



2019 Biennial Citizen Satisfaction Survey

Residents Grade Chatham County on Several Measures

About the Survey

- Phone survey of 400 residents over age 18
- Conducted October 19 – November 22, 2019
- Cell phones and landline phone numbers randomly selected
- Conducted by BKL Research, which performs many local government surveys
- Last conducted in 2017 with basically same questions

About the Survey

- Consisted of 39 core questions and related subparts:
 - Satisfaction about Chatham County as a place to live and work
 - Feedback on ways people get information on county government
 - Feedback on services and how well staff provided them
- Respondents were asked open-ended questions:
 - To get more detail where low marks were given
 - To gain insight on the most pressing or challenging issues facing Chatham County

About the Grades Used in the Results

- The grading scale was converted into a 4.0 scale by assigning numerical equivalents to grades:
 - A = 4
 - B = 3
 - C = 2
 - D = 1
 - F = 0
- The means were converted to grades using a chart.

Overall Results

- The 2019 results were very positive overall, with a slight decline from 2017
- 49% of the grades were in the A-B range, compared to 61% were in the A-B range in 2017
- 15 grades improved
- 27 grades declined
- 33 stayed the same

About Respondents

Years in Chatham

- 0-1 years: 4.5%
- 2-5 years: 24.7%
- 6-10 years: 17.9%
- 11-20 years: 17.2%
- Over 20 years: 35.6%

Location in Chatham

- Central: 20.8%
- Northeast: 16.5%
- Southeast: 9.0%
- Northwest: 15.5%
- Southwest: 6.3%
- Not sure: 32.0%

Racial and Ethnic Breakdown

We continue to struggle getting sufficient Hispanic & Latino responses, even with a Spanish-speaking person available and translated survey questions. We also are a bit low on African American respondents.

	SURVEY RESPONDENTS BY RACE/ETHNICITY	U.S. CENSUS ESTIMATES AS OF JULY 1, 2019
Caucasian	83.6%	82.1%
African American	10.3%	12.7%
Hispanic/Latino	2.1%	12.3%
Native American	1.3%	1.2%
Asian	2.3%	2.2%

How Residents Get Their Information

METHOD	% WHO USE THIS 2019	% WHO USED THIS 2017
News articles	77.8%	66.7%
County website	49.8%	49.1%
County Social Media (NEW!)	31.8%	N/A
TV channel	11%	16.6%
Email notices thru website	14.8%	10.6%
Online BOC videos	8%	6.6%

Most Pressing Issues or Challenges

People were asked to pick up to TWO.

TOP 10 IN 2019	TOP 10 IN 2017
Controlling rapid growth/development	Controlling growth & development
Nothing/can't think of anything	Nothing/Can't think of any
Infrastructure issues with growth	Bringing jobs & businesses to the area
Controversy over the statue/monument	High taxes
Improving schools/education	Improve schools & education
Water issues	Traffic
Bringing jobs/businesses to the area	Not sure
Not sure	Water quality issues
Traffic	Road improvement needs
Chatham Park Concerns	Infrastructure issues related to growth

Satisfaction with Chatham County Government: Major Improvements

Measure	2019 Grade	2017 Grade	% Change in Mean
Welcomes citizen feedback	C+	B-	 10.0%
Provides good value for taxes paid	C+	C+	
Generally trusted to do the right thing	C+	B-	 13.9 %

- The grades declined from B- to C+ for *welcomes citizen feedback* and *generally trusted to do the right thing*.
- The grade was unchanged (C+) for *provides good value for the taxes paid*.

Rating Chatham County as a Place: Major Improvements

Measure	2019 Grade	2017 Grade	% Change in Mean
A good place to live	B	B+	 7.0%
A good place to raise a family	B	B+	 7.9%
A good place to work	B-	B-	

- The grades declined from B+ to B for *good place to live* and *good place to raise a family*.
- The region continued to earn a B- grade for *good place to work* with the mean increasing.

Tax Office

Measure	2019 Grade	2017 Grade	% Change in Mean
Online tax search	A-	B+	 3.8%
Help with real estate taxes	B+	B+	
Help with personal property taxes	B+	B+	
Help with motor vehicle taxes	A-	B+	 3.5%
Courteous staff	A-	A-	
Service in a timely manner	A-	B+	 1.7%
Knowledgeable staff	A-	A-	
Overall staff grade	A-	A-	

Water Utilities

Measure	2019 Grade	2017 Grade	% Change in Mean
Opening or closing account	A-	A-	
General information & questions	B-	B+	 12.2%
Onsite repair of water lines	B-	B-	
Billing & payment issues	B	B	
Courteous staff	B+	B+	
Service in a timely manner	B	B	
Knowledgeable staff	B+	B	 2.2%
Overall staff grade	B	B	

Library System

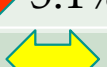
Measure	2019 Grade	2017 Grade	% Change in Mean
Programs/events for adults	A-	A-	
Online library resources	B+	A-	 5.7%
Genealogy research services	B+	A-	 11.0%
Computer lab (Pittsboro)	A-	A-	
Programs/events for young people	A-	A-	
Checkout of library materials	A-	A-	
Courteous	A	A-	 1.6%
Timely service	A	A-	 3.2%
Knowledgeable staff	A	A-	 2.7%
Overall staff grade	A	A-	 1.9%

% Who Visited Park Facilities in Past Year

- Since 2017, visitation has increased for all parks. The largest increases were for Briar Chapel Park (16.4% to 36.1%), Earl Thompson Park (13.1% to 23.0%) and Southwest District Park (19.7% to 26.2%).
- Respondents who were involved in a Parks & Recreation program or event most often visited Northwest District Park (41.0%), Northeast District Park (39.3%) and Southwest District Park (26.2%).

Park	2019 Visits	2017 Visits	% Change
Northwest District Park	41.0%	37.7%	 8.8%
Northeast District Park	39.3%	36.1%	 8.9%
Southwest District Park	26.2%	19.7%	 33.0%
Briar Chapel Park	36.1%	16.4%	 120.1%
Earl Thompson Park	23.0%	13.1%	 75.6%

Parks & Recreation

Measure	2019 Grade	2017 Grade	% Change in Mean
Other youth events	A-	A-	
Special events at the parks	B+	A-	 6.0%
Organized adult sports	B	B+	 10.9%
Online registrations	B	A-	 13.3%
Organized youth sports	B+	B	 8.4%
Courteous	A-	A-	
Service in a timely manner	B+	B+	
Knowledgeable staff	B+	A-	 5.1%
Overall staff grade	B+	B+	

Planning Department

- All four grades improved this year including the *application process/procedure* (B- to B+), *courteous* (B+ to A-), *service in a timely manner* (B to B+) and *overall grade* (B to B+).

Measure	2019 Grade	2017 Grade	% Change in Mean
Application process/procedures	B+	B-	↑ 15.7%
Courteous staff	A-	B+	↑ 4.7%
Service in a timely manner	B+	B	↑ 5.4%
Overall staff grade	B+	B	↑ 10.0%

Permitting & Inspections

- All five grades declined this year including *application process/procedure* (B+ to B), *inspection process* (B+ to B), *courteous* (A- to B+), *service in a timely manner* (B+ to B) and *overall grade* (B+ to B).

Measure	2019 Grade	2017 Grade	% Change in Mean
Application process/procedures	B	B+	 4.5%
Inspections process/procedures	B	B+	 8.4%
Courteous staff	B+	A-	 9.9%
Service in a timely manner	B	B+	 10.5%
Overall staff grade	B	B+	 7.4%

Solid Waste & Recycling

Measure	2019 Grade	2017 Grade	% Change in Mean
Electronics recycling	B	B+	 6.9%
Collection centers	B+	A-	 7.5%
Business recycling	B	B+	 11.8%
Construction & demolition debris	B+	B	 9.4%
Hazardous waste collection	B	A-	 10.5%
Composting, mulch and yard debris	B+	A-	 11.8%
Courteous staff	B+	A-	 8.4%
Timely service	B+	A-	 5.7%
Knowledgeable staff	B+	A-	 12.1%
Overall staff grade	B+	A-	 12.5%

Register of Deeds

- All the grades were unchanged this year at the A- level for *courteous, service in a timely manner, knowledgeable* and *overall grade*.

Measure	2019 Grade	2017 Grade	% Change in Mean
Courteous staff	A-	A-	↔
Service in a timely manner	A-	A-	↔
Knowledgeable	A-	A-	↔
Overall staff grade	A-	A-	↔

Animal Services

- The grades were unchanged at the A- level for *rabies clinics*, *spay/neutering programs*, and *animal shelter services*. However, there was a grade decline for *animal control services* from B+ to B-.

Measure	2019 Grade	2017 Grade	% Change in Mean
Rabies clinics	A-	A-	
Spay/neuter programs	A-	A-	
Animal shelter services	A-	A-	
Animal control services	B-	B+	 16.5%
Courteous	B+	A-	 0.85%
Service in a timely manner	B+	B+	
Knowledgeable staff	B+	B+	
Overall staff grade	B+	B+	

Survey Recap

- The 2019 results were very positive overall.
- The lowest grade given was a C+ grade for Chatham County *welcomes citizen feedback, provides good value for taxes and generally trusted to do the right thing.*
- The overall GPA across for all items graded on the survey was 3.33 (B+) compared to 3.42 (B+) in 2017 and 3.23 (B+) in 2015 for comparable items. This year, 71.9% of the grades were B+ or better with 34.6% of the grades at the A- or A level.
- The services offered by all the County departments examined in the survey earned a mean of 3.32 (B+) compared to 3.41 (B+) in 2017 and 3.33 (B+) in 2015.
- The overall mean for the County staff was 3.45 (B+) compared to 3.51 (A-) in 2017 and 3.27 (B+) in 2015. Again, the common service dimensions were *courteous, service in a timely manner, knowledgeable, and overall grade* for each department.

Moving Forward

- Departments have received their individual results from the survey.
- Departmental analysis will be conducted regarding specific results.
- Keep up the great work!

