



Chatham County 2015 Biennial Citizen Satisfaction Survey Results



Methodology

- Telephone survey was conducted by BKL Research in November 2015 of **400 residents** of Chatham County over the age of 18.
- The margin of error was $\pm 4.89\%$
- Survey length was 7-9 minutes by phone
- Both landline (listed/unlisted) and wireless numbers were contacted using a random selection process.
- 71.5% were wireless respondents in the final sample
- The refusal rate was 24%, which is very good given high percentage of cell phones
- Most refusals seemed to be Hispanic people, even though we offered Spanish-speaking interviewer. This is not uncommon.
- The survey consisted of 45 core questions with related subparts.
- A four-point A through F grading scale was used to rate the results.



Demographics

- **AGE - 69.3%** of the respondents were between 26-65 years old with 19.9% in the 56-65 age group and 18.6% in the 46-55 age group.
- **YEARS IN COUNTY** - 48.1% resided in Chatham County for more than 20 years, which is **unusually high**. In addition, 18.6% lived in the area 11-20 years and 18.1% lived in the area 6-10 years.
- **RACE & ETHNICITY** - Caucasians made up 80.8% of the respondents followed by 15.4% African-Americans (**higher than average! Yay!**), and 2.5% Hispanics (**too low...high refusal rate**).
- **REGION** - 42.9% of the sample resided in the Central region, 24.5% from the Northwest region, 19.8% from the Northeast region, 7.6% from the Southeast region, and 5.2% from the Southwest region.

Chatham County Government



- The government received a grade of C+ on the following: welcomes citizen feedback, provides a good value for taxes paid, and generally trusted to do the right thing.
- Surprisingly, not much variation here by region of the county.
- But Caucasians respondents were a bit more negative on all three.

Chatham County Government	Mean	A	B	C	D	F	Grade
Welcomes citizen feedback	2.27	11.5	28.1	43.5	9.8	7.0	C+
Provides good value for taxes paid	2.26	14.2	27.3	36.9	13.1	8.5	C+
Generally trusted to do the right thing	2.22	12.6	27.4	39.5	9.7	10.8	C+

A Place to Live, Work, Raise Family



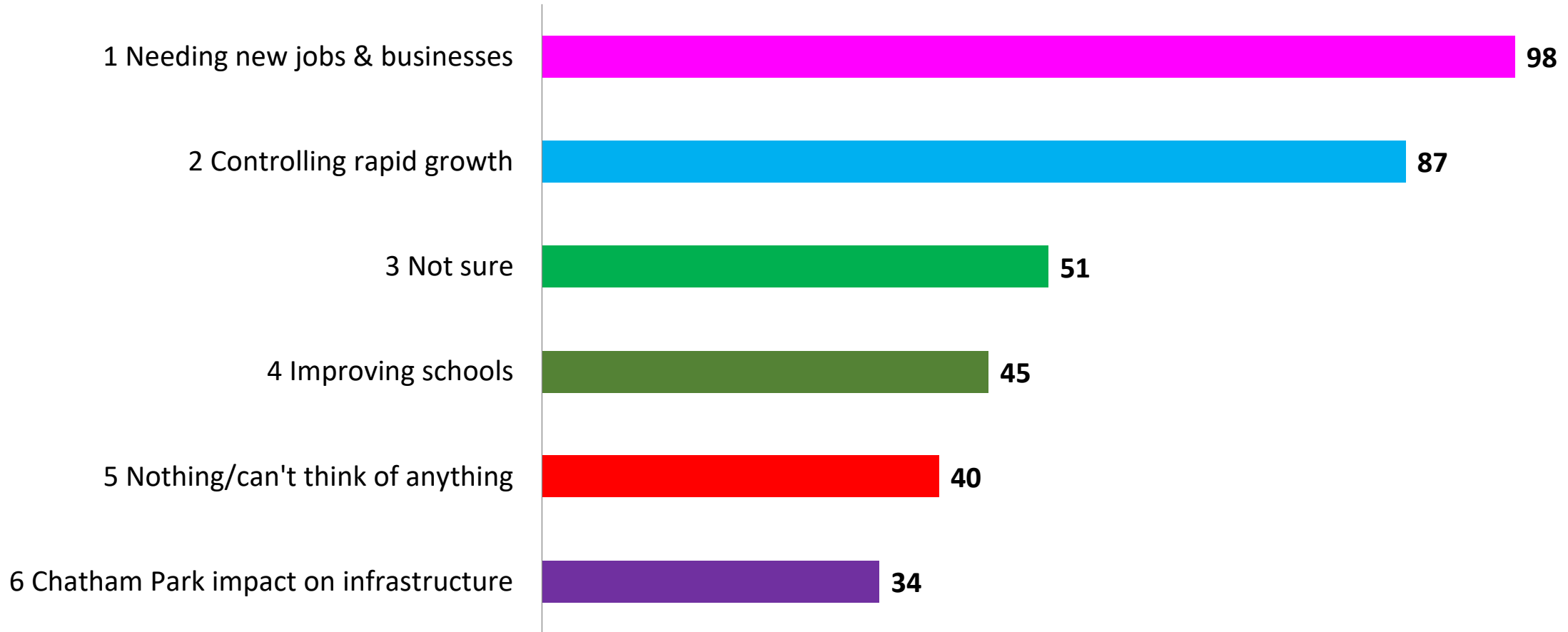
- The region rated very high (B+) for a good place to live and a good place to raise a family.
- The region rated slightly below average (C-) for a good place to work. This was one of only two C- grades given by the respondents to the County throughout the entire survey.
- Almost no variation by where they live or by race and ethnicity.

Chatham County Region	Mean	A	B	C	D	F	Grade
Good place to live	3.21	43.8	36.0	18.3	1.0	1.0	B+
Good place to raise a family	3.20	42.9	37.1	17.7	1.3	1.0	B+
Good place to work	1.81	13.6	16.4	29.4	18.5	22.0	C-

Most Pressing Issues or Challenges Facing County

each person asked to identify top two

NOTE: Very high percentage of folks not sure or who could not think of a pressing issue.



Some Differences for Pressing Issues

- Bringing new jobs to Chatham was most important in Northwest and Southwest Districts, whereas it was controlling growth in the other districts.
- Chatham Park's fast growth and infrastructure concerns were more important in the Central District and among Caucasians.
- For African-Americans, they saw somewhat more concern for improving law enforcement and adding youth activities but that was not the top priorities overall for them.



Communication Methods

- Respondents tend to rely on news articles for information on Chatham County (72.5%) followed by the county's website (42.3%).
- There was less usage of the Chatham County television channel (11.5%) and website email notices (10.3%). The least usage was for commissioner meeting videos (6.3%).

Communication Methods	% Yes	% No
News articles	72.5	27.5
Chatham County's website	42.3	57.7
Chatham County's television channel	11.5	88.5
Email notices	10.3	89.7
Commissioner meeting videos	6.3	93.7

Findings about Communications



- In general, Southeast Chatham is **least connected to ANY of the communication options** for the county, with Southwest Chatham close behind. This needs further investigation.
- We need to more actively promote the e-notices function on the website, especially among African-Americans.
- The TV channel and the BOC videos can both be promoted more, but we need more time to improve and expand content for the TV channel

Customer Feedback on Departments & Offices

- **OVERALL CUSTOMER SERVICE GRADE: B+** for all departments and offices, which is fairly high according to BKL Research. This includes both ratings of staff (courteous, timely service, knowledgeable) and ratings of specific services.
- We only included those offices that have substantial public interaction, either in person, by phone or email
- Even then a few still did not have enough people evaluating them to draw valid conclusions: Planning, Environmental Health, Soil Erosion & Sedimentation, Water Utilities and Human Resources



Tax Office Services

- 28.2% of respondents had contact with the Tax Office.
- The office earned high marks for their services with the highest grade of A- for online tax records search.
- Help with real estate taxes, help with personal property taxes, and help with motor vehicle taxes all earned a strong grade of B+.

Tax Office Services	Mean	A	B	C	D	F	Grade
Online tax records search (n=30)	3.63	70.0	23.3	6.7	0.0	0.0	A-
Help with real estate taxes (n=71)	3.37	59.2	22.5	15.5	1.4	1.4	B+
Help with personal property taxes (n=71)	3.35	59.2	18.3	21.1	1.4	0.0	B+
Help with motor vehicle taxes (n=75)	3.31	60.0	18.7	16.0	2.7	2.7	B+

Tax Office Staff



- The staff at the Tax Office earned a strong grade of B+ for courteous, service in a timely manner, and knowledgeable.
- The overall grade was also a B+.
- The key reason given for lower grades were issues with respondent making name or address changes.

Tax Office Staff	Mean	A	B	C	D	F	Grade
Courteous (n=110)	3.49	62.7	25.5	10.9	0.0	0.9	B+
Service in a timely manner (n=109)	3.42	63.3	22.9	9.2	1.8	2.8	B+
Knowledgeable (n=109)	3.42	59.6	29.4	6.4	2.8	1.8	B+
Overall grade (n=109)	3.35	57.8	26.6	9.2	5.5	0.9	B+

Library System Services



- 40.9% of the respondents used the Library System.
- Highest overall grades of any department
- The Library System earned excellent marks with a grade of A for programs/event for adults, online library resources, genealogy research services, and Pittsboro computer lab.

Library System Services	Mean	A	B	C	D	F	Grade
Programs/events for adults (n=32)	3.88	90.6	6.3	3.1	0.0	0.0	A
Online library resources (n=36)	3.86	88.9	8.3	2.8	0.0	0.0	A
Genealogy research services (n=24)	3.83	87.5	8.3	4.2	0.0	0.0	A
Computer lab in Pittsboro (n=46)	3.83	84.8	13.0	2.2	0.0	0.0	A
Programs/events for youth (n=41)	3.78	85.4	12.2	0.0	0.0	2.4	A-
Checkout of library materials (n=132)	3.73	78.8	16.7	3.8	0.0	0.8	A-



Library System Staff

- The Library System staff also earned excellent ratings of A- for courteous, service in a timely manner, and knowledgeable.
- In addition, the overall grade was an A- as well.
- None of these results had significant differences by region or race/ethnicity

Library System Staff	Mean	A	B	C	D	F	Grade
Courteous (n=19)	3.72	78.3	17.8	2.5	0.0	1.3	A-
Service in a timely manner (n=19)	3.73	80.8	14.1	3.8	0.0	1.3	A-
Knowledgeable (n=19)	3.74	80.8	14.7	3.2	0.0	1.3	A-
Overall grade (n=19)	3.69	77.7	16.6	4.5	0.0	1.3	A-

Parks & Recreation Services



- 18.0% of the respondents and/or family members were involved in a Parks & Recreation program or event.
- The Department garnered very strong ratings with a grade of A- for other youth events (i.e., classes, summer camps), special events at one of the parks, and organized adult sports.
- In addition, online registration (B+) and organized youth sports (B) earned very good marks as well.

Parks & Recreation Services	Mean	A	B	C	D	F	Grade
Other youth events (n=17)	3.65	76.5	11.8	11.8	0.0	0.0	A-
Special events at one of the parks (n=39)	3.56	71.8	12.8	15.4	0.0	0.0	A-
Organized adult sports (n=6)	3.50	66.7	16.7	16.7	0.0	0.0	A-
Online registration (n=19)	3.42	68.4	15.8	5.3	10.5	0.0	B+
Organized youth sports (n=25)	3.16	44.0	40.0	8.0	4.0	4.0	B

Parks Facilities Visited



- Those respondents involved in a Parks & Recreation programs or events were asked which facilities they had visited. The most visited facility was Earl Thompson Park in Bynum (96.8%).
- There was also high visitation of Southwest District Park near Chatham Central High School (87.1%), Briar Chapel Park (81.0%), and Northwest District Park near Silk Hope (78.1%).
- The least visited facility was Northeast District Park on Big Woods Road (59.4%).



Parks & Recreation Staff

- The staff at Parks & Recreation earned very good marks with a B+ for courteous, service in a timely manner, and knowledgeable.
- The overall grade was also B+ for the Department.
- However, some work needs to be done with Hispanic population.

Parks & Recreation Staff	Mean	A	B	C	D	F	Grade
Courteous (n=28)	3.46	75.0	14.3	0.0	3.6	7.1	B+
Service in a timely manner (n=28)	3.43	71.4	17.9	0.0	3.6	7.1	B+
Knowledgeable (n=28)	3.36	64.3	25.0	0.0	3.6	7.1	B+
Overall grade (n=28)	3.39	67.9	21.4	0.0	3.6	7.1	B+

Permitting & Inspections Office

- 9.3% of the respondents had contact with Permitting & Inspections.
- The Department earned solid grades. Two services examined were rated with a B for inspection process and B- for the application process/procedure. Staff was graded with a B for courteous and B- for service in a timely manner. The overall grade was a B-.
- The reasons given for lower grades were high permit cost, unnecessary permits, slow approval process, and confusing runaround.
- Slightly lower reviews from faster growing regions (northeast and southeast).

Permitting & Inspections Office	Mean	A	B	C	D	F	Grade
Application process/procedure (n=30)	2.73	43.3	23.3	10.0	10.0	13.3	B-
Inspection process (n=29)	2.90	41.4	31.0	13.8	3.4	10.3	B
Courteous (n=35)	3.00	48.6	28.6	8.6	2.9	11.4	B
Service in a timely manner (n=35)	2.77	42.9	25.7	11.4	5.7	14.3	B-
Overall grade (n=34)	2.85	41.2	32.4	8.8	5.9	11.8	B-



Solid Waste & Recycling Services

- The services earned strong ratings including a B+ for electronics recycling, recycling & collection centers, and business recycling.
- Construction/demolition debris and hazardous waste collection were graded with a B. While a slightly lower mark (B-) was given to composting/mulch/yard debris.
- No major differences by region or race/ethnicity.

Solid Waste/Recycling Services	Mean	A	B	C	D	F	Grade
Electronics recycling (n=87)	3.38	52.9	36.8	8.0	0.0	2.3	B+
Recycling & collection centers (n=304)	3.37	49.0	39.8	10.2	0.7	0.3	B+
Business recycling (n=9)	3.33	55.6	22.2	22.2	0.0	0.0	B+
Construction/demolition debris (n=11)	3.18	45.5	27.3	27.3	0.0	0.0	B
Hazardous waste collection (n=60)	3.17	38.3	48.3	8.3	1.7	3.3	B
Composting/mulch/yard debris (n=25)	2.88	28.0	44.0	20.0	4.0	4.0	B-

Solid Waste & Recycling Staff



- 6.0% of the respondents had contact with the Solid Waste Office.
- Rated very strong with a B+ for courteous, service in a timely manner, and knowledgeable. In addition, the overall grade was a B+.
- No theme in negative comments other than not understanding the fees versus taxes or fees too high.

Solid Waste/Recycling Staff	Mean	A	B	C	D	F	Grade
Courteous (n=24)	3.33	66.7	16.7	8.3	0.0	8.3	B+
Service in a timely manner (n=24)	3.42	66.7	16.7	12.5	0.0	4.2	B+
Knowledgeable (n=24)	3.46	66.7	20.8	8.3	0.0	4.2	B+
Overall grade (n=24)	3.25	62.5	20.8	4.2	4.2	8.3	B+



Register of Deeds Staff

- 8.3% of the respondents had contact with Register of Deeds.
- The Office earned excellent grades including A- for courteous, service in a timely manner, and knowledgeable.
- The overall grade was a B+.
- No theme in the few complaints received.

Register of Deeds Office	Mean	A	B	C	D	F	Grade
Courteous (n=33)	3.61	66.7	30.3	0.0	3.0	0.0	A-
Service in a timely manner (n=33)	3.52	60.6	33.3	3.0	3.0	0.0	A-
Knowledgeable (n=33)	3.55	60.6	36.4	0.0	3.0	0.0	A-
Overall grade (n=33)	3.48	54.5	42.4	0.0	3.0	0.0	B+



Animal Services Components

- The services offered by this Office earned high marks especially for rabies clinic (A), spay/neutering programs (A-), and animal shelter services (B+). No major differences among regions or race/ethnicity.
- A slightly lower grade of B- was given to animal control services, which is not unexpected.

Animal Services	Mean	A	B	C	D	F	Grade
Rabies clinics (n=8)	3.88	87.5	12.5	0.0	0.0	0.0	A
Spay/neutering programs (n=8)	3.75	75.0	25.0	0.0	0.0	0.0	A-
Animal shelter services (n=22)	3.45	77.3	9.1	4.5	0.0	9.1	B+
Animal control services (n=26)	2.84	46.2	26.9	7.7	3.8	15.4	B-

Animal Services Staff



- 12.8% of the respondents had contact with Animal Services.
- The staff earned very strong marks (B+) for courteous, service in a timely manner, and knowledgeable.
- In addition, the overall grade was a B+.
- The key reasons given for lower grades were slow or no response.

Animal Services Staff	Mean	A	B	C	D	F	Grade
Courteous (n=52)	3.46	73.1	15.4	3.8	0.0	7.7	B+
Service in a timely manner (n=52)	3.33	67.3	17.3	5.8	0.0	9.6	B+
Knowledgeable (n=52)	3.35	67.3	17.3	5.8	1.9	7.7	B+
Overall grade (n=52)	3.35	67.3	19.2	3.8	0.0	9.6	B+

Summary

- The results were very positive overall grade of B+
- The lowest grades given were two C- grades for billing/payment issues with Water Utilities and Chatham County as a place to work.
- The services offered by the County examined in the survey earned an impressive mean of 3.29 and grade of B+.
- The county staff earned a 3.21 overall mean (B+) for courteous, service in a timely manner, and knowledgeable.