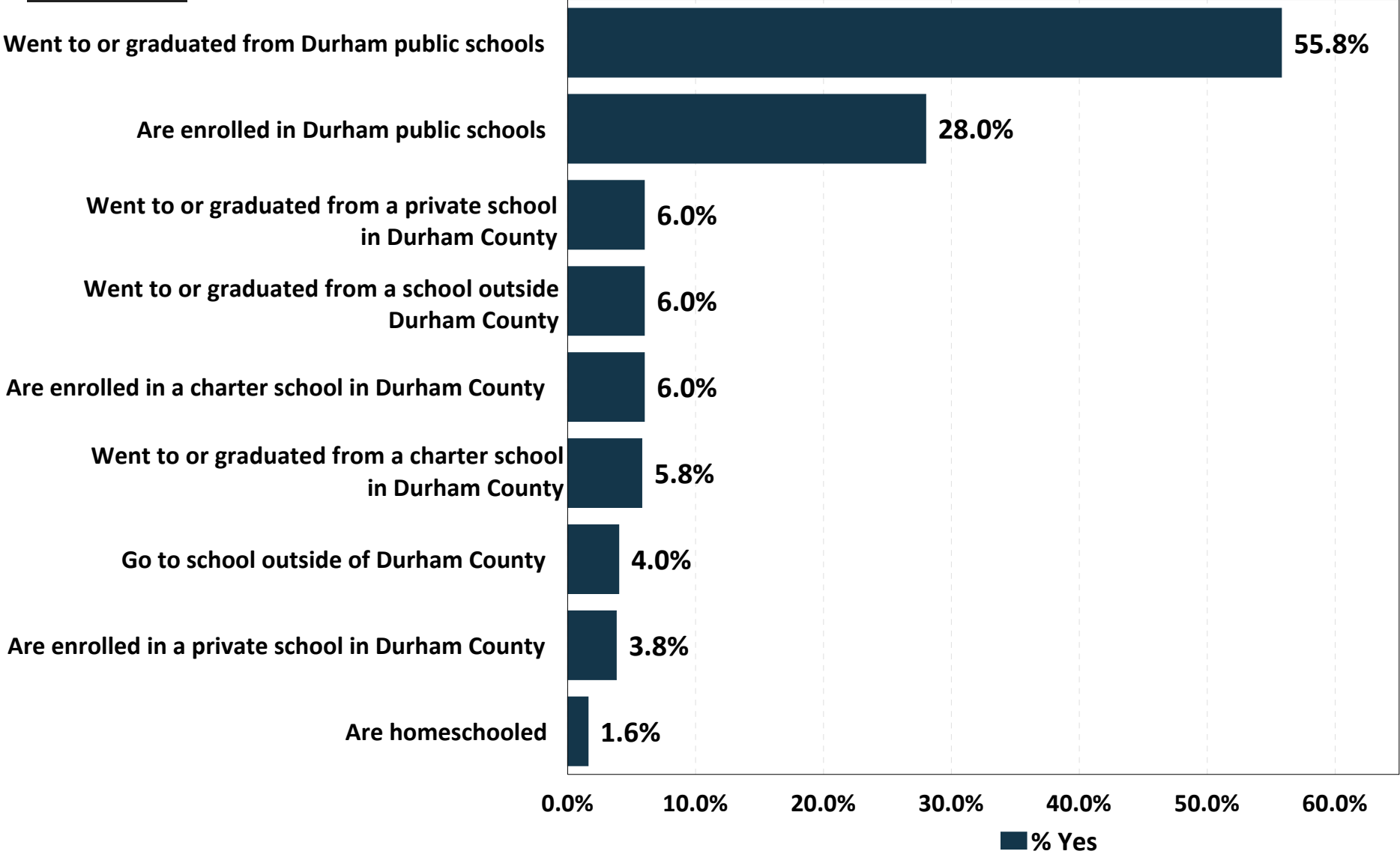
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding N/A responses)



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

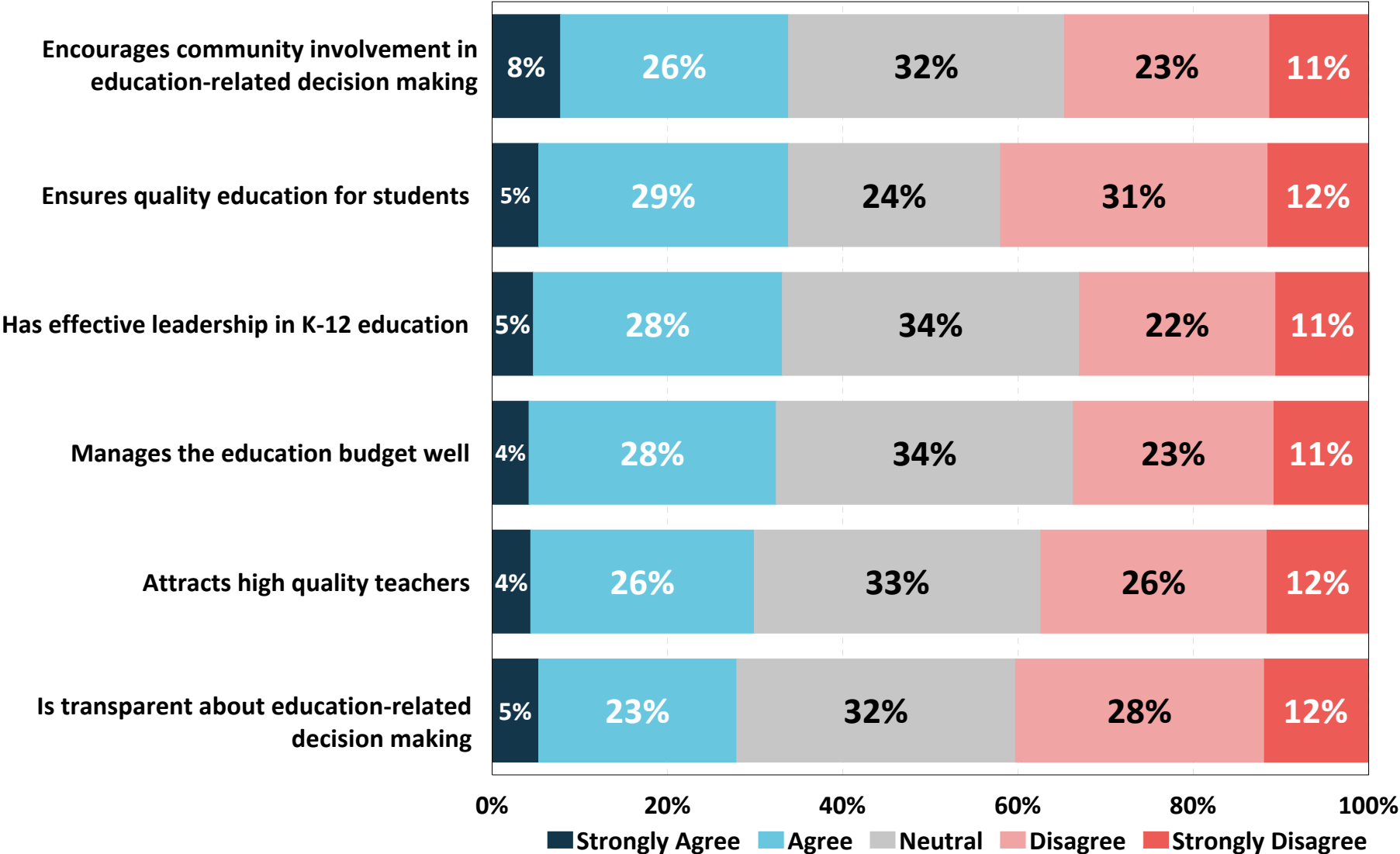
by the percentage of respondents that responded with *yes* (excluding *this question does not apply to me* responses)

My children...



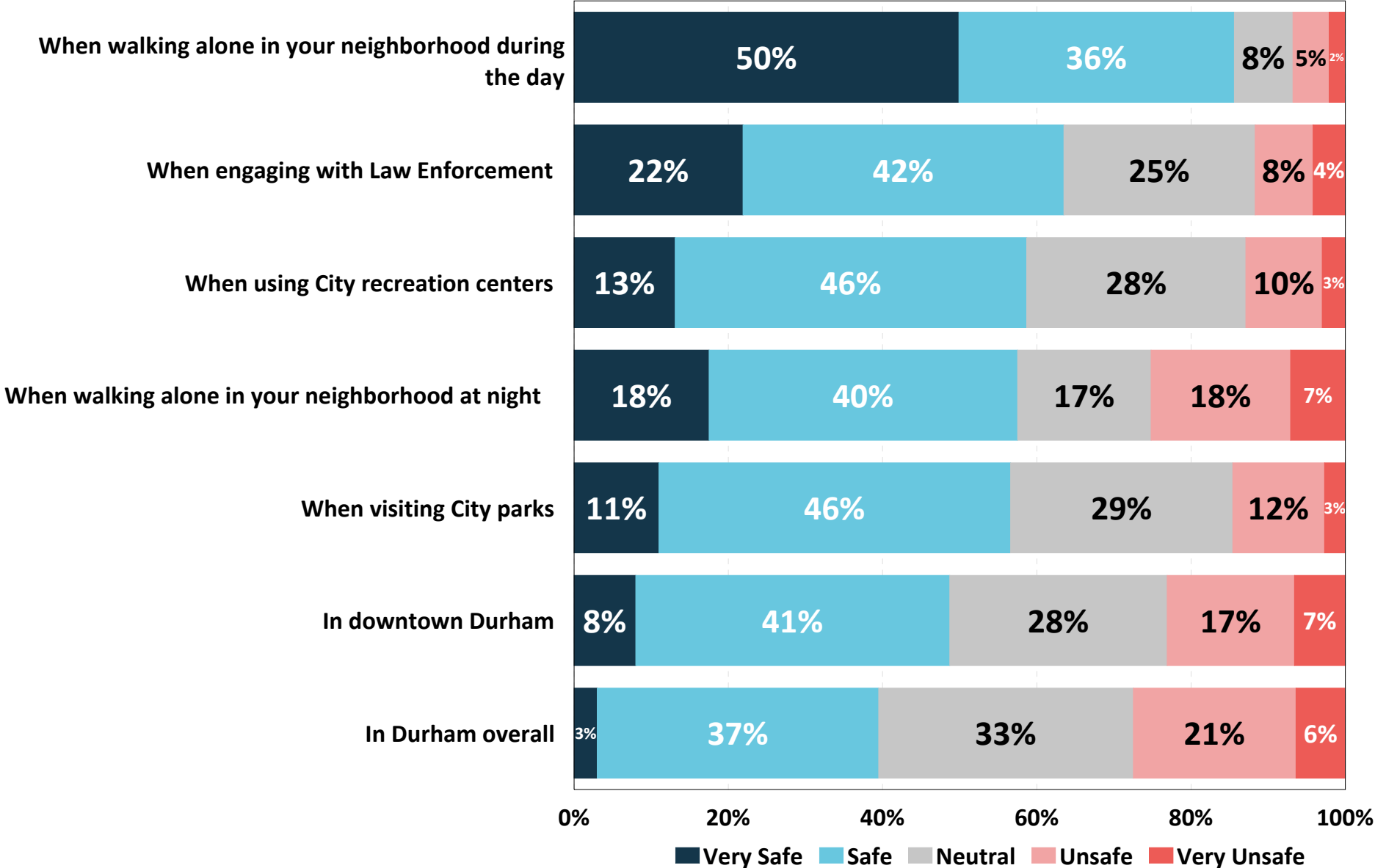
Q5. Level of Agreement with Statements About Durham Public Schools

by the percentage of respondents, using a 5-point scale where 5 means *strongly agree* and 1 means *strongly disagree* (excluding *N/A* responses)



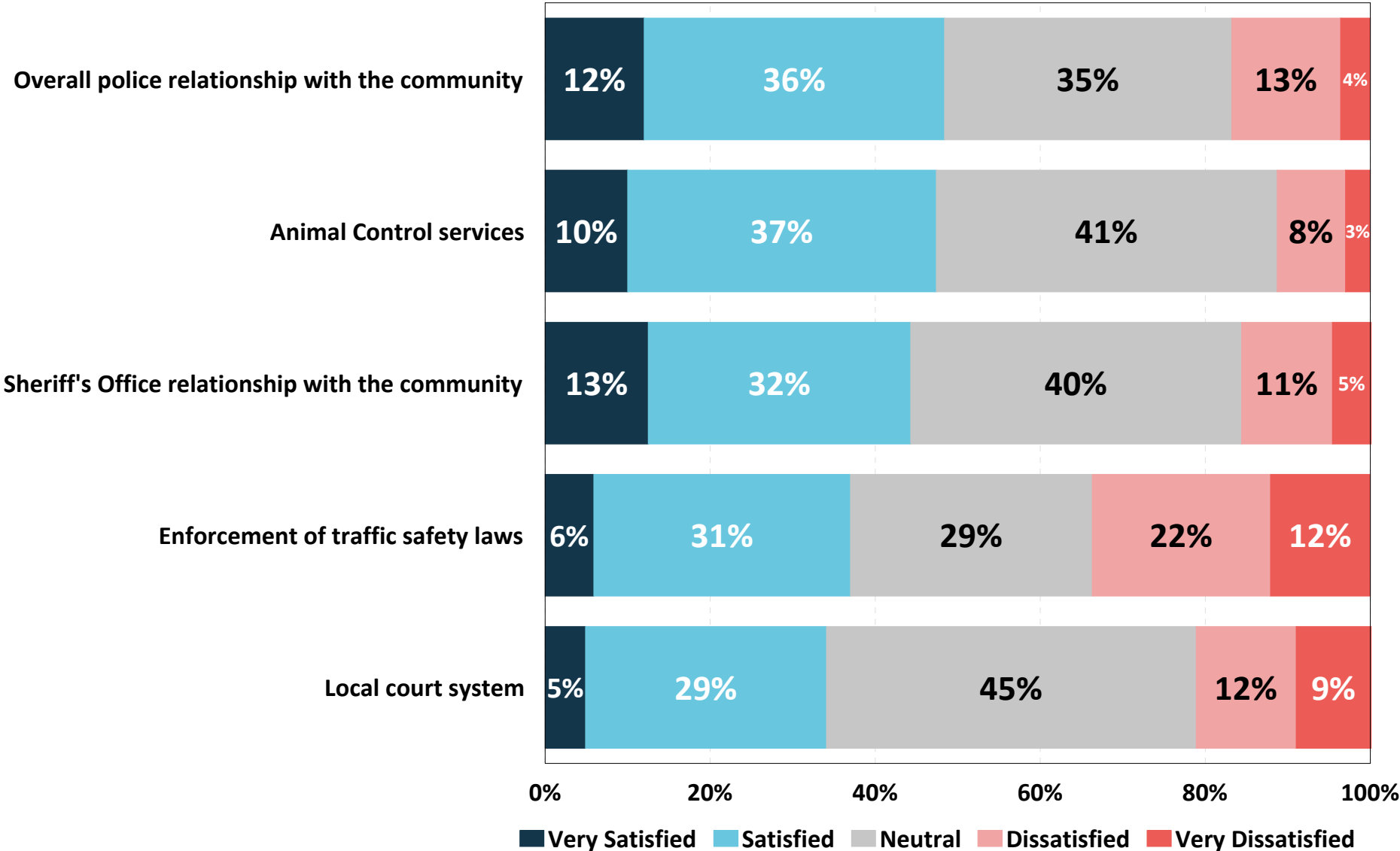
Q6. Feeling of Safety in Various Situations

by the percentage of respondents, using a 5-point scale where 5 means *very safe* and 1 means *very unsafe*
(excluding *N/A* responses)



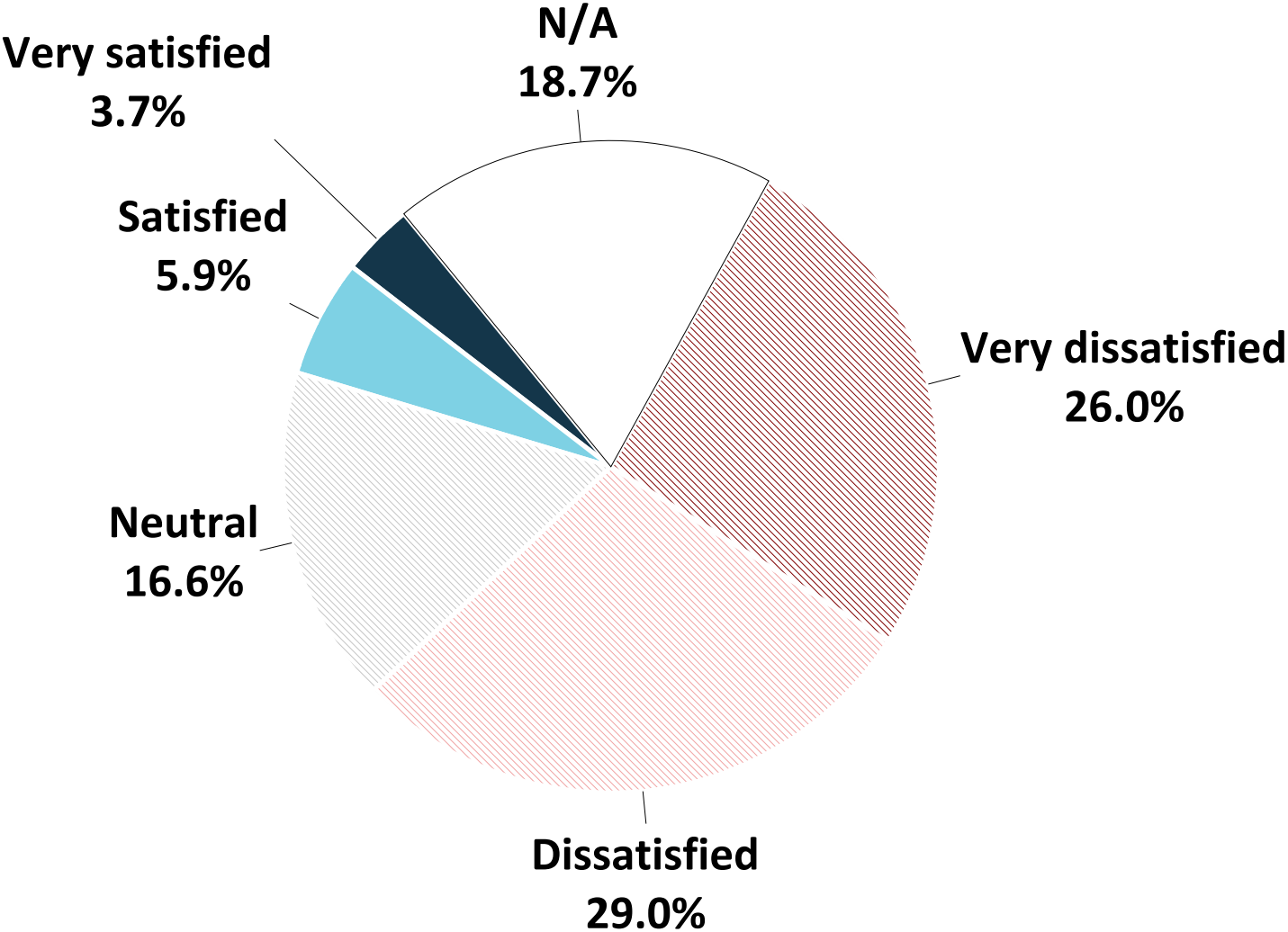
Q7. Level of Satisfaction with Law Enforcement/ Criminal Justice Services

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding N/A responses)



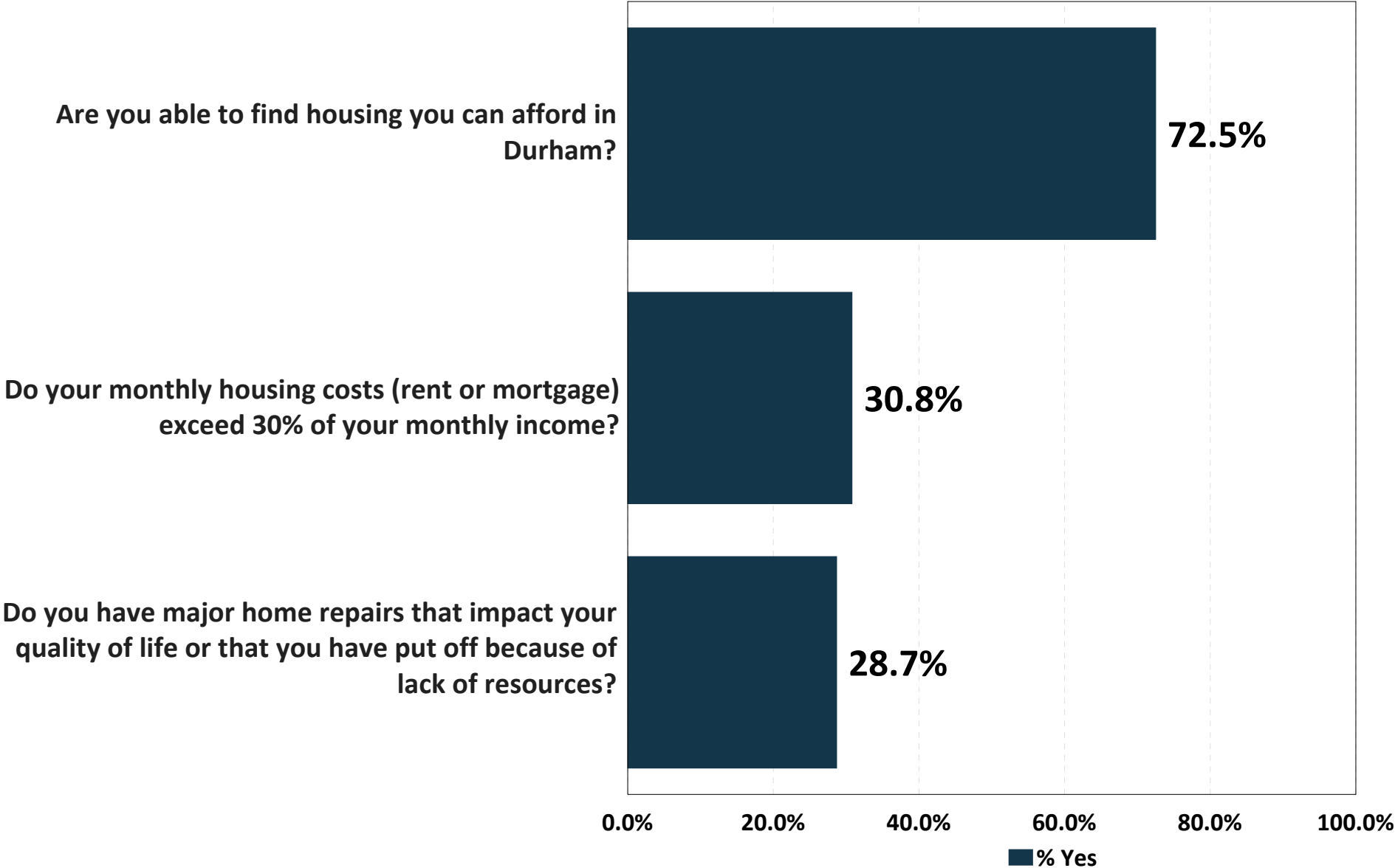
Q8. How satisfied are you with the availability of affordable housing?

by percentage of respondents



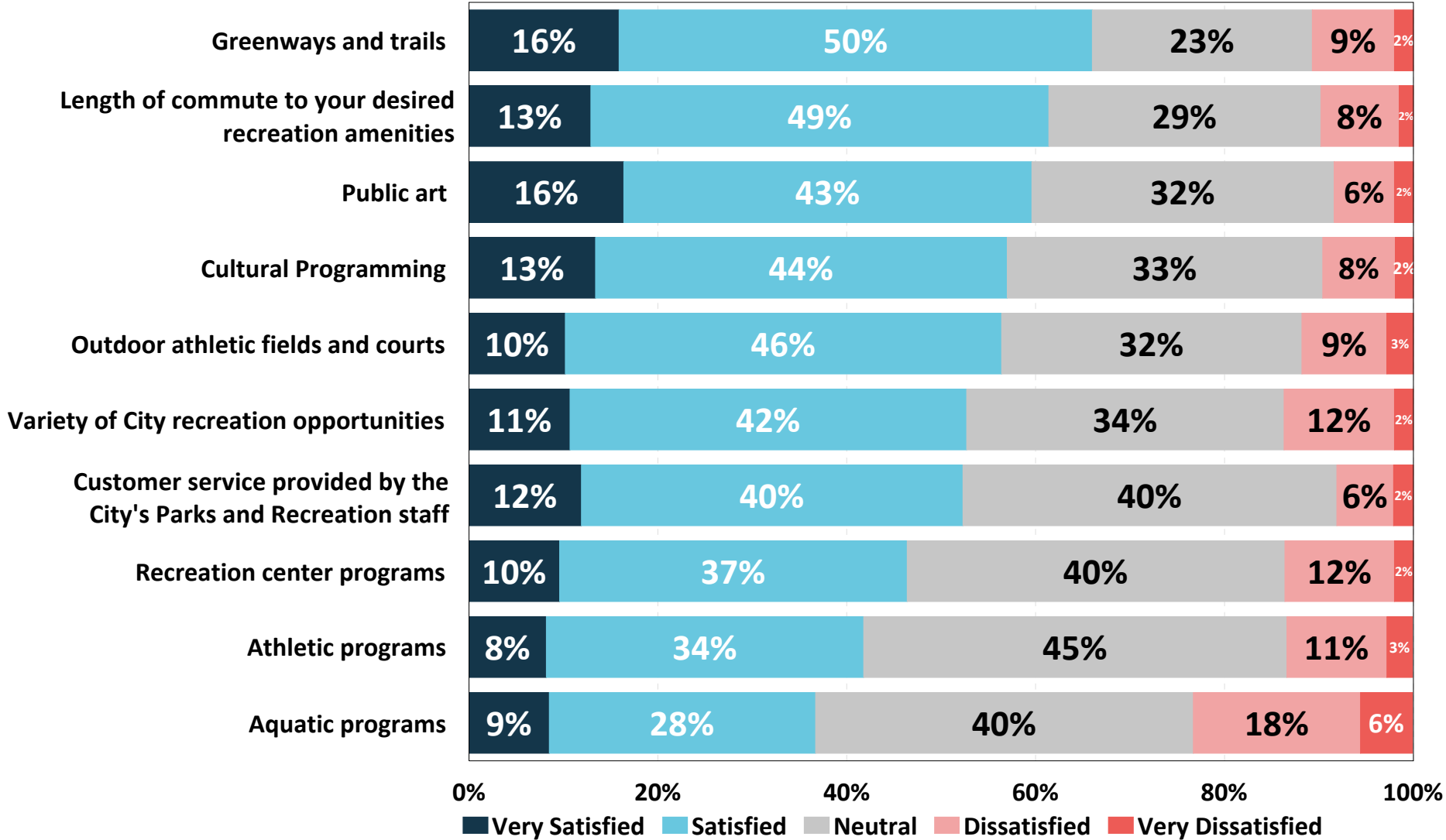
Q9. Percentage of Respondents That Indicated “Yes” to Each Question

by the percentage of respondents (excluding *not provided* responses)



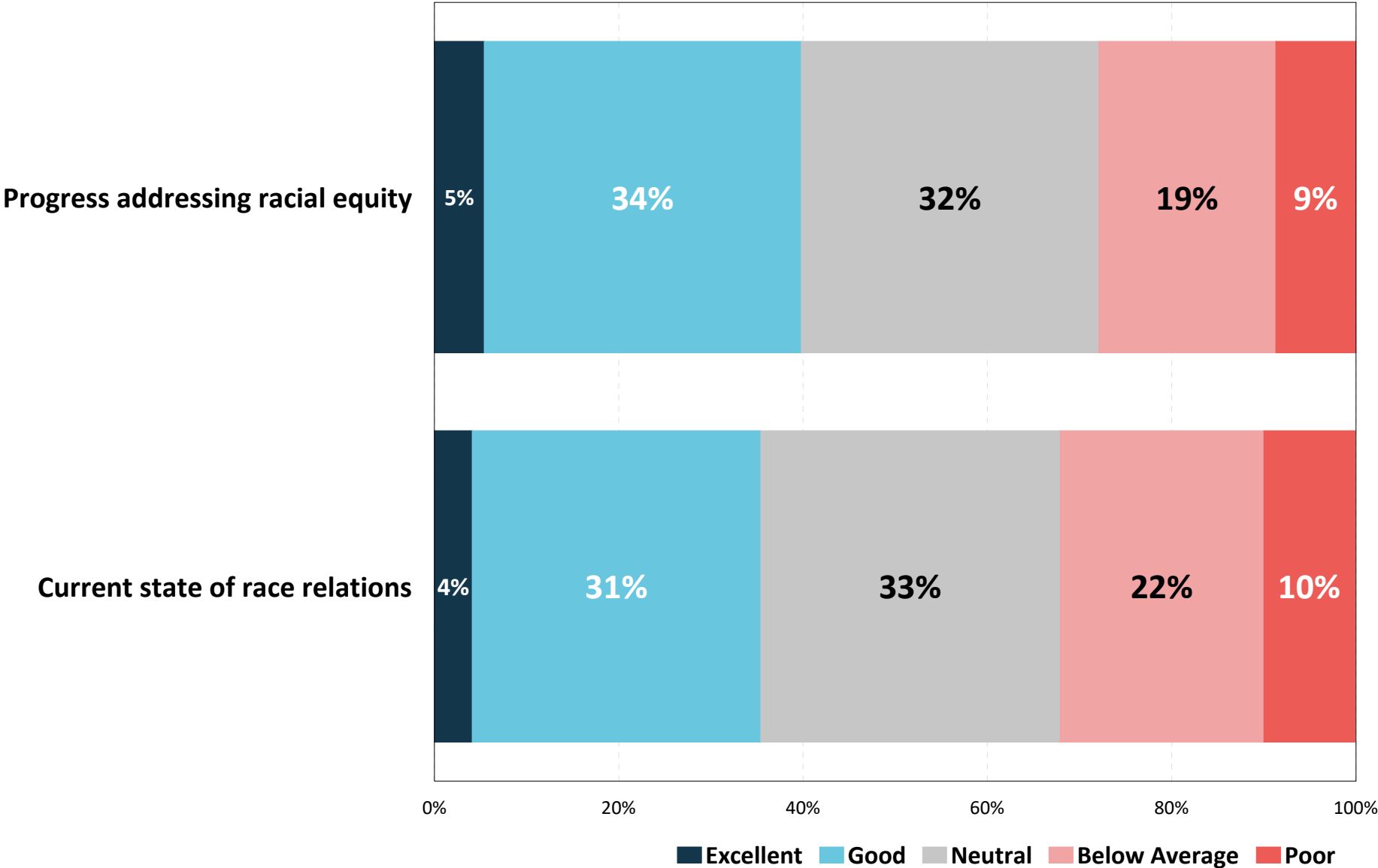
Q10. Level of Satisfaction with Parks, Recreation, and Open Space Services

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *N/A* responses)



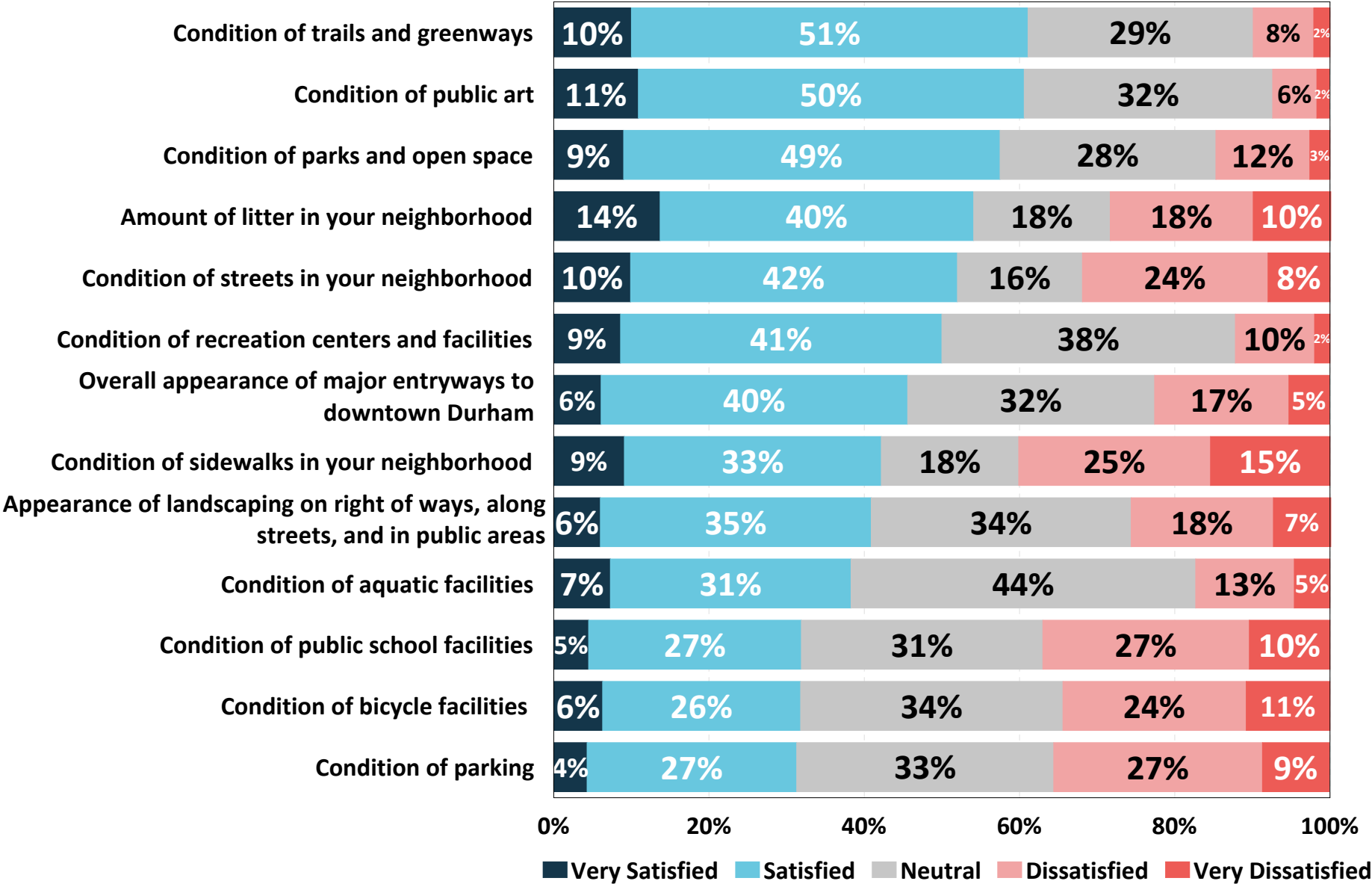
Q11. Ratings of Durham in the Following Areas

by the percentage of respondents, using a 5-point scale where 5 means *excellent* and 1 means *poor* (excluding *N/A* responses)



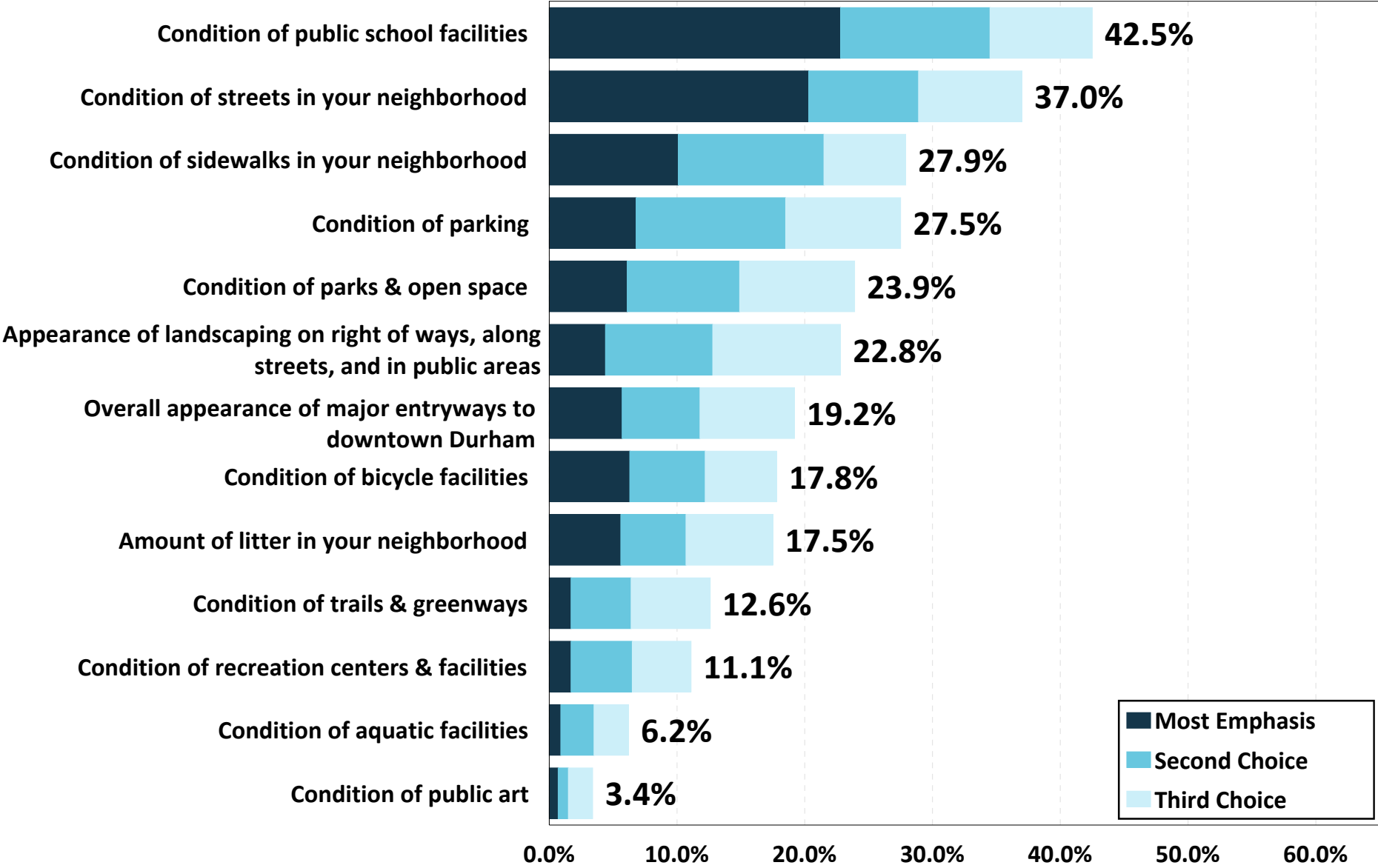
Q12. Level of Satisfaction with Maintenance Services

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding N/A responses)



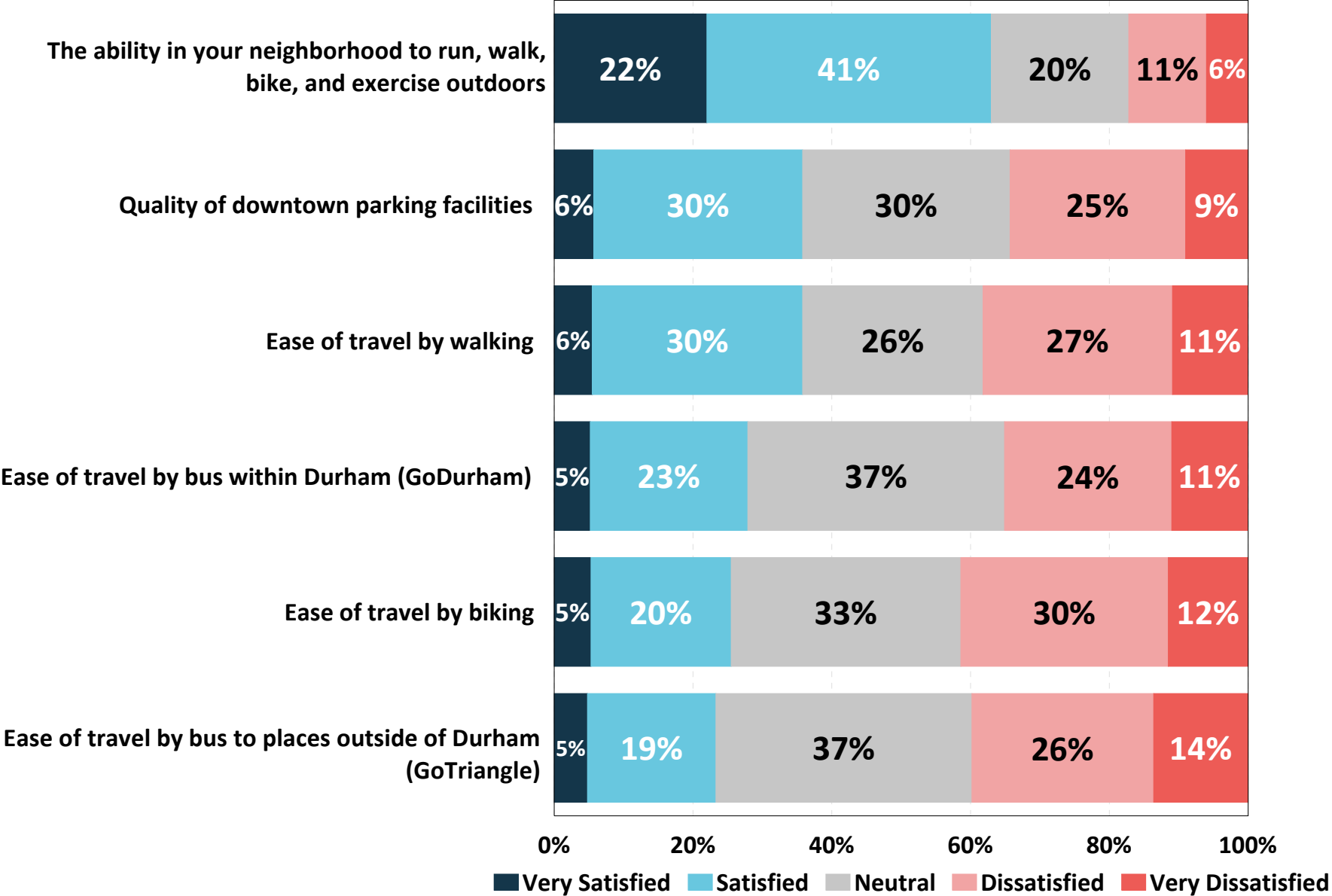
Q13. Which Maintenance Services do you think should receive the MOST EMPHASIS from City & County leaders over the next TWO years?

by the sum percentage of respondents' top three choices



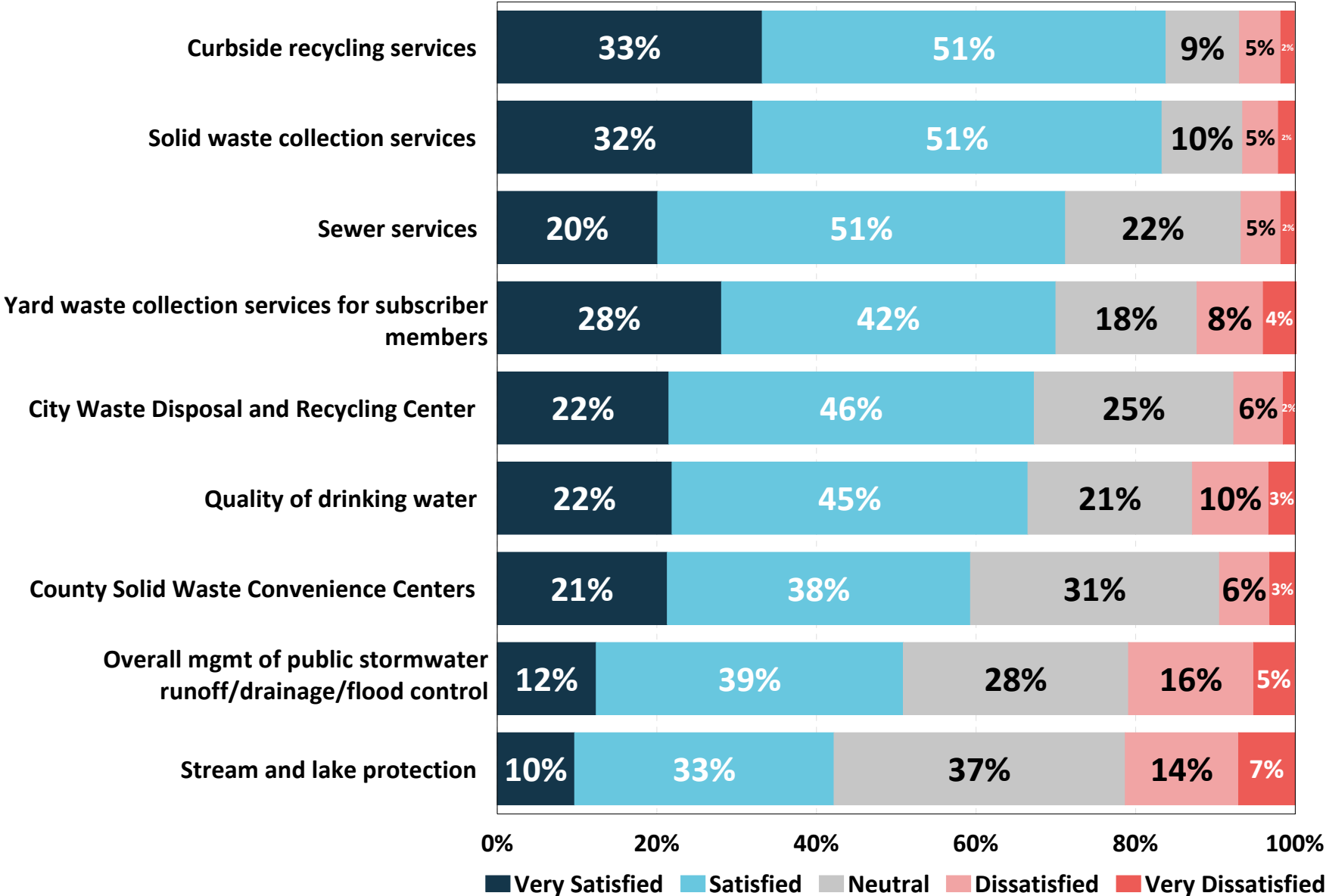
Q14. Level of Satisfaction with Transportation

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *N/A* responses)



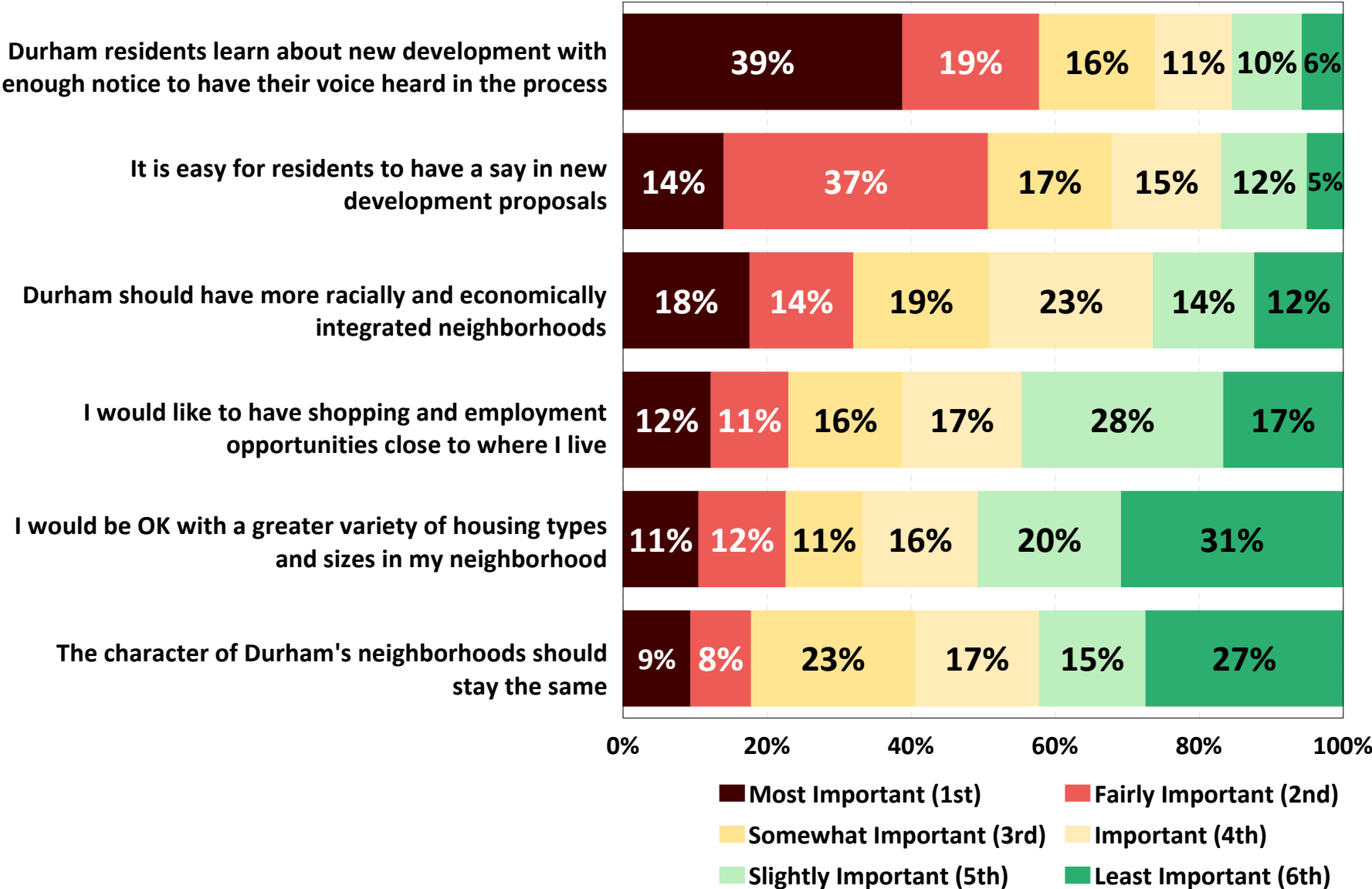
Q15. Level of Satisfaction with Solid Waste and Utility Services

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *N/A* responses)



Q16. Ranking of Importance of Six Planning Goals

by the percentage of respondents, using a 6-point scale where 6 means the goal is the *first most important* and 1 means the goal is the *least important (sixth)* (excluding N/A responses)



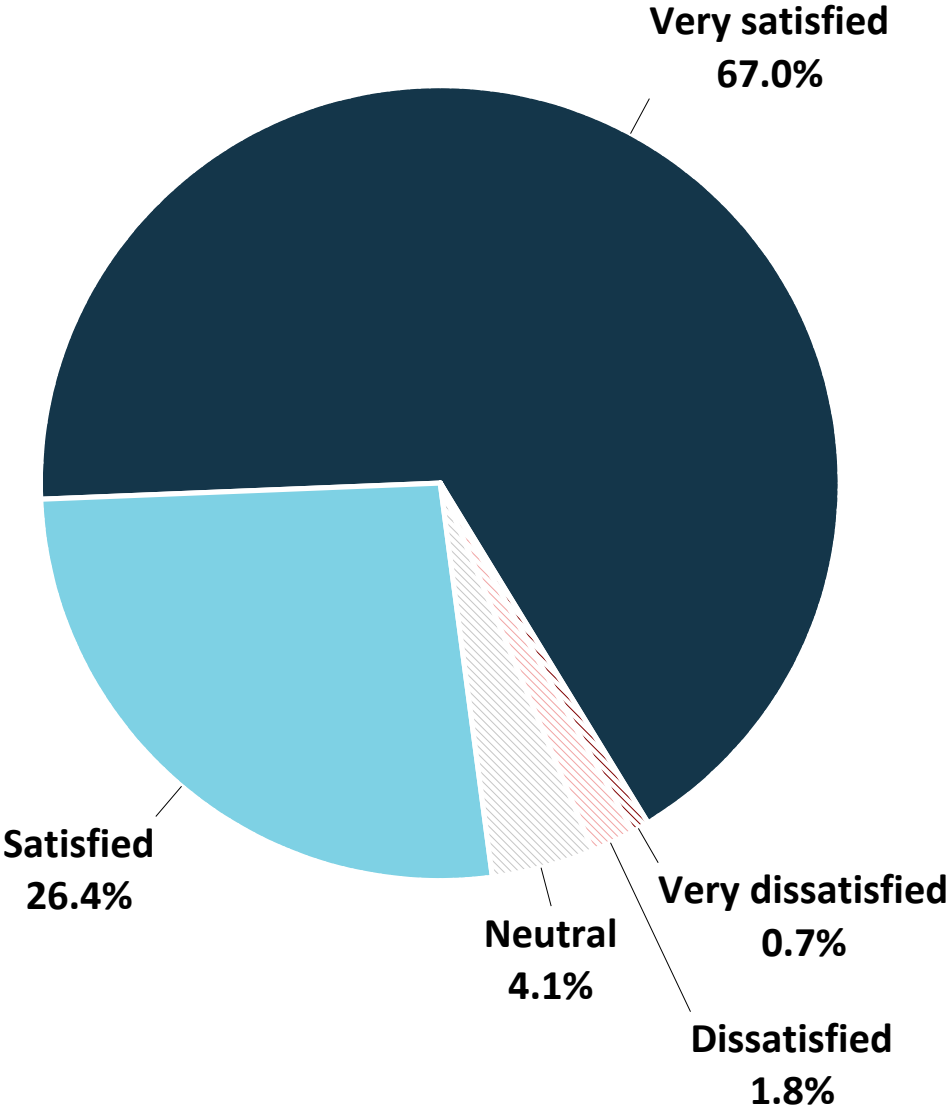
Q18. Have you voted in the past 5 years?

by percentage of respondents (excluding *not provided* responses)



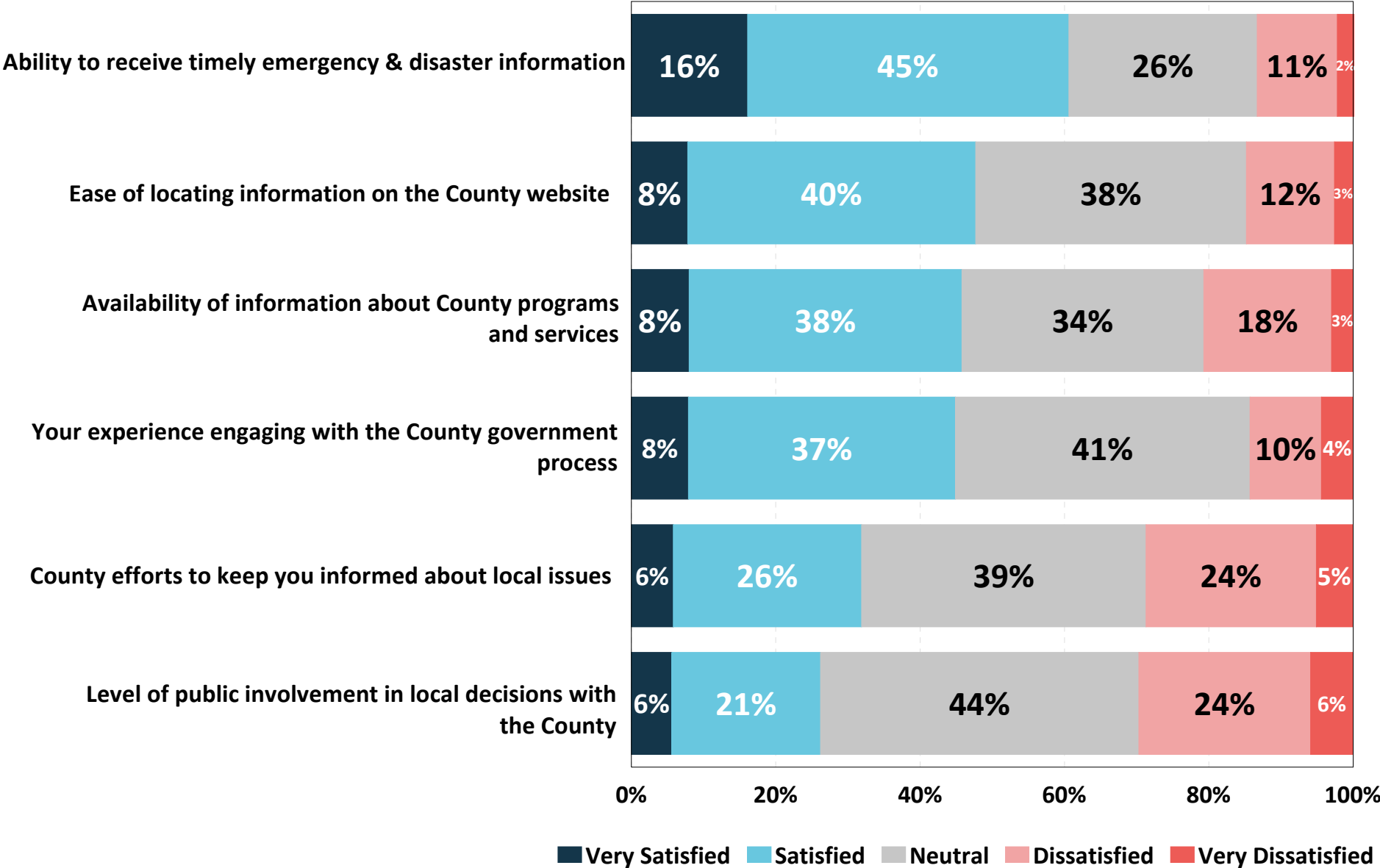
Q18a. How would you rate your overall satisfaction with your voting experience?

by percentage of respondents (excluding *not provided* responses)



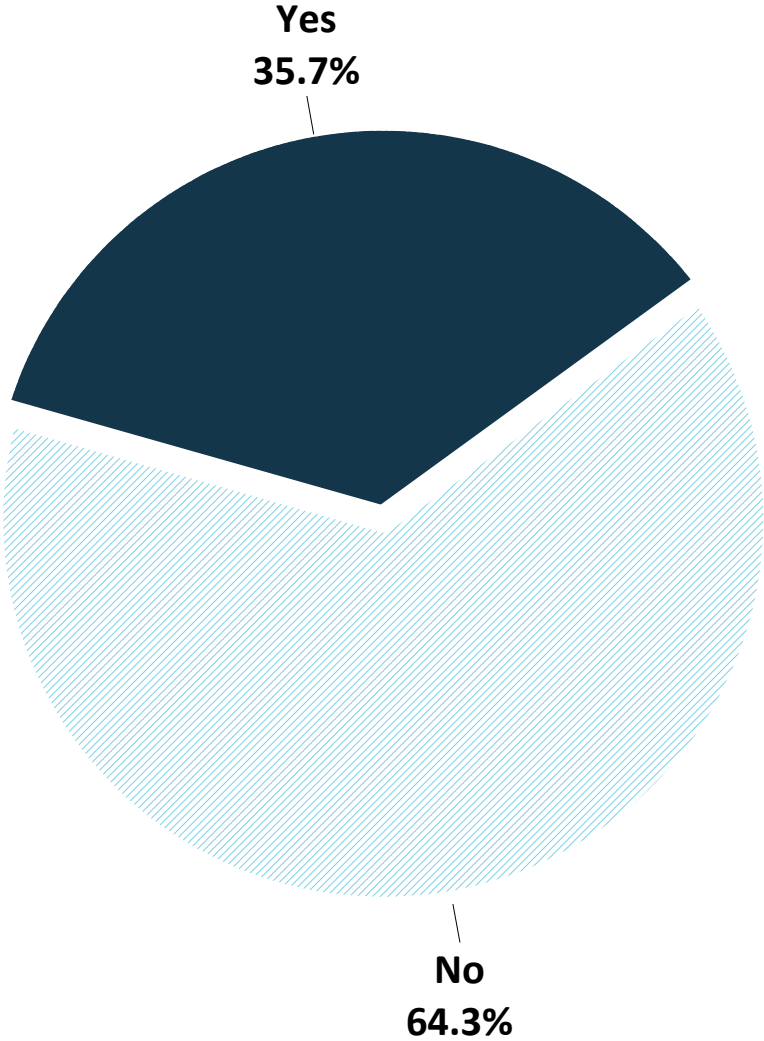
Q20a. Level of Satisfaction with County Communication

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding N/A responses)



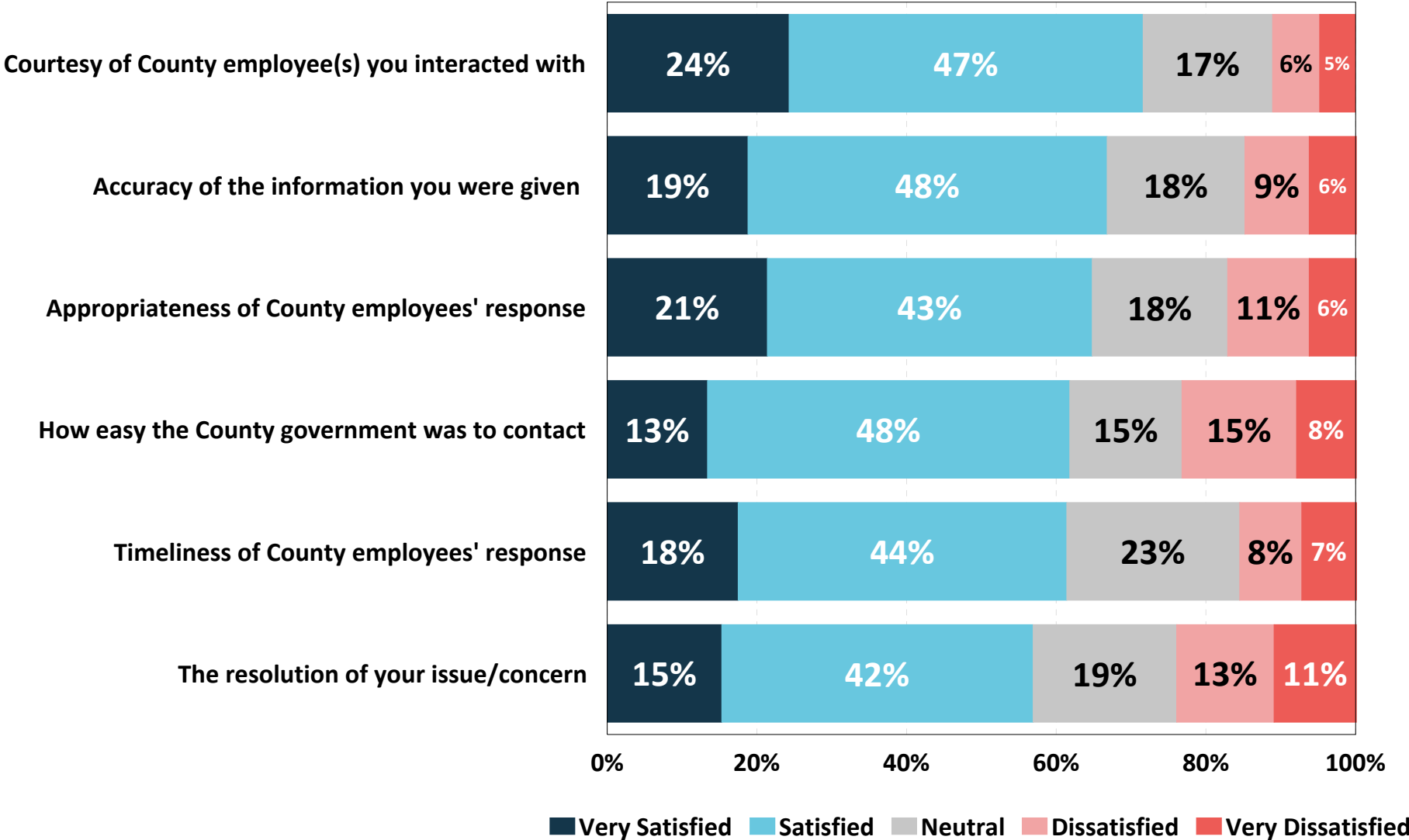
Q20b. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?

by percentage of respondents



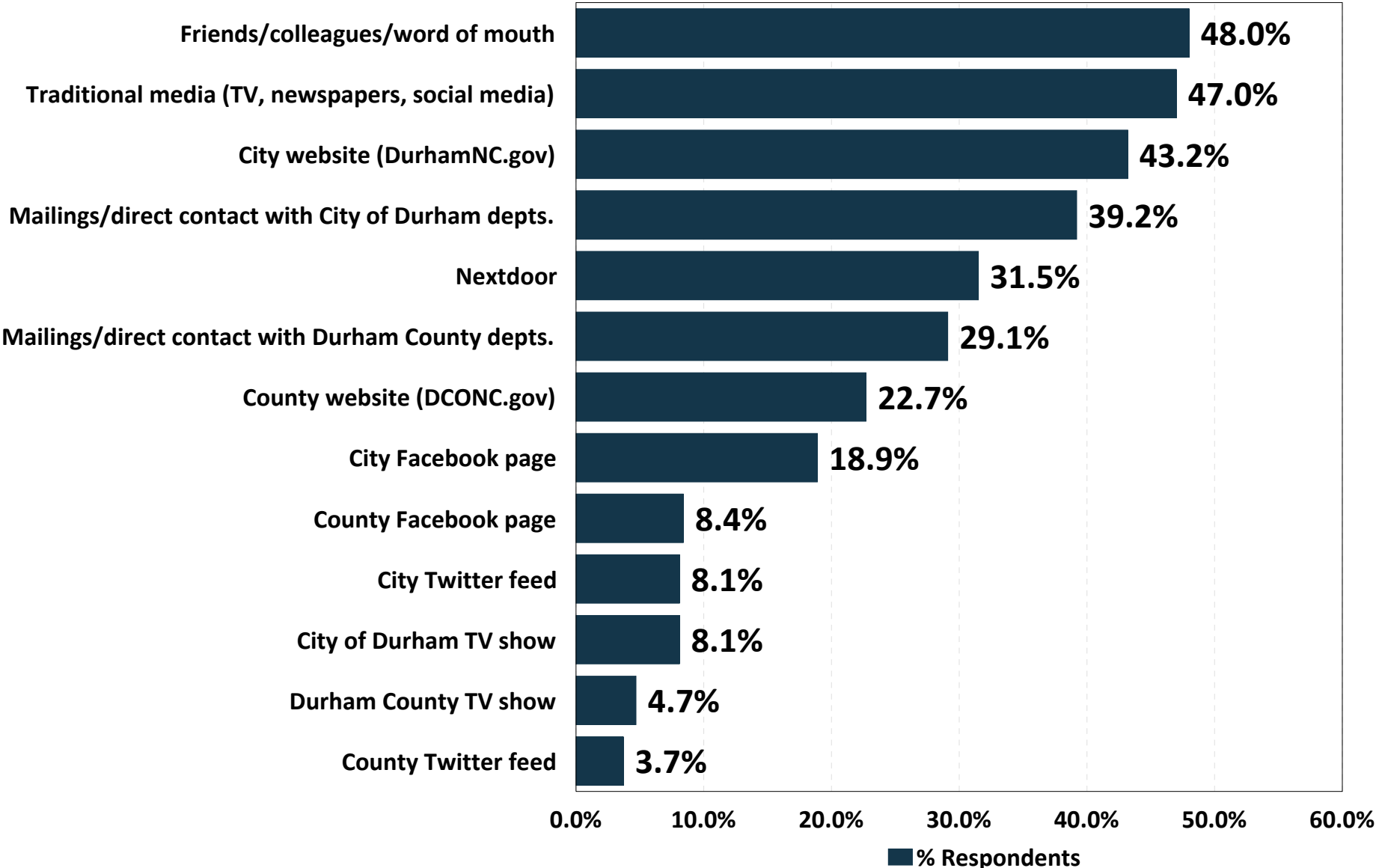
Q20c. Level of Satisfaction with the Experience Interacting with the County Government Department That Was Contacted

by the percentage of respondents that contacted employees of the County or visited the website during the past year, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *N/A* responses)



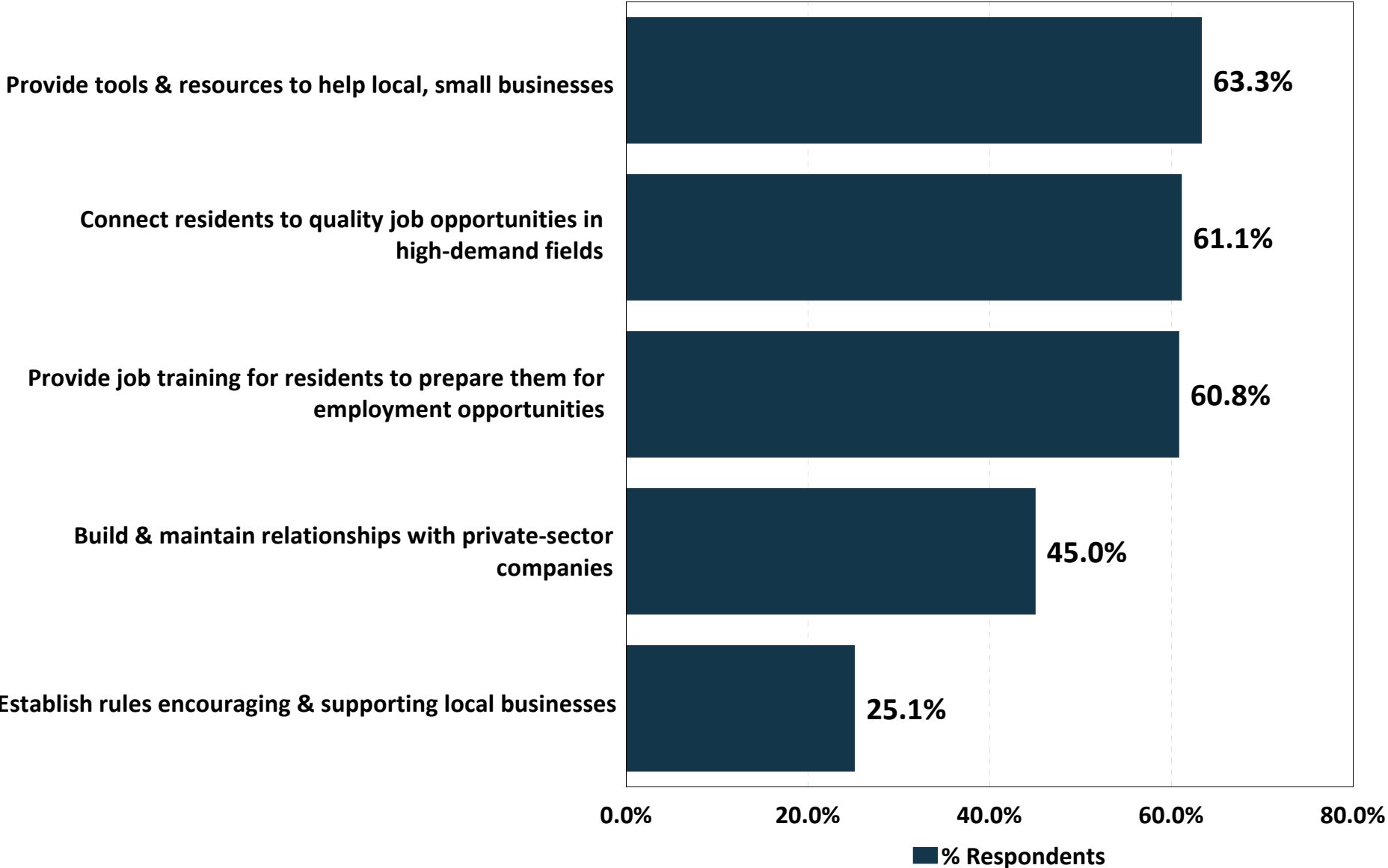
Q21. How do you hear or receive information about community issues, services, and events?

by the percentage of respondents (multiple choices could be selected)



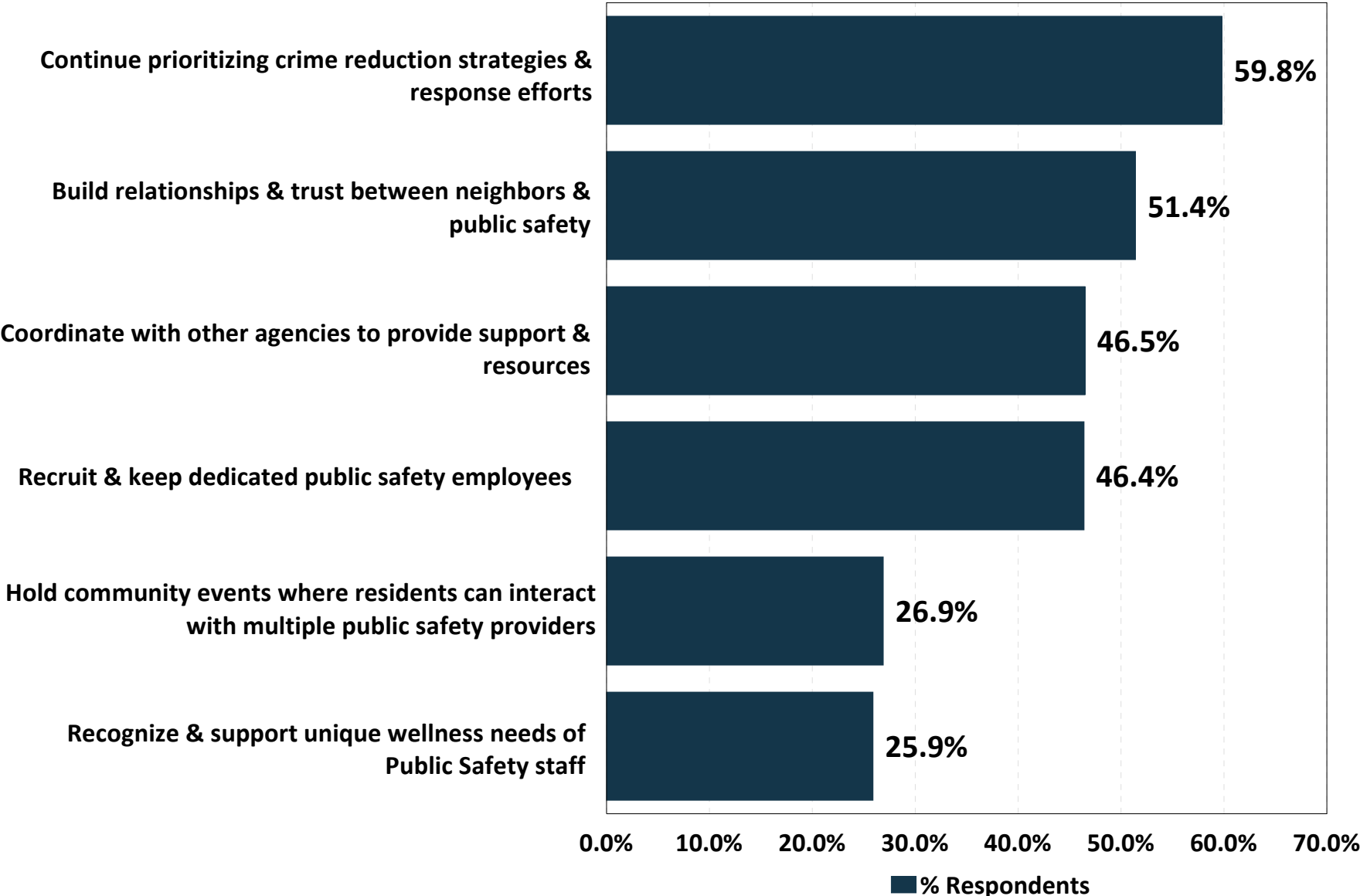
Q22[1]. Focus Areas That the City Should Concentrate on in the Next 3 to 5 Years - *Shared Economic Prosperity*

by the percentage of respondents (up to three choices could be selected)



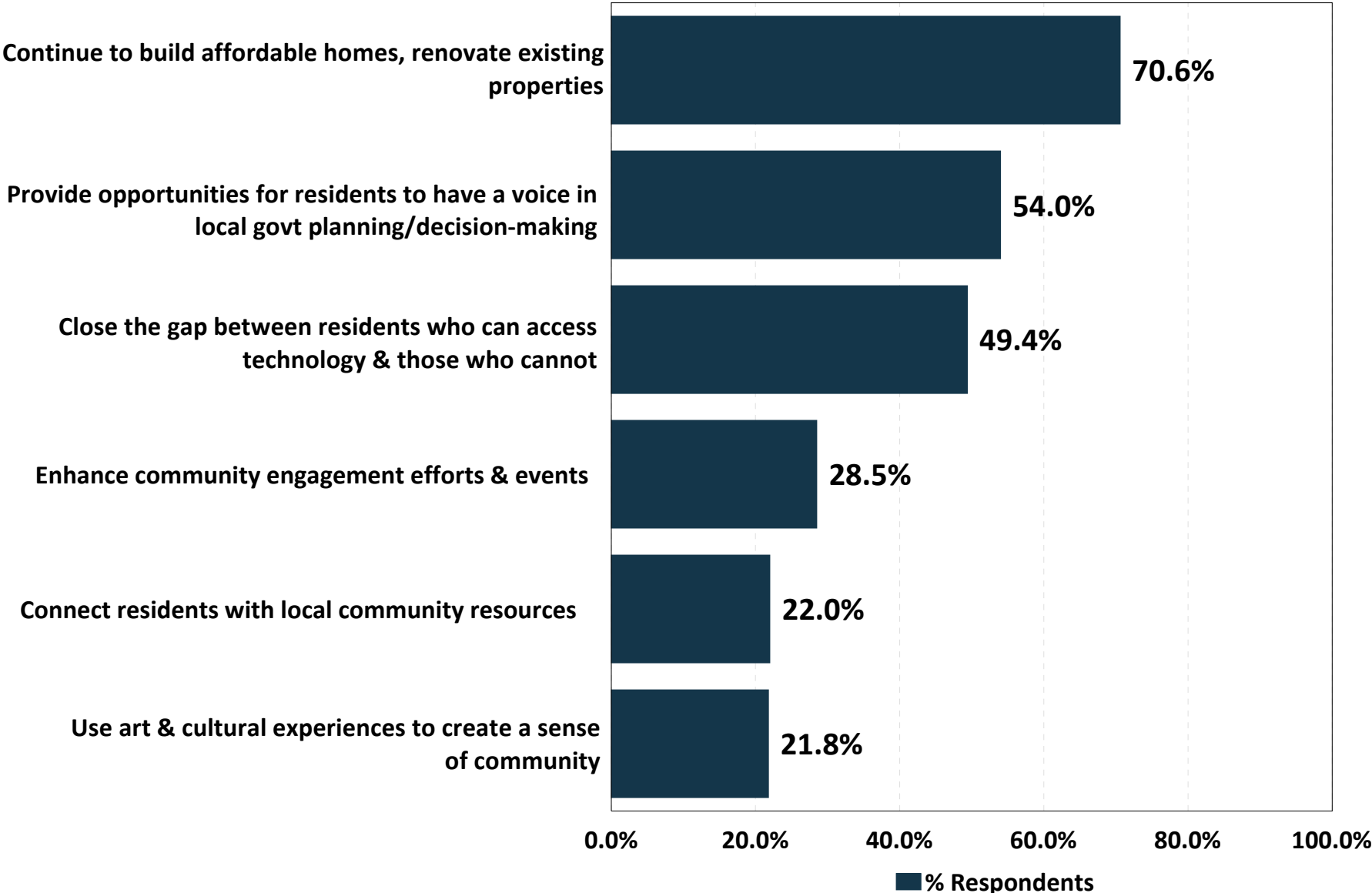
Q22[2]. Focus Areas That the City Should Concentrate on in the Next 3 to 5 Years - *Building a Safer Community Together*

by the percentage of respondents (up to three choices could be selected)



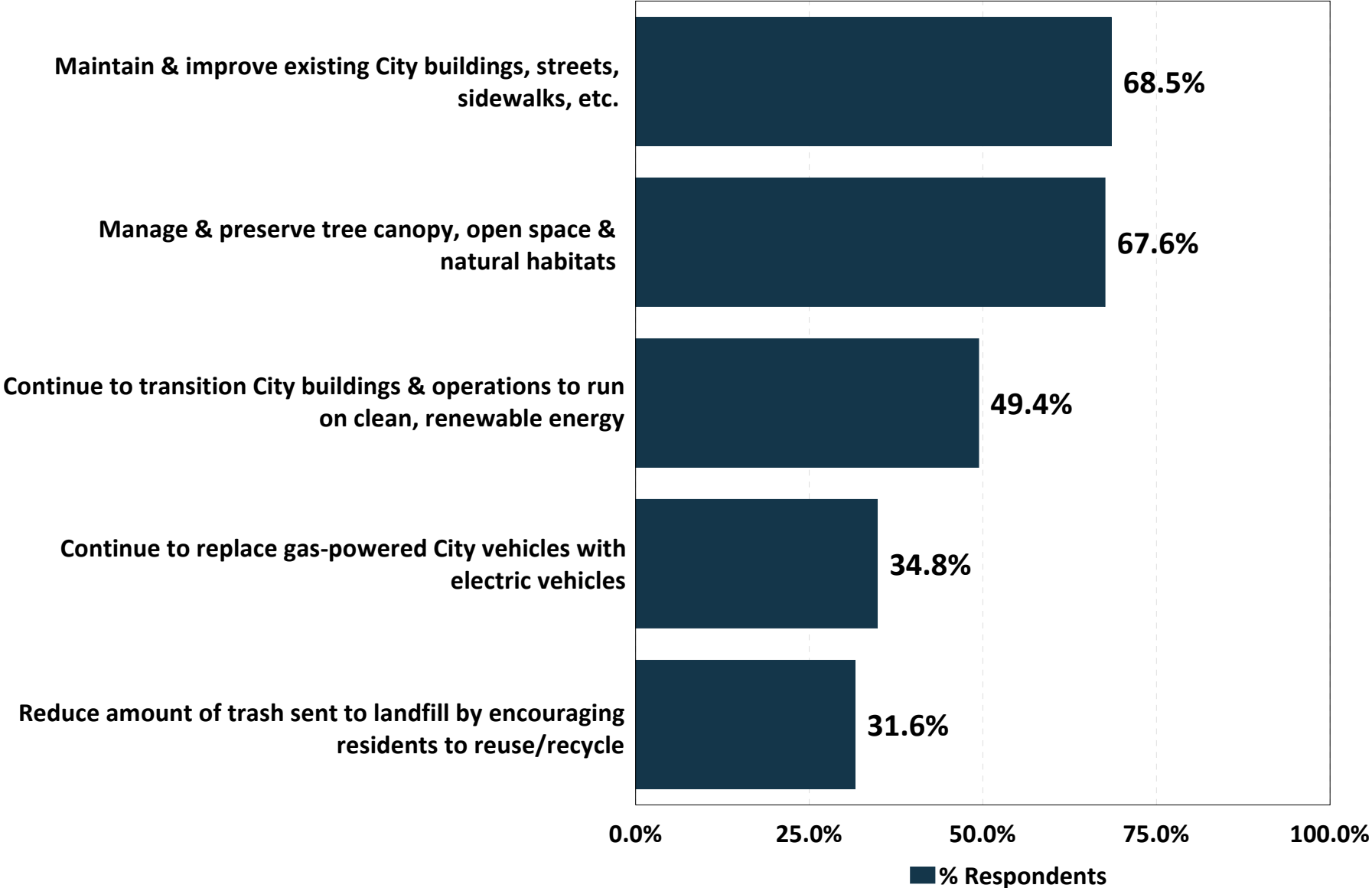
Q22[3]. Focus Areas That the City Should Concentrate on in the Next 3 to 5 Years - *Connected, Engaged & Diverse Community*

by the percentage of respondents (up to three choices could be selected)



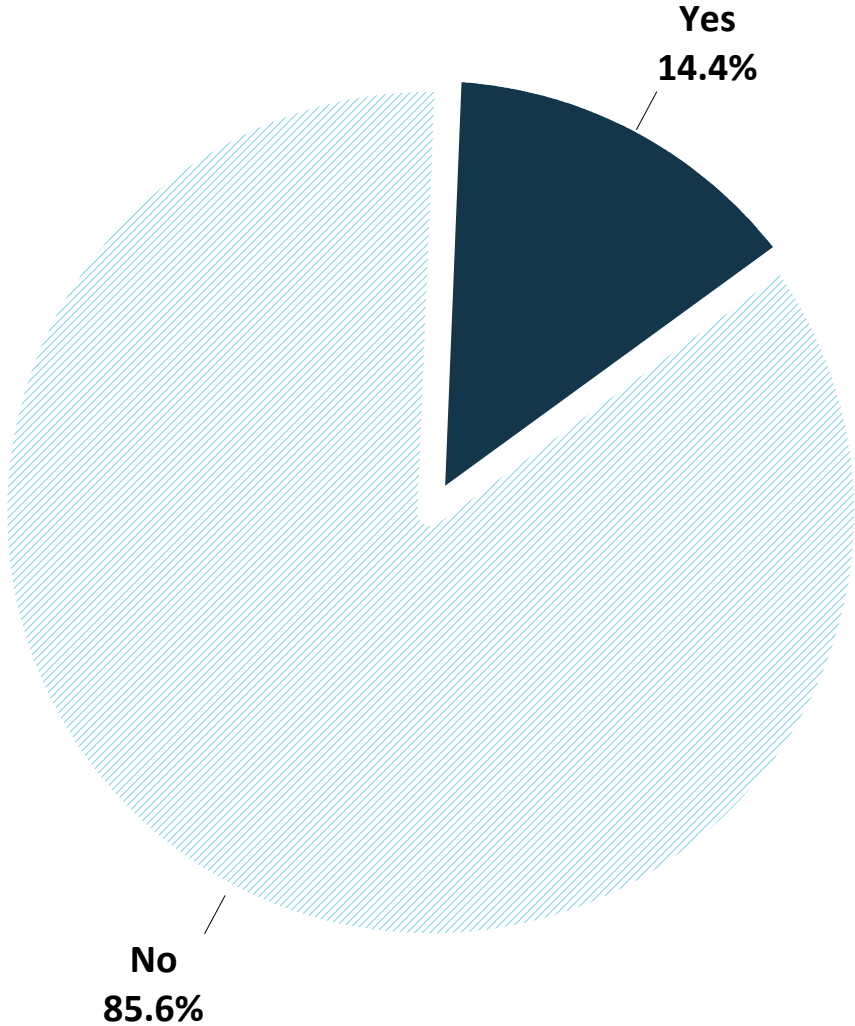
Q22[4]. Focus Areas That the City Should Concentrate on in the Next 3 to 5 Years - *Thriving and Vibrant Environment*

by the percentage of respondents (up to three choices could be selected)



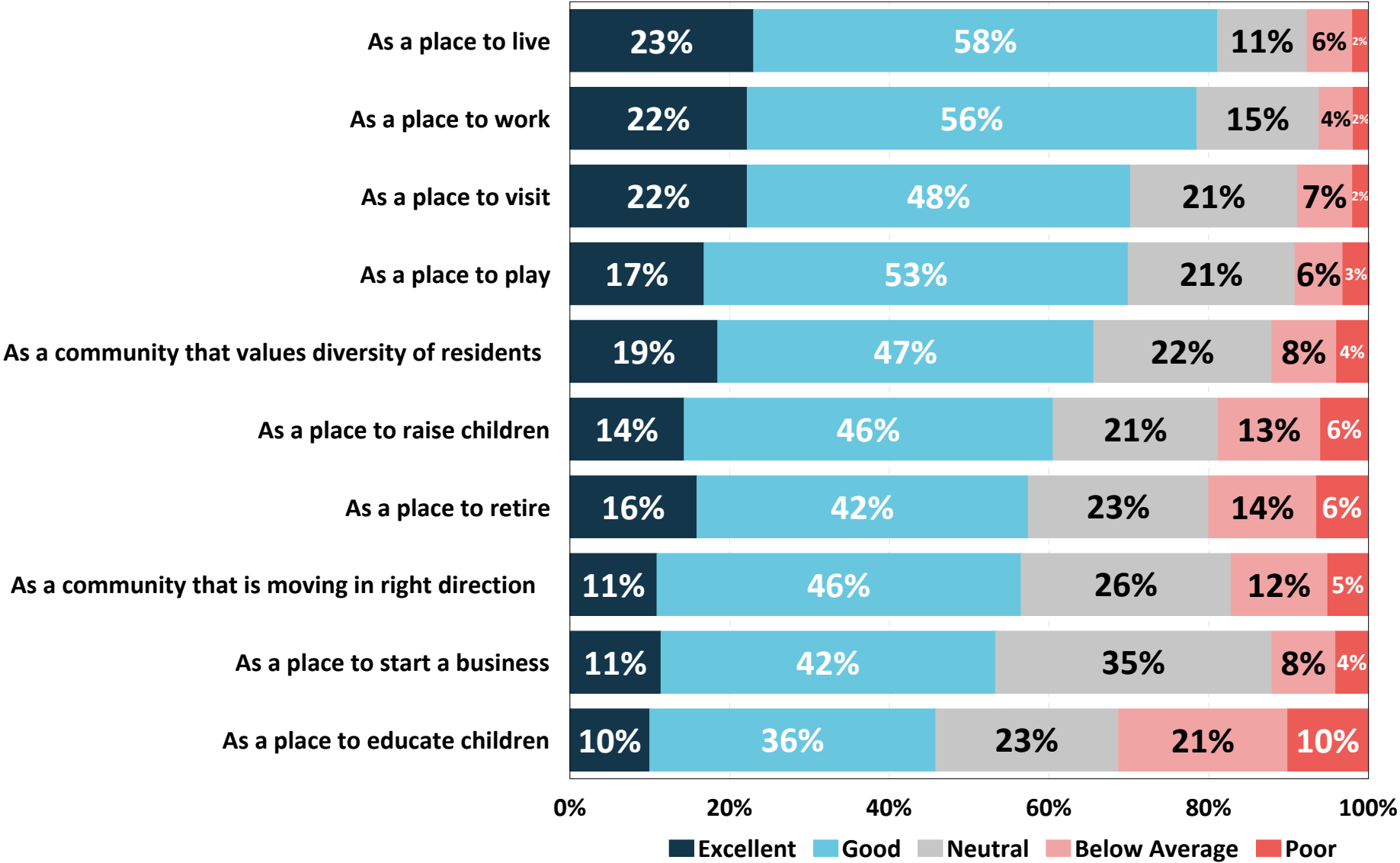
Q23. Have you or someone in your household had trouble accessing the healthcare they need in the past year?

by percentage of respondents (excluding *not provided* responses)



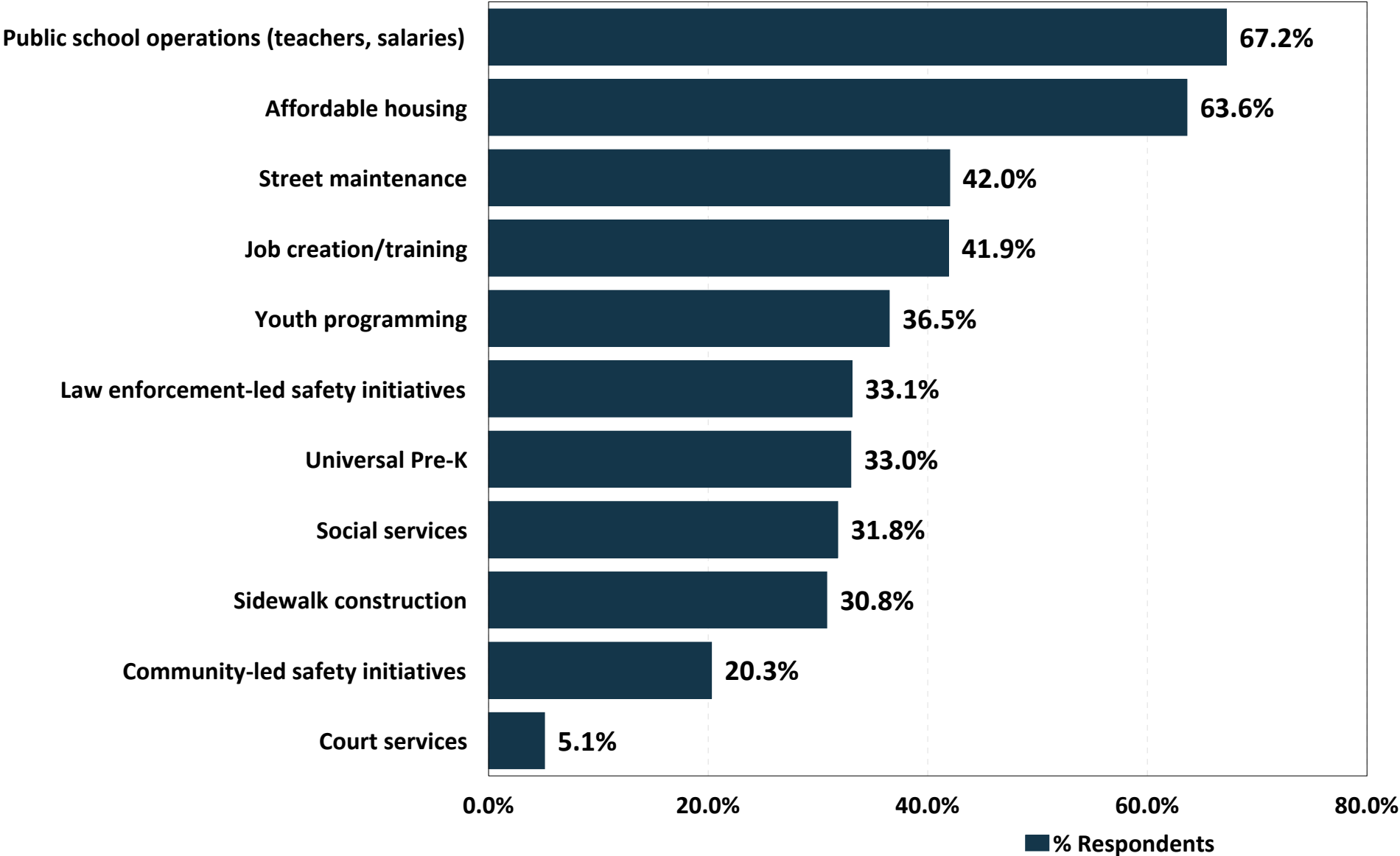
Q24. Overall Ratings of the Community

by the percentage of respondents, using a 5-point scale where 5 means *excellent* and 1 means *poor* (excluding *N/A* responses)



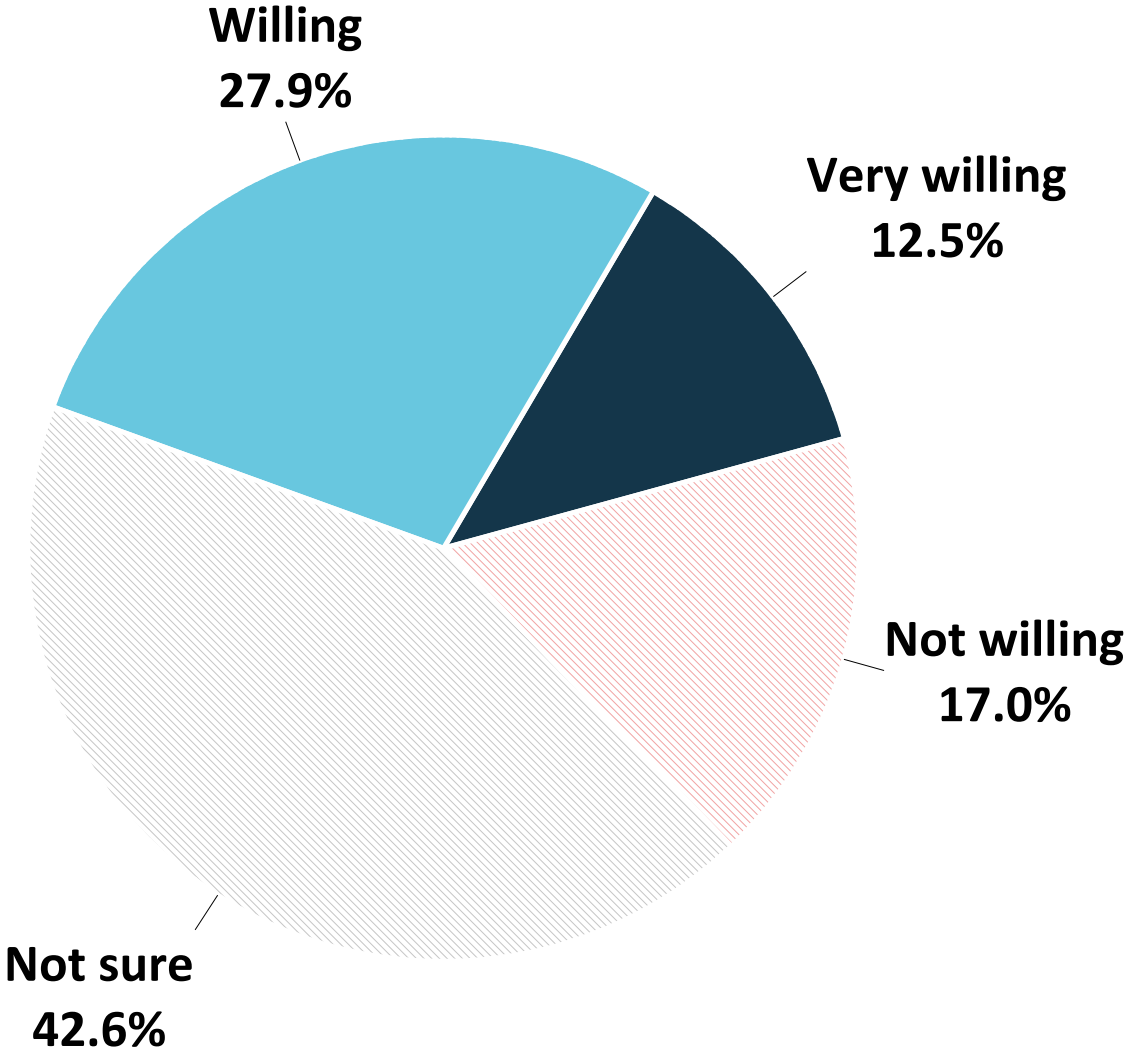
Q25. From the list of local government services below, prioritize your top 5 to increase funding for

by the percentage of respondents (five choices could be selected)



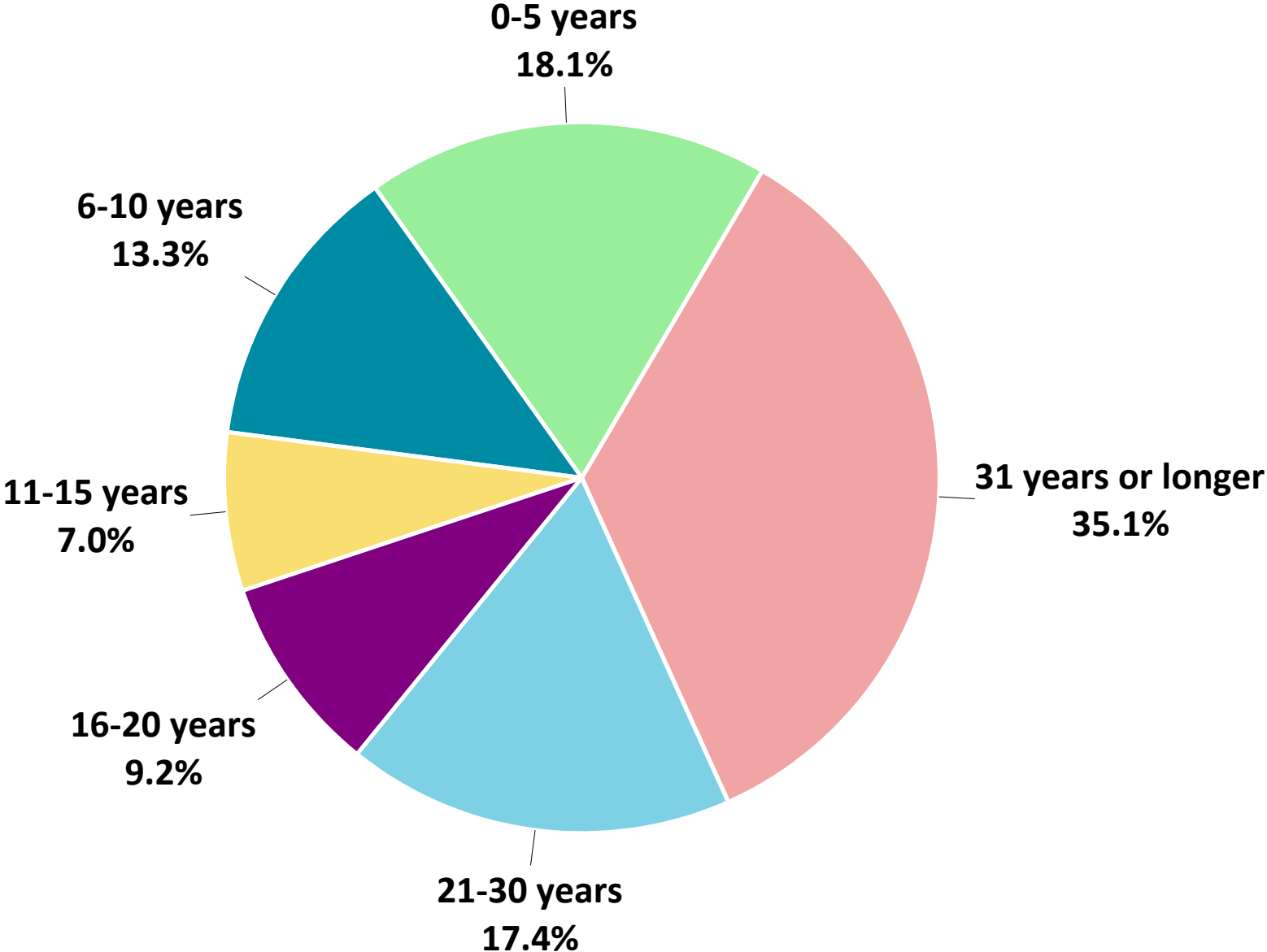
Q26. How willing would you be to pay fees instead of taxes to pay for improvements to services that you use or benefit from?

by percentage of respondents (excluding *not provided* responses)



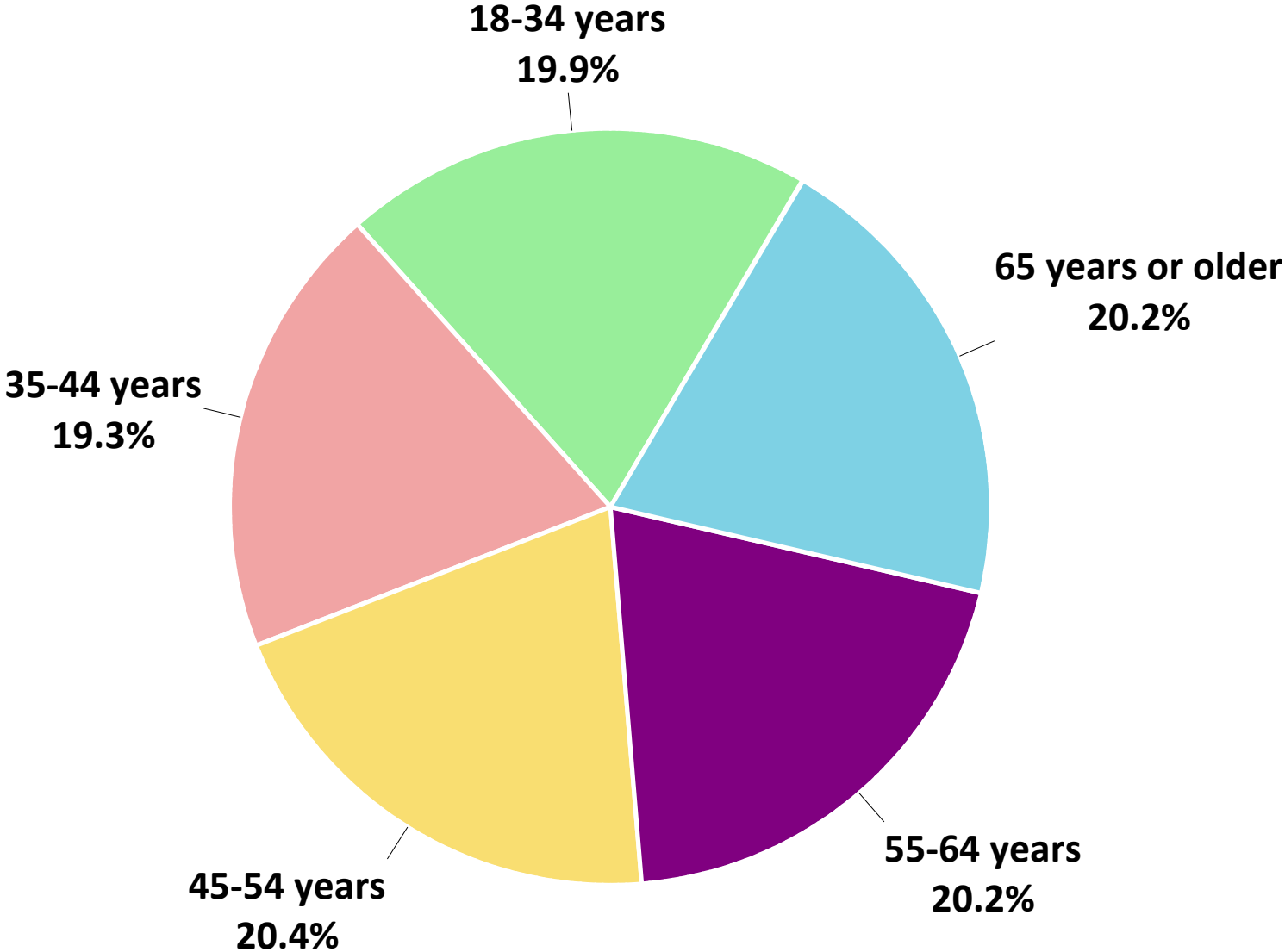
Q27. Approximately how many years have you lived in Durham?

by percentage of respondents (excluding *not provided* responses)



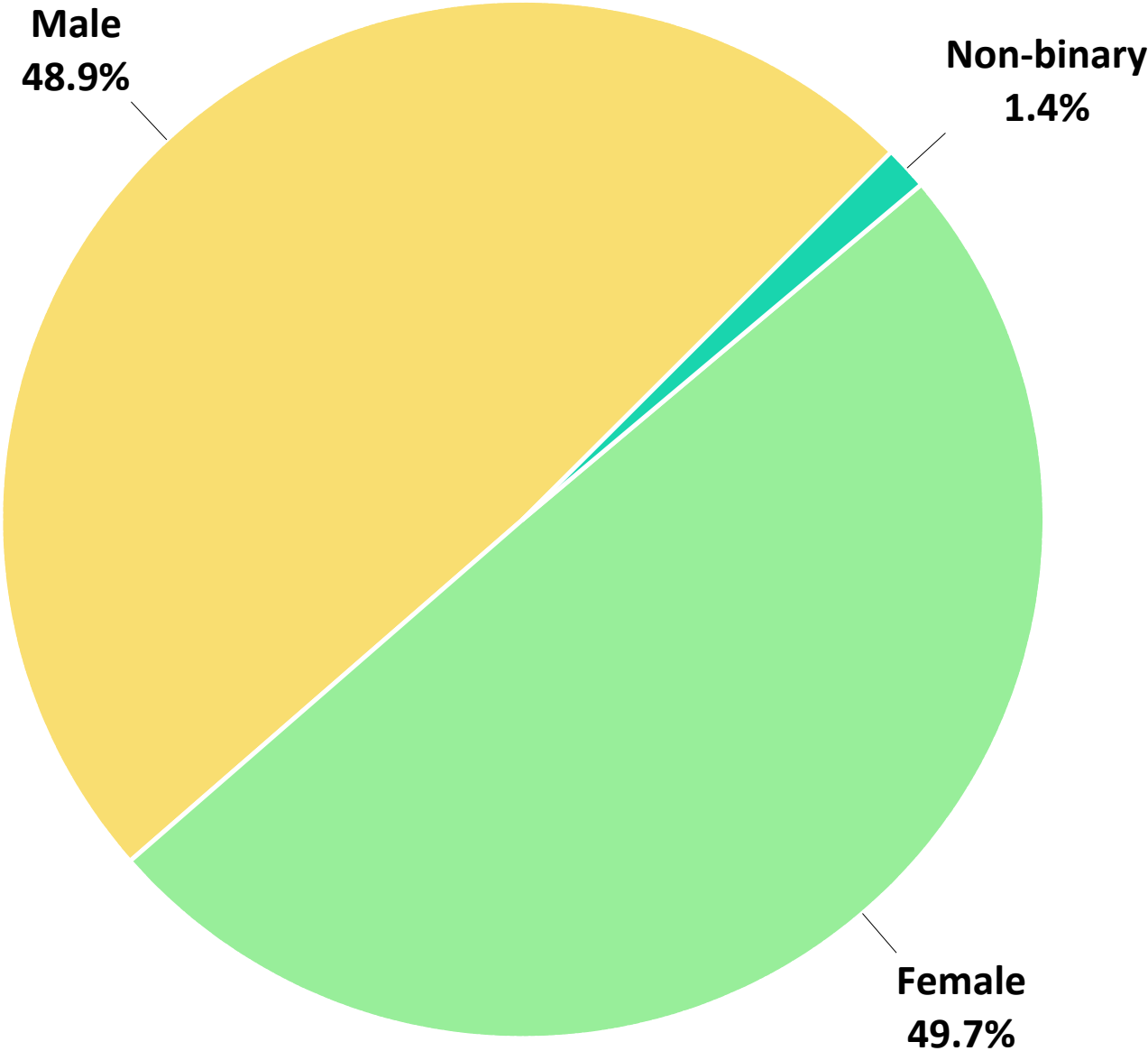
Q28. What is your age?

by percentage of respondents (excluding *not provided* responses)



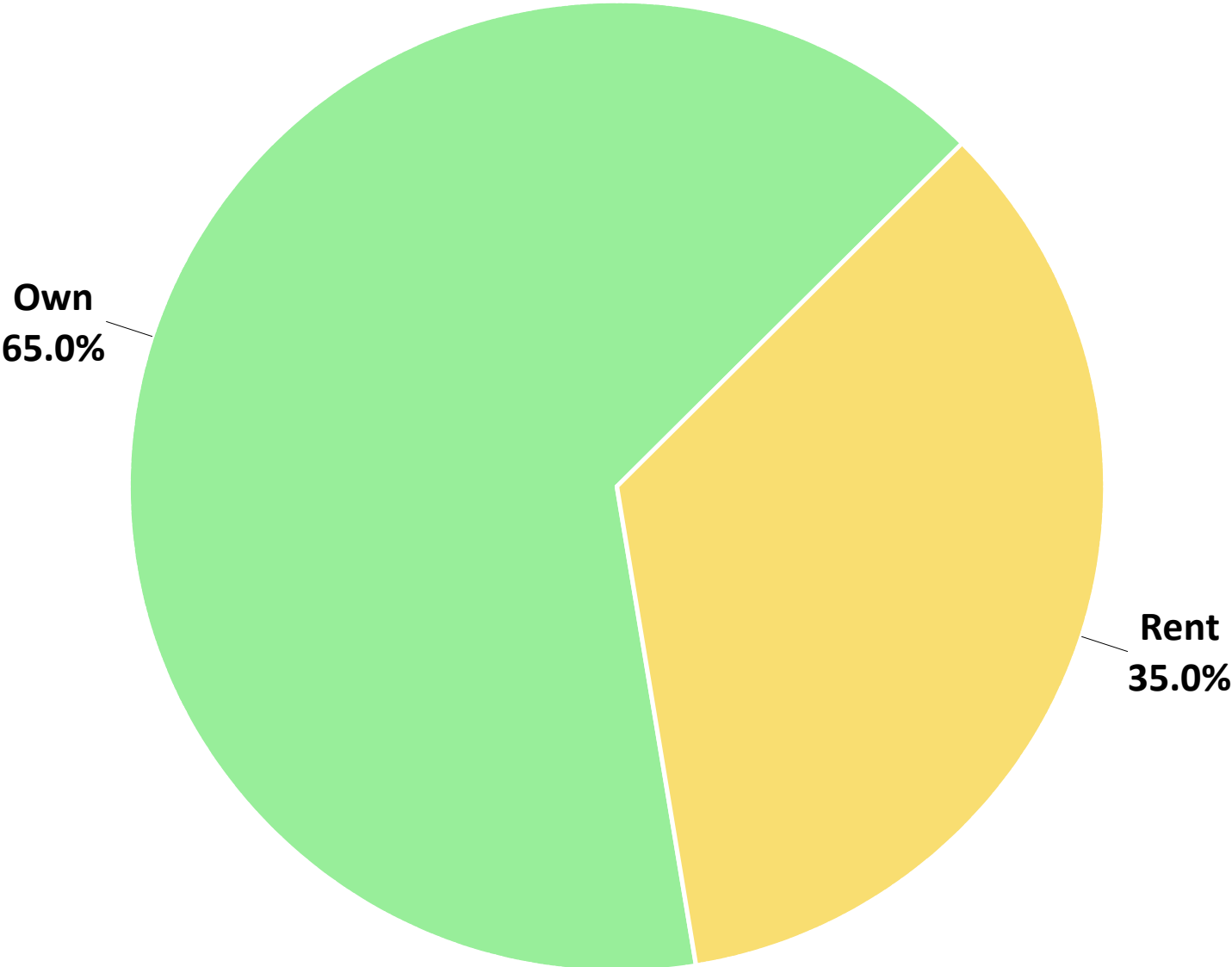
Q29. What is your gender?

by percentage of respondents (excluding *not provided* responses)



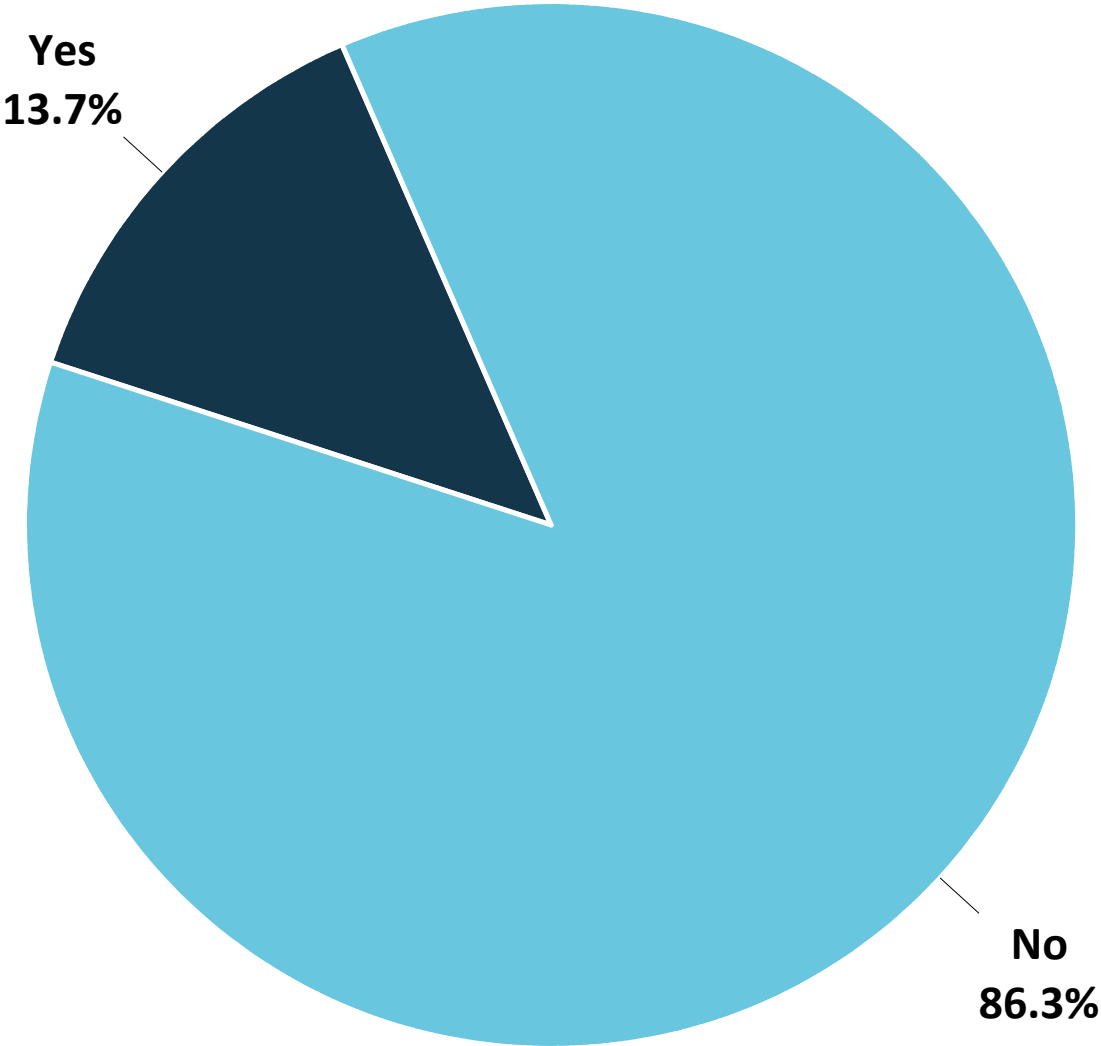
Q30. Do you own or rent your current residence?

by percentage of respondents (excluding *not provided* responses)



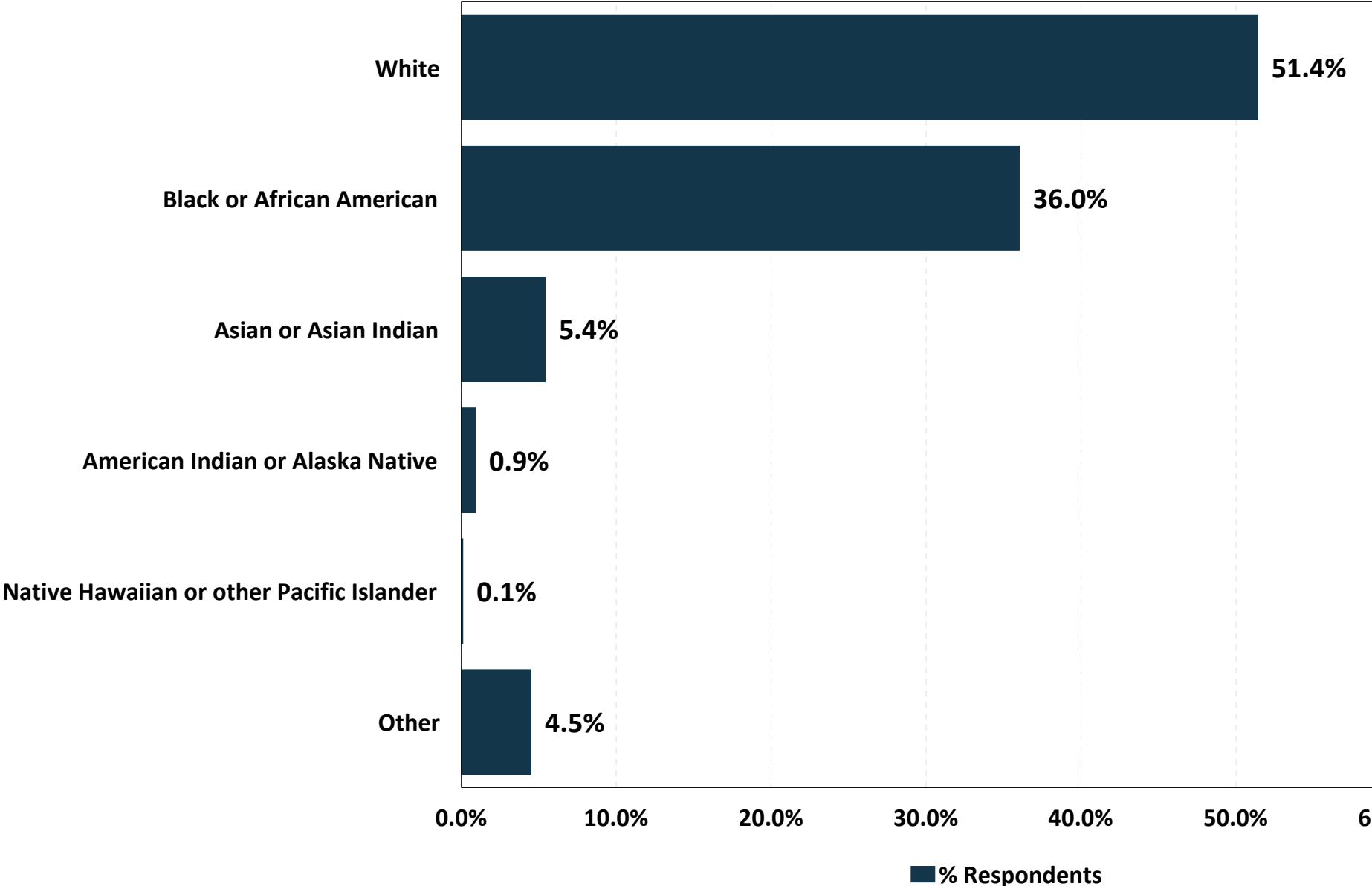
Q31. Are you of Hispanic, Latino, or other Spanish ancestry?

by percentage of respondents (excluding *not provided* responses)



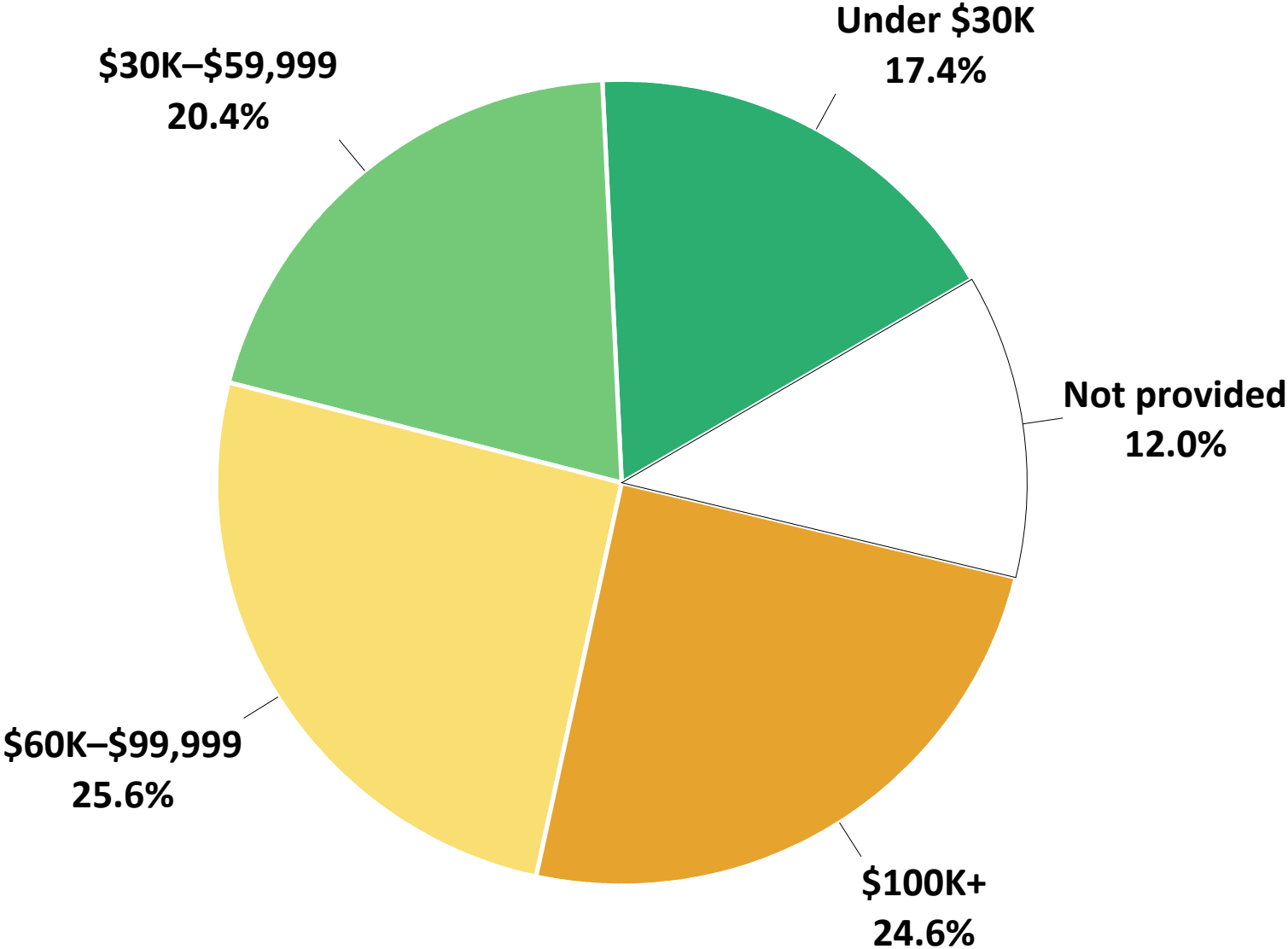
Q32. Which of the following best describes your race/ethnicity?

by the percentage of respondents (multiple choices could be selected)



Q33. Would you say your total annual household income is...

by percentage of respondents





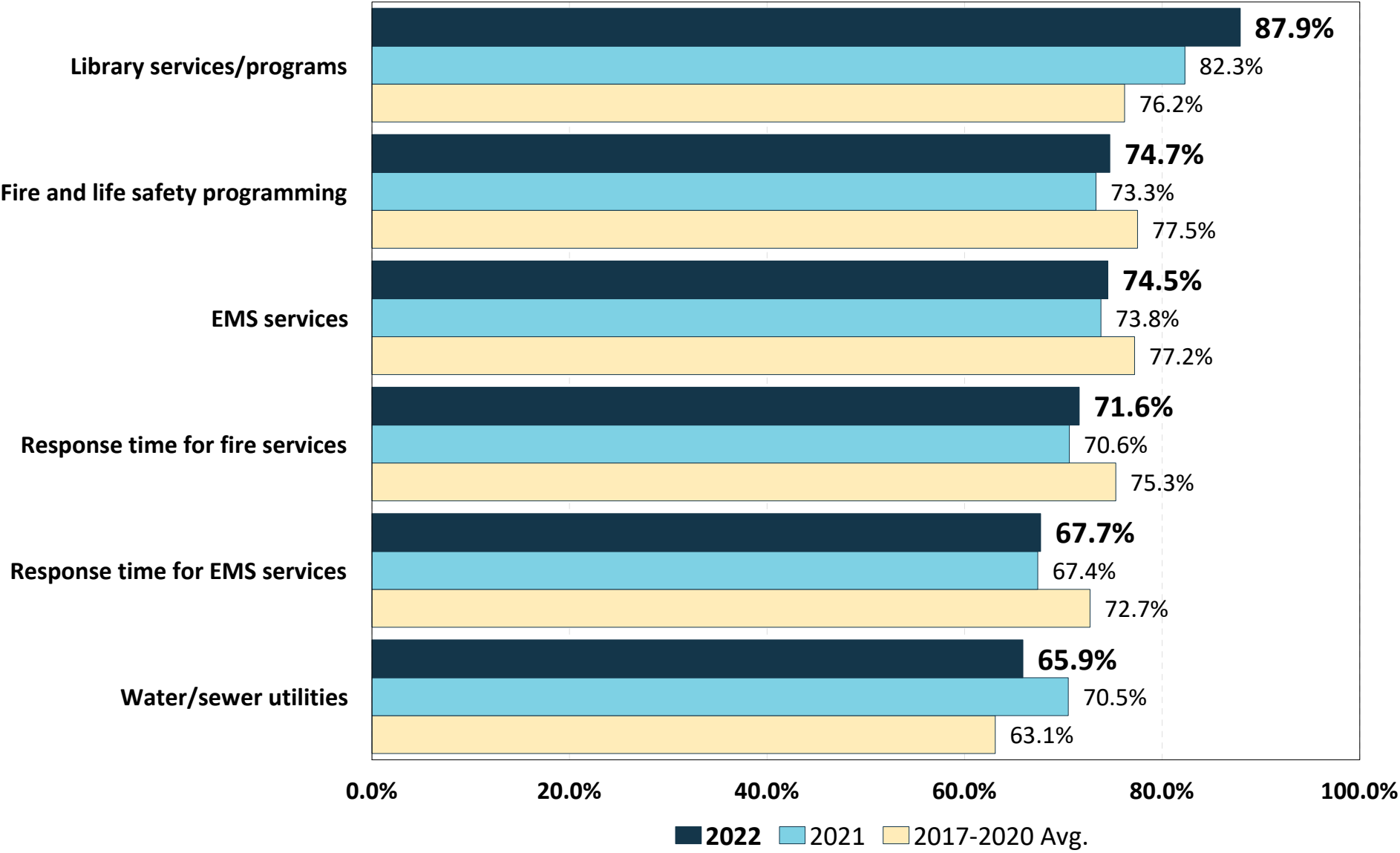
2

Trend Charts

Trends: 2022 v. 2021 & 2017-2020 Average

Major Categories of Services Provided by the City & County

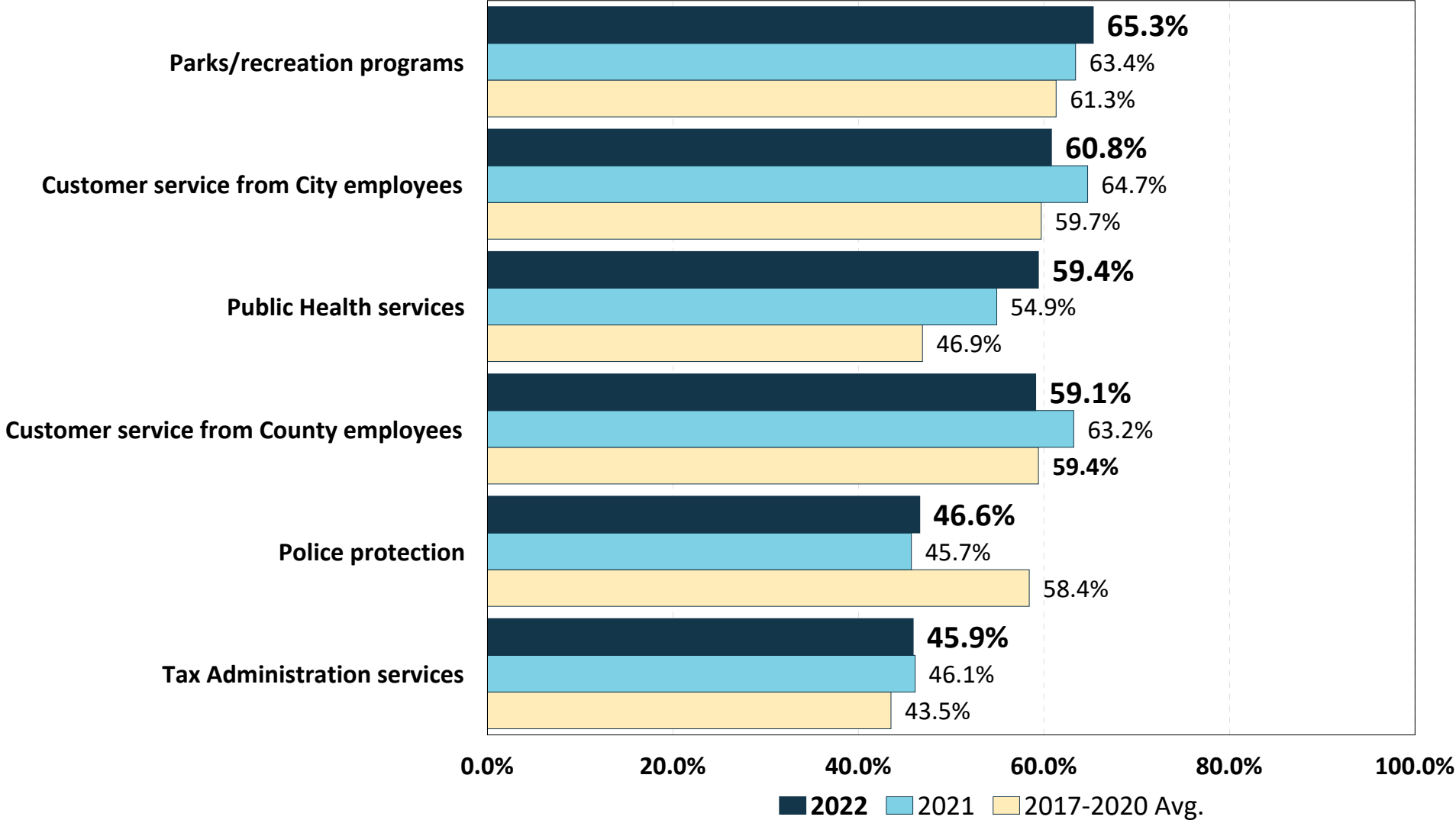
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Major Categories of Services Provided by the City & County (Continued)

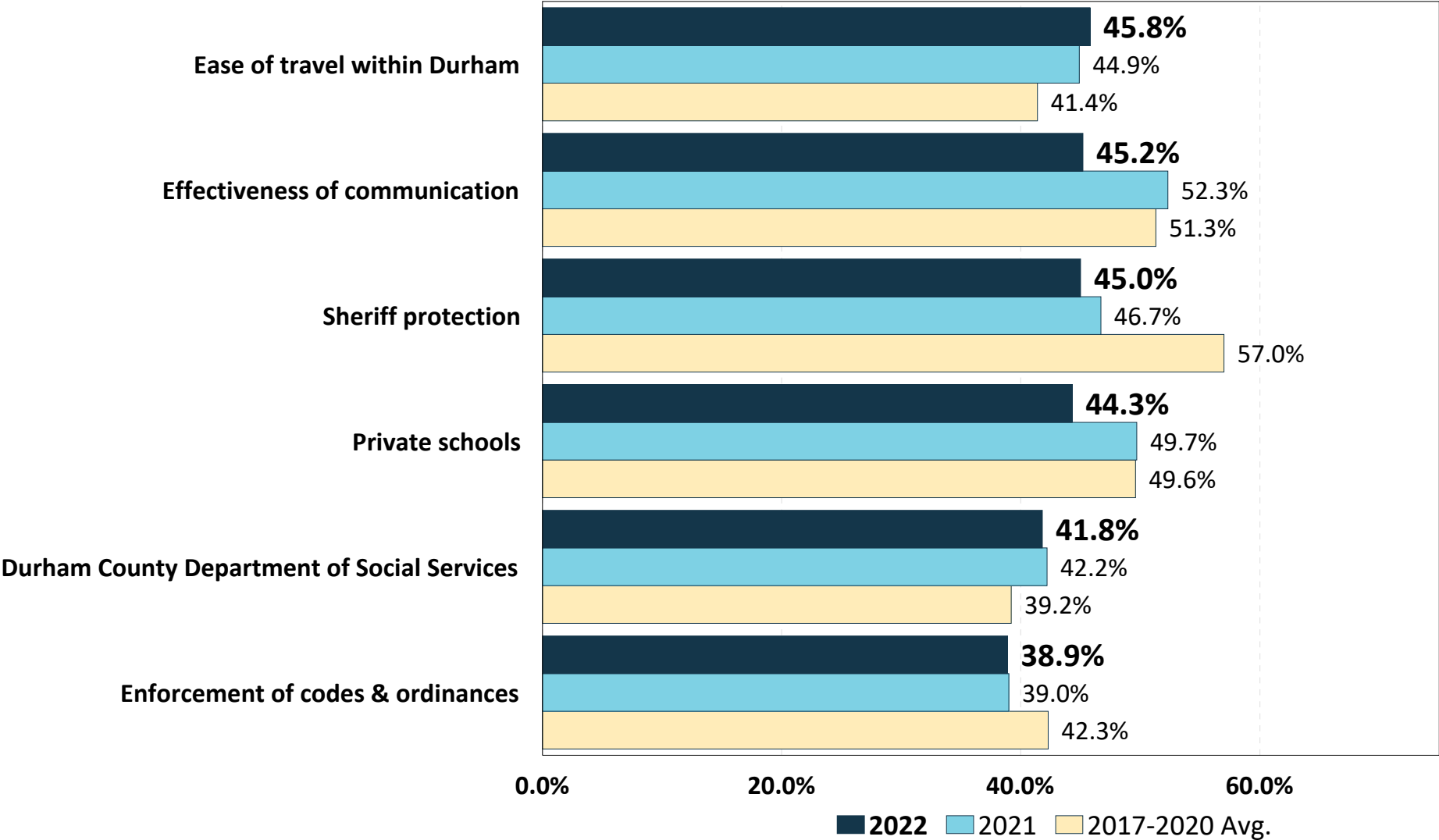
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Major Categories of Services Provided by the City & County (Continued)

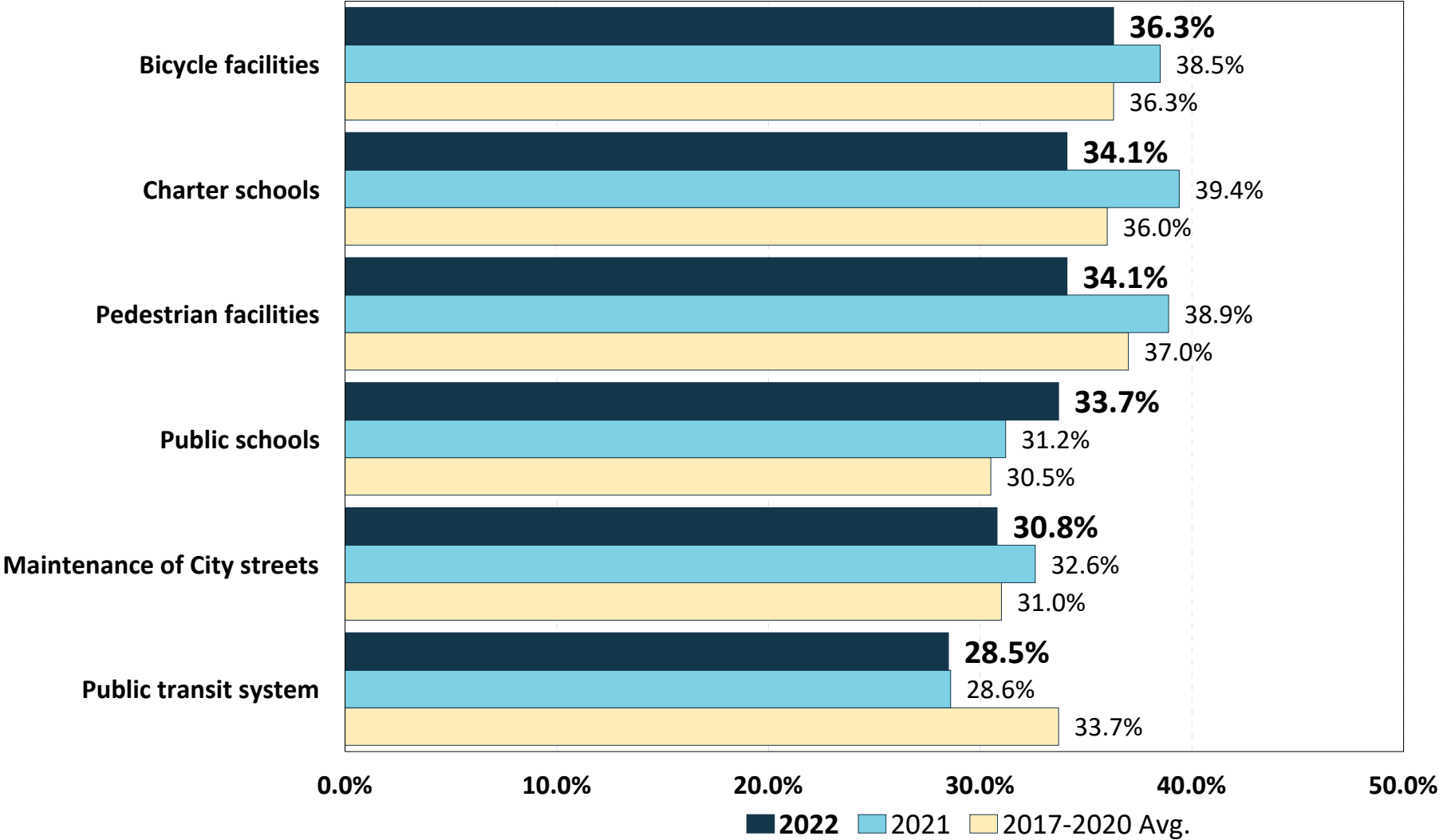
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Major Categories of Services Provided by the City & County (Continued)

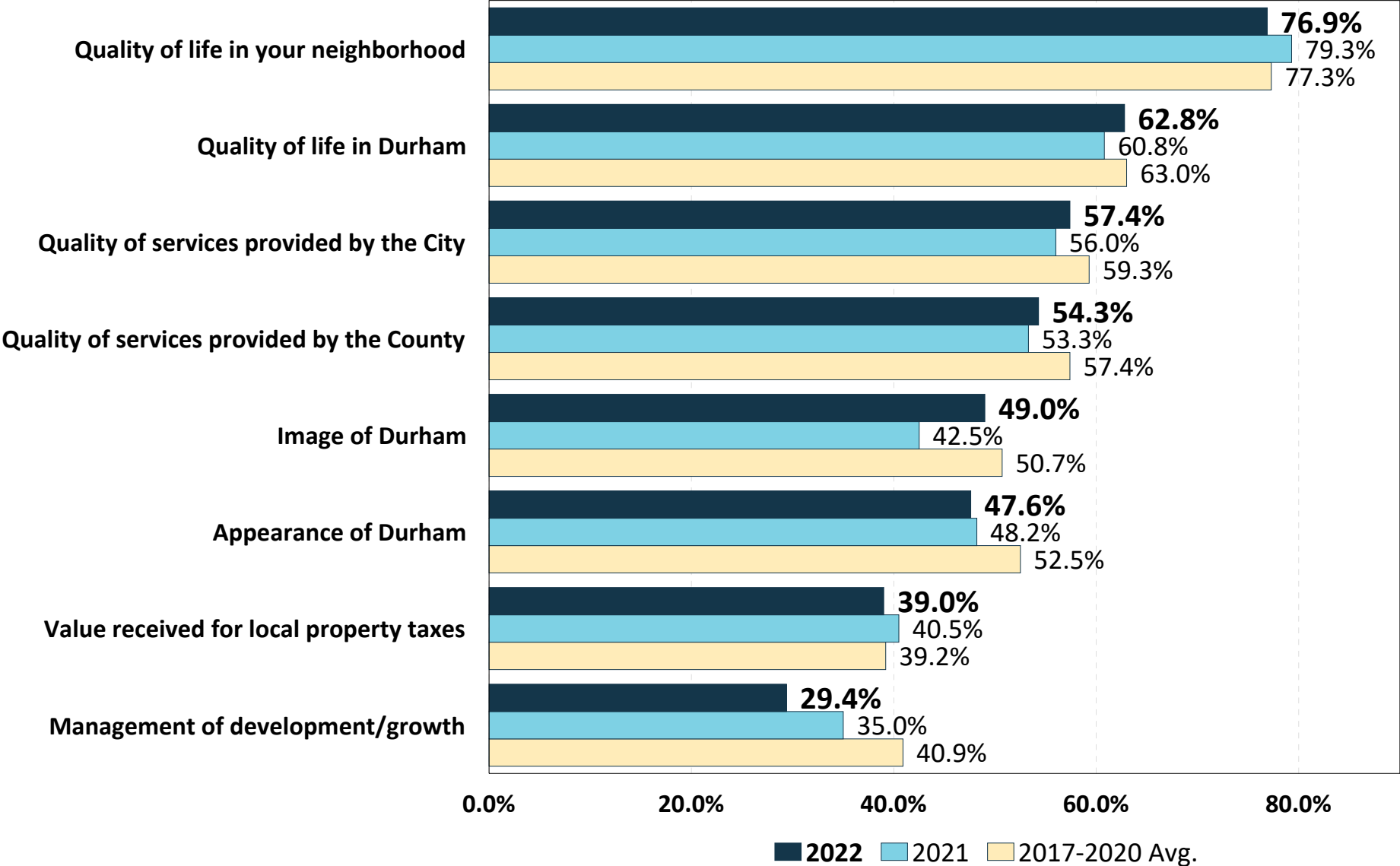
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with Items That Influence Perceptions of Durham

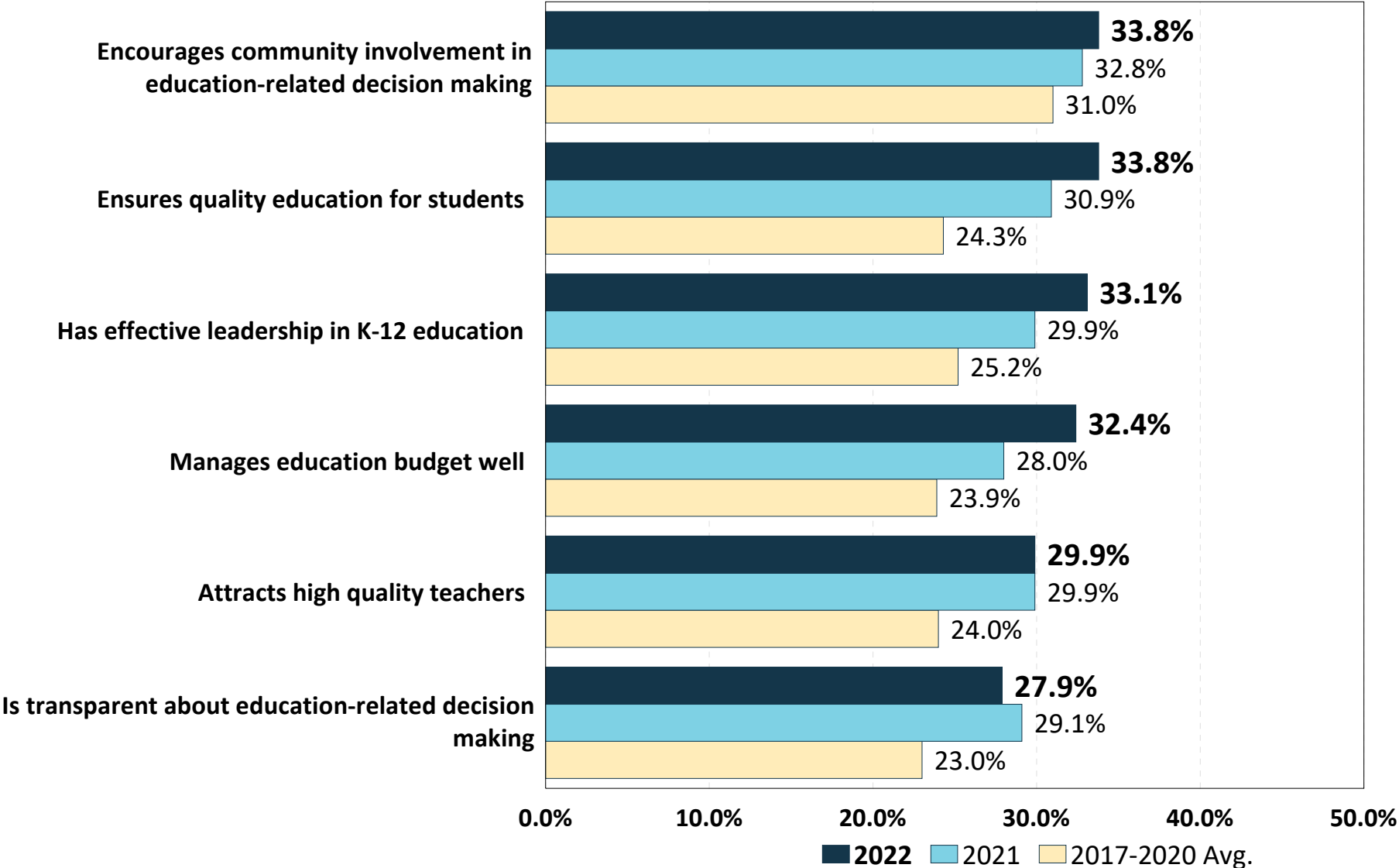
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Statements About Durham Public Schools

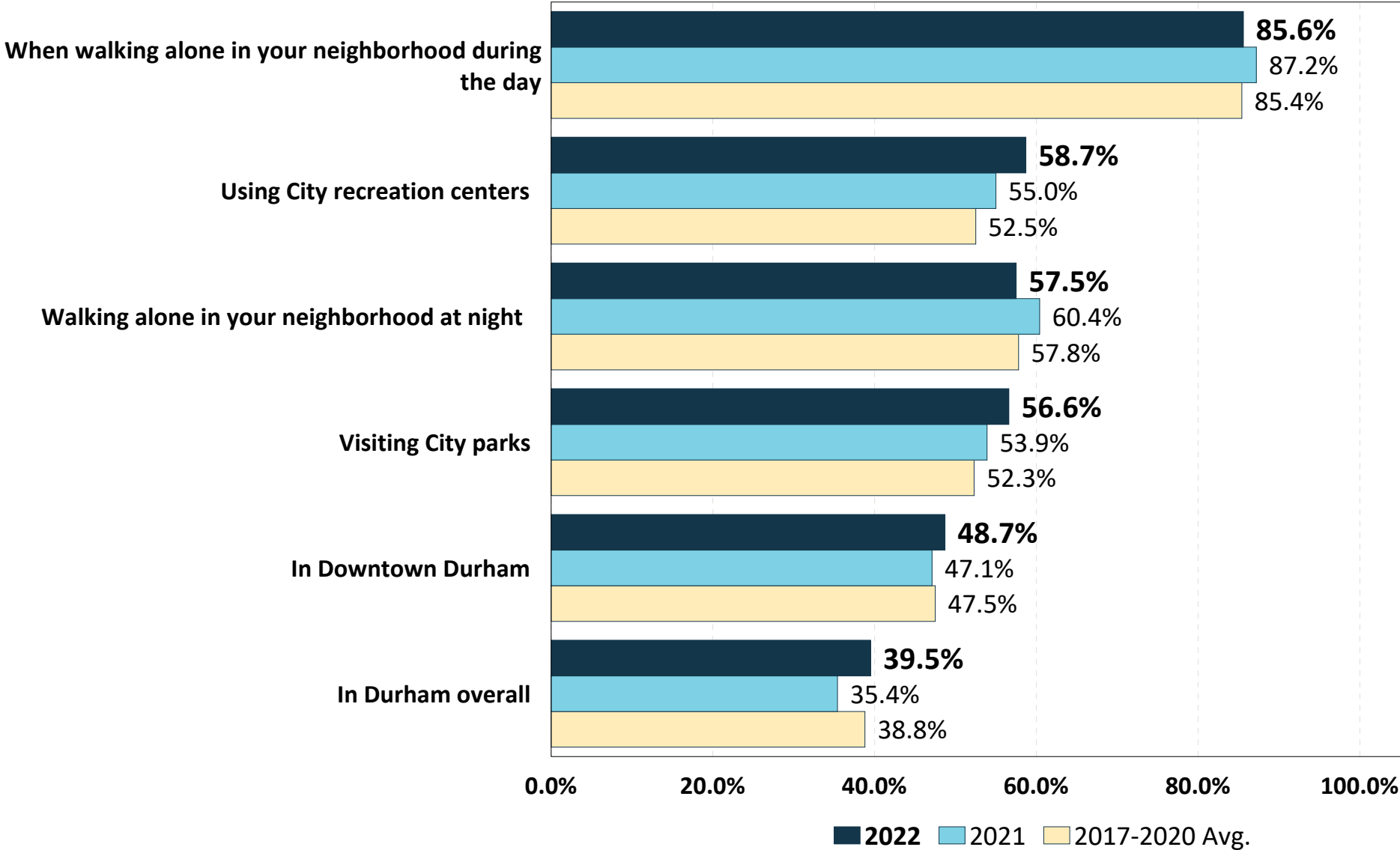
by the sum percentage of respondents that either *strongly agree* or *agree* with the statement (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Feeling of Safety in Various Situations

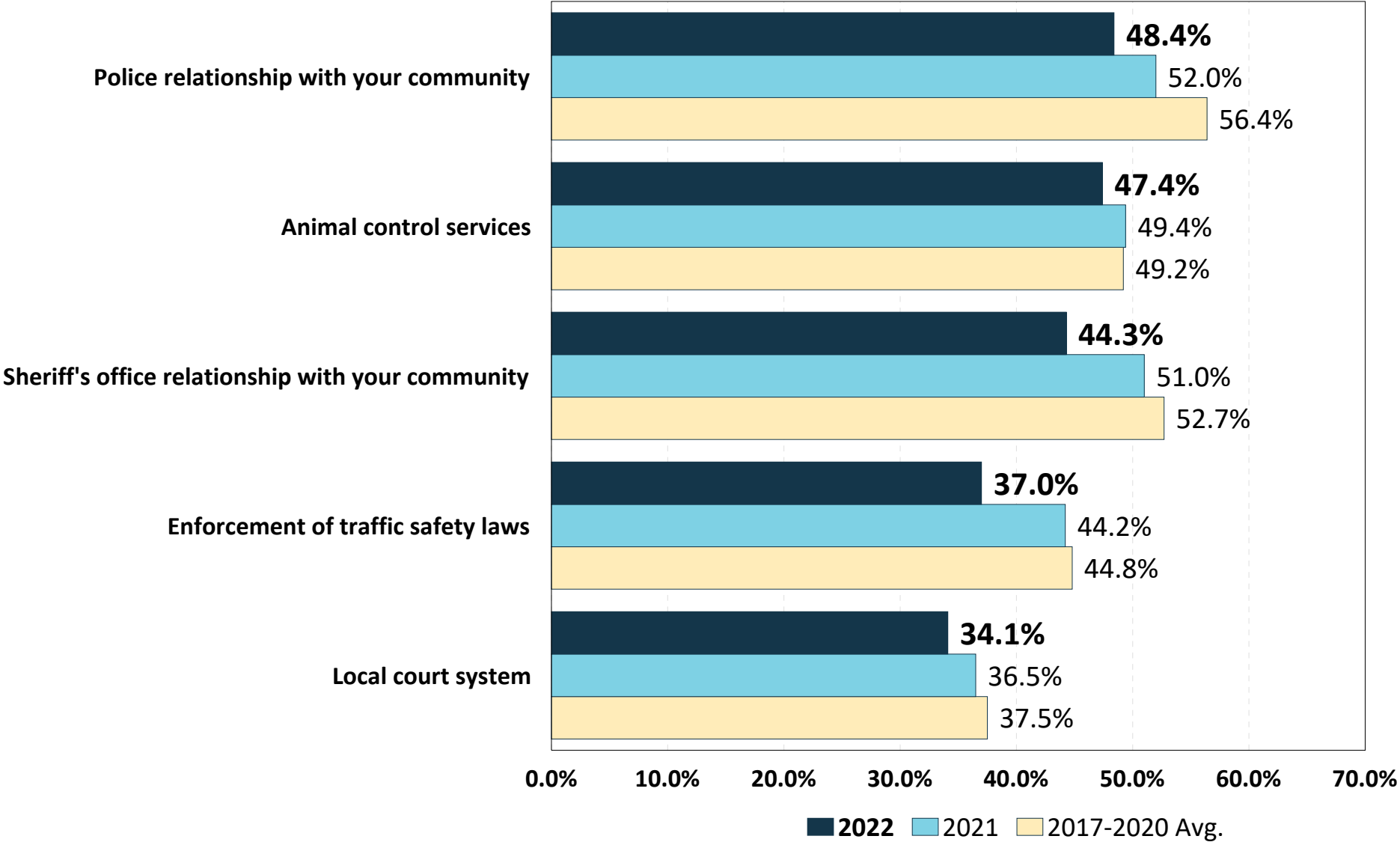
by the sum percentage of respondents that either feel *very safe* or *safe* in the situation (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with Law Enforcement/Criminal Justice Services

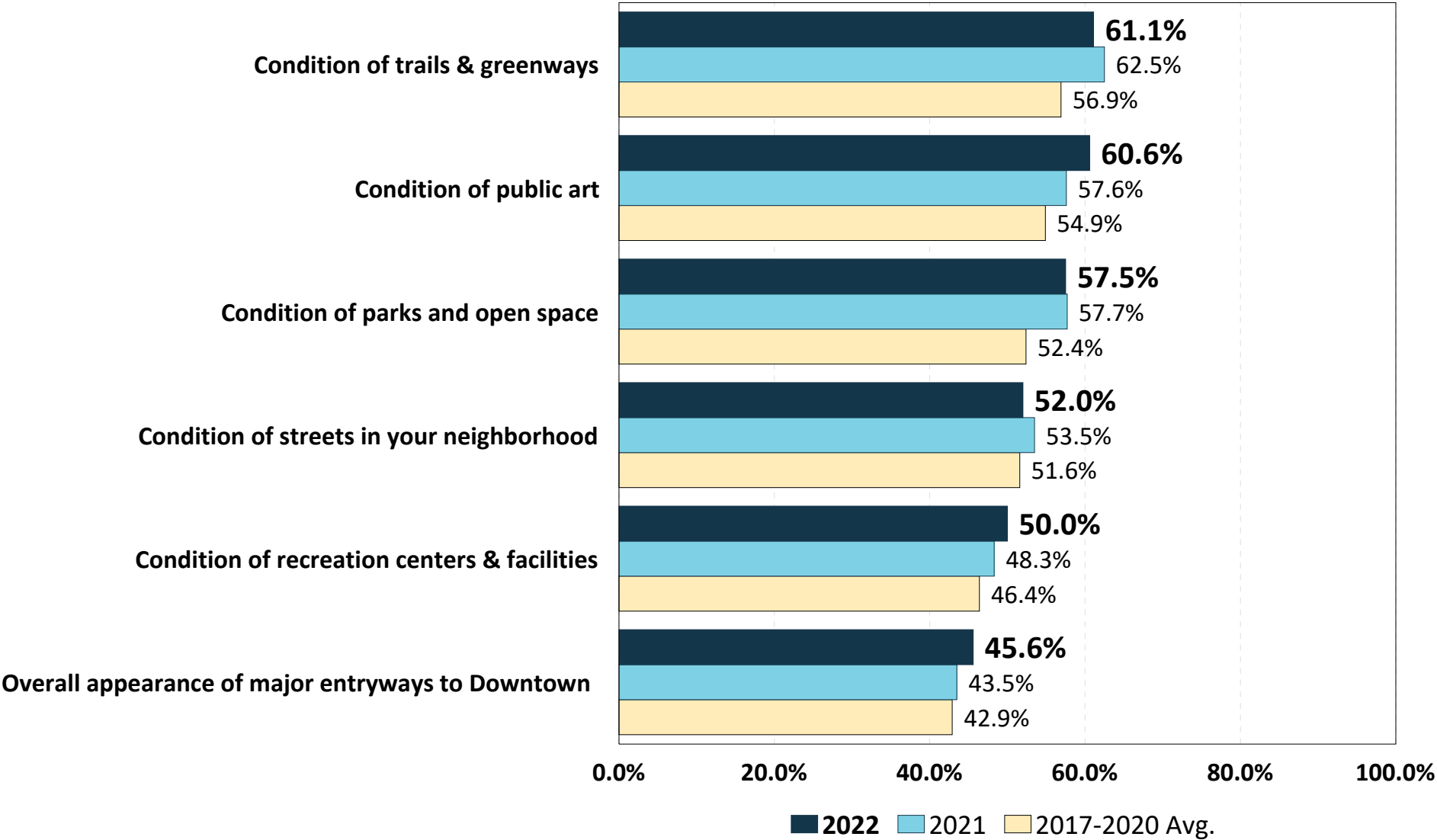
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with Maintenance Services

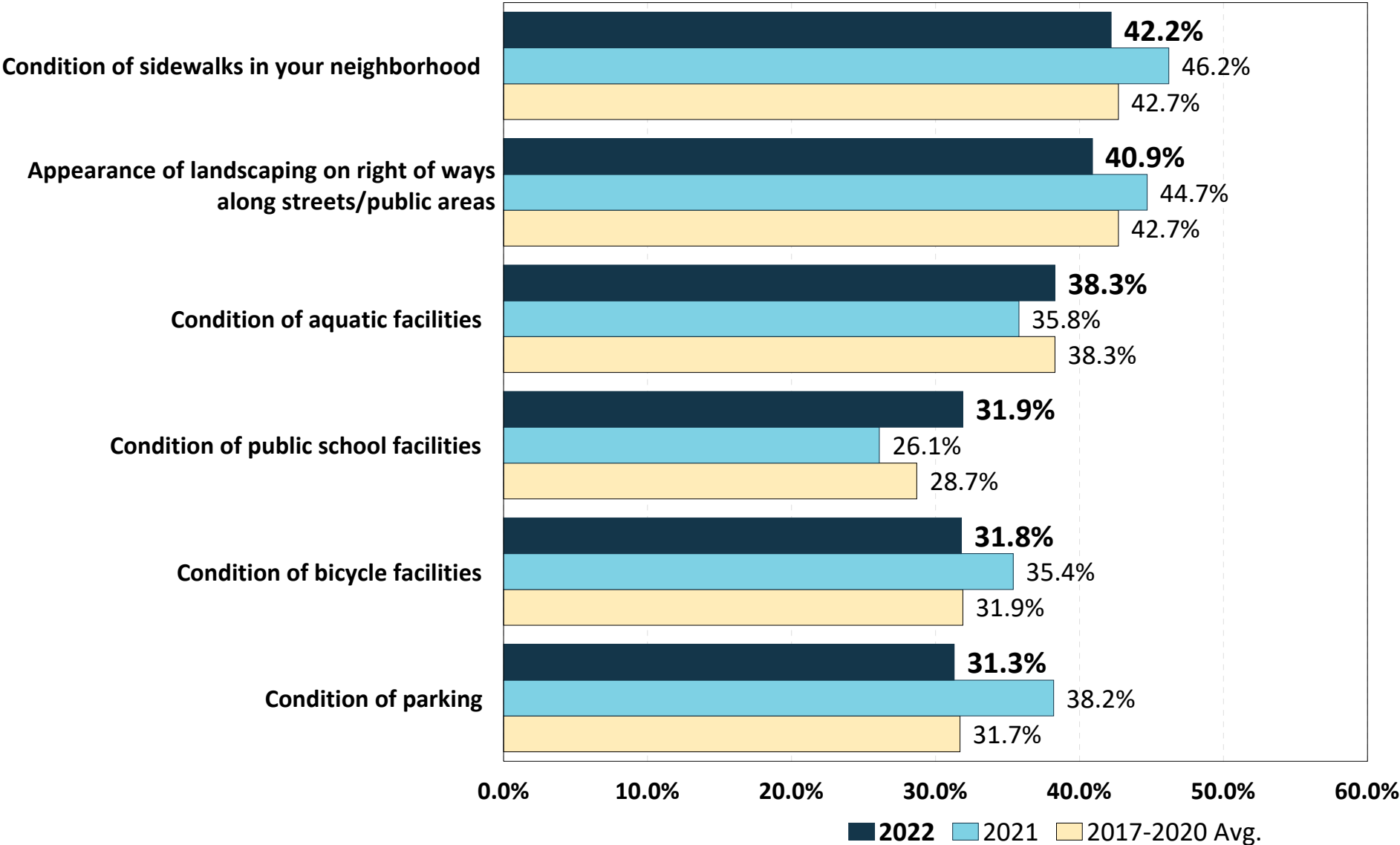
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with Maintenance Services (Continued)

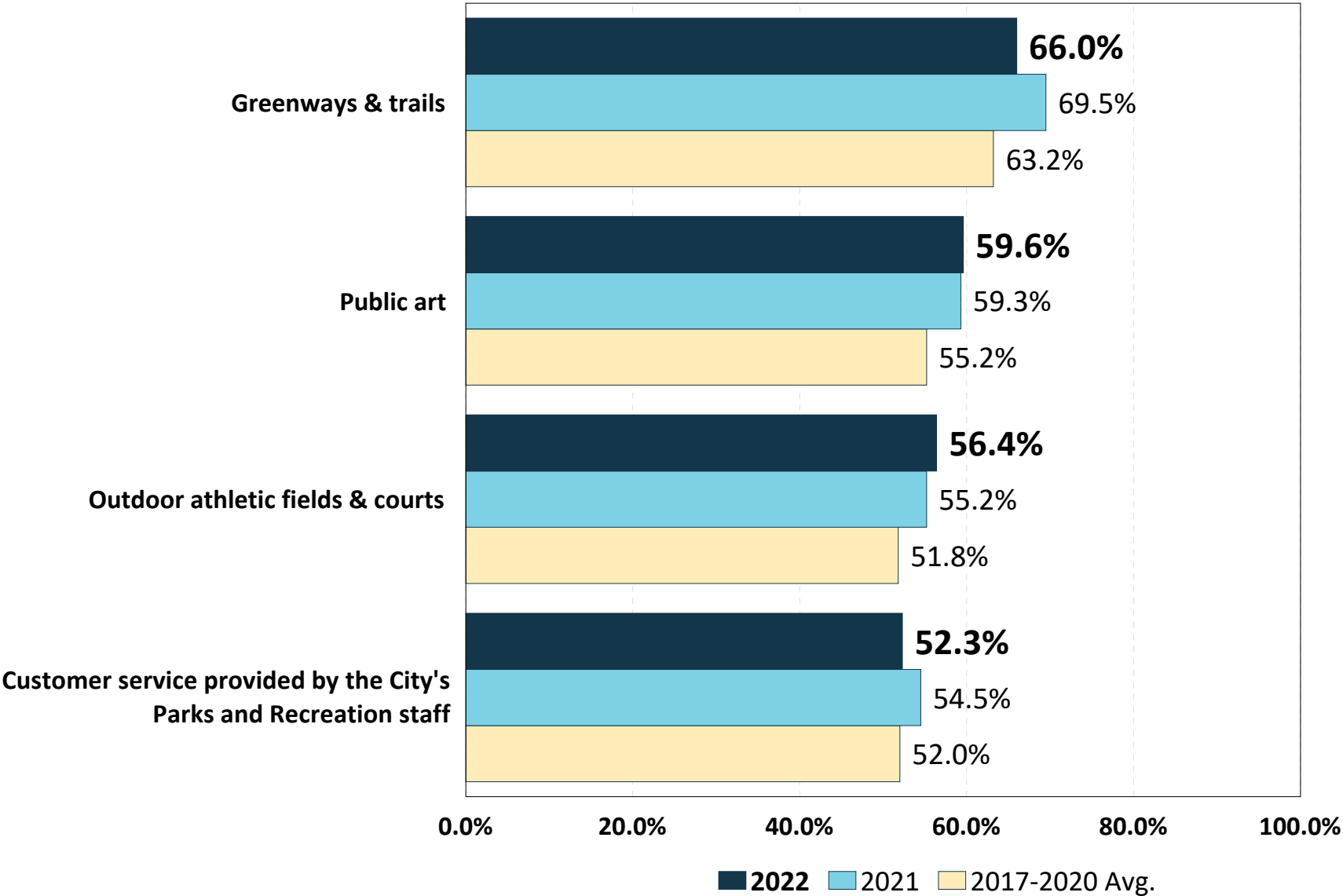
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Parks, Recreation, and Open Space Services

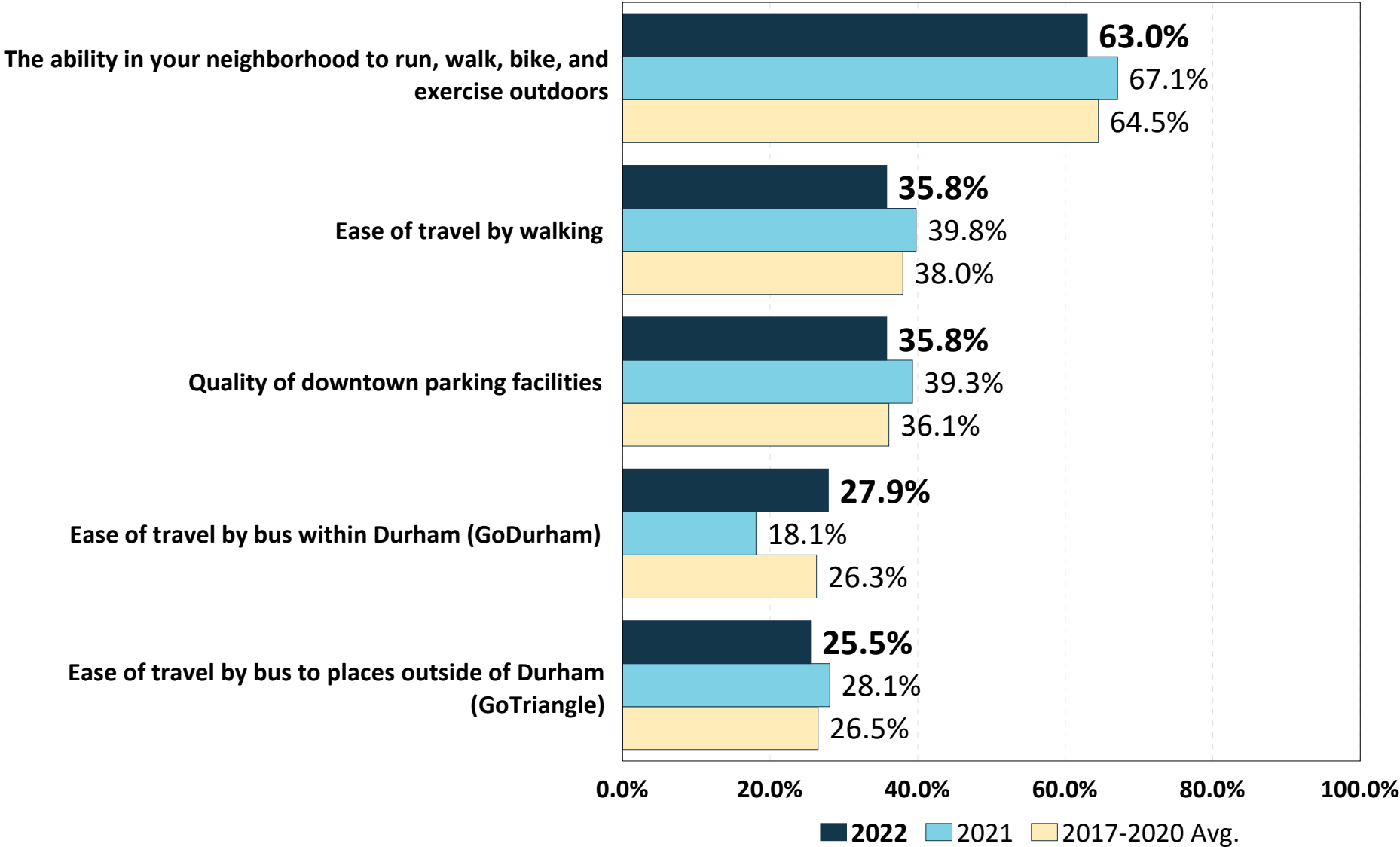
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with Transportation Items

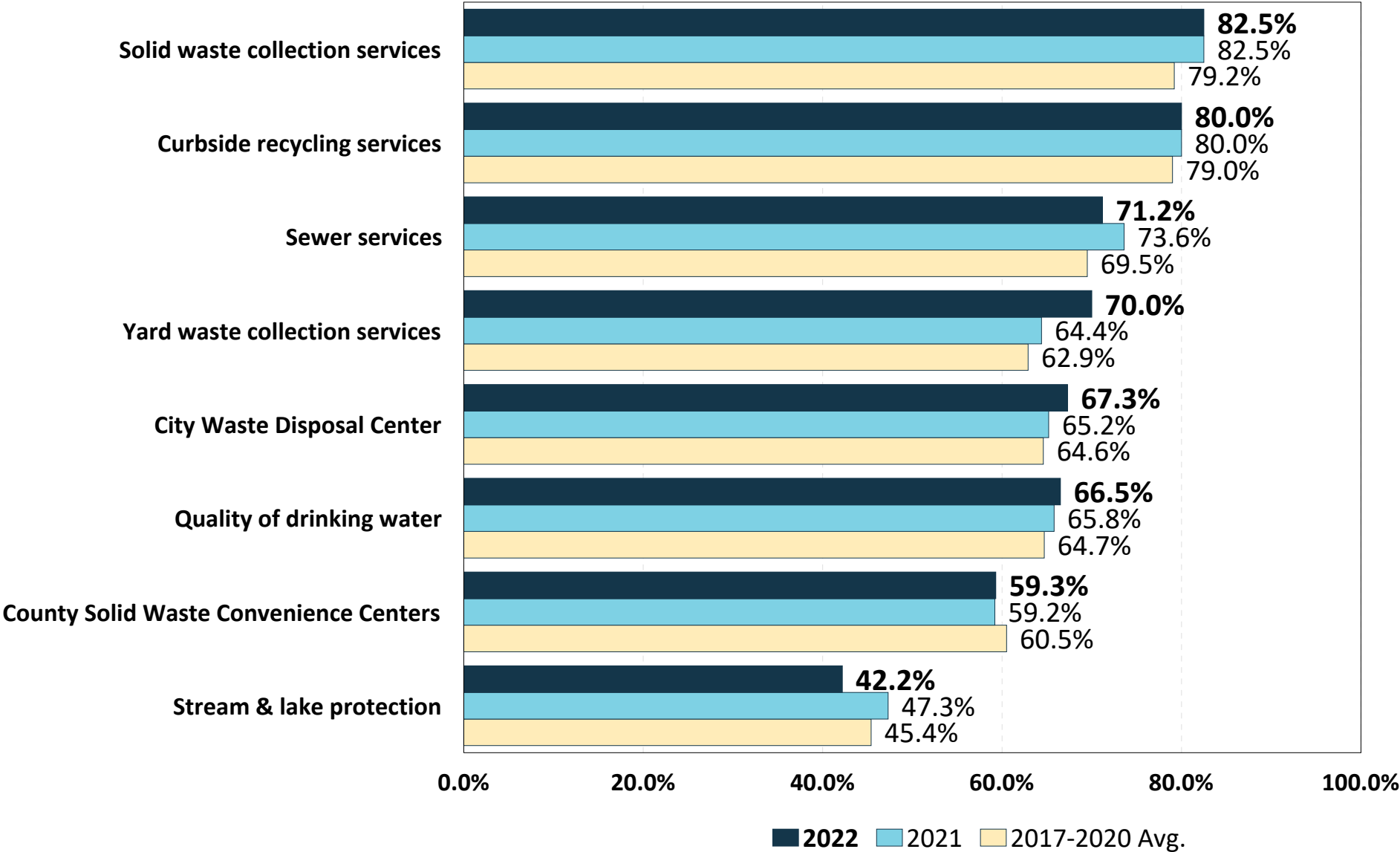
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with Solid Waste and Utility Services

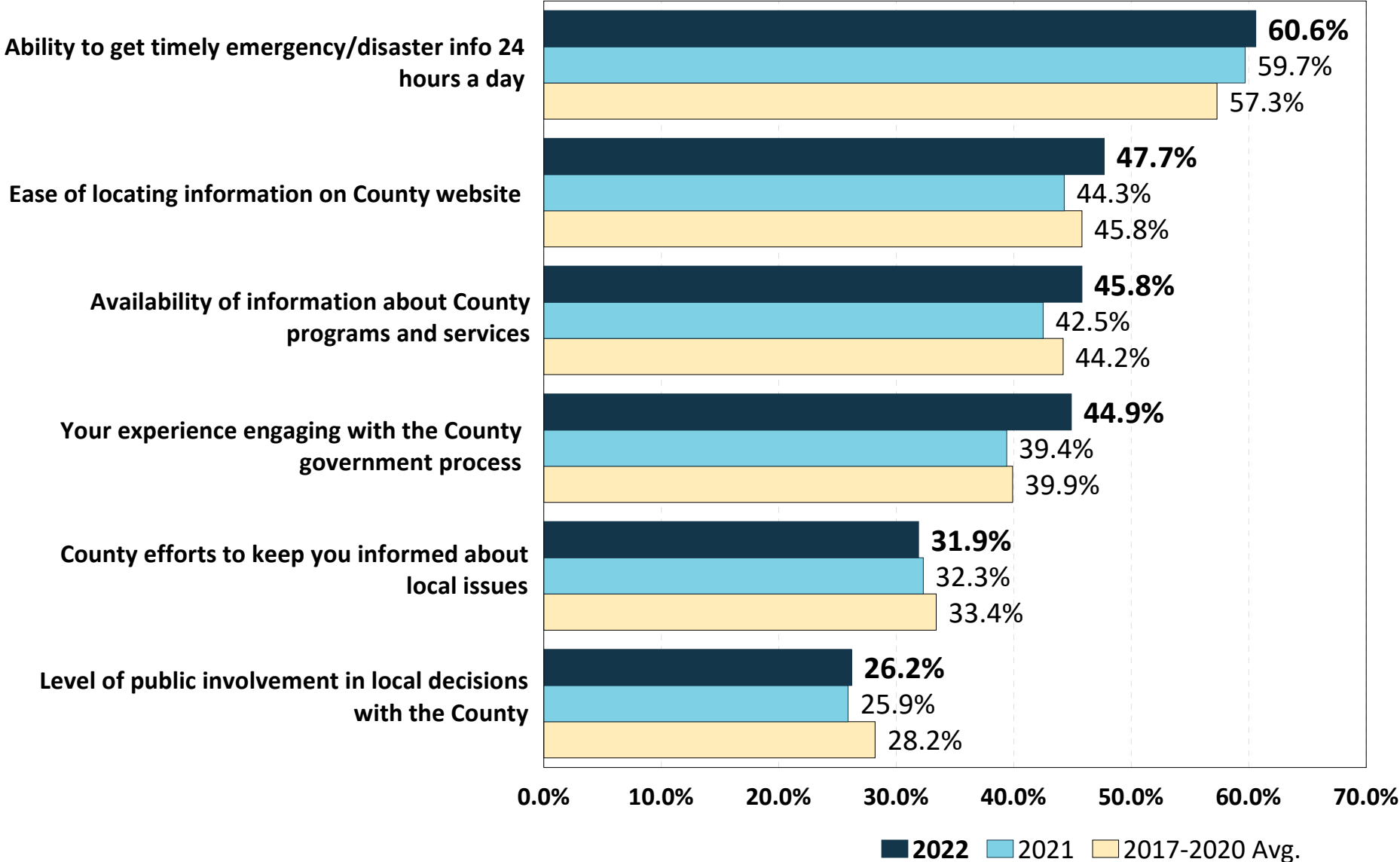
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with County Communication

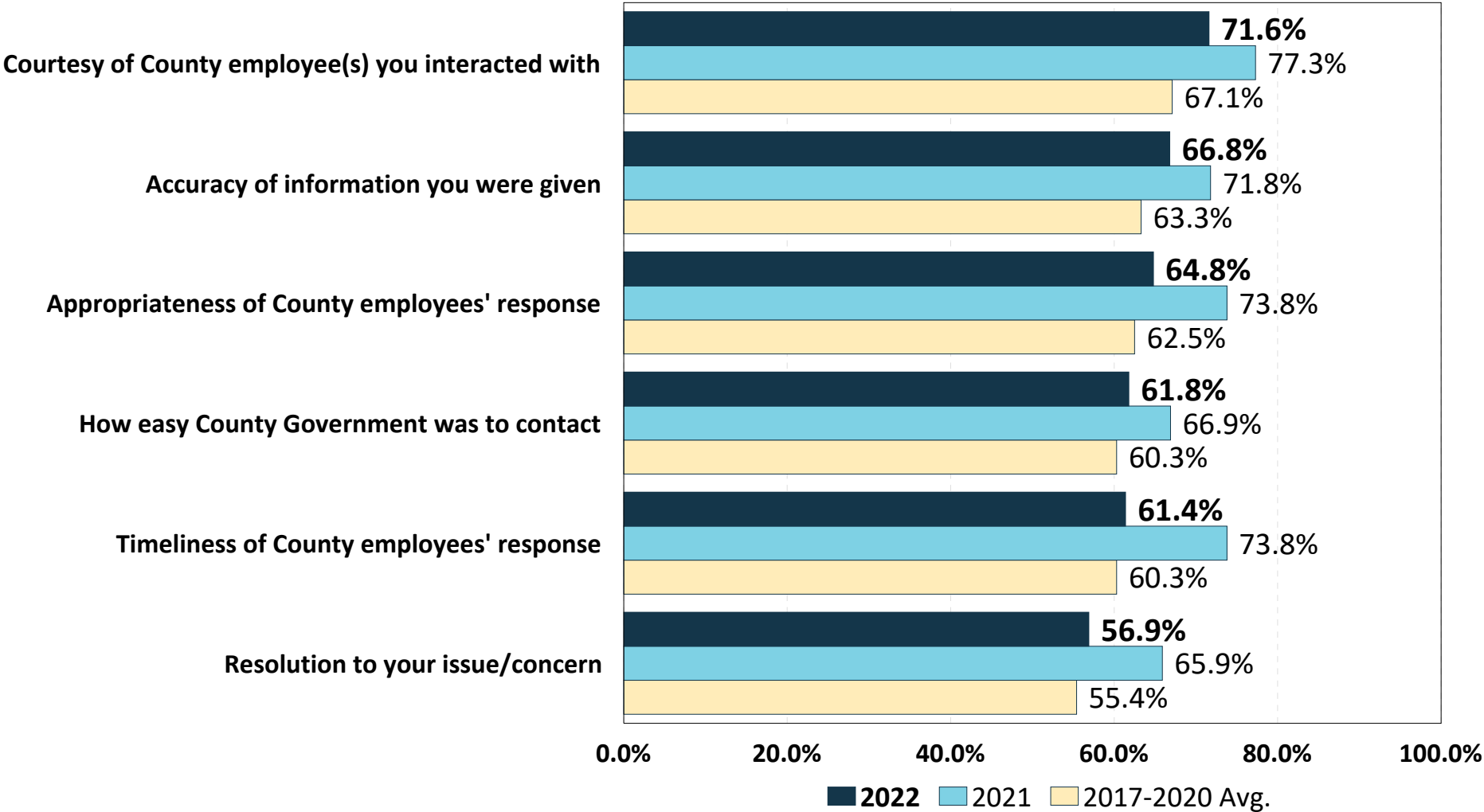
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Satisfaction with the Experience Interacting with the County Government Employee(s)

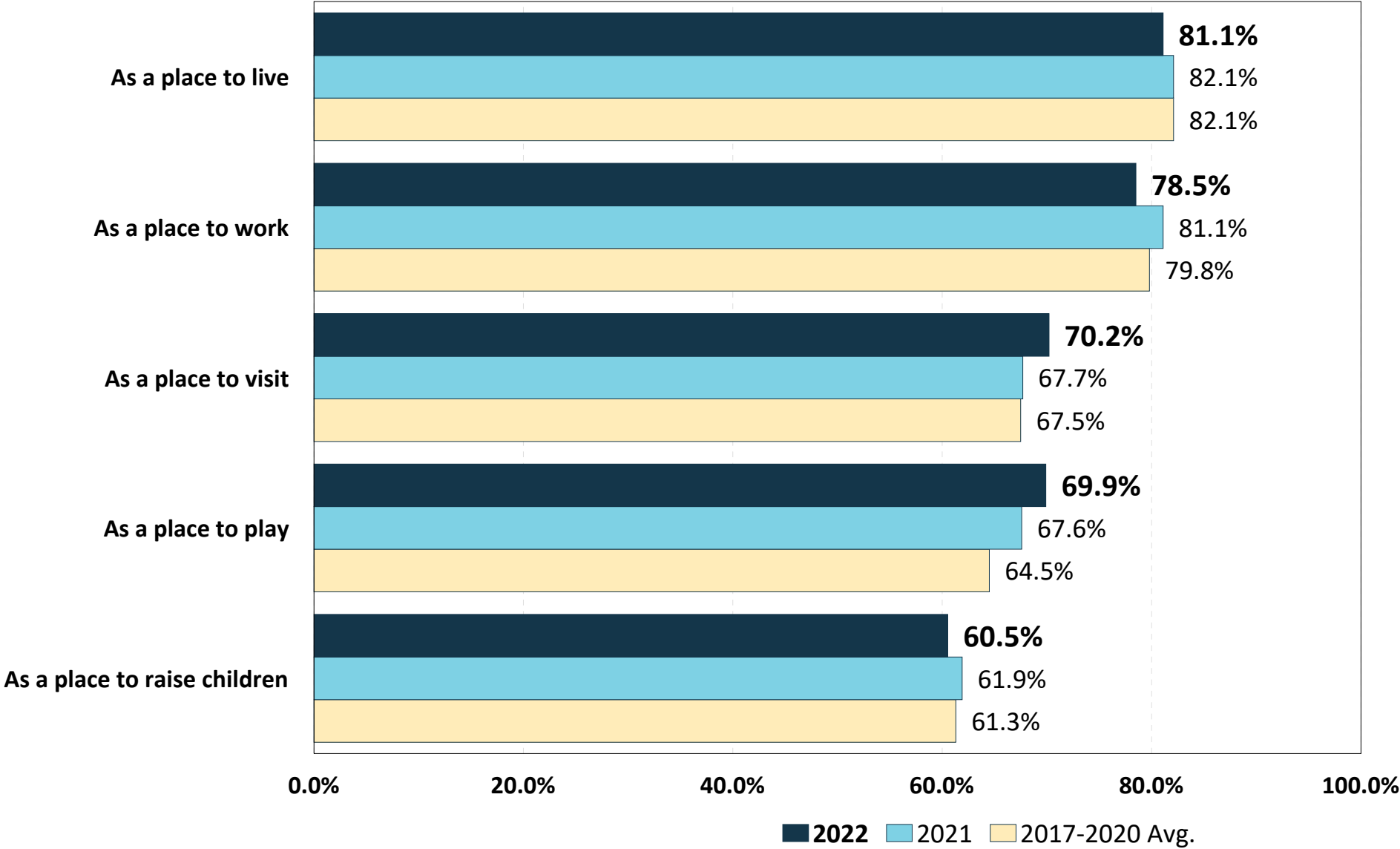
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Overall Ratings of the Community...

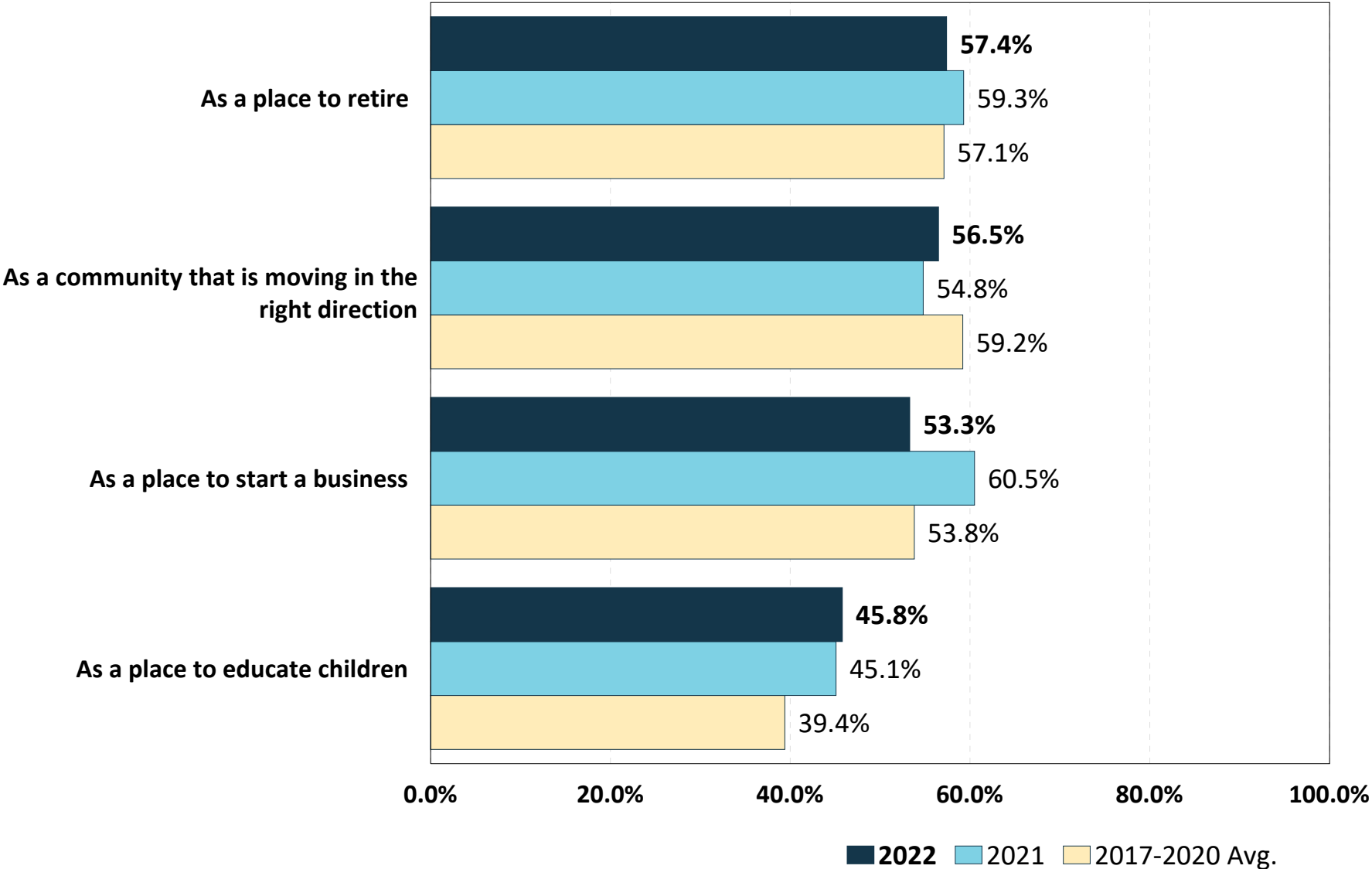
by the sum percentage of respondents that gave a rating of either *excellent* or *good*
(excluding *N/A* responses)



Trends: 2022 v. 2021 & 2017-2020 Average

Overall Ratings of the Community... (Continued)

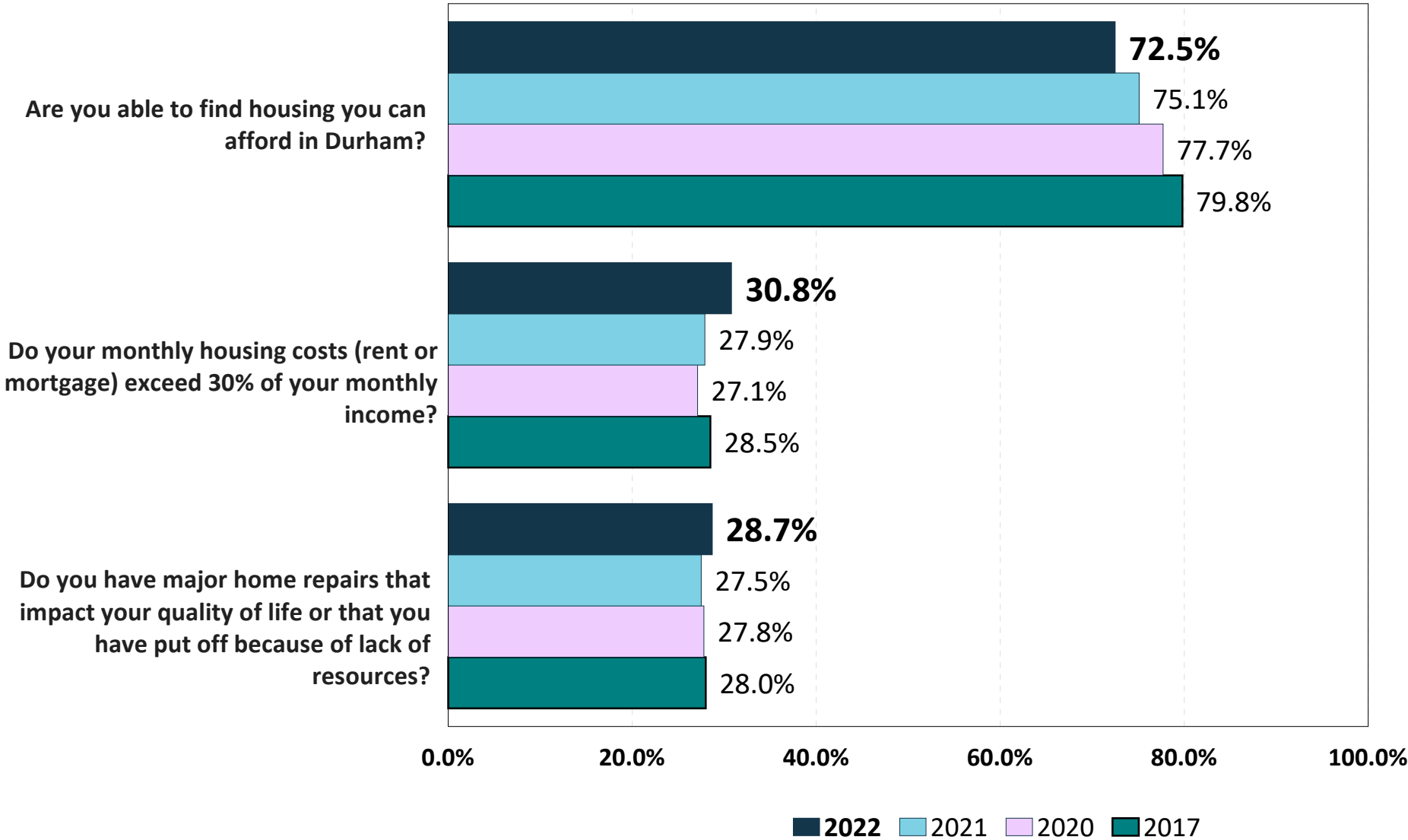
by the sum percentage of respondents that gave a rating of either *excellent* or *good*
(excluding *N/A* responses)



Trends: 2022 v. 2021, 2020 & 2017

Percentage of Respondents That Answered “Yes” to Each Question

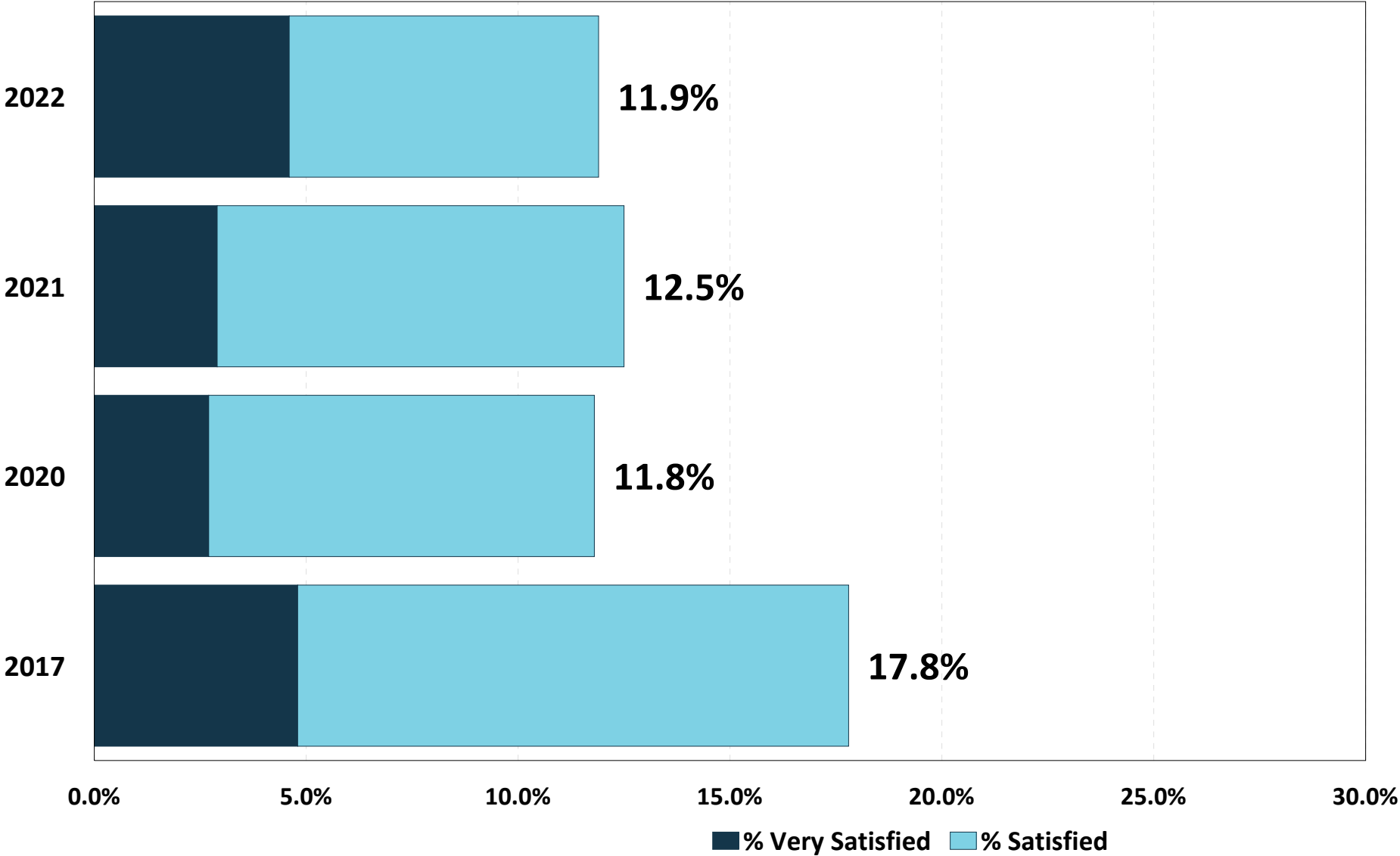
by the sum percentage of respondents that responded with *yes* for each question
(excluding *N/A* responses)



Trends: 2022 v. 2021, 2020 & 2017

How satisfied are you with the availability of affordable housing?

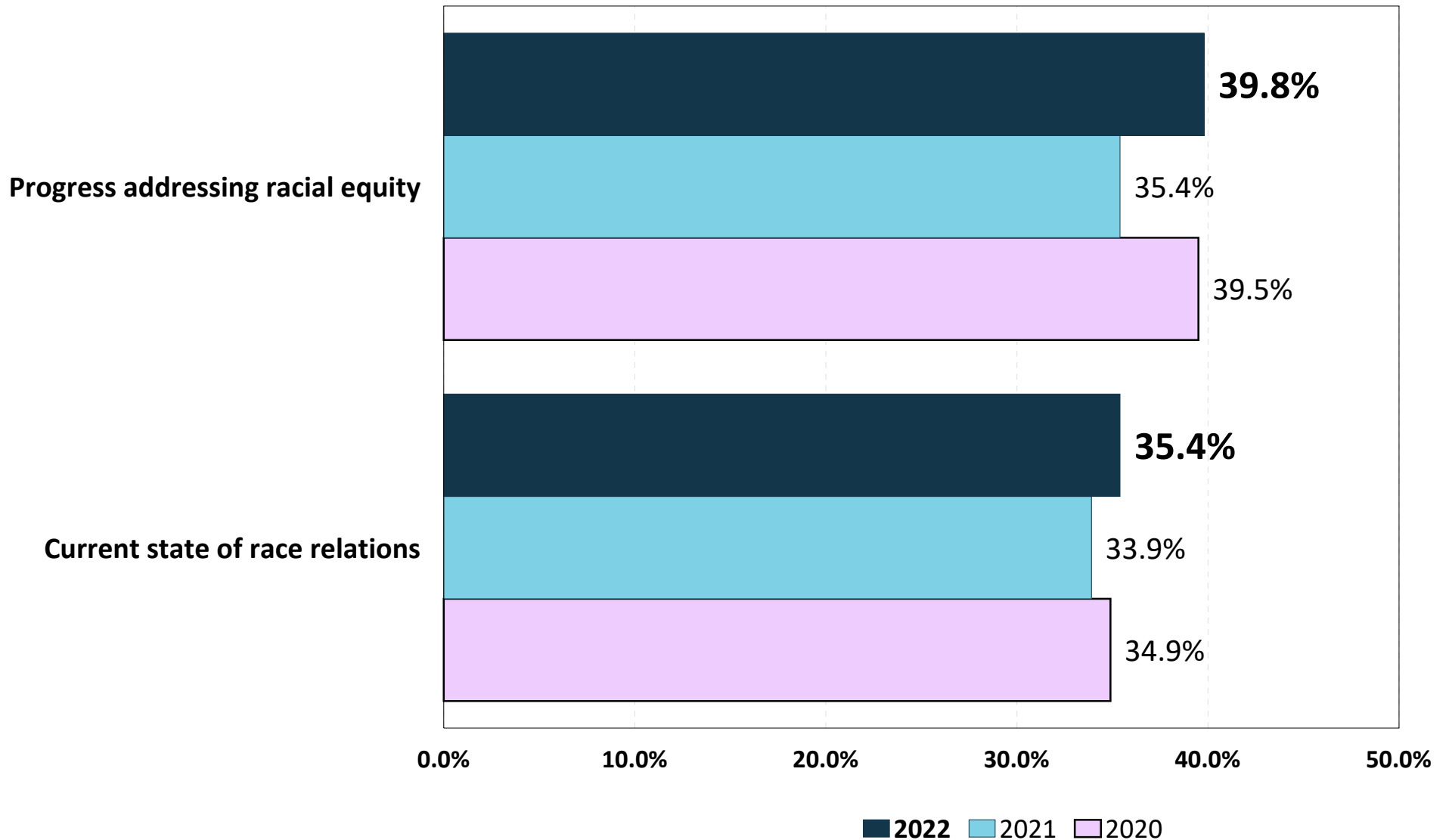
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *N/A* responses)



Trends: 2022 v. 2021 & 2020

How would you rate the City of Durham in the following areas?

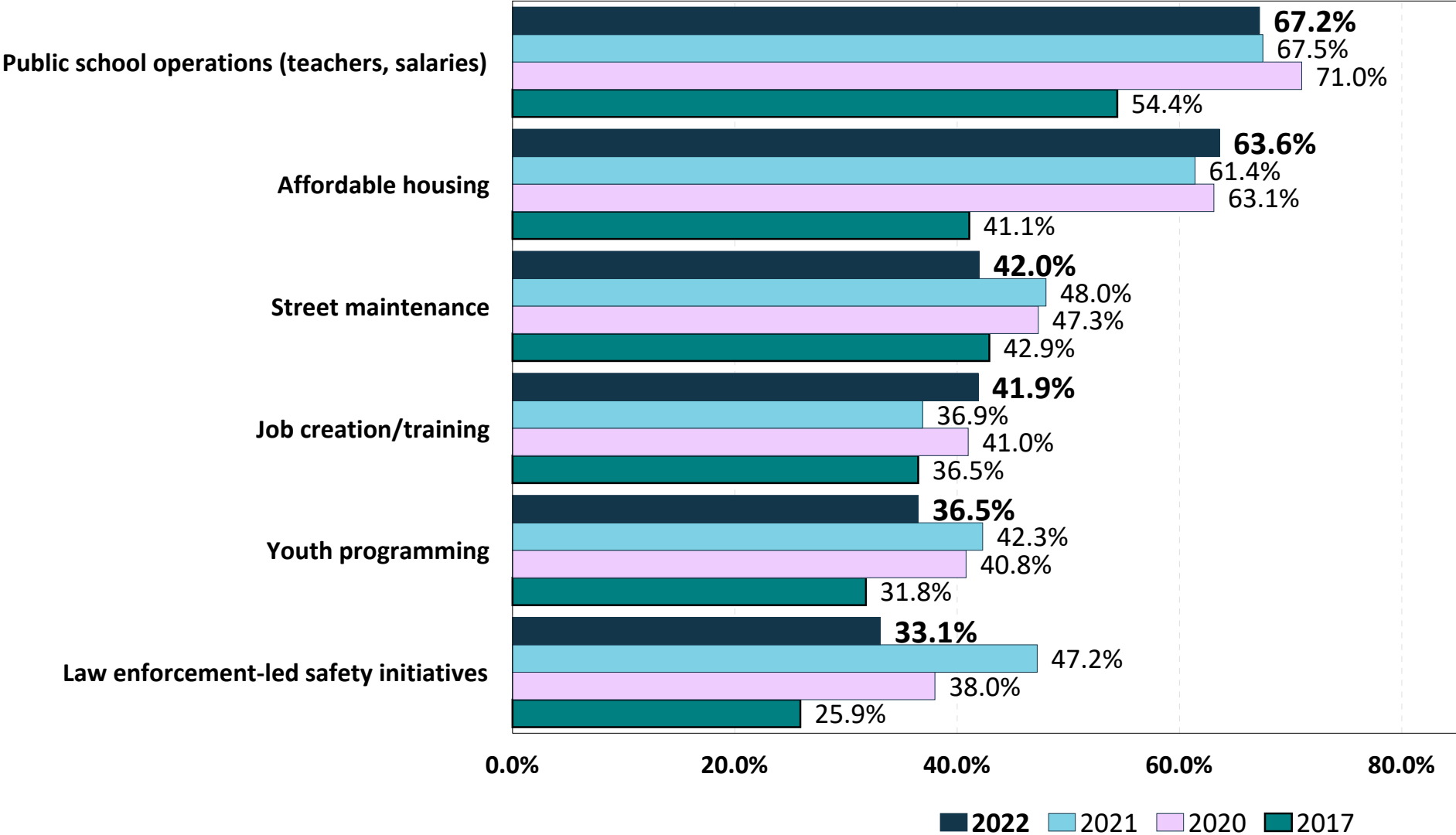
by the sum percentage of respondents that gave the City an *excellent* or *good* rating
(excluding *N/A* responses)



Trends: 2022 v. 2021, 2020 & 2017

From the list of local government services below, prioritize your top 5 to increase funding for

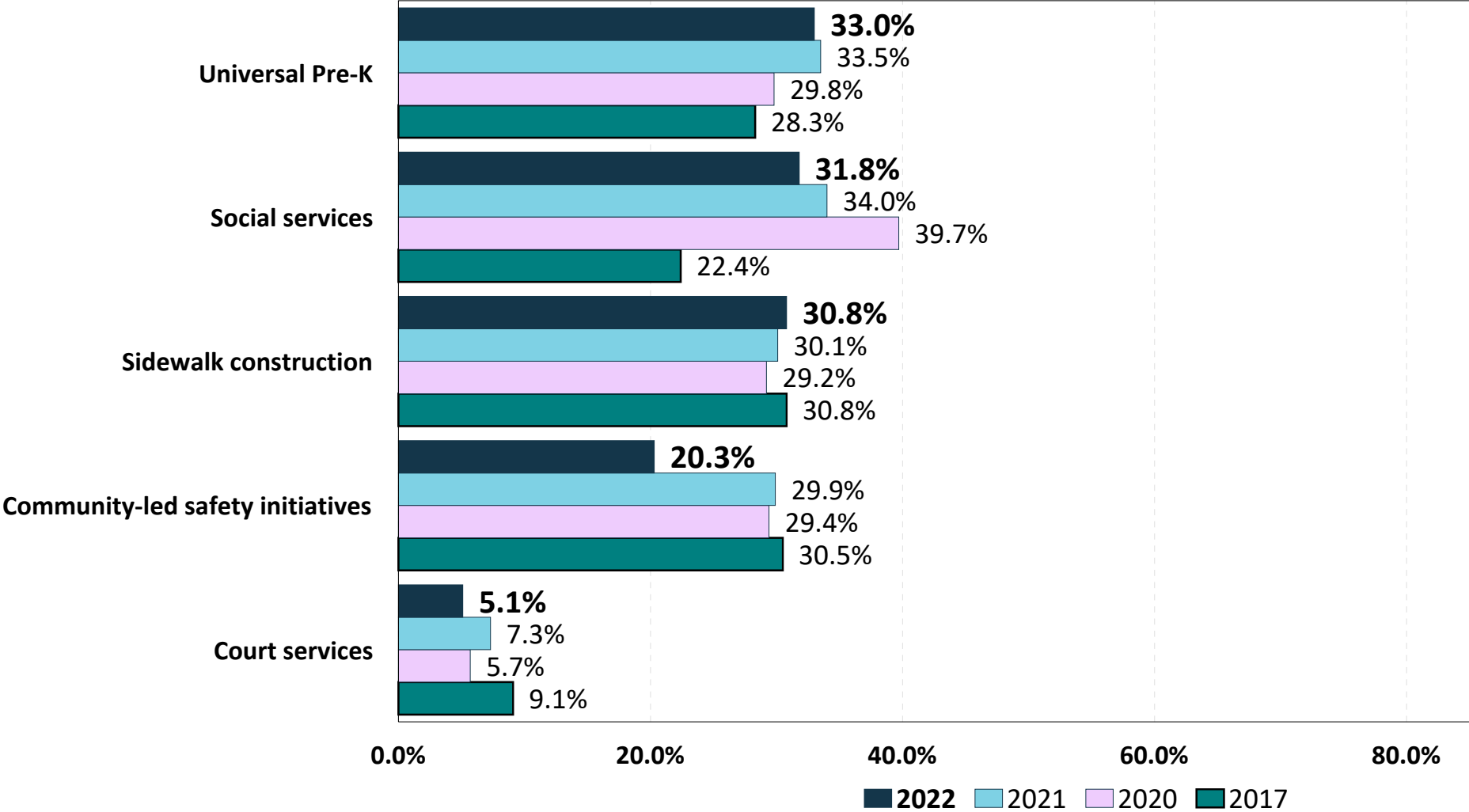
by the percentage of respondents (five choices could be selected)



Trends: 2022 v. 2021, 2020 & 2017

From the list of local government services below, prioritize your top 5 to increase funding for (Continued)

by the percentage of respondents (five choices could be selected)

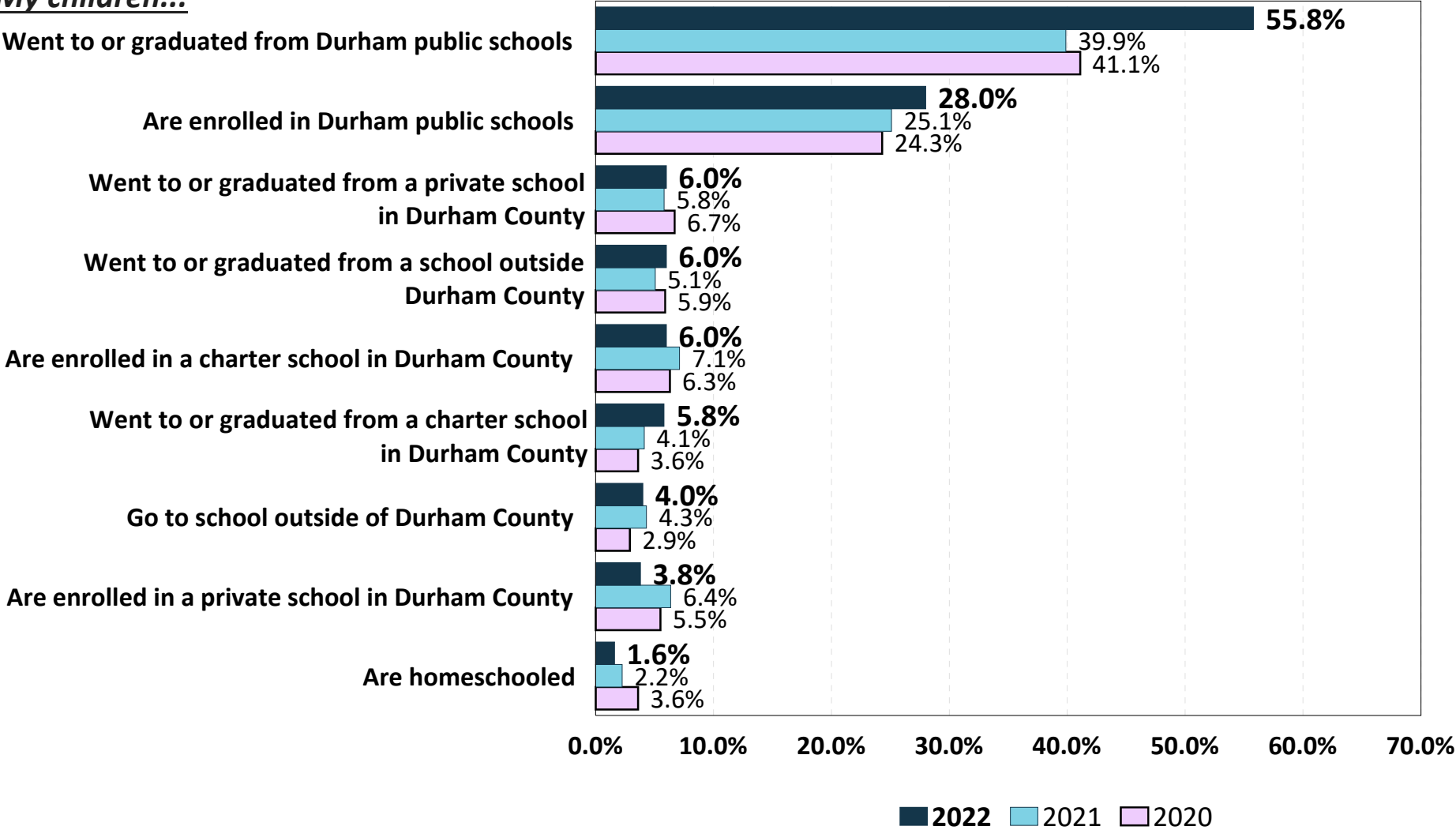


Trends: 2022 v. 2021 & 2020

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

by the percentage of respondents that responded with *yes* (excluding *this question does not apply to me* responses)

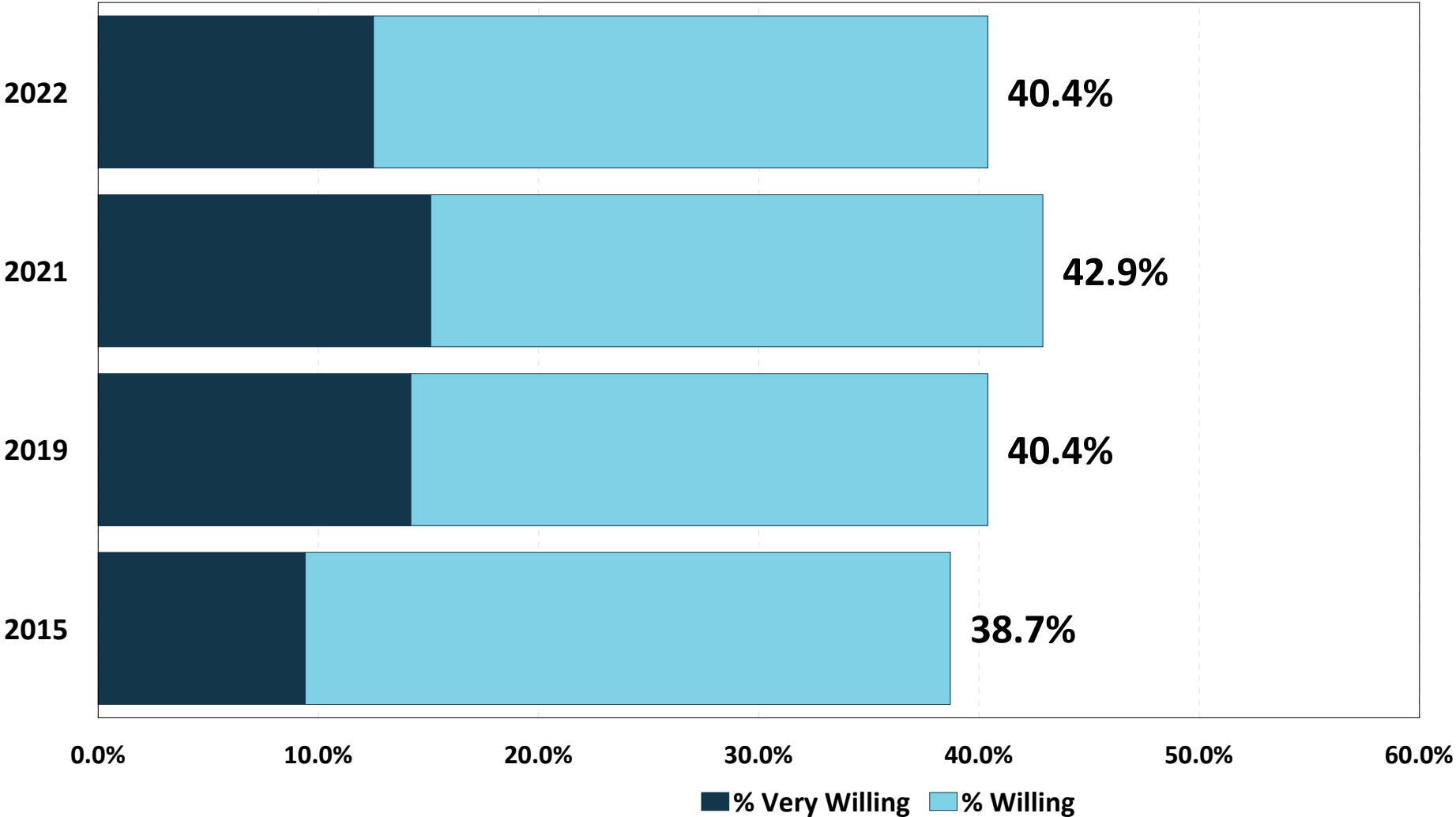
My children...



Trends: 2022 v. 2021, 2019 & 2015

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

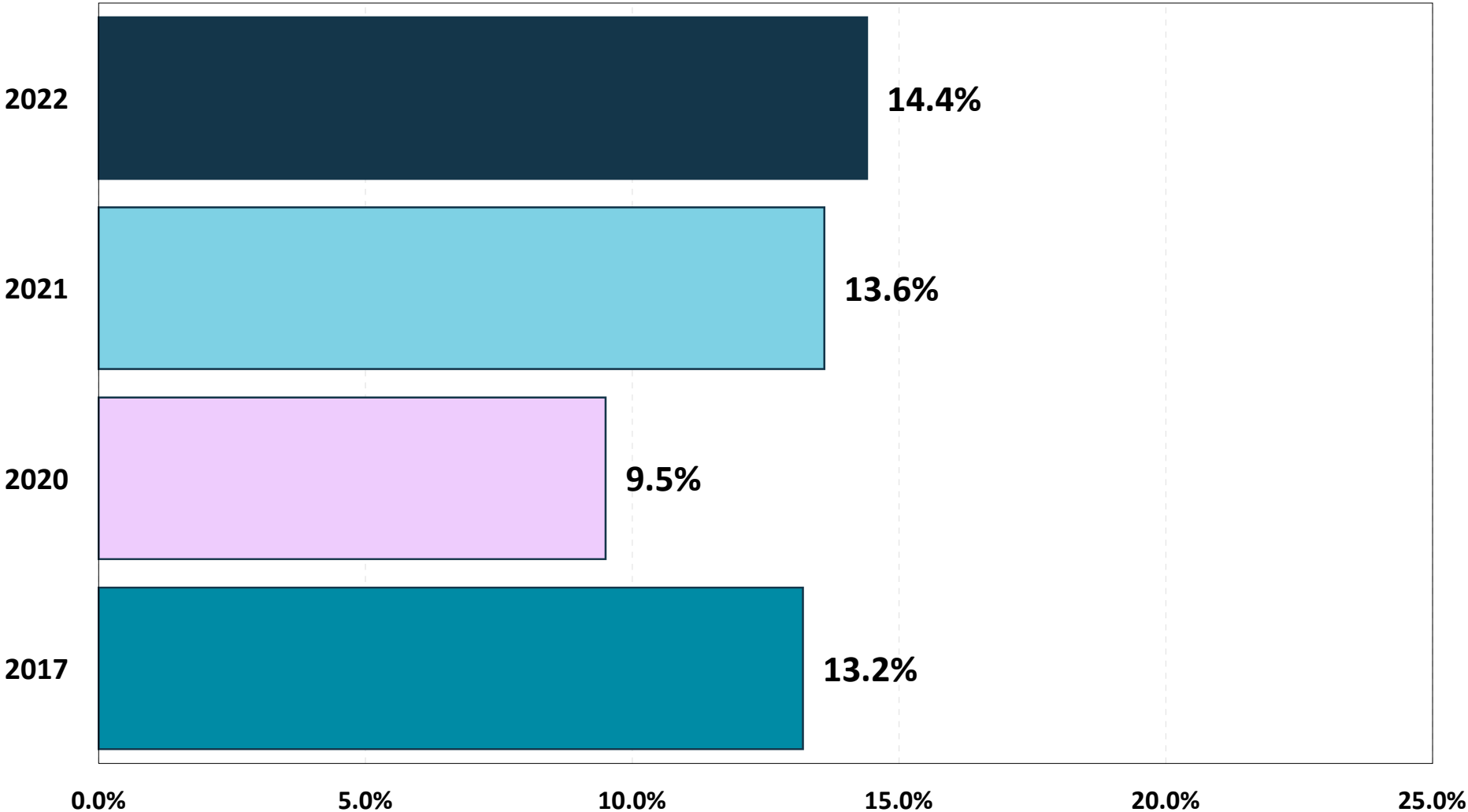
by the sum percentage of respondents that would either be *very willing* or *willing* to pay fees instead of taxes for improvements to services (excluding *not provided* responses)



Trends: 2022 v. 2021, 2020 & 2017

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

By the percentage of respondents that have or know someone that has had trouble accessing the healthcare they need in the past year (excluding *not provided* responses)





3

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*[®] program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 1,000 cities and counties in 49 states.

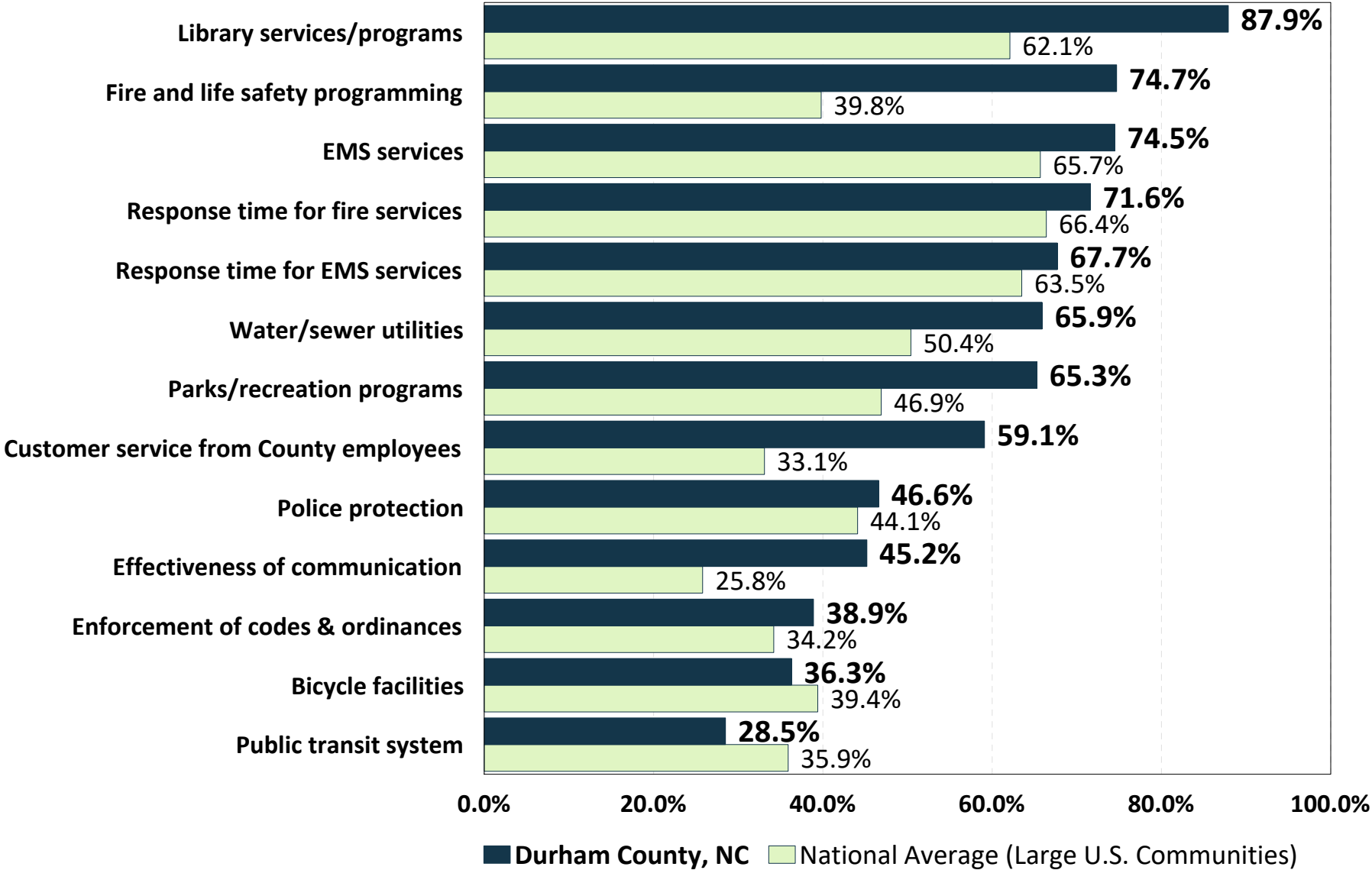
This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the fall of 2021 to a random sample of more than 9,000 residents in the continental United States. The second source is based on survey results from 18 communities with a population of 250,000 or more residents where ETC Institute has administered the *DirectionFinder*[®] survey between January 2020 and December 2022. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons are listed below.

- Austin, TX
- Bucks County, PA
- Cincinnati, OH
- Dallas, TX
- El Paso, TX
- Forsyth County, NC
- Henderson, NV
- Jefferson County, AL
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC
- San Antonio, TX

Benchmarks: Durham County v. National Average (Large U.S. Communities)

Major Categories of Services Provided by the City & County

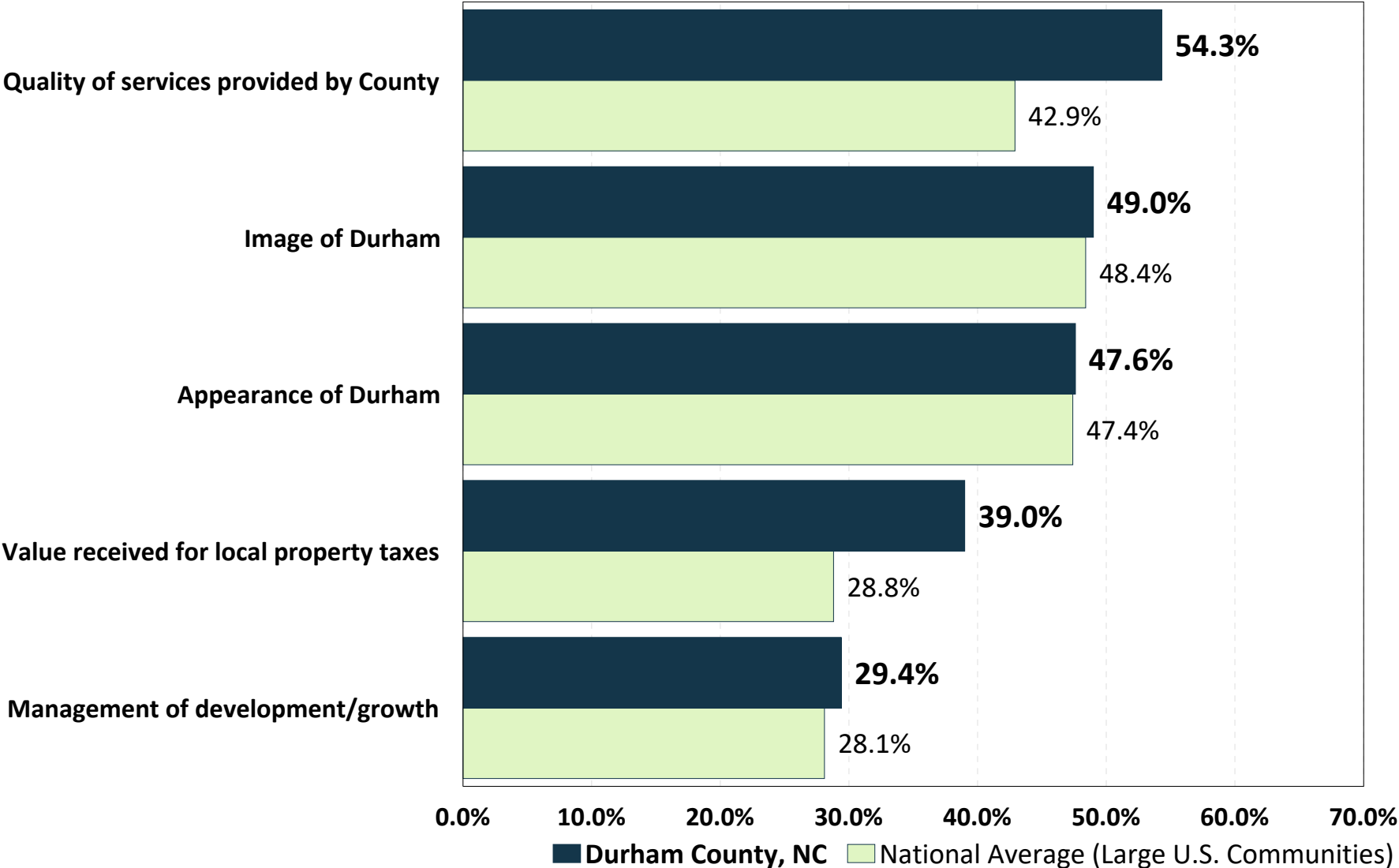
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service
(excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Perceptions of the Community

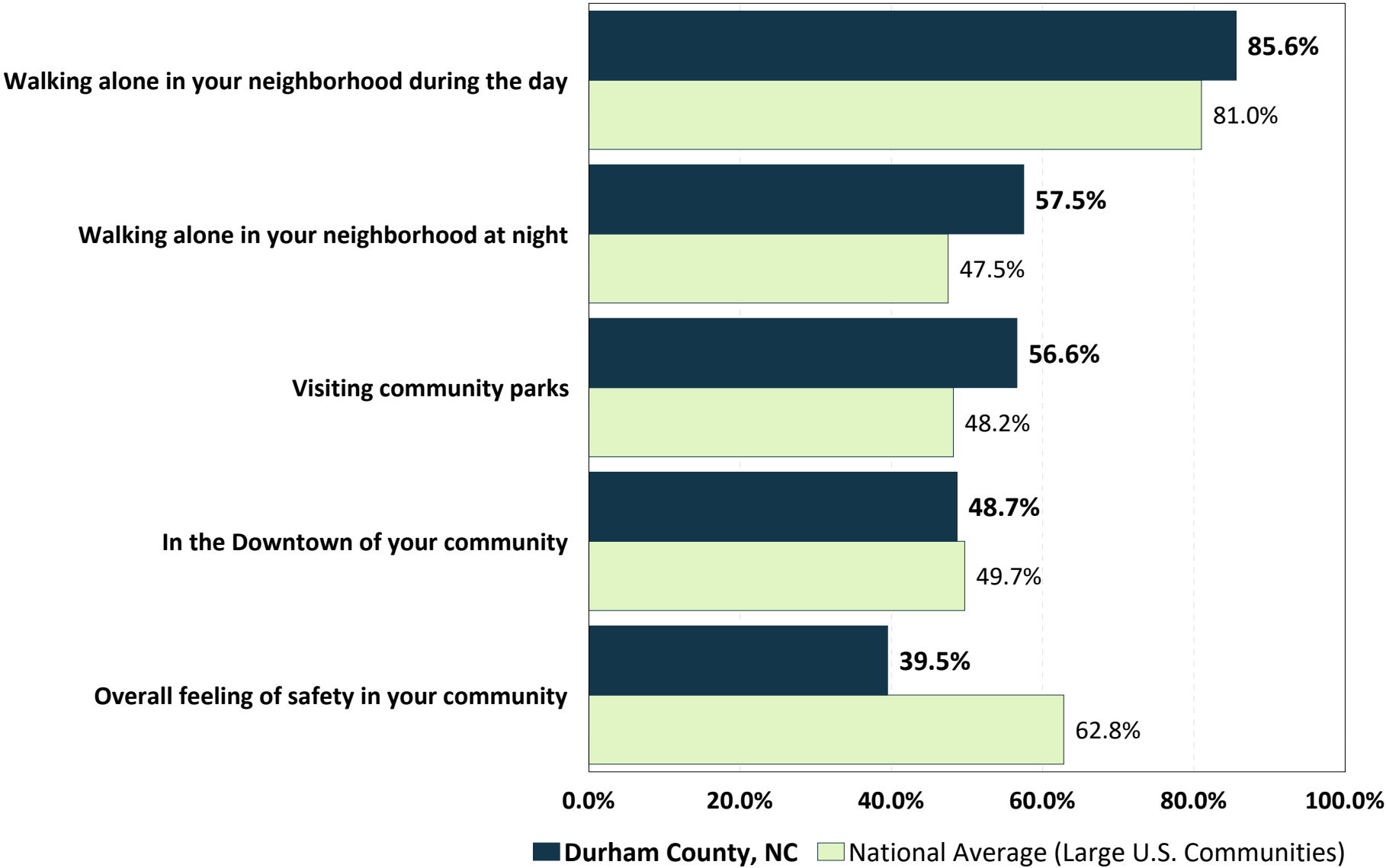
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Public Safety in the Community

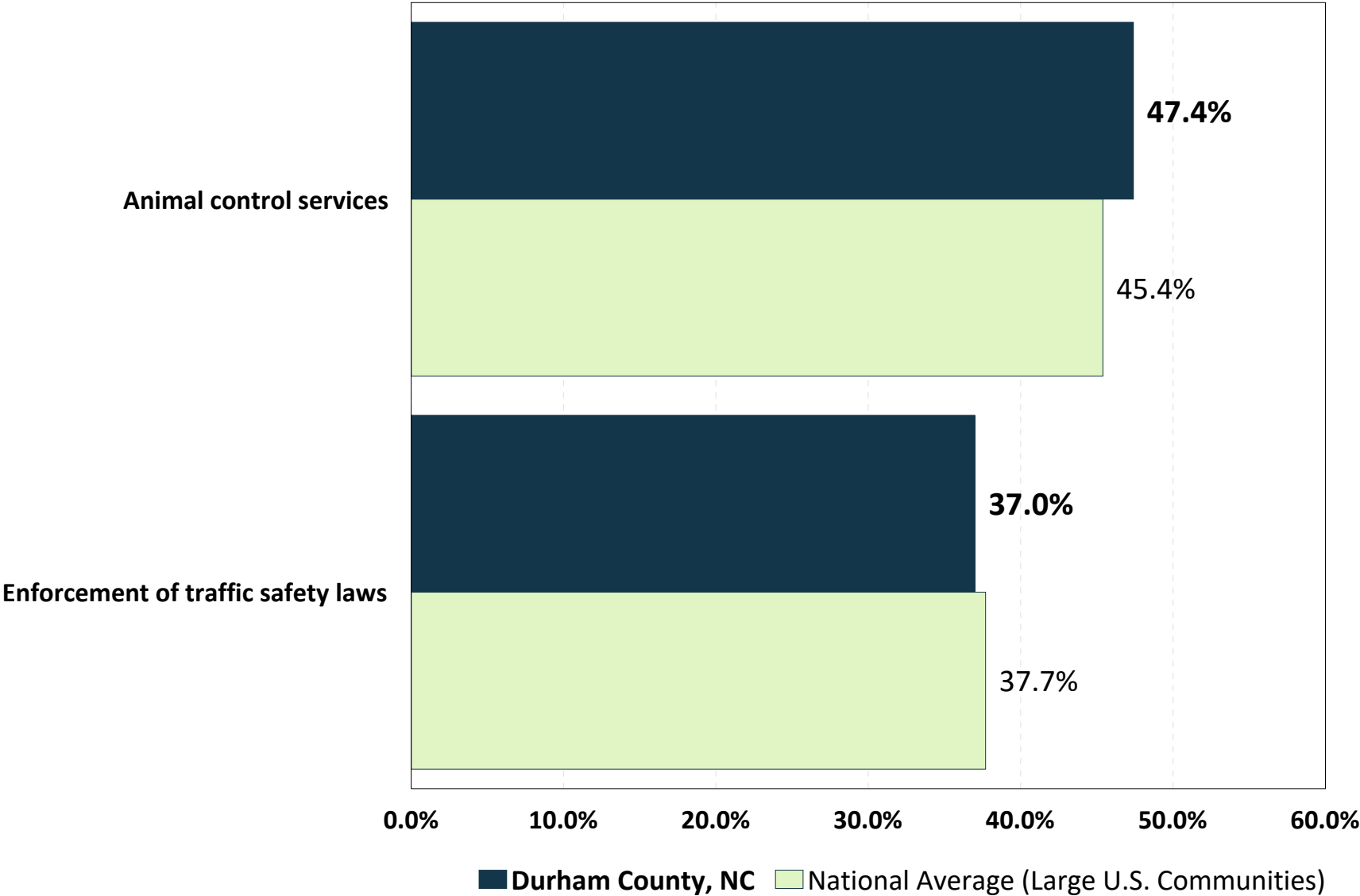
by the sum percentage of respondents that were either *very safe* or *safe* with the service
(excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Law Enforcement/Criminal Justice Services

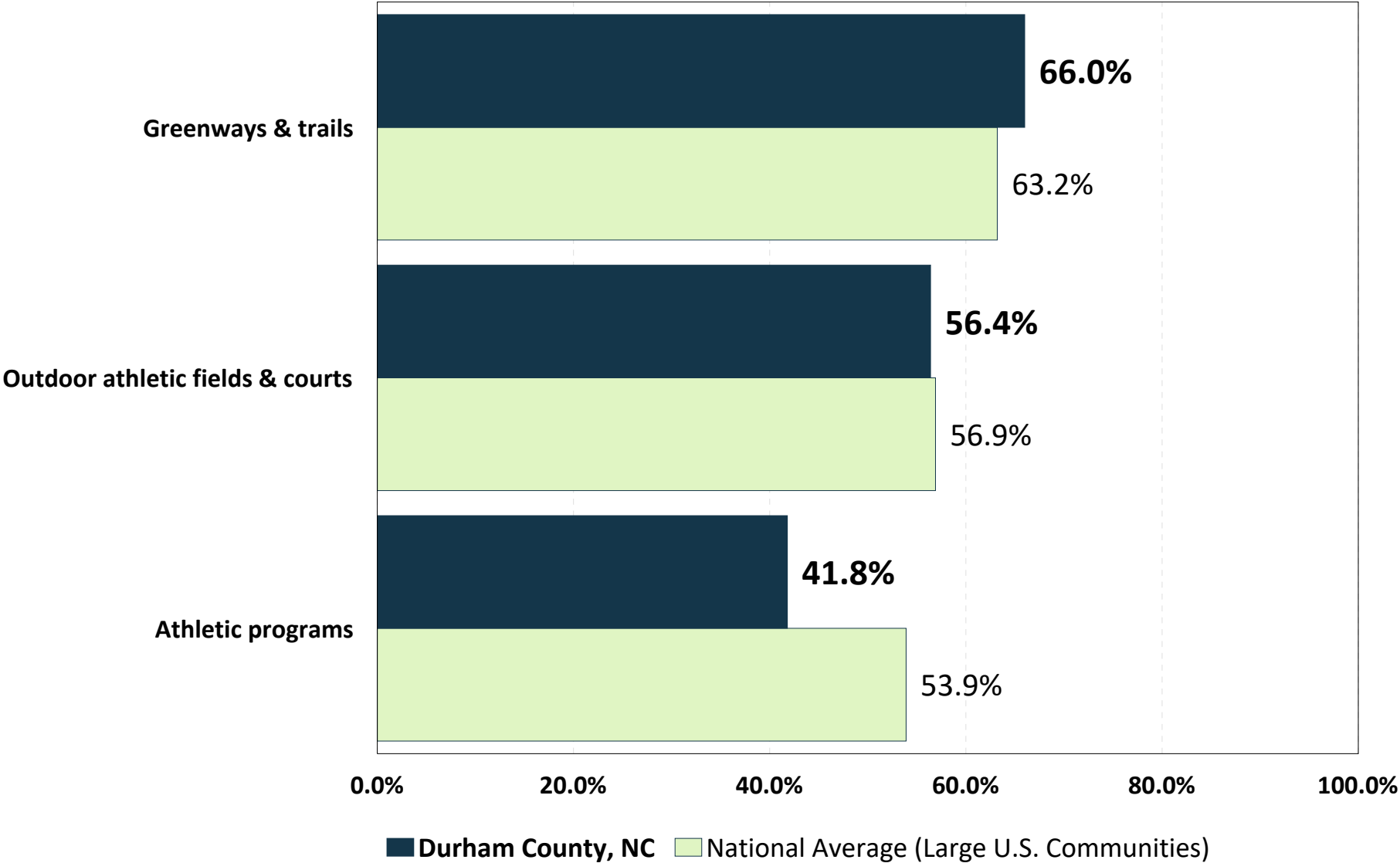
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Parks, Recreation, & Open Space

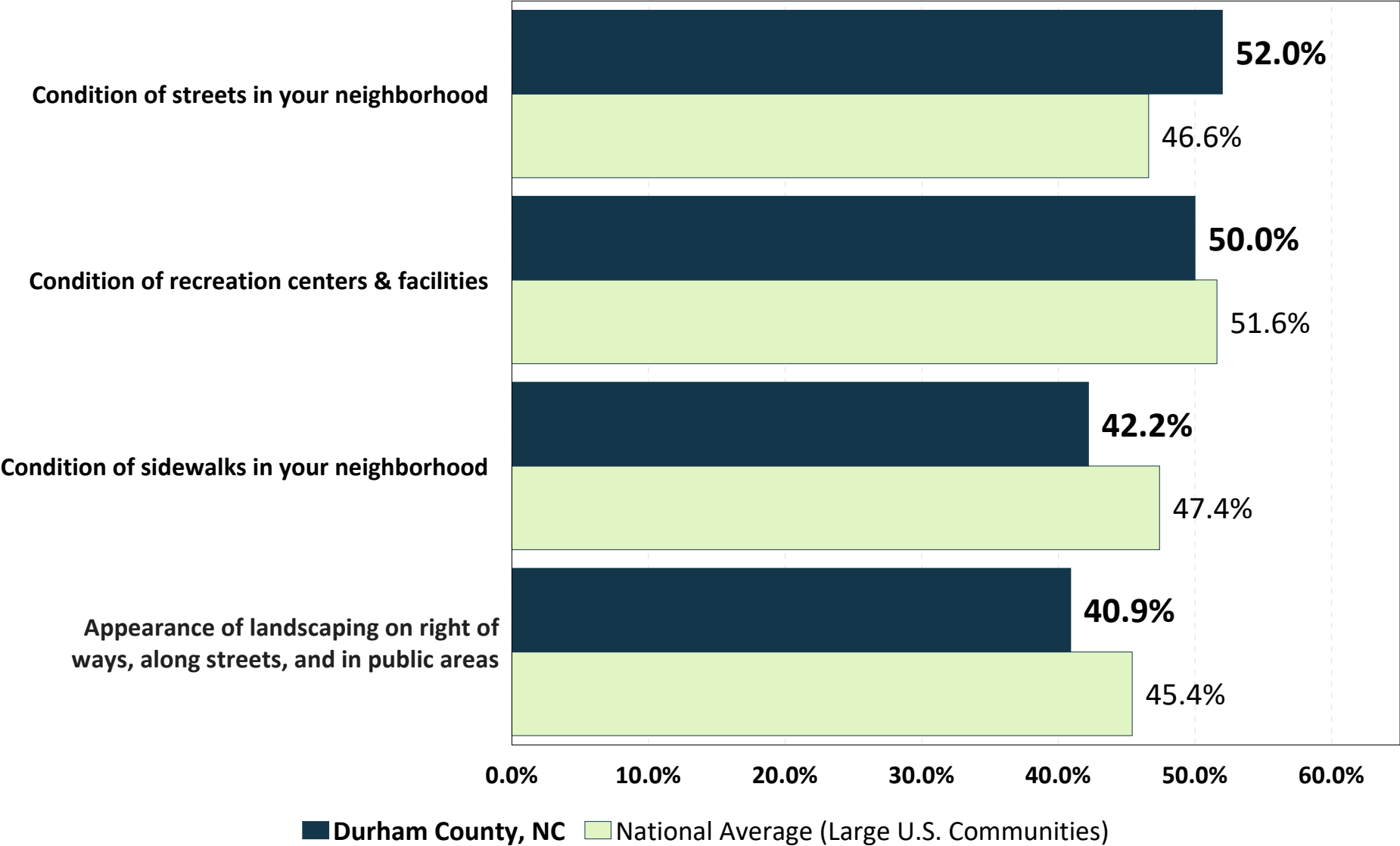
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Maintenance Services

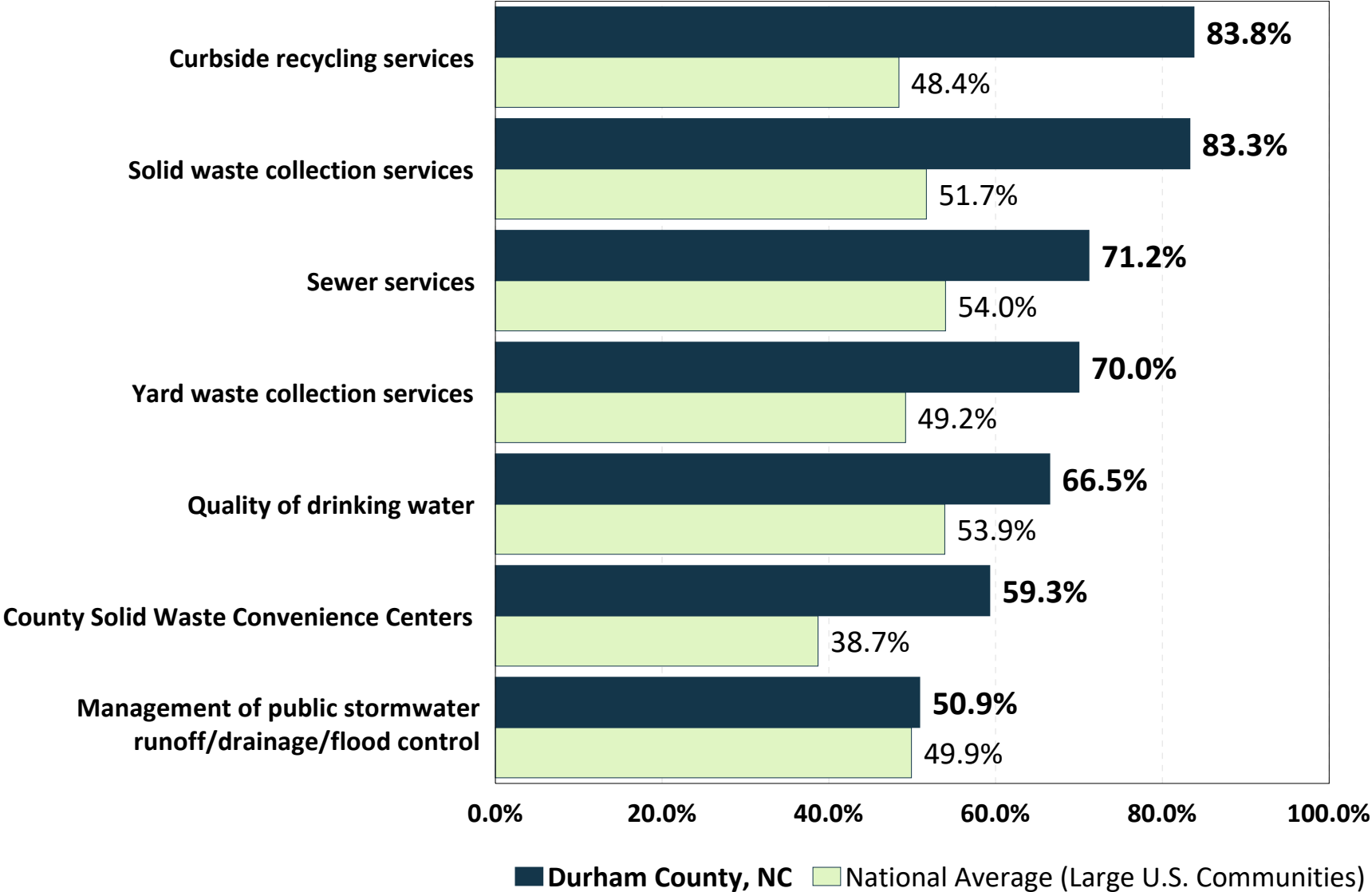
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Solid Waste & Utility Services

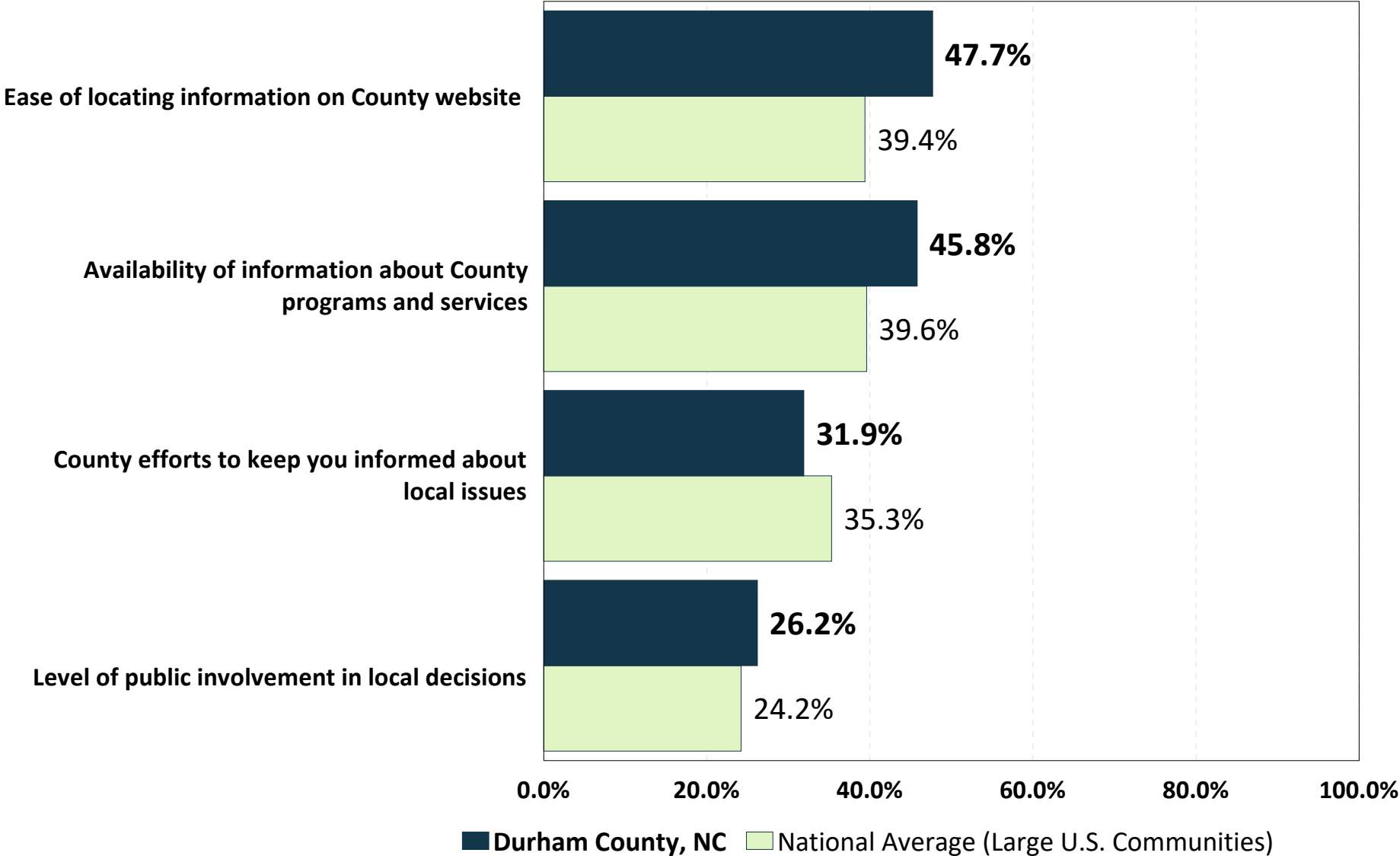
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Communication Services

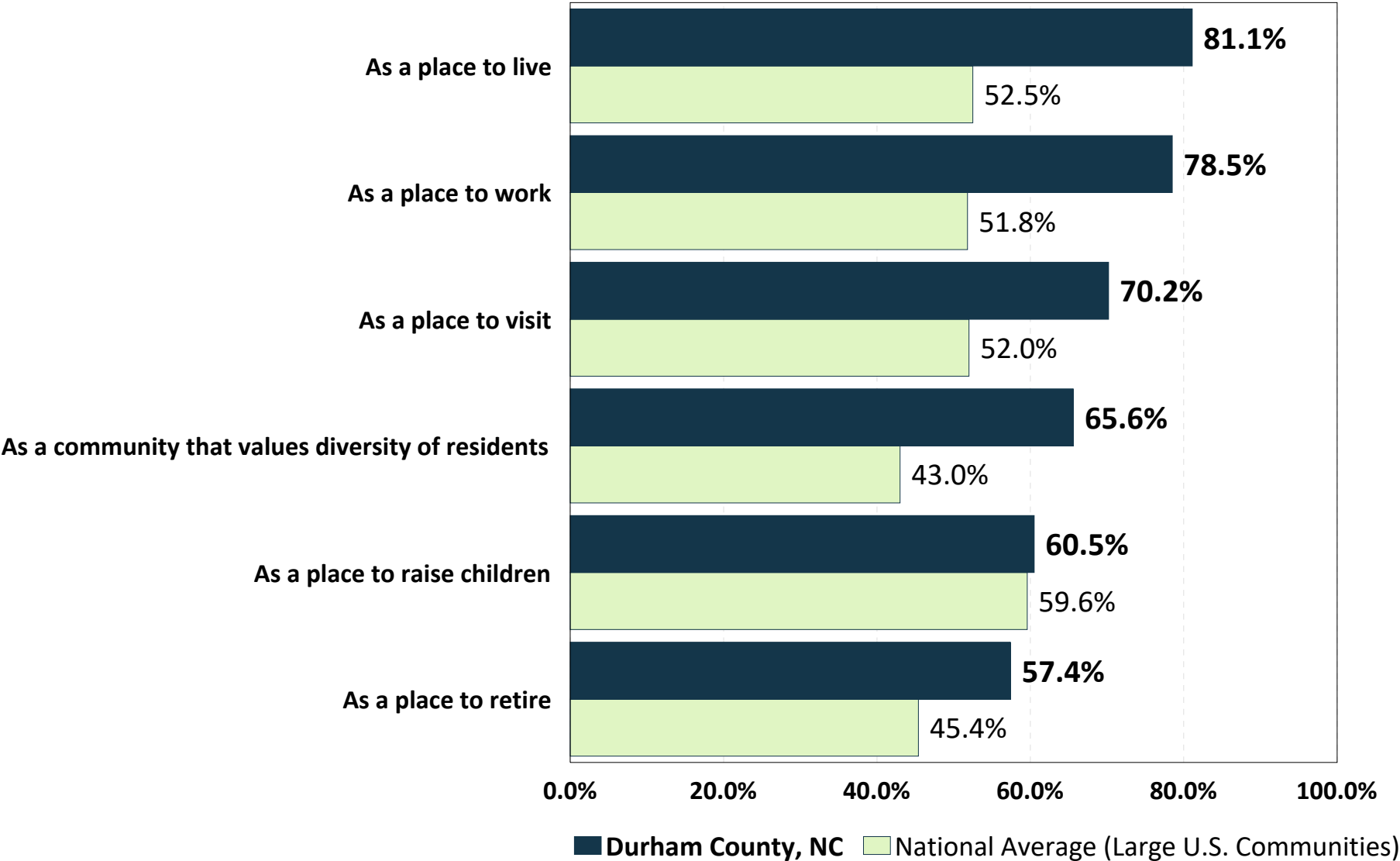
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)



Benchmarks: Durham County v. National Average (Large U.S. Communities)

Overall Ratings of the Community

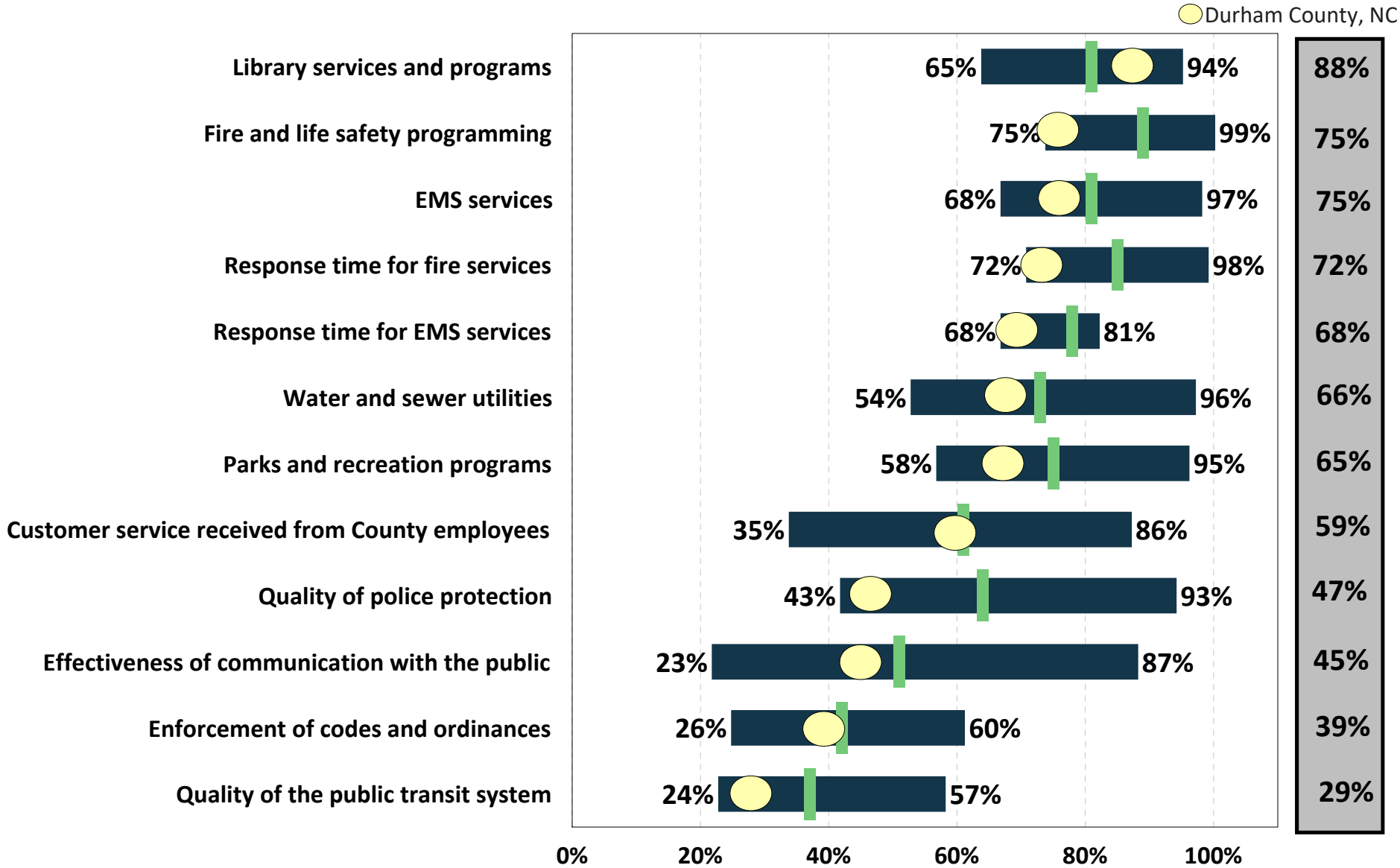
by the sum percentage of respondents that gave a rating of either *excellent* or *good*
(excluding *N/A* responses)



Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Major Categories of Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding N/A responses)

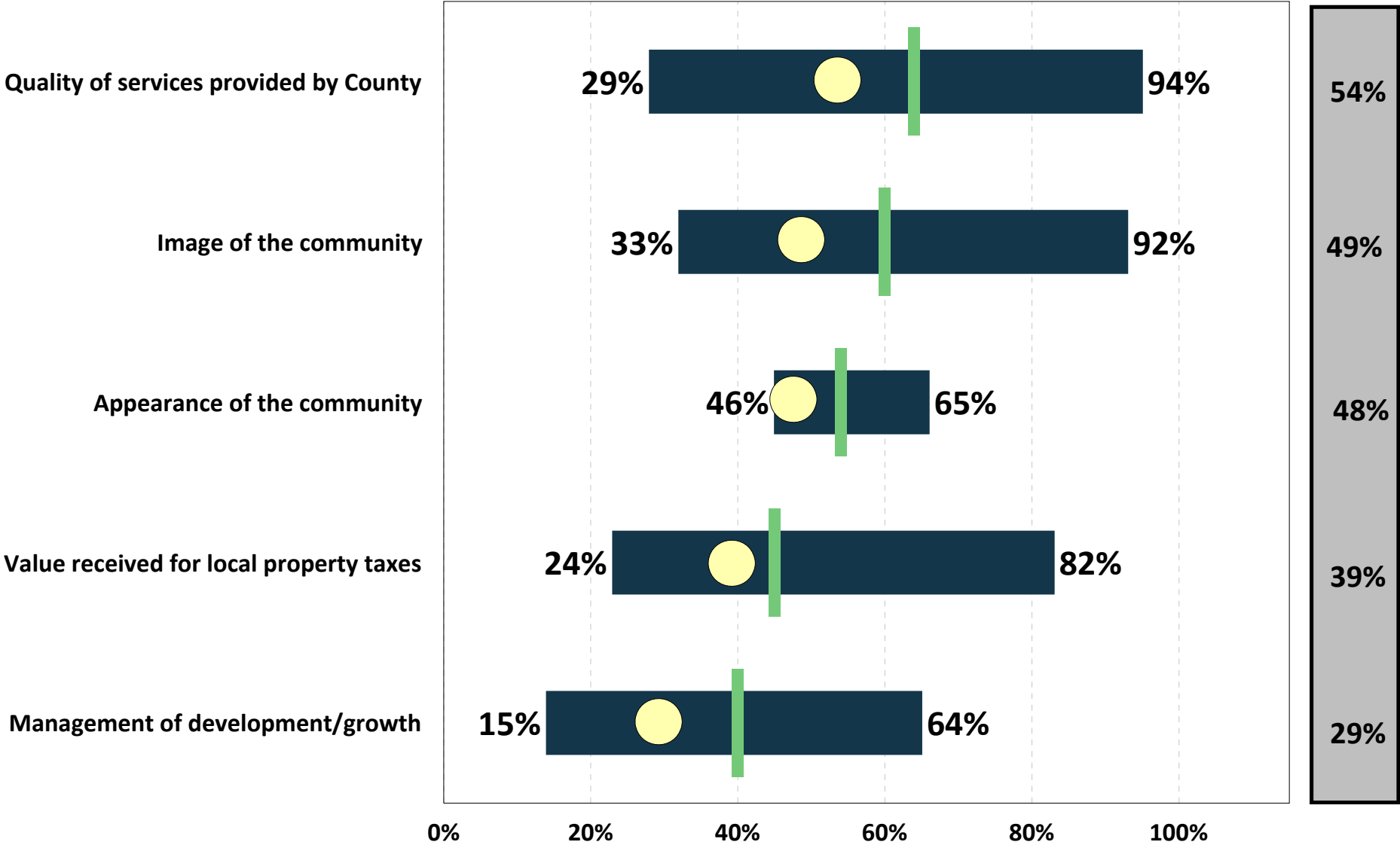


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Perceptions of the Community

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

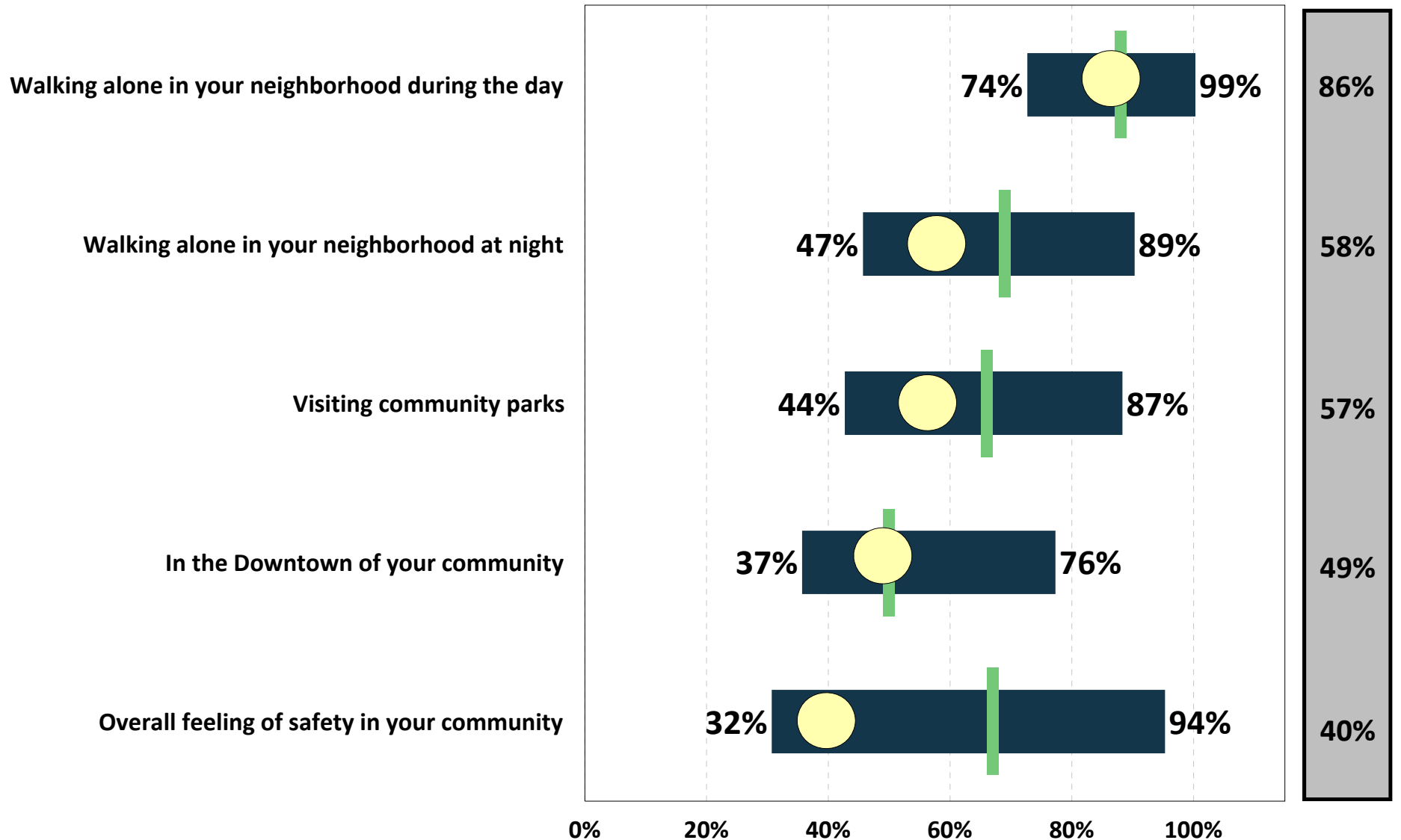


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Public Safety Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

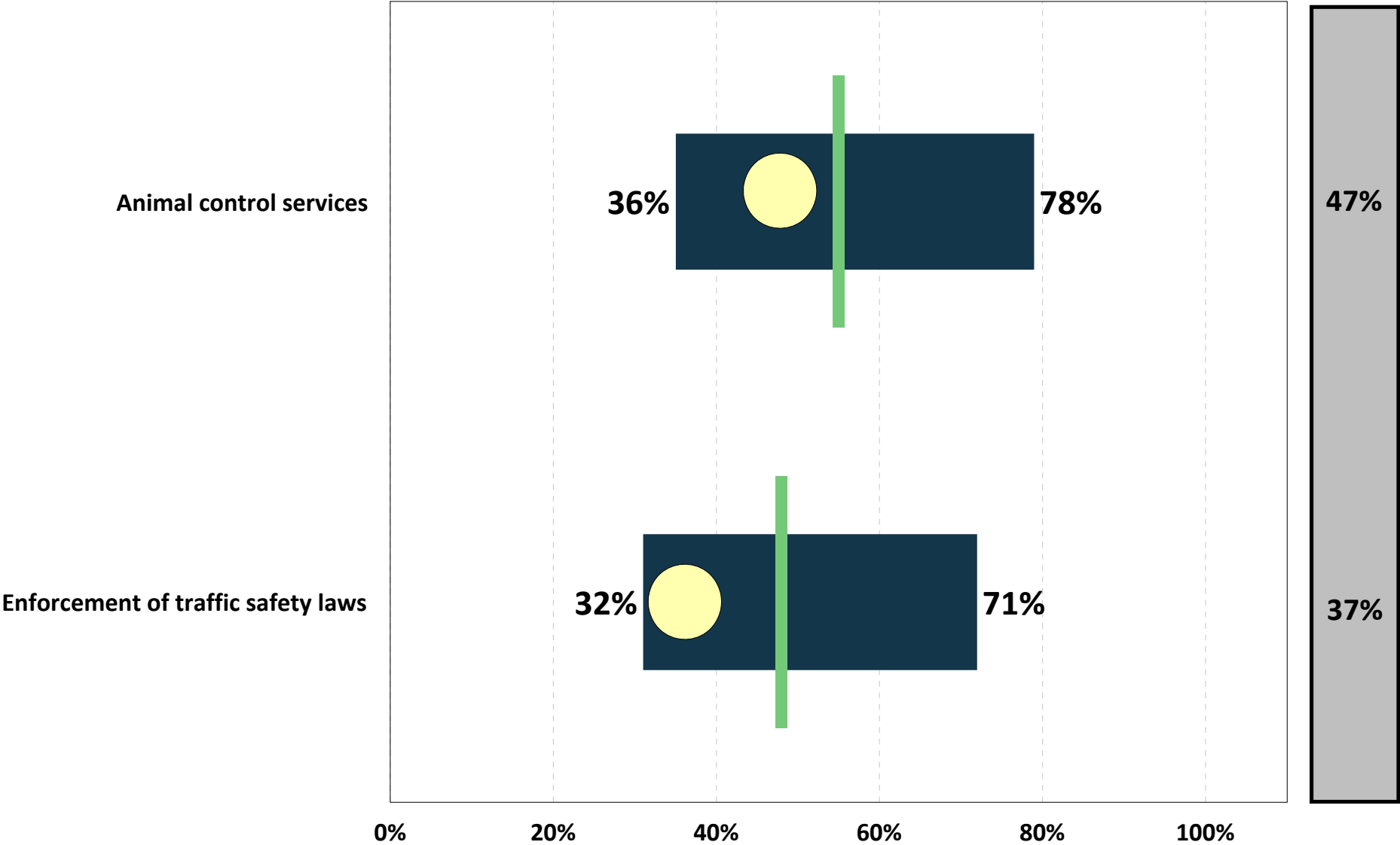


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Law Enforcement/Criminal Justice Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

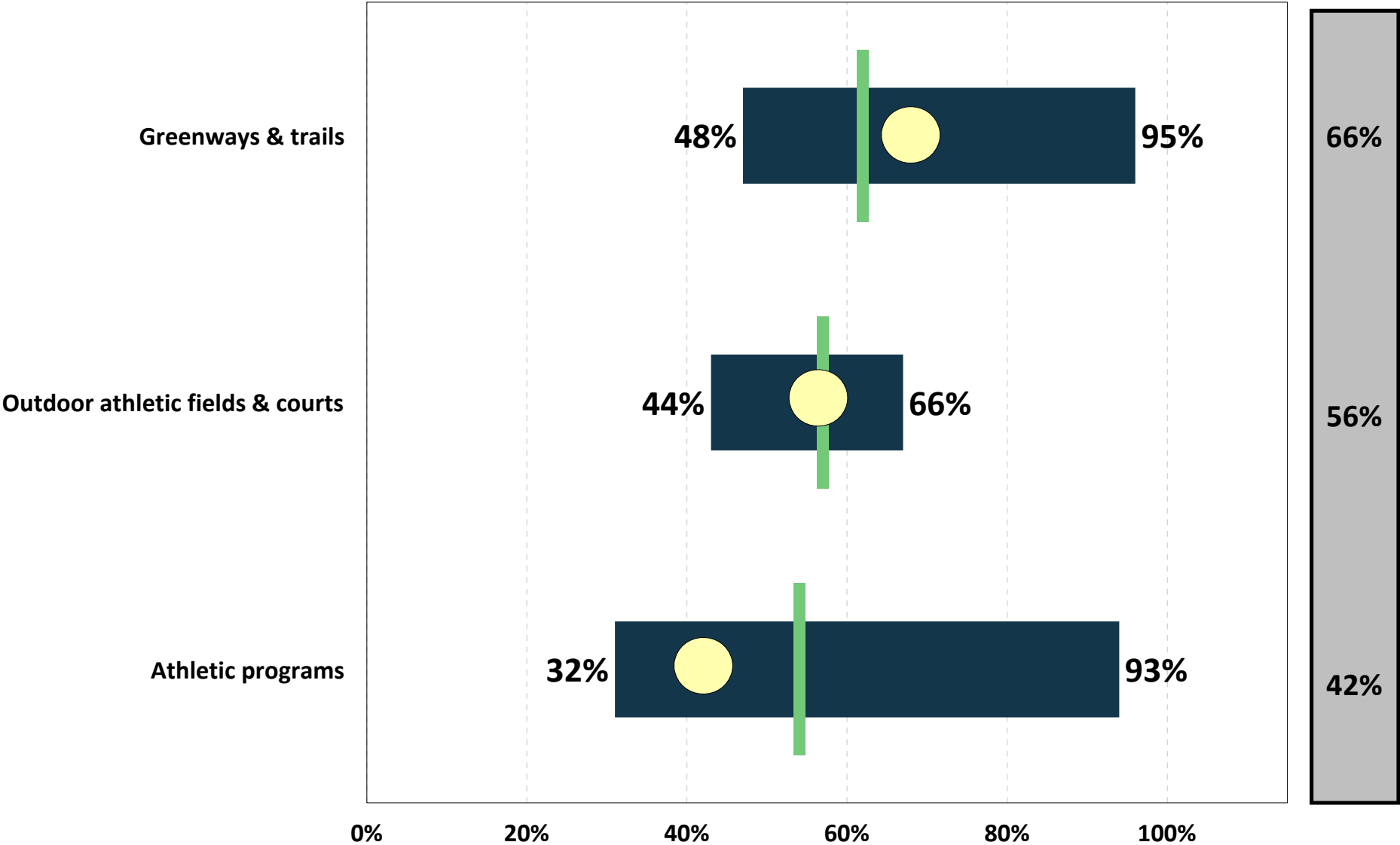


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Parks & Recreation Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

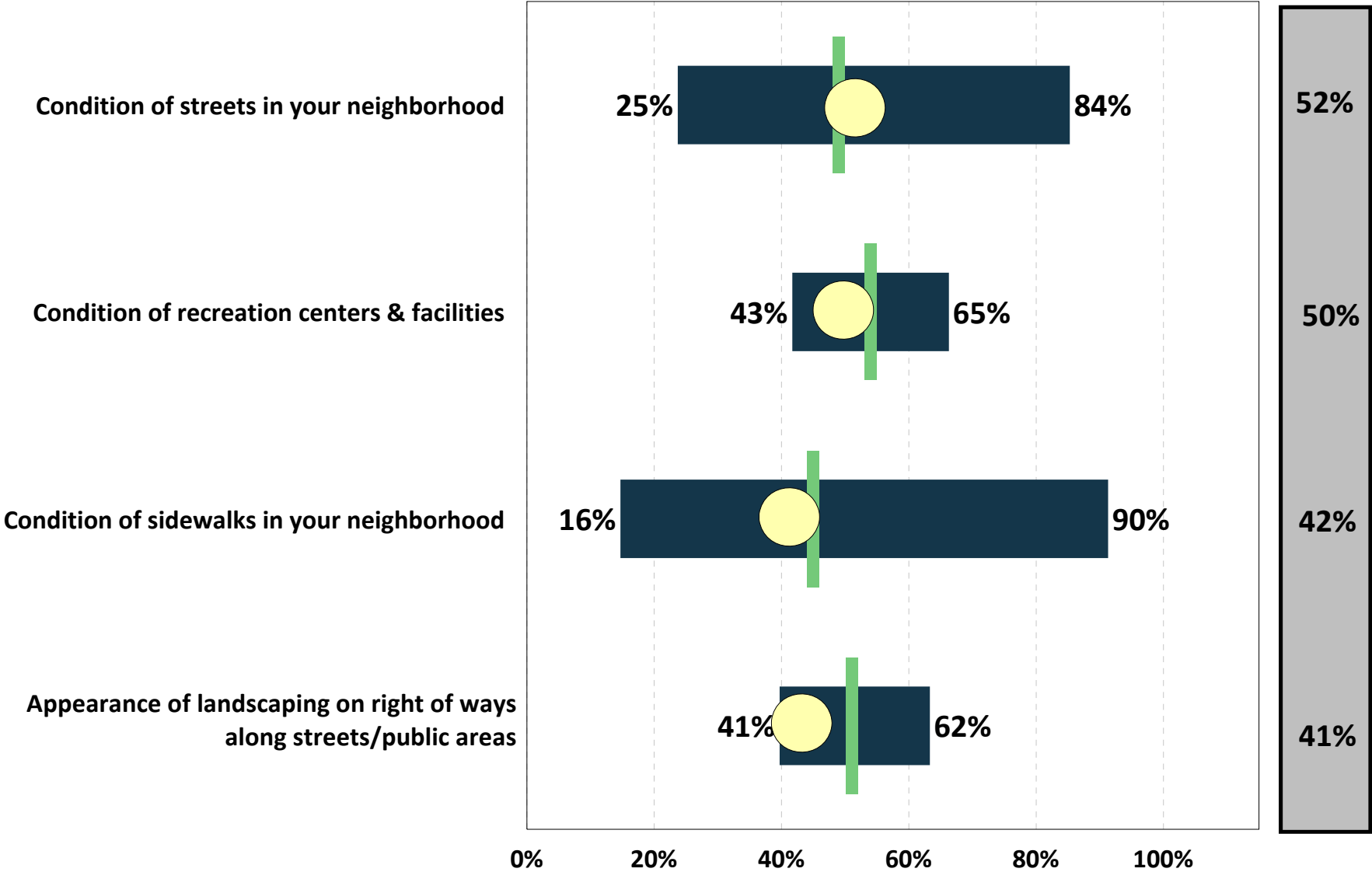


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Maintenance Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

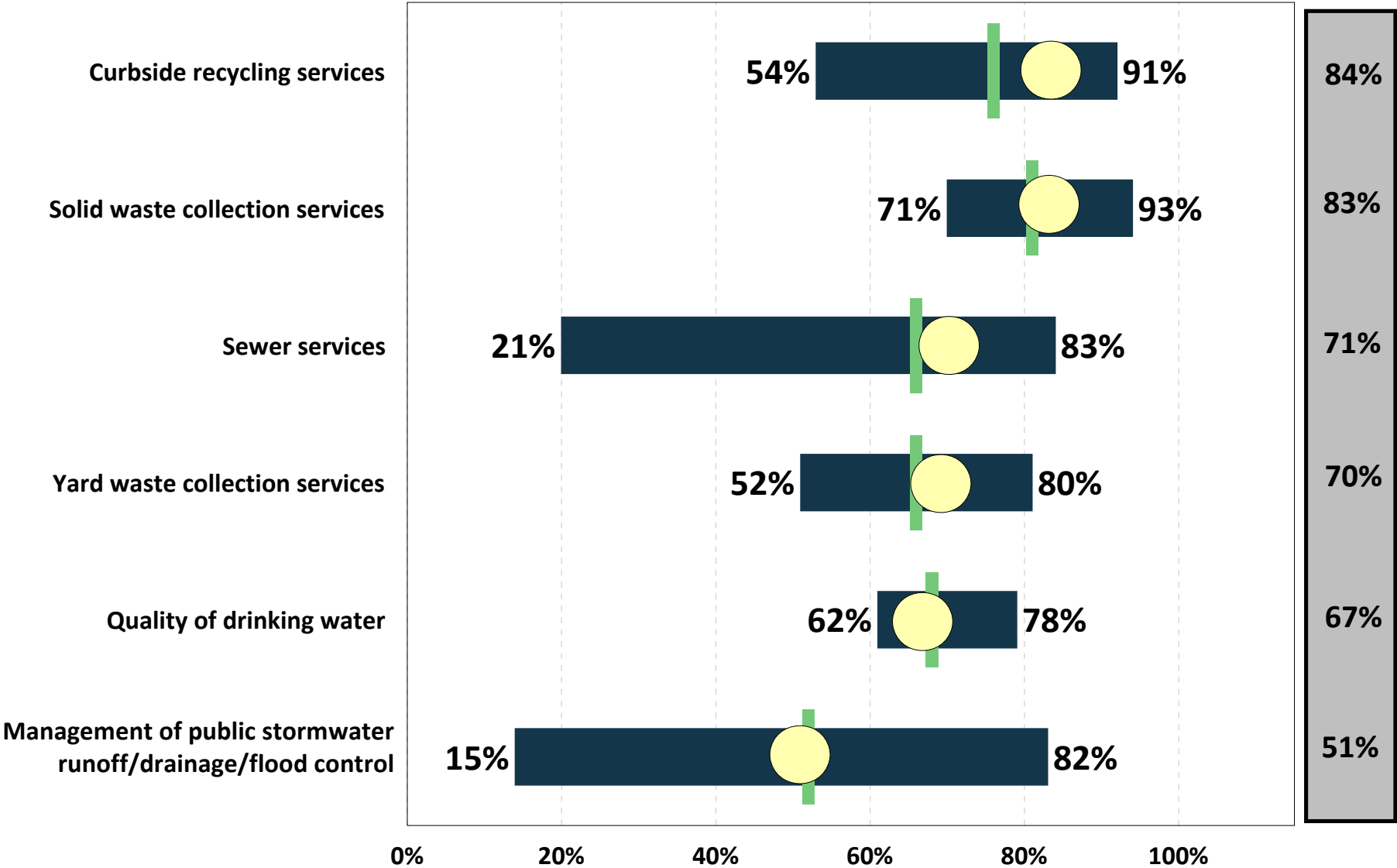


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Solid Waste & Utility Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

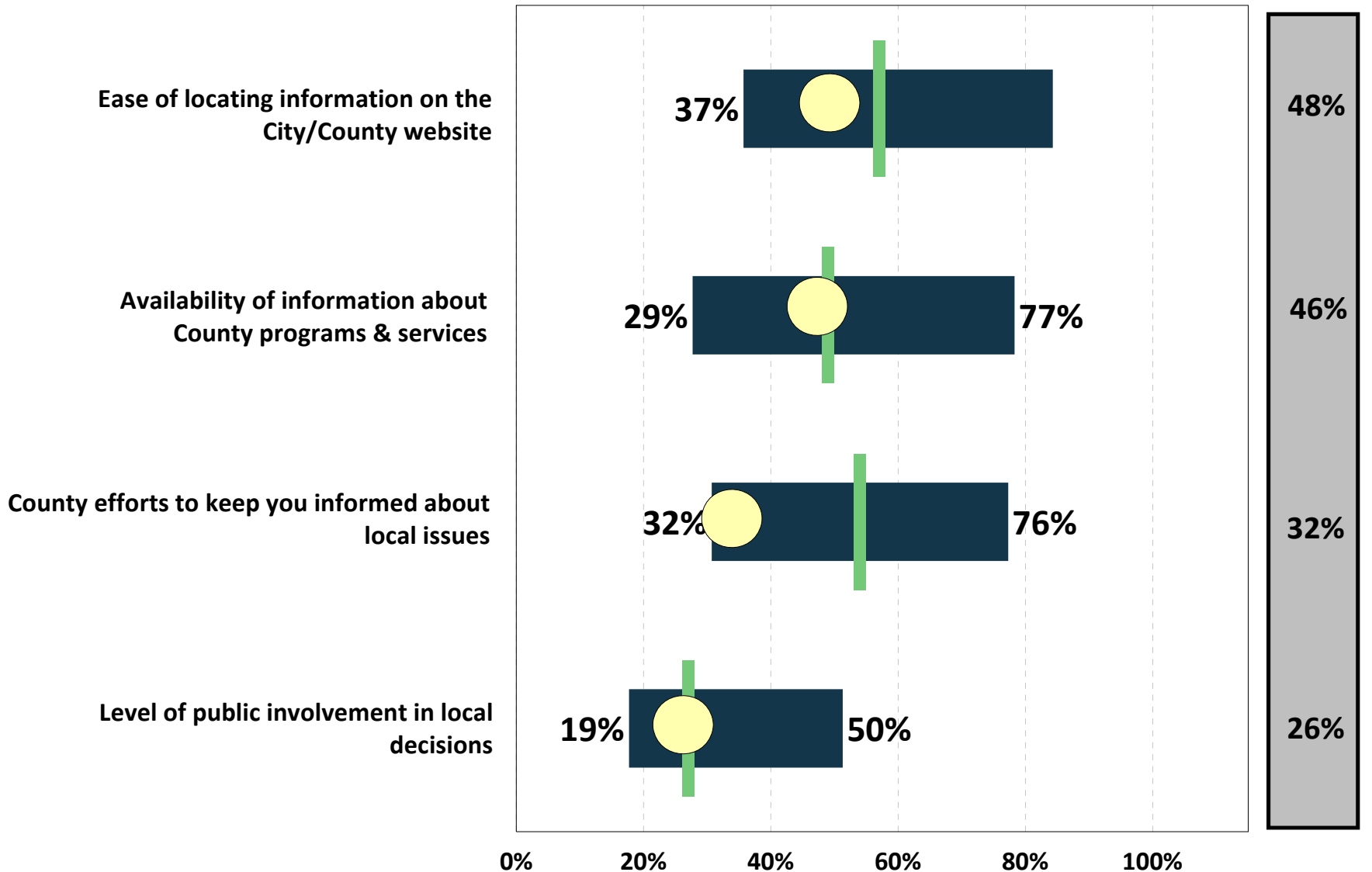


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Communication Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

● Durham County, NC

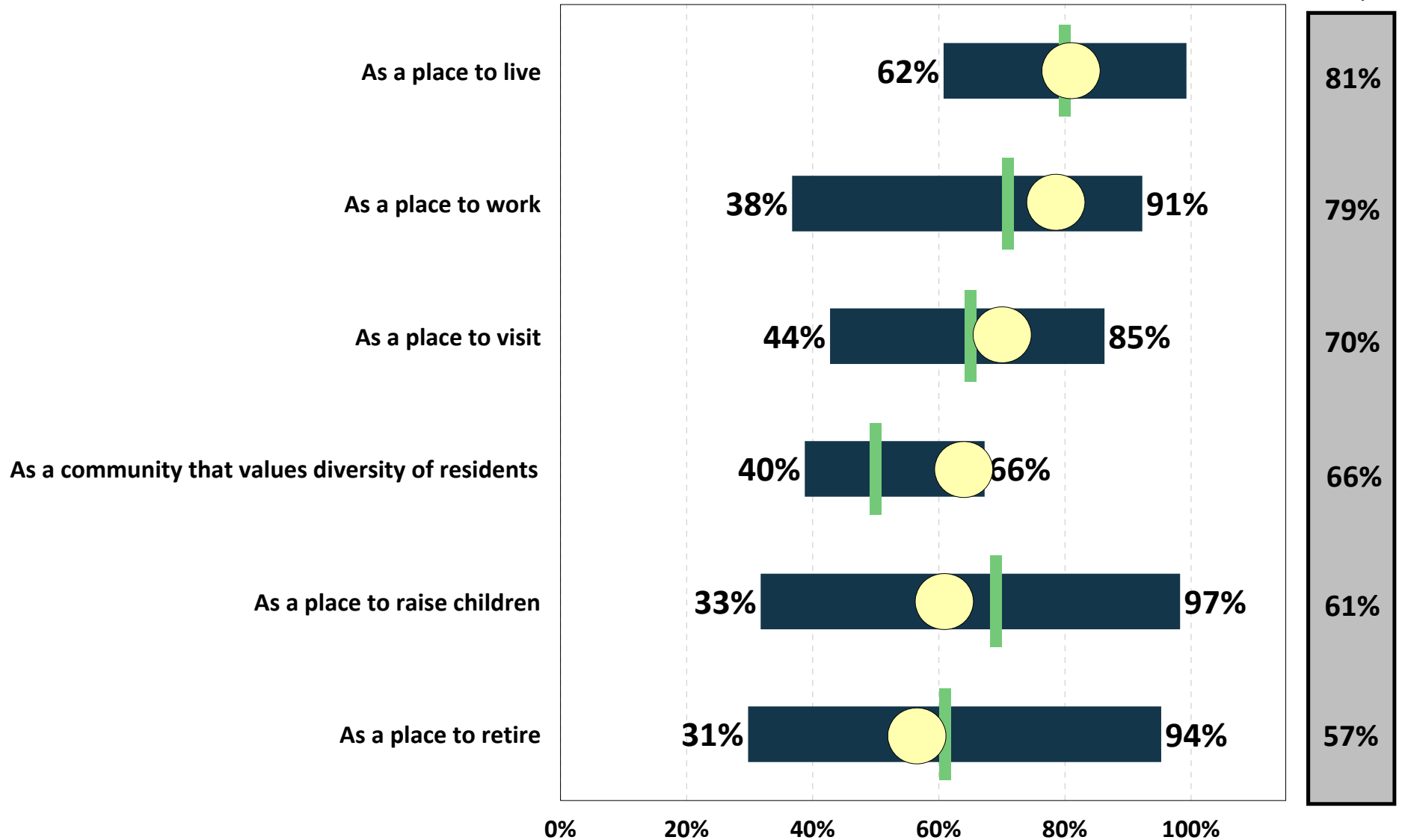


Performance Ranges: Durham County v. DirectionFinder® Communities (pop. 250K<)

Overall Ratings of the Community

by the sum percentage of respondents that gave responses of *excellent* or *good*
(excluding *N/A* responses)

● Durham County, NC





4

Importance- Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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 emphasize over the next two years. 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.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City and County services that were most important to emphasize over the next two years. More than one-third (35.8%) of the respondents selected "*quality of public schools*" as one of the most important services for the City and County to emphasize.

With regard to satisfaction, 33.7% of respondents surveyed rated "*quality of 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 was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 35.8% was multiplied by 66.3% (1-0.337). This calculation yielded an I-S rating of 0.2374, which ranked second out of twenty-four major categories of City and County services analyzed.

Importance-Satisfaction Analysis



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 of importance 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 of the three most important areas.

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 (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for Durham County are provided on the following pages.

2022 Durham County Resident Survey

Importance-Satisfaction Analysis Ratings

Major Categories of City & County Services

Durham County, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Police protection	50%	1	47%	11	0.2665	1
Quality of public schools	36%	2	34%	22	0.2374	2
Maintenance of City streets	31%	3	31%	23	0.2166	3
High Priority (I-S = 0.10-0.20)						
Pedestrian facilities	19%	4	34%	20	0.1226	4
Public transit system (GoDurham)	14%	6	29%	24	0.1022	5
Medium Priority (I-S < 0.10)						
Sheriff protection	18%	5	45%	15	0.0996	6
Bicycle facilities	12%	8	36%	19	0.0771	7
Ease of travel within Durham	14%	7	46%	13	0.0732	8
Durham County Department of Social Services	9%	10	42%	17	0.0524	9
Enforcement of codes & ordinances	7%	14	39%	18	0.0452	10
Effectiveness of communication with the public	8%	13	45%	14	0.0422	11
Water & sewer utilities	9%	11	66%	6	0.0303	12
Response time for EMS services	9%	9	68%	5	0.0291	13
Parks & recreation programs	8%	12	65%	7	0.0281	14
Public health services	6%	16	59%	9	0.0235	15
Fire & life safety programming	7%	15	75%	2	0.0167	16
Tax administration services	3%	19	46%	12	0.0141	17
EMS services	6%	17	75%	3	0.0140	18
Quality of charter schools	2%	23	34%	21	0.0099	19
Customer service you receive from City employees	2%	20	61%	8	0.0094	20
Response time for fire services	3%	18	72%	4	0.0082	21
Customer service you receive from County employees	2%	22	59%	10	0.0065	22
Library services & programs	2%	21	88%	1	0.0021	23
Quality of private schools	0%	24	44%	16	0.0011	24

*County services highlighted in light blue

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

Most Important %:

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

Satisfaction %:

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

2022 Durham County Resident Survey

Importance-Satisfaction Analysis Ratings

Maintenance Services

Durham County, North Carolina

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Condition of public school facilities	43%	1	32%	11	0.2894	1
High Priority (I-S = 0.10-0.20)						
Condition of parking	28%	4	31%	13	0.1889	2
Condition of streets in your neighborhood	37%	2	52%	5	0.1776	3
Condition of sidewalks in your neighborhood	28%	3	42%	8	0.1613	4
Appearance of landscaping on right of ways, along streets, & in public areas	23%	6	41%	9	0.1347	5
Condition of bicycle facilities	18%	8	32%	12	0.1214	6
Appearance of major entryways to Downtown Durham	19%	7	46%	7	0.1044	7
Condition of parks and open space	24%	5	58%	3	0.1016	8
Medium Priority (I-S < 0.10)						
Amount of litter in your neighborhood	18%	9	54%	4	0.0803	9
Condition of recreation centers and facilities	11%	11	50%	6	0.0555	10
Condition of trails and greenways	13%	10	61%	1	0.0490	11
Condition of aquatic facilities	6%	12	38%	10	0.0383	12
Condition of public art	3%	13	61%	2	0.0134	13

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

Most Important %:

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

Satisfaction %:

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



5

Tabular Data

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

(N=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q1-1. Overall quality of police protection	9.1%	34.2%	31.0%	13.8%	4.8%	7.1%
Q1-2. Overall quality of sheriff protection	10.1%	29.2%	33.1%	10.5%	4.5%	12.6%
Q1-3. Overall quality of fire & life safety programming	22.6%	43.3%	19.9%	2.0%	0.4%	11.8%
Q1-4. Response time for fire services	20.8%	29.6%	17.7%	1.5%	0.8%	29.6%
Q1-5. Overall quality of EMS services	24.1%	34.0%	17.2%	2.0%	0.7%	22.0%
Q1-6. Response time for EMS services	21.9%	28.8%	18.3%	4.6%	1.2%	25.1%
Q1-7. Overall maintenance of City streets	4.0%	26.2%	21.8%	33.4%	12.7%	1.9%
Q1-8. Overall ease of travel within Durham	5.9%	38.9%	26.4%	20.8%	6.2%	1.8%
Q1-9. Overall quality of public transit system (GoDurham)	4.2%	13.2%	22.9%	15.3%	5.4%	39.1%
Q1-10. Overall quality of bicycle facilities (e.g., bike lanes, paths, trails, intersection design & signage)	5.8%	22.9%	24.4%	17.8%	8.3%	20.8%
Q1-11. Overall quality of pedestrian facilities (e.g., sidewalks)	4.0%	28.2%	23.6%	27.6%	11.2%	5.4%
Q1-12. Overall quality of water & sewer utilities	15.8%	45.2%	20.7%	7.4%	3.5%	7.4%
Q1-13. Overall enforcement of codes & ordinances	5.2%	29.0%	35.0%	12.2%	6.3%	12.3%
Q1-14. Overall quality of customer service you receive from City employees	15.8%	37.6%	24.8%	7.7%	1.9%	12.1%
Q1-15. Overall quality of customer service you receive from County employees	13.7%	34.5%	25.5%	6.3%	1.6%	18.5%
Q1-16. Overall effectiveness of communication with the public	7.3%	36.0%	35.2%	14.1%	3.0%	4.3%
Q1-17. Overall quality of parks & recreation programs	16.4%	43.8%	21.7%	8.5%	1.8%	7.9%

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	Dissatis- fied	Very dissatisfi- ed	N/A
Q1-18. Overall quality of library services & programs	39.1%	41.8%	8.8%	2.0%	0.3%	8.1%
Q1-19. Overall quality of services provided by Durham County Department of Social Services	5.7%	17.3%	23.9%	5.9%	2.1%	45.0%
Q1-20. Overall quality of public health services	10.0%	33.6%	24.2%	4.4%	1.1%	26.7%
Q1-21. Overall quality of tax administration services	6.5%	30.4%	33.6%	7.6%	2.2%	19.6%
Q1-22. Overall quality of public schools	5.2%	20.7%	19.8%	21.4%	9.5%	23.5%
Q1-23. Overall quality of charter schools	5.2%	14.0%	24.8%	8.1%	4.3%	43.7%
Q1-24. Overall quality of private schools	7.1%	14.4%	24.2%	1.8%	0.9%	51.6%

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police protection	9.8%	36.8%	33.3%	14.9%	5.2%
Q1-2. Overall quality of sheriff protection	11.6%	33.4%	37.9%	12.1%	5.1%
Q1-3. Overall quality of fire & life safety programming	25.6%	49.1%	22.5%	2.3%	0.5%
Q1-4. Response time for fire services	29.5%	42.1%	25.2%	2.1%	1.1%
Q1-5. Overall quality of EMS services	30.9%	43.6%	22.0%	2.6%	0.9%
Q1-6. Response time for EMS services	29.2%	38.5%	24.4%	6.1%	1.6%
Q1-7. Overall maintenance of City streets	4.1%	26.7%	22.2%	34.1%	12.9%
Q1-8. Overall ease of travel within Durham	6.1%	39.7%	26.9%	21.1%	6.3%
Q1-9. Overall quality of public transit system (GoDurham)	6.8%	21.7%	37.6%	25.0%	8.8%
Q1-10. Overall quality of bicycle facilities (e.g., bike lanes, paths, trails, intersection design & signage)	7.4%	28.9%	30.7%	22.5%	10.5%
Q1-11. Overall quality of pedestrian facilities (e.g., sidewalks)	4.3%	29.8%	24.9%	29.2%	11.9%
Q1-12. Overall quality of water & sewer utilities	17.1%	48.8%	22.3%	8.0%	3.8%
Q1-13. Overall enforcement of codes & ordinances	5.9%	33.0%	39.9%	14.0%	7.2%
Q1-14. Overall quality of customer service you receive from City employees	18.0%	42.8%	28.2%	8.8%	2.2%
Q1-15. Overall quality of customer service you receive from County employees	16.8%	42.3%	31.3%	7.7%	1.9%
Q1-16. Overall effectiveness of communication with the public	7.6%	37.6%	36.8%	14.8%	3.2%
Q1-17. Overall quality of parks & recreation programs	17.8%	47.5%	23.5%	9.3%	1.9%
Q1-18. Overall quality of library services & programs	42.5%	45.4%	9.5%	2.2%	0.4%

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
Q1-19. Overall quality of services provided by Durham County Department of Social Services	10.4%	31.4%	43.5%	10.8%	3.9%
Q1-20. Overall quality of public health services	13.6%	45.8%	33.1%	6.0%	1.5%
Q1-21. Overall quality of tax administration services	8.1%	37.8%	41.8%	9.5%	2.8%
Q1-22. Overall quality of public schools	6.7%	27.0%	25.8%	28.0%	12.5%
Q1-23. Overall quality of charter schools	9.2%	24.9%	44.0%	14.3%	7.6%
Q1-24. Overall quality of private schools	14.6%	29.7%	50.1%	3.7%	1.9%

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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	303	34.0 %
Overall quality of sheriff protection	31	3.5 %
Overall quality of fire & life safety programming	9	1.0 %
Response time for fire services	8	0.9 %
Overall quality of EMS services	9	1.0 %
Response time for EMS services	14	1.6 %
Overall maintenance of City streets	96	10.8 %
Overall ease of travel within Durham	22	2.5 %
Overall quality of public transit system (GoDurham)	38	4.3 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	29	3.3 %
Overall quality of pedestrian facilities (e.g. sidewalks)	37	4.2 %
Overall quality of water & sewer utilities	16	1.8 %
Overall enforcement of codes & ordinances	11	1.2 %
Overall quality of customer service you receive from City employees	6	0.7 %
Overall quality of customer service you receive from County employees	4	0.4 %
Overall effectiveness of communication with the public	9	1.0 %
Overall quality of parks & recreation programs	16	1.8 %
Overall quality of services provided by Durham County Department of Social Services	11	1.2 %
Overall quality of public health services	12	1.3 %
Overall quality of tax administration services	1	0.1 %
Overall quality of public schools	156	17.5 %
Overall quality of charter schools	1	0.1 %
None chosen	52	5.8 %
Total	891	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?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	84	9.4 %
Overall quality of sheriff protection	88	9.9 %
Overall quality of fire & life safety programming	27	3.0 %
Response time for fire services	7	0.8 %
Overall quality of EMS services	18	2.0 %
Response time for EMS services	33	3.7 %
Overall maintenance of City streets	95	10.7 %
Overall ease of travel within Durham	43	4.8 %
Overall quality of public transit system (GoDurham)	48	5.4 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	33	3.7 %
Overall quality of pedestrian facilities (e.g. sidewalks)	64	7.2 %
Overall quality of water & sewer utilities	28	3.1 %
Overall enforcement of codes & ordinances	26	2.9 %
Overall quality of customer service you receive from City employees	6	0.7 %
Overall quality of customer service you receive from County employees	4	0.4 %
Overall effectiveness of communication with the public	16	1.8 %
Overall quality of parks & recreation programs	30	3.4 %
Overall quality of library services & programs	6	0.7 %
Overall quality of services provided by Durham County Department of Social Services	31	3.5 %
Overall quality of public health services	25	2.8 %
Overall quality of tax administration services	13	1.5 %
Overall quality of public schools	89	10.0 %
Overall quality of charter schools	7	0.8 %
Overall quality of private schools	1	0.1 %
<u>None chosen</u>	<u>69</u>	<u>7.7 %</u>
Total	891	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?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	58	6.5 %
Overall quality of sheriff protection	42	4.7 %
Overall quality of fire & life safety programming	23	2.6 %
Response time for fire services	11	1.2 %
Overall quality of EMS services	22	2.5 %
Response time for EMS services	33	3.7 %
Overall maintenance of City streets	87	9.8 %
Overall ease of travel within Durham	55	6.2 %
Overall quality of public transit system (GoDurham)	41	4.6 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	45	5.1 %
Overall quality of pedestrian facilities (e.g. sidewalks)	64	7.2 %
Overall quality of water & sewer utilities	36	4.0 %
Overall enforcement of codes & ordinances	29	3.3 %
Overall quality of customer service you receive from City employees	9	1.0 %
Overall quality of customer service you receive from County employees	7	0.8 %
Overall effectiveness of communication with the public	44	4.9 %
Overall quality of parks & recreation programs	26	2.9 %
Overall quality of library services & programs	9	1.0 %
Overall quality of services provided by Durham County Department of Social Services	38	4.3 %
Overall quality of public health services	15	1.7 %
Overall quality of tax administration services	9	1.0 %
Overall quality of public schools	74	8.3 %
Overall quality of charter schools	5	0.6 %
Overall quality of private schools	1	0.1 %
<u>None chosen</u>	<u>108</u>	<u>12.1 %</u>
Total	891	100.0 %

SUM OF TOP 3 CHOICES**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	445	49.9 %
Overall quality of sheriff protection	161	18.1 %
Overall quality of fire & life safety programming	59	6.6 %
Response time for fire services	26	2.9 %
Overall quality of EMS services	49	5.5 %
Response time for EMS services	80	9.0 %
Overall maintenance of City streets	278	31.2 %
Overall ease of travel within Durham	120	13.5 %
Overall quality of public transit system (GoDurham)	127	14.3 %
Overall quality of bicycle facilities (e.g. bike lanes, paths, trails, intersection design & signage)	107	12.0 %
Overall quality of pedestrian facilities (e.g. sidewalks)	165	18.5 %
Overall quality of water & sewer utilities	80	9.0 %
Overall enforcement of codes & ordinances	66	7.4 %
Overall quality of customer service you receive from City employees	21	2.4 %
Overall quality of customer service you receive from County employees	15	1.7 %
Overall effectiveness of communication with the public	69	7.7 %
Overall quality of parks & recreation programs	72	8.1 %
Overall quality of library services & programs	15	1.7 %
Overall quality of services provided by Durham County Department of Social Services	80	9.0 %
Overall quality of public health services	52	5.8 %
Overall quality of tax administration services	23	2.6 %
Overall quality of public schools	319	35.8 %
Overall quality of charter schools	13	1.5 %
Overall quality of private schools	2	0.2 %
None chosen	52	5.8 %
Total	2496	

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	N/A
Q3-1. Overall quality of services provided by City	6.4%	47.0%	30.0%	8.0%	1.7%	7.0%
Q3-2. Overall quality of services provided by County	6.2%	42.5%	30.9%	8.4%	1.8%	10.2%
Q3-3. Overall appearance of Durham	6.7%	39.6%	26.6%	21.0%	3.4%	2.7%
Q3-4. Overall management of development & growth	5.9%	22.3%	24.0%	31.3%	12.8%	3.6%
Q3-5. Overall image of Durham	9.0%	38.8%	23.7%	20.5%	5.6%	2.4%
Q3-6. Overall quality of life in Durham	15.3%	45.9%	21.3%	12.6%	2.5%	2.5%
Q3-7. Overall quality of life in your neighborhood	32.2%	43.3%	13.1%	7.0%	2.6%	1.8%
Q3-8. Overall value you receive for your local property taxes	6.5%	29.3%	28.2%	18.6%	9.1%	8.3%

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	6.9%	50.5%	32.2%	8.6%	1.8%
Q3-2. Overall quality of services provided by County	6.9%	47.4%	34.4%	9.4%	2.0%
Q3-3. Overall appearance of Durham	6.9%	40.7%	27.3%	21.6%	3.5%
Q3-4. Overall management of development & growth	6.2%	23.2%	24.9%	32.5%	13.3%
Q3-5. Overall image of Durham	9.2%	39.8%	24.3%	21.0%	5.7%
Q3-6. Overall quality of life in Durham	15.7%	47.1%	21.9%	12.9%	2.5%
Q3-7. Overall quality of life in your neighborhood	32.8%	44.1%	13.4%	7.1%	2.6%
Q3-8. Overall value you receive for your local property taxes	7.1%	31.9%	30.7%	20.3%	9.9%

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

Q4. Which following best describes the education status of the children in your household	Number	Percent
My children are enrolled in Durham public schools	128	14.4 %
My children are enrolled in a charter school in Durham County	27	3.0 %
My children are enrolled in a private school in Durham County	17	1.9 %
My children go to school outside of Durham County	18	2.0 %
My children went to or graduated from Durham public schools	251	28.2 %
My children went to or graduated from a charter school in Durham County	26	2.9 %
My children went to or graduated from a private school in Durham County	27	3.0 %
My children went to or graduated from a school outside of Durham County	27	3.0 %
My children are homeschooled	7	0.8 %
<u>This question does not apply to me</u>	<u>441</u>	<u>49.5 %</u>
Total	969	

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=891)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A
Q5-1. Manages the education budget well	1.8%	12.0%	14.5%	9.8%	4.6%	57.4%
Q5-2. Attracts high quality teachers	1.9%	11.1%	14.3%	11.2%	5.1%	56.5%
Q5-3. Is transparent about education-related decision making	2.2%	9.7%	13.6%	12.1%	5.1%	57.4%
Q5-4. Encourages community involvement in education-related decision making	3.4%	11.2%	13.6%	10.1%	4.8%	56.9%
Q5-5. Ensures quality education for students	2.4%	12.6%	10.7%	13.5%	5.1%	55.9%
Q5-6. Has effective leadership in K-12 education	2.0%	12.2%	14.6%	9.7%	4.6%	56.9%

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=891)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. Manages the education budget well	4.2%	28.2%	33.9%	22.9%	10.8%
Q5-2. Attracts high quality teachers	4.4%	25.5%	32.7%	25.8%	11.6%
Q5-3. Is transparent about education-related decision making	5.3%	22.6%	31.8%	28.4%	11.8%
Q5-4. Encourages community involvement in education-related decision making	7.8%	26.0%	31.5%	23.4%	11.2%
Q5-5. Ensures quality education for students	5.3%	28.5%	24.2%	30.5%	11.5%
Q5-6. Has effective leadership in K-12 education	4.7%	28.4%	33.9%	22.4%	10.7%

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=891)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	N/A
Q6-1. When walking alone in your neighborhood during the day	49.3%	35.2%	7.5%	4.6%	2.0%	1.3%
Q6-2. When walking alone in your neighborhood at night	16.8%	38.4%	16.6%	17.4%	6.8%	3.9%
Q6-3. In Downtown Durham	7.6%	38.8%	26.9%	15.7%	6.3%	4.6%
Q6-4. In Durham overall	2.9%	35.8%	32.3%	20.7%	6.3%	2.0%
Q6-5. When using City recreation centers	9.0%	31.2%	19.4%	6.7%	2.0%	31.6%
Q6-6. When visiting City parks	9.5%	39.6%	25.0%	10.3%	2.4%	13.1%
Q6-7. When engaging with Law Enforcement	19.0%	35.9%	21.4%	6.5%	3.6%	13.6%

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=891)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. When walking alone in your neighborhood during the day	49.9%	35.7%	7.6%	4.7%	2.0%
Q6-2. When walking alone in your neighborhood at night	17.5%	40.0%	17.3%	18.1%	7.1%
Q6-3. In Downtown Durham	8.0%	40.7%	28.2%	16.5%	6.6%
Q6-4. In Durham overall	3.0%	36.5%	33.0%	21.1%	6.4%
Q6-5. When using City recreation centers	13.1%	45.6%	28.4%	9.9%	3.0%
Q6-6. When visiting City parks	11.0%	45.6%	28.8%	11.9%	2.7%
Q6-7. When engaging with Law Enforcement	21.9%	41.6%	24.8%	7.5%	4.2%

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q7-1. Overall police relationship with your community	10.9%	32.9%	31.4%	11.9%	3.3%	9.7%
Q7-2. Overall Sheriff's Office relationship with your community	10.4%	26.6%	33.6%	9.2%	3.9%	16.3%
Q7-3. Animal Control services	7.2%	26.8%	29.6%	5.9%	2.1%	28.3%
Q7-4. Enforcement of traffic safety laws	5.5%	29.0%	27.3%	20.1%	11.2%	7.0%
Q7-5. Local court system	3.4%	20.1%	30.9%	8.3%	6.3%	31.1%

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall police relationship with your community	12.0%	36.4%	34.8%	13.2%	3.6%
Q7-2. Overall Sheriff's Office relationship with your community	12.5%	31.8%	40.1%	11.0%	4.7%
Q7-3. Animal Control services	10.0%	37.4%	41.3%	8.3%	3.0%
Q7-4. Enforcement of traffic safety laws	5.9%	31.1%	29.3%	21.6%	12.1%
Q7-5. Local court system	4.9%	29.2%	44.8%	12.1%	9.1%

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	33	3.7 %
Satisfied	53	5.9 %
Neutral	148	16.6 %
Dissatisfied	258	29.0 %
Very dissatisfied	232	26.0 %
N/A	167	18.7 %
Total	891	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	33	4.6 %
Satisfied	53	7.3 %
Neutral	148	20.4 %
Dissatisfied	258	35.6 %
Very dissatisfied	232	32.0 %
Total	724	100.0 %

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

(N=891)

	Yes	No
Q9-1. Do your monthly housing costs (rent or mortgage) exceed 30% of your monthly income	30.8%	69.2%
Q9-2. Are you able to find housing you can afford in Durham	72.5%	27.5%
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	28.7%	71.3%

Q10. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	N/A
Q10-1. Greenways & trails	14.0%	44.1%	20.5%	7.6%	1.8%	11.9%
Q10-2. Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, tennis)	7.9%	35.7%	24.6%	7.0%	2.1%	22.8%
Q10-3. Customer service provided by City's Parks & Recreation staff	8.3%	28.2%	27.6%	4.2%	1.5%	30.3%
Q10-4. Public art	14.1%	37.1%	27.5%	5.5%	1.7%	14.0%
Q10-5. Cultural programming	11.2%	36.5%	27.9%	6.4%	1.6%	16.4%
Q10-6. Length of commute to your desired recreation amenities	11.2%	42.2%	25.0%	7.2%	1.3%	13.0%
Q10-7. Variety of City recreation opportunities	9.1%	35.6%	28.4%	9.9%	1.7%	15.4%
Q10-8. Recreation center programs	6.4%	24.5%	26.6%	7.7%	1.3%	33.4%
Q10-9. Athletic programs	5.1%	20.7%	27.5%	6.5%	1.7%	38.6%
Q10-10. Aquatic programs	5.2%	17.2%	24.4%	10.8%	3.4%	39.2%

WITHOUT N/A

Q10. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Greenways & trails	15.9%	50.1%	23.3%	8.7%	2.0%
Q10-2. Outdoor athletic fields & courts (e.g., baseball, soccer, futsal, tennis)	10.2%	46.2%	31.8%	9.0%	2.8%
Q10-3. Customer service provided by City's Parks & Recreation staff	11.9%	40.4%	39.6%	6.0%	2.1%
Q10-4. Public art	16.4%	43.2%	32.0%	6.4%	2.0%
Q10-5. Cultural programming	13.4%	43.6%	33.4%	7.7%	1.9%
Q10-6. Length of commute to your desired recreation amenities	12.9%	48.5%	28.8%	8.3%	1.5%
Q10-7. Variety of City recreation opportunities	10.7%	42.0%	33.6%	11.7%	2.0%
Q10-8. Recreation center programs	9.6%	36.8%	40.0%	11.6%	2.0%
Q10-9. Athletic programs	8.2%	33.6%	44.8%	10.6%	2.7%
Q10-10. Aquatic programs	8.5%	28.2%	40.0%	17.7%	5.5%

Q11. How would you rate Durham in the following areas?

(N=891)

	Excellent	Good	Neutral	Below average	Poor	N/A
Q11-1. Current state of race relations	3.9%	30.1%	31.2%	21.2%	9.5%	4.0%
Q11-2. Progress addressing racial equity	5.1%	32.3%	30.4%	18.1%	8.2%	5.9%

WITHOUT N/A**Q11. How would you rate Durham in the following areas? (without "N/A")**

(N=891)

	Excellent	Good	Neutral	Below average	Poor
Q11-1. Current state of race relations	4.1%	31.3%	32.5%	22.1%	9.9%
Q11-2. Progress addressing racial equity	5.4%	34.4%	32.3%	19.2%	8.7%

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	N/A
Q12-1. Condition of streets in your neighborhood	9.8%	41.4%	15.8%	23.6%	7.9%	1.6%
Q12-2. Condition of sidewalks in your neighborhood	7.2%	26.0%	13.9%	19.4%	12.1%	21.3%
Q12-3. Condition of bicycle facilities (e.g., bike lanes, bike parking)	4.8%	19.5%	25.9%	18.1%	8.3%	23.3%
Q12-4. Appearance of landscaping on right of ways, along streets, & in public areas	5.7%	33.2%	31.9%	17.4%	7.1%	4.7%
Q12-5. Condition of parks & open space	8.2%	44.2%	25.4%	11.0%	2.4%	8.9%
Q12-6. Condition of recreation centers & facilities	6.3%	30.2%	27.6%	7.4%	1.5%	27.0%
Q12-7. Overall appearance of major entryways to Downtown Durham	5.7%	37.4%	30.1%	16.4%	4.9%	5.5%
Q12-8. Condition of public school facilities	3.1%	19.0%	21.5%	18.4%	7.2%	30.8%
Q12-9. Condition of trails & greenways	8.5%	43.7%	24.8%	6.6%	1.8%	14.6%
Q12-10. Condition of public art	9.0%	40.9%	26.3%	4.7%	1.3%	17.8%
Q12-11. Condition of aquatic facilities	4.0%	17.3%	24.7%	7.1%	2.6%	44.3%
Q12-12. Condition of parking	3.9%	24.9%	30.5%	24.8%	8.0%	7.9%
Q12-13. Amount of litter in your neighborhood	13.1%	38.7%	16.8%	17.6%	9.5%	4.2%

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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Condition of streets in your neighborhood	9.9%	42.1%	16.1%	23.9%	8.0%
Q12-2. Condition of sidewalks in your neighborhood	9.1%	33.1%	17.7%	24.7%	15.4%
Q12-3. Condition of bicycle facilities (e.g., bike lanes, bike parking)	6.3%	25.5%	33.8%	23.6%	10.8%
Q12-4. Appearance of landscaping on right of ways, along streets, & in public areas	6.0%	34.9%	33.5%	18.3%	7.4%
Q12-5. Condition of parks & open space	9.0%	48.5%	27.8%	12.1%	2.6%
Q12-6. Condition of recreation centers & facilities	8.6%	41.4%	37.8%	10.2%	2.0%
Q12-7. Overall appearance of major entryways to Downtown Durham	6.1%	39.5%	31.8%	17.3%	5.2%
Q12-8. Condition of public school facilities	4.5%	27.4%	31.1%	26.6%	10.4%
Q12-9. Condition of trails & greenways	10.0%	51.1%	29.0%	7.8%	2.1%
Q12-10. Condition of public art	10.9%	49.7%	32.0%	5.7%	1.6%
Q12-11. Condition of aquatic facilities	7.3%	31.0%	44.4%	12.7%	4.6%
Q12-12. Condition of parking	4.3%	27.0%	33.1%	26.9%	8.6%
Q12-13. Amount of litter in your neighborhood	13.7%	40.4%	17.6%	18.4%	10.0%

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

Q13. Top choice	Number	Percent
Condition of streets in your neighborhood	181	20.3 %
Condition of sidewalks in your neighborhood	90	10.1 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	56	6.3 %
Appearance of landscaping on right of ways, along streets, & in public areas	39	4.4 %
Condition of parks & open space	54	6.1 %
Condition of recreation centers & facilities	15	1.7 %
Overall appearance of major entryways to Downtown Durham	51	5.7 %
Condition of public school facilities	203	22.8 %
Condition of trails & greenways	15	1.7 %
Condition of public art	6	0.7 %
Condition of aquatic facilities	8	0.9 %
Condition of parking	61	6.8 %
Amount of litter in your neighborhood	50	5.6 %
None chosen	62	7.0 %
Total	891	100.0 %

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Condition of streets in your neighborhood	77	8.6 %
Condition of sidewalks in your neighborhood	102	11.4 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	53	5.9 %
Appearance of landscaping on right of ways, along streets, & in public areas	75	8.4 %
Condition of parks & open space	78	8.8 %
Condition of recreation centers & facilities	43	4.8 %
Overall appearance of major entryways to Downtown Durham	54	6.1 %
Condition of public school facilities	104	11.7 %
Condition of trails & greenways	42	4.7 %
Condition of public art	7	0.8 %
Condition of aquatic facilities	23	2.6 %
Condition of parking	104	11.7 %
Amount of litter in your neighborhood	45	5.1 %
None chosen	84	9.4 %
Total	891	100.0 %

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years?

Q13. 3rd choice	Number	Percent
Condition of streets in your neighborhood	72	8.1 %
Condition of sidewalks in your neighborhood	57	6.4 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	50	5.6 %
Appearance of landscaping on right of ways, along streets, & in public areas	89	10.0 %
Condition of parks & open space	80	9.0 %
Condition of recreation centers & facilities	41	4.6 %
Overall appearance of major entryways to Downtown Durham	66	7.4 %
Condition of public school facilities	71	8.0 %
Condition of trails & greenways	55	6.2 %
Condition of public art	17	1.9 %
Condition of aquatic facilities	24	2.7 %
Condition of parking	80	9.0 %
Amount of litter in your neighborhood	61	6.8 %
None chosen	128	14.4 %
Total	891	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE items from the list in Question 15 do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO years? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
Condition of streets in your neighborhood	330	37.0 %
Condition of sidewalks in your neighborhood	249	27.9 %
Condition of bicycle facilities (e.g. bike lanes, bike parking)	159	17.8 %
Appearance of landscaping on right of ways, along streets, & in public areas	203	22.8 %
Condition of parks & open space	212	23.8 %
Condition of recreation centers & facilities	99	11.1 %
Overall appearance of major entryways to Downtown Durham	171	19.2 %
Condition of public school facilities	378	42.4 %
Condition of trails & greenways	112	12.6 %
Condition of public art	30	3.4 %
Condition of aquatic facilities	55	6.2 %
Condition of parking	245	27.5 %
Amount of litter in your neighborhood	156	17.5 %
None chosen	62	7.0 %
Total	2461	

Q14. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q14-1. Ease of travel by walking	5.1%	27.6%	23.7%	24.9%	9.9%	8.9%
Q14-2. Ease of travel by biking	3.7%	14.1%	23.2%	21.0%	8.1%	29.9%
Q14-3. Ease of travel by bus within Durham (GoDurham)	2.9%	12.7%	20.7%	13.5%	6.1%	44.2%
Q14-4. Ease of travel by bus to places outside of Durham (GoTriangle)	2.5%	9.4%	18.9%	13.4%	7.0%	48.9%
Q14-5. Quality of Downtown parking facilities	5.3%	27.8%	27.7%	23.5%	8.3%	7.4%
Q14-6. Ability in your neighborhood to run, walk, bike, & exercise outdoors	21.0%	39.1%	18.9%	10.7%	5.7%	4.7%

WITHOUT N/A

Q14. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Ease of travel by walking	5.5%	30.3%	26.0%	27.3%	10.8%
Q14-2. Ease of travel by biking	5.3%	20.2%	33.1%	29.9%	11.5%
Q14-3. Ease of travel by bus within Durham (GoDurham)	5.2%	22.7%	37.0%	24.1%	10.9%
Q14-4. Ease of travel by bus to places outside of Durham (GoTriangle)	4.8%	18.5%	36.9%	26.2%	13.6%
Q14-5. Quality of Downtown parking facilities	5.7%	30.1%	29.9%	25.3%	9.0%
Q14-6. Ability in your neighborhood to run, walk, bike, & exercise outdoors	22.0%	41.0%	19.8%	11.2%	6.0%

Q15. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	N/A
Q15-1. Solid waste collection services	28.7%	46.0%	9.1%	4.0%	1.9%	10.2%
Q15-2. Curbside recycling services	29.9%	45.6%	8.3%	4.7%	1.6%	10.0%
Q15-3. Yard waste (leaves/tree limbs) collection services for subscriber members	17.8%	26.6%	11.2%	5.3%	2.6%	36.5%
Q15-4. City Waste Disposal & Recycling Center (2115 East Club)	14.8%	31.5%	17.2%	4.3%	1.0%	31.2%
Q15-5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	10.5%	18.9%	15.5%	3.1%	1.6%	50.4%
Q15-6. Quality of drinking water	20.1%	40.9%	18.9%	8.8%	3.0%	8.4%
Q15-7. Sewer services	16.7%	42.5%	18.3%	4.2%	1.6%	16.7%
Q15-8. Overall management of public stormwater runoff/drainage/flood control	11.1%	34.5%	25.3%	14.0%	4.6%	10.5%
Q15-9. Stream & lake protection	8.3%	27.7%	31.2%	12.1%	6.1%	14.6%

WITHOUT N/A**Q15. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Solid waste collection services	32.0%	51.3%	10.1%	4.5%	2.1%
Q15-2. Curbside recycling services	33.2%	50.6%	9.2%	5.2%	1.7%
Q15-3. Yard waste (leaves/tree limbs) collection services for subscriber members	28.1%	41.9%	17.7%	8.3%	4.1%
Q15-4. City Waste Disposal & Recycling Center (2115 East Club)	21.5%	45.8%	25.0%	6.2%	1.5%
Q15-5. County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, & Rougemont)	21.3%	38.0%	31.2%	6.3%	3.2%
Q15-6. Quality of drinking water	21.9%	44.6%	20.6%	9.6%	3.3%
Q15-7. Sewer services	20.1%	51.1%	22.0%	5.0%	1.9%
Q15-8. Overall management of public stormwater runoff/drainage/flood control	12.4%	38.5%	28.2%	15.7%	5.1%
Q15-9. Stream & lake protection	9.7%	32.5%	36.5%	14.2%	7.1%

Q16. Please rank the importance of the following planning goals, where 1 is "most important" and 6 is "least important." (without "not provided")

(N=891)

	Most important	2	3	4	5	Least important
Q16. Durham residents learn about new development with enough notice to have their voice heard in the process	38.8%	19.0%	16.1%	10.7%	9.7%	5.7%
Q16. It is easy for residents to have a say in new development proposals	14.0%	36.7%	17.2%	15.2%	11.9%	5.1%
Q16. The character of Durham's neighborhoods should stay the same	9.4%	8.4%	22.8%	17.2%	14.8%	27.4%
Q16. Durham should have more racially & economically integrated neighborhoods	17.6%	14.4%	18.9%	22.7%	14.1%	12.3%
Q16. I would like to have shopping & employment opportunities close to where I live	12.2%	10.8%	15.8%	16.6%	28.0%	16.6%
Q16. I would be OK with a greater variety of housing types & sizes in my neighborhood	10.5%	12.1%	10.7%	16.0%	19.9%	30.8%

Q18. Have you voted in the past 5 years?

Q18. Have you voted in past 5 years	Number	Percent
Yes	853	95.7 %
No	36	4.0 %
Not provided	2	0.2 %
Total	891	100.0 %

WITHOUT N/A**Q18. Have you voted in the past 5 years? (without "not provided")**

Q18. Have you voted in past 5 years	Number	Percent
Yes	853	96.0 %
No	36	4.0 %
Total	889	100.0 %

Q18a. How would you rate your overall satisfaction with your voting experience.

Q18a. How would you rate your overall satisfaction with your voting experience	Number	Percent
Very satisfied	570	66.8 %
Satisfied	225	26.4 %
Neutral	35	4.1 %
Dissatisfied	15	1.8 %
Very dissatisfied	6	0.7 %
Not provided	2	0.2 %
Total	853	100.0 %

WITHOUT N/A**Q18a. How would you rate your overall satisfaction with your voting experience. (without "not provided")**

Q18a. How would you rate your overall satisfaction with your voting experience	Number	Percent
Very satisfied	570	67.0 %
Satisfied	225	26.4 %
Neutral	35	4.1 %
Dissatisfied	15	1.8 %
Very dissatisfied	6	0.7 %
Total	851	100.0 %

Q20a. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	N/A
Q20a-1. Availability of information about County programs & services	6.6%	31.2%	27.6%	14.6%	2.5%	17.5%
Q20a-2. Ease of locating information on County website	6.3%	32.0%	30.1%	9.8%	2.0%	19.9%
Q20a-3. Your experience engaging with County government process	5.3%	24.7%	27.3%	6.6%	2.9%	33.2%
Q20a-4. Level of public involvement in local decisions with County	4.2%	15.3%	32.7%	17.6%	4.4%	25.9%
Q20a-5. County efforts to keep you informed about local issues	4.7%	21.1%	31.8%	19.1%	4.0%	19.3%
Q20a-6. Your ability to receive timely emergency & disaster information	13.4%	36.9%	21.7%	9.2%	1.9%	16.9%

WITHOUT N/A

Q20a. 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=891)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a-1. Availability of information about County programs & services	8.0%	37.8%	33.5%	17.7%	3.0%
Q20a-2. Ease of locating information on County website	7.8%	39.9%	37.5%	12.2%	2.5%
Q20a-3. Your experience engaging with County government process	7.9%	37.0%	40.8%	9.9%	4.4%
Q20a-4. Level of public involvement in local decisions with County	5.6%	20.6%	44.1%	23.8%	5.9%
Q20a-5. County efforts to keep you informed about local issues	5.8%	26.1%	39.4%	23.6%	5.0%
Q20a-6. Your ability to receive timely emergency & disaster information	16.1%	44.5%	26.1%	11.1%	2.3%

Q20b. 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?

Q20b. Have you contacted County employees or visited County website to seek services, ask a question, or file a complaint during past year

	Number	Percent
Yes	318	35.7 %
No	573	64.3 %
Total	891	100.0 %

Q20c. Please rate your satisfaction with your experience interacting with the County Government department you contacted.

(N=318)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q20c-1. How easy County government was to contact	13.2%	47.8%	14.8%	15.1%	7.9%	1.3%
Q20c-2. Courtesy of County employee(s) you interacted with	23.0%	44.7%	16.4%	6.0%	4.4%	5.7%
Q20c-3. Accuracy of information you were given	17.9%	45.9%	17.6%	8.2%	6.0%	4.4%
Q20c-4. Appropriateness of County employees' response	20.4%	41.5%	17.3%	10.4%	6.0%	4.4%
Q20c-5. Timeliness of County employees' response	16.7%	41.8%	22.0%	7.9%	6.9%	4.7%
Q20c-6. Resolution of your issue/concern	14.8%	40.3%	18.6%	12.6%	10.7%	3.1%

WITHOUT N/A**Q20c. Please rate your satisfaction with your experience interacting with the County Government department you contacted. (without "N/A")**

(N=318)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20c-1. How easy County government was to contact	13.4%	48.4%	15.0%	15.3%	8.0%
Q20c-2. Courtesy of County employee(s) you interacted with	24.3%	47.3%	17.3%	6.3%	4.7%
Q20c-3. Accuracy of information you were given	18.8%	48.0%	18.4%	8.6%	6.3%
Q20c-4. Appropriateness of County employees' response	21.4%	43.4%	18.1%	10.9%	6.3%
Q20c-5. Timeliness of County employees' response	17.5%	43.9%	23.1%	8.3%	7.3%
Q20c-6. Resolution of your issue/concern	15.3%	41.6%	19.2%	13.0%	11.0%

Q21. How do you hear or receive information about community issues, services, and events?

Q21. How do you hear or receive information about community issues, services, & events	Number	Percent
City website (DurhamNC.gov)	385	43.2 %
City Twitter feed	72	8.1 %
City Facebook page	168	18.9 %
County website (DCONC.gov)	202	22.7 %
County Twitter feed	33	3.7 %
County Facebook page	75	8.4 %
Nextdoor	281	31.5 %
City of Durham TV show	72	8.1 %
Durham County TV show	42	4.7 %
Mailings or other direct contact with City of Durham departments	349	39.2 %
Mailings or other direct contact with Durham County departments	259	29.1 %
Traditional media (TV, newspapers, other social media)	419	47.0 %
Friends/colleagues/word of mouth	428	48.0 %
Other	56	6.3 %
Total	2841	

Q22-1. Shared Economic Prosperity: From the lists below, organized by City Strategic Plan Goals, please select the top 3 focus areas for each goal that the City should concentrate on in the next 3 to 5 years.

Q22-1. Top 3 focus areas for Shared Economic Prosperity that City should concentrate on in next 3 to 5 years	Number	Percent
Provide tools & resources to help local, small businesses become & remain successful	564	63.3 %
Connect residents to quality job opportunities in high-demand fields so they can provide for themselves & their families	544	61.1 %
Provide job training for residents to prepare them for employment opportunities	542	60.8 %
Build & maintain relationships with private-sector companies to benefit residents, neighborhoods, & local businesses	401	45.0 %
Establish rules encouraging & supporting local businesses so they can benefit from doing work for City	224	25.1 %
Total	2275	

Q22-2. Building a Safer Community Together: From the lists below, organized by City Strategic Plan Goals, please select the top 3 focus areas for each goal that the City should concentrate on in the next 3 to 5 years.

Q22-2. Top 3 focus areas for Building a Safer Community Together that City should concentrate on in next 3 to 5 years	Number	Percent
Continue prioritizing crime reduction strategies & response efforts to create safer neighborhoods	533	59.8 %
Build relationships & trust between neighbors & public safety providers to encourage working together to create safer communities	458	51.4 %
Coordinate with other agencies to provide support & resources to help people with quality-of-life concerns beyond what law enforcement can provide	414	46.5 %
Recruit & keep dedicated public safety employees to ensure quality services & responsiveness to the community	413	46.4 %
Hold community events where residents can interact with multiple public safety providers to foster improved trust & create opportunities for safety-related education	240	26.9 %
Recognize & support unique wellness needs of Public Safety staff to ensure they remain healthy & engaged in service to the community	231	25.9 %
Total	2289	

Q22-3. Connected, Engaged & Diverse Community: From the lists below, organized by City Strategic Plan Goals, please select the top 3 focus areas for each goal that the City should concentrate on in the next 3 to 5 years.

Q22-3. Top 3 focus areas for Connected, Engaged & Diverse Community that City should concentrate on in next 3 to 5 years	Number	Percent
Continue to build affordable homes, renovate existing properties, & provide helpful services for renters & homeowners with below average incomes so they can continue to live, work, & play in Durham	629	70.6 %
Provide opportunities for residents to have a voice in local government planning & decision-making so decisions reflect their priorities	481	54.0 %
Close the gap between residents who can access technology (e.g., computers & internet) & those who cannot	440	49.4 %
Enhance community engagement efforts & events to do a better job of bringing neighbors together	254	28.5 %
Connect residents with local community resources such as City's many parks & recreational facilities	196	22.0 %
Use art & cultural experiences to create a sense of community	194	21.8 %
Total	2194	

Q22-4. Thriving and Vibrant Environment: From the lists below, organized by City Strategic Plan Goals, please select the top 3 focus areas for each goal that the City should concentrate on in the next 3 to 5 years.

Q22-4. Top 3 focus areas for Thriving & Vibrant Environment that City should concentrate on in next 3 to 5 years	Number	Percent
Maintain & improve existing City buildings, streets, sidewalks, water & sewer lines, parks, community centers, & more so they can continue to serve the community	610	68.5 %
Manage & preserve tree canopy, open space, & natural habitats to benefit current residents & future generations	602	67.6 %
Continue to transition City buildings & operations to run on clean, renewable energy sources, such as solar & battery storage, & to promote renewable energy resources to help residents benefit from lower energy bills, less air pollution, & less greenhouse gas emissions	440	49.4 %
Continue to replace gas-powered City vehicles with electric vehicles, & build a network of charging stations for residents to use to help reduce air pollution & decrease our carbon footprint	310	34.8 %
Reduce the amount of trash sent to landfill by encouraging residents to reuse & recycle	282	31.6 %
Total	2244	

Q23. Have you or someone in your household had trouble accessing the healthcare they need in the past year?

Q23. Have you had trouble accessing the healthcare they need in past year	Number	Percent
Yes	122	13.7 %
No	724	81.3 %
Not provided	45	5.1 %
Total	891	100.0 %

WITHOUT NOT PROVIDED

Q23. Have you or someone in your household had trouble accessing the healthcare they need in the past year? (without "not provided")

Q23. Have you had trouble accessing the healthcare they need in past year	Number	Percent
Yes	122	14.4 %
No	724	85.6 %
Total	846	100.0 %

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=891)

	Excellent	Good	Neutral	Below average	Poor	N/A
Q24-1. As a place to live	22.6%	57.0%	11.0%	5.6%	1.9%	1.9%
Q24-2. As a place to work	19.6%	49.9%	13.6%	3.8%	1.7%	11.3%
Q24-3. As a place to play	16.0%	50.7%	20.0%	5.7%	3.1%	4.4%
Q24-4. As a place to raise children	11.7%	37.7%	16.9%	10.4%	4.9%	18.3%
Q24-5. As a place to educate children	8.2%	29.3%	18.7%	17.4%	8.3%	18.1%
Q24-6. As a place to retire	14.5%	37.7%	20.5%	12.2%	5.8%	9.2%
Q24-7. As a place to visit	21.2%	45.9%	20.0%	6.6%	1.9%	4.4%
Q24-8. As a place to start a business	8.2%	30.1%	24.8%	5.7%	2.9%	28.3%
Q24-9. As a community that is moving in the right direction	10.4%	43.8%	25.3%	11.7%	4.9%	3.9%
Q24-10. As a community that values diversity of residents	17.6%	44.8%	21.2%	7.7%	3.8%	4.8%

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=891)

	Excellent	Good	Neutral	Below average	Poor
Q24-1. As a place to live	23.0%	58.1%	11.2%	5.7%	1.9%
Q24-2. As a place to work	22.2%	56.3%	15.3%	4.3%	1.9%
Q24-3. As a place to play	16.8%	53.1%	20.9%	6.0%	3.3%
Q24-4. As a place to raise children	14.3%	46.2%	20.7%	12.8%	6.0%
Q24-5. As a place to educate children	10.0%	35.8%	22.9%	21.2%	10.1%
Q24-6. As a place to retire	15.9%	41.5%	22.6%	13.5%	6.4%
Q24-7. As a place to visit	22.2%	48.0%	20.9%	6.9%	2.0%
Q24-8. As a place to start a business	11.4%	41.9%	34.6%	8.0%	4.1%
Q24-9. As a community that is moving in the right direction	10.9%	45.6%	26.3%	12.1%	5.1%
Q24-10. As a community that values diversity of residents	18.5%	47.1%	22.3%	8.1%	4.0%

Q25. From the list of local government services below, please select the top 5 to increase funding for.

Q25. Top 5 local government services to increase funding for	Number	Percent
Public school operations (teachers, salaries)	599	67.2 %
Affordable housing	567	63.6 %
Street maintenance	374	42.0 %
Job creation/training	373	41.9 %
Youth programming	325	36.5 %
Law enforcement-led safety initiatives	295	33.1 %
Universal Pre-K	294	33.0 %
Social services	283	31.8 %
Sidewalk construction	274	30.8 %
Community-led safety initiatives	181	20.3 %
Court services	45	5.1 %
Other	37	4.2 %
I would not increase funding for any of these	9	1.0 %
Total	3656	

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

	Number	Percent
Very willing	107	12.0 %
Willing	240	26.9 %
Not sure	366	41.1 %
Not willing	146	16.4 %
Not provided	32	3.6 %
Total	891	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

	Number	Percent
Very willing	107	12.5 %
Willing	240	27.9 %
Not sure	366	42.6 %
Not willing	146	17.0 %
Total	859	100.0 %

Q27. Approximately how many years have you lived in Durham?

Q27. How many years have you lived in Durham	Number	Percent
0-5	156	17.5 %
6-10	115	12.9 %
11-15	60	6.7 %
16-20	79	8.9 %
21-30	150	16.8 %
31+	303	34.0 %
Not provided	28	3.1 %
Total	891	100.0 %

WITHOUT NOT PROVIDED**Q27. Approximately how many years have you lived in Durham? (without "not provided")**

Q27. How many years have you lived in Durham	Number	Percent
0-5	156	18.1 %
6-10	115	13.3 %
11-15	60	7.0 %
16-20	79	9.2 %
21-30	150	17.4 %
31+	303	35.1 %
Total	863	100.0 %

Q28. What is your age?

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	173	19.4 %
35-44	168	18.9 %
45-54	178	20.0 %
55-64	176	19.8 %
65+	176	19.8 %
Not provided	20	2.2 %
Total	891	100.0 %

WITHOUT NOT PROVIDED**Q28. What is your age? (without "not provided")**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	173	19.9 %
35-44	168	19.3 %
45-54	178	20.4 %
55-64	176	20.2 %
65+	176	20.2 %
Total	871	100.0 %

Q29. What is your gender?

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	426	47.8 %
Female	433	48.6 %
Non-binary	12	1.3 %
Other	1	0.1 %
Not provided	19	2.1 %
Total	891	100.0 %

WITHOUT NOT PROVIDED**Q29. What is your gender? (without "not provided")**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	426	48.9 %
Female	433	49.7 %
Non-binary	12	1.4 %
Other	1	0.1 %
Total	872	100.0 %

Q29-4. Self-describe your gender:

<u>Q29-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Fluid	1	100.0 %
Total	1	100.0 %

Q30. Do you own or rent your current residence?

Q30. Do you own or rent your current residence	Number	Percent
Own	575	64.5 %
Rent	310	34.8 %
Not provided	6	0.7 %
Total	891	100.0 %

WITHOUT NOT PROVIDED**Q30. Do you own or rent your current residence? (without "not provided")**

Q30. Do you own or rent your current residence	Number	Percent
Own	575	65.0 %
Rent	310	35.0 %
Total	885	100.0 %

Q31. Are you of Hispanic, Latino, or other Spanish ancestry?

Q31. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	121	13.6 %
No	762	85.5 %
Not provided	8	0.9 %
Total	891	100.0 %

WITHOUT NOT PROVIDED**Q31. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")**

Q31. Are you of Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	121	13.7 %
No	762	86.3 %
Total	883	100.0 %

Q32. Which of the following best describes your race/ethnicity?

<u>Q32. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	48	5.4 %
Black or African American	321	36.0 %
American Indian or Alaska Native	8	0.9 %
White	458	51.4 %
Native Hawaiian or other Pacific Islander	1	0.1 %
Other	40	4.5 %
Total	876	

Q32-6. Self-describe your race/ethnicity:

<u>Q32-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	25	67.6 %
Mixed	2	5.4 %
Sami	1	2.7 %
Latin	1	2.7 %
Jewish	1	2.7 %
Mulatto	1	2.7 %
German	1	2.7 %
Puerto Rican	1	2.7 %
Multi-racial	1	2.7 %
Indian	1	2.7 %
Japanese	1	2.7 %
Honduras	1	2.7 %
Total	37	100.0 %

Q33. Would you say your total annual household income is...

Q33. Your total annual household income	Number	Percent
Under \$30K	155	17.4 %
\$30K-\$59,999	182	20.4 %
\$60K-\$99,999	228	25.6 %
\$100K+	219	24.6 %
Not provided	107	12.0 %
Total	891	100.0 %

WITHOUT NOT PROVIDED**Q33. Would you say your total annual household income is... (without "not provided")**

Q33. Your total annual household income	Number	Percent
Under \$30K	155	19.8 %
\$30K-\$59,999	182	23.2 %
\$60K-\$99,999	228	29.1 %
\$100K+	219	27.9 %
Total	784	100.0 %



6 Survey Instrument



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

DURHAM COUNTY
County Manager's Office
200 E. MAIN ST. | DURHAM, NC 27701
919.560.0000 | F 919.560.0020



www.DurhamNC.gov

www.DCoNC.gov

December 2022

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 *2022 Durham Resident Survey*.

The City and County jointly oversee 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.

Wanda S. Page
City Manager

Dr. Kimberly J. Sowell
County Manager

cc: Enclosure

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

2022 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. If you would like to complete this survey online, please go to durhamresident.org. At the end of the survey, to say thank you for your time and feedback, you can enter to win a \$500 Visa gift card for completing the survey.

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 the 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 *[Skip to Q6.]*

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. When engaging with Law Enforcement	5	4	3	2	1	9

6a. If you feel "Unsafe" or "Very Unsafe" in any of the situations listed in Question 7, what are the reasons you feel unsafe?

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?

____(5) Very Satisfied ____ (3) Neutral ____ (1) Very Dissatisfied
 ____ (4) Satisfied ____ (2) 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. Customer service provided by the City's Parks and Recreation staff	5	4	3	2	1	9
04. Public art	5	4	3	2	1	9
05. Cultural programming	5	4	3	2	1	9
06. Length of commute to your desired recreation amenities	5	4	3	2	1	9
07. Variety of City recreation opportunities	5	4	3	2	1	9
08. Recreation center programs	5	4	3	2	1	9
09. Athletic programs	5	4	3	2	1	9
10. Aquatic programs	5	4	3	2	1	9

11. How would you rate Durham in the following areas?

	Excellent	Good	Neutral	Below Average	Poor	N/A
1. Current state of race relations	5	4	3	2	1	9
2. Progress addressing racial equity	5	4	3	2	1	9

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. The amount of litter in your neighborhood	5	4	3	2	1	9

13. Which THREE items from the list in Question 12 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 12.]

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

14. 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 biking	5	4	3	2	1	9
3. Ease of travel by bus within Durham (GoDurham)	5	4	3	2	1	9
4. Ease of travel by bus to places outside of Durham (GoTriangle)	5	4	3	2	1	9
5. Quality of downtown parking facilities	5	4	3	2	1	9
6. The ability in your neighborhood to run, walk, bike, and exercise outdoors	5	4	3	2	1	9

15. **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. Overall management of public stormwater runoff/drainage/flood control	5	4	3	2	1	9
9. Stream and lake protection	5	4	3	2	1	9

16. Please rank the importance of the following planning goals, where 1 is "Most Important" and 6 is "Least Important."

- ___ Durham residents learn about new development with enough notice to have their voice heard in the process
- ___ It is easy for residents to have a say in new development proposals
- ___ The character of Durham's neighborhoods should stay the same
- ___ Durham should have more racially and economically integrated neighborhoods
- ___ I would like to have shopping and employment opportunities close to where I live
- ___ I would be OK with a greater variety of housing types and sizes in my neighborhood

17. 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.]

18. Have you voted in the past 5 years?

___(1) Yes [Answer Q18a.] ___(2) No [Skip to Q19.]

18a. How would you rate your overall satisfaction with your voting experience.

- ___(5) Very Satisfied [Skip to Q19.]
- ___(4) Satisfied [Skip to Q19.]
- ___(3) Neutral [Skip to Q19.]
- ___(2) Dissatisfied [Answer Q18b.]
- ___(1) Very Dissatisfied [Answer Q18b.]

18b. If you answered "Dissatisfied" or "Very Dissatisfied" to Q18a, what is the reason why?

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 19a-c and 20a-c. If you are a COUNTY resident outside of City limits, please skip to Questions 20a-c.

City Residents Only

19a. 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

19b. 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 Q19c.] ____ (2) No [Skip to Q20a.]

19c. 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

20a. 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 receive timely emergency and disaster information	5	4	3	2	1	9

20b. 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 Q20c.] ____ (2) No [Skip to Q21.]

20c. 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

21. How do you hear or receive information about community issues, services, and events? [Check all that apply.]

- | | |
|---|--|
| <input type="checkbox"/> (01) City website (DurhamNC.gov) | <input type="checkbox"/> (08) City of Durham TV show |
| <input type="checkbox"/> (02) City Twitter feed | <input type="checkbox"/> (09) Durham County TV show |
| <input type="checkbox"/> (03) City Facebook page | <input type="checkbox"/> (10) Mailings or other direct contact with City of Durham departments |
| <input type="checkbox"/> (04) County Website (DCONC.gov) | <input type="checkbox"/> (11) Mailings or other direct contact with Durham County departments |
| <input type="checkbox"/> (05) County Twitter feed | <input type="checkbox"/> (12) Traditional media (TV, newspapers, other social media) |
| <input type="checkbox"/> (06) County Facebook page | <input type="checkbox"/> (13) Friends/colleagues/word of mouth |
| <input type="checkbox"/> (07) Nextdoor | <input type="checkbox"/> (14) Other: _____ |

22. From the lists below, organized by City Strategic Plan Goals, please select the top 3 focus areas for each goal that the City should concentrate on in the next 3 to 5 years.

Goal 1: Shared Economic Prosperity [Select up to 3.]

- (1) Provide tools and resources to help local, small businesses become and remain successful.
- (2) Establish rules encouraging and supporting local businesses so they can benefit from doing work for the City.
- (3) Connect residents to quality job opportunities in high-demand fields so they can provide for themselves and their families.
- (4) Provide job training for residents to prepare them for employment opportunities.
- (5) Build and maintain relationships with private-sector companies to benefit residents, neighborhoods, and local businesses.

Goal 2: Building a Safer Community Together [Select up to 3.]

- (1) Coordinate with other agencies to provide support and resources to help people with quality-of-life concerns beyond what law enforcement can provide.
- (2) Build relationships and trust between neighbors and public safety providers to encourage working together to create safer communities.
- (3) Hold community events where residents can interact with multiple public safety providers to foster improved trust and create opportunities for safety-related education.
- (4) Recognize and support the unique wellness needs of Public Safety staff to ensure they remain healthy and engaged in service to the community.
- (5) Recruit and keep dedicated public safety employees to ensure quality services and responsiveness to the community.
- (6) Continue prioritizing crime reduction strategies and response efforts to create safer neighborhoods

Goal 3: Connected, Engaged & Diverse Community [Select up to 3.]

- (1) Enhance community engagement efforts and events to do a better job of bringing neighbors together.
- (2) Continue to build affordable homes, renovate existing properties, and provide helpful services for renters and homeowners with below average incomes so they can continue to live, work, and play in Durham.
- (3) Provide opportunities for residents to have a voice in local government planning and decision-making so decisions reflect their priorities.
- (4) Connect residents with local community resources such as the city's many parks and recreational facilities.
- (5) Close the gap between residents who can access technology (e.g., computers and the internet) and those who cannot
- (6) Use art and cultural experiences to create a sense of community

Goal 4: Thriving and Vibrant Environment [Select up to 3.]

- (1) Continue to replace gas-powered City vehicles with electric vehicles, and build a network of charging stations for residents to use to help reduce air pollution and decrease our carbon footprint.
- (2) Manage and preserve tree canopy, open space, and natural habitats to benefit current residents and future generations.
- (3) Continue to transition City buildings and operations to run on clean, renewable energy sources, such as solar and battery storage, and to promote renewable energy resources to help residents benefit from lower energy bills, less air pollution, and less greenhouse gas emissions.
- (4) Reduce the amount of trash sent to the landfill by encouraging residents to reuse and recycle.
- (5) Maintain and improve existing City buildings, streets, sidewalks, water and sewer lines, parks, community centers, and more so they can continue to serve the community

23. **Have you or someone in your household had trouble accessing the healthcare they need in the past year?** ____ (1) Yes ____ (2) No
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
01. As a place to live	5	4	3	2	1	9
02. As a place to work	5	4	3	2	1	9
03. As a place to play	5	4	3	2	1	9
04. As a place to raise children	5	4	3	2	1	9
05. As a place to educate children	5	4	3	2	1	9
06. As a place to retire	5	4	3	2	1	9
07. As a place to visit	5	4	3	2	1	9
08. As a place to start a business	5	4	3	2	1	9
09. As a community that is moving in the right direction	5	4	3	2	1	9
10. As a community that values diversity of residents	5	4	3	2	1	9

25. **From the list of local government services below, please select the top 5 to increase funding for.**
[Select up to 5 choices.]

- | | | |
|---------------------------------|---|--------------------------------|
| ____ (01) Affordable housing | ____ (07) Job creation/training | ____ (12) Other: _____ |
| ____ (02) Street maintenance | ____ (08) Community-led safety initiatives | _____ |
| ____ (03) Sidewalk construction | ____ (09) Law enforcement-led safety initiatives | ____ (13) I would not increase |
| ____ (04) Universal Pre-K | ____ (10) Public school operations (teachers, salaries) | funding for any of these |
| ____ (05) Social services | ____ (11) Court services | |
| ____ (06) Youth programming | | |

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

____ (4) Very Willing ____ (3) Willing ____ (2) Not Sure ____ (1) Not Willing

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

28. **What is your age?** _____ years

29. **What is your gender?** ____ (1) Male ____ (2) Female ____ (3) Non-binary ____ (4) Other: _____

30. **Do you own or rent your current residence?** ____ (1) Own ____ (2) Rent

31. **Are you of Hispanic, Latino, or other Spanish ancestry?** ____ (1) Yes ____ (2) No

32. **Which of the following best describes your race/ethnicity? [Check all that apply.]**

- | | |
|--|---|
| ____ (01) Asian or Asian Indian | ____ (05) Native Hawaiian or other Pacific Islander |
| ____ (02) Black or African American | ____ (06) Hispanic, Spanish, or Latino/a/x |
| ____ (03) American Indian or Alaska Native | ____ (99) Other: _____ |
| ____ (04) White | |

33. **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

As a way to say thank you for your time, we will be randomly selecting one survey respondent to receive a \$500 Visa gift card. To enter the drawing, please provide your email and/or phone number below:

Email: _____ Phone Number: _____

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 City/County are having problems with city services. If your address is not correct, please provide the correct information. Thank you.