Section 2: Benchmarking Data
DirectionFinder® Survey
Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during February and March of 2010 to a random sample of 4,377 residents in the continental United States, (2) a regional survey that was administered to a random sample of 388 residents in the Southeastern region of the United States during May and June 2011. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Ames, IA (Iowa State)
- Auburn, AL (Auburn)
- Austin, TX (University of Texas)
- Charlottesville, VA (University of VA)
- Columbia, MO (University of Missouri)
- Des Moines, IA (Drake)
- Durham, NC (Duke)
- Iowa City, IA (University of Iowa)
- Lawrence, KS (University of Kansas)
- Manhattan, KS (Kansas State University)
- Norman, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Lubbock, TX (Texas Tech)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, Florida
- West Des Moines, Iowa
- Tempe, AZ (Arizona State)
- Tucson, AZ (University of Arizona)
- Yuma, Arizona
Interpreting the Performance Range Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Chapel Hill compare to the community average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the Town of Chapel Hill rated above the community average. If the yellow dot is located to the left of the vertical dash, the Town of Chapel Hill rated below the community average.
National Benchmarks

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Overall Satisfaction with Various City Services
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Source: 2011 ETC Institute
Overall Satisfaction with Various Town Services
2011
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don’t knows)

- Overall maintenance of Town streets: 19% (55% very satisfied in Chapel Hill)
- Overall effectiveness of Town govt. communication: 25% (82% very satisfied in Chapel Hill)
- Overall quality of local police protection: 58% (96% very satisfied in Chapel Hill)
- Quality of parks and rec. programs/facilities: 31% (95% very satisfied in Chapel Hill)
- Overall quality of customer service from Town: 32% (89% very satisfied in Chapel Hill)
- Overall quality of fire services: 0% (97% very satisfied in Chapel Hill)

Source: 2011 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don’t knows)

- Value received for City tax dollars/fees: 55% (50% very satisfied in Chapel Hill)
- Overall image of the community: 73% (72% very satisfied in Chapel Hill)
- Overall quality of City services provided: 85% (97% very satisfied in Chapel Hill)
- Overall quality of life in the City: 80% (80% very satisfied in Chapel Hill)
- How well the City is planning growth: 45% (49% very satisfied in Chapel Hill)
- Overall appearance of the City: 68% (70% very satisfied in Chapel Hill)

Source: 2011 ETC Institute
Satisfaction with Issues that Influence Perceptions of the Town 2011

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

Source: 2011 ETC Institute

Overall Satisfaction with Fire and Ambulance Services

Chapel Hill vs. Southeast vs. the U.S

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

Source: 2011 ETC Institute
Overall Satisfaction with Police Services
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Local police protection: Chapel Hill 68%, Southeast 51%, U.S. 73%
- Visibility of police in neighborhoods: Chapel Hill 51%, Southeast 51%, U.S. 57%
- Police response time to emergencies: Chapel Hill 60%, Southeast 60%, U.S. 72%
- Crime prevention: Chapel Hill 54%, Southeast 54%, U.S. 62%
- Enforcement of local traffic laws: Chapel Hill 57%, Southeast 57%, U.S. 64%
- Police safety education programs: Chapel Hill 60%, Southeast 60%, U.S. 71%

Source: 2011 ETC Institute

Satisfaction with Public Safety
2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Fire Service: Chapel Hill 77%, 97%, 93%
- Visibility of police in neighborhoods: Chapel Hill 47%, 80%, 68%
- The City's efforts to prevent crime: Chapel Hill 39%, 85%, 73%
- Enforcement of local traffic laws: Chapel Hill 40%, 79%, 68%

Source: 2011 ETC Institute
How Safe Residents Feel in Their Community

Chapel Hill vs. Southeast vs. the U.S

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

Source: 2011 ETC Institute

How Safe Residents Feel in Their Community

2011

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

Source: 2011 ETC Institute

Benchmarking Analysis
Overall Satisfaction with Code Enforcement
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Clean-up of junk/debris on private property: Chapel Hill 41%, Southeast 43%, U.S. 47%
- Enforcing mowing/trimming on private property: Chapel Hill 43%, Southeast 48%, U.S. 55%
- Enforcing exterior maint of residential property: Chapel Hill 43%, Southeast 48%, U.S. 63%
- Enforcement of sign regulations: Chapel Hill 47%, Southeast 56%, U.S. 55%

Source: 2011 ETC Institute

Overall Satisfaction with Town Regulations
2011
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Enforcing clean up of junk/debris on private prop.: Chapel Hill 21%, Overall 27%
- Mowing/cutting of weeds/grass on private prop.: Chapel Hill 18%, Overall 23%
- Enforcing exterior maintenance of residential prop.: Chapel Hill 21%, Overall 27%

Source: 2011 ETC Institute
Overall Satisfaction with Parks and Recreation
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Overall Satisfaction with Parks and Recreation
2011
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Source: 2011 ETC Institute
Overall Satisfaction with City Maintenance
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Condition of major City streets: Chapel Hill 72%, Southeast 60%, U.S. 59%
- Condition of neighborhood streets: Chapel Hill 73%, Southeast 60%, U.S. 56%
- Condition of sidewalks: Chapel Hill 58%, Southeast 41%, U.S. 52%
- Condition of street signs & traffic signals: Chapel Hill 72%, Southeast 74%, U.S. 74%
- Adequacy of City street lighting: Chapel Hill 72%, Southeast 53%, U.S. 55%
- Cleanliness of City streets & public areas: Chapel Hill 72%, Southeast 59%, U.S. 64%

Source: 2011 ETC Institute

Overall Satisfaction with Street Maintenance Services
2011
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Maintenance of major thoroughfares in Town: Chapel Hill 83%
- Maintenance of streets in your neighborhood: Chapel Hill 82%
- Cleanliness of streets/other public areas: Chapel Hill 89%
- Adequacy of street lighting: Chapel Hill 94%

Source: 2011 ETC Institute
Overall Satisfaction with Communication
Chapel Hill vs. Southeast vs. the U.S

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

Availability of info. about City services/programs
- Chapel Hill: 62%
- Southeast: 49%
- U.S.: 53%

Quality of the City's website
- Chapel Hill: 55%
- Southeast: 46%
- U.S.: 59%

Level of public involvement in decision-making
- Chapel Hill: 60%
- Southeast: 38%
- U.S.: 41%

Source: 2011 ETC Institute

Overall Satisfaction with Public Information Services
2011

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

Avail. of info about Town services/activities
- Chapel Hill: 86%
- Town efforts to keep you informed on local issues
- Quality of Town's website
- Level of public involvement in local decisions

Source: 2011 ETC Institute
Overall Satisfaction with Utility Services
Chapel Hill vs. Southeast vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Source: 2011 ETC Institute

Overall Satisfaction with Utilities
2011
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Source: 2011 ETC Institute