



2017 Biennial Phone Survey

Residents Grade Chatham County on Several Measures

About the survey

- Statistically valid phone survey of 400 residents conducted by BKL Research, which performs many local government surveys
- Last conducted in 2015 with basically same questions
- Cell phones and landline phone numbers used
- Categories of questions:
 - Satisfaction about Chatham County as a place to live, work
 - Feedback on ways they get information on county government
 - Feedback on services and how well staff provided them

Fun facts quiz #1

- What was the single greatest increase in grade by any county department?
 - 31.3%
 - 77.5%
 - 61.3%
 - 19.1%

ANSWER: 61.3% jump for Water Utilities services, which went from a C- to a B grade

Fun facts quiz #2

- What measure of satisfaction of living in Chatham County increased 40%?
 - A good place to live
 - A good place to work
 - A good place to raise a family

ANSWER: A good place to work climbed 40% from a grade of C- to B-

Fun facts quiz #3

- What measure of satisfaction with Chatham County government improved the most?
 - Welcomes citizen feedback
 - Provides good value for taxes
 - Generally trusted to do the right thing

ANSWER: Generally trusted to do the right thing increased 20% since 2015.

Fun facts quiz #4

- Which county had the largest growth in customer service measures that BKL has seen, thus far?

CHATHAM COUNTY, NORTH CAROLINA
which increased from Grade B+ to A-

Overall results

- 35 grades improved
- 29 stayed the same
- 7 fell a bit

About respondents

Years in Chatham

- 0-1 years: 7%
- 2-5 years: 13.3%
- 6-10 years: 11.8%
- 11-20 years: 15.1%
- Over 20 years: 52.8%

Location in Chatham

- Central: 24.2%
- Northeast: 22.9%
- Southwest: 11.6%
- Northwest: 21.9%
- Southwest: 6.5%
- Not sure: 12.8%

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, but not as low as 2015.

	SURVEY RESPONDENTS BY RACE/ETHNICITY	US CENSUS ESTIMATES AS OF JULY 1, 2016
Caucasian	74.0%	72.3%
African American	10.5%	12.8%
Hispanic/Latino	4.3%	11.9%
Native American	2.5%	1.2%
Asian	0.75%	1.9%

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.

Satisfaction with Chatham County government: Major improvements

Measure	2017 Grade	2015 Grade	% Change in Mean
Welcomes citizen feedback	B-	C+	Up 18.7%
Provides good value for taxes paid	C+	C+	Up 8.8%
Generally trusted to do the right thing	B-	C+	Up 20.0%

Only one major demographic difference: Those living in western & central Chatham, African Americans and Hispanic residents were more likely to rate “good value for taxes” a bit lower

Rating Chatham County as a place: Major improvements

Measure	2017 Grade	2015 Grade	% Change in Mean
A good place to live	B+	B+	Up 6.2%
A good place to raise a family	B+	B+	Up 6.3%
A good place to work	B-	C-	Up 40.0%

African Americans gave the county a lower grade for being a good place to work. Hispanic, Asian and Native Americans gave the highest ratings as a place to live and raise a family, but fairly small samples of these.

Most pressing issues or challenges

People were asked to pick up to TWO.

TOP 10 IN 2017	TOP 10 IN 2015
Controlling growth & development	Bringing jobs & businesses to the area
Nothing/Can't think of any	Controlling growth & development
Bringing jobs & businesses to the area	Not sure
High taxes	Improve schools & education
Improve schools & education	Nothing/can't think of any
Traffic	Chatham Park growth
Not sure	Infrastructure issues related to growth
Water quality issues	Environmental protection (coal ash & fracking)
Road improvement needs	High taxes
Infrastructure issues related to growth	Road improvement needs

About the most pressing issues

- Nearly twice as many people struggled to come up with something to list as a concern as did in 2015.
- Traffic and water quality concerns moved up in the top 10, while coal ash and fracking concerns dropped.
- Those in central & eastern Chatham were significantly more likely to list controlling growth and environmental concerns
- Western residents were more likely to be concerned about high taxes and road improvements.
- African Americans were more likely to put education and county jobs higher on the list.

How residents get their information

- Lack of broadband in some areas ended up not being a major difference in how folks get info on county government.
- While news media still main source, it continues to decline.

METHOD	% WHO USE THIS	CHANGE SINCE 2015
News articles	66.7%	Down 8.0%
County website	49.1%	Up 16.1%
TV channel	16.6%	Up 30.1%
Email notices thru website	10.6%	Up 3.0%
Online BOC videos (Granicus)	6.6%	Up 4.7%

Telephone interactions (new for 2017)

- Not a big pool of respondents (12.8%) had contacted a county office by phone, so not a good sampling
- Also, some offices contacted are not county offices

MEASURE	Grade
Easy to get what you need	B+
Easy to reach a live person	B+
Automated greeting able to get to the right person	B+

Departmental customer service: great news

- While overall grade stayed at B+, the reviews of staff increased 9.3% to a grade of A-
- Very few significant differences by race/ethnicity or county location
- Not all departments/offices are included due to small numbers of public interactions. In those cases, the offices use their own processes to get customer feedback.

Tax Office

Measures	2017 Grade	2015 Grade	% Change in Mean
Online tax search	B+	A-	Down 5.5%
Help with real estate taxes	B+	B+	No change
Help with personal property taxes	B+	B+	Down 3.3%
Help with motor vehicle taxes	B+	B+	Up 2.4%
Courteous staff	A-	B+	Up 4.0%
Service in a timely manner	B+	B+	No change
Knowledgeable staff	A-	B+	Up 4.4%
Overall staff grade	A-	B+	Up 5.7%

Water Utilities

Measures	2017 Grade	2015 Grade	% Change in Mean
Opening or closing account	A-	A	Down 12.5%
General information & questions	B+	B	Up 5.8%
Onsite repair of water lines	B-	B-	Up. 8.5%
Billing & payment issues	B	C-	Up 61.1%
Courteous staff	B+	B	Up 15.3%
Service in a timely manner	B	B-	Up 5.2%
Knowledgeable staff	B	B-	Up 14.6%
Overall staff grade	B	B-	Up 19.0%

Library System

Measures	2017 Grade	2015 Grade	% Change in Mean
Programs/events for adults	A-	A	Down 4.1%
Online library resources	A-	A	Down 5.2%
Genealogy research services	A-	A	Down 3.1%
Computer lab (Pittsboro)	A-	A	Down 5.2%
Programs/events for young people	A-	A-	Down 1.6%
Checkout of library materials	A-	A-	Down 2.1%
Courteous	A-	A-	Up 1.6%
Timely service	A-	A-	No change
Knowledgeable staff	A-	A-	No change
Overall staff grade	A-	A-	No change

Parks & Recreation

Measures	2017 Grade	2015 Grade	% Change in Mean
Other youth events	A-	A-	No change
Special events at the parks	A-	A-	Up 3.1%
Organized adult sports	B+	A-	Down 3.7%
Online registrations	A-	B+	Up 5.3%
Organized youth sports	B	B	Down 1.6%
Courteous	A-	B+	Up 3.8%
Service in a timely manner	B+	B+	No change
Knowledgeable staff	A-	B+	Up 3.2%
Overall staff grade	A-	B+	Up 2.4%

% who visited park facilities in past year

- The results reflect that we had substantially more western Chatham respondents this time.

Parks	2017 Visits	2015 Visits	% Change
Northwest District Park	37.7%	21.9%	Up 72.1%
Northeast District Park	36.1%	40.6%	Down 11.1%
Southwest District Park	19.7%	12.9%	Up 52.7%
Briar Chapel Park	16.4%	19.0%	Down 13.7%
Earl Thompson Park (ballfield)	13.1%	3.2%	Up 309.3%

Planning Department

- Overall major improvements across the board
- Respondents in the northeast were a bit more likely to give a lower grade, which is not surprising given that this is the high growth area

Measures	2017 Grade	2015 Grade	% Change in Mean
Application process/procedures	B-	C+	Up 22.1%
Courteous staff	B+	B-	Up 18.9%
Service in a timely manner	B	C+	Up 26.2%
Overall staff grade	B	B-	Up 19.3%

Permitting & Inspections

- Overall major improvements across the board
- Like planning, respondents in the northeast were a bit more likely to give a lower grade

Measures	2017 Grade	2015 Grade	% Change in Mean
Application process/procedures	B+	B-	Up 20.9%
Inspections process/procedures	B+	B	Up 15.0%
Courteous staff	A-	B	Up 24.1%
Service in a timely manner	B+	B-	Up 19.5%
Overall staff grade	B+	B-	Up 18.6%

Solid Waste & Recycling

Measures	2017 Grade	2015 Grade	% Change in Mean
Electronics recycling	B+	B+	No change
Collection centers	A-	B+	Up 7.2%
Business recycling	B+	B+	Up 2.1%
Construction & demolition debris	B	B	Down 2.8%
Hazardous waste collection	A-	B	Up 11.0%
Composting, mulch and yard debris	A-	B-	Up 26.0%
Courteous staff	A-	B+	Up 11.4%
Timely service	A-	B+	Up 7.9%
Knowledgeable staff	A-	B+	Up 6.9%
Overall staff grade	A-	B+	Up 12.9%

Register of Deeds

Measures	2017 Grade	2015 Grade	% Change in Mean
Courteous staff	A-	A-	Up 2.8%
Service in a timely manner	A-	A-	Up 4.5%
Knowledgeable	A-	A-	Up 6.7%
Overall staff grade	A-	B+	Up 7.5%

Animal Services

- People in central Chatham, including Pittsboro, tended to rate this office a bit lower.

Measures	2017 Grade	2015 Grade	% Change in Mean
Rabies clinics	A-	A	Down 4.6%
Spay/neuter programs	A-	A-	Down 4.5%
Animal shelter services	A-	B+	Up 3.5%
Animal control services	B+	B-	Up 15.1%
Courteous	A-	B+	Up 2.0%
Service in a timely manner	B+	B+	No change
Knowledgeable staff	B+	B+	Up 2.6%
Overall staff grade	B+	B+	No change

Major findings

- Overall, residents seem to feel more positive about their county government and Chatham County as a place to work, live and raise a family
- We did not get enough feedback on the phone system and how specific departments set up their greetings
- Improvements in Planning, Central Permitting and Water Utilities have had a very positive impact
- Specific services also showed notable improvements, such as handling of animal control reports and composting, mulch and yard debris
- A few departments or service areas need follow up due to lackluster or poor results