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 nearly 200 cities and counties in 38 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 July 2009 to a random sample of more than 2,000 residents in the continental United States, and (2) individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 199,999) between May 2007 and November 2009. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services.

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. 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: 2010 ETC Institute
Overall Satisfaction with Various City Services

2010

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 city streets
- Chapel Hill: 79%
- U.S.: 85%

Overall effectiveness of city govt. communication
- Chapel Hill: 80%
- U.S.: 83%

Quality of water/wastewater utility services
- Chapel Hill: 84%
- U.S.: 90%

Overall quality of local police protection
- Chapel Hill: 93%
- U.S.: 98%

Quality of parks and rec. programs/facilities
- Chapel Hill: 92%
- U.S.: 77%

Overall quality of customer service from city
- Chapel Hill: 87%
- U.S.: 77%

Overall quality of fire services
- Chapel Hill: 97%
- U.S.: 97%

Source: 2010 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City

Chapel Hill 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 local tax dollars/fees
- Chapel Hill: 43%
- U.S.: 53%

Quality of city government services
- Chapel Hill: 82%
- U.S.: 68%

Source: 2010 ETC Institute
Satisfaction with Issues that Influence Perceptions of the City 2010
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

<table>
<thead>
<tr>
<th>Chapel Hill</th>
<th>Quality of city government services</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>82%</td>
</tr>
<tr>
<td>20%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: 2010 ETC Institute

How Safe Residents Feel in Their Community
Chapel Hill 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

<table>
<thead>
<tr>
<th>Chapel Hill</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>99%</td>
<td>93%</td>
</tr>
</tbody>
</table>

In your neighborhood after dark

<table>
<thead>
<tr>
<th>Chapel Hill</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>92%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Source: 2010 ETC Institute
How Safe Residents Feel in Their Community
2010
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
63%
99%

In your neighborhood after dark
43%
92%

Source: 2010 ETC Institute

Overall Satisfaction with Police Services
Chapel Hill 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)

How quickly police respond to emergencies
70%
84%

Efforts by the city to prevent crime
61%
63%

Source: 2010 ETC Institute
Overall Satisfaction with Police Services

2010

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: 2010 ETC Institute

Overall Satisfaction with Street Maintenance Services
Chapel Hill 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: 2010 ETC Institute
Overall Satisfaction with Street Maintenance Services

2010

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)

<table>
<thead>
<tr>
<th>Maintenance</th>
<th>Chapel Hill</th>
<th>2010 Chapel Hill Survey Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of major streets in city</td>
<td>21%</td>
<td>65%</td>
</tr>
<tr>
<td>Maintenance of streets in your neighborhood</td>
<td>34%</td>
<td>74%</td>
</tr>
<tr>
<td>Cleanliness of streets/other public areas</td>
<td>31%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Source: 2010 ETC Institute

Overall Satisfaction with Parks and Recreation

Chapel Hill 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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Chapel Hill</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of city parks</td>
<td>81%</td>
<td>78%</td>
</tr>
<tr>
<td>Number of parks in your community</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>Quality of outdoor athletic fields</td>
<td>67%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: 2010 ETC Institute
Overall Satisfaction with Parks and Recreation
2010
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 city parks: 57% (Chapel Hill) vs. 88% (U.S.)
  - Chapel Hill: 91%
  - U.S.: 67%
- Number of parks in your community: 32% (Chapel Hill) vs. 88% (U.S.)
  - Chapel Hill: 87%
  - U.S.: 74%
- Quality of outdoor athletic fields: 41% (Chapel Hill) vs. 88% (U.S.)
  - Chapel Hill: 88%
  - U.S.: 67%

Source: 2010 ETC Institute

Overall Satisfaction with Utilities
Chapel Hill 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: 93% (Chapel Hill) vs. 87% (U.S.)
  - Chapel Hill: 93%
  - U.S.: 87%

Source: 2010 ETC Institute
Overall Satisfaction with Utilities

2010
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

Source: 2010 ETC Institute

Overall Satisfaction with Public Information Services
Chapel Hill 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: 2010 ETC Institute
Overall Satisfaction with Public Information Services
2010
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 city services/activities
Chapel Hill
36% 86% 58%

City efforts to keep you informed on local issues
31% 78% 53%

Quality of city cable television channel
34% 71% 42%

Quality of Town's website
34% 74% 55%

Level of public involvement in local decisions
24% 72% 52%

Source: 2010 ETC Institute