



2023 Biennial Resident Satisfaction Survey

Residents Grade Chatham County
on Several Measures

About the Survey

- Phone survey of 407 residents over age 18
- Conducted November – December 2023
- Cell phones and landline phone numbers randomly selected (95% were cell phones)
- Conducted by BKL Research, which performs many local government surveys
- Conducted in 2015, 2017, 2019, and 2021 with basically same questions

About the Survey

- Consisted of 49 core questions and related subparts:
 - Asked to rate a number of County department services and their staff including Tax, Planning, Library Services, and Parks and Recreation
 - 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

About the Survey

- 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
- Demographic information: age, race, years lived in Chatham County, and region of residence.
- Five-point rating scale reflecting a standard grading system of A (very good), B (good), C (average), D (poor), and F (very poor).

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 2023 results were exceptionally positive: Overall grade of B+ (with a mean of 3.45, the highest to date)!
- 81% of the grades were B+ or better, no grades below a B-
- 24 grades increased; 46 remained unchanged; 5 declined
- County Services: Overall grade B+ (mean of 3.40, the highest to date)
- County Staff: Overall grade A- (mean of 3.56, the highest to date)

About Respondents

Years in Chatham

- 0-1 years: 7%
- 2-5 years: 29%
- 6-10 years: 17%
- 11-20 years: 12%
- Over 20 years: 36%

Location in Chatham

- Central: 25%
- Northeast: 24%
- Northwest: 18%
- Southeast: 10%
- Southwest: 10%
- Not sure: 13%

Racial and Ethnic Breakdown

We made significant progress reaching Hispanic & Latino community.

SURVEY RESPONDENTS BY RACE/ETHNICITY	2023	2021
Caucasian	77%	75%
African American	8%	9%
Hispanic/Latino	12%	13%
Asian	2%	1%
Native American	<1%	<1%
Other	1%	2%

Age

SURVEY RESPONDENTS BY AGE	2023	2021
18-25	6%	6%
26-35	19%	12%
36-45	17%	15%
46-55	15%	17%
56-65	14%	18%
66-75	17%	16%
Over 75	11%	16%

How Residents Get Their Information

METHOD	% WHO USED THIS 2023	% WHO USED THIS 2021
News articles	64%	63%
County website	46%	49%
County Social Media	39%	34%
Email notices through website	22%	26%
Online Board of Commissioner videos	8%	6%

Most Pressing Issues or Challenges

TOP 10 IN 2023	TOP 10 IN 2021
Controlling rapid growth/development	Controlling rapid growth/development
Water issues	Water issues
Nothing/can't think of anything	Nothing/can't think of anything
Infrastructure issues with growth	High taxes
Improve schools/education	Not sure
Affordable housing	Infrastructure issues with growth
Roads need improvement	Chatham Park Concerns
High taxes	Improve schools/education
All is fine/no issues	Affordable housing
Traffic	All is fine/no issues

Satisfaction with Chatham County Government

Measure	2023 Grade	2021 Grade	Change
Welcomes resident feedback	B-	B-	↔
Provides good value for taxes paid	B-	C+	↑
Generally trusted to do the right thing	B-	C+	↑

- The grade remained B- for *welcomes resident feedback*.
- The grade improved (C+ to B-) for both *provides good value for the taxes paid* and *generally trusted to do the right thing*.

Rating Chatham County as a Place









Measure	2023 Grade	2021 Grade	Change
A good place to live	B+	B+	↔
A good place to raise a family	B+	B+	↔
A good place to work	B-	B-	↔

- The grades remained solid and unchanged at B+ for *good place to live* and *good place to raise a family*.
- The County continued to earn a B- grade for *good place to work*.











Tax Office

Measure	2023 Grade	2021 Grade	Change
Online tax search	B+	B+	↔
Help with real estate taxes	B+	B+	↔
Help with personal property taxes	B+	B+	↔
Help with motor vehicle taxes	A-	B+	↑
Courteous staff	A-	A-	↔
Service in a timely manner	A-	A-	↔
Knowledgeable staff	A-	A-	↔
Overall staff grade	A-	A-	↔

Water Utilities









Measure	2023 Grade	2021 Grade	Change
Opening or closing account	B-	B+	
General information & questions	B+	B	
Onsite repair of water lines	B+	B+	
Billing & payment issues	B-	B-	
Courteous staff	A-	A-	
Service in a timely manner	B+	A-	
Knowledgeable staff	B+	A-	
Overall staff grade	B+	B+	

Library System

Measure	2023 Grade	2021 Grade	Change
Programs/events for adults	A-	B+	
Online library resources	A-	A-	
Genealogy research services	A-	A-	
Computer lab (Pittsboro)	A-	A-	
Programs/events for young people	A-	A-	
Checkout of library materials	A	A-	
Courteous	A	A	
Timely service	A	A	
Knowledgeable staff	A	A	
Overall staff grade	A	A	

% Who Visited Park Facilities in 2023

- Visitation increased: Northwest District Park (23% to 40%) & American Tobacco Trail (21% to 22%).
- Visitation decreased: South Bynum River (26% to 11%), Briar Chapel Park (41% to 32%), Chatham Grove (21% to 13%), Southwest District Park (33% to 27%), Northeast District Park (54% to 47%) & Earl Thompson Park (18% to 13%).

Park	2023 Visits	2021 Visits	Change
Northwest District Park	40%	23%	
Northeast District Park	47%	54%	
Southwest District Park	27%	33%	
Briar Chapel Park	32%	41%	
Earl Thompson Park	13%	18%	
Chatham Grove Community Center	13%	21%	
South Bynum River Access	11%	26%	
American Tobacco Trail in Chatham	22%	21%	

Parks & Recreation

Measure	2023 Grade	2021 Grade	Change
Organized adult sports	B+	B	↑
Organized youth sports	B+	B	↑
Other youth events	B+	B+	↔
Special events at the parks	A-	A-	↔
Online registrations	B+	B+	↔
Courteous	A-	A-	↔
Service in a timely manner	A-	B+	↑
Knowledgeable staff	A-	B+	↑
Overall staff grade	A-	A-	↑

Planning Department

- The grades improved for *application process/procedures* (C+ to B-), *courteous* (B to B+), and *service in a timely manner* (B- to B).











Measure	2023 Grade	2021 Grade	Change
Application process/procedures	B-	C+	↑
Courteous staff	B+	B	↑
Service in a timely manner	B	B-	↑
Overall services and staff grade	B-	B-	↔

Permitting & Inspections

- One grade improved for *application process/procedure* (B to B-), while the other grades remained unchanged.





Measure	2023 Grade	2021 Grade	Change
Application process/procedures	B	B-	↑
Inspections process/procedures	B	B	↔
Courteous staff	B+	B+	↔
Service in a timely manner	B	B	↔
Overall services & staff grade	B	B	↔
OpenGov Customer Portal	B	N/A	

Solid Waste & Recycling

Measure	2023 Grade	2021 Grade	Change
Electronics recycling	A-	B+	
Collection centers	B+	B+	
Business recycling	B+	B	
Construction & demolition debris	B+	B-	
Hazardous waste collection	B+	B	
Composting, mulch and yard debris	A-	B	
Courteous staff	A-	A-	
Timely service	A-	A-	
Knowledgeable staff	A-	A-	
Overall staff grade	A-	A-	

Register of Deeds

- The grades slightly declined (A to A-) for *knowledgeable* and *overall grade*.
- Continue to stay in A range each year!

Measure	2023 Grade	2021 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 grade improved for *rabies clinic* (B to A-).
- The grades improved for *service in a timely manner* (B+ to A-) & *knowledgeable* (A- to A).

Measure	2023 Grade	2021 Grade	Change
Animal shelter services	A-	A-	↔
Spay/neuter programs	A-	A-	↔
Rabies clinics	A	A	↔
Animal control services	A-	B	↑
Courteous	A-	A-	↔
Service in a timely manner	A-	B+	↑
Knowledgeable staff	A	A-	↑
Overall staff grade	A-	A-	↔

Public Health Department

- First time included in the survey.
- All grades at A- level.

Measure	2023 Grade	2021 Grade	Change
Courteous staff	A-	N/A	
Service in a timely manner	A-	N/A	
Knowledgeable	A-	N/A	
Overall services and staff grade	A-	N/A	

Aging Services

- All grades at A level.
- Highest performing department of the survey!

Measure	2023 Grade	2021 Grade	Change
Courteous staff	A	N/A	
Service in a timely manner	A	N/A	
Knowledgeable	A	N/A	
Overall services and staff grade	A	N/A	

Watershed Protection Department

- First time included in the survey.
- All grades at A- level.

Measure	2023 Grade	2021 Grade	Change
Courteous staff	B+	N/A	
Service in a timely manner	B	N/A	
Knowledgeable	B	N/A	
Overall services and staff grade	B	N/A	

Survey Recap

- The 2023 results were very positive overall – and we earned the highest numeric scores to date!
- Overall grade of B+ (with a mean of 3.45, the highest to date)
- County Services: Overall grade B+ (mean of 3.40, the highest to date)
- County Staff: Overall grade A- (mean of 3.56, the highest to date)

Moving Forward

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

