Section 2: Benchmarking Analysis
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 45 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 the Summer of 2013 to a random sample of 3,926 residents in the continental United States, (2) a regional survey that was administered to a random sample of 392 residents in the Southeastern region of the United States during the Summer of 2013. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 3,900 residents; the “Southeast Average” shown in the charts reflects the results of the regional survey of 392 residents in the Southeast Region.

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)
- Lubbock, TX (Texas Tech)
- Manhattan, KS (Kansas State University)
- Normal, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, FL
- Tempe, AZ (Arizona State University)
- Tucson, AZ (University of Arizona)
- West Des Moines, IA
- Yuma, AZ
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

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

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: 2013 ETC Institute
**Overall Satisfaction with Various Town Services 2013**

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’tKnows)

- Overall maintenance of Town streets: 91% (Chapel Hill: 68%)
- Overall effectiveness of Town govt. communication: 84% (Chapel Hill: 61%)
- Overall quality of local police protection: 96% (Chapel Hill: 87%)
- Quality of parks and rec. programs/facilities: 93% (Chapel Hill: 79%)
- Overall quality of customer service from Town: 87% (Chapel Hill: 73%)
- Overall quality of fire services: 95% (Chapel Hill: 94%)

Source: 2013 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’tKnows)

- Value received for City tax dollars/fees: Chapel Hill 47%, Southeast 43%, U.S. 49%
- Overall image of the community: Chapel Hill 72%, Southeast 70%, U.S. 70%
- Overall quality of City services provided: Chapel Hill 60%, Southeast 57%, U.S. 97%
- Overall quality of life in the City: Chapel Hill 77%, Southeast 78%, U.S. 78%
- How well the City is planning growth: Chapel Hill 38%, Southeast 45%, U.S. 41%
- Overall appearance of the City: Chapel Hill 67%, Southeast 69%, U.S. 78%

Source: 2013 ETC Institute
Satisfaction with Issues that Influence Perceptions of the Town 2013
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 local tax dollars/fees: Chapel Hill 23%, 77%
- Quality of Town government services: Chapel Hill 40%, 92%

Source: 2013 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)

- Quality of fire services: Chapel Hill 94%, Southeast 88%, U.S. 90%
- Fire & emergency medical response time: Chapel Hill 93%, Southeast 88%
- Fire education programs: Chapel Hill 80%, Southeast 66%, U.S. 63%

Source: 2013 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 - 69%, Southeast - 54%, U.S. - 75%
- Visibility of police in neighborhoods: Chapel Hill - 68%, Southeast - 51%, U.S. - 54%
- Police response time to emergencies: Chapel Hill - 85%, Southeast - 62%, U.S. - 70%
- Crime prevention: Chapel Hill - 70%, Southeast - 53%, U.S. - 69%
- Enforcement of local traffic laws: Chapel Hill - 62%, Southeast - 58%, U.S. - 61%
- Police safety education programs: Chapel Hill - 67%, Southeast - 60%, U.S. - 61%

Source: 2013 ETC Institute

Satisfaction with Public Safety 2013
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%, U.S. - 94%
- Visibility of police in neighborhoods: Chapel Hill - 45%, U.S. - 68%
- The City's efforts to prevent crime: Chapel Hill - 41%, U.S. - 70%
- Enforcement of local traffic laws: Chapel Hill - 42%, U.S. - 62%

Source: 2013 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)

- In your neighborhood during the day
  - Chapel Hill: 99%
  - Southeast: 92%
  - U.S.: 87%

- In your neighborhood at night
  - Chapel Hill: 93%
  - Southeast: 68%
  - U.S.: 62%

- In Downtown
  - Chapel Hill: 94%
  - Southeast: 65%
  - U.S.: 70%

Source: 2013 ETC Institute

How Safe Residents Feel in Their Community
2013

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)

- In your neighborhood during the day
  - Chapel Hill: 99%

- In your neighborhood after dark
  - Chapel Hill: 92%

Source: 2013 ETC Institute
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 56%, Southeast 42%, U.S. 46%
- Enforcing mowing/trimming on private property: Chapel Hill 54%, Southeast 43%, U.S. 46%
- Enforcing exterior maint of residential property: Chapel Hill 50%, Southeast 40%, U.S. 47%
- Enforcement of sign regulations: Chapel Hill 55%, Southeast 49%, U.S. 55%

Source: 2013 ETC Institute

Overall Satisfaction with Town Regulations
2013
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 77%
- Mowing/cutting of weeds/grass on private prop.: Chapel Hill 68%
- Enforcing exterior maintenance of residential prop.: Chapel Hill 65%

Source: 2013 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)

Source: 2013 ETC Institute

Overall Satisfaction with Parks and Recreation
2013
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: 2013 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)

1. Condition of major City streets
   - Chapel Hill: 78%
   - Southeast: 63%
   - U.S: 60%

2. Condition of neighborhood streets
   - Chapel Hill: 74%
   - Southeast: 60%
   - U.S: 38%

3. Condition of sidewalks
   - Chapel Hill: 52%
   - Southeast: 44%
   - U.S: 51%

4. Condition of street signs & traffic signals
   - Chapel Hill: 74%
   - Southeast: 72%
   - U.S: 74%

5. Adequacy of City street lighting
   - Chapel Hill: 53%
   - Southeast: 59%
   - U.S: 61%

6. Cleanliness of City streets & public areas
   - Chapel Hill: 74%
   - Southeast: 61%
   - U.S: 64%

Source: 2013 ETC Institute

Overall Satisfaction with Street Maintenance Services
2013
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)

1. Maintenance of major thoroughfares in Town
   - Chapel Hill: 85%

2. Maintenance of streets in your neighborhood
   - Chapel Hill: 84%

3. Cleanliness of streets/other public areas
   - Chapel Hill: 89%

4. Adequacy of street lighting
   - Chapel Hill: 92%

Source: 2013 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: 64%
  - Southeast: 54%
  - U.S.: 51%
- **Quality of the City's website**
  - Chapel Hill: 67%
  - Southeast: 59%
  - U.S.: 48%
- **Level of public involvement in decision-making**
  - Chapel Hill: 63%
  - Southeast: 42%
  - U.S.: 40%

Source: 2013 ETC Institute

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### Overall Satisfaction with Public Information Services

**2013**

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: 83%
  - Southeast: 78%
  - U.S.: 37%
- **Town efforts to keep you informed on local issues**
  - Chapel Hill: 78%
  - Southeast: 74%
  - U.S.: 39%
- **Quality of Town’s website**
  - Chapel Hill: 77%
  - Southeast: 77%
  - U.S.: 31%
- **Level of public involvement in local decisions**
  - Chapel Hill: 33%
  - Southeast: 33%
  - U.S.: 25%

Source: 2013 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)

Residential trash collection services: Chapel Hill 94%, Southeast 61%, U.S. 53%
Recycling services: Chapel Hill 93%, Southeast 63%, U.S. 46%
Yardwaste collection services: Chapel Hill 91%, Southeast 65%, U.S. 70%
Bulky item pick up/removal services: Chapel Hill 61%, Southeast 53%, U.S. 60%

Source: 2013 ETC Institute

Overall Satisfaction with Utilities
2013
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)

Residential trash collection services: Chapel Hill 93%
Curbside recycling services: Chapel Hill 91%

Source: 2013 ETC Institute