Section 2: Benchmarking Analysis
Benchmarking Summary Report
Chapel Hill, North Carolina

Overview

ETC Institute's DirectionFinder program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 cities and counties in 48 states. Many 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 2014 to a random sample of over 4,000 residents across the United States and (2) a regional survey that was administered to a random sample of nearly 400 residents in the Southeastern region of the United States during the summer of 2014. The states included in the Southeast region are: Kentucky, North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Louisiana and Georgia.

Interpreting the Charts

The charts on the following pages show how the overall results for Chapel Hill compare to the national average and southeast regional average based on the results of the survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the southeast region of the U.S.
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 Town 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)

- Public library services
- Trash & yard waste services
- Police, fire, & ambulance service
- Parks/recreation programs & facilities
- Public transportation services
- Customer service from Town employees
- Emergency preparedness
- Town streets, sidewalks, & infrastructure
- Enforcement of codes & ordinances
- Town communication with the public
- Management of traffic flow & congestion

Source: 2015 ETC Institute
Satisfaction with Issues that Influence Perceptions of the Town
Chapel Hill vs. Southeast vs. the U.S

Overall quality of life in the Town
89% Chapel Hill, 80% Southeast, 81% U.S.

Overall image of the community
97% Chapel Hill, 97% Southeast, 72% U.S.

Overall quality of Town services provided
97% Chapel Hill, 65% Southeast, 65% U.S.

Overall appearance of the Town
64% Chapel Hill, 62% Southeast, 63% U.S.

As a place to retire
41% Chapel Hill, 49% Southeast, 47% U.S.

Value received for Town tax dollars/fees
32% Chapel Hill, 46% Southeast, 48% U.S.

How well the Town is planning growth
6% Chapel Hill, 41% Southeast, 41% U.S.

Source: 2015 ETC Institute

Overall Satisfaction with Fire and Ambulance Services
Chapel Hill vs. Southeast vs. the U.S

Quality of fire services
93% Chapel Hill, 87% Southeast, 86% U.S.

Fire & emergency medical response time
90% Chapel Hill, 80% Southeast, 85% U.S.

Fire education programs
80% Chapel Hill, 62% Southeast, 65% U.S.

Source: 2015 ETC Institute

ETC Institute (2015)
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 know)

- Police response time to emergencies: Chapel Hill 85%, Southeast 68%, U.S. 63%
- Local police protection: Chapel Hill 84%, Southeast 68%, U.S. 61%
- Efforts to prevent crime: Chapel Hill 69%, Southeast 61%, U.S. 57%
- Police safety education programs: Chapel Hill 68%, Southeast 61%, U.S. 57%
- Visibility of police in neighborhoods: Chapel Hill 63%, Southeast 53%, U.S. 43%
- Enforcement of local traffic laws: Chapel Hill 62%, Southeast 57%, U.S. 43%

Source: 2015 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 know)

- In your neighborhood during the day: Chapel Hill 89%, Southeast 89%, U.S. 76%
- In your neighborhood at night: Chapel Hill 92%, Southeast 91%, U.S. 76%
- Overall feeling of safety: Chapel Hill 99%, Southeast 99%, U.S. 76%

Source: 2015 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)

- Enforcing maintenance of business property
  - Chapel Hill: 62%
  - Southeast: 60%
  - U.S.: 61%

- Clean-up of junk/debris on private property
  - Chapel Hill: 40%
  - Southeast: 46%
  - U.S.: 48%

- Enforcement of sign regulations
  - Chapel Hill: 47%
  - Southeast: 57%
  - U.S.: 59%

- Enforcing mowing/trimming on private property
  - Chapel Hill: 43%
  - Southeast: 47%
  - U.S.: 56%

- Enforcing exterior maint of residential property
  - Chapel Hill: 42%
  - Southeast: 48%
  - U.S.: 52%

Source: 2015 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)

- Maintenance of local parks
  - Chapel Hill: 71%
  - Southeast: 74%
  - U.S.: 78%

- Outdoor athletic fields
  - Chapel Hill: 61%
  - Southeast: 68%
  - U.S.: 70%

- Number of Town parks
  - Chapel Hill: 69%
  - Southeast: 71%
  - U.S.: 71%

- Youth recreation programs
  - Chapel Hill: 59%
  - Southeast: 68%
  - U.S.: 68%

- Walking/biking trails
  - Chapel Hill: 43%
  - Southeast: 55%
  - U.S.: 55%

- Adult recreation programs
  - Chapel Hill: 46%
  - Southeast: 53%
  - U.S.: 50%

Source: 2015 ETC Institute
Overall Satisfaction with Public Works
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: 2015 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)

Source: 2015 ETC Institute
Overall Satisfaction with Trash 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: 78%
  - Southeast: 82%
  - U.S.: 95%
- Recycling services:
  - Chapel Hill: 60%
  - Southeast: 72%
  - U.S.: 93%
- Yardwaste collection services:
  - Chapel Hill: 64%
  - Southeast: 70%
  - U.S.: 84%
- Bulky item pick up/removal services:
  - Chapel Hill: 49%
  - Southeast: 48%
  - U.S.: 62%

Source: 2015 ETC Institute