



**VILLAGE COUNCIL
AGENDA FOR REGULAR MEETING OF SEPTEMBER 25, 2018
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA
4:30 PM**

1. Call to Order.
2. Invocation, by Reverend David Beam of Pinehurst United Methodist Church, and Pledge of Allegiance
3. Reports:
 Manager
 Council Report

4. Motion to Approve Consent Agenda.

All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held unless requested by a member of the Village Council.

- A. Public Safety Reports
- B. Approval of Draft Village Council Meeting Minutes.
 09-11 Regular Meeting
 09-11 Work Session
 09-13 Emergency Meeting

End of Consent Agenda.

5. Present Doug Tuxbury with Resolution 18-20, Honoring Him for His Service with the Community Watch Program.
6. Discussion on 1/4 Cent Sales Tax Referendum.
7. Motion to Recess Regular Meeting and Enter Into a Public Hearing.
8. Public Hearing No. 1
 The purpose of this public hearing is to consider an Official Zoning Map Amendment. This map amendment would rezone one parcel of land consisting of approximately 3.59 acres located between 2040 & 2020 Midland Rd., adjacent to Walker Station and further identified as Moore County PID # 00032232. The property is currently zoned R-30 (Medium Density Residential). This proposed map amendment would change the zoning of the property to R-15-CD (Medium Density Residential – Conditional District). The proposed use of the property is a seven lot single family subdivision. The property is currently vacant. The applicant is Village Developers, Inc. and the current owner is Pinehurst REIT, LLC.
9. Motion to Adjourn Public Hearing and Re-Enter Regular Meeting.
10. Discuss and Consider Ordinance 18-22 Amending the Official Zoning Map.

11. Presentation of the 2018 Community and Business Survey Results.
12. Consider the Request for Retiring Detective, Lt. Daryl Bender, to Purchase Service Revolver.
13. Consider Road Dedication for a New Section of Power Plant Road.
14. Addition to the Fees and Charges Schedule - Fair Barn
15. Other Business.
16. Comments from Attendees.
17. Motion to Adjourn.

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement.



INVOCATION
ADDITIONAL AGENDA DETAILS:

Invocation by Reverend David Beam.



**COUNCIL
ADDITIONAL AGENDA DETAILS:**

ATTACHMENTS:

Description

📎 Council Report



Council Member to Report	Partners & Collaborators
Nancy Fiorillo	Triangle J. COG
	Neighborhood Advisory Committee
John Cashion	Moore County Schools
	Partners in Progress
John Bouldry	NCDOT/MCTC/TARPO
	Beautification Committee
Judy Davis	Pinehurst Business Partners
	Given Memorial Library
Kevin Drum	Tri-Cities Work Group (Pinehurst, So. Pines, Aberdeen)
	Bicycle and Pedestrian Advisory Committee



**PUBLIC SAFETY REPORTS
ADDITIONAL AGENDA DETAILS:**

FROM:

Beth Dunn

CC:

Jeff Sanborn

DATE OF MEMO:

9/17/2018

MEMO DETAILS:

The monthly public safety reports are attached.

ATTACHMENTS:

Description

- ☐ Fire Department Report for August
- ☐ Police Department Report for August (1)
- ☐ Police Department Report for August (2)



HISTORY, CHARM, AND SOUTHERN HOSPITALITY_____

SUMMARY FOR THE MONTH OF AUGUST 2018

SUMMARY OF INCIDENT CALLS

TYPE OF INCIDENT	NUMBER THIS MONTH	NUMBER FYTD	NUMBER THIS MONTH LAST YEAR	NUMBER FYTD LAST YEAR	PERCENTAGE YTD
Fire	5	10	10	16	-38%
Overpressure Rupture, Explosion, Overheat - no fire	0	0	0	0	0%
Rescue & EMS Incidents	48	94	29	67	40%
Hazardous Conditions - no fire	9	21	6	16	31%
Service Call	21	43	19	50	-14%
Good Intent Call	31	54	27	58	-7%
False Alarm & False Call	32	62	33	73	-15%
Severe Weather & Natural Disaster	1	1	0	2	-50%
Special Incident Type	0	0	0	0	0%
TOTAL INCIDENTS	147	285	124	282	1%

SUMMARY OF INSPECTION

TYPE OF INSPECTIONS	NUMBER THIS MONTH	NUMBER FYTD	NUMBER THIS MONTH LAST YEAR	NUMBER FYTD LAST YEAR	PERCENTAGE YTD
Residential	6	22	9	25	-12%
Residential New Systems	0	0	0	0	0%
Residential Fire Sprinkler	0	7	0	0	700%
Commercial	22	53	29	76	-30%
Plan Review/Site Inspections	1	2	1	8	-75%
Reinspection	38	38	16	27	41%
Occupancy Certificates	0	0	0	0	0%
TOTAL INSPECTIONS	67	122	55	136	-10%
Violations Found:	95	159	27	68	134%
YTD Violations to be Corrected:		64		41	
YTD Violations Corrected:		37		23	
Correction Percentage:		58%		56%	

September 5, 2018



J. Carlton Cole, Fire Chief

FIRE DEPARTMENT

395 Magnolia Road • Pinehurst, NC 28374 • Telephone (910) 295-5575 • Fax (910) 295-4861 • www.vopnc.org



PINEHURST FIRE DEPARTMENT

By The Numbers - August 2018



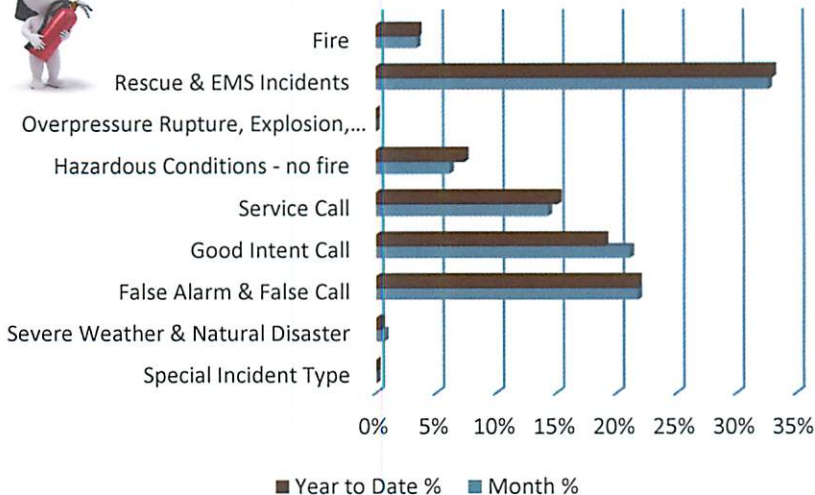
Month

Calls for Service	147
% Overlapping Incidents	7.53%
Busiest Day of Week	Sat.
Busiest Hour of Day	11 AM
# of Times Staff Recalled	2

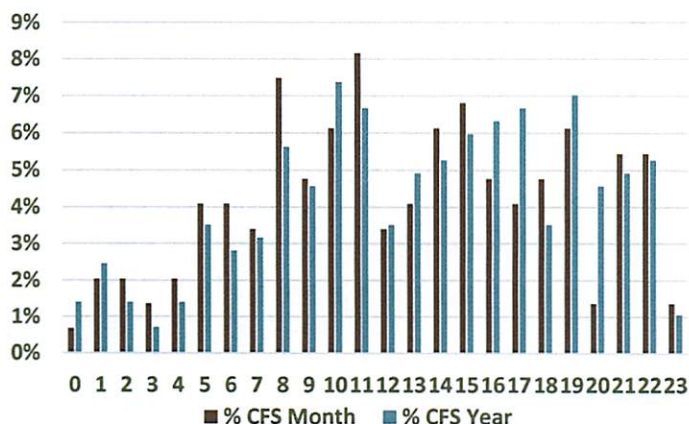
Year

Calls for Service	285
% Overlapping Incidents	8.77%
Busiest day of Week	Tu/W/Sa
Busiest Hour of Day	10 AM
# of Times Staff Recalled	4

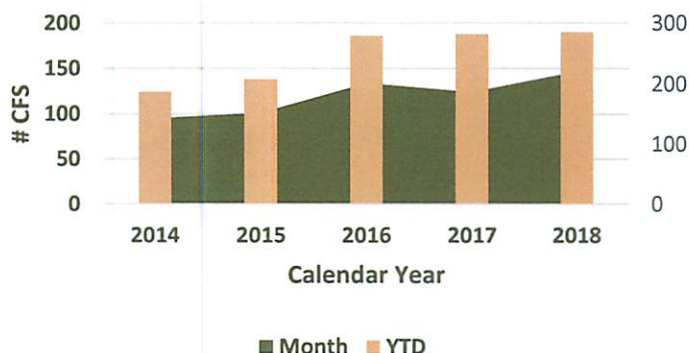
% of Calls for Service (CFS)



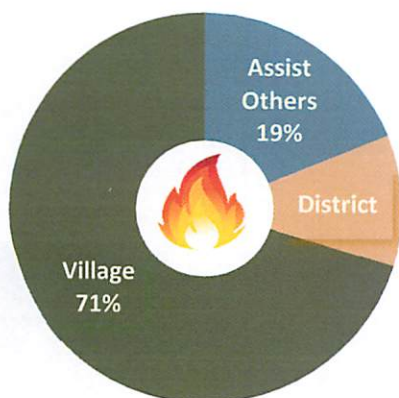
% CFS BY HOUR OF DAY



5 Year Comparison Through this Month of Year



LOCATION OF CFS FOR FY19



Inspections Completed this

MONTH	67
YEAR	122

Code Violations Found this

MONTH	95
YEAR	159

Percentage of Violations

Corrected YTD	58%
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Days Since Last Lost Time Accident in FD 414

YTD Training Hours

IN HOUSE	1112
OUTSIDE	36



Public Awareness Contacts



MONTH	2,053
YTD	16,307

Incident Crime Summary Year To Year Comparison

Pinehurst Police Department

January - August

Offense	2017	2017 Unfounded	2018	2018 Unfounded	% Change
Homicides					
Murder and Non-negligent Manslaughter	0	0	0	0	--
Negligent Manslaughter	0	0	0	0	--
Justifiable Homicide	0	0	0	0	--
Total Homicides	0	0	0	0	--
Kidnapping/Abduction	0	0	2	0	--
Sex Offenses					
Rape	0	0	1	0	--
Sodomy	0	0	0	0	--
Sexual Assault with an Object	0	0	0	0	--
Fondling	0	0	1	0	--
Total Sex Offenses	0	0	2	0	--
Robbery	2	0	0	0	-100.0%
Assaults					
Aggravated Assault	5	0	5	0	0.0%
Simple Assault	17	4	14	4	-17.6%
Intimidation	0	0	0	0	--
Total Assaults	22	4	19	4	-13.6%
Arson	0	0	0	0	--
Extortion/Blackmail	0	0	0	0	--
Burglary/Breaking and Entering	4	0	10	0	150.0%
Larceny/Theft					
Pocket-Picking	0	0	0	0	--
Purse-Snatching	1	0	0	0	-100.0%
Shoplifting	4	0	1	0	-75.0%
Theft of Motor Vehicle Parts	1	0	0	0	-100.0%
Theft from Motor Vehicle	13	0	10	0	-23.1%
Theft from Coin-Operated Machine or Device	0	0	0	0	--
Theft from Building	14	0	15	0	7.1%
All Other Larceny	61	3	22	1	-63.9%
Total Larceny/Theft Offenses	94	3	48	1	-48.9%
Motor Vehicle Theft	1	0	3	0	200.0%
Counterfeiting/Forgery	9	0	2	0	-77.8%

Incident Crime Summary Year To Year Comparison

Pinehurst Police Department

January - August

Offense	2017	2017 Unfounded	2018	2018 Unfounded	% Change
Fraud					
False Pretenses/Swindle/Confidence Game	22	0	10	3	-54.5%
Credit Card/Automatic Teller Machine Fraud	7	0	6	1	-14.3%
Impersonation	2	0	0	0	-100.0%
Welfare Fraud	0	0	0	0	--
Wire Fraud	2	0	0	2	-100.0%
Identity Theft	0	0	2	0	--
Hacking/Computer Invasion	0	0	0	0	--
Total Fraud Offenses	33	0	18	6	-45.5%
Embezzlement	2	0	0	1	-100.0%
Stolen Property	10	0	2	0	-80.0%
Destruction/Damage/Vandalism of Property	15	3	24	2	60.0%
Drug/Narcotic Offenses					
Drug/Narcotic Violations	184	3	105	0	-42.9%
Drug Equipment Violations	110	4	44	0	-60.0%
Total Drug/Narcotic Offenses	294	7	149	0	-49.3%
Sex Offenses, Nonforcible					
Incest	0	0	0	0	--
Statutory Rape	0	0	1	0	--
Total Sex Offenses, Nonforcible	0	0	1	0	--
Pornography/Obscene Material	0	0	1	0	--
Gambling					
Betting/Wagering	0	0	0	0	--
Operating/Promoting/Assisting Gambling	0	0	0	0	--
Gambling Equipment Violations	0	0	0	0	--
Sports Tampering	0	0	0	0	--
Total Gambling Offenses	0	0	0	0	--
Prostitution					
Prostitution	0	0	0	0	--
Assisting or Promoting Prostitution	0	0	0	0	--
Purchasing Prostitution	0	0	0	0	--
Total Prostitution Offenses	0	0	0	0	--
Bribery	0	0	0	0	--
Weapon Law Violations	17	0	4	0	-76.5%

Incident Crime Summary Year To Year Comparison

Pinehurst Police Department

January - August

Offense	2017	2017 Unfounded	2018	2018 Unfounded	% Change
Human Trafficking					
Commercial Sex Acts	0	0	0	0	--
Involuntary Servitude	0	0	0	0	--
Total Human Trafficking Offenses	0	0	0	0	--
Animal Cruelty	0	0	0	0	--
Grand Total	503	17	285	14	-43.3%

Activity Detail Summary (by Category)

Pinehurst Police Department

(08/01/2018 - 08/31/2018)

Incident\Investigations

100 - Kidnapping/Abduction	1
11A - Rape	1
13A - Aggravated Assault	1
220 - Burglary/Breaking & Entering	7
23D - Theft From Building	3
23H - All Other Larceny	2
26A - False Pretenses/Swindle/Confidence Game	2
26B - Credit Card/Automatic Teller Machine Fraud	1
26F - Identity Theft	2
290 - Destruction/Damage/Vandalism of Property	4
35A - Drug/Narcotic Violations	5
35B - Drug Equipment Violations	2
90D - Driving Under the Influence	10
90G - Liquor Law Violations	1
90Z - All Other Offenses	11
C&R - Careless and Reckless	1
Code 1 - Any Death	2
Domestic - Domestic Disturbance	1
FTA / FTC - FAIL TO APPEAR / FAIL TO COMPLY	6
Left of Center - Driving Left of Center	1
License - Driver's License Violations	2
Stop - Stop signs or lights	2
Total Offenses	68
Total Incidents	43

Arrests

13A - Aggravated Assault	1
26A - False Pretenses/Swindle/Confidence Game	2
35A - Drug/Narcotic Violations	5
35B - Drug Equipment Violations	2
90D - Driving Under the Influence	10

Activity Detail Summary (by Category)

Pinehurst Police Department

(08/01/2018 - 08/31/2018)

Arrests

90G - Liquor Law Violations	1
90Z - All Other Offenses	4
FTA / FTC - FAIL TO APPEAR / FAIL TO COMPLY	8
Left of Center - Driving Left of Center	1
License - Driver's License Violations	2
Total Charges	36
Total Arrests	24

Accidents

Total Accidents	0
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Citations

Driving While License Revoked	36
DWI	8
Expired Registration	38
Failure To Reduce Speed	3
Failure To Stop (Stop Sign/Flashing Red Light)	5
Improper Transportation Of Children	2
Inspection	2
No Insurance	4
No Operator License	20
Other (Infraction)	24
Other (Misdemeanor)	1
Passenger Seat Belt - Juvenile	3
Possess/Consume Alcohol - Passenger	3
Running Red Light	2
Speeding (Infraction)	37
Speeding (Misdemeanor)	1
Unsafe Movement	10
Secondary Charge	56

Activity Detail Summary (by Category)

Pinehurst Police Department

(08/01/2018 - 08/31/2018)

Citations

Total Charges 255

Total Citations 199

Warning Tickets

Total Charges 0

Total Warning Tickets 0

Ordinance Tickets

Total Ordinance Tickets 0

Criminal Papers

Magistrates Order	1
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Warrant	7
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Total Criminal Papers Served 8

Total Criminal Papers 8

Civil Papers

Total Civil Papers Served 0

Total Civil Papers 0



**APPROVAL OF DRAFT VILLAGE COUNCIL MEETING MINUTES.
ADDITIONAL AGENDA DETAILS:**

09-11 Regular Meeting
09-11 Work Session
09-13 Emergency Meeting

FROM:
Beth Dunn

CC:
Jeff Sanborn

DATE OF MEMO:
9/16/2018

MEMO DETAILS:
Attached are the draft minutes to be approved.

ATTACHMENTS:

Description

- ☐ 9-11 Regular Meeting Draft Minutes
- ☐ 9-11 Work Session Draft Minutes
- ☐ 9-13 Emergency Meeting Draft Minutes



**VILLAGE COUNCIL
MINUTES FOR REGULAR MEETING OF SEPTEMBER 11, 2018
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA
4:30 PM**

The Pinehurst Village Council held a Regular Meeting at 4:30 p.m., Tuesday, September 11, 2018 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor
Mr. John R. Cashion, Mayor Pro Tem
Mr. John Bouldry, Treasurer
Ms. Judy Davis, Councilmember
Mr. Kevin Drum, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Beth Dunn, Village Clerk

And approximately 24 attendees, including 6 staff and 1 press.

1. Call to Order.

Mayor Nancy Roy Fiorillo called the meeting to order. Mayor Fiorillo asked for a moment of silence in remembrance of September 11, 2001.

2. Reports:

Manager

- Village Manager, Jeff Sanborn announced that Live after 5 will be canceled on Friday, September 14, because of the approaching storm.
- Public Services has checked all storm drains and backup generators are being checked as well. Melissa has done a fantastic job keeping residents updated on hurricane preparedness via the VOP website and social media.
- Staff has been meeting to update everyone on FEMA requirements.
- The Village has prepared a proclamation for State of Emergency for the Mayor to sign, when necessary.
- EOC will set up Thursday afternoon at the Fire Department. There will be a direct line to EOC from the main Village phone number and dispatch will be seated to route calls.
- Assistant Manager, Jeff Batton stated the Landfill will be closed Thursday and Friday and they were reviewing options for trash pickup. He reminded everyone to secure trash carts and any furniture outside in preparation for Hurricane Florence.

Council

- Mayor Fiorillo welcomed Councilmember John Cashion back. Also, she said she had the privilege of presenting a certificate to Roy Hanna who turned 102 from Quail Haven.
- Councilmember Davis reminded everyone to use the VOP application and be the eyes of the Village.

3. Motion to Approve Consent Agenda.

All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held unless requested by a member of the Village Council.

- A. Consider a resolution honoring Doug Tuxbury for his service with the Community Watch Program
- B. Approval of Draft Village Council Meeting Minutes.

- August 14 Regular Session
- August 14 Work Session

C. Budget Amendments Report
End of Consent Agenda.

Upon a motion by Councilmember Bouldry, seconded by Councilmember Cashion, Council unanimously approved the Consent Agenda by a vote of 5-0.

4. **Council further discussed the application from Vincent Wade for an Official Text Amendments to the Pinehurst Development Ordinance.** Specifically, Section 9.5.1.2.D.1 (Requirements for Planted Buffers: Application) to add the OP & NC Zoning Districts so the Village Council will have the ability to waive some or all of the buffer requirements in the OP and NC districts in addition to the VC, VMU, VCP and VR districts.

Alex Cameron, Senior Planner informed Council they had updated information containing maps of Village properties that might potentially ask for a waiver due to the proposed text amendment. Mayor Fiorillo asked about the property map and future development. Mr. Cameron stated the map was from the County which showed improved or vacant lots. Councilmember Bouldry asked Mr. Cameron whether applicants would come straight to Council with request for waivers. Mr. Cameron explained that was correct, applicants would come to staff and then Council would make the decision. Mayor Fiorillo asked if staff currently has any authority to handle the requests administratively. Mr. Cameron stated there is one provision. The PDO states the Village Planner or designee has the authority to waive 30% of the required landscaping buffers if alternative measures ensure the intent of the ordinance is met. Mayor Fiorillo said she feels better knowing that staff has the authority of using that provision and keeping with the original ordinance.

Perry Harrison, the owner's representative, said the reason they applied for a text amendment was for property owners in the OP districts to have options like those in other districts currently have. Mr. Harrison said NC 5 has 38 properties that front the corridor, and shared a map that shows the properties this requirement applies to. The owner, Vincent Wade stated the buffer would block his property from view and he just wanted a chance for other business owners to request a waiver of some requirements.

Village Manager Jeff Sanborn stated we can't do anything about the properties that are currently develop, as they are grandfathered in under the old provisions. Councilmember Davis stated we are where we are and we can only fix things going forward. She explained the buffer requirements will protect the character of the Village. Councilmember Drum stated the text amendment is so broad and affects so many properties.

Upon a motion by Councilmember Davis, seconded by Councilmember Bouldry, Council unanimously rejected the text amendment by a vote of 5-0.

5. **Consider a resolution appointing Julia Latham as the Chairperson of the Board of Adjustment.** Jeff Sanborn, Village Manager, explained that Fred Engelfried's term as Chairmen of the Board of Adjustment is expiring October 31, 2018. Julia Latham has expressed interest in the Chairperson position and staff is recommending Ms. Latham be considered for this appointment.

Upon a motion by Councilmember Davis, seconded by Councilmember Drum, Council unanimously approved Resolution 18-19 appointing Julia Latham as the Chairperson of the Board of Adjustment by a vote of 5-0.

6. **Consider an ordinance to repeal ordinance #93-35.**

Village Manager Jeff Sanborn explained that staff has determined that an ordinance was not required to establish a Community Watch Program. All other volunteer boards and committees have been established with a resolution. He requested that Council rescind the current ordinance so that a resolution can be adopted in its place. Then, any changes to the Community Watch program would be more easily dealt with in the future.

Upon a motion by Councilmember Bouldry, seconded by Councilmember Drum, Council unanimously approved Ordinance 18-19 repealing Ordinance 93-35 by a vote of 5-0.

7. **Consider a resolution to give the Village of Pinehurst Police Department the authority to administer the Community Watch Program.**

Manager Jeff Sanborn explained that the Village Police Department would handle the Community Watch Program in house as the previous director of the program has stepped down.

Upon a motion by Councilmember Bouldry, seconded by Councilmember Drum, Council unanimously approved Resolution 18-21 delegating authority to the Police Department to administer the Community Watch Program by a vote of 5-0.

8. **Consider options and provide staff direction relative to the request by Spring Lake Hills Condominium Homeowner's to accept dedication of their roads.** Assistant Manager Jeff Batton gave council an update on all the options Council has in regards to accepting these roads. Mr. Batton explained after the June meeting when Council requested an estimate for removal of the asphalt diversion and installation of catch basins and pipes they had an engineering estimate prepared which is estimated between \$23,000 and \$30,000 for those repairs.

HOA President, Bill Wood explained the diversion put in place when the roads were built and they have never had any issues. Mr. Wood shared a video with Council of the diversion in place and working. Councilmember Davis asked how it would affect the maintenance cost. Mr. Batton stated the impact would be minimal, the problem is that the diversion is not in compliance with current Village standards.

Owner, Don Hiscott spoke and said in 1997 they bought the property and the engineering plans called for the diversion and they have worked well ever since it was installed. They are asking that the diversion be grandfather in. Mr. Hiscott explained it was approved by the Village when the road was built.

Council agreed that staff should move forward with the process of accepting the roads and accepting the diversion as an existing condition.

9. **Other Business.**

- **None.**

10. **Comments from Attendees.**

- Tom Campbell recalled 9-11 on 17 years ago while in a council meeting.
- Colet Kolinsky spoke in reference to the buffer zone requirements, she agrees that there are more properties that would be affected by changing buffer requirements.

11. **Motion to Adjourn.**

Council unanimously approved to adjourn the Regular Meeting by a vote of 5-0 at 6:12 pm.

Respectfully Submitted,

Beth Dunn,
Village Clerk

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Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

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**VILLAGE COUNCIL
MINUTES FOR WORK SESSION OF SEPTEMBER 11, 2018
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA**

IMMEDIATELY FOLLOWING REGULAR MEETING

The Pinehurst Village Council held a Work Session at 6:15 p.m., Tuesday, September 11, 2018 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor
Mr. John Bouldry, Treasurer
Mr. John Cashion, Mayor Pro Tem
Ms. Judy Davis, Councilmember
Mr. Kevin Drum, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Beth Dunn, Village Clerk

And approximately 24 attendees, including 6 staff and 1 press.

1. Call to Order.

Mayor, Nancy Roy Fiorillo called the meeting to order.

2. Discussion of NCDOT historic sign rules

Assistant Village Manager, Jeff Batton stated he has done some research on the NCDOT signage policy and shared those requirements with Council. Highway 211 and 15-501 are controlled access roads and will have different requirements. Councilmember Bouldry said the Women's Exchange is interested in signage and would like to be eligible to promote with NCDOT signage. Jeff Batton shared that NCDOT has a willingness to work with the Women's Exchange to get them qualified. Council stated their desire to get started working with NCDOT to get more signage up for the Village.

3. Discussion on the results from the Moore County Planning Board public hearing on the proposed ETJ expansion

Village Manager, Jeff Sanborn gave an update on the ETJ request submitted and presented to the County Planning Board, on September 6th, and stated the request as not recommended by the board. The ETJ request would now go to the County Commissioners for approval. Mayor, Nancy Fiorillo stated she didn't think there is support for this particular request and didn't see that going to Union Pines on October 18th wouldn't be wise. Bouldry suggested asking the County Commissioners to remove the ETJ request from their agenda. Davis stated we need to reorganize and be more inclusive for the future request.

Jane Hogeman, of 18 Lockton Court Pinehurst, stated that the Village and Council as a whole support the ETJ. Stated Council should tell the Commissioners we need to regroup and not take the ETJ off the table and noted that there are thousands of people in the Village and surrounding towns and villages that support ETJ.

Jack Farrell stated we had come too far to just throw in the towel. We need to find a way to reach out to residents and get them to listen. John Strickland spoke and said he agrees to regroup and not withdraw the request. He spoke about a conversation he had with a resident from the proposed ETJ area who had a misunderstanding of what this meant for him.

Linda Ferguson a resident slightly out of the proposed ETJ area stated she had heard some valid points about the ETJ residents not understanding what the proposal meant for them. Stated she lives in the country because she wants to, she doesn't want anyone telling her what she can do on her property. She thought the residents in the proposed ETJ area need to be talked to and asked to listen.

Council agreed to ask the County to postpone consideration of the request, from their next meeting, until they get back with them.

4. Discussion on Envision the Village process and workshops.

Natalie Dean, Assistant Manager went over a summary of the output of information from residents that attended the Visioning Sessions last Thursday. All information should be on the website within a couple of days for the public to view.

Gave an overview of the structure of Planapalooza. There will be 7 focus group sessions on Thursday and Friday. A design studio will be open in the Assembly Hall for residents to come in all weekend to share their ideas and aspirations for the Village. All the information is currently available on the Village Website. Planapalooza starts Wednesday, September 19th and runs thru Monday, September 24th.

5. Work Session Business.

- Mayor, Nancy Fiorillo stated on Thursday, September 13th, a group will meet on short term rentals and provide feedback to the Council.

Upon a motion by Councilmember Bouldry, Council approved to adjourn the Work Session by a vote of 4-0 at 7:26 pm.

Respectfully Submitted,

Beth Dunn,
Village Clerk

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Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

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**VILLAGE COUNCIL
MINUTES FOR EMERGENCY MEETING OF SEPTEMBER 13, 2018
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA
11:00 AM**

The Pinehurst Village Council held an Emergency Meeting at 11:00 a.m., Thursday, September 13, 2018 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor
Mr. John Bouldry, Treasurer
Ms. Judy Davis, Councilmember
Mr. Kevin Drum, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Beth Dunn, Village Clerk

Excused absence: Mr. John R. Cashion, Mayor Pro Tem

And approximately 5 attendees, including 4 staff and 1 press.

1. Call to Order.

Mayor Nancy Roy Fiorillo called the meeting to order.

2. Discuss and consider ordinance 18-20 amending section 5 of ordinance 18-08 for delegated authority of contracts during emergencies.

Village Manager, Jeff Sanborn stated ordinance 18-20 would amend section 5(d) of ordinance 18-08 by adding a provision allowing unlimited contract authority, for the Village manager, during a declared State of Emergency issued by the Mayor or designee. This provision delegating authority is to make sure the Village can meet federal requirement for FEMA and also provide necessary services to the residents during emergency situations. Currently there isn't emergency funding authority anywhere in the budget. Also, he stated Council may need to collaborate on what reporting requirements would be appropriate, so they are aware of what has been expended in the event this provision needs to be used.

Council member Bouldry stated that it was important to make sure the Village was in compliance with federal regulations in respect to FEMA and reimbursements and that's why he liked what the Manager is proposing, to make sure he is given the flexibility to deal with all the needs in the event of an emergency.

Finance Director, Brooke Hunter clarified for Council that the Village Manager wouldn't be amending the budget, this ordinance would only give him the authority to enter into contractual agreements using existing funds and appropriations.

Upon a motion by Councilmember Bouldry, seconded by Councilmember Davis, Council unanimously approved the ordinance by a vote of 4-0.

3. Motion to Adjourn.

Upon a motion by Councilmember Davis, seconded by Councilmember Bouldry, Council approved to adjourn the Emergency Meeting by a vote of 4-0 at 11:25 a.m.

Respectfully Submitted,

Beth Dunn,
Village Clerk

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement

DRAFT



**PRESENT DOUG TUXBURY WITH RESOLUTION 18-20, HONORING HIM
FOR HIS SERVICE WITH THE COMMUNITY WATCH PROGRAM.**

ADDITIONAL AGENDA DETAILS:

FROM:

Beth Dunn

CC:

Jeff Sanborn

DATE OF MEMO:

9/18/2018

MEMO DETAILS:

Present Doug Tuxbury with resolution 18-20, honoring him for his service with the Community Watch Program.



**DISCUSSION ON 1/4 CENT SALES TAX REFERENDUM.
ADDITIONAL AGENDA DETAILS:**

FROM:

Beth Dunn

CC:

Jeff Sanborn

DATE OF MEMO:

9/13/2018

MEMO DETAILS:

Moore County Commissioner, Lois Gregory, and Board of Education will discuss the 1/4 cent sales tax referendum.



PUBLIC HEARING NO. 1
ADDITIONAL AGENDA DETAILS:

The purpose of this public hearing is to consider an Official Zoning Map Amendment. This map amendment would rezone one parcel of land consisting of approximately 3.59 acres located between 2040 & 2020 Midland Rd., adjacent to Walker Station and further identified as Moore County PID # 00032232. The property is currently zoned R-30 (Medium Density Residential). This proposed map amendment would change the zoning of the property to R-15-CD (Medium Density Residential – Conditional District). The proposed use of the property is a seven lot single family subdivision. The property is currently vacant. The applicant is Village Developers, Inc. and the current owner is Pinehurst REIT, LLC.

FROM:

Alex Cameron

CC:

Jeff Sanborn, Village Manager; Will Deaton, Director of Planning and Inspections

DATE OF MEMO:

9/17/2018

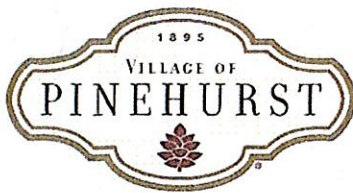
MEMO DETAILS:

Please see the attached staff report and documents for this public hearing.

ATTACHMENTS:

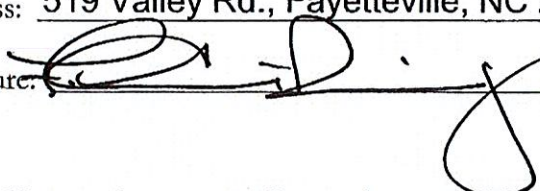
Description

- ☐ Application
- ☐ General Concept Plan
- ☐ Staff Report



Application for
Amendment to Zoning Map
(revised 3/14/17)

Applicant

Name: Village Developers, Inc. - Calvin Riddle Telephone: 910-322-8706
Address: 519 Valley Rd., Fayetteville, NC 28305 Email: calvin.designbuild@gmail.com
Signature:  Date: 7/17/18

Note: If more than one applicant, please provide a separate document listing all applicant information and their signatures.

Parcel ID #: 00032232 PIN 857210376319

(attach separate list if necessary)

Present zoning classification: R-30 Residential

Requested zoning classification: R-15 Conditional District

Current Land Use: Vacant, Wooded

Number of parcels: 7 Approximate size of area: 3.59 Acres

Physical location of area: Just east of Walker Station. Between Midland Road and Knoll Road.

Are public utilities available?: Yes

Reason for map amendment:

To rezone property from Single Family Residential with a minimum lot size of 30,000 SF to Single Family Residential with a minimum lot size of 12,000 SF.

Note to Applicant By signing and submitting this application you are hereby certifying that this application and submittal, including all additional items, to be complete and accurate.



Engineering
Landscape Architecture
Planning

VILLAGE DEVELOPERS, INC. – 4.73 ACRE (ONLY DEVELOPING 3.59 ACRE VILLAGE PARCEL) TRACT LOCATED JUST EAST OF WALKER STATION THAT CONNECTS TO MIDLAND ROAD AND KNOLL ROAD.

Project Narrative

The development of the Pinehurst Reit, LLC Tract as provided in the exhibits and attached to this rezoning application will blend the intent of the Future Land Use Plan as shown on the Pinehurst 2011 Comprehensive Long Range Plan (CLRP) with the surrounding developments. The 3.59 acre tract currently lies within the Village's ETJ, as shown on the "Official Zoning Map". This area of Midland Road is currently zoned as R30 – Residential. This proposal requests the property be zoned R15 and establish a Conditional District to permit 7 single family lots. All 7 of the lots are proposed on the 3.59 Acre tract within the Village's jurisdiction. In addition to this parcel there is a 1.14 acre parcel adjacent to Knoll Road that is located in the Town of Southern Pines jurisdiction. The access to the development will be off Knoll Road via an access easement. No development will take place on the Town of Southern Pines parcel.

The design of this development will adhere to the Pinehurst Development Ordinance (PDO) and will follow the R15 design standards with adequate open space being provided mainly along the north side of the property. The development (Walker Station) just to the west was recently rezoned to Residential Multi-Family and the parcels adjacent to the east are currently zoned RS-3 (Town of Southern Pines, 30,000 SF lots). This development will be able to seamlessly mesh the densities of the adjacent properties.

Existing Conditions

The site generally slopes from the southernmost property line towards the north. There is approximately 20 ft. of elevation change with slopes that are generally around 3%. The northern part of the site will be a park/open space and a storm drainage pond will be constructed to handle the runoff from the street drainage. No existing structures, wetlands, streams, flood zones, or high-quality water areas exist on site, nor is the site located in a delineated watershed. The site is undisturbed and wooded. Historical aerial photographs do not show any previous uses dating back to 1993. The Site is believed to be located within an inactive partition of SOPI 109 clusters of the RCW. A foraging habitat analysis is currently underway to assess the impacts of the development. There are no other known significant wildlife resources on site.

Project Design

Streets and Access

The development will connect to Knoll Road via a 50' access/utility easement. The access will be a 22' B-B Private Drive with 12" Concrete Wedge Curb and will be constructed to Village of Pinehurst standards. There will be single driveway connections at each of the 7 lots. Fire truck accommodations have been made with the proposed design of 45' radius cul-de-sacs.

Pedestrian Connectivity

New sidewalks will be installed per the PDO Section "9.17.1.19 Sidewalks".

Open Space

Open space to be provided is approximately 0.70 acres or 19.5% of the site acreage, this open space percentage may vary as a result of the final site design but will meet or exceed the required open space of 15%.

Setbacks

Setbacks are proposed as follows:

Front Yard:	24'
Side Yard:	5' (Conditional)
Side Street:	16'
Rear Yard:	24'

Lighting

Site lighting will be provided per the PDO and the developer will obtain a site lighting plan from Duke Energy.

Utility Service

This project will connect to the existing Moore County Public Utilities 10" water main. There may be an opportunity to connect to the water line within Walker Station, if this is not possible a connection can be made within the right-of-way of Midland Road near the entrance of Walker Station. A new water line will be installed along the west side of the private drive and will extend to the southernmost parcel. Fire Hydrant(s) will be installed per the requirements of the Fire Marshall and MCPU. Utility easement(s) will be provided throughout the site for the water system to Moore County Public Utilities. Water service to the site will remain as "Public".

This project will also connect to the existing Moore County Public Utilities 8" sanitary sewer. There may be an opportunity to connect to the sewer line within Walker Station, if this is not possible a connection can be made within the right-of-way of Midland Road near the entrance of Walker Station. A new sanitary sewer line will be installed along the west side of the private drive and will extend to the southernmost parcel. Utility easement(s) will be provided throughout the site for the sewer system to Moore County Public Utilities. Sewer service to the site will remain as "Public".

Stormwater

Stormwater runoff will meet the requirements of the State and Village as required. The project proposes one stormwater control measure on-site to meet these requirements. The property does not fall within a designated watershed and is not located in "High Quality Waters". Additional impervious areas will be accounted for in the detailed design phase of stormwater control measures.

Impervious Surface:

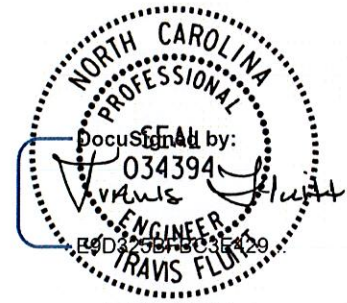
The maximum impervious area for any of the 7 lots will be 8,067 SF with the minimum equal to 5,407 SF. In no case will the impervious area exceed the maximum allowable impervious for the R15 District of 45% per lot.

Soil Erosion and Sediment Control

A Soil and Erosion Control Permit will be obtained for the site through NCDEQ as the site will disturb more than one contiguous acre.

July 16, 2018

Philip Picerno
LKC Engineering, PLLC
140 Aqua Shed Court
Aberdeen, NC 28315



RE: *Village Developers, Inc. Tract - Trip Generation Analysis, Pinehurst, NC* 7/16/2018

Kimley-Horn has prepared an analysis of the trip generation potential of the Village Developers, Inc. Tract in Pinehurst, NC. As currently envisioned, the development of the site will include 7 residential dwelling units.

Traffic for the development has been generated using ITE 10th Edition rates. The trip generation is summarized in Table 1 below, and detailed trip generation calculations are attached.

Table 1 ITE Trip Generation (Vehicles)							
Land Use	Size	Daily		AM		PM	
		In	Out	In	Out	In	Out
Single Family Detached Housing (LUC 210)	7 d.u.	45	45	3	7	5	3

Table 1 shows that the proposed development is projected to generate approximately 90 new daily trips with 10 new trips in the AM peak hour and 8 new trips in the PM peak hour.

Please let me know if you have any questions or require any further information. We appreciate the opportunity to provide these services to you.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

Travis Fluitt, P.E.

Senior Project Manager

**RED-COCKADED WOODPECKER
BIOLOGICAL ASSESSMENT
FOR AN 8 LOT RESIDENTIAL DEVELOPMENT
ON THE PINEHURST REIT, LLC TRACT,
PINEHURST, MOORE COUNTY, NORTH CAROLINA**

**Prepared By:
Ms. Jeanette M. Sabo and Dr. J.H. Carter III
Dr. J.H. Carter III & Associates, Inc.
Environmental Consultants
515 F Midland Road
Southern Pines, North Carolina 28387**

Submitted 17 July 2018

To:

**Mr. Philip Picerno, P.E.
LKC Engineering, PLLC
140 Aqua Shed Court
Aberdeen, NC 28315**

RED-COCKADED WOODPECKER
BIOLOGICAL ASSESSMENT
FOR AN 8 LOT RESIDENTIAL DEVELOPMENT
ON THE PINEHURST REIT, LLC TRACT,
PINEHURST, MOORE COUNTY, NORTH CAROLINA

1. INTRODUCTION

Pinehurst Reit, LLC plans to develop 8 residential lots in Pinehurst, Moore County, North Carolina (NC). This assessment evaluates the impacts of this project on the red-cockaded woodpecker (*Dryobates borealis* = *Picoides borealis*) (RCW) pursuant to Section 9 of the Endangered Species Act (ESA), as amended.

2. PROJECT AREA

The project is located in the Greater Sandhills of south-central NC (Figure 1), an area characterized by pine-forested, gently rolling topography and sandy soils. Elevations in the project area range from 450-500 feet (ft.) above mean sea level. Upland soils are well drained and consist predominately of Candor sand and Ailey and Vacluse loamy sands (US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) 2018). The most widespread wetland soil is Bibb loam.

The project area is located in the Lumber River Basin, just south of the topographic break with the Cape Fear River Basin. Major hydrological features include Aberdeen Creek, Mill Creek, Town Reservoir and several unnamed tributaries thereof.

Historically, upland vegetative communities in the project area were predominately Xeric Sandhill Scrub, Pine-Scrub Oak Sandhill and Mesic Pine Savanna. The most widespread palustrine communities were Streamhead Pocosin and Coastal Plain Small Stream Swamp.

The Xeric Sandhill Scrub community had a longleaf pine (*Pinus palustris*) overstory, turkey oak (*Quercus laevis*) understory and a Carolina wiregrass (*Aristida stricta*) ground cover. It occurred on very dry sandy sites such as ridges. The Pine-Scrub Oak Sandhill community had a longleaf pine overstory, mixed scrub oak (*Quercus* spp.) or xeric hardwood understory and an often diverse ground cover dominated by Carolina wiregrass.

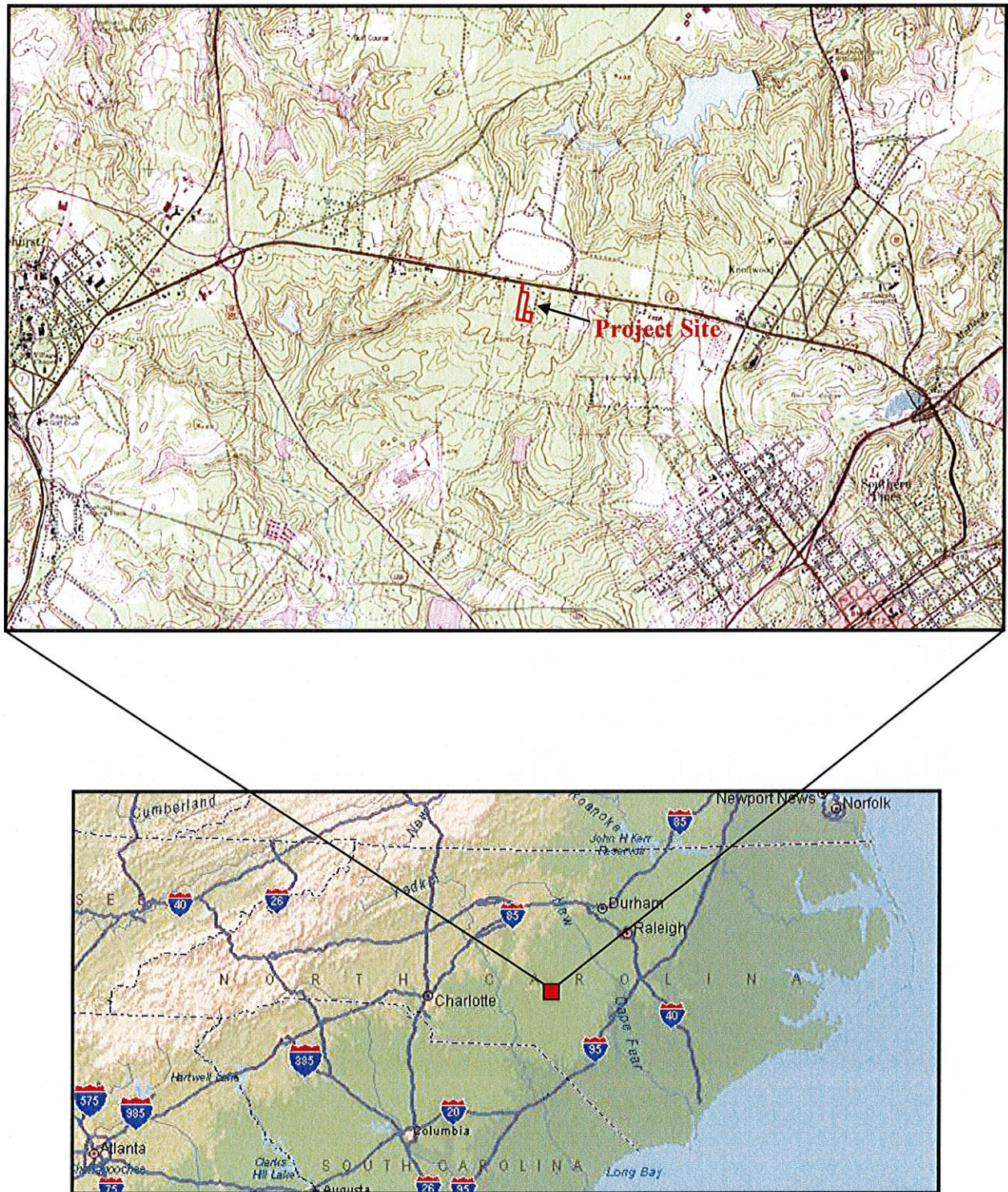


Figure 1. Location of the proposed Pinehurst Reit, LLC project in Pinehurst, Moore County, North Carolina.

Mesic Pine Savanna on frequently burned, undisturbed sites typically had a canopy of longleaf pine and an open or sparse midstory of mesic hardwoods, especially sweetgum (*Liquidambar styraciflua*). The ground cover was dominated by Carolina wiregrass and a very diverse assemblage of herbaceous plants. In unburned or rarely burned sites, the midstory was sparse to dense and the ground cover was sparser and less diverse, sometimes dominated by bracken fern (*Pteridium latiusculum*).

Streamhead Pocosins occurred in small drainages, on poorly drained flats and along some of the larger streams. Dense thickets of shrubs and vines characterized this habitat, along with an overstory of pond pine (*P. serotina*), sometimes mixed with loblolly pine (*P. taeda*), tulip poplar (*Liriodendron tulipifera*), swamp blackgum (*Nyssa biflora*) and red maple (*Acer rubrum*). Typical understory vegetation consisted of red bay (*Persea palustris*), sweetbay magnolia (*Magnolia virginiana*), fetterbush (*Lyonia lucida*), sweet gallberry (*Ilex coriacea*), inkberry (*I. glabra*), titi (*Cyrilla racemiflora*), sweet pepperbush (*Clethra alnifolia*), switch cane (*Arundinaria tecta*) and laurel-leaved greenbrier (*Smilax laurifolia*). Cinnamon fern (*Osmundastrum cinnamomeum*) was common in the sparse herb layer. Small stands of Atlantic white cedar (*Chamaecyparis thyoides*) sometimes occurred in these communities.

Coastal Plain Small Stream Swamp communities were found along small to medium-sized streams and were predominately forested with swamp blackgum, red maple, tulip poplar and pond pine. Midstory species included red maple, sweetbay magnolia and titi and understory species include coastal fetterbush (*Leucothoe axillaris*), Virginia sweetspire (*Itea virginica*) and yellowroot (*Xanthorhiza simplicissima*). The ground cover included cinnamon fern and netted chain-fern (*Lorinseria areolata*).

The Sandhills area contains the second largest metapopulation of RCWs and is a designated Primary Core Recovery Population (US Fish and Wildlife Service (USFWS) 2003). This metapopulation includes RCWs on the Fort Bragg Military Reservation (FB), Sandhills Game Land (SGL), Calloway Tract, McCain Tract, Carver's Creek State Park, Weymouth Woods Sandhills Nature Preserve and on private lands around Southern Pines and Pinehurst (SOPI). In 2005, the Sandhills East Primary Core Population, which includes FB, reached its population goal of 350 potential breeding groups (pbgs) (USFWS 2006) and the Sandhills West Essential Support Population, which includes the Sandhills Game Land and Camp Mackall,

reached its population goal of 100 pbgs in 2002 (NC Sandhills Conservation Partnership, unpublished data).

3. PROJECT SITE

The proposed residential development is located south of NC Highway (Hwy.) 2 (Midland Road (Rd.)) and west of, and adjacent to, Knoll Road (State Route (SR) 1912) in Pinehurst, Moore County, NC (LRK #s 32232 and 39843) (Figure 2).

The project site comprises approximately 4.73 acres (ac.). Uplands are predominately forested with previously disturbed, Xeric Sandhill Scrub community type. Within the southern portion of the project site, the overstory consists of moderately dense 30-year old longleaf and Virginia pines (*Pinus virginiana*). The midstory was sparse and comprised of 10 ft. tall turkey oak and sassafras (*Sassafras albidum*) and the herbaceous groundcover was sparse and consisted of bluestems (*Andropogon* spp.) and various herbaceous species.

Within the northern portion, the overstory consisted of sparse, second-growth loblolly pine, with a dense, tall hardwood midstory surrounding an open field. Muscadine vines (*Muscadina rotundifolia*) and common greenbriar (*Smilax rotundifolia*) were climbing up the canopy trees. There were no jurisdictional wetlands onsite.

4. PROJECT DESCRIPTION

Pinehurst Reit, LLC is planning to develop 8 residential lots south of Midland Rd and west of Knoll Rd. (Figure 3). The total acreage for the project is 4.73 ac., including 3.59 ac. within Pinehurst Village zoning and 1.14 ac. within Southern Pines zoning jurisdiction. The lots average 0.28 acre (ac.) in size. The minimum dwelling unit size is 1,800 square feet (ft.²). Each unit will have 2 parking spaces and each lot will have 5 ft. side and back setbacks and 16 ft. street setbacks (Figure 3). The project will require a 548-linear foot private drive, new waterline and sanitary sewer line.

5. METHODS

A variety of resources were utilized in preparation for field surveys, including aerial photographs, topographic maps and the Soil Survey of Moore County, North Carolina (USDA

SOP1137



SOP1109-R



DEVELOPMENT DATA:
OWNER: PINEHURST REIT, LLC

REVISIONS			
SYN	DESCRIPTION	DATE	BY



PRELIMINARY – DO NOT USE FOR CONSTRUCTION

Figure 3. Project design

DATE:	JUNE 2018
DRAWN:	
CHECKED:	
NO.	

PINEHURST REIT, LLC TRACT

Pinehurst, North Carolina

CONCEPTUAL SITE PLAN



Engineering
Landscape Architect
Planning

LKC Engineering, pllc
140 Aqua Shed Court
Aberdeen, NC 28315
O: 910.420.1437
F: 910.637.0096
lkceengineering.com
License No. P-1095

NRCS 2018). Natural communities were classified according to Schafale (2018) and plant nomenclature follows Weakley (2015).

5.1. Plant Survey

The USFWS lists 3 Federally Endangered plant species that occur in Moore County: rough-leaved loosestrife (*Lysimachia asperulaefolia*), Michaux's sumac (*Rhus michauxii*) and American chaffseed (*Schwalbea americana*) (USFWS 2018). JCA biologists evaluated potential habitats for listed plant species. Formal surveys were conducted for Michaux's sumac within the project site. Transects were spaced 50 ft. apart in marginally suitable to suitable habitat. No formal surveys were conducted for rough-leaved loosestrife and American chaffseed due to the poor quality or absence of potential habitats.

5.2. RCW Survey

RCW nesting habitat was defined as pine and pine-hardwood stands 60 or more years old or younger stands with remnant mature pines. The project site and portions of the 0.5-mile radius of the project site were surveyed for RCWs. Some areas were surveyed for another project this Spring and were not rechecked. Residential areas were checked by vehicle and large forested tracts within the 0.5-mile radius of the project site were surveyed on foot using parallel transects in July 2018. Surveys were conducted and transects spaced so that all suitable habitat was viewed at least once.

6. RESULTS

6.1. Red-cockaded Woodpecker (*Dryobates borealis*=*Picoides borealis*)

The RCW is a small black and white woodpecker with horizontal bars on its back, spotted flanks and a white belly. The cap and chin stripe are black and the male has a small, difficult to see, red spot on each side of the black cap. It is most easily identified by the large white cheek patches that distinguish it from similar species (USFWS 2003).

The RCW is endemic to mature, fire-maintained pine forests in the southeastern United States, where it was historically common. Prime nesting habitat for RCWs includes open, mature southern pine forests dominated by longleaf, loblolly, pond, slash (*Pinus elliotti*) or other southern hard pine species greater than 60 years of age with little or no mid- or understory development. Pine flatwoods and pine-dominated savannas, which have been maintained by

frequent fires, serve as ideal nesting and foraging habitat for RCWs. Potential foraging habitat is defined as open pine or pine/ hardwood stands 30 years of age or older (USFWS 2003). Logging, fire exclusion and conversion of forestlands for agricultural and other uses have destroyed most of this species' habitat range-wide (USFWS 2003).

6.2. RCW Clusters Impacted by the Project

No new RCW cavity trees were found on the project site and no new RCW cavity trees were found within the 0.5-mile radius RCW survey area. The project site is not within the foraging partition associated with any active or managed RCW cluster. RCW cavity trees associated with SOPI clusters within the RCW survey area are depicted in Figure 2. The closest active RCW cavity trees are approximately 0.40 mile west of the project site in SOPI Cluster 39 (Figure 1).

6.3. Plants

The USFWS lists 3 Federally Endangered plant species that occur in Moore County: rough-leaved loosestrife, Michaux's sumac and American chaffseed. No habitat occurred within the project site for rough-leaved loosestrife and poor habitat occurred within the project site for American chaffseed. Marginally suitable habitat occurred within the project site for Michaux's sumac, however, none was found during onsite surveys. An element occurrence for Michaux's sumac was recorded by the NC Natural Heritage Program on Weymouth Woods Sandhills Nature Preserve, approximately 3.6 miles southeast of the project site.

7.0 CONCLUSIONS

Based on the results of this survey, there are no RCW-related restrictions on developing this project other than minimizing the removal of pine trees ≥ 10 inches in dbh to the extent practicable. No RCW cavity trees will be removed or impacted by this project.

No other listed species will be impacted.

Biological Conclusion

No Effect

8.0 LITERATURE CITED

- Schafale, Michael P. 2018 (working draft). Guide to the natural communities of North Carolina: 4th approximation. NC Natural Heritage Program, Department of Environment and Natural Resources. Raleigh, North Carolina. 217 pp.
- United States Department of Agriculture, Natural Resources Conservation Service. 2018. USDA website (<http://websoilsurvey.nrcs.usda.gov/app/WebSoilSurvey.aspx>). Accessed April 2018.
- United States Fish and Wildlife Service. 2003. Red-cockaded woodpecker recovery plan: 2nd revision. US Fish and Wildlife Service, Atlanta, Georgia. 296 pp.
- _____. 2006. Fort Bragg reaches recovery milestone for the endangered red-cockaded woodpecker five years earlier than expected. <http://www.fws.gov/southeast/news/2006/r06-035.html>. Accessed 10 November 2014.
- _____. 2018. Endangered species, threatened species, federal species of concern and candidate species, Moore County, NC. <https://www.fws.gov/raleigh/species/cntylist/moore.html>. Accessed 24 April 2018.
- Weakley, Alan S. 2015. Flora of the southern and mid-Atlantic states: Draft May 2015. UNC-Chapel Hill, Chapel Hill, NC. 1320 pp.

Village Developers

Dear Neighbor,

We are purchasing approximately 4.5 acres on Knoll Road that adjoins your property. We are very excited about our development plans and would like to invite you to a meeting to share these plans with you. We certainly hope you will be able to attend and give us the opportunity to meet you and answer your questions.

MEETING INFORMATION

DATE: Tuesday, July 17, 2018

TIME: 6PM – 7PM

PLACE: Village of Pinehurst Town Hall

395 Magnolia Road

We are looking forward to meeting you on Tuesday.

Calvin Riddle

Calvin@riddlecap.com

Trey Riddle

Trey@riddlecap.com

Parcel ID	SI	PIN	Deed Book	Deed Page	Neighborhood	Owner's Name	Owner's Name	Mailing Address	City	STATE	Zip Code	Building Value	Land Value	Township	Total Value	Stamp Value	Property De	Class	Trans
00034544	8572003786	633	480	635	HICKS, DAVID	HICKS, JOE	132 S KNOLL RD	SOUTHERN NC	28387		0	19500	07	19500	0	MIDSOUTH RV	11/14		
20170429	8572003745	4885	199	635C	BRITT, BON	DAVIS, TIM	380 MANNING SQUARE	SOUTHERN NC	28387		218210	60750	06	278960	618	WALKER S' RI	10/11		
98000045	8572103784	3939	210	635	PAYNE, MICHAEL BRENT		130 S KNOLL ROAD	SOUTHERN NC	28387		177970	56780	07	234750	406	MID SOUTH RI	11/2		
00034652	8572063785	781	12	635	HICKS, DAVID L & JOAN C		132 S KNOLL RD	SOUTHERN NC	28387		154330	18920	07	173250	0	MID SOUTH RI	6/20		
00036910	8572103635	3205	53	635	PARINA, MATTHEW & NANCY		190 S KNOLL RD	SOUTHERN NC	28387-2908		253860	125630	07	379490	510	MIDLAND R RI	4/5		
20080713	8572003755	4693	218	635	DONOVAN,	DONOVAN,	2040 MIDLAND ROAD	SOUTHERN NC	28387		233000	45000	07	278000	610	LOT 1 RI	8/16		
20170428	8572003744	4898	275	635C	BARRETT, CHRISTINE		370 MANNING SQUARE	SOUTHERN NC	28387		252800	60750	06	313650	631	WALKER S' RI	11/6		
00030752	8572103782	4741	185	635	JORDAN, MICHELLE HARDIN		140 S KNOLL RD	SOUTHERN NC	28387-3163		162260	79410	07	241670		MID SOUTH RI	11/28		
20090071	8572003785	4682	196	635	PERRY, AMYLOUISE		2010 MIDLAND ROAD	SOUTHERN NC	28387		173100	57000	07	230100		MID SOUTH RI	7/28		
20170427	8572003744	4890	171	635C	O'CONNOR	O'CONNOR	114 CALHOUN WAY	SNEADS PT NC	28460		259390	60750	06	320140	656	WALKER S' RI	10/23		
00036909	8572103657	2349	40	635	AMLOT, LORRAINE		180 KNOLL RD	SOUTHERN NC	28387		115530	75510	07	191040	236	MORELL LA RI	7/31		

JENNIFER

360 Manning Sq. - JOHN & DENISE

360 Manning Sq. - JOHN O'CONNOR

350 Manning Sq. - RED BRAND

340 " " "

330 " " - ASHLEY WINSLOW

2020 MIDLAND Rd. HARRIS

Redbrand Homes

Walker Station HOA/ POA

KNOLL ROAD

NEIGHBORHOOD MTG.

NAME	ADDRESS	EMAIL
PATRICK BARRY	55 STATION AVE	R.PATRICK.BARRY@kc
MATT FARINA	190 S KNOLL	mefarina@aol.com
Nancy Farina	"	nfarina813@aol.com
Bobbie Raynor	140 S. Knoll Rd	braynor@parknc.com
Christy Raynor	140 S. Knoll Rd.	Plan 9103@icloud.com
Mark & Natalie McBride	216 Manning Sq.	themcbride@gmail.com
Denise E. John O'Connor	360 Manning Sq	deniseold52@hotmail.com
Bert & Joan Halkins	2020 MIDLAND RD	Bert Bonner@fbrn.com
Aloysius & Jennifer Donovan	2040 Midland Rd.	jenniferemapsreal@estate.ca
Chris Kennedy	180 SW BROAD ST	Kennedy@southpaw.net
Amanda Krok	150 Manning Sq	Amanda & Amanda Krok.com
Bonnie G. Britt	380 MANNING SQ.	bbritt2@nc.rr.com
TIM JACOBS		
Glen Jordan	1920 Midland Rd.	johnallenjordanjr@gmail.com
Nancy Sebastian	115 Manning Sq	nancywsebastian@yahoo.com
Christine Beckett	370 Manning Sq	CHRISTINE2032@gmail.com
Walker Stanton HOA	canal minutes to walkersstantonHOA@gmail.com	
ALAN & LORRAINE OWEN	180 S. KNOLL RD.	aj-owen@me.com 910-703-3396

Neighborhood Meeting 7/17/2018

Questions and Answers

Held by Calvin Riddle and Trey Riddle for the development of Magnolia on Knoll

Q: What is the size of the buffer on the back of the lots

A: We will not be buffering the rear of the lots instead we discussed a fence that would run along out congruent property lines. We will have a buffer between our private drive and the homes that are facing Knoll Rd. This buffer will be planted with vegetation.

Q: What are some previous developments that you have completed.

A: Village Walk, Autumn Chase, Etc. We also discussed the change in our business after 2009 and how we spend a lot of time doing remodels.

Q: How will you access your development?

A: We will access the property through an access easement we grant ourselves over our real property on Knoll Rd. This access will come off a DOT managed road.

Q: Where will your utilities and sewer come from?

A: We have a private agreement with the developer at Walker Station for access to their infrastructure via their retention pond.

Q: Where is your overflow for your retention pond.

A: It is our understanding that due to the size of our development and retention pond we will not need an overflow.

Q: How will you tie in to the sewer at Walker Station.

A: Through a private agreement with Walker Station developers. We will access our property via retention pond.

Q: Will the Leland Cypress go between houses in Walker Station and our lots?

A: No, we decided through speaking with the home owners in Walker Station that we would be putting a fence up to separate our lots.

Q: Are we going to change the zoning? What is the change?

A: We have applied today (7/17/2018) to have the Village of Pinehurst property rezoned from R-30 to R-15. This will change the footprints of our lots from 30,000 sf to 15,000 sf. Additionally, we will qualify for the bonus density due to the amount of open space we have in our site plan. This will allow us to develop lots that are 12,000 sf.

Q: Will you accept input from the HOA on the fence between Walker Station and Magnolia on Knoll.

A: Yes, we would be very receptive to any input from the W/S HOA in regard to materials for fencing.

Q: We would appreciate any fencing or vegetation that is used to separate your development from Walker Station to be carried in along our lot as well. (Nancy Farina)

A: We, will gladly turn the corner with the separation medium we choose for Walker Station and carry that along our adjoining property line for the tract in the Village of Pinehurst.

Q: What is your entitlement process? (Asked by Chris Kennedy before revealing himself)

A: We have held a TRC meeting with the Village of Pinehurst

We have applied for a rezoning with the Village of Pinehurst

We are holding this meeting as part of that application

Q: Are you clear cutting the lot?

A: No, we plan to keep as many trees as possible.

Q: There is a tree with a blue tag on my property. Why is a tree tagged on my property?

A: The trees are tagged so that they may be identified for the site plan per requirement from the Village of Pinehurst. The tagging was done by a surveyor based on the communicated requirements with the VoP. There are two reasons as to why a tree would be tagged on your property – first, the surveyor made a mistake, or, second, based on the surveyed tracts the surveyor determined that that is our property.

Q: Where will your property line end and ours begin for those in Walker Station?

A: Our property lines adjoin each other. The lots along walker station will have backyards that end at the beginning of your back yard. If we determine that a fence will be run we will place that fence just inside of the end of our lot lines.

Q: "I hate to burst your bubble, but, I am Chris Kennedy" My office has not received any communication from you on this development.

A: We have emailed you regarding this development to work on a land swap with the Village of Pinehurst.

Chris Kennedy: again denies that he has received any word.

Calvin Riddle: You have not received any communication from Tim Carpenter, Philip Picerno, Alex Cameron, or Will Deaton?

Chris Kennedy: again denies that he has received any word.

Trey Riddle: Chris, we can provide emails that were sent to you to set up a meeting with the Village of Pinehurst, Town of Southern Pines, and us to discuss a land swap. There was a shared calendar invite as well.

Chris Kennedy: We held a meeting with Reagan regarding that meeting and sent word to Will and Alex in VoP that we were not interested in a land swap.

Q: Chris, I am interested to know why you chose to come to this meeting - what is your intention? Are you here to disrupt this meeting? (From a neighboring property owner)

A: I am not here to be obstructionist. (Chris Kennedy)

Chris Kennedy: I have found an email from June 21st from the developers team.

- Meeting ends 7:15 pm Tuesday July 17 2018.



REVISIONS

SYM.	DESCRIPTION	DATE	BY
	ADDITIONAL APPENDIX C COMMENTS	8/10/18	

600060120

SCALE: 1" = 60'-0"

NORTH

VICINITY MAP

NTS

DEVELOPMENT DATA:
OWNER: PINEHURST REIT, LLC
P.O. BOX 1298
PINEHURST, NC, 28370

PARCEL ID #: 00032232 & 00039843
DEED BOOK: 4778, PAGE: 413
TOTAL ACRES: 4.73 (WITHIN VILLAGE ZONING & SOUTHERN PINES JURISDICTION)
3.59 ACRES IN VILLAGE ZONING
1.14 ACRES IN SOUTHERN PINES ZONING

ZONING(CURRENT): R-30 RESIDENTIAL
ZONING (PROPOSED): R-15-CD
CURRENT USE: VACANT
PROPOSED USE: SINGLE FAMILY RESIDENTIAL
AREA: 4.73 ACRE TOTAL (ONLY DEVELOPING 3.59 ACRE VILLAGE PARCEL)
RIVER BASIN: CAPE FEAR
SUB-BASIN WATERSHED: PROJECT IS NOT IN A DELINEATED WATERSHED
FLOODPLAIN: PROJECT IS NOT LOCATED WITHIN THE 100 YEAR FLOODPLAIN
RED-COCKADED WOOPECKER INACTIVE PARTITION: SOP1 109. NO CAVITY TREES ARE PRESENT ON THE PROJECT SITE, PER US FISH AND WILDLIFE.

EXISTING BUILDING SQ. FT.: 0 SF
EXISTING IMPERVIOUS SURFACE: 0 SF
PROPOSED NEW IMPERVIOUS SURFACE: 24,660 SF (0.57 ac.)
MAXIMUM IMPERVIOUS ALLOWED PER LOT: 45% (IMPERVIOUS COVERAGE TO BE VERIFIED AT REQUEST FOR BUILDING PERMIT PER LOT)

PARKING REQUIRED: 2 / DWELLING UNIT = 14 SPACES REQUIRED

OPEN SPACE REQUIRED: 0.54 AC., 15% OF TRACT (3.59 x 0.15 = 0.54 ACRE)
OPEN SPACE PROVIDED: 0.70 AC. (19.50%)

LANDSCAPE BUFFER: SEE CONDITION #2

PROPOSED NEW 6" COUNTY WATERLINE: TBD
PROPOSED NEW 8" COUNTY SANITARY SEWER LINE: TBD
IN THE EVENT OF IRRIGATION INSTALLATION, AN ADDITIONAL WATER METER WILL BE REQUIRED.

LINEAR FOOTAGE OF PROPOSED PRIVATE DRIVE: 731 lf
PRIVATE DRIVE TO BE CONSTRUCTED TO VILLAGE OF PINEHURST STANDARDS

TYPICAL LOT DIMENSIONS: 80' WIDE x 150' DEEP (AVG.), 12,000 SF (AVG.)

DEVELOPMENT TO BE COMPLETED IN ONE PHASE. DEVELOPMENT TO HAVE 15 MPH SPEED LIMIT.

DEVELOPMENT INTENDS TO HAVE NEIGHBORHOOD ENTRANCE SIGN. A SIGN PERMIT WILL BE APPLIED FOR PER THE DEVELOPMENT ORDINANCE OF THE REGULATING ENTITY.

MINIMUM LOT WIDTH AT SETBACK: 60'
MINIMUM LOT WIDTH AT STREET LINE: 20'
MAXIMUM BUILDING HEIGHT: 35'

PROPERTY SETBACKS:
FRONT: 24'
SIDE YARD: 5' (CONDITIONAL)
SIDE STREET: 16'
REAR: 24'

CONDITIONS:
1. LOTS TO HAVE 5' SIDE SETBACKS
2. 10' LANDSCAPE BUFFER ALONG PROPERTIES THAT ARE ADJACENT TO KNOLL ROAD (CONDITION FROM PLANNING AND ZONING BOARD).

Table 9.17.1.11a - Table of Required Open Space - Dimensional Requirements			
USES TYPES	R-30	R-15	R-15 CD
Minimum Lot Size (sf)	24,000	12,000	12,000
Minimum Lot Width at Setback Line (ft)	80	60	60
Minimum Lot Width at Street Line (ft) (Table 9.2a)	20	20	20
Minimum Front Yard Setback (ft)	32	24	24
Minimum Side Yard Setback (ft)	16	12	5
Side Street Setback (ft)	16	16	16
Minimum Rear Yard Setback (ft)	24	24	24
Maximum Building Height (ft)	35	35	35
Maximum Lot Covered by Impervious Surface	36%	45%	45%

SPECIMEN TREES LEGEND (TRUNK DBH OF 12 INCHES OR GREATER)

- PINE TREES
- DOGWOOD TREES
- CEDAR TREES

PRELIMINARY – DO NOT USE FOR CONSTRUCTION

LKC Engineering, pllc
140 Aqua Shed Court
Aberdeen, NC 28315
O: 910.420.1437
F: 910.637.0096
lkceengineering.com
License No. P-1095

Engineering
Landscape Architecture
Planning

LKC

GENERAL CONCEPT
PLAN

MAGNOLIA ON KNOLL

Pinehurst, North Carolina

DATE: JULY, 2018
DESIGNED:
DRAWN:
CHECKED:
NO.



PLANNING AND INSPECTIONS DEPARTMENT STAFF REPORT

To: Mayor Fiorillo and Village Council
From: Alex Cameron, Senior Planner
Cc: Jeff Sanborn, Village Manager
Natalie Hawkins, Assistant Village Manager
Will Deaton, Planning and Inspections Director
Beth Dunn, Village Clerk
Date: September 18, 2018
Subject: Staff Report for Proposed Rezoning at Midland/Knoll Rd.

Applicant:	Village Developers, Inc./Calvin Riddle
Owners:	Pinehurst REIT, LLC
Property Location:	Between 2040 & 2020 Midland Rd.
Rezoning:	<p>Current Zoning Districts: R-30 (Medium Density Residential) District is established as a district in which the principal uses of the land are for medium-density residential purposes. This district is further intended to discourage any use which would be detrimental to the predominately medium-density residential nature of the areas included within the district.</p> <p>Proposed Zoning District: R-15-CD (Residential Medium Density-Conditional District) is established as a district in which the principal use of land is for medium-density residential uses. This district is further intended to discourage any use which would be detrimental to the predominately medium-density residential nature of the areas included within the district.</p>
Current Land Use:	Vacant
Proposed Land Use:	7 lot single family subdivision

The applicant requests a conditional district rezoning of +/- 3.59 acres currently zoned R-30 (Medium Density Residential) to R-15-CD (Residential Medium Density-Conditional District) in order to develop the property as a 7 lot single family subdivision.



Existing Zoning Map (Shows both Pinehurst-PH and Southern Pines-SP Zoning)



Aerial Map

A neighborhood meeting was required of the applicant prior to submitting the request. Please find the results of that meeting as reported by the applicant attached.

The property is defined as being Moore County LRK #'s 00032232 and 00039843 (within Southern Pines ETJ). The applicant is Calvin Riddle (Village Developers, Inc.) and owner of the property is Pinehurst REIT, LLC.

This proposal is to have 7 single family lots with a density of about two units per acre. The proposed access is one connection point off Knoll Rd. which is located within the Town of Southern Pines ETJ. This property is zoned RS-3 under Southern Pines Zoning.

A concrete sidewalk is proposed on one side of the interior street. Open space is proposed near the northern point of the property as shown on the General Concept Plan. This open space will meet the view shed requirement of the PDO.

Included in the documentation for the conditional district rezoning request are a project narrative and General Concept Plan.

Analysis:

The proposed development consists of two tracts. One is located within the Village of Pinehurst ETJ and is approximately 3.59 acres. This property is currently zoned R-30. All of the proposed 7 single family lots are located within the Village's jurisdiction.

The surrounding properties contain multiple zoning designations and land uses. (see the zoning map above)

The property to the west is zoned RMF and is currently a mixed dwelling townhome residential development known as Walker Station and is within the Pinehurst Corporate Limits.

The properties to the east and south are located within the Town of Southern Pines ETJ. These properties are zoned RS-3 Residential Single Family (30,000 sf lots). Per the Town of Southern Pines Unified Development Ordinance (UDO), the RS-3 district is established to allow primarily very low-density Single Family residential land uses (approximately 1.4 dwelling units per acre). The proposed access to this development is from a parcel approximately 1.14 acre property adjacent to Knoll Rd.

The property to the north is located within the Town of Southern Pines City Limits and is zoned RS-1 CD, Residential Single Family-1 Conditional District. This is part of the Longleaf Development and consists of a mixture of housing types and a golf course.

The proposal includes approximately 0.7 acres or 19.5% at the northern end of the property closer to Midland Rd. This exceeds the required 15% minimum amount of required open space for major subdivisions zoned R-15 cited in section 9.17.1.11 of the PDO. Also, section 9.17.1.11 of the PDO allows

for reduced setbacks and minimum lot size for residential subdivisions that meet the required open space regulation. The proposal reflects the allowed dimensional standards.

The applicant has indicated that utilities will be served by Moore County Public Utilities via an easement coming from the adjacent property to the west (Walker Station development). If this opportunity does not work out, the applicant has indicated that a connection can be made within the Midland Rd. right-of-way. This site contains no floodplains, wetlands or other environmental constraints that are known.

The applicant has indicated one stormwater control measure will be provided on-site to address runoff and meet the requirements of NCDEQ and the Village.

The applicant is asking for the following condition:

1. All lots to have a 5' side setback.

Planning and Zoning Board Action

The Planning and Zoning Board first considered this request and conducted a duly advertised public hearing and held a special meeting on August 9th. Following the public hearing and subsequent discussion, the Board formed a subcommittee of staff, P&Z board members and the developer to review the request, consider possible conditions and issues raised in the public hearing and report to the full Board on August 16th. The subcommittee met on August 10th and recommended the Planning and Zoning Board consider the following;

- 1) A landscape buffer along the rear of the properties that front Knoll Rd.
- 2) Possible fencing options along the property.
- 3) Typical driveway layout for each lot.
- 4) Homeowner's association to be responsible for landscape maintenance.

The Planning & Zoning Board met on August 16th and discussed the rezoning request with the recommendations of the subcommittee and the applicant. The P&Z Board voted unanimously to recommend to the Village Council that the rezoning be approved with the following conditions which the applicant agreed to:

1. All lots to have a 5' side setback.
2. A 10' landscape buffer will be provided along the properties that front Knoll Rd.

Recommendation:

The Planning Staff recommends approval of the rezoning request to R-15 CD (Residential Medium Density-Conditional District) as submitted.

Based on the surrounding zoning and built environment the proposed uses would not be inconsistent with the existing adjacent uses and zoning.

The R-15, R-20, and R-30 Residential District is established as a district in which the principal use of land is for medium-density residential uses. This district is further intended to discourage any use which would be detrimental to the predominately medium-density residential nature of the areas included within the district.

The proposed use will meet all the requirements of the R-15 CD (Conditional District) Zoning and the PDO at the time of site plan approval as well as the general concept plan and any other agreed to or submitted conditions associated with this conditional district rezoning proposal. This staff recommendation is based on the submitted exhibits attached.

Comprehensive Plan Consistency Statement:

Page 56 of the 2010 Comprehensive Long Range Plan identifies the preference for the future development of the areas with the current extra-territorial jurisdiction (and possible additional future areas) is to promote open space development patterns since it will help preserve meaningful open space, help promote water recharge and retain the overall character of the community.

Page 59 of the 2010 Comprehensive Long Range Plan indicates a major strategy of the community should be to consider ways to meet the long-term housing needs of the residents of Pinehurst and their families. It states that the development pattern of Pinehurst did not anticipate some of the changing desires and needs of a residential community (larger homes, larger lots, housing for an aging population, etc.).

This proposal takes into consideration the need for additional housing needed of the residents of Pinehurst and the preference for future development in the ETJ to promote open space as mentioned in the Comprehensive Plan. Achieving goals in accordance with the Comprehensive Plan and other planning documents of the village is considered reasonable and in the best interest of the public.



**DISCUSS AND CONSIDER ORDINANCE 18-22 AMENDING THE OFFICIAL
ZONING MAP.**

ADDITIONAL AGENDA DETAILS:

FROM:

Will Deaton

CC:

Natalie Hawkins, Jeff Sanborn

DATE OF MEMO:

9/20/2018

MEMO DETAILS:

Should Council wish to rezone Parcel ID #00032232 on Midland Road that is the subject of Public Hearing #1, the attached ordinance to amend the Official Zoning Map is included for your consideration.

ATTACHMENTS:

Description

- ▣ Ordinance 18-22 Rezoning Parcel ID # 00032232 (Midland Rd.)

ORDINANCE #18-22:

AN ORDINANCE AMENDING THE OFFICIAL PINEHURST ZONING MAP AS IT PERTAINS TO THE REZONING OF ONE PARCEL OF LAND CONSISTING OF APPROXIMATELY 3.59 ACRES LOCATED BETWEEN 2040 & 2020 MIDLAND RD., ADJACENT TO WALKER STATION AND FURTHER IDENTIFIED AS MOORE COUNTY PID # 00032232.

THAT WHEREAS, the Village Council of the Village of Pinehurst adopted a new Pinehurst Development Ordinance and Map on the 8th day of October, 2014, for the purpose of regulating planning and development in the Village of Pinehurst and the extraterritorial area over which it has jurisdiction; and

WHEREAS, said Ordinance and Map may be amended from time to time as circumstances and the best interests of the community have required; and

WHEREAS, a public hearing was held at 4:30 p.m. on September 25, 2018 in the Assembly Hall of the Pinehurst Village Hall, Pinehurst, North Carolina after due notice in the Pilot, a newspaper in Southern Pines, North Carolina, with general circulation in the Village of Pinehurst, and its extraterritorial jurisdiction, for the purpose of considering rezoning of approximately 3.59 acres located between 2040 & 2020 Midland Rd., adjacent to Walker Station and further identified as Moore County PID # 00032232, from R-30 (Medium Density Residential) to R-15-CD (Medium Density Residential – Conditional District) at which time all interested citizens, residents and property owners in the Village of Pinehurst and its extraterritorial jurisdiction were given an opportunity to be heard as to whether they favored or opposed the proposed rezoning; and

WHEREAS, the Planning and Zoning Board has recommended the zoning map be amended and the general concept plan be approved; and

WHEREAS, the applicant has agreed upon the following condition(s):

- 1. All lots to have a 5' side setback.**
- 2. A 10' landscape buffer will be provided along the properties that front Knoll Rd.**

WHEREAS, the Village Council, after considering all of the facts and circumstances surrounding the proposed rezoning, have determined that it is in the best interests of the Village of Pinehurst and the extraterritorial jurisdiction that the Development Ordinance and Zoning Map be amended.

NOW, THEREFORE, BE IT ORDAINED AND ESTABLISHED by the Village Council of the Village of Pinehurst, North Carolina in a regular meeting assembled on this 25th day of September, 2018 as follows:

SECTION 1. That the Pinehurst Zoning Map of the Village of Pinehurst and its extraterritorial zoning jurisdiction hereby is amended by rezoning of approximately 3.59 acres located between 2040 & 2020 Midland Rd., adjacent to Walker Station and further identified as Moore County PID # 00032232, from R-30 (Medium Density Residential) to R-15-CD (Medium Density Residential – Conditional District).

SECTION 2. This Ordinance shall be and remain in full force and effect from and after the date of its adoption.

Adopted this 25th day of September, 2018.

VILLAGE OF PINEHURST
VILLAGE COUNCIL

(Municipal Seal)

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Beth Dunn, Village Clerk

Michael J. Newman, Village Attorney



PRESENTATION OF THE 2018 COMMUNITY AND BUSINESS SURVEY RESULTS.

ADDITIONAL AGENDA DETAILS:

FROM:

Lauren Craig

CC:

Jeff Sanborn, Natalie Hawkins

DATE OF MEMO:

9/20/2018

MEMO DETAILS:

The Village recently conducted its seventh annual Community and Business Surveys. The Village contracted with ETC Institute of Olathe, Kansas to gather input from residents and businesses on a broad spectrum of Village services. The information gathered from the surveys will help the Village set community priorities including staffing and budget expenditures, determine areas or services that need improvement, and identify future needs.

Jason Morado, Project Manager with ETC Institute will present the findings of the Community and Business surveys at the September 25 Village Council Regular Meeting.

For the Community Survey, ETC Institute administered the DirectionFinder® survey. An electronic version of the Community Survey report, presentation, and open-ended comments are attached. ETC's final report includes:

- A summary of the methodology for administering the survey and major findings
- Charts and graphs for each question on the survey
- GIS maps that show the results of selected questions as neighborhood maps of the Village
- Benchmarking data that shows how the results for the Village of Pinehurst compare to other communities
- Importance-satisfaction analysis
- Tables that show the results for each question on the survey
- A copy of the survey instrument

An electronic version of the Business Survey report, presentation, and open-ended comments are also attached. We look forward to reviewing the findings with you.

ATTACHMENTS:

Description

- ❑ 2018 Community Survey Report
- ❑ 2018 Community Survey Presentation
- ❑ 2018 Community Survey- open ended comments
- ❑ 2018 Business Survey Report
- ❑ 2018 Business Survey Presentation
- ❑ 2018 Business Survey- open ended comments

Village of Pinehurst Community Survey

Findings Report

...helping organizations make better decisions since 1982

2018

Submitted to the Village of Pinehurst

By:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas 66061

September 2018





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2018 Village of Pinehurst Community Survey Executive Summary Report

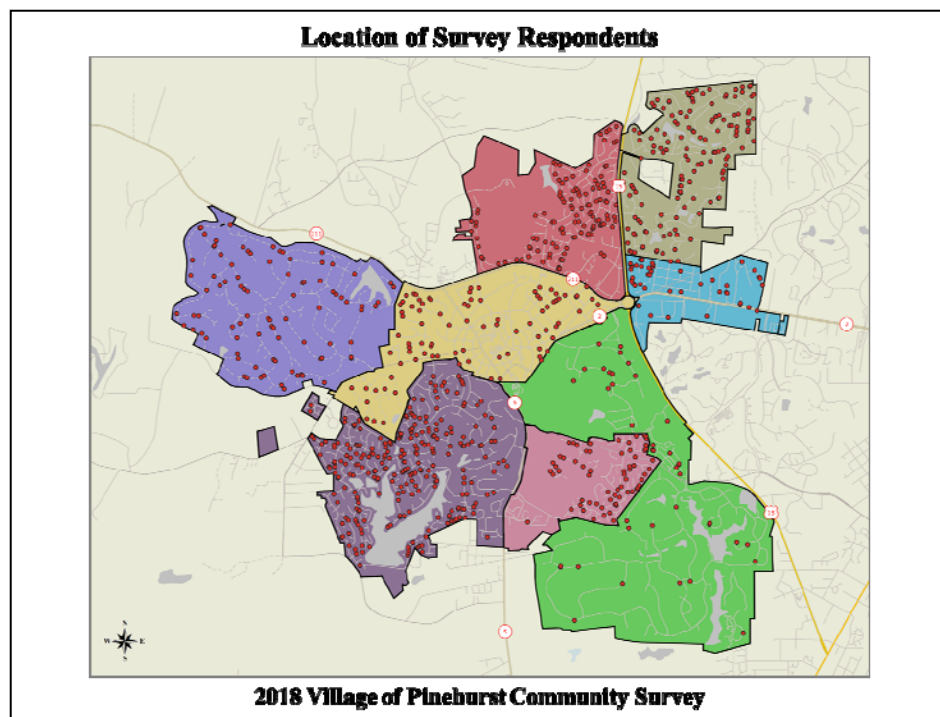
Purpose and Methodology

ETC Institute administered a survey to residents of the Village of Pinehurst during the summer of 2018. The purpose of the survey was to help Village leaders and elected officials set community priorities including staffing and budget expenditures. The survey and its data will also help the Village determine areas or services that need improvement and identify future needs. This is the seventh survey administered for the Village, previous community surveys were conducted in 2012, 2013, 2014, 2015, 2016, and 2017.

The seven-page survey and cover letter were mailed to a random sample of households in the Village of Pinehurst. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Pinehurst from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 700 residents. The goal was exceeded with a total of 906 residents completing the survey. The



overall results for the sample of 906 households have a precision of at least $\pm 3.26\%$ at the 95% level of confidence. 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 on the previous page shows the physical distribution of survey respondents based on the location of their home.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Pinehurst with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” 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:

- An executive 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 compare to other communities (section 3),
- importance-satisfaction analysis; this analysis was done to determine priority actions for the Village to address based upon the survey results (section 4),
- tables that show the results of the random sample for each question on the survey (section 5),
- a copy of the survey instrument (section 6).

Overall Perceptions of the Village

Ninety-five percent (95%) of the residents surveyed, *who had an opinion*, indicated that the village is either an “excellent” or “good” place to live which is 25% higher than the national average. Ninety-four percent (94%) of those surveyed, *who had an opinion*, indicated the overall quality of life in the Village is either “excellent” or “good” which is 19% higher than the national average.

Overall Satisfaction with Village Services

The major categories of Village services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: fire services (95%), police services (93%), and solid waste services (91%). For all 12 major categories of Village services that were rated, 58% or more of residents *who had an opinion* were “very satisfied” or “satisfied”, Village leaders have done a great job of ensuring overall satisfaction among residents is very high. The areas residents thought should receive the most increase in emphasis from the Village over the next two years were: (1) efforts to maintain the quality of neighborhoods, (2) street and right-of-way maintenance, and (3) police services.

Feelings of Safety

Ninety-nine percent (99%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “safe” walking alone in their neighborhood during the day, 98% of residents, *who had an opinion*, indicated they feel either “very safe” or “safe” in business areas of the Village during the day.

Satisfaction with Specific Village Services

- **Public Safety Services.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: efforts to prevent crime (91%), how quickly police respond to emergencies (87%), and how quickly fire personnel respond to emergencies (84%). The aspect of public safety services that respondents were least satisfied are the fire prevention and education programs provided by the Village (66%). Respondents indicated that the Village’s efforts to prevent crime is the public safety service they think should receive the most emphasis from Village leaders over the next two years.
- **Cultural and Recreation Services.** The highest levels of satisfaction with cultural and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of Village parks (87%) the number of Village parks (85%), the availability of walking/greenway trails (80%), and the condition of walking/greenway trails (79%). The three cultural and recreation services respondents indicated should receive the most emphasis over the next two years were (1) village sponsored cultural arts events, (2) the availability of walking/greenway trails, and (3) the condition of walking/greenway trails. Village sponsored cultural/arts events, Rassie Wicker Park, and greenway trails were the most used Village parks and recreation programs or facilities during the past year.
- **Code Enforcement.** The highest levels of satisfaction with Village code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of solid waste cart regulations (69%), enforcing sign regulations (66%), and enforcing the cleanup of litter and debris on private property (63%). Sixty-two percent (62%) of respondents described the effort the Village applies to enforce its codes and ordinances as “about right,” 9% indicated it was “too much,” and 21% indicated it was “too little.”
- **Solid Waste Services.** Ninety-six percent (96%) of residents *who had an opinion* were satisfied with curbside recycling services; 96% were satisfied with residential trash collection services, and 91% were satisfied with yard waste collection services.
- **Public Services.** The highest levels of satisfaction with public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall cleanliness of streets and other public areas (91%), the maintenance of main Village street thoroughfares (90%), the maintenance and

preservation of Downtown (89%), and the landscaping in medians and other public areas (89%). The ease of travel through large traffic circles and the ease of travel on Highway 5 were the two public services respondents think should receive the most emphasis from the Village over the next two years.

- **Public Communication and Outreach.** The highest levels of satisfaction with public communication and outreach, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the Village newsletter (78%), the quality of information on Village programs and services (74%), and efforts to keep residents informed about local issues (73%).
 - The Pilot newspaper (75%) and the Village newsletter (74%) are the two most used sources for information about the Village of Pinehurst.
 - Ninety-three percent (93%) of respondents indicated they read the Village newsletter either “all the time” or “sometimes.”
- **Village Leadership.** Sixty-eight percent (68%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 64% were satisfied with the quality of leadership provided by elected officials, and 60% were satisfied with the effectiveness of appointed boards and commissions.

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 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, they should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 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:

- Village efforts to maintain the quality of neighborhoods (IS Rating=0.1324)
- Street and right-of-way maintenance (IS Rating=0.1284)
- Level of public involvement in local decisions (IS Rating=0.1103)

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

2018 Importance-Satisfaction Rating Village of Pinehurst, North Carolina Overall Satisfaction with 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)						
Village efforts at maintaining quality of your neighborhoods	42%	1	69%	8	0.1324	1
Street & right-of-way maintenance	40%	2	68%	9	0.1284	2
Level of public involvement in local decisions	26%	4	58%	12	0.1103	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	26%	5	61%	11	0.0998	4
Promotion of natural resource conservation	19%	7	66%	10	0.0656	5
Parks & recreation facilities	23%	6	77%	7	0.0529	6
Parks & recreation programs	18%	8	78%	6	0.0382	7
Village communication with residents	16%	9	80%	5	0.0328	8
Police services	27%	3	93%	2	0.0190	9
Solid waste services	9%	11	91%	3	0.0084	10
Fire services	15%	10	95%	1	0.0074	11
Customer service provided by Village employees	3%	12	85%	4	0.0046	12

Priorities Within Specific Areas. The second level of analysis reviewed the importance of and satisfaction with Public Safety Services, Cultural and Recreation Services, and other Public Services offered by the Village. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that were found to be top priorities are listed below.

- **Public Safety:** Frequency police officers patrol neighborhoods
- **Cultural and Recreation Services:** The availability of indoor recreation facilities
- **Public Services:** Ease of travel through large traffic circles and Highway 5

How the Village Compares to Other Communities Nationally

Satisfaction ratings for The Village of Pinehurst **rated the same as or above the U.S. average in 50 of the 53 areas** that were assessed. The Village of Pinehurst rated significantly higher than the U.S. average (difference of 5% or more) in 44 of these areas. Listed below are the comparisons between The Village of Pinehurst and the U.S. average:

Service	Pinehurst	U.S.	Difference	Category
Maintenance of main Village street thoroughfares	90%	48%	41%	Public Services
Customer service provided by Village employees	85%	45%	39%	Overall Satisfaction with Village Services
Landscaping in medians & other public areas	89%	52%	37%	Public Services
Efforts to prevent crimes	91%	54%	36%	Public Safety Services
As a place to retire	94%	58%	36%	Perceptions of Pinehurst
Village communication with residents	80%	48%	32%	Overall Satisfaction with Village Services
Overall appearance of Village	94%	63%	31%	Perceptions of Pinehurst
Overall image of Village	95%	64%	31%	Perceptions of Pinehurst
Yard waste collection services	91%	60%	31%	Solid Waste Services
Overall feeling of safety in Village	98%	67%	31%	Perceptions of Pinehurst
Overall effectiveness of Village Manager & appointed staff	68%	39%	30%	Village Leadership
Cleanliness of streets & other public areas	91%	61%	29%	Public Services
Opportunities to participate in local government	63%	34%	29%	Public Communication and Outreach
Quality of info about programs/services	74%	45%	29%	Public Communication and Outreach
Efforts to keep you informed about local issues	73%	45%	28%	Public Communication and Outreach
Maintenance/preservation of Downtown	89%	62%	27%	Public Services
Street & right-of-way maintenance	68%	41%	27%	Overall Satisfaction with Village Services
Curbside recycling services	96%	70%	26%	Solid Waste Services
Level of public involvement in local decisions	58%	32%	26%	Overall Satisfaction with Village Services
Overall quality of leadership provided by Village's elected officials	64%	39%	25%	Village Leadership
As a place to live	95%	70%	25%	Perceptions of Pinehurst
Police services	93%	70%	24%	Overall Satisfaction with Village Services
Solid waste services	91%	67%	23%	Overall Satisfaction with Village Services
How quickly police respond to emergencies	87%	64%	23%	Public Safety Services
Condition of existing walkways	69%	46%	23%	Public Services
Maintenance of streets in your neighborhood	70%	48%	22%	Public Services
Residential trash collection services	96%	75%	21%	Solid Waste Services
Enforcing cleanup of litter & debris	63%	43%	21%	Code Enforcement
Condition of walking/greenway trails	79%	59%	20%	Cultural and Recreation Services
Overall quality of life in Village	94%	75%	19%	Perceptions of Pinehurst
Enforcing mowing/cutting of weeds/grass	58%	39%	19%	Code Enforcement
Number of Village parks	85%	66%	18%	Cultural and Recreation Services
Quality of Village parks	87%	70%	17%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	64%	16%	Cultural and Recreation Services
Enforcing sign regulations	66%	53%	13%	Code Enforcement
Fire services	95%	83%	12%	Overall Satisfaction with Village Services
Enforcement of local traffic laws	74%	64%	11%	Public Safety Services
Maintenance of street signs/pavement markings	80%	70%	10%	Public Services
Frequency police officers patrol your neighborhood	67%	59%	9%	Public Safety Services
Enforcement of Village codes & ordinances	61%	54%	8%	Overall Satisfaction with Village Services
Winter weather response on Village streets	66%	59%	7%	Public Services
As a place to raise children	76%	70%	6%	Perceptions of Pinehurst
Village social media	60%	55%	5%	Public Communication and Outreach
Village website (vopnc.org)	65%	60%	5%	Public Communication and Outreach
Progress toward strategic vision & mission	55%	51%	3%	Public Communication and Outreach
Quality of stormwater runoff/management system	58%	56%	3%	Public Services
Quality of outdoor athletic fields & facilities	70%	67%	3%	Cultural and Recreation Services
How quickly fire personnel respond to emergencies	84%	82%	2%	Public Safety Services
Fire prevention & education programs	66%	65%	1%	Public Safety Services
Quality of adult recreation programs	55%	54%	1%	Cultural and Recreation Services
Adequacy of street lighting	54%	56%	-2%	Public Services
Quality of youth recreation programs	54%	61%	-7%	Cultural and Recreation Services
Quality of recreation indoor facilities	43%	68%	-25%	Cultural and Recreation Services

How the Village Compares to Other Communities Regionally

Satisfaction ratings for The Village of Pinehurst **rated the same or above the Atlantic regional average in 46 of the 53 areas** that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 43 of these areas. Listed below are the comparisons between The Village of Pinehurst and the average for the Atlantic Region:

Service	Pinehurst	Atlantic Region	Difference	Category
Maintenance of main Village street thoroughfares	90%	47%	42%	Public Services
Customer service provided by Village employees	85%	43%	41%	Overall Satisfaction with Village Services
As a place to retire	94%	59%	35%	Perceptions of Pinehurst
Landscaping in medians & other public areas	89%	56%	33%	Public Services
Maintenance/preservation of Downtown	89%	56%	33%	Public Services
Overall effectiveness of Village Manager & appointed staff	68%	37%	31%	Village Leadership
Overall image of Village	95%	65%	31%	Perceptions of Pinehurst
Cleanliness of streets & other public areas	91%	60%	31%	Public Services
Efforts to prevent crimes	91%	60%	30%	Public Safety Services
Overall appearance of Village	94%	64%	30%	Perceptions of Pinehurst
Village communication with residents	80%	50%	30%	Overall Satisfaction with Village Services
Yard waste collection services	91%	62%	29%	Solid Waste Services
Overall quality of leadership provided by Village's elected officials	64%	35%	29%	Village Leadership
Overall feeling of safety in Village	98%	70%	28%	Perceptions of Pinehurst
Opportunities to participate in local government	63%	36%	27%	Public Communication and Outreach
Efforts to keep you informed about local issues	73%	47%	26%	Public Communication and Outreach
Curbside recycling services	96%	71%	25%	Solid Waste Services
Enforcing mowing/cutting of weeds/grass	58%	33%	24%	Code Enforcement
Street & right-of-way maintenance	68%	44%	23%	Overall Satisfaction with Village Services
Maintenance of streets in your neighborhood	70%	47%	23%	Public Services
Enforcing cleanup of litter & debris	63%	41%	23%	Code Enforcement
Level of public involvement in local decisions	58%	35%	23%	Overall Satisfaction with Village Services
Quality of info about programs/services	74%	52%	22%	Public Communication and Outreach
Residential trash collection services	96%	74%	22%	Solid Waste Services
As a place to live	95%	73%	21%	Perceptions of Pinehurst
Solid waste services	91%	70%	21%	Overall Satisfaction with Village Services
Condition of existing walkways	69%	49%	21%	Public Services
Police services	93%	73%	20%	Overall Satisfaction with Village Services
Overall quality of life in Village	94%	74%	20%	Perceptions of Pinehurst
How quickly police respond to emergencies	87%	67%	20%	Public Safety Services
Enforcement of local traffic laws	74%	58%	17%	Public Safety Services
Condition of walking/greenway trails	79%	62%	17%	Cultural and Recreation Services
Quality of Village parks	87%	73%	14%	Cultural and Recreation Services
Enforcing sign regulations	66%	52%	14%	Code Enforcement
Number of Village parks	85%	71%	13%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	68%	13%	Cultural and Recreation Services
Quality of stormwater runoff/management system	58%	47%	12%	Public Services
As a place to raise children	76%	68%	8%	Perceptions of Pinehurst
Maintenance of street signs/pavement markings	80%	72%	8%	Public Services
Fire services	95%	87%	8%	Overall Satisfaction with Village Services
Quality of outdoor athletic fields & facilities	70%	63%	7%	Cultural and Recreation Services
Frequency police officers patrol your neighborhood	67%	61%	6%	Public Safety Services
Enforcement of Village codes & ordinances	61%	56%	6%	Overall Satisfaction with Village Services
Village social media	60%	56%	4%	Public Communication and Outreach
Winter weather response on Village streets	66%	63%	4%	Public Services
Village website (vopnc.org)	65%	63%	1%	Public Communication and Outreach
Progress toward strategic vision & mission	55%	56%	-2%	Public Communication and Outreach
Adequacy of street lighting	54%	56%	-3%	Public Services
How quickly fire personnel respond to emergencies	84%	87%	-3%	Public Safety Services
Fire prevention & education programs	66%	70%	-4%	Public Safety Services
Quality of adult recreation programs	55%	59%	-5%	Cultural and Recreation Services
Quality of youth recreation programs	54%	61%	-7%	Cultural and Recreation Services
Quality of recreation indoor facilities	43%	73%	-31%	Cultural and Recreation Services

Short-Term Trend Analysis

From 2017 to 2018, satisfaction ratings have increased or stayed the same in 45 of the 86 areas that were assessed. There have been significant increases (5% or more) in satisfaction in seven of these areas. The 45 areas that have increased or stayed the same since 2017 are listed below.

Service	2018	2017	Difference	Category
Overall quality of leadership provided by Village's elected officials	64%	54%	10%	Village Leadership
Level of public involvement in local decisions	58%	51%	7%	Overall Satisfaction with City Services
Enforcing mowing/cutting of weeds/grass on private property	58%	51%	6%	Code Enforcement
Overall effectiveness of appointed boards & commissions	60%	54%	6%	Village Leadership
Open Village Hall community forum	57%	52%	5%	Public Communication and Outreach
Opportunities to participate in local government	63%	58%	5%	Public Communication and Outreach
Given Memorial Library programs	92%	87%	5%	Given Memorial Library
Enforcing cleanup of litter & debris on private property	63%	60%	4%	Code Enforcement
Village efforts to keep you informed about local issues	73%	69%	4%	Public Communication and Outreach
Street & right-of-way maintenance	68%	65%	3%	Overall Satisfaction with City Services
Village communication with residents	80%	77%	3%	Overall Satisfaction with City Services
MYVOP service request system	84%	81%	3%	Village Services and Facilities
Maintenance of street signs/pavement markings	80%	77%	2%	Public Services
Parks & recreation programs	78%	76%	2%	Overall Satisfaction with City Services
Enforcing sign regulations	66%	64%	2%	Code Enforcement
Enforcement of Village codes & ordinances	61%	59%	2%	Overall Satisfaction with City Services
Community's progress toward meeting its strategic vision & mission	55%	53%	2%	Public Communication and Outreach
Curbside recycling services	96%	94%	2%	Solid Waste Services
Customer service provided by Village employees	85%	83%	2%	Overall Satisfaction with City Services
Solid waste services	91%	89%	2%	Overall Satisfaction with City Services
Adequacy of street lighting	54%	52%	2%	Public Services
Parks & recreation facilities	77%	76%	1%	Overall Satisfaction with City Services
Overall cleanliness of streets & other public areas	91%	89%	1%	Public Services
Yard waste collection services	91%	90%	1%	Solid Waste Services
Overall effectiveness of Village Manager & appointed staff	68%	67%	1%	Village Leadership
Maintenance of streets in your neighborhood	70%	69%	1%	Public Services
As a place to retire	94%	93%	1%	Perceptions of the Village
Police services	93%	92%	1%	Overall Satisfaction with City Services
Efforts at maintaining quality of neighborhoods	69%	68%	1%	Overall Satisfaction with City Services
Maintenance of main Village street thoroughfares	90%	89%	1%	Public Services
Residential trash collection services	96%	95%	1%	Solid Waste Services
Availability of walkways	53%	52%	1%	Public Services
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	57%	57%	1%	Code Enforcement
Overall feeling of safety in Village	98%	97%	1%	Perceptions of the Village
Walking alone in your neighborhood after dark	78%	77%	1%	Perceptions of Safety and Security
Village newsletter	78%	78%	0%	Public Communication and Outreach
Fire services	95%	95%	0%	Overall Satisfaction with City Services
In business areas of Village during the day	98%	98%	0%	Perceptions of Safety and Security
Overall image of Village	95%	95%	0%	Perceptions of the Village
As a place to raise children	76%	76%	0%	Perceptions of the Village
Code enforcement	51%	51%	0%	Village Services and Facilities
Given Memorial Library services	89%	89%	0%	Given Memorial Library
Monthly Village e-News updates	65%	65%	0%	Public Communication and Outreach
Overall quality of life in Village	94%	94%	0%	Perceptions of the Village
Availability of information about recreation programs	64%	64%	0%	Cultural and Recreation Services

Long-Term Trend Analysis

From 2013 to 2018, satisfaction ratings have increased or stayed the same in 70 of the 80 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 25 of these areas. The XX areas that have increased or stayed the same since 2013 are listed below.

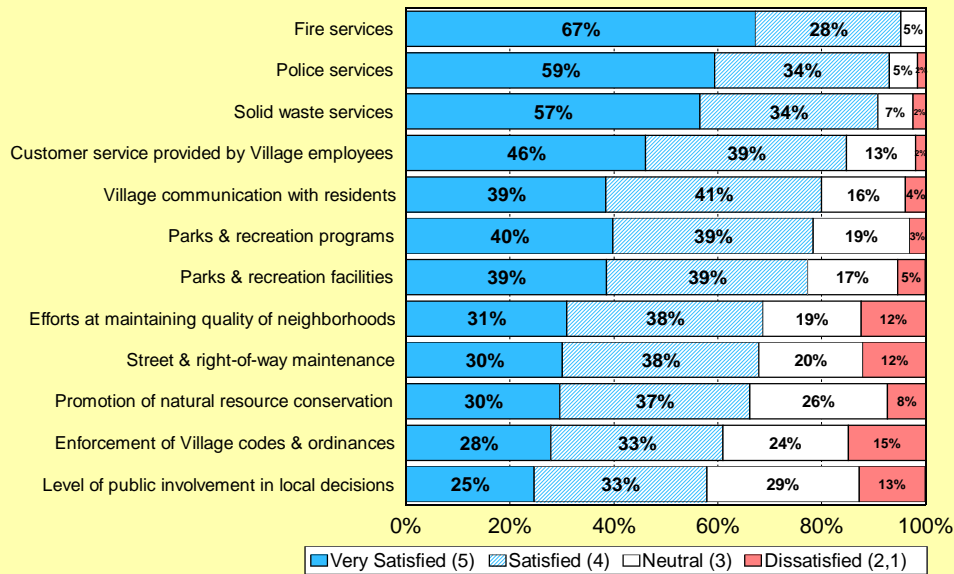
Service	2018	2013	Difference	Category
Condition of existing walkways	69%	47%	22%	Public Services
Given Memorial Library programs	92%	70%	22%	Given Memorial Library
Availability of walkways	53%	34%	19%	Public Services
Level of public involvement in local decisions	58%	40%	18%	Overall Satisfaction with City Services
Adequacy of street lighting	54%	42%	12%	Public Services
Quality of stormwater runoff/management system	58%	48%	10%	Public Services
Availability of information about recreation programs	64%	55%	9%	Cultural and Recreation Services
Overall effectiveness of appointed boards & commissions	60%	52%	8%	Village Leadership
Range of amenities at parks & recreation facilities	57%	50%	7%	Cultural and Recreation Services
Parks & recreation programs	78%	72%	6%	Overall Satisfaction with City Services
Yard waste collection services	91%	85%	6%	Solid Waste Services
Village sponsored cultural arts events	69%	63%	6%	Cultural and Recreation Services
Quality of landscaping in medians & other public areas	89%	83%	6%	Public Services
Given Memorial Library services	89%	83%	6%	Given Memorial Library
Community's progress toward meeting its strategic vision & mission	55%	49%	5%	Public Communication and Outreach
Planning & Inspections services	77%	72%	5%	Village Services and Facilities
As a place to raise children	76%	71%	5%	Perceptions of the Village
Police services	93%	88%	5%	Overall Satisfaction with City Services
Opportunities to participate in local government	63%	58%	5%	Public Communication and Outreach
Curbside recycling services	96%	91%	5%	Solid Waste Services
In Village parks & recreation facilities	85%	80%	5%	Perceptions of Safety and Security
Customer service provided by Village employees	85%	80%	5%	Overall Satisfaction with City Services
Quality of information about Village programs/services	74%	69%	5%	Public Communication and Outreach
Enforcing mowing/cutting of weeds/grass on private property	58%	53%	5%	Code Enforcement
Quality of youth recreation programs	54%	49%	5%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	76%	4%	Cultural and Recreation Services
Enforcing cleanup of litter & debris on private property	63%	59%	4%	Code Enforcement
Overall quality of leadership provided by Village's elected officials	64%	60%	4%	Village Leadership
Availability of recreation indoor facilities	39%	35%	4%	Cultural and Recreation Services
Quality of adult recreation programs	55%	51%	4%	Cultural and Recreation Services
Village efforts to keep you informed about local issues	73%	69%	4%	Public Communication and Outreach
Quality of Village parks	87%	83%	4%	Cultural and Recreation Services
Walking alone in your neighborhood after dark	78%	74%	4%	Perceptions of Safety and Security
Overall cleanliness of streets & other public areas	91%	87%	4%	Public Services
Enforcing sign regulations	66%	63%	3%	Code Enforcement
Overall quality of life in Village	94%	91%	3%	Perceptions of the Village
Monthly Village e-News updates	65%	62%	3%	Public Communication and Outreach
Maintenance/preservation of Downtown	89%	86%	3%	Public Services
Fire services	97%	94%	3%	Village Services and Facilities
Condition of walking/greenway trails	79%	76%	3%	Cultural and Recreation Services
Availability of outdoor athletic fields & facilities	66%	63%	3%	Cultural and Recreation Services
Number of Village parks	85%	82%	3%	Cultural and Recreation Services
Village newsletter	78%	76%	2%	Public Communication and Outreach
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	57%	55%	2%	Code Enforcement
Fire services	95%	93%	2%	Overall Satisfaction with City Services
Overall image of Village	95%	93%	2%	Perceptions of the Village
How quickly fire personnel respond to emergencies	84%	82%	2%	Public Safety Services
Village Hall reception desk	93%	91%	2%	Village Services and Facilities
Overall appearance of Village	94%	92%	2%	Perceptions of the Village
Enforcement of Village codes & ordinances	61%	59%	2%	Overall Satisfaction with City Services
As a place to retire	94%	92%	2%	Perceptions of the Village
Village communication with residents	80%	78%	2%	Overall Satisfaction with City Services
Solid waste services	91%	89%	2%	Overall Satisfaction with City Services
Efforts to prevent crimes	91%	89%	2%	Public Safety Services
Residential trash collection services	96%	94%	2%	Solid Waste Services
Quality of recreation indoor facilities	43%	41%	2%	Cultural and Recreation Services
Walking alone in your neighborhood during the day	99%	97%	2%	Perceptions of Safety and Security
Overall feeling of safety in Village	98%	96%	2%	Perceptions of the Village
In business areas of Village during the day	98%	97%	1%	Perceptions of Safety and Security
Overall effectiveness of Village Manager & appointed staff	68%	67%	1%	Village Leadership
How quickly police respond to emergencies	87%	86%	1%	Public Safety Services
Code enforcement	51%	50%	1%	Village Services and Facilities
Recreation program registration	88%	87%	1%	Village Services and Facilities
Quality of outdoor athletic fields & facilities	70%	69%	1%	Cultural and Recreation Services
Maintenance of main Village street thoroughfares	90%	89%	1%	Public Services
As a place to live	95%	94%	1%	Perceptions of the Village
Enforcement of local traffic laws	74%	74%	0%	Public Safety Services
Frequency that police officers patrol your neighborhood	67%	67%	0%	Public Safety Services
Police services	89%	89%	0%	Village Services and Facilities
Availability of affordable housing	69%	69%	0%	Perceptions of the Village

Section 1

Charts and Graphs

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

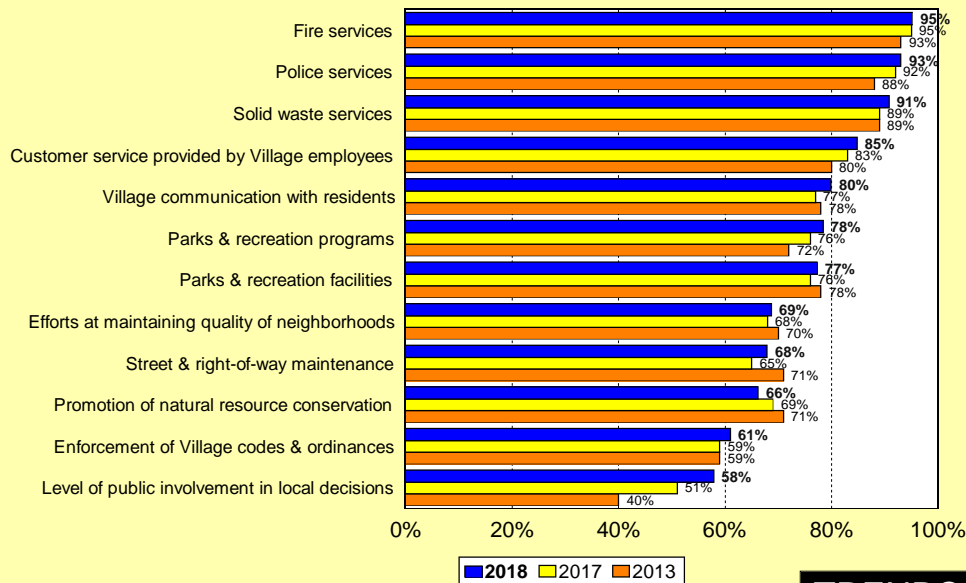
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2018, 2017 & 2013

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

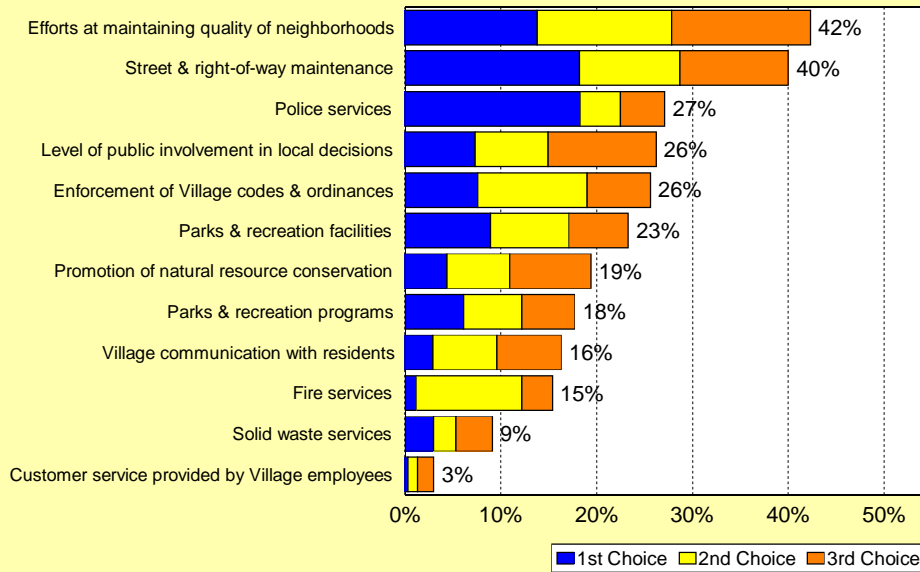


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

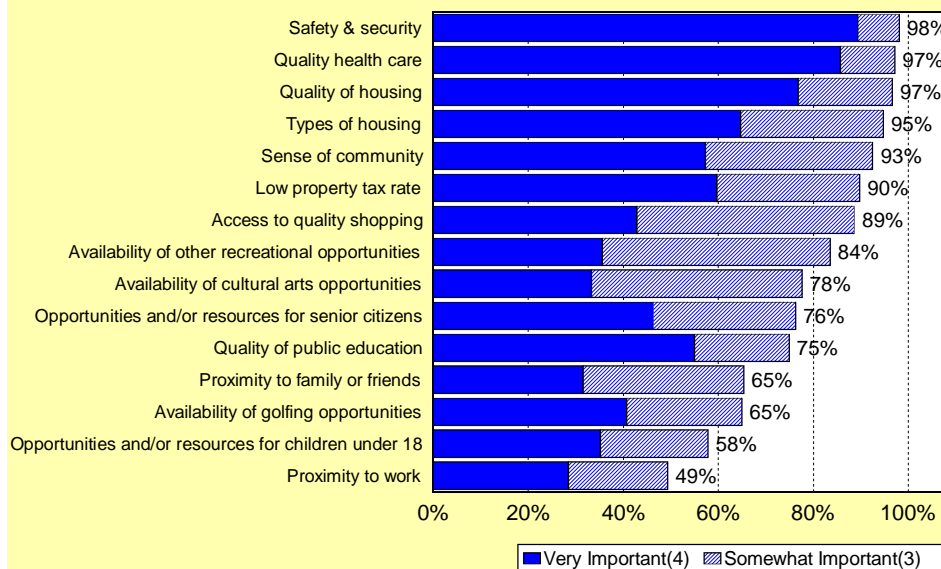
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

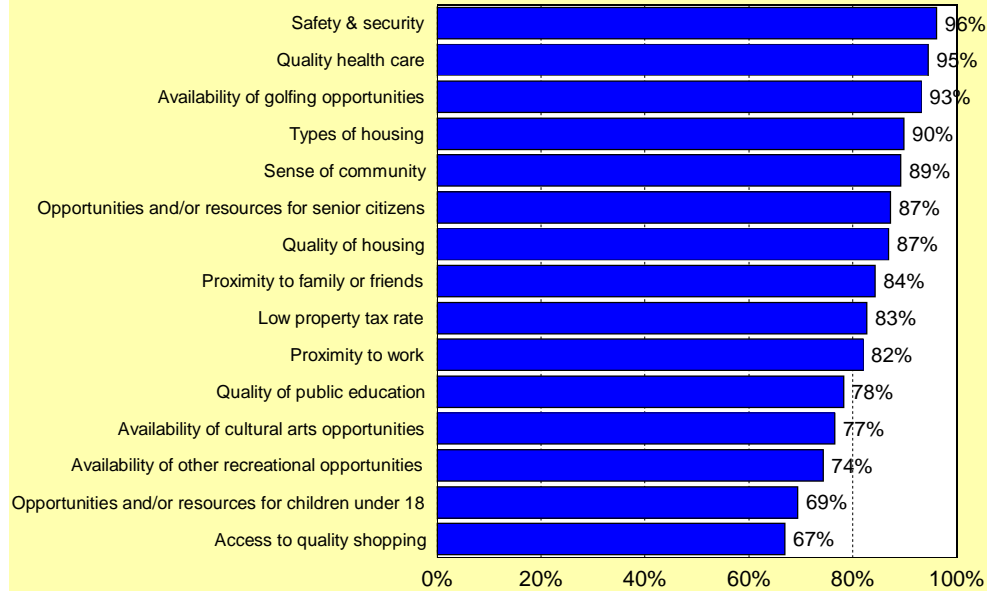
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

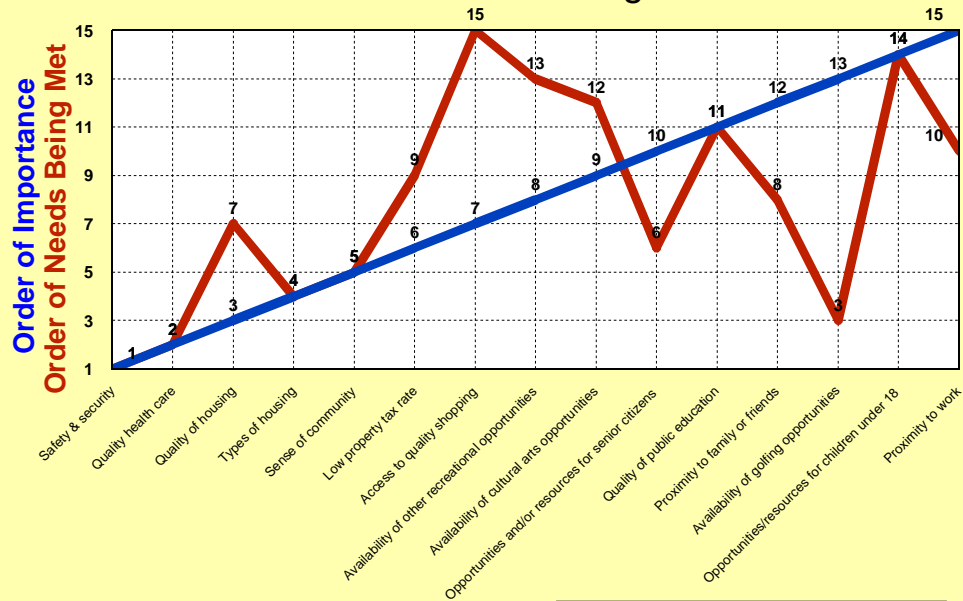
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

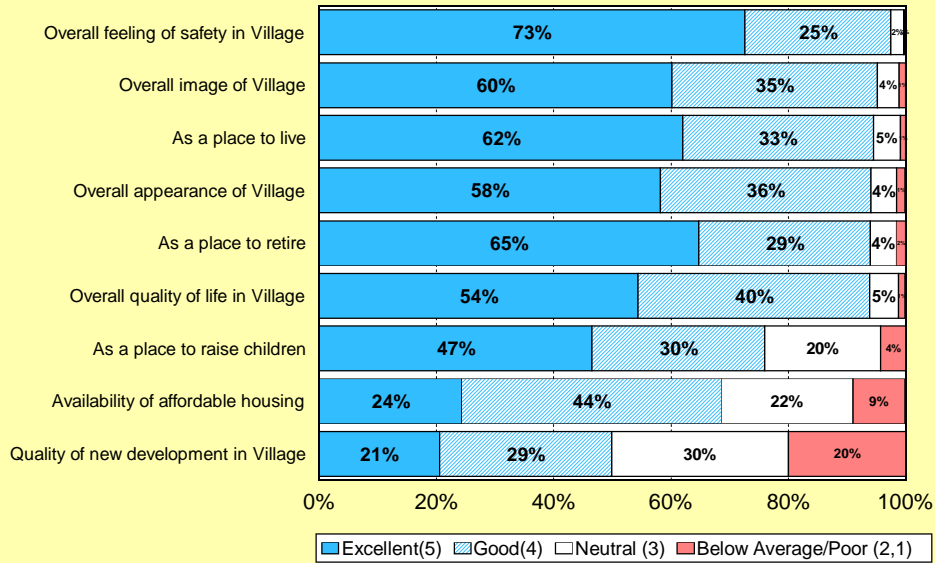


Red points above the blue line are needs that are not being met relative to their importance

Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community

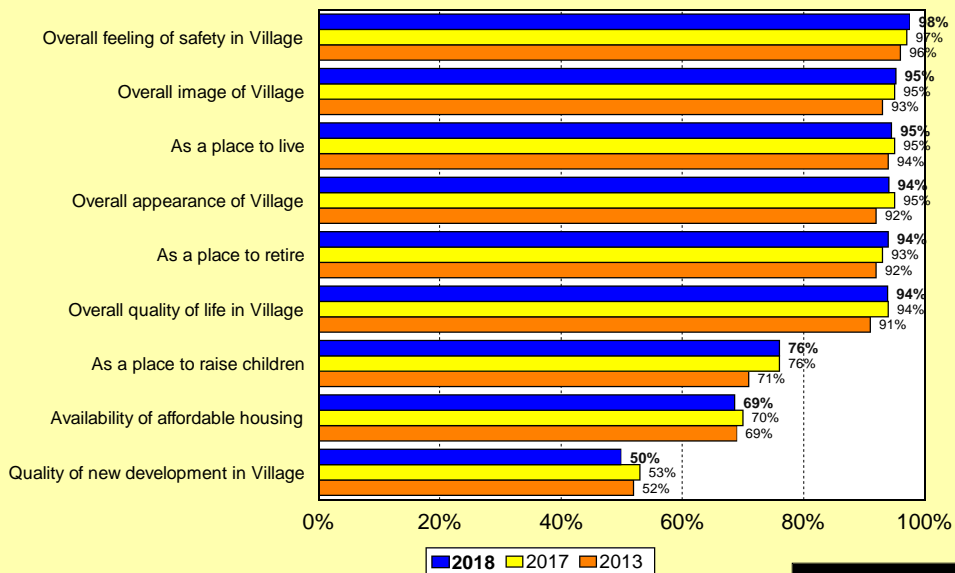
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community - 2018, 2017 & 2013

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

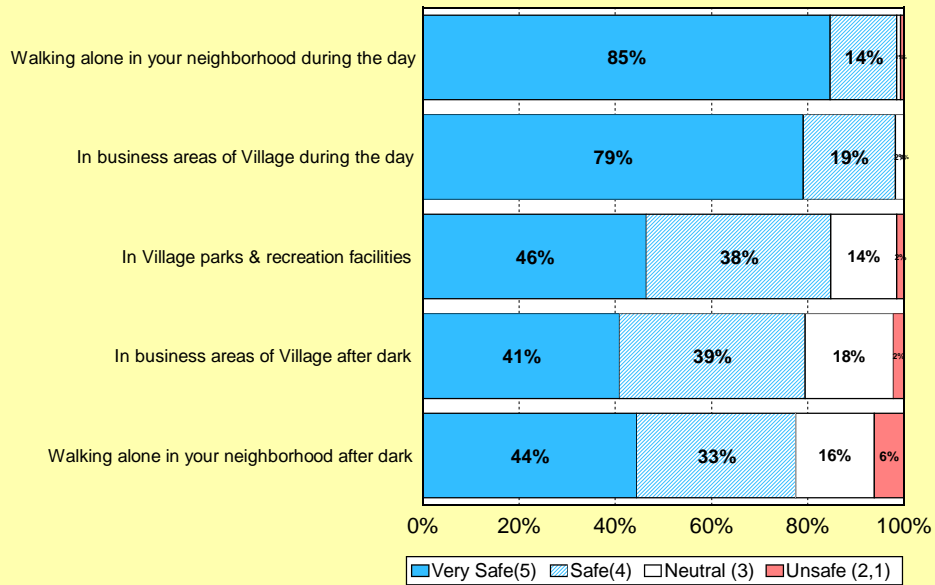


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q5. Perceptions of Safety and Security in Pinehurst

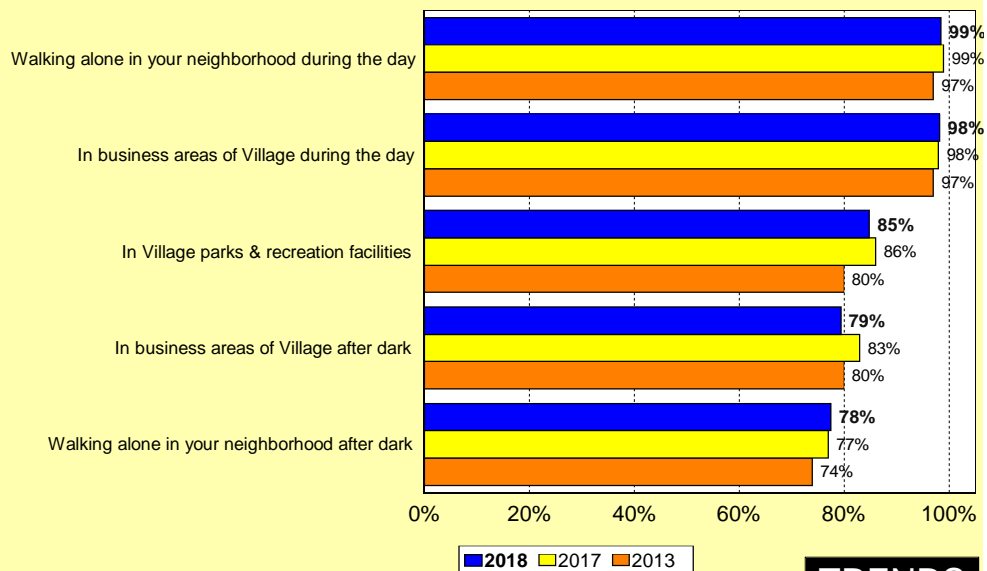
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst - 2018, 2017 & 2013

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

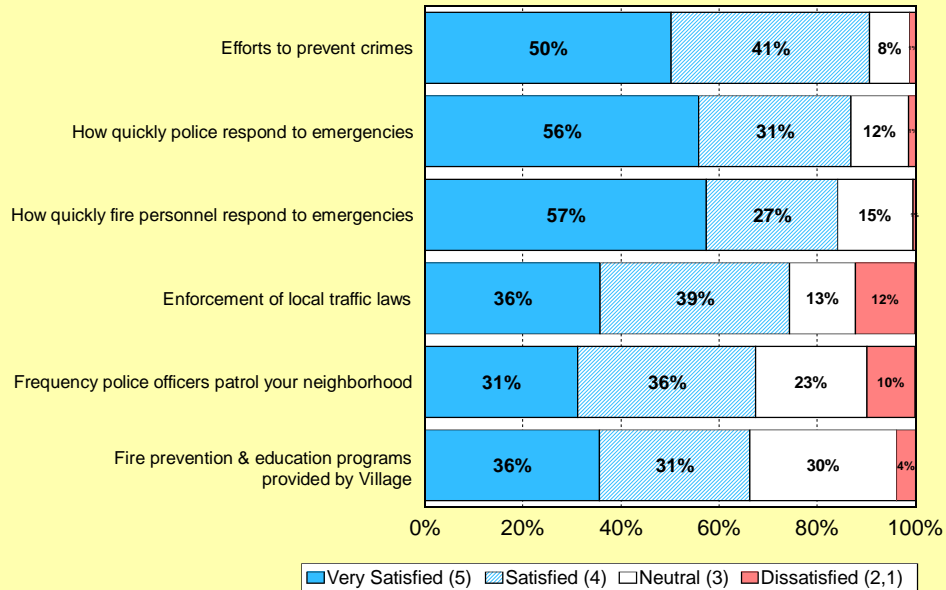


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q6. Satisfaction with Various Aspects of Public Safety

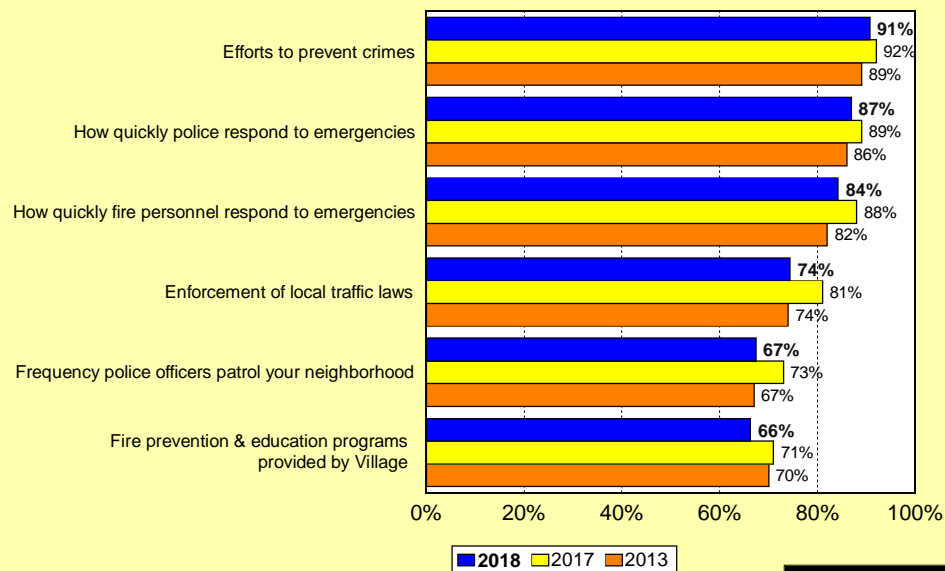
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2018, 2017 & 2013

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

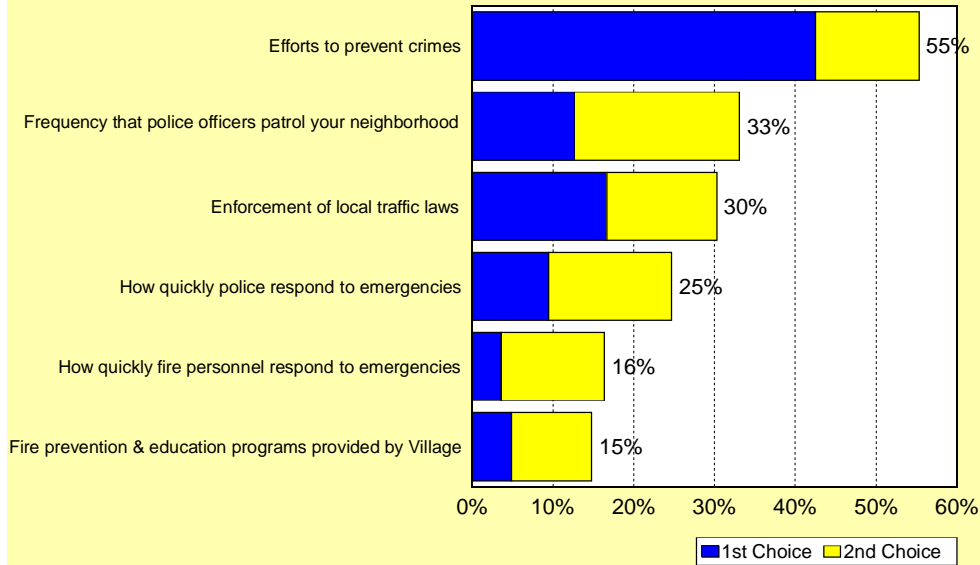


Source: ETC Institute DirectionFinder (2016 - Pinehurst, NC)

TRENDS

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

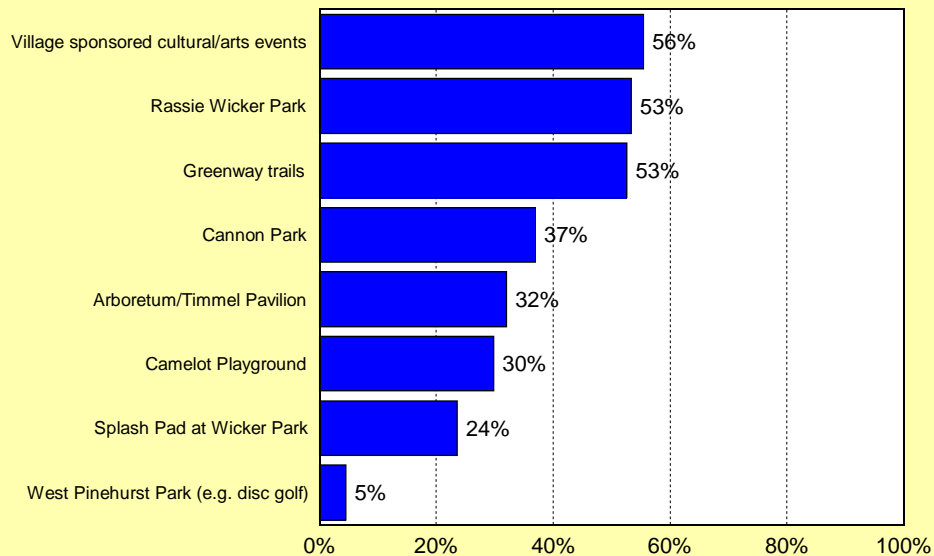
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

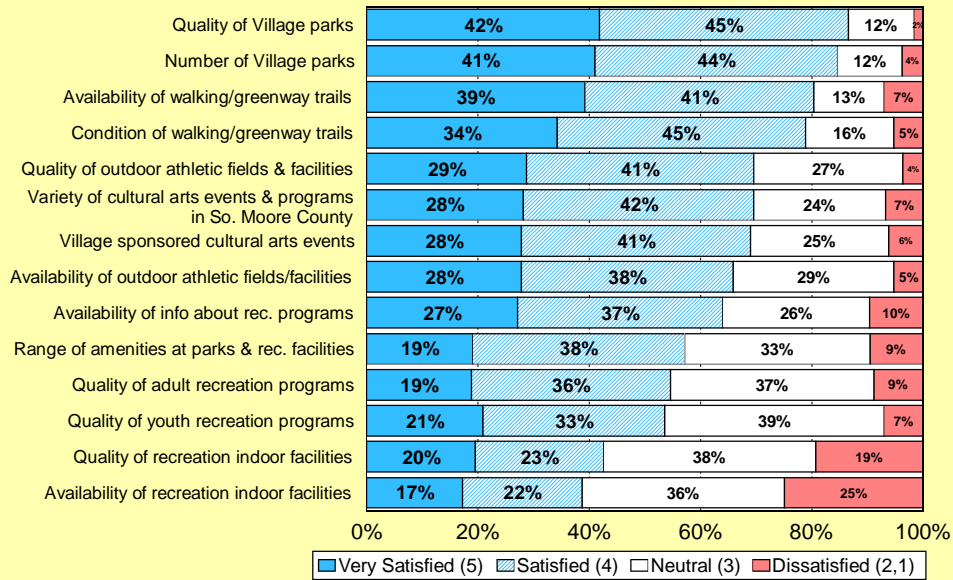
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services

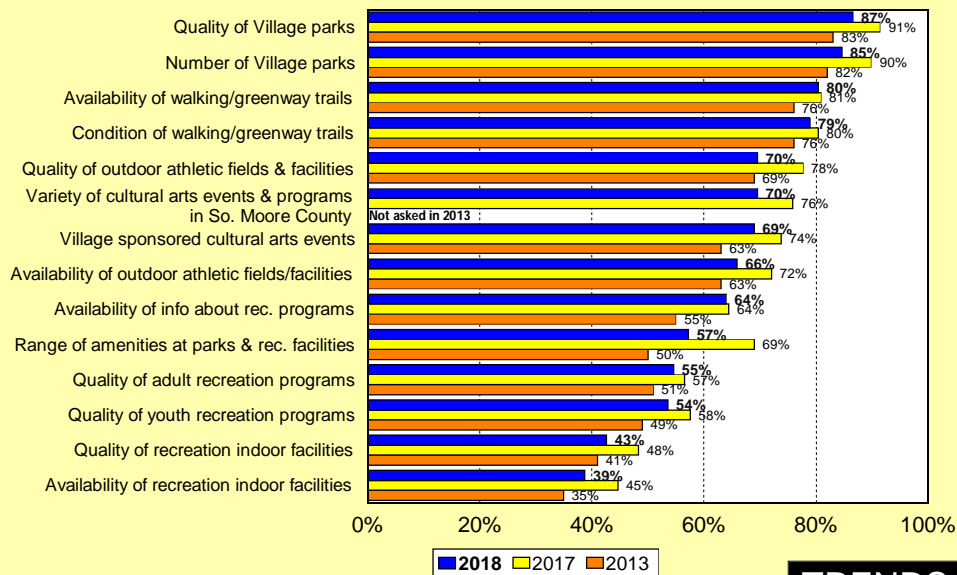
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2018, 2017 & 2013

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

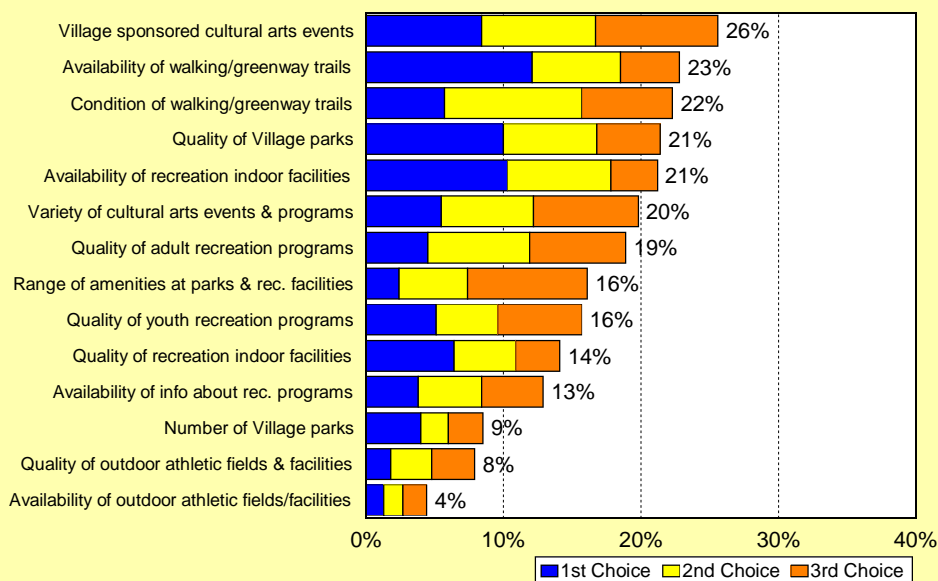


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

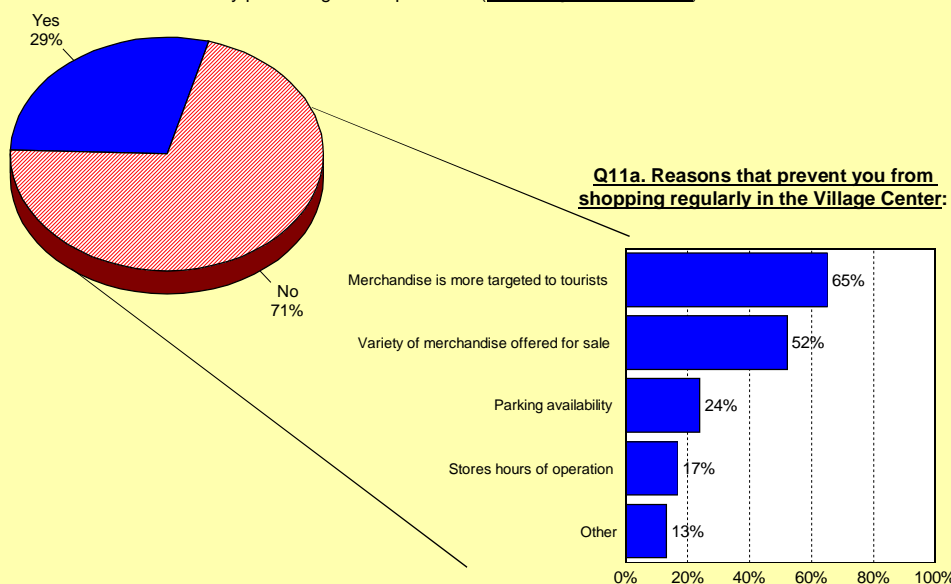
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

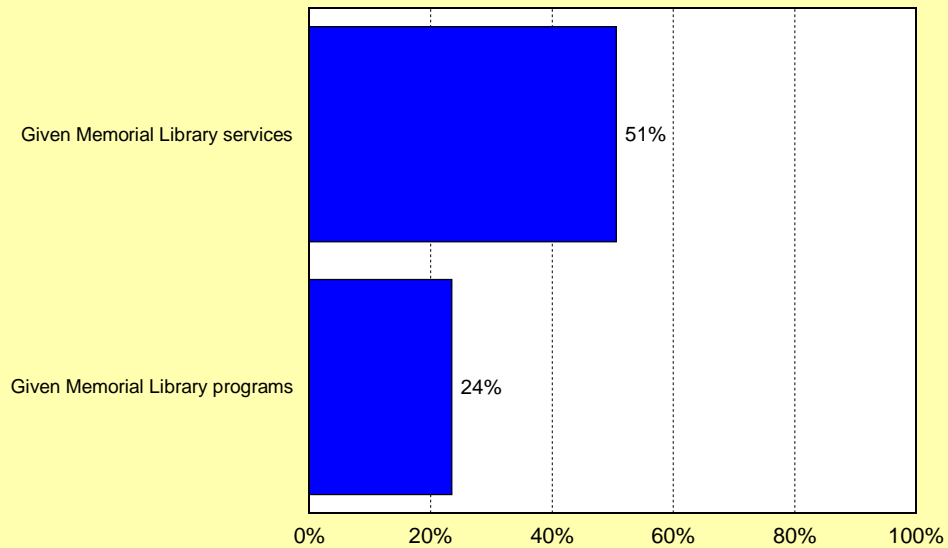
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q12-1. Have you used these Given Memorial Library services?

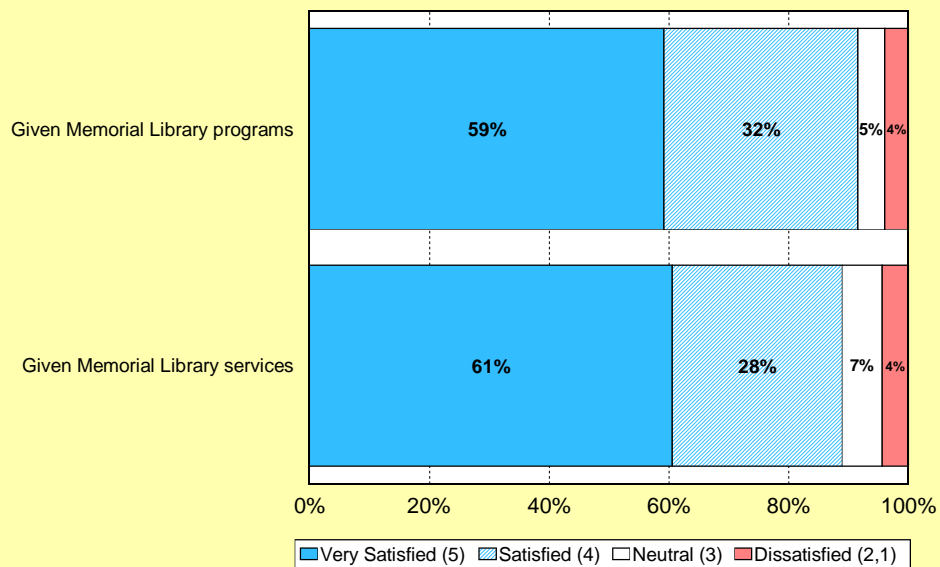
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of the Given Memorial Library

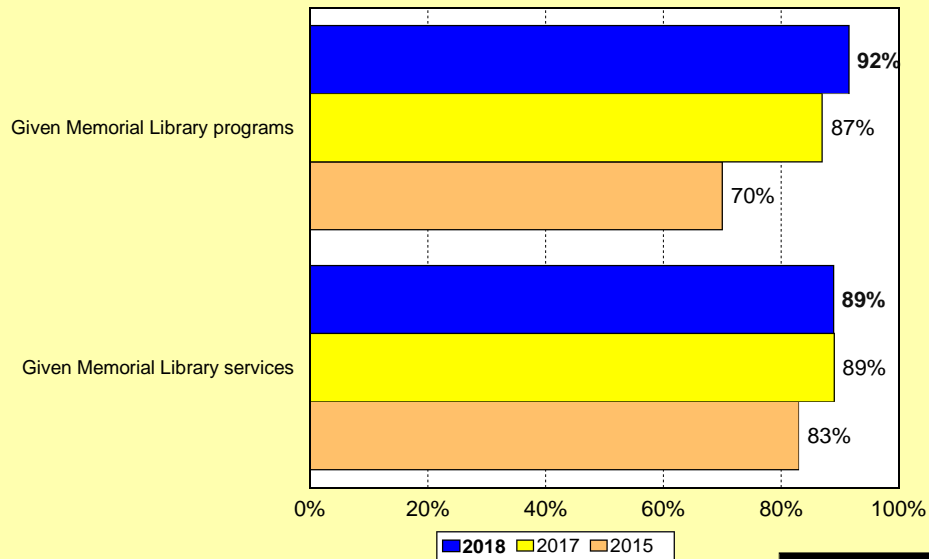
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of Given Memorial Library - 2018, 2017 & 2015

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

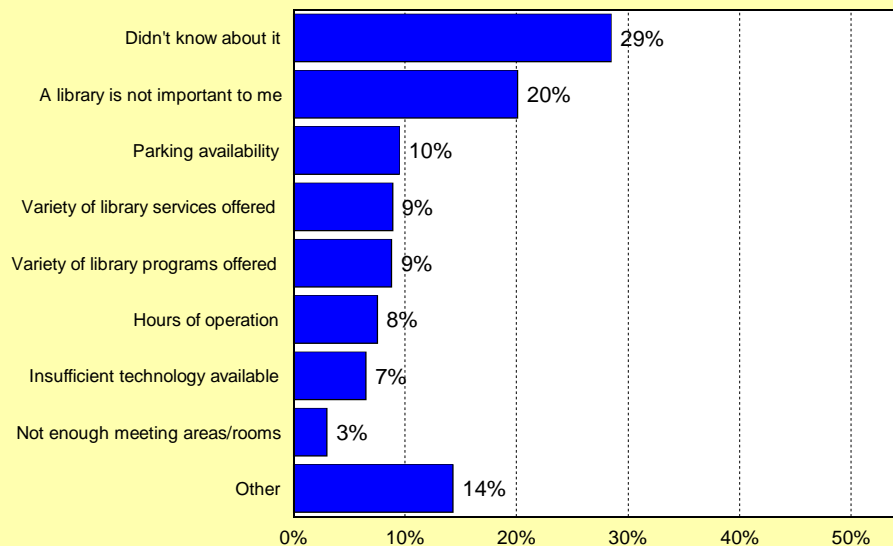


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q12a. Reasons that Prevent Respondents from Using the Given Memorial Library Services

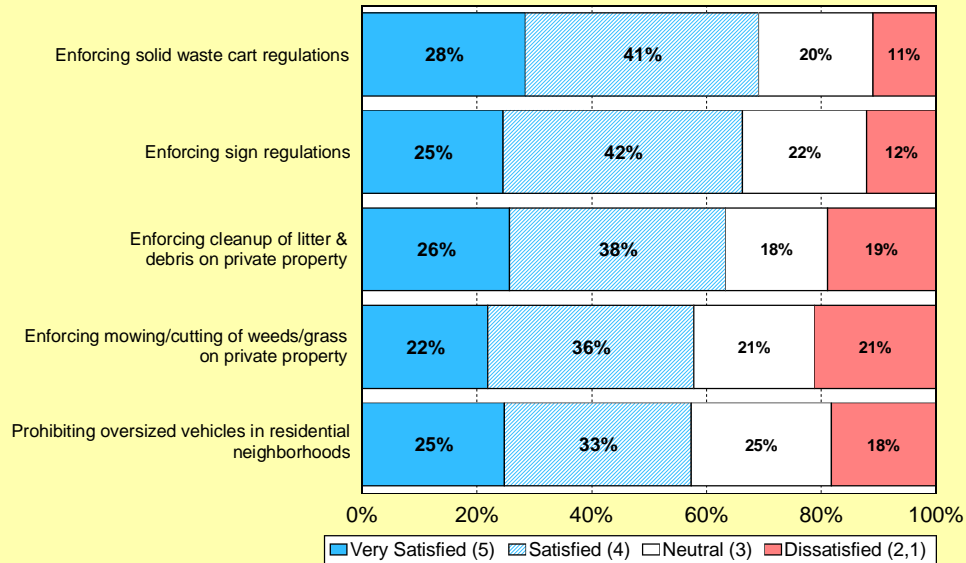
by percentage of respondents who answered "No" to Question 12



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement

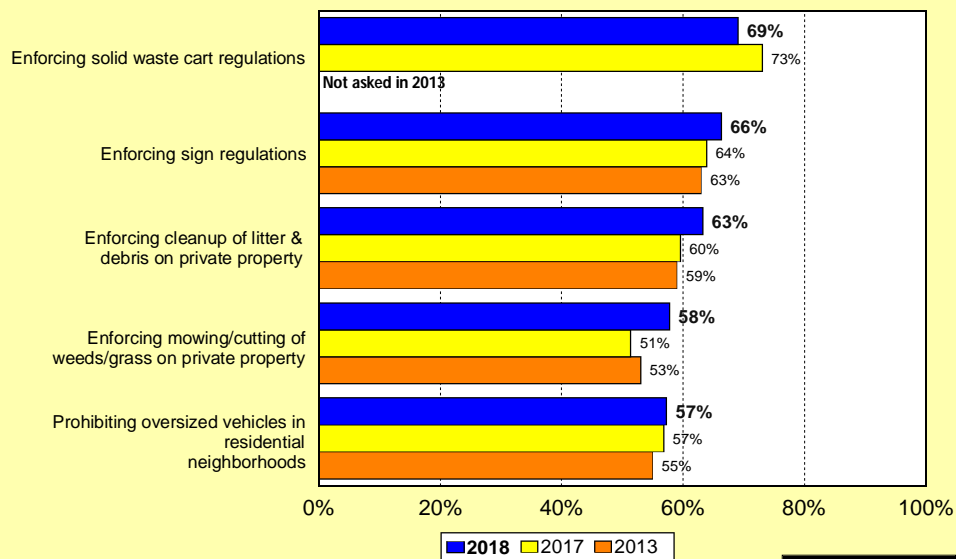
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement - 2018, 2017 & 2013

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

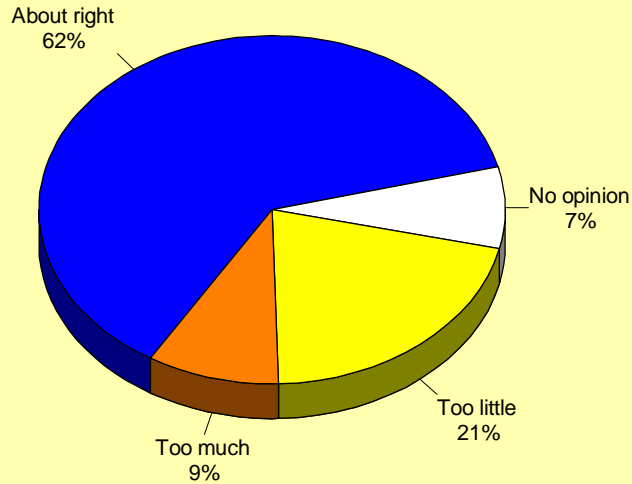


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

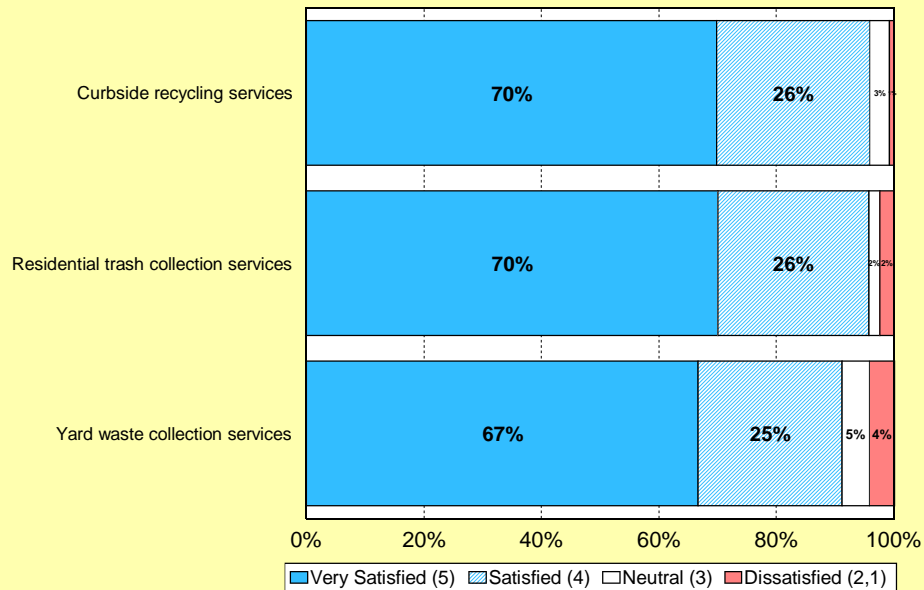
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services

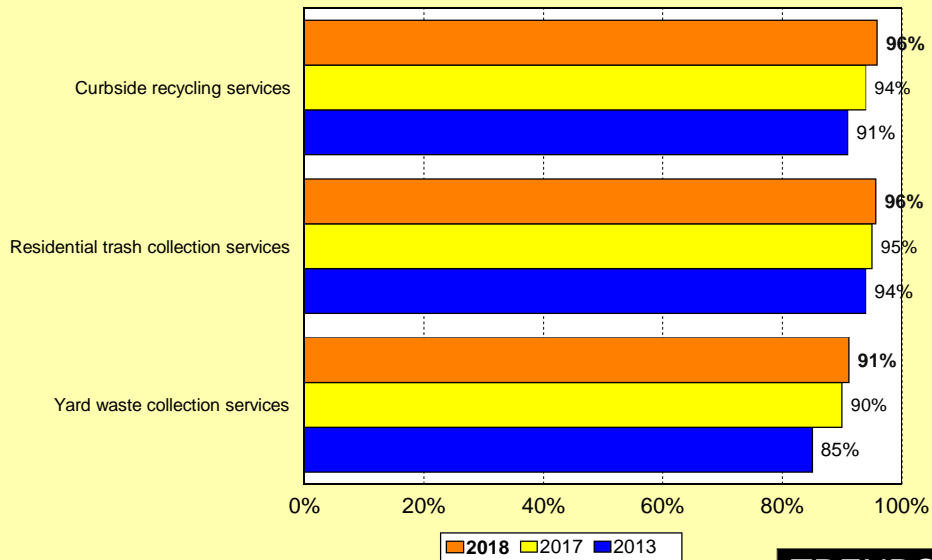
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services - 2018, 2017 & 2013

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

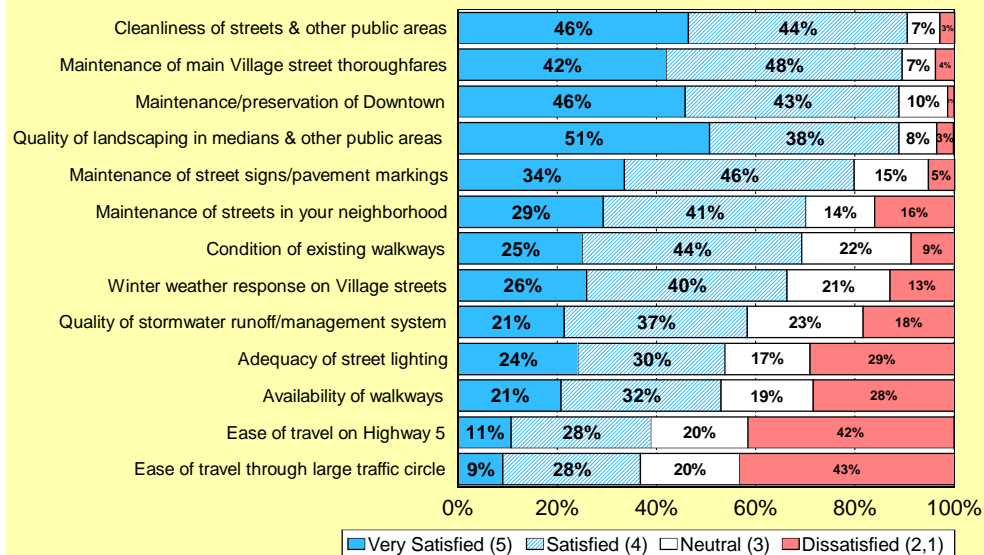


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q16. Satisfaction with Various Aspects of Public Services

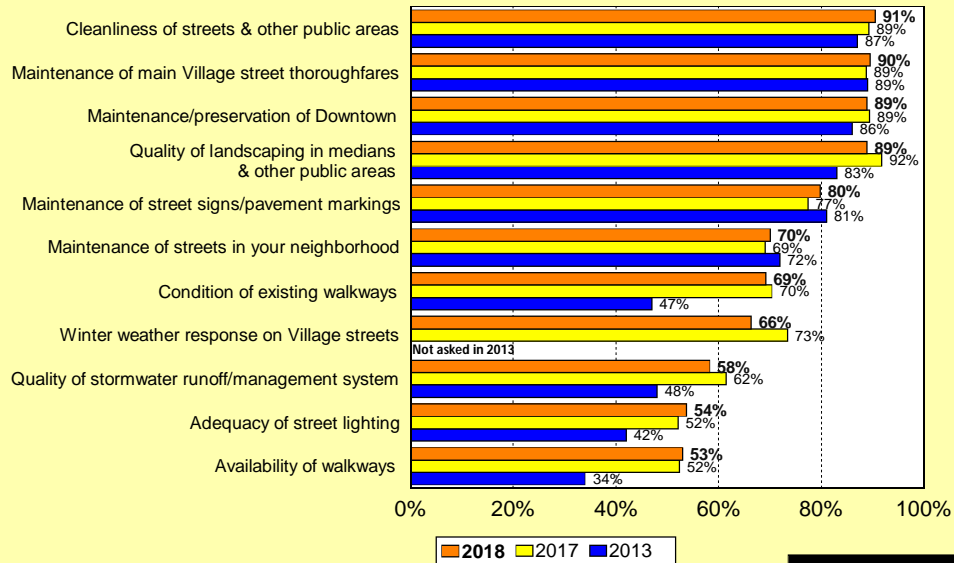
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q16. Satisfaction with Various Aspect of Public Services 2018, 2017 & 2013

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

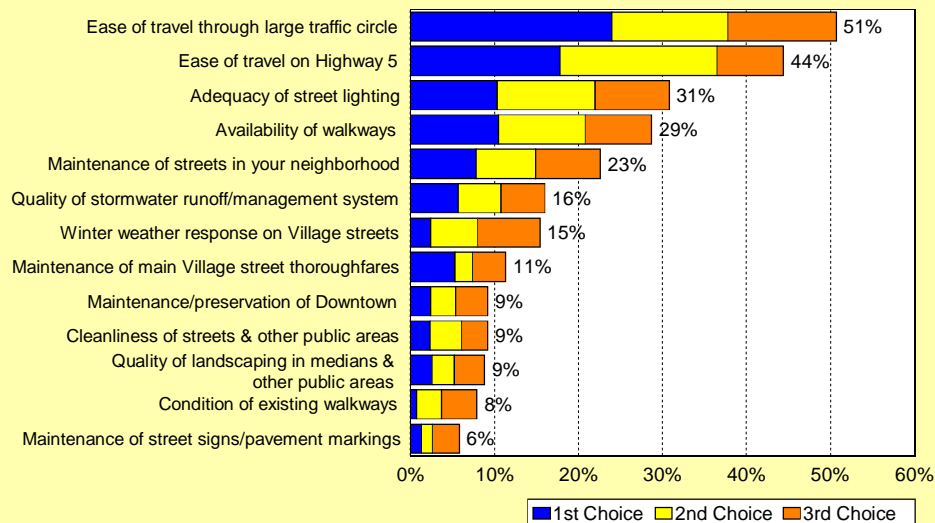


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

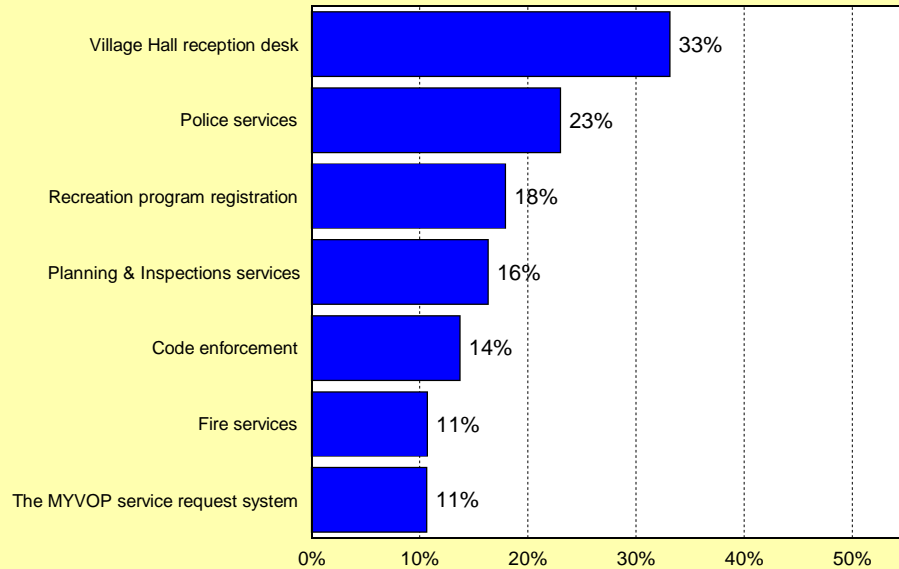
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

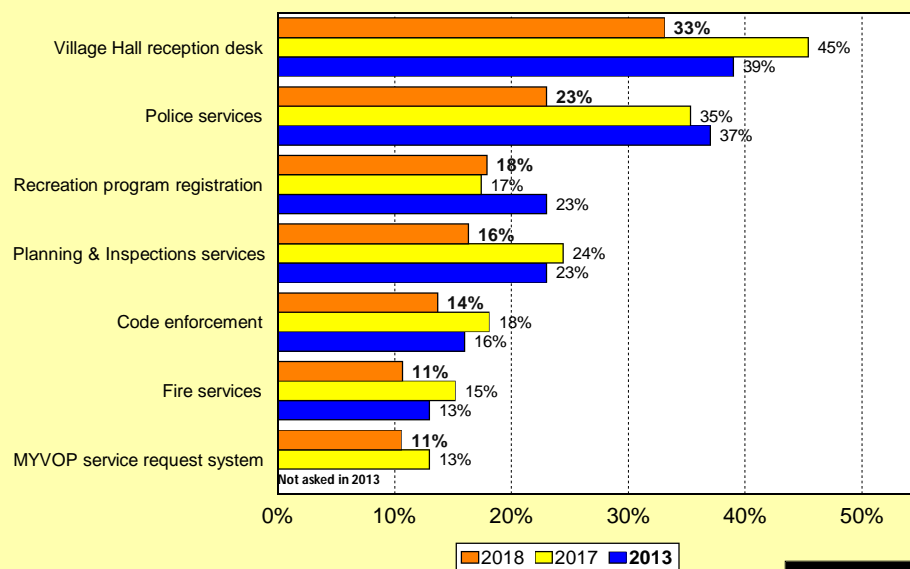
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q18. Households That Use Village Services and Facilities - 2018, 2017 & 2013

by percentage of respondents who answered "yes"

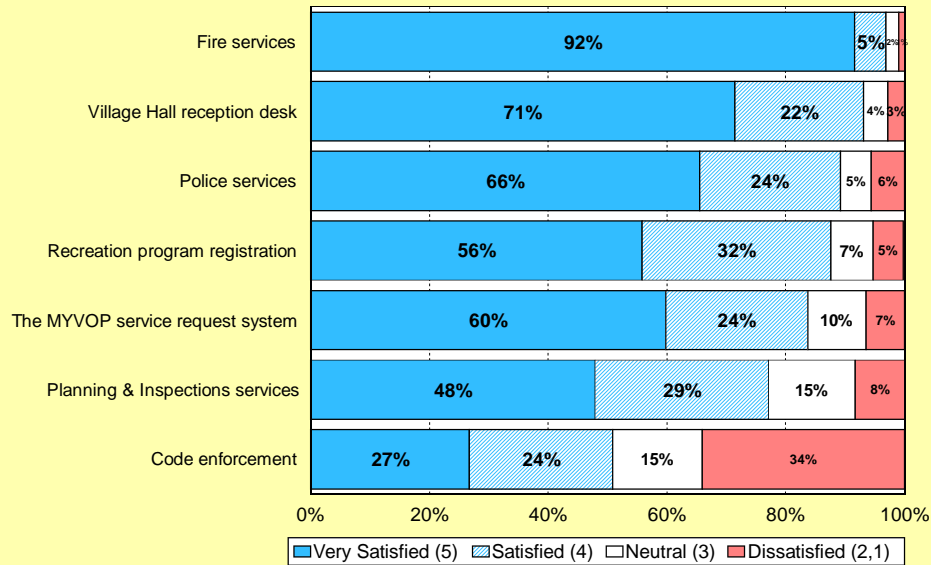


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q18a. Satisfaction with Village Services and Facilities That Households Have Used

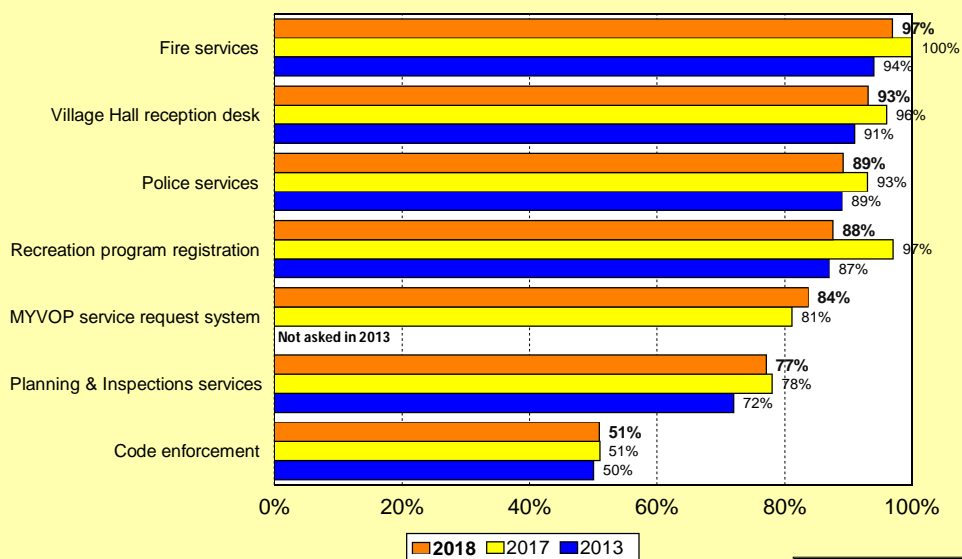
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q18a. Satisfaction With Village Services and Facilities - 2018, 2017 & 2013

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

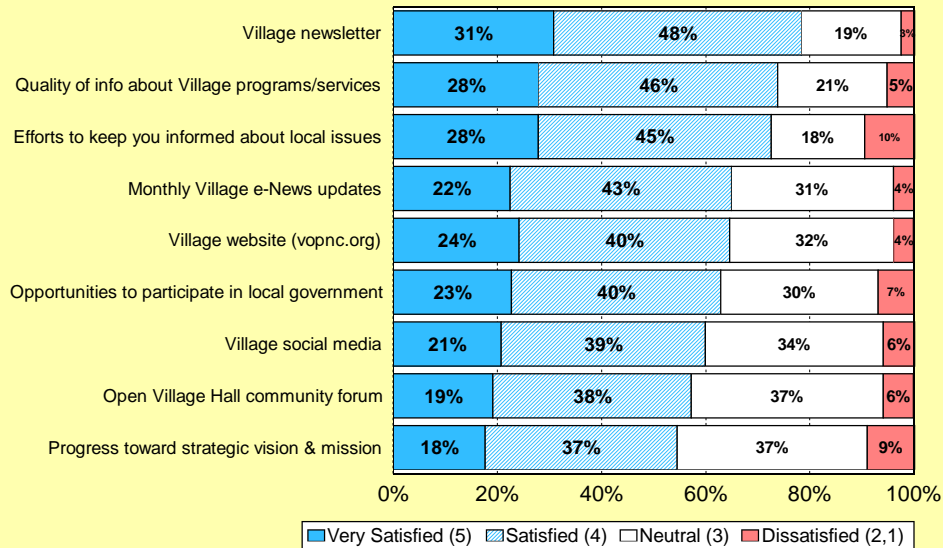


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q19. Satisfaction with Public Communication and Outreach

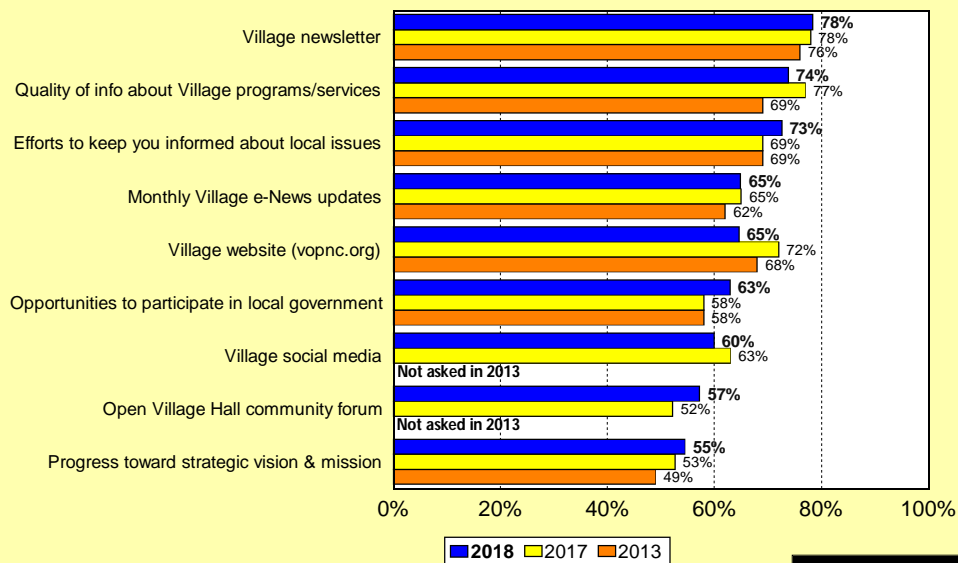
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q19. Satisfaction with Public Communication and Outreach - 2018, 2017 & 2013

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

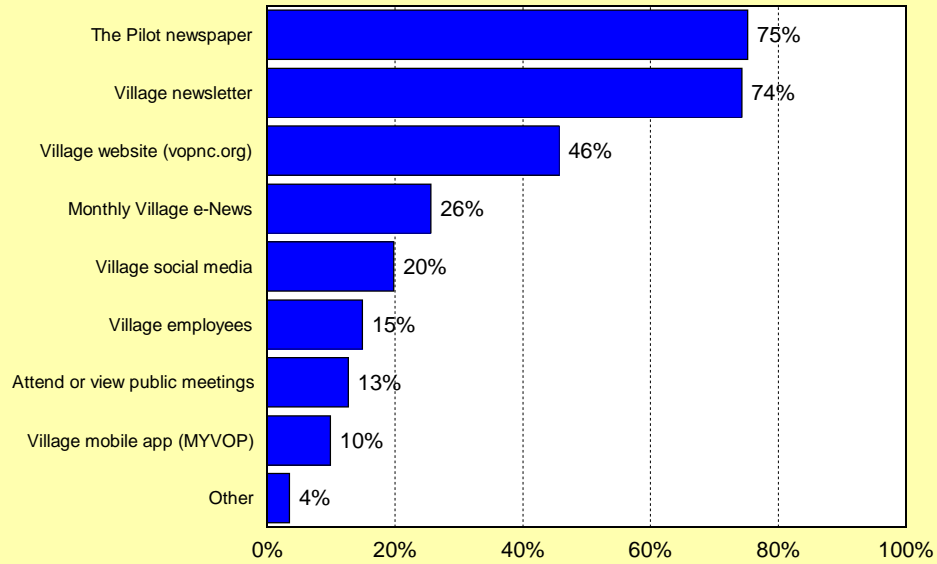


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

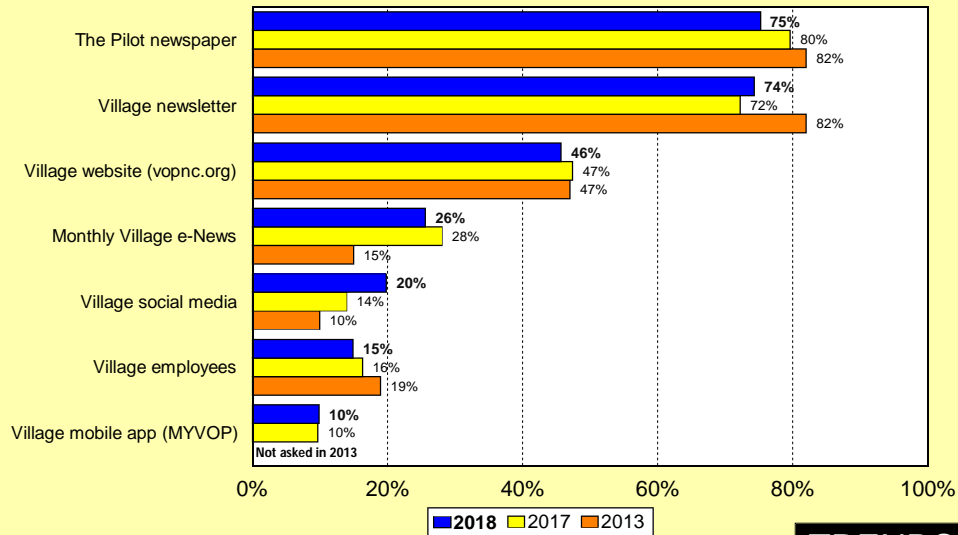
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q19. Which of the following do you use to get information about the Village of Pinehurst? 2018, 2017 & 2013

by percentage of respondents (multiple selections could be made)

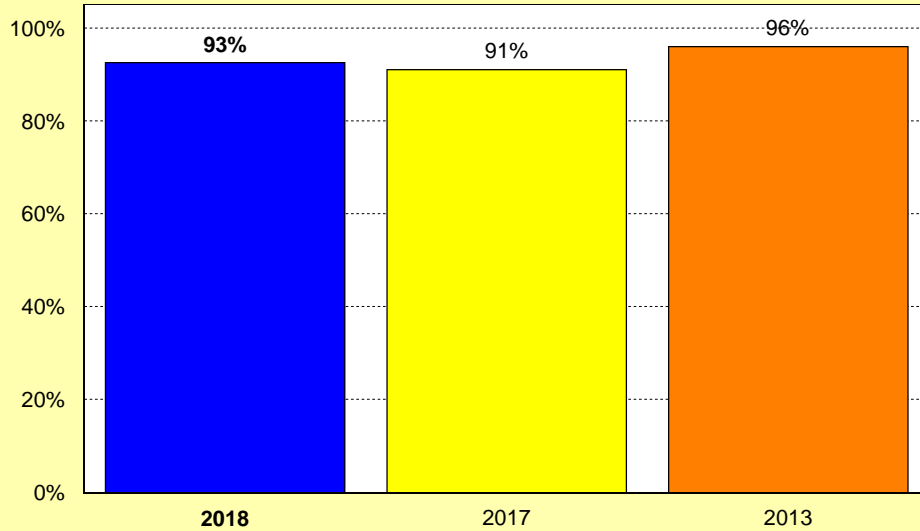


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

Q21. How often do you read the Village Newsletter, which is mailed to all residents?

by percentage of respondents who answered "all the time" or "sometimes" (excluding "don't know")

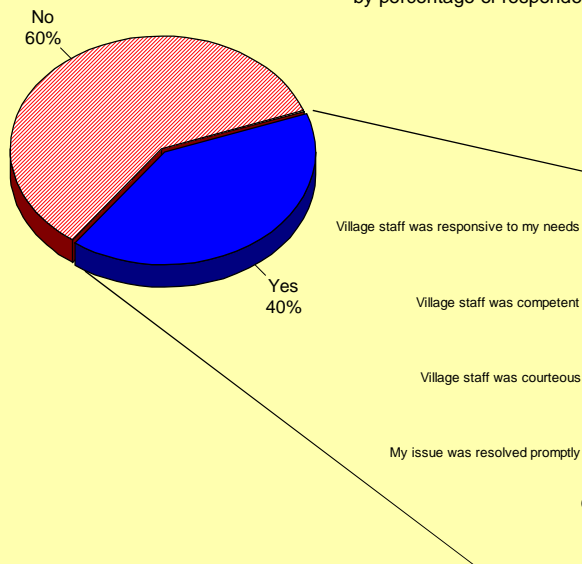


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

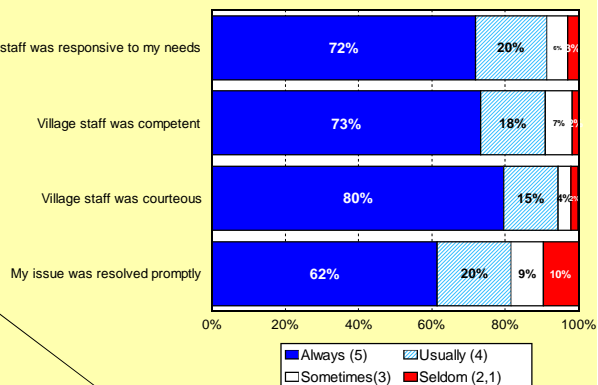
TRENDS

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

by percentage of respondents



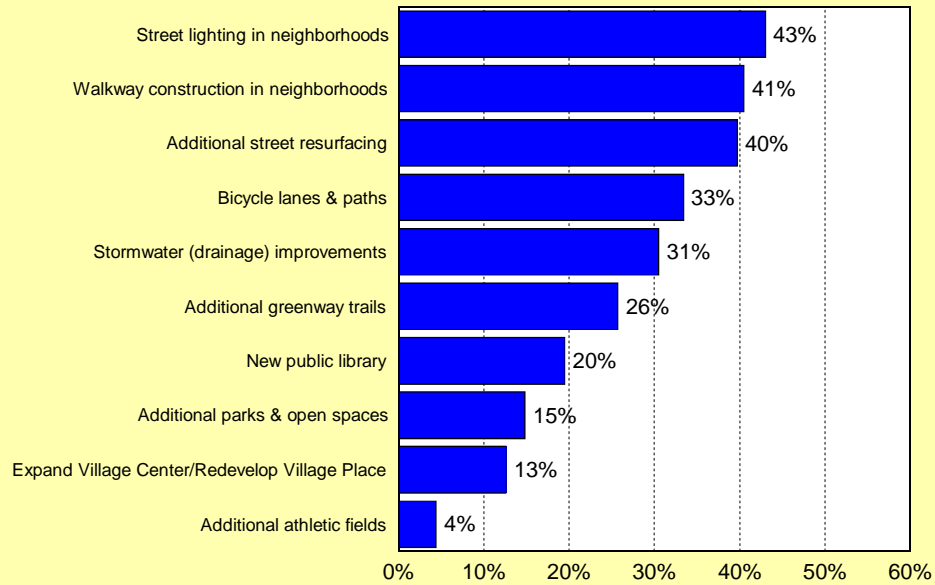
Q22a-d. Only if you have contacted the Village during the past year



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q23. Capital Improvements That Residents Feel Are the Most Important

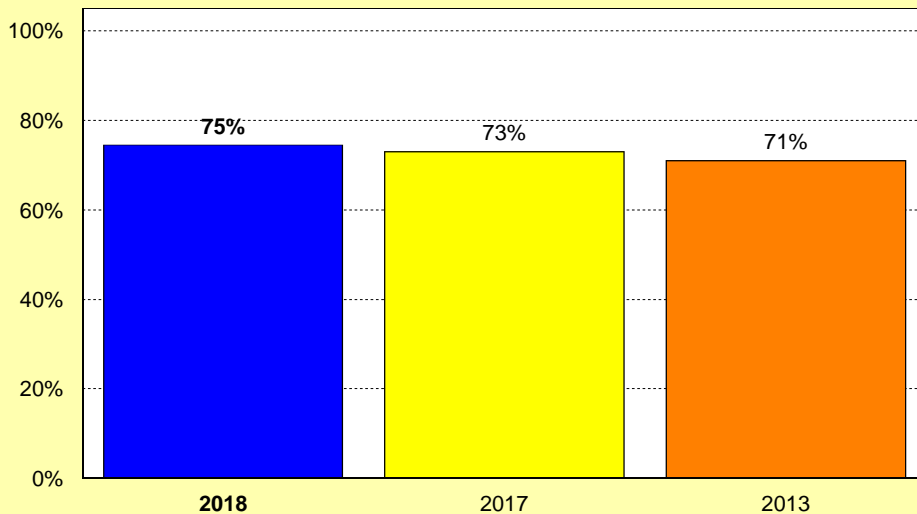
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2018 - 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 who answered "very satisfied" or "satisfied" (excluding "don't know")

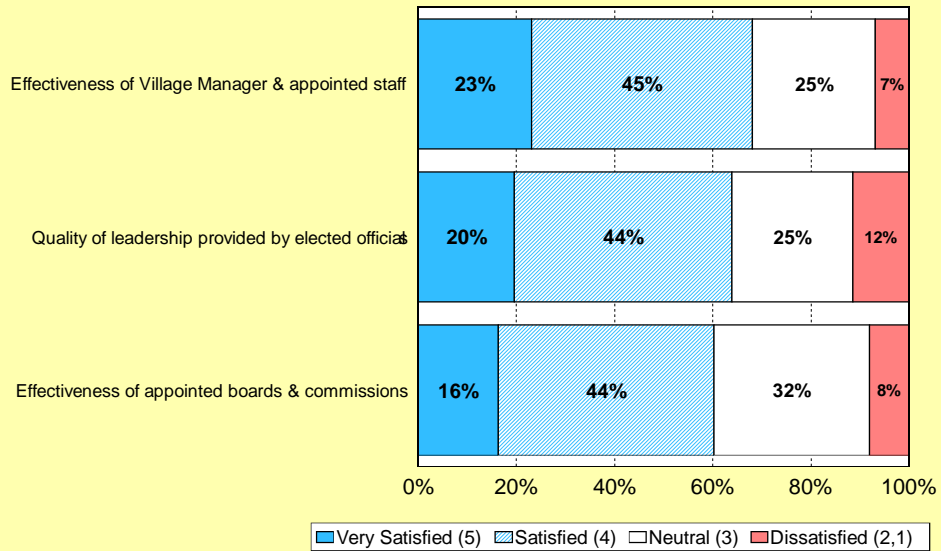


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

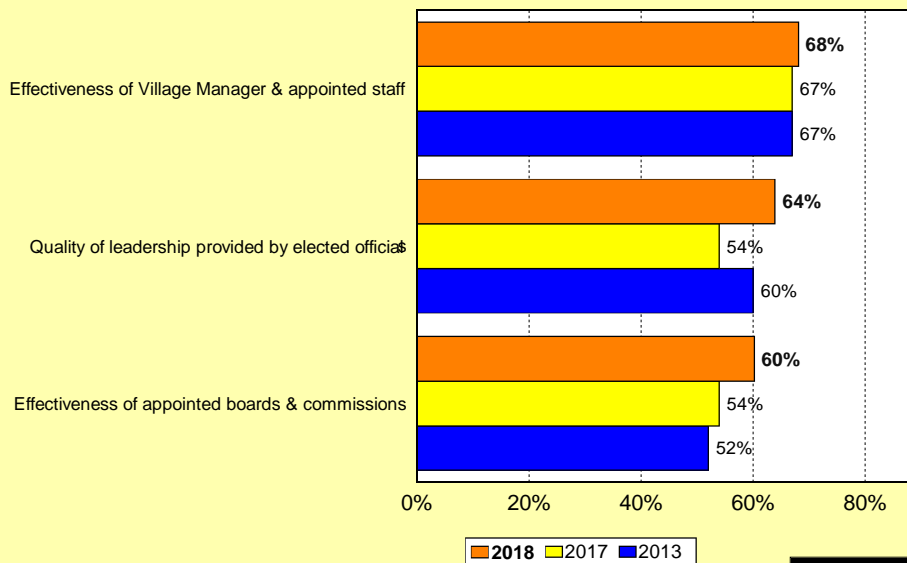
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q25. Satisfaction with Village Leadership - 2018, 2017 & 2013

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

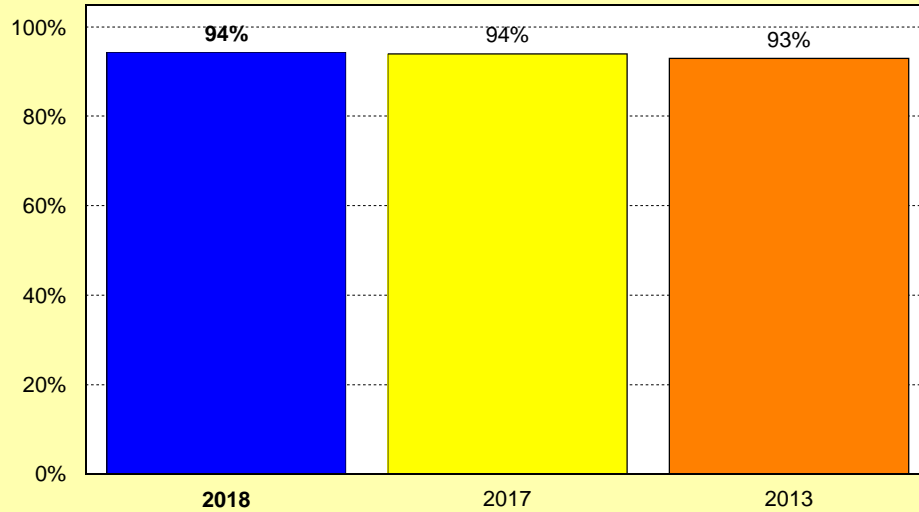


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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 (2018 - Pinehurst, NC)

TRENDS

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

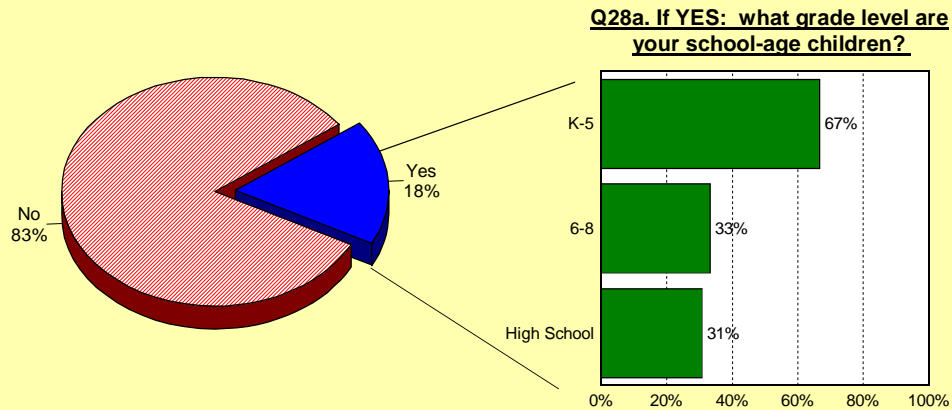
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

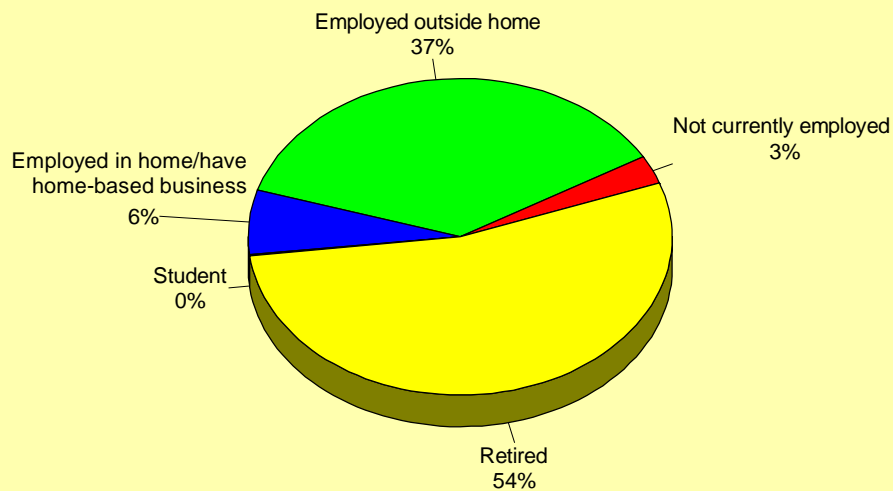
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q29. Demographics: Current Employment Status

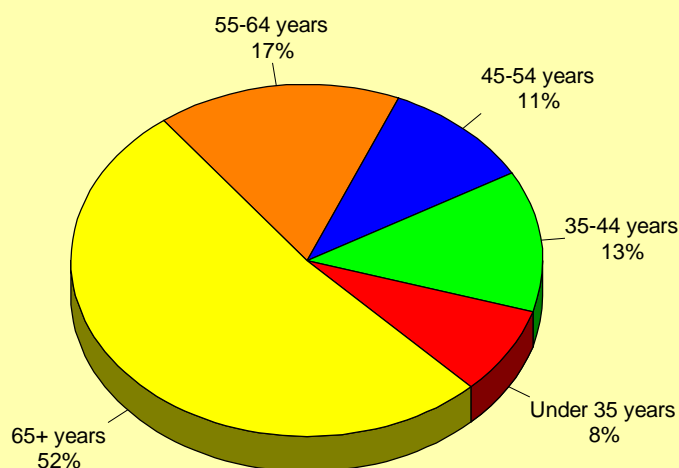
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q30. Demographics: Age of Respondents

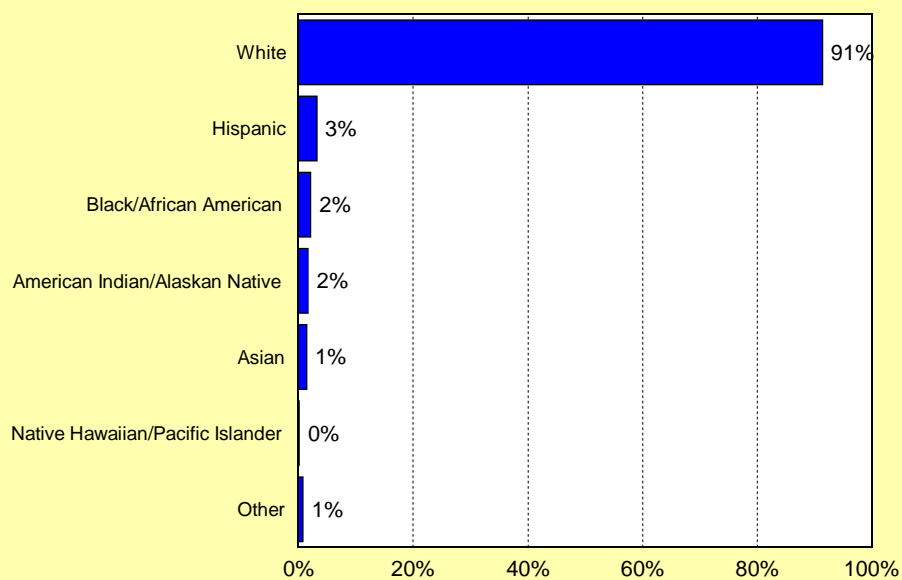
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

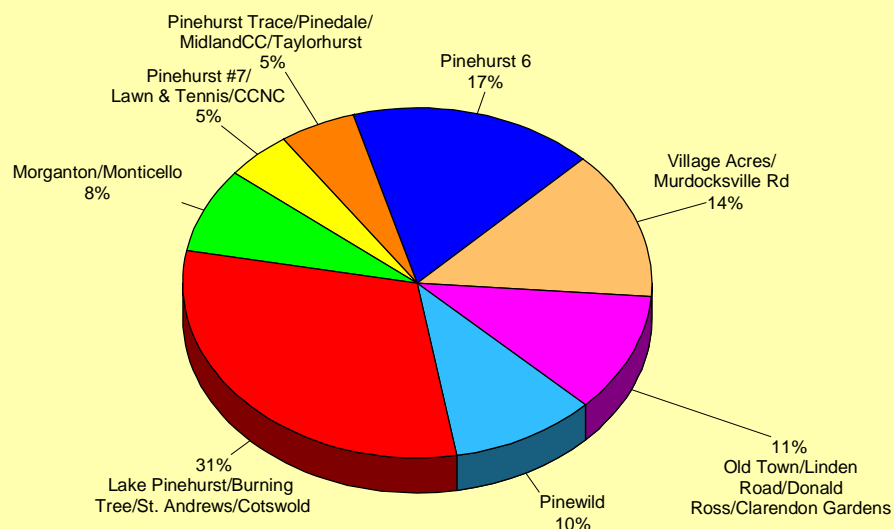
Q31. Demographics: Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



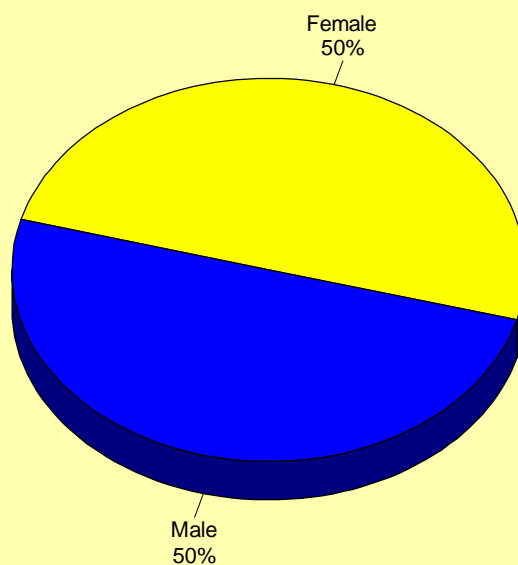
Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Q33. Demographics: Gender by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Section 2

GIS Maps

Interpreting GIS Maps

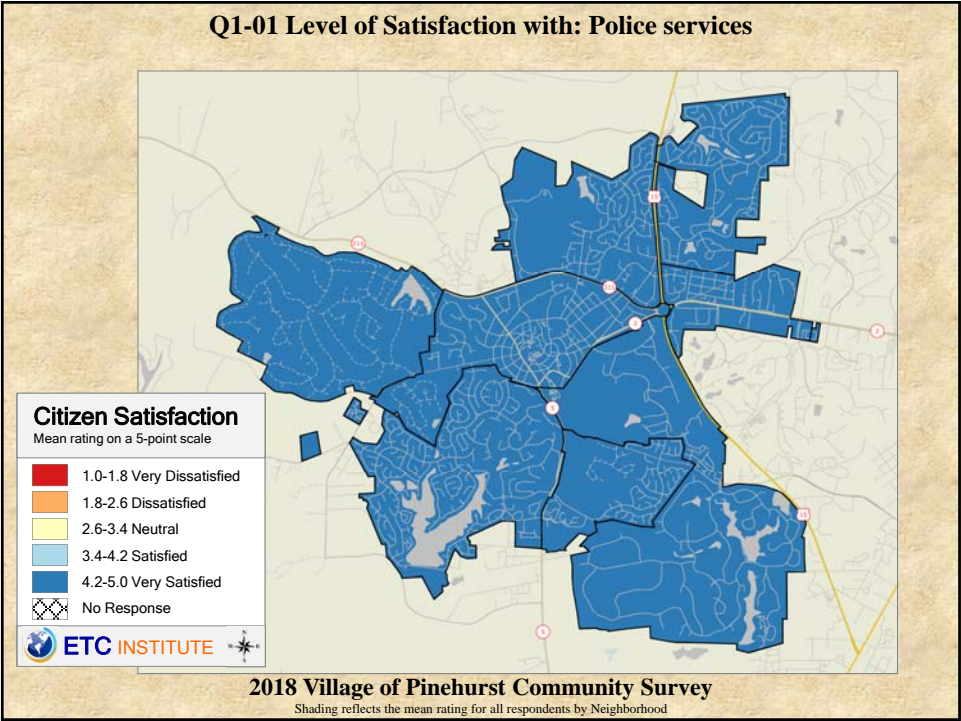
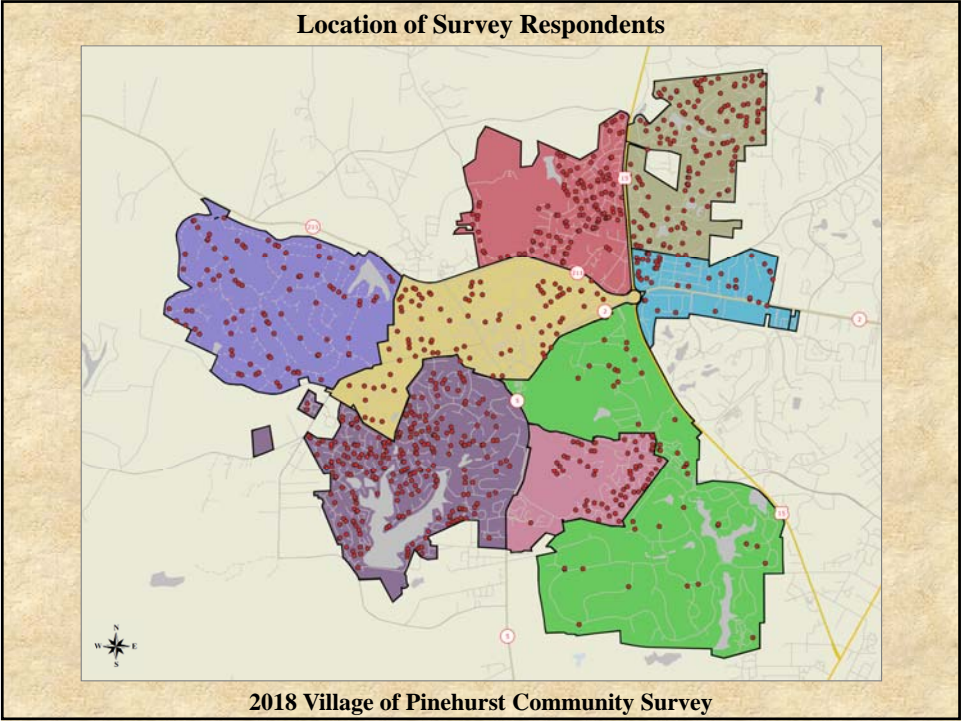
Village of Pinehurst, North Carolina

The maps on the following pages show the mean ratings for several questions on the survey by Neighborhood.

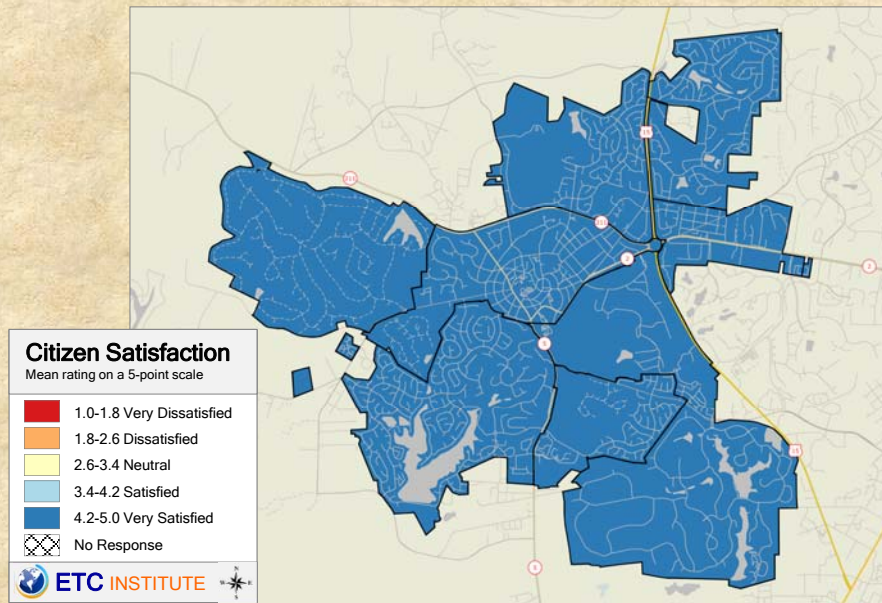
If all Neighborhoods on the map are of the same color, then most residents in the community feel the same about the issue regardless of the location of their home.

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 satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”



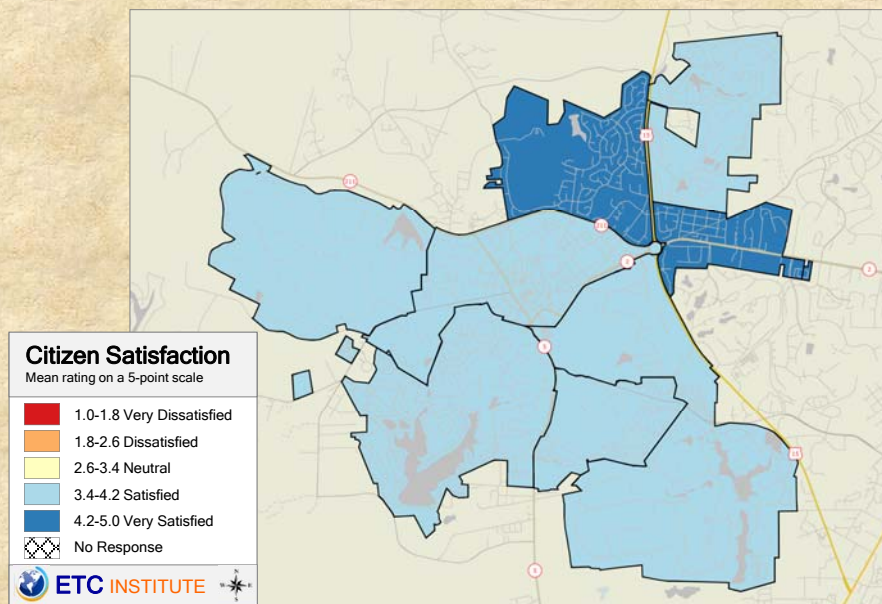
Q1-02 Level of Satisfaction with: Fire Services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

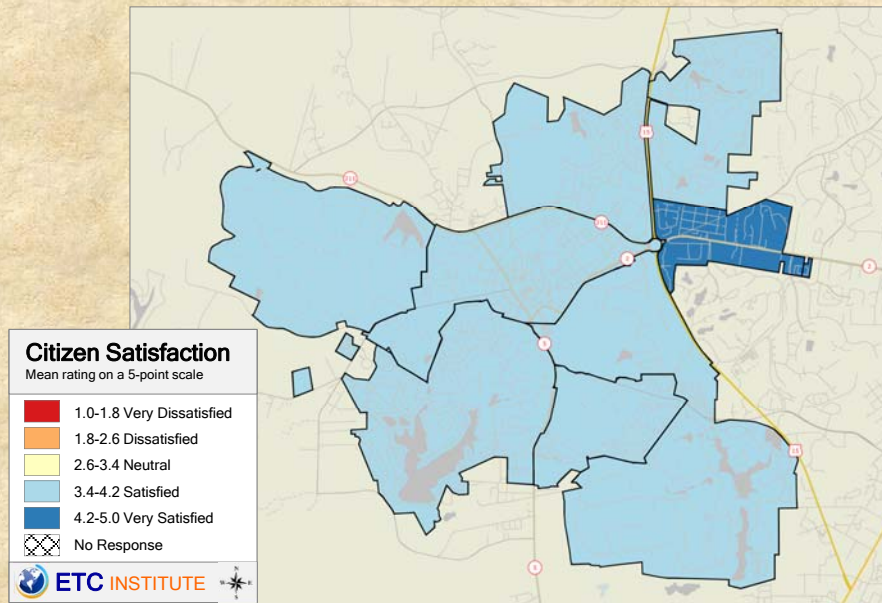
Q1-03 Level of Satisfaction with: Parks and recreation programs



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

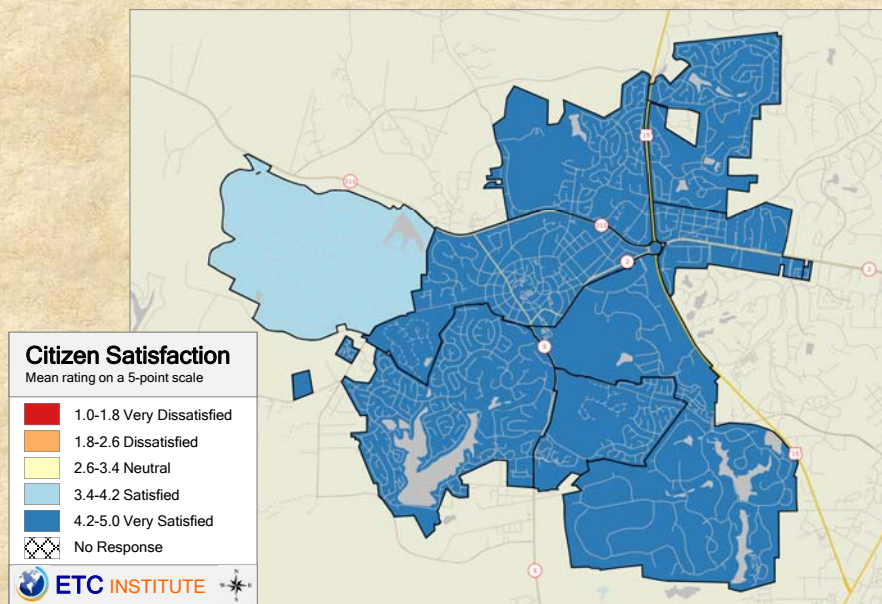
Q1-04 Level of Satisfaction with: Parks and recreation facilities



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

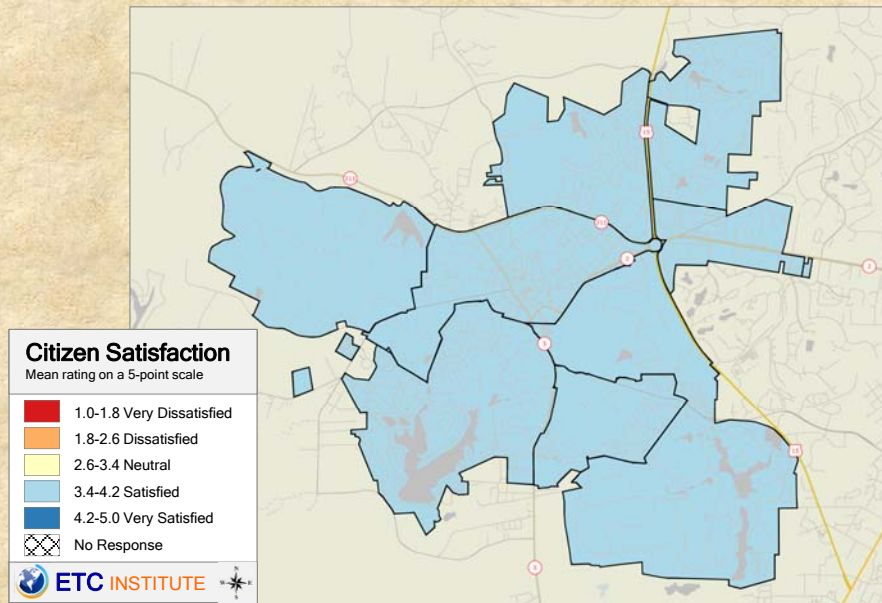
Q1-05 Level of Satisfaction with: Solid waste services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

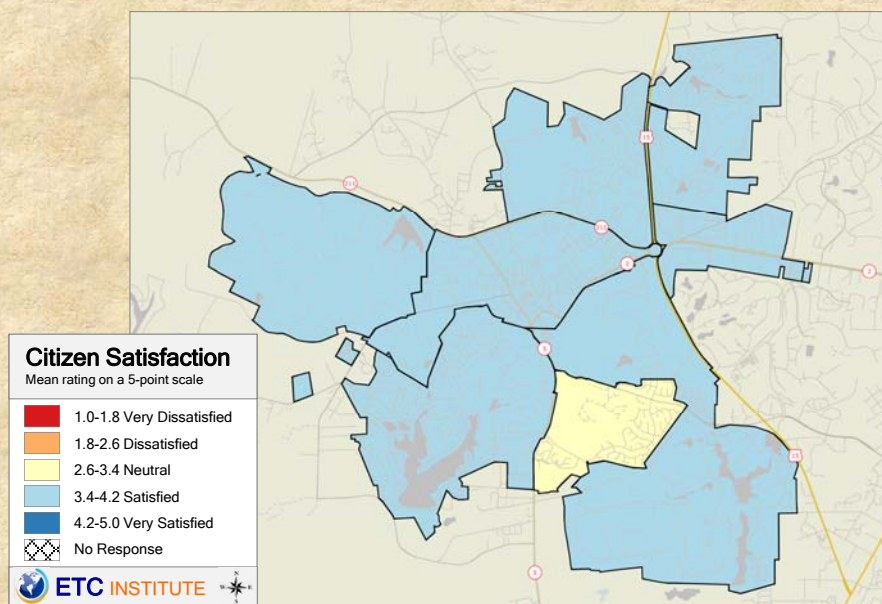
Q1-06 Level of Satisfaction with: Street and right-of-way maintenance



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

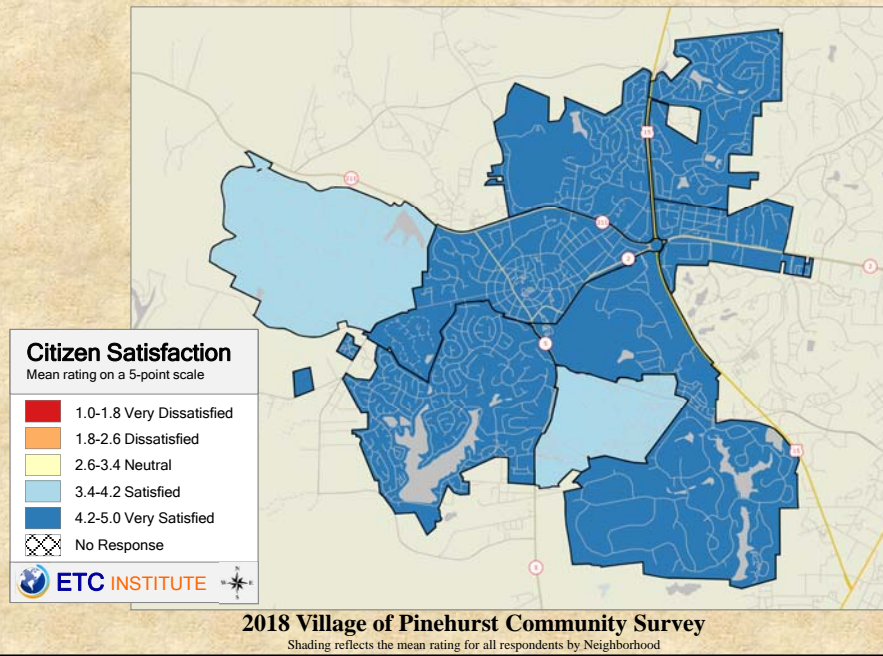
Q1-07 Level of Satisfaction with: Enforcement of Village codes & ordinances



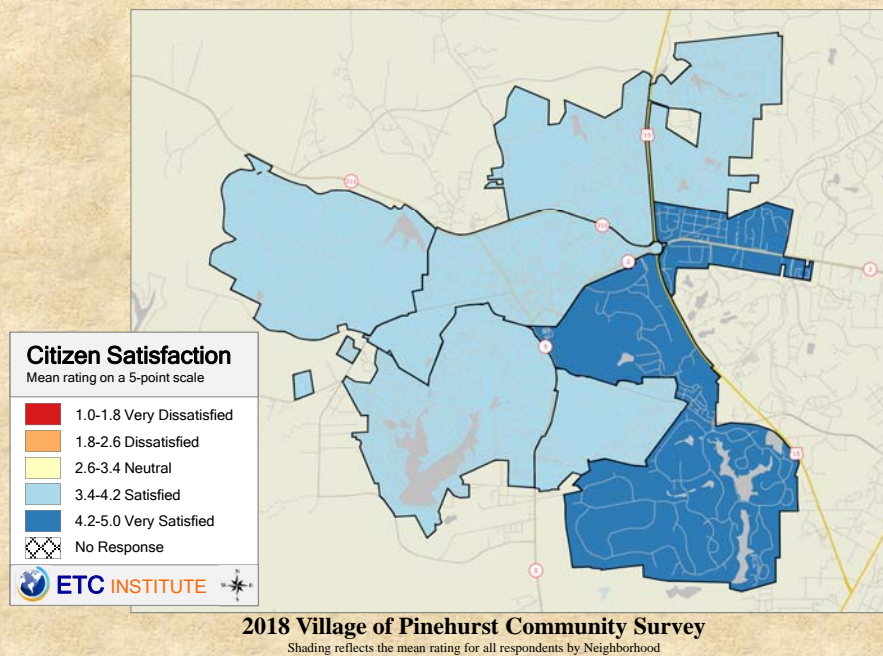
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

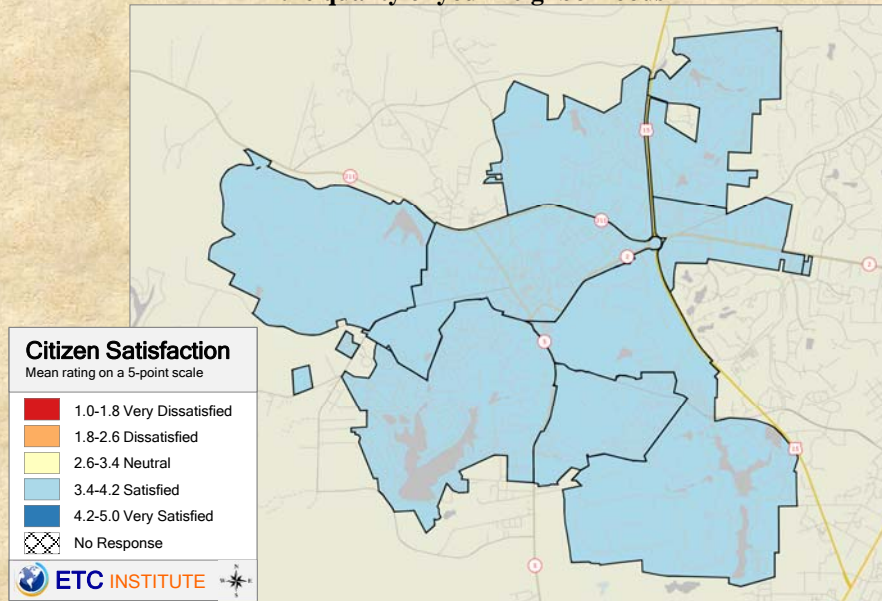
Q1-08 Level of Satisfaction with: Customer service provided by Village employees



Q1-09 Level of Satisfaction with: Village communication with residents



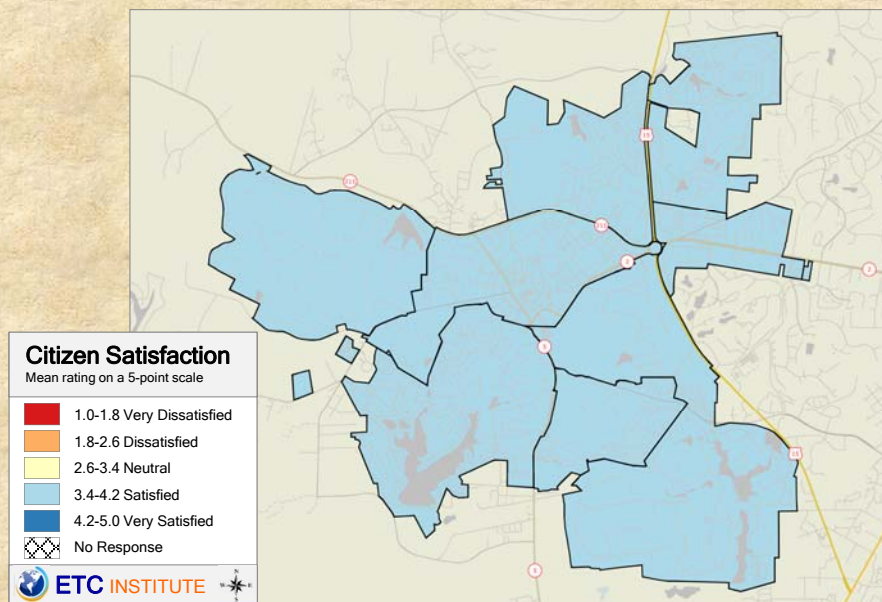
Q1-10 Level of Satisfaction with: Village efforts at maintaining the quality of your neighborhoods



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

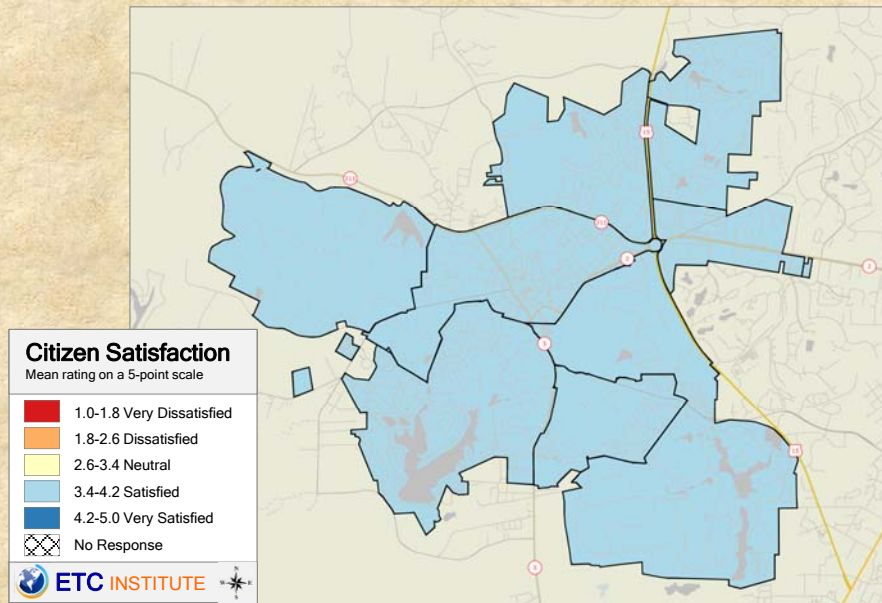
Q1-11 Level of Satisfaction with: Promotion of natural resource conservation



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

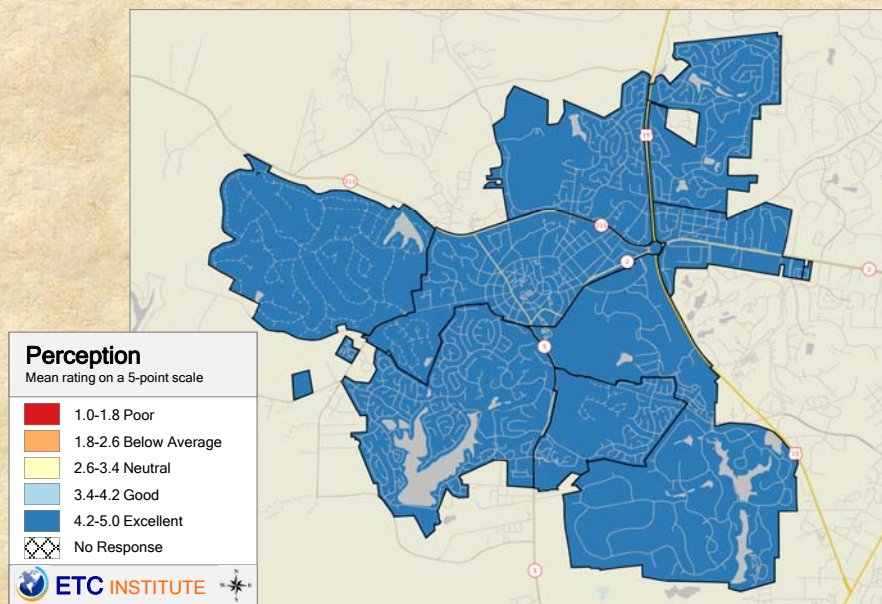
Q1-12 Level of Satisfaction with: Level of public involvement in local decisions



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

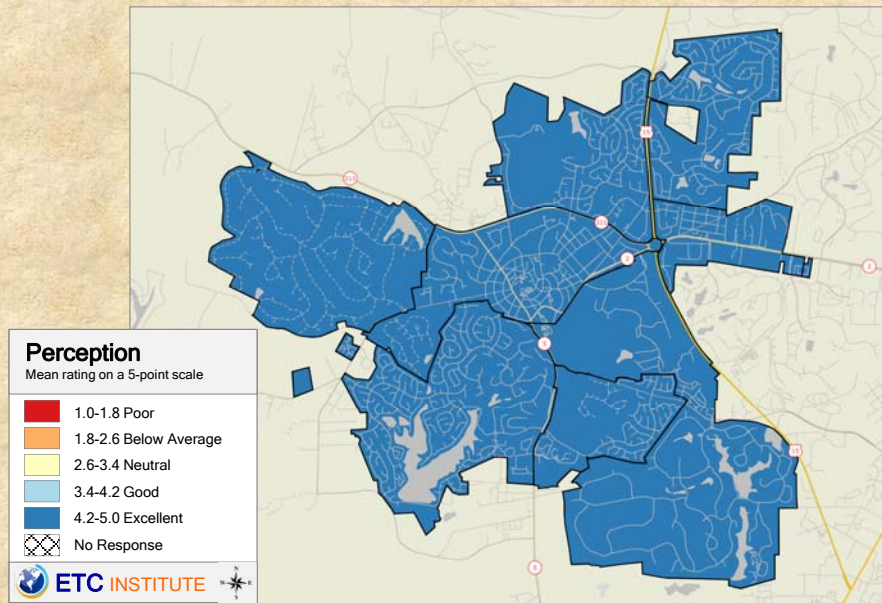
Q4-01 Pinehurst ratings: Overall image of the Village



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

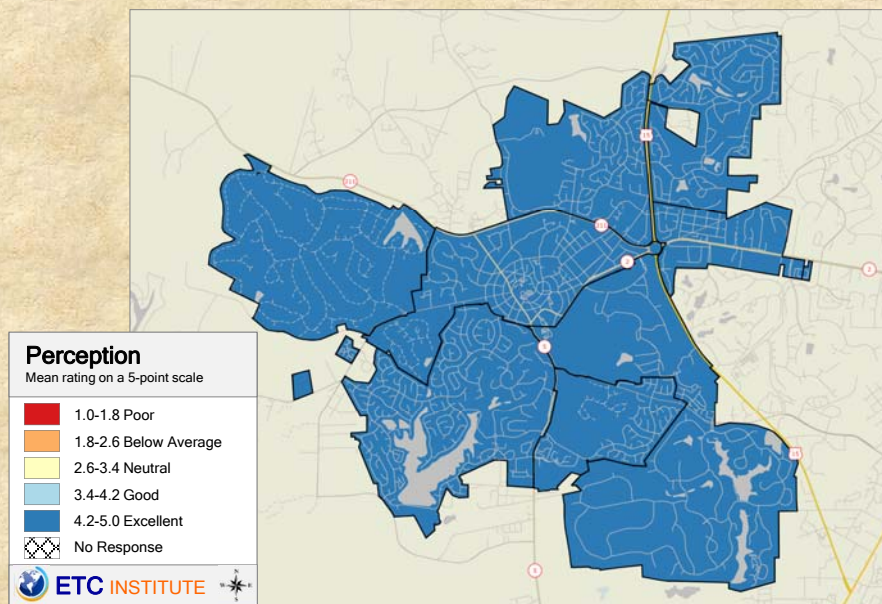
Q4-02 Pinehurst ratings: Overall quality of life in the Village



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

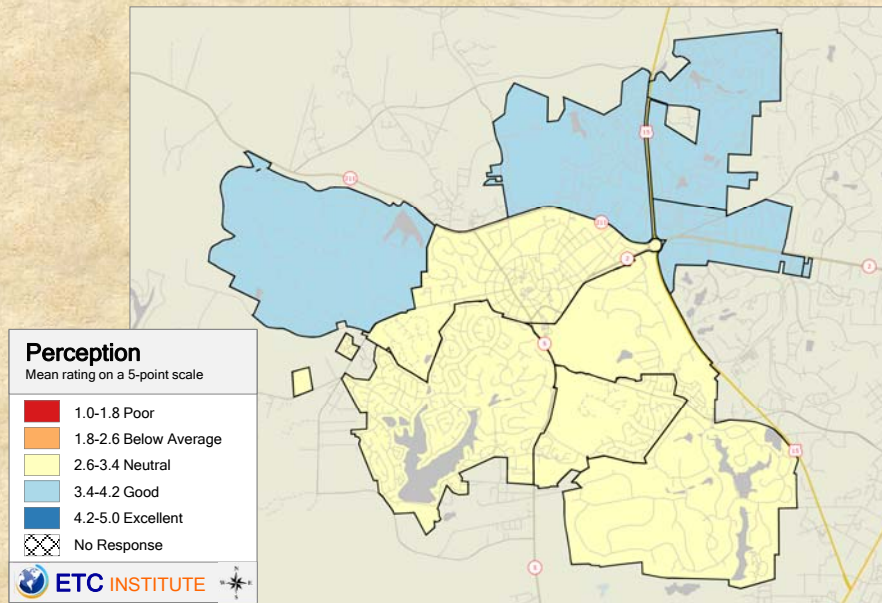
Q4-03 Pinehurst ratings: Overall feeling of safety in the Village



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

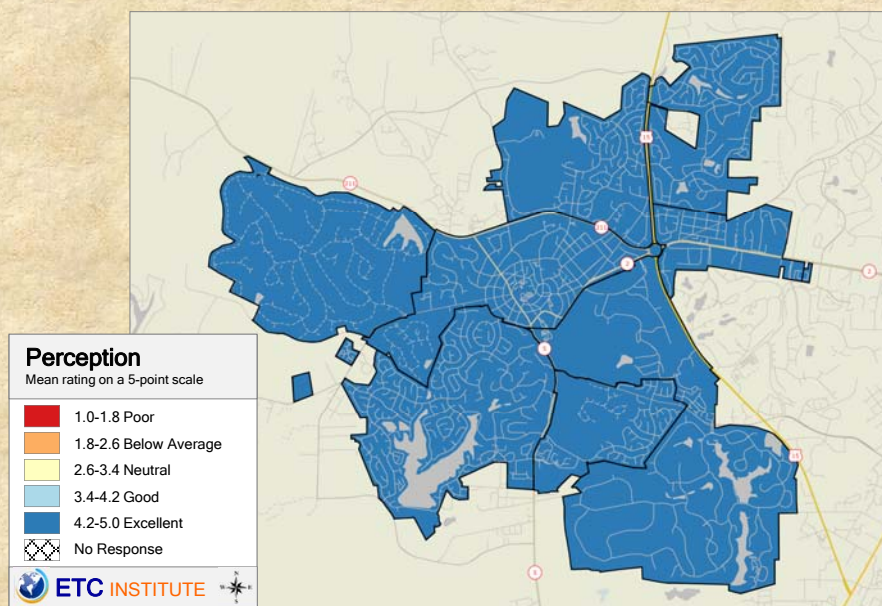
Q4-04 Pinehurst ratings: Quality of new development in the Village



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

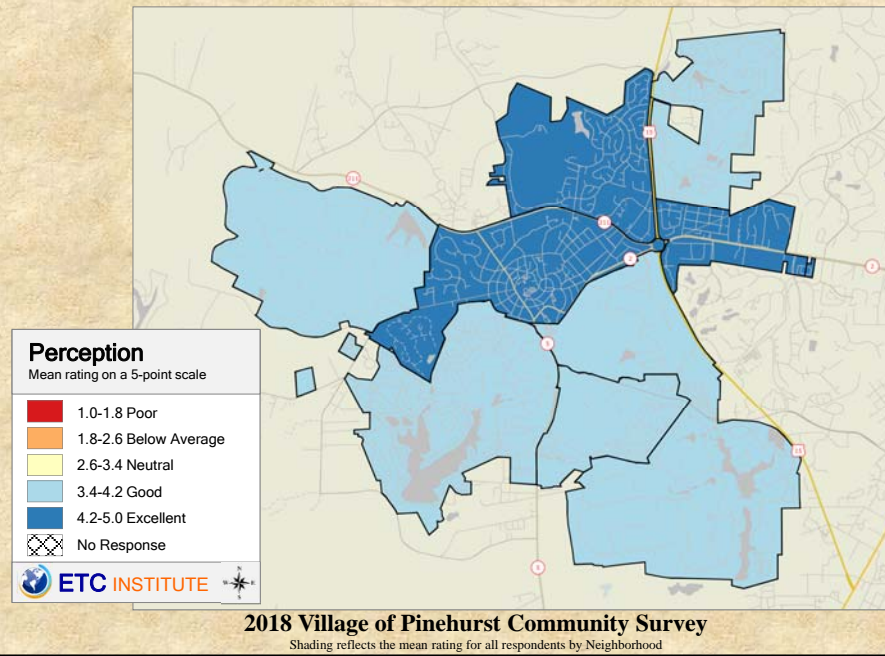
Q4-05 Pinehurst ratings: As a place to live



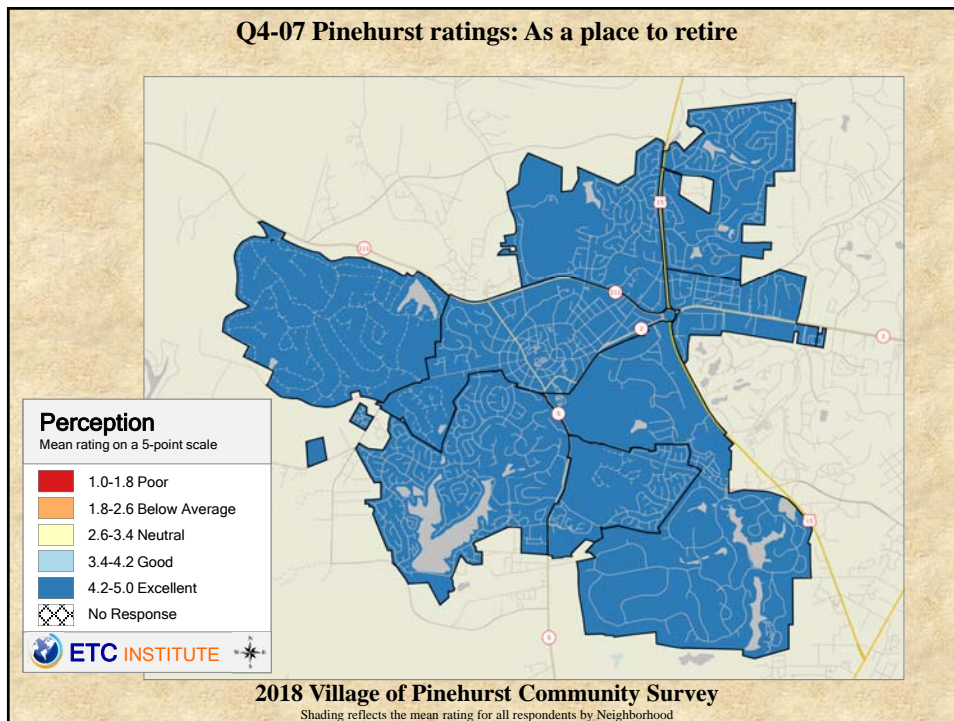
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

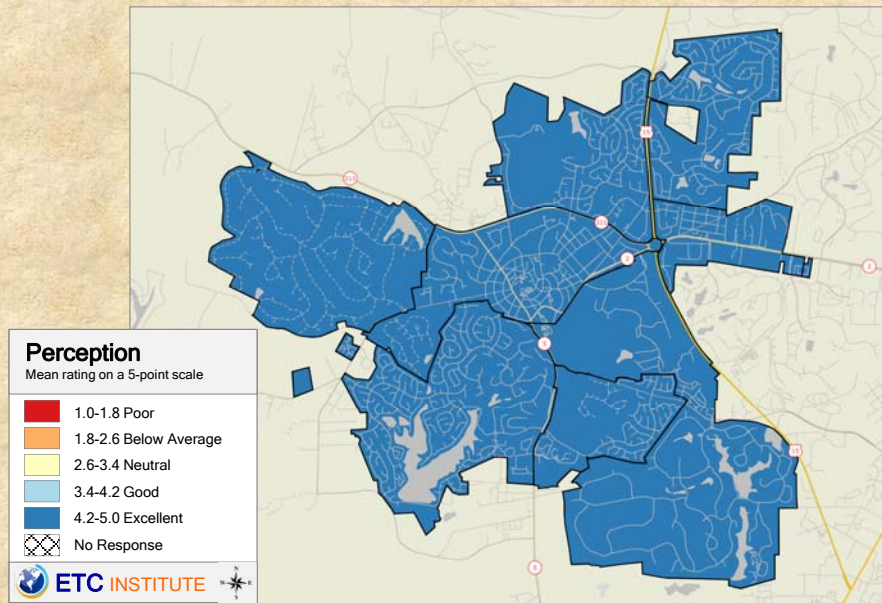
Q4-06 Pinehurst ratings: As a place to raise children



Q4-07 Pinehurst ratings: As a place to retire



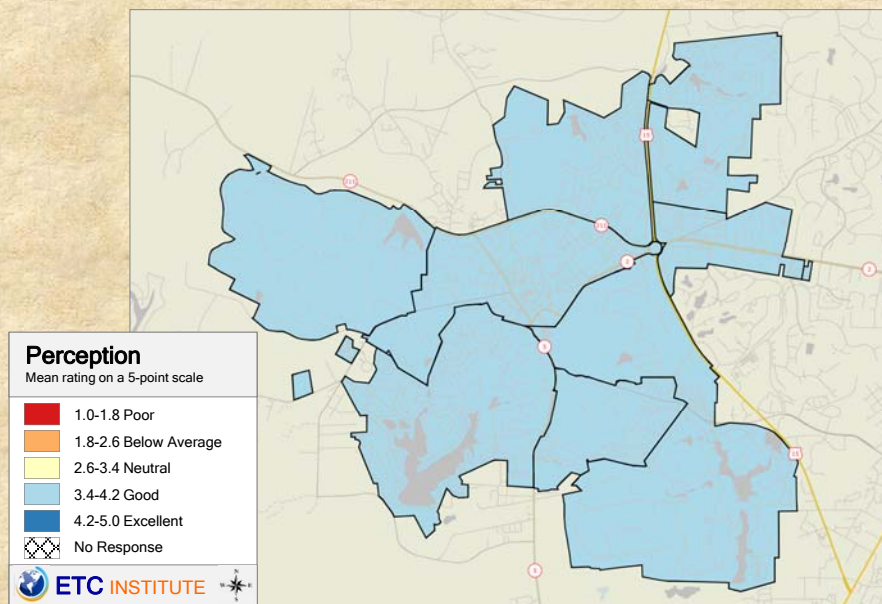
Q4-08 Pinehurst ratings: Overall appearance of the Village



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

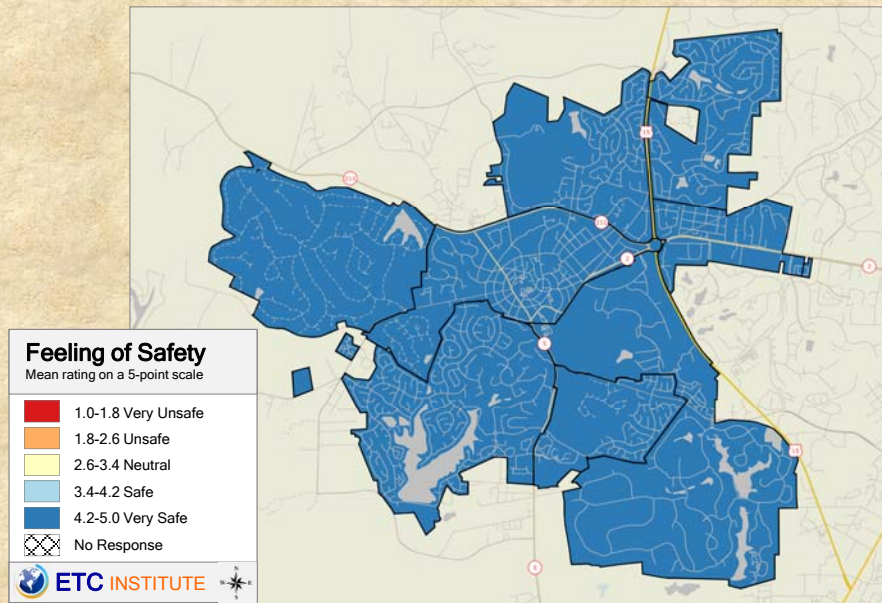
Q4-09 Pinehurst ratings: Availability of affordable housing



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

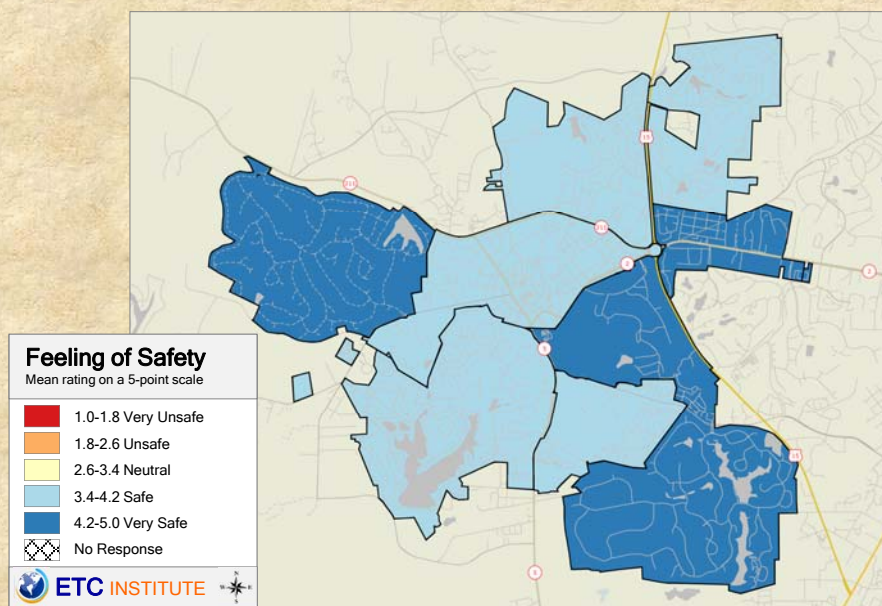
Q5-01 Level of safety: Walking alone in your neighborhood during the day



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

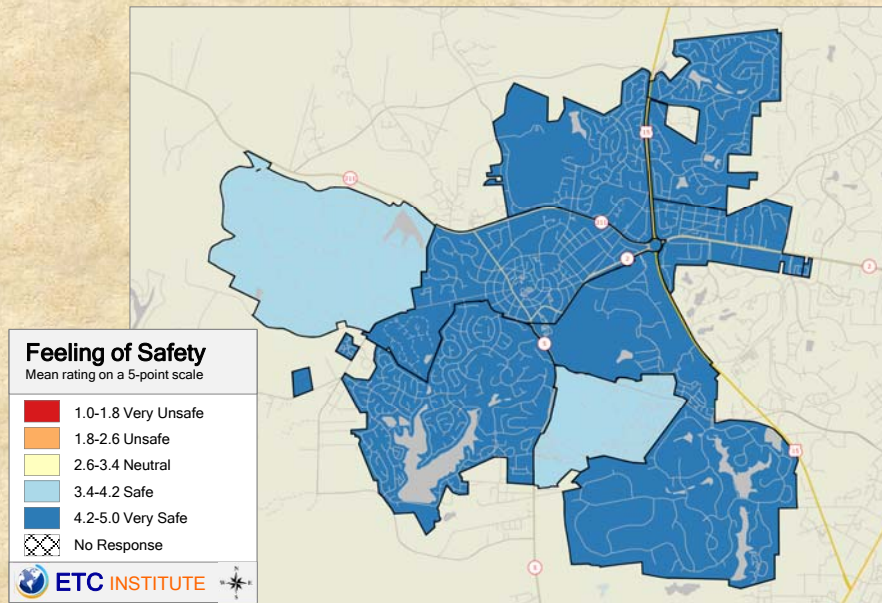
Q5-02 Level of safety: Walking alone in your neighborhood after dark



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

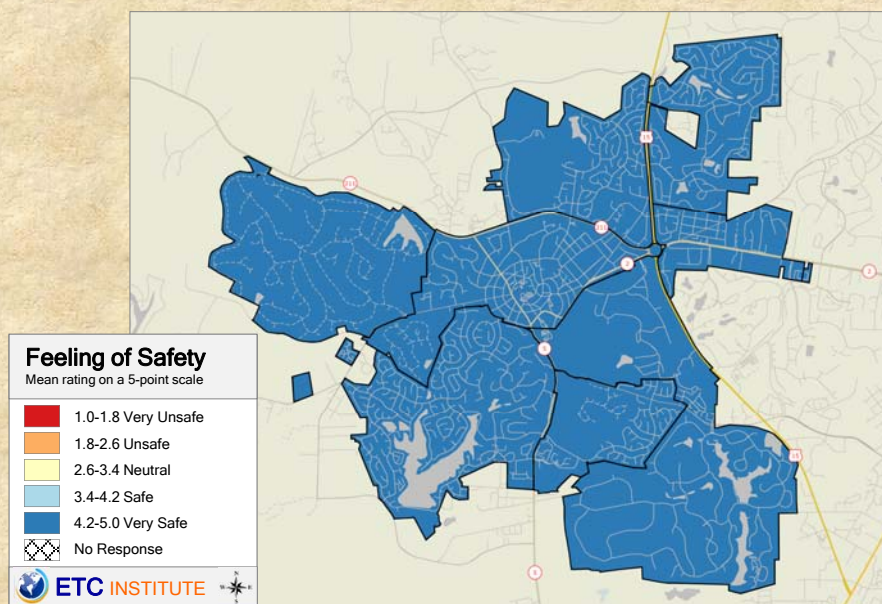
Q5-03 Level of safety: In Village parks and recreation facilities



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

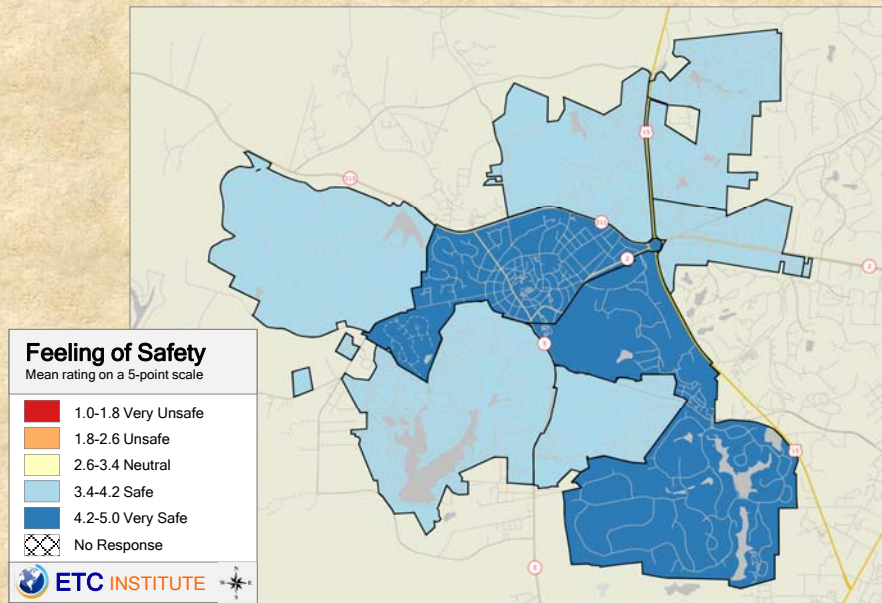
Q5-04 Level of safety: In business areas of the Village during the day



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

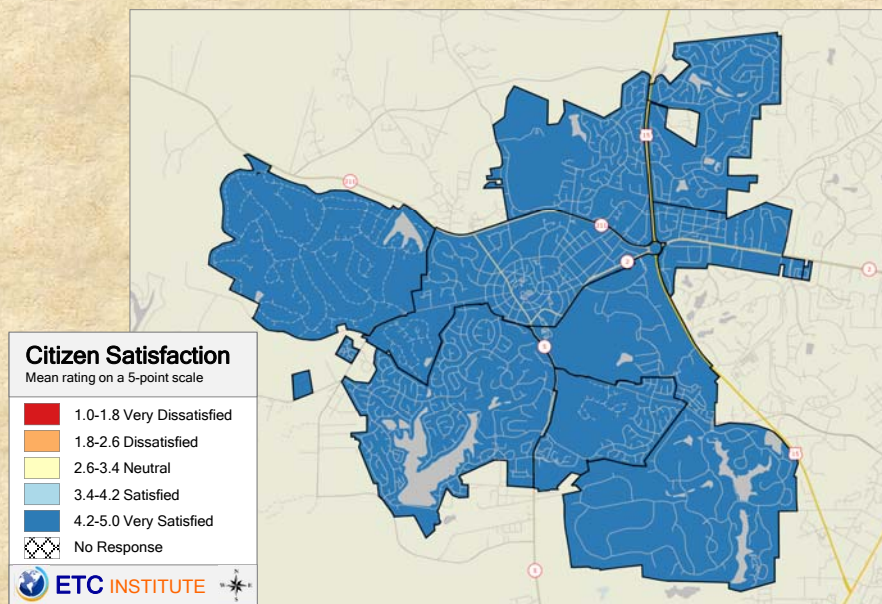
Q5-05 Level of safety: In business areas of the Village after dark



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

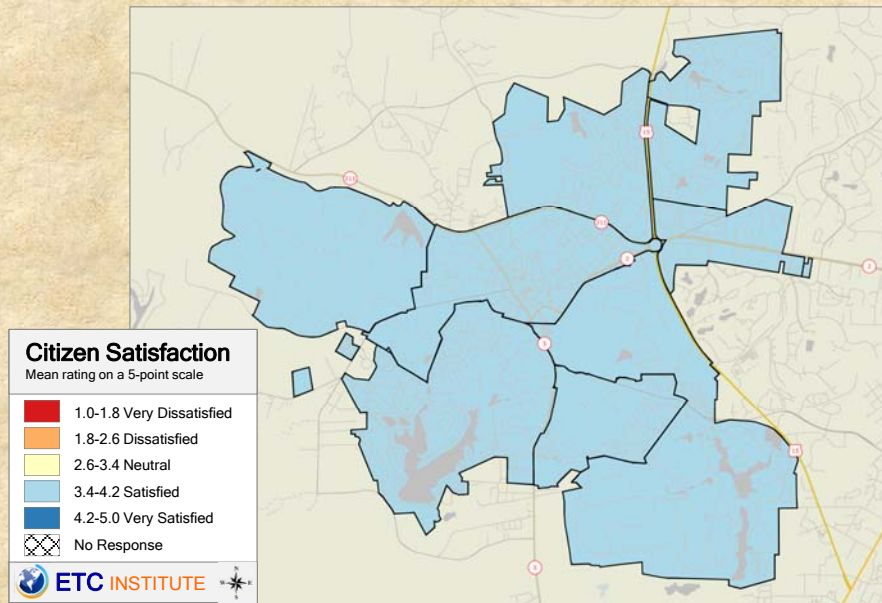
Q6-01 Level of satisfaction with: Efforts to prevent crimes



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

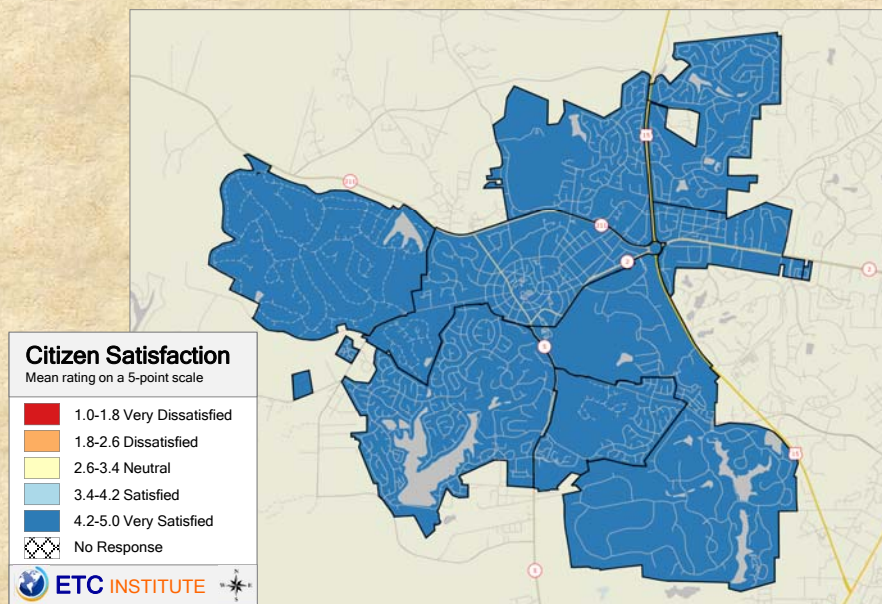
Q6-02 Level of satisfaction with: Enforcement of local traffic laws



2018 Village of Pinehurst Community Survey

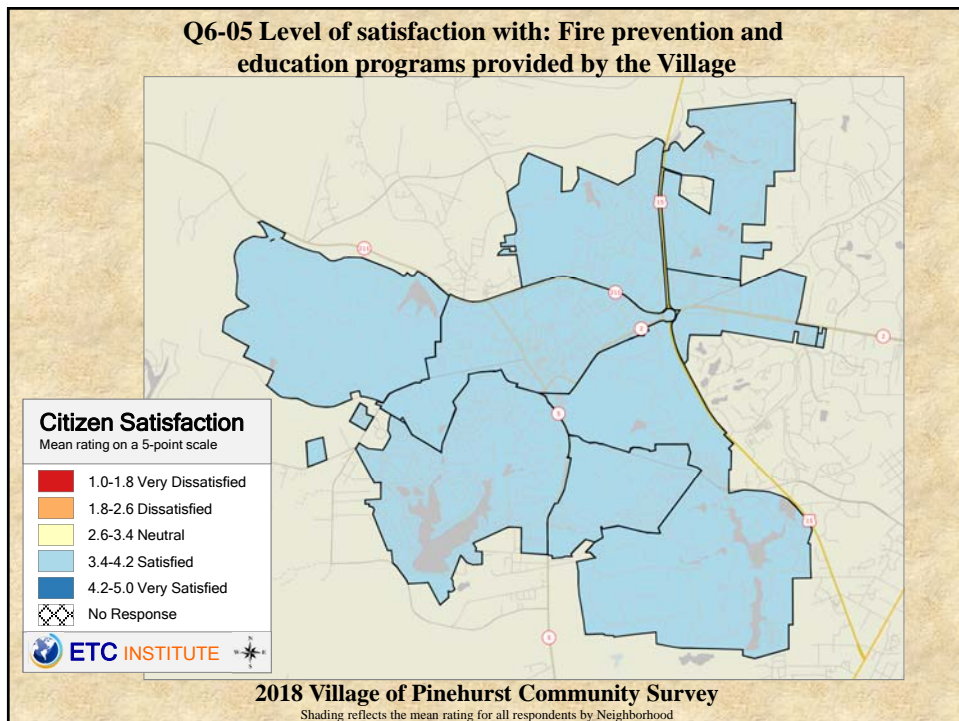
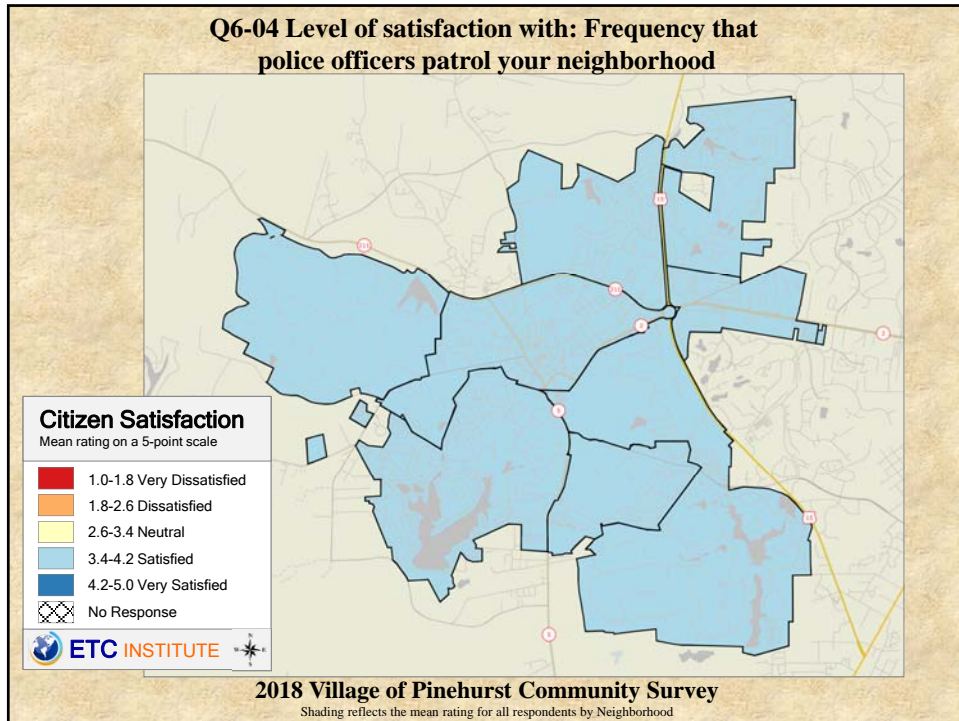
Shading reflects the mean rating for all respondents by Neighborhood

Q6-03 Level of satisfaction with: How quickly police respond to emergencies

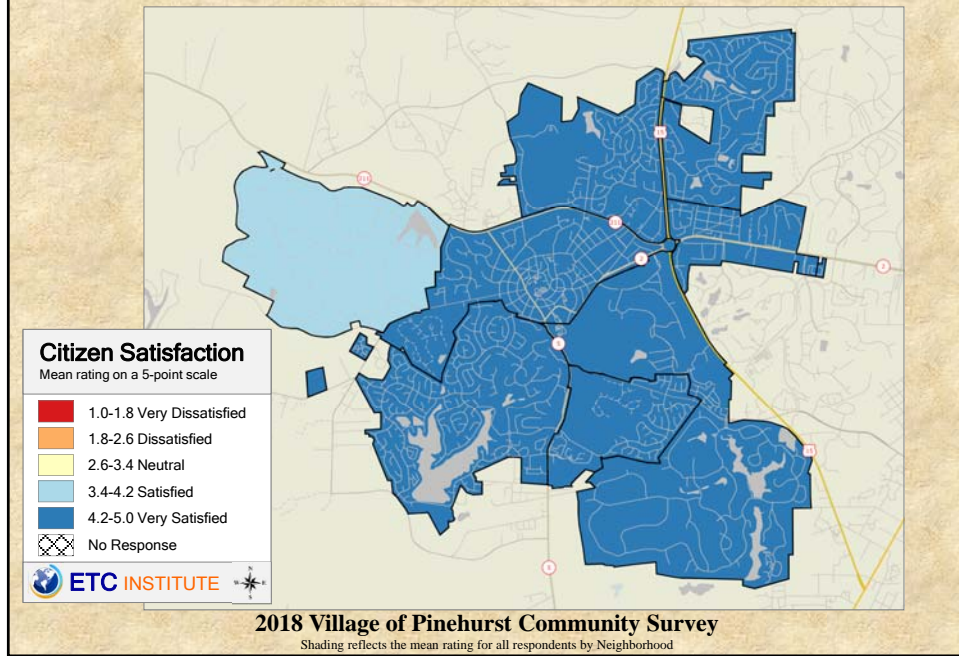


2018 Village of Pinehurst Community Survey

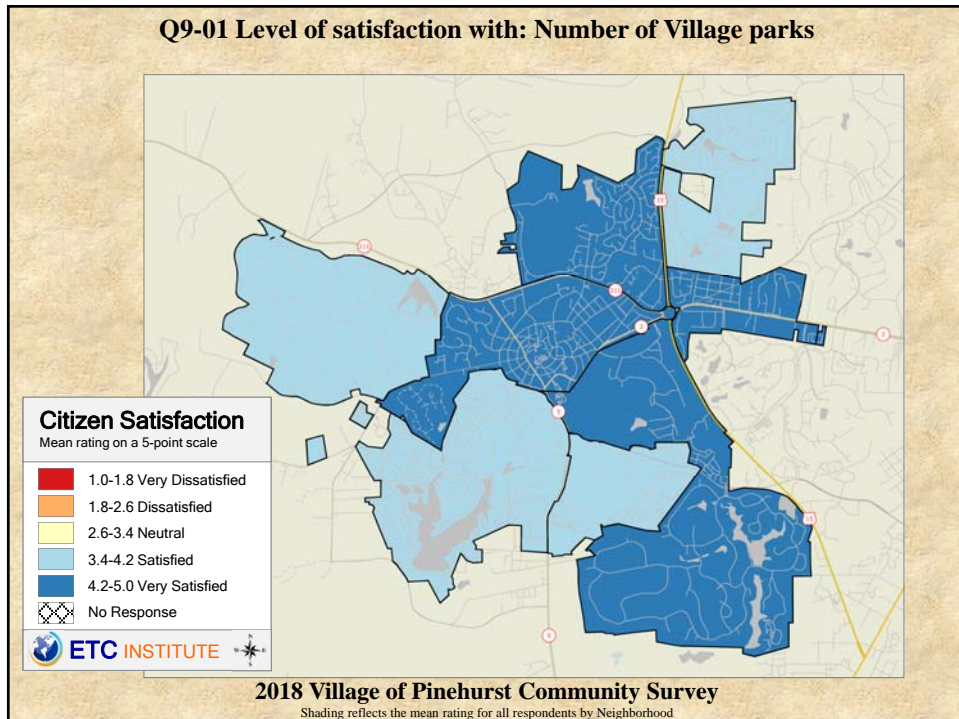
Shading reflects the mean rating for all respondents by Neighborhood



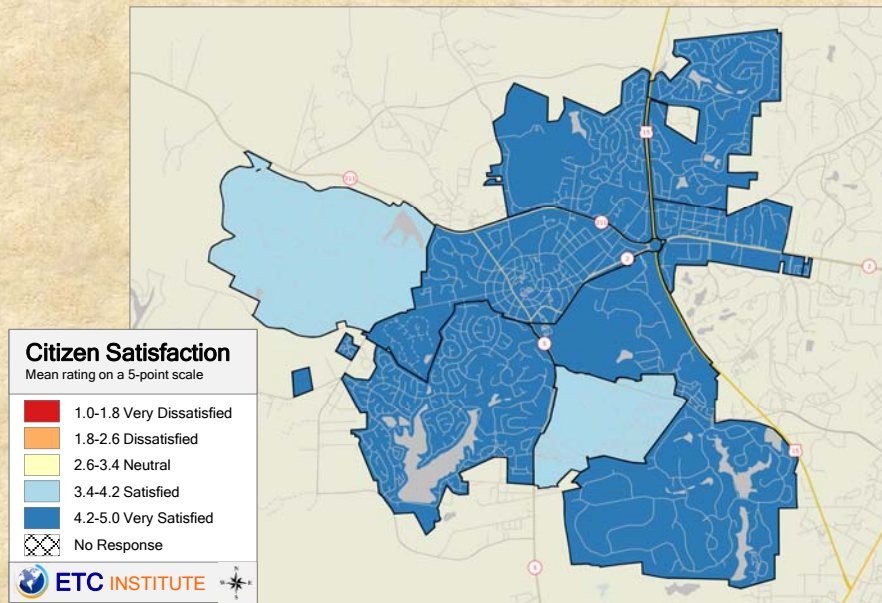
Q6-06 Level of satisfaction with: How quickly fire personnel respond to emergencies



Q9-01 Level of satisfaction with: Number of Village parks



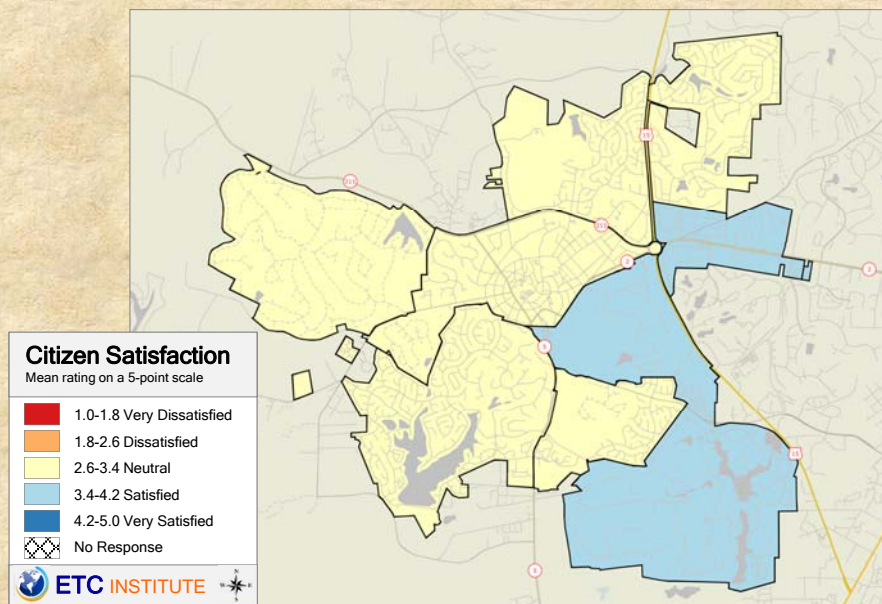
Q9-02 Level of satisfaction with: Quality of Village parks



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

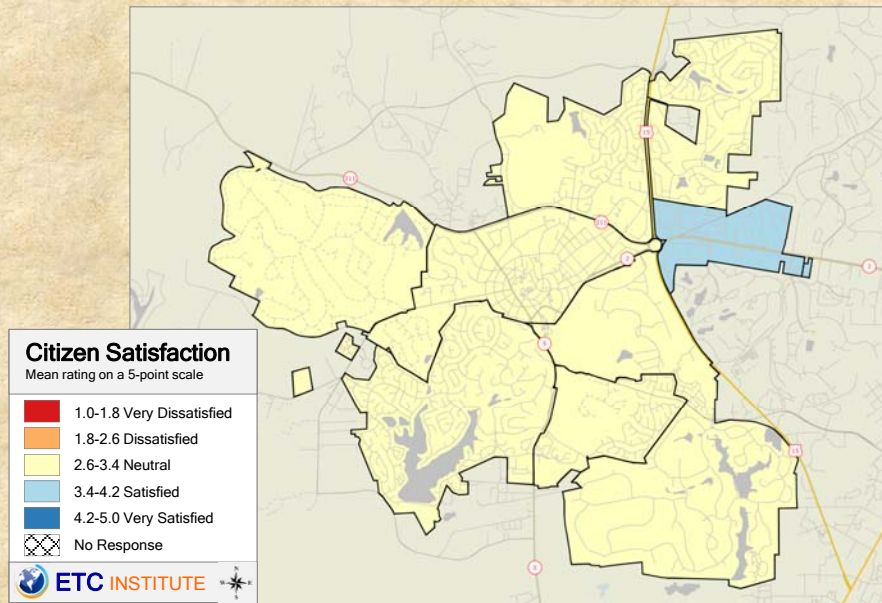
Q9-03 Level of satisfaction with: Quality of recreation indoor facilities



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

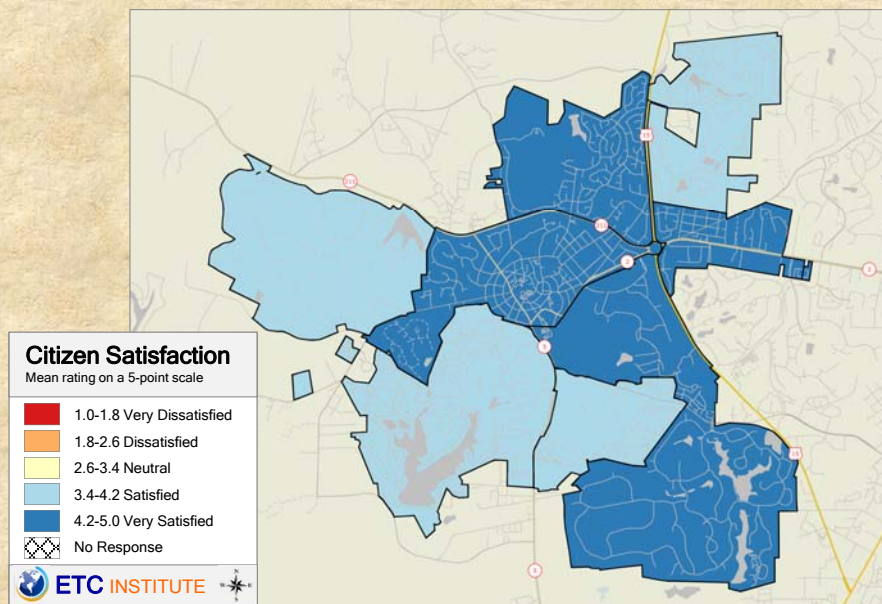
Q9-04 Level of satisfaction with: Availability of recreation indoor facilities



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

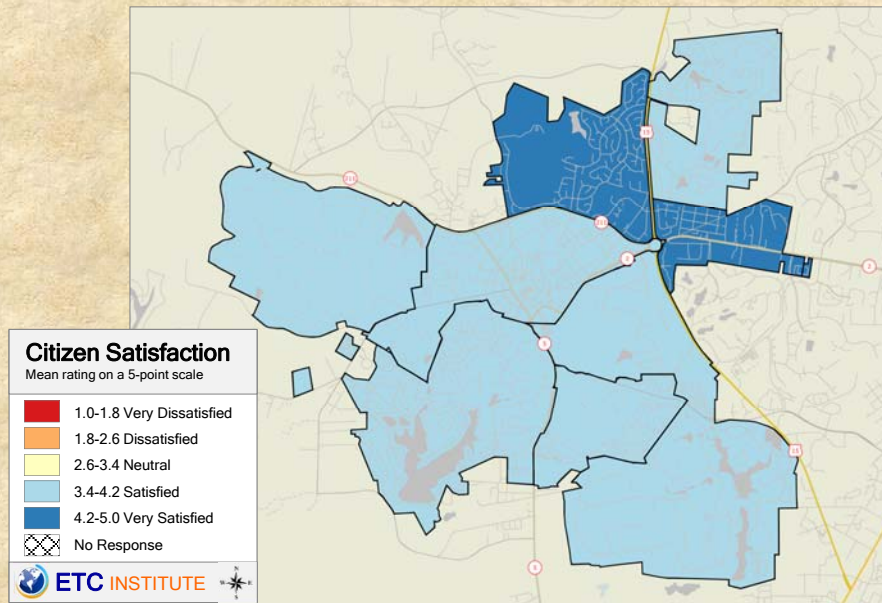
Q9-05 Level of satisfaction with: Availability of walking/greenway trails



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

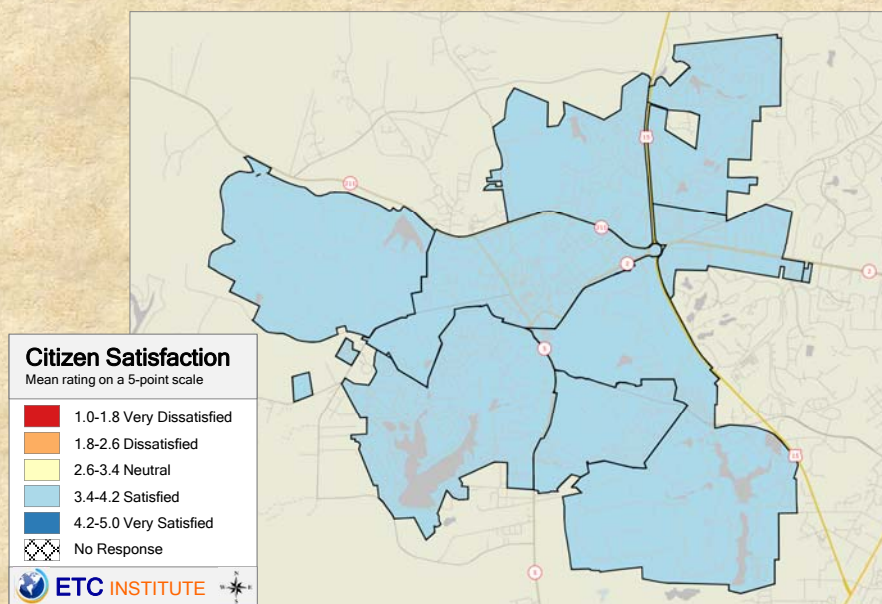
Q9-06 Level of satisfaction with: Condition of walking/greenway trails



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

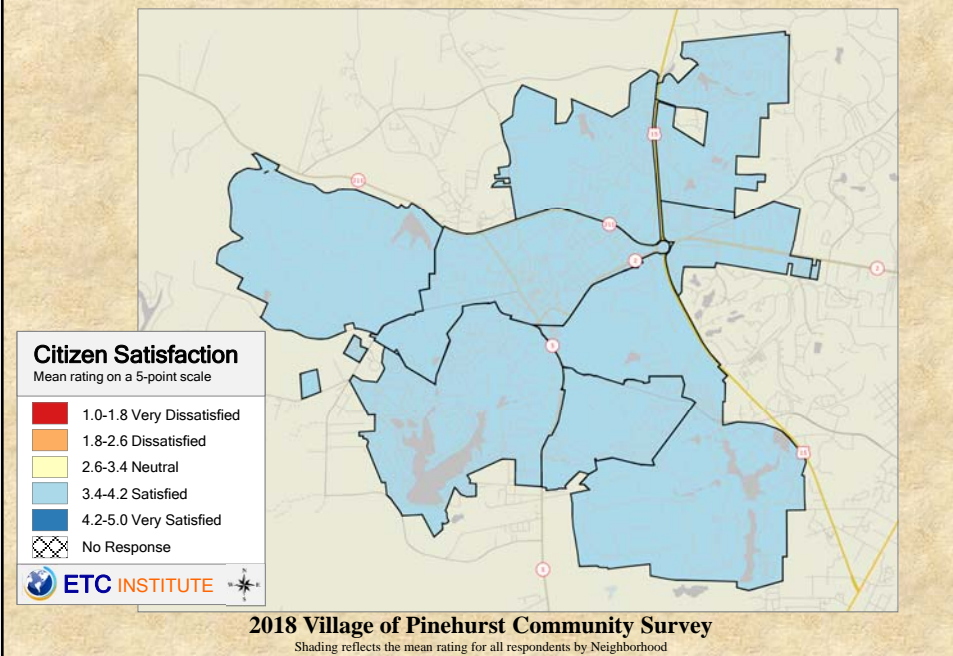
Q9-07 Level of satisfaction with: Quality of outdoor athletic fields and facilities



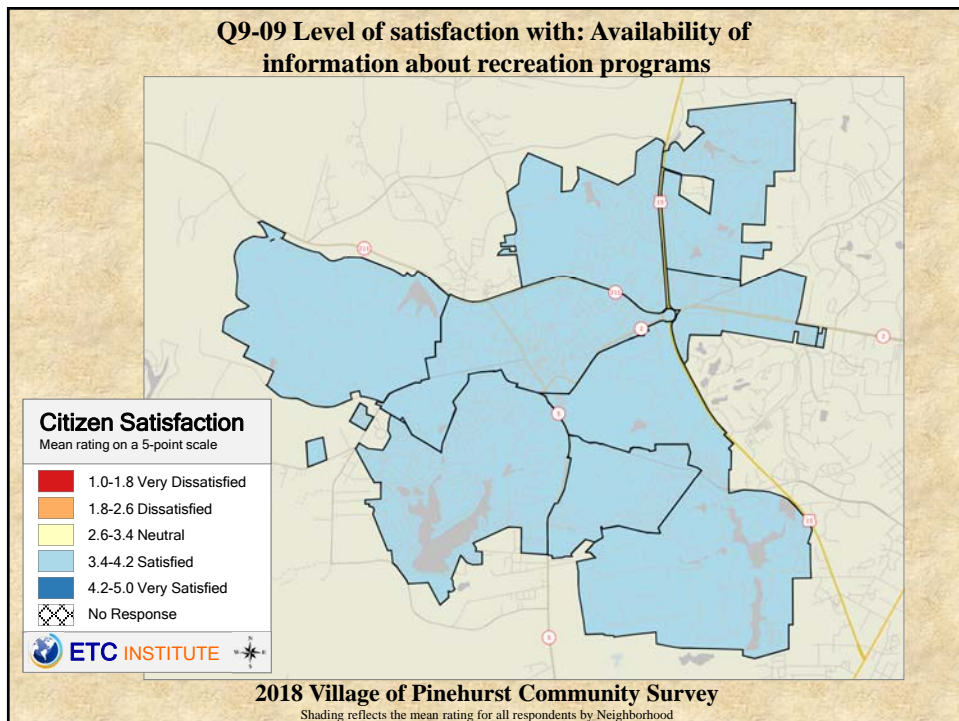
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

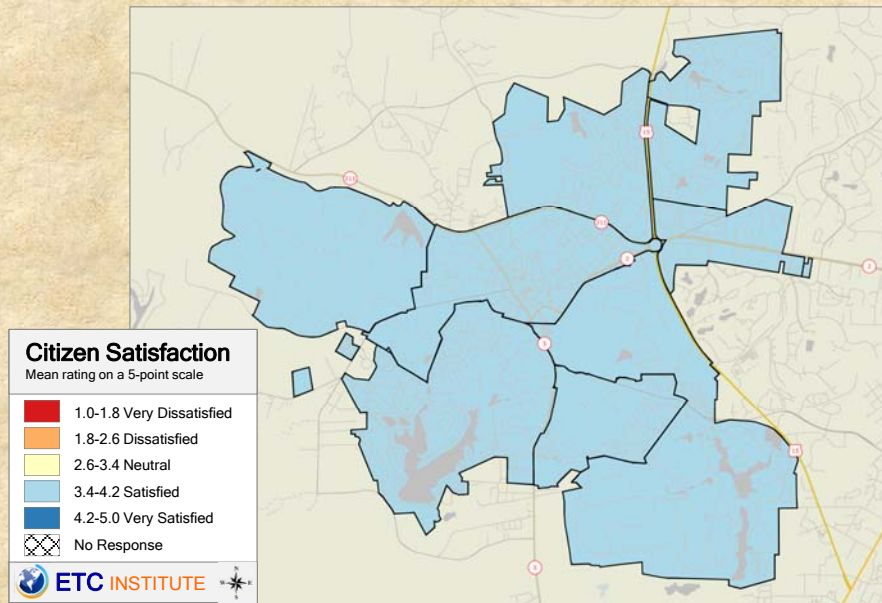
Q9-08 Level of satisfaction with: Availability of outdoor athletic fields and facilities



Q9-09 Level of satisfaction with: Availability of information about recreation programs



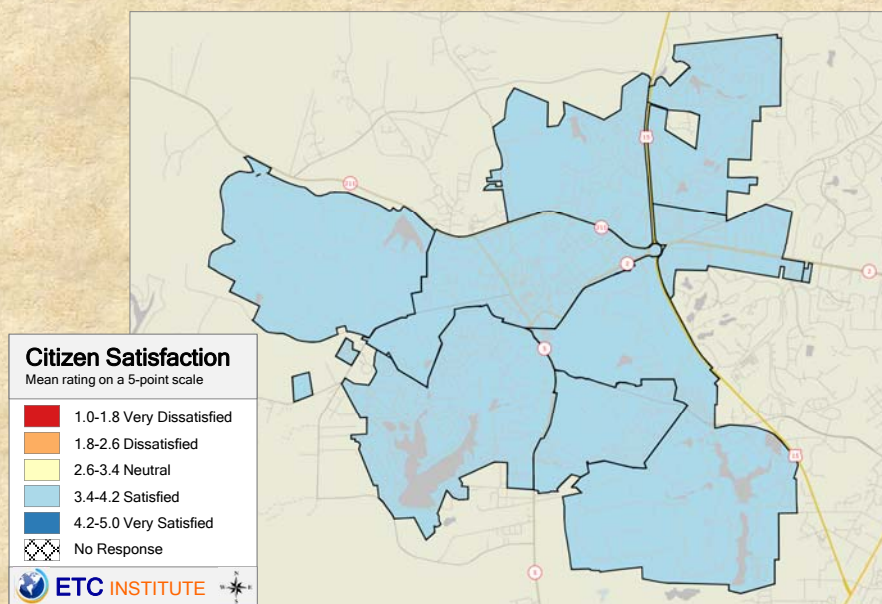
Q9-10 Level of satisfaction with: Quality of youth recreation programs



2018 Village of Pinehurst Community Survey

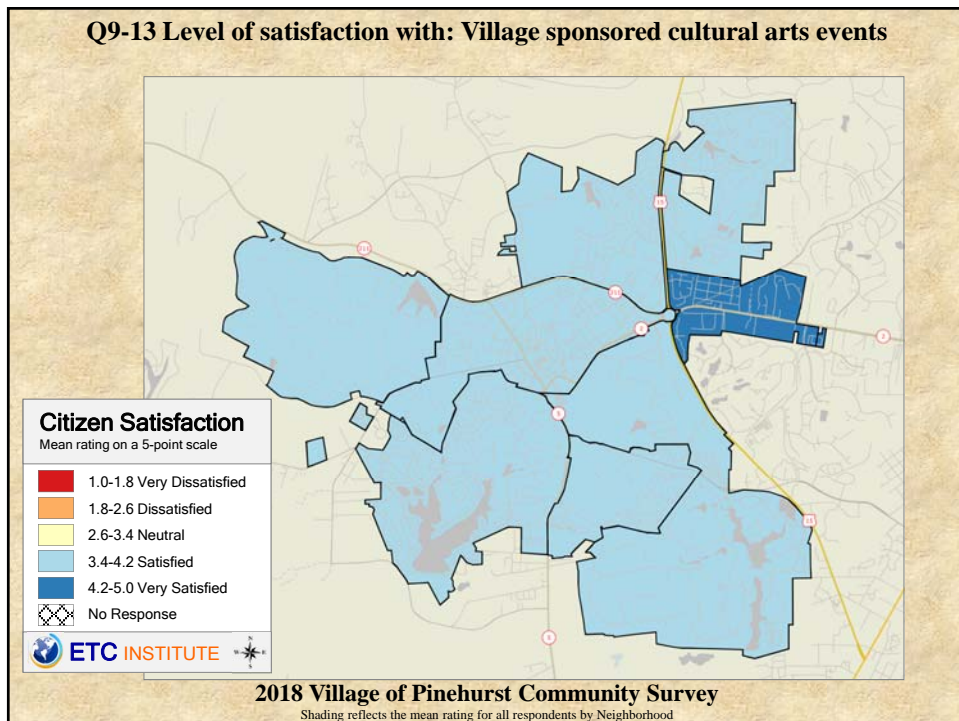
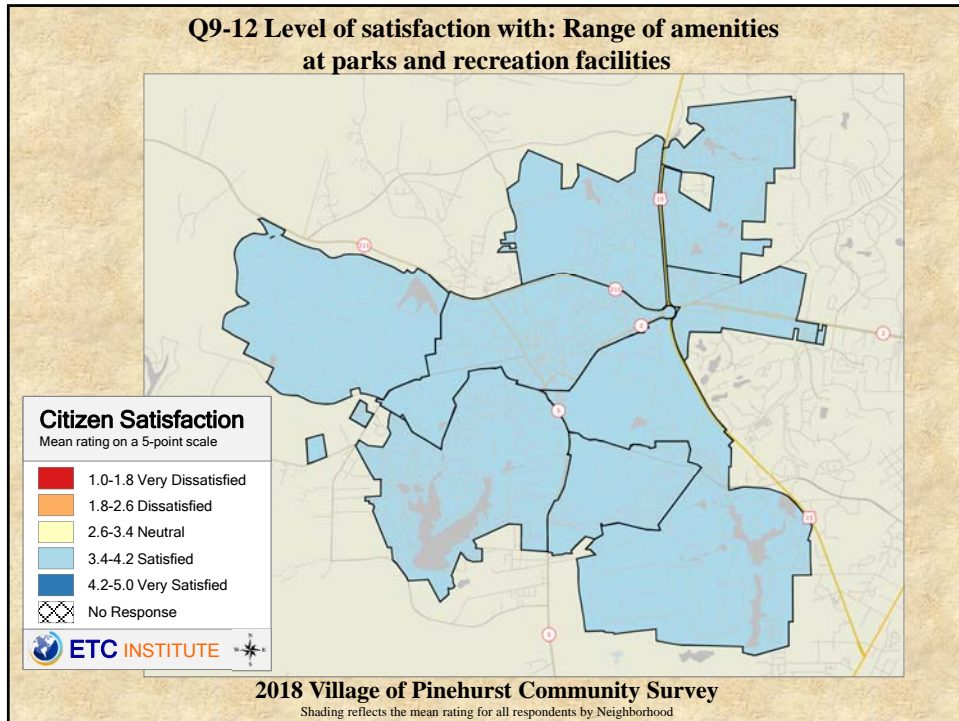
Shading reflects the mean rating for all respondents by Neighborhood

Q9-11 Level of satisfaction with: Quality of adult recreation programs

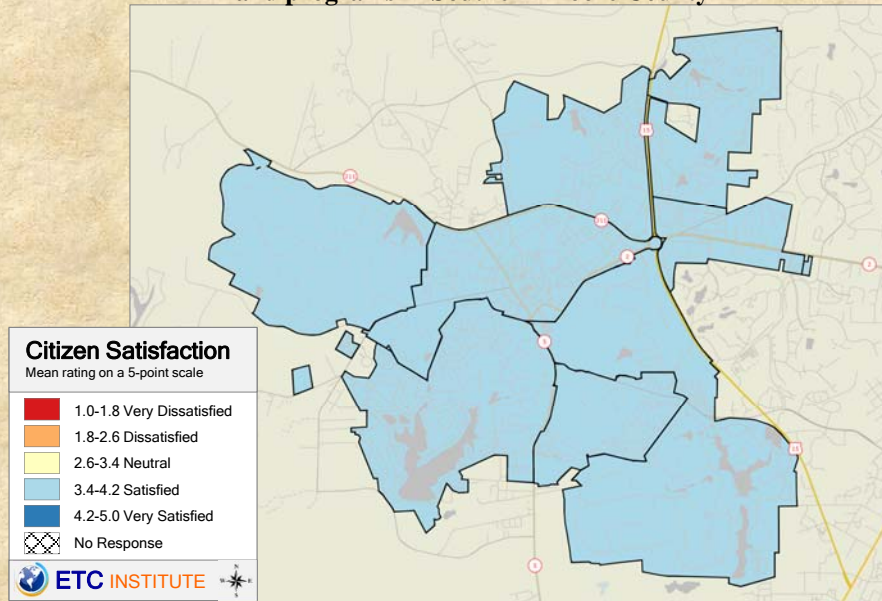


2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood



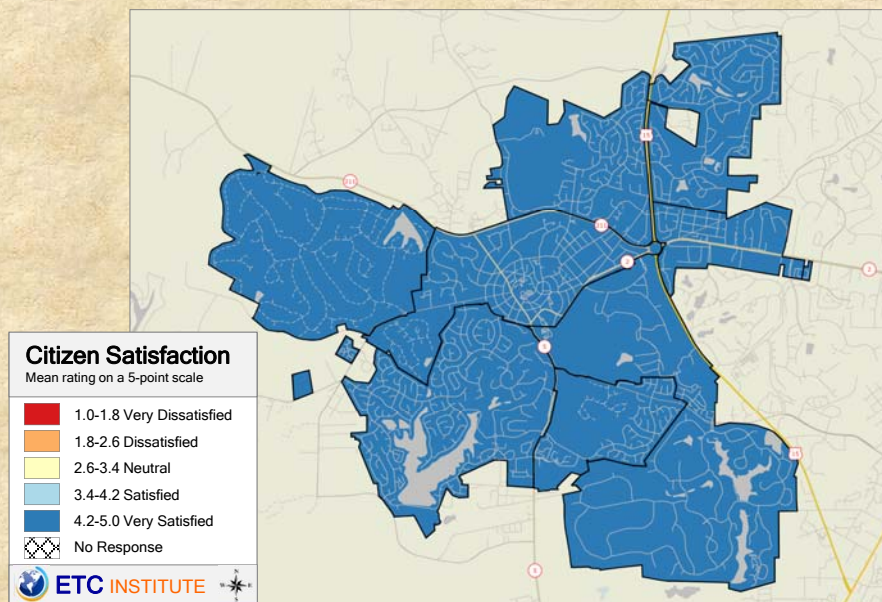
Q9-14 Level of satisfaction with: Variety of cultural arts events and programs in Southern Moore County



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

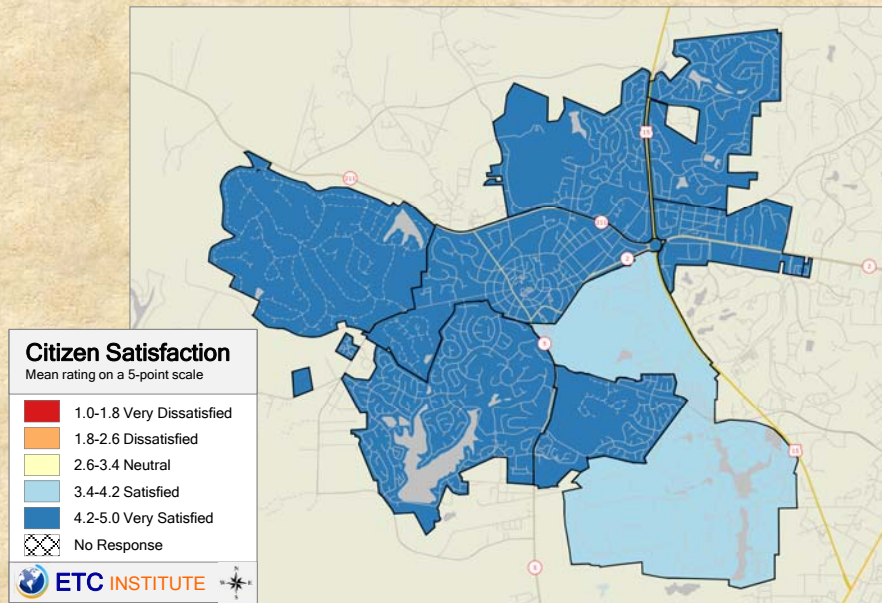
Q12-01 Level of satisfaction with: Given Memorial Library services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

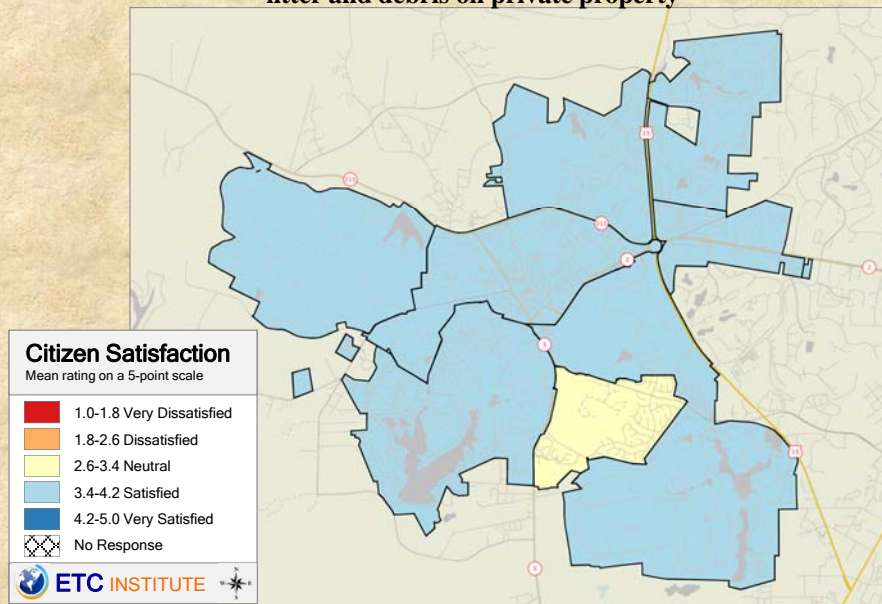
Q12-02 Level of satisfaction with: Given Memorial Library Programs



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

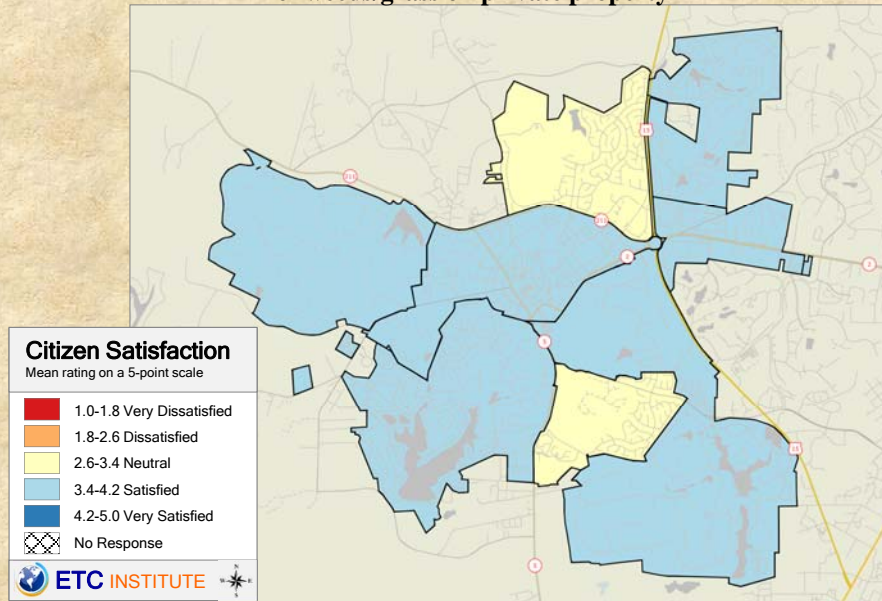
Q13-01 Level of satisfaction with: Enforcing the cleanup of litter and debris on private property



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

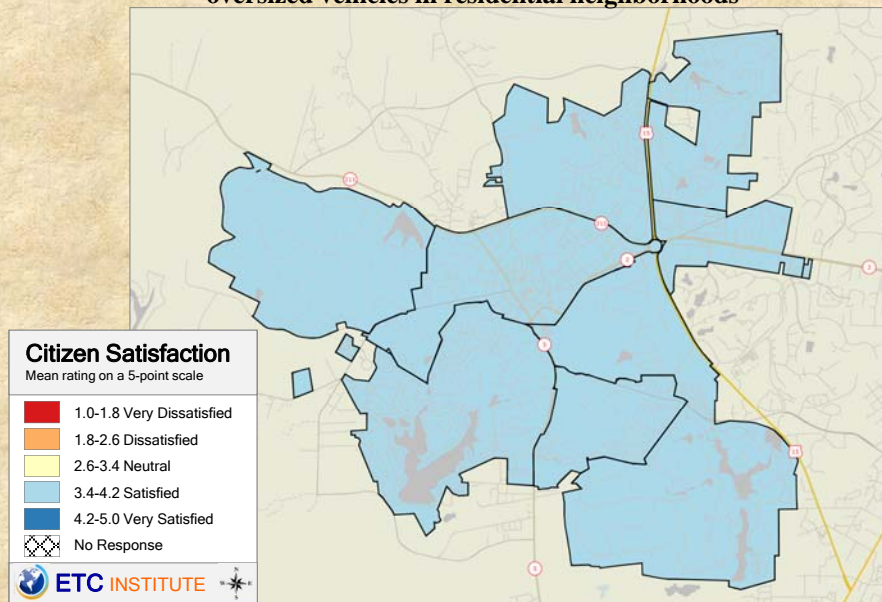
Q13-02 Level of satisfaction with: Enforcing mowing/cutting of weeds/grass on private property



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

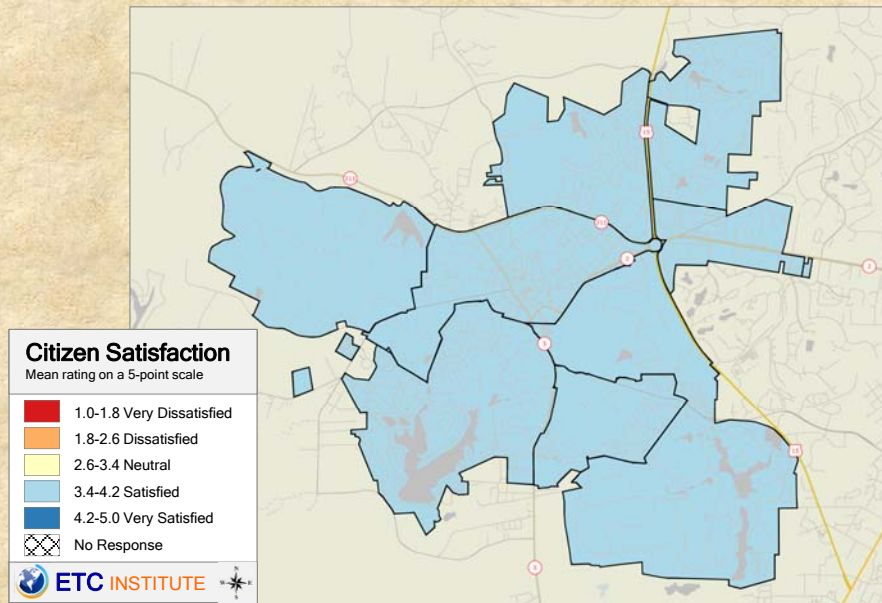
Q13-03 Level of satisfaction with: Enforcing parking-prohibiting oversized vehicles in residential neighborhoods



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

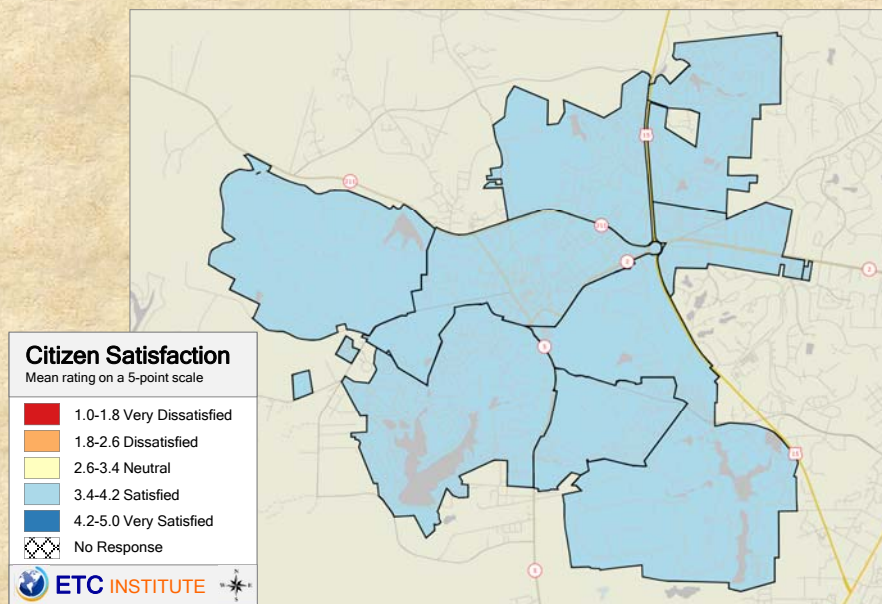
Q13-04 Level of satisfaction with: Enforcing sign regulations



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

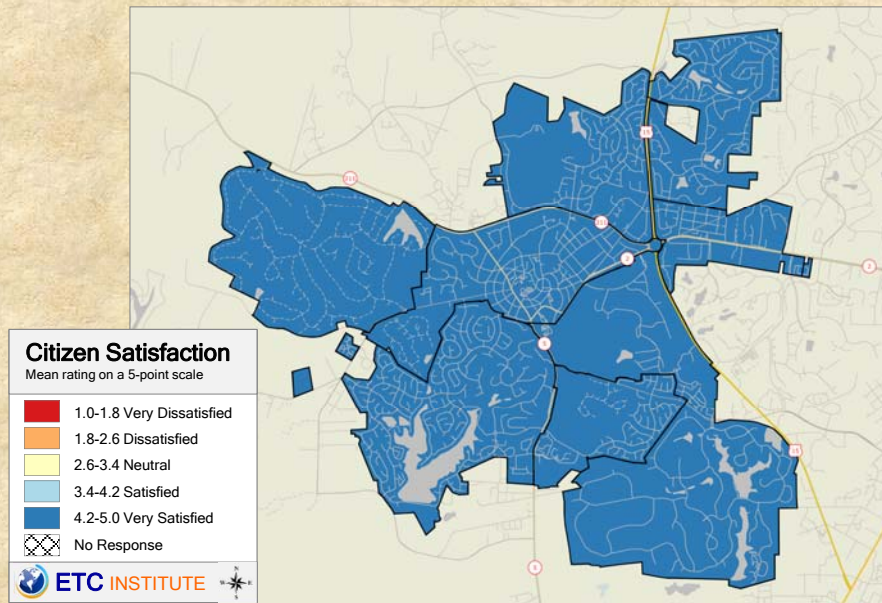
Q13-05 Level of satisfaction with: Enforcing solid waste cart regulations



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

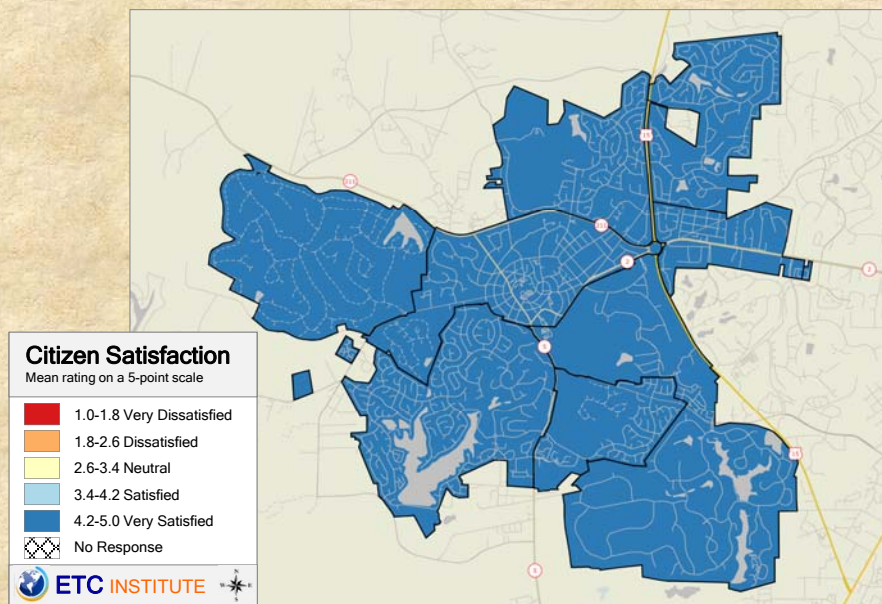
Q15-01 Level of satisfaction with: Residential trash collection services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

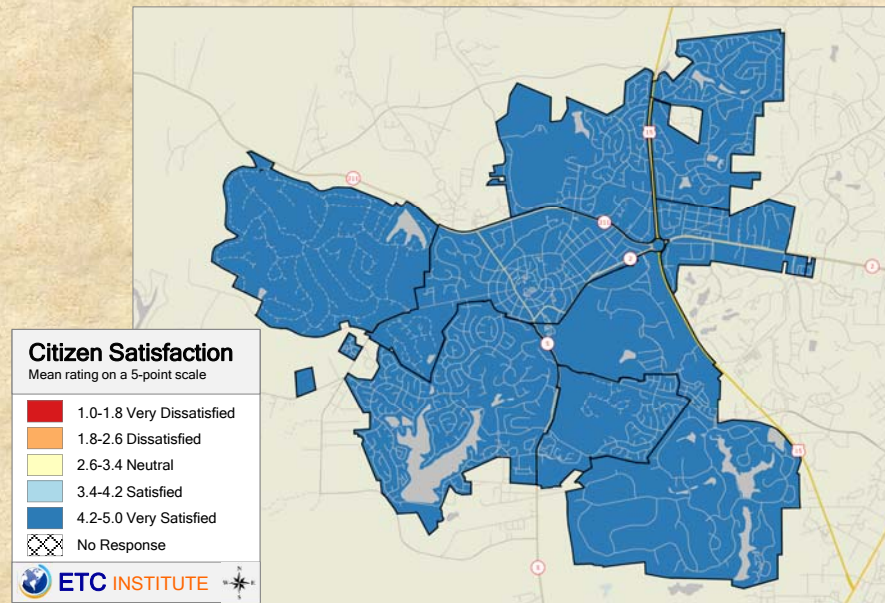
Q15-02 Level of satisfaction with: Curbside recycling services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

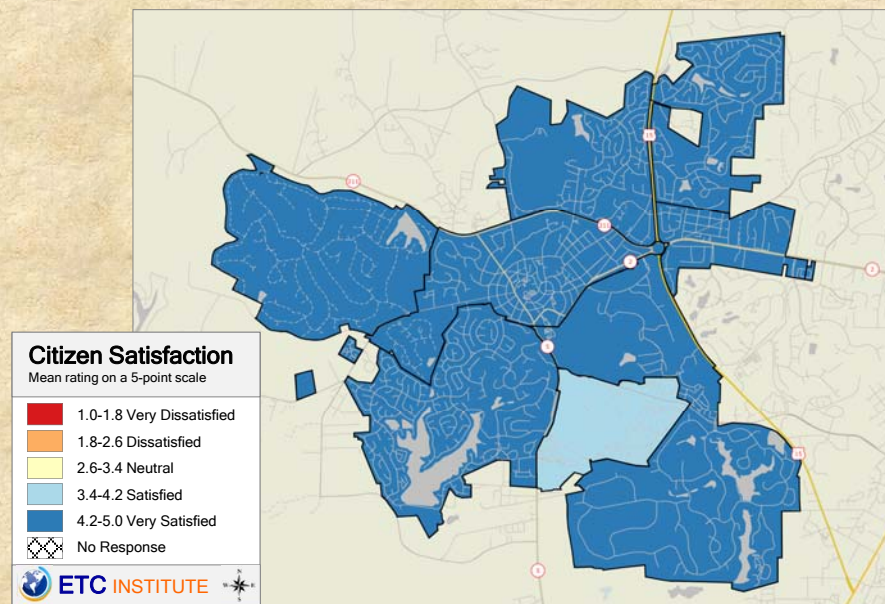
Q15-03 Level of satisfaction with: Yard waste collection services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

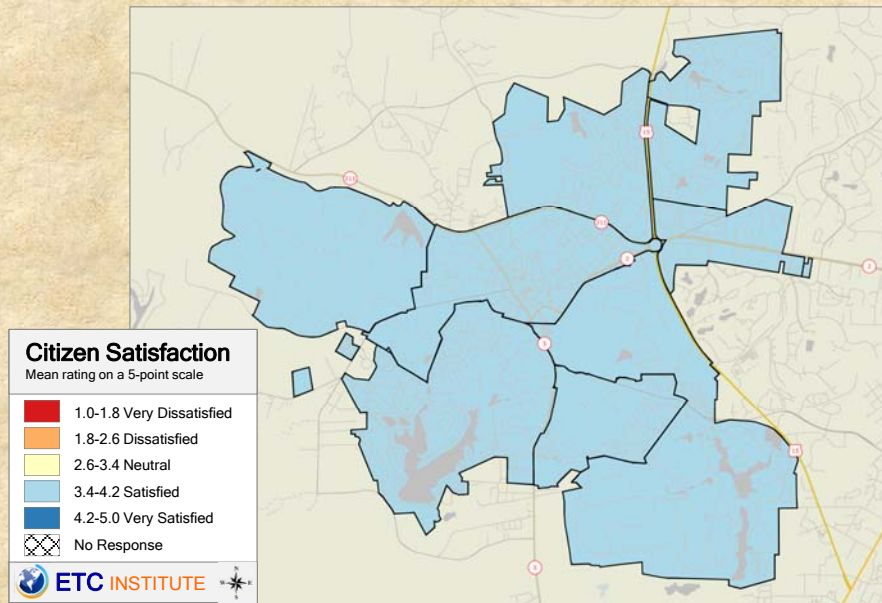
Q16-01 Level of satisfaction with: Maintenance of main Village street thoroughfares



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

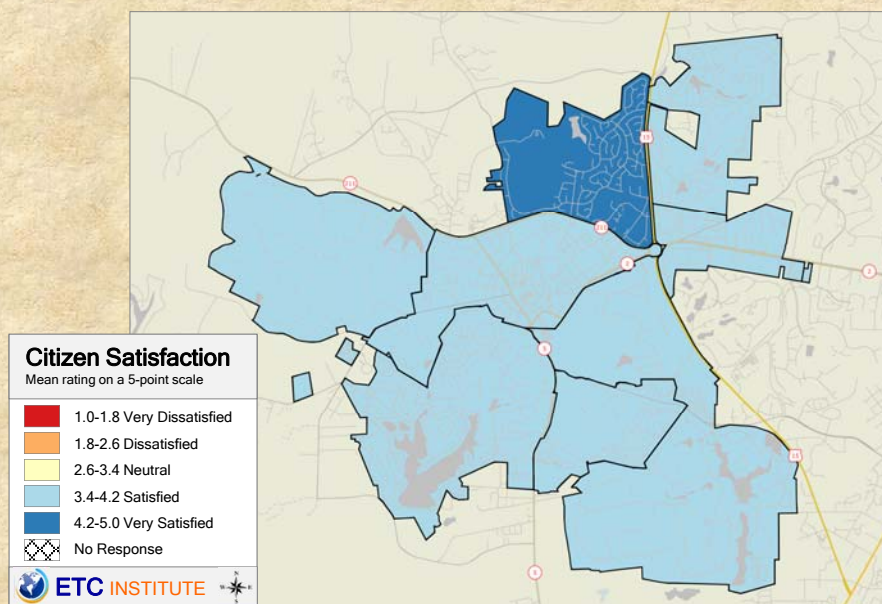
Q16-02 Level of satisfaction with: Maintenance of streets in your neighborhood



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

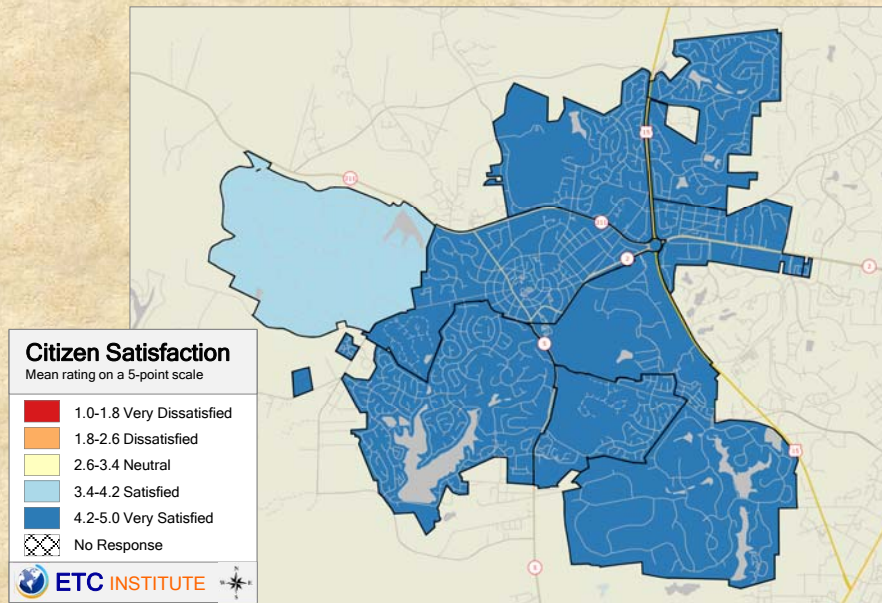
Q16-03 Level of satisfaction with: Maintenance of street signs/pavement markings



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

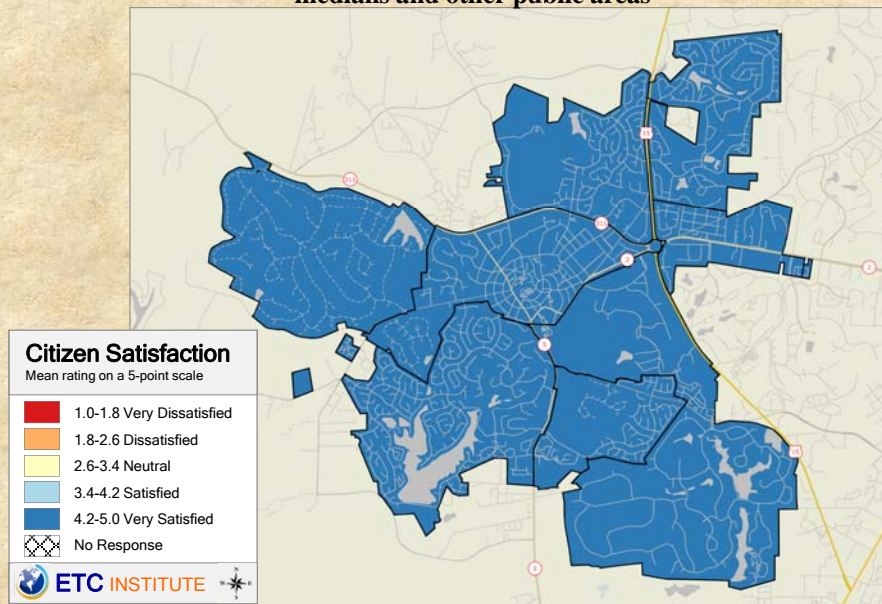
Q16-04 Level of satisfaction with: Maintenance/preservation of downtown



2018 Village of Pinehurst Community Survey

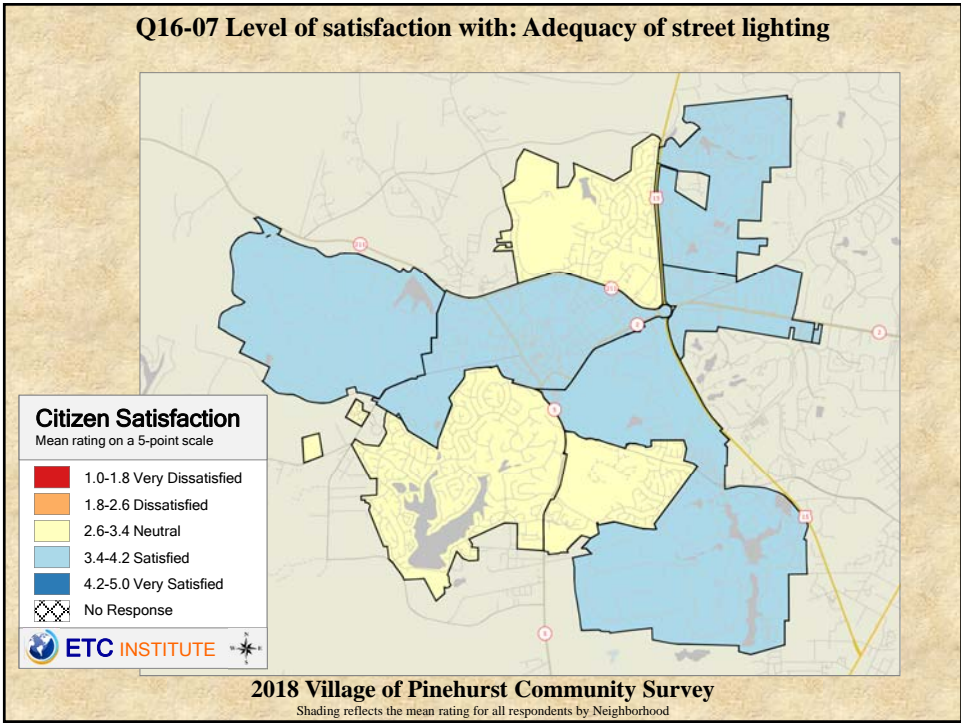
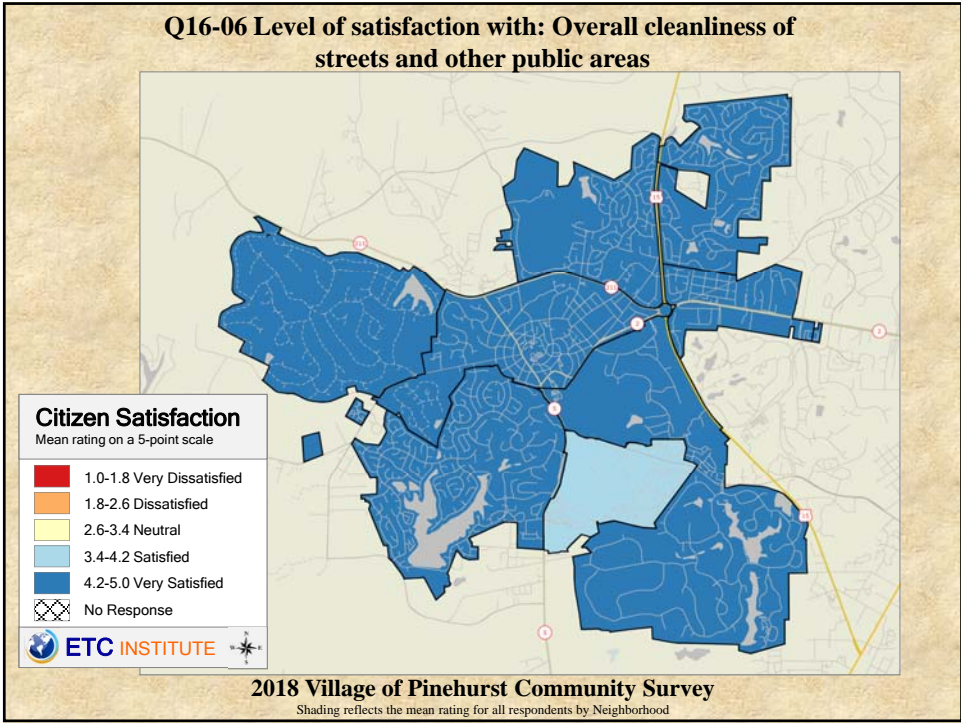
Shading reflects the mean rating for all respondents by Neighborhood

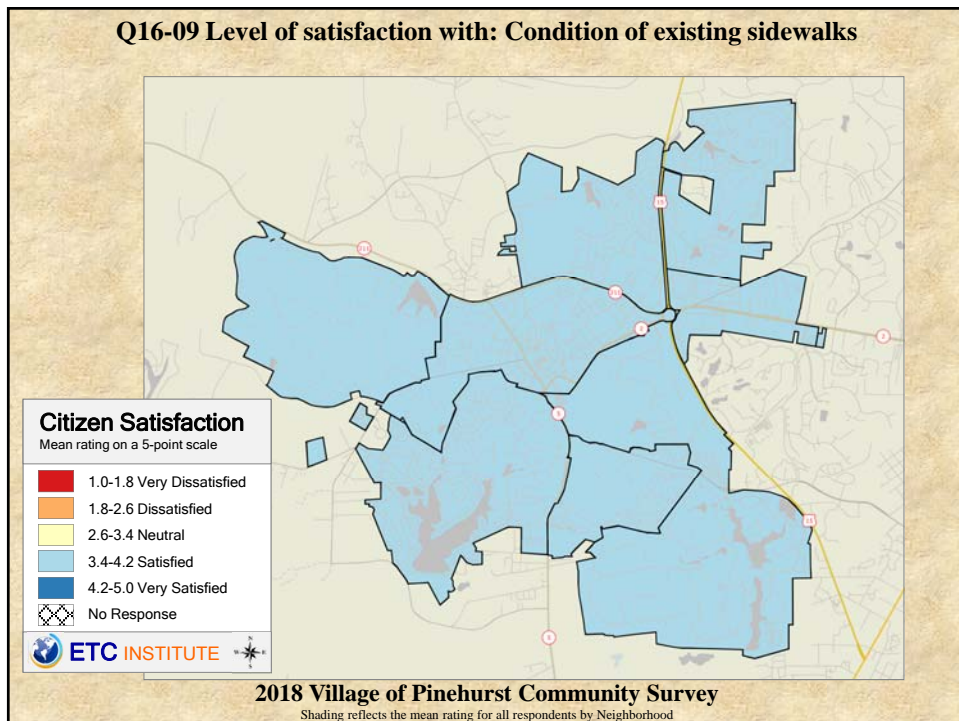
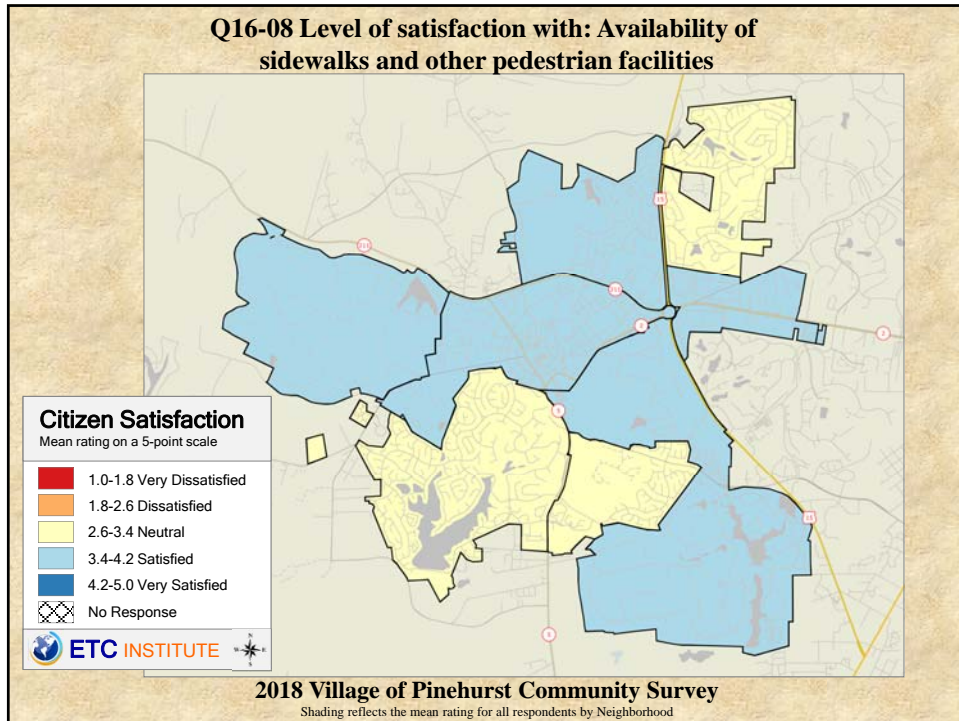
Q16-05 Level of satisfaction with: Quality of landscaping in medians and other public areas

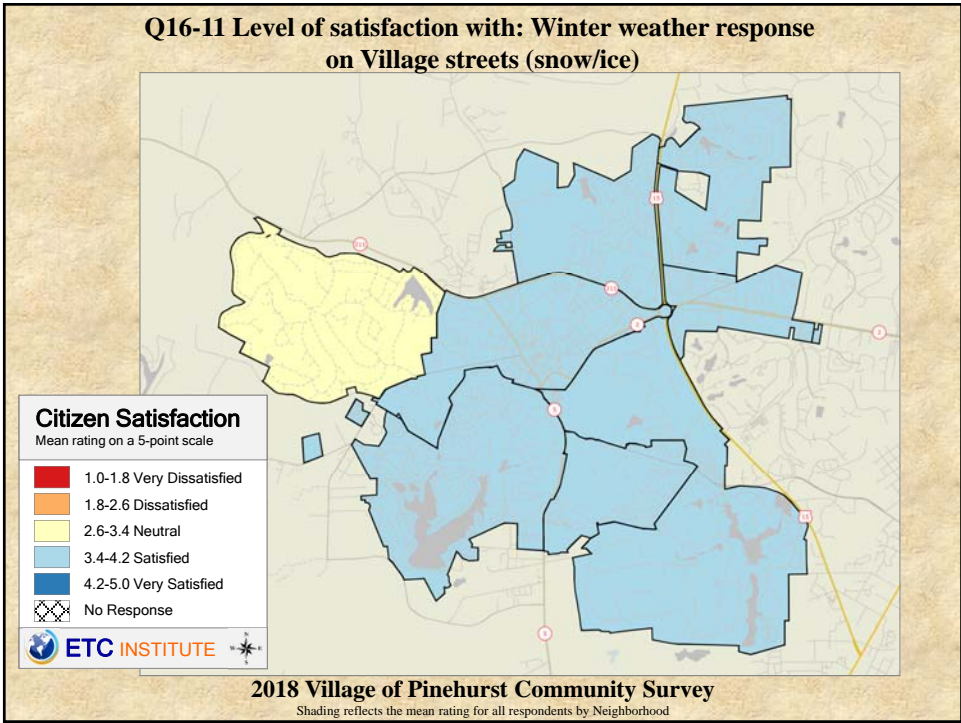
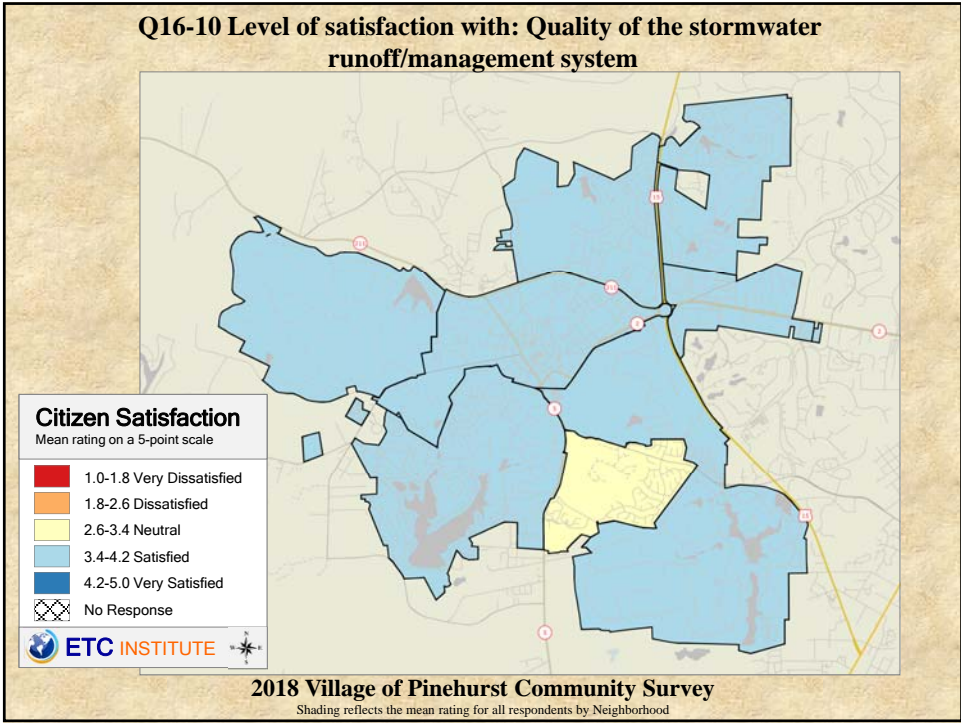


2018 Village of Pinehurst Community Survey

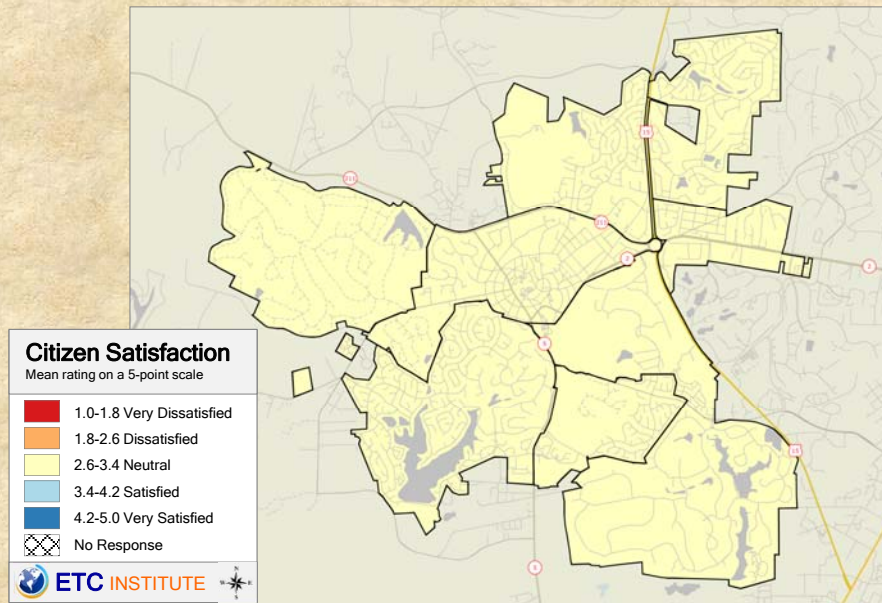
Shading reflects the mean rating for all respondents by Neighborhood







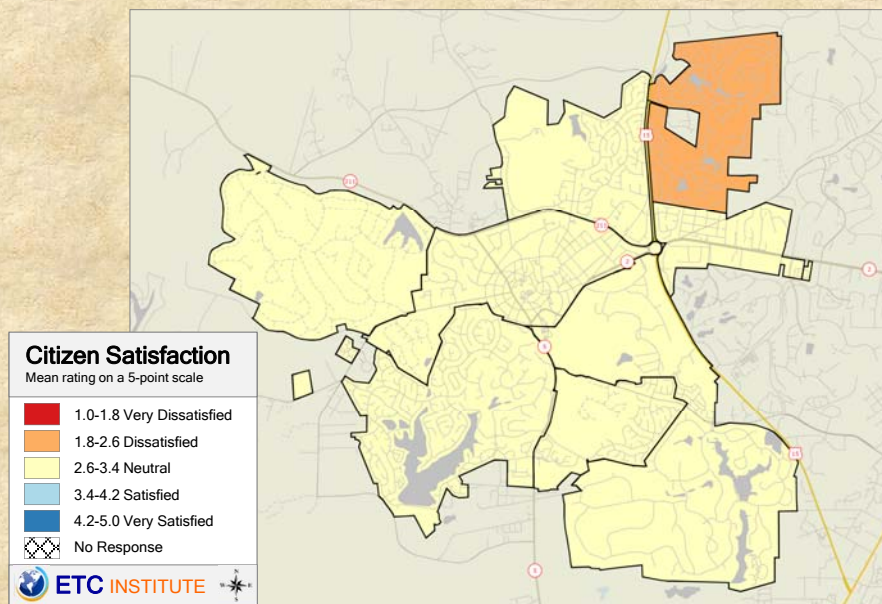
Q16-12 Level of satisfaction with: Ease of travel on Highway 5



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

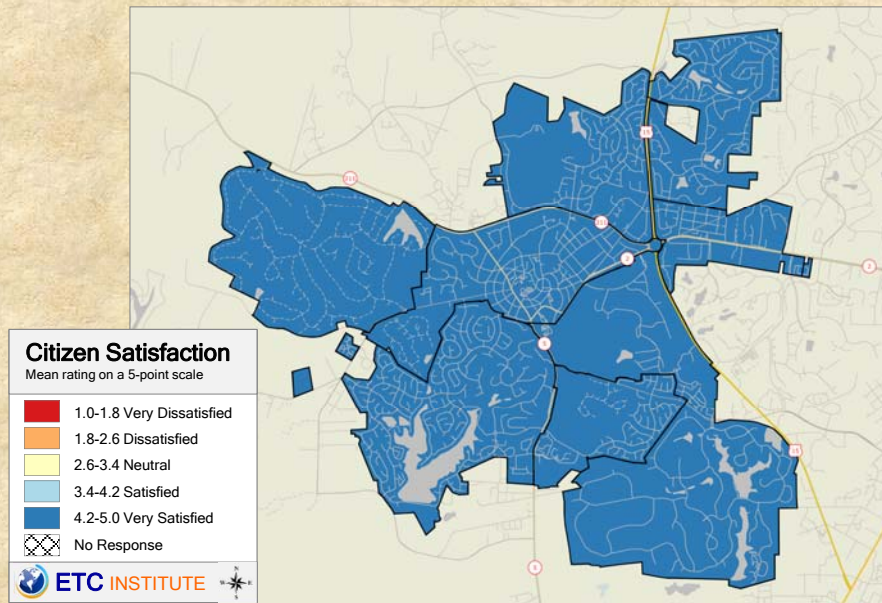
Q16-13 Level of satisfaction with: Ease of travel through the large traffic circle



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

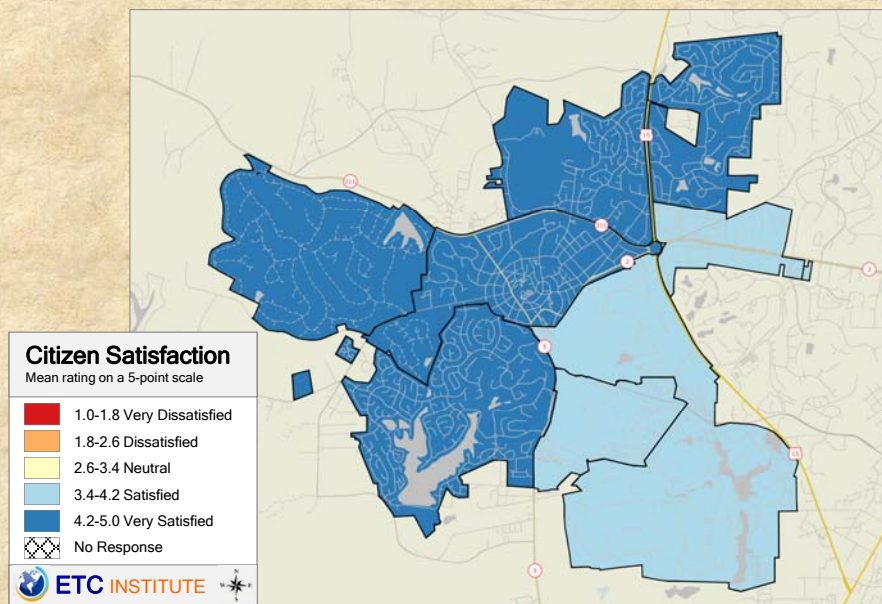
Q18-01 Level of satisfaction with: Fire services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

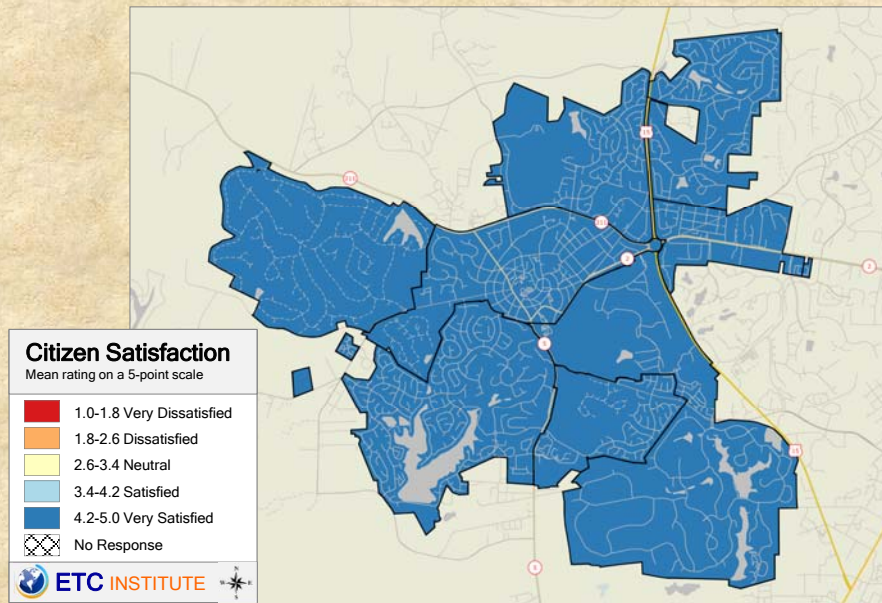
Q18-02 Level of satisfaction with: Police services



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

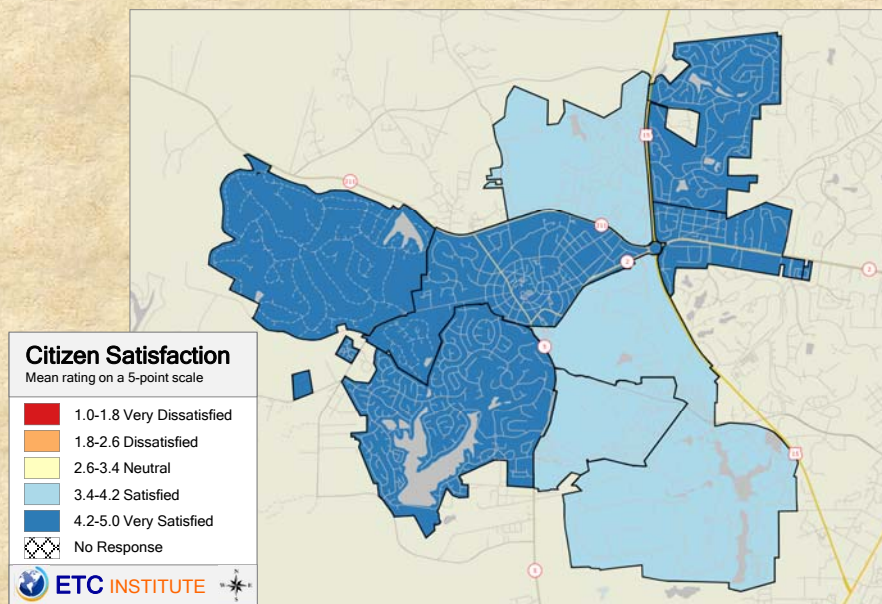
Q18-03 Level of satisfaction with: Village Hall reception desk



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

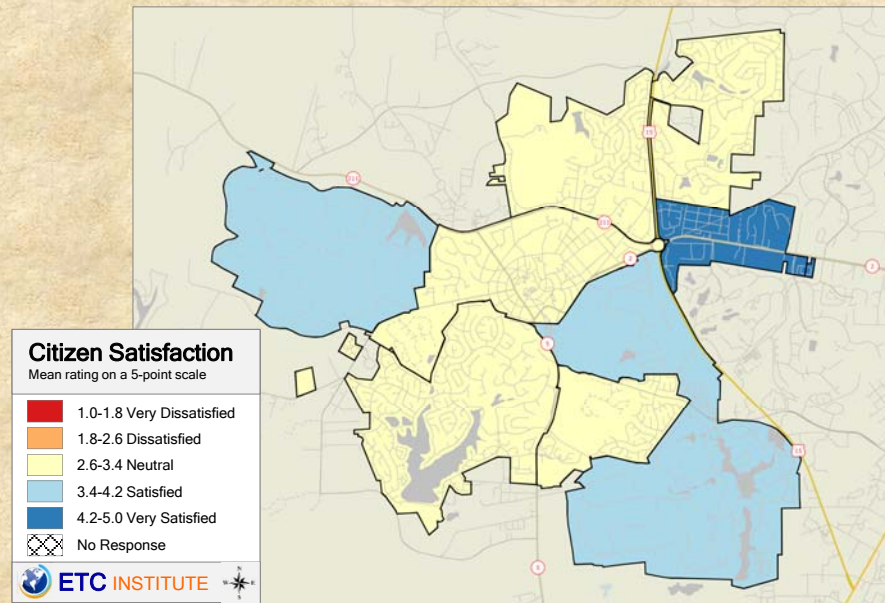
Q18-04 Level of satisfaction with: The MYVOP service request system



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

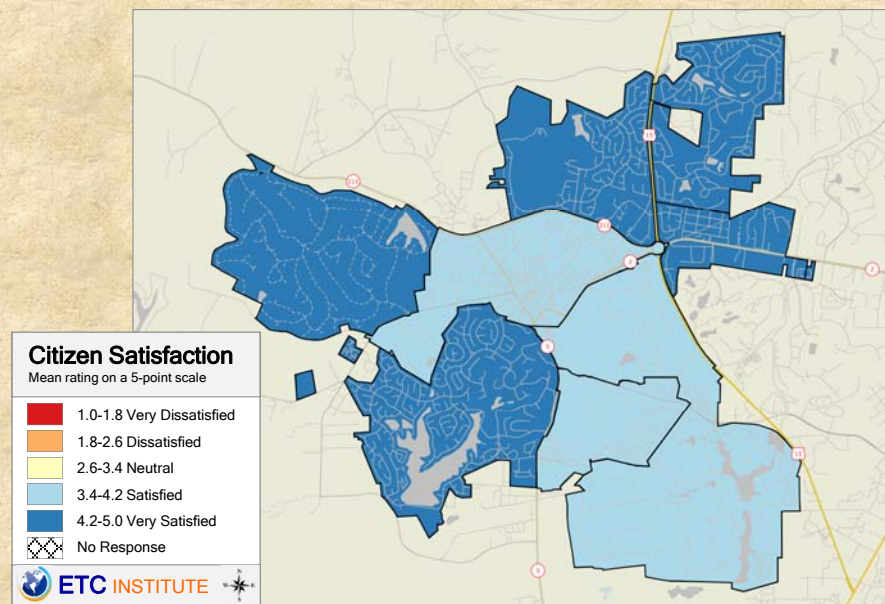
Q18-05 Level of satisfaction with: Code enforcement



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

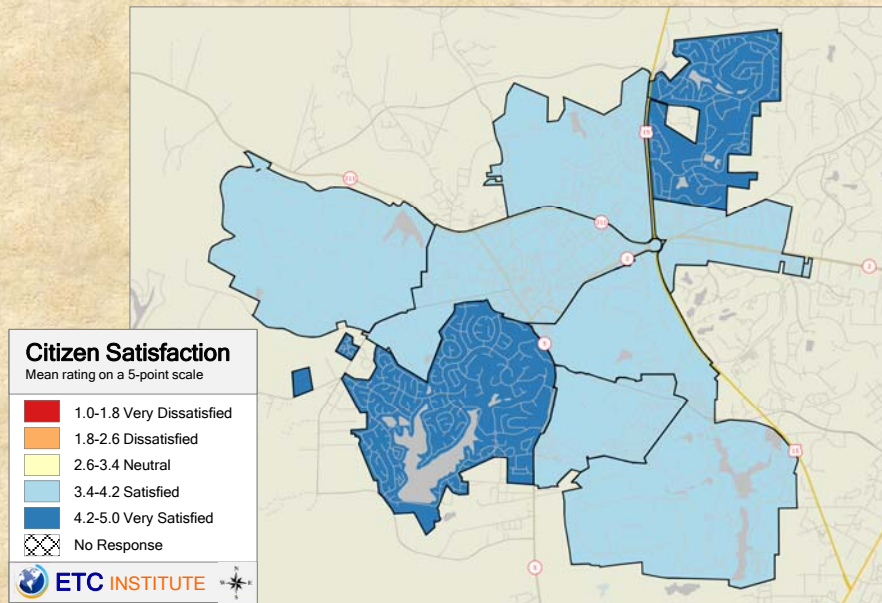
Q18-06 Level of satisfaction with: Recreation program registration



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

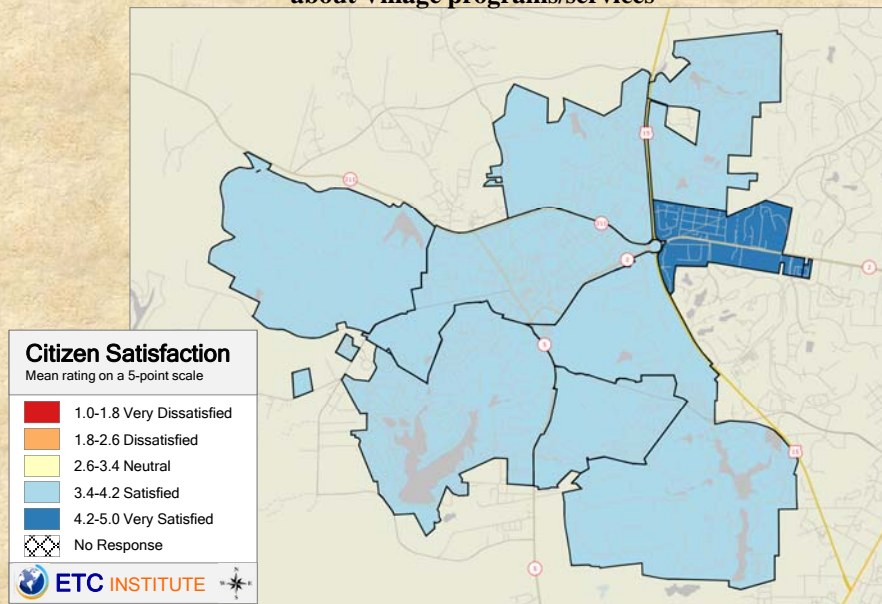
Q18-07 Level of satisfaction with: Planning and inspections services



2018 Village of Pinehurst Community Survey

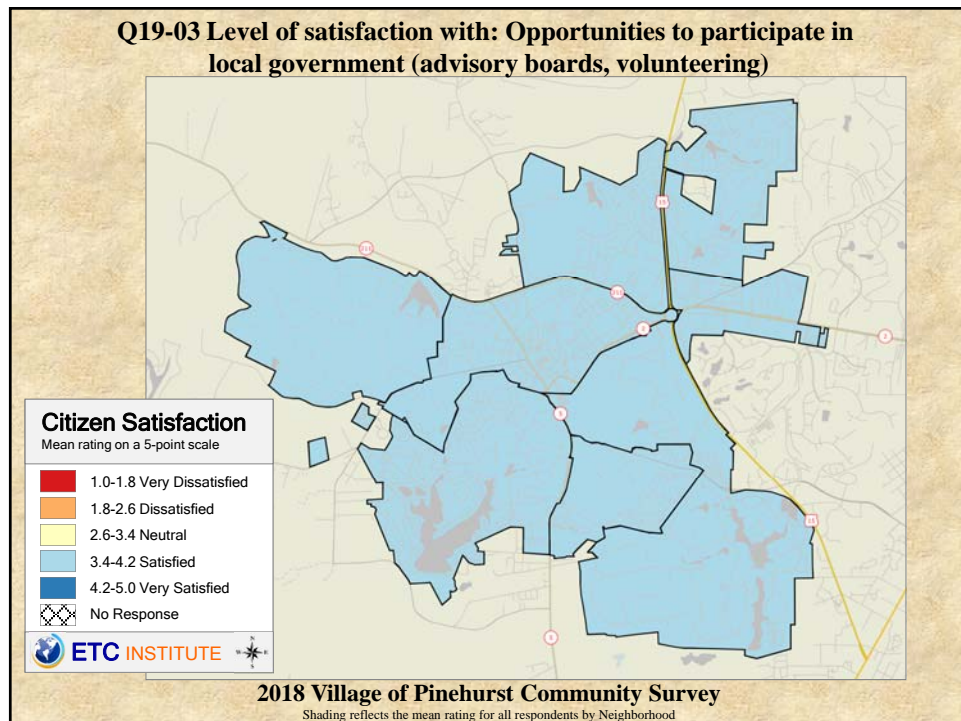
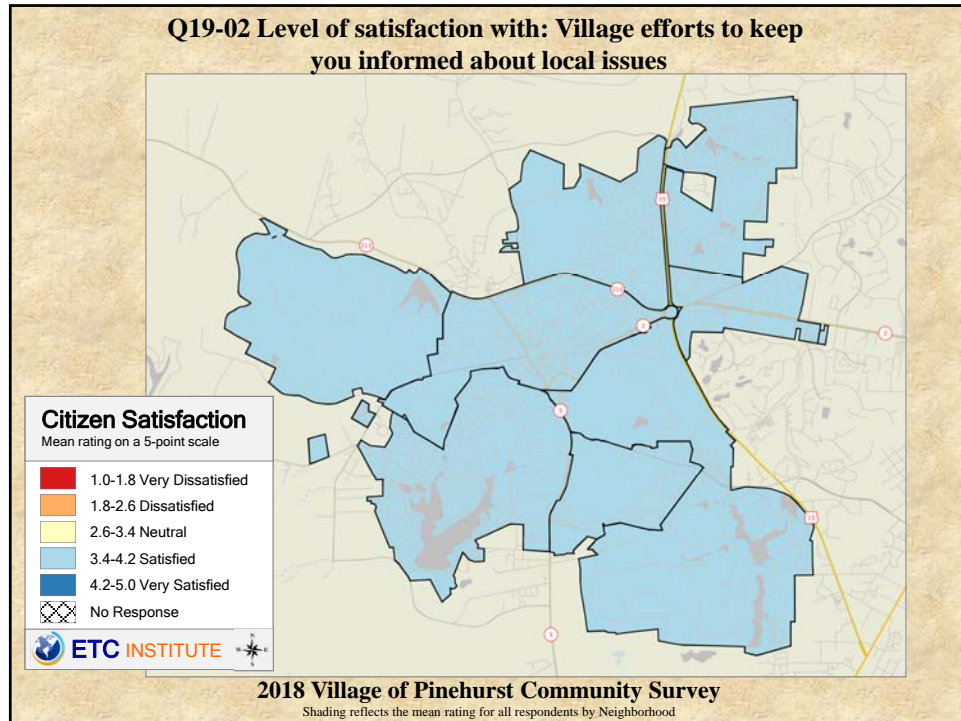
Shading reflects the mean rating for all respondents by Neighborhood

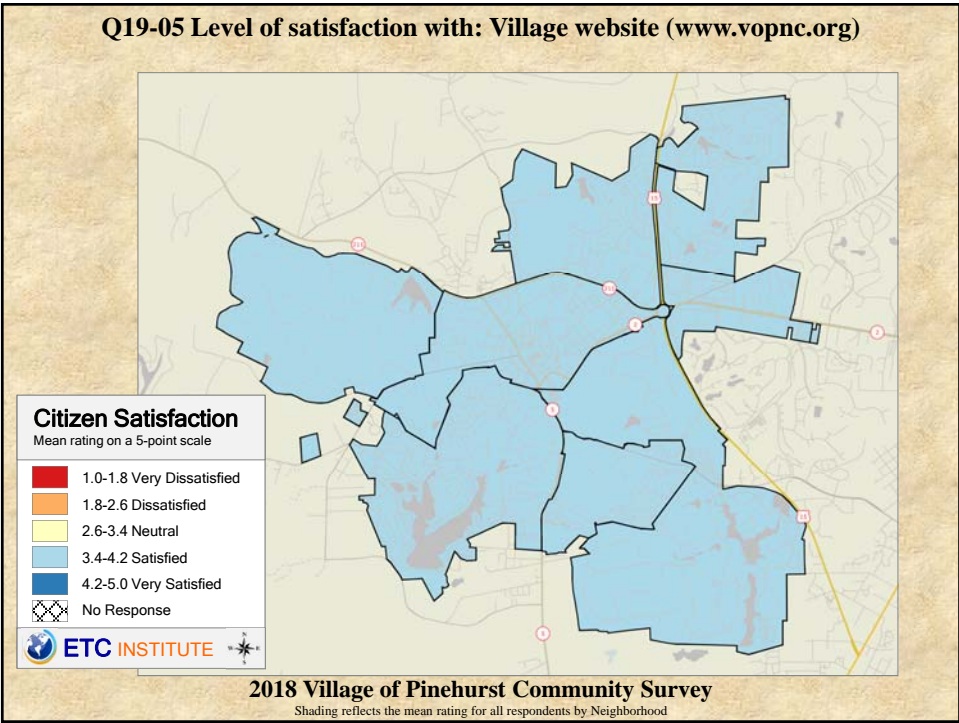
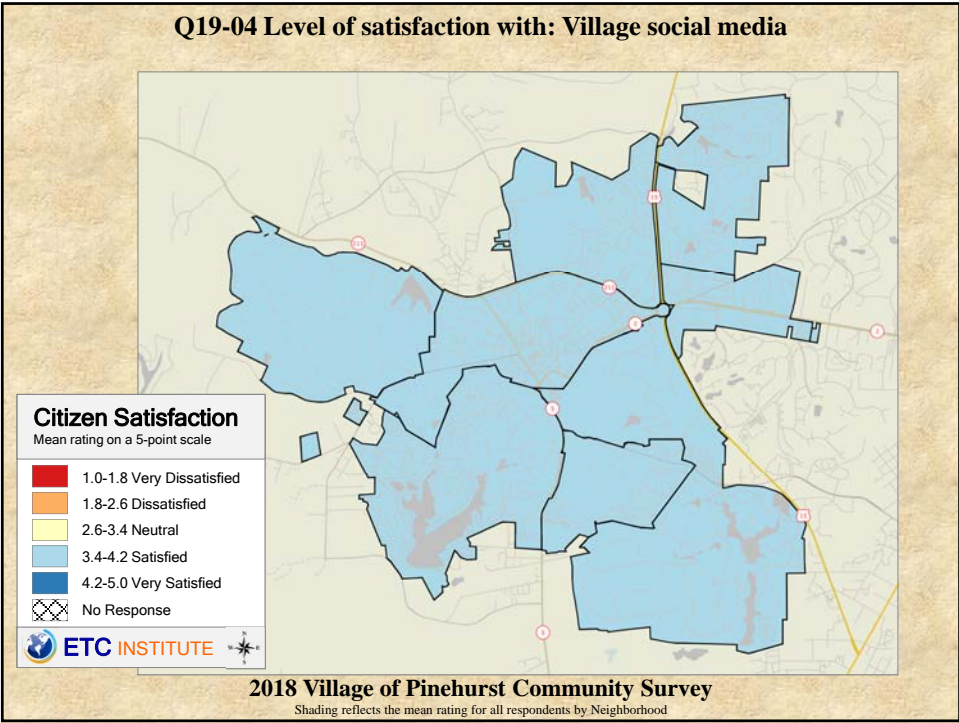
Q19-01 Level of satisfaction with: Quality of information about Village programs/services



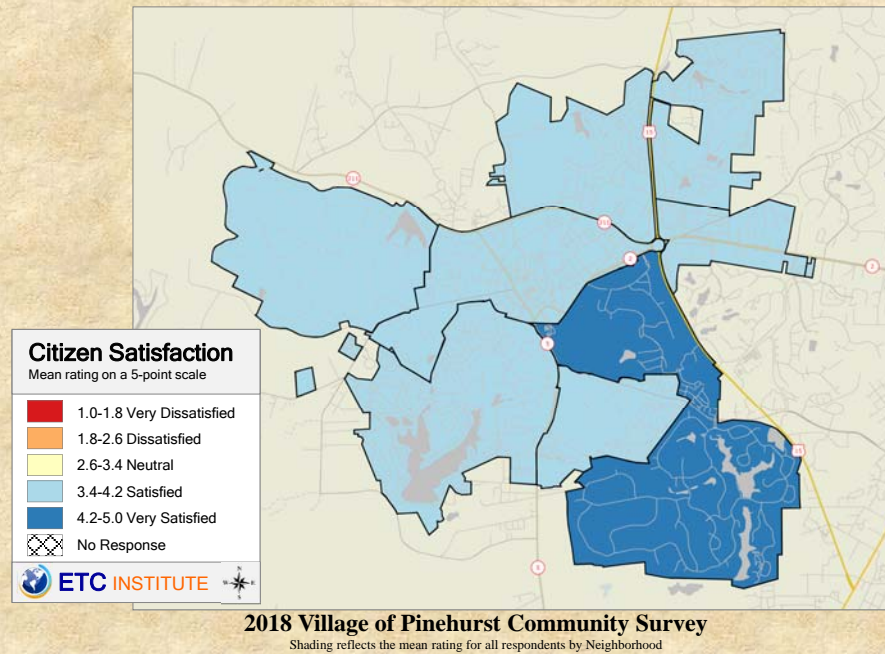
2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

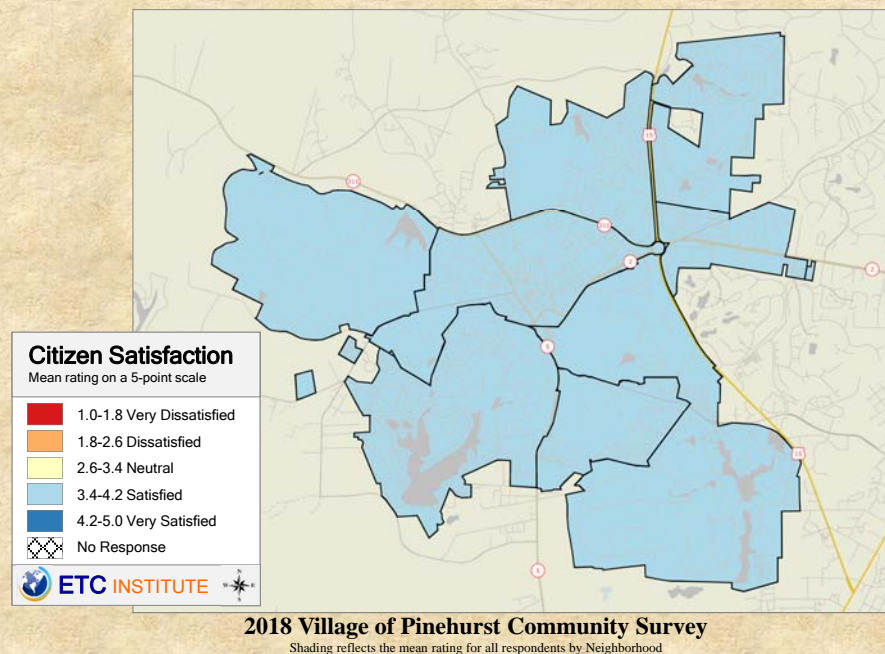




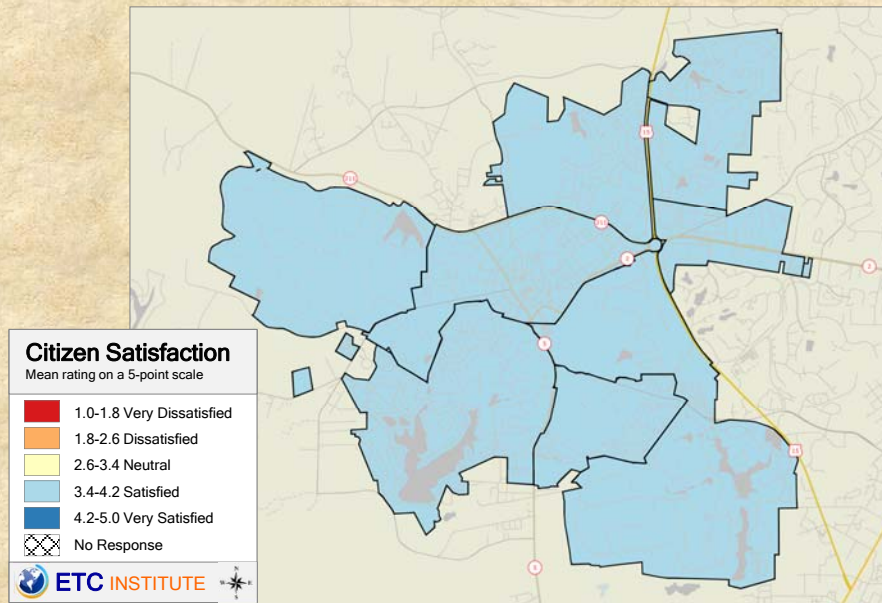
Q19-06 Level of satisfaction with: Village Newsletter



Q19-07 Level of satisfaction with: Monthly Village e-News updates



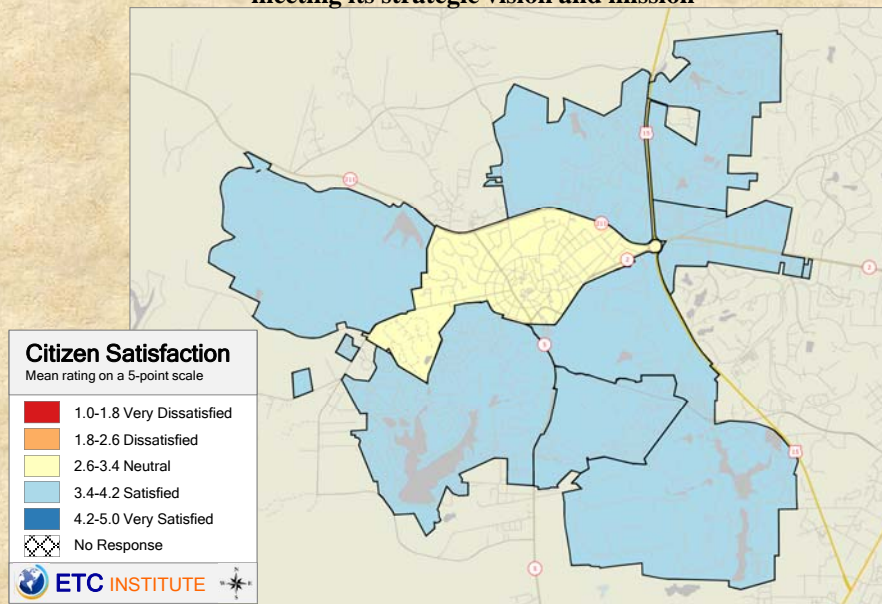
Q19-08 Level of satisfaction with: Open Village Hall community forum



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

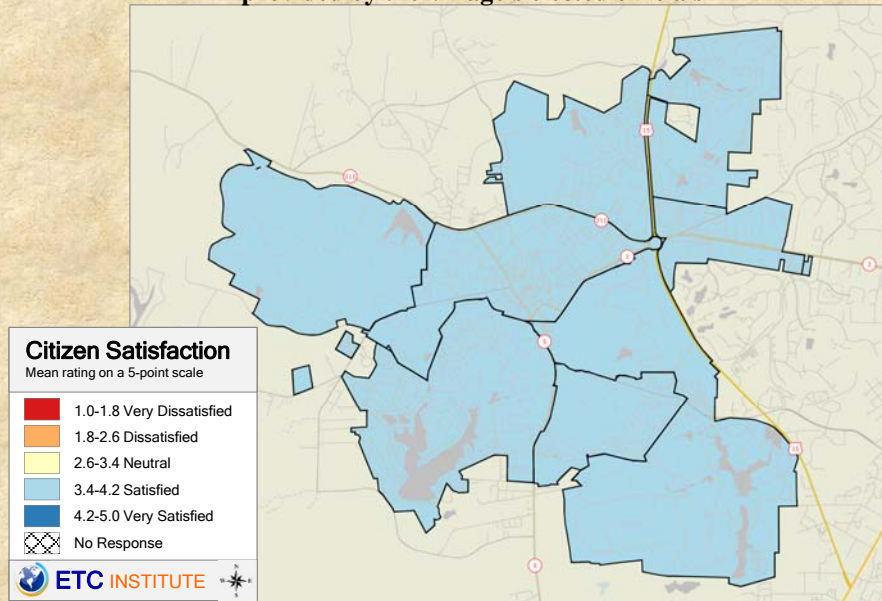
Q19-09 Level of satisfaction with: Community's progress toward meeting its strategic vision and mission



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

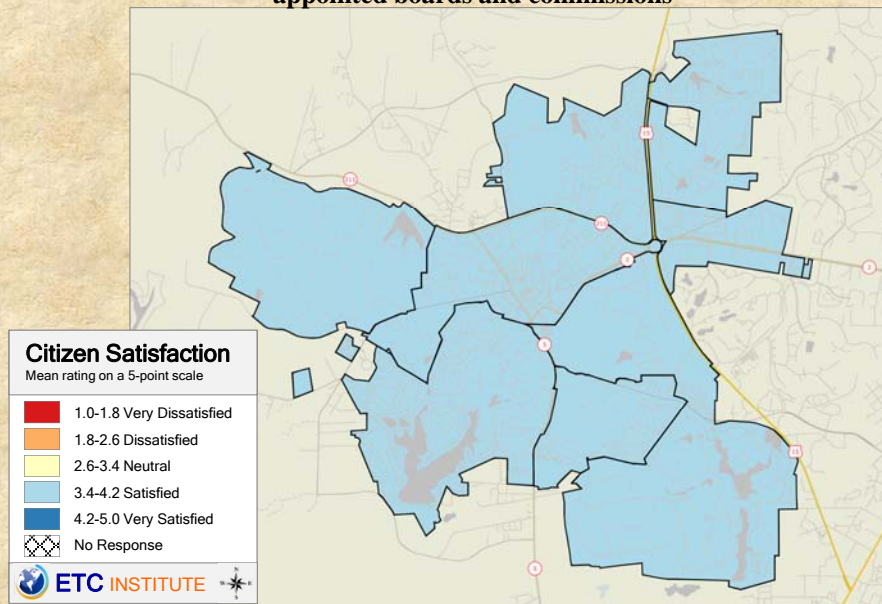
**Q25-01 Level of satisfaction with: Overall quality of leadership
provided by the Village's elected officials**



2018 Village of Pinehurst Community Survey

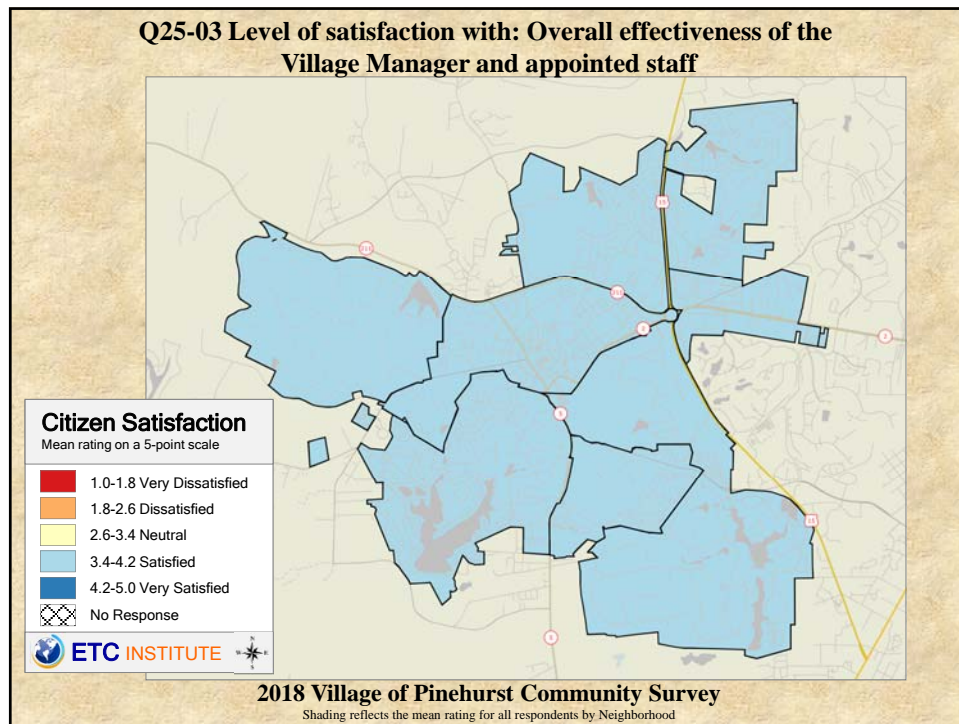
Shading reflects the mean rating for all respondents by Neighborhood

**Q25-02 Level of satisfaction with: Overall effectiveness of
appointed boards and commissions**



2018 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood



Section 3

Benchmarking Analysis

Benchmarking Summary Report

Village of Pinehurst, North Carolina

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 of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities 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 summer of 2018 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to a random sample of nearly 400 residents in the Atlantic region of the United States during the summer of 2018, and (3) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2016 and December 2017; the communities included in this comparison are listed below.

- Apex, NC
- Branson, MO
- Brooklyn, OH
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Cleveland Heights, OH
- Des Peres, MO
- Fruita, CO
- Gladstone, MO
- Hallandale Beach, FL
- Hillsborough, NC
- Jackson, MO
- Kennesaw, GA
- Kewanee, IL
- Kirkwood, MO
- Manassas, VA
- Montrose, CO
- Mountain Brook, AL
- North Kansas City, MO
- Oswego, IL
- Pilot Point, TX
- Pinecrest, FL
- Pitkin County, CO
- Platte City, MO
- Pleasant Hill, IA
- Raymore, MO
- Roeland Park, KS
- Schertz, TX
- Smithfield, NC
- Snowmass, CO
- Spring Hill, KS
- Vestavia Hills, AL
- Warrensburg, MO
- Washougal, WA
- Wauwatosa, WI
- Waxhaw, NC
- Weatherford, TX
- Wentzville, MO
- Westlake, TX
- Winchester, VA

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 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., and 400 Atlantic region residents.

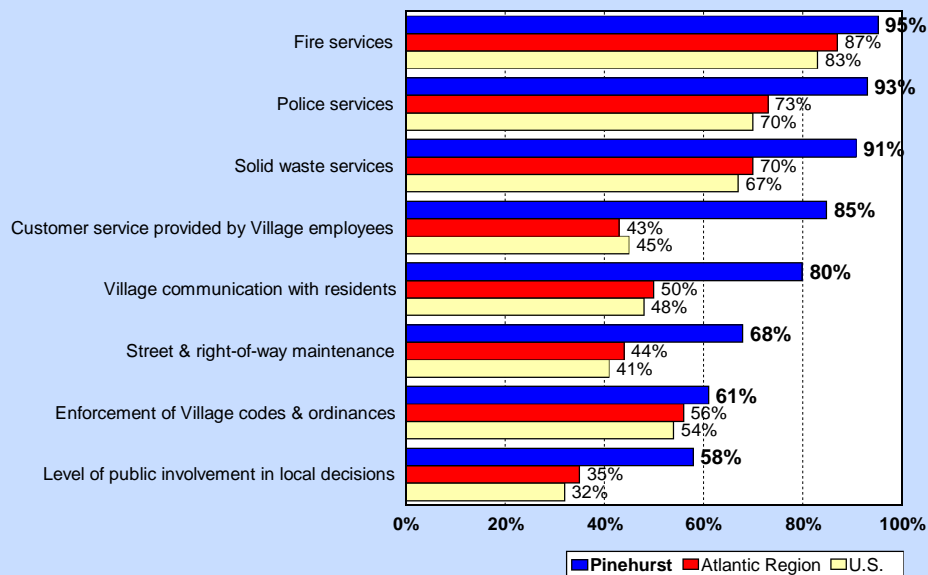
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for these communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Auburn compare to the other communities with a population of less than 50,000 where the DirectionFinder® survey has been administered since 2016.

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.

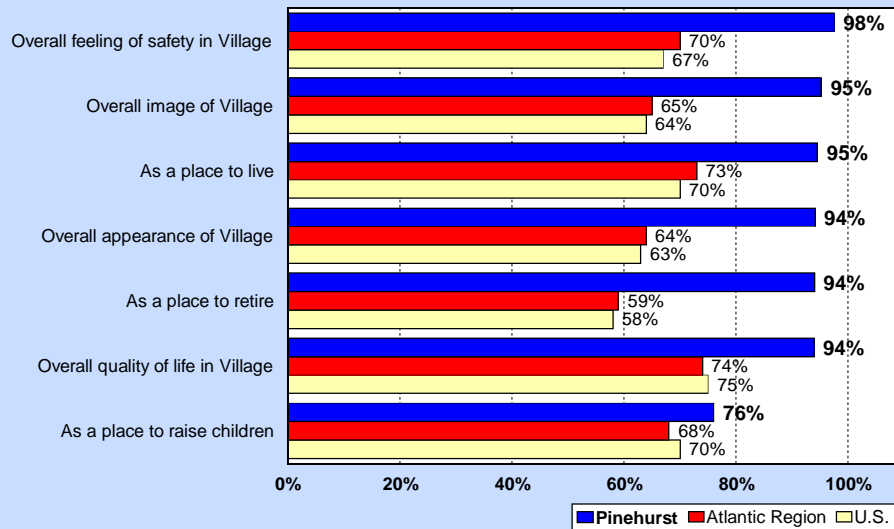
Overall Satisfaction with Various Community Services Pinehurst vs. Atlantic Region vs. the U.S.

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)



Satisfaction with Issues that Influence Perceptions of the Village Pinehurst vs. Atlantic Region vs. the U.S.

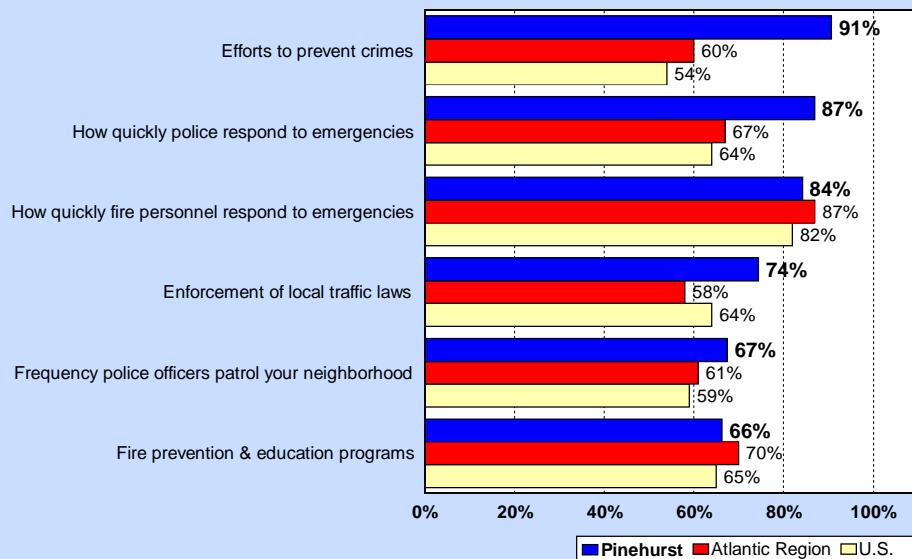
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Public Safety Services Pinehurst vs. Atlantic Region vs. the U.S.

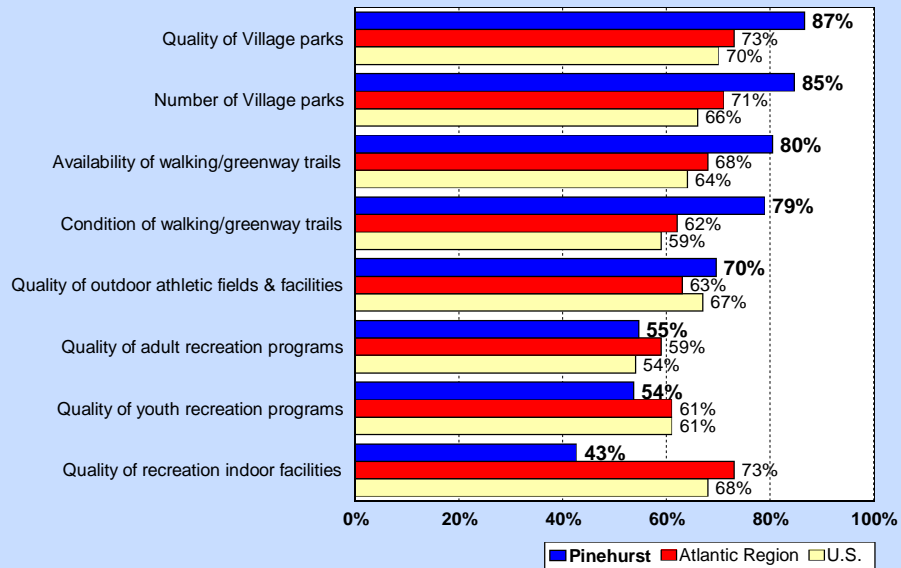
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

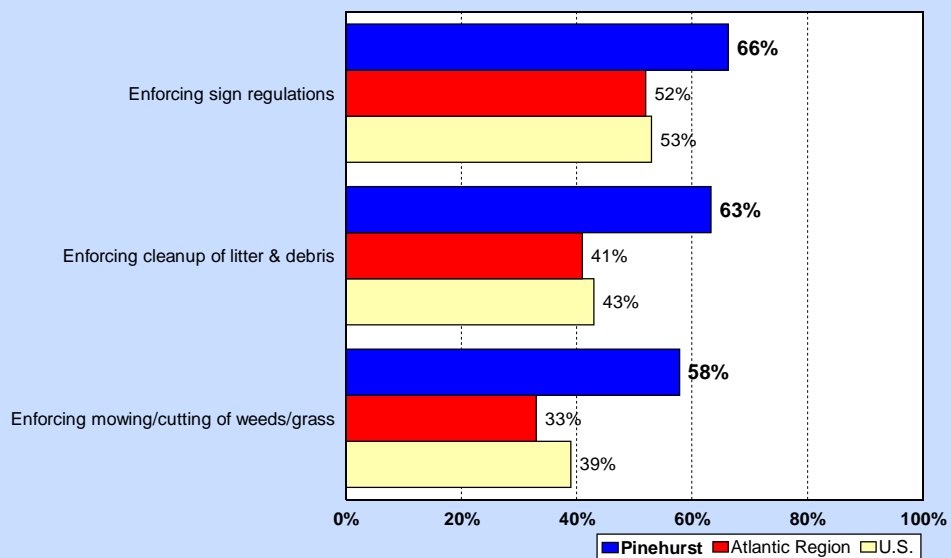
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

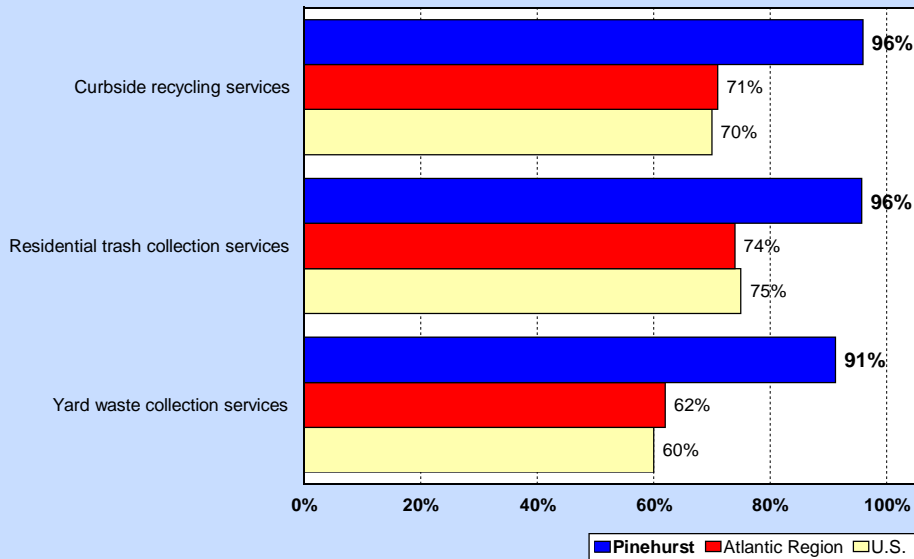
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Solid Waste Services Pinehurst vs. Atlantic Region vs. the U.S.

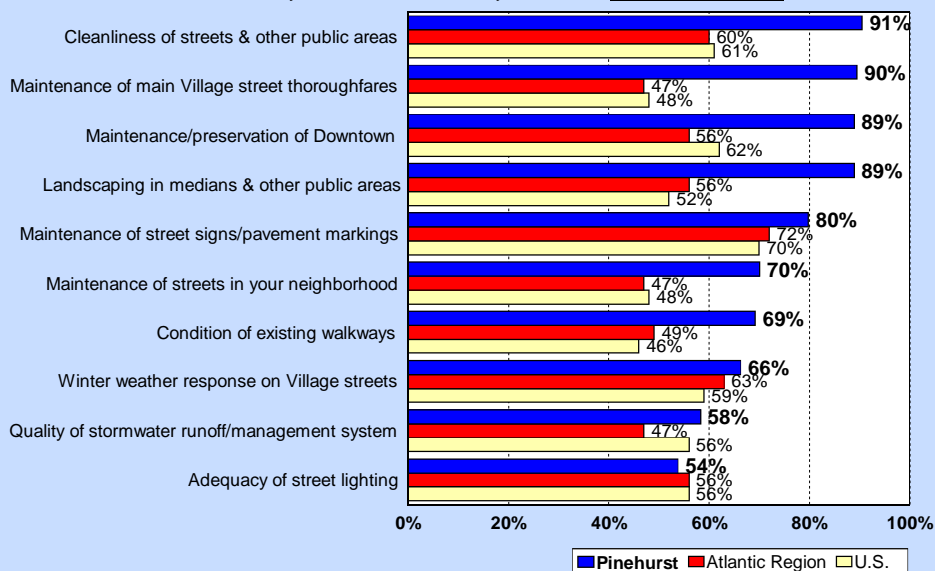
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

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

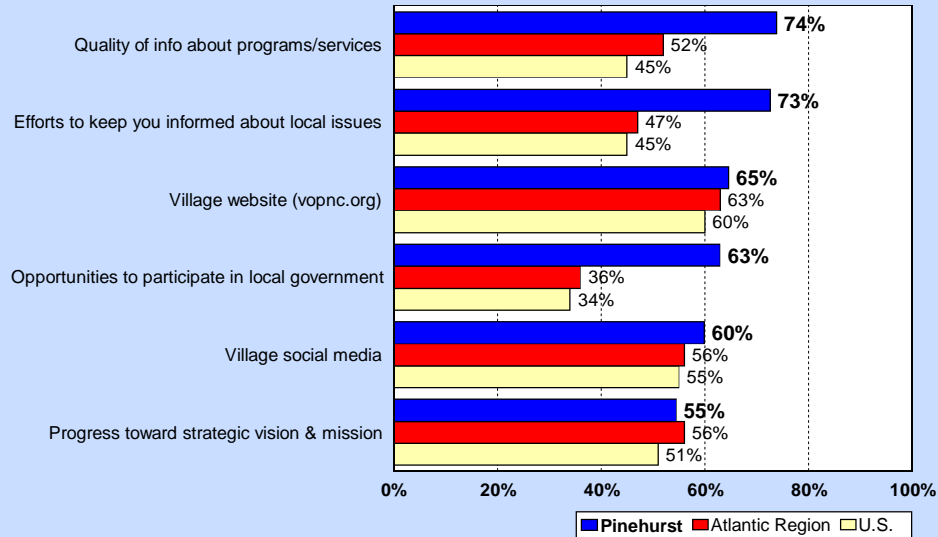
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Communication Pinehurst vs. Atlantic Region vs. the U.S.

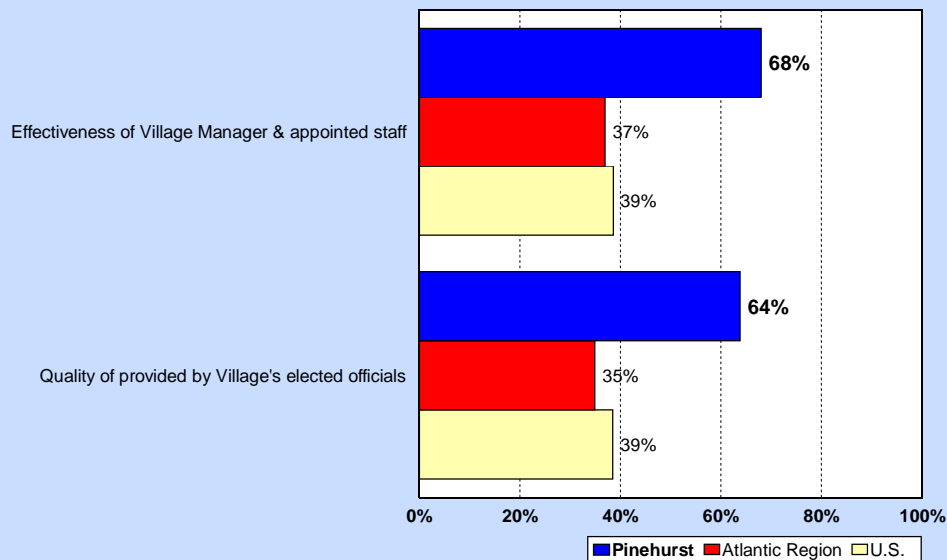
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Village Leadership Pinehurst vs. Atlantic Region vs. the U.S.

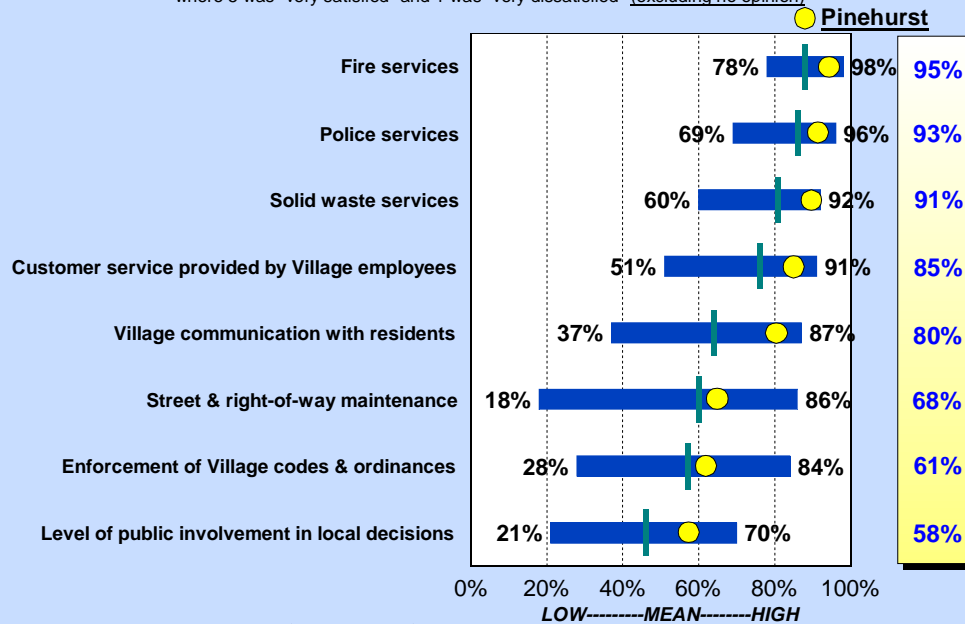
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Various Village Services

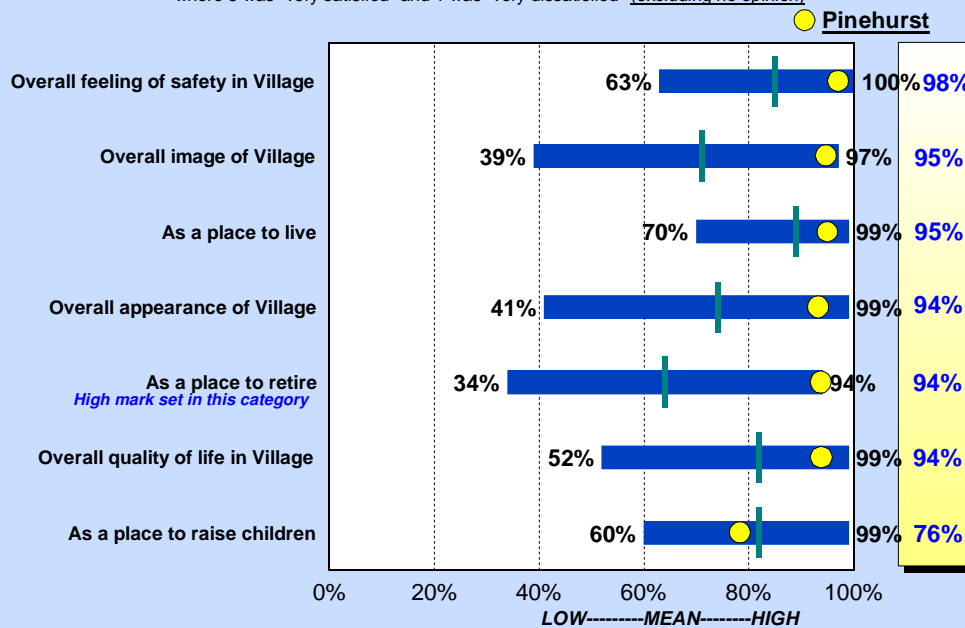
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Perceptions of the Village

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)

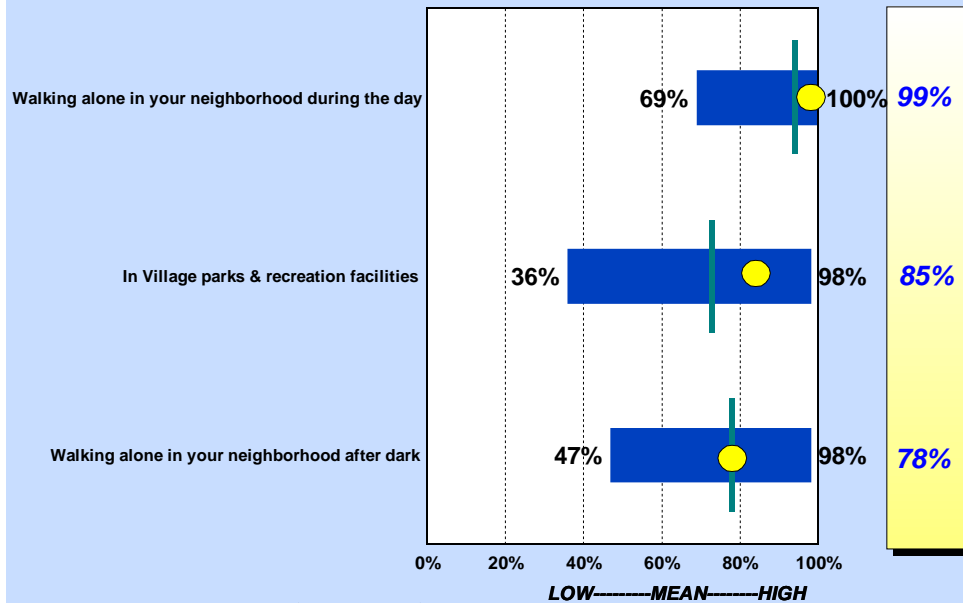


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

How Safe Residents Feel in Their Community

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)

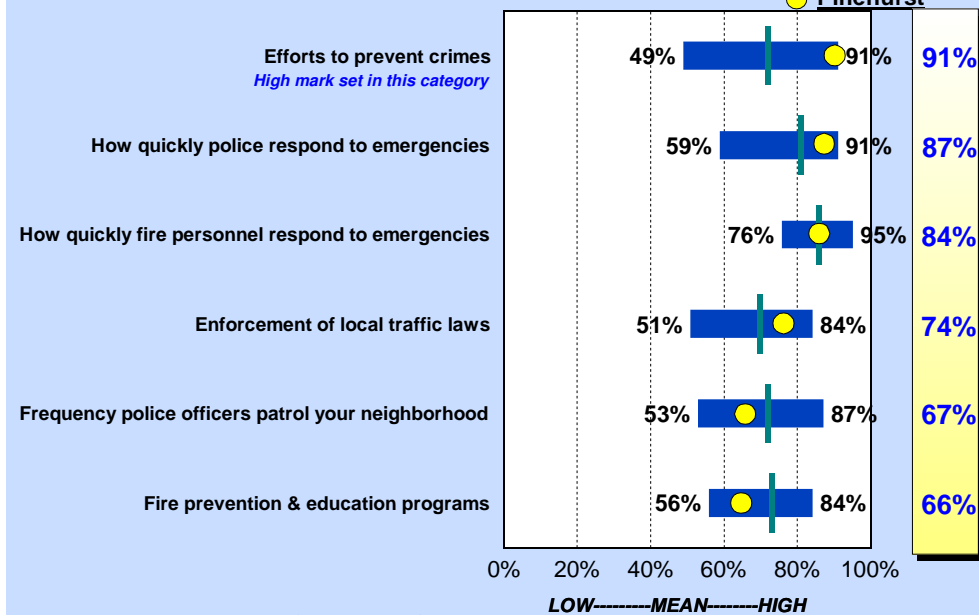
● Pinehurst



Satisfaction with Public Safety

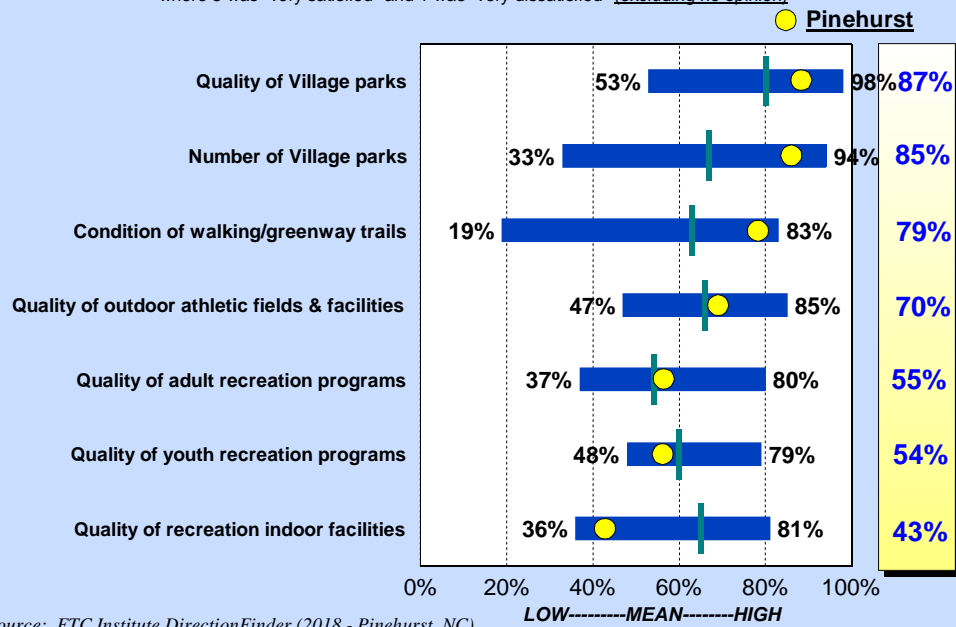
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)

● Pinehurst



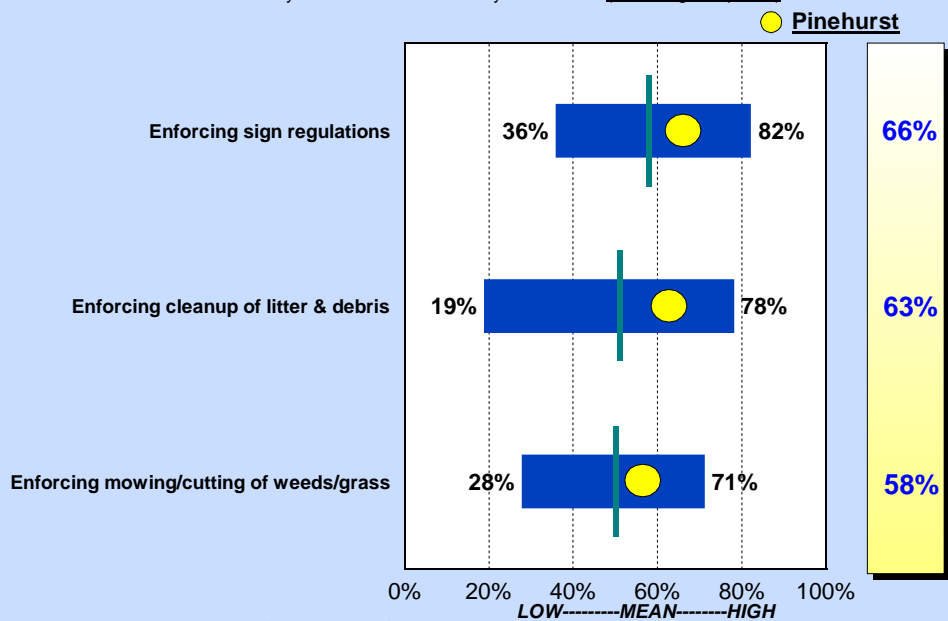
Overall Satisfaction with Cultural and Recreation Services

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)



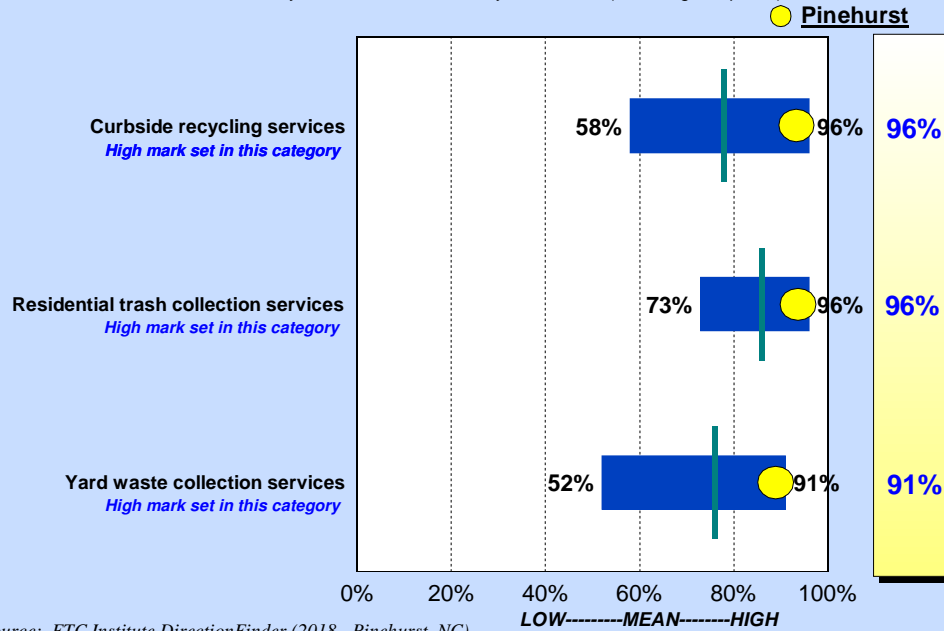
Overall Satisfaction with Code Enforcement

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)



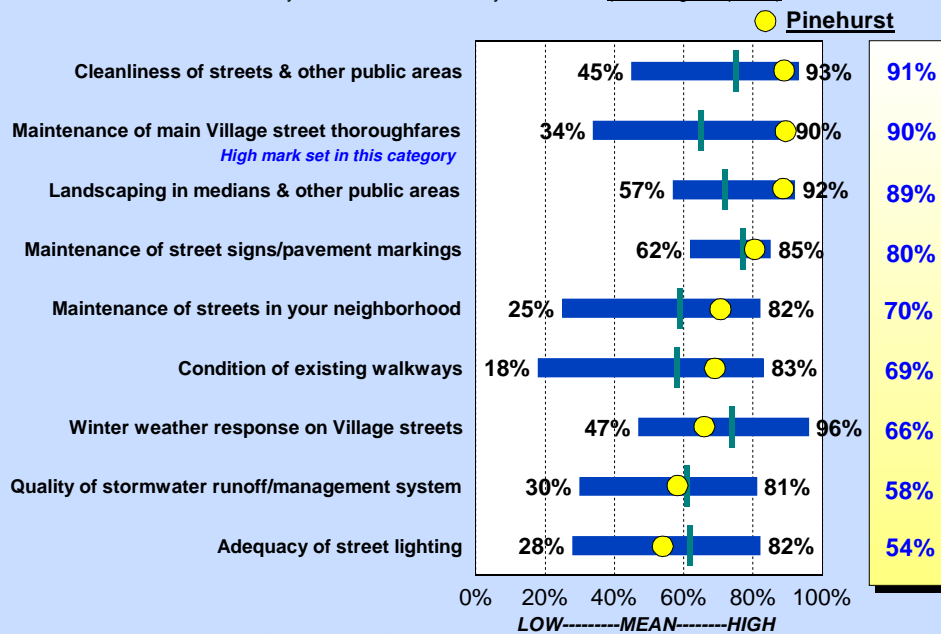
Overall Satisfaction with Solid Waste Services

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 Public Services

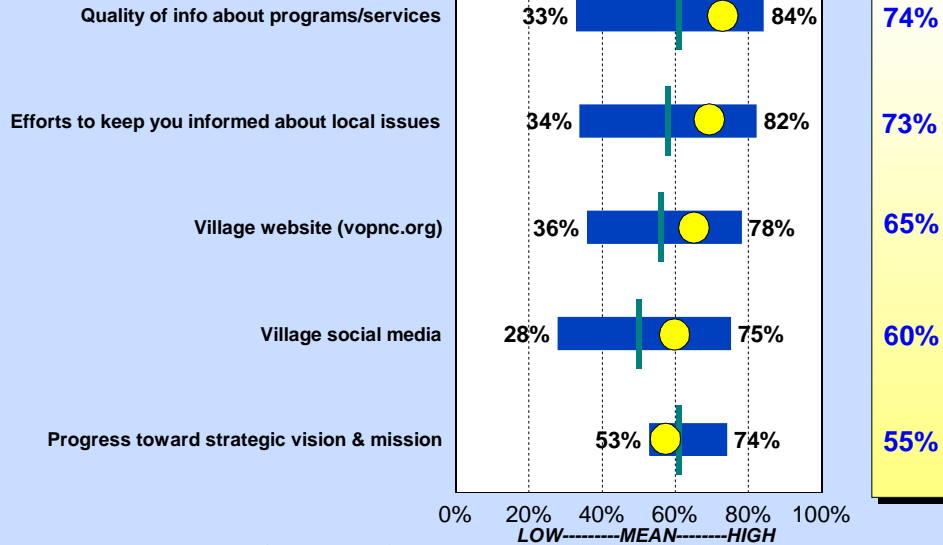
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with Public Communication and Outreach

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)

● Pinehurst

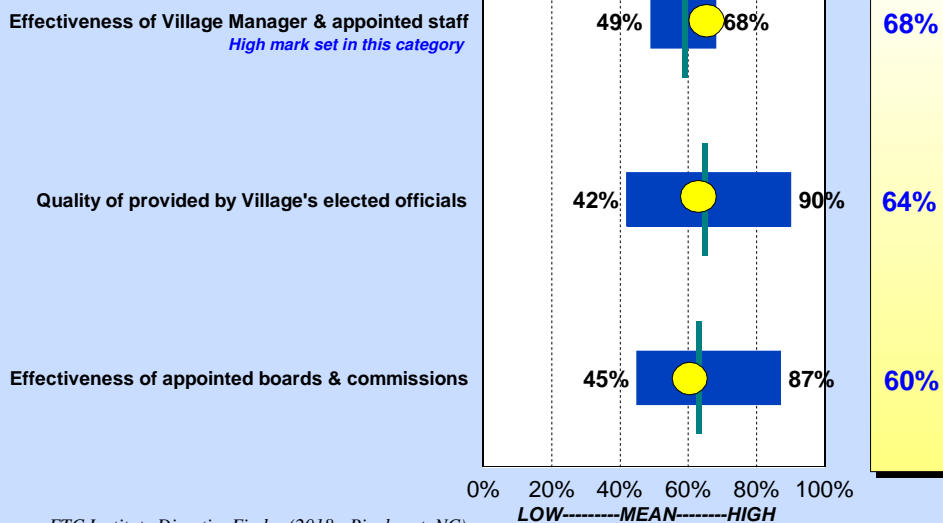


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Overall Satisfaction with Village Leadership

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)

● Pinehurst



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Section 4

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, North Carolina

Overview

Today, Village 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 public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas 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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 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 categories of Village services they thought should receive the most emphasis over the next two years. Forty-two percent (42%) of respondents selected *efforts to maintain the quality of neighborhoods* as one of the most important services for the Village to provide.

With regard to satisfaction, 69% of respondents surveyed rated the Village's overall performance in their *efforts to maintain the quality of neighborhoods on streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *efforts to maintain the quality of neighborhoods* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 42% was multiplied by 31% (1-0.69). This calculation yielded an I-S rating of 0.1324 which ranked first out of 12 major service categories.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the City 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the Village of Pinehurst are provided on the following pages.

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with 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)						
Village efforts at maintaining quality of your neighborhoods	42%	1	69%	8	0.1324	1
Street & right-of-way maintenance	40%	2	68%	9	0.1284	2
Level of public involvement in local decisions	26%	4	58%	12	0.1103	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	26%	5	61%	11	0.0998	4
Promotion of natural resource conservation	19%	7	66%	10	0.0656	5
Parks & recreation facilities	23%	6	77%	7	0.0529	6
Parks & recreation programs	18%	8	78%	6	0.0382	7
Village communication with residents	16%	9	80%	5	0.0328	8
Police services	27%	3	93%	2	0.0190	9
Solid waste services	9%	11	91%	3	0.0084	10
Fire services	15%	10	95%	1	0.0074	11
Customer service provided by Village employees	3%	12	85%	4	0.0046	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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Frequency that police officers patrol your neighborhood	33%	2	67%	5	0.1079	1
Medium Priority (IS <.10)						
Enforcement of local traffic laws	30%	3	74%	4	0.0776	2
Efforts to prevent crimes	55%	1	91%	1	0.0514	3
Fire prevention & education programs provided by Village	15%	6	66%	6	0.0499	4
How quickly police respond to emergencies	25%	4	87%	2	0.0324	5
How quickly fire personnel respond to emergencies	16%	5	84%	3	0.0259	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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Cultural and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of recreation indoor facilities	21%	5	39%	14	0.1300	1
Medium Priority (IS <.10)						
Quality of adult recreation programs	19%	7	55%	11	0.0858	2
Quality of recreation indoor facilities	14%	10	43%	13	0.0809	3
Village sponsored cultural arts events	26%	1	69%	7	0.0794	4
Quality of youth recreation programs	16%	9	54%	12	0.0728	5
Range of amenities at parks & recreation facilities	16%	8	57%	10	0.0689	6
Variety of cultural arts events & programs in Southern Moore County	20%	6	70%	6	0.0602	7
Condition of walking/greenway trails	22%	3	79%	4	0.0471	8
Availability of information about recreation programs	13%	11	64%	9	0.0464	9
Availability of walking/greenway trails	23%	2	80%	3	0.0447	10
Quality of Village parks	21%	4	87%	1	0.0287	11
Quality of outdoor athletic fields & facilities	8%	13	70%	5	0.0240	12
Availability of outdoor athletic fields & facilities	4%	14	66%	8	0.0150	13
Number of Village parks	9%	12	85%	2	0.0131	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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Public Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Ease of travel through large traffic circle	51%	1	37%	13	0.3204	1
Ease of travel on Highway 5	44%	2	39%	12	0.2713	2
High Priority (IS .10-.20)						
Adequacy of street lighting	31%	3	54%	10	0.1423	3
Availability of walkways	29%	4	53%	11	0.1349	4
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	23%	5	70%	6	0.0676	5
Quality of stormwater runoff/management system	16%	6	58%	9	0.0667	6
Winter weather response on Village streets (snow/ice)	15%	7	66%	8	0.0519	7
Condition of existing walkways	8%	12	69%	7	0.0243	8
Maintenance of main Village street thoroughfares	11%	8	90%	2	0.0119	9
Maintenance of street signs/pavement markings	6%	13	80%	5	0.0117	10
Maintenance/preservation of Downtown	9%	9	89%	3	0.0102	11
Quality of landscaping in medians & other public areas	9%	11	89%	4	0.0098	12
Overall cleanliness of streets & other public areas	9%	10	91%	1	0.0087	13

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 be the City's top priorities.

Satisfaction %:

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

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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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	No opinion
Q1-1. Police services	56.3%	31.8%	5.1%	1.0%	0.6%	5.3%
Q1-2. Fire services	59.1%	24.6%	4.2%	0.0%	0.0%	12.1%
Q1-3. Parks & recreation programs	33.2%	32.2%	15.5%	2.4%	0.2%	16.4%
Q1-4. Parks & recreation facilities	33.2%	33.3%	14.9%	4.1%	0.6%	13.9%
Q1-5. Solid waste services	54.5%	33.1%	6.5%	2.1%	0.2%	3.5%
Q1-6. Street & right-of-way maintenance	29.0%	36.4%	19.3%	8.8%	2.9%	3.5%
Q1-7. Enforcement of Village codes & ordinances	24.9%	29.6%	21.5%	9.7%	3.5%	10.7%
Q1-8. Customer service provided by Village employees	39.7%	33.3%	11.5%	1.1%	0.6%	13.8%
Q1-9. Village communication with residents	36.6%	39.4%	15.5%	3.0%	0.8%	4.7%
Q1-10. Village efforts at maintaining quality of your neighborhoods	29.5%	36.1%	18.0%	8.5%	3.3%	4.6%
Q1-11. Promotion of natural resource conservation	24.5%	30.4%	21.9%	4.2%	2.0%	17.1%
Q1-12. Level of public involvement in local decisions	21.5%	29.1%	25.6%	8.1%	3.1%	12.6%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	59.4%	33.6%	5.4%	1.0%	0.6%
Q1-2. Fire services	67.2%	28.0%	4.8%	0.0%	0.0%
Q1-3. Parks & recreation programs	39.8%	38.6%	18.5%	2.9%	0.3%
Q1-4. Parks & recreation facilities	38.6%	38.7%	17.3%	4.7%	0.6%
Q1-5. Solid waste services	56.5%	34.3%	6.8%	2.2%	0.2%
Q1-6. Street & right-of-way maintenance	30.1%	37.8%	20.0%	9.2%	3.0%
Q1-7. Enforcement of Village codes & ordinances	27.9%	33.1%	24.1%	10.9%	4.0%
Q1-8. Customer service provided by Village employees	46.1%	38.7%	13.3%	1.3%	0.6%
Q1-9. Village communication with residents	38.5%	41.4%	16.2%	3.1%	0.8%
Q1-10. Village efforts at maintaining quality of your neighborhoods	30.9%	37.8%	18.9%	8.9%	3.5%
Q1-11. Promotion of natural resource conservation	29.6%	36.6%	26.4%	5.1%	2.4%
Q1-12. Level of public involvement in local decisions	24.6%	33.3%	29.3%	9.2%	3.5%

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?

Q2. Top choice	Number	Percent
Police services	166	18.3 %
Fire services	11	1.2 %
Parks & recreation programs	55	6.1 %
Parks & recreation facilities	81	8.9 %
Solid waste services	27	3.0 %
Street & right-of-way maintenance	165	18.2 %
Enforcement of Village codes & ordinances	69	7.6 %
Customer service provided by Village employees	3	0.3 %
Village communication with residents	26	2.9 %
Village efforts at maintaining quality of your neighborhoods	125	13.8 %
Promotion of natural resource conservation	40	4.4 %
Level of public involvement in local decisions	66	7.3 %
None chosen	72	7.9 %
Total	906	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?

Q2. 2nd choice	Number	Percent
Police services	38	4.2 %
Fire services	100	11.0 %
Parks & recreation programs	55	6.1 %
Parks & recreation facilities	74	8.2 %
Solid waste services	21	2.3 %
Street & right-of-way maintenance	95	10.5 %
Enforcement of Village codes & ordinances	103	11.4 %
Customer service provided by Village employees	9	1.0 %
Village communication with residents	61	6.7 %
Village efforts at maintaining quality of your neighborhoods	127	14.0 %
Promotion of natural resource conservation	59	6.5 %
Level of public involvement in local decisions	69	7.6 %
None chosen	95	10.5 %
Total	906	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?

Q2. 3rd choice	Number	Percent
Police services	42	4.6 %
Fire services	29	3.2 %
Parks & recreation programs	50	5.5 %
Parks & recreation facilities	56	6.2 %
Solid waste services	34	3.8 %
Street & right-of-way maintenance	102	11.3 %
Enforcement of Village codes & ordinances	60	6.6 %
Customer service provided by Village employees	15	1.7 %
Village communication with residents	61	6.7 %
Village efforts at maintaining quality of your neighborhoods	131	14.5 %
Promotion of natural resource conservation	77	8.5 %
Level of public involvement in local decisions	102	11.3 %
None chosen	147	16.2 %
Total	906	100.0 %

SUM OF TOP 3 CHOICES

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)

Q2. Sum of Top 3 Choices	Number	Percent
Police services	246	27.2 %
Fire services	140	15.5 %
Parks & recreation programs	160	17.7 %
Parks & recreation facilities	211	23.3 %
Solid waste services	82	9.1 %
Street & right-of-way maintenance	362	40.0 %
Enforcement of Village codes & ordinances	232	25.6 %
Customer service provided by Village employees	27	3.0 %
Village communication with residents	148	16.3 %
Village efforts at maintaining quality of your neighborhoods	383	42.3 %
Promotion of natural resource conservation	176	19.4 %
Level of public involvement in local decisions	237	26.2 %
None chosen	72	7.9 %
Total	2476	

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=906)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q3-1. Sense of community	56.2%	34.5%	4.2%	3.1%	2.0%
Q3-2. Quality of public education	53.3%	19.3%	9.4%	14.9%	3.1%
Q3-3. Types of housing	63.7%	29.6%	2.8%	2.4%	1.5%
Q3-4. Quality of housing	75.4%	19.4%	2.1%	1.2%	1.9%
Q3-5. Access to quality shopping	42.2%	44.9%	5.7%	5.5%	1.7%
Q3-6. Availability of cultural arts opportunities	32.6%	43.3%	12.1%	9.7%	2.3%
Q3-7. Availability of golfing opportunities	40.0%	23.7%	5.6%	28.8%	1.9%
Q3-8. Availability of other recreational opportunities	34.9%	46.9%	7.6%	8.5%	2.1%
Q3-9. Proximity to family or friends	30.7%	32.9%	9.1%	24.6%	2.8%
Q3-10. Proximity to work	27.4%	20.0%	5.1%	43.6%	4.0%
Q3-11. Safety & security	88.5%	8.7%	0.9%	1.0%	0.9%
Q3-12. Quality health care	84.7%	11.3%	1.8%	1.1%	1.2%
Q3-13. Opportunities and/or resources for senior citizens	45.4%	29.4%	8.3%	15.0%	2.0%
Q3-14. Opportunities and/or resources for children under 18	33.9%	21.7%	11.5%	29.2%	3.6%
Q3-15. Low property tax rate	58.5%	29.4%	5.1%	5.1%	2.0%

WITHOUT NOT PROVIDED

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. (without "not provided")

(N=906)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	57.3%	35.2%	4.3%	3.2%
Q3-2. Quality of public education	55.0%	19.9%	9.7%	15.4%
Q3-3. Types of housing	64.7%	30.0%	2.8%	2.5%
Q3-4. Quality of housing	76.8%	19.8%	2.1%	1.2%
Q3-5. Access to quality shopping	42.9%	45.7%	5.8%	5.6%
Q3-6. Availability of cultural arts opportunities	33.3%	44.3%	12.4%	9.9%
Q3-7. Availability of golfing opportunities	40.7%	24.2%	5.7%	29.4%
Q3-8. Availability of other recreational opportunities	35.6%	47.9%	7.8%	8.7%
Q3-9. Proximity to family or friends	31.6%	33.8%	9.3%	25.3%
Q3-10. Proximity to work	28.5%	20.8%	5.3%	45.4%
Q3-11. Safety & security	89.3%	8.8%	0.9%	1.0%
Q3-12. Quality health care	85.7%	11.4%	1.8%	1.1%
Q3-13. Opportunities and/or resources for senior citizens	46.3%	30.0%	8.4%	15.3%
Q3-14. Opportunities and/or resources for children under 18	35.2%	22.6%	11.9%	30.4%
Q3-15. Low property tax rate	59.7%	30.0%	5.2%	5.2%

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

(N=906)

	Yes	No
Q3-1. Sense of community	89.2%	10.8%
Q3-2. Quality of public education	78.2%	21.8%
Q3-3. Types of housing	89.8%	10.2%
Q3-4. Quality of housing	86.9%	13.1%
Q3-5. Access to quality shopping	66.9%	33.1%
Q3-6. Availability of cultural arts opportunities	76.5%	23.5%
Q3-7. Availability of golfing opportunities	93.2%	6.8%
Q3-8. Availability of other recreational opportunities	74.3%	25.7%
Q3-9. Proximity to family or friends	84.3%	15.7%
Q3-10. Proximity to work	82.0%	18.0%
Q3-11. Safety & security	96.1%	3.9%
Q3-12. Quality health care	94.5%	5.5%
Q3-13. Opportunities and/or resources for senior citizens	87.2%	12.8%
Q3-14. Opportunities and/or resources for children under 18	69.4%	30.6%
Q3-15. Low property tax rate	82.7%	17.3%

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

(N=906)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	59.2%	34.5%	3.6%	1.0%	0.1%	1.5%
Q4-2. Overall quality of life in Village	53.4%	38.7%	4.9%	0.9%	0.2%	1.9%
Q4-3. Overall feeling of safety in Village	71.7%	24.6%	2.2%	0.2%	0.0%	1.2%
Q4-4. Quality of new development in Village	19.3%	27.7%	28.4%	12.7%	6.2%	5.7%
Q4-5. As a place to live	61.0%	32.0%	4.5%	0.6%	0.3%	1.5%
Q4-6. As a place to raise children	36.5%	23.2%	15.5%	2.4%	1.0%	21.4%
Q4-7. As a place to retire	61.8%	28.0%	4.2%	1.0%	0.6%	4.4%
Q4-8. Overall appearance of Village	57.4%	35.4%	4.3%	1.3%	0.1%	1.4%
Q4-9. Availability of affordable housing	21.5%	39.2%	19.9%	6.0%	2.0%	11.5%

WITHOUT NO OPINION

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

(N=906)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	60.1%	35.1%	3.7%	1.0%	0.1%
Q4-2. Overall quality of life in Village	54.4%	39.5%	4.9%	0.9%	0.2%
Q4-3. Overall feeling of safety in Village	72.6%	24.9%	2.2%	0.2%	0.0%
Q4-4. Quality of new development in Village	20.5%	29.4%	30.1%	13.5%	6.6%
Q4-5. As a place to live	62.0%	32.5%	4.6%	0.6%	0.3%
Q4-6. As a place to raise children	46.5%	29.5%	19.7%	3.1%	1.3%
Q4-7. As a place to retire	64.7%	29.3%	4.4%	1.0%	0.6%
Q4-8. Overall appearance of Village	58.2%	35.9%	4.4%	1.3%	0.1%
Q4-9. Availability of affordable housing	24.3%	44.3%	22.4%	6.7%	2.2%

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=906)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	84.0%	13.8%	0.8%	0.4%	0.2%	0.8%
Q5-2. Walking alone in your neighborhood after dark	42.3%	31.6%	15.6%	4.4%	1.4%	4.7%
Q5-3. In Village parks & recreation facilities	40.9%	33.9%	12.0%	1.3%	0.1%	11.7%
Q5-4. In business areas of Village during the day	77.5%	18.9%	1.7%	0.1%	0.0%	1.9%
Q5-5. In business areas of Village after dark	37.4%	35.4%	16.8%	1.8%	0.3%	8.3%

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=906)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	84.6%	13.9%	0.8%	0.4%	0.2%
Q5-2. Walking alone in your neighborhood after dark	44.4%	33.1%	16.3%	4.6%	1.5%
Q5-3. In Village parks & recreation facilities	46.4%	38.4%	13.6%	1.5%	0.1%
Q5-4. In business areas of Village during the day	79.0%	19.2%	1.7%	0.1%	0.0%
Q5-5. In business areas of Village after dark	40.8%	38.6%	18.3%	1.9%	0.4%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	46.9%	37.9%	7.6%	0.8%	0.3%	6.5%
Q6-2. Enforcement of local traffic laws	34.3%	37.2%	12.9%	7.5%	4.1%	4.0%
Q6-3. How quickly police respond to emergencies	44.3%	24.6%	9.3%	1.0%	0.1%	20.8%
Q6-4. Frequency that police officers patrol your neighborhood	28.8%	33.4%	21.0%	6.7%	2.3%	7.7%
Q6-5. Fire prevention & education programs provided by Village	26.0%	22.4%	21.9%	2.4%	0.3%	26.9%
Q6-6. How quickly fire personnel respond to emergencies	40.8%	19.1%	10.9%	0.3%	0.0%	28.8%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	50.2%	40.5%	8.1%	0.8%	0.4%
Q6-2. Enforcement of local traffic laws	35.7%	38.7%	13.4%	7.8%	4.3%
Q6-3. How quickly police respond to emergencies	55.8%	31.1%	11.7%	1.3%	0.1%
Q6-4. Frequency that police officers patrol your neighborhood	31.2%	36.2%	22.7%	7.3%	2.5%
Q6-5. Fire prevention & education programs provided by Village	35.6%	30.7%	29.9%	3.3%	0.5%
Q6-6. How quickly fire personnel respond to emergencies	57.4%	26.8%	15.3%	0.5%	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?

Q7. Top choice	Number	Percent
Efforts to prevent crimes	385	42.5 %
Enforcement of local traffic laws	151	16.7 %
How quickly police respond to emergencies	86	9.5 %
Frequency that police officers patrol your neighborhood	115	12.7 %
Fire prevention & education programs provided by Village	44	4.9 %
How quickly fire personnel respond to emergencies	33	3.6 %
None chosen	92	10.2 %
Total	906	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?

Q7. 2nd choice	Number	Percent
Efforts to prevent crimes	116	12.8 %
Enforcement of local traffic laws	123	13.6 %
How quickly police respond to emergencies	138	15.2 %
Frequency that police officers patrol your neighborhood	185	20.4 %
Fire prevention & education programs provided by Village	90	9.9 %
How quickly fire personnel respond to emergencies	116	12.8 %
None chosen	138	15.2 %
Total	906	100.0 %

SUM OF TOP 2 CHOICES

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)

Q7. Sum of Top 2 Choices	Number	Percent
Efforts to prevent crimes	501	55.3 %
Enforcement of local traffic laws	274	30.2 %
How quickly police respond to emergencies	224	24.7 %
Frequency that police officers patrol your neighborhood	300	33.1 %
Fire prevention & education programs provided by Village	134	14.8 %
How quickly fire personnel respond to emergencies	149	16.4 %
None chosen	92	10.2 %
Total	1674	

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

Q8. What Parks & Recreation programs & facilities
have you used in Village of Pinehurst during past
year

	Number	Percent
Greenway trails	477	52.6 %
Village sponsored cultural/arts events	503	55.5 %
Cannon Park	335	37.0 %
Arboretum/Timmel Pavilion	290	32.0 %
Rassie Wicker Park	484	53.4 %
Camelot Playground	270	29.8 %
Splash Pad at Wicker Park	214	23.6 %
West Pinehurst Park (e.g. disc golf)	41	4.5 %
Total	2614	

Q9. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	No opinion
Q9-1. Number of Village parks	37.4%	39.7%	10.7%	2.8%	0.6%	8.8%
Q9-2. Quality of Village parks	38.2%	40.9%	10.8%	1.2%	0.2%	8.6%
Q9-3. Quality of recreation indoor facilities	12.9%	15.3%	25.3%	10.7%	2.1%	33.7%
Q9-4. Availability of recreation indoor facilities	11.9%	14.9%	25.3%	13.7%	3.6%	30.6%
Q9-5. Availability of walking/greenway trails	33.9%	35.7%	10.9%	4.9%	1.2%	13.5%
Q9-6. Condition of walking/greenway trails	28.8%	37.6%	13.4%	3.3%	1.1%	15.8%
Q9-7. Quality of outdoor athletic fields & facilities	20.1%	28.7%	18.8%	2.4%	0.1%	29.9%
Q9-8. Availability of outdoor athletic fields & facilities	19.3%	26.5%	20.1%	3.1%	0.6%	30.5%
Q9-9. Availability of information about recreation programs	22.5%	30.7%	22.0%	6.2%	1.8%	16.9%
Q9-10. Quality of youth recreation programs	11.7%	18.3%	22.1%	3.2%	0.8%	43.9%
Q9-11. Quality of adult recreation programs	12.8%	24.4%	24.9%	4.9%	1.1%	31.9%
Q9-12. Range of amenities at parks & recreation facilities	14.9%	29.9%	26.0%	6.0%	1.4%	21.7%
Q9-13. Village sponsored cultural arts events	23.2%	34.3%	20.8%	4.2%	0.9%	16.7%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	23.1%	34.1%	19.4%	4.2%	1.3%	17.9%

WITHOUT NO OPINION

Q9. 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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	41.0%	43.6%	11.7%	3.0%	0.6%
Q9-2. Quality of Village parks	41.8%	44.8%	11.8%	1.3%	0.2%
Q9-3. Quality of recreation indoor facilities	19.5%	23.1%	38.1%	16.1%	3.2%
Q9-4. Availability of recreation indoor facilities	17.2%	21.5%	36.4%	19.7%	5.2%
Q9-5. Availability of walking/greenway trails	39.2%	41.2%	12.6%	5.6%	1.4%
Q9-6. Condition of walking/greenway trails	34.2%	44.7%	15.9%	3.9%	1.3%
Q9-7. Quality of outdoor athletic fields & facilities	28.7%	40.9%	26.8%	3.5%	0.2%
Q9-8. Availability of outdoor athletic fields & facilities	27.8%	38.1%	28.9%	4.4%	0.8%
Q9-9. Availability of information about recreation programs	27.1%	36.9%	26.4%	7.4%	2.1%
Q9-10. Quality of youth recreation programs	20.9%	32.7%	39.4%	5.7%	1.4%
Q9-11. Quality of adult recreation programs	18.8%	35.8%	36.6%	7.1%	1.6%
Q9-12. Range of amenities at parks & recreation facilities	19.0%	38.2%	33.3%	7.6%	1.8%
Q9-13. Village sponsored cultural arts events	27.8%	41.2%	24.9%	5.0%	1.1%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	28.1%	41.5%	23.7%	5.1%	1.6%

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	36	4.0 %
Quality of Village parks	91	10.0 %
Quality of recreation indoor facilities	58	6.4 %
Availability of recreation indoor facilities	93	10.3 %
Availability of walking/greenway trails	110	12.1 %
Condition of walking/greenway trails	52	5.7 %
Quality of outdoor athletic fields & facilities	16	1.8 %
Availability of outdoor athletic fields & facilities	12	1.3 %
Availability of information about recreation programs	34	3.8 %
Quality of youth recreation programs	46	5.1 %
Quality of adult recreation programs	41	4.5 %
Range of amenities at parks & recreation facilities	22	2.4 %
Village sponsored cultural arts events	76	8.4 %
Variety of cultural arts events & programs in Southern Moore County	50	5.5 %
None chosen	169	18.7 %
Total	906	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	18	2.0 %
Quality of Village parks	62	6.8 %
Quality of recreation indoor facilities	41	4.5 %
Availability of recreation indoor facilities	68	7.5 %
Availability of walking/greenway trails	58	6.4 %
Condition of walking/greenway trails	91	10.0 %
Quality of outdoor athletic fields & facilities	27	3.0 %
Availability of outdoor athletic fields & facilities	13	1.4 %
Availability of information about recreation programs	42	4.6 %
Quality of youth recreation programs	41	4.5 %
Quality of adult recreation programs	67	7.4 %
Range of amenities at parks & recreation facilities	45	5.0 %
Village sponsored cultural arts events	75	8.3 %
Variety of cultural arts events & programs in Southern Moore County	61	6.7 %
None chosen	197	21.7 %
Total	906	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	23	2.5 %
Quality of Village parks	42	4.6 %
Quality of recreation indoor facilities	29	3.2 %
Availability of recreation indoor facilities	31	3.4 %
Availability of walking/greenway trails	39	4.3 %
Condition of walking/greenway trails	60	6.6 %
Quality of outdoor athletic fields & facilities	28	3.1 %
Availability of outdoor athletic fields & facilities	15	1.7 %
Availability of information about recreation programs	41	4.5 %
Quality of youth recreation programs	55	6.1 %
Quality of adult recreation programs	63	7.0 %
Range of amenities at parks & recreation facilities	79	8.7 %
Village sponsored cultural arts events	81	8.9 %
Variety of cultural arts events & programs in Southern Moore County	69	7.6 %
None chosen	251	27.7 %
Total	906	100.0 %

SUM OF TOP 3 CHOICES

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	77	8.5 %
Quality of Village parks	195	21.5 %
Quality of recreation indoor facilities	128	14.1 %
Availability of recreation indoor facilities	192	21.2 %
Availability of walking/greenway trails	207	22.8 %
Condition of walking/greenway trails	203	22.4 %
Quality of outdoor athletic fields & facilities	71	7.8 %
Availability of outdoor athletic fields & facilities	40	4.4 %
Availability of information about recreation programs	117	12.9 %
Quality of youth recreation programs	142	15.7 %
Quality of adult recreation programs	171	18.9 %
Range of amenities at parks & recreation facilities	146	16.1 %
Village sponsored cultural arts events	232	25.6 %
Variety of cultural arts events & programs in Southern Moore County	180	19.9 %
None chosen	169	18.7 %
Total	2270	

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

Q11. Do you shop regularly in Village Center (Downtown)	Number	Percent
Yes	251	27.7 %
No	628	69.3 %
Not provided	27	3.0 %
Total	906	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	251	28.6 %
No	628	71.4 %
Total	879	100.0 %

Q11a. Please check each of the following reasons that prevent you from shopping regularly in the Village Center (Downtown).

Q11a. What are reasons that prevent you from shopping regularly in Village Center (Downtown)	Number	Percent
Stores hours of operation	105	16.7 %
Variety of merchandise offered for sale	327	52.1 %
Merchandise is more targeted to tourists than local shoppers	409	65.1 %
Parking availability	150	23.9 %
Other	82	13.1 %
Total	1073	

Q11a. Other

<u>Q11a. Other</u>	<u>Number</u>	<u>Percent</u>
Prices are too high	18	22.0 %
Too expensive	13	15.9 %
Cost	3	3.7 %
High prices	2	2.4 %
Expensive	2	2.4 %
No interest	2	2.4 %
My horse is in Southern Pines so I tend to gravitate to Southern Pines	1	1.2 %
Other shopping, i.e. Southern Pines, which we are near, and Aberdeen	1	1.2 %
Don't go to downtown area often	1	1.2 %
I am elderly and shop mostly for food at super markets	1	1.2 %
Boutique pricing	1	1.2 %
Need parking garage	1	1.2 %
Not affordable	1	1.2 %
Too many expensive shops	1	1.2 %
Most of our shopping is not done in the center	1	1.2 %
I don't shop	1	1.2 %
Lack of courtesy and hospitality from store managers and employees	1	1.2 %
Most items are expensive	1	1.2 %
TOO MANY BANKS, REALTY OFFICES	1	1.2 %
Too many service businesses (realtors, lawyers, banks)	1	1.2 %
Too pricey	1	1.2 %
Don't go to village much	1	1.2 %
Just don't	1	1.2 %
Not much going on	1	1.2 %
Need more options	1	1.2 %
NO NEED	1	1.2 %
Not enough handicap parking spots	1	1.2 %
Not a shopper	1	1.2 %
Too many banks, law offices, real estate offices	1	1.2 %
Lack of restaurant/retail at street level	1	1.2 %
NO WAY TO GET THERE	1	1.2 %
Too upscale	1	1.2 %
I WORK AND THEY ARE CLOSED WHEN I GET OFF	1	1.2 %
SUPER SENIORS	1	1.2 %
TIME	1	1.2 %
Too expensive but enjoy eating there	1	1.2 %
WALMART	1	1.2 %
NO ICE CREAM SHOP	1	1.2 %
LACK OF VARIETY	1	1.2 %
Family obligations	1	1.2 %
Over priced	1	1.2 %
Not a big shopper	1	1.2 %
BIG MARKUP IN PRICES	1	1.2 %
HATE SHOPPING	1	1.2 %
Merchandise is expensive and stores are not suitable for children	1	1.2 %
Not ideal for young females	1	1.2 %
Not my style	1	1.2 %
Traffic	1	1.2 %
Total	82	100.0 %

Q12. Public Library Services. Through a cooperative agreement with the Given Memorial Library-a private, non-profit organization-the Village provides approximately 16% 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 during the past year.

(N=906)

	Yes	No
Q12-1. Given Memorial Library services	50.6%	49.4%
Q12-2. Given Memorial Library programs	23.5%	76.5%

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=470)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	No opinion
Q12-1. Given Memorial Library services	60.0%	28.1%	6.6%	3.7%	0.7%	0.9%
Q12-2. Given Memorial Library programs	59.2%	32.3%	4.5%	3.5%	0.5%	0.0%

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=470)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Given Memorial Library services	60.5%	28.4%	6.7%	3.7%	0.7%
Q12-2. Given Memorial Library programs	59.2%	32.3%	4.5%	3.5%	0.5%

Q12a. If you answered "No" to either part of Question 12, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

Q12a. Reasons that prevent you from using Given Memorial Library services	Number	Percent
Didn't know about it	201	28.5 %
Hours of operation	53	7.5 %
Variety of library services offered	63	8.9 %
Variety of library programs offered	62	8.8 %
Parking availability	67	9.5 %
Insufficient technology available	46	6.5 %
Not enough meeting areas/rooms	21	3.0 %
A library is not important to me	142	20.1 %
Other	101	14.3 %
Total	756	

Q12a. Other

Q12a. Other	Number	Percent
No need	6	5.9 %
No interest	5	5.0 %
INTERNET	2	2.0 %
No time	2	2.0 %
New to area	2	2.0 %
Unfriendly staff	2	2.0 %
Will be using these services now that children will be in our family soon	1	1.0 %
Plan to use the Pinehurst library this year	1	1.0 %
We are still working full-time and are empty nesters	1	1.0 %
Recent resident, still in the learning phase of all local activities	1	1.0 %
Staff aren't children friendly	1	1.0 %
My work schedule doesn't allow me to access	1	1.0 %
I order and read books online on my computer	1	1.0 %
Obtain reading material from other sources	1	1.0 %
Use s pines and scc library	1	1.0 %
Not pertinent to my interests	1	1.0 %
Used when child was younger	1	1.0 %
Heard from neighbors small kids are not welcome	1	1.0 %
Great if you want a novel, but little help if you need a reference book	1	1.0 %
Have been in the library in the past and was treated rudely	1	1.0 %
I am elderly and do not travel away from my home very often	1	1.0 %
LACK OF TIME	1	1.0 %
I never have a need to use their services	1	1.0 %
NO INTEREST IN PROGRAMS	1	1.0 %
Appreciate and strongly support their purpose for a diverse community	1	1.0 %
Busy with other commitments	1	1.0 %
I will in the future	1	1.0 %
We just moved here and haven't had time yet to go to the library	1	1.0 %
Hard copy books are obsolete	1	1.0 %
We have a fine library at Pinehurst Trace	1	1.0 %
Not entirely kid friendly	1	1.0 %
Most problems didn't appear to me	1	1.0 %
Insufficient inventory	1	1.0 %
Buy books	1	1.0 %
Use Southern Pines Library	1	1.0 %
I don't participate	1	1.0 %
ACCESS TO HIGHER LEVEL OF RESEARCH	1	1.0 %
DO NOT NEED PROGRAMS	1	1.0 %
HAVEN'T ATTENDED ANY	1	1.0 %
Will probably use in future	1	1.0 %
INTERNET AND AMAZON SERVE MY PURPOSES	1	1.0 %
Woefully inadequate library	1	1.0 %
Other interests	1	1.0 %
Books are the only services I use	1	1.0 %

Q12a. Other

Q12a. Other	Number	Percent
SERVICES/PRGRAMS, WHATS THE DIFFERENCE	1	1.0 %
USE ONLINE	1	1.0 %
I DON'T DRIVE-THERE'S NO WAY TO GET THERE	1	1.0 %
JUST USE FOR BOOKS	1	1.0 %
Not many good books available	1	1.0 %
We prefer the southern pines public library	1	1.0 %
Just have not had a need	1	1.0 %
I DON'T DRIVE CAN'T GET THERE	1	1.0 %
SUPER SENIORS	1	1.0 %
WE USUALLY BUY BOOKS	1	1.0 %
BUSY	1	1.0 %
NO IDEA WHAT IS OFFERED	1	1.0 %
SOME ARE VERY RUDE, UNHELPFUL	1	1.0 %
WORKING	1	1.0 %
Think its vital but haven't enjoyed it will do so this year	1	1.0 %
NEED MORE PROGRAMS	1	1.0 %
NO KIDS AREA	1	1.0 %
E READER AND CYBER LENDING	1	1.0 %
Tend to do most of my reading, research etc. online	1	1.0 %
BUSY NO TIME	1	1.0 %
I get my books from another source	1	1.0 %
I'm retired and don't use the facility or service	1	1.0 %
Read online	1	1.0 %
Haven't made the time	1	1.0 %
No time due to long work hours	1	1.0 %
Library volunteers/check out staff rude and noticeably annoyed with children	1	1.0 %
NEVER HEARD OF IT	1	1.0 %
DO NOT KNOW WHAT SERVICES ARE AVAILABLE	1	1.0 %
COSTS	1	1.0 %
Longer library hours, more books and electronics	1	1.0 %
Online services Tufts archives	1	1.0 %
I keep forgetting	1	1.0 %
Lack of information	1	1.0 %
Recommendation	1	1.0 %
SOUTHERN PINES IS BETTER	1	1.0 %
NO INTEREST IN PROGRAMS OFFERED	1	1.0 %
Lack of books	1	1.0 %
CHILDREN'S SELECTION LIMITED	1	1.0 %
JUST MOVED HERE	1	1.0 %
DISTANCE FROM HOME	1	1.0 %
DON'T MAKE THE TIME	1	1.0 %
Teens not interested in the books they have in the library	1	1.0 %
No library card	1	1.0 %
Poor selection of books	1	1.0 %
Total	101	100.0 %

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	No opinion
Q13-1. Enforcing cleanup of litter & debris on private property	22.8%	33.3%	15.8%	12.4%	4.4%	11.3%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	19.2%	31.6%	18.4%	14.3%	4.3%	12.1%
Q13-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	21.3%	27.9%	21.1%	11.8%	3.9%	14.0%
Q13-4. Enforcing sign regulations	21.1%	35.8%	18.5%	7.3%	3.1%	14.2%
Q13-5. Enforcing solid waste cart regulations	25.1%	35.9%	17.5%	6.3%	3.3%	11.9%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing cleanup of litter & debris on private property	25.7%	37.6%	17.8%	13.9%	5.0%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	21.9%	35.9%	21.0%	16.3%	4.9%
Q13-3. Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	24.8%	32.5%	24.5%	13.7%	4.5%
Q13-4. Enforcing sign regulations	24.6%	41.7%	21.6%	8.5%	3.6%
Q13-5. Enforcing solid waste cart regulations	28.4%	40.7%	19.9%	7.1%	3.8%

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

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

	Number	Percent
About right	566	62.5 %
Too much	82	9.1 %
Too little	191	21.1 %
Not provided	67	7.4 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q14. How would you describe the amount of effort the Village applies to enforce its codes and ordinances? (without "not provided")

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

	Number	Percent
About right	566	67.5 %
Too much	82	9.8 %
Too little	191	22.8 %
Total	839	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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	No opinion
Q15-1. Residential trash collection services	68.1%	25.1%	1.9%	1.7%	0.7%	2.6%
Q15-2. Curbside recycling services	67.3%	25.2%	3.2%	0.4%	0.3%	3.5%
Q15-3. Yard waste collection services	61.4%	22.5%	4.2%	2.9%	1.1%	7.9%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Residential trash collection services	70.0%	25.7%	1.9%	1.7%	0.7%
Q15-2. Curbside recycling services	69.8%	26.1%	3.3%	0.5%	0.3%
Q15-3. Yard waste collection services	66.7%	24.5%	4.6%	3.1%	1.2%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	No opinion
Q16-1. Maintenance of main Village street thoroughfares	40.6%	46.0%	6.5%	2.9%	0.8%	3.2%
Q16-2. Maintenance of streets in your neighborhood	28.4%	39.4%	13.5%	11.1%	4.3%	3.3%
Q16-3. Maintenance of street signs/pavement markings	32.5%	44.6%	14.5%	4.3%	0.8%	3.4%
Q16-4. Maintenance/preservation of Downtown	43.5%	40.9%	9.3%	1.0%	0.2%	5.1%
Q16-5. Quality of landscaping in medians & other public areas	49.8%	37.5%	7.5%	2.9%	0.4%	1.9%
Q16-6. Overall cleanliness of streets & other public areas	45.4%	43.0%	6.4%	2.4%	0.4%	2.3%
Q16-7. Adequacy of street lighting	23.2%	28.3%	16.3%	19.0%	8.8%	4.4%
Q16-8. Availability of walkways	19.6%	30.4%	17.5%	18.0%	8.7%	5.7%
Q16-9. Condition of existing walkways	22.3%	39.2%	19.6%	5.7%	2.0%	11.1%
Q16-10. Quality of stormwater runoff/management system	19.1%	32.9%	20.8%	8.9%	7.5%	10.8%
Q16-11. Winter weather response on Village streets (snow/ice)	24.2%	37.7%	19.4%	8.1%	4.0%	6.6%
Q16-12. Ease of travel on Highway 5	10.4%	27.3%	18.9%	24.6%	15.5%	3.4%
Q16-13. Ease of travel through large traffic circle	8.9%	27.2%	19.5%	22.3%	20.2%	1.9%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of main Village street thoroughfares	42.0%	47.5%	6.7%	3.0%	0.8%
Q16-2. Maintenance of streets in your neighborhood	29.3%	40.8%	13.9%	11.5%	4.5%
Q16-3. Maintenance of street signs/pavement markings	33.6%	46.2%	15.0%	4.5%	0.8%
Q16-4. Maintenance/preservation of Downtown	45.8%	43.1%	9.8%	1.0%	0.2%
Q16-5. Quality of landscaping in medians & other public areas	50.7%	38.2%	7.6%	2.9%	0.4%
Q16-6. Overall cleanliness of streets & other public areas	46.4%	44.1%	6.6%	2.5%	0.5%
Q16-7. Adequacy of street lighting	24.2%	29.6%	17.1%	19.9%	9.2%
Q16-8. Availability of walkways	20.8%	32.2%	18.6%	19.1%	9.3%
Q16-9. Condition of existing walkways	25.1%	44.1%	22.1%	6.5%	2.2%
Q16-10. Quality of stormwater runoff/management system	21.4%	36.9%	23.3%	10.0%	8.4%
Q16-11. Winter weather response on Village streets (snow/ice)	25.9%	40.4%	20.8%	8.6%	4.3%
Q16-12. Ease of travel on Highway 5	10.7%	28.2%	19.5%	25.5%	16.0%
Q16-13. Ease of travel through large traffic circle	9.1%	27.7%	19.9%	22.7%	20.6%

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?

Q17. Top choice	Number	Percent
Maintenance of main Village street thoroughfares	48	5.3 %
Maintenance of streets in your neighborhood	71	7.8 %
Maintenance of street signs/pavement markings	12	1.3 %
Maintenance/preservation of Downtown	22	2.4 %
Quality of landscaping in medians & other public areas	24	2.6 %
Overall cleanliness of streets & other public areas	21	2.3 %
Adequacy of street lighting	93	10.3 %
Availability of walkways	95	10.5 %
Condition of existing walkways	6	0.7 %
Quality of stormwater runoff/management system	52	5.7 %
Winter weather response on Village streets (snow/ice)	22	2.4 %
Ease of travel on Highway 5	161	17.8 %
Ease of travel through large traffic circle	217	24.0 %
None chosen	62	6.8 %
Total	906	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?

Q17. 2nd choice	Number	Percent
Maintenance of main Village street thoroughfares	19	2.1 %
Maintenance of streets in your neighborhood	64	7.1 %
Maintenance of street signs/pavement markings	12	1.3 %
Maintenance/preservation of Downtown	27	3.0 %
Quality of landscaping in medians & other public areas	24	2.6 %
Overall cleanliness of streets & other public areas	34	3.8 %
Adequacy of street lighting	106	11.7 %
Availability of walkways	93	10.3 %
Condition of existing walkways	27	3.0 %
Quality of stormwater runoff/management system	46	5.1 %
Winter weather response on Village streets (snow/ice)	51	5.6 %
Ease of travel on Highway 5	169	18.7 %
Ease of travel through large traffic circle	125	13.8 %
None chosen	109	12.0 %
Total	906	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?

Q17. 3rd choice	Number	Percent
Maintenance of main Village street thoroughfares	35	3.9 %
Maintenance of streets in your neighborhood	70	7.7 %
Maintenance of street signs/pavement markings	29	3.2 %
Maintenance/preservation of Downtown	34	3.8 %
Quality of landscaping in medians & other public areas	33	3.6 %
Overall cleanliness of streets & other public areas	28	3.1 %
Adequacy of street lighting	80	8.8 %
Availability of walkways	72	7.9 %
Condition of existing walkways	38	4.2 %
Quality of stormwater runoff/management system	47	5.2 %
Winter weather response on Village streets (snow/ice)	67	7.4 %
Ease of travel on Highway 5	72	7.9 %
Ease of travel through large traffic circle	117	12.9 %
None chosen	184	20.3 %
Total	906	100.0 %

SUM OF TOP 3 CHOICES OPINION

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)

Q17. Sum of Top 3 Choices	Number	Percent
Maintenance of main Village street thoroughfares	102	11.3 %
Maintenance of streets in your neighborhood	205	22.6 %
Maintenance of street signs/pavement markings	53	5.8 %
Maintenance/preservation of Downtown	83	9.2 %
Quality of landscaping in medians & other public areas	81	8.9 %
Overall cleanliness of streets & other public areas	83	9.2 %
Adequacy of street lighting	279	30.8 %
Availability of walkways	260	28.7 %
Condition of existing walkways	71	7.8 %
Quality of stormwater runoff/management system	145	16.0 %
Winter weather response on Village streets (snow/ice)	140	15.5 %
Ease of travel on Highway 5	402	44.4 %
Ease of travel through large traffic circle	459	50.7 %
None chosen	62	6.8 %
Total	2425	

Q18. Please indicate whether you or other members of your household have used the Village services and facilities during the past year.

(N=906)

	Yes	No
Q18-1. Fire services	10.7%	89.3%
Q18-2. Police services	23.0%	77.0%
Q18-3. Village Hall reception desk	33.1%	66.9%
Q18-4. The MYVOP service request system	10.6%	89.4%
Q18-5. Code enforcement	13.7%	86.3%
Q18-6. Recreation program registration	17.9%	82.1%
Q18-7. Planning & Inspections services	16.3%	83.7%

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=550)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	No opinion
Q18-1. Fire services	90.6%	5.2%	2.1%	1.0%	0.0%	1.0%
Q18-2. Police services	64.8%	23.5%	5.1%	4.1%	1.5%	1.0%
Q18-3. Village Hall reception desk	70.9%	21.6%	4.1%	2.7%	0.0%	0.7%
Q18-4. The MYVOP service request system	58.5%	23.4%	9.6%	2.1%	4.3%	2.1%
Q18-5. Code enforcement	26.2%	23.8%	14.8%	23.0%	10.7%	1.6%
Q18-6. Recreation program registration	55.1%	31.4%	7.1%	3.2%	1.9%	1.3%
Q18-7. Planning & Inspections services	47.3%	28.8%	14.4%	6.2%	2.1%	1.4%

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=550)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Fire services	91.6%	5.3%	2.1%	1.1%	0.0%
Q18-2. Police services	65.5%	23.7%	5.2%	4.1%	1.5%
Q18-3. Village Hall reception desk	71.4%	21.7%	4.1%	2.8%	0.0%
Q18-4. The MYVOP service request system	59.8%	23.9%	9.8%	2.2%	4.3%
Q18-5. Code enforcement	26.7%	24.2%	15.0%	23.3%	10.8%
Q18-6. Recreation program registration	55.8%	31.8%	7.1%	3.2%	1.9%
Q18-7. Planning & Inspections services	47.9%	29.2%	14.6%	6.3%	2.1%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	No opinion
Q19-1. Quality of information about Village programs/services	25.8%	42.5%	19.4%	4.3%	0.4%	7.5%
Q19-2. Village efforts to keep you informed about local issues	26.0%	42.1%	16.8%	7.8%	1.1%	6.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	19.2%	34.1%	25.6%	4.3%	1.5%	15.2%
Q19-4. Village social media	16.0%	30.4%	26.5%	3.3%	1.3%	22.5%
Q19-5. Village website (vopnc.org)	20.0%	33.3%	25.9%	2.1%	1.1%	17.5%
Q19-6. Village newsletter	28.0%	43.4%	17.4%	1.4%	0.9%	8.8%
Q19-7. Monthly Village e-News updates	17.2%	32.7%	24.0%	1.9%	1.2%	23.1%
Q19-8. Open Village Hall community forum	13.8%	27.5%	26.6%	2.5%	1.7%	27.9%
Q19-9. Community's progress toward meeting its strategic vision & mission	13.0%	27.4%	27.0%	4.0%	2.8%	25.8%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of information about Village programs/services	27.9%	45.9%	21.0%	4.7%	0.5%
Q19-2. Village efforts to keep you informed about local issues	27.8%	44.8%	17.9%	8.4%	1.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	22.7%	40.2%	30.2%	5.1%	1.8%
Q19-4. Village social media	20.7%	39.2%	34.2%	4.3%	1.7%
Q19-5. Village website (vopnc.org)	24.2%	40.4%	31.5%	2.5%	1.3%
Q19-6. Village newsletter	30.8%	47.6%	19.1%	1.6%	1.0%
Q19-7. Monthly Village e-News updates	22.4%	42.5%	31.1%	2.4%	1.6%
Q19-8. Open Village Hall community forum	19.1%	38.1%	36.9%	3.5%	2.3%
Q19-9. Community's progress toward meeting its strategic vision & mission	17.6%	36.9%	36.5%	5.4%	3.7%

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

<u>Village of Pinehurst</u>	<u>Number</u>	<u>Percent</u>
Village employees	135	14.9 %
Village newsletter	673	74.3 %
Village website (vopnc.org)	414	45.7 %
Monthly Village e-News	232	25.6 %
Village mobile app (MYVOP)	90	9.9 %
Village social media (e.g. Facebook, Twitter)	179	19.8 %
The Pilot newspaper	681	75.2 %
Attend or view public meetings	115	12.7 %
Other	32	3.5 %
Total	2551	

Q20. Other

<u>Q20. Other</u>	<u>Number</u>	<u>Percent</u>
Neighbors	6	18.8 %
PINE TIMES	2	6.3 %
Magazines	2	6.3 %
Friends	2	6.3 %
Word of mouth	2	6.3 %
We do get the Pilot and its weekly e-news	1	3.1 %
School	1	3.1 %
Family discussions	1	3.1 %
VILLAGE COUNCIL MEMBERS	1	3.1 %
Living here	1	3.1 %
Pinehurst No 6 Community Watch Program, email	1	3.1 %
Nextdoor	1	3.1 %
PINE STRAW	1	3.1 %
INTERNET	1	3.1 %
The Sway	1	3.1 %
POA meetings	1	3.1 %
PINEHURST PROP OWNERS ASSOC	1	3.1 %
Farmers market need to be added in summer	1	3.1 %
SIGNAGE/FLYERS	1	3.1 %
CALL VILLAGE WITH QUESTIONS	1	3.1 %
Seasonal booklet of program offerings	1	3.1 %
Pines Times	1	3.1 %
Radio	1	3.1 %
Total	32	100.0 %

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

<u>Q21. How often do you read Village newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	629	69.4 %
Sometimes	171	18.9 %
Seldom	40	4.4 %
Never	25	2.8 %
Don't know	41	4.5 %
Total	906	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")

<u>Q21. How often do you read Village newsletter</u>	<u>Number</u>	<u>Percent</u>
All the time	629	72.7 %
Sometimes	171	19.8 %
Seldom	40	4.6 %
Never	25	2.9 %
Total	865	100.0 %

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

<u>Q22. Have you contacted Village during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	366	40.4 %
No	540	59.6 %
Total	906	100.0 %

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

(N=366)

	Always	Usually	Someti- mes	Seldom	Never	No opinion
Q22a-1. Village staff was responsive to my needs	70.5%	19.1%	5.5%	1.9%	1.1%	1.9%
Q22a-2. Village staff was competent	70.5%	16.9%	7.1%	1.4%	0.3%	3.8%
Q22a-3. Village staff was courteous	77.6%	14.5%	3.6%	1.1%	0.8%	2.5%
Q22a-4. My issue was resolved promptly	59.3%	19.4%	8.5%	3.8%	5.5%	3.6%

WITHOUT NO OPINION

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

(N=366)

	Always	Usually	Sometimes	Seldom	Never
Q22a-1. Village staff was responsive to my needs	71.9%	19.5%	5.6%	1.9%	1.1%
Q22a-2. Village staff was competent	73.3%	17.6%	7.4%	1.4%	0.3%
Q22a-3. Village staff was courteous	79.6%	14.8%	3.6%	1.1%	0.8%
Q22a-4. My issue was resolved promptly	61.5%	20.1%	8.8%	4.0%	5.7%

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

<u>Q23. Most important community improvements</u>	<u>Number</u>	<u>Percent</u>
Additional walkway construction in neighborhoods	367	40.5 %
Additional greenway trails (walking paths)	233	25.7 %
Bicycle lanes & paths	303	33.4 %
Additional street lighting in neighborhoods	390	43.0 %
Additional stormwater (drainage) improvements	276	30.5 %
Additional street resurfacing	360	39.7 %
Additional parks & open spaces	134	14.8 %
Additional athletic fields	40	4.4 %
New public library	177	19.5 %
<u>Expansion of Village Center/Redevelopment of Village Place</u>	<u>114</u>	<u>12.6 %</u>
Total	2394	

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

	Number	Percent
Very satisfied	222	24.5 %
Satisfied	405	44.7 %
Neutral	149	16.4 %
Dissatisfied	54	6.0 %
Very dissatisfied	12	1.3 %
Don't know	64	7.1 %
Total	906	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 you receive for the portion of your property taxes that funds Village's operating budget

	Number	Percent
Very satisfied	222	26.4 %
Satisfied	405	48.1 %
Neutral	149	17.7 %
Dissatisfied	54	6.4 %
Very dissatisfied	12	1.4 %
Total	842	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=906)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	No opinion
Q25-1. Overall quality of leadership provided by Village's elected officials	16.8%	37.9%	21.1%	7.0%	2.9%	14.5%
Q25-2. Overall effectiveness of appointed boards & commissions	13.1%	35.4%	25.6%	5.3%	1.2%	19.3%
Q25-3. Overall effectiveness of Village Manager & appointed staff	19.3%	37.6%	20.9%	4.3%	1.4%	16.4%

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=906)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Overall quality of leadership provided by Village's elected officials	19.6%	44.3%	24.6%	8.1%	3.4%
Q25-2. Overall effectiveness of appointed boards & commissions	16.3%	43.9%	31.7%	6.6%	1.5%
Q25-3. Overall effectiveness of Village Manager & appointed staff	23.1%	45.0%	25.0%	5.2%	1.7%

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	809	89.3 %
No	49	5.4 %
Not provided	48	5.3 %
Total	906	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	809	94.3 %
No	49	5.7 %
Total	858	100.0 %

Q31. Approximately how many years have you lived in the Village of Pinehurst?

Q31. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	258	28.5 %
5-10 years	174	19.2 %
11-20 years	292	32.2 %
20+ years	179	19.8 %
Not provided	3	0.3 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q31. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

Q31. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	258	28.6 %
5-10 years	174	19.3 %
11-20 years	292	32.3 %
20+ years	179	19.8 %
Total	903	100.0 %

Q32. Do you have school-age children (grades K-12) living at home?

Q32. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	159	17.5 %
No	747	82.5 %
Total	906	100.0 %

Q32a. What grade level(s) are your school-age children?

Q32a. What grade level(s) are your school-age children	Number	Percent
K-5	106	66.7 %
6-8	53	33.3 %
High School	49	30.8 %
Total	208	

Q33. Which of the following best describes your current employment status?

Q33. What is your current employment status	Number	Percent
Employed outside home	332	36.6 %
Employed in home/have a home-based business	57	6.3 %
Student	1	0.1 %
Retired	481	53.1 %
Not currently employed	26	2.9 %
Not provided	9	1.0 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q33. Which of the following best describes your current employment status? (without "not provided")

Q33. What is your current employment status	Number	Percent
Employed outside home	332	37.0 %
Employed in home/have a home-based business	57	6.4 %
Student	1	0.1 %
Retired	481	53.6 %
Not currently employed	26	2.9 %
Total	897	100.0 %

Q33-1. "If employed outside home," what is the zip code where you work?

Q33a. What is the zip code where you work	Number	Percent
28374	121	48.0 %
28387	40	15.9 %
28310	16	6.3 %
28315	8	3.2 %
27376	8	3.2 %
28307	7	2.8 %
28327	5	2.0 %
28388	4	1.6 %
28306	3	1.2 %
28308	3	1.2 %
28347	2	0.8 %
28345	2	0.8 %
27615	2	0.8 %
27401	2	0.8 %
28303	2	0.8 %
27341	2	0.8 %
27103	1	0.4 %
27214	1	0.4 %
27332	1	0.4 %
28373	1	0.4 %
27281	1	0.4 %
28287	1	0.4 %
28379	1	0.4 %
28364	1	0.4 %
29512	1	0.4 %
27708	1	0.4 %
27330	1	0.4 %
29374	1	0.4 %
28352	1	0.4 %
28783	1	0.4 %
27858	1	0.4 %
28384	1	0.4 %
28372	1	0.4 %
27834	1	0.4 %
28874	1	0.4 %
27612	1	0.4 %
29510	1	0.4 %
27603	1	0.4 %
27203	1	0.4 %
28301	1	0.4 %
28314	1	0.4 %
Total	252	100.0 %

Q34. Which of the following best describes your age?

Q34. What is your age	Number	Percent
18-24	4	0.4 %
25-34	70	7.7 %
35-44	115	12.7 %
45-54	95	10.5 %
55-64	149	16.4 %
65+	467	51.5 %
Not provided	6	0.7 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q34. Which of the following best describes your age? (without "not provided")

Q34. What is your age	Number	Percent
18-24	4	0.4 %
25-34	70	7.8 %
35-44	115	12.8 %
45-54	95	10.6 %
55-64	149	16.6 %
65+	467	51.9 %
Total	900	100.0 %

Q35. Which of the following best describes your race?

Q35. Your race	Number	Percent
Asian	13	1.4 %
White	828	91.4 %
American Indian/Alaskan Native	15	1.7 %
Native Hawaiian/Pacific Islander	1	0.1 %
Black/African American	19	2.1 %
Hispanic	29	3.2 %
Other	7	0.8 %
Total	912	

Q35. Other

Q35. Other	Number	Percent
Latino	1	50.0 %
European	1	50.0 %
Total	2	100.0 %

Q36. Which of the following best describes where you live?

<u>Q36. Where do you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst 6	148	16.3 %
Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst	47	5.2 %
Pinehurst 7/Lawn & Tennis/CCNC	41	4.5 %
Morganton/Monticello	70	7.7 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	269	29.7 %
Pinewild	89	9.8 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	98	10.8 %
Village Acres/Murdocksville Rd	121	13.4 %
Not provided	23	2.5 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q36. Which of the following best describes where you live? (without "not provided")

<u>Q36. Where do you live</u>	<u>Number</u>	<u>Percent</u>
Pinehurst 6	148	16.8 %
Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst	47	5.3 %
Pinehurst 7/Lawn & Tennis/CCNC	41	4.6 %
Morganton/Monticello	70	7.9 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	269	30.5 %
Pinewild	89	10.1 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	98	11.1 %
Village Acres/Murdocksville Rd	121	13.7 %
Total	883	100.0 %

Q37. What is your gender?

Q37. Your gender	Number	Percent
Male	453	50.0 %
Female	452	49.9 %
Not provided	1	0.1 %
Total	906	100.0 %

WITHOUT NOT PROVIDED

Q37. What is your gender? (without "not provided")

Q37. Your gender	Number	Percent
Male	453	50.1 %
Female	452	49.9 %
Total	905	100.0 %

Section 6

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY_____

July 2018

Dear Village of Pinehurst Resident,

Each year, the Village of Pinehurst surveys its residents to obtain feedback on how the Village is meeting the needs of its citizens. We invite you to participate in this year's survey by providing your personal opinion. By taking approximately 15 minutes to complete the anonymous survey, you can help make an impact on the Village of Pinehurst. The feedback we receive will help Village leaders and elected officials set community priorities including staffing and budget expenditures, determine areas or services that need improvement, and identify future needs. We strive to exceed your expectations as we promote, enhance, and sustain the quality of life in the Village of Pinehurst.

Complete the survey using the paper survey and postage paid envelope provided or complete it online by visiting www.2018PinehurstCommunitySurvey.com.

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

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for participating in the 2018 Community 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



2018 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 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. 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. **Cultural and Recreation Services.** 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. 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.** Through a cooperative agreement with the Given Memorial Library—a private, non-profit organization—the Village provides approximately 16% 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 during the past year 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."

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

- 12a. If you answered "No" to either part of Question 12, please CHECK ALL of the following reasons that prevent you from using the Given Memorial Library services.

_____(1) Didn't know about it
 _____(2) Hours of operation
 _____(3) Variety of library services offered
 _____(4) Variety of library programs offered
 _____(5) Parking availability
 _____(6) Insufficient technology available
 _____(7) Not enough meeting areas/rooms
 _____(8) A library is not important to me
 _____(9) Other: _____

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 walkways	5	4	3	2	1	9
09.	Condition of existing walkways	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 Highway 5	5	4	3	2	1	9
13.	Ease of travel through the large traffic circle	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 during the past year 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."

		Have you used this service or facility?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
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."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion
1.	Quality of information about Village programs/services	5	4	3	2	1	9
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 (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
 ☐ (6) Village social media (e.g. Facebook, Twitter)
☐ (2) Village Newsletter
 ☐ (7) The Pilot newspaper
☐ (3) Village website (vopnc.org)
 ☐ (8) Attend or view public meetings
☐ (4) Monthly Village e-News
 ☐ (9) Other: _____
☐ (5) Village mobile app (MYVOP)

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 rate 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.	Village staff was competent	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**?

- | | |
|--|--|
| <input type="checkbox"/> (01) Additional walkway construction in neighborhoods | <input type="checkbox"/> (07) Additional parks and open spaces |
| <input type="checkbox"/> (02) Additional greenway trails (walking paths) | <input type="checkbox"/> (08) Additional athletic fields |
| <input type="checkbox"/> (03) Bicycle lanes and paths | <input type="checkbox"/> (09) New public library |
| <input type="checkbox"/> (04) Additional street lighting in neighborhoods | <input type="checkbox"/> (10) Expansion of Village Center/Redevelopment of Village Place |
| <input type="checkbox"/> (05) Additional stormwater (drainage) improvements | |
| <input type="checkbox"/> (06) Additional street resurfacing | |

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?**

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Very satisfied | <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (5) Very Dissatisfied |
| <input type="checkbox"/> (2) Satisfied | <input type="checkbox"/> (4) Dissatisfied | <input type="checkbox"/> (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

27. **Additional Feedback.** What do you like **MOST** about living in Pinehurst today?

28. **What do you like LEAST about living in Pinehurst today?**

29. **What are the most important issues facing Pinehurst today?**

30. **Do you have any suggestions for how the Village could serve you better?**

DEMOGRAPHICS

31. 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

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

____(1) Yes ____ (2) No *[Skip to Q33.]*

32a. What grade level(s) are your school-age children? *[Check all that apply.]*

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

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

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

34. Which of the following best describes your age?

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

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

____(1) Asian ____ (4) Native Hawaiian/Pacific Islander ____ (7) Other: _____
____(2) White ____ (5) Black/African American
____(3) American Indian/Alaskan Native ____ (6) Hispanic

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

____(1) Pinehurst 6 ____ (6) Pinewild
____(2) Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst ____ (7) Old Town/Linden Road/Donald Ross/Clarendon
____(3) Pinehurst 7/Lawn & Tennis/CCNC Gardens
____(4) Morganton/Monticello ____ (8) Village Acres/Murdocksville Rd.
____(5) Lake Pinehurst/Burning Tree/St. Andrews/Cotswold

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

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 the right 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.

2018 Resident Survey

Village of Pinehurst, NC

Presented by

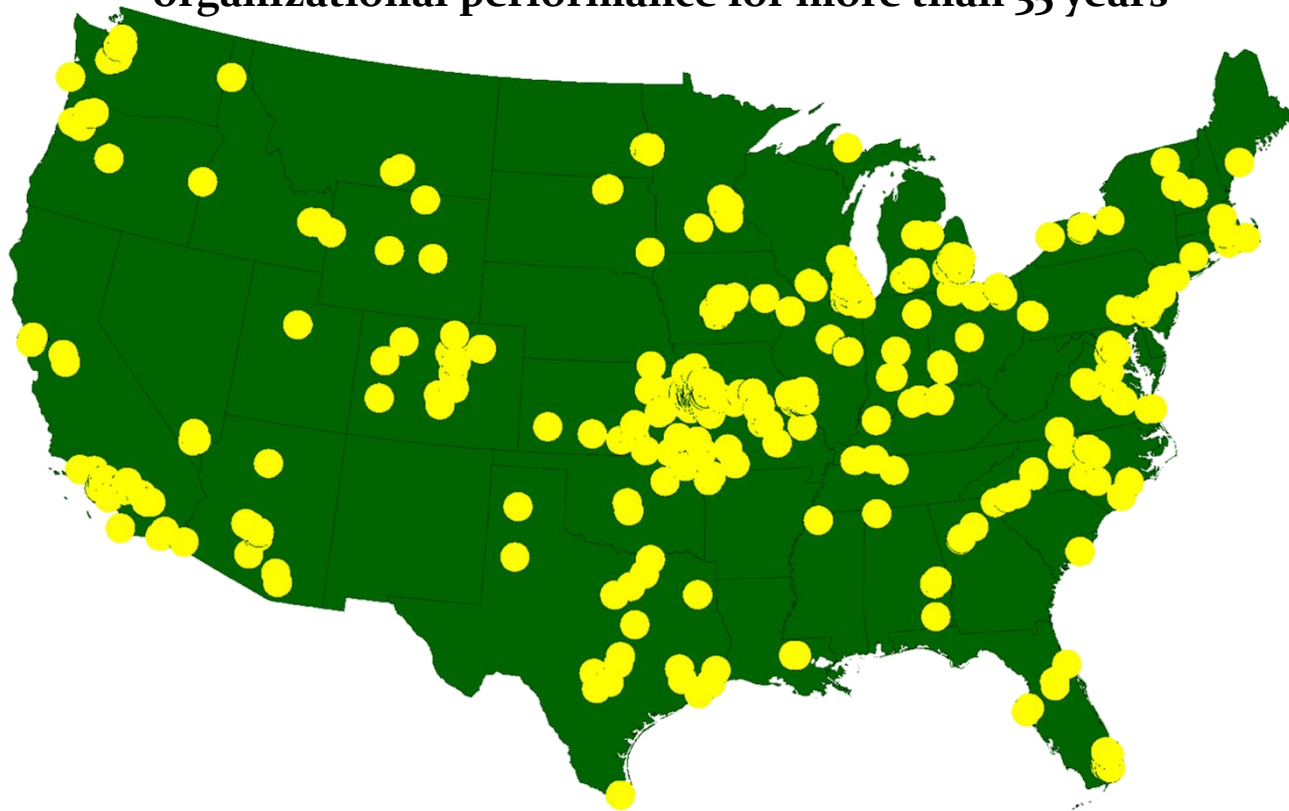


September 2018

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

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



More than 2,150,000 Persons Surveyed Since 2008
for more than 900 cities in 49 States

Purpose

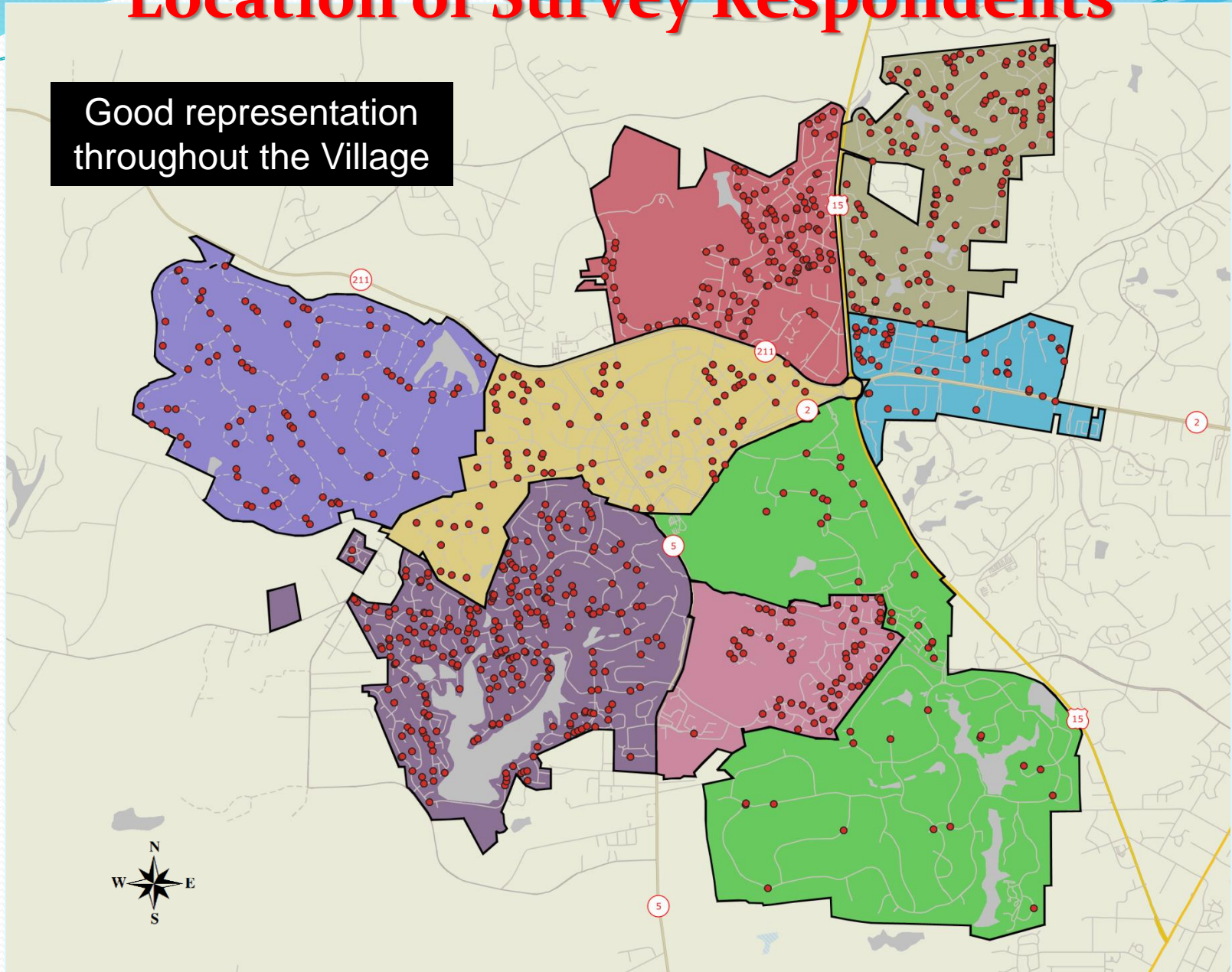
- **To objectively assess citizen satisfaction with the delivery of major Village services**
- **To measure trends from previous surveys**
- **To compare the Village's performance with residents regionally and nationally**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seven-page survey; included many of the same questions that were asked in previous years
 - ❑ 7th Resident Survey conducted for the Village
- **Method of Administration**
 - ❑ by mail and online to a random sample of Village residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 700
 - ❑ goal far exceeded: 906 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the Village
- **Confidence level:** 95%
- **Margin of error:** +/- 3.3% overall

Location of Survey Respondents

Good representation
throughout the Village



Village of Pinehurst 2018 Resident Survey

Bottom Line Up Front

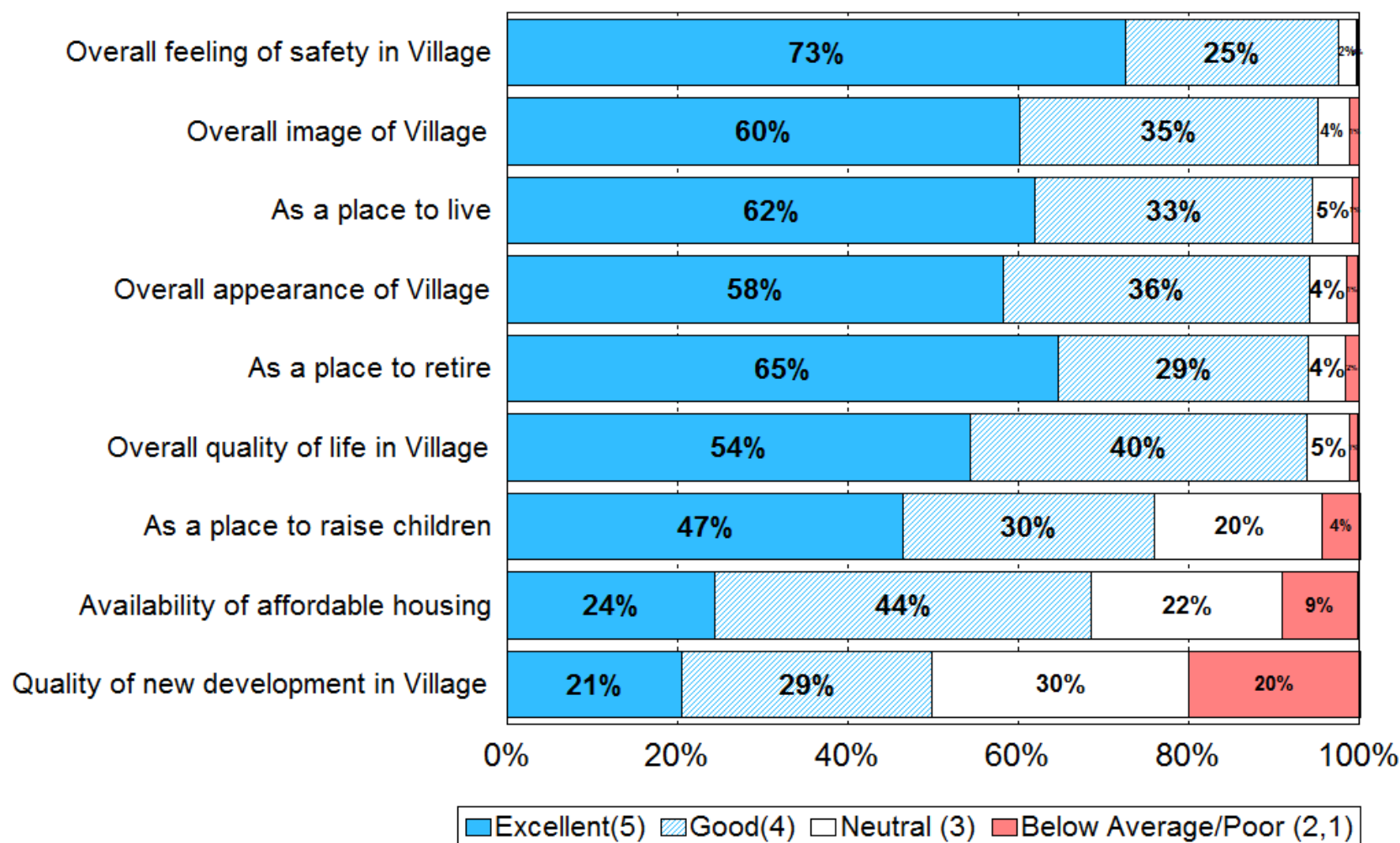
- **Residents Have a Very Positive Perception of the Village**
 - ❑ 95% rated Pinehurst as excellent or good place to live
 - ❑ 94% would recommend Pinehurst to others as a place to live
- **Satisfaction Ratings Are Similar to 2017, and Remain Among the Highest in the Nation**
 - ❑ Satisfaction ratings have increased or stayed the same in 45 of 86 areas since 2017; and increased or stayed the same in 70 of 80 areas since 2013
- **Satisfaction with Village Services is Much Higher in Pinehurst Than Other Communities**
 - ❑ The Village rated above the U.S. Average in 50 of 53 areas, and above the Atlantic Regional Average in 46 of the 53 areas that were compared
- **Overall Priorities for Improvement:**
 - ❑ Efforts at maintaining the quality of neighborhoods
 - ❑ Street and right-of-way maintenance
 - ❑ Level of public involvement in local decisions

Major Finding #1

Residents Have a Very Positive
Perception of the Village

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")

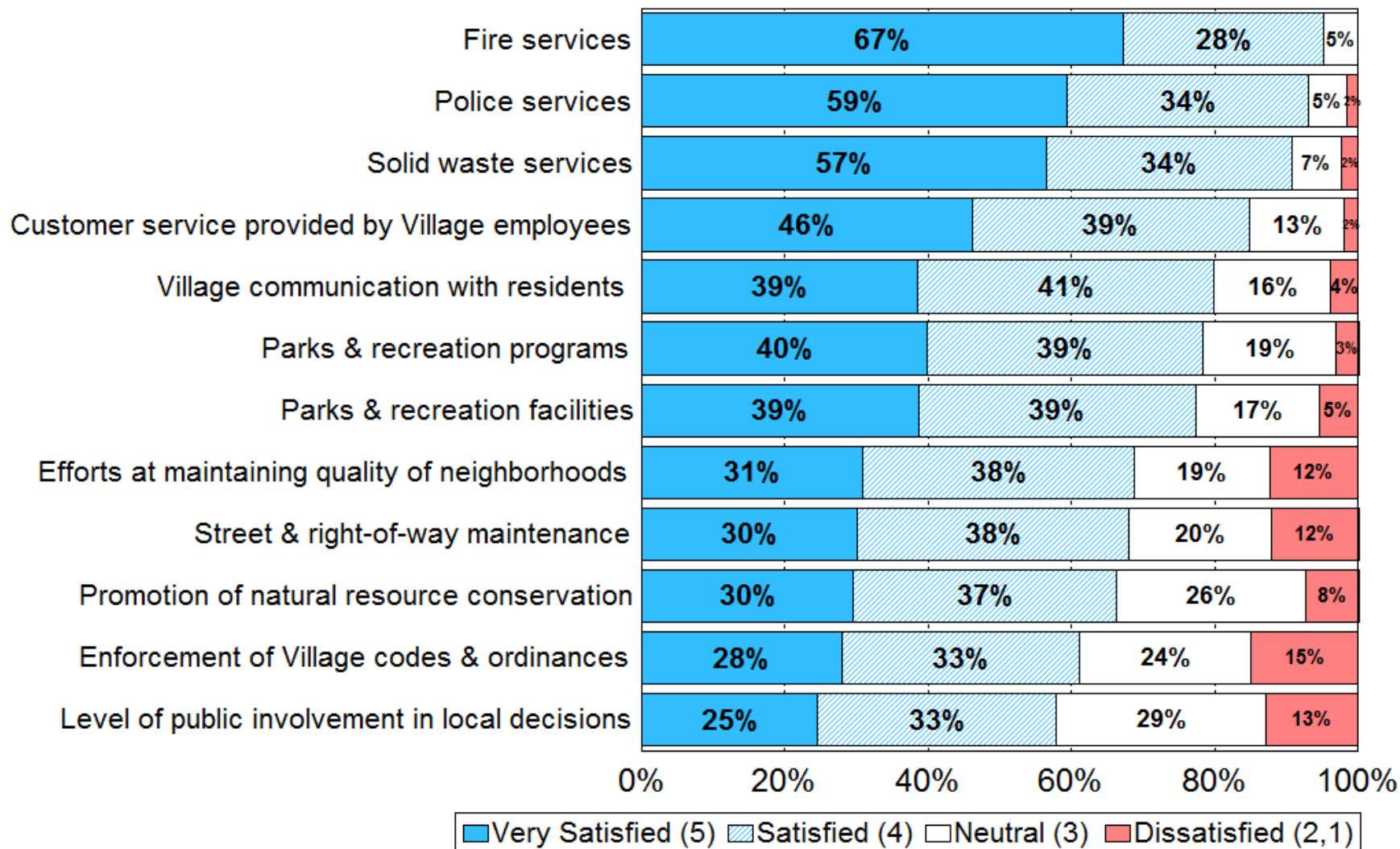


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Nearly All Residents Feel Pinehurst Is an Excellent or Good Place to Live, to Retire, and Feel Safe in the Village

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")

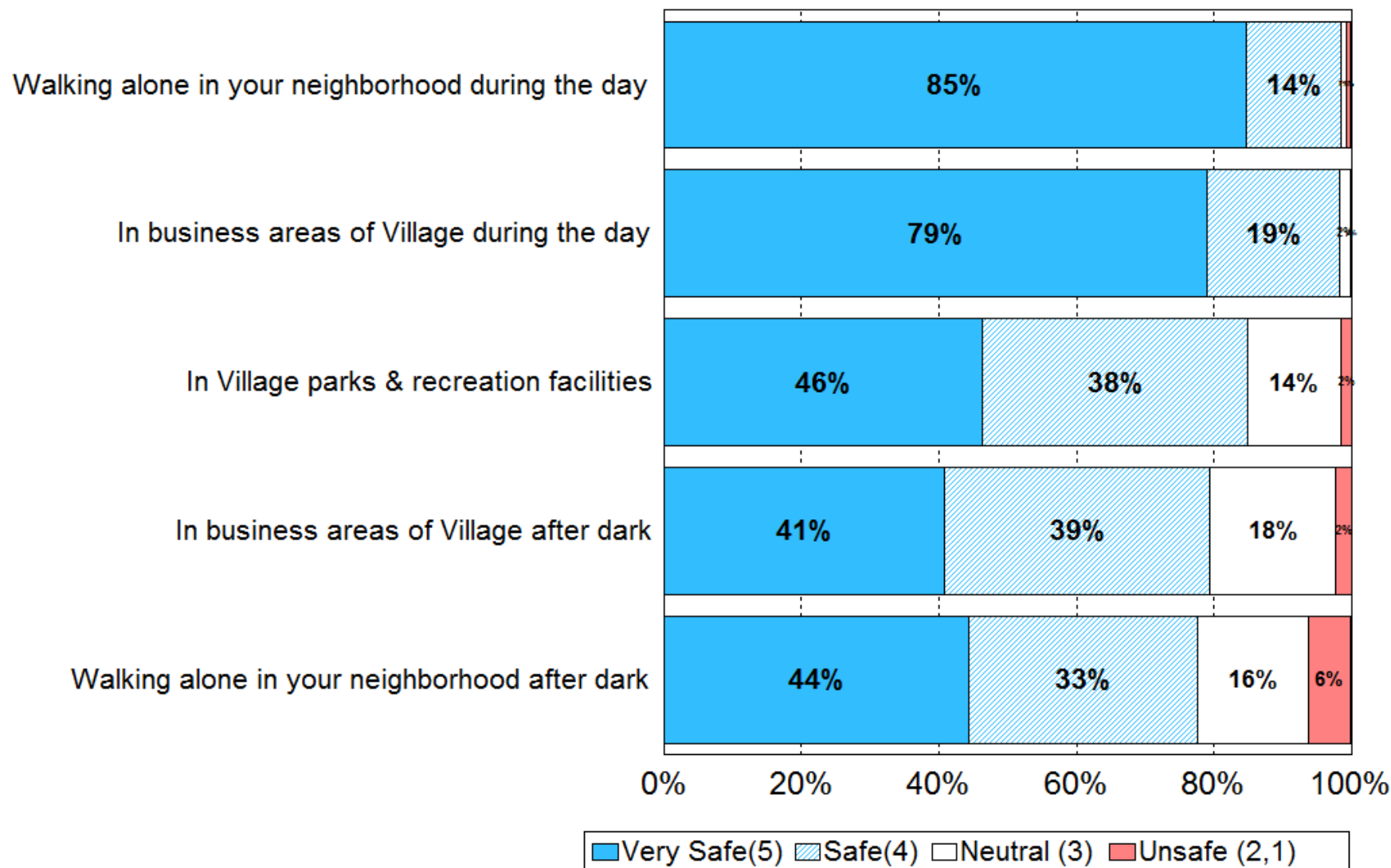


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Satisfaction Is High for All Village Services

Q5. Perceptions of Safety and Security in Pinehurst

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

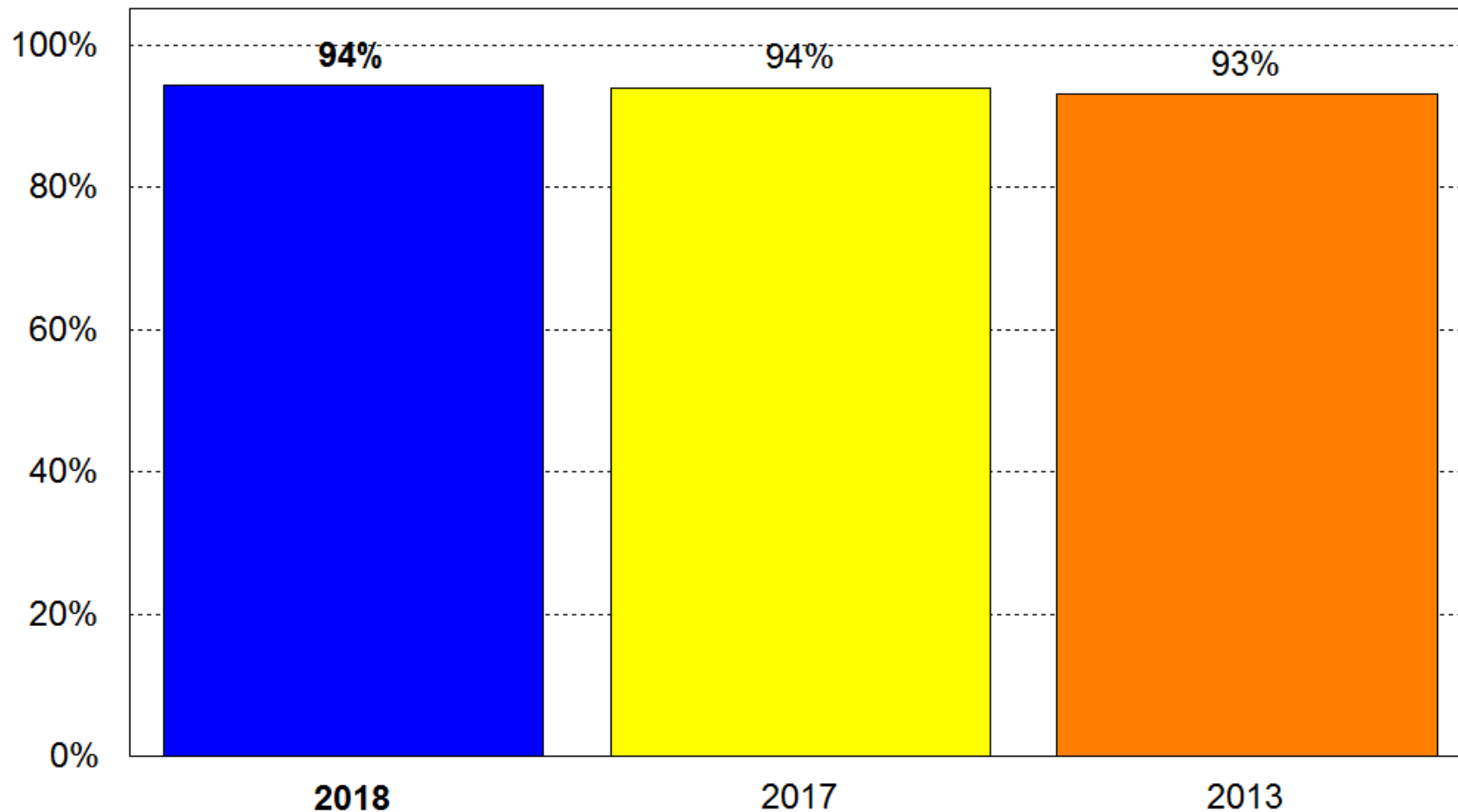


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Residents Feel Safe in Pinehurst

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

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



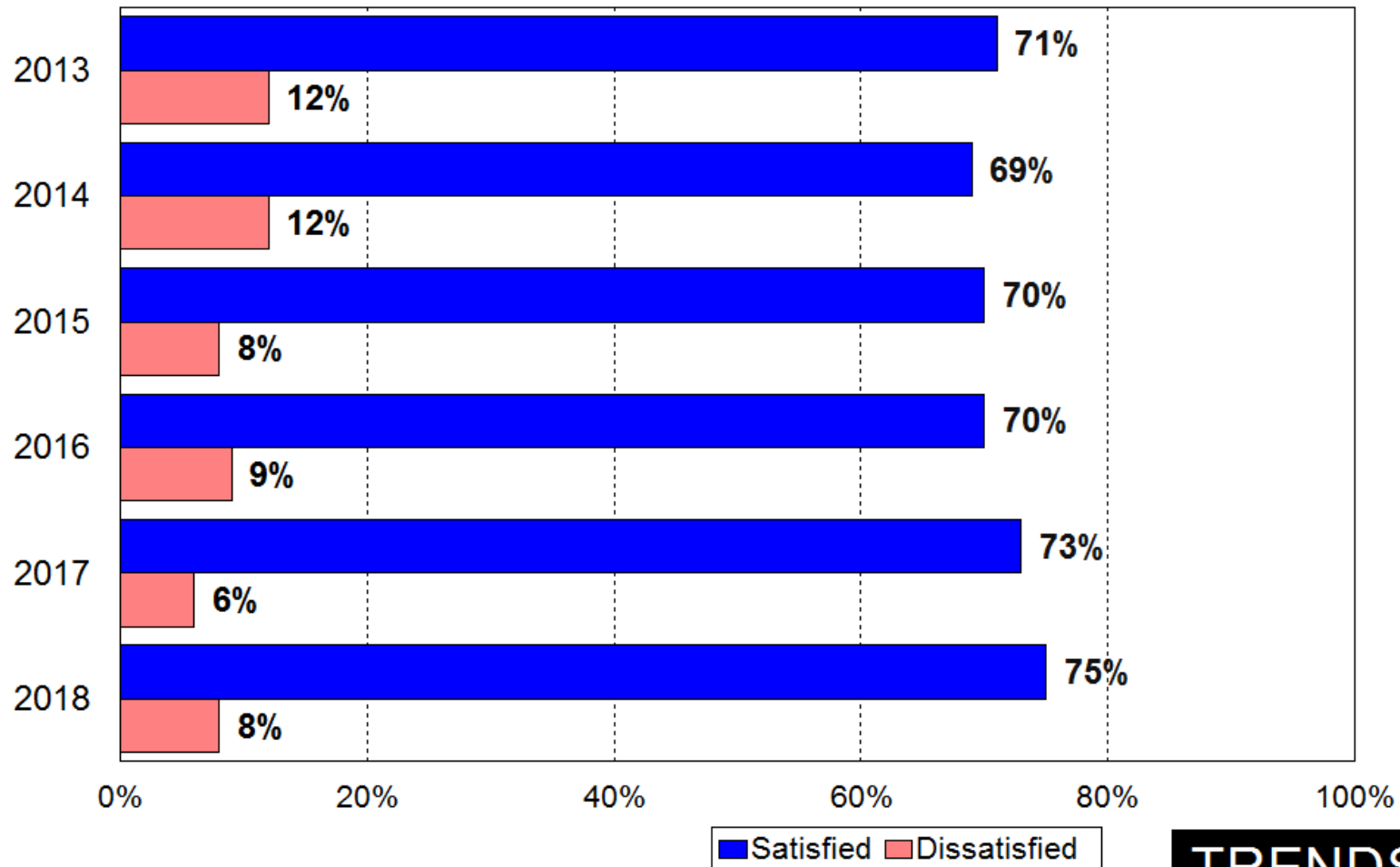
Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

94% of Residents Would Recommend Pinehurst to Others as a Place to Live

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 (2018 - Pinehurst, NC)

TRENDS

More Than a 9-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (75% vs. 8%) with the Value Received for Property Taxes Funding the Village's Operating Budget

Major Finding #2

Satisfaction Ratings Are Similar to 2017, and Remain Among the Highest in the Nation

Short-Term Trends

Notable Short-Term Increases Since 2017

- ❑ Quality of leadership provided by elected officials (+10%)
- ❑ Level of public involvement in local decisions (+7%)
- ❑ Enforcing moving/cutting of weeds/grass (+6%)
- ❑ Effectiveness of appointed boards/commissioners (+6%)
- ❑ Open Village Hall community forum (+5%)

Notable Short-Term Decreases Since 2017

- ❑ Range of amenities at parks & recreation facilities (-12%)
- ❑ Quality of outdoor athletic fields/facilities (-8%)
- ❑ Village website (-7%)
- ❑ Winter weather response on Village streets (-7%)
- ❑ Enforcement of local traffic laws (-7%)

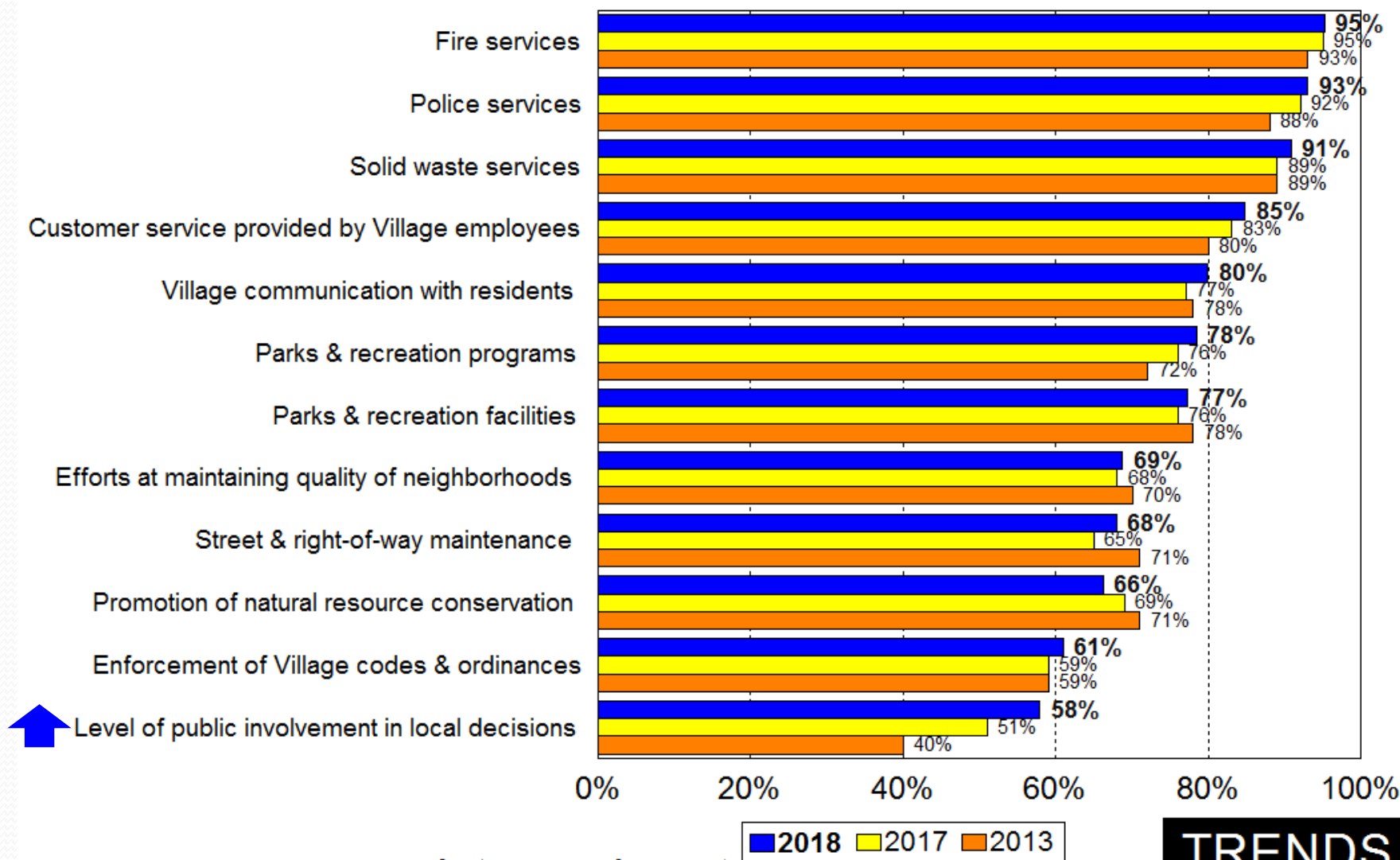
Long-Term Trends

Notable Long-Term Increases Since 2013

- ❑ Condition of existing walkways (+22%)
- ❑ Given Memorial Library programs (+22%)
- ❑ Availability of walkways (+19%)
- ❑ Level of public involvement in local decisions (+18%)
- ❑ Adequacy of street lighting (+12%)
- ❑ Quality of stormwater runoff/management system (+10%)
- ❑ Availability of info about recreation programs (+9%)
- ❑ Effectiveness of appointed board & commissions (+8%)
- ❑ Range of amenities at parks & recreation facilities (+7%)
- ❑ Progress towards strategic vision & mission (+6%)
- ❑ Parks and recreation programs (+6%)
- ❑ Yard waste collection services (+6%)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2018, 2017 & 2013

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 (2018 - Pinehurst, NC)

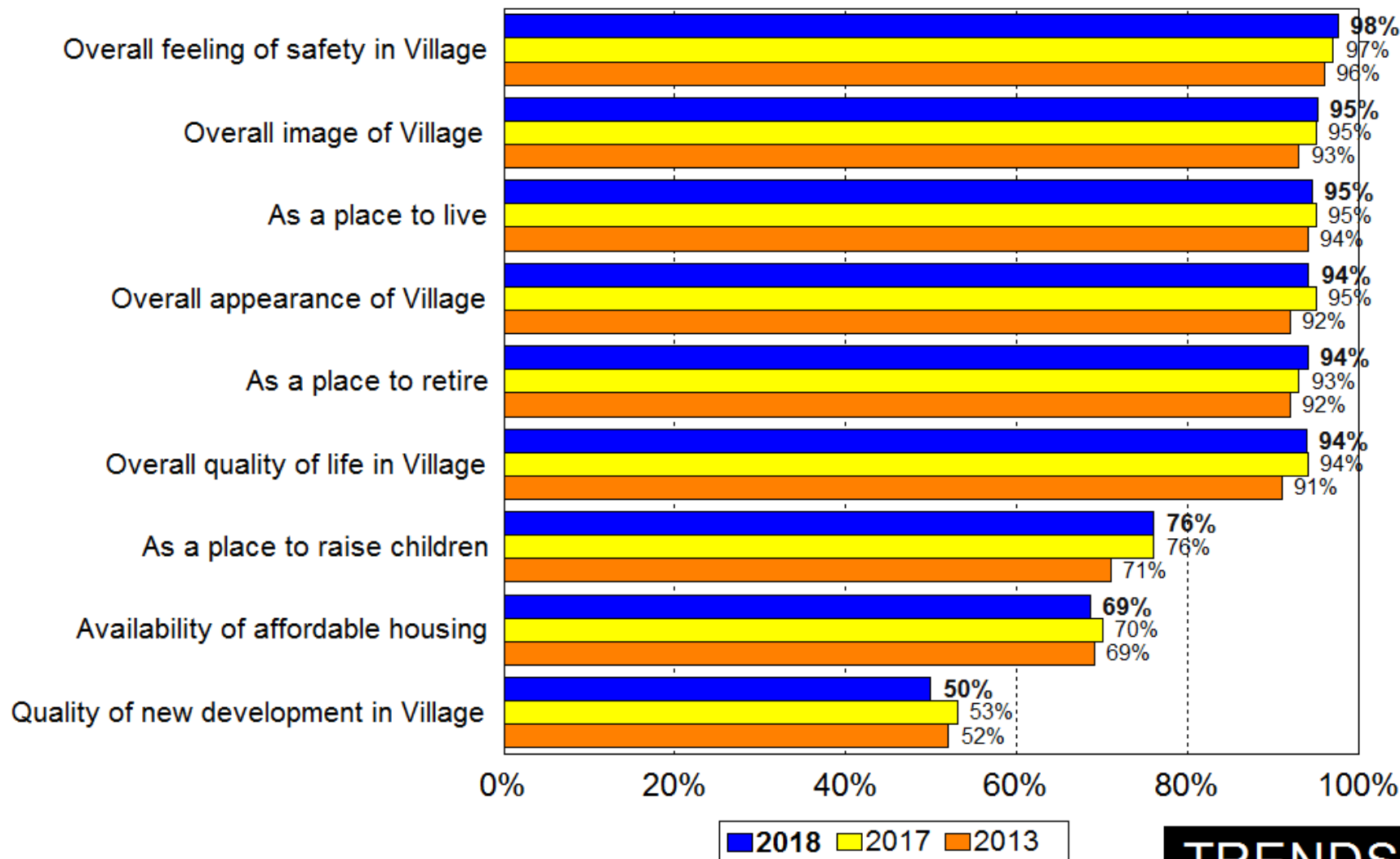
TRENDS

Significant Increases From 2017: ↑

Significant Decreases From 2017: ↓

Q4. Perception Residents Have of Pinehurst as a Community - 2018, 2017 & 2013

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 (2018 - Pinehurst, NC)

TRENDS

Significant Increases From 2017: 

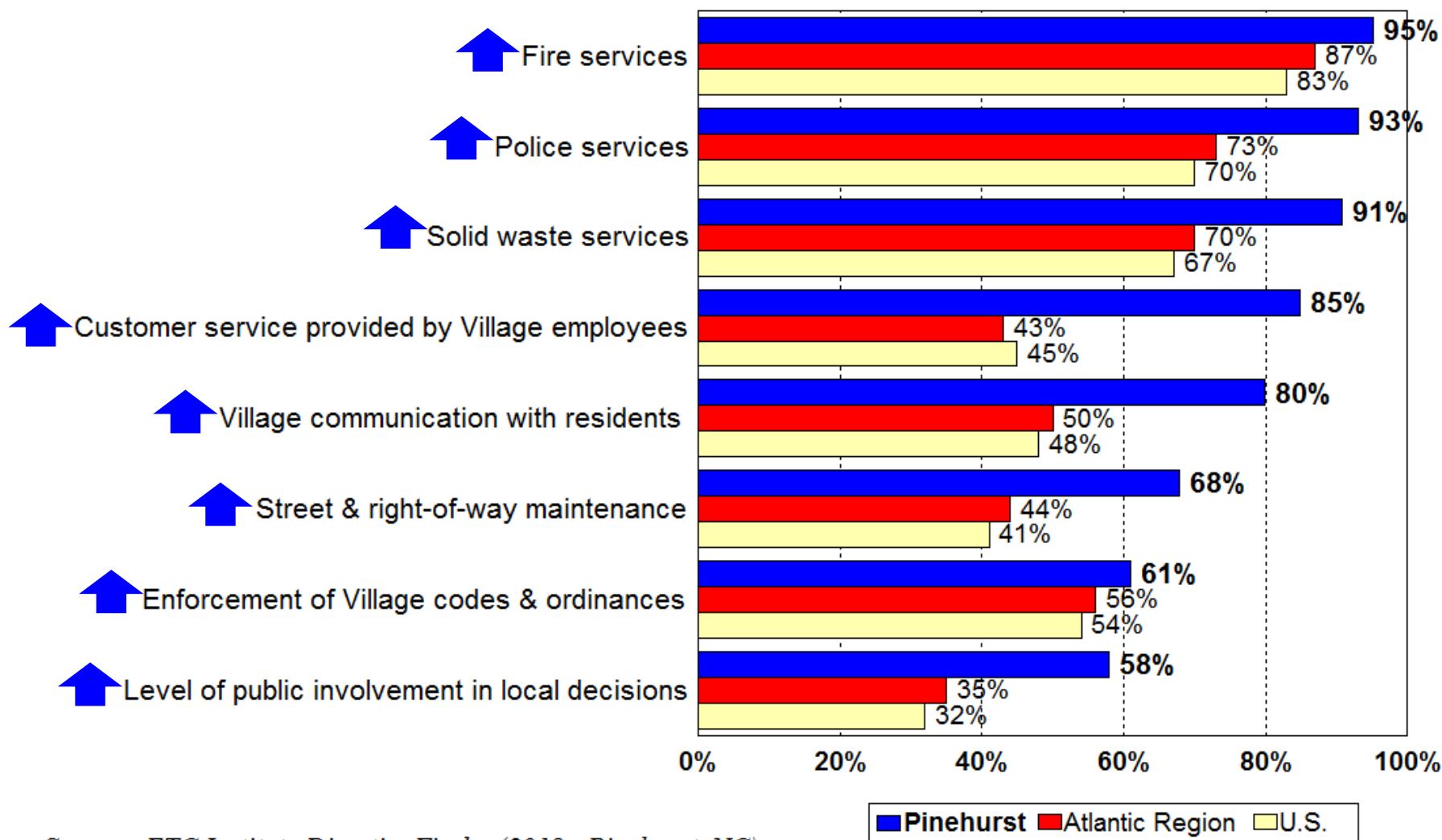
Significant Decreases From 2017: 

Major Finding #3

Satisfaction with Village Services
Is Much Higher in Pinehurst
Than in Other Communities

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)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

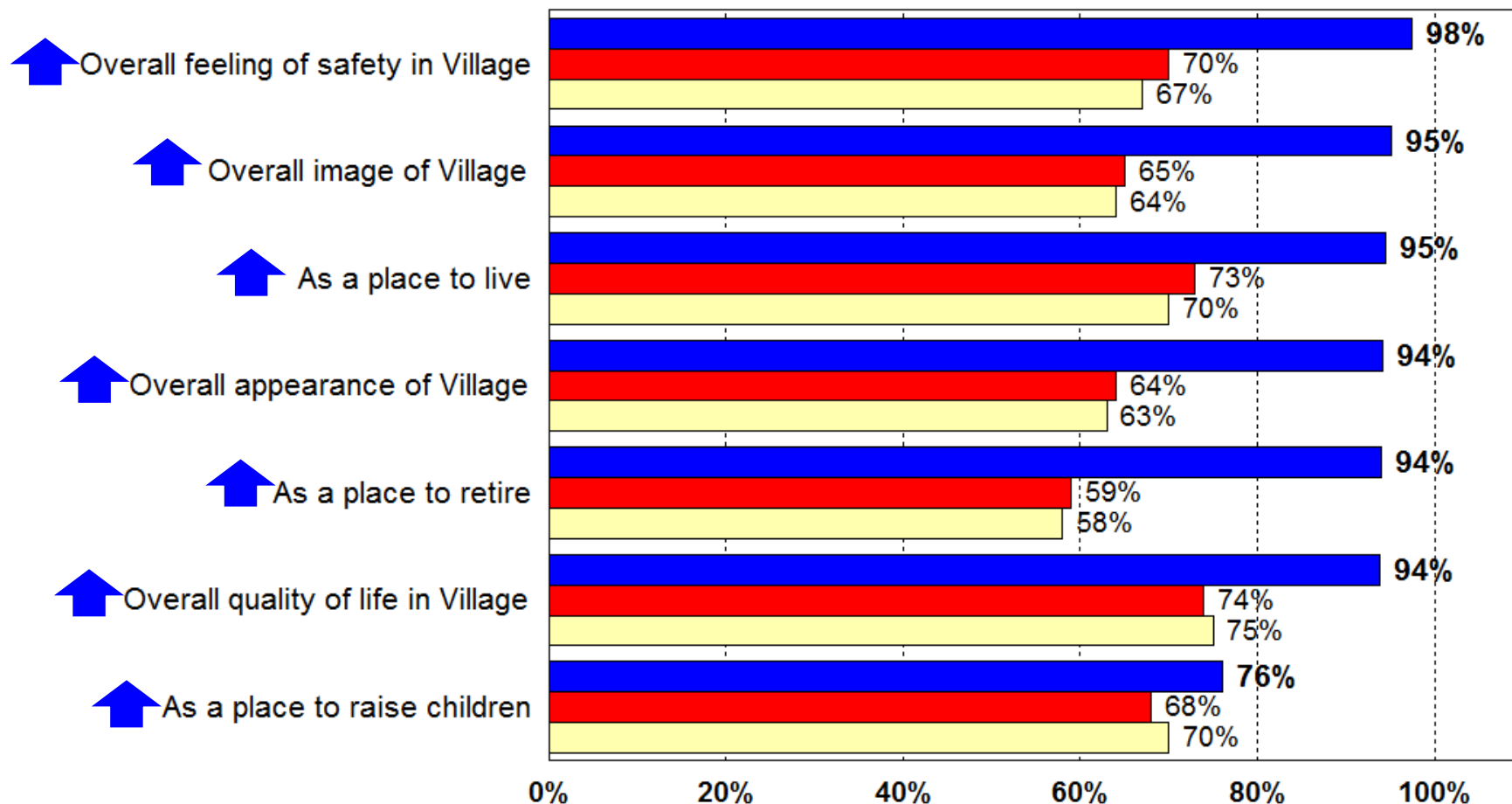
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Issues that Influence Perceptions of the Village

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 (2018 - Pinehurst, NC)

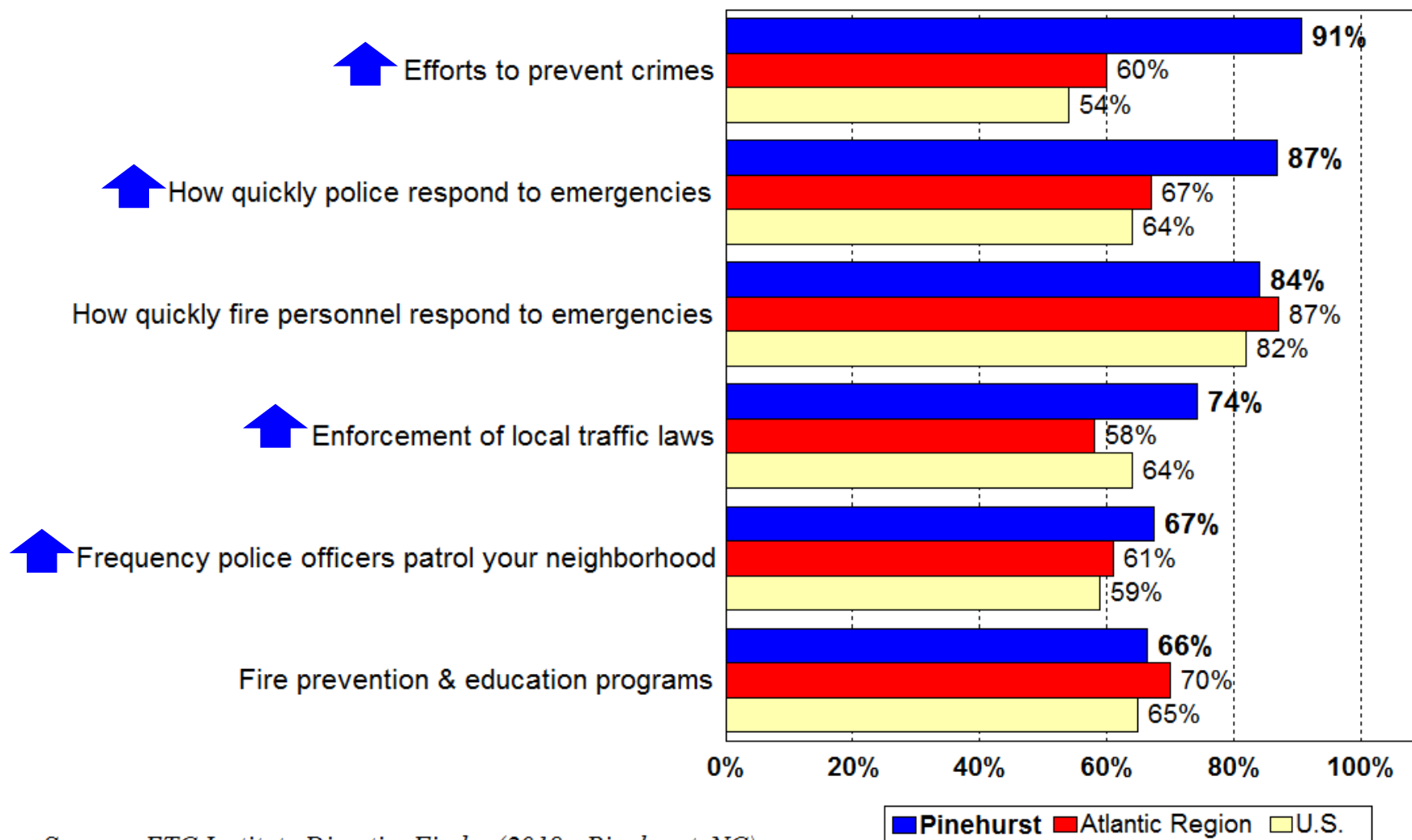
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public Safety 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)

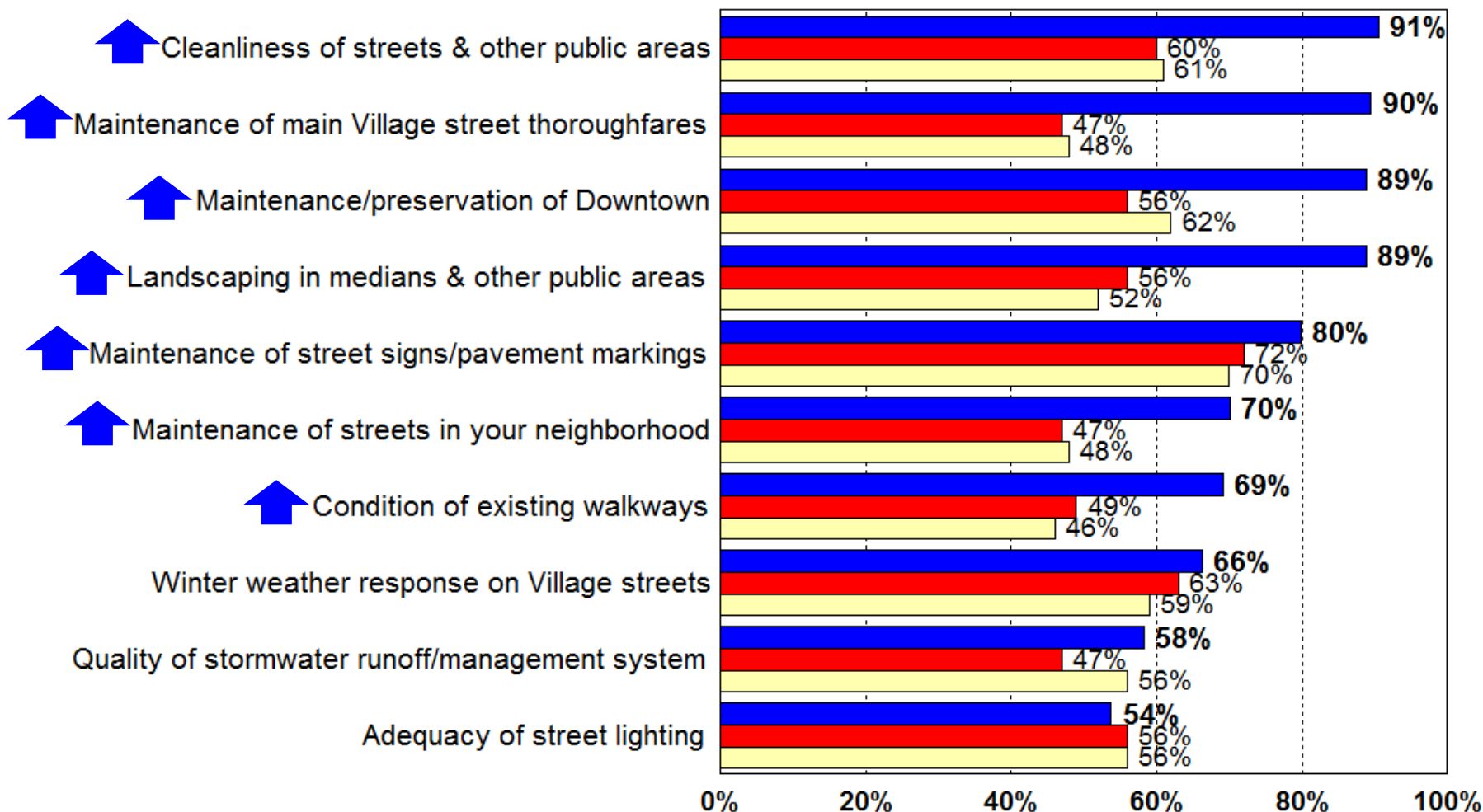


Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public 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)



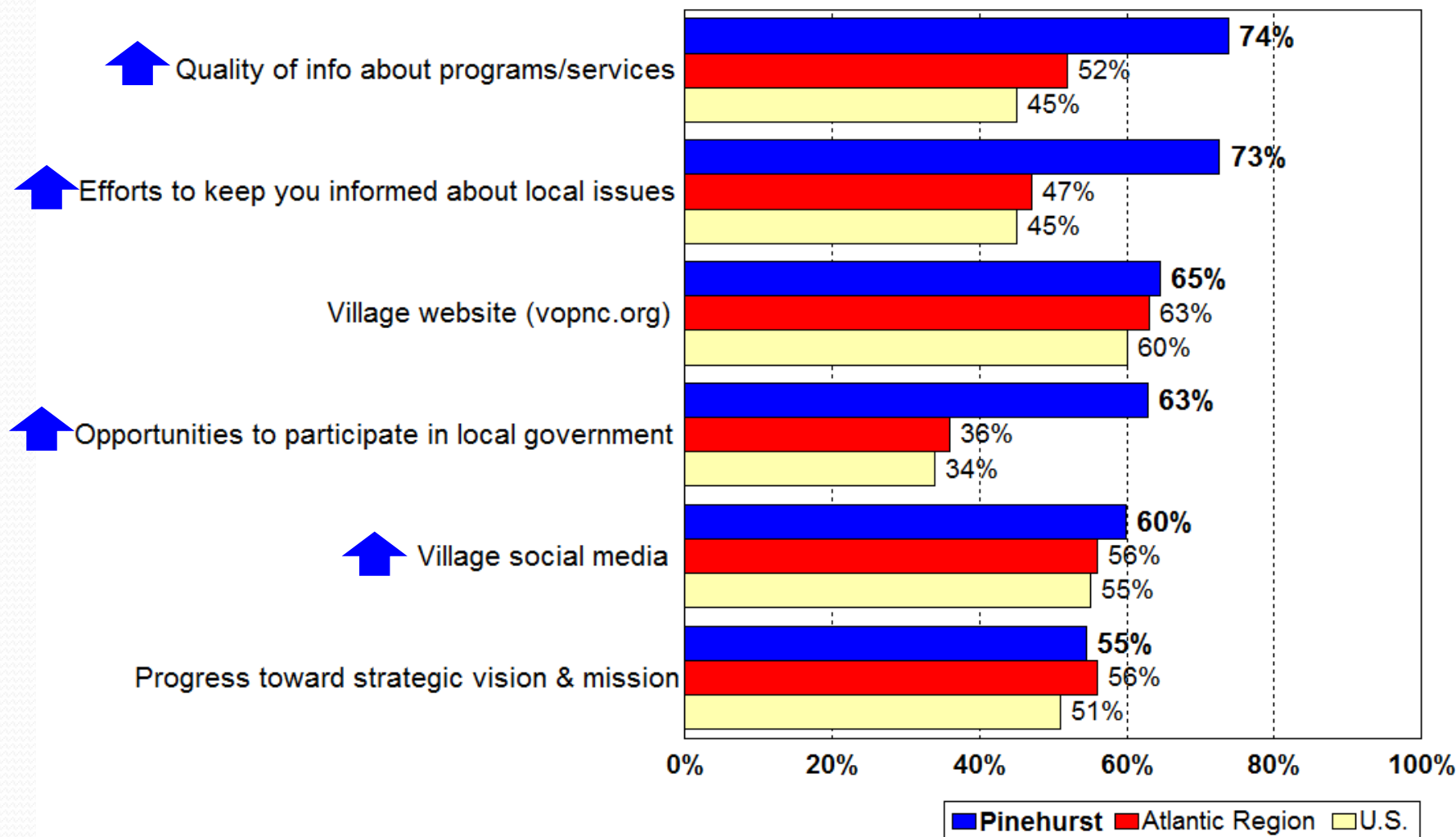
Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Communication 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 (2018 - Pinehurst, NC)

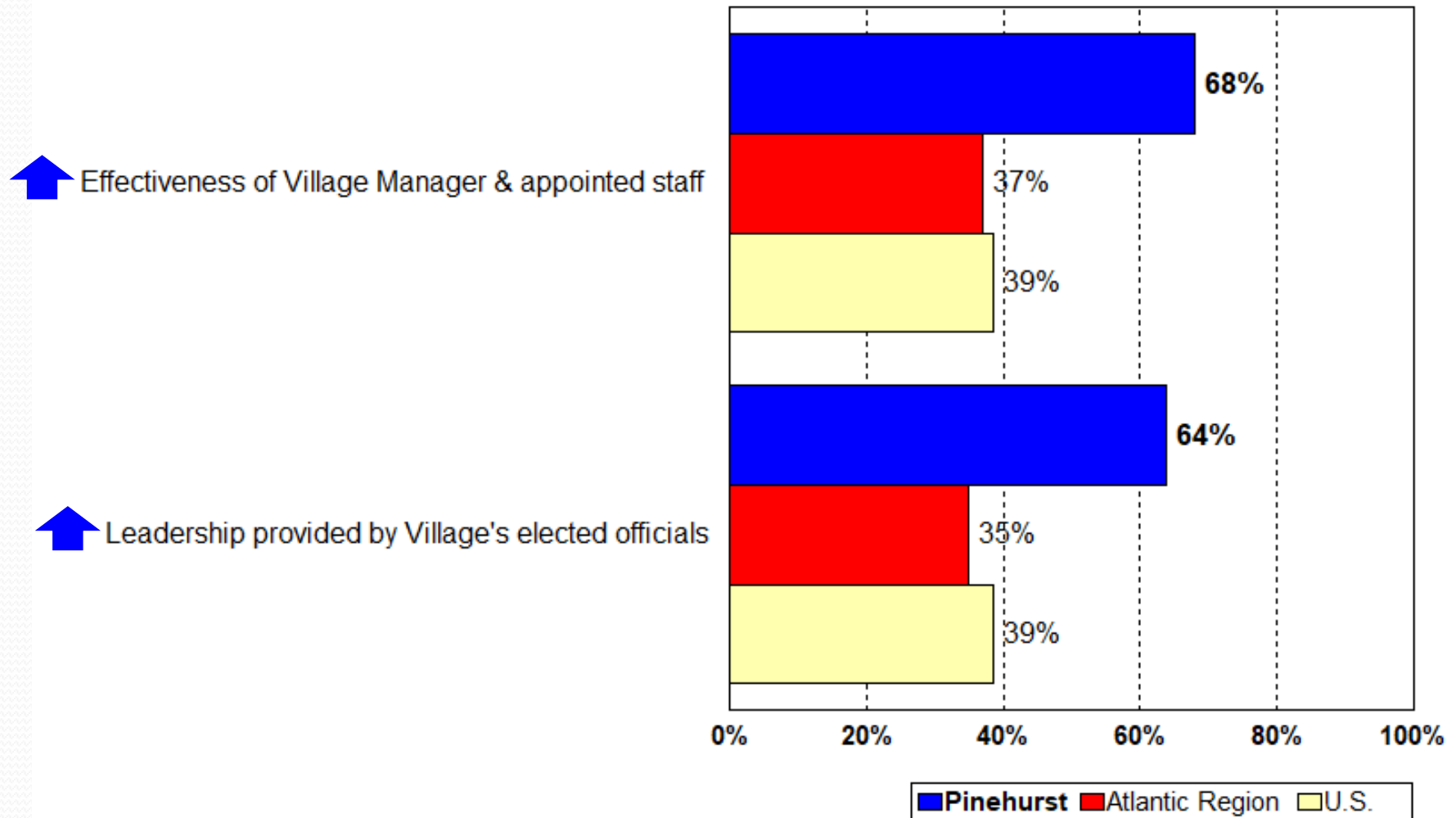
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Village Leadership

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 (2018 - Pinehurst, NC)

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #4 Priorities for Investment

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with 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)						
Village efforts at maintaining quality of your neighborhood	42%	1	69%	8	0.1324	1
Street & right-of-way maintenance	40%	2	68%	9	0.1284	2
Level of public involvement in local decisions	26%	4	58%	12	0.1103	3
Medium Priority (IS <.10)						
Enforcement of Village codes & ordinances	26%	5	61%	11	0.0998	4
Promotion of natural resource conservation	19%	7	66%	10	0.0656	5
Parks & recreation facilities	23%	6	77%	7	0.0529	6
Parks & recreation programs	18%	8	78%	6	0.0382	7
Village communication with residents	16%	9	80%	5	0.0328	8
Police services	27%	3	93%	2	0.0190	9
Solid waste services	9%	11	91%	3	0.0084	10
Fire services	15%	10	95%	1	0.0074	11
Customer service provided by Village employees	3%	12	85%	4	0.0046	12

Overall Priorities: 

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Public Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very Priority (IS >.20)</u>						
Ease of travel through large traffic circle	51%	1	37%	13	0.3204	1
Ease of travel on Highway 5	44%	2	39%	12	0.2713	2
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting	31%	3	54%	10	0.1423	3
Availability of walkways	29%	4	53%	11	0.1349	4
<u>Medium Priority (IS <.10)</u>						
Maintenance of streets in your neighborhood	23%	5	70%	6	0.0676	5
Quality of stormwater runoff/management system	16%	6	58%	9	0.0667	6
Winter weather response on Village streets (snow/ice)	15%	7	66%	8	0.0519	7
Condition of existing walkways	8%	12	69%	7	0.0243	8
Maintenance of main Village street thoroughfares	11%	8	90%	2	0.0119	9
Maintenance of street signs/pavement markings	6%	13	80%	5	0.0117	10
Maintenance/preservation of Downtown	9%	9	89%	3	0.0102	11
Quality of landscaping in medians & other public areas	9%	11	89%	4	0.0098	12
Overall cleanliness of streets & other public areas	9%	10	91%	1	0.0087	13

Public Service Priorities:

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Frequency that police officers patrol your neighborhood	33%	2	67%	5	0.1079	1
Medium Priority (IS <.10)						
Enforcement of local traffic laws	30%	3	74%	4	0.0776	2
Efforts to prevent crimes	55%	1	91%	1	0.0514	3
Fire prevention & education programs provided by Village	15%	6	66%	6	0.0499	4
How quickly police respond to emergencies	25%	4	87%	2	0.0324	5
How quickly fire personnel respond to emergencies	16%	5	84%	3	0.0259	6

Public Safety Priorities: 

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Cultural and Recreation Services

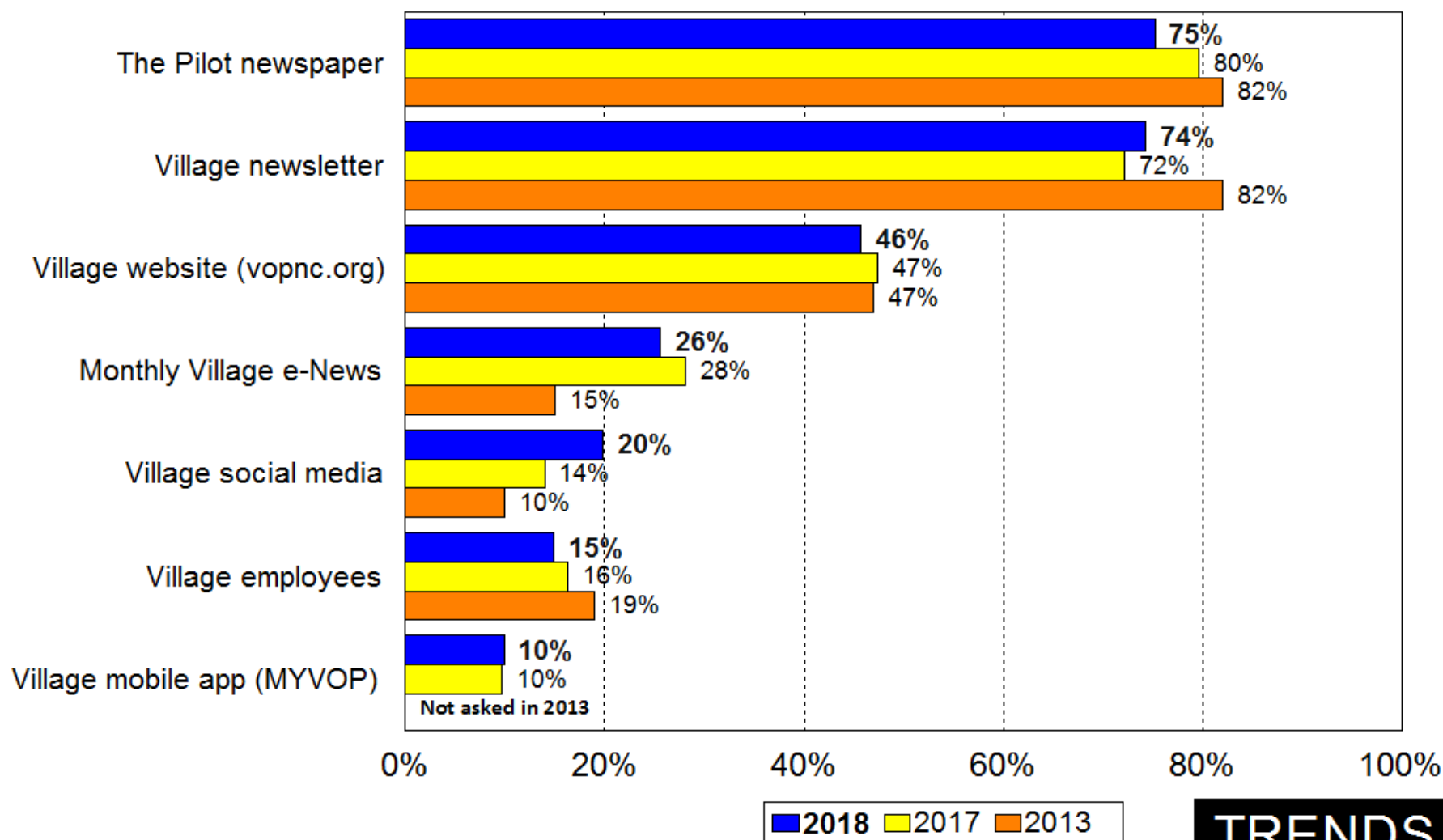
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of recreation indoor facilities	21%	5	39%	14	0.1300	1
Medium Priority (IS <.10)						
Quality of adult recreation programs	19%	7	55%	11	0.0858	2
Quality of recreation indoor facilities	14%	10	43%	13	0.0809	3
Village sponsored cultural arts events	26%	1	69%	7	0.0794	4
Quality of youth recreation programs	16%	9	54%	12	0.0728	5
Range of amenities at parks & recreation facilities	16%	8	57%	10	0.0689	6
Variety of cultural arts events/programs in Southern Moore County	20%	6	70%	6	0.0602	7
Condition of walking/greenway trails	22%	3	79%	4	0.0471	8
Availability of information about recreation programs	13%	11	64%	9	0.0464	9
Availability of walking/greenway trails	23%	2	80%	3	0.0447	10
Quality of Village parks	21%	4	87%	1	0.0287	11
Quality of outdoor athletic fields & facilities	8%	13	70%	5	0.0240	12
Availability of outdoor athletic fields & facilities	4%	14	66%	8	0.0150	13
Number of Village parks	9%	12	85%	2	0.0131	14

Cultural and Recreation Priorities:

Other Findings

Q19. Which of the following do you use to get information about the Village of Pinehurst? 2018, 2017 & 2013

by percentage of respondents (multiple selections could be made)

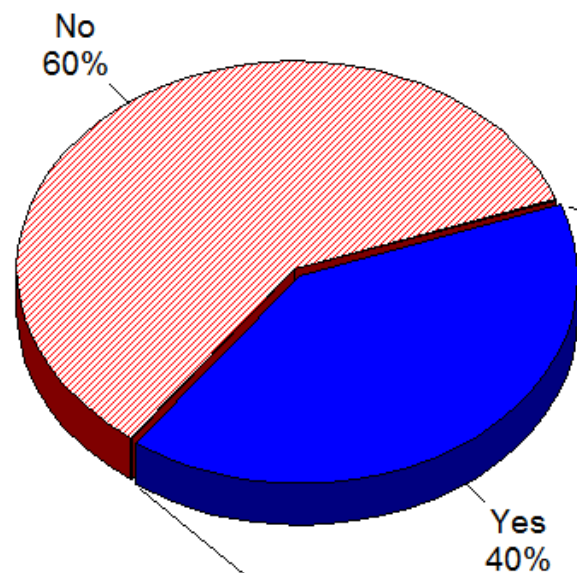


Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

TRENDS

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

by percentage of respondents



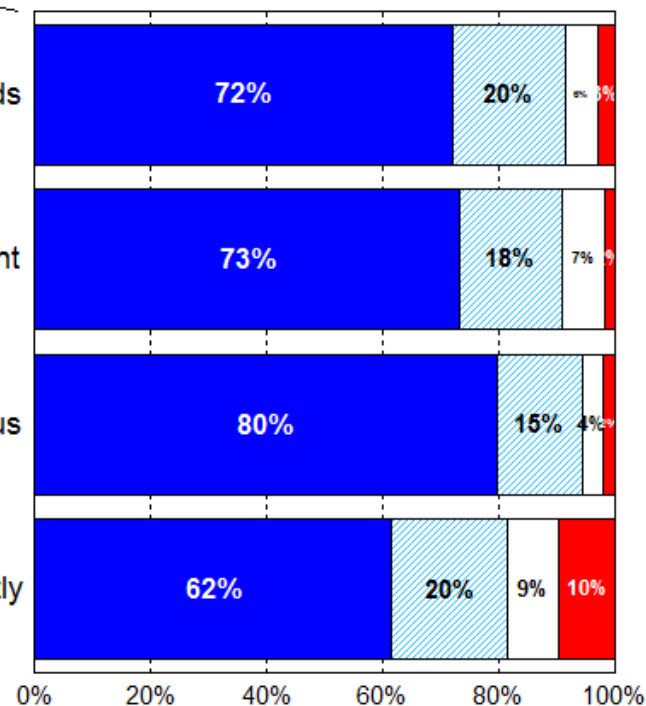
Q22a-d. Only if you have contacted the Village during the past year

Village staff was responsive to my needs

Village staff was competent

Village staff was courteous

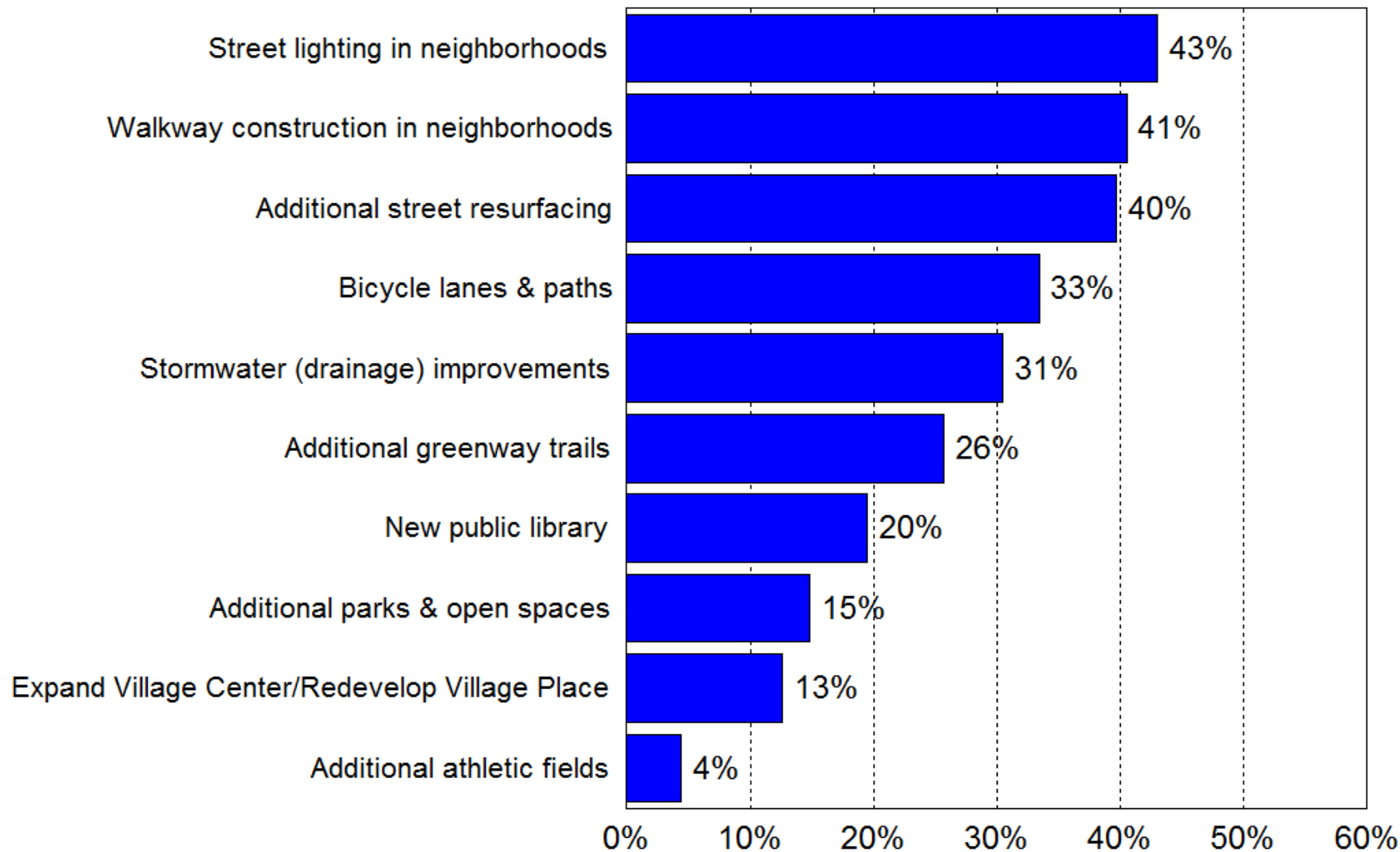
My issue was resolved promptly



■ Always (5) ■ Usually (4) □ Sometimes (3) ■ Seldom (2,1)

Q23. Capital Improvements That Residents Feel Are the Most Important

by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2018 - Pinehurst, NC)

Summary

Summary

- **Residents Have a Very Positive Perception of the Village**
 - ❑ 95% rated Pinehurst as excellent or good place to live
 - ❑ 94% would recommend Pinehurst to others as a place to live
- **Satisfaction Ratings Are Similar to 2017, and Remain Among the Highest in the Nation**
 - ❑ Satisfaction ratings have increased or stayed the same in 45 of 86 areas since 2017; and increased or stayed the same in 70 of 80 areas since 2013
- **Satisfaction with Village Services is Much Higher in Pinehurst Than Other Communities**
 - ❑ The Village rated above the U.S. Average in 50 of 53 areas, and above the Atlantic Regional Average in 46 of the 53 areas that were compared
- **Overall Priorities for Improvement:**
 - ❑ Efforts at maintaining the quality of neighborhoods
 - ❑ Street and right-of-way maintenance
 - ❑ Level of public involvement in local decisions

Questions?

THANK YOU!!

Q27. What do you like most about living in Pinehurst today?

- A safe community with a variety of activities for children and adults.
- A safe place to live.
- Ability to easily get around via car and golf cart.
- Access and quality of golf courses, easy access to health care facilities.
- Access to health care facilities.
- Access to primary healthcare. Safe and easy access to Raleigh and Charlotte.
- Almost everything I need is within 15-minute drive.
- Ambiance, history, cost of living, healthcare services, character.
- Ambiance, quietness.
- Ambiance, trees and landscaping. Small town feeling.
- Amenities.
- Amount of youth programs, parks are well maintained, safe, welcoming, clean and beautiful town.
- Appearance of village.
- Appearance, safety.
- Arts, golf, safety.
- At this time, I might say not to live here because it is getting too big. We moved to a smaller city from a larger city just for that reason.
- Atmosphere. (Mentioned three times.)
- Atmosphere, clean, beautiful flowers.
- Attractive environment. Reasonable amenities and facilities. Safe surroundings.
- Availability of community events.
- Beautiful.
- Beautiful and clean.
- Beautiful area.
- Beautiful area, great golf.
- Beautiful charm, ordinances to maintain upkeep.
- Beautiful village downtown.
- Beautiful, safe good medical facilities. Lots of good restaurants.
- Beautiful. Walkable, golf carts are a plus.
- Beauty and safety.
- Beauty and cleanliness.
- Beauty of area. Feeling of community. Beauty of surrounding areas. Quaintness of village. Interesting people from everywhere. Mild winters. Cultural activities.
- Beauty of the village; membership at PCC.
- Beauty of village; close to doctors and hospital; easy access to shopping.
- Beauty, amenities.
- Beauty, quality of life and people.
- Beauty, healthcare and great sense of community.
- Beauty; historic character; peace and quiet – all of which are vanishing fast.
- Being a small community.
- Being close to family.
- Being close to work and doctors are all within close.
- Best place on Earth to live.
- Born and raised here.
- Bucolic feeling; little traffic; housing prices.
- Calm.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Calm, safe.
- Can't say we feel the same as we did when we moved here three years ago, which was small town feel. We're losing that.
- Character of area and country club.
- Character of housing and upkeep of landscape, sense of community.
- Charm of the village.
- Charm, safety, activities.
- Clean and people.
- Clean and safe. (Mentioned twice.)
- Clean village to live in and nice people.
- Clean, safe and friendly. Affordable environment.
- Cleanliness. (Mentioned twice.)
- Cleanliness, community, safety, costs.
- Cleanliness; well kept.
- Climate, traffic, homes, southern hospitality.
- Climate, location.
- Climate/environment; low crime rate; medical facilities; overall ambience.
- Close knit community, golf.
- Close to family, rural and urban areas.
- Close to family. Medical.
- Close to golf.
- Close to hospital.
- Close to medical services, church's, shopping and wonderful neighbors and friends.
- Close to Moore Reginal, golf, and the overall beauty of the area.
- Close to shopping.
- Close to shopping centers and work.
- Code enforcement about fences.
- Comfort.
- Community.
- Community and cost of living.
- Community feeling. Friendliness. Respect.
- Community feel; clean environment; quality of safety and health services; outdoor activities.
- Community fell; safe and secure; close to work; great people; most importantly, quality of life to raise our kids.
- Community feeling, amenities.
- Community feeling, friendliness.
- Community involvement; safety and cleanliness.
- Community pride. Beautiful upkeep. Volunteers.
- Community, safety and appearance.
- Community.
- Convenience.
- Convenience to so many things, especially good doctors and hospitals.
- Convenience to work.
- Convenient location and home values are stable.
- Convenient to work.
- Cost of living, community.
- Crime free, affordable housing. Appearance, many clubs for social interaction.
- Croquet facility. Beautiful area. Good health care.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Culturally rich for a small community.
- Easy to establish a “new” life in retirement here.
- Easy to get around. Easy travel, except the traffic circle during peak times. Nice parks. Nice people.
- Environment, friendliness, activities (golf, etc.)
- Everything. (Mentioned six times.)
- Everything compared to surrounding towns.
- Everything works well, and government get input, like this survey, to meet people’s needs.
- Everything. Except it’s growing too much.
- Excellent police and fire services as well as village staff responsiveness.
- Excellent retirement area.
- Families with children around the same age as mine (11-18.) Need more opportunities for 18-30-year-olds for recreation.
- Family friendly.
- Feel of a small town.
- Feel of community with a high level of safety and security.
- Feeling of community and quality of life.
- Feeling of safety, excellent healthcare, friendliness.
- Feeling of small town, lovely surroundings, friendly people, helpful organizations.
- Feels safe
- Feels very safe and quaint. Great place to raise a family. Great schools, very affordable recreation programs.
- First health fitness center; splash pad.
- Fortunate to live here-big picture is superb.
- Friendliness atmosphere, the people in the community, private and public services.
- Friendliness of community residents.
- Friendliness of people. They truly care. Peaceful atmosphere.
- Friendliness of the retirement community, beauty of the roadside plantings,
- Friendliness, small and beautiful.
- Friendliness, safety and beauty.
- Friendly community.
- Friendly community like having younger families move into the area.
- Friendly folks; weather; close to beach, mountains, son’s home in Columbia.
- Friendly people. (Mentioned three times.)
- Friendly people, laid back living.
- Friendly, peaceful neighborhood.
- Friendly, safe, beautiful, accessible, great place to raise my kids.
- Generally safer than larger towns.
- Geographical location near beaches, mountains, great hospital.
- Gold, community.
- Golf. (Mentioned three times.)
- Golf and work are close proximity to home.
- Golf activities, CCGA is important part of this.
- Golf and ambiance.
- Golf and amenities.
- Golf and taxes.
- Golf community.
- Golf opportunities.
- Golf recreation.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Golf, golf cart, low tax.
- Golf, healthcare.
- Golf, small village.
- Golf. Affordability. Physical environment. It's fairly quiet.
- Golf. Safe. Peaceful. Nice weather.
- Good fit for quality of life requirements: convenient, small, good health care, good schools, friendly people.
- Good health care.
- Good location to places I like to go to. healthcare options and family and friends.
- Good medical care. Events throughout the year. Shopping in the village.
- Good medical facilities.
- Good neighbors, great golf NC Symphony. Good quality of life.
- Government is non-intrusive and great with essentials.
- Great location to parks. Safety. Opening of Pinehurst Brewery.
- Great neighbors, easy to go shopping, medical.
- Great place to raise a family. (Mentioned twice.)
- Great place to retire, weather, golf.
- Great quality of life, safe and friendly. With great stores and medical services.
- Greenway trails, park recreation options.
- Harris Teeter.
- High quality schools, walking friendly, safety.
- Historic center, safety, old Pinehurst.
- Historical.
- Historical village with small southern town. Unique and not cookie-cutter.
- Home town environment, good restaurants and a good hospital.
- Homes.
- Hospitals/doctors.
- How beautiful it is, how quiet it is here.
- How beautiful the city is. Clean and safe.
- I am 93 yrs. old safe neighborhoods.
- I appreciate the safety we experience in Pinehurst.
- I do not think the village does listen to its residents.
- I feel it is safe in Pinehurst. Safety is a huge concern for me and to feel fairly safe in my neighborhood is a huge plus.
- I feel safe. It is beautiful, sense of community.
- I like it.
- I like that it is a safe place which to raise my children, like that over the past 11 years since we moved here it has become more family friendly and accepting of young families especially military families.
- I like the beautification projects in the village; i.e. flower planters and beds.
- I like the quaint atmosphere.
- I like the rural pleasant surroundings and the friendly people who live here.
- I love the community feel of the area.
- I love the sense of community cleanliness and safety.
- If it were not for resort, would have a very little value.
- It is a beautiful, and well-kept community. I feel that our taxes are put to good use, and there is a great sense of community being built by the local government and residents. For a family with young children, I feel it is an extremely safe community that allows us to comfortably go to parks, grocery store, or restaurants.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- It is a quiet place. It is a beautiful area and the community is very friendly.
- It is beautifully maintained.
- It is pretty, upscale and safe.
- It is quaint.
- It is safe
- It is safe, and you keep the historical value of the village intact.
- It is a small and very safe. This is the safest place I have ever lived in 30 years. Keeps crime down.
- It's a beautiful and safe place to live.
- It's a beautiful day in Pinehurst.
- It's a beautiful place to live.
- It's a beautiful, small, quiet and safe community.
- It's a clean beautiful and peaceful place to live.
- It's a nice village with a range of housing. The village staff have always been very helpful and courteous. The area has great health care.
- It's a pleasant place to live but I fear the future due to increased population. More people, more traffic and more roadside garbage which I've noticed already.
- It's a small town and friendly. Traffic is not too bad yet.
- It's beauty and great dining.
- It's just beautiful just please keep the median on 211 at the traffic circle mowed and clean.
- It's past.
- It's quiet, clean and safe place to live.
- It's quiet place to live with very nice people around, very pet friendly to live.
- It's quiet.
- It's safe and impresses friends and family that live other places.
- It's safe and quiet.
- It's safe.
- It's still small, safe and quaint, but also more progressive than when I was growing up. It's relatively safe and clean, and pretty.
- Keep it quaint.
- Left a big city. Love it here.
- Less crime, beautification of area.
- Life style.
- Live here for my family only. Close to beach and mountains. Some quaintness, but would have preferred to be over in Southern Pines where the entitlement is lower and the whole I have money thing doesn't matter. Enjoy some of the shops downtown and the farmer's market. Holly Festival is fun.
- Lived here's since 1974 as good as it gets.
- Living close to family proximity to social recreational outlets clean charming village.
- Living in a clean quaint small town.
- Living in old town within walking distance of the village center and the atmosphere of that area.
- Location.
- Losing its unique. Current leadership has chosen to focus on young families at the sacrifice of a high-quality retirement location.
- Love the charm, homes, landscape, village.
- Love this place.
- Lovely.
- Lovely village center and surrounding streets are perfect.
- Lovely, beautiful community; sense of community pride.
- Low crime safety. Quality accessible healthcare.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Low crime rate, golf, climate.
- Low crime, sense of community.
- Low crime, wonderful health facilities.
- Low tax, safety.
- Low tax, security, golf.
- Low taxes in a safe and attractive community.
- Low taxes, golf, weather.
- Low taxes. Safe place to live. Close to medical facilities.
- Low volume of traffic.
- Medical.
- Medical and hospital
- Medical facilities.
- Medical facilities, trash removal, quick emergency response.
- Medical service.
- Medical services.
- Medical services/availability. Small town “feel.” Cost of living climate.
- My home.
- My home, property, friends.
- My neighbors.
- My own home and community of friends and work in the schools.
- Natural habitat that remains.
- Near family and sense of community.
- Near family was born and raised here, came back in 2011 like living in small town.
- Neighborhoods, appearances of houses.
- Neighborhoods. Easy to get around.
- New homeowners. Close to work and love my home. Enforce keeping up your property.
- Nice area.
- Nice country atmosphere.
- Nice people.
- Nice safe area.
- Old town Pinehurst is such a lovely place. I love having guests in town and taking the to the village for dinner or shopping. This place has held a piece of my heart since I was a little girl and my grandparents brought me here on picnics. Truly honored to live here.
- Outdoor concerts.
- Overall quality of life. (Mentioned twice.)
- Pace of life, and quality and variety of amenities.
- Pace of life. (Mentioned twice.)
- Peace, quiet, safety. Nice places to eat around town, clean and well-maintained neighborhoods.
- Peaceful.
- Peaceful quiet friendly neighborhood.
- Peaceful, caring.
- Peaceful, quiet, safe.
- People. (Mentioned twice.)
- People, our neighborhood, outdoor activities year-round.
- People, quaint lifestyle.
- People, safety.
- People, sense of community.
- Pinehurst is beautiful I feel safe.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Pinehurst is safe clean. Property values are good.
- Pinewild owner, country living. Security.
- Pleasant conditions.
- Police patrolling the areas, feeling safe.
- Police, fire, and garbage.
- Pretty much no hassle, safe living.
- Privacy.
- Proximity of medical services.
- Proximity to all things that are important.
- Proximity to everything we need, overall cleanliness of the neighborhood.
- Proximity to good health care, open spaces, small downtown area.
- Proximity to hospital.
- Quaint small town.
- Quaint, clean, safe.
- Quaint, quiet, clean.
- Quaintness.
- Quaintness, village atmosphere, upset image.
- Quality community that represents value. Important to my family.
- Quality of hospital, village, safe community.
- Quality of life and maintenance of village.
- Quality of life. (Mentioned five times.)
- Quality of life and medical care.
- Quality of life for myself and my family.
- Quality of life is excellent. Village atmosphere.
- Quality of life, beauty.
- Quality of life, family, and friends in close proximity, as are local shops, restaurants, etc.
- Quality of life, great dining.
- Quality of life, including safety, resources for health, safety and recreation.
- Quality of life, medical and safety.
- Quality of life, quiet.
- Quality of life, safety, environment.
- Quality of life, good country club, decent weather, good healthcare.
- Quality of medical and safety activities.
- Quality of places to shop. Have a lot of good friends.
- Quality of school, feeling safe, charm.
- Quality of the community, people, schools.
- Quiet. (Mentioned four times.)
- Quiet, peaceful.
- Quiet and relaxed.
- Quiet and safe.
- Quiet and safe place to live, great sense of community.
- Quiet community. All medical service are available close by.
- Quiet lifestyle.
- Quiet neighborhood.
- Quiet neighborhood. Traffic is good near where I live.
- Quiet pretty and safe.
- Quiet residential.
- Quiet safe and beautiful.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Quiet small-town charm and safety.
- Quiet, beautiful area.
- Quiet, beautiful community.
- Quiet, clean.
- Quiet, friendly, good weather.
- Quiet, golf availability.
- Quiet, not commercial.
- Quiet, peaceful, well-kept neighborhoods.
- Quiet, safe.
- Quiet, safe, excellent library.
- Quiet, safe, good community atmosphere.
- Quiet, safe, medical care.
- Quiet, safe, well-maintained neighborhood.
- Quiet, upscale.
- Quiet, well maintained.
- Quiet; quality of life; safety; appearance.
- Quietness and safety.
- Quiet and close to grocery store and other stores.
- Quiet city. Good police and fire protection.
- Quiet community. Low property taxes. Great hospital nearby.
- Reasonable cost of living for the quality of services and opportunities provided.
- Recreation activities for kids, walkability to school and parks, small community feel.
- Relaxed and laid-back lifestyle.
- Resort town feel.
- Retirement activities.
- Rural, “green” feel of the neighborhoods. Love life among the tall pines.
- Safe. (Mentioned four times.)
- Safe and beautiful.
- Safe and beautiful community.
- Safe and clean.
- Safe and comfortable place to raise a family.
- Safe and quiet.
- Safe area to raise family.
- Safe area with a low crime rate. Very pretty place to live.
- Safe area, beautiful surroundings, small but people from all over the country.
- Safe family friendly community.
- Safe good place to raise kids.
- Safe place to live.
- Safe place to live. Responsive staff at village offices. Close to large cities.
- Safe place to raise children.
- Safe place to raise kids, great school district, lots of outdoor activities for families.
- Safe quiet and keep it beautiful. Green but functional. Modern quaint charm of a village.
- Safe, attractive, low cost of living.
- Safe, clean town with access to many golf courses. Nearby health services, and the predominance of an older demographics are all positives.
- Safe, clean, sense of community, social programs, parks, activities for children, elementary school quality.
- Safe, family friendly.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Safe, friendly, lots of family friendly events
- Safe, lot to do, gorgeous.
- Safe, low cost of living.
- Safe low traffic most of time.
- Safe, nice clean, historic.
- Safe, quaint.
- Safe, quaint, health care, not a rushed life style.
- Safe, quiet, clean, stable property values.
- Safe quiet, stable environment with a nice mix of people.
- Safe, small town
- Safe, well kept, quiet.
- Safety. (Mentioned twelve times.)
- Safety and low crime.
- Safety and activities events offered.
- Safety and beautiful appearance.
- Safety and beauty of area
- Safety and comfort; quality of life.
- Safety and culture activities.
- safety and environmental awareness.
- Safety and proximity to family and shopping.
- Safety and quality of life. Quiet neighborhoods.
- Safety and quiet.
- Safety and quietness of town, charm, walking downtown and driving by the golf courses.
- Safety and security.
- Safety cleanliness and beauty.
- Safety is primary. Better lighting on streets, drainage problems need work.
- Safety quality of housing and public schools.
- Safety schools, sense of community.
- Safety, aesthetics of village and cleanliness, close to excellent health care facilities.
- Safety, beautifully maintained.
- Safety, beauty, residents, golf.
- Safety, charm, friendliness, amenities like programs.
- Safety, community, many outdoor opportunities.
- Safety, excellent medical facilities, great police protection.
- Safety, family oriented, quiet.
- Safety, golf.
- Safety, friendly, beauty.
- Safety, good schools, quaint and charming.
- Safety, kid friendly activities, education.
- Safety, peaceful, quiet.
- Safety, public schools, sense of community, easy access to grocery stores, beautiful trees and nature.
- Safety, quiet, close to work.
- Safety, quietness, village is accessible.
- Safety, schools.
- Safety, schools, golf, nice community, quiet.
- Safety, security, cultural opportunities.
- Safety, shopping, golf.
- Safety, weather, beauty.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Safety, low traffic overall, climate and golf access.
- Safety, quality of life and sense of community.
- Safety, school quality, green environment meaning trees and grass. Peaceful community.
- Safety. Size of community small enough to feel connected/belonging plus no real traffic. It's beautiful, especially because of the village's attention to code enforcement, landscaping and maintenance.
- Safety; good family community.
- Safety; small town community events/opportunities; beauty of golf courses/nature/trees/landscape in village; quality restaurants and stores.
- Safety, historical, small town feel.
- Schools and community activities/family.
- Schools, community activities. Schools, walking and a small-town feel.
- Senior community, affordable taxes (fixed income widower,) retirement area.
- Sense of community. (Mentioned three times.)
- Sense of community and safety.
- Sense of community. Easy to navigate. Lots of resources.
- Serenity golf.
- Serenity of neighborhoods. Access to so many activities.
- Serenity.
- Serenity, golf.
- Shopping, medical services.
- Size. (Mentioned twice.)
- Size and proximity to essential conveniences.
- Size/population.
- Slow pace.
- Slow quiet and not having the direct TV's that other communities have.
- Small.
- Small community.
- Small community (at present,) everything is close.
- Small community feel. Convenient, medical, shopping, eating and activities. Beauty.
- Small community feeling, schools, recreation/parks.
- Small community size and ease of navigation. Small friendly town with great sense of safety and medical facilities.
- Small sophisticated town atmosphere.
- Small tow atmosphere. (Mentioned six times.)
- Small town atmosphere many bars and dining opportunities.
- Small town atmosphere, amenities provided by the resort, safety and good neighbors.
- Small town atmosphere, friendly people.
- Small town atmosphere. Friendly people. Safety and convenience.
- Small town charm and it's very safe.
- Small town community.
- Small town community feel.
- Small town feel. (Mentioned ten times.)
- Small town feel and seeing more young people in the village. Makes it feel more vibrant.
- Small town feel in more urban area.
- Small feel sense of community, beautiful, security.
- Small town feel that is well taken care of.
- Small town feel with amenities.
- Small town feel, beauty, low crime, clean, charm.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Small town feel, but with great people.
- Small town feel, resort access, restaurants.
- Small town feel, safe environment, love the village green, the farmer's market and community events on the green. Walkable communities are popular again. Live After 5 and Shakespeare in the park are highlights of civic life here. The village ought to financially support Shakespeare in the park and market this aggressively to Raleigh/Charlotte etc. as a fun event.
- Small town feel, shopping, medical needs all close.
- Small town feel, small local business.
- Small town feel. Secure, safe and clean.
- Small town feeling and many activities for my age group.
- Small town feeling with major health facilities.
- Small town look and feel, availability of a variety of recreational programs and sports, availability of cultural/arts programs.
- Small town setting, friendly people, medical and fitness facility, natural beauty, good weather.
- Small town, beautiful. Very good village leadership.
- Small town, friendly, safe.
- Small town, friendly.
- Small town, location.
- Small town. Beautiful courses, close to artery to airport.
- Small town/village. Clean air.
- Small town – golf availability – weather – cost of living and taxes are low.
- Small village.
- Small village atmosphere even though we are now 14,000 plus. Improved here when we were 6,500.
- Small village feel.
- Smallness, lack of traffic.
- Social activities.
- Solid waste services personnel are very nice and do a great job.
- Standard of living, safety, cleanliness.
- Still quiet and peaceful place to live.
- Still country atmosphere in village, cleanliness, friendly residents.
- Still has a small-town feel.
- That it is still better than most other cities I have lived in, but has declined since I moved here.
- The ambiance and history of downtown Pinehurst.
- The amount of good eating places.
- The area is beautiful. And I love the history too. Also, the close restaurants and grocery stores.
- The availability of quality healthcare and facilities.
- The beauty and sense of community in a small village.
- The beauty of it.
- The beauty of Pinehurst. I feel blessed to be living here.
- The beauty of the area especially the town, the lake, and Midland rd.
- The beauty of the village and being a member of Pinehurst Country Club.
- The changing demographic that is fueling businesses, more dining options, and new business opportunities.
- The charming downtown village and the safety.
- The club, activities, the lake.
- The downtown area with all the dining, shopping, cultural events.
- The downtown village. More should be done to get residents to go on a regular basis.
- The fellow residents have so far been welcoming of having a quirky neighbor.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- The friendly people and small-town feeling.
- The friendly people, comfortable living. And golf.
- The golf opportunities, the medical facilities.
- The history and sense of community.
- The history, the people, the culture.
- The mix of population; the condition of housing location.
- The most appealing things about living in Pinehurst are the charm and character of the village, the low crime, and the recreational amenities.
- The neighborhood and sense of welcome.
- The number of golf courses.
- The opportunity to live here 50 years.
- The overall beauty of the area.
- The overall quality of life in Pinehurst offers is good.
- The peace and quiet the area provides when compared to Baltimore – Washington metro area.
- The peace and quiet, low taxes. Nice people. Beautiful area in which to live and priced for all.
- The peace and the pines. Downtown but it must be kept robust from a shopping and dining perspective.
- The people. (Mentioned twice.)
- The people are great, but the village has lost its way on preserving the village. What are you thinking (with) food trucks, parking structures?
- The people, low crime, police force, love Camelot park, good schools, nice downtown area.
- The Pinehurst New Comers Group.
- The quaintness and sense of community.
- The quality of life and residents in out village – we are blessed.
- The quality of life in what we see as an upscale type of community.
- The quirt and the safety of the neighborhood.
- The quietness and ambiance.
- The residents we have met over the past 20 years, most really care about this community and are actively involved in volunteer activities.
- The safety and the appearance/culture of the village.
- The safety this community provides. The friendly and beautiful town.
- The safety.
- The security and safety and the general kindness and friendly helpful attitude of most people and neighbors.
- The sense of community.
- The serenity. It is very peaceful and very safe and beautiful.
- The small-town atmosphere and peaceful feeling.
- The small-town charm and quality of living.
- The small-town sense of community, village center, excellent health care.
- The small village feel and sense of security.
- The small village feel.
- The uniqueness of the village.
- The village atmosphere.
- The village center.
- The village the way it is now.
- The weather.
- Too crowded not the same service prior to expansion.
- Traffic and friendly people.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Trails and parks. Wish there was a park on village Acres side of the highway. Also, sidewalk or bury street like Longleaf.
- Unique one-of-a-kind historic area. Beautiful and scenic. Variety of international restaurants.
- Used to love living here. Now it is too loud.
- Variety of eating places.
- Very attractive small-town living.
- Very safe.
- Very safe, clean place to live. Overall beauty of the village.
- Village character, small town, low traffic, PCC amenities.
- Village feel, recreation programs, village sponsored events.
- Visiting the parks and events downtown like Live After 5, Oktoberfest, Tree Lighting.
- Walkways, quietness, location to outside shopping areas and neighbors.
- Walmart.
- Was quiet, conservation.
- We appreciate how Pinehurst is trying to become more family friendly, but if you want more families to come you have to keep providing more family activities.
- We can vote out the people on the VOP board.
- We have a great neighborhood of complaints. We enjoy the music in the park.
- We have a PCC silver anniversary plaque. We retired a long time ago. It has been a wonderful place to live and expect it to continue to be so.
- We have been lucky to live in a quiet area from traffic, and barking dogs, loud music, parties, etc.
- We like the ease of getting around and the small-town feel.
- We like the quiet, laid back atmosphere of Moore County with it's rural setting. Pinehurst is a unique place and the small-town vibe needs to be preserved.
- We love how safe it is, and all of the events.
- We love the quiet and old beauty of Pinehurst.
- We moved to Pinehurst 18 years ago, many changes quality of life during this period in balance, have not been improvements.
- We moved to Pinehurst from south Florida and were attracted to the area by the small town feel and sense of community. We also appreciate all the green areas.
- Weather. (Mentioned twice.)
- Weather. Small town feel. Safety.
- Weather, golf, affordability for retirement.
- Weather, golf, ambiance.
- Weather; diverse neighborhoods; sense of community.
- Well kept, sense of community, historic town.
- Well maintained town, low cost of living.
- What I say to all my friends is that I have never lived so close to everything that I need and want to do.
- Wonderful location to raise a family.
- Wonderfully historic community of NC. Great quality of life.
- Would like to go back to 1985. No children.

Q28. What do you like least about living in Pinehurst today?

- 25MPH speed limit.
- 25 MPH speed limit. Accurate and factual crime reporting. Little to offer locals. Golf carts on main roads.
- Aberdeen, NC traffic.
- Access to better quality grocery stores like Wholefoods; better maintenance of power lines so we won't have power outage during storm times.
- Accessibility to the lake should be easier for residents.
- Airport, shopping, isolated.
- All attention to visitors and golfers, none to residents, taxpayers and business supporters. Perhaps mayor should relocate to larger city.
- All neighborhoods need sidewalks.
- Amenities that big city living offers.
- Amount of construction in our neighborhood. Companies messing up our yard and not fixing it, our storm water drain clogs with sand and we get our neighborhood trash after a storm. Lack of adult volleyball leagues.
- Arboretum, apartments, drug trafficking, speeding, traffic on HWY 5, pedestrian crossing signs ignored by vehicles.
- Arrogant attitude of some residents.
- At some point, we need to get out of the 1700's and recruit more entertainment options into the village. Southern Pines has done a far superior job planning and developing Broad Street and the result is much more vibrant, engaged community with far more options for entertainment and enjoyment.
- Availability of affordable housing.
- Availability of affordable kids' activities. No department stores.
- Backups at the big traffic circle.
- Because of the growth that has occurred, there is limited enforcement of traffic laws such as speeding. Because everyone in Pinehurst who lives here enjoys the atmosphere of being able to walk their dogs and children, the speed limits are too high in many places. Example is Graham Road behind the Carolina Hotel. Employees and big trucks speed down this road and it is currently 25 MPH. People are at risk of being hit by a car and there are no speeding traps or police visibility.
- Becoming crowded.
- Becoming less restrictive.
- Becoming too commercial.
- Big circle, it's got to go somehow, someday.
- Building new business property with so much empty.
- Busy roads.
- Certain areas are neglected (Morganton/Monticello). Course 1 is not taken care of.
- Change in fence regulation, beginning to look like a low-income project.
- Cheap housing being built. No street lights, everything is geared toward children, not seniors.
- City spends money on road resurfacing on any street in historic district, but does a poor job on thoroughfare streets.
- Closed the pools to cater to the lake. Pinehurst stinks. Traffic.
- Club messing up some of the golf courses. Recent changes are a big mistake.
- Code enforcement confusion.
- Code enforcement is not implemented fairly or consistently. Pinehurst is not a hospitable or welcoming community, especially for young families. I am sick of transplants from New Jersey/New York/Boston/Pennsylvania coming down here and telling us how we should do things. If things are so great where you came from, then you should go back.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Codes are not enforced in regard to upkeep of property. Garbage cans, recycle debris containers should not be seen from the front of the home.
- Commercial development can seem random given population centers.
- Commute to work in Raleigh.
- Congested roadways (highways).
- Congestion on Rte. 5, the roundabout on 15/501.
- Construction in existing neighborhoods, removing the trees.
- Continued growth, increased traffic.
- Continued over-development, traffic circle.
- Cost of housing, the traffic circle is terrible. And the lack of street lights.
- County commissioners and their lack of support of schools.
- Crossing Rte. 5 on foot or bike.
- Crowded.
- Cultural variety.
- Dangers for walkers and bicycles. Older population makes it unsafe to drive and the destruction to property.
- Darkness of streets at night.
- Dearth of good quality restaurants.
- Dependence on traffic circle. Select elderly who overwhelm priorities.
- Destruction of natural habitat.
- Distance from large cities, traffic.
- Distance to big city.
- Distance to major airport.
- Distance to quality shopping.
- Distance to RDU.
- Distance to shopping choices.
- Diverse people, taxpayers not wanting to pay money.
- Downtown should become more local friendly with more amenities. The downtown is focused on the resort and visitors only. Need a younger vibe in the downtown and surrounding area to accommodate more of the younger population that have recently moved into the area.
- Drainage and storm runoff from Pinehurst maintained roads.
- Driving on Rte. 5 and Lake Forest Drive, there are way too many joggers and bikers early morning and twilight. Lake Forest needs sidewalks.
- Enforcement of existing traffic laws.
- Enough events.
- Everything closes on Sundays. Not enough retail shops in the Village.
- Everything is closed on Sunday. Lack of variety dining.
- Excessive gas prices vs. surrounding counties.
- Expansion, growth.
- Expensive.
- Expensive, few sidewalks and street lights, traffic circle.
- Failure of law enforcement to monitor neighborhood speed limits.
- Far from ocean.
- Fear that leadership wants to make housing changes (apartments) that will destroy the small-town concept.
- Feel that Pinehurst still chiefly caters to golfing community rather than the community as a whole. Not everyone who lives here enjoying golfing and Pinehurst has more to offer than just golf.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Feel there are too many people in the area and using Rte. 5 and Morganton Road as shortcuts to avoid the traffic circle.
- Feeling unsafe walking in my own neighborhood because of the lack of sidewalks and proper lighting. Monticello Drive area desperately needs lights and sidewalks.
- Few shopping opportunities, sidewalks to recreation, cannot ride bike because of speeders.
- Getting busier and more crowded.
- Getting more crowded.
- Getting too busy. Getting too noisy. Crime is on the rise.
- Getting too crowded.
- Golf. A little phony.
- Golf cart crossing on Rte. 5 is a bad idea.
- Good shopping is an hour away.
- Growing congestion; standards for new development.
- Growing too fast.
- Growing too fast, traffic becoming a problem.
- Growing too fast, neighborhood ordinances not being enforced; worried about Air B&Bs.
- Growing traffic congestion.
- Growing traffic congestion. Vacant retail space downtown.
- Growing traffic, few shopping opportunities in Village, mass developments with no character.
- Growth. (Mentioned three times.)
- Growth in population, more built up, increasing traffic.
- Growth, loss of small village community. Loss of green space building everywhere.
- Growth of community.
- Growth rate. Main road construction. Lack of speed on main roads, 45 seems to mean 55 or 65 to many.
- Grumpy older adults, some individuals living on the lake are too selfish and need to realize the lake is there for everyone to enjoy. The access to the lake sucks, no one is ever using it.
- Have not received any mail as to the codes and regulations.
- Have witnessed the decline in code enforcement over the past years, vacant properties not being cared for is a big issue.
- Having no sidewalks on our neighborhood streets. Having no street lights to read road signs. How the golfers/tourists take over some restaurants/social places, so locals can't socialize well at times.
- Having only a few parks for kids to play at.
- Having to navigate the traffic circle to go anywhere, but that isn't a huge deal to me.
- Heavy traffic on Rte. 5.
- High taxes, unfriendly mayor during resident meetings.
- Highway 5 traffic.
- Homes are being built and your storm water management run off is deplorable.
- Hot summer, people keep to themselves.
- Hot weather.
- Houses are so close together. Traffic circle.
- Housing cost, property tax. Low quality new homes.
- How dark it is and lack of variety for young children (below 5 years old). The eyesore of overgrown everything at the Beach Club.
- How people use Village Acres for a cut through to 15/501.
- How this area is losing its special character with too many spec homes, rental homes, clear cutting lots, lesser landscaping requirements.
- Hwy 5 traffic.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- I absolutely despise the traffic circle, and I have several neighbors whose houses/yards always look unkempt. It's embarrassing to invite people to visit my home when the Village ordinances are not being enforced.
- I am continually frustrated by the slow pace of drivers and their inability to navigate through a traffic circle.
- I am stuck at home because I don't drive. Would love to have a way to get to the shopping center.
- I cannot think of one bad thing.
- I didn't move here sooner.
- I feel like it is run by and for the old guard. There is little effort to include younger citizens in government.
- I have small children and do not feel welcomed in The Village. We spend most of our time in downtown Southern Pines because it is more child friendly.
- I have to pass through the traffic circle every time I want to shop.
- I love the way the town is landscaped, flowers and etc. However, my grandchildren have to buy their own pencils, etc. for elementary school. Priorities are not equally focused on younger population and golf community.
- I really have no dislikes in living in Pinehurst. I love it here.
- I think Pinehurst is known as a retirement area, which sometimes pushes away younger families. We have been met with great welcome since moving here, but I would like to see more activities for children. The parks are great, we have met some families, but more activities and programs would be great.
- I wish that neighborhoods had street lighting and sidewalks.
- I wish there were a public large lane or Olympic size pool open to the general public that would be free or for a reasonable fee not requiring membership in the Country Club or Fitness Center that is expensive. There really is no place to swim in the summer if one loves to swim and is not a member of the Country Club or Fitness Center. This limits summer recreational swimming to leaving town and going elsewhere.
- I would like to find more affordable homes for sale.
- In Oldtown, there is constant noise from bars that are too loud and not shutting down at the correct time.
- Inconsistent growth regarding zoning and ordinance enforcement. Some is overboard.
- Increase of construction of ugly houses.
- Increase of tree removal for parking lots and new homes. There are plenty of homes available for sale.
- Increased housing development and increased traffic.
- Increased traffic. (Mentioned four times.)
- Increased traffic and lack of police patrols on Monticello Drive. Speed limit of 25 MPH is not enforced.
- Increased traffic on Midland Road and traffic circle. Love the new 35 speed limit on Midland, if it is enforced.
- Increased traffic. Years ago, the Village had great shops that sent us downtown. Little retail selection now.
- Increased traffic: 15/501 from Big Circle to Walgreens. The tradition of including a Christian prayer to start many meetings and other gatherings: excludes citizens with other belief systems. Offer a meditation or moment of silence instead.
- Increased traffic; concern about safety of children driving or being driven in golf carts (some having too many in one cart).
- Increased traffic; rampant growth; losing character.
- Increasing crime and too many nasty deer.
- Increasing population.
- Increasing traffic backups.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Increasing traffic on Rte. 5, long wait for light at Lake Hills to change to enter, turning left is awful.
- Increasing traffic, lack of a big box store, i.e. Costco, Strauss.
- Influx of people and traffic.
- Influx of young families. Keep this a retirement community.
- Insufficient control of growth. Rapid influx of people with insufficient resources to provide services for them.
- Insufficient medical specialist for meeting needs in a timely manner.
- Insufficient street lighting.
- Irresponsible development that is running the Village and is encouraged by incompetent and devious governance which is also seeming to throw the older generation under the bus.
- Irrigation system installed without required meter, it is too expensive.
- It appears that we are growing too rapidly.
- It's becoming more of an active community, sidewalks, even if they're natural, not concrete, would be very beneficial to those running, pushing strollers, or walking pets.
- It's becoming too populated. Not all families moving to Pinehurst are considerate and conscientious of their surroundings. This is a retirement community and too much emphasis on baby boomers taking over what Pinehurst was known as from our founding fathers who developed this wonderful community. Continuous growth will eventually ruin this beautiful community and taxes will continue to rise out of proportions and costly infrastructures to accommodate incoming population growth.
- Its far from work, but it is worth the drive.
- Its future.
- It's growing too fast.
- It's lack of diversity.
- It's too much about the Pinehurst golf corporation.
- Lack of a central downtown feeling. The Resort seems like the center of Pinehurst, not the downtown area. Look at Southern Pines. We need a downtown area that attracts people, not one that seems like an after-thought.
- Lack of a Target.
- Lack of amenities of a larger city, but the trade-offs for the benefits above are worth it.
- Lack of bike trails and sidewalks.
- Lack of code enforcement.
- Lack of commercial retail facilities and restaurants.
- Lack of Village control.
- Lack of cultural/arts program.
- Lack of diversity.
- Lack of diversity in local government is embarrassing. Failure of elected officials to earnestly serve the residents of Pinehurst, and to be truly transparent about their decisions. Elected officials are far more concerned with satisfying businesses rather than tax paying residents.
- Lack of diversity, poor community resources for children, stubbornness to open up outside village to large, franchise businesses.
- Lack of entertainment attractions, have to go to Raleigh or Charlotte.
- Lack of events for residents in Village. Village shops not open on weekends, especially Sunday.
- Lack of events for residents. Shops not open on weekends.
- Lack of follow-up and action from Village staff about long-standing issues at my residence.
- Lack of handicap parking.
- Lack of indoor facilities.
- Lack of lighting.
- Lack of major shopping and restaurants.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Lack of mature adult recreation.
- Lack of medical facilities for pregnant women.
- Lack of objective leadership, good old boy network.
- Lack of public transportation, including access to airport.
- Lack of quality shopping.
- Lack of quality shopping. Only one choice of department store, Walmart. No restaurants, only chains.
- Lack of reasonably priced restaurants.
- Lack of research opportunities through liberal subscriptions through professional journals.
- Lack of retail shopping like Target or something other than boutique style shopping.
- Lack of shopping. (Mentioned twice.)
- Lack of shopping in downtown Pinehurst.
- Lack of shopping, culture.
- Lack of sidewalks.
- Lack of sidewalks and streetlights surrounding Lake Pinehurst.
- Lack of sidewalks and very poor sidewalks. Traffic growth too fast for infrastructure. More cooperation between Village and NCDOT.
- Lack of sidewalks for walking dogs, biking kids safety. Wish there was access to some water (pool or lake) that didn't require a crazy membership fee.
- Lack of sidewalks in my area. Nowhere to run, bike play, safe from traffic. Playground by splashpad is seriously rusted over and old.
- Lack of sidewalks in my neighborhood.
- Lack of sidewalks in Village, traffic circle.
- Lack of sidewalks, no community pools.
- Lack of sidewalks, lighting. It is very dangerous to walk, run, or ride a bike in my neighborhood. Elected officials ignore the needs of the people, very upset that sidewalk in Onoy is being used for recreation center.
- Lack of sidewalks. (Mentioned twice.)
- Lack of sidewalks. Lack of programs for school-aged children.
- Lack of sidewalks. No small park facility.
- Lack of sidewalks. We need a crosswalk at the light with Juniper Creek and 15/501 to access greenway in Village Acres.
- Lack of streetlights. (Mentioned three times.)
- Lack of streetlights and sidewalks. Poor storm drainage.
- Lack of teen/youth activities. We need a better movie/entertainment area.
- Lack of things to do in the evening.
- Lack of traffic law enforcement.
- Lack of variety.
- Lack of variety of shopping, i.e. hardware store or clothing stores like Belk's. Lack of affordable restaurants. Traffic circle. Downtown offers nothing.
- Leadership of council. Poor road surfaces.
- Leave to shop for clothing and food. Code enforcement. Neighbor reporting violations of neighbors is not the way to enforce Village codes and regulations.
- Library.
- Library should be receiving much more support.
- Like it all.
- Limited shopping and good dining.
- Little cultural activities.
- Little to do.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Local support of local business.
- Location of the elementary school.
- Losing small town atmosphere.
- Loss of green space. Growth and building. Retail expansion of big box stores and restaurants.
- Low quality and price point of many new construction homes is changing character of neighborhoods and areas, i.e. Burning Tree and Murdocksville.
- Lunchtime traffic on 15/501.
- Making connections with people who are not retired; still working but not 20 either.
- Need more dermatologists.
- Mass building.
- Mayor.
- Most of our old friends are gone.
- My property is overrun by Canadian Geese.
- Narrow mindedness sometimes.
- Nasty notes if late moving the garage bin back to the house.
- Need just a bit more activities for teens, enforcement of yard fencing regulations. Lots of my neighbors have fences that are prohibited by Village regulations.
- Need better local preschools.
- Need better shopping in Village. Traffic circle. Traffic on Route 5.
- Need more in-depth information about planned changes and construction.
- Need more planned growth, Village Place.
- Need streetlights.
- Needs a first-class library. Seemingly uncontrolled development of apartment complex near Arboretum.
- Need more restaurant options.
- Needs sidewalks in neighborhoods and bike lanes around town.
- Neighbors letting dogs mess on your grass.
- New apartments and condos.
- New traffic congestion.
- No art museums or stores.
- No bike paths.
- No bike trails or walkways which makes “other” transportation super unsafe. I hate how busy traffic is on Morganton where it is used as a cut through/highway.
- No commercial development, traffic speed too low, circles, main traffic circle.
- No community in my neighborhood. Very unfriendly area in which to live. Wish I had known this before moving here.
- No comprehensive fitness facility. First Health is OK. Not updated, locker rooms and pool are completely terrible. Gold’s Gym has not been updated.
- No cultural events. Distance from city.
- No enforcement of zoning, i.e. allowing commercial rentals in areas zoned for single family only.
- No Home Depot or Trader Joes or Home Goods.
- No indoor facility for youth like a swimming pool. Tennis and other sports. First Health is expensive and full.
- No job opportunities outside of healthcare or service.
- No malls.
- No pool available for people who do not belong to the Country Club.
- No public pool.
- No public swimming pool.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- No reasonably priced restaurants in Pinehurst.
- No sense of community. Neighbors don't interact. It's all about golf and I don't golf. I plan to relocate within the year. Limited job options. Warranted reputation of entitlement.
- No shopping mall.
- No sidewalks. (Mentioned twice.)
- No sidewalks or limited street lights in my neighborhood or walkaways and recreational facilities.
- No sidewalks or street lighting. Enough with the spec houses.
- No sidewalks or street lights on Burning Tree Road.
- No sidewalks, poor drainage.
- No sidewalks, speeders.
- No stormwater drains in neighborhoods.
- No streetlights in the neighborhoods.
- No street lights, no sidewalks.
- No street lights, sidewalks.
- No street lights, too dark at night. No sidewalks, always having to move into the grass when cars come down in your area.
- No street lights, and Hwy 5 has no lights and congested traffic.
- No street lights. No storm water management.
- No street lights, no sidewalks.
- No Target. (Mentioned three times.)
- No Target store. Lack of competition for Walmart.
- No Trader Joes. No Home Depot. No Target.
- No trains to city.
- No walking paths in neighborhoods.
- Noise, too crowded, walking too dangerous.
- Nosy neighbors.
- Not diverse.
- Not enough activities for children or availability of indoor recreation activity.
- Not enough activities for young adults, families.
- Not enough controlled growth.
- Not enough culture/diversity.
- Not enough for people with children, there are a lot of families moving in. We need more things for children.
- Not enough minorities, not enough shopping.
- Not enough parks for my children, and public education is lacking.
- Not enough programs geared toward teens and youth. Not any shopping for younger kids and teens as far as clothing stores, etc. Way too many grocery stores in the area. Terrible movie theatre (Sandhills Cinemas is filthy inside.)
- Not enough racial diversity. It's an embarrassment.
- Not enough resources for children and families.
- Not enough sidewalks. A little too much effort put into regulating individuals, i.e. yards.
- Not enough street lighting.
- Not much for kids to do once they get to be in middle school. I wish we had a roller rink or somewhere nice for kids to hang out.
- Not planning for the future properly. Apartments in town are fine but new complex looks so out of place and not in tune with the Village look.
- Nothing to do for teens.
- Occasional traffic, traffic circle.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Okay for my wife and me.
- Older population making decisions on Pinehurst's future without any regard to younger (under 60) families.
- Over development with unattractive buildings.
- Over emphasis of catering to young transient military families.
- Overbuilding of homes.
- Overcrowding/traffic. Keep building and I'm moving. Property values with start to decline.
- Overzealous, non-elected bureaucrats subjectively enforcing zoning codes; e.g. good luck on forcing me to remove my "Thank You Jesus" sign from my private property on which I pay a significant property tax. Hope you all have good attorneys.
- Parking in the Village.
- Parking in Village, traffic circle.
- People are not friendly.
- People are complaining about growth, we are successful. Given library needs to be expanded and modernized.
- People do not keep property up. If people own two properties, someone should show up and clean property once a month and send bill to resident.
- People not following regulations.
- People riding my bumper when I go 25 MPH or 20 MPH in hospital zone.
- People who complain about progress and the traffic circle.
- People who complain about small town.
- People who don't want change/progress.
- Pine pollen.
- Pinecones.
- Pinehurst is not a retirement resort.
- Pinehurst is no longer the quaint village we moved to 30 years ago.
- Planning and property committee do not allow development of personal property.
- Police setting speed traps in neighborhood.
- Politics in this small town is awful. Nothing gets done because all of the people around here are scared of the resort.
- Pollen.
- Poor lighting. No neighborhood sidewalks.
- Poor quality construction of new homes.
- Poor water quality. Traffic on Route 5 and Morganton Road.
- Population growth.
- Price of gasoline.
- Prices being pushed up by retired Yankees.
- Principal at Pinehurst Elementary. Not much shopping available.
- Property taxes.
- Quality of many of the new homes being built in Pinehurst. Too many fences. Not enough enforcement of clear cutting on lots.
- Quality of new construction has declined immeasurable since we moved here in 2006 as the area has started to become more populated.
- Quality shopping. (Mentioned twice.)
- Quiet.
- Rapid growth, traffic, the type of new construction on Morganton and Murdocksville Roads, litter everywhere.
- Rate of growth.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Realtors on every corner and more.
- Relative lack of vibrancy downtown.
- Remote to urban centers.
- Removal of all trees in order to build cheap homes right on top of existing homes. Trashy. No public swimming pool. Lack of speed limit signs.
- Residential concerns outside the village proper go unheeded with little or no concern of officials.
- Residential trash.
- Residential upkeep in Village neighborhoods that are not within Old Towne.
- Restricted golf cart access to downtown.
- Retirees phased out and families flocking in.
- Roads and streets getting very busy due to growth.
- Roads are difficult to bike on because they are narrow with no bike lanes.
- Roads I take every day. Lost trees, St. Andrews to Lake Forest and ruining trees. There are so many potholes and water lines to new homes that are not repaired correctly.
- Rules change. High popsicle like fences are okay now.
- Rush hour traffic.
- Sharp increase in traffic past few years. No control of tractor trailer trucks using roads for which they were not designed to use. Allowance of track style, substandard construction house to be built, allowance of multi-family high rise buildings. Poor choice of elected officials regarding future development plans. Shopping in the Village is so minimal. I shop more in Southern Pines.
- Shopping, lacking a Target.
- Shopping opportunity.
- Shopping. Plenty of grocery stores and pharmacies but need more like a Target.
- Shortage of street lighting and walkways in neighborhoods.
- Sidewalks in our neighborhood.
- Sidewalks, street lights. Allowing homes to be built too fast.
- Since moving here in 2016, there has been a huge increase in residential building and all of the trees/green spaces that attracted us are going away.
- Small circle by ProShop/Hotel is difficult to navigate at night. Could use white paint on inside curb to see better at night.
- Smaller homes being constructed.
- Snobby, elitist residents.
- Snotty people. No cultural activities. Nothing intellectual going on.
- Snow removal.
- Snowy weather.
- Some businesses are not kid friendly.
- Some of the traditional areas in Pinehurst don't want to make changes needed to welcome families and children.
- Southeast weather in summer.
- Speeding in the Village is not addressed.
- Speeding vehicles every day.
- State legislative restrictions on local enforcement of appearance and maintenance of personal property.
- Storm water management (including neighbor to neighbor run-off). Walkability, few bike lanes, lack of fortitude of elected officials, erratic growth, repetitive strategy plans that come up with same issues and no progress.
- Stormwater runoff into my property.
- Street lights.
- Stupid drivers at traffic circle.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Substandard road maintenance. Lack of sidewalks.
- Substantial growth allowed.
- Taxes.
- Taylor Town Police driving around Lowe's Foods acting like that is where the real crime is. Thank you, Pinehurst Police Department. We support you.
- Temperature, humidity, pollen.
- Terrible response to snow storms. No brine. No plowing.
- That we have no sidewalks in our neighborhood.
- The (hopefully) few that continue to be very polarizing on issues that need to be addressed but are far from earth shattering. It gives a bad impression to visitors and potential citizens. In spite of what some feel about horrendous traffic (that I have not experienced), military families (you can't be a flag waver one day and not want military neighbors the next), speeding (way too much noise about this), dog poop (way too many dogs anyway), code enforcement (bring your neighbor's trash receptacle in if it bothers you so much), short term rentals (this is a resort area), and the houses being built along Morganton Road. What these folks are seeming to say is if it's not like me, I don't like it. We need to integrate all parts of the community and welcome diversity. Meet your neighbors and be surprised how much you like them if you give them a chance.
- The airport does not have commercial service. No good quality shopping.
- The amount of new homes being built. The amount of people coming and going in rental properties.
- The attitude of certain residents.
- The choices that living in a city offer. How conservative the politics are.
- The control they want.
- The emphasis of appearance over kindness, i.e. people turning other people in for code violations rather than fostering community.
- The garbage thrown around. The cheap homes being built. The increase in crime. The holes in roads. It is looking like Fayetteville more and more. I escaped here to retire.
- The growth and traffic.
- The heat.
- The horrible traffic circle.
- The incompetence of the Village council and manager.
- The increase of traffic.
- The increasing traffic and congestion. When we arrived here in 2005, the village was still quaint, cozy, and comfortable. Now it's like living in Fayetteville: too much traffic and rude drivers.
- The influx of young families with children.
- The infrastructure has not kept pace with home building. Roads and services must change to keep pace with population numbers and age range.
- The lack of common sense used in planning for the future. We are moving toward becoming another Fayetteville. Specifically, not attracting decent shopping and having nothing, or so it seems, but grocery and drug stores.
- The lack of diversity of its residents and, to a degree, the appearance of segregation of residential neighborhoods (which I'm sure speaks to larger social issues than any specific Village policies).
- The lack of enforcement of keeping a tidy yard. My neighbors need constant reminders. Sidewalks would keep me in my house longer. I don't feel safe strolling my baby on this street.
- The lack of opportunities and programs for youth, cultural development, quality shopping, quality certified organic produce, and quality take-out and ethnic restaurants. The lack of transportation infrastructure.
- The lack of restaurants.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- The lack of shoulders on some of the roads bothers me as I drive to and from appointments and shopping trips, but I understand how that condition developed. I don't have any easy solution to that problem, so I just deal with it as best I can.
- The lake isn't offered to residents at a low cost.
- The main roundabout at 15/501.
- The overwhelming embrace of growth by Village officials to the point of ignoring what the residents want.
- The political environment. Too much new development, infringing upon open spaces.
- The rate at which it's growing.
- The rate of growth and ensure problems.
- The roads and the community leaders.
- The slow speed limits on main streets.
- The snobby attitude of some residents who give the Village a bad name and come off as so elitist to the rest of the county.
- The speeding on Midland and McKenzie Road West.
- The taxes are too high.
- The traffic circle. (Mentioned five times.)
- The traffic circle. Many times, I have seen drivers in the right lane cut across to get into the traffic circle and almost cause accidents. Maybe put in the plastic poles between lanes to keep them from cutting over.
- The traffic circle. People driving fast.
- The traffic congestion at some locations has become a problem. Speed limits are not enforced and stop signs are not an answer.
- The traffic during events, such as the 4th of July fireworks.
- The traffic on Hwy 5 for my commute back and forth to work. Timing of stop lights on Hwy 5.
- The traffic.
- The volume of traffic on Hwy 5 has become a problem.
- The Village does not contact us when work is being performed and vehicles will be parked on our property.
- The Village seems to be losing its charm and ability to attract the types of retail shops and businesses that will be inviting to tourists and visitors.
- The young want everything if they do not have to pay for it.
- There is no public pool.
- There is not a basketball court for youth. We need a YMCA and Boys and Girls Club.
- There is nothing downtown that gives me a reason to go.
- Thieves breaking into cars on our street, solicitors coming to our house unannounced and trying to sell us services but are really just criminals looking around to steal stuff from the garage or backyard. We had a guy come by once in a green SUV offering to clean our gutters, he had no ladder, lied about working on the house before (we asked our landlord, he never worked here before), and then sped off without leaving a number when my girlfriend said we weren't interested. Clearly, he was some criminal from the bottom of Highway 5 in the Aberdeen area looking for an easy target in our neighborhood by the Fair Barn. We now pay for a security system in our house since that guy came by. It scared my girlfriend and made me pretty upset.
- Those neighbors that do not keep their property up.
- Threat of growth.
- Throwing money at resident complaints. For example: the two stop signs on Monticello that were installed. The poor code/permitting process time. This should be more efficient. Also, improve social media engagement.
- Too crowded.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Too crowded, roads cannot handle volume.
- Too far from oceans, mountains, casinos.
- Too hot in the summer. Traffic on Route 5.
- Too many arbitrary rules about things like a shed in your yard.
- Too many cars, not enough walking paths, drainage poor in my neighborhood.
- Too many homes being built.
- Too many new houses are being built.
- Too many new housing developments; trees being taken down to make way for new homes.
- Too many new residential homes. Road maintenance is terrible. Traffic circles very congested.
- Too many police arrive for one traffic stop.
- Too many rules about things that shouldn't be regulated. Designed by people who want to control other people's lives.
- Too much congestion, infrastructure is not designed to support the growth.
- Too much development, not enough affordable housing.
- Too much development. Growing too fast, without reviewing all factors.
- Too much emphasis placed on trivial things such as ordinances involving debris and trash receptacles. Also, neighborhood speed limits need to be raised back to previous levels of 35 MPH.
- Too much focus on senior living and quality of historic section of the Village. Not enough focus on reasonably priced recreation/shopping opportunities for young families; although splash pad and Wicker Park are a great start.
- Too much focus on tourism/golf. Need a balance to provide for local residents.
- Too much growth.
- Too much growth with new houses.
- Too much new development, leading to crowding when events are in town.
- Too much speeding, tailgating.
- Too much traffic. (Mentioned twice.)
- Too much traffic and growth.
- Too much traffic due to population growth.
- Too much traffic, not enough roads.
- Too picky with signs.
- Too stuck on historic label, no retail.
- Too much building. Seems like not well-planned traffic circle.
- Track home growth.
- Traffic. (Mentioned twenty times.)
- Traffic and congestion; overbuilding of cheap housing.
- Traffic and street lighting not enough.
- Traffic and the amount of growth.
- Traffic and the circle mess.
- Traffic and traffic circle.
- Traffic around the circle at 12:00 PM and 5:00 PM.
- Traffic circle from 15/501 North.
- Traffic at circle. I travel that way to work and mornings are horrible, mid-afternoon also. Suggestions would be to have the citizen patrol help out during the rush hours.
- Traffic at the circle, which is very close to my community, Pinehurst Trace.
- Traffic at the rotary, lack of employment opportunities.
- Traffic buildup (especially in the area of the big traffic circle).
- Traffic circle. (Mentioned sixteen times.)
- Traffic circle and Hwy 5.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Traffic circle and Hwy 5 traffic.
- Traffic circle and seems to be lack of plan to deal with growing traffic problems.
- Traffic circle increasing traffic. Lack of bike lanes or shoulders. Very dangerous.
- Traffic circle main one.
- Traffic circle that no one seems to understand.
- Traffic circle, lack of kid friendly things to do, nice mall, theater, mini golf, community pool, etc. Lack of shopping, no more grocery stores.
- Traffic circle, lack of sidewalks.
- Traffic circle, lack of street lights.
- Traffic circles, no place for singles.
- Traffic congestion. (Mentioned twice.)
- Traffic congestion at circle Routes 5 and 211.
- Traffic congestion Hwy 5, Hwy 1, and Hwy 15/501.
- Traffic control on Midland Road at #7, too many U-turns all day long from the traffic circle.
- Traffic control, circle traffic and accidents, safety.
- Traffic delays.
- Traffic get increasingly congested.
- Traffic getting worse.
- Traffic is becoming a nuisance, especially on Hwy 5, a push should be made to make it 4 lanes to alleviate traffic or else in 5 years it will be a parking lot. A western connector may help the large trucks and cut through traffic go around, but I travel it every day and the majority is local traffic.
- Traffic is terrible on Linden Road. Speeding, huge work trucks use it as a shortcut. It needs to stop.
- Traffic issues at times.
- Traffic on 15/501 and circle.
- Traffic on 5 and at the circle; lack of reason to go to the Village.
- Traffic on 5, new houses without infrastructure in place to support it.
- Traffic on Hwy 5.
- Traffic on Hwy 5 and at circle. Poor management response to water damage and tree removal.
- Traffic on Hwy 5 and road conditions.
- Traffic on Hwy 5 and the lack of planning for how to improve this. It will only get worse.
- Traffic on Hwy 5, number of short-term military families moving here, VOPNC.
- Traffic on Hwy 5, trash on roadways.
- Traffic on main roads.
- Traffic on Route 5. (Mentioned three times.)
- Traffic problems in key areas, stoplights not coordinated, traffic circles.
- Traffic situation on Rte. 5, McKenzie Road. Individuals using residential streets to avoid the light, the evening musical events.
- Traffic to circle.
- Traffic, bike traffic. Lack of full disclosure to public on apartments near arboretum. Disregard of public opinion.
- Traffic, circle, Hwy 5, snow clearing.
- Traffic, golf carts crossing on major roads.
- Traffic, litter, increase in chain stores and restaurants in the area. Independent shops and restaurants are struggling. We are losing our historic Village character. Litter on every main road.
- Traffic, no enforcement of codes on property, trash receptacles out front, the traffic light on Rte. 5 for golf carts crossing.
- Traffic, ongoing influx of people.
- Traffic, rental homes with multiple renters and vehicles.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Traffic, roads have not kept up with growth. Poor planning.
- Traffic, rudeness of the older retiree's.
- Traffic, utter disregard for conserving special qualities of Pinehurst. Will no longer attract higher income individuals.
- Traffic. Development patterns over the last 40-50 years, along with the lack of proper planning, have led to failed outcomes with respect to managing the ever-growing traffic volume.
- Transient renters, and emphasis on children's activities. Not keen on money spent on children's programs for folks not paying property taxes. Also, the building expansion has left many unused stores and shopping centers, seems that before more shopping centers are built, the empty properties could be used. Houses are also being built very quickly with little oversight as to architectural style. Cheap housing being thrown up to accommodate renters does nothing to increase property value, or develop a town as an upscale, desirable place to buy a home. Also, with the new school, hoping property taxes do not increase. Difficult to budget for extra taxes on a fixed income.
- Traveling Highway 5 and traffic circle.
- Trunk, car, and motorcycle noise on 15/501.
- Ugly elections and name calling between candidates not listening to residents.
- Ugly houses.
- Unfriendly people, bad drivers, no turn signals.
- Unreliable electric power service. After golf there is not much else to do.
- Unsafe to ride my bike.
- Unwillingness to upgrade response to winter weather. Street brining is ineffective, salt works.
- Us vs. them mentality of many retiree citizens who do not embrace change or evolving society.
- Using the traffic circle.
- Using the traffic during busy hours of the day.
- Very little shopping for children.
- Village Commissioners and Mayor don't listen to residents' concerns and often just do what they want rather than what citizens want.
- Village Council and staff leaning towards development. We need to limit development.
- Village officials don't treat all residents equally about code enforcements.
- Village officials, they have failed to maintain quality of life.
- Vinyl cheap construction. Morganton looks like Fayetteville. The houses being built by RK Fine Homes are a disaster. Enforce better building standards.
- Vocal minority of newcomers.
- Water drainage on our property from the neighborhood.
- Water line breaks, poor lighting.
- We don't have a public pool or even a nearby affordable pool.
- We have a 200' driveway and we cannot park our travel trailer in our driveway for more than 24 hours. Difficult to perform maintenance, etc. or prepare for trip in such a short time frame.
- We need a Target. 35 MPH on Midland Road.
- We need sidewalks to make the people who don't live in the downtown area feel like they live in a community. It makes it very hard to walk outside and get to know your neighbors.
- We need street lights in the neighborhoods, more sidewalks, more food and shopping options, chain stores.
- We seem to spend a lot of money on cop cars. But I've been here 15 years and no new schools? Trailer classrooms? Look, I know how the schools work, but I still think it's garbage. Like we couldn't have found a way in 15 years to figure this out?
- We would like a local TV station/minor league baseball.
- We would like snow removal to be better in the Village Acres including the cul-de-sac.
- Weed along the roadways, no curbs/gutter. Mayor seems to operate on her own agenda.

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- What's not to like?
- Where is the Target? It's a long drive to Raleigh/Holly Springs/Fayetteville. A drive-through Starbucks in Pinehurst would also be amazing. Just saying.
- Widen lanes at heavy intersections for passing and turning, especially at Park and 15/501. Longer right turn lane at Spring Lake coming into Pinehurst, maybe a light.
- Wish we had more street lights.
- Would like more cultural activities.
- Would like to see more shops and business come to town.
- You don't have a JoAnn's Fabric Shop.

Q29. What are the most important issues facing Pinehurst today?

- Accommodating a younger demographic especially with the downtown shops and restaurants.
- Accommodating growth and demographic shift.
- Accommodate change without destroying historic.
- Adapting to growth.
- Adapting to growth by improving roads, road servicing.
- Addressing needs of a changing demographic with more families, many more than 13 years ago when we moved here.
- Adequate non-denominational social services program.
- Adequate utilities, quality of development.
- Affordable housing.
- Affordable housing and growth.
- Again, I feel like continuing to make that shift from a “retirement” area to a family friendly community for all families regardless of ages. We have been very impressed with the city and government’s continual progression.
- Aging and overcrowded schools. Increase property tax to fund schools. No more apartments. Traffic flow.
- Aging population.
- Amount of home construction and worried that the mystique of the Village will eventually be lost.
- Appropriate economic development.
- Attract better business to the downtown area. Better parking, better infrastructure.
- Availability.
- Bad housing.
- Balance growth.
- Balancing growth with residents desires to maintain small town character and values that drew them here.
- Balancing resort traffic and community.
- Be strategic with additional growth.
- Becoming more progressive and welcoming to young families beyond the military
- Becoming too large.
- Being transformed into a military off base housing area, not understanding full implications. Both long and short term.
- Being youth and pedestrian friendly.
- Better stores to draw people downtown. Growth while maintaining quality of life and small-town feel.
- Bike lanes needed, pedestrian friendly roads.
- Brining in stuff for kids with all the younger families moving in also street lights.
- Brining people into the Village center; preparing for further population expansion.
- Bringing in young families to live here so the town stays vibrant and not stale.
- Building new schools, so needed.
- Building of cheap homes in communities of higher quality homes. Cookie cutters.
- Building too fast.
- By far, managing growth. Don’t let developers be the loudest voices when considering long range planning.
- Change in demographics, which I think is great.
- Change of demographics, meeting the diverse opinions of the population.
- Changing of the Old Guard to focus on what is important to young professionals and their families today.
- Cheap homes and they want everything. The Village is great just the way it was.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Cheap lesser quality homes being built everywhere. Decreasing value of homes. Too much building.
- Clear the roads, all of them.
- Combating the tension/issues between the retiree/resort generation who don't want any growth or change, and the influx of newer/younger families that do.
- Community programs for kids sports.
- Congestion, low priced homes on tiny lots, track law enforcement.
- Conservation of resources given probably growth.
- Conservation, small town historic charm.
- Consistency of assuring the development of quality housing and code adherence.
- Construction of homes, building too fast. Focus on new businesses.
- Continue growth of traffic.
- Continued safety; cleanliness; keeping the Village quaint but also keeping the growth.
- Continuing our quality of life.
- Control future growth.
- Control growth the right type for our community.
- Control growth, conservation, preserving its heritage. Traffic.
- Control growth, losing what Pinehurst originally meant.
- Control of drugs especially youth moral values decreasing.
- Controlled growth. (Mentioned seven times.)
- Controlling development.
- Controlling development and the increased traffic that is causing.
- Controlling growth and enforcing speed limits.
- Controlling growth and environmental foot print.
- Controlling growth and traffic.
- Controlling the growth so it doesn't feel like Aberdeen.
- Controlling the quality of growth. I really enjoy the small charm of Pinehurst. Seems to be getting too big.
- Cost of Pinehurst membership; lots of creepy builders.
- Crime.
- Crime and taxes.
- Crime increases and traffic issues.
- Crime, growth containment.
- Crime, street, traffic.
- Crime; quality of life.
- Criminal element coming into neighborhoods at night or during the day when people are at work, breaking into cars, snooping around backyards and porches looking to steal stuff.
- Crowded roadways.
- Dare to be different tough on crime and property some owners substandard care, enforcement not an option.
- Dealing with higher level of traffic on roadway.
- Dealing with rising population, demographic changes (younger families moving to Moore County and how to meet their requirements.)
- Deciding how much growth is allowed without destroying the quality of life. Resolution of short-term rentals, commercial entities, in residential areas.
- Deer population, safety for walkers.
- Density of people and traffic, types of housing allowed.
- Deteriorating roads. Lack of children's activities. Is it any wonder there is a drinking and drug problem here?

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Develop infrastructure before expansion.
- Develop while keeping charm.
- Development. (Mentioned three times.)
- Development and growth control hopefully vision will address this.
- Development and traffic circle.
- Development keep charm.
- Development, traffic, generating community support for council decisions.
- Do not extend limits of city.
- Do not know because I do not receive any info.
- Do we have enough police/fire people?
- Education.
- Either grow or die.
- Elected leaders appear bent on rapid development at the cost of quality of housing. We are not a suburb of Fayetteville and Fort Bragg. Don't surrender our Pinehurst identity to newcomers who have no interest in our future.
- Electing the best officials.
- Embrace change. I am tired of hearing how everyone wants Pinehurst to remain like it was years ago.
- Enforcement of Village codes.
- Ensure crime rate does not trend upward, continues school improvement, maintain park system.
- Environmental issues, recycling/power usages.
- Equality of residents and neighborhoods, ours is ignored.
- Erratic growth, traffic, loss of character.
- Excessive building, increased population will contribute to traffic congestion and lack of green spaces, which will negatively affect the small town feel of Pinehurst.
- Expand. Stop protecting everything. Gets old. You can't control everything. Get some of the mess on rattlesnake and adjacent roads cleaned up and get some more quaint locally owned businesses in there. More restaurants and a target needed. Perfect place for a Trader Joes, we also need more industry here.
- Expansion. (Mentioned twice.)
- Expansion that is unplanned and attracts the wrong crowd.
- Expansion, especially living conditions.
- Exponential growth. We cannot sustain the level of growth we've experienced in last few years.
- Families and children increasing.
- Fast growth; construction of cheaply built homes; too much clearing of trees.
- Find a balance in giving equal emphasis to each age group services.
- Finding ways to actively welcome/draw diverse people to the Village and work to break down societal barriers to an integrative community.
- Funding issues for schools, library, recreation center. Reports show population decline. Will these services support themselves?
- Future character and community.
- Future construction and traffic control.
- Future development; we have finite amount of space in which to grow unless we expand the village limits and if that is done, care should be taken to insure that the expanded areas meet the quality and standards of Pinehurst.
- Future planning and development. Preservation of quality of life.
- Getting new school facilities. Would love to see sidewalks.
- Graffiti.
- Growing congestion; standards for new development.
- Growing faster than services can keep up with.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Growing out of it's boundary.
- Growth. (Mentioned 43 times.)
- Growth, it is rapid, and it could overreach resources (schools especially).
- Growth, too much, need better street lighting.
- Growth, too much.
- Growth, traffic.
- Growth and change.
- Growth and congestion.
- Growth development.
- Growth and how it is controlled.
- Growth and how to handle crowd with schools and housing. A better theater; better shopping with new mall plus bigger stores.
- Growth and how to handle it.
- Growth and how to manage it.
- Growth and mix of old and young residents.
- Growth and over building.
- Growth and overbuilding.
- Growth and traffic. (Mentioned three times.)
- Growth and traffic circle.
- Growth and traffic, what can be done about the traffic circle. Are we becoming too big? Schools are insufficient. We must give our children a better education system.
- Growth and with that comes the traffic circle and also increased crime.
- Growth and zoning.
- Growth changing demographics.
- Growth control (double edged sword.)
- Growth control, quality.
- Growth in population; antiquated expectations of how a town should operate or be maintained; not embracing the history to expand revenue streams for the surrounding area. If you're not experiencing sustainable growth, then you're dying.
- Growth is occurring too quickly.
- Growth keeping the small-town feel, I do not want to cut down trees and have more shopping centers we are not Cary/Raleigh.
- Growth leaders most maintain the political will to continue the positive growth and business climate of the past few years do not allow the local minority to dictate discussion making.
- Growth management to preserve the iconic, small town look.
- Growth of families and younger adult school issues.
- Growth planning and management.
- Growth too fast, rental properties not kept up.
- Growth, traffic management and appropriate/quality housing; additional schools/teachers; the quick and inevitable transition from old retired people to young families.
- Growth while keeping the small-town charm.
- Growth without catering to younger generations.
- Growth, better planning. Rental property enforcement.
- Growth, building and natural preservation.
- Growth, concerned over infrastructure to handle water needs and traffic.
- Growth, in the name of progress.
- Growth, keeping costs down traffic.
- Growth, maintain charm, traffic increase.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Growth, needs younger residents.
- Growth, proper type of business.
- Growth, traffic.
- Growth, traffic control.
- Growth, traffic, housing.
- Growth. Change in demographics. Pinehurst is becoming younger.
- Growth. Need to fix traffic on circle now.
- Growth. We need to live in a small community without traffic, with low taxes and contained expenditures. No community centers, recreational programs, etc.
- Growth/infill of existing lots; change in demographics/getting younger; unsafe conditions for walkers/cyclists in neighborhoods having to be in the roads instead of on sidewalks or bike lanes.
- Growth, crime, drugs, and theft.
- Growth, loss of small-town feel.
- Handling growth from an infrastructure and safety perspective.
- Heroin has been popping up more. Found a bag at my living area at Pinehurst Manor. Police to more to stop this from spreading in Pinehurst. Also, people picking up dog droppings.
- High taxes. Bringing in more condos. Speed limits. Using up land for money.
- High volume of traffic.
- Highway 5 traffic; avoid modernizing then Village.
- Holding back development for the sake of development. There should be more thoughtful development.
- Housing development.
- How do we diversify.
- How effect manage the growth and how to provide for the schools.
- How to blend the life-style of the Village with the rest of the developing going on around it. How to maintain the quiet, safe, golf-community feel with a different demographic that either wants to rent or purchase less expensive housing. Can't really do both, have to decide how the town of Pinehurst wants to develop.
- How to grow and keep the small-town feel; a difficult balance.
- How to handle growth while maintaining Pinehurst charm and small feel.
- How to manage growth.
- How to manage growth in order to maintain the original character and charm of the older Pinehurst.
- How to manage growth without losing our quality of life, current trend of fast, cheap housing on clear cut lots by out of town builders needs more oversight and control.
- How to resolve Pinehurst circle issue.
- Human growth, a huge future, management problem for Pinehurst.
- HWY 5, low quality housing.
- I honestly don't know. I haven't had any issues living here.
- Improve traffic pattern around circle.
- In Raleigh area is growing and is not just retirees. Young families love the area schools, housing and roads are the biggest issue facing Pinehurst.
- Increase in population and its effect on schools.
- Increased population. Police enforcement.
- Increased traffic.
- Increased traffic with growth.
- Increased traffic. Highway 5 is not a good candidate for widening and Morganton is not a good candidate for widening. How can we efficiently handle more traffic from growth?
- Increasing population.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Increasing taxes if necessary. Increasing traffic congestion everywhere. Need to address traffic circle backups. No more high-density development. No more apartment complexes. Don't need more growth.
- Increasing traffic congestion; lack of patronage in central village. Replace banks and real estate with locally owned retail.
- Increasing traffic problem.
- Influx traffic people.
- Influx of young families, overcrowding in schools.
- Influx of military families and development leaving families alone increased traffic.
- Infrastructure not ready for increased population.
- Infrastructure to accommodate traffic extremely poor on highway 5.
- Infrastructure. Drainage issues. Overall quality of growth.
- Insufficient number of local police to enforce traffic laws (Midland Road), enforcing codes (fences on front yards); underpaid teachers.
- Intelligent, pragmatic handling of growth.
- It's getting younger, families are moving in, but a lot are traveling to Southern Pines for shopping and events. Pinehurst is more than just a tourist destination and retirement village, don't be afraid to cater to these new people while still keeping the history and vision of Pinehurst Village intact.
- It's not structured for younger people. Most areas outside of "downtown" Pinehurst do not get the attention that downtown gets.
- Jobs.
- Keep it smaller. Stop so much through traffic on Route 5.
- Keep Pinehurst the same.
- Keep quaint atmosphere.
- Keep unique nature of Village. Traffic.
- Keep up with growth and population.
- Keep Village culture and appearance.
- Keeping a small and quiet town with a growing population. We do not want commercialization.
- Keeping crime out of Pinehurst.
- Keeping businesses in the Village.
- Keeping downtown storefronts occupied.
- Keeping it broadly "as is" while keeping up with day-to-day responsibilities.
- Keeping our quality of life and entertainment.
- Keeping space in Pinehurst. Too much building to serve the PCC.
- Keeping taxes down.
- Keeping taxes low and traffic.
- Keeping that small town feel as we add more conveniences (shopping, restaurants, development).
- Keeping the feel of life here in the Village.
- Keeping the small-town "Village" atmosphere.
- Keeping the Village feel.
- Keeping the village safe and small.
- Keeping too many people from moving in.
- Keeping traditions and keeping the old feel.
- Keeping traditions in a growth push.
- Keeping up the values and standards that made it what it is today.
- Keeping up with growth without sacrificing the special qualities that make Pinehurst unique.
- Keeping up with influx of young families.
- Keeping up with the influx of new young families.
- Lack of adequate sidewalks in neighborhoods.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Lack of community interaction outside of the downtown area.
- Lack of compassion for others.
- Lack of diversity, inability to embrace changing demographics and roadblocks for business development.
- Lack of one level affordable townhomes for senior citizens.
- Lack of retail.
- Lack of sidewalks and very poor sidewalks; traffic growth too fast for infrastructure; more cooperation between Village and NCDOT.
- Lack of sidewalks.
- Lack of zoning. Too many homes being built resulting in traffic.
- Large homes are too expensive for retirees.
- Large influx of new residents.
- Large traffic circle. People fighting growth. Can't stop it. Need to be proactive and make future changes now. Need to start changing now before it becomes an emergency to change.
- Law enforcement has eroded Village living.
- Less rules. Becoming too populated.
- Liability to contact ordinance management about back flow traffic circle.
- Lighting in communities' walk/bike paths. Roads are dangerous for bike riders.
- Lights and sidewalks.
- Like other tax-supported communities, trying to provide a good balance of services amid higher costs and increased taxpayer expectations. So, managing growth and all of the associated problems probably is the biggest issue.
- Limiting growth. Losing small town charm.
- Listening to needs of everyone and not just who screams the loudest, for example: sidewalk mess.
- Litter.
- Little industry for computer science, engineering, and education.
- Living in Village Acres, more street lights, and sidewalks. We have the greenways close by, but we have to deal with road traffic to get there.
- Maintain greenspace, shoddy new construction. Traffic congestion.
- Maintain natural environment.
- Maintain small town atmosphere.
- Maintain the way it is.
- Maintaining a safe and beautiful community.
- Maintaining its current economic status while also retaining its ambiance.
- Maintaining natural resources, maintaining neighborly feel.
- Maintaining our natural beauty, i.e. Midland Road. Maintain our small-town setting. We don't want to be another Fayetteville.
- Maintaining quality lifestyle while planning for growth, managing traffic issues, greenways/bicycle paths.
- Maintaining quality of Village live vs. development. Traffic on Route 5 and big circle.
- Maintaining roads in Pinehurst.
- Maintaining the "quaintness" of the Village and community.
- Maintaining the small Village. Safe place to live and retire.
- Maintain property values.
- Make Holly Crafts Festival more affordable for "crafters" who are residents of Pinehurst.
- Manage growth and traffic.
- Manage population growth, commercial business.
- Manage the growth better.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Managed growth, divisiveness, infrastructure.
- Managing growth. (Mentioned seven times.)
- Managing growth and traffic.
- Managing growth expansion, traffic.
- Managing growth, need to balance the right kind of new construction in the Old Town without allowing McMansion sprawl.
- Managing growth, retaining character. Thoughtful redevelopment of Village Place has potential to accomplish both.
- Maintaining high quality of life.
- Military influx is great, but we need to manage housing, so we don't have property values decline.
- Monitor all neighborhoods to keep us safe/secure. Continue to offer variety of events for adults/kids. Monitor traffic circle/neighborhood speeders.
- More opportunity for kid activities, (for example: museums, trampoline park, preschools, etc.) or miniature golf or roller-skating rink.
- More rentals, lower property value.
- More schools, parks. Growth of population has increased debts and taxes.
- Movement on issues related to growth (traffic flow on NC 5), requirements of developers to be responsible for infrastructure impact of the development (streets, sewers, schools).
- Need expanded/enhanced infrastructure, water reservoir solid.
- Need for recreation facilities, a gym.
- Need sidewalks.
- Need to discourage the building of homes can't accommodate roads, etc.
- Need to keep it retirement and resort destination village.
- New development, apartments, no more schools.
- New houses not equal to house money.
- New leadership on council.
- New schools and facilities for children and adults other than resort ones. Also, helping needy families with everything.
- No natural gas except for elites in Village. Delay of fixing potholes. Water table level dropping.
- No sidewalks.
- Noise. Overcrowding. Half-way house/assisted living.
- Not enough retail, slow speed limit.
- Not to expand too rapidly, especially with the present infrastructure.
- Orderly development. For future construction, have plenty of opportunity for public to see plans.
- Ousting the current Mayor and others who allowed the apartment complex on Rattlesnake Road to happen.
- Out of control development. Short term rentals. Not losing the character of Village by overbuilding and controlling the type and architecture of building.
- Out of control growth.
- Over-building. Traffic on Hwy 5.
- Over-building. (Mentioned twice.)
- Over-building small houses.
- Overcrowding. (Mentioned four times.)
- Over development.
- Over development. Losing small town feel and historical significance and feeling of community. Raising taxes to support public services and utilities associated with over-development.
- Overdevelopment, vehicle congestion, crime increase and overcrowded schools.
- Overgrown.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Overpopulation. (Mentioned six times.)
- Overpopulation and construction, enforcing speed limits, rotary issues.
- Overpopulation without regard to providing services and handling the traffic.
- Overcrowding houses, construction of cheap, poorly built houses.
- Overcrowding of schools.
- Overcrowding. People not taking care of their property.
- Overgrowth.
- Overpopulation, development.
- Overpopulation, growth.
- Park improvements. Library size. Children's area. Sidewalks around Lake Pinehurst area. Better signs, direction postings in the Village.
- Pet owners need to clean up after pets. Roadside trees need to be trimmed.
- Pinehurst is becoming younger and we need to address this.
- Pinehurst does not need a new strategic plan that residents can feel they developed. This will, hopefully, quiet the above-mentioned people.
- Pinehurst has the ability to become overpopulated. I do not want to see over commercialization.
- Pinehurst is becoming a younger community rather than a retirement community whether the citizens like it or not. There have to be family-oriented activities available other than golf to make families feel less alienated.
- Pinehurst is growing. Traffic will start to become a problem.
- Planned growth; the outdated sense that this is primarily a retirement village for older folks and to (heck) with the younger generation.
- Planning for appropriate growth solving library problem.
- Planning for growth, maintain quality of life, unique character of our village.
- Planning for growth in a way that will welcome and foster young families. Although this is a retirement haven, the reality is that young families will be the economic future.
- Police patrol (lack of).
- Police protection and security.
- Political polarization.
- Poor street lighting, not enough bike paths.
- Population and village shops.
- Population boom, need for bigger schools.
- Population explosion from military.
- Population growth. (Mentioned six times.)
- Population growth and fewer areas for development.
- Population growth is more than we can handle, and our main roads are becoming congested.
- Population growth. Aging properties without maintenance/updating.
- Population growth/traffic/water runoff on streets onto properties.
- Population increasing, demand on schools, housing.
- Population, highway congestion, taxes and enforcing codes.
- Preservation of unique character.
- Preserve historic appeal, control development.
- Preserving natural resources, future planning.
- Preserving small town.
- Preserving small town atmosphere traffic. Smart development that preserves what we have.
- Preserving the historic district and property values of current homeowners.
- Progressing but maintaining the Village's historical status.
- Property values continue to depreciate. Attract new business.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Providing activities for active people, bike lanes, pedestrian friendly movement.
- Providing affordable housing.
- Public school support. (Mentioned twice.)
- Quality growth.
- Quality of education, payment of teachers. Rising costs in maintaining homes, streets in smaller neighborhoods, quality of water.
- Quality of growth and infrastructure to support the growth.
- Quality of inevitable growth.
- Quality of life issues.
- Quality of road repairs. Learn from SD Broad Street. You can keep the old and offer new without looking like a large city we don't want to be.
- Rapid expansion is concerning. Pinehurst should stay small.
- Rapid growth. (Mentioned twice.)
- Rapid growth, crime.
- Rapid increase in building and resultant population explosion.
- Rapid residential growth which strains infrastructure and creates congestion, especially on two lane roads like Route 5.
- Realizing that growth and expansion are unavoidable and trying to be accepting of those changes.
- Reckless driving, speeding.
- Recreation facilities for all ages.
- Regulation and cost to business. Prevent downtown from thriving. Store should be able to have signs.
- Responsive growth.
- Retain character of Village and surrounding area.
- Road design.
- Road expansion, build bypass. Walking trails. Better schools and better pay for teachers to increase level of education for students.
- Road maintenance.
- Road safety in storms.
- Roads and ease of access. Handling the increase of traffic.
- Roads and streets cannot handle volume.
- Roads and vision for future, too much money spent on new buildings and brick sidewalks that few utilize.
- Roads are overcrowded, too many cars and not enough routes to travel.
- Safety. (Mentioned four times.)
- Safety amidst growth.
- Safety and crime.
- Safety and security.
- Sales tax.
- Schooling capacity.
- Schools. (Mentioned twice.)
- Schools underfunded. Traffic terrible at circle. Lack of facilities and programs for youth.
- Security.
- Seems to be golf.
- Short term rentals. Preventing another apartment complex situation. Not requiring larger lots for new subdivisions and better landscaping requirements.
- Smart development. Finding a way to improve while maintaining charm. Also, parking in town center.
- Smart growth.
- Smart growth while maintaining historical integrity is a tall order to be sure.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Speeding.
- Sprawl of fast food chains. How to preserve land. Overdevelopment.
- Stay relevant for families.
- Staying current, updating, and improving schools and public programs for young families.
- Staying relevant. Keeping the residents first and not the tourist.
- Stop taking away all of our trees and natural beauty.
- Stormwater management. Infrastructure matters.
- Stormwater and drainage issues. The main traffic circle.
- Stormwater drainage and involvement of younger community members. Meetings usually occur during the day or bedtime for children.
- Streetlighting and no sidewalks. Also, quality of new-build construction that are being built in Pinehurst neighborhoods.
- Stupid people with no vision for the future. Look, let's keep buying cop cars and planting \$10,000 worth of flowers at the traffic circle while we neglect schools and see what happens in another 15 years. We will have a bunch of fat happy Ohioans and young people barely able to read serving their meals and drawing their blood, which is how it is right now. We need to stop building homes until the infrastructure catches up, no?
- Taxes too high.
- That it is becoming larger, noisier, and messy like a retirement community. I may have to find another place to live.
- The amount of new homes being built. Roads not equipped for the amount of traffic seen. Huge rental issue.
- The big circle.
- The city is allowing too much cheap housing to be built.
- The extreme number of homes being built so closely together.
- The Greens development is ugly, and landscaping is horrible. Does not fit in Pinehurst. Apartments are too small also.
- The growth, flow of traffic.
- The growth. Traffic on Hwy 5 and the traffic circle.
- The increase in population and resulting traffic issues.
- The influx of younger families have a hard time finding immediate places to play.
- The most important issues I see facing Pinehurst is preventing urbanization of our village by allowing developers permission to build high density housing. Adherence to strict zoning codes must be upheld.
- The most important issue of Pinehurst (and other municipalities) is maintaining/improving the desirable characteristics of the area, while keeping costs down, and balancing the right amount of growth or change brought about by migration and technology.
- The older community accepting and welcoming families with children.
- The overpopulation, zoning.
- The traffic and roadways.
- The traffic circle.
- The traffic circle and building a recreation center that is not needed.
- The traffic circle and Highway 5.
- The traffic circle by the hospital. Many people don't know how to use it, traffic gets ridiculously backed up during rush hour and rushed drivers practice unsafe driving by speeding and crossing over into lanes.
- The Village is expanding too quickly too fast in the direction that we don't want to see. We settled here because it's a nice retirement community. We don't object to younger families moving in, but the Village needs to keep that number low and in control, otherwise Pinehurst is losing its biggest selling point.

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- The Village is moving from a retiree destination to a young family magnet. That's not a bad thing unless you're considering retiring here.
- The Village leaders should do a better job in researching before they act.
- There needs to be comprehensive, committed efforts to implement plans for alleviating the poor vehicular circulation through and around the village.
- To allow the Village to change with the times in order to attract the types of business that will sustain over time and give people a reason to visit and spend time.
- To recognize Pinehurst changing demographic from older retirees. To reflect younger families with school age kids and different priorities.
- Too many people for the facilities; rising costs for younger population.
- Too many residents for the main roads of transportation, yet they just keep adding. They refused to spend enough on road maintenance. One bump after another.
- Too much building of homes, no more empty lots.
- Too much bureaucracy.
- Too much developing of homes and new housing that are not historically correct or custom.
- Too much development and traffic.
- Too much Fayetteville military changing the area.
- Too much growth. (Mentioned twice.)
- Too much growth, resort employees parking on Barrett Road. Business owners taking all the street parking.
- Too much growth, too quickly.
- Too much growth. I wish there was a widow's club or organization.
- Too much traffic.
- Tourism, maintaining Village charm.
- Traffic. (Mentioned nineteen times.)
- Traffic and future development.
- Traffic and housing growth and stores and there are so many old ones empty.
- Traffic and rapid growth.
- Traffic and retail.
- Traffic and the influx of population.
- Traffic and what will happen to the few undeveloped spaces.
- Traffic at the circle and Hwy 5.
- Traffic circle. (Mentioned four times.)
- Traffic circle and Hwy 5. (Mentioned twice.)
- Traffic circle near the hospital.
- Traffic circle, leave it alone.
- Traffic circles, stormwater runoff.
- Traffic congestion, overspending of taxpayer dollars on council "wants" rather than residents' needs.
- Traffic control and flow. City parking in Village.
- Traffic control on Midland Road at #7.
- Traffic control. Neighborhood appearance.
- Traffic flow.
- Traffic growing too fast to control Village atmosphere. Schools (have) no money from lottery sales. Why? Teachers and kids need help.
- Traffic has gotten a lot worse in the nine years I have lived here. Poor past planning makes it really difficult to widen any roads to increase capacity. Planning has to slow the numbers of vehicles, thus development. Soldiers love to buy new homes, so they don't have maintenance problems. There's a real danger that the area could easily overbuild and wind up with a glut of older housing stock. While

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we have good access to healthcare today, the growing population will put a strain on that as well. When it comes to development, everyone things they're special and should have an exception. That's wrong. Short term rentals are a really big problem around the lake. The Village council needs to start regulating. There are solutions out there. Lee Corso is not an elected official even though he is the Mayor's BFF. Elected officials need to do what they were elected to do. Represent the residents. Business will always take care of themselves.

- Traffic is becoming more and more of an issue within the last several years, traffic circle.
- Traffic needs additional routes.
- Traffic on number 5.
- Traffic on Route 5.
- Traffic problem, traffic circle, speed enforcement.
- Traffic. Street resurfacing. Education.
- Traffic, circle needs to be fixed, do not increase property tax.
- Traffic, clearing trees when starting another building project.
- Traffic, cut through to Spines, traffic circle.
- Traffic, growing too quickly.
- Traffic, growth, planning.
- Traffic, growth, enforce laws.
- Traffic, maintaining the ambiance of the Village.
- Traffic, roads.
- Traffic, roads, commercial development, lack of imagination.
- Traffic, uncontrolled growth.
- Traffic. Drainage problems.
- Traffic. Allowing contractors to destroy our roads. When they do get fixes, they are worse.
- Traffic. Expansion of retail and more senior activities.
- Traffic/congestion. Growth.
- Traffic, rampant growth.
- Traffic, traffic circle confusion for tourists; growing too fast with young families.
- Traffic, growth, and schools.
- Trails.
- Tree falls, slow cleanup of roads, power outages, slow snow removal.
- Ugly non-historic development, lack of support for young professionals and families, awful traffic at the circle.
- Unchecked growth, which could adversely affect the overall quality of life and charm of Pinehurst.
- Village Board/resident relationship. Maintain school support. Traffic management. Village downtown area is not kept up. We are losing retail businesses. Need more variety of specialty shopping. Downtown should be pristine. High-rise apartments should not be allowed, no parking garages.
- Village identity, is Pinehurst still a retirement community or is it a resort town where people come to raise families?
- Walkability from all Pinehurst neighborhoods.
- Walking and bicycle lanes are needed.
- Water and sewer system.
- Water, roads.
- Way too much growth which is spoiling the so-called "Village" atmosphere.
- We are growing faster than our infrastructure.
- We need to be more culturally diverse. Not just all white golfers.
- Well planned growth.
- Winter weather, snow removal.

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- Would love sidewalks, walking, biking paths in my neighborhood. Lake Pinehurst area roads are also in rough shape. I feel as if my neighborhood is being ignored.
- Young families moving to the area. More options of activities besides golf.
- Younger families moving into town and overcrowding of schools, especially Pinecrest High School.
- Zoning. Property crime.

Q30. Do you have any suggestions for how the Village could serve you better?

- 40 people live on our street yet snow removal does not happen. How do you select streets to remove snow?
- A bakery shop.
- A public pool is much needed.
- Add stoplights that run only at peak times.
- Add streetlights to neighborhoods for those exercising, walking, or driving in the evening or early morning.
- Adding sidewalks/walkways in neighborhoods. Evening street lights. Safety issues.
- Address the growth and increasing traffic. Encourage companies shopping to come to the area.
- As mentioned, better enforcement of speed limits in the Village. Many people visit here because of its charm and many walk and ride bikes. Speed limits are not enforced.
- At 93, no longer interested nor need anything.
- Attack traffic on Rte. 5.
- Attract select commercial retail facilities into the Village.
- Baldrige west of money.
- Ban golf carts from roadways. Hwy 5 traffic and at the traffic circle.
- Basically, keeping on what works now.
- Be more selective in quality of development.
- Best effort of any place I have lived in. Keep it up.
- Better times for town meetings, and more frequently.
- Better communication with more public hearings.
- Better enforcement of codes.
- Better indoor recreation facilities.
- Better library and increase access to trails and sidewalks.
- Better outdoor facilities, recreation fields.
- Better representation of all demographics from the community. Include younger generations in the council or meetings. I'm 34 and a millennial. We are now the largest generation. Despite the poor press, we do want to be involved.
- Better shopping for essential needs like home improvement, etc.
- Better, more open communication with all residents is key to collaboration and cooperation.
- Bike paths. Lighting on roads.
- Bike paths; safe crossing at Rte. 5.
- Build a community center. (Mentioned twice.)
- Build a community pool. Otherwise, you guys are doing pretty great.
- Build an ice-skating rink.
- Build more neighborhood sidewalks.
- Build more pickleball courts.
- Bulk trash pick-up.
- Bypass for Rte. 5, overpass, or underpass at traffic circle.
- Bypass around Pinehurst to help control traffic.
- Cap on expansion, they are making a village city.
- Cars are too fast on Lake Forest Drive. Speed is marked 25, but some go at least 55 in front of the house, which makes it impossible to walk on street or go to mailbox or even work on property in front of house. Put in roundabouts, stop signs or some way to slow cars.
- Change ordinance so garbage cans, debris, and recycle containers cannot be seen in front of home when not in use. It makes entire neighborhood look trashy.
- Clean up the Beach Club.

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- Commitment to serve the community.
- Communicate more.
- Community pool. Why close them? Lake access.
- Congestion mitigation by infrastructure improvement, e.g. turning lanes at Morganton/Rte. 5, and McKenzie/Rte. 5. Zoning standards for new development.
- Connect all greenway paths between Pinehurst, Southern Pines, and Aberdeen.
- Connect the Pinehurst and Southern Pines Greenway.
- Continue protecting our historic district, the trees, our safety, and our children's education. Also, encourage cultural progression.
- Control growth and enforce traffic and business ordinances.
- Control new building.
- Coordinate growth with surrounding towns to insure free flow of traffic.
- Create more dog parks. So many people have animals.
- Create sidewalks.
- Crosswalks across 15/501 to greenway.
- Customer service at Town Hall is not helpful and are quick to forward calls where no one picks up.
- Customer service has been great.
- Decide what this community wants to be and commit to it.
- Decrease amount spent on flower beds, spend on other outdoor areas like greenways, bike lanes, and sidewalks. Traffic enforcement is needed to deter the aggressive driving.
- Develop a close relationship with resort.
- Divert traffic away from our small village streets. Western bypass? Need speed control on Page Road. Hospital is growing, means more traffic on an already over-stressed thruway, solution?
- Do your job.
- Do more for younger families.
- Do not add one more grocery store in the area. Better lighting in neighborhoods.
- Do not put sidewalks on half the area and leave the other side without them. And install street lights, areas are too dark to walk once it turns dark.
- Do something about the big traffic circle.
- Dog parks.
- Don't build too quickly (high rise buildings).
- Elect officials who aren't serving developers and adding to the growth issues that haven't been planned for.
- Elect officials who will keep Pinehurst as a historic, classic American village. Build the recreation center in Southern Pines. Keep Pinehurst green.
- Encourage more options for seniors who are between individual home ownership and continuing care and still prefer independent living.
- Encourage new businesses in the downtown to accommodate the younger residents.
- Encourage our local elected folks and the village manager to engage the country to fight for what we need: fix our schools, fund our schools, limit new development until infrastructure catches up to our population.
- Enforce codes.
- Enforce codes fairly and consistently. It wouldn't hurt to be courteous as well.
- Enforce codes for builders, limit population in communities.
- Enforce laws for people to keep their properties up.
- Enforce noise ordinance, patrol neighborhoods, publicize events.
- Enforce speed limits in the Village.

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- Enforce speed limits more, especially at the entrance and exit of Pinehurst Manor. People fly by all the time and I have almost been hit four times because of people speeding.
- Enforce the 25 MPH speed limit and encourage residents and visitors to observe it.
- Enforce the nuisance ordinances for landscape care, trash/yard carts, and vehicular storage in the entire village. Not just old town. There's more to our community than just the historic district.
- Enforce the rules.
- Enforce traffic laws, no bicycles on Linden Road.
- Enriching the Village with more activities for active families, support good shopping that is open for business.
- Everything does not have to be for the "families". So many are here temporarily and have no emotional investment here, just what's available for "me". Keep permanent residents in mind when you make decisions.
- Exert influence on County and State government for public education and local government autonomy.
- Expand the grassy section at Tuft Park. Events are getting crowded. Push the trees back, and add more lighting on paths.
- Expanding the walking trails.
- Figure out how to retain character of the Village and curtail growth. We moved to Pinehurst three years ago to move away from this sort of thing, and now we're seeing it more and more. Very troubling.
- Fix grass by road on Wheeling Drive.
- Fix Highway 5 and get rid of the big traffic circle.
- Fix my street, Thunderbird Circle. Roads off main thoroughfare.
- Fix potholes, repair roads.
- Fix the storm water runoff, pave the streets.
- Fix the traffic circle. (Mentioned twice.)
- Fix traffic flow on Highway 5.
- Fix what is broken.
- Focus on retirement community.
- Free recycling.
- Freeze any reduction in property density.
- Friendlier staff.
- Get out of the way of private citizens' capitalistic and entrepreneurial efforts. If I wanted a city council telling me that I could not do something on my property, I would have stayed in New York City.
- Get Pinehurst circle issues resolved.
- Get rid of traffic circles.
- Get rid of Mayor.
- Get rid of the big circle.
- Get rid of the deer. Enforce poorly kept residences in Doral Woods.
- Get rid of the golf carts crossing on Rte. 5.
- Get rid of the large traffic circle. Keep bushes and trees cut back far enough at stop signs so you have visibility with oncoming traffic.
- Get rid of traffic circles.
- Get some elected officials that are really qualified. That's not going to happen.
- Get the police to enforce code for bars because of noise and curfew.
- Give low income seniors a discount in taxes.
- Give me a job, just relocated to here from Georgia.
- Give teachers more recognition, not the superintendent.
- Go back to caring about the community and not money. Stop allowing builders to take up all the land with pop up homes. Otherwise, the prominent doctors and pro golfers will find another place to live.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Golf cart access to the Village from Pinewild.
- Growth.
- Have a long-range strategic vision.
- Have a faster way to settle code violations, get water runoff help.
- Have band in Tufts Park every Friday night.
- Have citizens patrol have pad of common codes and ordinances violations so they can make a note of issues they see and report to appropriate VOP departments.
- Have contacted Village on all above five years ago and every year since. Won't listen. Traffic and availability to walk on West Morganton Road. City poor strategic vision.
- Have more police patrols during the day when people are at work, keep criminals from coming into neighborhoods from Highway 5.
- Have police cars cruising in neighborhoods on regular basis.
- Have the police department employees trained with an attitude of service to the public. I was stopped for going three miles an hour over the speed limit. I was driving a car registered out of state. The officer acted like he was right out of Deliverance.
- Having a simple and inexpensive transportation system.
- Hire more police officers.
- How about a movie theater in Pinehurst?
- I am a senior and feel like you have forgotten the ones who paved the foundation.
- I am an elderly widow who lives alone in my own home. I drive when I have to shop and keep doctors' and dentist's appointments and a few social dates. I have lived here for eleven years and have felt very secure and content. At this moment, I do not have any suggestions as to how the Village could serve me better. My only hope is that the charm and beauty of Pinehurst can be sustained for future residents.
- I am not in favor of burdening neighborhoods with sidewalks and street lighting. However, there are obvious streets that need walkways like the Diamondhead/Burning Tree Loop, which is narrow, has poor sight lines and is dangerous for non-vehicular use of all kinds.
- I am very satisfied with the Village and surrounding communities. I am retired and can't imagine an overall nicer place to live.
- I appreciate this survey.
- I don't have the statistics, but it seems like the average age of residents in the "area" is getting lower. More of the entertainment and decision making needs to take this into account. We are not all senior citizens.
- I find the Village a great place to live and opportunities to make it better about and are there for the taking.
- I am happy with the services they offer.
- I like this survey. Do not rely only on VOPNC for feedback.
- I love Pinehurst.
- I support sidewalks on streets with double yellow lines; too many close calls and near misses between pedestrians and vehicles. I hope that it does not take a tragedy to make this happen.
- I think the staff do a wonderful job.
- I think the Village is doing a great job all in all.
- I think you all are doing very well.
- I wish I did. I know it's not easy, but it seems to me there is a lack of common sense in some if not most of the decision making.
- I wish the Village Council could resume daytime meetings. I hate meetings over the supper time.
- I wish there were more free recreational and cultural activities and more information about the ones that are here.
- I would appreciate more streetlights in our neighborhood (Village Acres).

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- Ice rink would be good to add another sport for locals and tourists. Public transit for major employers, carpool stations outside of Pinehurst.
- I'd like to see better traffic planning, restrictions on population growth, and stricter enforcement of Village ordinances.
- If the trash bin falls when emptying, please pick it up.
- If there is to be a restaurant built at the lake, why haven't surrounding property owners been given opportunity for input. What about lighting, traffic, and rodent controls.
- Improve and add more senior programs.
- Improve code enforcement. Build community pools to improve swimming areas for all ages.
- Improve resources for children.
- Increase amount of green areas throughout Pinehurst.
- Increased traffic in residential areas and significant number of senior citizens living in Pinehurst warrant adding street lighting to significant intersections off Linden Road, Burning Tree, Lake Hills Road, and other busy intersections in residential areas. This would not only help with driving at night, but would be an additional deterrent to crime.
- Install park fitness equipment around Pinehurst Lake area.
- Install sidewalks for new housing. Slow traffic down.
- Installation of sidewalks needs to consider runoff erosion or property through which sidewalks run.
- Invest more in public schools.
- It seems to me that the decisions the Town/Village continually make are to appease the older, more wealthy residents. Restricting growth and change along with decisions made on general Pinehurst issues always seem to favor the older/wealthier residents whom would prefer no or limited change. That needs to be adjusted and made more fair.
- Keep allowing residents of Pinehurst Village to have input on all areas of Village where we live.
- Keep and preserve the small-town charm. We do not need more national chain stores coming into our area. Let others move to places like Apex and Holly Springs.
- Keep coming to work. Pinehurst exceeds many places I have lived.
- Keep it beautiful and safe.
- Keep me informed better.
- Keep on being responsive.
- Keep Pinehurst. Restore old buildings, bring them to life. However, keep the apartments, parking lots and greater than 5,000 square feet homes for the outskirts.
- Keep providing great children's programs.
- Keep stricter rules for building new homes.
- Keep taxes low.
- Keep thinking of the younger families moving here.
- Keep up the good work and be concerned for future overgrowth. Keep the Village quaint.
- Keep up the good work.
- Keep violence and theft down.
- Keep what is left of the ambiance that was the Village in 1990.
- Kick out all the developers.
- Lack of high-quality library services is appalling in such a place.
- Larger yard waste bins or allow piles to be collected by claw trucks at the road. Better supervision of construction companies. Provide a wider range of adult recreation leagues.
- Leadership staff need to be responsible to residents inquiring questions.
- Less for children.
- Lights and sidewalks in Monticello Drive neighborhood.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Like to see more speed traps, this is a real problem, especially when the resort staff races to get home from work.
- Limit growth. Fix traffic bottle necks. Add bike lanes to keep us safe.
- Limit new low-priced housing permits. No sidewalks on Burning Tree.
- Limit number of spec homes being built in Pinehurst.
- Listen to those of us who do not live in the Village.
- Listen.
- Listen to and act upon the will of the people. Residential neighborhoods need stricter codes regarding fences and acceptable types of fences. Fences should be prohibited in front yards, lakeside should be aesthetically pleasing. There is a need to review and revise acceptable fences and where they are permitted to be installed.
- Listen to constituents.
- Listen to the residents' concerns and respond accordingly. We are disgusted with the new ugly apartments in the Village. They are an eyesore.
- Listen to the retirement community. You want Fayetteville? Seems like it. Be careful what you wish for. Fayetteville military creeps in with crime, garbage and loud cars and will chase away the retired people.
- Listen to younger voices. Think outside the box. Take the focus off "retirement" community.
- Listen. We do not have to keep growing. Please take care of your long-term residents.
- Littering.
- Lower my property taxes.
- Lower speed limit in big circle.
- Lower tax.
- Maintain a high standard of living, primary education, and recreation. Better lighting on neighborhood streets.
- Maintain fiscal responsibility to keep property taxes low; maintain current public information.
- Maintain what brought us here, quaint "retirement" town. Don't need a city here. Stop growth.
- Maintaining good tax base structure and reduce expansion growth. It is not necessary to keep growing. We have enough amenities to fulfill the needs with our current population growth in Pinehurst.
- Make a few more parks, green spaces that can be a place to play for kids and walking areas for others.
- Make building more difficult. I believe this is inappropriate for government, but it is the need.
- Make downtown more business friendly. More walking and biking paths.
- Make landscaping the median from the circle west on 211 a priority.
- Make outlying communities more inclusive.
- Make sure I am notified of town meetings in a timely manner, house mailings preferred.
- Manage and plan with mindful long-term vision, always focusing on what is good for the majority, while never letting special interests corrupt you.
- Many blurred lines between Village and county responsibility.
- Market as a vibrant upcoming family-oriented community instead of a retirement community. Enforce speed limits. Speed limit was changed to 35 on MR, but with no enforcement. Guardrails painted brown or dark green need to be placed on MR for driver safety and to eliminate cut through.
- Minimize tax increases.
- Moderate growth to preserve Village feel.
- Monitor neighborhoods more closely, especially rental homes to make sure lawns and house upkeep is maintained.
- More activities for active families.
- More activities for children and grandchildren.
- More awareness to things like the MYVOP app, didn't know about it until this survey. Quicker access to athletic facilities.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- More communication on events and programs.
- More community opportunities (block parties).
- More concern on residences' care of their property.
- More empathetic reactions to resident complaints on the part of council and manager.
- More live at five events and similar gatherings. Build and create a real library, more involvement in development along 15/501 and surrounding areas.
- More neighborhood sidewalks and greenways throughout Pinehurst neighborhoods.
- More proactive communications.
- More public output, listen to the citizens.
- More quaint shops and streets in Village Hall to The Chapel. Restaurants, walkways, buildings that fit seamlessly.
- More restaurants in the Village.
- More retail business in Village.
- More retail stores downtown to shop at.
- More robust website that keeps residents more informed, calendar. Difficult to reach any VOP employees, messages are not returned concerning zoning issues. Don't know who our elected officials are or how to reach them. Pinehurst should have a well-funded public library.
- More sidewalks and street lights, especially in Village Acres.
- More social media connectivity (Facebook, Twitter, or text). I rarely check e-mail.
- More street lighting.
- More street lighting; neighborhood walking trails.
- More tennis courts.
- More traffic enforcement.
- More variety of locals.
- More youth activities. Village does a great job for younger kids and trails off as they get older, outsourcing activities to the county and private groups.
- Moratorium on new buildings.
- Much more attention to people with dogs messing on other peoples' lawns.
- My backyard faces a neighbor that has a trash heap. We live on a cul-de-sac. Help Lima Court.
- MyVOP app is excellent. I think the Village government does a terrific job. I think we ought to approach Tesla for a Tesla supercharger next to the Village Green (not the lower amp charger we currently have). People would park their car and shop in the Village.
- Need bridge from center of Village to Court.
- Need sidewalks.
- Need to be aware of low growing branches on Linden Road, could be serious if breaks off during ice situations.
- Need to receive the Village Newsletter all the time.
- Newsletters.
- No need to advertise events such as the tree lighting to non-residents. Should stay local events for residents to enjoy without being overrun with crowds.
- No sidewalks, no street lights.
- No, the problem requires long-term solutions, it may be too late.
- No, you are doing a great job.
- No. Our household is pleased with the Village's efforts and accomplishments.
- No. I think you are doing as good as you can, under very difficult circumstances.
- Not a lot of complaints. 95% perfect. Thanks.
- Not at this time.
- Not possible, need to educate new Village manager, we are a community of people, not the military.

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- Not really, I think you are doing a good job but some lights on the street could help driving at night. Walking paths in more parts of our neighborhoods would be encouraged.
- Not really. Maybe. Put some pressure on the contractor to fix the cross street, dig up more rapidly when water connections are made.
- Not specifically at this time. We have lived here for 6 months, hopefully we can provide better feedback in the upcoming year.
- Offering more diverse cultural programming and fostering programs that actively seek to bring diverse residents together.
- Open a public swimming pool. I would pay to use it, but I refuse to pay \$6,000 down and \$130 a month for life just to go swimming at a resort. We need more speed limit signs. I have no idea what the speed limit is on most roads.
- Open the doors to more businesses.
- Overall the Village does a great job.
- Overall the Village is doing a good job of serving this community.
- Overall you do a very good job, you cannot make everyone happy. I would like more paths and trails to make getting around without a car safer.
- Overall, very satisfied. A great place to live, problems and all.
- Own library.
- Parking building.
- Parking in town.
- Pave my streets. It has been 18 years since resurfacing my street. New homes have torn up the street to connect to sewers.
- Pedestrian/bike friendly. Enforcement of speed on Monticello and prohibiting littering. Picking up large yard debris.
- Personal invitation to meet board and city planners to discuss issues and participate.
- Place higher value on opinions of residents over those of non-resident developers.
- Place underpass at the circle. Spray for mosquitos. Stop speeders by giving tickets.
- Please budget for street lights and walking path on St. Andrew's. Please install a traffic light on Pine Tree Road and Fair Barn on Hwy 5.
- Please consider speed bumps especially on narrow streets. Parking allowed on both sides and cars race up and down Magnolia Road.
- Please create bike lanes and educate Village residents that riders and runners have as much right to be on the road as they do.
- Please do stop the construction and offer remodeling/update incentive to builders.
- Please pick up bulk yard debris.
- Please put trash collection on greenway trails. There is nowhere to put dog poop along the trails except for a few places and people don't clean up.
- Police need to monitor Midland Road where the speed is 35 MPH.
- Pool.
- Preserve wooded areas in established neighborhoods. Less new homes being squeezed in.
- Preserving small town.
- Proceed with effort to extend influence beyond Village borders.
- Programming for the 8 plus and teen crowds, sidewalks. I was very disappointed that sidewalks were shelved by the lake due to a small, vocal minority. We need them.
- Provide affordable housing for single families, less than 200,000.
- Provide residents a discount to play golf.
- Public swimming facilities, hiking/cycling trails.
- Put 2 or 3 of the swimming pools back.
- Put more funds into roads.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Quit spending.
- Raise taxes five cents and improve street resurfacing, sidewalks and lighting.
- Recently moved to apartment, The Greens. More well-planned apartments will be needed to accommodate both younger and older residents, those between owning homes.
- Recognize it is not a sleepy little village. If you want to attract the major events, grow to the point you attract and service the masses, not a select few which in my opinion is the case.
- Reduce your expenditure on buildings and programs we do not need. Curtail housing growth.
- Remember the roots, an adult resort community.
- Repair of streets that never seem to be on “list of streets” to be repaired, causing continual water runoff into properties in spite of more drains installed by residents to help control the situation.
- Repair roads, eliminate tall fences, enforce ordinances.
- Residential properties increasingly in violation of appearance codes.
- Residents should have more of a voice in important decisions.
- Respond when you say you’re going to respond. Resolve the issues you promised to resolve. Don’t brush over building code enforcement on new construction to avoid leaving homeowners with a nightmare mess on their hands once they purchase a home.
- Return calls promptly.
- Road expansion, realistic speed limits, not 25. Ticket speeders but intelligent limits. Save the land, keep the building down.
- Sidewalks, shade at the splash pad. Neighborhood pools that do not require a membership. Spray for mosquitoes.
- Sidewalks in neighborhoods.
- Sidewalks please.
- Sidewalks would be very welcome.
- Slow down building permits.
- Slow down. We do not want to become a “city.” Please remove traffic circle. All swimming pools closed. If parents are both working to enjoy lifestyle, cannot afford to join country club. Kids have nowhere to swim and enjoy water activities.
- Slow growth, listen to people.
- Solve parking demand for Village activities. Pay more attention to needs of senior citizens.
- Solve traffic problems at traffic circle.
- Some neighborhoods are better maintained and get much more attention.
- Some of us do work and the hours that things are open are not convenient.
- Speed bumps needed on the golf course.
- Staff should get better raises each year. They work so hard and do a fabulous job and get paid so little.
- Start addressing our neighborhood street conditions.
- Start growing with the times/era/generations.
- Stay small, let other cities grow around Pinehurst.
- Stop allowing people and businesses to build right along main roads. Keep it a hidden gem.
- Stop approving fences that are cheap, not level. Fix the neighborhood roads. Bring young restaurants into Village and get rid of this tourist atmosphere. We live here. You have a great canvas to paint the Pinehurst picture, but our leaders are so misdirected.
- Stop building the 4MM gym, hire more traffic control police.
- Stop commercial and real estate development.
- Stop encouraging growth. Figure out litter control (work with highway department, Sheriff’s office, and neighboring towns). Figure out solution to traffic circle, and it is not to add 4 subsidiary circles and 2-way traffic around it. That is insane and would lead to a demolition derby.
- Stop favoring certain units within the village.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Stop getting like you're boss of everyone. Stop contractors, and UPS and FedEx from speeding and blocking roads.
- Stop preventing Target from opening a location here.
- Stop selling land, to grow. 15/501 widening by hospital. More lights at intersections.
- Stop the speeders.
- Stop trying to please everyone because it can't be done. Enforce, enforce, enforce. The village has a drainage problem. Driving around the village after the last 3" rain magnified the need for attention. If it is hearsay to say anything bad about golf, but really creating a traffic jam on Rte. 5 back to Morganton and all points north and makes no sense. The golf light was red more than green with one of the Pinehurst finest.
- Street lights, walkways.
- Street lights. Sidewalks. More recreation. Services for non-resort residents like public swimming pool.
- Street maintenance.
- Support our Police Department, hire more officers.
- Take better care of washed out sand paths. Kill weeds on roadway. Need spray for mosquitos.
- Tell the police force not to sit on Monarto Road on Sunday at 10:00 a.m. to catch church goers going home at 39 MPH.
- That's your job. Good luck.
- The appearance of the rail bridge over Rte. 5 needs to be upgraded. Appearance is very poor, and I question the structure integrity. The bridge does not fit the improvements that Pinehurst has made. It is one of the first things people see visiting Pinehurst, not good.
- The County Club needs to build a tunnel under Rte. 5. The general population is inconvenienced so that their club members and customers can cross our roadway.
- The growth has to be controlled by the village management. Future vision.
- The planned destruction of the hockey rink and splash pad is outrageous. It is a refuge for children in the summer months. Improvement of the playground at Rassie Wicker Park.
- The staff at the library do not seem to like children. They hover over us telling me to make sure that my kids clean up the toys and that I take dirty diapers with us when we leave. Story time is not age appropriate.
- The traffic lights on Rte. 5 at Monticello and in front of the club and Morgantown Road work more efficient. The light at Monticello is two minutes, even on the weekends.
- The Village needs more non-tourist shops like maybe a bakery, ice cream store, coffee shop.
- The Village should have a more open hiring policy. The Village should allow access to downtown by golf cards from Pinewild.
- The Village website is hard to navigate, especially when looking for kids activities and camps.
- There is life after golf.
- There is no public swimming pool. We no longer belong to the Country Club because fees are too high so would love a social membership to pool only.
- They should stop issuing building permits until the schools are built. They cannot foresee the population increase problems, or they don't want to.
- Think more and react less, and stop the good old boy program.
- Too late. I'm out of here.
- Traffic circle.
- Traffic control on Midland Road at #7, too many U-turns all day long from the traffic circle.
- Trash pickup more than one day a week. Street lights.
- Treat residents equal from Murdocksville Road and enforce the speed limit.
- Trim the trees and bushes at intersections.

Village of Pinehurst 2018 Resident Survey – Open Ended Comments

- Turn arrow on Midland Road and Highway 5 is way too short. Backup extends into circle. When street was resurfaced on Rockland Lane, 60 Rockland Lane has had straw displacement from rain. (Need to have additional blacktop as a curb to prevent wash-outs and flooding.)
- Update some of the codes enforcement to be somewhat realistic.
- Upgrade the area across the road from the Pinehurst Café and Tater Barn.
- Upgrade, update, and improve your website. Make it more user friendly with quick links to more commonly contacted offices. Also, need more kid-friendly activities and resources. Pinehurst isn't just for retirees and empty-nesters.
- Uphold speed in neighborhood.
- Village council needs to improve their decision-making process or lack thereof. There's far too many consultants brought in and far too much of our tax dollars spent on the consultants.
- Village does a great job in the retail area and Midland Road.
- VOP is a very professionally operated entity, keep it small. Do not let developers destroy the things that make it unique.
- We are very happy with most of the experiences we have had so far, just need to work on storm water runoff.
- Update some of the codes. Enforcement needs to be somewhat realistic.
- We are very happy here. Thank you.
- We could use less businesses in the Village and more shops.
- We do not need growth for the sake of growth.
- We do not need the community center or more traffic.
- We have many power outages due to old above ground power lines and tall pine trees. This is a problem.
- We live #6, no trails/walking on roads.
- We moved here in 2003. As the Village has moved towards its new vision, it has become less attractive from our perspective. It's a fine line that has to be walked to balance the desires of retirees and young families. Pinehurst has decidedly tilted towards the latter.
- We need a public pool.
- We need parks like Southern Pines with basketball courts and swimming pools. Membership fees are too expensive for single parent homes. Those who do not play golf do not need a membership to use the pool.
- We only moved here in February 2018. I do not believe we have the time invested to suggest anything this year.
- We would like better bicycle trails/greenways. Wake County has a much better system. I would like to be able to dispose of hazard waste and fluorescent lights year-round.
- We are in good shape.
- What happened to the committee who approved appearance of structures in neighborhoods?
- When I tried to join area clubs to get involved, I wasn't asked to pay to participate in anything at all.
- Wider shoulders on roads.
- With this wealthy and educated community, we can do better to support the elementary school. Did your children have to supply their own pencils when they were in school?
- Work on growth and traffic.
- Would love to have sidewalks at least on main thoroughfares for safety.
- Yes, bring back twice per week trash pick-up. Once a week is ridiculous.
- You are doing a good job. Keep it up.
- Zoning on building new homes. Get rid of big traffic circle. Open more streets as alternate routes so one is not forced to use the circle.

Village of Pinehurst Business Survey

Findings Report

...helping organizations make better decisions since 1982

2018

Submitted to the Village of Pinehurst

By:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas 66061

September 2018





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2018 Village of Pinehurst Business Survey

Executive Summary Report

Purpose and Methodology

ETC Institute administered a business survey to businesses in the Village of Pinehurst during the summer of 2018. The survey was administered for the seventh time as part of the Village's efforts to assess how well they are meeting the needs of its businesses. The survey results will help Village leaders and elected officials set community priorities including staffing and budget expenditures, determine areas or services that need improvement, and identify future needs.

The four-page survey and cover letter were mailed to a sample of businesses in the Village of Pinehurst. The cover letter explained the purpose of the survey and encouraged business leaders to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the businesses that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for businesses to complete the survey. A total of 75 completed surveys were collected from businesses in the Village of Pinehurst. The overall results for the sample of 75 businesses have a precision of at least +/-11.3% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to be consistent with the presentation of the resident responses. Since the number of "don't know" responses often reflects the utilization and awareness of services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" 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:

- An executive 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)
- importance-satisfaction analysis; this analysis was done to determine priority actions for the Village to address based upon the survey results (section 2),
- tables that show the results of the random sample for each question on the survey (section 3),
- a copy of the survey instrument (section 4).

Major Findings

- **Use of Village Services.** The services that the highest percentage of businesses have used in the past year were: fire inspections (63%), police patrol (36%), police emergency response (23%), and streets & grounds (23%). All nine services and departments saw a decrease in use over the past year.
- **Satisfaction with Village Services and Departments.** The services that had the highest levels of satisfaction from businesses *who had an opinion* were: building inspections (100%), police emergency response (100%) fire emergency response (100%), police patrol (96%), fire inspections (93%), and Village Hall (front desk) (94%).
- **Most Important Village Services.** Based on the sum of the top three choices, areas that businesses rated as the most important were: (1) police patrol (44%) (2) fire emergency response (36%) , and police emergency response (32%).
- **Satisfaction with the Overall Quality of Village Services.** Over half (56%) of businesses feel the overall quality of services provided by the Village meets their expectations; 8% feel the overall quality of Village services is significantly higher than their expectations, 21% feel the overall quality of Village services exceeds their expectations, and only 4% feel the overall quality of Village services are below their expectations.
- **Satisfaction with Various Village Services.** Most (95%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the cleanliness of streets and public areas; 94% were satisfied with the landscape and maintenance in right of ways and public areas, and 94% were satisfied with the condition of sidewalks.
- **Perceptions of the Village.** All of the businesses surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 96% were satisfied with the overall quality of life, and 93% were satisfied with the overall image of the Village.
- **Likelihood of Recommending the Village as a Business Location.** Seventy-six percent (76%) of businesses would be very likely or likely to recommend the Village as a business location to friends, family and co-workers; 11% would be somewhat likely to recommend the Village as a business location to friends, family and co-workers, and only 12% would not be likely to recommend the Village as a business location.
- **Business Atmosphere Compared to Two Years Ago.** Thirty-two percent (32%) of businesses feel the overall business atmosphere in the Village is better than two years ago; 45% feel there has been no change, but the atmosphere is good, 9% feel there has been no change but the atmosphere is poor, and 1% feel the atmosphere is worse.
- **Village Customer Service.** Twenty-nine percent (29%) of businesses rated the customer service from the Village as very good; 32% rated customer service as good, and only 4% rated the customer service from the Village as poor.

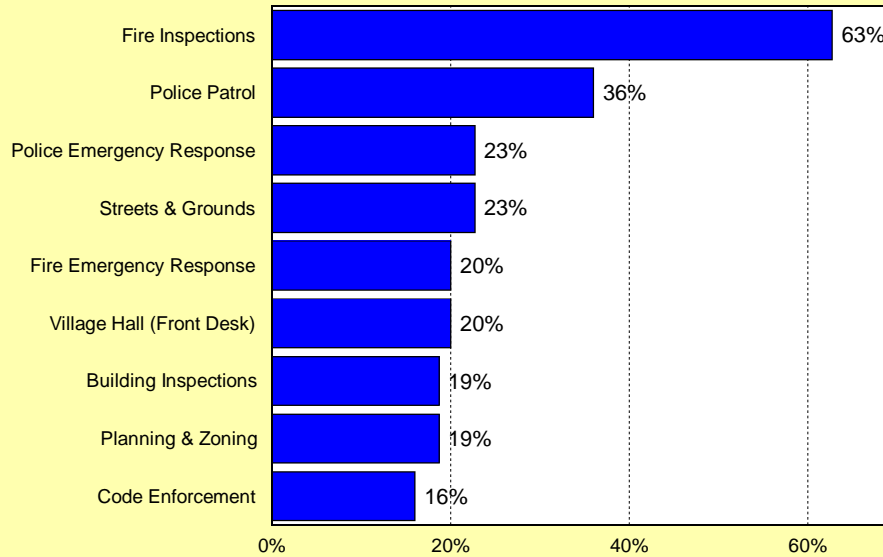
- **Level of Agreement with Statements About Customer Service from Village Staff.** Eighty-four percent (84%) of the businesses surveyed *who had an opinion* agreed that the Village staff was courteous during their most recent interaction with them; 84% agreed that Village staff was competent and professional, 84% agreed that Village staff was responsive to their needs, and 81% agreed that their issue was resolved promptly.
- **Satisfaction with Village Communications with Businesses.** Over two-thirds (64%) of businesses were satisfied with the job the Village does communicating with business owners, compared to only 7% who were dissatisfied.
- **Village Website.** Of the 48% of business that visited the Village's website (www.vopnc.org) during the past 12 months, nearly all of the businesses surveyed *who had an opinion* rated the ease of navigation (92%) and the availability of information on the Village's website (94%) as "very good" or "good.". Eighty-six percent (86%) of those who have visited the Village's website indicated they were either very satisfied or satisfied with the website.
- **Village Mobile App.** Eight percent (8%) of businesses indicated they used the Village's mobile app (MY VOP) during the past 12 months. All of those who have used it indicated they were very satisfied or satisfied.
- **Community Development (Codes and Ordinances).** Seventy-six percent (76%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with historic district guidelines; 71% were satisfied with zoning ordinances, and 68% were satisfied with business signage and regulations.
- **Impact of Various Cultural and Entertainment Opportunities.** Forty-two percent (42%) of the businesses surveyed feel parades in the Village Center have a positive impact on their business; 41% feel the Holly Arts and Crafts Festival has a positive impact, and 39% feel the Farmer's Market and the Tree Lighting have a positive impact on their business.
- **Satisfaction with the Way the Village handles Events That Attract Large Crowds.** Sixty-three percent (63%) of businesses are satisfied with the way the Village handles events that attract large crowds.
- **Reasons Influencing Decision to Locate Business in the Village of Pinehurst.** Eighty-two percent (82%) of businesses surveyed indicated the overall quality of life in the Village was either "extremely important" (59%) or "very important" (23%) in their decision to locate their business in the Village of Pinehurst. The other top reasons included safety and security the Village (78%) and the overall image of the Village (71%).

Section 1

Charts and Graphs

Q1. Have you used this service or department in the past year?

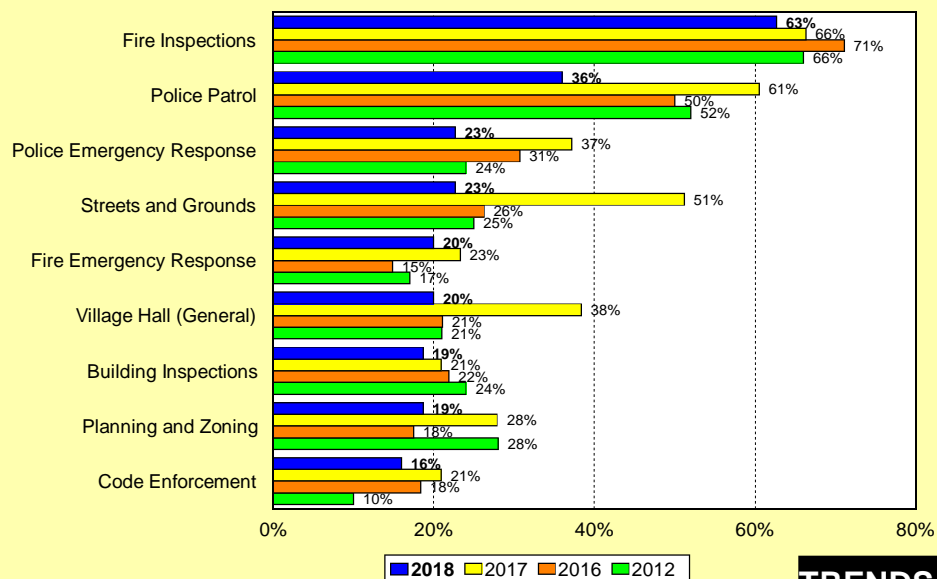
by percentage of respondents who answered "yes"



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q1. Have you used this service or department in the past year? - 2012 to 2018

by percentage of respondents who answered "yes"

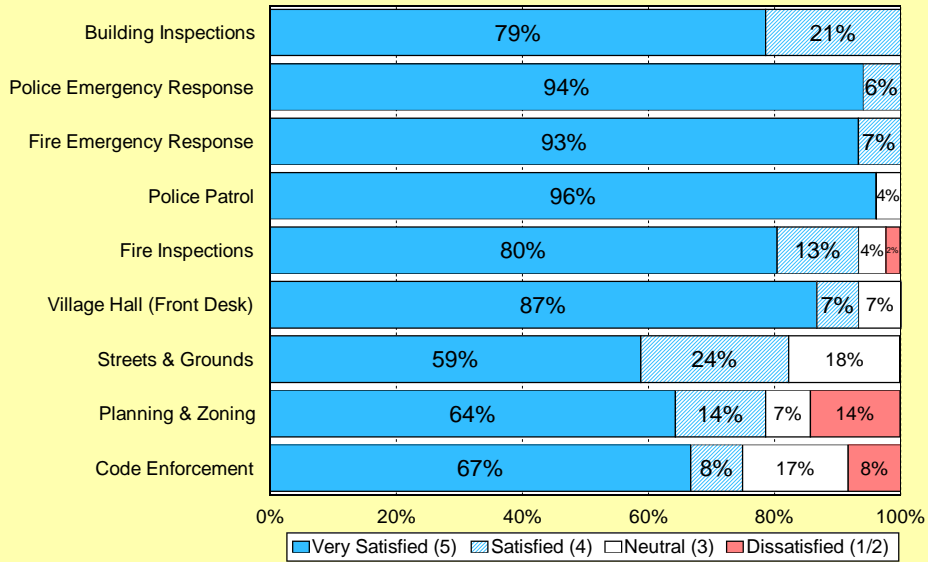


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year

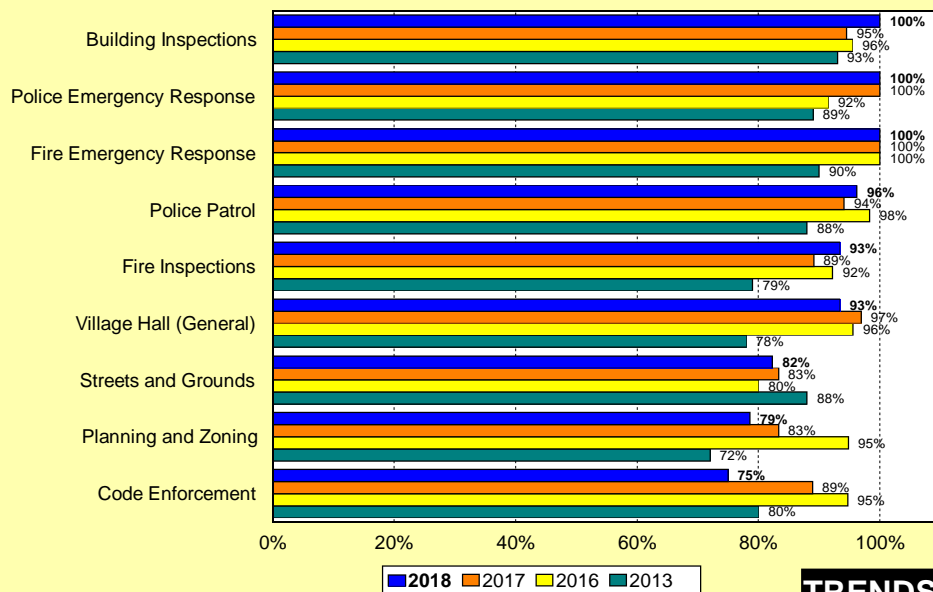
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year - 2013 to 2018

by percentage of respondents who answered "very satisfied" or "satisfied"

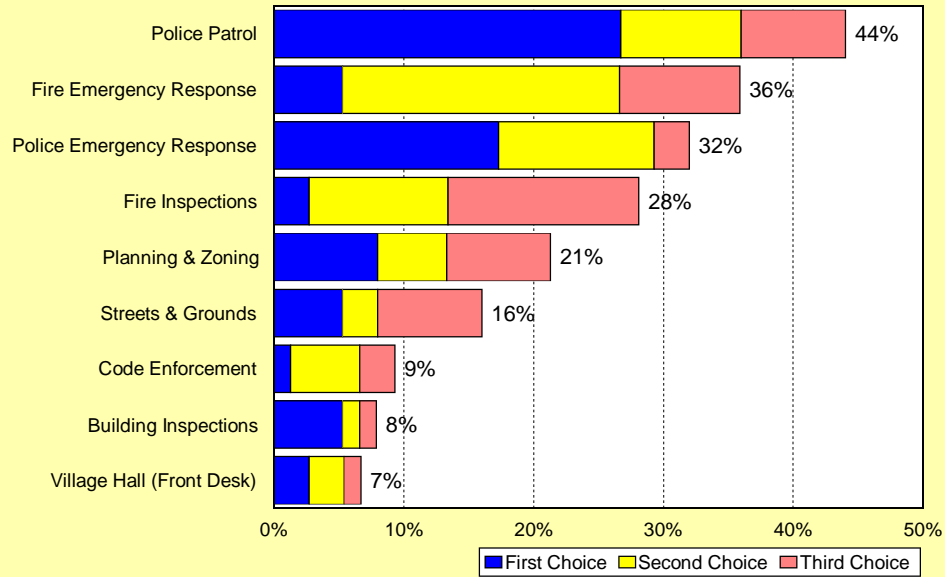


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q2. Village Services or Departments Rated as the Most Important to Their Business

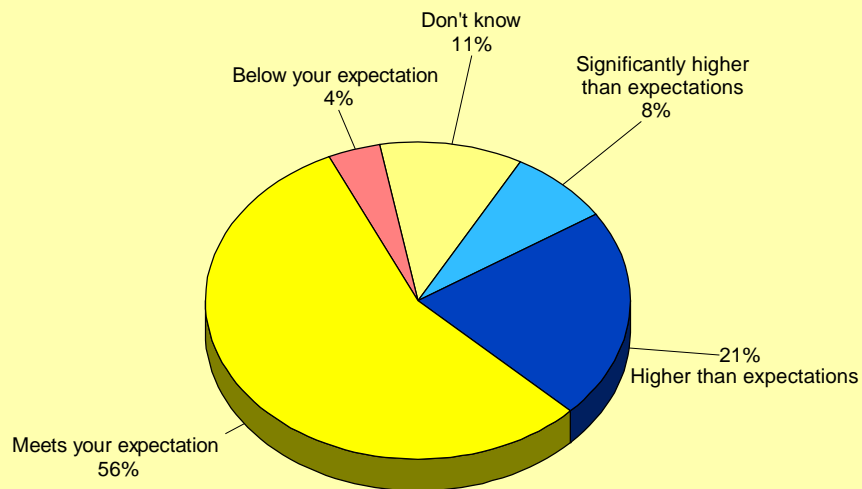
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q3. Satisfaction with the Overall Quality of Services Provided to Your Business by the Village of Pinehurst

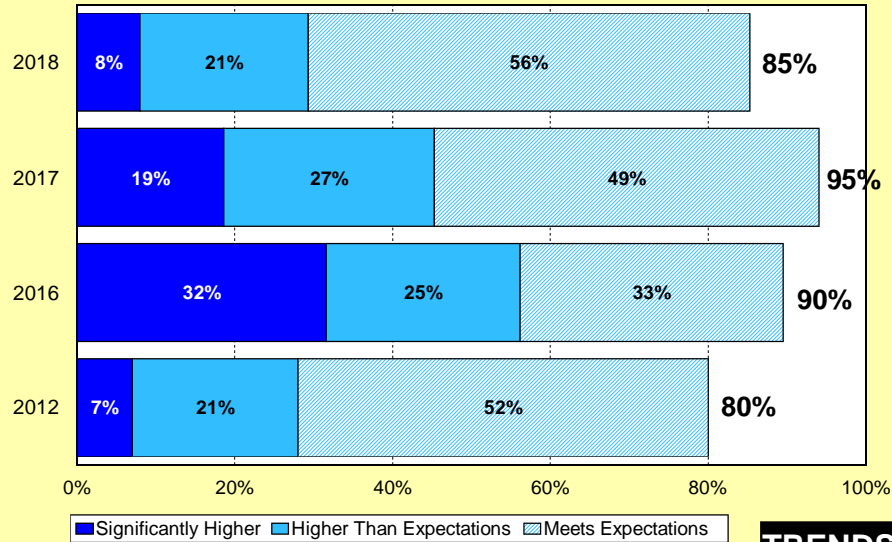
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q3. Satisfaction with the overall quality of services provided to your business by the Village of Pinehurst 2012 to 2018

by percentage of respondents

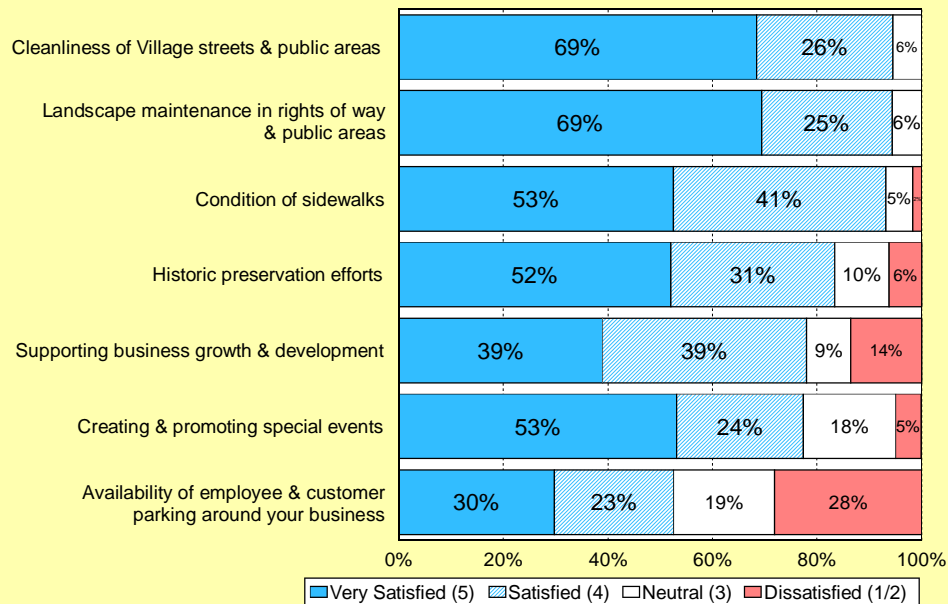


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q4. Level of Satisfaction with the Village in Various Areas

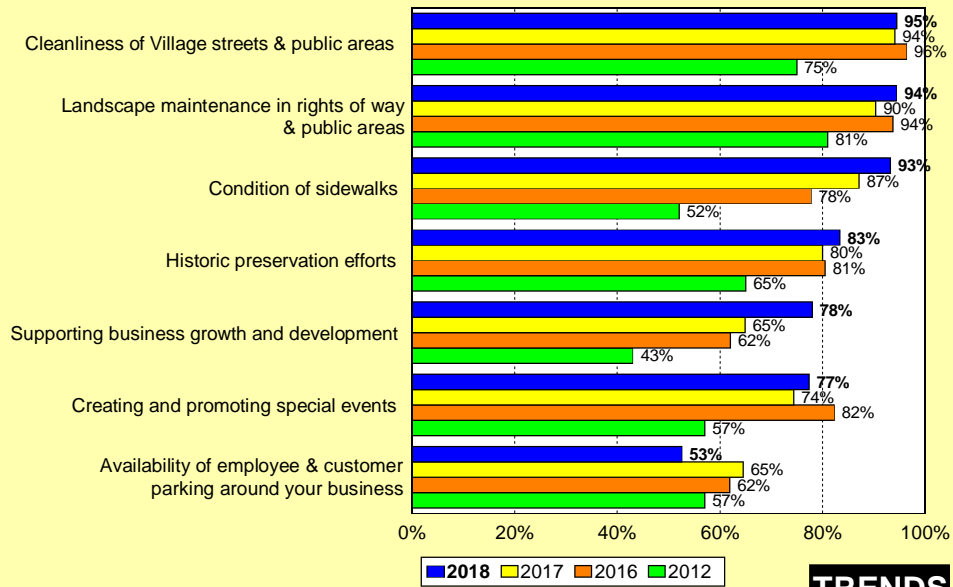
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q4. Level of Satisfaction with the Village in Various Areas 2012 to 2018

by percentage of respondents who answered "very satisfied" or "satisfied"

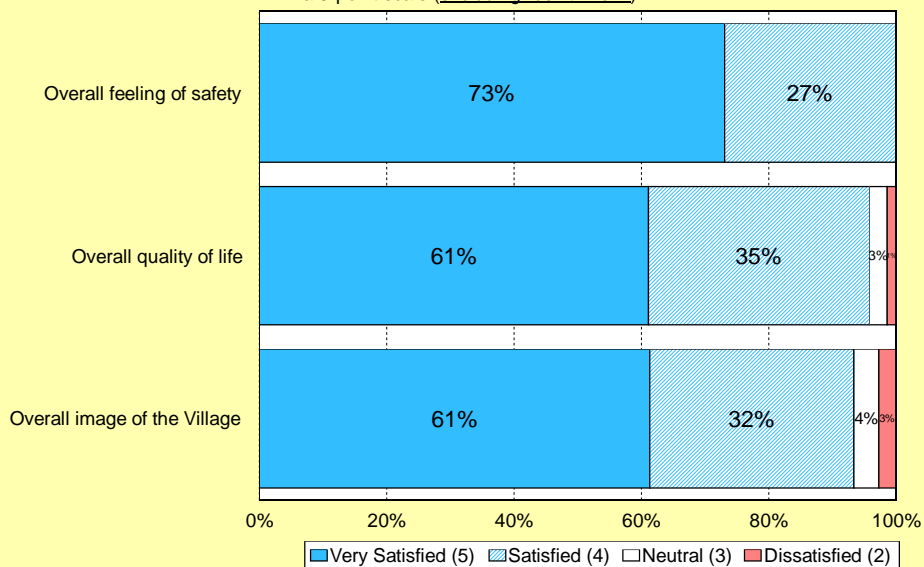


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q5. Overall Satisfaction with Various Perceptions of the Village of Pinehurst

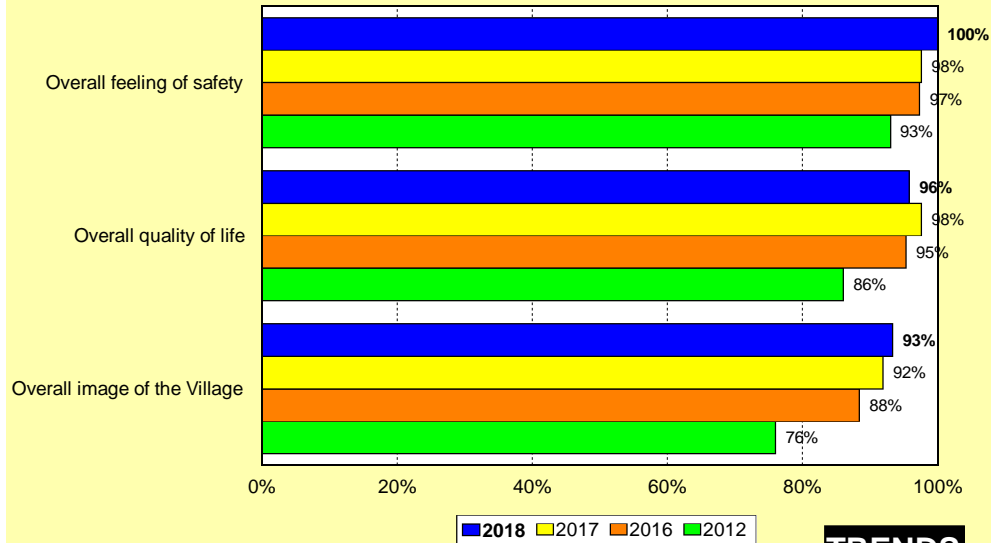
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q5. Overall Satisfaction with Various Perceptions of the Village of Pinehurst - 2012 to 2018

by percentage of respondents who had used the service or department and rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

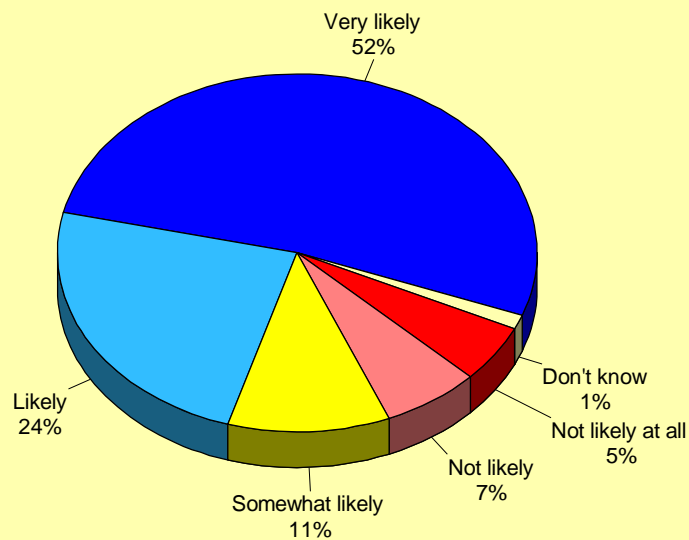


Source: ETC Institute (Pinehurst, NC Business Survey - 2017)

TRENDS

Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers?

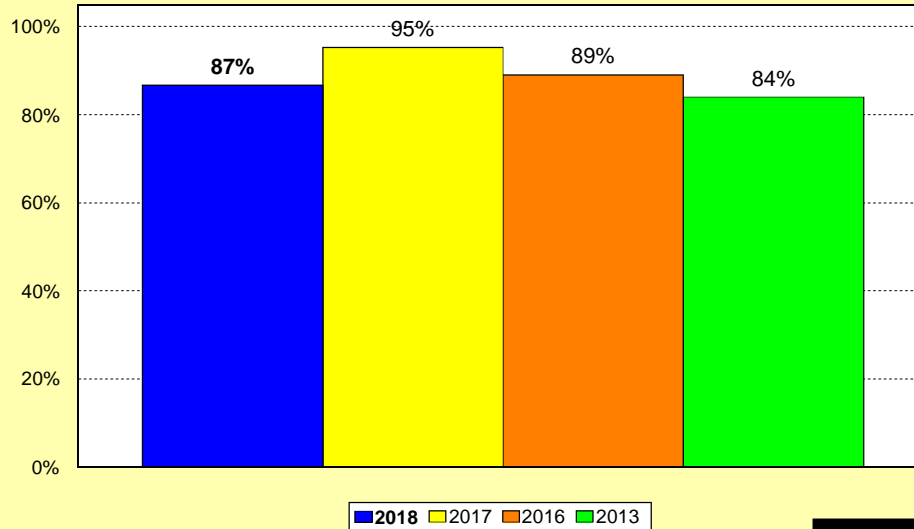
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers?
2013 to 2018**

by percentage of respondents who answered "very likely," "likely," or "somewhat likely"

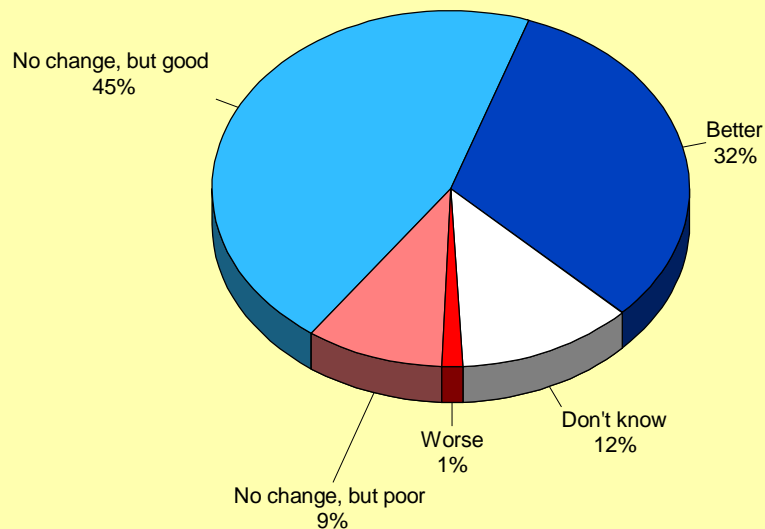


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

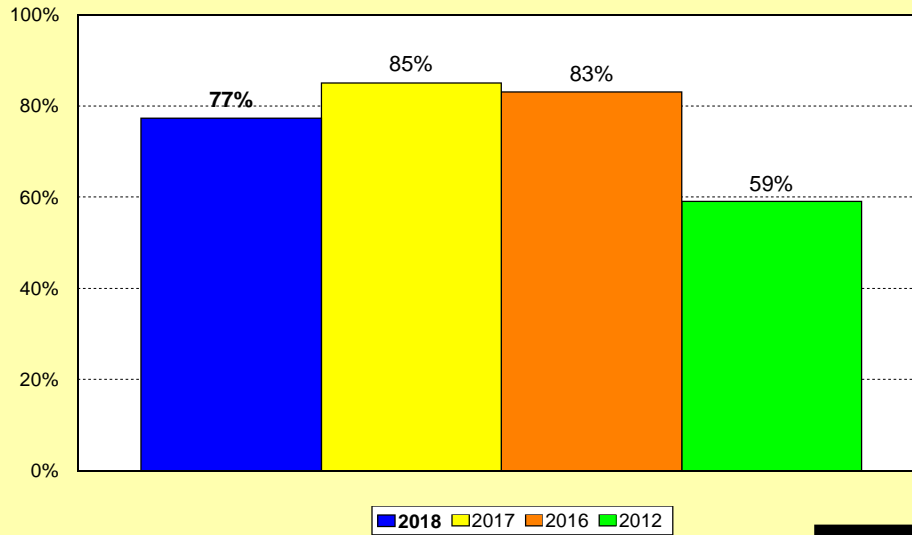
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?
2012 to 2018**

by percentage of respondents who answered "better" or "no change, but good"

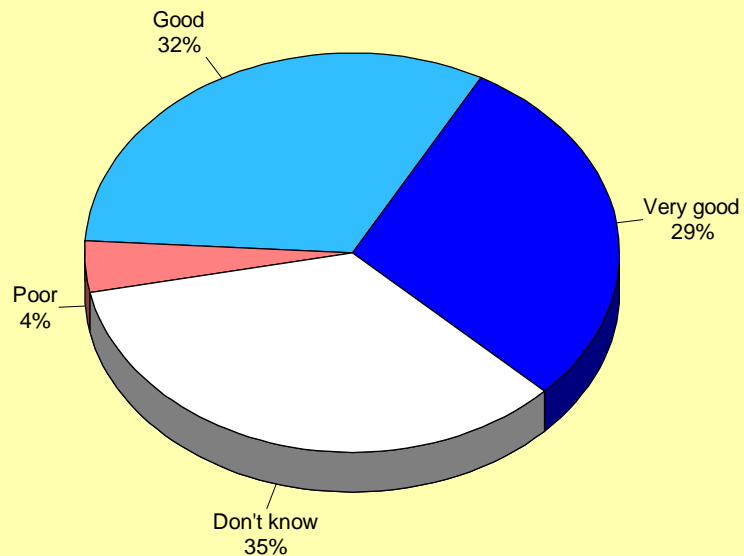


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q8. How would you rate the Village of Pinehurst customer service?

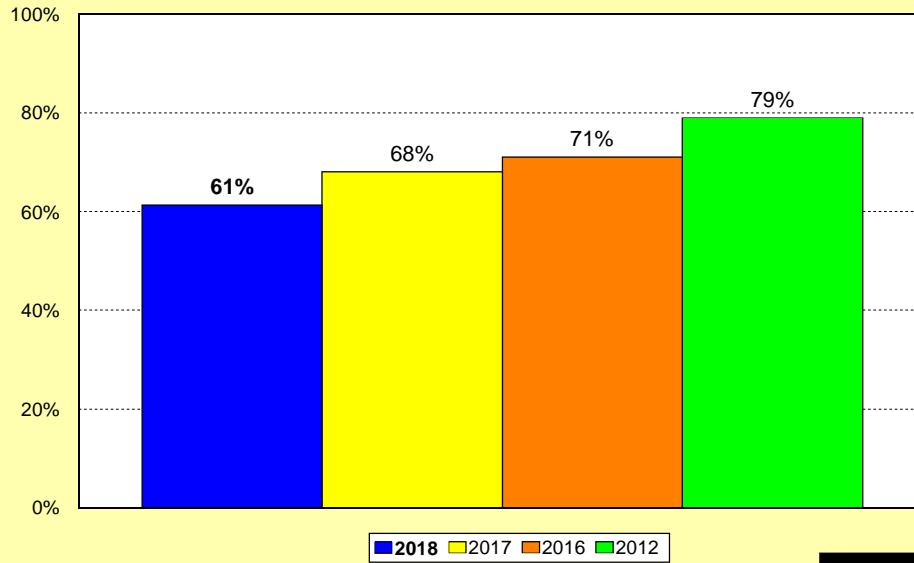
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q8. How would you rate the Village of Pinehurst customer service? - 2012 to 2018

by percentage of respondents who answered "very good" or "good"

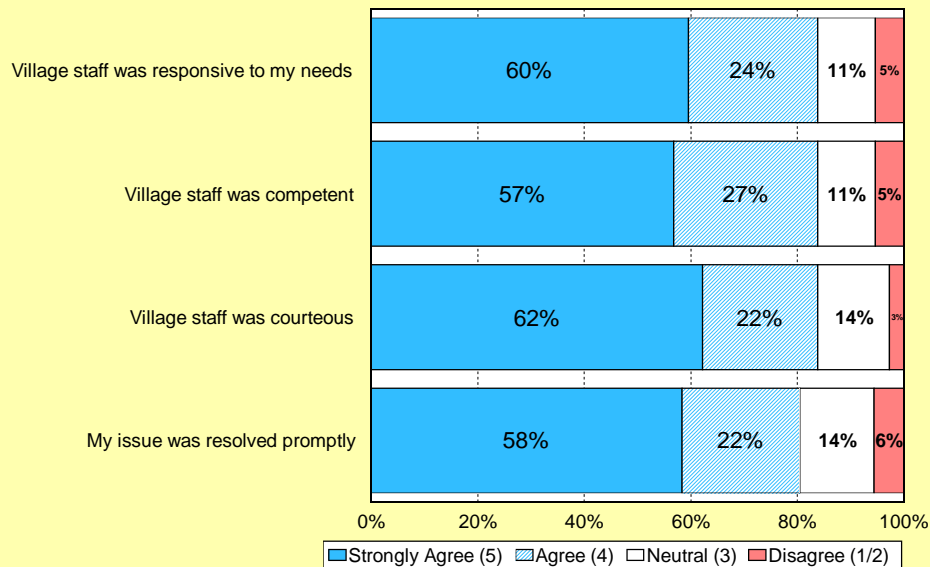


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village Government Staff

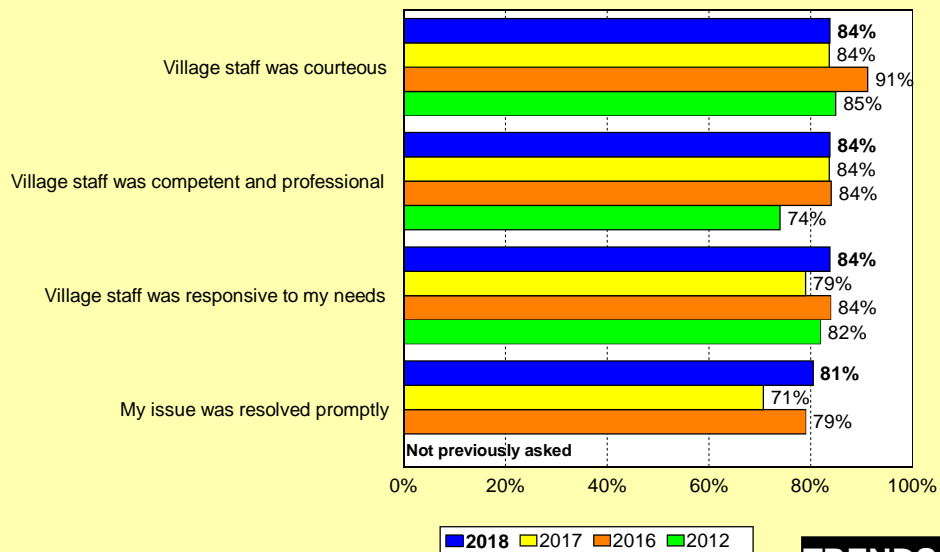
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village - 2012 to 2018

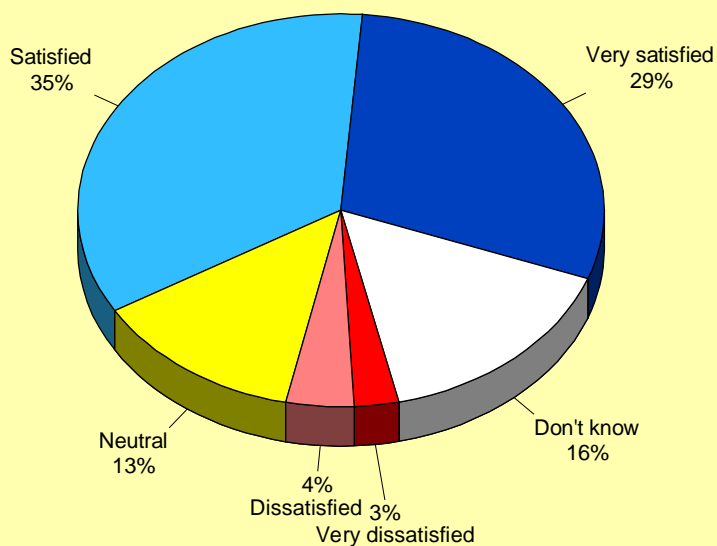
by percentage of respondents who answered "strongly agree" or "agree" (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners?

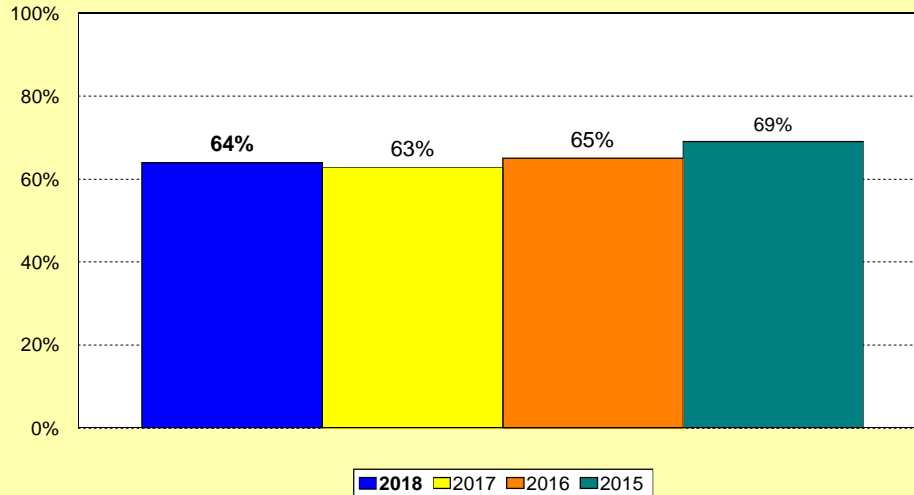
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners? 2015 to 2018

by percentage of respondents who answered "very satisfied" or "satisfied"

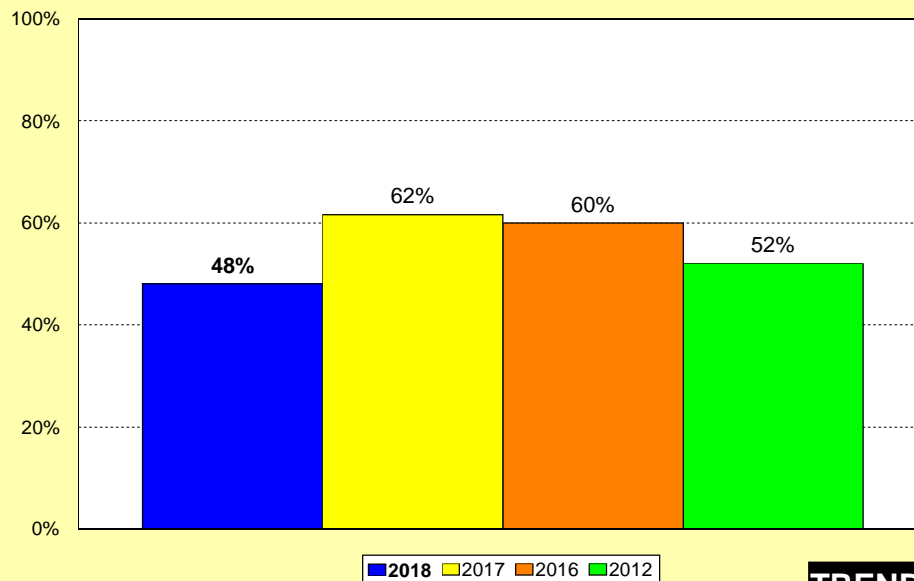


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q11. Have you visited the Village's website (www.vopnc.org) during the past 12 months? - 2012 to 2018

by percentage of respondents who answered "yes"

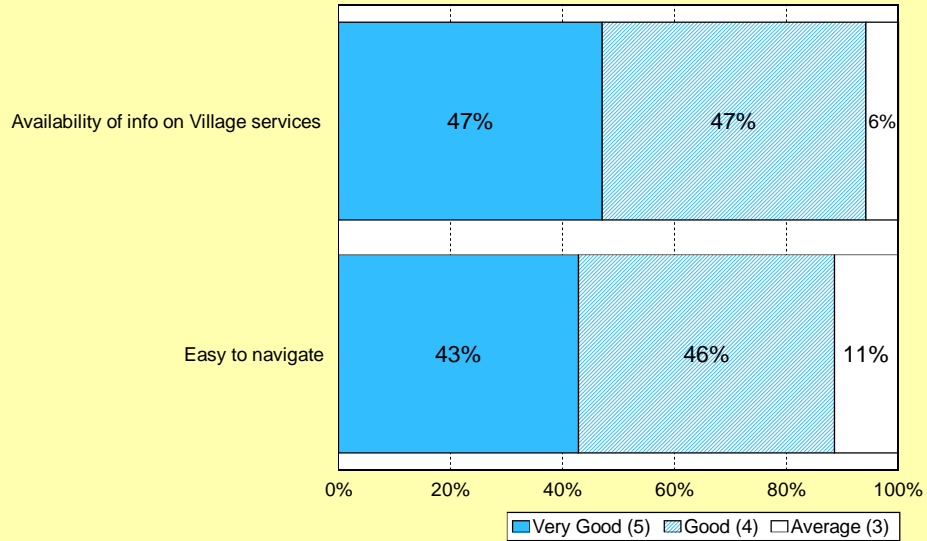


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q11a. How would you rate the following characteristics of the Village website?

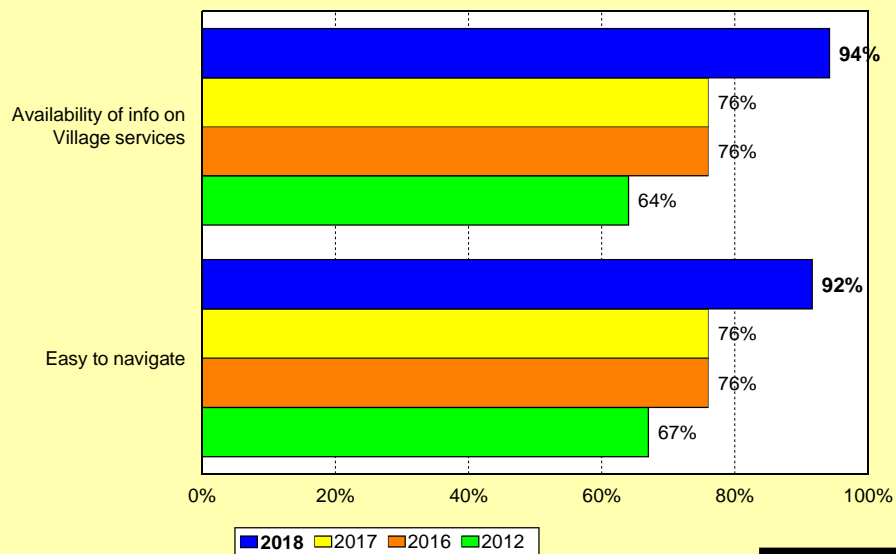
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q11a. How would you rate the following characteristics of the Village website? - 2012 to 2018

by percentage of respondents who answered "very good" or "good"

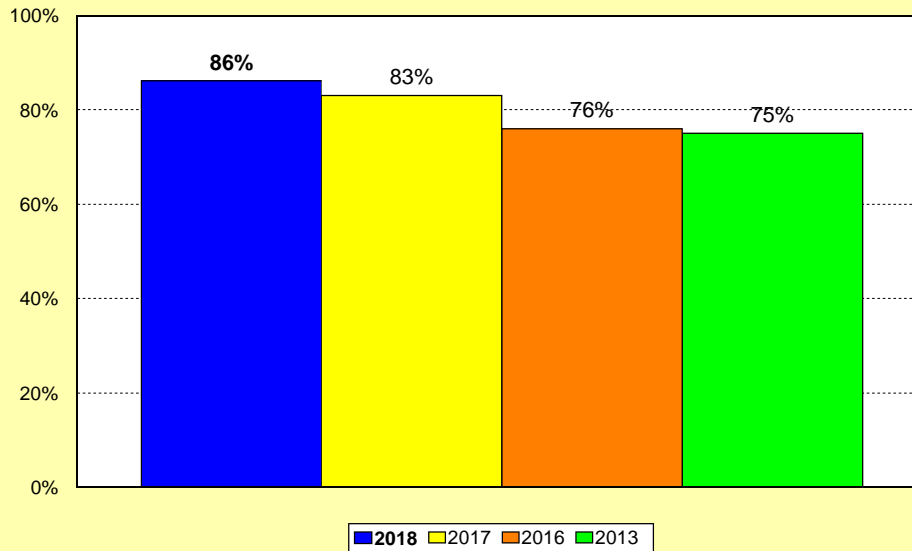


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q11b. How satisfied are you with the Village's website? 2013 to 2018

by percentage of respondents who responded "very satisfied" or "satisfied"

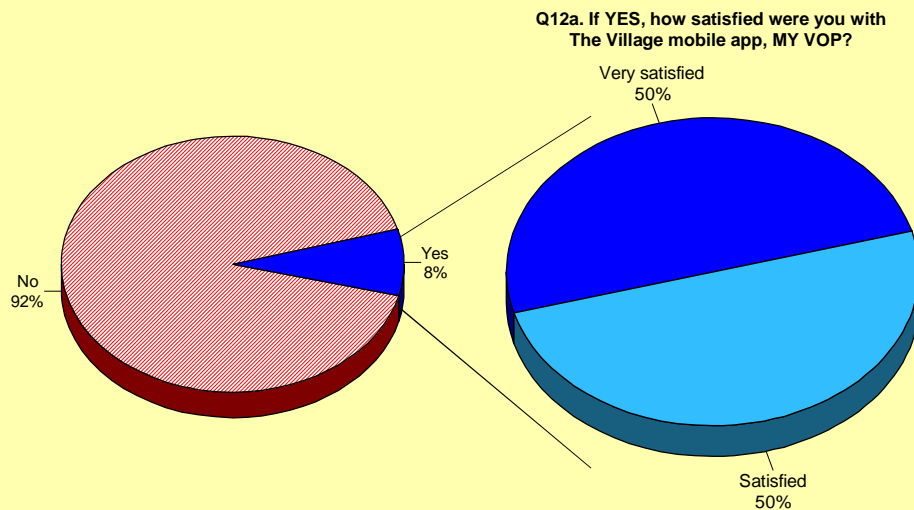


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q12. Have you used the Village's mobile app ("MY VOP") during the past 12 months?

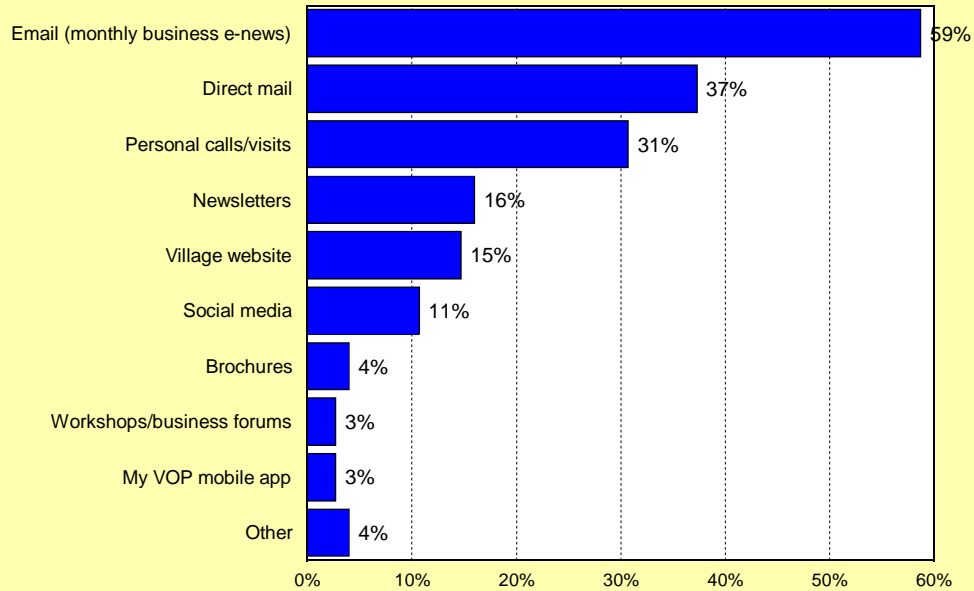
by percentage of respondents (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q13. Which of the following are the best ways for the Village to communicate important information to your business?

by percentage of respondents (multiple choices could be made)

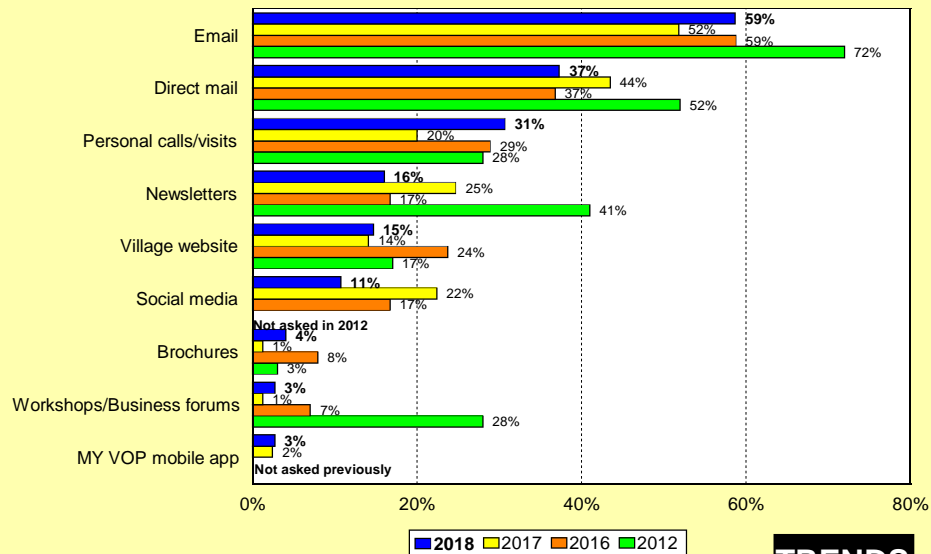


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q13. Which of the following are the best ways for the Village to communicate important information to your business?

2012 to 2018

by percentage of respondents (multiple choices could be made)

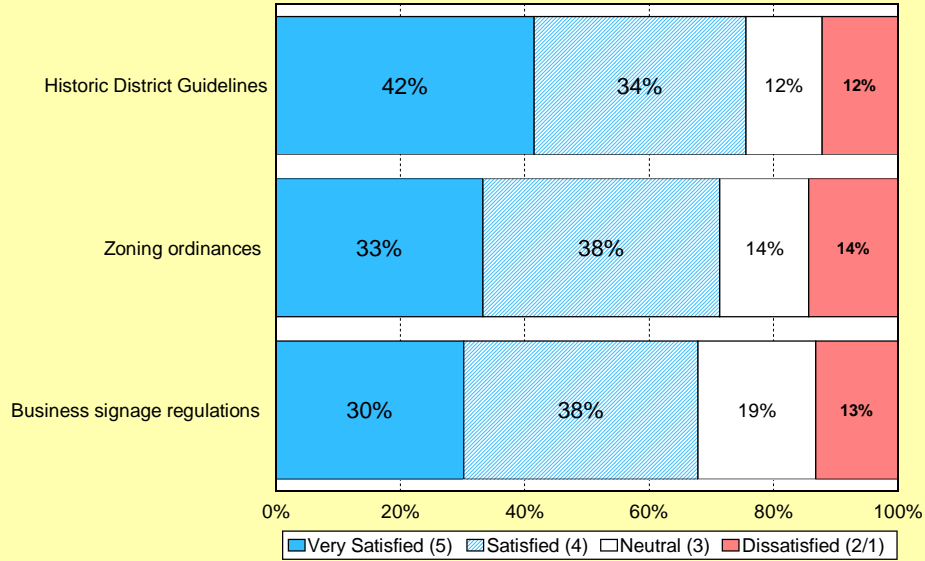


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances)

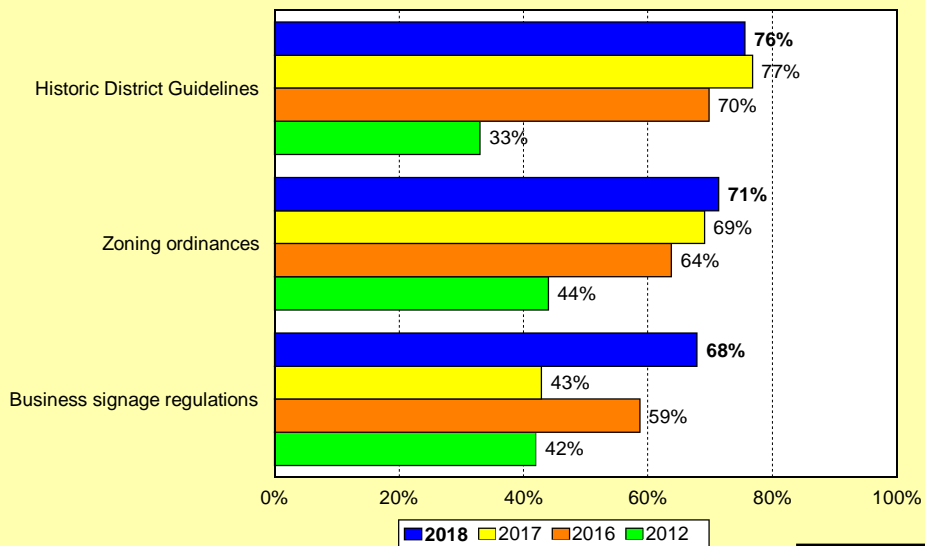
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances) - 2012 to 2018

by percentage of respondents who had used the service or department and answered "very satisfied" or "satisfied"

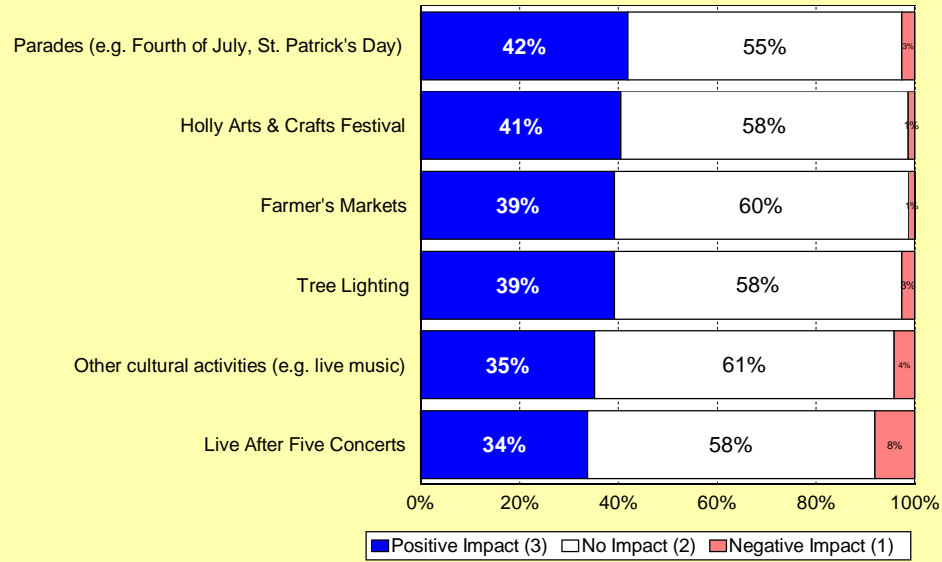


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business

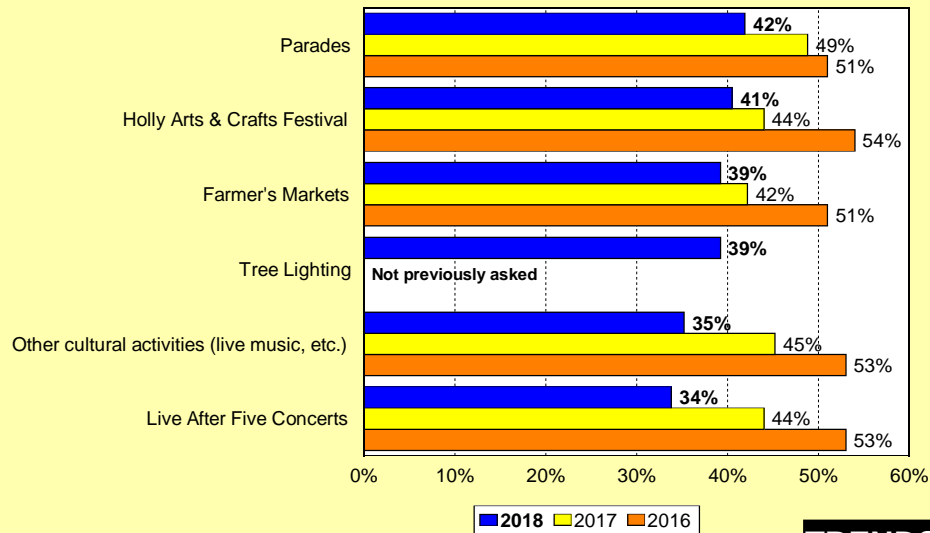
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business 2016 to 2018

by percentage of respondents who felt the event had a "positive impact" on their business

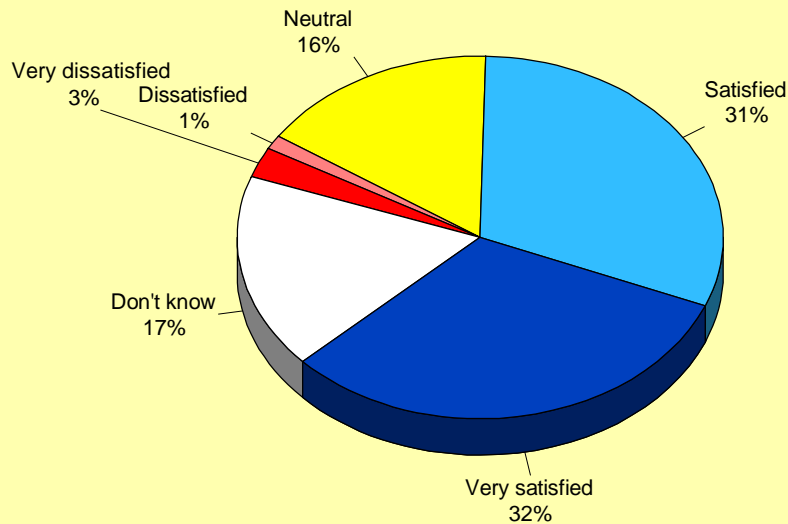


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?

by percentage of respondents

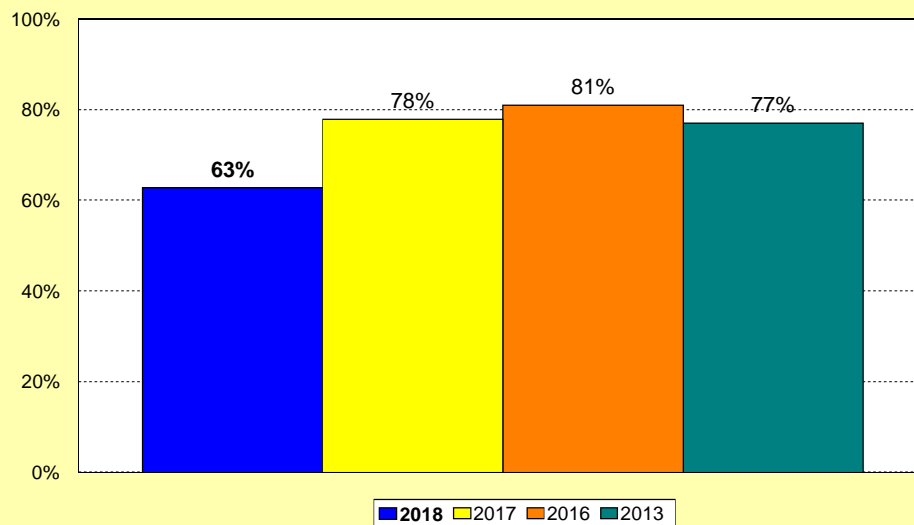


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?

2013 to 2018

by percentage of respondents who answered "very satisfied" or "satisfied"

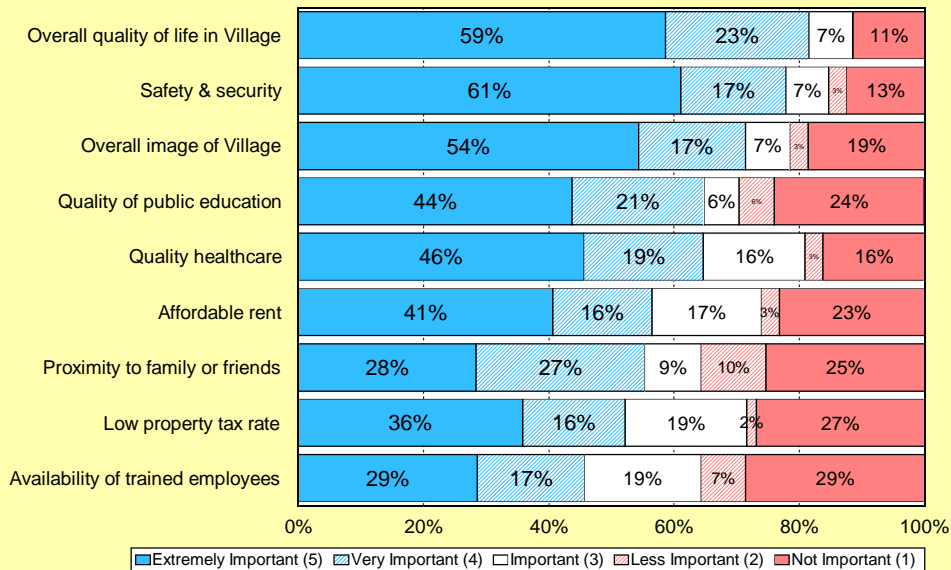


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst

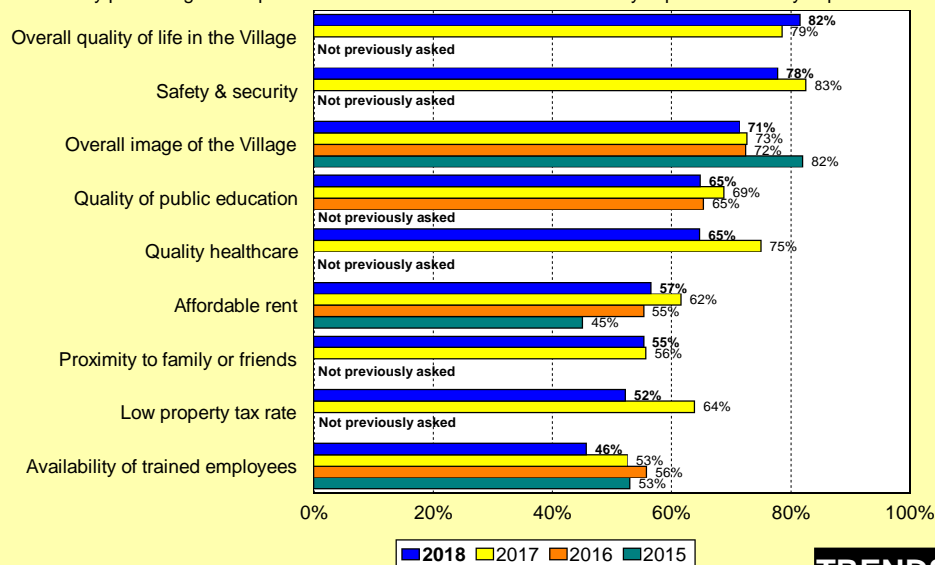
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst 2015 to 2018

by percentage of respondents who felt the reason was "extremely important" or "very important"

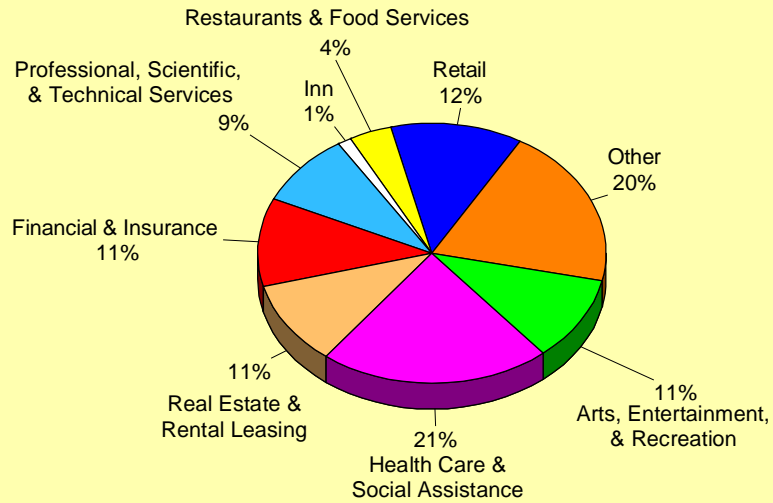


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Q20. Primary Business Category for Your Business

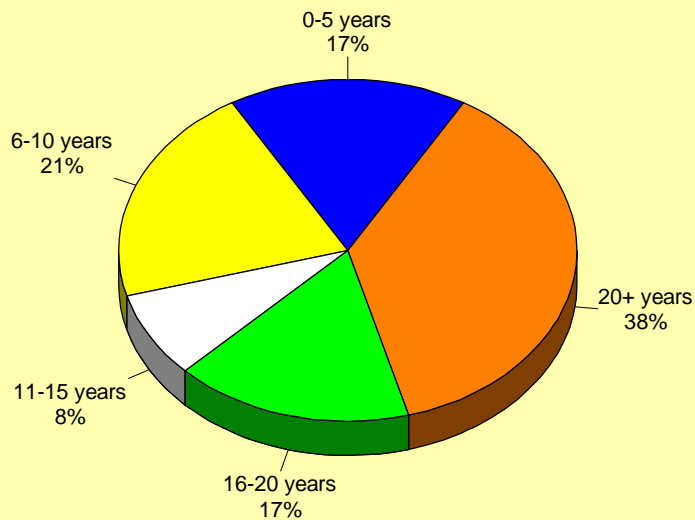
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q21. How many years have you been in operation in the Village?

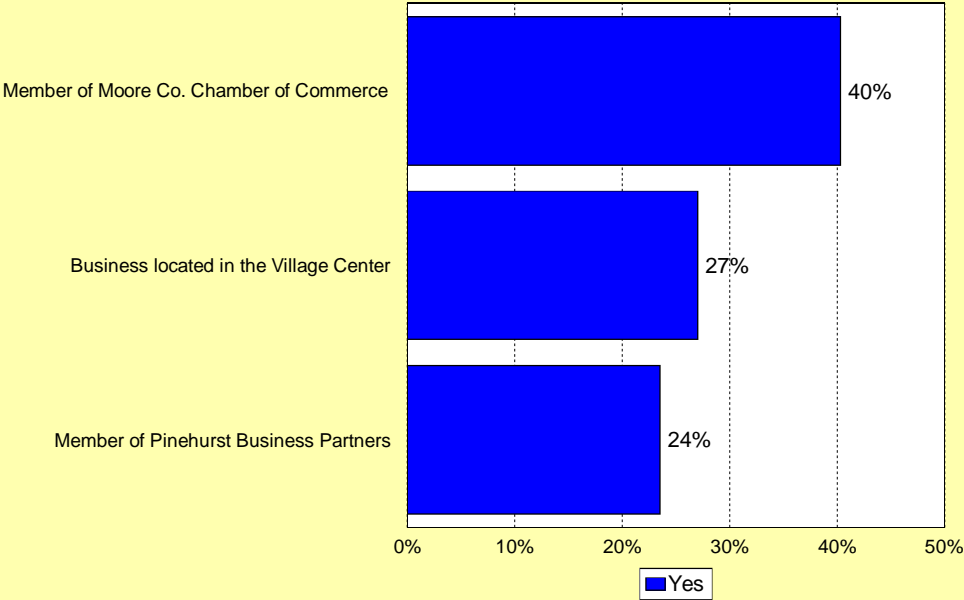
by percentage of respondents (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q22. Is Your Business Any of the Following:

by percentage of respondents who answered "yes"



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Section 2

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Village of Pinehurst, North Carolina

Overview

Today, Village officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens and businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses 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 public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas 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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 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 categories of Village services they think are most important to their business. Twenty-one percent (21%) of respondents selected *Planning and Zoning* as one of the most important services for the Village to provide.

With regard to satisfaction, 79% of respondents surveyed rated the Village's overall performance in *Planning and Zoning* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *Planning and Zoning* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 21% was multiplied by 21% (1-0.79). This calculation yielded an I-S rating of 0.0456 which ranked first out of 9 major service categories.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the three most important areas for the City 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the Village of Pinehurst are provided on the following pages.

2018 Importance-Satisfaction Rating

Village of Pinehurst, North Carolina

Overall Satisfaction with Village Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Planning & Zoning	21%	5	79%	8	0.0456	1
Streets & Grounds	16%	6	82%	7	0.0283	2
Code Enforcement	9%	7	75%	9	0.0233	3
Fire Inspections	28%	4	93%	5	0.0185	4
Police Patrol	44%	1	96%	4	0.0167	5
Village Hall (Front Desk)	7%	9	93%	6	0.0044	6
Building Inspections	8%	8	100%	1	0.0000	7
Fire Emergency Response	36%	2	100%	3	0.0000	8
Police Emergency Response	32%	3	100%	2	0.0000	9

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 be the Village's top priorities.

Satisfaction %:

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

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

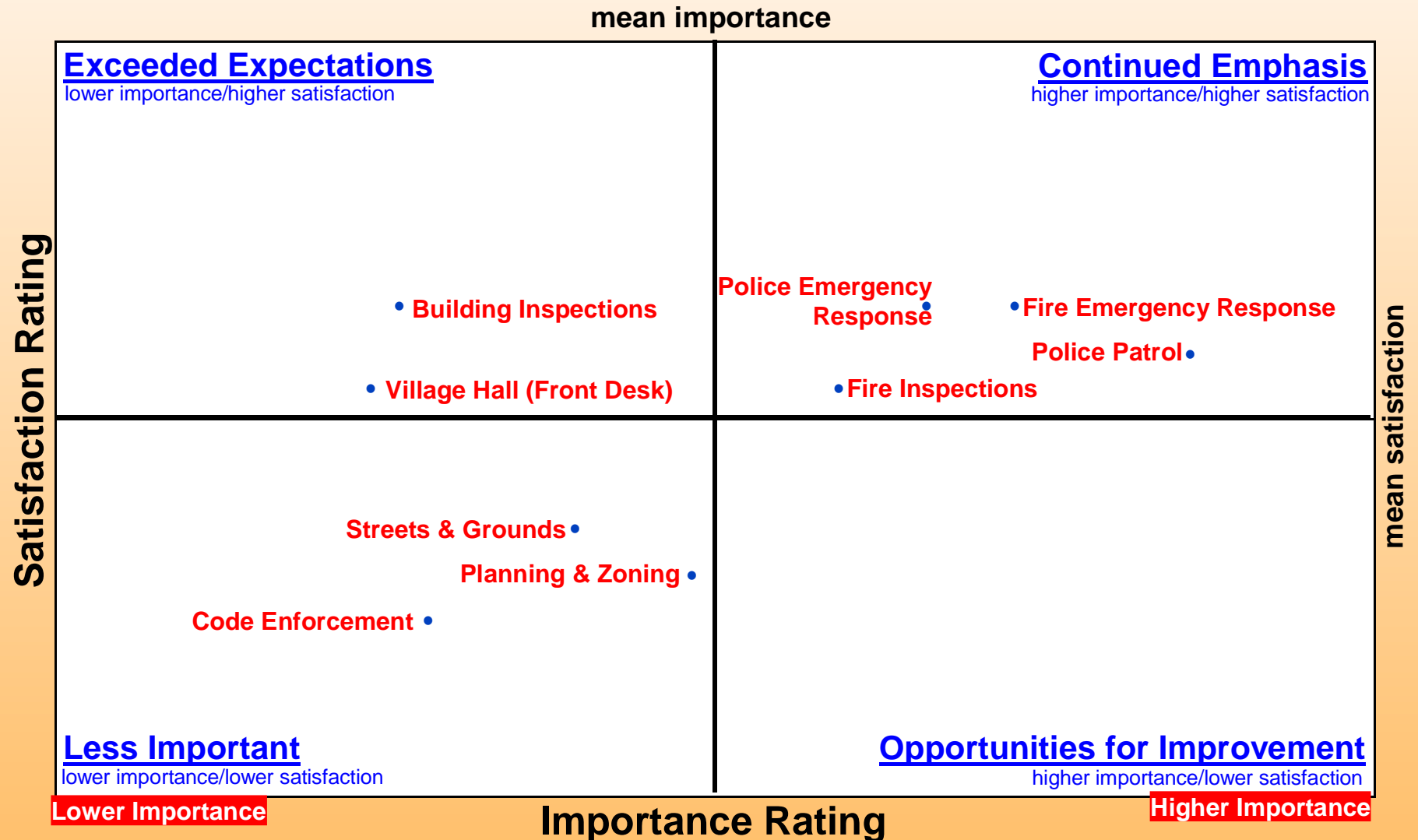
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the Village is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Village should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the Village is performing significantly better than customers expect the Village to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with Village services. The Village should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the Village is not performing as well as customers expect the Village to perform. This area has a significant impact on customer satisfaction, and the Village should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the Village is not performing well relative to the Village's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with Village services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

The matrix for the Village of Pinehurst is provided on the following page.

2018 Village of Pinehurst Business Survey Importance-Satisfaction Assessment Matrix

-Overall-

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



Source: ETC Institute (2018)

Section 3

Tabular Data

Q1. Community Service Satisfaction. Please indicate if your business has used each of the services or departments listed below.

(N=75)

	Yes	No
Q1-1. Building Inspections	18.7%	81.3%
Q1-2. Fire Inspections	62.7%	37.3%
Q1-3. Planning & Zoning	18.7%	81.3%
Q1-4. Code Enforcement	16.0%	84.0%
Q1-5. Police Patrol	36.0%	64.0%
Q1-6. Police Emergency Response	22.7%	77.3%
Q1-7. Fire Emergency Response	20.0%	80.0%
Q1-8. Village Hall (Front Desk)	20.0%	80.0%
Q1-9. Streets & Grounds	22.7%	77.3%

Q1. If "Yes," please rate the service or department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=61)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building Inspections	78.6%	21.4%	0.0%	0.0%	0.0%
Q1-2. Fire Inspections	80.4%	13.0%	4.3%	2.2%	0.0%
Q1-3. Planning & Zoning	64.3%	14.3%	7.1%	7.1%	7.1%
Q1-4. Code Enforcement	66.7%	8.3%	16.7%	8.3%	0.0%
Q1-5. Police Patrol	96.2%	0.0%	3.8%	0.0%	0.0%
Q1-6. Police Emergency Response	94.1%	5.9%	0.0%	0.0%	0.0%
Q1-7. Fire Emergency Response	93.3%	6.7%	0.0%	0.0%	0.0%
Q1-8. Village Hall (Front Desk)	86.7%	6.7%	6.7%	0.0%	0.0%
Q1-9. Streets & Grounds	58.8%	23.5%	17.6%	0.0%	0.0%

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?

Q2. Top choice	Number	Percent
Building Inspections	4	5.3 %
Fire Inspections	2	2.7 %
Planning & Zoning	6	8.0 %
Code Enforcement	1	1.3 %
Police Patrol	20	26.7 %
Police Emergency Response	13	17.3 %
Fire Emergency Response	4	5.3 %
Village Hall (Front Desk)	2	2.7 %
Streets & Grounds	4	5.3 %
None chosen	19	25.3 %
Total	75	100.0 %

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?

Q2. 2nd choice	Number	Percent
Building Inspections	1	1.3 %
Fire Inspections	8	10.7 %
Planning & Zoning	4	5.3 %
Code Enforcement	4	5.3 %
Police Patrol	7	9.3 %
Police Emergency Response	9	12.0 %
Fire Emergency Response	16	21.3 %
Village Hall (Front Desk)	2	2.7 %
Streets & Grounds	2	2.7 %
None chosen	22	29.3 %
Total	75	100.0 %

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business?

Q2. 3rd choice	Number	Percent
Building Inspections	1	1.3 %
Fire Inspections	11	14.7 %
Planning & Zoning	6	8.0 %
Code Enforcement	2	2.7 %
Police Patrol	6	8.0 %
Police Emergency Response	2	2.7 %
Fire Emergency Response	7	9.3 %
Village Hall (Front Desk)	1	1.3 %
Streets & Grounds	6	8.0 %
None chosen	33	44.0 %
Total	75	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the Village services or departments listed in Question 1 are the MOST IMPORTANT to your business? (top 3)

Q2. Sum of Top 3 Choices	Number	Percent
Building Inspections	6	8.0 %
Fire Inspections	21	28.0 %
Planning & Zoning	16	21.3 %
Code Enforcement	7	9.3 %
Police Patrol	33	44.0 %
Police Emergency Response	24	32.0 %
Fire Emergency Response	27	36.0 %
Village Hall (Front Desk)	5	6.7 %
Streets & Grounds	12	16.0 %
None chosen	19	25.3 %
Total	170	

Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is...

Q3. How satisfied are you with overall quality of services provided to your business by Village of Pinehurst

	Number	Percent
Significantly higher than your expectations	6	8.0 %
Higher than your expectations	16	21.3 %
Meets your expectations	42	56.0 %
Below your expectations	3	4.0 %
Don't know	8	10.7 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is... (without "don't know")

Q3. How satisfied are you with overall quality of services provided to your business by Village of Pinehurst

	Number	Percent
Significantly higher than your expectations	6	9.0 %
Higher than your expectations	16	23.9 %
Meets your expectations	42	62.7 %
Below your expectations	3	4.5 %
Total	67	100.0 %

Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas.

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q4-1. Supporting business growth & development	30.7%	30.7%	6.7%	4.0%	6.7%	21.3%
Q4-2. Availability of employee & customer parking around your business	22.7%	17.3%	14.7%	14.7%	6.7%	24.0%
Q4-3. Condition of sidewalks	41.3%	32.0%	4.0%	0.0%	1.3%	21.3%
Q4-4. Creating & promoting special events	44.0%	20.0%	14.7%	2.7%	1.3%	17.3%
Q4-5. Historic preservation efforts	33.3%	20.0%	6.7%	2.7%	1.3%	36.0%
Q4-6. Cleanliness of Village streets & public areas	66.7%	25.3%	5.3%	0.0%	0.0%	2.7%
Q4-7. Landscape maintenance in rights of way & public areas	66.7%	24.0%	5.3%	0.0%	0.0%	4.0%

WITHOUT DON'T KNOW

Q4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas. (without "don't know")

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Supporting business growth & development	39.0%	39.0%	8.5%	5.1%	8.5%
Q4-2. Availability of employee & customer parking around your business	29.8%	22.8%	19.3%	19.3%	8.8%
Q4-3. Condition of sidewalks	52.5%	40.7%	5.1%	0.0%	1.7%
Q4-4. Creating & promoting special events	53.2%	24.2%	17.7%	3.2%	1.6%
Q4-5. Historic preservation efforts	52.1%	31.3%	10.4%	4.2%	2.1%
Q4-6. Cleanliness of Village streets & public areas	68.5%	26.0%	5.5%	0.0%	0.0%
Q4-7. Landscape maintenance in rights of way & public areas	69.4%	25.0%	5.6%	0.0%	0.0%

Q5. Perceptions of the Village. Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Don't know
Q5-1. Overall image of Village	61.3%	32.0%	4.0%	2.7%	0.0%
Q5-2. Overall quality of life	58.7%	33.3%	2.7%	1.3%	4.0%
Q5-3. Overall feeling of safety	72.0%	26.7%	0.0%	0.0%	1.3%

WITHOUT DON'T KNOW

Q5. Perceptions of the Village. Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied
Q5-1. Overall image of Village	61.3%	32.0%	4.0%	2.7%
Q5-2. Overall quality of life	61.1%	34.7%	2.8%	1.4%
Q5-3. Overall feeling of safety	73.0%	27.0%	0.0%	0.0%

Q6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?

Q6. How likely would you be to recommend
Village as a business location to friends, family, &
co-workers

	Number	Percent
Very likely	39	52.0 %
Likely	18	24.0 %
Somewhat likely	8	10.7 %
Not likely	5	6.7 %
Not likely at all	4	5.3 %
Don't know	1	1.3 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q6. Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers? (without "don't know")

Q6. How likely would you be to recommend
Village as a business location to friends, family, &
co-workers

	Number	Percent
Very likely	39	52.7 %
Likely	18	24.3 %
Somewhat likely	8	10.8 %
Not likely	5	6.8 %
Not likely at all	4	5.4 %
Total	74	100.0 %

Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

Q7. What best describes overall business atmosphere in Village of Pinehurst today compared to two years ago

	Number	Percent
Better	24	32.0 %
No change, but good	34	45.3 %
No change, but poor	7	9.3 %
Worse	1	1.3 %
Don't know	9	12.0 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q7. Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago? (without "don't know")

Q7. What best describes overall business atmosphere in Village of Pinehurst today compared to two years ago

	Number	Percent
Better	24	36.4 %
No change, but good	34	51.5 %
No change, but poor	7	10.6 %
Worse	1	1.5 %
Total	66	100.0 %

Q8. Customer Service. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is...

Q8. How would you rate Village of Pinehurst customer service	Number	Percent
Very good	22	29.3 %
Good	24	32.0 %
Poor	3	4.0 %
Don't know	26	34.7 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q8. Customer Service. Overall, how would you rate the Village of Pinehurst customer service? Would you say it is... (without "don't know")

Q8. How would you rate Village of Pinehurst customer service	Number	Percent
Very good	22	44.9 %
Good	24	49.0 %
Poor	3	6.1 %
Total	49	100.0 %

Q9. Thinking about your MOST RECENT contact with Village government staff, please rate your experience using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=75)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9-1. Village staff was responsive to my needs	29.3%	12.0%	5.3%	1.3%	1.3%	50.7%
Q9-2. Village staff was competent	28.0%	13.3%	5.3%	2.7%	0.0%	50.7%
Q9-3. Village staff was courteous	30.7%	10.7%	6.7%	1.3%	0.0%	50.7%
Q9-4. My issue was resolved promptly	28.0%	10.7%	6.7%	0.0%	2.7%	52.0%

WITHOUT DON'T KNOW

Q9. Thinking about your MOST RECENT contact with Village government staff, please rate your experience using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=75)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Village staff was responsive to my needs	59.5%	24.3%	10.8%	2.7%	2.7%
Q9-2. Village staff was competent	56.8%	27.0%	10.8%	5.4%	0.0%
Q9-3. Village staff was courteous	62.2%	21.6%	13.5%	2.7%	0.0%
Q9-4. My issue was resolved promptly	58.3%	22.2%	13.9%	0.0%	5.6%

Q10. Communication. Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are...

Q10. How satisfied are you with the job Village of
Pinehurst does communicating with business
owners

	Number	Percent
Very satisfied	22	29.3 %
Satisfied	26	34.7 %
Neutral	10	13.3 %
Dissatisfied	3	4.0 %
Very dissatisfied	2	2.7 %
Don't know	12	16.0 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q10. Communication. Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are... (without "don't know")

Q10. How satisfied are you with the job Village of
Pinehurst does communicating with business
owners

	Number	Percent
Very satisfied	22	34.9 %
Satisfied	26	41.3 %
Neutral	10	15.9 %
Dissatisfied	3	4.8 %
Very dissatisfied	2	3.2 %
Total	63	100.0 %

Q11. Have you visited the Village's website (vopnc.org) during the last 12 months?

Q11. Have you visited Village's website (vopnc.org) during last 12 months

	Number	Percent
Yes	36	48.0 %
No	39	52.0 %
Total	75	100.0 %

Q11a. Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics.

(N=36)

	Very good	Good	Average	Don't know
Q11a-1. Easy to navigate	41.7%	44.4%	11.1%	2.8%
Q11a-2. Availability of information about Village services	44.4%	44.4%	5.6%	5.6%

WITHOUT DON'T KNOW

Q11a. Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics. (without "don't know")

(N=36)

	Very good	Good	Average
Q11a-1. Easy to navigate	42.9%	45.7%	11.4%
Q11a-2. Availability of information about Village services	47.1%	47.1%	5.9%

Q11b. Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were...

Q11b. How satisfied were you with Village of Pinehurst website	Number	Percent
Very satisfied	13	36.1 %
Satisfied	18	50.0 %
Neutral	4	11.1 %
Don't know	1	2.8 %
Total	36	100.0 %

WITHOUT DON'T KNOW

Q11b. Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were... (without "don't know")

Q11b. How satisfied were you with Village of Pinehurst website	Number	Percent
Very satisfied	13	37.1 %
Satisfied	18	51.4 %
Neutral	4	11.4 %
Total	35	100.0 %

Q12. Have you used the Village's mobile app (MY VOP) during the last 12 months?

Q12. Have you used Village's mobile app (MY VOP) during last 12 months	Number	Percent
Yes	6	8.0 %
No	67	89.3 %
Don't know	2	2.7 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q12. Have you used the Village's mobile app (MY VOP) during the last 12 months? (without "don't know")

Q12. Have you used Village's mobile app (MY VOP) during last 12 months	Number	Percent
Yes	6	8.2 %
No	67	91.8 %
Total	73	100.0 %

Q12a. Overall, how satisfied would you say you were with the Village mobile app, MY VOP? Would you say you were...

Q12a. How satisfied were you with Village mobile app, MY VOP	Number	Percent
Very satisfied	3	50.0 %
Satisfied	3	50.0 %
Total	6	100.0 %

Q13. Please indicate which of the following are the best ways for the Village to communicate with you to get important information to your business.

Q13. What are the best ways for Village to communicate with you to get important information to your business

	Number	Percent
Direct mail	28	37.3 %
Village website	11	14.7 %
Email (monthly business e-news)	44	58.7 %
Workshops/business forums	2	2.7 %
Social media	8	10.7 %
Personal calls/visits	23	30.7 %
Newsletters	12	16.0 %
Brochures	3	4.0 %
MY VOP mobile app	2	2.7 %
Other	3	4.0 %
Total	136	

Q13. Other

Q13-10. Other	Number	Percent
Robo calls	1	33.3 %
Text	1	33.3 %
Radio/newspaper	1	33.3 %
Total	3	100.0 %

Q14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q14-1. Zoning ordinances	18.7%	21.3%	8.0%	2.7%	5.3%	44.0%
Q14-2. Business signage regulations	21.3%	26.7%	13.3%	6.7%	2.7%	29.3%
Q14-3. Historic district guidelines	22.7%	18.7%	6.7%	2.7%	4.0%	45.3%

WITHOUT DON'T KNOW

Q14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances. (without "don't know")

(N=75)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Zoning ordinances	33.3%	38.1%	14.3%	4.8%	9.5%
Q14-2. Business signage regulations	30.2%	37.7%	18.9%	9.4%	3.8%
Q14-3. Historic district guidelines	41.5%	34.1%	12.2%	4.9%	7.3%

Q15. Village Events. Using a scale of 1 to 3, where 3 means "Positive Impact" and 1 means "Negative Impact," please indicate the impact the following events in the Village Center have on your business.

(N=75)

	Positive impact	No impact	Negative impact	Don't know
Q15-1. Farmer's Markets	38.7%	58.7%	1.3%	1.3%
Q15-2. Live After Five Concerts	33.3%	57.3%	8.0%	1.3%
Q15-3. Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	41.3%	54.7%	2.7%	1.3%
Q15-4. Holly Arts & Crafts Festival	40.0%	57.3%	1.3%	1.3%
Q15-5. Tree Lighting	38.7%	57.3%	2.7%	1.3%
Q15-6. Other cultural activities (e.g. live music)	33.3%	57.3%	4.0%	5.3%

WITHOUT DON'T KNOW

Q15. Village Events. Using a scale of 1 to 3, where 3 means "Positive Impact" and 1 means "Negative Impact," please indicate the impact the following events in the Village Center have on your business. (without "don't know")

(N=75)

	Positive impact	No impact	Negative impact
Q15-1. Farmer's Markets	39.2%	59.5%	1.4%
Q15-2. Live After Five Concerts	33.8%	58.1%	8.1%
Q15-3. Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	41.9%	55.4%	2.7%
Q15-4. Holly Arts & Crafts Festival	40.5%	58.1%	1.4%
Q15-5. Tree Lighting	39.2%	58.1%	2.7%
Q15-6. Other cultural activities (e.g. live music)	35.2%	60.6%	4.2%

Q16. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)?

Q16. How satisfied are you with the way Village handles events that attract large crowds to Village	Number	Percent
Very satisfied	24	32.0 %
Satisfied	23	30.7 %
Neutral	12	16.0 %
Dissatisfied	1	1.3 %
Very dissatisfied	2	2.7 %
Don't know	13	17.3 %
Total	75	100.0 %

WITHOUT DON'T KNOW

Q16. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)? (without "don't know")

Q16. How satisfied are you with the way Village handles events that attract large crowds to Village	Number	Percent
Very satisfied	24	38.7 %
Satisfied	23	37.1 %
Neutral	12	19.4 %
Dissatisfied	1	1.6 %
Very dissatisfied	2	3.2 %
Total	62	100.0 %

Q17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst.

(N=75)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q17-1. Overall image of Village	50.7%	16.0%	6.7%	2.7%	17.3%	6.7%
Q17-2. Safety & security	58.7%	16.0%	6.7%	2.7%	12.0%	4.0%
Q17-3. Availability of trained employees	26.7%	16.0%	17.3%	6.7%	26.7%	6.7%
Q17-4. Low property tax rate	32.0%	14.7%	17.3%	1.3%	24.0%	10.7%
Q17-5. Quality healthcare	41.3%	17.3%	14.7%	2.7%	14.7%	9.3%
Q17-6. Affordable rent	37.3%	14.7%	16.0%	2.7%	21.3%	8.0%
Q17-7. Proximity to family or friends	25.3%	24.0%	8.0%	9.3%	22.7%	10.7%
Q17-8. Quality of public education	41.3%	20.0%	5.3%	5.3%	22.7%	5.3%
Q17-9. Overall quality of life in Village	54.7%	21.3%	6.7%	0.0%	10.7%	6.7%

WITHOUT NOT PROVIDED

Q17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst. (without "not provided")

(N=75)

	Extremely important	Very important	Important	Less important	Not important
Q17-1. Overall image of Village	54.3%	17.1%	7.1%	2.9%	18.6%
Q17-2. Safety & security	61.1%	16.7%	6.9%	2.8%	12.5%
Q17-3. Availability of trained employees	28.6%	17.1%	18.6%	7.1%	28.6%
Q17-4. Low property tax rate	35.8%	16.4%	19.4%	1.5%	26.9%
Q17-5. Quality healthcare	45.6%	19.1%	16.2%	2.9%	16.2%
Q17-6. Affordable rent	40.6%	15.9%	17.4%	2.9%	23.2%
Q17-7. Proximity to family or friends	28.4%	26.9%	9.0%	10.4%	25.4%
Q17-8. Quality of public education	43.7%	21.1%	5.6%	5.6%	23.9%
Q17-9. Overall quality of life in Village	58.6%	22.9%	7.1%	0.0%	11.4%

Q20. Business Category. Please indicate the primary business category for your business.

Q20. What is primary business category for your business	Number	Percent
Retail	9	12.0 %
Restaurants & Food Services	3	4.0 %
Inn	1	1.3 %
Professional, Scientific, & Technical Services	7	9.3 %
Financial & Insurance	8	10.7 %
Real Estate & Rental Leasing	8	10.7 %
Health Care & Social Assistance	16	21.3 %
Arts, Entertainment, & Recreation	8	10.7 %
Other	15	20.0 %
Total	75	100.0 %

Q20. Other

Q20. Other	Number	Percent
Church	1	7.1 %
Commercial	1	7.1 %
Construction	1	7.1 %
Day spa	1	7.1 %
Education	1	7.1 %
Estate tax	1	7.1 %
Golf club	1	7.1 %
Hospitality house for hospital	1	7.1 %
Manufacturing	1	7.1 %
Non-profit Scottish Culture promotional organization	1	7.1 %
Online tech service	1	7.1 %
Property owner association	1	7.1 %
Service	1	7.1 %
Wholesale	1	7.1 %
Total	14	100.0 %

Q21. How many years have you been in operation in the Village of Pinehurst?

Q21. How many years have you been in operation
in Village of Pinehurst

	Number	Percent
0-5 years	12	16.0 %
6-10 years	15	20.0 %
11-15 years	6	8.0 %
16-20 years	12	16.0 %
20+ years	27	36.0 %
Not provided	3	4.0 %
Total	75	100.0 %

WITHOUT NOT PROVIDED

Q21. How many years have you been in operation in the Village of Pinehurst? (without "not provided")

Q21. How many years have you been in operation
in Village of Pinehurst

	Number	Percent
0-5 years	12	16.7 %
6-10 years	15	20.8 %
11-15 years	6	8.3 %
16-20 years	12	16.7 %
20+ years	27	37.5 %
Total	72	100.0 %

Q22. Please answer the following questions.

(N=75)

	Yes	No	Not provided
Q22-1. Are you a member of Pinehurst Business Partners	21.3%	69.3%	9.3%
Q22-2. Are you a member of Moore County Chamber of Commerce	38.7%	57.3%	4.0%
Q22-3. Is your business located in Village Center	26.7%	72.0%	1.3%

WITHOUT NOT PROVIDED

Q22. Please answer the following questions. (without "not provided")

(N=75)

	Yes	No
Q22-1. Are you a member of Pinehurst Business Partners	23.5%	76.5%
Q22-2. Are you a member of Moore County Chamber of Commerce	40.3%	59.7%
Q22-3. Is your business located in Village Center	27.0%	73.0%

Section 4

Survey Instrument



HISTORY, CHARM, AND SOUTHERN HOSPITALITY_____

July 2018

Dear Village of Pinehurst Business Owner,

Each year, the Village of Pinehurst surveys its business owners to obtain feedback on how the Village is meeting the needs of its businesses. We invite you to participate in this year's survey by providing your personal opinion. By taking approximately 10 minutes to complete the anonymous survey, you can help make an impact on the Village of Pinehurst. The feedback we receive will help Village leaders and elected officials set community priorities including staffing and budget expenditures, determine areas or services that need improvement, and identify future needs. We strive to exceed your expectations as we promote, enhance, and sustain the quality of life in the Village of Pinehurst.

Complete the survey using the paper survey and postage paid envelope provided or complete it online by visiting www.2018PinehurstBusinessSurvey.com.

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

If you have any questions about the survey, please contact me at 295-1900, ext. 1101. Thank you for participating in the 2018 Business 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



2018 Village of Pinehurst Business 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 business concerns. If you have questions, please contact Jeff Sanborn, Village Manager at (910) 295-1900, ext. 1101 or at jsanborn@vopnc.org.

1. **Community Service Satisfaction.** Please indicate if your business has used each of the services or departments listed below in the past year. If "Yes," please rate the service or department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Service/Department	Has your business used this service or department in the past year?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Building Inspections	Yes	No	5	4	3	2	1	9
2. Fire Inspections	Yes	No	5	4	3	2	1	9
3. Planning and Zoning	Yes	No	5	4	3	2	1	9
4. Code Enforcement	Yes	No	5	4	3	2	1	9
5. Police Patrol	Yes	No	5	4	3	2	1	9
6. Police Emergency Response	Yes	No	5	4	3	2	1	9
7. Fire Emergency Response	Yes	No	5	4	3	2	1	9
8. Village Hall (Front Desk)	Yes	No	5	4	3	2	1	9
9. Streets and Grounds	Yes	No	5	4	3	2	1	9

2. Which THREE of the Village services or departments listed above are the MOST IMPORTANT to your business? [Write in your answers below using the numbers from the list in Question 1.]

1st: _____ 2nd: _____ 3rd: _____

3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is...

____ (1) Significantly higher than your expectations ____ (4) Below your expectations
 ____ (2) Higher than your expectations ____ (5) Significantly below your expectations
 ____ (3) Meets your expectations ____ (9) Don't know

4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Supporting business growth and development	5	4	3	2	1	9
2. Availability of employee and customer parking around your business	5	4	3	2	1	9
3. Condition of sidewalks	5	4	3	2	1	9
4. Creating and promoting special events	5	4	3	2	1	9
5. Historic preservation efforts	5	4	3	2	1	9
6. Cleanliness of Village streets and public areas	5	4	3	2	1	9
7. Landscape maintenance in rights of way and public areas	5	4	3	2	1	9

5. **Perceptions of the Village.** Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate 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	Don't Know
1.	Overall image of the Village	5	4	3	2	1	9
2.	Overall quality of life	5	4	3	2	1	9
3.	Overall feeling of safety	5	4	3	2	1	9

6. **Thinking generally about the Village of Pinehurst, how likely would you be to recommend the Village as a business location to friends, family, and co-workers?**

____ (1) Very likely ____ (3) Somewhat likely ____ (5) Not likely at all
 ____ (2) Likely ____ (4) Not likely ____ (9) Don't know

7. **Which of the following best describes the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?**

____ (1) Better ____ (3) No change, but poor ____ (9) Don't know
 ____ (2) No change, but good ____ (4) Worse

8. **Customer Service.** Overall, how would you rate the Village of Pinehurst customer service? Would you say it is...

____ (1) Very good ____ (3) Poor ____ (9) Don't know
 ____ (2) Good ____ (4) Very poor

9. **Thinking about your MOST RECENT contact with Village government staff, please rate your experience using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."**

	Customer Service Characteristics	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Village staff was responsive to my needs	5	4	3	2	1	9
2.	Village staff was competent	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

10. **Communication.** Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are...

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

11. **Have you visited the Village's website (vopnc.org) during the last 12 months?**

____ (1) Yes [Answer Q11a-b.] ____ (2) No [Skip to Q12.] ____ (9) Don't know [Skip to Q12.]

- 11a. **Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," please rate the Village website with regard to each of the following characteristics.**

		Very Good	Good	Average	Poor	Very Poor	Don't Know
1.	Easy to navigate	5	4	3	2	1	9
2.	Availability of information about Village services	5	4	3	2	1	9

- 11b. **Overall, how satisfied would you say you were with the Village of Pinehurst Website? Would you say you were...**

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

12. Have you used the Village's mobile app (MY VOP) during the last 12 months?

____(1) Yes [Answer Q12a.] ____ (2) No [Skip to Q13.] ____ (9) Don't know [Skip to Q13.]

12a. Overall, how satisfied would you say you were with the Village mobile app, MY VOP? Would you say you were...

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

13. Please indicate which of the following are the best ways for the Village to communicate with you to get important information to your business. [Check all that apply.]

____ (01) Direct mail ____ (05) Social media ____ (09) MY VOP mobile app
____ (02) Village website ____ (06) Personal calls/visits ____ (10) Other: _____
____ (03) Email (Monthly Business eNews) ____ (07) Newsletters
____ (04) Workshops/Business Forums ____ (08) Brochures

14. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Zoning ordinances	5	4	3	2	1	9
2.	Business signage regulations	5	4	3	2	1	9
3.	Historic District Guidelines	5	4	3	2	1	9

15. Village Events. Using a scale of 1 to 3, where 3 means "Positive Impact" and 1 means "Negative Impact," please indicate the impact the following events in the Village Center have on your business.

		Positive Impact	No Impact	Negative Impact	Don't Know
1.	Farmer's Markets	3	2	1	9
2.	Live After Five Concerts	3	2	1	9
3.	Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	3	2	1	9
4.	Holly Arts and Crafts Festival	3	2	1	9
5.	Tree Lighting	3	2	1	9
6.	Other cultural activities (e.g. live music)	3	2	1	9

16. Please indicate how satisfied you are with the way the Village handles events that attract large crowds to the Village (e.g. considering the needs of businesses, addressing noise and disturbance issues)?

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

17. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in the Village of Pinehurst.

		Extremely Important	Very Important	Important	Less Important	Not Important
1.	Overall image of the Village	5	4	3	2	1
2.	Safety and security	5	4	3	2	1
3.	Availability of trained employees	5	4	3	2	1
4.	Low property tax rate	5	4	3	2	1
5.	Quality healthcare	5	4	3	2	1
6.	Affordable rent	5	4	3	2	1
7.	Proximity to family or friends	5	4	3	2	1
8.	Quality of public education	5	4	3	2	1
9.	Overall quality of life in the Village	5	4	3	2	1

18. **Additional Feedback.** What are the most important issues facing Pinehurst today?

19. Do you have any suggestions for how the Village could serve your business better?

20. **Business Category.** Please indicate the primary business category for your business.

- | | |
|---|--|
| <input type="checkbox"/> (1) Retail | <input type="checkbox"/> (6) Real Estate and Rental Leasing |
| <input type="checkbox"/> (2) Restaurants and Food Services | <input type="checkbox"/> (7) Health Care and Social Assistance |
| <input type="checkbox"/> (3) Inn | <input type="checkbox"/> (8) Arts, Entertainment, and Recreation |
| <input type="checkbox"/> (4) Professional, Scientific, and Technical Services | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Financial and Insurance | |

21. How many years have you been in operation in the Village of Pinehurst?

- ☐ (1) 0-5 years ☐ (2) 6-10 years ☐ (3) 11-15 years ☐ (4) 16-20 years ☐ (5) 20+ years

22. Please answer the following questions.

1.	Are you a member of Pinehurst Business Partners?	Yes	No
2.	Are you a member of the Moore County Chamber of Commerce?	Yes	No
3.	Is your business located in the Village Center?	Yes	No

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 to the right 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.

2018 Business Survey

Village of Pinehurst, NC

Presented by

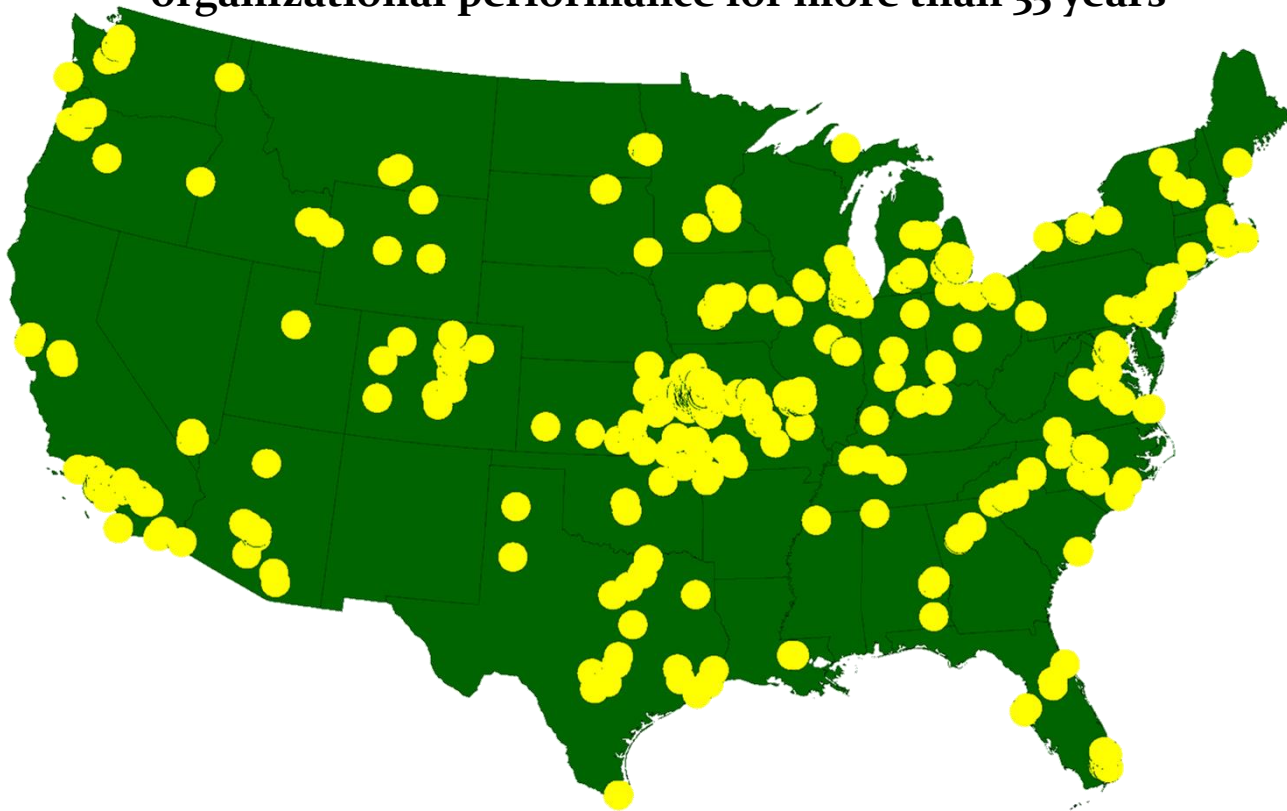


September 2018

ETC Institute

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



More than 2,150,000 Persons Surveyed Since 2008
for more than 900 cities in 49 States

Agenda

☐ Purpose

☐ Methodology

☐ Survey Topics

- Characteristics of Businesses
- Perceptions of the Village
- Satisfaction with Village Services
- Reasons Businesses Located in Pinehurst
- Communication

☐ Summary

☐ Questions

Purpose

- ❑ To objectively assess the quality of Village services that are provided to businesses in Pinehurst
- ❑ To identify ways to improve the quality of Village services that are provided to businesses in the community
- ❑ To measure trends from previous surveys

Methodology

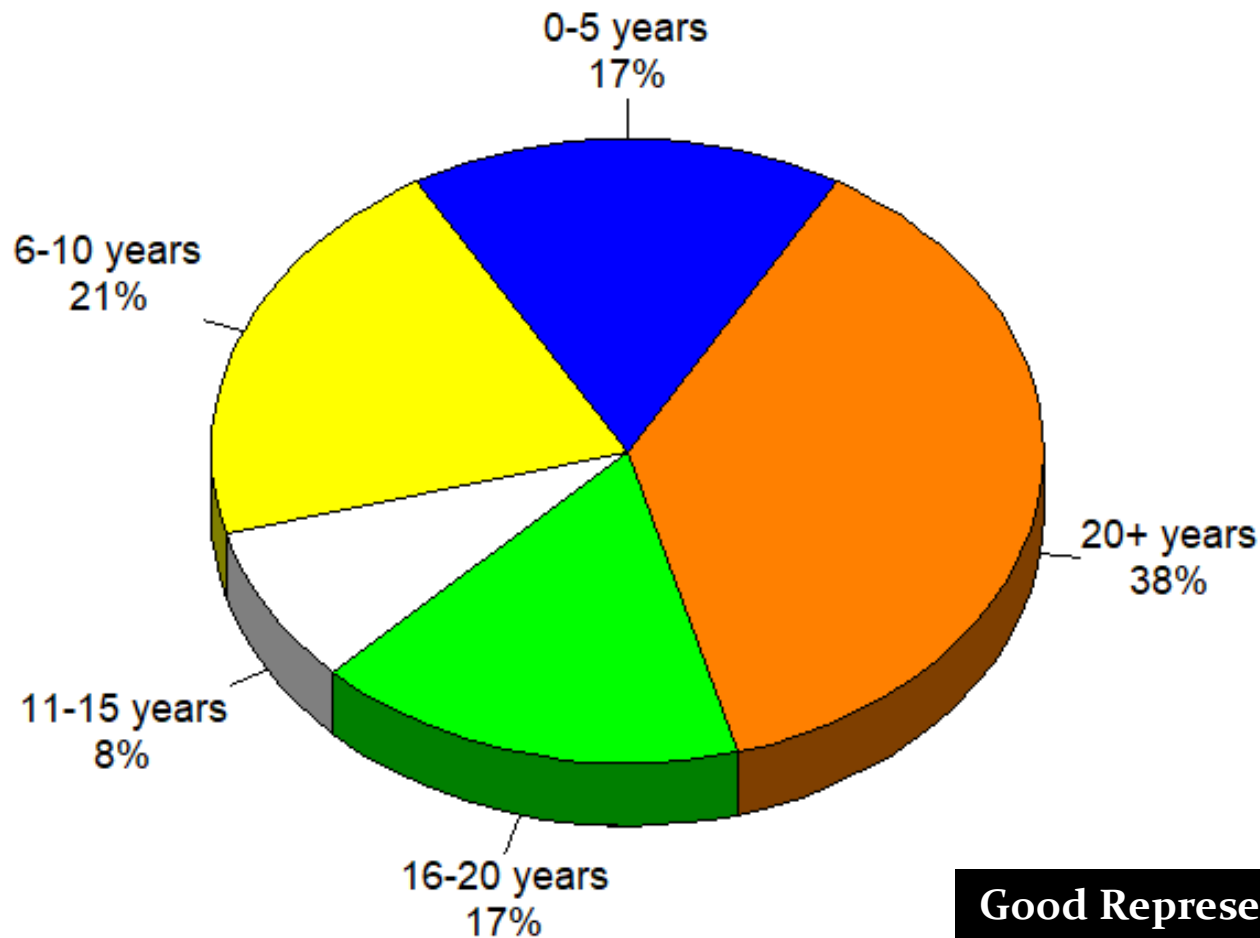
- ❑ Four-page survey
- ❑ Took average respondents about 10-15 minutes to complete
- ❑ Many of the questions were similar to those asked in previous surveys
- ❑ Administered by mail, online and phone
- ❑ A random sample of 75 business owners/senior managers completed the survey

Topic #1

Characteristics of the Business Community

Q21. How many years have you been in operation in the Village?

by percentage of respondents (excluding "not provided")

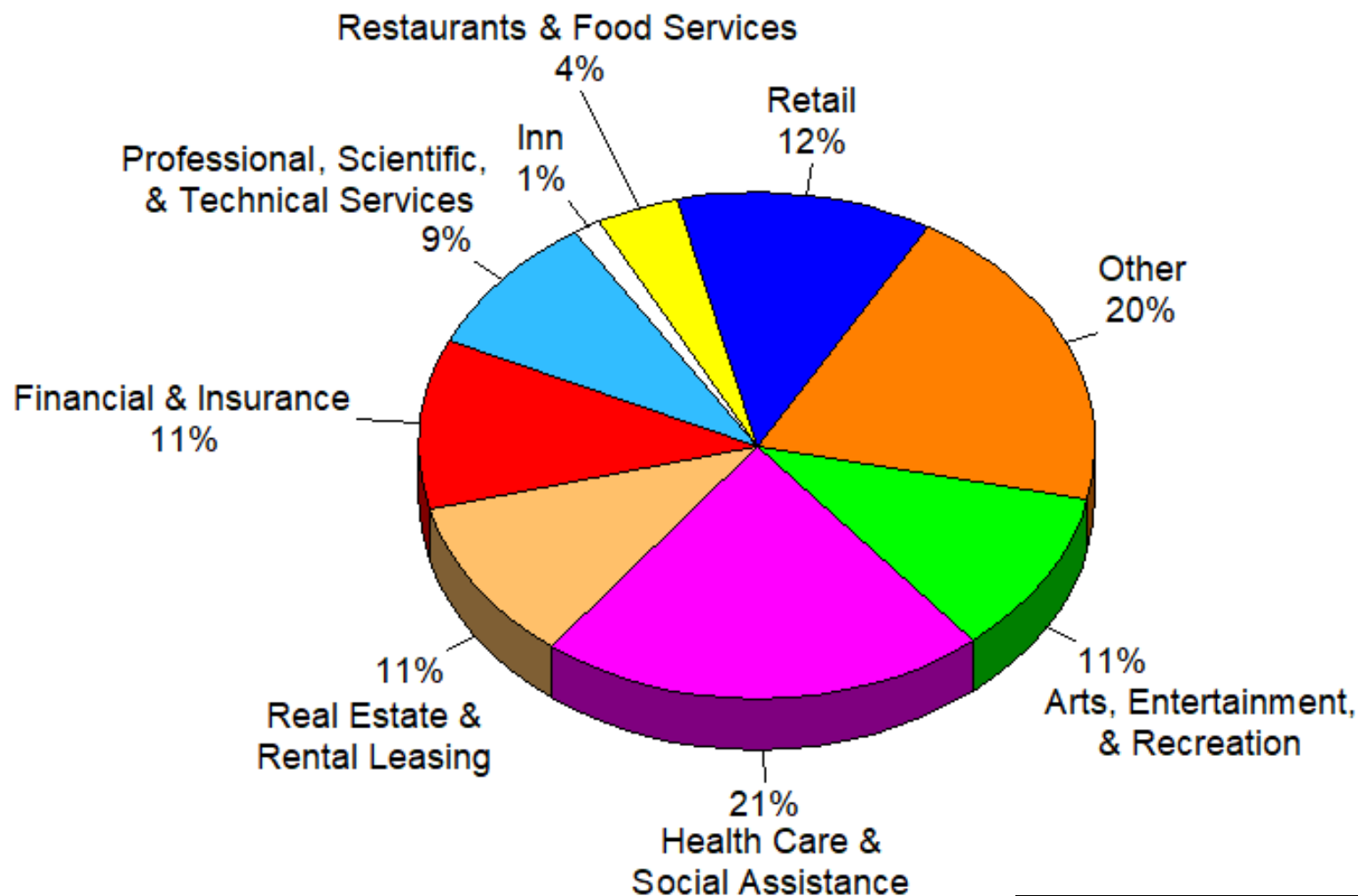


**Good Representation
by Number of Years in
the Village**

Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q20. Primary Business Category for Your Business

by percentage of respondents

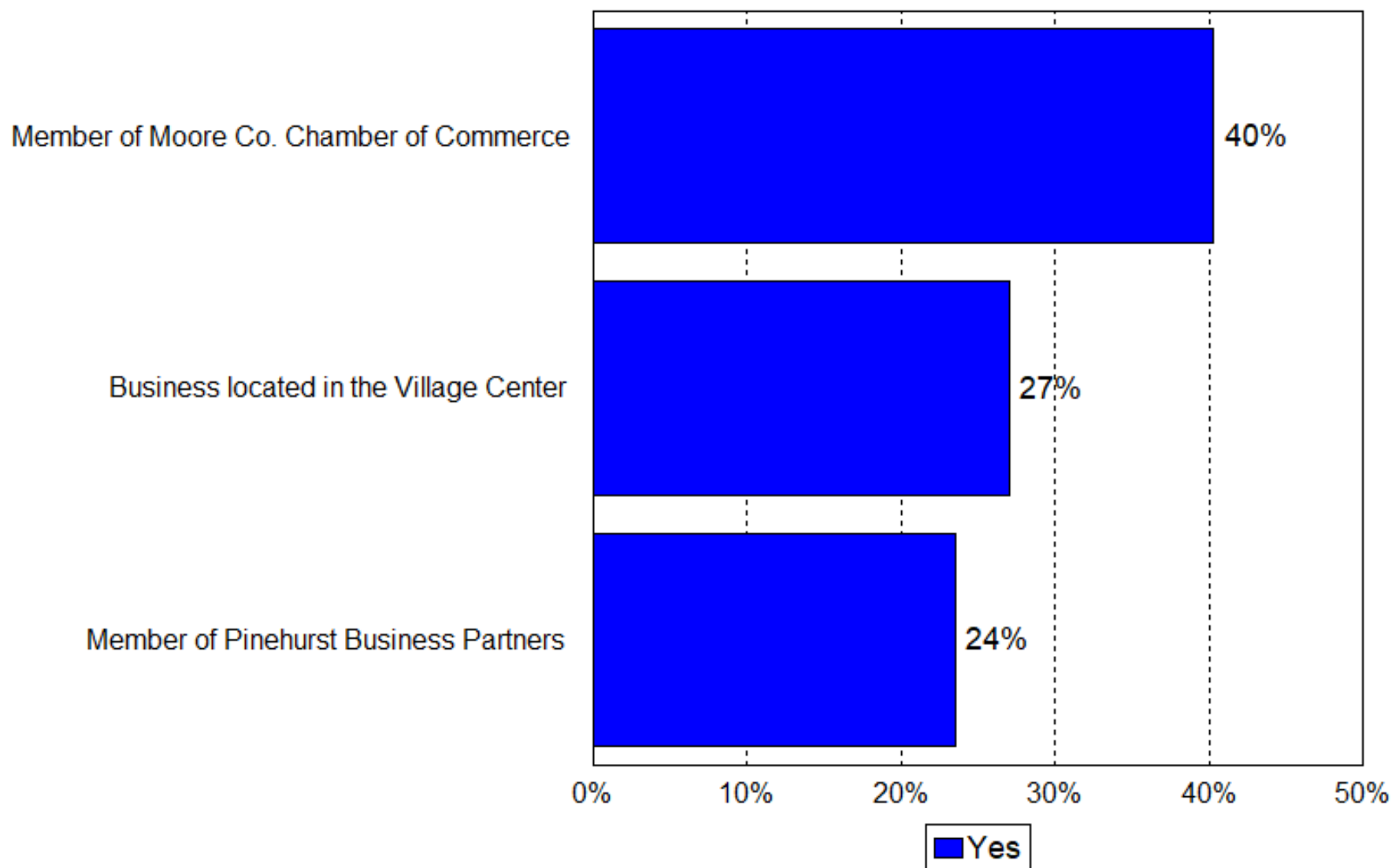


**Good Representation
by Type of Business**

Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q22. Is Your Business Any of the Following:

by percentage of respondents



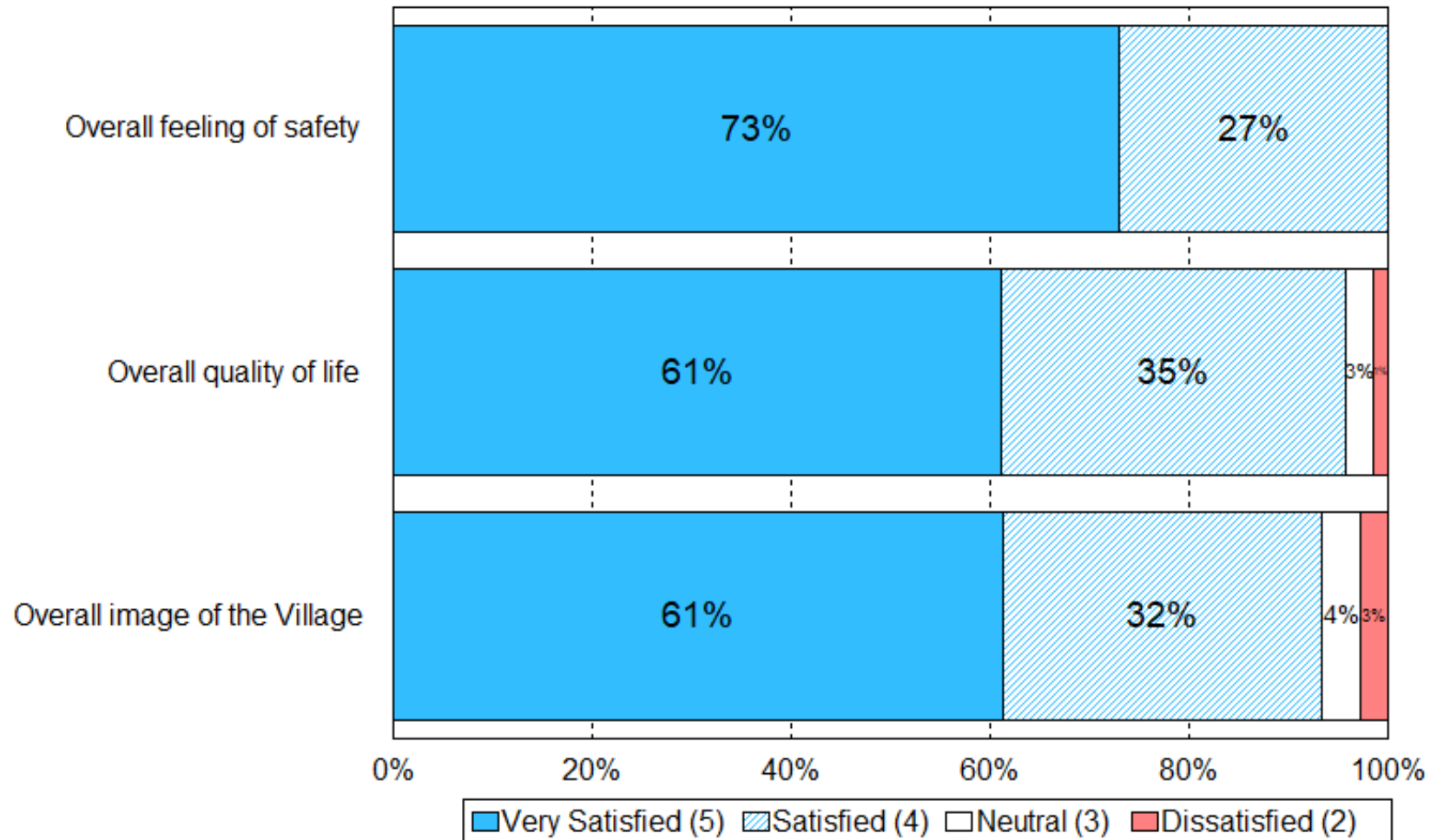
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Topic #2

Perceptions of the Village

Q5. Overall Satisfaction with Various Perceptions of the Village of Pinehurst

by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

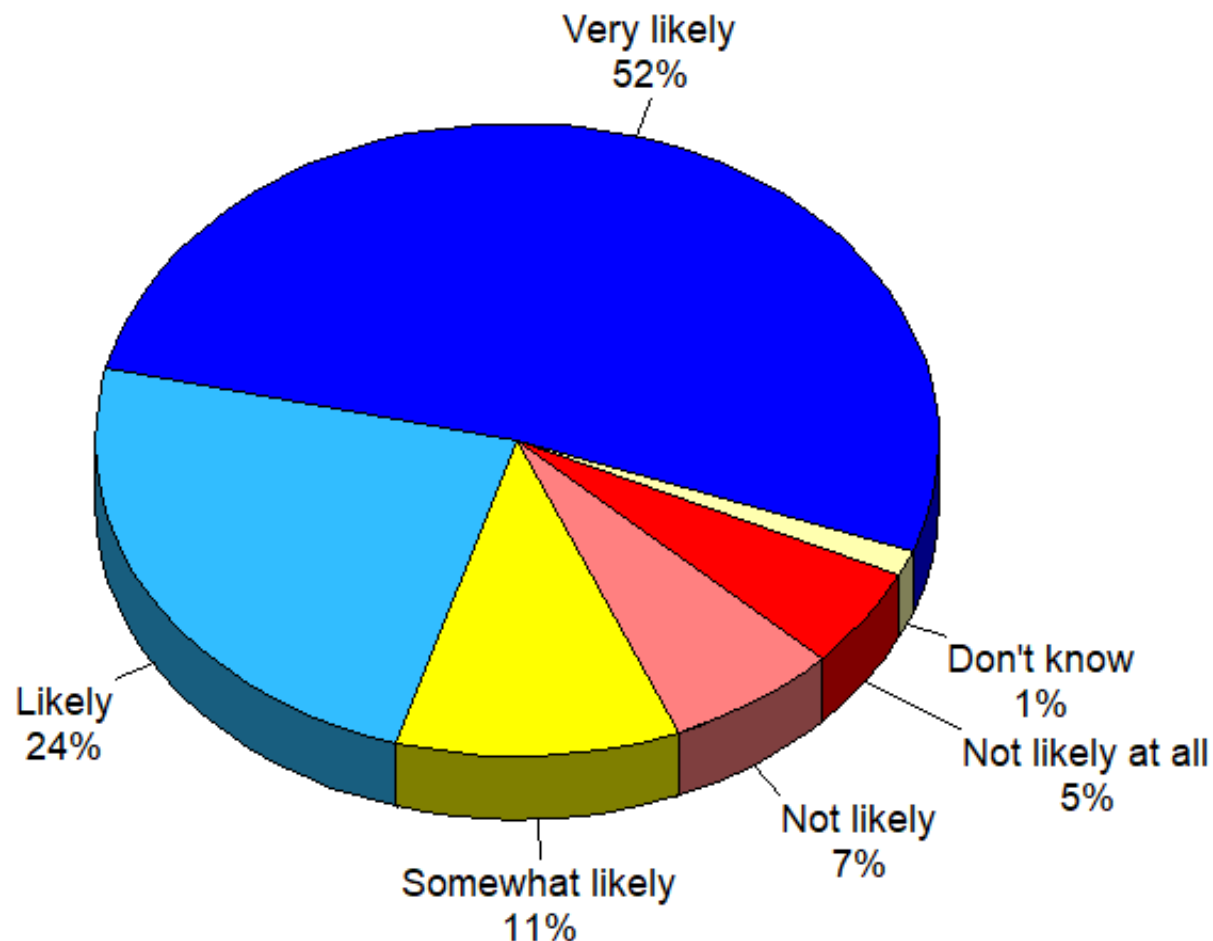


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Over 90% of Businesses Are Very Satisfied or Satisfied with the Feeling of Safety, Quality of Life, and Image of the Village

Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers?

by percentage of respondents

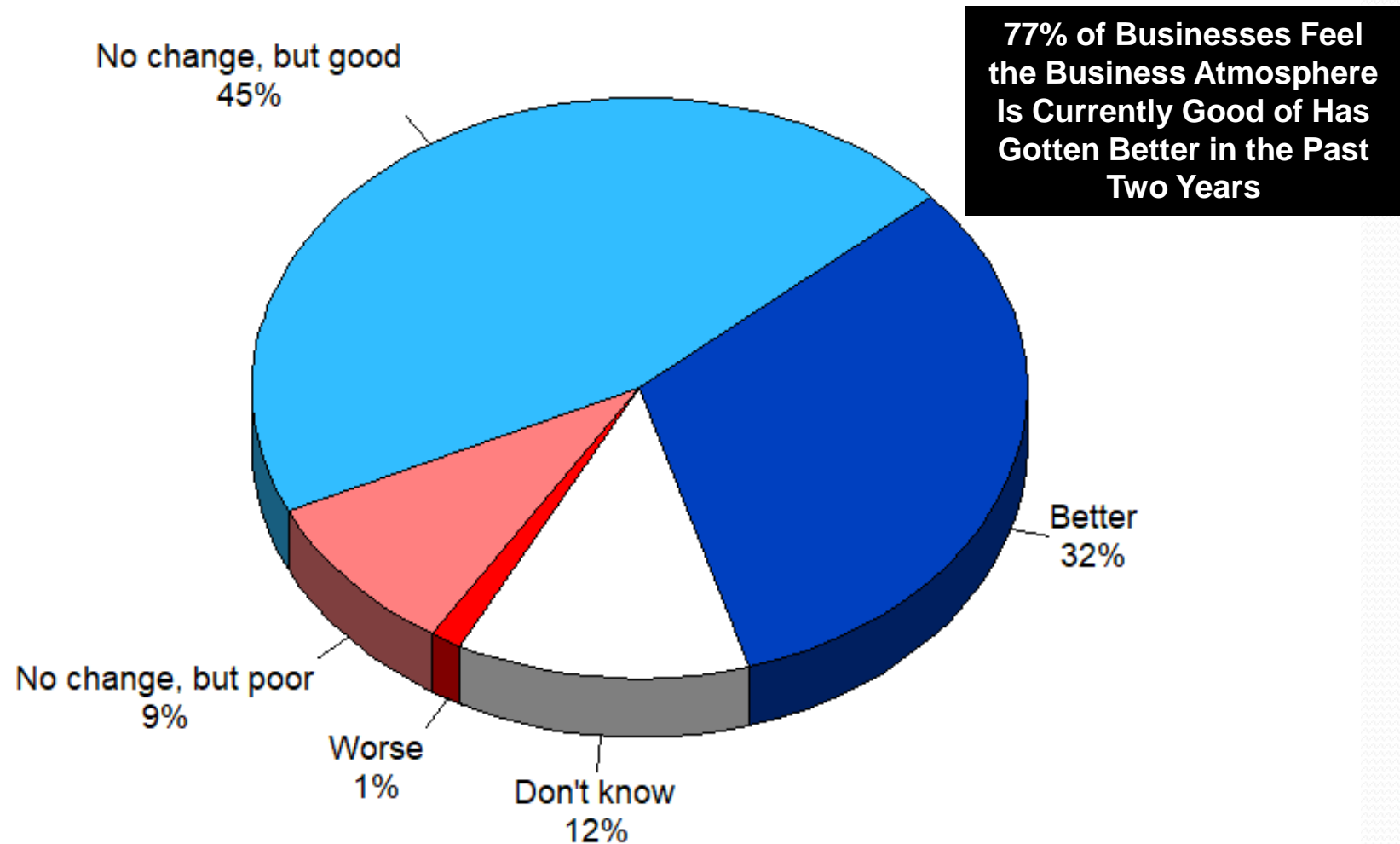


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

More Than a 6-1 Ratio of Businesses That Would Be Very Likely/Likely vs. Not at All Likely/Not Likely to Recommend the Village as a Business Location Not (76% vs. 12%)

Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago?

by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

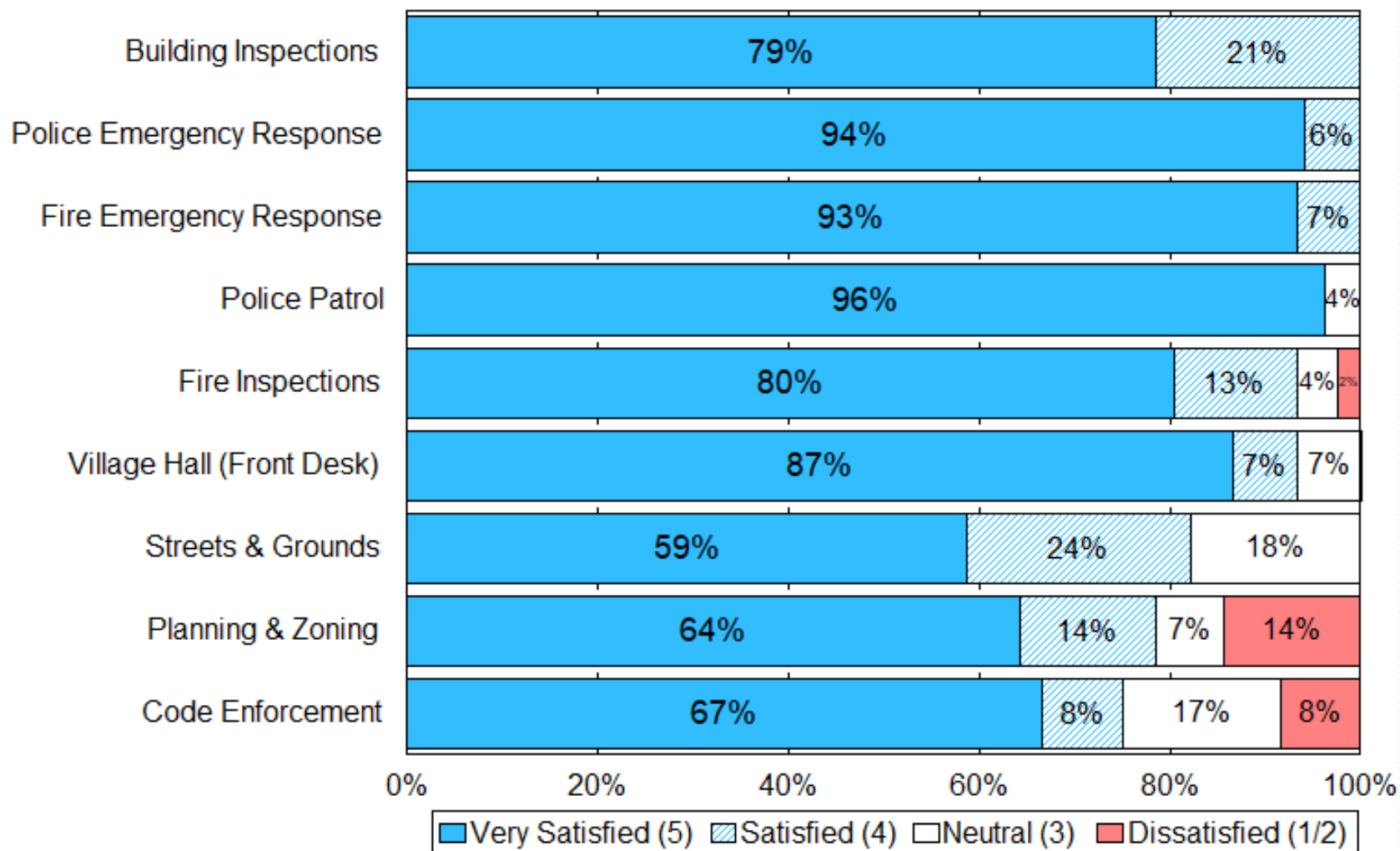
32% Feel the Overall Business Atmosphere in Pinehurst Has Gotten Better, Compared to Only 1% Who Feel It's Gotten Worse

Topic #3

Satisfaction with Village Services and Priorities for Improvement

Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year

by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

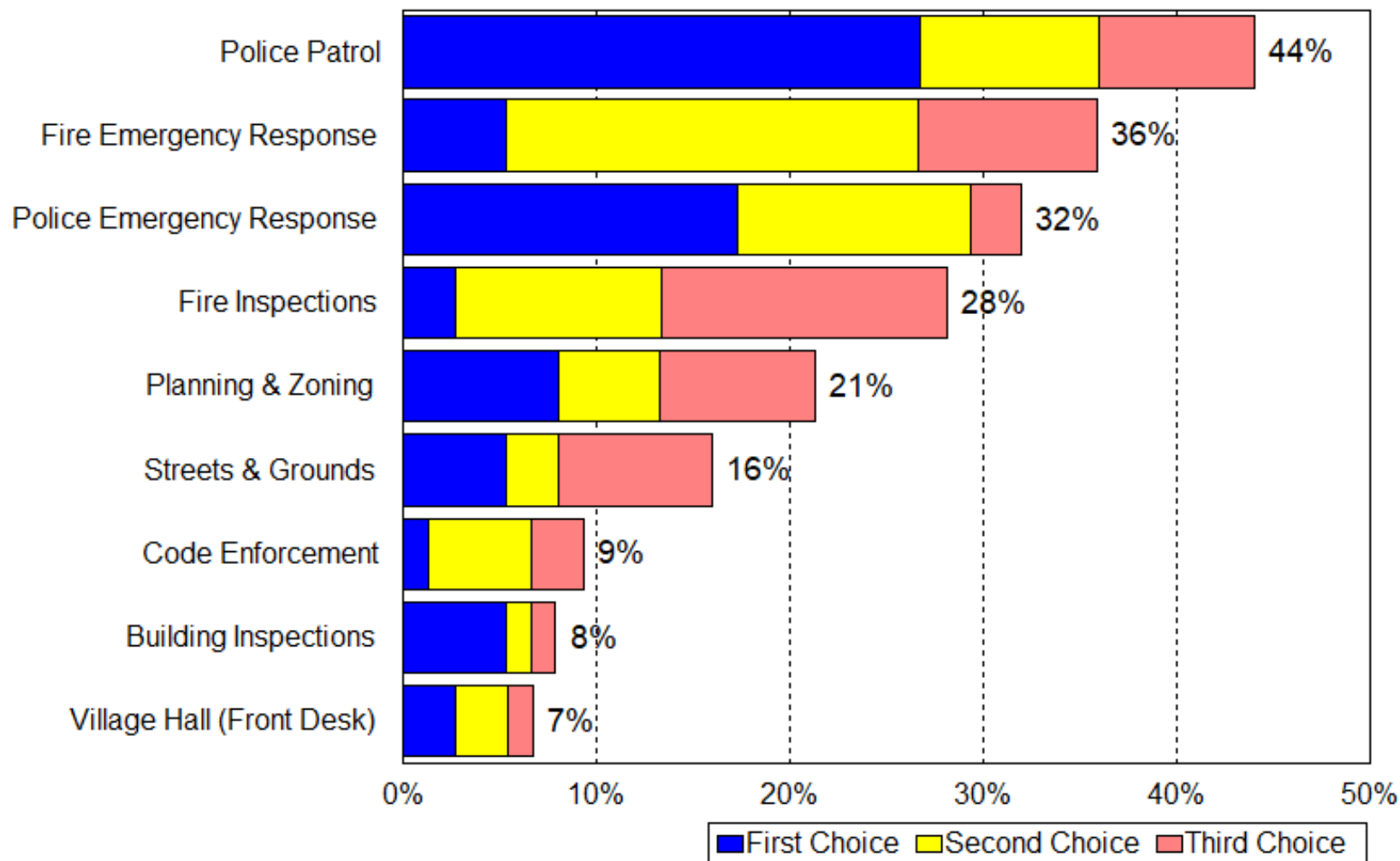


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Satisfaction Is High for All Village Services

Q2. Village Services or Departments Rated as the Most Important to Their Business

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

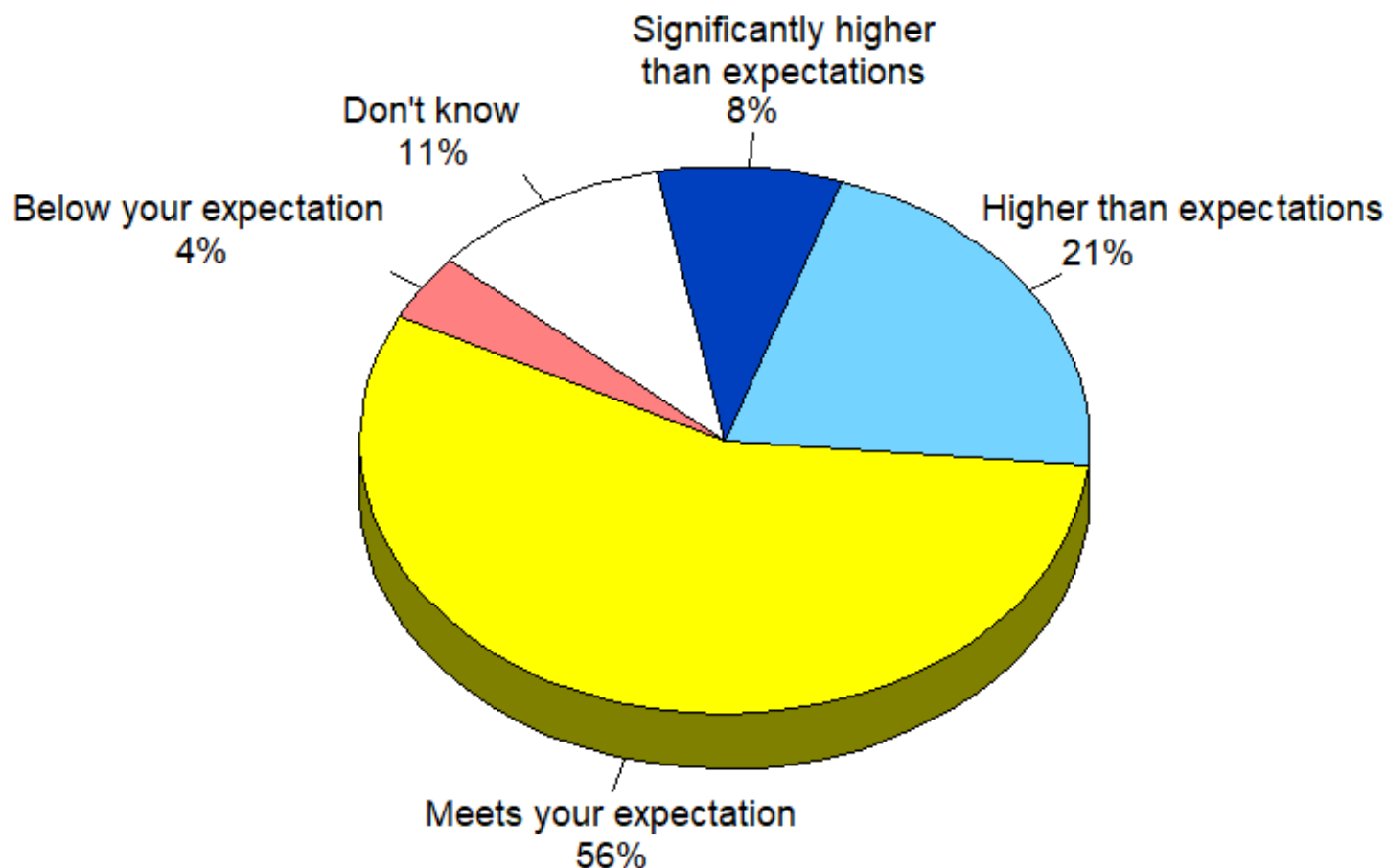


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

**Police Patrol, Fire Emergency Response, and Police Emergency Response
Were Rated as the Most Important Village Services**

Q3. Satisfaction with the Overall Quality of Services Provided to Your Business by the Village of Pinehurst

by percentage of respondents

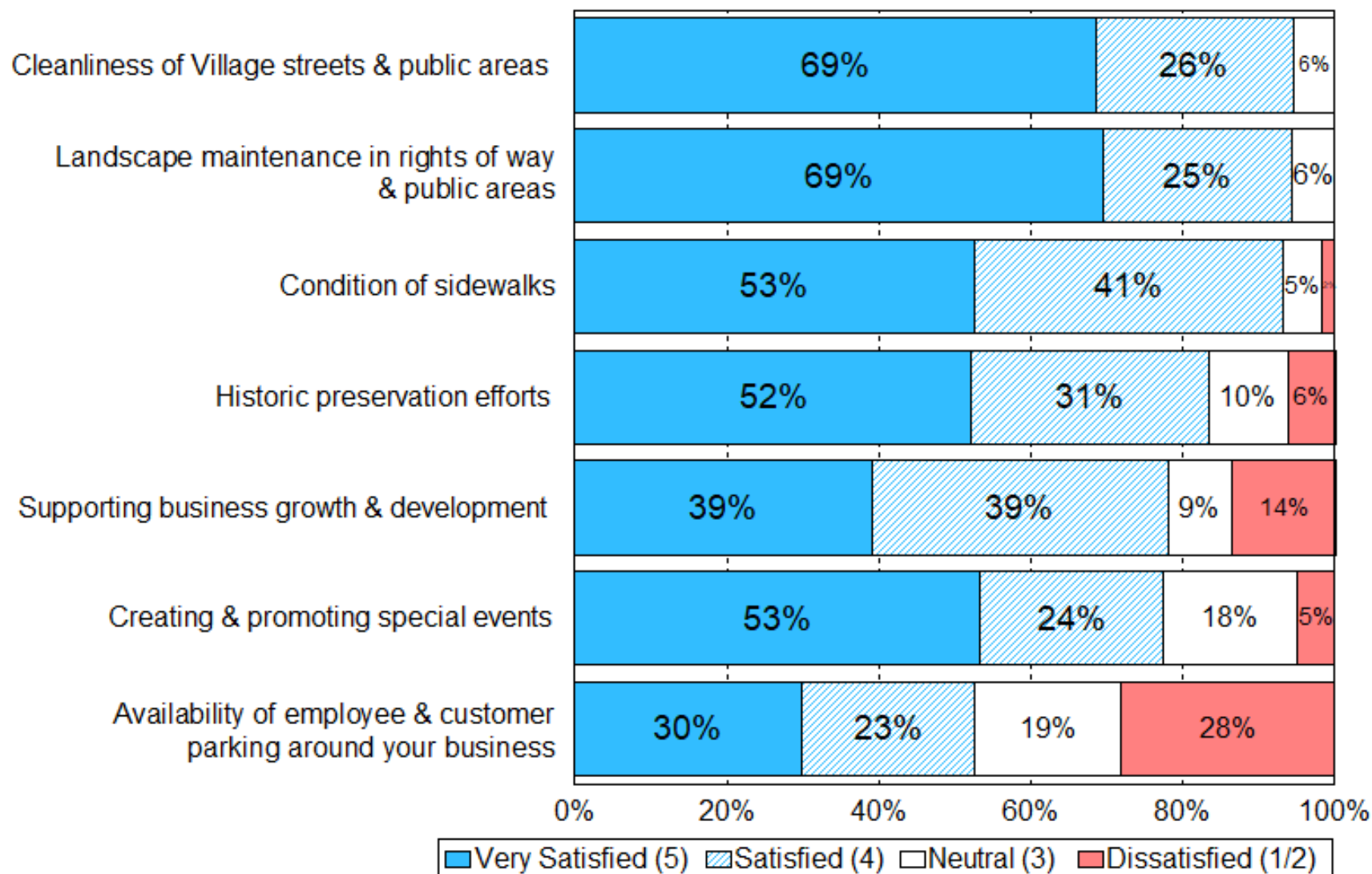


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

29% of Businesses Feel the Overall Quality of Village Services Is Higher Than Their Expectations; Only 4% Feel Village Services Are Below Their Expectations

Q4. Level of Satisfaction with the Village in Various Areas

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

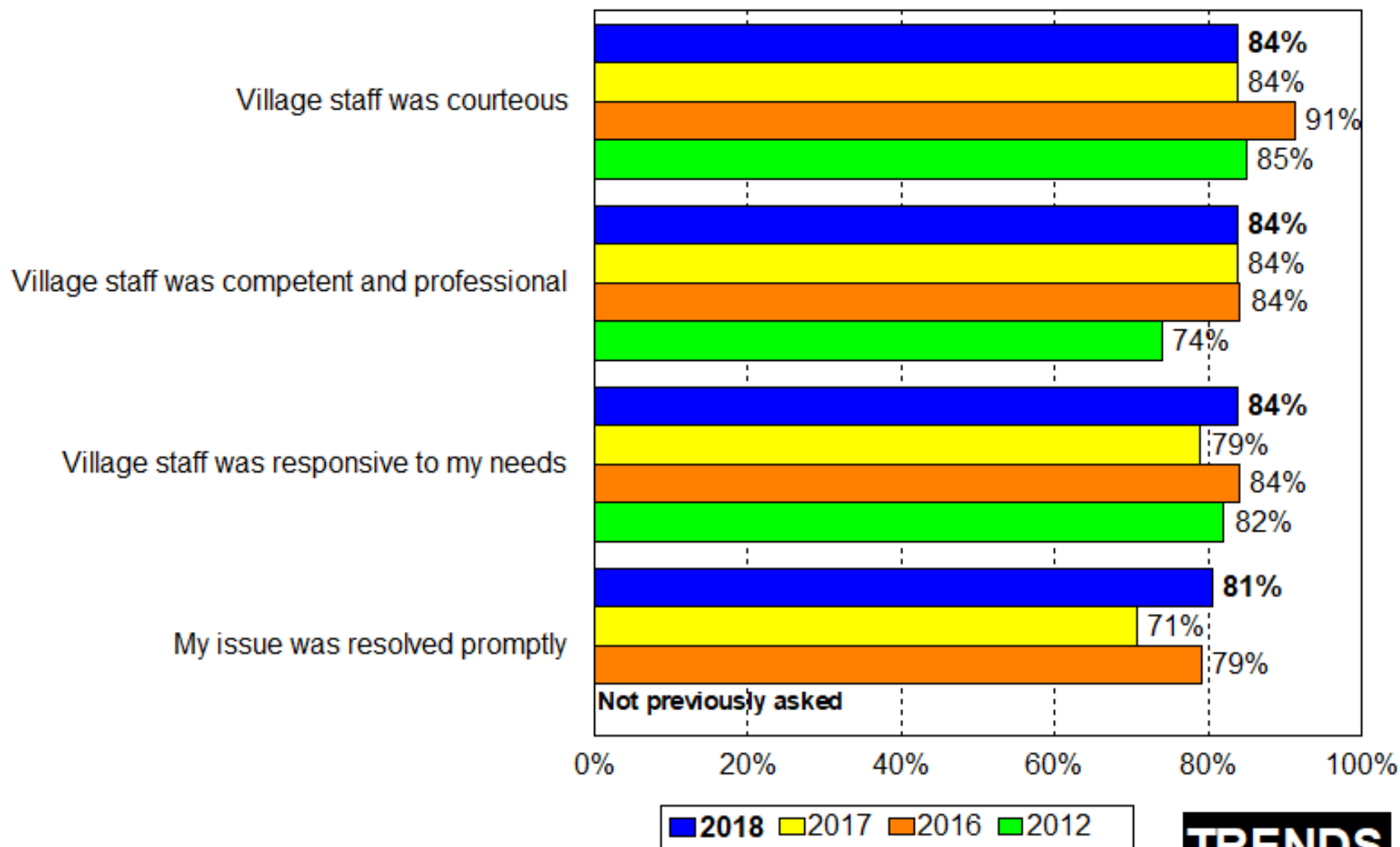


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Satisfaction Is High for All Village Services

Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village - 2012 to 2018

by percentage of respondents who answered "strongly agree" or "agree" (excluding "don't know")



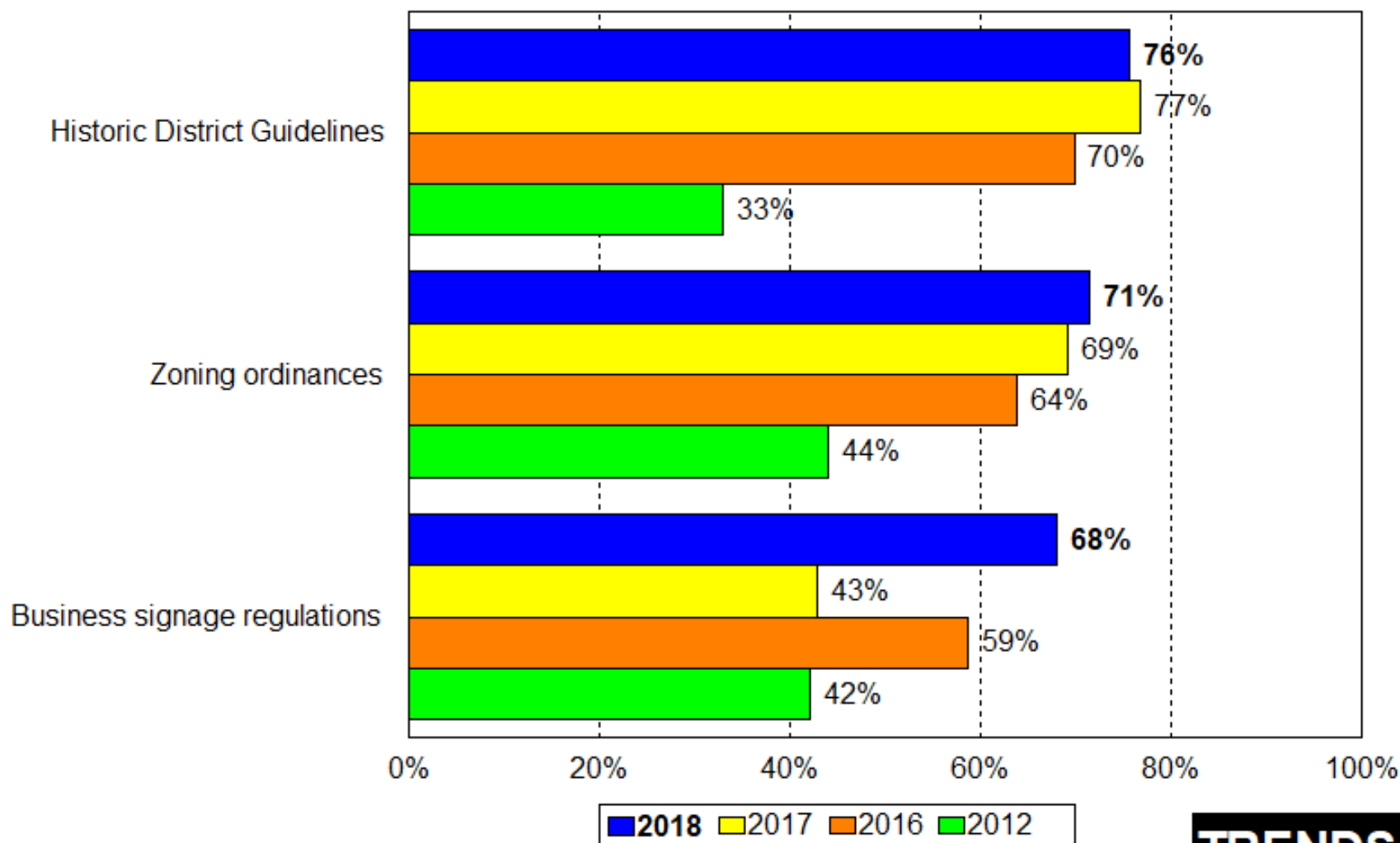
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Satisfaction Is High for All Areas of Customer Service

Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances) - 2012 to 2018

by percentage of respondents who had used the service or department and answered "very satisfied" or "satisfied"



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

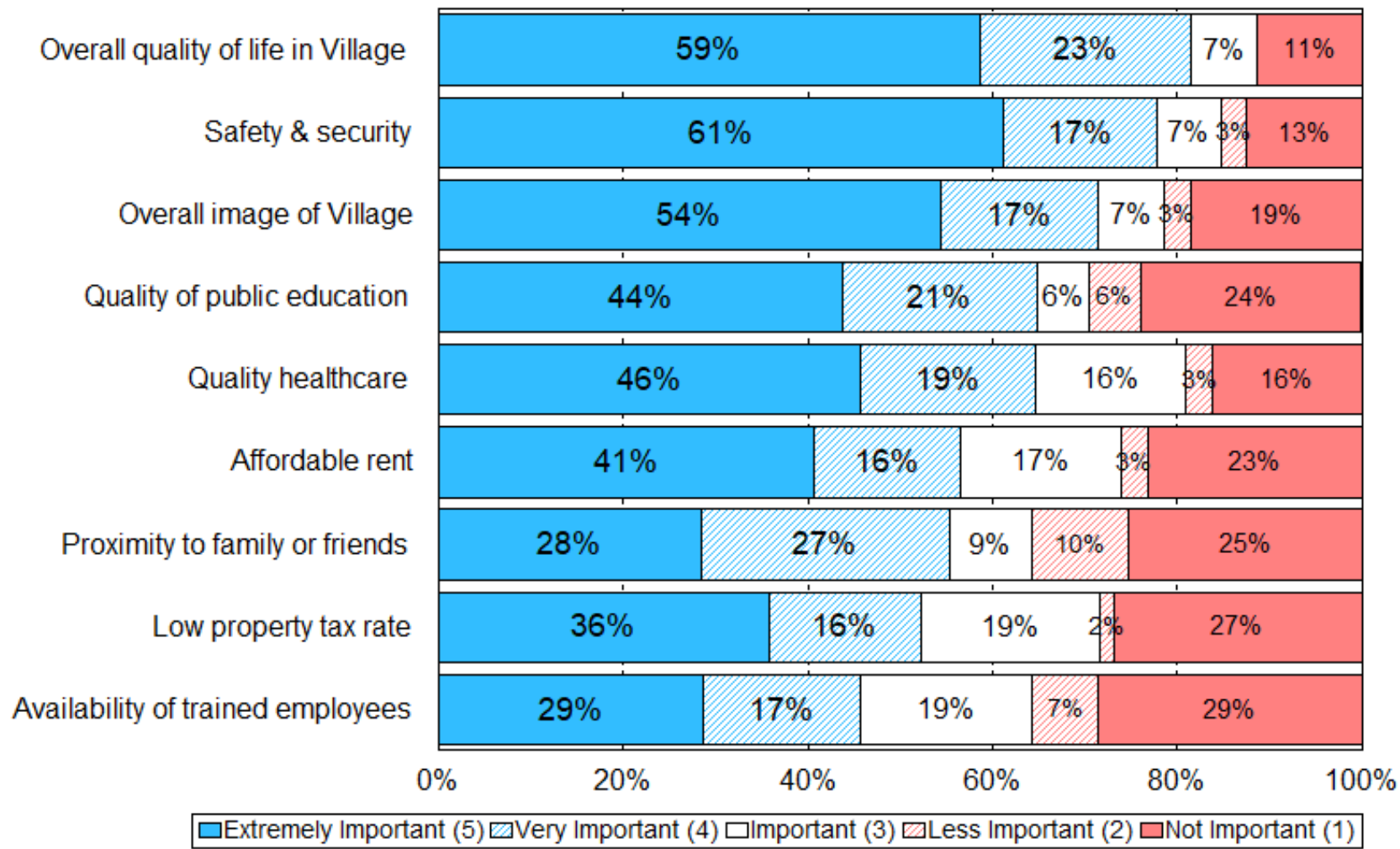
High Satisfaction with Historic District Guidelines and Zoning Ordinances

Major Finding #4

Reasons Businesses Decided to
Locate in Pinehurst

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "not provided")



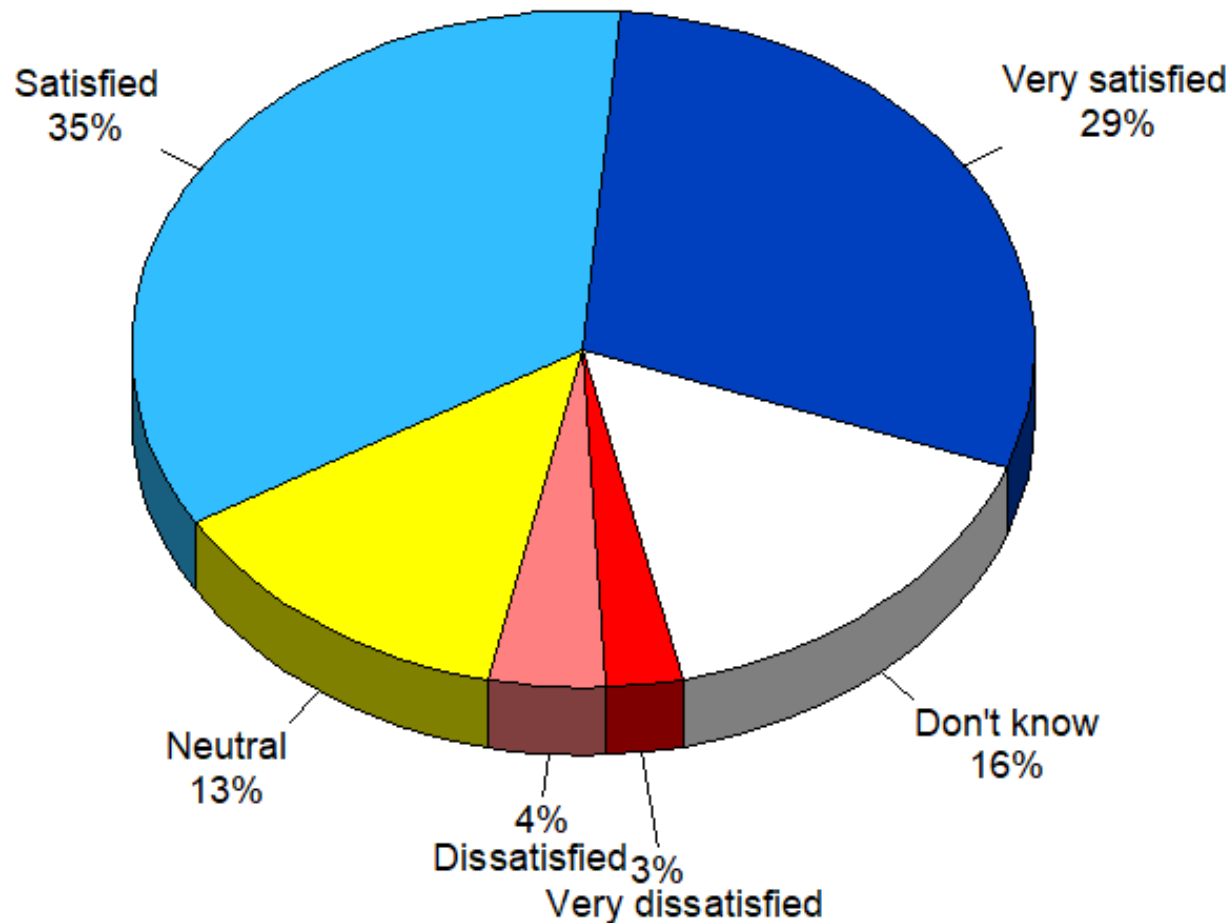
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

The Most Important Reasons That Businesses Decided to Locate in Pinehurst Are: Overall Quality of Life in the Village, Safety and Security, and Overall Image of the Village

Major Finding #5
Communication

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners?

by percentage of respondents

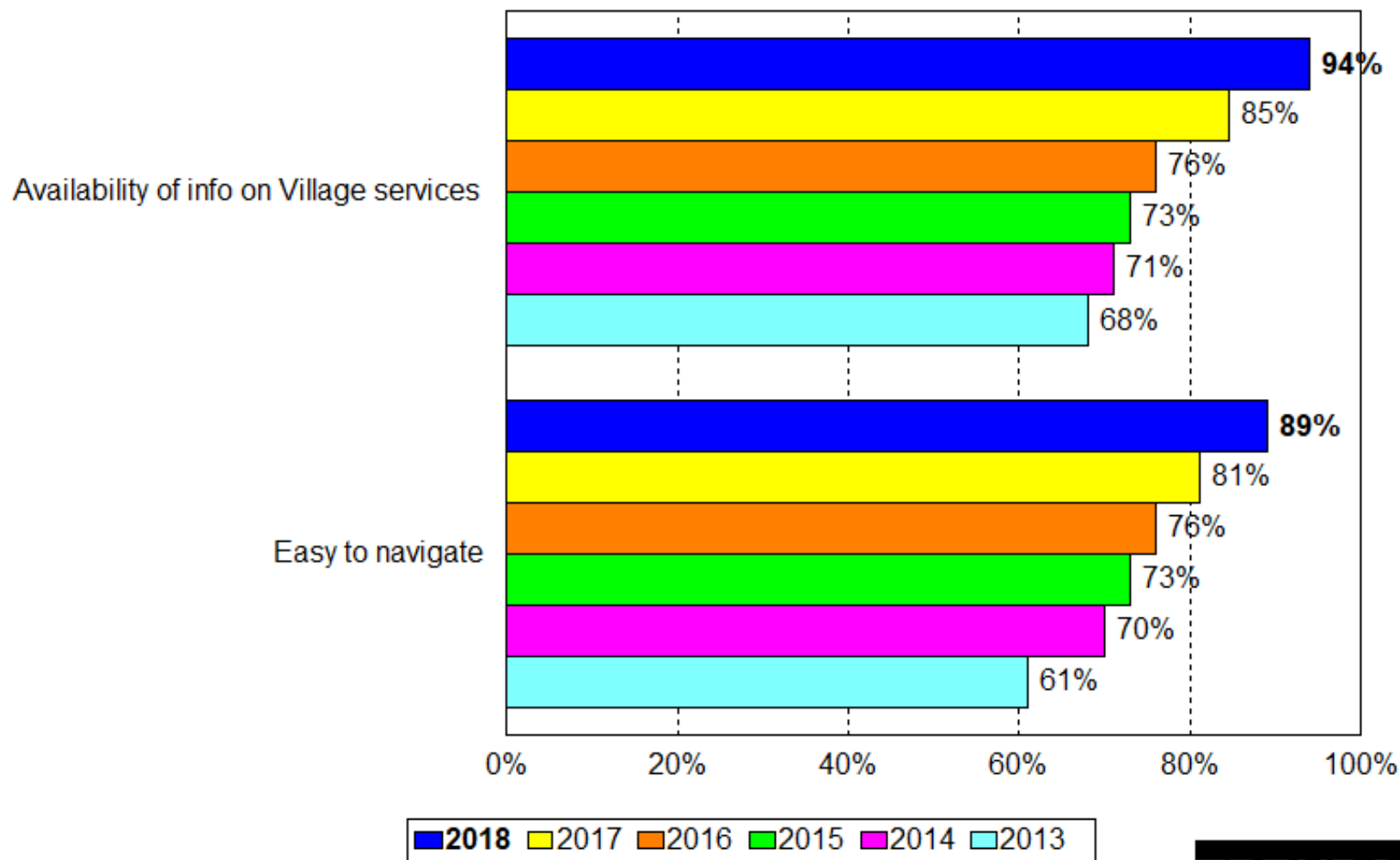


Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

More Than a 9-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (64% vs. 7%) with How Well the Village Communicates with Business Owners

Q11a. How would you rate the following characteristics of the Village website? - 2013 to 2018

by percentage of respondents who answered "very good" or "good"



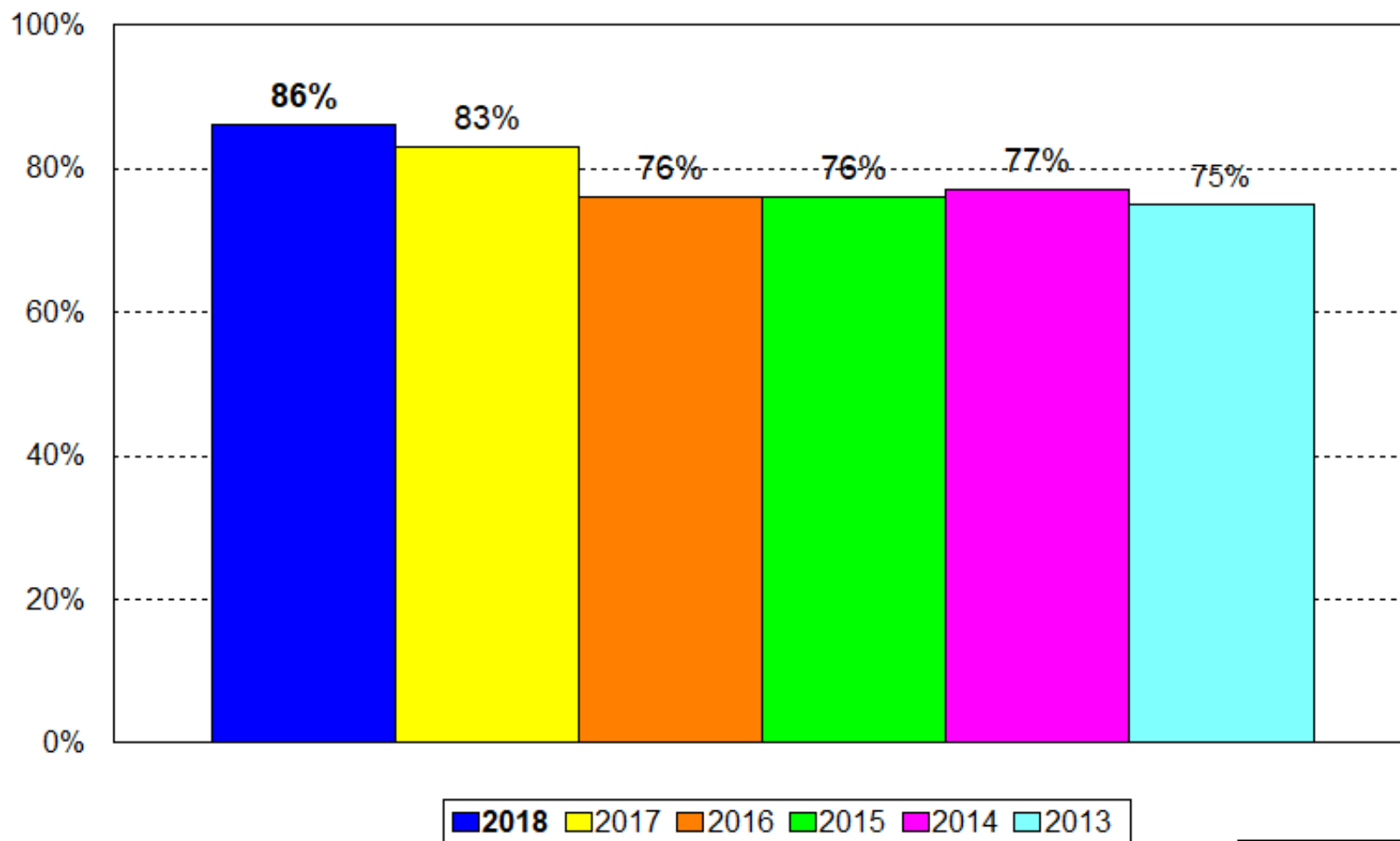
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

Satisfaction Has Increased in 6 Consecutive Years with the Availability of Information and Ease of Navigating the Village Website

Q11b. How satisfied are you with the Village's website? 2013 to 2018

by percentage of respondents who responded "very satisfied" or "satisfied"



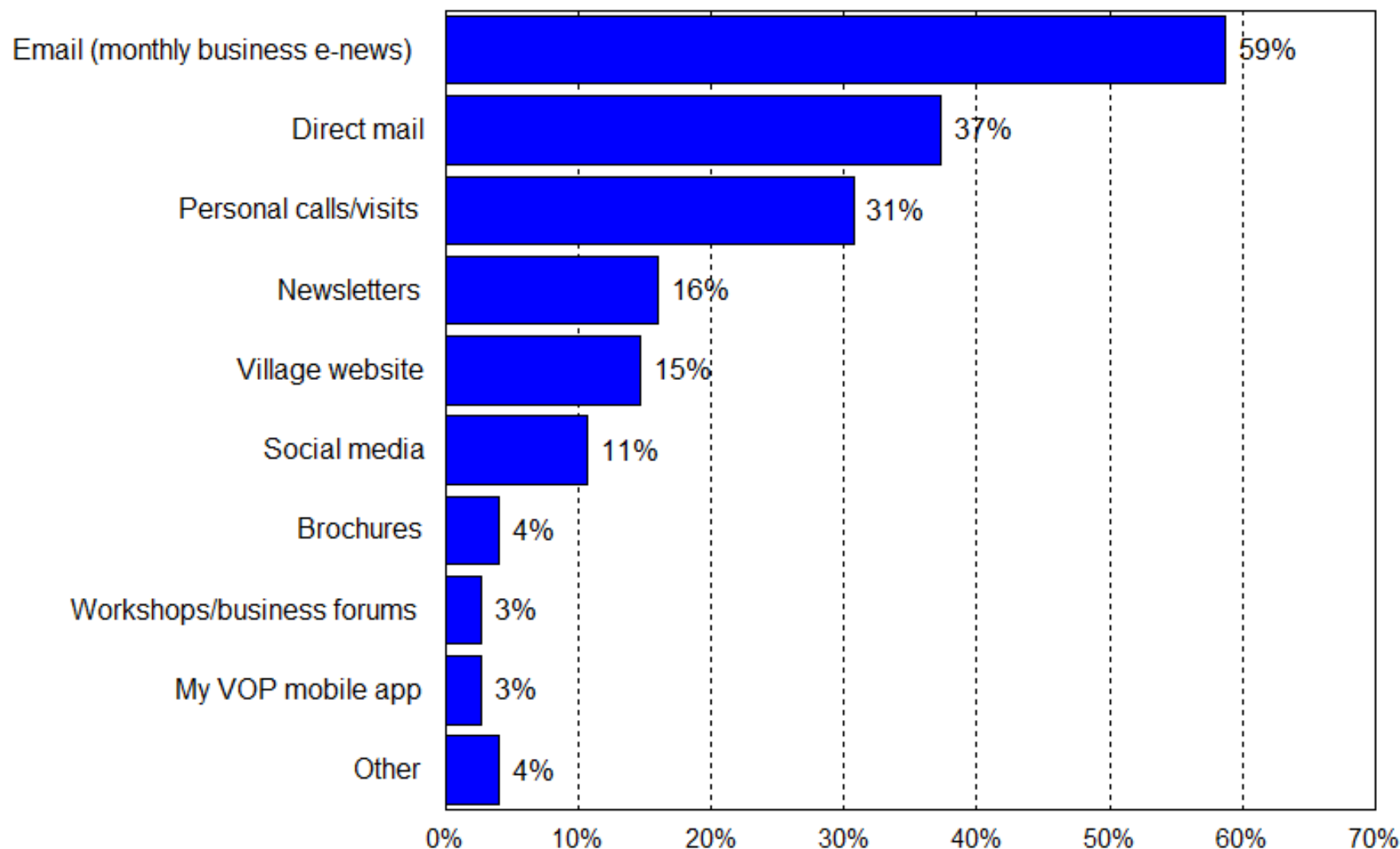
Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

TRENDS

In 2018, 86% of Businesses Were Satisfied with the Village Website, and No Businesses Were Dissatisfied

Q13. Which of the following are the best ways for the Village to communicate important information to your business?

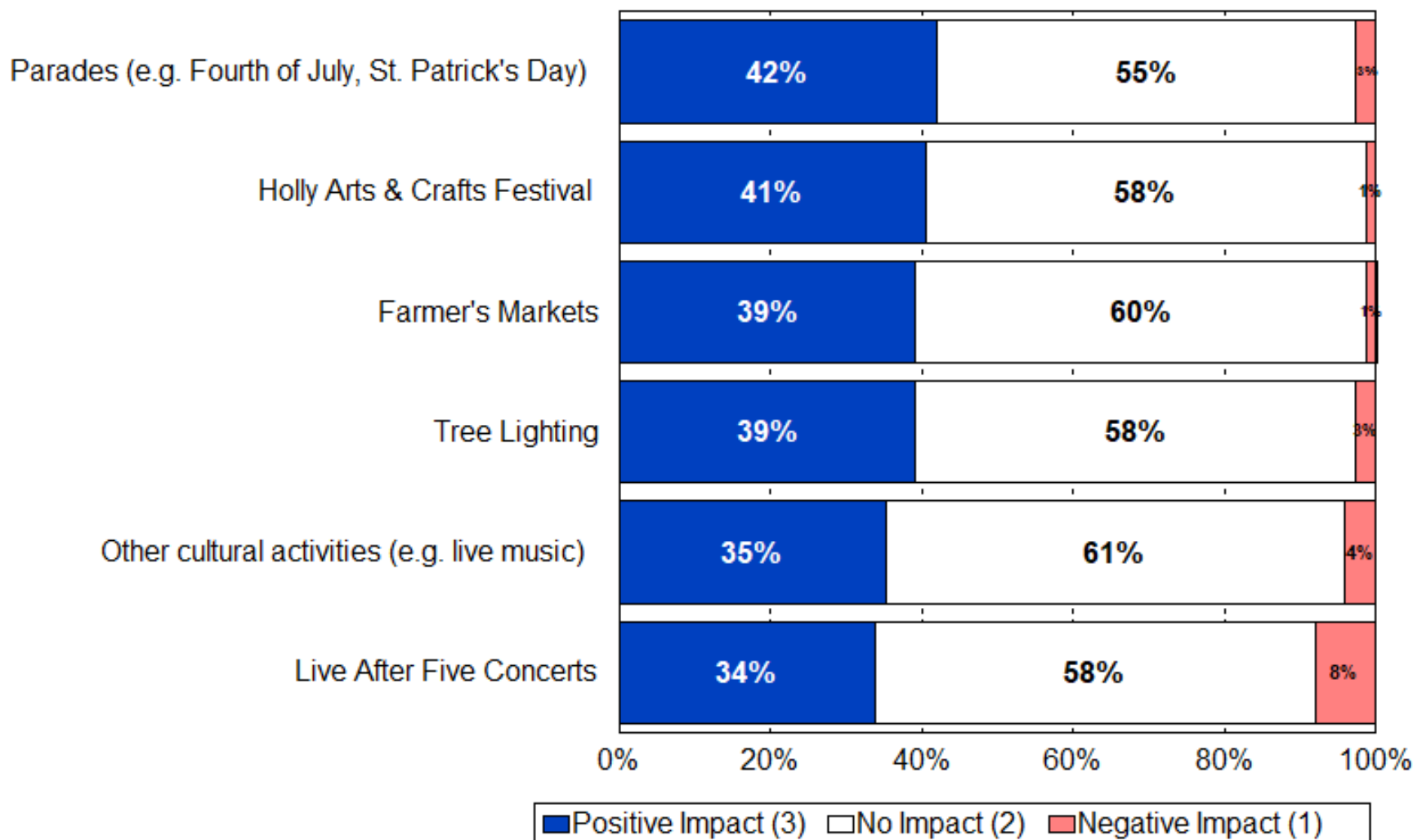
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business

by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale



Source: ETC Institute (Pinehurst, NC Business Survey - 2018)

Summary

- ❑ The Village of Pinehurst has a very strong brand among businesses
- ❑ Businesses have a high level of satisfaction with Village services
- ❑ The majority of businesses are satisfied with the level of customer service and how well the Village communicates with their business
- ❑ The Village services that businesses rated as the most important are: police patrol, fire emergency response, and police emergency response
- ❑ The most important reasons for businesses locating in Pinehurst are: overall quality of life in the Village, safety and security, and overall image of the Village

Questions?

THANK YOU!!

Q18. What are the most important issues facing Pinehurst today?

- 1. Long range forecast and planning, five years out.
- 2. Short term planning, up to five years.
Consider the influx of younger families as well as seniors.
- Additional parking is needed for community events. Clients needing service during events have nowhere to park.
- Annexation.
- As long as historic section maintains its image, growth is good.
- Attracting businesses.
- Carolina Hotel needs a parking garage. Love the fix-ups around Maxies, etc.
- City council is approving too many variances to zoning.
- Closing the street at 1:00 p.m. for Live After Five is terrible. We lose all business. Large events bring people to the Village, but they do not shop or come into stores, so our regular customers avoid coming to the store or any shop in the Village.
- Continuing to support downtown for walkability and more restaurants.
- Controlled growth.
- Crime.
- Dealing with bus transportation.
- Dealing with growth.
- Enforcing employee parking and appropriate use of public parking lots and ordinances that protect small business parking.
- Growth. (Mentioned twice.)
- Growth and how to handle it.
- Growth, have political will to continue making decisions that serve the future, not just appease the vocal minority.
- Growth, traffic, schools.
- Handling growth.
- How to handle growth.
- Image is important.
- Image. Pinehurst gets a bad rap of being not so friendly to other areas. Need to be more welcoming.
- Increase in traffic, commercial vehicles in and near the Village.
- Management of development.
- More aggressive retail and shopping experience.
- Need more retail businesses downtown. Local people do not support the Village like they do at Southern Pines.
- No shopping available in the Village. Downtown is a ghost town after 5:00.
- Not enough space.
- Park usage and upkeep. Leadership.
- Parking concerns for business. Signs big enough to stay.
- Parking downtown.
- Parking for customers.
- Parking issues abound. Manage future growth.
- People are going outside to Aberdeen and Southern Pines for night life. Too many vacant buildings, not enough retail in this area. People go elsewhere for shopping and dining at night.

Village of Pinehurst 2018 Business Survey Open Ended Comments

- Poor leadership.
- Raise the police pay.
- Safety. There has been a shooting recently.
- Stay out of rent control, trying to say how long they can rent.
- Talk to people, not send mean letters.
- The population explosion.
- The speed limit keeps being lowered, which makes business travel difficult.
- They are allowing construction of cheap buildings on land that was wetlands.
- To be able to call and speak with a live person and not an animation.
- Too many empty storefronts.
- Traffic. (Mentioned three times.)
- Traffic circle is outdated. Growth of commerce but ignored historic places, Village Green. Historic part changed.
- Traffic circles really back up traffic, lights need to be synced and a left-turn light needs added at the hospital. Citizen patrol people could help direct traffic.
- Traffic problems are becoming a real issue.
- Traffic circle is a joke. Dealing with Fort Braggs influx of military.
- We need a traffic light at the entrance of our parking lot, there are a significant number of accidents.

Q19. Do you have any suggestions for how the Village could serve your business better?

- Advertising during events.
- Allow larger signs closer to highway.
- Better building codes.
- Bring back retail to Village Center.
- Could not download the MYVOP to my phone.
- Employees end up using public parking, then customers have nowhere to park. Signs are not big enough to be seen.
- Go slow on making changes.
- Help develop a core area. More flexibility with signage regulations.
- Improve infrastructure before promoting business in the Village and allowing huge apartment complexes that impact traffic.
- Improve signage.
- Keep growing a safe community.
- More advertising.
- No a.m. closing business
- Our problem is how to handle increased traffic, particularly at lunch time.
- Parking will always be an issue.
- Property rights, do not interfere.
- Remove the speed bump from the end of my driveway, that was put there to divert water.
- Rent is getting too expensive.
- Road sign for Page Road.
- They set up too early for events, blocking streets. I lose business. Need to have events next to Town Hall instead of downtown.
- Trash pickup, we have to hire a private company.
- Village does not provide trash collection to private business.
- Visitor Center said there was no art gallery.
- We have customers complain everyday about parking, not enough or blocked off from events.
- We need a signal light at Turnberry Way and W Morganton Road.
- Work with businesses to get their message out on TV, and not just printed media.



**CONSIDER THE REQUEST FOR RETIRING DETECTIVE, LT. DARYL
BENDER, TO PURCHASE SERVICE REVOLVER.
ADDITIONAL AGENDA DETAILS:**

FROM:

Jeff Sanborn

CC:

Angie Kantor

DATE OF MEMO:

9/18/2018

MEMO DETAILS:

Staff has received a request from Lt. Daryl Bender to purchase his service revolver and be awarded his badge upon his retirement.


NCGS 20-187.2 authorizes the Village Council to award, upon request, a retiring law enforcement officer their service revolver and badge at a price determined by the governing body. The Village's Retirement and Recognition Gifts Policy sets the price for the revolver and badge for an officer with more than 20 years of service at \$1.

If Council approves this request by motion, the sale would be completed after his retirement and upon presentation of proper licenses and permits for such a weapon by Lt. Bender.

ATTACHMENTS:

Description

- ☐ Retirement Recognitions and Gifts Policy
- ☐ Request to Purchase Service Weapon

	<p style="text-align: center;">VILLAGE OF PINEHURST</p> <p style="text-align: center;">STANDARD PROCEDURE</p>	
SUBJECT: Retirement Recognitions and Gifts	Effective Date: 05/08/12	
Department: Human Resources	Policy No.: HR-116	
Prepared by: Human Resources	Revised: 03/10/15	
Approved by: Village Manager & Village Council	# of Pages: 2	

I. POLICY:

The Village of Pinehurst recognizes the importance of honoring employees who retire from public service. The purpose of this policy is to recognize and celebrate the dedication and hard work of those employees retiring from the Village of Pinehurst.

II. ELIGIBILITY:

Employees must be eligible and apply for retirement benefits under the North Carolina Retirement System and have at least five years of full-time service with the Village of Pinehurst, not including sick time.

III. PROCEDURE:

Department Directors will notify Human Resources of an employee's pending retirement. Human Resources will work with the Department Director and the retiring employee to coordinate an appropriate celebration and the appropriate gift.

Eligible employees will receive a taxable monetary gift according to the following schedule. These amounts have been increased by 30% to cover estimated taxes.

- 10 years but less than 15 years \$650
- 15 years but less than 25 \$1300
- 25 years or more \$1500

Eligible employees with at least 25 years of service will also receive a Village-sponsored, celebratory meal or reception at a Village facility coordinated through

Human Resources. Village employees, Council and the retiring employee's immediate family will be invited. Additional people may be invited at the discretion of Human Resources.

Eligible employees with 5 years of service, but less than 25 years will receive a Village-sponsored reception coordinated through Human Resources.

Additional celebrations or gifts, departmental or otherwise, cannot be paid for with Village funds.

IV. **PUBLIC SAFETY:**

The Village of Pinehurst recognizes the bravery and dedication of the public safety employees serving in the Pinehurst Police Department and Pinehurst Fire Department. In addition to the retirement gifts listed above, public safety employees may be awarded the gifts listed below.

NCGS 20-187.2 authorizes the Village Council to award, upon request, a retiring law enforcement officer, or a surviving relative of an officer, the service side arm and badge of the officer at a price to be determined by the governing body. This policy sets the price for qualifying awards of side arms to retiring law enforcement officers at one dollar. The law enforcement officer must have at least 10 years of service with the Village of Pinehurst to be eligible for this benefit. If the retiring officer has at least 5 years of service, but less than 10 years, the officer will have the option to purchase the service side arm for \$400. The retiring employee must follow all provisions of the statute and other applicable laws.

NCGS 160A-294.1 authorizes the Village Council to award, upon request, a retiring firefighter or a surviving relative of the firefighter, the fire helmet of the firefighter at a price determined by the governing body. This policy sets the price for qualifying awards of fire helmets to retiring firefighters at one dollar. The firefighter must have at least 10 years of service with the Village of Pinehurst to be eligible for this benefit. If the retiring firefighter has at least 5 years of service, but less than 10 years, the firefighter will have the option to purchase the helmet for \$300.

Approved by:



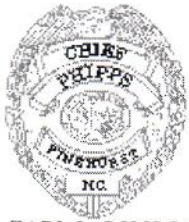
Jeff Batton, Interim Village Manager

March 10, 2015
Date

Resolution #15-11

Village Council, Resolution

March 10, 2015
Date



EARL L. PHIPPS
CHIEF OF POLICE

ELP

Village of Pinehurst
POLICE DEPARTMENT
420 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA 28374
PHONE: 910-295-3141
FAX: 910-295-5924



June 6, 2018

WEAPON PURCHASE: RETIRING OFFICER
RETIRING OFFICER: LT. DETECTIVE DARYL L. BENDER
DATE OF REQUEST: JUNE 6TH, 2018

I AM REQUESTING MY (LT. DETECTIVE DARYL L. BENDER) SERVICE WEAPON, THE WEAPON BEING A GLOCK 21 .45 ACP AND HAVING SERIAL NUMBER : MDV390 WHICH WOULD INCLUDE ALL MAGAZINE, HOLSTER, AND AMMO FOR PURCHASE FROM PINEHURST POLICE DEPARTMENT AS A RETIRING OFFICER OF SAID DEPARTMENT COME ON OR ABOUT OCTOBER 1ST, 2018. PLEASE FIND ATTACH MY NORTH CAROLINA DRIVER'S LICENSE AND MY NORTH CAROLINA CONCEAL WEAPON PERMIT.

I AM ALSO REQUESTING ANY AND ALL BADGES FOR RETIREMENT THAT IS REQUIRED FOR IDENTIFICATION AS A RETIRE OFFICER OF SAID DEPARTMENT WHICH WOULD BE AUTHORIZED.

THANK YOU,

Lt. Detective Daryl L. Bender
LT. DETECTIVE DARYL L. BENDER



**CONSIDER ROAD DEDICATION FOR A NEW SECTION OF POWER
PLANT ROAD.**

ADDITIONAL AGENDA DETAILS:

FROM:

Jeff Batton

DATE OF MEMO:

9/18/2018

MEMO DETAILS:

As Pinehurst, LLC nears opening of the new Pinehurst Brewery, they are ready to turn over the infrastructure that was originally intended to be dedicated to the Village (letter of request attached). The infrastructure included is the road, associated on-street parking, sidewalks, and storm-water improvements made along Magnolia Road. A survey is provided delineating the property boundaries being conveyed. All infrastructure has passed inspection, meets Village Engineering Standards, and has a one year warranty for defects.

To complete the transaction, an ordinance will need to be adopted by Council.

Thanks.

ATTACHMENTS:

Description

- ☐ Letter to convey property
- ☐ Exhibit A (Survey of Property)
- ☐ Exhibit B (Stormwater Pipe)
- ☐ Ordinance 18-21

Take Sept. 25



NORTH & SOUTH
MEN'S AMATEUR
SINCE 1901

August 27, 2018

NORTH & SOUTH
WOMEN'S AMATEUR
SINCE 1903

PGA CHAMPIONSHIP
1936

RYDER CUP MATCHES
1951

U.S. AMATEUR CHAMPIONSHIP
1962, 2008

WORLD OPEN/
HALL OF FAME CLASSIC
1973-1982

U.S. WOMEN'S
AMATEUR CHAMPIONSHIP
1989

THE TOUR CHAMPIONSHIP
1991, 1992

U.S. SENIOR
OPEN CHAMPIONSHIP
1994

U.S. OPEN CHAMPIONSHIP
1999, 2005, 2014

U.S. WOMEN'S OPEN
CHAMPIONSHIP
2014

U.S. AMATEUR FOUR-BALL
2017

U.S. AMATEUR CHAMPIONSHIP
2019

U.S. OPEN CHAMPIONSHIP
2024

Mr. Jeff Batton
Assistant Manager of Operations
Village of Pinehurst
395 Magnolia Road
Village of Pinehurst, NC 28374

Dear Jeff:

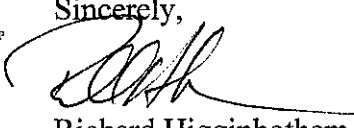
Time is getting close for the opening of the Pinehurst Brewing Company. I hope you are as thrilled with the project as we are with the almost final product.

One item still outstanding is Power Plant Road and to that end, Pinehurst, LLC makes the following declaration:

Construction of the road in the future Power Plant Road right-of-way and the installation of the storm water pipe along Magnolia Road has been completed. We respectfully request that the Village of Pinehurst accept dedication of the road and storm water pipe for which Pinehurst, LLC extends a one-year warranty upon acceptance.

Should you require any additional information, please let me know.

Sincerely,


Richard Higginbotham
Senior Vice President & CFO

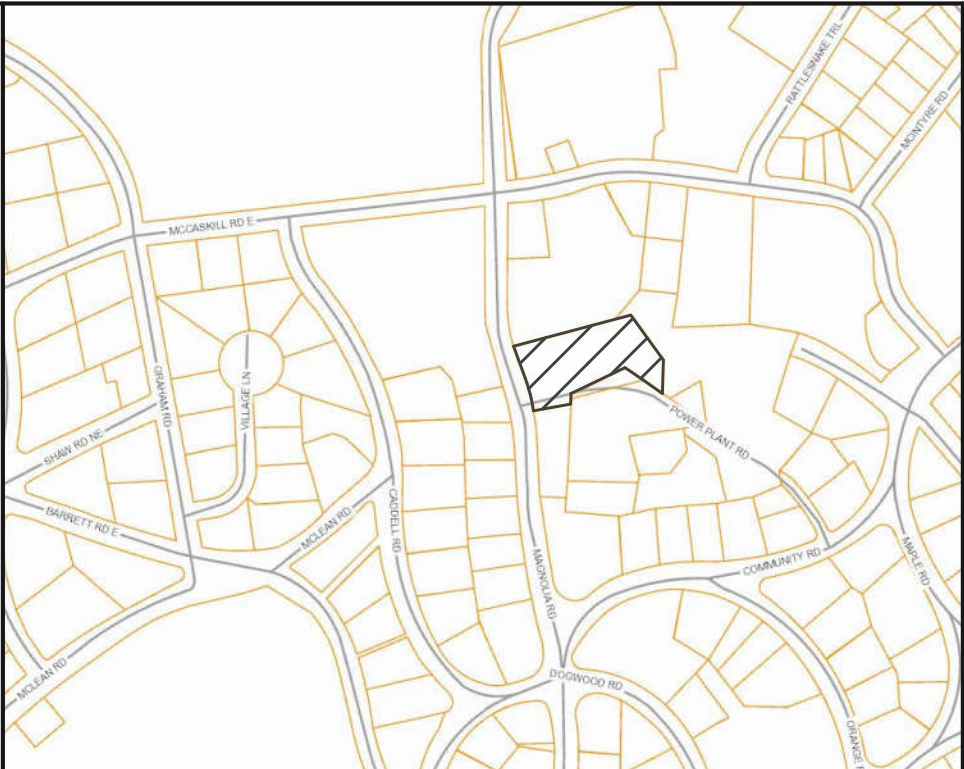
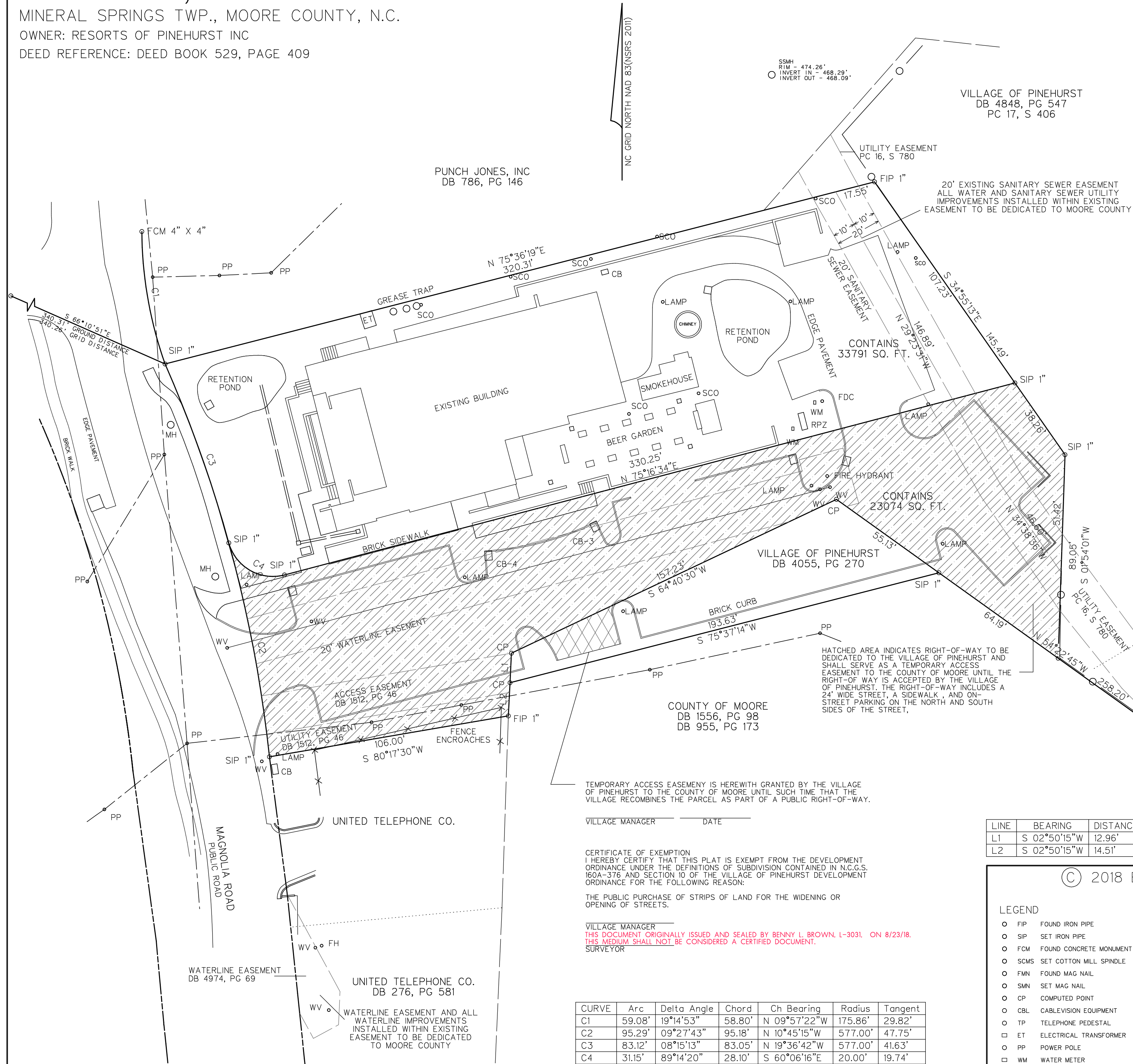
Add sidewalk.

POWER PLANT LOT, 300 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA

MINERAL SPRINGS TWP., MOORE COUNTY, N.C.

OWNER: RESORTS OF PINEHURST INC

DEED REFERENCE: DEED BOOK 529, PAGE 409



VICINITY MAP NTS

CERTIFICATE OF SURVEY AND ACCURACY
I, BENNY L. BROWN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL SURVEY MADE UNDER MY SUPERVISION, DEED DESCRIPTION RECORDED AS SHOWN ON PLAT, THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN BOOKS REFERENCED; THAT THE RATIO OF PRECISION OR POSITIONAL ACCURACY AS CALCULATED IS 1:10,000; THAT THIS MAP WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED; WITNESS MY ORIGINAL SIGNATURE REGISTRATION NUMBER AND SEAL THIS 20th DAY OF AUGUST, 2018.
THIS DOCUMENT ORIGINALLY ISSUED AND SEALED BY BENNY L. BROWN, L-3031, ON 8/23/18. THIS MEDIUM SHALL NOT BE CONSIDERED A CERTIFIED DOCUMENT.
PROFESSIONAL LAND SURVEYOR
REGISTRATION NUMBER L3031

THIS SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT-ORDERED SURVEY, OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION.
THIS DOCUMENT ORIGINALLY ISSUED AND SEALED BY BENNY L. BROWN, L-3031, ON 8/23/18. THIS MEDIUM SHALL NOT BE CONSIDERED A CERTIFIED DOCUMENT.
SURVEYOR
REGISTRATION NUMBER L3031

STATE OF NORTH CAROLINA
COUNTY OF MOORE
I, _____, REVIEW OFFICER OF MOORE COUNTY, NORTH CAROLINA, CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.
DATE _____ REVIEW OFFICER _____

APPROVAL OF THIS EXEMPT SUBDIVISION PLAT CONSTITUTES COMPLIANCE WITH NORTH CAROLINA GENERAL STATUTE 153A-335 ONLY; FURTHER DEVELOPMENT OF THE PARCELS SHOWN SUBSEQUENT TO THE DATE OF THIS PLAT SHALL BE SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS, STATUTES, ORDINANCES, AND/OR CODES.

TEMPORARY ACCESS EASEMENT IS HEREWITH GRANTED BY THE VILLAGE OF PINEHURST TO THE COUNTY OF MOORE UNTIL SUCH TIME THAT THE VILLAGE RECOMBINES THE PARCEL AS PART OF A PUBLIC RIGHT-OF-WAY.

VILLAGE MANAGER _____ DATE _____

CERTIFICATE OF EXEMPTION
I HEREBY CERTIFY THAT THIS PLAT IS EXEMPT FROM THE DEVELOPMENT ORDINANCE UNDER THE DEFINITIONS OF SUBDIVISION CONTAINED IN N.C.G.S. 160A-376 AND SECTION 10 OF THE VILLAGE OF PINEHURST DEVELOPMENT ORDINANCE FOR THE FOLLOWING REASON:
THE PUBLIC PURCHASE OF STRIPS OF LAND FOR THE WIDENING OR OPENING OF STREETS.
VILLAGE MANAGER _____
THIS DOCUMENT ORIGINALLY ISSUED AND SEALED BY BENNY L. BROWN, L-3031, ON 8/23/18. THIS MEDIUM SHALL NOT BE CONSIDERED A CERTIFIED DOCUMENT.
SURVEYOR

CURVE	Arc	Delta Angle	Chord	Ch Bearing	Radius	Tangent
C1	59.08'	19°14'53"	58.80'	N 09°57'22"W	175.86'	29.82'
C2	95.29'	09°27'43"	95.18'	N 10°45'15"W	577.00'	47.75'
C3	83.12'	08°15'13"	83.05'	N 19°36'42"W	577.00'	41.63'
C4	31.15'	89°14'20"	28.10'	S 60°06'16"E	20.00'	19.74'

LINE	BEARING	DISTANCE
L1	S 02°50'15"W	12.96'
L2	S 02°50'15"W	14.51'

© 2018 BENNY L. BROWN, ALL RIGHTS RESERVED

30' 15' 0' 30' 60'

LEGEND

- FIP FOUND IRON PIPE
- SIP SET IRON PIPE
- FCM FOUND CONCRETE MONUMENT
- SCMS SET COTTON MILL SPINDLE
- FMN FOUND MAG NAIL
- SMN SET MAG NAIL
- CP COMPUTED POINT
- CBL CABLEVISION EQUIPMENT
- TP TELEPHONE PEDESTAL
- ET ELECTRICAL TRANSFORMER
- PP POWER POLE
- WM WATER METER
- SCO SEWER CLEANOUT

SURVEY FOR:

RESORTS OF PINEHURST INC.
PO BOX 4000
PINEHURST, NC 28374

DATE
8/16/18

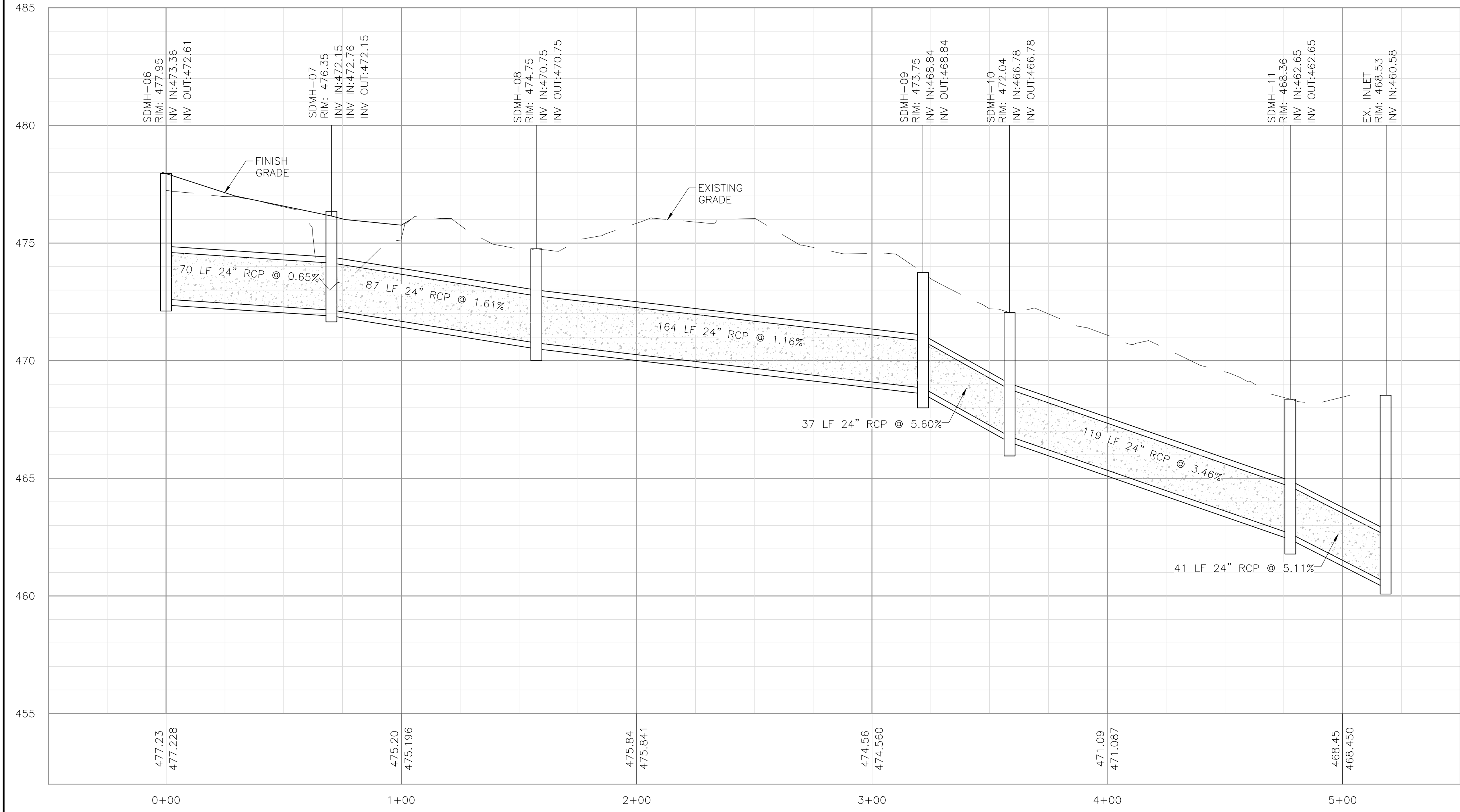
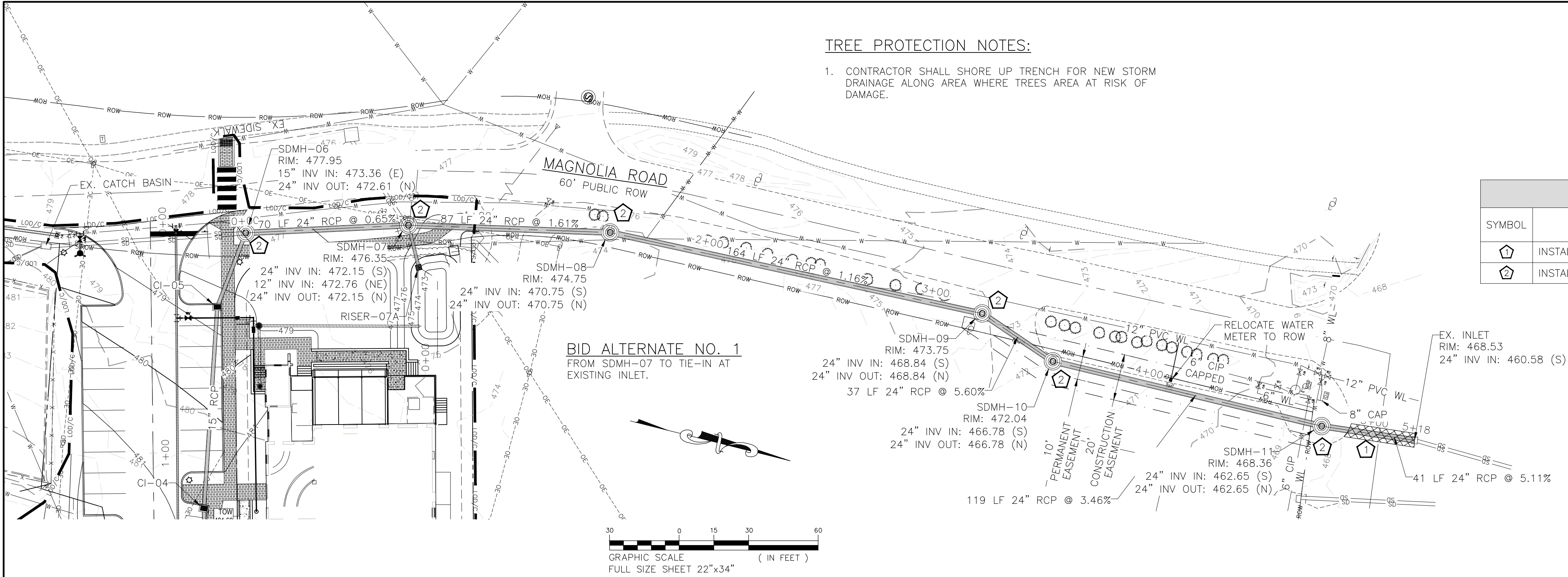
FILE NO.
16218

SCALE
1" = 30'

BENNY L. BROWN
Professional Surveyor

5318 NC HWY 211
P.O. BOX 307
WEST END, N.C. 27376
(910) 673-1446

File: L:\VPRC-1701 Stormplant Brewery\800 - Drawings\810 Design Drawings\02 Civil\VPRC 1701 C-10 SD OUTFALL.dwg, By: Frank, Plotted: Mon Oct 16, 2017 at 4:22pm



REVISIONS			
SYM.	DESCRIPTION	DATE	BY
	DRAWING EDITED FOR VARIOUS COMMENTS	10/5/17	FDW

GENERAL NOTES:

- ALL GENERAL NOTES, ABBREVIATIONS, SYMBOLS, AND OTHER INFORMATION INDICATED ON THE GENERAL NOTES, LEGEND AND ABBREVIATIONS SHEET, SHEET C-01 SHALL APPLY TO THIS PLAN.
- ALL CONSTRUCTION TO BE IN ACCORDANCE WITH ALL VILLAGE OF PINEHURST STANDARDS AND SPECIFICATIONS.
- ALL UTILITY CONSTRUCTION SHALL CONFORM TO ALL MOORE COUNTY PUBLIC UTILITY REQUIREMENTS.

SITE KEY NOTING:

SYMBOL	DESCRIPTION	SHEET REFERENCE
⬡	INSTALL ASPHALT OPEN, CUT AND PATCH	SEE SHT. D-1, #7
⬢	INSTALL STORM DRAIN MANHOLE	SEE SHT. D-3, #6,7

SITE DATA:

CURRENT STREET ADDRESS	MAGNOLIA ROAD
MOORE COUNTY PIN	855200976860
MOORE COUNTY ID	0025797
TOWNSHIP	MINERAL SPRINGS
DEED INFORMATION	BK 529 - PG 409
TOTAL ACREAGE	1.30 ACRES
ZONING	VMU
PRE-DEV. IMPERV. AREA/PERCENTAGE	0.29 ACS/22.31%
POST-DEV. IMPERV. AREA/PERCENTAGE	0.85 ACS/65.39%
LAND AREA OF DISTURBANCE	1.90 ACRES
SETBACKS	FRONT 5 FT REAR 5 FT SIDE 5 FT
FLOODPLAIN INVOLVEMENT	SHADED "X"
RIVER BASIN	CAPE FEAR
STREAM AND CLASSIFICATION	BOARD BRANCH - "WS-III-BW"
STREAM INDEX AND DATE	18-23-3-1-1 AUG. 2, 1992



VILLAGE OF PINEHURST CONSTRUCTION PLAN APPROVAL

All Construction Methods and Materials shall be in accordance with the Village of Pinehurst, Moore County Public Utilities, and NCDOT Standards and Specifications. In the event of a conflict between standards, the more stringent shall govern unless a written waiver is issued by the Village Engineer. Utility installations and other Public Facilities, including streets, sidewalks, and handicap ramps, have been approved by the Village of Pinehurst and shall be so installed unless a change is authorized by prior written approval. Public Sanitary Sewer and Utility Easements shall be recorded prior to final acceptance and/or issuance of a Certificate of Occupancy by the Village.

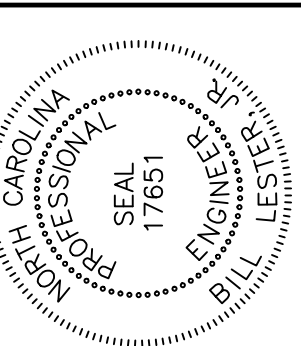
PLAN APPROVAL NUMBER	
ENGINEERING	
FIRE DEPARTMENT	
PLANNING	
MOORE CO. PUBLIC UTILITIES	

INFRASTRUCTURE INSPECTION NOTICE TO CONTRACTOR

THIS IS TO ADVISE YOU THE THE VILLAGE OF PINEHURST IS NOW REQUIRING A MINIMUM OF FORTY-EIGHT(48) HOURS OF NOTICE WHEN REQUESTING AN ENGINEERING INSPECTION. INSPECTION REQUESTS MAY BE MADE BY CALLING THE ENGINEERING DEPARTMENT AT 295-1900. ITEMS REQUIRING AN ENGINEERING INSPECTION INCLUDE, BUT ARE NOT LIMITED TO:

- SUBGRADE INSPECTION/PROOF ROLLING(STREETS, SIDEWALKS, FIRE LANES, ETC.) DENSITY TESTS FROM AN APPROVED GEO-TECHNICAL ENGINEERING FIRM MAY BE REQUIRED.
- PLACEMENT AND INSPECTION OF BASE COURSE MATERIALS INCLUDING PROOF-ROLLING. DENSITY TESTS FROM A VILLAGE APPROVED GEO-TECHNICAL ENGINEERING FIRM MAY BE REQUIRED/ACCEPTED BY THE VILLAGE.
- PLACEMENT AND COMPACTING OF PAVEMENT MATERIALS INCLUDING CONCRETE AND ASPHALT SURFACE COURSES. INCLUDES STRINGLINES/GRADE CONTROL, PAVING AND ROLLING OPERATIONS, MATERIAL INSPECTIONS. INSTALLATION OF WATER AND SEWER MAINS AND SERVICES INCLUDING PRESSURE TESTING, PIPE LAYING CHLORINATION OF WATER
- MAINS, BACTERIAL TESTING, MANHOLE PULLS, ETC. NECESSARY TO MEET THE VILLAGE'S UTILITY ORDINANCES. NOTE: THE CONTRACTOR SHALL ALSO CONTACT THE MOORE COUNTY UTILITIES DEPARTMENT ENGINEERING DIVISION AT 947-6315 TO SCHEDULE UTILITY INSPECTIONS AS REQUIRED BY MCPUD.
- INSTALLATION OF FORMWORK AND PLACEMENT OF CONCRETE(SIDEWALKS, CURB AND GUTTER, ETC.) WITHIN PUBLIC RIGHT OF WAY. INSTALLATION OF STORM DRAINAGE SYSTEMS(PIPES, TRENCHES, CATCH BASINS, FRAMES/GRATES, OUTLET, PROTECTION, ETC.)
- INSTALLATION OF STORM DRAINAGE SYSTEMS(PIPES, TRENCHES, CATCH BASINS, FRAMES/GRATES, OUTLET, PROTECTION, ETC.)

FAILURE TO SCHEDULE THE REQUIRED INSPECTIONS SHALL BE GROUNDS FOR REJECTION OA ALL WORK NOT INSPECTED AND ISSUANCE OF A STOP-WORK ORDER UNTIL THE PROJECT IS IN COMPLIANCE.



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Engineering
Landscape Architecture
Planning

LKC

STORM DRAIN OUTFALL
PLAN AND PROFILE

Adaptive Reuse of
Historic Pinehurst Steam Plant
PINEHURST BREWERY
Pinehurst, North Carolina

DATE:	JUN., 2017
DESIGNED:	FDW
DRAWN:	FDW
CHECKED:	TAC
NO.	

C-10

ORDINANCE #18-21:

AN ORDINANCE ACCEPTING PETITION FOR DEDICATION OF STREETS WITHIN THE VILLAGE OF PINEHURST AND AMENDING CHAPTER 7, SCHEDULE II AND SCHEDULE IV OF THE PINEHURST MUNICIPAL CODE AS IT PERTAINS TO REGULATING TRAFFIC ON THESE STREETS WITHIN THE VILLAGE OF PINEHURST, NORTH CAROLINA.

THAT WHEREAS, Pinehurst, LLC, is desirous of dedicating said street, right-of-way, sidewalk, on street parking and storm water pipes to the Village of Pinehurst, a municipal corporation of the State of North Carolina, hereinafter referred to as "Village"; and

WHEREAS, Pinehurst, LLC has completed construction of the proposed Power Plant Road right-of-way as shown on the attached exhibit A in accordance with the requirements of the Village; and

WHEREAS, the road, sidewalk and on street parking will be open to the public and shall be maintained by the Village; and

WHEREAS, Pinehurst, LLC has installed the storm water pipe along Magnolia Road shown on the attached exhibit B; and

WHEREAS, Pinehurst LLC has agreed to extend a one year warranty for all the infrastructure being conveyed as of the date of this adopted ordinance.

NOW, THEREFORE, BE IT ORDAINED AND ESTABLISHED by the Village Council of the Village of Pinehurst, North Carolina in the regular meeting assembled this 25th day of September, 2018, as follows:

SECTION I. That, pursuant to N.C.G.S. Chapter 160A, Article 15, the street, right-of-way, sidewalk, on street parking and storm water pipes offered for dedication and shown on the attached exhibit A and exhibit B, copies of which are attached hereto and made a part hereof, is hereby accepted as a public street and right-of-way of the Village of Pinehurst, North Carolina.

SECTION 3. That Schedule IX of Section 7, SPEED LIMITS of the Pinehurst Municipal Code, shall be applicable and the speed limit is established as 25 mph unless otherwise posted.

SECTION 4. That the Pinehurst Police Chief and the Public Services Director are hereby directed and empowered to erect all necessary traffic signs on the above stated roads.

SECTION 5. That this Ordinance shall be and the same is hereby effective from and after the date of its adoption.

THIS ORDINANCE is passed and adopted this 25th day of September, 2018.

(Municipal Seal)

VILLAGE OF PINEHURST
VILLAGE COUNCIL

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Beth Dunn, Village Clerk

Michael J. Newman, Village Attorney



**ADDITION TO THE FEES AND CHARGES SCHEDULE - FAIR BARN
ADDITIONAL AGENDA DETAILS:**

FROM:

Mark Wagner

CC:

Jeff Sanborn, Jeff Batton

DATE OF MEMO:

9/19/2018

MEMO DETAILS:

Staff has been finalizing plans to add a new fee to the schedule related to the new outdoor lawn area at the Fair Barn. Now that the new lawn and landscaping is complete and is growing in nicely, we would like to get this space added to the Fees and Charges schedule so that it can be rented out for all new bookings effective October 1, 2018.

In an effort to be consistent with similar sized facilities, we are basing the fees for this space off of the fee for Tufts Memorial Park in the downtown Village. The fee to rent Tufts is currently \$250.00/day for Residents and \$325.00/day for Non-Residents.

For the Fair Barn Lawn, staff is proposing a Resident/Non-Profit rate of \$250.00/day and a Non-Resident/Commercial rate of \$325.00/day. In order to rent the lawn area, a renter must also be renting the Fair Barn indoor space. We do not intend to allow the lawn to be rented as a stand alone rental, as that would potentially tie up the building from being rented which could result in lost revenue. The outdoor pavers/patio is not part of the lawn and is always available for use with rental of the Fair Barn.

We appreciate your consideration of this request, and Jeff Batton will be in attendance to answer any questions you may have.

Thank you.

ATTACHMENTS:

Description

- ☐ Fee Schedule Change for Fair Barn
- ☐ Resolution 18-22 Amending the Fees and Charges Schedule (Fair Barn Lawn)
- ☐ Fees and Charges Schedule - Exhibit A

**Village of Pinehurst
Changes to Fees & Charges
Effective October 1, 2018**

Parks & Recreation Fees

Recreation - Fair Barn (page 14)		Current Fee	Increase (Decrease) In Fee	New Fee	% Change	Explanation
Facility Rental: Outdoor Lawn		-	-	Resident/Non-Profit: \$250.00 Non-Resident/Commercial: \$325.00	-	Added fee for rental of newly developed Fair Barn outdoor lawn area.

RESOLUTION #18-22:

A RESOLUTION AMENDING THE VILLAGE OF PINEHURST FEES AND CHARGES SCHEDULE

THAT WHEREAS, the Village Council of the Village of Pinehurst adopted a Pinehurst Fees and Charges Schedule on the 9th day of March, 2004; and

WHEREAS, it is the policy of the Village of Pinehurst to review and amend the Fees and Charges Schedule on an annual basis, or as deemed necessary; and

WHEREAS, the Village Council, after considering all of the facts and circumstances surrounding the proposed amendments to the Pinehurst Fees and Charges Schedule, have determined that it is in the best interest of the Village of Pinehurst to make the amendments as requested.

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina in the regular meeting assembled on the 25th day of September, 2018, as follows:

SECTION 1. That the attached "Village of Pinehurst Fees and Charges Schedule," is hereby adopted effective October 1, 2018, said schedule attached hereto as (Exhibit A) is made a part hereof, the same as if included verbatim.

SECTION 2. That all resolutions or sections thereof in conflict herewith are hereby repealed and declared null and void from and after the date of adoption of this resolution.

SECTION 3. That this Resolution shall be and remain in full force and effect from the date of its adoption.

THIS RESOLUTION passed and adopted this 25th day of September, 2018.

(Municipal Seal)

VILLAGE OF PINEHURST
VILLAGE COUNCIL

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

Approved as to Form:

Beth Dunn, Village Clerk

Michael J. Newman, Village Attorney

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

ADMINISTRATION:

Council Adopted Date	Description	Fee/Charge	Unit
Other Charges			
01/2016	Paper Copies	\$0.10	per sheet
01/2016	Overtime Costs if overtime is needed to fulfill a public records request promptly	Actual overtime cost	per request
01/2016	Special Service Charge for public records request involving extensive use of IT resources (> 2 hours of staff time)	Actual labor cost	per request
01/2016	Golf Cart Stickers	\$20.00	per cart
03/2004	Municipal Code Copies: Entire Code	\$0.10	per sheet
03/2004	Supplements	\$1.00	per sheet
03/2004	Non-Sufficient Funds (NSF)	\$35.00	per return
12/2007	Late Payment of Code Enforcement Invoices	1.5%	per month on balance unpaid after 30 days
<u>Rental Fees for Use of Village Rooms</u>			
Rental fees and deposit requirements apply to non-profit organizations whose principal operating office is not within the Village of Pinehurst and to private groups or individuals.			
The deposit is due in advance to secure reservation of the date, to ensure adequate clean up following the event and to recover any and all damage costs to the facility or equipment. Cancellation of an event results in forfeiture of all or a part of the deposit (30 days or less 100% retained, 31 days or more 50% retained). Deposits are refundable if facilities are properly cleaned by the user following the event and no damage to the facilities or the audio visual equipment has occurred.			
A pre-meeting training session with a representative from the IT Department is required prior to utilizing the audio visual equipment for the first time. If IT assistance with the audio visual equipment is needed during the rental period, the Audio visual assistance fee will be charged. The Village Manager has the right to waive the deposit and fee requirement if deemed appropriate.			
12/2007	Deposit – Assembly Hall & Station 91 Conference Room: Audio visual equipment is <u>not</u> utilized	\$100.00	per event
12/2007	Audio visual equipment is utilized	\$200.00	per event
12/2007	Rental Fee – Conference Room: Up to 3 hours: Resident	\$25.00	per event
12/2007	Non-Resident	\$50.00	per event
12/2007	More than 3 hours	\$25.00	per hour

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

ADMINISTRATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fee – Assembly Hall & Station 91 Conference Room:		
12/2007	Up to 3 hours:		
	Resident	\$50.00	per event
12/2007	Non-Resident	\$100.00	per event
12/2007	More than 3 hours	\$25.00	per hour
01/2013	Audio visual assistance	\$50.00	per hour
Reimbursement Fees for Services			
04/1998	Time	Cost of staff used (Salaries & Benefits), plus 10% administrative fee	per hour
04/1998	Equipment	Rates determined by Federal Emergency Management Agency (FEMA)	various
Refer to the FEMA schedule of equipment rates for the rates used to calculate the fee for the use of Village equipment. This schedule can be found at www.fema.gov/rrr/pa/fin_eq_rates.shtm .			

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

ENGINEERING:

Council Adopted Date	Description	Fee/Charge	Unit
Inspection Fees			
03/2004	New Roadway (Public and Private)	\$0.75	per lane, per lf
03/2004	Widening of Existing Roadway	\$0.75	per lane, per lf
03/2004	Fire Lanes on Private Property	\$0.40	per lane, per lf
12/2004	Sidewalk and Pathways	\$0.50	per lf
03/2004	Curb Cuts for Driveways	\$50.00	per drive
03/2004	Stormwater Fees	\$0.45 + \$40.00	per lf of pipe plus per structure
03/2004	Lift STOP WORK ORDER and Reinitiate Infrastructure Inspections	\$100.00	per violation
03/2004	Re-Inspection Fees	\$70.00	per hour
Plan Review The base fee for plan review includes 2 draft reviews and 1 mylar signoff. Third and subsequent review fees are for plans that require additional review due to failure to correct deficiencies and incorporate review comments. These fees must be paid in advance of the subsequent reviews being performed.			
03/2004	Single Family Subdivision	\$300.00 + \$100.00	per plan plus per lot
03/2004	Commercial/Multi-Family	\$300.00 + \$100.00	per plan plus per acre
03/2004	Third and Subsequent Review	\$300.00	per review
03/2004	Revision Review after Mylar Signoff	\$100.00	per review
Other Reviews			
12/2004	Flood Study	\$1,000.00	per study
12/2004	Traffic Impact Review	Cost plus 10%	per review

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

FIRE:

Council Adopted Date	Description	Fee/Charge	Unit
Inspection (Non-Residential)			
10/2001	Initial Inspection	No Charge	
01/2013	1 st Re-Inspection	No Charge	
01/2013	2 nd Re-Inspection - Corrections Made	No Charge	
01/2013	2 nd Re-Inspection - No Corrections Made	\$100.00	per inspection
01/2013	3 rd and Subsequent Inspections With No Corrections Made	\$250.00	per inspection
Fire Prevention Permits			
The fees set forth in this section are fixed for the issuance of the permits required by the Fire Prevention Code.			
01/2015	Installation/Additions to Alarm or Sprinkler Systems	\$100.00	first 100 heads/devices \$0.50 per additional device
10/2001	Installation or Removal of AGST (Above Ground Storage Tanks) or UGST (Underground Storage Tanks)	\$50.00	per permit
10/2001	Fireworks Display	\$50.00	per permit
10/2001	Any Other Permits Required but not Listed Above	\$25.00	per permit
Fire Service: Hours for staff and equipment for non-village sponsored events will be billed at the established rate documented in the Administration section of the Fees and Charges Schedule.			

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

INFORMATION TECHNOLOGY (IT):

Council Adopted Date	Description	Fee/Charge	Unit
Media Charges			
12/2009	CD/DVD	\$1.00	per disk
Source Charges			
12/2009	Customized GIS Color Maps	\$50.00 plus cost of map	per hour, one hour minimum
12/2009	Data Analysis and Conversion	\$50.00 plus cost of media	per hour, one hour minimum
Color Orthos GIS Maps			
12/2009	Copy of already created map up to 8.5 x 11	\$2.00	per map
12/2009	Copy of already created map up to 11 x 17	\$6.00	per map
12/2009	Copy of already created map up to 17 x 22	\$10.00	per map
12/2009	Copy of already created map up to 22 x 34	\$12.00	per map
12/2009	Copy of already created map up to 34 x 44	\$20.00	per map
12/2009	Copy of already created ORTHO map up to 36 x 48	\$50.00	per map

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

INSPECTIONS:

Council Adopted Date	Description	Fee/Charge	Unit
New Construction and Additions			
03/2004	Residential: Building	\$0.18	per square foot (sf)
03/2004	Electrical	\$0.06	per sf
03/2004	Mechanical	\$0.05	per sf
03/2004	Plumbing	\$0.05	per sf
03/2004	Insulation	\$0.03	per sf
03/2004	Non-Residential: Building	\$0.40	per sf
03/2004	Electrical	\$0.07	per sf
03/2004	Mechanical	\$0.07	per sf
03/2004	Plumbing	\$0.07	per sf
03/2004	Insulation	\$0.04	per sf
12/2006	Minimum Fee	\$100.00	per inspection, per trade
03/2004	Compliance Inspection	\$100.00	per inspection, per trade
Change-Outs and Upgrades			
01/2011	Electrical (Residential and Non-Residential): Change Out and Upgrade	\$50.00	per unit
03/2004	Electrical Service Upgrade	\$100.00	per 200 amperage
01/2011	Mechanical (Residential): Change Out and Upgrade	\$50.00	per unit
01/2011	Gas Piping	\$50.00	per unit
03/2004	Mechanical (Non-Residential): Change Out and Upgrade	\$100.00	per 10 ton
03/2004	Gas Piping	\$100.00	per unit
01/2011	Plumbing: Change Out and Upgrade	50.00	per unit
06/2013	Framing: Residential	\$50.00	per unit
06/2013	Non-Residential	\$100.00	per unit
06/2013	Insulation: Residential	\$50.00	per unit
06/2013	Non-Residential	\$100.00	per unit
06/2013	Irrigation: Residential	\$50.00	per unit
06/2013	Non-Residential	\$100.00	per unit

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

INSPECTIONS (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Demolition			
12/2009	Application for Exterior & Interior Demolition	\$100.00	per 1,000 sf
03/2004	Application for Structure Relocation	\$50.00	per application
Other Fees			
03/2004	Application to Lift a STOP WORK ORDER	\$200.00	per application
03/2004	Work Performed Without a Permit	Double permit fee	per violation
03/2004	Siding Installation	\$50.00	per application
01/2011	Temporary Power for HVAC	\$100.00	per unit
01/2011	Misc. Additional Wiring	\$50.00	per unit
01/2011	Home Day Care and Foster Home Inspection	\$100.00	per unit
01/2011	ABC Permit Inspection	\$100.00	per unit
01/2011	Home Health and Day Care	\$100.00	per unit
01/2011	Temporary Pole	\$60.00	per unit
	Application for Mobile Home Permit (includes tie down, electrical, plumbing and HVAC):		
01/2011	Single Wide	\$150.00	per unit
01/2011	Double Wide	\$200.00	per unit
Re-Inspection Fees			
01/2011	First Offense	\$50.00	per unit
03/2004	Second Offense	\$100.00	per inspection
03/2004	Each Time After Second Offense	Double previous fee	per inspection

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

INSPECTIONS (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Special Extra Inspection Fees			
12/2006	Residential	\$50.00	per inspection, per trade
12/2006	Non-Residential	\$100.00	per inspection, per trade
Tents			
01/2011	Residential	\$50.00	per unit
01/2011	Non-Residential	\$100.00	per unit
The Non-Residential tent inspection fee will be waived if the tent is being used for a horse show.			

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

PLANNING:

Council Adopted Date	Description	Fee/Charge	Unit
Amendment Petition			
03/2004	Comprehensive Land Use	\$300.00	per application
03/2004	Pinehurst Development Ordinance	\$400.00	per application
Amendment to the Zoning Map (Rezoning or Conditional Use) – General Use District			
01/2013	Residential – Less than 5 acres	\$250.00 + \$100.00	per application plus per acre
01/2013	Residential – More than 5 acres	\$300.00 + \$100.00	per application plus per acre
01/2013	Non-Residential	\$350.00 + \$100.00	per application plus per acre
01/2013	Overlay	\$300.00 + \$100.00	per application plus per acre
Board of Adjustment			
03/2004	Request for a Variance	\$400.00	per application
01/2013	Appeal of an Administrative Decision	\$400.00	per application
01/2013	Appeal of the Historic Preservation Commission	\$400.00	per application
12/2006	Failure to Appear for Hearing Without Notice	Actual cost	per Court Recorder invoice

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

PLANNING (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Documents and Maps			
03/2004	Comprehensive Long Range Plan (paper copy)	\$35.00	per document
03/2004	PDO (paper copy)	\$30.00	per document
12/2007	Zoning Map	\$20.00	per map
Site Plan Approval			
Site plan approval may require engineering review. When engineering review is needed, the Village will advise the applicant and the applicant will be responsible for paying the engineer's fees and charges. See the Engineering section of the Fees and Charges Schedule for the applicable fees.			
03/2004	Minor Site Plan:		
03/2004	Single Family Home	\$225.00	per application
	Commercial/Multi-Family	\$400.00 + \$100.00	per application plus per acre
03/2004	Major Site Plan	\$600.00 + \$100.00	per application plus per acre
03/2004	Re-review Fee (after second review)	Previous fee	per review
03/2004	Accessory Structure - Residential - All Sides Less Than 12'	\$50.00	per application
01/2011	12' x 12' or greater	\$225.00	per application
01/2013	Small additions 10'X5' or smaller	\$50.00	per application
Special Use Permit			
03/2004	Major Special Use	\$600.00	per application

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

PLANNING (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Subdivision of Land			
03/2004	Preliminary Plat – Major Subdivision:		
03/2004	Less than 5 acres	\$300.00 + \$100.00	per application plus per lot
	More than 5 acres	\$600.00 + \$100.00	
03/2004	Final Plat:		
03/2004	Exempt Subdivision	\$25.00	per application
03/2004	Minor Subdivision	\$150.00	per application
03/2004	Major Subdivision	\$150.00 + \$10.00	per application plus per lot
Other Fees			
03/2004	Bulk Heads, Docks on Lakes	\$50.00	per application
03/2004	Change an Address	\$35.00	per application
1/2015	Change a Road Name	\$100.00	per application plus cost of signs
01/2015	Clearing	\$35.00	per permit
03/2004	Decks, Pools, Spas, and Gazebos	\$100.00	per application
03/2004	Driveway	\$50.00	per permit
01/2011	Fences, Walls, Arbors and Patios (using 5' encroachment)	\$50.00	per application
01/2015	Fence Exception	\$400.00	per application
03/2004	Home Occupation	\$50.00	per permit
03/2004	Homeowner's Recovery Fee	\$10.00	per application
07/2017	Mobile Food Vendors	\$50.00	per mobile unit
01/2015	Permanent Sign	\$100.00	per application
12/2005	Propane Tank	\$25.00	per application
01/2015	Return of Sign Removed from Right-of-Way (signs will be stored for a minimum of 5 business days before disposal)	\$25.00	per sign
01/2015	Well	\$50.00	per permit
03/2004	Zoning Certification Letter	\$35.00	per application
03/2004	Zoning Compliance Letter	\$35.00	per application
12/2005	Zoning Compliance Re-Inspection	\$50.00	per application
12/2005	Zoning Use	No Charge	per permit
In addition to the fees and charges for each application or permit, Applicants must comply with all bonding requirements established by the Village of Pinehurst. Bonding requirements can be found in the applicable application packets.			

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

POLICE:

Council Adopted Date	Description	Fee/Charge	Unit
Miscellaneous Fees			
12/2004	Parking Ticket:		
	Overtime Violation	\$5.00	per ticket
12/2004	Other Parking Violations	\$10.00	per ticket
05/2009	Door-To-Door Peddling, Soliciting, Canvassing Permit	\$10.00	per application
05/2009	Door-To-Door Peddling, Soliciting, Canvassing Special Permit	No Charge	per application
12/2009	Precious Metals Dealer Permit	\$180.00	per application
12/2009	Precious Metals Registered Employee	\$10.00	initial application per employee
		\$3.00	annual renewal per employee
12/2009	Precious Metals Special Occasion Permit	\$180.00	per application

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

PUBLIC SERVICES – SOLID WASTE:

Council Adopted Date	Description	Fee/Charge	Unit
Miscellaneous Fees Each single-family residence will be issued one refuse cart and may request one recycling cart and one yard debris cart free of charge. Each single-family residence may also purchase a maximum of one additional refuse, recycling, and/or yard debris cart for residential use which will be collected at no additional charge.			
01/2014	Refuse: 48 Gallon Cart	\$48.00	per additional cart
01/2014	64 Gallon Cart	\$50.00	
01/2014	96 Gallon Cart	\$55.00	
01/2016	Recycle: 48 Gallon Cart	\$48.00	per additional cart
01/2014	64 Gallon Cart	\$50.00	
01/2014	96 Gallon Cart	\$55.00	
01/2016	Yard Debris: 48 Gallon Cart	\$48.00	per additional cart
01/2016	95 Gallon Cart	\$55.00	

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

RECREATION – FAIR BARN:

Council Adopted Date	Description	Fee/Charge	Unit
Facility Rental			
02/2016	Base Fee Full Day (14 hours or less) *: Resident Non-Resident Non-Profit** Commercial	\$1,375.00 \$1,750.00 \$1,000.00 \$2,000.00	per day
07/2017	Base Fee Weekday (8 hours or less) *: Resident Non-Resident Non-Profit** Commercial (14 hours or less) *: Commercial	\$785.00 \$1,000.00 \$500.00 \$1,150.00 \$1,725.00	per day
09/2013	Corporate Meeting	\$785.00 \$485.00	greater than 4 hours less than 4 hours
10/2018	Outdoor Lawn: Resident/Non-Profit** Non-Resident/Commercial	\$250.00 \$325.00	per day
Other Facility Rental Fees			
01/2013	Additional Hours	\$150.00	per hour
*Weekend rental is for Friday – Sunday for a 14 hour rental period. Weekday rental is for Monday-Thursday only within the specified time frame. Additional hours will be billed at \$150/hour. **See Non-Profit definition on Page 16.			
Special Use			
12/2003	Base Fee	Determined with the approval of the Parks & Recreation Director	
Other Fees			
12/2003	Admission Charged (does not apply to non-profit rentals)	10%	gross sales
07/2017	Cancellation (90 days or less)	\$500 + 50% of applicable base fee retained	per deposit
07/2017	Cancellation (91 days or more)	\$500 + 25% of applicable base fee retained	per deposit
02/2009 01/2015 01/2015	Chairs (includes set-up) Resident Non-Resident Commercial	\$1.50 \$3.00 \$3.00	per chair

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE OCTOBER 1, 2018**

RECREATION – FAIR BARN (continued):

Council Adopted Date	Description	Fee/Charge	Unit
01/2015	Kitchen Cleaning/Trash Removal (including co- sponsored and gratuitous events)	\$150.00	per event
12/2003 02/2009	Dance Floor (21'x24' maximum available): Whole Section	\$300.00 \$5.00	per day per section per day
12/2009	Easels	\$5.00	per easel per day
12/2007	Event Parking	Determined by Event Coordinator	
07/2017	Deposit (Security/Damage)	\$500.00 + 50% of applicable base fee	per event
09/2013	Corporate Meeting Deposit	\$250.00	per event
01/2015	Holiday Premium **	\$375.00	per day
06/2013	Picnic Tables	\$20.00	per table
12/2009	Pipe & Drape	\$10.00	per section per day
01/2015	Prohibited Items (deducted from deposit)	\$100.00	per event
01/2011	Setup/Breakdown Fee for items used off site	\$200.00	per use
01/2015	Sound System	\$100.00	per event
12/2009	Stage (4'x8' Section)	\$15.00	per section per event
12/2009	Stage (24' x 16' Full)	\$180.00	per event
12/2007	Tables (includes set-up)	\$9.00	per table
12/2003	Vendor/Exhibitor	\$25.00	per vendor/exhibitor
01/2012	Video Projector	\$100.00	per day
01/2011	Video Projector Screen (12' x 12')	\$100.00	per day
<p>** Holiday Premium applies to the following holidays: New Year's Eve, New Year's Day, Martin Luther King Day, Good Friday, Easter Sunday, Memorial Day, July 4, Labor Day, Thanksgiving Day, Christmas Eve and Christmas Day.</p>			
Fair Barn Fees and Charges Definition			
12/2003	Categories of Renters:		
12/2003	<u>Resident:</u> Non-commercial, private individual that resides or owns property within the corporate limits of the Village of Pinehurst.		
12/2003	<u>Non-Resident:</u> Non-commercial, private individual that does not own property within the corporate limits of the Village of Pinehurst.		
12/2003	<u>Non-Profit:</u> Any organization assigned an IRS tax status of 501(c)3, (c)4, (c)5, (c)6 or (c)7 with a physical location or offices located within Moore County, NC.		

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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RECREATION – FAIR BARN (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Fair Barn Fees and Charges Definition			
12/2003	Categories of Renters (continued): <u>Commercial:</u> Any individual, sole proprietorship, corporation, business or other entity that does not qualify under any other renter category. <u>Corporate Meeting:</u> Any Commercial or Non-Profit renter using the facility Monday through Thursday between the hours of 8:00 AM and 5:00 PM. Rates are inclusive of all amenities such as tables and chairs charged under Other Fees in this Schedule.		
07/2017			
The Village of Pinehurst reserves the right to define the renter category based on the usage.			
Other Definitions			
12/2003	<u>Deposit:</u> Amount due in advance to secure reservation of date, adequate clean up following the event and to recover any and all damage costs to the facility. Cancellation of an event results in forfeiture of all of the deposit per the Fee Schedule.		
07/2017	<u>Base Fee:</u> Minimum charge paid by all renters of the Fair Barn. Base fee must be paid in full at least ten business days prior to rental. The Weekday rate applies to any single event that occupies the facility for one day but does not apply to any event held on consecutive days or on Holidays. The Weekday rate applies to any one (1) day rental held on Monday through Thursday, which lasts no more than 8 hours, and rental must be completed and properly cleaned by 8:00 p.m. This time period must include all preparations for caterers, florists, exhibit setup, decorating, etc. and clean up after the event. Weekday rentals that go beyond the specified closing time of 8:00 p.m. will be billed an additional amount equal to the applicable Full Day rate.		
07/2017	<u>Other Fees:</u> Charges for additional services or equipment provided by the Fair Barn. All other fees associated with a rental must be paid in full at least ten business days prior to rental.		
12/2003	<u>Sponsored/Co-Sponsored:</u> Events presented by, or coordinated with, the Village of Pinehurst per the "Village Sponsorship of Events" policy.		
12/2003	<u>Special Use:</u> An event or activity, not sponsored or co-sponsored by the Village of Pinehurst, that, due to its size, scope, timing or other unusual characteristic or requirement, that qualifies as being beyond what is considered a normal and customary use of the facility. Criteria to determine if an event qualifies as a special use may include factors such as number of participants/spectators, economic factors such as estimated revenues and expenses, nature and type of event and extent of work required by the Village Staff that is above and beyond what is normal and customary. Examples of events that may qualify as special use are functions associated with other major events, athletic events, special events held on Track grounds generating a minimum of \$7,500 in revenue, special attractions and/or demonstrations.		

**VILLAGE OF PINEHURST
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RECREATION – HARNESS TRACK:

Council Adopted Date	Description	Fee/Charge	Unit
Ground Use			
09/2001	One Infield - without Show Rings	\$150.00	per day
01/2012	One Infield – with Show Rings	\$250.00	per day
01/2012	Two Infields – without Show Rings	\$300.00	per day
01/2012	Two Infields – with Show Rings	\$350.00	per day
07/2017	Special Event Use – One Infield	\$600.00	per day
	Special Event Use – Two Infields	\$1,200.00	per day
Deposits			
01/2004	Grounds Use Clean Up	\$150.00	per rental
01/2004	Show Office Use Clean Up	\$50.00	per rental
01/2007	Stall Reservation	\$100.00	per stall
Standardbred Training (Stall Rental)			
07/2015	Full Season	\$927.00	per stall
07/2015	Monthly (No Proration Allowed)	\$412.00	per stall
Standardbred Training (Other Fees)			
07/2015	Grooms Quarters - Improved	\$206.00	per month
01/2013	Grooms Quarters - Unimproved	\$72.00	per month
07/2015	Grooms Quarters - Prorated	\$7.00	per day
01/2013	Grooms Quarters Cleaning Fee	\$50.00	per room
07/2015	Additional Occupant	\$60.00	per month
02/2009	Manure Pile Removal	\$25.00	per pile
Horse Shows			
01/2001	Manure Pile Removal	\$25.00	per pile
12/2009 01/2011	Impact Fee:		
	Temporary Stalls	\$10.00	per stall, per show per day, per horse
	Horse not using a stall	\$10.00	
01/2012	Paddock Fee	\$25.00	per paddock per show

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RECREATION – HARNESS TRACK (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Horse Shows (continued)			
01/2015	Stall Clean Out	\$10.00	per stall
01/1997	Vendor/Exhibitor Fee	\$25.00	per vendor/exhibitor
Stall Rental			
Rates are per stall, per weekend, max of 3 nights			
01/2013	Stall Rental (less than 100)	\$40.00	
01/2013	Stall Rental (more than 100)	\$35.00	
01/2013	Tack Stall Rental	\$35.00	
01/2013	Additional Stall Nights over 3 Nights	\$15.00	per stall, per night
Other Fees			
01/1997	Admission/Parking Charge	10% of gate, if admission/parking is charged	
07/2015	Oversize Vehicle Parking (RV)	\$35.00	per night (maximum stay of 7 days)

**VILLAGE OF PINEHURST
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RECREATION – HARNESS TRACK (continued):

Council Adopted Date	
Harness Track Fees and Charges Definitions	
01/2012	<u>Ground Use Fee:</u> To be charged to all individuals or groups who wish to reserve and use the Harness Track grounds. The Village of Pinehurst does not charge Ground Use Fees for general use by the public such as walking, golfing, etc.; Standardbred training; and Resort stable usage. Sponsored/co-sponsored activities by the Village with outside entities will negotiate a usage fee per the discretion of the Parks and Recreation Director. Set up and cleanup is part of the rental time period and is the sole responsibility of the renting individual or group. Priority for rentals will be given to individuals or groups requesting use of the Show Rings.
01/1997	<u>Clean Up Deposit:</u> The Village requires all renters of the Harness Track grounds or any office to be used as the Show Office to supply a deposit. The Village of Pinehurst based on whether the facility is left clean by the user may retain all, a portion of, or none of the deposit.
01/2011	<u>Standardbred Fee:</u> Standardbred fees are charged according to the Fee Schedule. Improved Grooms Quarters refer to rooms with direct access to a combination of water/sewer and heat system. Un-Improved Grooms Quarters refer to rooms without access to water/sewer and heating. The Standardbred season is defined as the period from October 15 – May 1. Priority for stall reservations will be given to Full Season stall rentals. Monthly Stall rentals will be available on a first come, first served basis after all Full Season stalls have been assigned. Payments received in full, in advance or upon arrival for all Full Season stalls, will receive a 5% discount.
01/2014	<u>Horse Shows:</u> Horse Shows are charged the Ground Use Fee plus all other applicable charges listed in the Fee Schedule. Overtime hours for staff will be billed at the established rate as per the Village's Service Fee Policy. Fees related to inspections of tents will be waived for all horse shows held on the grounds.
01/1997	<u>Other:</u> Tack Shop, Track Restaurant, and Barn 19 each have their own lease agreements, which are renewed annually with an adjustment according to the Consumer Price Index (CPI).
07/2017	<u>Special Event Use:</u> To be charged to all individuals or groups who wish to reserve and use the Harness Track grounds for any event or activity not sponsored/co-sponsored by the Village. Examples could include concerts, car shows, large gatherings that will have a significant impact on the facility. Set up and cleanup is part of the rental time period and is the sole responsibility of the renting individual or group.

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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RECREATION – PARKS and RECREATION:

Council Adopted Date	Description	Fee/Charge	Unit
The fee for all Parks and Recreation programs, events, leagues and athletic events is the same regardless of the age of the participant unless specified otherwise in the Fee Schedule. No Pinehurst resident youth will be denied participation based on their ability to pay.			
01/2015	Non-Resident Family Membership	The cost of this membership is \$60 and is good for one year from the date payment and application are received. It entitles every member of the family (Parents/Children) to register at the Resident rate for all Athletic Events, Athletic Leagues, Classes and Programs.	
01/2016	Outside Group Programs	Outside groups using Village facilities to conduct programs or classes approved by the Village Parks & Recreation Department will remit 10% of all fees collected. There will be no charge for the use of the facilities.	
Athletic Events			
The athletic events fee may be waived for youth at the discretion of the Director of Parks and Recreation.			
01/1997	Team Fee (Resident and Non-Resident)	\$20.00 plus direct costs	per team
01/1997	Individual Fee: Resident	\$5.00 plus direct costs	per individual
01/2011	Non-Resident	Two times the resident fee	per individual
Athletic Leagues			
01/1997	Team Fee: Resident	\$40.00 plus direct costs	per team
12/2008	Non-Resident	\$40.00 plus direct costs plus \$20.00 per non-resident on roster	per team
06/2013	Individual Fee: Resident	\$20.00	per individual
06/2013	Non Resident	\$40.00	per individual

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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Classes/Programs			
The registration fee may be prorated by the Director of Parks & Recreation for participants who wish to attend after a class has started.			
01/1997	Resident	\$5.00 plus direct costs	per participant
07/2017	Resident – Classes in Recreation Room	\$10.00 plus direct costs	per participant
12/2008	Non-Resident	Two times the resident fee	per participant
Youth Day Camps			
The weekly rates for Youth Day Camps will be calculated and published in the Spring/Summer Program Guide. The deposit will be applied to the weekly rate and the balance of each week reserved is due one week prior to the start of each session.			
The registration fee may be prorated by the Director of Parks & Recreation for participants who wish to attend after a class has started.			
06/2013	Resident	\$10.00 plus direct costs	per participant
12/2008	Non-Resident	One and a half times the resident fee	per participant
12/2007	Deposit	\$25.00	per week reserved
General Fees			
The following fees may apply to all Parks and Recreation Facility Rental unless stated otherwise in the Fees and Charges Schedule.			
06/2013	Admission Charged	10%	gross sales
06/2013	Chairs-(only available on site)	\$1.50 set up by renter \$3.00 set up by Village staff	per chair
06/2013	Tables-on site	\$4.50 set up by renter \$9.00 set up by Village staff	per table
01/2016	Tables-off site (limited quantities)	\$4.50 Resident \$9.00 Non-Resident	per table
06/2013	Vendor/Exhibitor	\$25.00	per vendor/exhibitor
07/2018	Food Vendor	\$75.00	per vendor
07/2018	Alcohol Vendor	\$400.00	per vendor
06/2013	Sound System	\$50.00	per event

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Facility Rental			
01/2012	Facility Rental Supervisor	\$25.00 \$10.00	first two hours each additional hour
06/2013	Athletic Facilities: Resident/Non-Profit	\$15.00 \$30.00	per game/hour without lights per game/hour with lights
07/2017	Non-Resident	\$30.00 \$60.00	per game/hour without lights per game/hour with lights
12/2008	Bleachers (Resident and Non-Resident)	\$25.00	per bleacher per day
07/2017	Park Picnic Shelters: Resident/Non-Profit	\$30.00 \$15.00	first three hours each additional hour
07/2017	Non-Resident	\$60.00 \$15.00	first three hours each additional hour
Temporary Use Permits			
01/2015	Application Fee	\$50.00	per event
01/2015	Late Application Fee	\$25.00	per event
01/2015	Bleachers	\$50.00	per unit
01/2015	Greenway Trail Use	\$50.00	per event
01/2015	Post Event Clean Up	\$100.00	per event
01/2015	Street Closure	\$50.00	per barricade point
01/2015	On-site Staffing (three hour minimum)	Duration and number of staff needed will be determined by Director of Parks & Recreation based on size and scope of event. Hourly rates will vary for staff scheduled to work an event.	

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Rental Fees for Use of Village Parks Rental fees and deposit requirements apply to non-profit organizations whose principal operating office is not within the Village of Pinehurst and to private groups or individuals. The deposit is due in advance to secure reservation of the date, to ensure adequate clean up following the event and to recover any and all damage costs to the grounds. Cancellation of an event results in forfeiture of all or a part of the deposit (90 days or less 100% of the deposit will be retained, 91 days or more 50% of the deposit will be retained). Deposits are refundable if grounds are properly cleaned by the user following the event and no damage to the grounds has occurred.			
Arboretum Lawn The Arboretum lawn is divided into three separate areas available for rent. The Pergola Garden is adjacent to the Assembly Hall, Joyce's Meadow is the large field below the Pergola Garden and the Magnolia Lawn is between the Entrance Structure and Overlook near the intersection of McCaskill and Magnolia Roads.			
If more than one amenity is requested to be used, the package rate will apply per day.			
Timmel Pavilion Only (includes tables and chairs)			
01/2015	Pavilion rental (5 hour maximum): Resident Non-Resident Resident and Non-Resident	\$180.00 \$240.00 \$40.00	first three hours first three hours each additional hour
07/2018	Pavilion rental (5 hour maximum) Discounted rate if booked within 72 hours of use: Resident Non-Resident Resident and Non-Resident	\$60.00 \$120.00 \$30.00	first three hours first three hours each additional hour
07/2017	Pavilion rental (full day): Resident Non-Resident	\$750.00 \$1,000.00	per day per day
Grounds Only (includes tables and chairs)			
07/2017	Pergola Garden: Resident Non-Resident	\$500.00 \$650.00	per day
07/2017	Magnolia Lawn: Resident Non-Resident	\$500.00 \$650.00	per day

**VILLAGE OF PINEHURST
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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Rental Fees for Use of Village Parks (continued)			
Grounds Only (includes tables and chairs) (continued)			
01/2015	Joyce's Meadow: Resident Non-Resident	\$600.00 \$775.00	per day
01/2015	All Grounds: Resident Non-Resident	\$775.00 \$1,000.00	per day
Grounds & Pavilion Rental (includes tables and chairs)			
07/2017	Pergola Garden & Timmel Pavilion: Resident Non-Resident	\$1,100.00 \$1,400.00	per day
07/2017	Magnolia Lawn & Timmel Pavilion: Resident Non-Resident	\$1,100.00 \$1,400.00	per day
07/2017	Joyce's Meadow & Timmel Pavilion: Resident Non-Resident	\$1,100.00 \$1,400.00	per day
07/2017	All Grounds & Timmel Pavilion: Resident Non-Resident	\$1,500.00 \$1,800.00	per day
Staff			
01/2015	Set up/Breakdown crew for tables and chairs	\$200.00	per event
Deposit			
01/2015	Timmel Pavilion Only Deposit	\$100.00	per event
07/2018	Multiple Amenities/Venues Deposit	\$200.00	per event

**VILLAGE OF PINEHURST
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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Tufts Memorial Park			
06/2013	Deposit	\$100.00	per event
06/2013	Resident	\$250.00	per day
01/2015	Non-Resident	\$325.00	per day
Special Events			
At the discretion of the Director of Parks and Recreation, a fee may be established for special events based on direct costs.			
01/1997	Resident and Non-Resident	No charge	per participant
Workshops			
01/1997	Resident	\$5.00	per participant
12/2008	Non-Resident	Two times the resident fee	per participant
Trips			
01/1997	Using Non-Village Owned Vehicle: Resident	\$5.00 plus direct costs	per participant
01/1997	Non Resident	\$10.00 plus direct costs	per participant
01/1997	Using Village Owned Vehicle: Resident	\$5.00 plus direct costs and IRS mileage rate	per participant
01/1997	Non-Resident	\$10.00 plus direct costs and IRS mileage rate	per participant
Other Fees			
12/2008	Overnight Parking (Resident and Non-Resident)	\$2.00	per car per night

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	
Parks and Recreation Fees and Charges Definitions <p>In circumstances where demand is expected to exceed supply for classes and programs, Pinehurst residents will receive priority in registration by the establishment of advance registration dates open to Pinehurst residents only.</p> <p>Participants must live, own property, work, or go to school in Moore County. The parent(s) of youth participants must live, own property, work, or go to school in Moore County.</p>	
01/1997	<u>Athletic Events:</u> Sport related programs that are held infrequently and last less than five consecutive days and/or are not limited to a minimum or a maximum number of participants (provided there are no facility or logistical limitations).
01/1997	<u>Athletic Leagues:</u> Organized sport related programs that encompass a certain number of teams.
01/1997	<u>Classes:</u> Programs that require more than one meeting time to complete.
12/2007	<u>Day Camp Deposit:</u> Amount due at registration to secure slot for each participant, per session. Deposit is non-refundable.
01/1997	<u>Facility Rental:</u> Fee charged for the use of Village owned property.
01/2012	<u>Facility Supervisor:</u> A person employed by the Parks and Recreation department who is responsible for opening a facility for rental, providing necessary equipment, and locking facility at the conclusion of rental.
01/1997	<u>Indigent Youth:</u> Child under the age of 18 and still enrolled in school who, or whose parents or guardian, are receiving governmental financial assistance.
07/2016	<u>Non-Profit:</u> Any organization assigned an IRS tax status of 501(c)3, (c)4, (c)5, (c)6 or (c)7 with a physical location or offices located within Moore County, NC.
01/1997	<u>Non-Resident:</u> A person who does not reside inside the Village limits of Pinehurst nor who, or whose parents or guardian, pays Village of Pinehurst property taxes.
01/1997	<u>Resident:</u> A person who resides inside the Village limits of Pinehurst or whose parents or guardian, pays Village of Pinehurst Property taxes.
01/1997	<u>Special Events:</u> Programs that are held infrequently, last less than five consecutive days and/or are not limited to a minimum or a maximum number of participants (provided there is not facility or logistical limitations).
01/1997	<u>Trips:</u> Organized travel for a specific purpose.
01/1997	<u>Workshops:</u> One-day programs that are limited to a set minimum and maximum.

**VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	
07/2017	Refund Policy
<p>Purpose</p> <p>To adopt a fair and equitable refund policy for all fee based classes, programs, and leagues that allows for sufficient cancellation time for programs with participant deficits.</p> <p>Coverage</p> <p>This policy, upon adoption by the Village Council, shall be applicable to all individuals registered in fee based programs conducted by the Parks and Recreation Department until such time as it is altered, modified, or rescinded by the Village Council.</p> <p>Policy</p> <p>If the department cancels a program, class, activity, or facility reservation, a FULL refund will be issued in the form of a check within two (2) weeks.</p> <p>Once a person or team has registered for a program, class, activity, or league, or has reserved a facility or equipment, NO REFUNDS will be issued to that person or team UNLESS the department receives a request in writing five (5) working days prior to the first scheduled day of the program, class, activity, league action, or reservation.</p> <p>When an individual registrant has cancelled under certain circumstances that qualify the individual for a refund, the refund will be equal to the amount paid by the registrant, less a \$10.00 administrative fee and any non-refundable deposits that may be applicable.</p> <p>When an adult athletic team has canceled under circumstances that qualify the team for a refund, the refund will be 75% of the team's registration fee. The \$20 fee for non-resident team members is not refundable.</p> <p>If a registrant cancels participation in a trip, a full refund, less a \$10.00 administrative fee and any non-refundable deposits, will be issued if the trip is fully subscribed and the registrant's slot is filled. Otherwise, there will be no refund.</p> <p>The Director of Parks and Recreation will determine refunds in any special circumstance not addressed by this policy.</p>	

**VILLAGE OF PINEHURST
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VILLAGE- WIDE:

Council Adopted Date	
07/2013	
<p>Upon approval, the fees and charges outlined in this schedule will be applied to all activities and events scheduled to occur after the effective date of the schedule. For example, a Fair Barn event booked after the approval date that will occur after the effective date will be billed at the newly established rates.</p> <p>The Village Manager or designee may charge a fee not included in the fee schedule but are deemed appropriate for unique situations.</p> <p>Fees for Co-Sponsored events will be determined by the Village Manager or designee.</p> <p>The Village Manager or designee may waive any fee that is deemed in the best interest of the community.</p>	