



# 2021 Resident Survey



# **Survey Partner: ETC**

## **A National Leader in Market Research for Local Governmental Organizations**

**...helping local governments gather and use survey data to enhance organizational performance for more than 35 years**

**More than 2,200,000 Persons Surveyed Since 2010 for more than 900 communities in 49 States**

# Agenda

- Purpose and Methodology
- General Overview
- Major Findings
- Summary
- Questions

# Purpose

- To objectively assess resident satisfaction with the delivery of major Village services
- To help determine priorities for the Village
- To measure trends from previous surveys
- To compare the Village's performance with residents regionally and nationally

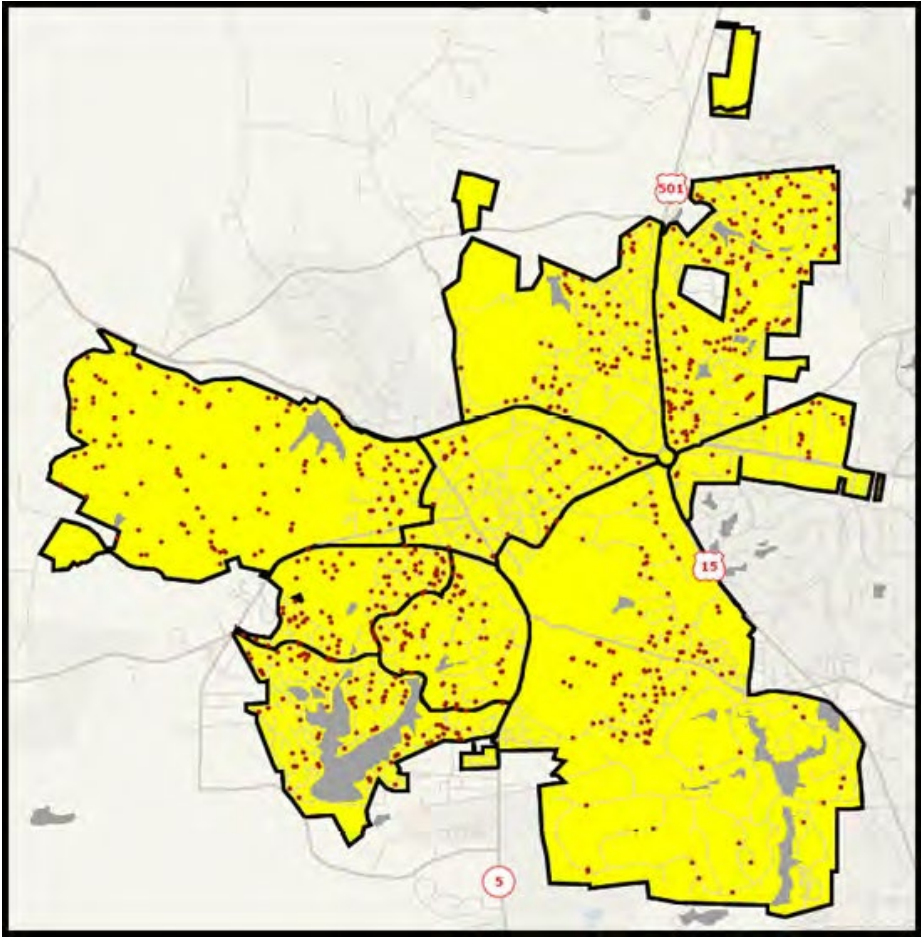
# Methodology

- **Survey Description**
  - ❑ Seven-page survey; included many of the same questions that were asked in previous years
  - ❑ 10<sup>th</sup> Resident Survey conducted for the Village
- **Method of Administration**
  - ❑ By mail and online to a random sample of Village residents
  - ❑ Approximate survey time: 15-20 minutes
- **Sample size:**
  - ❑ Completed surveys: 801 (far exceeded goal of 700)
  - ❑ Demographics of survey respondents accurately reflects the actual population of the Village
- **Confidence level:** 95%
- **Margin of error:** +/- 3.4% overall



# Location of Survey Respondents

Good representation  
throughout the Village



# General Overview

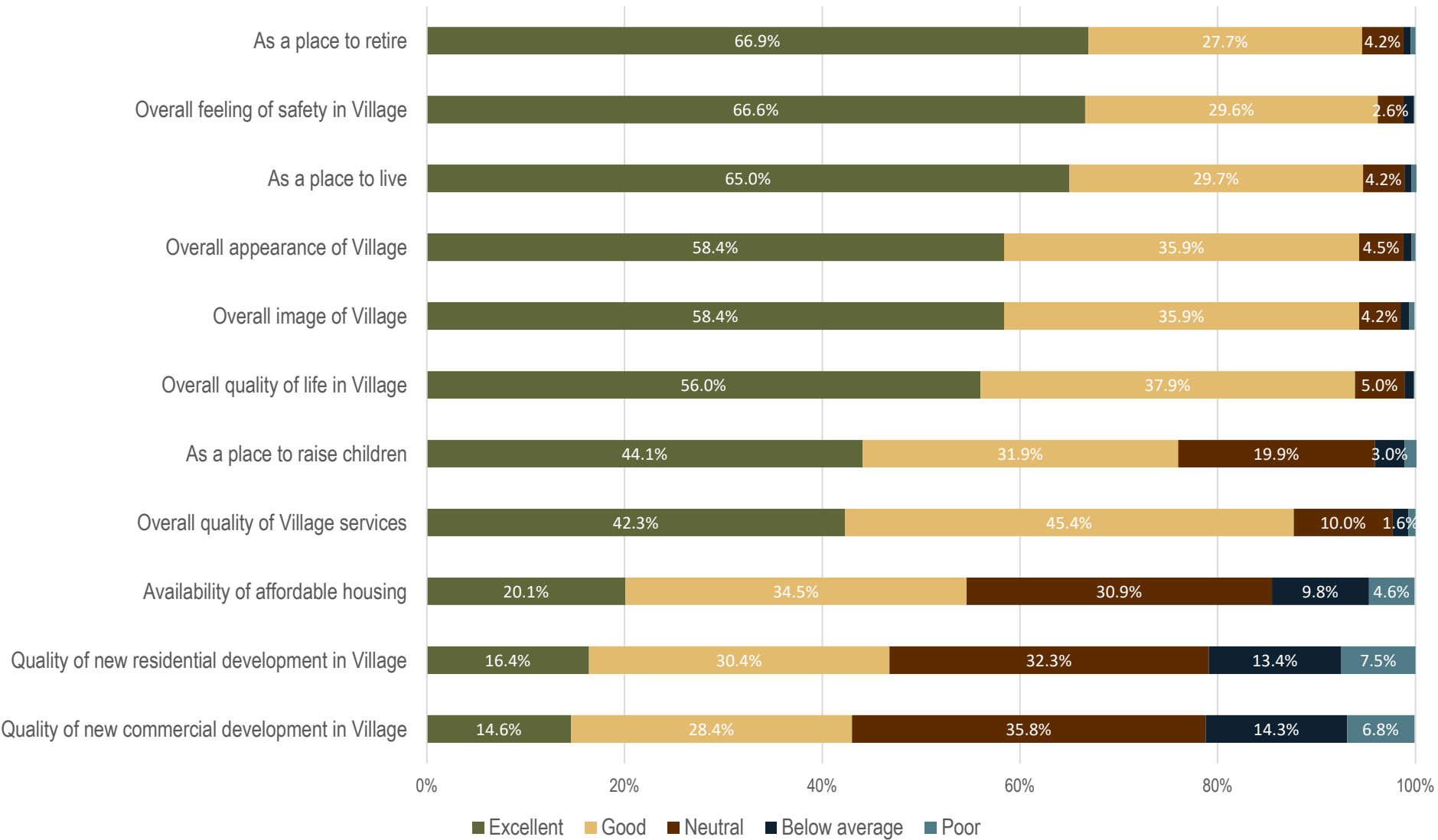
- **Residents Have a Very Positive Perception of the Village**
  - ❑ 95% rated Pinehurst as an excellent or good place to live
  - ❑ 96% of residents indicated that their overall feeling of safety in the Village as either excellent or good.
- **The Village Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased or stayed the same in 32 of 89 areas since 2020, and 66 of 77 areas since 2013
- **Satisfaction with Village Services Is Much Higher in Pinehurst Than Other Communities**
  - ❑ Pinehurst rated above the U.S. Average in 48 of 49 areas
  - ❑ Satisfaction with Customer Service from Village Employees rated 35% above the U.S. Average
- **Overall Community Priorities:**
  - ❑ Efforts at maintaining the quality of neighborhoods
  - ❑ Enforcement of Village codes and ordinances



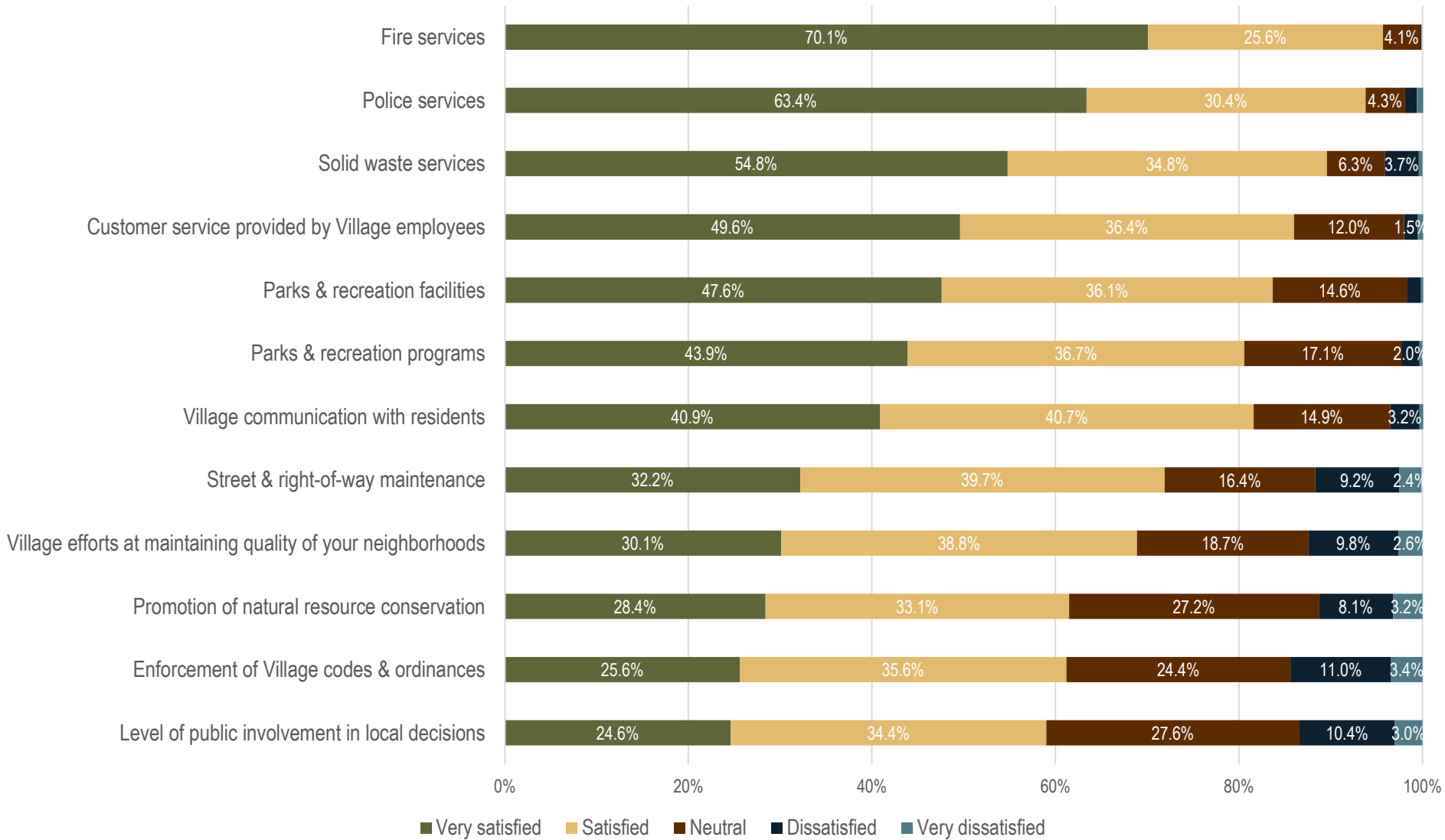
# Perceptions of the Village



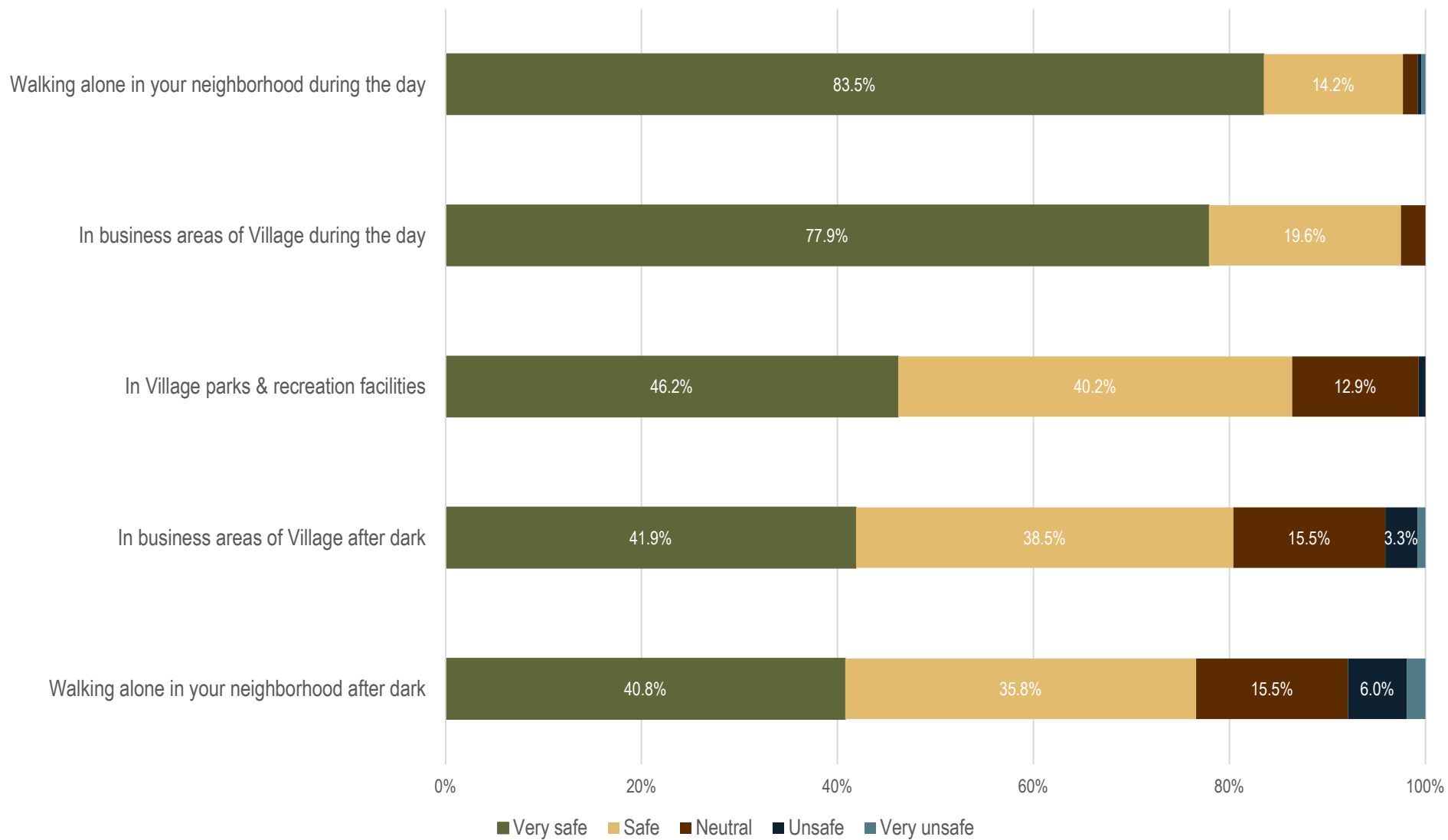
# Perceptions of Pinehurst



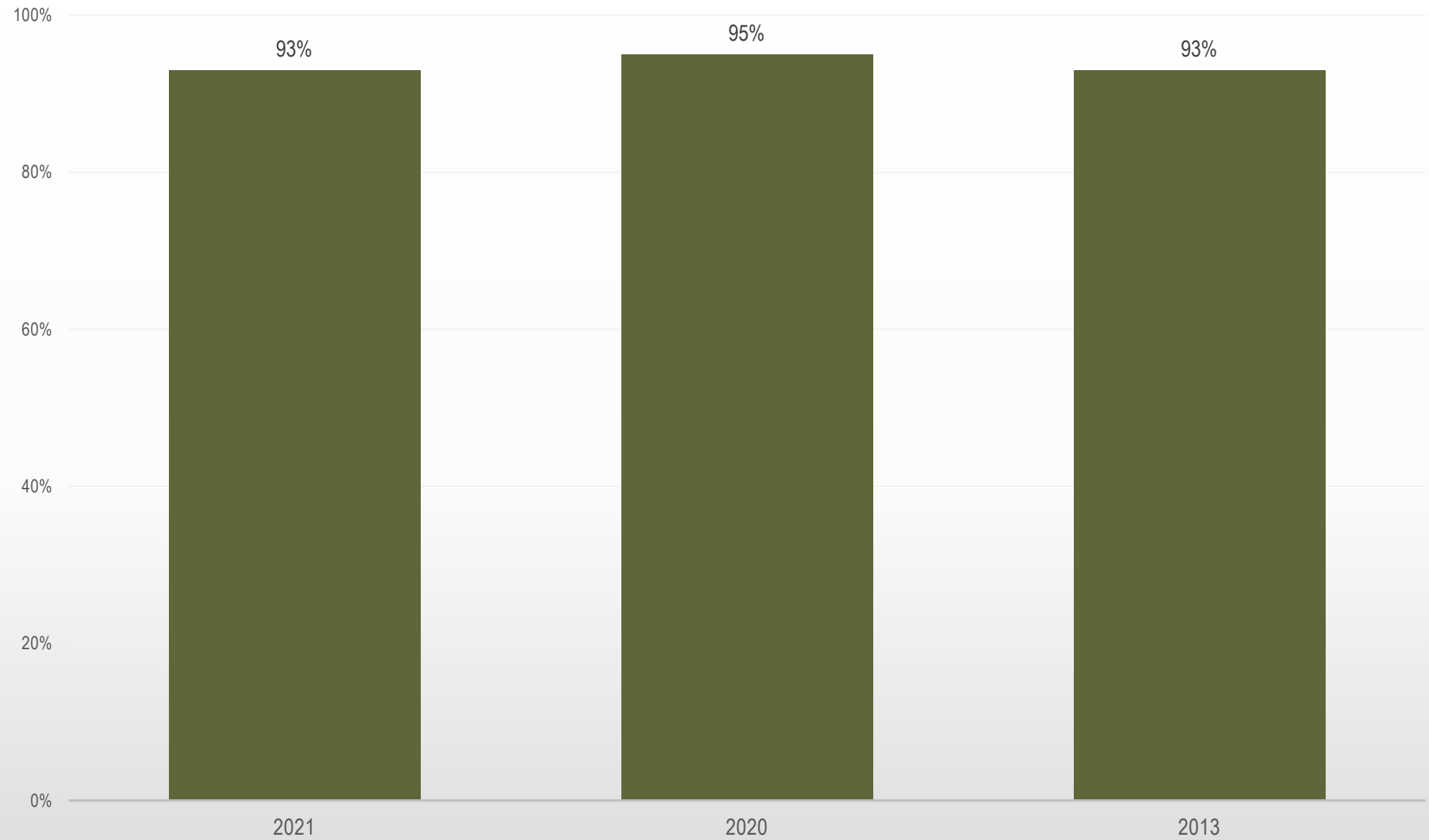
# Overall Satisfaction with Village Services



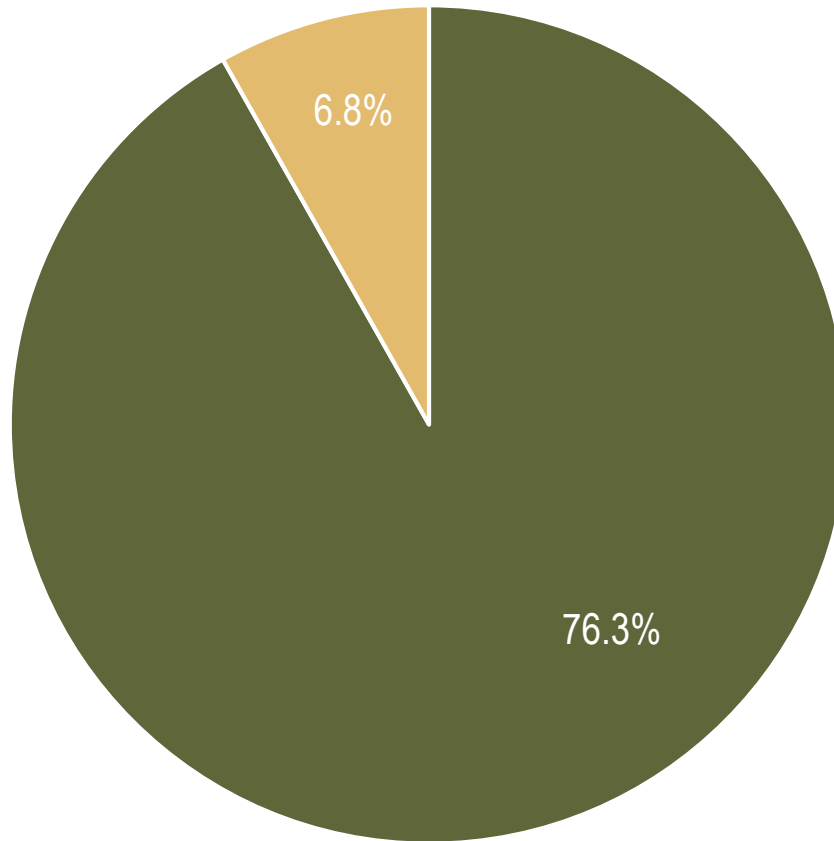
# Perceptions of Safety and Security



# Would you recommend Pinehurst as a place to live?



# Satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget



**More Than a 10-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (76% vs. 7%) with the Value Received for Property Taxes Funding the Village's Operating Budget**

■ Satisfied ■ Dissatisfied



# The Village Direction

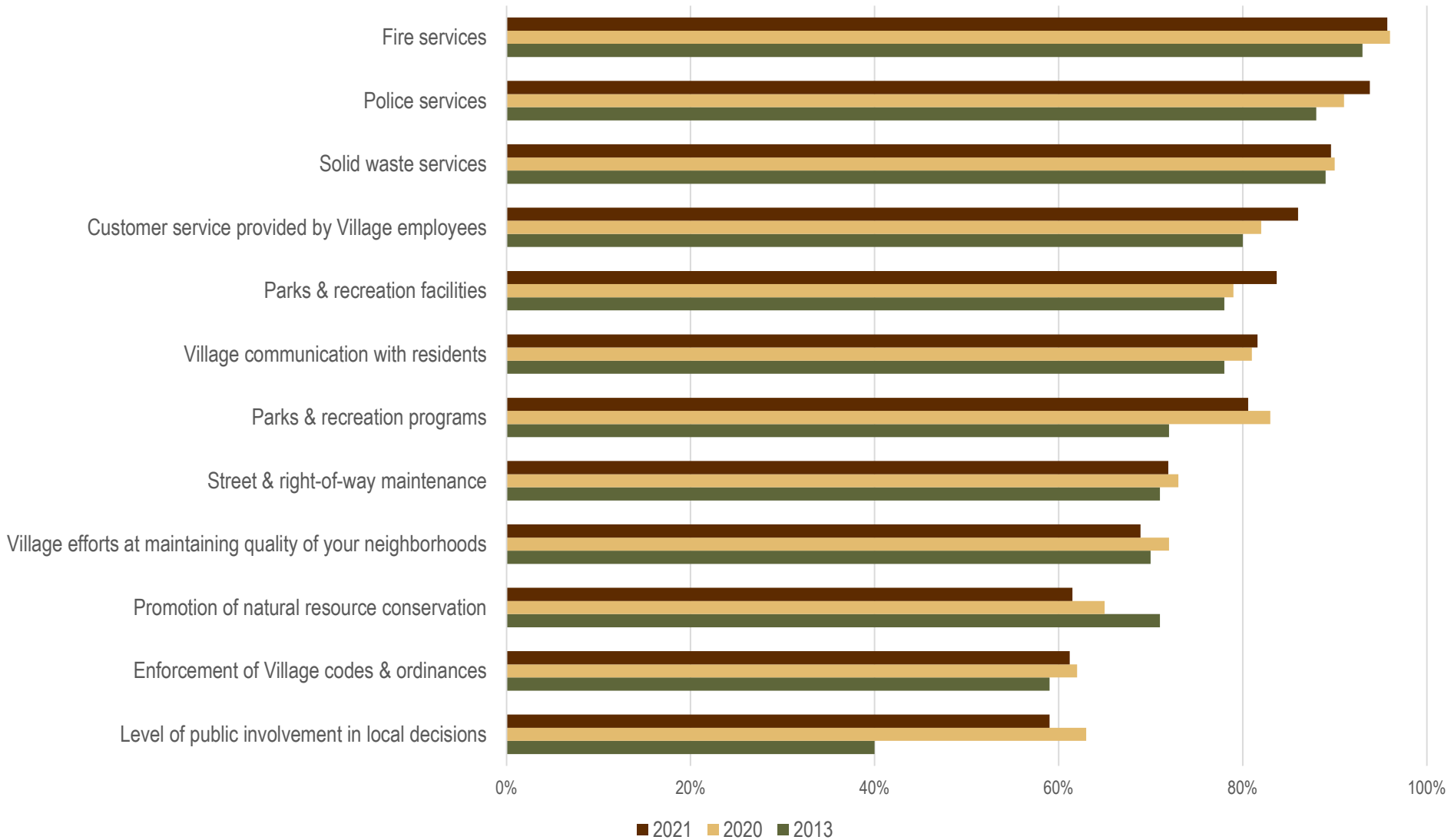
# Trends

## **Satisfaction Increases of More Than 5% Since 2020**

- Code enforcement (+7%)
- Village Hall reception desk (+5%)
- Fire services (+5%)
- Parks & Recreation Facilities (+5%)
- MYVOP services request system (+5%)
- Customer services provided by Village employees (5%)



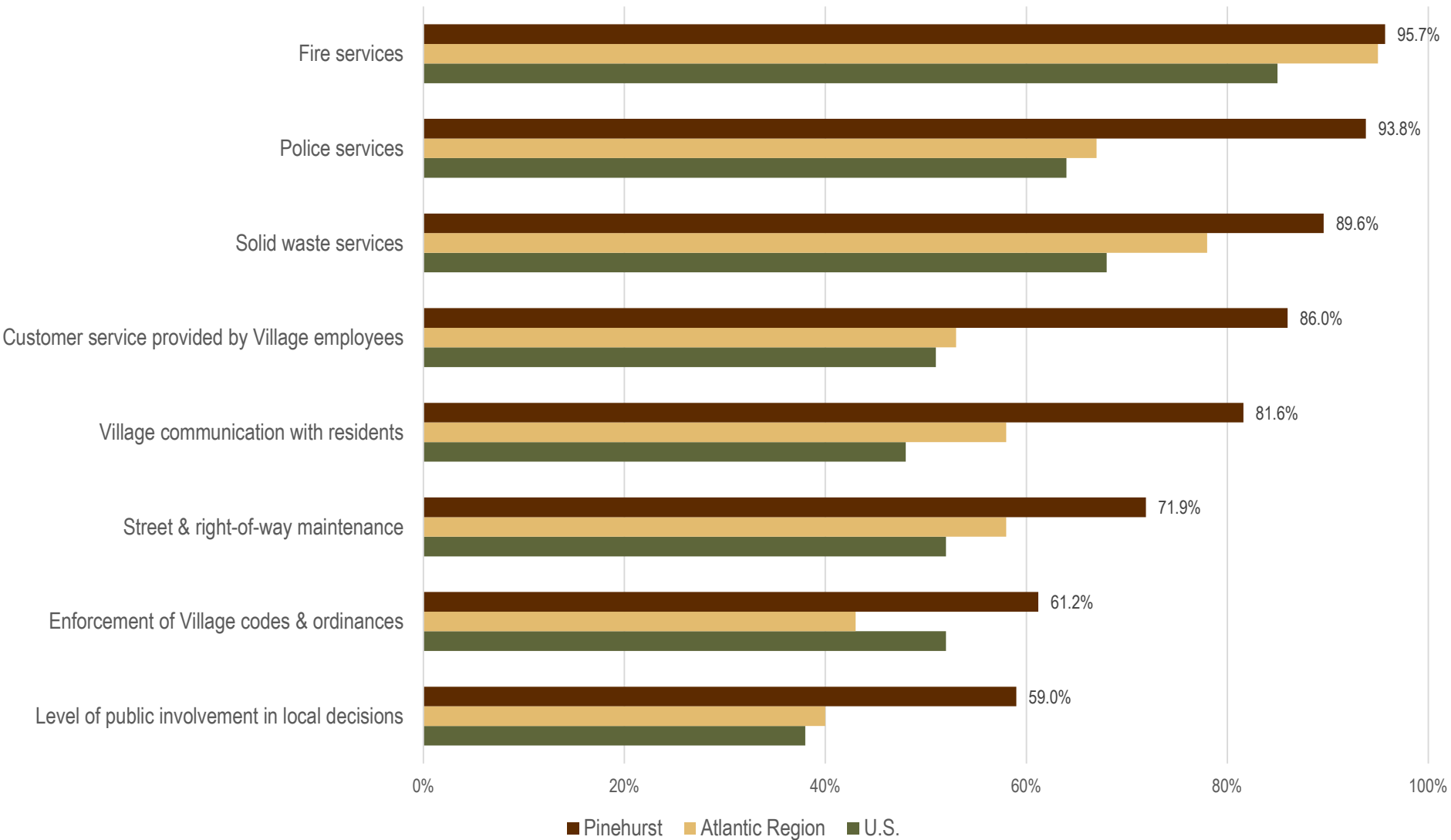
# Overall Satisfaction with Village Services



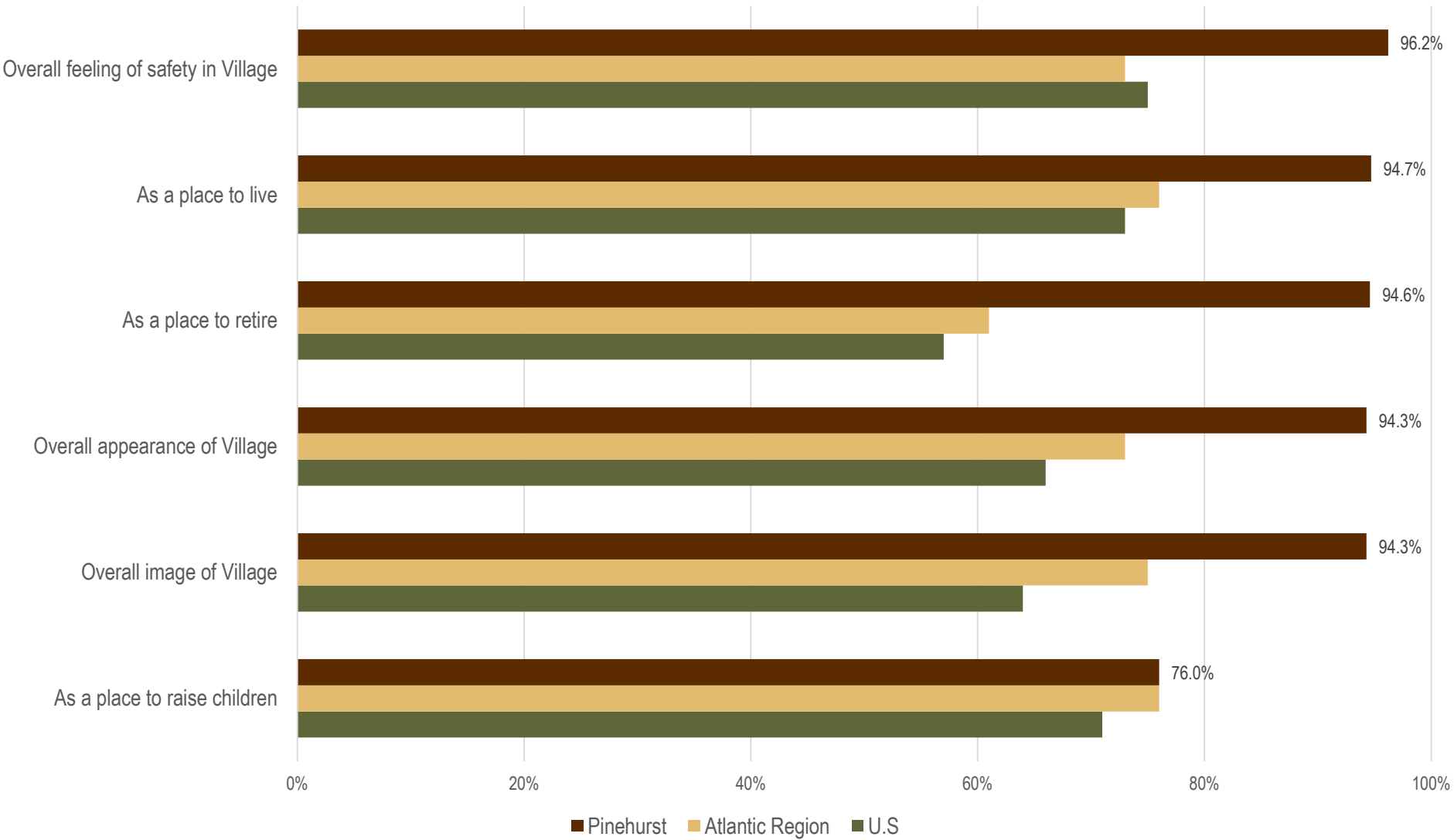


# **Pinehurst Benchmarked Against Other Communities**

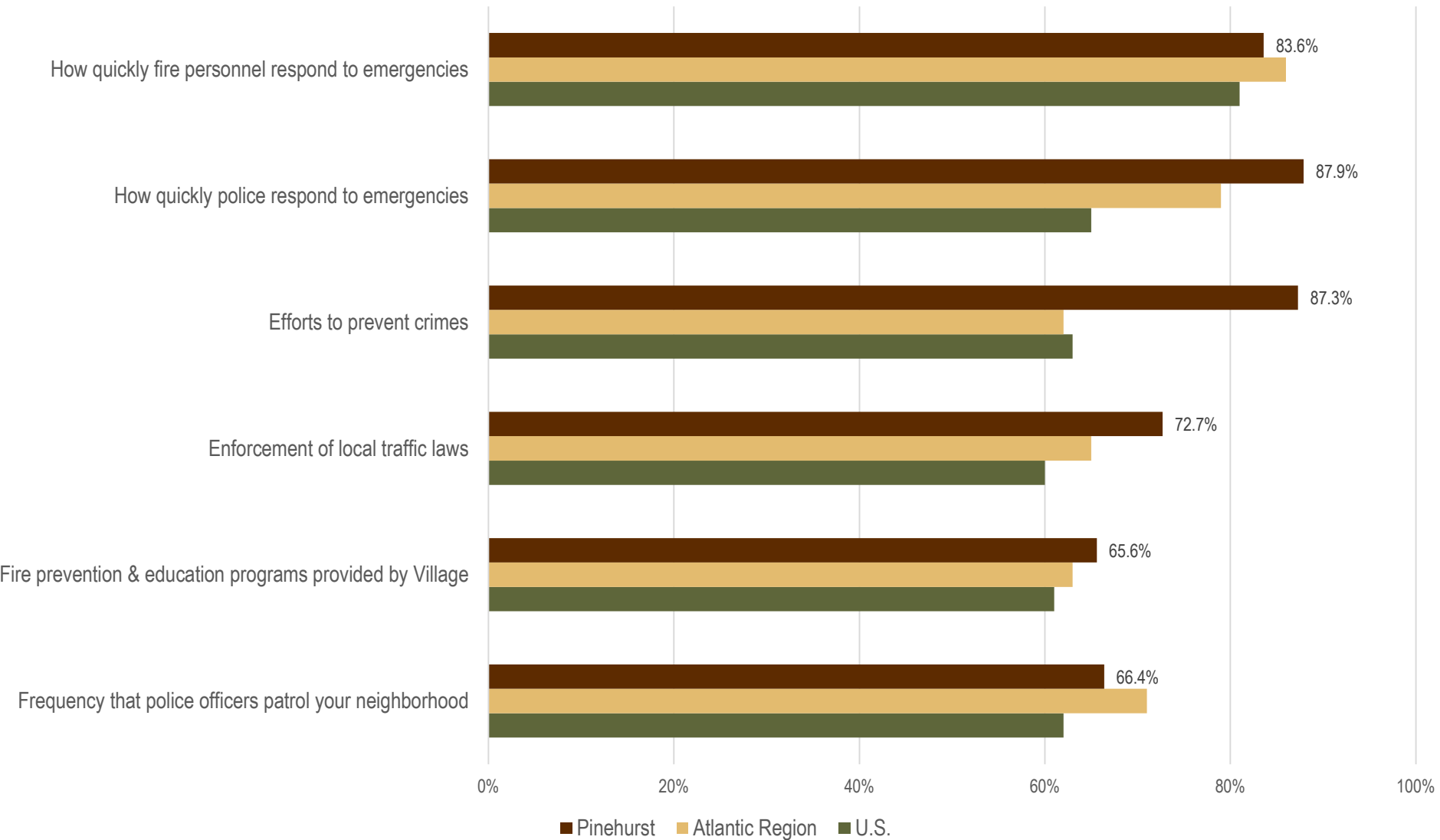
# Overall Satisfaction with Village Services



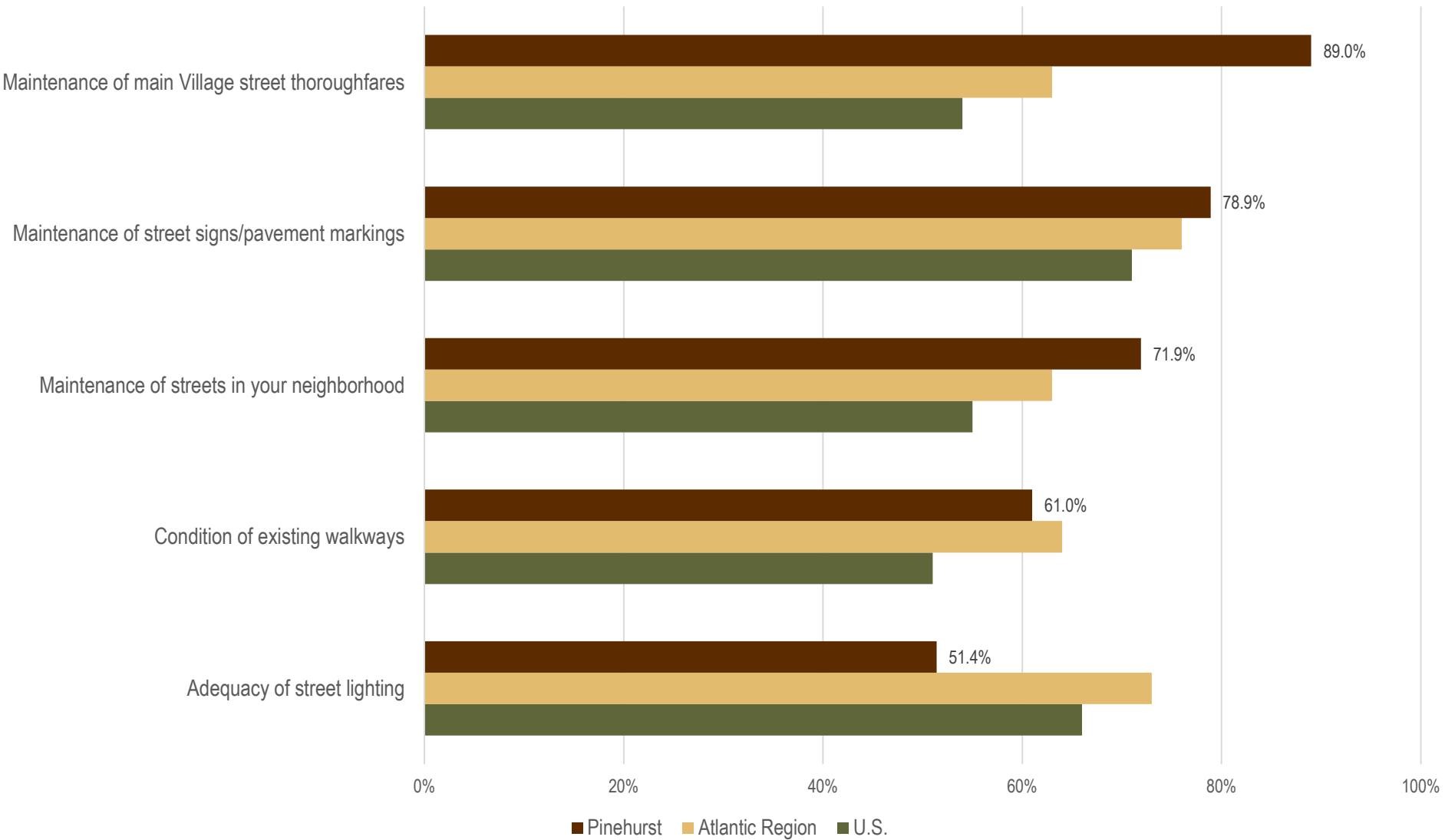
# Satisfaction with Issues that Influence Perceptions of the Village



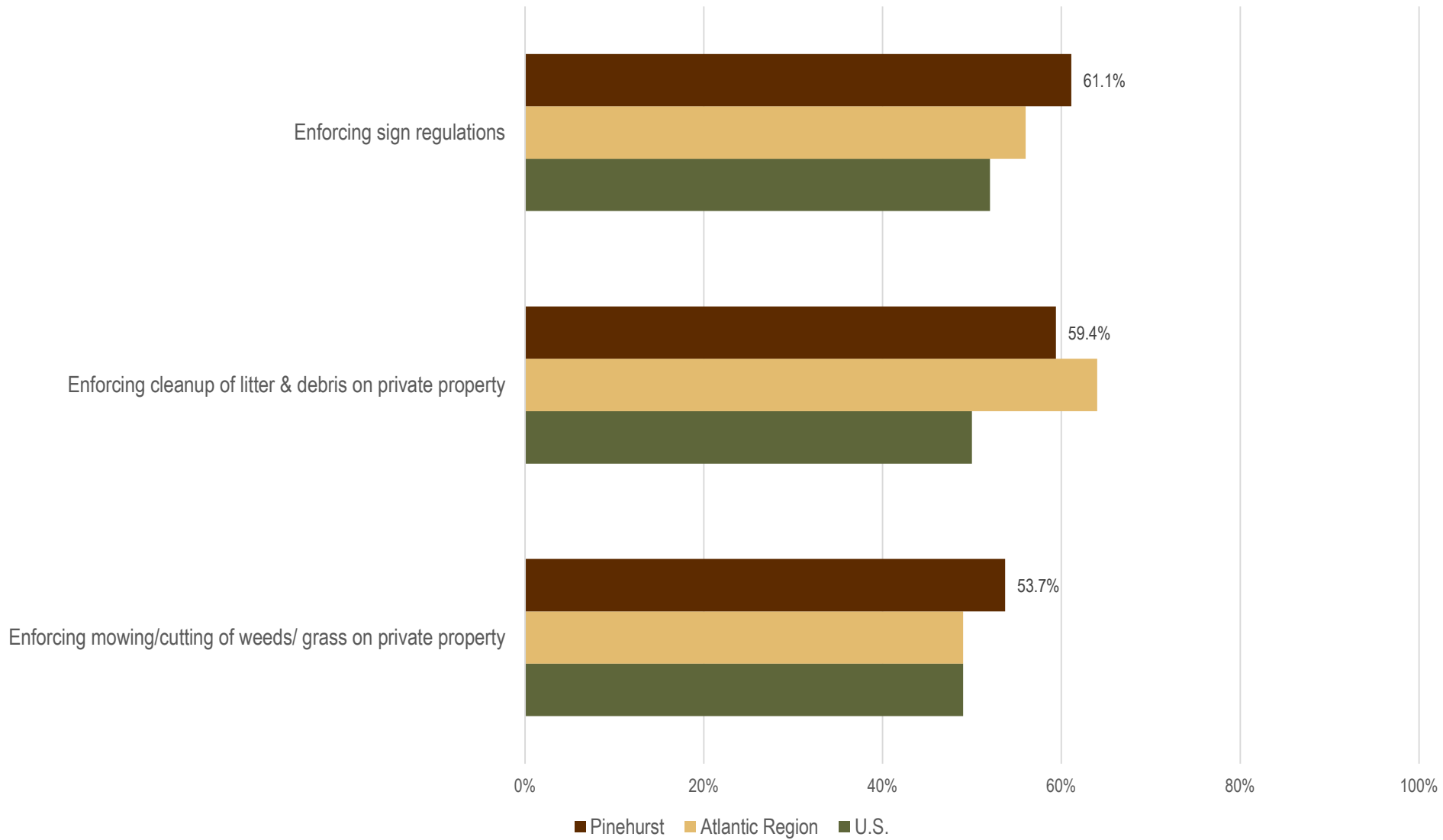
# Overall Satisfaction with Public Safety Services



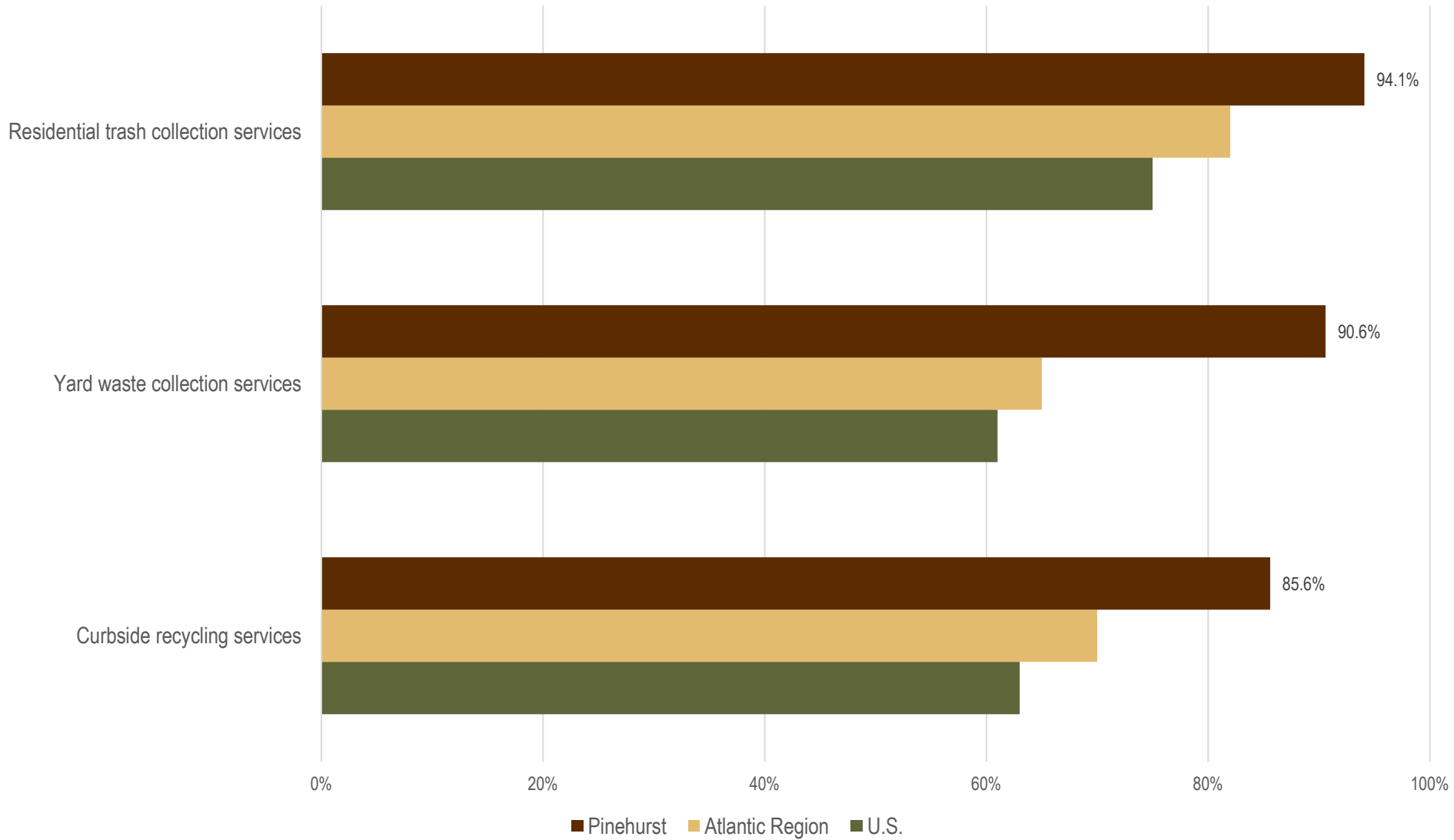
# Overall Satisfaction with Transportation/Public Services



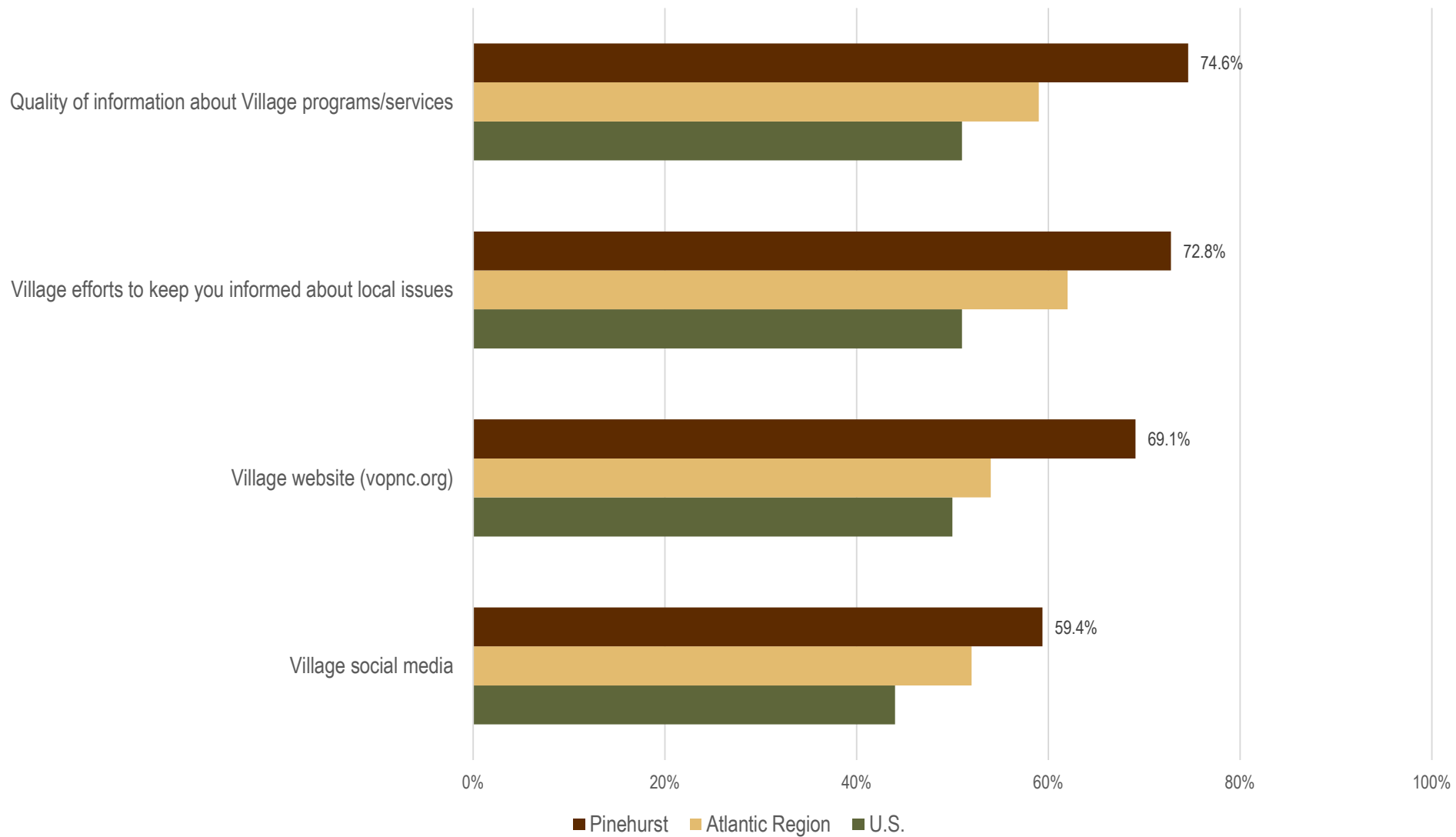
# Overall Satisfaction with Code Enforcement



# Overall Satisfaction with Solid Waste Services



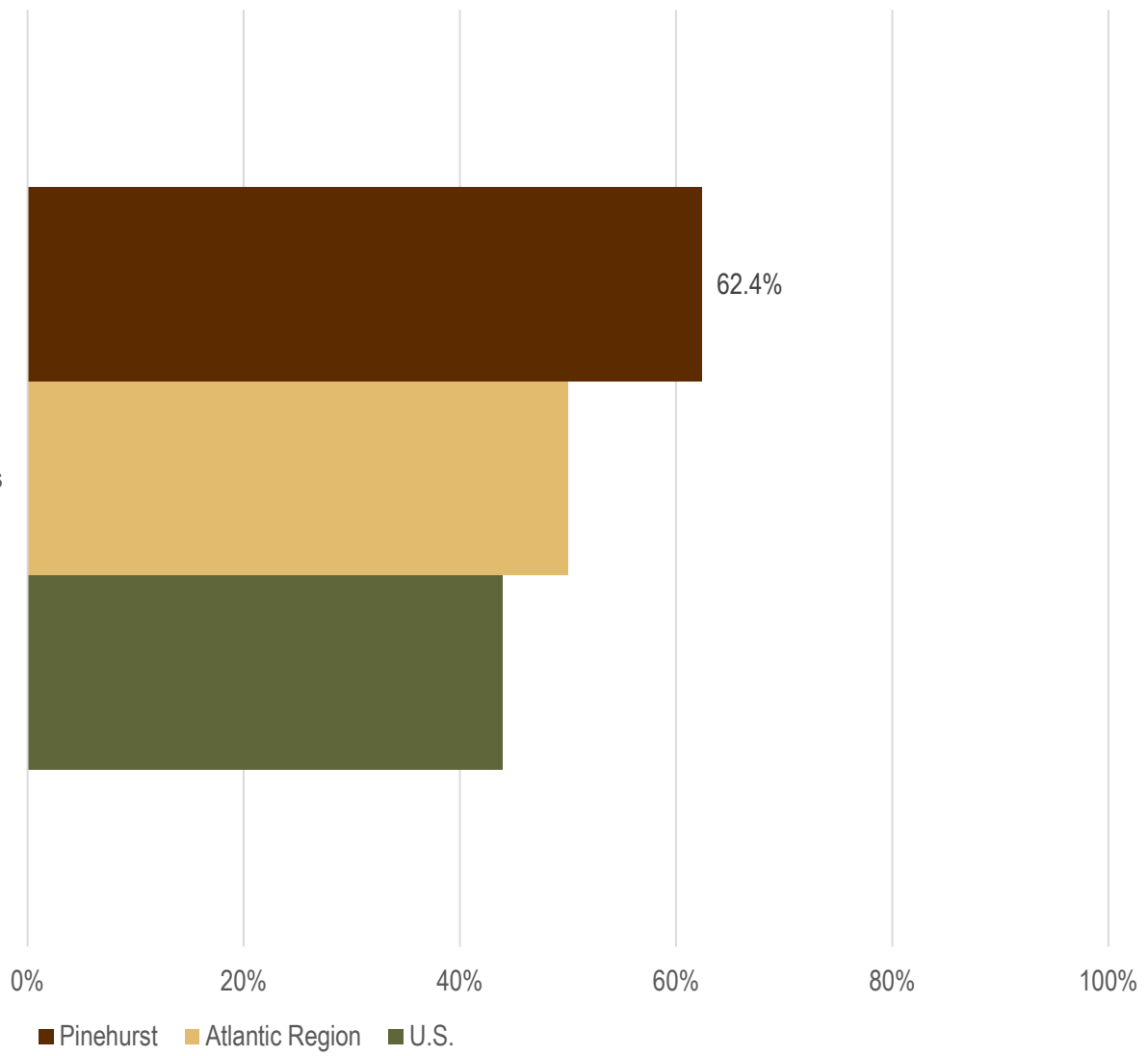
# Overall Satisfaction with Communication





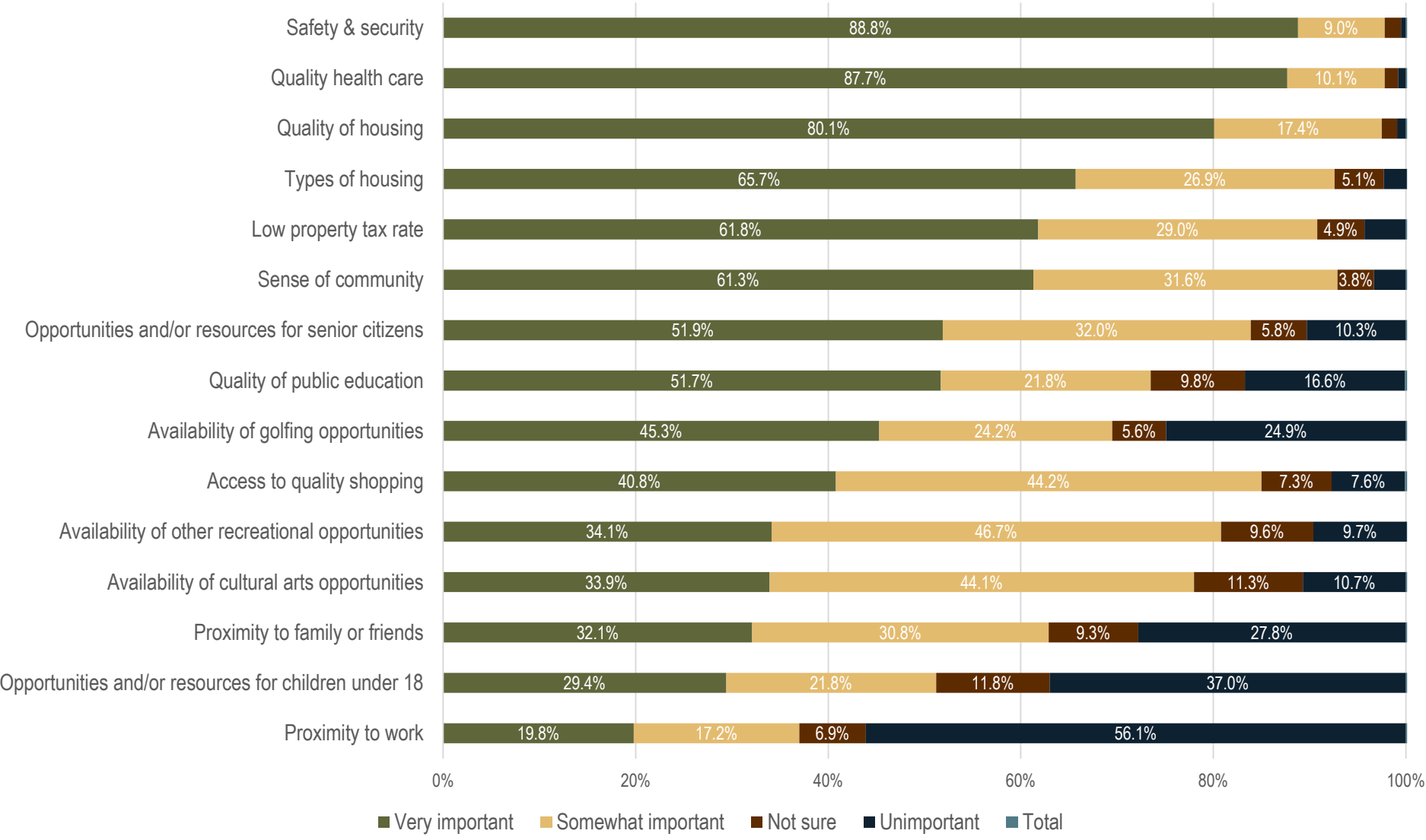
# Overall Satisfaction with Village Leadership

Overall quality of leadership provided by Village's elected officials

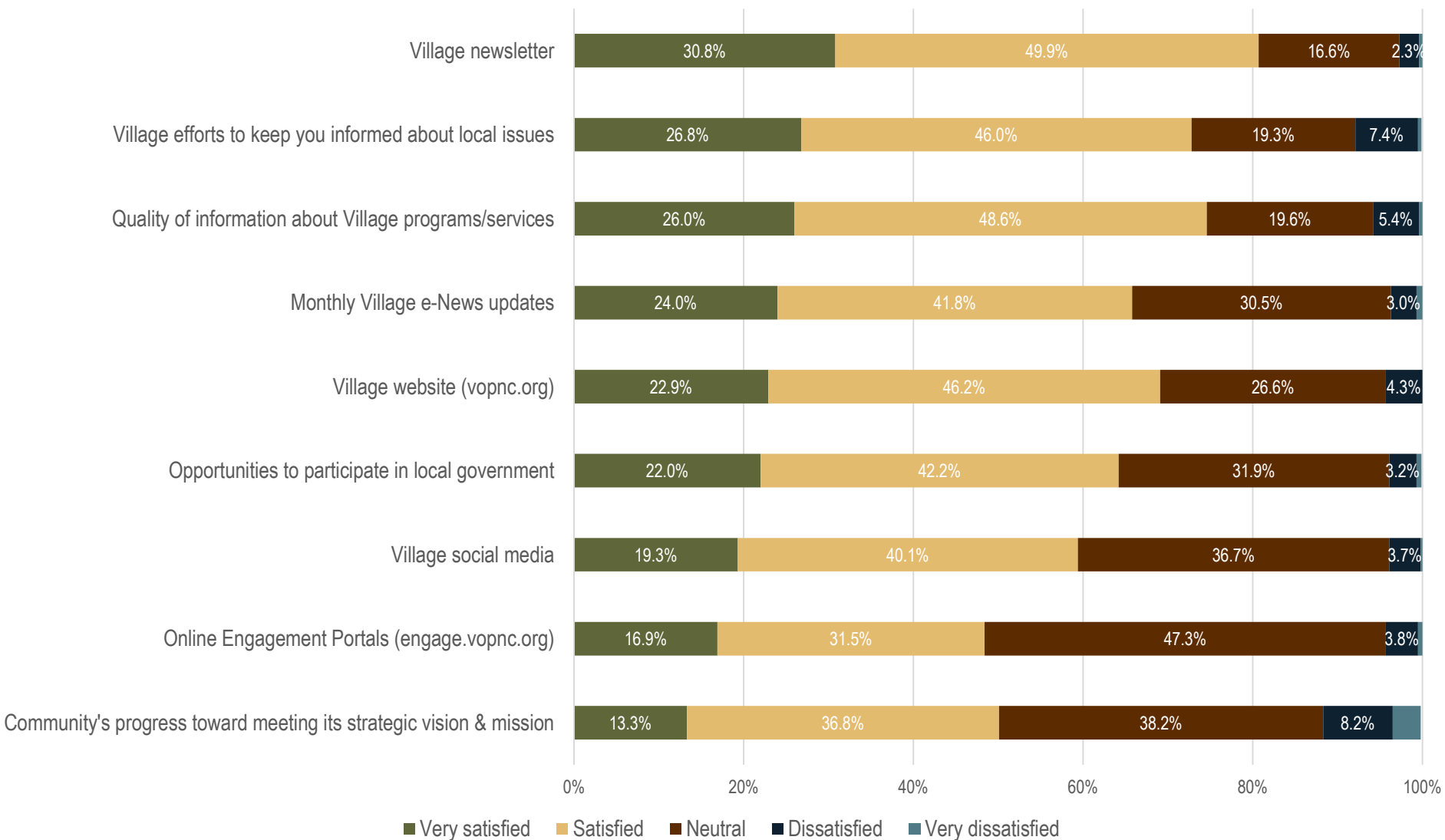


# Other Findings

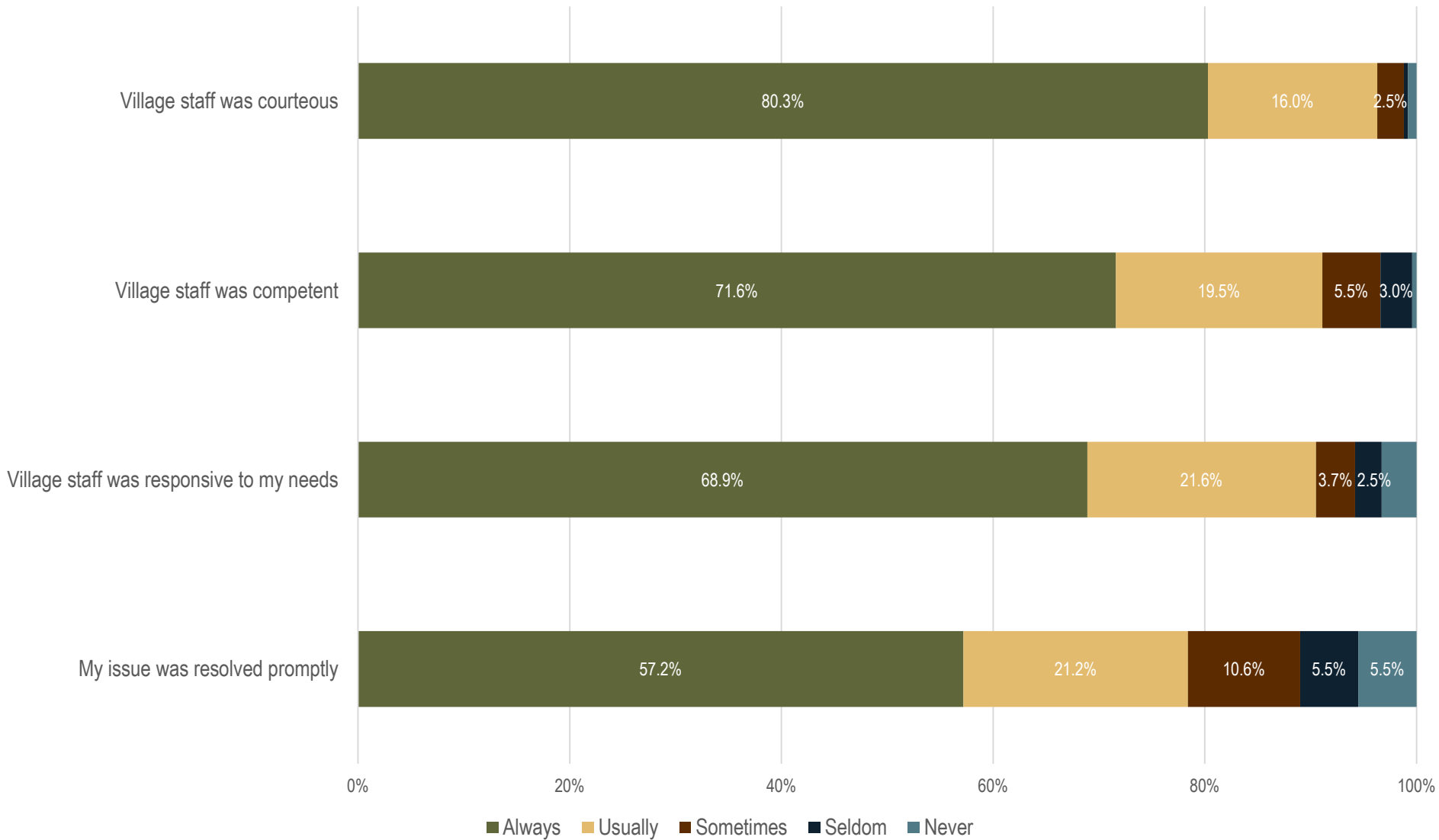
# Reasons to Live in Pinehurst



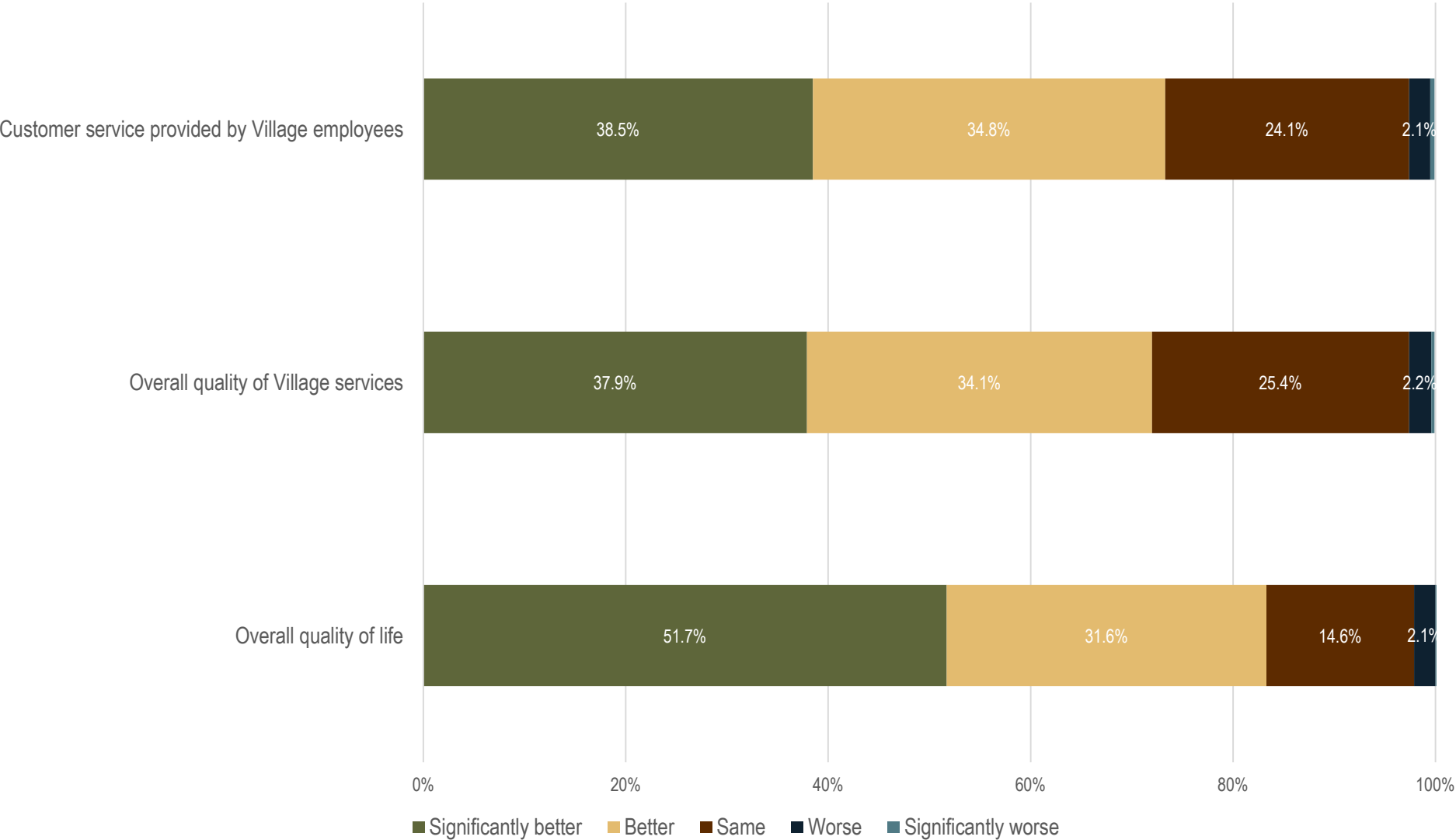
# Satisfaction of Public Communication and Outreach



# Experiences with Village Employees



# Satisfaction with Pinehurst Compared to Previous Residence(s)



# Summary

# In Summary

- **Residents Have a Very Positive Perception of the Village**
  - ❑ 95% rated Pinehurst as excellent or good place to live
  - ❑ 96% of residents indicated that their overall feeling of safety in the Village as either excellent or good.
- **The Village Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased or stayed the same in 32 of 89 areas since 2020, and 66 of 77 areas since 2013
- **Satisfaction with Village Services Is Much Higher in Pinehurst Than Other Communities**
  - ❑ Pinehurst rated above the U.S. Average in 48 of 49 areas
  - ❑ Satisfaction with Customer Service from Village Employees rated 35% above the U.S. Average
- **Overall Community Priorities:**
  - ❑ Efforts at maintaining the quality of neighborhoods
  - ❑ Enforcement of Village codes and ordinances





**Questions?**