Incident Crime Summary Year To Year Comparison

Pinehurst Police Department

	January - August				
Offense	2018	2018 Unfounded	2019	2019 Unfounded	% Change
Homicides					
Murder and Non-negligent Manslaughter	0	0	1	0	--
Negligent Manslaughter	0	0	0	0	--
Justifiable Homicide	0	0	0	0	--
Total Homcides	0	0	1	0	--
Kidnapping/Abduction	2	0	1	0	-50.0%
Sex Offenses					
Rape	1	0	1	0	0.0%
Sodomy	0	0	0	0	--
Sexual Assault with an Object	0	0	1	0	--
Fondling	1	0	2	0	100.0%
Total Sex Offenses	2	0	4	0	100.0%
Robbery	0	0	0	0	--
Assaults					
Aggravated Assault	5	0	6	1	20.0%
Simple Assault	14	4	24	1	71.4%
Intimidation	0	0	1	0	--
Total Assaults	19	4	31	2	63.2%
Arson	0	0	0	0	--
Extortion/Blackmail	1	0	0	0	-100.0%
Burglary/Breaking and Entering	11	1	18	0	63.6%
Larceny/Theft					
Pocket-Picking	0	0	0	0	--
Purse-Snatching	0	0	0	0	--
Shoplifting	1	0	3	0	200.0%
Theft of Motor Vehicle Parts	0	0	1	0	--
Theft from Motor Vehicle	14	0	21	0	50.0%
Theft from Coin-Operated Machine or Device	0	0	0	0	--
Theft from Building	14	1	18	0	28.6%
All Other Larceny	21	2	30	0	42.9%
Total Larceny/Theft Offenses	50	3	73	0	46.0%
Motor Vehicle Theft	3	0	4	0	33.3%
Counterfeiting/Forgery	2	0	7	0	250.0%

Incident Crime Summary Year To Year Comparison

Pinehurst Police Department

	January - August				
Offense	2018	2018 Unfounded	2019	2019 Unfounded	% Change
Fraud					
False Pretenses/Swindle/Confidence Game	10	3	16	3	60.0%
Credit Card/Automatic Teller Machine Fraud	6	1	6	0	0.0%
Impersonation	0	0	7	0	--
Welfare Fraud	0	0	0	0	--
Wire Fraud	0	2	0	0	--
Identity Theft	2	0	9	0	350.0%
Hacking/Computer Invasion	0	0	0	0	--
Total Fraud Offenses	18	6	38	3	111.1%
Embezzlement	0	1	0	0	--
Stolen Property	2	0	1	0	-50.0%
Destruction/Damage/Vandalism of Property	24	2	11	0	-54.2%
Drug/Narcotic Offenses					
Drug/Narcotic Violations	105	0	132	0	25.7%
Drug Equipment Violations	44	0	83	0	88.6%
Total Drug/Narcotic Offenses	149	0	215	0	44.3%
Sex Offenses, Nonforcible					
Incest	0	0	0	0	--
Statutory Rape	1	0	0	0	-100.0%
Total Sex Offenses, Nonforcible	1	0	0	0	-100.0%
Pornography/Obscene Material	1	0	2	0	100.0%
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	4	0	14	0	250.0%

Incident Crime Summary Year To Year Comparison

Pinehurst Police Department

	January - August				
Offense	**2018**	**2018 Unfounded**	**2019**	**2019 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	**289**	**17**	**420**	**5**	**45.3%**

Activity Detail Summary (by Category)

Pinehurst Police Department

(08/01/2019 - 08/31/2019)

Incident\Investigations

11D - Fondling	1
13A - Aggravated Assault	2
13B - Simple Assault	2
220 - Burglary/Breaking & Entering	1
23D - Theft From Building	2
23G - Theft of Motor Vehicle Parts or Accessories	1
23H - All Other Larceny	5
26A - False Pretenses/Swindle/Confidence Game	3
26C - Impersonation	1
26F - Identity Theft	3
290 - Destruction/Damage/Vandalism of Property	1
35A - Drug/Narcotic Violations	19
35B - Drug Equipment Violations	14
90C - Disorderly Conduct	1
90D - Driving Under the Influence	3
90F - Family Offenses, Nonviolent	1
90J - Trespass of Real Property	2
90Z - All Other Offenses	16
B&E Veh. - Breaking and/or Entering a Motor Vehicle	1
FTA / FTC - FAIL TO APPEAR / FAIL TO COMPLY	1
Inspection - Inspection Violations	1
Left of Center - Driving Left of Center	1
License - Driver's License Violations	1
Registration - Vehicle Registration Violations	1
Speeding - Speeding	2
Unath. Use of M.V. - Unauthorized Use of a Motor Vehicle	1

Total Offenses	87
Total Incidents	52

Arrests

13A - Aggravated Assault	1

Activity Detail Summary (by Category)

Pinehurst Police Department

(08/01/2019 - 08/31/2019)

Arrests

13B - Simple Assault	1
26A - False Pretenses/Swindle/Confidence Game	1
26C - Impersonation	1
26F - Identity Theft	1
35A - Drug/Narcotic Violations	17
35B - Drug Equipment Violations	13
90D - Driving Under the Influence	3
90J - Trespass of Real Property	1
90Z - All Other Offenses	9
FTA / FTC - FAIL TO APPEAR / FAIL TO COMPLY	1

Total Charges	49
Total Arrests	29

Accidents

Total Accidents	0

Citations

Driving While License Revoked	17
DWI	4
Expired Registration	41
Failure To Reduce Speed	8
Failure To Stop (Stop Sign/Flashing Red Light)	4
Improper Transportation Of Children	4
No Insurance	4
No Operator License	18
Other (Infraction)	39
Passenger Seat Belt - Juvenile	5
Possess/Consume Alcohol - Passenger	1
Running Red Light	2
Seat Belt	1
Speeding (Infraction)	105

Activity Detail Summary (by Category)

Pinehurst Police Department

(08/01/2019 - 08/31/2019)

Citations

Unsafe Movement	7
Secondary Charge	60

Total Charges	320
Total Citations	260

Warning Tickets

Total Charges	0
Total Warning Tickets	0

Ordinance Tickets

Total Ordinance Tickets	0

Criminal Papers

Magistrates Order	8
Warrant	6

Total Criminal Papers Served	14
Total Criminal Papers	14

Civil Papers

Total Civil Papers Served	0
Total Civil Papers	0

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

RESOLUTION #19-19:

A RESOLUTION ADOPTING A COUNCIL VACANCY APPOINTMENT POLICY FOR THE VILLAGE OF PINEHURST.

WHEREAS, the Village Council of Pinehurst, North Carolina, is desirous of creating a process for Village Council to appoint a replacement, in the event of a vacancy, for those eligible citizens interested in serving their time and talents on the Village of Pinehurst Council; and

WHEREAS, the Council Vacancy Appointment Policy is in accordance with North Carolina General Statute 160A-63;

NOW, THEREFORE, BE IT RESOLVED by the Village Council of the Village of Pinehurst, North Carolina in a regular meeting assembled this 24th day of September, 2019 as follows:

SECTION 1. That the Council Vacancy Appointment Policy is hereby adopted; said policy attached hereto as Attachment A and made a part hereof; the same as if included verbatim.

THIS RESOLUTION passed and adopted this 24th day of September, 2019.

VILLAGE OF PINEHURST
VILLAGE COUNCIL

(Municipal Seal)

By: _____
Nancy Roy Fiorillo, Mayor

Attest:

_____
Beth Dunn, Village Clerk

Approved as to Form:

_____
Michael J. Newman, Village Attorney

DRAFT

ATTACHMENT A

	VILLAGE OF PINEHURST **STANDARD PROCEDURE**	
SUBJECT:	Council Vacancy Appointment Policy	Effective Date: 9/24/2019
Department:	Administration	Policy No.: 43
Prepared by:	Jeff Sanborn & Beth Dunn	Revised:
Approved by:	Village Council	# of Pages: 2

PURPOSE: The purpose of this policy is to:

1. Create a process for Village Council to appoint a replacement, in the event of a vacancy, for those citizens interested in serving their time and talents on the Village of Pinehurst Council.

POLICY: It is the policy of the Village of Pinehurst Council to appoint an eligible person, in accordance with North Carolina General Statute 160A-63, in the event a vacancy should occur on the Village of Pinehurst Council.

ELIGIBILITY: Only persons who are registered to vote in the Village of Pinehurst shall be eligible for appointment to Village Council. The Moore County Board of Elections will inspect the applicant list and provide a list of any candidates who are not registered voters in the Village of Pinehurst.

PROCEDURE:

Recruitment Process and Appointment

The Village of Pinehurst will inform citizens of a vacancy on Village Council via Village media resources (Village website, social media, e-blasts, and Village newsletter) and other public outlets. All eligible citizens interested in filling a vacancy for the Village of Pinehurst Council are required to complete an application, which can be obtained at Village Hall or online.

The Village Clerk shall maintain all applications and forward copies to the Village Manager and Village Council for review. In accordance with North Carolina General Statute Chapter 132 all applications for appointment to Village Council are public records and are subject to public access. The Village Clerk will contact the Moore County Board of Elections and verify that each applicant is a registered voter in the Village of Pinehurst.

Once applicants are verified each applicant will be interviewed, in an open public meeting (G.S. 143-318.11(a)(6)) by the current Village Council and Village Manager. The Village Manager will schedule interviews for each candidate, based on availability of all sitting Councilmembers. If a candidate cannot be available during the interview times allotted, the Village Council may agree not to interview the candidate.

After interviews are completed, Council will use individual scoring sheets to indicate their top three (3) candidates. The Village Clerk will tally the scores from the individual scoring sheets to reveal favored candidates among Council. After results are revealed and discussed, any member of the Village Council may make a motion to appoint a new Village of Pinehurst Councilmember.

Updating Policy

This policy shall be reviewed during the organizational meeting of current Village Council every year and updated as Village Council deems necessary.

Approved by:

Jeff Sanborn, Village Manager	Date
Resolution #19-19	
Village Council, Resolution	Date

	VILLAGE OF PINEHURST STANDARD PROCEDURE	
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

VILLAGE OF PINEHURST

HISTORY, CHARM, AND SOUTHERN HOSPITALITY

September 17, 2019

ADMINISTRATIVE MEMORANDUM TO: Jeff Sanborn

THROUGH: Angie Kantor

SUBJECT: Weapon Purchase

As my retirement date draws closer, I am forwarding my request to purchase my department issued service firearm. I have attached my valid NC Concealed Carry permit, which acts as a firearms purchase permit. I have been employed by the Pinehurst Police Department for over twenty-four years and it has been my honor to serve the Village.

Respectfully,
Captain, Raymond O. Evans

SUMMARY FOR THE MONTH OF AUGUST 2019

SUMMARY OF INCIDENT CALLS

TYPE OF INCIDENT	*NUMBER THIS MONTH*	*NUMBER FYTD*	*NUMBER THIS MONTH LAST YEAR*	*NUMBER FYTD LAST YEAR*	*PERCENTAGE YTD*
Fire	4	15	5	10	50%
Overpressure Rupture, Explosion, Overheat - no fire	1	1	0	0	100%
Rescue & EMS Incidents	39	82	48	94	-13%
Hazardous Conditions - no fire	16	27	9	21	29%
Service Call	40	80	21	43	86%
Good Intent Call	23	52	31	54	-4%
False Alarm & False Call	31	75	32	62	21%
Severe Weather & Natural Disaster	2	7	1	1	600%
Special Incident Type	1	1	0	0	100%
TOTAL INCIDENTS	**157**	**340**	**147**	**285**	**19%**

SUMMARY OF INSPECTION

TYPE OF INSPECTIONS	*NUMBER THIS MONTH*	*NUMBER FYTD*	*NUMBER THIS MONTH LAST YEAR*	*NUMBER FYTD LAST YEAR*	*PERCENTAGE YTD*
Residential	31	51	6	22	132%
Residential New Systems	0	0	0	0	0%
Residential Fire Sprinkler	0	0	0	7	-700%
Commercial	9	24	22	53	-55%
Plan Review/Site Inspections	0	2	1	2	0%
Reinspection	18	48	38	38	26%
Occupancy Certificates	0	0	0	0	0%
TOTAL INSPECTIONS	**58**	**125**	**67**	**122**	**2%**
Violations Found:	11	49	95	159	-69%
YTD Violations to be Corrected:		36		64	
YTD Violations Corrected:		29		37	
Correction Percentage:		81%		58%	

September 9, 2019

J. Carlton Cole, Fire Chief

PINEHURST FIRE DEPARTMENT

By The Numbers - August 2019

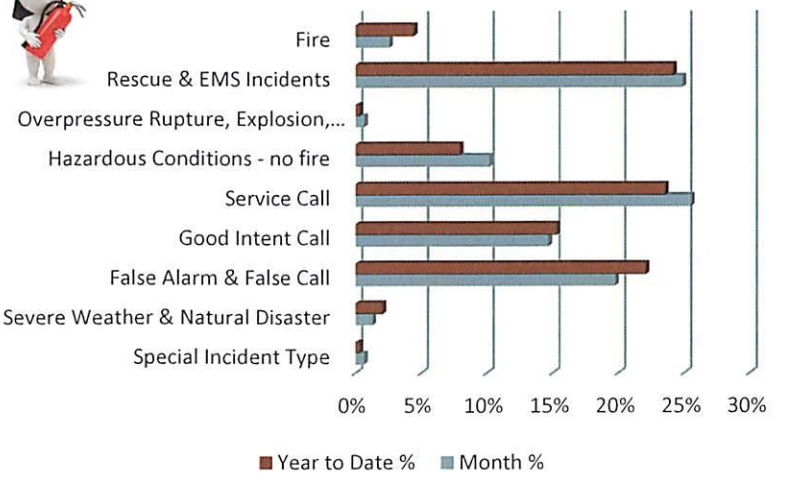
Month

Calls for Service	157
% Overlapping Incidents	9.55%
Busiest Day of Week	FRI
Busiest Hour of Day	1 PM
# of Times Staff Recalled	0

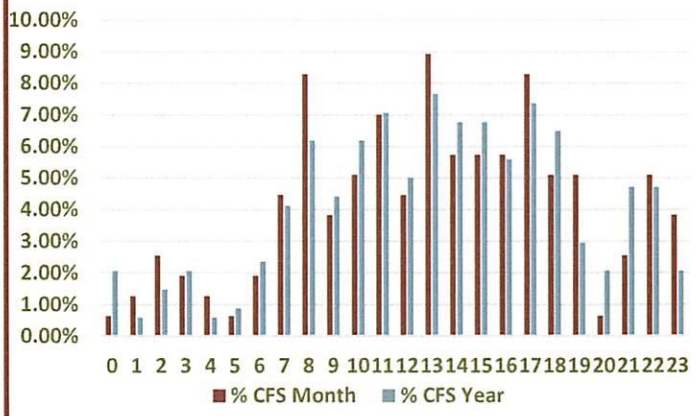
Year

Calls for Service	340
% Overalpping Incidents	10.36%
Busiest day of Week	TUES
Busiest Hour of Day	1 PM
# of Times Staff Recalled	3

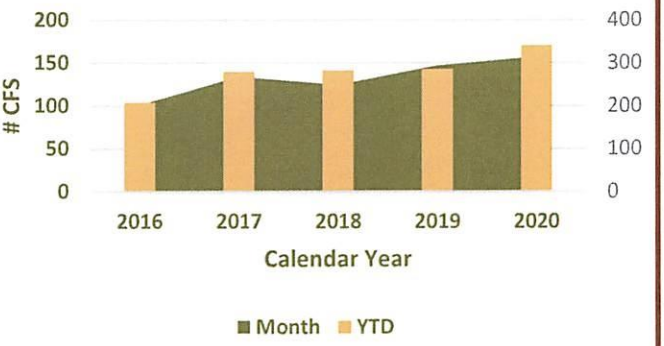
% of Calls for Service (CFS)



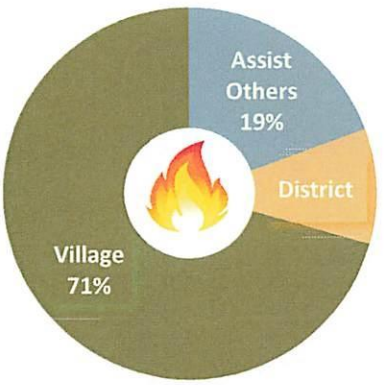
% CFS BY HOUR OF DAY



5 Year Comparison Through this Month of Year



LOCATION OF CFS FOR FY20



Inspections Completed this

MONTH	58
YEAR	125

Code Violations Found this

MONTH	11
YEAR	49

Percentage of Violations

Corrected YTD	81%

Days Since Last Lost Time Accident in FD 779

YTD Training Hours

IN HOUSE	773
OUTSIDE	191

Public Awareness Contacts

MONTH	2,511
YTD	14,377

VILLAGE OF PINEHURST
VILLAGE COUNCIL
CLOSED SESSION – SEPTEMBER 10, 2019

395 MAGNOLIA ROAD
COUNCIL CONFERENCE ROOM
PINEHURST, NORTH CAROLINA
7:45 P.M.

MINUTES

At the work session of the Pinehurst Village Council held on, Tuesday, September 10, 2019 in the Assembly Hall of the Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina, Councilmember Davis moved to go into Closed Session pursuant to NCGS §143-318.11(a)(5)(i) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease. Specifically, the Council will discuss a potential land swap. The motion was seconded by Councilmember Farrell and carried unanimously by a vote of 5-0.

The following people were present:

Ms. Nancy Fiorillo, Mayor
Mr. John Bouldry, Mayor Pro Tem
Ms. Judy Davis, Councilmember
Mr. Kevin Drum, Councilmember
Mr. Jack Farrell, Councilmember
Mr. Jeffrey Sanborn, Village Manager
Mr. Jeff Batton, Assistant Village Manager

MAYOR PRO TEM BOULDRY CALLED THE MEETING TO ORDER.

The Village Council and Managers discussed a potential land swap.

ADJOURNMENT.

Upon the conclusion of the Closed Session, Council unanimously approved to adjourn the closed session and re-enter the work session by a vote of 5-0.

Respectfully Submitted,

Beth Dunn
Village Clerk

DRAFT

VILLAGE COUNCIL
MINUTES FOR WORK SESSION OF SEPTEMBER 10, 2019
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA

IMMEDIATLEY FOLLOWING THE REGULAR MEETING

DRAFT

The Pinehurst Village Council held a Work Session at 7:04 p.m., Tuesday, September 10, 2019, 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, Mayor Pro Tem
Ms. Judy Davis, Treasurer
Mr. Kevin Drum, Councilmember
Mr. Jack Farrell, Councilmember
Mr. Jeffrey Sanborn, Village Manager
Ms. Beth Dunn, Village Clerk

And approximately 3 attendees, including 3 staff.

1. **Call to Order.**
   Mayor Nancy Roy Fiorillo, called the Council work session to order.

2. **Discuss Community Center Fees and Charges.**
   Mark Wagner, Parks and Recreation Director, presented Council with the recommended Community Center fees and charges schedule, in preparation for the opening of the Cannon Park Community Center. The first fee discussed was for Open Gym, this fee would apply to individuals and families participating in scheduled open gym activities such as basketball, volleyball, pickle ball, badminton, etc. Councilmember Farrell and Councilmember Drum stated that Open Gym seems to be a broad term, as the events are scheduled. Mr. Wagner stated they could look at changing the name of that program. Mr. Wagner explained participants could sign up for, Open Gym, with a 6 month membership that could be renewed for an additional 6 months once the initial term expires and those terms would run from January 1st to June 30th and July 1st to December 31st. Staff would not pro-rate memberships joining anywhere in the middle of those terms. The cost of the Open Gym membership would be $15.00 for an individual resident and $30.00 for a non-resident. Family memberships would cover two or more family members and would be $30.00 for residents and $60.00 for non-residents. Mr. Wagoner explained any child who is picked up late from a program/closing of the center may be subject to a $1 per minute late fee. Mayor Nancy Fiorillo asked what the late pick up fee was for. Mr. Wagner stated this is a standard practice with day camps and we have had part time staff have to stay as long as 50 minutes waiting on a parent to pick up a child in the past. This fee is designed to be a deterrent and must be paid before the participant can return to the program.

   Mr. Wagoner stated for facility rentals, within the Community Center, the deposit for the gymnasium and multi-purpose room individually are $75.00, for a tournament or large event the deposit would be $225.00, and all deposits would be refundable after the event. The gymnasium will only be permitted to be used for athletic type events, no tables and chairs are allowed to be set up on the gym floor. The multi-purpose room will be rented out for birthday parties, meetings, lunches, etc. There will be a two hour minimum rental period for each space and additional hours will be available for rent based on the room or package requested.

   Mr. Wagoner noted we currently have existing fees in place that will cover other programs and activities to be held in the Community Center, such as day camps, pickle ball programs, yoga, etc. There are also existing facility rental fees in place for table and chair rentals that would cover that use when requested. Councilmember Farrell asked if Pinehurst Elementary School has inquired about using the gym while they are in the temporary school. Mr. Wagoner stated staff has talked with Pinehurst Elementary and are working

with them on having some assembly's and other functions at the Community Center and noted they have always been a good partner to us and we will return the favor.

3. **Discuss Council Vacancy Appointment Policy**
   Jeff Sanborn, Village Manager, presented Council with a draft policy to create a process for Council to appoint a replacement, in the event a vacancy occurs. Mr. Sanborn explained the process mapped out in this policy is the same process that was used to fill the previous vacancy in December 2018, when Councilmember Farrell was appointed. This policy also meets all the requirements per North Carolina General Statue 160A-63.

4. **Motion to Recess the Work Session and Enter a Closed Session.**
   Upon a motion by Councilmember Davis, seconded by Farrell, Council unanimously approved to recess the work session and enter into a closed session pursuant to NCGS §143-318.11(a)(5)(i) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease. Specifically, the Council will discuss a potential land swap, by a vote of 5-0.

5. **Closed Session.**
   Pursuant to NCGS §143-318.11(a)(5)(i) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease. Specifically, the Council will discuss a potential land swap.

6. **Motion to Adjourn the Closed Session and Re-enter the Work Session.**
   Council unanimously approved to adjourn the closed session and re-enter the work session by a vote of 5-0.

7. **Motion to Adjourn.**
   Council unanimously approved to adjourn the work session by a vote of 5-0 at 8:15 pm.

Respectfully Submitted,

Beth Dunn,
Village Clerk

A videotape of this meeting is located on the Village website: www.vopnc.org

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

Village of Pinehurst Community Survey

GIS Maps

...helping organizations make better decisions since 1982

2019

Submitted to the Village of Pinehurst, North Carolina
by:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas 66061

September 2019

ETC INSTITUTE

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.

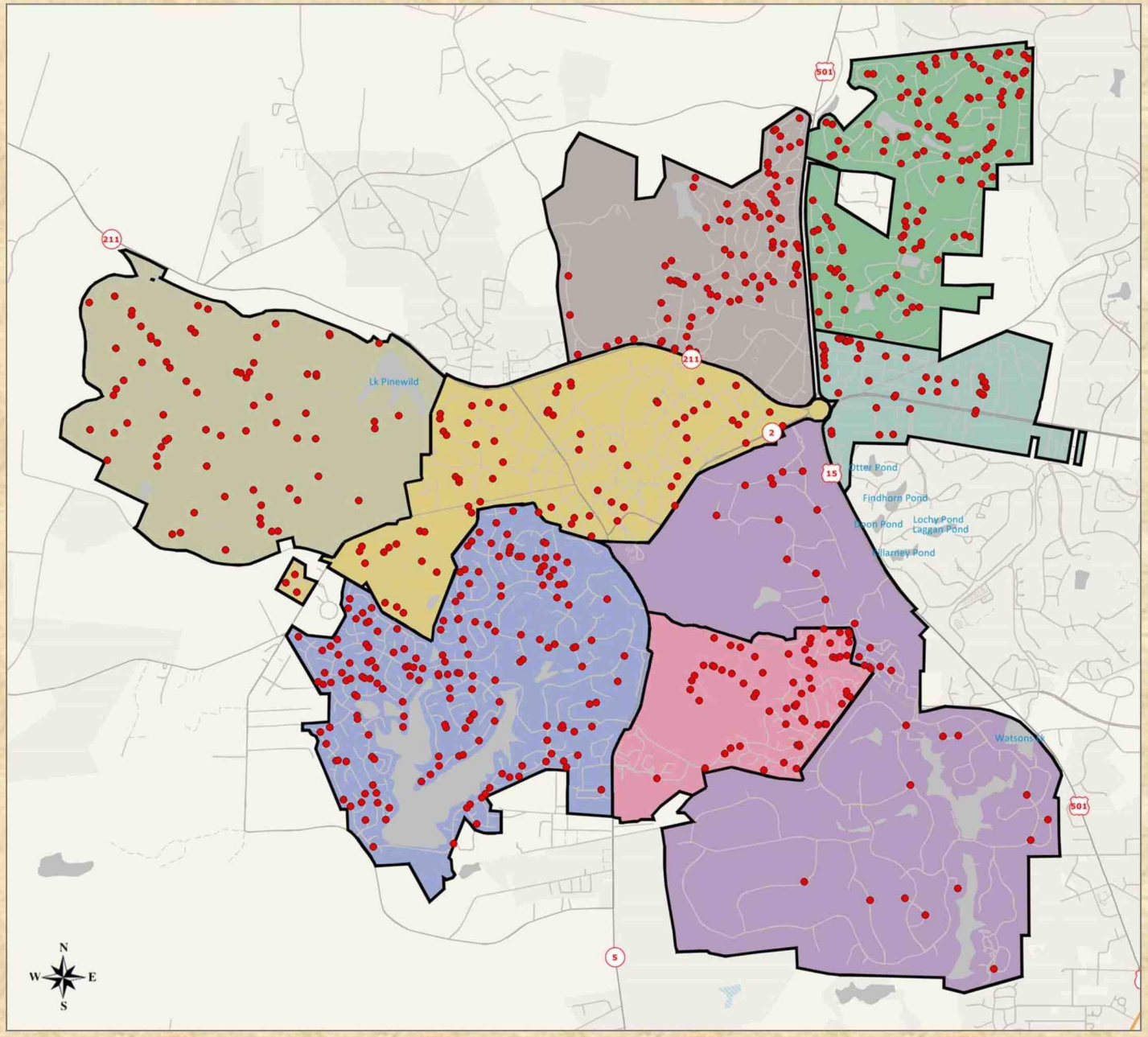
When reading the maps, please use the following color scheme as a guide:

- **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.

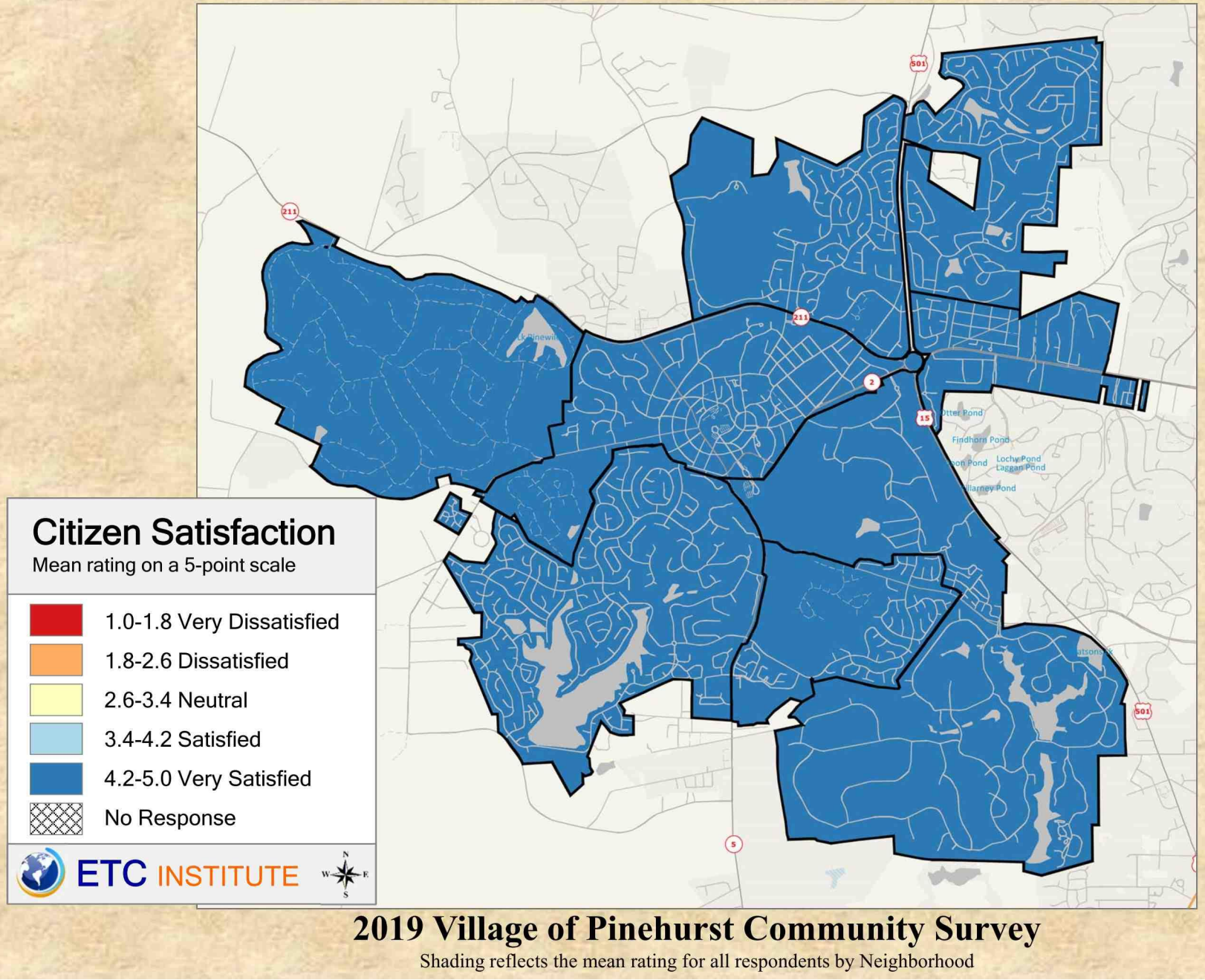
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of "below average" or "poor" and ratings of "unsafe" or "very unsafe."

Location of Survey Respondents



2019 Village of Pinehurst Community Survey

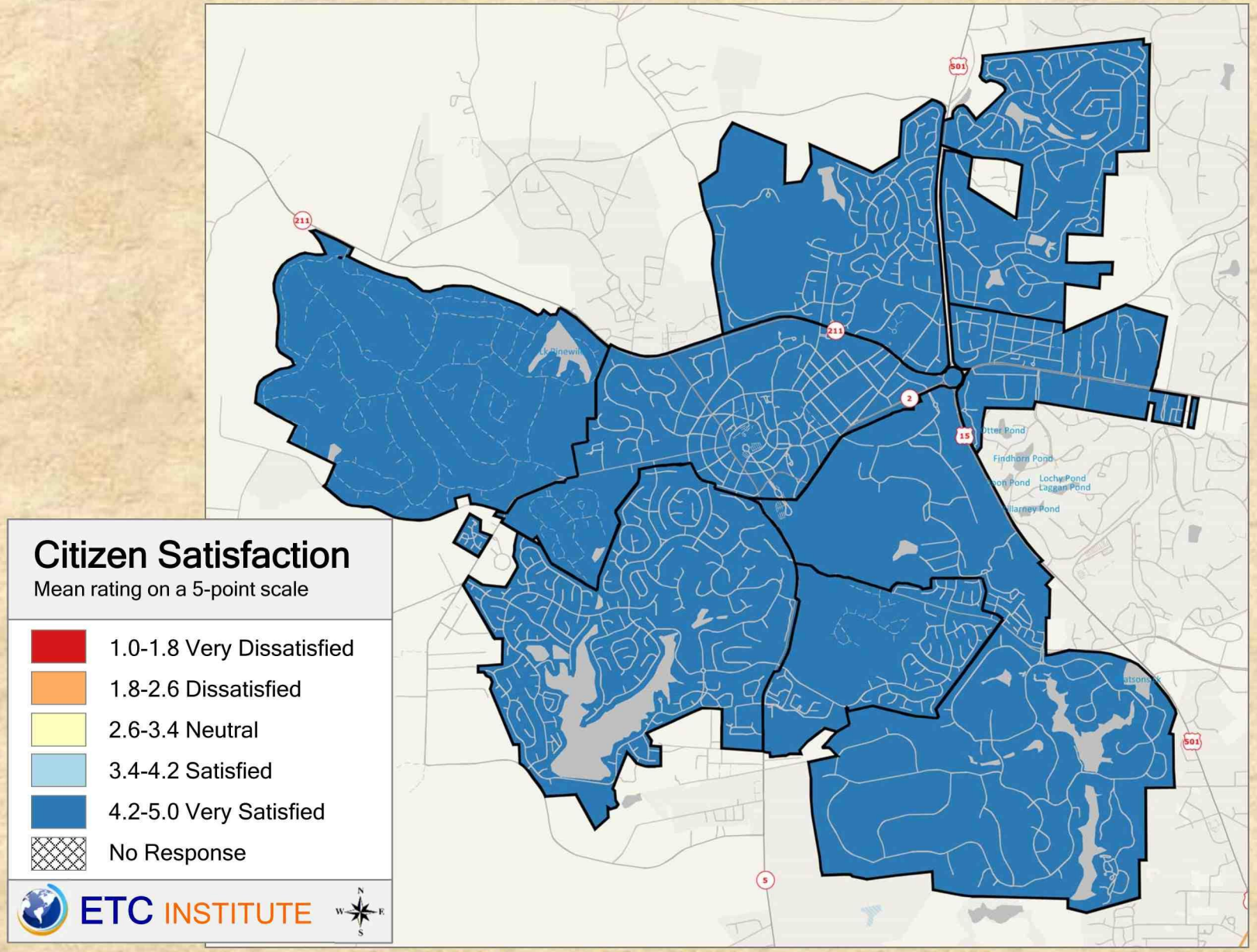
Q1-01 Level of Satisfaction with: Police services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

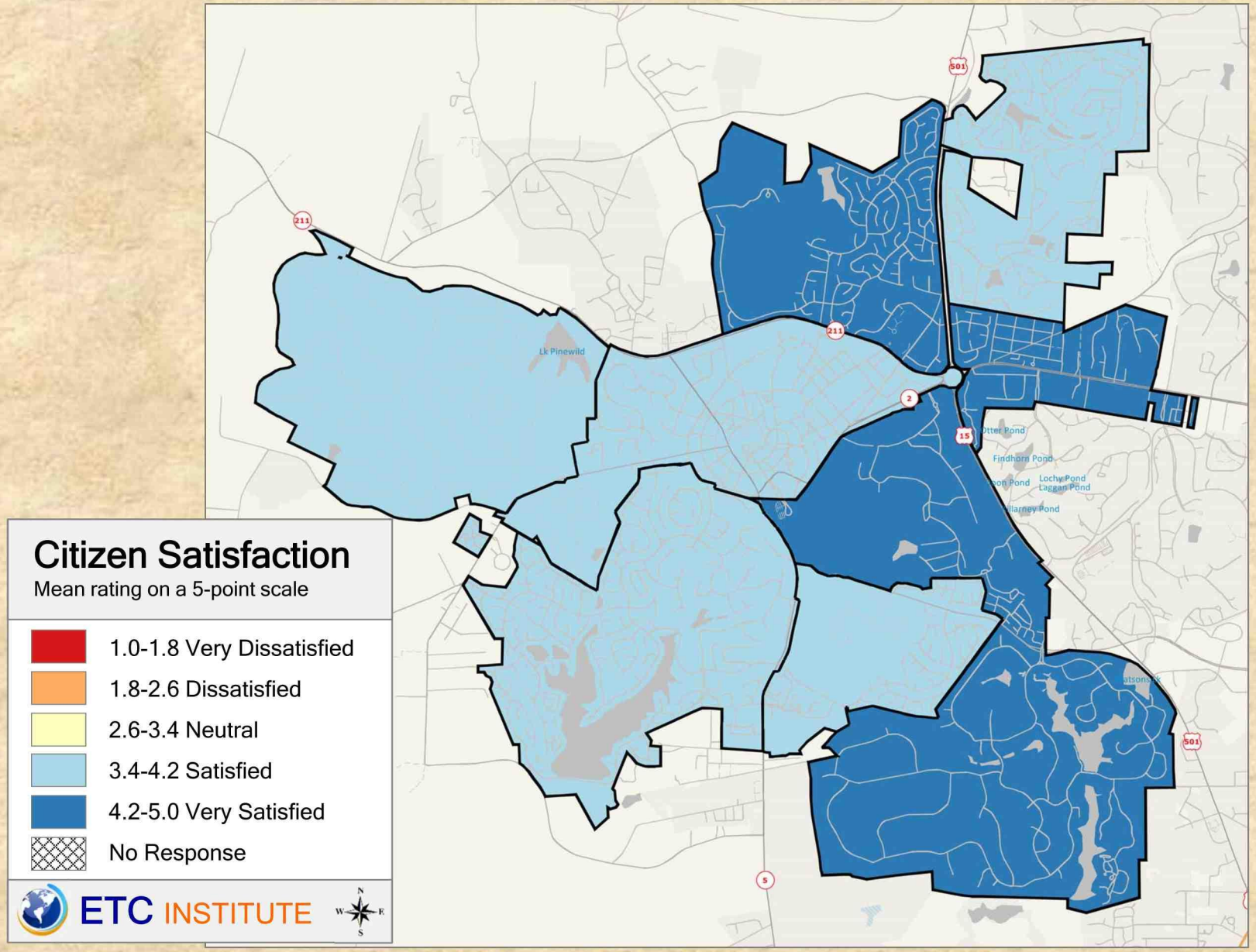
Q1-02 Level of Satisfaction with: Fire Services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

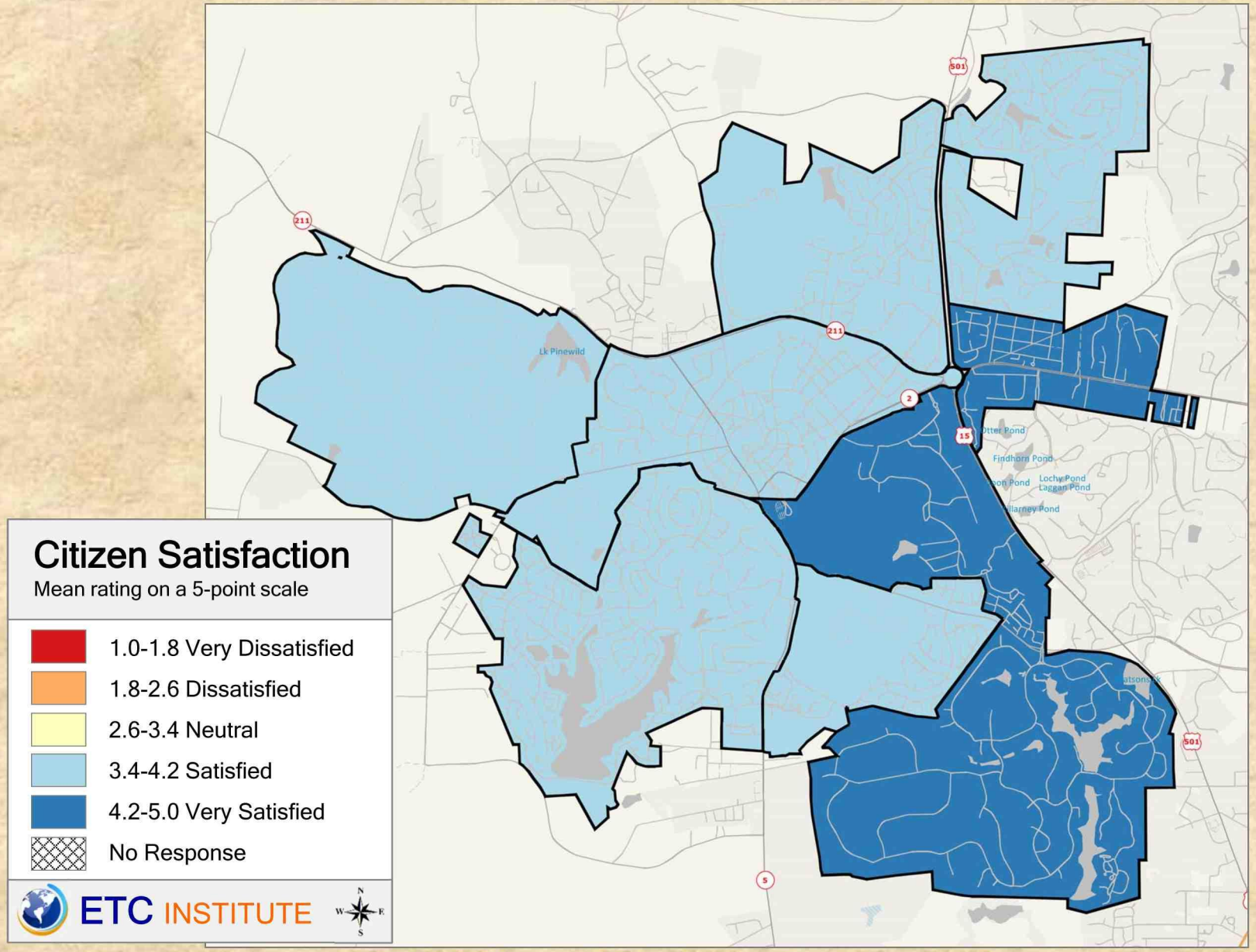
Q1-03 Level of Satisfaction with: Parks and recreation programs



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

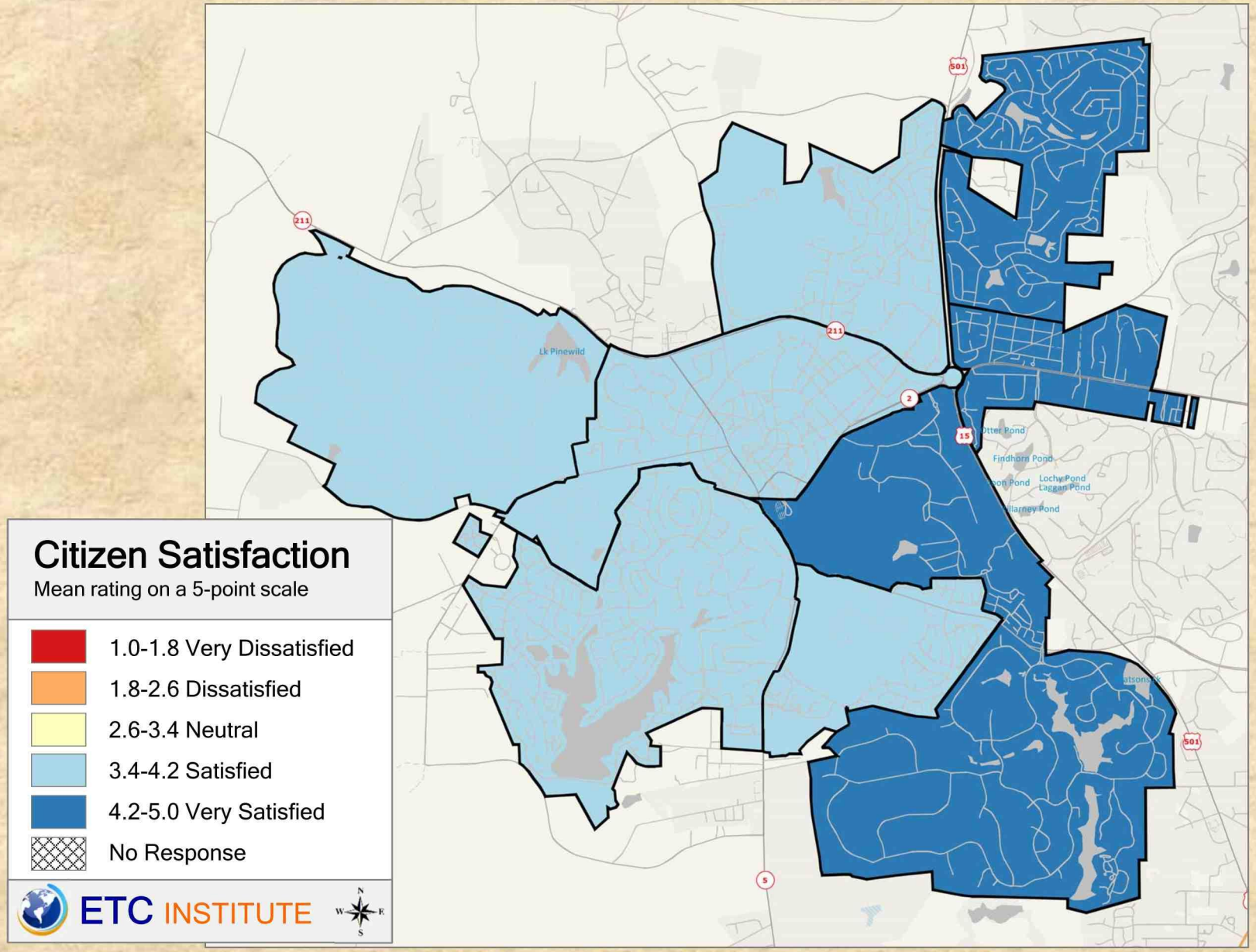
Q1-04 Level of Satisfaction with: Parks and recreation facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

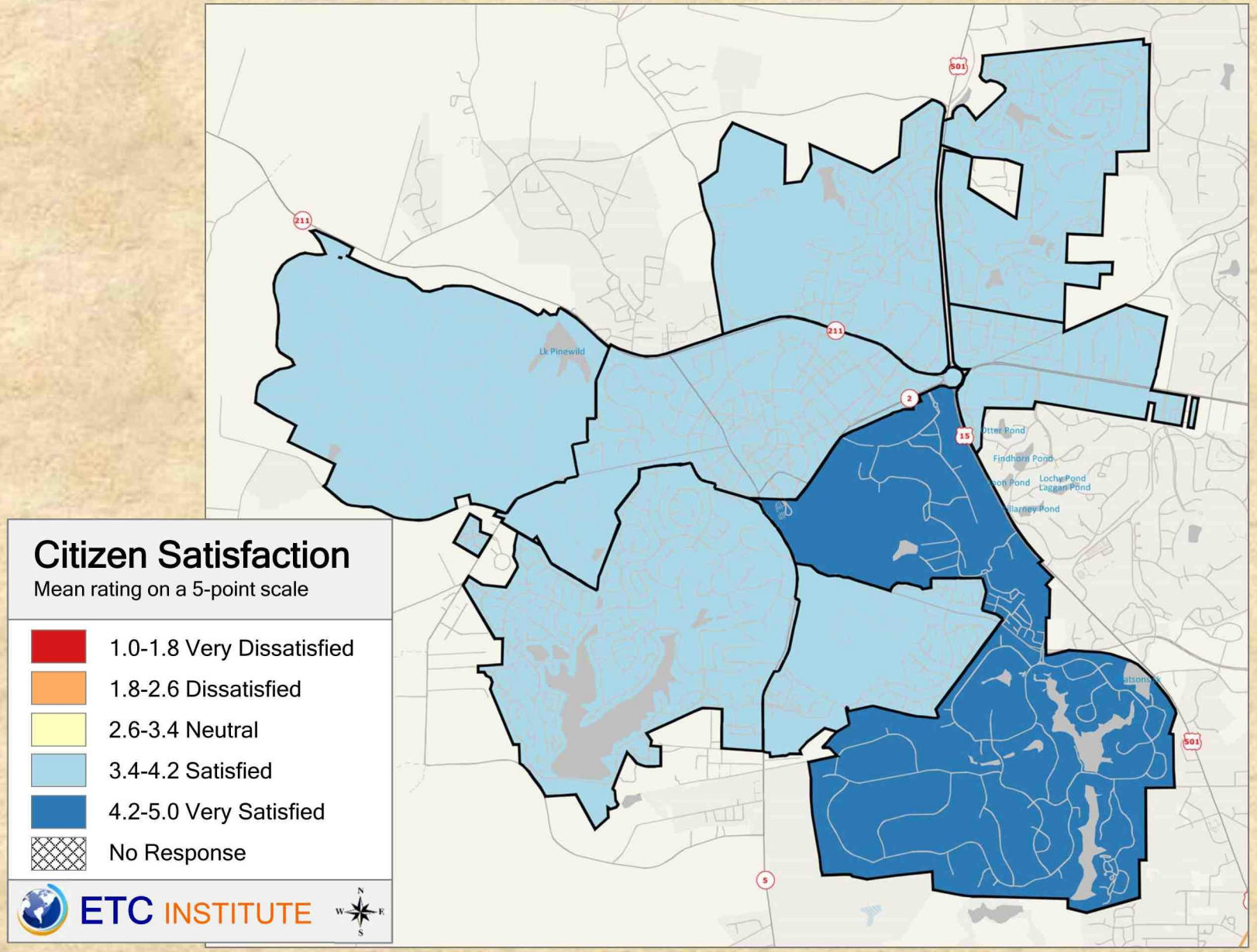
Q1-05 Level of Satisfaction with: Solid waste services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

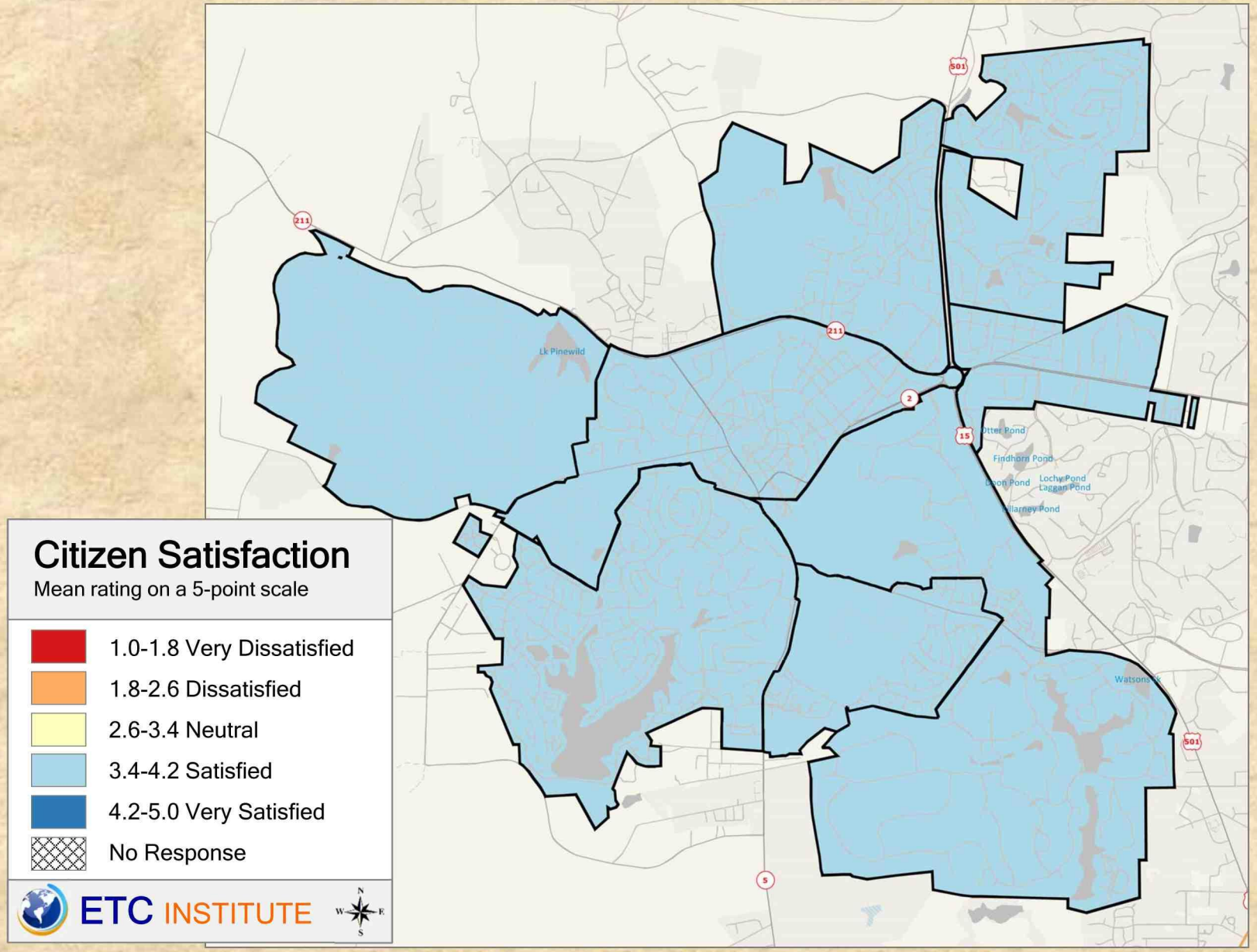
Q1-06 Level of Satisfaction with: Street and right-of-way maintenance



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

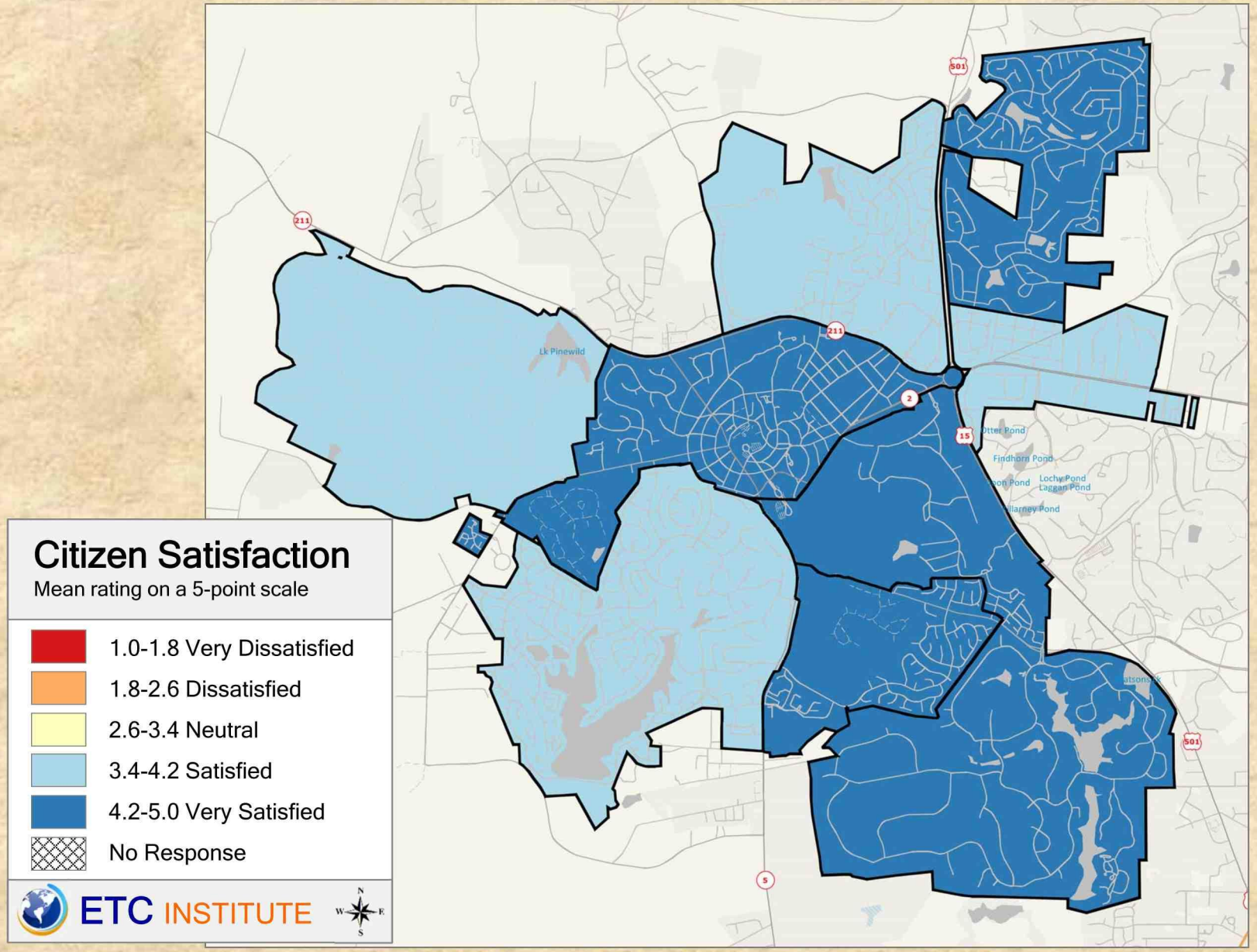
Q1-07 Level of Satisfaction with: Enforcement of Village codes & ordinances



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

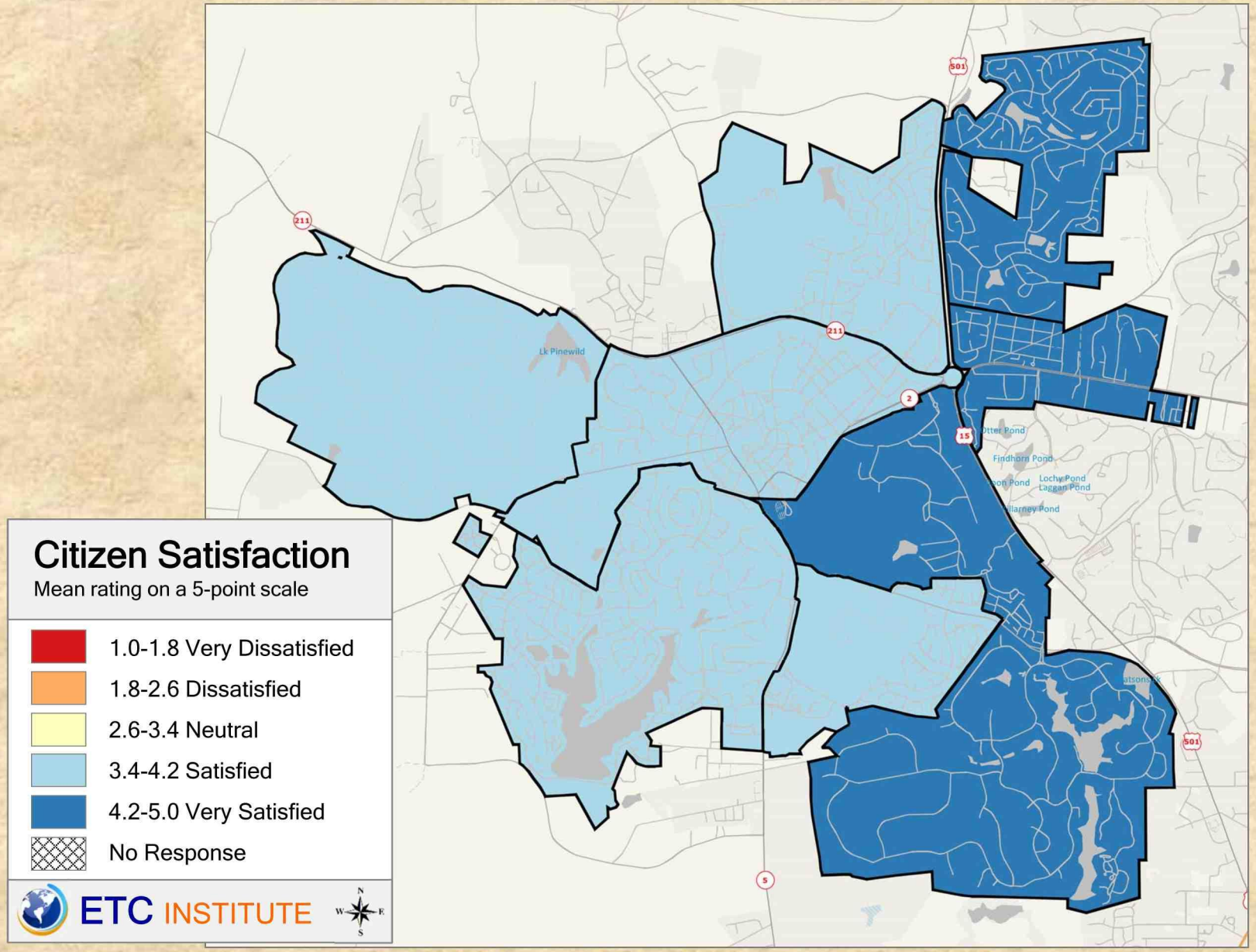
Q1-08 Level of Satisfaction with: Customer service provided by Village employees



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

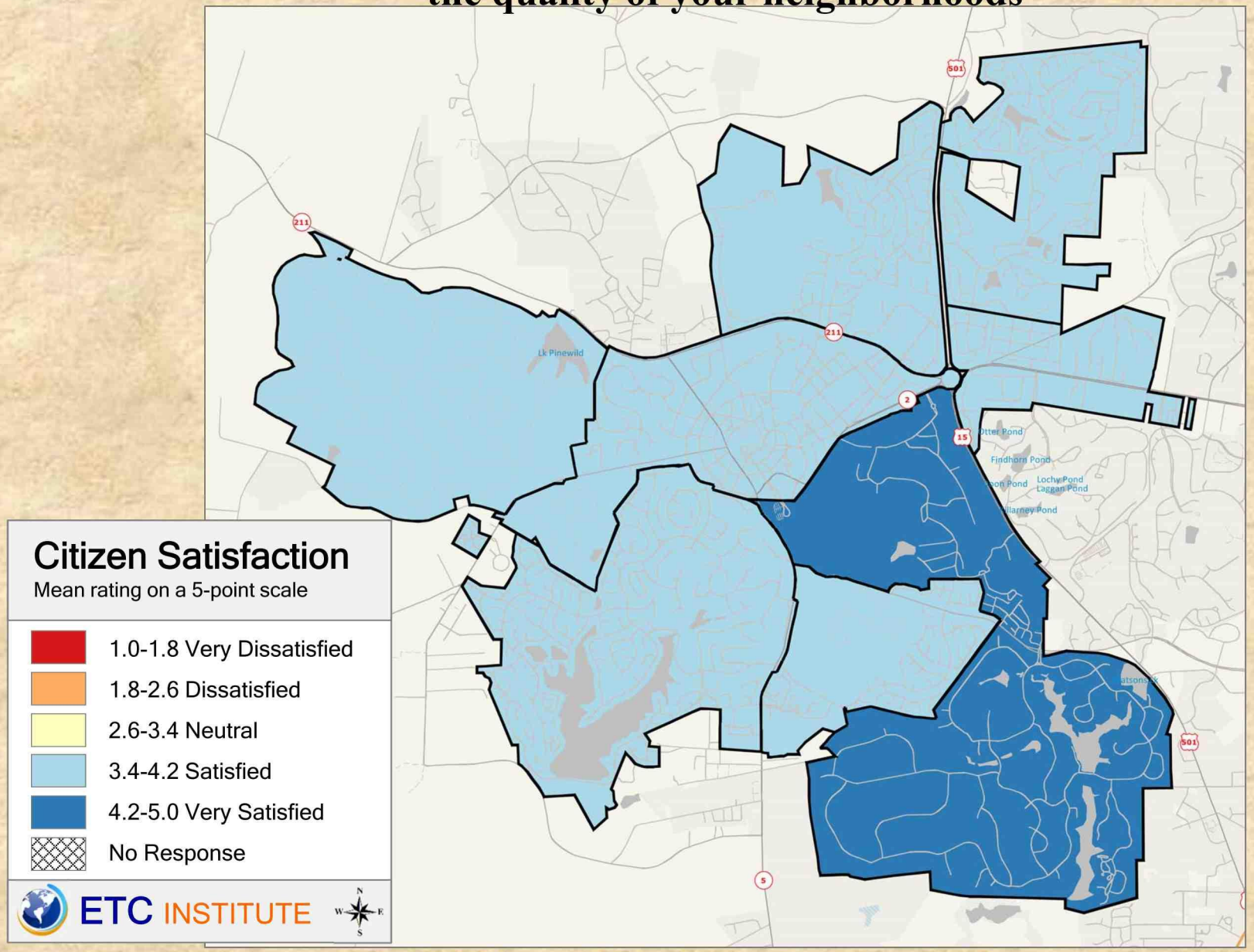
Q1-09 Level of Satisfaction with: Village communication with residents



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

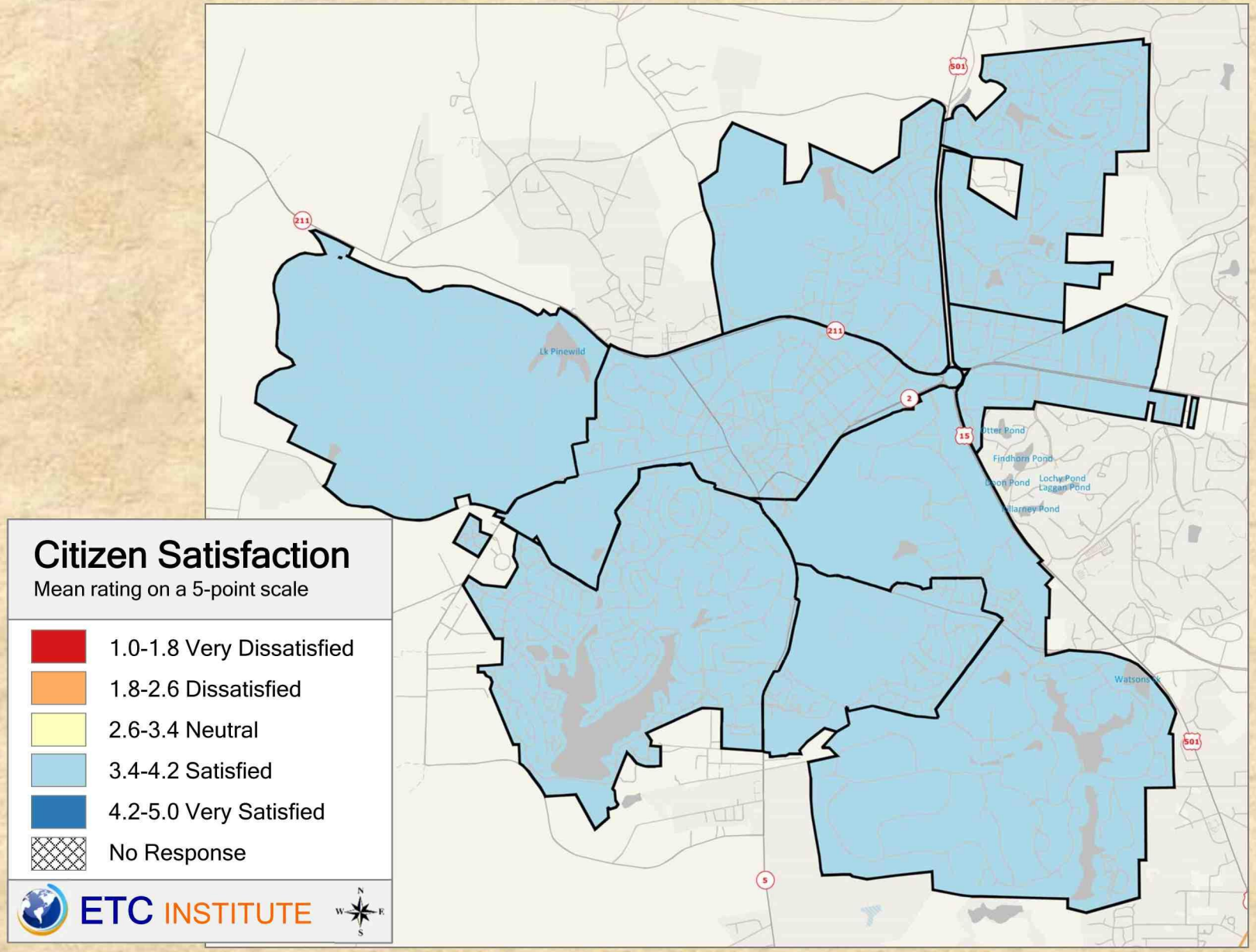
Q1-10 Level of Satisfaction with: Village efforts at maintaining the quality of your neighborhoods



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

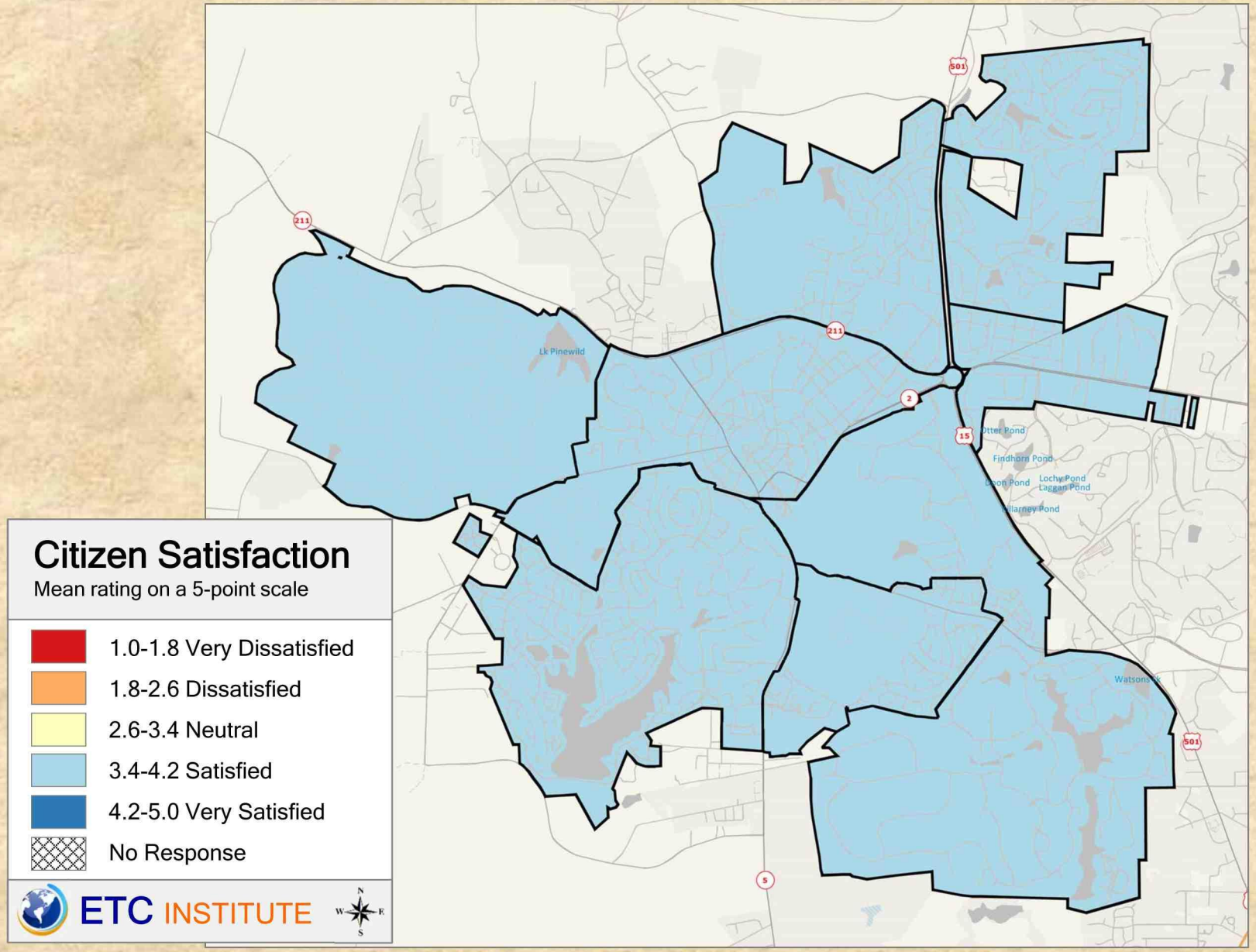
Q1-11 Level of Satisfaction with: Promotion of natural resource conservation



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

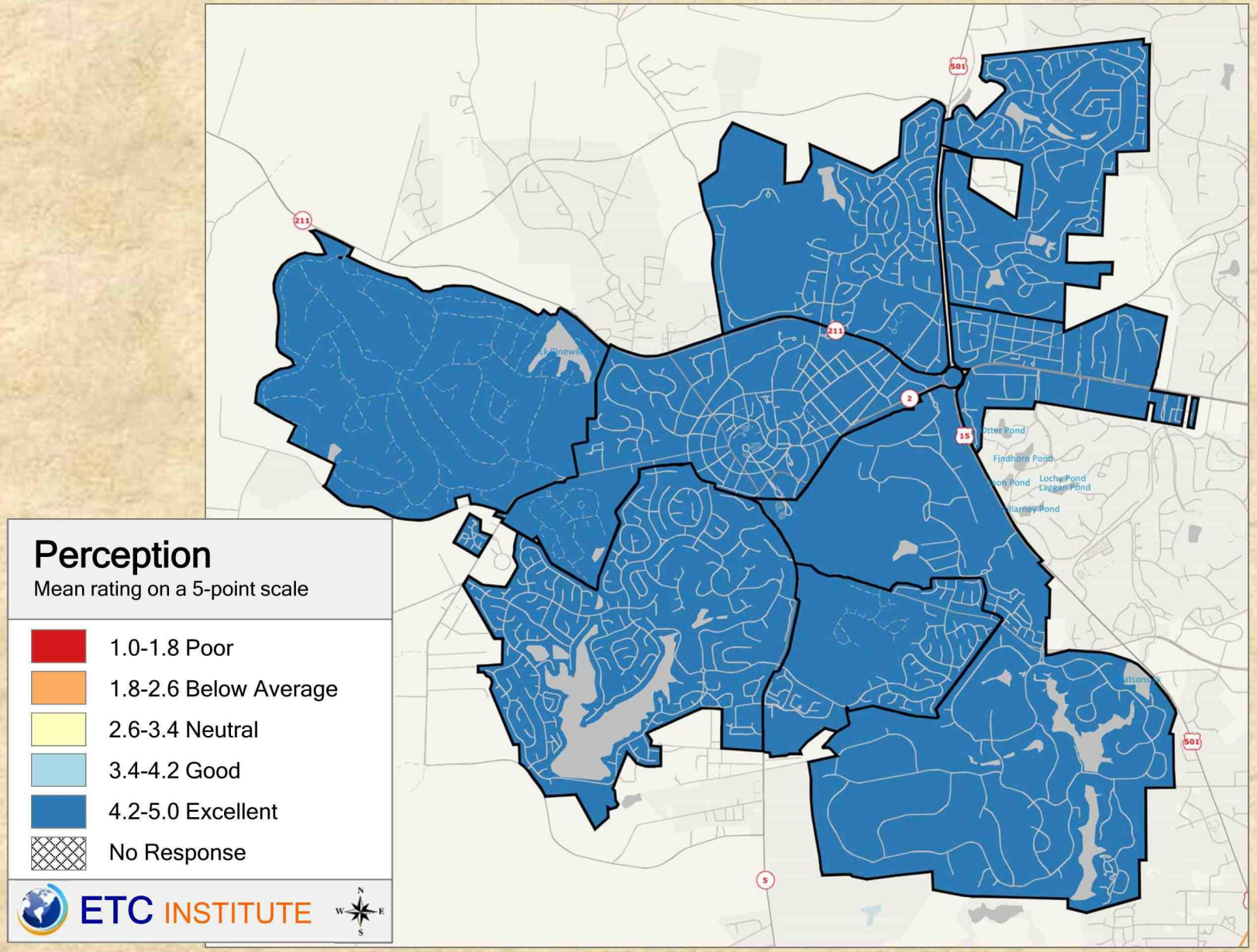
Q1-12 Level of Satisfaction with: Level of public involvement in local decisions



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

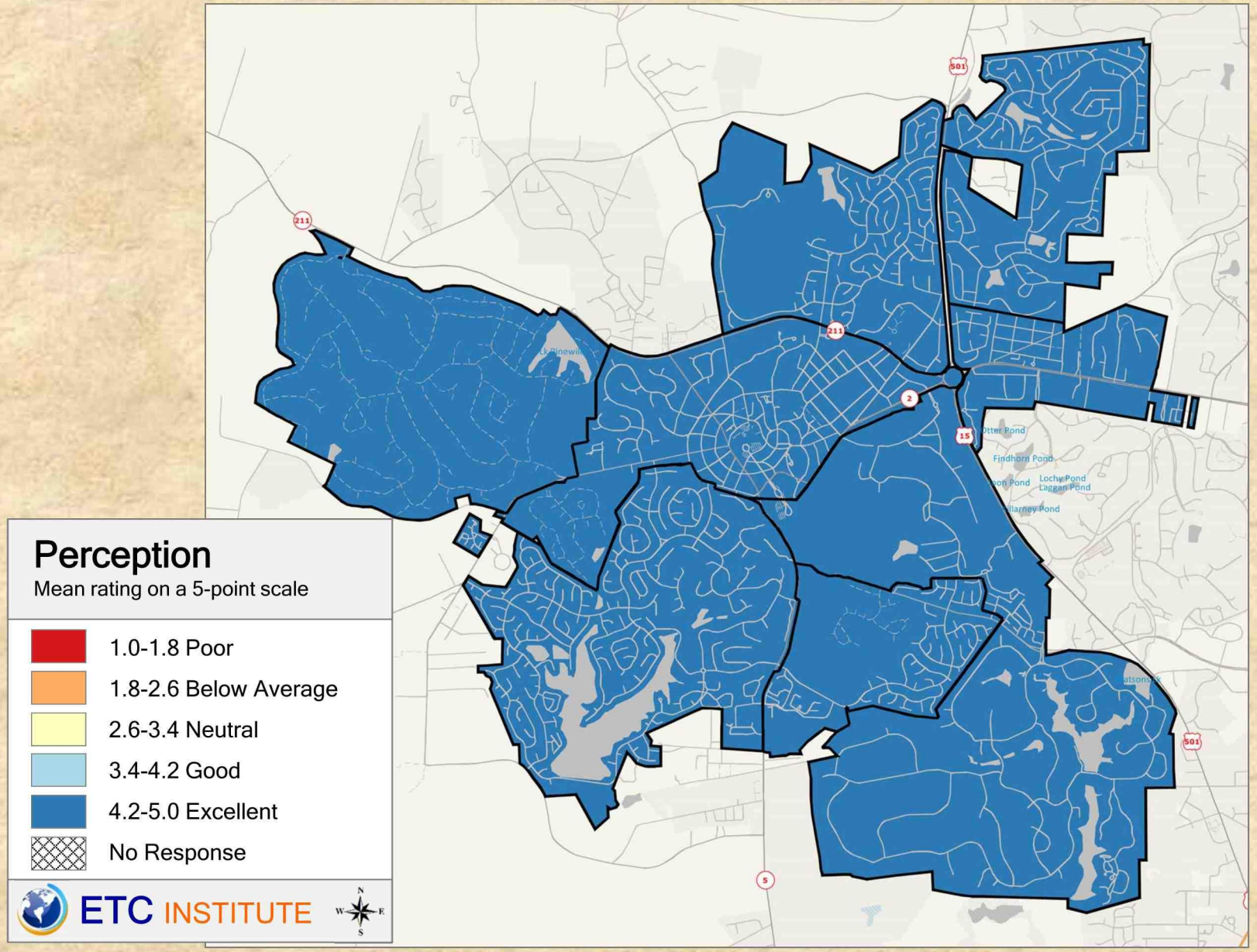
Q4-01 Pinehurst ratings: Overall image of the Village



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

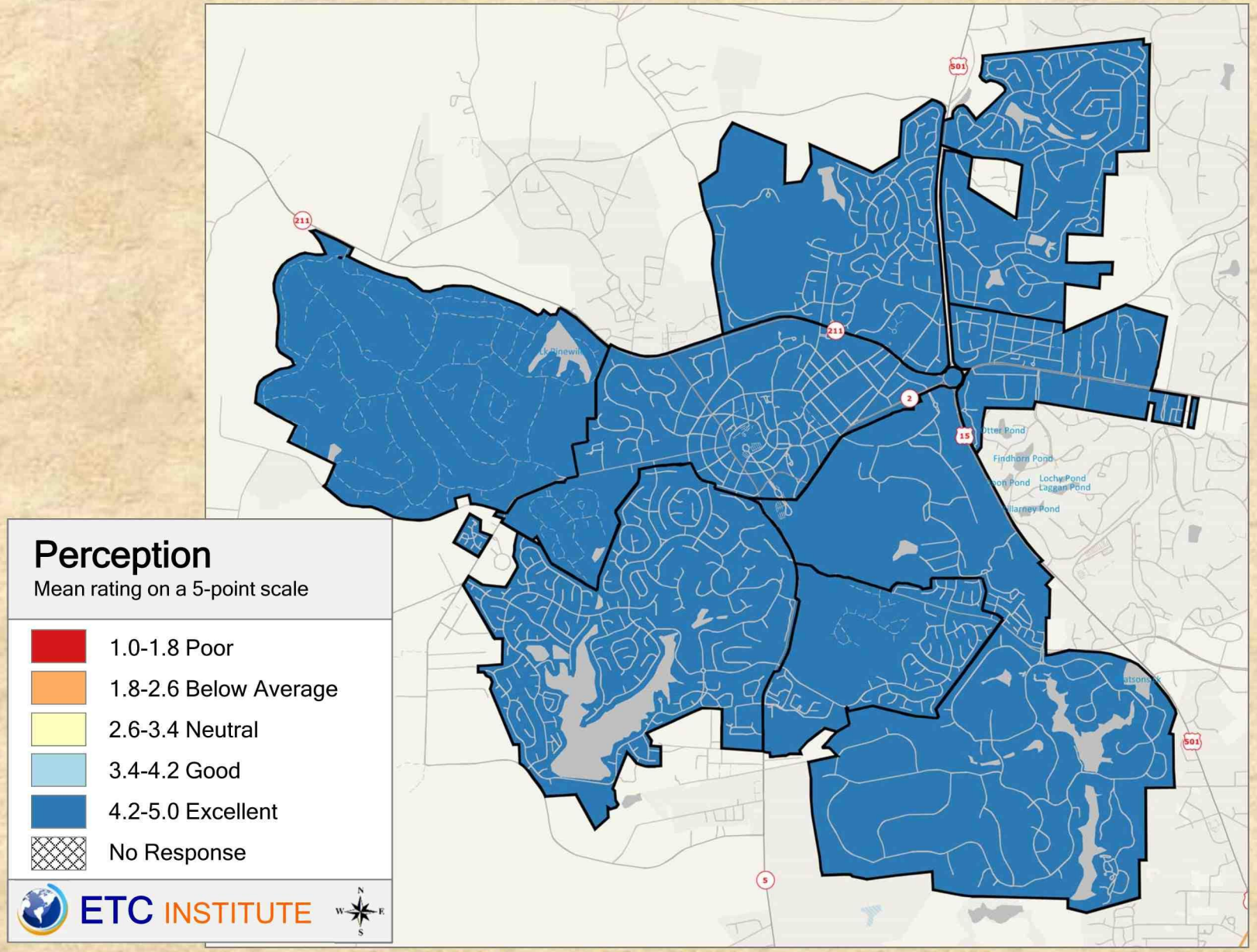
Q4-02 Pinehurst ratings: Overall quality of life in the Village



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

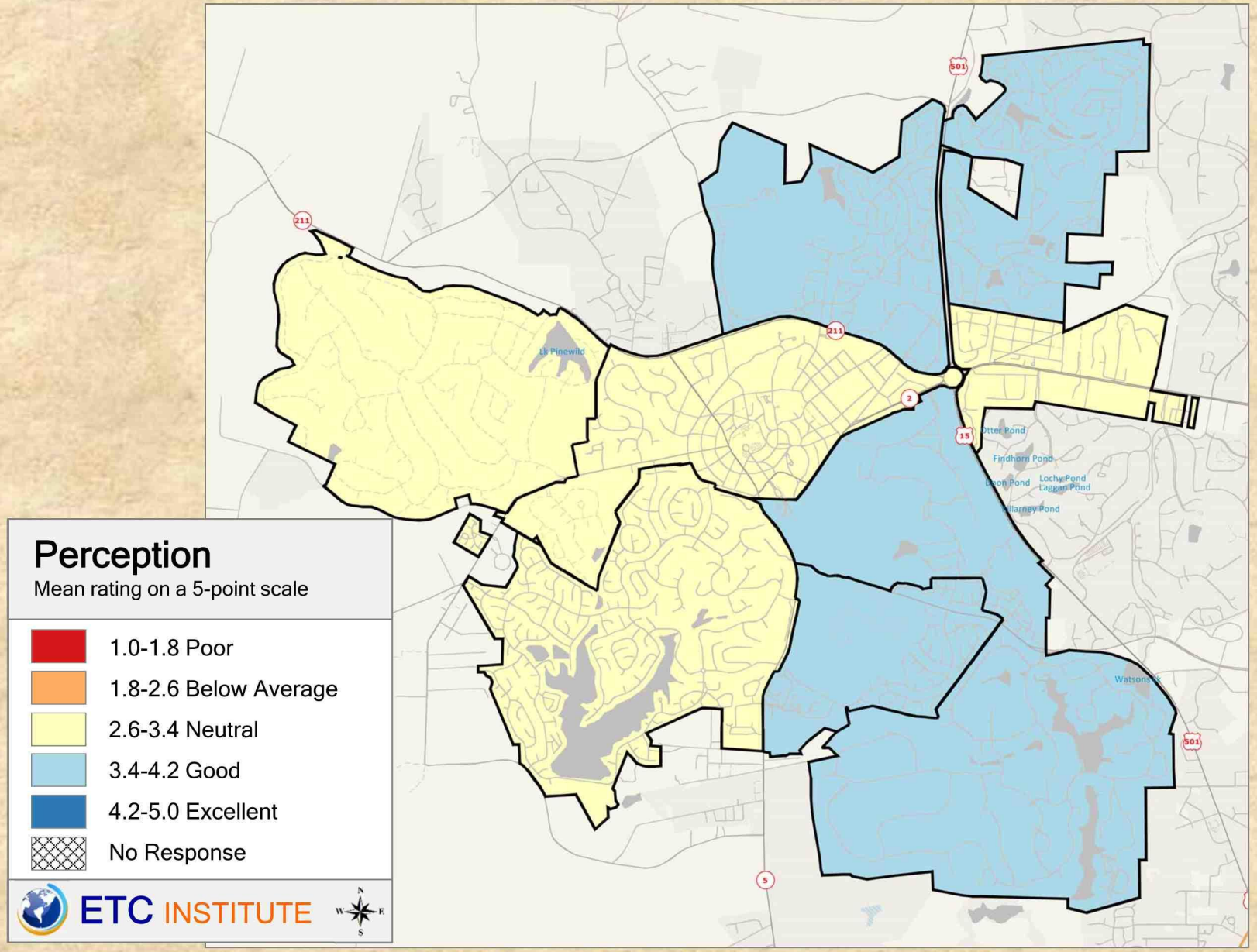
Q4-03 Pinehurst ratings: Overall feeling of safety in the Village



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

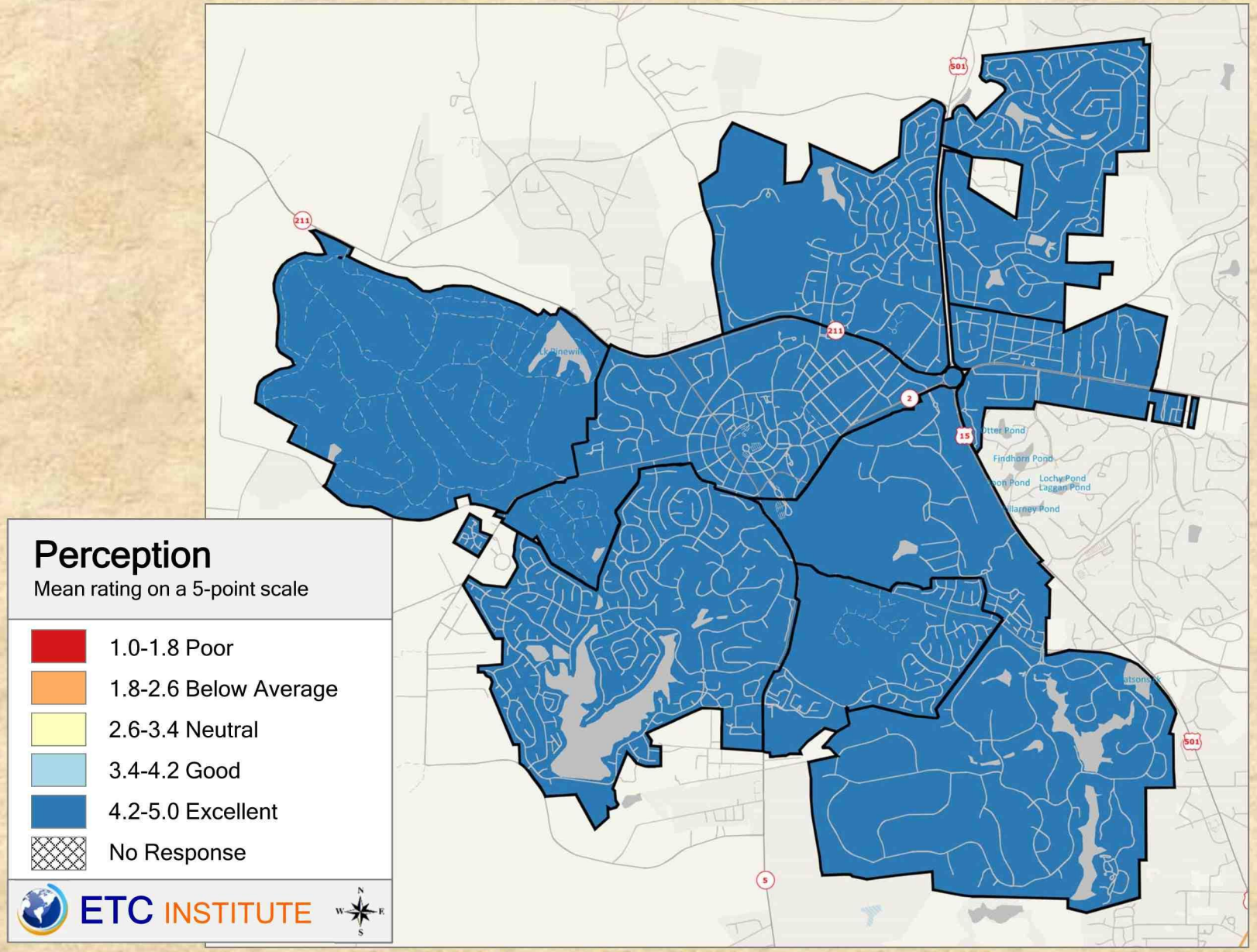
Q4-04 Pinehurst ratings: Quality of new development in the Village



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

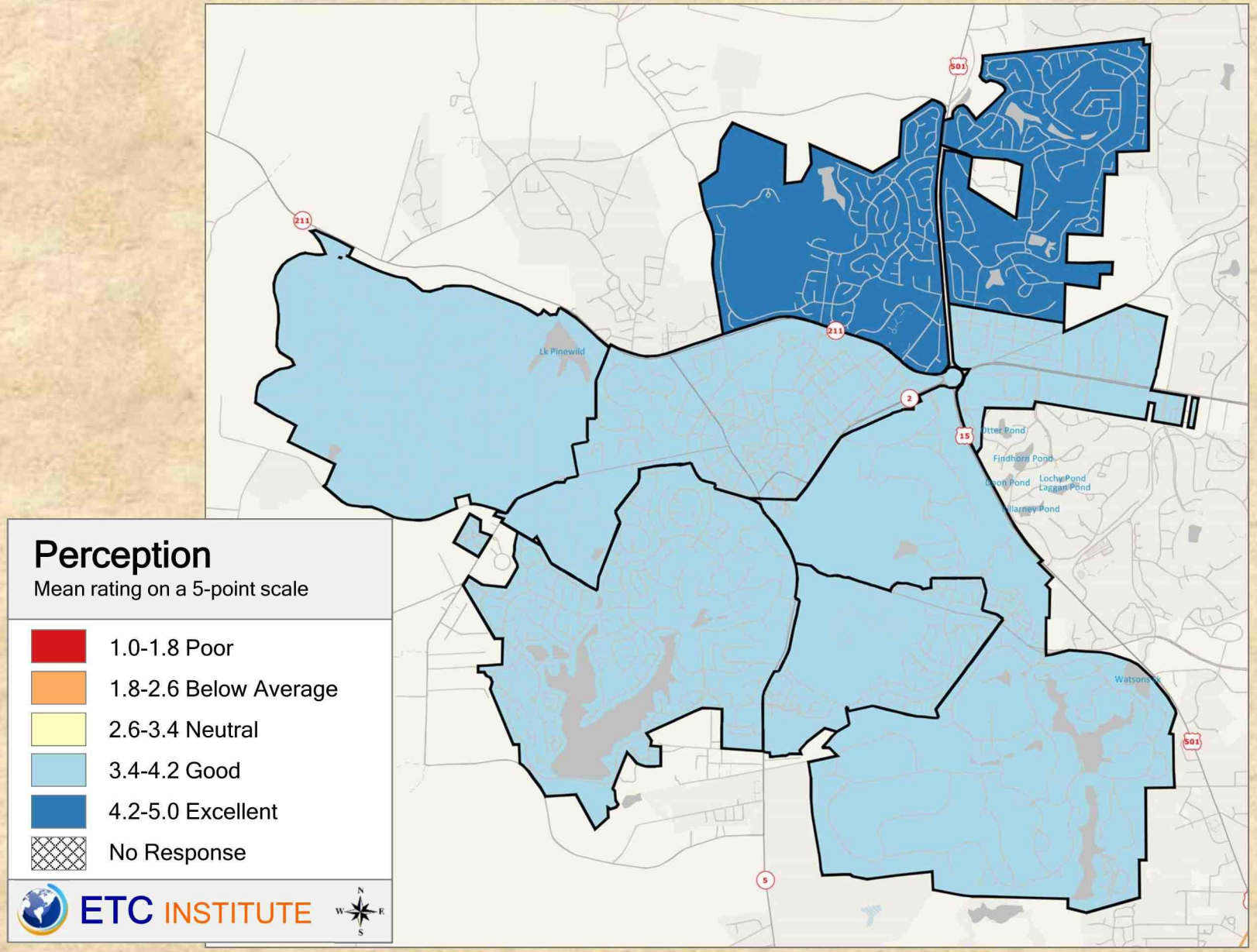
Q4-05 Pinehurst ratings: As a place to live



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

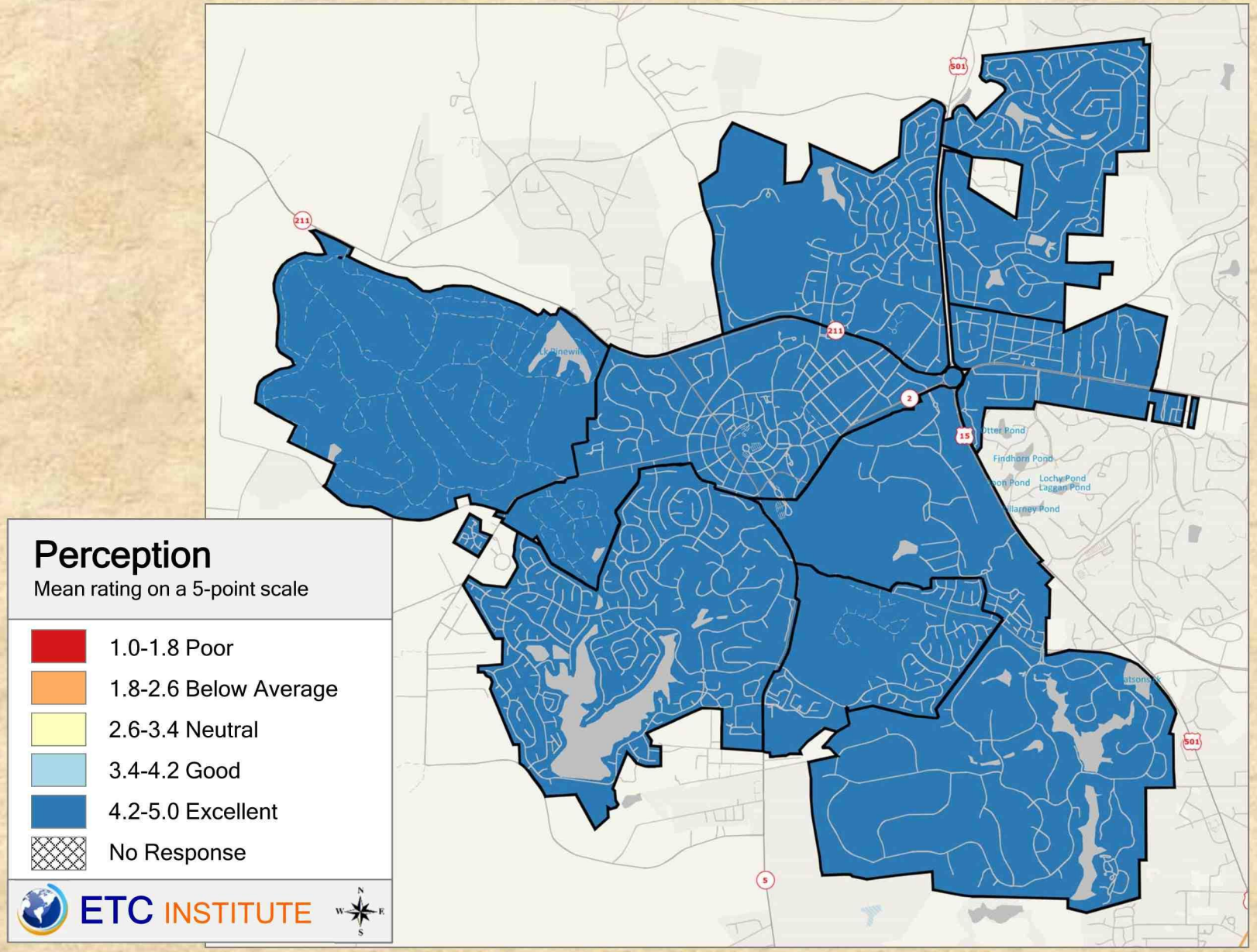
Q4-06 Pinehurst ratings: As a place to raise children



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

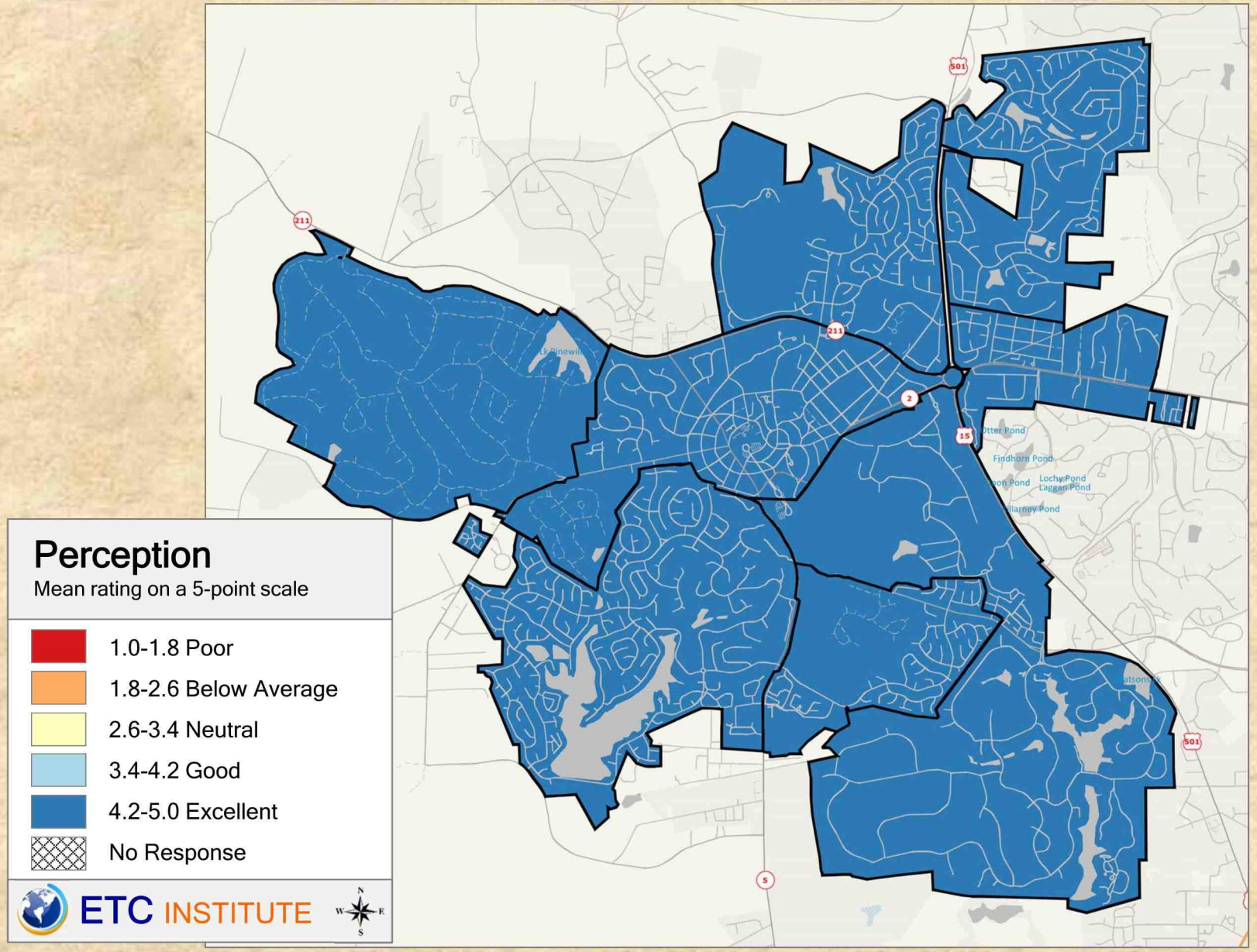
Q4-07 Pinehurst ratings: As a place to retire



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

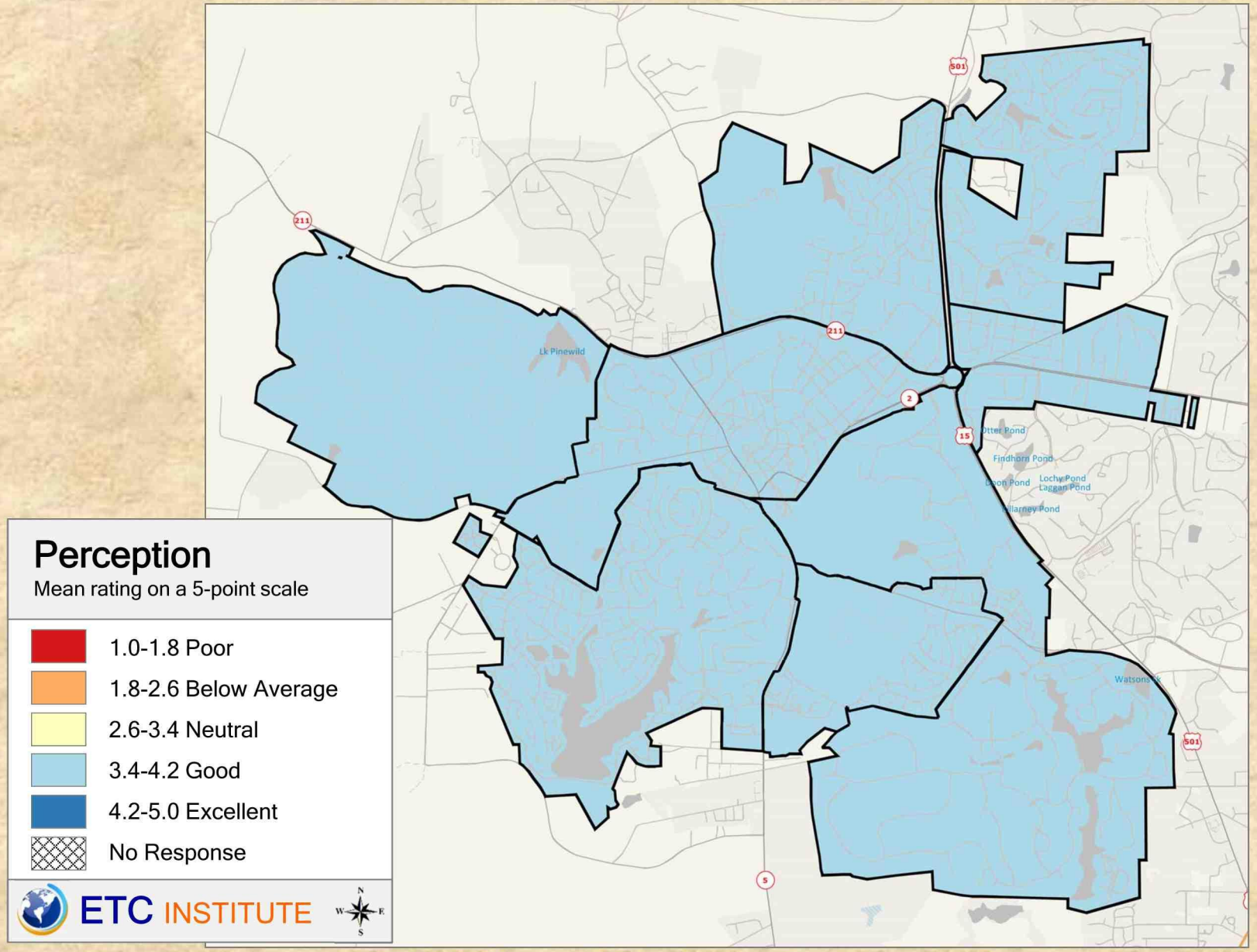
Q4-08 Pinehurst ratings: Overall appearance of the Village



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

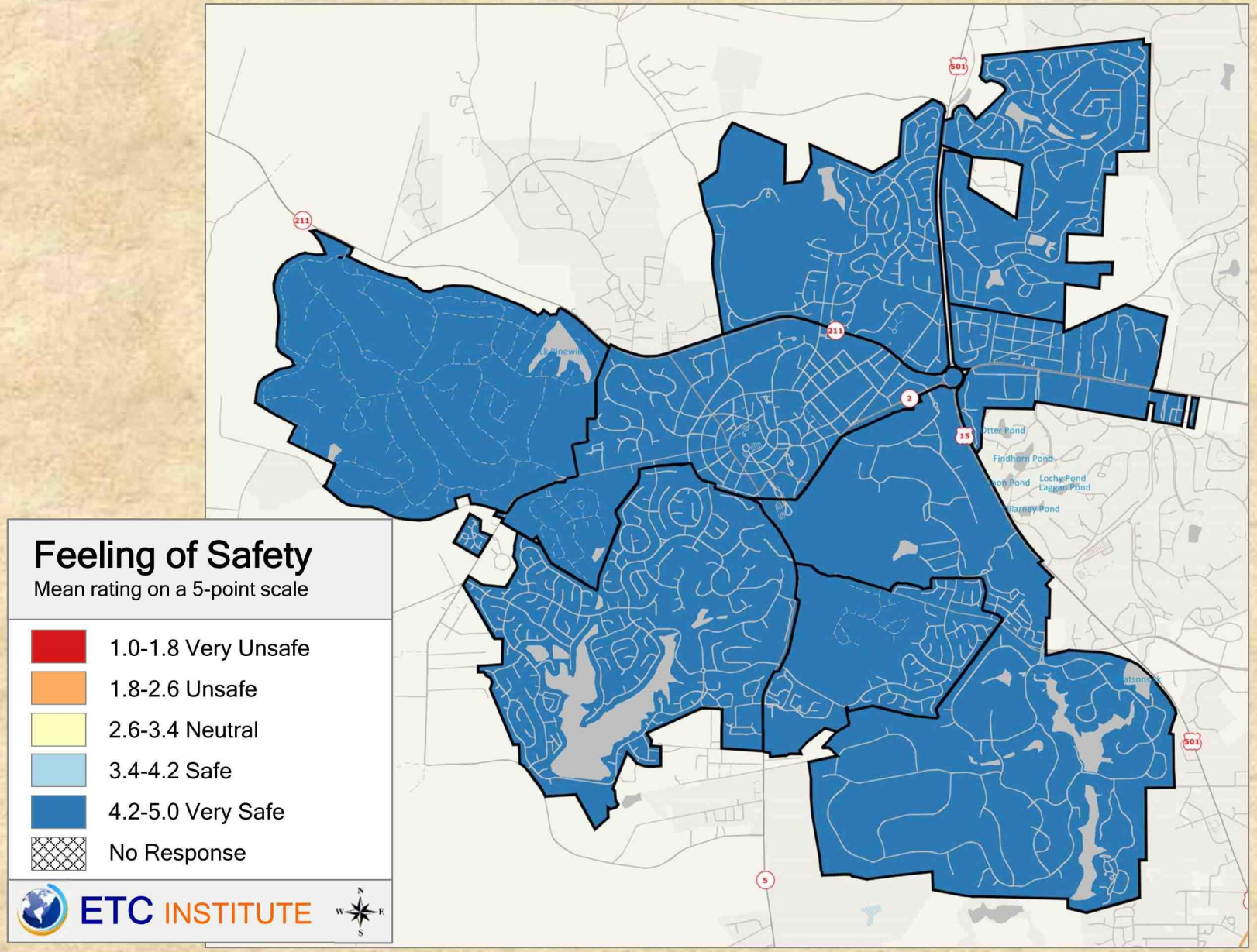
Q4-09 Pinehurst ratings: Availability of affordable housing



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

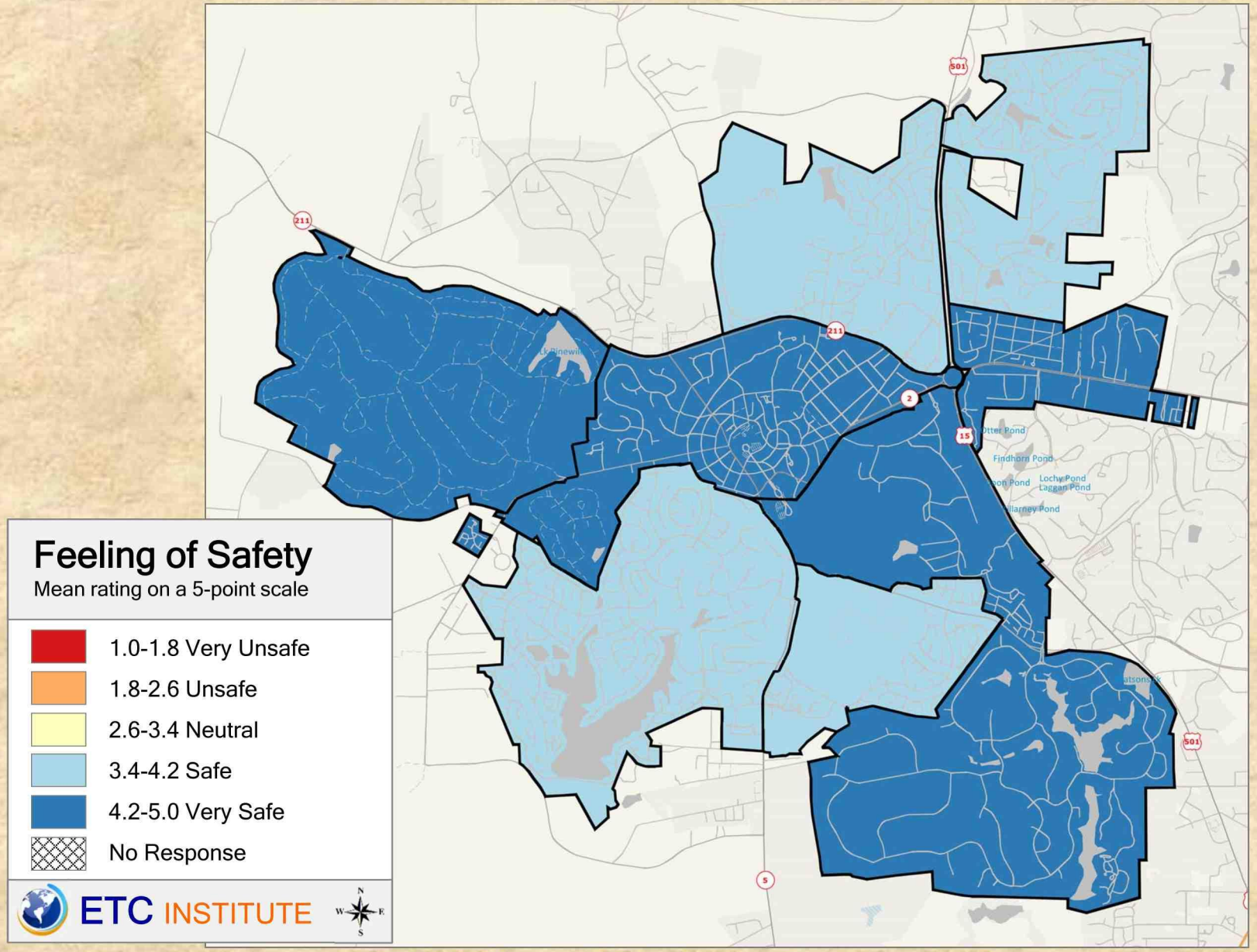
Q5-01 Level of safety: Walking alone in your neighborhood during the day



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

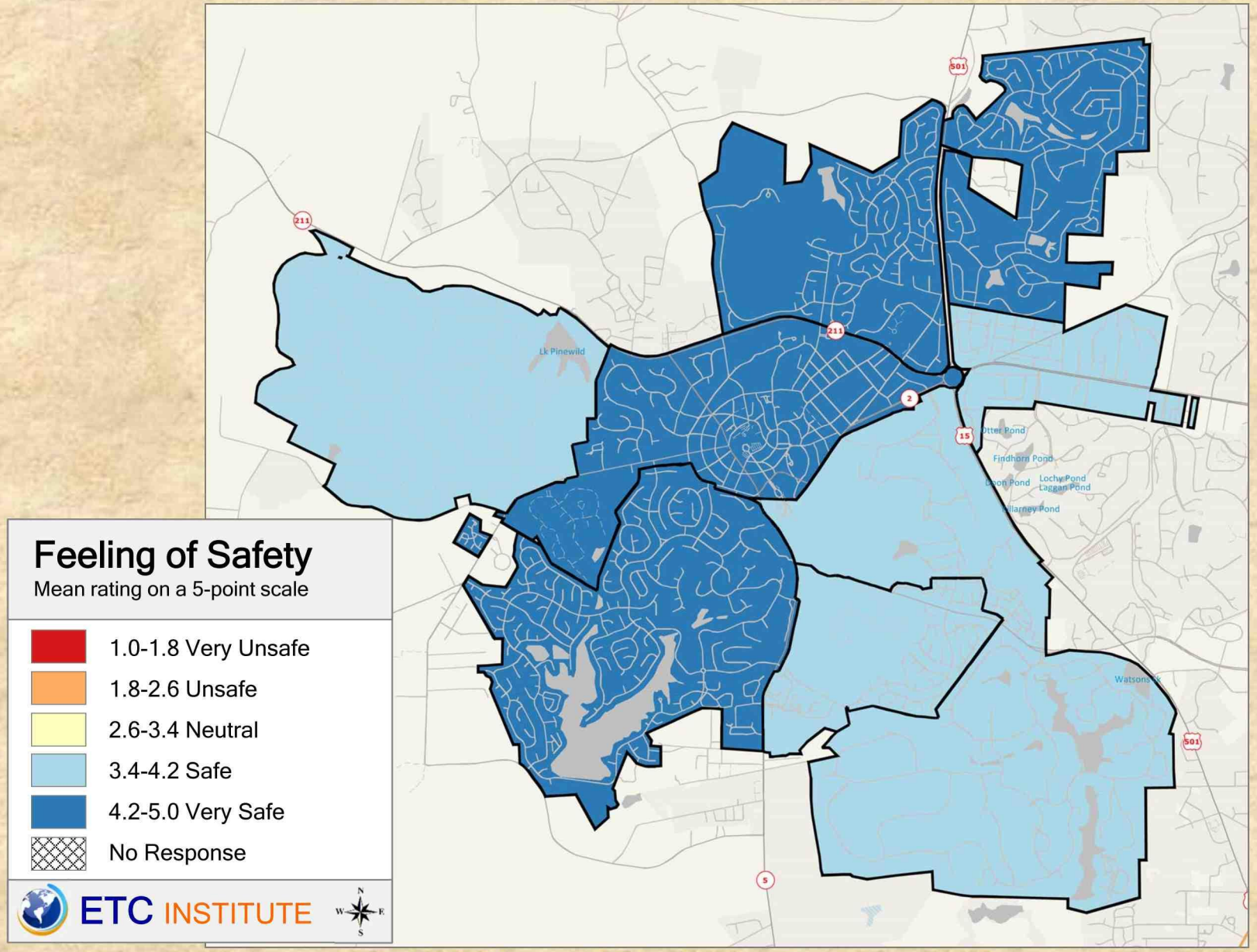
Q5-02 Level of safety: Walking alone in your neighborhood after dark



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

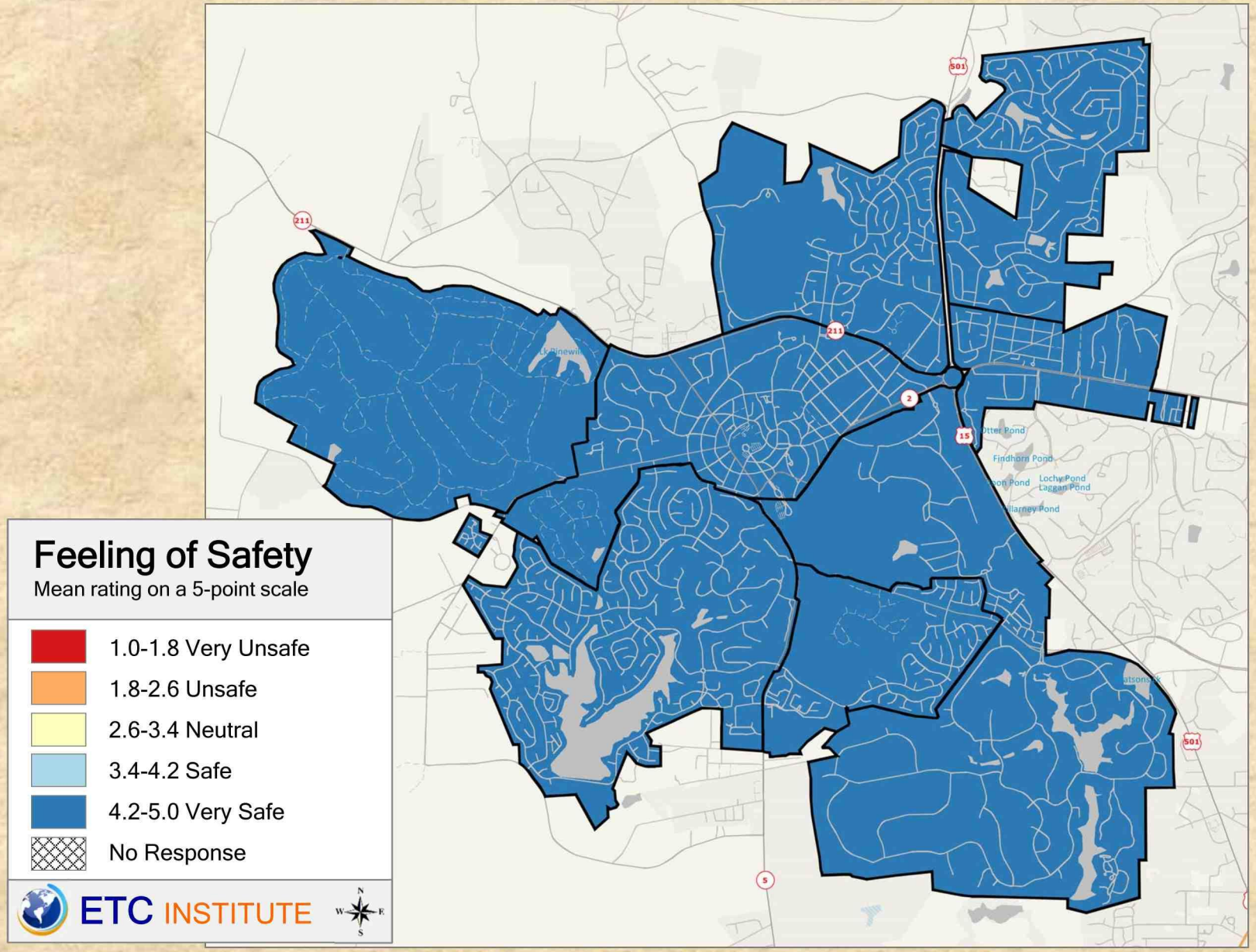
Q5-03 Level of safety: In Village parks and recreation facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

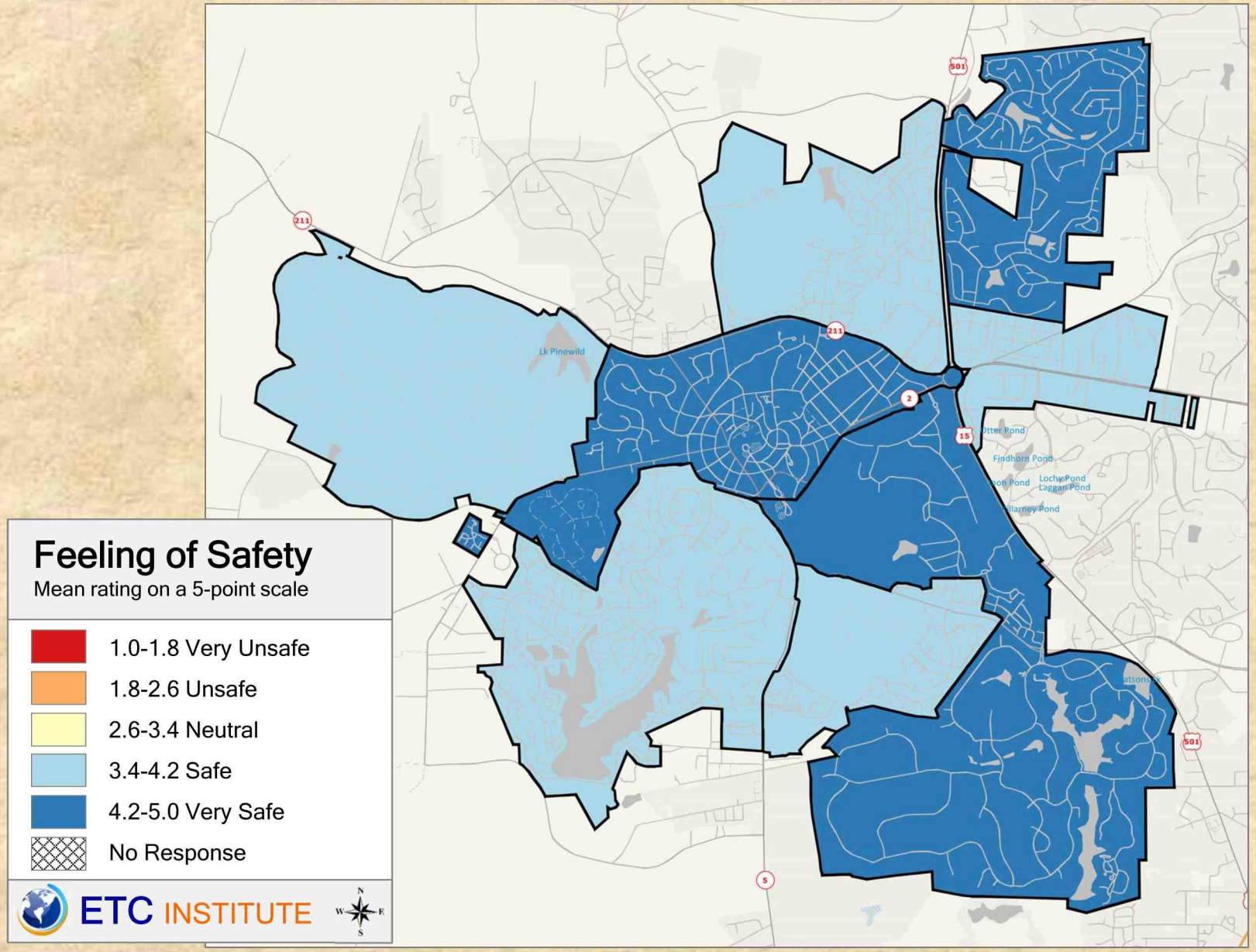
Q5-04 Level of safety: In business areas of the Village during the day



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

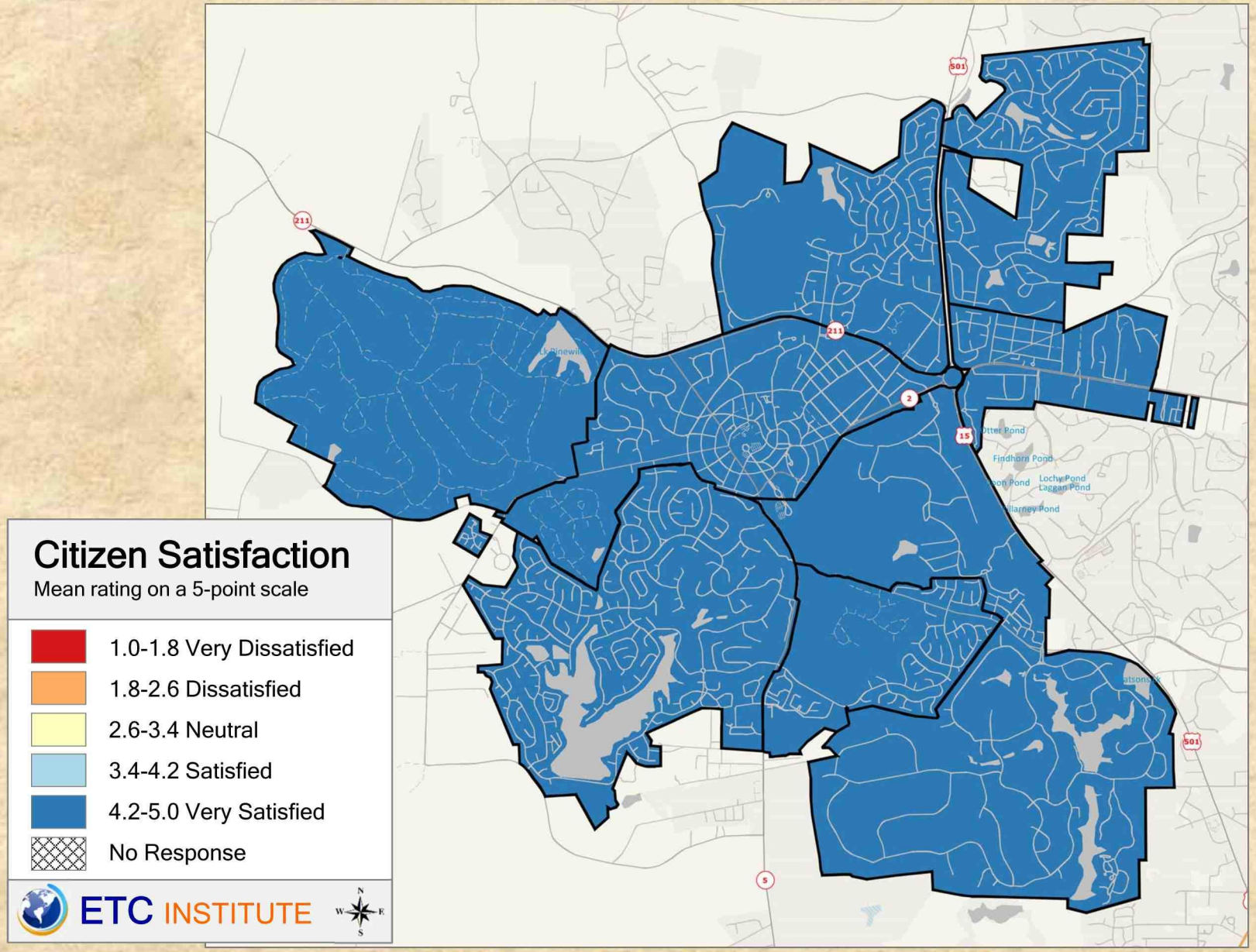
Q5-05 Level of safety: In business areas of the Village after dark



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

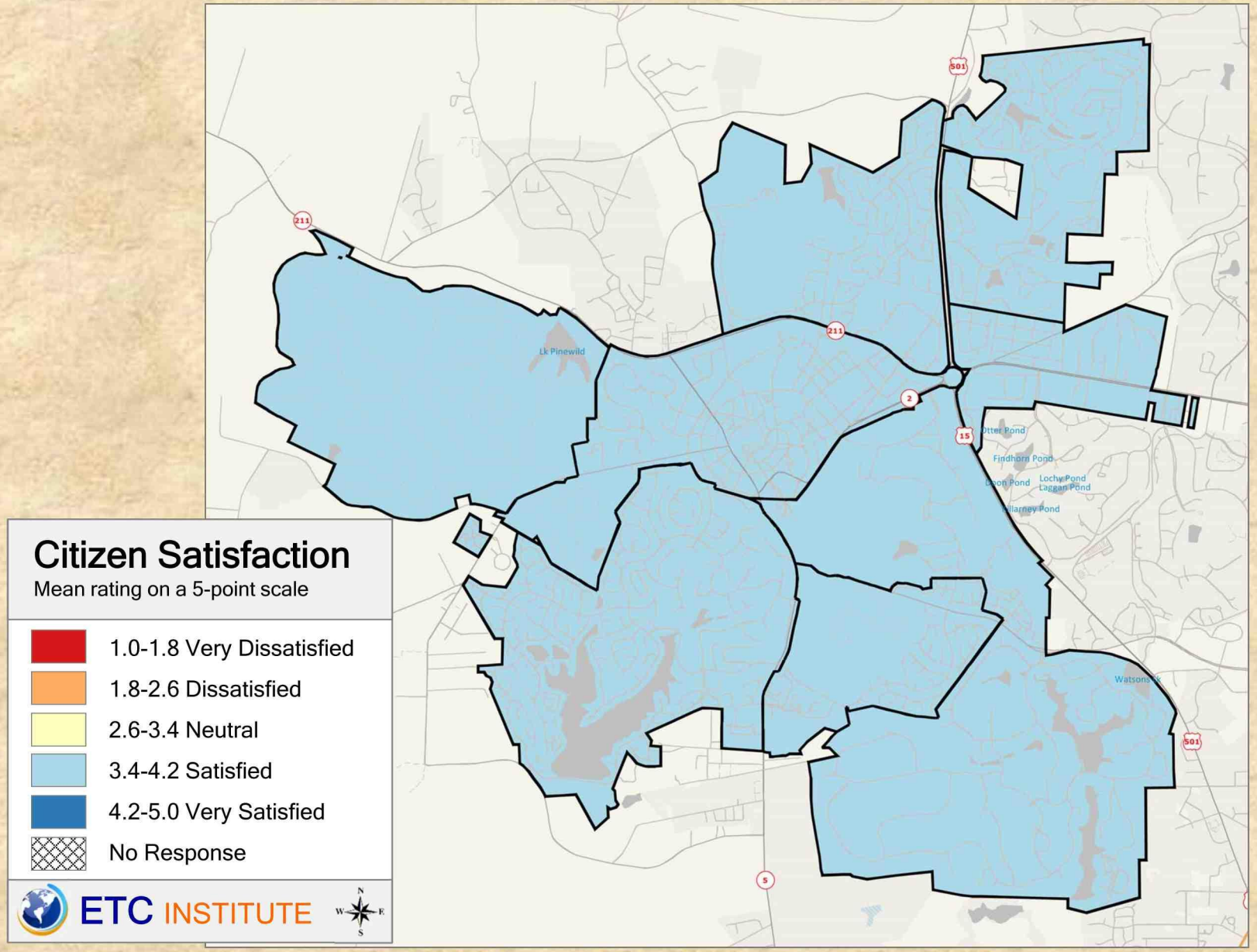
Q6-01 Level of satisfaction with: Efforts to prevent crimes



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

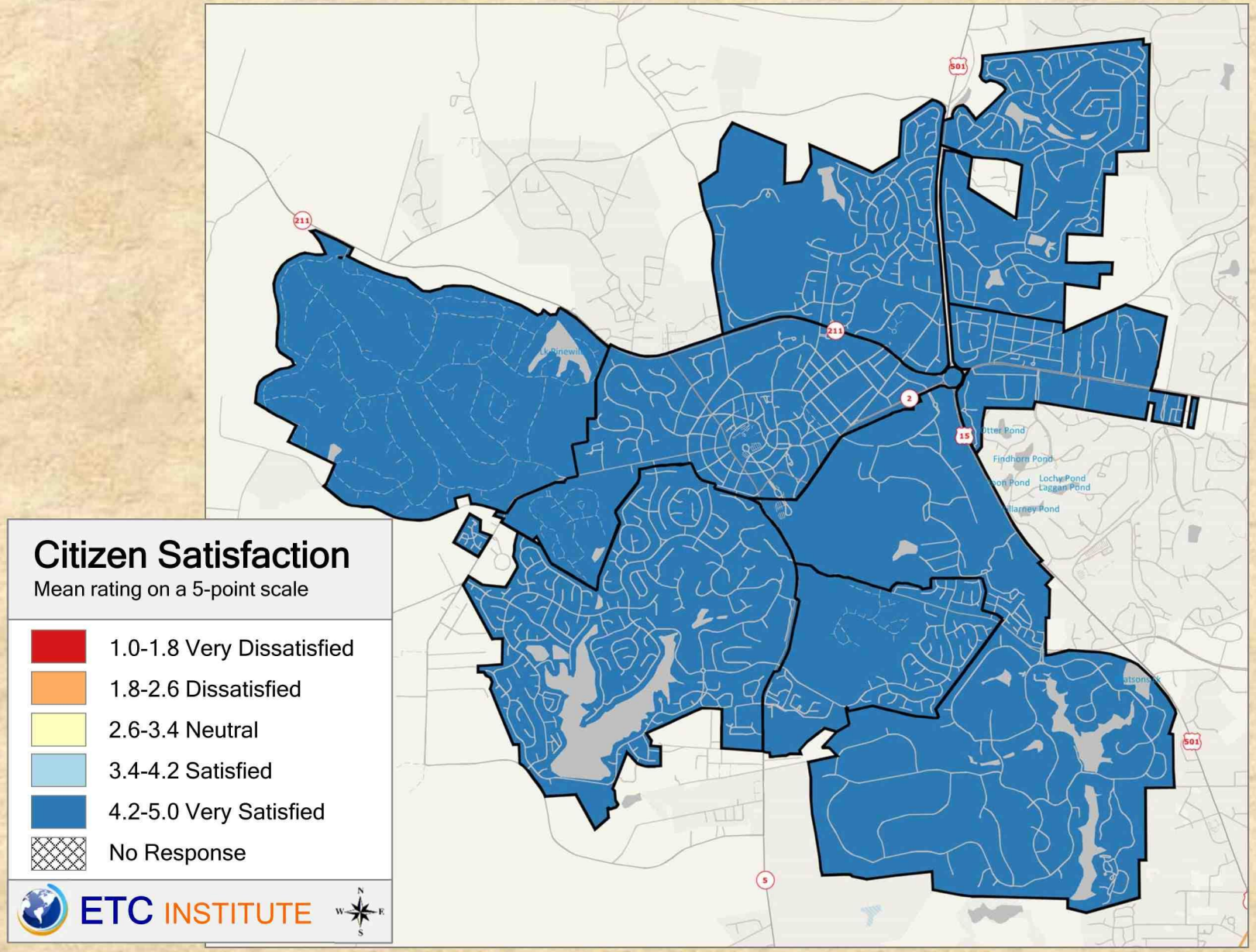
Q6-02 Level of satisfaction with: Enforcement of local traffic laws



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

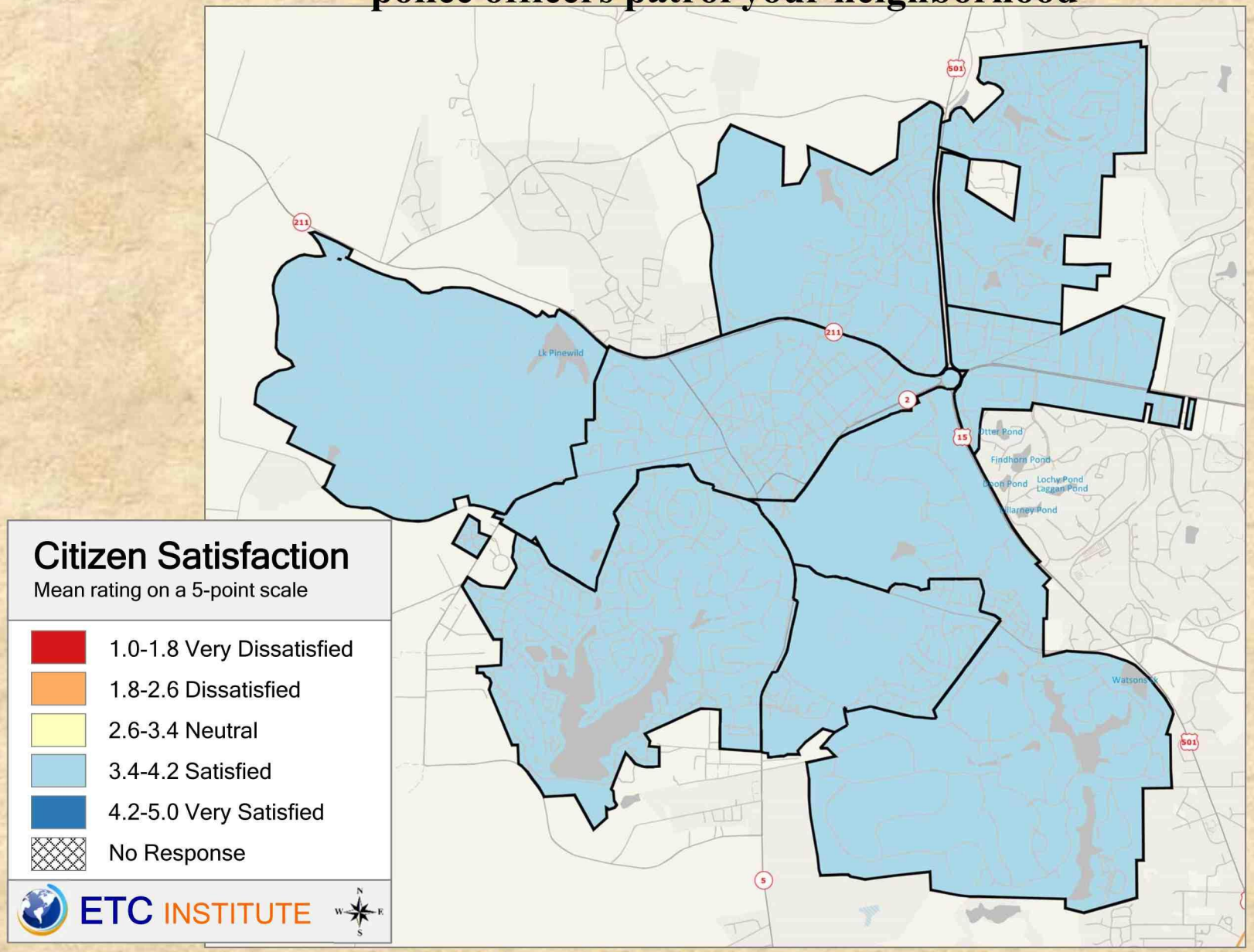
Q6-03 Level of satisfaction with: How quickly police respond to emergencies



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

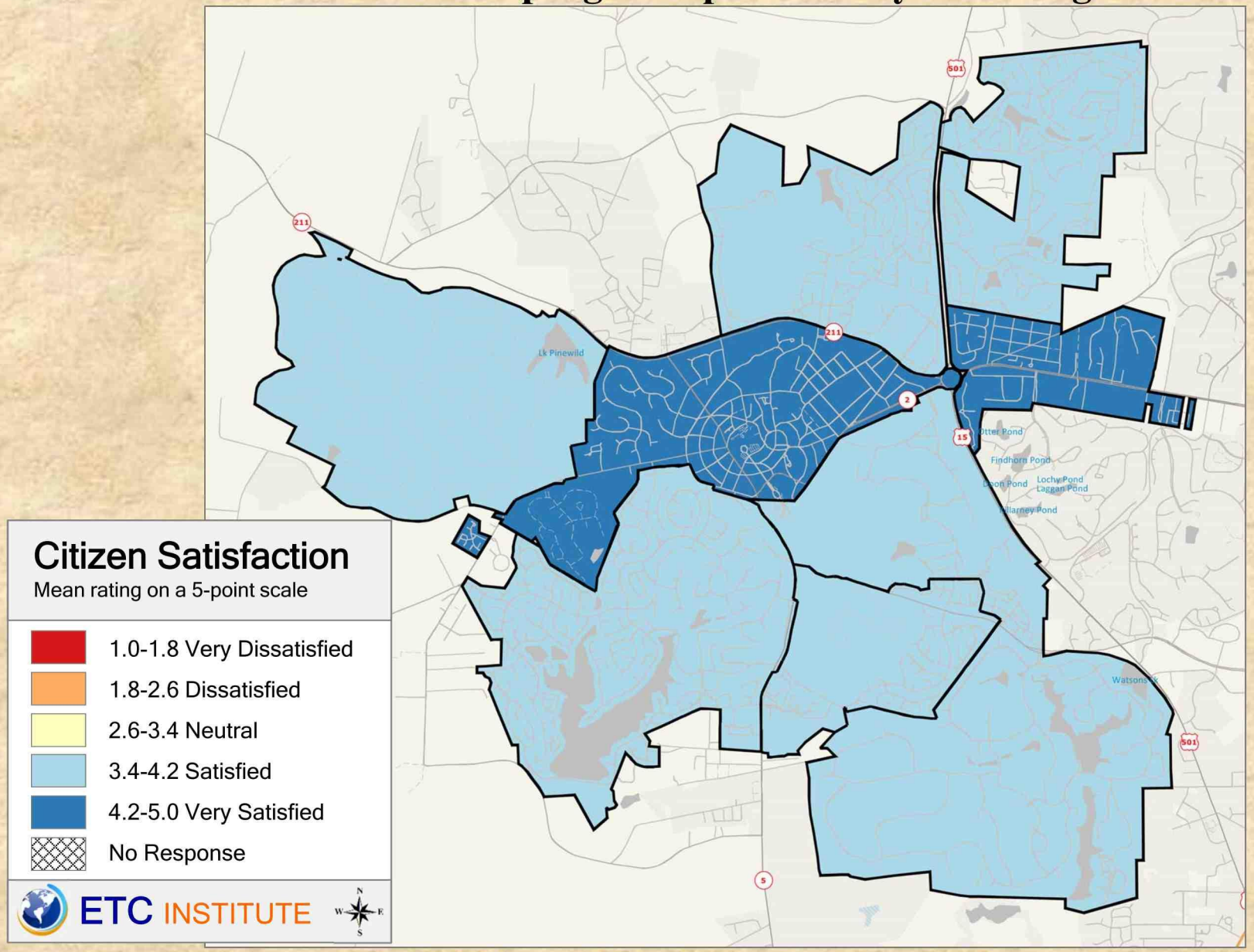
Q6-04 Level of satisfaction with: Frequency that police officers patrol your neighborhood



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

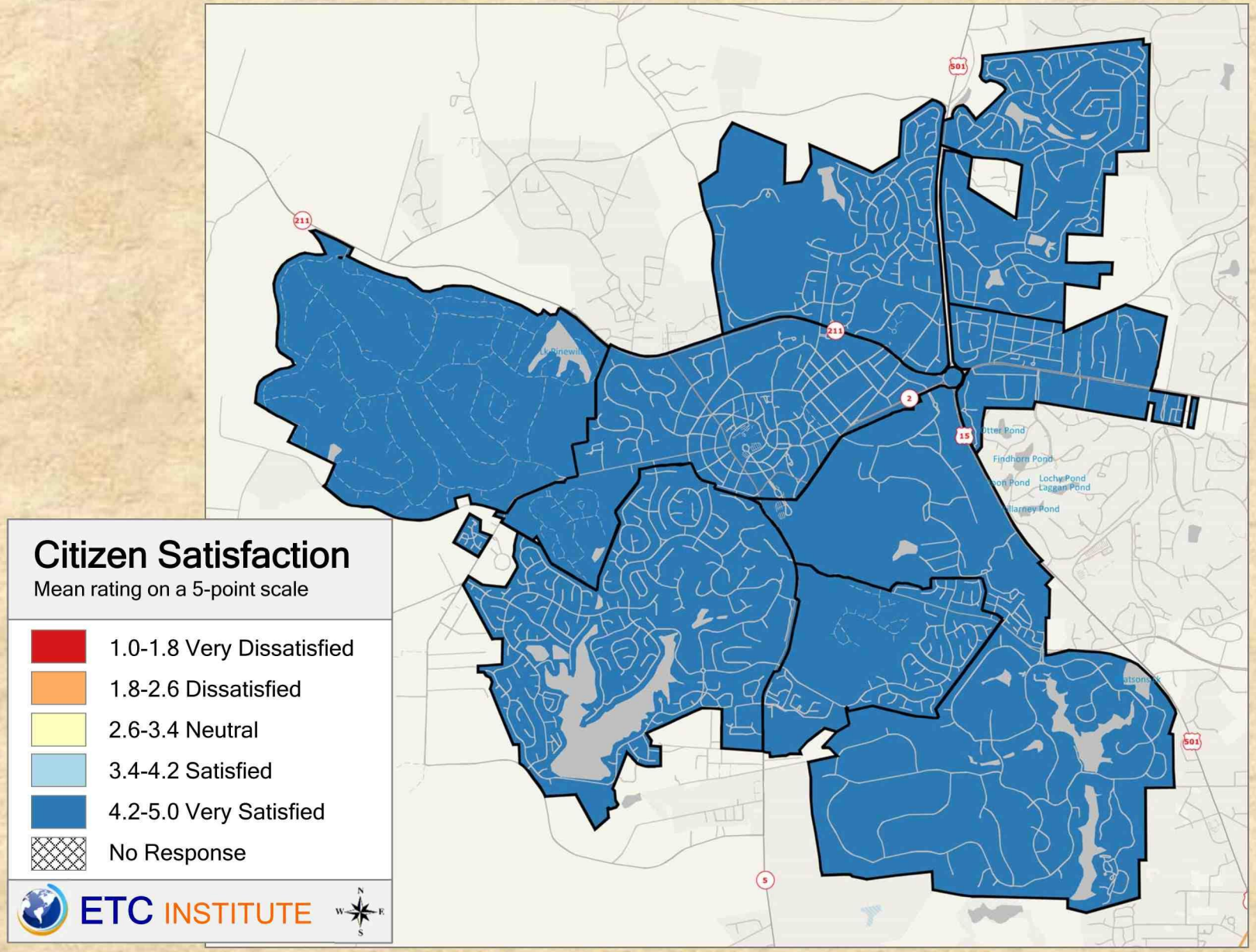
Q6-05 Level of satisfaction with: Fire prevention and education programs provided by the Village



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

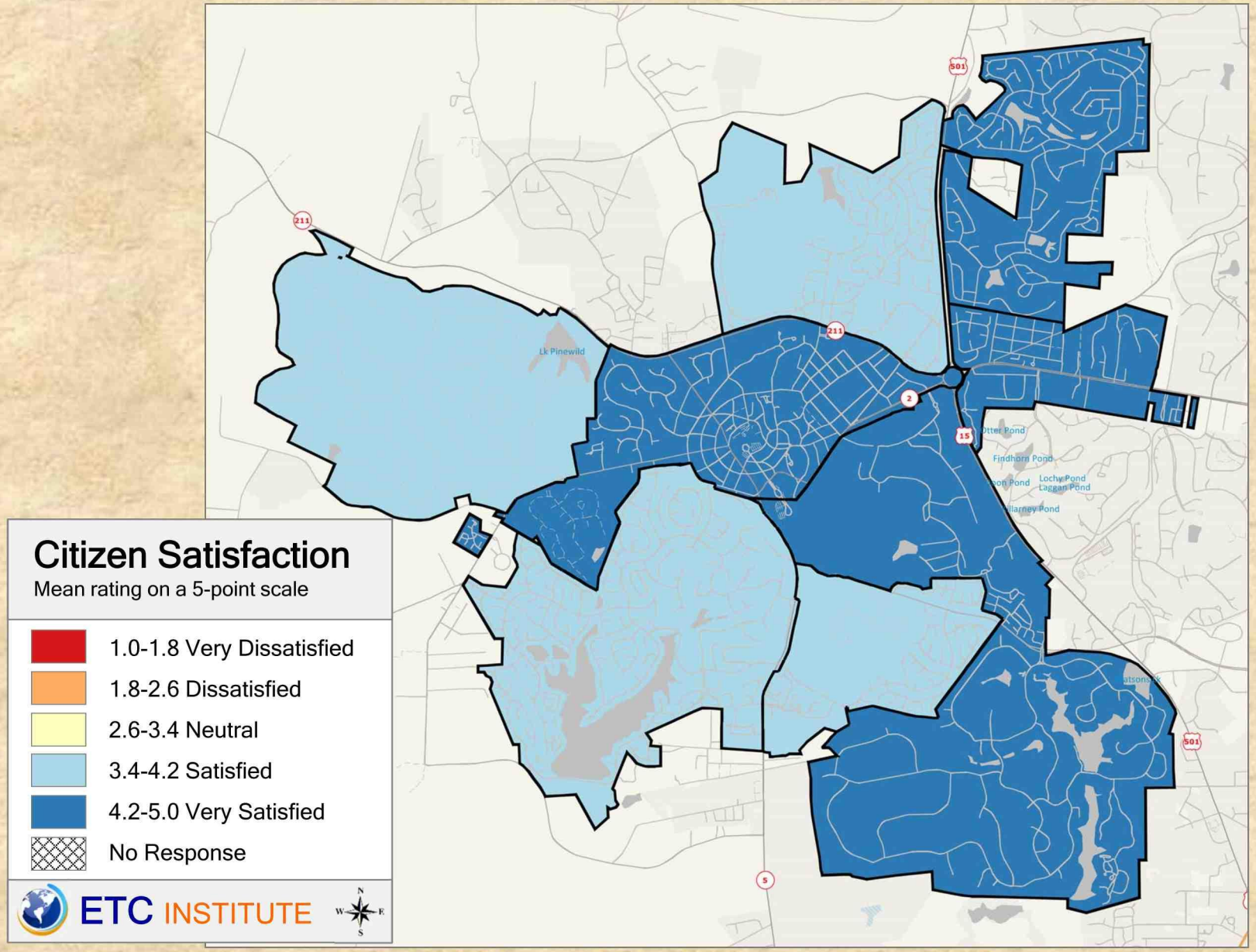
Q6-06 Level of satisfaction with: How quickly fire personnel respond to emergencies



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

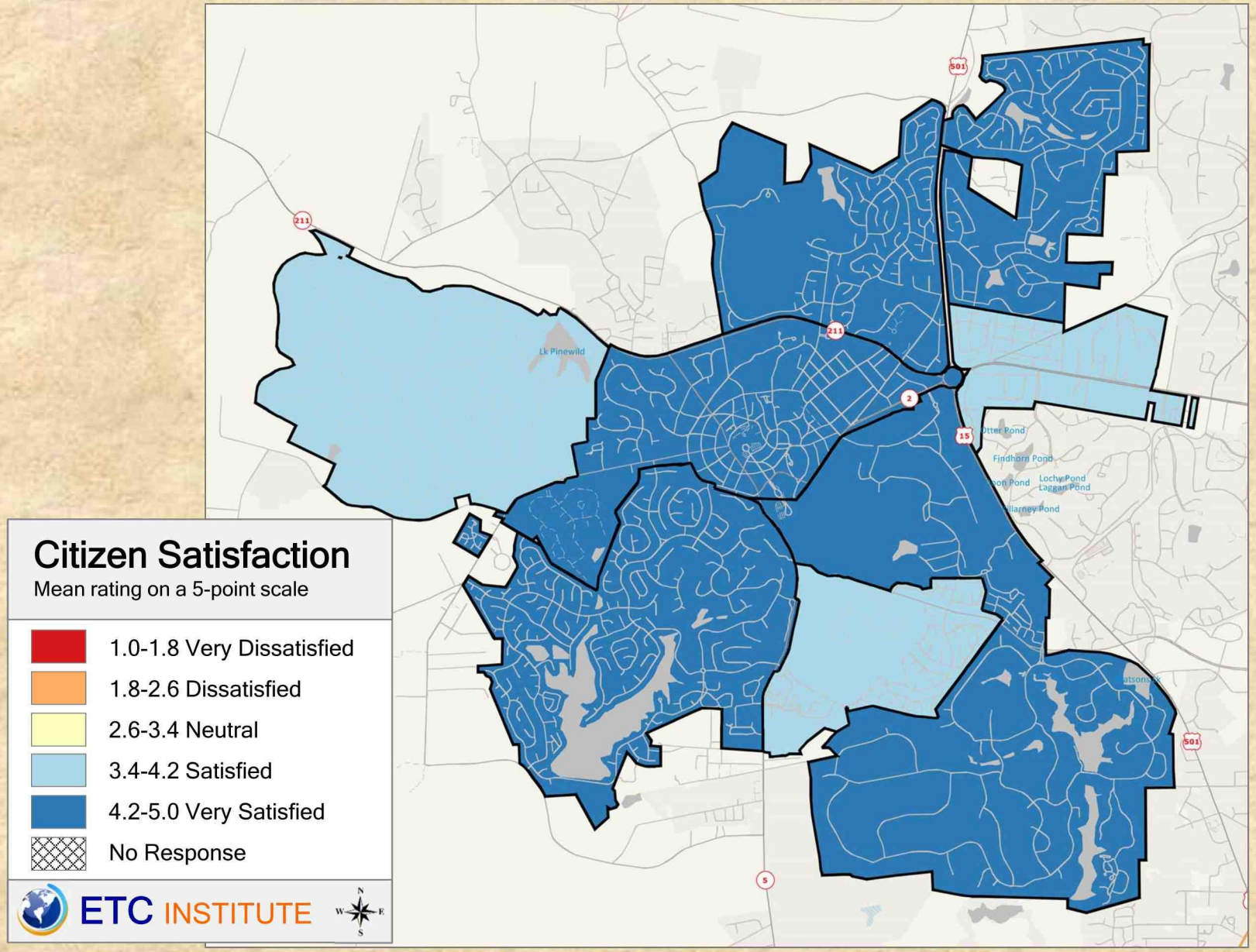
Q9-01 Level of satisfaction with: Number of Village parks



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

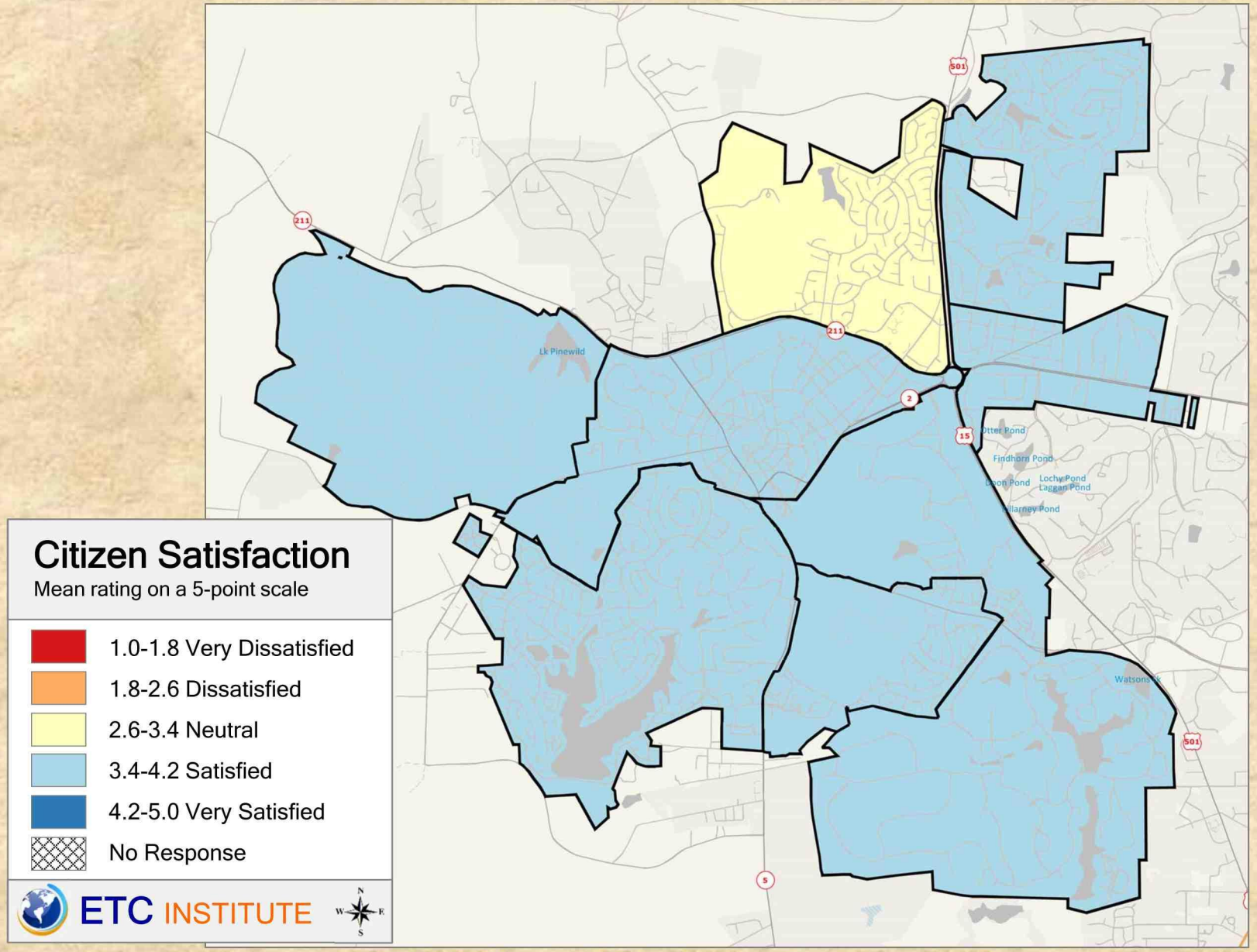
Q9-02 Level of satisfaction with: Quality of Village parks



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

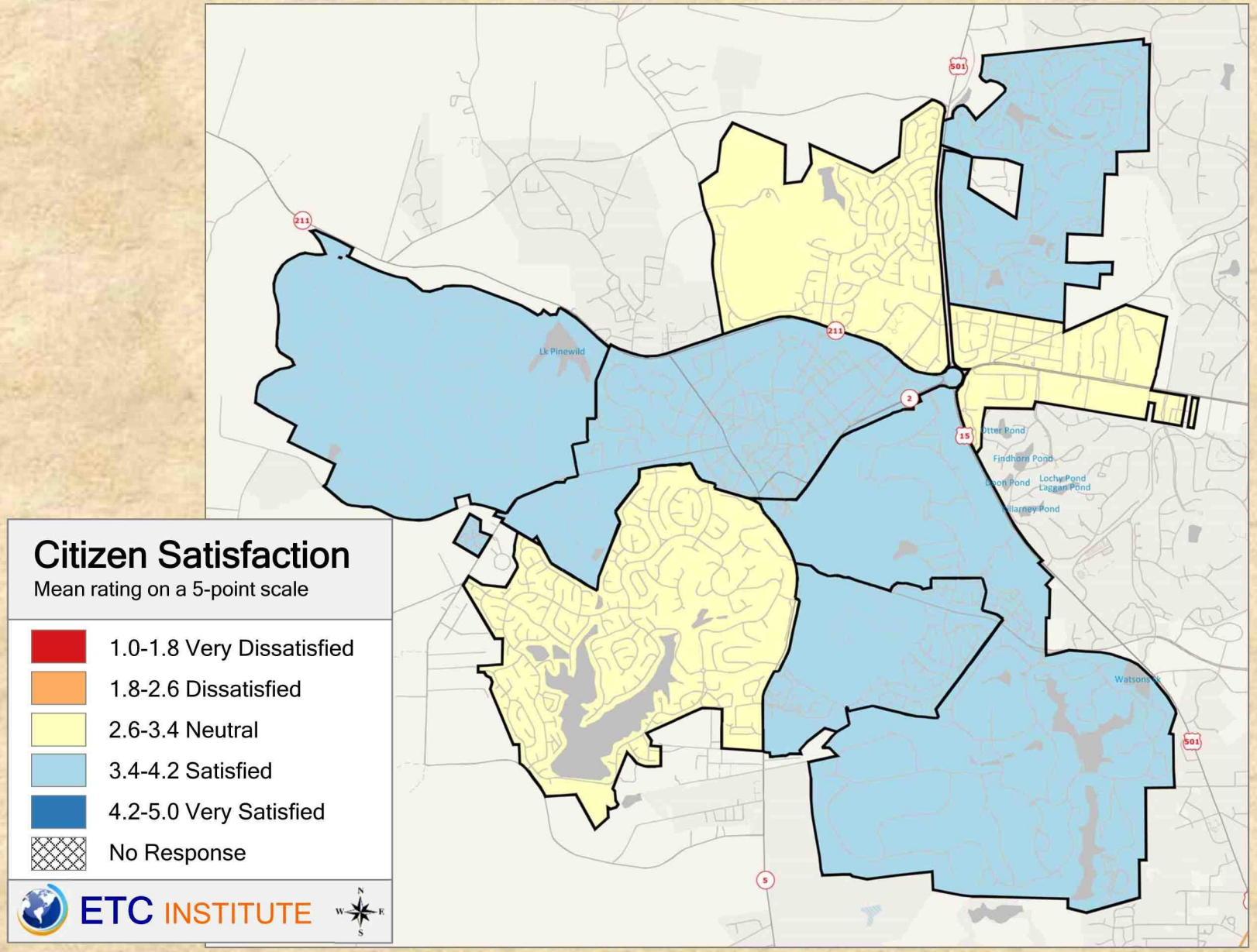
Q9-03 Level of satisfaction with: Quality of recreation indoor facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

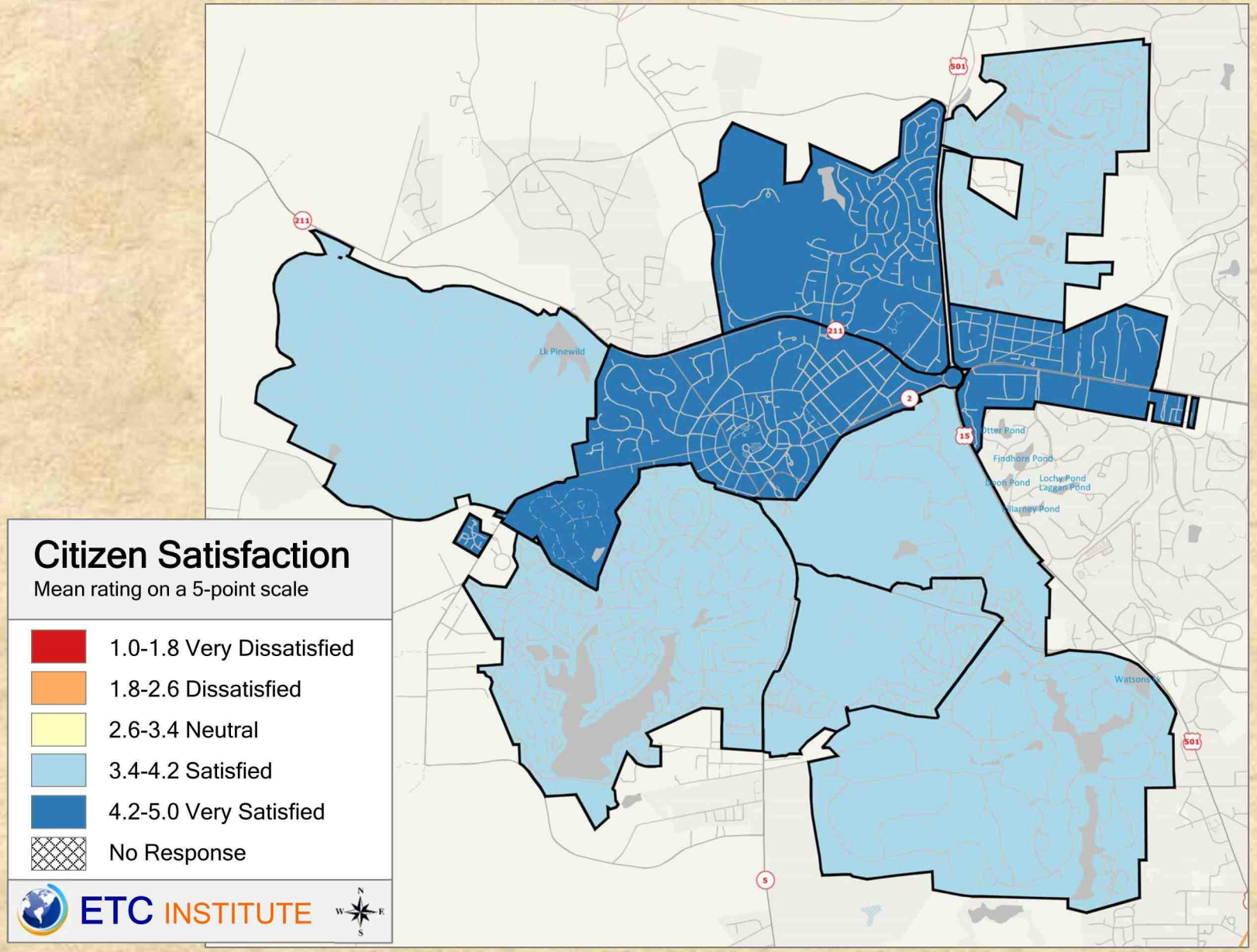
Q9-04 Level of satisfaction with: Availability of recreation indoor facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

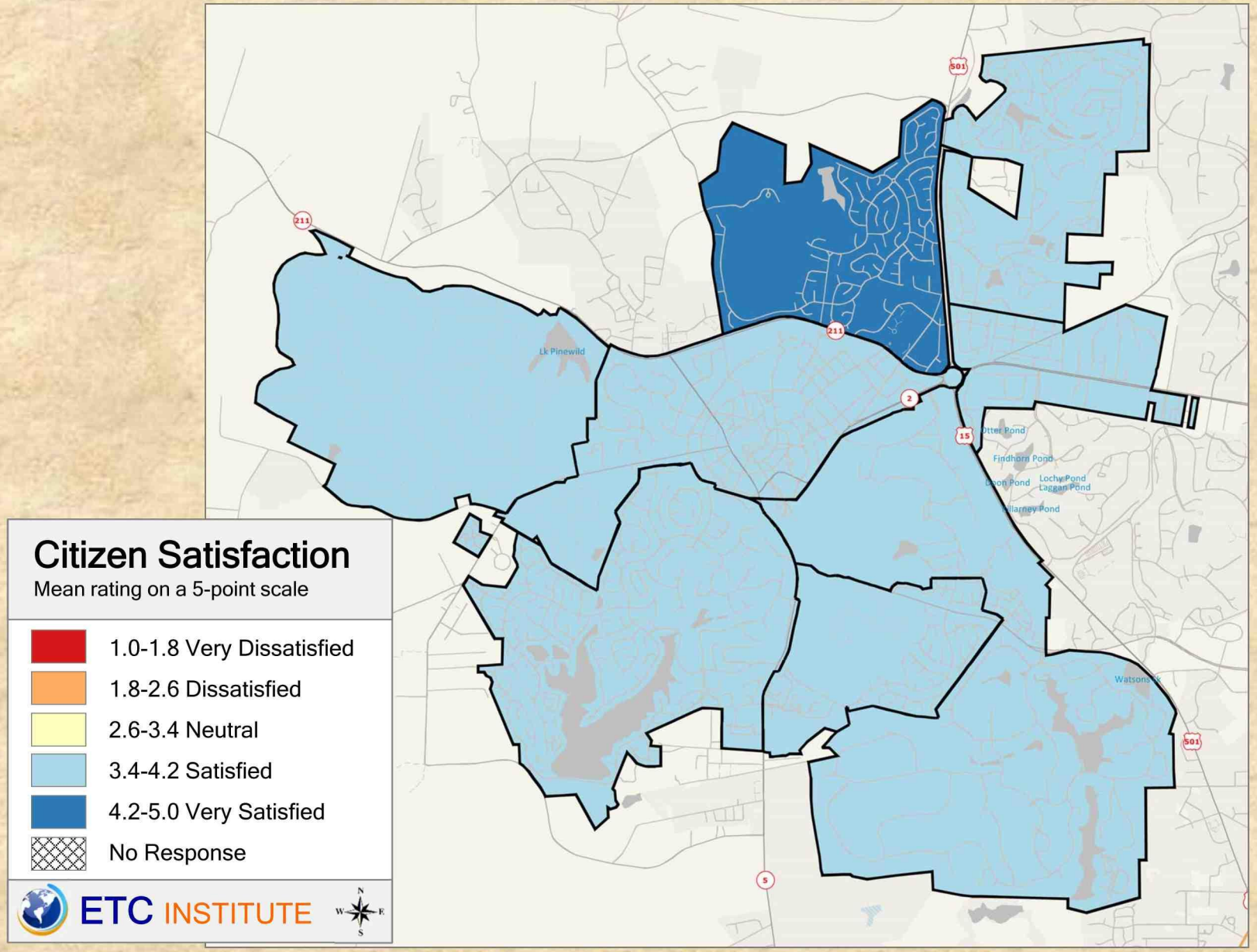
Q9-05 Level of satisfaction with: Availability of walking/greenway trails



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

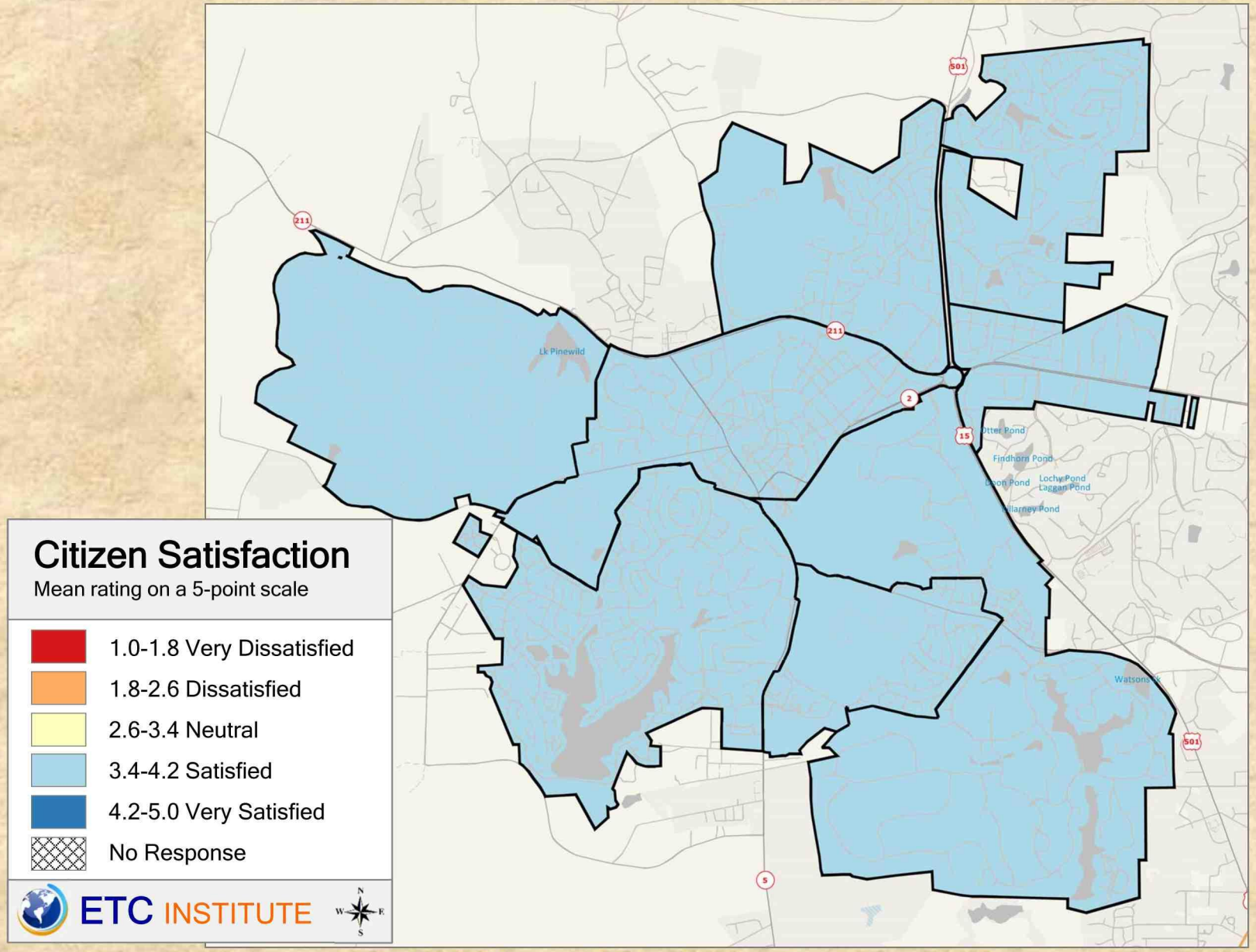
Q9-06 Level of satisfaction with: Condition of walking/greenway trails



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

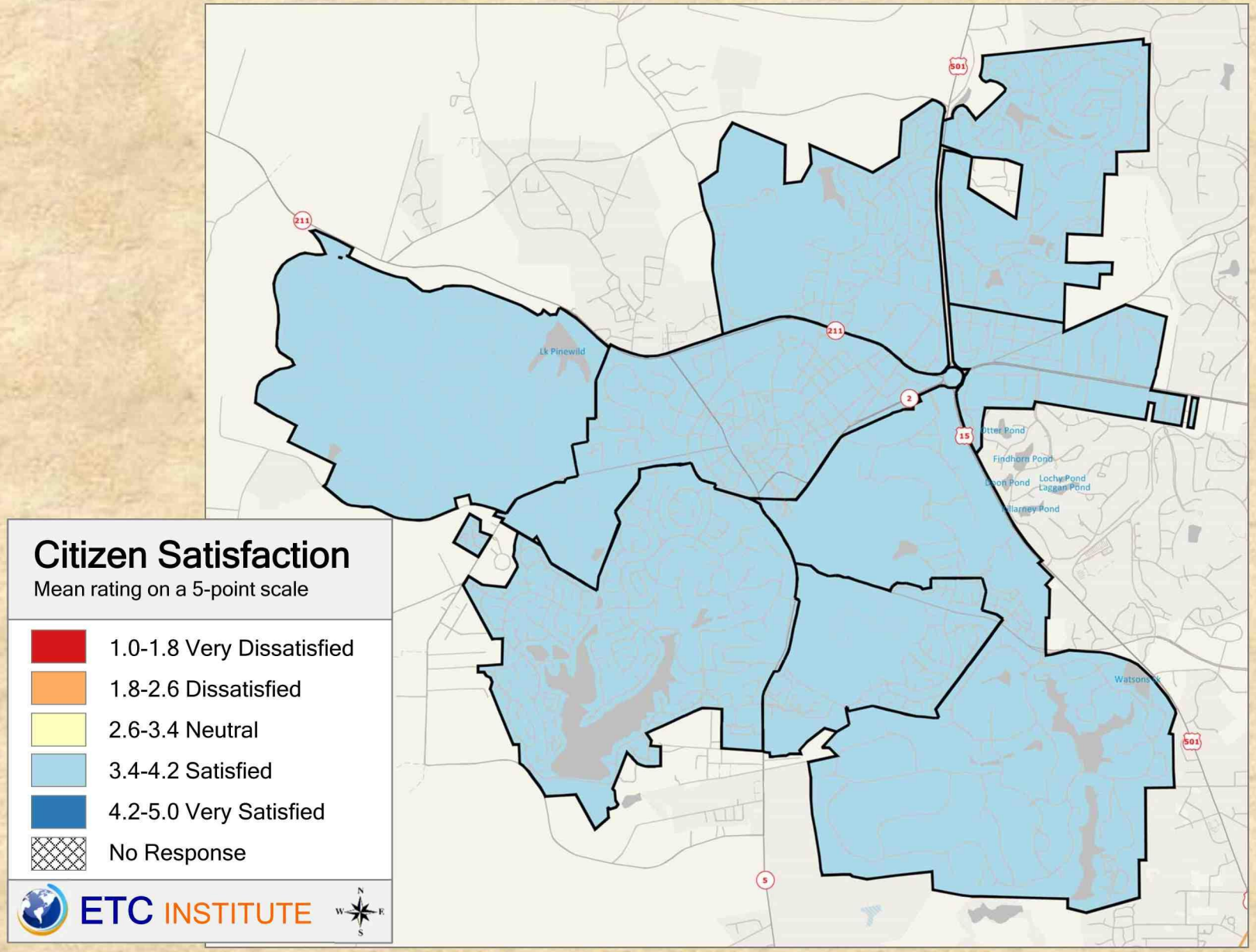
Q9-07 Level of satisfaction with: Quality of outdoor athletic fields and facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

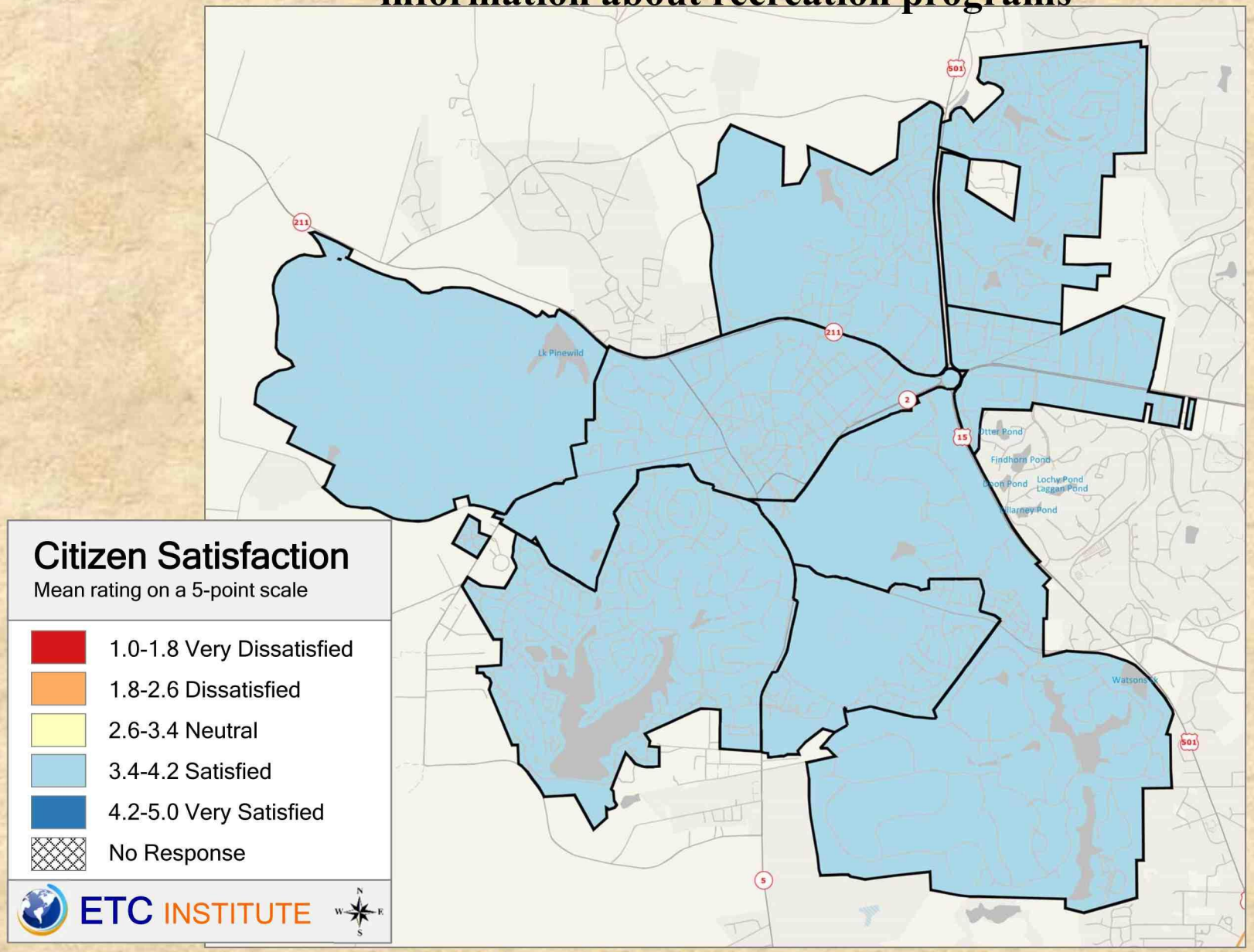
Q9-08 Level of satisfaction with: Availability of outdoor athletic fields and facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

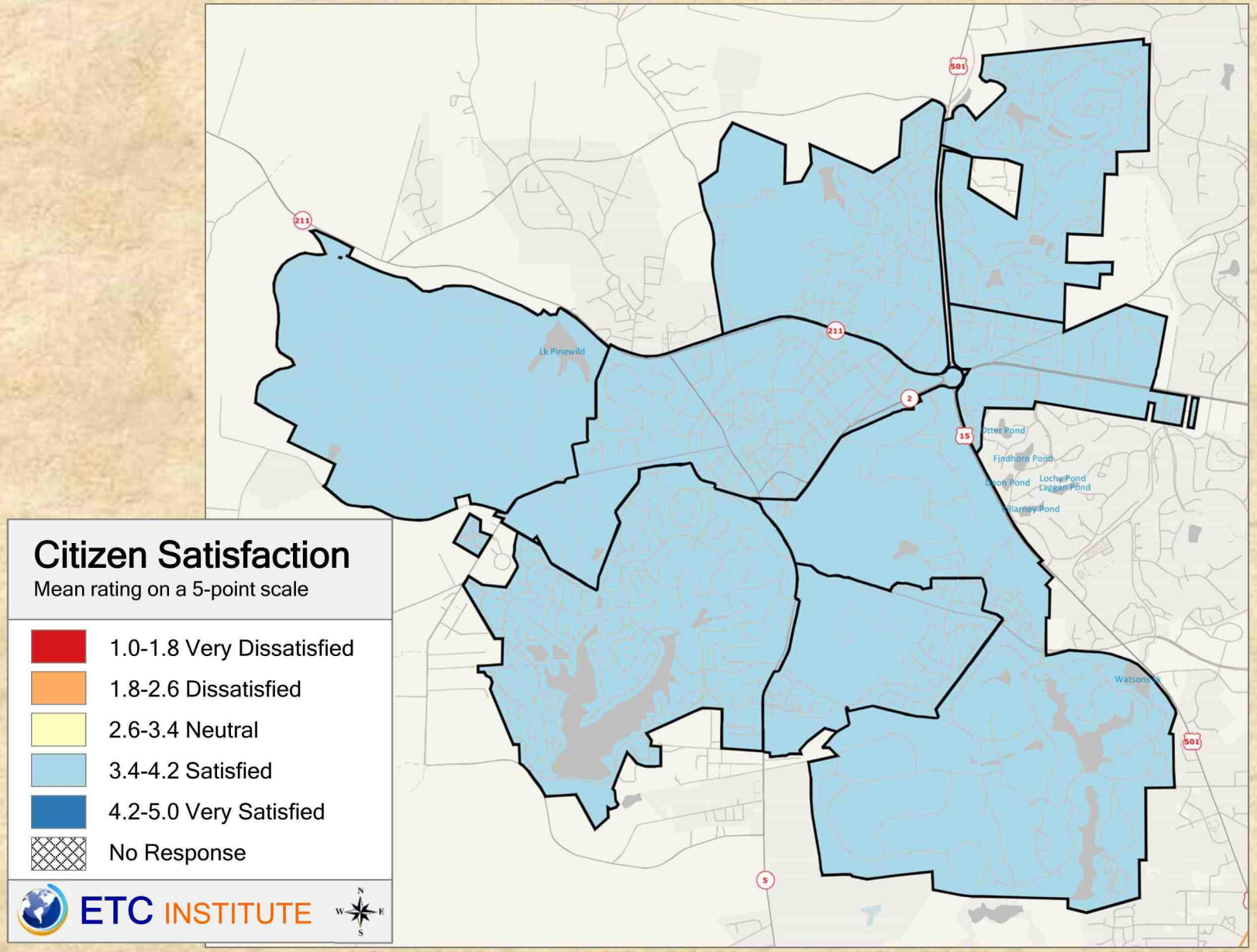
Q9-09 Level of satisfaction with: Availability of information about recreation programs



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

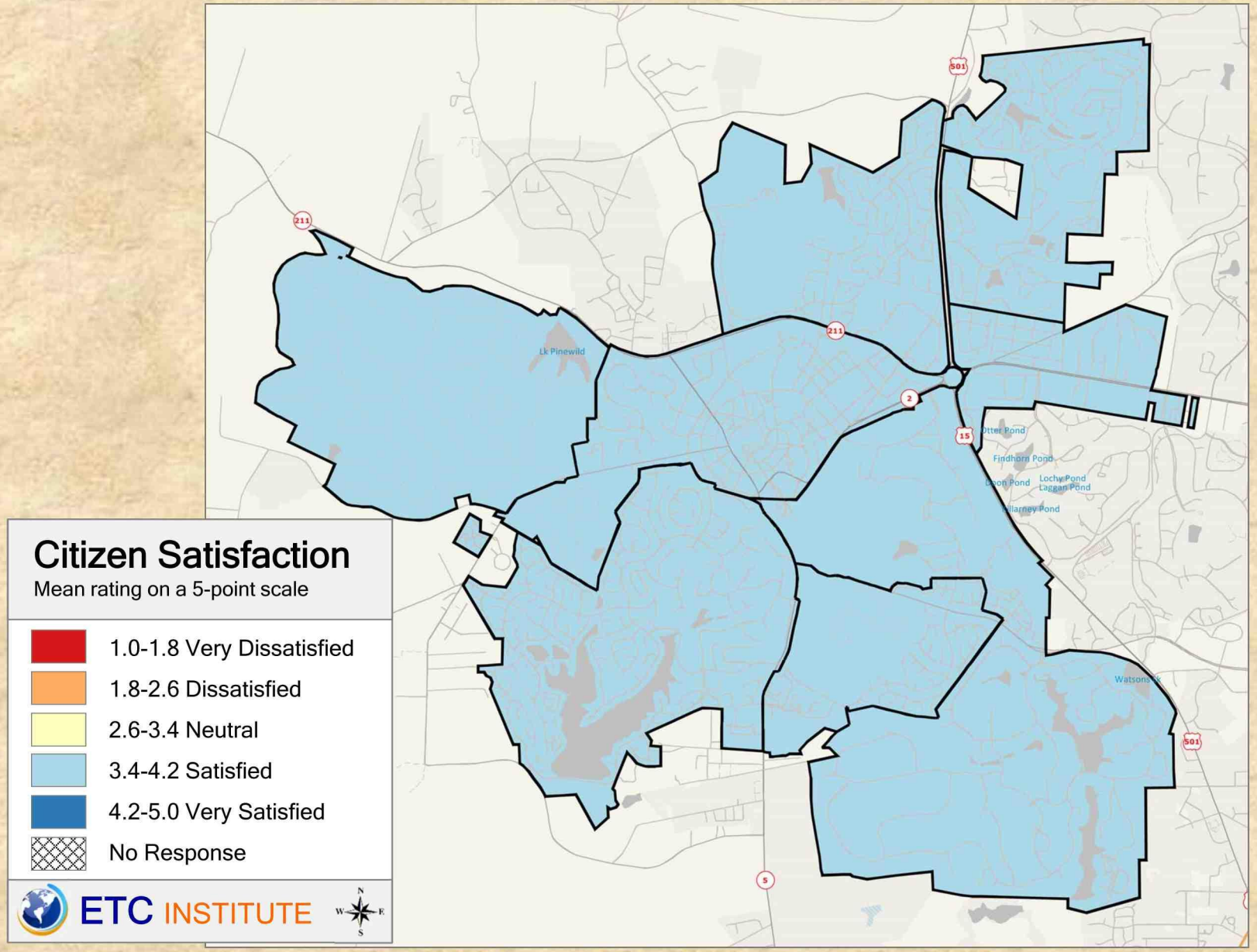
Q9-10 Level of satisfaction with: Quality of youth recreation programs



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

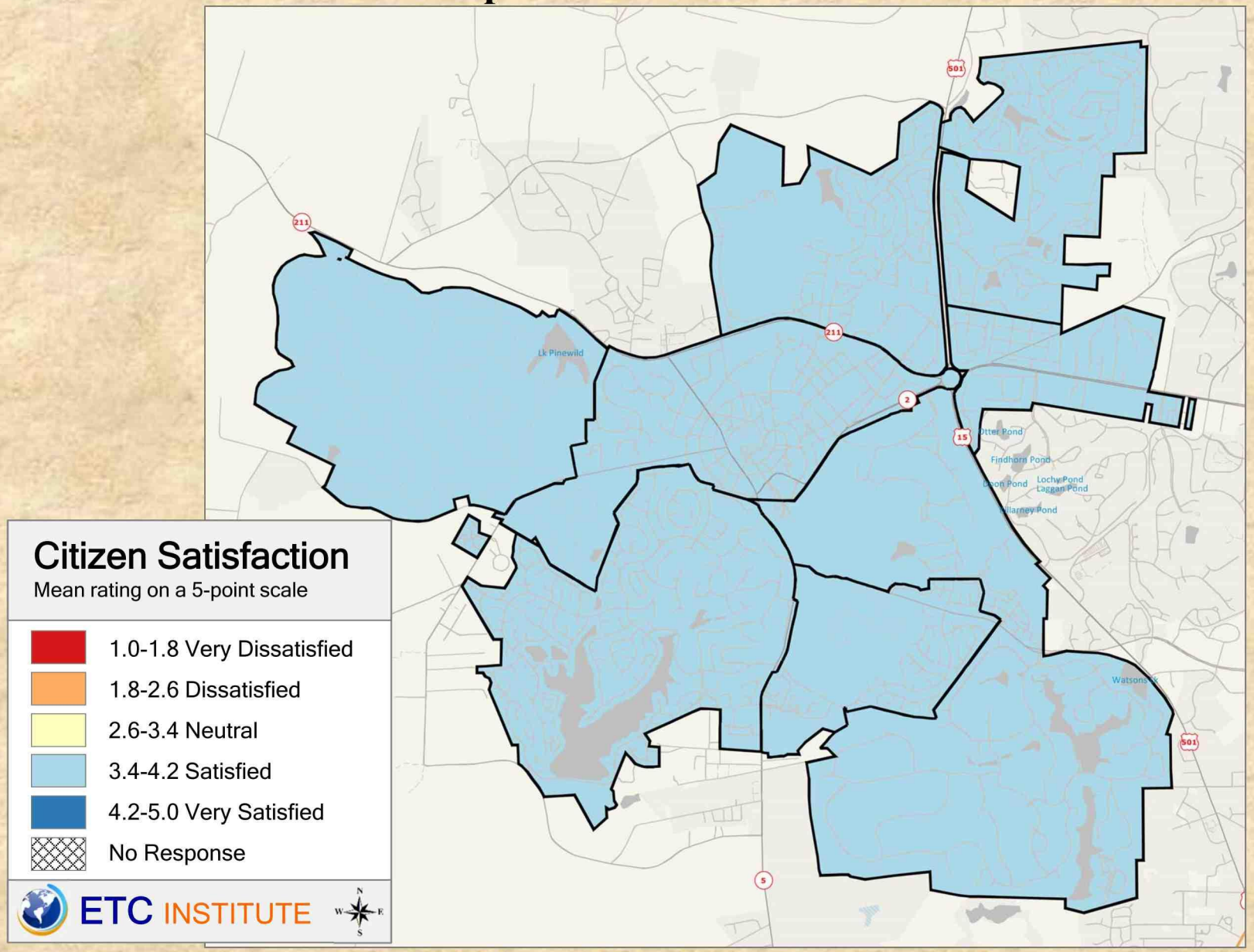
Q9-11 Level of satisfaction with: Quality of adult recreation programs



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

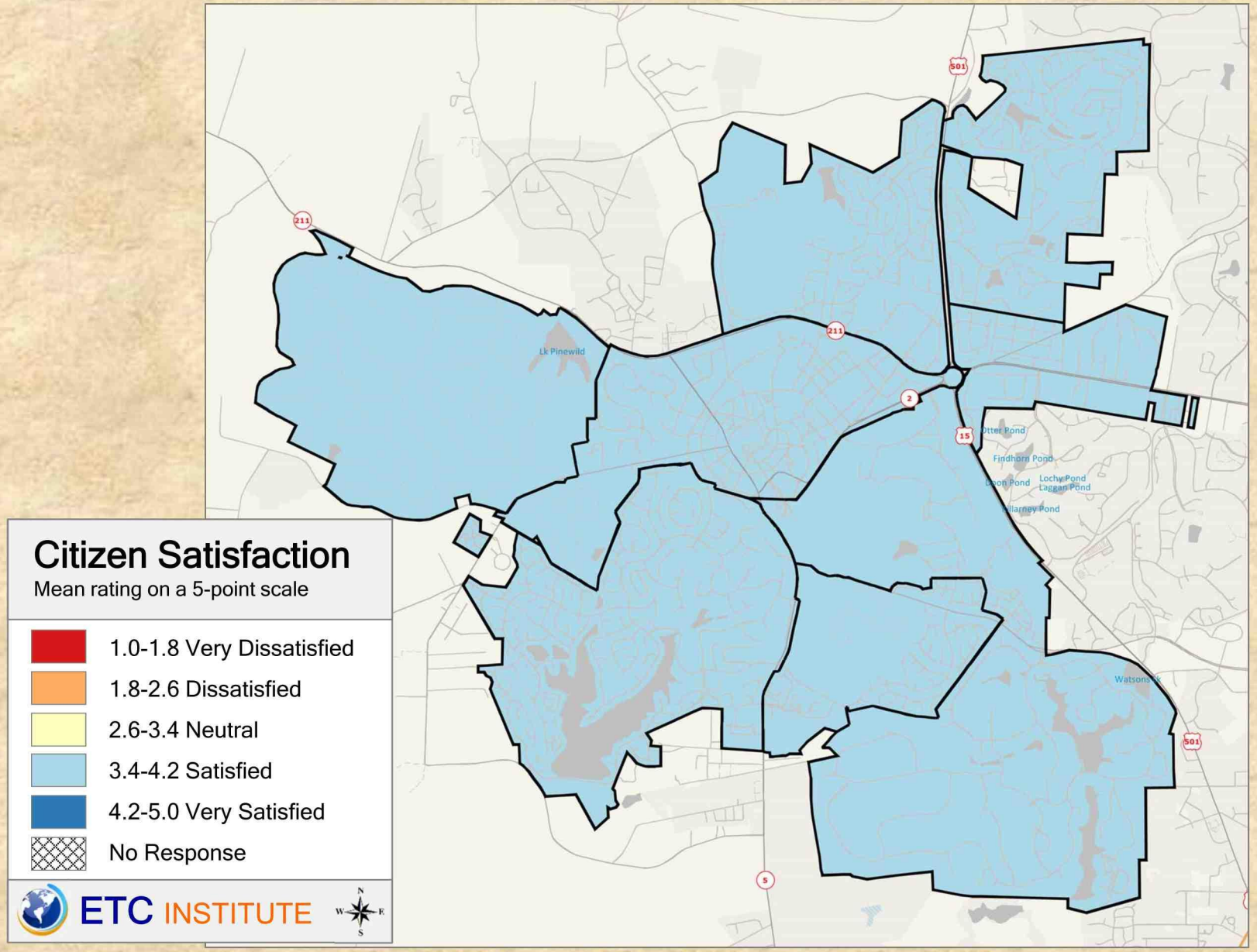
Q9-12 Level of satisfaction with: Range of amenities at parks and recreation facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

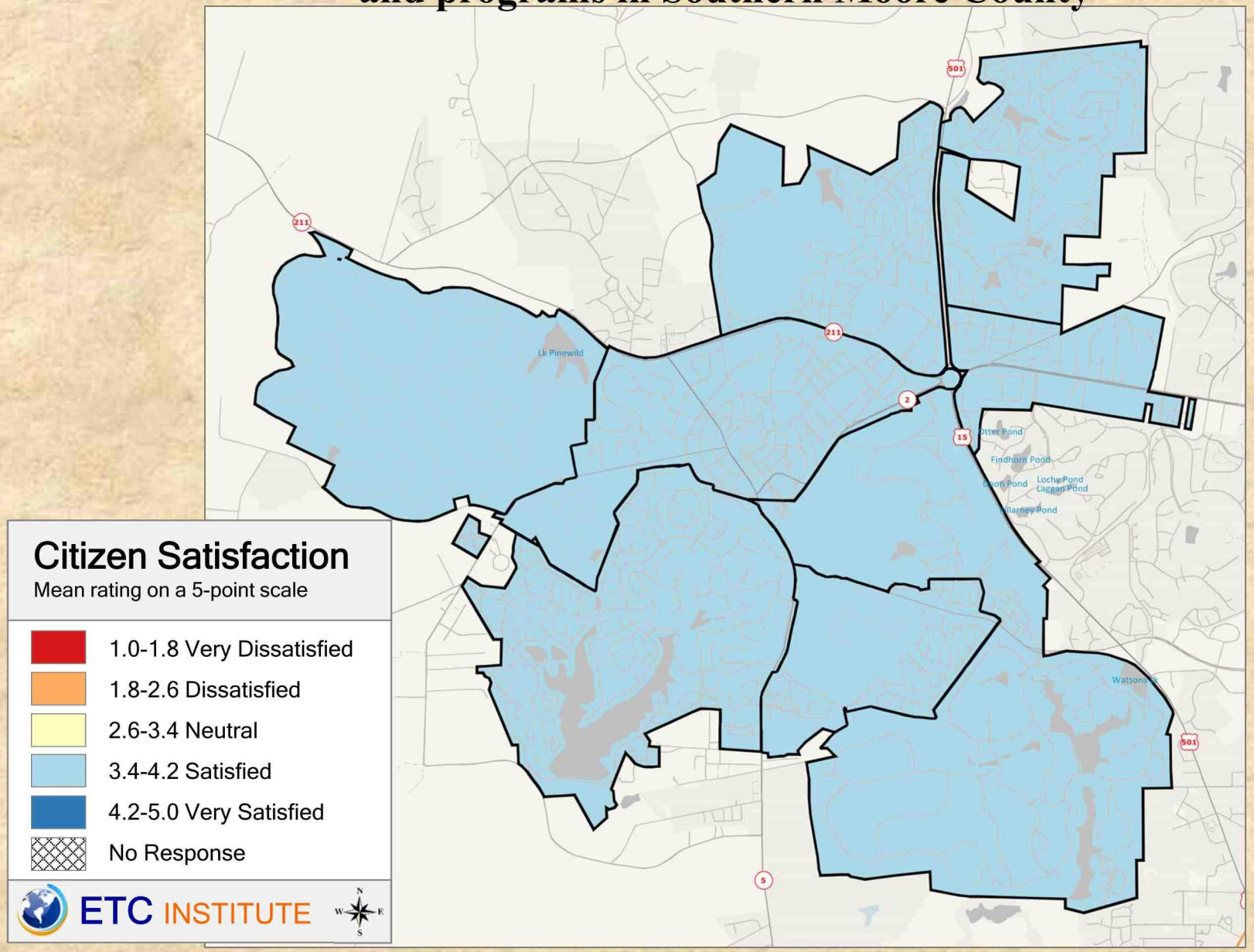
Q9-13 Level of satisfaction with: Village sponsored cultural arts events



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

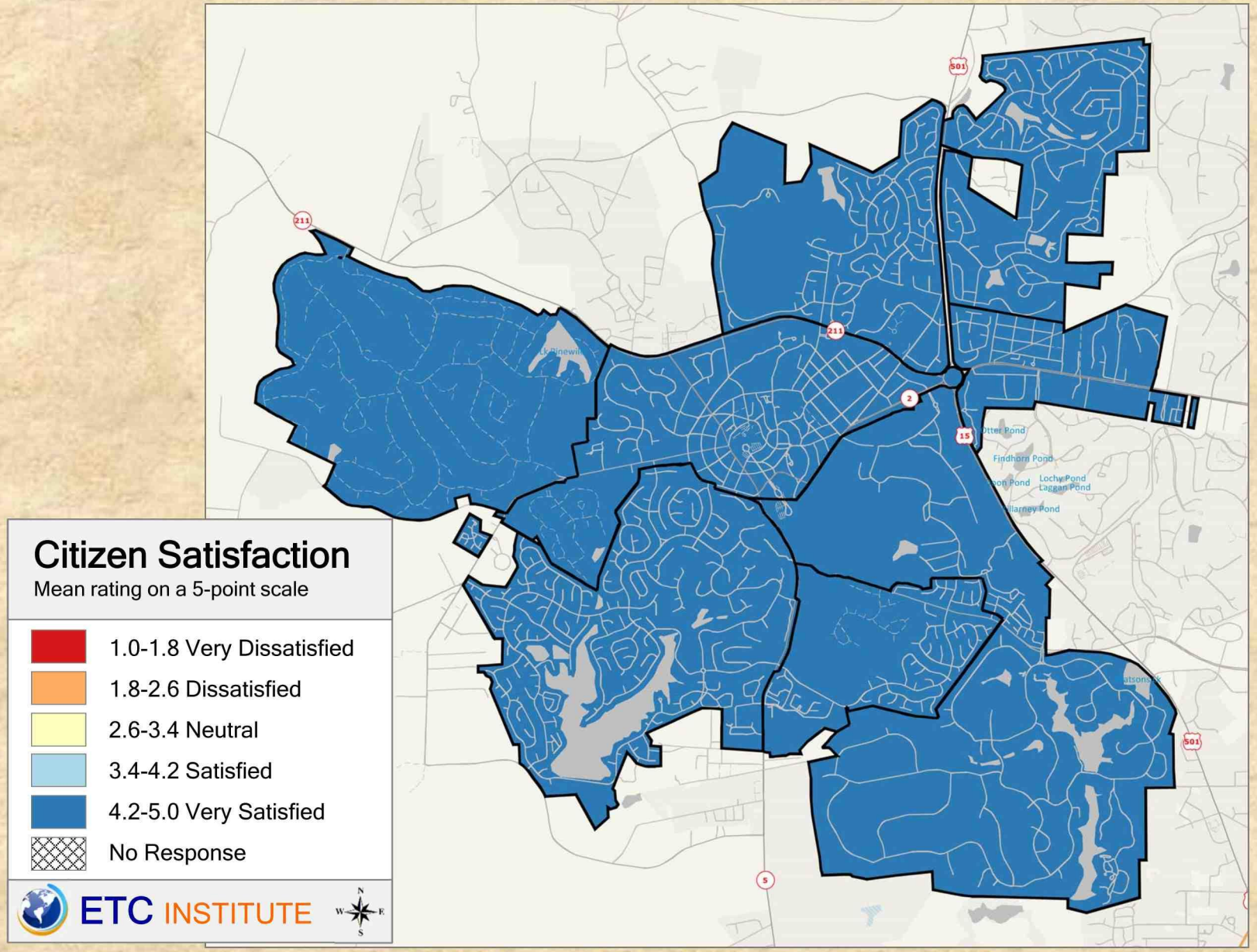
Q9-14 Level of satisfaction with: Variety of cultural arts events and programs in Southern Moore County



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

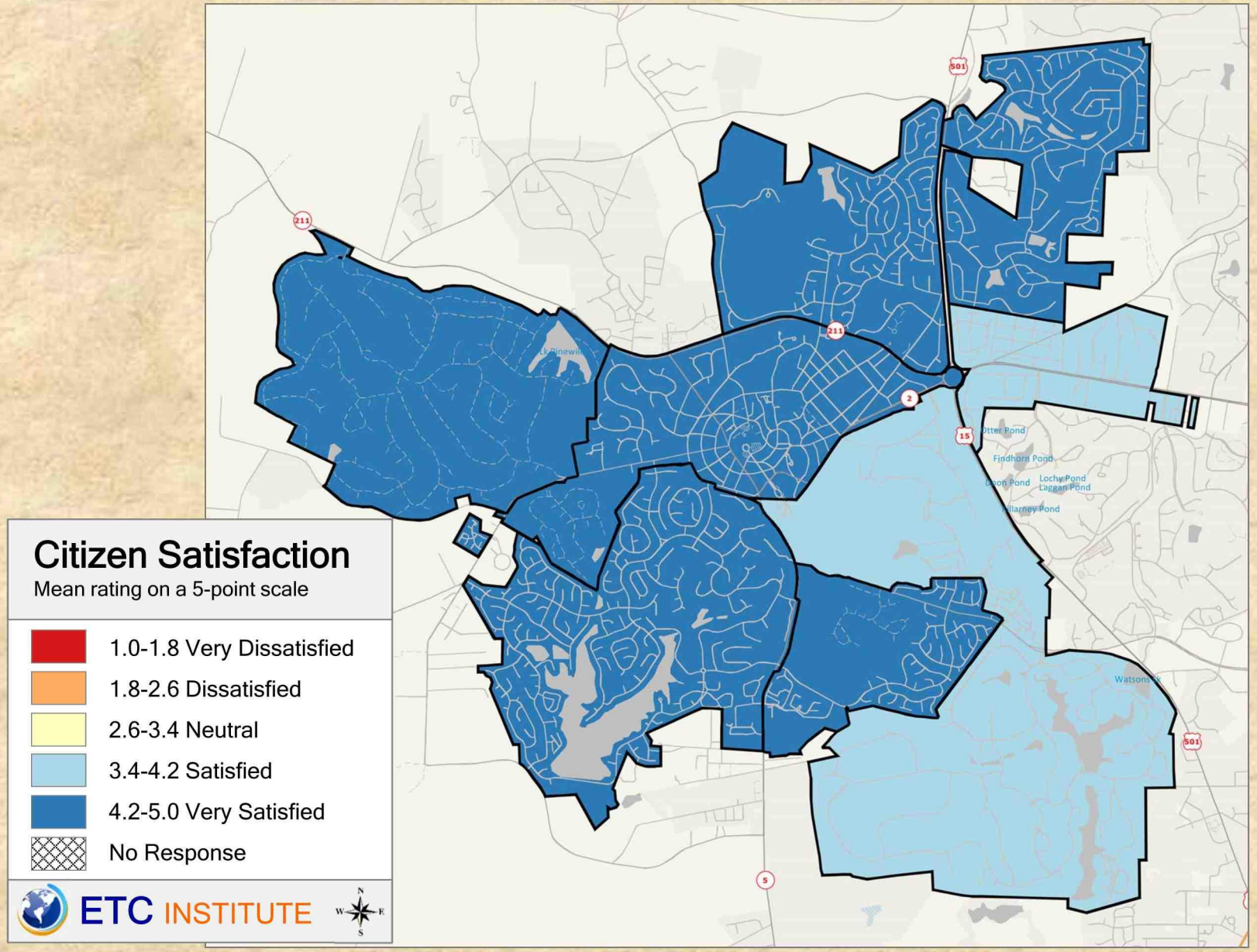
Q12-01 Level of satisfaction with: Given Memorial Library services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

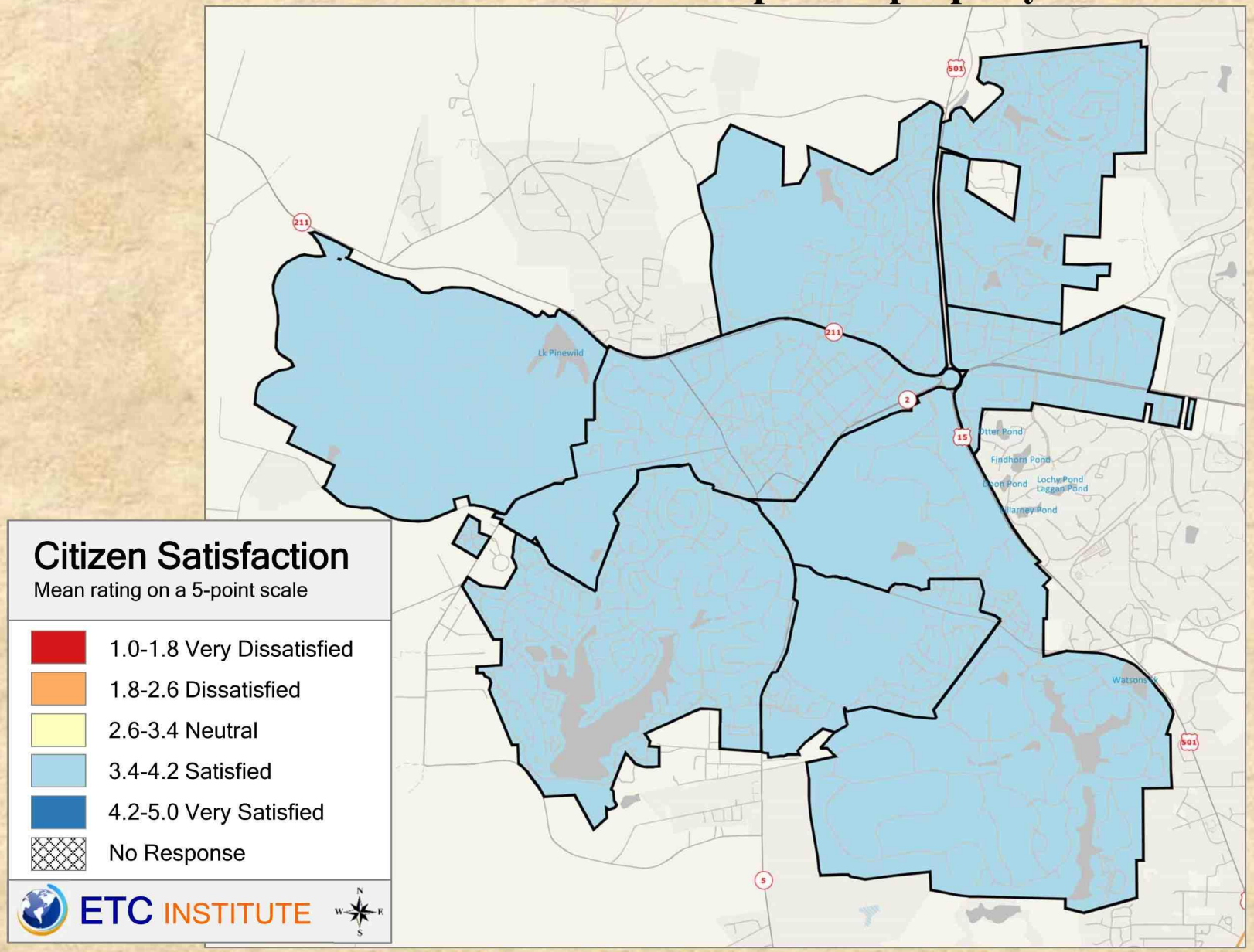
Q12-02 Level of satisfaction with: Given Memorial Library Programs



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

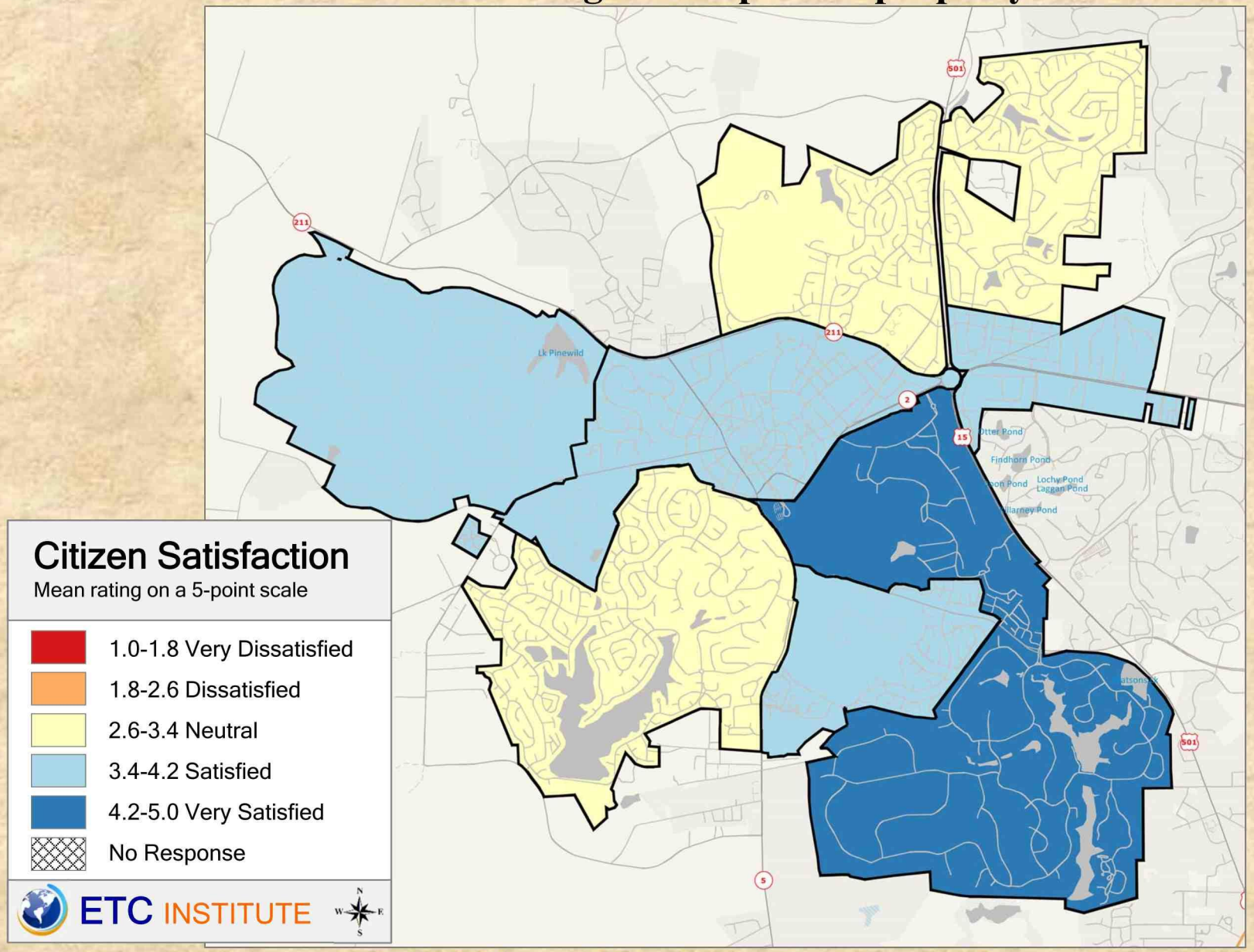
Q13-01 Level of satisfaction with: Enforcing the cleanup of litter and debris on private property



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

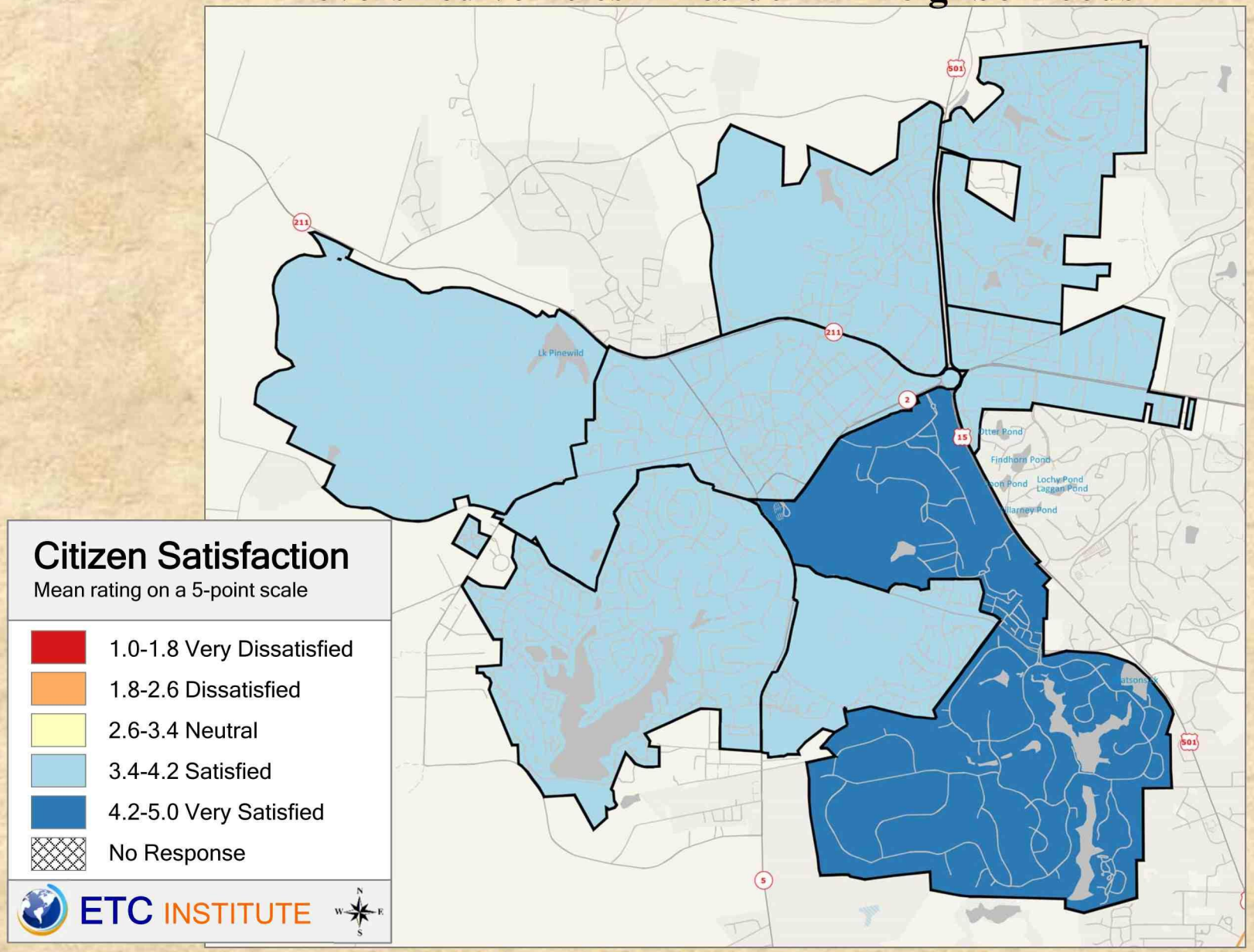
Q13-02 Level of satisfaction with: Enforcing mowing/cutting of weeds/grass on private property



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

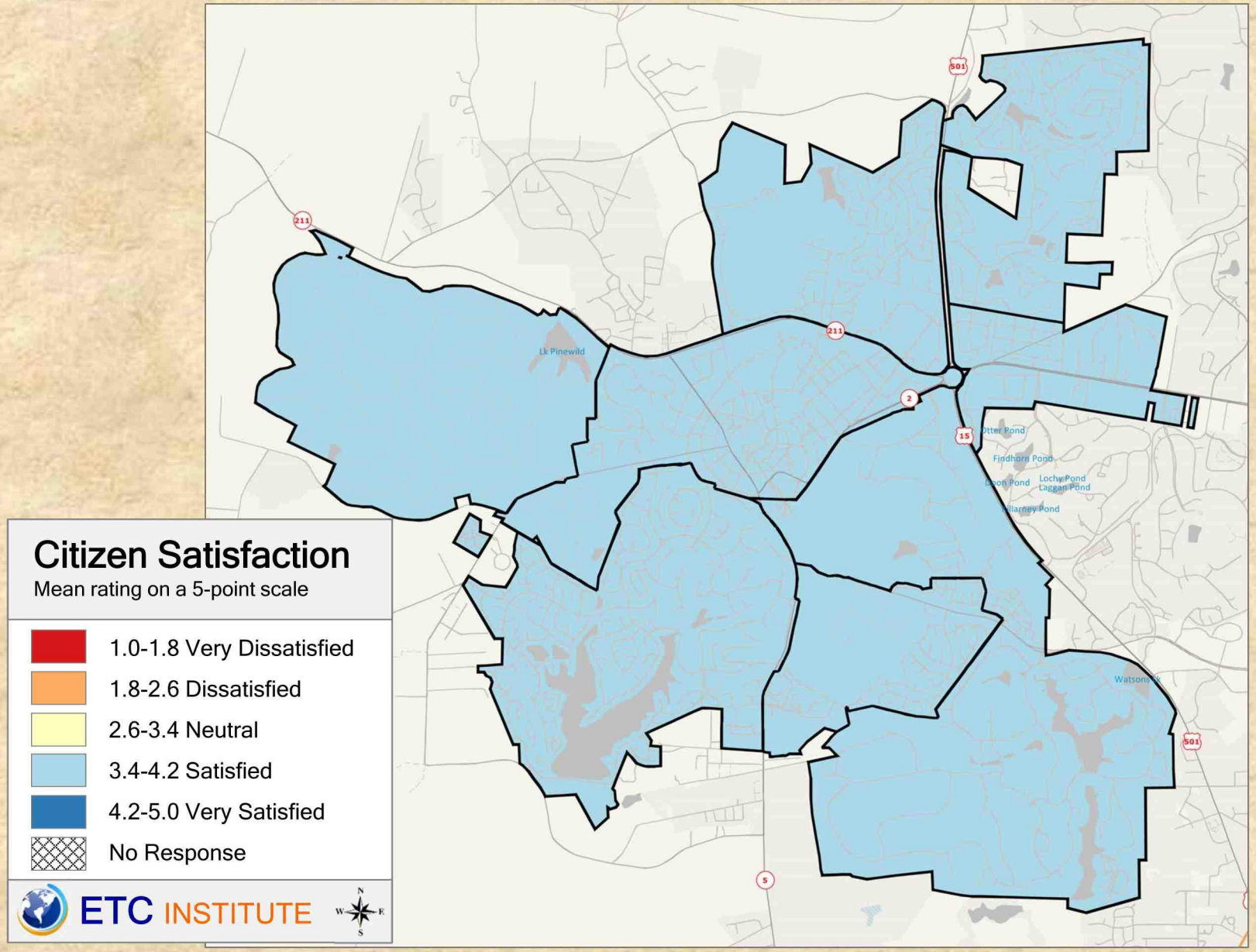
Q13-03 Level of satisfaction with: Enforcing parking-prohibiting oversized vehicles in residential neighborhoods



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

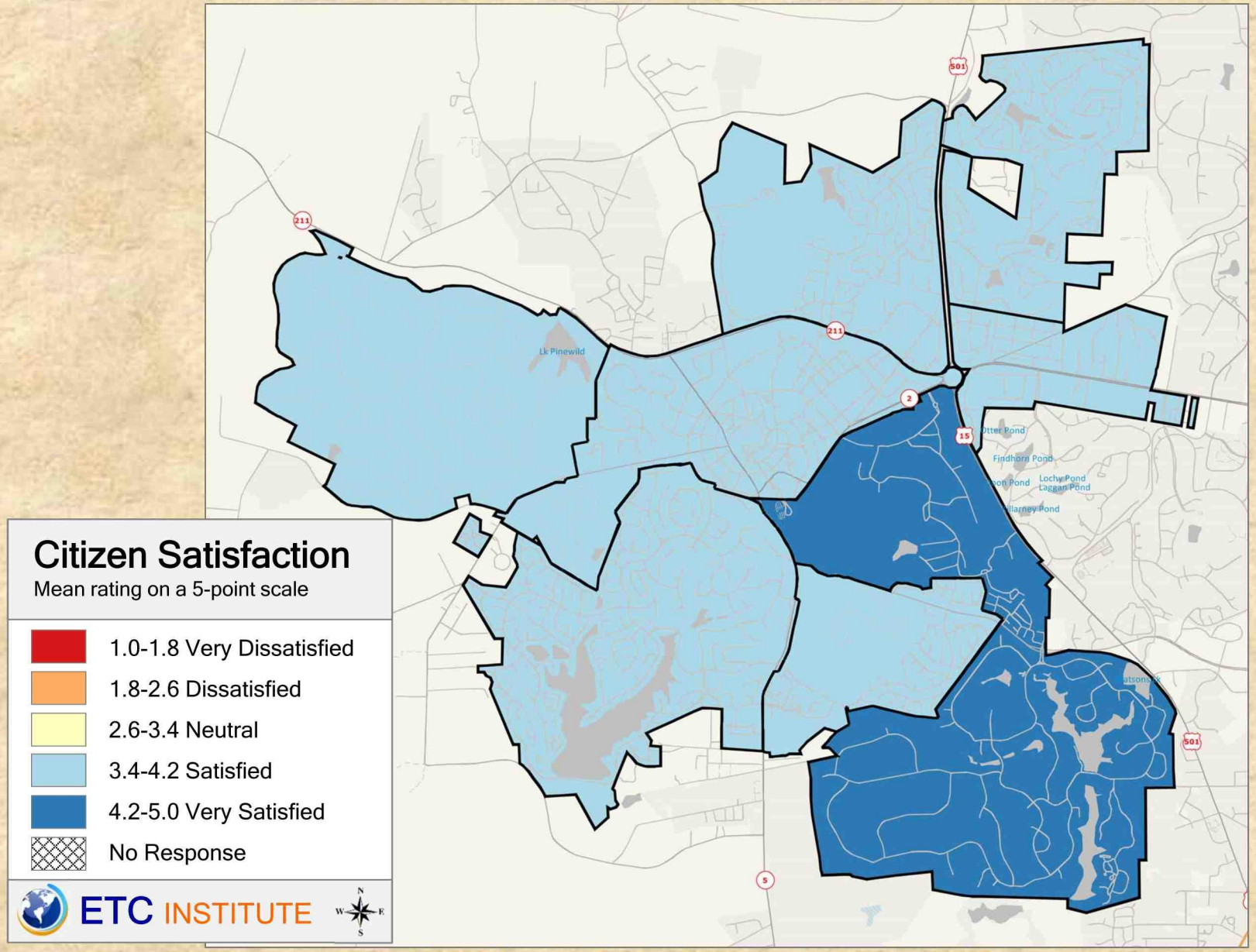
Q13-04 Level of satisfaction with: Enforcing sign regulations



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

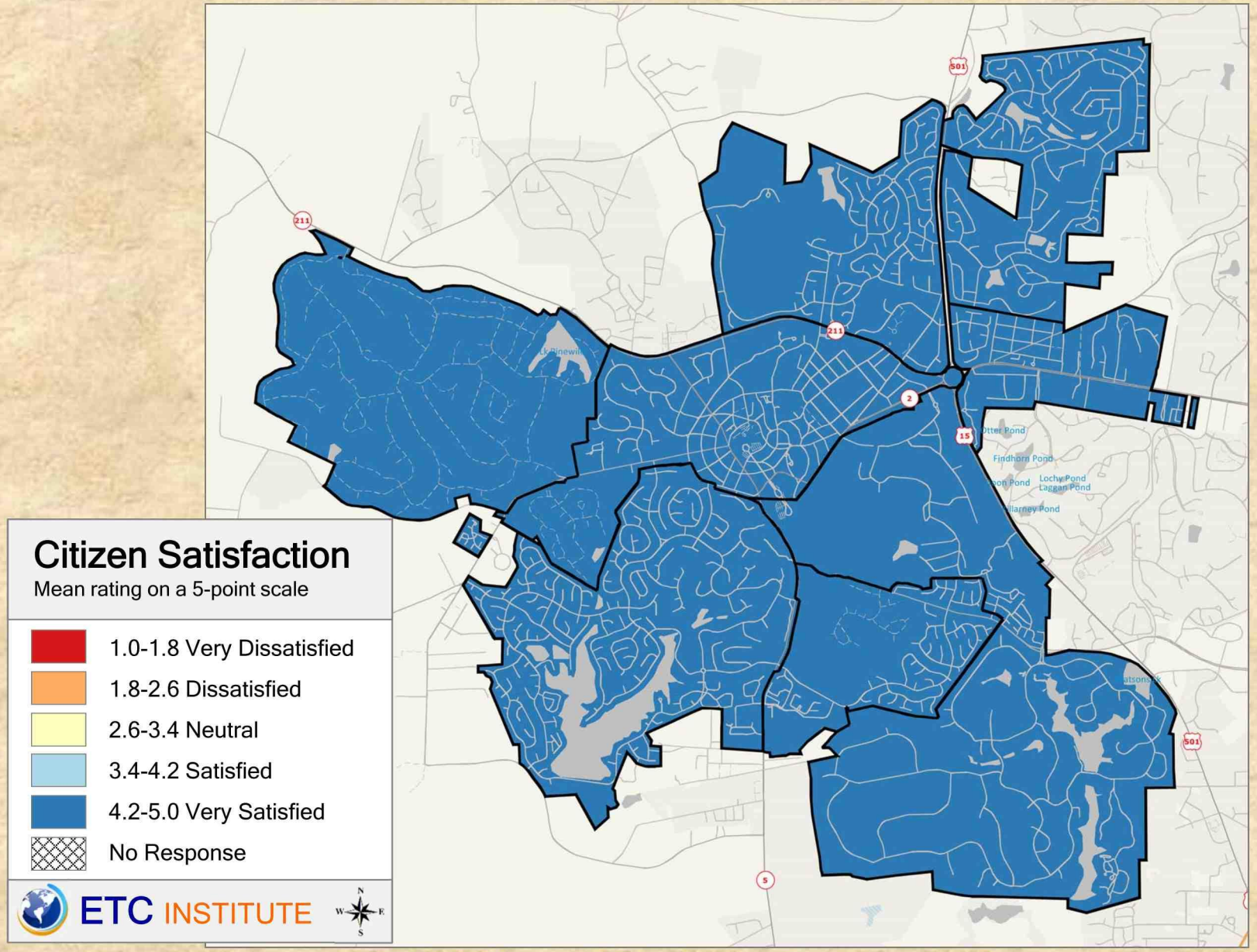
Q13-05 Level of satisfaction with: Enforcing solid waste cart regulations



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

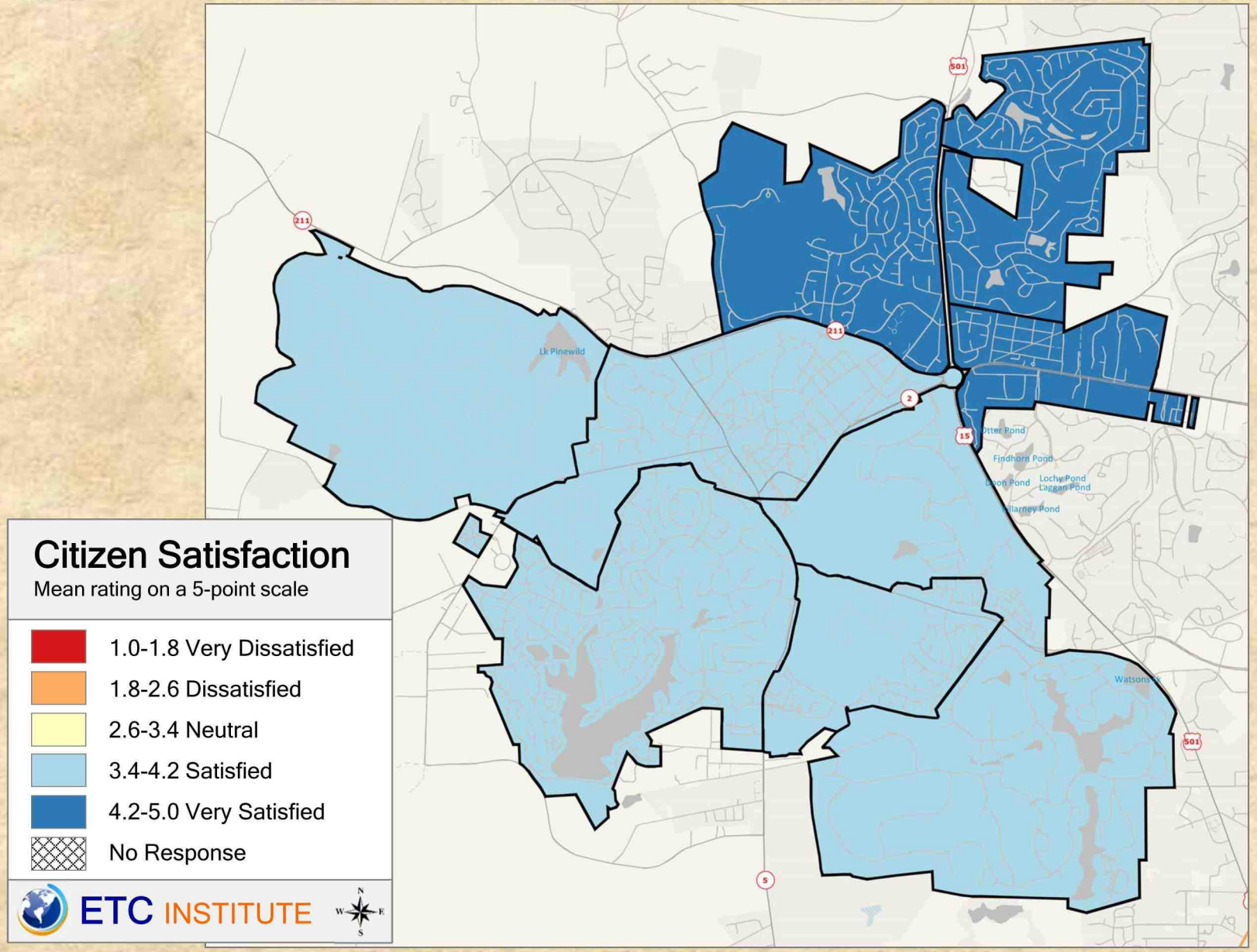
Q15-01 Level of satisfaction with: Residential trash collection services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

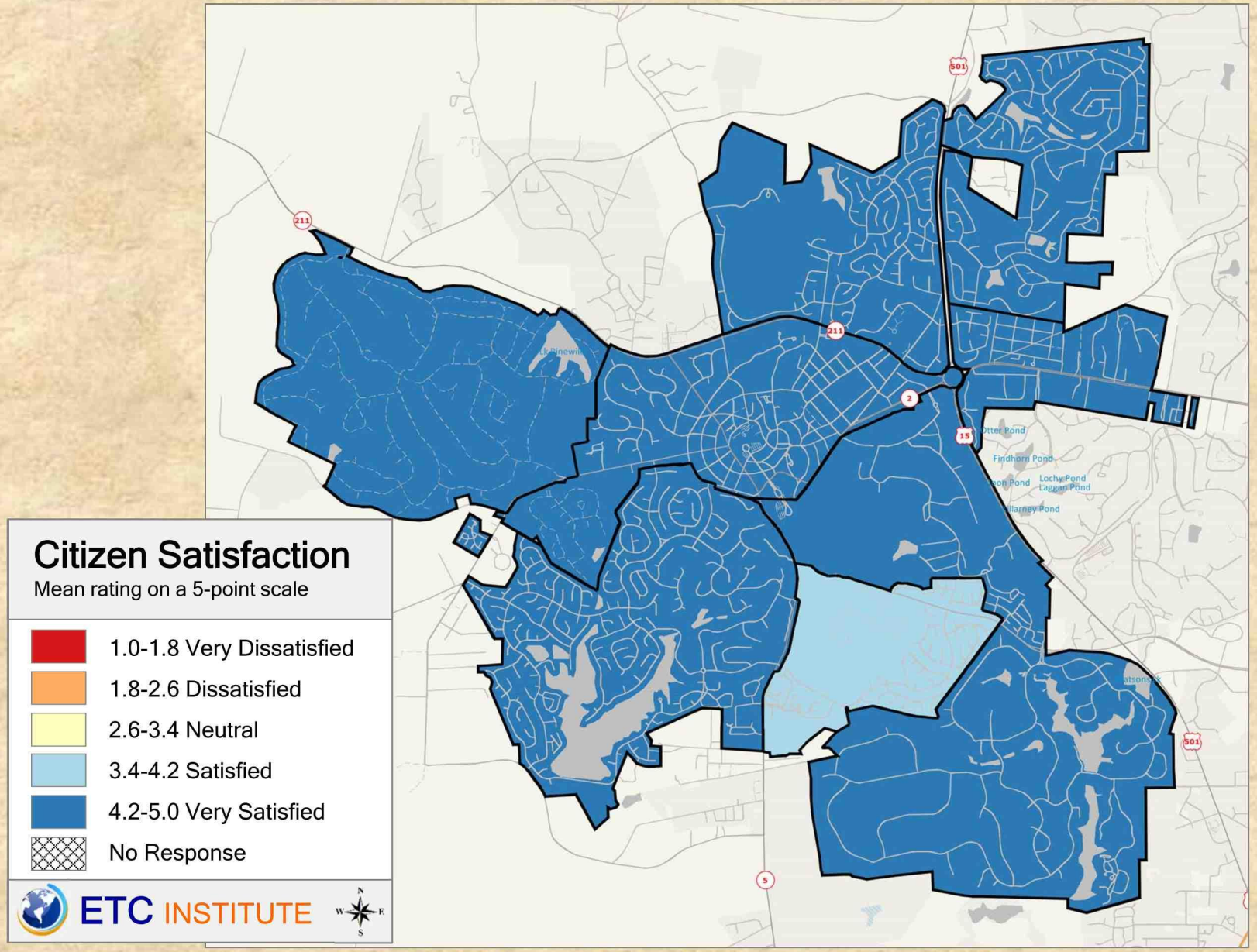
Q15-02 Level of satisfaction with: Curbside recycling services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

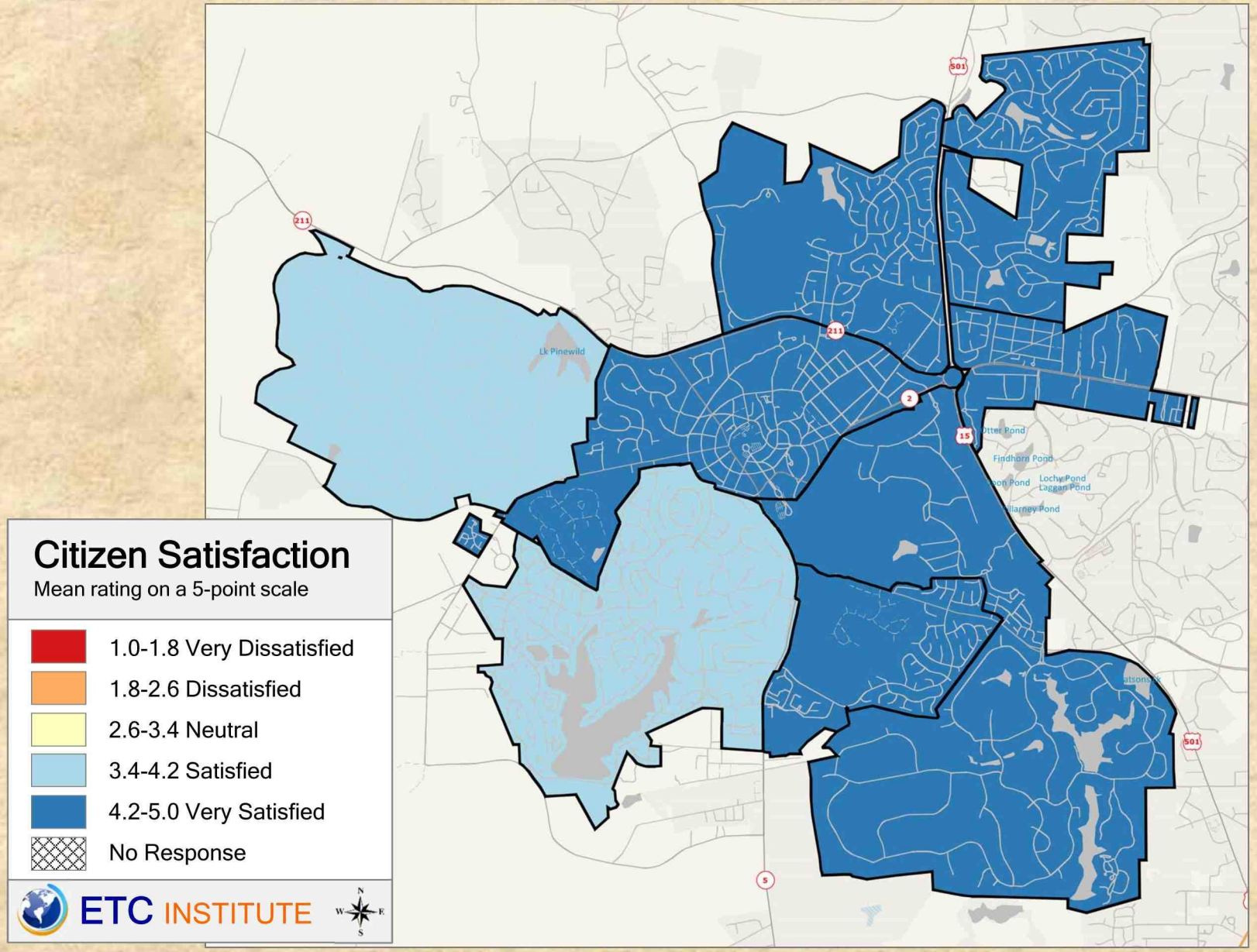
Q15-03 Level of satisfaction with: Yard waste collection services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

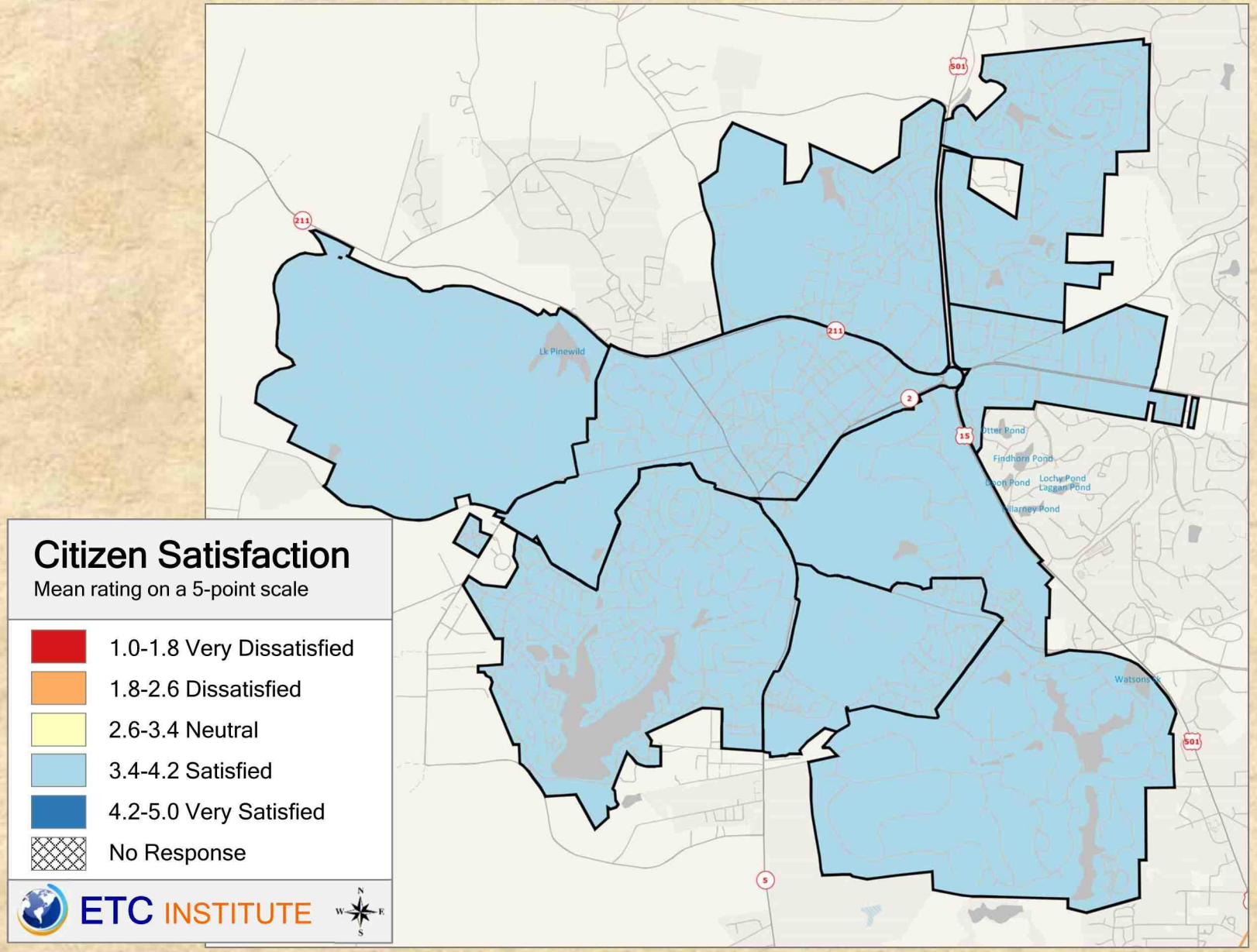
Q16-01 Level of satisfaction with: Maintenance of main Village street thoroughfares



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

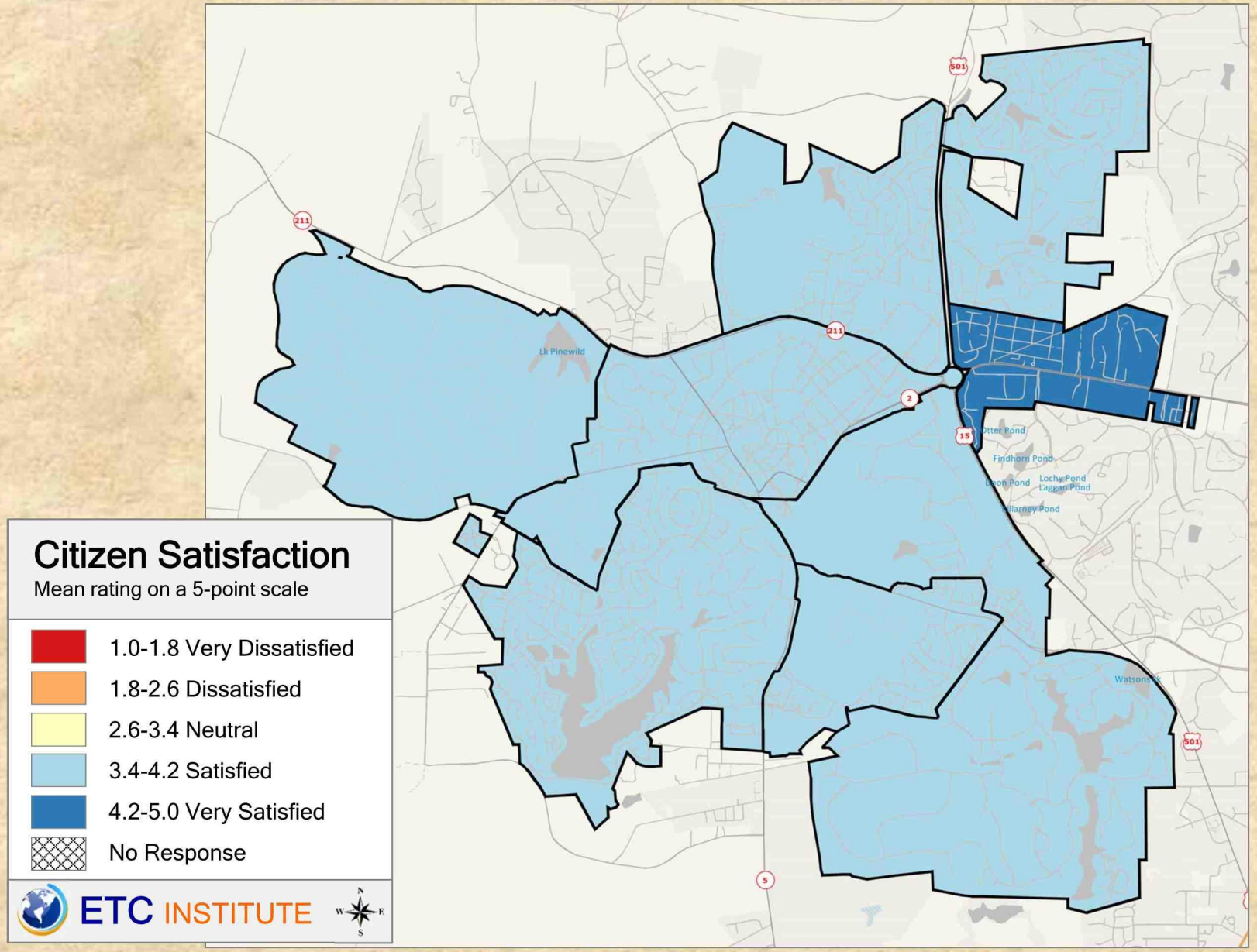
Q16-02 Level of satisfaction with: Maintenance of streets in your neighborhood



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

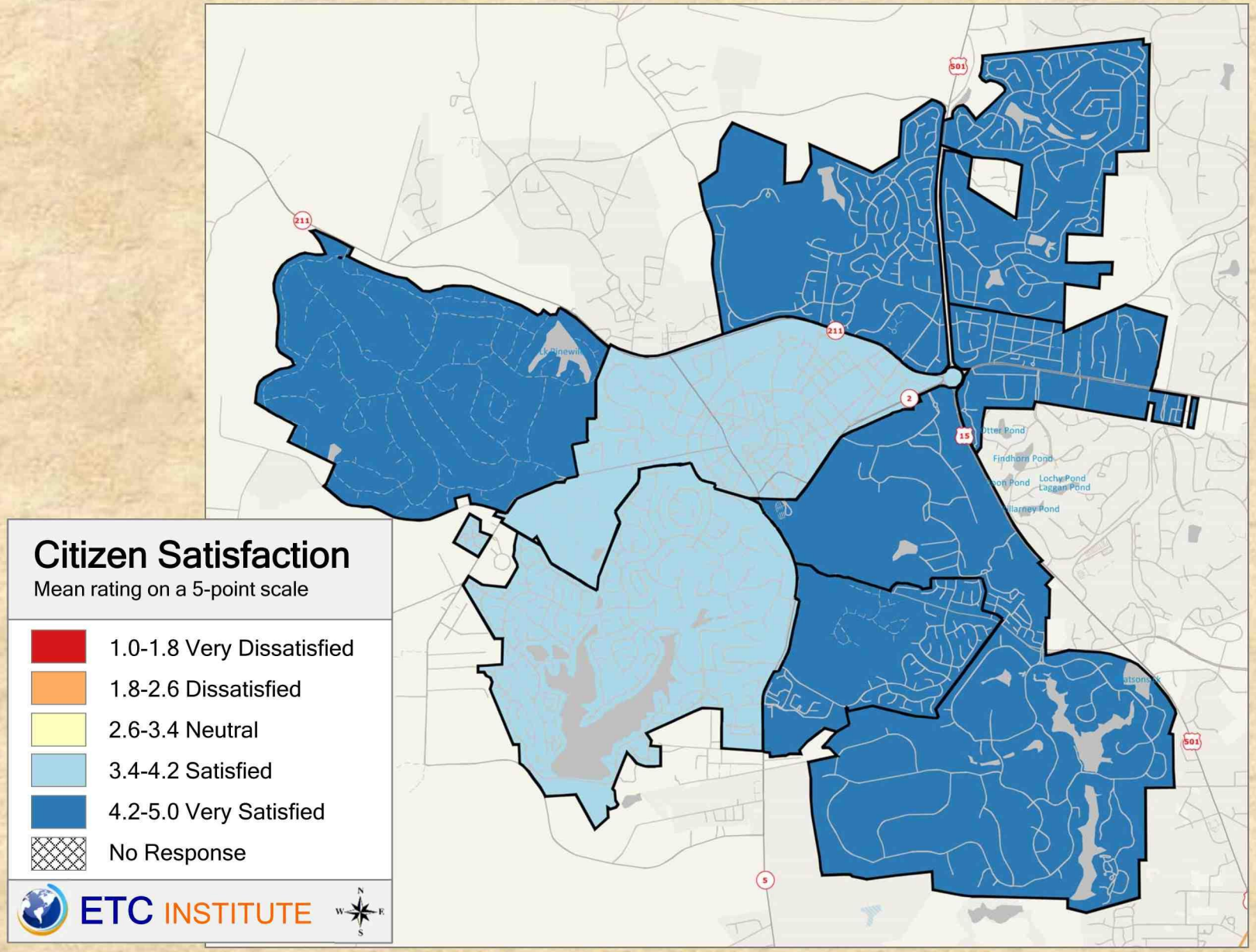
Q16-03 Level of satisfaction with: Maintenance of street signs/pavement markings



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

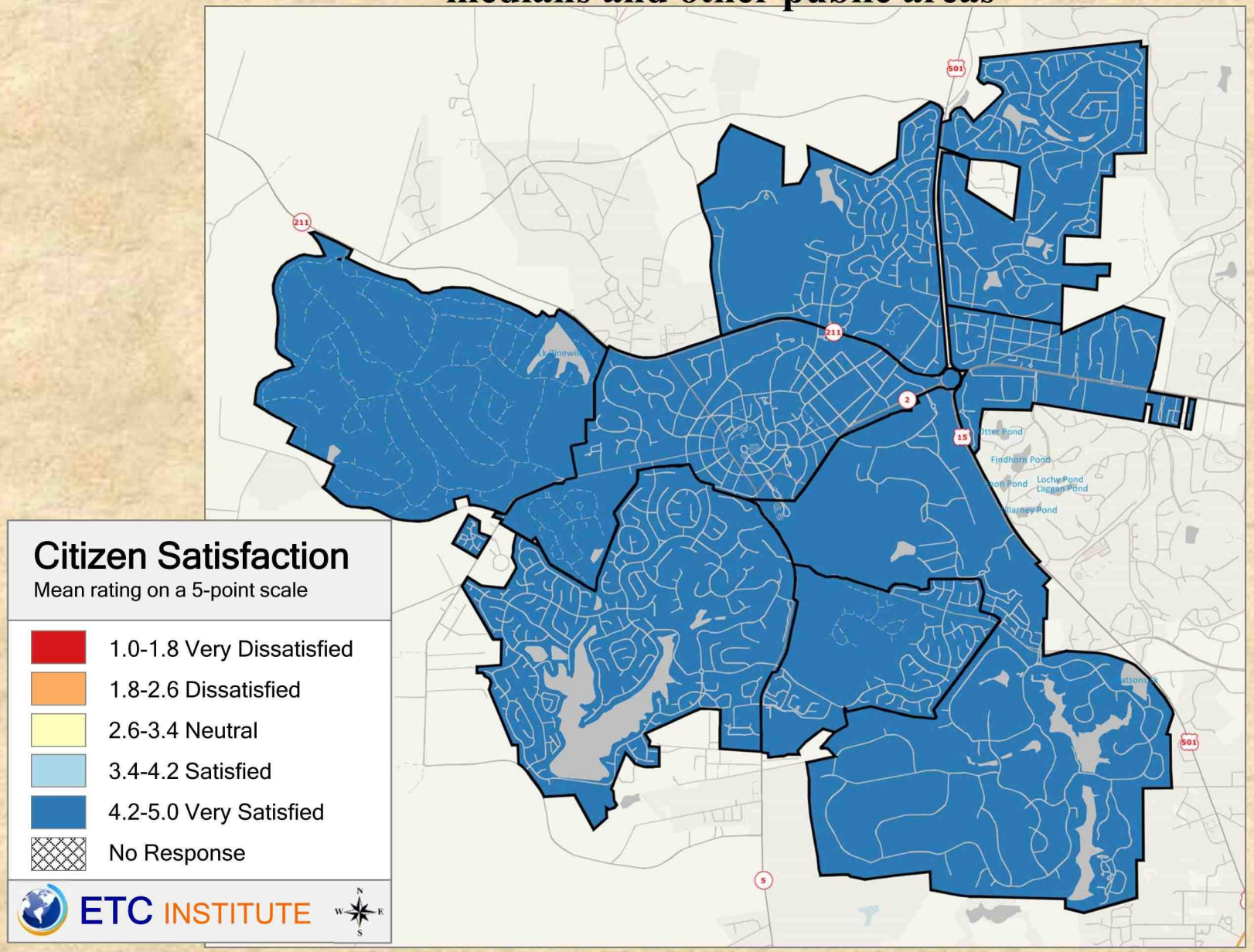
Q16-04 Level of satisfaction with: Maintenance/preservation of downtown



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

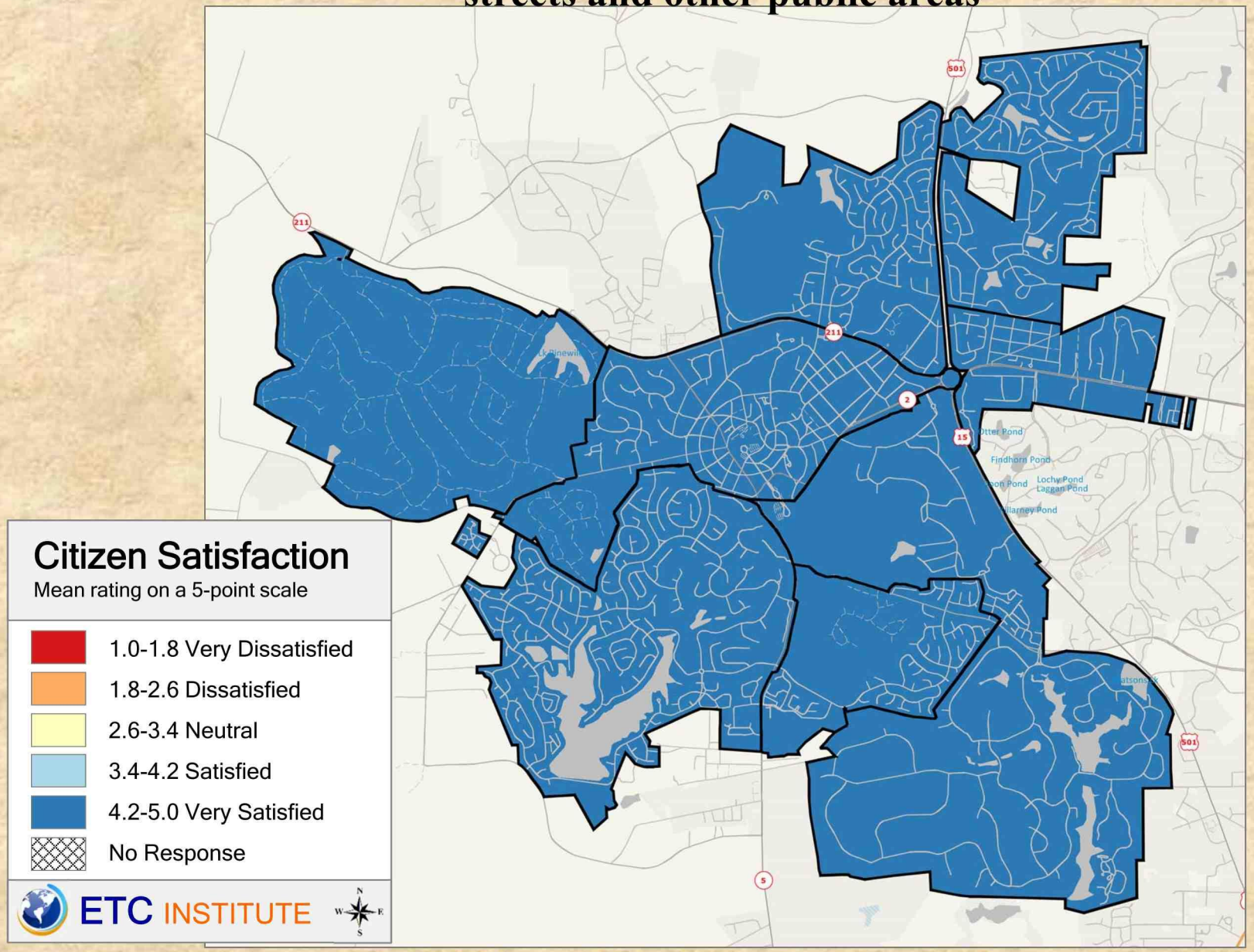
Q16-05 Level of satisfaction with: Quality of landscaping in medians and other public areas



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

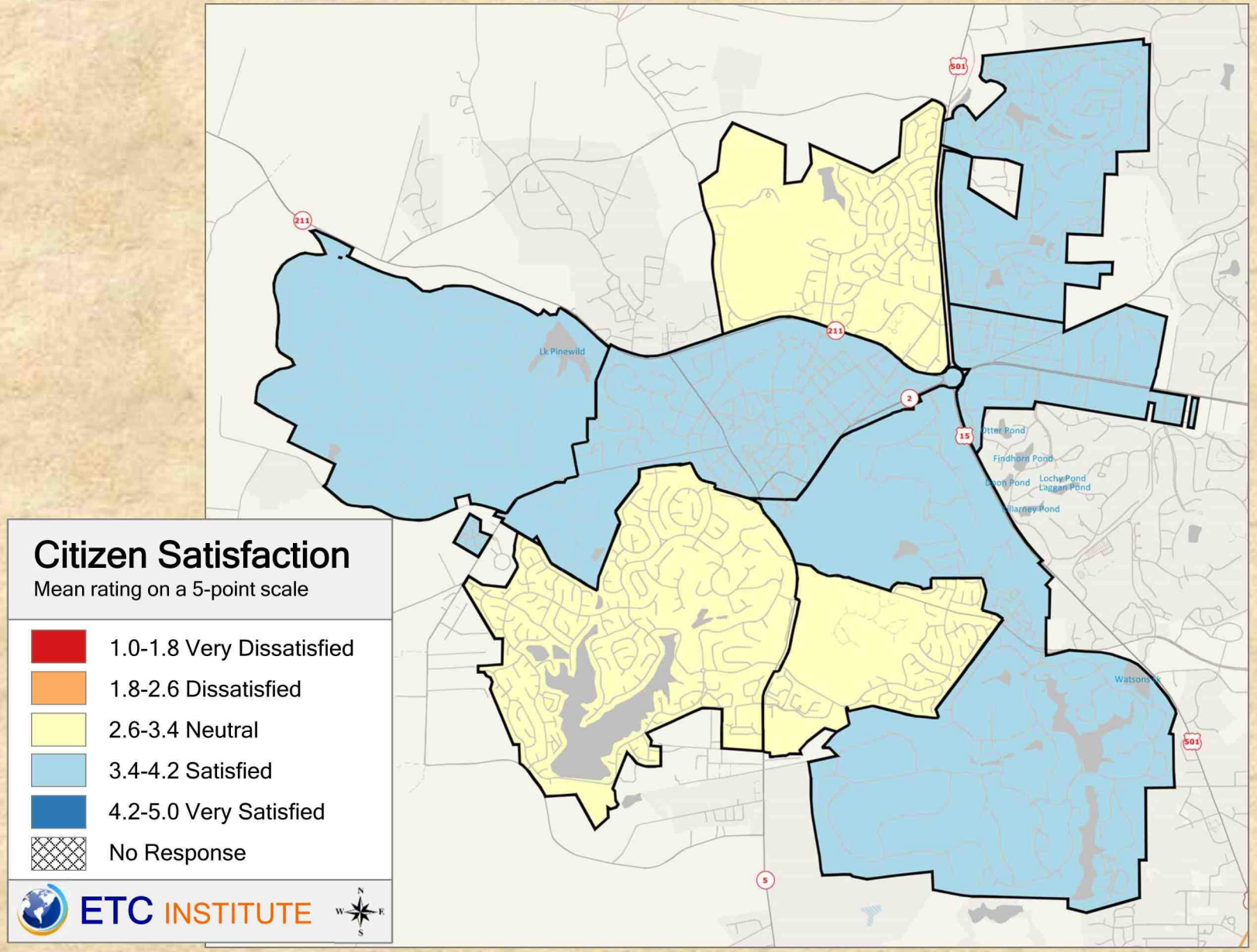
Q16-06 Level of satisfaction with: Overall cleanliness of streets and other public areas



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

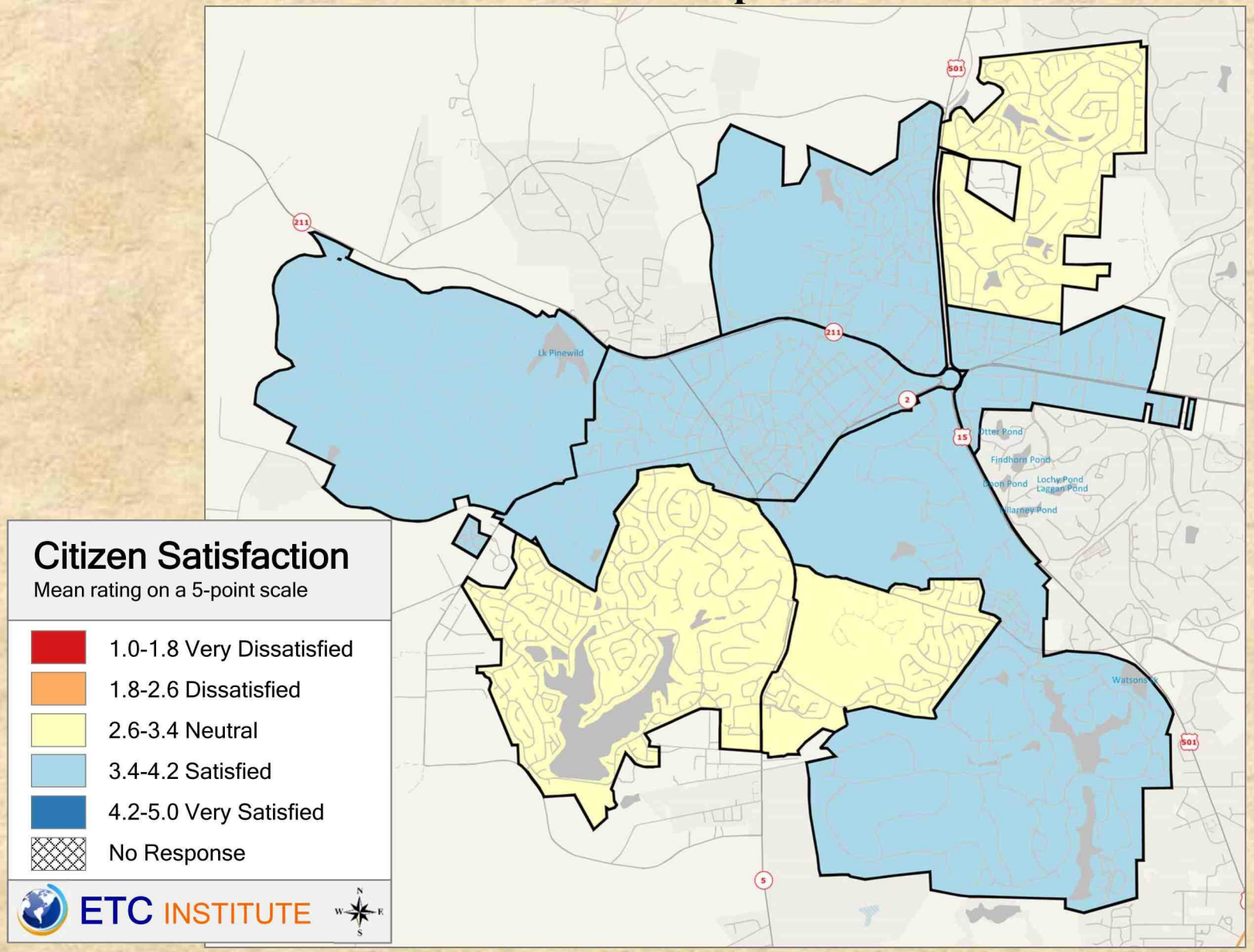
Q16-07 Level of satisfaction with: Adequacy of street lighting



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

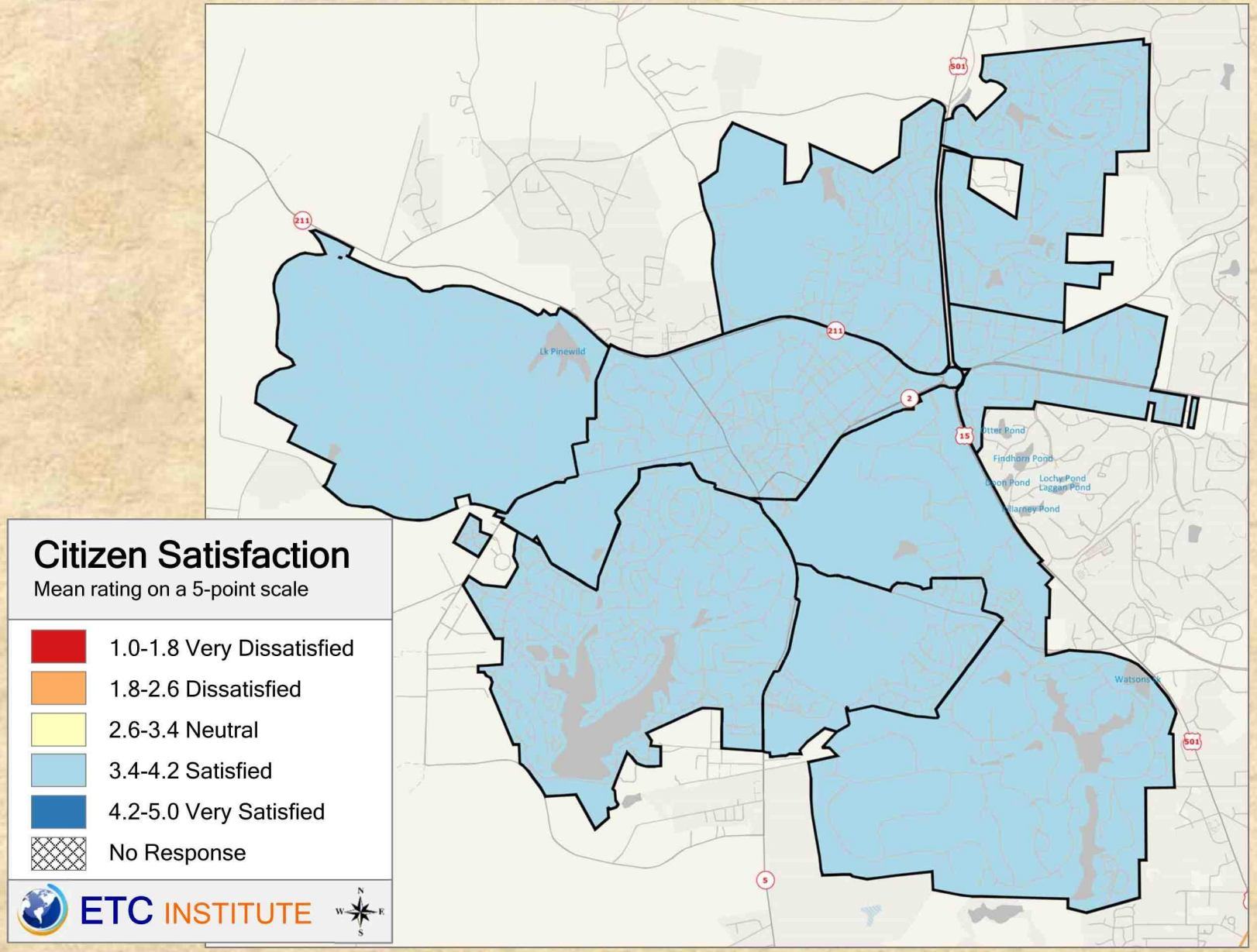
Q16-08 Level of satisfaction with: Availability of sidewalks and other pedestrian facilities



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

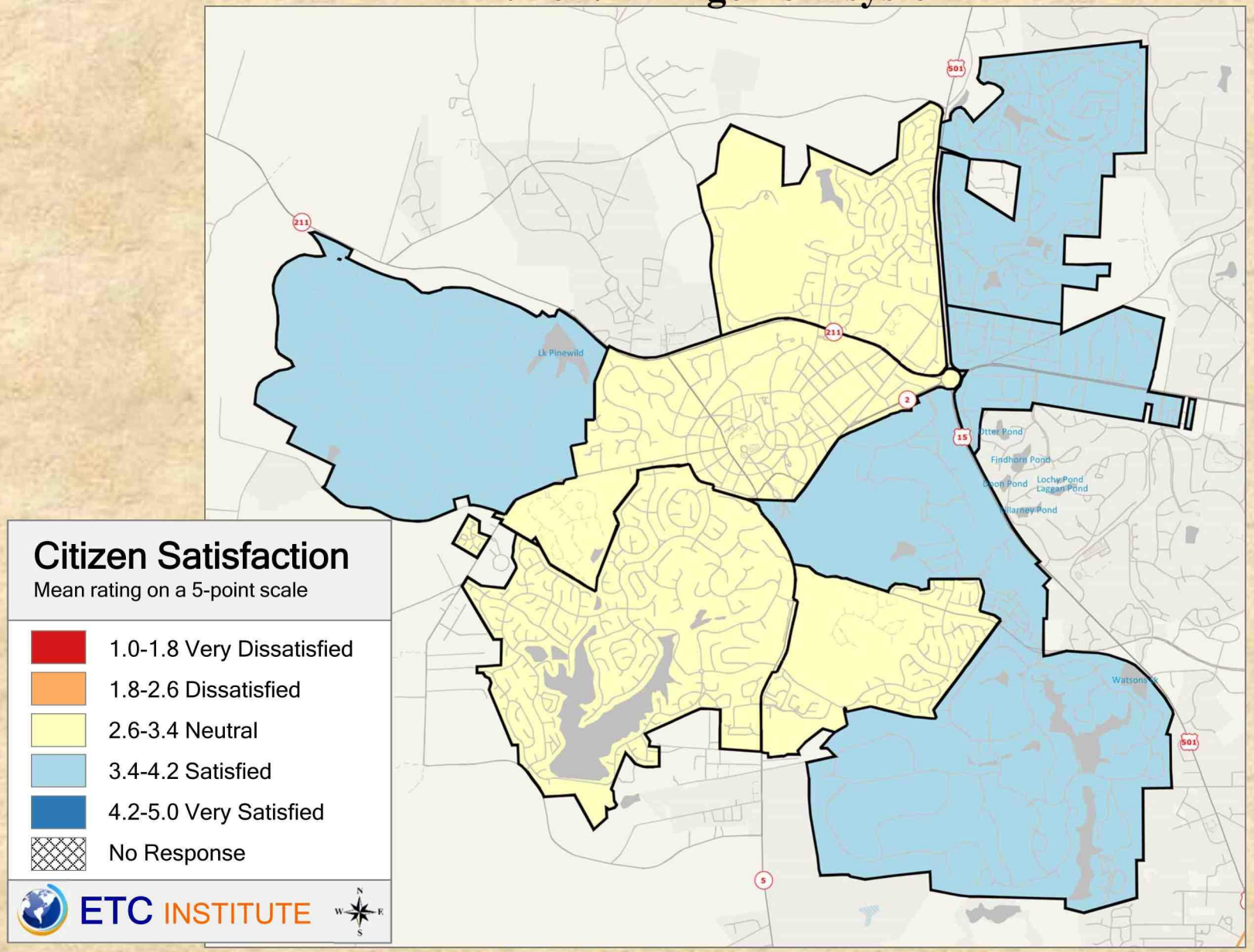
Q16-09 Level of satisfaction with: Condition of existing sidewalks



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

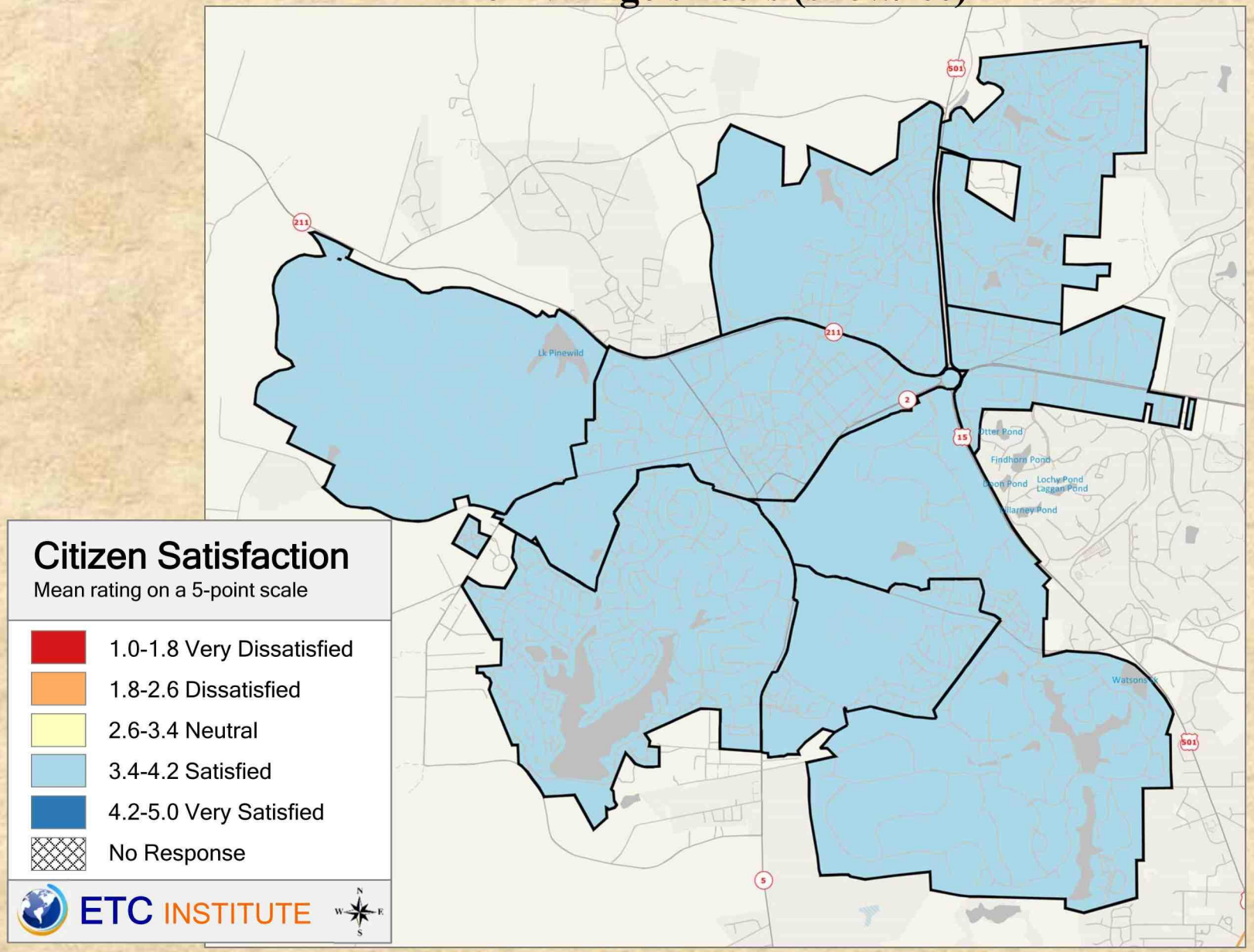
Q16-10 Level of satisfaction with: Quality of the stormwater runoff/management system



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

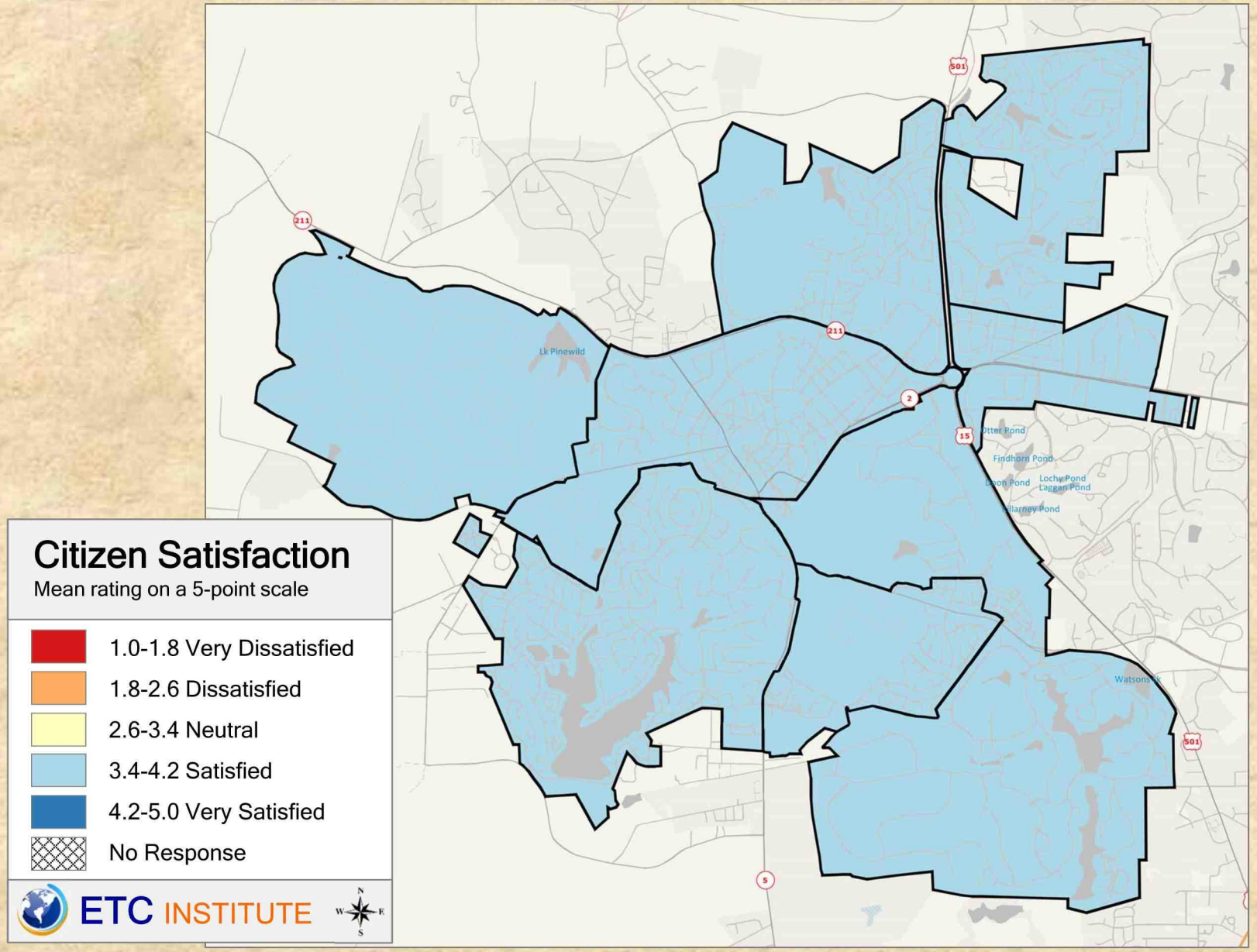
Q16-11 Level of satisfaction with: Winter weather response on Village streets (snow/ice)



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

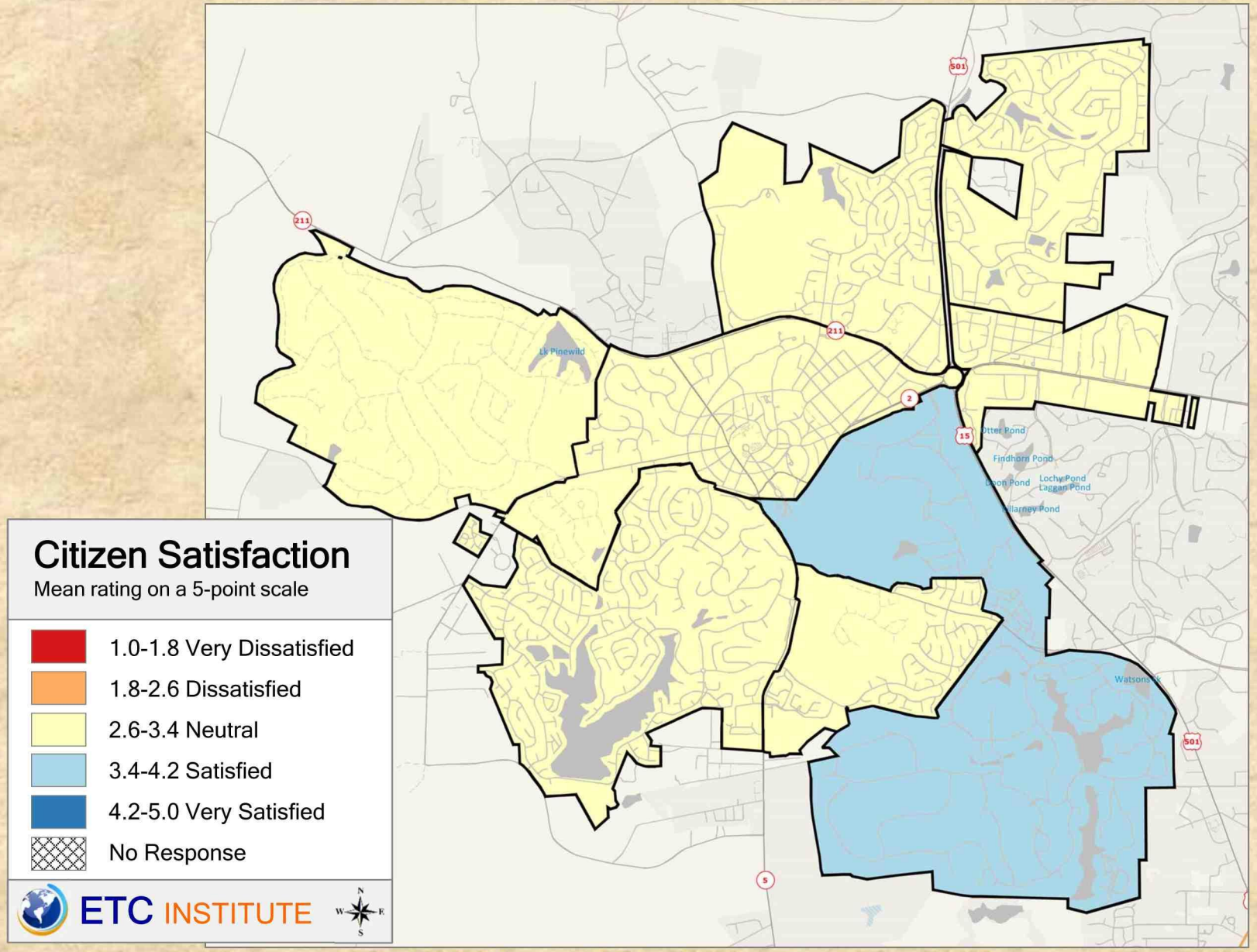
Q16-12 Level of satisfaction with: Ease of travel on highway



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

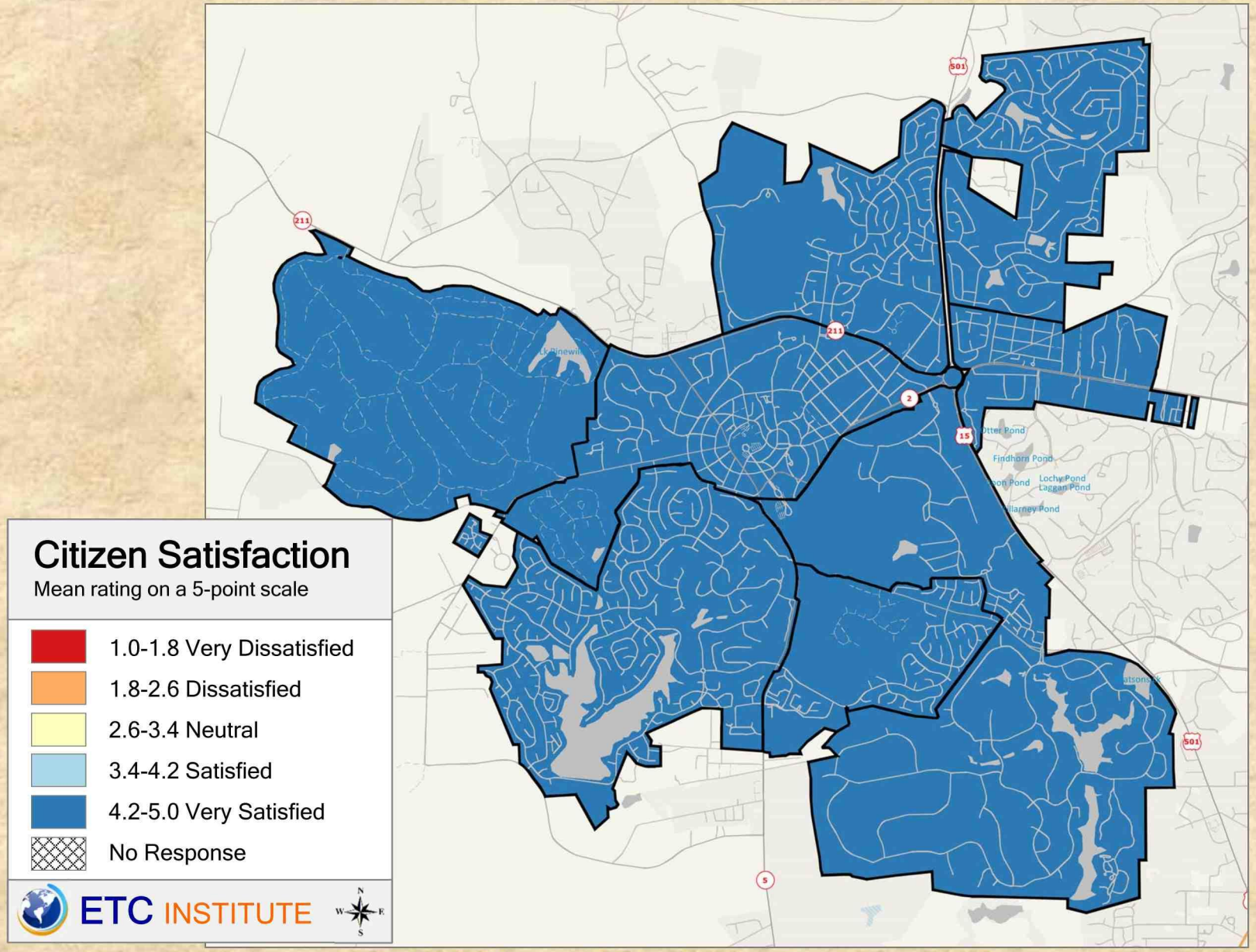
Q16-13 Level of satisfaction with: Ease of travel through the large traffic circle



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

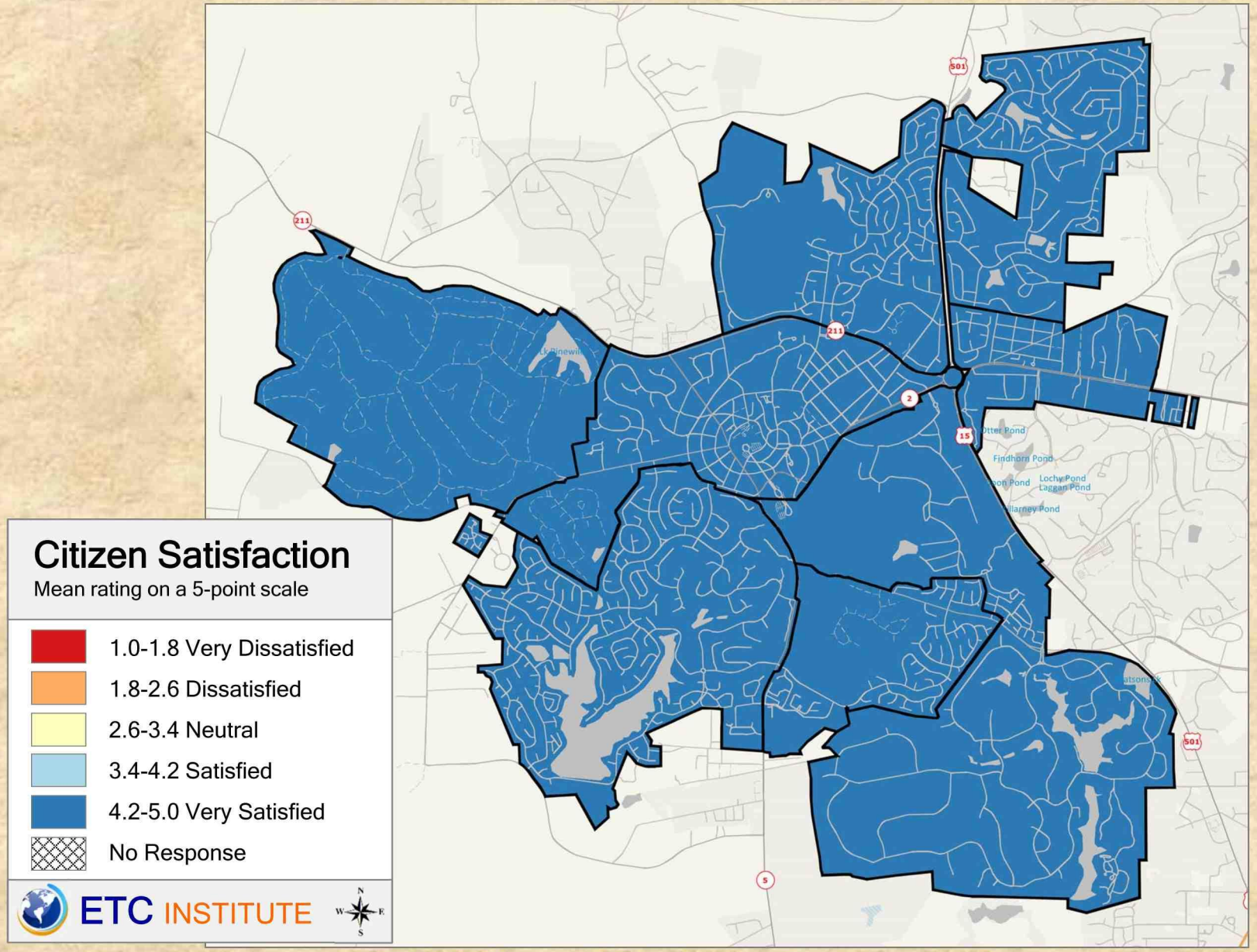
Q18b-01 Level of satisfaction with: Fire services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

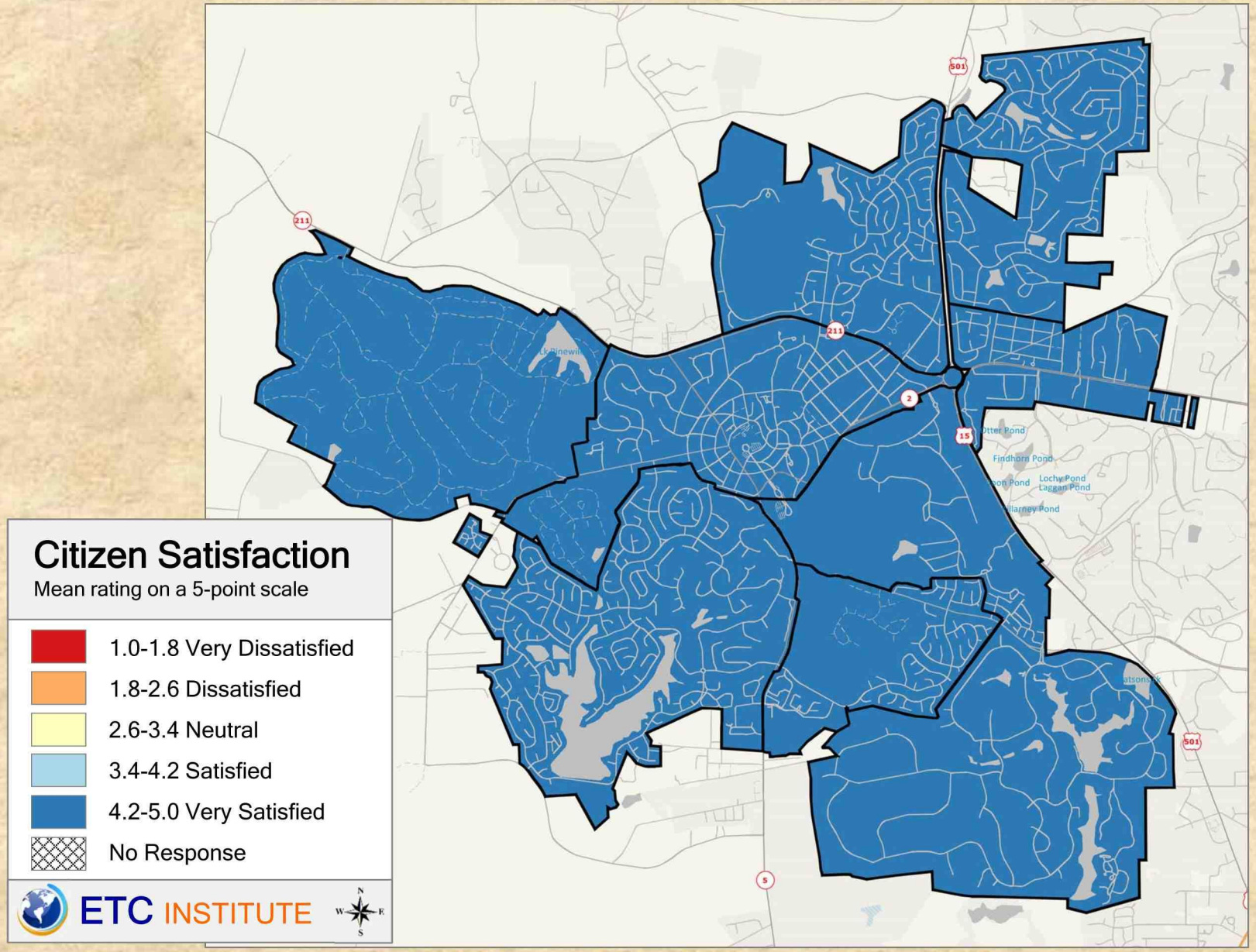
Q18b-02 Level of satisfaction with: Police services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

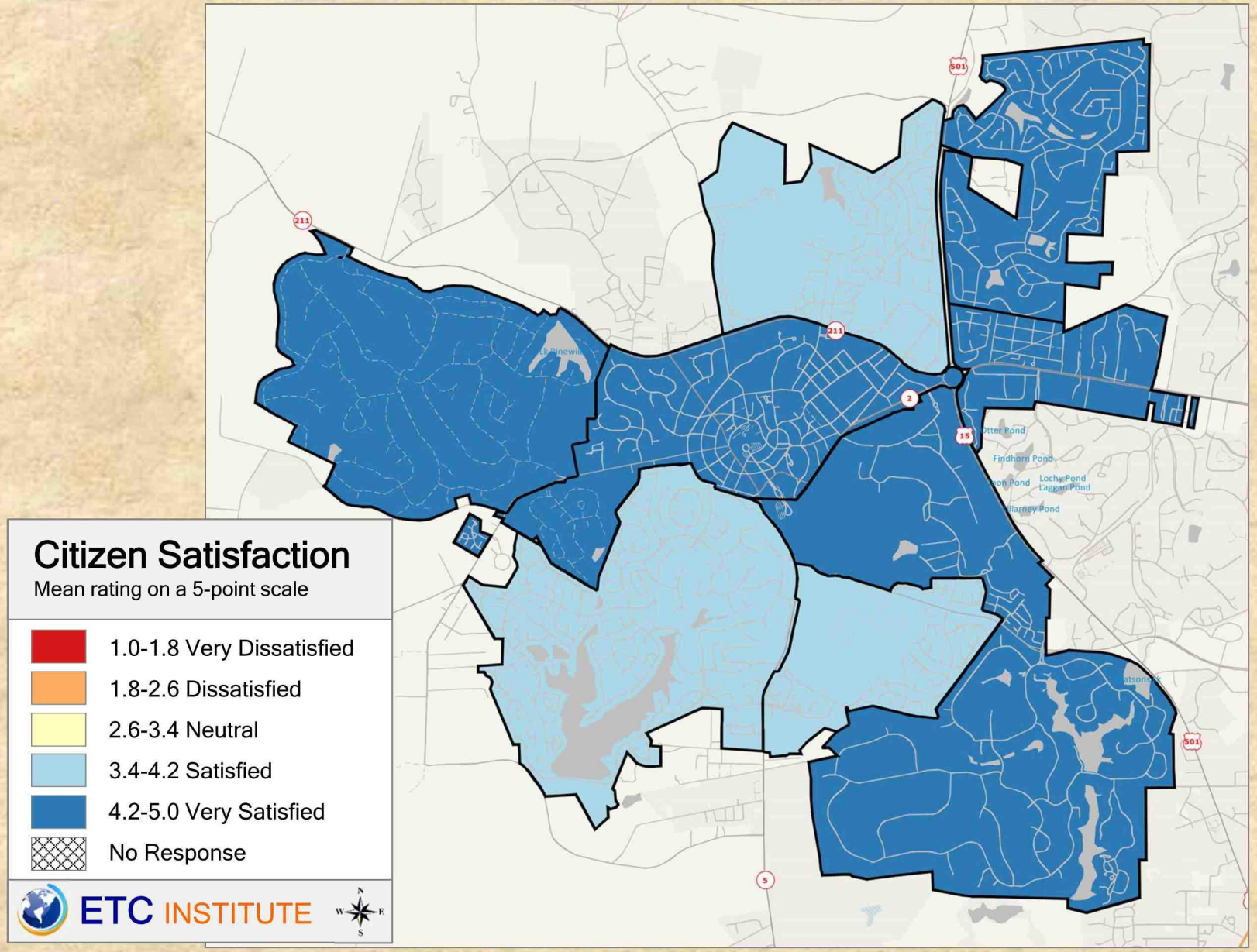
Q18b-03 Level of satisfaction with: Village Hall reception desk



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

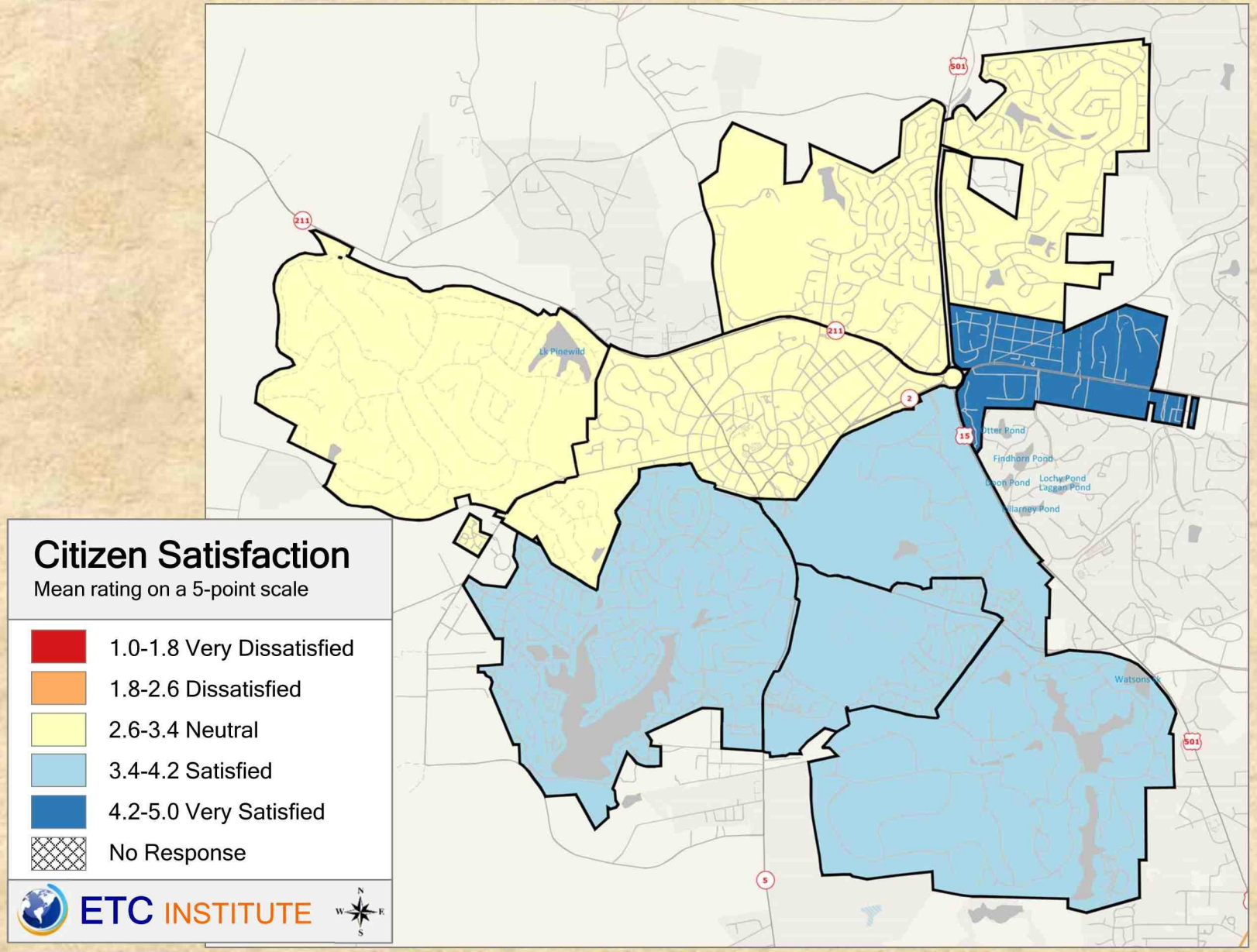
Q18b-04 Level of satisfaction with: The MYVOP service request system



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

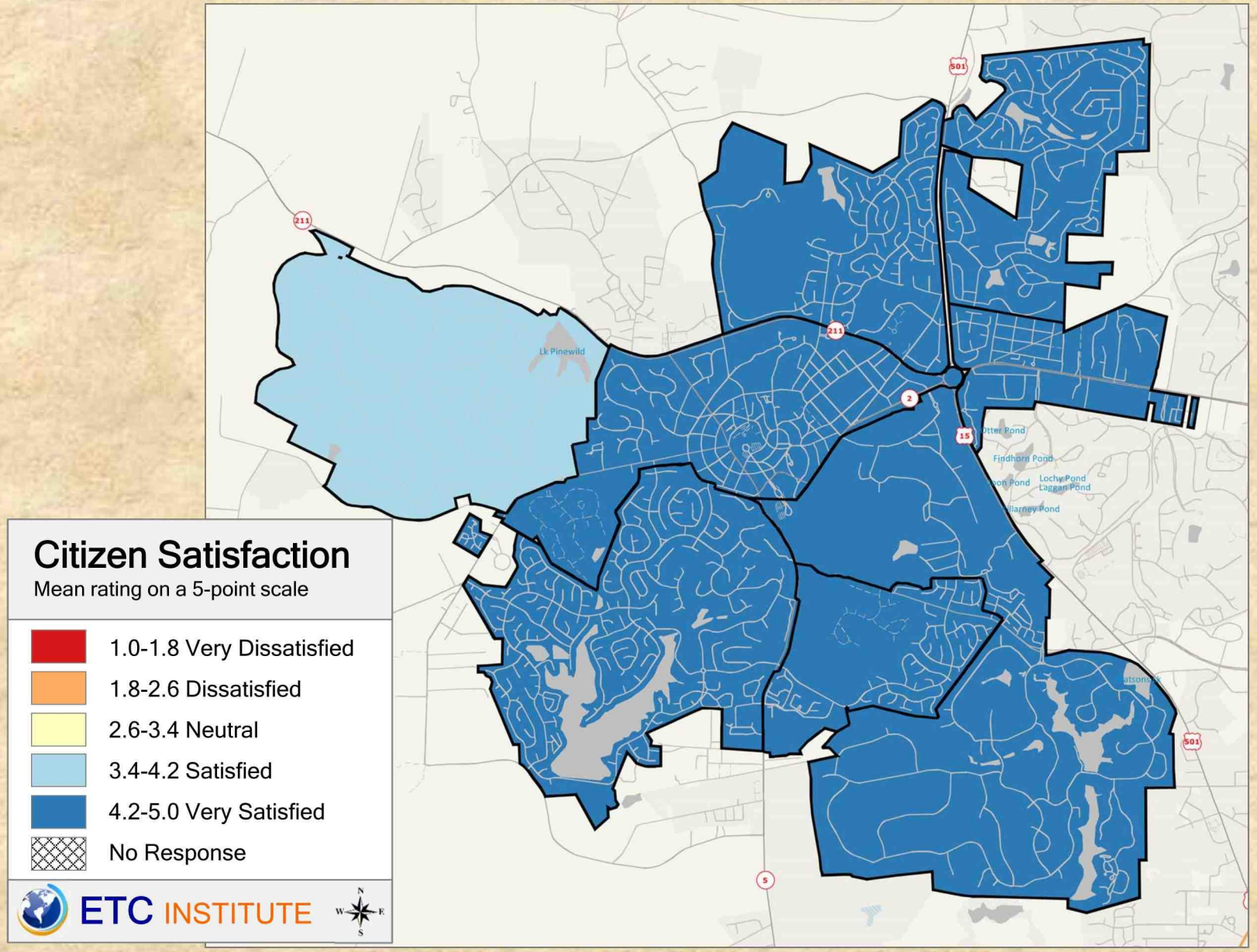
Q18b-05 Level of satisfaction with: Code enforcement



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

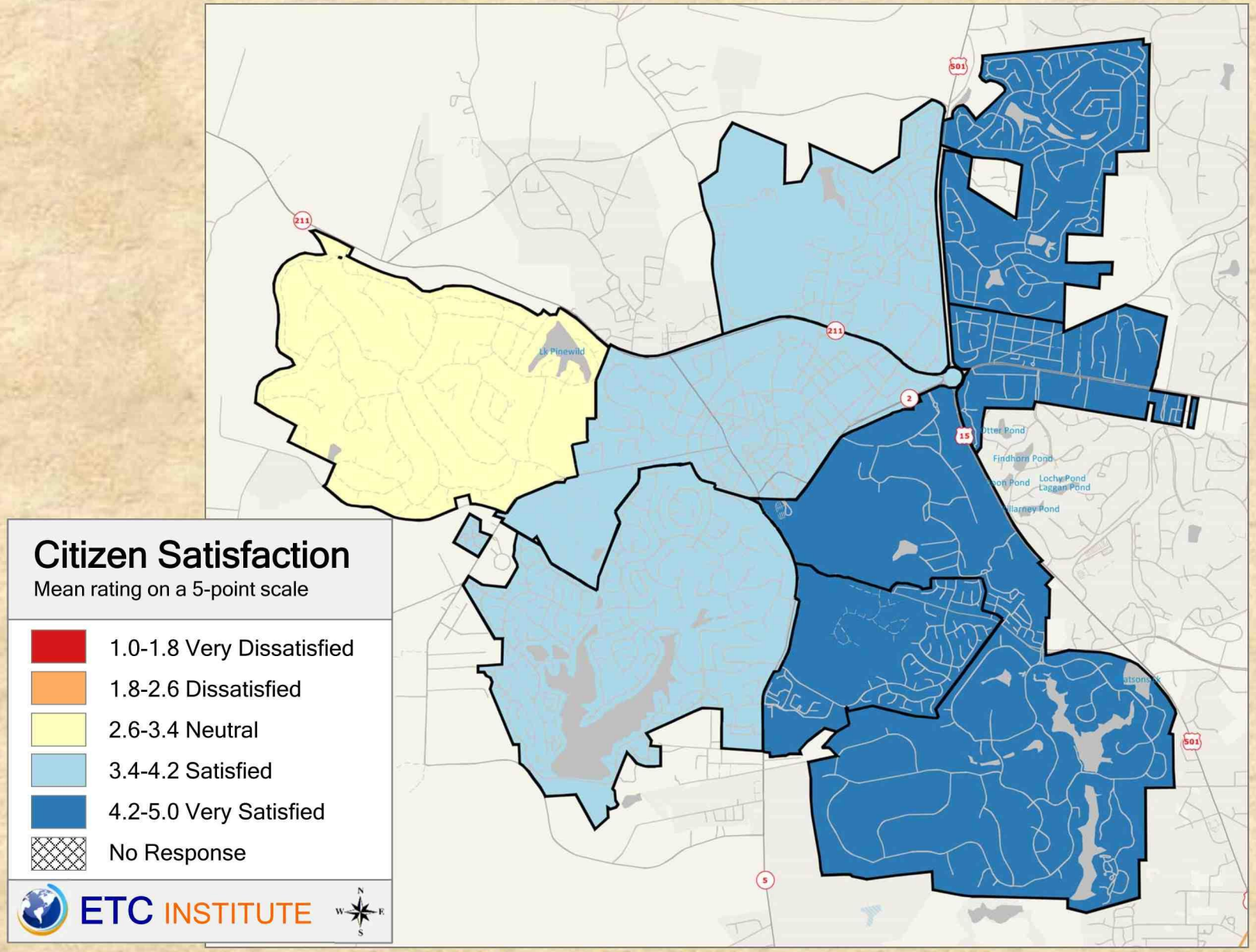
Q18b-06 Level of satisfaction with: Recreation program registration



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

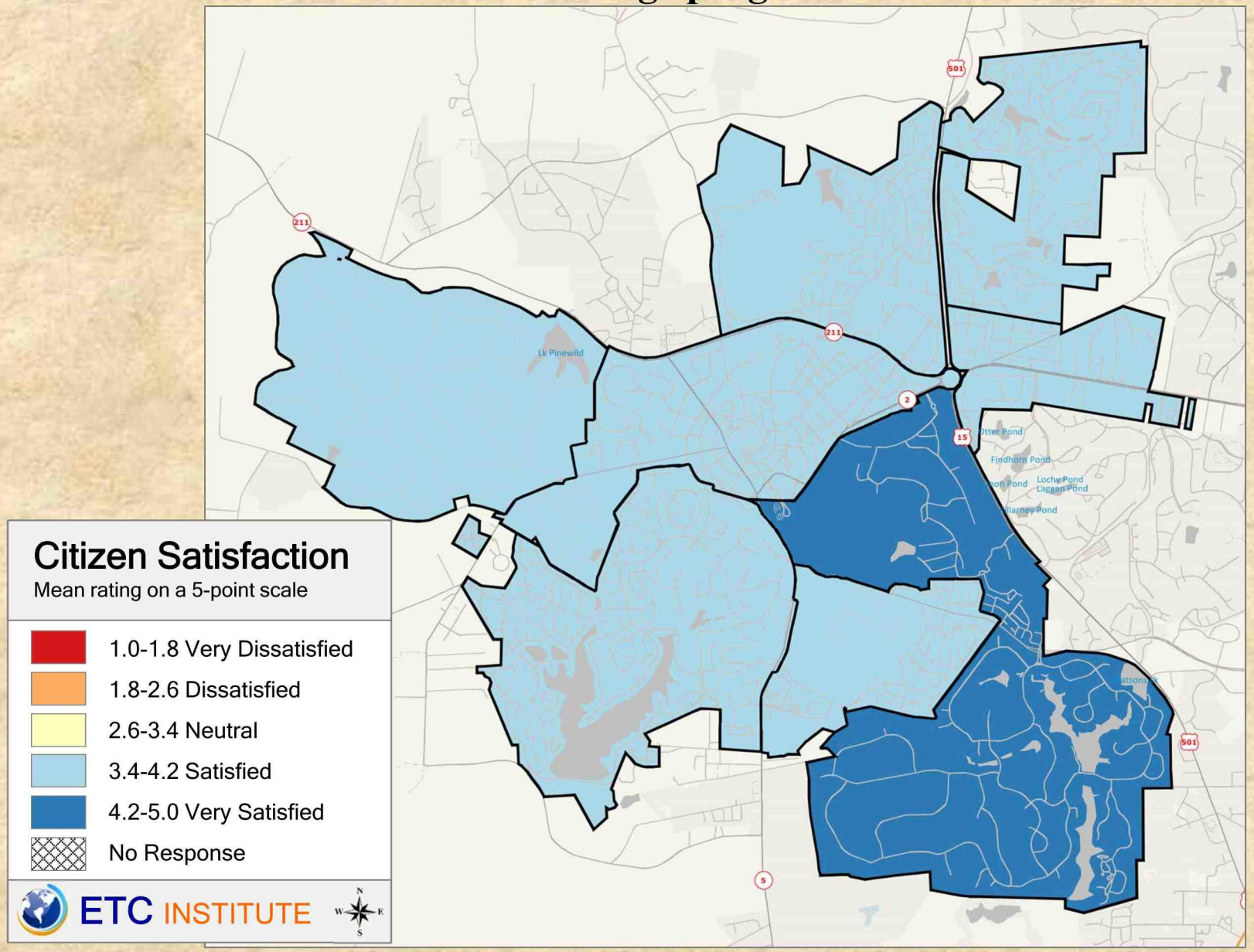
Q18b-07 Level of satisfaction with: Planning and inspections services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

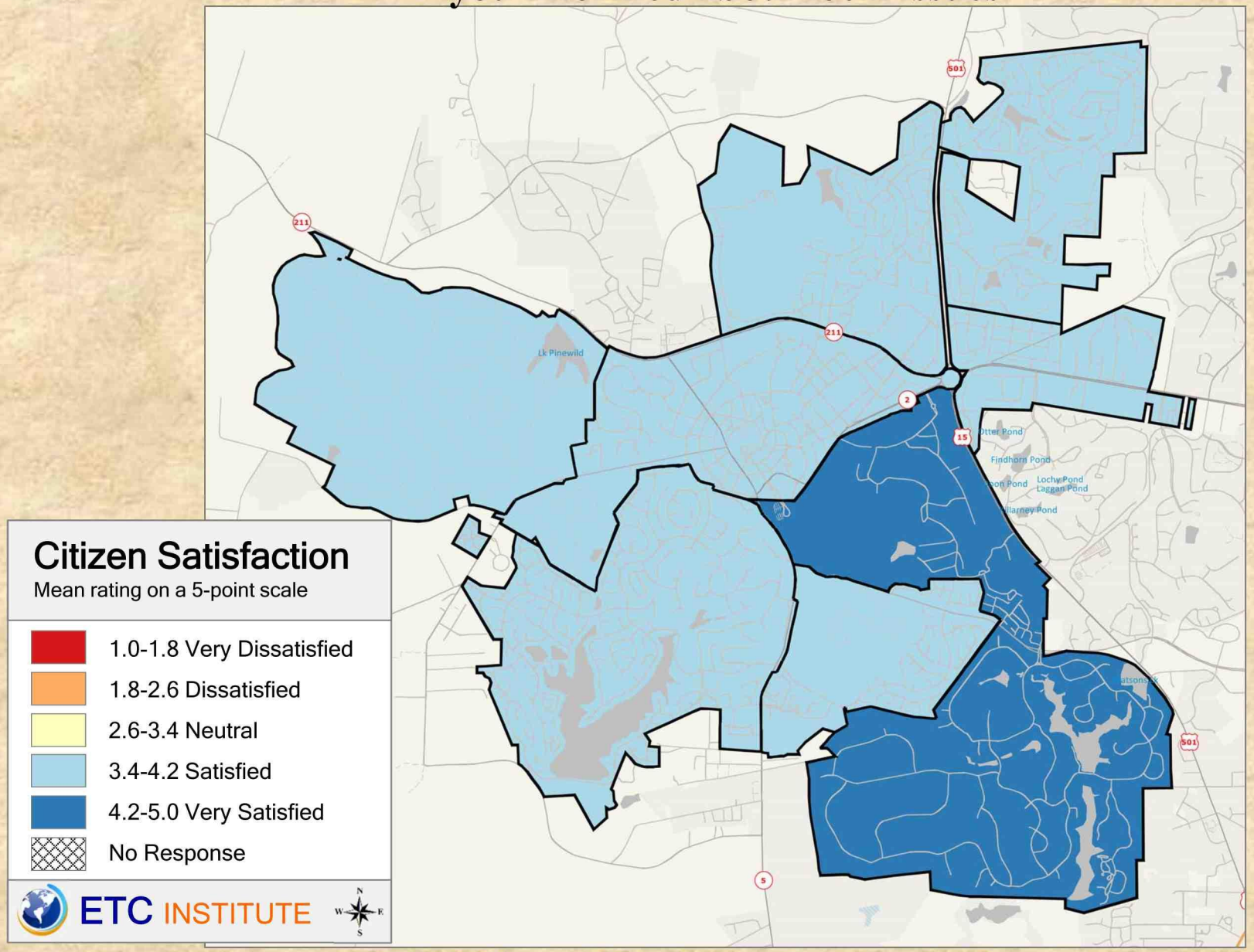
Q19-01 Level of satisfaction with: Quality of information about Village programs/services



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

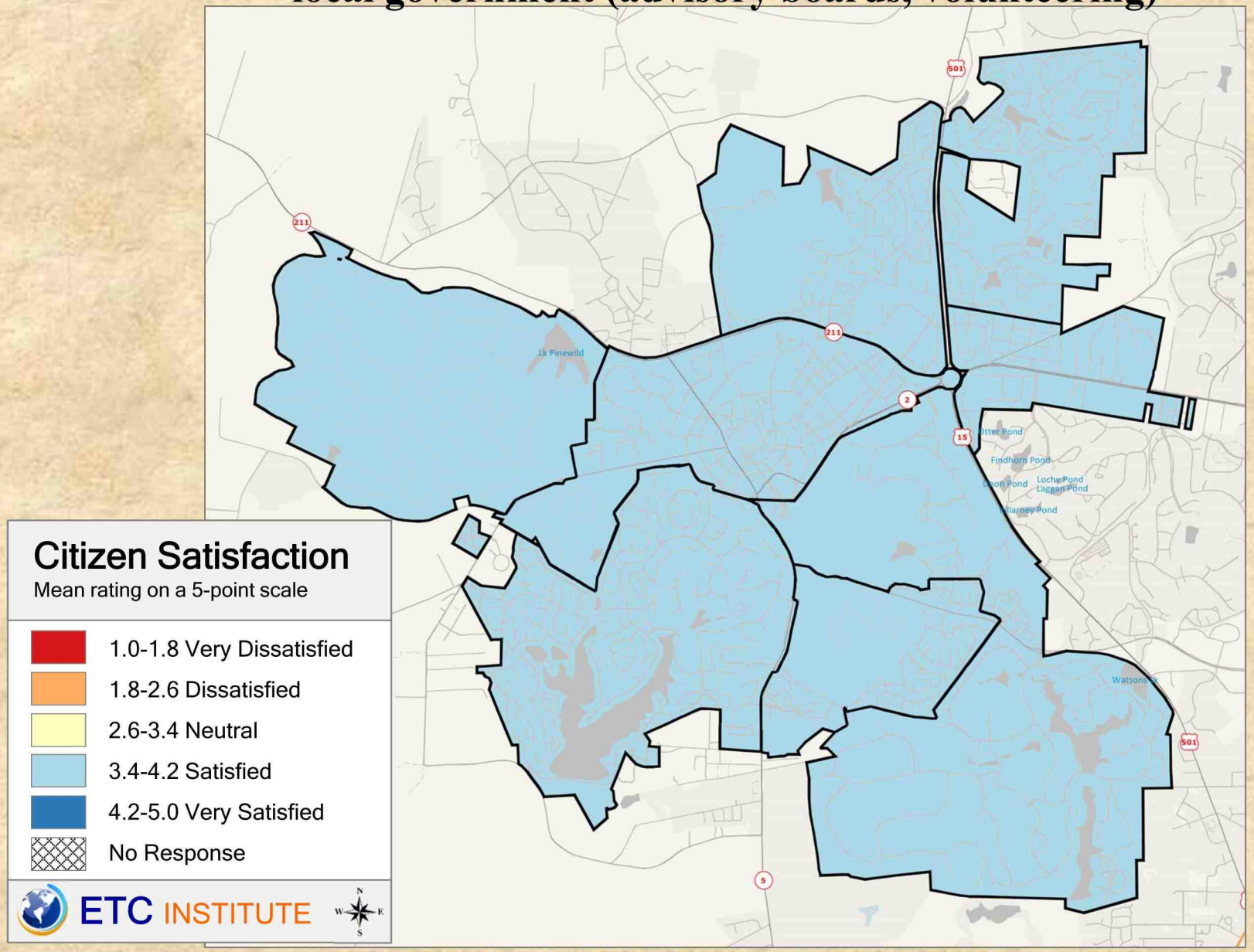
Q19-02 Level of satisfaction with: Village efforts to keep you informed about local issues



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

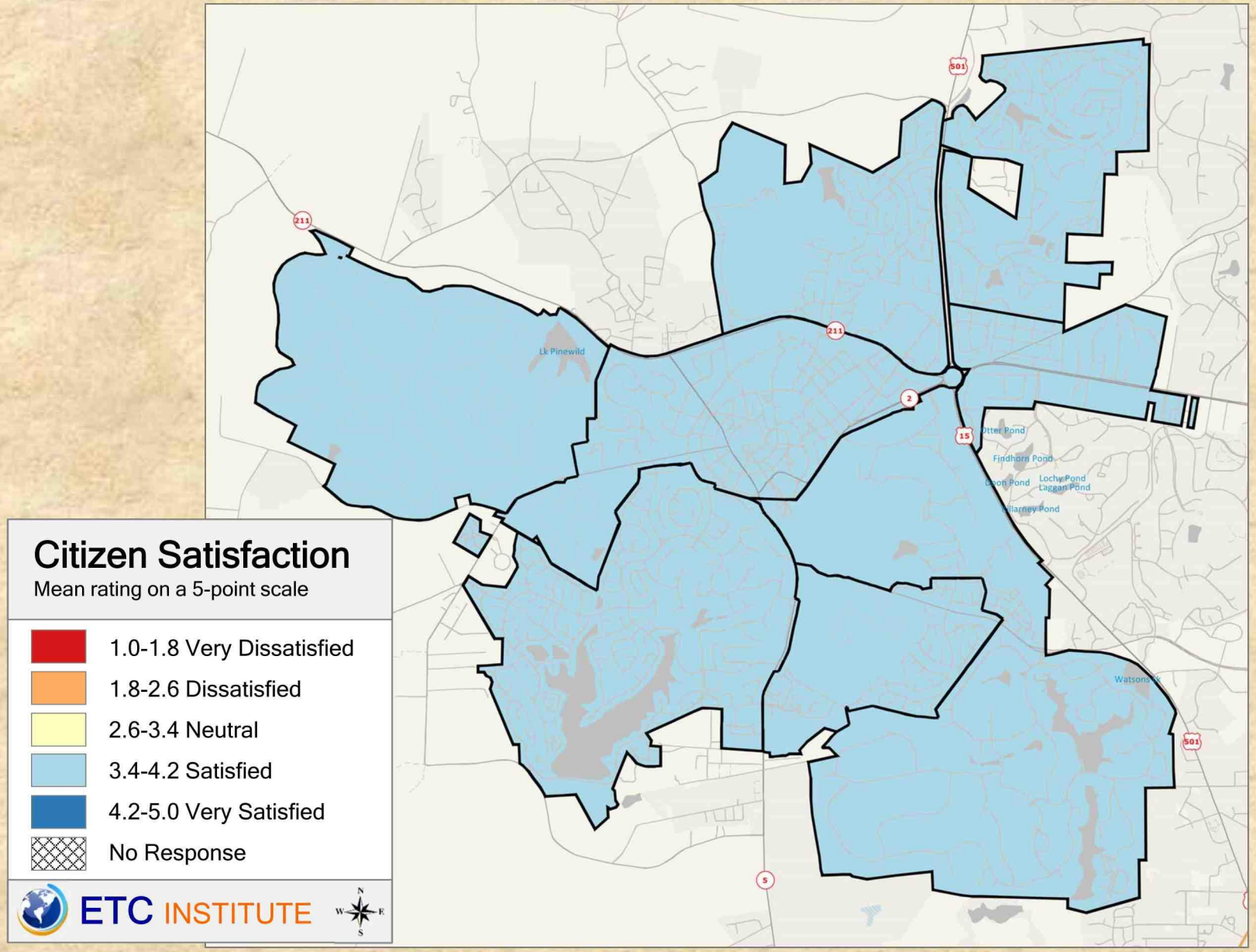
Q19-03 Level of satisfaction with: Opportunities to participate in local government (advisory boards, volunteering)



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

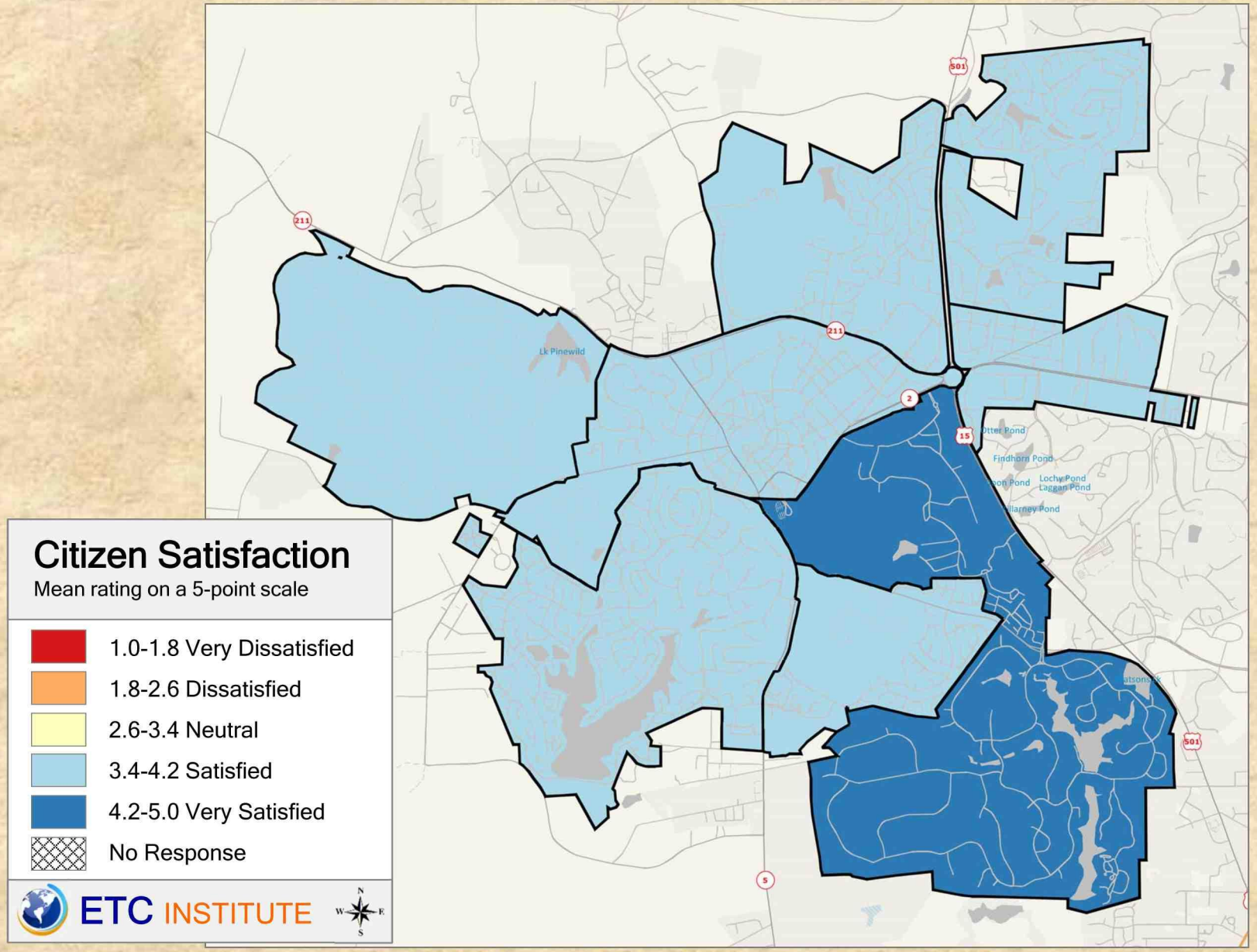
Q19-04 Level of satisfaction with: Village social media



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

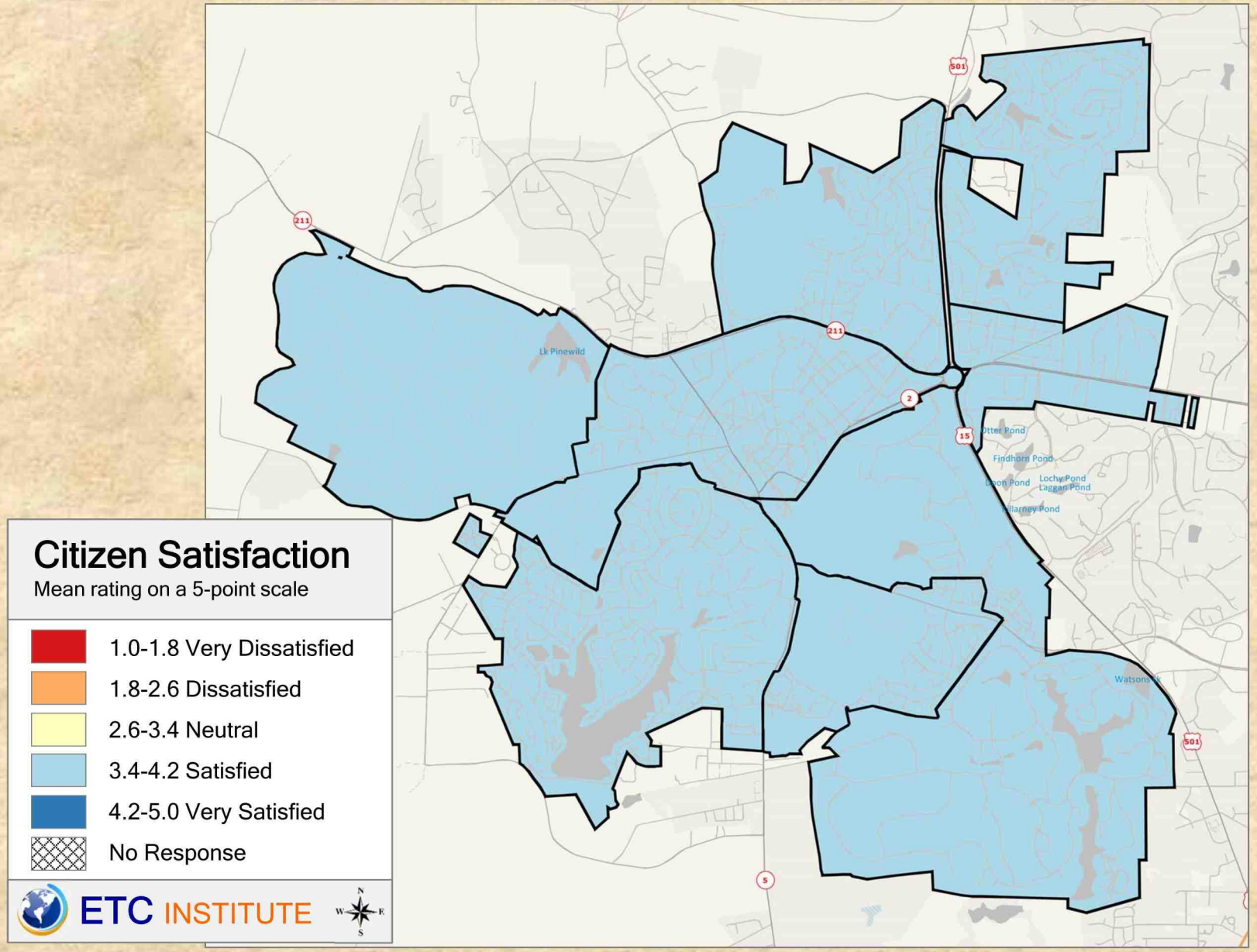
Q19-05 Level of satisfaction with: Village website (www.vopnc.org)



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

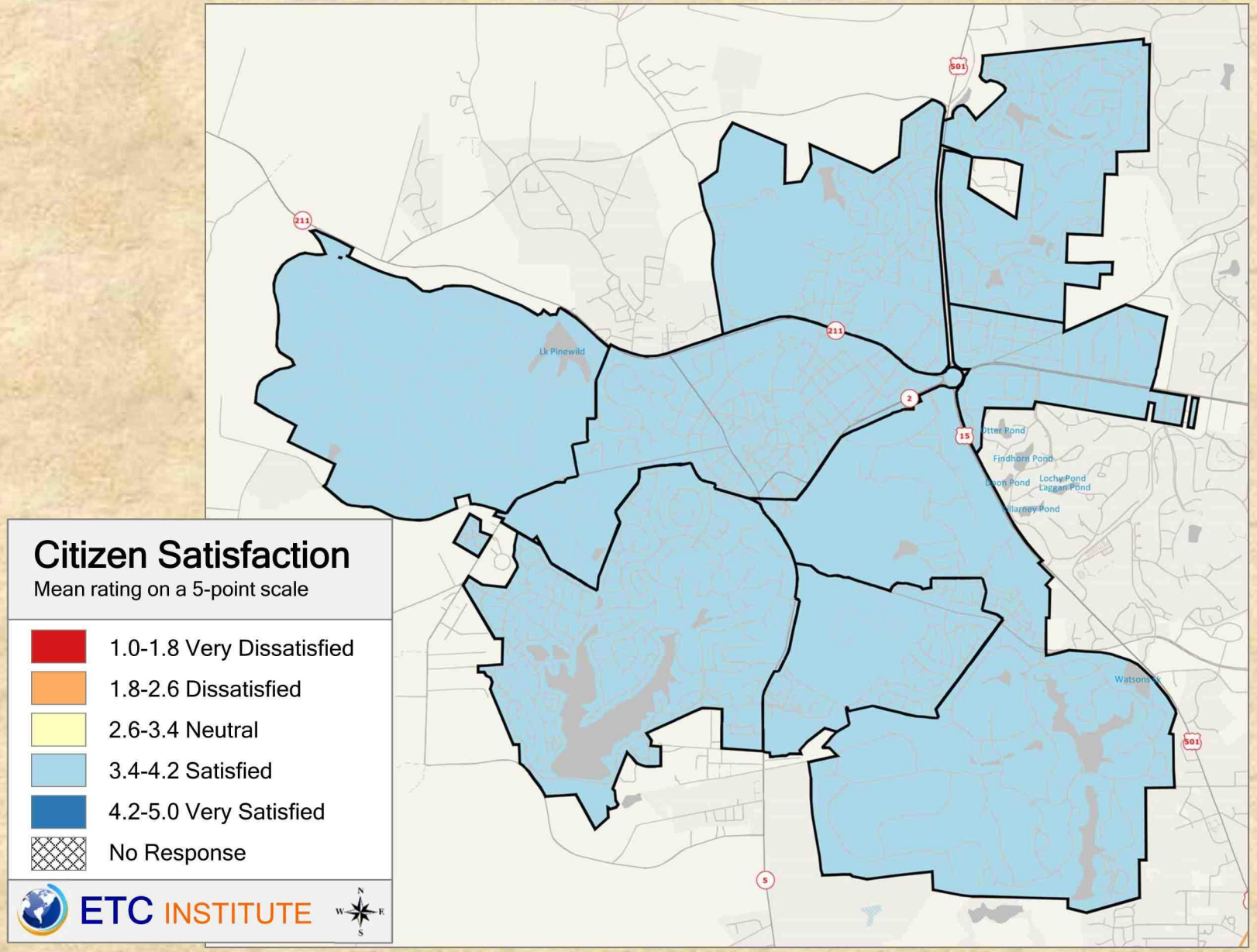
Q19-06 Level of satisfaction with: Village Newsletter



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

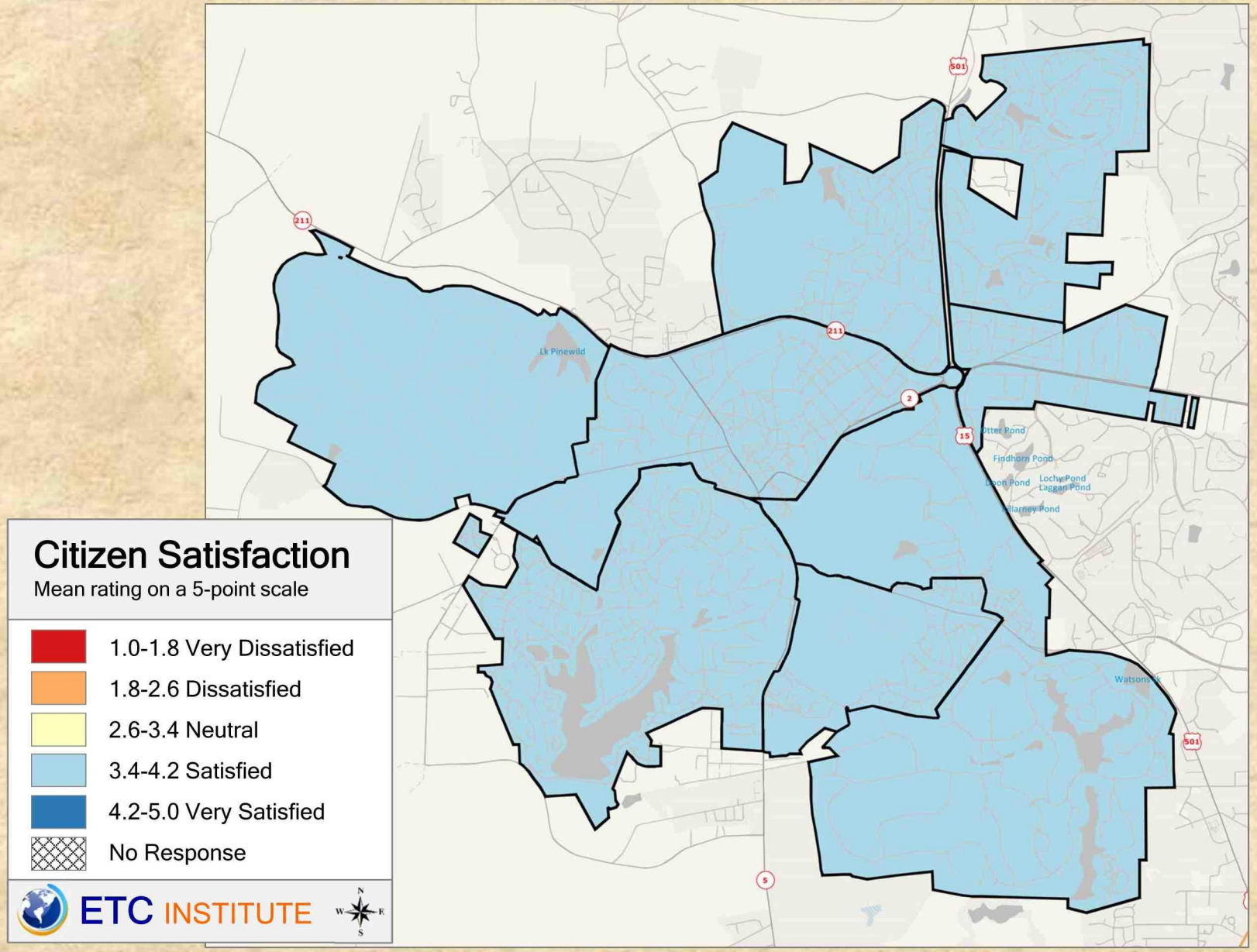
Q19-07 Level of satisfaction with: Monthly Village e-News updates



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

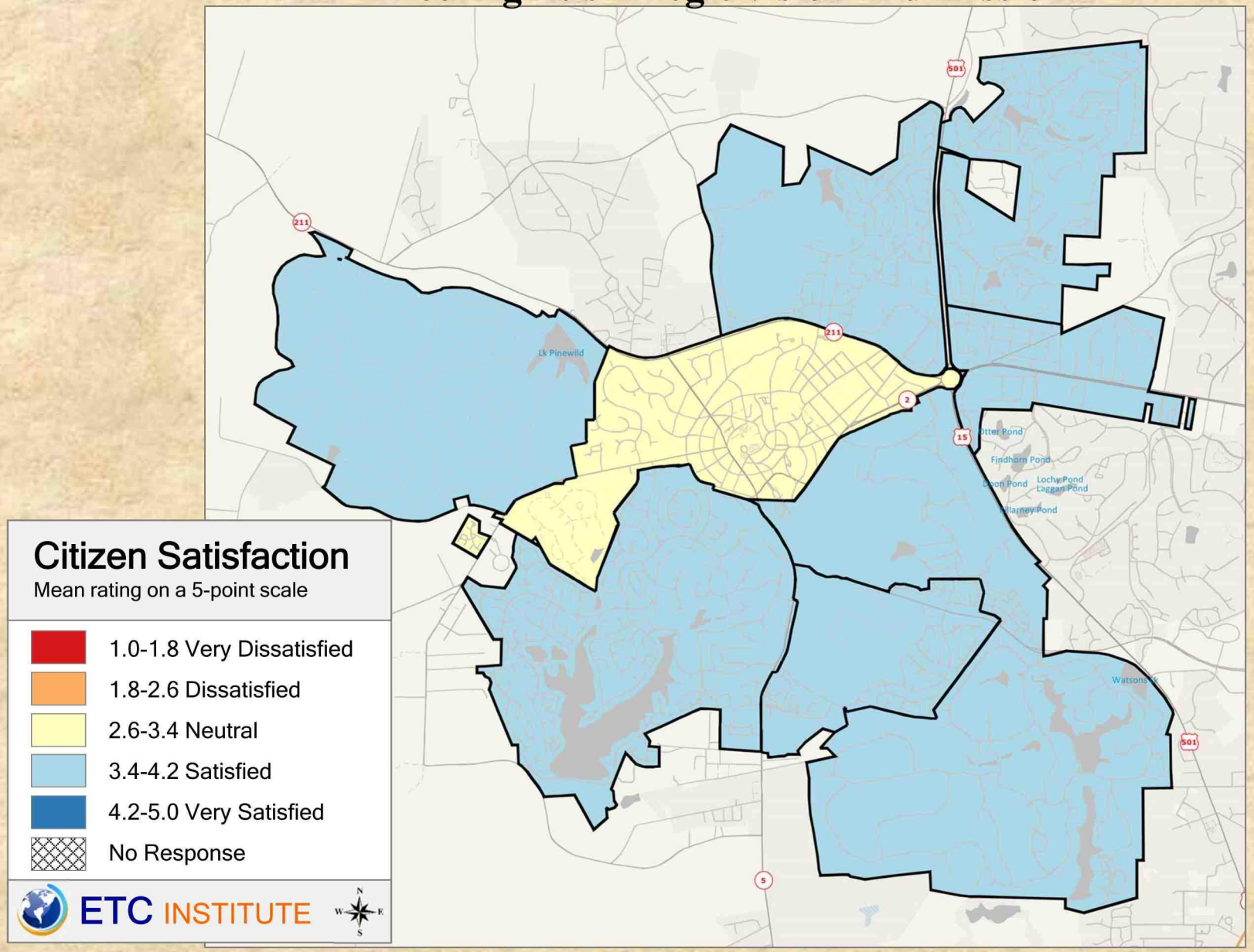
Q19-08 Level of satisfaction with: Online Engagement Portals



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

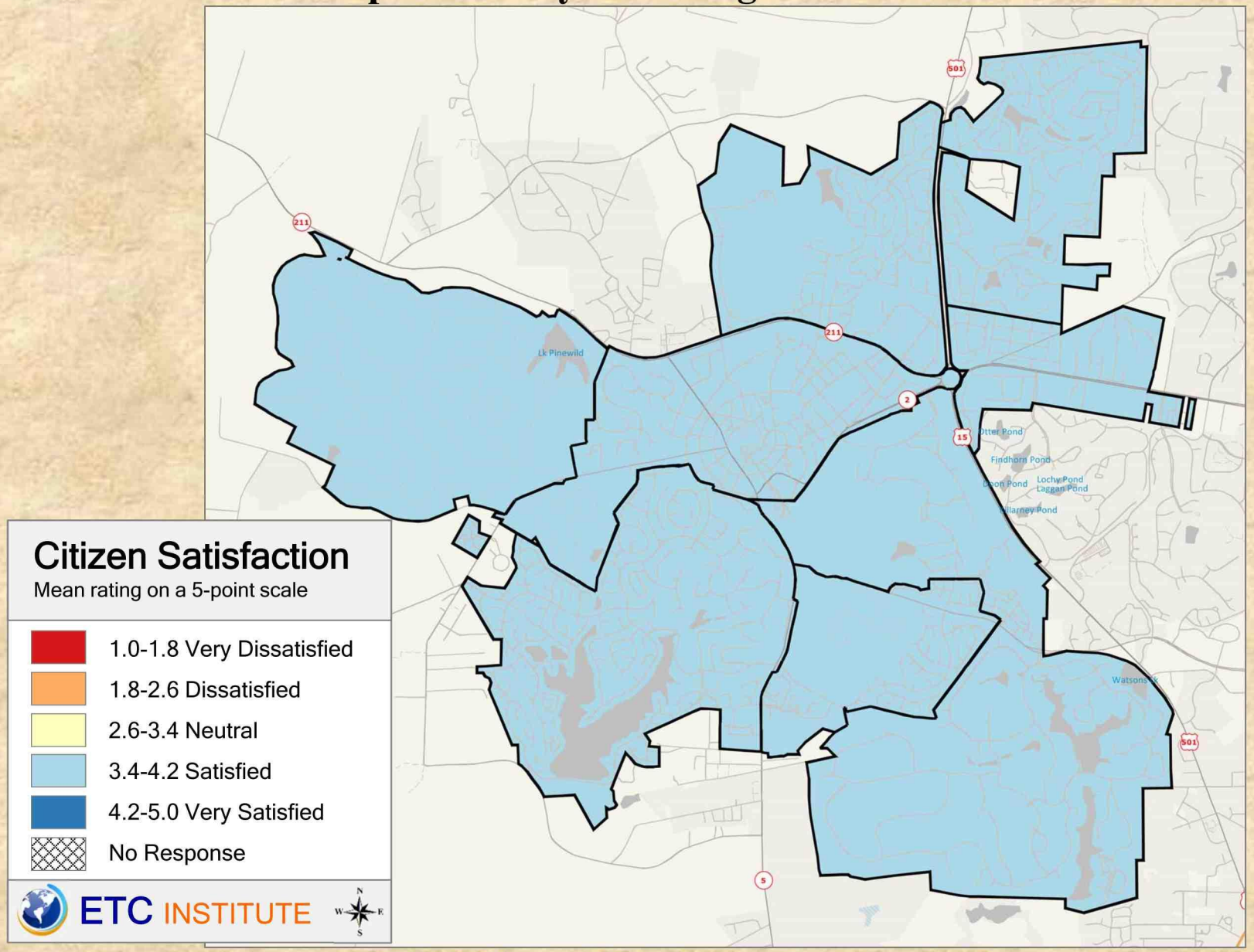
Q19-09 Level of satisfaction with: Community's progress toward meeting its strategic vision and mission



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

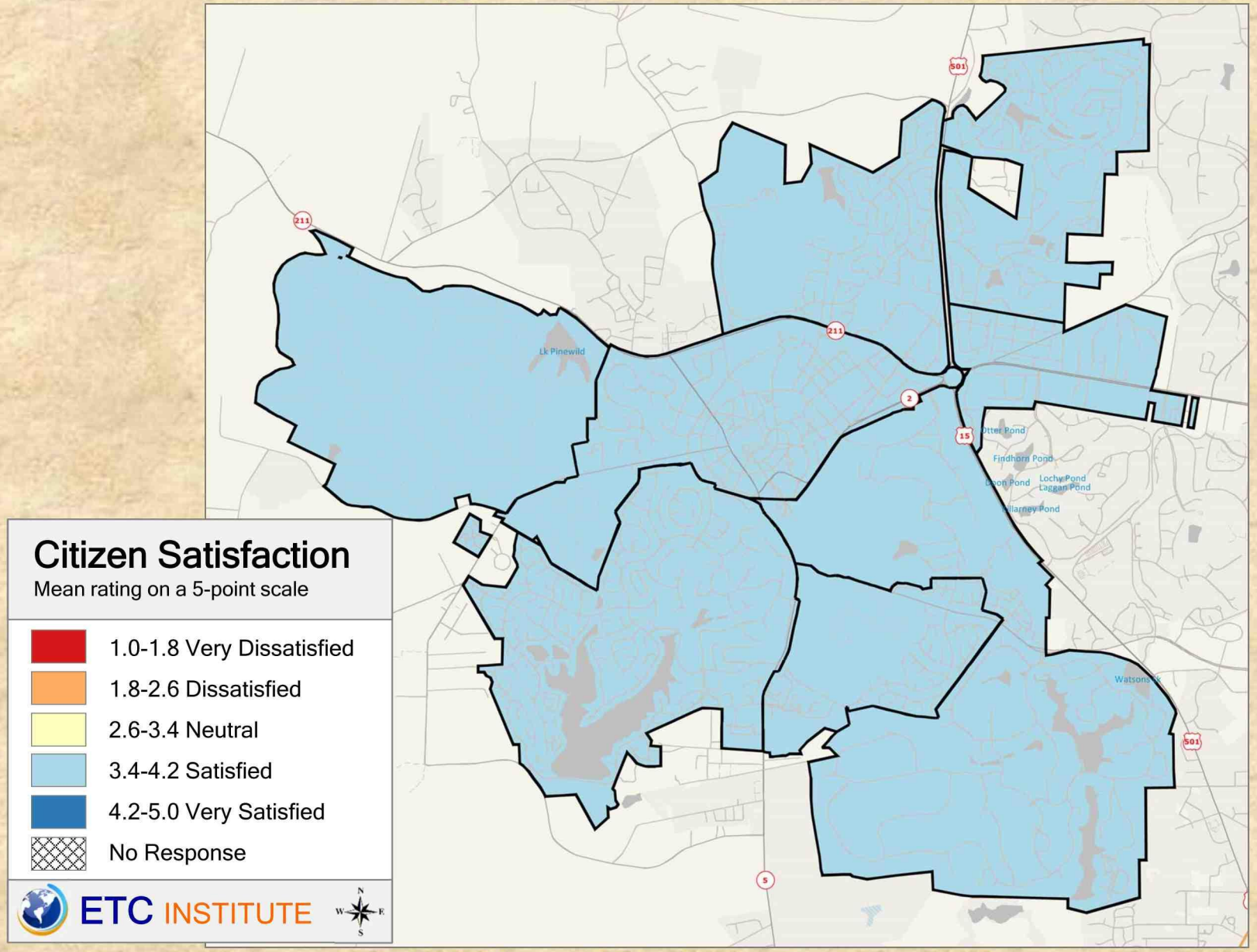
Q25-01 Level of satisfaction with: Overall quality of leadership provided by the Village's elected officials



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

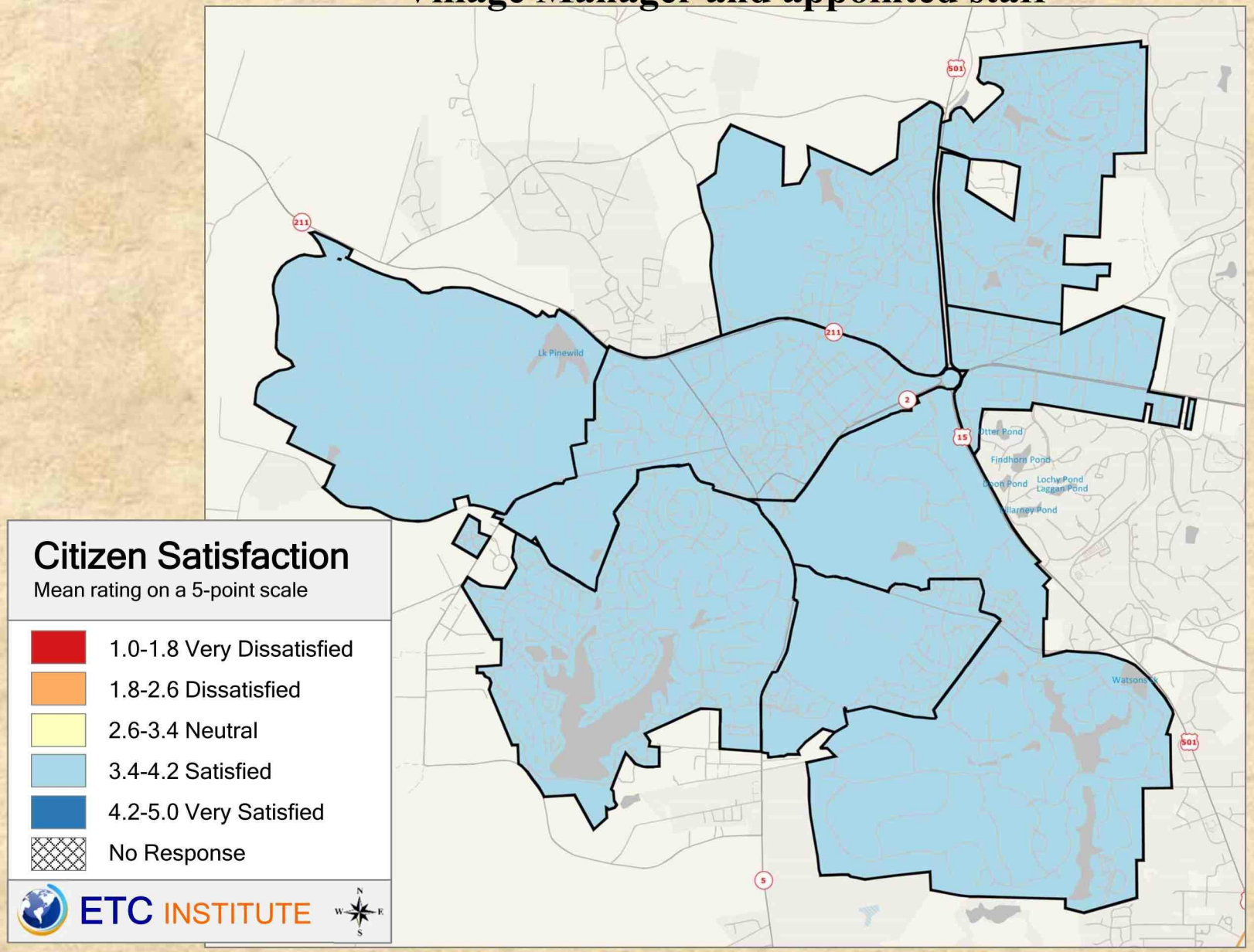
Q25-02 Level of satisfaction with: Overall effectiveness of appointed boards and commissions



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

Q25-03 Level of satisfaction with: Overall effectiveness of the Village Manager and appointed staff



2019 Village of Pinehurst Community Survey

Shading reflects the mean rating for all respondents by Neighborhood

Village of Pinehurst Community Survey

Findings Report

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2019

Submitted to the Village of Pinehurst, North Carolina
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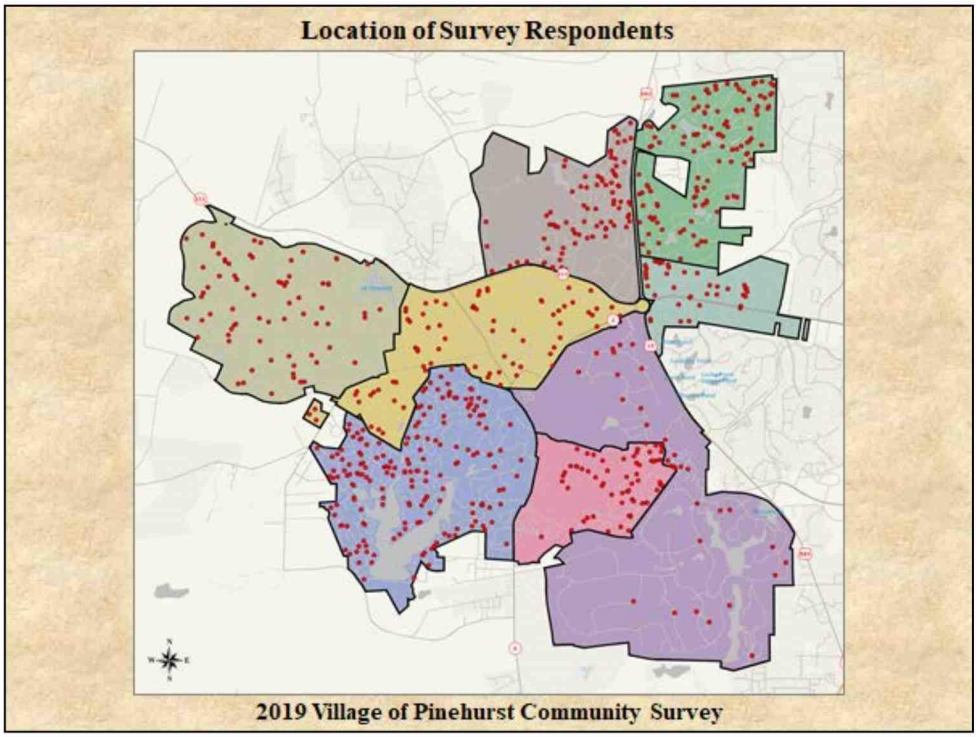
2019 Village of Pinehurst Community Survey
Executive Summary Report

Purpose and Methodology

ETC Institute administered a survey to residents of the Village of Pinehurst during the summer of 2019. 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 eighth survey administered for the Village; previous community surveys were conducted in 2012, 2013, 2014, 2015, 2016, 2017, and 2018.

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 to the households that received the survey to encourage participation. The emails contained a link to the online 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 online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 700 residents. The goal was met, with a total of 716 residents completing the survey. The overall results for the sample of 716 households have a precision of at least +/-3.6% 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)
- benchmarking data that shows how the results for the Village compare to other communities (section 2),
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the Village to address based upon the survey results (section 3),
- tables that show the results of the random sample for each question on the survey (section 4),
- a copy of the survey instrument (section 5).

Overall Perceptions of the Village

Ninety-three percent (93%) of the residents surveyed, *who had an opinion,* indicated that the village is either an "excellent" or "good" place to live, which is 22% higher than the national average. Ninety-three percent (93%) of those surveyed, *who had an opinion,* indicated the overall quality of life in the Village is either "excellent" or "good" which is 21% 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 (93%), police services (90%), and solid waste services (82%). 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 at maintain the quality of neighborhoods, (2) street and right-of-way maintenance, and (3) police services.

Feelings of Safety

Ninety-eight percent (98%) of respondents, *who had an opinion,* indicated they feel either "very safe" or "safe" walking alone in their neighborhood during the day, and 97% 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 crimes (91%), how quickly police respond to emergencies (88%), and how quickly fire personnel respond to emergencies (87%). The aspect of public safety services that respondents were least satisfied with was the frequency police officers patrol neighborhoods (70%). Respondents indicated that the Village's efforts to prevent crimes 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 (88%) the number of Village parks (86%), the availability of walking/greenway trails (80%), and the condition of walking/greenway trails (77%). 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, greenway trails, and Rassie Wicker Park 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 (70%), enforcing sign regulations (65%), and enforcing the cleanup of litter and debris on private property (63%). Fifty-eight percent (58%) of respondents described the effort the Village applies to enforce its codes and ordinances as "about right," 7% indicated it was "too much," and 23% indicated it was "too little."

- **Solid Waste Services.** Ninety-five percent (95%) of residents *who had an opinion* were satisfied with residential trash collection services; 88% were satisfied with yard waste collection services, and 79% were satisfied with curbside recycling 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 (90%), the quality of landscaping in medians and other public areas (90%), the maintenance of main Village street thoroughfares (89%), and the maintenance and preservation of Downtown

(87%). The ease of travel through the large traffic circle and the adequacy of street lighting 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 (80%), the quality of information on Village programs and services (78%), and efforts to keep residents informed about local issues (74%).
    - The Village Newsletter (74%) and The Pilot newspaper (70%) and are the two most used sources for information about the Village of Pinehurst.
    - Ninety-four percent (94%) of respondents indicated they read the Village Newsletter either "all the time" or "sometimes."
- **Village Leadership.** Sixty-six percent (66%) of residents *who had an opinion* were satisfied with the effectiveness of the Village Manager and appointed staff; 60% were satisfied with the quality of leadership provided by elected officials, and 58% 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 3 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 at maintaining the quality of neighborhoods (IS Rating=0.1374)
- Street and right-of-way maintenance (IS Rating=0.1152)
- Enforcement of Village codes and ordinances (IS Rating=0.1126)
- Level of public involvement in local decisions (IS Rating=0.1010)

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

2019 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)						
Efforts at maintaining the quality of neighborhoods	39%	1	65%	9	0.1374	1
Street & right-of-way maintenance	33%	2	66%	8	0.1152	2
Enforcement of Village codes & ordinances	27%	4	58%	12	0.1126	3
Level of public involvement in local decisions	25%	5	59%	11	0.1010	4
Medium Priority (IS <.10)						
Promotion of natural resource conservation	21%	6	60%	10	0.0832	5
Parks & recreation facilities	18%	7	78%	7	0.0402	6
Village communication with residents	15%	11	79%	6	0.0307	7
Solid waste services	17%	8	82%	3	0.0306	8
Parks & recreation programs	15%	10	81%	4	0.0273	9
Police services	27%	3	90%	2	0.0258	10
Fire services	15%	9	93%	1	0.0110	11
Customer service provided by Village employees	4%	12	81%	5	0.0076	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:** none of the public safety services were considered a high priority
- **Cultural and Recreation Services**: none of the cultural and recreation services were considered a high priority
- **Public Services:** ease of travel through the large traffic circle, adequacy of street lighting, availability of walkways, and quality of stormwater runoff/management system

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 49 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 all 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	89%	48%	41%	Public Services
Landscaping in medians & other public areas	90%	50%	40%	Public Services
Customer service provided by Village employees	81%	42%	39%	Overall Satisfaction with Village Services
As a place to retire	92%	56%	36%	Perceptions of Pinehurst
Quality of info about programs/services	78%	42%	36%	Public Communication and Outreach
Efforts to prevent crimes	91%	55%	36%	Public Safety Services
Village communication with residents	79%	46%	33%	Overall Satisfaction with Village Services
Opportunities to participate in local government	64%	31%	33%	Public Communication and Outreach
Overall image of Village	94%	61%	33%	Perceptions of Pinehurst
Cleanliness of streets & other public areas	90%	59%	31%	Public Services
Efforts to keep you informed about local issues	74%	43%	31%	Public Communication and Outreach
Overall feeling of safety in Village	96%	66%	30%	Perceptions of Pinehurst
Effectiveness of Village Manager/appointed staff	66%	36%	30%	Village Leadership
Overall appearance of Village	92%	64%	28%	Perceptions of Pinehurst
Level of public involvement in local decisions	59%	31%	28%	Overall Satisfaction with Village Services
How quickly police respond to emergencies	88%	62%	26%	Public Safety Services
Maintenance of streets in your neighborhood	69%	45%	24%	Public Services
Maintenance/preservation of Downtown	87%	63%	24%	Public Services
Street & right-of-way maintenance	66%	42%	24%	Overall Satisfaction with Village Services
Condition of existing walkways	66%	43%	23%	Public Services
Residential trash collection services	95%	72%	23%	Solid Waste Services
As a place to live	93%	71%	22%	Perceptions of Pinehurst
Police services	90%	68%	22%	Overall Satisfaction with Village Services
Leadership provided by Village's elected officials	60%	38%	22%	Village Leadership
Enforcing cleanup of litter & debris	63%	42%	21%	Code Enforcement
Yard waste collection services	88%	67%	21%	Solid Waste Services
Overall quality of life in Village	93%	72%	21%	Perceptions of Pinehurst
Enforcing mowing/cutting of weeds/grass	56%	36%	20%	Code Enforcement
Condition of walking/greenway trails	77%	58%	19%	Cultural and Recreation Services
Number of Village parks	86%	67%	19%	Cultural and Recreation Services
Quality of Village parks	88%	70%	18%	Cultural and Recreation Services
Availability of walking/greenway trails	80%	63%	17%	Cultural and Recreation Services
Enforcing sign regulations	65%	50%	15%	Code Enforcement
Solid waste services	82%	68%	14%	Overall Satisfaction with Village Services
Frequency police officers patrol your neighborhood	70%	56%	14%	Public Safety Services
Winter weather response on Village streets	73%	60%	13%	Public Services
Fire services	93%	81%	12%	Overall Satisfaction with Village Services
Maintenance of street signs/pavement markings	79%	68%	11%	Public Services
Village website (vopnc.org)	69%	59%	10%	Public Communication and Outreach
Curbside recycling services	79%	69%	10%	Solid Waste Services
Enforcement of local traffic laws	74%	65%	9%	Public Safety Services
How quickly fire personnel respond to emergencies	87%	79%	8%	Public Safety Services
Fire prevention & education programs	70%	62%	8%	Public Safety Services
Village social media	59%	53%	6%	Public Communication and Outreach
Quality of outdoor athletic fields & facilities	70%	64%	6%	Cultural and Recreation Services
Quality of adult recreation programs	61%	55%	6%	Cultural and Recreation Services
Progress toward strategic vision & mission	54%	48%	6%	Public Communication and Outreach
Enforcement of Village codes & ordinances	58%	53%	5%	Overall Satisfaction with Village Services
As a place to raise children	75%	70%	5%	Perceptions of Pinehurst
Quality of stormwater runoff/management system	53%	54%	-1%	Public Services
Adequacy of street lighting	55%	57%	-2%	Public Services
Quality of youth recreation programs	56%	62%	-6%	Cultural and Recreation Services
Quality of recreation indoor facilities	49%	66%	-17%	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 50 of the 53 areas** that were assessed. The Village of Pinehurst rated significantly higher than this average (difference of 5% or more) in 45 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	89%	46%	43%	Public Services
Customer service provided by Village employees	81%	40%	41%	Overall Satisfaction with Village Services
Landscaping in medians & other public areas	90%	55%	35%	Public Services
As a place to retire	92%	59%	33%	Perceptions of Pinehurst
Maintenance/preservation of Downtown	87%	54%	33%	Public Services
Efforts to prevent crimes	91%	59%	32%	Public Safety Services
Cleanliness of streets & other public areas	90%	60%	30%	Public Services
Overall feeling of safety in Village	96%	67%	29%	Perceptions of Pinehurst
Effectiveness of Village Manager/appointed staff	66%	37%	29%	Village Leadership
Village communication with residents	79%	50%	29%	Overall Satisfaction with Village Services
Overall appearance of Village	92%	64%	28%	Perceptions of Pinehurst
Opportunities to participate in local government	64%	36%	28%	Public Communication and Outreach
Overall image of Village	94%	66%	28%	Perceptions of Pinehurst
Leadership provided by Village's elected officials	60%	32%	28%	Village Leadership
Quality of info about programs/services	78%	50%	28%	Public Communication and Outreach
Level of public involvement in local decisions	59%	33%	26%	Overall Satisfaction with Village Services
Efforts to keep you informed about local issues	74%	48%	26%	Public Communication and Outreach
Enforcing cleanup of litter & debris	63%	38%	25%	Code Enforcement
Enforcing mowing/cutting of weeds/grass	56%	32%	24%	Code Enforcement
As a place to live	93%	70%	23%	Perceptions of Pinehurst
Residential trash collection services	95%	73%	22%	Solid Waste Services
Yard waste collection services	88%	67%	21%	Solid Waste Services
Maintenance of streets in your neighborhood	69%	48%	21%	Public Services
How quickly police respond to emergencies	88%	67%	21%	Public Safety Services
Street & right-of-way maintenance	66%	45%	21%	Overall Satisfaction with Village Services
Condition of existing walkways	66%	46%	20%	Public Services
Police services	90%	71%	19%	Overall Satisfaction with Village Services
Overall quality of life in Village	93%	75%	18%	Perceptions of Pinehurst
Number of Village parks	86%	69%	17%	Cultural and Recreation Services
Condition of walking/greenway trails	77%	60%	17%	Cultural and Recreation Services
Enforcing sign regulations	65%	49%	16%	Code Enforcement
Enforcement of local traffic laws	74%	59%	15%	Public Safety Services
Quality of Village parks	88%	74%	14%	Cultural and Recreation Services
Solid waste services	82%	69%	13%	Overall Satisfaction with Village Services
Availability of walking/greenway trails	80%	67%	13%	Cultural and Recreation Services
Curbside recycling services	79%	68%	11%	Solid Waste Services
As a place to raise children	75%	65%	10%	Perceptions of Pinehurst
Maintenance of street signs/pavement markings	79%	70%	9%	Public Services
Winter weather response on Village streets	73%	64%	9%	Public Services
Quality of outdoor athletic fields & facilities	70%	61%	9%	Cultural and Recreation Services
Fire services	93%	84%	9%	Overall Satisfaction with Village Services
Frequency police officers patrol your neighborhood	70%	62%	8%	Public Safety Services
Village website (vopnc.org)	69%	62%	7%	Public Communication and Outreach
Village social media	59%	53%	6%	Public Communication and Outreach
Quality of stormwater runoff/management system	53%	48%	5%	Public Services
Enforcement of Village codes & ordinances	58%	54%	4%	Overall Satisfaction with Village Services
Quality of adult recreation programs	61%	59%	2%	Cultural and Recreation Services
Adequacy of street lighting	55%	53%	2%	Public Services
How quickly fire personnel respond to emergencies	87%	87%	0%	Public Safety Services
Fire prevention & education programs	70%	70%	0%	Public Safety Services
Progress toward strategic vision & mission	54%	56%	-2%	Public Communication and Outreach
Quality of youth recreation programs	56%	60%	-4%	Cultural and Recreation Services
Quality of recreation indoor facilities	49%	72%	-23%	Cultural and Recreation Services

Short-Term Trend Analysis

From 2018 to 2019, satisfaction ratings have increased or stayed the same in 44 of the 85 areas that were assessed. There have been significant increases (5% or more) in satisfaction in six of these areas. The 44 areas that have increased or stayed the same since 2018 are listed below.

Service	2019	2018	Difference	Category
Code enforcement	59%	51%	8%	Village Services and Facilities
Winter weather response on Village streets (snow/ice)	73%	66%	7%	Public Services
Availability of recreation indoor facilities	46%	39%	7%	Cultural and Recreation Services
Quality of recreation indoor facilities	49%	43%	6%	Cultural and Recreation Services
Range of amenities at parks & recreation facilities	64%	57%	6%	Cultural and Recreation Services
Quality of adult recreation programs	61%	55%	6%	Cultural and Recreation Services
Village website (vopnc.org)	69%	65%	4%	Public Communication and Outreach
Fire prevention & education programs provided by Village	70%	66%	4%	Public Safety Services
Quality of information about Village programs/services	78%	74%	4%	Public Communication and Outreach
In business areas of Village after dark	83%	79%	4%	Perceptions of Safety and Security
Availability of information about recreation programs	67%	64%	3%	Cultural and Recreation Services
How quickly fire personnel respond to emergencies	87%	84%	3%	Public Safety Services
Parks & recreation programs	81%	78%	3%	Overall Satisfaction with City Services
Police services	92%	89%	3%	Village Services and Facilities
Quality of youth recreation programs	56%	54%	3%	Cultural and Recreation Services
Frequency that police officers patrol your neighborhood	70%	67%	2%	Public Safety Services
Village Hall reception desk	95%	93%	2%	Village Services and Facilities
Quality of Village parks	88%	87%	1%	Cultural and Recreation Services
Given Memorial Library services	90%	89%	1%	Given Memorial Library
Level of public involvement in local decisions	59%	58%	1%	Overall Satisfaction with City Services
Village newsletter	80%	78%	1%	Public Communication and Outreach
Number of Village parks	86%	85%	1%	Cultural and Recreation Services
Walking alone in your neighborhood after dark	79%	78%	1%	Perceptions of Safety and Security
Monthly Village e-News updates	66%	65%	1%	Public Communication and Outreach
Village sponsored cultural arts events	70%	69%	1%	Cultural and Recreation Services
Opportunities to participate in local government	64%	63%	1%	Public Communication and Outreach
Village efforts to keep you informed about local issues	74%	73%	1%	Public Communication and Outreach
How quickly police respond to emergencies	88%	87%	1%	Public Safety Services
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	58%	57%	1%	Code Enforcement
Enforcing solid waste cart regulations	70%	69%	1%	Code Enforcement
Adequacy of street lighting	55%	54%	1%	Public Services
Quality of landscaping in medians & other public areas	90%	89%	1%	Public Services
Fire services	98%	97%	1%	Village Services and Facilities
Parks & recreation facilities	78%	77%	1%	Overall Satisfaction with City Services
Availability of outdoor athletic fields & facilities	66%	66%	1%	Cultural and Recreation Services
Quality of outdoor athletic fields & facilities	70%	70%	1%	Cultural and Recreation Services
MYVOP service request system	84%	84%	0%	Village Services and Facilities
Enforcing cleanup of litter & debris on private property	63%	63%	0%	Code Enforcement
Quality of new development in Village	50%	50%	0%	Perceptions of the Village
Overall cleanliness of streets & other public areas	90%	91%	0%	Public Services
Recreation program registration	88%	88%	0%	Village Services and Facilities
Efforts to prevent crimes	91%	91%	0%	Public Safety Services
Availability of walking/greenway trails	80%	80%	0%	Cultural and Recreation Services
Maintenance of street signs/pavement markings	79%	80%	0%	Public Services

Long-Term Trend Analysis

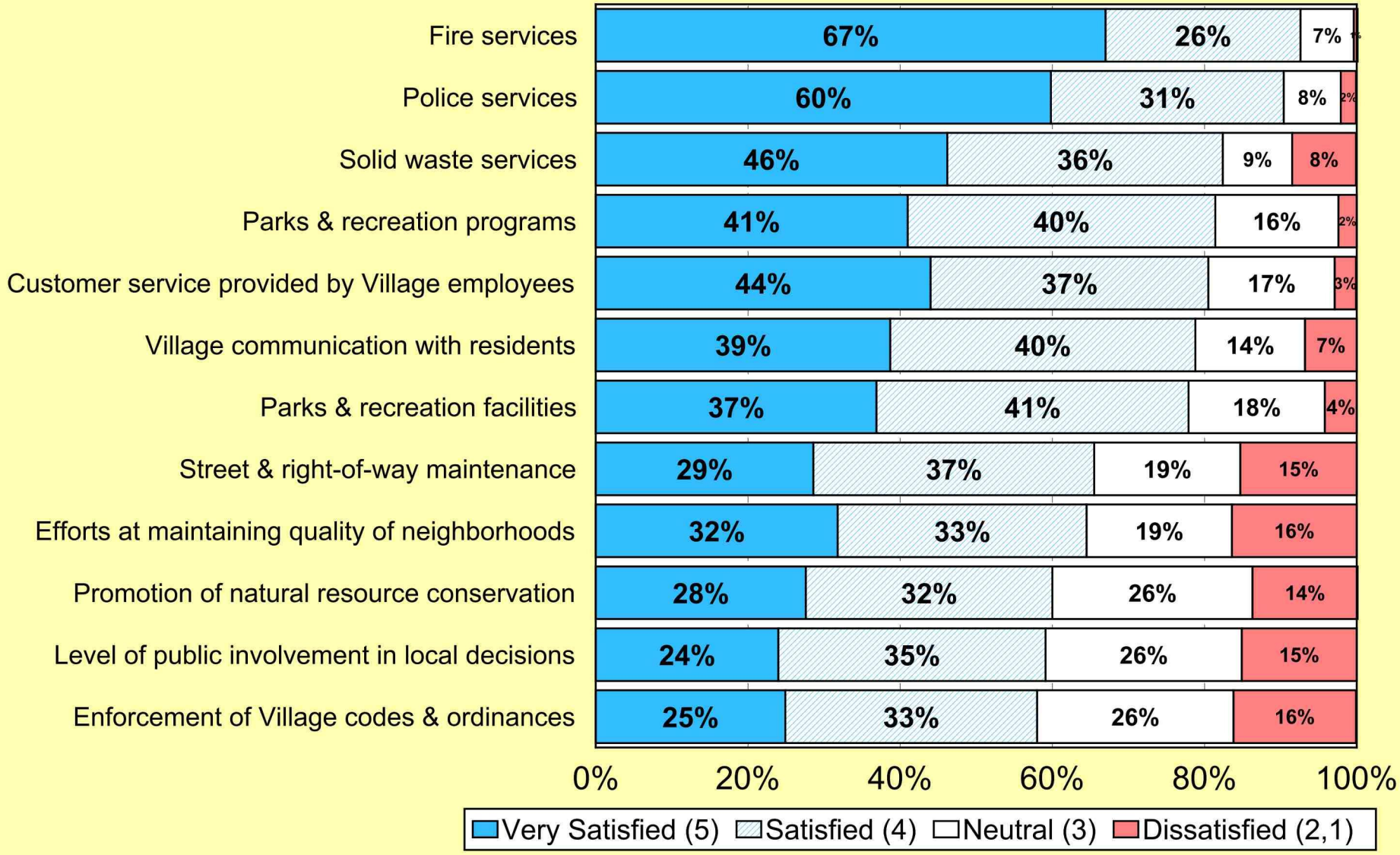
From 2013 to 2019, satisfaction ratings have increased or stayed the same in 68 of the 80 areas that were assessed. There have been significant increases (5% or more) in satisfaction in 24 of these areas. The 68 areas that have increased or stayed the same since 2013 are listed below.

Service	2019	2013	Difference	Category
Condition of existing walkways	66%	47%	19%	Public Services
Level of public involvement in local decisions	59%	40%	19%	Overall Satisfaction with City Services
Availability of walkways	51%	34%	17%	Public Services
Given Memorial Library programs	86%	70%	16%	Given Memorial Library
Range of amenities at parks & recreation facilities	64%	50%	14%	Cultural and Recreation Services
Adequacy of street lighting	55%	42%	13%	Public Services
Availability of information about recreation programs	67%	55%	12%	Cultural and Recreation Services
Availability of recreation indoor facilities	46%	35%	11%	Cultural and Recreation Services
Quality of adult recreation programs	61%	51%	10%	Cultural and Recreation Services
Parks & recreation programs	81%	72%	9%	Overall Satisfaction with City Services
Code enforcement	59%	50%	9%	Village Services and Facilities
Quality of information about Village programs/services	78%	69%	9%	Public Communication and Outreach
Quality of recreation indoor facilities	49%	41%	8%	Cultural and Recreation Services
Quality of youth recreation programs	56%	49%	7%	Cultural and Recreation Services
Given Memorial Library services	90%	83%	7%	Given Memorial Library
Village sponsored cultural arts events	70%	63%	7%	Cultural and Recreation Services
Quality of landscaping in medians & other public areas	90%	83%	7%	Public Services
Overall effectiveness of appointed boards & commissions	58%	52%	6%	Village Leadership
Opportunities to participate in local government	64%	58%	6%	Public Communication and Outreach
How quickly fire personnel respond to emergencies	87%	82%	5%	Public Safety Services
Quality of stormwater runoff/management system	53%	48%	5%	Public Services
Quality of Village parks	88%	83%	5%	Cultural and Recreation Services
Walking alone in your neighborhood after dark	79%	74%	5%	Perceptions of Safety and Security
Community's progress toward meeting its strategic vision & mission	54%	49%	5%	Public Communication and Outreach
Village efforts to keep you informed about local issues	74%	69%	4%	Public Communication and Outreach
Enforcing cleanup of litter & debris on private property	63%	59%	4%	Code Enforcement
Availability of walking/greenway trails	80%	76%	4%	Cultural and Recreation Services
Monthly Village e-News updates	66%	62%	4%	Public Communication and Outreach
In Village parks & recreation facilities	84%	80%	4%	Perceptions of Safety and Security
As a place to raise children	75%	71%	4%	Perceptions of the Village
Planning & Inspections services	76%	72%	4%	Village Services and Facilities
Number of Village parks	86%	82%	4%	Cultural and Recreation Services
Fire services	98%	94%	4%	Village Services and Facilities
Village newsletter	80%	76%	4%	Public Communication and Outreach
Village Hall reception desk	95%	91%	4%	Village Services and Facilities
Availability of outdoor athletic fields & facilities	66%	63%	3%	Cultural and Recreation Services
Overall cleanliness of streets & other public areas	90%	87%	3%	Public Services
Yard waste collection services	88%	85%	3%	Solid Waste Services
Enforcing mowing/cutting of weeds/grass on private property	56%	53%	3%	Code Enforcement
Enforcing parking-prohibiting oversized vehicles in residential neighborhoods	58%	55%	3%	Code Enforcement
In business areas of Village after dark	83%	80%	3%	Perceptions of Safety and Security
Police services	92%	89%	3%	Village Services and Facilities
Frequency that police officers patrol your neighborhood	70%	67%	3%	Public Safety Services
Police services	90%	88%	2%	Overall Satisfaction with City Services
Enforcing sign regulations	65%	63%	2%	Code Enforcement
How quickly police respond to emergencies	88%	86%	2%	Public Safety Services
Overall quality of life in Village	93%	91%	2%	Perceptions of the Village
Efforts to prevent crimes	91%	89%	2%	Public Safety Services
Quality of outdoor athletic fields & facilities	70%	69%	1%	Cultural and Recreation Services
Village website (vopnc.org)	69%	68%	1%	Public Communication and Outreach
Residential trash collection services	95%	94%	1%	Solid Waste Services
Village communication with residents	79%	78%	1%	Overall Satisfaction with City Services
Overall image of Village	94%	93%	1%	Perceptions of the Village
Condition of walking/greenway trails	77%	76%	1%	Cultural and Recreation Services
Maintenance/preservation of Downtown	87%	86%	1%	Public Services
Walking alone in your neighborhood during the day	98%	97%	1%	Perceptions of Safety and Security
Customer service provided by Village employees	81%	80%	1%	Overall Satisfaction with City Services
Recreation program registration	88%	87%	1%	Village Services and Facilities
In business areas of Village during the day	97%	97%	0%	Perceptions of Safety and Security
Overall appearance of Village	92%	92%	0%	Perceptions of the Village
Fire prevention & education programs provided by Village	70%	70%	0%	Public Safety Services
Overall feeling of safety in Village	96%	96%	0%	Perceptions of the Village
Parks & recreation facilities	78%	78%	0%	Overall Satisfaction with City Services
Enforcement of local traffic laws	74%	74%	0%	Public Safety Services
As a place to retire	92%	92%	0%	Perceptions of the Village
Maintenance of main Village street thoroughfares	89%	89%	0%	Public Services
Overall quality of leadership provided by Village's elected officials	60%	60%	0%	Village Leadership
Fire services	93%	93%	0%	Overall Satisfaction with City Services

Section 1
Charts and Graphs

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

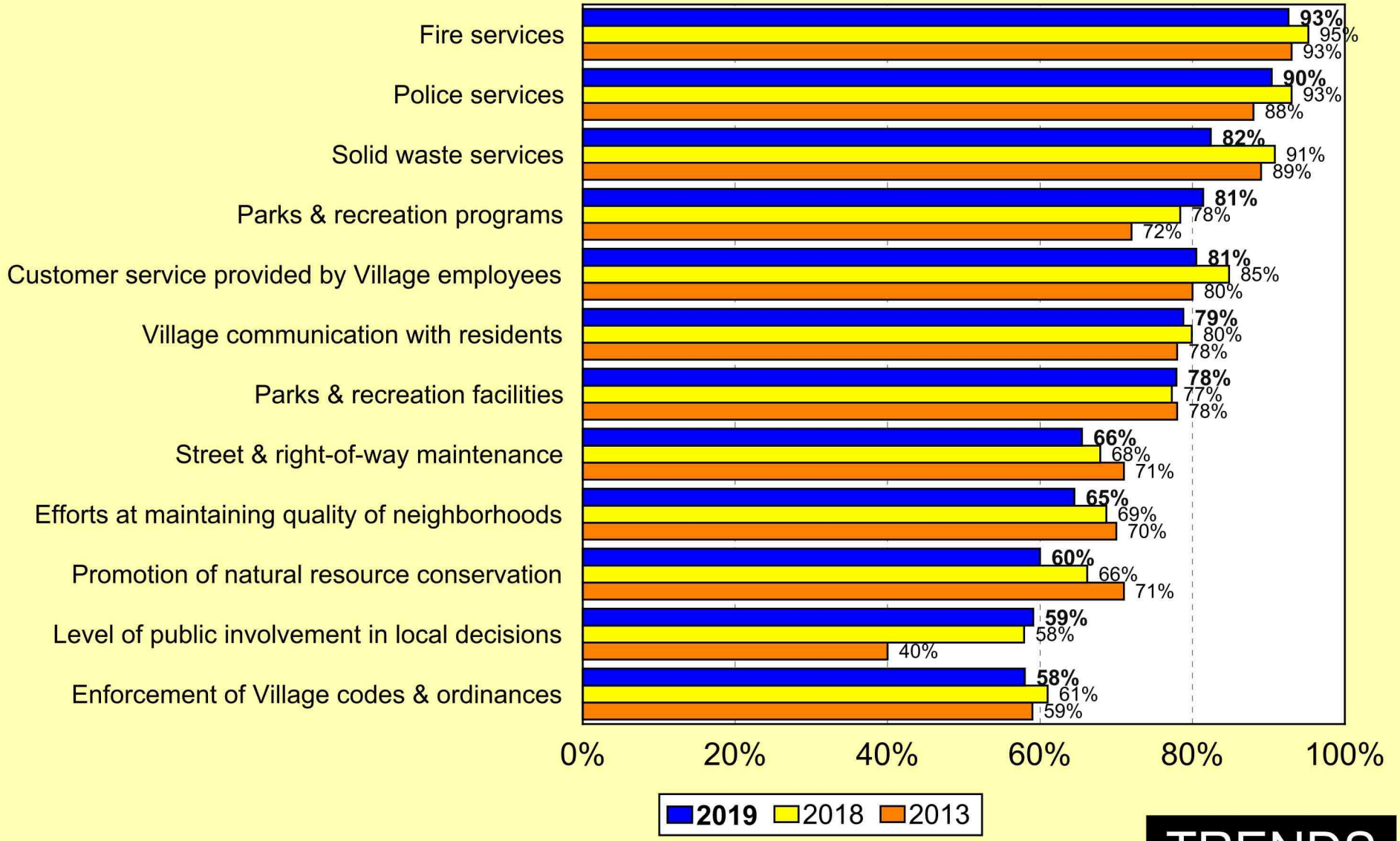
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2019, 2018 & 2013

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

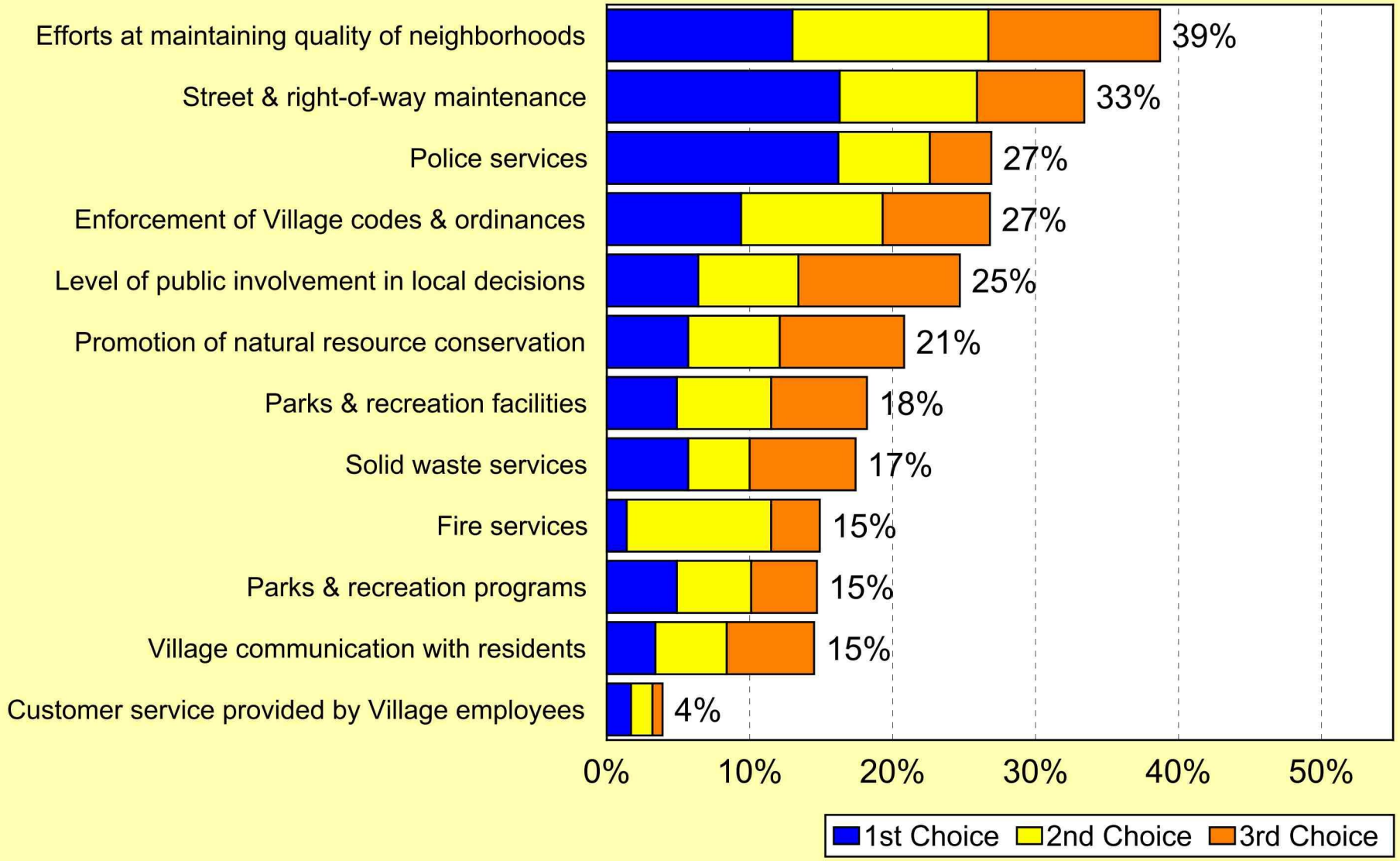


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

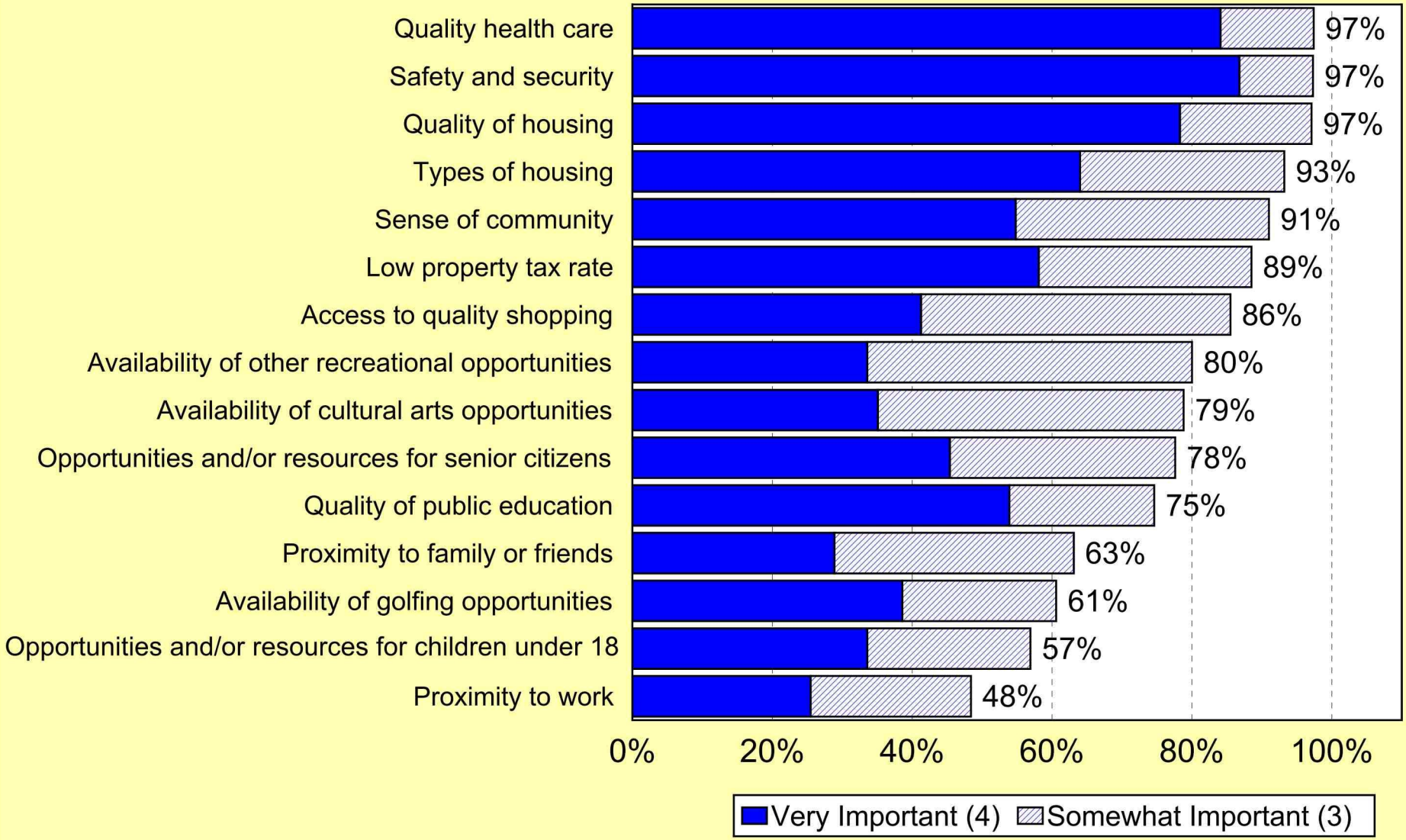
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

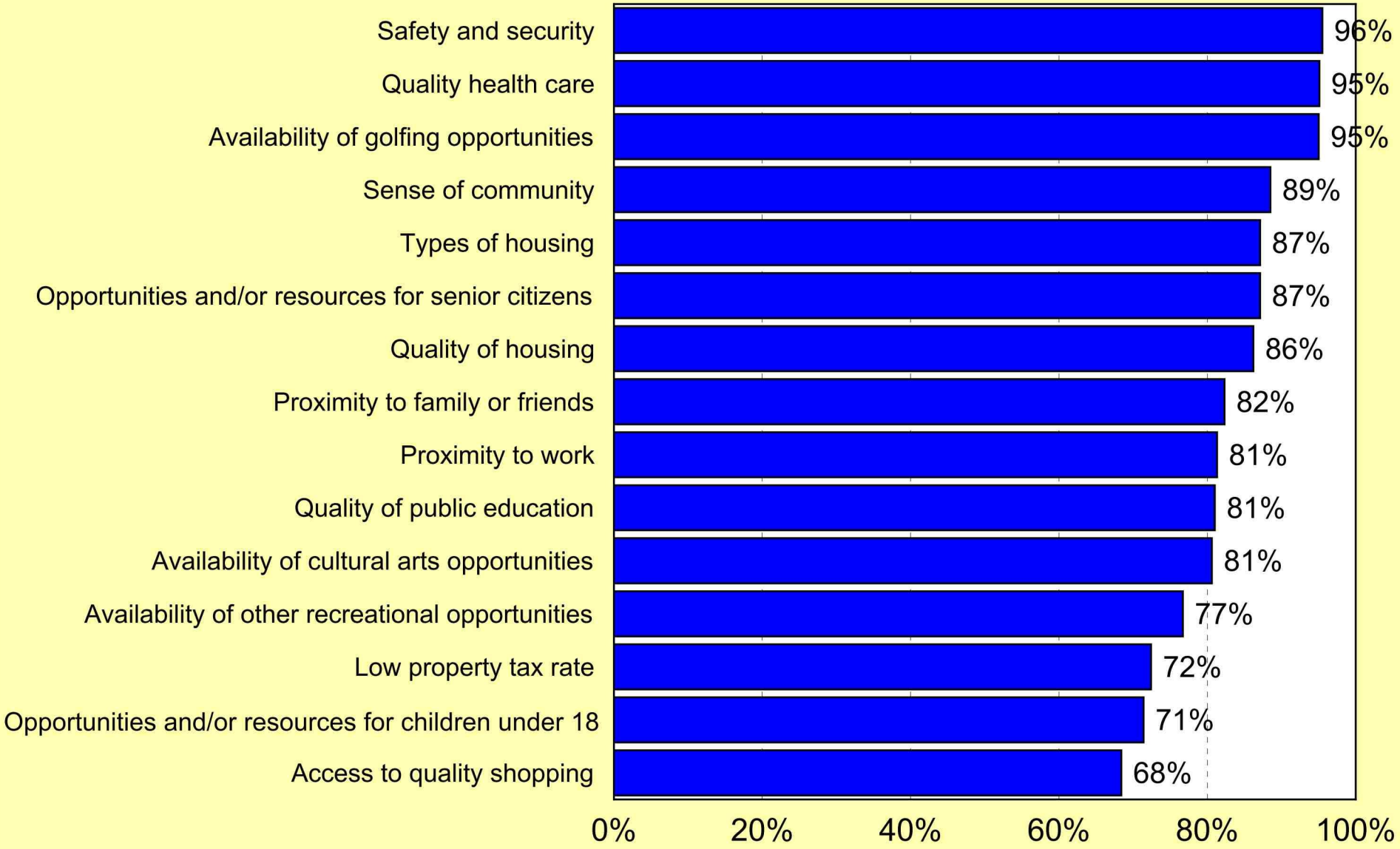
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

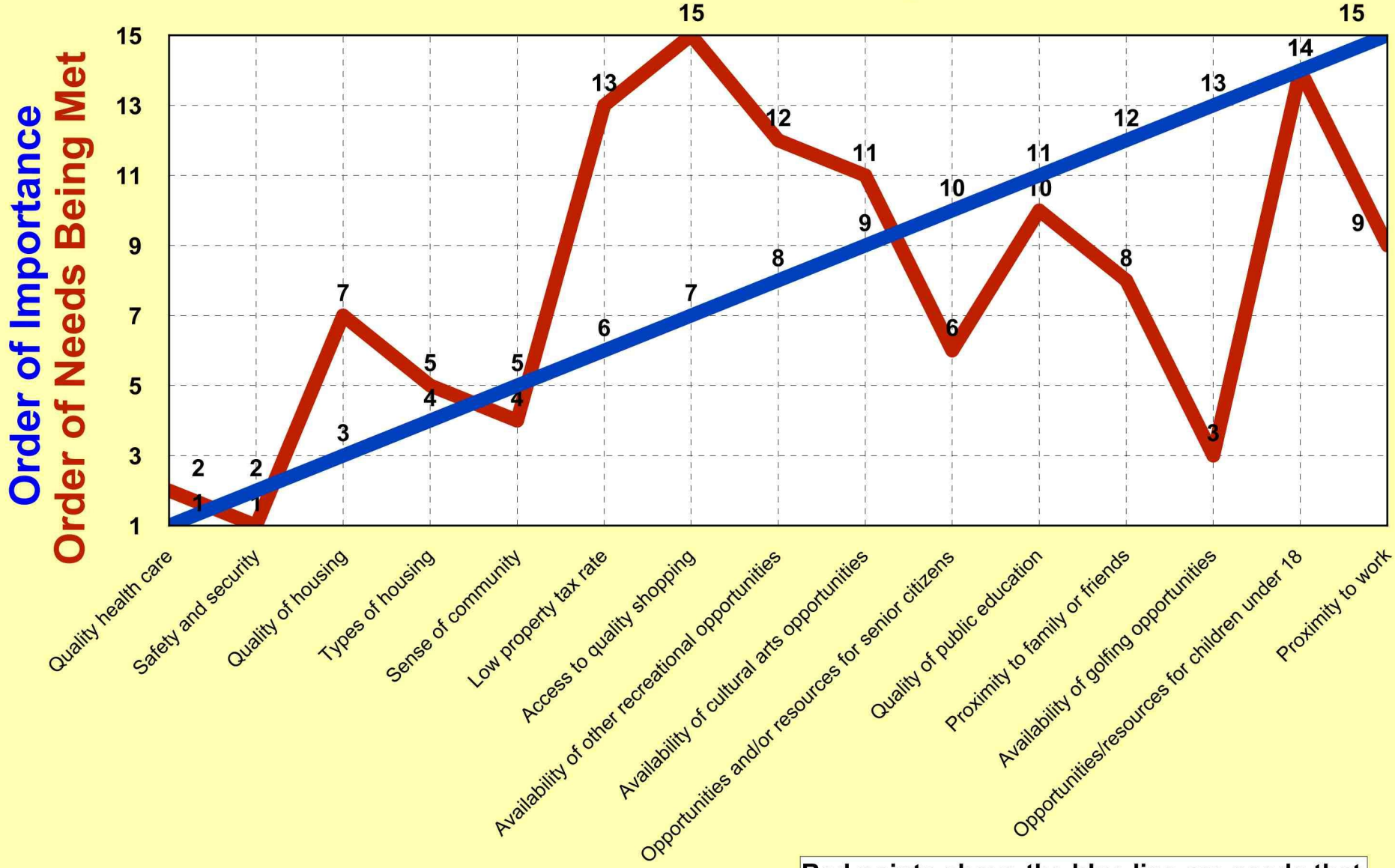
Q3b. Are your needs being met in Pinehurst?

by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

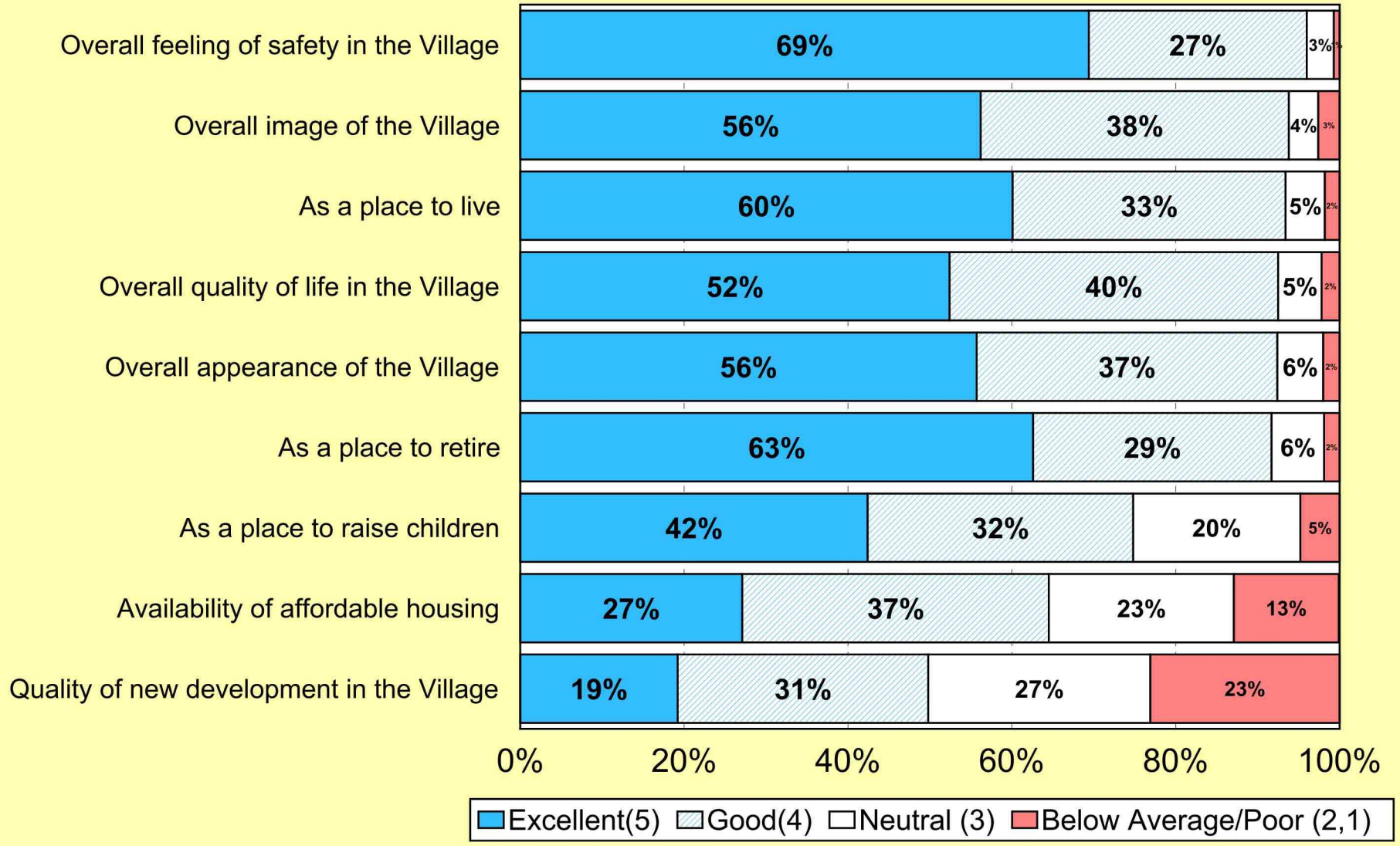


Red points above the blue line are needs that are not being met relative to their importance

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community

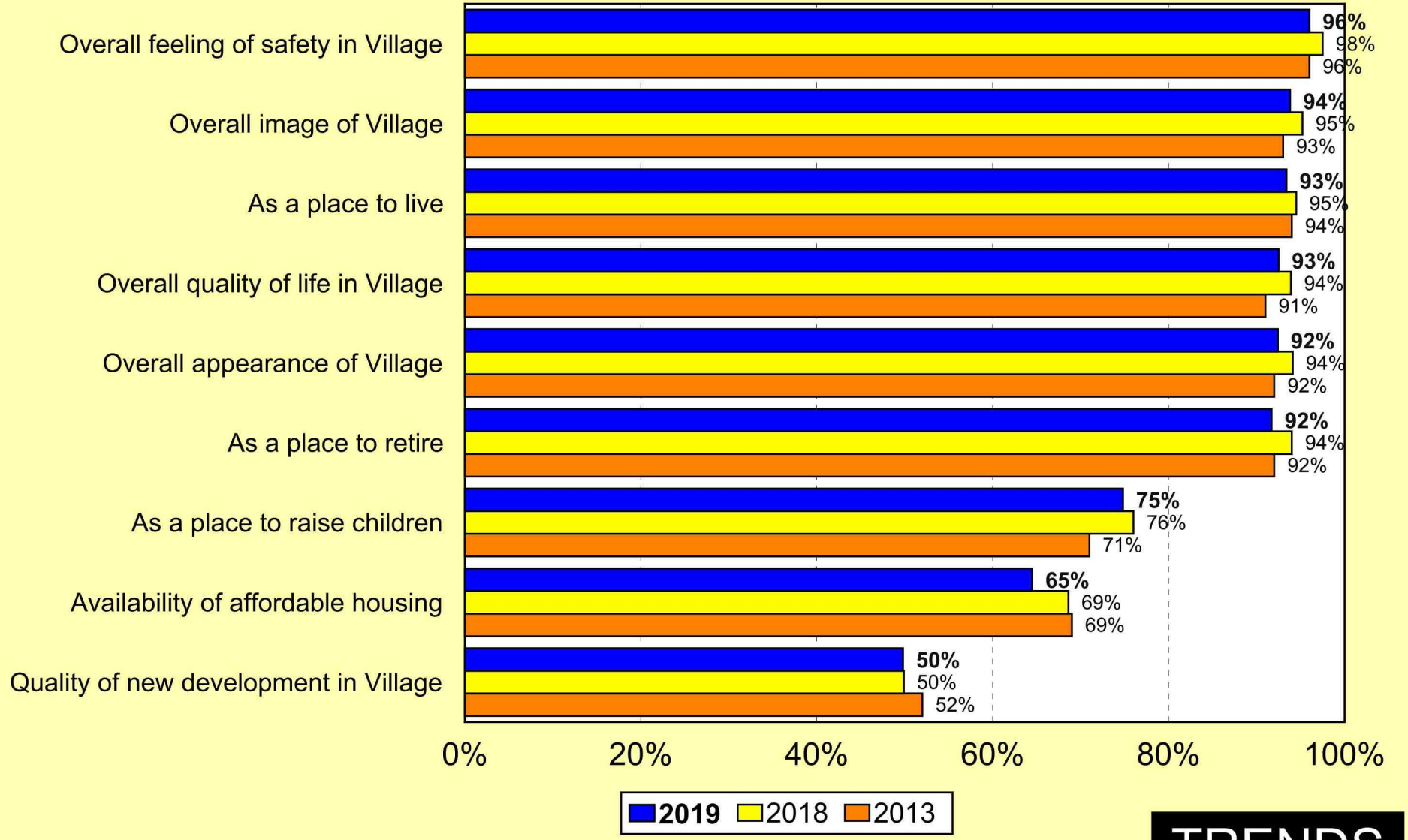
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q4. Perception Residents Have of Pinehurst as a Community - 2019, 2018 & 2013

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

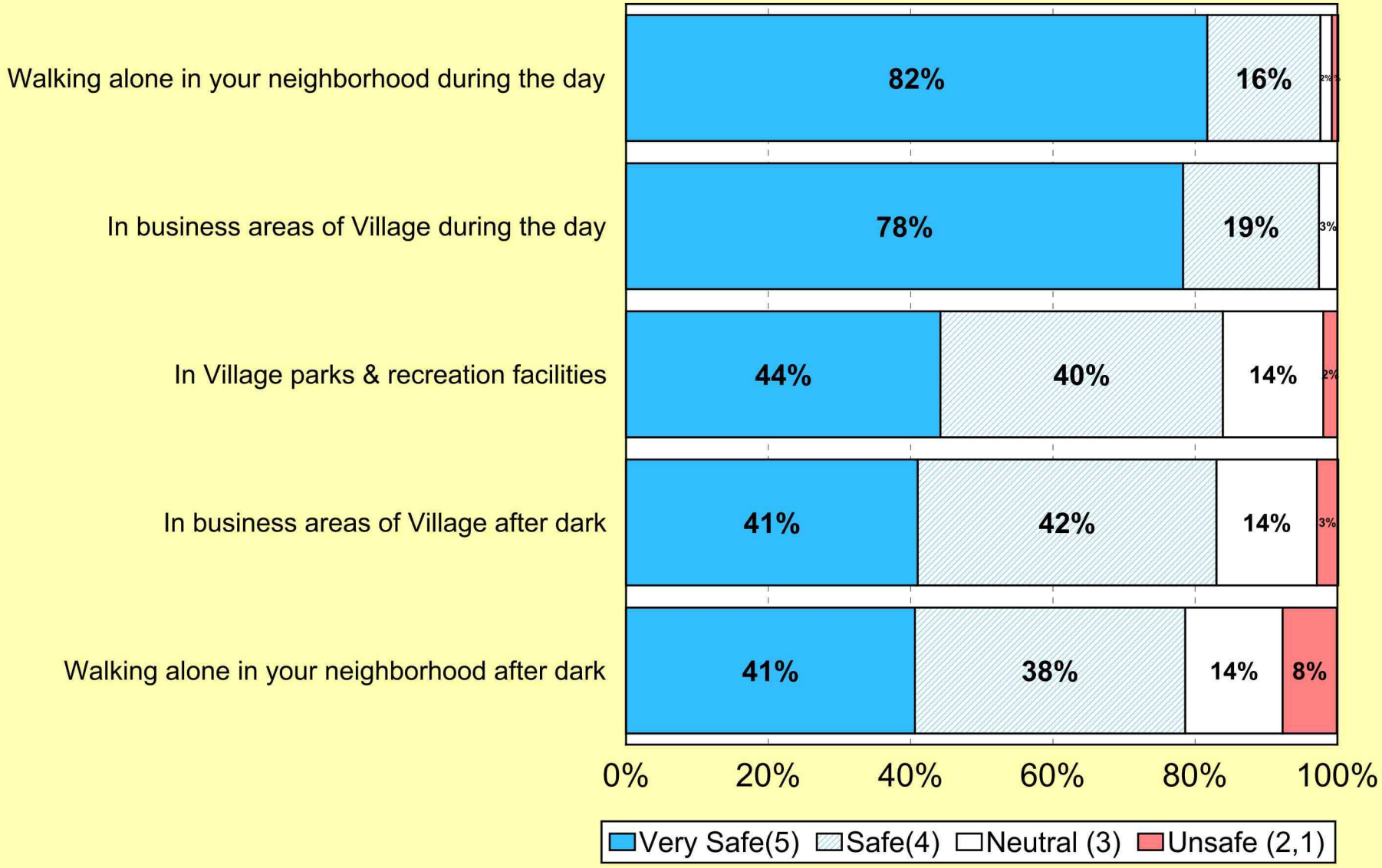


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst

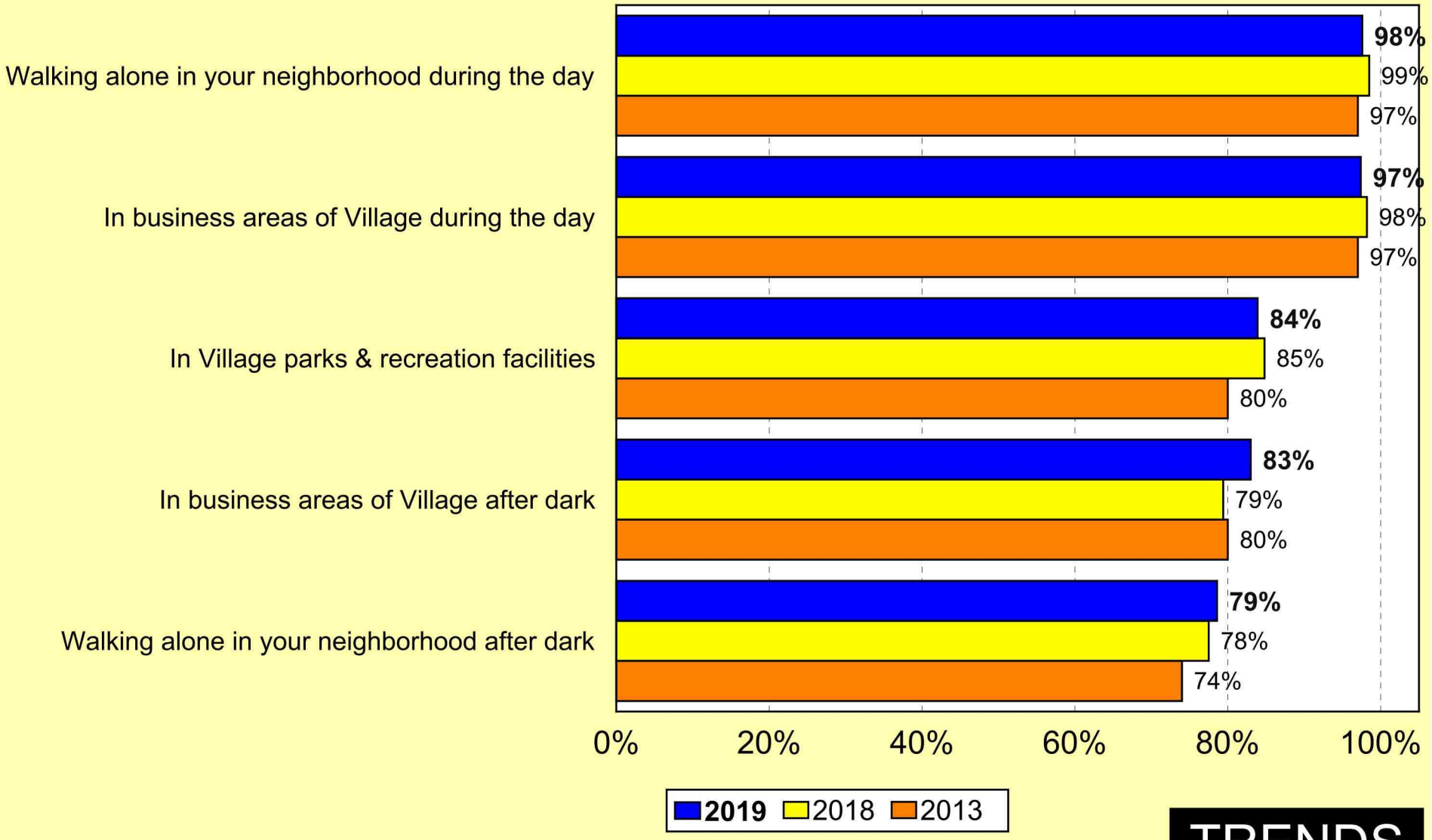
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q5. Perceptions of Safety and Security in Pinehurst - 2019, 2018 & 2013

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

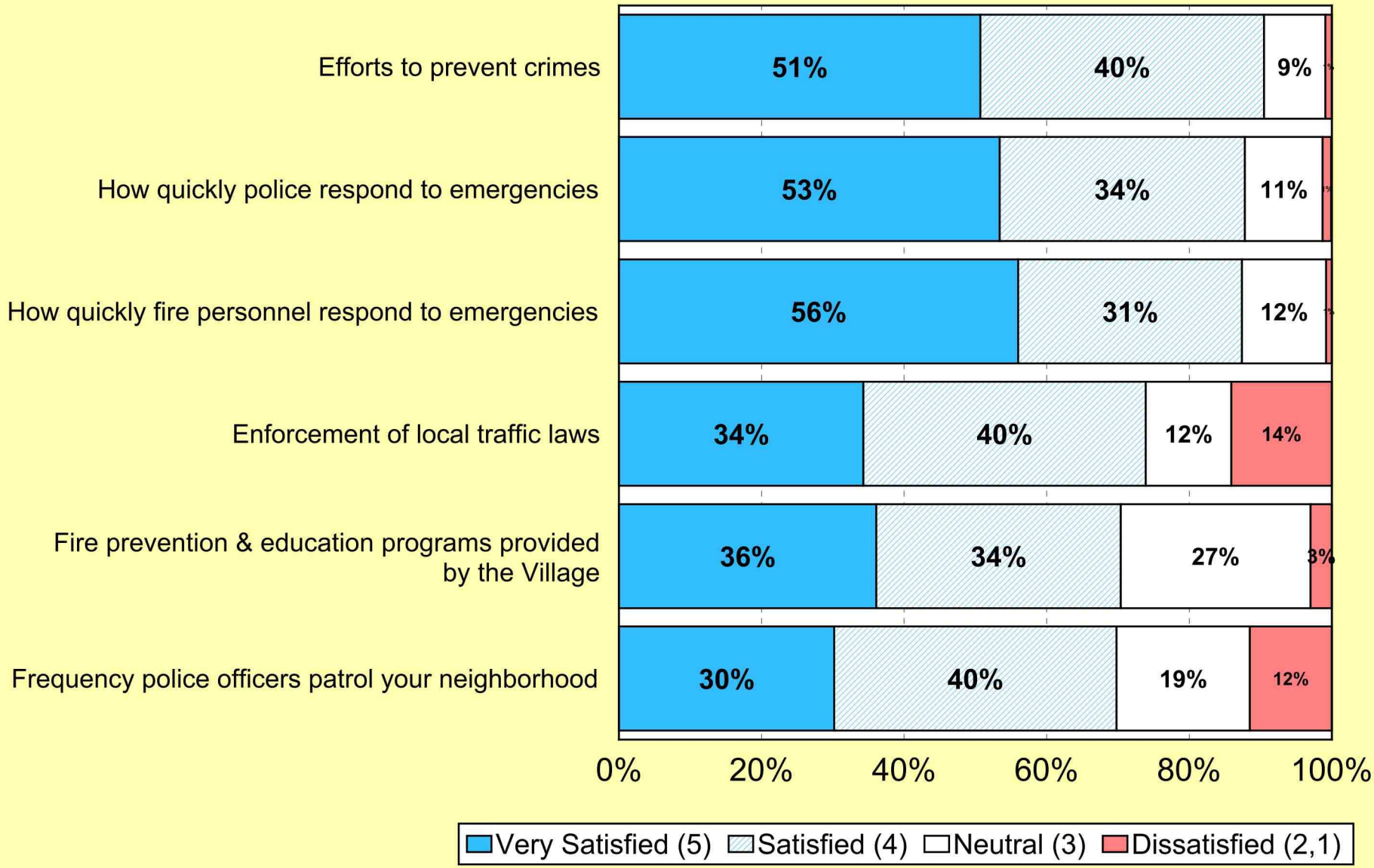


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety

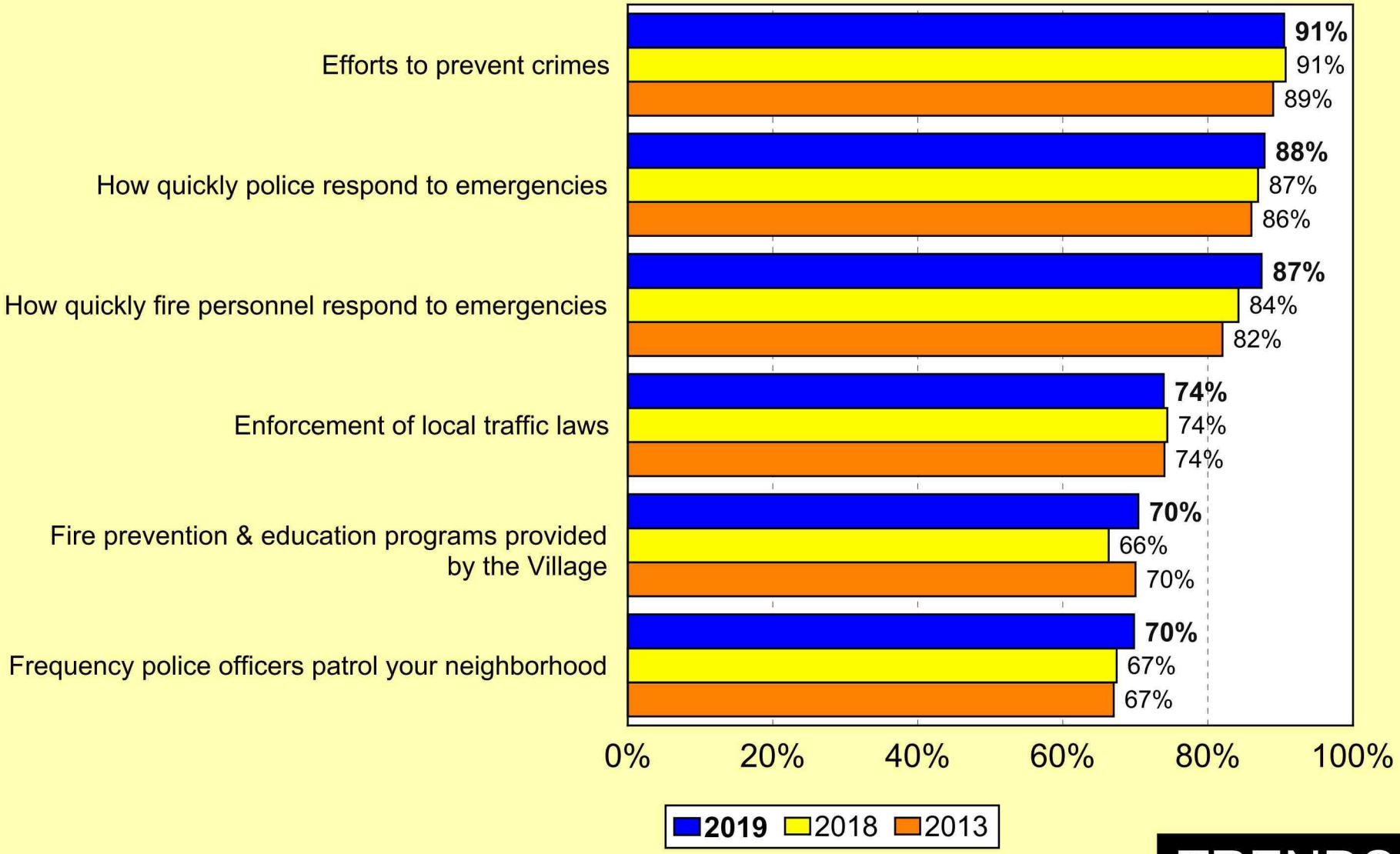
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q6. Satisfaction with Various Aspects of Public Safety 2019, 2018 & 2013

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

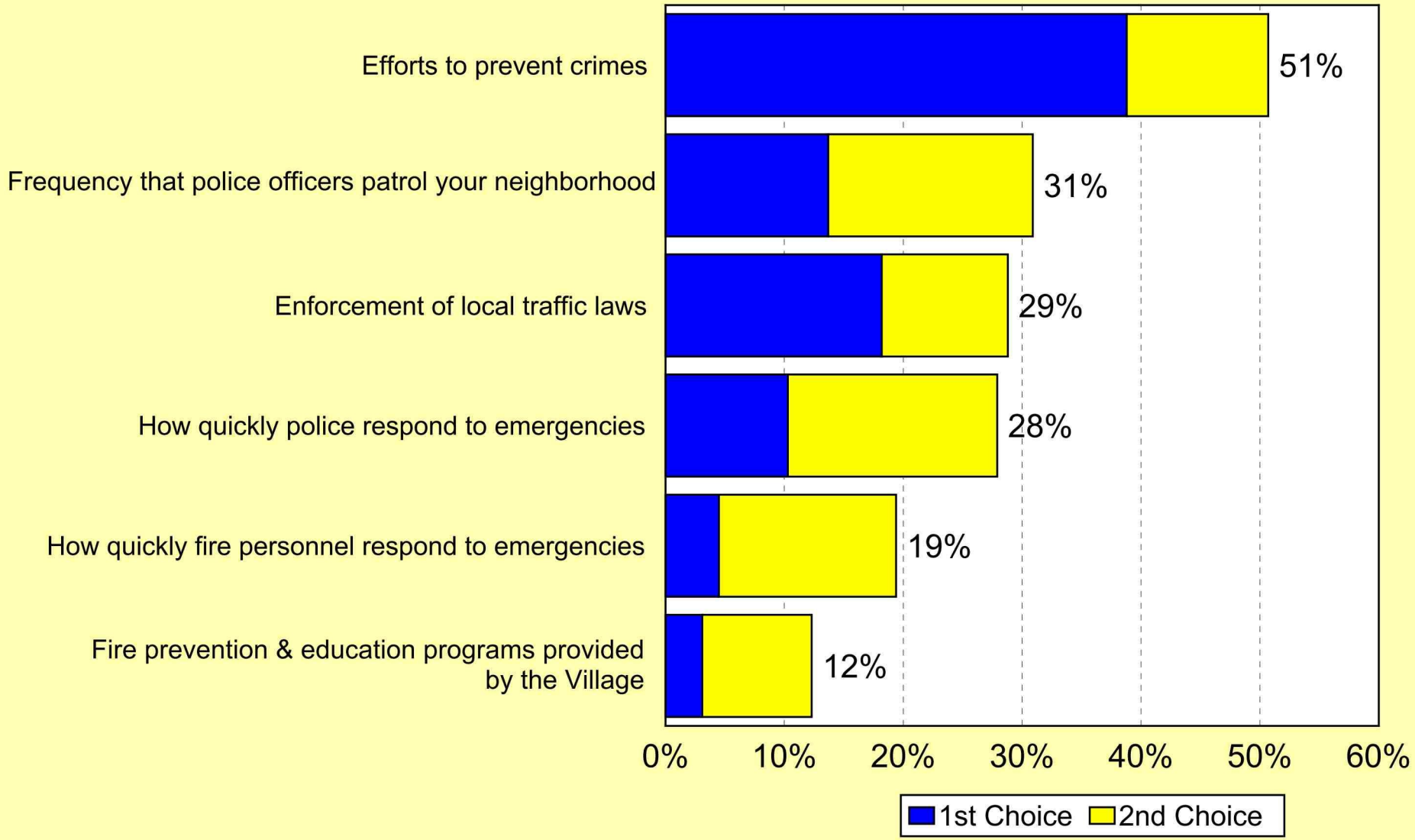


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

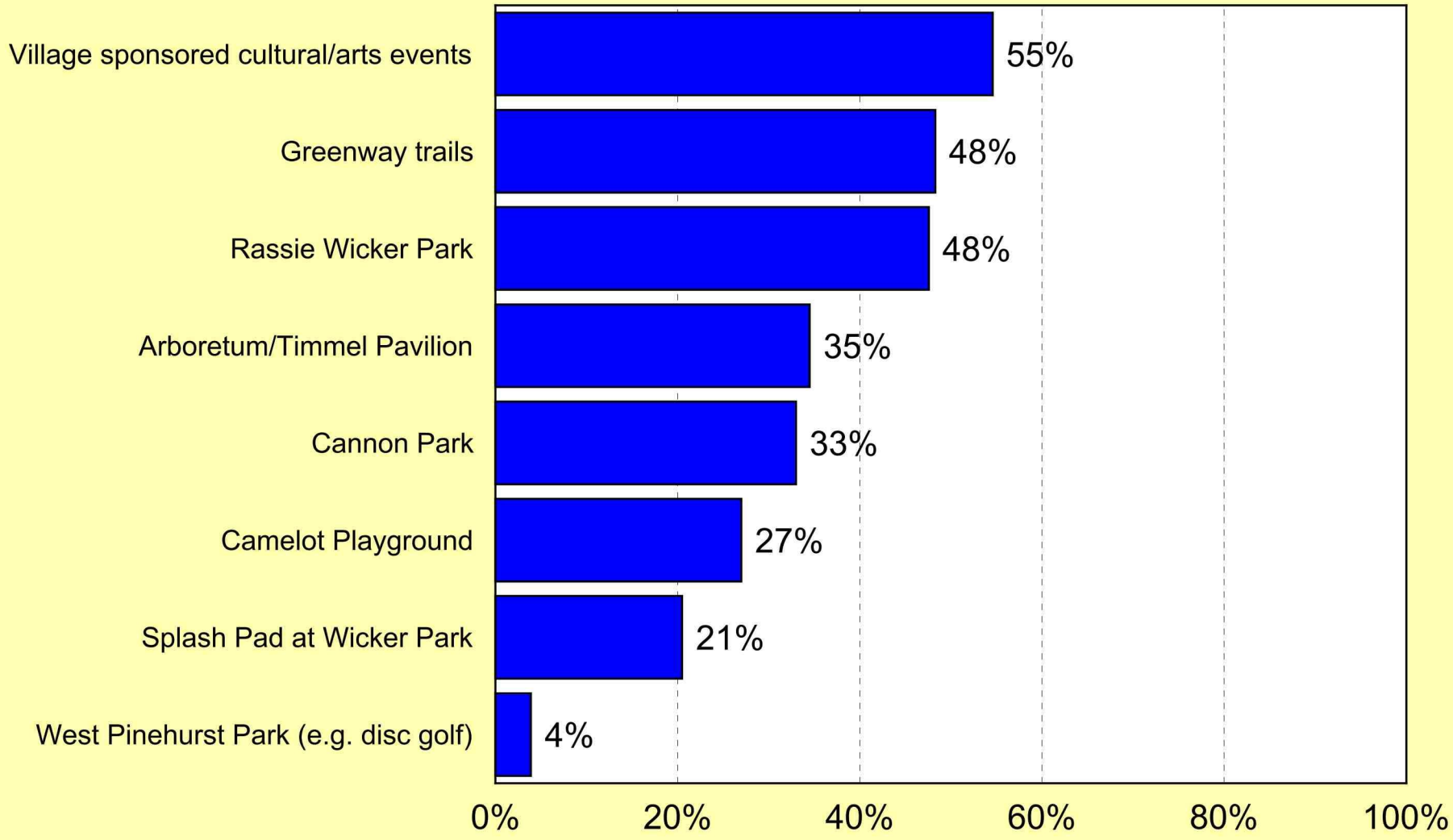
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

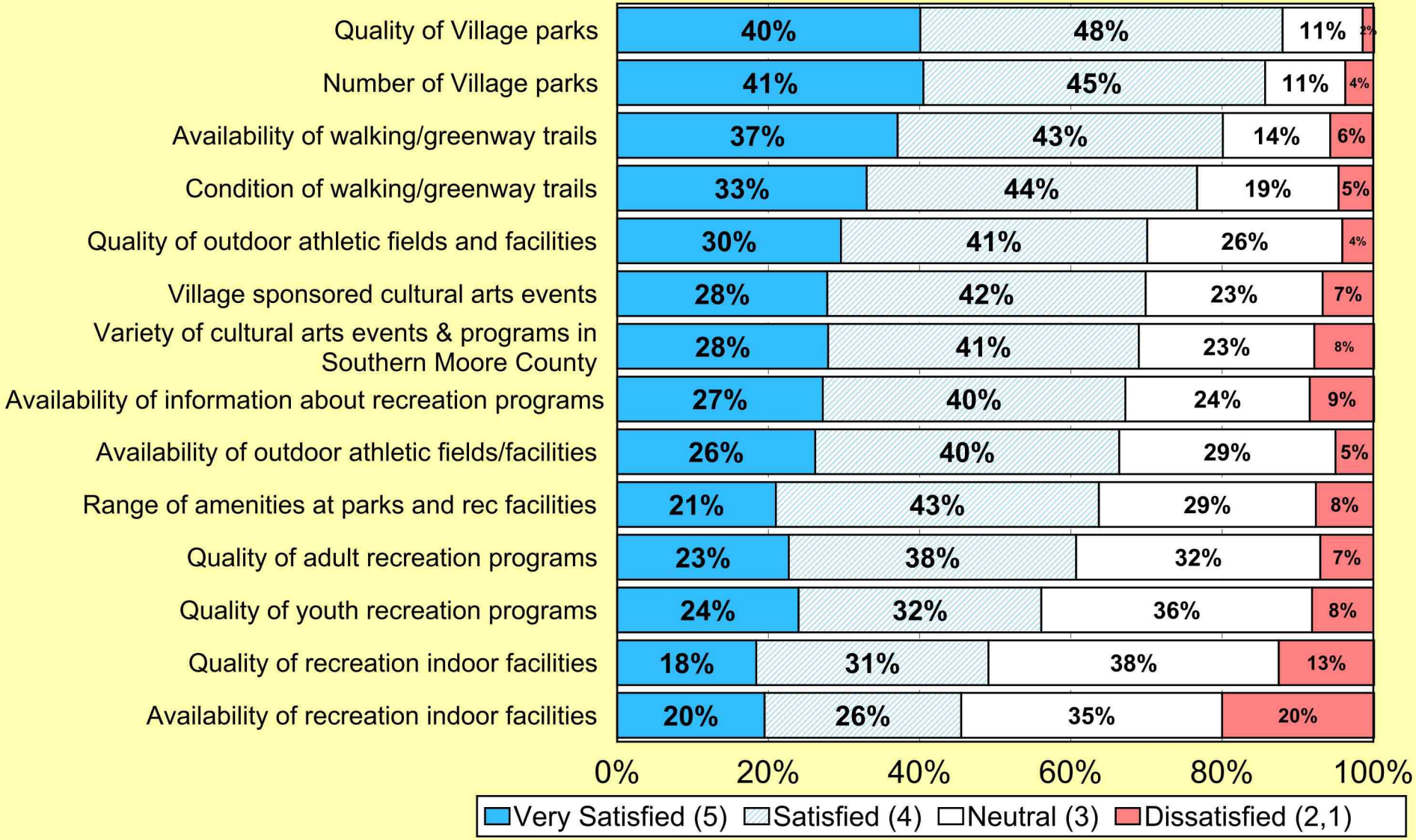
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services

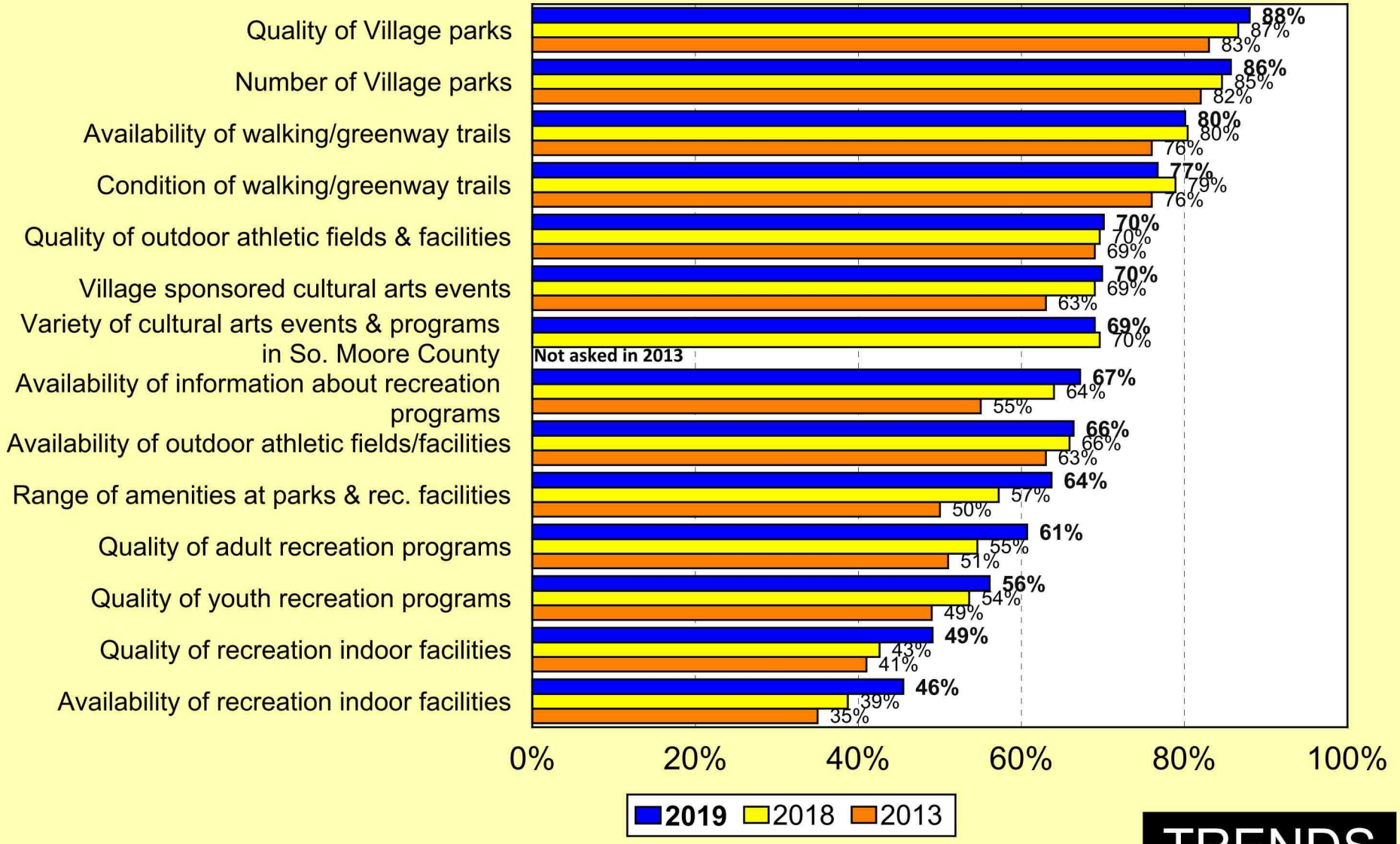
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q9. Satisfaction with Various Aspects of Cultural and Recreation Services - 2019, 2018 & 2013

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

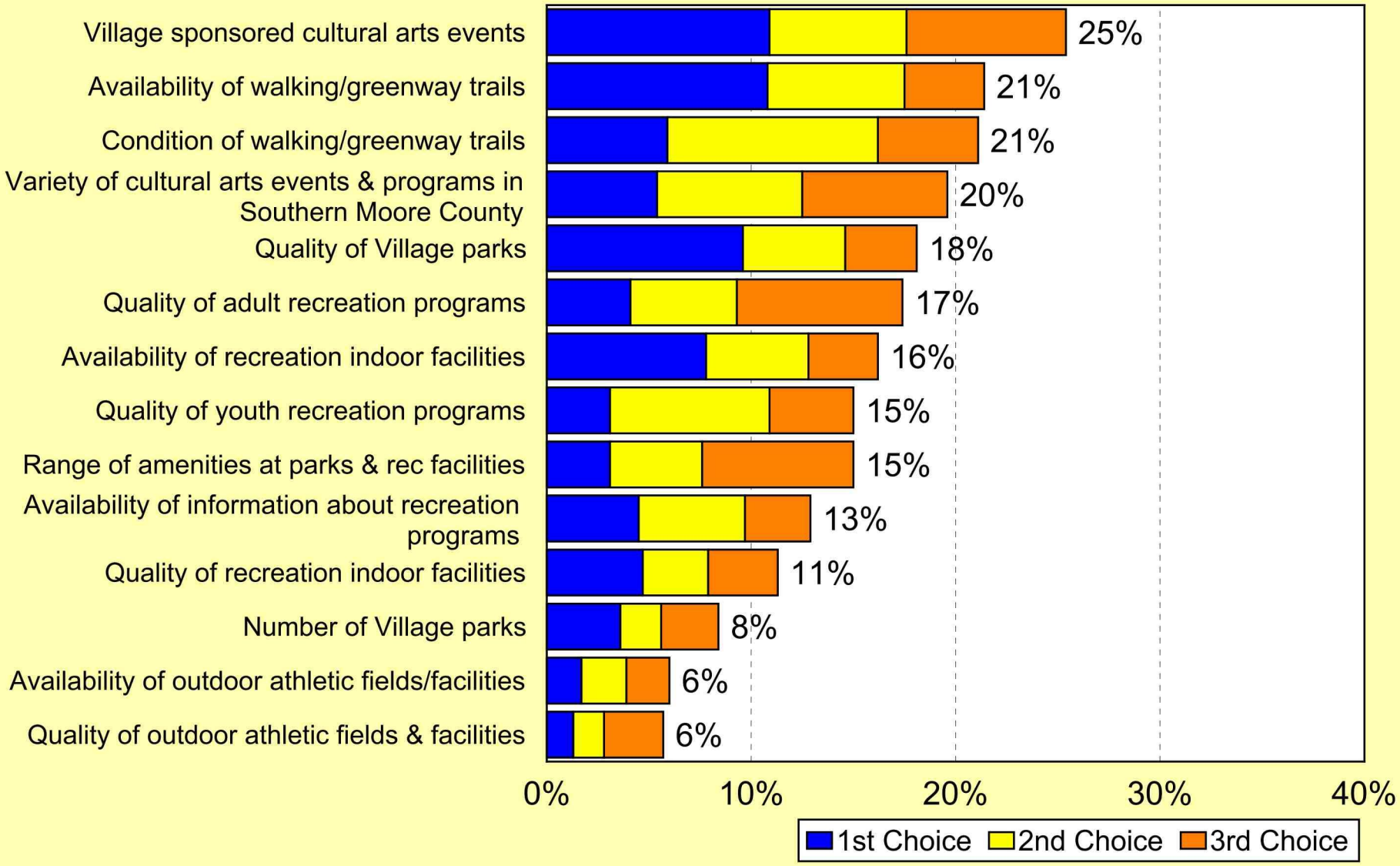


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

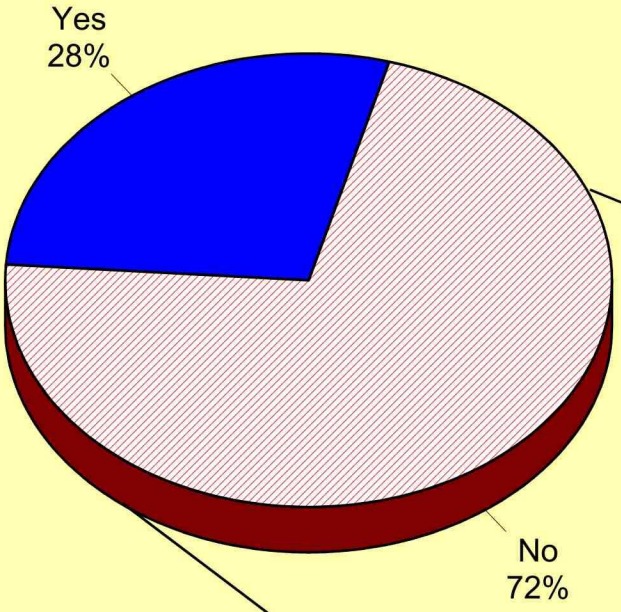
by percentage of respondents who selected the item as one of their top three choices



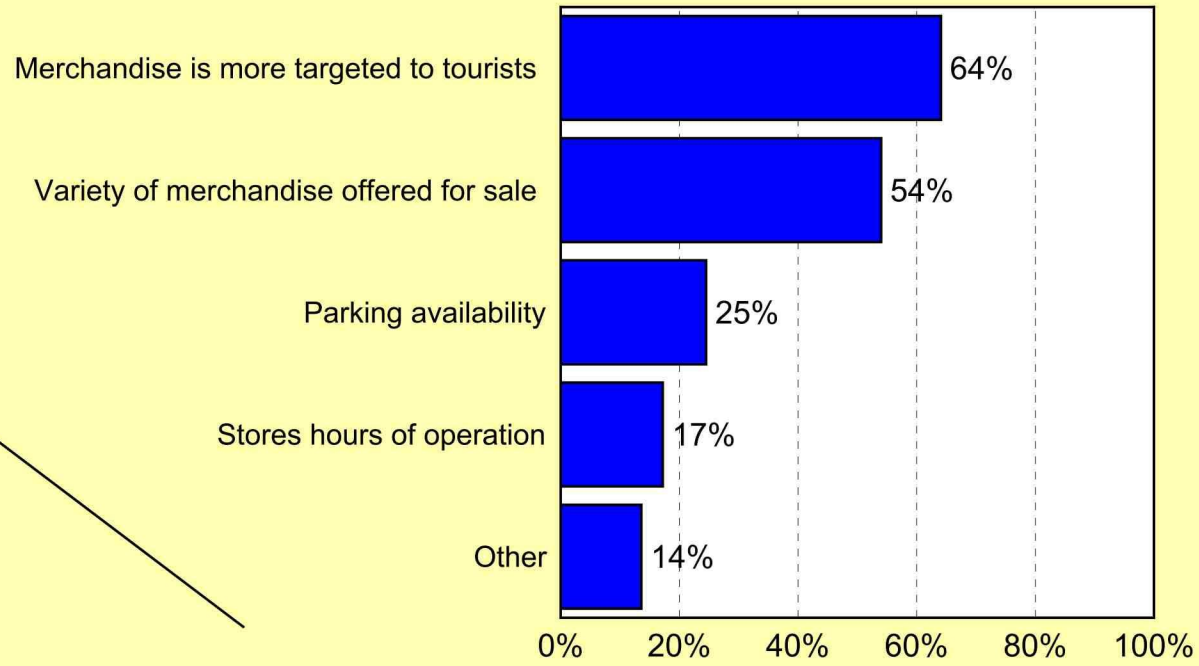
Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

by percentage of respondents (excluding "not provided")



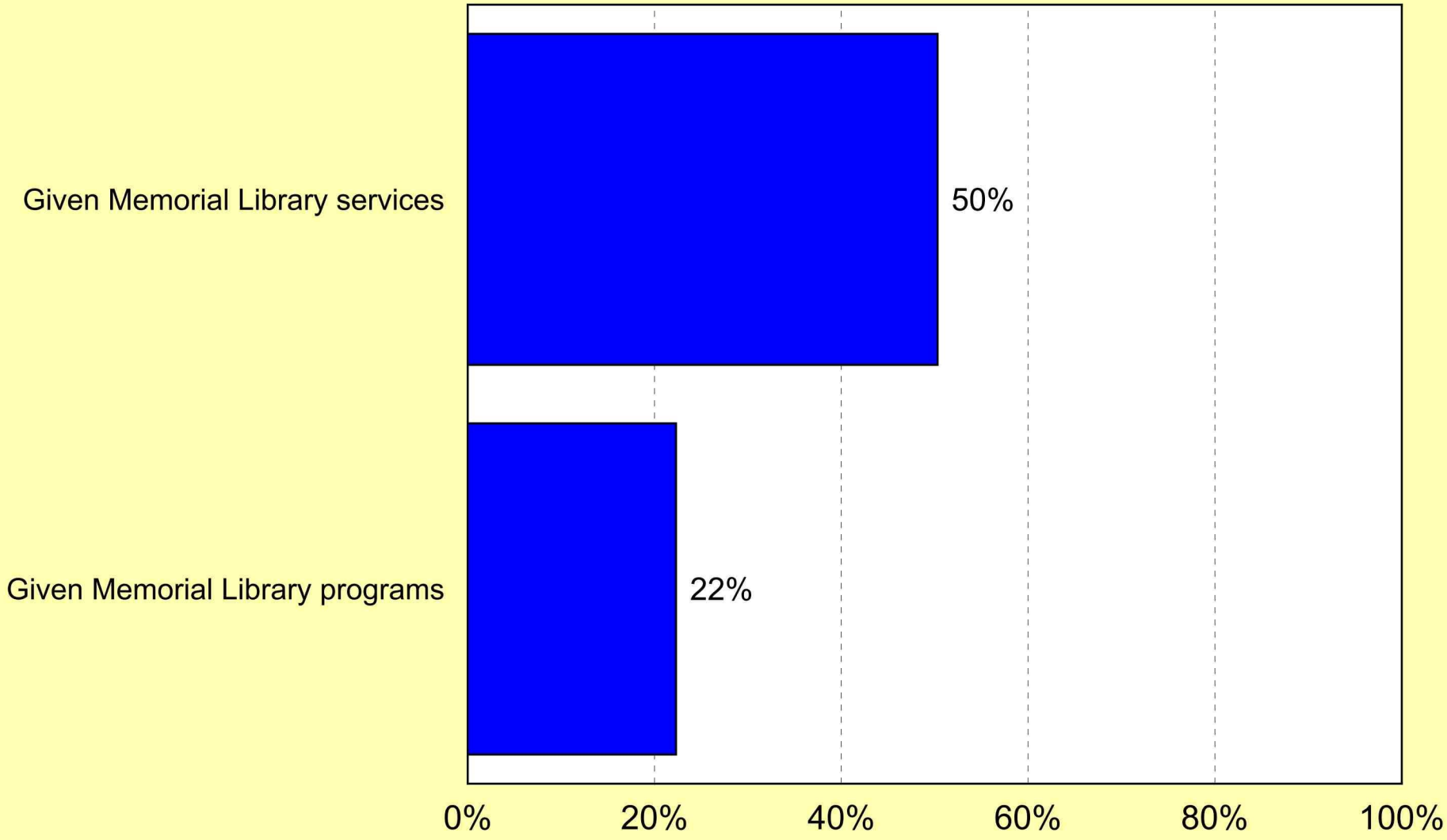
Q11a. Reasons that prevent you from shopping regularly in the Village Center:



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

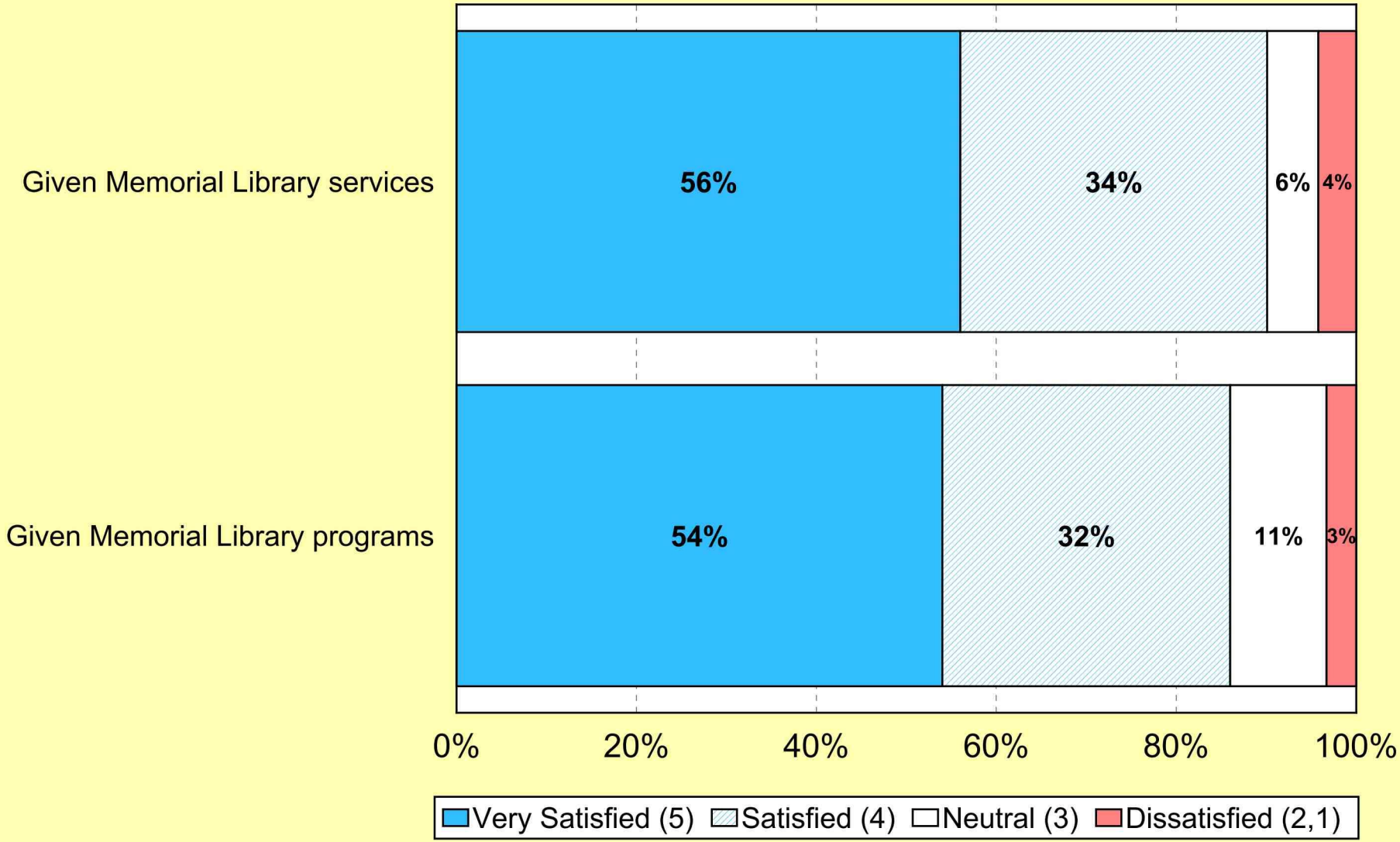
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

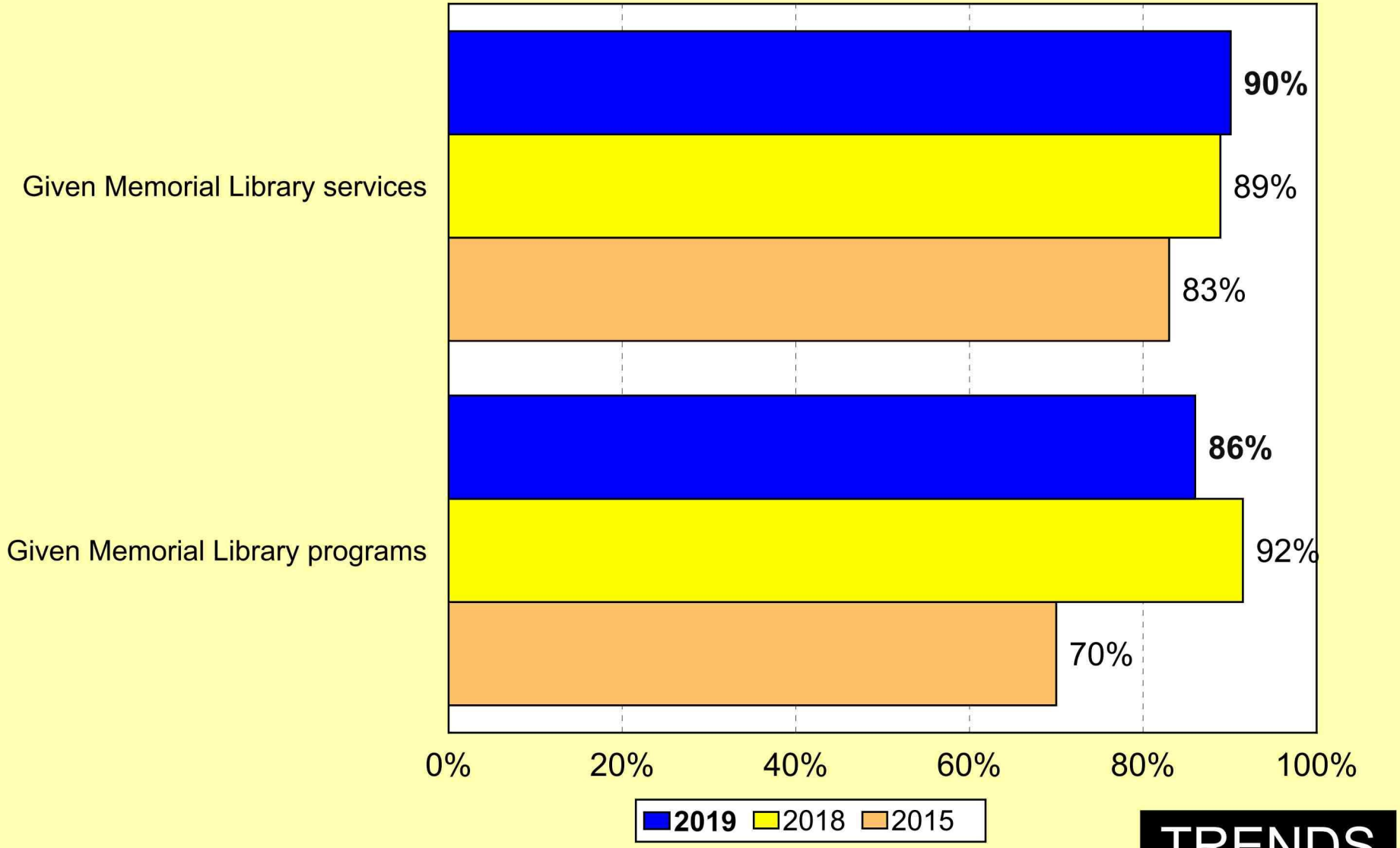
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q12-2. Satisfaction with Various Aspects of Given Memorial Library - 2019, 2018 & 2015

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

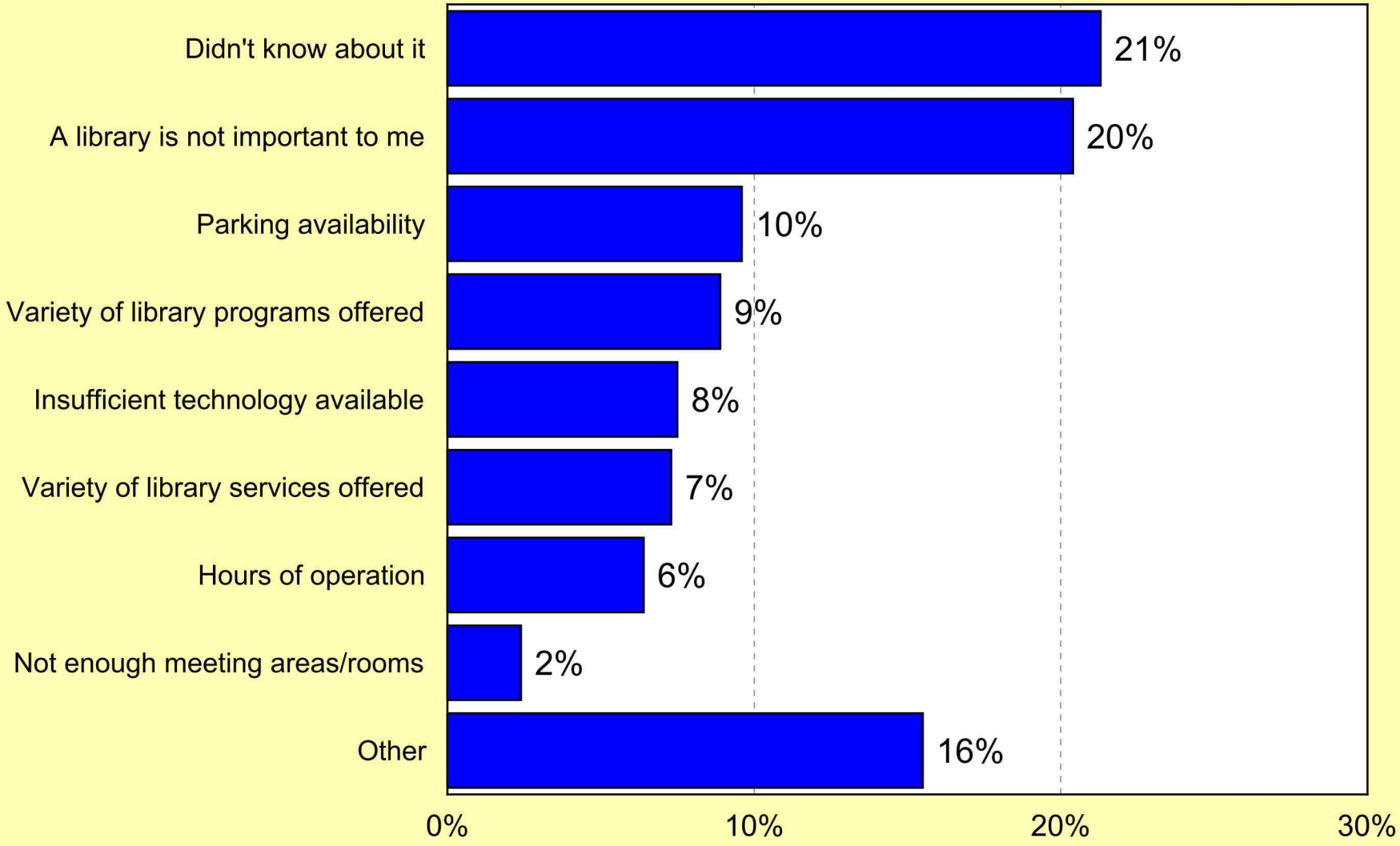


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

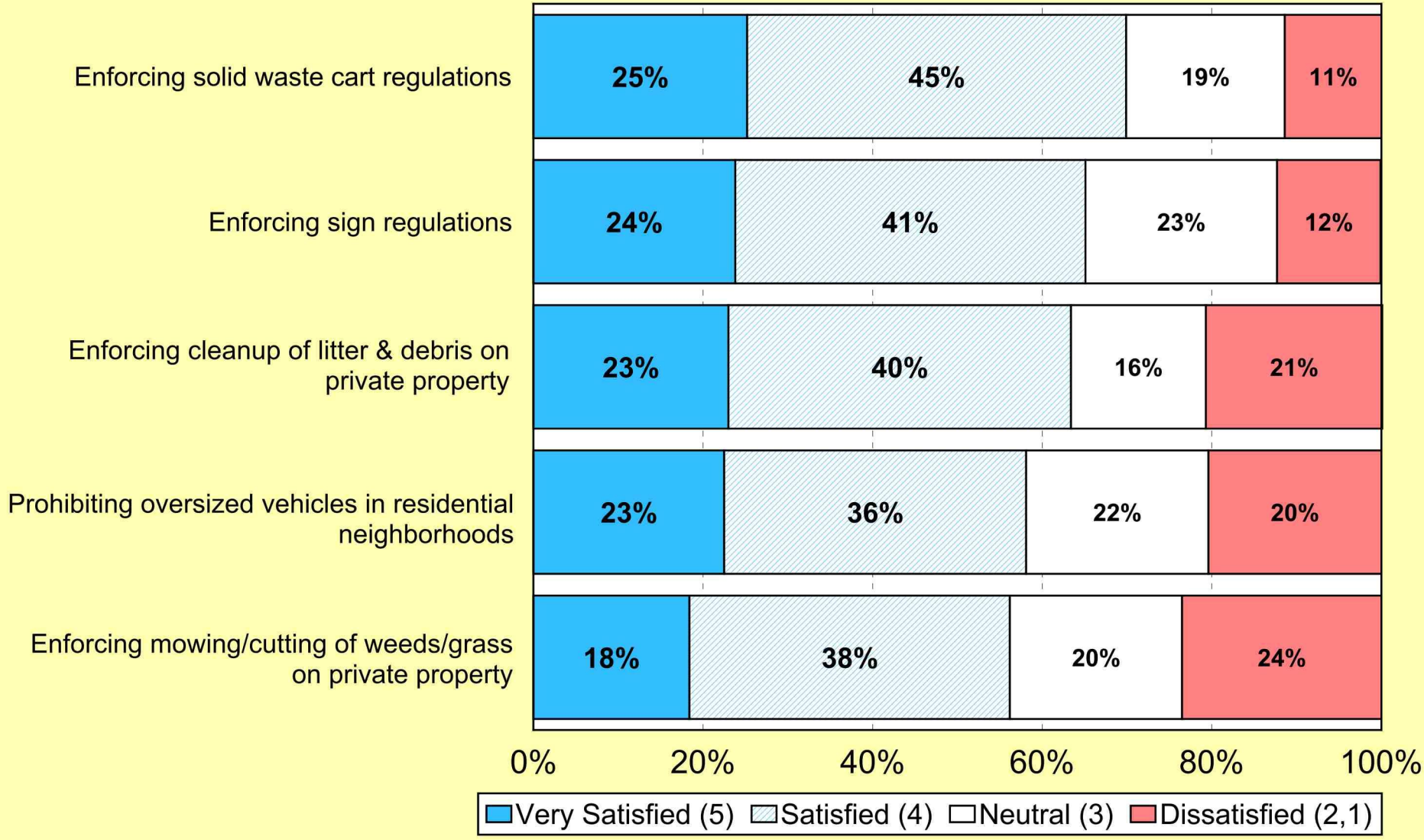
by percentage of respondents who answered "No" to Question 12



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement

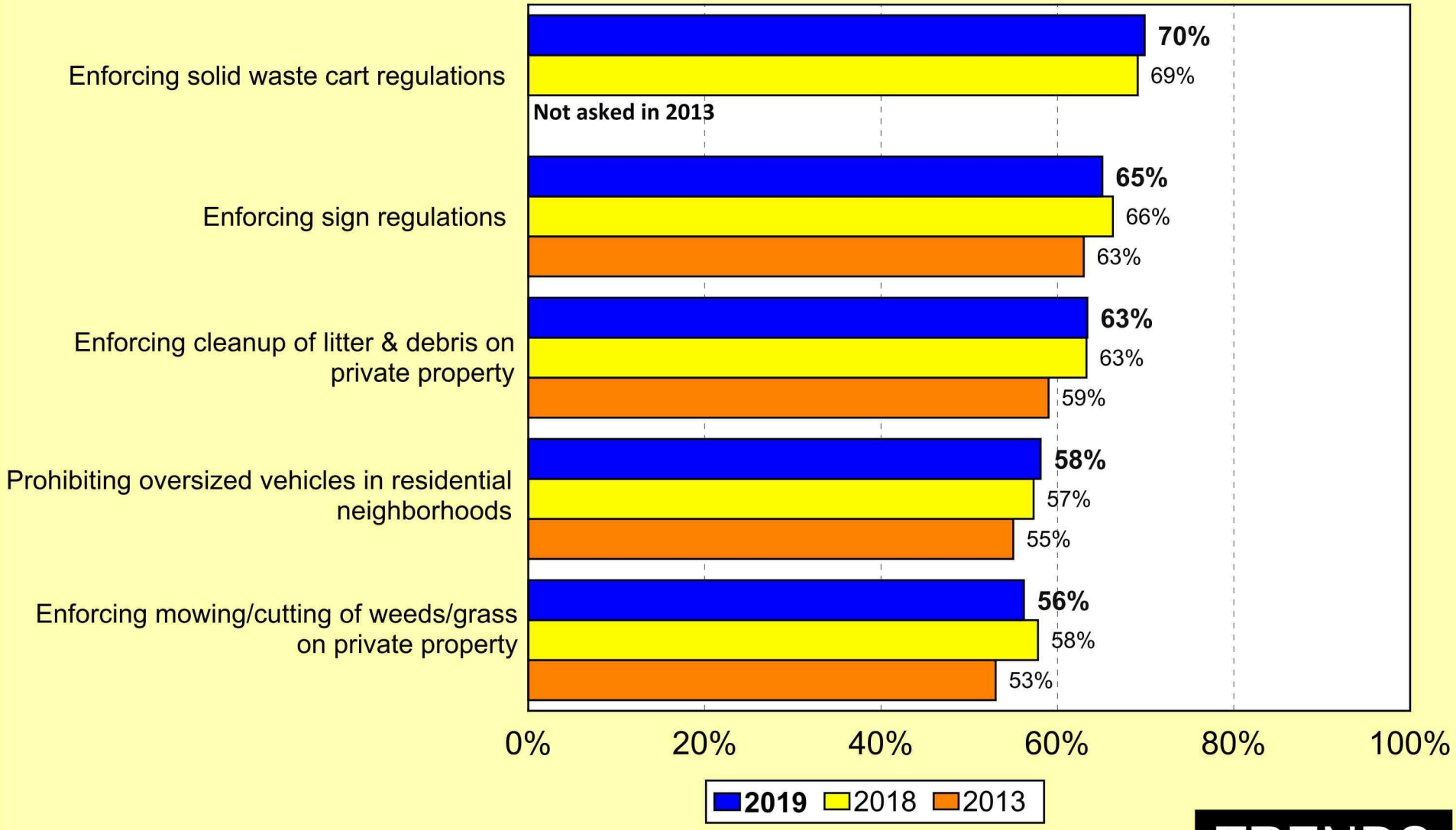
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q13. Satisfaction with Various Aspects of Code Enforcement - 2019, 2018 & 2013

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

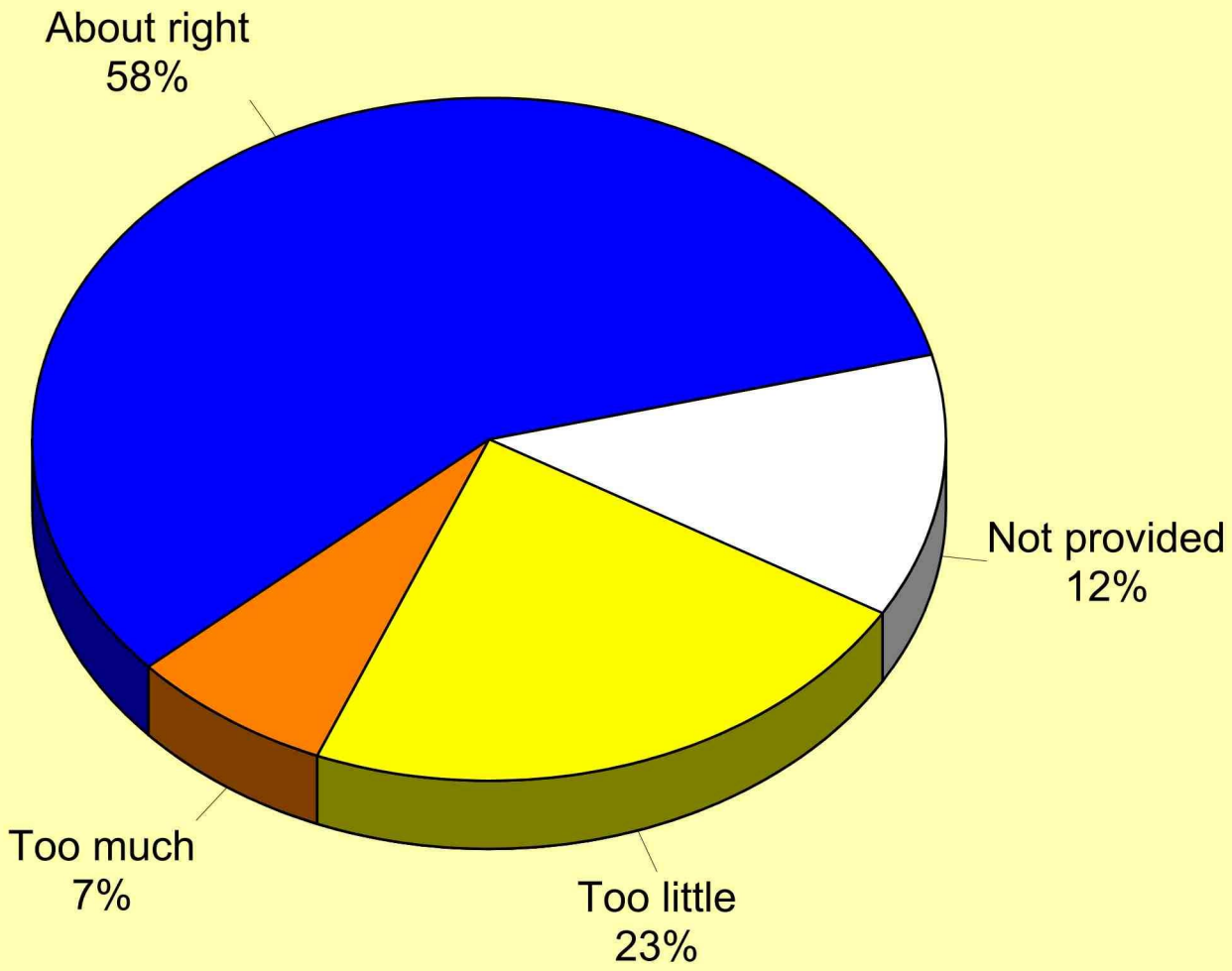


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

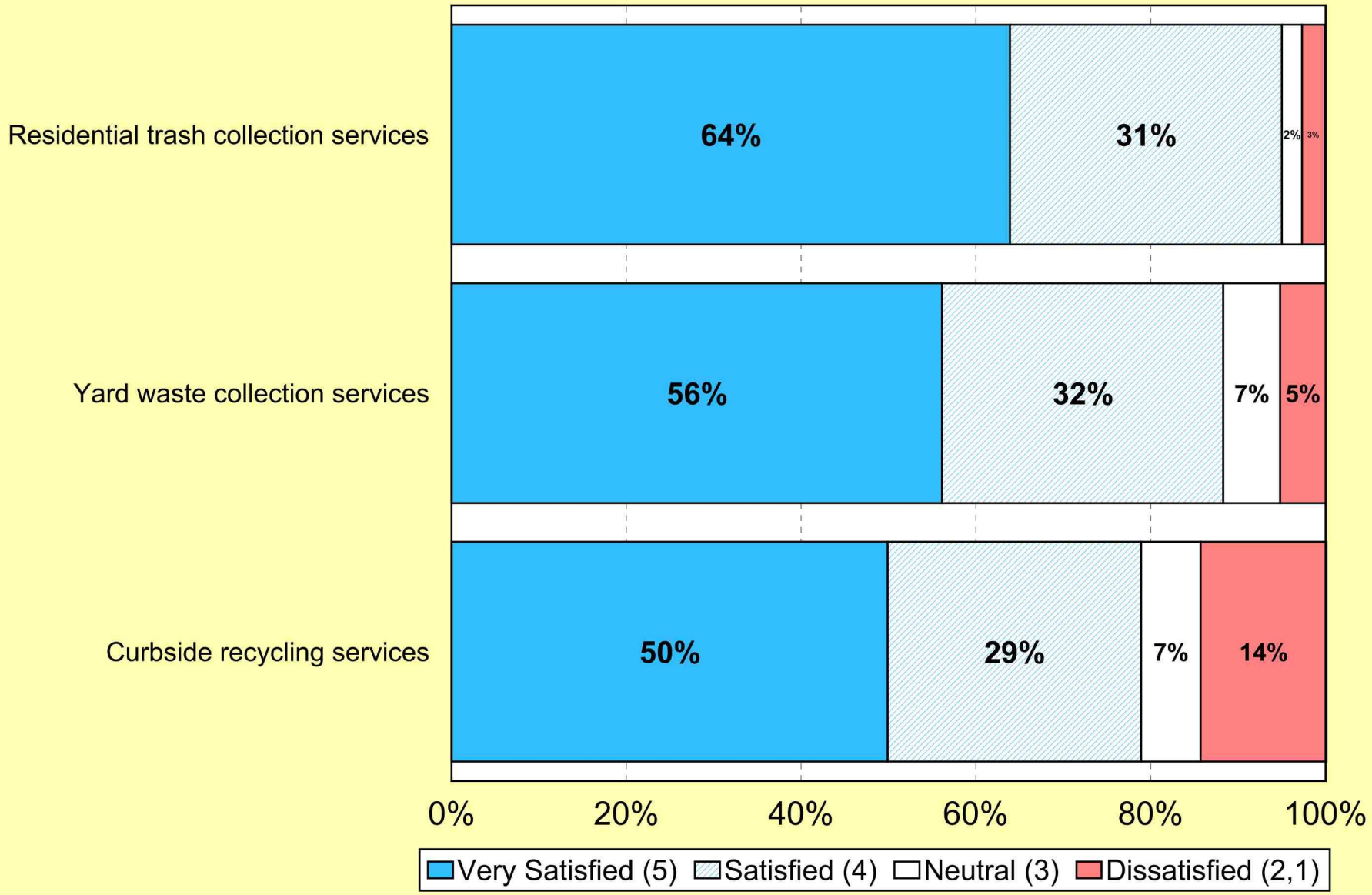
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services

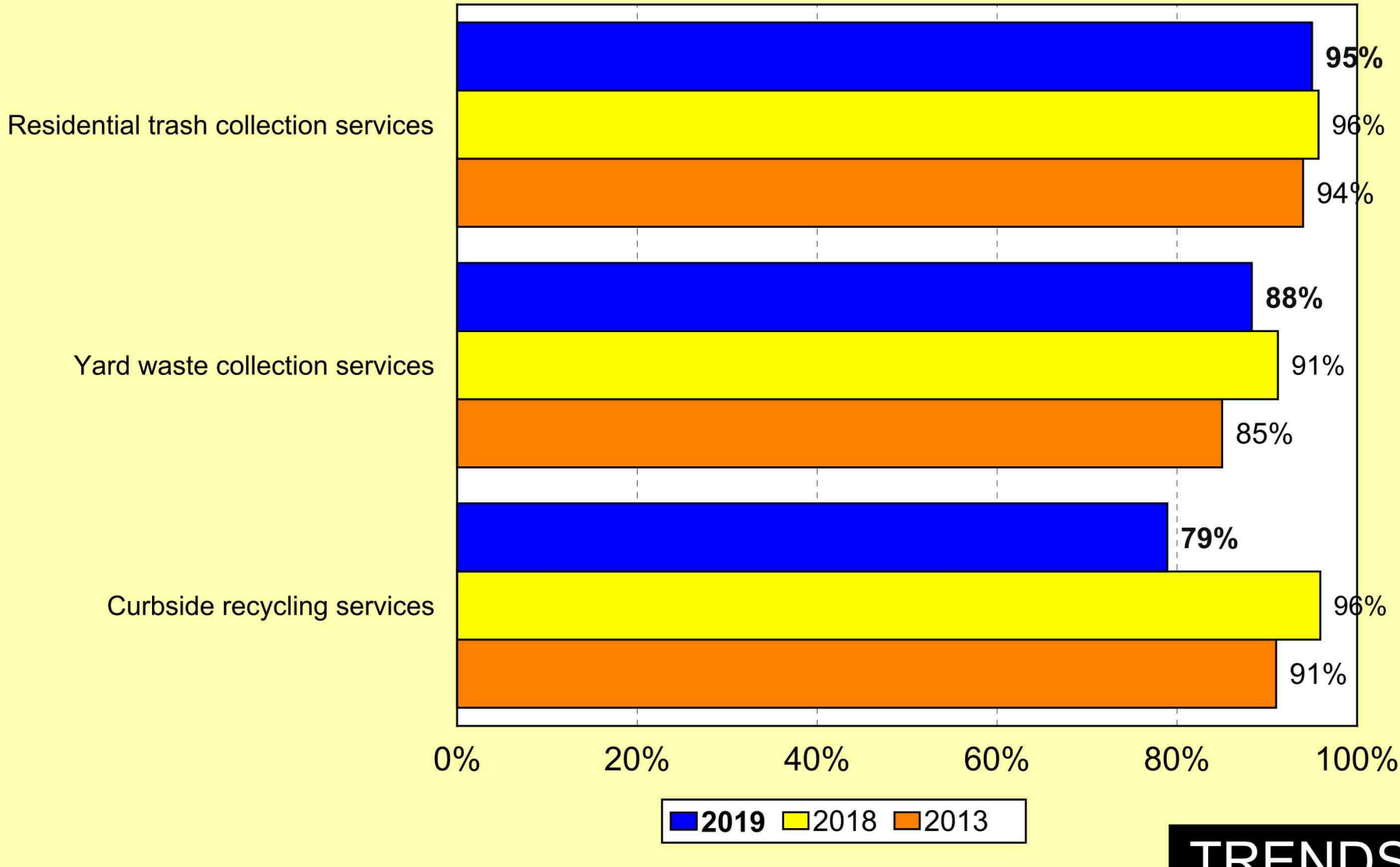
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q15. Satisfaction with Solid Waste Services - 2019, 2018 & 2013

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

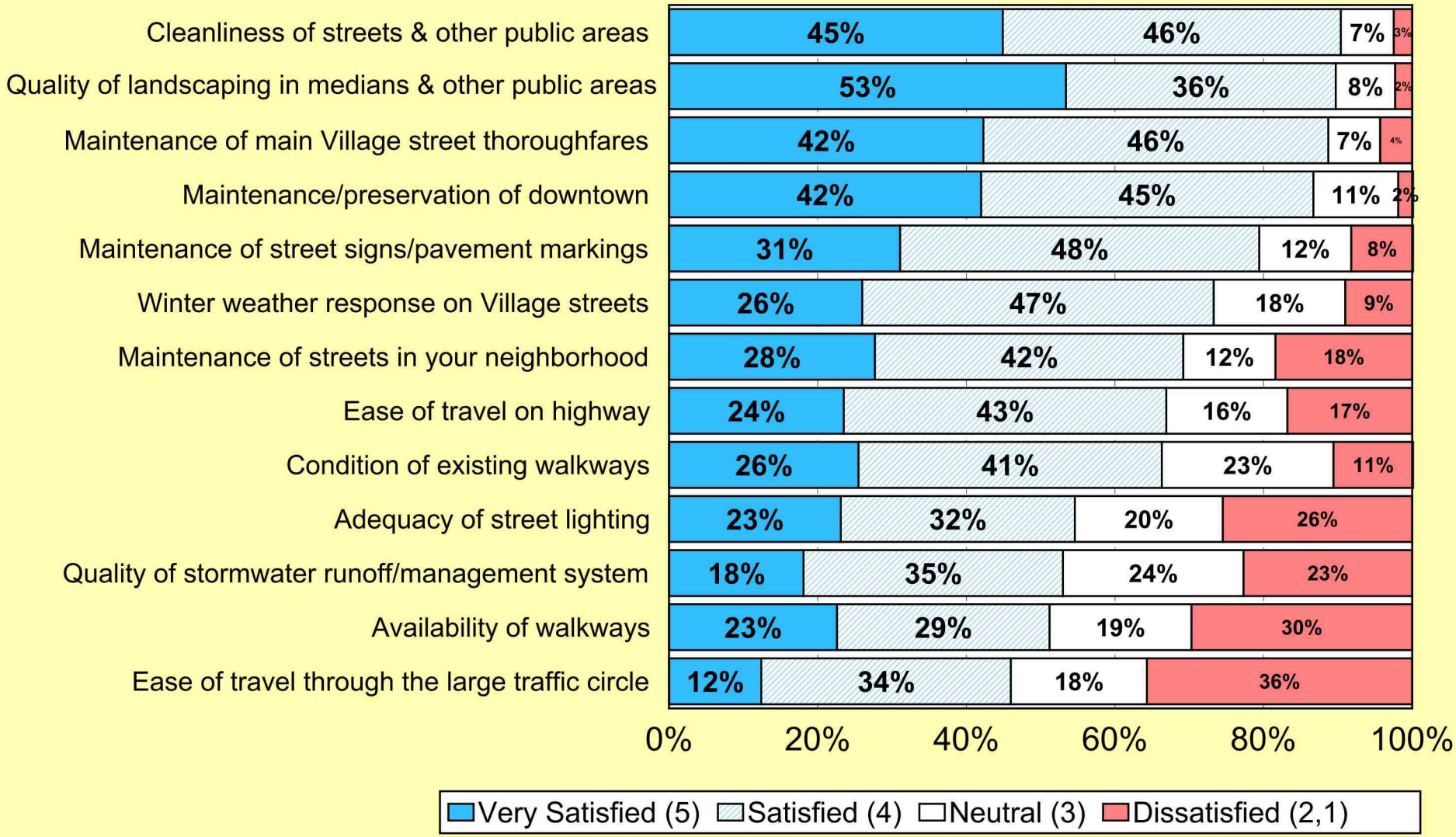


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q16. Satisfaction with Various Aspects of Public Services

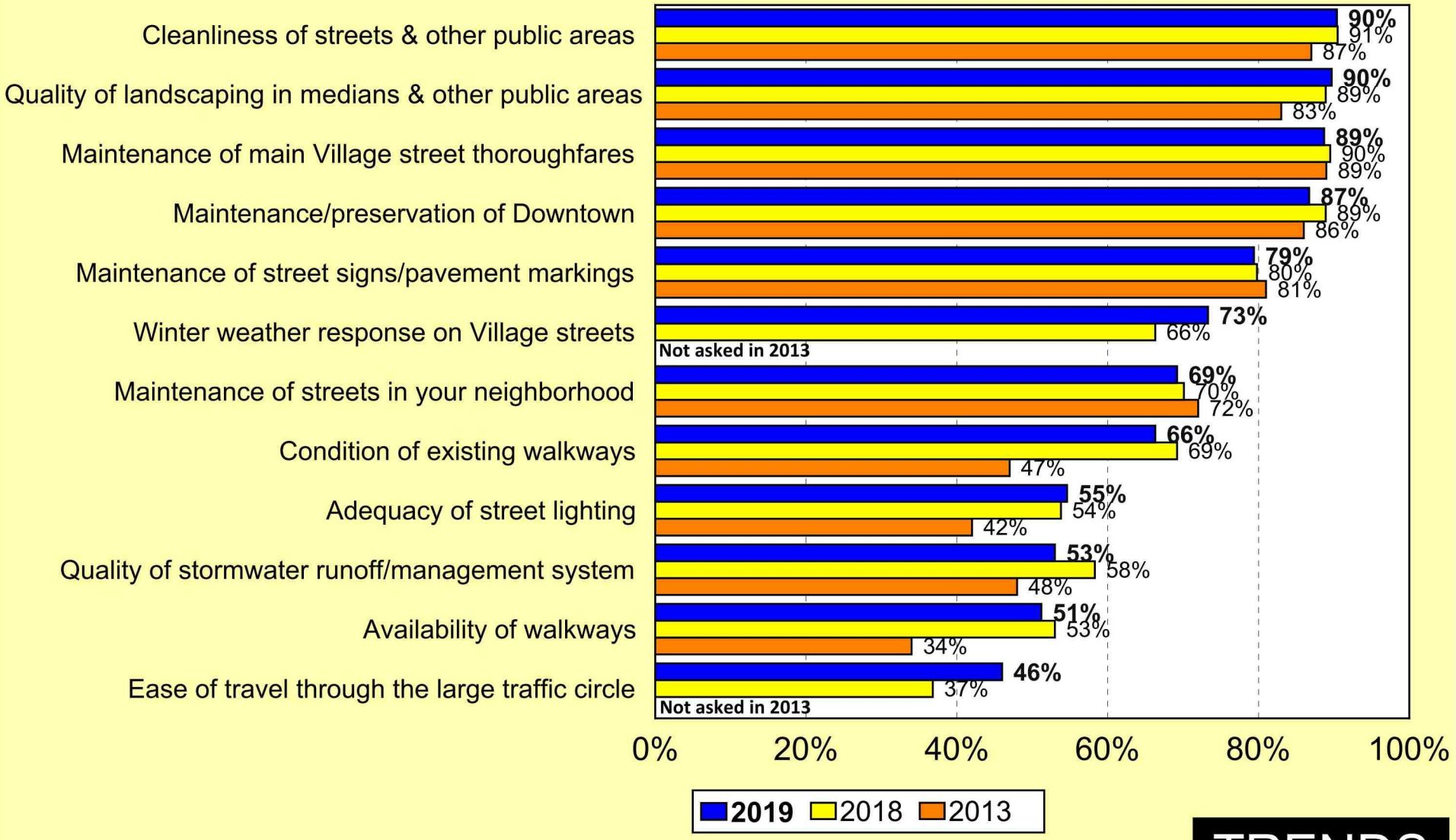
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q16. Satisfaction with Various Aspect of Public Services 2019, 2018 & 2013

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

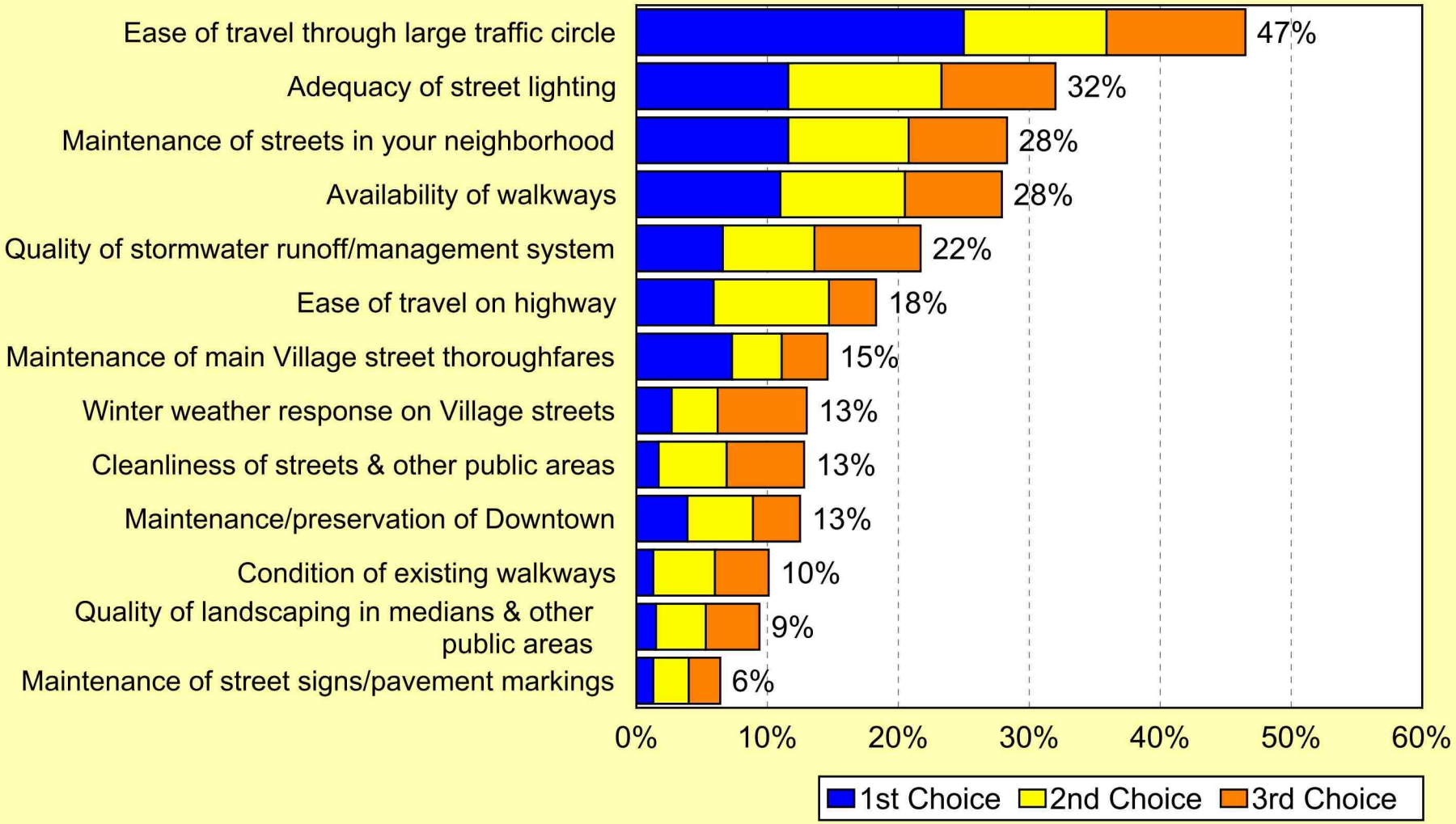


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

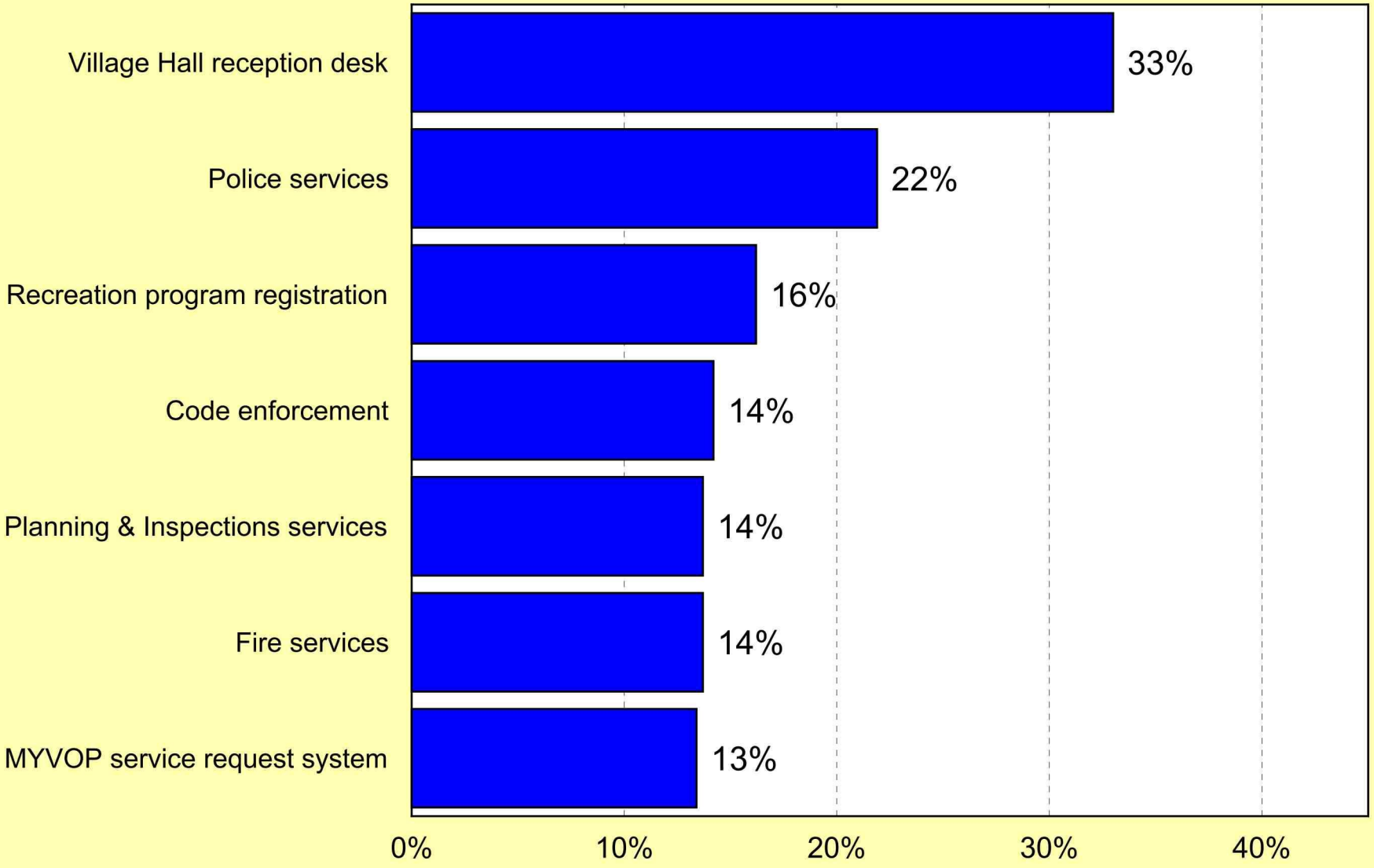
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

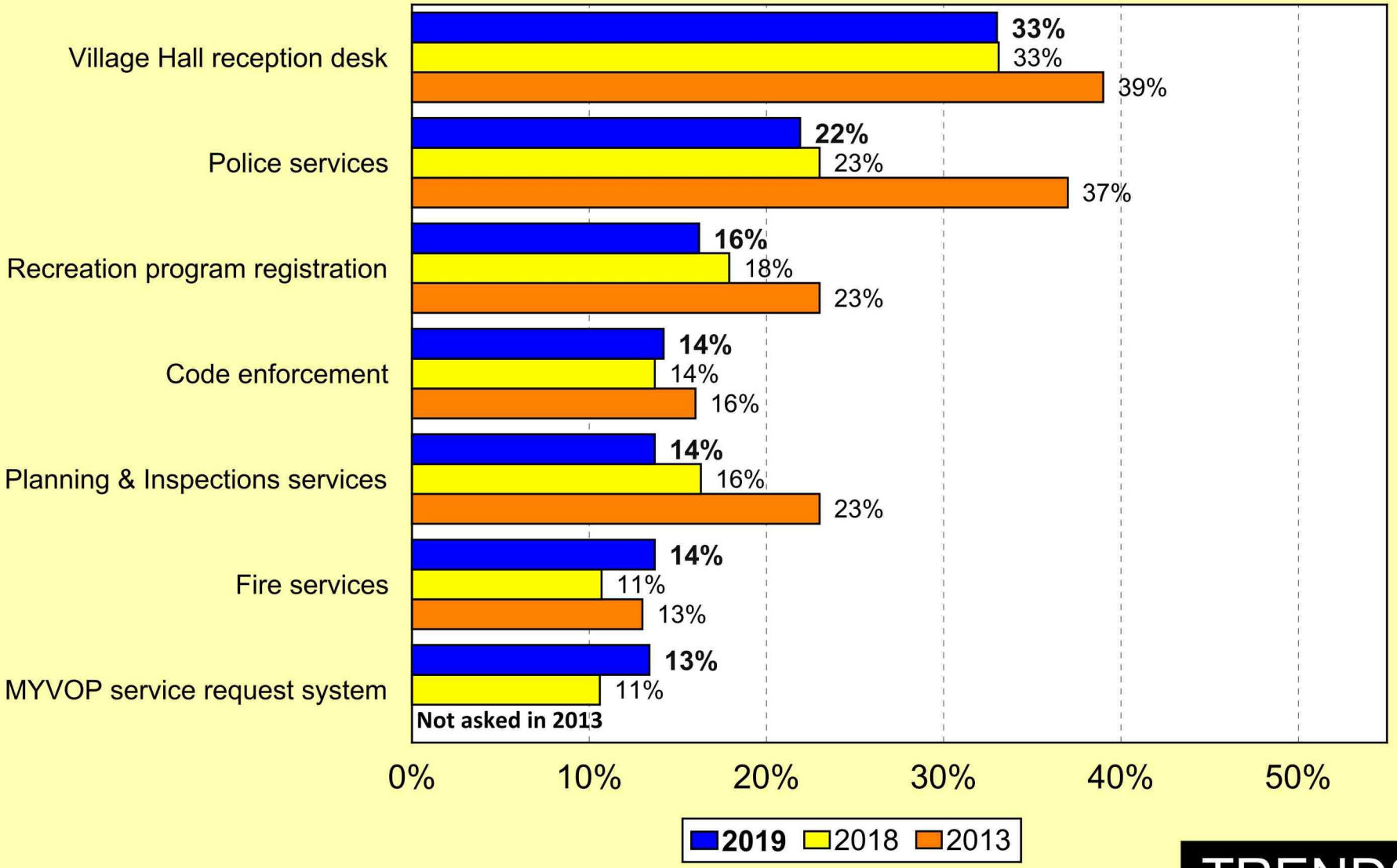
by percentage of respondents who answered "yes"



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q18. Households That Use Village Services and Facilities - 2019, 2018 & 2013

by percentage of respondents who answered "yes"

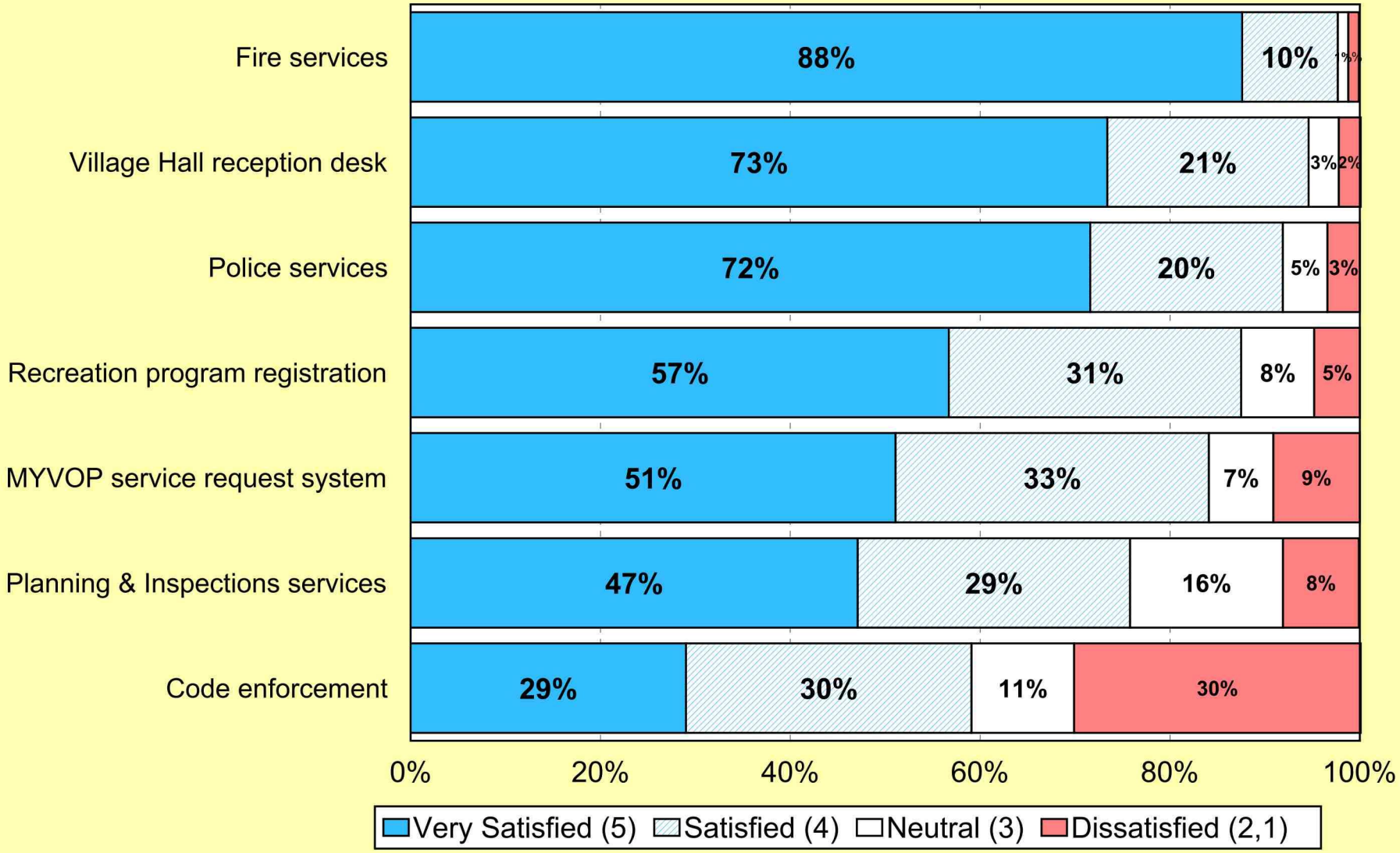


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

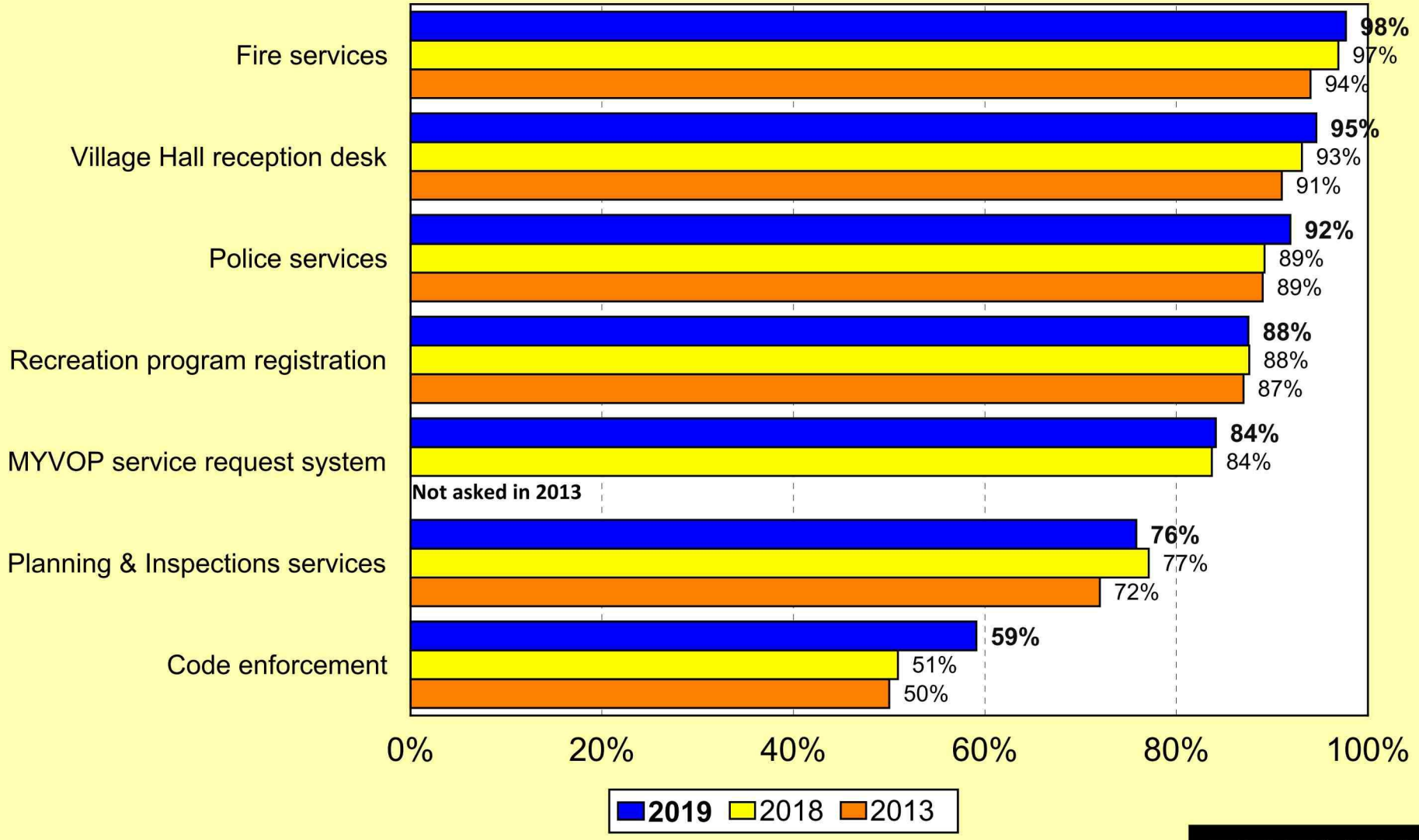
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q18a. Satisfaction With Village Services and Facilities - 2019, 2018 & 2013

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

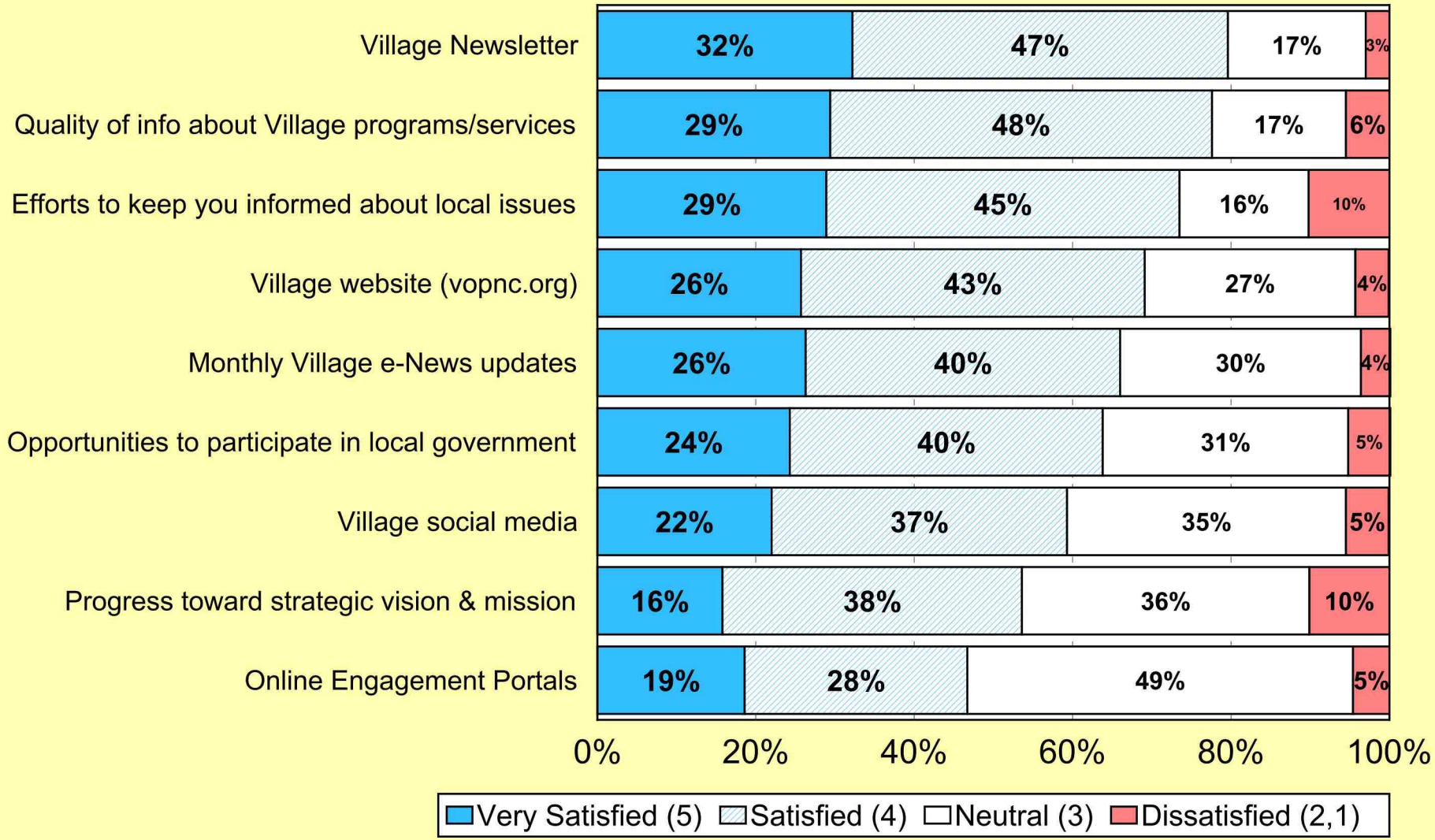


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q19. Satisfaction with Public Communication and Outreach

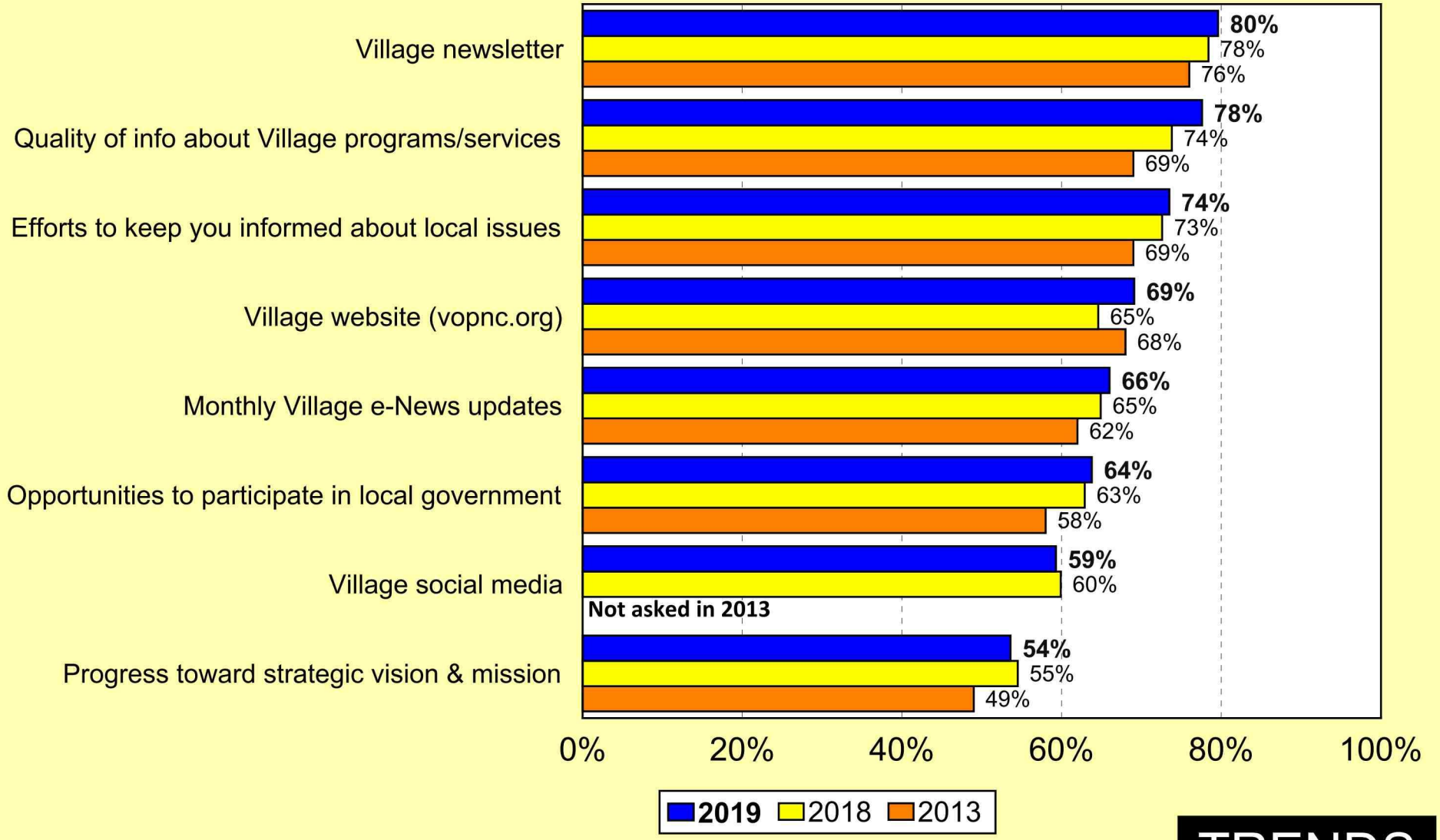
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q19. Satisfaction with Public Communication and Outreach - 2019, 2018 & 2013

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

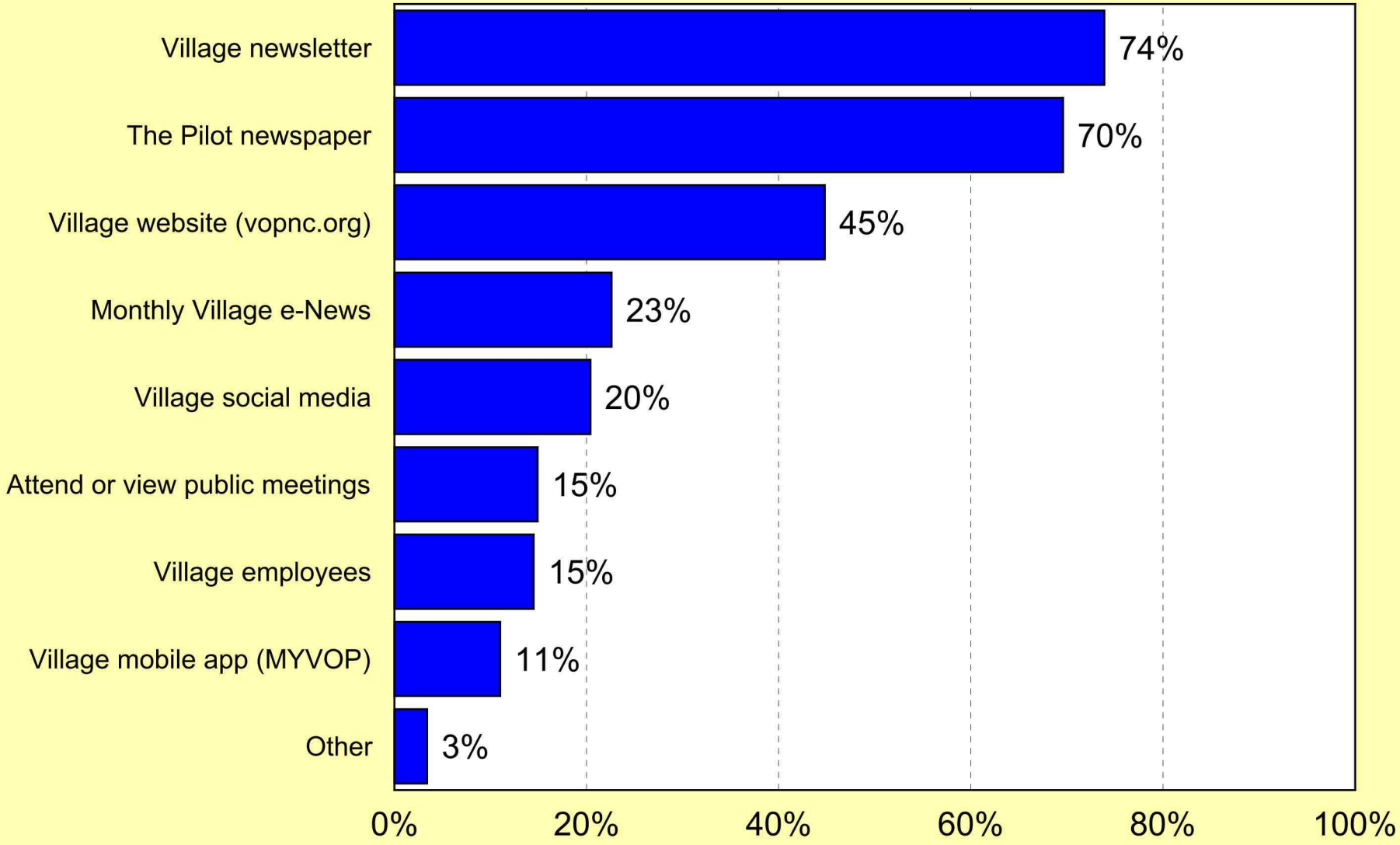


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

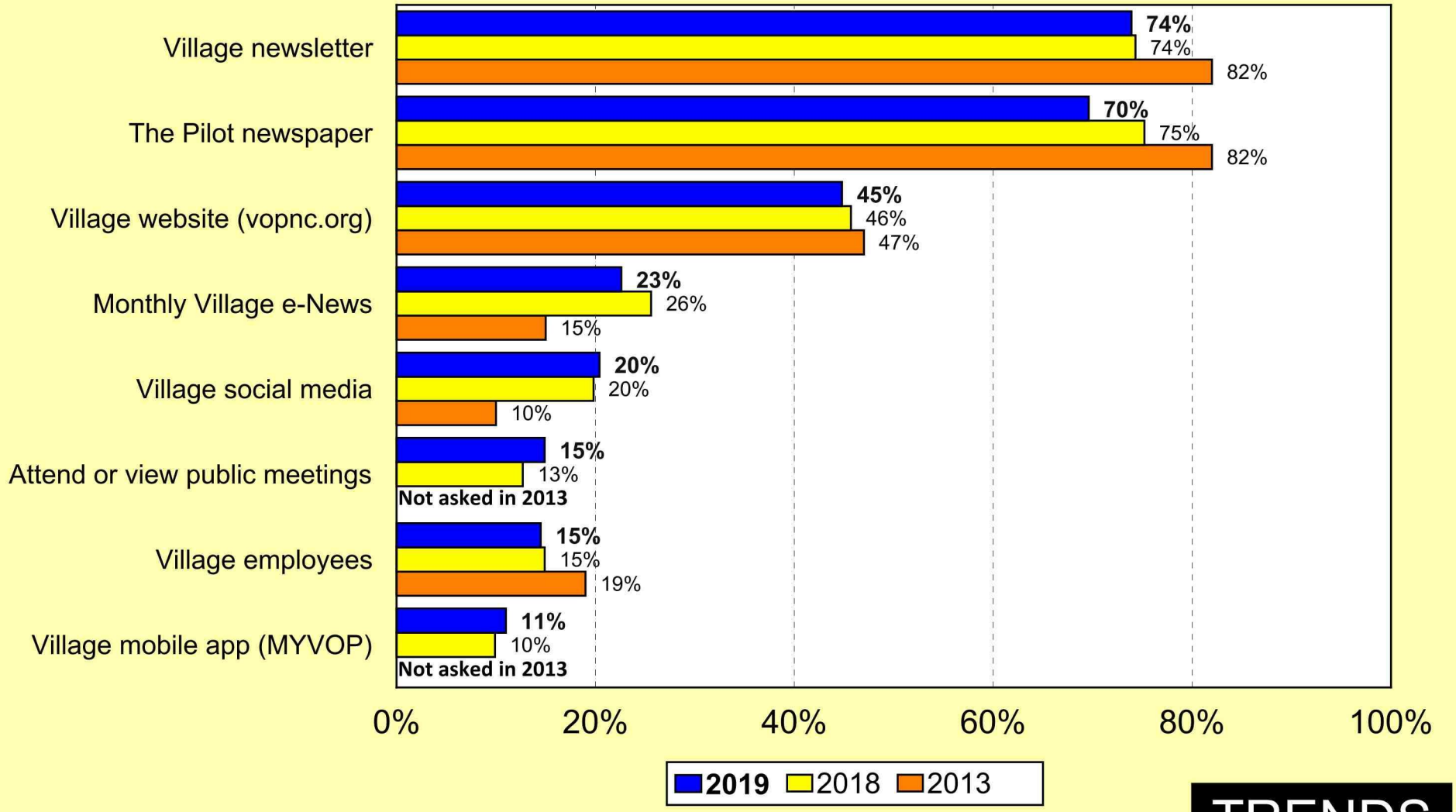
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q20. Which of the following do you use to get information about the Village of Pinehurst? 2019, 2018 & 2013

by percentage of respondents (multiple selections could be made)

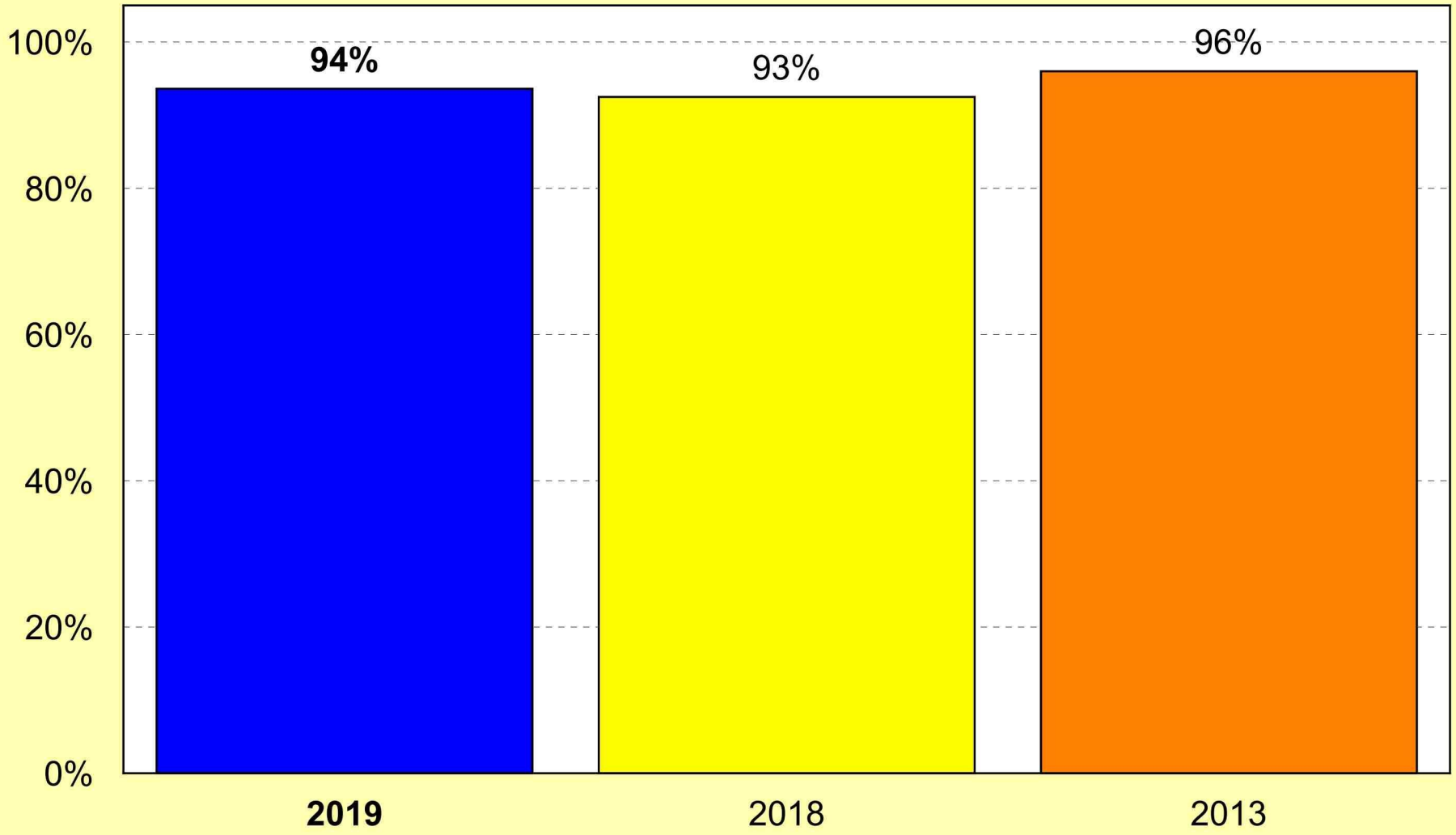


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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")

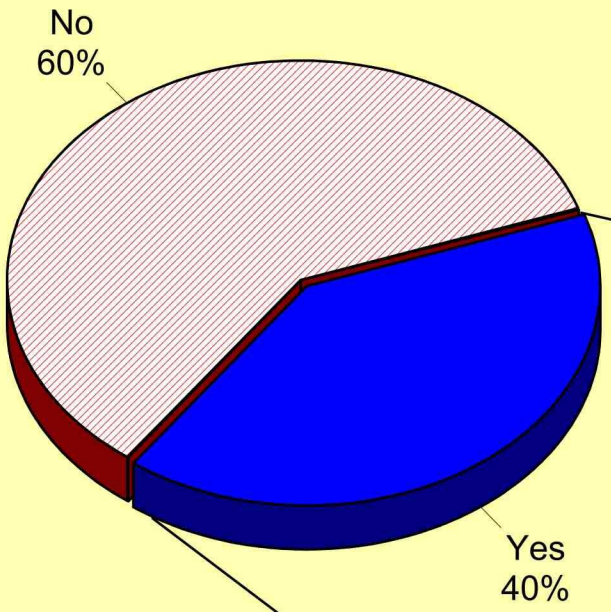


TRENDS

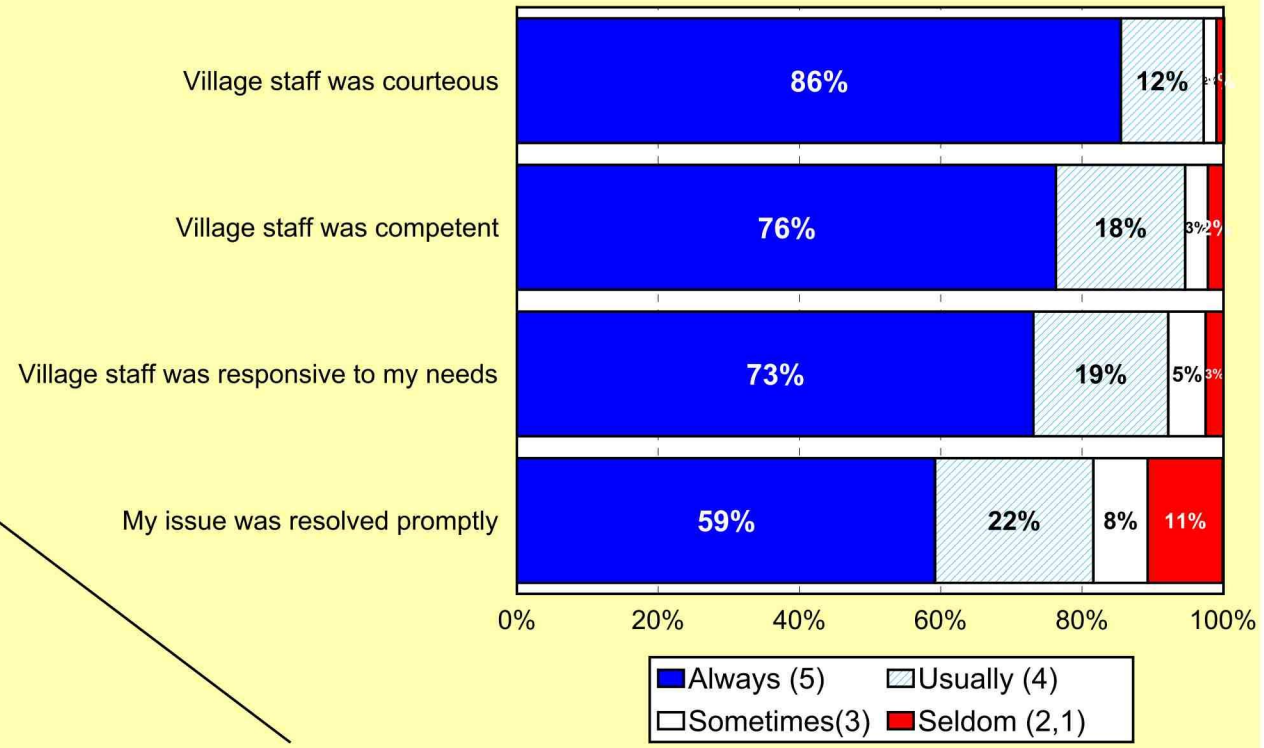
Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

by percentage of respondents



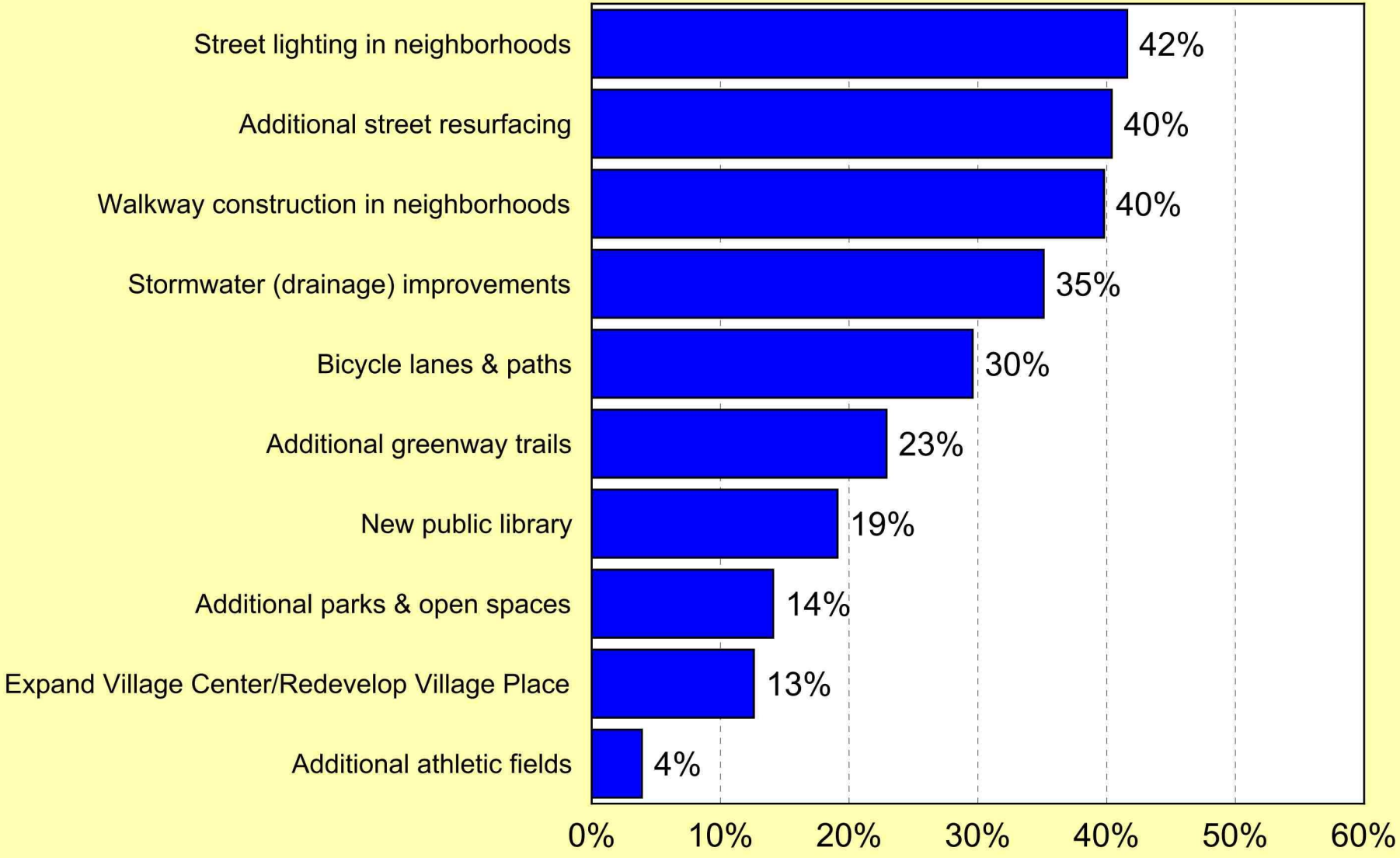
Q22a-d. Only if you have contacted the Village during the past year



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q23. Capital Improvements That Residents Feel Are the Most Important

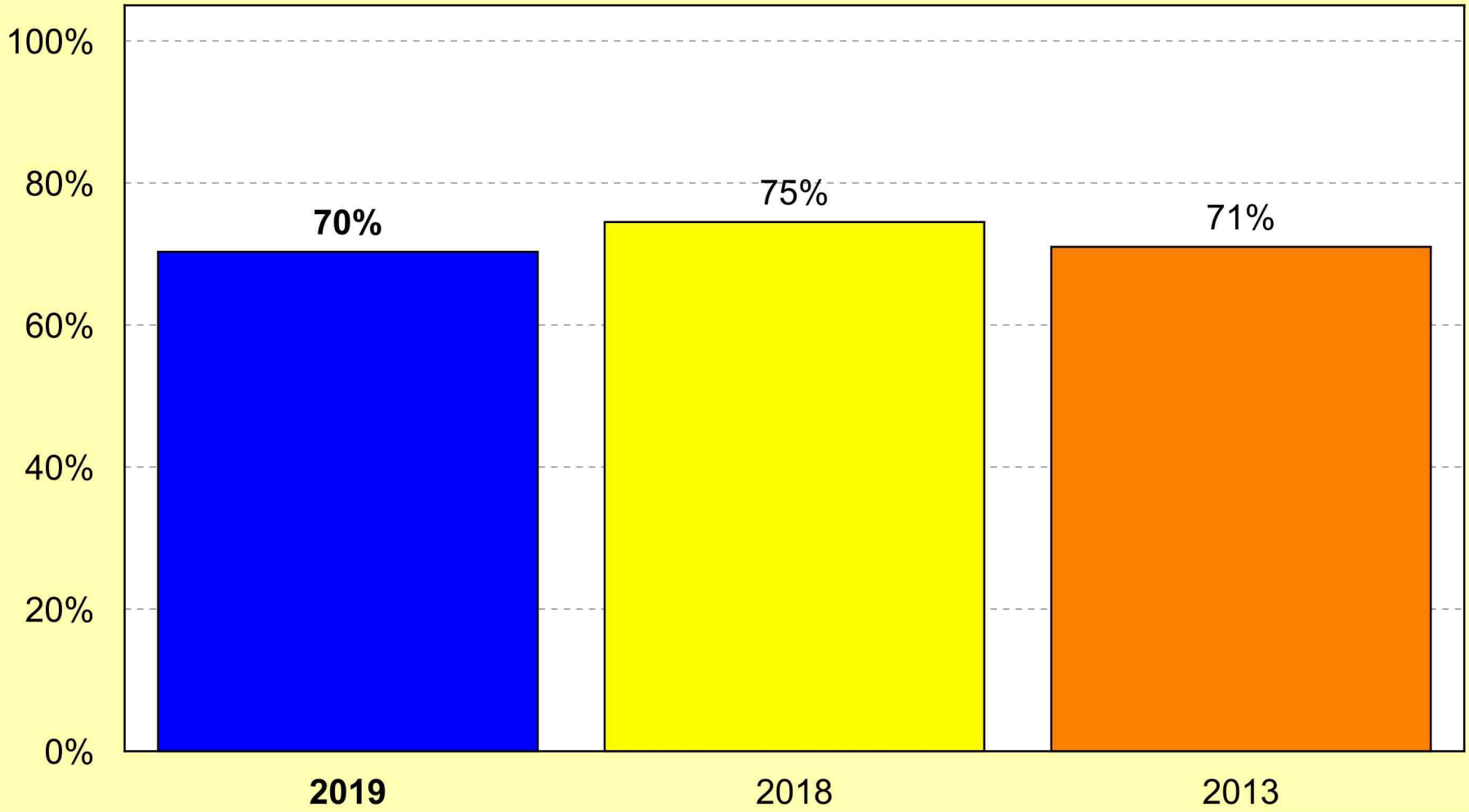
by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2019 - 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”)

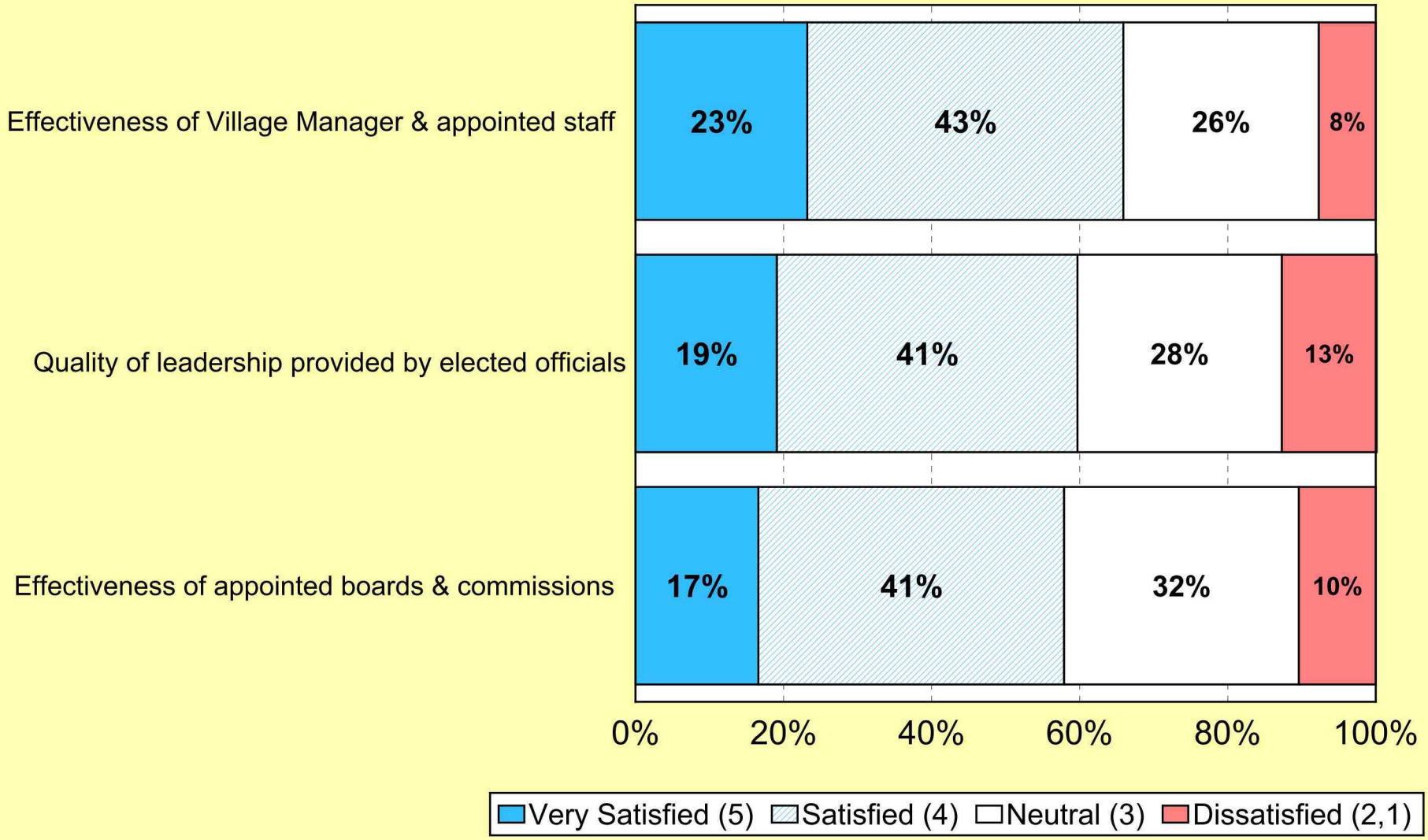


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

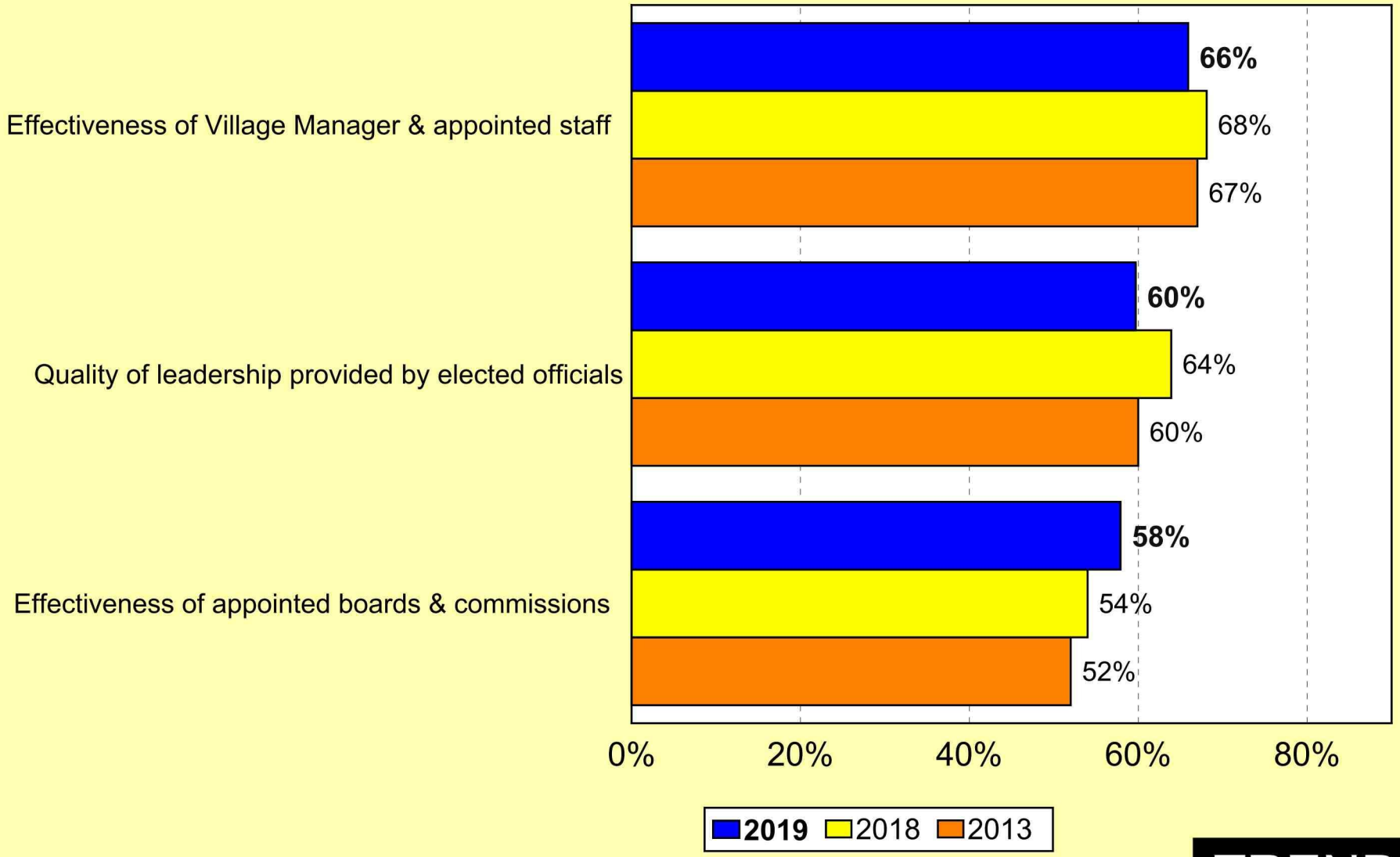
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q25. Satisfaction with Village Leadership - 2019, 2018 & 2013

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

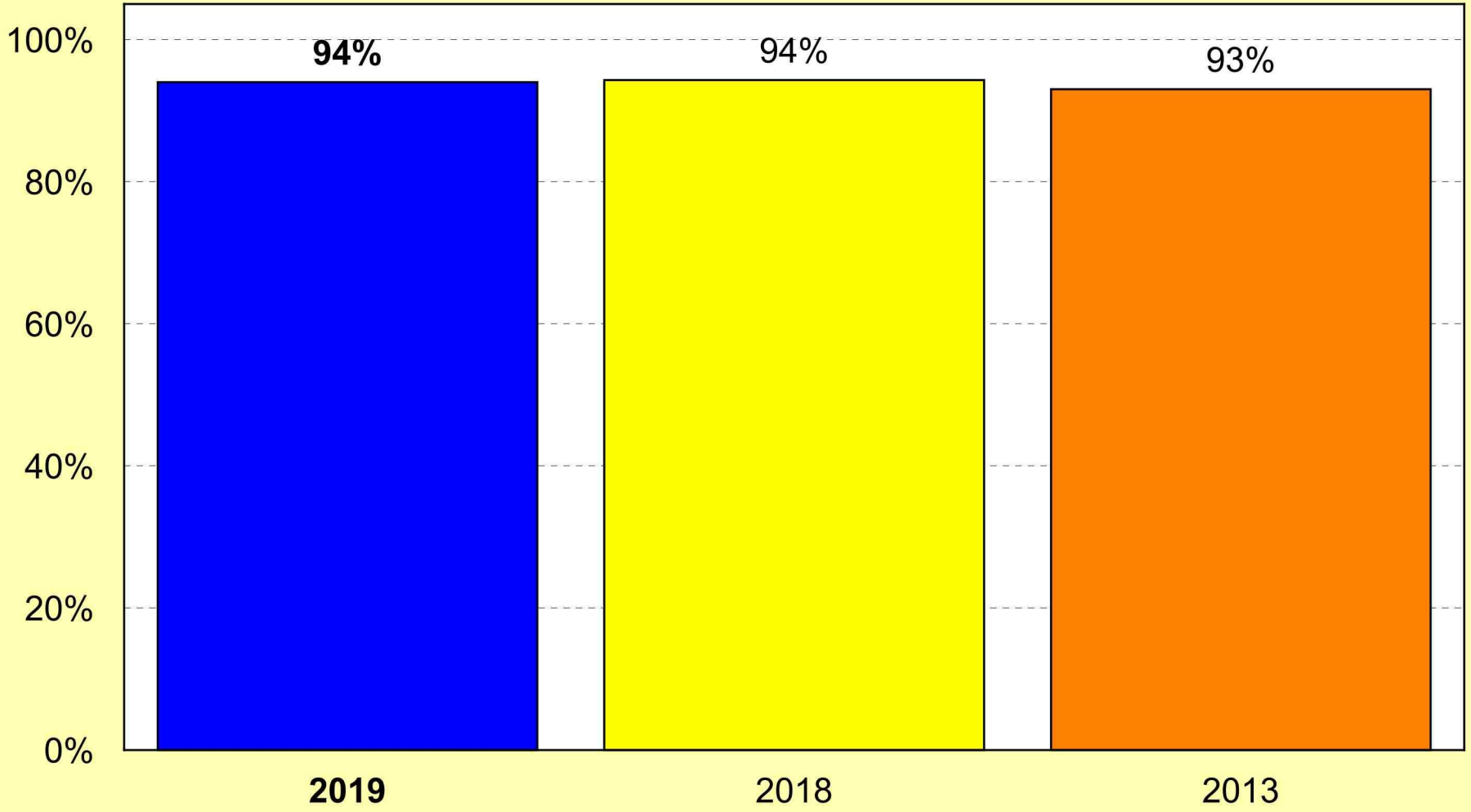


TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

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



TRENDS

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

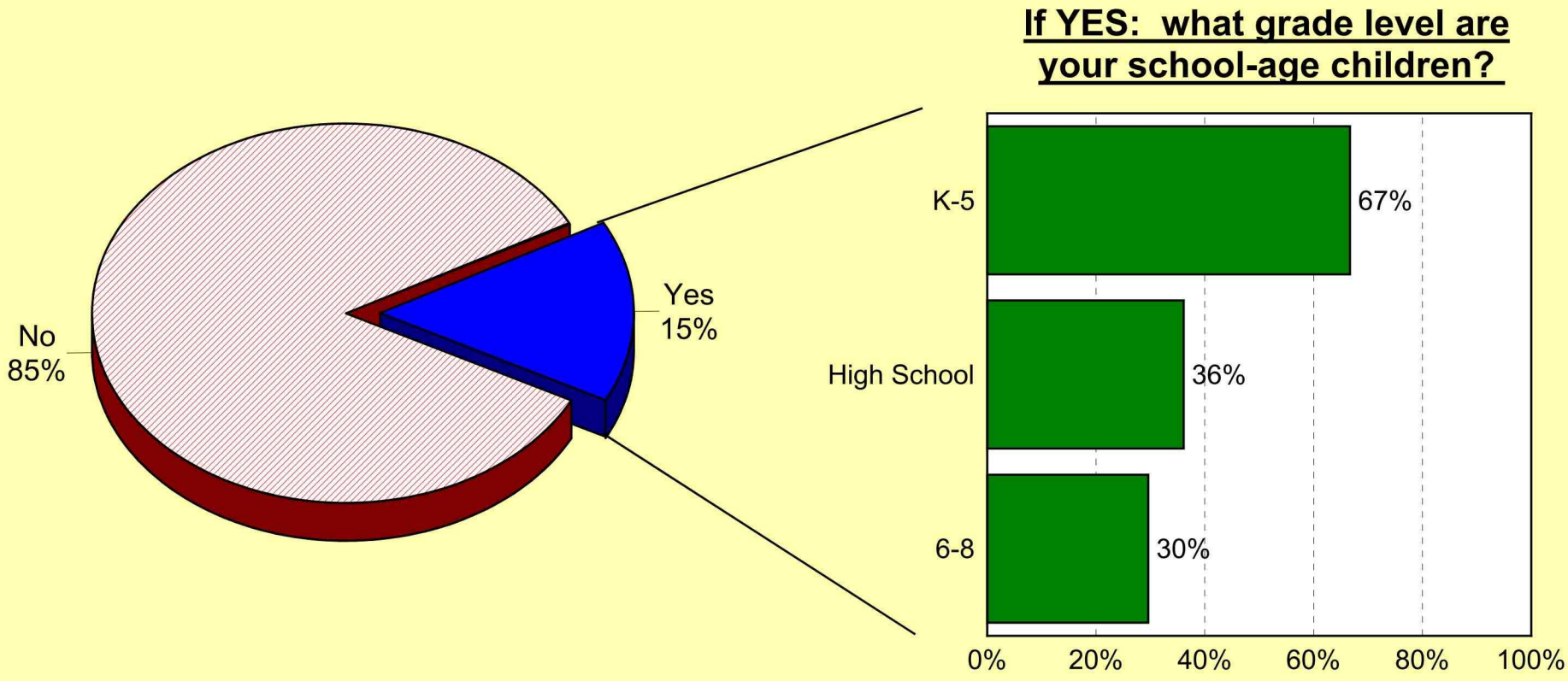
Demographics: Approximately how many years have you lived in the Village of Pinehurst?

by percentage of respondents (excluding "not provided")

Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

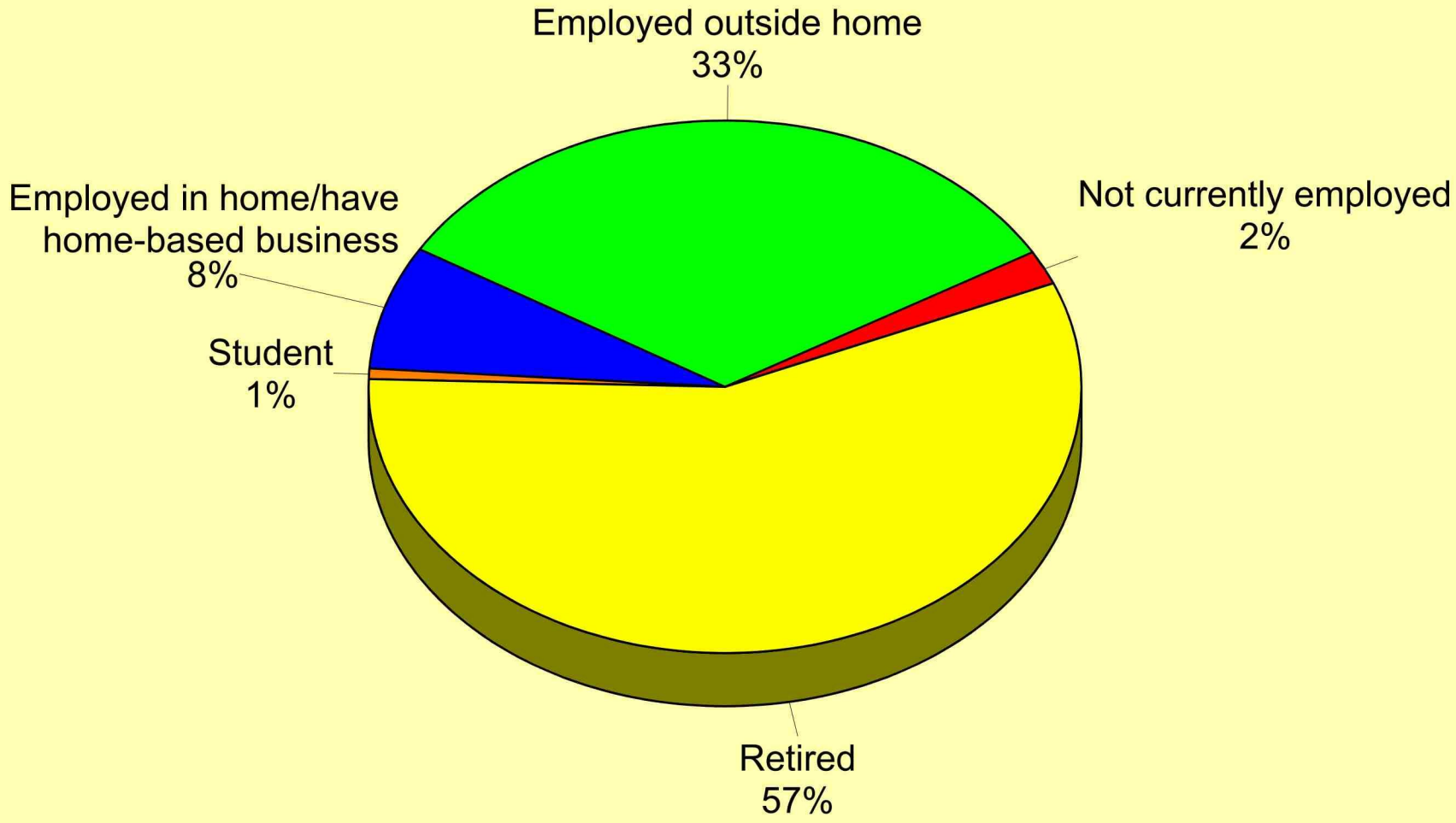
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Current Employment Status

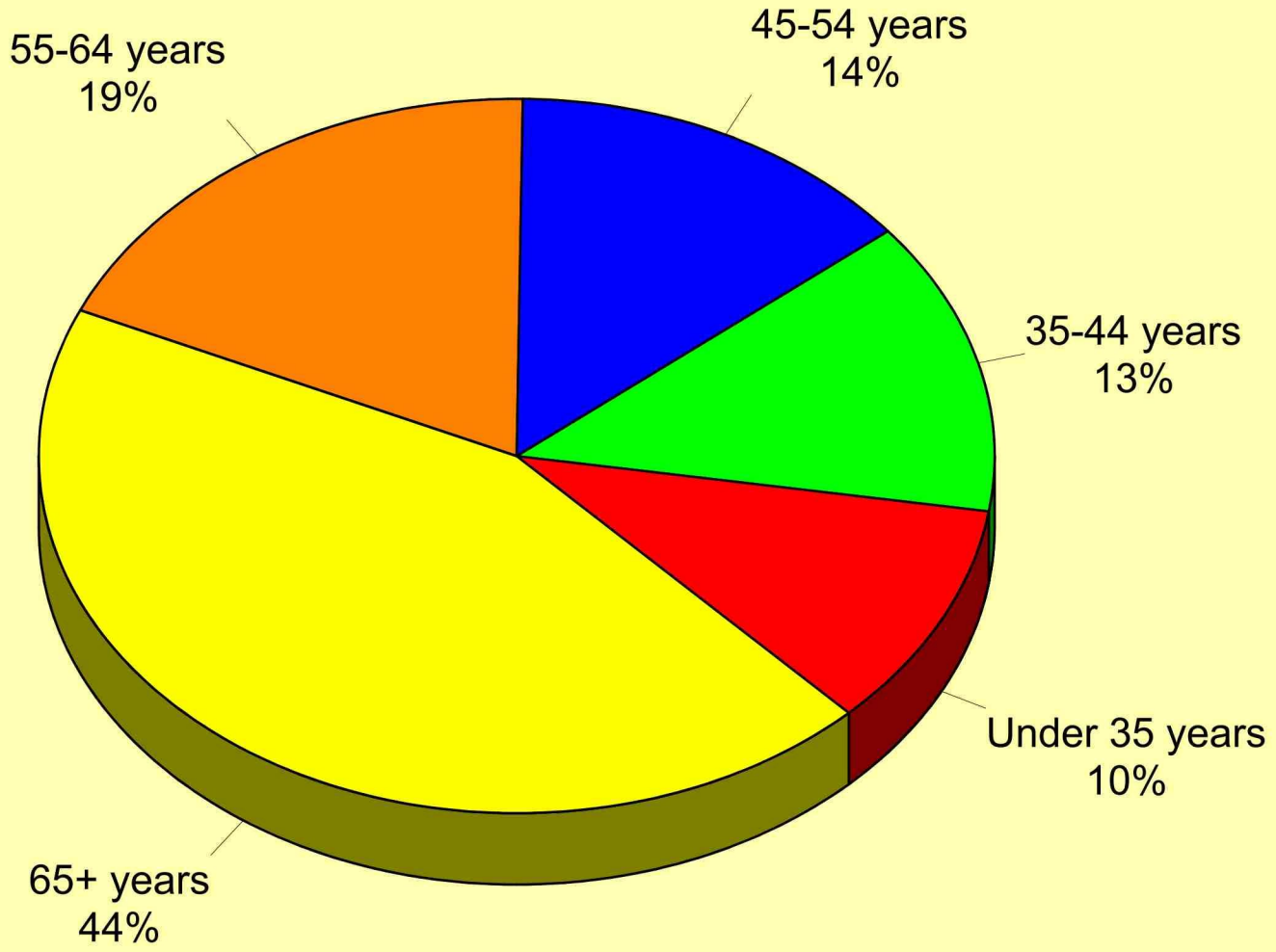
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Age of Respondents

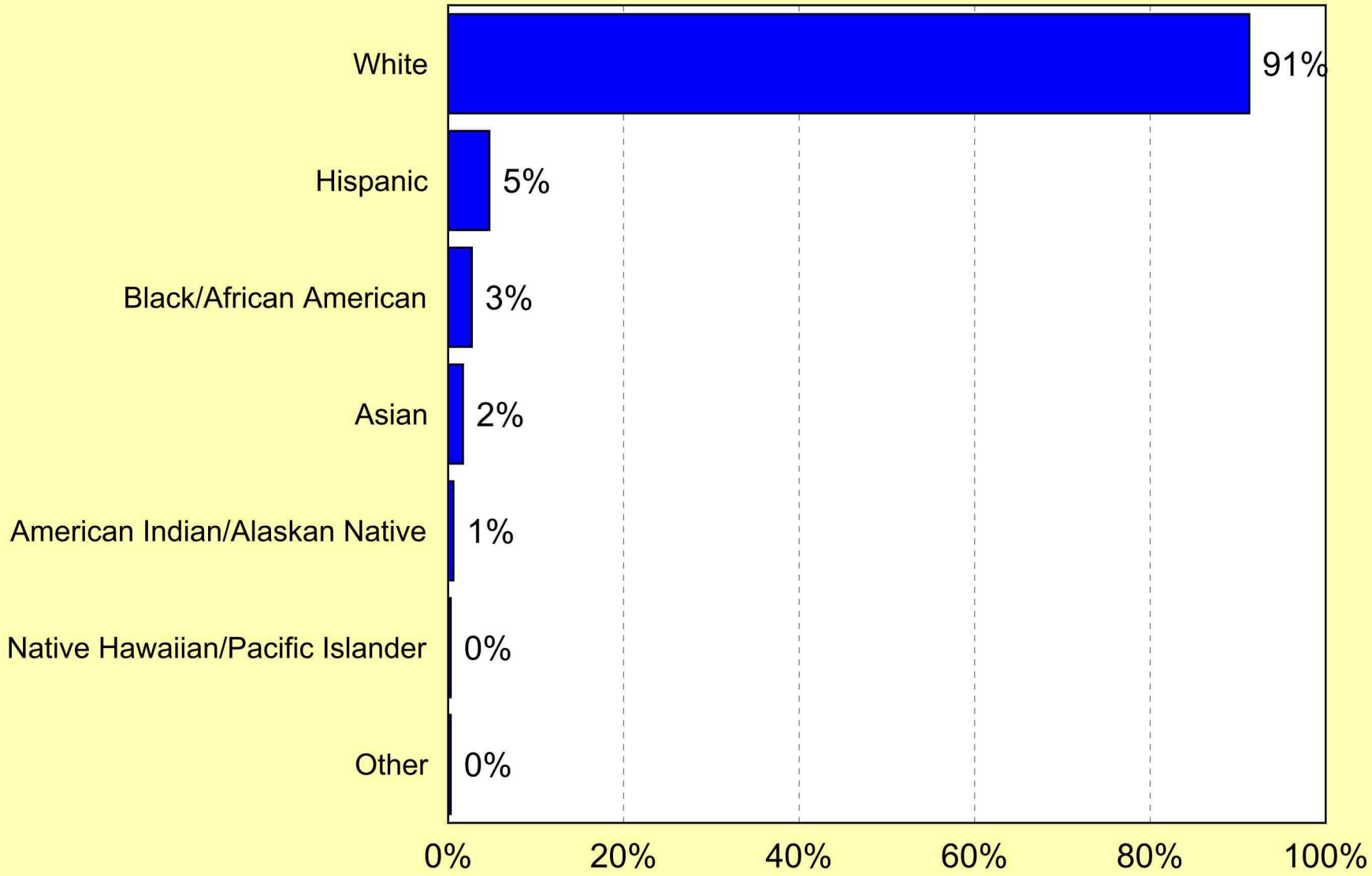
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Which of the following best describes your race?

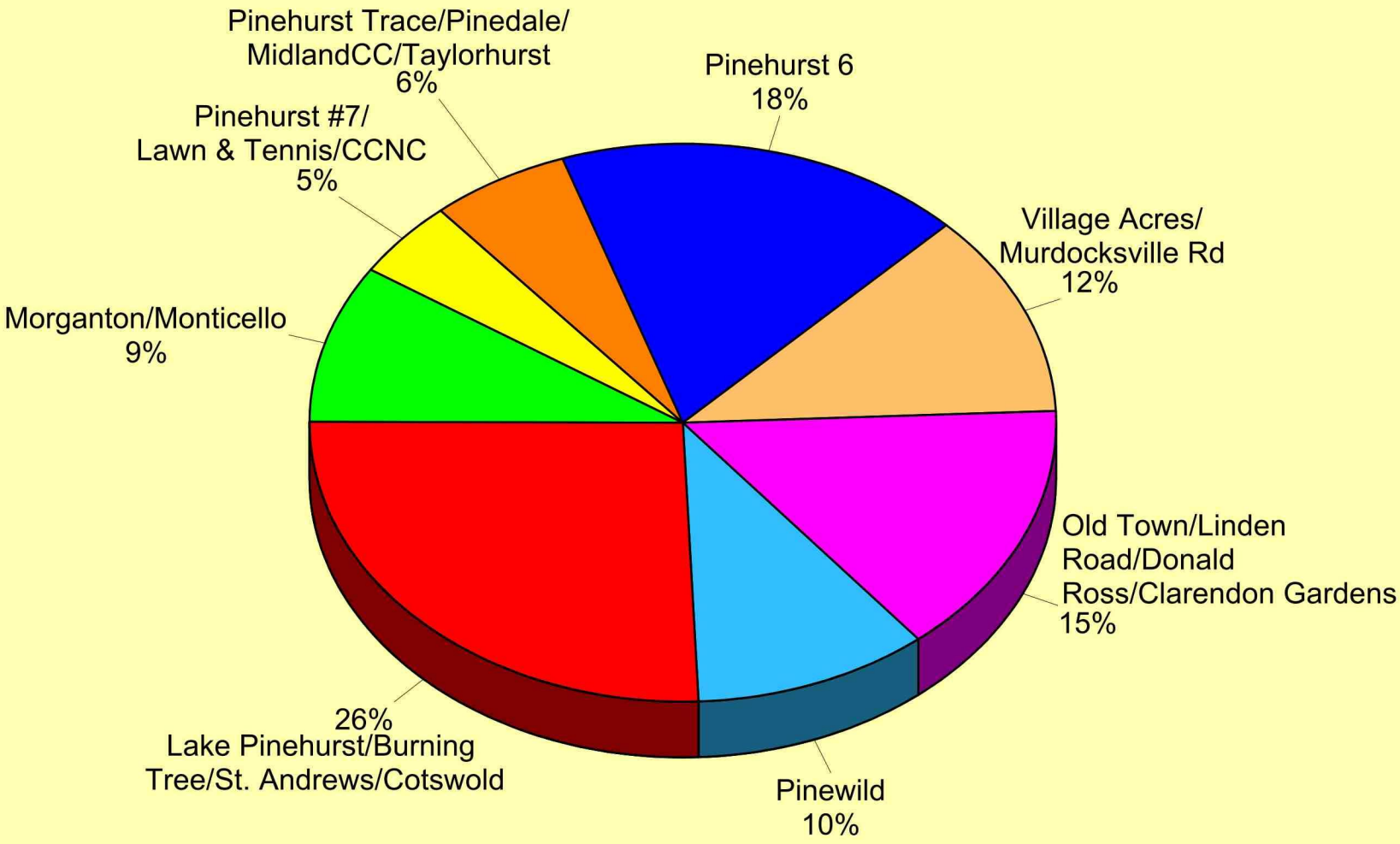
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

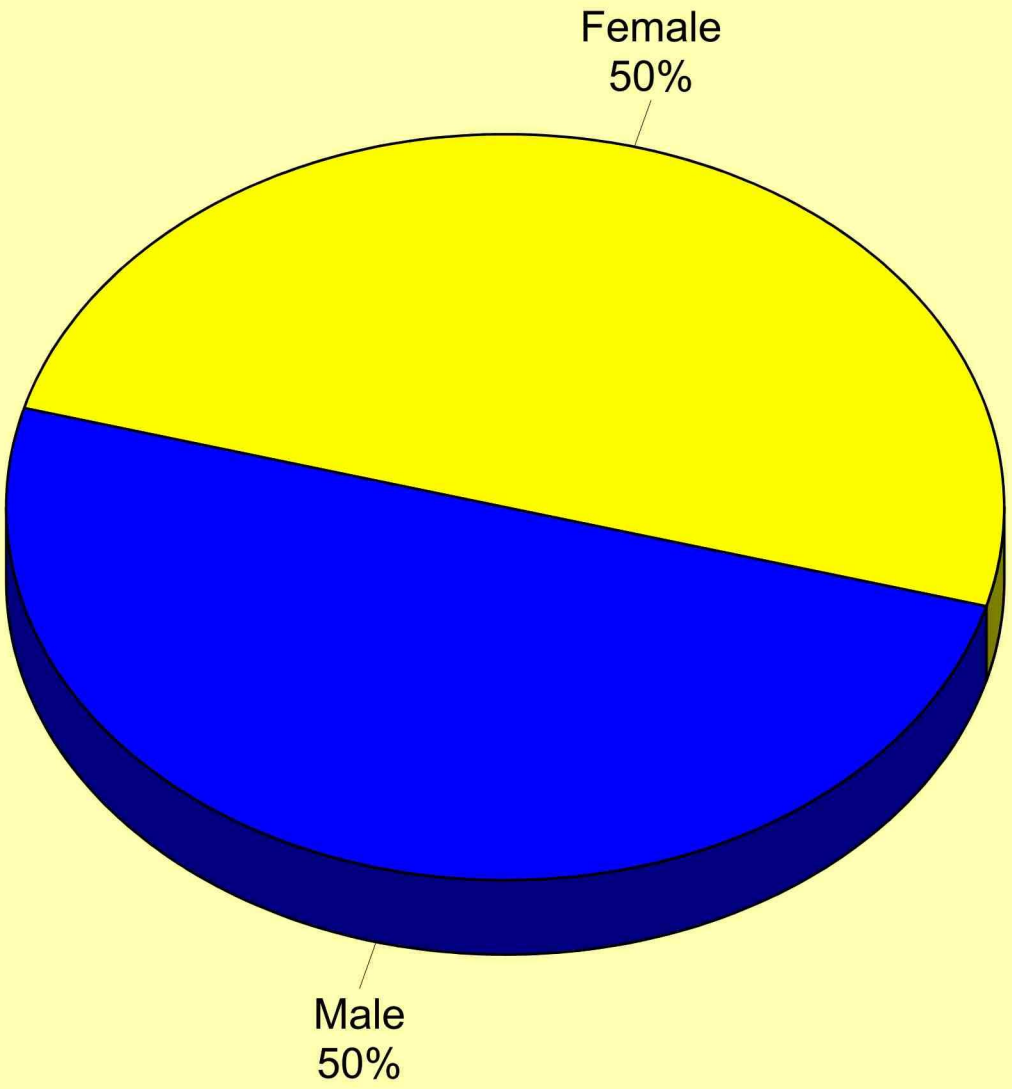
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Demographics: Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Section 2
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 2019 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to a random sample of 358 residents in the Atlantic region of the United States during the summer of 2019, and (3) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2018 and August 2019; the communities included in this comparison are listed below.

- Addison, TX
- Atchison, KS
- Bensenville, IL
- Branson, MO
- Camas, WA
- Cedar Hill, TX
- Clayton, MO
- Cleveland Heights, OH
- Creve Coeur, MO
- Durant, OK
- Edgerton, KS
- Enterprise, AL
- Fairway, KS
- Gardner, KS
- Grain Valley, MO
- Johnston, IA
- Kirkwood, MO
- Lebanon, MO
- Manassas, VA
- Mercer Island, WA
- Merriam, KS
- Mooresville, NC
- Norwalk, IA
- Oregon City, OR
- Pinehurst, NC
- Pitkin County, CO
- Prairie Village, KS
- Raymore, MO
- Riverside, MO
- Roeland Park, KS
- Rolla, MO
- Schertz, TX
- Smithville, MO
- Washougal, WA

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 358 Atlantic region residents.

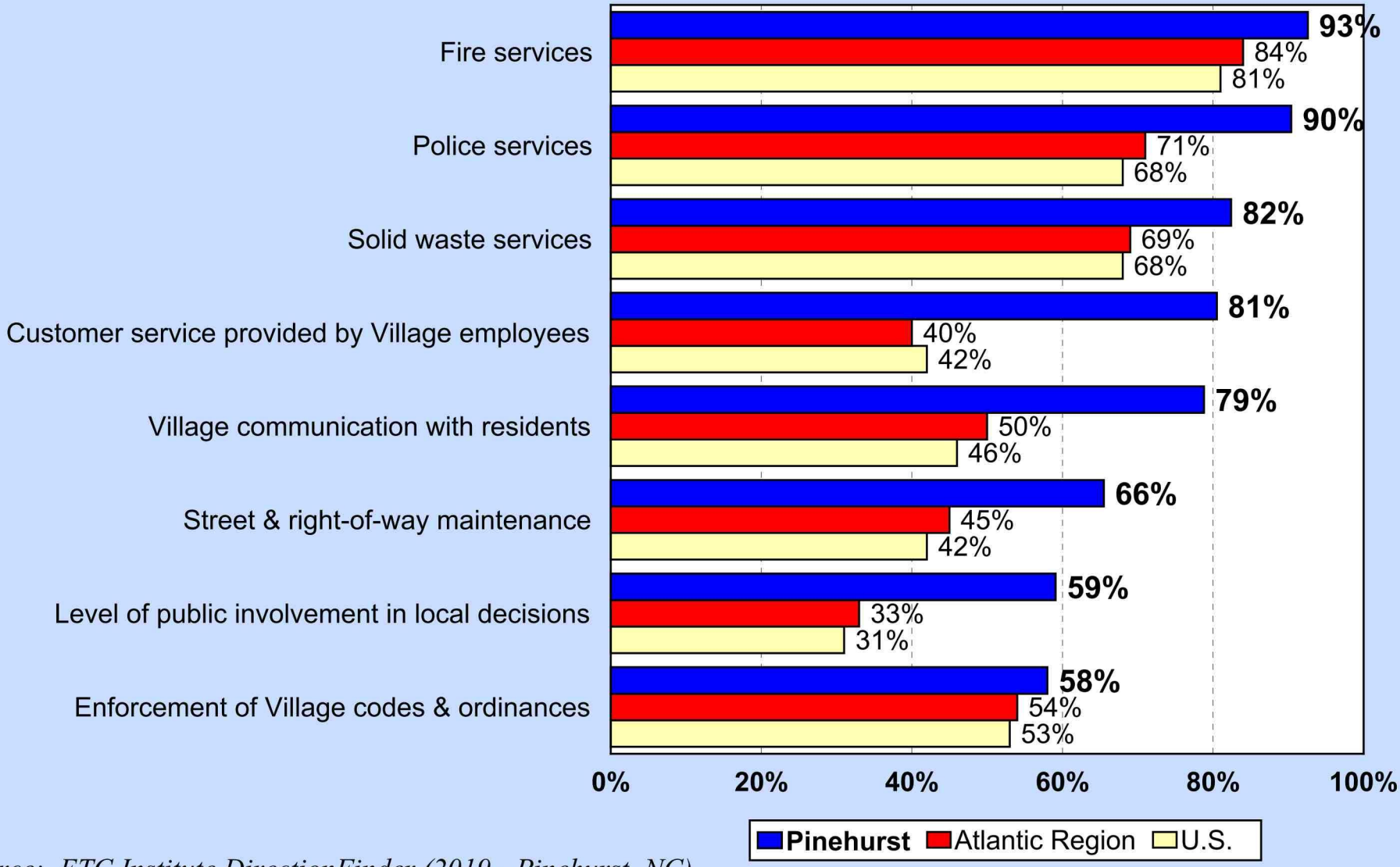
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for these communities. The actual ratings for Pinehurst are listed to the right of each chart. The dot on each bar shows how the results for Pinehurst compare to the other communities with a population of less than 50,000 where the DirectionFinder® survey has been administered since 2018.

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.

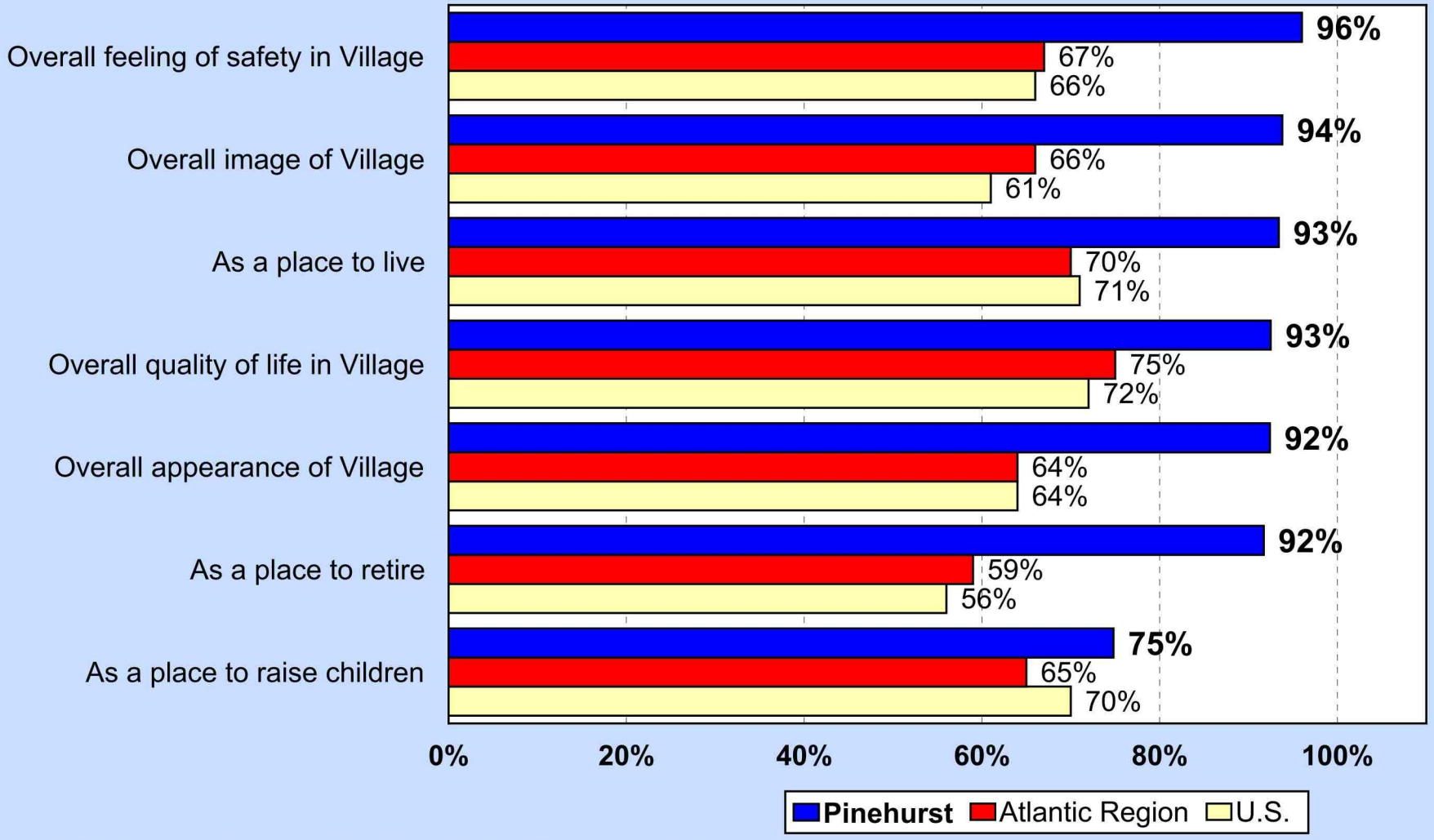
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

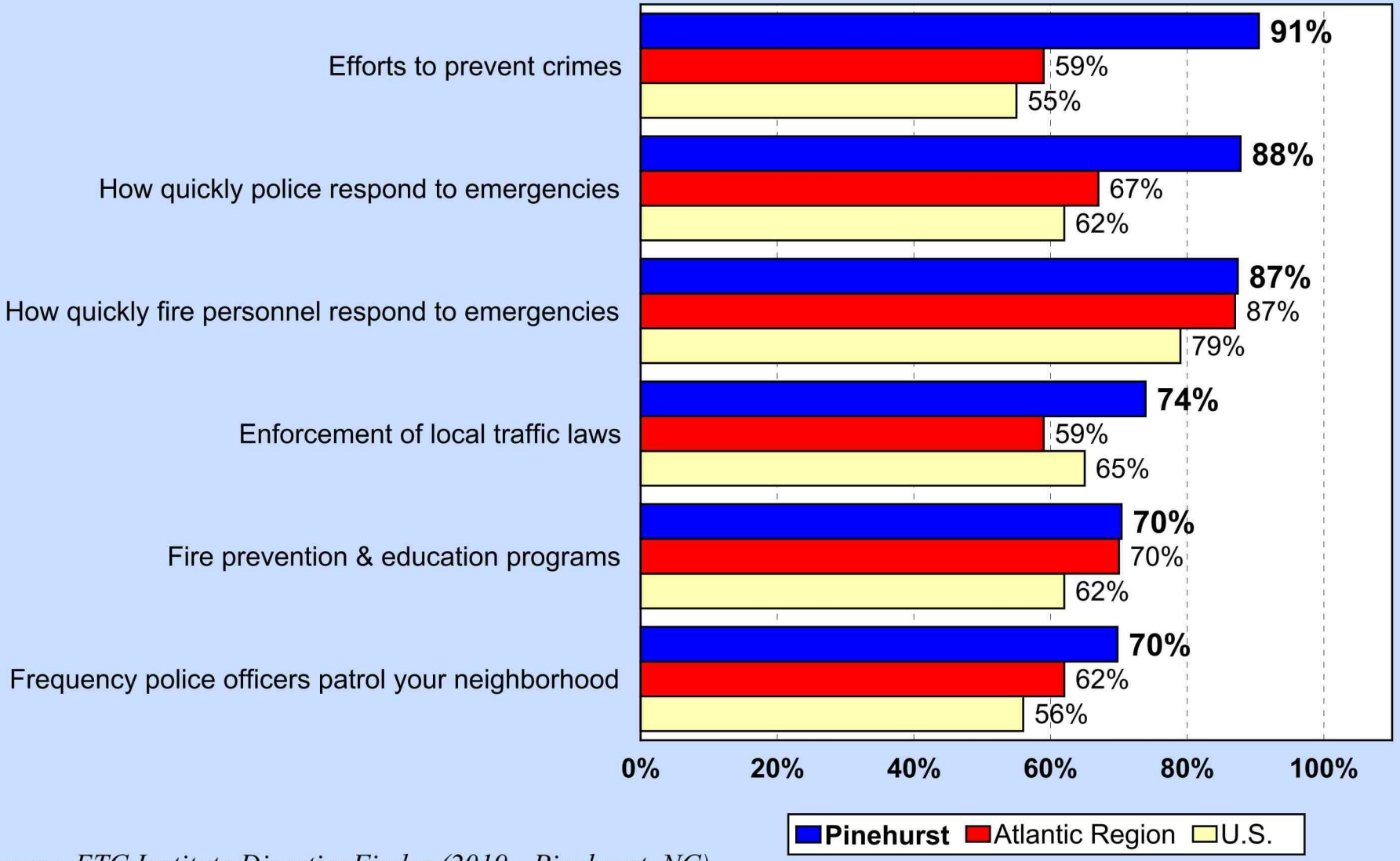
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

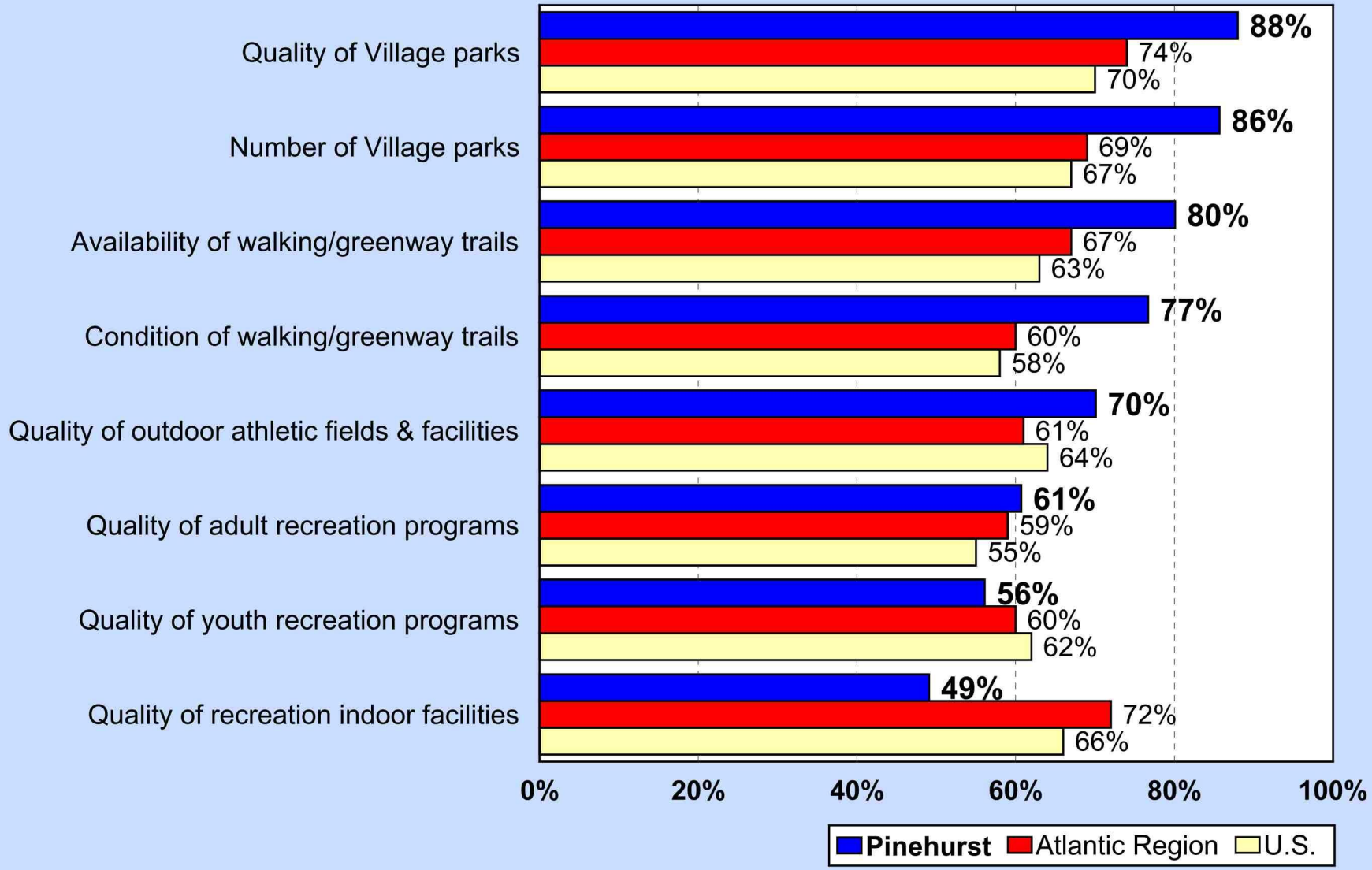
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

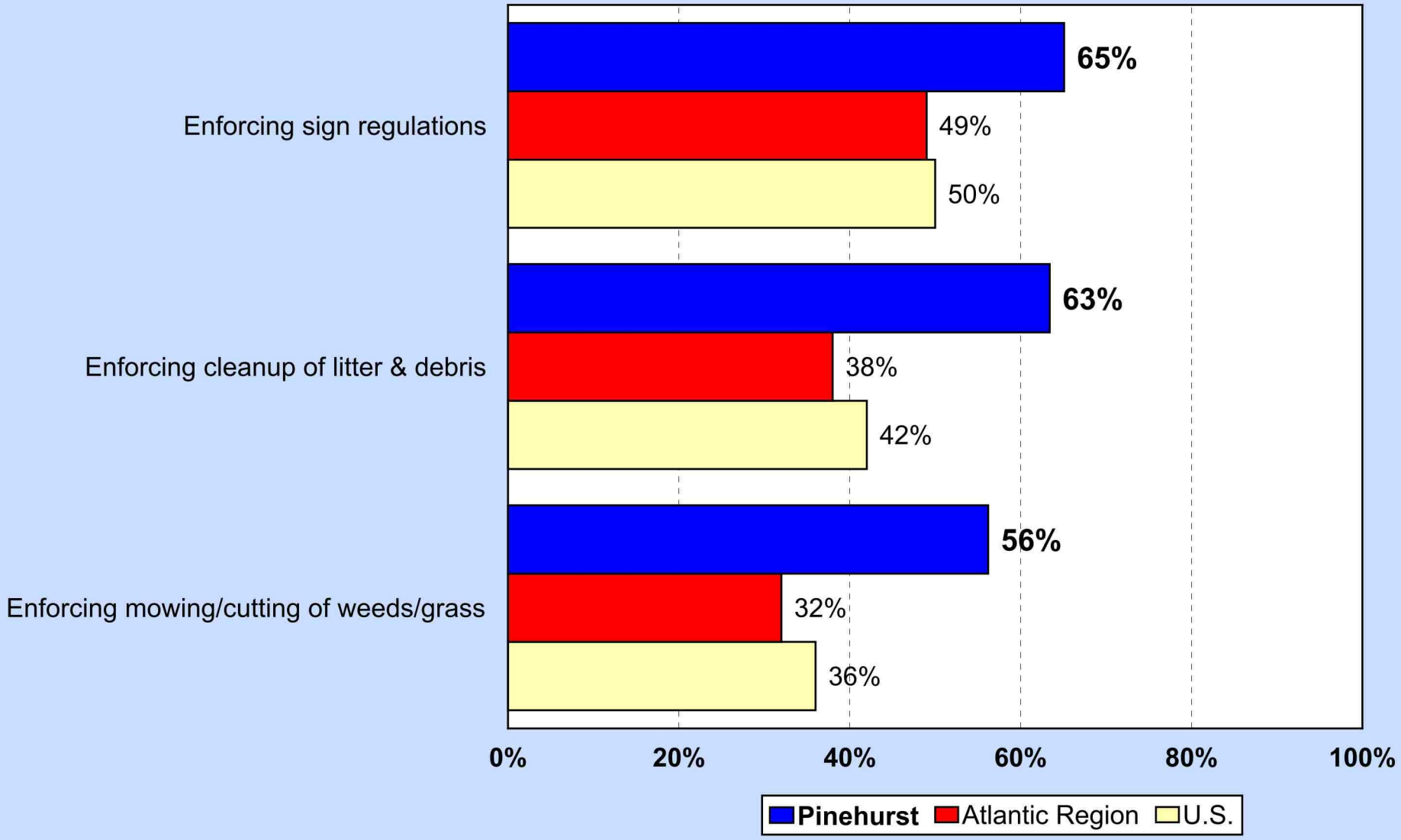
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

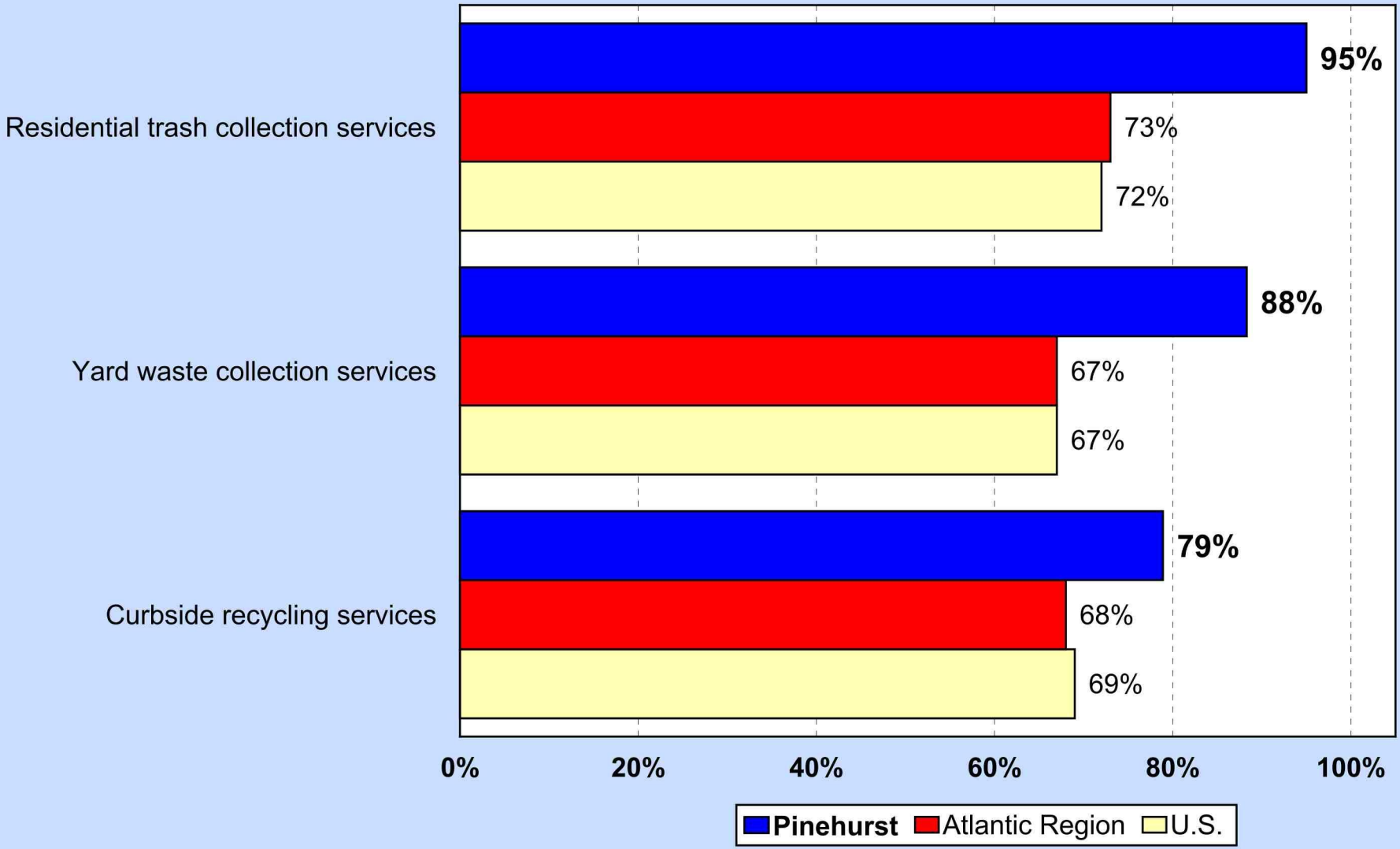
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

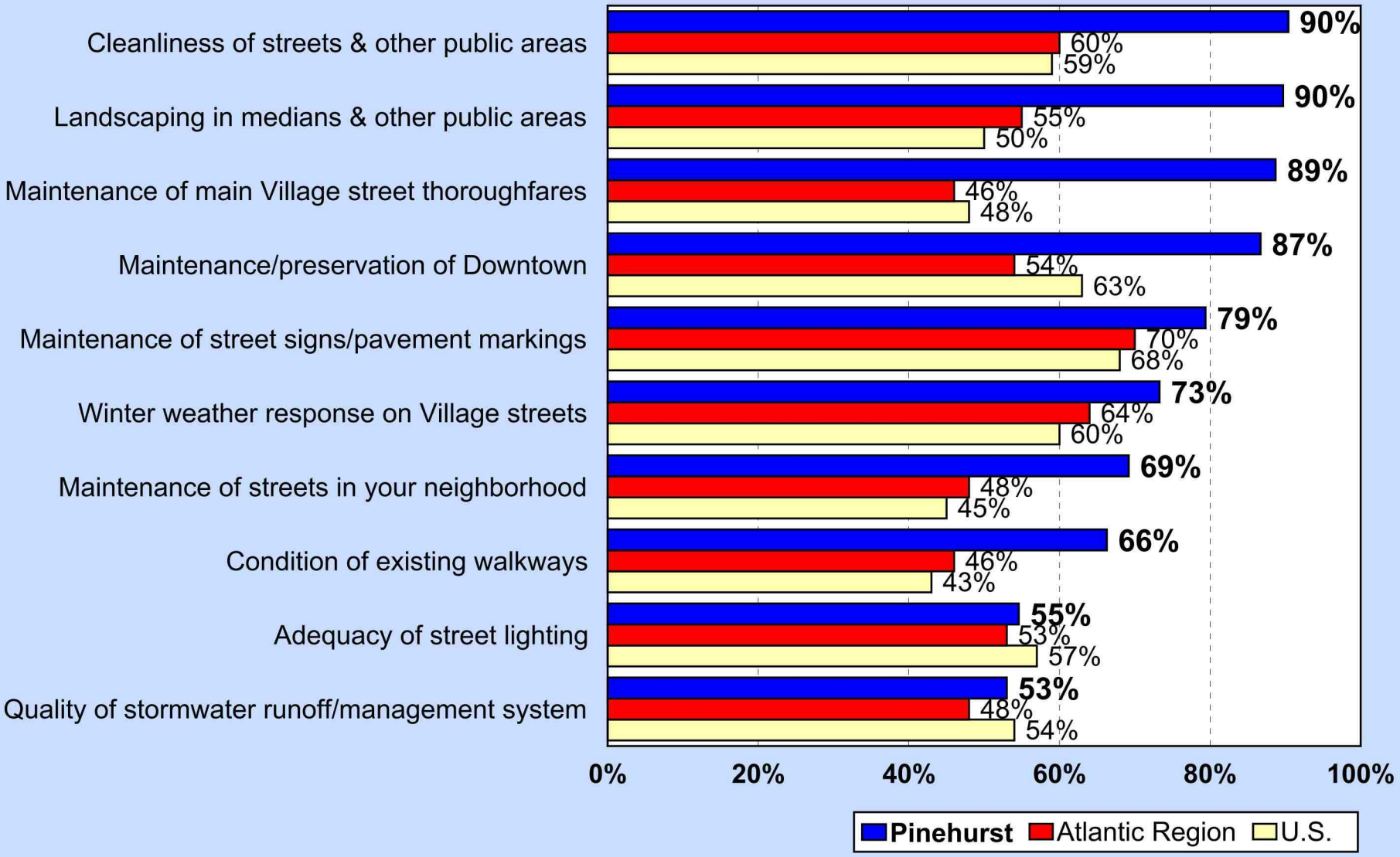
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

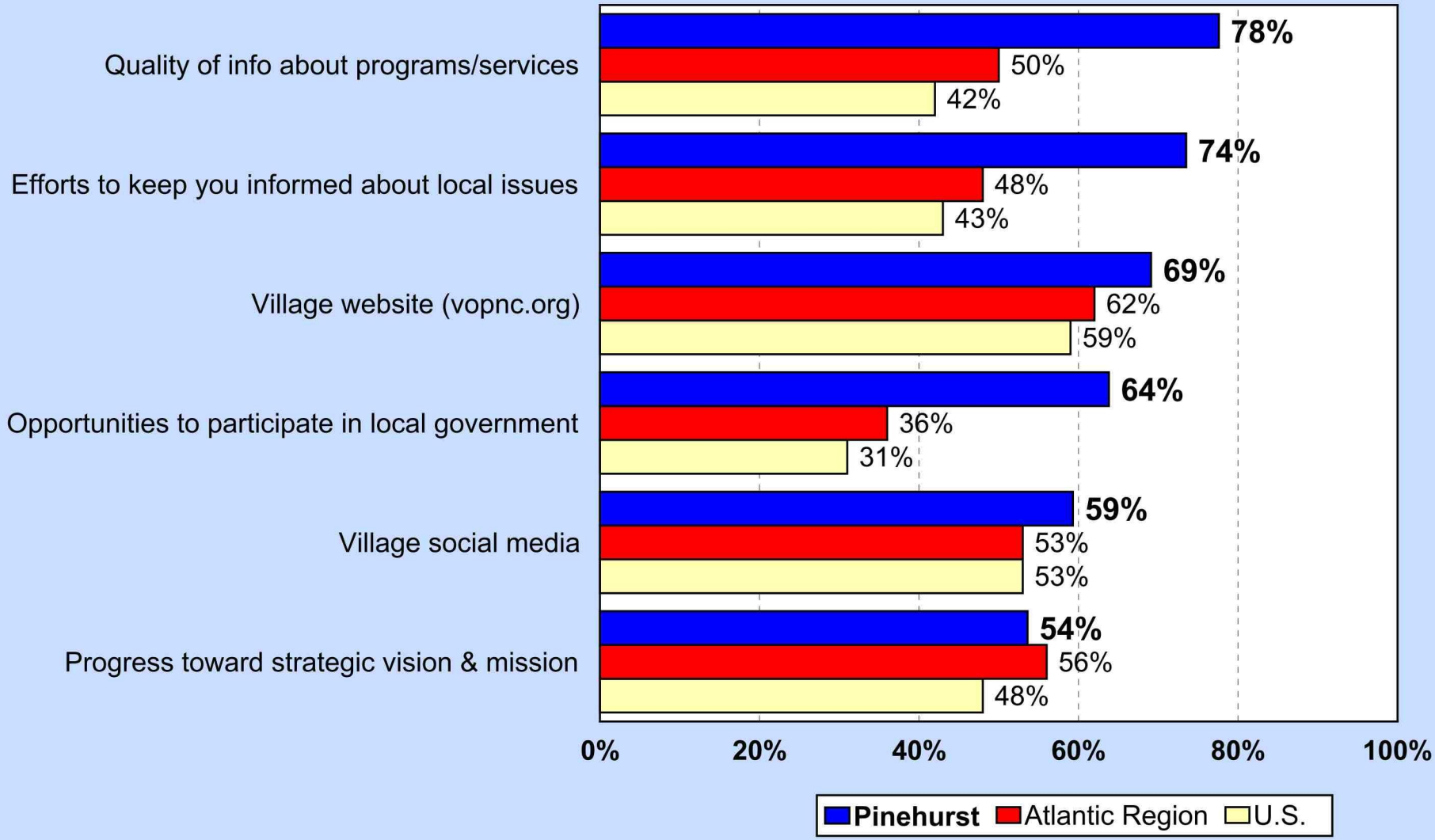
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

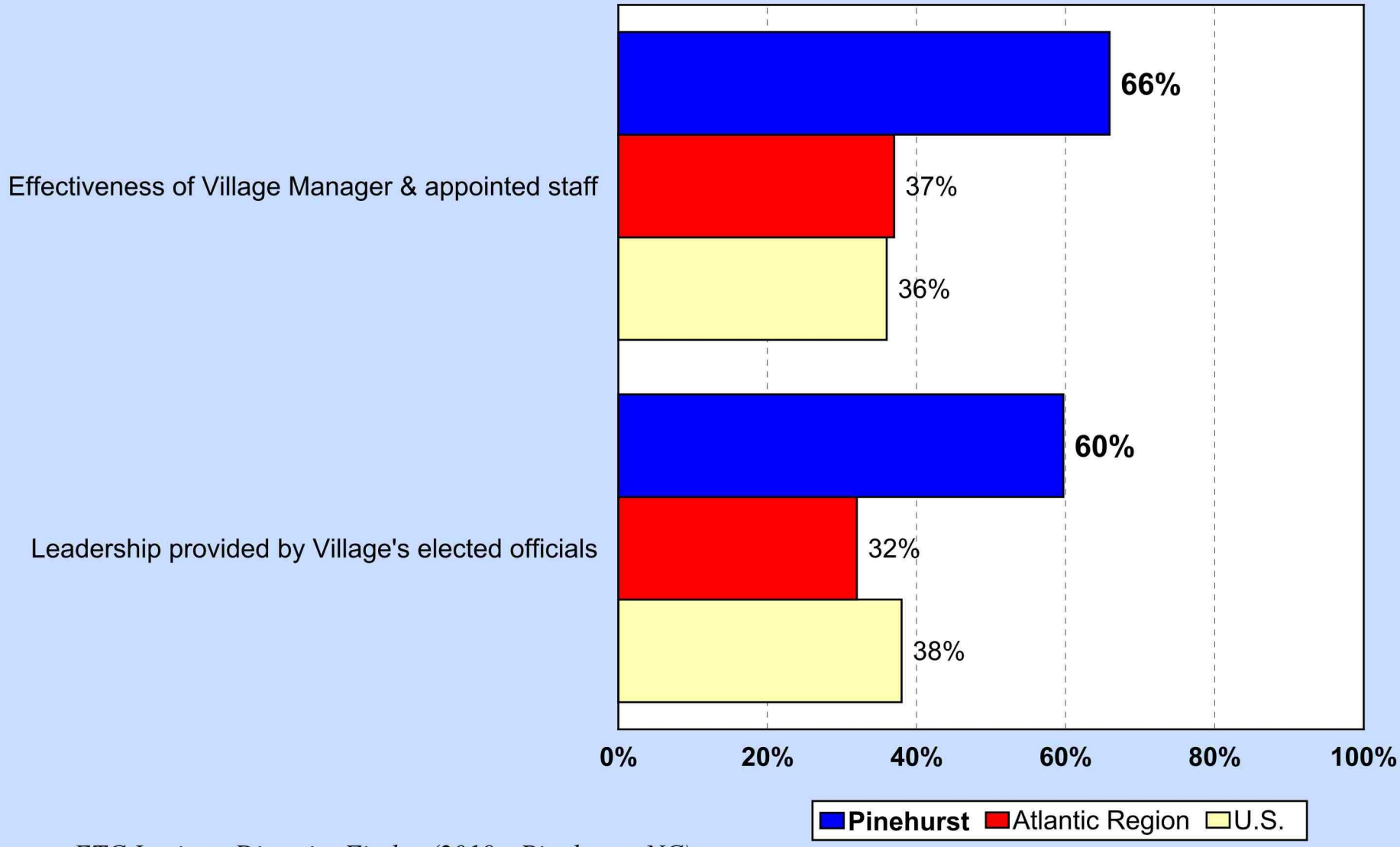
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

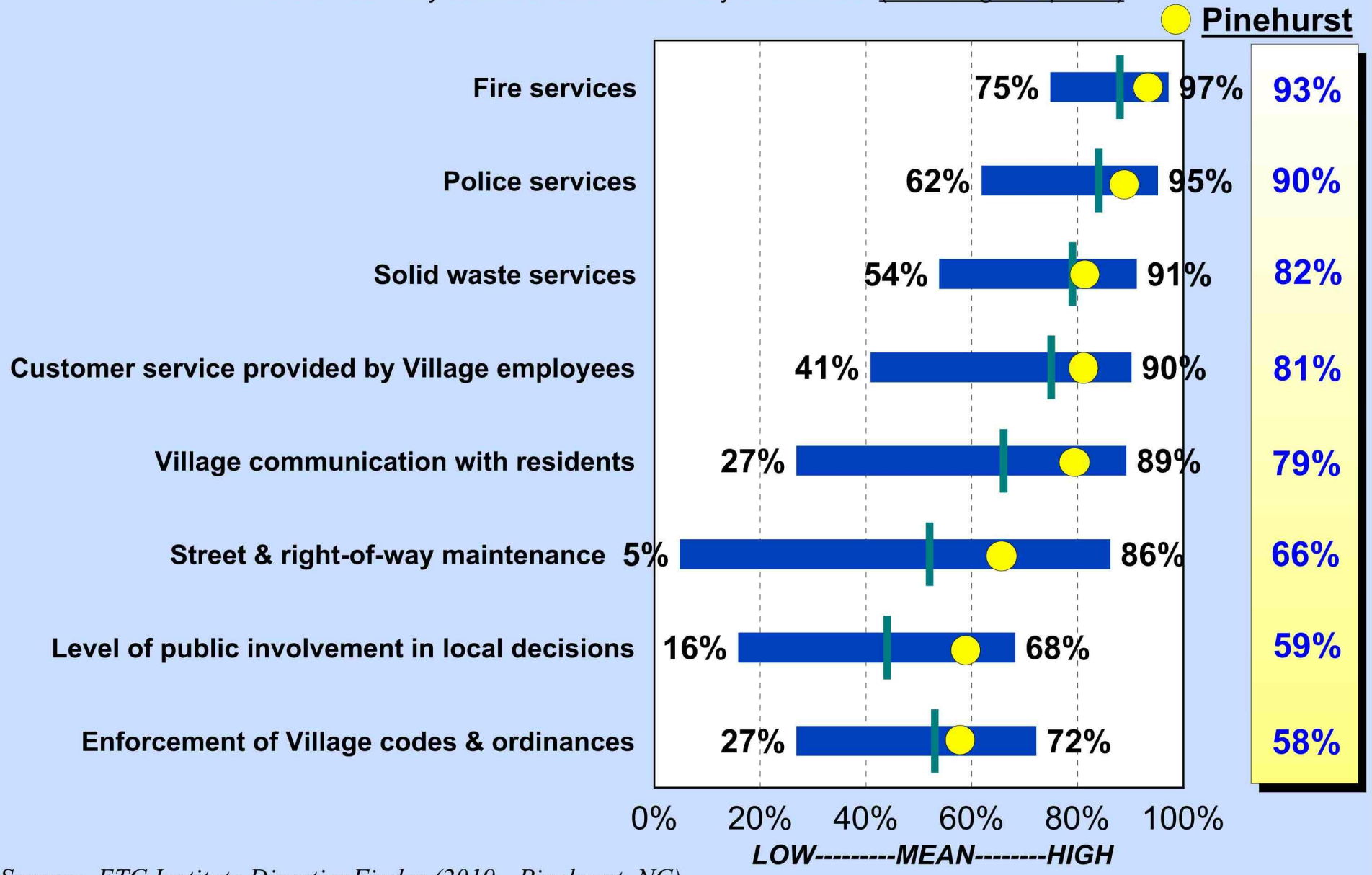
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Various Village Services

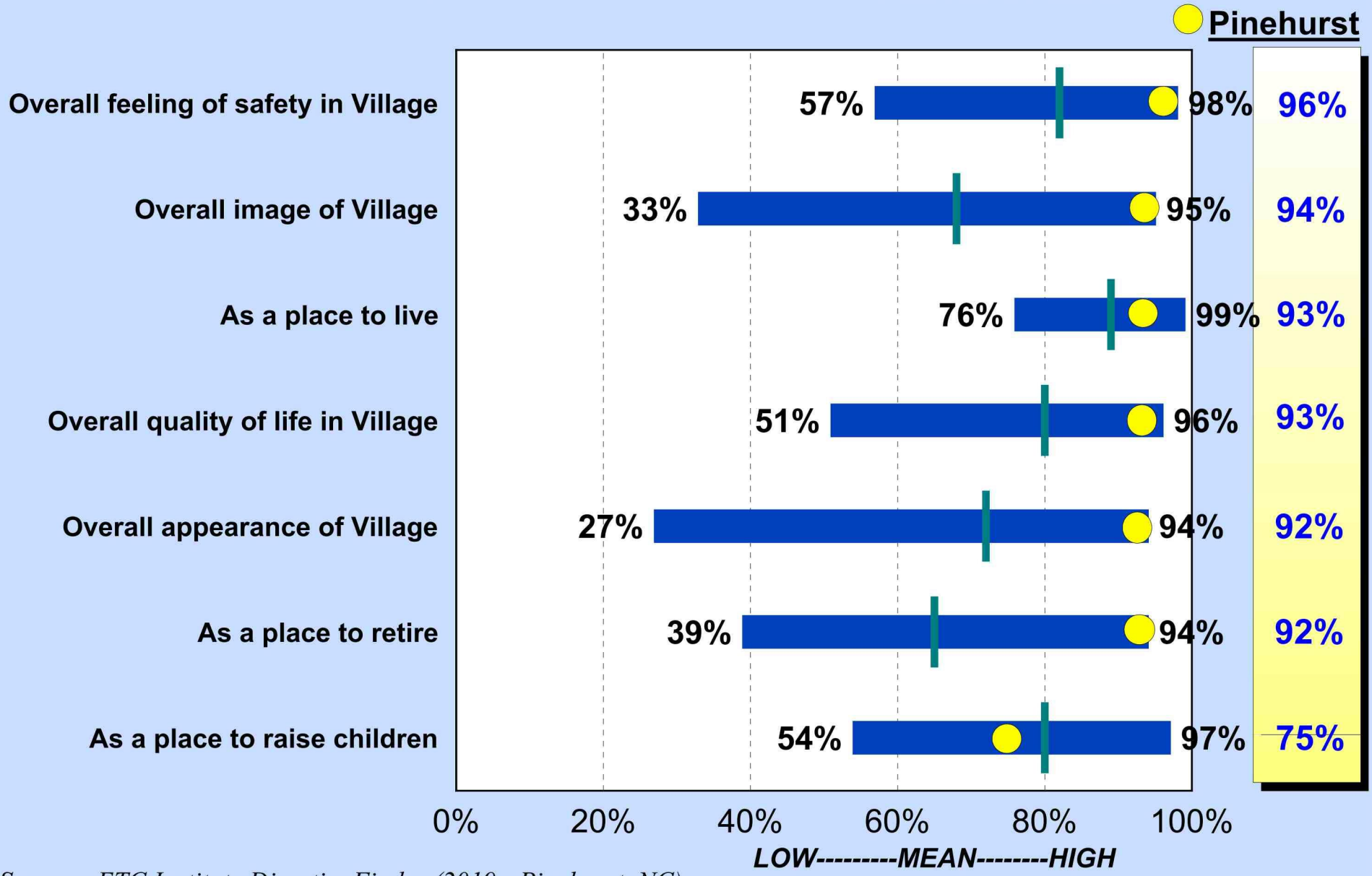
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Perceptions of the Village

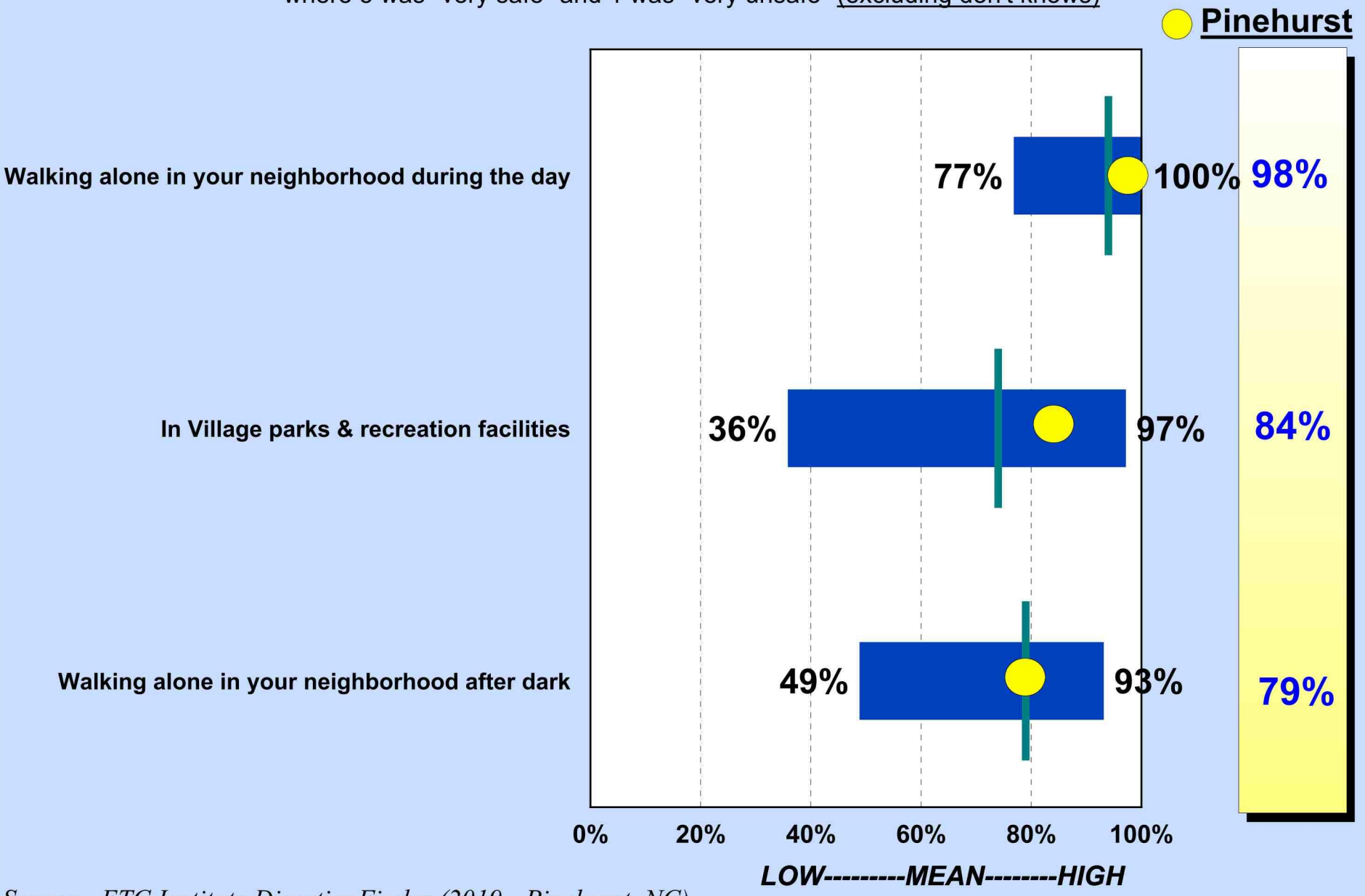
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

How Safe Residents Feel in Their Community

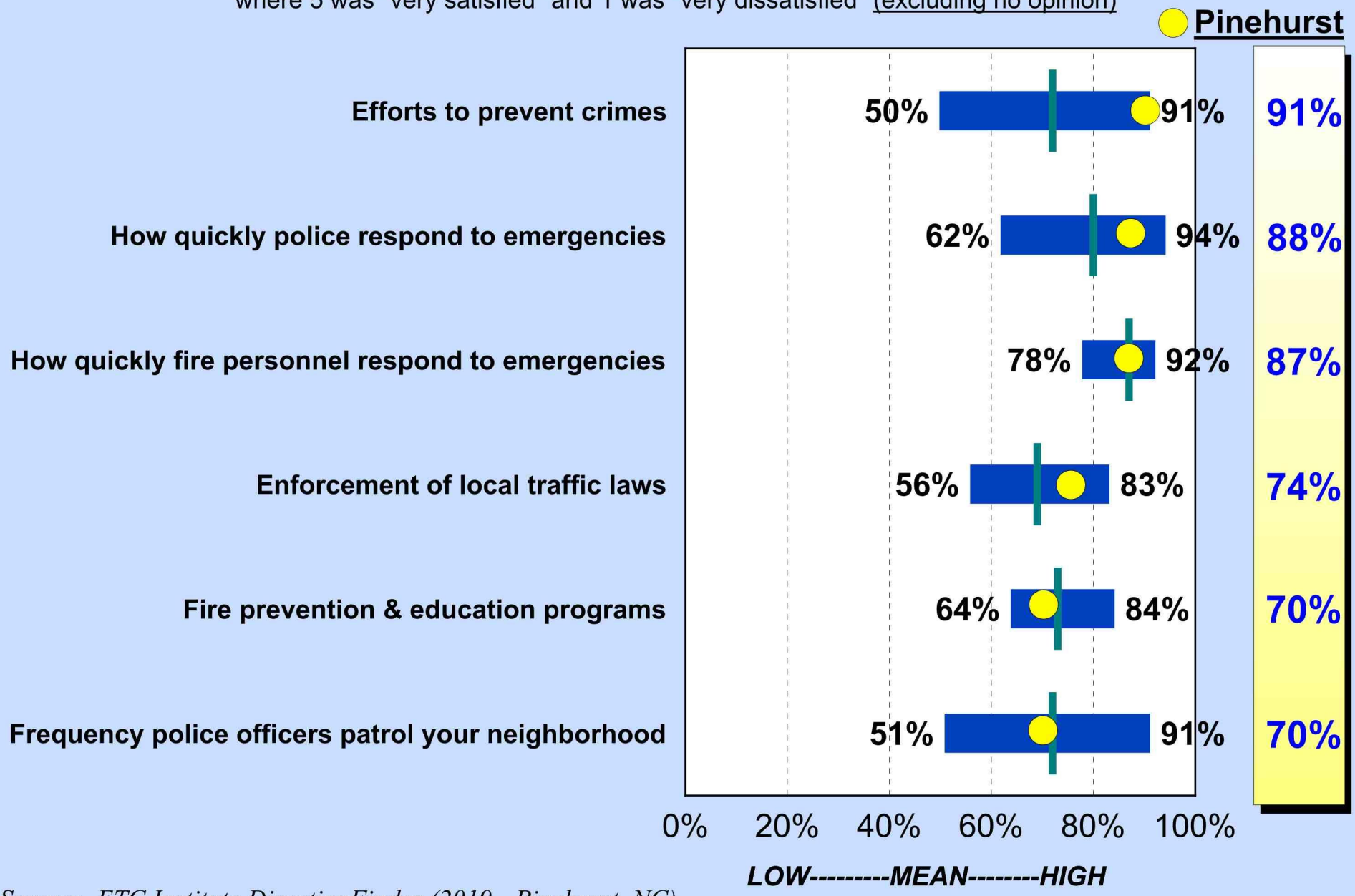
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Satisfaction with Public Safety

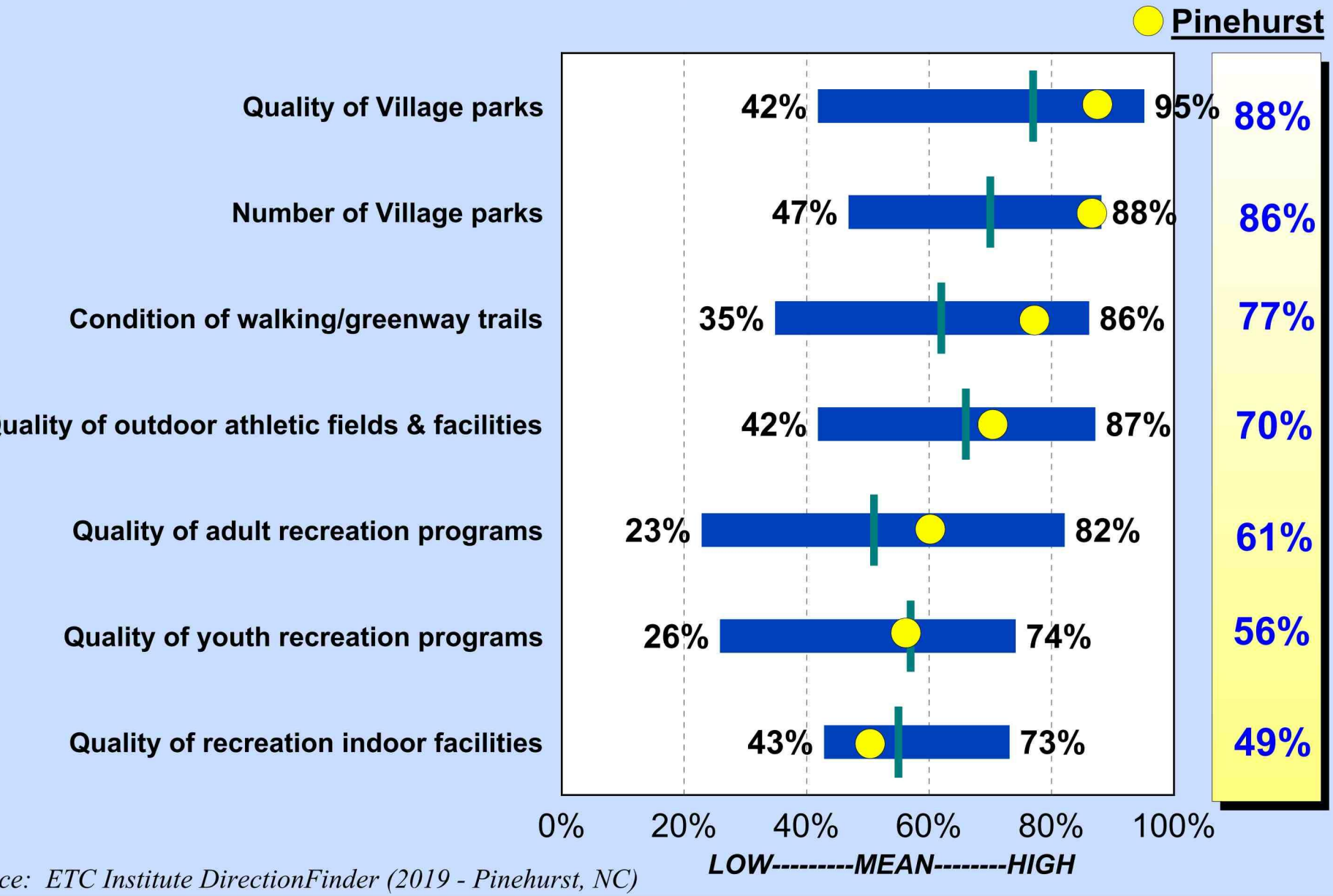
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Cultural and Recreation Services

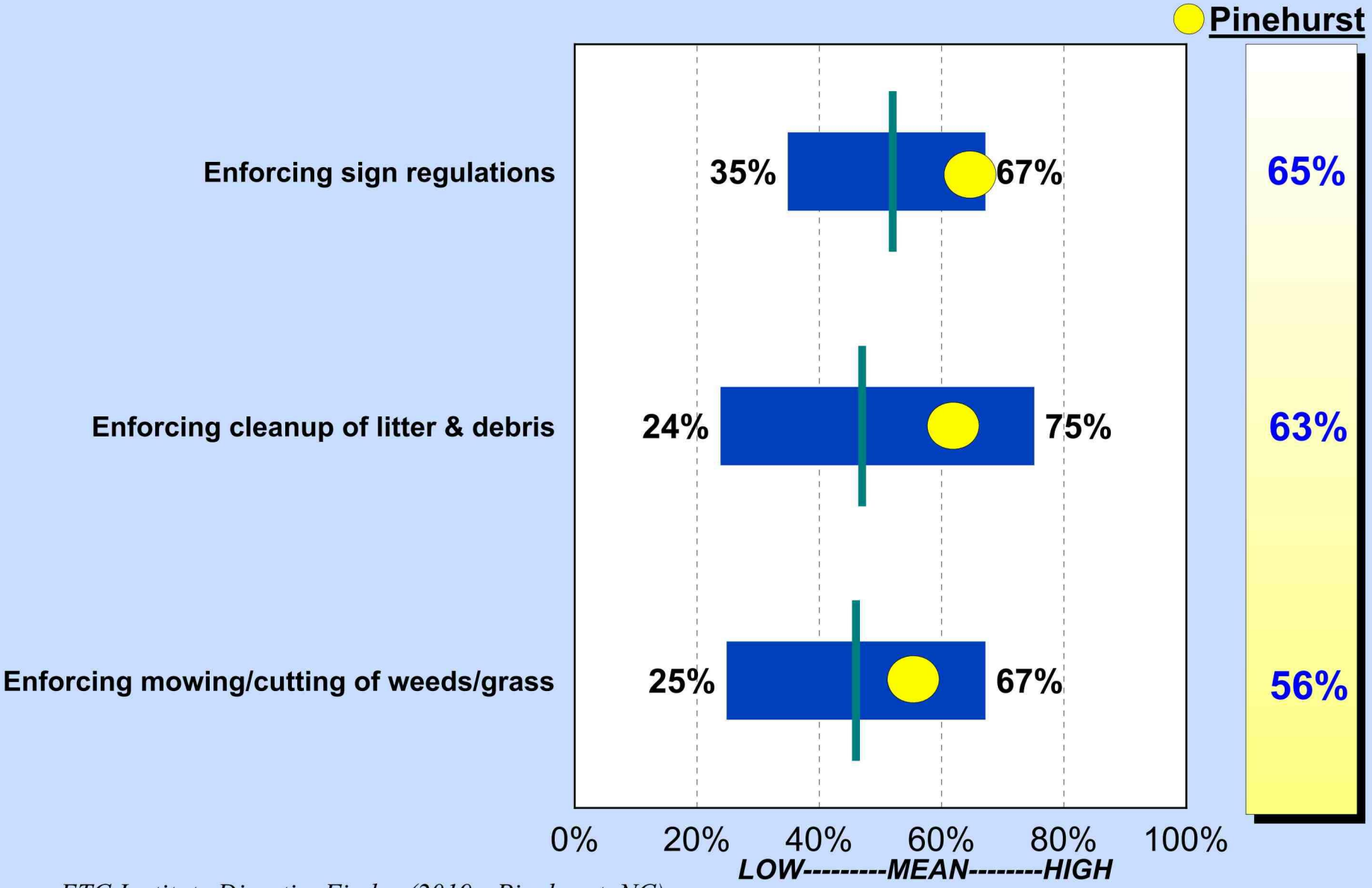
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Code Enforcement

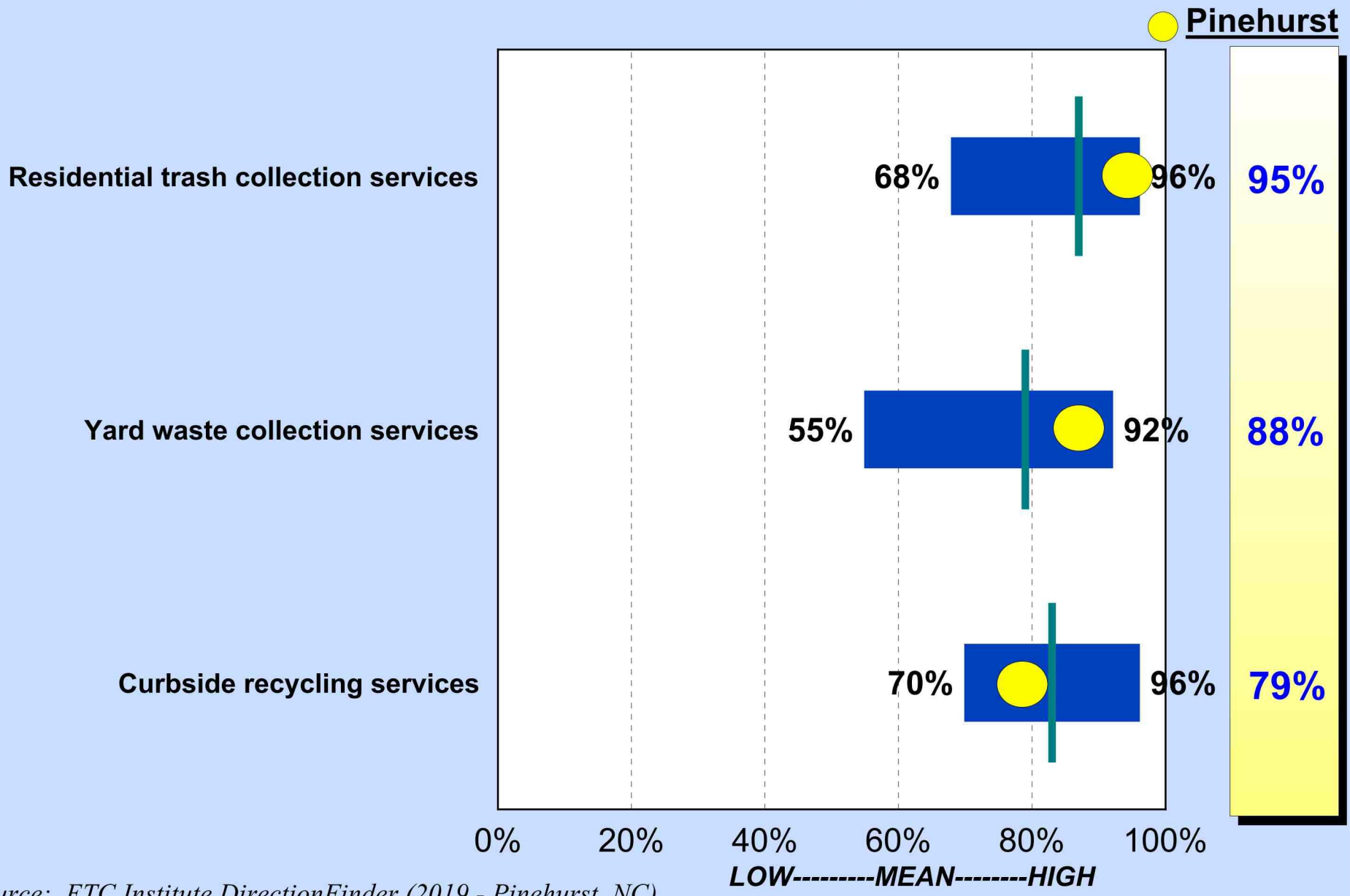
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Solid Waste Services

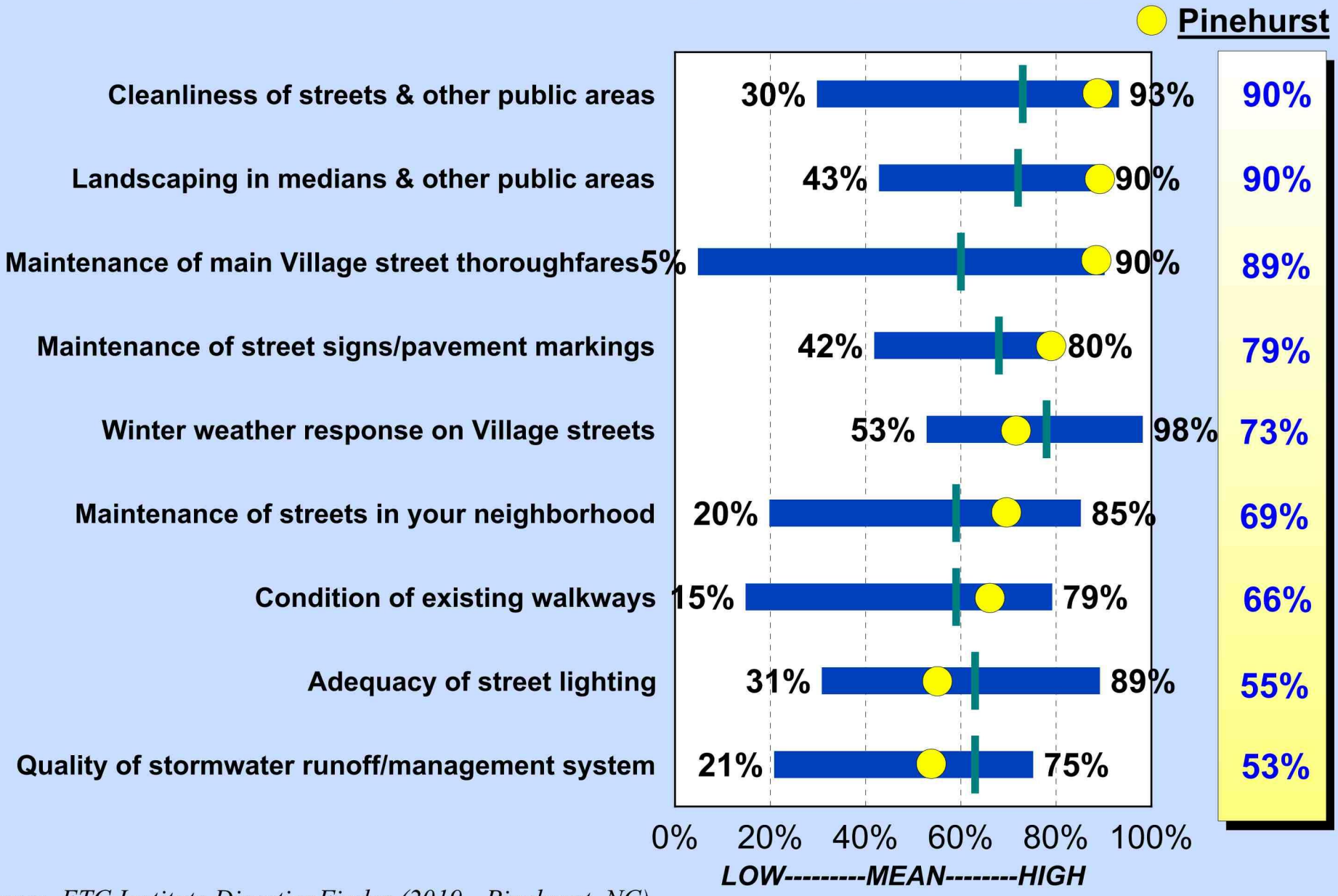
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Public Services

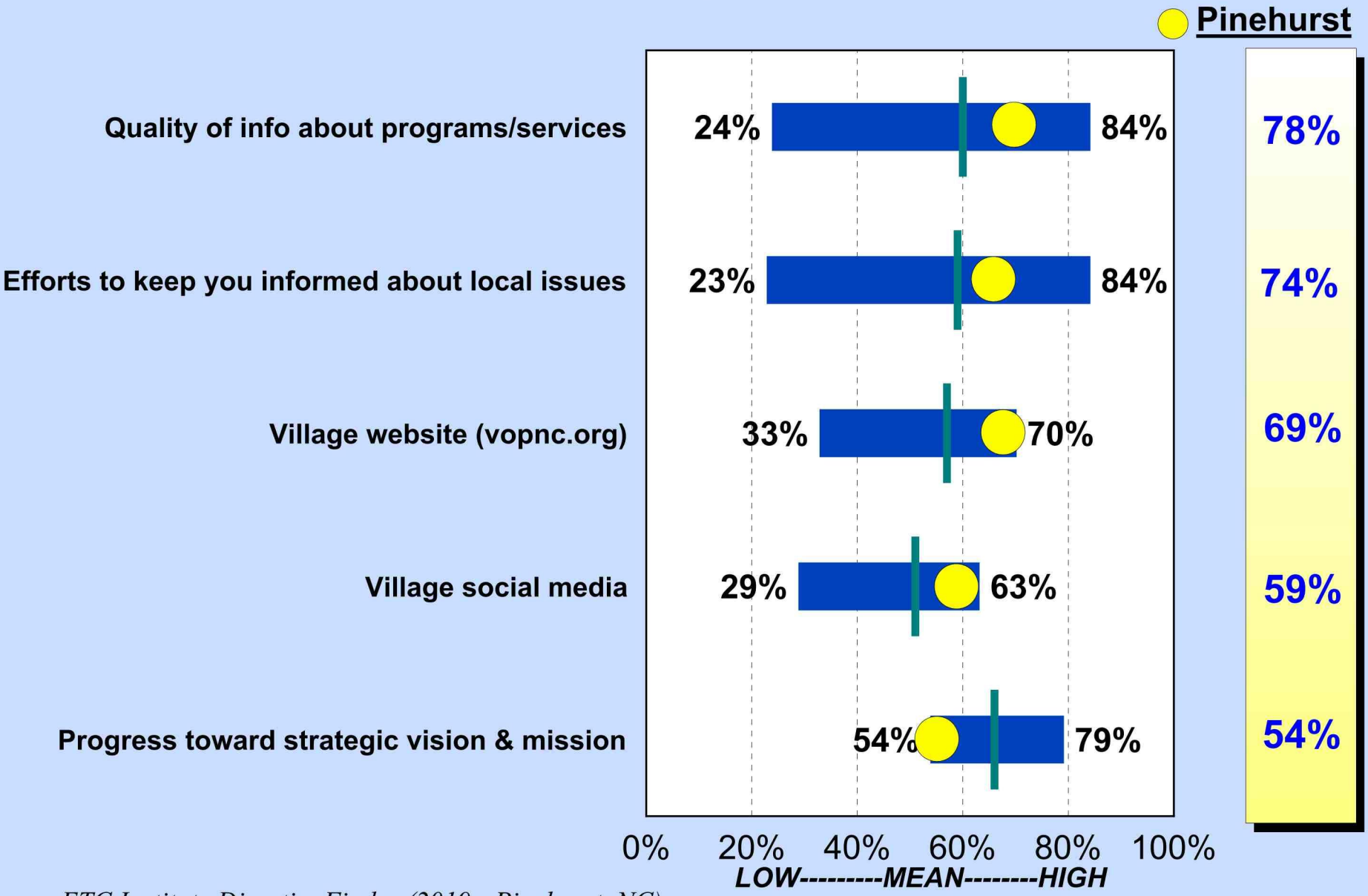
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Overall Satisfaction with Public Communication and Outreach

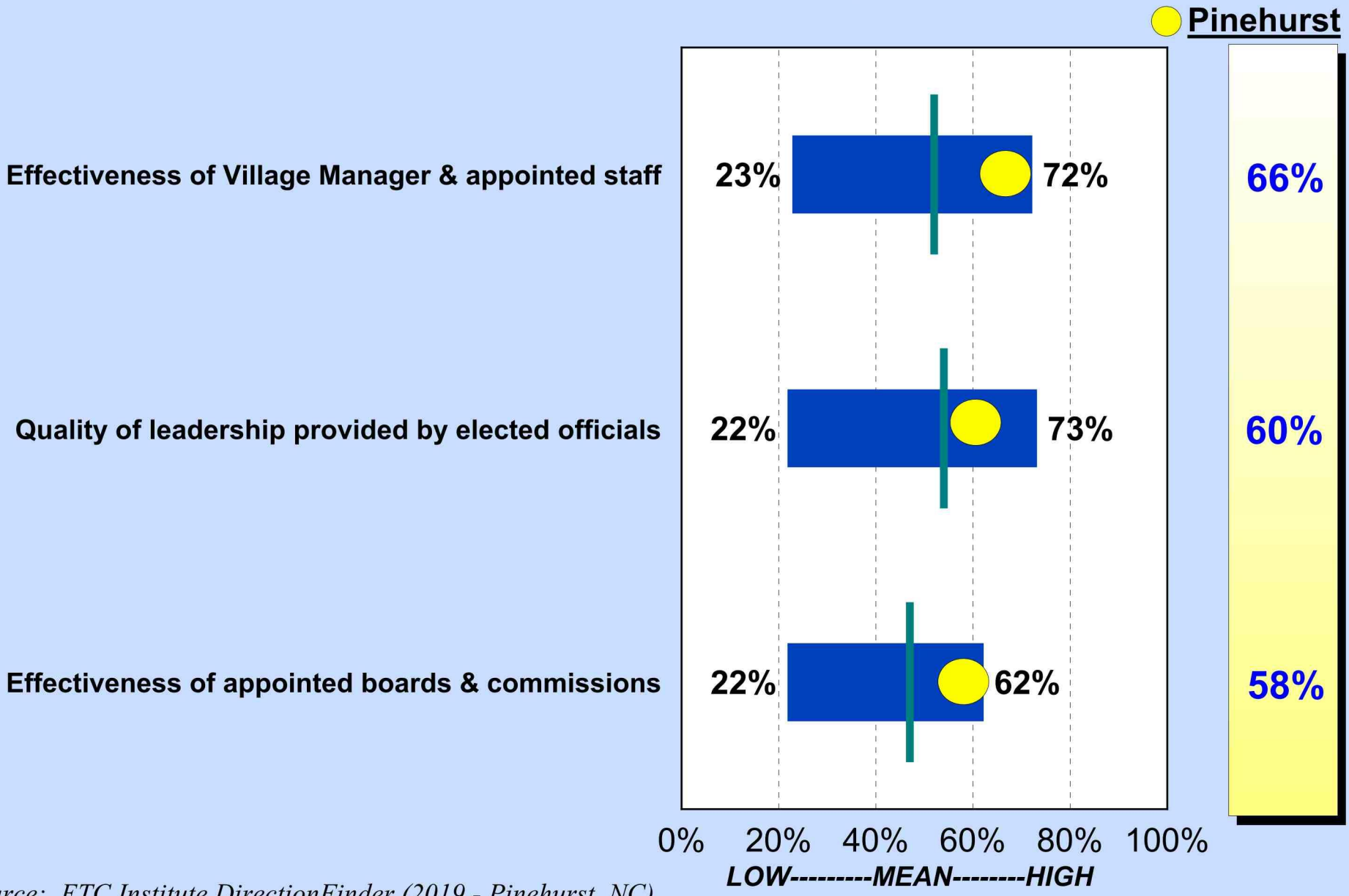
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute DirectionFinder (2019 - 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)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Section 3
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=Importance x (1-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. Approximately thirty-nine percent (38.7%) of respondents selected *efforts at maintaining the quality of neighborhoods* as one of the most important services for the Village to provide.

With regard to satisfaction, 64.5% of respondents surveyed rated the Village's overall performance in their *efforts at maintaining the quality of neighborhoods* 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 at maintaining 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 38.7% was multiplied by 35.5% (1-0.645). This calculation yielded an I-S rating of 0.1374 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>=0.20)
- *Increase Current Emphasis* (0.10<=IS<0.20)
- *Maintain Current Emphasis* (IS<0.10)

The results for the Village of Pinehurst are provided on the following pages.

2019 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)						
Efforts at maintaining the quality of neighborhoods	39%	1	65%	9	0.1374	1
Street & right-of-way maintenance	33%	2	66%	8	0.1152	2
Enforcement of Village codes & ordinances	27%	4	58%	12	0.1126	3
Level of public involvement in local decisions	25%	5	59%	11	0.1010	4
Medium Priority (IS <.10)						
Promotion of natural resource conservation	21%	6	60%	10	0.0832	5
Parks & recreation facilities	18%	7	78%	7	0.0402	6
Village communication with residents	15%	11	79%	6	0.0307	7
Solid waste services	17%	8	82%	3	0.0306	8
Parks & recreation programs	15%	10	81%	4	0.0273	9
Police services	27%	3	90%	2	0.0258	10
Fire services	15%	9	93%	1	0.0110	11
Customer service provided by Village employees	4%	12	81%	5	0.0076	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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2019 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
Medium Priority (IS <.10)						
Frequency police officers patrol your neighborhood	31%	2	70%	6	0.0933	1
Enforcement of local traffic laws	29%	3	74%	4	0.0752	2
Efforts to prevent crimes	51%	1	91%	1	0.0482	3
Fire prevention & education programs provided by the Village	12%	6	70%	5	0.0364	4
How quickly police respond to emergencies	28%	4	88%	2	0.0340	5
How quickly fire personnel respond to emergencies	19%	5	87%	3	0.0244	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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2019 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
Medium Priority (IS <.10)						
Availability of recreation indoor facilities	16%	7	46%	14	0.0883	1
Village sponsored cultural arts events	25%	1	70%	6	0.0765	2
Quality of adult recreation programs	17%	6	61%	11	0.0684	3
Quality of youth recreation programs	15%	8	56%	12	0.0659	4
Variety of cultural arts events & programs in Southern Moore County	20%	4	69%	7	0.0608	5
Quality of recreation indoor facilities	11%	11	49%	13	0.0575	6
Range of amenities at parks and rec facilities	15%	9	64%	10	0.0545	7
Condition of walking/greenway trails	21%	3	77%	4	0.0492	8
Availability of walking/greenway trails	21%	2	80%	3	0.0426	9
Availability of information about recreation programs	13%	10	67%	8	0.0423	10
Quality of Village parks	18%	5	88%	1	0.0217	11
Availability of outdoor athletic fields/facilities	6%	13	66%	9	0.0202	12
Quality of outdoor athletic fields and facilities	6%	14	70%	5	0.0170	13
Number of Village parks	8%	12	86%	2	0.0120	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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2019 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 Priority (IS >.20)						
Ease of travel through the large traffic circle	47%	1	46%	13	0.2511	1
High Priority (IS .10-.20)						
Adequacy of street lighting	32%	2	55%	10	0.1453	2
Availability of walkways	28%	4	51%	12	0.1362	3
Quality of stormwater runoff/management system	22%	5	53%	11	0.1020	4
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	28%	3	69%	7	0.0872	5
Ease of travel on highway	18%	6	67%	8	0.0606	6
Winter weather response on Village streets	13%	8	73%	6	0.0347	7
Condition of existing walkways	10%	11	66%	9	0.0340	8
Maintenance/preservation of downtown	13%	10	87%	4	0.0166	9
Maintenance of main Village street thoroughfares	15%	7	89%	3	0.0165	10
Maintenance of street signs/pavement markings	6%	13	79%	5	0.0132	11
Cleanliness of streets & other public areas	13%	9	90%	1	0.0123	12
Quality of landscaping in medians & other public areas	9%	12	90%	2	0.0097	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 4
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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q1-1. Police services	55.9%	28.6%	7.0%	1.0%	1.0%	6.6%
Q1-2. Fire services	60.3%	23.0%	6.3%	0.0%	0.4%	9.9%
Q1-3. Parks & recreation programs	33.2%	32.8%	13.1%	1.4%	0.6%	18.9%
Q1-4. Parks & recreation facilities	31.4%	34.9%	15.2%	2.7%	1.0%	14.8%
Q1-5. Solid waste services	44.6%	34.9%	8.8%	6.6%	1.5%	3.6%
Q1-6. Street & right-of-way maintenance	27.2%	35.2%	18.3%	9.8%	4.9%	4.6%
Q1-7. Enforcement of Village codes & ordinances	22.6%	30.0%	23.5%	10.2%	4.5%	9.2%
Q1-8. Customer service provided by Village employees	37.7%	31.3%	14.2%	1.7%	0.7%	14.4%
Q1-9. Village communication with residents	36.7%	38.0%	13.7%	5.0%	1.4%	5.2%
Q1-10. Village efforts at maintaining quality of your neighborhood	29.7%	30.6%	17.9%	10.2%	5.2%	6.4%
Q1-11. Promotion of natural resource conservation	23.7%	27.9%	22.6%	7.8%	4.1%	13.8%
Q1-12. Level of public involvement in local decisions	21.1%	30.9%	22.6%	8.2%	5.0%	12.2%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	59.8%	30.6%	7.5%	1.0%	1.0%
Q1-2. Fire services	67.0%	25.6%	7.0%	0.0%	0.5%
Q1-3. Parks & recreation programs	41.0%	40.4%	16.2%	1.7%	0.7%
Q1-4. Parks & recreation facilities	36.9%	41.0%	17.9%	3.1%	1.1%
Q1-5. Solid waste services	46.2%	36.2%	9.1%	6.8%	1.6%
Q1-6. Street & right-of-way maintenance	28.6%	36.9%	19.2%	10.2%	5.1%
Q1-7. Enforcement of Village codes & ordinances	24.9%	33.1%	25.8%	11.2%	4.9%
Q1-8. Customer service provided by Village employees	44.0%	36.5%	16.6%	2.0%	0.8%
Q1-9. Village communication with residents	38.7%	40.1%	14.4%	5.3%	1.5%
Q1-10. Village efforts at maintaining quality of your neighborhood	31.8%	32.7%	19.1%	10.9%	5.5%
Q1-11. Promotion of natural resource conservation	27.6%	32.4%	26.3%	9.1%	4.7%
Q1-12. Level of public involvement in local decisions	24.0%	35.1%	25.8%	9.4%	5.7%

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

Q2. Top choice	Number	Percent
Police services	116	16.2 %
Fire services	10	1.4 %
Parks & recreation programs	35	4.9 %
Parks & recreation facilities	35	4.9 %
Solid waste services	41	5.7 %
Street & right-of-way maintenance	117	16.3 %
Enforcement of Village codes & ordinances	67	9.4 %
Customer service provided by Village employees	12	1.7 %
Village communication with residents	24	3.4 %
Village efforts at maintaining quality of your neighborhoods	93	13.0 %
Promotion of natural resource conservation	41	5.7 %
Level of public involvement in local decisions	46	6.4 %
None chosen	79	11.0 %
Total	716	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	46	6.4 %
Fire services	72	10.1 %
Parks & recreation programs	37	5.2 %
Parks & recreation facilities	47	6.6 %
Solid waste services	31	4.3 %
Street & right-of-way maintenance	69	9.6 %
Enforcement of Village codes & ordinances	71	9.9 %
Customer service provided by Village employees	11	1.5 %
Village communication with residents	36	5.0 %
Village efforts at maintaining quality of your neighborhoods	98	13.7 %
Promotion of natural resource conservation	46	6.4 %
Level of public involvement in local decisions	50	7.0 %
None chosen	102	14.2 %
Total	716	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	31	4.3 %
Fire services	24	3.4 %
Parks & recreation programs	33	4.6 %
Parks & recreation facilities	48	6.7 %
Solid waste services	53	7.4 %
Street & right-of-way maintenance	54	7.5 %
Enforcement of Village codes & ordinances	54	7.5 %
Customer service provided by Village employees	5	0.7 %
Village communication with residents	44	6.1 %
Village efforts at maintaining quality of your neighborhoods	86	12.0 %
Promotion of natural resource conservation	62	8.7 %
Level of public involvement in local decisions	81	11.3 %
None chosen	141	19.7 %
Total	716	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	193	27.0 %
Fire services	106	14.8 %
Parks & recreation programs	105	14.7 %
Parks & recreation facilities	130	18.2 %
Solid waste services	125	17.5 %
Street & right-of-way maintenance	240	33.5 %
Enforcement of Village codes & ordinances	192	26.8 %
Customer service provided by Village employees	28	3.9 %
Village communication with residents	104	14.5 %
Village efforts at maintaining quality of your neighborhoods	277	38.7 %
Promotion of natural resource conservation	149	20.8 %
Level of public involvement in local decisions	177	24.7 %
None chosen	79	11.0 %
Total	1905	

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=716)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q3-1. Sense of community	52.0%	34.4%	5.4%	3.1%	5.2%
Q3-2. Quality of public education	50.4%	19.4%	6.4%	17.3%	6.4%
Q3-3. Types of housing	61.5%	28.1%	3.8%	2.8%	3.9%
Q3-4. Quality of housing	75.6%	18.2%	1.7%	1.1%	3.5%
Q3-5. Access to quality shopping	39.8%	42.6%	6.0%	8.0%	3.6%
Q3-6. Availability of cultural arts opportunities	33.8%	42.0%	8.9%	11.5%	3.8%
Q3-7. Availability of golfing opportunities	37.0%	21.1%	6.6%	31.3%	4.1%
Q3-8. Availability of other recreational opportunities	32.1%	44.4%	9.9%	9.2%	4.3%
Q3-9. Proximity to family or friends	27.2%	32.3%	8.2%	26.5%	5.7%
Q3-10. Proximity to work	23.2%	20.8%	6.0%	40.8%	9.2%
Q3-11. Safety & security	84.5%	10.2%	1.4%	1.3%	2.7%
Q3-12. Quality health care	82.1%	13.0%	1.3%	1.3%	2.4%
Q3-13. Opportunities and/or resources for senior citizens	43.2%	30.6%	8.9%	12.4%	4.9%
Q3-14. Opportunities and/or resources for children under 18	31.0%	21.5%	9.8%	29.9%	7.8%
Q3-15. Low property tax rate	56.3%	29.5%	4.9%	6.3%	3.1%

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=716)

	Very important	Somewhat important	Not sure	Unimportant
Q3-1. Sense of community	54.8%	36.2%	5.7%	3.2%
Q3-2. Quality of public education	53.9%	20.7%	6.9%	18.5%
Q3-3. Types of housing	64.0%	29.2%	3.9%	2.9%
Q3-4. Quality of housing	78.3%	18.8%	1.7%	1.2%
Q3-5. Access to quality shopping	41.3%	44.2%	6.2%	8.3%
Q3-6. Availability of cultural arts opportunities	35.1%	43.7%	9.3%	11.9%
Q3-7. Availability of golfing opportunities	38.6%	22.0%	6.8%	32.6%
Q3-8. Availability of other recreational opportunities	33.6%	46.4%	10.4%	9.6%
Q3-9. Proximity to family or friends	28.9%	34.2%	8.7%	28.1%
Q3-10. Proximity to work	25.5%	22.9%	6.6%	44.9%
Q3-11. Safety & security	86.8%	10.5%	1.4%	1.3%
Q3-12. Quality health care	84.1%	13.3%	1.3%	1.3%
Q3-13. Opportunities and/or resources for senior citizens	45.4%	32.2%	9.4%	13.1%
Q3-14. Opportunities and/or resources for children under 18	33.6%	23.3%	10.6%	32.4%
Q3-15. Low property tax rate	58.1%	30.4%	5.0%	6.5%

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

(N=716)

	Yes	No
Q3-1. Sense of community	88.5%	11.5%
Q3-2. Quality of public education	81.0%	19.0%
Q3-3. Types of housing	87.1%	12.9%
Q3-4. Quality of housing	86.2%	13.8%
Q3-5. Access to quality shopping	68.4%	31.6%
Q3-6. Availability of cultural arts opportunities	80.6%	19.4%
Q3-7. Availability of golfing opportunities	95.0%	5.0%
Q3-8. Availability of other recreational opportunities	76.7%	23.3%
Q3-9. Proximity to family or friends	82.3%	17.7%
Q3-10. Proximity to work	81.3%	18.7%
Q3-11. Safety & security	95.5%	4.5%
Q3-12. Quality health care	95.1%	4.9%
Q3-13. Opportunities and/or resources for senior citizens	87.1%	12.9%
Q3-14. Opportunities and/or resources for children under 18	71.4%	28.6%
Q3-15. Low property tax rate	72.4%	27.6%

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=716)

	Excellent	Good	Neutral	Below average	Poor	No opinion
Q4-1. Overall image of Village	54.3%	36.3%	3.5%	1.8%	0.7%	3.4%
Q4-2. Overall quality of life in Village	50.1%	38.4%	5.0%	1.4%	0.7%	4.3%
Q4-3. Overall feeling of safety in Village	67.2%	25.7%	3.2%	0.4%	0.3%	3.2%
Q4-4. Quality of new development in Village	17.7%	28.2%	25.0%	13.4%	8.0%	7.7%
Q4-5. As a place to live	58.0%	32.1%	4.6%	1.1%	0.6%	3.6%
Q4-6. As a place to raise children	33.1%	25.3%	15.9%	2.5%	1.3%	21.9%
Q4-7. As a place to retire	59.2%	27.5%	6.0%	1.0%	0.8%	5.4%
Q4-8. Overall appearance of Village	54.1%	35.6%	5.4%	1.3%	0.7%	2.9%
Q4-9. Availability of affordable housing	24.4%	33.7%	20.4%	8.2%	3.4%	9.9%

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=716)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Overall image of Village	56.2%	37.6%	3.6%	1.9%	0.7%
Q4-2. Overall quality of life in Village	52.4%	40.1%	5.3%	1.5%	0.7%
Q4-3. Overall feeling of safety in Village	69.4%	26.6%	3.3%	0.4%	0.3%
Q4-4. Quality of new development in Village	19.2%	30.6%	27.1%	14.5%	8.6%
Q4-5. As a place to live	60.1%	33.3%	4.8%	1.2%	0.6%
Q4-6. As a place to raise children	42.4%	32.4%	20.4%	3.2%	1.6%
Q4-7. As a place to retire	62.6%	29.1%	6.4%	1.0%	0.9%
Q4-8. Overall appearance of Village	55.7%	36.7%	5.6%	1.3%	0.7%
Q4-9. Availability of affordable housing	27.1%	37.4%	22.6%	9.1%	3.7%

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=716)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	No opinion
Q5-1. Walking alone in your neighborhood during the day	79.7%	15.5%	1.5%	0.8%	0.0%	2.4%
Q5-2. Walking alone in your neighborhood after dark	38.4%	35.9%	13.0%	6.3%	1.0%	5.4%
Q5-3. In Village parks & recreation facilities	37.6%	33.8%	12.0%	1.5%	0.1%	14.9%
Q5-4. In business areas of Village during the day	75.1%	18.3%	2.5%	0.0%	0.0%	4.1%
Q5-5. In business areas of Village after dark	37.0%	38.0%	12.7%	2.5%	0.1%	9.6%

WITHOUT "NO OPINION"

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

(N=716)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. Walking alone in your neighborhood during the day	81.7%	15.9%	1.6%	0.9%	0.0%
Q5-2. Walking alone in your neighborhood after dark	40.6%	38.0%	13.7%	6.6%	1.0%
Q5-3. In Village parks & recreation facilities	44.2%	39.7%	14.1%	1.8%	0.2%
Q5-4. In business areas of Village during the day	78.3%	19.1%	2.6%	0.0%	0.0%
Q5-5. In business areas of Village after dark	41.0%	42.0%	14.1%	2.8%	0.2%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q6-1. Efforts to prevent crimes	45.4%	35.6%	7.7%	0.6%	0.3%	10.5%
Q6-2. Enforcement of local traffic laws	32.4%	37.4%	11.3%	9.5%	3.8%	5.6%
Q6-3. How quickly police respond to emergencies	41.2%	26.5%	8.4%	0.6%	0.4%	22.9%
Q6-4. Frequency that police officers patrol your neighborhood	27.1%	35.5%	16.8%	8.1%	2.2%	10.3%
Q6-5. Fire prevention & education programs provided by Village	25.4%	24.2%	18.7%	1.5%	0.6%	29.6%
Q6-6. How quickly fire personnel respond to emergencies	39.8%	22.3%	8.4%	0.4%	0.1%	28.9%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Efforts to prevent crimes	50.7%	39.8%	8.6%	0.6%	0.3%
Q6-2. Enforcement of local traffic laws	34.3%	39.6%	12.0%	10.1%	4.0%
Q6-3. How quickly police respond to emergencies	53.4%	34.4%	10.9%	0.7%	0.5%
Q6-4. Frequency that police officers patrol your neighborhood	30.2%	39.6%	18.7%	9.0%	2.5%
Q6-5. Fire prevention & education programs provided by Village	36.1%	34.3%	26.6%	2.2%	0.8%
Q6-6. How quickly fire personnel respond to emergencies	56.0%	31.4%	11.8%	0.6%	0.2%

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	278	38.8 %
Enforcement of local traffic laws	130	18.2 %
How quickly police respond to emergencies	74	10.3 %
Frequency that police officers patrol your neighborhood	98	13.7 %
Fire prevention & education programs provided by Village	22	3.1 %
How quickly fire personnel respond to emergencies	32	4.5 %
None chosen	82	11.5 %
Total	716	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	85	11.9 %
Enforcement of local traffic laws	76	10.6 %
How quickly police respond to emergencies	126	17.6 %
Frequency that police officers patrol your neighborhood	123	17.2 %
Fire prevention & education programs provided by Village	66	9.2 %
How quickly fire personnel respond to emergencies	107	14.9 %
None chosen	133	18.6 %
Total	716	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	363	50.7 %
Enforcement of local traffic laws	206	28.8 %
How quickly police respond to emergencies	200	27.9 %
Frequency that police officers patrol your neighborhood	221	30.9 %
Fire prevention & education programs provided by Village	88	12.3 %
How quickly fire personnel respond to emergencies	139	19.4 %
None chosen	82	11.5 %
Total	1299	

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 and Recreation programs & facilities have you used in Village of Pinehurst during past year	Number	Percent
Greenway trails	346	48.3 %
Village sponsored cultural/arts events	391	54.6 %
Cannon Park	236	33.0 %
Arboretum/Timmel Pavilion	247	34.5 %
Rassie Wicker Park	341	47.6 %
Camelot Playground	193	27.0 %
Splash Pad at Wicker Park	147	20.5 %
West Pinehurst Park (e.g. disc golf)	28	3.9 %
Total	1929	

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q9-1. Number of Village parks	34.6%	38.7%	9.1%	2.9%	0.3%	14.4%
Q9-2. Quality of Village parks	33.9%	40.5%	8.9%	1.0%	0.3%	15.4%
Q9-3. Quality of recreation indoor facilities	11.9%	19.8%	24.9%	5.7%	2.4%	35.3%
Q9-4. Availability of recreation indoor facilities	12.8%	17.2%	22.8%	10.8%	2.5%	33.9%
Q9-5. Availability of walking/ greenway trails	31.0%	35.9%	11.9%	3.6%	1.1%	16.5%
Q9-6. Condition of walking/ greenway trails	26.4%	34.9%	14.9%	3.1%	0.6%	20.1%
Q9-7. Quality of outdoor athletic fields & facilities	19.4%	26.5%	16.9%	1.8%	0.8%	34.5%
Q9-8. Availability of outdoor athletic fields & facilities	17.0%	26.1%	18.6%	2.4%	0.8%	35.1%
Q9-9. Availability of information about recreation programs	21.2%	31.1%	19.0%	4.9%	1.7%	22.1%
Q9-10. Quality of youth recreation programs	12.8%	17.2%	19.1%	3.5%	0.8%	46.5%
Q9-11. Quality of adult recreation programs	14.5%	24.3%	20.7%	3.6%	0.8%	36.0%
Q9-12. Range of amenities at parks & recreation facilities	15.1%	30.7%	20.7%	4.7%	0.7%	28.1%
Q9-13. Village sponsored cultural arts events	22.1%	33.4%	18.6%	4.1%	1.3%	20.7%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	22.2%	32.7%	18.4%	5.0%	1.3%	20.4%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Number of Village parks	40.5%	45.2%	10.6%	3.4%	0.3%
Q9-2. Quality of Village parks	40.1%	47.9%	10.6%	1.2%	0.3%
Q9-3. Quality of recreation indoor facilities	18.4%	30.7%	38.4%	8.9%	3.7%
Q9-4. Availability of recreation indoor facilities	19.5%	26.0%	34.5%	16.3%	3.8%
Q9-5. Availability of walking/greenway trails	37.1%	43.0%	14.2%	4.3%	1.3%
Q9-6. Condition of walking/greenway trails	33.0%	43.7%	18.7%	3.8%	0.7%
Q9-7. Quality of outdoor athletic fields & facilities	29.6%	40.5%	25.8%	2.8%	1.3%
Q9-8. Availability of outdoor athletic fields & facilities	26.2%	40.2%	28.6%	3.7%	1.3%
Q9-9. Availability of information about recreation programs	27.2%	40.0%	24.4%	6.3%	2.2%
Q9-10. Quality of youth recreation programs	24.0%	32.1%	35.8%	6.5%	1.6%
Q9-11. Quality of adult recreation programs	22.7%	38.0%	32.3%	5.7%	1.3%
Q9-12. Range of amenities at parks & recreation facilities	21.0%	42.7%	28.7%	6.6%	1.0%
Q9-13. Village sponsored cultural arts events	27.8%	42.1%	23.4%	5.1%	1.6%
Q9-14. Variety of cultural arts events & programs in Southern Moore County	27.9%	41.1%	23.2%	6.3%	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	26	3.6 %
Quality of Village parks	69	9.6 %
Quality of recreation indoor facilities	34	4.7 %
Availability of recreation indoor facilities	56	7.8 %
Availability of walking/greenway trails	77	10.8 %
Condition of walking/greenway trails	42	5.9 %
Quality of outdoor athletic fields & facilities	9	1.3 %
Availability of outdoor athletic fields & facilities	12	1.7 %
Availability of information about recreation programs	32	4.5 %
Quality of youth recreation programs	22	3.1 %
Quality of adult recreation programs	29	4.1 %
Range of amenities at parks & recreation facilities	22	3.1 %
Village sponsored cultural arts events	78	10.9 %
Variety of cultural arts events & programs in Southern Moore County	39	5.4 %
None chosen	169	23.6 %
Total	716	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	14	2.0 %
Quality of Village parks	36	5.0 %
Quality of recreation indoor facilities	23	3.2 %
Availability of recreation indoor facilities	36	5.0 %
Availability of walking/greenway trails	48	6.7 %
Condition of walking/greenway trails	74	10.3 %
Quality of outdoor athletic fields & facilities	11	1.5 %
Availability of outdoor athletic fields & facilities	16	2.2 %
Availability of information about recreation programs	37	5.2 %
Quality of youth recreation programs	56	7.8 %
Quality of adult recreation programs	37	5.2 %
Range of amenities at parks & recreation facilities	32	4.5 %
Village sponsored cultural arts events	48	6.7 %
Variety of cultural arts events & programs in Southern Moore County	51	7.1 %
None chosen	197	27.5 %
Total	716	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	20	2.8 %
Quality of Village parks	25	3.5 %
Quality of recreation indoor facilities	24	3.4 %
Availability of recreation indoor facilities	24	3.4 %
Availability of walking/greenway trails	28	3.9 %
Condition of walking/greenway trails	35	4.9 %
Quality of outdoor athletic fields & facilities	21	2.9 %
Availability of outdoor athletic fields & facilities	15	2.1 %
Availability of information about recreation programs	23	3.2 %
Quality of youth recreation programs	29	4.1 %
Quality of adult recreation programs	58	8.1 %
Range of amenities at parks & recreation facilities	53	7.4 %
Village sponsored cultural arts events	56	7.8 %
Variety of cultural arts events & programs in Southern Moore County	51	7.1 %
None chosen	254	35.5 %
Total	716	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	60	8.4 %
Quality of Village parks	130	18.2 %
Quality of recreation indoor facilities	81	11.3 %
Availability of recreation indoor facilities	116	16.2 %
Availability of walking/greenway trails	153	21.4 %
Condition of walking/greenway trails	151	21.1 %
Quality of outdoor athletic fields & facilities	41	5.7 %
Availability of outdoor athletic fields & facilities	43	6.0 %
Availability of information about recreation programs	92	12.8 %
Quality of youth recreation programs	107	14.9 %
Quality of adult recreation programs	124	17.3 %
Range of amenities at parks & recreation facilities	107	14.9 %
Village sponsored cultural arts events	182	25.4 %
Variety of cultural arts events & programs in Southern Moore County	141	19.7 %
None chosen	169	23.6 %
Total	1697	

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

Q11. Do you shop regularly in Village Center (downtown)	Number	Percent
Yes	193	27.0 %
No	493	68.9 %
Not provided	30	4.2 %
Total	716	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	193	28.1 %
No	493	71.9 %
Total	686	100.0 %

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

Q11a. Reasons that prevent you from shopping regularly in Village Center (downtown)	Number	Percent
Stores hours of operation	85	17.2 %
Variety of merchandise offered for sale	266	54.0 %
Merchandise is more targeted to tourists than local shoppers	316	64.1 %
Parking availability	121	24.5 %
Other	67	13.6 %
Total	855	

Q12. Public Library Services. Through a cooperative agreement with the Given Memorial Library-a private, non-profit organization-the Village provides approximately 21% 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=716)

	Yes	No
Q12-1. Given Memorial Library services	50.3%	49.7%
Q12-2. Given Memorial Library programs	22.3%	77.7%

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=378)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q12-1. Given Memorial Library services	55.8%	34.0%	5.7%	3.9%	0.3%	0.3%
Q12-2. Given Memorial Library programs	54.0%	32.0%	10.7%	2.0%	1.3%	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=378)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Given Memorial Library services	56.0%	34.1%	5.7%	3.9%	0.3%
Q12-2. Given Memorial Library programs	54.0%	32.0%	10.7%	2.0%	1.3%

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	122	21.3 %
Hours of operation	37	6.4 %
Variety of library services offered	42	7.3 %
Variety of library programs offered	51	8.9 %
Parking availability	55	9.6 %
Insufficient technology available	43	7.5 %
Not enough meeting areas/rooms	14	2.4 %
A library is not important to me	117	20.4 %
Other	89	15.5 %
Total	570	

Q12a. Other

Q12a-9. Other	Number	Percent
PROGRAMS OF NO INTEREST	3	3.4 %
NO INTEREST	2	2.3 %
NEW TO AREA	2	2.3 %
The Library is important to me as a research resource	1	1.1 %
New to area, haven't needed the service yet	1	1.1 %
We have been donating books we have read already	1	1.1 %
We often use the Moore County library in Carthage	1	1.1 %
I may have used the services I'm just not sure if it is the same library	1	1.1 %
We are not prone to using the Library	1	1.1 %
I just used the library more when my children were little	1	1.1 %
Needs a wider selection of books	1	1.1 %
More reading materials especially in the hobby/hand craft spaces	1	1.1 %
Age related	1	1.1 %
Most information I need is provided on internet in one form or another	1	1.1 %
TOO BUSY	1	1.1 %
NOT INTERESTED IN PROGRAMS	1	1.1 %
SENIOR	1	1.1 %
USE S PINES, MUCH GREATER SELECTION OF BOOKS	1	1.1 %
HOME COMPUTERS, ONLINE BOOKS	1	1.1 %
NO NEED TO USE AT THIS TIME	1	1.1 %
GET EVERYTHING OFF FROM INTERNET	1	1.1 %
HOURS OF PROGRAMS	1	1.1 %
THE PROGRAMS SEEM GEARED FOR YOUNGER KIDS THAN WE HAVE	1	1.1 %
MORNING PROGRAMS FOR ADULTS WOULD BE APPRECIATED	1	1.1 %
WE USE ROAST OFFICE	1	1.1 %
HAVEN'T VISITED THERE YET-ONLY MOVED HERE 6 MONTHS AGO	1	1.1 %
Making the time to visit	1	1.1 %
I GO TO THE GIVEN BOOK STORE FREQUENTLY	1	1.1 %
I WOULD LIKE TO SEE A THEATER NEXT TO THE LIBRARY FOR ADULTS & KIDS	1	1.1 %
HAVE ONLY LIVED HERE FOR A YEAR AND HAVE BEEN BUSY	1	1.1 %
WE USE POST OFFICE AND DOWNLOAD BOOKS	1	1.1 %
READ FROM MY KINDLE	1	1.1 %
HAVE NOT HAD TIME YET	1	1.1 %
I WOULD IF PROGRAM INTERESTED ME	1	1.1 %
Lack of time	1	1.1 %
TOO BUSY WITH WORK	1	1.1 %
TOO LIMITED AND TOO SMALL	1	1.1 %
I USED IT WHEN MY KIDS WERE LITTLE	1	1.1 %
NEED TO EXPAND LIBRARY	1	1.1 %
NOT ENOUGH BOOKS UP TO DATE	1	1.1 %
HAVEN'T HAD TO USE IT YET	1	1.1 %
NO PERSONAL TIME	1	1.1 %
Services not needed	1	1.1 %

Q12a. Other

Q12a-9. Other	Number	Percent
NEED TO FIND LOCATION	1	1.1 %
HAVE NOT TAKEN THE TIME	1	1.1 %
LIBRARY TOO SMALL, NEED MANY MORE BOOKS	1	1.1 %
DO NOT HAVE ALL OF THE BOOKS AND AUTHORS THAT I AM INTERESTED IN	1	1.1 %
Internet	1	1.1 %
NO NEED FOR PROGRAMS	1	1.1 %
I LIKE THE LIBRARY AS A PLACE TO WORK	1	1.1 %
USING FREE READING	1	1.1 %
I use library to check out books and that's the only interest I have in the library	1	1.1 %
IS THIS A FULL FLEDGE LIBRARY	1	1.1 %
I USE ONLINE BOOKS	1	1.1 %
LIBRARY DESK STAFF CONSTANTLY TALKING IN A LOUD DISTRACTING VOICE	1	1.1 %
STAFF NOT FRIENDLY	1	1.1 %
I REALLY HAVE NO NEED	1	1.1 %
USE KINDLE	1	1.1 %
POOR LOCATION OF HANDICAPPED ACCESS	1	1.1 %
I just haven't had the opportunity to go over there yet	1	1.1 %
I generally read on my Kindle so I don't visit the library very oftern	1	1.1 %
Use book and video apps	1	1.1 %
Nothing prevents me from using the Library	1	1.1 %
A Public Library-There is more to Pinehurst than the quaint little Village	1	1.1 %
Confined to home	1	1.1 %
Dishonest people in Library	1	1.1 %
Programs are often expensive	1	1.1 %
Hours of events	1	1.1 %
I don't have the time	1	1.1 %
Used it when kids were younger	1	1.1 %
Use Moore County Library System	1	1.1 %
Just haven't had a chance	1	1.1 %
The librarian is not friendly with children	1	1.1 %
I buy books from Amazon and have an extensive library of my own	1	1.1 %
NON-FICTION IS LIMITED, NEED A SEPARATE AREA FOR YOUNG ADULT READERS	1	1.1 %
HAVE LARGE SELECTION OF BOOKS AT HOME THAT STILL NEED TO READ	1	1.1 %
Amazon Prime and Kindle are primary source of reading material	1	1.1 %
I CAN ONLY READ EBOOKS ON MY KINDLE DUE TO ARTHRITIC HANDS	1	1.1 %
JUST HAPPENED TO CONFLICT WITH TRAVEL DATES	1	1.1 %
WORK FULL TIME AND TRAVEL, NO TIME	1	1.1 %
LOOKS TOO SMALL TO HAVE ADEQUATE VARIETY	1	1.1 %
I USE AN E-READER	1	1.1 %
We do check out library books	1	1.1 %
We have internet, libraries are dinosaurs	1	1.1 %
Total	88	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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q13-1. Enforcing cleanup of litter & debris on private property	20.0%	35.1%	13.8%	12.6%	5.4%	13.1%
Q13-2. Enforcing mowing/cutting of weeds/grass on private property	16.2%	33.4%	17.9%	14.2%	6.6%	11.7%
Q13-3. Enforcing parking/ prohibiting oversized vehicles in residential neighborhoods	19.0%	30.0%	18.2%	11.7%	5.4%	15.6%
Q13-4. Enforcing sign regulations	20.1%	34.9%	19.1%	6.7%	3.6%	15.5%
Q13-5. Enforcing solid waste cart regulations	21.5%	38.1%	15.9%	5.6%	4.2%	14.7%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcing cleanup of litter & debris on private property	23.0%	40.4%	15.9%	14.5%	6.3%
Q13-2. Enforcing mowing/cutting of weeds/ grass on private property	18.4%	37.8%	20.3%	16.1%	7.4%
Q13-3. Enforcing parking/prohibiting oversized vehicles in residential neighborhoods	22.5%	35.6%	21.5%	13.9%	6.5%
Q13-4. Enforcing sign regulations	23.8%	41.3%	22.6%	7.9%	4.3%
Q13-5. Enforcing solid waste cart regulations	25.2%	44.7%	18.7%	6.5%	4.9%

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

Q14. How would you describe amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	413	57.7 %
Too much	53	7.4 %
Too little	162	22.6 %
Not provided	88	12.3 %
Total	716	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 amount of effort Village applies to enforce its codes & ordinances	Number	Percent
About right	413	65.8 %
Too much	53	8.4 %
Too little	162	25.8 %
Total	628	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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q15-1. Residential trash collection services	61.3%	29.9%	2.2%	1.7%	0.8%	4.1%
Q15-2. Curbside recycling services	47.3%	27.5%	6.4%	10.3%	3.4%	5.0%
Q15-3. Yard waste collection services	51.8%	29.7%	6.0%	3.2%	1.5%	7.7%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Residential trash collection services	63.9%	31.1%	2.3%	1.7%	0.9%
Q15-2. Curbside recycling services	49.9%	29.0%	6.8%	10.9%	3.5%
Q15-3. Yard waste collection services	56.1%	32.2%	6.5%	3.5%	1.7%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q16-1. Maintenance of main Village street thoroughfares	39.8%	43.7%	6.6%	2.9%	1.1%	5.9%
Q16-2. Maintenance of streets in your neighborhood	25.8%	38.7%	11.6%	13.3%	3.9%	6.7%
Q16-3. Maintenance of street signs/pavement markings	29.5%	45.8%	11.7%	6.1%	1.7%	5.2%
Q16-4. Maintenance/ preservation of Downtown	38.7%	41.2%	10.5%	1.1%	0.7%	7.8%
Q16-5. Quality of landscaping in medians & other public areas	51.1%	34.8%	7.7%	1.7%	0.6%	4.2%
Q16-6. Overall cleanliness of streets & other public areas	43.3%	43.9%	6.8%	1.8%	0.6%	3.6%
Q16-7. Adequacy of street lighting	21.5%	29.3%	18.6%	16.2%	7.5%	6.8%
Q16-8. Availability of walkways	20.8%	26.4%	17.6%	18.4%	8.9%	7.8%
Q16-9. Condition of existing walkways	22.3%	35.8%	20.3%	6.1%	3.2%	12.3%
Q16-10. Quality of stormwater runoff/management system	15.4%	29.6%	20.7%	12.3%	7.0%	15.1%
Q16-11. Winter weather response on Village streets (snow/ice)	23.3%	42.5%	15.9%	5.9%	2.2%	10.2%
Q16-12. Ease of travel on highway	22.3%	41.3%	15.5%	10.9%	5.2%	4.7%
Q16-13. Ease of travel through large traffic circle	12.0%	32.5%	17.7%	19.4%	15.1%	3.2%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Maintenance of main Village street thoroughfares	42.3%	46.4%	7.0%	3.1%	1.2%
Q16-2. Maintenance of streets in your neighborhood	27.7%	41.5%	12.4%	14.2%	4.2%
Q16-3. Maintenance of street signs/pavement markings	31.1%	48.3%	12.4%	6.5%	1.8%
Q16-4. Maintenance/preservation of Downtown	42.0%	44.7%	11.4%	1.2%	0.8%
Q16-5. Quality of landscaping in medians & other public areas	53.4%	36.3%	8.0%	1.7%	0.6%
Q16-6. Overall cleanliness of streets & other public areas	44.9%	45.5%	7.1%	1.9%	0.6%
Q16-7. Adequacy of street lighting	23.1%	31.5%	19.9%	17.4%	8.1%
Q16-8. Availability of walkways	22.6%	28.6%	19.1%	20.0%	9.7%
Q16-9. Condition of existing walkways	25.5%	40.8%	23.1%	7.0%	3.7%
Q16-10. Quality of stormwater runoff/ management system	18.1%	34.9%	24.3%	14.5%	8.2%
Q16-11. Winter weather response on Village streets (snow/ice)	26.0%	47.3%	17.7%	6.5%	2.5%
Q16-12. Ease of travel on highway	23.5%	43.4%	16.3%	11.4%	5.4%
Q16-13. Ease of travel through large traffic circle	12.4%	33.6%	18.3%	20.1%	15.6%

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	52	7.3 %
Maintenance of streets in your neighborhood	83	11.6 %
Maintenance of street signs/pavement markings	9	1.3 %
Maintenance/preservation of Downtown	28	3.9 %
Quality of landscaping in medians & other public areas	11	1.5 %
Overall cleanliness of streets & other public areas	12	1.7 %
Adequacy of street lighting	83	11.6 %
Availability of walkways	79	11.0 %
Condition of existing walkways	9	1.3 %
Quality of stormwater runoff/management system	47	6.6 %
Winter weather response on Village streets (snow/ice)	19	2.7 %
Ease of travel on highway	42	5.9 %
Ease of travel through large traffic circle	179	25.0 %
None chosen	63	8.8 %
Total	716	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	27	3.8 %
Maintenance of streets in your neighborhood	66	9.2 %
Maintenance of street signs/pavement markings	19	2.7 %
Maintenance/preservation of Downtown	36	5.0 %
Quality of landscaping in medians & other public areas	27	3.8 %
Overall cleanliness of streets & other public areas	37	5.2 %
Adequacy of street lighting	84	11.7 %
Availability of walkways	68	9.5 %
Condition of existing walkways	34	4.7 %
Quality of stormwater runoff/management system	50	7.0 %
Winter weather response on Village streets (snow/ice)	25	3.5 %
Ease of travel on highway	63	8.8 %
Ease of travel through large traffic circle	78	10.9 %
None chosen	102	14.2 %
Total	716	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	25	3.5 %
Maintenance of streets in your neighborhood	54	7.5 %
Maintenance of street signs/pavement markings	17	2.4 %
Maintenance/preservation of Downtown	26	3.6 %
Quality of landscaping in medians & other public areas	29	4.1 %
Overall cleanliness of streets & other public areas	42	5.9 %
Adequacy of street lighting	62	8.7 %
Availability of walkways	53	7.4 %
Condition of existing walkways	29	4.1 %
Quality of stormwater runoff/management system	58	8.1 %
Winter weather response on Village streets (snow/ice)	49	6.8 %
Ease of travel on highway	26	3.6 %
Ease of travel through large traffic circle	76	10.6 %
None chosen	170	23.7 %
Total	716	100.0 %

SUM OF TOP 3 CHOICES

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	104	14.5 %
Maintenance of streets in your neighborhood	203	28.4 %
Maintenance of street signs/pavement markings	45	6.3 %
Maintenance/preservation of Downtown	90	12.6 %
Quality of landscaping in medians & other public areas	67	9.4 %
Overall cleanliness of streets & other public areas	91	12.7 %
Adequacy of street lighting	229	32.0 %
Availability of walkways	200	27.9 %
Condition of existing walkways	72	10.1 %
Quality of stormwater runoff/management system	155	21.6 %
Winter weather response on Village streets (snow/ice)	93	13.0 %
Ease of travel on highway	131	18.3 %
Ease of travel through large traffic circle	333	46.5 %
None chosen	63	8.8 %
Total	1876	

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

(N=716)

	Yes	No
Q18-1. Fire services	13.7%	86.3%
Q18-2. Police services	21.9%	78.1%
Q18-3. Village Hall reception desk	33.0%	67.0%
Q18-4. MYVOP service request system	13.4%	86.6%
Q18-5. Code enforcement	14.2%	85.8%
Q18-6. Recreation program registration	16.2%	83.8%
Q18-7. Planning & Inspections services	13.7%	86.3%

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=437)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q18-1. Fire services	87.6%	10.1%	1.1%	1.1%	0.0%	0.0%
Q18-2. Police services	71.6%	20.3%	4.7%	0.0%	3.4%	0.0%
Q18-3. Village Hall reception desk	72.8%	21.0%	3.1%	1.8%	0.4%	0.9%
Q18-4. MYVOP service request system	51.1%	33.0%	6.8%	6.8%	2.3%	0.0%
Q18-5. Code enforcement	28.7%	29.8%	10.6%	19.1%	10.6%	1.1%
Q18-6. Recreation program registration	56.7%	30.8%	7.7%	3.8%	1.0%	0.0%
Q18-7. Planning & Inspections services	46.6%	28.4%	15.9%	5.7%	2.3%	1.1%

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=437)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Fire services	87.6%	10.1%	1.1%	1.1%	0.0%
Q18-2. Police services	71.6%	20.3%	4.7%	0.0%	3.4%
Q18-3. Village Hall reception desk	73.4%	21.2%	3.2%	1.8%	0.5%
Q18-4. MYVOP service request system	51.1%	33.0%	6.8%	6.8%	2.3%
Q18-5. Code enforcement	29.0%	30.1%	10.8%	19.4%	10.8%
Q18-6. Recreation program registration	56.7%	30.8%	7.7%	3.8%	1.0%
Q18-7. Planning & Inspections services	47.1%	28.7%	16.1%	5.7%	2.3%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q19-1. Quality of information about Village programs/services	26.0%	42.6%	14.9%	4.3%	0.6%	11.6%
Q19-2. Village efforts to keep you informed about local issues	26.5%	40.9%	14.9%	8.2%	1.1%	8.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	20.0%	32.4%	25.4%	3.2%	1.1%	17.9%
Q19-4. Village social media	16.3%	27.7%	26.1%	3.1%	1.0%	25.8%
Q19-5. Village website (vopnc.org)	20.5%	34.6%	21.2%	2.7%	0.7%	20.3%
Q19-6. Village newsletter	28.1%	41.3%	15.2%	2.0%	0.7%	12.7%
Q19-7. Monthly Village e-news updates	19.0%	28.6%	21.9%	2.0%	0.7%	27.8%
Q19-8. Online Engagement Portals (i.e. Engage Pinehurst)	10.8%	16.2%	28.1%	1.8%	0.8%	42.3%
Q19-9. Community's progress toward meeting its strategic vision & mission	11.6%	27.8%	26.7%	5.3%	2.1%	26.5%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of information about Village programs/services	29.4%	48.2%	16.9%	4.9%	0.6%
Q19-2. Village efforts to keep you informed about local issues	28.9%	44.6%	16.3%	9.0%	1.2%
Q19-3. Opportunities to participate in local government (advisory boards, volunteering)	24.3%	39.5%	31.0%	3.9%	1.4%
Q19-4. Village social media	22.0%	37.3%	35.2%	4.1%	1.3%
Q19-5. Village website (vopnc.org)	25.7%	43.4%	26.6%	3.3%	0.9%
Q19-6. Village newsletter	32.2%	47.4%	17.4%	2.2%	0.8%
Q19-7. Monthly Village e-news updates	26.3%	39.7%	30.4%	2.7%	1.0%
Q19-8. Online Engagement Portals (i.e. Engage Pinehurst)	18.6%	28.1%	48.7%	3.1%	1.5%
Q19-9. Community's progress toward meeting its strategic vision & mission	15.8%	37.8%	36.3%	7.2%	2.9%

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

Q20. What do you use to get information about Village of Pinehurst	Number	Percent
Village employees	104	14.5 %
Village newsletter	529	73.9 %
Village website (vopnc.org)	321	44.8 %
Monthly Village e-News	162	22.6 %
Village mobile app (MYVOP)	79	11.0 %
Village social media (e.g. Facebook, Twitter)	146	20.4 %
The Pilot newspaper	498	69.6 %
Attend or view public meetings	107	14.9 %
Other	24	3.4 %
Total	1970	

Q20. Other

Q20-9. Other	Number	Percent
Word of mouth	6	25.0 %
Neighbors	3	12.5 %
Family members	2	8.3 %
Friends	2	8.3 %
Pinestraw Magazine	2	8.3 %
PINE TIMES	2	8.3 %
NEIGHBORS, FRIENDS	2	8.3 %
Radio and Sandhills Sentinel	1	4.2 %
Development representative	1	4.2 %
SWAY	1	4.2 %
Email and phone	1	4.2 %
RADIO/TV	1	4.2 %
Total	24	100.0 %

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

Q21. How often do you read Village Newsletter	Number	Percent
All the time	507	70.8 %
Sometimes	125	17.5 %
Seldom	27	3.8 %
Never	16	2.2 %
Don't know	41	5.7 %
Total	716	100.0 %

WITHOUT "DON'T KNOW"

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

Q21. How often do you read Village Newsletter	Number	Percent
All the time	507	75.1 %
Sometimes	125	18.5 %
Seldom	27	4.0 %
Never	16	2.4 %
Total	675	100.0 %

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

Q22. Have you contacted Village during past year	Number	Percent
Yes	288	40.2 %
No	428	59.8 %
Total	716	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=288)

	Always	Usually	Sometimes	Seldom	Never	No opnion
Q22a-1. Village staff was responsive to my needs	71.9%	18.8%	5.2%	1.7%	0.7%	1.7%
Q22a-2. Village staff was competent	74.0%	17.7%	3.1%	1.0%	1.0%	3.1%
Q22a-3. Village staff was courteous	84.0%	11.5%	1.7%	0.7%	0.3%	1.7%
Q22a-4. My issue was resolved promptly	55.9%	21.2%	7.3%	4.9%	5.2%	5.6%

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=288)

	Always	Usually	Sometimes	Seldom	Never
Q22a-1. Village staff was responsive to my needs	73.1%	19.1%	5.3%	1.8%	0.7%
Q22a-2. Village staff was competent	76.3%	18.3%	3.2%	1.1%	1.1%
Q22a-3. Village staff was courteous	85.5%	11.7%	1.8%	0.7%	0.4%
Q22a-4. My issue was resolved promptly	59.2%	22.4%	7.7%	5.1%	5.5%

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

Q23. Most important community improvements	Number	Percent
Additional walkway construction in neighborhoods	285	39.8 %
Additional greenway trails (walking paths)	164	22.9 %
Bicycle lanes & paths	212	29.6 %
Additional street lighting in neighborhoods	298	41.6 %
Additional stormwater (drainage) improvements	251	35.1 %
Additional street resurfacing	289	40.4 %
Additional parks & open spaces	101	14.1 %
Additional athletic fields	28	3.9 %
New public library	137	19.1 %
Expansion of Village Center/Redevelopment of Village Place	90	12.6 %
Total	1855	

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 fund the Village's operating budget?

Q24. How satisfied are you with the value you receive for portion of your property taxes that funds Village's operating budget	Number	Percent
Very satisfied	167	23.3 %
Satisfied	299	41.8 %
Neutral	129	18.0 %
Dissatisfied	54	7.5 %
Very dissatisfied	14	2.0 %
Don't know	53	7.4 %
Total	716	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 fund the Village's operating budget? (without "don't know")

Q24. How satisfied are you with the value you receive for portion of your property taxes that funds Village's operating budget	Number	Percent
Very satisfied	167	25.2 %
Satisfied	299	45.1 %
Neutral	129	19.5 %
Dissatisfied	54	8.1 %
Very dissatisfied	14	2.1 %
Total	663	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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	No opinion
Q25-1. Overall quality of leadership provided by Village's elected officials	16.3%	34.8%	23.6%	8.5%	2.4%	14.4%
Q25-2. Overall effectiveness of appointed boards & commissions	13.7%	33.9%	26.1%	6.6%	2.0%	17.7%
Q25-3. Overall effectiveness of Village Manager & appointed staff	19.3%	35.5%	21.9%	3.9%	2.5%	16.9%

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=716)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Overall quality of leadership provided by Village's elected officials	19.1%	40.6%	27.6%	10.0%	2.8%
Q25-2. Overall effectiveness of appointed boards & commissions	16.6%	41.3%	31.7%	8.0%	2.4%
Q25-3. Overall effectiveness of Village Manager & appointed staff	23.2%	42.7%	26.4%	4.7%	3.0%

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	625	87.3 %
No	40	5.6 %
Not provided	51	7.1 %
Total	716	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	625	94.0 %
No	40	6.0 %
Total	665	100.0 %

Q29. Approximately how many years have you lived in the Village of Pinehurst?

Q29. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	243	33.9 %
5-10 years	141	19.7 %
11-20 years	177	24.7 %
20+ years	140	19.6 %
Not provided	15	2.1 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")

Q29. How many years have you lived in Village of Pinehurst	Number	Percent
Less than 5 years	243	34.7 %
5-10 years	141	20.1 %
11-20 years	177	25.2 %
20+ years	140	20.0 %
Total	701	100.0 %

Q30. Do you have school-age children (grades K-12) living at home?

Q30. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	108	15.1 %
No	596	83.2 %
Not provided	12	1.7 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Do you have school-age children (grades K-12) living at home? (without "not provided")

Q30. Do you have school-age children (grades K-12) living at home	Number	Percent
Yes	108	15.3 %
No	596	84.7 %
Total	704	100.0 %

Q30a. What grade level(s) are your school-age children?

Q30a. What grade level(s) are your school-age children	Number	Percent
K-5	72	66.7 %
6-8	32	29.6 %
High school	39	36.1 %
Total	143	

Q31. Which of the following best describes your current employment status?

Q31. What best describes your current employment status	Number	Percent
Employed outside home	233	32.5 %
Employed in home/have a home-based business	53	7.4 %
Student	4	0.6 %
Retired	399	55.7 %
Not currently employed	15	2.1 %
Not provided	12	1.7 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Which of the following best describes your current employment status? (without "not provided")

Q31. What best describes your current employment status	Number	Percent
Employed outside home	233	33.1 %
Employed in home/have a home-based business	53	7.5 %
Student	4	0.6 %
Retired	399	56.7 %
Not currently employed	15	2.1 %
Total	704	100.0 %

Q31-1. "If employed outside home," what is the zip code where you work?

Q31-1. Zip code where you work	Number	Percent
28374	78	45.3 %
28387	35	20.3 %
28310	13	7.6 %
27376	5	2.9 %
28315	5	2.9 %
28327	5	2.9 %
28307	4	2.3 %
28306	2	1.2 %
27330	2	1.2 %
28370	2	1.2 %
28345	2	1.2 %
28379	2	1.2 %
23606	1	0.6 %
20817	1	0.6 %
48009	1	0.6 %
28388	1	0.6 %
48084	1	0.6 %
28348	1	0.6 %
27209	1	0.6 %
27325	1	0.6 %
28372	1	0.6 %
28376	1	0.6 %
27332	1	0.6 %
28910	1	0.6 %
27560	1	0.6 %
28308	1	0.6 %
27401	1	0.6 %
28357	1	0.6 %
43215	1	0.6 %
Total	172	100.0 %

Q32. Which of the following best describes your age?

Q32. What best describes your age	Number	Percent
Under 35 years	72	10.1 %
35-44 years	91	12.7 %
45-54 years	97	13.5 %
55-64 years	129	18.0 %
65+ years	303	42.3 %
Not provided	24	3.4 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Which of the following best describes your age? (without "not provided")

Q32. What best describes your age	Number	Percent
Under 35 years	72	10.4 %
35-44 years	91	13.2 %
45-54 years	97	14.0 %
55-64 years	129	18.6 %
65+ years	303	43.8 %
Total	692	100.0 %

Q33. Which of the following best describes your race?

Q33. What best describes your race	Number	Percent
Asian	12	1.7 %
White	654	91.3 %
American Indian/Alaskan Native	4	0.6 %
Native Hawaiian/Pacific Islander	2	0.3 %
Black/African American	19	2.7 %
Hispanic	34	4.7 %
Other	2	0.3 %
Total	727	

Q33-7. Other

Q33-7. Other	Number	Percent
Mixed	2	100.0 %
Total	2	100.0 %

Q34. Which of the following best describes where you live?

Q34. What best describes where you live	Number	Percent
Pinehurst 6	126	17.6 %
Pinehurst Trace/Pinedale/ MidlandCC/Taylorhurst	44	6.1 %
Pinehurst 7/Lawn & Tennis/CCNC	33	4.6 %
Morganton/Monticello	65	9.1 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	184	25.7 %
Pinewild	73	10.2 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	106	14.8 %
Village Acres/Murdocksville Rd	85	11.9 %
Total	716	100.0 %

Q35. What is your gender?

Q35. Your gender	Number	Percent
Male	355	49.6 %
Female	355	49.6 %
Not provided	6	0.8 %
Total	716	100.0 %

WITHOUT "NOT PROVIDED"

Q35. What is your gender? (without "not provided")

Q35. Your gender	Number	Percent
Male	355	50.0 %
Female	355	50.0 %
Total	710	100.0 %

Section 5
Survey Instrument

1895
VILLAGE OF
PINEHURST

HISTORY, CHARM, AND SOUTHERN HOSPITALITY

July 2019

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.2019PinehurstCommunitySurvey.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 2019 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

2019 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*.

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1. <u>Overall Satisfaction with Village Services.</u> 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 neighborhood	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. <u>Reasons to Live in Pinehurst.</u> 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

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4. **<u>Perception of Pinehurst.</u> 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. **<u>Perceptions of Safety and Security.</u> 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. **<u>Public Safety Services.</u> 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. **<u>Cultural and Recreation Services.</u> 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
____(2) Village sponsored cultural/arts events
____(3) Cannon Park
____(4) Arboretum/Timmel Pavilion
____(5) Rassie Wicker Park
____(6) Camelot Playground
____(7) Splash Pad at Wicker Park
____(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. <u>Public Library Services.</u> Through a cooperative agreement with the Given Memorial Library—a private, non-profit organization—the Village provides approximately 21% 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. <u>Code Enforcement.</u> 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. <u>Solid Waste Services.</u> 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. <u>Public Services.</u> 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	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 following 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. <u>Public Communication and Outreach.</u> 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.	Online Engagement Portals (i.e. Engage Pinehurst)	5	4	3	2	1	9
9.	Community's progress toward meeting its strategic vision and mission	5	4	3	2	1	9

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

____(1) Village employees
____(2) Village Newsletter
____(3) Village website (*vopnc.org*)
____(4) Monthly Village e-News
____(5) Village mobile app (MYVOP)
____(6) Village social media (e.g. Facebook, Twitter)
____(7) The Pilot newspaper
____(8) Attend or view public meetings
____(9) Other: _____

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. <u>Customer Service.</u> 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. <u>Capital Improvements.</u> Of the community improvements listed below, which THREE would you select as the MOST IMPORTANT?

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

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

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

25. <u>Village Leadership.</u> 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. What are the most important issues facing Pinehurst today?

_____

_____

_____

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

_____

_____

_____

DEMOGRAPHICS

29. 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

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

____(1) Yes ____(2) No *[Skip to Q31.]*

30a. What grade level(s) are your school-age children? *[Check all that apply.]*

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

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

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

32. Which of the following best describes your age?

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

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

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

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

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

35. 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.

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RESOLUTION #19-20:

A RESOLUTION AMENDING THE VILLAGE OF PINEHURST FEES AND CHARGES SCHEDULE

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 24th day of September, 2019, as follows:

SECTION 1. That the attached "Village of Pinehurst Fees and Charges Schedule," is hereby adopted effective November 1, 2019, 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 24th day of September, 2019.

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

DRAFT

VILLAGE COUNCIL
MINUTES FOR REGULAR MEETING OF SEPTEMBER 10, 2019
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA
4:30 PM

DRAFT

The Pinehurst Village Council held a Regular Meeting at 4:30 p.m., Tuesday, September 10, 2019 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, Mayor Pro Tem
Ms. Judy Davis, Treasurer
Mr. Kevin Drum, Councilmember
Mr. Jack Farrell, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Mr. Leo Santowasso, Chairman of Planning and Zoning Board
Mr. Jeramy Hooper, Planning and Zoning Board Member
Ms. Sonja Rothstein, Planning and Zoning Board Member
Ms. Beth Dunn, Village Clerk

And approximately 28 attendees, including 8 staff and 1 press.

1. Call to Order.

Mayor Nancy Roy Fiorillo, called the Village Council meeting to order and Leo Santowasso, Chairman of Planning and Zoning, called the Planning and Zoning Board meeting to order.

2. Presentation of the 2019 Comprehensive Plan.

Natalie Hawkins, Assistant Manager, stated our representatives, Matt Noonkester and Brian Wright, from our consultant team of Town Planning & Urban Design Collaborative and City Explained will present the plan to members of the Village Council and the Planning & Zoning Board. Ms. Hawkins explained the 2019 Comprehensive Plan has been modified to incorporate feedback from the public, Village Council, Planning & Zoning Board Members, and Village staff since the Community Open House that was held in mid-June. The Village Council and the P&Z Board held several work sessions in July and August to review the public's feedback subsequent to the Open House and discuss changes needed to the draft Plan.

Brian Wright, with Town Planning and Urban Design Collaborative, reviewed the process up to this point in the plan. He stated there were 6, 861 total engaged residents in the planning process. Mr. Wright reviewed the 7 guiding principles, which are the overarching frame work of all the different elements of the plan. Also, he reviewed the top 10 strategic opportunities and the factors that went into developing these.

Matt Noonkester, with City Explained, reviewed the five focus areas, which includes the existing extra-territorial jurisdiction (ETJ), NC Highway 5 Commercial Area, Medical District, Village Place/Rattlesnake Trail Corridor, and NC Highway 211 Commercial Area. These are areas that have been identified for opportunities for infill, redevelopment that is more in keeping with the Pinehurst, and /or retrofit. Mr. Noonkester explained an impact analysis is included for all five Focus Areas to help staff and Council make informed decisions about the future of the Village, which are presented at the highest level of impact they would anticipate. Mr. Wright explained the key theme of the plan is to retain the small-town charm and rural feel of the Village. Recommendations to retain the small town charm include: managing scale and intensity of development, preserve and enhance the Historic Village

Center, preserve and enhance open spaces and landscaping, and expand cultural resources, events, and gathering spaces.

Ms. Hawkins, stated once the Plan is adopted by Council we need to make sure we are very diligent in updating the plan. She explained the Plan updating process would begin in November at Council's pre-retreat meeting. Staff would provide Council with an annual Comprehensive Plan report to show any changes generated by the implementation of strategies. Council would then review the implementation matrix and update as necessary, in February of each year, to provide direction into the next fiscal year as we begin preparing the budget. Ms. Hawkins stated the first public hearing on the Comprehensive Plan would be held by the Planning and Zoning Board on September 23, 2019 at 4:00pm in Assembly Hall and the Council's Public Hearing would follow in early October.

3. Motion to Adjourn Planning and Zoning Special Meeting.

Upon a motion by Board Member Sonja Rothstein, seconded by Board Member Jeramy Hooper, the Planning and Zoning Board unanimously approved to adjourn the special meeting by a vote of 4-0 at 5:27 pm.

4. Reports:

Village Manager

- Announced that Police Chief, Earl Phipps, has decided not to retire, he will be staying with the Village
- Shared information he received while participating in a conference call with the NC School of Government about short term rentals. As of now, short term rental property will be treated the same as a regular rental, in regards to building inspections, with a side reference that we can't require short term rental property owners to register.
- Updated Council on staff's findings in regards to the Community Presbyterian Church (CPC). He explained the Pinehurst Development Ordinance does not require approval for a property owner to remove trees from their property, unless they are located in the Historic District. CPC received a Certificate of Appropriateness from the Historic Preservation Commission to remove the trees on their property. Also, the plans submitted and approved for the improvements at CPC do not require the Village to issue a Certificate of Occupancy for this property.

Village Council

- Councilmember Drum stated he attended a Partners in Progress meeting today and Brandon Jones with the NCDOT explained many future projects would be delayed, due to funding shortfalls created by storm-related events. Also, he reminded everyone about Live After 5 this Friday at Tufts Park.
- Mayor Nancy Fiorillo stated she attended the Pinehurst No. 6 POA meeting and noted they have received a grant for beautification of their north entrance.
- Mayor Pro Tem Bouldry stated he participated in a meeting and the subject was the Western Connector and under what circumstances or conditions would the anticipated project date of 2040 be moved up. NCDOT shared that the project is not in any State wide plan, meaning the project hasn't been prioritized nor is it on any list to move forward. The 2040 date, set for the Western Connector, was a conceptual date used for the Moore County Transportation Plan. The data that was used for this project was collected in 2013 and NCDOT is looking at possibly going back and completing a more current data analysis.

5. 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.

- Approval of Draft Village Council Meeting Minutes.
  - August 5, 2019 Special Meeting (Comp. Plan Discussion)
  - August 12 &13, 2019 Special Meeting (Library Interviews)
  - August 12, 2019 Special Meeting (Comp. Plan Discussion)
  - August 13, 2019 Regular Meeting

End of Consent Agenda.

Upon a motion by Councilmember Davis, seconded by Mayor Pro Tem Bouldry Council unanimously approved the Consent agenda by a vote of 5-0.

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6. Motion to Recess Regular Meeting and Enter into a Public Hearing.
Upon a motion by Councilmember Farrell, seconded by Councilmember Davis, Council unanimously approved to recess the regular meeting and enter into a public hearing, by a vote of 5-0.

7. Public Hearing No. 1
Jeff Batton, Assistant Village Manager, explained staff recommendation to abandon the public right-of way on Denichilo Court, which is a paper street located at the Pinehurst Beach Club. Being there is no existing roadbed on the right-of-way, no lots and no need or intention to add a road, staff believes it is in the Village's best interest to abandon the right-of-way and allow it to be absorbed by the adjacent property-owner(s) as provided under State Statute. Pinehurst, LLC, is owner of the all of the adjacent property and thus ownership would revert to them and this action would make this approximate .57 acres of property taxable to the Village.

No public comments were made.

8. Motion to Adjourn Public Hearing and Re-Enter Regular Meeting.
Upon a motion by Councilmember Drum, seconded by Mayor Pro Tem Bouldry, Council unanimously approved to adjourn the public hearing and re-enter the regular meeting, by a vote of 5-0.

9. Discuss and Consider Ordinance 19-15 to Abandon the Right-of-Way on Denichilo Court.
Upon a motion by Councilmember Davis, seconded by Councilmember Farrell, Council unanimously approved Ordinance 19-15 abandoning the right-of-way on Denichilo Court, by a vote of 5-0.

10. Discuss and Consider Ordinance 19-16 to Adopt an ADA Self-Assessment and Transition Plan.
Jeff Batton, Assistant Village Manager, explained The Americans with Disabilities Act provides protection to all persons with disabilities in areas of employment and government services. As part of this act all local governments in North Carolina are required to have an ADA Self-Assessment and Transition Plan adopted and filed with the Civil Rights Division of the North Carolina Department of Transportation. Mr. Batton explained after reviewing old files, staff determined the Village of Pinehurst does not have a current plan and thus one was developed. The major items of interest in the plan are to adopt the required "Notice Under the American With Disabilities Act" and the formalized "Grievance Procedure under the ADA." for individuals who wish to file complaints alleging discrimination based on disabilities in the provision of Village services, programs, activities or benefits.

Mr. Batton stated this plan addresses those requirements and will also phase in various accessibility enhancements around public buildings and public sidewalks. Mr. Batton noted none of these are items are considered major projects, nor should they be expensive to implement. Councilmember Farrell asked if the clay paths would be considered walkways and ADA compliant. Mr. Batton stated the clay paths are not considered ADA assessable and we would have to provide a like service that is ADA compliant, which we currently have with our brick sidewalks.

Upon a motion by Mayor Pro Tem Bouldry, seconded by Councilmember Drum, Council unanimously approved Ordinance 19-16 adopting an Americans with Disabilities Act Self-Assessment and Transition Plan for the Village of Pinehurst, by a vote of 5-0.

11. Discuss and Consider a Budget Amendment and Contract for the Library Services Needs Assessment.
Natalie Hawkins, Assistant Village Manager, explained this item is for Council to consider a budget amendment in the amount of $45,000 to fund a Library Services Needs Assessment and consider a contract with Library Systems and Services, LLC to perform the assessment. The proposed contract indicates contract fees of $35,053 and contains the Statement of Work, which will be completed in four phases:

1. Review existing conditions and identify best practices - onsite kickoff with a Library Needs Assessment Committee; an assessment of current library operations mapped to best practices.
2. Solicit broad community input - three days onsite with personal interviews, focus group meetings, community conversations, and an online survey.
3. Analyze needs assessment findings and formulate a recommendation - compile and analyze data and information collected, including a community wide survey that is administered by ETC after initial findings are prepared.
4. Prepare and deliver a written Library Services Needs Assessment Report - onsite presentation of the final Library Services Needs Assessment Report to the Village Council.

Ms. Hawkins explained the assessment will likely take approximately 23 weeks or close to 6 months to complete and the start date of the contract has not yet been finalized. Based on direction from the Village Council, Library IQ has incorporated the addition of a community-wide, random survey in Phase 3 of the assessment process. While the Village proposes to contract directly with ETC to conduct a community-wide survey, Library IQ will formulate the survey, analyze the findings, and incorporate the findings in the final

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Library Services Needs Assessment. The Village Manager has the authority to execute the contract with ETC if the attached budget amendment is approved.

Upon a motion by Councilmember Farrell, seconded by Councilmember Drum, Council unanimously approved Ordinance 19-17 amending the general fund budget to allocate funds to complete a Library Services Needs Assessment and to authorize the Mayor or her designee to execute a contract with Library Systems and Services, LLC in the amount of $35,053 to complete the Library Services Needs Assessment subject to contract finalization and approval by staff and Village Council, by a vote of 5-0.

12. Discuss and Consider amending the Position and Pay Classification Plan

Angie Kantor, Human Resources Director, explained our Infrastructure Superintendent has resigned therefore giving us the opportunity to restructure that department. Ms. Kantor stated that this position not only supervised the work of the infrastructure crew, but performed engineering technician responsibilities. Mike Apke, Public Services and Engineering Director, and Jeff Batton, Assistant Village Manager, requested this position be reclassified in order to better serve the current needs of the department and the Village. Ms. Kantor stated based on the request, staff would like to make the following recommendations: 1) change the title from Infrastructure Superintendent to Engineering Technician, 2) change the pay grade for the position from pay grade 24 to pay grade 21, and 3) change this position from exempt to non-exempt. Ms. Kantor explained these changes would also remove the supervisory responsibilities and refocus the responsibilities on plan review, site inspections, and oversight of the contractors performing infrastructure work.

Upon a motion by Councilmember Davis, seconded by Councilmember Farrell, Council unanimously approved Resolution 19-18 amending the Policy of Administration of the Position Classification and Pay Plan the Village of Pinehurst, by a vote of 5-0.

13. Other Business.

Councilmember Davis asked for an update on the traffic impact from the temporary Pinehurst Elementary School. Jeff Sanborn, Village Manager, stated everything seems to be working ok and we are not seeing any adverse impacts around Village Hall.

14. Comments from Attendees.

- Frank Pacifico, 155 East Mackenzie Road, thanked Jeff Batton for getting the mosquito pond fixed over by the apartments. He also stated the traffic back up from the Elementary School on his road causes some issues, for a short period of time, at the end of the school day. He believes the Village should have informed residents, on his road, about this before school started.
- Carol Coates, Edinburgh Lane, asked what effects the Comprehensive Plan would have on the National Landmark Status of Pinehurst.
    - Councilmember Farrell explained the Village will cooperate with the National Park Services when there is a pending change to anything in the Historic District. If any change ever came up it would be up to the community to decide which is more important, the improvement or a status.
- John Hoffman, Everett Rd., stated Community Presbyterian Church is still continuing to violate Chapter 9 of the Pinehurst Development Ordinance every Sunday. Illegal parking continues to occur on the old WEE School site and also illegal parking creep on Everett Road. He stated it seems it is selection of the enforcement of the PDO.
- Bill Palmer, of Pinewild, stated he doesn't see any limitations or constraints within the Comprehensive Plan, such as budgetary constraints.
    - Mayor Nancy Fiorillo stated that our constraints are traffic, water and sewer infrastructure, as the Village wouldn't be the ones building the items in this plan. Councilmember Davis noted that there is a matrix in the back of the Comprehensive Plan which shows the financial and staff impact.
    -

15. Motion to Adjourn.

Upon a motion by Mayor Pro Tem Bouldry seconded by Councilmember Farrell, Council unanimously approved to adjourn the regular meeting by a vote of 5-0 at 6:52 pm.

Respectfully Submitted,

Beth Dunn,
Village Clerk

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A videotape of this meeting is located on the Village website: www.vopnc.org

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

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Village of Pinehurst
Changes to Fees & Charges
Effective November 1, 2019

Parks & Recreation Fees

Recreation - Memberships/Classes/Programs (page 15)	Current Fee	Increase (Decrease) In Fee	New Fee	% Change	Explanation
Open Gym Membership - Individual (Resident)	$ -	$ 15.00	$ 15.00	100%	New fee for gym membership at Community Center
Open Gym Membership - Individual (Non-Resident)	-	30.00	30.00	100%	New fee for gym membership at Community Center
Open Gym Membership - Family (Resident)	-	30.00	30.00	100%	New fee for gym membership at Community Center
Open Gym Membership - Family (Non-Resident)	-	60.00	60.00	100%	New fee for gym membership at Community Center
Late Pickup Fee (Resident and Non-Resident)	-	1.00	$1.00 per minute	100%	Market rate of comparable organizations

Parks & Recreation (page 18)	Current Fee	Increase (Decrease) In Fee	New Fee	% Change	Explanation
Rental fees and deposit requirements	-	-	$ -	0%	Updated language to clarify that rental fees and deposits amounts are based on the location of the individual, group, or non-profit organization's principal office/residence

Recreation - Parks and Recreation (page 21-22)	Current Fee	Increase (Decrease) In Fee	New Fee	% Change	Explanation
Multi-Purpose Room: Resident Weekday	$ -	$ 80.00	$ 80.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room: Resident Weekend	-	100.00	100.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room: Non-Resident Weekday	-	160.00	160.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room: Non-Resident Weekend	-	200.00	200.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room: Additional Hour		40.00	40.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room/Kitchen: Resident Weekday	-	110.00	110.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room/Kitchen: Resident Weekend	-	140.00	140.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room/Kitchen: Non-Resident Weekday	-	220.00	220.00	100%	New rental fee for Community Center facilities

Village of Pinehurst
Changes to Fees & Charges
Effective November 1, 2019

Recreation - Parks and Recreation (page 21-22)	Current Fee	Increase (Decrease) In Fee	New Fee	% Change	Explanation
Multi-Purpose Room/Kitchen: Non-Resident Weekend	$ -	$ 280.00	$ 280.00	100%	New rental fee for Community Center facilities
Multi-Purpose Room/Kitchen: Additional Hour		55.00	55.00	100%	New rental fee for Community Center facilities
Gymnasium: Resident Weekday	-	170.00	170.00	100%	New rental fee for Community Center facilities
Gymnasium: Resident Weekend	-	215.00	215.00	100%	New rental fee for Community Center facilities
Gymnasium: Non-Resident Weekday	-	340.00	340.00	100%	New rental fee for Community Center facilities
Gymnasium: Non-Resident Weekend	-	430.00	430.00	100%	New rental fee for Community Center facilities
Gymnasium: Additional Hour	-	85.00	85.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room: Resident Weekday	-	225.00	225.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room: Resident Weekend	-	280.00	280.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room: Non-Resident Weekday	-	450.00	450.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room: Non-Resident Weekend	-	560.00	560.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room: Additional Hour		115.00	115.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room/Kitchen: Resident Weekday	-	260.00	260.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room/Kitchen: Resident Weekend	-	325.00	325.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room/Kitchen: Non-Resident Weekday	-	520.00	520.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room/Kitchen: Non-Resident Weekend	-	650.00	650.00	100%	New rental fee for Community Center facilities
Gymnasium/Multi-Purpose Room/Kitchen: Additional Hour		130.00	130.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium: Resident Weekday	-	680.00	680.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium: Resident Weekend	-	850.00	850.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium: Non-Resident Weekday	-	1,360.00	1,360.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium: Non-Resident Weekend	-	1,700.00	1,700.00	100%	New rental fee for Community Center facilities

Village of Pinehurst
Changes to Fees & Charges
Effective November 1, 2019

Recreation - Parks and Recreation (page 21-22)	Current Fee	Increase (Decrease) In Fee	New Fee	% Change	Explanation
Tournaments: Gymnasium/Multi-Purpose Room: Resident Weekday	$ -	$ 900.00	$ 900.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room: Resident Weekend	-	1,125.00	1,125.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room: Non-Resident Weekday	-	1,800.00	1,800.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room: Non-Resident Weekend	-	2,250.00	2,250.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room/Kitchen: Resident Weekday	-	1,040.00	1,040.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room/Kitchen: Resident Weekend	-	1,300.00	1,300.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room/Kitchen: Non-Resident Weekday	-	2,080.00	2,080.00	100%	New rental fee for Community Center facilities
Tournaments: Gymnasium/Multi-Purpose Room/Kitchen: Non-Resident Weekend	-	2,600.00	2,600.00	100%	New rental fee for Community Center facilities
Kitchen Cleaning Fee		50.00	50.00	100%	New kitchen cleaning fee required for all kitchen rentals at the Community Center
Deposit: Multi-Purpose Room	-	75.00	75.00	100%	New deposit amount for Community Center facilities
Deposit: Gymnasium	-	75.00	75.00	100%	New deposit amount for Community Center facilities
Deposit: Tournaments	-	225.00	225.00	100%	New deposit amount for Community Center facilities

***Minor corrections to descriptions, formatting, and organization of fees have been made throughout the document, as noted in the redlined version. However, since these changes do not impact fees, they are not listed in the outline above.**

Exhibit A

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VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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
	Municipal Code Copies:		
03/2004	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
Rental Fees for Use of Village Rooms 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.			
	Deposit – Assembly Hall & Station 91 Conference Room:		
12/2007	Audio visual equipment is not utilized	$100.00	per event
12/2007	Audio visual equipment is utilized	$200.00	per event
	Rental Fee – Conference Room:		
	Up to 3 hours:		
12/2007	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 NOVEMBER 1, 2019

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ADMINISTRATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fee – Assembly Hall & Station 91 Conference Room:		
	Up to 3 hours:		
12/2007	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 https://www.fema.gov/schedule-equipment-rates.			

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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FIRE:

Council Adopted Date	Description	Fee/Charge	Unit
Inspection (Non-Residential)			
10/2001	Initial Inspection	No Charge	
01/2013	1st Re-Inspection	No Charge	
01/2013	2nd Re-Inspection - Corrections Made	No Charge	
01/2013	2nd Re-Inspection - No Corrections Made	$100.00	per inspection
01/2013	3rd 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 NOVEMBER 1, 2019

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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 NOVEMBER 1, 2019

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PLANNING AND INSPECTIONS:

		Planning Fee		Inspection Fee	
Council Adopted Date	Description	Fee/ Charge	Unit	Fee/ Charge	Unit
	Amendments				
02/2019	Zoning Text Amendment (PDO)	$500	per application		
02/2019	Zoning Map (Rezoning)	$1,300	per application		
02/2019	Zoning Map (Conditional Rezoning)	$5,000	per application		
02/2019	Comprehensive Plan Amendment	$750	per application		
	Board of Adjustment Fees				
02/2019	Appeal (50% is refunded if appeal is successful)	$1,000	per application		
02/2019	Variance	$500	per application		
	Certificates of Appropriateness (Historic District)				
02/2019	Certificate of Appropriateness (COA) - Major	$500	per application		
02/2019	Certificate of Appropriateness (COA) - Minor	$100	per application		
	Final Plats				
02/2019	Final Plat - Major	$325	per application		
02/2019	Final Plat - Minor	$50	per application		
	Site Plans (Commercial and Multi-Family)				
02/2019	General Concept Plan	$4,300	per permit		
02/2019	Site Plan - Major (>= 2 acres)	$4,000	per permit		
02/2019	Site Plan - Minor (< 2 acres)	$1,100	per permit		
	Special Use Permit				
02/2019	Special Use	$700	per application		
	Subdivisions of Land				
02/2019	Subdivision - Major	$4,500	per permit		
02/2019	Subdivision - Minor	$1,400	per permit		
02/2019	Subdivision - Exempt	$50	per permit		
	Commercial Building Permits				
02/2019	Commercial Addition	$1,200	per permit	$0.59	per square foot (sf)
02/2019	Commercial Alteration	$100	per permit	$0.59	per square foot (sf)
02/2019	Commercial New	$4,100	per permit	$0.59	per square foot (sf)
	Demolition/Relocation Permits				
02/2019	Commercial Demolition	$205	per permit	$170	per permit
02/2019	Multi-Family Demolition	$200	per permit	$175	per permit
02/2019	Residential Demolition	$50	per permit	$150	per permit
	Grading/Clearing Permit				
02/2019	Grading/Clearing Permit (Required for any new construction)	$40	per permit	$110	per permit
	Multi-Family Building Permits				
02/2019	Multi-Family Addition	$1,200	per permit	$0.59	per square foot (sf)
02/2019	Multi-Family Alteration	$100	per permit	$0.59	per square foot (sf)
02/2019	Multi-Family New	$4,100	per permit	$0.59	per square foot (sf)

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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PLANNING AND INSPECTIONS (continued):

		Planning Fee		Inspection Fee	
Council Adopted Date	Description	Fee/ Charge	Unit	Fee/ Charge	Unit
	Pools and Spas				
02/2019	Pool/Spa - Commercial	$380	per permit	$170	per permit
02/2019	Pool/Spa - Residential	$65	per permit	$110	per permit
	Re-Roof (>$15,000)				
02/2019	Re-Roof - Commercial	$40	per permit	$110	per permit
02/2019	Re-Roof - Residential	$40	per permit	$60	per permit
	Residential Building Permits				
02/2019	Residential Addition	$175	per permit	$0.17	per square foot (sf)
02/2019	Residential Alteration	$175	per permit	$0.17	per square foot (sf)
02/2019	Residential New	$330	per permit	$0.17	per square foot (sf)
03/2004	Residential New - Homeowners Recovery Fee	$10	per permit		
	Single Trade Permits - Commercial/Multi-Family				
02/2019	Commercial/Multi-Family Electrical	$40	per permit	$60	per permit
02/2019	Commercial/Multi-Family Mechanical	$40	per permit	$60	per permit
02/2019	Commercial/Multi-Family Plumbing	$40	per permit	$60	per permit
	Single Trade Permits - Residential				
02/2019	Residential Electrical	$40	per permit	$40	per permit
02/2019	Residential Mechanical	$40	per permit	$40	per permit
02/2019	Residential Plumbing	$40	per permit	$40	per permit
	Manufactured/Modular Units				
02/2019	Manufactured/Modular Units - Commercial	$100	per permit	$150	per unit
02/2019	Manufactured/Modular Units - Residential	$100	per permit	$100	per unit
	Accessory Structures				
02/2019	Accessory Structures - Commercial	$200	per permit	$0.59/sf	per square foot (sf)
02/2019	Accessory Structures - Residential	$175	per permit	$0.17/sf	per square foot (sf)
03/2004	Accessory Structures - No Dimension > 12 ft.	$50	per permit		
	Other Permits				
02/2019	ABC Permit	$50	per permit	$100	per permit
02/2019	Beekeeping	$25	per permit		
02/2019	Decks and Patios	$100	per permit	$50	per permit
02/2019	Docks & Bulkheads	$100	per permit	$50	per permit
02/2019	Driveway	$25	per permit	$75	per permit
02/2019	Fence, Wall, or Column	$125	per permit	$50	per permit
02/2019	Floodplain Development	$200	per permit		
02/2019	Home Health & Day Care	$50	per permit	$100	per permit
03/2004	Home Occupation	$50	per permit		
02/2019	Mobile Food Vendor	$25	per permit		

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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PLANNING AND INSPECTIONS (continued):

		Planning Fee		Inspection Fee	
Council Adopted Date	Description	Fee/ Charge	Unit	Fee/ Charge	Unit
	Other Permits (continued)				
02/2019	Propane Tank	$50	per permit	$50	per permit
02/2019	Right of Way Use	$50	per permit		
02/2019	Seasonal Pool	$25	per permit		
02/2019	Sign - Permanent	$225	per permit	$50	per permit
02/2019	Solar Permit	$45	per permit	$55	per permit
02/2019	Temporary Use	$250	per permit		
02/2019	Tent (Inspection fee waived for horse show tents)	$65	per permit	$110	per permit
02/2019	Zoning Use	$50	per permit		
	Other Fees				
02/2019	Annexation	No Charge	per petition		
02/2019	Compliance or Re-Inspection Fee			$100	per inspection
02/2019	Encroachment Agreement	$200	per agreement		
02/2019	Modification to Prior Approval	$200	per application		
02/2019	Plan Re-Review Fee (3rd and subsequent reviews)	$500	per review		
02/2019	Pre-Application Meeting	No Charge	per meeting		
02/2019	Time Extension	$50	per application		
02/2019	Zoning Certification Letter	$50	per letter		
	Penalties/Violations				
03/2004	Lift a STOP WORK ORDER			$100	per STOP WORK ORDER
03/2004	Work performed without a permit	Double fee	per permit		

All permitting and inspection fees for residential repairs made under the Habitat for Humanity Repair Program are waived.

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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POLICE:

Council Adopted Date	Description	Fee/Charge	Unit
Miscellaneous Fees			
	Parking Ticket:		
12/2004	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 $3.00	initial application per employee annual renewal per employee
12/2009	Precious Metals Special Occasion Permit	$180.00	per application

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.			
	Refuse:		
01/2014	48 Gallon Cart	$48.00	per additional cart
01/2014	64 Gallon Cart	$50.00	
01/2014	96 Gallon Cart	$55.00	
	Recycle:		
01/2016	48 Gallon Cart	$48.00	per additional cart
01/2014	64 Gallon Cart	$50.00	
01/2014	96 Gallon Cart	$55.00	
	Yard Debris:		
01/2016	48 Gallon Cart	$48.00	per additional cart
01/2016	95 Gallon Cart	$55.00	

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
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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 10.**			
Special Use			
12/2003	Base Fee	Determined with the approval of the Parks and Recreation Director	
Other Fees			
12/2003	Admission Charged (does not apply to non-profit rentals)	10%	gross sales
02/2019	Cancellation (90 days or less)	80% of deposit retained	per deposit
02/2019	Cancellation (91 days or more)	60% of deposit 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 NOVEMBER 1, 2019

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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	Dance Floor	$300.00	per day
12/2009	Easels	$5.00	per easel per day
12/2007	Event Parking	Determined by Event Coordinator	
02/2019	Deposit (Security/Damage): Non-Profit* (full day or weekday) Full Day (excluding non-profits) Weekday (excluding non-profits)	 $750.00 $1,250.00 $1,000.00	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
02/2019	Prohibited Items (deducted from deposit)	$500.00	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

* See Non-Profit definition below.
** 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.

Fair Barn Fees and Charges Definition

Categories of Renters:

12/2003 Resident: Non-commercial, private individual that resides or owns property within the corporate limits of the Village of Pinehurst.

12/2003 Non-Resident: Non-commercial, private individual that does not own property within the corporate limits of the Village of Pinehurst.

12/2003 Non-Profit: 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.

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RECREATION – FAIR BARN (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Fair Barn Fees and Charges Definition			
12/2003 07/2017	**Categories of Renters (continued):** Commercial: Any individual, sole proprietorship, corporation, business or other entity that does not qualify under any other renter category. Corporate Meeting: 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.		
The Village of Pinehurst reserves the right to define the renter category based on the usage.			
Other Definitions			
12/2003	Deposit: 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 the deposit per the Fee Schedule.		
07/2017	Base Fee: 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	Other Fees: 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	Sponsored/Co-Sponsored: Events presented by, or coordinated with, the Village of Pinehurst per the "Village Sponsorship of Events" policy.		
12/2003	Special Use: 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
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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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 Special Event Use – Two Infields	$600.00 $1,200.00	per day 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 Horse not using a stall	 $10.00 $10.00	 per stall, per show per day, per horse
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 (does not apply to non-profit rentals)	10% of gate, if admission/parking is charged	
07/2015	Oversize Vehicle Parking (RV)	$35.00	per night (maximum stay of 7 days)

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RECREATION – HARNESS TRACK (continued):

Council Adopted Date	
Harness Track Fees and Charges Definitions	
01/2012	Ground Use Fee: 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	Clean Up Deposit: 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	Standardbred Fee: 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	Horse Shows: 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	Other: 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	Special Event Use: 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
EFFECTIVE NOVEMBER 1, 2019

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RECREATION – PARKS and RECREATION:

Council Adopted Date	Description	Fee/Charge	Unit
Memberships/Classes/Programs			
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. The registration fee may be prorated by the Parks and Recreation Director for participants who wish to attend after a class has started. Memberships will not be prorated.			
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.	
09/2019	Open Gym Membership – Individual Resident Non-Resident	 $15.00 $30.00	 per 6 months per 6 months
09/2019	Open Gym Membership – Family (2 or more members) Resident Non-Resident	 $30.00 $60.00	 per 6 months per 6 months
07/2017	Resident – Classes/Programs	$10.00 plus direct costs	per participant
12/2008	Non-Resident – Classes/Programs	Two times resident fee	per participant
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.	
09/2019	Late Pickup Fee – Resident/Non-Resident	$1.00	per minute
Athletic Events The athletic events fee may be waived for youth at the discretion of the Parks and Recreation Director.			
01/1997	Team Fee (Resident and Non-Resident)	$20.00 plus direct costs	per team
01/1997 01/2011	**Individual Fee:** Resident Non-Resident	$5.00 plus direct costs Two times the resident fee	per individual per individual

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
9/2019			
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
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 Parks and Recreation Director 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 (does not apply to non-profit rentals)	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

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Classes/Programs¶
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The registration fee may be prorated by the Parks and Recreation Director for participants who wish to attend after a class has started.

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Resident¶
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Resident – Classes in Recreation Room¶

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06/2013	Sound System	$50.00	per event
12/2008	Overnight Parking (Resident and Non-Resident)	$2.00	per car per night

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fees for Use of Village Parks		
01/2012	Facility Rental Supervisor	$25.00 $10.00	first two hours each additional hour
	Athletic Facilities:		
06/2013	Resident/Non-Profit	$15.00 $30.00	per hour without lights per hour with lights
07/2017	Non-Resident	$30.00 $60.00	per hour without lights per hour with lights
12/2008	Bleachers (Resident and Non-Resident)	$25.00	per bleacher per day
	Park Picnic Shelters:		
07/2017	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 Parks and Recreation Director based on size and scope of event. Hourly rates will vary for staff scheduled to work an event.	

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VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fees for Use of Arboretum and Tufts Park		
	Rental fees and deposit requirements apply to individual, groups and non-profit organizations based on the location of principal operating office/residence.		
	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	$180.00	first three hours
	Non-Resident	$240.00	first three hours
	Resident and Non-Resident	$40.00	each additional hour
07/2018	**Pavilion rental (5 hour maximum) Discounted rate if booked within 72 hours of use:**		
	Resident	$60.00	first three hours
	Non-Resident	$120.00	first three hours
	Resident and Non-Resident	$30.00	each additional hour
07/2017	**Pavilion rental (full day):**		
	Resident	$750.00	per day
	Non-Resident	$1,000.00	per day
	Grounds Only (includes tables and chairs)		
07/2017	**Pergola Garden:**		
	Resident	$500.00	per day
	Non-Resident	$650.00	
07/2017	**Magnolia Lawn:**		
	Resident	$500.00	per day
	Non-Resident	$650.00	

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VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Rental Fees for Use of Arboretum and Tufts Park (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

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VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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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 Parks and Recreation Director, 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

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FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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RECREATION – PARKS AND RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fees for Use of Community Center		
	Rental fees and deposit requirements apply to individuals, groups and non-profit organizations based on the location of principal operating office/residence.		
	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. Cancellation of an event results in forfeiture of all or a part of the deposit (14 days or less 100% of the deposit will be retained, 15 days or more 100% of the deposit will be refunded). Deposits are refundable if facility is properly cleaned by the user following the event and no damage to the facility has occurred.		
	If more than one amenity is requested to be used, the package rate will apply per day.		
	All kitchen rentals require additional kitchen cleaning fee as noted below.		
	Community Center Facility Rentals:		
09/2019	**Multi-Purpose Room :**		
	Resident - Weekday	$80.00	first two hours
	Resident - Weekend	$100.00	first two hours
	Non-Resident - Weekday	$160.00	first two hours
	Non- Resident - Weekend	$200.00	first two hours
	Additional Hourly Rate	$40.00	each additional hour
09/2019	**Multi-Purpose Room/Kitchen:**		
	Resident - Weekday	$110.00	first two hours
	Resident - Weekend	$140.00	first two hours
	Non-Resident - Weekday	$220.00	first two hours
	Non- Resident - Weekend	$280.00	first two hours
	Additional Hourly Rate	$55.00	each additional hour
09/2019	**Gymnasium:**		
	Resident - Weekday	$170.00	first two hours
	Resident - Weekend	$215.00	first two hours
	Non-Resident - Weekday	$340.00	first two hours
	Non-Resident - Weekend	$430.00	first two hours
	Additional Hourly Rate	$85.00	each additional hour
09/2019	**Gymnasium/Multi-Purpose Room:**		
	Resident - Weekday	$225.00	first two hours
	Resident - Weekend	$280.00	first two hours
	Non-Resident - Weekday	$450.00	first two hours
	Non-Resident - Weekend	$560.00	first two hours
	Additional Hourly Rate	$115.00	each additional hour

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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RECREATION – PARKS and RECREATION (continued):

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Council Adopted Date	Description	Fee/Charge	Unit
Community Center Facility Rentals(continued)			
09/2019	**Gymnasium/Multi-Purpose Room/ Kitchen:**		
	Resident - Weekday	$260.00	first two hours
	Resident - Weekend	$325.00	first two hours
	Non-Resident - Weekday	$520.00	first two hours
	Non-Resident - Weekend	$650.00	first two hours
	Additional Hourly Rate	$130.00	each additional hour
Tournaments:			
09/2019	**Gymnasium:**		
	Resident - Weekday	$680.00	per day
	Resident - Weekend	$850.00	per day
	Non-Resident - Weekday	$1,360.00	per day
	Non-Resident - Weekend	$1,700.00	per day
09/2019	**Gymnasium/Multi-Purpose Room rental:**		
	Resident - Weekday	$900.00	per day
	Resident - Weekend	$1,125.00	per day
	Non-Resident - Weekday	$1,800.00	per day
	Non-Resident - Weekend	$2,250.00	per day
09/2019	**Gymnasium/Multi-Purpose Room/Kitchen:**		
	Resident - Weekday	$1,040.00	per day
	Resident - Weekend	$1,300.00	per day
	Non-Resident - Weekday	$2,080.00	per day
	Non-Resident - Weekend	$2,600.00	per day
09/2019	Kitchen Cleaning Fee	$50.00	per kitchen rental
Deposits			
09/2019	**Multi-Purpose Room**	$75.00	per event
09/2019	**Gymnasium**	$75.00	per event
09/2019	**Tournaments**	$225.00	per event

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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RECREATION – PARKS and RECREATION (continued):

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Council Adopted Date	
	Parks and Recreation Fees and Charges Definitions 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. 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.
01/1997	Athletic Events: 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	Athletic Leagues: Organized sport related programs that encompass a certain number of teams.
01/1997	Classes: Programs that require more than one meeting time to complete.
12/2007	Day Camp Deposit: Amount due at registration to secure slot for each participant, per session. Deposit is non-refundable.
01/1997	Facility Rental: Fee charged for the use of Village owned property.
01/2012	Facility Supervisor: 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	Indigent Youth: Child under the age of 18 and still enrolled in school who, or whose parents or guardian, are receiving governmental financial assistance.
07/2016	Non-Profit: 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	Non-Resident: 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	Resident: A person who resides inside the Village limits of Pinehurst or whose parents or guardian, pays Village of Pinehurst Property taxes.
01/1997	Special Events: 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	Trips: Organized travel for a specific purpose.
01/1997	Workshops: One-day programs that are limited to a set minimum and maximum.

Deleted: JULY 1

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	
02/2019	**Refund Policy**

Purpose

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.

Coverage

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.

Policy

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.

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.

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.

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.

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.

Inclement Weather Policy – Shelters and Athletic Fields

Rentals may be transferred to another available day or a refund may be given if the following occurs:

- If lights are used, notice shall be given before lights are scheduled to come on.
- If inclement weather occurs during the rental, notice shall be given as soon as a decision to cancel has been made and a partial refund/credit may be given.
- When lights are not reserved, notice shall be given within twenty four (24) hours of rental.

The Parks and Recreation Director will determine refunds in any special circumstance not addressed by this policy.

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

Deleted: JULY 1

VILLAGE- WIDE:

Council Adopted Date	
07/2013	

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.

The Village Manager or designee may charge a fee not included in the fee schedule but are deemed appropriate for unique situations.

Fees for Co-Sponsored events will be determined by the Village Manager or designee.

The Village Manager or designee may waive any fee that is deemed in the best interest of the community.

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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
	Municipal Code Copies:		
03/2004	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

Rental Fees for Use of Village Rooms

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.

	Deposit – Assembly Hall & Station 91 Conference Room:		
12/2007	Audio visual equipment is not utilized	$100.00	per event
12/2007	Audio visual equipment is utilized	$200.00	per event
	Rental Fee – Conference Room:		
	Up to 3 hours:		
12/2007	Resident	$25.00	per event
12/2007	Non-Resident	$50.00	per event
12/2007	More than 3 hours	$25.00	per hour

ADMINISTRATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fee – Assembly Hall & Station 91 Conference Room:		
	Up to 3 hours:		
12/2007	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 https://www.fema.gov/schedule-equipment-rates.			

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

FIRE:

Council Adopted Date	Description	Fee/Charge	Unit
Inspection (Non-Residential)			
10/2001	Initial Inspection	No Charge	
01/2013	1st Re-Inspection	No Charge	
01/2013	2nd Re-Inspection - Corrections Made	No Charge	
01/2013	2nd Re-Inspection - No Corrections Made	$100.00	per inspection
01/2013	3rd 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 NOVEMBER 1, 2019

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 NOVEMBER 1, 2019

PLANNING AND INSPECTIONS:

		Planning Fee		Inspection Fee	
Council Adopted Date	Description	Fee/ Charge	Unit	Fee/ Charge	Unit
	Amendments				
02/2019	Zoning Text Amendment (PDO)	$500	per application		
02/2019	Zoning Map (Rezoning)	$1,300	per application		
02/2019	Zoning Map (Conditional Rezoning)	$5,000	per application		
02/2019	Comprehensive Plan Amendment	$750	per application		
	Board of Adjustment Fees				
02/2019	Appeal (50% is refunded if appeal is successful)	$1,000	per application		
02/2019	Variance	$500	per application		
	Certificates of Appropriateness (Historic District)				
02/2019	Certificate of Appropriateness (COA) - Major	$500	per application		
02/2019	Certificate of Appropriateness (COA) - Minor	$100	per application		
	Final Plats				
02/2019	Final Plat - Major	$325	per application		
02/2019	Final Plat - Minor	$50	per application		
	Site Plans (Commercial and Multi-Family)				
02/2019	General Concept Plan	$4,300	per permit		
02/2019	Site Plan - Major (>= 2 acres)	$4,000	per permit		
02/2019	Site Plan - Minor (< 2 acres)	$1,100	per permit		
	Special Use Permit				
02/2019	Special Use	$700	per application		
	Subdivisions of Land				
02/2019	Subdivision - Major	$4,500	per permit		
02/2019	Subdivision - Minor	$1,400	per permit		
02/2019	Subdivision - Exempt	$50	per permit		
	Commercial Building Permits				
02/2019	Commercial Addition	$1,200	per permit	$0.59	per square foot (sf)
02/2019	Commercial Alteration	$100	per permit	$0.59	per square foot (sf)
02/2019	Commercial New	$4,100	per permit	$0.59	per square foot (sf)
	Demolition/Relocation Permits				
02/2019	Commercial Demolition	$205	per permit	$170	per permit
02/2019	Multi-Family Demolition	$200	per permit	$175	per permit
02/2019	Residential Demolition	$50	per permit	$150	per permit
	Grading/Clearing Permit				
02/2019	Grading/Clearing Permit (Required for any new construction)	$40	per permit	$110	per permit
	Multi-Family Building Permits				
02/2019	Multi-Family Addition	$1,200	per permit	$0.59	per square foot (sf)
02/2019	Multi-Family Alteration	$100	per permit	$0.59	per square foot (sf)
02/2019	Multi-Family New	$4,100	per permit	$0.59	per square foot (sf)

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

PLANNING AND INSPECTIONS (continued):

		Planning Fee		Inspection Fee	
Council Adopted Date	Description	Fee/ Charge	Unit	Fee/ Charge	Unit
	Pools and Spas				
02/2019	Pool/Spa - Commercial	$380	per permit	$170	per permit
02/2019	Pool/Spa - Residential	$65	per permit	$110	per permit
	Re-Roof (>$15,000)				
02/2019	Re-Roof - Commercial	$40	per permit	$110	per permit
02/2019	Re-Roof - Residential	$40	per permit	$60	per permit
	Residential Building Permits				
02/2019	Residential Addition	$175	per permit	$0.17	per square foot (sf)
02/2019	Residential Alteration	$175	per permit	$0.17	per square foot (sf)
02/2019	Residential New	$330	per permit	$0.17	per square foot (sf)
03/2004	Residential New - Homeowners Recovery Fee	$10	per permit		
	Single Trade Permits - Commercial/Multi-Family				
02/2019	Commercial/Multi-Family Electrical	$40	per permit	$60	per permit
02/2019	Commercial/Multi-Family Mechanical	$40	per permit	$60	per permit
02/2019	Commercial/Multi-Family Plumbing	$40	per permit	$60	per permit
	Single Trade Permits - Residential				
02/2019	Residential Electrical	$40	per permit	$40	per permit
02/2019	Residential Mechanical	$40	per permit	$40	per permit
02/2019	Residential Plumbing	$40	per permit	$40	per permit
	Manufactured/Modular Units				
02/2019	Manufactured/Modular Units - Commercial	$100	per permit	$150	per unit
02/2019	Manufactured/Modular Units - Residential	$100	per permit	$100	per unit
	Accessory Structures				
02/2019	Accessory Structures - Commercial	$200	per permit	$0.59/sf	per square foot (sf)
02/2019	Accessory Structures - Residential	$175	per permit	$0.17/sf	per square foot (sf)
03/2004	Accessory Structures - No Dimension > 12 ft.	$50	per permit		
	Other Permits				
02/2019	ABC Permit	$50	per permit	$100	per permit
02/2019	Beekeeping	$25	per permit		
02/2019	Decks and Patios	$100	per permit	$50	per permit
02/2019	Docks & Bulkheads	$100	per permit	$50	per permit
02/2019	Driveway	$25	per permit	$75	per permit
02/2019	Fence, Wall, or Column	$125	per permit	$50	per permit
02/2019	Floodplain Development	$200	per permit		
02/2019	Home Health & Day Care	$50	per permit	$100	per permit
03/2004	Home Occupation	$50	per permit		
02/2019	Mobile Food Vendor	$25	per permit		

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

PLANNING AND INSPECTIONS (continued):

		Planning Fee		Inspection Fee	
Council Adopted Date	Description	Fee/ Charge	Unit	Fee/ Charge	Unit
	Other Permits (continued)				
02/2019	Propane Tank	$50	per permit	$50	per permit
02/2019	Right of Way Use	$50	per permit		
02/2019	Seasonal Pool	$25	per permit		
02/2019	Sign - Permanent	$225	per permit	$50	per permit
02/2019	Solar Permit	$45	per permit	$55	per permit
02/2019	Temporary Use	$250	per permit		
02/2019	Tent (Inspection fee waived for horse show tents)	$65	per permit	$110	per permit
02/2019	Zoning Use	$50	per permit		
	Other Fees				
02/2019	Annexation	No Charge	per petition		
02/2019	Compliance or Re-Inspection Fee			$100	per inspection
02/2019	Encroachment Agreement	$200	per agreement		
02/2019	Modification to Prior Approval	$200	per application		
02/2019	Plan Re-Review Fee (3rd and subsequent reviews)	$500	per review		
02/2019	Pre-Application Meeting	No Charge	per meeting		
02/2019	Time Extension	$50	per application		
02/2019	Zoning Certification Letter	$50	per letter		
	Penalties/Violations				
03/2004	Lift a STOP WORK ORDER			$100	per STOP WORK ORDER
03/2004	Work performed without a permit	Double fee	per permit		

All permitting and inspection fees for residential repairs made under the Habitat for Humanity Repair Program are waived.

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

POLICE:

Council Adopted Date	Description	Fee/Charge	Unit
Miscellaneous Fees			
	Parking Ticket:		
12/2004	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 $3.00	initial application per employee annual renewal per employee
12/2009	Precious Metals Special Occasion Permit	$180.00	per application

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.			
	Refuse:		
01/2014	48 Gallon Cart	$48.00	per additional cart
01/2014	64 Gallon Cart	$50.00	
01/2014	96 Gallon Cart	$55.00	
	Recycle:		
01/2016	48 Gallon Cart	$48.00	per additional cart
01/2014	64 Gallon Cart	$50.00	
01/2014	96 Gallon Cart	$55.00	
	Yard Debris:		
01/2016	48 Gallon Cart	$48.00	per additional cart
01/2016	95 Gallon Cart	$55.00	

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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 10.**			
Special Use			
12/2003	Base Fee	Determined with the approval of the Parks and Recreation Director	
Other Fees			
12/2003	Admission Charged (does not apply to non-profit rentals)	10%	gross sales
02/2019	Cancellation (90 days or less)	80% of deposit retained	per deposit
02/2019	Cancellation (91 days or more)	60% of deposit 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

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	Dance Floor	$300.00	per day
12/2009	Easels	$5.00	per easel per day
12/2007	Event Parking	Determined by Event Coordinator	
02/2019	Deposit (Security/Damage): Non-Profit* (full day or weekday) Full Day (excluding non-profits) Weekday (excluding non-profits)	 $750.00 $1,250.00 $1,000.00	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
02/2019	Prohibited Items (deducted from deposit)	$500.00	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

* See Non-Profit definition below.
** 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.

Fair Barn Fees and Charges Definition

Categories of Renters:

12/2003 Resident: Non-commercial, private individual that resides or owns property within the corporate limits of the Village of Pinehurst.

12/2003 Non-Resident: Non-commercial, private individual that does not own property within the corporate limits of the Village of Pinehurst.

12/2003 Non-Profit: 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.

RECREATION – FAIR BARN (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Fair Barn Fees and Charges Definition			
12/2003 07/2017	**Categories of Renters (continued):** Commercial: Any individual, sole proprietorship, corporation, business or other entity that does not qualify under any other renter category. Corporate Meeting: 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.		
The Village of Pinehurst reserves the right to define the renter category based on the usage.			
Other Definitions			
12/2003	Deposit: 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 the deposit per the Fee Schedule.		
07/2017	Base Fee: 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	Other Fees: 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	Sponsored/Co-Sponsored: Events presented by, or coordinated with, the Village of Pinehurst per the "Village Sponsorship of Events" policy.		
12/2003	Special Use: 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
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

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 Special Event Use – Two Infields	$600.00 $1,200.00	per day 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 Horse not using a stall	 $10.00 $10.00	 per stall, per show per day, per horse
01/2012	Paddock Fee	$25.00	per paddock per show

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 (does not apply to non-profit rentals)	10% of gate, if admission/parking is charged	
07/2015	Oversize Vehicle Parking (RV)	$35.00	per night (maximum stay of 7 days)

RECREATION – HARNESS TRACK (continued):

Council Adopted Date	
Harness Track Fees and Charges Definitions	
01/2012	Ground Use Fee: 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	Clean Up Deposit: 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	Standardbred Fee: 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	Horse Shows: 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	Other: 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	Special Event Use: 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
EFFECTIVE NOVEMBER 1, 2019

RECREATION – PARKS and RECREATION:

Council Adopted Date	Description	Fee/Charge	Unit
Memberships/Classes/Programs 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. The registration fee may be prorated by the Parks and Recreation Director for participants who wish to attend after a class has started. Memberships will not be prorated.			
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.	
09/2019	Open Gym Membership – Individual Resident Non-Resident	 $15.00 $30.00	 per 6 months per 6 months
09/2019	Open Gym Membership – Family (2 or more members) Resident Non-Resident	 $30.00 $60.00	 per 6 months per 6 months
07/2017	Resident – Classes/Programs	$10.00 plus direct costs	per participant
12/2008	Non-Resident – Classes/Programs	Two times resident fee	per participant
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.	
09/2019	Late Pickup Fee Resident/Non-Resident	$1.00	per minute
Athletic Events The athletic events fee may be waived for youth at the discretion of the Parks and Recreation Director.			
01/1997	Team Fee (Resident and Non-Resident)	$20.00 plus direct costs	per team
01/1997 01/2011	**Individual Fee:** Resident Non-Resident	 $5.00 plus direct costs Two times the resident fee	 per individual per individual

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
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
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 Parks and Recreation Director 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 (does not apply to non-profit rentals)	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

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
General Fees (continued)			
06/2013	Sound System	$50.00	per event
12/2008	Overnight Parking(Resident and Non-Resident	$2.00	per car per night
Rental Fees for Use of Village Parks			
01/2012	Facility Rental Supervisor	$25.00 $10.00	first two hours each additional hour
06/2013 07/2017	**Athletic Facilities:** Resident/Non-Profit Non-Resident	 $15.00 $30.00 $30.00 $60.00	 per hour without lights per hour with lights per hour without lights per hour with lights
12/2008	Bleachers (Resident and Non-Resident)	$25.00	per bleacher per day
07/2017 07/2017	**Park Picnic Shelters:** Resident/Non-Profit Non-Resident	 $30.00 $15.00 $60.00 $15.00	 first three hours each additional hour 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 Parks and Recreation Director based on size and scope of event. Hourly rates will vary for staff scheduled to work an event.	

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
	Rental Fees for Use of Arboretum and Tufts Park Rental fees and deposit requirements apply to individual, groups and non-profit organizations based on the location of principal operating office/residence. 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

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Rental Fees for Use of Arboretum and Tufts Park (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

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 Parks and Recreation Director, 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

RECREATION – PARKS AND RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Rental Fees for Use of Community Center Rental fees and deposit requirements apply to individuals, groups and non-profit organizations based on the location of principal operating office/residence. 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. Cancellation of an event results in forfeiture of all or a part of the deposit (14 days or less 100% of the deposit will be retained, 15 days or more 100% of the deposit will be refunded). Deposits are refundable if facility is properly cleaned by the user following the event and no damage to the facility has occurred. **If more than one amenity is requested to be used, the package rate will apply per day.** **All kitchen rentals require additional kitchen cleaning fee as noted below.**			
Community Center Facility Rentals:			
09/2019	**Multi-Purpose Room:**		
	Resident - Weekday	$80.00	first two hours
	Resident - Weekend	$100.00	first two hours
	Non-Resident - Weekday	$160.00	first two hours
	Non- Resident - Weekend	$200.00	first two hours
	Additional Hourly Rate	$40.00	each additional hour
09/2019	**Multi-Purpose Room/Kitchen:**		
	Resident - Weekday	$110.00	first two hours
	Resident - Weekend	$140.00	first two hours
	Non-Resident - Weekday	$220.00	first two hours
	Non- Resident - Weekend	$280.00	first two hours
	Additional Hourly Rate	$55.00	each additional hour
09/2019	**Gymnasium:**		
	Resident - Weekday	$170.00	first two hours
	Resident - Weekend	$215.00	first two hours
	Non-Resident - Weekday	$340.00	first two hours
	Non-Resident - Weekend	$430.00	first two hours
	Additional Hourly Rate	$85.00	each additional hour
09/2019	**Gymnasium/Multi-Purpose Room:**		
	Resident - Weekday	$225.00	first two hours
	Resident - Weekend	$280.00	first two hours
	Non-Resident - Weekday	$450.00	first two hours
	Non-Resident - Weekend	$560.00	first two hours
	Additional Hourly Rate	$115.00	each additional hour

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	Description	Fee/Charge	Unit
Community Center Facility Rentals (continued)			
09/2019	**Gymnasium/Multi-Purpose Room/ Kitchen:**		
	Resident - Weekday	$260.00	first two hours
	Resident - Weekend	$325.00	first two hours
	Non-Resident - Weekday	$520.00	first two hours
	Non-Resident - Weekend	$650.00	first two hours
	Additional Hourly Rate	$130.00	each additional hour
Tournaments:			
09/2019	**Gymnasium:**		
	Resident - Weekday	$680.00	per day
	Resident - Weekend	$850.00	per day
	Non-Resident - Weekday	$1,360.00	per day
	Non-Resident - Weekend	$1,700.00	per day
09/2019	**Gymnasium/Multi-Purpose Room:**		
	Resident - Weekday	$900.00	per day
	Resident - Weekend	$1,125.00	per day
	Non-Resident - Weekday	$1,800.00	per day
	Non-Resident - Weekend	$2,250.00	per day
09/2019	**Gymnasium/Multi-Purpose Room/Kitchen:**		
	Resident - Weekday	$1,040.00	per day
	Resident - Weekend	$1,300.00	per day
	Non-Resident - Weekday	$2,080.00	per day
	Non-Resident - Weekend	$2,600.00	per day
09/2019	Kitchen Cleaning Fee	$50.00	per kitchen rental
Deposits			
09/2019	Multi-Purpose Room	$75.00	per event
09/2019	Gymnasium	$75.00	per event
09/2019	Tournaments	$225.00	per event

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	
Parks and Recreation Fees and Charges Definitions 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. 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.	
01/1997	Athletic Events: 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	Athletic Leagues: Organized sport related programs that encompass a certain number of teams.
01/1997	Classes: Programs that require more than one meeting time to complete.
12/2007	Day Camp Deposit: Amount due at registration to secure slot for each participant, per session. Deposit is non-refundable.
01/1997	Facility Rental: Fee charged for the use of Village owned property.
01/2012	Facility Supervisor: 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	Indigent Youth: Child under the age of 18 and still enrolled in school who, or whose parents or guardian, are receiving governmental financial assistance.
07/2016	Non-Profit: 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	Non-Resident: 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	Resident: A person who resides inside the Village limits of Pinehurst or whose parents or guardian, pays Village of Pinehurst Property taxes.
01/1997	Special Events: 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	Trips: Organized travel for a specific purpose.
01/1997	Workshops: One-day programs that are limited to a set minimum and maximum.

RECREATION – PARKS and RECREATION (continued):

Council Adopted Date	
02/2019	**Refund Policy**

Purpose

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.

Coverage

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.

Policy

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.

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.

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.

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.

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.

Inclement Weather Policy – Shelters and Athletic Fields

Rentals may be transferred to another available day or a refund may be given if the following occurs:

- If lights are used, notice shall be given before lights are scheduled to come on.
- If inclement weather occurs during the rental, notice shall be given as soon as a decision to cancel has been made and a partial refund/credit may be given.
- When lights are not reserved, notice shall be given within twenty four (24) hours of rental.

The Parks and Recreation Director will determine refunds in any special circumstance not addressed by this policy.

VILLAGE OF PINEHURST
FEES AND CHARGES SCHEDULE
EFFECTIVE NOVEMBER 1, 2019

VILLAGE- WIDE:

Council Adopted Date	
07/2013	

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.

The Village Manager or designee may charge a fee not included in the fee schedule but are deemed appropriate for unique situations.

Fees for Co-Sponsored events will be determined by the Village Manager or designee.

The Village Manager or designee may waive any fee that is deemed in the best interest of the community.

Village of Pinehurst Business Survey

Findings Report

...helping organizations make better decisions since 1982

2019

Submitted to the Village of Pinehurst, North Carolina

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

September 2019

ETC INSTITUTE

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2019 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 2019. The survey was administered for the eighth 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 80 completed surveys were collected from businesses in the Village of Pinehurst.

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 (65%), police patrol (43%), streets and grounds (33%), and building inspections (33%). All services and departments except fire emergency response saw an increase 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: fire emergency response (100%), police patrol (98%), police emergency response (96%), Village Hall (front desk) (92%) and fire inspections (90%).

- **Most Important Village Services.** Based on the sum of the top three choices, areas that businesses rated as the most important were: (1) police emergency response (53%), (2) police patrol (50%), and (3) fire emergency response (43%).

- **Satisfaction with the Overall Quality of Village Services.** Half of the businesses surveyed (50%) feel the overall quality of services provided by the Village meets their expectations; 15% feel the overall quality of Village services is significantly higher than their expectations, 18% feel the overall quality of Village services exceeds their expectations, 5% feel the overall quality of Village services is below their expectations, and 3% feel the overall quality of Village service is significantly below their expectations.

- **Satisfaction with Various Village Services.** Most (91%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the cleanliness of streets and public areas; 90% were satisfied with the landscape and maintenance in right of ways and public areas, and 79% were satisfied with the condition of sidewalks.

- **Perceptions of the Village.** Nearly all (98%) of the businesses surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the Village; 89% were satisfied with the overall quality of life, and 87% were satisfied with the overall image of the Village.

- **Likelihood of Recommending the Village as a Business Location.** Sixty-six percent (66%) of businesses would be very likely or likely to recommend the Village as a business location to friends, family and co-workers; 22% would be somewhat likely to recommend the Village as a business location to friends, family and co-workers, and only 6% would not be likely to recommend the Village as a business location.

- **Business Atmosphere Compared to Two Years Ago.** Thirty-three percent (33%) of businesses feel the overall business atmosphere in the Village is better than two years ago; 43% feel there has been no change, but the atmosphere is good; 3% feel there has been no change, but the atmosphere is poor, and 8% feel the atmosphere is worse.

- **Village Customer Service.** Thirty-three percent (33%) of businesses rated the customer service from the Village as very good; 48% rated customer service as good, and only 3% rated the customer service from the Village as poor.

- **Level of Agreement with Statements About Customer Service from Village Staff.** Eighty-seven percent (87%) of the businesses surveyed *who had an opinion* agreed that the Village staff was courteous during their most recent interaction with them; 85% agreed that Village staff was competent; 80% agreed that Village staff was responsive to their needs, and 76% agreed that their issue was resolved promptly.

- **Satisfaction with Village Communications with Businesses.** Nearly two-thirds (63%) of businesses were satisfied with the job the Village does communicating with business owners, compared to only 8% who were dissatisfied.

- **Village Website.** Of the 55% of business that visited the Village's website (www.vopnc.org) during the past 12 months, 81% *who had an opinion* rated the availability of information on the Village's website as "very good" or "good," and 74% rated the ease of navigation as "very good" or "good.". Eighty percent (80%) of those who have visited the Village's website indicated they were either "very satisfied" or "satisfied" with the website.

- **Village Mobile App.** Ten percent (10%) 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).** Sixty-five percent (65%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with historic district guidelines; 61% were satisfied with business signage regulations, and 58% zoning ordinances, and 58% were satisfied with business signage and regulations.

- **Impact of Various Cultural and Entertainment Opportunities.** Forty-nine percent (49%) of the businesses surveyed feel the Holly Arts and Crafts Festival has a positive impact on their business; 45% feel parades in the Village Center have a positive impact on their business; 44% feel tree lighting has a positive impact, and 43% feel the Farmer's Markets have a positive impact on their business.

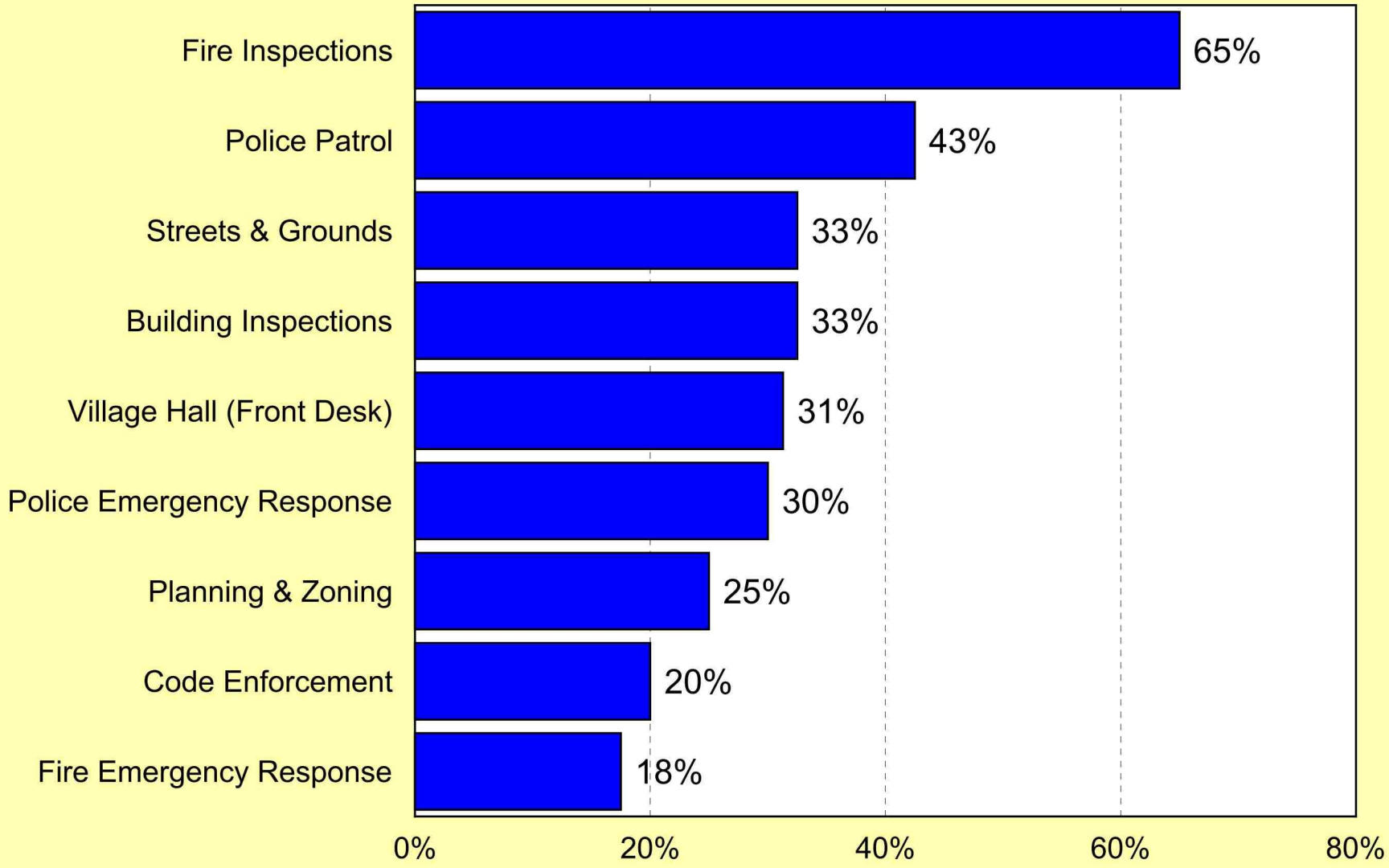
- **Satisfaction with the Way the Village handles Events That Attract Large Crowds.** Sixty-five percent (65%) of businesses are satisfied with the way the Village handles events that attract large crowds.

- **Reasons Influencing Decision to Locate Business in the Village of Pinehurst.** Eighty-four percent (84%) of businesses surveyed indicated safety and security of the Village was either "extremely important" or "very important" in their decision to locate their business in the Village of Pinehurst. The other top reasons included overall image of the Village (78%) and overall quality of life in the Village (77%).

Section 1
Charts and Graphs

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

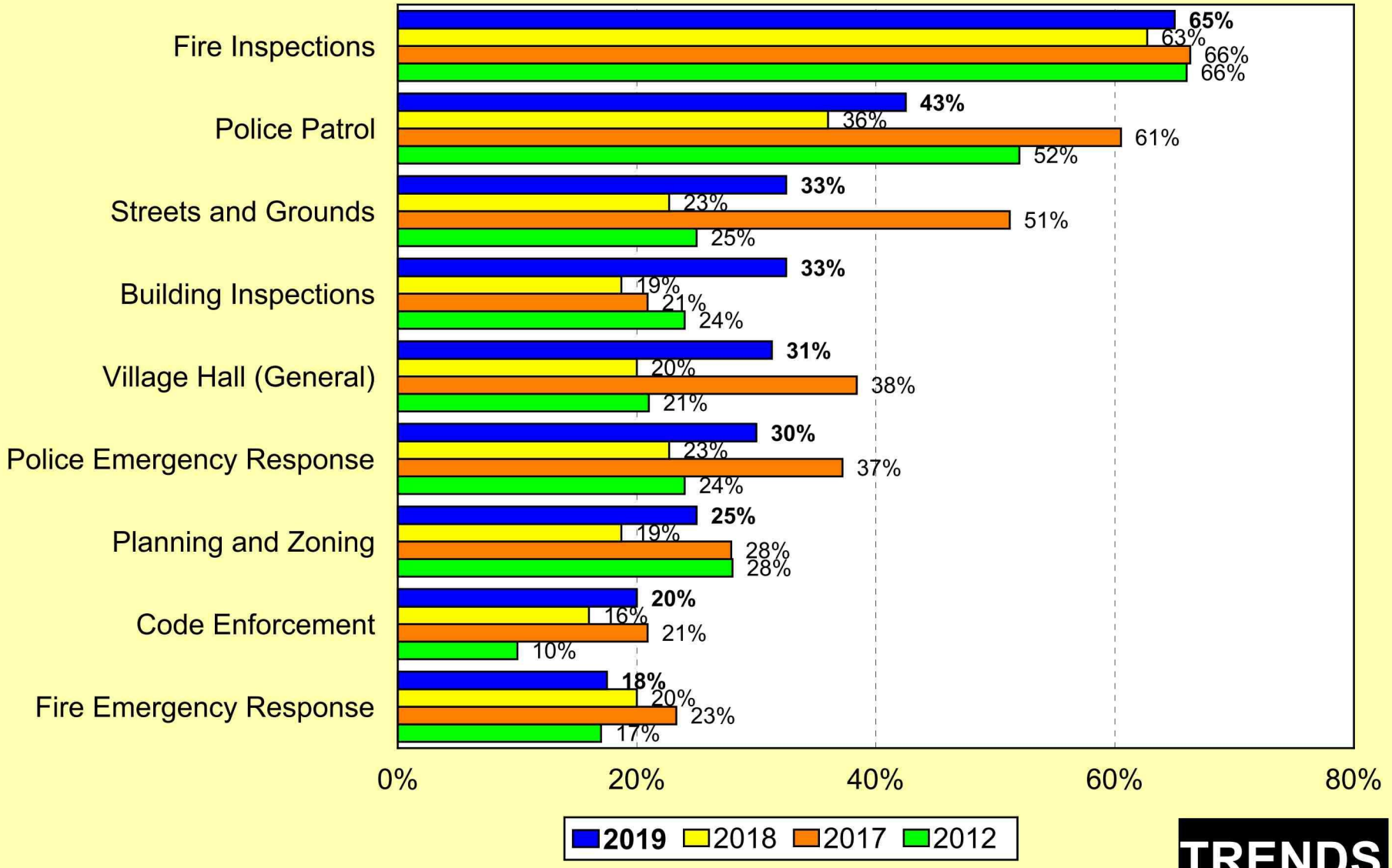
by percentage of respondents who answered "yes"



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q1. Have you used this service or department in the past year? - 2012 to 2019

by percentage of respondents who answered "yes"

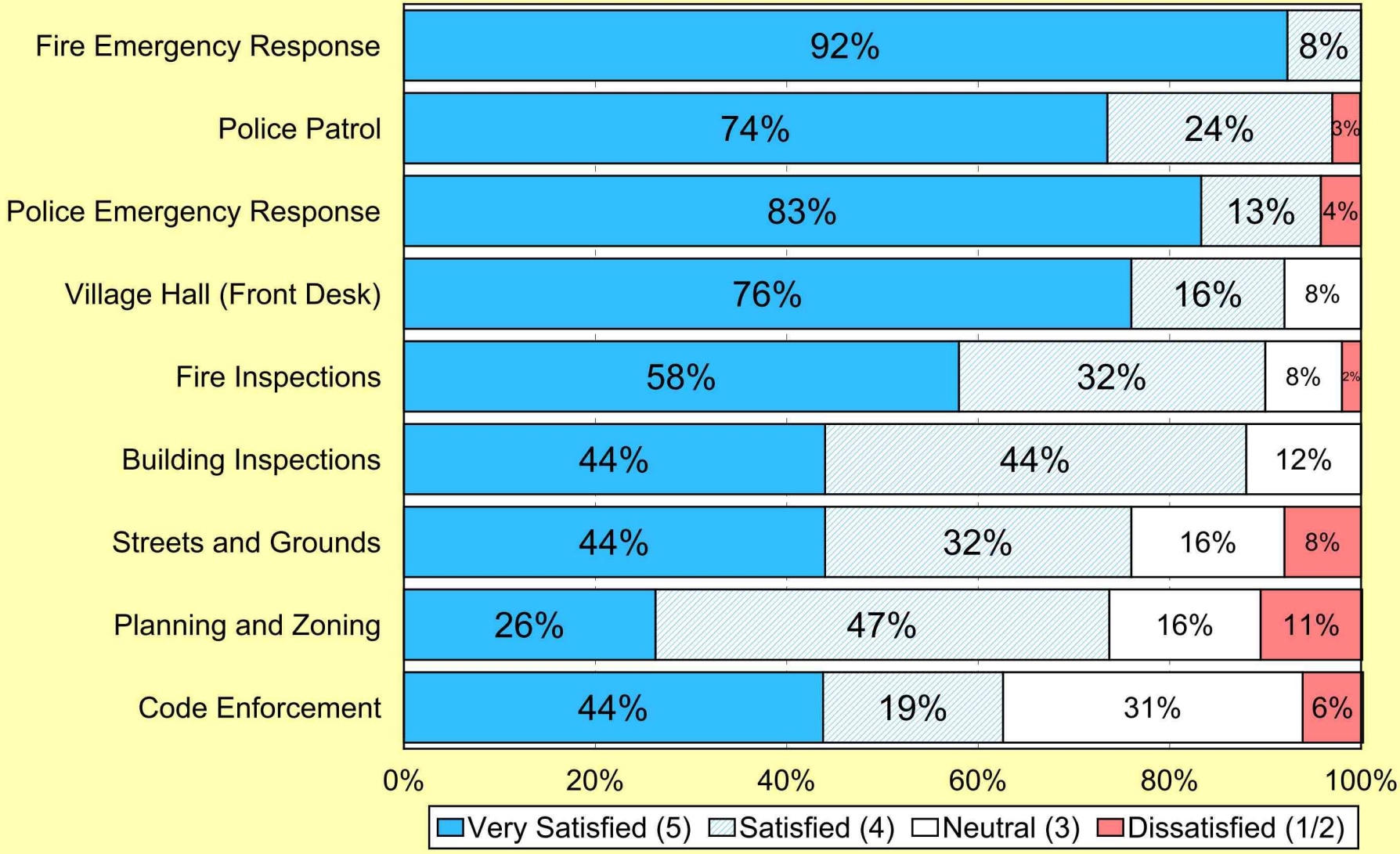


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

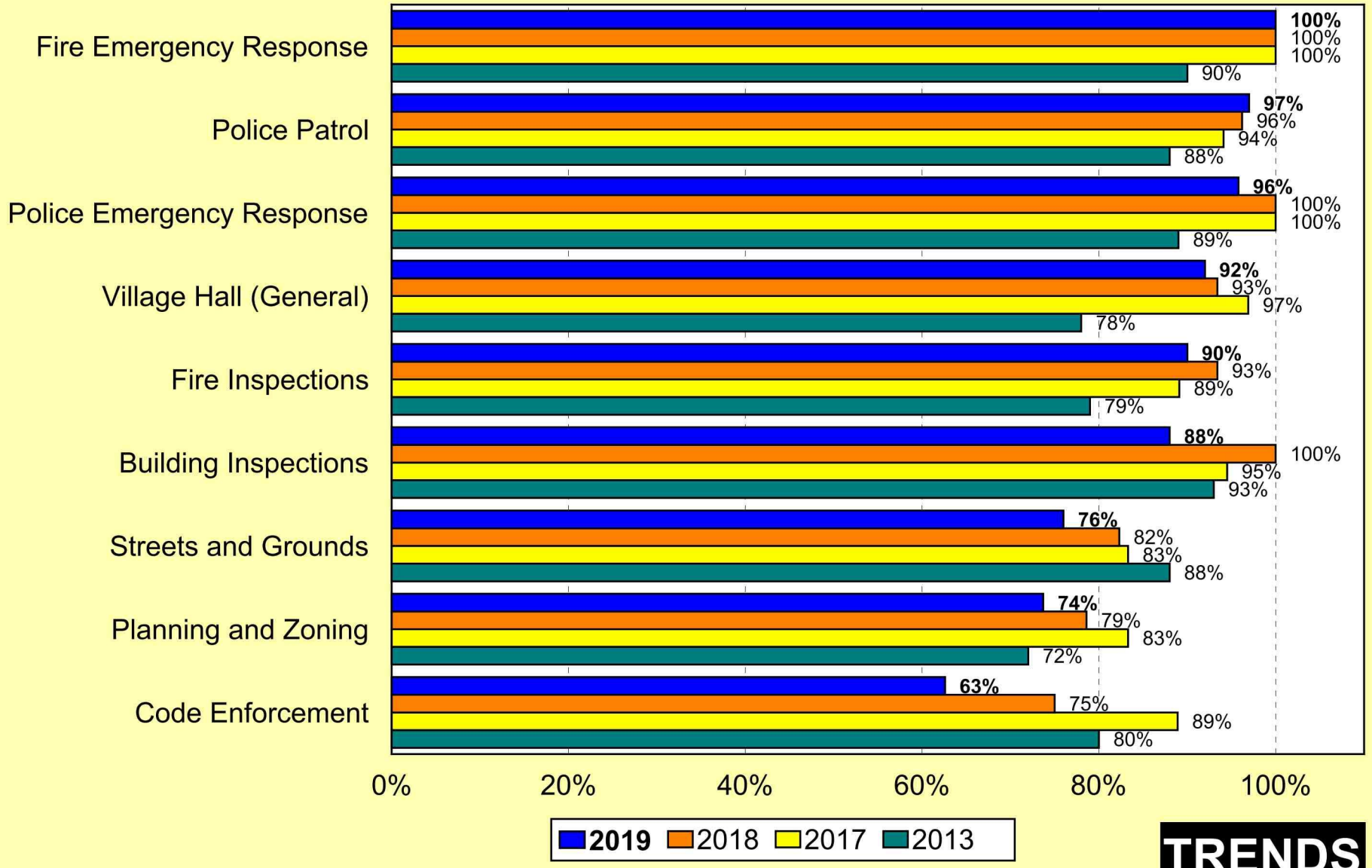
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q1. Overall Satisfaction with Pinehurst Services or Departments Used in the Past Year - 2013 to 2019

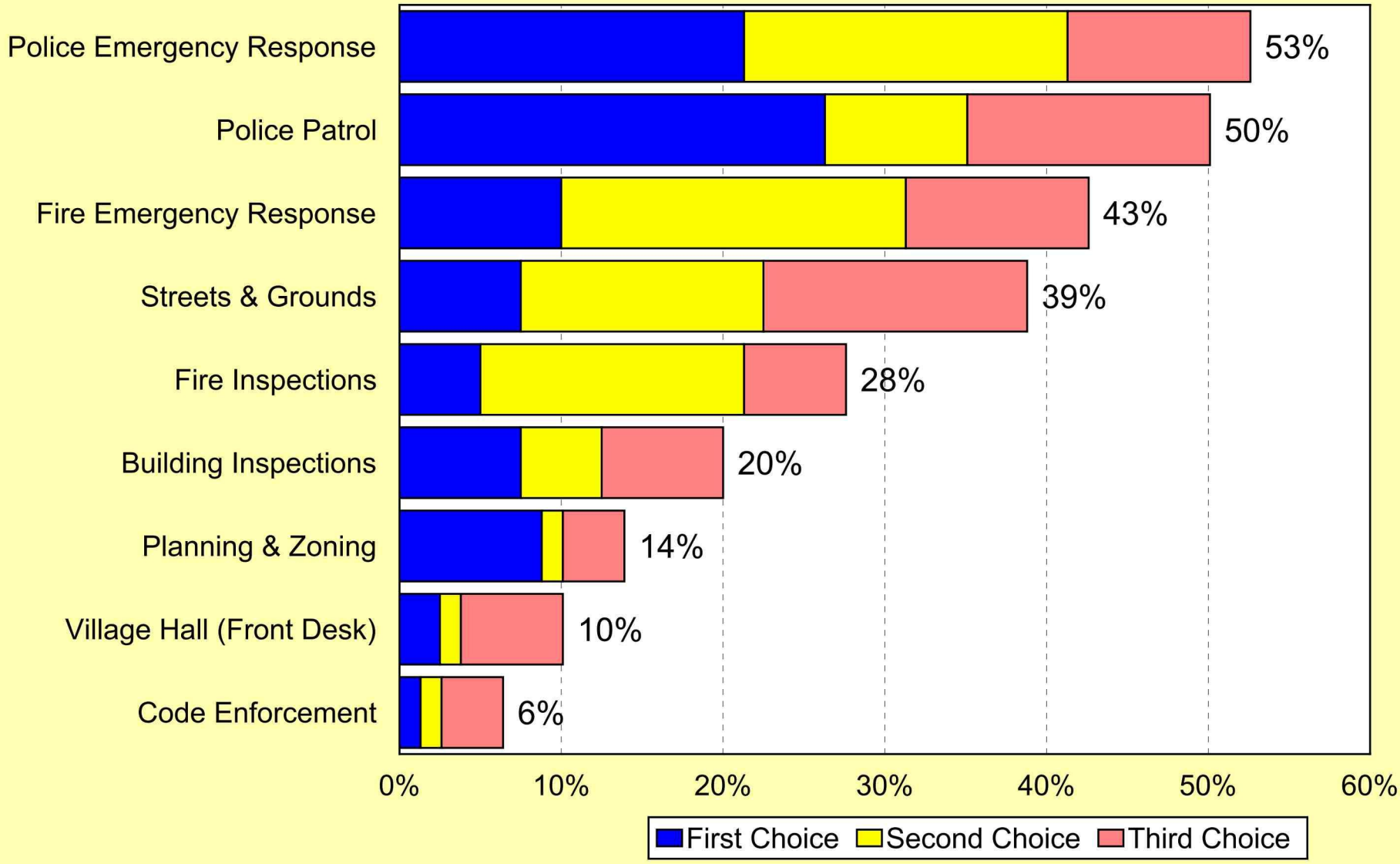
by percentage of respondents who answered “very satisfied" or “satisfied”



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

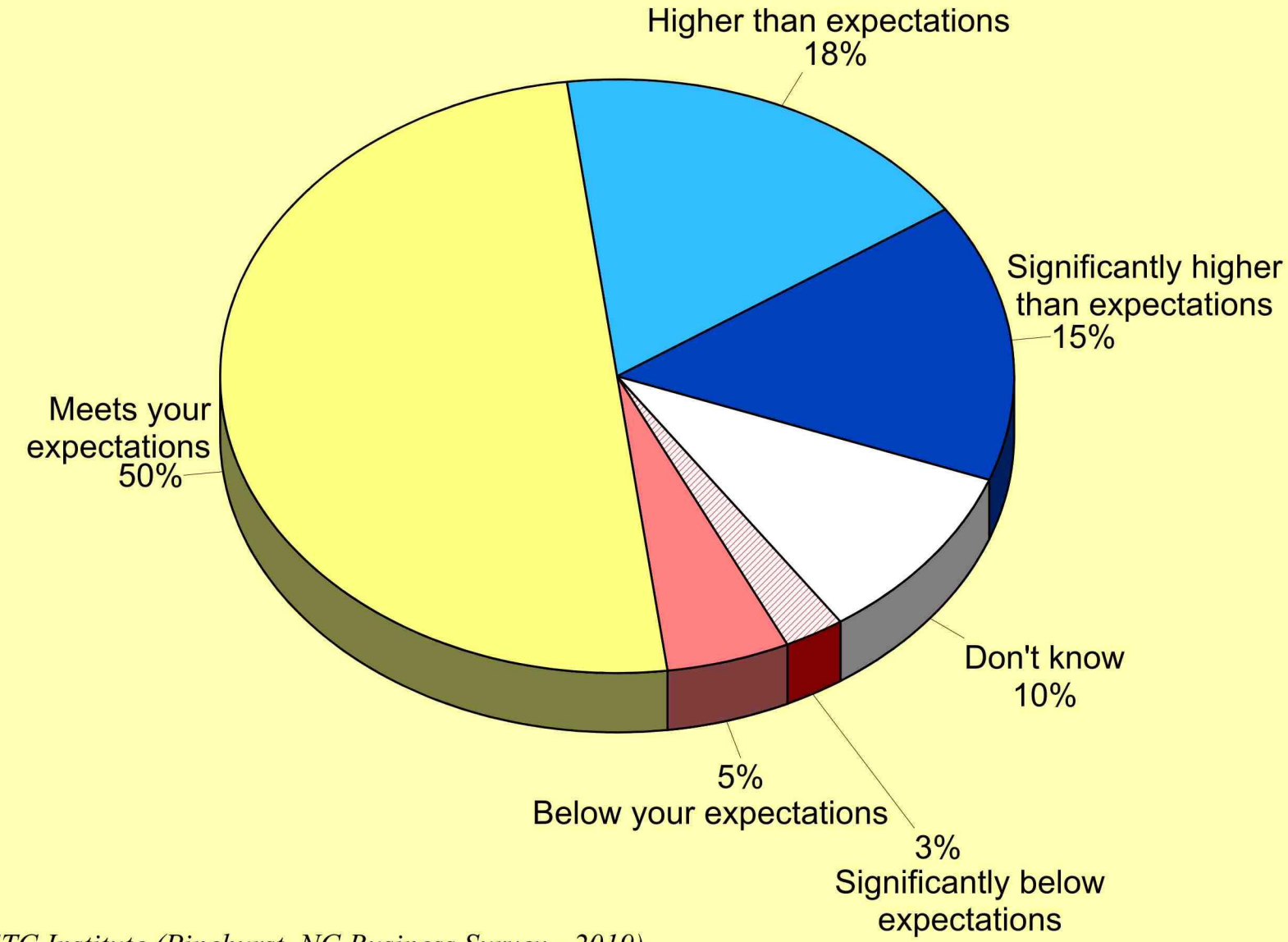
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

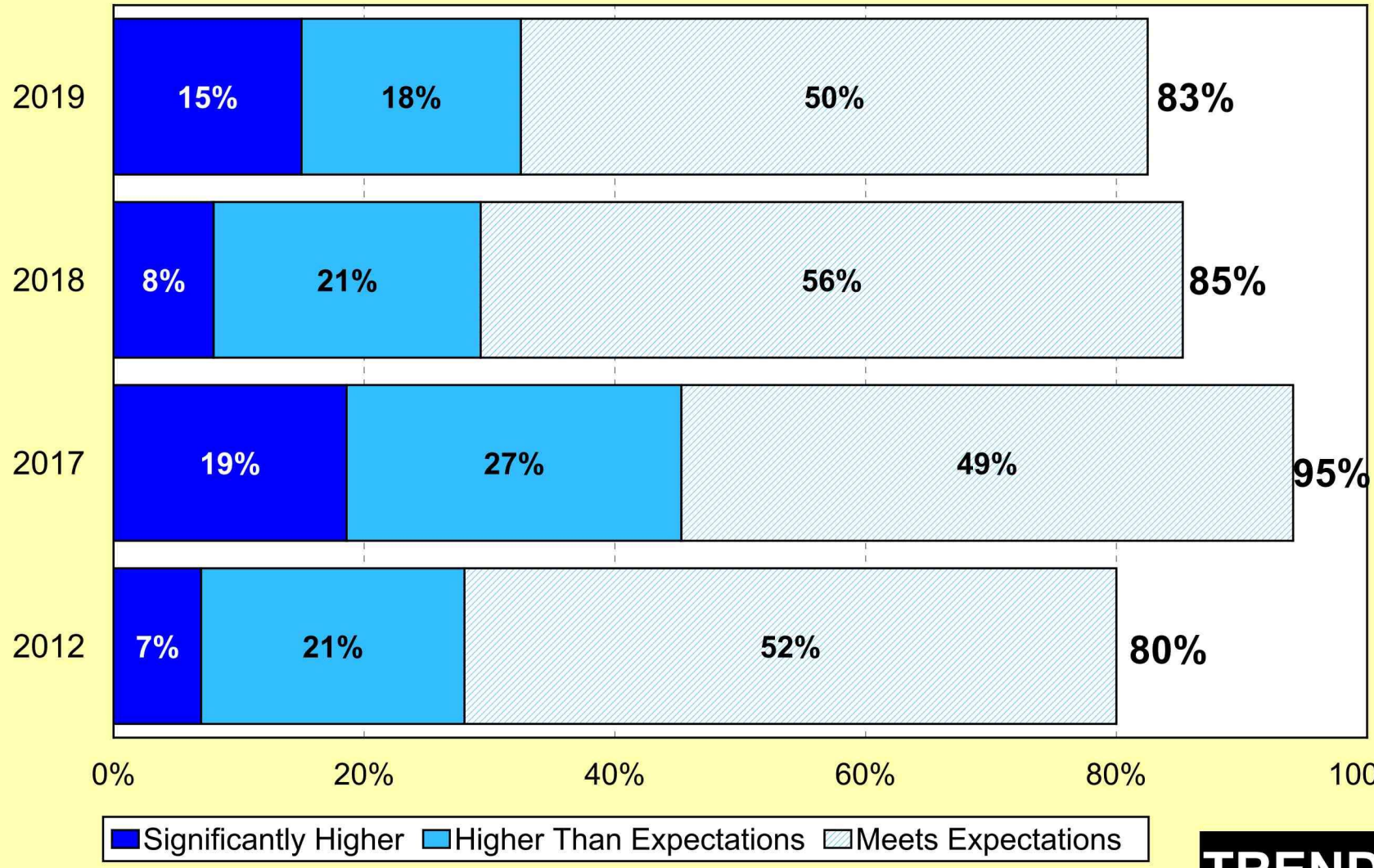
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q3. Satisfaction with the overall quality of services provided to your business by the Village of Pinehurst 2012 to 2019

by percentage of respondents

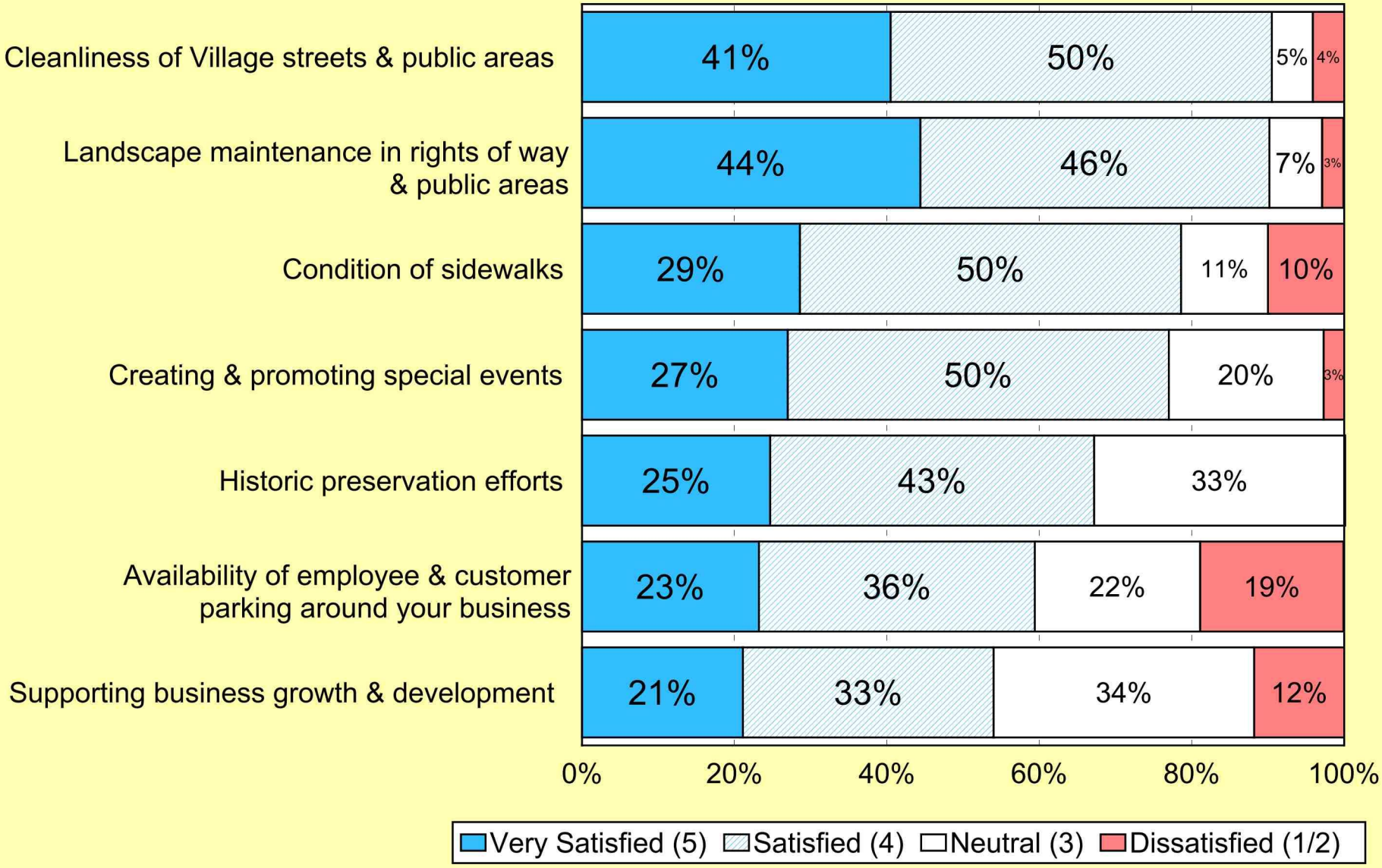


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q4. Level of Satisfaction with the Village in Various Areas

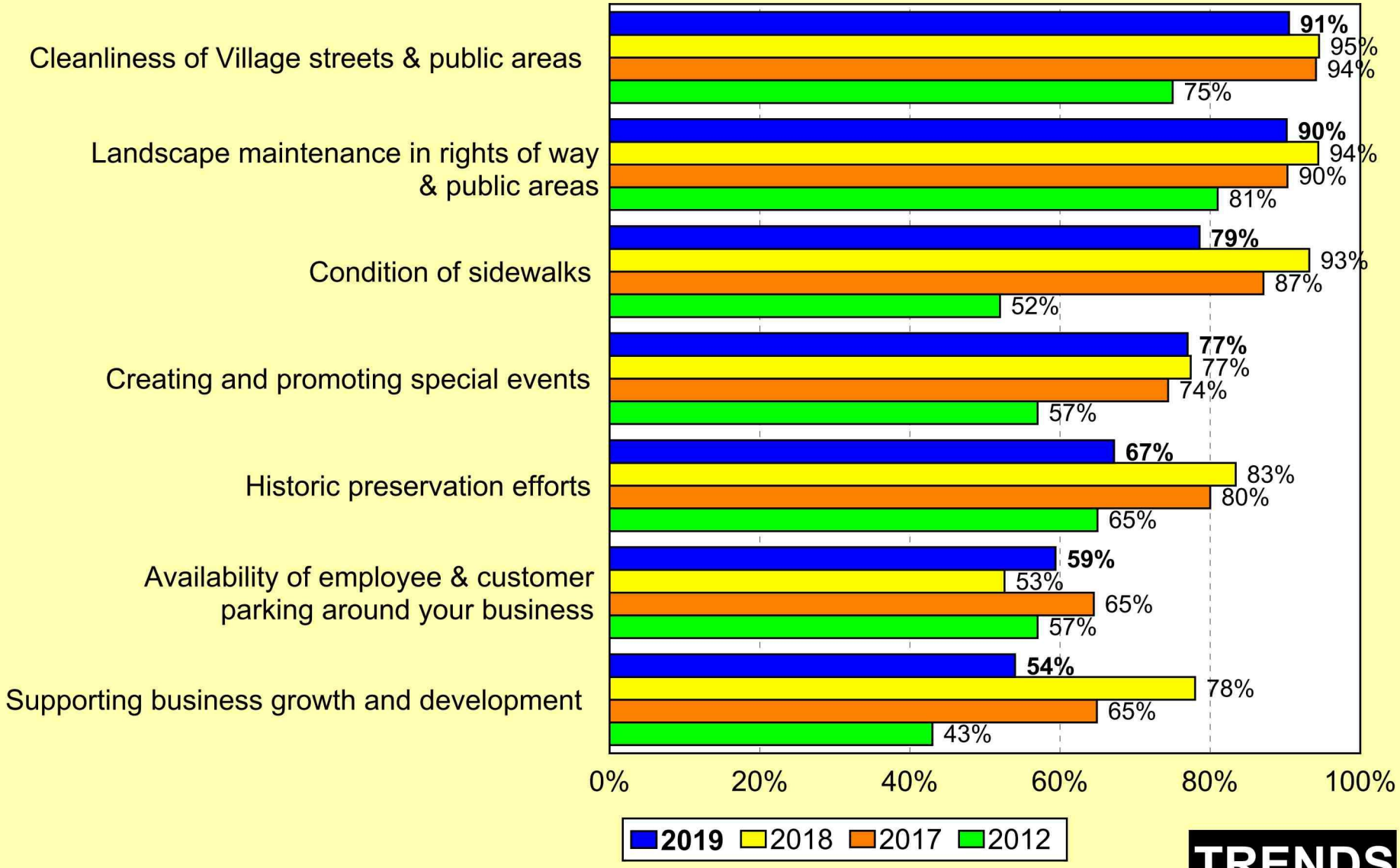
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q4. Level of Satisfaction with the Village in Various Areas 2012 to 2019

by percentage of respondents who answered “very satisfied” or “satisfied”

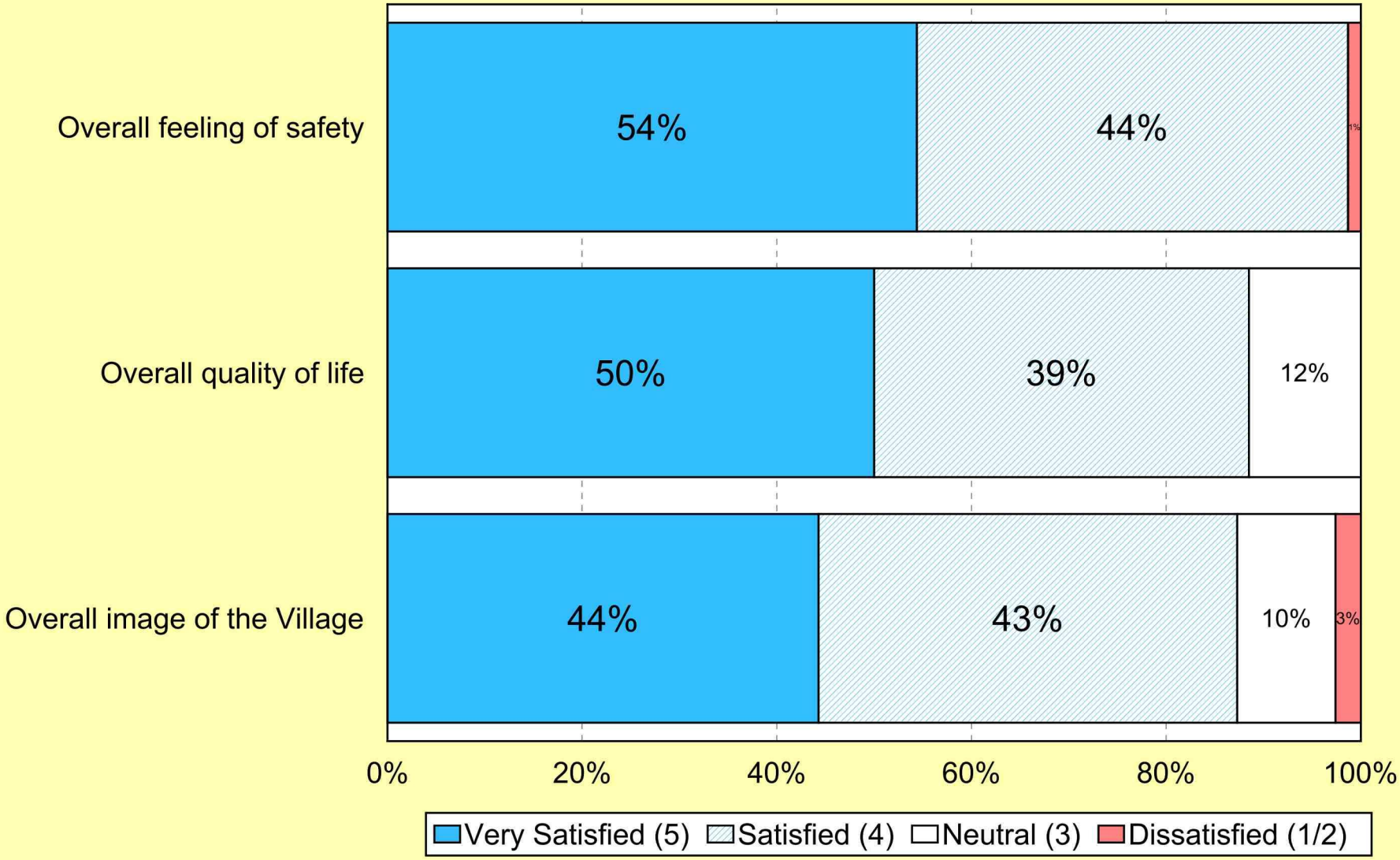


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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 - 2019)

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

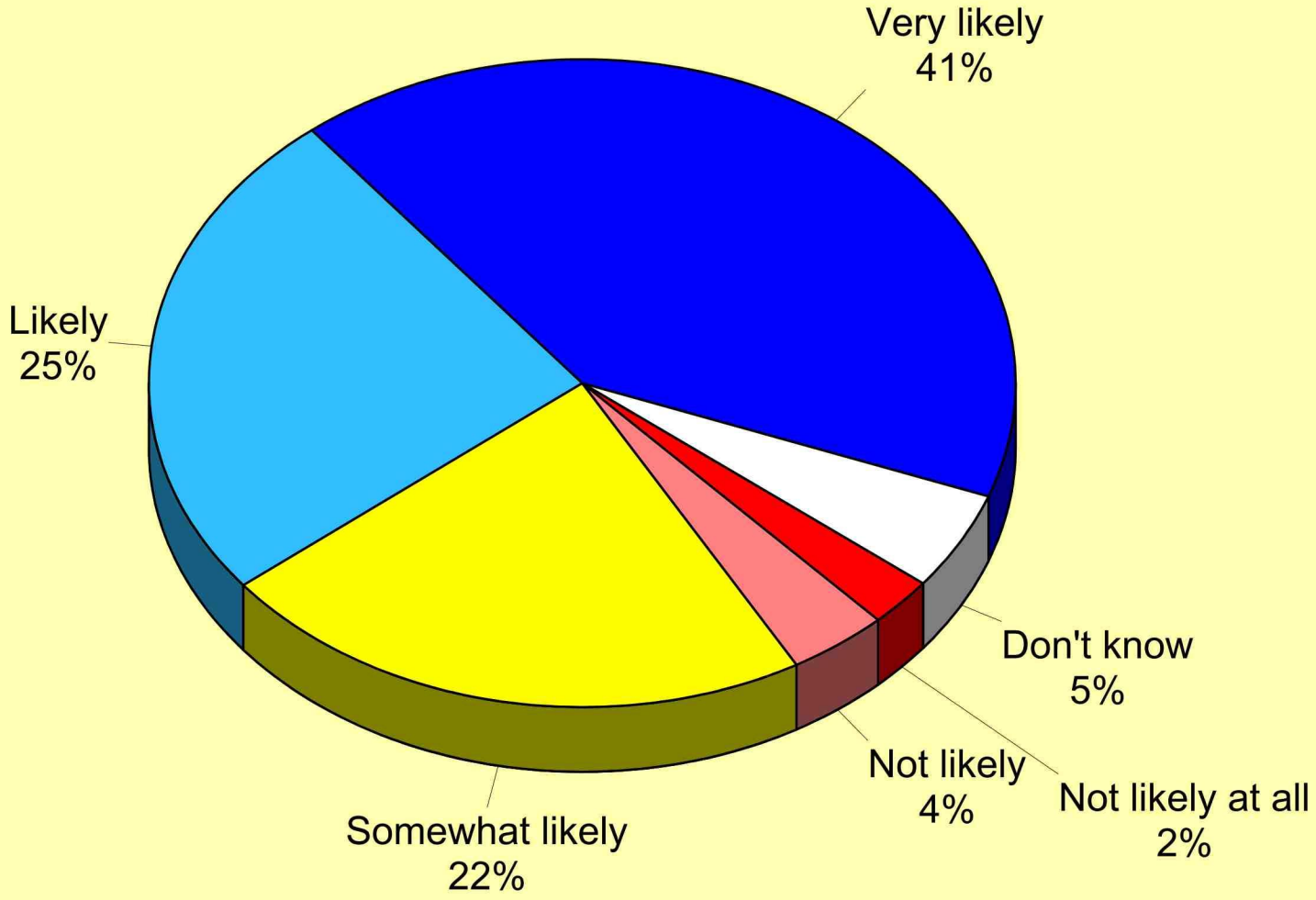
by percentage of respondents who had used the service or department and rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

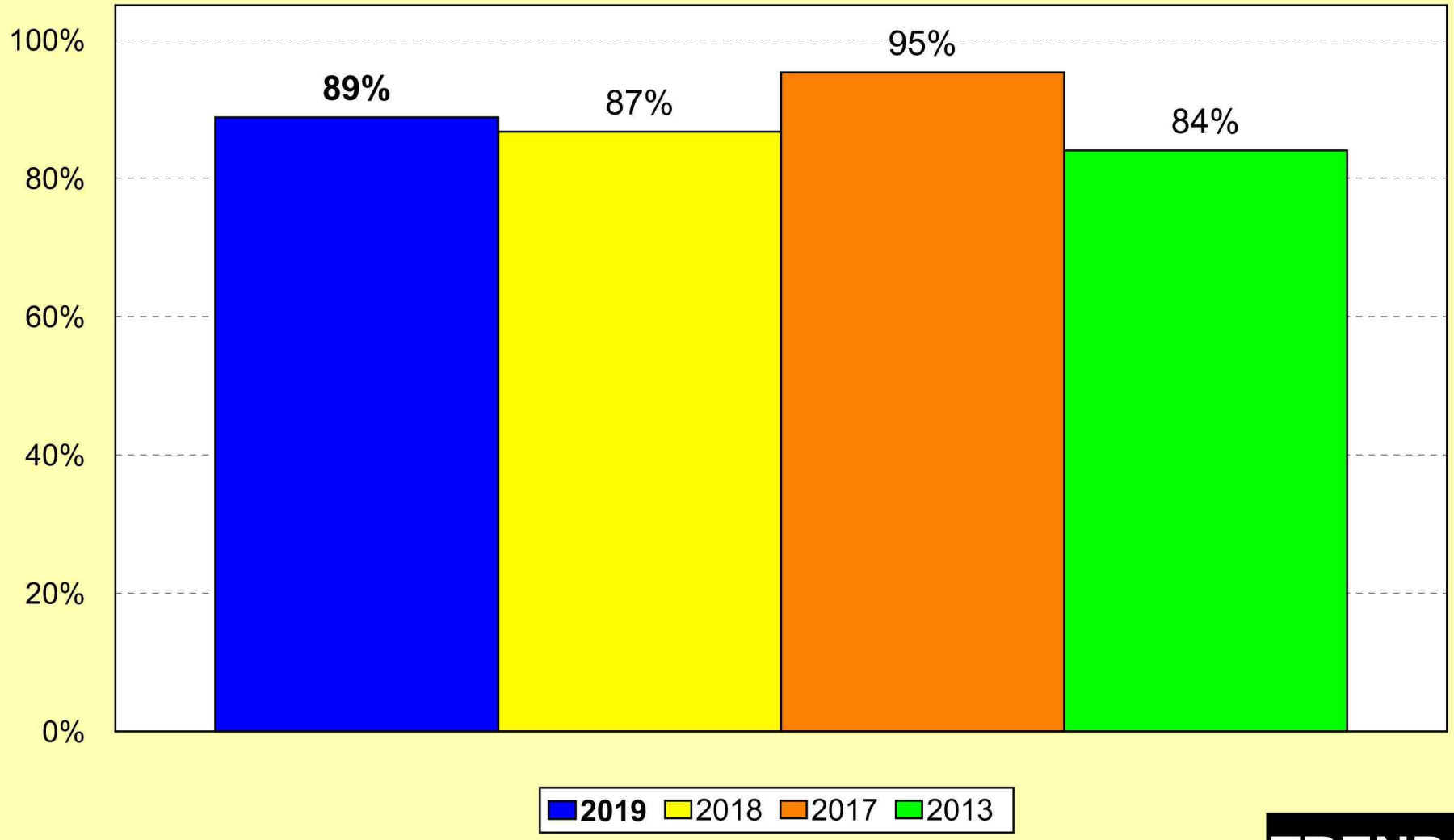
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q6. How likely would you be to recommend the Village as a business location to friends, family, and co-workers? 2013 to 2019

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

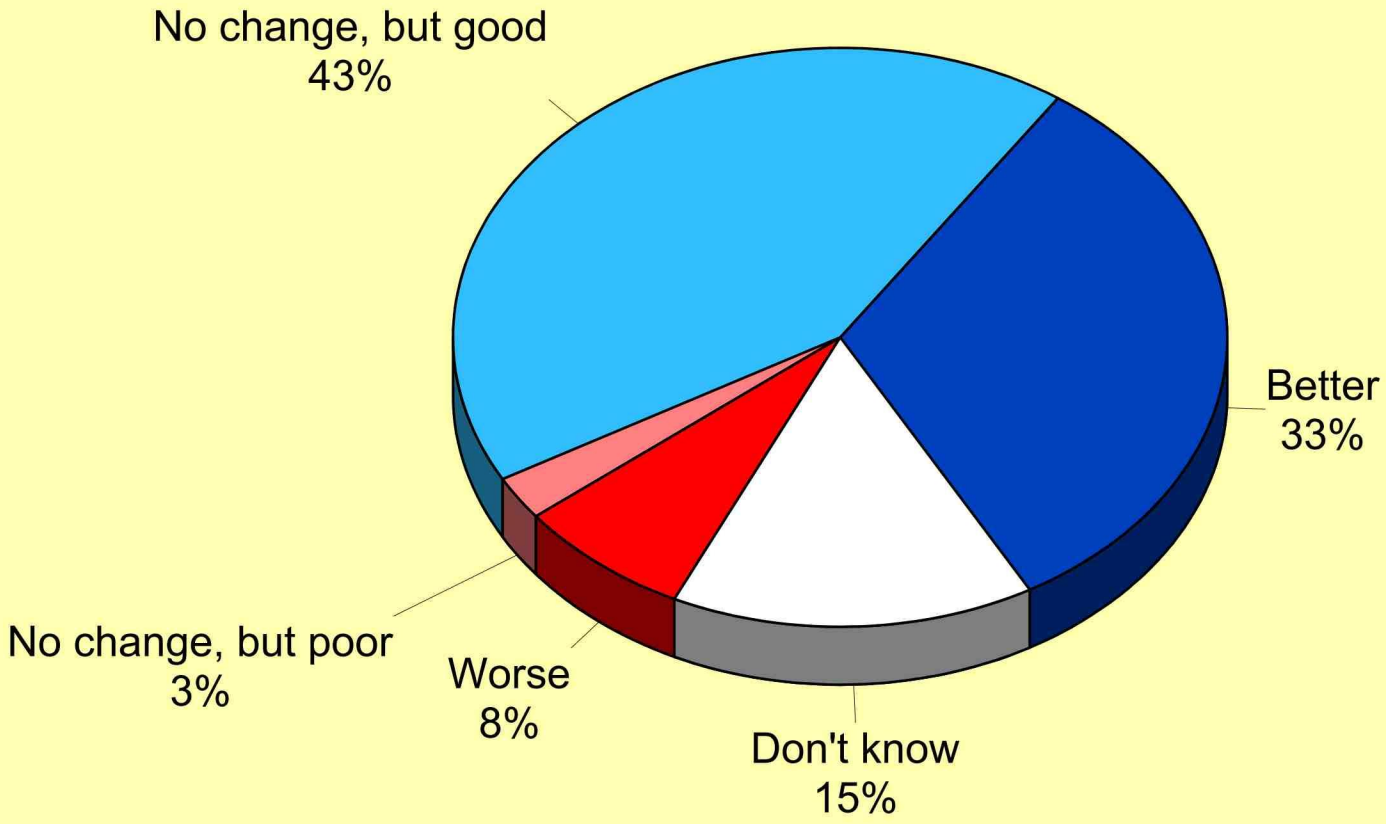


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

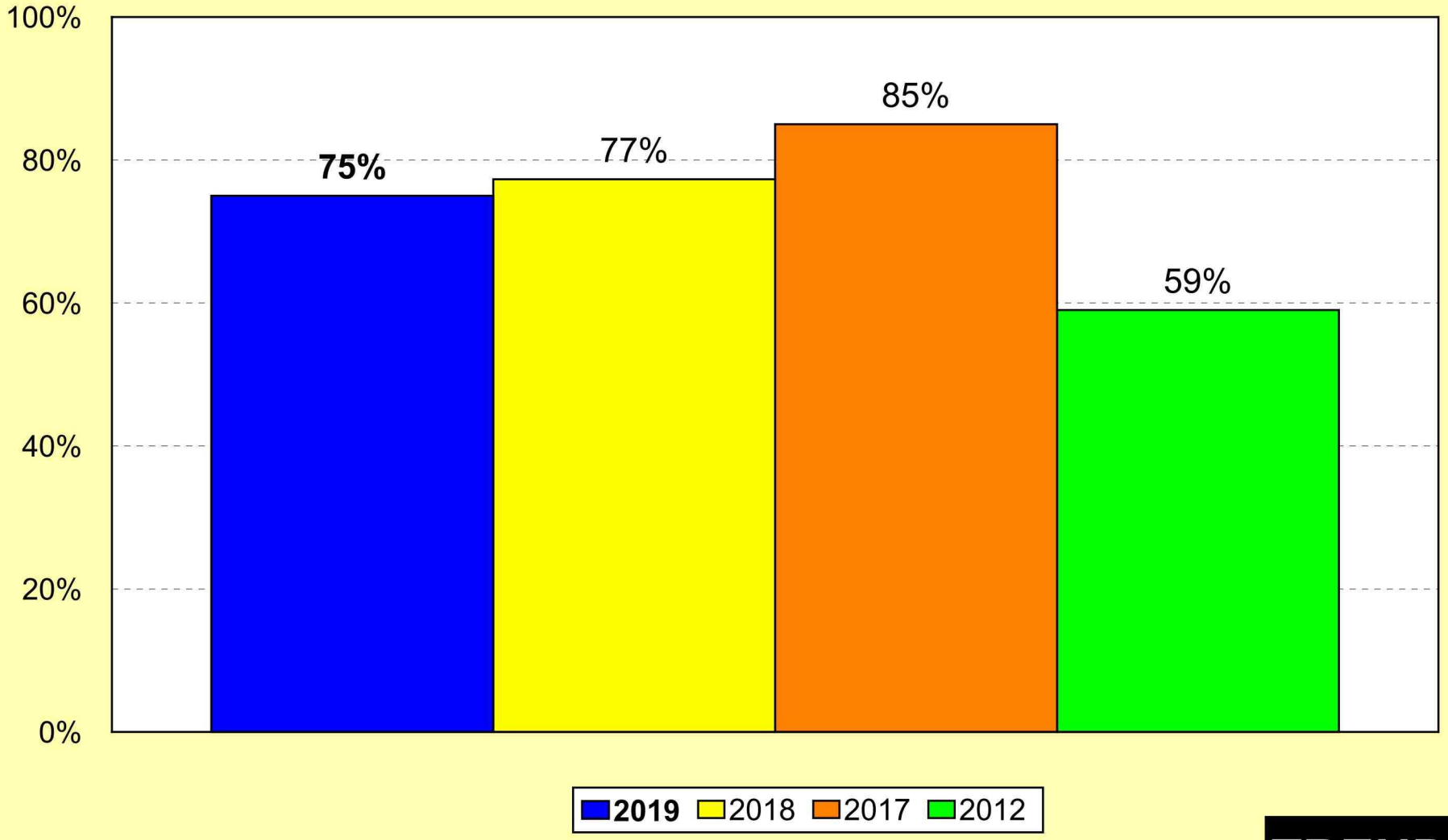
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q7. How would you rate the overall business atmosphere in the Village of Pinehurst today, compared to two years ago? 2012 to 2019

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

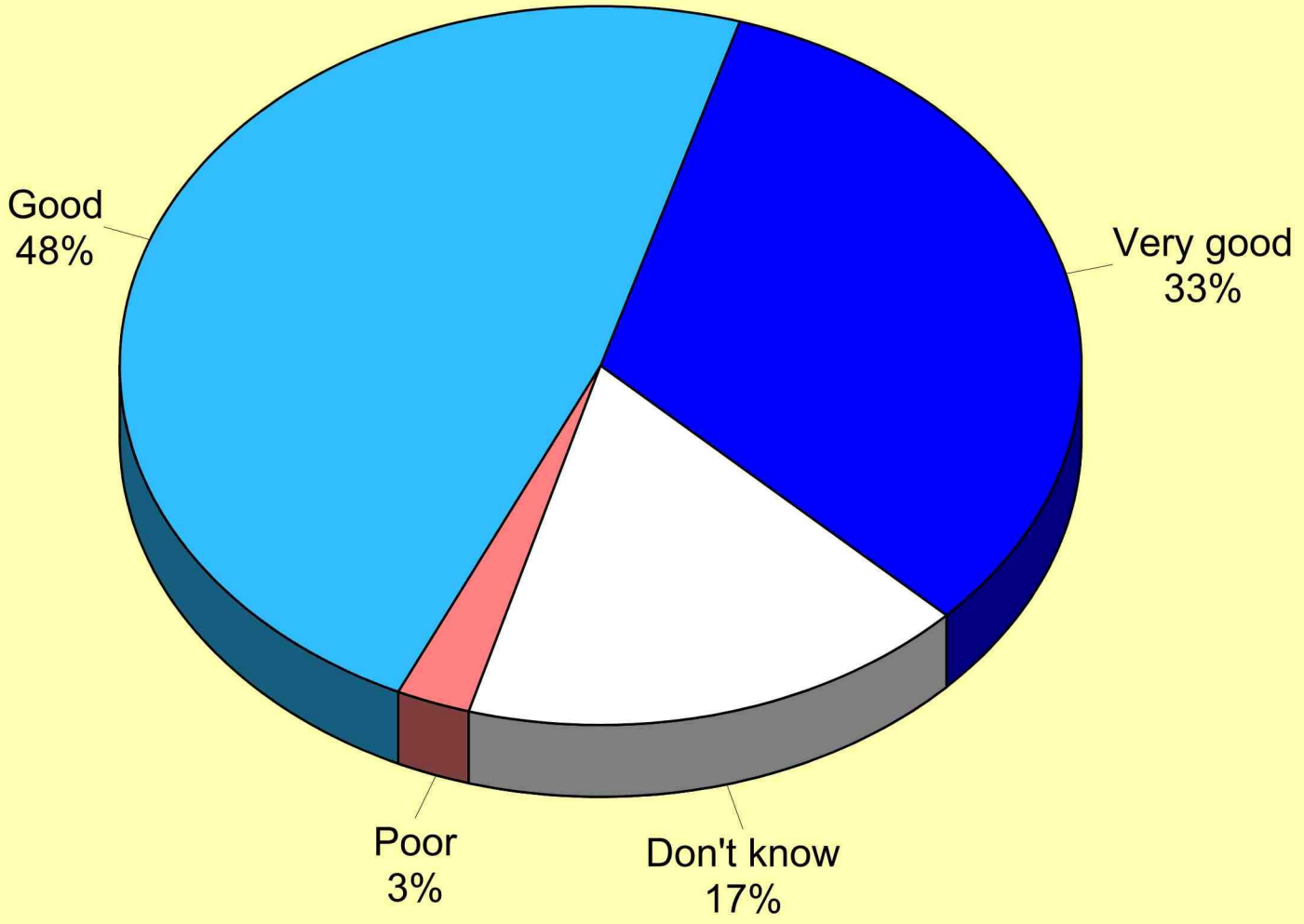


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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

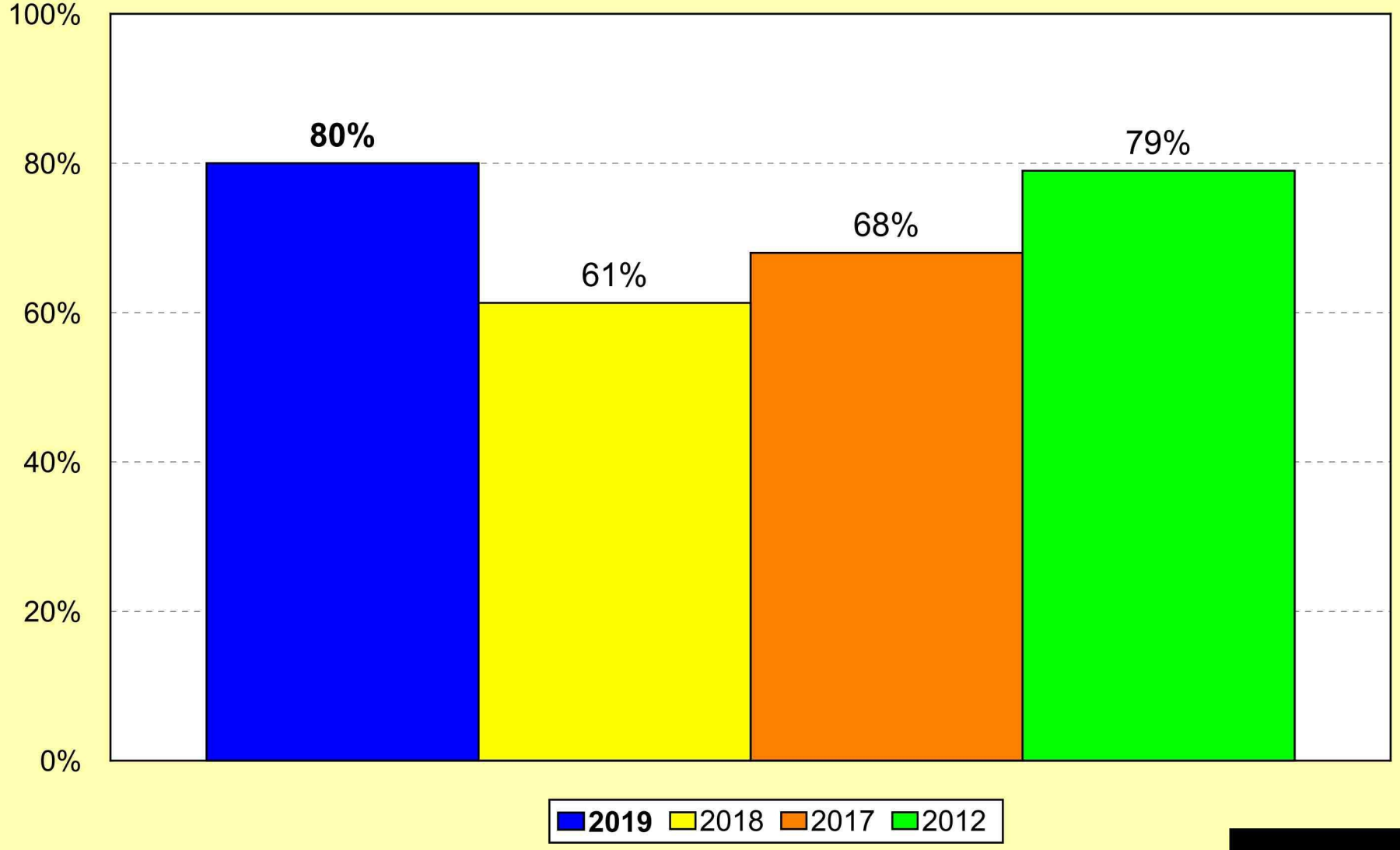
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q8. How would you rate the Village of Pinehurst customer service? - 2012 to 2019

by percentage of respondents who answered “very good" or “good”

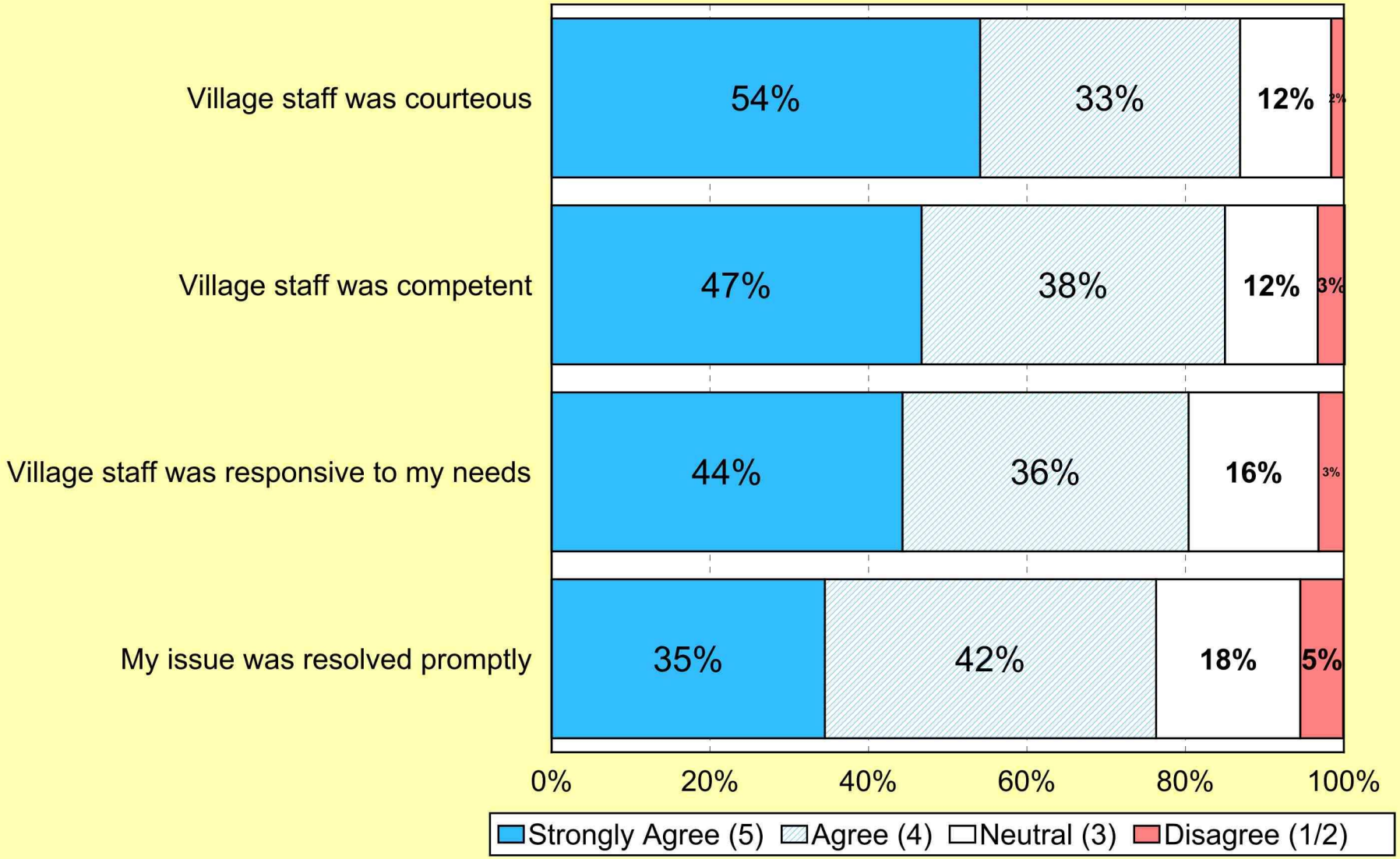


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village Government Staff

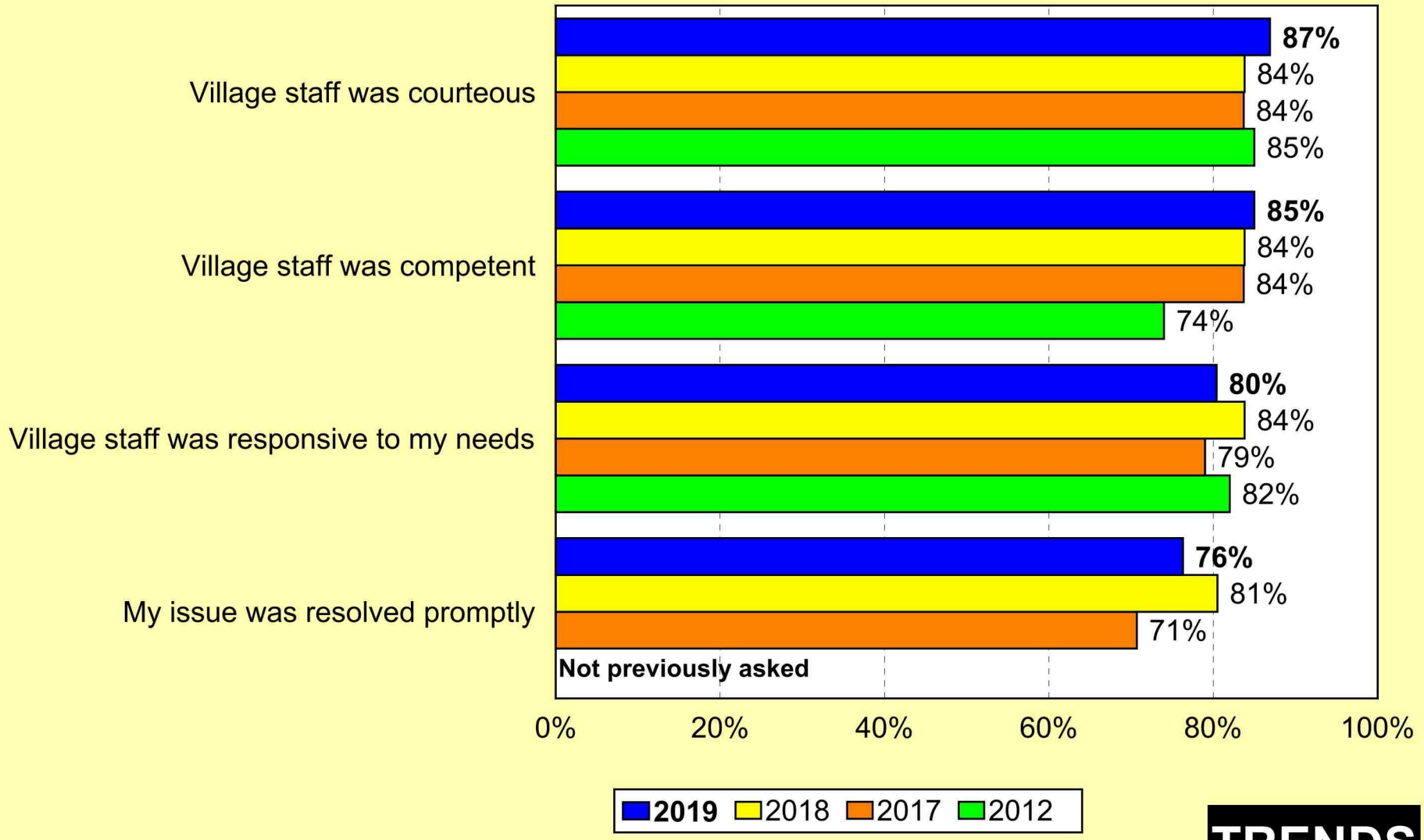
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q9. Level of Agreement with Statements About Your Most Recent Contact with the Village - 2012 to 2019

by percentage of respondents who answered "strongly agree" or "agree" (excluding "don't know")

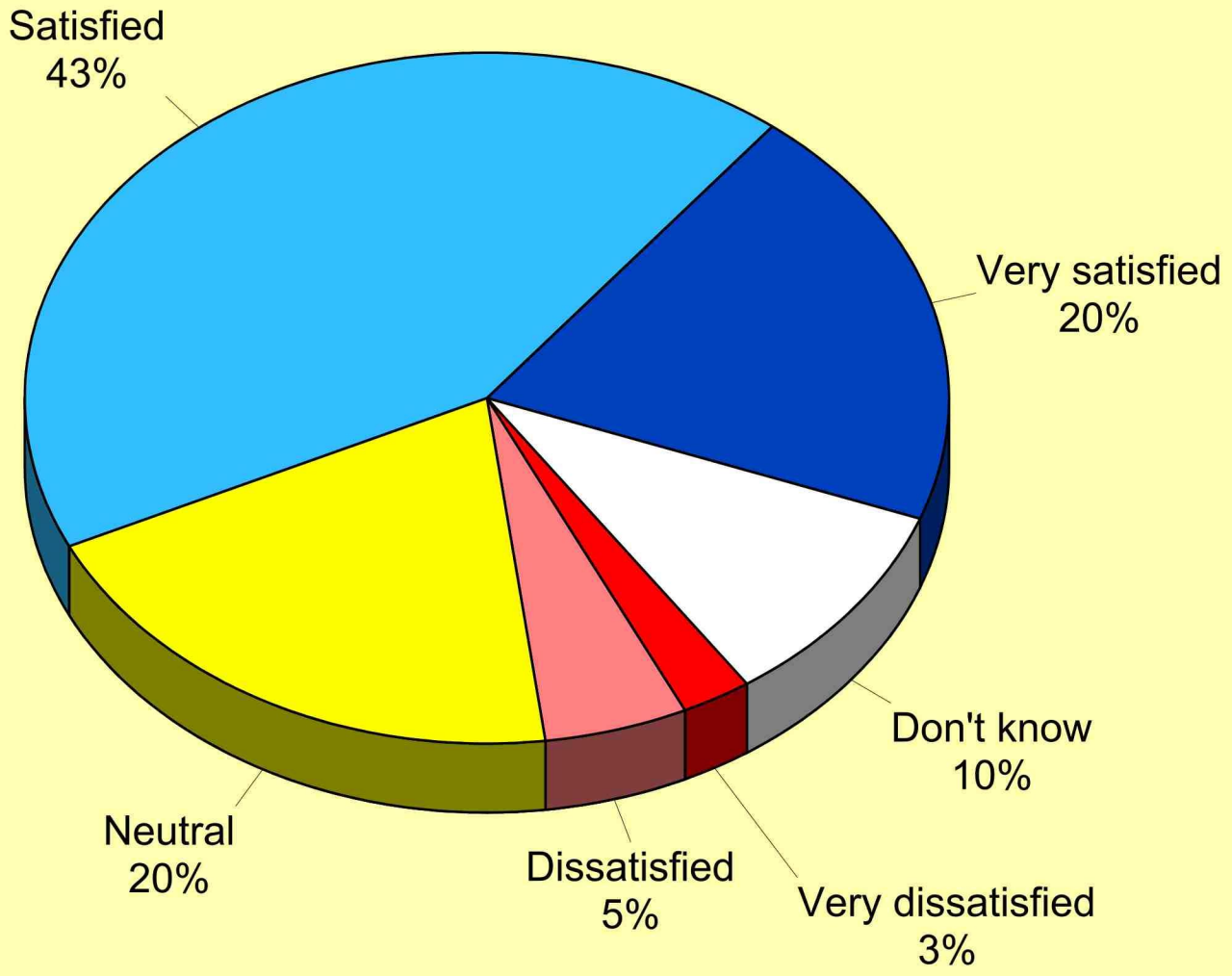


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners?

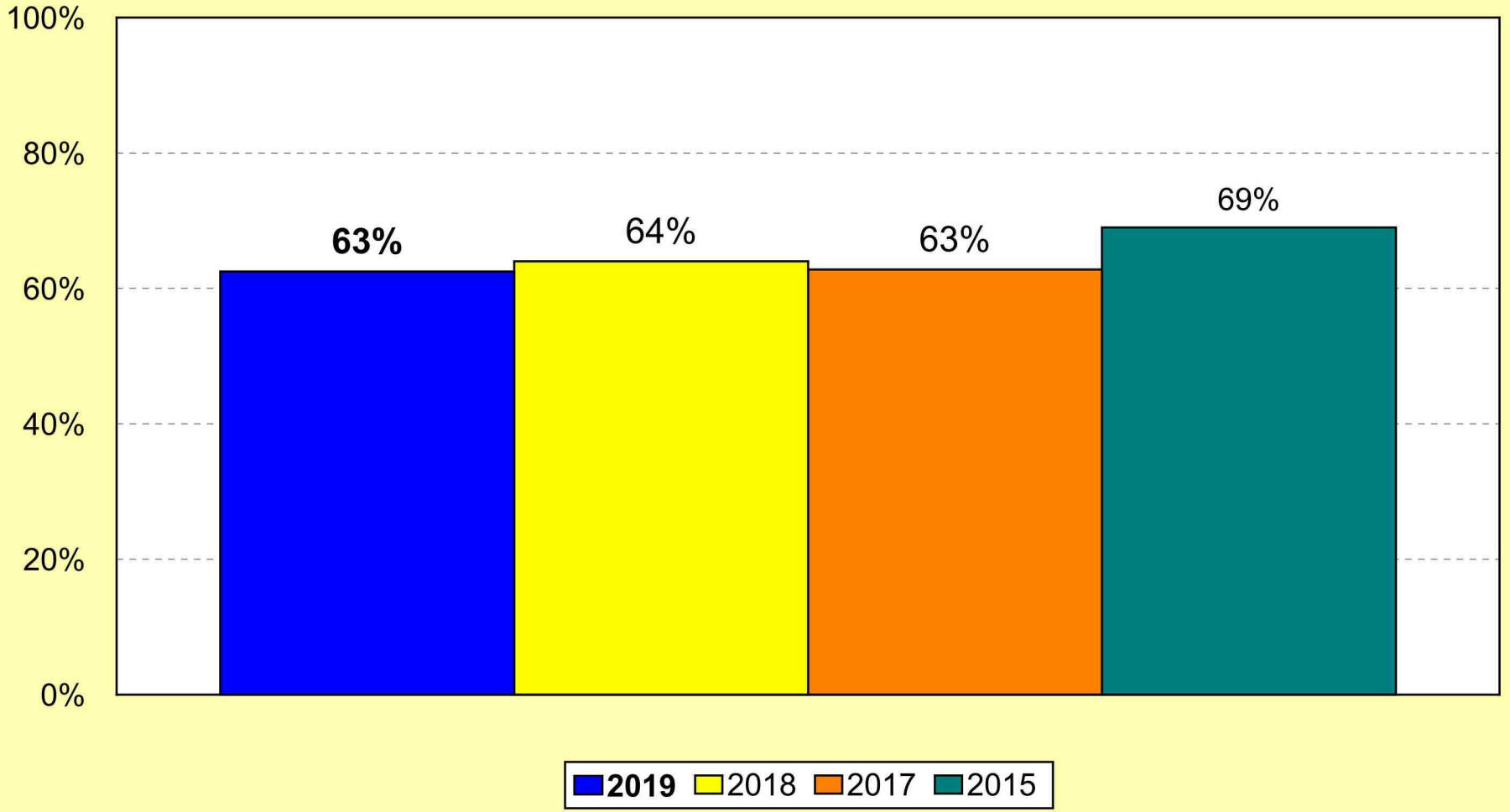
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners? 2015 to 2019

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

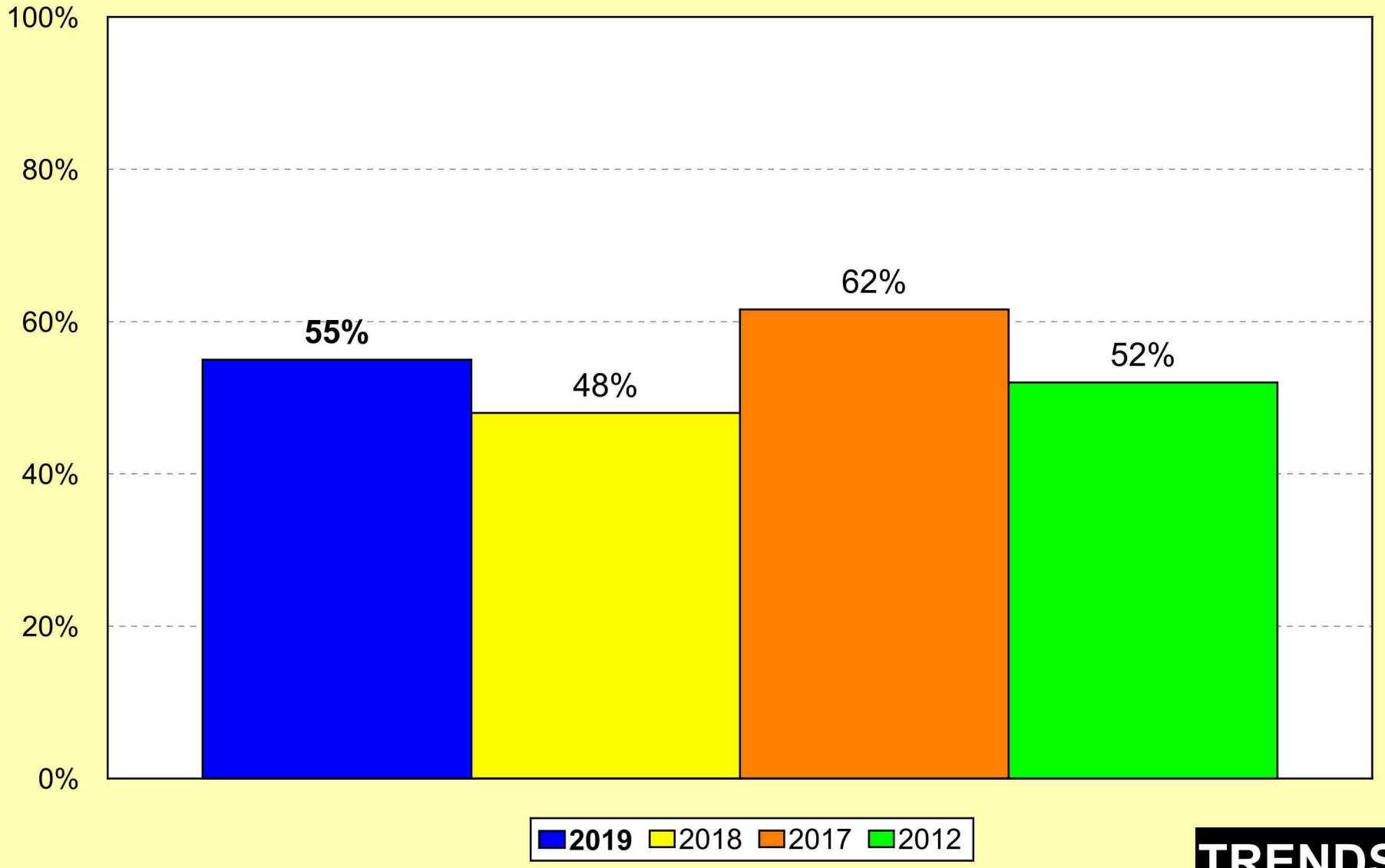


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q11. Have you visited the Village's website (www.vopnc.org) during the past 12 months? - 2012 to 2019

by percentage of respondents who answered "yes"

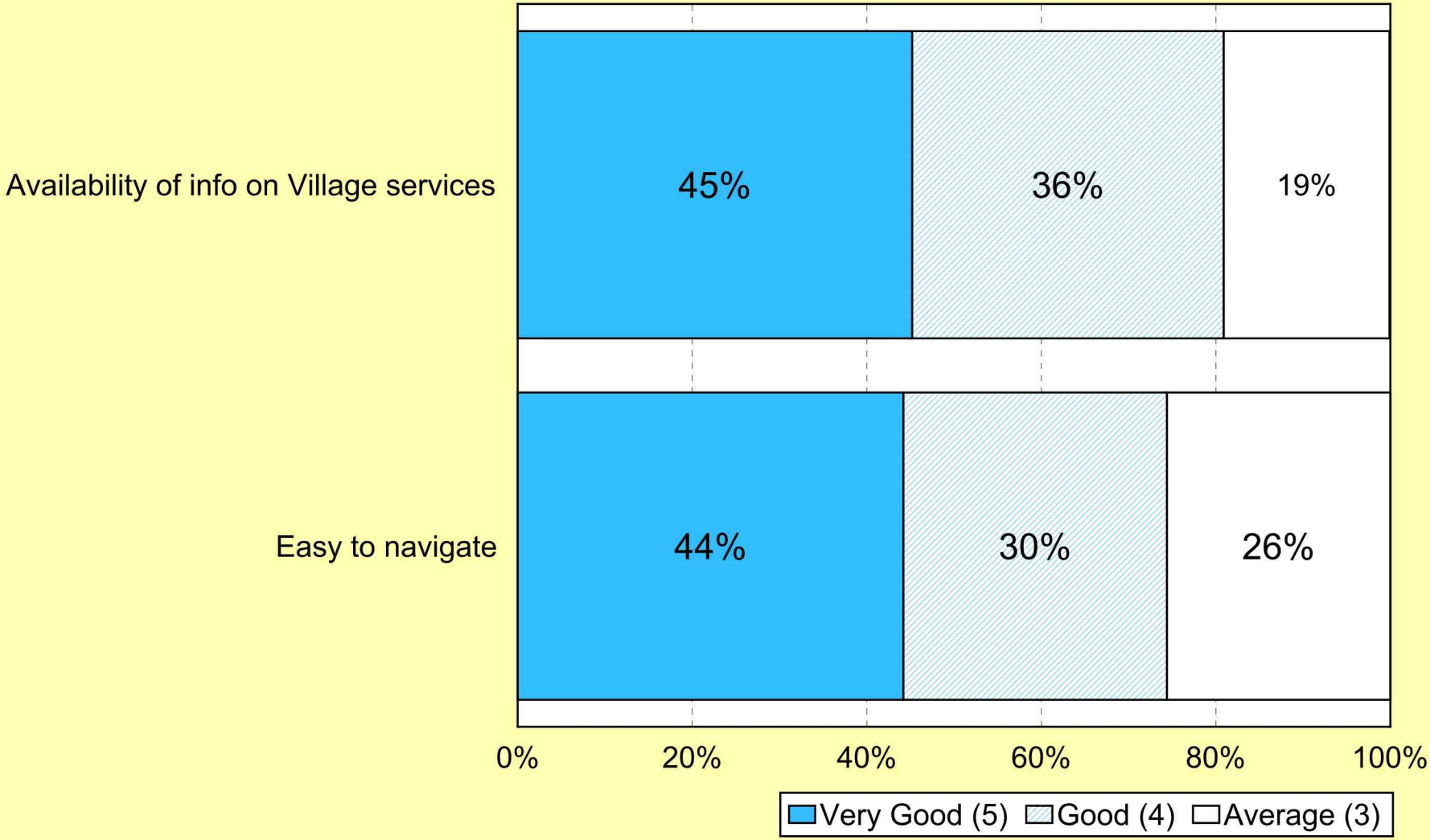


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q11a. How would you rate the following characteristics of the Village website?

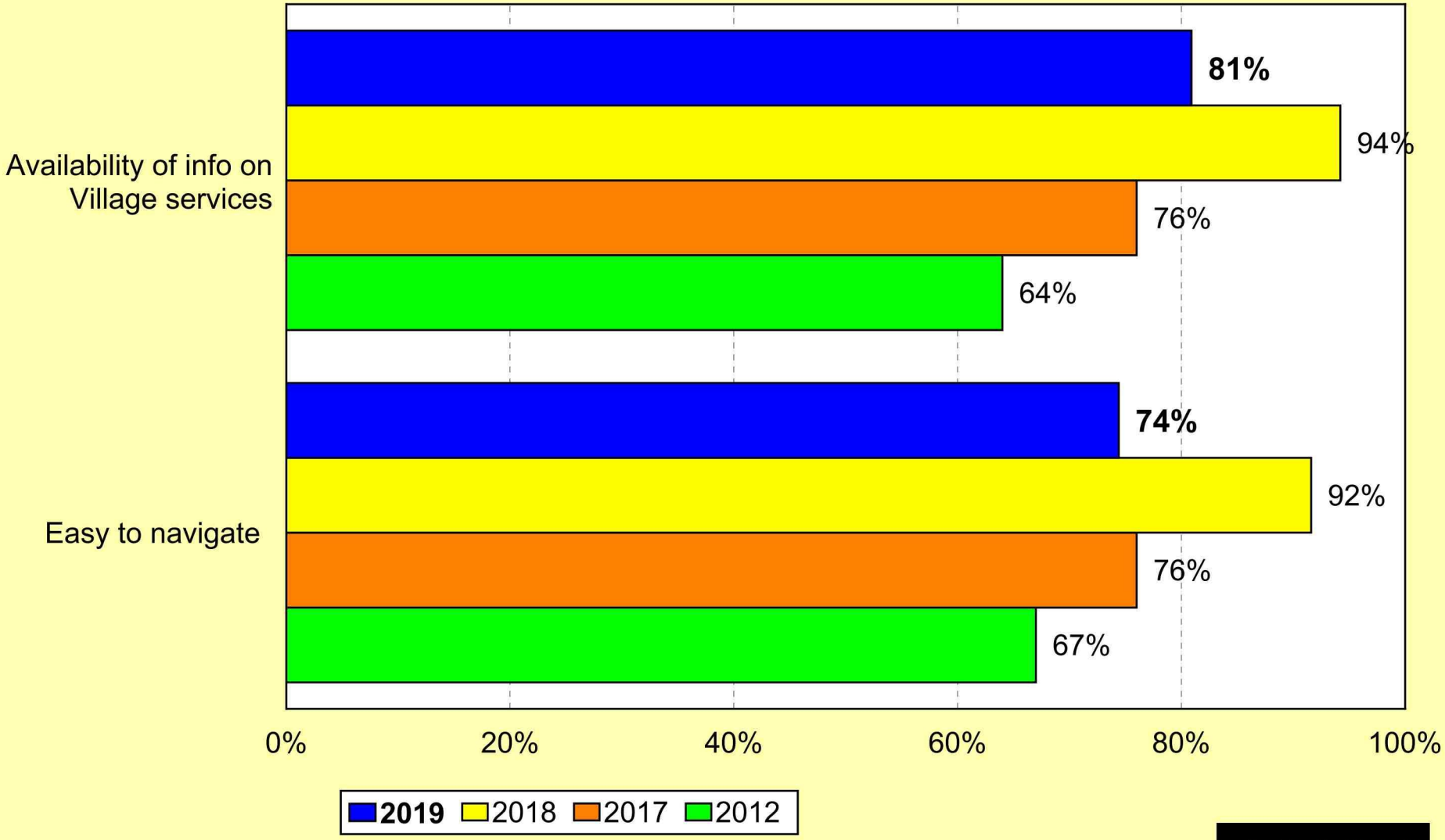
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q11a. How would you rate the following characteristics of the Village website? - 2012 to 2019

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

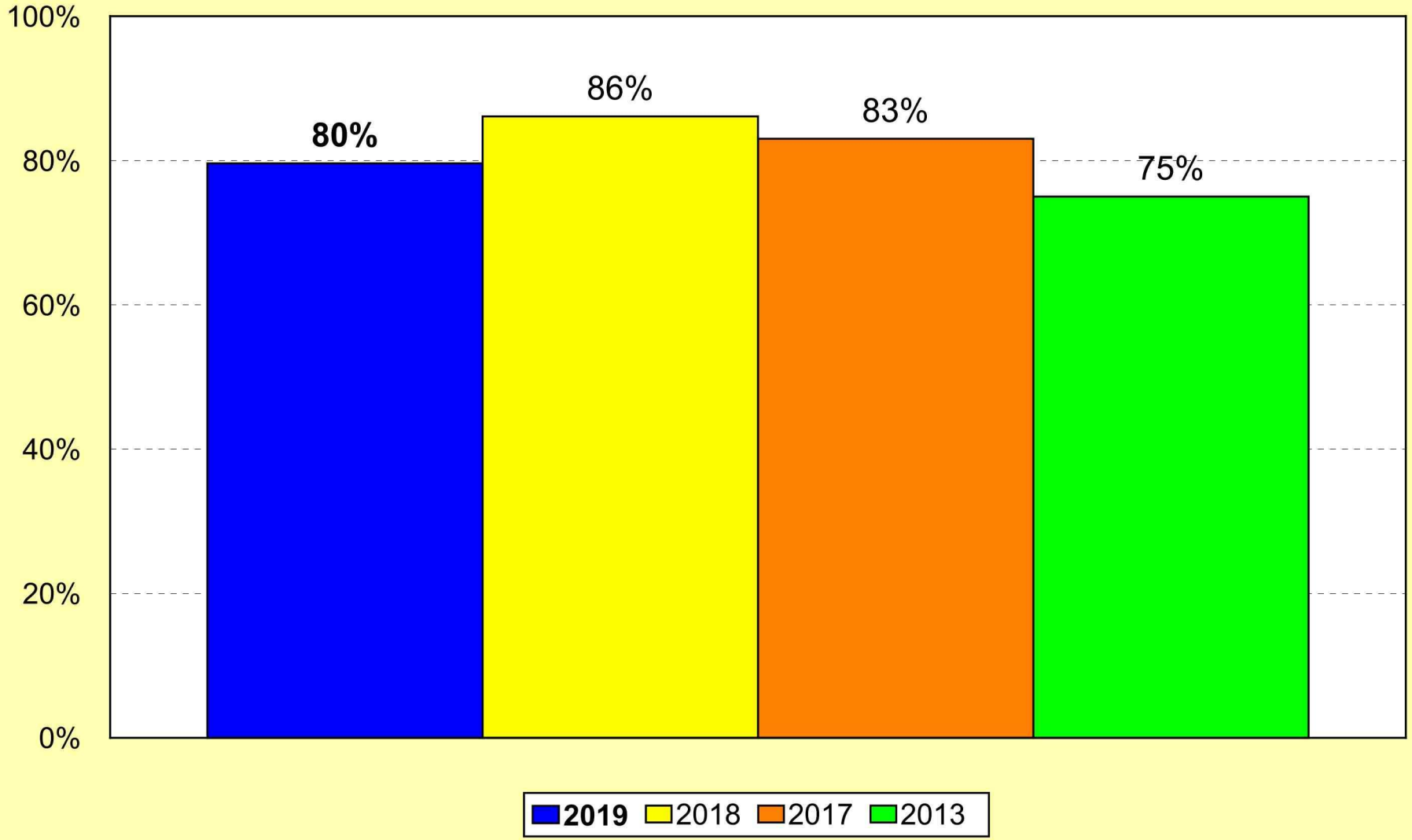


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q11b. How satisfied are you with the Village's website? 2013 to 2019

by percentage of respondents who responded “very satisfied" or "satisfied”

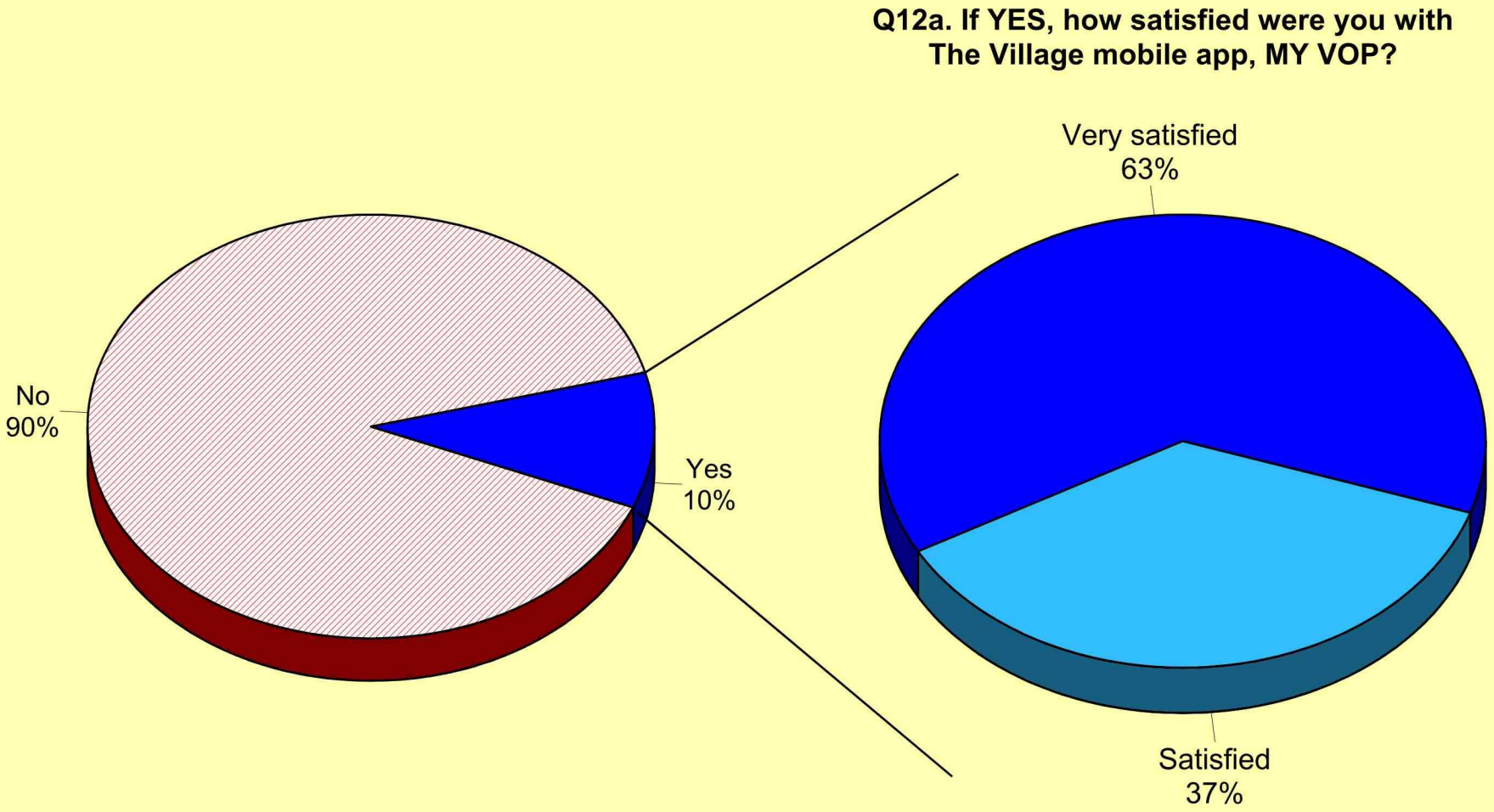


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q12. Have you used the Village's mobile app ("MY VOP") during the past 12 months?

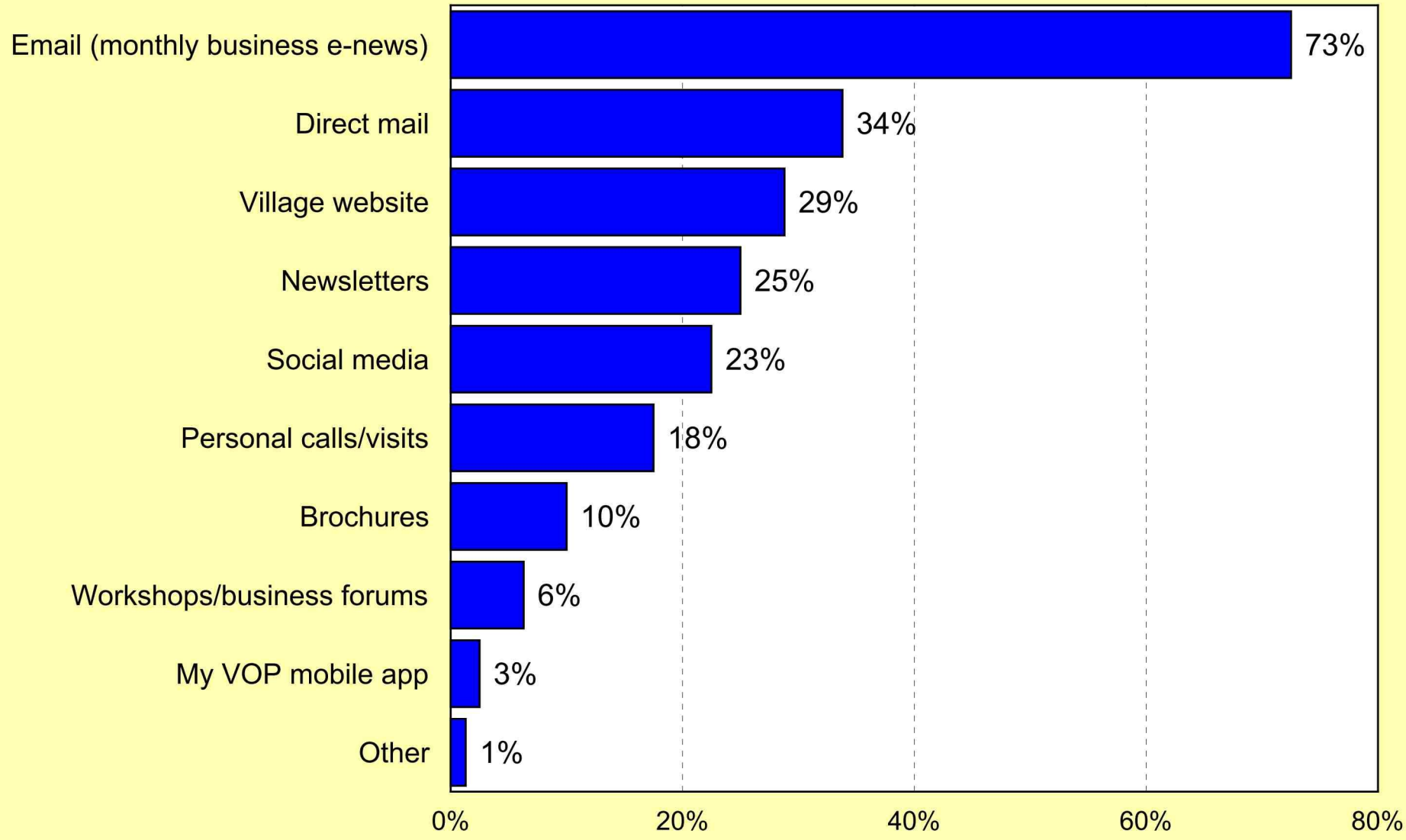
by percentage of respondents (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q13. Which of the following are the best ways for the Village to communicate important information to your business?

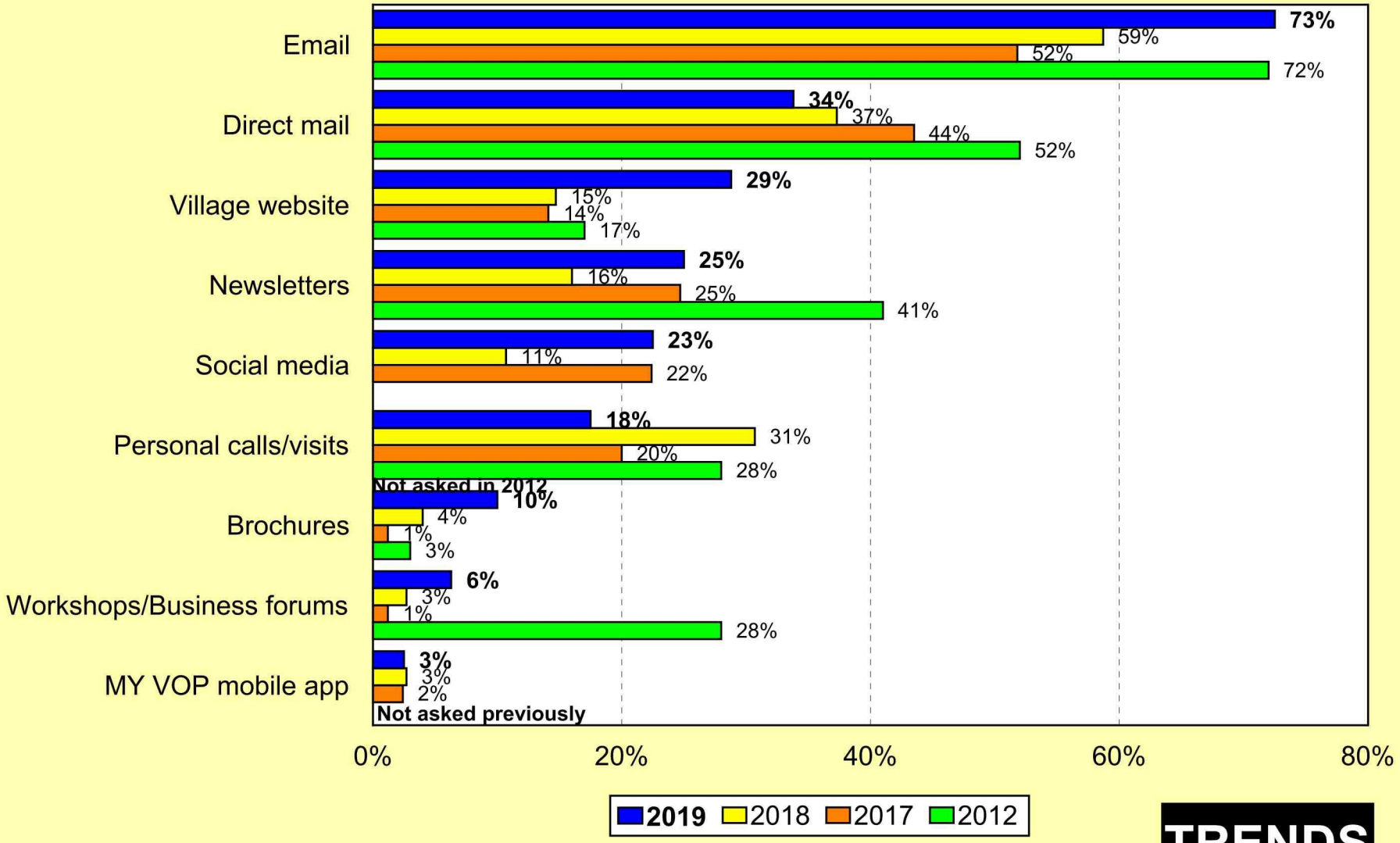
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q13. Which of the following are the best ways for the Village to communicate important information to your business? 2012 to 2019

by percentage of respondents (multiple choices could be made)

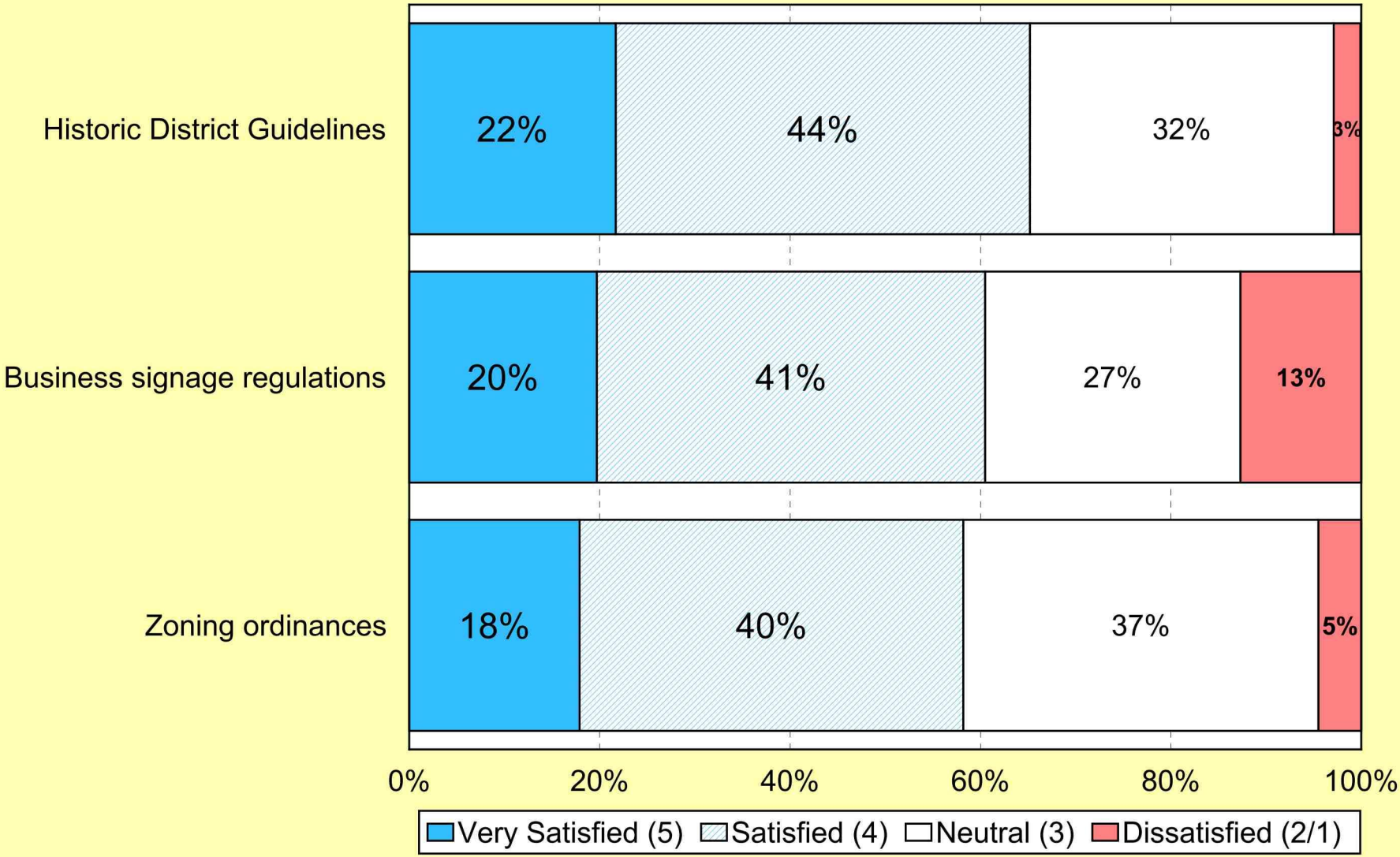


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances)

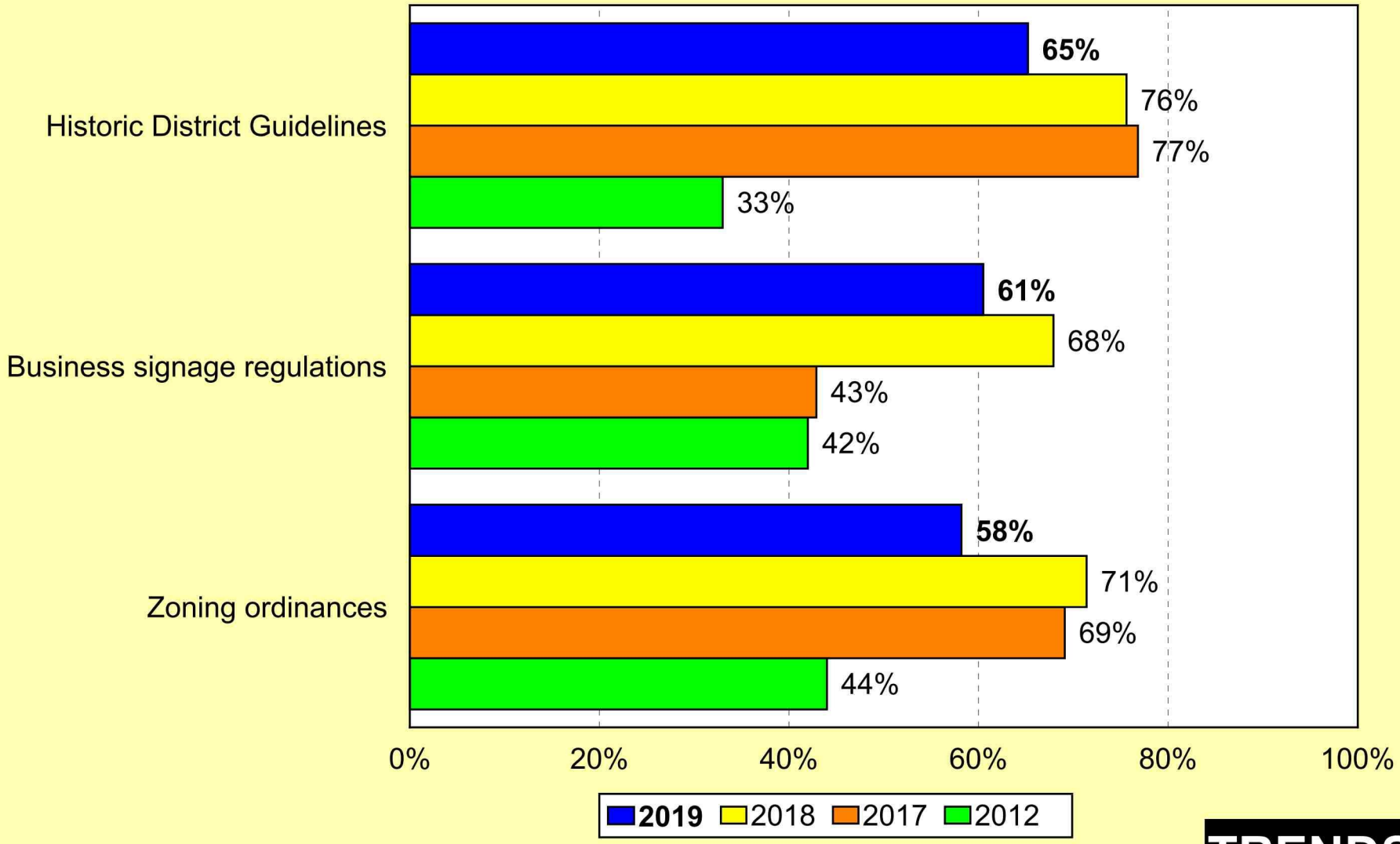
by percentage of respondents who had used the service or department and rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q14. Level of Satisfaction with Community Development (Village Codes and Ordinances) - 2012 to 2019

by percentage of respondents who had used the service or department and answered "very satisfied" or "satisfied"

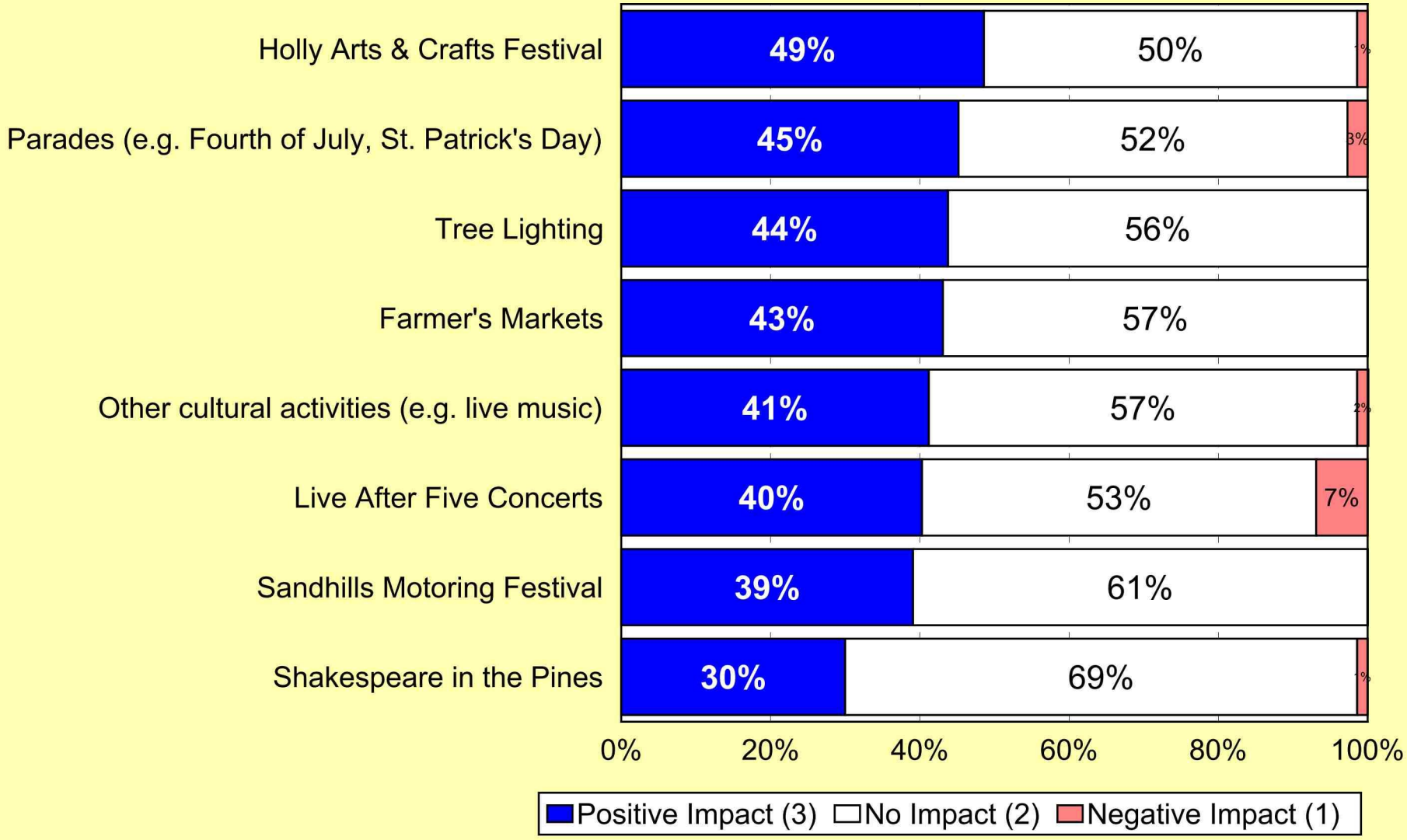


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business

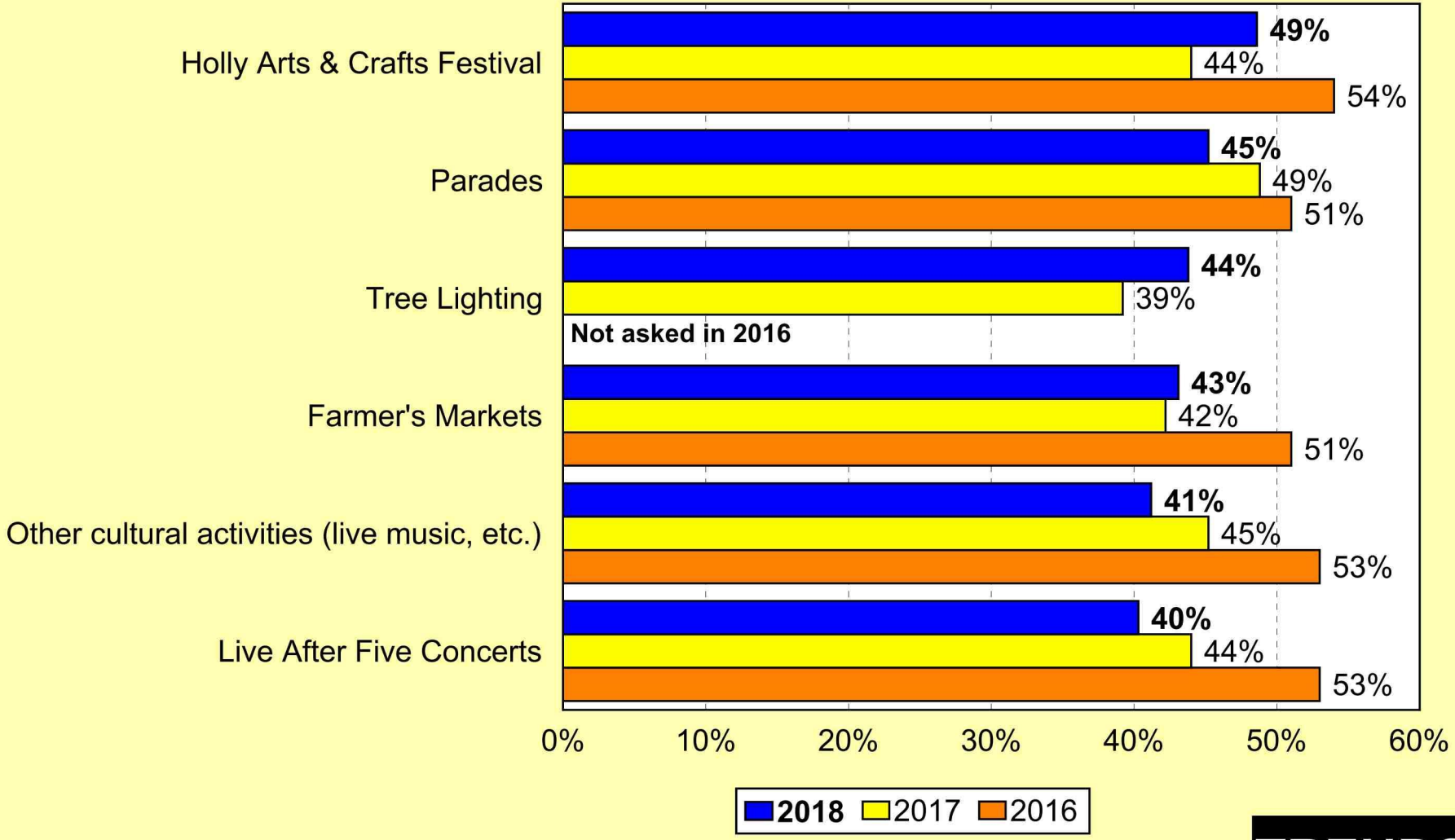
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q15. How Businesses Feel About the Impact the Following Events in the Village Center Have on Their Business 2016 to 2019

by percentage of respondents who felt the event had a "positive impact" on their business

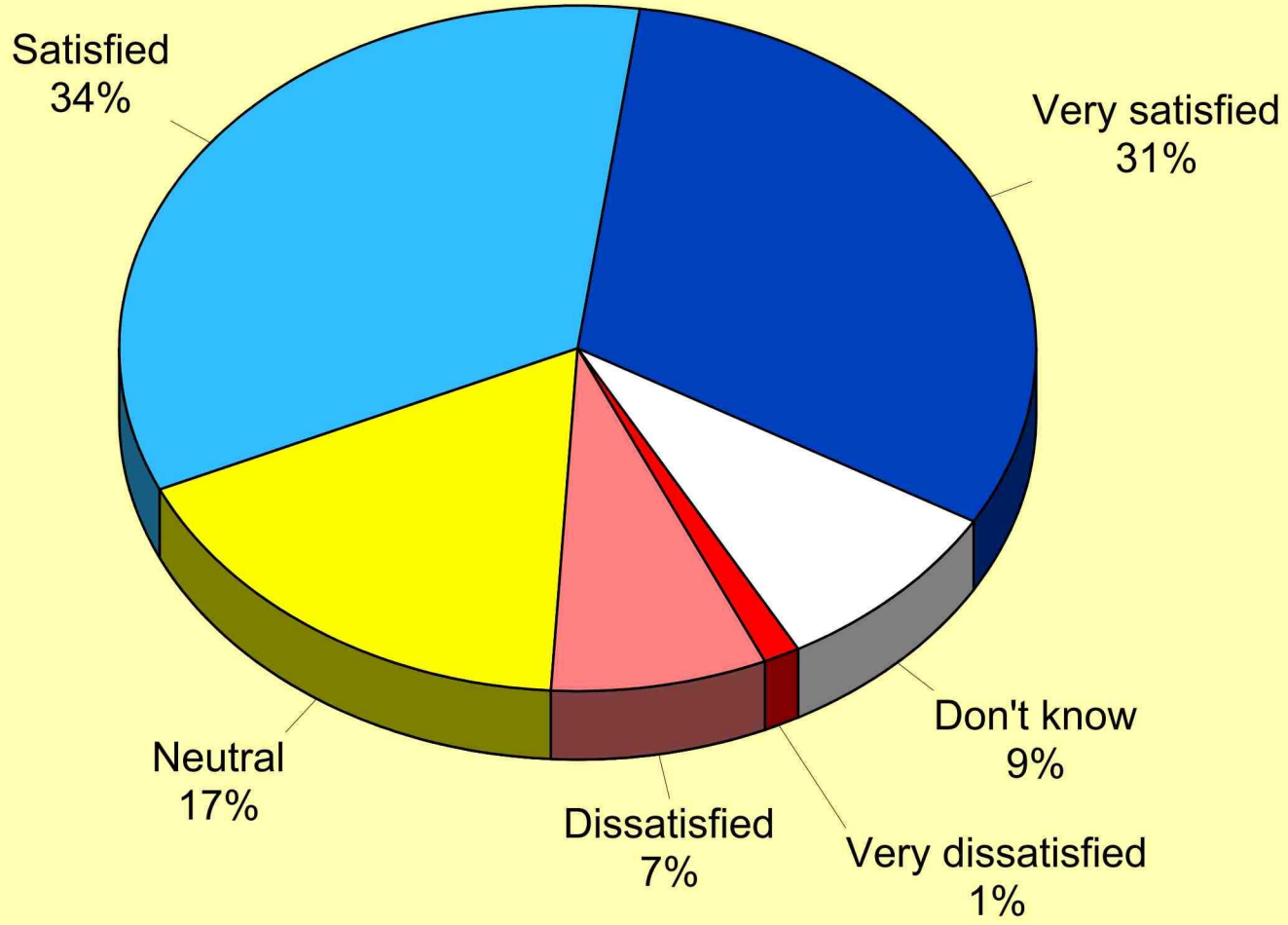


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village?

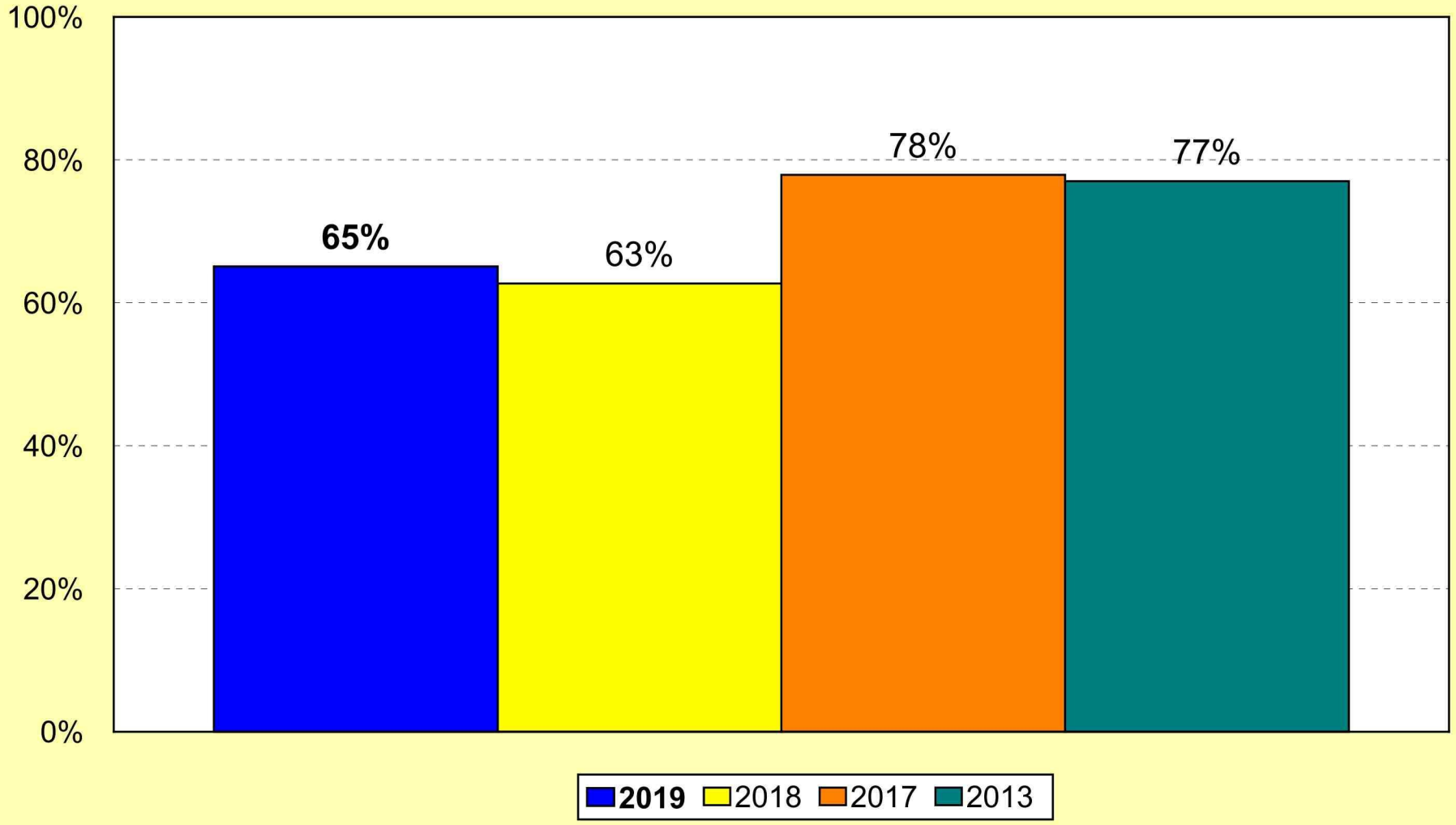
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q16. How satisfied are you with the way the Village handles events that attract large crowds to the Village? 2013 to 2019

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

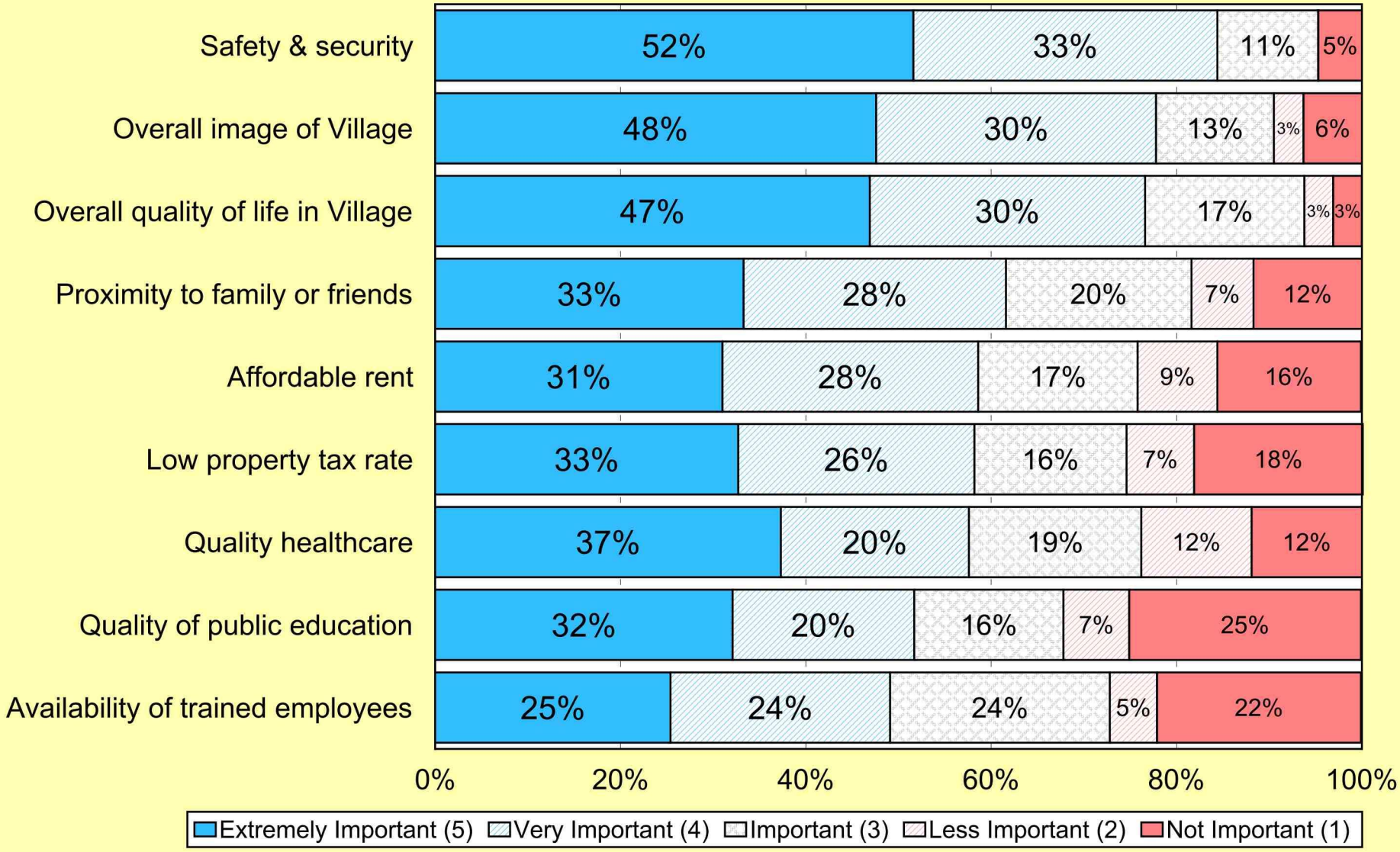


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst

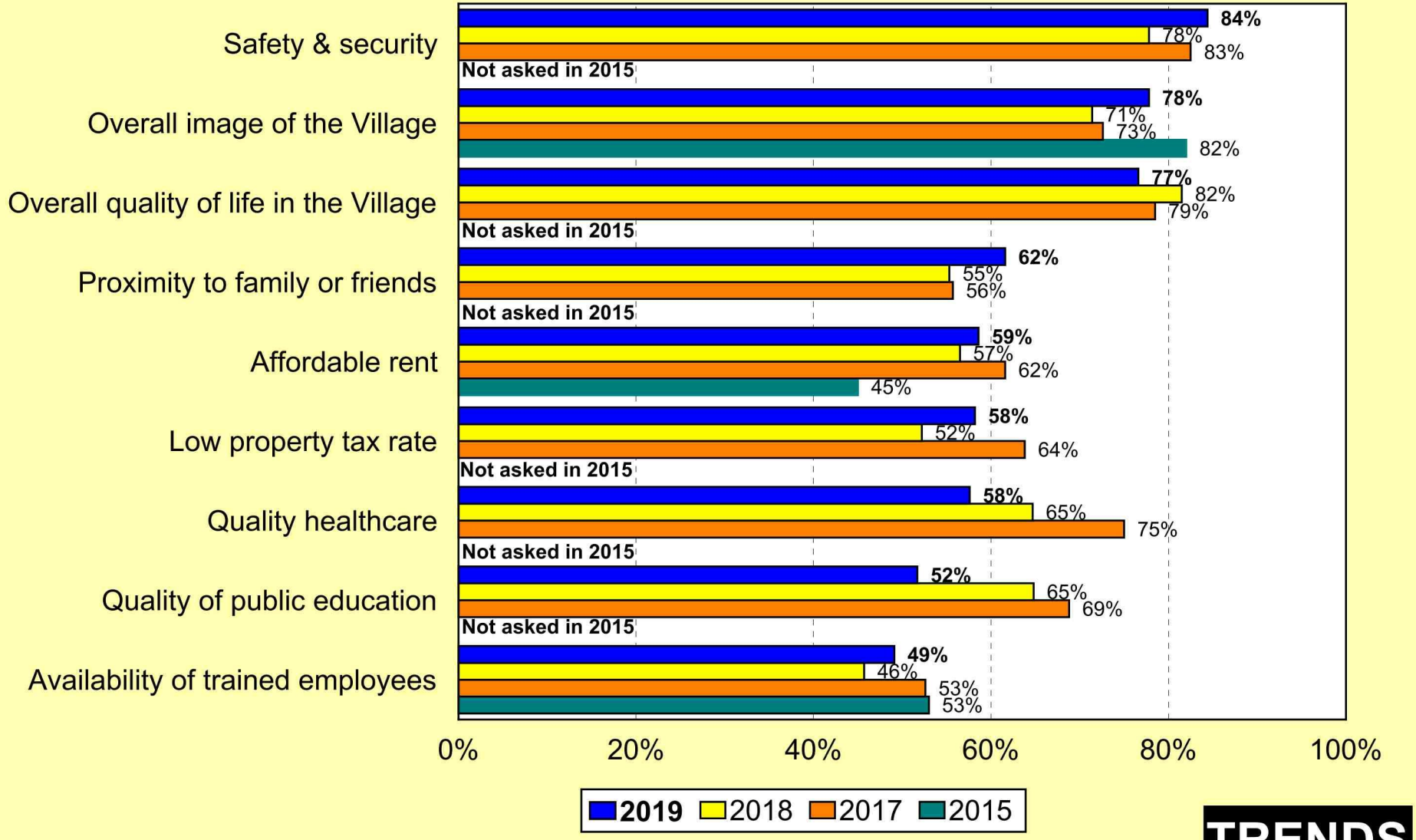
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q17. Importance of Various Reasons in Your Decision to Locate Your Business in the Village of Pinehurst 2015 to 2019

by percentage of respondents who felt the reason was "extremely important" or "very important"

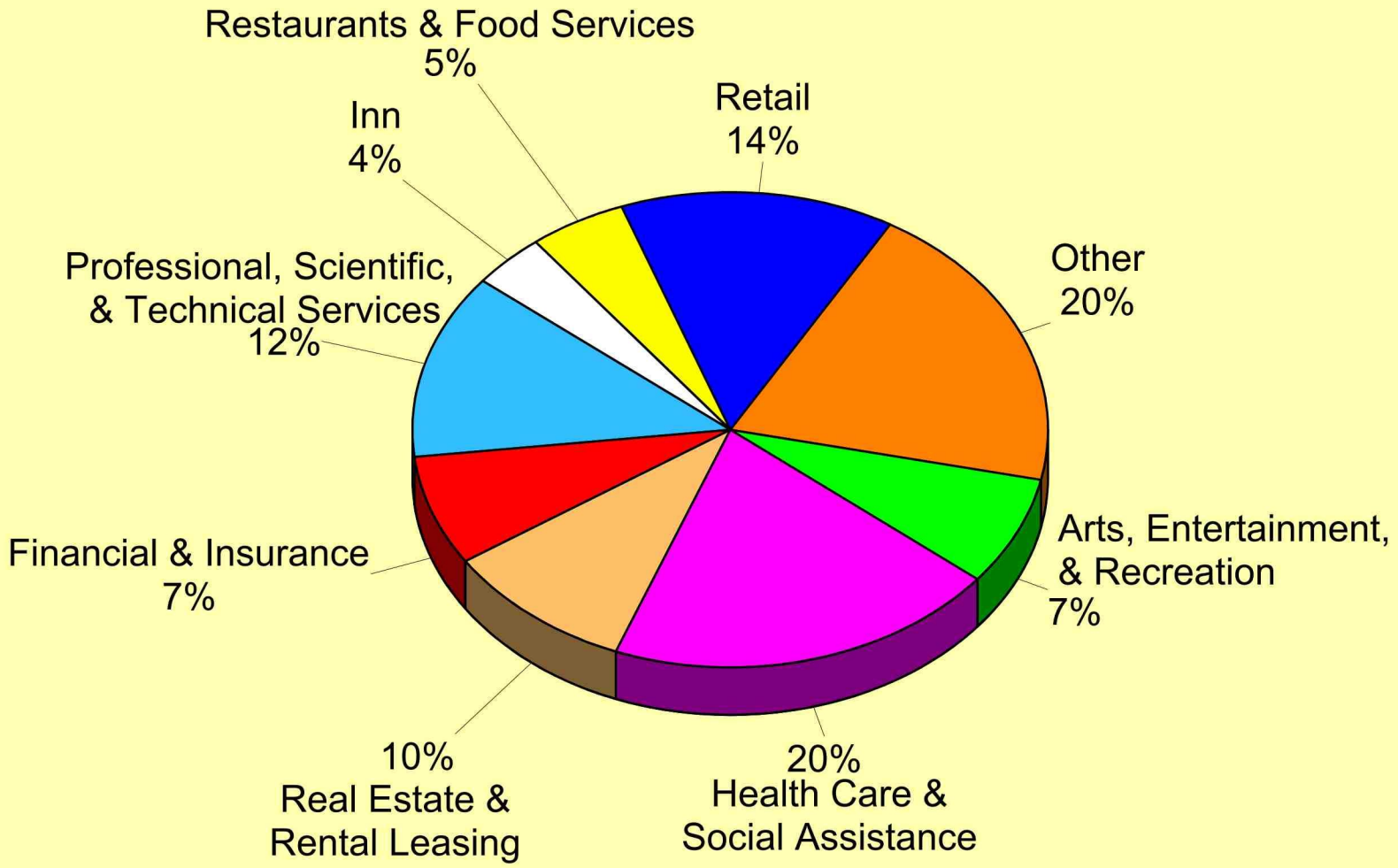


TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q20. Primary Business Category for Your Business

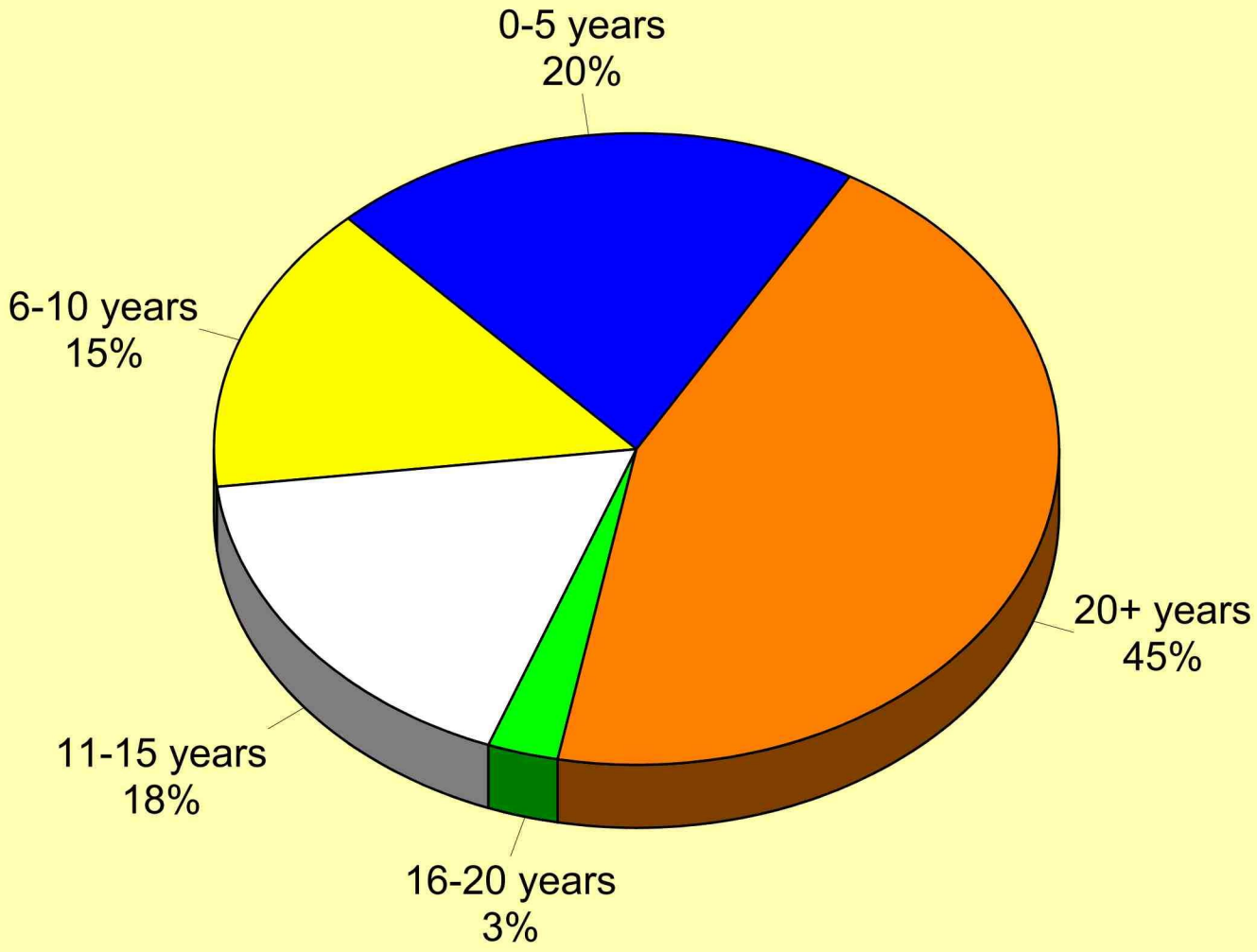
by percentage of respondents



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q21. How many years have you been in operation in the Village?

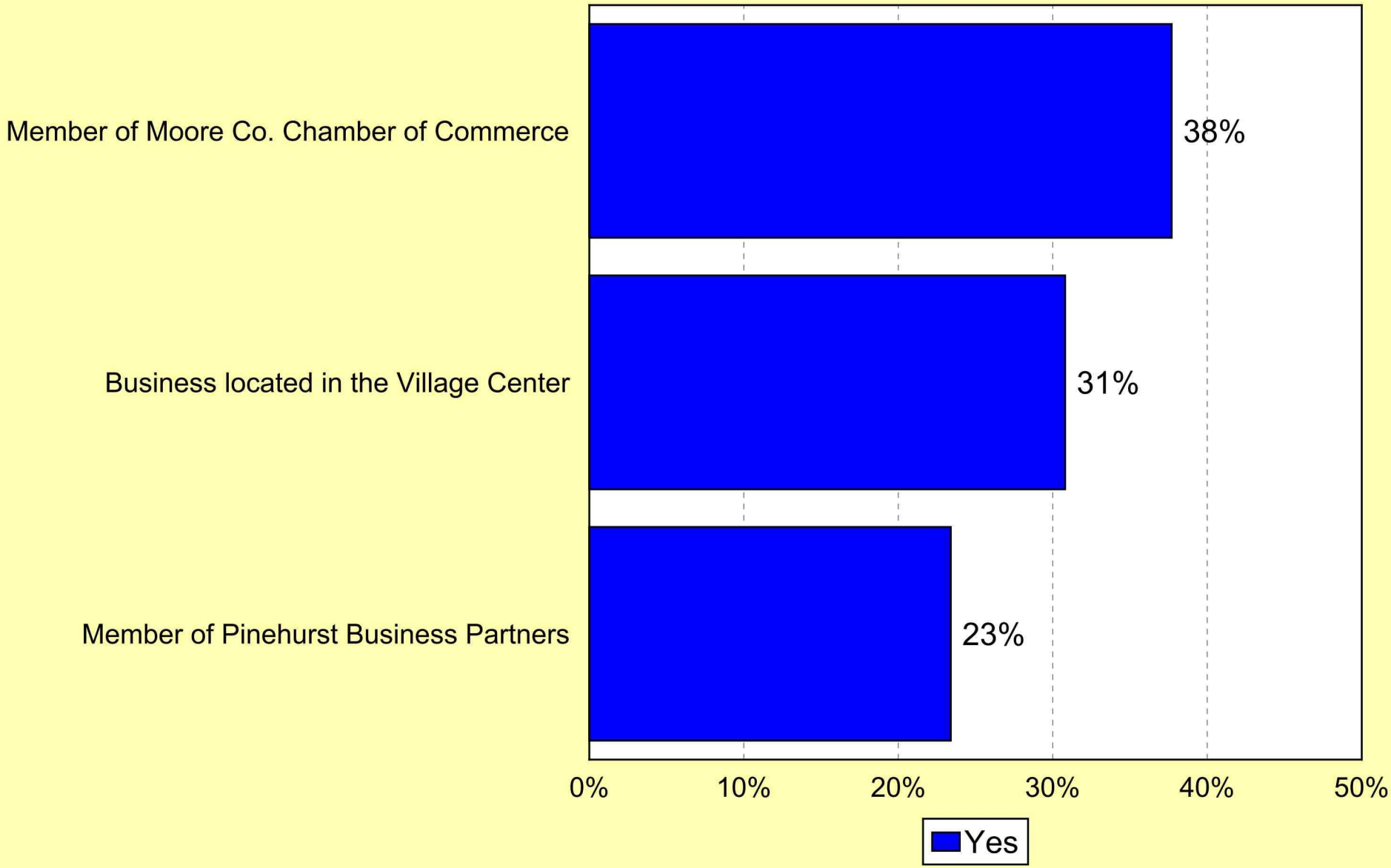
by percentage of respondents (excluding "not provided")



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q22. Is Your Business Any of the Following:

by percentage of respondents who answered "yes"



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of Village services they think are most important to their business. Approximately thirty-nine percent (38.8%) of respondents selected *Streets and Grounds* as one of the most important services for the Village to provide.

With regard to satisfaction, 76% of respondents surveyed rated the Village's overall performance in *Streets and Grounds* 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 *Streets and Grounds* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 38.8% was multiplied by 24% (1-0.76). This yielded an I-S rating of 0.0931, 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>=0.20)
- *Increase Current Emphasis* (0.10<=IS<0.20)
- *Maintain Current Emphasis* (IS<0.10)

The results for the Village of Pinehurst are provided on the following page.

2019 Importance-Satisfaction Rating
Village of Pinehurst, North Carolina Business Survey
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)						
Streets and Grounds	39%	4	76%	7	0.0931	1
Planning and Zoning	14%	7	74%	8	0.0366	2
Fire Inspections	28%	5	90%	5	0.0276	3
Building Inspections	20%	6	88%	6	0.0240	4
Code Enforcement	6%	9	63%	9	0.0239	5
Police Emergency Response	53%	1	96%	3	0.0221	6
Police Patrol	50%	2	97%	2	0.0150	7
Village Hall (General)	10%	8	92%	4	0.0081	8
Fire Emergency Response	43%	3	100%	1	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.

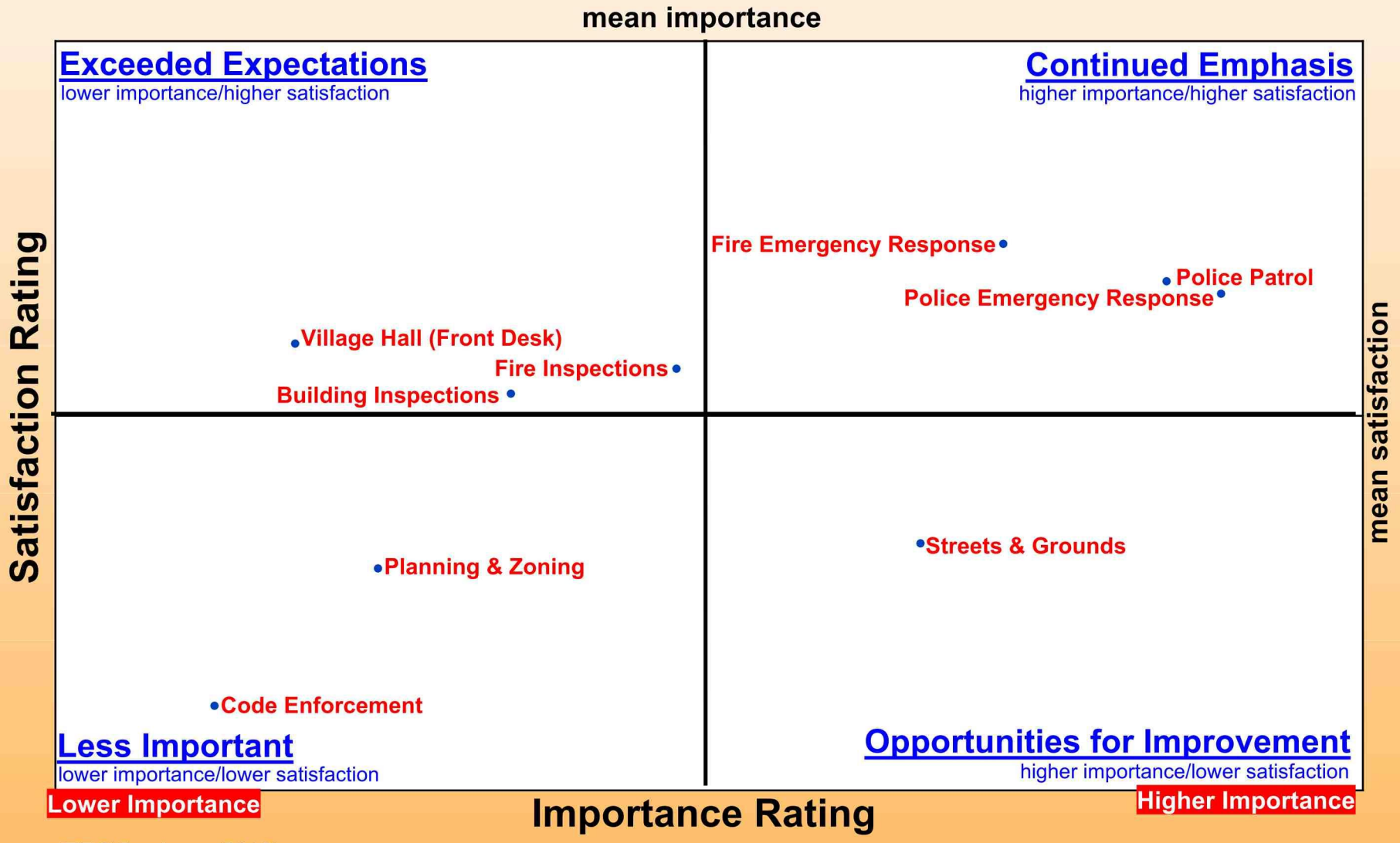
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the Village is not performing as well as customers expect the Village to perform. This area has a significant impact on customer satisfaction, and the Village should DEFINITELY increase 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.

2019 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 (2019)

Section 3
Tabular Data

Q1. Community Service Satisfaction. Please indicate if your business has used each of the services or departments listed below in the past year.

(N=80)

	Yes	No
Q1-1. Building Inspections	32.5%	67.5%
Q1-2. Fire Inspections	65.0%	35.0%
Q1-3. Planning & Zoning	25.0%	75.0%
Q1-4. Code Enforcement	20.0%	80.0%
Q1-5. Police Patrol	42.5%	57.5%
Q1-6. Police Emergency Response	30.0%	70.0%
Q1-7. Fire Emergency Response	17.5%	82.5%
Q1-8. Village Hall (Front Desk)	31.3%	68.8%
Q1-9. Streets & Grounds	32.5%	67.5%

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=67)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Building Inspections	44.0%	44.0%	12.0%	0.0%	0.0%	0.0%
Q1-2. Fire Inspections	58.0%	32.0%	8.0%	2.0%	0.0%	0.0%
Q1-3. Planning & Zoning	25.0%	45.0%	15.0%	5.0%	5.0%	5.0%
Q1-4. Code Enforcement	43.8%	18.8%	31.3%	6.3%	0.0%	0.0%
Q1-5. Police Patrol	73.5%	23.5%	0.0%	0.0%	2.9%	0.0%
Q1-6. Police Emergency Response	83.3%	12.5%	0.0%	0.0%	4.2%	0.0%
Q1-7. Fire Emergency Response	92.3%	7.7%	0.0%	0.0%	0.0%	0.0%
Q1-8. Village Hall (Front Desk)	76.0%	16.0%	8.0%	0.0%	0.0%	0.0%
Q1-9. Streets & Grounds	44.0%	32.0%	16.0%	4.0%	4.0%	0.0%

WITHOUT "DON'T KNOW"

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." (without "don't know")

(N=67)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building Inspections	44.0%	44.0%	12.0%	0.0%	0.0%
Q1-2. Fire Inspections	58.0%	32.0%	8.0%	2.0%	0.0%
Q1-3. Planning & Zoning	26.3%	47.4%	15.8%	5.3%	5.3%
Q1-4. Code Enforcement	43.8%	18.8%	31.3%	6.3%	0.0%
Q1-5. Police Patrol	73.5%	23.5%	0.0%	0.0%	2.9%
Q1-6. Police Emergency Response	83.3%	12.5%	0.0%	0.0%	4.2%
Q1-7. Fire Emergency Response	92.3%	7.7%	0.0%	0.0%	0.0%
Q1-8. Village Hall (Front Desk)	76.0%	16.0%	8.0%	0.0%	0.0%
Q1-9. Streets & Grounds	44.0%	32.0%	16.0%	4.0%	4.0%

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	6	7.5 %
Fire Inspections	4	5.0 %
Planning & Zoning	7	8.8 %
Code Enforcement	1	1.3 %
Police Patrol	21	26.3 %
Police Emergency Response	17	21.3 %
Fire Emergency Response	8	10.0 %
Village Hall (Front Desk)	2	2.5 %
Streets & Grounds	6	7.5 %
None chosen	8	10.0 %
Total	80	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	4	5.0 %
Fire Inspections	13	16.3 %
Planning & Zoning	1	1.3 %
Code Enforcement	1	1.3 %
Police Patrol	7	8.8 %
Police Emergency Response	16	20.0 %
Fire Emergency Response	17	21.3 %
Village Hall (Front Desk)	1	1.3 %
Streets & Grounds	12	15.0 %
None chosen	8	10.0 %
Total	80	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	6	7.5 %
Fire Inspections	5	6.3 %
Planning & Zoning	3	3.8 %
Code Enforcement	3	3.8 %
Police Patrol	12	15.0 %
Police Emergency Response	9	11.3 %
Fire Emergency Response	9	11.3 %
Village Hall (Front Desk)	5	6.3 %
Streets & Grounds	13	16.3 %
None chosen	15	18.8 %
Total	80	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	16	20.0 %
Fire Inspections	22	27.5 %
Planning & Zoning	11	13.8 %
Code Enforcement	5	6.3 %
Police Patrol	40	50.0 %
Police Emergency Response	42	52.5 %
Fire Emergency Response	34	42.5 %
Village Hall (Front Desk)	8	10.0 %
Streets & Grounds	31	38.8 %
None chosen	8	10.0 %
Total	217	

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 by Village of Pinehurst	Number	Percent
Significantly higher than your expectations	12	15.0 %
Higher than your expectations	14	17.5 %
Meets your expectations	40	50.0 %
Below your expectations	4	5.0 %
Significantly below your expectations	2	2.5 %
Don't know	8	10.0 %
Total	80	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 by Village of Pinehurst	Number	Percent
Significantly higher than your expectations	12	16.7 %
Higher than your expectations	14	19.4 %
Meets your expectations	40	55.6 %
Below your expectations	4	5.6 %
Significantly below your expectations	2	2.8 %
Total	72	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=80)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Supporting business growth & development	20.0%	31.3%	32.5%	2.5%	8.8%	5.0%
Q4-2. Availability of employee & customer parking around your business	20.0%	31.3%	18.8%	7.5%	8.8%	13.8%
Q4-3. Condition of sidewalks	25.0%	43.8%	10.0%	6.3%	2.5%	12.5%
Q4-4. Creating & promoting special events	25.0%	46.3%	18.8%	0.0%	2.5%	7.5%
Q4-5. Historic preservation efforts	22.5%	38.8%	30.0%	0.0%	0.0%	8.8%
Q4-6. Cleanliness of Village streets & public areas	37.5%	46.3%	5.0%	2.5%	1.3%	7.5%
Q4-7. Landscape maintenance in right of ways & public areas	40.0%	41.3%	6.3%	2.5%	0.0%	10.0%

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=80)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Supporting business growth & development	21.1%	32.9%	34.2%	2.6%	9.2%
Q4-2. Availability of employee & customer parking around your business	23.2%	36.2%	21.7%	8.7%	10.1%
Q4-3. Condition of sidewalks	28.6%	50.0%	11.4%	7.1%	2.9%
Q4-4. Creating & promoting special events	27.0%	50.0%	20.3%	0.0%	2.7%
Q4-5. Historic preservation efforts	24.7%	42.5%	32.9%	0.0%	0.0%
Q4-6. Cleanliness of Village streets & public areas	40.5%	50.0%	5.4%	2.7%	1.4%
Q4-7. Landscape maintenance in right of ways & public areas	44.4%	45.8%	6.9%	2.8%	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=80)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall image of Village	43.8%	42.5%	10.0%	1.3%	1.3%	1.3%
Q5-2. Overall quality of life	48.8%	37.5%	11.3%	0.0%	0.0%	2.5%
Q5-3. Overall feeling of safety	53.8%	43.8%	0.0%	0.0%	1.3%	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=80)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall image of Village	44.3%	43.0%	10.1%	1.3%	1.3%
Q5-2. Overall quality of life	50.0%	38.5%	11.5%	0.0%	0.0%
Q5-3. Overall feeling of safety	54.4%	44.3%	0.0%	0.0%	1.3%

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	33	41.3 %
Likely	20	25.0 %
Somewhat likely	18	22.5 %
Not likely	3	3.8 %
Not likely at all	2	2.5 %
Don't know	4	5.0 %
Total	80	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	33	43.4 %
Likely	20	26.3 %
Somewhat likely	18	23.7 %
Not likely	3	3.9 %
Not likely at all	2	2.6 %
Total	76	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 is overall business atmosphere in Village of Pinehurst today compared to two years ago	Number	Percent
Better	26	32.5 %
No change, but good	34	42.5 %
No change, but poor	2	2.5 %
Worse	6	7.5 %
Don't know	12	15.0 %
Total	80	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 is overall business atmosphere in Village of Pinehurst today compared to two years ago	Number	Percent
Better	26	38.2 %
No change, but good	34	50.0 %
No change, but poor	2	2.9 %
Worse	6	8.8 %
Total	68	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	26	32.5 %
Good	38	47.5 %
Poor	2	2.5 %
Don't know	14	17.5 %
Total	80	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	26	39.4 %
Good	38	57.6 %
Poor	2	3.0 %
Total	66	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=80)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9-1. Village staff was responsive to my needs	33.8%	27.5%	12.5%	1.3%	1.3%	23.8%
Q9-2. Village staff was competent	35.0%	28.8%	8.8%	1.3%	1.3%	25.0%
Q9-3. Village staff was courteous	41.3%	25.0%	8.8%	1.3%	0.0%	23.8%
Q9-4. My issue was resolved promptly	23.8%	28.8%	12.5%	2.5%	1.3%	31.3%

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=80)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Village staff was responsive to my needs	44.3%	36.1%	16.4%	1.6%	1.6%
Q9-2. Village staff was competent	46.7%	38.3%	11.7%	1.7%	1.7%
Q9-3. Village staff was courteous	54.1%	32.8%	11.5%	1.6%	0.0%
Q9-4. My issue was resolved promptly	34.5%	41.8%	18.2%	3.6%	1.8%

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	16	20.0 %
Satisfied	34	42.5 %
Neutral	16	20.0 %
Dissatisfied	4	5.0 %
Very dissatisfied	2	2.5 %
Don't know	8	10.0 %
Total	80	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	16	22.2 %
Satisfied	34	47.2 %
Neutral	16	22.2 %
Dissatisfied	4	5.6 %
Very dissatisfied	2	2.8 %
Total	72	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	44	55.0 %
No	33	41.3 %
Don't know	3	3.8 %
Total	80	100.0 %

WITHOUT "DON'T KNOW"

Q11. Have you visited the Village's website (vopnc.org) during the last 12 months? (without "don't know")

Q11. Have you visited Village's website (vopnc.org) during last 12 months	Number	Percent
Yes	44	57.1 %
No	33	42.9 %
Total	77	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=44)

	Very good	Good	Average	Poor	Don't know
Q11a-1. Easy to navigate	43.2%	29.5%	22.7%	2.3%	2.3%
Q11a-2. Availability of information about Village services	43.2%	34.1%	18.2%	0.0%	4.5%

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=44)

	Very good	Good	Average	Poor
Q11a-1. Easy to navigate	44.2%	30.2%	23.3%	2.3%
Q11a-2. Availability of information about Village services	45.2%	35.7%	19.0%	0.0%

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	16	36.4 %
Satisfied	19	43.2 %
Neutral	8	18.2 %
Don't know	1	2.3 %
Total	44	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	16	37.2 %
Satisfied	19	44.2 %
Neutral	8	18.6 %
Total	43	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	8	10.0 %
No	71	88.8 %
Don't know	1	1.3 %
Total	80	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	8	10.1 %
No	71	89.9 %
Total	79	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	5	62.5 %
Satisfied	3	37.5 %
Total	8	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. Best ways for Village to communicate with you to get important information to your business

	Number	Percent
Direct mail	27	33.8 %
Village website	23	28.8 %
Email (monthly business e-news)	58	72.5 %
Workshops/business forums	5	6.3 %
Social media	18	22.5 %
Personal calls/visits	14	17.5 %
Newsletters	20	25.0 %
Brochures	8	10.0 %
MY VOP mobile app	2	2.5 %
Other	1	1.3 %
Total	176	

Q13-10. Other

Q13-10. Other	Number	Percent
Phone call	1	100.0 %
Total	1	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=80)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Zoning ordinances	15.0%	33.8%	31.3%	3.8%	0.0%	16.3%
Q14-2. Business signage regulations	17.5%	36.3%	23.8%	10.0%	1.3%	11.3%
Q14-3. Historic district guidelines	18.8%	37.5%	27.5%	1.3%	1.3%	13.8%

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=80)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Zoning ordinances	17.9%	40.3%	37.3%	4.5%	0.0%
Q14-2. Business signage regulations	19.7%	40.8%	26.8%	11.3%	1.4%
Q14-3. Historic district guidelines	21.7%	43.5%	31.9%	1.4%	1.4%

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=80)

	Positive impact	No impact	Negative impact	Don't know
Q15-1. Farmer's Markets	38.8%	51.3%	0.0%	10.0%
Q15-2. Live After Five Concerts	36.3%	47.5%	6.3%	10.0%
Q15-3. Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	41.3%	47.5%	2.5%	8.8%
Q15-4. Holly Arts & Crafts Festival	43.8%	45.0%	1.3%	10.0%
Q15-5. Tree Lighting	40.0%	51.3%	0.0%	8.8%
Q15-6. Shakespeare in the Pines	26.3%	60.0%	1.3%	12.5%
Q15-7. Sandhills Motoring Festival	33.8%	52.5%	0.0%	13.8%
Q15-8. Other cultural activities (e.g. performing arts)	35.0%	48.8%	1.3%	15.0%

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=80)

	Positive impact	No impact	Negative impact
Q15-1. Farmer's Markets	43.1%	56.9%	0.0%
Q15-2. Live After Five Concerts	40.3%	52.8%	6.9%
Q15-3. Parades (e.g. Fourth of July, St. Patrick's Day, US Kids)	45.2%	52.1%	2.7%
Q15-4. Holly Arts & Crafts Festival	48.6%	50.0%	1.4%
Q15-5. Tree Lighting	43.8%	56.2%	0.0%
Q15-6. Shakespeare in the Pines	30.0%	68.6%	1.4%
Q15-7. Sandhills Motoring Festival	39.1%	60.9%	0.0%
Q15-8. Other cultural activities (e.g. performing arts)	41.2%	57.4%	1.5%

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	25	31.3 %
Satisfied	27	33.8 %
Neutral	14	17.5 %
Dissatisfied	6	7.5 %
Very dissatisfied	1	1.3 %
Don't know	7	8.8 %
Total	80	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	25	34.2 %
Satisfied	27	37.0 %
Neutral	14	19.2 %
Dissatisfied	6	8.2 %
Very dissatisfied	1	1.4 %
Total	73	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=80)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q17-1. Overall image of Village	37.5%	23.8%	10.0%	2.5%	5.0%	21.3%
Q17-2. Safety & security	41.3%	26.3%	8.8%	0.0%	3.8%	20.0%
Q17-3. Availability of trained employees	18.8%	17.5%	17.5%	3.8%	16.3%	26.3%
Q17-4. Low property tax rate	22.5%	17.5%	11.3%	5.0%	12.5%	31.3%
Q17-5. Quality healthcare	27.5%	15.0%	13.8%	8.8%	8.8%	26.3%
Q17-6. Affordable rent	22.5%	20.0%	12.5%	6.3%	11.3%	27.5%
Q17-7. Proximity to family or friends	25.0%	21.3%	15.0%	5.0%	8.8%	25.0%
Q17-8. Quality of public education	22.5%	13.8%	11.3%	5.0%	17.5%	30.0%
Q17-9. Overall quality of life in Village	37.5%	23.8%	13.8%	2.5%	2.5%	20.0%

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=80)

	Extremely important	Very important	Important	Less important	Not important
Q17-1. Overall image of Village	47.6%	30.2%	12.7%	3.2%	6.3%
Q17-2. Safety & security	51.6%	32.8%	10.9%	0.0%	4.7%
Q17-3. Availability of trained employees	25.4%	23.7%	23.7%	5.1%	22.0%
Q17-4. Low property tax rate	32.7%	25.5%	16.4%	7.3%	18.2%
Q17-5. Quality healthcare	37.3%	20.3%	18.6%	11.9%	11.9%
Q17-6. Affordable rent	31.0%	27.6%	17.2%	8.6%	15.5%
Q17-7. Proximity to family or friends	33.3%	28.3%	20.0%	6.7%	11.7%
Q17-8. Quality of public education	32.1%	19.6%	16.1%	7.1%	25.0%
Q17-9. Overall quality of life in Village	46.9%	29.7%	17.2%	3.1%	3.1%

Q18. What are the most important issues facing Pinehurst today?

- 3 break-ins in 5 years. NO Arrests or updates
- Attracting younger families.
- CONGESTION ON HIGHWAY 5, STORM WATER RUNOFF, GROWTH AND EXPANSION.
- Continued growth and infrastructure.
- Declining tourism and lack of merchants in the Village
- Developing future vibrancy plans, parking
- development
- Development in outer areas. Pinehurst is the core attraction of the entire area. Hopefully the outside development won't diminish the reputation the village has for history, cleanliness, safety, and beauty. I am strongly against a parking deck in the Village core. The quality of the restaurants in Pinehurst is more than adequate. I believe the economy (supply and demand) will take care of whether we need more restaurants in the Village core.
- Empty store fronts. The Village should not sit by and allow prime spaces to sit vacant, i.e. BBT building, theater building and up until recently department store. Aberdeen is looking to pass a law to make landlords more liable for their spaces. If a space sits vacant for too long the landlord will be fined. We hear all the time from customers and residents that the village is losing it appeal and becoming more of a ghost town. The theater building has become a black hole that no money is being invested into it to make it more desirable for new tenants. Parking. We hear it every day that there is limited parking and customers will circle and if they can't find parking they will leave. We sit and watch the real estate, lawyers, banking and restaurant employees park up front in prime parking for paying customers.
- Events in the village are a great but they don't create spending in the stores. We need events that drive business. Disconnect between hotel and village. We hear it all the time that the Resort doesn't utilize the charm of the village it resides in enough. It would be more beneficial to both parties if we became more connected through sharing information and sharing events, things to do with each side. The Resort looks to keep all spending on their property. It doesn't allow the village to benefit or the tourist to have a reason to come back.
- From a business point of view in the heart of the Village: PARKING...cleanliness...code enforcement...I could go on and on. The image of the heart of the village is not what it was or should be, this from residents and visitors alike. While it is still nice and visual we are letting go of our unique identity and morphing into any town USA. Why will Pinehurst be so desirable then? It takes time, effort and money to come here and when people decide to come, we should be dazzling them with charm, uniqueness, visually pleasing, well maintained streets and structures, clean sidewalks, clean garbage cans, etc., etc. We are taking the easy and lazy way out by allowing Pinehurst to become like every other town, when we should be preserving and protecting what put us on the map and made us special...and I say this while still understanding growth and moving forward. This comments are from a business point of view and regarding the heart of the VOP. I have been in business here 14.5 years...I would never open here now.
- Growth
- Growth and how to address what is coming. The whole county is growing and how will the Village face this growth? Also, parking by employees and not customers in front of other businesses (but I have no good solution for that except each business must be considerate of the other businesses spaces). The future of the Library.
- Growth vs limited growth
- Growth within our community and schools to accommodate that growth and roads for that growth to travel on. It's not a sleepy little retirement town like it use to be. More and more young families are coming to the area because of the current schools and that's a good thing. Pinehurst is a great place to raise a family.

Q18. What are the most important issues facing Pinehurst today? (cont.)

- Growth within small area, transportation, safety
- Growth/Traffic
- Handling the burgeoning growth
- How to attract business that can last for more than a year or a season in the Village.
- INTELLIGENT GROWTH
- Lack of sustainable retail foot traffic in the village on a daily basis.
- Lost the Attention or desire of the discriminating client to visit or locate here. No leadership or unity to attract new retail in the Village.
- managing growth
- More businesses. Water removal during storms.
- Our business is not located in the Village.
- Overcrowding, particularly at events. Lack of businesses/retail shops in the village. Darn streets at night.
- Parking and lack of diversity of shops. Not everyone that comes to Pinehurst wants to buy a house.
- PARKING ON SUNDAYS
- PARKING. The additional parking spaces added to McIntyre Road are great. We have only three parking spaces directly in front of our building and the customers who go to Maxies often park in these spaces instead of using Maxie's parking lot. We have elderly customers who come to the shop and it is difficult for them to walk from the
- parking spaces across the street. The service trucks who go to Maxies block our parking area -- sometimes for long periods of time.
- PINEHURST MERCHANTS TAKE UP ALL PARKING BY 9 AM, THEY NEED TO FIND PARKING FOR BUSINESS PEOPLE, I GET A RIDE TO WORK TO SAVE A SPOT.
- Planning for and accommodating the economic growth of the area, especially in improvements to transportation (roads and streets), and good land use planning in coordination with adjacent communities.
- PRESERVATION OF WILDLIFE AND FORESTRY AND GROWTH.
- REFUSAL TO ACCEPT CHANGE AND ADAPT, BE PROACTIVE VERSE RELATIVE AS WE ARE NOW.
- Roads are in poor condition
- SUPPORT OF SMALL BUSINESS OWNERS AND STREETS, KEEP GROUNDS CLEAR AND CLEAN.
- The change in demographic. Pinehurst continues to get younger, particularly with the expansion of the fort brag bringing in additional soldiers. Pinehurst needs to be prepared to serve this community with the ever shifting demographic.
- The council is old school and does not see the need for growth, or should I say unwilling to make concessions as it relates to the village concerning growth. I understand they have a desire to preserve village proper but need to see that changes need to be made in order to accommodate growth.
- Traffic
- Traffic
- TRAFFIC, PARKING IN TOWN, TRAFFIC CIRCLE ACCIDENTS.

Q19. Do you have any suggestions for how the Village could serve your business better?

- Businesses partnering together to support each other
- Encourage more people to shop in the village!
- Fix roads near business. Large potholes and broken pavement.
- I admire the Village's strong zoning requirements. The Tufts preserved Pinehurst for many years, and the town is following in their footsteps.
- It would definitely help if the Village subscribed to the philosophy that it helps the local economy to purchase locally. It seems Village purchasing would rather purchase the products we supply from national vendors rather than helping to support the local economy. This is true even when the prices locally are competitive with superior customer service. After making numerous attempts to work with them on local purchasing, we have basically given up on the Village.
- Make the two extremely large parking places in from of my showroom into three! Most locals always park three cars there anyways. Also put up a one way sign post on Market Square as at least twice a week cars go down the wrong way.
- Making the town more business friendly. Less regulation and restriction on business would have the largest impact. Population size has already begun to increase with a much younger demographic. Getting more businesses in the are that cater to this, would be beneficial.
- More Events IN the village, but scheduled so that it benefits no deters customers. (Should consult retail business owners/managers for ideas).
- More up lighting (streets lights are blocked by the trees, so it appears dark until you get right up under it). Music playing in the landscape. (encourages people to stay in the village). Rocking chairs placed at corners on sidewalks (again, encourages people to stay)
- More merchants would attract more foot traffic.
- More nighttime police patrols to the only pharmacy in the city limits that gas 3 break in within 5 years at night with no arrests
- no, good job
- Public transportation to the medical facilities and possibly businesses would be an asset. Could use remote parking areas (ballfields, abandoned shopping center areas)
- RE-ESTABLISH PARTNERSHIP WITH PINEHURST BUSINESS PARTNERS NON-PROFIT GROUP TO WORK ON CO-SPONSORSHIP AND CUSTOMER FIRST PARKING.
- Stable staffing and consistent policies that are equally applied to all.
- Street lighting (to keep in-line with historic appearance, i.e. lantern style, etc.). Perhaps spotlighting a business in the Village in each newsletter so residence and other businesses know what businesses are here.
- We are in the service district - by most people's comments - the dregs.
- When I asked why our side of the block didn't get sidewalks - I was told because no one wants to walk past here.
- We are very satisfied with this great community.
- WE NEED TO ADAPT OR SUFFER, IT PAINS ME TO SEE SOUTHERN PINES PROSPERING WITH SMALL BUSINESS GROWTH, AND WE KEEP GETTING MORE AND MORE REALTORS.
- Yes, get a few fresh bodies with voting power that would bring about a little diversity in the overall decision making process. I think varied age ranges would produce better insight as well as ideas as it relates to growth and how to better serve its population.
- Yes, many...but no one is or has been listening.

Q20. Business Category. Please indicate the primary business category for your business.

Q20. Primary business category for your business	Number	Percent
Retail	11	13.8 %
Restaurants & food services	4	5.0 %
Inn	3	3.8 %
Professional, scientific, & technical services	10	12.5 %
Financial & insurance	6	7.5 %
Real estate & rental leasing	8	10.0 %
Health care & social assistance	16	20.0 %
Arts, entertainment, & recreation	6	7.5 %
Other	16	20.0 %
Total	80	100.0 %

Q20-9. Other

Q20-9. Other	Number	Percent
Services	1	9.1 %
Commercial printer	1	9.1 %
Office space and barber shop	1	9.1 %
Non-profit membership organization	1	9.1 %
Non-profit for Veterans and their families, golf	1	9.1 %
Construction	1	9.1 %
Religious	1	9.1 %
Pet grooming	1	9.1 %
TRAVEL	1	9.1 %
Online retail and wholesale	1	9.1 %
CHURCH	1	9.1 %
Total	11	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	15	18.8 %
6-10 years	11	13.8 %
11-15 years	13	16.3 %
16-20 years	2	2.5 %
20+ years	33	41.3 %
Not provided	6	7.5 %
Total	80	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	15	20.3 %
6-10 years	11	14.9 %
11-15 years	13	17.6 %
16-20 years	2	2.7 %
20+ years	33	44.6 %
Total	74	100.0 %

Q22. Please answer the following questions.

(N=80)

	Yes	No	Not provided
Q22-1. Are you a member of Pinehurst Business Partners	22.5%	73.8%	3.8%
Q22-2. Are you a member of Moore County Chamber of Commerce	36.3%	60.0%	3.8%
Q22-3. Is your business located in Village Center	30.0%	67.5%	2.5%

WITHOUT "NOT PROVIDED"

Q22. Please answer the following questions. (without "not provided")

(N=80)

	Yes	No
Q22-1. Are you a member of Pinehurst Business Partners	23.4%	76.6%
Q22-2. Are you a member of Moore County Chamber of Commerce	37.7%	62.3%
Q22-3. Is your business located in Village Center	30.8%	69.2%

Section 4
Survey Instrument

1895
VILLAGE OF
PINEHURST

HISTORY, CHARM, AND SOUTHERN HOSPITALITY

July 2019

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.2019PinehurstBusinessSurvey.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 2019 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

2019 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. <u>Community Service Satisfaction.</u> 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
____(2) Higher than your expectations
____(3) Meets your expectations
____(4) Below your expectations
____(5) Significantly below 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

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5. **<u>Perceptions of the Village.</u> 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. **<u>Customer Service.</u> 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. **<u>Communication.</u> 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 (*<u>vopnc.org</u>*) 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. <u>Community Development.</u> 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. <u>Village Events.</u> 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.	Shakespeare in the Pines	3	2	1	9
7.	Sandhills Motoring Festival	3	2	1	9
8.	Other cultural activities (e.g. performing arts)	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. <u>Additional Feedback.</u> 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. <u>Business Category.</u> Please indicate the primary business category for your business.

____(1) Retail
____(2) Restaurants and Food Services
____(3) Inn
____(4) Professional, Scientific, and Technical Services
____(5) Financial and Insurance
____(6) Real Estate and Rental Leasing
____(7) Health Care and Social Assistance
____(8) Arts, Entertainment, and Recreation
____(9) Other: _____

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.

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2019 Business Survey
Village of Pinehurst, NC

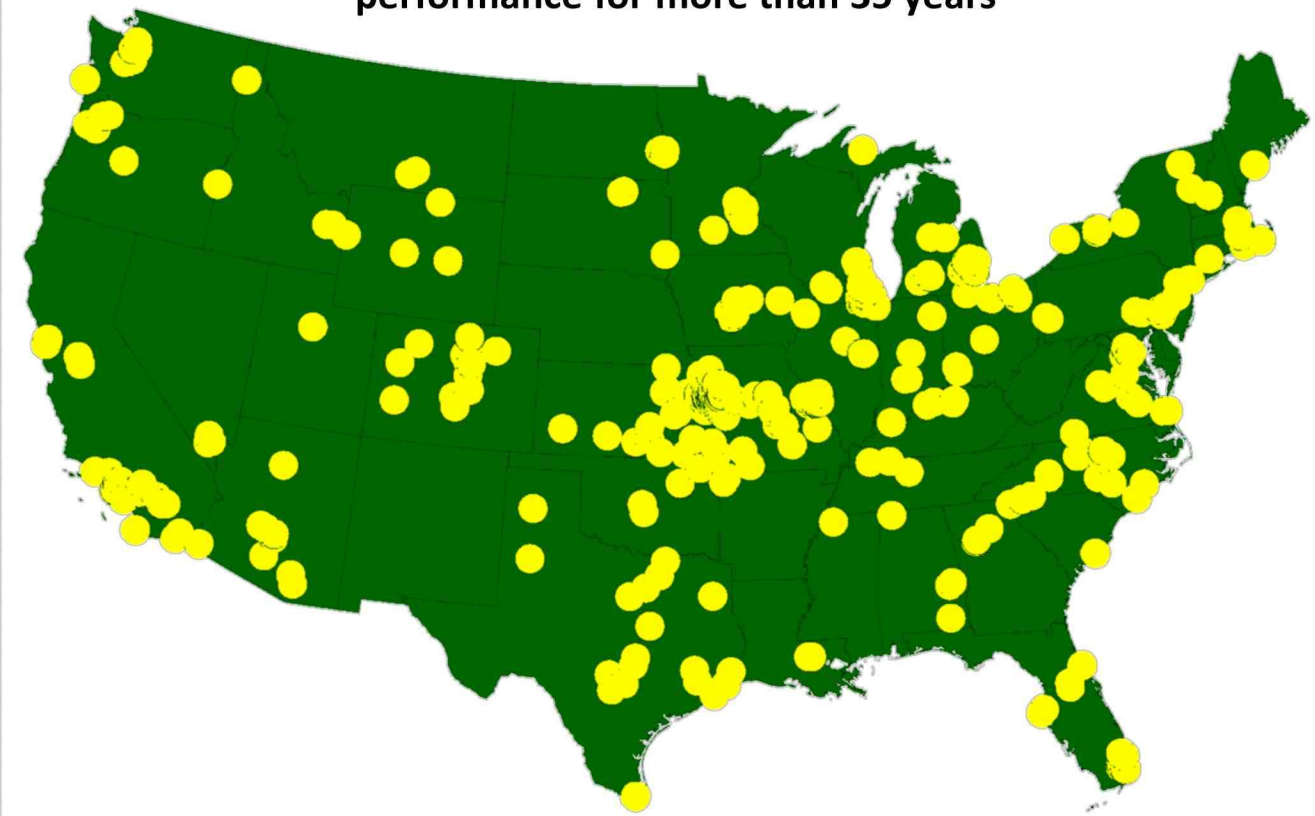
Presented by

September 2018

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

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



More than 2,200,000 Persons Surveyed Since 2009 for more than 900 communities in 49 States

Agenda

- Purpose
- Methodology
- Survey Topics
  - Characteristics of Businesses
  - Perceptions of the Village
  - Satisfaction with Village Services
  - Reasons Businesses Located in Pinehurst
  - Other Findings
- 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

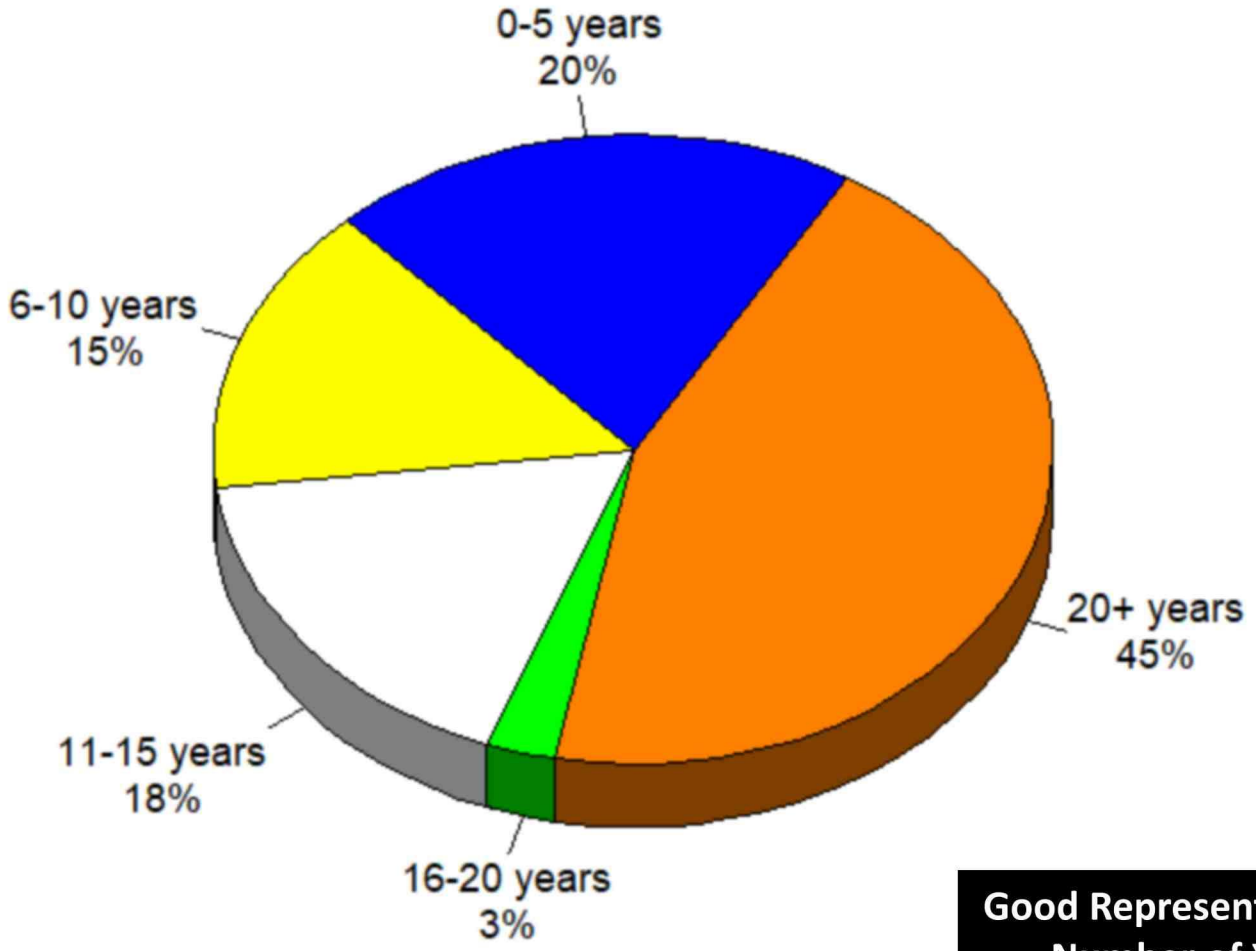
- Four-page survey
- Took average respondents about 10-15 minutes to complete
- Many of the questions were similar to those asked in previous surveys
- Administered by mail, online and phone
- A random sample of 80 business owners/senior managers completed the survey

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")

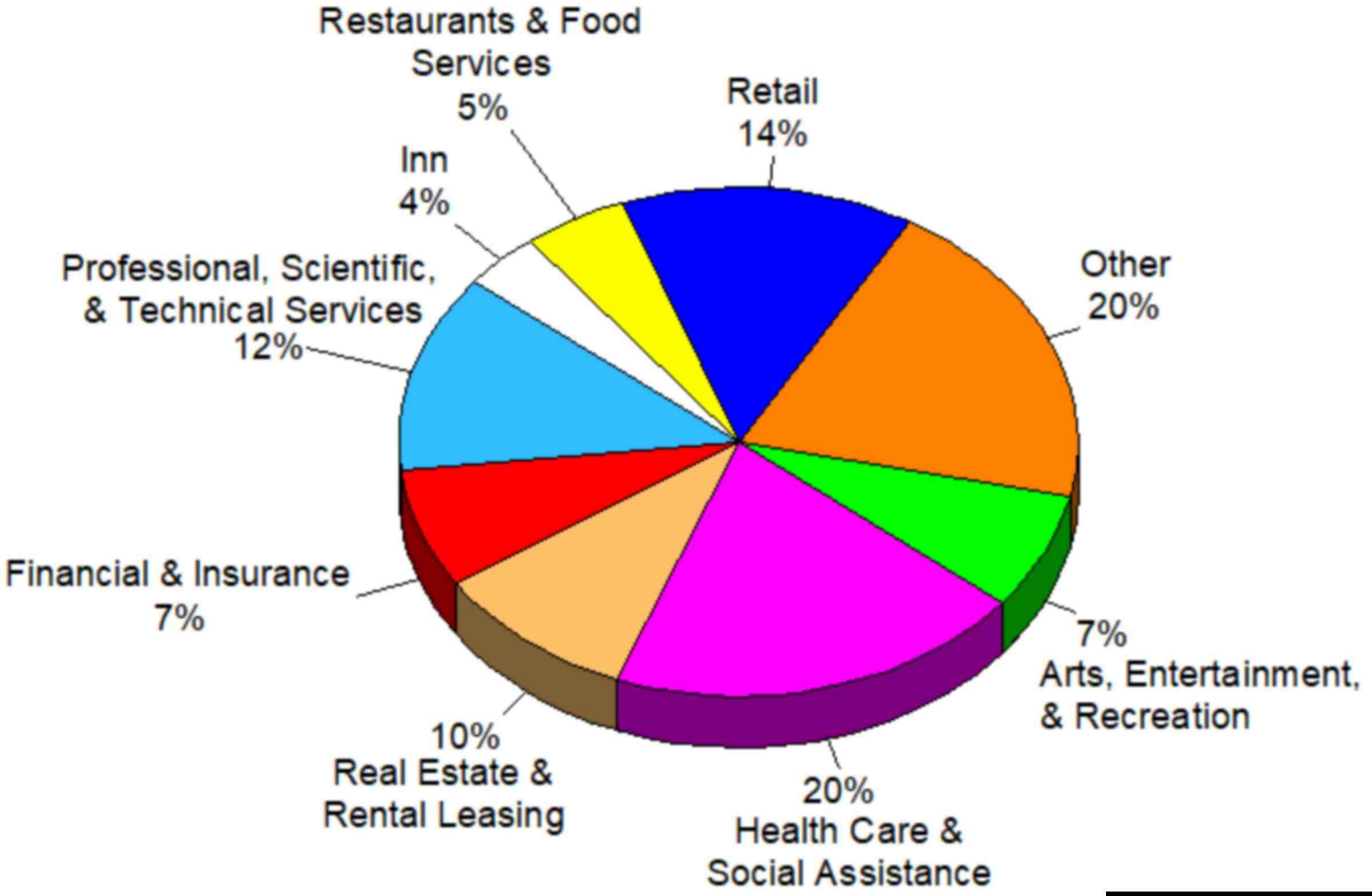


Good Representation by Number of Years Operating in the Village

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q20. Primary Business Category for Your Business

by percentage of respondents

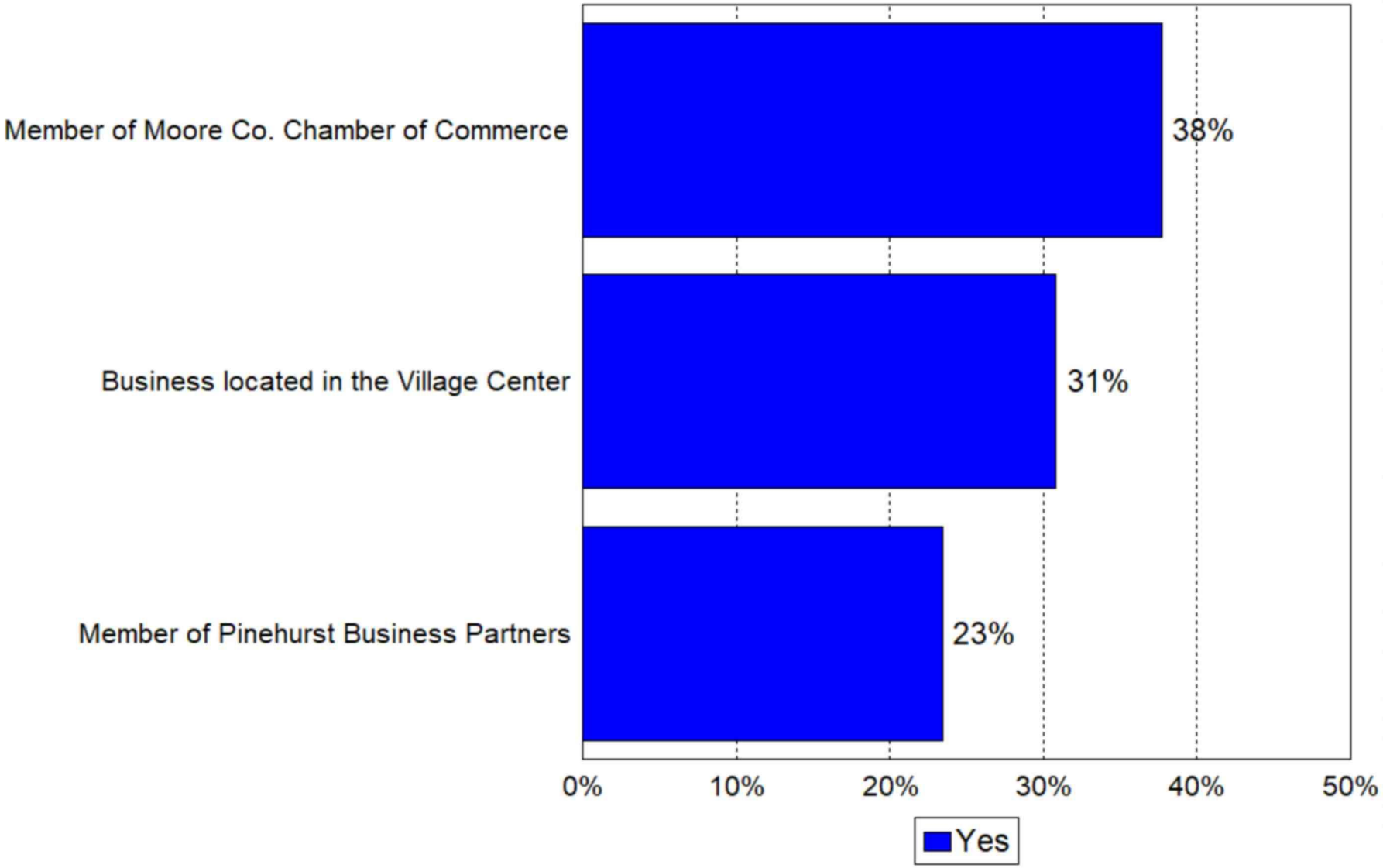


Good Representation by Type of Business

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Q22. Is Your Business Any of the Following:

by percentage of respondents who answered "yes"



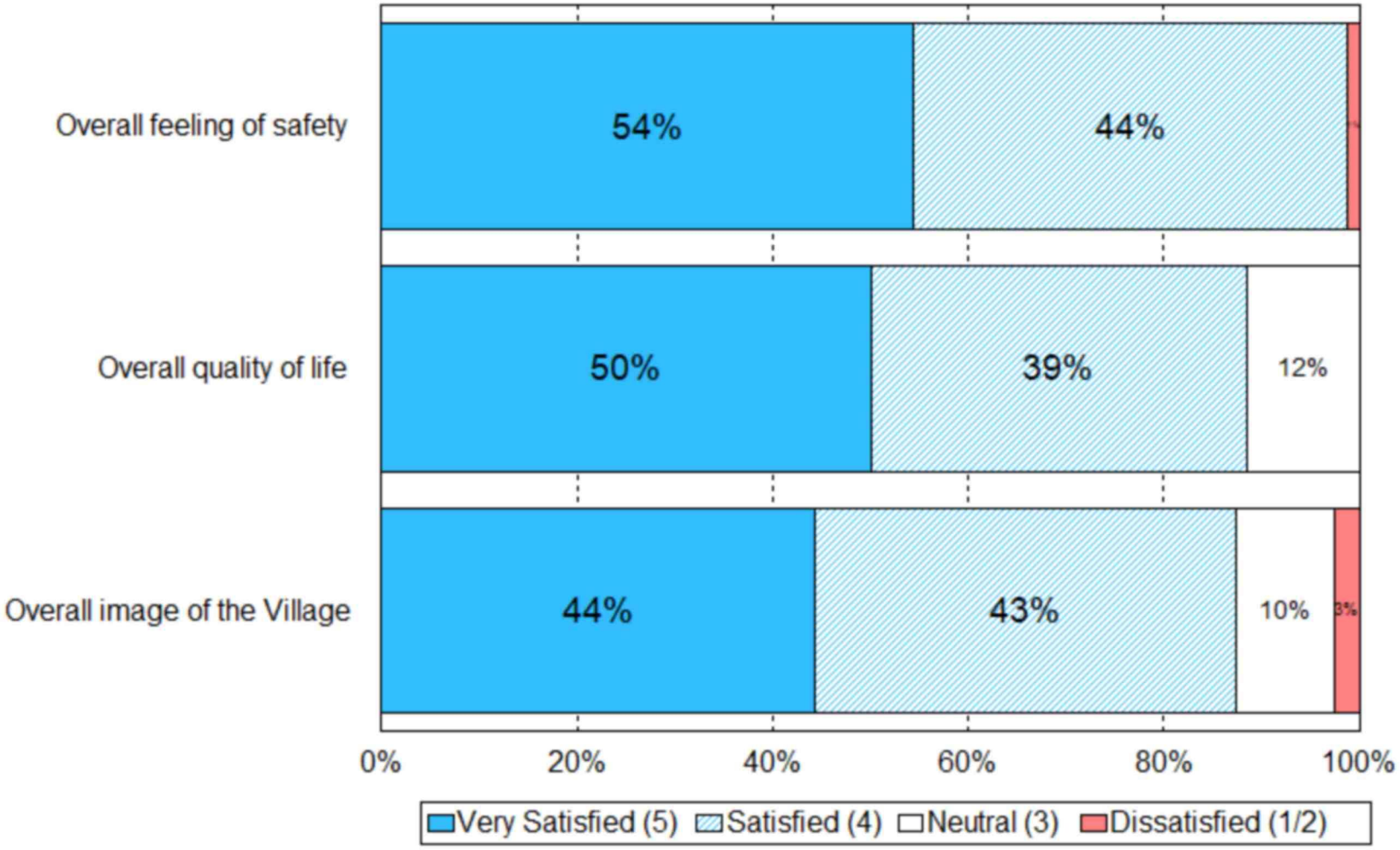
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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")

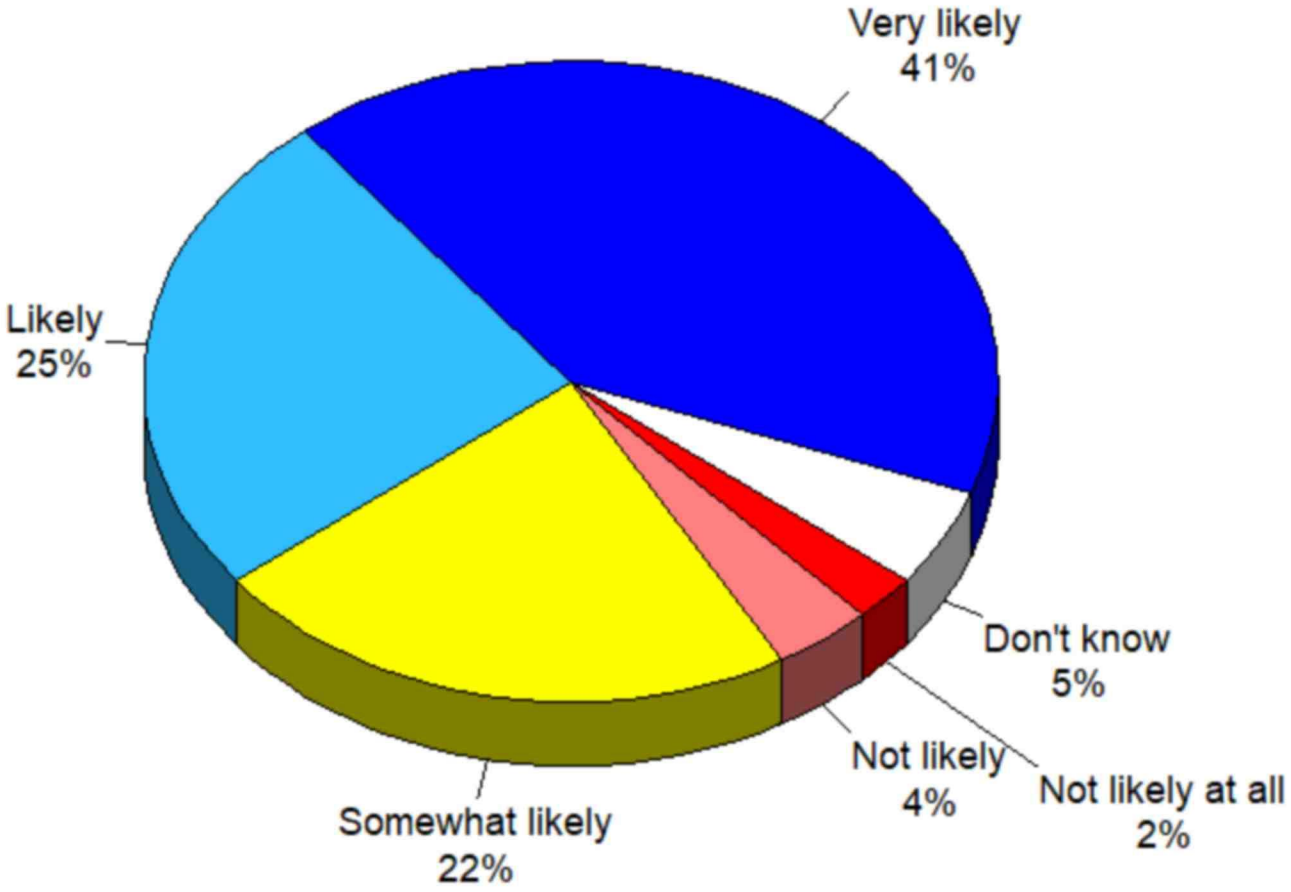


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Over 85% 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



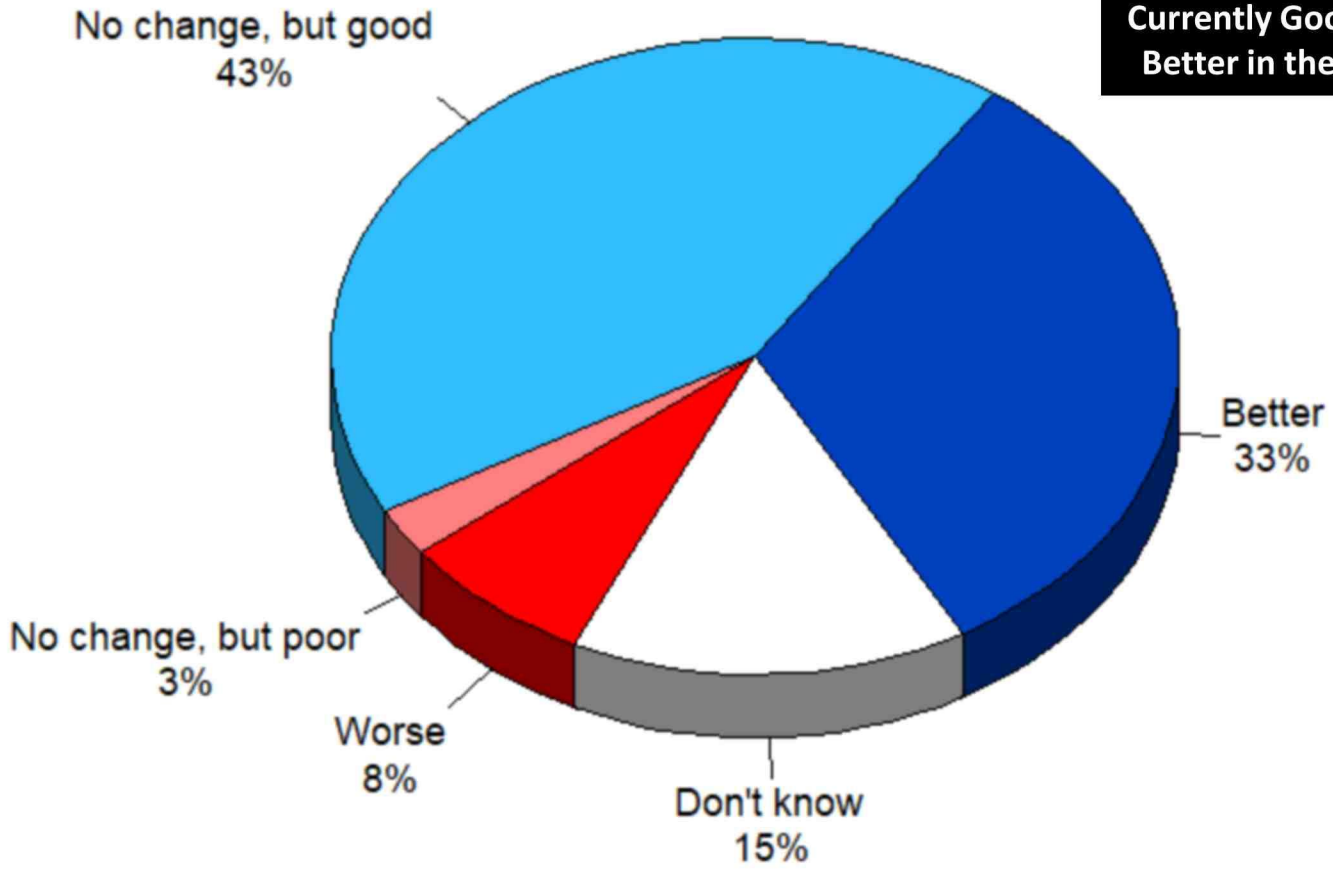
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

11-1 Ratio of Businesses That Would Be Very Likely/Likely vs. Not at All Likely/Not Likely to Recommend the Village as a Business Location (66% vs. 6%)

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

by percentage of respondents

76% of Respondents Feel the Business Atmosphere Is Currently Good or Has Gotten Better in the Past Two Years



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

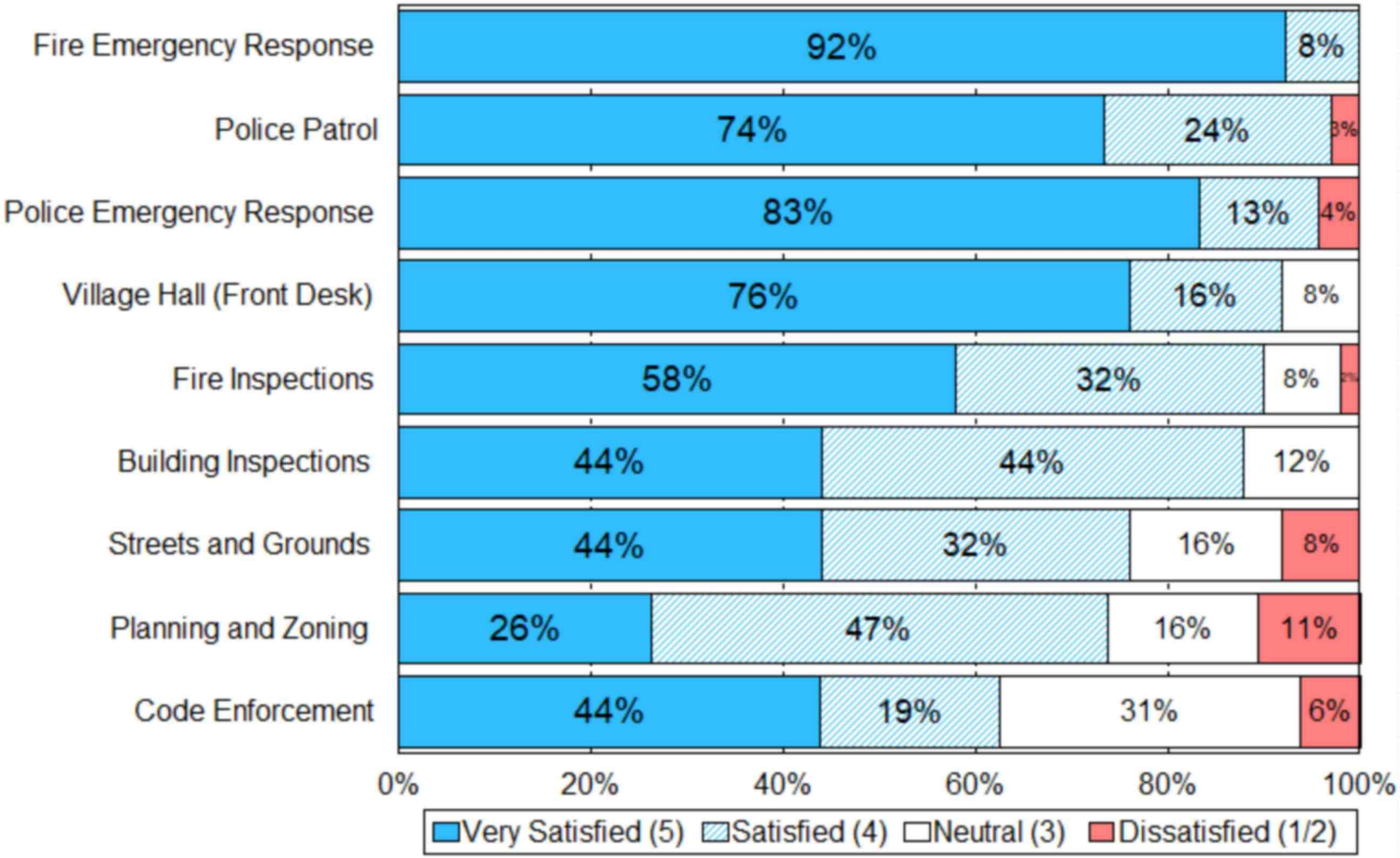
33% Feel the Overall Business Atmosphere in Pinehurst Has Gotten Better, Compared to Only 8% Who Feel It's Gotten Worse

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")

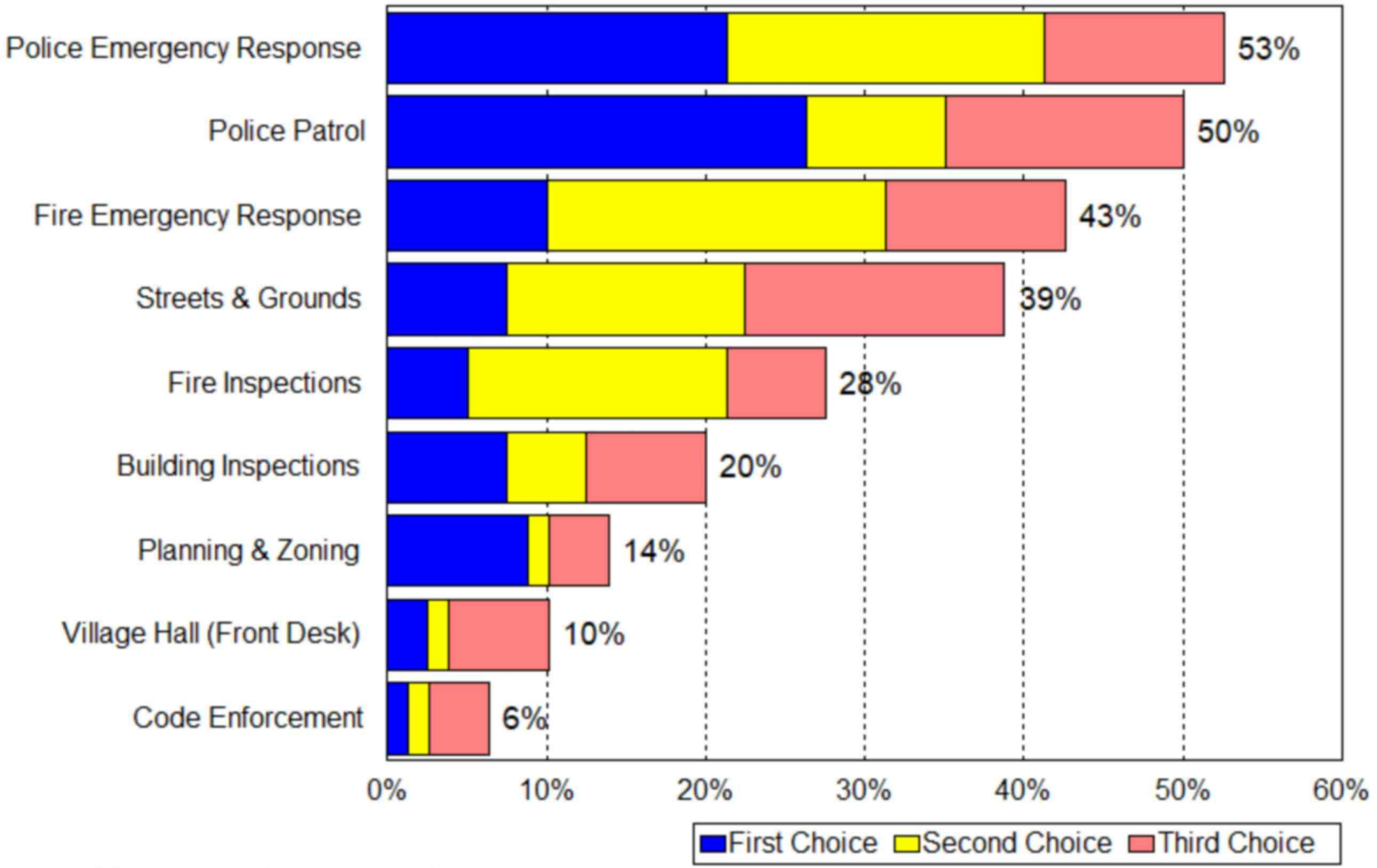


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Satisfaction Is High for All Village Departments/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

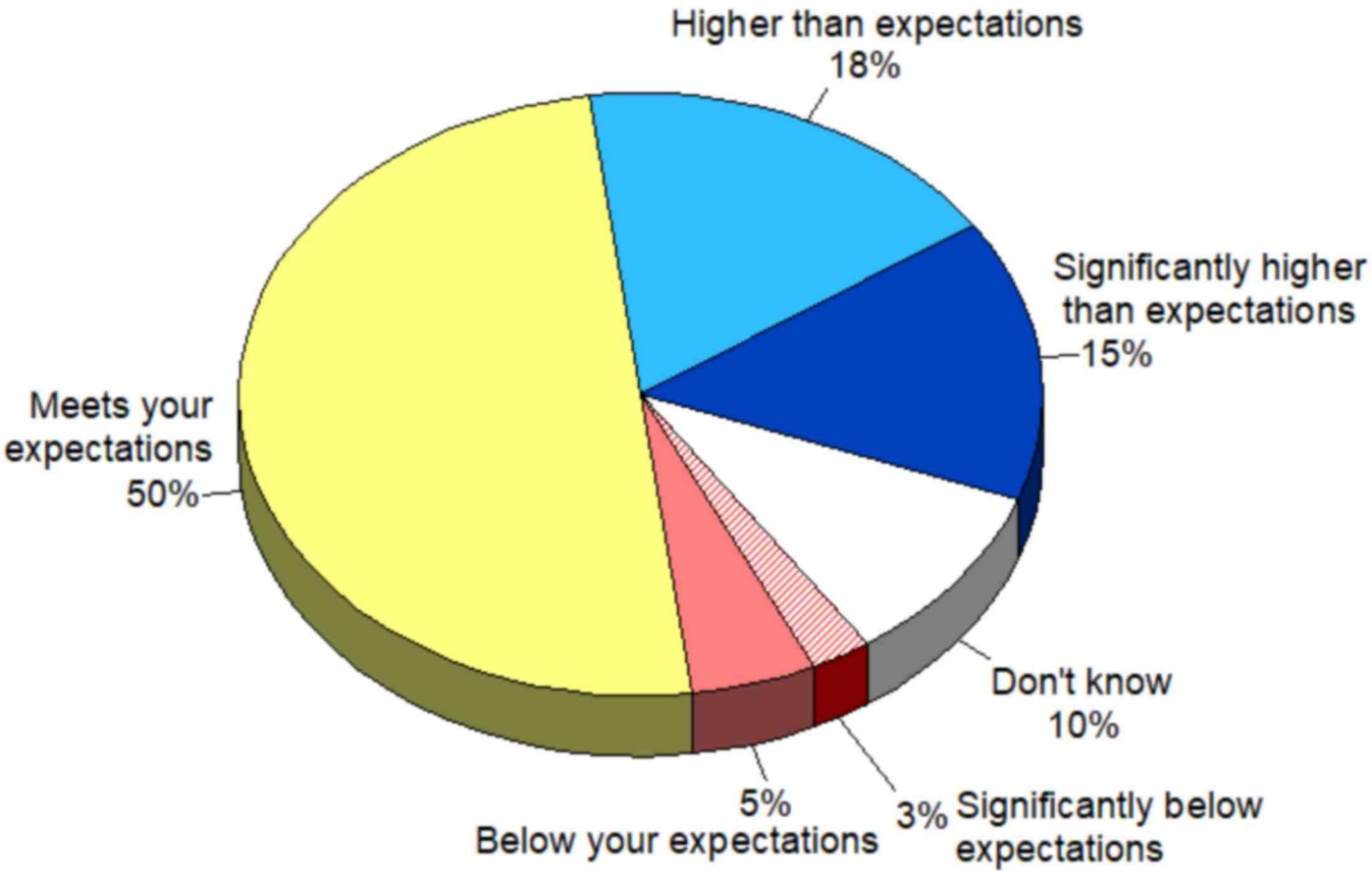


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Police Emergency Response, Police Patrol, and Fire 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

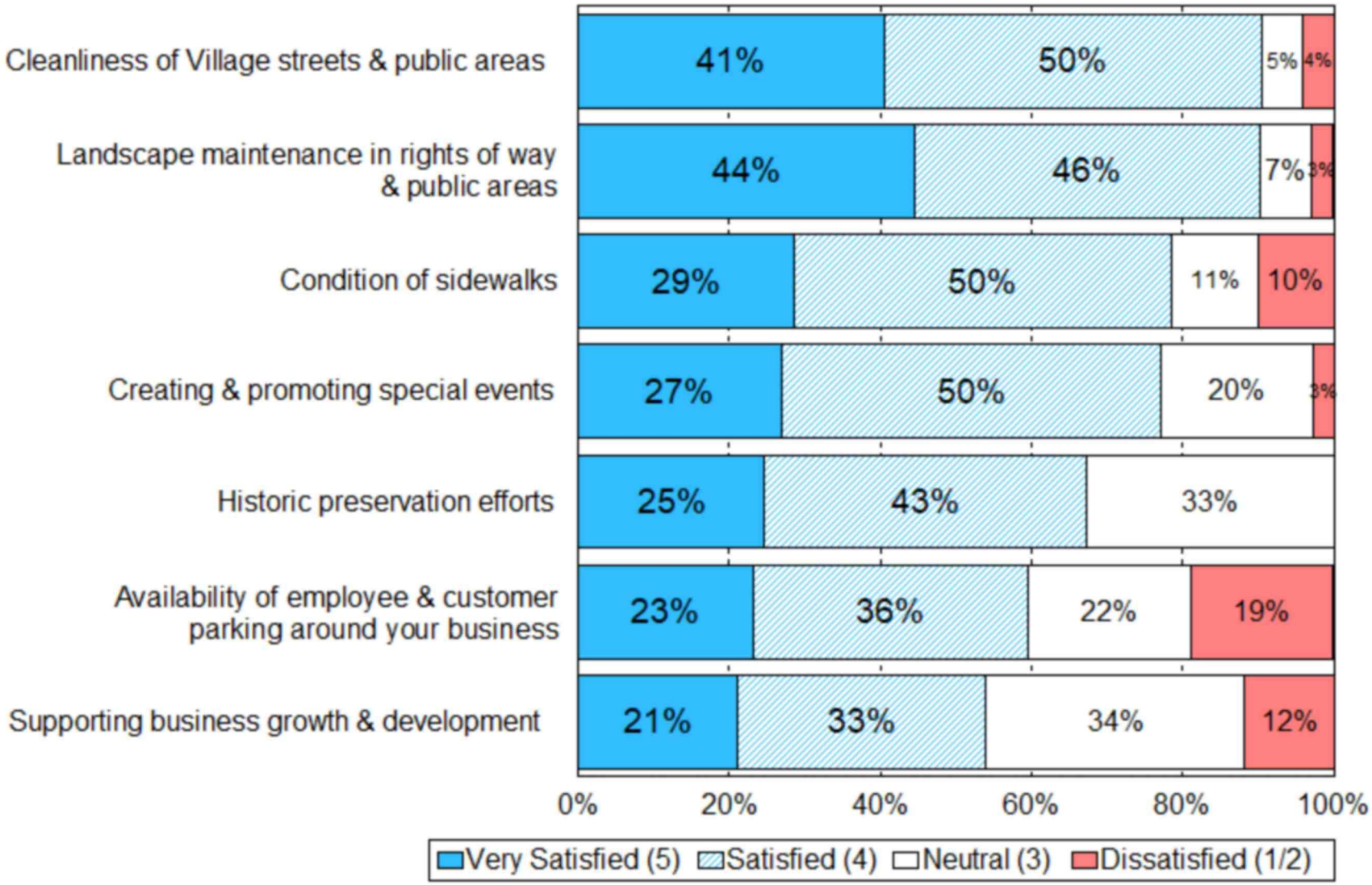


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

33% of Businesses Feel the Overall Quality of Village Services Is Higher Than Their Expectations; Only 8% 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")

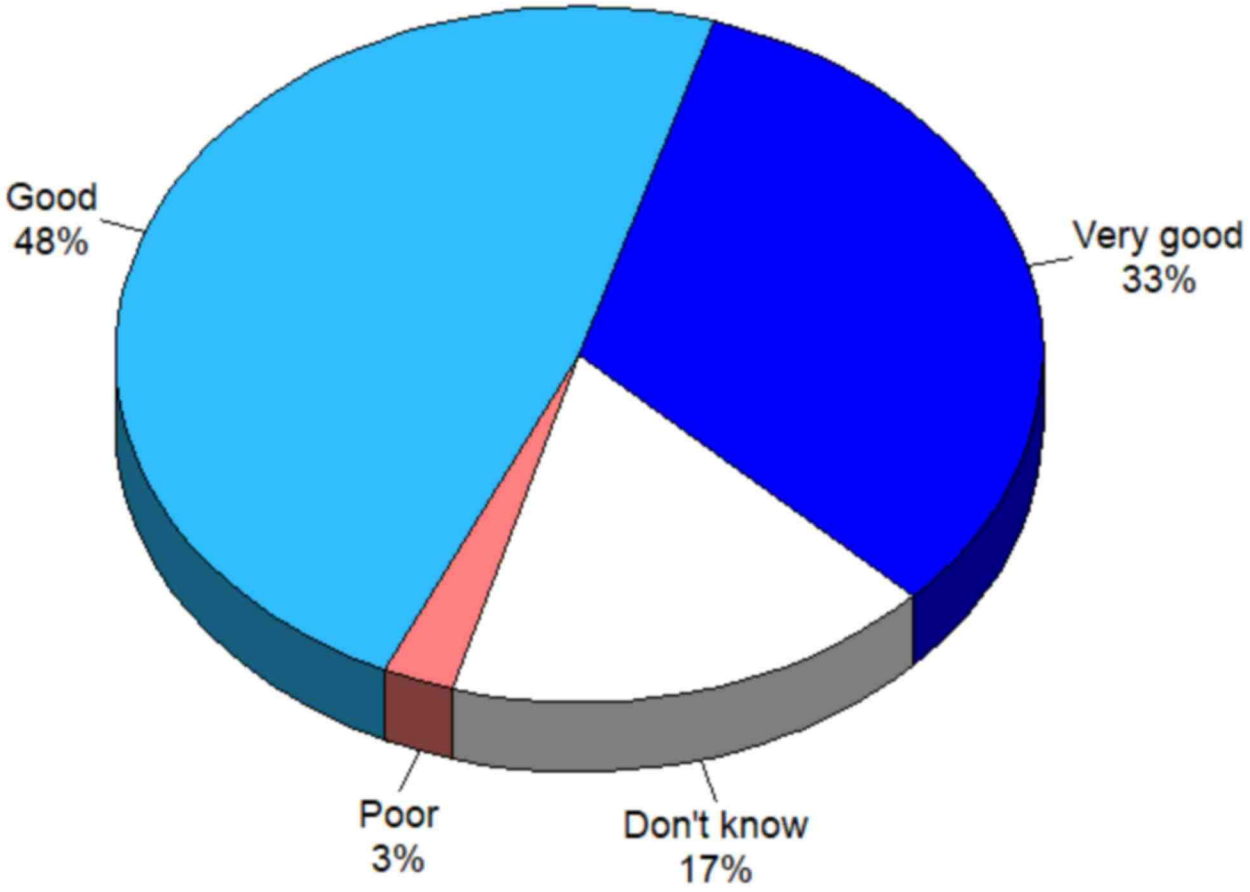


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Satisfaction Is High for All Village Services

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

by percentage of respondents

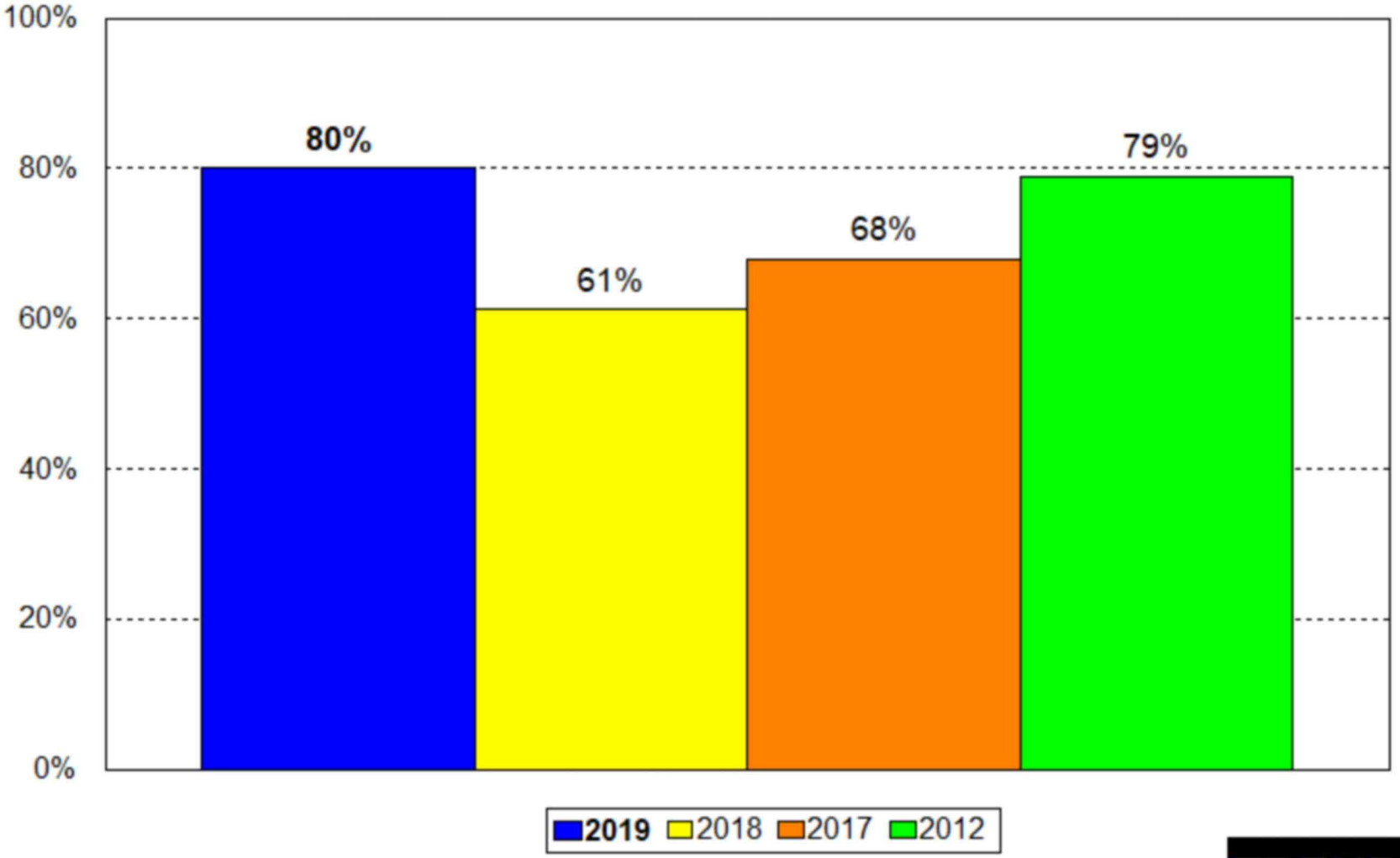


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

81% of Businesses Rated Village Customer Services as “Very Good” or “Good”; Only 3% Rated Village Services as “Poor”

Q8. How would you rate the Village of Pinehurst customer service? - 2012 to 2019

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



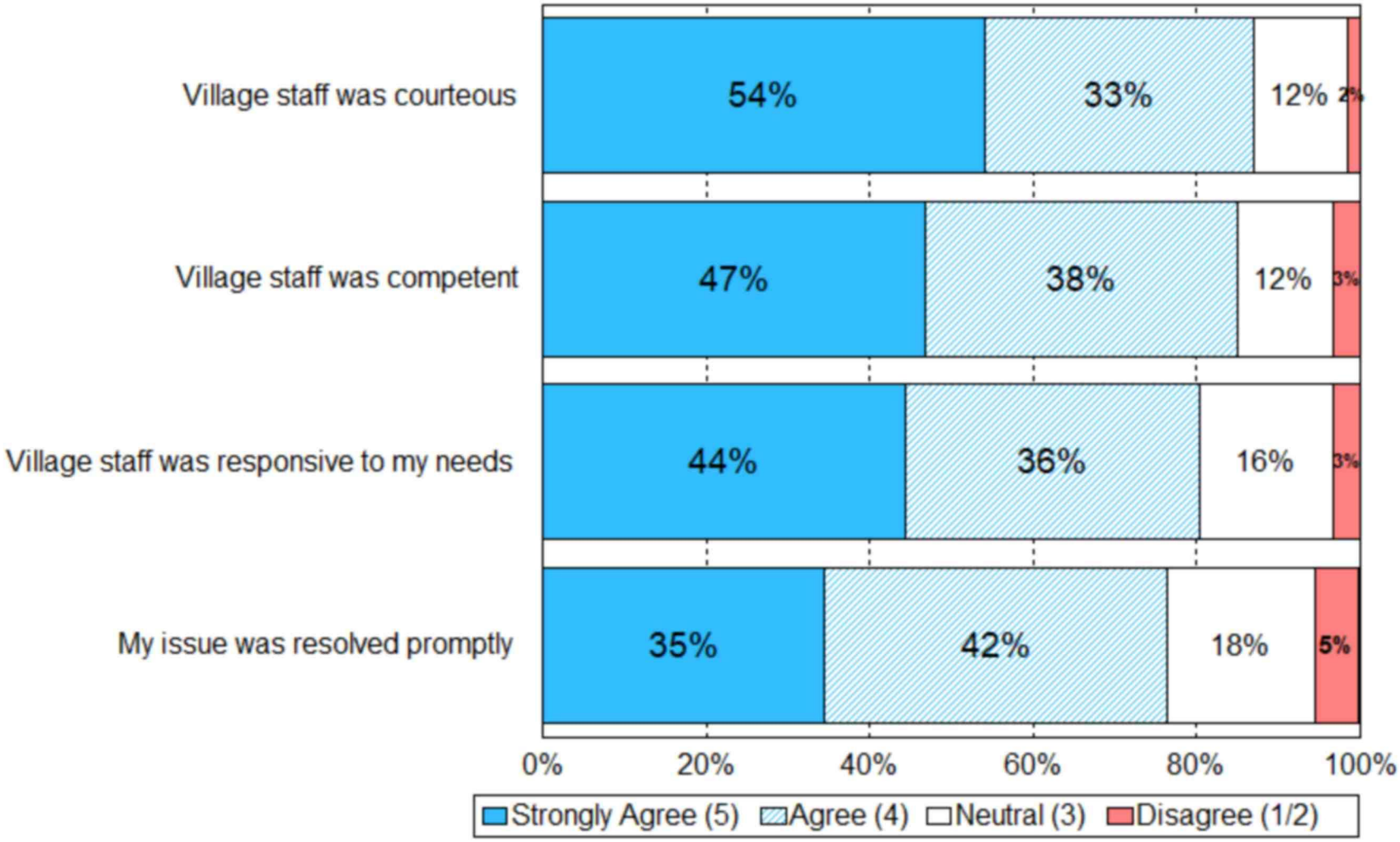
TRENDS

Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Satisfaction with Customer Service Has Increased Significantly Since 2018

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")

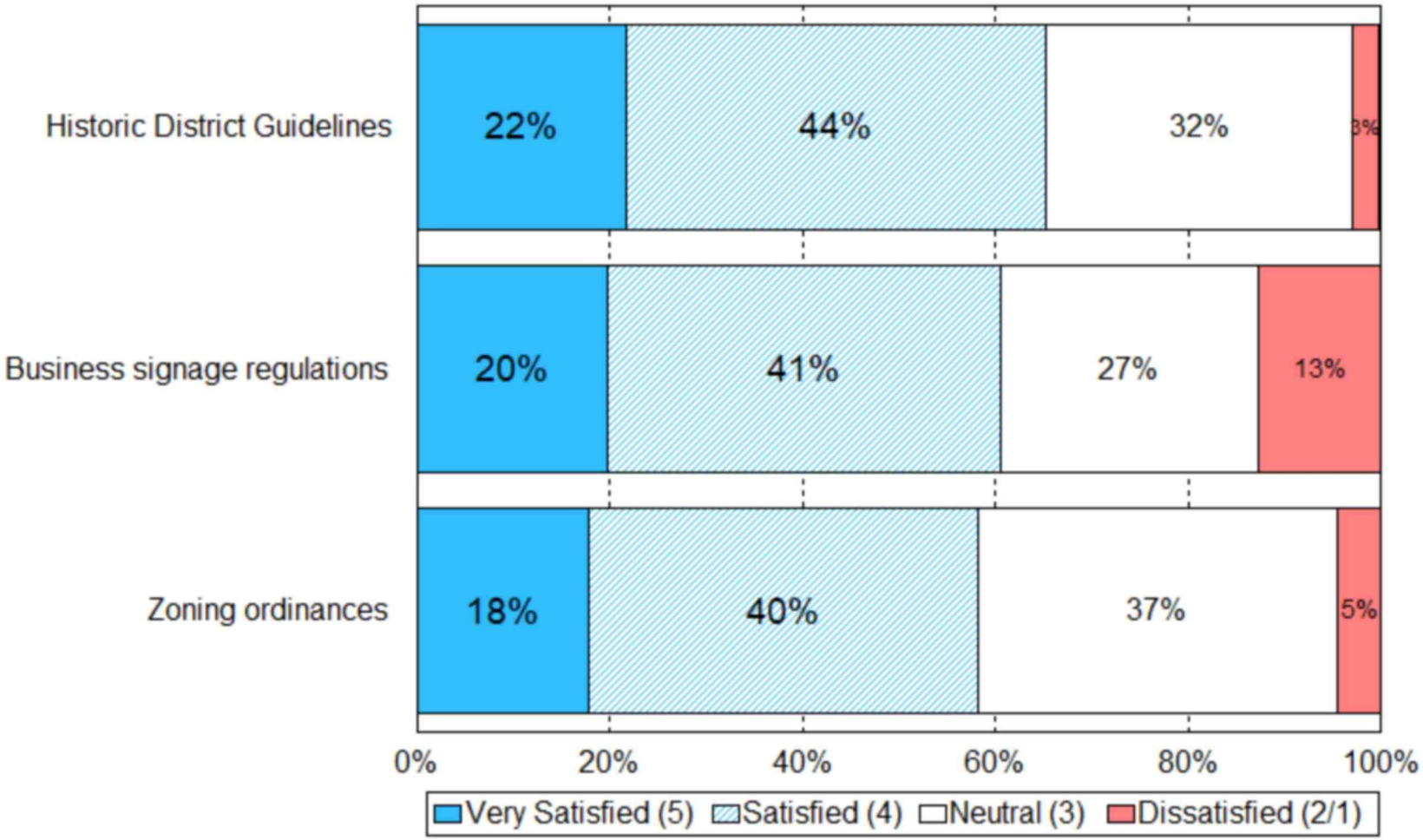


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Satisfaction Is High for All Areas of Customer Service

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 - 2019)

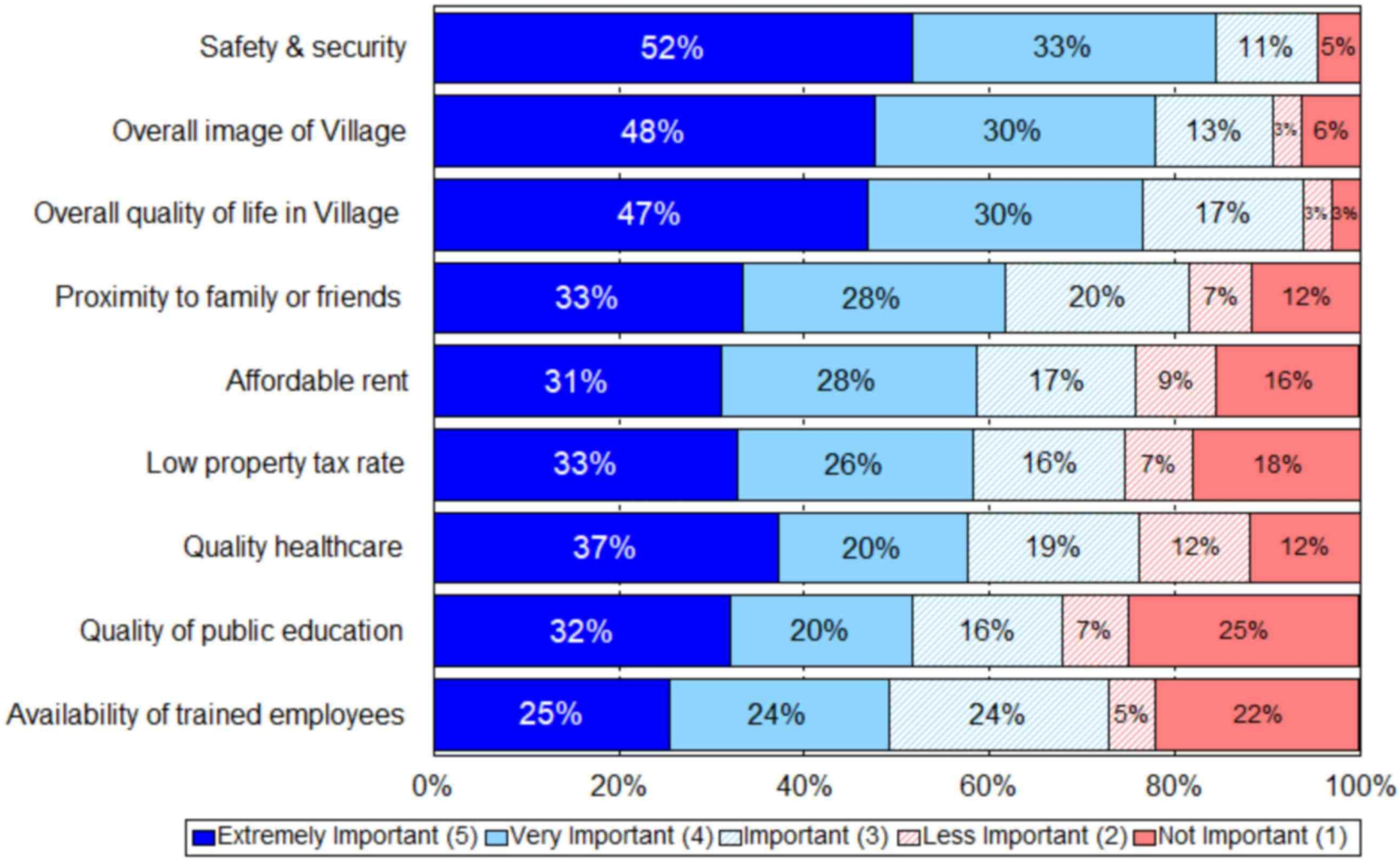
Satisfaction Is High in Areas of Community Development

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")



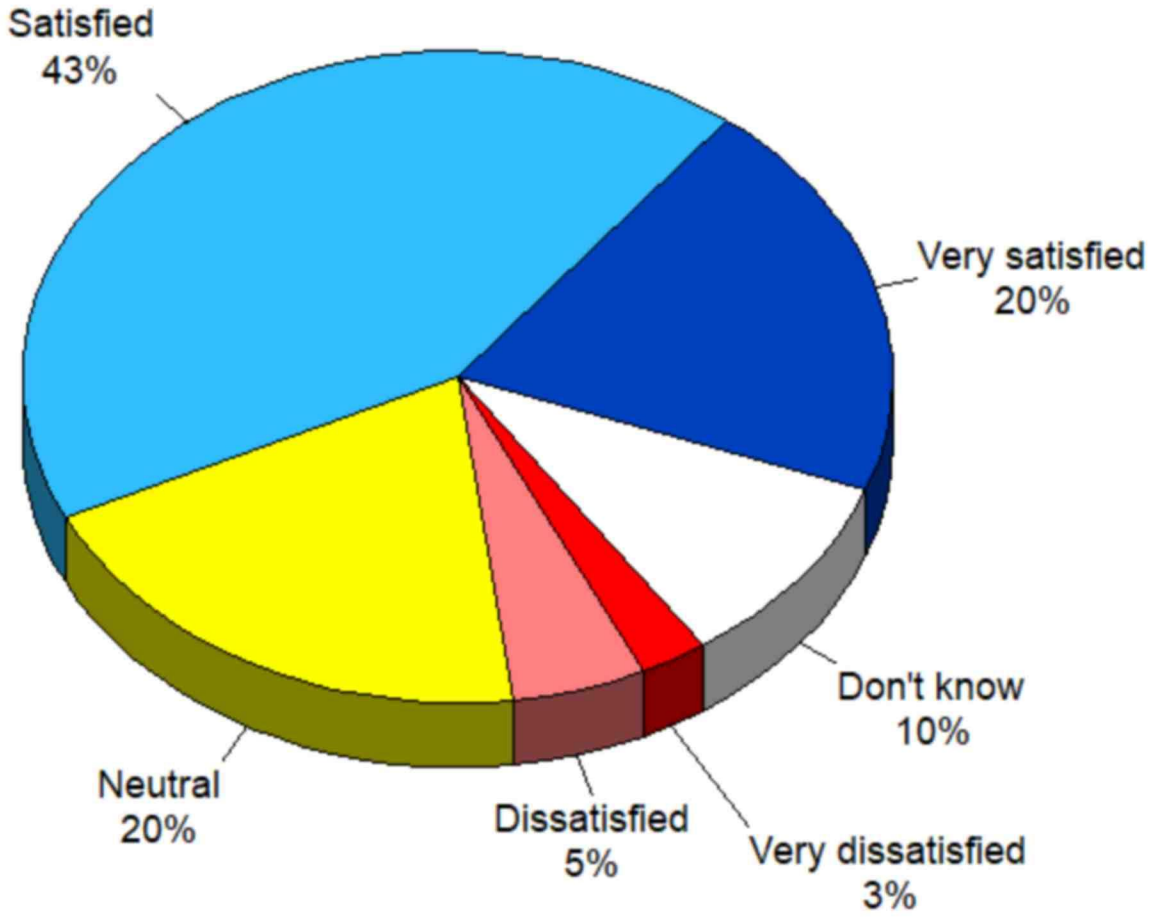
Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

The Most Important Reasons That Businesses Decided to Locate in Pinehurst Are: Safety and Security, Overall Image of the Village, and Overall Quality of Life in the Village

Other Findings

Q10. How satisfied are you with the job the Village of Pinehurst does communicating with business owners?

by percentage of respondents

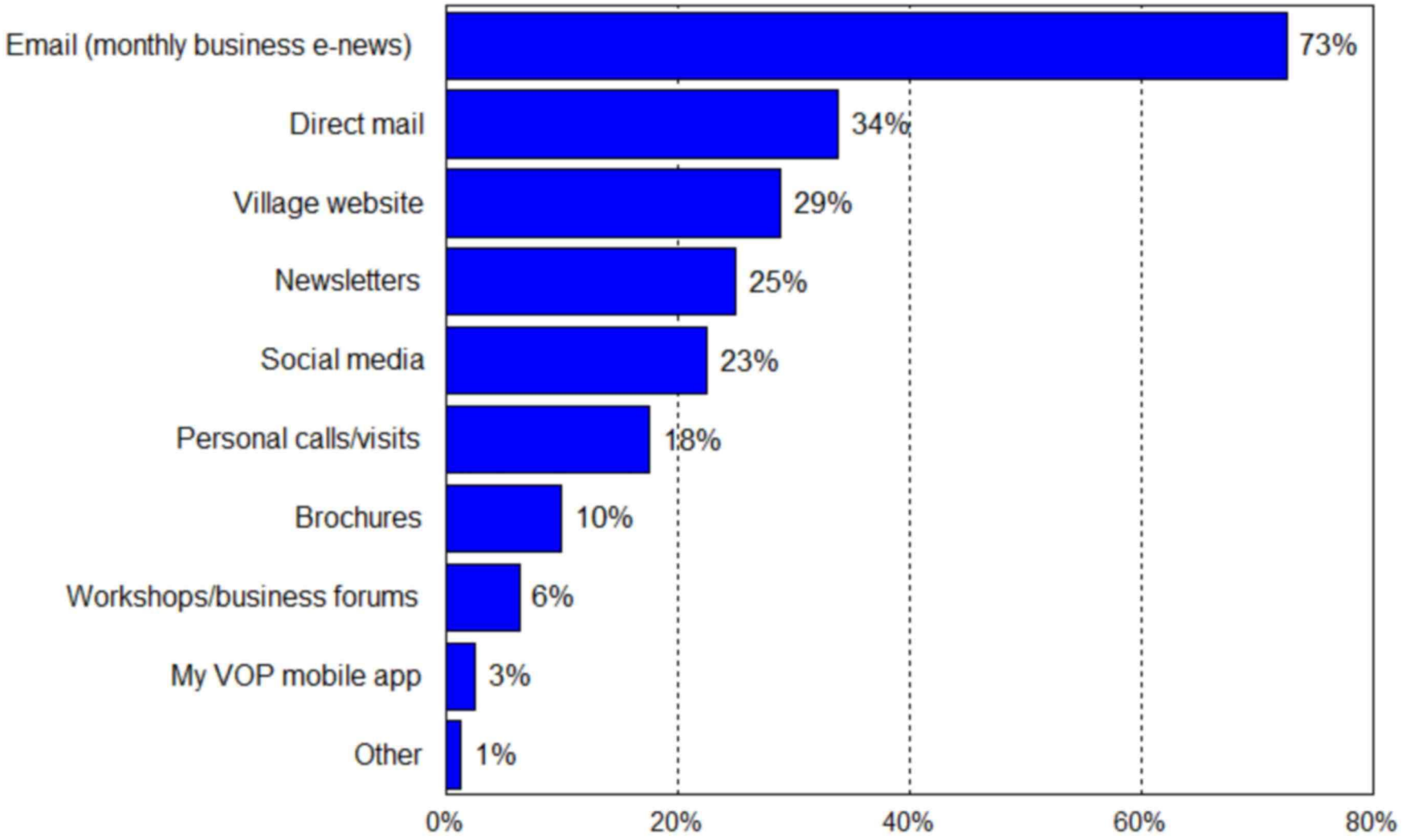


Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

Nearly an 8-1 Ratio of Respondents Who Are Satisfied vs. Dissatisfied (63% vs. 8%) with How Well the Village Communicates with Business Owners

Q13. Which of the following are the best ways for the Village to communicate important information to your business?

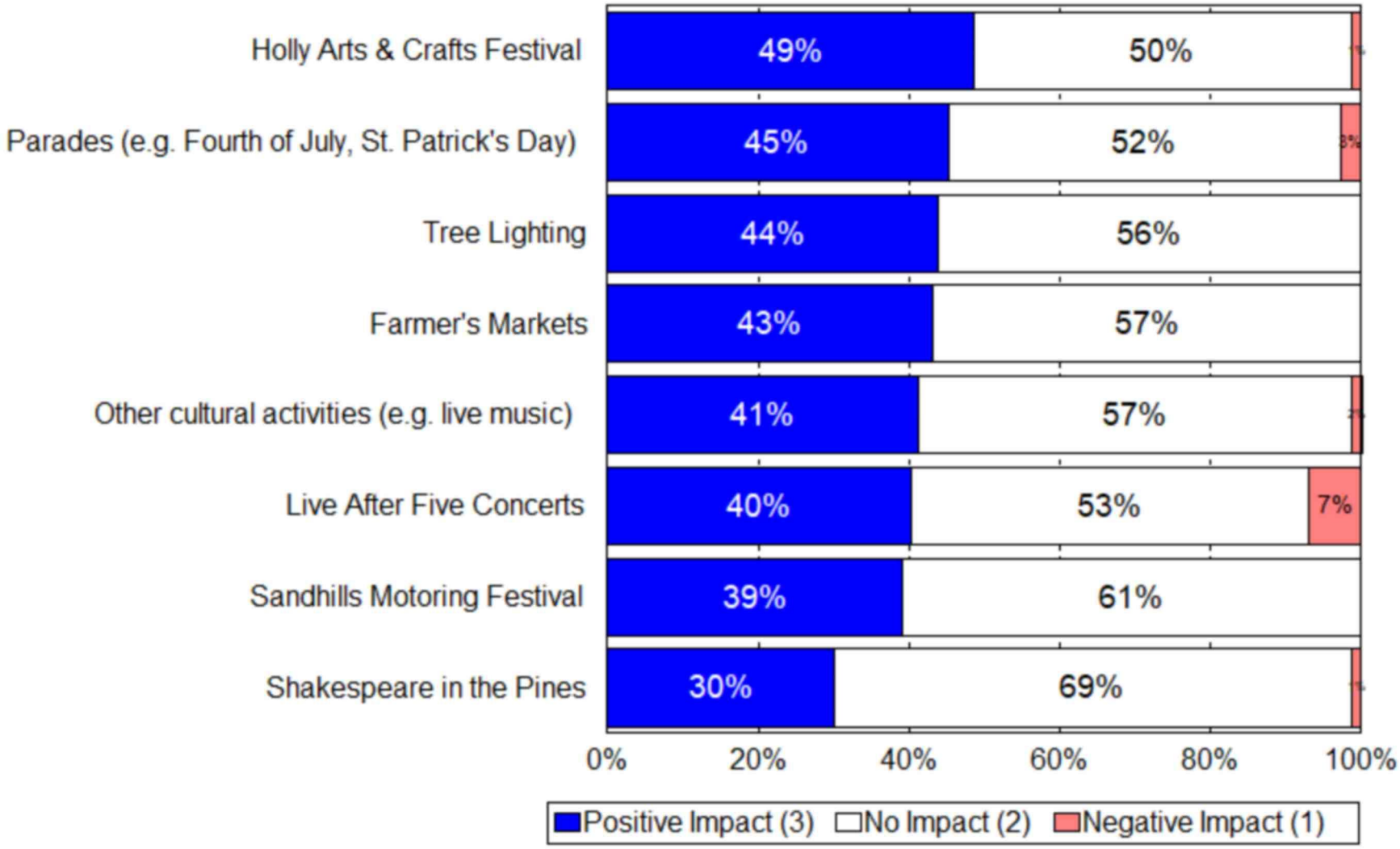
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (Pinehurst, NC Business Survey - 2019)

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 - 2019)

Summary

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 emergency response, police patrol, and fire emergency response
- The most important reasons for businesses locating in Pinehurst are: safety and security, overall image of the Village, and overall quality of life in the Village

Questions?

THANK YOU!!

Q11a-5. Reasons that prevent you from shopping regularly in the Village Center (downtown). Please define Other:

- Add a Starbucks.
- All is offices.
- Budget.
- Confined to home.
- Cost. (Mentioned twice.)
- Cost of food, clothes, etc.
- Cost of items for sale.
- Cute retail square footage is being made available to non-retail type business.
- Don't do much shopping other than groceries and related items (toilet paper, cleaning supplies, etc.).
- Expensive. (Mentioned four times.)
- Expensive items, most stores are not child friendly.
- Few shops in village selling what I want or need so I shop mostly in Southern Pines. Also store hours in village are all over the lot. Some are only open a few days a week & at inconsistent hours & then it's hard to find parking certain times during the day or week, so I mostly don't bother trying. VOP is certainly not a shopping destination which is a huge lost opportunity. There appears to be no overall plan to attract retail businesses that would be an asset to the village. I hear that landlords are asking too much for rent & that there is little to no cooperation from VOP to cooperate with store owners.
- High prices. (Mentioned twice.)
- I seldom shop for clothing. I do eat dinner in town sometimes.
- I work in the Village and find that the prices at the local shops are higher than other retail stores. If I want a specialty item, I will shop in town.
- Just don't need things from the Village shops.
- Lack of accessible parking.
- Lack of diversity of foot-traffic-producing establishments - i.e.; shops, boutiques, crafts, galleries, restaurants, specialty food & beverage. When we moved here 15 years ago, there was VASTLY more selection and diversity of these opportunities to choose from. Those have all-but disappeared. The few landlords in Pinehurst have continuously decided to exert their free-market, albeit short-sighted choice to charge extremely high rent rates at the street level of their properties that prohibit the even-marginal profitability of all of the aforementioned types of businesses. They feel that banks and business offices - that can afford the inordinate rent levels - are more important to their bottom line, and yet produce NO benefit to the local economic health, vitality and personal perception of our Village Center by residents and the hundreds of thousands of tourists we have annually.
- Lack of variety of merchants.
- Medical reasons.
- Money.
- Most shops feature items that are either out of my price range or not of interest to me.
- My needs are simple and thusly I don't do much shopping at all, just food shopping.
- Need more retail stores and fewer real estate offices.
- Need to open up Pinehurst to more business.
- No interest.
- No particular reason.

- Not able to drive.
- Not enough dining options.
- Not enough shops. (Mentioned twice.)
- Not much variety. Used to be more shops years ago.
- Nothing to do for young adults, college students, young families.
- Only visit when other family members visit.
- Outside normal travel patterns, hard to access.
- Overpriced.
- Overpriced merchandise.
- Price too high.
- Prices. (Mentioned eight times.)
- Prices are set for tourist.
- Resort prices.
- Shop more online for convenience.
- Shop online.
- The prices are generally too high. The variety of products is too specialized. I eat at the restaurants and shop at the Haberdashery, but there are not a lot of shops that cater to men in the village center.
- There is no high-quality deli.
- Too expensive. (Mentioned four times.)
- Too expensive, nothing draws younger shoppers to the village. The shops are for older folks, tourists, and rich people.
- Too many real estate offices.
- Too many stores.
- Too much money.
- Unwelcoming attitude of some merchants.

Q27. What are the most important issues facing Pinehurst today?

- 1 - Controlling growth: the Mayor, in particular, and Village Staff seem to consider all development as good and high-density residential in particular;
  2 - Maintaining/enhancing property values: We do not need to encourage $200,000 homes just to service demand driven by Ft Bragg, or low-cost apartment complexes;
  3 - Coordinating growth plans and zoning approvals with Aberdeen and Southern Pines: one specific example are the plans for development near Trotter Hills that are mentioned in the Draft Long-Range Plan and the recent rezoning of a parcel by Aberdeen south of Blake Blvd - if both are built, the cumulative impact on RT 5 will be crushing, long before any "Western Connector" could possibly be built.
- 1. Antiquated stores in the village.
  2. Repaving the Lake area streets.
  3. Making a walking area around the lake, Burning Tree, Diamond Head, etc.
- 1. Traffic.
  1.a. Thoroughfares/Streets that fail to meet current needs/volume of an ever-growing community - and will only get worse. (Highway 5 & Morganton Road)
  1.b. And a lack of alternative routes/options to get from one place to another (the mass/area of the gated communities have prohibited the ability to plan for any improvements).
- Ability for roads to handle increasing population. Increasing crime.
- Add too much multi-family apartments.
- All, it is a good place to live.
- Amount of people moving to Pinehurst and the Village not keeping up. Resurfacing the roads. Making sure the residents are following rules on trash pickup. Losing the feeling of being a Village. We don't need to be a town or city. Resurfacing the roads (again).
- An amazing spurt in population growth, which I think overwhelms our roads, parking in the village and I am sure our schools. Every time I take a drive, I am somewhat horrified at the amount of condo building going on. I feel it stresses travel on the local streets, and as I said must really burden the schooling system. When I came here this was a resort and golfing community that had an anticipated age group, and that does seem to be rapidly changing. Not for the better really.
- Attracting and retaining residents younger than 55. Evolve to a modern village. Get people with deteriorated driving skills off the road.
- Attracting younger residents, appreciation of property values.
- Available shopping for everyday items is hard. FIX the traffic circle so people can shop. Worry about what is in the town limits and not outside areas.
- Balance between maintain historical/cultural environment vs. growth. Sidewalks (ignore the old cronies) for safety. Bring retail to the village.
- Balance of preservation vs. growth.
- Balancing growth with Pinehurst overall appearance, street lighting and sidewalks.
- Balancing the aesthetics and charm Pinehurst is known for with changes needed for the younger families moving in.
- Balancing the growth with desire to maintain a "small town" feel. Can't stop growth but accelerating plans to handle is critical. Don't want high rises, more shopping centers, warehouses or retail along Highway 211 entering from West End. Support the library study and accelerate plans to adopt

recommendations - love our classic building and Archives but we need a modern, new library with enhanced ability to provide education and cultural services in addition to books.

- Better street signs. More lighting.
- Biggest issue is Moore County schools with weird zoning and the school transportation is terrible due to an hour plus some kids might be on the bus.
- Boring if you are a senior and don't play golf. We go up to the Triangle for our recreation.
- Bridging the gap between the older community and their needs and the younger community with school-aged children and their needs.
- Budget increases and tax increases. Too much dependence of outside consultants.
- Building new and larger schools.
- Building poor quality homes in small wet lots too close together.
- Building too fast. Quality is not to Pinehurst standards. The only people happy are the builders and realtors; when another downturn comes and it will, property values will be a disaster.
- Building too many homes. Stop cutting down the forests and fix current infrastructure.
- Changing demographic. More of a young family community. Need youth programs and activities.
- Changing demographics. Lack of housing that 202 retirees are looking for (without remodeling old houses). No good way to provide new housing for retirees to place dying retirees.
- Changing population dynamics and rapid growth.
- Cheaper homes being built.
- Conflict between retiree and young families.
- Congested roadways, lack of safe spaces to walk and bike.
- Congestion.
- Congestion at traffic circle. Lack of compliance to speeding regulations and running red lights. 35 MPH on Midland Road is ridiculous when 45 MPH continues on Airport Road. Lack of concern for entering 15/501 N or S at traffic light at Pinehurst Trace. Blocking the intersection in order to get in lane.
- Congestion in the circle, better winter road maintenance/clearing.
- Congestion on Route 5.
- Consistency of enforcing codes.
- Construction of buildings, homes that don't hold the design of this village. No more apartments.
- Continuation of good public schools; better athletic fields to include a running track.
- Control of expansion, especially retail.
- Control of growth.
- Control of influx of new residents, population growth, and subsequent management of traffic and services.
- Control of urban sprawl, improving infrastructure, storm runoff, roads.
- Control planning and growth.
- Control population.
- Controlled growth with an eye towards easing traffic issues and maintaining the unique quality of life in a RURAL setting. Embracing the "Village" atmosphere and balancing the needs of All the residents. Do not cater to just one group of demographics at the expense of residents who cherish the history and ambiance that draws so many folks to our village. Not everything called progress is a benefit to our lifestyle as it exists today.
- Controlling growth.

- Controlling growth. Folks don't have to come to Pinehurst, there's always Southern Pines.
- Controlling growth along 211. Preserving the charter of the village. Get traffic off of Hwy 5.
- Controlling growth and maintaining the charm of the Village.
- Controlling growth in a reasonable way.
- Controlling growth so that we do not become unmanageable. Traffic on Route 5, especially at Upper Linden Road and Morgan Road. Also, where a left turn is possible at peak hours.
- Controlling growth.
- Controlling pro-growth proponents. Just because we can doesn't mean we have to provide opportunities for builders of any sort. New housing shouldn't disappoint owners 10 or 20 years down the road when the builder is long gone. And the politicians of the state should keep the hell out of the way. They can pollute their own neighborhoods with excessive and poor growth/construction. Locals need to put aside historical enmities, band together in a regional protection consensus to thwart the interests of big business who would steam roll local concerns that make us unique living spaces to their own profit concerns. Something like a Toll Brothers could swamp local services with low cost homes and the resulting population increases. you guys need to protect us!
- Correct the LAKE that ends up in front of my house after EVERY rainfall. Control the density of residential growth.
- Crappy development, no control over poorly sited/situated houses, townhouses, and tract house development.
- Creating effective growth and development.
- Crime and keeping drugs out of our community.
- Crime, quality of homes, traffic, population and loss of greenspace.
- Current and future growth and decisions made about current and future development.
- Cutting down the beautiful pine trees.
- Dealing with corruption involving the school superintendent and a rubber stamp school board resulting in a wasteful manner constructing new schools amounting to millions of taxpayer dollars.
- Deer population and new houses taking their habitat.
- Demographics are changing to younger families. More activities are needed for teens.
- Destruction of environment; overpopulation; dominance of property ownership and money.
- Development. (Mentioned twice.)
- Development is running rampant and is uncontrolled.
- Development of residential and building spaces in the downtown core.
- Discontinue clear cutting of lots. We once had to submit a plan showing where the house would be and only that was excavated.
- Disgusting chicken trucks. Lack of affordable housing. Library too small.
- Diversity. (Mentioned twice.)
- Diversity, cultural arts, education. And the falsehood of a community college. You can’t become a certified teacher and/or a licensed registered nurse until you graduate from a four year program at a major university and not only pass federal tests (like Praxis), but also a state licensing test should be required and you should not be allowed entrance into a hospital if nursing, and/or a school if teaching, without completely passing all courses, and licensing.
- Downtown facilities, less real estate, more shops.
- Drainage and restricting speeding and littering in my neighborhood.

- Dynamic of area is changing, younger people bought here and nothing to do for younger families. Some 'festivals' and DT after 5 every years. Our 3-year-old is over it already. Still focusing on old community, which I get, but they won't be here as long, especially with Bragg so close.
- Ease of traffic; going anywhere is terrible. Too many small shopping centers without even a mall to visit indoors. Need a home depot and Red Lobster or cafeteria style restaurant within the Pinehurst Zip Code. Will draw a lot of customers from Southern Pines and Aberdeen and Surrounding areas and bring in more tax dollars.
- Education.
- Education of our children, if teachers are not paid well, they will leave teaching.
- Elected officials and the Village Manager are receiving excessive salaries for what they do in our community.
- Employment beyond hospitality.
- Enforce traffic laws.
- Ensuring our infrastructure can keep up with the new growth.
- Environment.
- Excessive Autos on 15/501.
- Excessive speed and ease of travel on very busy roads. Rental property growth in numbers with no regulations. Growth of building communities and business prior to road expansion. Clear cutting for growth making temps higher.
- Fill openings on the board before making further decisions.
- Future growth and traffic enforcement.
- Getting reasonable rents in Village Center so we can have retail and restaurants. Need to get rid of first floor real estate and lawyers.
- Glass recycling. Paving streets.
- Growing population. Control of growth. Need cottage homes for people.
- Growing too big too fast.
- Growing too fast.
- Growing too fast. Lack of condos near village so people can walk to downtown. Traffic on Hwy 5 at 15/501.
- Growing traffic concerns 15/501. Military families and their lack of driving laws around town.
- Growth. (Mentioned eighteen times.)
- Growth and adapting to younger families.
- Growth and adequate planning for growth.
- Growth and how to let it happen at the same time. Be sure that it is the appropriate growth; Hwy 5 and how 20 years ago no vision for the potential growth on this two-lane highway.
- Growth and infrastructure. Traffic flow. Maintaining historical image and quaintness.
- Growth and its effect on the small-town atmosphere.
- Growth and no planning to improve infrastructure to deal with increasing traffic problems!
- Growth and the available space for that growth. Water was a concern in the past and should be for the future. Excessive speed on Rt. 211 and Rt. 15/501. Creating recreational facilities that are probably used by less than 10% of the population.
- Growth and the quality of houses that have gone up recently. The vinyl-siding houses that have been built in the last five years are eyesores for the most part and do not blend in with houses that were

built earlier. Unfortunately, that can't be undone. There are several fences right on Burning Tree that are not following code. When we decided to move to this area and were looking at houses, we fell in love with the Lake Pinehurst area and I thought that we would stay here for many years, as long as were able to maintain the house and property. Now if I drove in this neighborhood to look at houses, I would drive right out.

- Growth and traffic. Street maintenance on McKenzie Road hard to see traffic.
- Growth as it affects road congestion and public services.
- Growth in area. Traffic seems to be getting worse, speed limits are not followed on Midland.
- Growth in public schools. Overcrowding building taking over the small town. Traffic issues at the circle.
- Growth is going beyond infrastructure, traffic, turn lanes, Highway 5.
- Growth is too commercial.
- Growth. It is becoming a city, not a pleasant retirement place.
- Growth management and control. Too many employees, too many levels of management.
- Growth management. Traffic impact on congested roads. Downtown improvement to foster economic viability.
- Growth of surrounding areas.
- Growth of the surrounding areas and the need for increased traffic flow through Pinehurst. The slow speed limits on main roads causes congestion. The only area without an issue is near the hospital where the speed limits are higher.
- Growth putting increased demands on infrastructure. Seeing the need for planned future growth along areas bordering Pinehurst.
- Growth that negatively affects the quality of life in Pinehurst.
- Growth vs. infrastructure. Pools for residences.
- Growth with not enough citizen input that counts when it matters.
- Growth, crowding, safety.
- Growth, ease of travel. Education with redistricting. Safety.
- Growth, housing, schools, employment, shopping centers with big box stores.
- Growth, traffic. (Mentioned twice.)
- Growth, traffic, poor quality of homes currently being built. Police enforcement of speeding and running of red lights and stop signs.
- Growth, traffic, preservation of quality of life, preservation of property values.
- Growth, younger population.
- Growth, poor quality in construction and stormwater management.
- Growth, roads and post office in Village. Speed limits.
- Growth. Go slow. Too fast leads to unintended consequences. Traffic circle is a little inconvenient a couple times a day. Not a big deal. Most communities have far greater traffic issues when compared to the traffic circle. I see Hwy 5 being a bigger issue than the circle.
- Growth. Maintaining the high quality of life and expansion. Recycling is important.
- Growth. Younger families with children, and traffic flow.
- Growth/traffic.
- Growth. Road upgrades to alleviate traffic congestion, particularly 15/501 near hospital.
- Growth; traffic.
- Growth; traffic, school drama.

- Handle traffic. Encourage business development in Village Center. Maintain quality of life.
- Handling of growth and effect on housing.
- Handling the growing population while maintaining the beauty and integrity of Pinehurst.
- Handling the growth, getting more crowded.
- Handling traffic on the big circle and well on Beulah Hill RD (no 5).
- Harmony.
- Housing development density and traffic patterns.
- How did 25 Redline Road get approved? Very ugly.
- Hwy 5 is terrible and needs stoplights.
- I am very unhappy with the planned re-zoning for the schools. We bought our home in our neighborhood specifically because of the good schools. The re-zoning will put our children to Southern Middle school. If that is really going to happen, we are very likely to pull our children out of the public school and put them in private schools or we will move. It is taking a toll on the entire community, a toll on our children and will very likely cause a lot of chaos. Just look at the schools in Raleigh where they went through redistricting a few years ago. It was the opposite of successful.
- I wish it were possible to limit the growth of Pinehurst.
- I would like to see Pinehurst embrace some commercial shopping development.
- Improve sewers and rain runoff, stop allowing development of low-quality homes.
- Increase in population; changing historic feel of the area; traffic.
- Increase of families moving into the area. Outdoor recreation areas and public schools.
- Increase of traffic from surrounding areas.
- Increased population that will tax housing, schools and roads.
- Increased traffic on Hwy 5 needs a solution. More walkways and bicycle lanes and paths in all neighborhoods.
- Increasing traffic congestion. Houses built too close together. Increasing population and necessary requirements.
- Infrastructure and water supply. We have increasing traffic issues because keeping a "village" concept does not fit with increased population.
- Integrity of maintaining the feel of Pinehurst but more development like S. Pines.
- It needs to be more traffic friendly. For example, traffic circles are difficult to navigate during certain hours. We need more police enforcement in these areas.
- Keep Pinehurst a resort area.
- Keep crime low. That's why we're here.
- Keep housing at a quality level. More variety of retail downtown. Traffic: get rid of big circle.
- Keep it from growing too big.
- Keep taxes low. Enforce zoning. Enforce traffic laws.
- Keep the atmosphere of Pinehurst as is.
- Keep the village as is.
- Keeping the feeling of small quaint village with our expanding population and traffic.
- Keeping the village shops and restaurants open, keeping the hometown small community feel and nice look. Keep code enforcement and local laws and ordinances enforced.
- Keeping village as it is, not expanding it. Keeping its beauty and elegance. I worry about the change.

- Lack of affordable housing. Lack of diversity (race and age). Overdevelopment. Lack of activities for kids.
- Lack of effort to maintain the Historic Downtown area as originally envisioned. Sloppy paving jobs and incongruous blue stone applications to create new parking spaces along residential streets, mismatched street paving, and a loss of greenery along sidewalks is causing an unfortunate change to the ambience of the area. It is losing its "charm" and looking more and more like "anyplace USA". Village Staff and Council should focus on better maintaining what is already in place rather than spending money on new projects.
- Lack of infrastructure to support the existing traffic BEFORE the addition of approved apartments and new housing developments. I believe potential tax income has clouded the decision making on this issue.
- Lack of interesting shops in downtown.
- Lack of opportunities for youth, especially those over age 12.
- Lack of parking availability. Lack of walkways in neighborhoods. Unsafe for walking.
- Lack of parks, true open space dedicated to humans. Traffic, especially on Route 5. Rentals instead of home ownership, transient neighbors.
- Lack of sidewalks and streetlights. Streets are too narrow to safely accommodate bikes.
- Lack of stores; opioid problems; no public transportation; stormwater drainage problems; no movie theater.
- Lack of trust.
- Library.
- Litter. There is litter everywhere. Must hire full-time litter cleaners and buy utility trucks to do this every day.
- Loss of trees due to development.
- Lot size restrictions. New construction is making it feel extremely crowded.
- Low income housing, affordable.
- Lower taxes.
- Maintain national trust historic preservations. Need more resources for code compliance. Stop sub-quality housing and clearcutting of lots.
- Maintaining a small village feel while accepting growth.
- Maintaining and resurfacing neighborhood streets. Traffic congestion and traffic control within Pinehurst - not just the traffic circle.
- Maintaining green spaces.
- Maintaining quality of life despite the pressure of growth.
- Maintaining standards. Too much development and apartments are terrible.
- Maintaining the ambience of a small town while handling growth intelligently.
- Maintaining the charm and beauty we all enjoy.
- Maintaining the small community feel and traditions of Pinehurst.
- Maintaining the village aspect of our city while providing residences with added services and growth.
- Maintaining the way of life that we have here in Pinehurst.
- Maintaining vibrant village shopping area.
- Maintaining village atmosphere and restricting building of cookie cutter homes, clearing lots of all trees and restricting stockyard fencing that seems to be put up with every new home.

- Maintains character and allowing for controlled growth.
- Making the circle functional for a growing population; thoroughfare entrance zoning. Maintain village codes for new housing in village area.
- Making wise decisions about approval of development requests. No more sneaking requests through without sufficient neighborhood discussion and notice. A little of that has very long negative memories. There has not been a lot of that, but a little is very negative for the village. Along the same line, letting an issue like open balconies count as square footage should not happen.
- Manage growth, too many more people will eliminate the small-town charm we came for. Affordable housing needed.
- Management of Growth in Moore County and the Village.
- Management of rapid growth of the population and housing construction.
- Managing growth. (Mentioned twice.)
- Managing growth and development via a more detailed plan and forethought to handling environmental and natural impacts on the growth and development.
- Managing growth and traffic.
- Managing growth and traffic congestion.
- Managing growth in areas that surround village. It is affecting traffic flow on Hwy 5 and creating congestion on village roads.
- Managing growth without losing quaint small-town feel.
- Managing growth, traffic, affordable, acceptable services.
- Managing growth. Ensuring residential property values are not damaged by the building of smaller homes/apartments in the same areas (example being #6).
- Master plan update.
- Measured quality growth.
- Minimize commercial development.
- Moore County redistricting.
- Moore county school district gerrymandering for the purpose of making the few excellent schools crappy.
- More activities for families. We used to enjoy the Fall Festival series each week at Canon Park with skits, magicians, etc. That is no longer provided.
- Need a new high school and library. Growth is too slow.
- Need more upscale restaurants and stores.
- Need some sidewalks and lights in certain areas.
- New development. I'm hoping Pinehurst is able to keep the small-town feel even with its growth. Maintain quality housing and stores.
- New growth.
- Newcomers/younger perceived as more valued than long term residents. Recruit retirees to fill housing. Respect what we are.
- Nobody follows the rules.
- Not becoming overrun with traffic and mass housing and becoming too expensive to live in.
- Not much to do if you do not play golf. No YMCA. Everything is geared for the wealthy, private lake, pool, etc. Nothing for the average working person. Need a public pool.
- Now construction increased traffic and no new infrastructure to handle the traffic.

- Obviously, traffic, i.e. NC 5 and Morganton Road. But of equal importance is the quality of the Pinehurst community. You guys are NOT enforcing codes, i.e. trucks and cars are to be garaged. Same with trash cans. And, you are permitting very cheap homes to be built that denigrate the entire community. What gives with that? This is Pinehurst. Require builders to build beautiful high-quality new homes. We are starting to look like Raeford.
- One thing I have noticed that people have stopped taking care of their property.
- Our village needs less offices and more retail shops.
- Overbuilding of houses.
- Over building. Lack of traffic improvements addressing the new construction. Allowing the local streets to be improperly patched after construction of water and sewer connections!
- Overbuilding and keep zoning regulations the same.
- Overcrowded, too much cheap housing.
- Overcrowding. (Mentioned twice.)
- Overcrowding and traffic.
- Overcrowding at the elementary school.
- Overcrowding, too much traffic.
- Overcrowding. Too much commercial construction. We do not need more supermarkets. Too many new housing developments.
- Overcrowding. Too much new construction.
- Overcrowding, traffic, depreciating values of homes by developers via increasing lower cost homes.
- Overdevelopment. (Mentioned five times.)
- Overdevelopment on Route 5. Highway and neighborhoods would be adversely affected. Too much traffic.
- Overdevelopment. Increased traffic. Lack of retail in downtown village.
- Overdevelopment, increasing traffic including speeding especially on traffic circle, lack of sufficient handicapped parking in Pinehurst.
- Overgrowth. Too much development, clear cutting.
- Overgrowth. The loss of wooded lands. Too much building. Too many new homes. Losing small-town quaint feeling.
- Overpopulated. Too much growth.
- Overpopulation. (Mentioned twice.)
- Overpopulation and too many homes being constructed. Removal of existing trees on building lots. I moved here because Pinehurst appeared to be a low key, peaceful and beautiful place to live. But since I have been here all I see is more houses, more strip malls, more car lots, more empty existing shops/offices, and more traffic. Pinehurst officials need to reduce the number of builders who are building right up against the highways and building less than quality homes. I fully expect Pinehurst to be like any other city with no green space left and homes standing vacant forever. Getting builders here does not end up with Pinehurst getting more money in its coffers, we just end up with sub-standard homes and more people renting.
- Overpopulation vs. road capacity and service.
- Overpopulation, infrastructure services. Way too many cheap cookie-cutter homes being built.
- Overpopulation, school distribution.
- Overpopulation, traffic congestion.

- Overall development and traffic are an issue.
- Overcrowded highways.
- Parking in the village for people who would like to frequent the businesses there. New library.
- People fighting quality development. They don't want it no matter how well planned or beneficial it would be to the village.
- People speeding and not obeying stop signs. Very dangerous.
- People who are against progress.
- Pinehurst is growing beyond the ability to maintain the quality of life now available.
- Pinehurst is being expanded too quickly. No longer a quiet retirement community. Pinehurst is changing from charming to busy and rude.
- Pinehurst is getting too big.
- Pinehurst is losing its charm. Construction is everywhere. Traffic is horrible.
- Pinehurst is no longer the lovely area we moved to 20 yrs. ago. We all knew years ago increased military presence in the area was coming & there seems to have been no plan in place. Now VOP is trying to play catch up. In the meantime, it makes it difficult for those who came here for a more laid back lifestyle. Can VOP be all things to all people: Fayetteville II & Pinehurst Inc?
- Pinehurst is too golf focused. It's a sport few people do anymore.
- Planning roads to accommodate traffic growth.
- Police are not enforcing laws. Kids ride in golf carts without car seats. Police response is horrible. You call police and they are disrespectful. Roads are littered, not maintained. Run off of rainwater is horrible. Code enforcement is lacking. On the weekends, people know to break codes and won't get caught since code enforcement is Monday thru Friday.
- Population and traffic.
- Population growth.
- Population growth and city and infrastructure greatly lagging.
- Population growth leading to busy roads. Lower property taxes.
- Population growth, traffic.
- Population with transportation.
- Population, congested roads, backups on major traffic circle, lack of traffic light turn signals at intersections on busy roads, no right turning lanes at intersections. Cut branches or tree limbs away from road signs on side shoulders. Public works employees should be on the lookout to take notes of these preventative maintenance and report it to proper agencies. In other words, if you see something that doesn't look right, report it. It doesn't matter who's job it is, take the initiative and report it to the proper agencies to resolve the issues.
- Potholes. Some walk dogs and do not pick up after them.
- Power lines should be buried to help avoid electrical outages that occur, especially during hurricane season.
- Preservation.
- Preservation of downtown, limiting expansion and controlling growth, insuring that our current infrastructure is sustainable for current and projected growth.
- Preserving it. If I wanted Fayetteville, I would move there.
- Preserving what makes Pinehurst Village unique and safe in modern society.
- Pressure of development. Historic area needs to be maintained.

- Prevent overcrowding. Assure that new construction is a quality good taste.
- Proactive policing to prevent crime. Develop bike paths and promote them. Prevent development that does not fit here.
- Quality education. Many residents are very upset about our kids going to Southern Middle.
- Quality growth and making sure that cheap housing and short-term rentals do not destroy ambience and investments people have already made in Pinehurst believing it to be a quality residential decision.
- Quality of elected officials.
- Quality of new development. Zoning.
- Quality of public education affects decision to live in Pinehurst.
- Quality residential construction. Avoid business development that will detract from image of village.
- Quality, prompt healthcare. Manage growth and traffic.
- Quiet and peaceful environment.
- Rapid growth and overdevelopment. Traffic on Hwy 5.
- Rational Growth.
- Reasonable approaches to the continued housing and population growth expected to continue.
- Redistricting of Moore county schools. We bought in Pinehurst for the school district. If we end up in an Aberdeen school, we will have to move or go to a charter.
- Redistricting of schools.
- Retain the quaint features and prevent apartments/condos/low cost housing, all of which magnets crime and would ruin the historical and unique aspects of the village.
- Returning to previous standards of performance for street maintenance. Repave Spruce Court, Spruce Lane, asap.
- Rising crime. Too many break-ins.
- Road conditions and traffic. Growth without improved infrastructure. Unaffordable housing. Lower income housing.
- Road improvements on Route 5 before more houses are built.
- Roads and streets are not up to handling the increased traffic.
- Roads are being overcrowded.
- Roads with circle traffic.
- Role of Village Center regarding local business, preservation of open space, preservation of highway gateway appearances.
- Rte. 1-211, Rte. 5 beltway around Pinehurst, SP's and Aberdeen.
- Running out of housing space.
- Safety. (Mentioned twice.)
- Safety and security.
- Safety and traffic.
- School facility and education improvements.
- School redistricting, glass recycling, overexpansion and negative impact on traffic flow.
- School redistricting. Some children who live in Pinehurst will not get to go to school here. Home values may decrease.
- School safety. Community center completion. New library.
- Senior housing, senior long-term care facilities.

- Sensible growth. Roads have become dangerous.
- Sidewalk construction, street lighting.
- Smart development. Alleviate traffic on Hwy 5, sidewalks in neighborhoods, enforcement of fence codes.
- Snobs and elitists attempting to prevent long time residents from developing their property adjacent to Pinehurst.
- So many newcomers moving and building homes here. Traffic overload. School and services overload.
- So much growth.
- Some of the residents in the village are not very friendly to children. My kids prefer Southern Pines downtown because they are more accepted.
- Space.
- Speeding in Village Acres, not enough patrolling.
- Speeding is an issue, drainage, roads need repair. Crossing on Beula Hill for golfers is crazy. Trash along roads.
- Speeding, running reg lights and stop signs.
- Spending bonds and taxes.
- Staying current. Drainage, lighting and sidewalks.
- Stop building just to build!!!! Work on keeping up the current infrastructure and think about a homeless shelter.
- Stop stick-built homes by H&M. Poor quality. More and better shopping. Better way to update citizens on recreation opportunities.
- Storm drains, more recreational opportunities, specifically volleyball and other activities for active boys. A community pool. The traffic circle, and other traffic issues (which means building no apartments/condos or taking down trees for more neighborhoods/homes/people). We don't need more people. Stop the overcrowding of Pinehurst.
- Stormwater improvement. Growth, traffic. Pinehurst is losing its charm in home building.
- Stormwater drainage issues. Traffic enforcement.
- Stormwater improvements needed! We need a pool, we need Village-wide pick up for large amounts of yard debris. Please stop letting cars park in cul-de-sacs.
- Street paving and code enforcement of trash bins.
- Street lighting and more police needed.
- Street lighting in neighborhoods. Activities for young children. The traffic circle.
- Streetlights and sidewalks in all neighborhoods.
- Stupid 25 mph speed limit in areas.
- Taxes, infrastructure, paving.
- Teaching drivers how to drive in the traffic circle.
- That Pinehurst is not just about the Village. They want to grow, but Village Acres does not get the attention needed. It's all about the little Village.
- The better care of right of ways and streets. Clean up the streets all over the village.
- The big traffic circle needs SPEED BUMPS as cars/trucks speed (over 30 mph limit) around circle and people are hesitant to pull out. Village should put out the digital speed indicators around the circle, so drivers are aware of how fast they are traveling.

- The big traffic circle!!! OMG..the big traffic circle!! Managing growth and still maintaining the "village" charm.
- The Comprehensive Plan is a farce whereby the Council and Village Management attempt to force a developer's population pro-growth policy on a community that does not want more cars and more stores.
- The creation of sidewalks by the lake. The roads are too narrow, and it is hard to run/walk in this area.
- The glaring absence of walkways (sidewalks) in the vast majority of Pinehurst neighborhoods. Having lived in communities with sidewalks on every street in every neighborhood, the safety for pedestrians is glaringly obvious. The added benefits are the increased sense of community one has when it is safe and easy to walk through the neighborhood with your family.
- The growth of the Village of Pinehurst by adding in ETJ. The Council is not listening to the neighbors of Pinehurst. They do not want to be annexed in. That is why they moved to the country, so they didn't have to follow the many rules of Pinehurst. Leave them alone. Stick to what you know and do well.
- The growth will soon not be village use common sense. Above ground pools.
- The growth. We have been here 3 years (not military) and have seen the growth. Traffic is nuts, building is nuts. It has to slow down.
- The increased population, military families, do not take pride in homes. Do not take care of the properties.
- The lack of sidewalks on some of our busier streets i.e. Lake Forest/St. Andrews. Increasing taxes to build schools. Most everyone moved to PH for the golf, small town feel and low taxes. We are quickly losing the small town feel and increasing taxes have a huge impact on fixed income budgets. If you can't meet your needs on the money you take in, you don't build it.
- The large traffic circle, fix. Have a road go straight thru the circle connecting 211 to 501.
- The most important issue right now is to develop a plan to expand the Library, and for the Village to take responsibility to maintain and operate the Library in the future. It is also important that the Village continue to preserve the character of the "downtown" while allowing controlled development in and around the core of the Village.
- The most important issues are the traffic circle, ability to have elected leaders who have the background and experience to handle growth in a rapidly growing city of Pinehurst and being able to maintain the level of our neighborhoods especially in number 6.
- The number one issue is growth and the ability of our infrastructure to manage the increase. Another concern which is an extension of the growth is proper facilities. We in my opinion and my corner is a prime example are Storm Sewers which would avoid street and property accumulation hazards. And can be used to increase our non-drinking water availability. Just saying.
- The traffic circle and the idea of constructing another one two blocks away at Airport Rd. The negligence of the other Pinehurst neighborhoods outside of the village. Especially in my neighborhood off Airport Rd., which has no sidewalks at all. Inadequate street lights is also an important issue in my opinion.
- The traffic on Morganton Rd is awful this is supposed to be a residential street that now has huge trucks cutting through since the round-a-bout installed in front of the resort.
- The village and surrounding neighborhoods are very dangerous after dark for driving.

- The Village clearly needs to take over the Library and fund it appropriately. The Village is no longer just "the nicest waiting room for heaven". We owe it to our young military families with children who are moving here to make The Village the best place for the families who live here as their spouses travel to world on missions to defend our country. The Village can do this by fully funding the library (i.e. make it a municipal library) and expanding the Village Green (knocking down more trees and expanding the green space so we don't spill into the street at every festival). The Village ought to become a major financial sponsor of both the Pinehurst Farmers Market (returning the Village Green to historic purpose of a Village Green) and the Shakespeare In The Park Festival. More cultural events to get more people downtown is all to the good for the village.
- The Village is too busy patting its own pack on solid waste recycling. There has to be a better way to handle glass than forcing people to load up their own car.
  "ALL KINDS OF GLASS AND PLASTICS" (both categories) are fully recyclable.
  Set up an environmental committee of knowledgeable people to figure out how to do it.
- The Village Management is too slow to react to population growth, most major decisions, and neighborhood code violations.
- The Village needs a public swimming pool!
- The Village retail and business. It is slow and it worries me that the hotel and resort don't support our village more. It has to grow to keep people here.
- There are many young professionals in this area. More outdoor recreation facilities would be great. High schools don't allow public to use their fields for recreation such as laps and running stairs. More green spaces.
- There are no affordable housing options in Pinehurst. Cost of living is too high. All these houses are too high to rent. Living the poor and homeless out of the equation. Everyone deserves to live in a nice town. There needs to be affordable housing such as apartment, town homes, duplexes, single family homes. If you are poor, homeless, seniors, none of them can afford anything over 400. No one cares about the homeless, poor, seniors, military veterans. No one wants these people in their towns in Moore County. No one in there town wants a homeless shelter in there town. People are living in hotels, cars, woods, place to place, makeshift campgrounds. Hotels don't even want you to stay in hotels. So, where do the poor, homeless, military veterans, seniors, fit in Moore County? There needs to be a change because the government don't care. Kids are not being accounted for because of the struggle these people are facing.
- This is still largely a retirement community making peace with the fact that most of the new residents are younger families with children. If you don't adjust your thinking, we will continue to take our money to Southern Pines and Aberdeen. Young families are only looking for things to do in Pinehurst (places to eat, play, and shop) not to change what is fundamentally Pinehurst.
- To control growth.
- To preserve it's quaintness. I suppose traffic although we lived in places far worse.
- Too many families moving in.
- Too many grocery stores.
- Too many houses and not enough space in between houses.
- Too many houses with vinyl siding.
- Too many medical buildings need to build some in other parts of town. So that it will eliminate some of the early traffic.

- Too many military families moving in, not much respect for neighborhood safety on streets. Kids in streets.
- Too much and too fast development. Traffic congestion is getting to be a problem at times.
- Too much emphasis on maintaining the tourist areas, residential streets are degrading and poor lighting at main intersections.
- Too much expansion and growth. Not much effort is quality growth. Too responsive to builders.
- Too much expansion and residential and commercial development in the area. I realize this is mostly in Aberdeen and Southern Pines, but it surely affects us equally.
- Too much growth too fast.
- Too much growth. Road traffic.
- Too much low-end development. Traffic. Condition of residential streets.
- Too much money on police dept. No need for the number of officers or cruisers.
- Too much new construction of new houses, congestion on roads.
- Too much residential building of mediocre housing and lack of infrastructure to support.
- Too much traffic and too many people.
- Too much development-getting too crowded.
- Too much emphasis on commercial growth; preservation of village character.
- Town council actively ignoring and dismissing Pinehurst as a resort community. This is not a military town.
- Traffic. (Mentioned nineteen times.)
- Traffic and public education.
- Traffic and congestion on roads.
- Traffic and growth.
- Traffic and shopping in village.
- Traffic and the charm of the Village has diminished due to the amount of businesses vs shops.
- Traffic circle.
- Traffic circle 15-501.
- Traffic circle needs traffic lights.
- Traffic circle, people merging into circle from right hand lanes, should be ticketed. Need to trim tree limbs during hurricane and ice season.
- Traffic circles. Police are never patrolling the circles.
- Traffic congestion. (Mentioned twice.)
- Traffic congestion of 5 and 15-501. Where are all these people coming from?
- Traffic congestion on streets to narrow to accommodate the traffic like Beulah Hill (Hwy 5), the traffic circle, Morganton Road, Linden Road.
- Traffic congestion. Enforce lane restrictions at large traffic circle.
- Traffic congestion, lack of building limits and regulations causing a spike in population which this community was not designed to accommodate.
- Traffic congestion, streetlights and sidewalks.
- Traffic congestion. Infrastructure cannot support growth. Changing dynamics.
- Traffic control.
- Traffic control and road maintenance.
- Traffic. Decent library.

- Traffic due to growth, maintaining its charm, beauty, and uniqueness.
- Traffic enforcement of speed laws.
- Traffic flow around traffic circles, providing adequate roadways to handle increased traffic.
- Traffic flow is bad. Especially at noon and 5:00 after work getting home.
- Traffic flow on the circle and Route 5.
- Traffic into and out of circle.
- Traffic issue and zoning seems most important. Houses built do not reflect the quality built years ago. Builders more content to build houses cheap and quick!
- Traffic issues and safety of people and pets walking/riding bikes by roads.
- Traffic issues. Maintenance of properties in local neighborhoods.
- Traffic movement. Need for bypass routes around Pinehurst. More lighting on main highways.
- Traffic on 211 and McKenzie Rd specifically. Traffic on 15-501 for residents entering and exiting Pinehurst Manor. U-Turns where it is well marked NOT to.
- Traffic on Beulah Hill Rd is horrible. Quality of building standards not in keeping with image. Raise the bar.
- Traffic on Hwy 5. We cannot get out of Pine Tree Rd because of heavy traffic on 5 and misalignment of Pine Tree and track entrance. Can sit and wait for 5 minutes at times.
- Traffic on Route 5. (Mentioned twice.)
- Traffic on Route 5.
- Traffic on Route 5 is horrible. Worst part of my daily commute.
- Traffic on Rt 5, very dangerous and hard to cross.
- Traffic on Rt 5. Over development.
- Traffic on Rt 5. Storm water drainage.
- Traffic on the infamous circle and Hwy 5 (Beulah Road).
- Traffic pattern around Pinehurst, backups under RR overpass on NC 5 Beulah Hill, all the complaining!
- Traffic problems.
- Traffic. Recreation indoors. Need green space preserved.
- Traffic volume exceeds ability of infrastructure to handle. Gaining control of zoning in ETJ especially N of NC211. Volume of traffic on Hwy 5. Development of retail in Village Core and New Core.
- Traffic! Keep growth down. Maintain village character.
- Traffic, especially the circle.
- Traffic, growth.
- Traffic, litter, dead trees.
- Traffic, over development. Street maintenance.
- Traffic, so many houses being built, stop the madness! Too much new construction, we love the feel of trees and nature, but we are slowly losing these and gaining people, cars, and crowds.
- Traffic, traffic circle.
- Traffic, you are stuck in neutral because you can't satisfy everyone (e.g. Pinewild).
- Traffic. Fort Bragg. Loud trucks.
- Traffic. Keeping small village feel. Controlling building of subdivisions of Pinehurst.
- Traffic. Maybe widen Route 5 or make a turn lane.
- Traffic. Speeding on 15/501.

- Traffic. Growth (new schools needed). Taxes going higher. City streets getting very crowded (widen???).
- Traffic/congestion. Dense multifamily developments. Lax code enforcement. Escalation of property tax.
- Traffic/crime.
- Traffic; growth and development.
- Traffic; specifically, the circle, Rt 5, Morganton, 15/501 intersection, speeding.
- Traffic-roads-traffic circle is horrible and congested.
- Traffic-----terribly overcrowded roads.
- There is no safety for cyclists.
- Trails and walking paths. Someone is going to be injured or killed with increasing traffic and minimal ability to walk or ride bikes.
- Transient residents not taking care of property. Single home dwellings being rented to numerous occupants.
- Transition phase of Pinehurst elementary and what it's done to the rec fields; not enough dining in the village, needs to embrace small businesses other than golf.
- Travel.
- Uncontrolled growth, dramatic increase in traffic and taxes, roadside litter on 15/501 and 211 is increasing.
- Uncontrolled growth, traffic.
- Vehicle traffic enforcement.
- Village Center is dying, I work there. Traffic circle, economic growth, education.
- We bought our house for the schools. I wish the village would aid us in advocating against parts of Pinehurst into Southern Pines.
- We do not need title 8 housing for low income.
- We have a problem with traffic; there is also a lot of overgrowth with building ok housing on every empty lot. Also, please keep our kids in Pinehurst schools and do not bus them out of our district.
- We love this place. We value the diversity, the beauty, and the efforts of residents before we came to preserve a truly unique community. The issue of preserving the essence of this place is paramount. And, not easy.
- We need a new library. The circle is a mess. Need more bike lanes. More street lighting.
- We're growing too fast. Traffic is out of control.
- When I first moved to Pinehurst in 2008, the streets were paved well and it was an easy drive from Pinehurst to Southern Pines, Aberdeen etc. Now the roads are absolutely horrible and so is the traffic.
- Whether to allow multi housing in Pinehurst. Most importantly, the quality of those units-the Greens in Pinehurst is poor quality and tacky looking. This should never have been allowed in Pinehurst.
- With increased population, how will the large increase in traffic be managed? Most of our roads cannot be widened. I live in Doral Woods and sometimes will sit through 15 or more cars before I can turn onto Morganton Road. And the back up on Route 5 if I turn right on Route 5 towards the Village is extremely backed up due to carts crossing the Courses 3 or 5 and just an increased Number of cars.
- You have a lot of folks complaining about having sidewalks in the neighbors and want to complain that we need sidewalks for walking. There are enough parks for these folks to walk themselves and their animals in the parks that have been provide for them already. They also complain about the

traffic on the street highways when they do walk will not be courteous enough failing to accept that they are in the road for their walks and will not get off the road. My most frustrating complaint is that when they walk with their dogs, they let their dogs use the bathroom in your yard and WILL NOT get it up only leaves it for you. My other complaint would be with the recycle crew; we are told to put recycle in the bend in untied bags; then when trash is picked up and they leave any of the trash that they didn't dump in the truck in your yard.

- Younger families are moving in and Pinehurst needs to expand its vision and embrace the youth. So much growth it is difficult to get around.
- Younger families, sport fields, recreation, sidewalks. Move out banks and realtor in the Village for growth and fun, sidewalk cafes, shops, etc.
- Zoning.
- Zoning, automobile traffic.

Q28. Do you have any suggestions for how the Village could serve you better?

- 1. Don't pay "boards" and "consultants" but seek info and ideas from village citizens. No need to pay others to decide what's best for our community.
  2. Add more programs/activities for teens.
  3. Encourage schools to stay open in Pinehurst--all of Moore County does not have to shut down when back roads are bad. When I grew up certain schools were open and others (that were affected) were closed. The ones who were closed adjusted the school year, not the whole county.
  4. Let homeowners have more say over their own property...ex: storage sheds and pools. There can be guidelines, but folks should be allowed to have these on their own property if they want.
- 2 lanes are not enough on Hwy 5. Streetlights are needed on Hwy 5 and Pine Tree Rd, it's dangerous.
- A traffic light on Rte. 5 and McKenzie/McCaskill, so dangerous to cross Rte. 5. A public library, more arts/theater. A way for young people to participate on the boards that are not during school/working hours.
- Allow smaller homes.
- Allow some commercial shopping development.
- As a resident of Village Acres, I feel that this neighborhood does not receive the attention to infrastructure maintenance that I observe in the traditional Village of Pinehurst area and Pinehurst historical areas.
- Ban smoking outside.
- Be careful in deciding what kind of business to allow in and around the village.
- Be mindful of how many military families are moving in and out of the community.
- Be proactive instead of reactive to major issues. Village code awareness: inform through fliers. My neighbor has called the police on me twice in the last month for noise from my tools while working on my house during authorized hours.
- Be responsive to citizens issue stop rezoning everything to increase density.
- Better and earlier notice of village meetings. Post them in the pilot.
- Better communication via social media and Internet, there is very limited information about events in the Village on your FB page and nothing expect the farmer's market on the VOP site calendar.
- Better focus on core services.
- Better lighting and sidewalks in neighborhoods. People walk on streets with dogs, children; etc. and there are no sidewalks. When walking they do not pay attention to cars. They are listening to music or on their cell phones. When walking at night they do not have flashlights or the proper evening reflective clothing.
- Better lighting, difficult for seniors especially after sunset.
- Better lighting. Add sidewalks so my kids can safely walk to friends' houses.
- Better recycling program.
- Better requirements to parking cars by residence on the properties, many abuses evident.
- Bimonthly recycling to save money, got no response.
- Big traffic circle is causing congestion.
- Bike lanes or path. It’s impossible to ride safely here.
- Bringing attention to motorists regarding driving courtesy. Lowering their speed limit in circles, minding signage.
- Build a new middle school. Extend green way down Linden to Lake.

- Build a running track available to public.
- Build affordable housing. Pinehurst will never do that.
- Build and maintain a public swimming pool!
- Build sidewalks in every neighborhood. Help ensure that the "Western Connector" gets built and relieves the ridiculous traffic problems that arise from folks that have no other option than to drive down highway 5 or through the big traffic circle.
- By my house, stop the motorcycle and car racing on 211 by Harris Teeter light. If I wanted to live near a racetrack, I'd move to Charlotte.
- City does very poor job of street re-surfacing and maintenance current grading system for re-surfacing a joke.
- Close the gates on home building. Ease and reduce the traffic on route 5. Say no to construction companies.
- Code enforcement 24 hours 7 days a week, better police department and care about village. Better maintained roads and less litter. Golf carts need to be enforced. I see drunk golf carts partying down Longleaf, kids hanging out of golf card on Wheeling. No police.
- Code enforcement keeping neighborhoods up to date. More lighting and walkways.
- Code enforcement.
- Code enforcement. Bulldoze the traffic circle.
- Continue what you're doing.
- Control development better.
- Control growth, manage traffic Beulah Hill Rd.
- Control the deer problem.
- Create sidewalks or bike paths.
- Curb side pickup of debris greater than cart, we should have a scoop truck.
- Decrease crime, hold developers accountable for actions, stop cutting down trees, improve storm drains and roads.
- Detailed, recent water quality reports.
- Develop climate change policies.
- Develop senior community-55 and older community. We have 1 which is full. We need senior living communities to fit aging population in Pinehurst
- Do not build a new library and waste tax dollars. Library should move Tofts archives into BBT building so they can expand existing facility.
- Do not cut down the pine trees.
- Do Not think about putting sidewalks in these neighborhoods. That is going to take half of the yards.
- Don't give anymore of Pinehurst to Taylor Town.
- Don't let developers destroy the village.
- Don't lower your standards because people complain about having to maintain a certain look.
- Don't make backroom decisions. Consider what the community wants and don't make political decisions for the community. Politics and religion have no place in making decisions for the community.
- Don't wait to the last minute to fix the problems. This avoids unexpected accidents or harm’s way.
- Double the size of police dept. Enforce traffic laws.

- Ease traffic congestion. Improve stormwater control and management. Institute controls on clear cutting.
- Effectively enforce the property appearance codes that are on the books already. And by 'enforce', I mean levy, pursue, and collect the fines. This has NEVER been done properly. It has always been an empty process that has violators go repeatedly unpunished.
- Embrace the resort. Where are the lake permits?
- Embrace young families, more activities/facilities targeted for children.
- Encourage recycling to local businesses (Pinehurst CC).
- Enforce 25 mph limit.
- Enforce codes.
- Enforce codes across the board, maintain character of village.
- Enforce codes to keep Pinehurst's historic quality image. It hurts everyone -- and our resort for that matter -- when you allow our standards to slip. You really must do better. Or you will surely loose the Pinehurst image for good.
- Enforce codes, parking on the street, leaving containers by the road.
- Enforce existing zoning limitations. Do not allow changes to accommodate big developers.
- Enforce historical guidelines.
- Enforce housing codes.
- Enforce your rules when you decided to move here it is pretty simple.
- Enforcing our laws and ordinances. Respecting the 25 mph speed limits. County officials should take part when they see violations.
- Establish more control on residential and commercial expansion.
- Figure out an alternative to the traffic circle.
- Fix the clay sidewalks!!!! They are dangerous and not maintained.
- Fix the problem of Rt 5.
- Fix the stormwater drainage system on my street-there's always water accumulation in front of my property. The street does not lean properly.
- Fix traffic issues, nothing has been done to ease traffic on Hwy 5.
- Fix traffic problems.
- Focus on VOP downtown shops etc. Make an attraction in downtown Southern Pines.
- Follow up better after you promise to do something do it or get back to citizen with why not completing.
- Follow what the Village leaders have to say. Also have open meetings.
- Free shuttles to medical offices.
- Garbage collection is difficult with the large trucks that run over landscaping because the circle is too narrow for them to maneuver so deep tire tracks are made.
- Get the long-range plan done.
- Get a handle on development. Keep panhandlers out. Adjust traffic concerns.
- Get a ladder truck for the fire dept.
- Get rid of the deer. I spend a lot of money on shrubs and flowers but the deer (as many as four, five, six or more each day) like to feast on them.
- Get the Pinehurst Medical building back!
- Get rental homes to maintain better.

- Greater variety of shopping, more open space, recreation programs and facilities for young families.
- Growing way too fast.
- Have the spine to represent village concerns to more county school board gestapo.
- Have the village take over the lake. The resorts have turned the marina into an eyesore.
- Have more law enforcement patrol in areas where the speed limit is 25mph-village acres.
- Help residents remain in Pinehurst schools.
- I have always wondered why the business owner on Midland Rd was allowed to get by with not mowing the weeds surrounding his business.
- I marked the police department lower because I had an individual who was caught stealing and the police department was called and never showed up. The individual finally left the scene after 35 minutes.
- I wish the village would offer more for young children (teams and leagues).
- I would like to see a plan for incorporating golf cart paths into the future plan like Peachtree City, GA.
- I would like to see a walkway connecting the greenway trail at Camelot to the walkway through village place once the community center is completed.
- I would like to see more support for biking as a mode of transportation - more bike paths (or more room on existing roads), more public areas for bike parking.
- I would like to suggest that Pinehurst should enforce preserving as many trees and long leaf pines as possible.
- I would love to have sidewalks in my neighborhood.
- If a Pinehurst Medical wants to expand in Pinehurst encourage them to do so--otherwise they will go to Southern Pines--UNBELIEVABLE as that may seem!
- If Pinehurst is getting in future any bigger, to implement good services will get perhaps a problem.
- Illegal fences. Yard maintenance, it is embarrassing.
- I'm still getting used to living here. We have been here for 2 months.
- Implement standards for home/yard maintenance.
- Improve streets in west PLT neighborhood by the lake, stormwater runoff is terrible.
- Improve the quality of new housing, seems many of the newer homes are of poorer quality. Need a storm water management system, diverting run off water to vacant lots should not be the only option. Resurface more roads on an annual basis.
- Improve the quality of new housing-what happened to the architectural committee?
- Improve the roads for traffic.
- In regard to the traffic circle at Rte. 2 and Carolina Vista, the paint used to look like bricks on the crosswalks is wearing away and looks bad and looks cheap. I suggest that you do what should have been done in the first place and that is use real brick on those crosswalks.
- Increase code compliance enforcement. Preserve character of village.
- Increase funds to public schools.
- Increased village neighborhood lighting.
- Inspect the road repairs. It is terrible. You should not pay the contractors.
- It needs to enable people who actually work here to be able to afford to live here.
- It seems like the landscape has deteriorated.
- Just keep competent smart & reasonable people in the planning and development areas of the town government. Don't overdevelop the area - which is already a problem.

- Keep an eye on your growth, and where it is occurring, and make sure you are protecting the mission of Pinehurst itself. and of the core residents (those of us retired.)
- Keep development from ruining the charm and adapt to younger families moving into the area by providing programs, amenities, etc. Maintain property values through well thought out and responsible investments/growth.
- Keep kids in Pinehurst schools.
- Keep Pinehurst's quality standards high-that is why people have moved here over the years.
- Keep quality housing and changing code so garbage and recycling container must be kept out of sight and not in front of the house.
- Keep the village feeling.
- Keep up the good work.
- Keep up the good work. Village officials should keep up with the opinions people send to The Pilot. So much frustration to be addressed.
- Less bureaucracy, more reasonable. There are not enough convenient times to give input on council decisions.
- Less emphasis on zoning.
- Less police check points.
- Let Pinehurst be Pinehurst, stop trying to make it a city!!
- Let us know more often what's going on in the village.
- Limit growth and ease traffic flow.
- Limit traffic.
- Limit tucks with more than four wheels access on Beulah except for local deliveries. I followed a wide load tractor trailer from Aberdeen all the way to Hwy 211. Taking a short cut. Limiting this type of access would greatly improve road safety and drive times.
- Lower property taxes.
- Loosen trash policies. deciding what cans things go in have become a chore and I'm usually wrong.
- Maintain charm. Do not just dress us up for the open.
- Maintain the unique character of the village by controlling growth and over development.
- Maintenance throughout entire village should be equal, not just the area with retail stores.
- Make Lake Pinehurst a public space, outdoor pool for residents.
- Make places where families can spend their time and money in the village and give us safe walkways to get there and we will spend more time near our homes and less time making Southern Pines and Aberdeen the "go to" places.
- Make residents obey codes. Stop the VRBO rentals, it makes quality of life much less.
- Make sure that maintenance standards of rental properties and vacation properties are kept.
- Manage traffic flow.
- Managing growth and providing essential services.
- Many young families live here, more sidewalks are needed. Streetlights would help greatly.
- Means to safely cross 5/Beulah Hill Rd, for kids on bikes and golf carts. A tunnel or cross light on the West side of the village.
- Monitor speed at the traffic circle to slow drivers down.
- Moratorium on new construction.
- More activities for families.

- More building permits apparently anyone can get a building permit no quality required.
- More code enforcement, particularly unsightly yards and eroding driveways.
- More evening retail hours of Village shops.
- More for seniors; spend less on all these recreation facilities we don't need. Don't consider a cultural arts center for Locke Symphony.
- More green way trails. Better restaurants downtown. And a public pool.
- More residential or school building. Keep taxes at current rate.
- More parks, public swimming pool access. More greenway and biking trails.
- More pathways to exercise on.
- More police on the streets.
- More proactive maintenance-more actions to avoid power loss.
- More public hearings before voting on issues.
- More sidewalks!
- More stores in collage center that are resident focused.
- More walkways/sidewalks. I don't always feel safe walking, especially with the children, in the Donald Ross/Village area because the only place to walk is on the street. There are more cars than in a gated neighborhood like Pinewild.
- Mowing of grass and maintaining green ways walk run paths.
- Multiple use properties available to residents.
- Need better storm drains in Doval Woods. Major flooding during hurricane Florence. Traffic congestion on Morganton Rd is terrible.
- Need either sidewalks or street lighting or both.
- Need elected leaders that will stand up for what's best for the Village. Don't cave to development interests. The quality of new homes going up is embarrassing. For instance, the new homes that went up on Murdocksville Road, every single one has mildewed siding. You can state that it's a maintenance problem, but I don't buy it. Didn't used to be that way. Elected officials need to get the state to back them on stronger local appearance codes. Maybe the new council will feel the same. Overall, I am sure you all are doing your best.
- Need to enforce speed within village and around hospital area. Need to patrol neighborhoods more.
- Offer better recycling options again.
- Only provide a little more attention to traffic congestion on Hwy 5 thru Pinehurst area and also monitor and enforce 25 mph speed limits within all subdivision streets. Simple and easy to do with adequate personnel.
- Open council meetings which allow questions from those in attendance.
- Open Pinehurst up to more business.
- Our streets are in terrible condition-shameful for Pinehurst.
- Overall high mark.
- Overall satisfied with Village services.
- Overall, they do a very commendable job. At times, on Highway 211 there is confusion when an accident has been called in and the county sheriff's office responds, it is actually a Pinehurst jurisdiction call and it takes a while for the Pinehurst police to respond, especially if there is another large entertainment being held in the village.
- Parking around village stores. Need an indoor/outdoor swimming pool.

- Pavement of neighborhood streets.
- Pay attention to community concerns.
- Pay better and more attention to quality of homes and construction.
- People should be able to vote on large money proposals.
- Plan for future growth.
- Planned growth.
- Planning board way too cozy with developers and allow sloppy construction/clear cutting with no planning for extra traffic.
- Please add sidewalks in neighborhoods on the main thoroughfares.
- Please address historical upkeep and new library.
- Please continue to keep safety high on the list; in the village and in the schools within Pinehurst.
- Please repave our whole neighborhood on South Surrey and roads connecting to it.
- Plow my street or lower my taxes due to not getting the same services as others.
- Police need to issue traffic tickets. Too much speeding.
- Police should report all the potholes they see on patrol.
- Positive and realistic planning for growth; anti-growth philosophy will kill us.
- Promote small business. Improve our recycling program.
- Provide local recycling for glass.
- Provide services to connect new residents to the community.
- Provide walking and bike paths on Midland Rd and Hwy 2. Improve quality of new houses.
- Provided ideas at Fair Barn long term plan review. Since we have several council members leaving this fall, continue identifying priorities and timing but let knew council make final recommendations; the village reps who make the final decisions should have to live with and support their implementation.
- Put a storm drain in front of my house at 8 Red Cedar Lane. I have a pond in front of my house for days after each rainfall. Trash cans visible from the street is NOT alright according to the VoP however, the pond in front of house after a rainfall is perfectly alright with the VoP.
- Put in more lighting. Ban thank you Jesus signs in front of yards.
- Put more teeth into developer regulations.
- Provide more household trash locations.
- Put street lights in #6. Sidewalks as well. Village acres has both. We have none.
- Put up a flashing light detector for the crosswalk at Ritter Rd east and west and Hwy 5.
- Quaint and quiet
- Quality restaurants
- Quit trying to be a city.
- Raise apps limit in all residential areas to 35.
- Raise the speed limit back to 35 instead of 25 in burning tree neighborhood
- Re route truck traffic; enact and enforce littering laws
- Reach out to members of the country club or gated communities.
- Read, listen, consider and take positive actions on the opinions given by Citizens during the Envisioning process.
- Recognize that there is more to Pinehurst than the "little Village". We need a Public Library, not that community center!

- Reduce staff and fire 30% of them.
- Reduce unnecessary speeding.
- Regulate the growth in a more responsible manner.
- Rental properties are becoming eye sores.
- Replace code enforcement person, they are inept. They ignore the complaints brought to their attention.
- Replace the concrete storm drain covers in number 6. On Deerwood you can be 6inches over the white line and your car can be ruined.
- Replace traffic circle

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Q18. What are the most important issues facing Pinehurst today?

- 3 break-ins in 5 years.
- NO Arrests or updates.
- Attracting younger families.
- Congestion on Highway 5, stormwater runoff, growth, and expansion.
- Continued growth and infrastructure.
- Declining tourism and lack of merchants in the Village.
- Developing future vibrancy plans, parking.
- Development.
- Development in outer areas. Pinehurst is the core attraction of the entire area. Hopefully the outside development won't diminish the reputation the village has for history, cleanliness, safety, and beauty. I am strongly against a parking deck in the Village core. The quality of the restaurants in Pinehurst is more than adequate. I believe the economy (supply and demand) will take care of whether we need more restaurants in the Village core.
- Empty store fronts. The Village should not sit by and allow prime spaces to sit vacant, i.e. BBT building, theater building and up until recently department store. Aberdeen is looking to pass a "law" to make landlords more liable for their spaces. If a space sits vacant for too long the landlord will be fined. We hear all the time from customers and residents that the village is losing it appeal and becoming more of a ghost town. The theater building has become a black hole that no money is being invested into it to make it more desirable for new tenants.
  Parking. We hear it every day that there is limited parking and customers will circle and if they can't find parking they will leave. We sit and watch the real estate, lawyers, banking and restaurant employees park up front in prime parking for paying customers.
  Events in the village are a great but they don't create spending in the stores. We need events that drive business.
  Disconnect between hotel and village. We hear it all the time that the Resort doesn't utilize the charm of the village it resides in enough. It would be more beneficial to both parties if we became more connected through sharing information and sharing events, things to do with each side. The Resort looks to keep all spending on their property. It doesn't allow the village to benefit or the tourist to have a reason to come back.
- From a business point of view in the heart of the Village: PARKING, cleanliness, code enforcement. I could go on and on. The image of the heart of the village is not what it was or should be, this from residents and visitors alike. While it is still "nice and visual" we are letting go of our unique identity and morphing into "any town USA". Why will Pinehurst be so desirable then? It takes time, effort and money to come here and when people decide to come, we should be dazzling them with charm, uniqueness, visually pleasing, well maintained streets and structures, clean sidewalks, clean garbage cans, etc., etc. We are taking the easy and lazy way out by allowing Pinehurst to become like every other town, when we should be preserving and protecting what put us on the map and made us special. And I say this while still understanding growth and moving forward. These comments are from a business point of view and regarding the heart of the VOP. I have been in business here 14.5 years, I would never open here now.
- Getting rid of the Mayor.
- Growth.

- Growth and how to address what's coming. The whole county is growing and how will the Village face this growth?
  Also, parking by employees and not customers in front of other businesses (but I have no good solution for that except each business must be considerate of the other businesses spaces). The future of the Library.
- Growth vs limited growth.
- Growth within our community and schools to accommodate that growth and roads for that growth to travel on. It's not a sleepy little retirement town like it used to be. More and more young families are coming to the area because of the current schools and that's a good thing. Pinehurst is a great place to raise a family.
- Growth within small area, transportation, safety.
- Growth/Traffic.
- Handling the burgeoning growth.
- How to attract business that can last for more than a year or a season in the Village.
- Intelligent growth.
- Lack of sustainable retail foot traffic in the village on a daily basis.
- Lost the "Attention" or desire of the discriminating client to visit or locate here. No leadership or unity to attract new retail in the Village.
- Managing growth.
- More businesses. Water removal during storms.
- Overcrowding, particularly at events. Lack of businesses/retail shops in the village. Darn streets at night.
- Parking and lack of diversity of shops. Not everyone that comes to Pinehurst wants to buy a house.
- Parking on Sundays.
- PARKING. The additional parking spaces added to McIntyre Road are great. We have only three parking spaces directly in front of our building and the customers who go to Maxie's often park in these spaces instead of using Maxie's parking lot. We have elderly customers who come to the shop and it is difficult for them to walk from the parking spaces across the street. The service trucks who go to Maxie's block our parking area -- sometimes for long periods of time.
- Pinehurst merchants take up all parking by 9 a.m. They need to find parking for business people. I get a ride to work to save a spot.
- Planning for and accommodating the economic growth of the area, especially in improvements to transportation (roads and streets), and good land use planning in coordination with adjacent communities.
- Preservation of wildlife and forestry and growth.
- Refusal to accept change and adapt, be proactive versus reactive as we are now.
- Roads are in poor condition.
- Support of small business owners and streets. Keep grounds clear and clean.
- The change in demographic. Pinehurst continues to get younger, particularly with the expansion of the Fort Brag bringing in additional soldiers. Pinehurst needs to be prepared to serve this community with the ever-shifting demographic.

- The council is old school and does not see the need for growth, or should I say unwilling to make concessions as it relates to the village concerning growth. I understand they have a desire to preserve village proper but need to see that changes need to be made in order to accommodate growth.
- Traffic. (Mentioned twice.)
- Traffic, parking in town. Traffic circle accidents.

Q19. Do you have any suggestions for how the Village could serve your business better?

- Businesses partnering together to support each other.
- Encourage more people to shop in the village!
- Fix roads near business. Large potholes and broken pavement.
- I admire the Village's strong zoning requirements. The Tufts preserved Pinehurst for many years, and the town is following in their footsteps.
- It would definitely help if the Village subscribed to the philosophy that it helps the local economy to purchase locally. It seems Village purchasing would rather purchase the products we supply from national vendors rather than helping to support the local economy. This is true even when the prices locally are competitive with superior customer service. After making numerous attempts to work with them on local purchasing, we have basically given up on the Village.
- Make the two extremely large parking places in from of my showroom into three! Most locals always park three cars there anyways. Also put up a one-way signpost on Market Square as at least twice a week cars go down the wrong way.
- Making the town more business friendly. Less regulation and restriction on business would have the largest impact. Population size has already begun to increase with a much younger demographic. Getting more businesses in the area that cater to this, would be beneficial.
- More events in the village but scheduled so that it benefits not deters customers. (Should consult retail business owners/managers for ideas.)
  More" up lighting" (Streets lights are blocked by the trees, so it appears dark until you get right up under it).
  Music playing in the landscape. (encourages people to stay in the village).
  Rocking chairs placed at corners on sidewalks (again, encourages people to stay).
- More merchants would attract more foot traffic.
- More nighttime police patrols to the only pharmacy in the city limits that gas 3 break in within 5 years at night with no arrests.
- No, good job.
- Public transportation to the medical facilities and possibly businesses would be an asset. Could use remote parking areas (ballfields, abandoned shopping center areas).
- Re-establish partnership with Pinehurst business partners with non-profit group to work on co-sponsorship and customers first parking.
- Stable staffing and consistent policies that are equally applied to all.
- Street lighting (to keep in-line with historic appearance, i.e. lantern style, etc.). Perhaps spotlighting a business in the Village in each newsletter so residence and other businesses know what businesses are here.
- We are in the service district - by most people's comments - the dregs.
- When I asked why our side of the block didn't get sidewalks - I was told because no one wants to walk past here.
- We are very satisfied with this great community.
- We need to adapt or suffer, it pains me to see Southern Pines prospering with small business growth, and we keep getting more and more realtors.

- Yes, get a few fresh bodies with voting power that would bring about a little diversity in the overall decision-making process. I think varied age ranges would produce better insight as well as ideas as it relates to growth and how to better serve its population.
- Yes, many...but no one is or has been listening.

2019 Resident Survey
Village of Pinehurst, NC

Presented by

September 2019

ETC Institute

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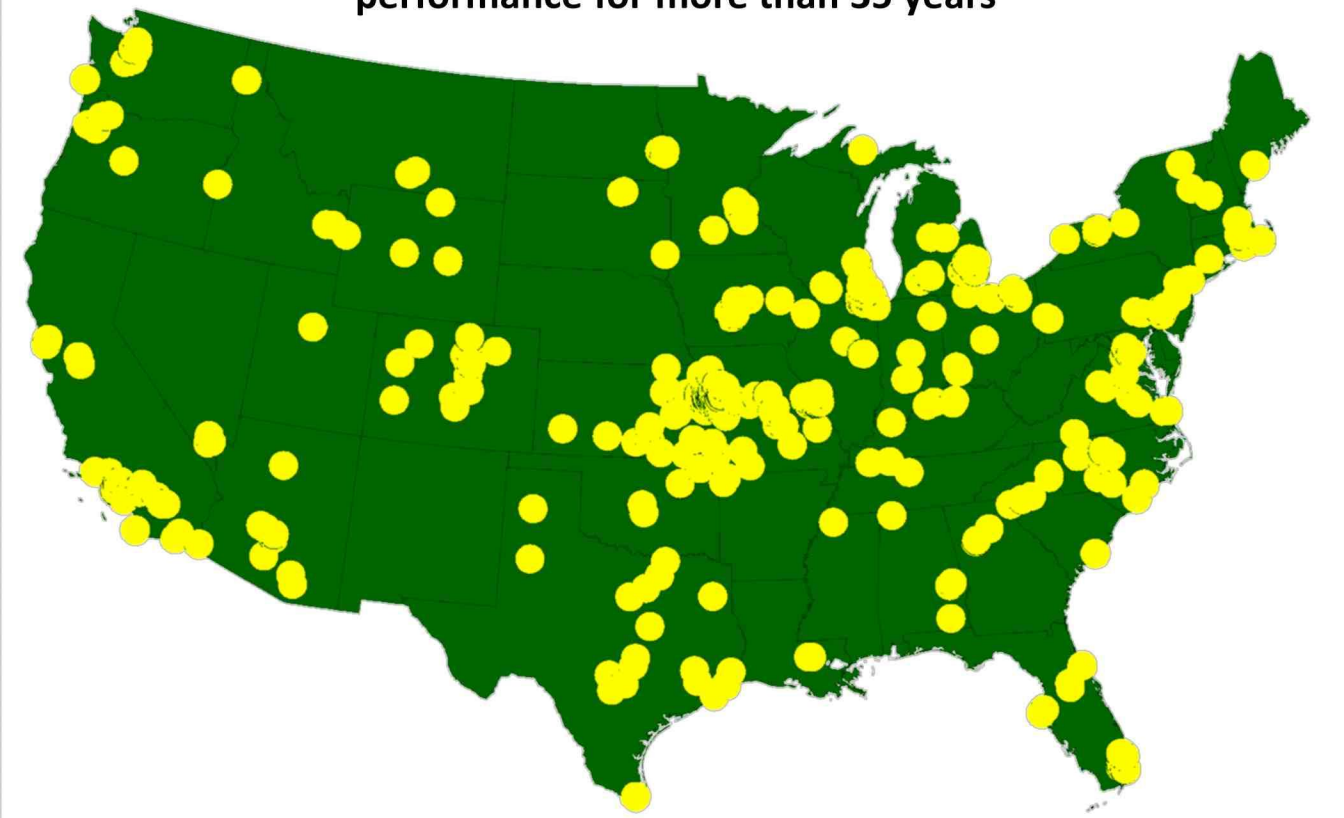


More than 2,200,000 Persons Surveyed Since 2009 for more than 900 communities in 49 States

Purpose

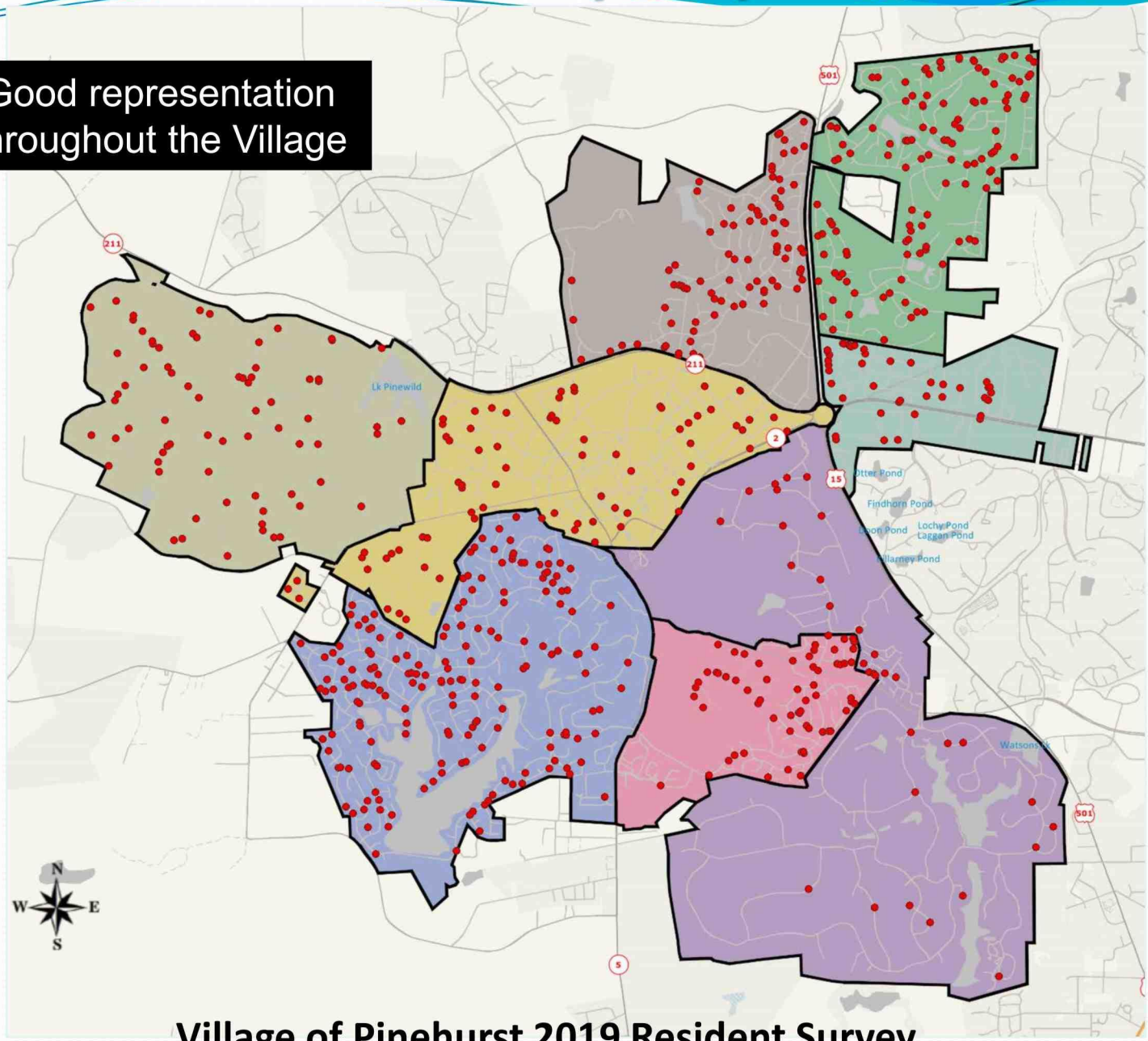
- To objectively assess citizen satisfaction with the delivery of major Village services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the Village's performance with residents regionally and nationally

Methodology

- **Survey Description**
  - seven-page survey; included many of the same questions that were asked in previous years
  - 8th 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:**
  - completed surveys: 716
  - demographics of survey respondents accurately reflects the actual population of the Village
- **Confidence level:** 95%
- **Margin of error:** +/- 3.6% overall

Location of Survey Respondents

Good representation throughout the Village



Village of Pinehurst 2019 Resident Survey

Bottom Line Up Front

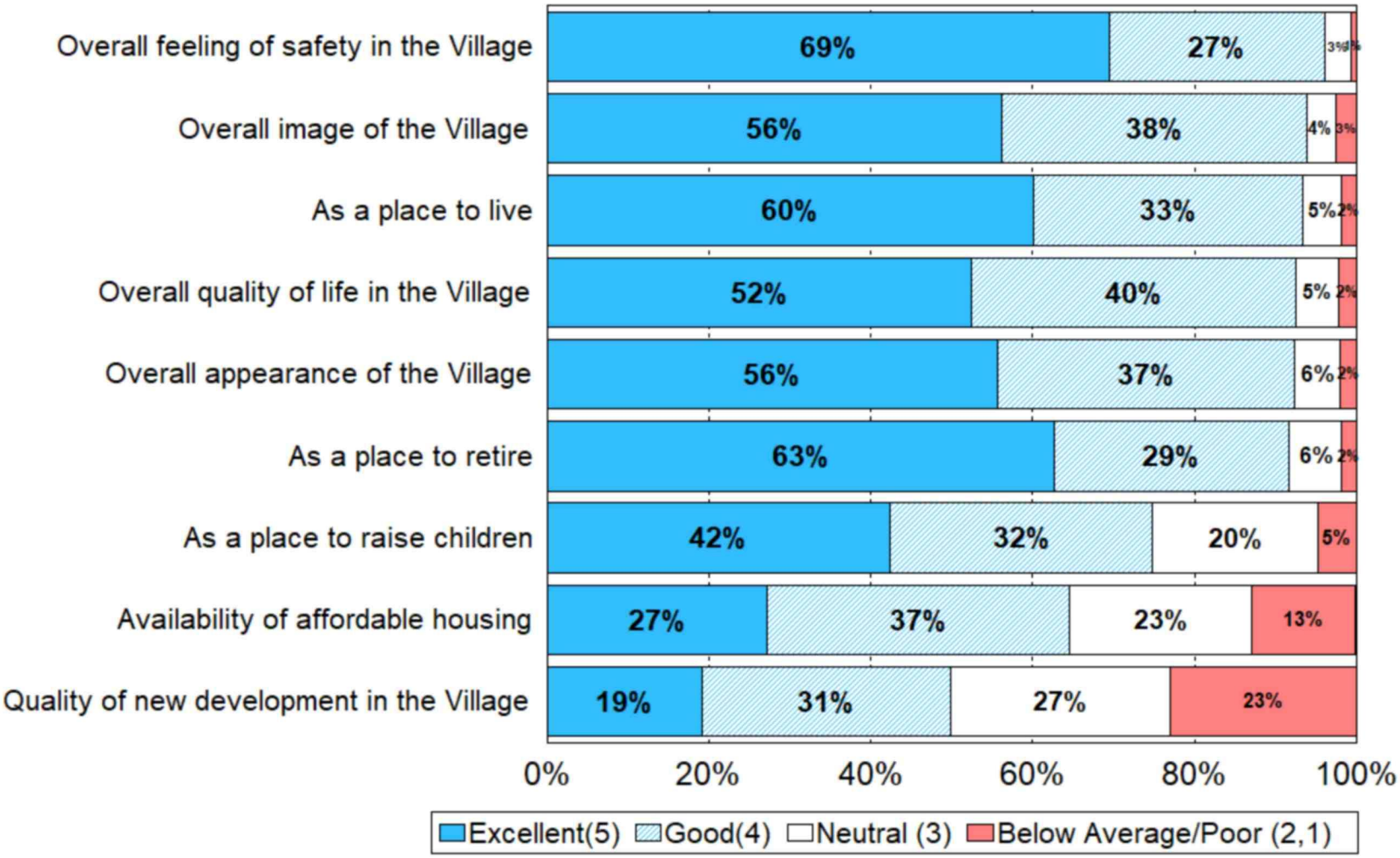
- **Residents Have a Very Positive Perception of the Village**
  - 93% rated Pinehurst as excellent or good place to live
  - 94% would recommend Pinehurst to others as a place to live
- **Satisfaction Ratings Are Similar to 2018, and Remain Among the Highest in the Nation**
  - Satisfaction ratings have increased or stayed the same in 44 of 85 areas since 2018, and increased or stayed the same in 68 of 80 areas since 2013
- **Satisfaction with Village Services is Much Higher in Pinehurst Than Other Communities**
  - Pinehurst rated above the U.S. Average in 49 of 53 areas, and above the Regional Average in 50 of the 53 areas that were compared
  - Satisfaction with Customer Service from Village Employees rated 39% above the Regional Average and 41% above the U.S. Average
- **Overall Community Priorities:**
  - Efforts at maintaining the quality of neighborhoods
  - Street and right-of-way maintenance
  - Enforcement of Village codes and ordinances

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")

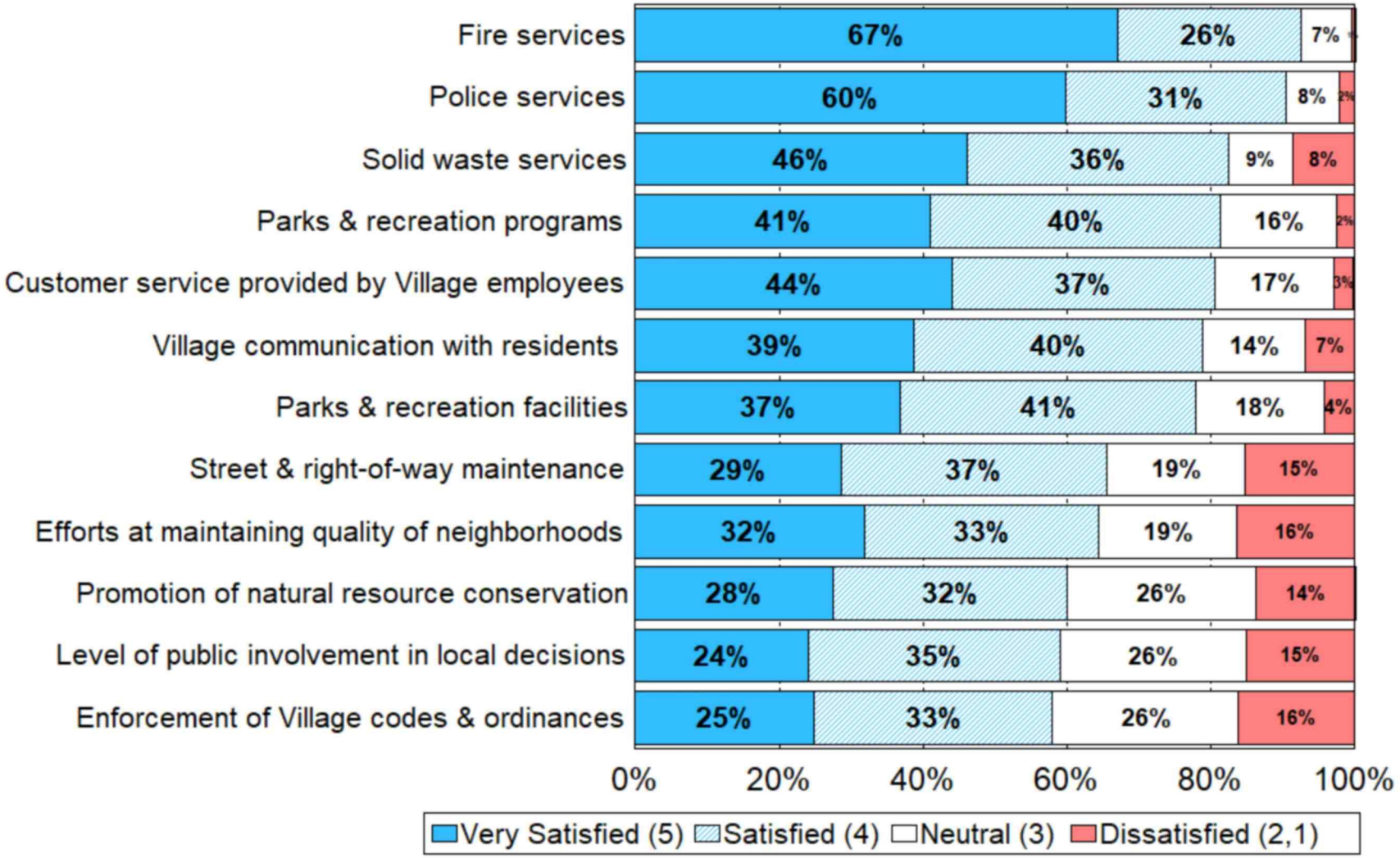


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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")

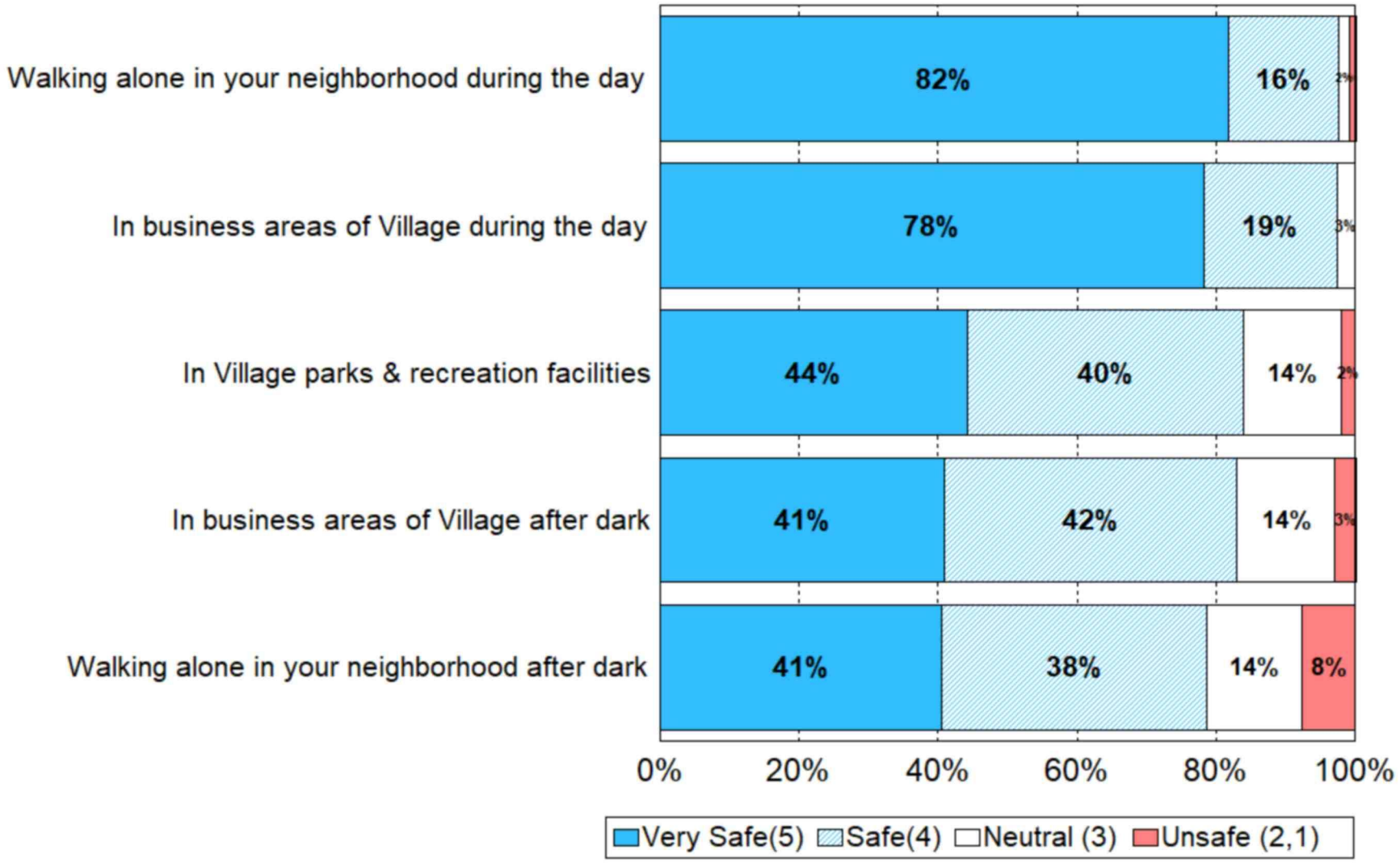


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Satisfaction Is High for All Village Services

Q5. Perceptions of Safety and Security in Pinehurst

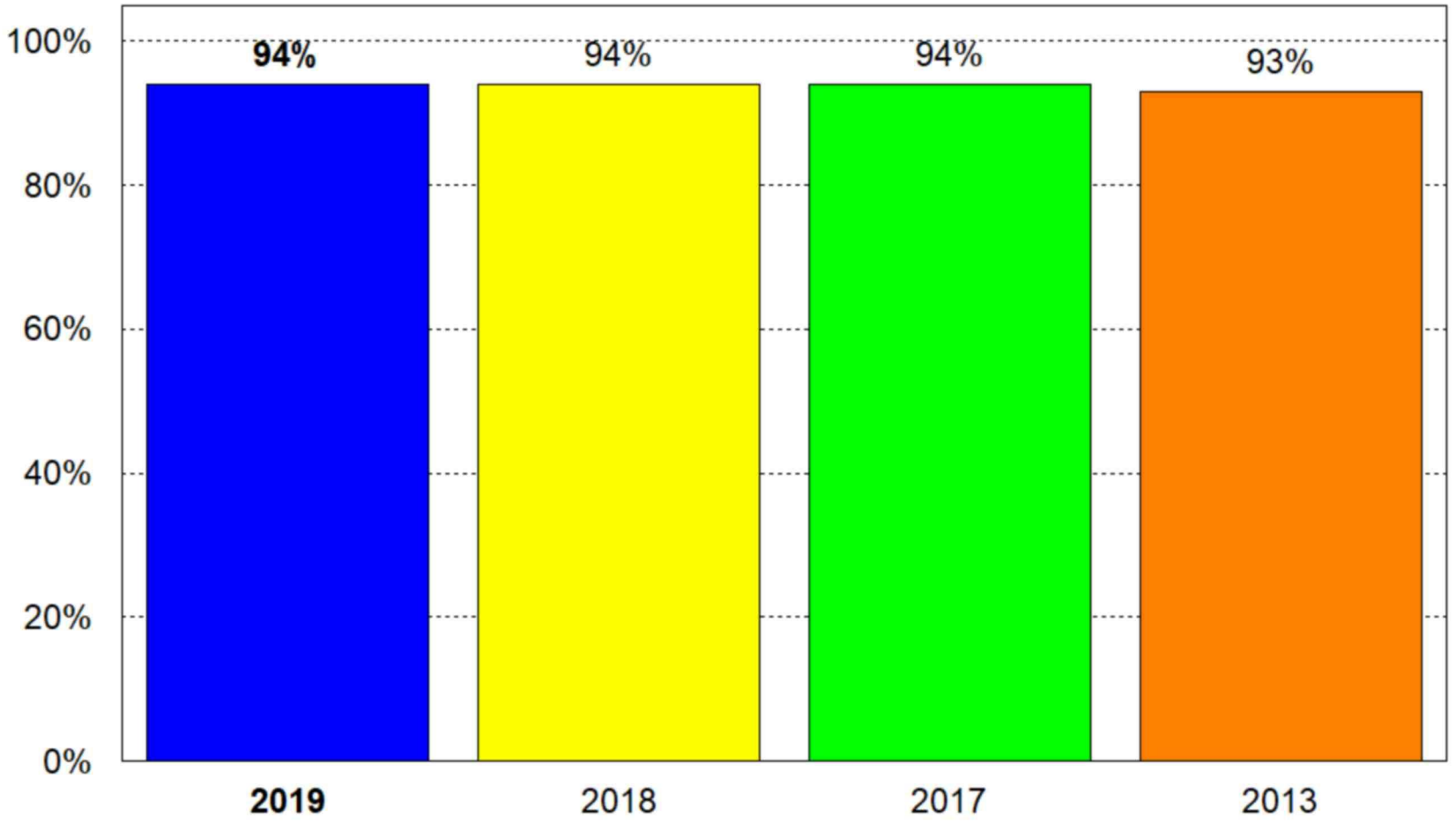
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "no opinion")



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

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



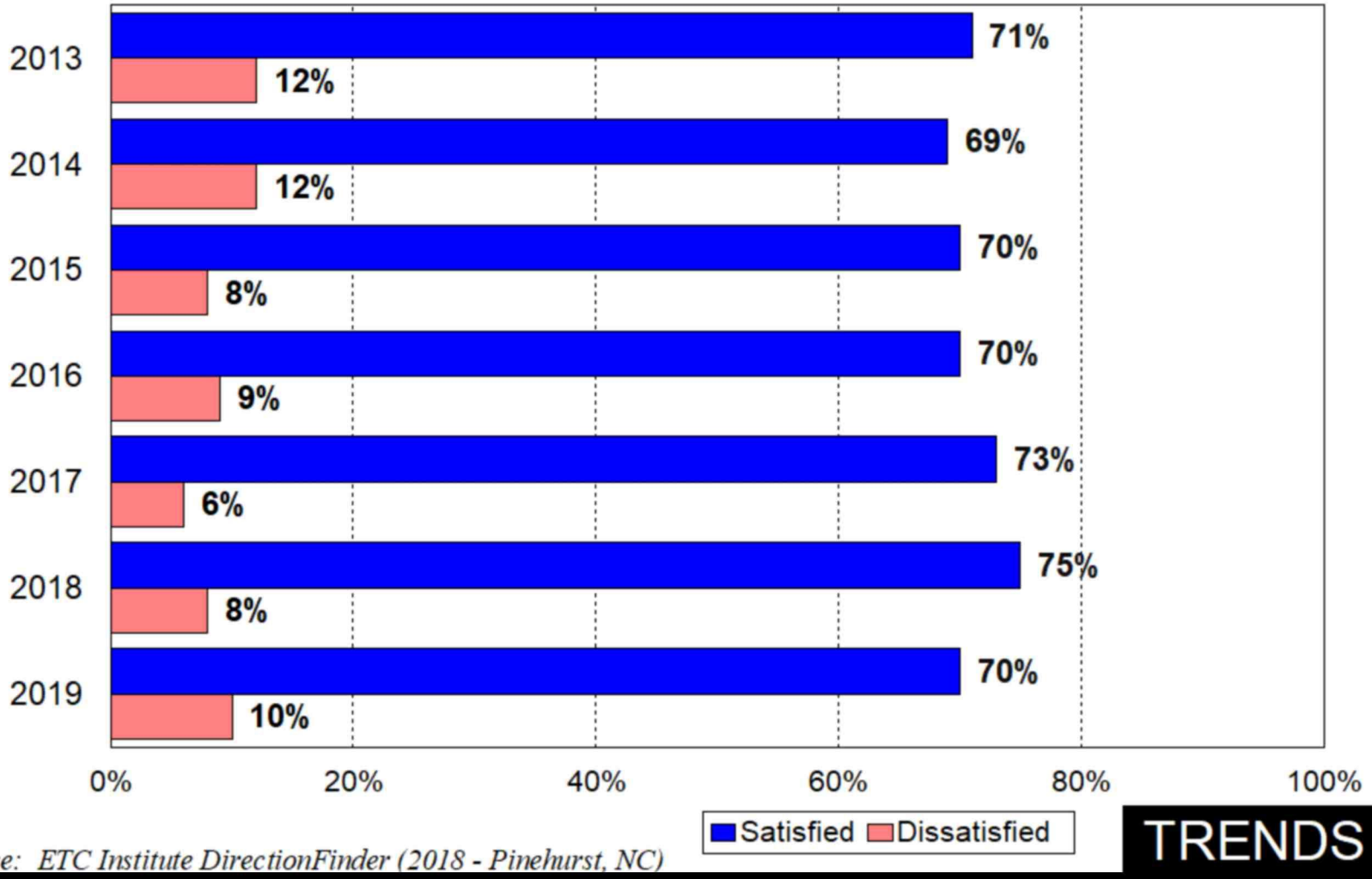
Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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

7-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (70% vs. 10%) with the Value Received for Property Taxes Funding the Village's Operating Budget

Major Finding #2

Satisfaction Ratings Are Similar to 2018, and Remain Among the Highest in the Nation

Short-Term Trends

Satisfaction Increases of 5% or More Since 2018

- Ease of travel through the large traffic circle (+9%)
- Winter weather response on Village streets (+7%)
- Availability of recreation indoor facilities (+7%)
- Range of amenities at parks and recreation facilities (+7%)
- Quality of recreation indoor facilities (+7%)
- Quality of adult recreation programs (+6%)
- Village website (+5%)

Satisfaction Decreases of 5% or More Since 2018

- Curbside recycling services (-17%)
- Solid Waste services (-8%)
- Promotion of natural resource conservation (-6%)
- Given Memorial Library programs (-6%)
- Quality of stormwater runoff/management system (-5%)

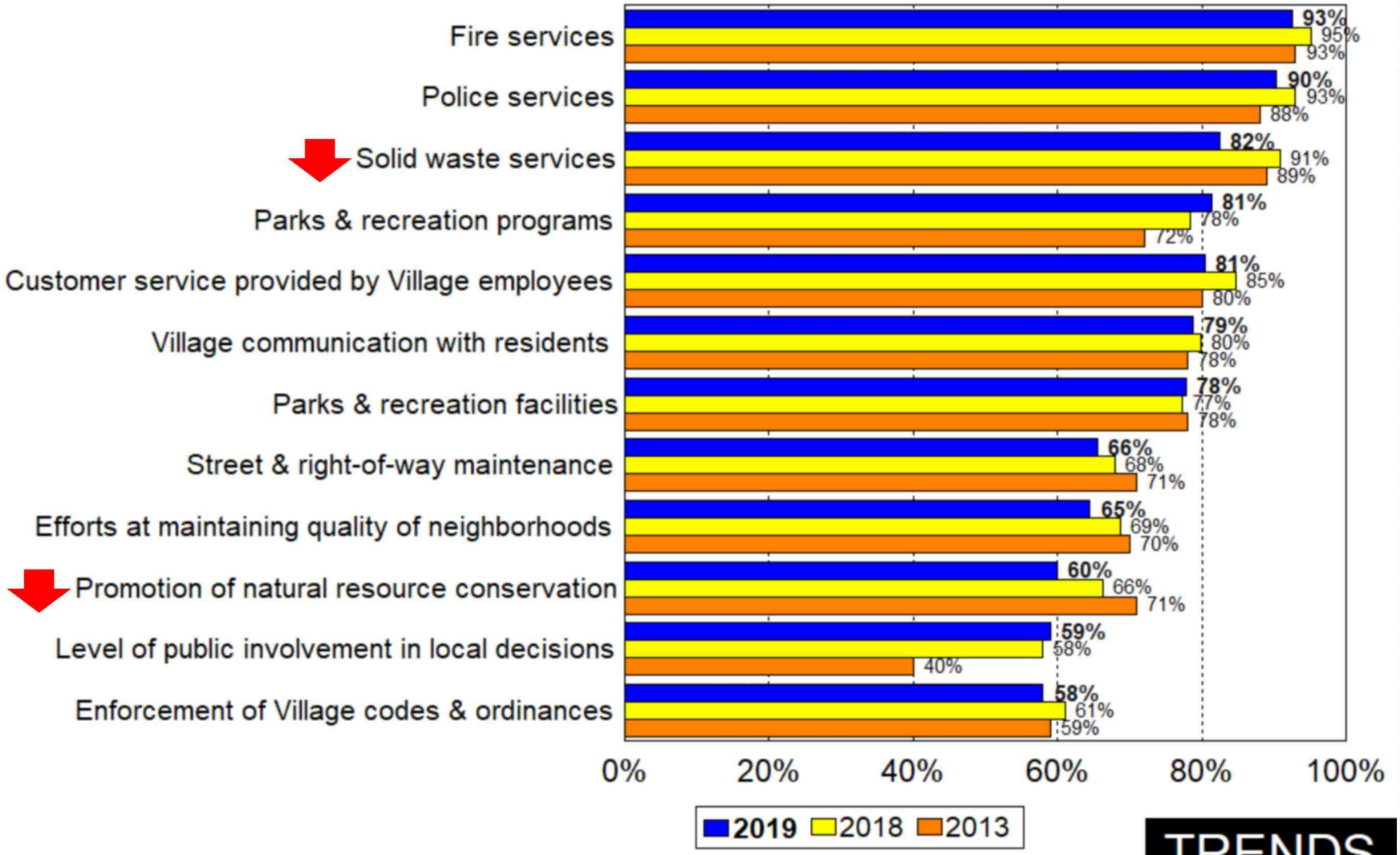
Long-Term Trends

Notable Satisfaction Increases Since 2013

- Level of public involvement in local decisions (+19%)
- Availability of walkways (+17%)
- Given Memorial Library programs (+16%)
- Range of amenities at parks & recreation facilities (+14%)
- Adequacy of street lighting (+13%)
- Availability of info about recreation programs (+12%)
- Availability of recreation indoor facilities (+11%)
- Quality of adult recreation programs (+10%)
- Overall quality of parks and recreation programs (+9%)
- Quality of information about Village programs/services (+9%)
- Quality of recreation indoor facilities (+8%)
- Quality of landscaping in medians & other public areas (+7%)

Q1. Overall Satisfaction with Village of Pinehurst Services by Major Category - 2019, 2018 & 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 (2019 - Pinehurst, NC)

TRENDS

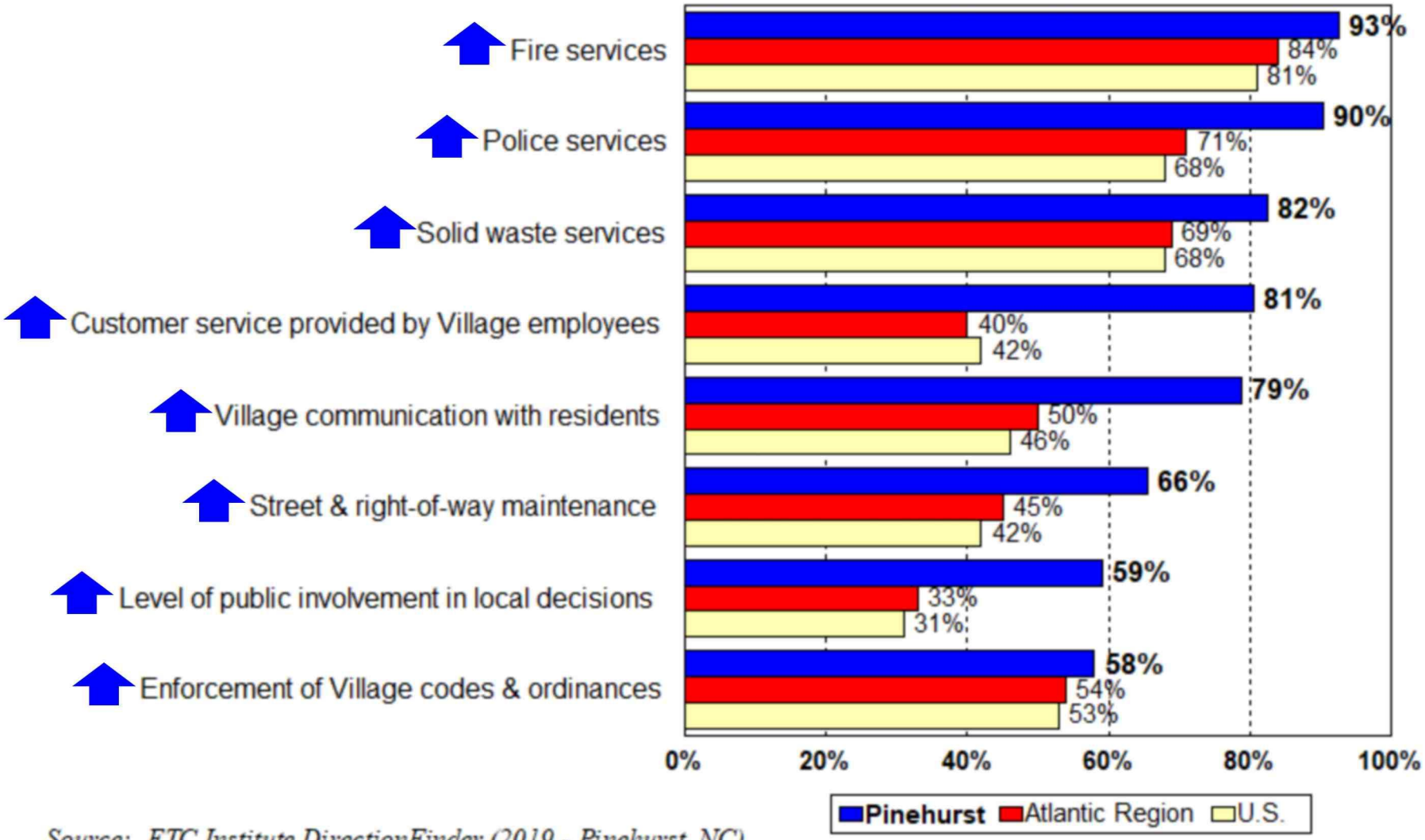
Significant Increases From 2018: ▲ **Significant Decreases From 2018:** ▼

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)



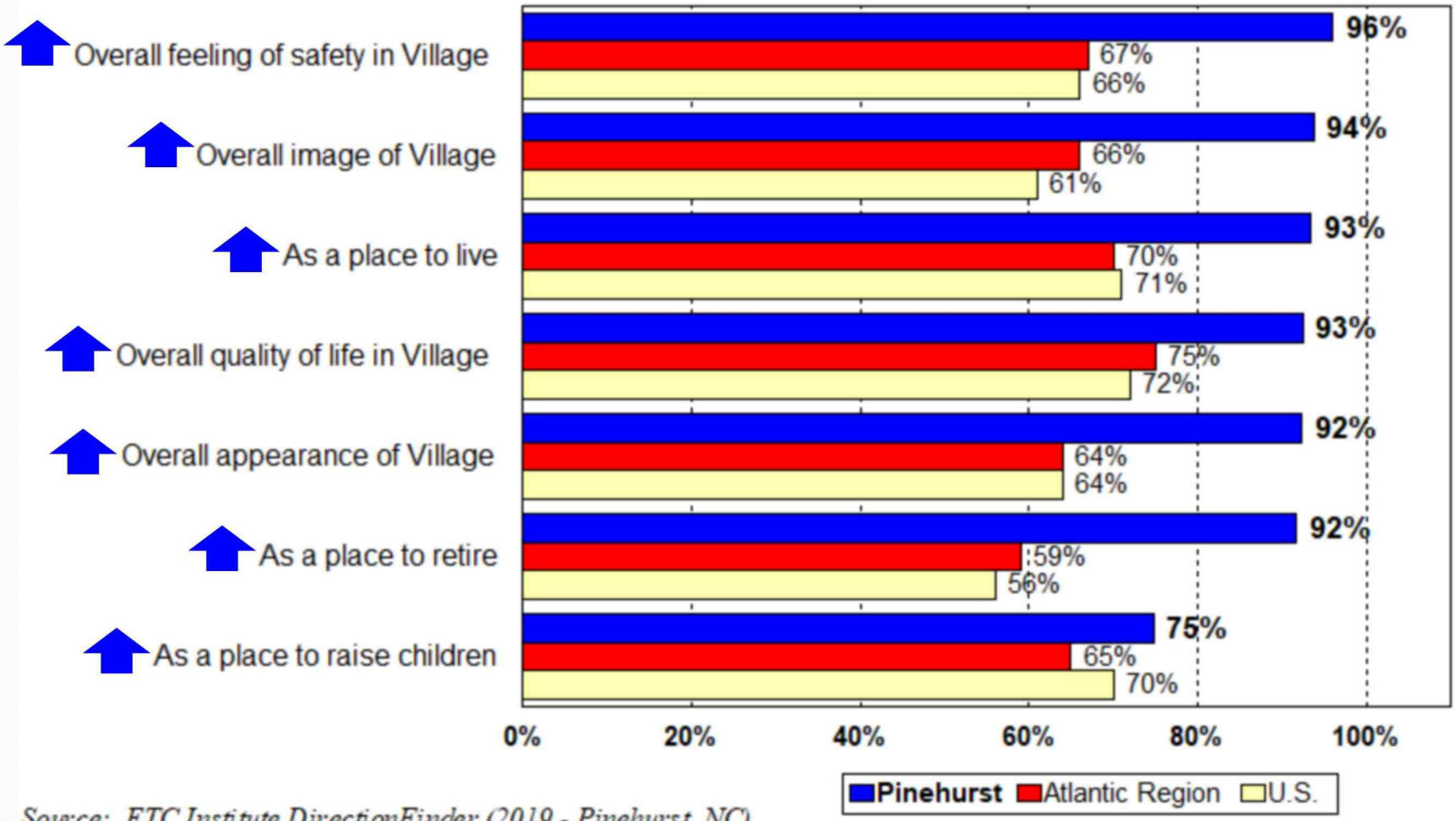
Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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)

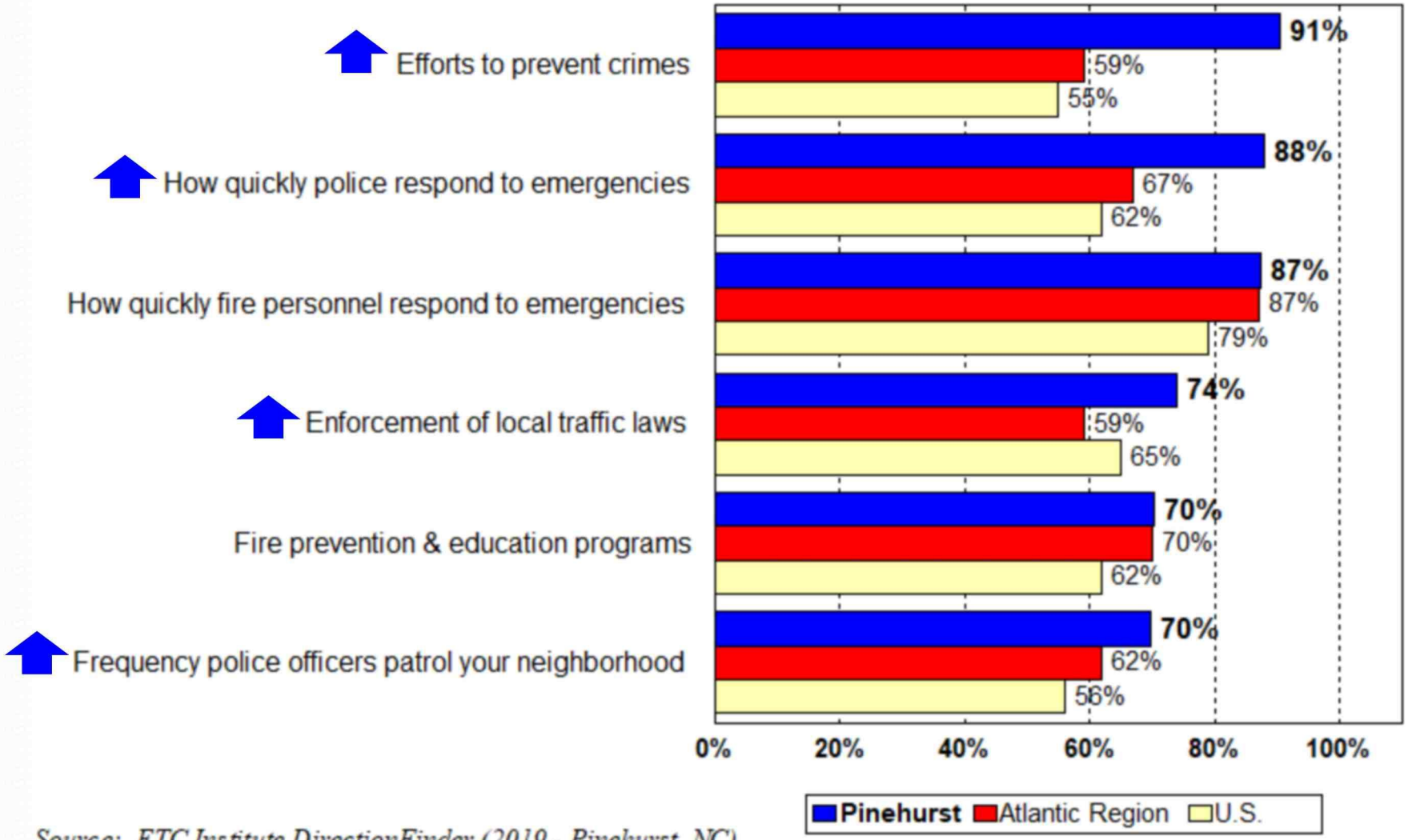


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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)

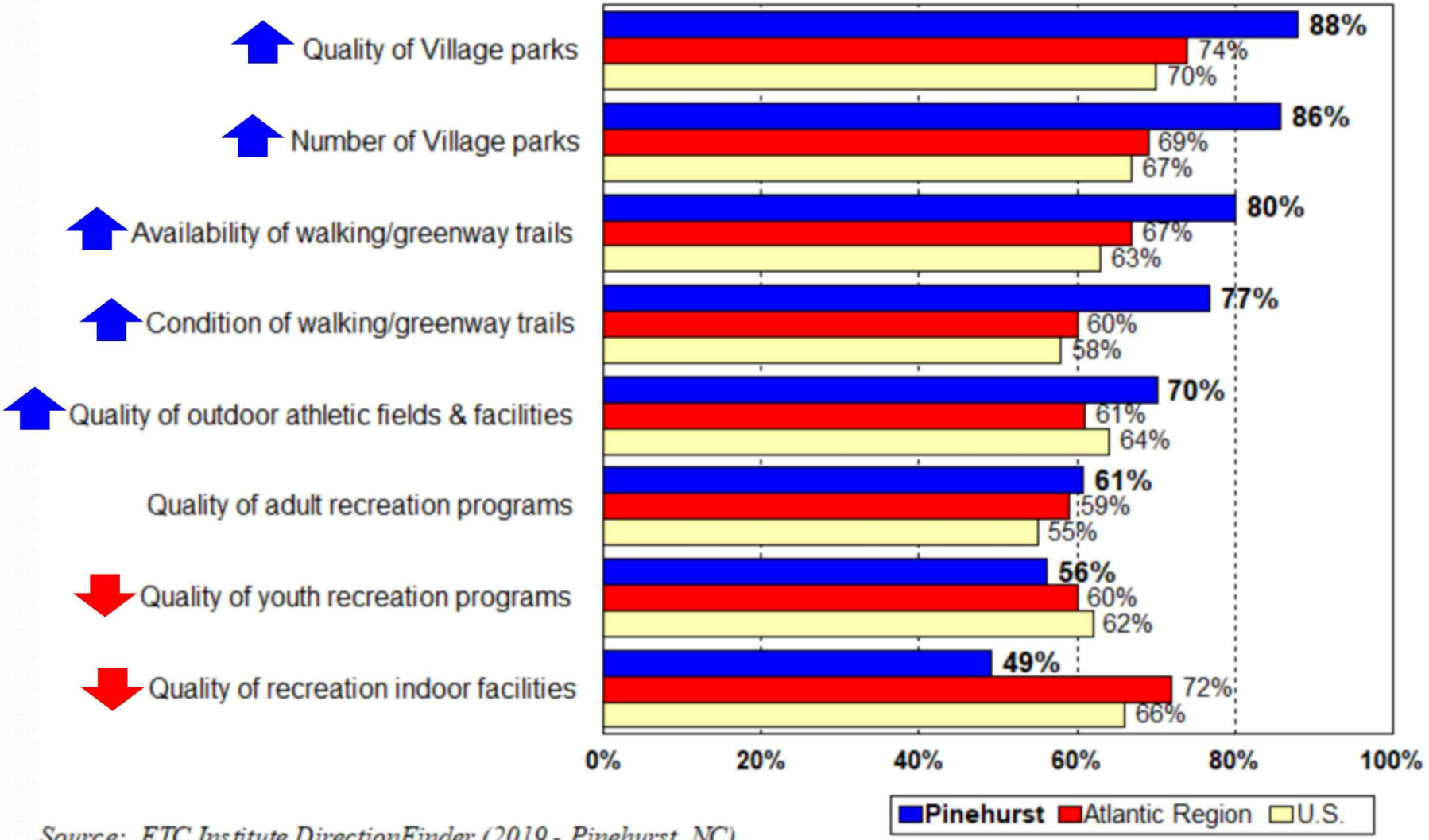


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Significantly Higher: ▲ **Significantly Lower:** ▼

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)

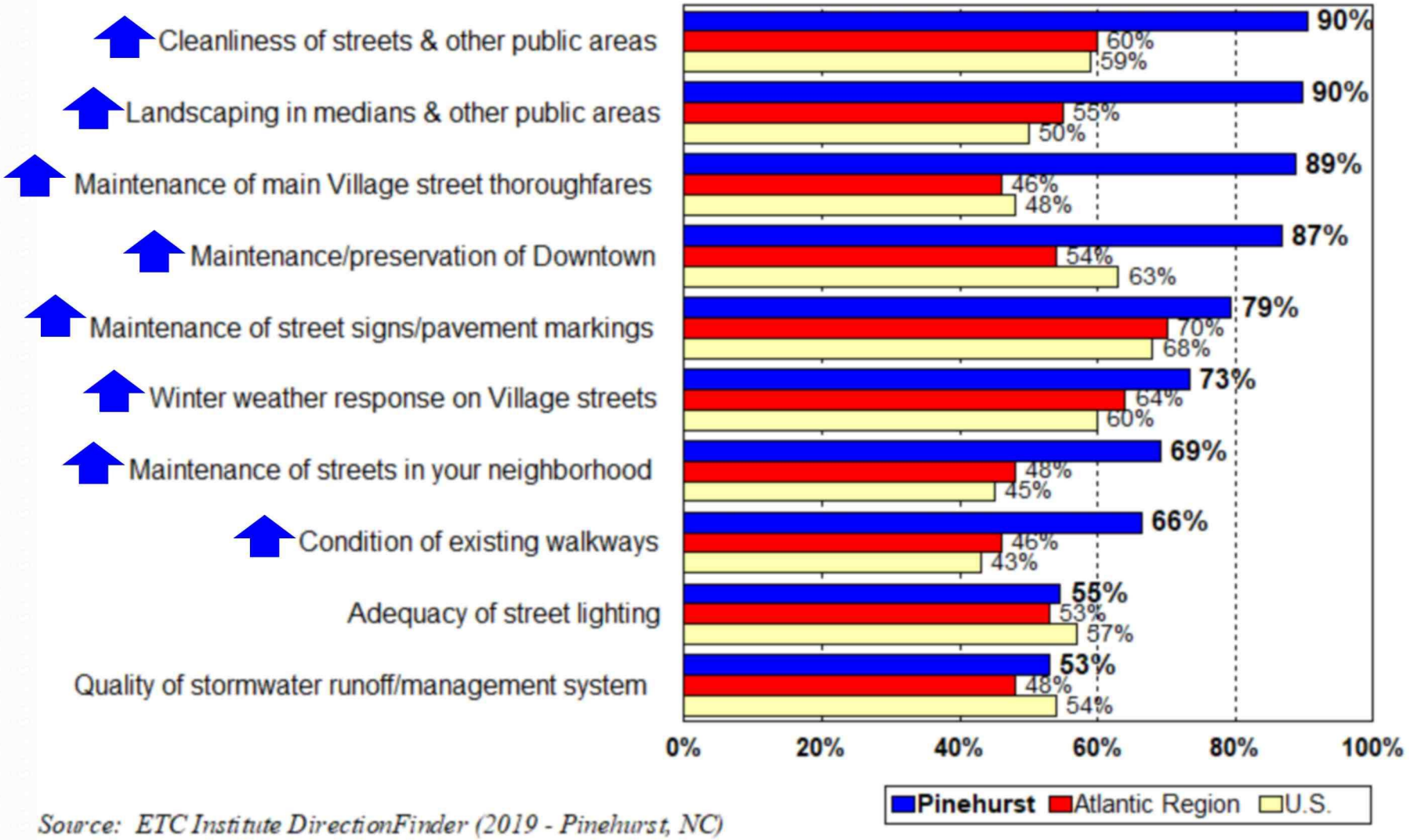


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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)

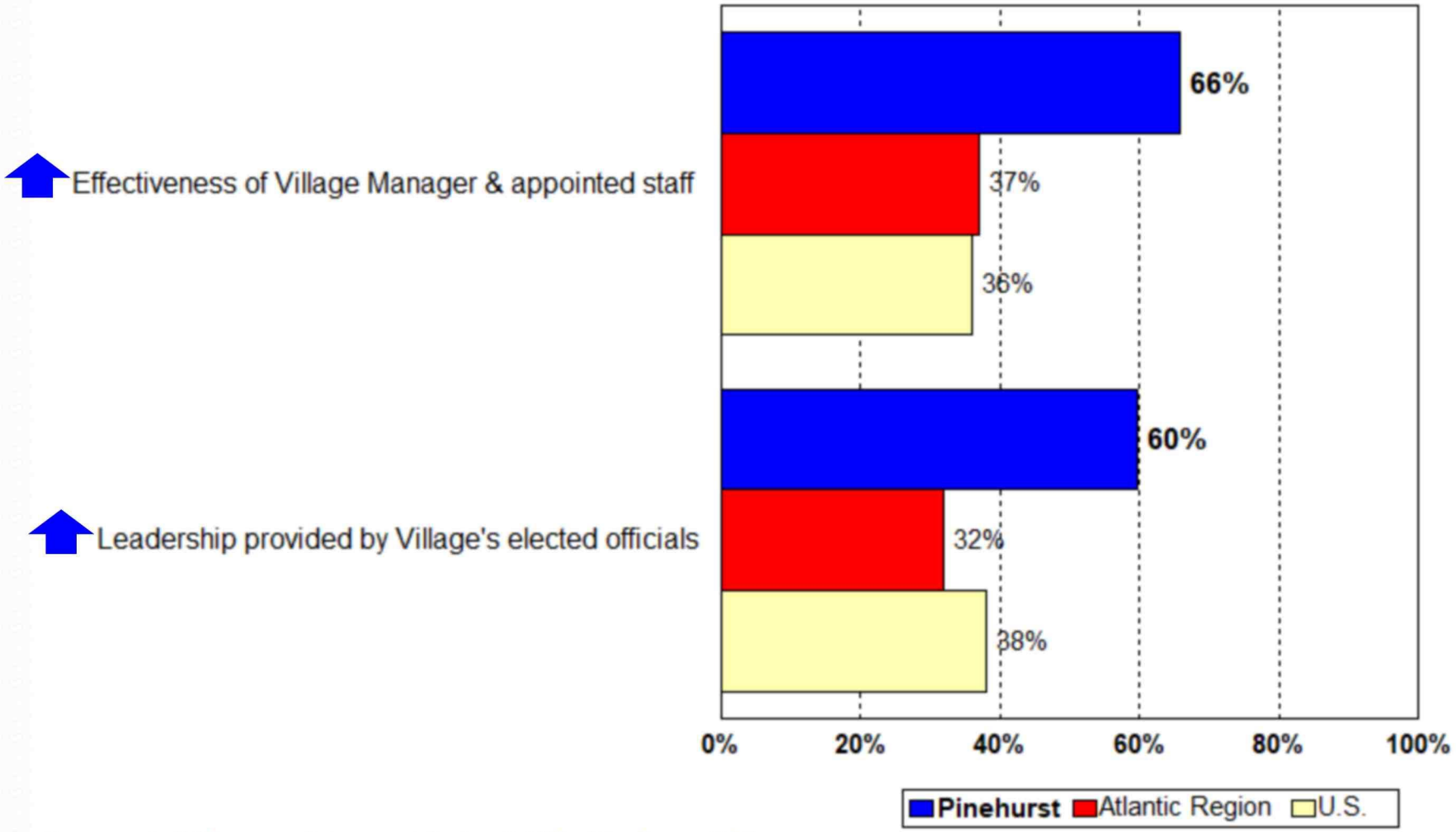


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

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 (2019 - Pinehurst, NC)

Significantly Higher: **Significantly Lower:**

Major Finding #4

Community Priorities

2019 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)						
Efforts at maintaining the quality of neighborhoods	39%	1	65%	9	0.1374	**1**
Street & right-of-way maintenance	33%	2	66%	8	0.1152	**2**
Enforcement of Village codes & ordinances	27%	4	58%	12	0.1126	**3**
Level of public involvement in local decisions	25%	5	59%	11	0.1010	**4**
Medium Priority (IS <.10)						
Promotion of natural resource conservation	21%	6	60%	10	0.0832	**5**
Parks & recreation facilities	18%	7	78%	7	0.0402	**6**
Village communication with residents	15%	11	79%	6	0.0307	**7**
Solid waste services	17%	8	82%	3	0.0306	**8**
Parks & recreation programs	15%	10	81%	4	0.0273	**9**
Police services	27%	3	90%	2	0.0258	**10**
Fire services	15%	9	93%	1	0.0110	**11**
Customer service provided by Village employees	4%	12	81%	5	0.0076	**12**

Overall Priorities:

2019 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 Priority (IS >.20)						
Ease of travel through the large traffic circle	47%	1	46%	13	0.2511	1
High Priority (IS .10-.20)						
Adequacy of street lighting	32%	2	55%	10	0.1453	2
Availability of walkways	28%	4	51%	12	0.1362	3
Quality of stormwater runoff/management system	22%	5	53%	11	0.1020	4
Medium Priority (IS <.10)						
Maintenance of streets in your neighborhood	28%	3	69%	7	0.0872	5
Ease of travel on highway	18%	6	67%	8	0.0606	6
Winter weather response on Village streets	13%	8	73%	6	0.0347	7
Condition of existing walkways	10%	11	66%	9	0.0340	8
Maintenance/preservation of downtown	13%	10	87%	4	0.0166	9
Maintenance of main Village street thoroughfares	15%	7	89%	3	0.0165	10
Maintenance of street signs/pavement markings	6%	13	79%	5	0.0132	11
Cleanliness of streets & other public areas	13%	9	90%	1	0.0123	12
Quality of landscaping in medians & other public areas	9%	12	90%	2	0.0097	13

Public Service Priorities:

2019 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
Medium Priority (IS <.10)						
Frequency police officers patrol your neighborhood	31%	2	70%	6	0.0933	1
Enforcement of local traffic laws	29%	3	74%	4	0.0752	2
Efforts to prevent crimes	51%	1	91%	1	0.0482	3
Fire prevention & education programs	12%	6	70%	5	0.0364	4
How quickly police respond to emergencies	28%	4	88%	2	0.0340	5
How quickly fire personnel respond to emergencies	19%	5	87%	3	0.0244	6

Public Safety Priorities:

2019 Importance-Satisfaction Rating
Village of Pinehurst, North Carolina
Overall Satisfaction with Cultural and Recreation Services

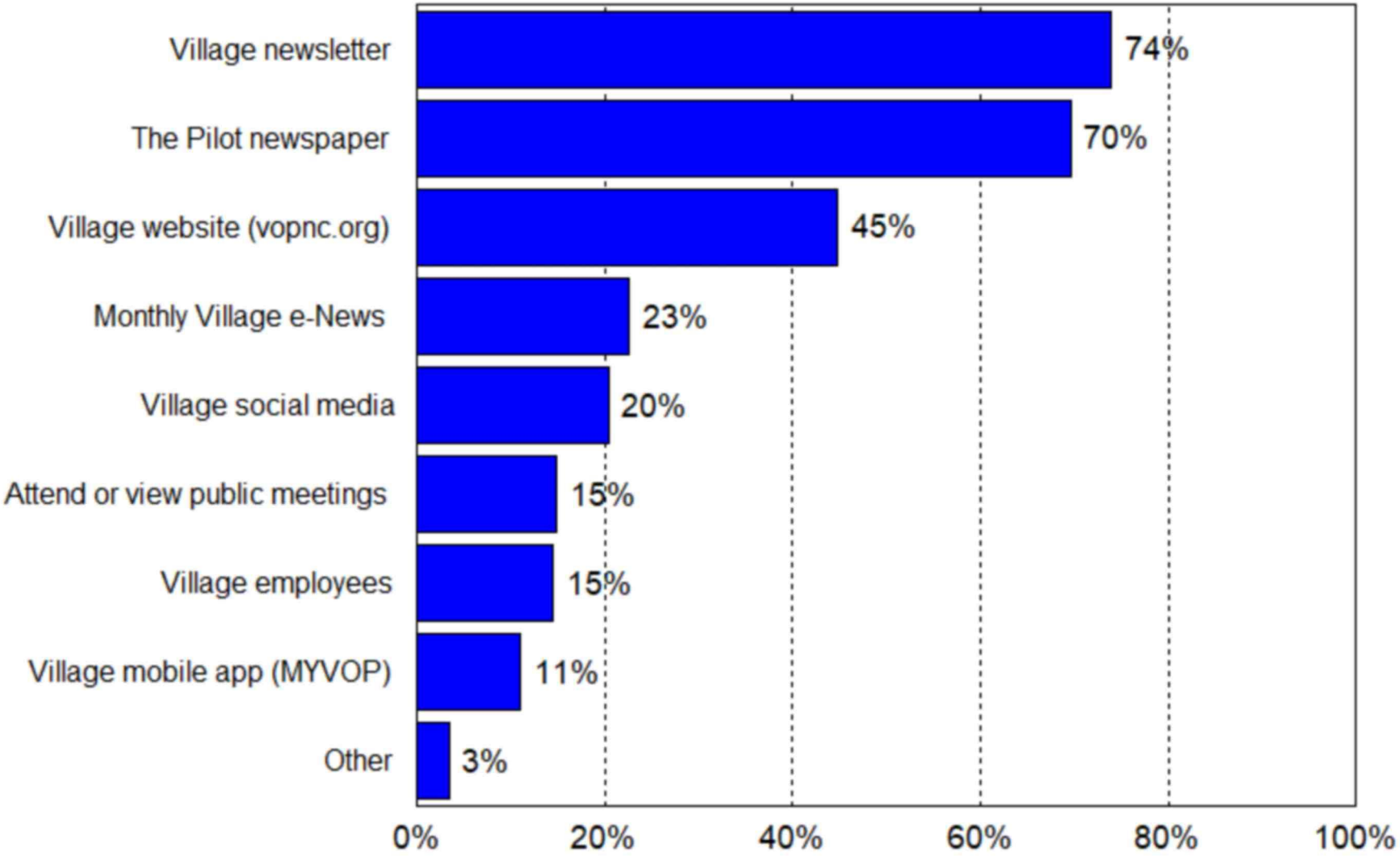
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Availability of recreation indoor facilities	16%	7	46%	14	0.0883	1
Village sponsored cultural arts events	25%	1	70%	6	0.0765	2
Quality of adult recreation programs	17%	6	61%	11	0.0684	3
Quality of youth recreation programs	15%	8	56%	12	0.0659	4
Variety of cultural arts events & prgms in Southern Moore	20%	4	69%	7	0.0608	5
Quality of recreation indoor facilities	11%	11	49%	13	0.0575	6
Range of amenities at parks and rec facilities	15%	9	64%	10	0.0545	7
Condition of walking/greenway trails	21%	3	77%	4	0.0492	8
Availability of walking/greenway trails	21%	2	80%	3	0.0426	9
Availability of information about recreation programs	13%	10	67%	8	0.0423	10
Quality of Village parks	18%	5	88%	1	0.0217	11
Availability of outdoor athletic fields/facilities	6%	13	66%	9	0.0202	12
Quality of outdoor athletic fields and facilities	6%	14	70%	5	0.0170	13
Number of Village parks	8%	12	86%	2	0.0120	14

Cultural and Recreation Priorities:

Other Findings

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

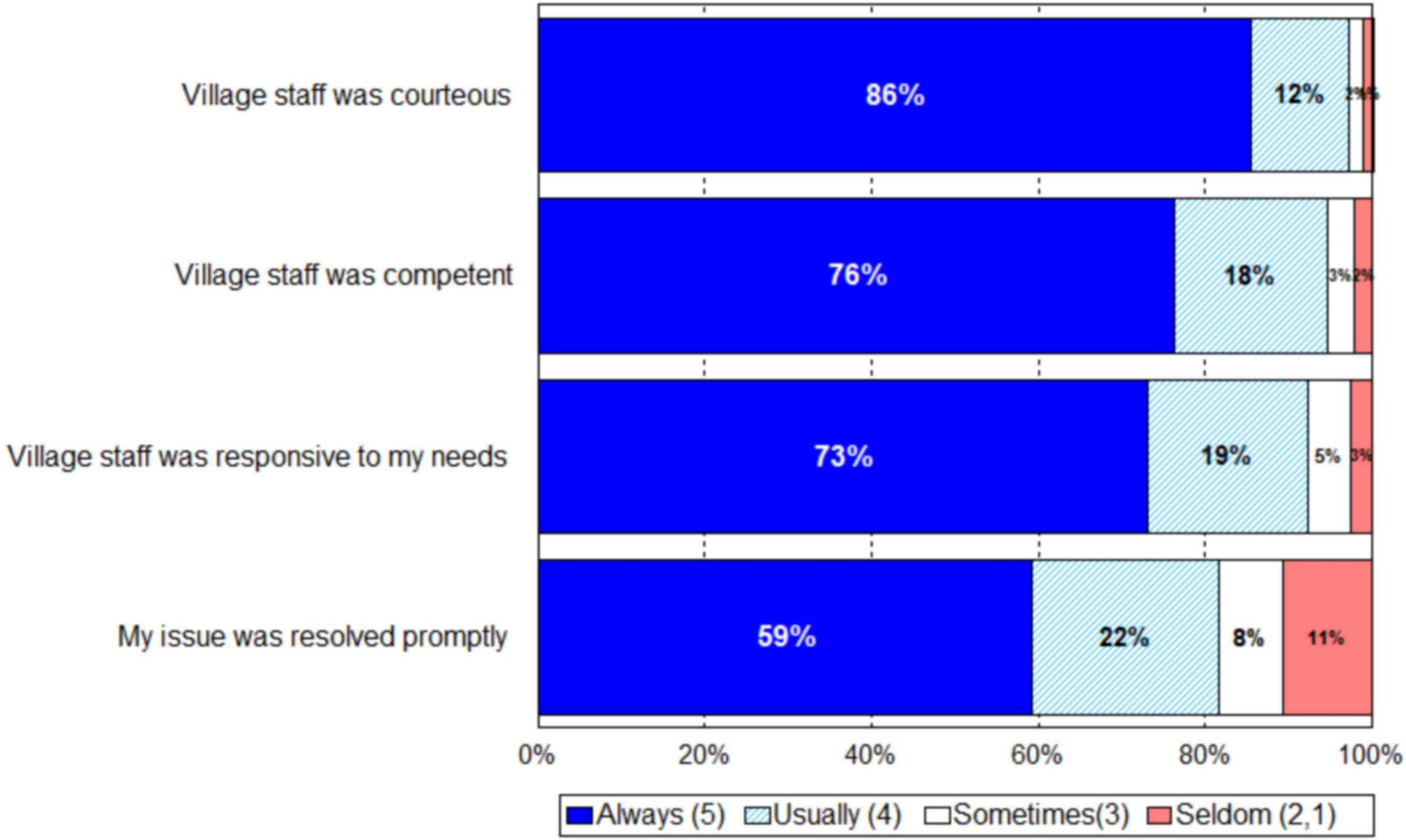
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Q22a. Please rate your experience with Village employees on the following behaviors:

by percentage of respondents that have contacted the Village in the past year

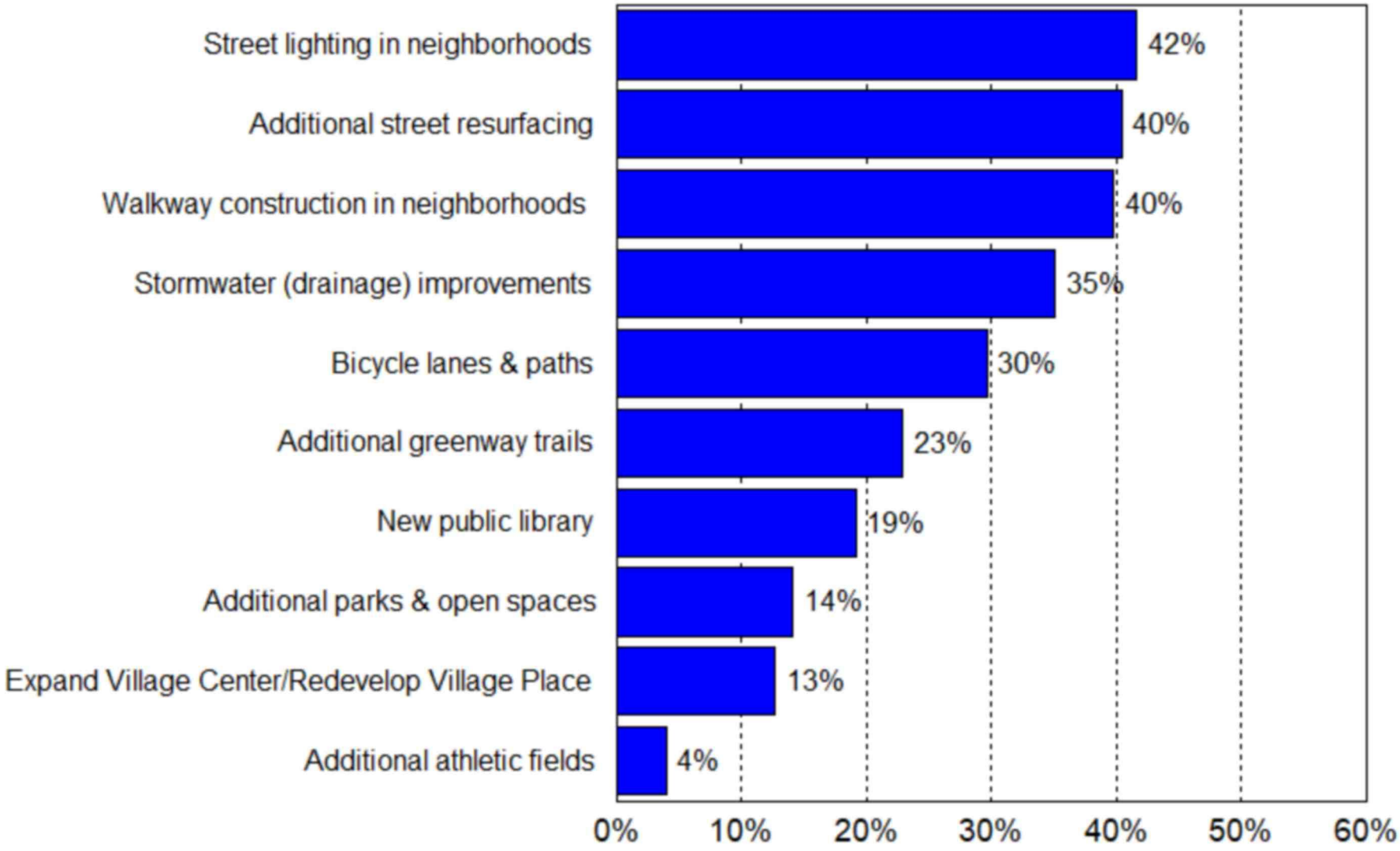


Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Village Employees Received Very High Ratings in All Areas of Customer Service

Q23. Capital Improvements That Residents Feel Are the Most Important

by percentage of respondents (3 selections could be made)



Source: ETC Institute DirectionFinder (2019 - Pinehurst, NC)

Summary

Summary

- **Residents Have a Very Positive Perception of the Village**
  - 93% 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 2018, and Remain Among the Highest in the Nation**
  - Satisfaction ratings have increased or stayed the same in 44 of 85 areas since 2018, and increased or stayed the same in 68 of 80 areas since 2013
- **Satisfaction with Village Services is Much Higher in Pinehurst Than Other Communities**
  - Pinehurst rated above the U.S. Average in 49 of 53 areas, and above the Regional Average in 50 of the 53 areas that were compared
  - Satisfaction with Customer Service from Village Employees rated 39% above the Regional Average and 41% above the U.S. Average
- **Overall Community Priorities:**
  - Efforts at maintaining the quality of neighborhoods
  - Street and right-of-way maintenance
  - Enforcement of Village codes and ordinances