

# *2013 City of High Point DirectionFinder Survey Findings*

Presented by  
*ETC Institute*

February 4, 2013

# Agenda

- Purpose
- Methodology
- Bottom Line Up Front
- Major Findings
- Summary
- Questions

# Purpose

- To objectively assess resident satisfaction with the delivery of City services (“resident” including silent majority)
- To measure trends over time
- To gather input from residents to help set priorities
- To compare High Point’s performance with other communities
- To have defensible data

# Methodology

## Survey Description

- The survey was 7 pages long
- Each survey took 15-20 minutes to complete

## Method of Administration

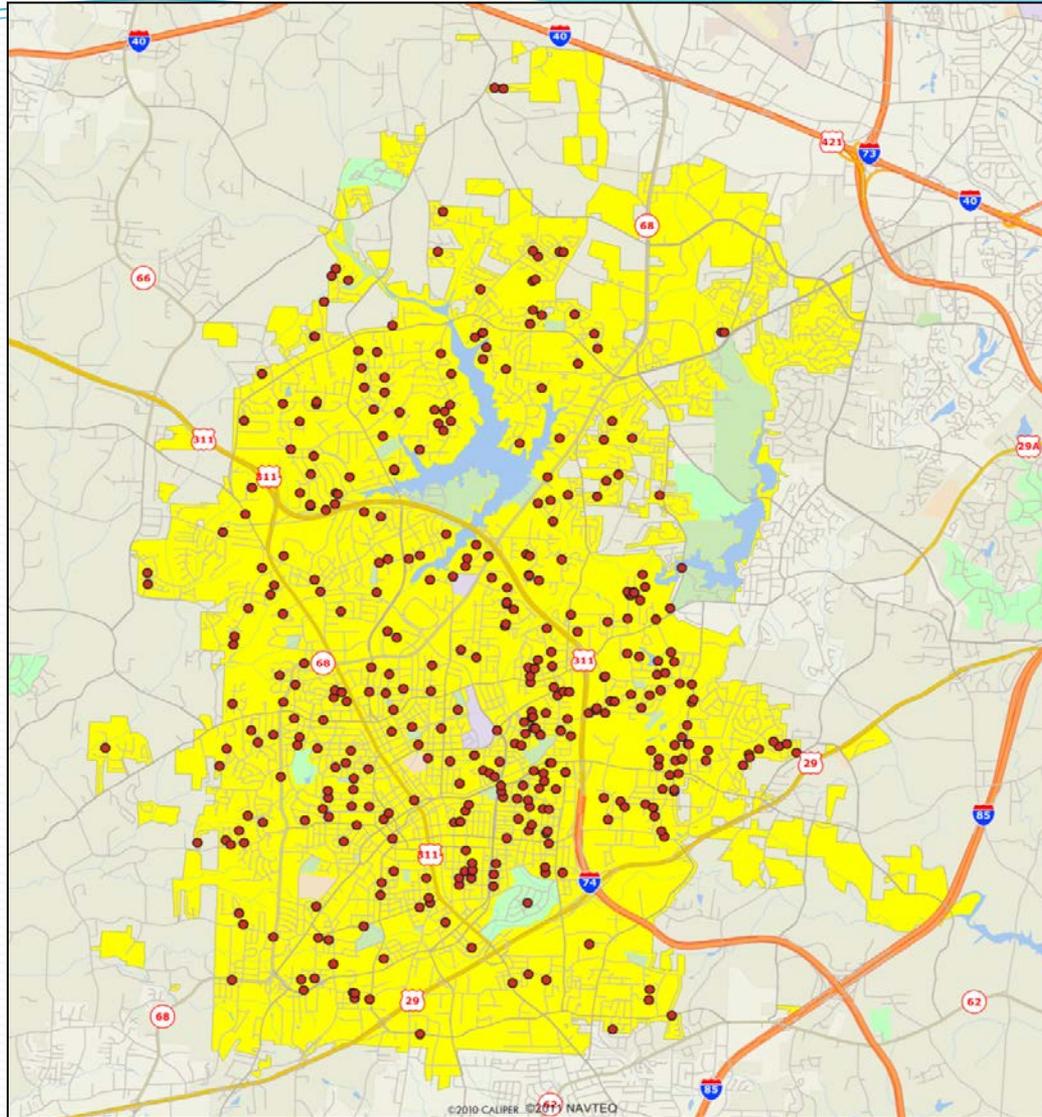
- mailed to a sample of 1,200 households in the City
- could be completed by mail and phone

A total of 401 residents completed the survey

Confidence level: 95%, Margin of error: +/- 5%

Home address was geocoded to allow GIS Mapping

# Location of Survey Respondents



## 2012 City of High Point Citizen Survey

# Bottom Line Up Front

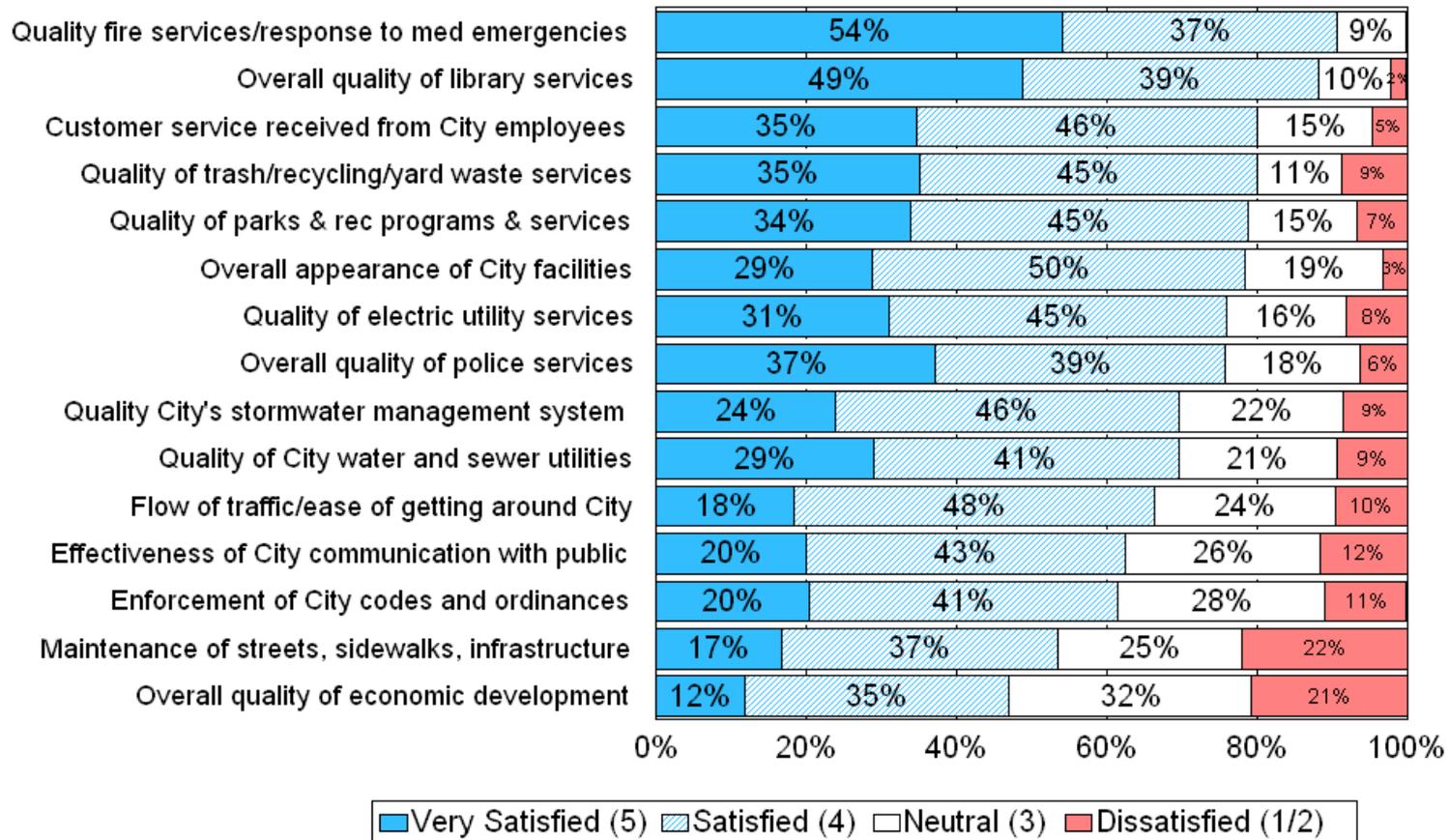
- ❑ High Point had “significant” increases in 35 categories of service.
- ❑ High Point rated higher than most national and regional benchmark comparisons.
- ❑ Emphasis for High Point over the next 2 years:
  - Removal of dilapidated housing
  - Maintenance of streets, sidewalks and infrastructure
  - Overall quality of economic development
  - Efforts to reduce neighborhood drugs and prostitution



# **OVERALL RESULTS**

# Q1. Overall Satisfaction With City Services by Major Category

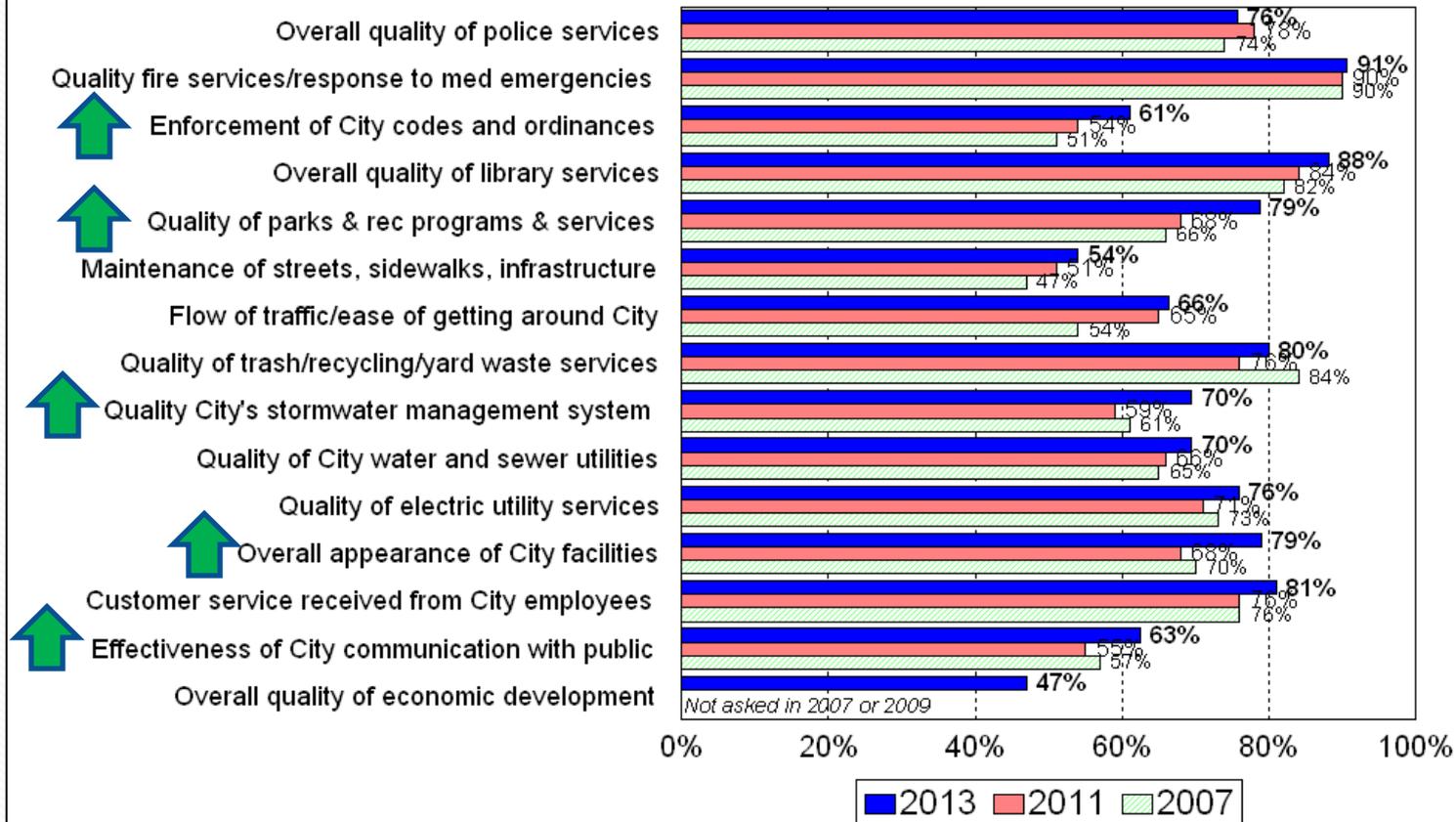
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

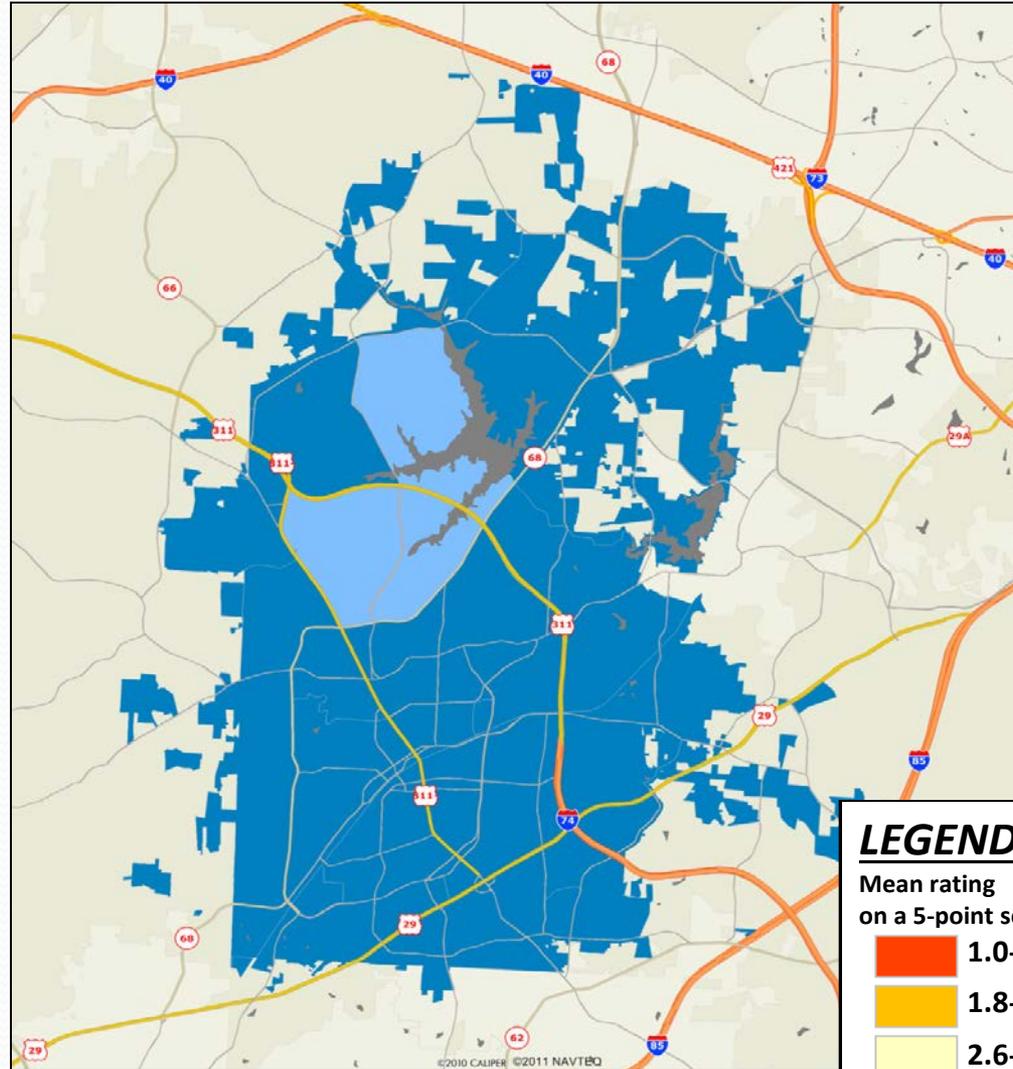
# Q1. Overall Satisfaction With City Services by Major Category - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q1b. Overall quality of fire services and fire dept. response to medical emergencies.



**LEGEND**

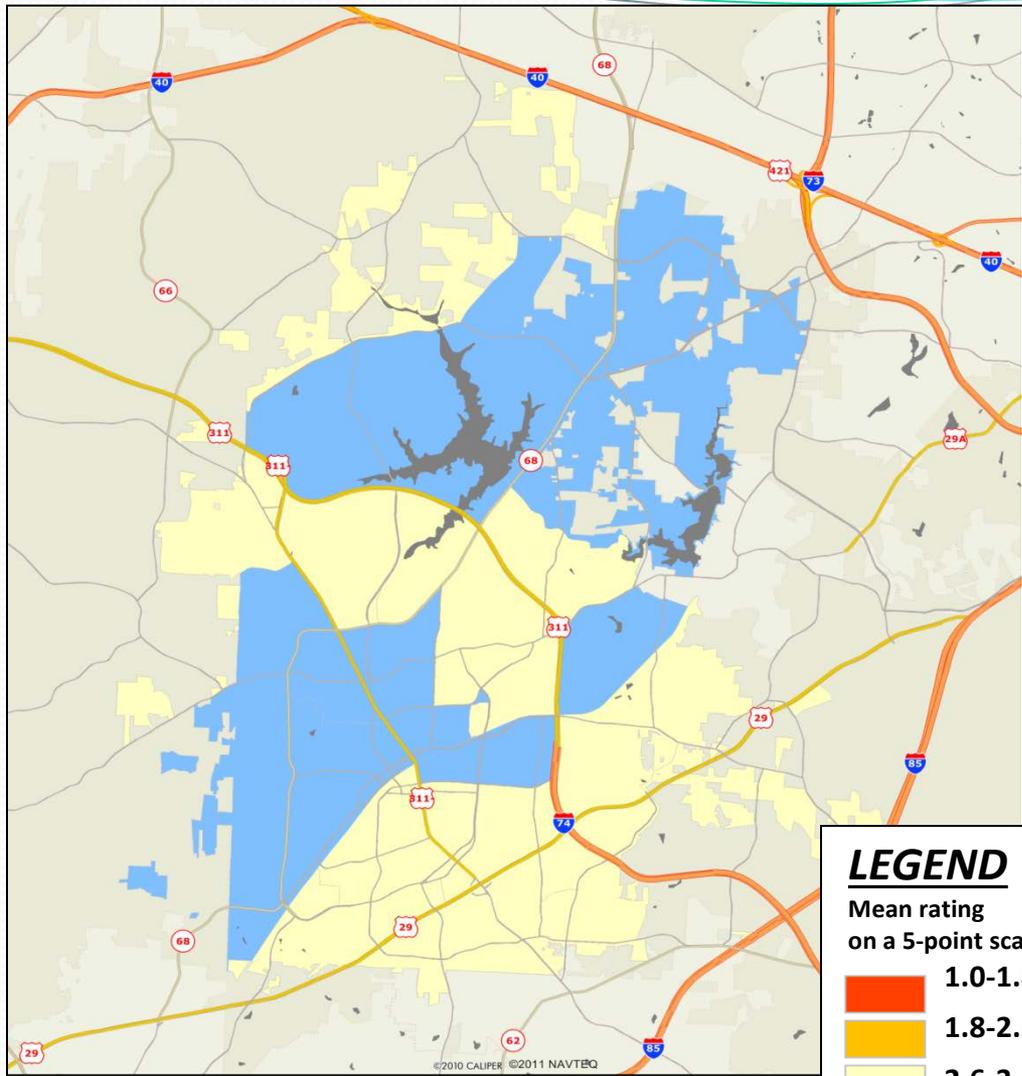
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q1f. Overall maintenance of City streets, sidewalks, and Infrastructure.



## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

### LEGEND

Mean rating

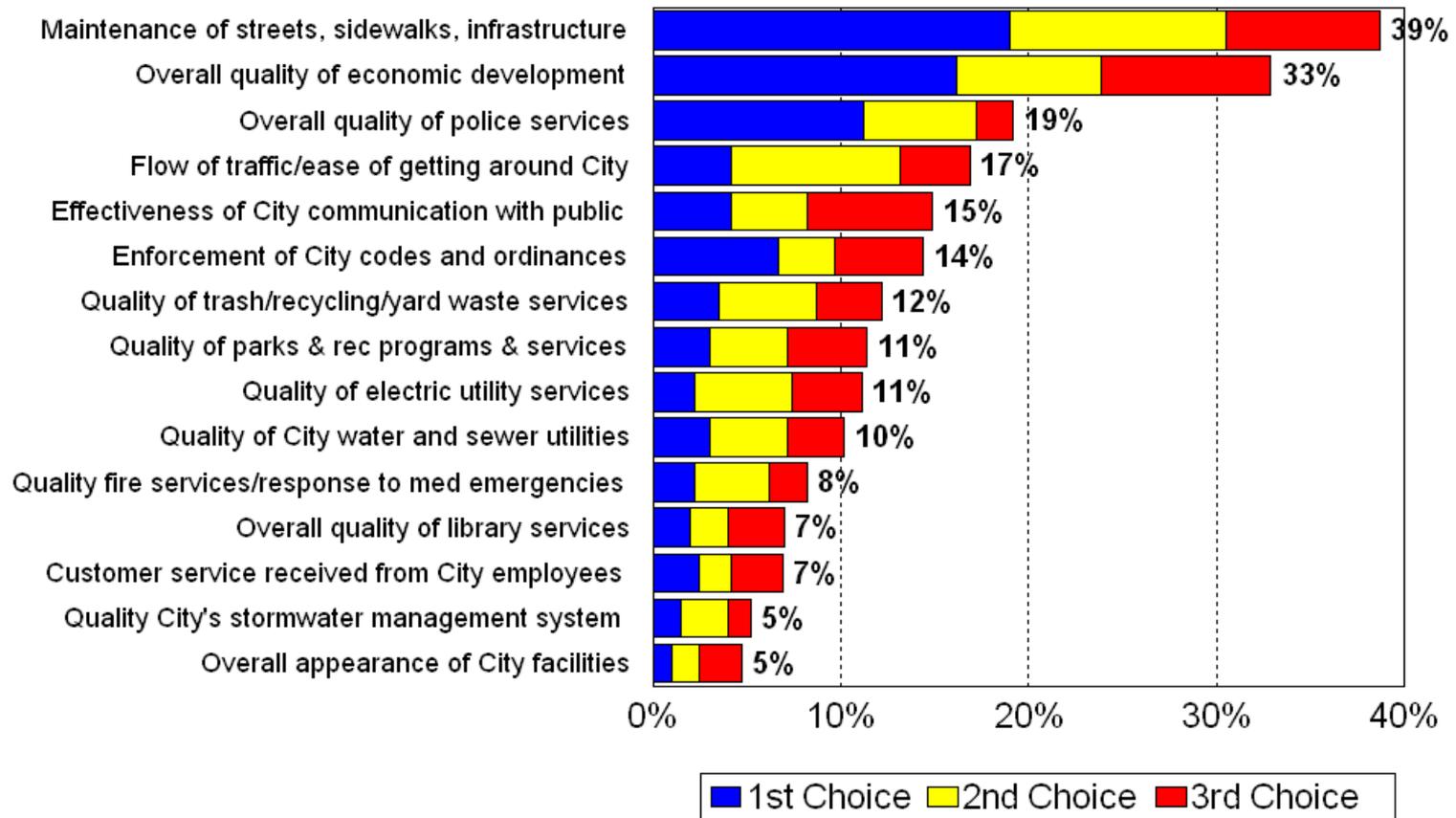
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



## Q2. City Issues 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 (2013 - High Point, NC)

# Importance-Satisfaction Rating

High Point, North Carolina

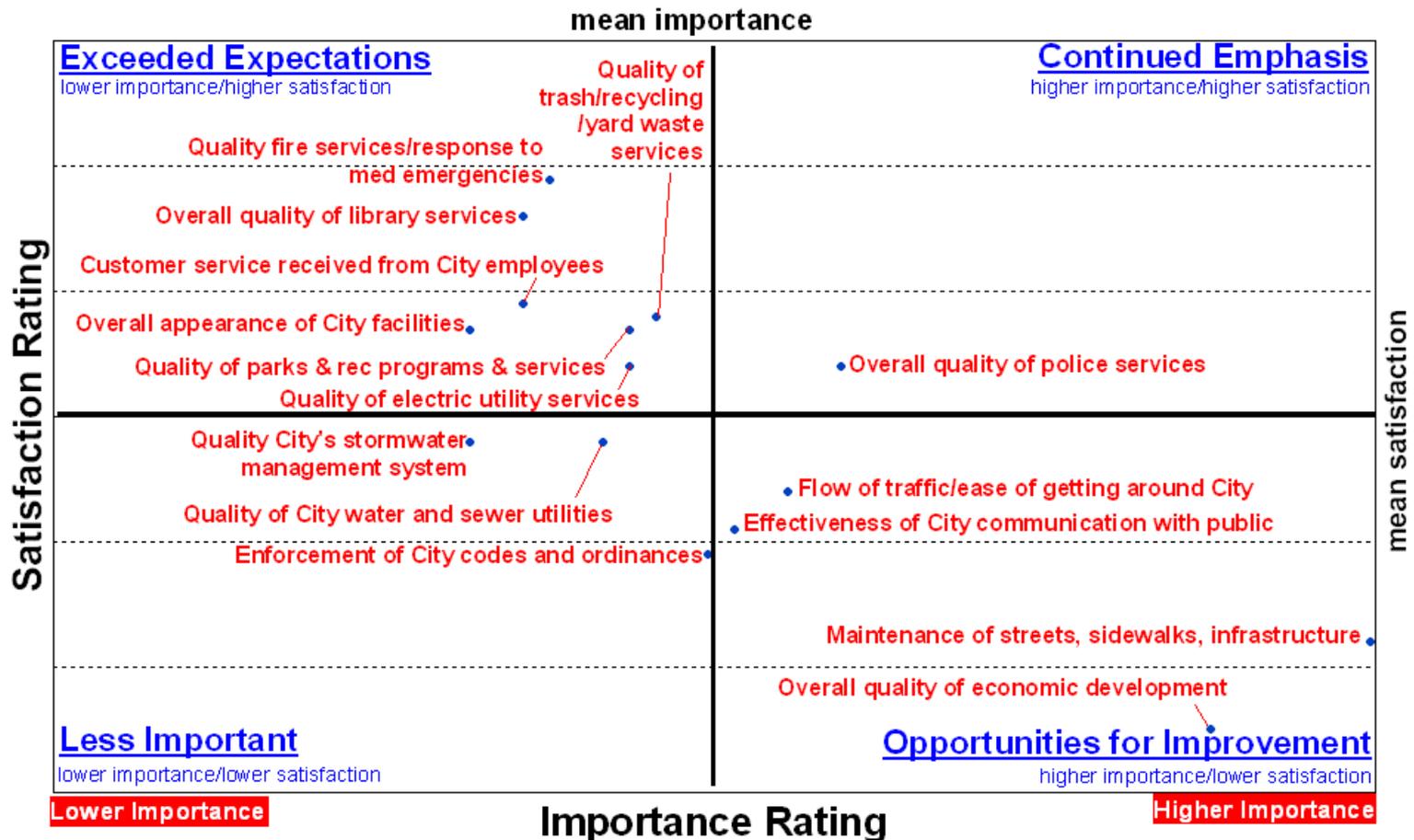
## OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Maintenance of streets, sidewalks, infrastructure	39%	1	54%	14	0.1794	1
Overall quality of economic development	33%	2	47%	15	0.1749	2
<b>Medium Priority (IS &lt;.10)</b>						
Flow of traffic/ease of getting around City	17%	4	66%	11	0.0578	3
Effectiveness of City communication with public	15%	5	63%	12	0.0555	4
Enforcement of City codes and ordinances	14%	6	61%	13	0.0546	5
Overall quality of police services	19%	3	76%	7	0.0456	6
Quality of City water and sewer utilities	10%	10	70%	9	0.0300	7
Quality of electric utility services	11%	8	76%	8	0.0264	8
Quality of trash/recycling/yard waste services	12%	7	80%	4	0.0240	9
Quality of parks & rec programs & services	11%	9	79%	5	0.0231	10
Quality City's stormwater management system	5%	15	70%	10	0.0150	11
Customer service received from City employees	7%	12	81%	3	0.0133	12
Overall appearance of City facilities	5%	14	79%	6	0.0105	13
Overall quality of library services	7%	13	88%	2	0.0084	14
Quality fire services/response to med emergencies	8%	11	91%	1	0.0072	15

# 2013 City of High Point DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

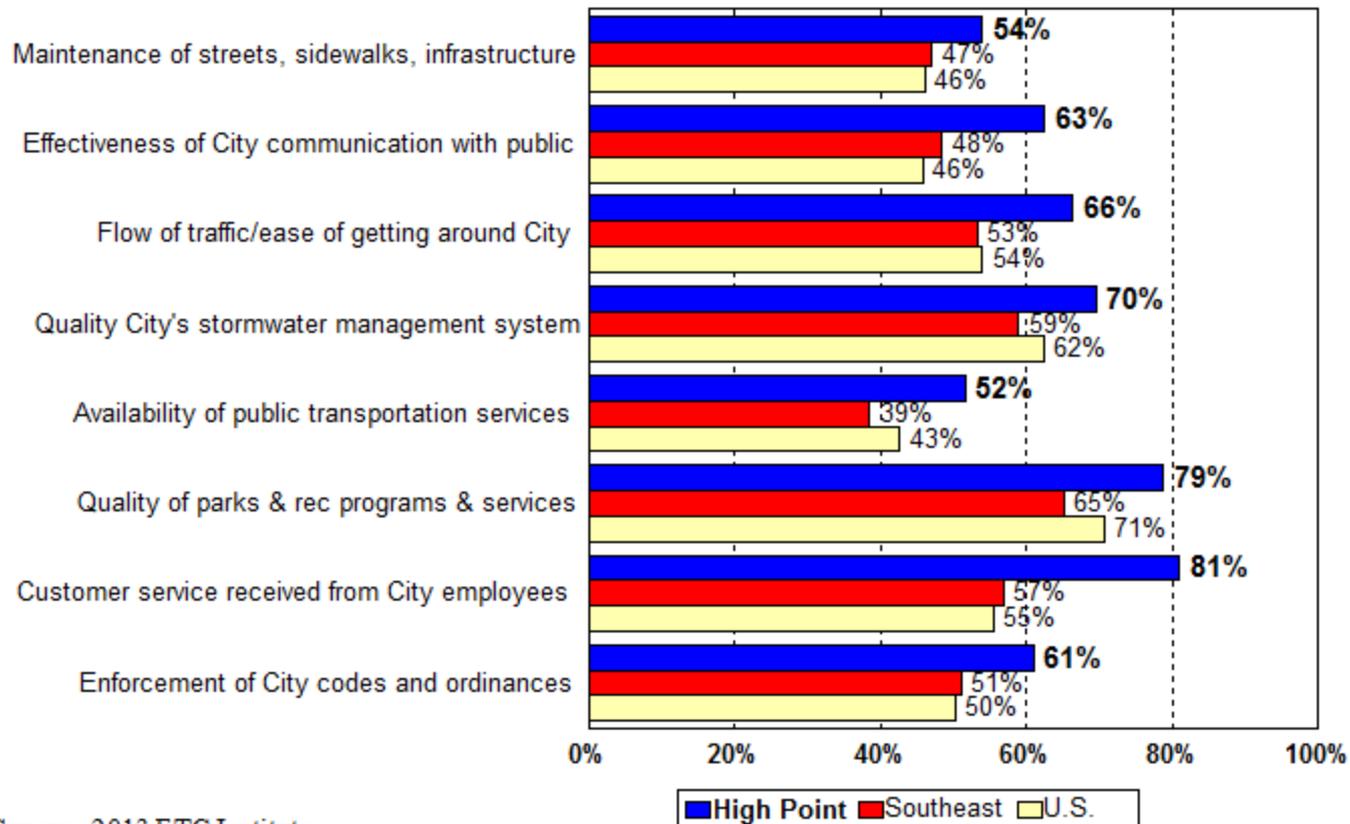
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Overall Satisfaction with Various City Services

## High Point vs. Southeast 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 don't knows)

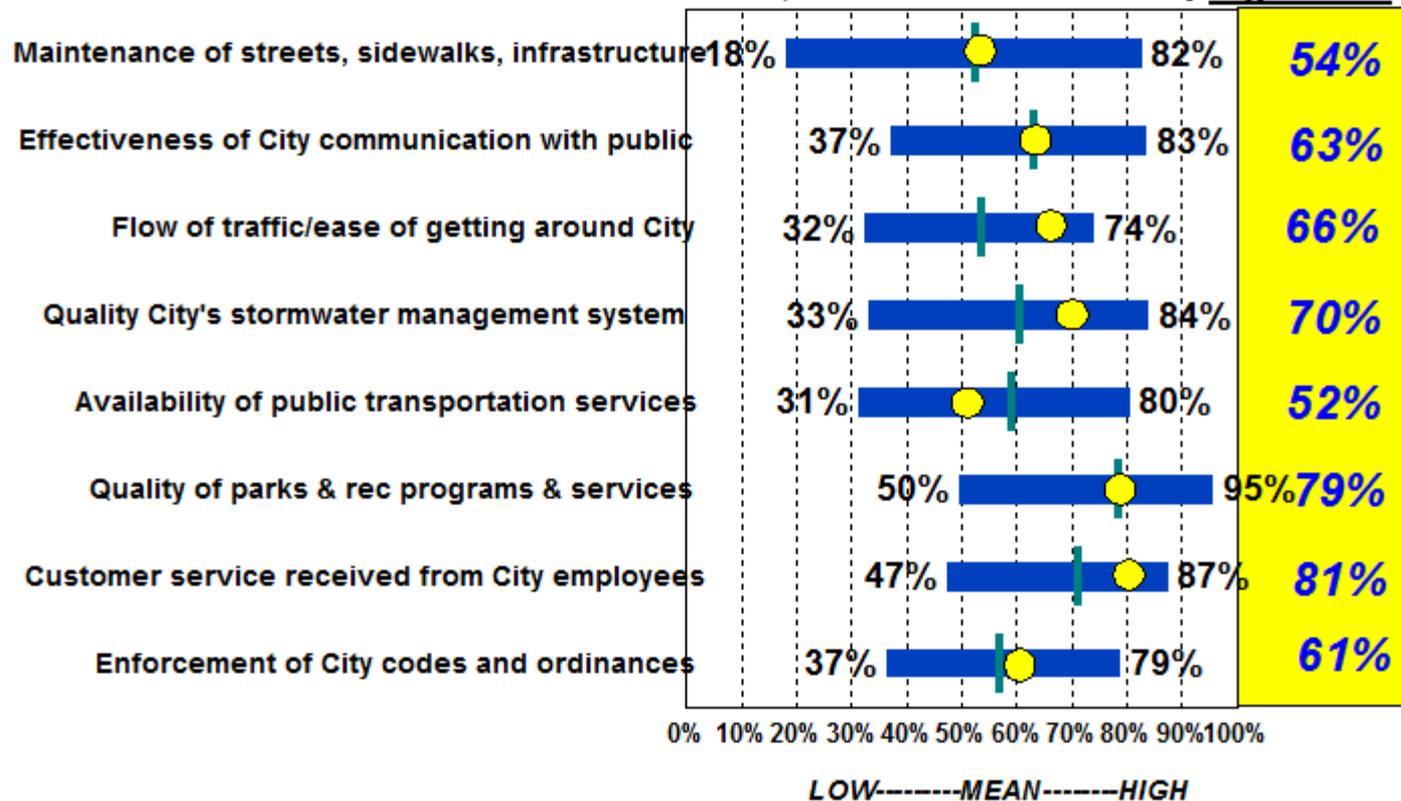


# Overall Satisfaction With Various City Services 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

● **High Point**



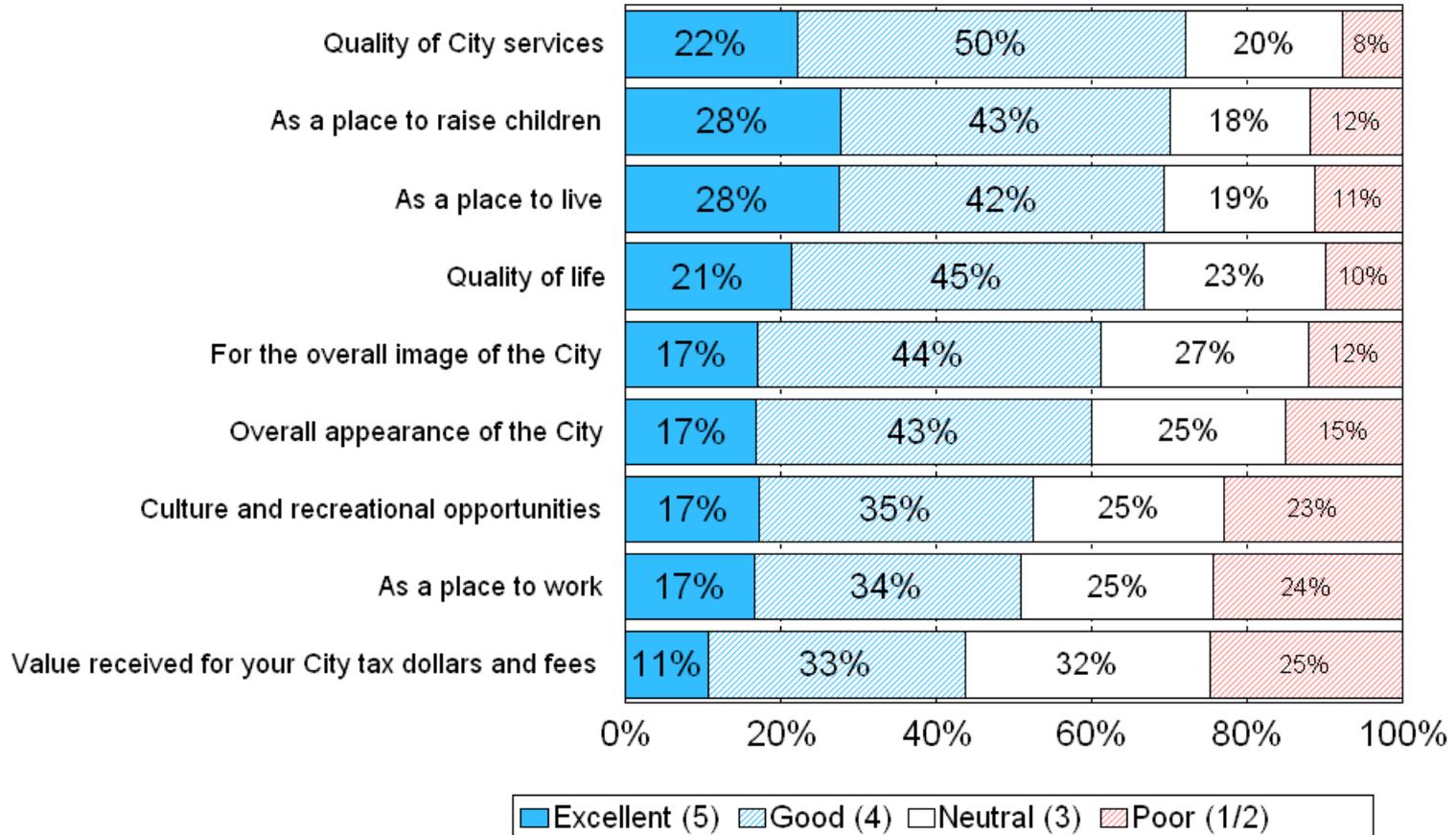
Source: 2013 ETC Institute



# **Perceptions of High Point**

### Q3. Overall Perceptions of High Point

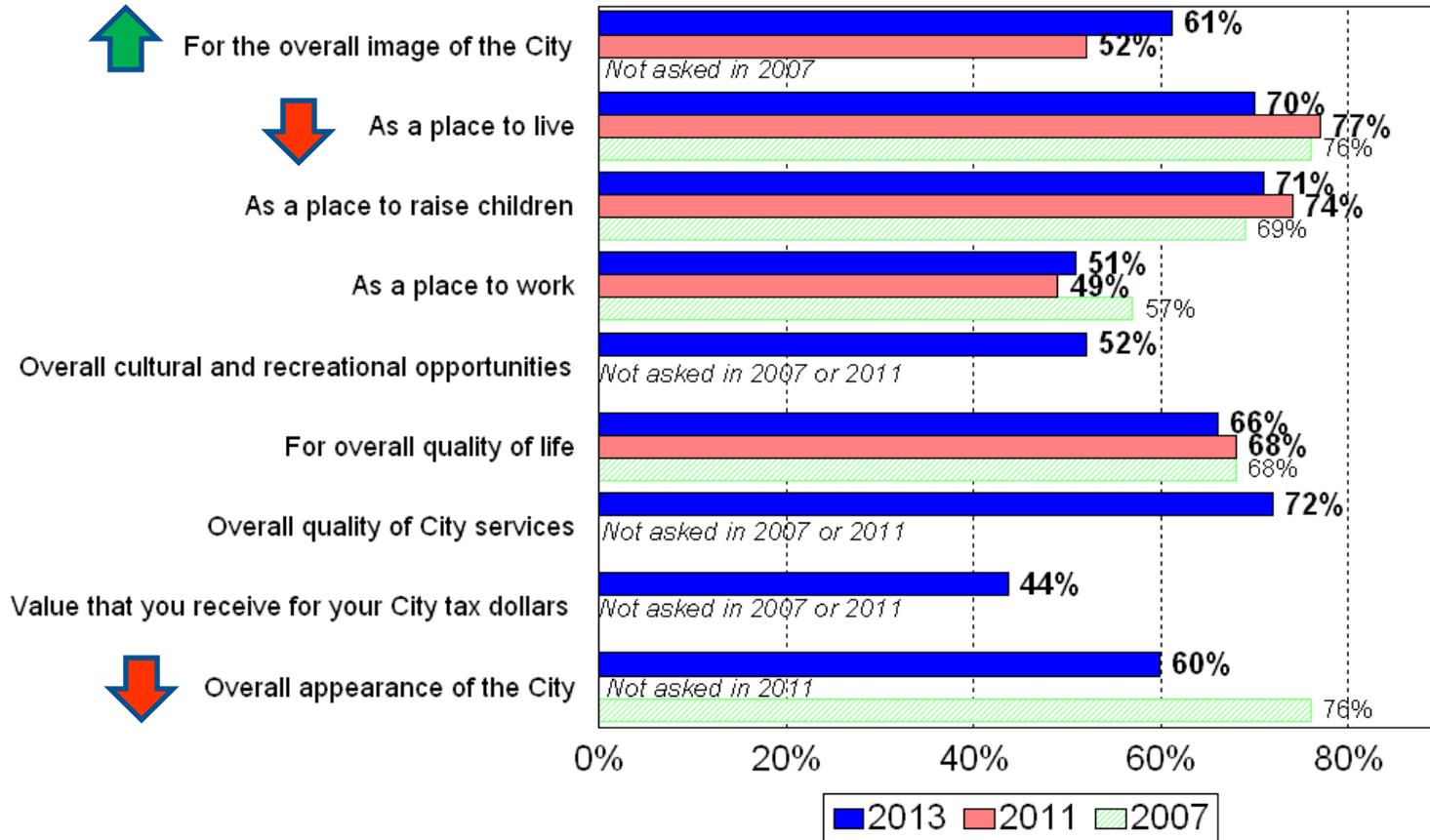
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

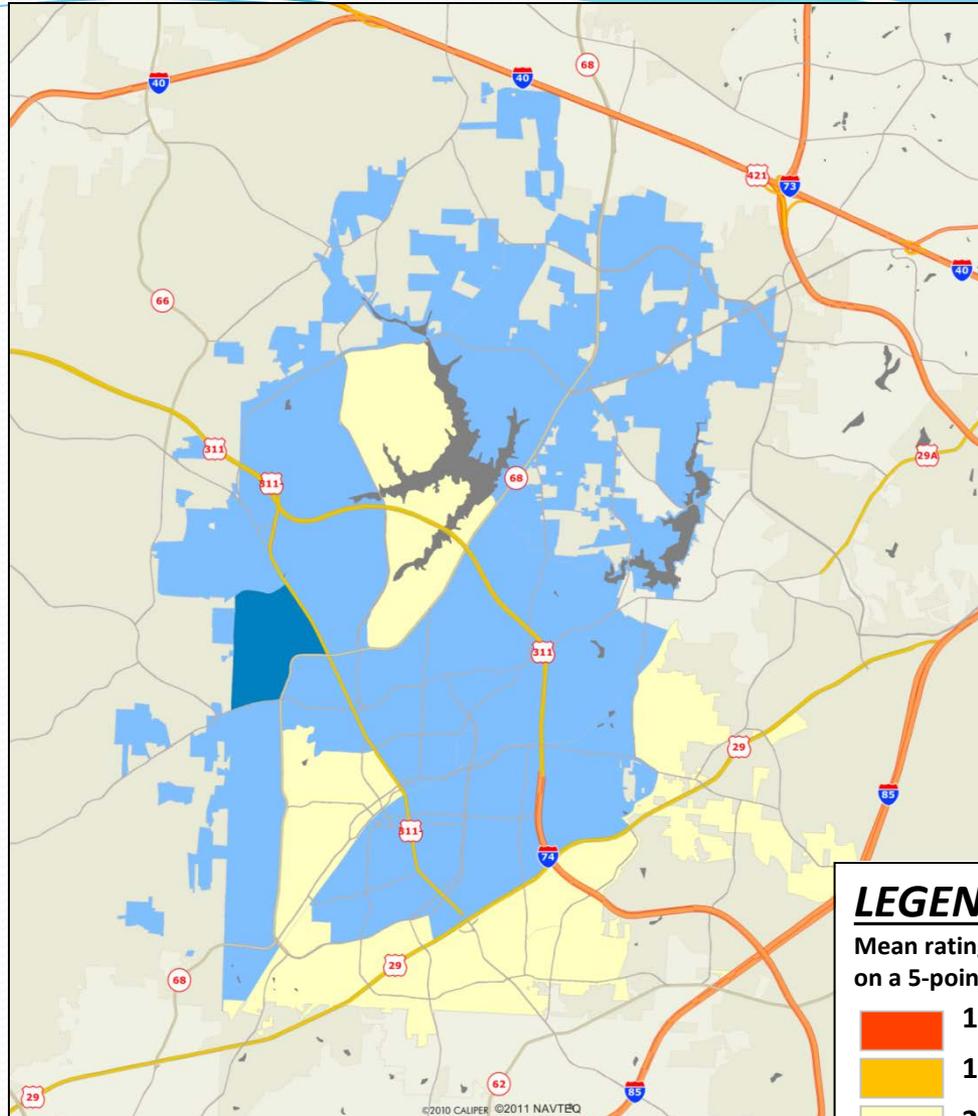
# Q3. Overall Perceptions of High Point - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q3a. Overall image of the City.



## **LEGEND**

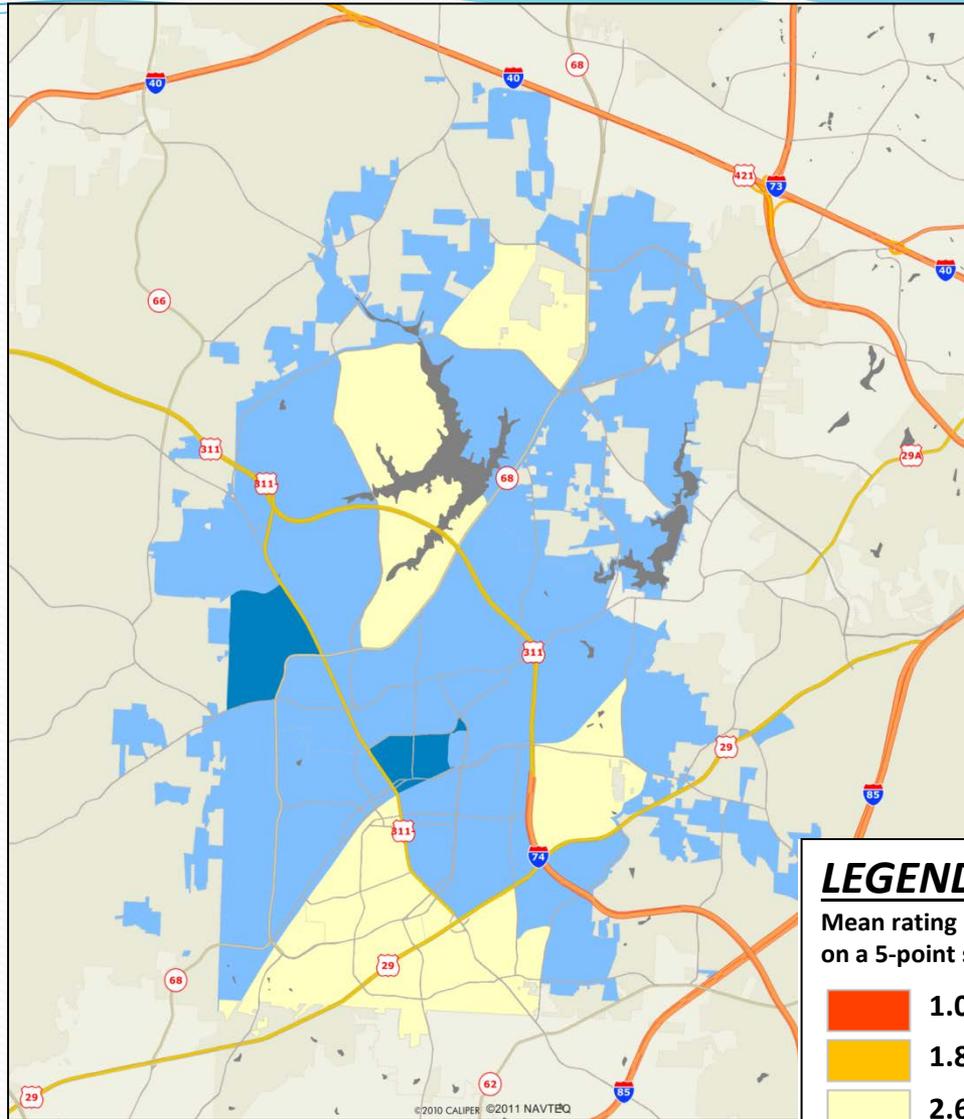
Mean rating  
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)

## **2012 City of High Point Citizen Survey**

Shading reflects the mean rating for all respondents  
by CBG (merged as needed)

# Q3i. Overall appearance of the City.



**LEGEND**

Mean rating on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below Average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)



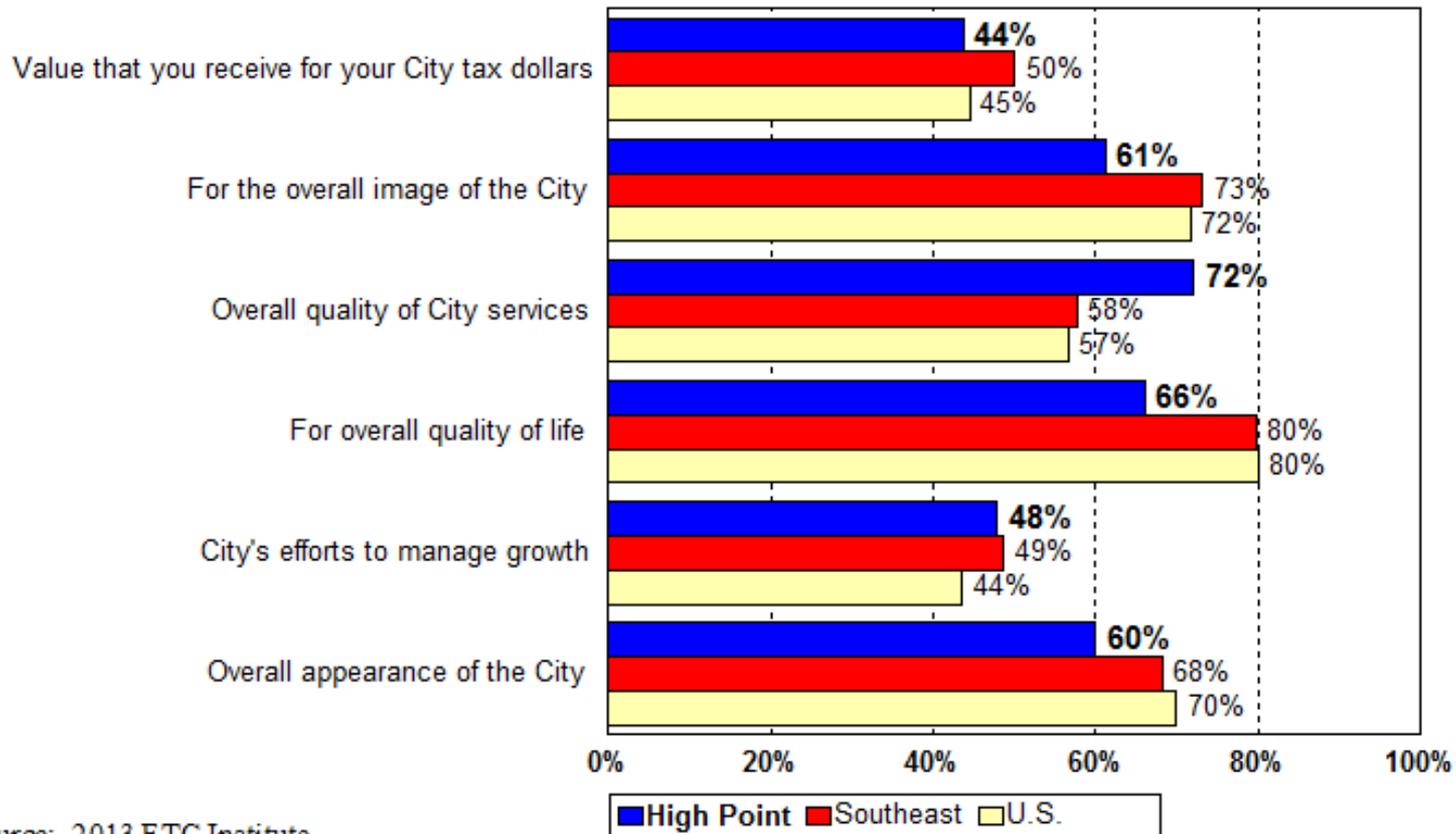
## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Satisfaction with Issues that Influence Perceptions of the City

## High Point vs. Southeast 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 don't knows)



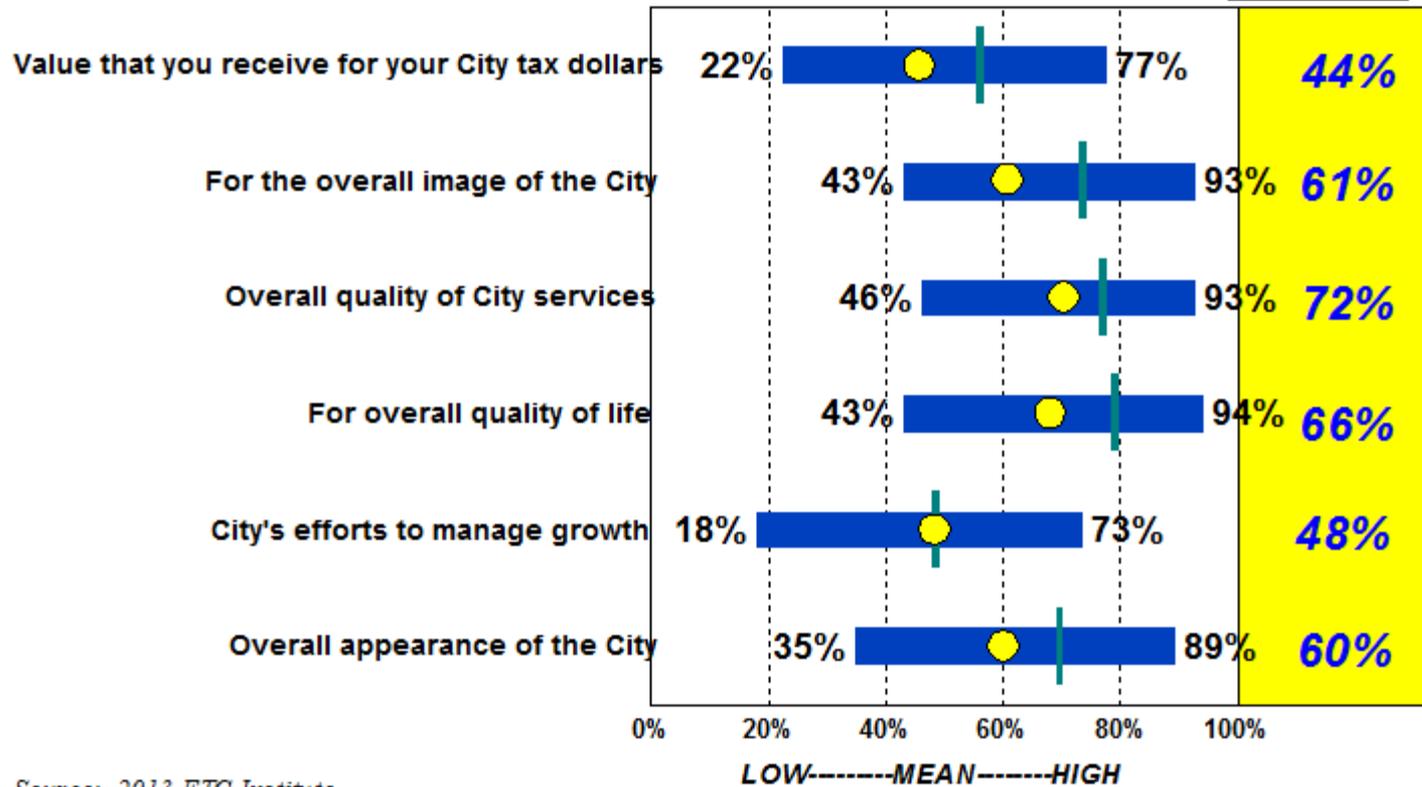
Source: 2013 ETC Institute

# Perceptions Residents Have of the City in Which They Live - 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

● **High Point**



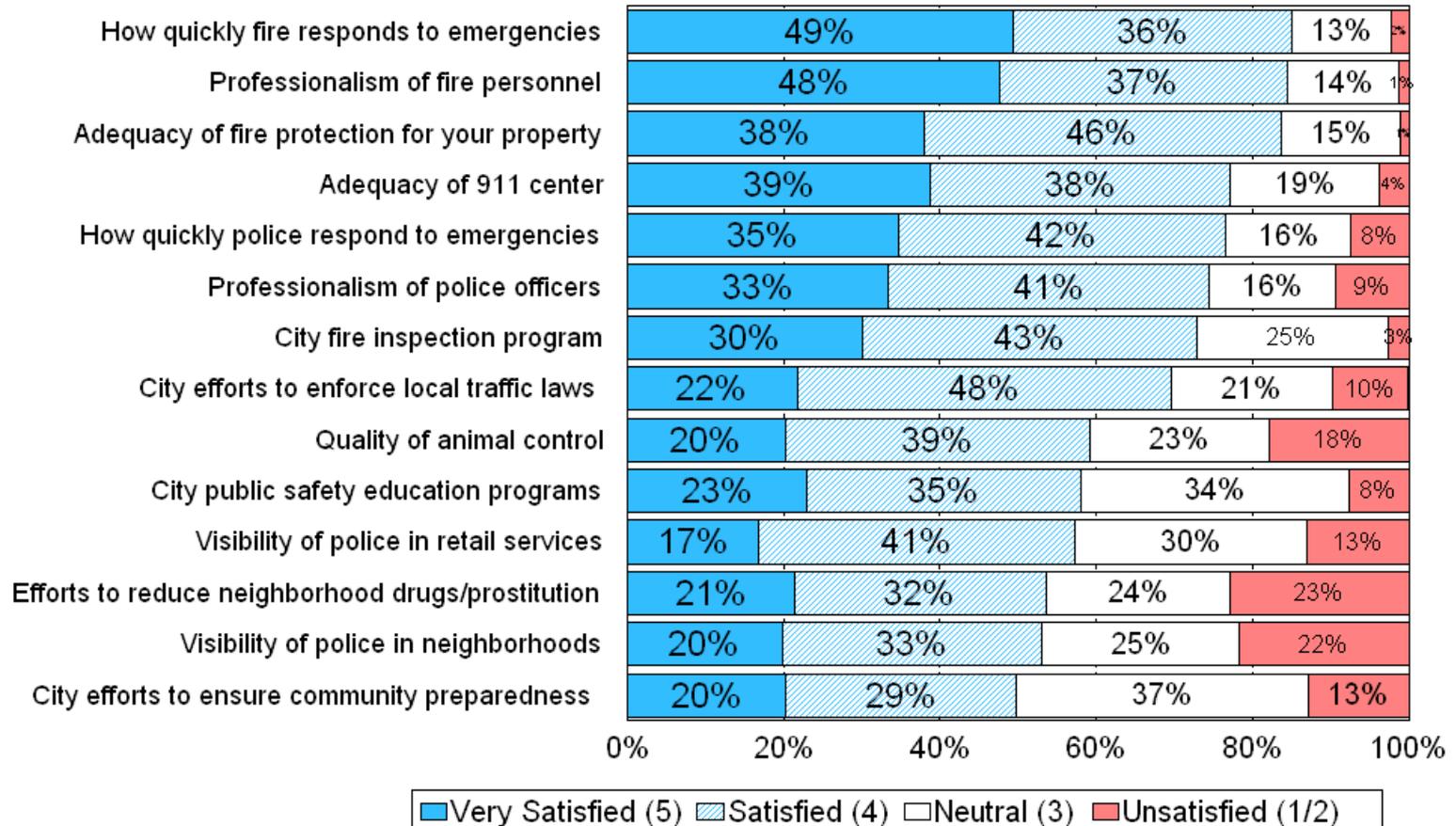
Source: 2013 ETC Institute



# **Public Safety**

## Q4. Satisfaction with Public Safety and Emergency Services

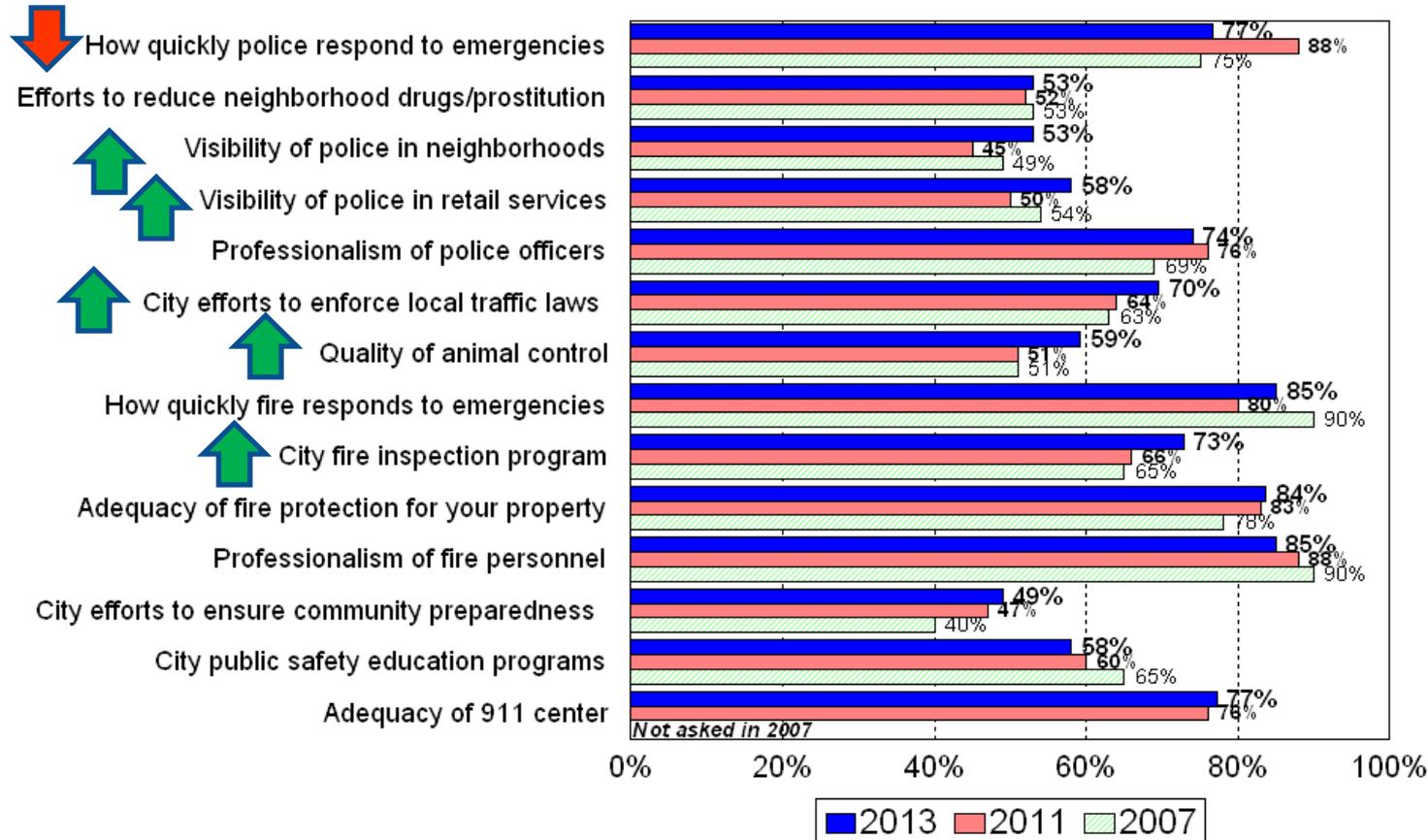
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q4. Satisfaction with Public Safety and Emergency Services - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

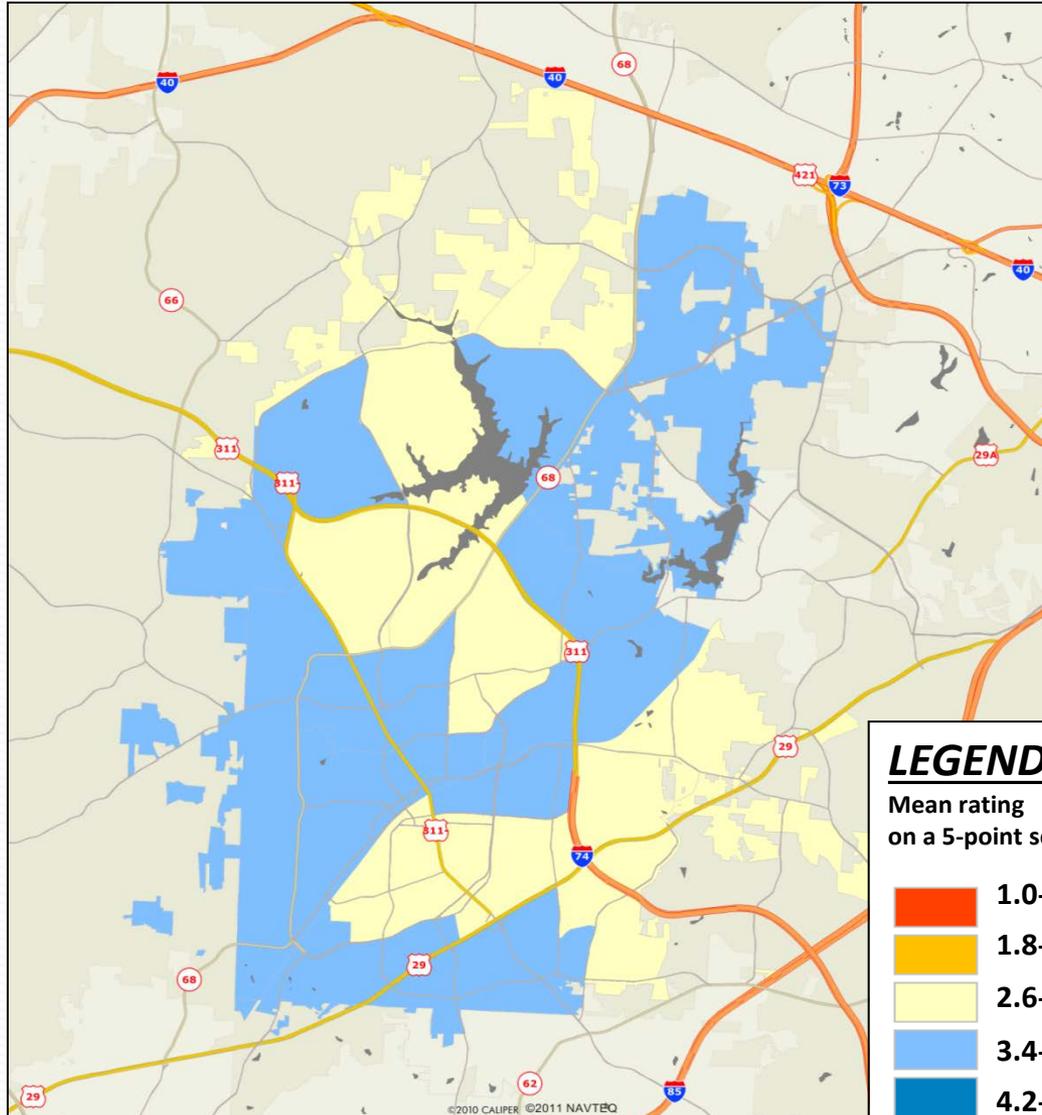


Source: ETC Institute DirectionFinder (2013 - High Point, NC)

**Trends**

# Q4c. Visibility of police in neighborhoods.

This Year



**LEGEND**  
Mean rating on a 5-point scale, where:

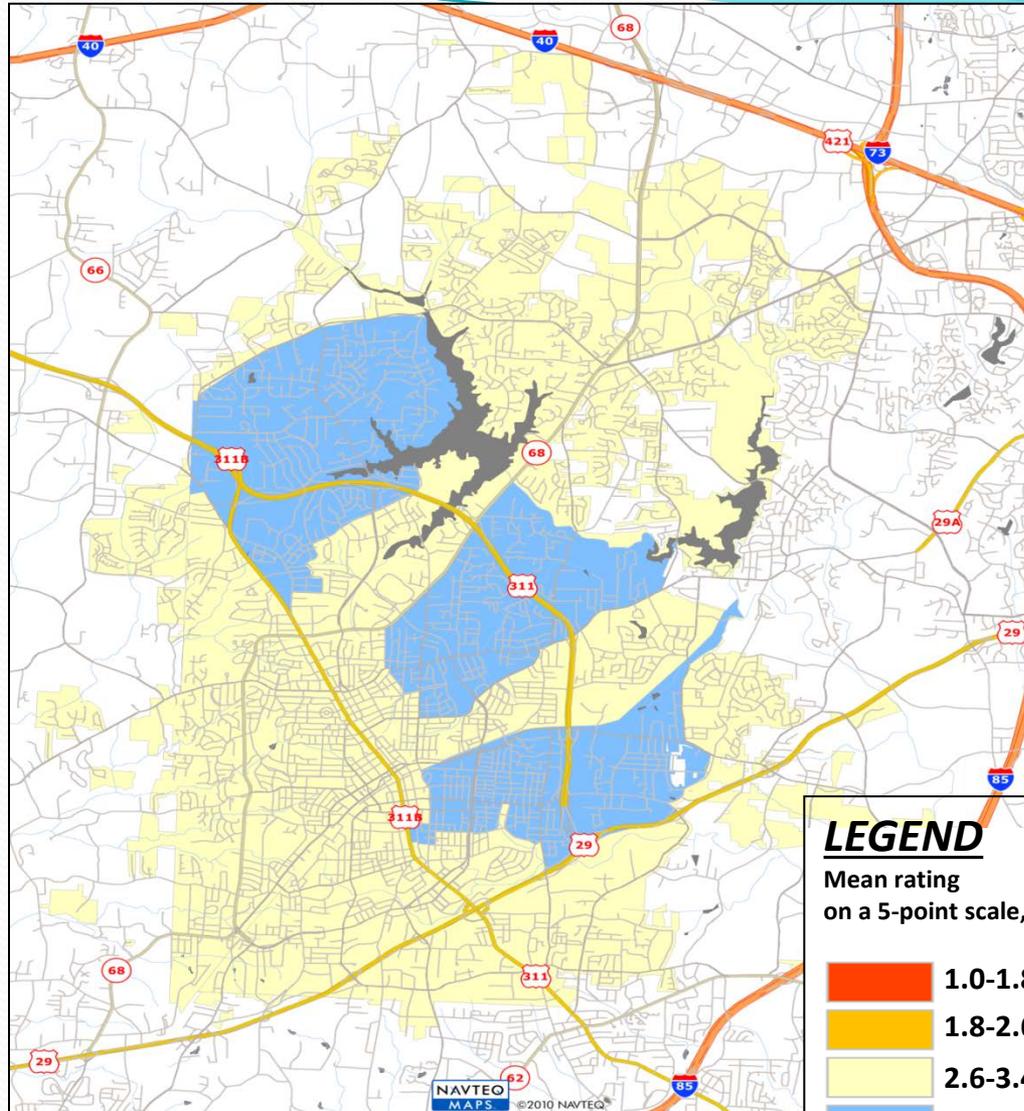
	1.0-1.8 Very Dissatisfied
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q4C. Visibility of police in neighborhoods.

From 2011



**LEGEND**

Mean rating on a 5-point scale, where:

	1.0-1.8 Very Dissatisfied
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other

W N E  
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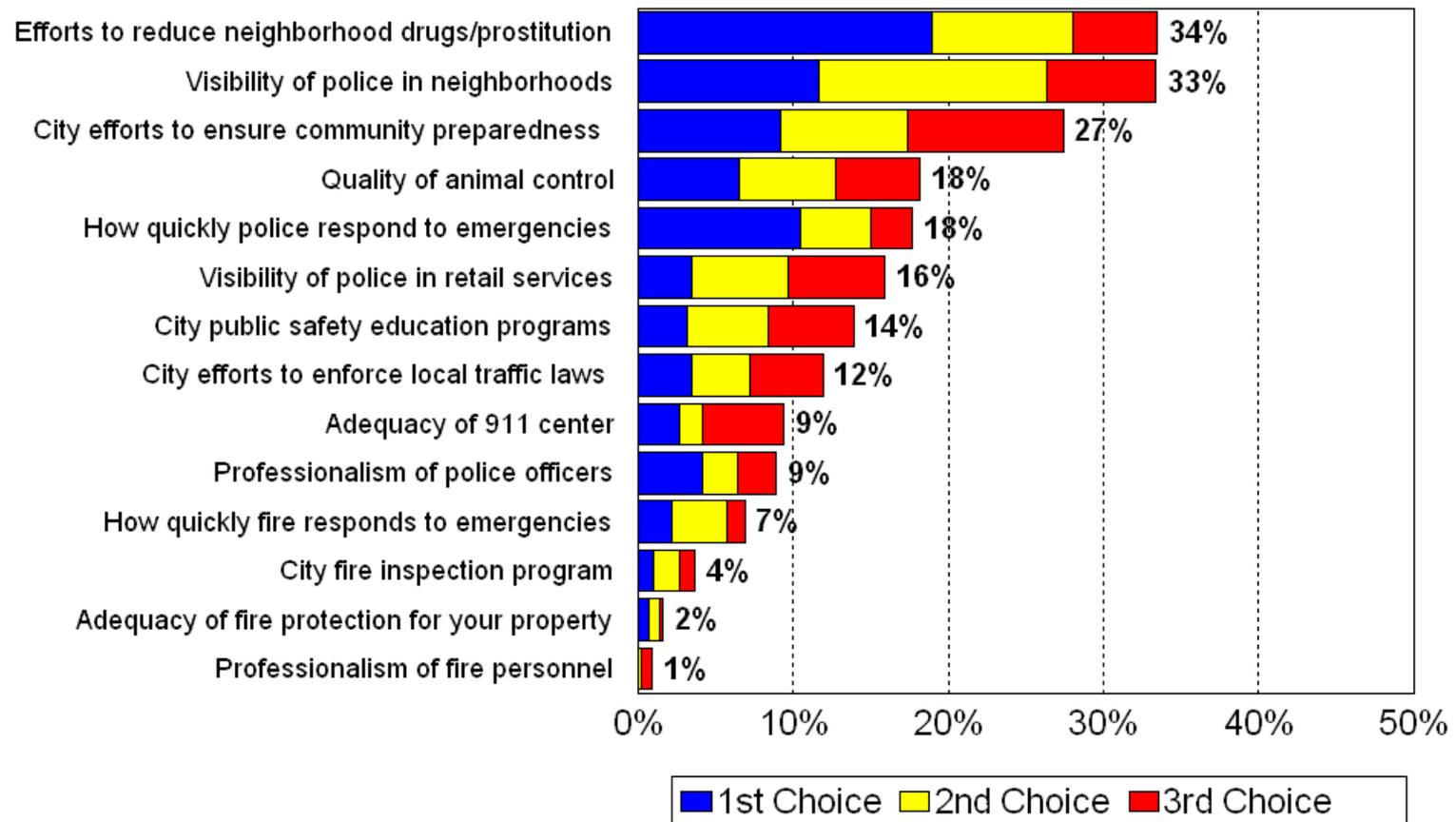
## 2011 City of High Point Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Note: "Other" areas did not contain any responses

# Q5. Public Safety and Emergency 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 (2013 - High Point, NC)

# Importance-Satisfaction Rating

High Point, North Carolina

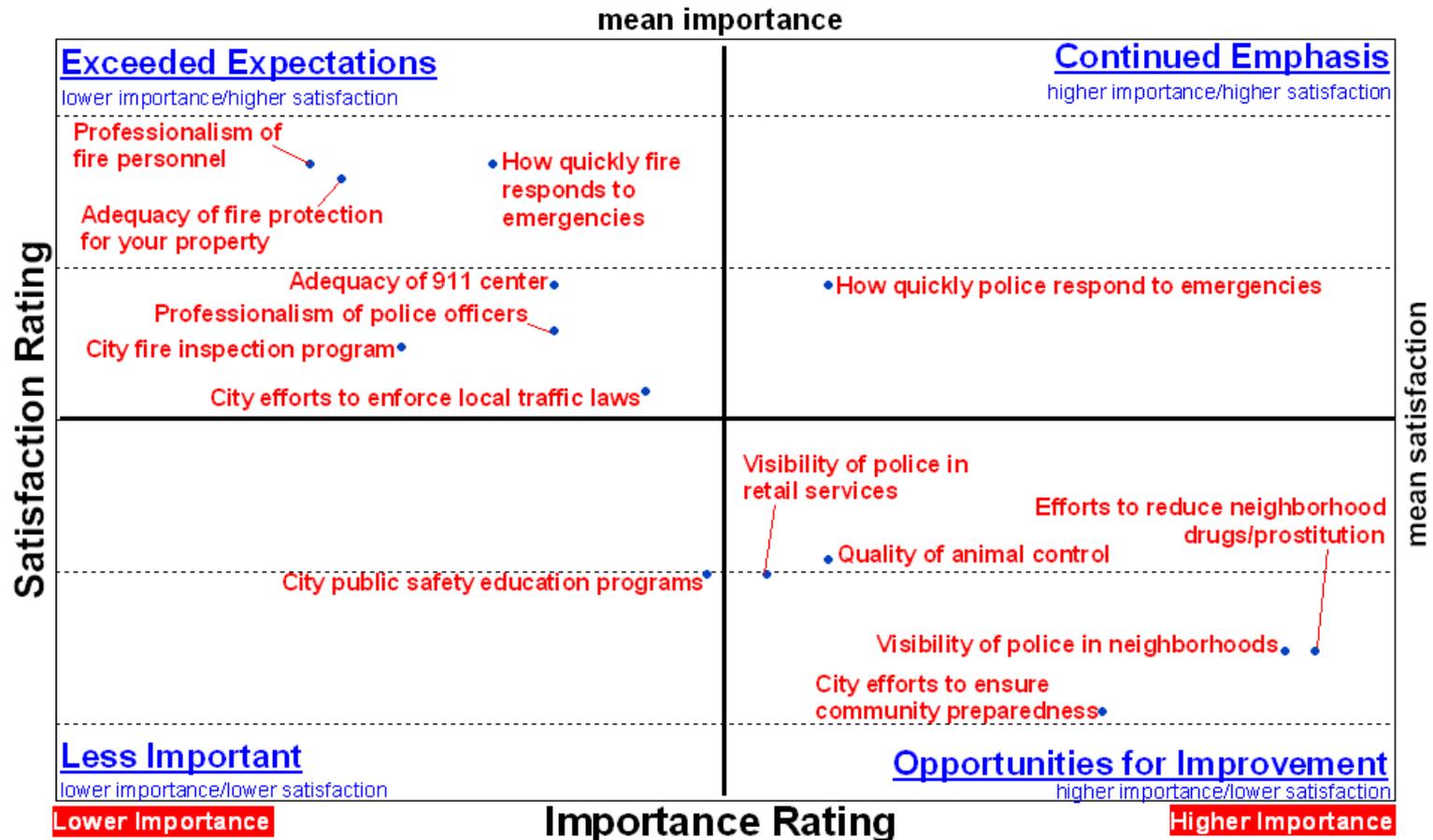
## Public Safety and Emergency Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Efforts to reduce neighborhood drugs/prostitution	34%	1	53%	12	0.1598	1
Visibility of police in neighborhoods	33%	2	53%	13	0.1551	2
City efforts to ensure community preparedness	27%	3	49%	14	0.1377	3
<b>Medium Priority (IS &lt;.10)</b>						
Quality of animal control	18%	5	59%	9	0.0738	4
Visibility of police in retail services	16%	6	58%	10	0.0672	5
City public safety education programs	14%	7	58%	11	0.0588	6
How quickly police respond to emergencies	18%	4	77%	4	0.0414	7
City efforts to enforce local traffic laws	12%	8	70%	8	0.0360	8
Professionalism of police officers	9%	10	74%	6	0.0234	9
Adequacy of 911 center	9%	9	77%	5	0.0207	10
City fire inspection program	4%	12	73%	7	0.0108	11
How quickly fire responds to emergencies	7%	11	85%	1	0.0105	12
Adequacy of fire protection for your property	2%	13	84%	3	0.0032	13
Professionalism of fire personnel	1%	14	85%	2	0.0015	14

# 2013 City of High Point DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety and Emergency Services-

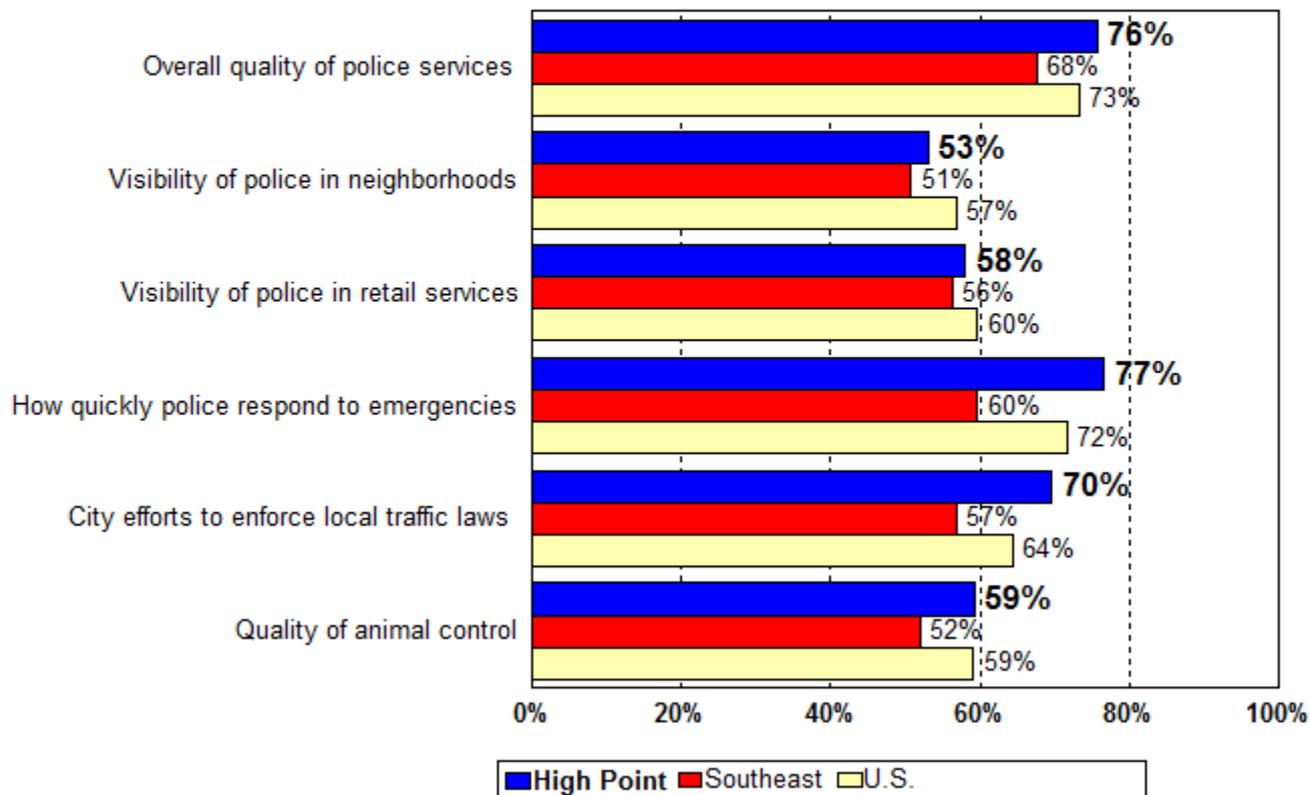
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



## Overall Satisfaction with Police Services

### High Point vs. Southeast 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 don't knows)



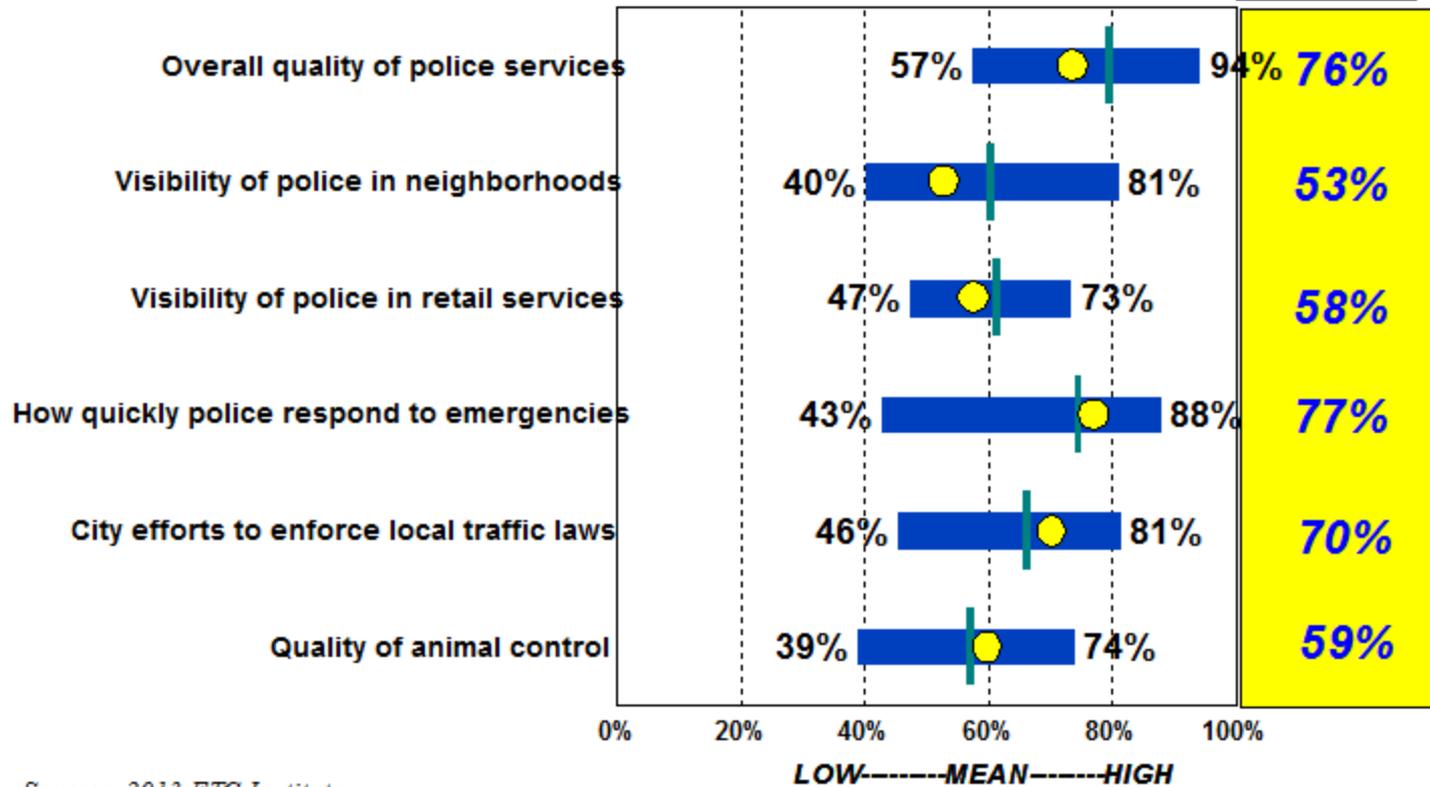
Source: 2013 ETC Institute

# Satisfaction with Public Safety 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

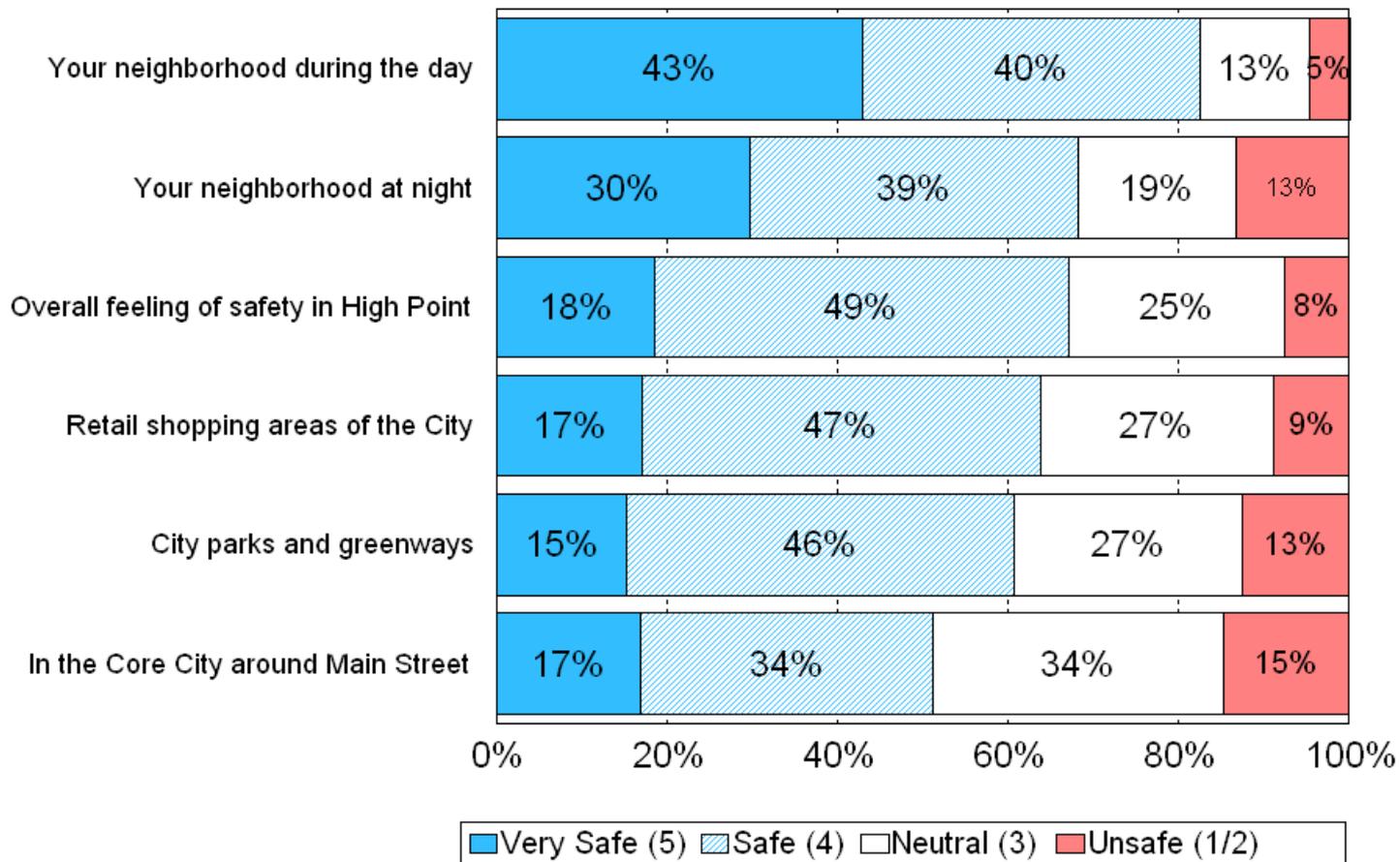
 **High Point**



Source: 2013 ETC Institute

## Q6. Perceptions of Safety in High Point

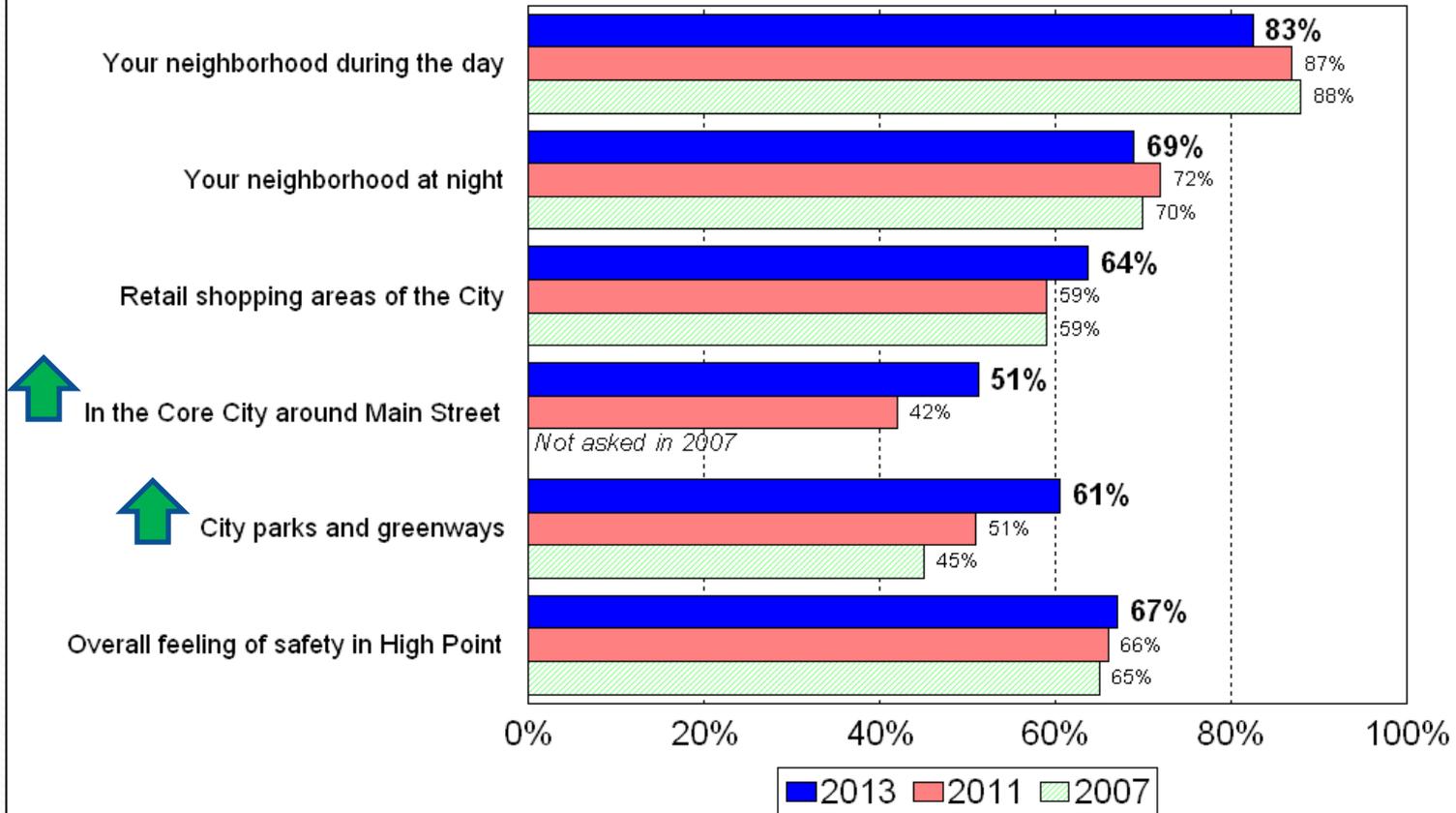
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

## Q6. Perceptions of Safety in High Point 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

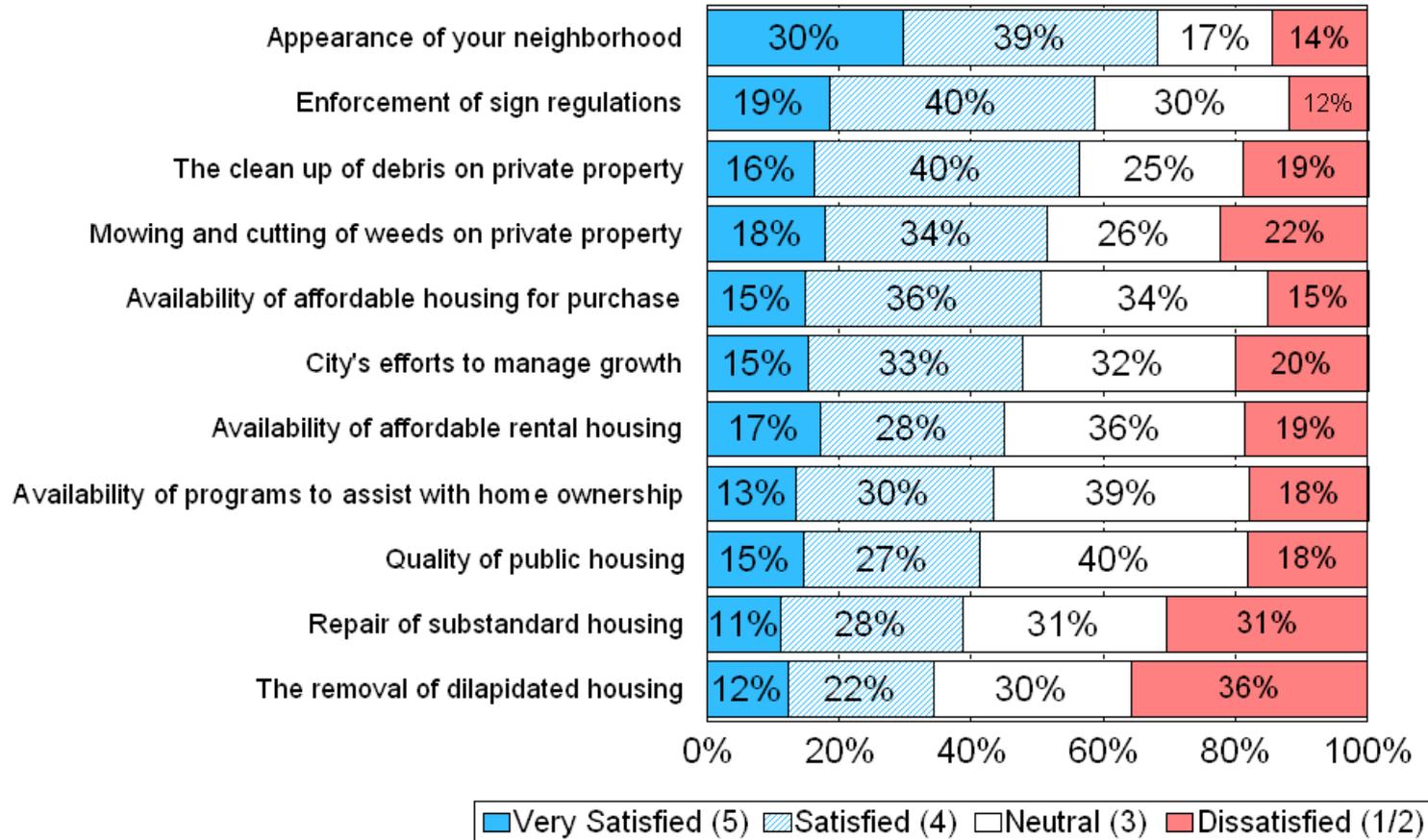
**Trends**



**Neighborhood Services**  
**(Codes and Ordinances)**

## Q8. Satisfaction with Neighborhood Services

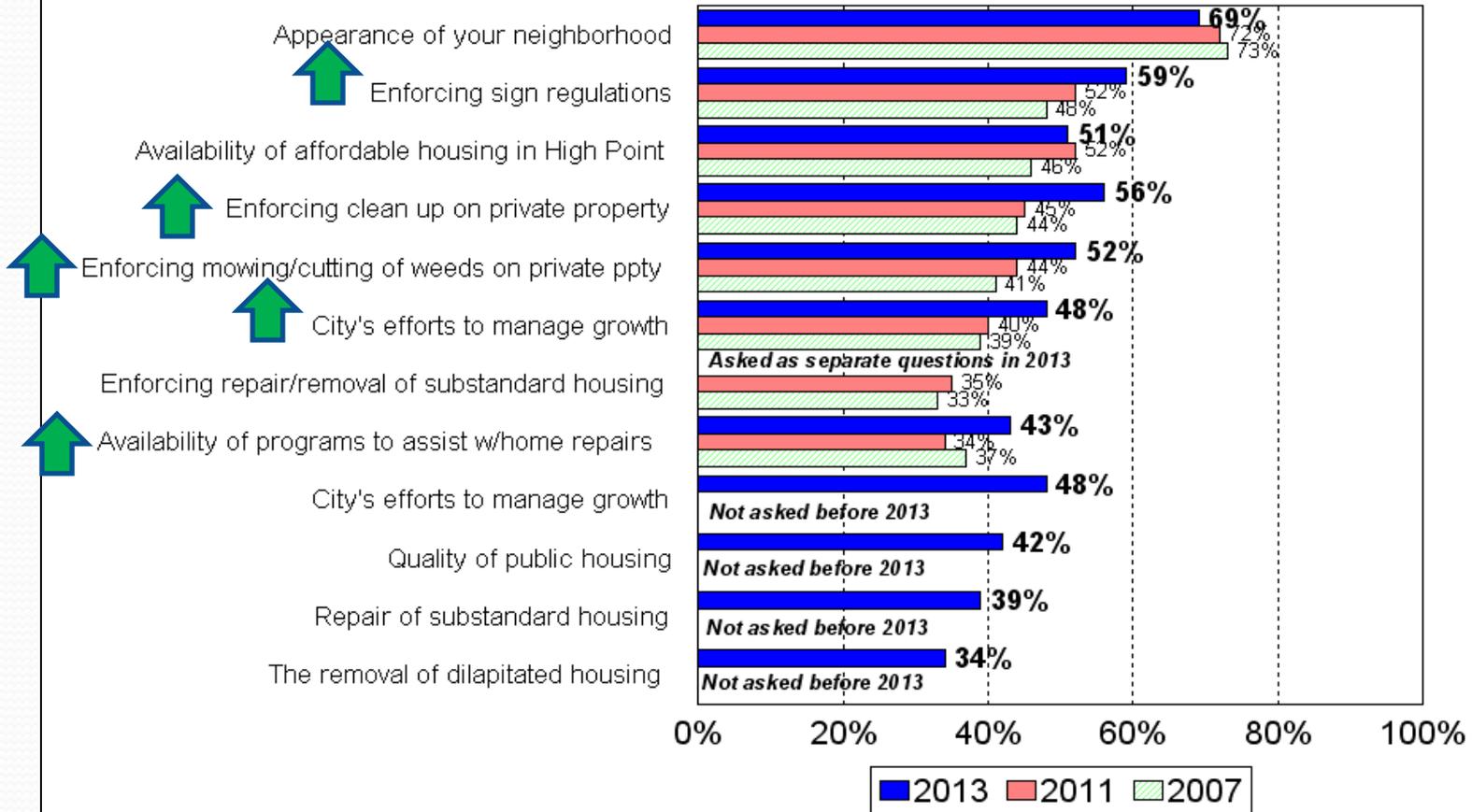
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q8. Satisfaction with the Enforcement of City Codes and Ordinances (Neighborhood Services) - 2007 to 2013

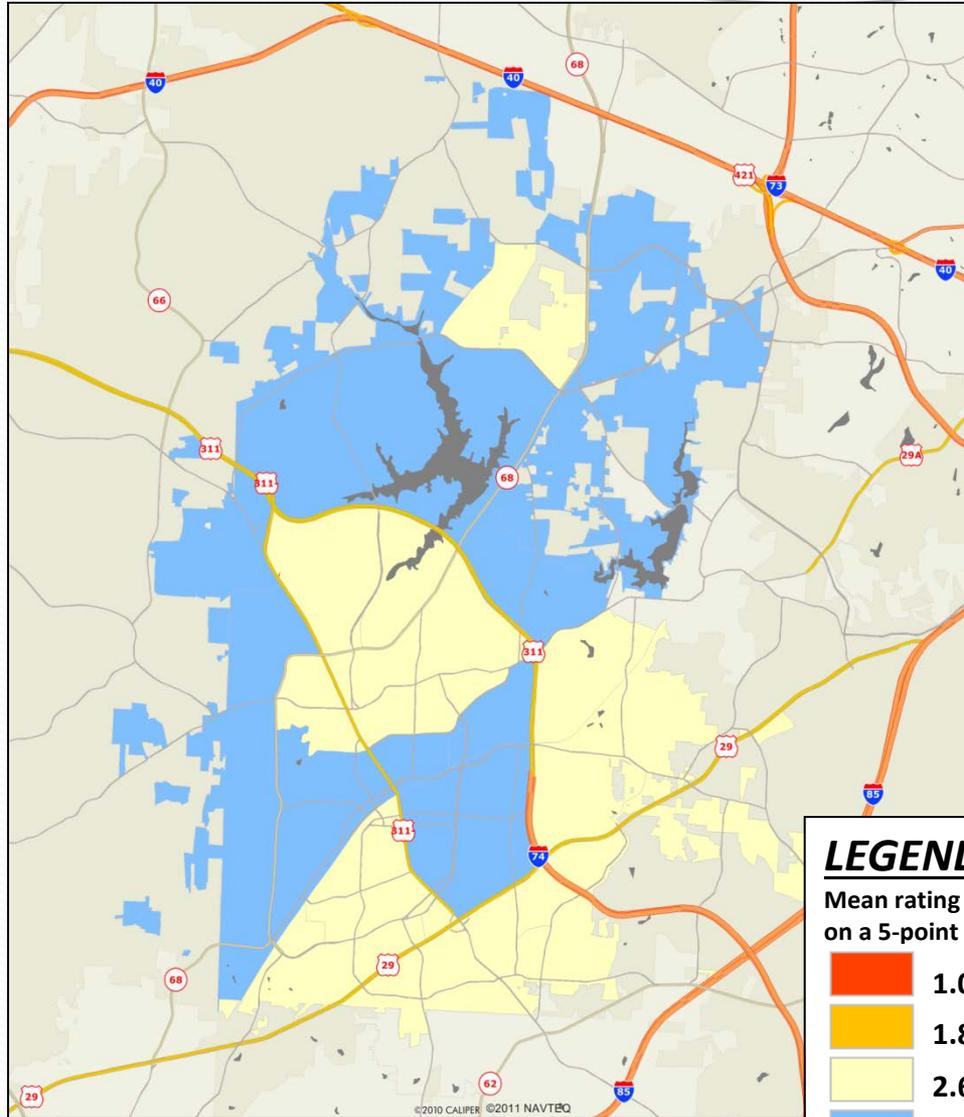
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

**Trends**

# Q8a. Enforcement of the clean-up of junk cars and debris on private property.



This Year

## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

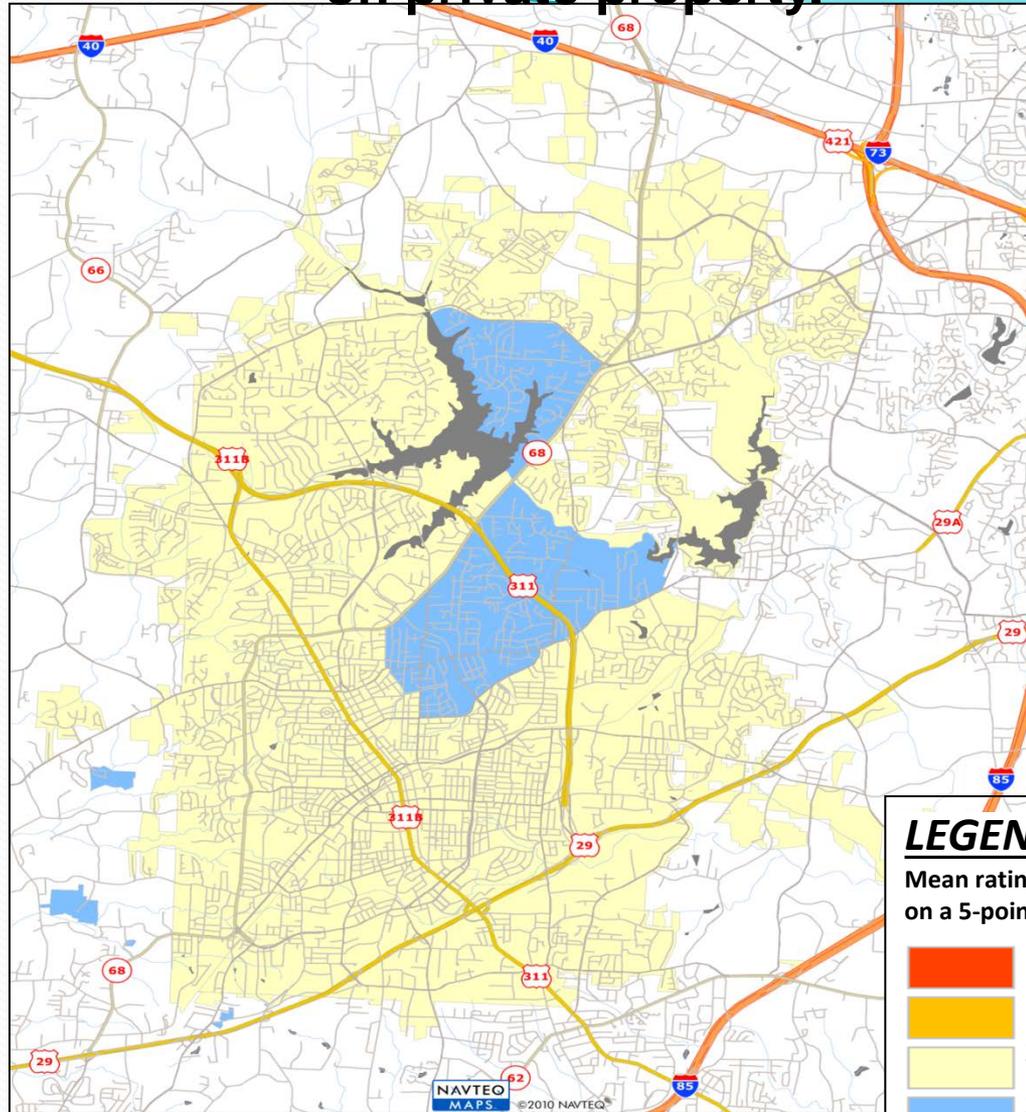
**LEGEND**

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

# Q7A. Enforcing cleanup of junk and debris on private property.

From 2011



## LEGEND

Mean rating on a 5-point scale, where:

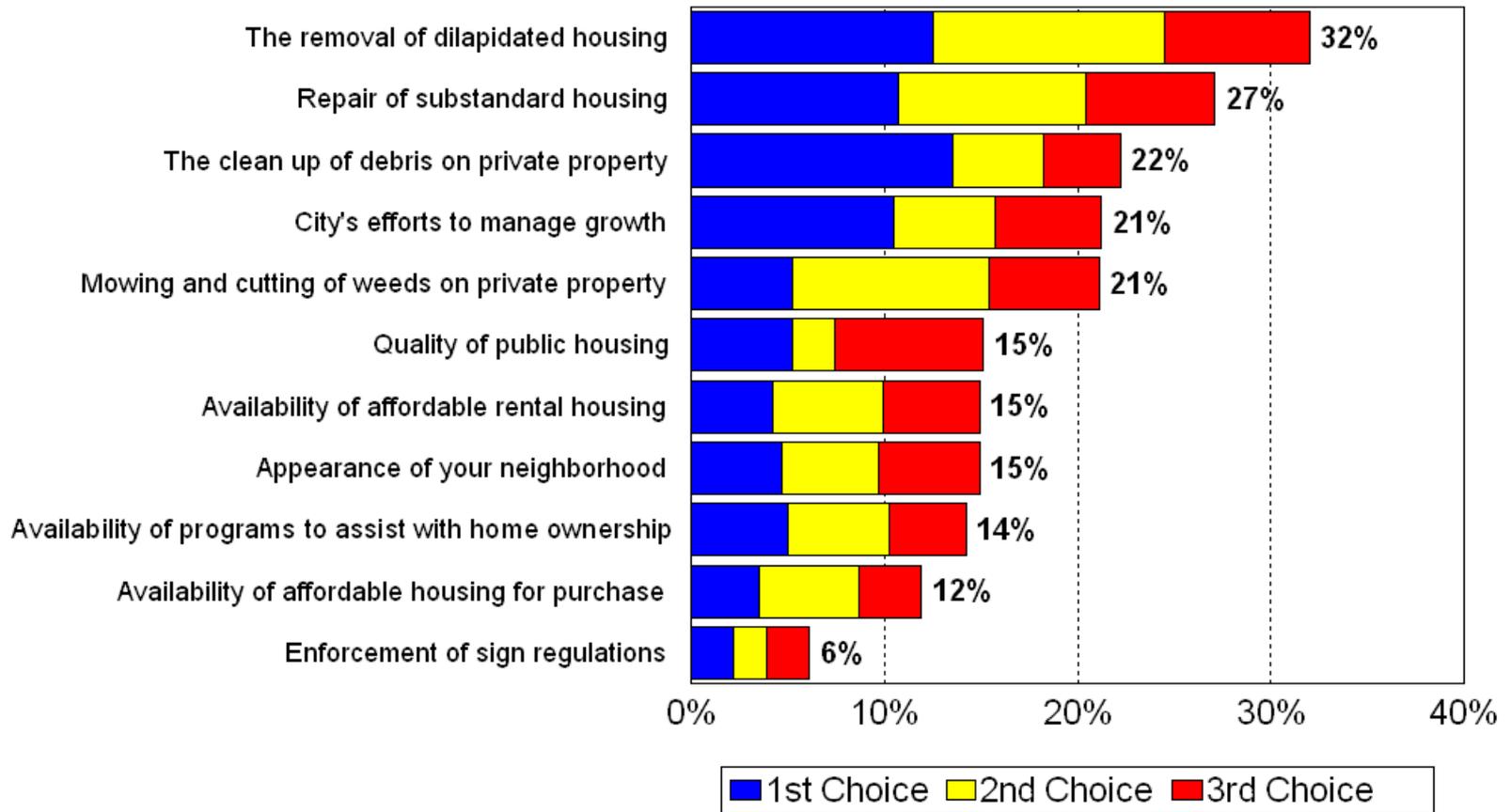
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

## 2011 City of High Point Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q9. Neighborhood 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 (2013 - High Point, NC)

# Importance-Satisfaction Rating

High Point, North Carolina

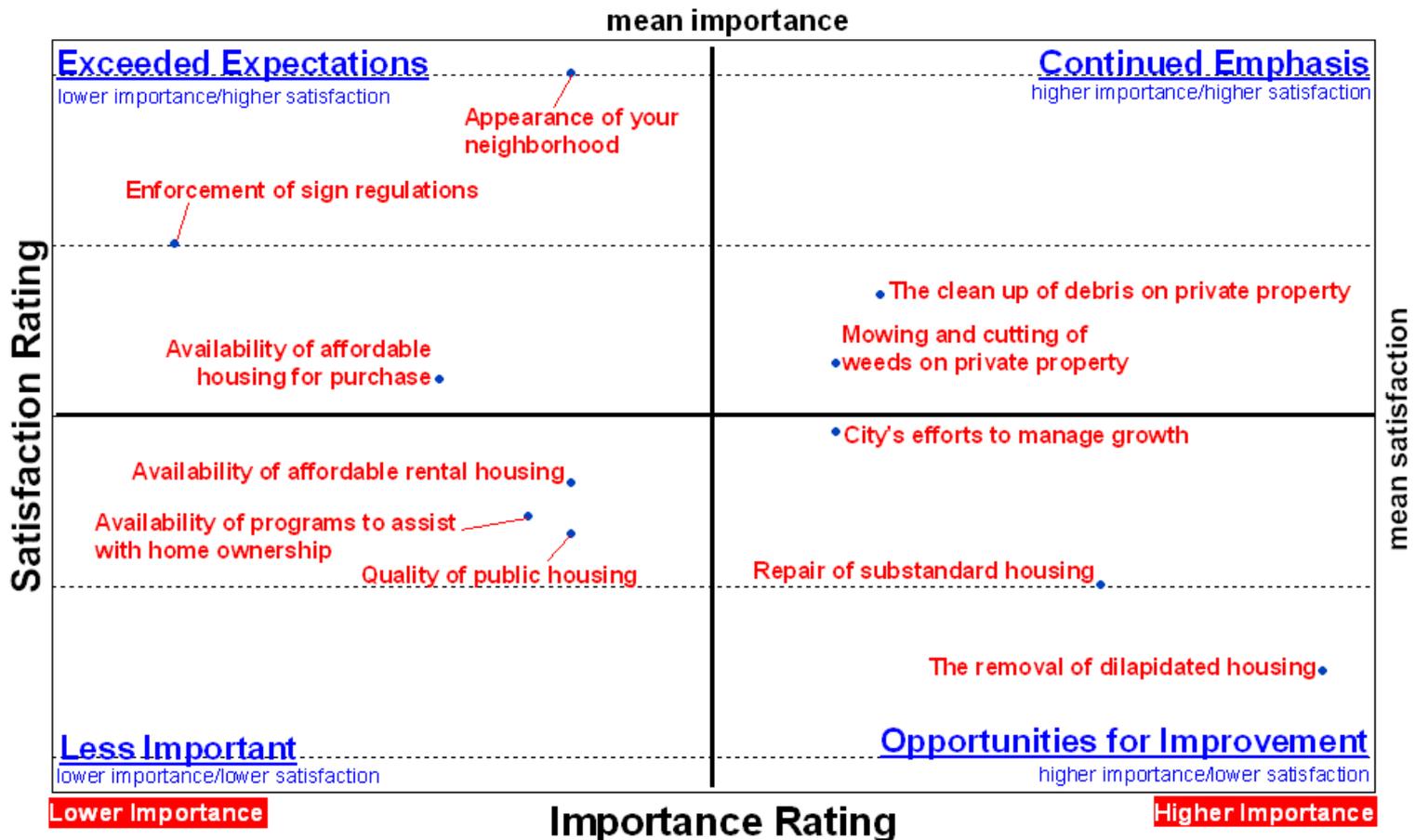
## Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
The removal of dilapidated housing	32%	1	34%	11	0.2112	1
<b><u>High Priority (IS .10-.20)</u></b>						
Repair of substandard housing	27%	2	39%	10	0.1647	2
City's efforts to manage growth	21%	4	48%	6	0.1092	3
Mowing and cutting of weeds on private property	21%	5	52%	4	0.1008	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
The clean up of debris on private property	22%	3	56%	3	0.0968	5
Quality of public housing	15%	8	42%	9	0.0870	6
Availability of affordable rental housing	15%	7	45%	7	0.0825	7
Availability of programs to assist with home ownership	14%	9	43%	8	0.0798	8
Availability of affordable housing for purchase	12%	10	51%	5	0.0588	9
Appearance of your neighborhood	15%	6	69%	1	0.0465	10
Enforcement of sign regulations	6%	11	59%	2	0.0246	11

# 2013 City of High Point DirectionFinder Importance-Satisfaction Assessment Matrix

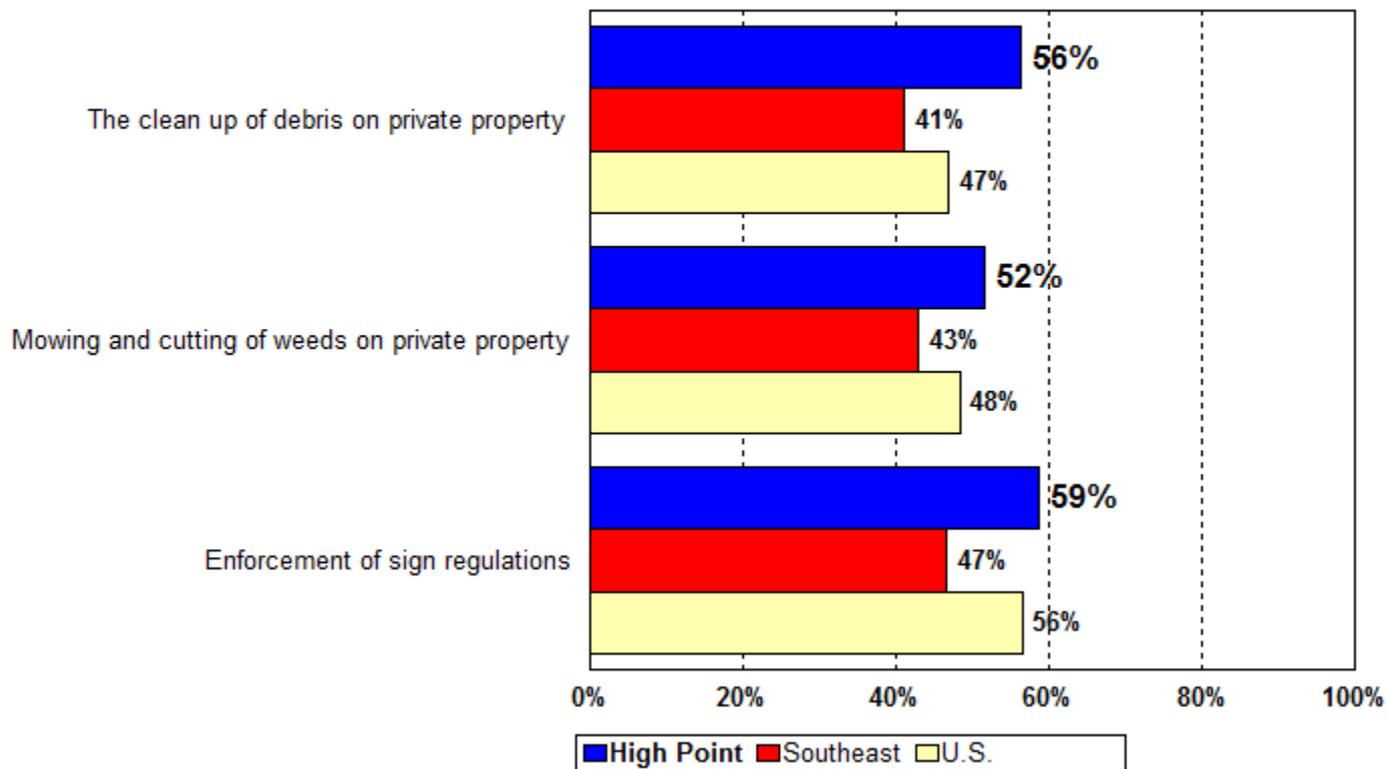
## -Neighborhood Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



## Overall Satisfaction with Code Enforcement High Point vs. Southeast 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 don't knows)



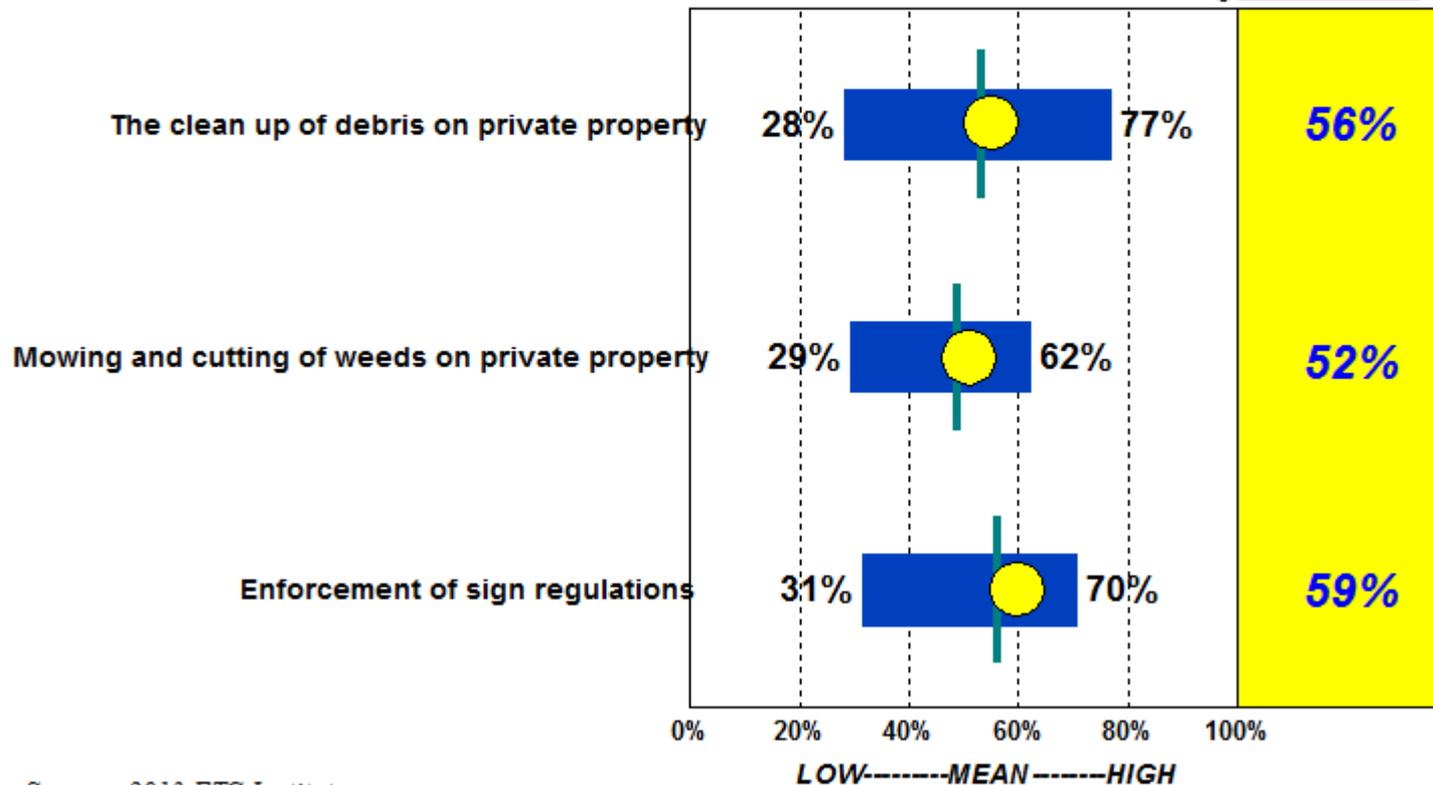
Source: 2013 ETC Institute

# Satisfaction with Code Enforcement Services 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

● **High Point**



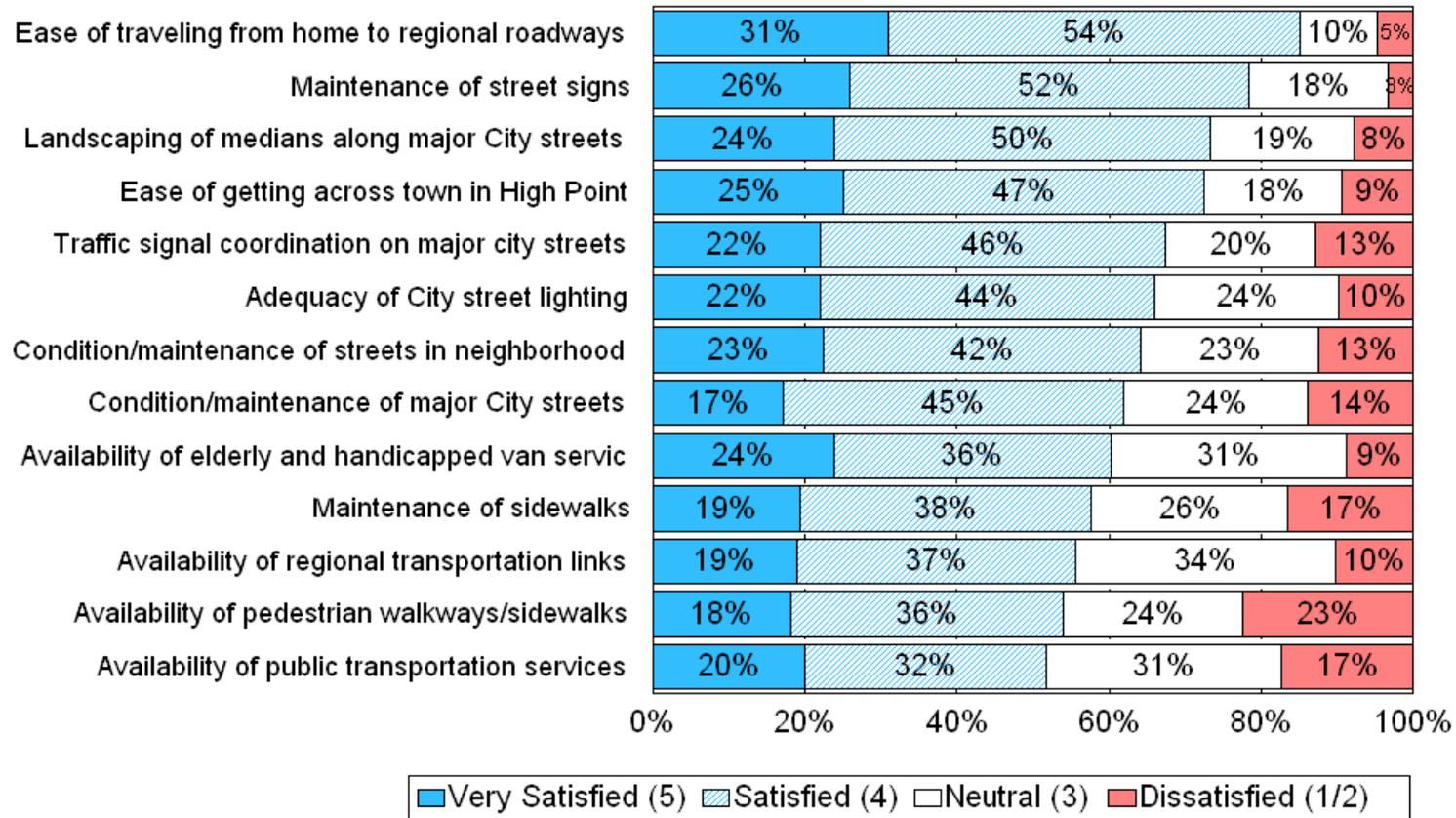
Source: 2013 ETC Institute



# **Transportation and** **Roadway Services**

# Q10. Satisfaction with Transportation and Roadway Services

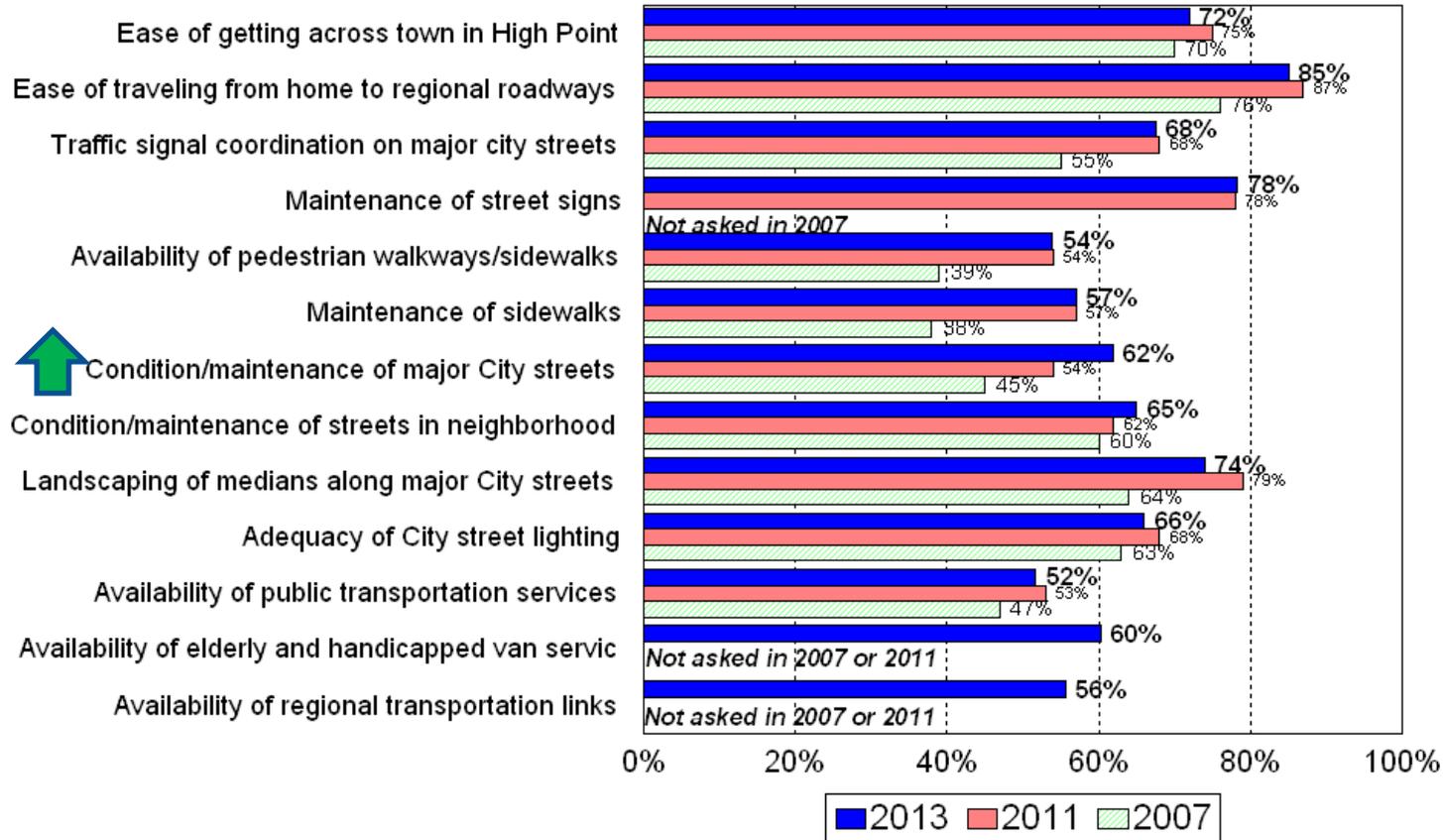
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

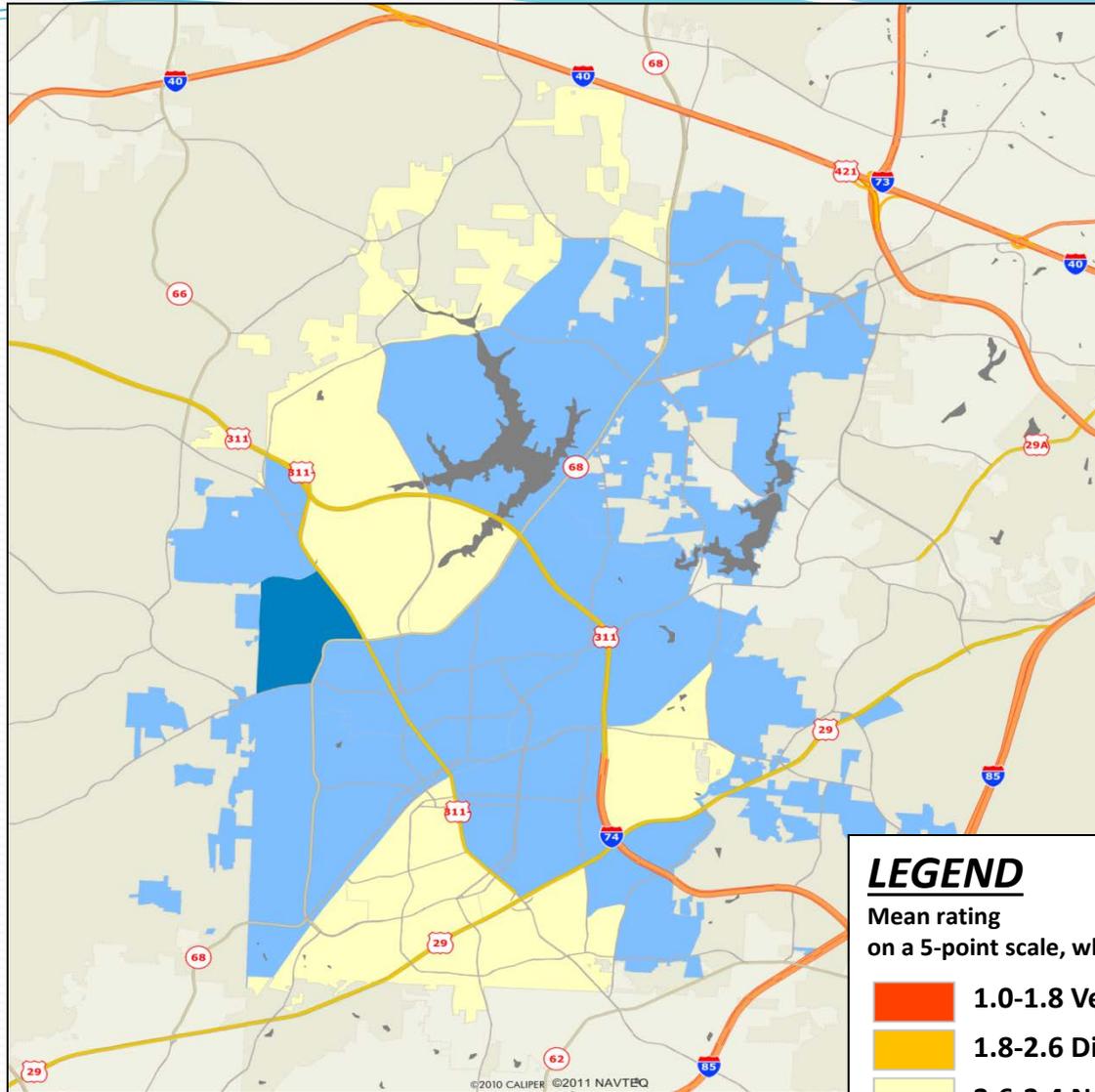
# Q10. Satisfaction with Transportation and Roadway Services - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q10g. Condition/maintenance of major City streets.



This Year

**LEGEND**

Mean rating on a 5-point scale, where:

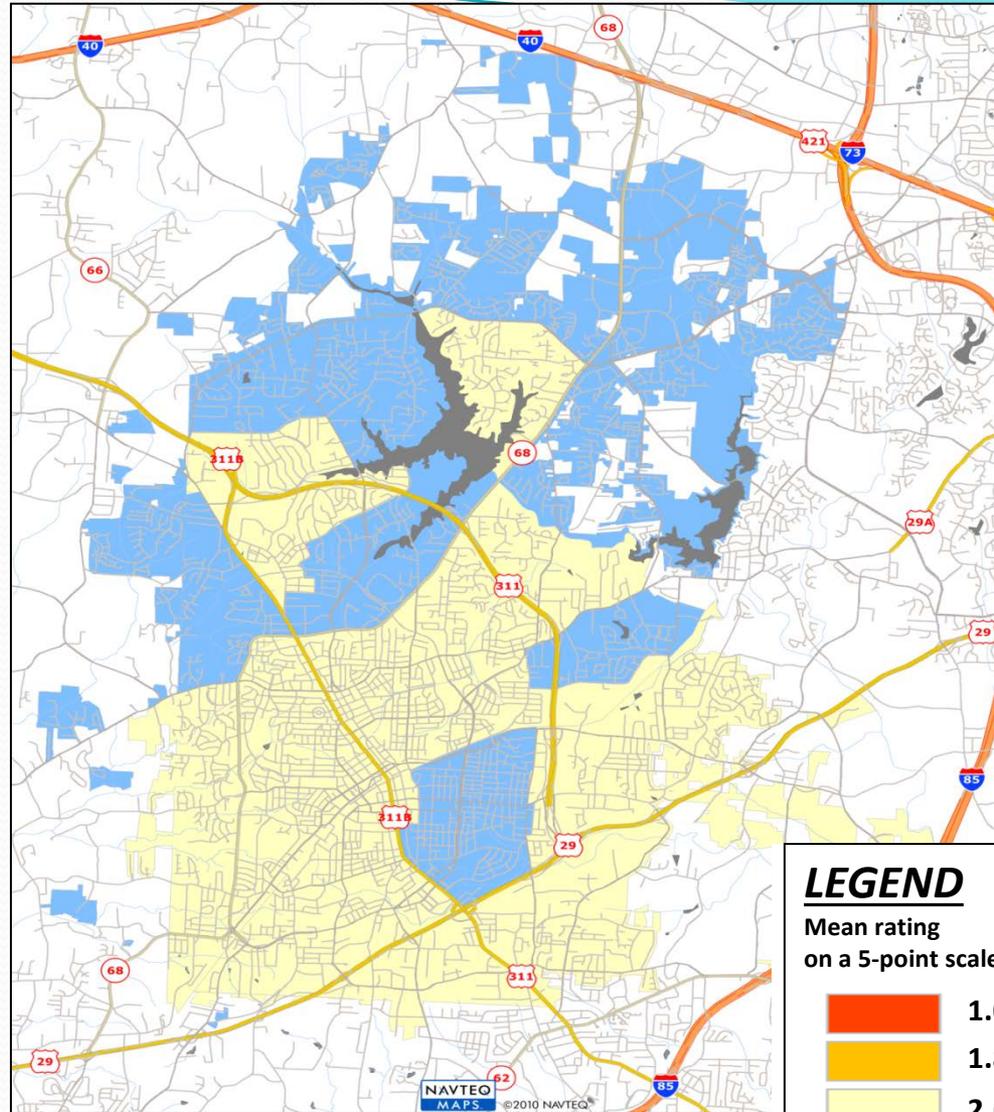
	1.0-1.8 Very Dissatisfied
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)



## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

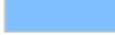
# Q9G. Condition and maintenance of major City streets.



From 2011

## LEGEND

Mean rating  
on a 5-point scale, where:

- |   |                           |
|---|---------------------------|
|  | 1.0-1.8 Very Dissatisfied |
|  | 1.8-2.6 Dissatisfied      |
|  | 2.6-3.4 Neutral           |
|  | 3.4-4.2 Satisfied         |
|  | 4.2-5.0 Very Satisfied    |
|  | Other                     |

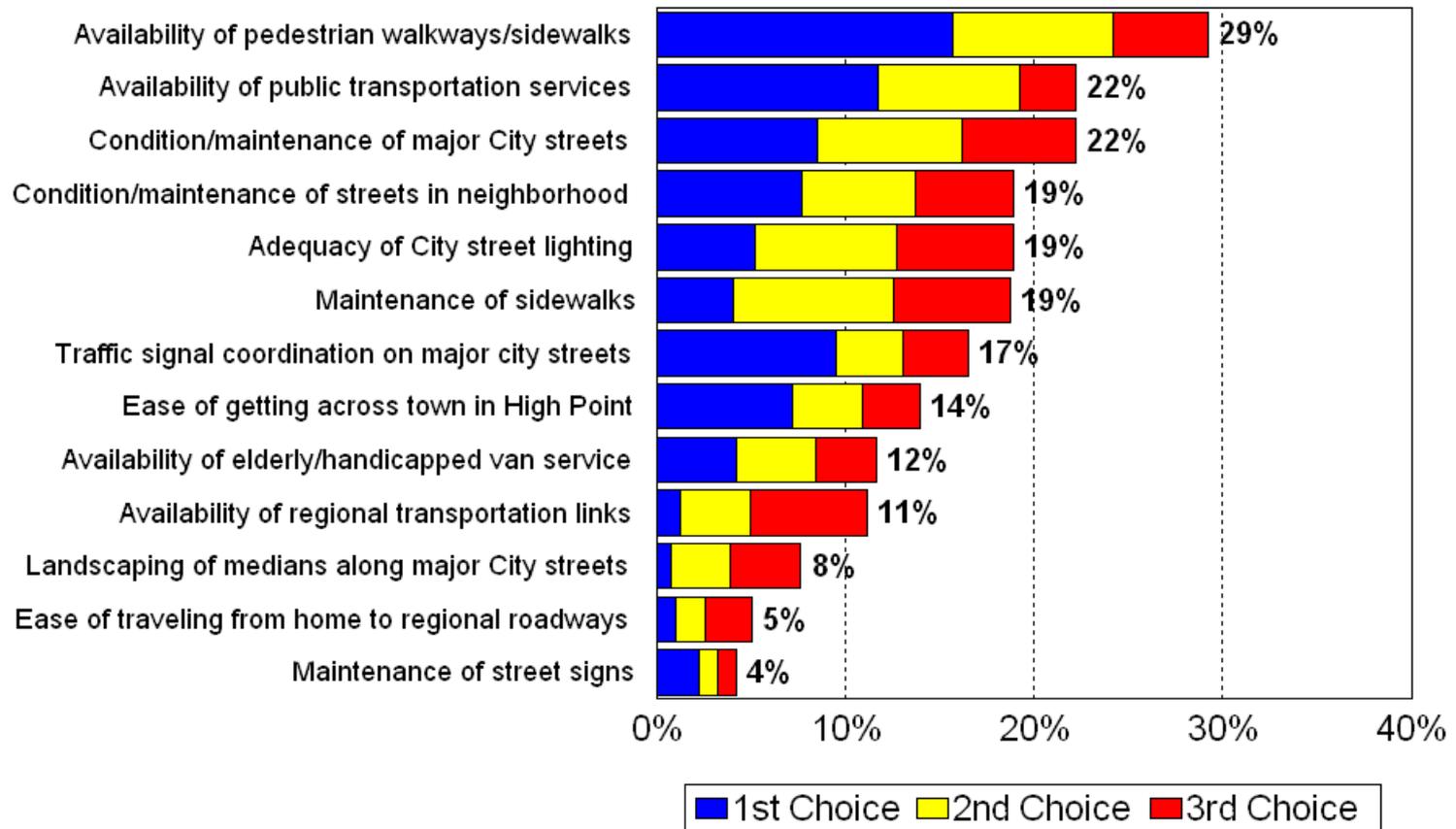


## 2011 City of High Point Community Survey

Shading reflects the mean rating for all respondents by CBG  
(merged as needed)

# Q11. Transportation and Roadway 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 (2013 - High Point, NC)

# Importance-Satisfaction Rating

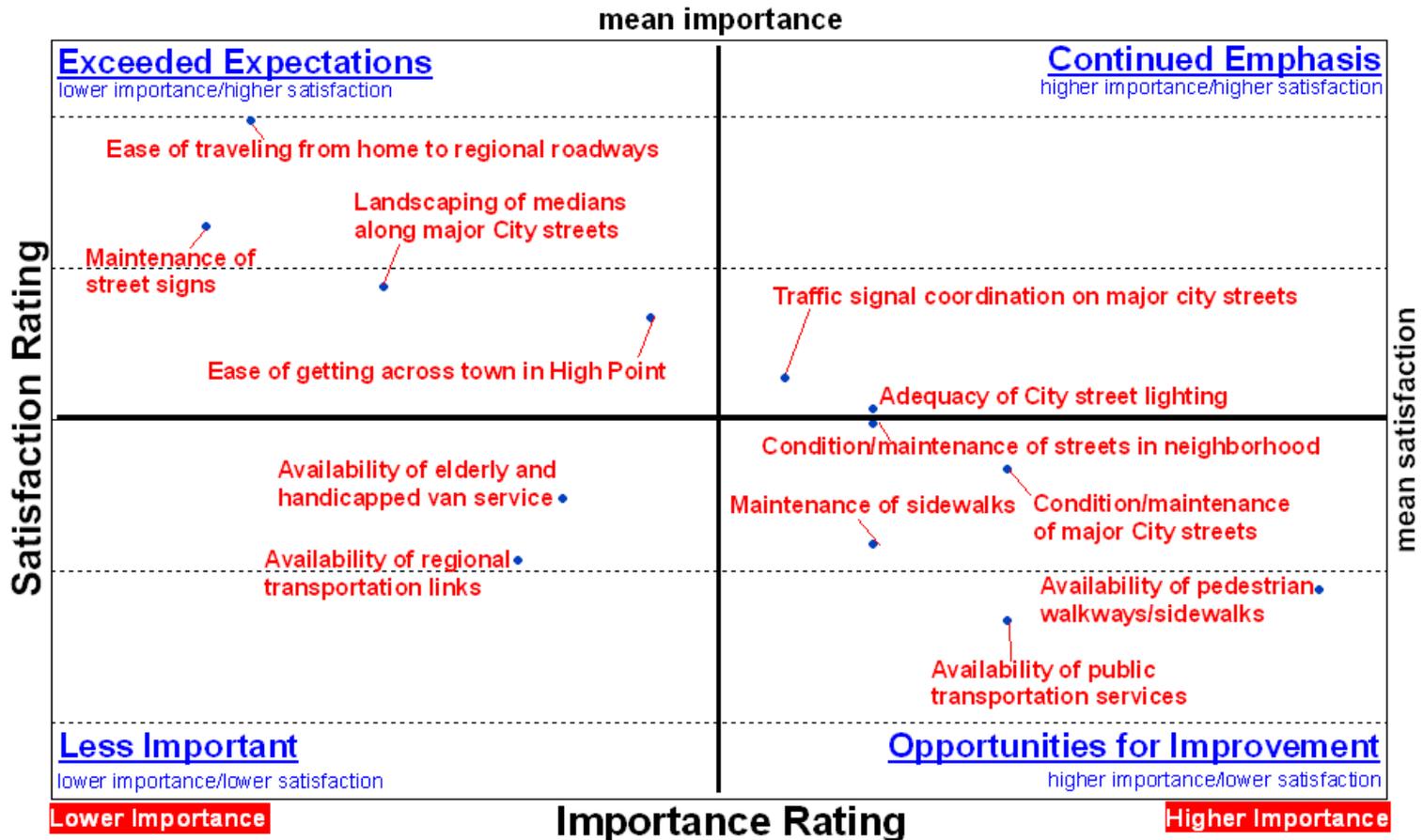
## High Point, North Carolina

### Transportation and Roadway Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of pedestrian walkways/sidewalks	29%	1	54%	12	0.1334	1
Availability of public transportation services	22%	2	52%	13	0.1056	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Condition/maintenance of major City streets	22%	3	62%	8	0.0836	3
Maintenance of sidewalks	19%	6	57%	10	0.0817	4
Condition/maintenance of streets in neighborhood	19%	5	65%	7	0.0665	5
Adequacy of City street lighting	19%	4	66%	6	0.0646	6
Traffic signal coordination on major city streets	17%	7	68%	5	0.0544	7
Availability of regional transportation links	11%	10	56%	11	0.0484	8
Availability of elderly and handicapped van service	12%	9	60%	9	0.0480	9
Ease of getting across town in High Point	14%	8	72%	4	0.0392	10
Landscaping of medians along major City streets	8%	11	74%	3	0.0208	11
Maintenance of street signs	4%	13	78%	2	0.0088	12
Ease of traveling from home to regional roadways	5%	12	85%	1	0.0075	13

# 2013 City of High Point DirectionFinder Importance-Satisfaction Assessment Matrix -Transportation and Roadway Services-

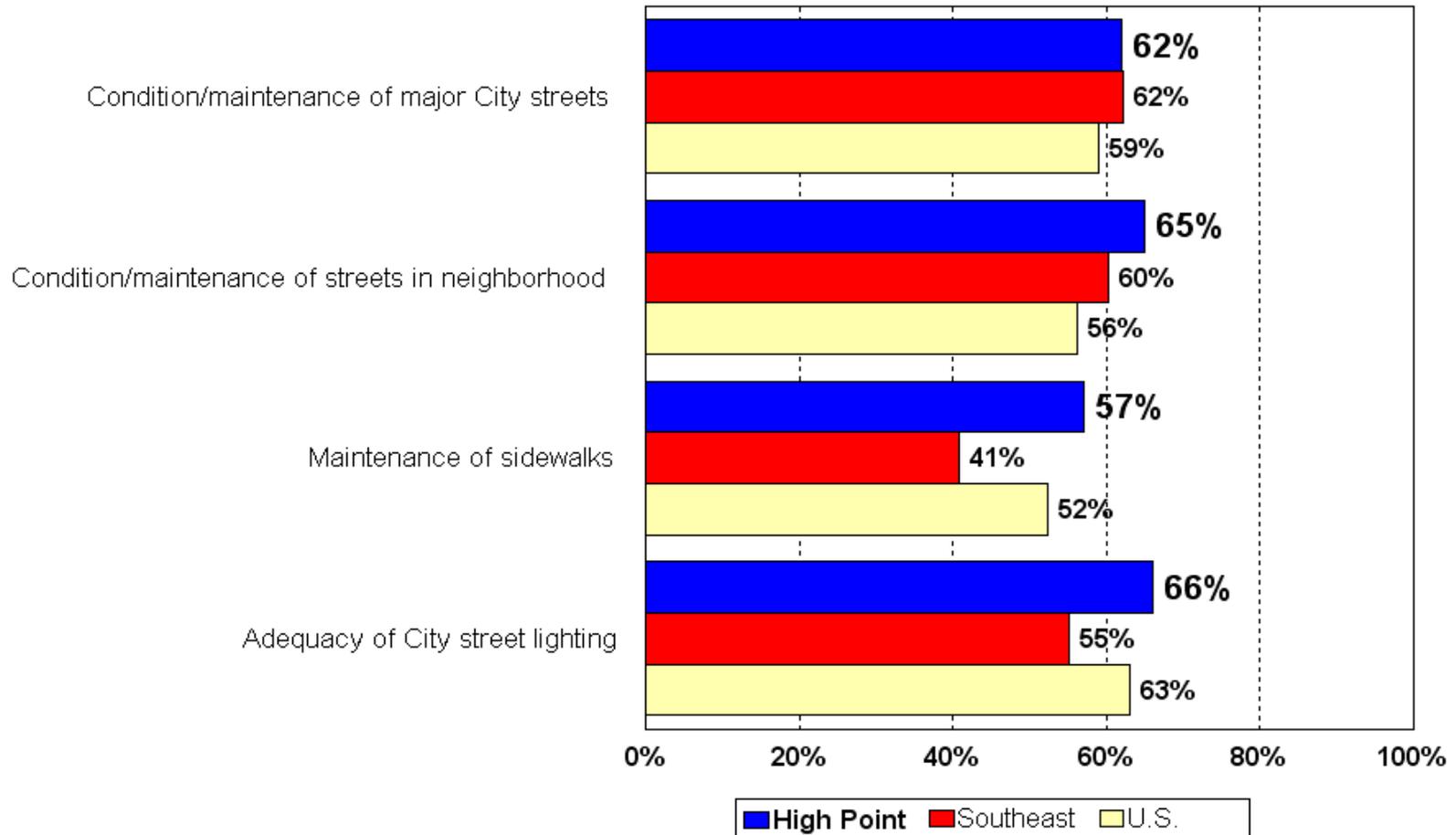
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Overall Satisfaction with City Maintenance

## High Point vs. Southeast 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 don't knows)



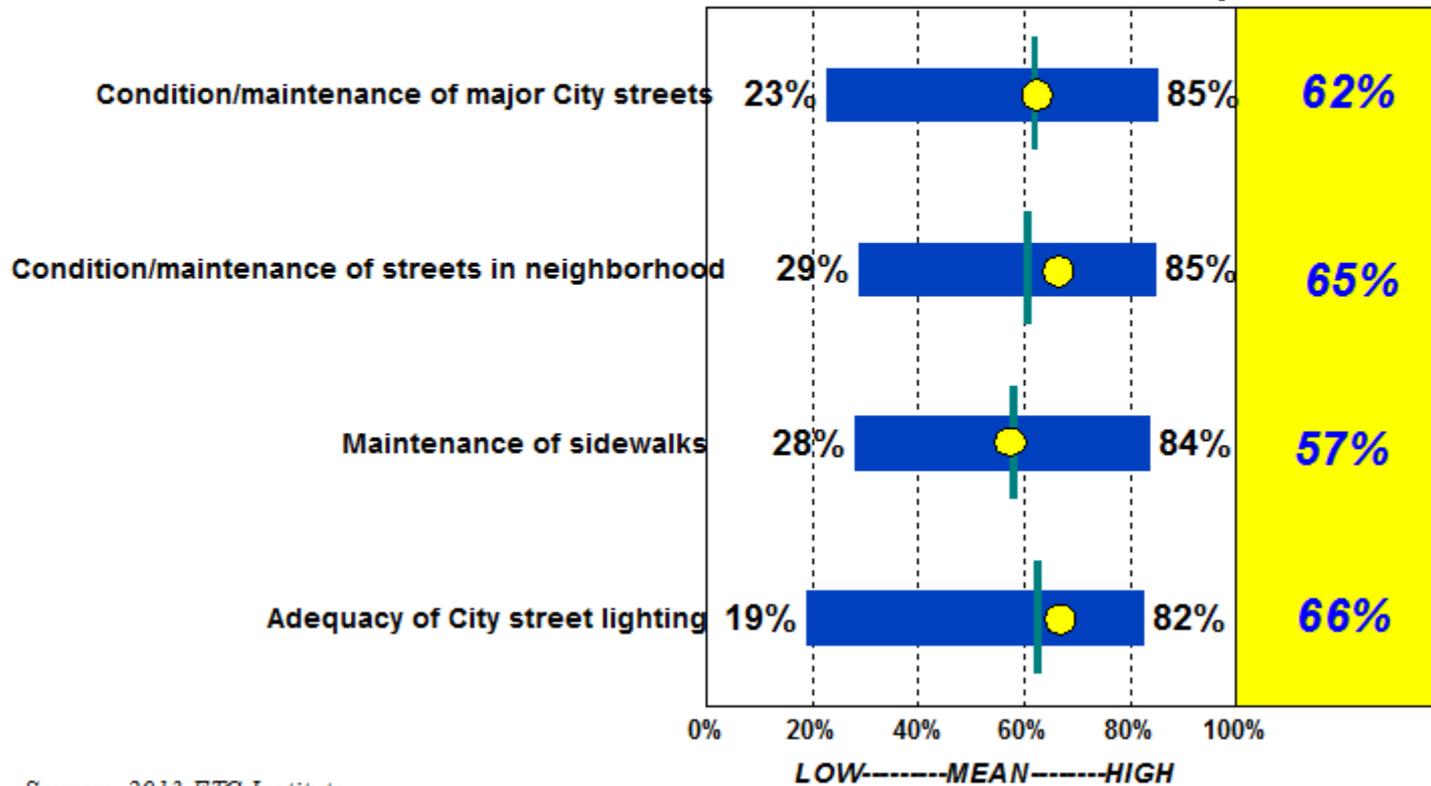
Source: 2013 ETC Institute

# Satisfaction with Maintenance Services 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

 **High Point**



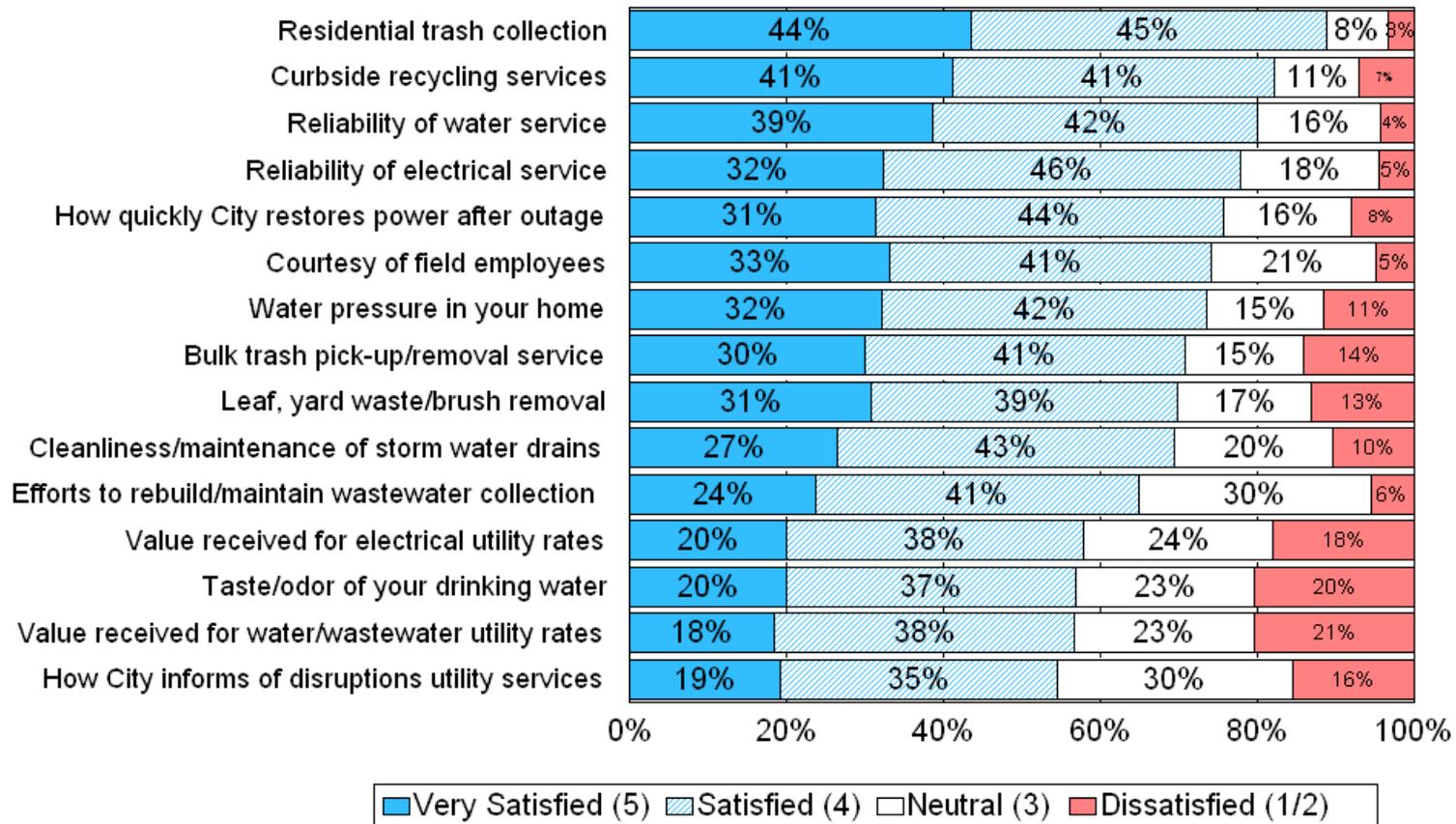
Source: 2013 ETC Institute



# **Environmental Utility** **Services**

## Q12. Satisfaction with Various Aspects of Environmental and Utility Services

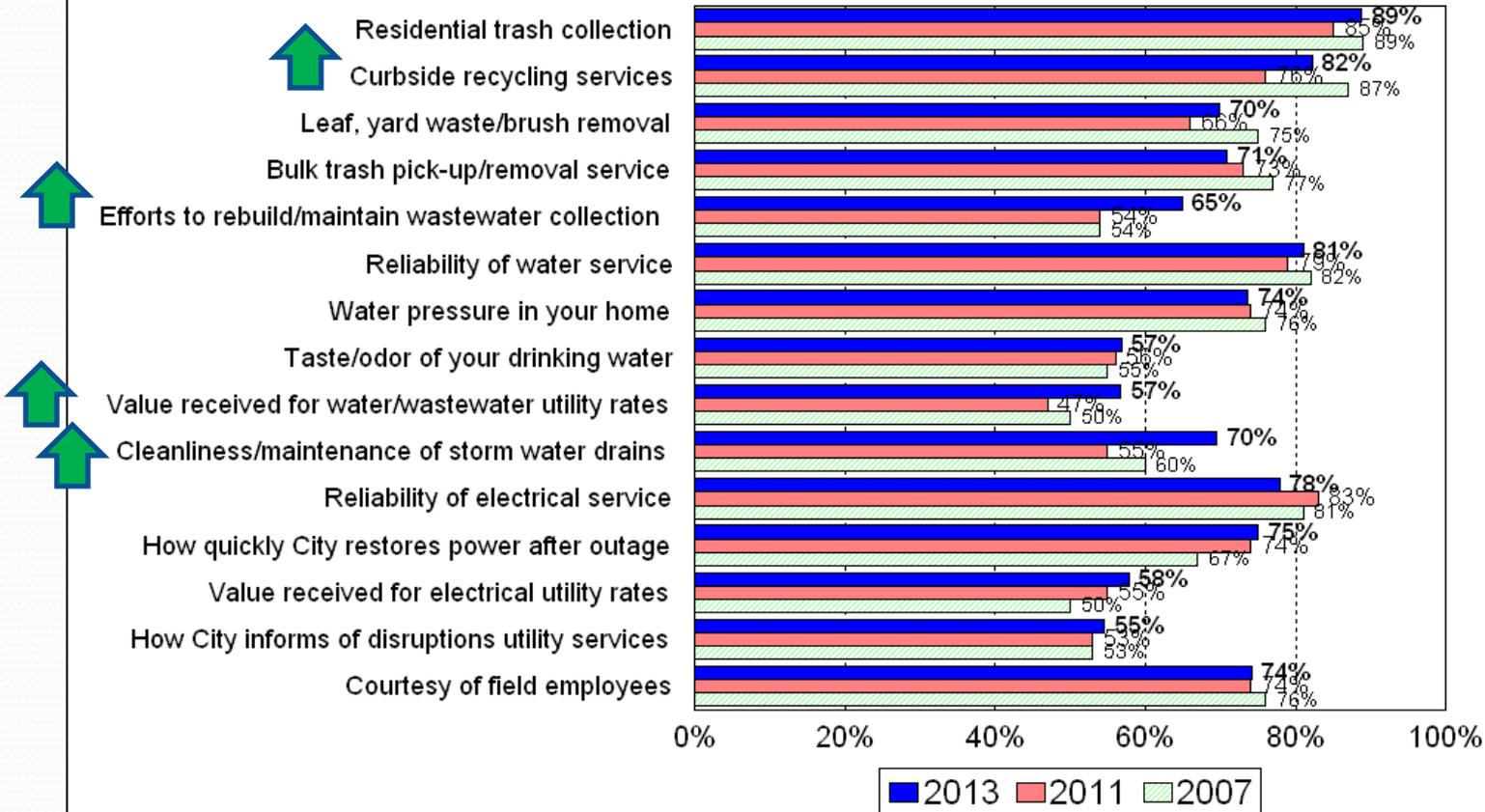
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q12. Satisfaction with Various Aspects of Environmental and Utility Services - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

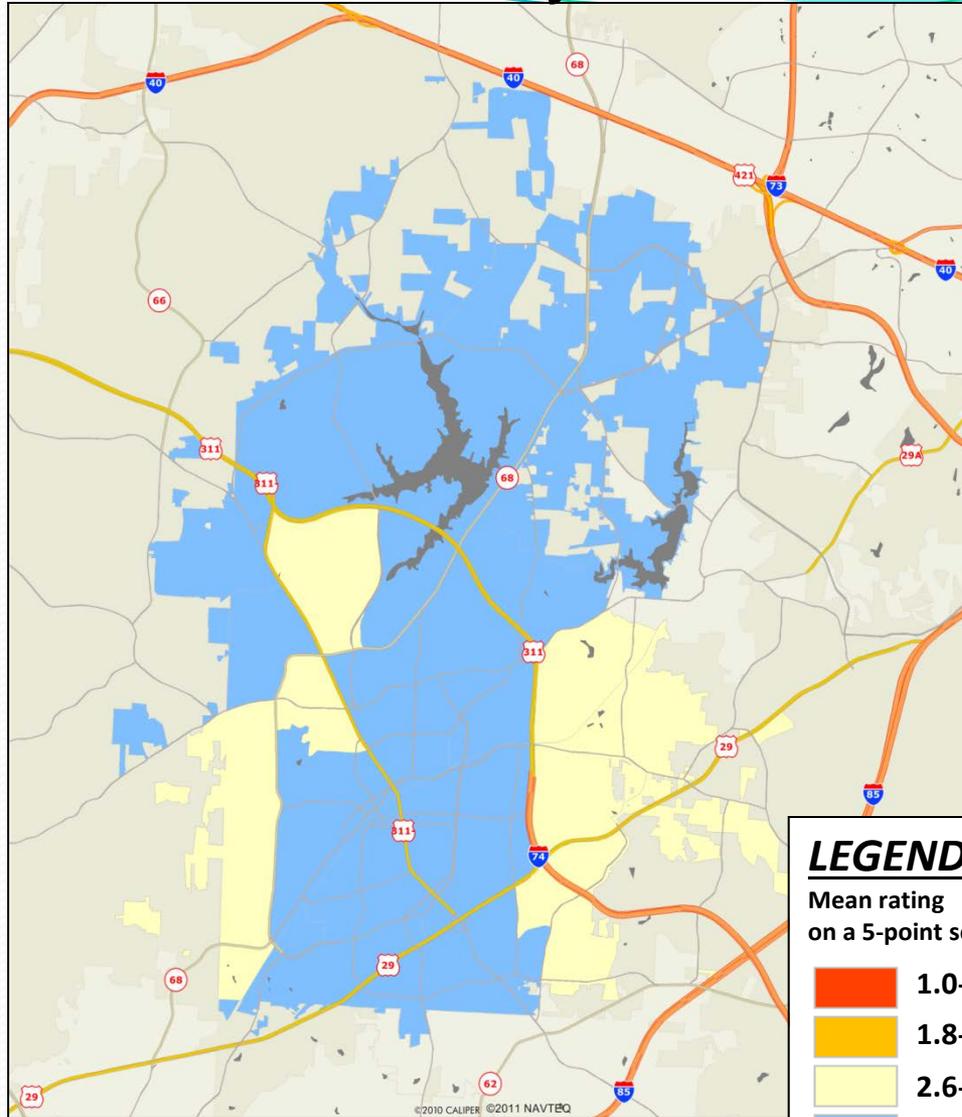


Source: ETC Institute DirectionFinder (2013 - High Point, NC)

**Trends**

# Q12m. Overall value that you receive for electrical utility rates.

This Year



**LEGEND**  
Mean rating  
on a 5-point scale, where:

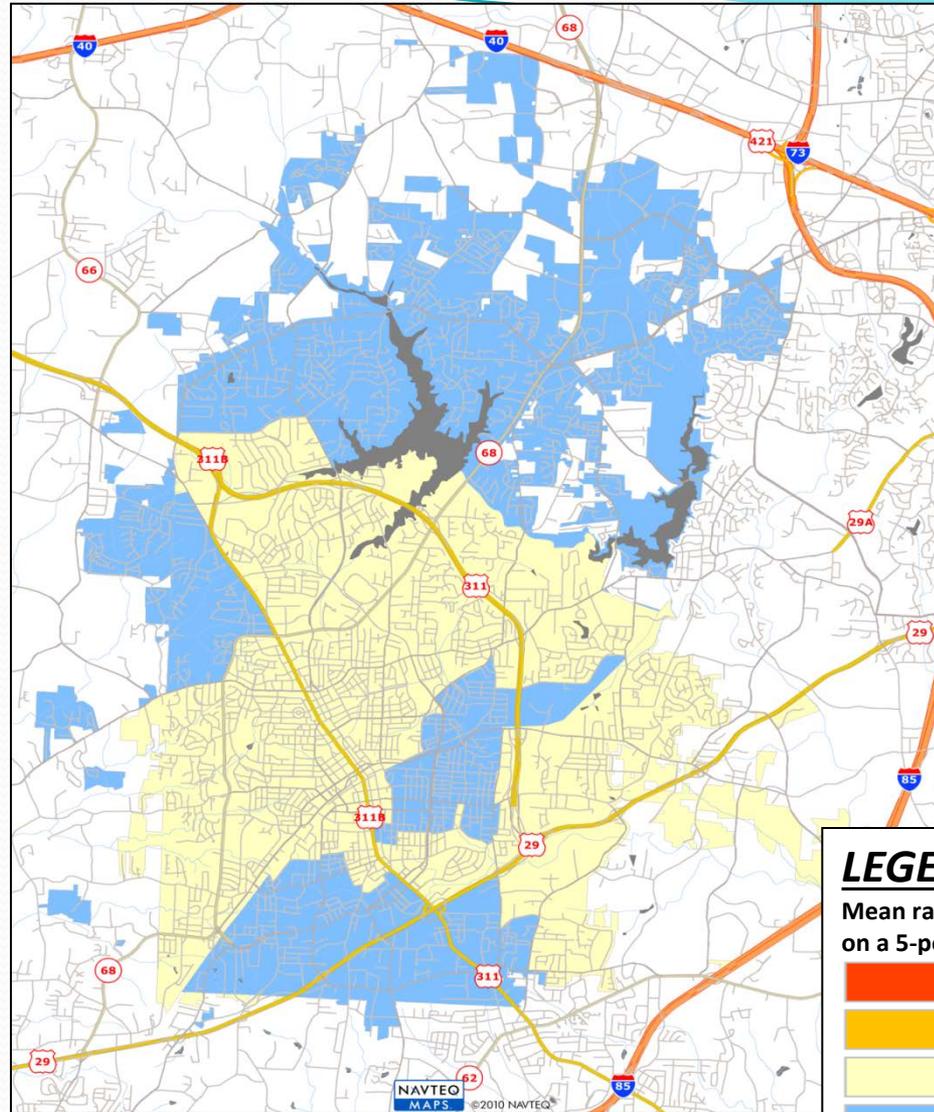
Orange	1.0-1.8 Very Dissatisfied
Yellow	1.8-2.6 Dissatisfied
Light Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
Grid Pattern	Other (no responses)

## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

# Q11N. Overall value received for electric utility rate.

From 2011



## **LEGEND**

Mean rating  
on a 5-point scale, where:

- |   |                           |
|---|---------------------------|
|  | 1.0-1.8 Very Dissatisfied |
|  | 1.8-2.6 Dissatisfied      |
|  | 2.6-3.4 Neutral           |
|  | 3.4-4.2 Satisfied         |
|  | 4.2-5.0 Very Satisfied    |
|  | Other                     |

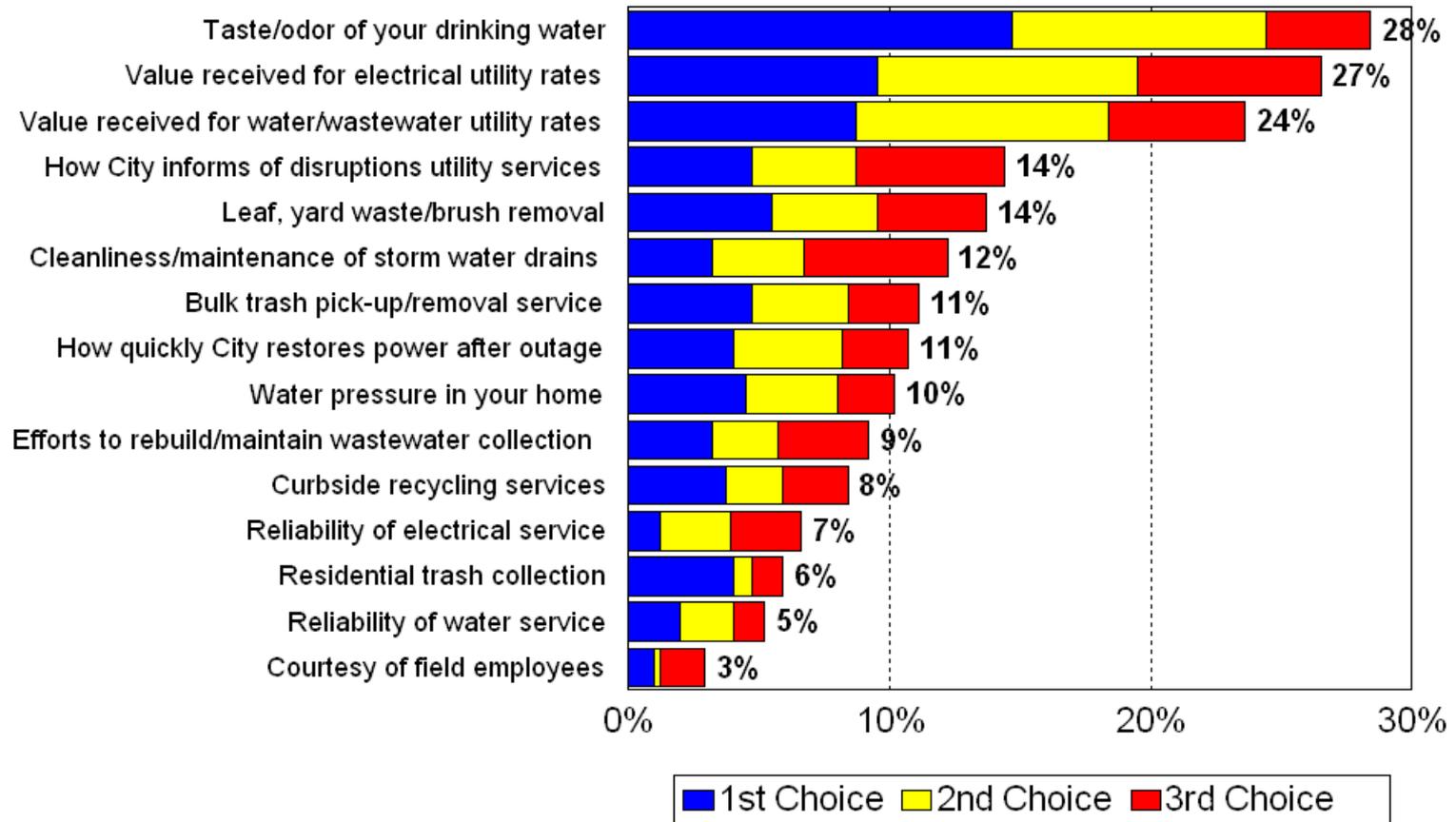


## 2011 City of High Point Community Survey

Shading reflects the mean rating for all respondents by CBG  
(merged as needed)

# Q13. Environmental and Utility 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 (2013 - High Point, NC)

# Importance-Satisfaction Rating

## High Point, North Carolina

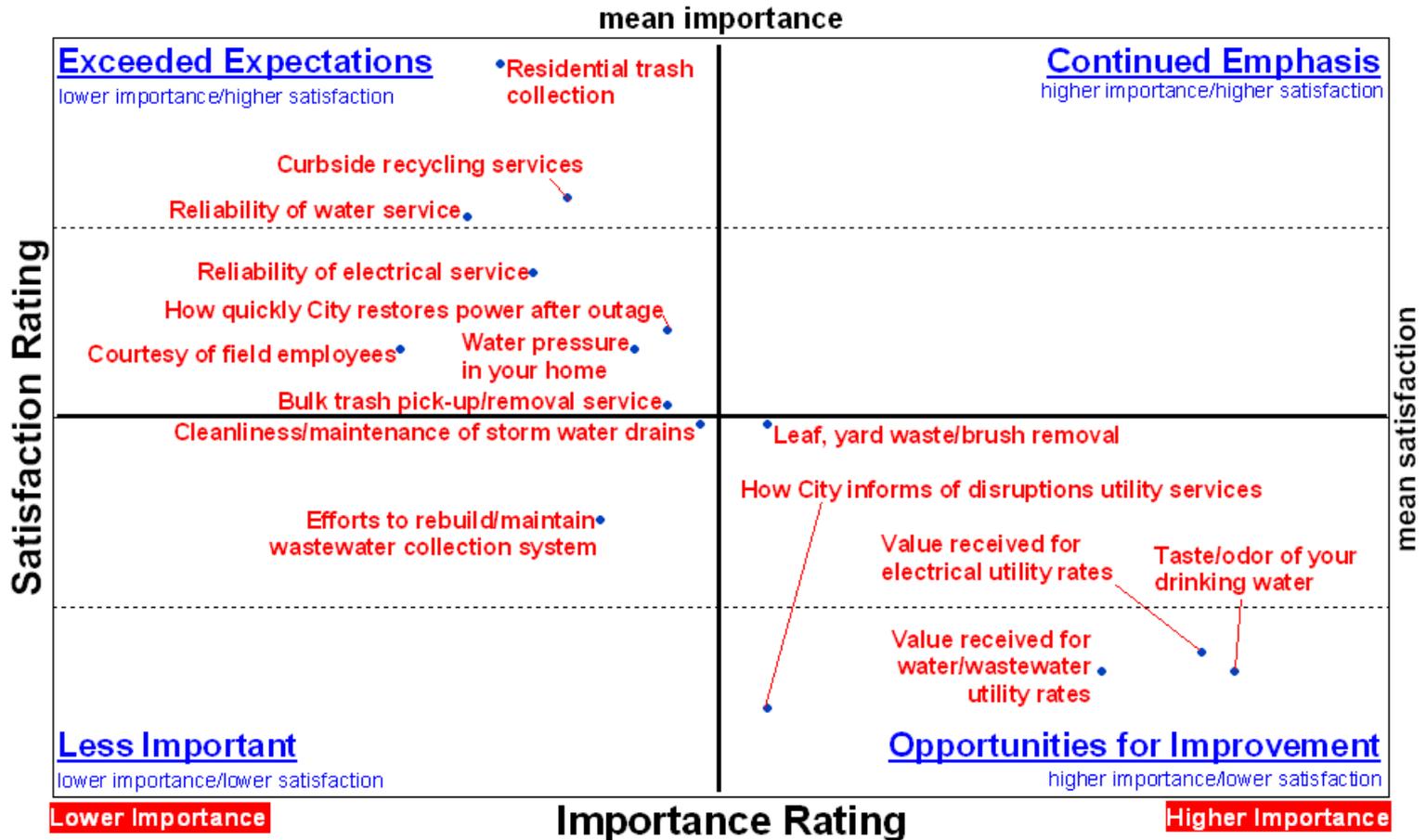
### Environmental and Utility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Taste/odor of your drinking water	28%	1	57%	13	0.1204	1
Value received for electrical utility rates	27%	2	58%	12	0.1134	2
Value received for water/wastewater utility rates	24%	3	57%	14	0.1032	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How City informs of disruptions utility services	14%	4	55%	15	0.0630	4
Leaf, yard waste/brush removal	14%	5	70%	9	0.0420	5
Cleanliness/maintenance of storm water drains	12%	6	70%	10	0.0360	6
Bulk trash pick-up/removal service	11%	7	71%	8	0.0319	7
Efforts to rebuild/maintain wastewater collection system	9%	10	65%	11	0.0315	8
How quickly City restores power after outage	11%	8	75%	5	0.0275	9
Water pressure in your home	10%	9	74%	6	0.0260	10
Reliability of electrical service	7%	12	78%	4	0.0154	11
Curbside recycling services	8%	11	82%	2	0.0144	12
Reliability of water service	5%	14	81%	3	0.0095	13
Courtesy of field employees	3%	15	74%	7	0.0078	14
Residential trash collection	6%	13	89%	1	0.0066	15

# 2013 City of High Point DirectionFinder Importance-Satisfaction Assessment Matrix

## -Environmental and Utility Services-

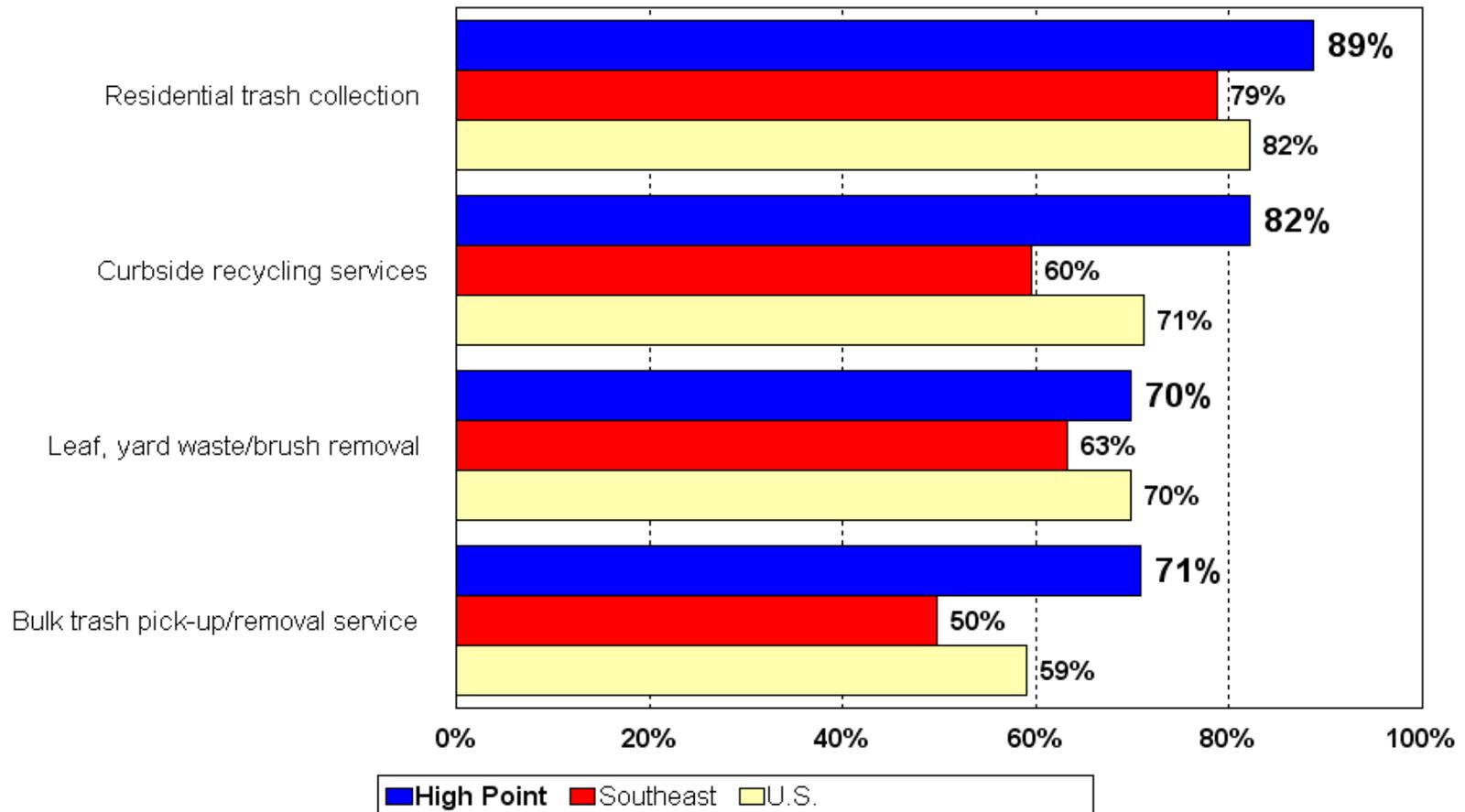
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Overall Satisfaction with Utility Services

## High Point vs. Southeast 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 don't knows)



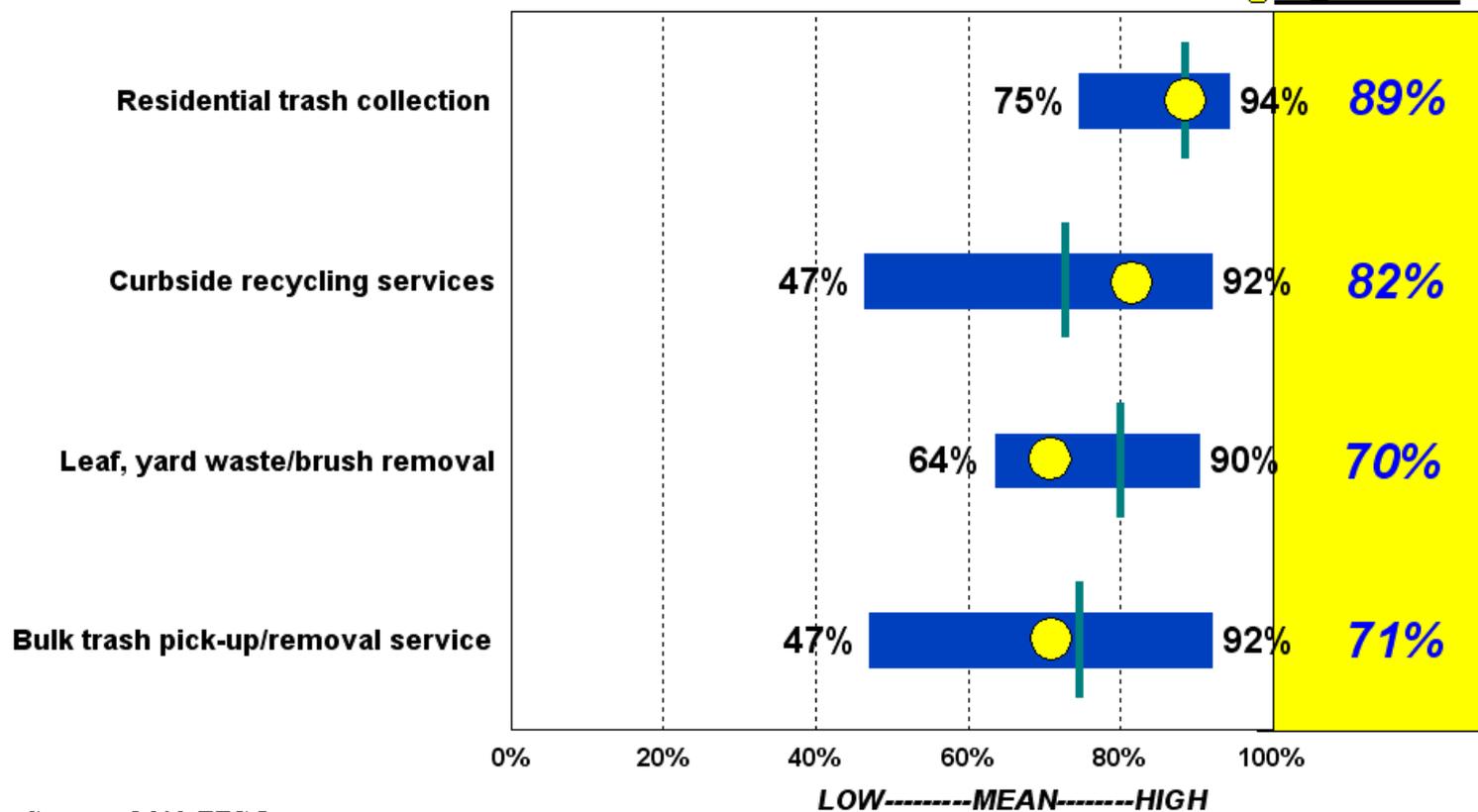
Source: 2013 ETC Institute

# Satisfaction with Utilities 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

 **High Point**



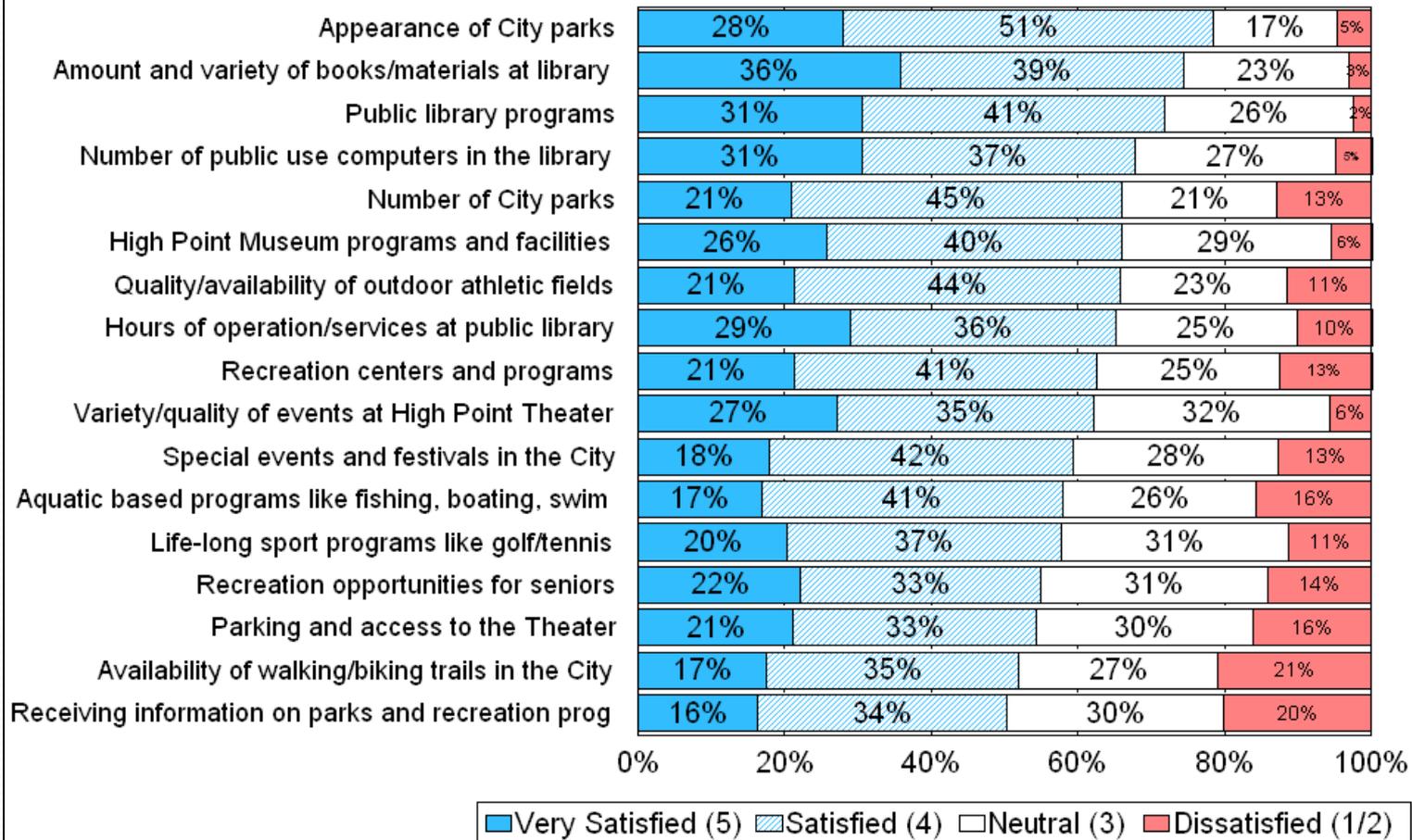
Source: 2013 ETC Institute



# **Cultural and Recreational Services**

## Q15. Overall Satisfaction With Cultural and Recreation Services

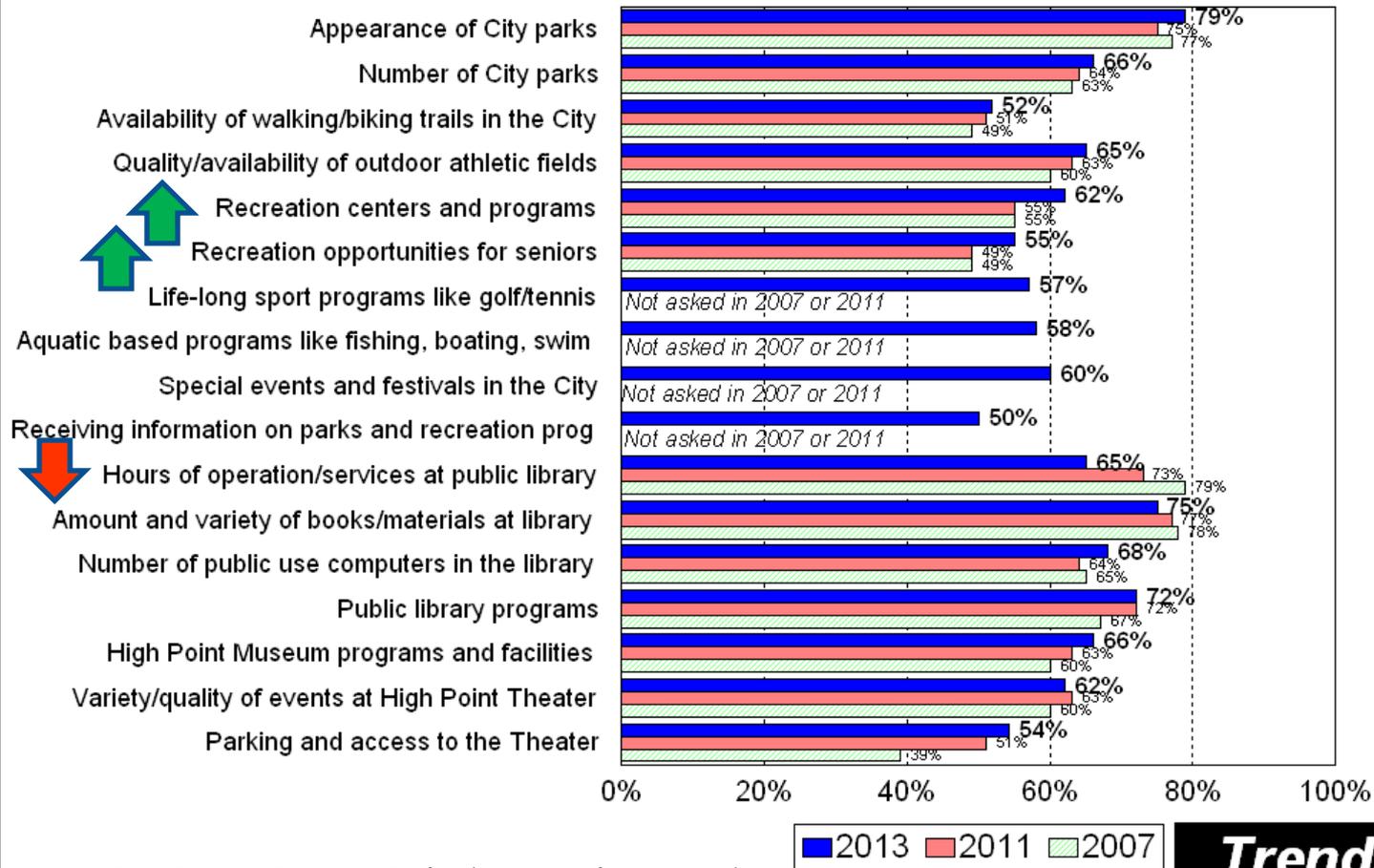
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q15. Overall Satisfaction With Cultural and Recreation Services - 2007 to 2013

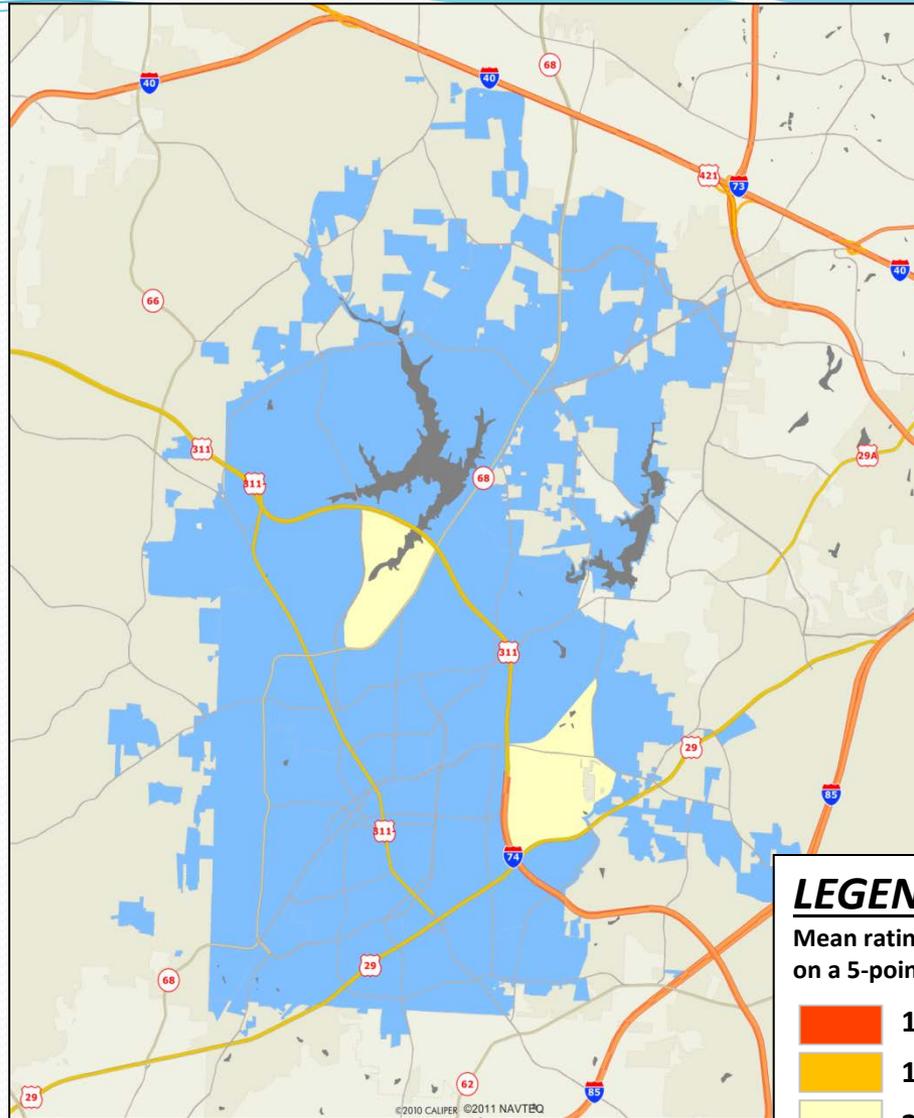
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

**Trends**

# Q15e. Recreation centers and programs for youth .



This Year

**LEGEND**

Mean rating on a 5-point scale, where:

	1.0-1.8 Very Dissatisfied
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

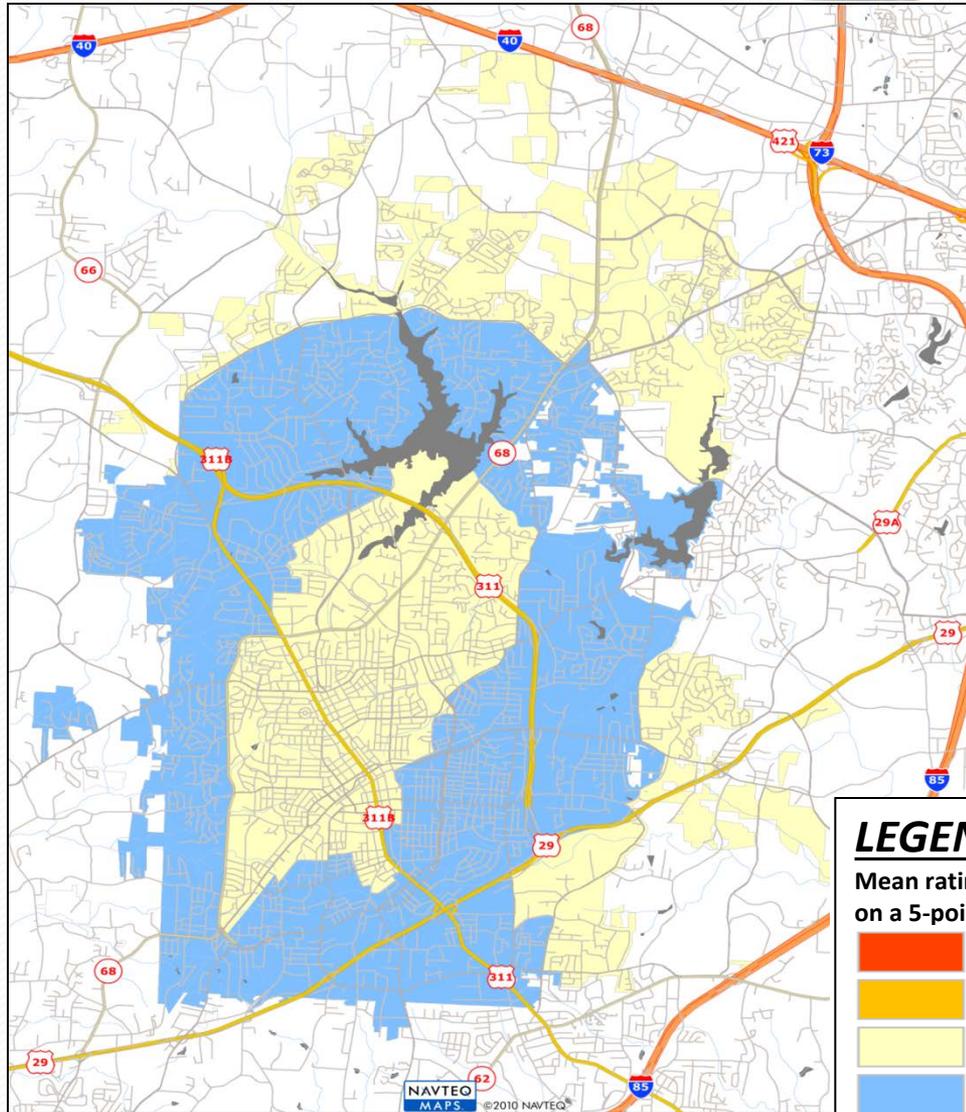


## 2012 City of High Point Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

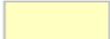
# Q14F. Recreation centers and programs.

From 2011



## **LEGEND**

Mean rating  
on a 5-point scale, where:

- |   |                           |
|---|---------------------------|
|  | 1.0-1.8 Very Dissatisfied |
|  | 1.8-2.6 Dissatisfied      |
|  | 2.6-3.4 Neutral           |
|  | 3.4-4.2 Satisfied         |
|  | 4.2-5.0 Very Satisfied    |
|  | Other                     |

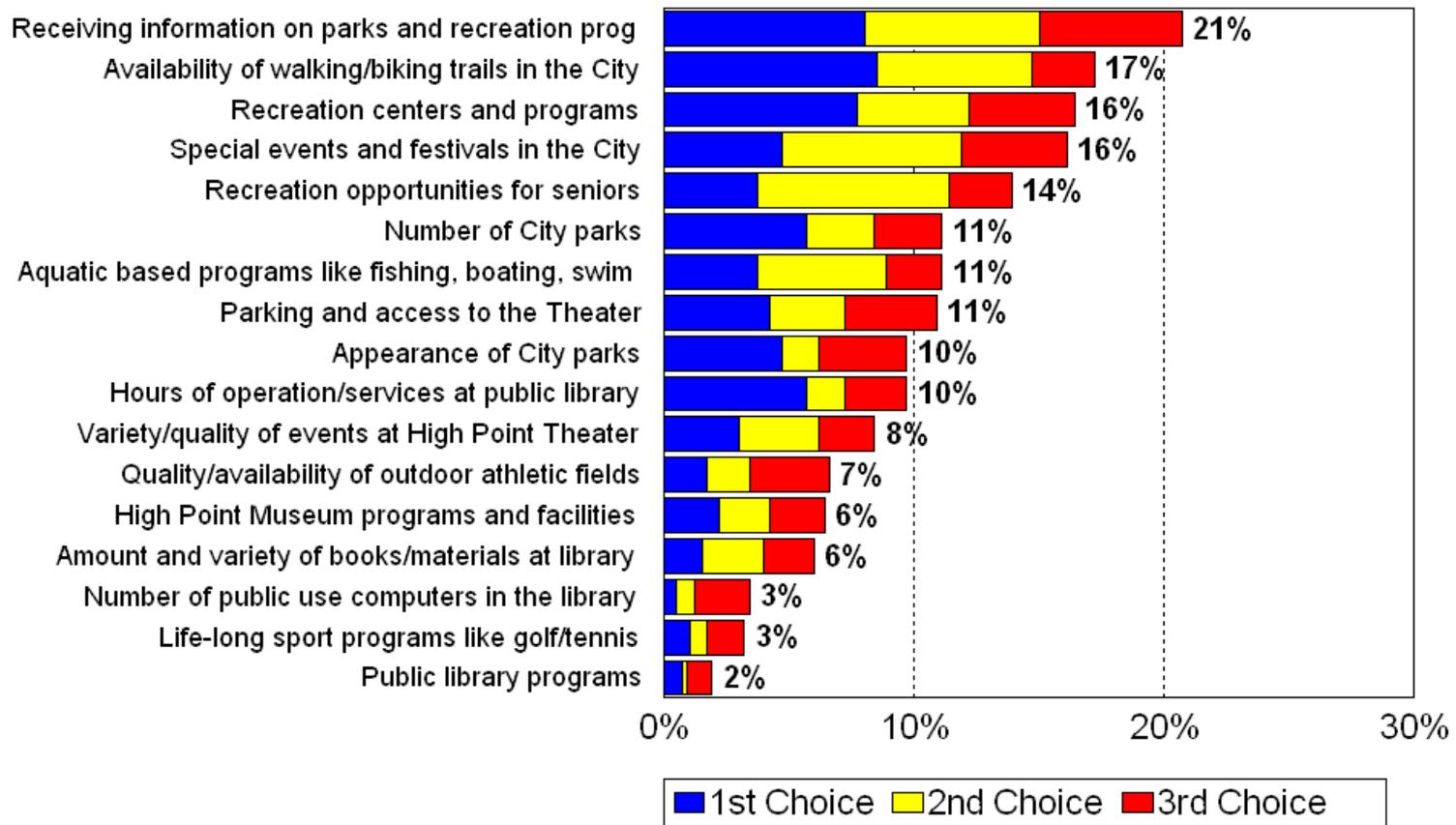


## 2011 City of High Point Community Survey

Shading reflects the mean rating for all respondents by CBG  
(merged as needed)

# Q16. 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 (2013 - High Point, NC)

# Importance-Satisfaction Rating

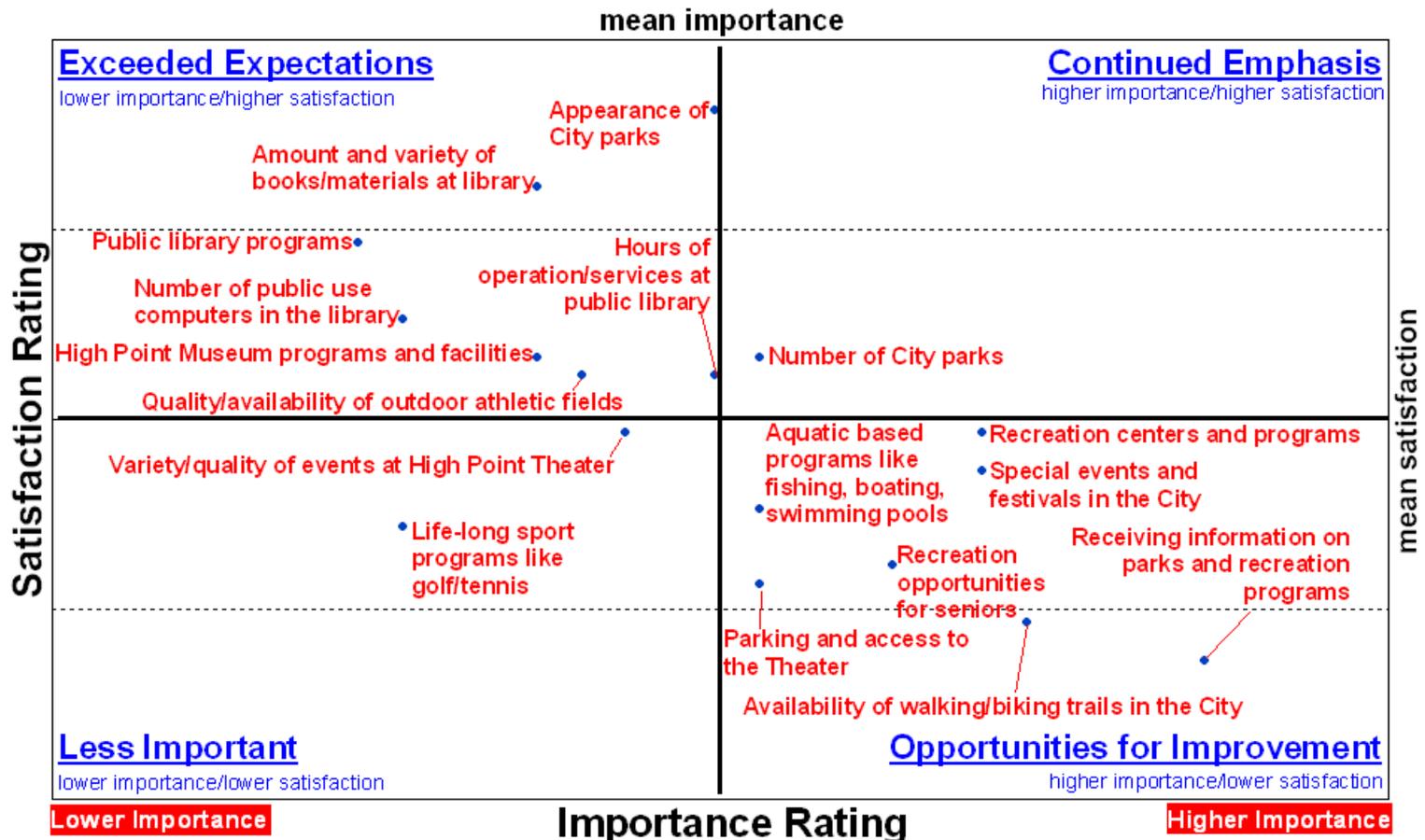
## High Point, North Carolina

### Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Receiving information on parks and recreation programs	21%	1	50%	17	0.1050	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of walking/biking trails in the City	17%	2	52%	16	0.0816	2
Special events and festivals in the City	16%	4	60%	11	0.0640	3
Recreation opportunities for seniors	14%	5	55%	14	0.0630	4
Recreation centers and programs	16%	3	62%	9	0.0608	5
Parking and access to the Theater	11%	8	54%	15	0.0506	6
Aquatic based programs like fishing, boating, swimming pools	11%	6	58%	12	0.0462	7
Number of City parks	11%	7	66%	5	0.0374	8
Hours of operation/services at public library	10%	10	65%	7	0.0350	9
Variety/quality of events at High Point Theater	8%	11	62%	10	0.0304	10
Quality/availability of outdoor athletic fields	7%	12	65%	8	0.0245	11
Appearance of City parks	10%	9	79%	1	0.0210	12
High Point Museum programs and facilities	6%	14	66%	6	0.0204	13
Amount and variety of books/materials at library	6%	13	75%	2	0.0150	14
Life-long sport programs like golf/tennis	3%	15	57%	13	0.0129	15
Number of public use computers in the library	3%	16	68%	4	0.0096	16
Public library programs	2%	17	72%	3	0.0056	17

# 2013 City of High Point DirectionFinder Importance-Satisfaction Assessment Matrix -Cultural and Recreation Services-

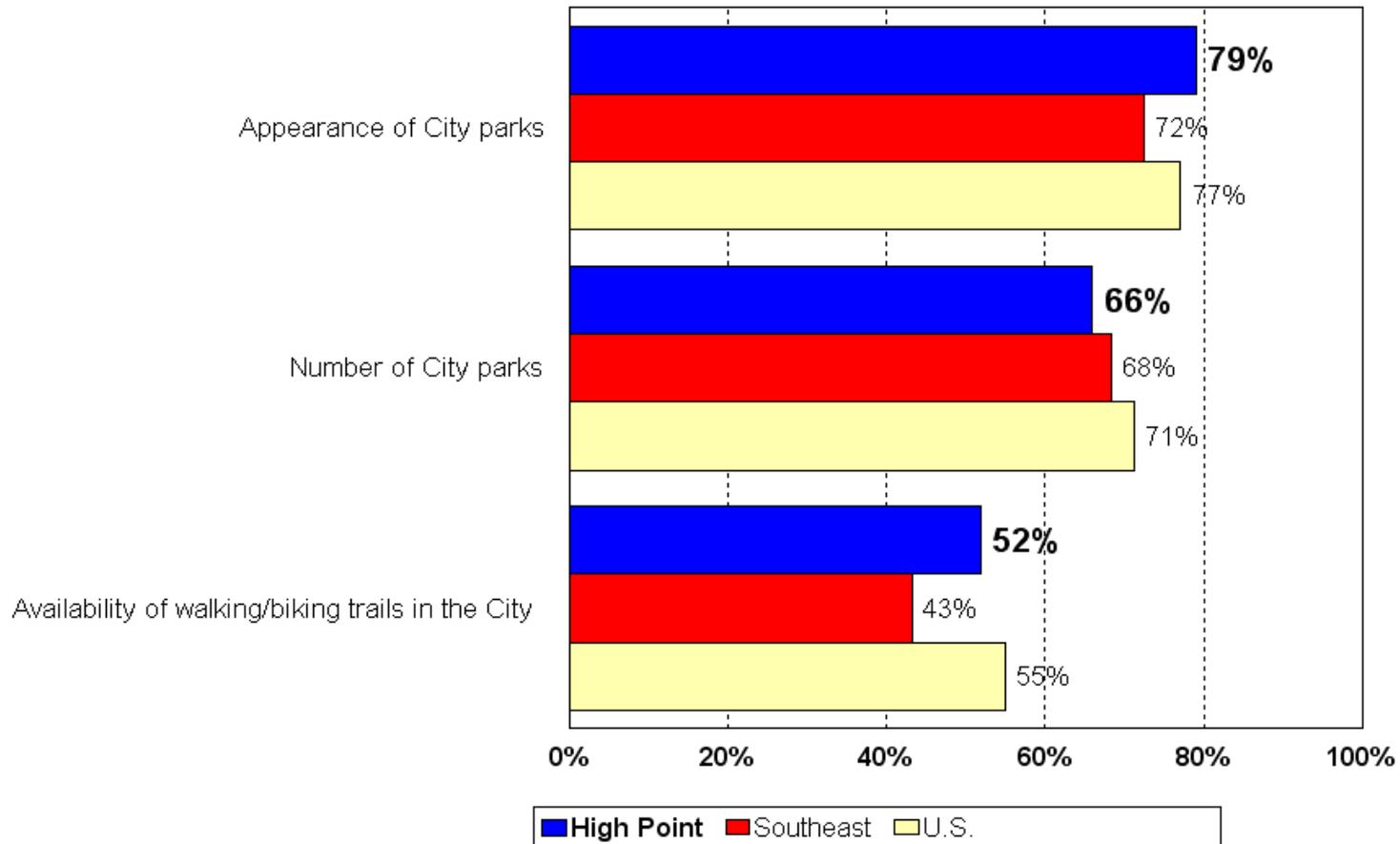
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Overall Satisfaction with Parks and Recreation

## High Point vs. Southeast 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 don't knows)



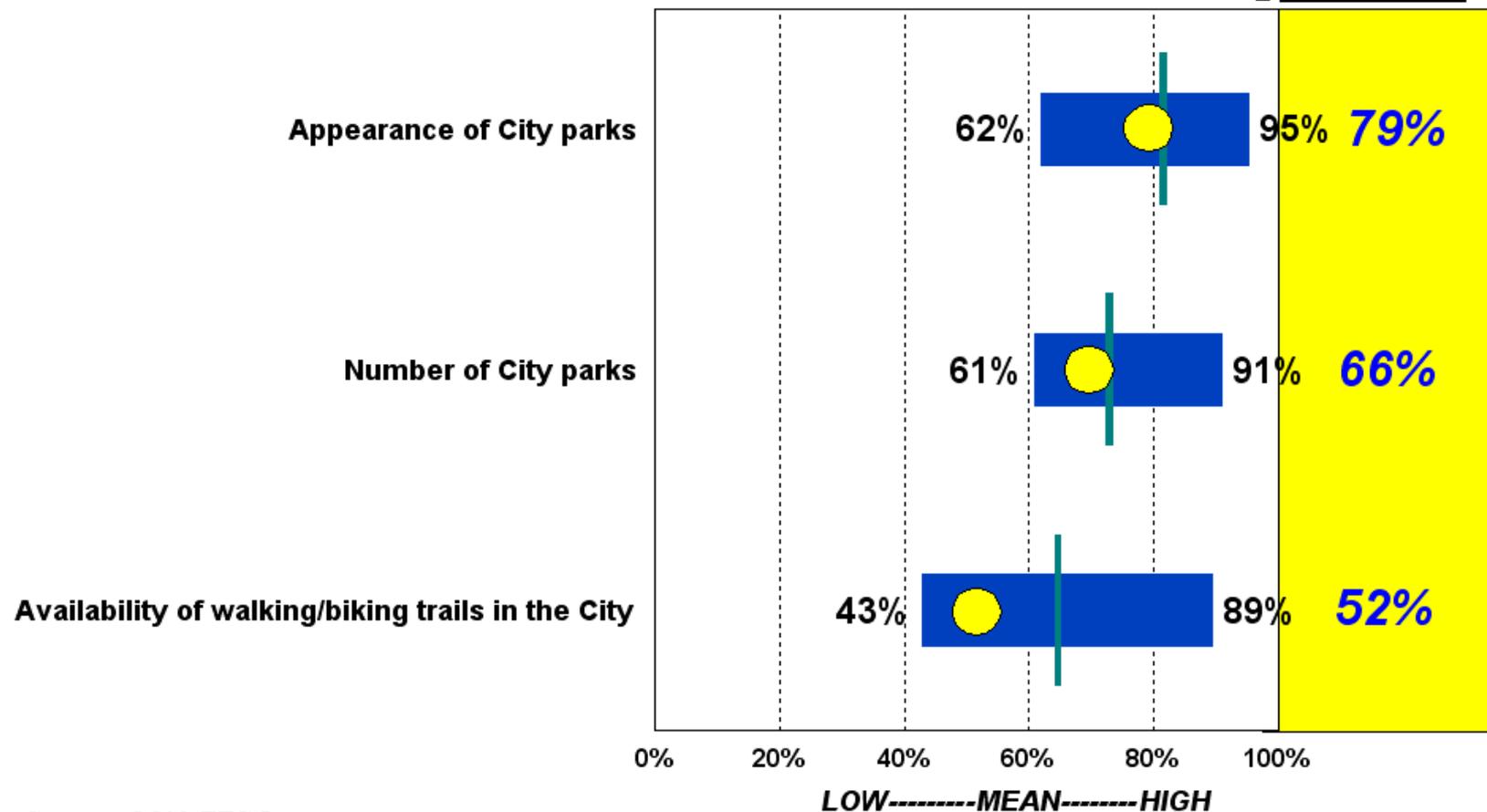
Source: 2013 ETC Institute

# Satisfaction with Parks and Recreation 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-199,999

● High Point



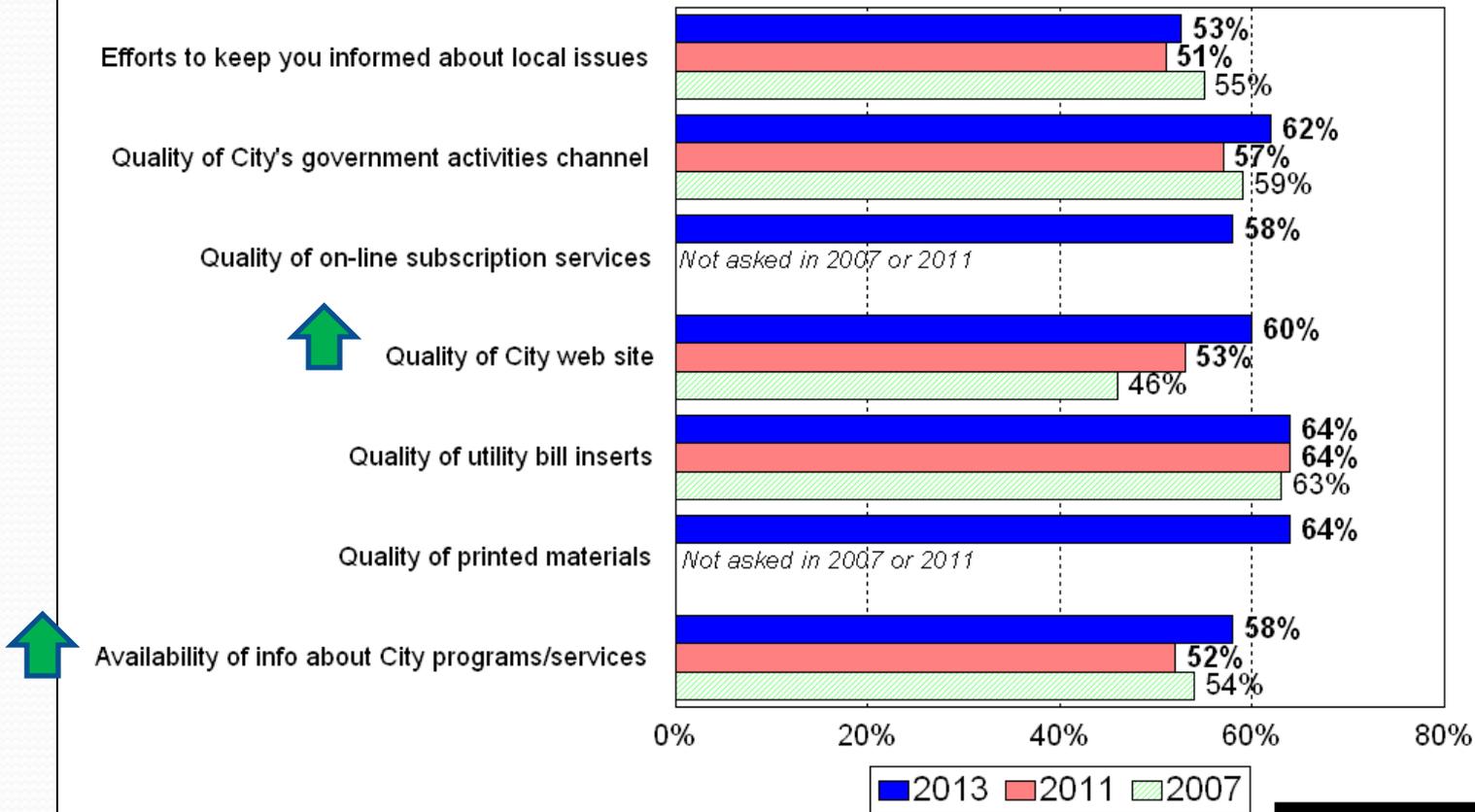
Source: 2013 ETC Institute



**Other**

# Q14. Satisfaction with City Communication 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

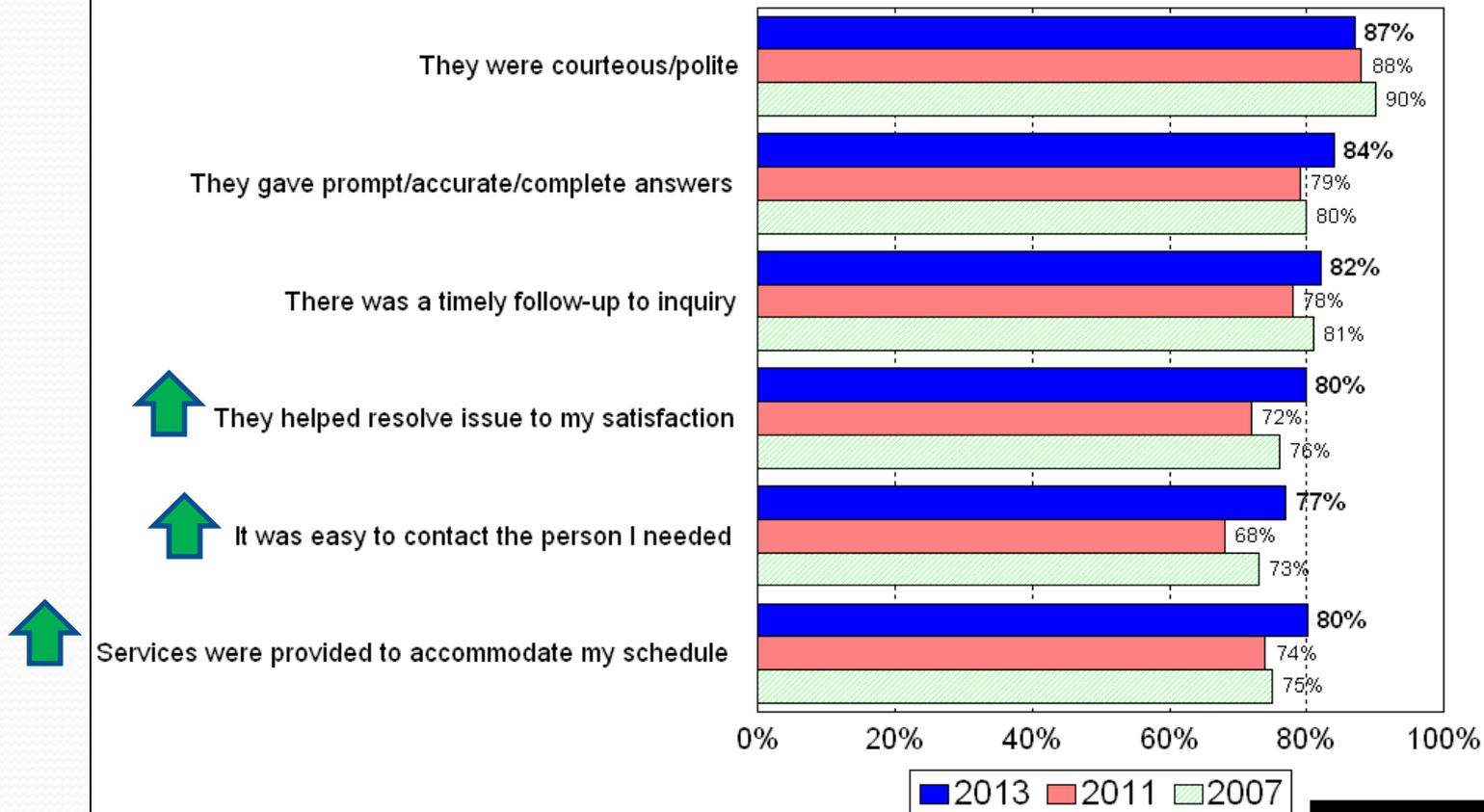


**Trends**

Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q17a.-f. Satisfaction with Customer Service - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

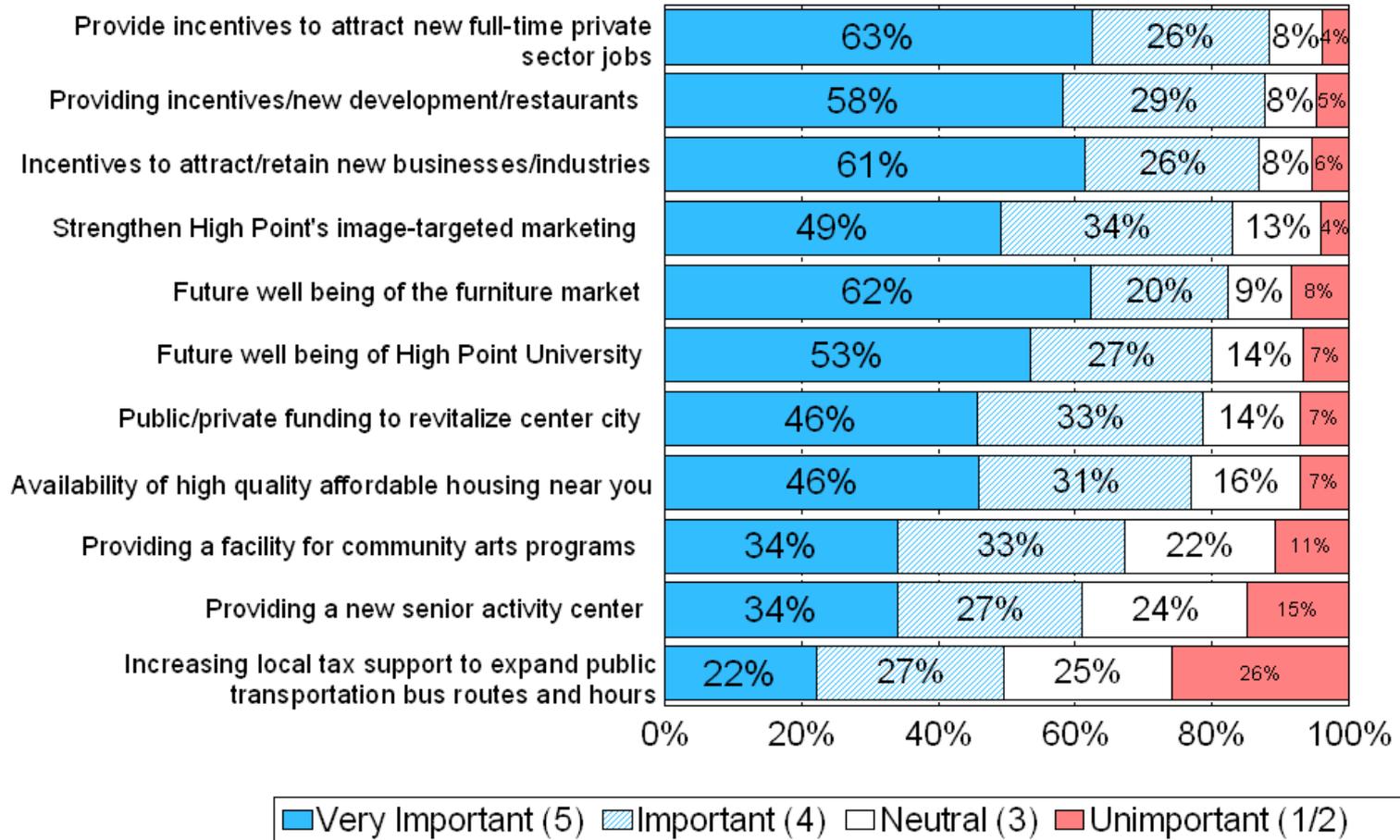


**Trends**

Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q19. Importance of Various City Issues

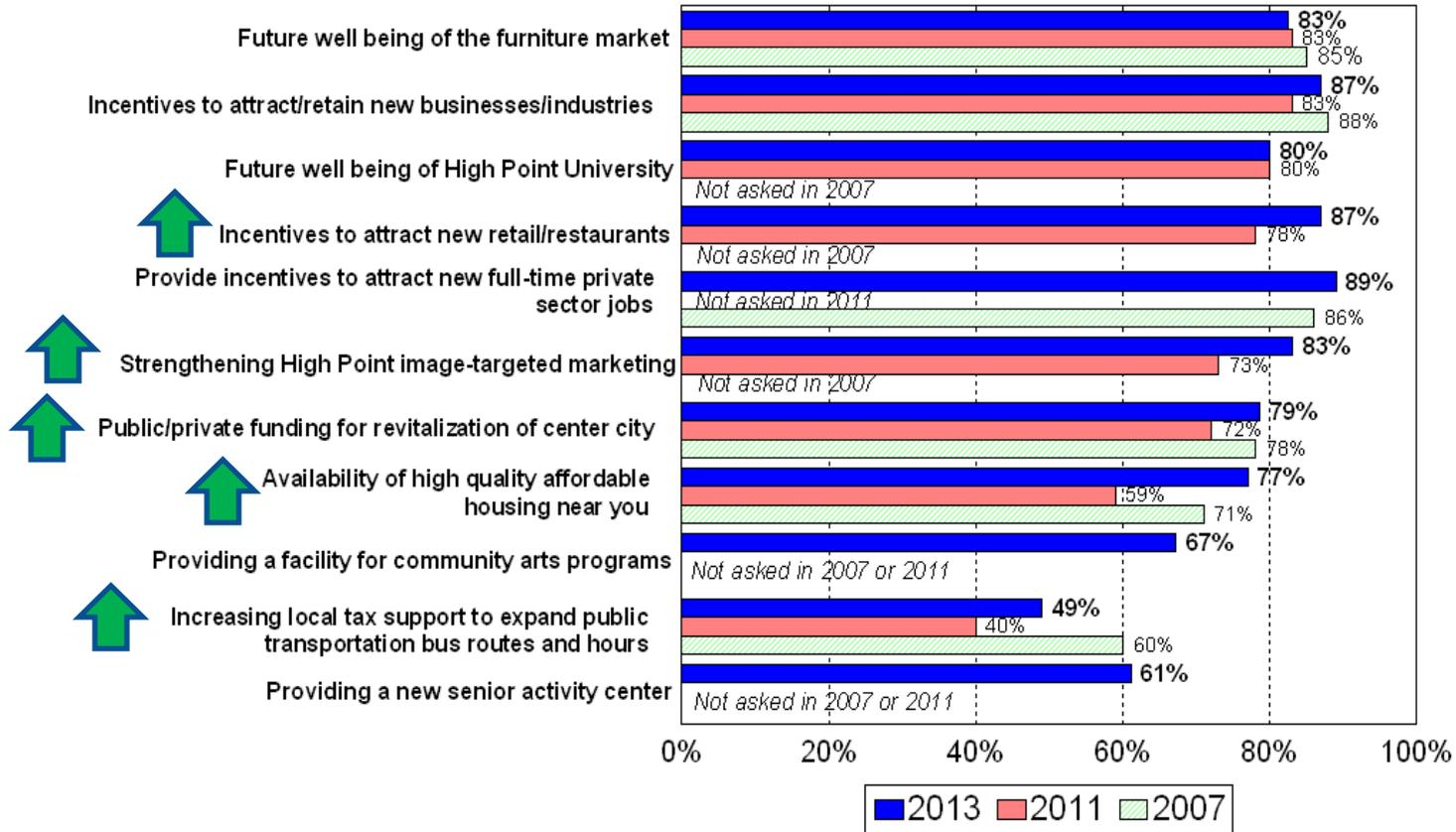
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

# Q19. Importance of Various City Issues - 2007 to 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

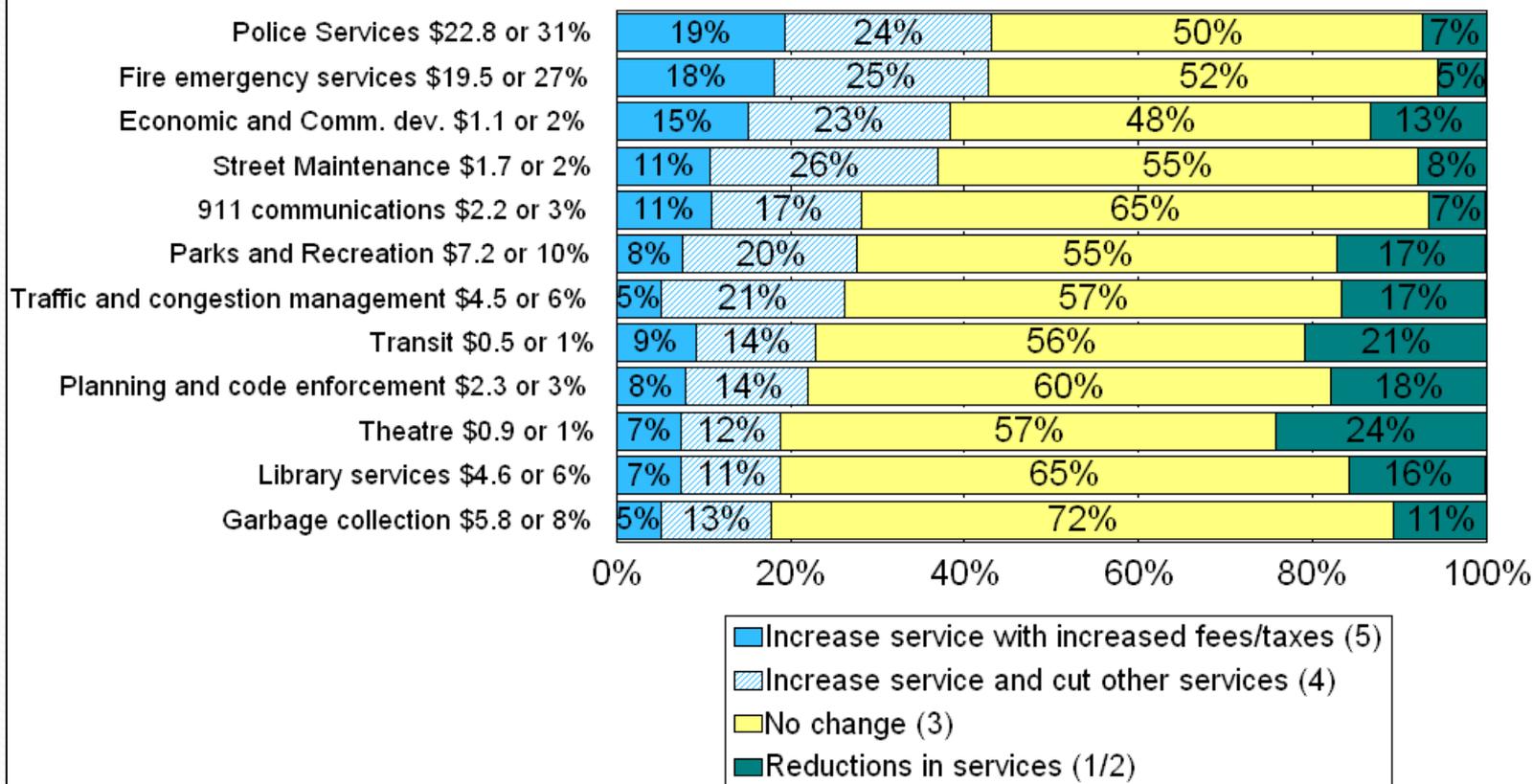


Source: ETC Institute DirectionFinder (2013 - High Point, NC)



# Q21. Support for Changes in Each of the Following Services that are Supported by \$73.1 million in General Revenues

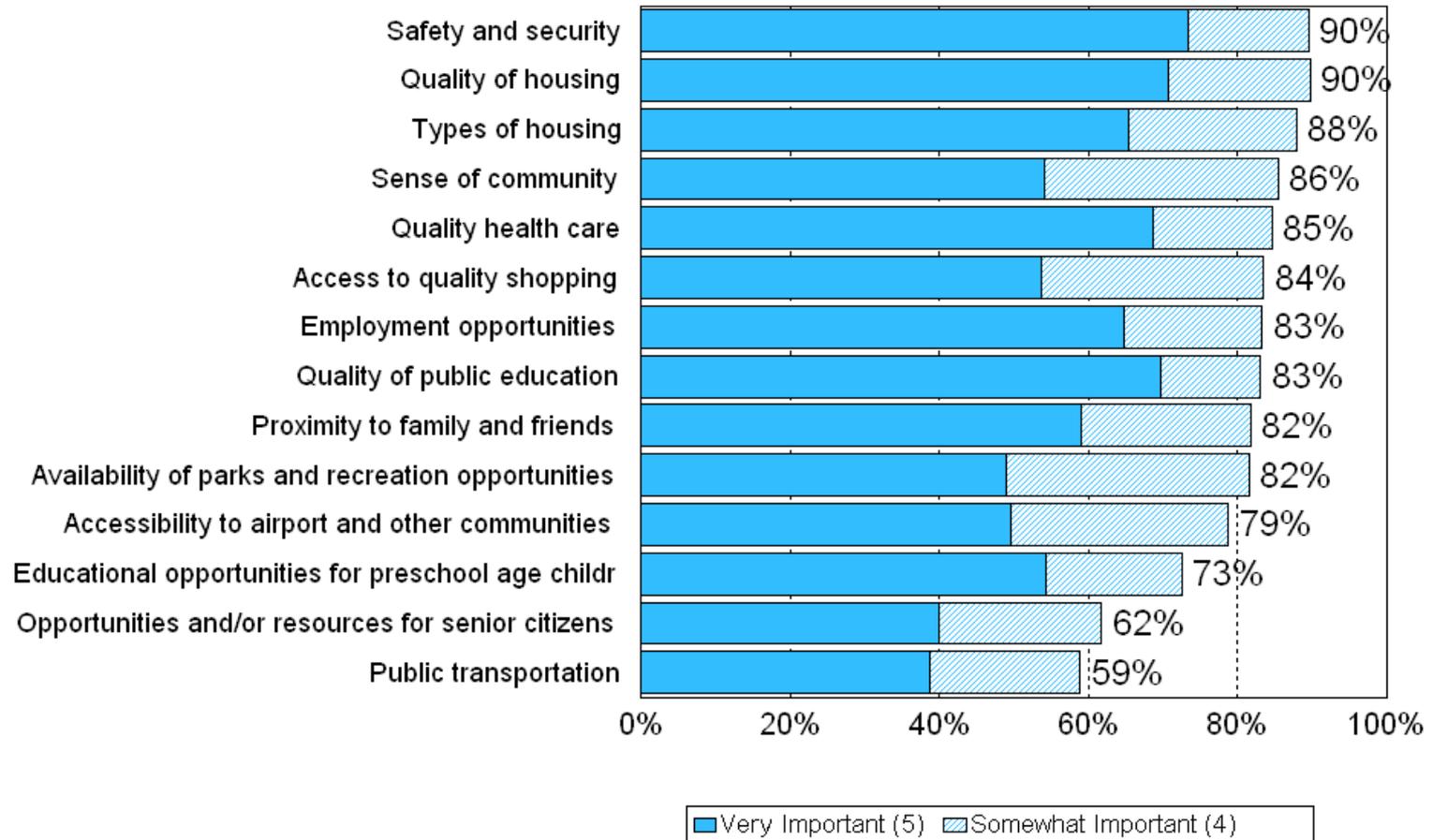
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

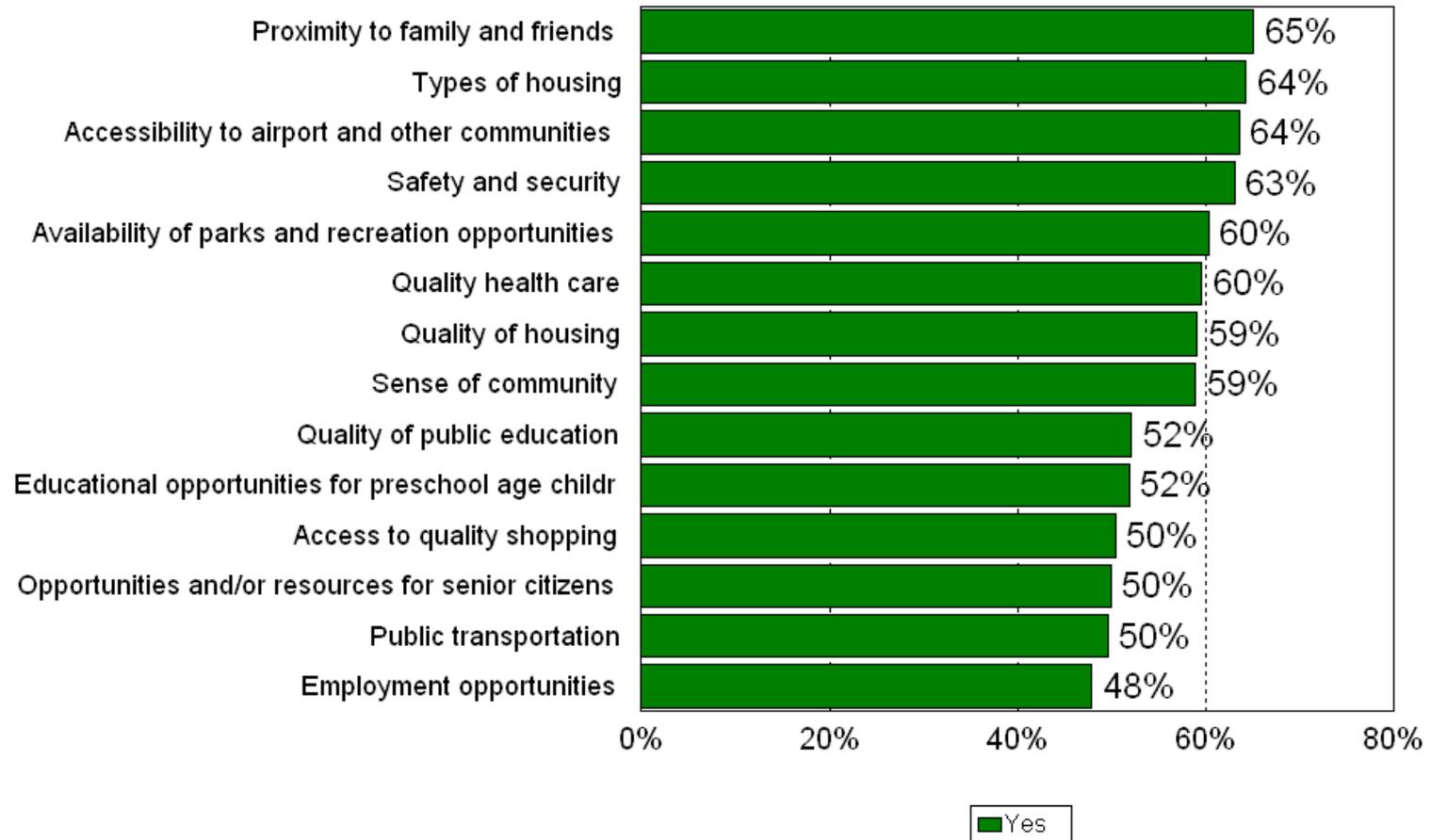
## Q18. Importance of Reasons for Your Decision to Live in High Point

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



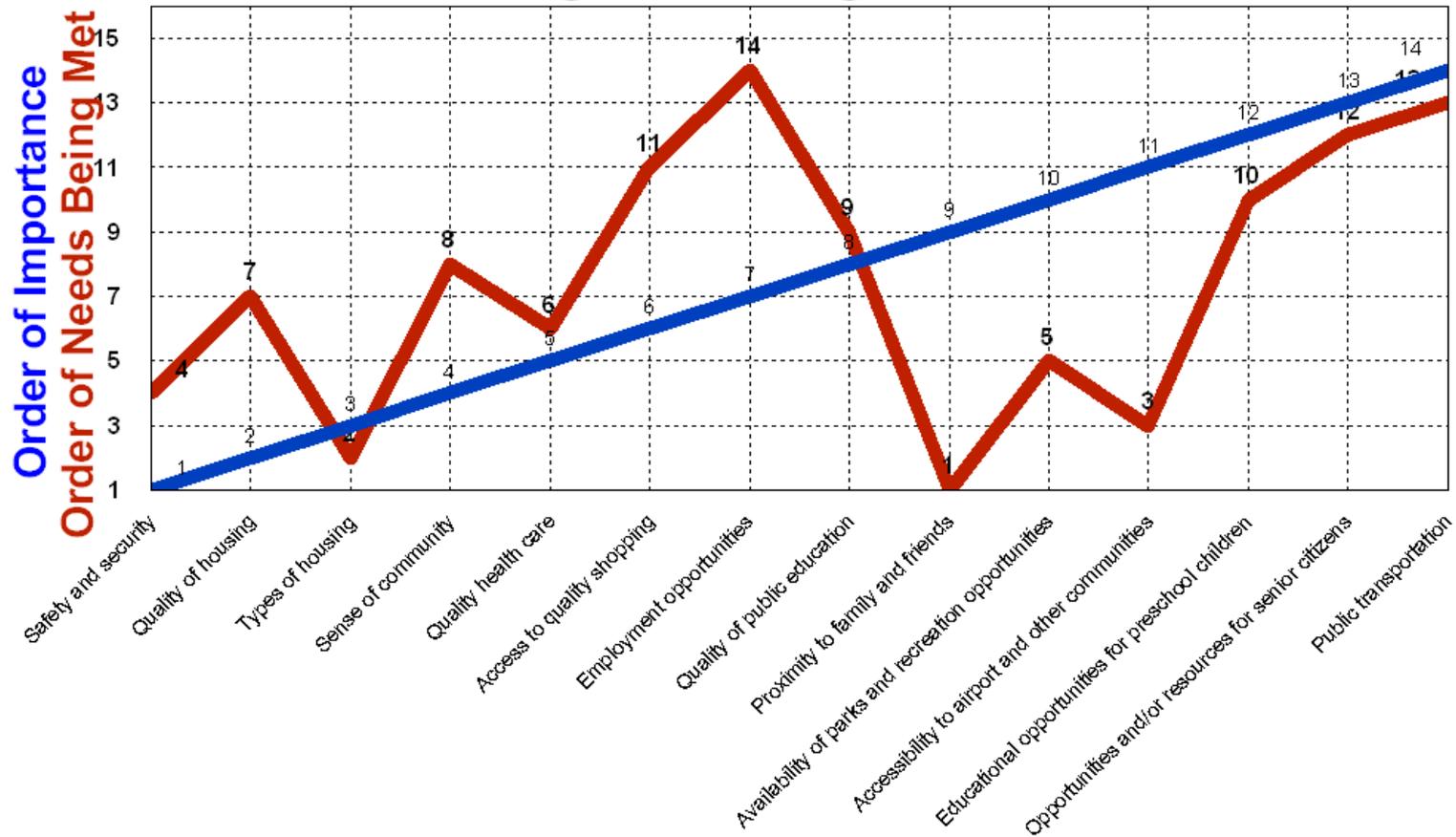
# Q18a. Are your needs being met in High Point?

by percentage of respondents who responded with "yes"



Source: ETC Institute DirectionFinder (2013 - High Point, NC)

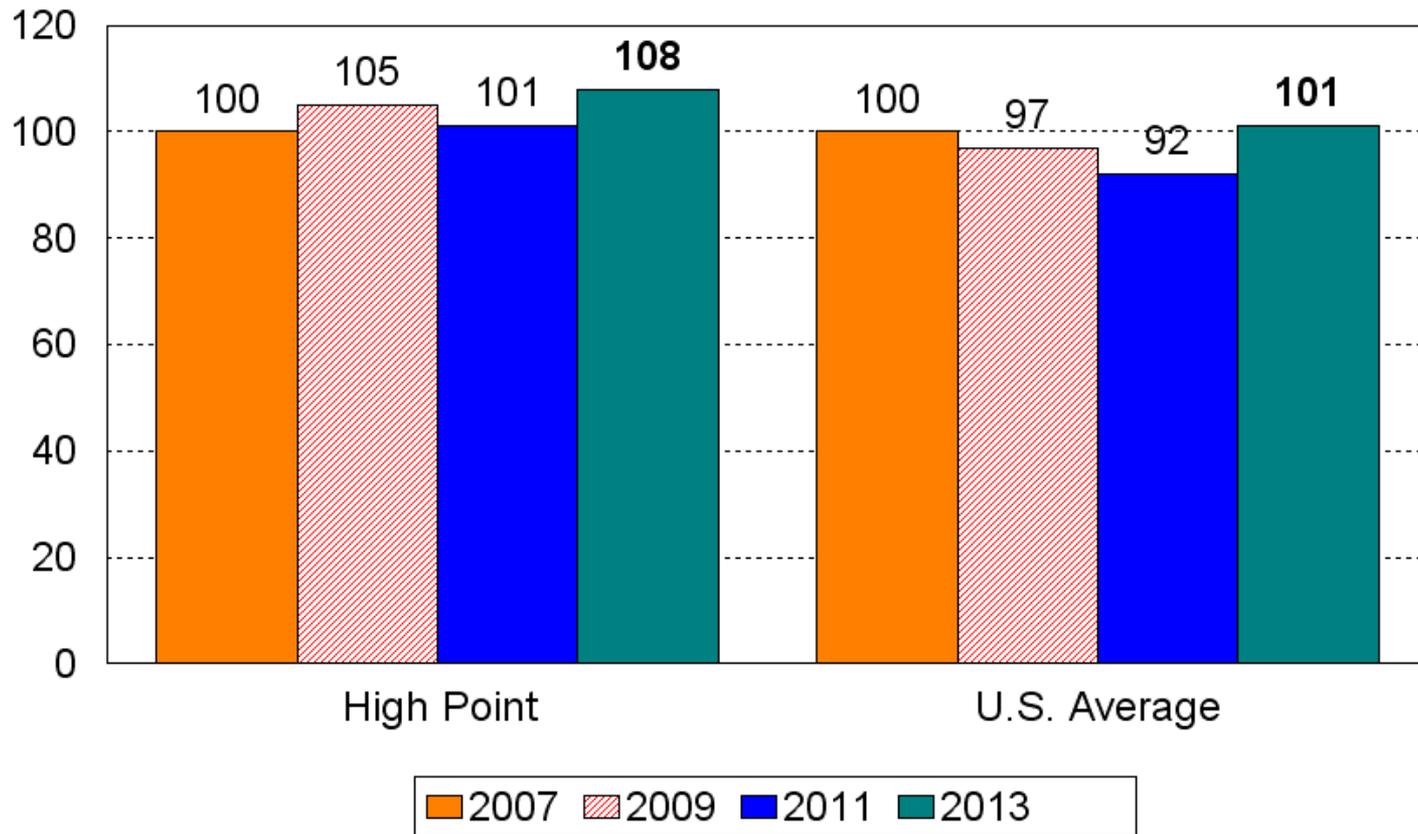
## The Importance of Various Reasons for Choosing to Live in High Point vs. Needs Being Met in High Point



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

# Overall Satisfaction Index 2007 thru 2013

derived from the overall satisfaction ratings provided by residents  
Year 2007=100



# Summary of Major Findings

- ❑ High Point had “significant” increases in 35 categories of service.
- ❑ High Point rated higher than most national and regional benchmark comparisons.
- ❑ Emphasis for High Point over the next 2 years:
  - Removal of dilapidated housing
  - Maintenance of streets, sidewalks and infrastructure
  - Overall quality of economic development
  - Efforts to reduce neighborhood drugs and prostitution



# Questions?

**THANK YOU**