

2017 Resident Survey

Findings Report



HISTORY, CHARM, AND SOUTHERN HOSPITALITY

conducted for
The Village of
Pinehurst, North Carolina

by

ETC Institute

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September 2017



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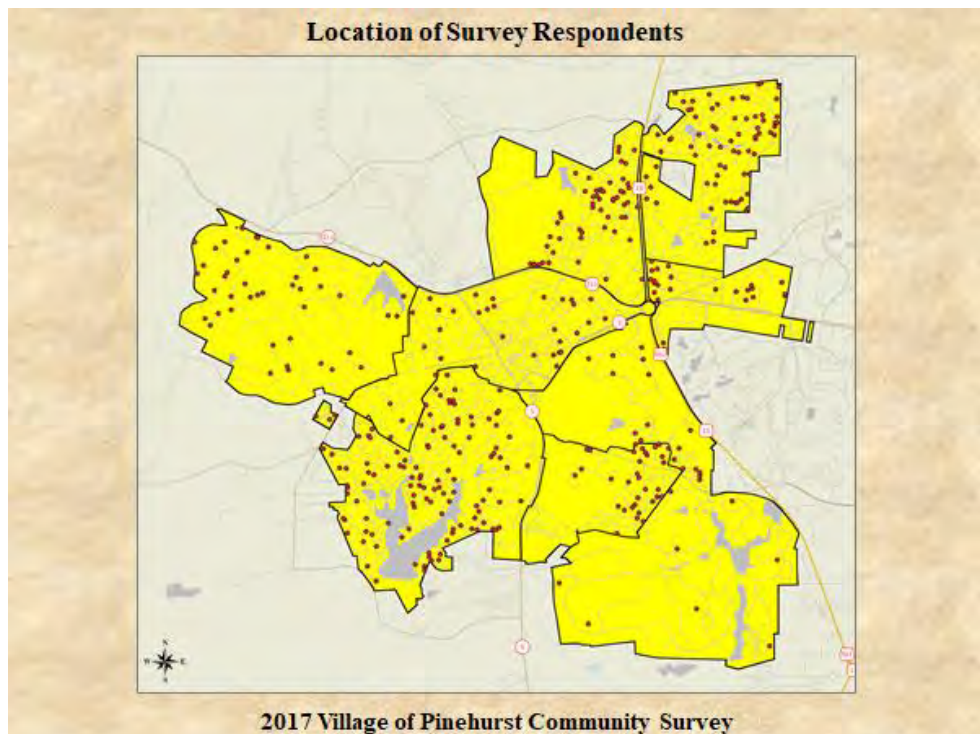
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Village of Pinehurst Community Survey 2017 Executive Summary Report

Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Village of Pinehurst during the summer of 2017. This is the sixth time that the survey was administered for the Village; the first time was in August and September of 2012. The survey was administered as part of an effort to assess citizen satisfaction with the quality of Village services. The results of this year's survey provide a valuable measurement of change – **TRENDS**. The information gathered from the survey will help the Village establish budget priorities and refine policy decisions, based on performance measurement provided by residents.

Methodology. A seven-page survey was mailed to a random sample of households in the Village of Pinehurst. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, a total of 414 completed the survey. The results for the random sample of 414 households have a



95% level of confidence with a precision of at least +/-4.8%. In order to better understand how well services are being delivered by the Village, ETC Institute geocoded the home address of respondents to the survey. The map above shows the physical distribution of survey respondents based on the location of their home.

The percentage of “no opinion” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Village of Pinehurst from other communities in the *DirectionFinder*® database. Since the number of “no opinion” responses often reflect the utilization and awareness of Village services, the percentage of “no opinion” responses has been provided in the tabular data section of this report. When the “no opinion” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs for each question on the survey, including short-term and long-term trend comparisons (section 1)
- GIS maps that show the results of selected questions as maps of the Village (section 2)
- benchmarking data that shows how the results for the Village of Pinehurst compare to other communities (section 3)
- importance-satisfaction analysis (section 4)
- tables showing the results for each question on the survey (section 5)
- a copy of the survey instrument (section 6)

Major Findings

- **Most of the residents surveyed were satisfied with Village services.** Ninety-five percent (95%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of fire services; 92% were satisfied with police services, 89% were satisfied with the solid waste services, and 83% were satisfied with the customer service provided by Village employees.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Village of Pinehurst over the next two years were: (1) street and right-of-way maintenance, (2) efforts to maintain the quality of their neighborhoods, (3) level of public involvement in local decisions, and (4) police services.
- **Perceptions of the Village.** Most (97%) of the residents surveyed *who had an opinion* indicated that they were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the Village; 95% were satisfied with the appearance of the Village, 95% were satisfied with the Village as a place to live, and 95% were satisfied with the overall image of the Village.

- **Public Safety.** Ninety-two percent (92%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with Village efforts to prevent crimes; 89% were satisfied with how quickly police respond to emergencies, and 88% were satisfied with how quickly fire personnel respond to emergencies.
- **Cultural and Recreation Services.** Ninety-two percent (92%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Village parks, 90% were satisfied with the number of Village parks, and 81% were satisfied with the availability of walking and greenway trails. These were the same three items with the highest levels of satisfaction in 2016, in the same order.
- **Community Development.** Seventy-four percent (74%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the enforcement of solid waste cart regulations; 64% were satisfied with the enforcement of sign regulations, and 60% were satisfied with the clean-up of litter and debris on private property.
- **Solid Waste Services.** Ninety-five percent (95%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection services; 94% were satisfied with curbside recycling services, and 90% were satisfied with yard waste collection services.
- **Public Services.** Ninety-two percent (92%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with landscaping in medians and other public areas; 90% were satisfied with the maintenance and preservation of downtown, 90% were satisfied with the cleanliness of streets and other public areas, and 89% were satisfied with the maintenance of main Village street thoroughfares.
- **Communication and Outreach.** Seventy-eight percent (78%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the Village Newsletter; 78% were satisfied with the quality of information about Village programs and services, and 72% were satisfied with Village website.
- **Customer Service.** Forty-three percent (43%) of residents have contacted the Village during the past year. Of the 43% that have contacted the Village, 96% felt the Village staff was “always” or “usually” courteous, 95% felt Village staff was “always” or “usually” competent and professional, and 93% felt Village staff were “always” or “usually” responsive to their needs.

Short-Term Trend Analysis

From 2016 to 2017, satisfaction ratings **have increased in 43 of the 86 areas** that were assessed, stayed the same in 11 areas, and decreased in 32 areas. There have been significant increases (5% or more) in satisfaction in 12 of these areas, and significant decreases in only 6 areas. The 43 areas that have had an increase in satisfaction since 2016 are listed below:

Service	2016	2017	Difference	Category
Range of amenities at parks & rec facilities	59%	69%	10%	Cultural and Recreation Services
Condition of existing sidewalks	60%	70%	10%	Public Services (Street Maintenance)
Availability of sidewalks/pedestrian facilities	42%	52%	10%	Public Services (Street Maintenance)
Village sponsored cultural arts events	66%	74%	8%	Cultural and Recreation Services
Quality of the stormwater runoff/management system	54%	62%	8%	Public Services (Street Maintenance)
Recreation program registration	90%	97%	7%	Services/Facilities Used by Residents
Quality of outdoor athletic fields and facilities	72%	78%	6%	Cultural and Recreation Services
Availability of outdoor athletic fields/facilities	66%	72%	6%	Cultural and Recreation Services
Monthly Village e-News updates	59%	65%	6%	Public Communication & Outreach
Fire prevention & education programs	66%	71%	5%	Public Safety
Number of Village parks	85%	90%	5%	Cultural and Recreation Services
Village website	67%	72%	5%	Public Communication & Outreach
Quality of Village parks	88%	92%	4%	Cultural and Recreation Services
Condition of walking/greenway trails	76%	80%	4%	Cultural and Recreation Services
Quality of youth recreation programs	54%	58%	4%	Cultural and Recreation Services
Village social media	59%	63%	4%	Public Communication & Outreach
How quickly fire personnel respond to emergencies	85%	88%	3%	Public Safety
Availability of recreation indoor facilities	41%	44%	3%	Cultural and Recreation Services
Landscaping in medians and other public areas	89%	92%	3%	Public Services (Street Maintenance)
Village staff was responsive to my needs	90%	93%	3%	Customer Service
Customer service provided by Village employees	81%	83%	2%	Overall Satisfaction With City Services
How quickly police respond to emergencies	87%	89%	2%	Public Safety
Enforcement of local traffic laws	79%	81%	2%	Public Safety
Availability of walking/greenway trails	79%	81%	2%	Cultural and Recreation Services
Quality of adult recreation programs	55%	57%	2%	Cultural and Recreation Services
Quality of recreation indoor facilities	47%	49%	2%	Cultural and Recreation Services
Residential trash collection services	93%	95%	2%	Solid Waste Services
Curbside recycling services	92%	94%	2%	Solid Waste Services
Adequacy of street lighting	50%	52%	2%	Public Services (Street Maintenance)
Fire Services	98%	100%	2%	Services/Facilities Used by Residents
Progress toward meeting strategic vision/mission	51%	53%	2%	Public Communication & Outreach
Satisfaction with the value received for taxes	71%	73%	2%	Value received for taxes
Solid waste services	88%	89%	1%	Overall Satisfaction With City Services
Promotion of natural resource conservation	68%	69%	1%	Overall Satisfaction With City Services
As a place to live	94%	95%	1%	Perceptions
Walking alone in your neighborhood during the day	98%	99%	1%	Safety and Security
In Village parks and recreation facilities	85%	86%	1%	Safety and Security
Availability of info about recreation programs	63%	64%	1%	Cultural and Recreation Services
Yard waste collection services	89%	90%	1%	Solid Waste Services
Maintenance/preservation of downtown	89%	90%	1%	Public Services (Street Maintenance)
Village staff was courteous	96%	97%	1%	Customer Service
Village staff was competent & professional	94%	95%	1%	Customer Service
My issue was resolved promptly	81%	82%	1%	Customer Service

Long-Term Trend Analysis

From 2013 to 2017, satisfaction ratings **have increased in 68 of the 85 areas** that were assessed, stayed the same in 7 areas, and decreased in 10 areas. There have been significant increases (5% or more) in satisfaction in 31 of these areas, and significant decreases in only 2 areas. The areas with the biggest increases in satisfaction since 2013 are listed below:

Service	2013	2017	Difference	Category
Condition of existing sidewalks	47%	70%	23%	Public Services (Street Maintenance)
Range of amenities at parks & rec facilities	50%	69%	19%	Cultural and Recreation Services
Availability of sidewalks/pedestrian facilities	34%	52%	18%	Public Services (Street Maintenance)
Library programs	70%	87%	17%	Given Memorial Library
Quality of the stormwater runoff/management system	48%	62%	14%	Public Services (Street Maintenance)
Village sponsored cultural arts events	63%	74%	11%	Cultural and Recreation Services
Level of public involvement in local decisions	40%	51%	11%	Overall Satisfaction With City Services
Recreation program registration	87%	97%	10%	Services/Facilities Used by Residents
Adequacy of street lighting	42%	52%	10%	Public Services (Street Maintenance)
Quality of outdoor athletic fields and facilities	69%	78%	9%	Cultural and Recreation Services
Availability of outdoor athletic fields/facilities	63%	72%	9%	Cultural and Recreation Services
Quality of Village parks	83%	92%	9%	Cultural and Recreation Services
Quality of youth recreation programs	49%	58%	9%	Cultural and Recreation Services
Availability of recreation indoor facilities	35%	44%	9%	Cultural and Recreation Services
Landscaping in medians and other public areas	83%	92%	9%	Public Services (Street Maintenance)
Availability of info about recreation programs	55%	64%	9%	Cultural and Recreation Services
Number of Village parks	82%	90%	8%	Cultural and Recreation Services
Quality of recreation indoor facilities	41%	49%	8%	Cultural and Recreation Services
Quality of info about Village programs/services	69%	77%	8%	Public Communication & Outreach
Enforcement of local traffic laws	74%	81%	7%	Public Safety
How quickly fire personnel respond to emergencies	82%	88%	6%	Public Safety
Quality of adult recreation programs	51%	57%	6%	Cultural and Recreation Services
Fire Services	94%	100%	6%	Services/Facilities Used by Residents
In Village parks and recreation facilities	80%	86%	6%	Safety and Security
Frequency police officers patrol your neighborhood	67%	73%	6%	Public Safety
Given Memorial Library services	83%	89%	6%	Given Memorial Library
Planning and inspections services	72%	78%	6%	Services/Facilities Used by Residents
Availability of walking/greenway trails	76%	81%	5%	Cultural and Recreation Services
Yard waste collection services	85%	90%	5%	Solid Waste Services
Village Hall Reception Desk	91%	96%	5%	Services/Facilities Used by Residents
As a place to raise children	71%	76%	5%	Perceptions
Village website	68%	72%	4%	Public Communication & Outreach
Condition of walking/greenway trails	76%	80%	4%	Cultural and Recreation Services
Progress toward meeting strategic vision/mission	49%	53%	4%	Public Communication & Outreach
Maintenance/preservation of downtown	86%	90%	4%	Public Services (Street Maintenance)
Police services	88%	92%	4%	Overall Satisfaction With City Services
Police Services	89%	93%	4%	Services/Facilities Used by Residents
Parks and recreation programs	72%	76%	4%	Overall Satisfaction With City Services

How Pinehurst Compares to Other Communities Nationally

Satisfaction ratings for Pinehurst **rated above the U.S. average in 48 of the 50 areas** that were assessed. Pinehurst rated significantly higher than the U.S. average (difference of 5% or more) in 46 of these areas. Listed below are the comparisons between Pinehurst and the U.S. average:

Service	Pinehurst	U.S.	Difference	Category
Maintenance of main Village street thoroughfares	89%	50%	39%	Maintenance
Landscaping in medians/other public areas	92%	54%	38%	Maintenance
Customer service provided by Village employees	83%	47%	36%	Overall Satisfaction with Village Services
Village efforts to prevent crimes	92%	56%	36%	Public Safety
As a place to retire	93%	58%	35%	Perceptions
Overall appearance of Village	95%	62%	33%	Perceptions
Overall image of Village	95%	64%	31%	Perceptions
Quality of info about Village programs/services	77%	46%	31%	Communication
Village communication with residents	77%	47%	30%	Overall Satisfaction with Village Services
Overall cleanliness of streets/other public areas	90%	62%	28%	Maintenance
Overall feeling of safety in Village	97%	69%	28%	Perceptions
Maintenance/preservation of downtown	90%	63%	27%	Maintenance
As a place to live	95%	70%	25%	Perceptions
Curbside recycling services	94%	69%	25%	Solid Waste
Opportunities to participate in local government	58%	34%	24%	Communication
How quickly police respond to emergencies	89%	65%	24%	Public Safety
Street and right-of-way maintenance	65%	41%	24%	Overall Satisfaction with Village Services
Yard waste collection services	90%	66%	24%	Solid Waste
Efforts to keep you informed about local issues	69%	46%	23%	Communication
Condition of existing sidewalks	70%	47%	23%	Maintenance
Residential trash collection services	95%	73%	22%	Solid Waste
Police services	92%	70%	22%	Overall Satisfaction with Village Services
Quality of Village parks	92%	70%	22%	Parks and Recreation
Number of Village parks	90%	68%	22%	Parks and Recreation
Maintenance of streets in your neighborhood	69%	48%	21%	Maintenance
Condition of walking/greenway trails	80%	59%	21%	Parks and Recreation
Overall quality of life in Village	94%	73%	21%	Perceptions
Solid waste services	89%	69%	20%	Overall Satisfaction with Village Services
Cleanup of litter/debris on private property	60%	41%	19%	Code Enforcement
Level of public involvement in local decisions	51%	33%	18%	Overall Satisfaction with Village Services
Availability of walking/greenway trails	81%	63%	18%	Parks and Recreation
Enforcement of local traffic laws	81%	64%	17%	Public Safety
Winter weather response on Village streets	74%	58%	16%	Maintenance
Frequency police officers patrol your neighborhood	73%	59%	14%	Public Safety
Quality of outdoor athletic fields & facilities	78%	65%	13%	Parks and Recreation
Enforcing sign regulations	64%	51%	13%	Code Enforcement
Parks and recreation facilities	76%	64%	12%	Overall Satisfaction with Village Services
Parks and recreation programs	76%	64%	12%	Overall Satisfaction with Village Services
Fire services	95%	83%	12%	Overall Satisfaction with Village Services
Mowing/cutting grass on private property	51%	41%	10%	Code Enforcement
Village website	72%	62%	10%	Communication
As a place to raise children	76%	68%	8%	Perceptions
Maintenance of street signs/pavement markings	78%	71%	7%	Maintenance
Village social media	63%	56%	7%	Communication
Enforcement of Village codes & ordinances	59%	52%	7%	Overall Satisfaction with Village Services
Fire prevention & education programs	71%	65%	6%	Public Safety
How quickly fire personnel respond to emergencies	88%	84%	4%	Public Safety
Quality of adult recreation programs	57%	54%	3%	Parks and Recreation
Quality of youth recreation programs	58%	60%	-2%	Parks and Recreation
Adequacy of street lighting	52%	56%	-4%	Maintenance

How Pinehurst Compares to Other Communities Regionally

Satisfaction ratings for Pinehurst **rated above the Atlantic regional average in 46 of the 50 areas** that were assessed. Pinehurst rated significantly higher than the Atlantic regional average (difference of 5% or more) in 44 of these areas. Listed below are the comparisons between Pinehurst and the Atlantic regional average:

Service	Pinehurst	Atlantic Region	Difference	Category
Maintenance of main Village street thoroughfares	89%	48%	41%	Maintenance
Customer service provided by Village employees	83%	45%	38%	Overall Satisfaction with Village Services
As a place to retire	93%	57%	36%	Perceptions
Landscaping in medians/other public areas	92%	56%	36%	Maintenance
Village efforts to prevent crimes	92%	59%	33%	Public Safety
Maintenance/preservation of downtown	90%	57%	33%	Maintenance
Overall appearance of Village	95%	64%	31%	Perceptions
Overall cleanliness of streets/other public areas	90%	59%	31%	Maintenance
Overall image of Village	95%	65%	30%	Perceptions
Overall feeling of safety in Village	97%	70%	27%	Perceptions
Quality of info about Village programs/services	77%	51%	26%	Communication
Village communication with residents	77%	52%	25%	Overall Satisfaction with Village Services
As a place to live	95%	71%	24%	Perceptions
Curbside recycling services	94%	70%	24%	Solid Waste
Efforts to keep you informed about local issues	69%	46%	23%	Communication
Opportunities to participate in local government	58%	35%	23%	Communication
How quickly police respond to emergencies	89%	67%	22%	Public Safety
Enforcement of local traffic laws	81%	59%	22%	Public Safety
Street and right-of-way maintenance	65%	44%	21%	Overall Satisfaction with Village Services
Cleanup of litter/debris on private property	60%	39%	21%	Code Enforcement
Condition of existing sidewalks	70%	49%	21%	Maintenance
Maintenance of streets in your neighborhood	69%	48%	21%	Maintenance
Solid waste services	89%	69%	20%	Overall Satisfaction with Village Services
Residential trash collection services	95%	75%	20%	Solid Waste
Police services	92%	73%	19%	Overall Satisfaction with Village Services
Condition of walking/greenway trails	80%	61%	19%	Parks and Recreation
Yard waste collection services	90%	71%	19%	Solid Waste
Overall quality of life in Village	94%	76%	18%	Perceptions
Quality of Village parks	92%	74%	18%	Parks and Recreation
Number of Village parks	90%	72%	18%	Parks and Recreation
Level of public involvement in local decisions	51%	35%	16%	Overall Satisfaction with Village Services
Mowing/cutting grass on private property	51%	35%	16%	Code Enforcement
Quality of outdoor athletic fields & facilities	78%	63%	15%	Parks and Recreation
Enforcing sign regulations	64%	51%	13%	Code Enforcement
Availability of walking/greenway trails	81%	68%	13%	Parks and Recreation
Winter weather response on Village streets	74%	61%	13%	Maintenance
Frequency police officers patrol your neighborhood	73%	62%	11%	Public Safety
Parks and recreation facilities	76%	66%	10%	Overall Satisfaction with Village Services
Parks and recreation programs	76%	67%	9%	Overall Satisfaction with Village Services
Village website	72%	63%	9%	Communication
Fire services	95%	87%	8%	Overall Satisfaction with Village Services
As a place to raise children	76%	68%	8%	Perceptions
Maintenance of street signs/pavement markings	78%	72%	6%	Maintenance
Village social media	63%	58%	5%	Communication
Enforcement of Village codes & ordinances	59%	55%	4%	Overall Satisfaction with Village Services
How quickly fire personnel respond to emergencies	88%	87%	1%	Public Safety
Fire prevention & education programs	71%	72%	-1%	Public Safety
Quality of adult recreation programs	57%	61%	-4%	Parks and Recreation
Quality of youth recreation programs	58%	63%	-5%	Parks and Recreation
Adequacy of street lighting	52%	57%	-5%	Maintenance

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Village identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each Village service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Village services over the next two years. If the Village wants to improve its overall satisfaction rating, the Village should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 5 of this report.

Overall Priorities for the Village by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Village services. This analysis was conducted to help set the overall priorities for the Village. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the Village’s overall satisfaction rating are listed below:

- Level of public involvement in local decisions (IS Rating = .1483)
- Street and right-of-way maintenance (IS Rating = .1362)
- Efforts at maintaining quality of neighborhoods (IS Rating = .1043)

The table below shows the importance-satisfaction rating for all 12 major categories of Village services that were rated.

Importance-Satisfaction Rating						
Village of Pinehurst, NC						
OVERALL VILLAGE SERVICES						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Level of public involvement in local decisions	31%	3	52%	12	0.1483	1
Street and right-of-way maintenance	39%	1	65%	10	0.1362	2
Efforts at maintaining quality of neighborhoods	33%	2	68%	9	0.1043	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	24%	5	60%	11	0.0973	4
Parks and recreation facilities	21%	6	77%	6	0.0501	5
Promotion of natural resource conservation	15%	10	69%	8	0.0462	6
Village communication with residents	19%	7	78%	5	0.0430	7
Parks and recreation programs	17%	8	76%	7	0.0404	8
Police services	26%	4	91%	2	0.0220	9
Customer service provided by Village employees	8%	12	83%	4	0.0130	10
Solid waste services	8%	11	89%	3	0.0090	11
Fire services	15%	9	95%	1	0.0082	12

Priorities Within Departments/Specific Areas: The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are rated as the top priorities within each department over the next two years are listed below:

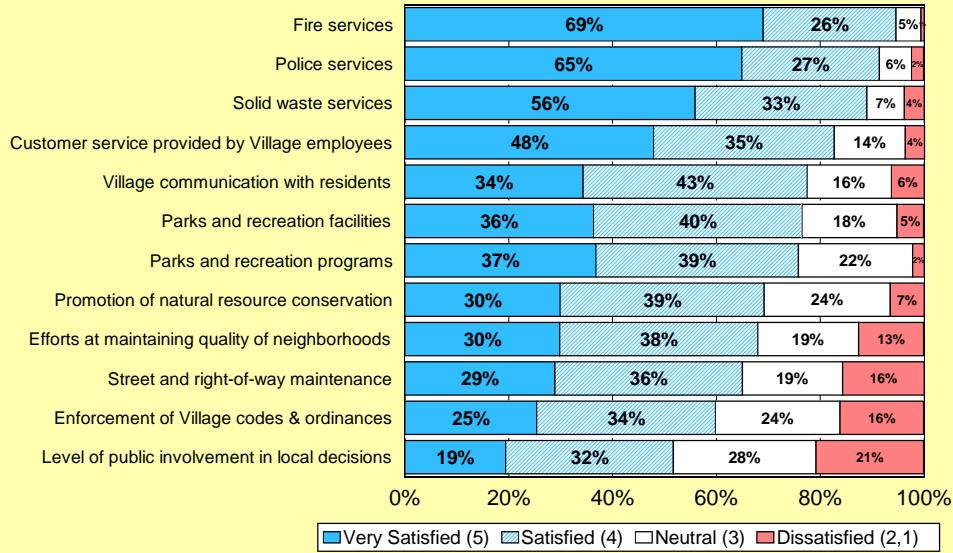
- **Public Safety:** Frequency police officers patrol neighborhoods
- **Cultural & Recreation:** Availability of recreation indoor facilities
- **Public Services:** Adequacy of street lighting, availability of sidewalks/pedestrian facilities and maintenance of neighborhood streets

Section 1

Charts and Graphs

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category

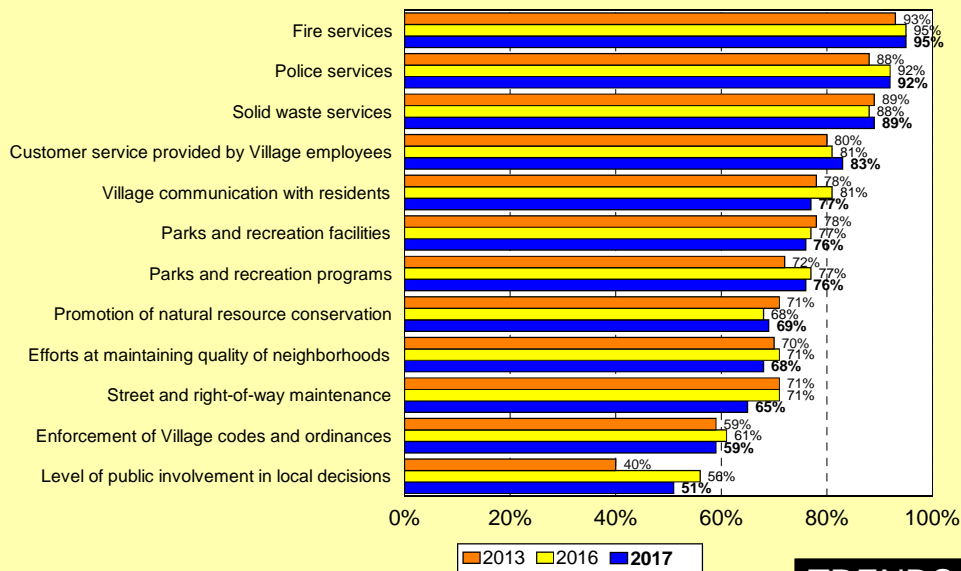
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

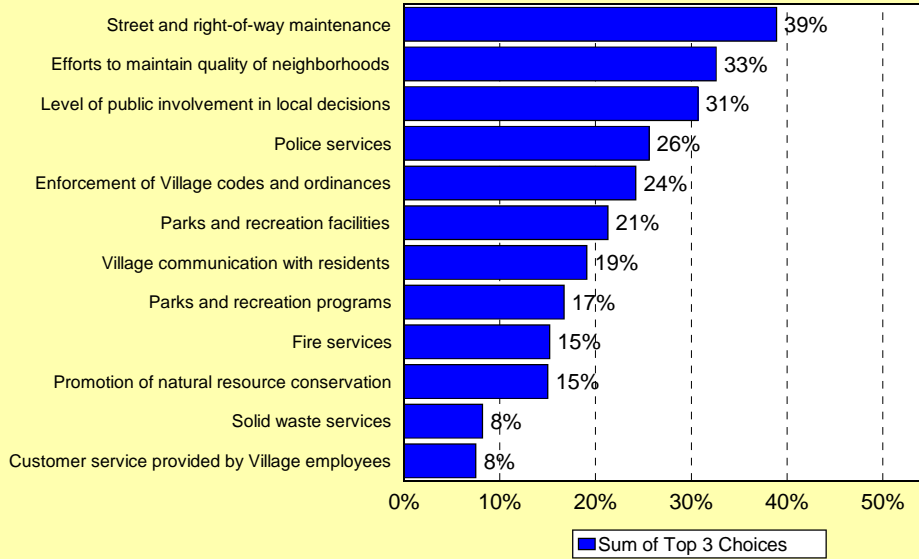


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Q2. Village Services That Should Receive the Most Emphasis Over the Next Two Years

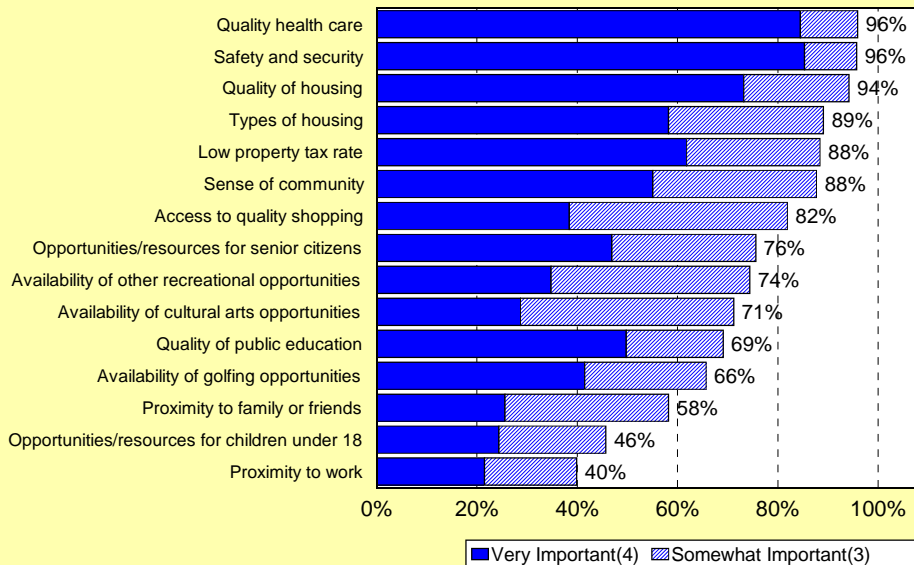
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q3a. Level of Importance of Various Reasons for Choosing to Live in Pinehurst

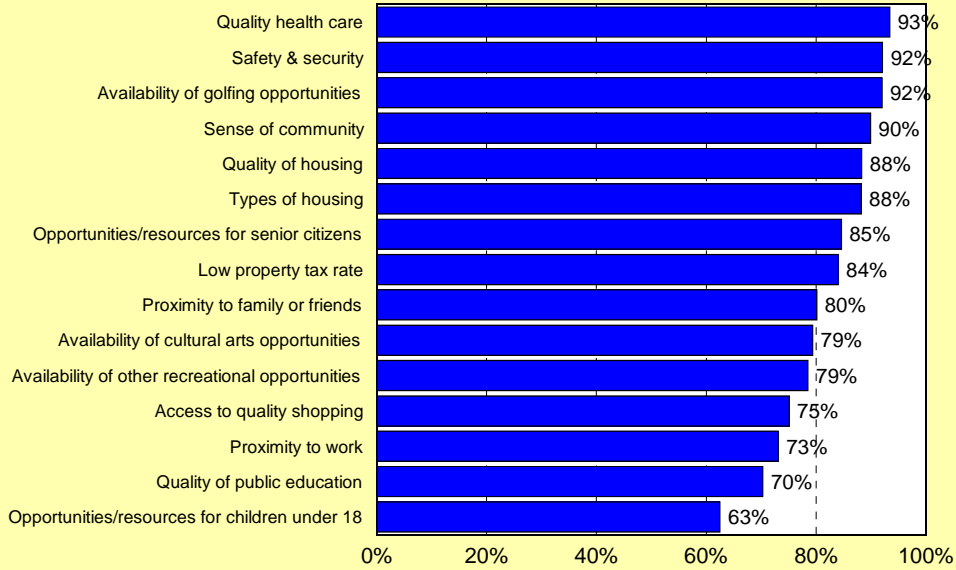
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

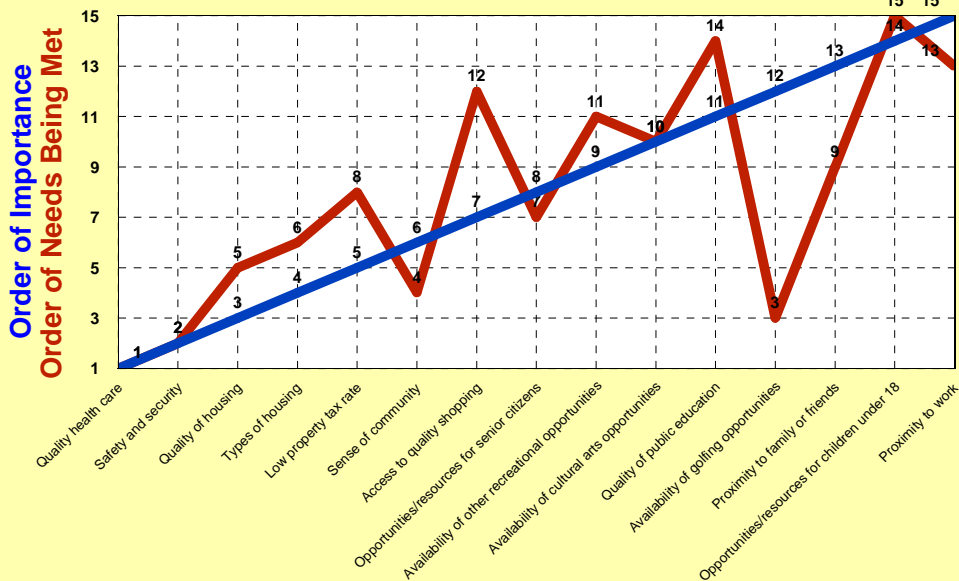
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

The Importance of Various Reasons for Choosing to Live in Pinehurst vs. Needs Being Met in Pinehurst

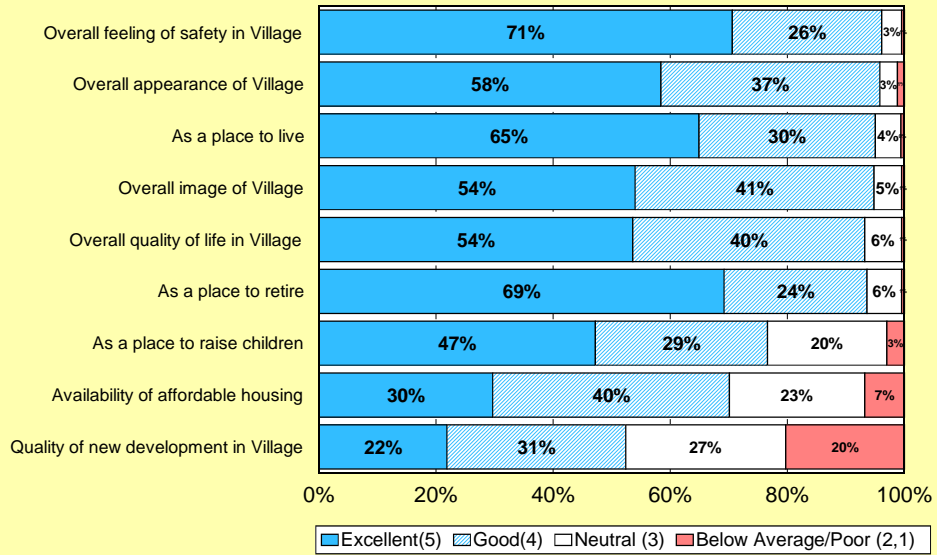


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Red points above the blue line are needs that are not being met relative to their importance

Q4. Perception Residents Have of Pinehurst as a Community

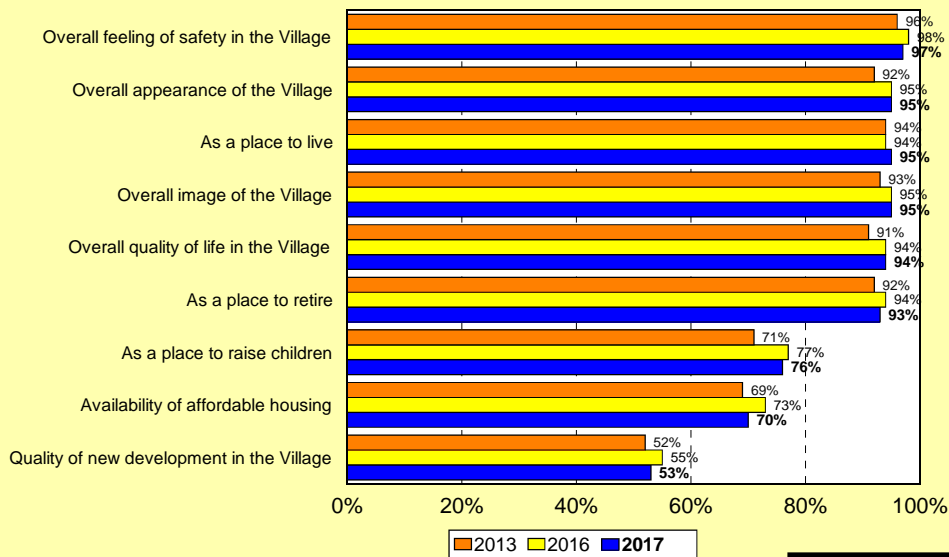
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

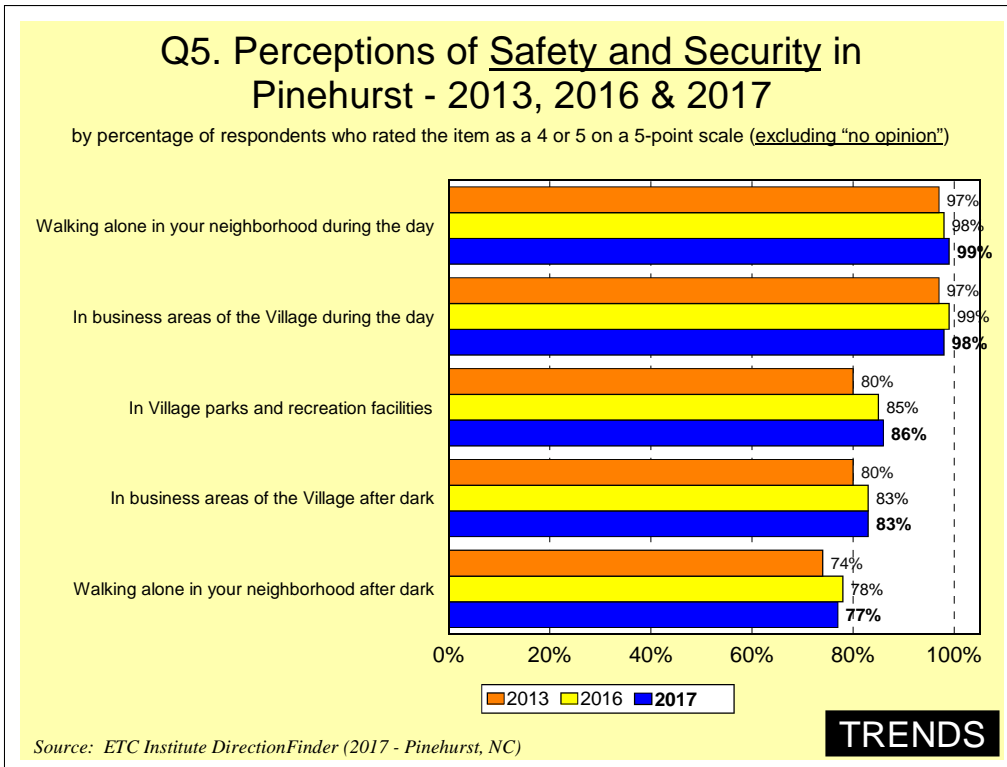
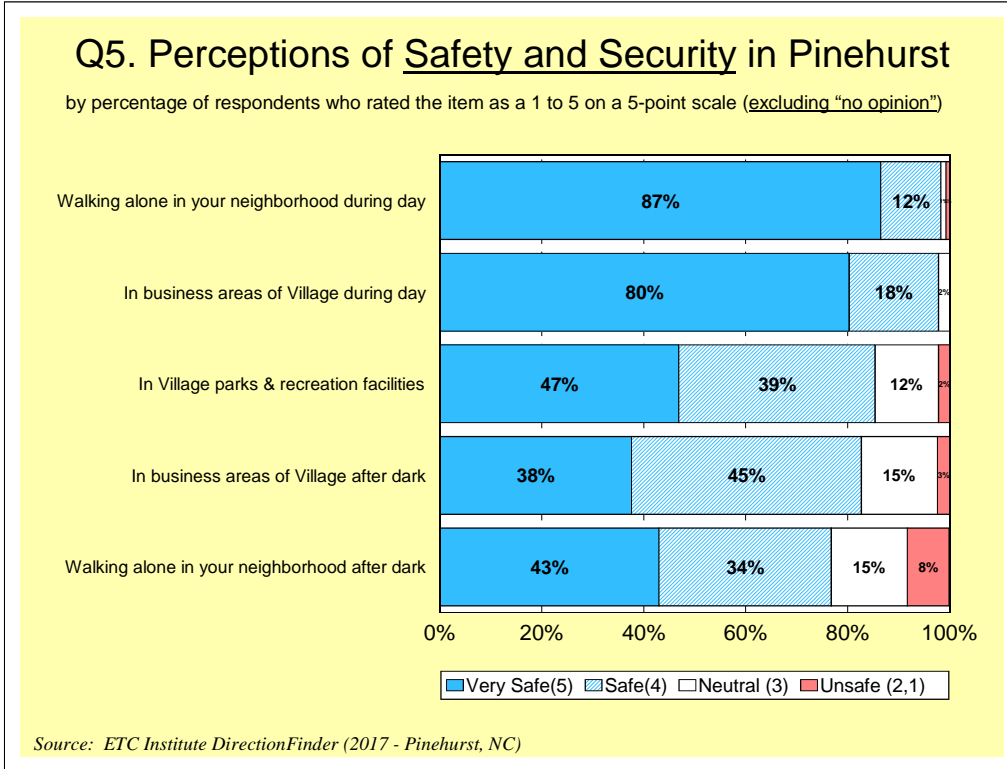
Q4. Perception Residents Have of Pinehurst as a Community - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")



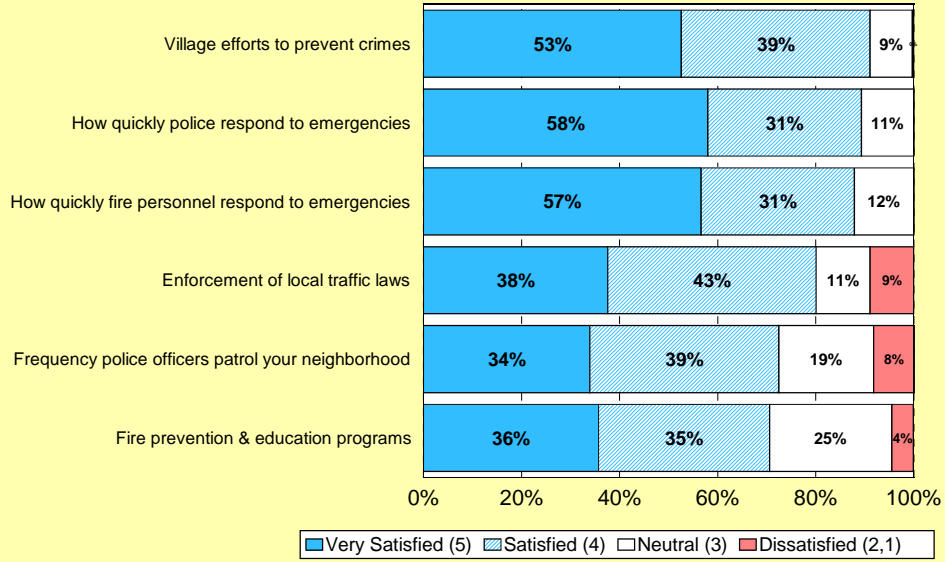
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS



Q6. Satisfaction with Various Aspects of Public Safety

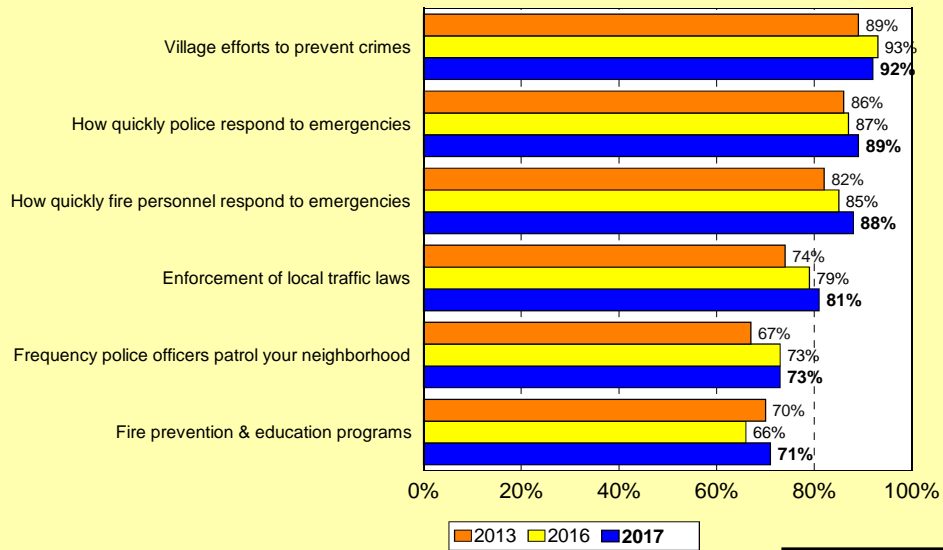
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

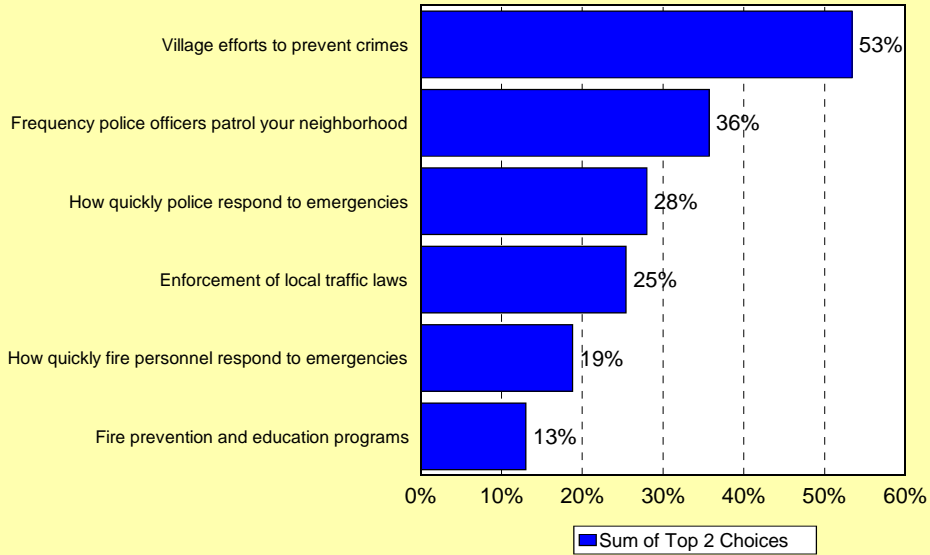


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q7. Public Safety Services That should Receive the Most Emphasis Over the Next TWO Years

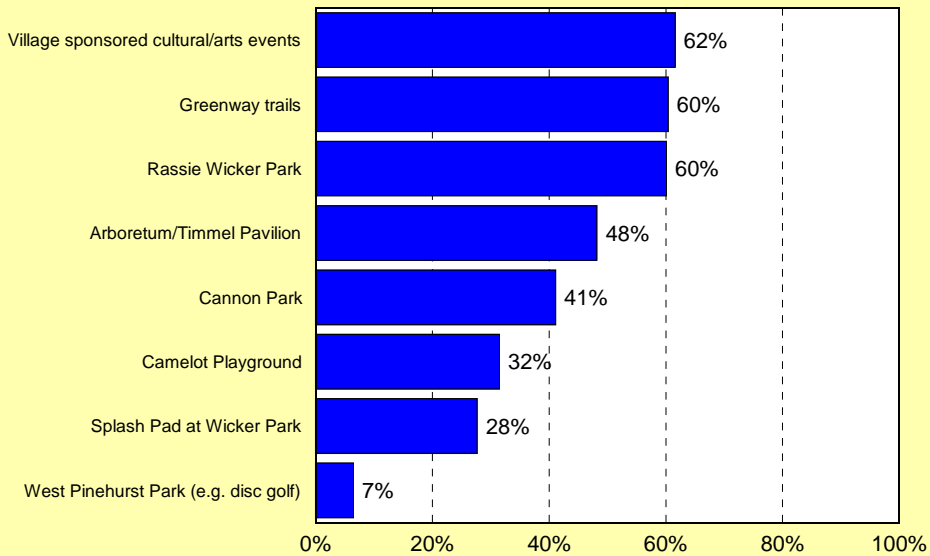
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q8. Village of Pinehurst Parks and Recreation Programs and Facilities Residents Have Used During the Past Year

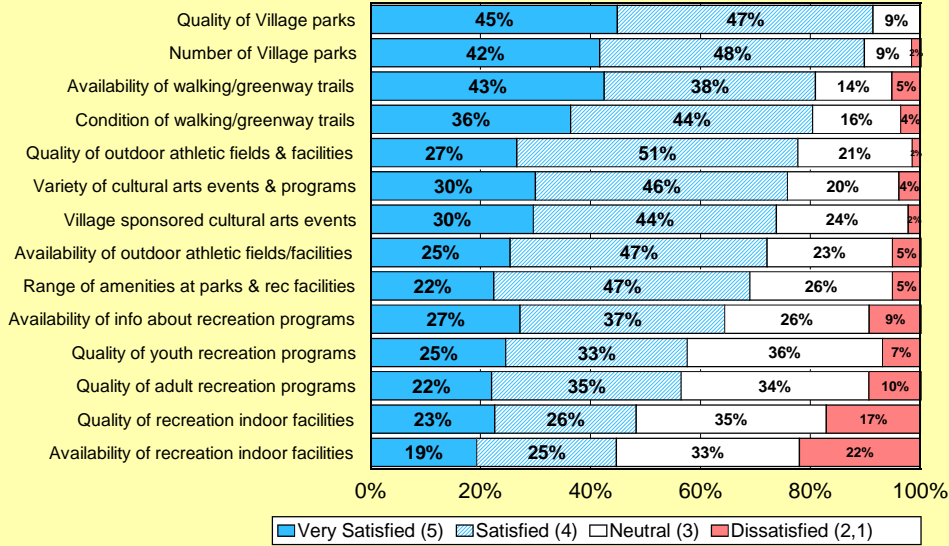
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services

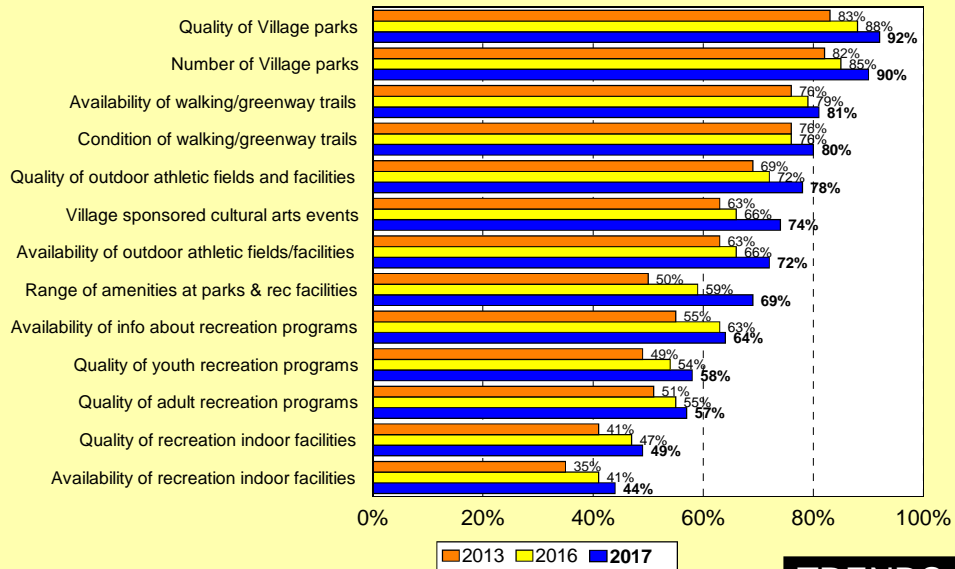
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

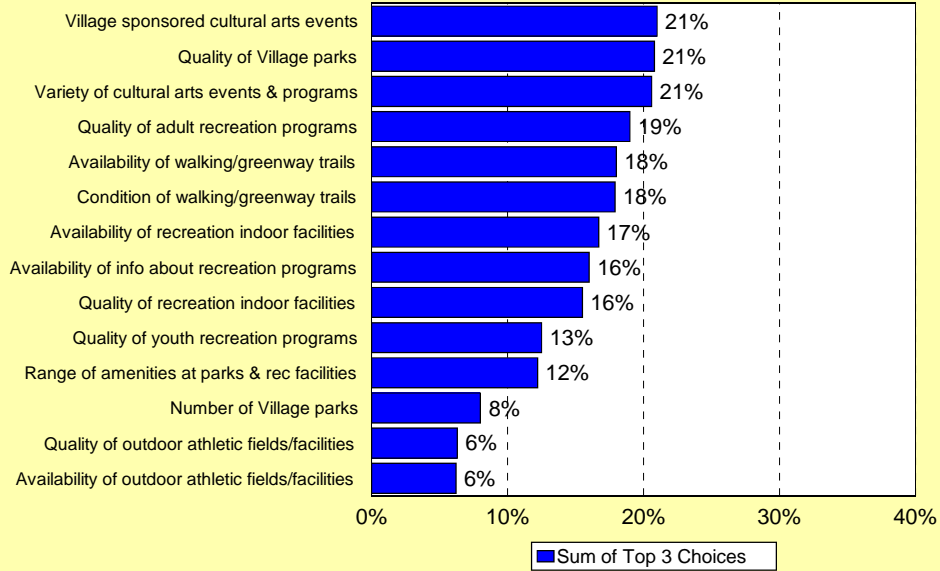


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Q10. Cultural and Recreation Services That Should Receive the Most Emphasis Over the Next TWO Years

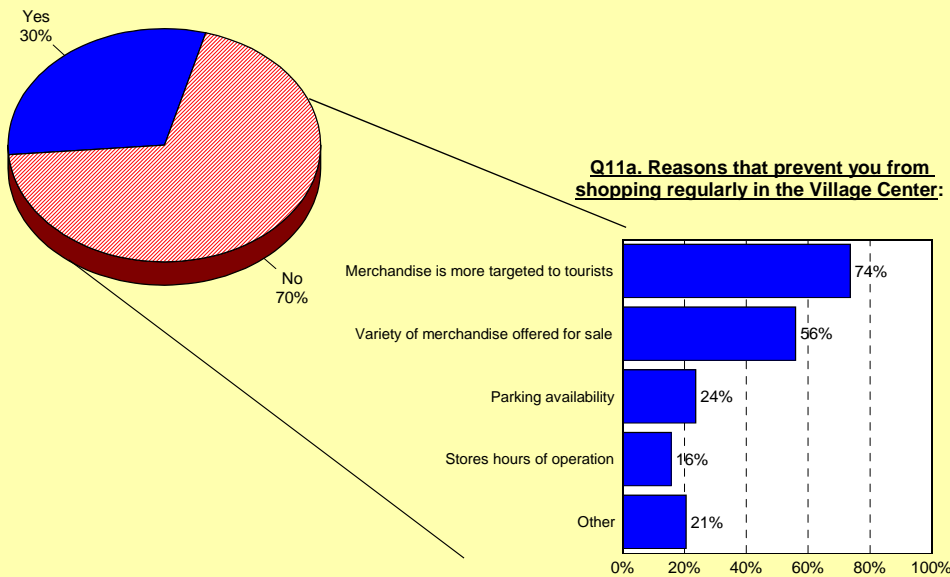
by percentage of respondents who selected the item as one of their top three choices



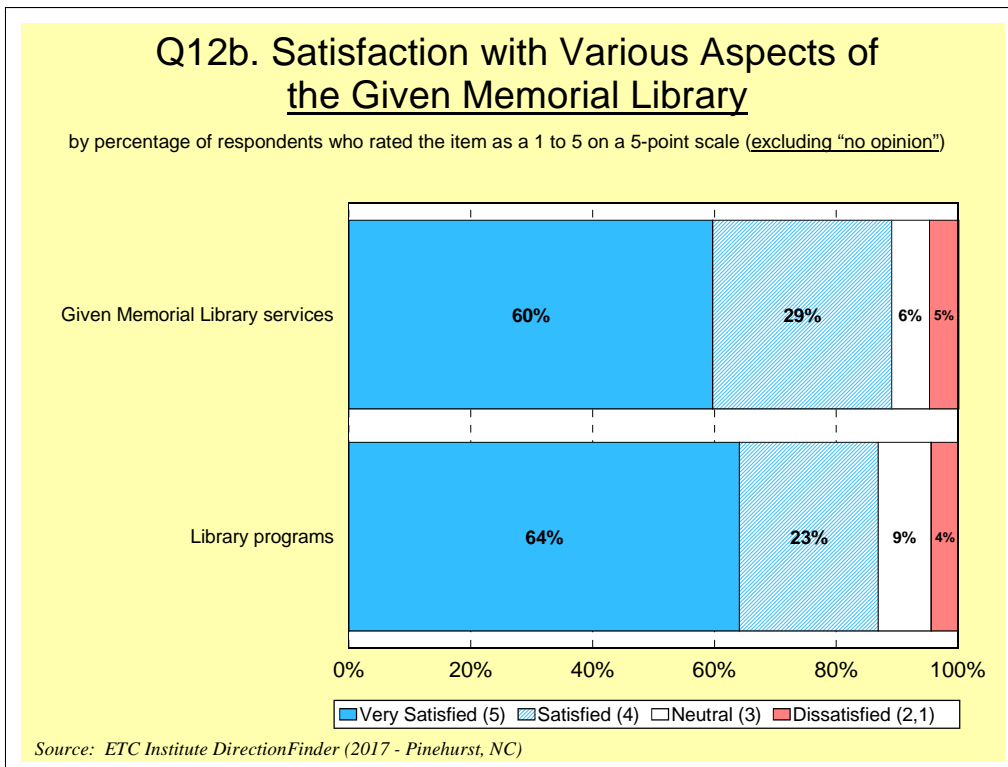
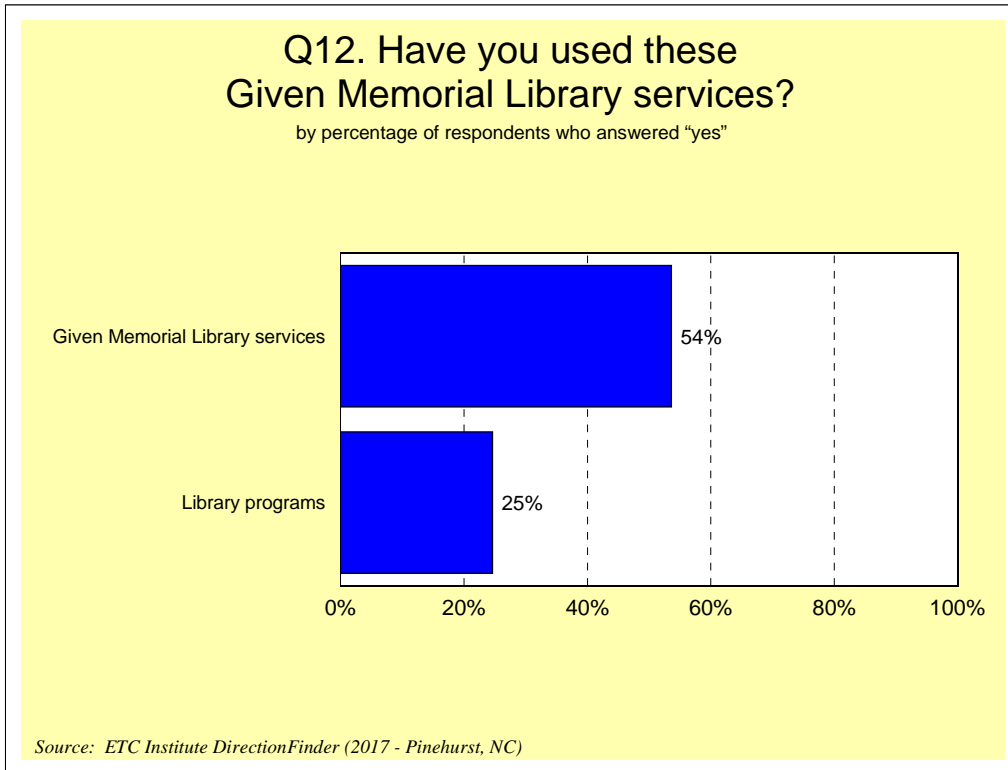
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q11. Do you shop regularly in the Village Center (downtown)?

by percentage of respondents (excluding "not provided")

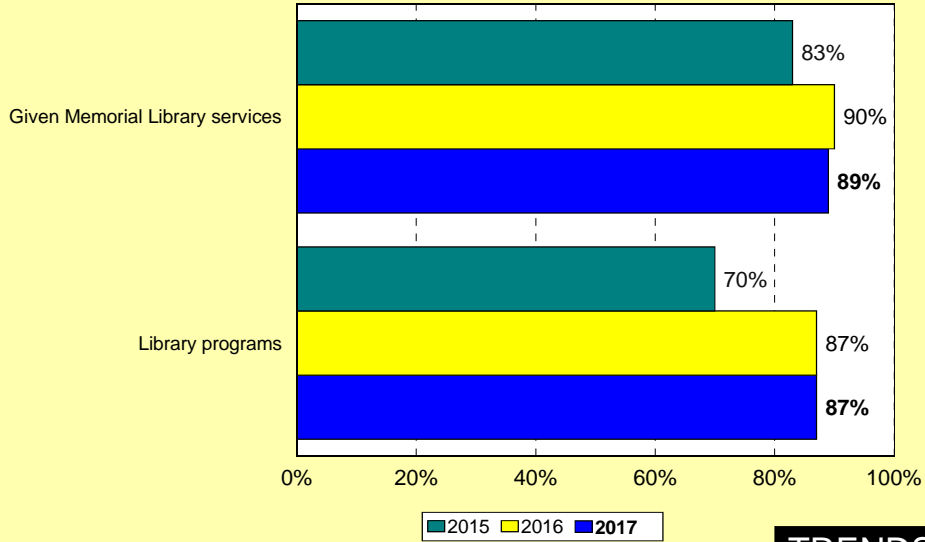


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)



Q12b. Satisfaction with Various Aspects of Given Memorial Library - 2015 to 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

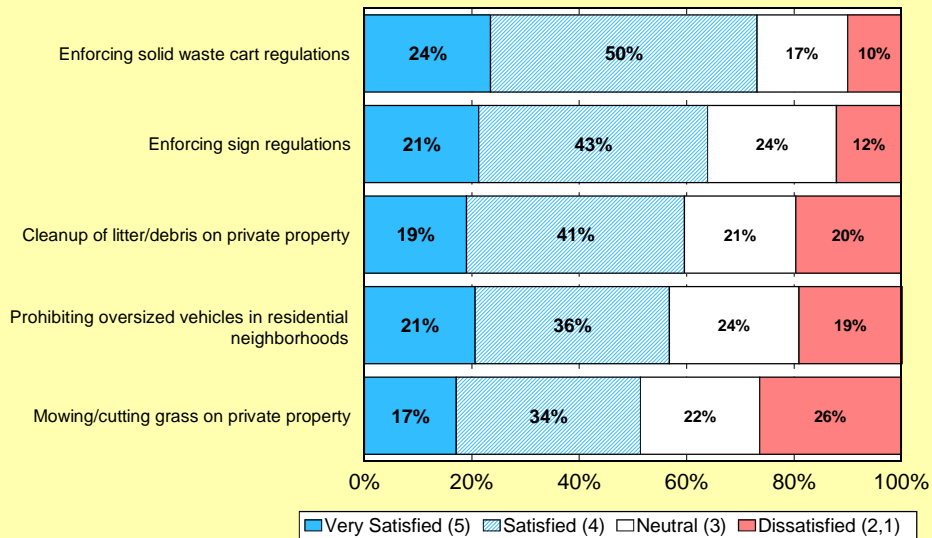


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Q13. Satisfaction with Various Aspects of Community Development

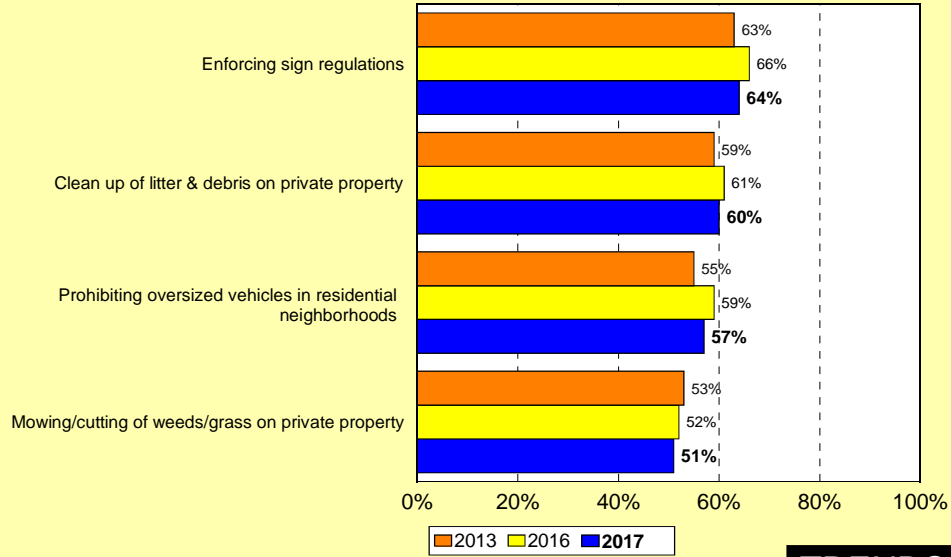
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Community Development - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

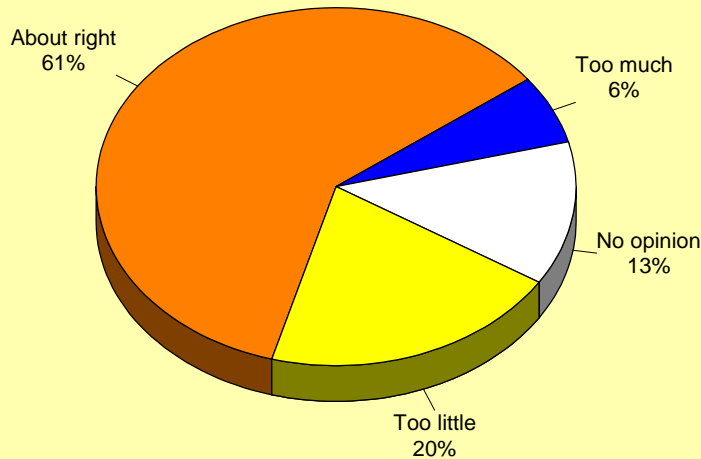


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

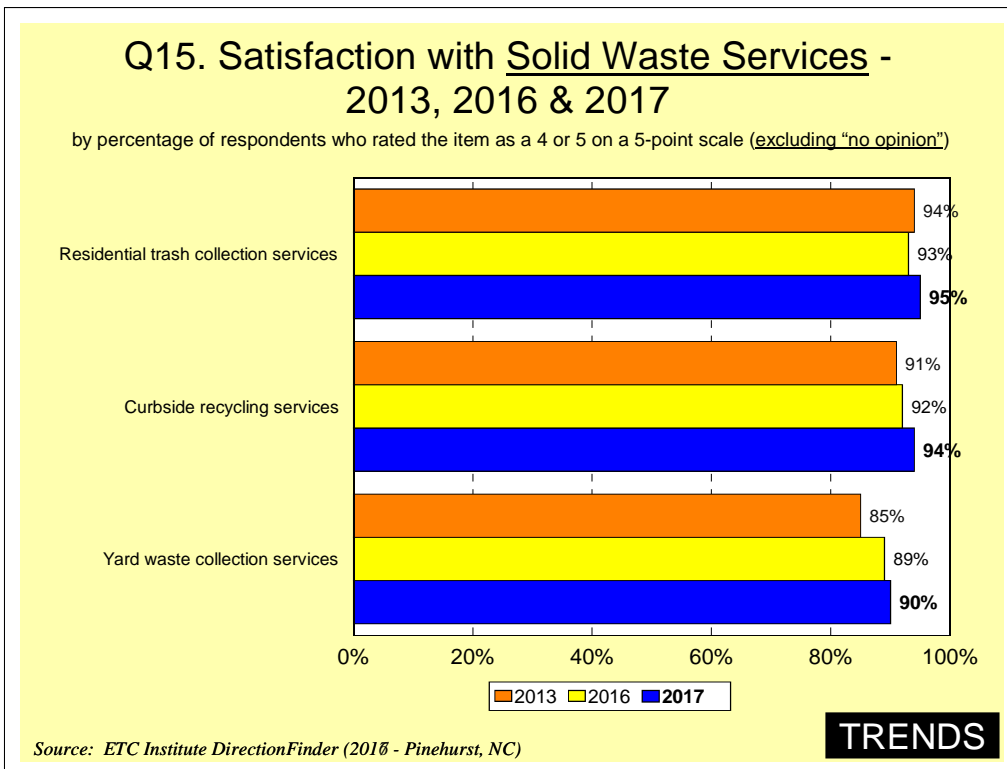
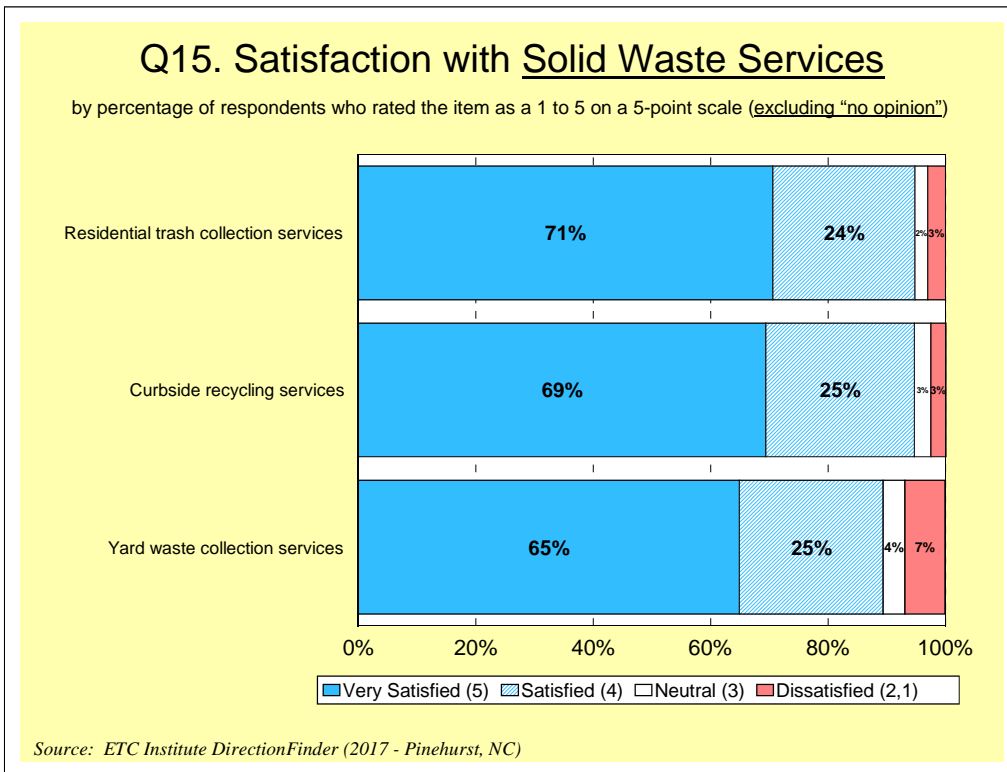
TRENDS

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

by percentage of respondents

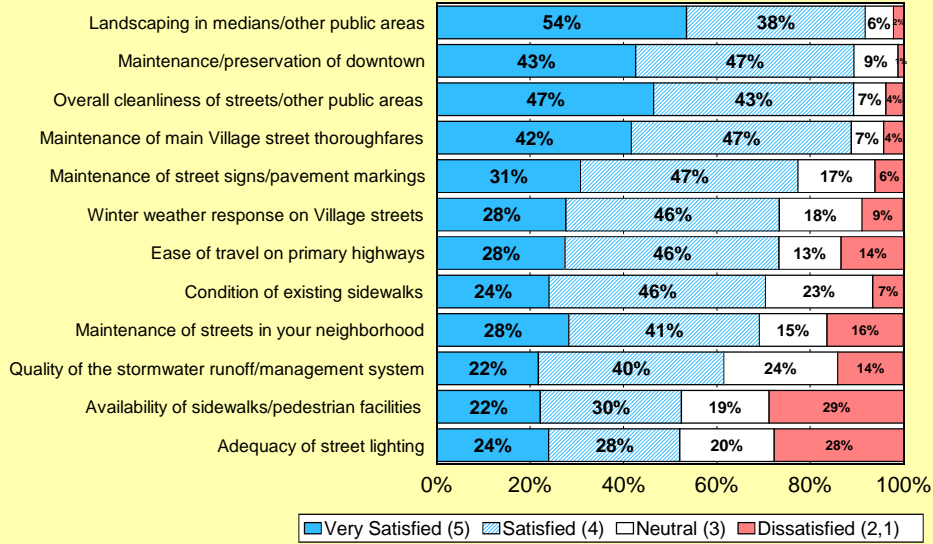


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)



Q16. Satisfaction with Various Aspects of Public Services

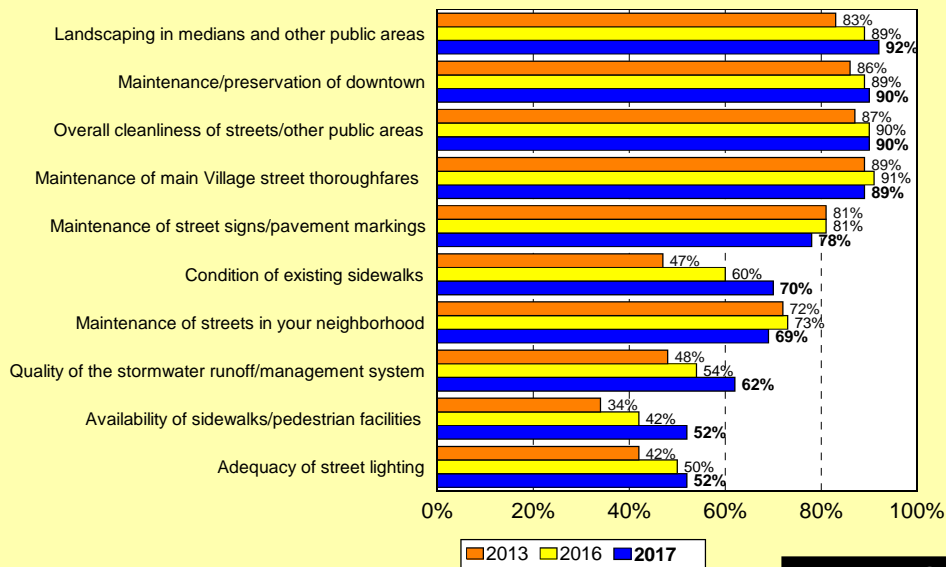
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q16. Satisfaction with Various Aspect of Public Services - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

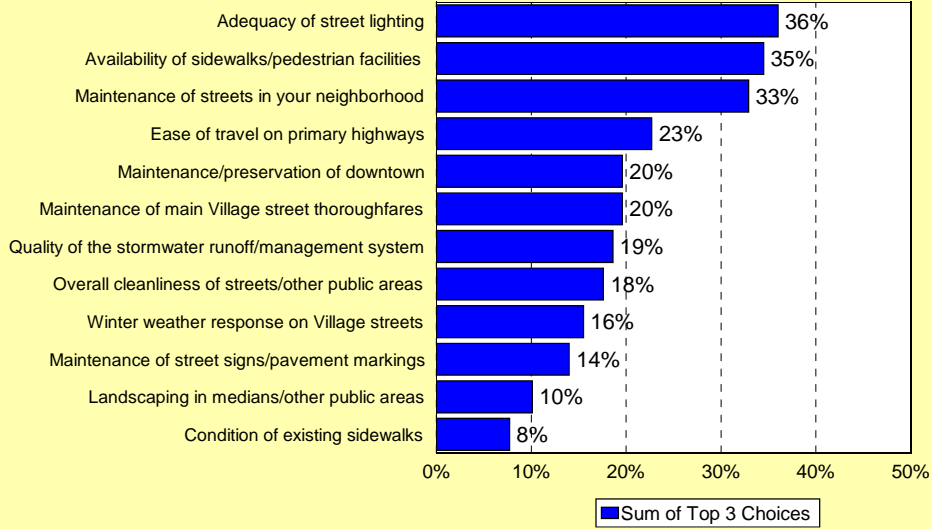


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

Q17. Which three of the Public Services items should receive the most emphasis from Village leaders over the next TWO Years?

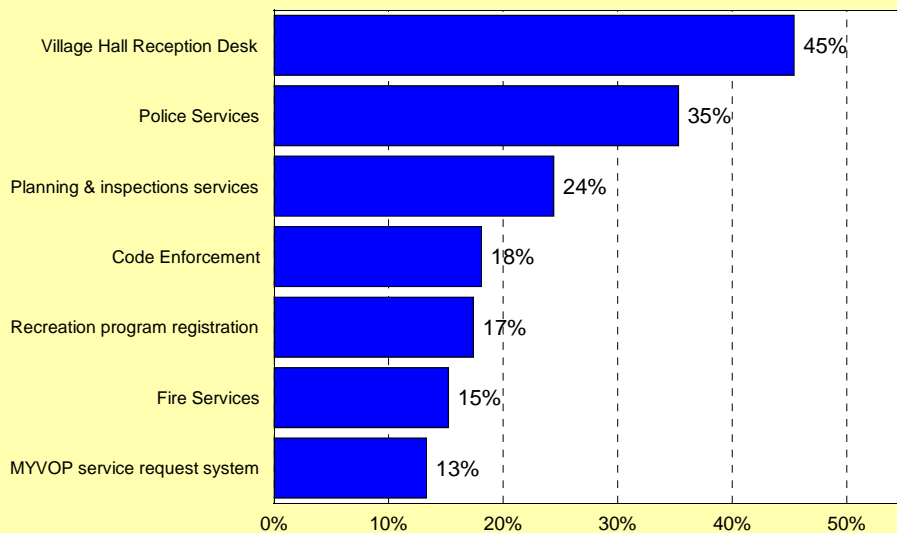
by percentage of respondents who selected the item as one of their top three choices



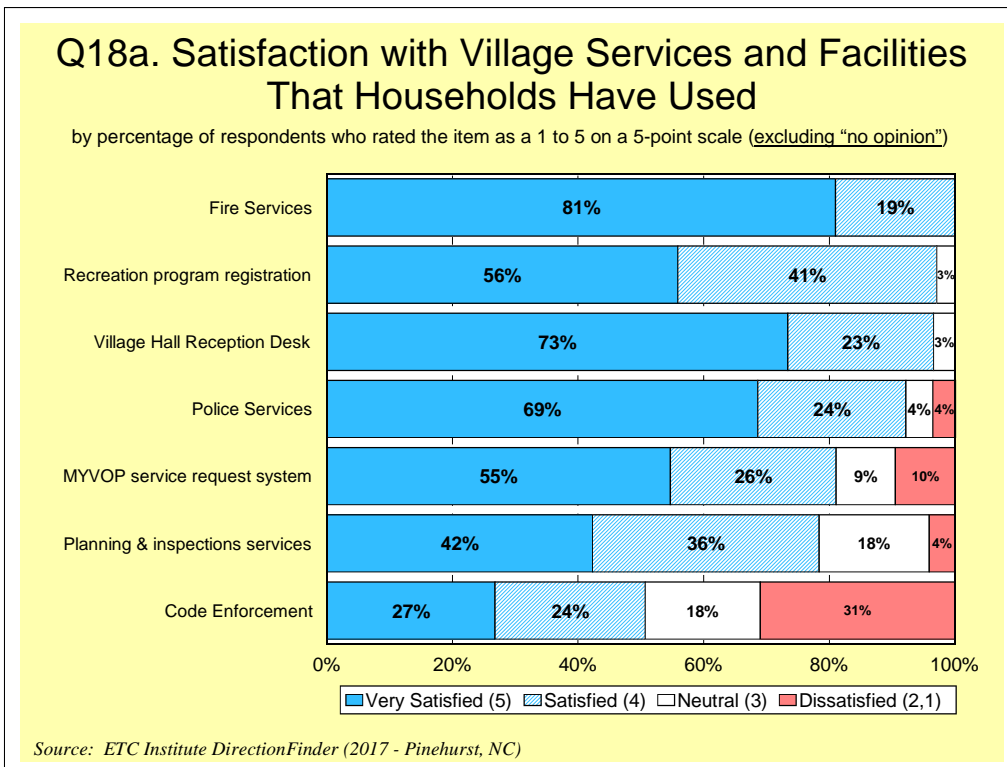
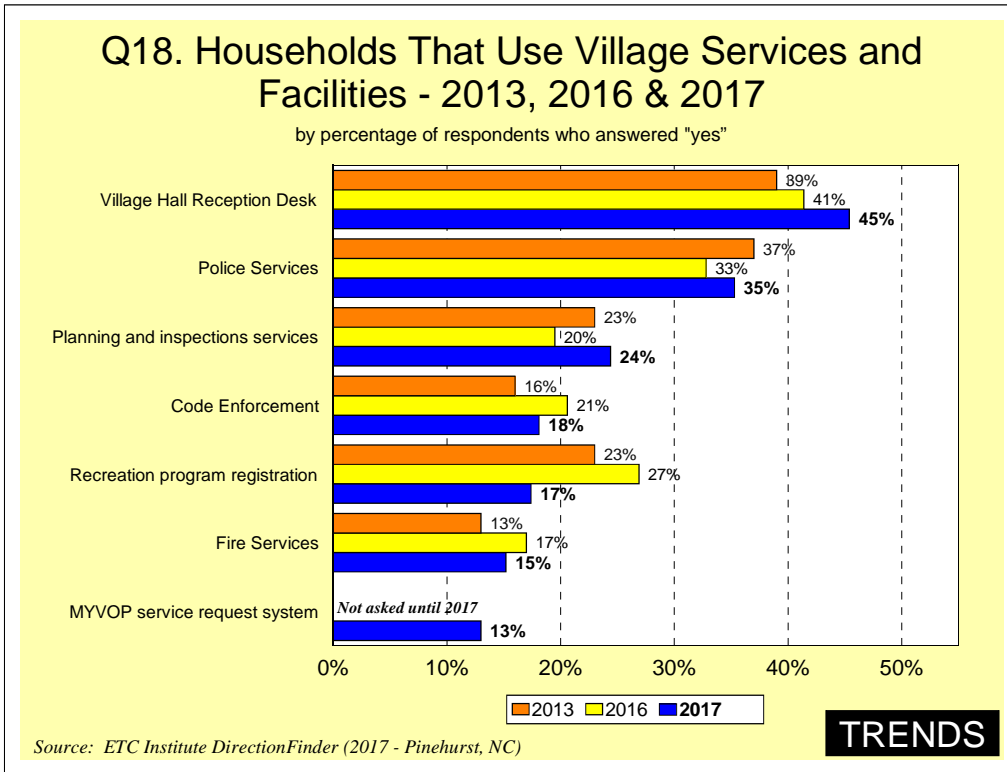
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

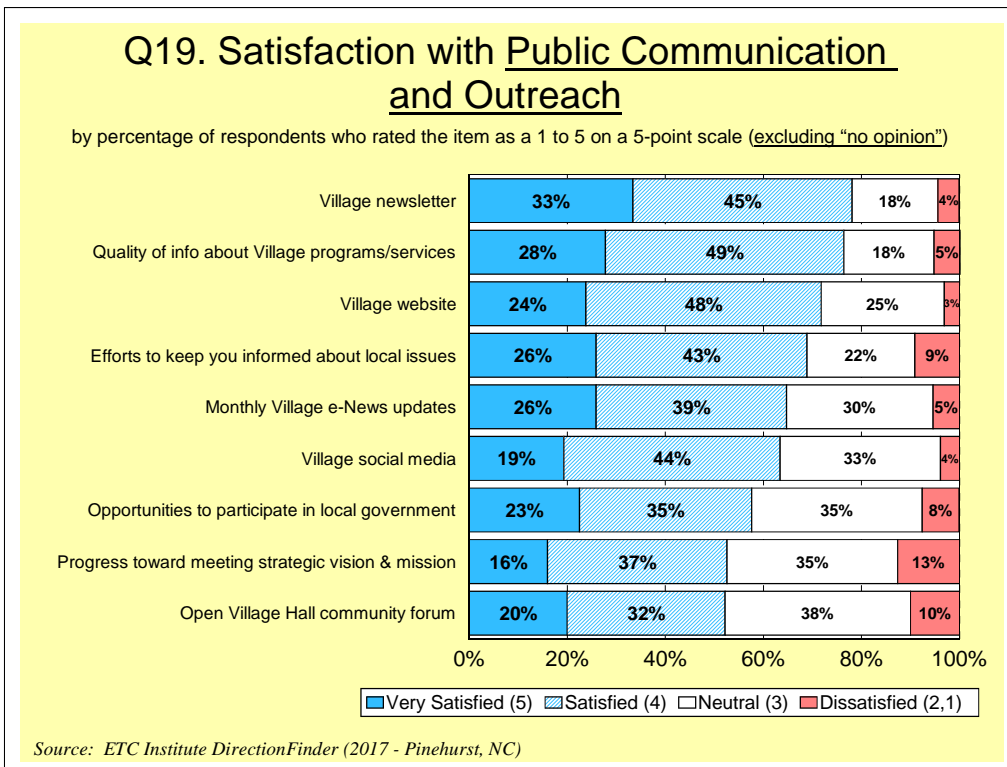
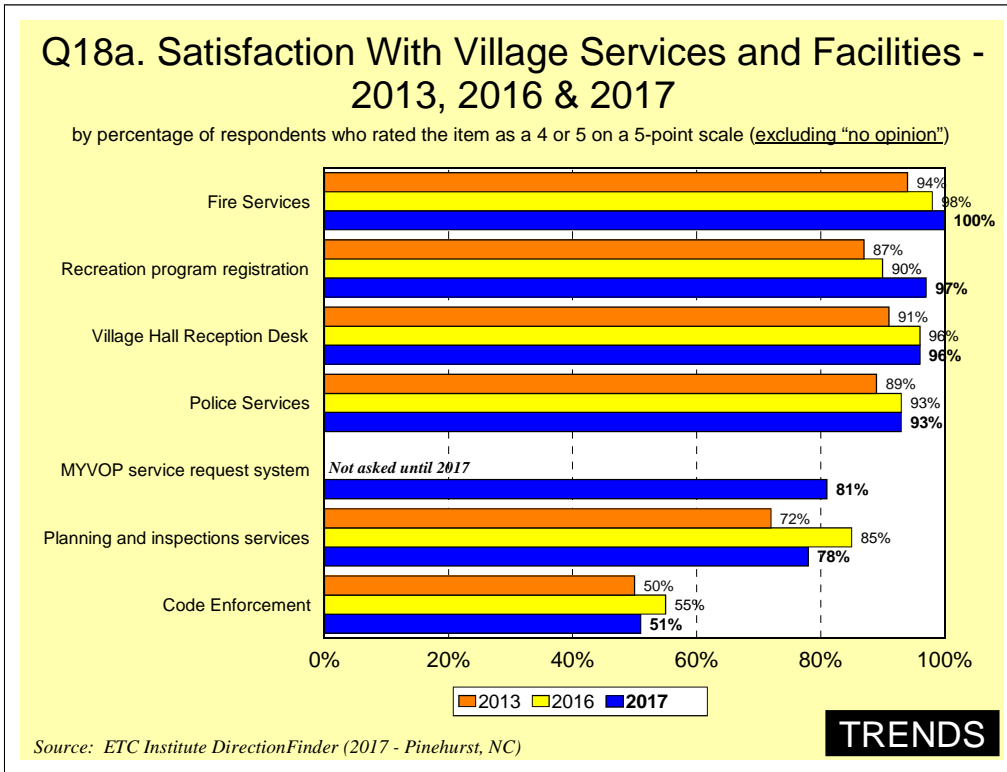
Q18. Do you or other members of your household use Village services and facilities?

by percentage of respondents who answered "yes"



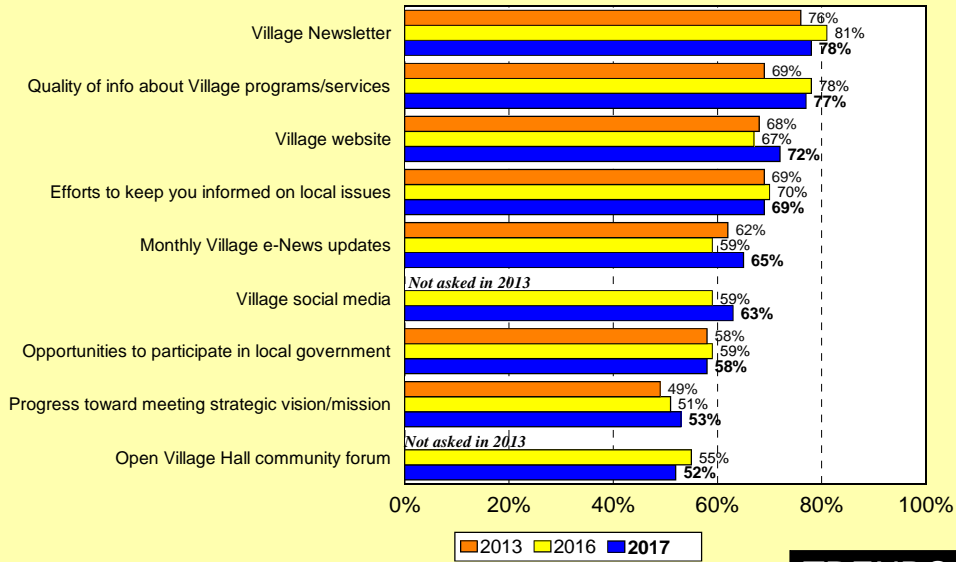
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)





Q19. Satisfaction with Public Communication and Outreach - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

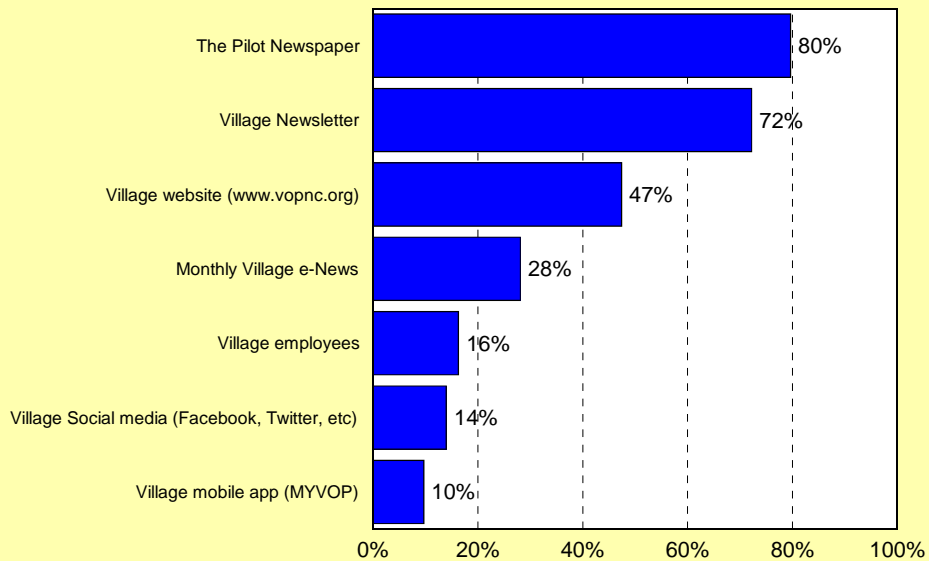


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

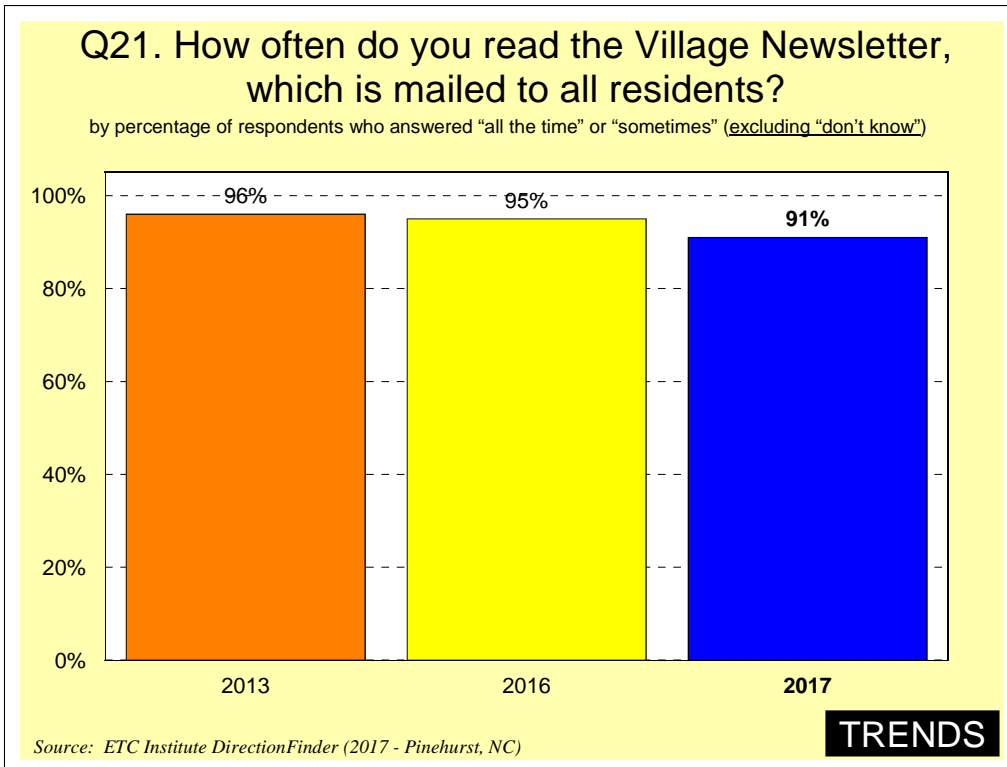
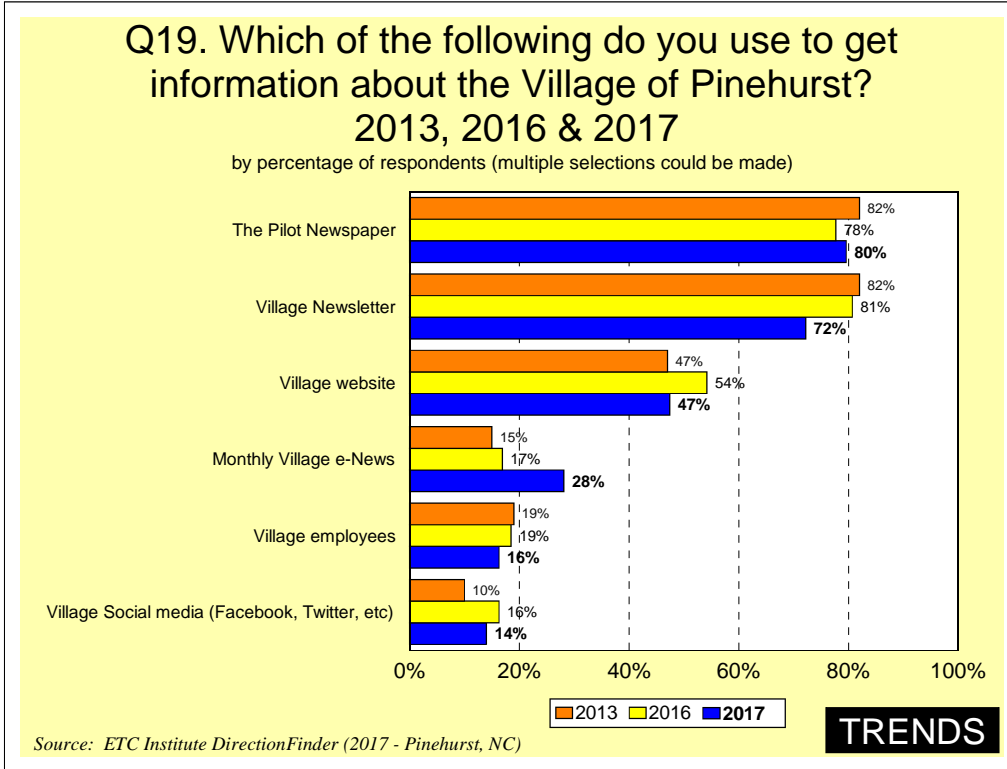
TRENDS

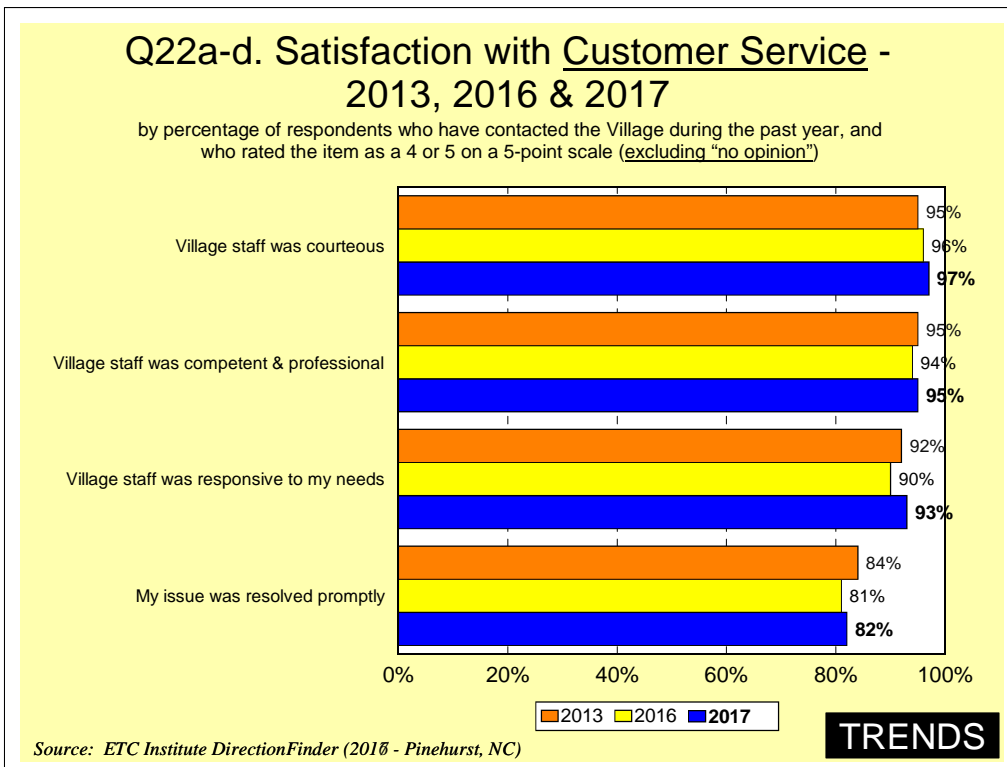
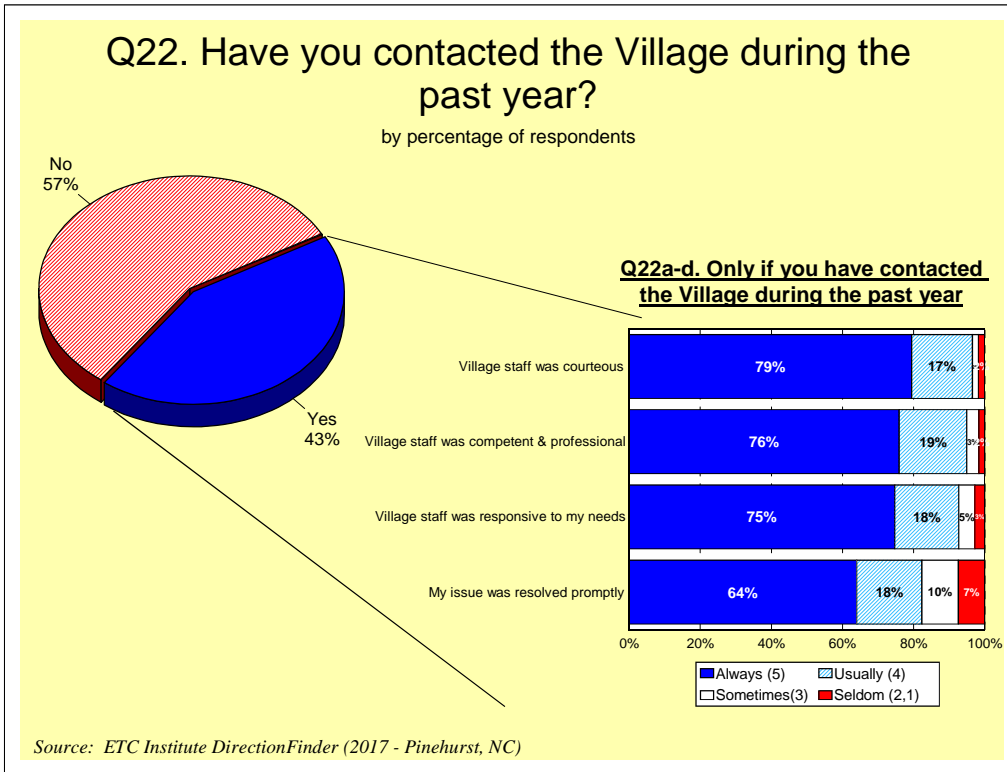
Q20. Which of the following do you use to get information about the Village of Pinehurst?

by percentage of respondents (multiple selections could be made)



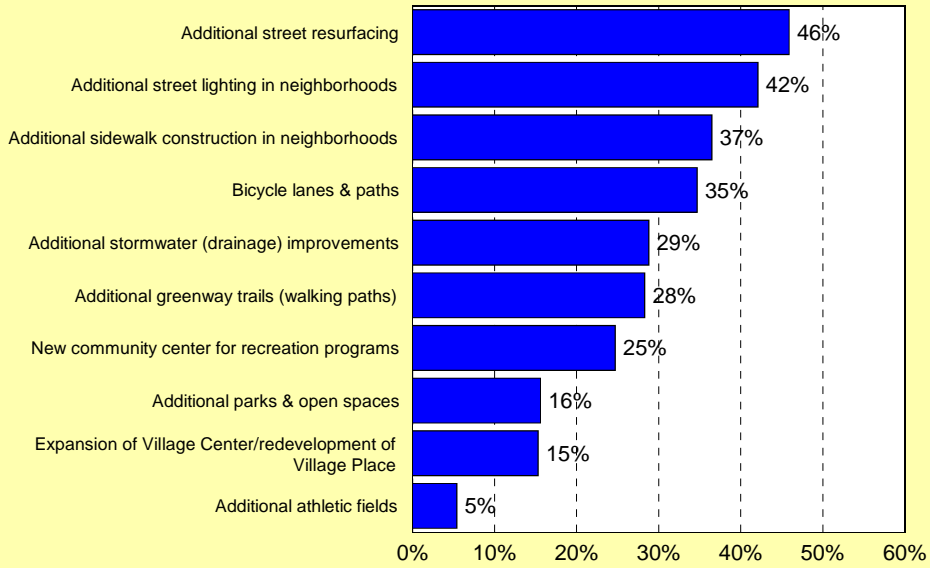
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)





Q23. Capital Improvements That Residents Feel Are the Most Important

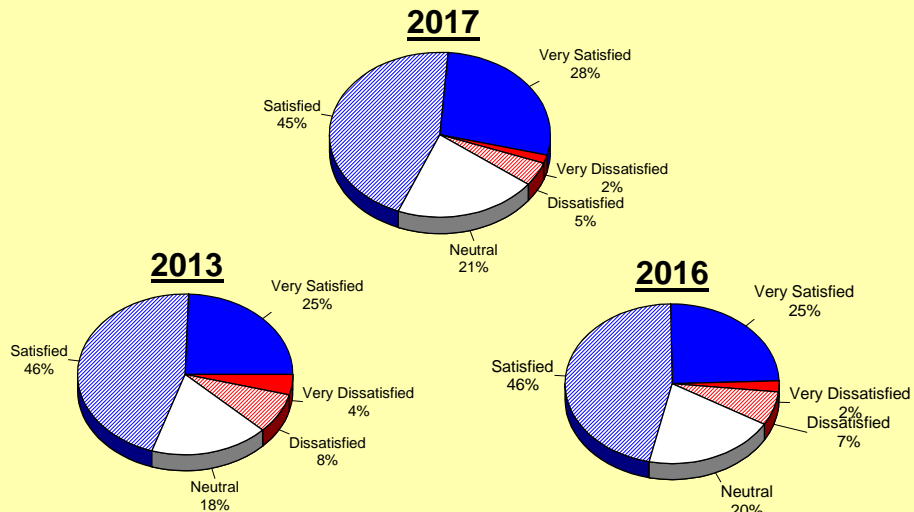
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q24. What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Village's operating budget?

by percentage of respondents (excluding "don't know" responses)

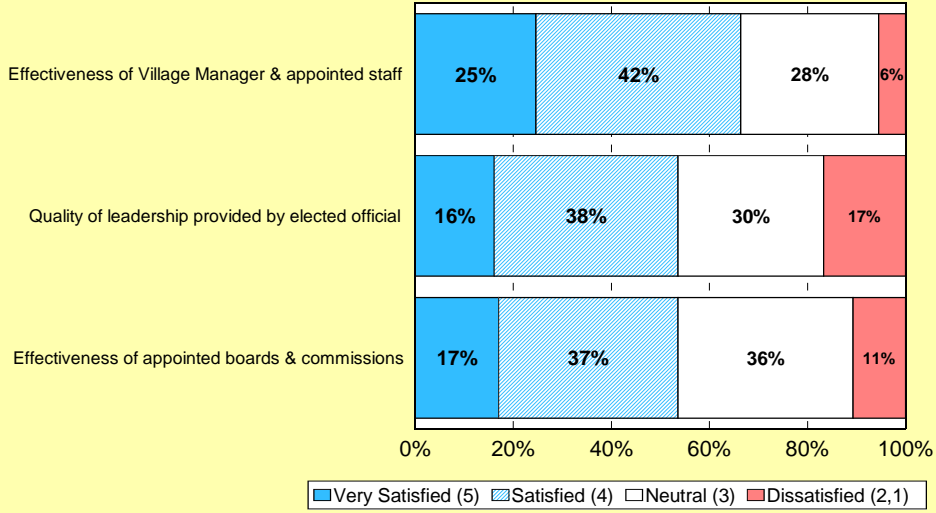


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Q25. Please rate your satisfaction with the following aspects of Village leadership:

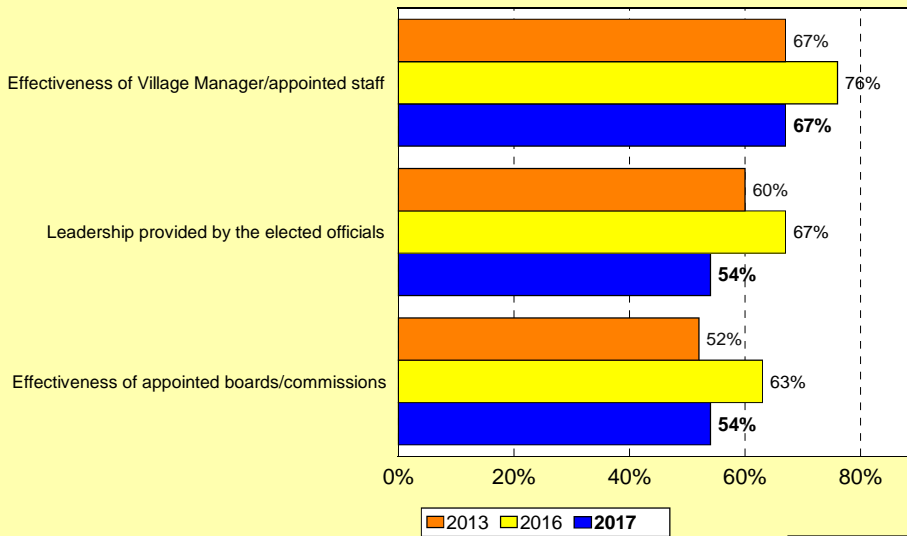
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q25. Satisfaction with Village Leadership - 2013, 2016 & 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "no opinion")

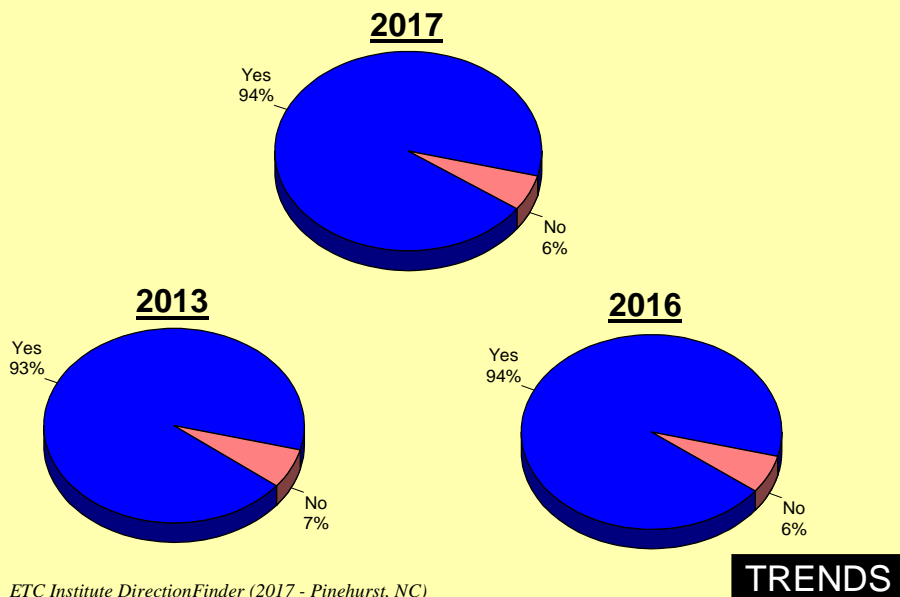


Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

TRENDS

Q26. Would you recommend Pinehurst to others as a place to live?

by percentage of respondents who answered "yes" (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q27. Demographics: Approximately how many years have you lived in the Village of Pinehurst?

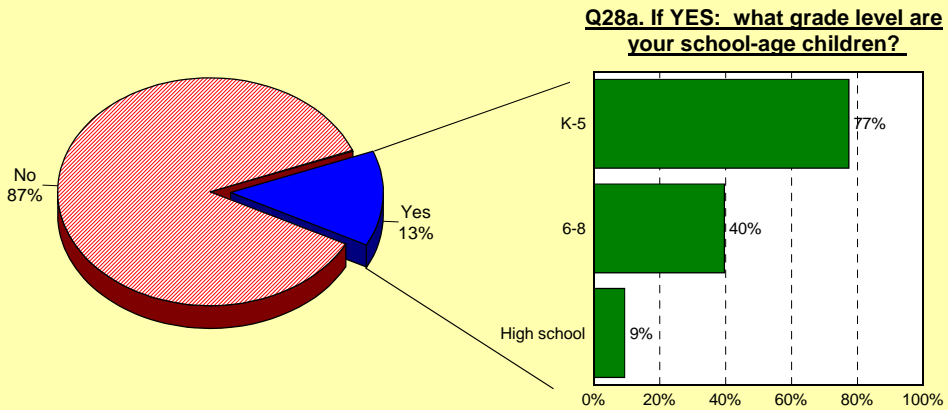
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q28. Demographics: Do you have school age children (grades K-12) living at home?

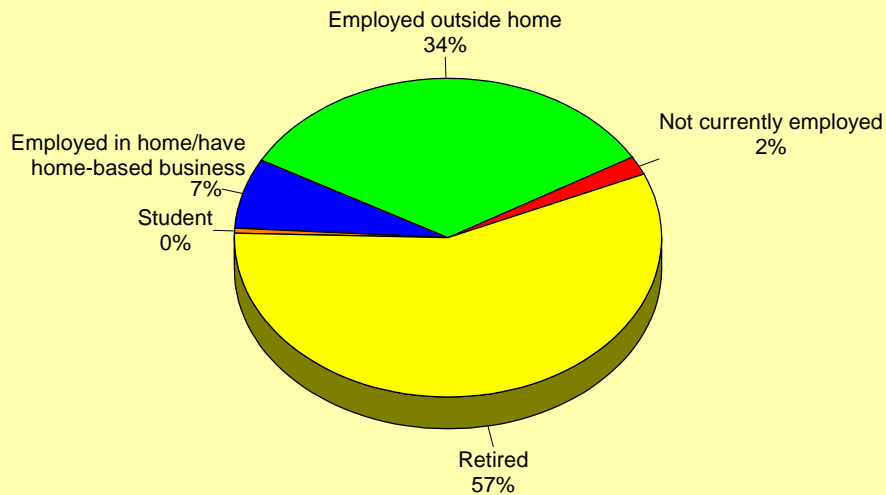
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q29. Demographics: Current Employment Status

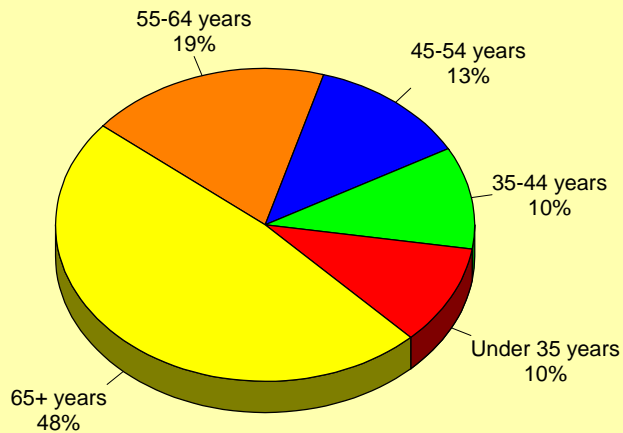
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q30. Demographics: Age of Respondents

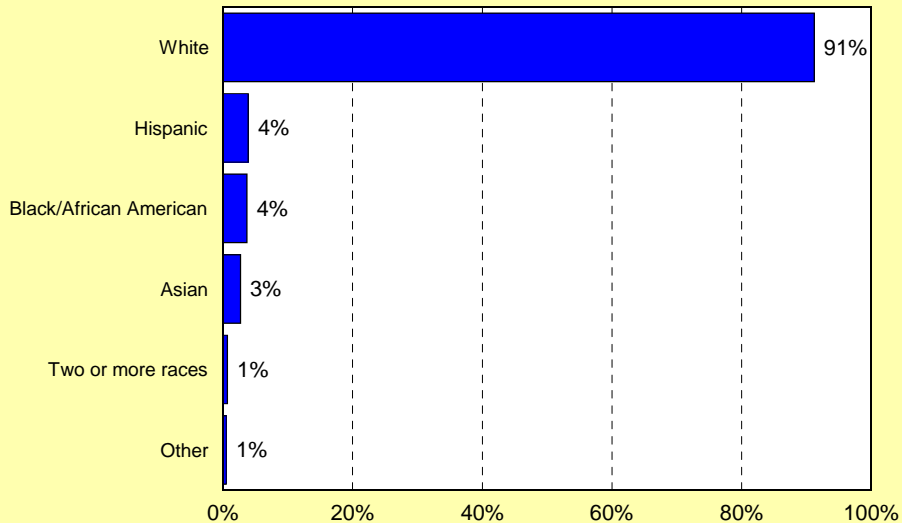
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q31. Demographics: Which of the following best describes your race?

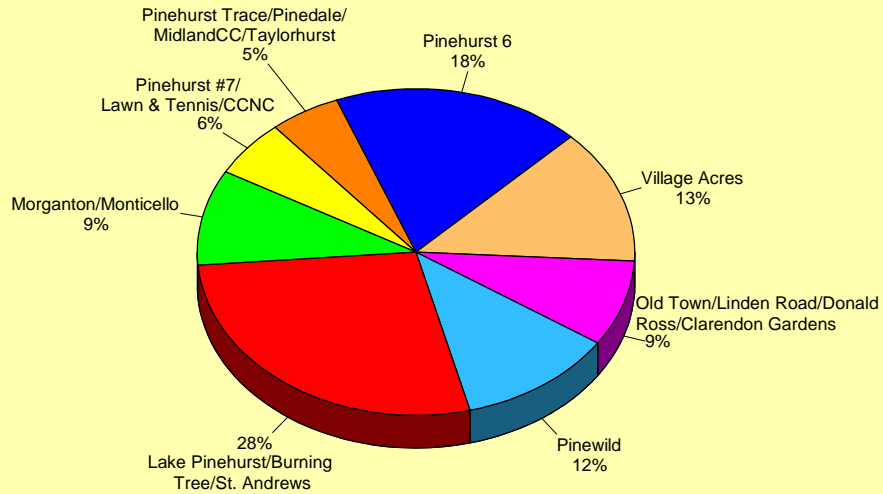
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q32. Demographics: Which of the following best describes where you live?

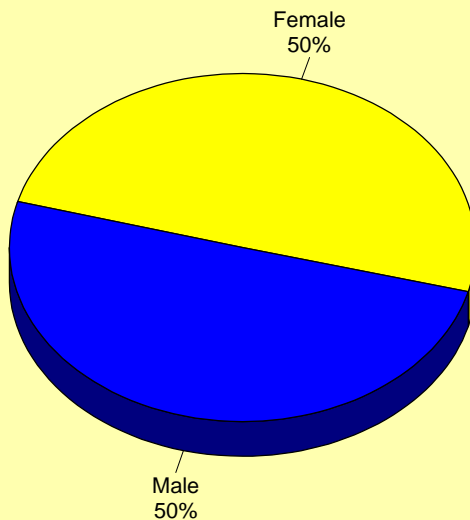
by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Q33. Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

Section 2

GIS Maps

Interpreting the Maps

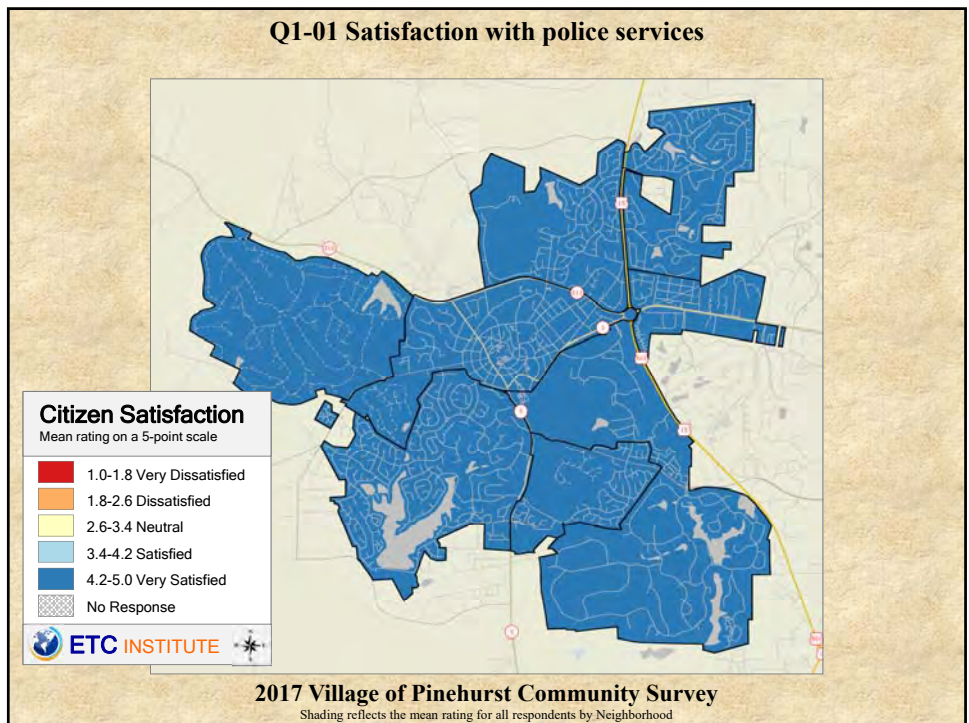
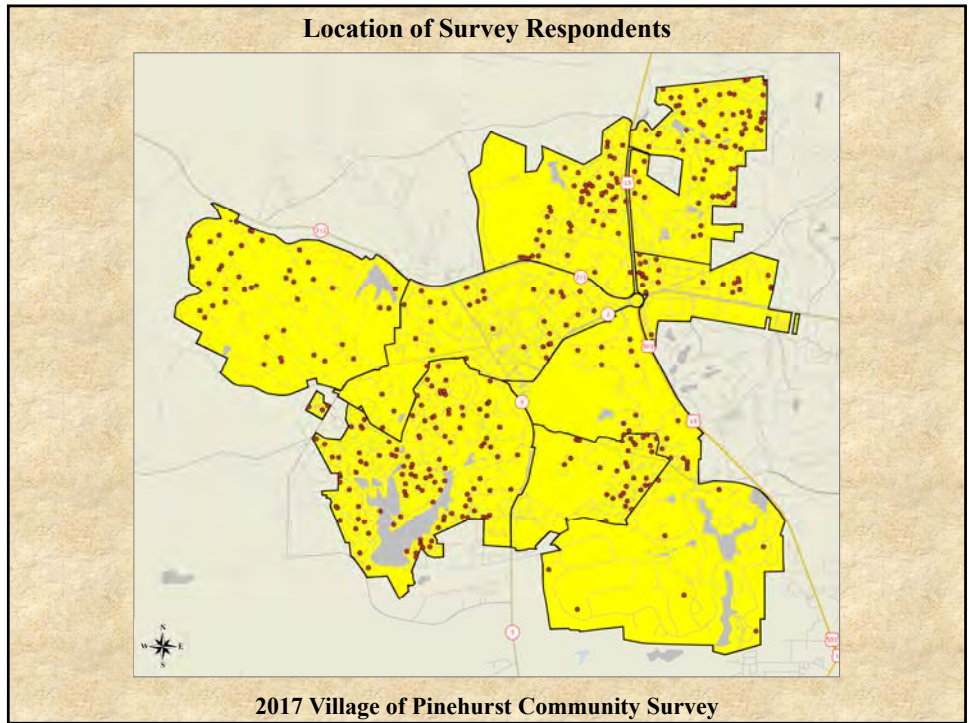
The maps on the following pages show the mean ratings for several questions by Neighborhood in the Village of Pinehurst.

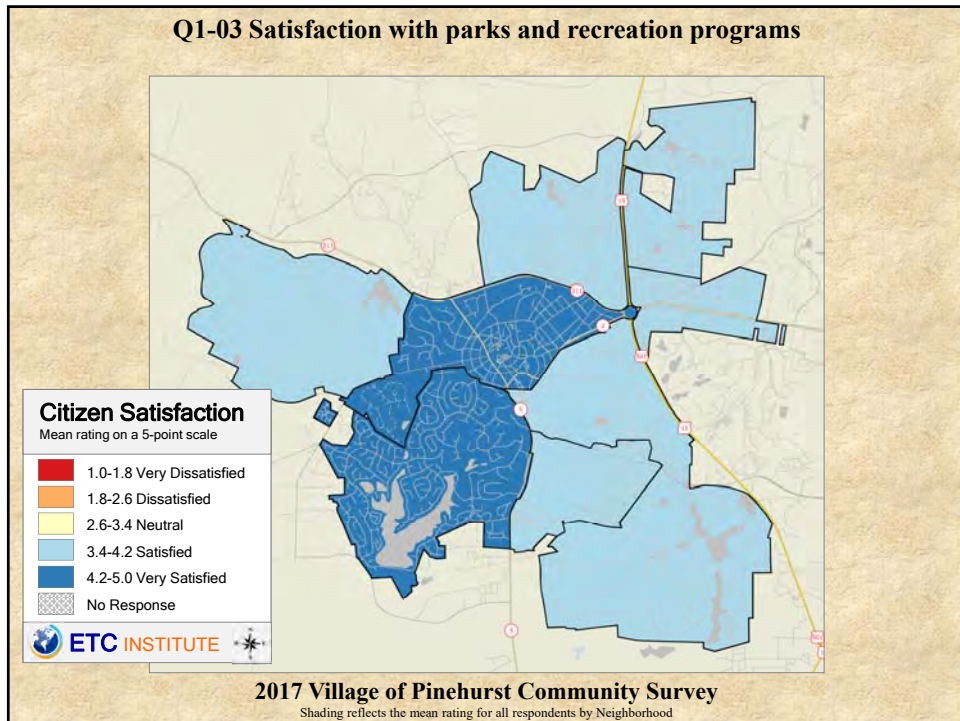
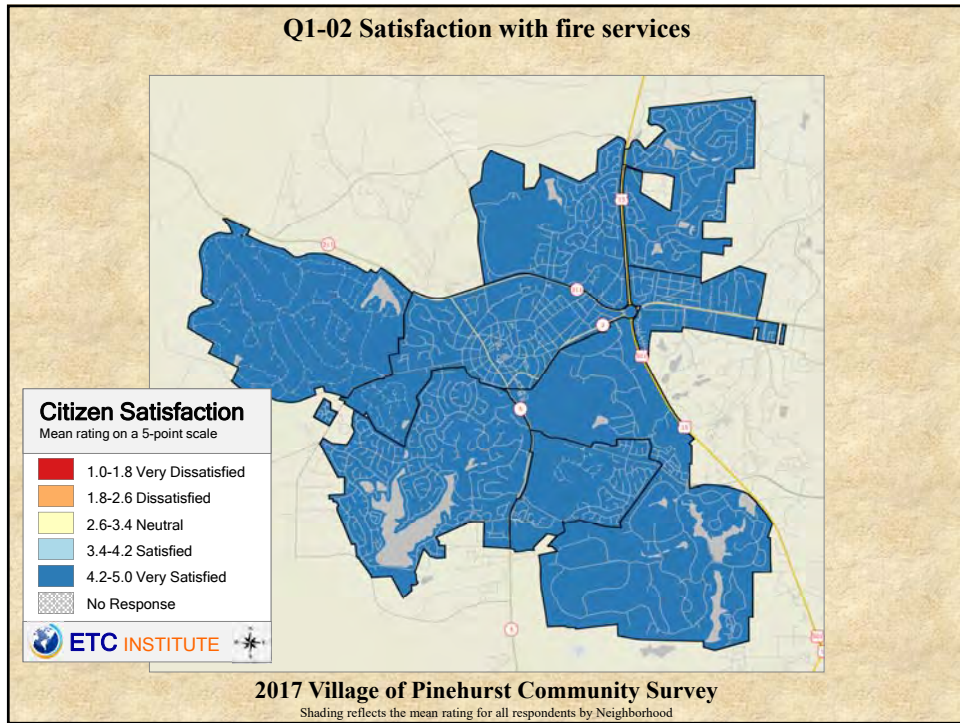
If all Neighborhoods on a map are the same color, then most residents in the community generally feel the same about that issue.

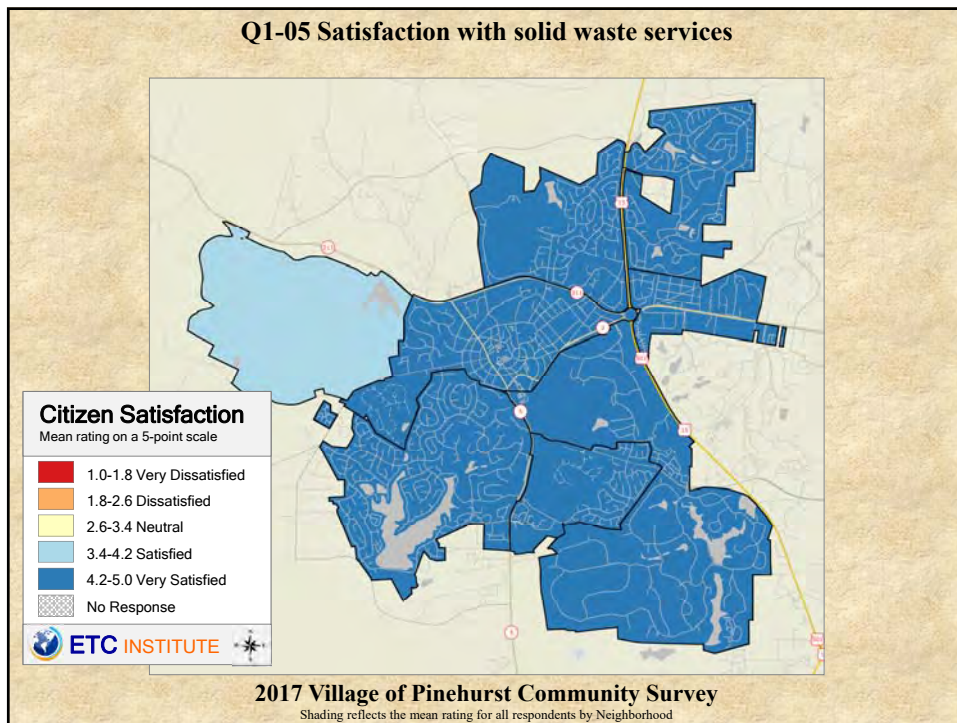
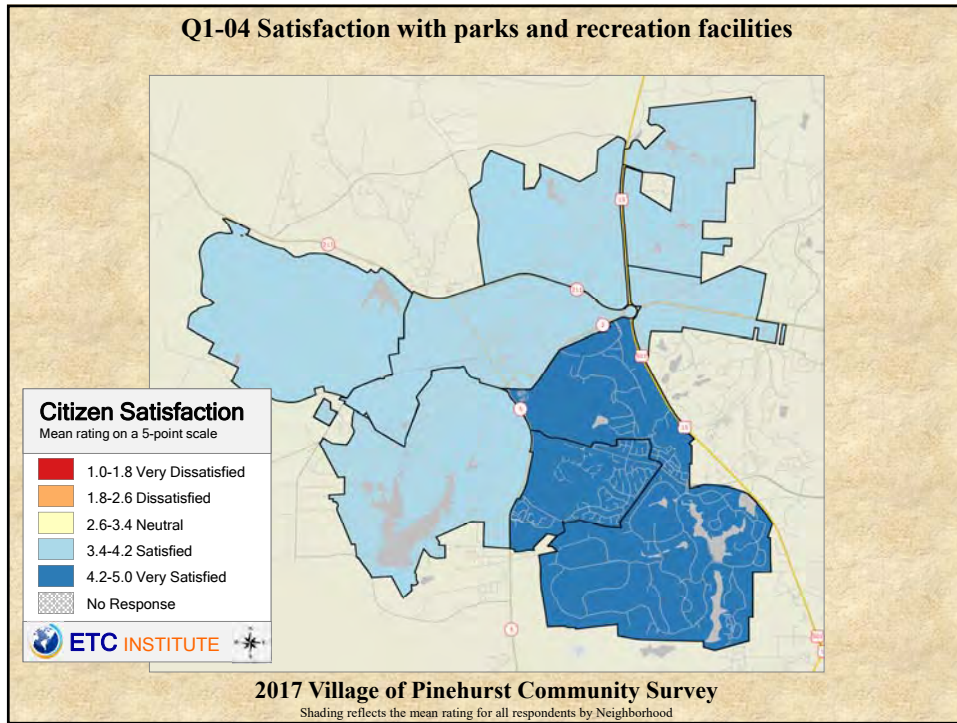
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

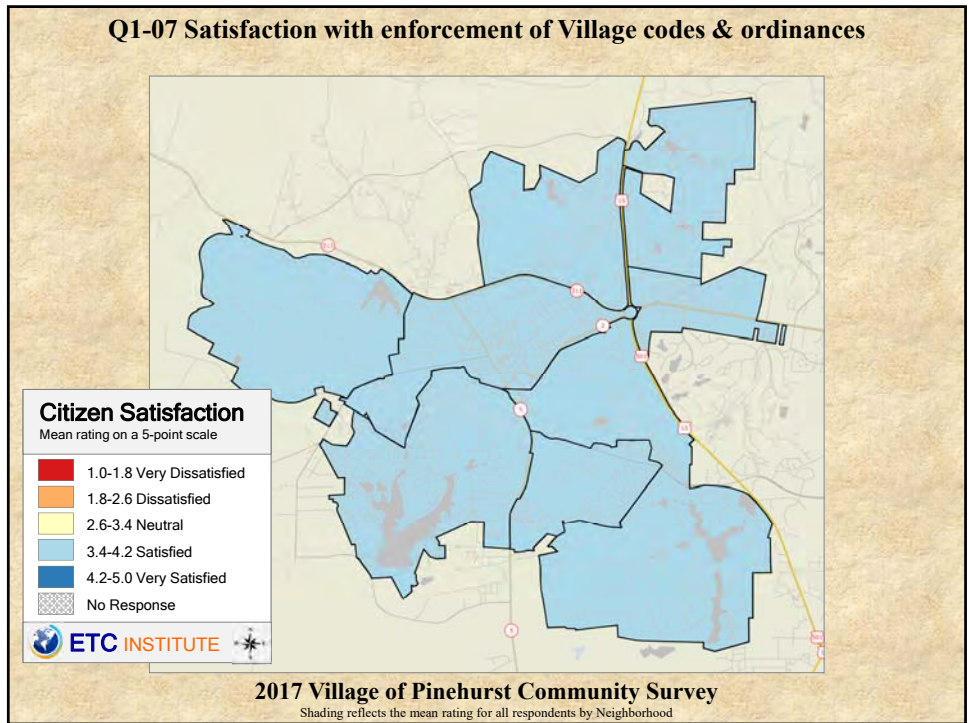
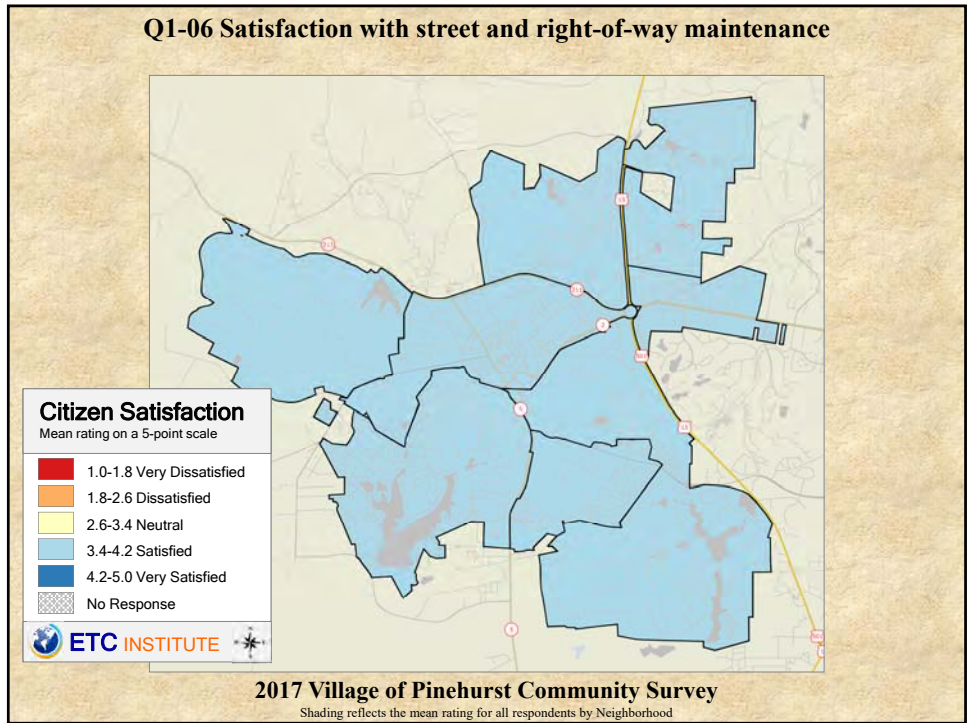
When reading the maps, please use the following color scheme as a guide:

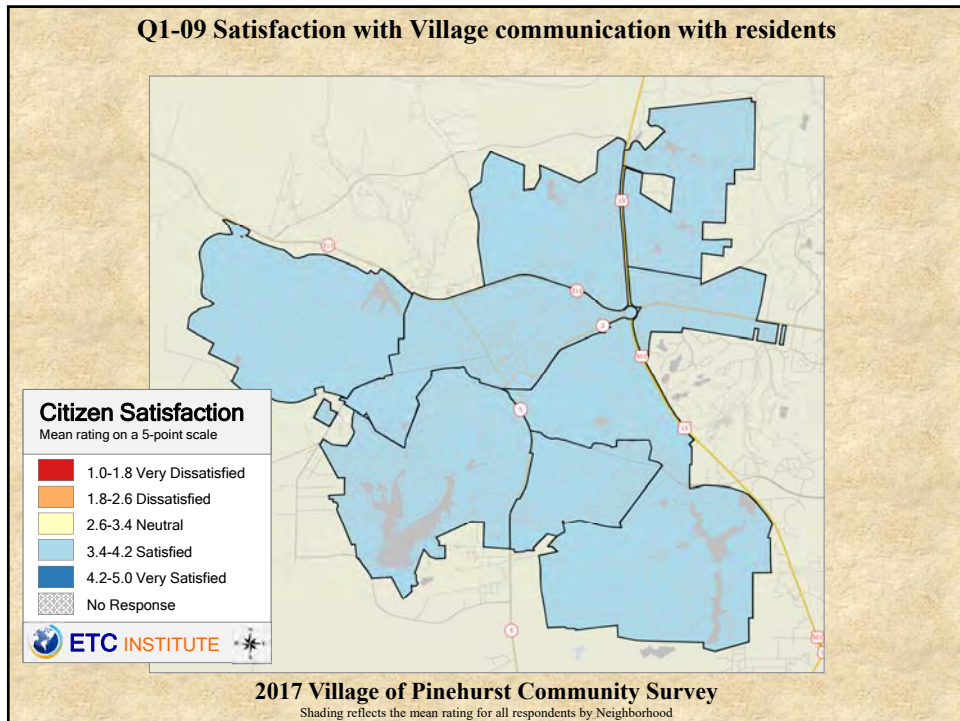
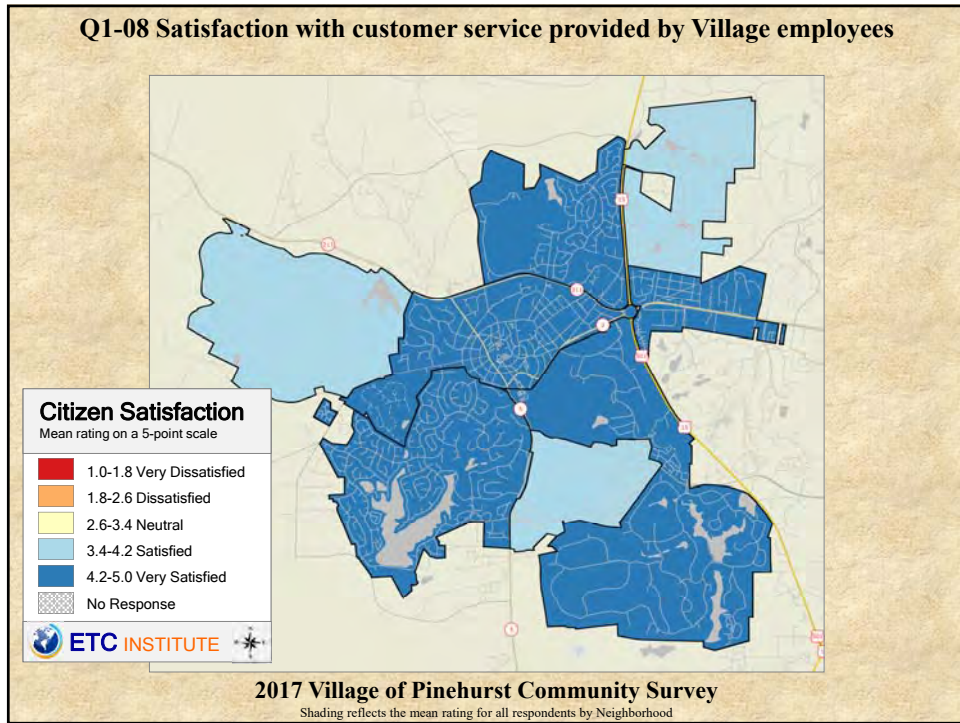
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of “very satisfied” or “satisfied” responses, higher levels of “very safe” or “safe” responses or higher levels of importance depending upon the type of question.
- **OFF WHITE** shades indicate NEUTRAL ratings. These shades generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of red generally indicate higher levels of “dissatisfied” or “very dissatisfied” responses, higher levels of “unsafe” or “very unsafe” responses and lower levels of importance depending on the question.



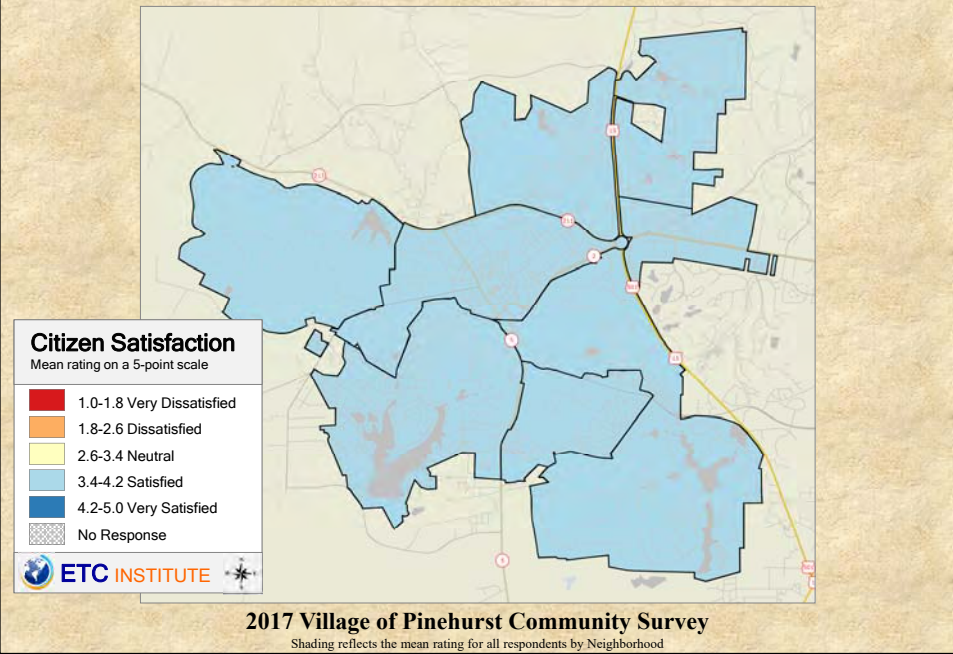




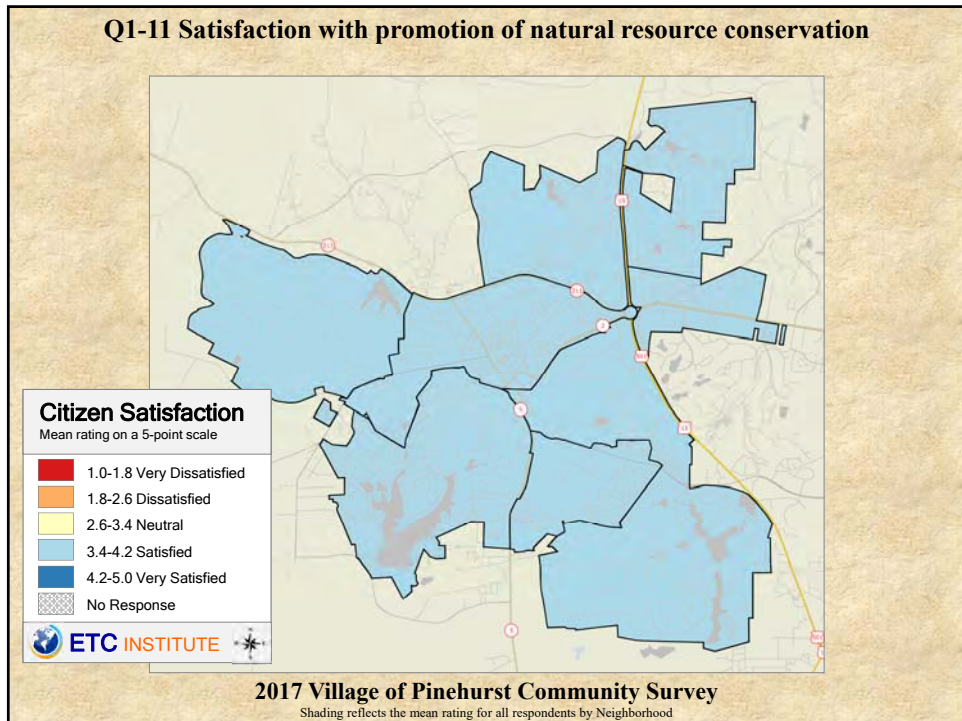


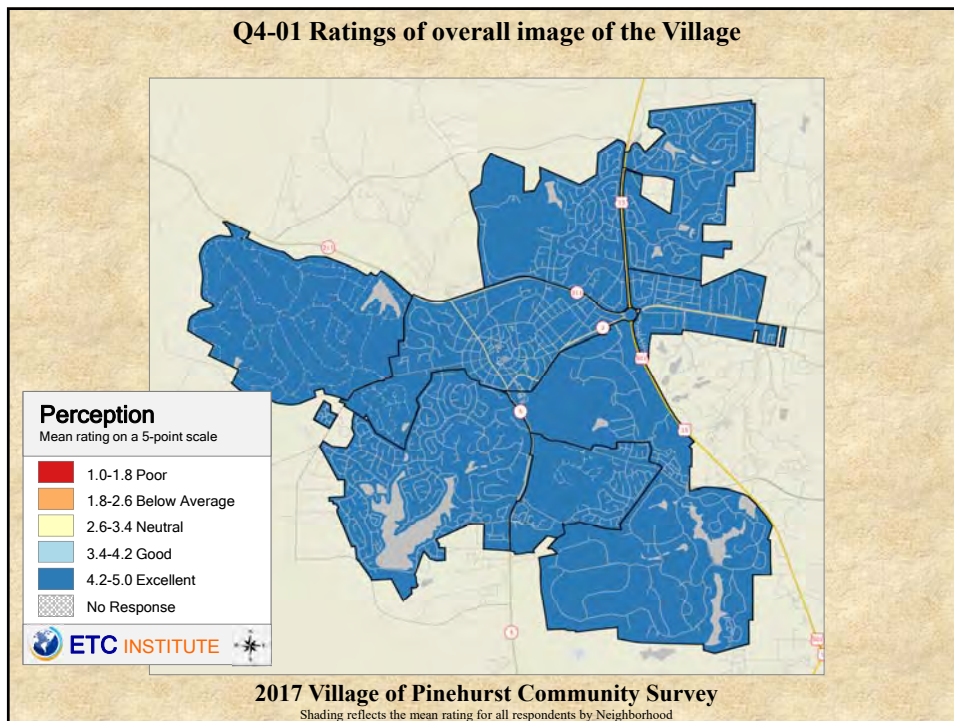
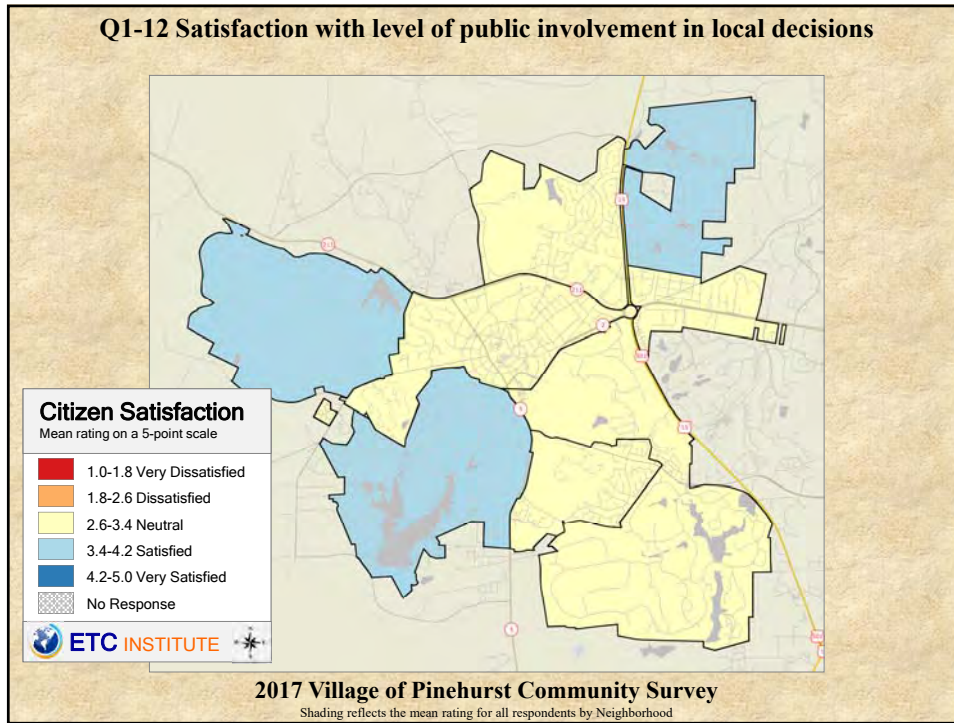


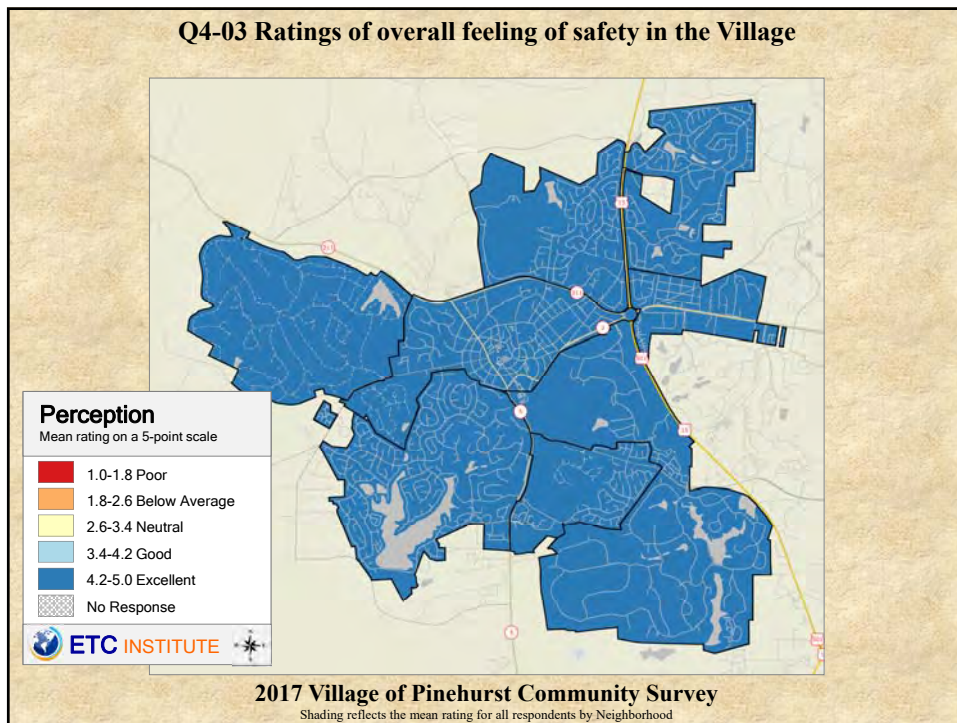
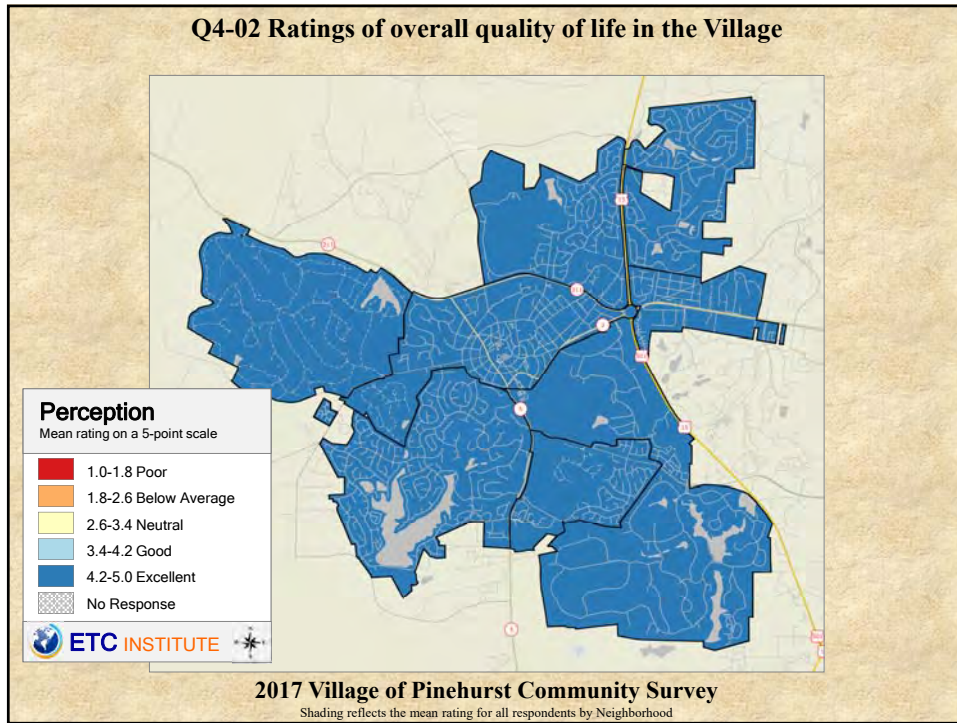
Q1-10 Satisfaction with Village efforts at maintaining the quality of neighborhoods

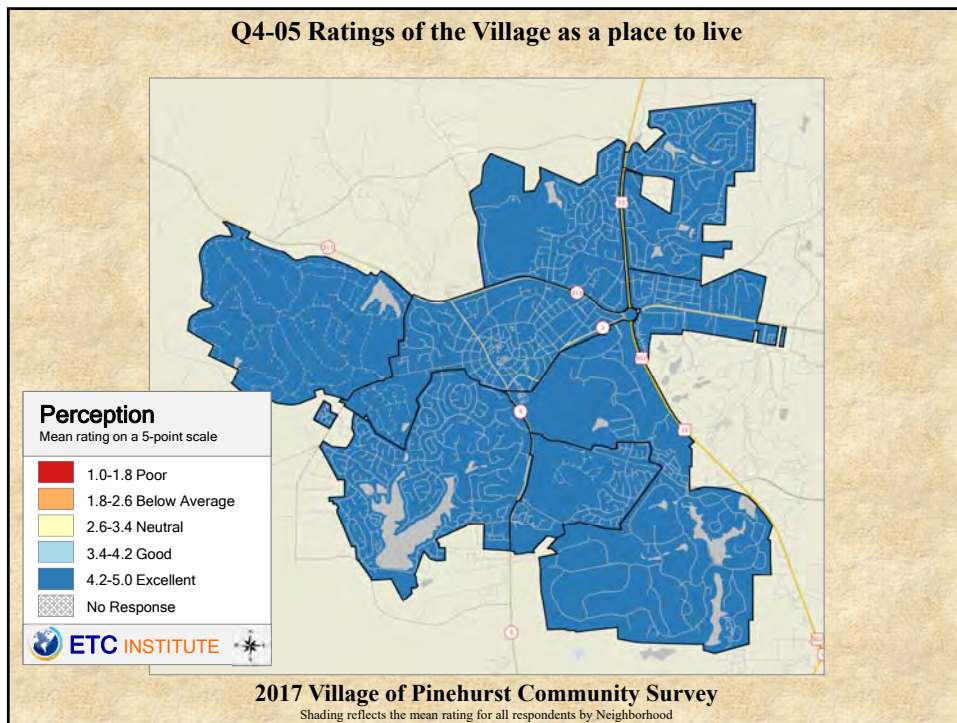
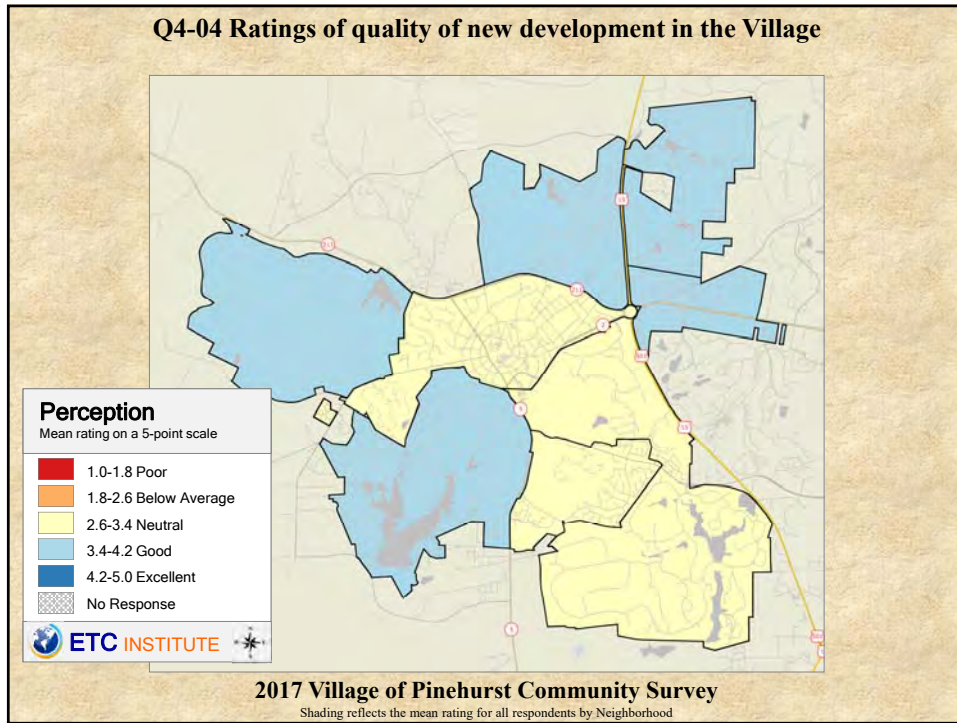


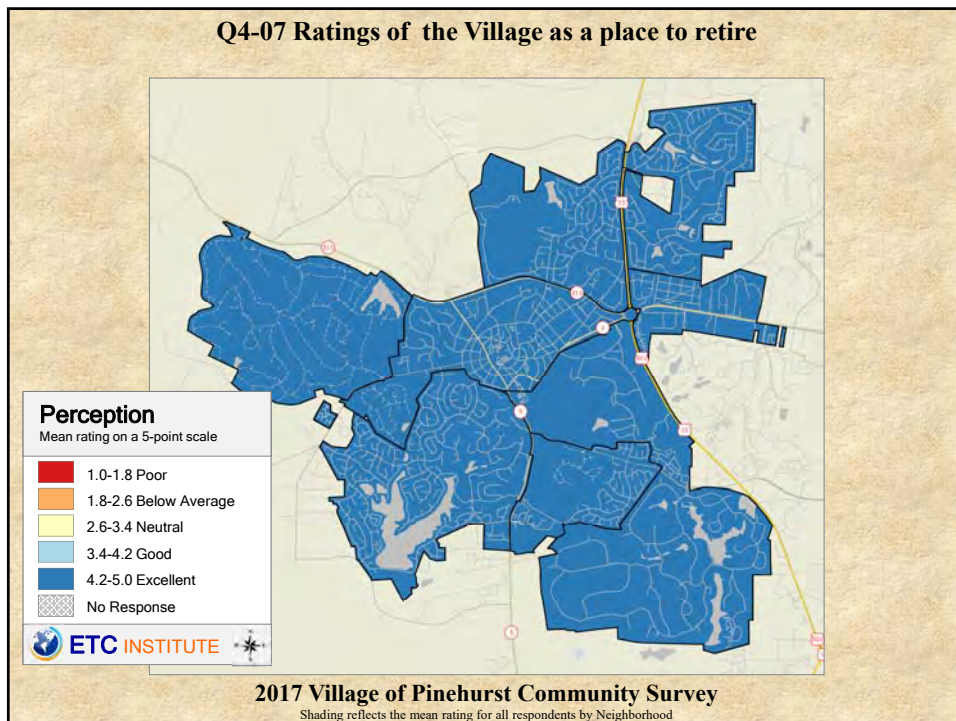
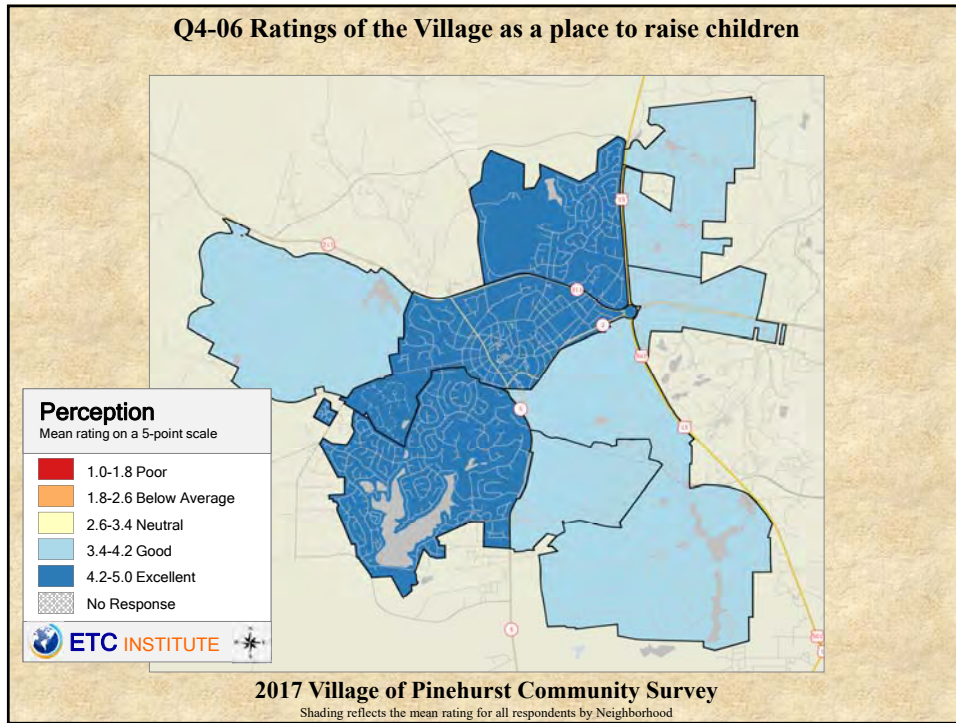
Q1-11 Satisfaction with promotion of natural resource conservation

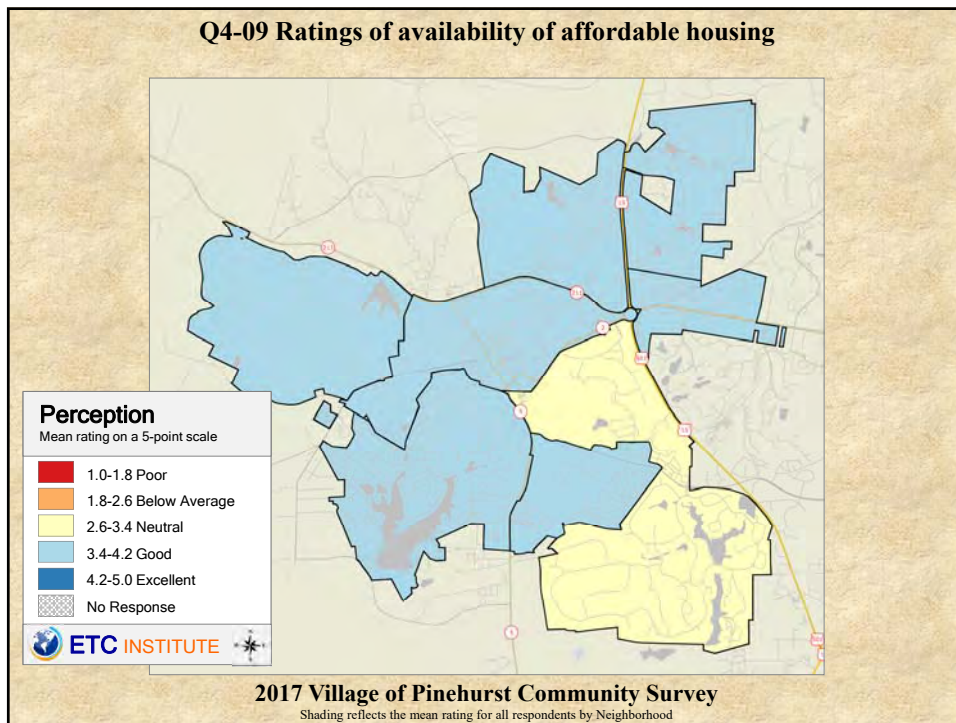
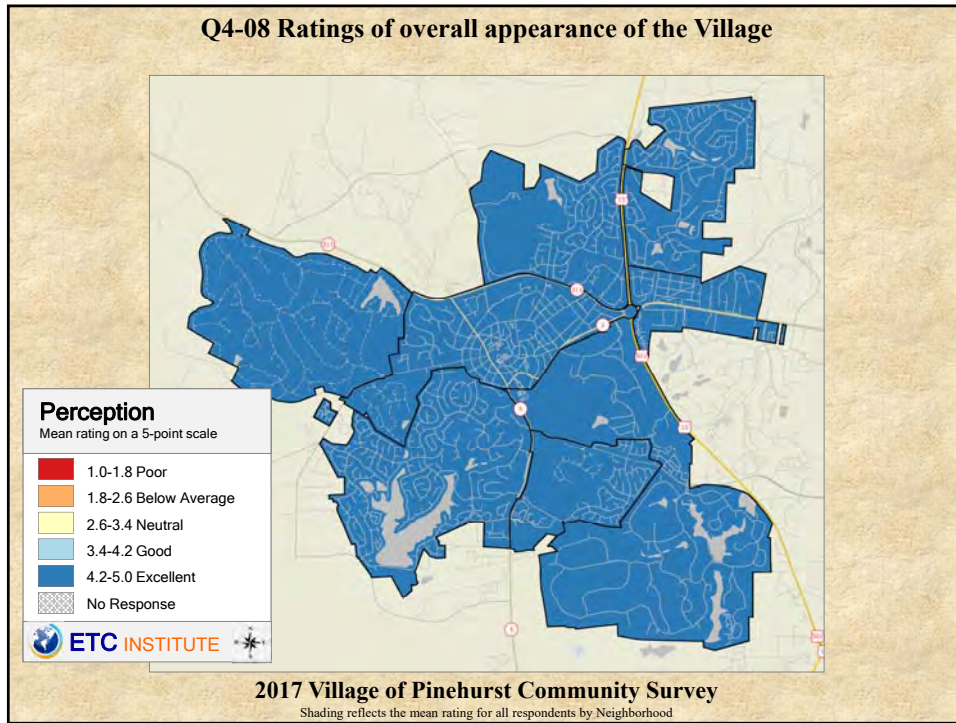


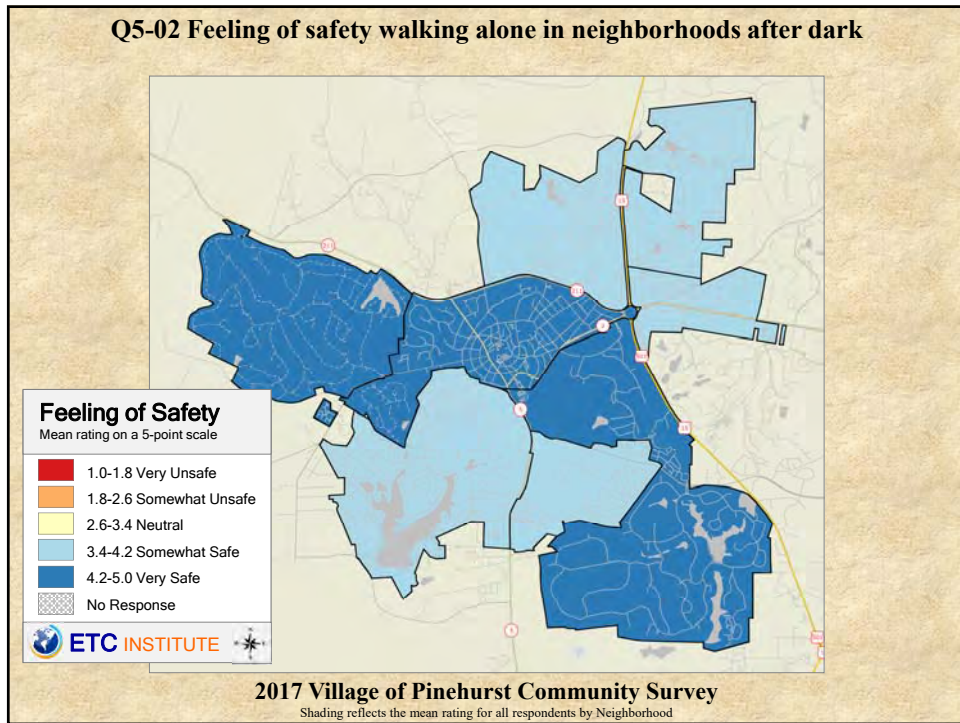
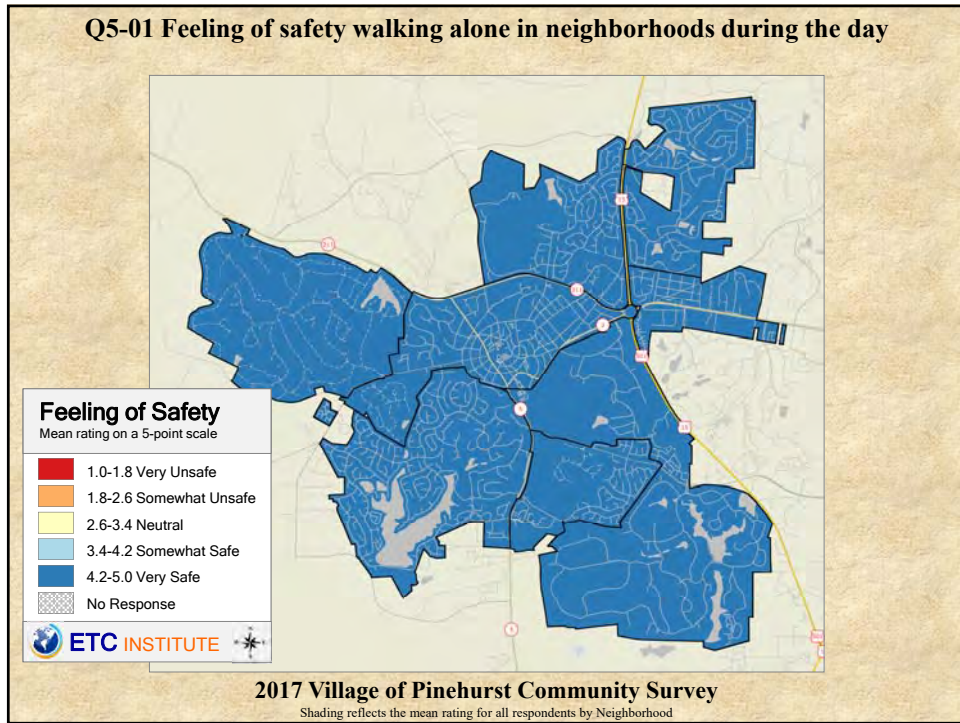


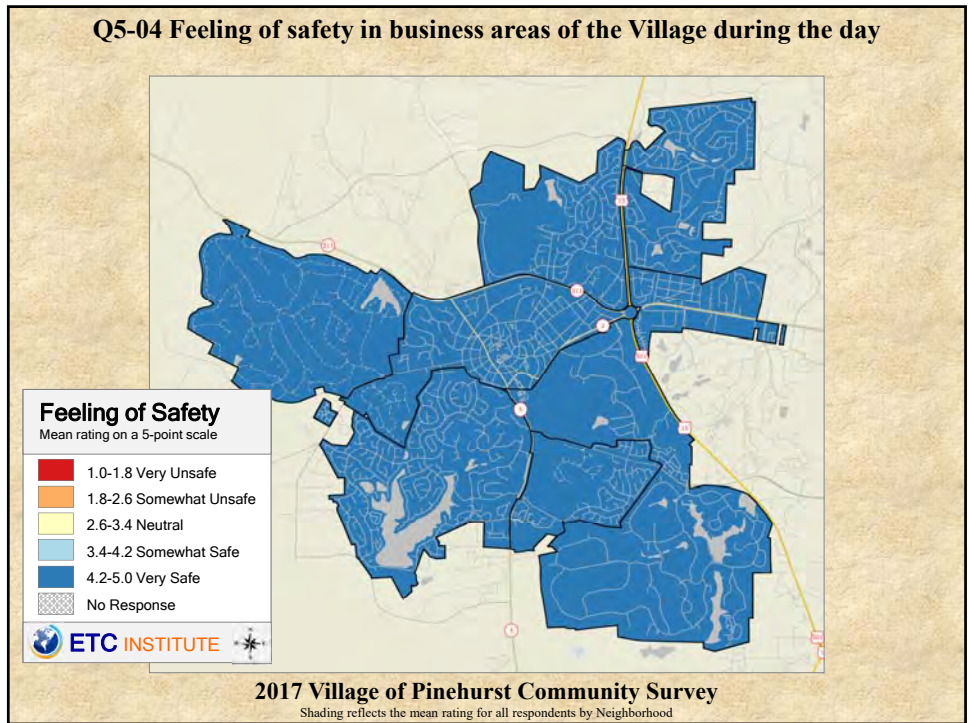
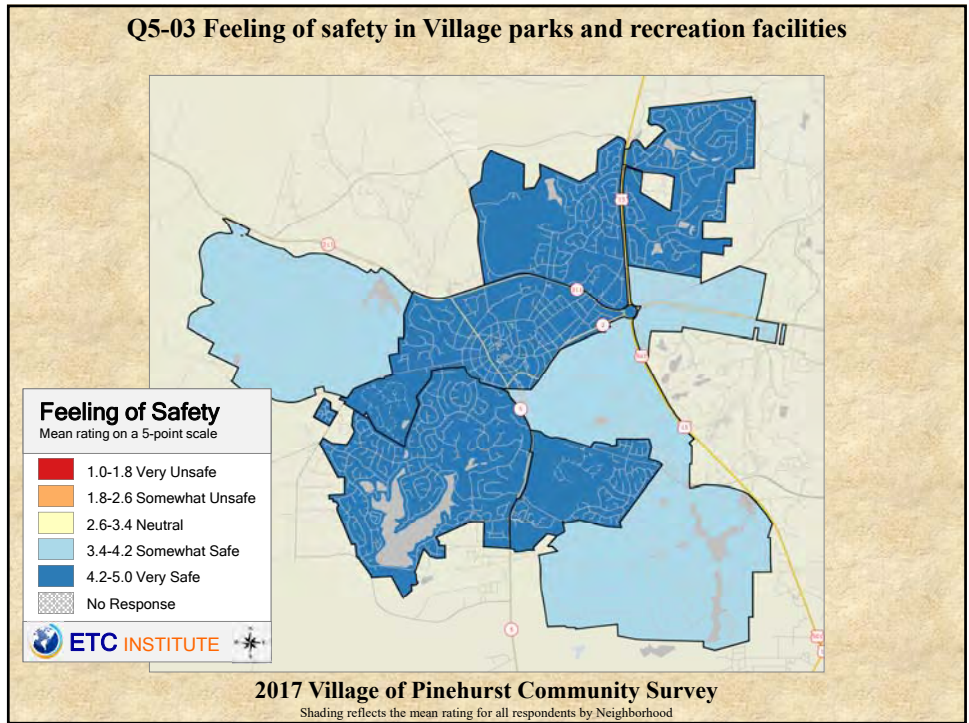


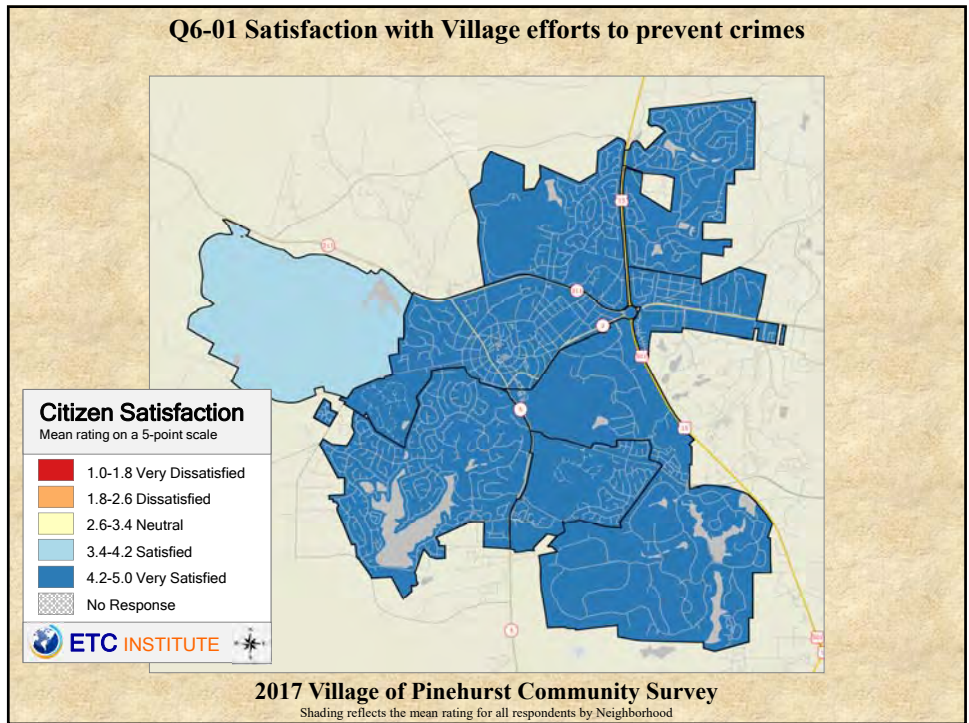
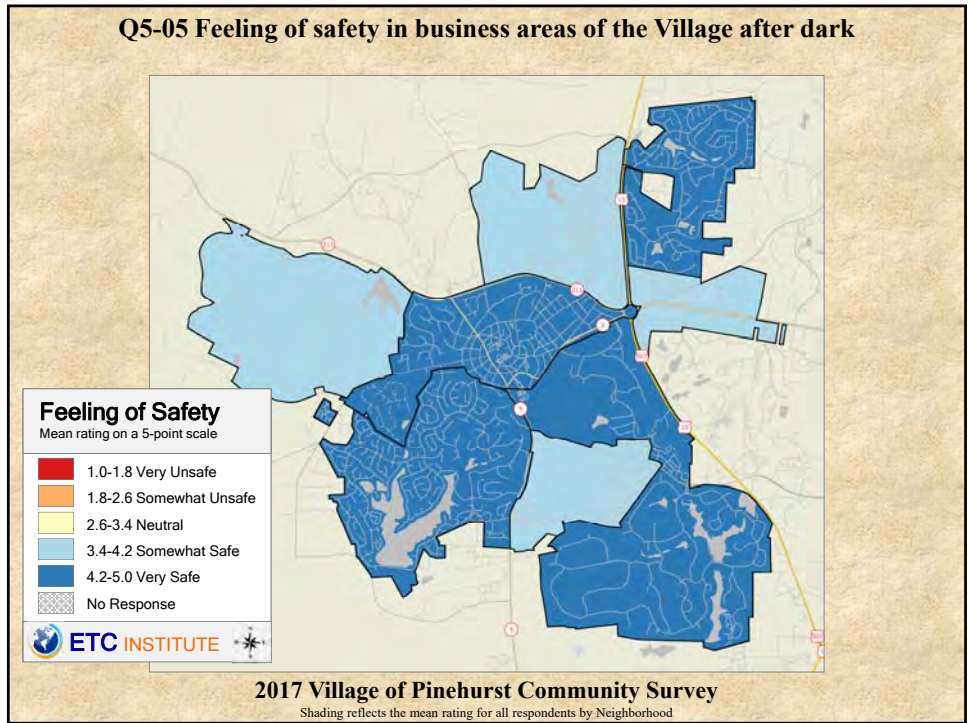


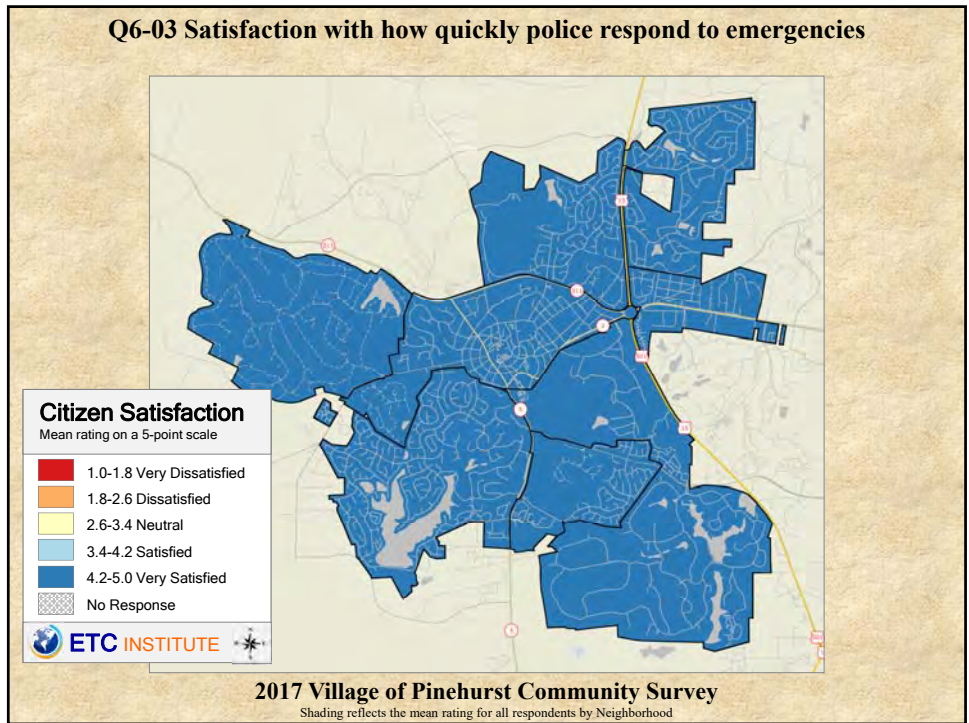
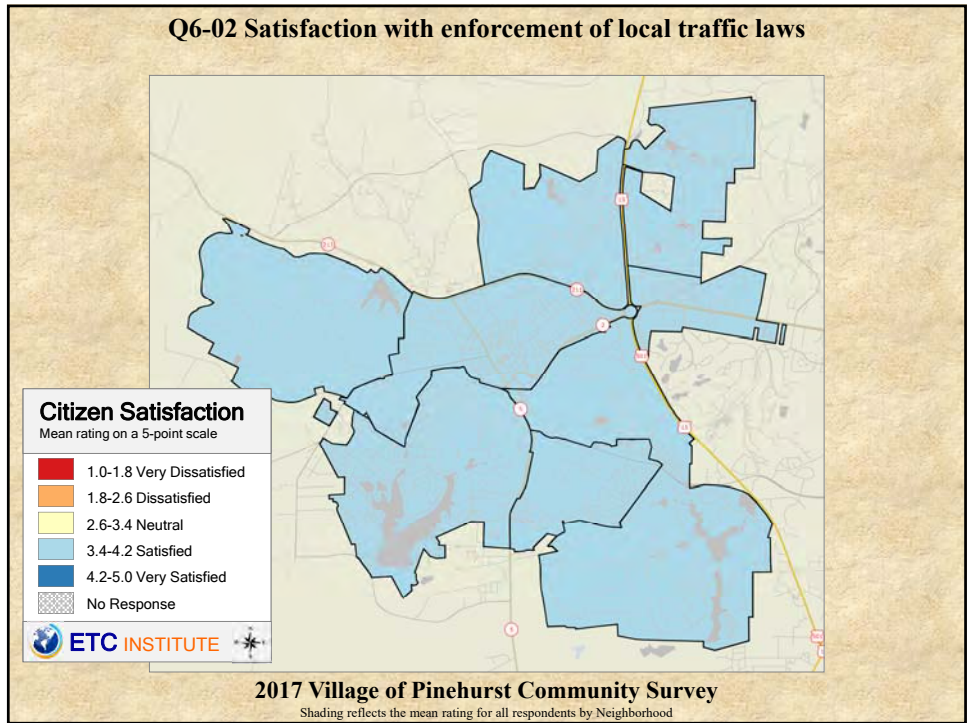




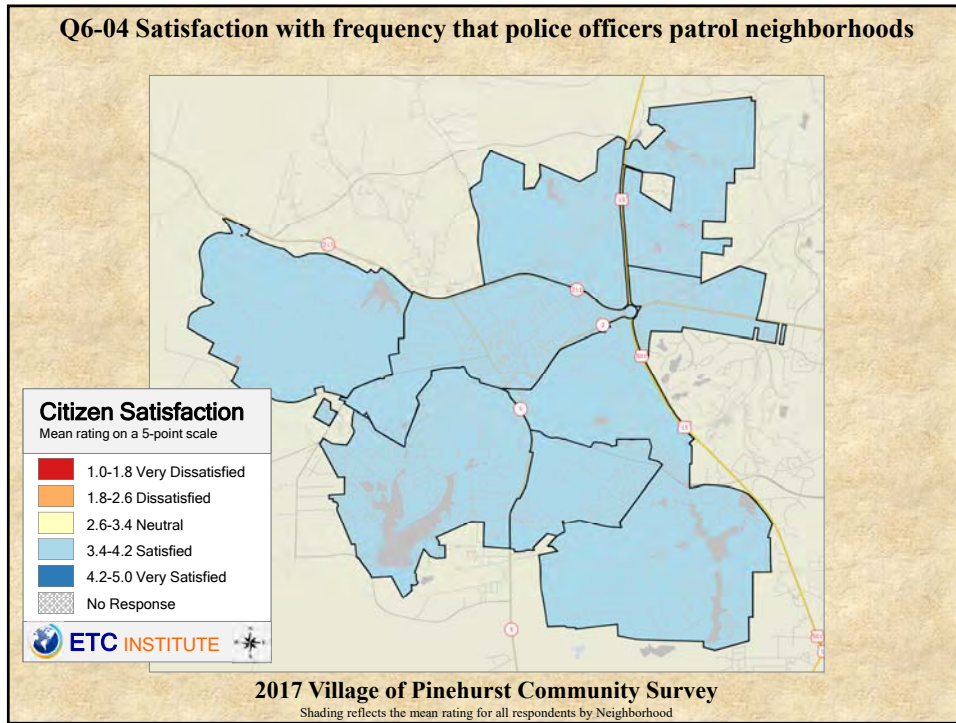




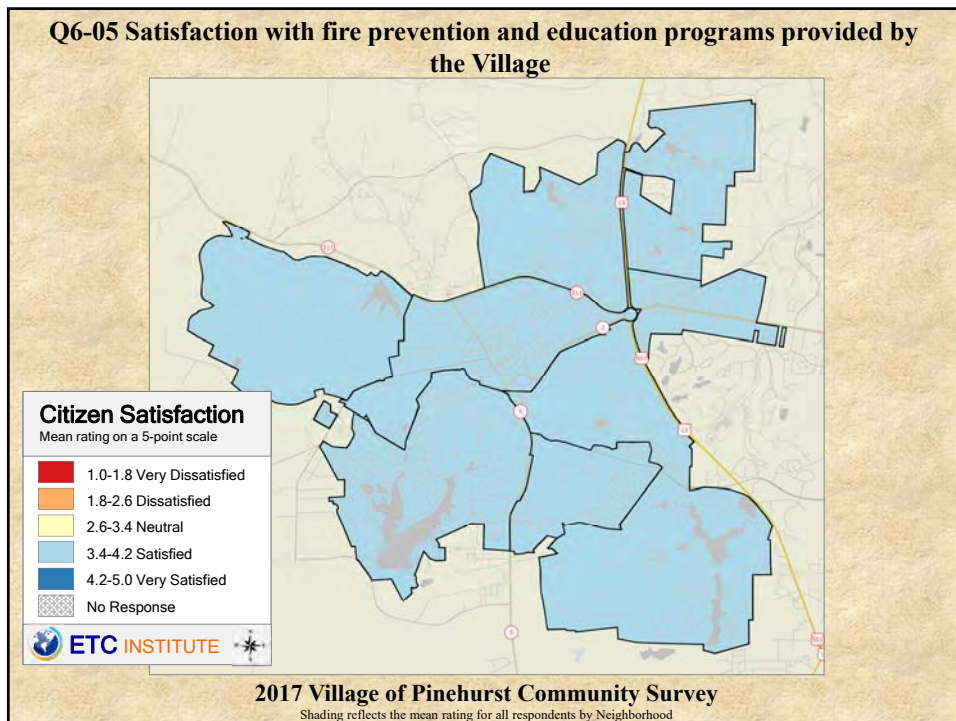




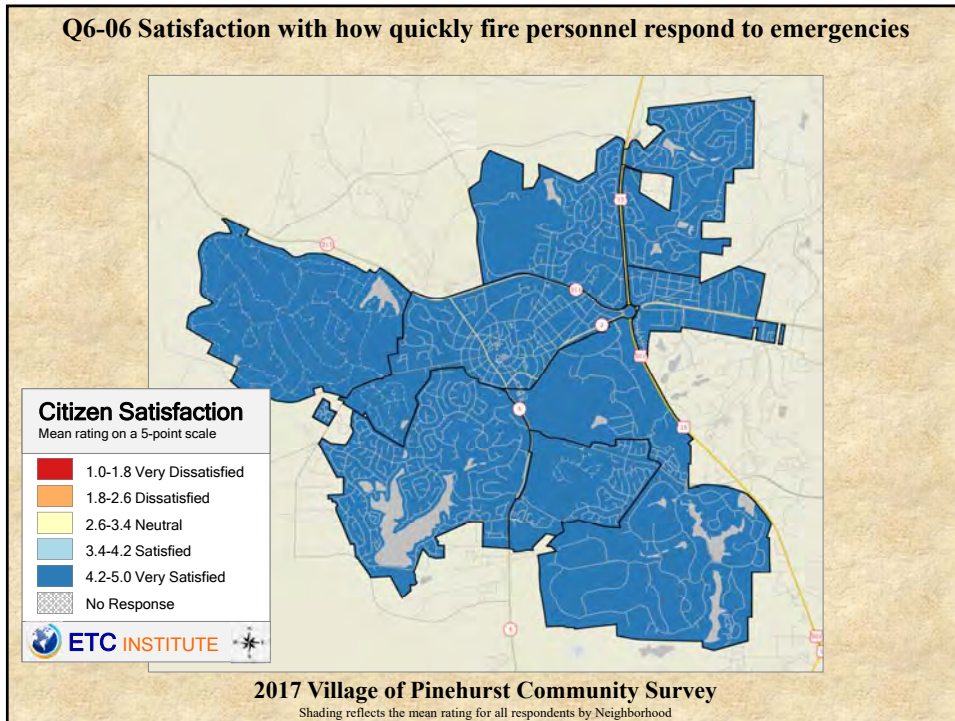
Q6-04 Satisfaction with frequency that police officers patrol neighborhoods



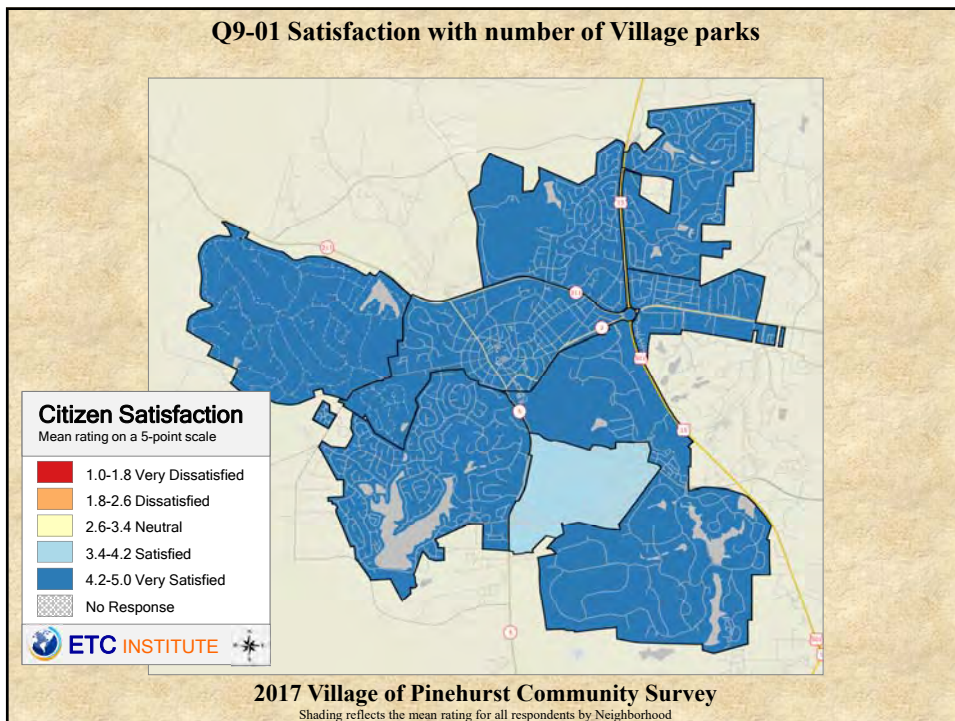
Q6-05 Satisfaction with fire prevention and education programs provided by the Village

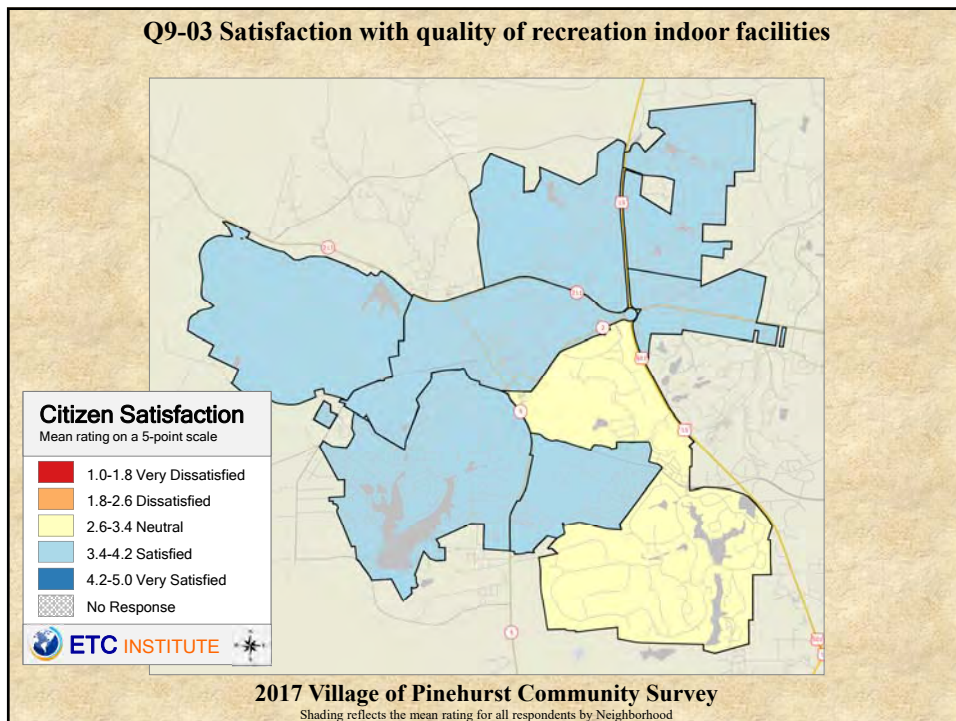
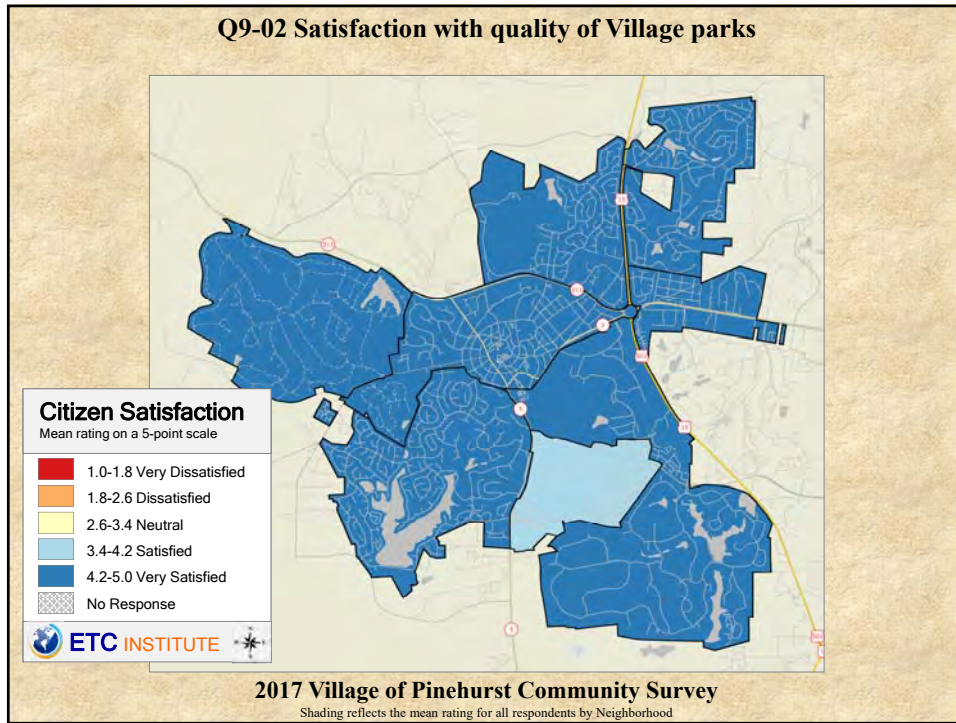


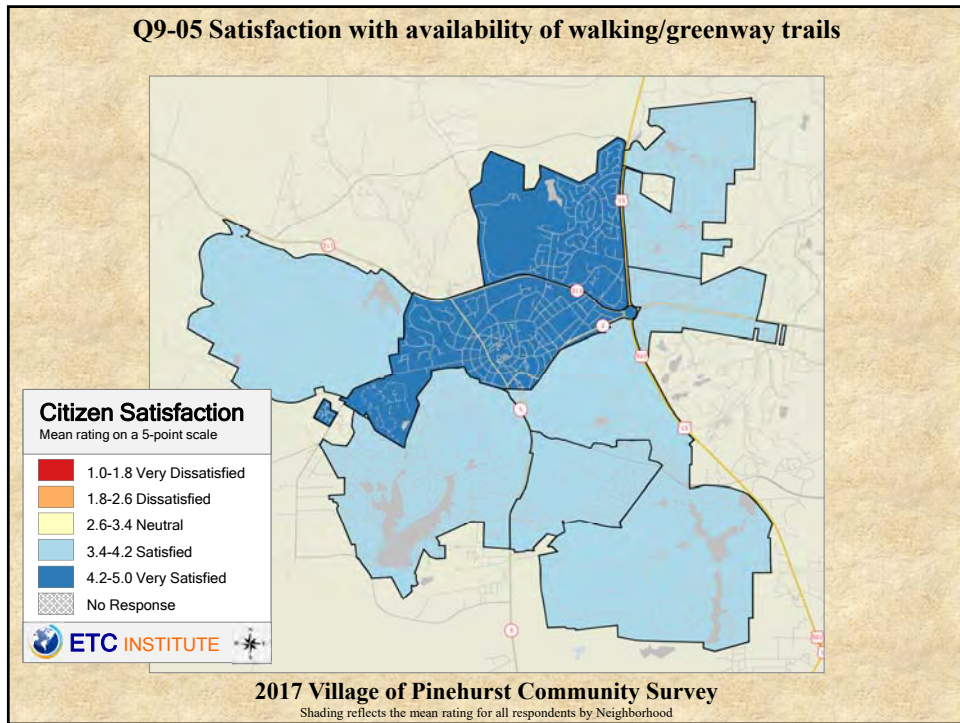
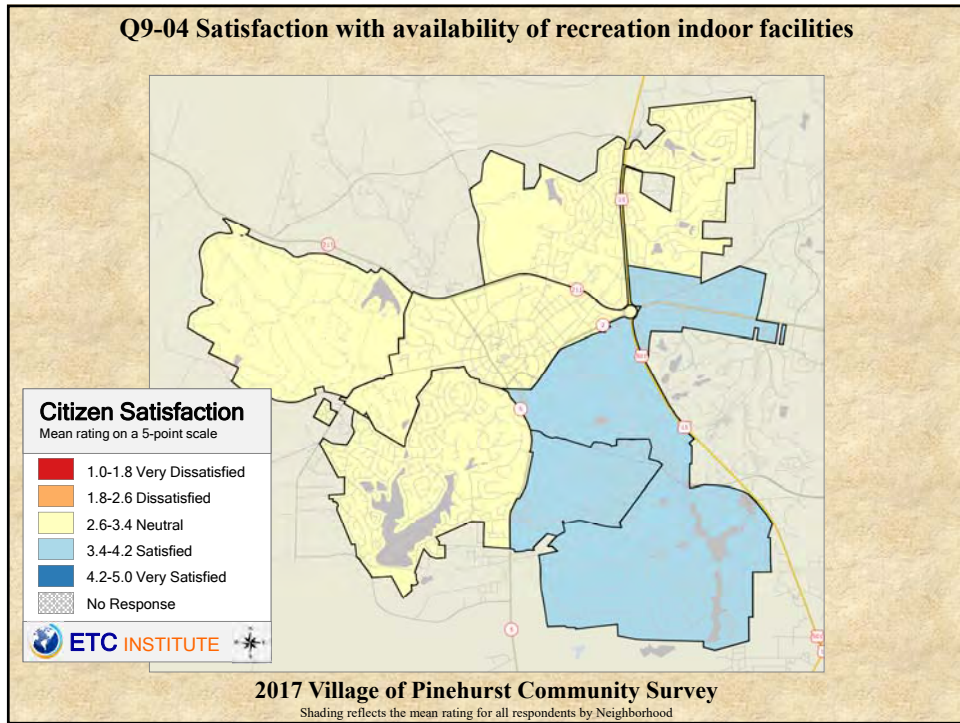
Q6-06 Satisfaction with how quickly fire personnel respond to emergencies

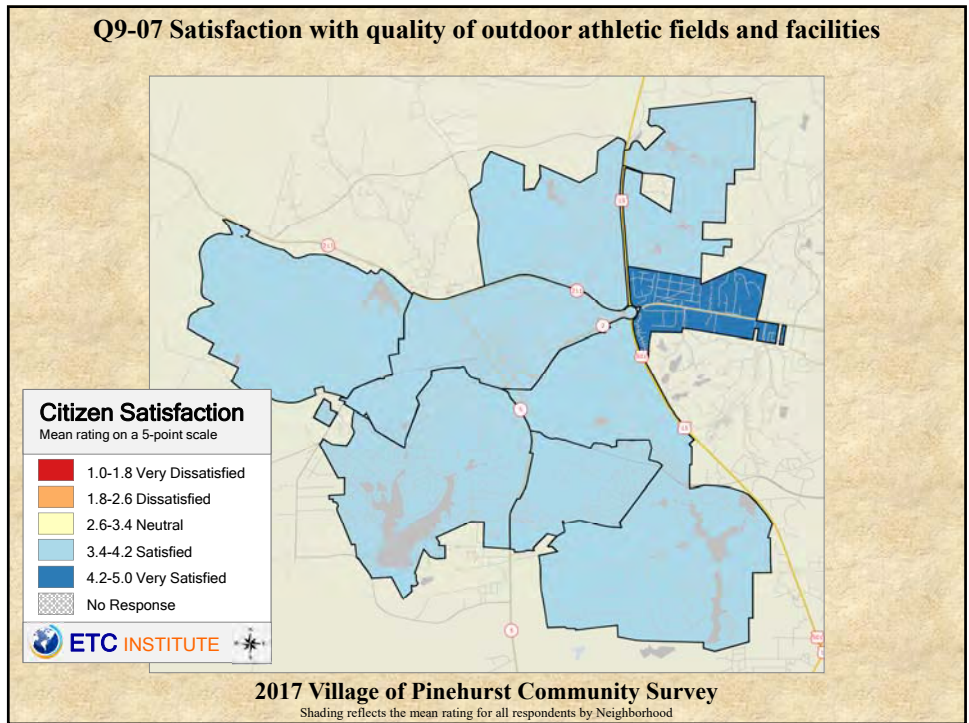
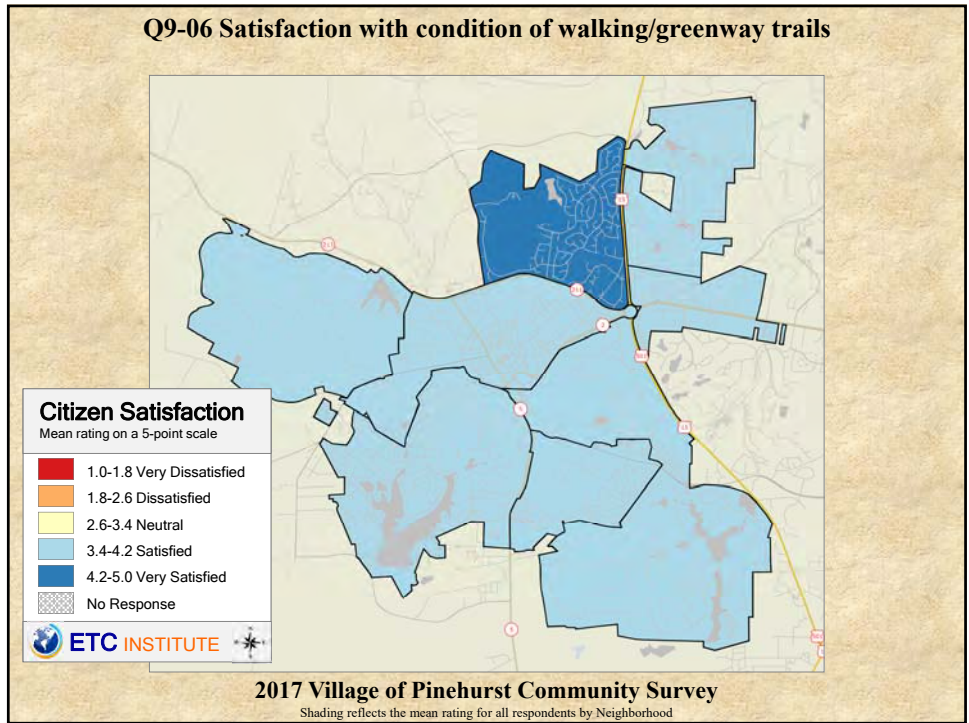


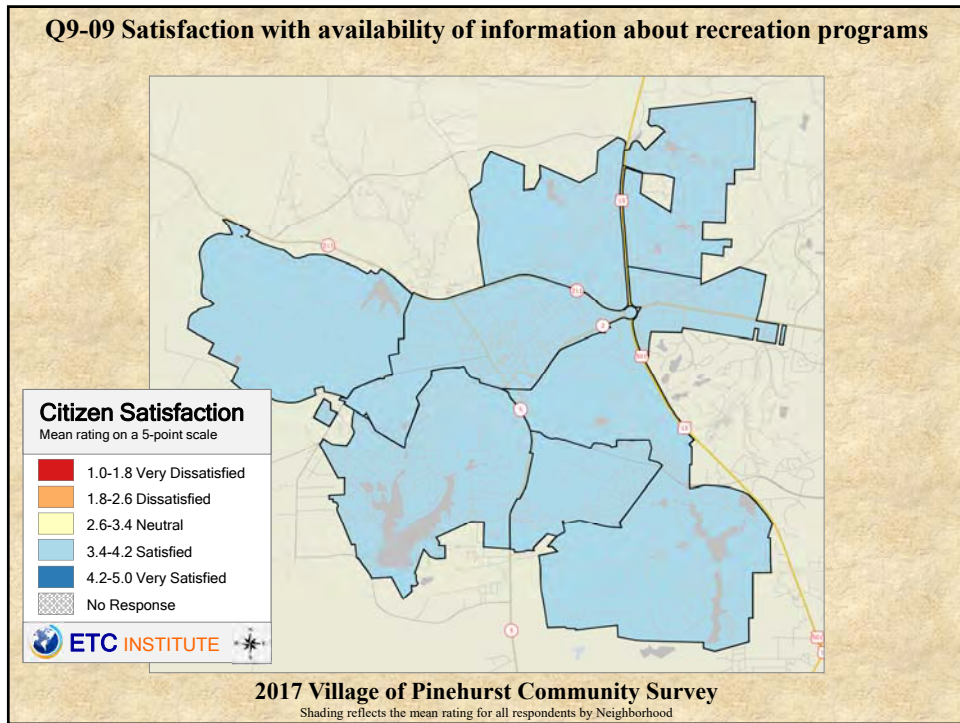
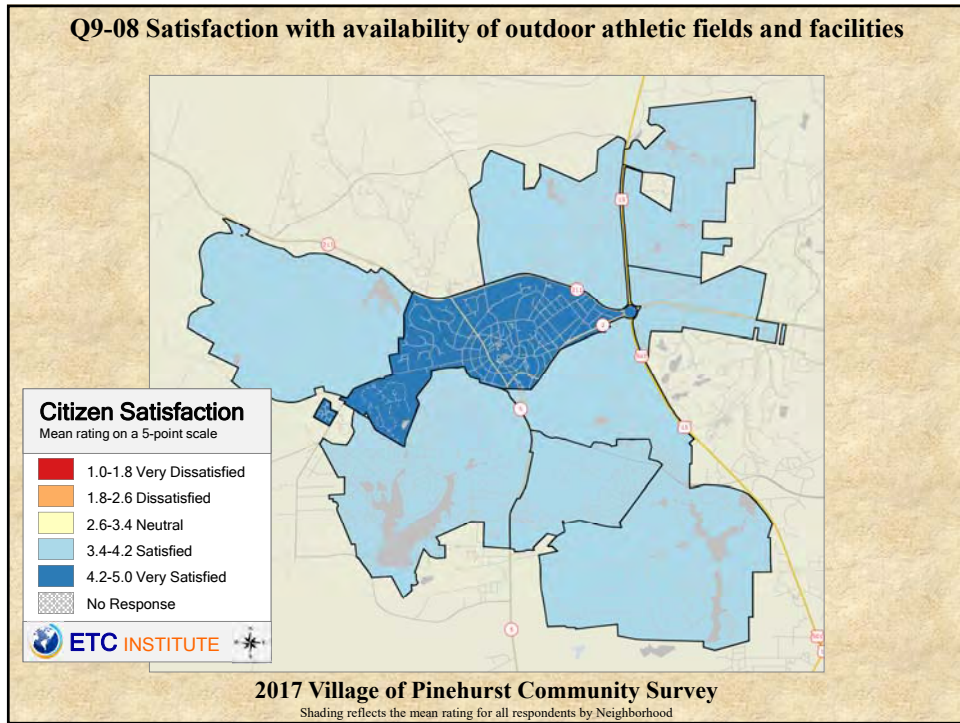
Q9-01 Satisfaction with number of Village parks

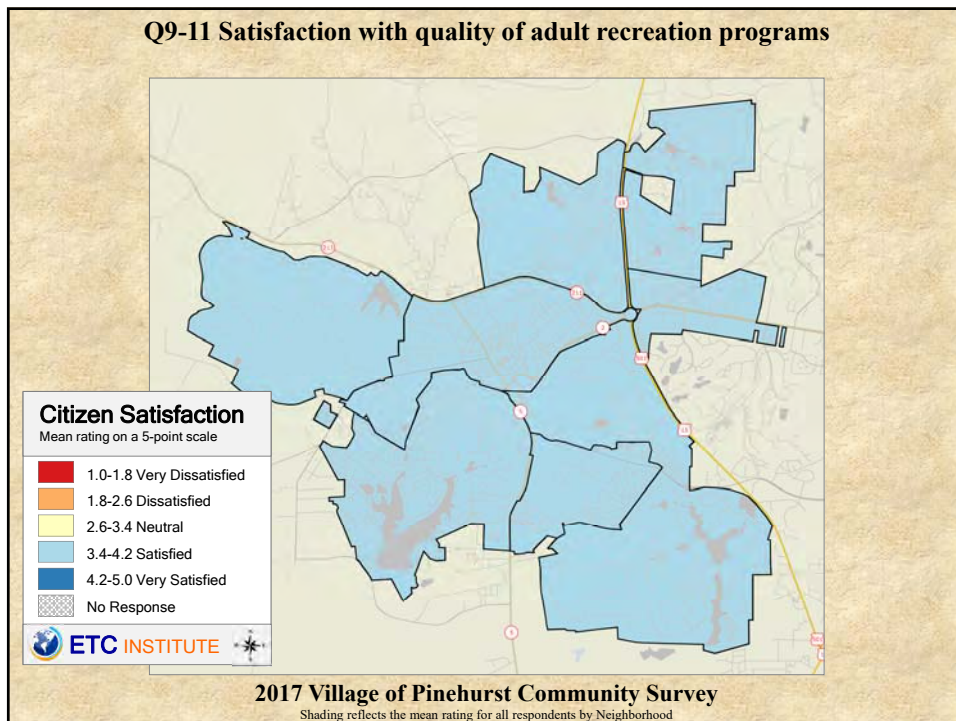
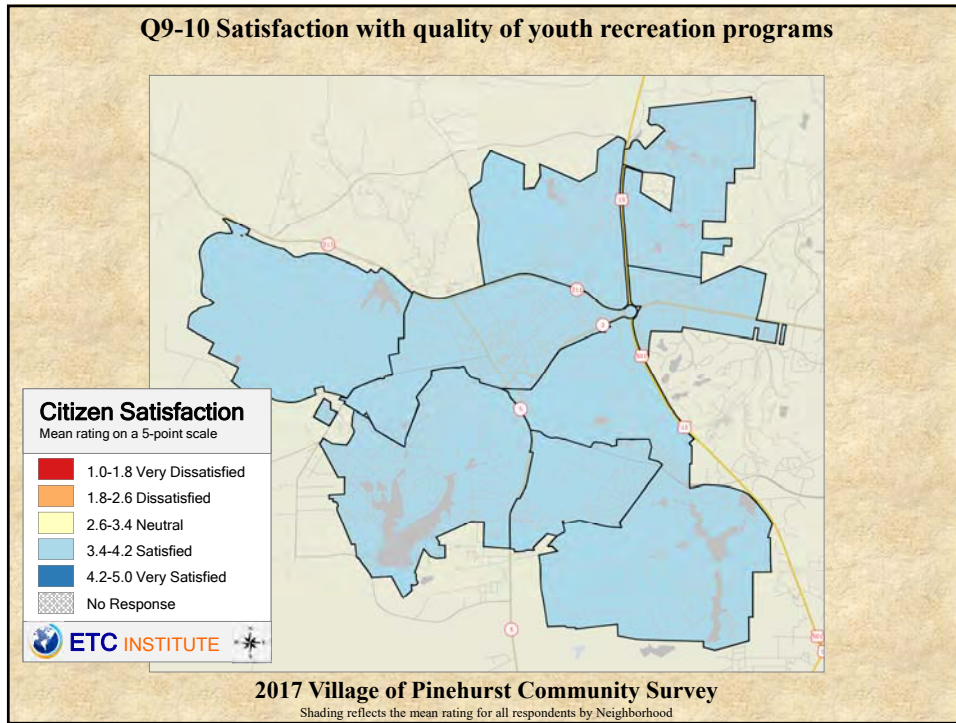




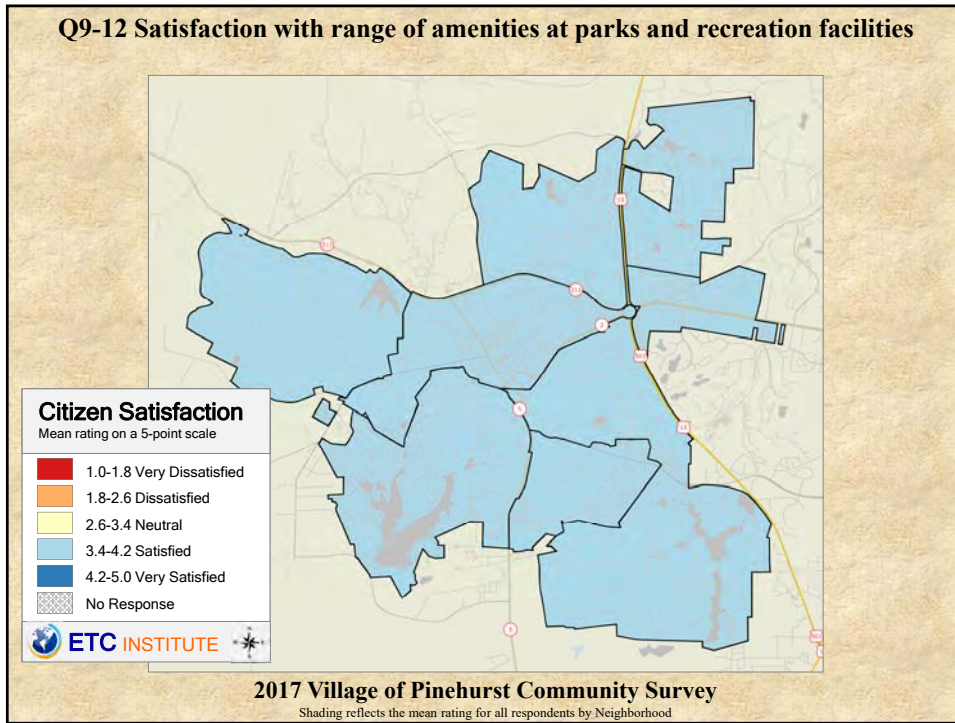




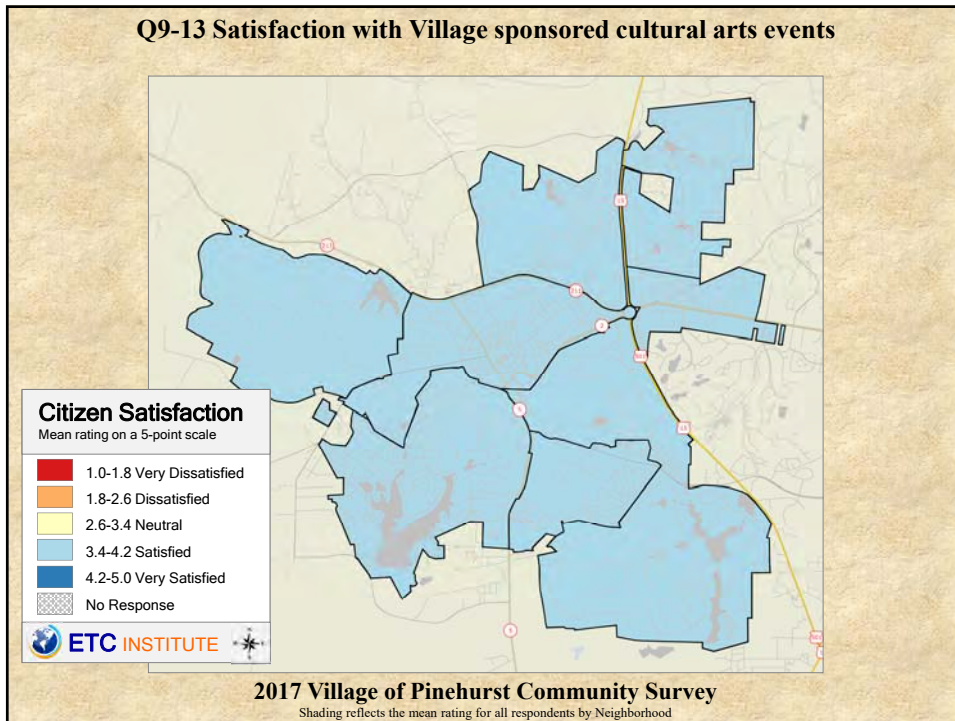


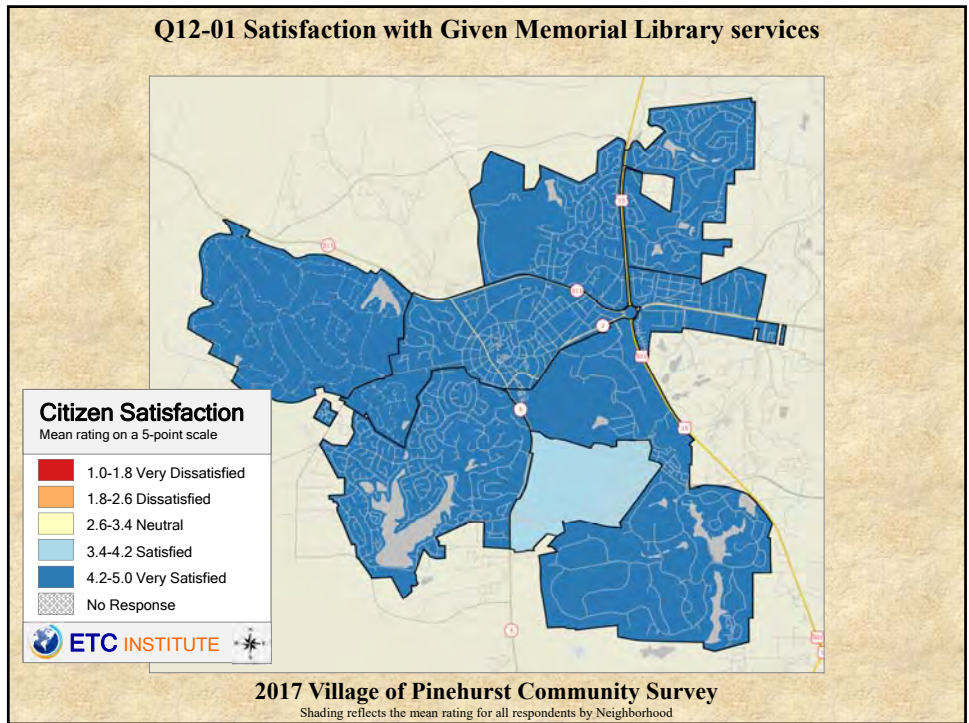
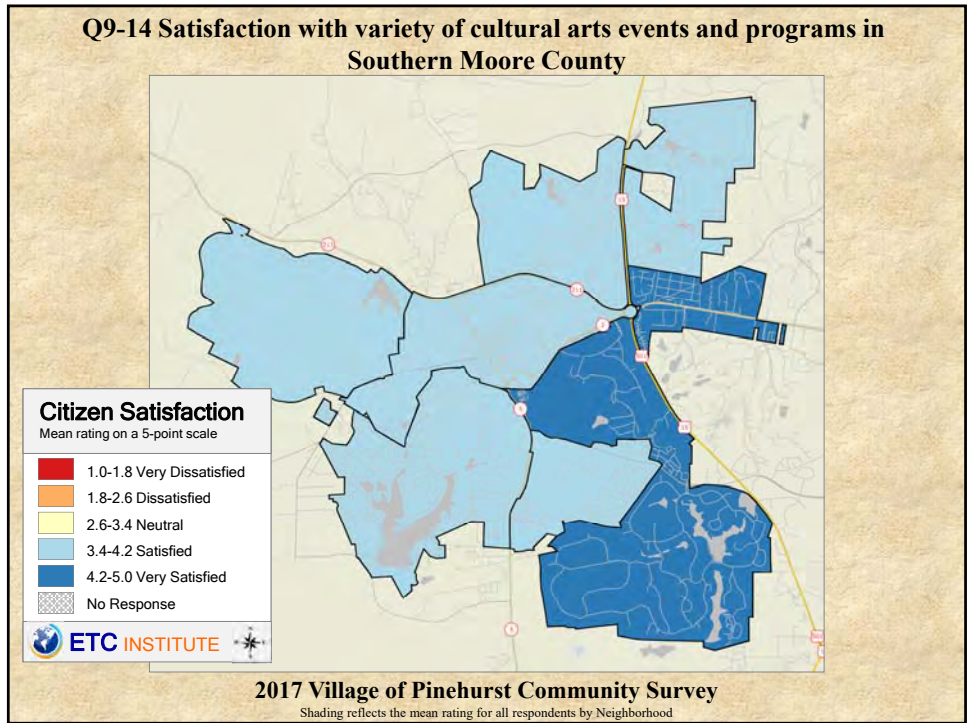


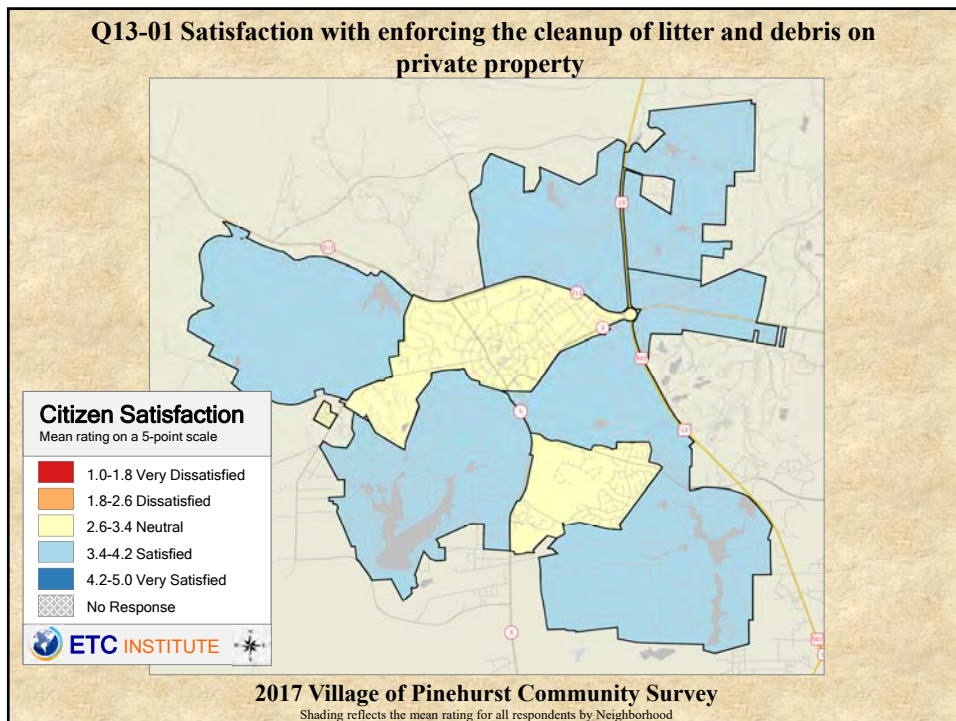
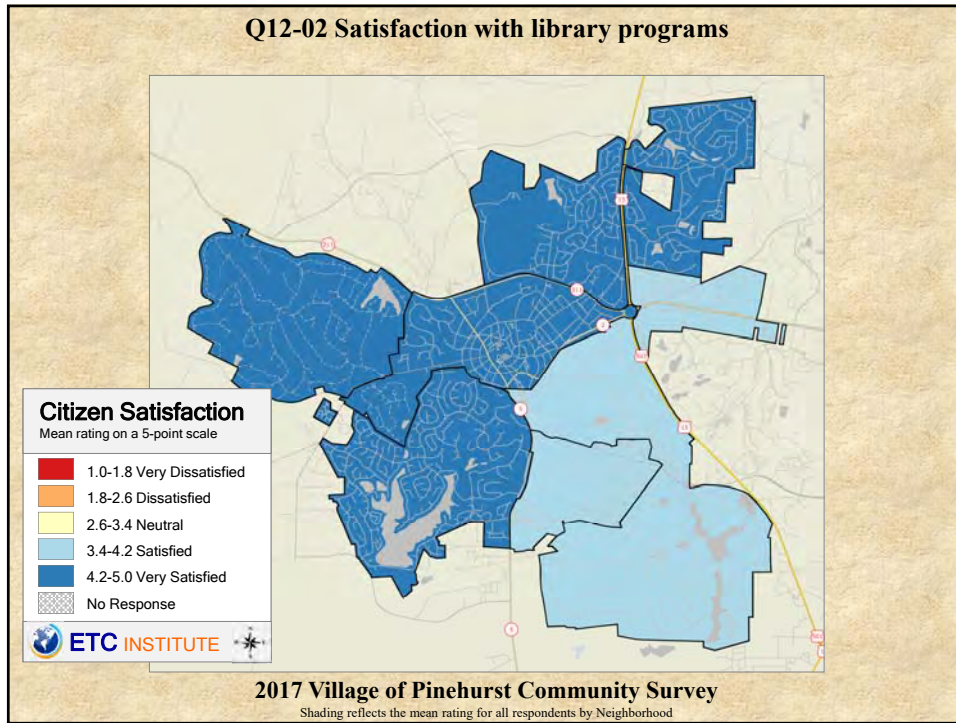
Q9-12 Satisfaction with range of amenities at parks and recreation facilities

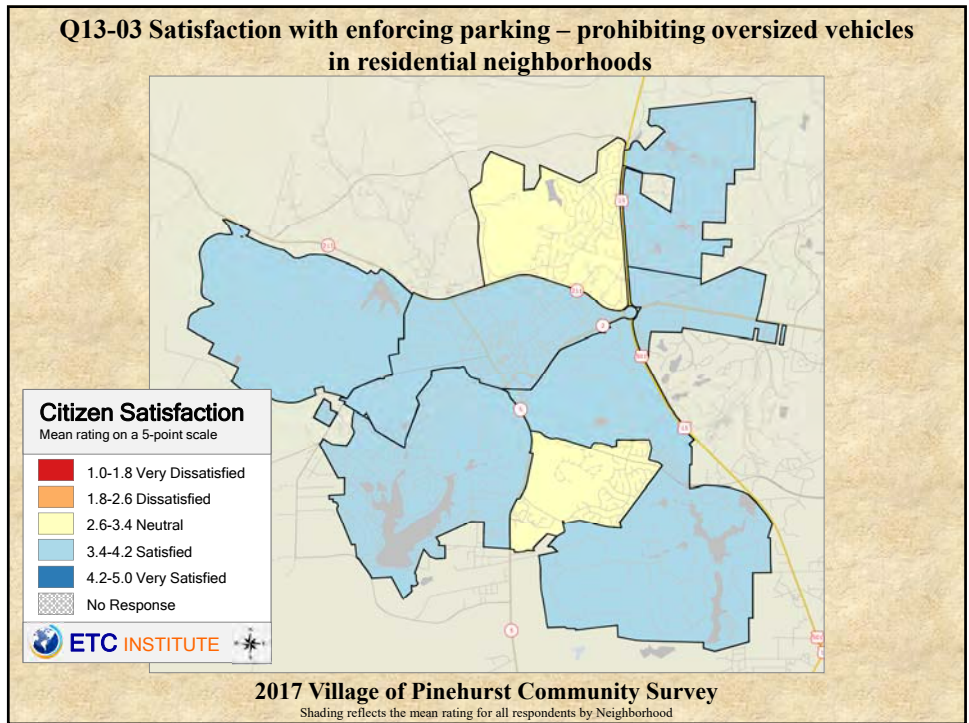
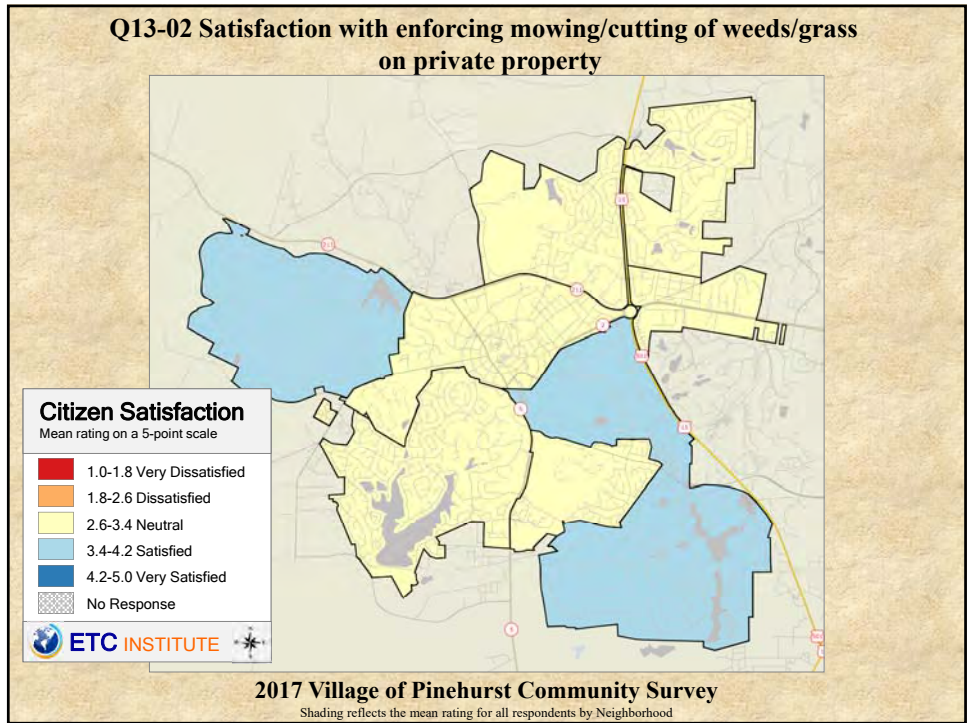


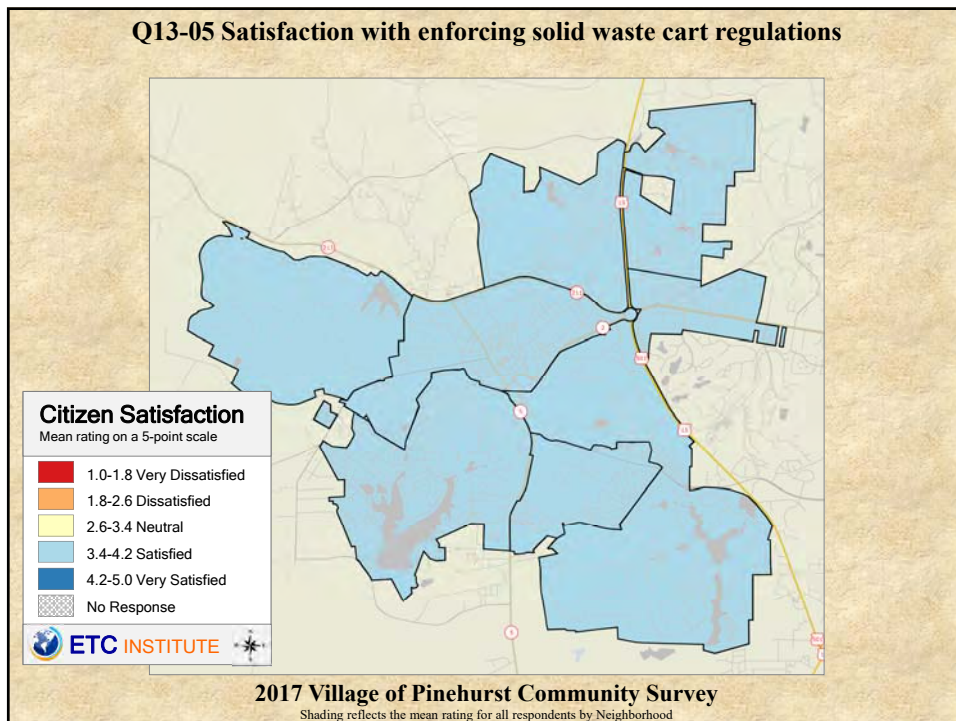
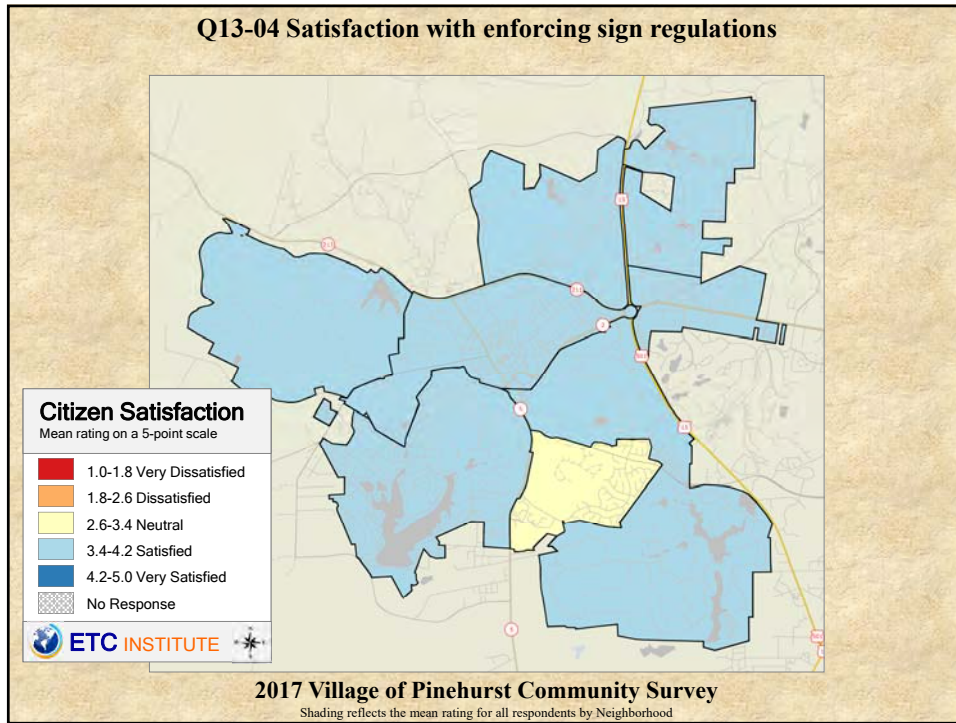
Q9-13 Satisfaction with Village sponsored cultural arts events

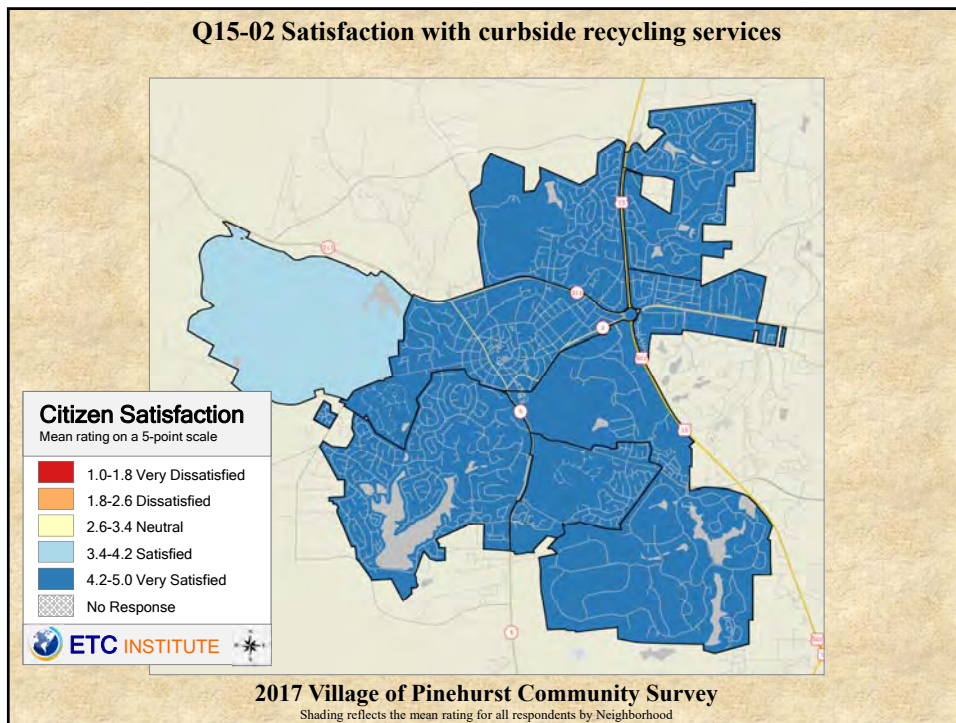
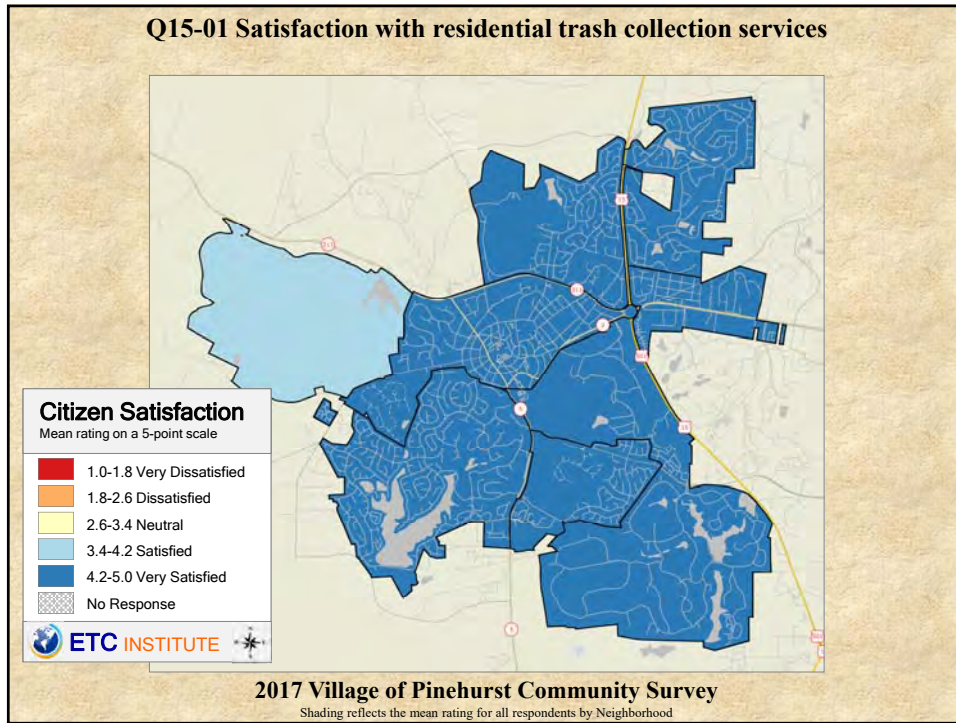


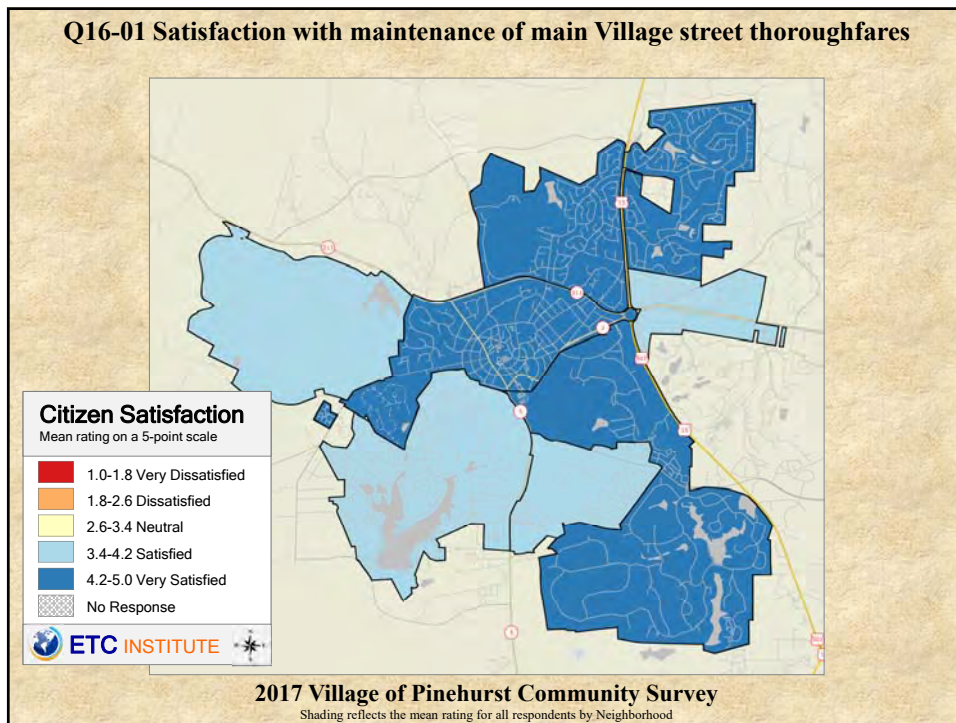
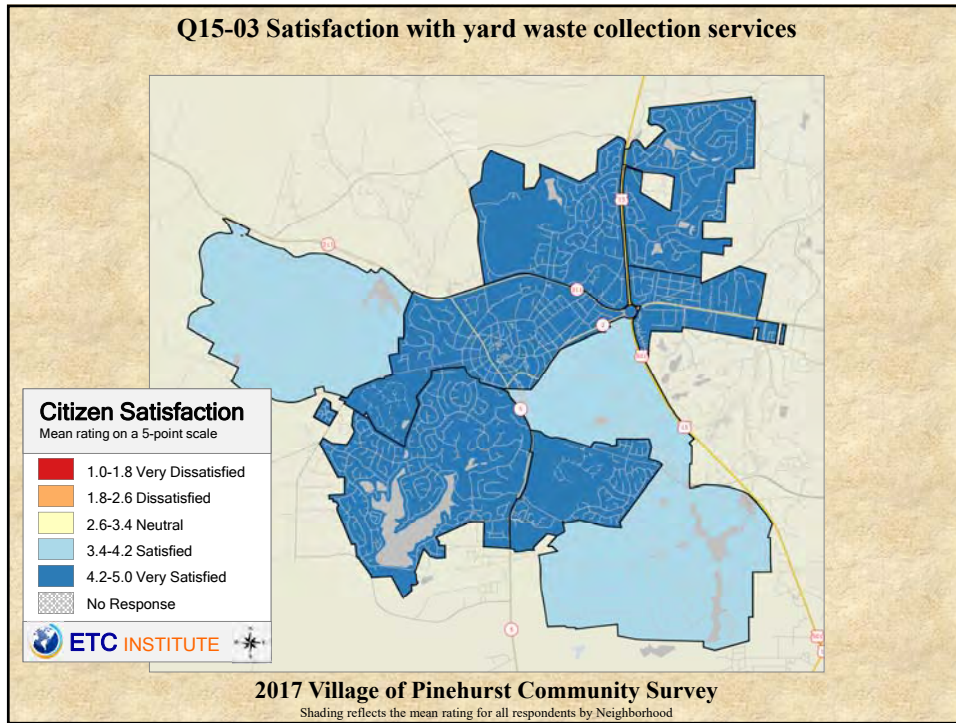


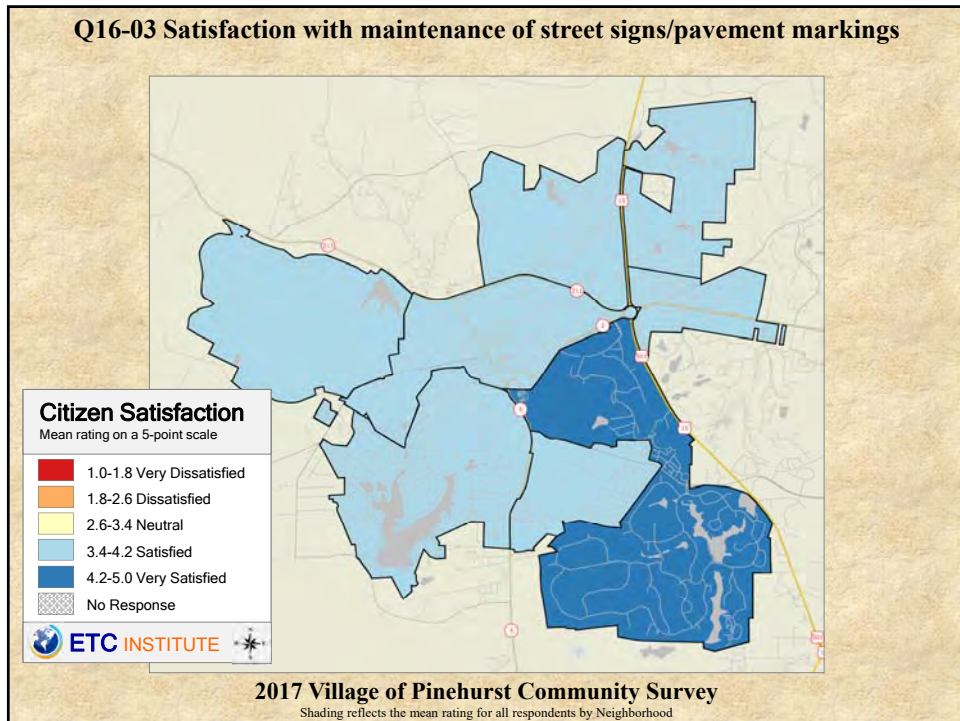
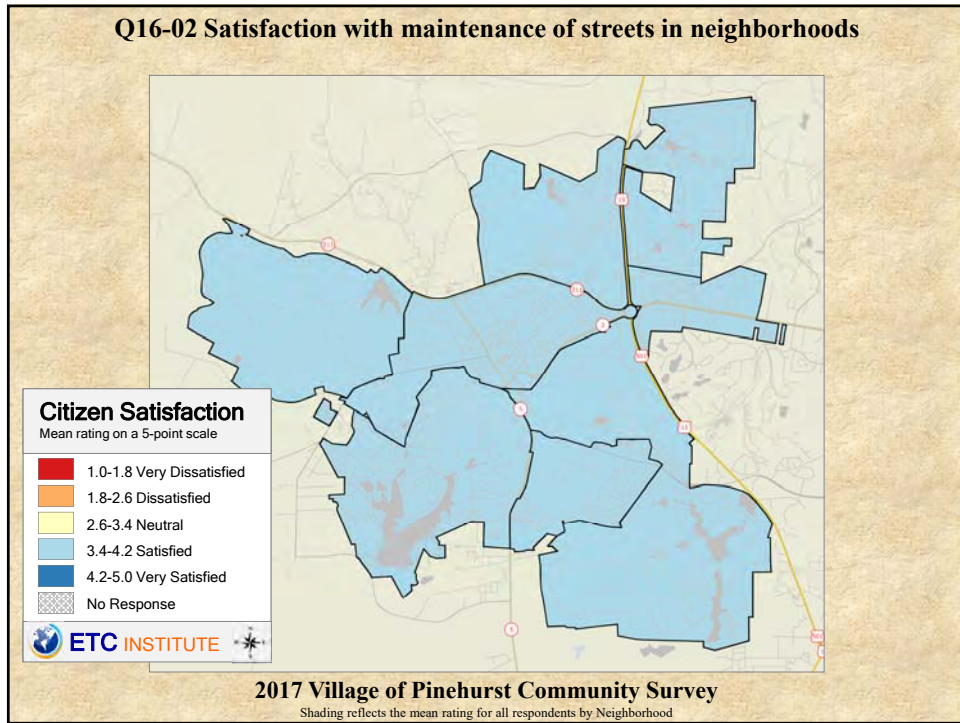


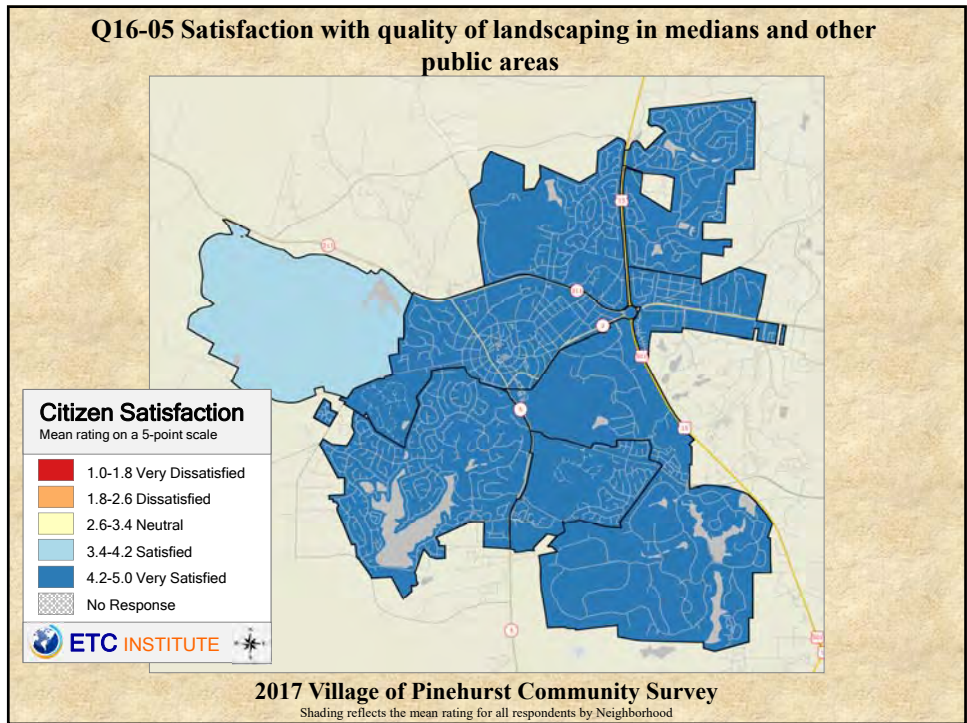
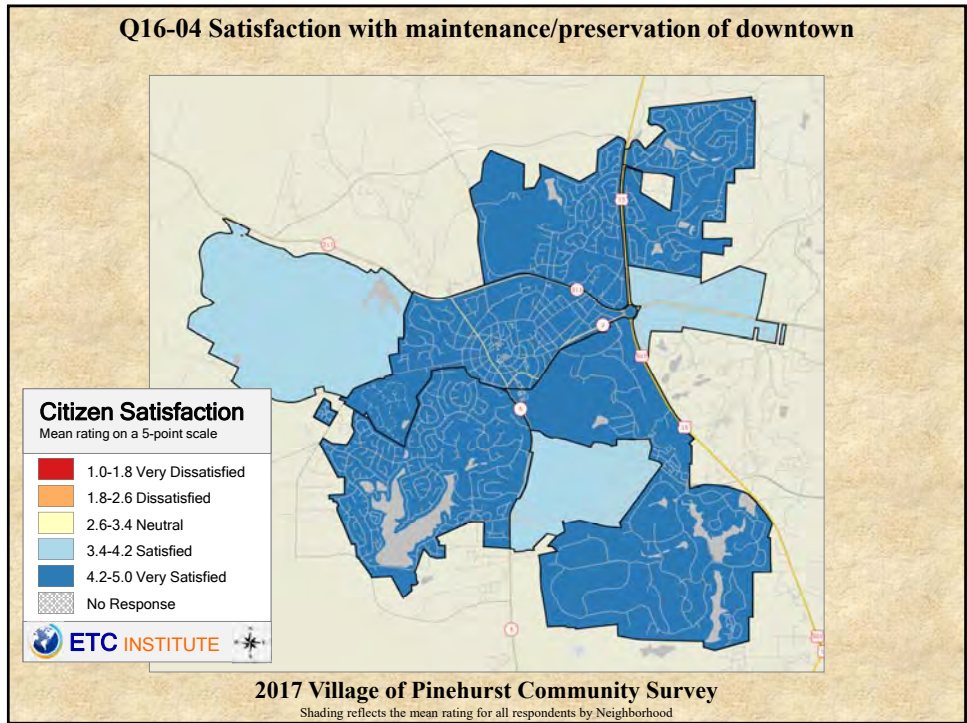


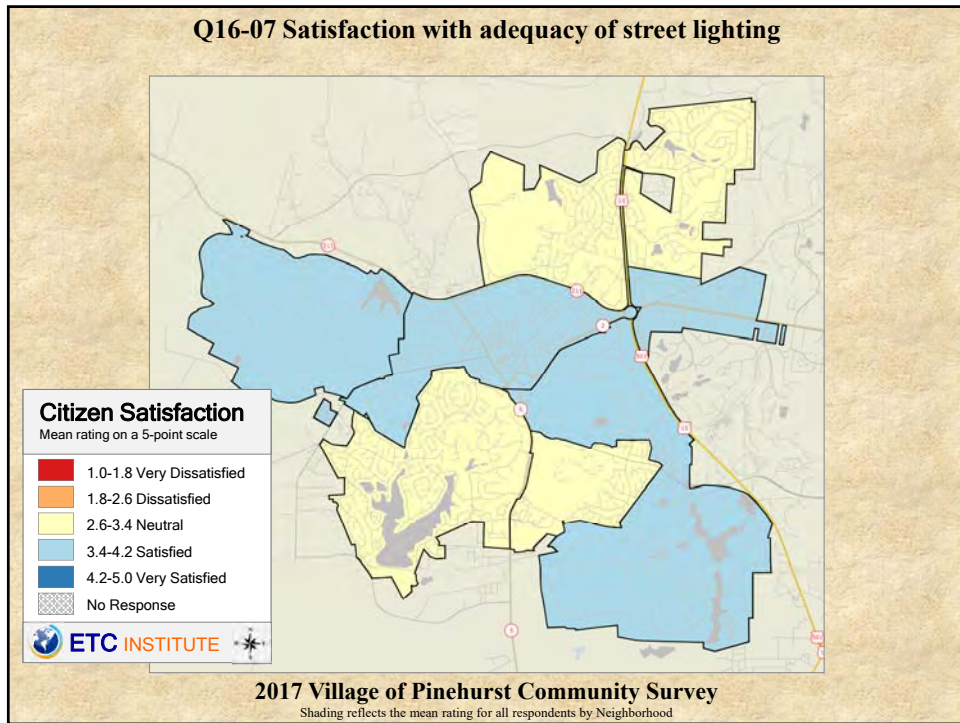
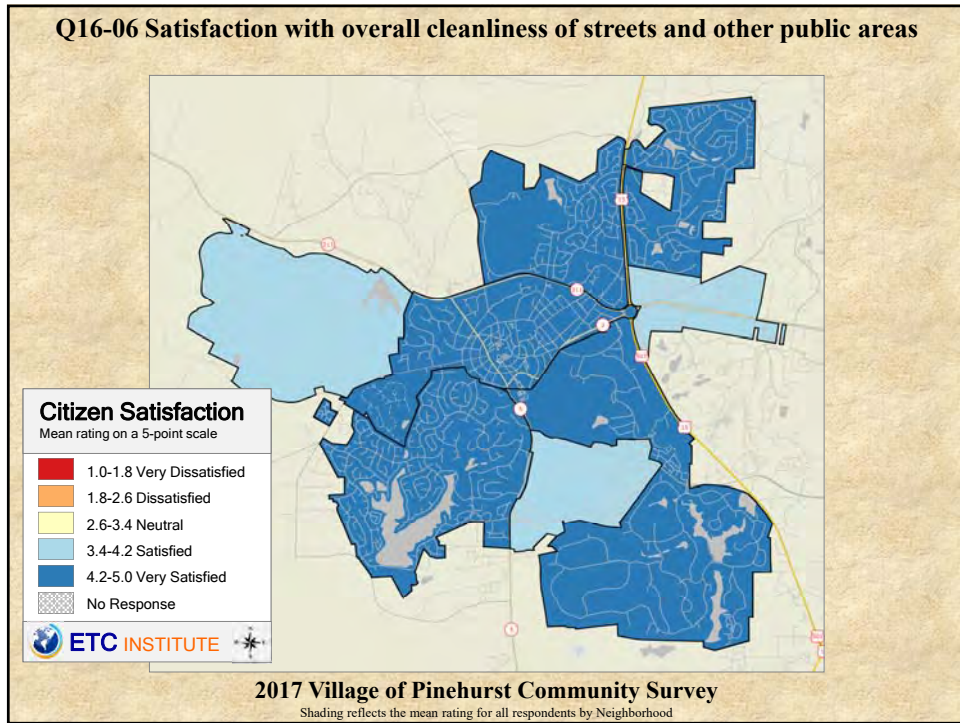


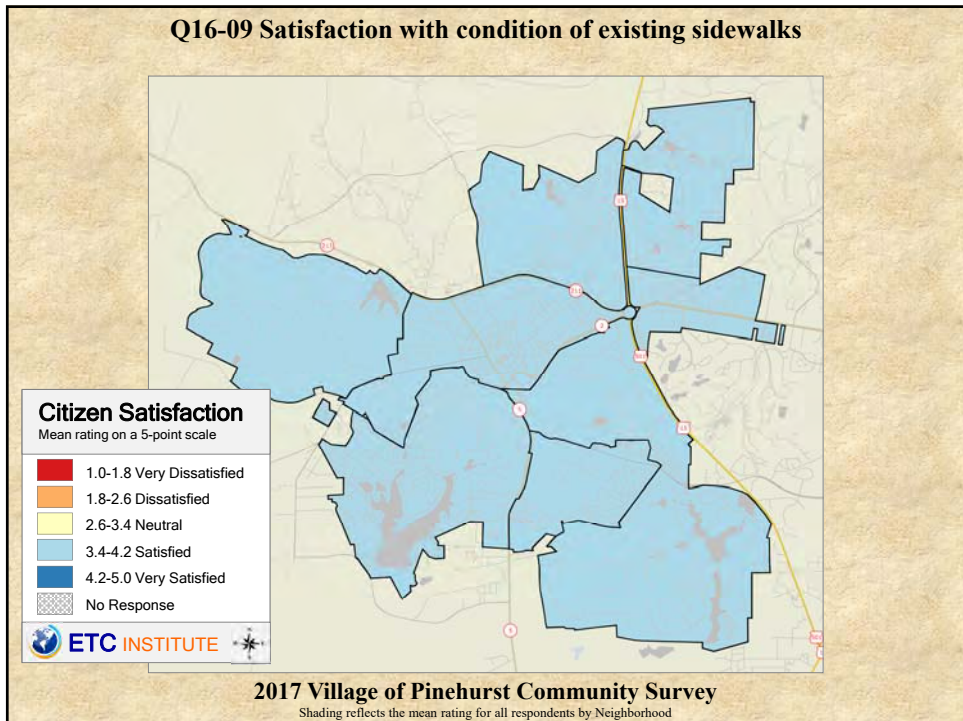
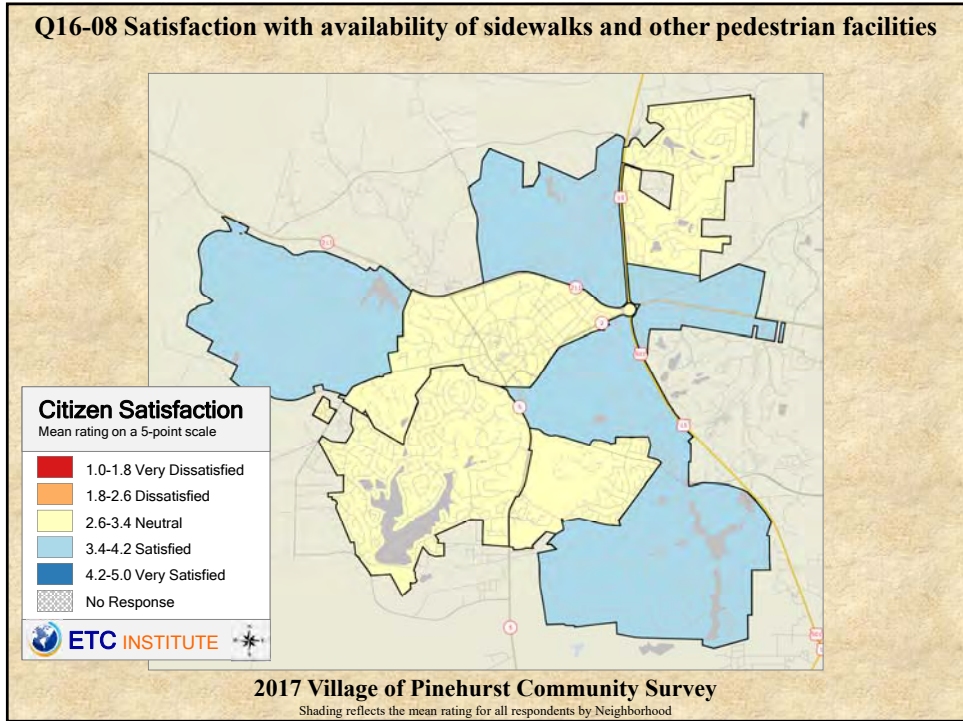


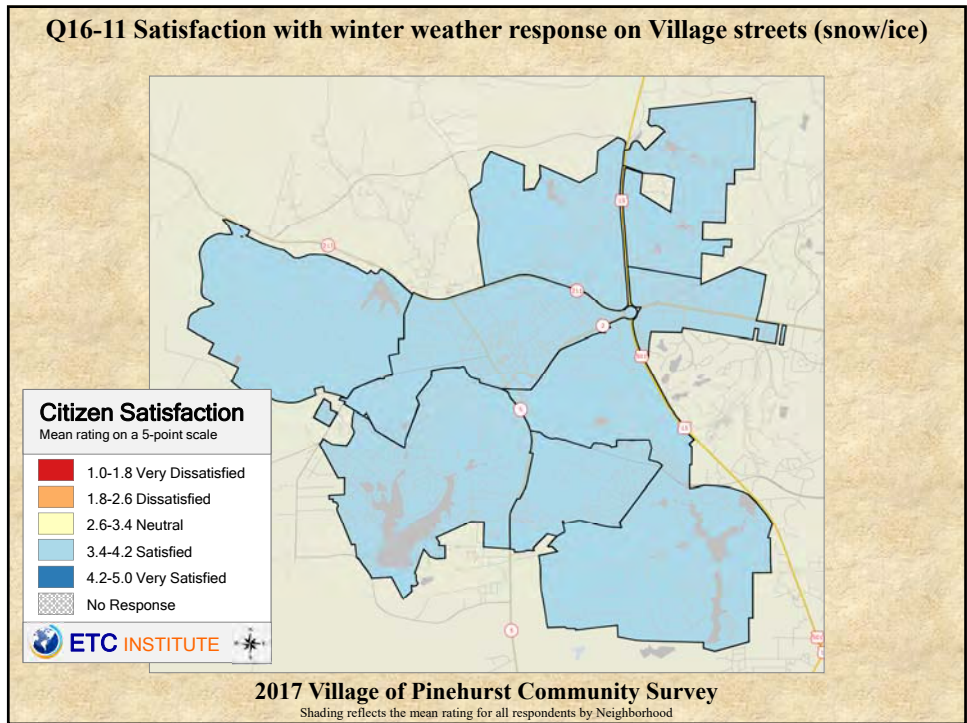
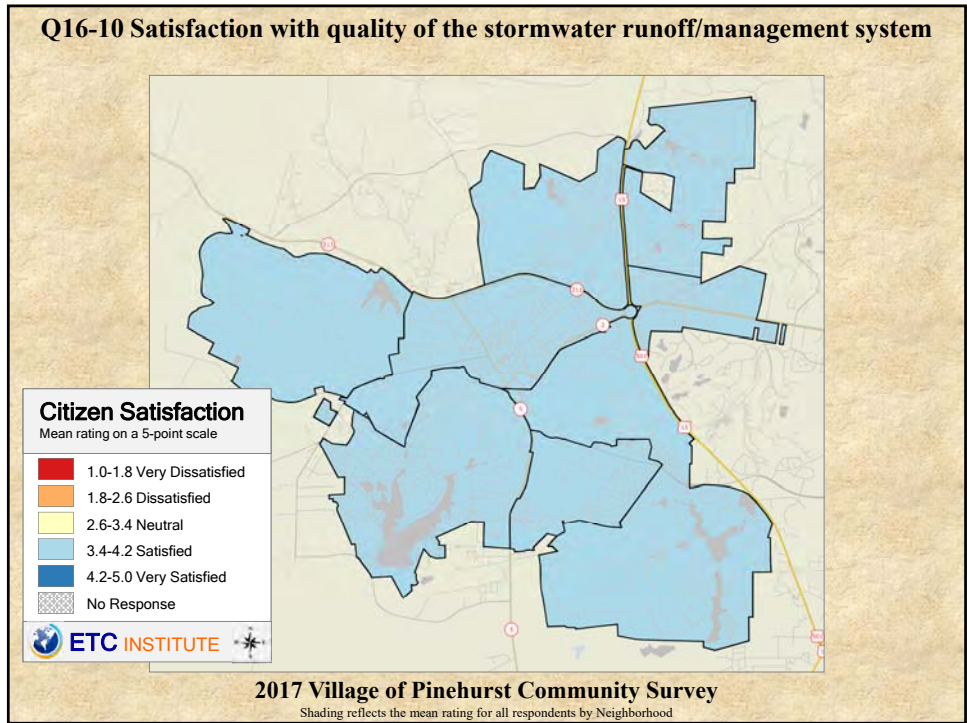


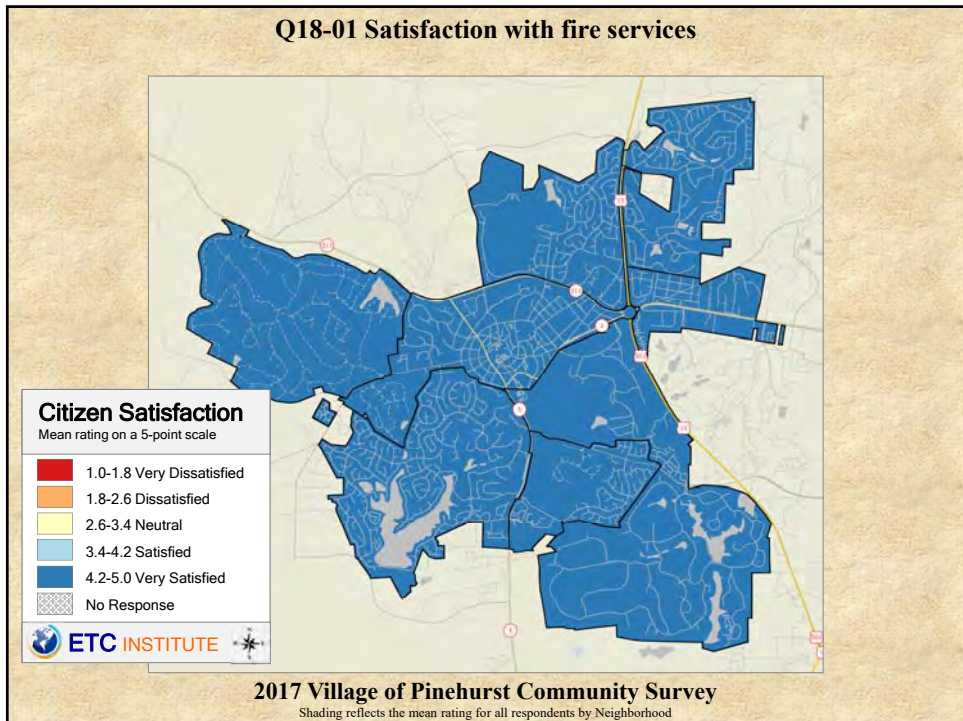
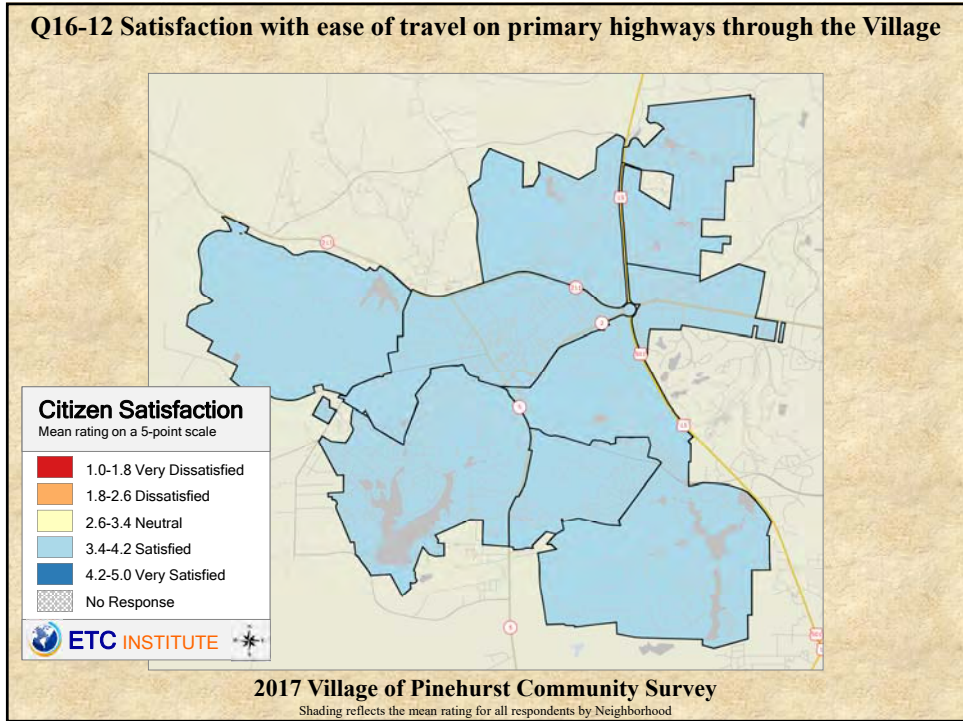


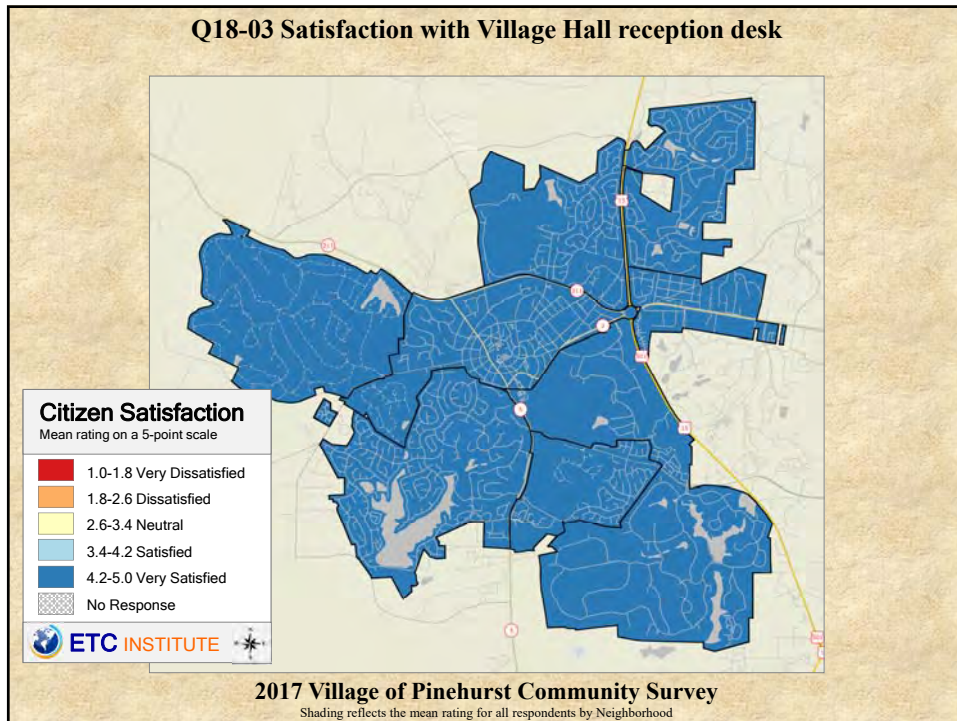
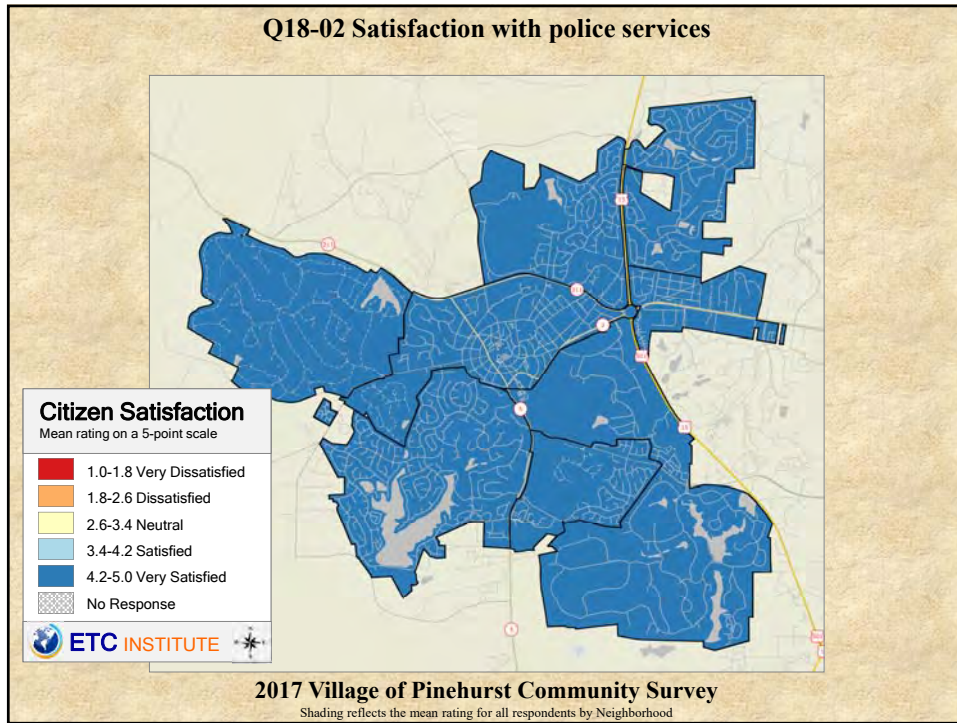


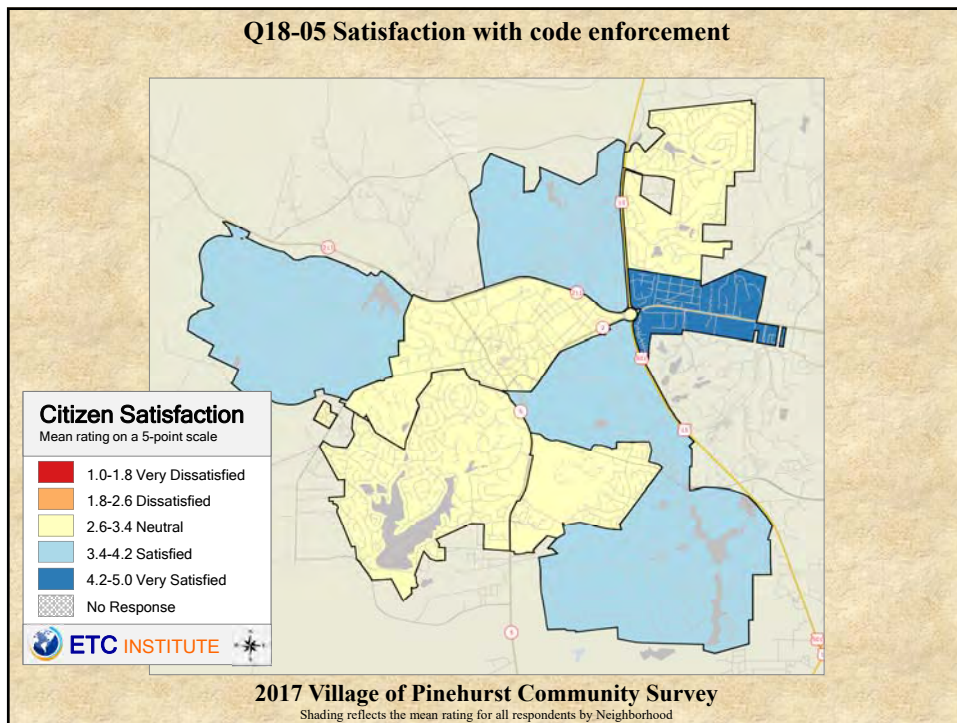
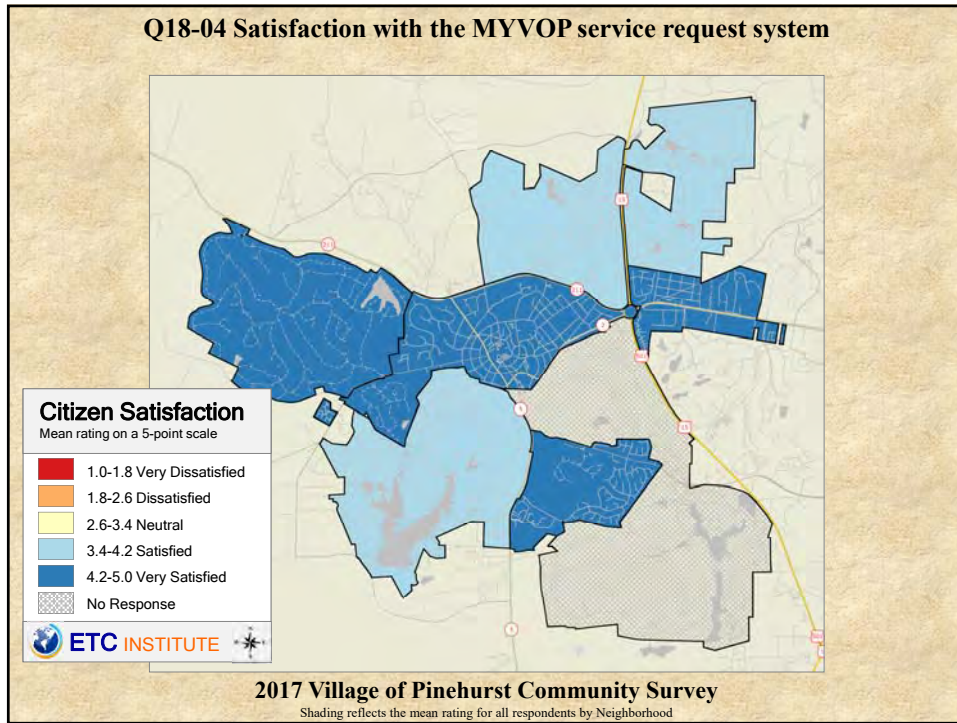


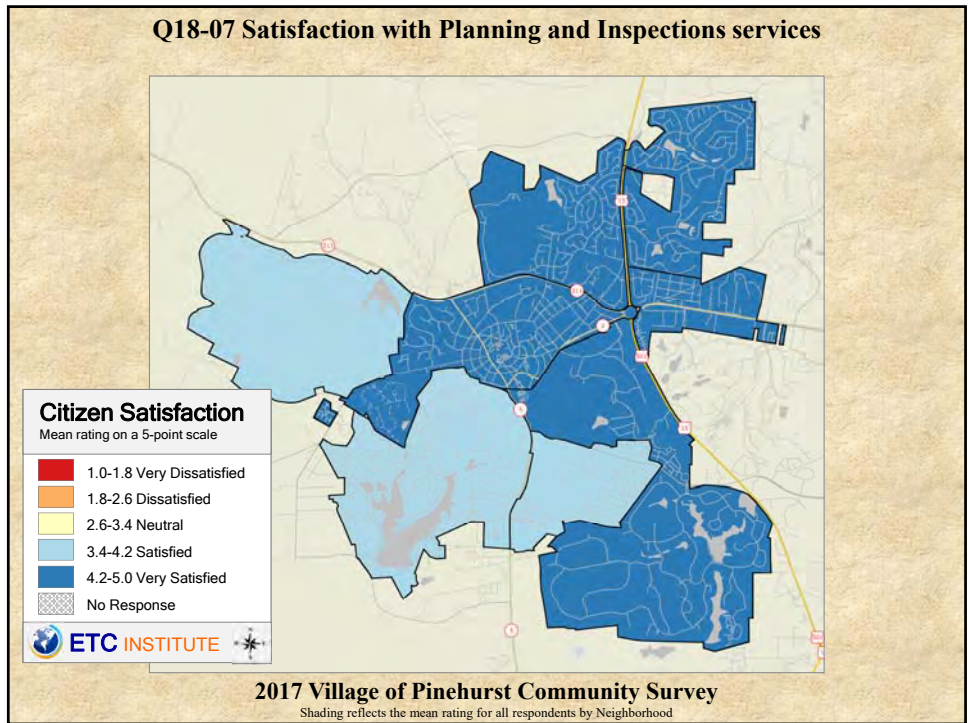
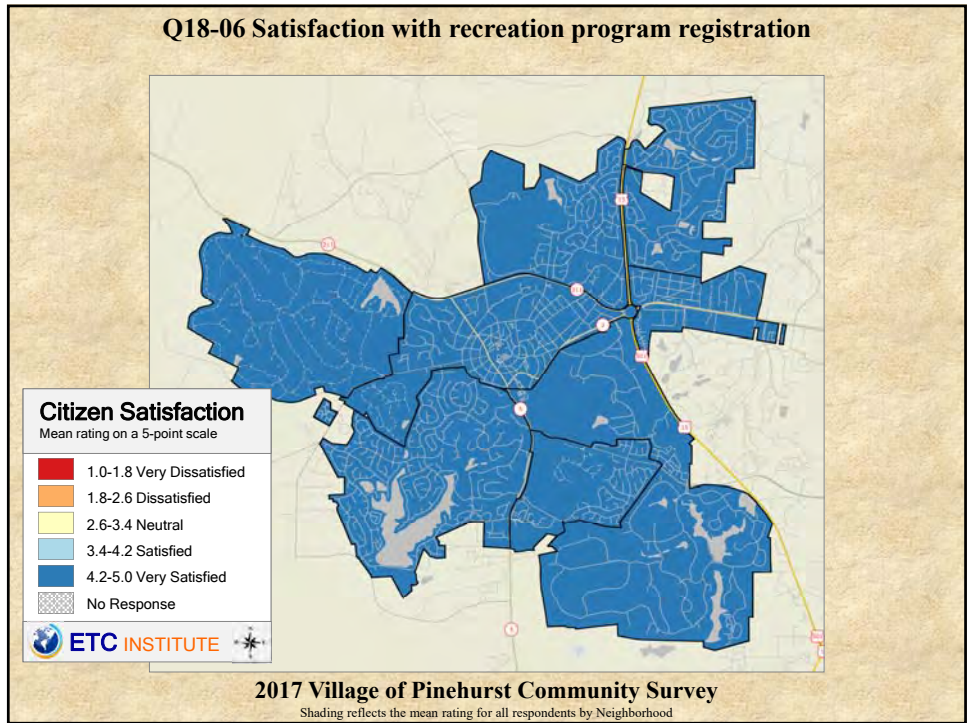


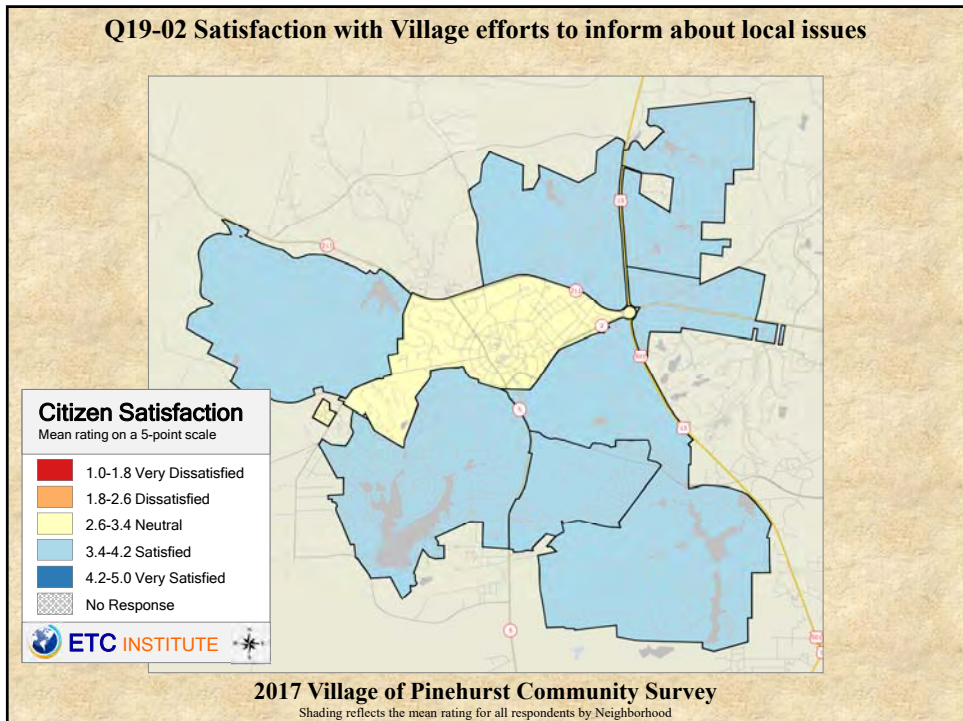
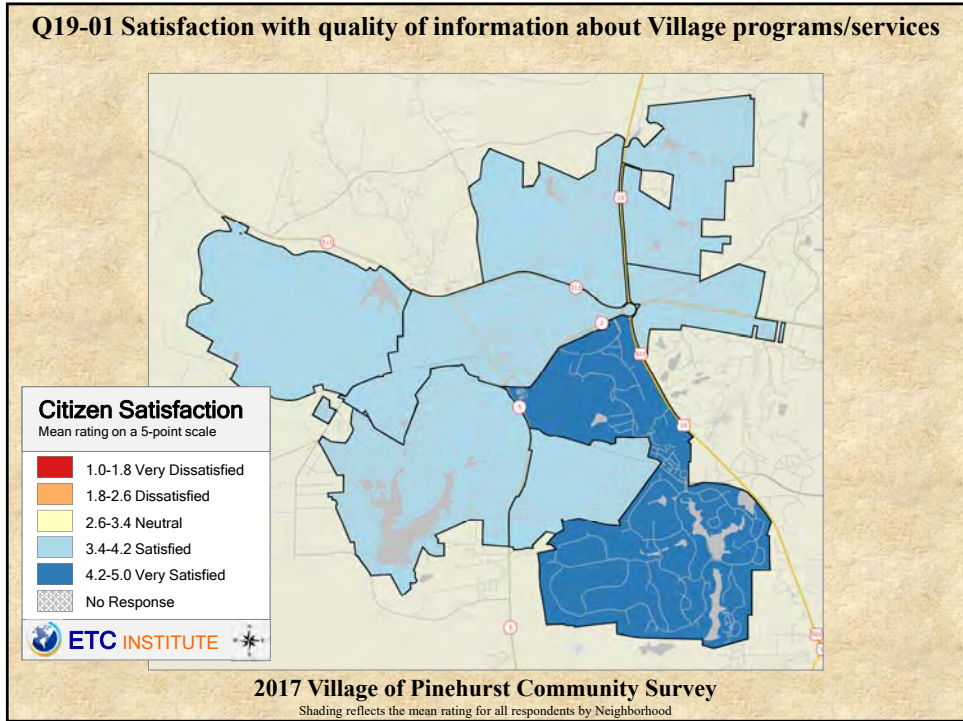


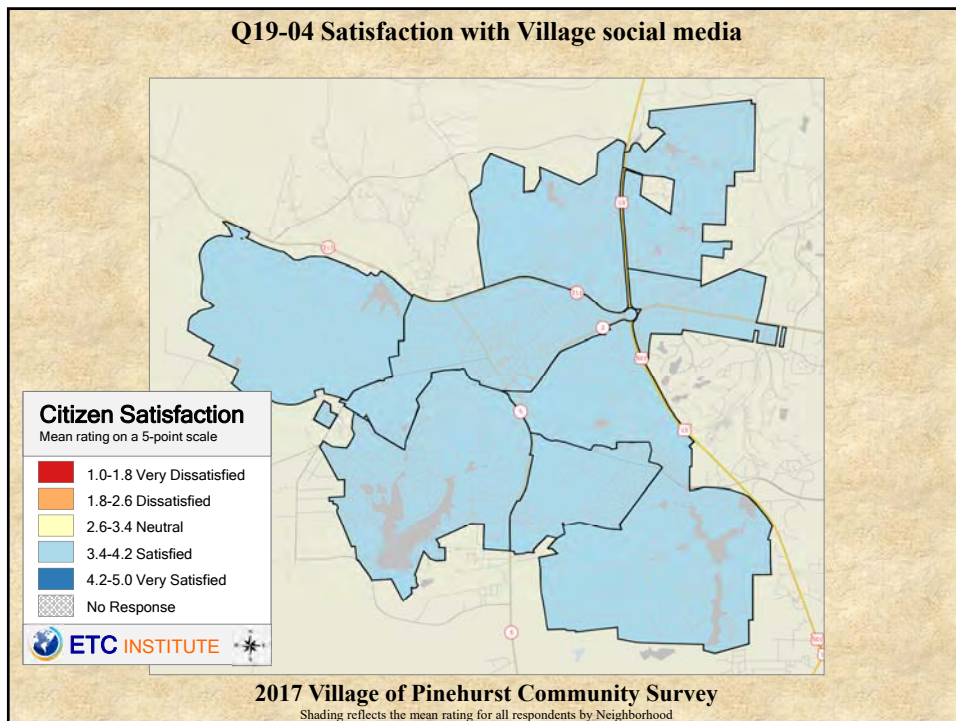
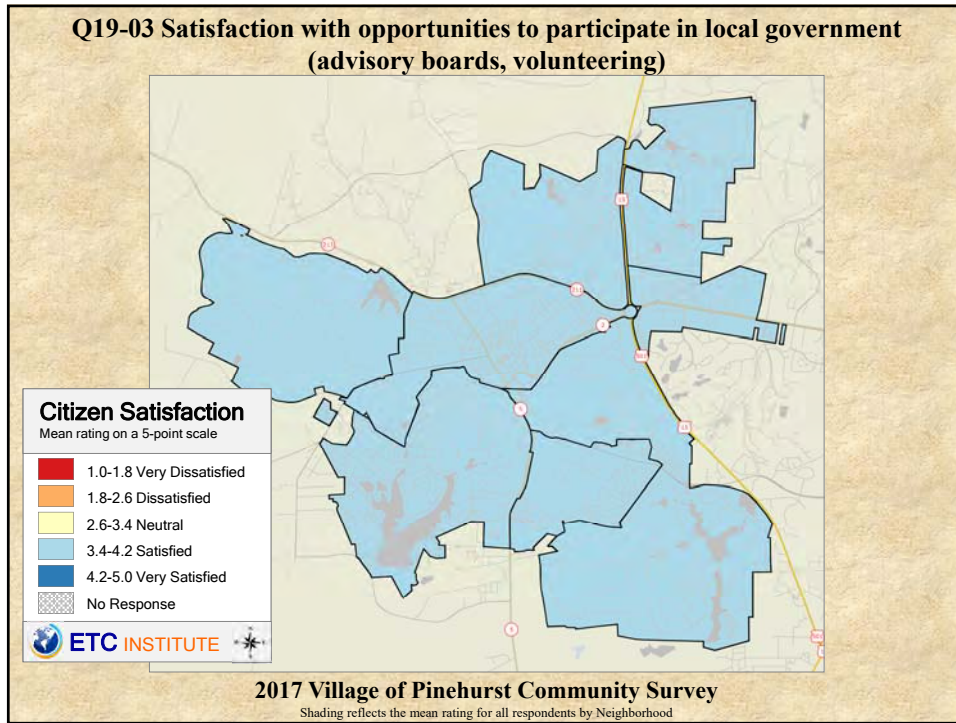


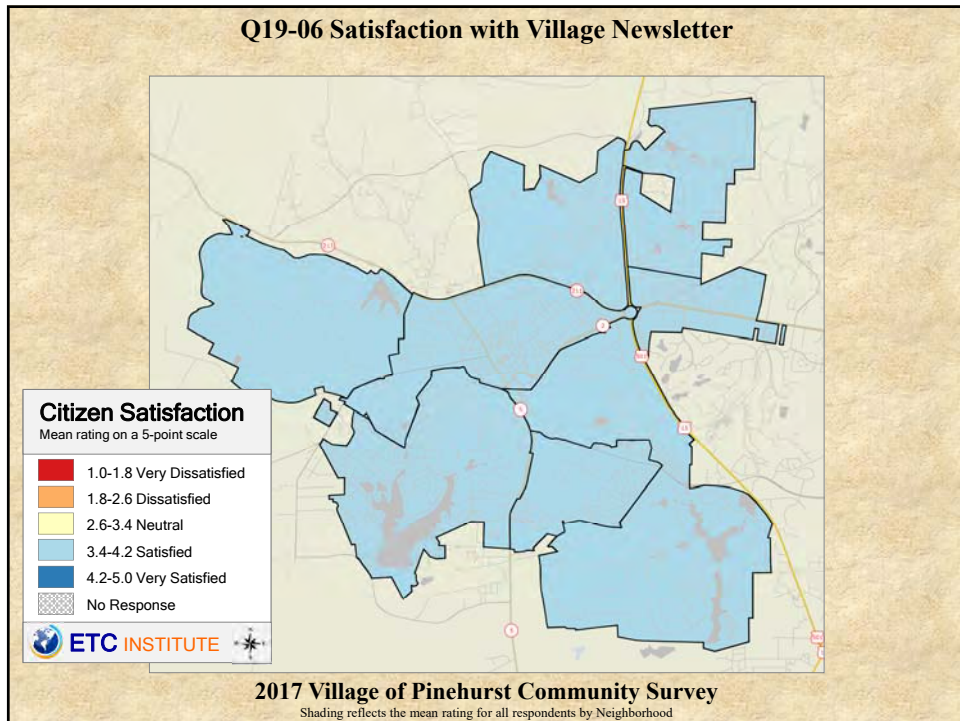
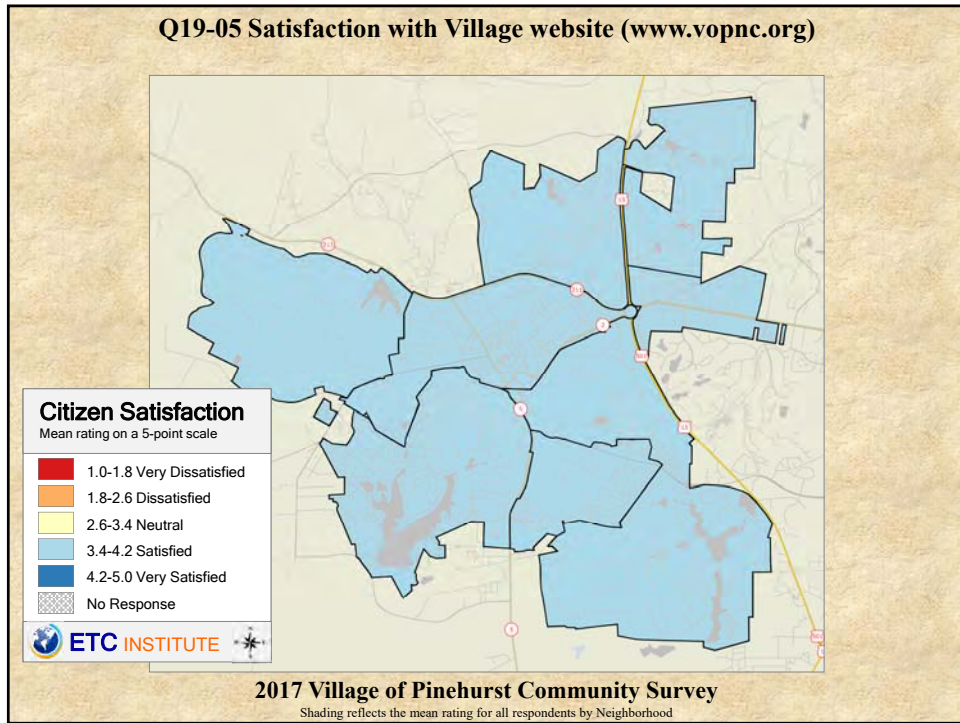


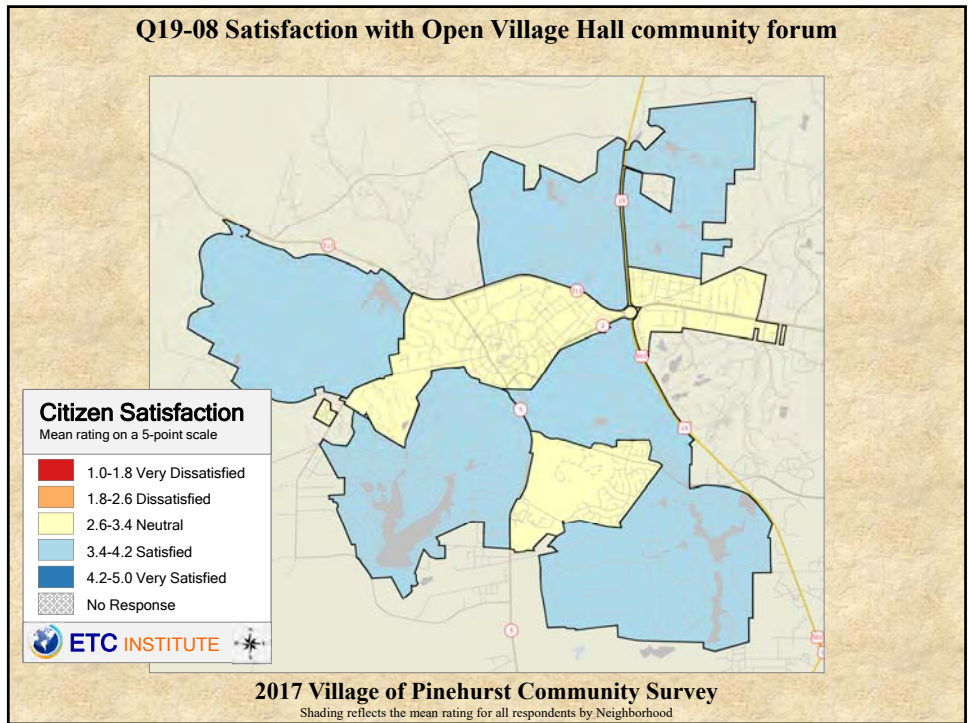
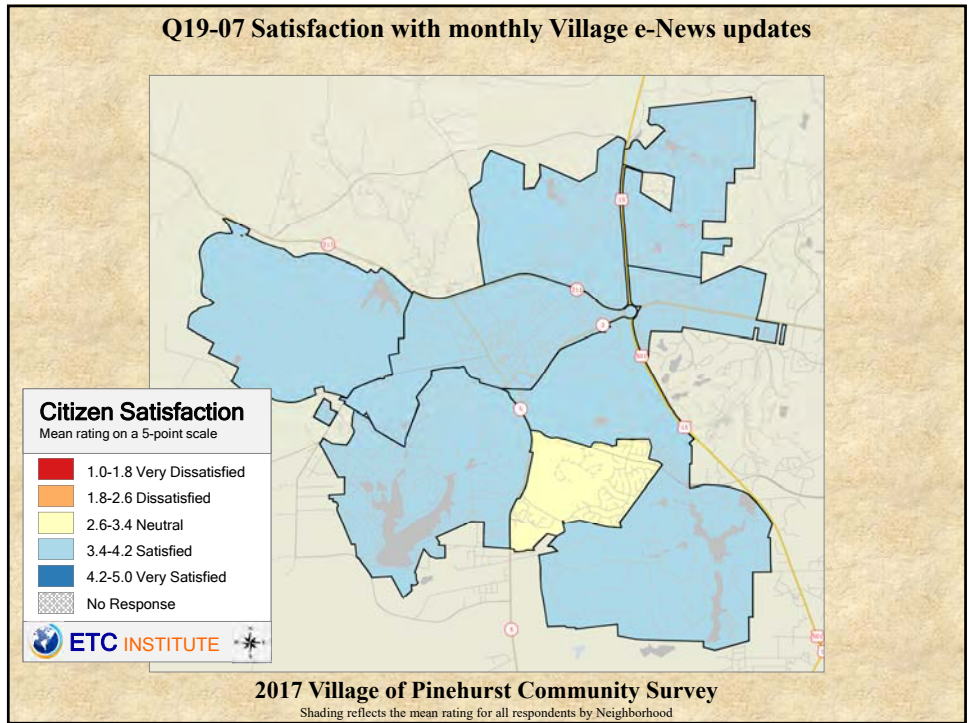


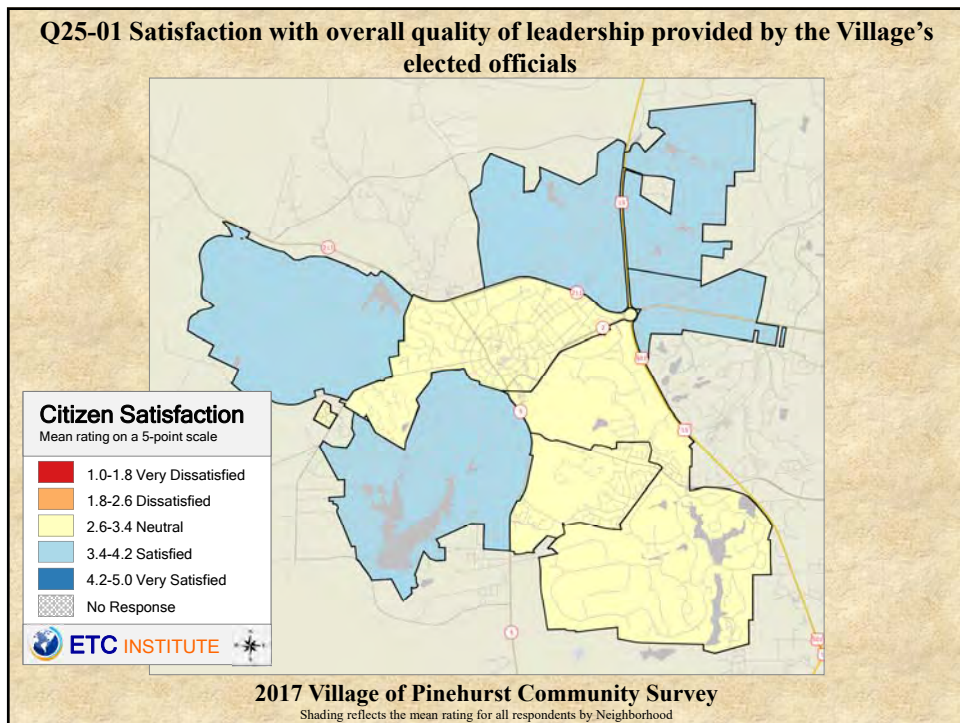
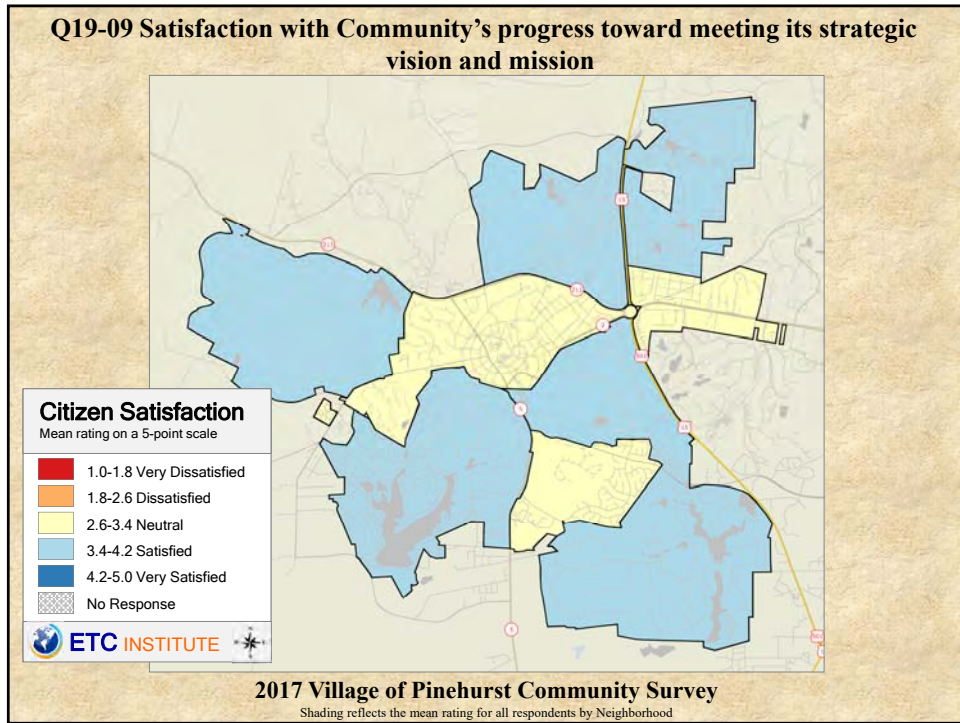


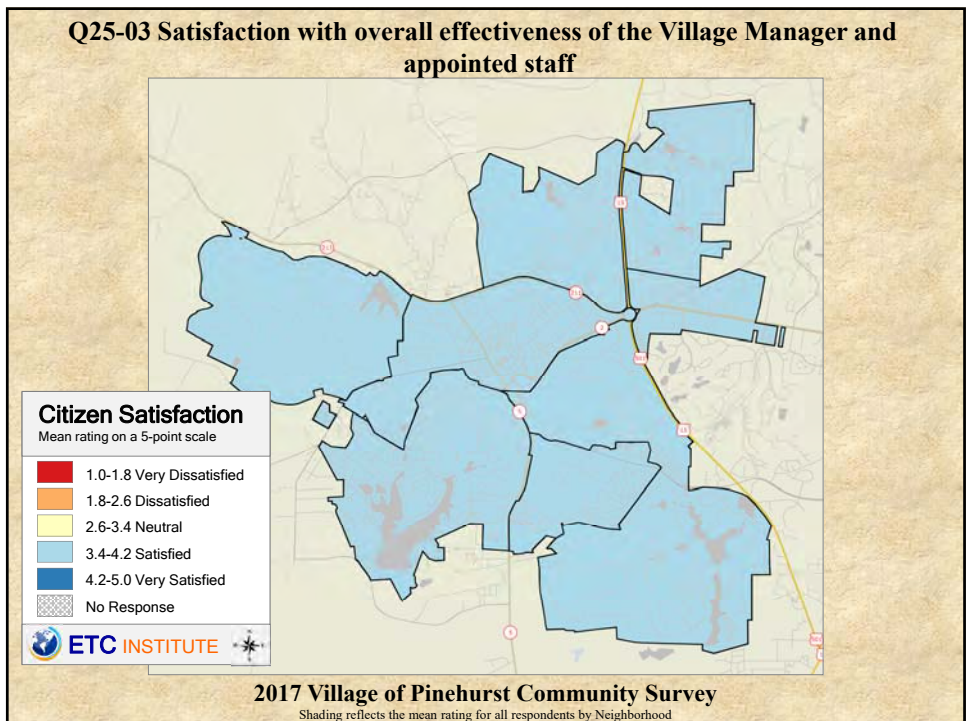
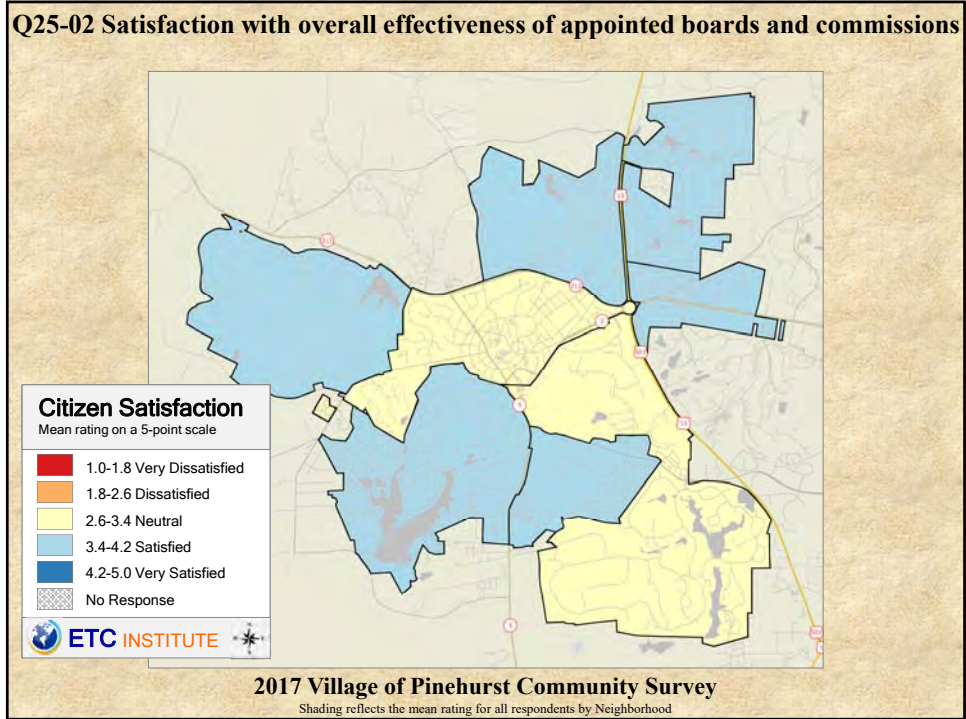












Section 3

Benchmarking Data



Benchmarking Summary Report

Pinehurst, North Carolina

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 cities and counties in 48 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of over 4,000 residents across the United States, (2) a regional survey that was administered to a random sample of nearly 400 residents in the Atlantic region of the United States during the fall of 2016, and (3) individual communities with a population of 50,000 or less where ETC Institute had administered the *DirectionFinder Survey* since 2013; the 51 communities included in these comparisons are listed below.

- Auburn, CA
- Bensenville, IL
- Branson, MO
- Brooklyn, OH
- Camas, WA
- Cedar Hill, TX
- Chickasha, OK
- Clayton, MO
- Cleveland Heights, OH
- Coffeyville, KS
- Creve Coeur, MO
- Des Peres, MO
- Edgerton, KS
- Gardner, KS
- Gladstone, MO
- Glencoe, IL
- Glenview, IL
- Hallandale Beach, FL
- Hyattsville, MD
- Jackson, MO
- Johnston, IA
- Kennesaw, GA
- Kirkwood, MO
- Knoxville, IA
- Lawrenceburg, IN
- Lenexa, KS
- Manassas, VA
- Mission, KS
- Mountain Brook, AL
- Newport, RI
- Oswego, IL
- Perryville, MO
- Pflugerville, TX
- Pinecrest, FL
- Pinehurst, NC
- Pitken County, CO
- Platte City, MO
- Portland, TX
- Raymore, MO
- Rifle, CO
- Rio Blanco, CO
- Riverside, MO
- Roeland Park
- Rolla, MO
- San Marcos, TX
- Spring Hill, KS
- Washougal, WA
- Wauwatosa, WI
- Waxhaw, NC
- Wentzville, MO
- Westlake, TX

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Pinehurst compare to the national average and southeast regional average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the Atlantic region of the U.S.

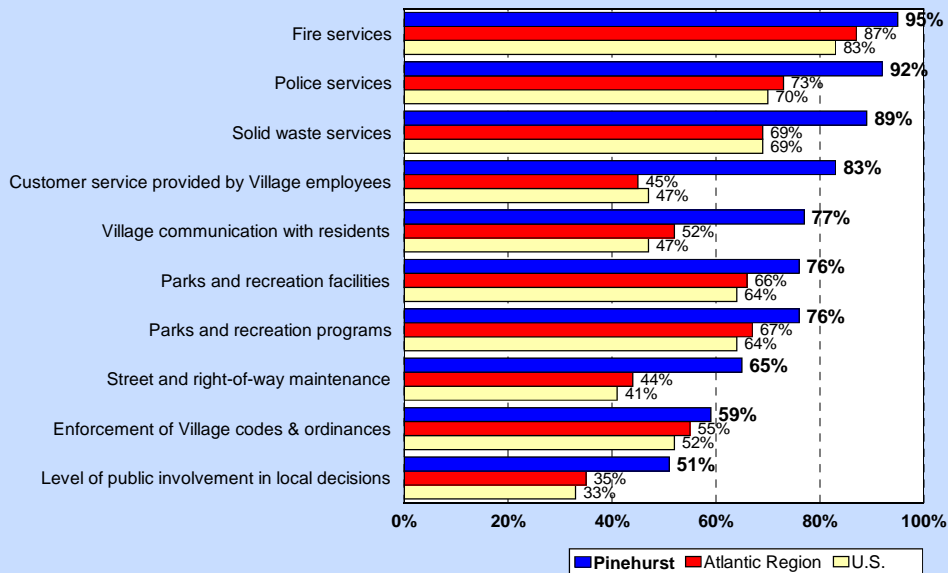
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 51 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 51 communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Pinehurst compare to the other communities with a population of 50,000 or less where ETC has administered the DirectionFinder® survey since 2013.

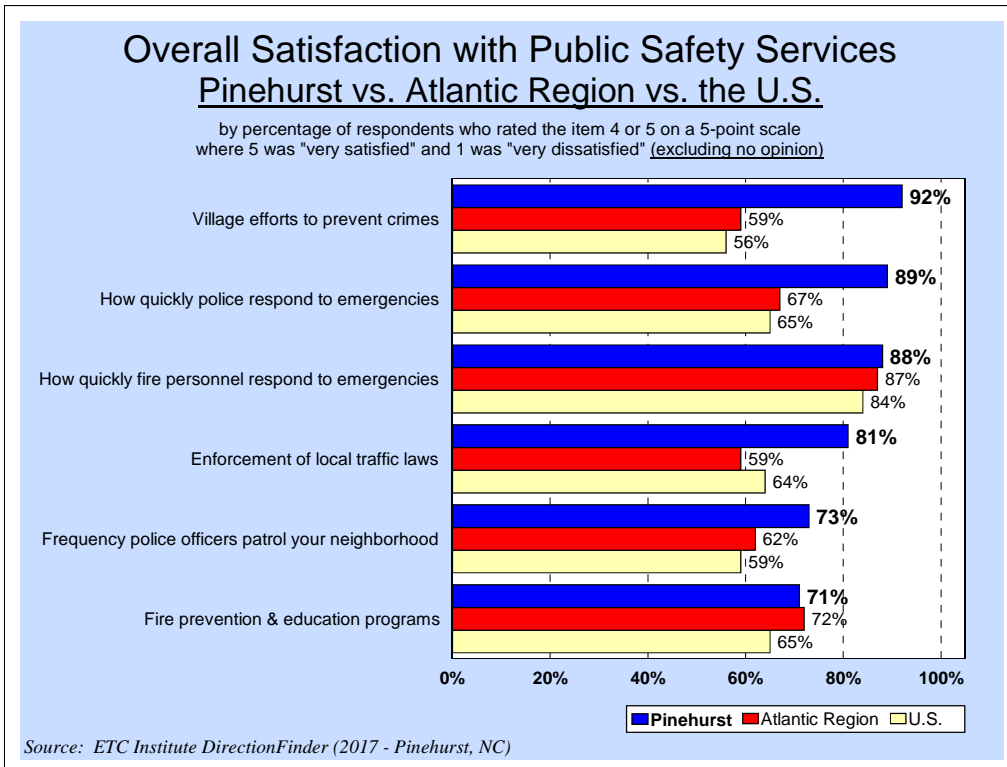
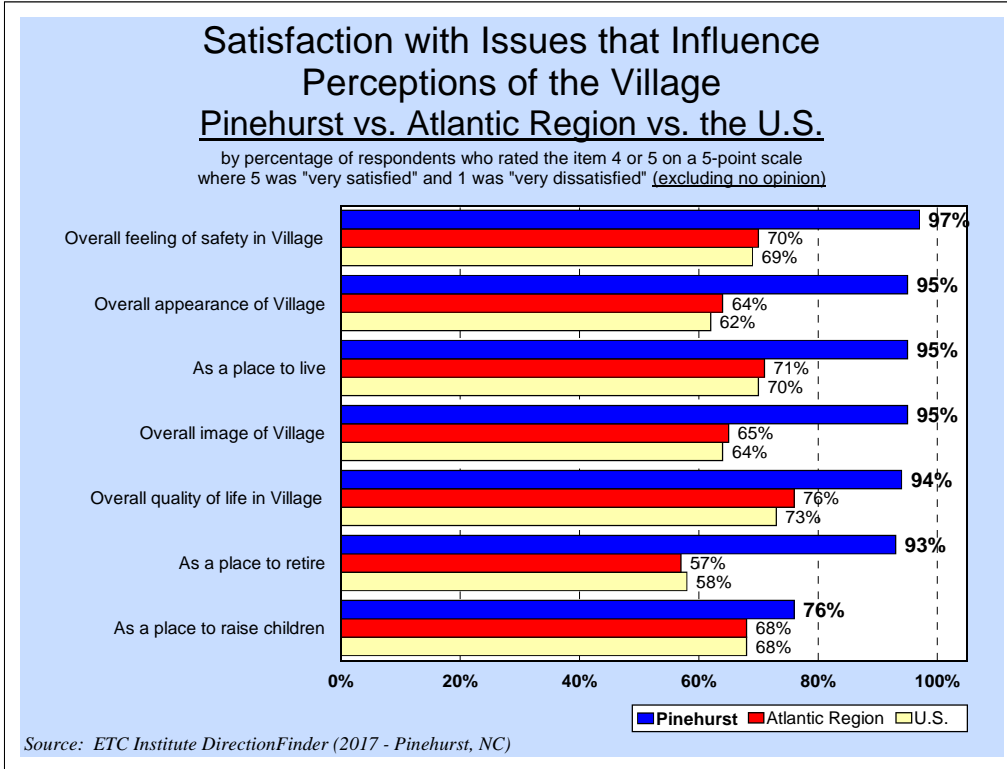
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Pinehurst is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various Community Services Pinehurst vs. Atlantic Region vs. the U.S.

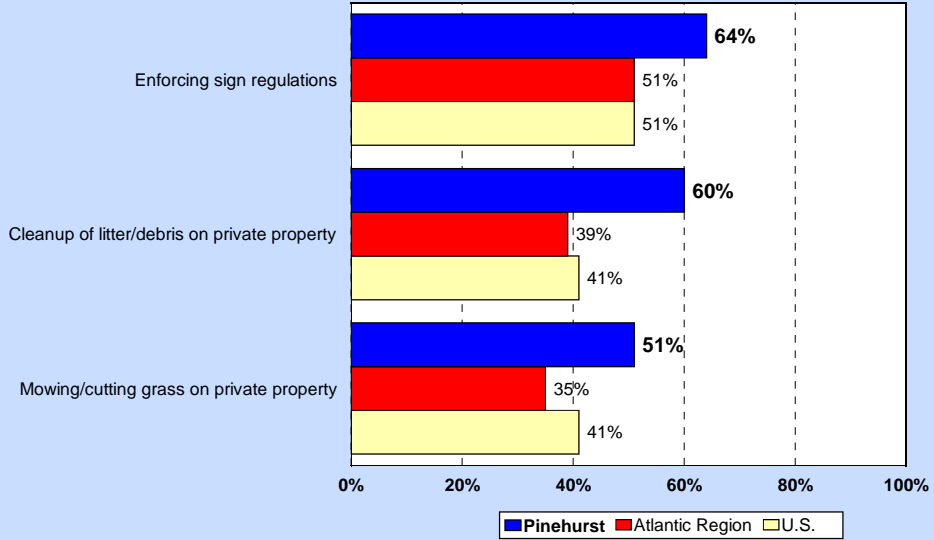
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)





Overall Satisfaction with Code Enforcement Pinehurst vs. Atlantic Region vs. the U.S.

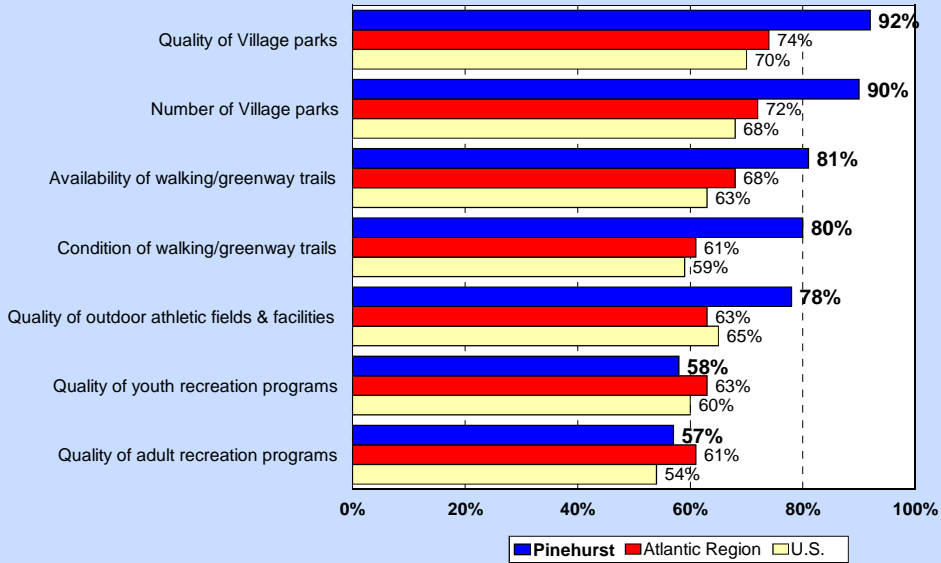
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



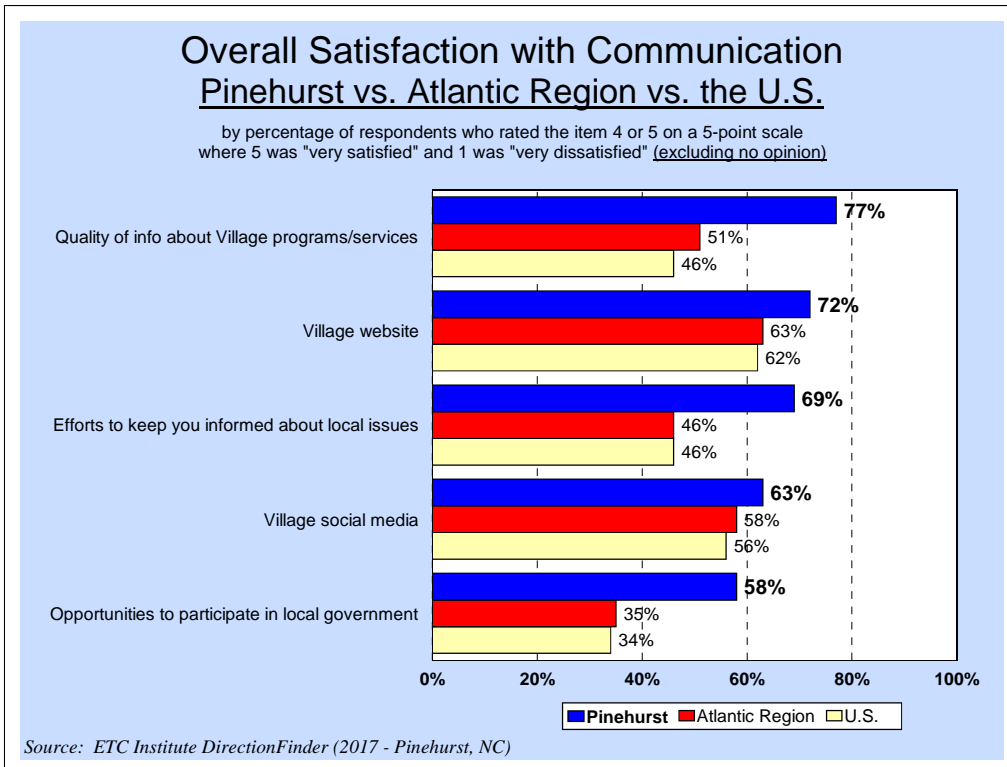
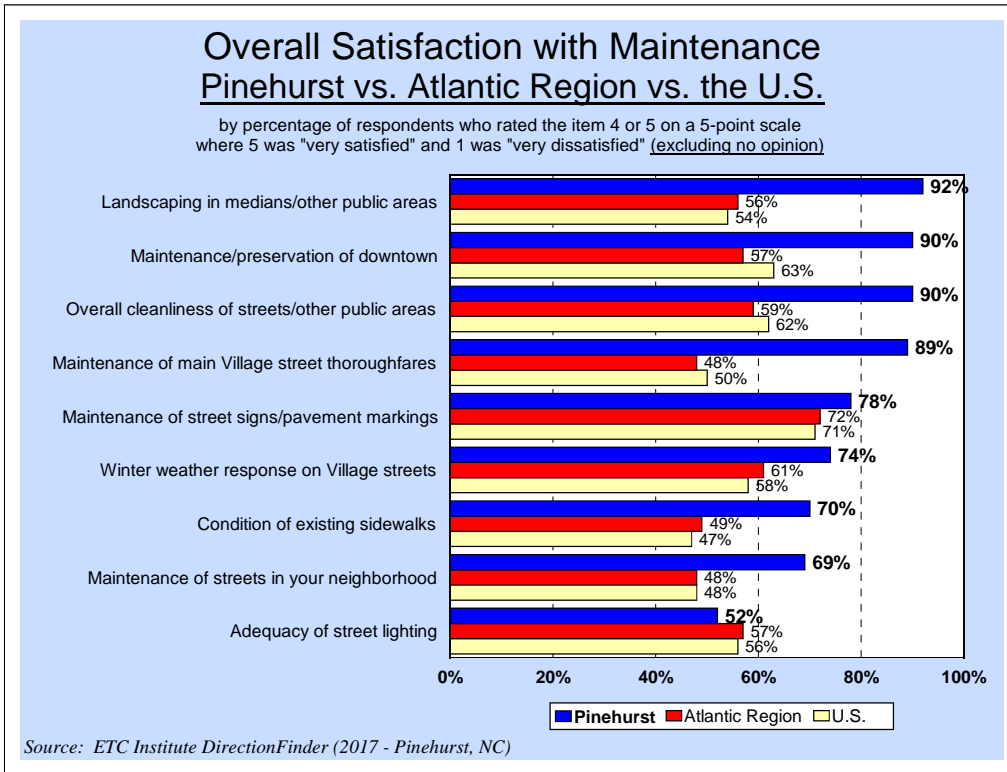
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

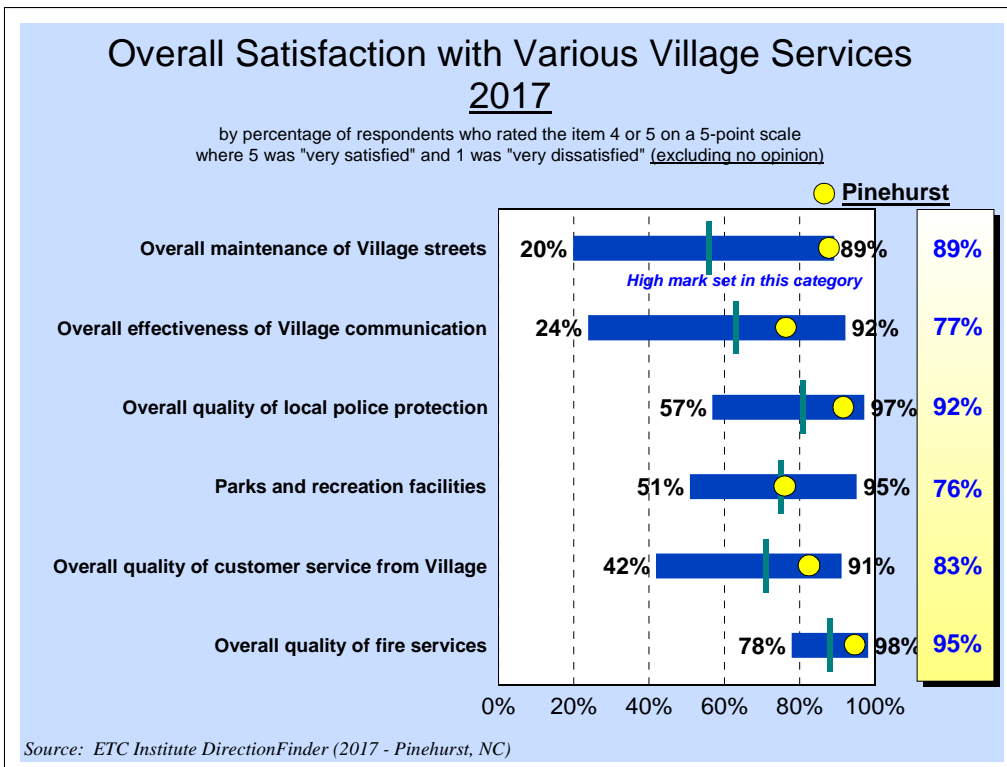
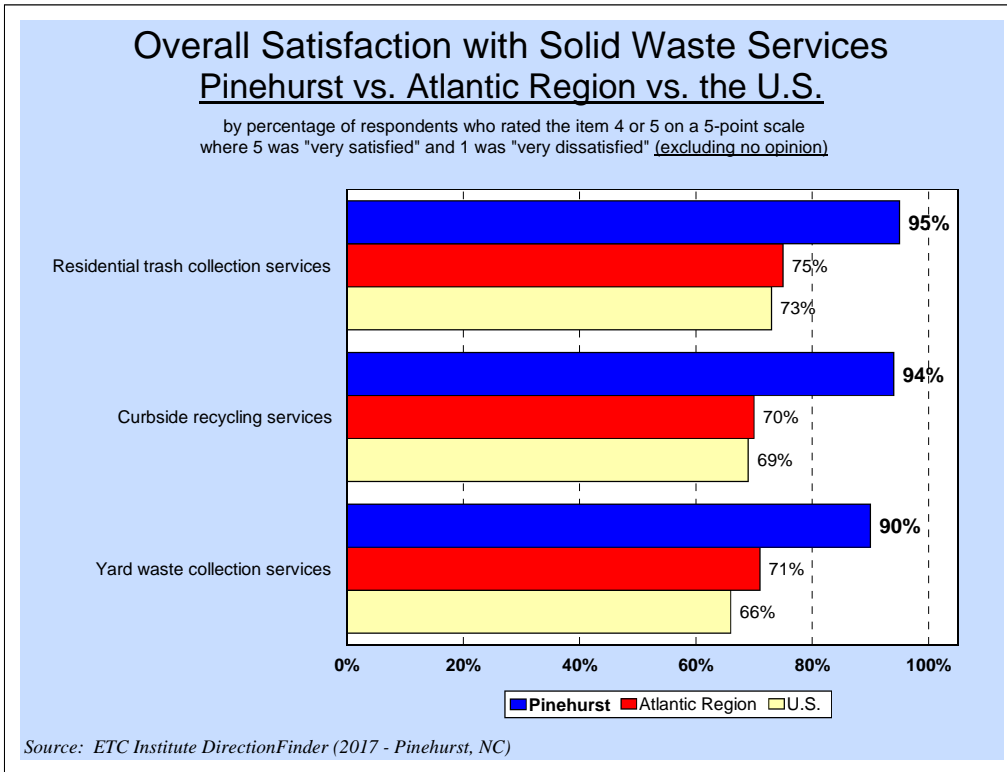
Overall Satisfaction with Parks and Recreation Pinehurst vs. Atlantic Region vs. the U.S.

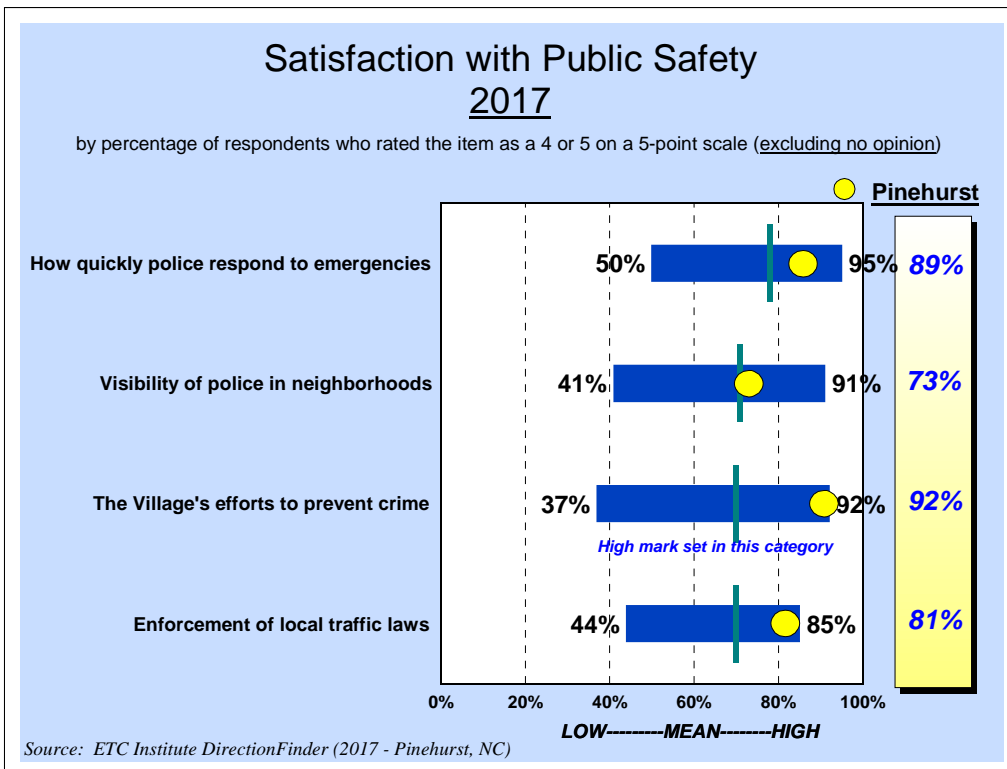
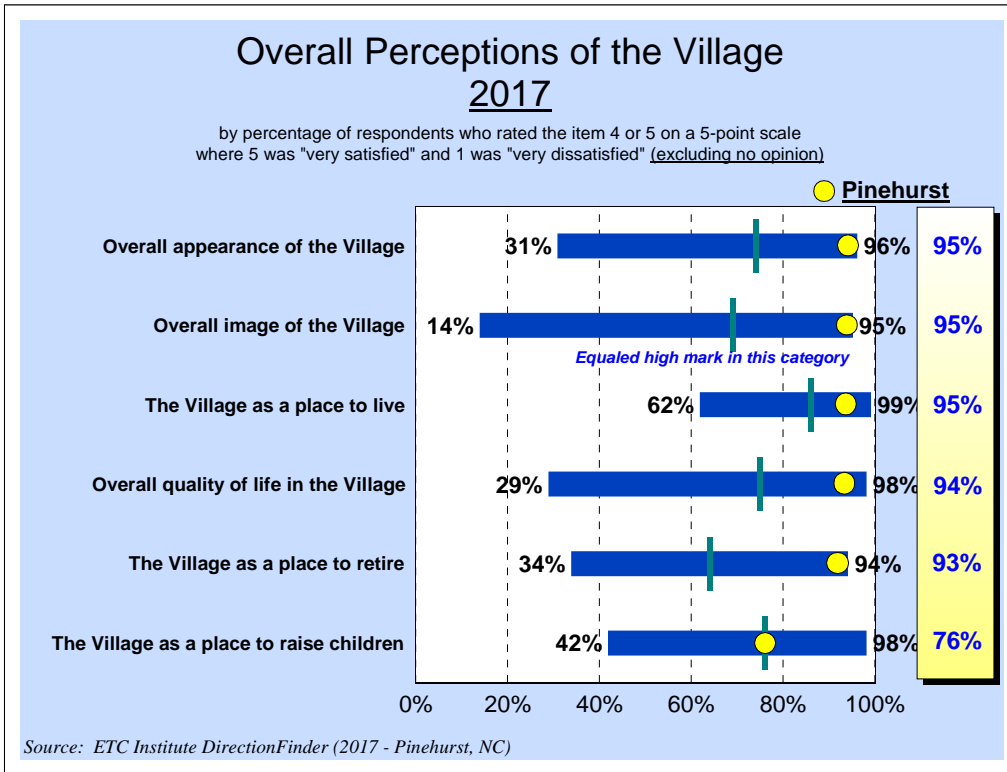
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

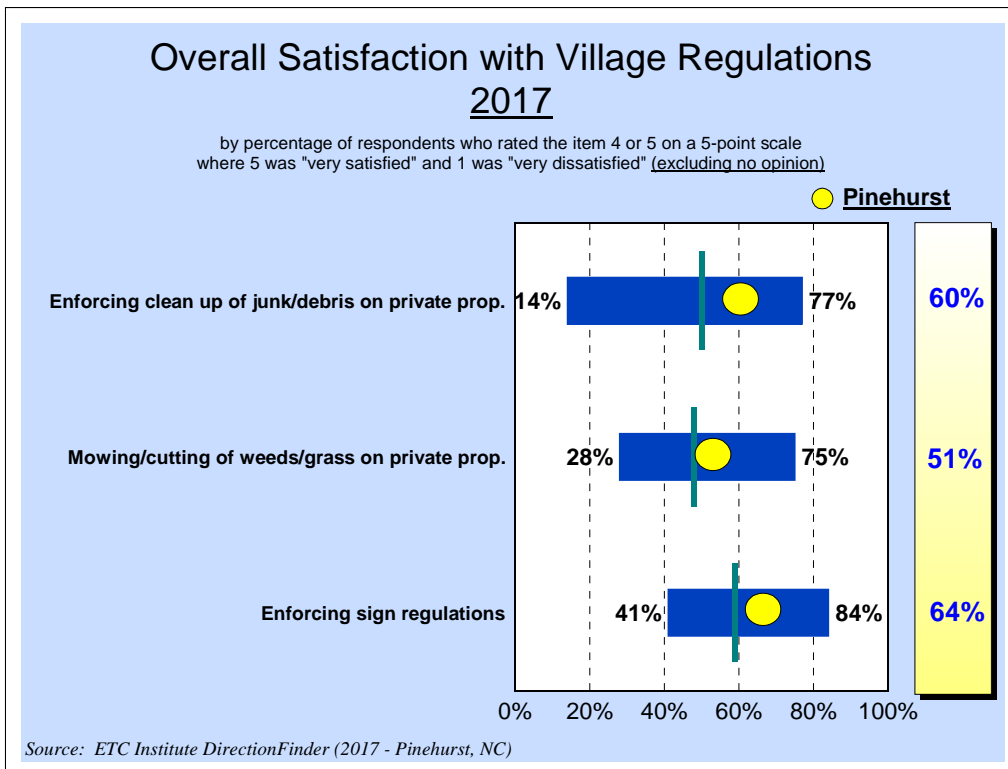
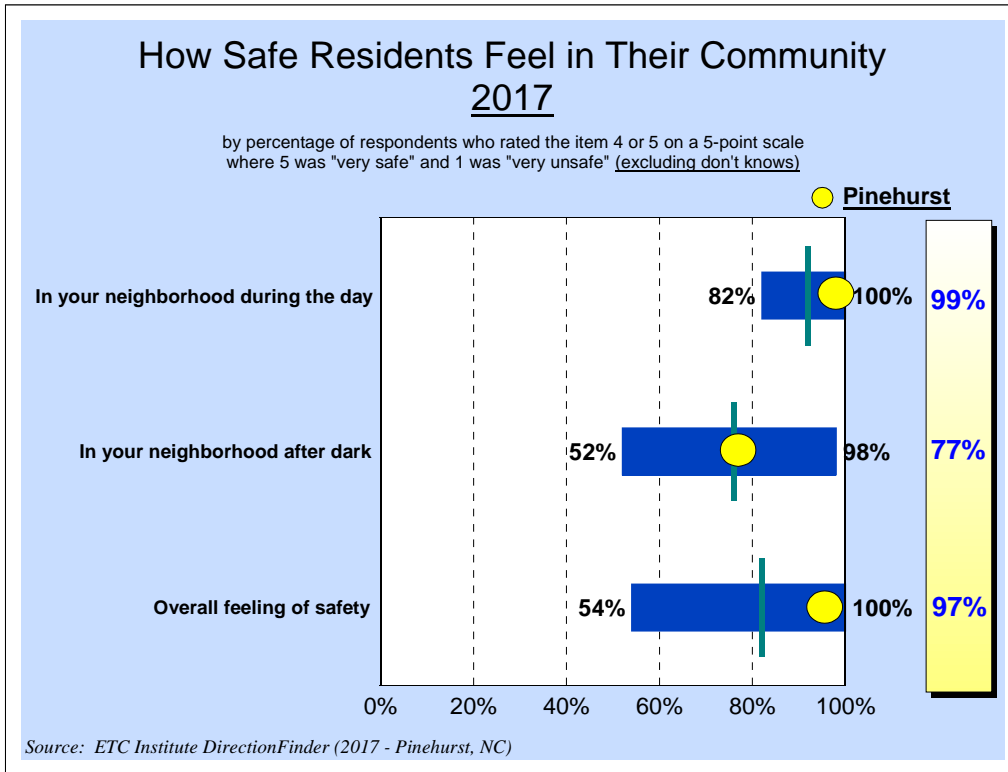


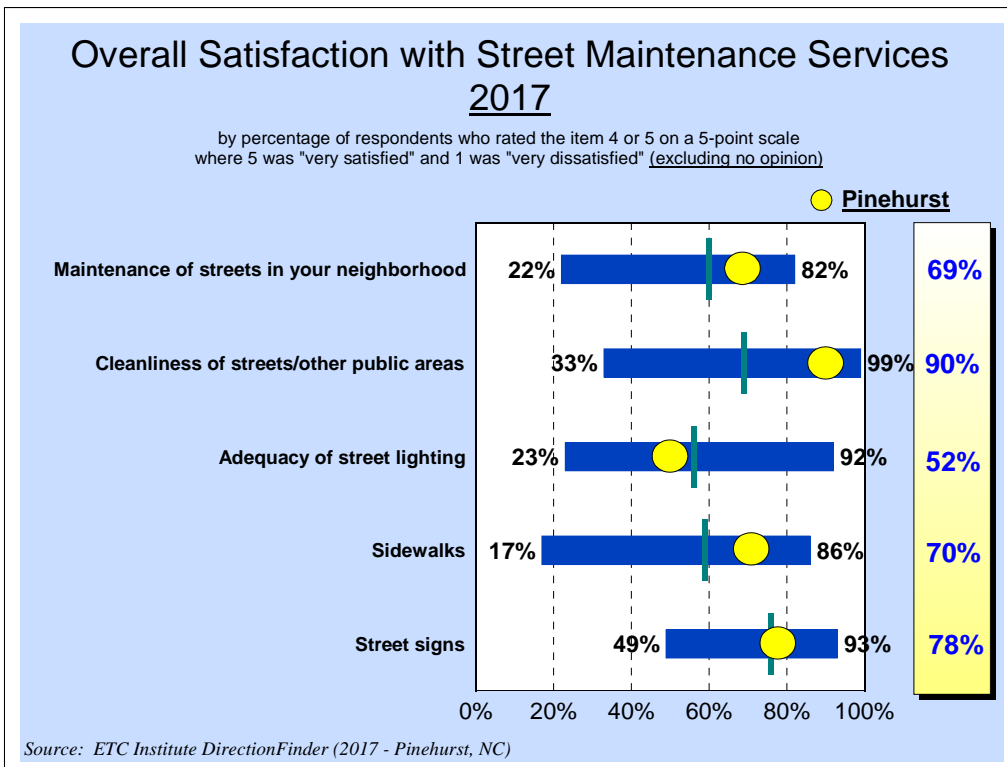
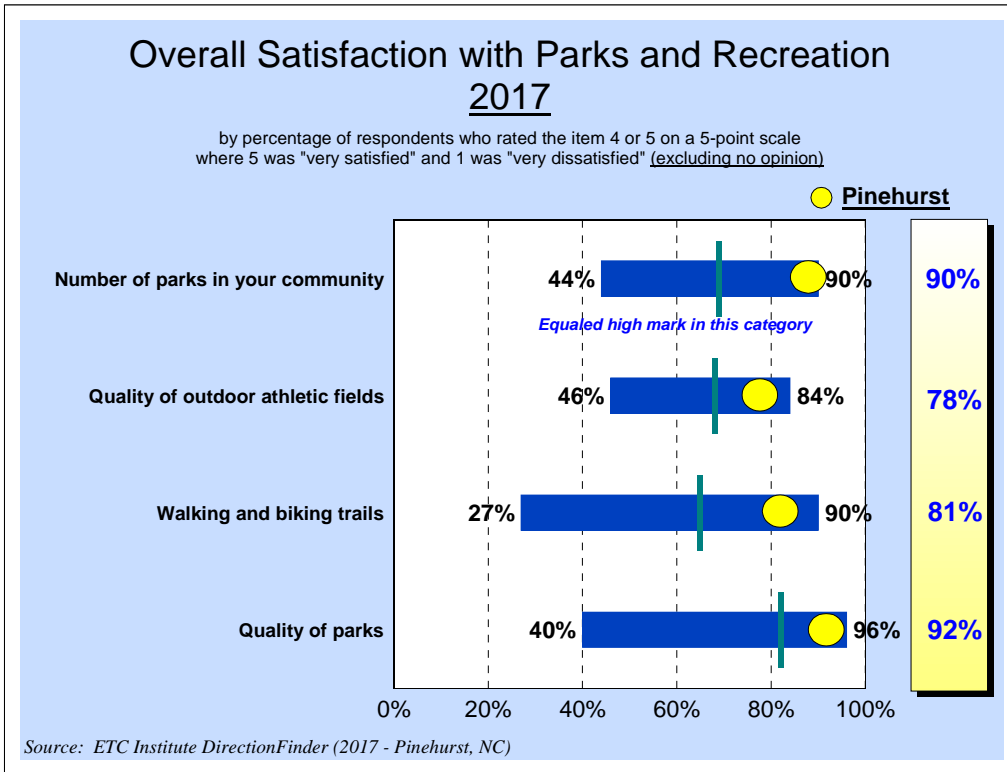
Source: ETC Institute DirectionFinder (2017 - Pinehurst, NC)

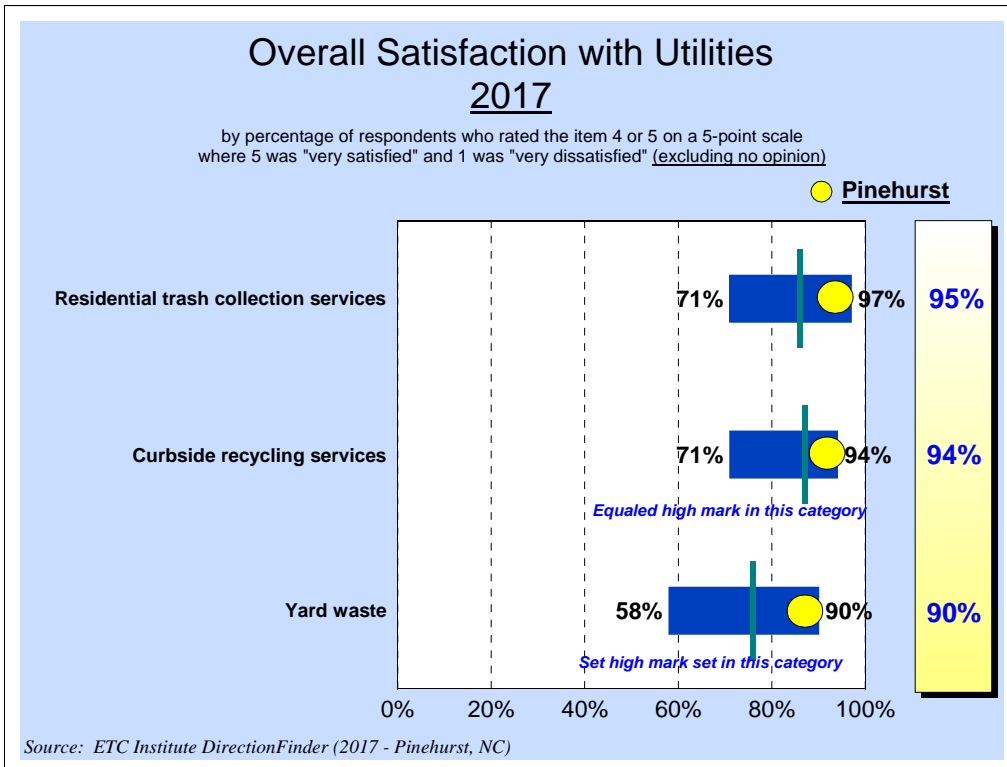
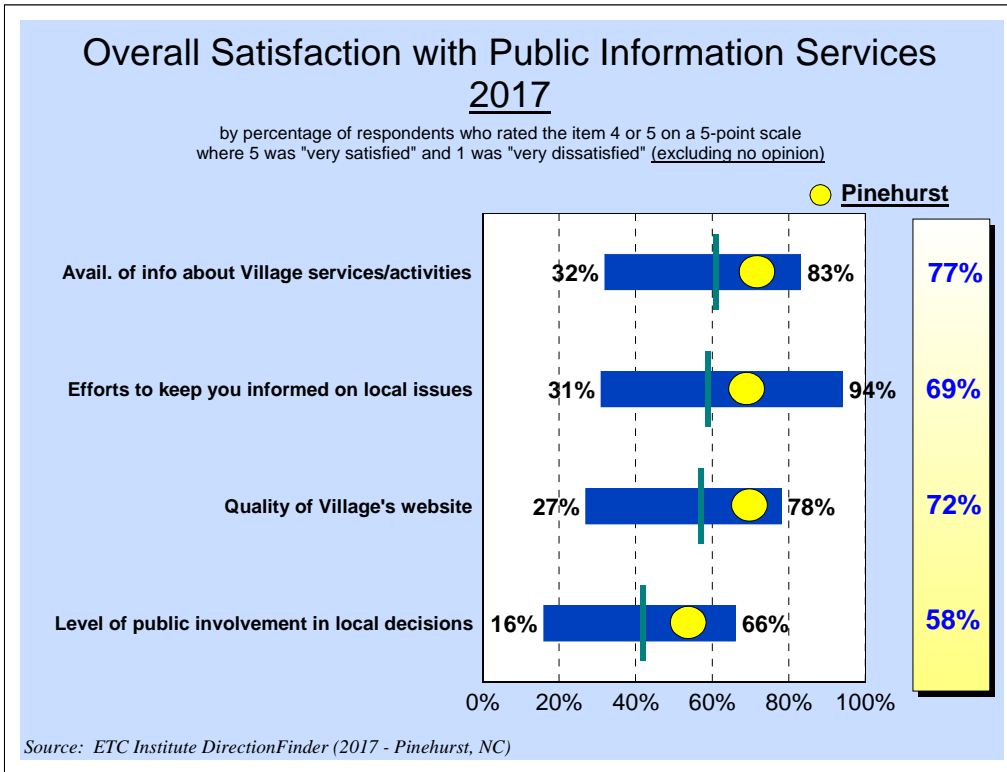












Section 4

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, NC

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Village to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Village's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the Village to provide. Approximately thirty-nine percent (38.9%) of residents selected "*street and right-of-way maintenance*" as one of the most important major services to provide.

With regard to satisfaction, 65% of the residents surveyed rated their overall satisfaction with “*street and right-of-way maintenance*” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “*street and right-of-way maintenance*” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 38.9% was multiplied by 35% (1-0.65). This calculation yielded an I-S rating of 0.1362, which ranked second out of twelve major Village services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Village to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Pinehurst are provided on the following pages.

Importance-Satisfaction Rating

Village of Pinehurst, NC

OVERALL VILLAGE SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Level of public involvement in local decisions	31%	3	52%	12	0.1483	1
Street and right-of-way maintenance	39%	1	65%	10	0.1362	2
Efforts at maintaining quality of neighborhoods	33%	2	68%	9	0.1043	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	24%	5	60%	11	0.0973	4
Parks and recreation facilities	21%	6	77%	6	0.0501	5
Promotion of natural resource conservation	15%	10	69%	8	0.0462	6
Village communication with residents	19%	7	78%	5	0.0430	7
Parks and recreation programs	17%	8	76%	7	0.0404	8
Police services	26%	4	91%	2	0.0220	9
Customer service provided by Village employees	8%	12	83%	4	0.0130	10
Solid waste services	8%	11	89%	3	0.0090	11
Fire services	15%	9	95%	1	0.0082	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Village of Pinehurst, NC

PUBLIC SAFETY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Frequency police officers patrol your neighborhood	36%	2	73%	5	0.0982	1
Enforcement of local traffic laws	25%	4	80%	4	0.0505	2
Village efforts to prevent crimes	53%	1	91%	1	0.0475	3
Fire prevention & education programs	13%	6	71%	6	0.0382	4
How quickly police respond to emergencies	28%	3	89%	2	0.0300	5
How quickly fire personnel respond to emergencies	19%	5	88%	3	0.0227	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating
Village of Pinehurst, NC
CULTURAL & RECREATION SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Availability of recreation indoor facilities	17%	11	45%	14	0.0924	1
Quality of adult recreation programs	19%	12	57%	12	0.0827	2
Quality of recreation indoor facilities	16%	13	48%	13	0.0801	3
Availability of info about recreation programs	16%	3	64%	10	0.0570	4
Village sponsored cultural arts events	21%	7	74%	7	0.0550	5
Quality of youth recreation programs	13%	2	58%	11	0.0530	6
Variety of cultural arts events & programs	21%	9	76%	6	0.0499	7
Range of amenities at parks & rec facilities	12%	4	69%	9	0.0378	8
Condition of walking/greenway trails	18%	10	80%	4	0.0351	9
Availability of walking/greenway trails	18%	6	81%	3	0.0344	10
Quality of Village parks	21%	5	91%	1	0.0179	11
Availability of outdoor athletic fields/facilities	6%	8	72%	8	0.0173	12
Quality of outdoor athletic fields & facilities	6%		78%	5	0.0140	13
Number of Village parks	8%	1	90%	2	0.0082	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

Village of Pinehurst, NC

PUBLIC SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Adequacy of street lighting	36%	1	52%	12	0.1724	1
Availability of sidewalks/pedestrian facilities	35%	2	52%	11	0.1642	2
Maintenance of streets in your neighborhood	33%	3	69%	9	0.1017	3
Medium Priority (IS <.10)						
Quality of the stormwater runoff/management system	19%	7	62%	10	0.0716	4
Ease of travel on primary highways	23%	4	73%	7	0.0606	5
Winter weather response on Village streets	16%	9	73%	6	0.0412	6
Maintenance of street signs/pavement markings	14%	10	77%	5	0.0316	7
Condition of existing sidewalks	8%	12	70%	8	0.0228	8
Maintenance of main Village street thoroughfares	20%	6	89%	4	0.0220	9
Maintenance/preservation of downtown	20%	5	89%	2	0.0208	10
Overall cleanliness of streets/other public areas	18%	8	89%	3	0.0188	11
Landscaping in medians/other public areas	10%	11	92%	1	0.0083	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Section 5

Tabular Data

Q1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1a. Police services	60.9%	24.9%	5.8%	1.7%	0.5%	6.3%
Q1b. Fire services	58.7%	21.7%	4.1%	0.2%	0.2%	15.0%
Q1c. Parks & recreation programs	28.3%	30.0%	16.9%	1.2%	0.5%	23.2%
Q1d. Parks & recreation facilities	29.2%	32.4%	14.7%	2.9%	1.2%	19.6%
Q1e. Solid waste services	52.7%	31.2%	6.8%	2.7%	1.0%	5.8%
Q1f. Street & right-of-way maintenance	27.1%	33.8%	18.1%	10.9%	3.9%	6.3%
Q1g. Enforcement of Village codes & ordinances	22.5%	30.4%	21.3%	10.4%	3.9%	11.6%
Q1h. Customer service provided by Village employees	40.6%	29.5%	11.6%	2.2%	1.0%	15.2%
Q1i. Village communication with residents	31.6%	39.9%	15.0%	4.1%	1.7%	7.7%
Q1j. Village efforts at maintaining quality of your neighborhoods	27.5%	35.3%	17.9%	8.7%	2.9%	7.7%
Q1k. Promotion of natural resource conservation	23.2%	30.4%	18.8%	4.8%	0.2%	22.5%
Q1l. Level of public involvement in local decisions	16.7%	27.8%	23.7%	12.1%	5.8%	14.0%

WITHOUT NO OPINION

Q1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Police services	64.9%	26.5%	6.2%	1.8%	0.5%
Q1b. Fire services	69.0%	25.6%	4.8%	0.3%	0.3%
Q1c. Parks & recreation programs	36.8%	39.0%	22.0%	1.6%	0.6%
Q1d. Parks & recreation facilities	36.3%	40.2%	18.3%	3.6%	1.5%
Q1e. Solid waste services	55.9%	33.1%	7.2%	2.8%	1.0%
Q1f. Street & right-of-way maintenance	28.9%	36.1%	19.3%	11.6%	4.1%
Q1g. Enforcement of Village codes & ordinances	25.4%	34.4%	24.0%	11.7%	4.4%
Q1h. Customer service provided by Village employees	47.9%	34.8%	13.7%	2.6%	1.1%
Q1i. Village communication with residents	34.3%	43.2%	16.2%	4.5%	1.8%
Q1j. Village efforts at maintaining quality of your neighborhoods	29.8%	38.2%	19.4%	9.4%	3.1%
Q1k. Promotion of natural resource conservation	29.9%	39.3%	24.3%	6.2%	0.3%
Q1l. Level of public involvement in local decisions	19.4%	32.3%	27.5%	14.0%	6.7%

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	71	17.1 %
Fire services	5	1.2 %
Parks & recreation programs	21	5.1 %
Parks & recreation facilities	33	8.0 %
Solid waste services	7	1.7 %
Street & right-of-way maintenance	84	20.3 %
Enforcement of Village codes & ordinances	33	8.0 %
Customer service provided by Village employees	6	1.4 %
Village communication with residents	21	5.1 %
Village efforts at maintaining quality of your neighborhoods	34	8.2 %
Promotion of natural resource conservation	15	3.6 %
Level of public involvement in local decisions	39	9.4 %
None chosen	45	10.9 %
Total	414	100.0 %

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	17	4.1 %
Fire services	50	12.1 %
Parks & recreation programs	25	6.0 %
Parks & recreation facilities	29	7.0 %
Solid waste services	13	3.1 %
Street & right-of-way maintenance	39	9.4 %
Enforcement of Village codes & ordinances	38	9.2 %
Customer service provided by Village employees	10	2.4 %
Village communication with residents	26	6.3 %
Village efforts at maintaining quality of your neighborhoods	49	11.8 %
Promotion of natural resource conservation	15	3.6 %
Level of public involvement in local decisions	40	9.7 %
None chosen	63	15.2 %
Total	414	100.0 %

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	18	4.3 %
Fire services	8	1.9 %
Parks & recreation programs	23	5.6 %
Parks & recreation facilities	26	6.3 %
Solid waste services	14	3.4 %
Street & right-of-way maintenance	38	9.2 %
Enforcement of Village codes & ordinances	29	7.0 %
Customer service provided by Village employees	15	3.6 %
Village communication with residents	32	7.7 %
Village efforts at maintaining quality of your neighborhoods	52	12.6 %
Promotion of natural resource conservation	32	7.7 %
Level of public involvement in local decisions	48	11.6 %
None chosen	79	19.1 %
Total	414	100.0 %

Q2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	106	25.6 %
Fire services	63	15.2 %
Parks & recreation programs	69	16.7 %
Parks & recreation facilities	88	21.3 %
Solid waste services	34	8.2 %
Street & right-of-way maintenance	161	38.9 %
Enforcement of Village codes & ordinances	100	24.2 %
Customer service provided by Village employees	31	7.5 %
Village communication with residents	79	19.1 %
Village efforts at maintaining quality of your neighborhoods	135	32.6 %
Promotion of natural resource conservation	62	15.0 %
Level of public involvement in local decisions	127	30.7 %
None chosen	45	10.9 %
Total	1100	

Q3. Reasons to Live in Pinehurst. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live.

(N=414)

	Very important	Somewhat important	Not sure	Unimportant
Q3a. Sense of community	55.1%	32.6%	8.2%	4.1%
Q3b. Quality of public education	49.8%	19.3%	12.6%	18.4%
Q3c. Types of housing	58.2%	30.9%	8.0%	2.9%
Q3d. Quality of housing	73.2%	21.0%	4.8%	1.0%
Q3e. Access to quality shopping	38.4%	43.5%	9.9%	8.2%
Q3f. Availability of cultural arts opportunities	28.7%	42.5%	17.6%	11.1%
Q3g. Availability of golfing opportunities	41.5%	24.2%	8.0%	26.3%
Q3h. Availability of other recreational opportunities	34.8%	39.6%	15.0%	10.6%
Q3i. Proximity to family or friends	25.6%	32.6%	15.2%	26.6%
Q3j. Proximity to work	21.5%	18.4%	15.5%	44.7%
Q3k. Safety & security	85.3%	10.4%	3.6%	0.7%
Q3l. Quality health care	84.5%	11.4%	3.1%	1.0%
Q3m. Opportunities and/or resources for senior citizens	46.9%	28.7%	9.9%	14.5%
Q3n. Opportunities and/or resources for children under 18	24.4%	21.3%	20.3%	34.1%
Q3o. Low property tax rate	61.8%	26.6%	8.5%	3.1%

Q3. Then, please indicate if your needs are being met in Pinehurst.

(N=414)

	Yes	No	Not provided
Q3a. Sense of community	66.4%	7.5%	26.1%
Q3b. Quality of public education	46.9%	19.8%	33.3%
Q3c. Types of housing	63.0%	8.5%	28.5%
Q3d. Quality of housing	63.8%	8.5%	27.8%
Q3e. Access to quality shopping	53.1%	17.6%	29.2%
Q3f. Availability of cultural arts opportunities	55.1%	14.3%	30.7%
Q3g. Availability of golfing opportunities	63.5%	5.6%	30.9%
Q3h. Availability of other recreational opportunities	54.8%	15.0%	30.2%
Q3i. Proximity to family or friends	53.4%	13.3%	33.3%
Q3j. Proximity to work	45.9%	16.9%	37.2%
Q3k. Safety & security	67.9%	5.8%	26.3%
Q3l. Quality health care	68.4%	4.8%	26.8%
Q3m. Opportunities and/or resources for senior citizens	57.2%	10.4%	32.4%
Q3n. Opportunities and/or resources for children under 18	39.1%	23.4%	37.4%
Q3o. Low property tax rate	59.7%	11.4%	29.0%

Q3. Then, please indicate if your needs are being met in Pinehurst. (without "not provided")

(N=414)

	Yes	No
Q3a. Sense of community	89.9%	10.1%
Q3b. Quality of public education	70.3%	29.7%
Q3c. Types of housing	88.2%	11.8%
Q3d. Quality of housing	88.3%	11.7%
Q3e. Access to quality shopping	75.1%	24.9%
Q3f. Availability of cultural arts opportunities	79.4%	20.6%
Q3g. Availability of golfing opportunities	92.0%	8.0%
Q3h. Availability of other recreational opportunities	78.5%	21.5%
Q3i. Proximity to family or friends	80.1%	19.9%
Q3j. Proximity to work	73.1%	26.9%
Q3k. Safety & security	92.1%	7.9%
Q3l. Quality health care	93.4%	6.6%
Q3m. Opportunities and/or resources for senior citizens	84.6%	15.4%
Q3n. Opportunities and/or resources for children under 18	62.5%	37.5%
Q3o. Low property tax rate	84.0%	16.0%

Q4. Perception of Pinehurst. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=414)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4a. Overall image of Village	52.7%	39.9%	4.6%	0.5%	0.0%	2.4%
Q4b. Overall quality of life in Village	51.7%	38.2%	6.0%	0.5%	0.0%	3.6%
Q4c. Overall feeling of safety in Village	69.6%	25.1%	3.4%	0.5%	0.0%	1.4%
Q4d. Quality of new development in Village	20.3%	28.3%	25.4%	10.4%	8.5%	7.2%
Q4e. As a place to live	63.5%	29.5%	4.3%	0.2%	0.2%	2.2%
Q4f. As a place to raise children	34.1%	21.3%	14.7%	1.4%	0.7%	27.8%
Q4g. As a place to retire	65.0%	22.9%	5.6%	0.5%	0.0%	6.0%
Q4h. Overall appearance of Village	57.0%	36.5%	2.9%	1.2%	0.0%	2.4%
Q4i. Availability of affordable housing	26.1%	35.5%	20.3%	4.3%	1.7%	12.1%

WITHOUT NO OPINION

Q4. Perception of Pinehurst. Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "no opinion")

(N=414)

	Excellent	Good	Neutral	Below average	Poor
Q4a. Overall image of Village	54.0%	40.8%	4.7%	0.5%	0.0%
Q4b. Overall quality of life in Village	53.6%	39.6%	6.3%	0.5%	0.0%
Q4c. Overall feeling of safety in Village	70.6%	25.5%	3.4%	0.5%	0.0%
Q4d. Quality of new development in Village	21.9%	30.5%	27.3%	11.2%	9.1%
Q4e. As a place to live	64.9%	30.1%	4.4%	0.2%	0.2%
Q4f. As a place to raise children	47.2%	29.4%	20.4%	2.0%	1.0%
Q4g. As a place to retire	69.2%	24.4%	5.9%	0.5%	0.0%
Q4h. Overall appearance of Village	58.4%	37.4%	3.0%	1.2%	0.0%
Q4i. Availability of affordable housing	29.7%	40.4%	23.1%	4.9%	1.9%

Q5. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=414)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5a. Walking alone in your neighborhood during the day	85.0%	11.6%	1.0%	0.7%	0.0%	1.7%
Q5b. Walking alone in your neighborhood after dark	40.3%	31.6%	14.0%	6.8%	1.0%	6.3%
Q5c. In Village parks & recreation facilities	40.3%	33.1%	10.6%	1.7%	0.2%	14.0%
Q5d. In business areas of Village during the day	77.8%	16.9%	2.2%	0.0%	0.0%	3.1%
Q5e. In business areas of Village after dark	33.6%	40.3%	13.3%	1.9%	0.2%	10.6%

WITHOUT NO OPINION

Q5. Perceptions of Safety and Security. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "no opinion")

(N=414)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5a. Walking alone in your neighborhood during the day	86.5%	11.8%	1.0%	0.7%	0.0%
Q5b. Walking alone in your neighborhood after dark	43.0%	33.8%	14.9%	7.2%	1.0%
Q5c. In Village parks & recreation facilities	46.9%	38.5%	12.4%	2.0%	0.3%
Q5d. In business areas of Village during the day	80.3%	17.5%	2.2%	0.0%	0.0%
Q5e. In business areas of Village after dark	37.6%	45.1%	14.9%	2.2%	0.3%

Q6. Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6a. Village efforts to prevent crimes	48.8%	35.7%	8.0%	0.2%	0.0%	7.2%
Q6b. Enforcement of local traffic laws	35.5%	40.1%	10.4%	6.5%	1.9%	5.6%
Q6c. How quickly police respond to emergencies	43.0%	23.2%	8.0%	0.0%	0.0%	25.8%
Q6d. Frequency that police officers patrol your neighborhood	29.7%	33.8%	16.9%	5.3%	1.9%	12.3%
Q6e. Fire prevention & education programs provided by Village	23.2%	22.7%	16.2%	2.4%	0.5%	35.0%
Q6f. How quickly fire personnel respond to emergencies	37.2%	20.5%	8.0%	0.0%	0.0%	34.3%

WITHOUT NO OPINION

Q6. Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items. (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6a. Village efforts to prevent crimes	52.6%	38.5%	8.6%	0.3%	0.0%
Q6b. Enforcement of local traffic laws	37.6%	42.5%	11.0%	6.9%	2.0%
Q6c. How quickly police respond to emergencies	58.0%	31.3%	10.7%	0.0%	0.0%
Q6d. Frequency that police officers patrol your neighborhood	33.9%	38.6%	19.3%	6.1%	2.2%
Q6e. Fire prevention & education programs provided by Village	35.7%	34.9%	24.9%	3.7%	0.7%
Q6f. How quickly fire personnel respond to emergencies	56.6%	31.3%	12.1%	0.0%	0.0%

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	172	41.5 %
Enforcement of local traffic laws	60	14.5 %
How quickly police respond to emergencies	45	10.9 %
Frequency that police officers patrol your neighborhood	56	13.5 %
Fire prevention & education programs provided by Village	25	6.0 %
How quickly fire personnel respond to emergencies	14	3.4 %
None chosen	42	10.1 %
Total	414	100.0 %

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	49	11.8 %
Enforcement of local traffic laws	45	10.9 %
How quickly police respond to emergencies	71	17.1 %
Frequency that police officers patrol your neighborhood	92	22.2 %
Fire prevention & education programs provided by Village	29	7.0 %
How quickly fire personnel respond to emergencies	64	15.5 %
None chosen	64	15.5 %
Total	414	100.0 %

Q7. Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 2)

<u>Q7. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Village efforts to prevent crimes	221	53.4 %
Enforcement of local traffic laws	105	25.4 %
How quickly police respond to emergencies	116	28.0 %
Frequency that police officers patrol your neighborhood	148	35.7 %
Fire prevention & education programs provided by Village	54	13.0 %
How quickly fire personnel respond to emergencies	78	18.8 %
None chosen	42	10.1 %
Total	764	

Q8. Which of the following Parks and Recreation programs and facilities have you used in the Village of Pinehurst during the past year?

Q8. Which Parks & Recreation programs & facilities have you used in Village of Pinehurst during past year?	Number	Percent
Greenway trails	203	60.4 %
Village sponsored cultural/arts events	207	61.6 %
Cannon Park	138	41.1 %
Arboretum/Timmel Pavilion	162	48.2 %
Rassie Wicker Park	202	60.1 %
Camelot Playground	106	31.5 %
Splash Pad at Wicker Park	93	27.7 %
West Pinehurst Park (e.g. disc golf)	22	6.5 %
Total	1133	

Q9. Cultural and Recreation Services. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9a. Number of Village parks	36.2%	41.8%	7.5%	1.4%	0.0%	13.0%
Q9b. Quality of Village parks	39.1%	40.6%	7.5%	0.0%	0.0%	12.8%
Q9c. Quality of recreation indoor facilities	14.0%	15.9%	21.5%	7.2%	3.4%	37.9%
Q9d. Availability of recreation indoor facilities	12.3%	16.2%	21.3%	9.9%	4.1%	36.2%
Q9e. Availability of walking/greenway trails	35.5%	32.1%	11.6%	4.1%	0.2%	16.4%
Q9f. Condition of walking/greenway trails	29.2%	35.3%	12.8%	2.7%	0.2%	19.8%
Q9g. Quality of outdoor athletic fields & facilities	17.6%	33.8%	13.8%	1.0%	0.0%	33.8%
Q9h. Availability of outdoor athletic fields & facilities	16.7%	30.7%	15.0%	3.1%	0.2%	34.3%
Q9i. Availability of information about recreation programs	21.0%	28.7%	20.3%	6.0%	1.2%	22.7%
Q9j. Quality of youth recreation programs	12.1%	16.2%	17.4%	2.7%	0.7%	51.0%
Q9k. Quality of adult recreation programs	14.0%	22.0%	21.7%	4.8%	1.2%	36.2%
Q9l. Range of amenities at parks & recreation facilities	15.9%	33.1%	18.4%	3.1%	0.5%	29.0%
Q9m. Village sponsored cultural arts events	22.9%	34.3%	18.6%	1.7%	0.0%	22.5%
Q9n. Variety of cultural arts events & programs in southern Moore County	22.5%	34.3%	15.2%	2.4%	0.5%	25.1%

WITHOUT NO OPINION

Q9. Cultural and Recreation Services. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a. Number of Village parks	41.7%	48.1%	8.6%	1.7%	0.0%
Q9b. Quality of Village parks	44.9%	46.5%	8.6%	0.0%	0.0%
Q9c. Quality of recreation indoor facilities	22.6%	25.7%	34.6%	11.7%	5.4%
Q9d. Availability of recreation indoor facilities	19.3%	25.4%	33.3%	15.5%	6.4%
Q9e. Availability of walking/greenway trails	42.5%	38.4%	13.9%	4.9%	0.3%
Q9f. Condition of walking/greenway trails	36.4%	44.0%	16.0%	3.3%	0.3%
Q9g. Quality of outdoor athletic fields & facilities	26.6%	51.1%	20.8%	1.5%	0.0%
Q9h. Availability of outdoor athletic fields & facilities	25.4%	46.7%	22.8%	4.8%	0.4%
Q9i. Availability of information about recreation programs	27.2%	37.2%	26.3%	7.8%	1.6%
Q9j. Quality of youth recreation programs	24.6%	33.0%	35.5%	5.4%	1.5%
Q9k. Quality of adult recreation programs	22.0%	34.5%	34.1%	7.6%	1.9%
Q9l. Range of amenities at parks & recreation facilities	22.4%	46.6%	25.9%	4.4%	0.7%
Q9m. Village sponsored cultural arts events	29.6%	44.2%	24.0%	2.2%	0.0%
Q9n. Variety of cultural arts events & programs in southern Moore County	30.0%	45.8%	20.3%	3.2%	0.6%

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. Top choice	Number	Percent
Number of Village parks	20	4.8 %
Quality of Village parks	43	10.4 %
Quality of recreation indoor facilities	33	8.0 %
Availability of recreation indoor facilities	28	6.8 %
Availability of walking/greenway trails	42	10.1 %
Condition of walking/greenway trails	17	4.1 %
Quality of outdoor athletic fields & facilities	5	1.2 %
Availability of outdoor athletic fields & facilities	6	1.4 %
Availability of information about recreation programs	27	6.5 %
Quality of youth recreation programs	18	4.3 %
Quality of adult recreation programs	18	4.3 %
Range of amenities at parks & recreation facilities	11	2.7 %
Village sponsored cultural arts events	29	7.0 %
Variety of cultural arts events & programs in southern Moore County	16	3.9 %
None chosen	101	24.4 %
Total	414	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
Number of Village parks	4	1.0 %
Quality of Village parks	26	6.3 %
Quality of recreation indoor facilities	17	4.1 %
Availability of recreation indoor facilities	30	7.2 %
Availability of walking/greenway trails	18	4.3 %
Condition of walking/greenway trails	38	9.2 %
Quality of outdoor athletic fields & facilities	12	2.9 %
Availability of outdoor athletic fields & facilities	10	2.4 %
Availability of information about recreation programs	16	3.9 %
Quality of youth recreation programs	15	3.6 %
Quality of adult recreation programs	31	7.5 %
Range of amenities at parks & recreation facilities	16	3.9 %
Village sponsored cultural arts events	33	8.0 %
Variety of cultural arts events & programs in southern Moore County	28	6.8 %
None chosen	120	29.0 %
Total	414	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
Number of Village parks	9	2.2 %
Quality of Village parks	17	4.1 %
Quality of recreation indoor facilities	14	3.4 %
Availability of recreation indoor facilities	11	2.7 %
Availability of walking/greenway trails	15	3.6 %
Condition of walking/greenway trails	19	4.6 %
Quality of outdoor athletic fields & facilities	9	2.2 %
Availability of outdoor athletic fields & facilities	10	2.4 %
Availability of information about recreation programs	23	5.6 %
Quality of youth recreation programs	19	4.6 %
Quality of adult recreation programs	30	7.2 %
Range of amenities at parks & recreation facilities	23	5.6 %
Village sponsored cultural arts events	25	6.0 %
Variety of cultural arts events & programs in southern Moore County	41	9.9 %
None chosen	149	36.0 %
Total	414	100.0 %

Q10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

Q10. Sum of top 3 choices	Number	Percent
Number of Village parks	33	8.0 %
Quality of Village parks	86	20.8 %
Quality of recreation indoor facilities	64	15.5 %
Availability of recreation indoor facilities	69	16.7 %
Availability of walking/greenway trails	75	18.1 %
Condition of walking/greenway trails	74	17.9 %
Quality of outdoor athletic fields & facilities	26	6.3 %
Availability of outdoor athletic fields & facilities	26	6.3 %
Availability of information about recreation programs	66	15.9 %
Quality of youth recreation programs	52	12.6 %
Quality of adult recreation programs	79	19.1 %
Range of amenities at parks & recreation facilities	50	12.1 %
Village sponsored cultural arts events	87	21.0 %
Variety of cultural arts events & programs in southern Moore County	85	20.5 %
None chosen	101	24.4 %
Total	973	

Q11. Do you shop regularly in the Village Center (downtown)?

Q11. Do you shop regularly in Village Center (downtown)?	Number	Percent
Yes	122	29.5 %
No	279	67.4 %
Not provided	13	3.1 %
Total	414	100.0 %

WITHOUT NOT PROVIDED

Q11. Do you shop regularly in the Village Center (downtown)? (without "not provided")

Q11. Do you shop regularly in Village Center (downtown)?	Number	Percent
Yes	122	30.4 %
No	279	69.6 %
Total	401	100.0 %

Q11a. (If NO to Question 11) Please check each of the following reasons that prevent you from shopping regularly in the Village Center (downtown).

Q11a. Reasons that prevent you from shopping regularly in Village Center (downtown)	Number	Percent
Stores hours of operation	40	15.7 %
Variety of merchandise offered for sale	142	55.9 %
Merchandise is more targeted to tourists than local shoppers	187	73.6 %
Parking availability	60	23.6 %
Other	52	20.5 %
Total	481	

Q11a. Other

Q11a. Other	Number	Percent
Prices	5	9.6 %
Too busy	2	3.8 %
too costly	2	3.8 %
cost	1	1.9 %
Cater to the rich only	1	1.9 %
Not enough variety, need ice cream parlor	1	1.9 %
NOT A BIG CHOICE	1	1.9 %
I am poor	1	1.9 %
Lack quality restaurants	1	1.9 %
TOO EXPENSIVE	1	1.9 %
NOTHING THERE I WANT TO BUY	1	1.9 %
I HAVE 3 YOUNG CHILDREN REALLY NO REASON TO SHOP IN THE VILLAGE	1	1.9 %
Closer to other shopping areas	1	1.9 %
AMAZON.COM	1	1.9 %
SELDOM USE	1	1.9 %
Talbots or Chico's	1	1.9 %
WE NEED NO MORE STORES	1	1.9 %
HIGHER COSTS	1	1.9 %
Not interested	1	1.9 %
NICE TOURIST AREA-I USE ONLY THE RESTAURANTS	1	1.9 %
DO NOT SHOP MUCH	1	1.9 %
just do't shop often	1	1.9 %
SOUTHERN PINES AND ABERDORN ARE BETTER	1	1.9 %
NEED NOTHING	1	1.9 %
Lack different shops	1	1.9 %
Stores open till 8 PM since I work till 6 PM	1	1.9 %
JUST DON'T SPEND MUCH TIME DOWNTOWN	1	1.9 %
Would like to see more info via the web	1	1.9 %
TOO EXPENSIVE MOSTLY BOUTIQUE	1	1.9 %
WIFE USES A WALKER VERY HARD TO GET AROUND	1	1.9 %
Expensive	1	1.9 %
NOT A SHOPPER	1	1.9 %
Not enough shops and too many realtor offices and banks	1	1.9 %
Prices are outrageous	1	1.9 %
No pharmacy, bakery	1	1.9 %
Not enough shops	1	1.9 %
Prices are too high	1	1.9 %
Empty retail space	1	1.9 %
Cost of shops too high for average person	1	1.9 %
EXPENSIVE BUT ONE OF A KIND	1	1.9 %
DO VERY LITTLE SHOPPING NOT NEEDED	1	1.9 %
Priced for tourists	1	1.9 %
More retail stores	1	1.9 %
No interest/too expensive	1	1.9 %
Unwelcoming atmosphere	1	1.9 %
Overpriced items	1	1.9 %
Total	52	100.0 %

Q12. Public Library Services. The Village of Pinehurst helps provide public library services through a cooperative agreement with the Given Memorial Library-a private, non-profit organization-providing only 22% of the operational costs of the library. With that in mind, please indicate whether you or other members of your household have used the Given Memorial Library's services by circling either "Yes" or "No."

(N=414)

	Yes	No
Q12a. Given Memorial Library services	53.6%	46.4%
Q12b. Library programs	24.6%	75.4%

Q12. Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=226)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q12a. Given Memorial Library services	56.8%	27.9%	5.9%	4.1%	0.5%	5.0%
Q12b. Library programs	57.8%	20.6%	7.8%	2.9%	1.0%	9.8%

WITHOUT NO OPINION

Q12. Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=226)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a. Given Memorial Library services	59.7%	29.4%	6.2%	4.3%	0.5%
Q12b. Library programs	64.1%	22.8%	8.7%	3.3%	1.1%

Q13. Code Enforcement. Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q13a. Enforcing cleanup of litter & debris on private property	16.3%	34.9%	17.8%	11.7%	5.1%	14.1%
Q13b. Enforcing mowing/cutting of weeds/grass on private property	14.9%	29.8%	19.3%	17.6%	5.4%	13.2%
Q13c. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	17.1%	30.0%	20.0%	10.2%	5.6%	17.1%
Q13d. Enforcing sign regulations	17.6%	35.1%	19.8%	6.8%	3.2%	17.6%
Q13e. Enforcing solid waste cart regulations	20.0%	42.2%	14.4%	6.8%	1.7%	14.9%

WITHOUT NO OPINION

Q13. Code Enforcement. Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a. Enforcing cleanup of litter & debris on private property	19.0%	40.6%	20.7%	13.6%	6.0%
Q13b. Enforcing mowing/cutting of weeds/grass on private property	17.1%	34.3%	22.2%	20.2%	6.2%
Q13c. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	20.6%	36.2%	24.1%	12.4%	6.8%
Q13d. Enforcing sign regulations	21.3%	42.6%	24.0%	8.3%	3.8%
Q13e. Enforcing solid waste cart regulations	23.5%	49.6%	16.9%	8.0%	2.0%

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances?

Q14. How would you describe amount of effort Village applies to enforce its codes & ordinances?	Number	Percent
About right	251	60.6 %
Too much	26	6.3 %
Too little	84	20.3 %
No opinion	53	12.8 %
Total	414	100.0 %

WITHOUT NO OPINION

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances? (without "no opinion")

Q14. How would you describe amount of effort Village applies to enforce its codes & ordinances?	Number	Percent
About right	251	69.5 %
Too much	26	7.2 %
Too little	84	23.3 %
Total	361	100.0 %

Q15. Solid Waste Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15a. Residential trash collection services	69.0%	23.7%	2.2%	2.4%	0.5%	2.2%
Q15b. Curbside recycling services	66.3%	24.1%	2.7%	1.7%	0.7%	4.4%
Q15c. Yard waste collection services	60.0%	22.7%	3.4%	3.9%	2.4%	7.6%

WITHOUT NO OPINION

Q15. Solid Waste Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a. Residential trash collection services	70.6%	24.2%	2.2%	2.5%	0.5%
Q15b. Curbside recycling services	69.4%	25.3%	2.8%	1.8%	0.8%
Q15c. Yard waste collection services	64.9%	24.5%	3.7%	4.2%	2.6%

Q16. Public Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q16a. Maintenance of main Village street thoroughfares	40.0%	45.1%	6.6%	2.7%	1.5%	4.1%
Q16b. Maintenance of streets in your neighborhood	27.1%	39.0%	13.9%	11.7%	3.9%	4.4%
Q16c. Maintenance of street signs/pavement markings	30.0%	45.4%	16.1%	4.6%	1.2%	2.7%
Q16d. Maintenance/preservation of downtown	40.0%	43.9%	8.8%	1.0%	0.2%	6.1%
Q16e. Quality of landscaping in medians & other public areas	52.2%	37.3%	5.9%	1.7%	0.5%	2.4%
Q16f. Overall cleanliness of streets & other public areas	45.9%	42.2%	6.8%	2.9%	0.7%	1.5%
Q16g. Adequacy of street lighting	22.9%	26.8%	19.3%	18.0%	8.5%	4.4%
Q16h. Availability of sidewalks & other pedestrian facilities	21.0%	28.5%	17.8%	15.6%	11.7%	5.4%
Q16i. Condition of existing sidewalks	21.2%	40.7%	20.2%	3.9%	2.0%	12.0%
Q16j. Quality of stormwater runoff/management system	18.5%	33.7%	20.7%	7.1%	4.9%	15.1%
Q16k. Winter weather response on Village streets (snow/ice)	24.4%	40.2%	15.6%	5.1%	2.7%	12.0%
Q16l. Ease of travel on primary highways through Village	26.8%	44.6%	12.9%	9.5%	3.7%	2.4%

WITHOUT NO OPINION

Q16. Public Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16a. Maintenance of main Village street thoroughfares	41.7%	47.1%	6.9%	2.8%	1.5%
Q16b. Maintenance of streets in your neighborhood	28.3%	40.8%	14.5%	12.2%	4.1%
Q16c. Maintenance of street signs/pavement markings	30.8%	46.6%	16.5%	4.8%	1.3%
Q16d. Maintenance/preservation of downtown	42.6%	46.8%	9.4%	1.0%	0.3%
Q16e. Quality of landscaping in medians & other public areas	53.5%	38.3%	6.0%	1.8%	0.5%
Q16f. Overall cleanliness of streets & other public areas	46.5%	42.8%	6.9%	3.0%	0.7%
Q16g. Adequacy of street lighting	24.0%	28.1%	20.2%	18.9%	8.9%
Q16h. Availability of sidewalks & other pedestrian facilities	22.2%	30.2%	18.8%	16.5%	12.4%
Q16i. Condition of existing sidewalks	24.1%	46.3%	23.0%	4.4%	2.2%
Q16j. Quality of stormwater runoff/management system	21.8%	39.7%	24.4%	8.3%	5.7%
Q16k. Winter weather response on Village streets (snow/ice)	27.7%	45.7%	17.7%	5.8%	3.0%
Q16l. Ease of travel on primary highways through Village	27.5%	45.8%	13.3%	9.8%	3.8%

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	34	8.2 %
Maintenance of streets in your neighborhood	58	14.0 %
Maintenance of street signs/pavement markings	12	2.9 %
Maintenance/preservation of downtown	27	6.5 %
Quality of landscaping in medians & other public areas	10	2.4 %
Overall cleanliness of streets & other public areas	17	4.1 %
Adequacy of street lighting	76	18.4 %
Availability of sidewalks & other pedestrian facilities	53	12.8 %
Condition of existing sidewalks	3	0.7 %
Quality of stormwater runoff/management system	27	6.5 %
Winter weather response on Village streets (snow/ice)	12	2.9 %
Ease of travel on primary highways through Village	40	9.7 %
None chosen	45	10.9 %
Total	414	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	19	4.6 %
Maintenance of streets in your neighborhood	51	12.3 %
Maintenance of street signs/pavement markings	13	3.1 %
Maintenance/preservation of downtown	35	8.5 %
Quality of landscaping in medians & other public areas	20	4.8 %
Overall cleanliness of streets & other public areas	29	7.0 %
Adequacy of street lighting	55	13.3 %
Availability of sidewalks & other pedestrian facilities	60	14.5 %
Condition of existing sidewalks	7	1.7 %
Quality of stormwater runoff/management system	16	3.9 %
Winter weather response on Village streets (snow/ice)	22	5.3 %
Ease of travel on primary highways through Village	21	5.1 %
None chosen	66	15.9 %
Total	414	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	28	6.8 %
Maintenance of streets in your neighborhood	27	6.5 %
Maintenance of street signs/pavement markings	33	8.0 %
Maintenance/preservation of downtown	19	4.6 %
Quality of landscaping in medians & other public areas	12	2.9 %
Overall cleanliness of streets & other public areas	27	6.5 %
Adequacy of street lighting	18	4.3 %
Availability of sidewalks & other pedestrian facilities	30	7.2 %
Condition of existing sidewalks	22	5.3 %
Quality of stormwater runoff/management system	34	8.2 %
Winter weather response on Village streets (snow/ice)	30	7.2 %
Ease of travel on primary highways through Village	33	8.0 %
<u>None chosen</u>	<u>101</u>	<u>24.4 %</u>
Total	414	100.0 %

Q17. Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)

<u>Q17. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Village street thoroughfares	81	19.6 %
Maintenance of streets in your neighborhood	136	32.9 %
Maintenance of street signs/pavement markings	58	14.0 %
Maintenance/preservation of downtown	81	19.6 %
Quality of landscaping in medians & other public areas	42	10.1 %
Overall cleanliness of streets & other public areas	73	17.6 %
Adequacy of street lighting	149	36.0 %
Availability of sidewalks & other pedestrian facilities	143	34.5 %
Condition of existing sidewalks	32	7.7 %
Quality of stormwater runoff/management system	77	18.6 %
Winter weather response on Village streets (snow/ice)	64	15.5 %
Ease of travel on primary highways through Village	94	22.7 %
<u>None chosen</u>	<u>45</u>	<u>10.9 %</u>
Total	1075	

Q18. Please indicate whether you or other members of your household have used the Village services and facilities by circling either "Yes" or "No."

(N=414)

	Yes	No
Q18a. Fire services	15.2%	84.8%
Q18b. Police services	35.3%	64.7%
Q18c. Village Hall reception desk	45.4%	54.6%
Q18d. MYVOP service request system	13.3%	86.7%
Q18e. Code enforcement	18.1%	81.9%
Q18f. Recreation program registration	17.4%	82.6%
Q18g. Planning & inspections services	24.4%	75.6%

Q18. If YES, please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=304)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q18a. Fire services	75.8%	17.7%	0.0%	0.0%	0.0%	6.5%
Q18b. Police services	65.8%	22.6%	4.1%	2.7%	0.7%	4.1%
Q18c. Village Hall reception desk	70.7%	22.3%	3.3%	0.0%	0.0%	3.8%
Q18d. MYVOP service request system	54.7%	26.4%	9.4%	5.7%	3.8%	0.0%
Q18e. Code enforcement	26.4%	23.6%	18.1%	19.4%	11.1%	1.4%
Q18f. Recreation program registration	53.5%	39.4%	2.8%	0.0%	0.0%	4.2%
Q18g. Planning & inspections services	41.4%	35.4%	17.2%	4.0%	0.0%	2.0%

WITHOUT NO OPINION

Q18. If YES, please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=304)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18a. Fire services	81.0%	19.0%	0.0%	0.0%	0.0%
Q18b. Police services	68.6%	23.6%	4.3%	2.9%	0.7%
Q18c. Village Hall reception desk	73.4%	23.2%	3.4%	0.0%	0.0%
Q18d. MYVOP service request system	54.7%	26.4%	9.4%	5.7%	3.8%
Q18e. Code enforcement	26.8%	23.9%	18.3%	19.7%	11.3%
Q18f. Recreation program registration	55.9%	41.2%	2.9%	0.0%	0.0%
Q18g. Planning & inspections services	42.3%	36.1%	17.5%	4.1%	0.0%

Q19. Public Communication and Outreach. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19a. Quality of information about Village programs/services	25.6%	44.7%	16.9%	4.6%	0.2%	8.0%
Q19b. Village efforts to keep you informed about local issues	24.2%	40.1%	20.5%	7.7%	0.7%	6.8%
Q19c. Opportunities to participate in local government (advisory boards, volunteering)	18.1%	28.3%	28.0%	4.3%	1.7%	19.6%
Q19d. Village social media	14.3%	32.6%	24.2%	2.2%	0.7%	26.1%
Q19e. Village website (www.vopnc.org)	18.6%	37.4%	19.6%	1.9%	0.5%	22.0%
Q19f. Village newsletter	29.5%	39.4%	15.5%	3.4%	0.5%	11.8%
Q19g. Monthly Village e-News updates	18.4%	27.5%	21.3%	2.7%	1.2%	29.0%
Q19h. Open Village Hall community forum	13.0%	21.0%	24.6%	3.9%	2.7%	34.8%
Q19i. Community's progress toward meeting its strategic vision & mission	11.1%	25.4%	24.2%	5.8%	2.9%	30.7%

WITHOUT NO OPINION

Q19. Public Communication and Outreach. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a. Quality of information about Village programs/services	27.8%	48.6%	18.4%	5.0%	0.3%
Q19b. Village efforts to keep you informed about local issues	25.9%	43.0%	22.0%	8.3%	0.8%
Q19c. Opportunities to participate in local government (advisory boards, volunteering)	22.5%	35.1%	34.8%	5.4%	2.1%
Q19d. Village social media	19.3%	44.1%	32.7%	2.9%	1.0%
Q19e. Village website (www.vopnc.org)	23.8%	48.0%	25.1%	2.5%	0.6%
Q19f. Village newsletter	33.4%	44.7%	17.5%	3.8%	0.5%
Q19g. Monthly Village e-News updates	25.9%	38.8%	29.9%	3.7%	1.7%
Q19h. Open Village Hall community forum	20.0%	32.2%	37.8%	5.9%	4.1%
Q19i. Community's progress toward meeting its strategic vision & mission	16.0%	36.6%	34.8%	8.4%	4.2%

Q20. Which of the following do you use to get information about the Village of Pinehurst?

Q20. What do you use to get information about Village of Pinehurst?	Number	Percent
Village employees	64	16.3 %
Village newsletter	283	72.2 %
Village website (www.vopnc.org)	186	47.4 %
Monthly Village e-News	110	28.1 %
Village mobile app (MYVOP)	38	9.7 %
Village social media (Facebook, Twitter, etc.)	55	14.0 %
The Pilot newspaper	312	79.6 %
Total	1048	

Q21. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

Q21. How often do you read Village newsletter which is mailed to all residents?	Number	Percent
All the time	272	65.7 %
Sometimes	80	19.3 %
Seldom	19	4.6 %
Never	18	4.3 %
Don't know	25	6.0 %
Total	414	100.0 %

WITHOUT DON'T KNOW

Q21. Please indicate how often you read the Village Newsletter, which is mailed to all residents. (without "don't know")

Q21. How often do you read Village newsletter which is mailed to all residents?	Number	Percent
All the time	272	69.9 %
Sometimes	80	20.6 %
Seldom	19	4.9 %
Never	18	4.6 %
Total	389	100.0 %

Q22. Customer Service. Have you contacted the Village during the past year?

Q22. Have you contacted Village during past year?	Number	Percent
Yes	178	43.0 %
No	236	57.0 %
Total	414	100.0 %

Q22a. (If YES to Question 22) Using a 5-point scale, where 5 means "Always" and 1 means "Never," please indicate your experience with Village employees (not elected officials) on the following behaviors.

(N=178)

	Always	Usually	Sometimes	Seldom	Never	No opinion
Q22a-a. Village staff was responsive to my needs	74.7%	18.0%	4.5%	1.1%	1.7%	0.0%
Q22a-b. Village staff was competent & professional	74.2%	18.5%	3.4%	1.1%	0.6%	2.2%
Q22a-c. Village staff was courteous	78.1%	16.9%	1.7%	1.1%	0.6%	1.7%
Q22a-d. My issue was resolved promptly	62.9%	18.0%	10.1%	3.4%	3.9%	1.7%

WITHOUT NO OPINION

Q22a. (If YES to Question 22) Using a 5-point scale, where 5 means "Always" and 1 means "Never," please indicate your experience with Village employees (not elected officials) on the following behaviors. (without "no opinion")

(N=178)

	Always	Usually	Sometimes	Seldom	Never
Q22a-a. Village staff was responsive to my needs	74.7%	18.0%	4.5%	1.1%	1.7%
Q22a-b. Village staff was competent & professional	75.9%	19.0%	3.4%	1.1%	0.6%
Q22a-c. Village staff was courteous	79.4%	17.1%	1.7%	1.1%	0.6%
Q22a-d. My issue was resolved promptly	64.0%	18.3%	10.3%	3.4%	4.0%

Q23. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

Q23. What are the most important community improvements?	Number	Percent
Additional sidewalk construction in neighborhoods	143	36.5 %
Additional greenway trails (walking paths)	111	28.3 %
Bicycle lanes & paths	136	34.7 %
Additional street lighting in neighborhoods	165	42.1 %
Additional stormwater (drainage) improvements	113	28.8 %
Additional street resurfacing	180	45.9 %
Additional parks & open spaces	61	15.6 %
Additional athletic fields	21	5.4 %
New community center for recreation programs	97	24.7 %
Expansion of Village Center/redevelopment of Village Place	60	15.3 %
Total	1087	

Q24. If you own a home in Pinehurst, 39% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?

Q24. How satisfied are you with the value received for portion of your property taxes that funds Village's operating budget?	Number	Percent
Very satisfied	105	25.4 %
Satisfied	171	41.3 %
Neutral	79	19.1 %
Dissatisfied	18	4.3 %
Very dissatisfied	6	1.4 %
Don't know	35	8.5 %
Total	414	100.0 %

WITHOUT DON'T KNOW

Q24. If you own a home in Pinehurst, 39% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (61%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget? (without "don't know")

Q24. How satisfied are you with the value received for portion of your property taxes that funds Village's operating budget	Number	Percent
Very satisfied	105	27.7 %
Satisfied	171	45.1 %
Neutral	79	20.8 %
Dissatisfied	18	4.7 %
Very dissatisfied	6	1.6 %
Total	379	100.0 %

Q25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q25a. Overall quality of leadership provided by Village's elected officials	13.5%	31.4%	24.9%	10.4%	3.6%	16.2%
Q25b. Overall effectiveness of appointed boards & commissions	13.8%	29.7%	29.0%	6.3%	2.4%	18.8%
Q25c. Overall effectiveness of Village Manager & appointed staff	20.3%	34.5%	23.2%	2.2%	2.4%	17.4%

WITHOUT NO OPINION

Q25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "no opinion")

(N=414)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25a. Overall quality of leadership provided by Village's elected officials	16.1%	37.5%	29.7%	12.4%	4.3%
Q25b. Overall effectiveness of appointed boards & commissions	17.0%	36.6%	35.7%	7.7%	3.0%
Q25c. Overall effectiveness of Village Manager & appointed staff	24.6%	41.8%	28.1%	2.6%	2.9%

Q26. Would you recommend Pinehurst to others as a place to live?

Q26. Would you recommend Pinehurst to others as a place to live?	Number	Percent
Yes	367	88.6 %
No	23	5.6 %
Not provided	24	5.8 %
Total	414	100.0 %

WITHOUT NOT PROVIDED

Q26. Would you recommend Pinehurst to others as a place to live? (without "not provided")

Q26. Would you recommend Pinehurst to others as a place to live?	Number	Percent
Yes	367	94.1 %
No	23	5.9 %
Total	390	100.0 %

Q27. Approximately how many years have you lived in the Village of Pinehurst?

Q27. How many years have you lived in Village of Pinehurst?	Number	Percent
Less than 5 years	148	35.7 %
5-10 years	74	17.9 %
11-20 years	117	28.3 %
20+ years	71	17.1 %
Not provided	4	1.0 %
Total	414	100.0 %

WITHOUT NOT PROVIDED

Q27. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

Q27. How many years have you lived in Village of Pinehurst?	Number	Percent
Less than 5 years	148	36.1 %
5-10 years	74	18.0 %
11-20 years	117	28.5 %
20+ years	71	17.3 %
Total	410	100.0 %

Q28. Do you have school-age children (grades K-12) living at home?

Q28. Do you have school-age children (grades K-12) living at home?	Number	Percent
Yes	54	13.0 %
No	353	85.3 %
Not provided	7	1.7 %
Total	414	100.0 %

WITHOUT NOT PROVIDED

Q28. Do you have school-age children (grades K-12) living at home? (without "not provided")

Q28. Do you have school-age children (grades K-12) living at home?	Number	Percent
Yes	54	13.3 %
No	353	86.7 %
Total	407	100.0 %

Q28a. (If YES to Question 28) What grade level are your school-age children?

Q28a. What grade level	Number	Percent
K-5	41	77.4 %
6-8	21	39.6 %
High school	5	9.4 %
Total	67	

Q29. Which of the following best describes your current employment status?

Q29. Your current employment status	Number	Percent
Employed outside home	138	33.3 %
Employed at home/have a home-based business	29	7.0 %
Student	2	0.5 %
Retired	233	56.3 %
Not currently employed	8	1.9 %
Not provided	4	1.0 %
Total	414	100.0 %

WITHOUT NOT PROVIDED

Q29. Which of the following best describes your current employment status? (without "not provided")

Q29. Your current employment status	Number	Percent
Employed outside home	138	33.7 %
Employed at home/have a home-based business	29	7.1 %
Student	2	0.5 %
Retired	233	56.8 %
Not currently employed	8	2.0 %
Total	410	100.0 %

Q29-1. (If "employed outside home") What is the zip code where you work?

Q29-1. Workplace zip code	Number	Percent
27229	1	0.9 %
27242	1	0.9 %
27376	3	2.8 %
28303	3	2.8 %
28306	1	0.9 %
28308	2	1.9 %
28310	12	11.1 %
28315	1	0.9 %
28327	3	2.8 %
28345	2	1.9 %
28352	2	1.9 %
28364	1	0.9 %
28370	1	0.9 %
28371	1	0.9 %
28374	58	53.7 %
28387	13	12.0 %
28394	1	0.9 %
28397	1	0.9 %
28401	1	0.9 %
Total	108	100.0 %

Q30. Which of the following best describe your age?

Q30. Your age	Number	Percent
18-34	42	10.1 %
35-44	42	10.1 %
45-54	51	12.3 %
55-64	75	18.1 %
65+	195	47.1 %
Not provided	9	2.2 %
Total	414	100.0 %

Q30. Which of the following best describe your age? (without "not provided")

Q30. Your age	Number	Percent
18-34	42	10.4 %
35-44	42	10.4 %
45-54	51	12.6 %
55-64	75	18.5 %
65+	195	48.1 %
Total	405	100.0 %

Q31. Which of the following best describes your race?

Q31. Your race	Number	Percent
Asian	11	2.7 %
White	373	91.2 %
American Indian/Alaskan Native	1	0.2 %
Native Hawaiian/Pacific Islander	1	0.2 %
Black/African American	15	3.7 %
Hispanic	16	3.9 %
Two or more races	3	0.7 %
Other	2	0.5 %
Total	422	

Q31. Other

Q31. Other	Number	Percent
Scot/Irish	1	50.0 %
Mixed	1	50.0 %
Total	2	100.0 %

Q32. Which of the following best describes where you live?

Q32. Where do you live?	Number	Percent
Pinehurst 6	73	17.6 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	21	5.1 %
Pinehurst 7/Lawn & Tennis/CCNC	23	5.6 %
Morganton/Monticello	37	8.9 %
Lake Pinehurst/Burning Tree/St. Andrews	110	26.6 %
Pinewild	47	11.4 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	34	8.2 %
Village Acres	53	12.8 %
Not provided	16	3.9 %
Total	414	100.0 %

WITHOUT NOT PROVIDED

Q32. Which of the following best describes where you live? (without "not provided")

Q32. Where do you live?	Number	Percent
Pinehurst 6	73	18.3 %
Pinehurst Trace/Pinedale/MidlandCC/Taylorhurst	21	5.3 %
Pinehurst 7/Lawn & Tennis/CCNC	23	5.8 %
Morganton/Monticello	37	9.3 %
Lake Pinehurst/Burning Tree/St. Andrews	110	27.6 %
Pinewild	47	11.8 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	34	8.5 %
Village Acres	53	13.3 %
Total	398	100.0 %

Q33. What is your gender?

Q33. Your gender	Number	Percent
Male	208	50.2 %
Female	206	49.8 %
Total	414	100.0 %

Q34. Do you have any other suggestions for how the Village could serve you better?

- Give up the idea of an expensive Community Center. (2) Understand what is square footage for residences, i.e. balconies do not count.
- Have lines repainted on Morganton Road & Hwy 5 so you can see at night and when it's foggy. Have turn lanes installed on Hwy 5 intersections and Morganton Road and Fox Hollow Court. Traffic sucks. (2) Need a public outdoor swimming pool.
- More community pool access without paying First Health monthly fees or being a Pinehurst member, (2) leeway to keep well maintained, licensed enclosed trailers (that don't fit into a standard garage) on driveway or at least property (considering there's some junky looking cars/trucks parked on the side of driveways etc.) OR at least a community RV/trailer/vehicle storage lots (rather than the beautification officer telling residents not VOP problem/issue) and (3) enforcement of yard waste bins being returned from the curb sooner than 1-3 days later.
- A community relations program similar to the law enforcement citizen academy, yet other aspects of the local government. A cupcake shop in the village. Please and thank you.
- A council that listens to residents concerns
- Add sidewalks to make it easier to walk in the community.
- address storm water runoff in frequently eroded areas
- remove trees that grow over roads and block sight lines

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- Address the traffic issue on the circle! This is a nightmare 90% of peak traffic hours! What were planners thinking to have this type of intersection in this community! Accidents weekly!
- Admit when you make a mistake
- At CCNC, we don't have many opportunities to counteract with officials. We are retired residents.
- Be conscious of the environment and the impact your decisions have on air quality, water conservation, and future generations. Stop builders from driving down home values. Cheap new homes, destroying forests for spec homes should not be allowed. You are killing homeowners in the resale market. Homes sit on the market too long and sell for far less. This does not help us. Too many transients in Village Acres. Many rental properties. And your street lights are ugly. Why not the same as the village. Deplorable.
- Be more open with plans.
- be realistic about price the Village charges to rent out the Pavilion at the arboretum. When my book club asked to rent it for 3 hours we were quoted \$180 (this was Wed in Aug) Come on so we are renting a pavilion in 7 lakes by the lake for \$25 for the day. I would love to hear Nancy comment on this. Barbara Keating 910-420-2919
- Better law enforcement in Lake Pinehurst area. Lots of contractors exceed speed limits.
- Better street lighting
- Bicycle lanes please especially around the traffic circle.
- Bring back the idea of Welcome Wagon. Most people who move here are unfamiliar with what the community offers. Where to go to get services. It also hinders local businesses from offering introductions via discounts. I'd also like to see more information for grandparents to have to entertain their grandchildren when they visit.
- build a gym
- By putting the needs priority before the wants.
- Clean the drain under the RR bridge more often.
- clean up of highway 5 by the barn, always a misery of garbage it is a shame for such a beautiful village
- Cleaning up rights-of-way and drains dead trees and branches.
- Commercial business in The Village is weak. No longevity, rents too high for shops. Nowhere in the survey is there a section to address development and sustainability of business in the Village. Southern Pines is a destination for dining and shopping more than Pinehurst.
- Communicate more frequently in writing. Use funds to improve roads and get traffic out of route 5 that is avoiding the circle. Support the bypass.
- Continue beautification projects, expand greenway trails/bike paths, and police presence in neighborhoods. We recently had our vehicles broke into and personal items stolen.
- Continue to find ways to make the Village downtown a viable place for business while keeping high standards for quality. Recent conversations on what kind of private business occupies space should instead be focused of doing all that can be done to fill the space, keeping in mind quality. Maximize the use of existing facilities and parks before w get consumed with building more, good example is recent decisions to keep more activities at the Village Green.
- Continue to strive to keep sales tax and property taxes low.
Cop (citizen on patrol) is an excellent program, if possible it should be expanded and better promoted
- cut trees in row/s, curb and gutter installation, to control water run off
- Discourage high-rise buildings. Keep construction at no more than 2 stories.

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- Do not allow apartments to be built. No more grocery stores or strip malls. Focus on keeping Pinehurst quaint rather than growing population.
- Do not need street lights or sidewalks
- Dog parks would be great.
- Doing a good job in general
- During the Winter when it stays dark longer, I leave the house around 6:30 for work. As I'm driving through my neighborhood, I can't see any of the children waiting for the school bus until my headlights hit them. I think a few corners need small street lamps! That's it! Pinehurst is amazing!
- Elect a new council.
- Enforce codes - people parking in yards/grass. Overall - amazing place to live - clean, safe, friendly.
- Enforce existing codes
- Extend effort to integrate Pinewild into being felt as part of the Pinehurst community.
- Fantastic survey, thank you
- Fire the town council especially the mayor
- Get a new road paving company. They make a mess currently. Quality of homes has decreased dramatically. Plastic vinyl unsightly! Too many homes leave their trash bins on the road for days! Too many homes keeping trash bins in front yards. Yards are allowed to be overgrown. Sewer maintenance equipment has been left on RT-5 for months, why? Traffic lights north to south on RT-5 too long in green. Unable to log in to join your website.
- get rid of roundabouts by the hospital, way too many traffic jams throughout the day
- Get rid of the traffic circle or do something to better enforce safety when driving in it, stop people from cutting from outside lanes because they don't want to wait in line
- Get ride of 25 mph limit on major streets (burning tree) do something to encourage business in downtown, focus a bit less on traffic control. Contrast with s.p. which is viewed as far are welcoming
- Great job!
- Great place to live. I just have some drainage issues living on a downward incline and no lights on my street.
- Have a better code enforcement officer in place. Current officer performance is dismal at best to non-existent. Get rid of voicemail to speak to a live person to explain your issues to.
- Help us to get natural gas service in our neighborhood.
- My neighborhood is a dangerous place for walkers, bicyclists and motorists. Someday someone will be killed walking or bicycling on St Andrews.
- Highway 211 bypass.
- I believe there is a change in age demographics of Pinehurst residents. More emphasis on younger residents (education, things to do, shopping, etc.).
- I do feel the traffic on 2 and needs to be addressed. The speeding and noise from pickup trucks, garbage trucks, motorcycles is excessive. Limiting the speed to 25 or enforcing the 35 would help. On 5 an alternate route needs to be addressed. The quiet Village is becoming a town next to highways.
- I don't think I am receiving the Newsletter
- I have been noticing vehicle break-ins at night listed on my e-newsletters. There should be more night patrols need to curb this before it gets out of hand.

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- I have lived here less than on year, so have not experienced many of the questions. One thing we have noticed is the lack of warning for road work that would enable us to take another route.
- I have never received The Village Newsletter.
- I have reported certain neighbors not picking up their dogs waste to properly owners in Pinehurst manor however it continues and the area is looking disgusting and unclean on the ground, please help. My dog has already gotten a very bad bacteria infection from those neighbors not picking up dog waste
- I hope the post office postman doesn't roll over the grass near my mailbox when delivering the mail. Thank you.
- I suggest that the village reduces speed limit to 25 mph in Pinehurst 6 neighborhood. People drive around the neighborhood too fast. Not safe for residents and especially children.
- I think traffic light is needed at page and 15-501 or a no left hand turn on the north side of junction
- I want some street lights.
- I would like to have a bigger library with more activities, preferably part of a county library system. And I'd like more sidewalks.
- I would like to see sidewalks, street lights in Pinewild and gas service in Pinewild
- If code enforcement officials send you a letter of non-compliance make sure the letter is sent to correct address and that it is justified.
- I'm fine with lower speed limits, but tail gating laws need to be enforced along with speed limits.
- Improve drainage on Spur road from Everette to Cherokee road.
- Improve shoulders on either side of roads. Walkers and runners have only the roads and in some areas have limited areas to step off when vehicles approach.
- In general keep up the good work
- It would be a waste of time.
- I've been here since Jan 2017 and still determining my feelings about this area
- Keep casual village image. Limit large residential development. Improve traffic patterns.
- Keep seeking input! I absolutely love Pinehurst and think Village leadership and staff does a stellar job. I moved here eleven years ago after living in Europe for thirty years. I love it here just as much as I loved Europe. I enjoy lots of visitors, American and international, and all echo what a jewel Pinehurst and this area is. Thank you!
- Keep up the good job - thank you
- Keep up the good work!
- Keep up your good efforts! Keep community spirit alive!
- Let homeowners outside of the historic village make improvements to their homes as they see fit w/in certain guidelines i.e., allowing fences/outdoor structures without having to get explicit permission from the village
- Let neighbors know when building is to be done. Let neighborhood know when work is to be done on water and sewer.
- Love it here!
- Lower utilities water especially i don't understand why it is so expensive.

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- Maintain the cart crossing onto muster branch from #7, the gravel washes out with nearly every rain storm, can we make that path asphalt or concrete? That would make it maintenance free
- Maintain the ditch on shamrock way, i spend my time and money to maintain it from weeks when its the village of Pinehurst responsibility, need to do underground drainage-running in ditch, slows down water-make my neighborhood look unkept
- Maintain the ditch on shamrock way, i spend a my time and money to maintain it from weeds, its the village of Pinehurst responsibility, need to so underground drainage sand running in ditch slows down water, makes neighborhood look unkept
- Make waste management pick up any and all yard waste regardless of whether it is in a bin purchased from them. My additional bin has the same hook system as theirs but they will not empty it
- Mo more apt complexes
- More cultural events in old village, encourage more shops downtown village, develop work around for traffic circle
- More emphasis on sidewalk construction and street lighting. We need a public indoor pool.
- More ethics from council, representation govt stop the stupid growth, protect the historic character, need more vibrant downtown, too many realtors and banks, need retain, fix parking problem, better choices of board and committee member
- More evening yoga Pilates strength dance classes. The cost for village classes is so much cheaper than other businesses. I love your fitness classes.
- More information about the area, events, and how to get involved for newer residents.
- More lighting is needed through the town, instead of a recreation center mega bucks, repair the streets in Pinehurst and more street lighting is needed, many complaints from visitors as well as people living here, needed all through Pinehurst
- more sidewalks for walking, more walking paths, more lighting
- more swimming areas for VOP residents/homeowners, pools are needed for families, more recreational areas, Pinehurst Resort needs to clean small lakes from alge and hydrill
- Most everything is great for us.
- Move Route 211 Welcome Sign to Village limits (west of Pinewild main entrance across from church). We are part of the Village - acknowledge it.
- Need to develop a more positive image of the police. Rumors persist throughout the country that a visitor is vulnerable to get a DUI in Pinehurst. I believe that has been improved, but the image is still negative.
- Never seen a police officer ride down my street, not happy with unprofessional look (beards, uniform) of police dept. Trash pickup drivers leave waste containers laying in roadway in middle of street too in a hurry. All read in paper is how the police dept. is making arrest in other towns and constantly doing saturation speed traps on 15501 South while no officer has come down my street

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- No I have been pleased with the village management
- No more apartment building!
- No more apartment complexes!
- No more grocery stores, no more apartments, no more parks - walkways - bike paths, no more developments, stop building. Fix up what is already here! The small town charm is being destroyed with all the building, pavement, and the traffic is horrible at all hours now! Stop building!!!!!!
- No more high density apartments in the village! Implement frequent litter pick-up along midland rd, hwy 5, 211, 15-501 all village streets. Coordinate with county and state as needed get the litter picked up.
- No sidewalks on Saint Andrews!
- Nope. Overall I think the folks we've elected do a good job.
- Not at this time!
- Not really. All in all, job well done!
- Offer a better solution for yard debris pick up for citizens. The trash bin style pickup is good for small use only, but most folks have plenty of bushes and landscape debris during pruning season each year. Possible scheduled pickups with the small dump bed trucks that the Village already has, or as other communities such as Aberdeen and Southern Pines have dedicated large trucks with claw/vacuum apparatus for use for leave, tree limb and bush debris pickup. I find it very disappointing that Pinehurst does not have such service and property owners are left with the burden of making multiple trips to the landfill and paying fees for each trip to dispose of said yard debris.
- Offer more adult recreation sports for couples i.e. Softball, volleyball.
- OFFER MORE THINGS GEARED TOWARD SINGLES AS FAR AS PROGRAMS.
- On longleaf West there are many older people/parents and babies that walk the road, no sidewalks, the street is really narrow and feel they could use a safe place to walk
- Overall not a bad place to live. Slow decline since i moved here since 2000. Shrubs trees need to be trimmed or removed from some corners that lead into roads.
- Patrol midland rd from circle to circle down us 1.
- Patrol more often in different neighborhoods. Have more traffic stops to check drivers licenses registration and car insurance.
- Pave my street and remove snow and ice during the winter. Lost 3 days of work due to my street being impassable.
- Pay better attention to code enforcement and repave more streets.
- Pay more attention to village acres west of gun club road.
- Pick-up yard waste more than 1 tiny can a week.
- Pinehurst #7 golf course
- Pinehurst is a great place to live. Keep doing exactly what you are doing.
- Pinehurst needs a public pool for those families that aren't members of PCC. Would also like to see street lights in #6.
- Pinehurst should have pushed for more retail stores. Less grocery stores. No public transportation available. Target would have been great.
- Plan to elect new mayor and plan to elect a new town council

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- Please add more sidewalks! There is limited availability and makes walking or riding bikes in our own neighborhood dangerous.
- Please address the short section of lake forest se between Lake Forest SW and Sugar Gum. We need a sidewalk! All thru sections we can get off the road and or cars see pedestrians. Many folks use the loop daily around lake forest se & sw.
- Please build a community center.
- Please consider using some of the property at west Pinehurst park for a dog park
- Please make better efforts to keep Hwy 5 litter free, fine litters
- Please make sure that roadways are completed.
- Please enforce speed limit or add speed bumps on juniper creek Blvd this is becoming a dangerous situation for residents of Pinehurst.
- Please put some road lights on Idlewild Road for driving safety; please put Caution sign for children playing on Idlewild Road since there is a blind area in the middle of Idlewild Road. People can't see ahead when they are driving. It's very dangerous for children to play or bike there. Thank you.
- Please put traffic calming bumps to control speed of vehicles on Saint Andrews, I do not want to pay for a new recreation center, rent the space you need per actual size and demand. There are lots of empty store sites
- Police should be working traffic to prevent accidents, not to generate revenue.
- Poor emergency response by paramedic service several times a response in excess of 15 minutes
- Potentially a village email (weekly) bulletin for upcoming events, and if one already exists, apologies, we are new to the village.
- Priorities should be street lights, sidewalks, safety and security, control litter/trash on streets/roads and in neighborhoods, maintenance of neighborhood streets, no littering signs, speed limit 35 mph, community center should be a Moore County issue not a Pinehurst issue. Why not have YMCA for moor county. We need street lights and sidewalks before some 4 million dollar community center
- Public access traffic cam at circle to decide best way to go
- Public transportation.
- Put more emphasis on cleaning up our area, as you do on the other side of the traffic circle. Dead trees and limbs have been untouched for over a year. No enforcement for residents to clean and maintain their yards. Allowing a resident to house a cat and dog rescue at her home, which was reported by me. I was told she can do that, but i would love to see you say that was alright if she lived within the actual village of Pinehurst. All i'm asking for is fairness across the board.
- Quit wasting tax dollars on consultants and lawyers, more govt involvement isn't better
- Quit worrying about sidewalks, street lights and bike paths
- Racquetball courts!
- Reduce size of historic district and reduce rules concerning home modification, repair and maintenance.
- Replace village council they are destroying Pinehurst.
- Retain Pinehurst charter instead of focusing on growth and allowing high density housing spoil this.

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- Route 2 is dangerous, middle land is not large enough to wait on inbound traffic to turn other direction, midland golf club
- Safety issue for burning tree/lake forest -- we need some form of sidewalk/path in this area. A lot of people walk/run/bike and they are very hard to see when dark. I would like a path akin to what is on linden rd.
- Sidewalks and bike lanes for our neighborhood. We see children and adults running, biking, walking on the street. We moved here because we thought it would be a nice place to raise our young family. The lack of sidewalks, lack of enforcement of the speed limit in our neighborhood, and the drainage issues (which ensure that people literally walk in the busy street) make it clear that young families are not very welcome here. We would like the chance to revisit the issues of sidewalks in our neighborhood.
- Sidewalks and lighting in village acres.
- So far, so good.
- Some of your questions do not relate to Pinewild residents. Speeding is a major issue on 211.
- Spend less time and energy on Baldrige style metrics and start plans and stick to the knitting of daily business.
- Stop building. Repair existing roads.
- Stop standing in the way of progress. Old town people get out of your shell, it's 2017!
- Stop the building
- Stop trying to turn Pinehurst into anytown USA, preserve the peaceful serene atmosphere built over the last century. Restrict new development that is not in keeping with Pinehurst best interest, walker station, apartments, shopping centers
- Stop wasting money on unnecessary sidewalks, stop signs, and street lighting. Keep the neighborhoods rustic. Stop this insane building of new houses anywhere you can. Spend money to fix the traffic problem at the traffic circle.
- Stop worrying about keeping everyone happy and just what needs to be done, this town is stuck in the 19th century and it needs to wake up
- Storm sewers on Deerwood, overflow. Sidewalks.
- Street lights and sidewalks on burning tree rd.
- Street lights. Green space in front of my house.
- Take more active role in developing and promoting businesses in the village center area. There is much the village could do to facilitate growth. The number and quality of business enterprises are what attracts people downtown. And it seems that the village govt has adopted a hands off approach
- Thank you for the sidewalks in village acres. We use them everyday!
- The lake Pinehurst area could benefit from sidewalk space even in green pathway form or enforcement of speed limit, it is dangerous to walk because there is not room to walk and people go entirely too fast
- The new apartments are disgrace the village should have prevented these, it's disheartening to think that our leaders engaged in something fishy to allow that development
- The village council needs to listen to residents more carefully and recognize to creating a future Pinehurst should not sacrifice the beauty of our historic heritage

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- The village is a great place to live and we ask for little support.
- The water should always remain a priority no complaints
- They do a good job!
- This questionnaire too extensive, apartments in village was a huge mistake, communications very poor, backgrounds of members tends to favor developers and real estate people
- This was a complex questionnaire. I wonder if you will get sufficient response to make it useful research.
- Too much house building
- Tornado warning signal or siren
- Transparency in village decision
- Trees need trimming
- Try and get high speed internet competitors to provide service in the area and break the spectrum monopoly. Look at the model provided by farmers telecommunications (ftc) and their gigabit fiber services.
- Unfortunately, with the influx of people, crowded roads and building that has transpired in such a short amount of time, we can no longer call this beautiful place the village of Pinehurst.
- Village acres needs street lamps badly! It's very dark once the sun goes down and we've had several incidences with theft lately.
- Village does a very good job for Pinehurst.
- Village mayor and council be more transparent, not push through apartments most residents feel do not fit in our community. Utilize Jeff Batton in more roles, he is highly competent, a pleasure with whom to work and highly effective. I wish public service employees had a best practices mentality. Our woodlands streets need more resurfacing especially Raleigh Drive. The se corner of Monticello/Morganton road, needs radius surfacing to prevent many stones buildup on Monticello. Buses/trucks and trailers cannot stay on the pavement resulting in debris and stones accumulating in front of our new sign.
- Village needs to be cleaned up, junk in people's yards, lawnmower mess, some homes are not taken care of. People who rent homes here should be held accountable of these renters do not keep place up, old motor scooter been sitting here for years one with pine door and aqua shutter
- Village shops need to sell things residents need for daily living, should have a place to buy take-home dinners for example. Also, need to upgrade several areas of the greenway, love having it, but it washes out a lot.
- Vop needs additional recreation for all ages, pools, and swimming boating at lake not just for resort guest
- Water fountains at Rasie Wicker get turned off and I run in eve/night. Librarians are grumpy.
- We are both retired navy and moved here November, 2016 and love it here. Just wish some homes cut their grass and got rid of their weeds. The village itself is wonderful.
- We are very concerned regarding the quality of the public schools in Pinehurst. We expect so much more considering the average level of income and home prices in Pinehurst - very disappointed!
- We come to the farmers mkt on sat mornings, find functions in village for the young and very hard to park, used to visit a lot 110 years ago go to club for diner
- We like it here but only been here for a year. Like to see an athletic field with a 1/4 mile track. And more sidewalks.

Q34. Do you have any other suggestions for how the Village could serve you better? (cont.)

- We live on a circle, spring of 2017 1/2 of the circle was paved, the other year with needs paving badly was never done. The village council should be more responsive to the desires of all the citizens and not meet the desires of a few. The council wants to put light and sidewalks down lake forest despite the fact that more people that live along that road did not want it
- We need more shops in the village to attract people and give local people something to do besides go to s.p. more eating places also.
- We need street lights and sidewalks in Village Acres. Kids can't walk or ride bikes without having to worry about cars hitting them. The speed limit needs to be enforced more. Vehicles fly by up and down the roads in Village Acres, especially constructions trucks and equipment vehicles!!
- We would like a new movie theater in Pinehurst.
- Who takes care of easements around sewers, home built in back of us. Easement never leveled for fixed. We cut easement on our property also lake should be available to people who live at least 3 blocks away
- With more young families living here and being a big part of the economic growth of Pinehurst, more focus should be put on indoor facilities for kids, sidewalks, street lights and more entertainment for young families.
- Work with state highway people to route through traffic away from the traffic circle.
- Would it be possible to built the recreation center with private money?
- Would like to see the downtown Village more vibrant with retail shops, restaurants, etc. Similar to Southern Pines.
- Would love to have tai chi classes on weekends or at night same for yoga.
- Yes please work more closely within your volunteer communities so that we all may feel a part.
- Yes, build the new Community Center and easily incorporate two pickleball courts into one basketball court. Please be aware that pickleball is the fastest growing sport in our country.
- You do an outstanding job!
- You post speed limit signs most are not enforced, be more aware of tailgaters, phone use, no head lights when raining

Section 6

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY _____

July 2017

Dear Village of Pinehurst Resident,

The Village of Pinehurst is requesting your help. You have been chosen to participate in a survey designed to gather resident opinions and feedback regarding Village services and programs. The information requested in this survey will be used to help improve our services and determine the future needs of Pinehurst's citizens.

We greatly appreciate your participation. Please take a few minutes to complete and return the survey. We estimate it should take approximately 15-20 minutes to answer all the questions, and your individual responses to the questions will remain confidential. The sticker on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

Please return your completed survey in the next few days using the postage-paid envelope provided.

You may also take the survey online by visiting www.2017PinehurstCommunitySurvey.com.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the Pinehurst Village Council at a public meeting in September.

If you have any questions about the survey, please contact me at 295-1900, ext. 1101.

Thank you for helping guide the direction of our community by completing and returning the enclosed survey.

Sincerely,

Jeffrey M. Sanborn
Village Manager

ADMINISTRATION

395 Magnolia Road • Pinehurst, NC 28374 • Telephone (910) 295-1900 • Fax (910) 295-4434 • www.vopnc.org



2017 Village of Pinehurst Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Jeff Sanborn, Village Manager at (910) 295-1900, ext. 1101 or at jsanborn@vopnc.org.

- 1. Overall Satisfaction with Village Services. Please rate your level of satisfaction with each of the following major categories of services provided by the Village of Pinehurst using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Parks and recreation programs	5	4	3	2	1	9
04.	Parks and recreation facilities	5	4	3	2	1	9
05.	Solid waste services	5	4	3	2	1	9
06.	Street and right-of-way maintenance	5	4	3	2	1	9
07.	Enforcement of Village codes & ordinances	5	4	3	2	1	9
08.	Customer service provided by Village employees	5	4	3	2	1	9
09.	Village communication with residents	5	4	3	2	1	9
10.	Village efforts at maintaining the quality of your neighborhoods	5	4	3	2	1	9
11.	Promotion of natural resource conservation	5	4	3	2	1	9
12.	Level of public involvement in local decisions	5	4	3	2	1	9

- 2. From the list of items in Question 1, which THREE of the major categories of Village services do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 1.]**

1st: ____ 2nd: ____ 3rd: ____

- 3. Reasons to Live in Pinehurst. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live. Then, please indicate if your needs are being met in Pinehurst.**

		Very Important	Somewhat Important	Not sure	Unimportant	Are your needs being met in Pinehurst?	
01.	Sense of community	4	3	2	1	Yes	No
02.	Quality of public education	4	3	2	1	Yes	No
03.	Types of housing	4	3	2	1	Yes	No
04.	Quality of housing	4	3	2	1	Yes	No
05.	Access to quality shopping	4	3	2	1	Yes	No
06.	Availability of cultural arts opportunities	4	3	2	1	Yes	No
07.	Availability of golfing opportunities	4	3	2	1	Yes	No
08.	Availability of other recreational opportunities	4	3	2	1	Yes	No
09.	Proximity to family or friends	4	3	2	1	Yes	No
10.	Proximity to work	4	3	2	1	Yes	No
11.	Safety and security	4	3	2	1	Yes	No
12.	Quality health care	4	3	2	1	Yes	No
13.	Opportunities and/or resources for senior citizens	4	3	2	1	Yes	No
14.	Opportunities and/or resources for children under 18	4	3	2	1	Yes	No
15.	Low property tax rate	4	3	2	1	Yes	No

4. **Perception of Pinehurst.** Several items that may influence your perception of Pinehurst as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

		Excellent	Good	Neutral	Below Average	Poor	No Opinion
1.	Overall image of the Village	5	4	3	2	1	9
2.	Overall quality of life in the Village	5	4	3	2	1	9
3.	Overall feeling of safety in the Village	5	4	3	2	1	9
4.	Quality of new development in the Village	5	4	3	2	1	9
5.	As a place to live	5	4	3	2	1	9
6.	As a place to raise children	5	4	3	2	1	9
7.	As a place to retire	5	4	3	2	1	9
8.	Overall appearance of the Village	5	4	3	2	1	9
9.	Availability of affordable housing	5	4	3	2	1	9

5. **Perceptions of Safety and Security.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	No Opinion
1. Walking alone in your neighborhood during the day	5	4	3	2	1	9
2. Walking alone in your neighborhood after dark	5	4	3	2	1	9
3. In Village parks and recreation facilities	5	4	3	2	1	9
4. In business areas of the Village during the day	5	4	3	2	1	9
5. In business areas of the Village after dark	5	4	3	2	1	9

6. **Public Safety Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1. Village efforts to prevent crimes	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
5. Fire prevention and education programs provided by the Village	5	4	3	2	1	9
6. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

7. **Which TWO of the public safety services listed in Question 6 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?** [Write-in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____

8. **Which of the following Parks and Recreation programs and facilities have you used in the Village of Pinehurst during the past year?** [Check all that apply.]

- | | |
|--|--|
| ____(1) Greenway trails | ____(5) Rassic Wicker Park |
| ____(2) Village sponsored cultural/arts events | ____(6) Camelot Playground |
| ____(3) Cannon Park | ____(7) Splash Pad at Wicker Park |
| ____(4) Arboretum/Timmel Pavilion | ____(8) West Pinehurst Park (e.g. disc golf) |

9. Cultural and Recreation Services. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Number of Village parks	5	4	3	2	1	9
02.	Quality of Village parks	5	4	3	2	1	9
03.	Quality of recreation indoor facilities	5	4	3	2	1	9
04.	Availability of recreation indoor facilities	5	4	3	2	1	9
05.	Availability of Walking/Greenway trails	5	4	3	2	1	9
06.	Condition of Walking/Greenway trails	5	4	3	2	1	9
07.	Quality of outdoor athletic fields and facilities	5	4	3	2	1	9
08.	Availability of outdoor athletic fields and facilities	5	4	3	2	1	9
09.	Availability of information about recreation programs	5	4	3	2	1	9
10.	Quality of youth recreation programs	5	4	3	2	1	9
11.	Quality of adult recreation programs	5	4	3	2	1	9
12.	Range of amenities at parks and recreation facilities	5	4	3	2	1	9
13.	Village sponsored cultural arts events	5	4	3	2	1	9
14.	Variety of cultural arts events and programs in Southern Moore County	5	4	3	2	1	9

10. Which THREE of the Cultural and Recreation Services items listed in Question 9 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____

11. Do you shop regularly in the Village Center (downtown)? ____ (1) Yes [Skip to Q12.] ____ (2) No

11a. Please check each of the following reasons that prevent you from shopping regularly in the Village Center (downtown). [Check all that apply.]

- ____ (1) Stores hours of operation
- ____ (2) Variety of merchandise offered for sale
- ____ (3) Merchandise is more targeted to tourists than local shoppers
- ____ (4) Parking availability
- ____ (5) Other: _____

12. Public Library Services. The Village of Pinehurst helps provide public library services through a cooperative agreement with the Given Memorial Library—a private, non-profit organization—providing only 22% of the operational costs of the library.

With that in mind, please indicate whether you or other members of your household have used the Given Memorial Library's services by circling either "Yes" or "No." Then, for each of the services you have used, please rate your satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Service	Have you used this service?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
	Yes	No						
1. Given Memorial Library services	Yes	No	5	4	3	2	1	9
2. Library programs	Yes	No	5	4	3	2	1	9

13. **Code Enforcement.** Please rate your satisfaction with each of the following Village efforts to enforce regulations using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing mowing/cutting of weeds/grass on private property	5	4	3	2	1	9
3.	Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	5	4	3	2	1	9
4.	Enforcing sign regulations	5	4	3	2	1	9
5.	Enforcing solid waste cart regulations	5	4	3	2	1	9

14. **How would you describe the amount of effort the Village applies to enforce its codes and ordinances?**

___(1) About right ___(2) Too much ___(3) Too little

15. **Solid Waste Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Residential trash collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Yard waste collection services	5	4	3	2	1	9

16. **Public Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
01.	Maintenance of main Village street thoroughfares	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
04.	Maintenance/preservation of downtown	5	4	3	2	1	9
05.	Quality of landscaping in medians and other public areas	5	4	3	2	1	9
06.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
07.	Adequacy of street lighting	5	4	3	2	1	9
08.	Availability of sidewalks and other pedestrian facilities	5	4	3	2	1	9
09.	Condition of existing sidewalks	5	4	3	2	1	9
10.	Quality of the stormwater runoff / management system	5	4	3	2	1	9
11.	Winter weather response on Village streets (snow/ice)	5	4	3	2	1	9
12.	Ease of travel on primary highways through the Village	5	4	3	2	1	9

17. **Which THREE of the Public Services items listed in Question 16 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 16.]**

1st: ___ 2nd: ___ 3rd: ___

18. Please indicate whether you or other members of your household have used the Village services and facilities by circling either "Yes" or "No." If "Yes," please rate your satisfaction with that item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Service or Facility	Have you used this service or facility?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
	Yes	No						
1. Fire services	Yes	No	5	4	3	2	1	9
2. Police services	Yes	No	5	4	3	2	1	9
3. Village Hall reception desk	Yes	No	5	4	3	2	1	9
4. The MYVOP service request system	Yes	No	5	4	3	2	1	9
5. Code enforcement	Yes	No	5	4	3	2	1	9
6. Recreation program registration	Yes	No	5	4	3	2	1	9
7. Planning and Inspections services	Yes	No	5	4	3	2	1	9

19. **Public Communication and Outreach.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Service or Facility	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
2.	Village efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Opportunities to participate in local government (advisory boards, volunteering)	5	4	3	2	1	9
4.	Village social media	5	4	3	2	1	9
5.	Village website (www.vopnc.org)	5	4	3	2	1	9
6.	Village Newsletter	5	4	3	2	1	9
7.	Monthly Village e-News updates	5	4	3	2	1	9
8.	Open Village Hall community forum	5	4	3	2	1	9
9.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

20. Which of the following do you use to get information about the Village of Pinehurst? [Check all that apply.]

- (1) Village employees
- (2) Village Newsletter
- (3) Village website (www.vopnc.org)
- (4) Monthly Village e-News
- (5) Village mobile app (MYVOP)
- (6) Village social media (Facebook, Twitter, etc.)
- (7) The Pilot newspaper

21. Please indicate how often you read the Village Newsletter, which is mailed to all residents.

- (1) All the time
- (2) Sometimes
- (3) Seldom
- (4) Never
- (9) Don't know

22. **Customer Service.** Have you contacted the Village during the past year?

- (1) Yes
- (2) No [Skip to Q23.]

22a. Using a 5-point scale, where 5 means "Always" and 1 means "Never," please indicate your experience with Village employees (not elected officials) on the following behaviors.

Customer Service Characteristics:	Always	Usually	Sometimes	Seldom	Never	No Opinion
1. Village staff was responsive to my needs	5	4	3	2	1	9
2. The Village staff was competent and professional	5	4	3	2	1	9
3. Village staff was courteous	5	4	3	2	1	9
4. My issue was resolved promptly	5	4	3	2	1	9

23. Capital Improvements. Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

- (01) Additional sidewalk construction in neighborhoods
- (02) Additional greenway trails (walking paths)
- (03) Bicycle lanes and paths
- (04) Additional street lighting in neighborhoods
- (05) Additional stormwater (drainage) improvements
- (06) Additional street resurfacing
- (07) Additional parks and open spaces
- (08) Additional athletic fields
- (09) New Community Center for recreation programs
- (10) Expansion of Village Center/ Redevelopment of Village Place

24. If you own a home in Pinehurst, 39% of your property tax bill goes to the Village of Pinehurst to fund the Village's operating budget. The balance of your bill goes to the County (61%).

Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?

- (5) Very satisfied
- (4) Satisfied
- (3) Neutral
- (2) Dissatisfied
- (1) Very Dissatisfied
- (9) Don't know

25. Village Leadership. Please rate your level of satisfaction with the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Overall quality of leadership provided by the Village's elected officials	5	4	3	2	1	9
2.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3.	Overall effectiveness of the Village Manager and appointed staff	5	4	3	2	1	9

26. Would you recommend Pinehurst to others as a place to live? (1) Yes (2) No

DEMOGRAPHICS

27. Approximately how many years have you lived in the Village of Pinehurst?

- (1) Less than 5 years
- (2) 5-10 years
- (3) 11-20 years
- (4) 20+ years

28. Do you have school-age children (grades K-12) living at home? (1) Yes (2) No [Skip to Q29.]

28a. What grade level are your school-age children? [Check all that apply.]

- (1) K - 5
- (2) 6 - 8
- (3) High School

29. Which of the following best describes your current employment status?

- (1) Employed outside the home
(What is the zip code where you work? _____)
- (2) Employed in the home/have a home-based business
- (3) Student
- (4) Retired
- (5) Not currently employed

30. Which of the following best describe your age?

- (1) Under 25 years
- (2) 25-34 years
- (3) 35-44 years
- (4) 45-54 years
- (5) 55-64 years
- (6) 65+ years

31. Which of the following best describes your race? [Check all that apply.]

- (1) Asian
- (2) White
- (3) American Indian/Alaskan Native
- (4) Native Hawaiian/Pacific Islander
- (5) Black/African American
- (6) Hispanic
- (7) Two or more races
- (8) Other: _____

32. Which of the following best describes where you live?

- | | |
|---|---|
| <input type="checkbox"/> (1) Pinehurst 6 | <input type="checkbox"/> (5) Lake Pinehurst/Burning Tree/St. Andrews |
| <input type="checkbox"/> (2) Pinehurst Trace/Pinedale/
MidlandCC/Taylorhurst | <input type="checkbox"/> (6) Pinewild |
| <input type="checkbox"/> (3) Pinehurst 7/Lawn & Tennis/CCNC | <input type="checkbox"/> (7) Old Town/Linden Road/Donald Ross/Clarendon Gardens |
| <input type="checkbox"/> (4) Morganton/Monticello | <input type="checkbox"/> (8) Village Acres |

33. What is your gender? (1) Male (2) Female

34. Do you have any other suggestions for how the Village could serve you better?

This concludes the survey – Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on your address sticker will ONLY be used to help identify the level of satisfaction with Village services in your area. If your address is not correct, please provide the correct information. Thank you.