Section 2

**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 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 Fall of 2016 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 Atlantic region of the United States during the fall of 2016. The states included in the Southeast region are: North Carolina, Virginia, Delaware, Maryland, West Virginia, and New Jersey.

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 Atlantic 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.

Major Categories of Services
Chapel Hill vs. the U.S vs. the Atlantic
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: 2018 ETC Institute
Overall feeling of safety in Town
- Chapel Hill: 69% (U.S. 70%, Atlantic 70%)
- Fire safety, education & outreach
  - Chapel Hill: 65% (U.S. 72%, Atlantic 72%)
- Police safety, education & outreach
  - Chapel Hill: 54% (U.S. 58%, Atlantic 58%)
- Visibility of police in neighborhoods
  - Chapel Hill: 63% (U.S. 62%, Atlantic 62%)
- Traffic enforcement
  - Chapel Hill: 60% (U.S. 64%, Atlantic 64%)

Getting Around
- Availability of greenways/multi-use paths
  - Chapel Hill: 68% (U.S. 63%, Atlantic 68%)
- Snow removal on Town streets
  - Chapel Hill: 45% (U.S. 61%, Atlantic 88%)
- Availability of on-street bike facilities
  - Chapel Hill: 39% (U.S. 37%, Atlantic 34%)

Source: 2018 ETC Institute
**Nurture Our Community**
Chapel Hill vs. the U.S vs. the Atlantic
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)

- Cleanliness of streets & public areas: Chapel Hill 74%, U.S. 59%, Atlantic 59%
- Landscaping in parks, medians, & other public areas: Chapel Hill 72%, U.S. 54%, Atlantic 54%
- Maintenance of Downtown Chapel Hill: Chapel Hill 63%, U.S. 56%, Atlantic 56%
- Maintenance of sidewalk surfaces: Chapel Hill 59%, U.S. 49%, Atlantic 49%
- Maintenance of streets: Chapel Hill 59%, U.S. 48%, Atlantic 48%
- Adequacy of street lighting: Chapel Hill 54%, U.S. 57%, Atlantic 57%

Source: 2018 ETC Institute

**Develop Good Places, New Spaces**
Chapel Hill vs. the U.S vs. the Atlantic
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 appearance of Town: Chapel Hill 78%, U.S. 64%, Atlantic 64%
- Overall quality of life in Town: Chapel Hill 81%, U.S. 73%, Atlantic 78%

Source: 2018 ETC Institute
Govern with Quality and Steward Public Assets
Chapel Hill vs. the U.S vs. the Atlantic
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 quality of services
Chapel Hill: 49% U.S: 51% Atlantic: 68%

Customer service from employees
Chapel Hill: 47% U.S: 45% Atlantic: 46%

Value of your tax & fees
Chapel Hill: 38% U.S: 99% Atlantic: 38%

Public involvement in decision-making
Chapel Hill: 33% U.S: 35% Atlantic: 38%

Usefulness of Town website
Chapel Hill: 56% U.S: 62% Atlantic: 63%

Access to info about Town issues/events
Chapel Hill: 49% U.S: 51% Atlantic: 51%

Source: 2018 ETC Institute