



**Village Council  
Agenda for Work Session Meeting of March 11, 2025  
Assembly Hall  
395 Magnolia Road, Pinehurst, NC 28374  
Pinehurst, North Carolina  
4:30 PM**

1. Call to Order
2. General Business
  - A. Discussion Regarding Focus Area Five and Potential Collaboration with Other Jurisdictions
  - B. Discussion Regarding the Resident and Business Surveys
3. Motion to Adjourn

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

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

Values: Service, Initiative, Teamwork, and Improvement.



## Discussion Regarding Focus Area Five and Potential Collaboration with Other Jurisdictions

### ADDITIONAL AGENDA DETAILS:

**FROM:** Doug Willardson, Village Manager  
**CC:** Village Council;  
**DATE OF MEMO:** 03/06/2025

### MEMO DETAILS

During our discussion on the Comprehensive Plan Amendment during the February 11th Work Session, we touched on Focus Area 5, which includes the area along Hwy 211 as you approach Pinehurst from West End/Seven Lakes.

### Focus Area 5 Overview:

- **South Side of Hwy 211 (Pinehurst):** This area is zoned a mix of Office Professional and R30. Please see page 3 of the attached document for more details. We will carefully examine this area in the upcoming PDO update.
- **North Side of Hwy 211:** On this side, you'll find Taylortown and Moore County.
  - a. **Taylortown:** There is only one undeveloped lot in Taylortown, which is zoned R-20. This zoning allows for 2.17 dwelling units per acre, so this area is unlikely to pose any significant concerns.
  - b. **Moore County:** The rest of the north side is within Moore County, which includes various commercial and business zoning designations (see page 2 of the attached document).

Additionally, Moore County has a Highway Urban Transition Overlay District. The relevant details of this overlay can be found on pages 66-74 of the County UDO ([Chapters 1-20 Unified Development Ordinance, January 21, 2025](#)). According to our Planning and Inspections Director, the County worked closely with the Village in developing this district, holding multiple tri-cities meetings and attending a Village Council meeting before we assumed our current positions. These efforts were part of a collaborative effort to gather input and reach a consensus.

After reviewing the overlay, I believe it effectively addresses the protection of our "gateway." However, if there are any specific aspects of the overlay that you would like the County to revisit, please let me know, and we can raise the issue with them. Additionally, we can arrange for Deb Ensingmer, the County Planning Director, to join us for a more detailed review of the overlay if that would be helpful.

### ATTACHMENTS

1. Focus Area 5 HWY 211 Zoning Info

# MOORE COUNTY, NC

Date: 2/8/2024



## Legend

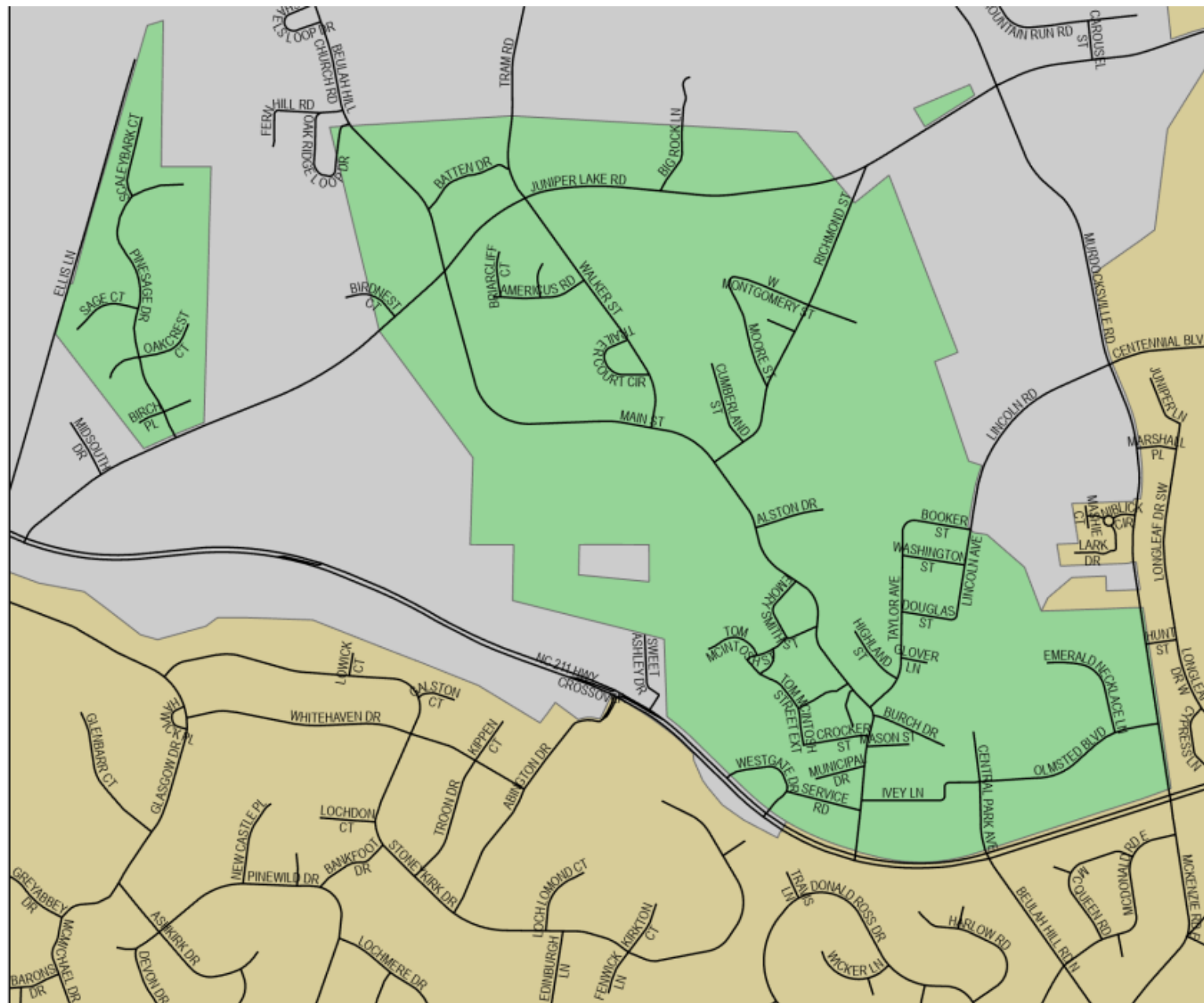
- Moore County Jurisdiction Layer
- Municipal Limits
- PINEHURST
- TAYLORTOWN



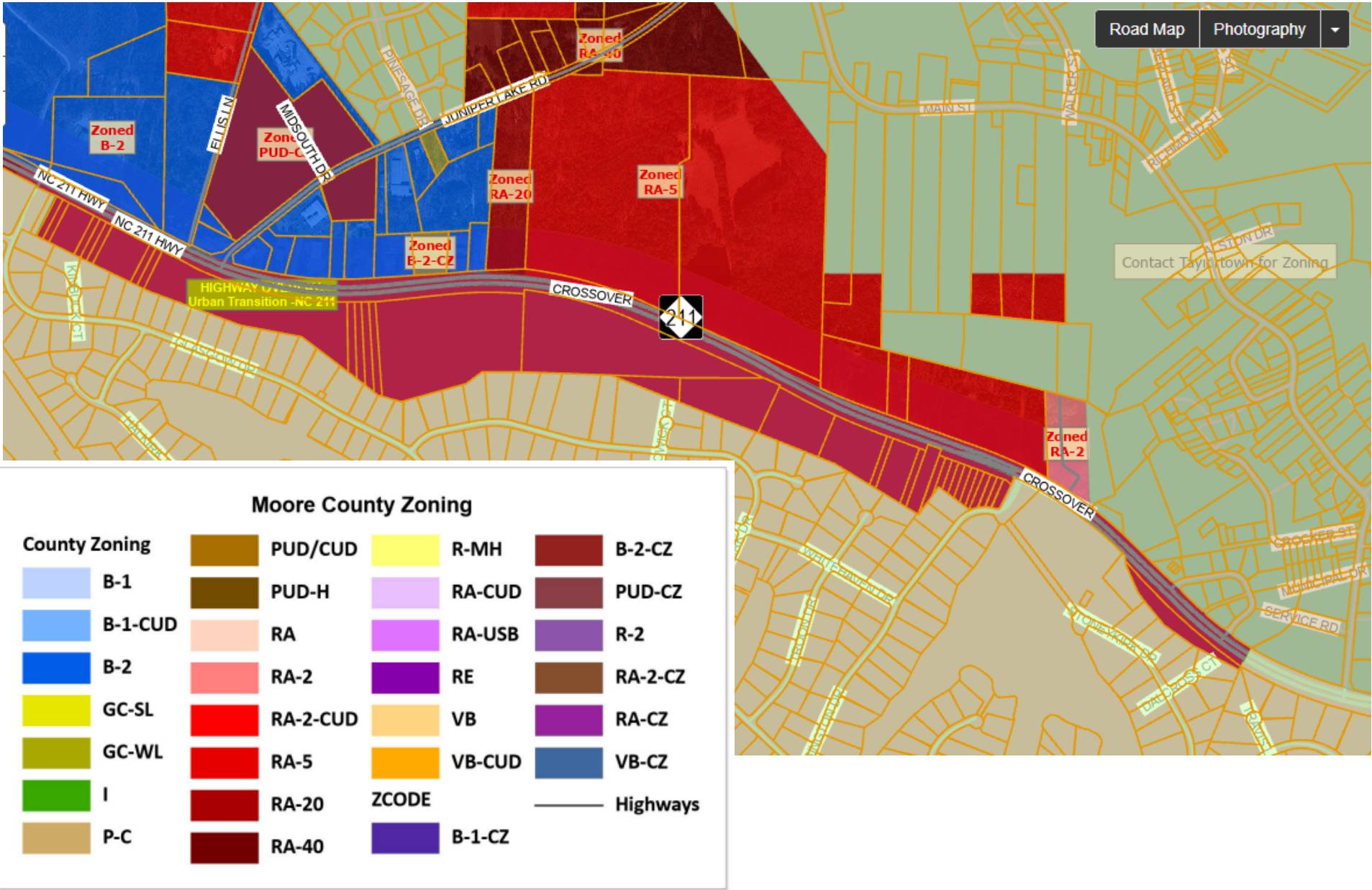
0.25 Miles

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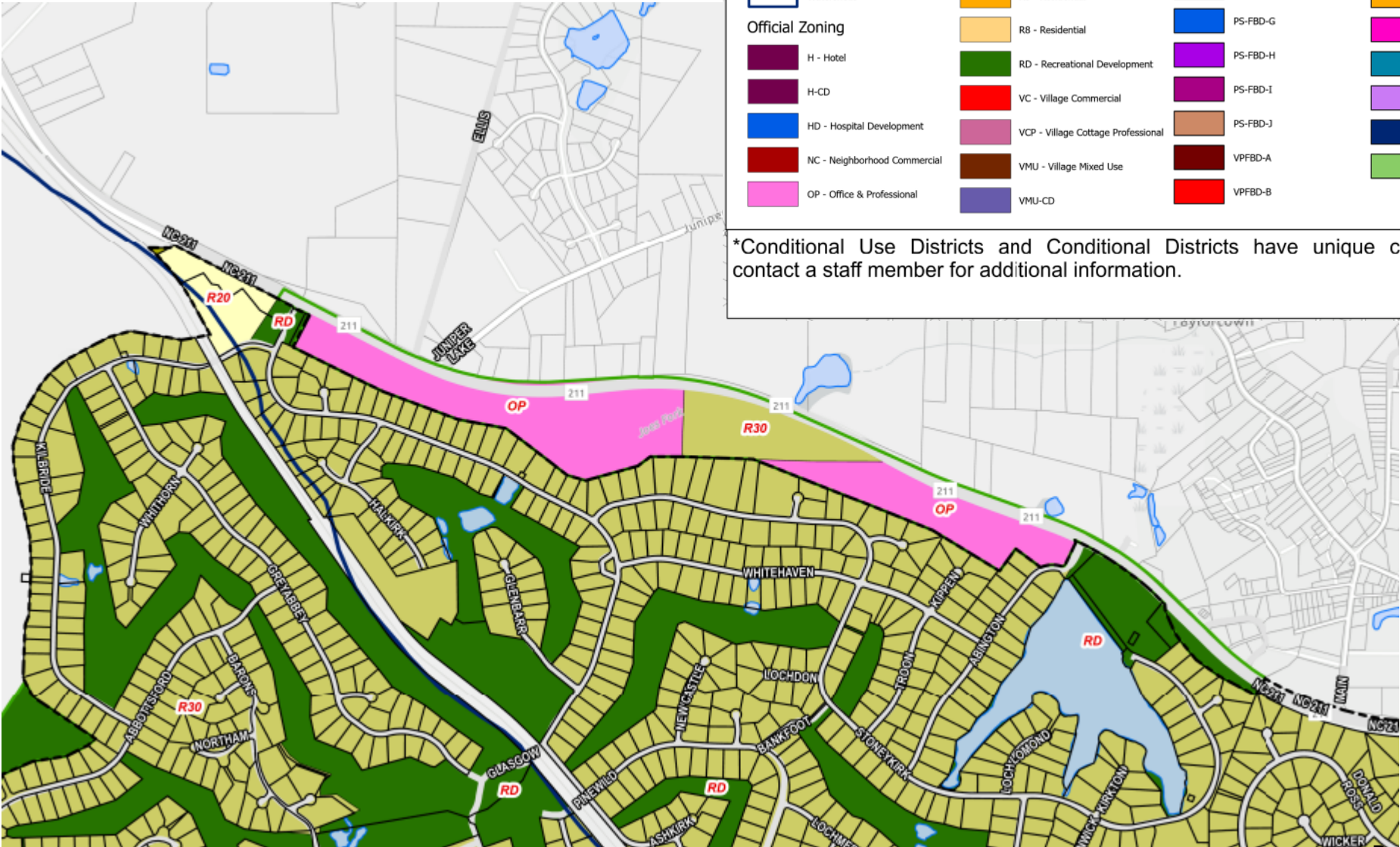
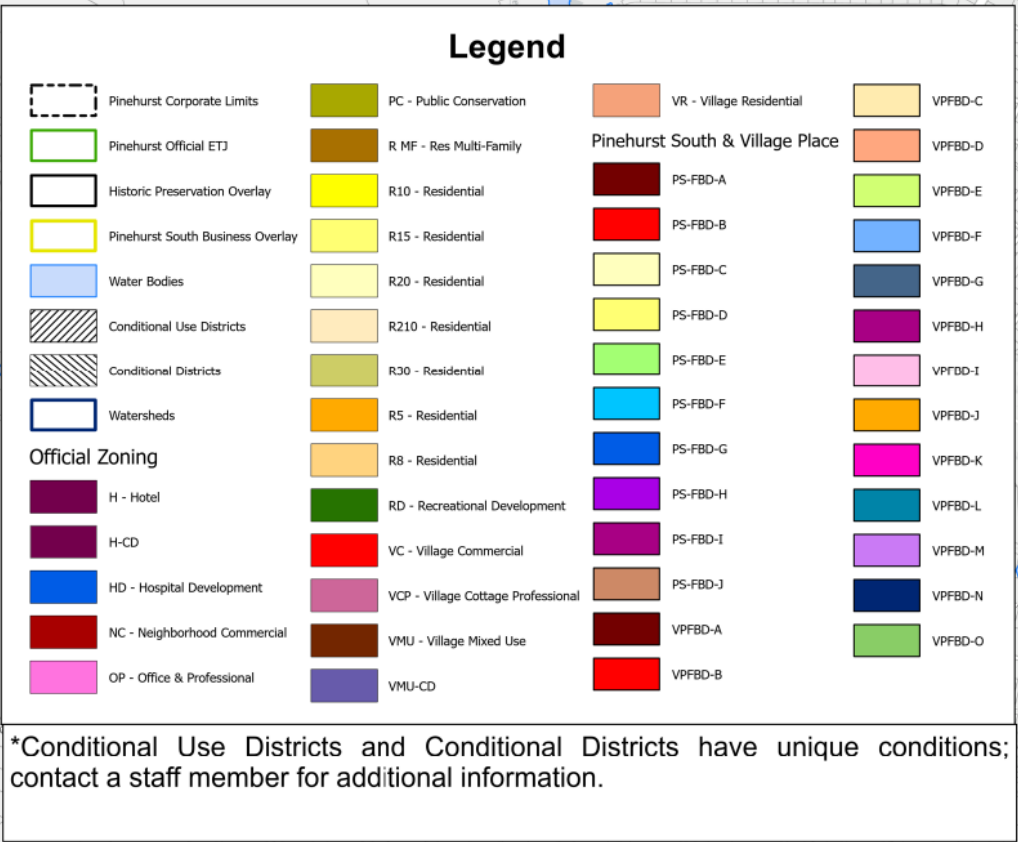
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# Moore County Zoning Focus Area 5



# Pinehurst Zoning Focus Area 5





## **Discussion Regarding the Resident and Business Surveys**

### **ADDITIONAL AGENDA DETAILS:**

**FROM:** Doug Willardson, Village Manager  
**CC:** Village Council;  
**DATE OF MEMO:** 03/06/2025

#### **MEMO DETAILS**

At our retreat in December, we discussed the desire to shorten the resident survey and potentially survey less frequently.

After reviewing the current survey, I have reduced the length of the survey by approximately half. Attached are both the original version and the updated, shortened version for your reference. I recommend that we conduct the survey every other year. This change would result in an annual savings of \$20,500 in the off years. Moreover, the data we receive from the survey does not fluctuate enough year-to-year to justify annual administration. While the results provide valuable insights, they do not significantly alter our strategic planning or operations. That said, if we opt to continue with an annual survey, the shortened length may help reduce the overall cost.

It's also worth noting that most other communities that conduct surveys do not do so on an annual basis, making this change in line with common practice.

I have left a section of the survey blank for us to potentially add questions that are specific to the current year or any urgent issues that arise. This would allow us to address "hot button" items without needing to overhaul the entire survey each year.

Regarding the business survey, I recommend that we bring it completely in-house. Given the low response rate, the data we receive is not statistically valid, with a typical margin of error of 10 points or more. Instead, we can create a similar survey using online survey tools, which are available at no cost.

I look forward to your feedback and would be happy to discuss any questions or concerns.

#### **ATTACHMENTS**

1. 2025 Village of Pinehurst Community Survey - 3.6.25
2. 2024 Village of Pinehurst Business Survey (ORIGINAL)
3. 2024 Village of Pinehurst Community Survey (ORIGINAL)



## 2025 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 Doug Willardson, Village Manager at (910) 295-1900, ext. 1101 or at [dwillardson@vopnc.org](mailto:dwillardson@vopnc.org).

**Perception of the Quality of Life in the Village of Pinehurst.** Several items that may influence your perception of the Village 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 or reputation of the Village | 5         | 4    | 3       | 2             | 1    | 9          |
| 2. Overall quality of life in the Village     | 5         | 4    | 3       | 2             | 1    | 9          |
| 3. As a place to live                         | 5         | 4    | 3       | 2             | 1    | 9          |
| 4. As a place to raise children               | 5         | 4    | 3       | 2             | 1    | 9          |
| 5. As a place to retire                       | 5         | 4    | 3       | 2             | 1    | 9          |
| 6. Overall quality of Village services        | 5         | 4    | 3       | 2             | 1    | 9          |

**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.

|                                                                   | Have you used this service in the past year? |    | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|-------------------------------------------------------------------|----------------------------------------------|----|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Overall Police services                                        | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. Efforts to prevent crimes                                      |                                              |    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. Enforcement of local traffic laws                              |                                              |    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. How quickly police respond to emergencies                      |                                              |    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. Frequency that police officers patrol your neighborhood        |                                              |    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. Overall Fire services                                          | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7. Fire prevention and education programs provided by the Village | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8. How quickly fire personnel respond to emergencies              |                                              |    | 5              | 4         | 3       | 2            | 1                 | 9          |

**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.

|                                                      | 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          |

**Economics and Tourism:** 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. As a place to work                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. Vibrancy of downtown                     | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. Shopping and entertainment opportunities | 5              | 4         | 3       | 2            | 1                 | 9          |

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

|    |                                                                 | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|----|-----------------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Maintenance/Preservation of downtown                            | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Quality of landscaping in medians and other public areas        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Overall cleanliness of streets and other public areas           | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Quality of the stormwater runoff/management system              | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Winter weather response on Village streets (snow/ice)           | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Residential solid waste collection (trash, recycle, yard waste) | 5              | 4         | 3       | 2            | 1                 | 9          |

**Cultural and Recreation Services.** Please indicate whether you or other members of your household have used these Cultural and Recreation Services 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 in the past year? |    | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|-----|-----------------------------------------|----------------------------------------------|----|----------------|-----------|---------|--------------|-------------------|------------|
| 1.  | Greenway trails                         | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2.  | Village sponsored cultural/arts events  | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3.  | Village parks, playgrounds & open space | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4.  | Community Center                        | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5.  | Youth recreation programs               | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6.  | Adult recreation programs               | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7.  | Online program registration             | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8.  | Given Memorial Library                  | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 9.  | Given Memorial Library Programs         | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 10. | Tufts Archives                          | Yes                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |

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

|    |                                                                                | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|----|--------------------------------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Overall Planning & Inspections services                                        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Quality of new residential development in the Village                          | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Quality of new commercial development in the Village                           | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Enforcement of Village building / residential codes and development ordinances | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Village efforts at maintaining the quality of your neighborhoods               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Variety of housing options                                                     | 5              | 4         | 3       | 2            | 1                 | 9          |

**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

**Mobility.** 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. | Ease of travel on NC Highway 5                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Ease of travel through the large traffic circle  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Ease of travel on other streets in the Village   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Ease of travel by golf cart                      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Ease of travel by bicycle                        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Availability of walkways                         | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7. | Maintenance of main Village street thoroughfares | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8. | Maintenance of streets in your neighborhood      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 9. | Maintenance of street signs/pavement markings    | 5              | 4         | 3       | 2            | 1                 | 9          |

|     |                                |   |   |   |   |   |   |
|-----|--------------------------------|---|---|---|---|---|---|
| 10. | Condition of existing walkways | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. | Adequacy of street lighting    | 5 | 4 | 3 | 2 | 1 | 9 |

**Governance and Administration.** 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.  | Value you receive for the portion of your property taxes that funds the Village's operating budget. Note: approximately 41% of your property tax bill goes to the Village of Pinehurst ; 59% to Moore County | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2.  | Overall Direction that Pinehurst is taking                                                                                                                                                                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3.  | Overall quality of leadership provided by the Village's elected officials                                                                                                                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4.  | Overall effectiveness of appointed boards and commissions                                                                                                                                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5.  | Overall effectiveness of the Village Manager and appointed staff                                                                                                                                             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6.  | Customer service provided by Village employees                                                                                                                                                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7.  | Level of public involvement in local decisions                                                                                                                                                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8.  | Overall communication with residents                                                                                                                                                                         | 5              | 4         | 3       | 2            | 1                 | 9          |
| 9.  | Village website, social media and e-News updates                                                                                                                                                             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 10. | Village Newsletter                                                                                                                                                                                           | 5              | 4         | 3       | 2            | 1                 | 9          |

**Of the following, which two do you use the most to get information about the Village of Pinehurst? [Select only two.]**

- |                                                           |                                                                              |
|-----------------------------------------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> (01) Word of Mouth               | <input type="checkbox"/> (07) Village social media (e.g., Facebook, Twitter) |
| <input type="checkbox"/> (02) Village Newsletter          | <input type="checkbox"/> (08) The Pilot newspaper                            |
| <input type="checkbox"/> (03) Village website (vopnc.org) | <input type="checkbox"/> (09) Attend or view public meetings                 |
| <input type="checkbox"/> (04) Monthly Village e-News      | <input type="checkbox"/> (10) Other: _____                                   |
| <input type="checkbox"/> (05) Village mobile app (MYVOP)  |                                                                              |

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

- |                                                                                |                                                                |
|--------------------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> (01) Additional walkway construction in neighborhoods | <input type="checkbox"/> (07) Additional street resurfacing    |
| <input type="checkbox"/> (02) Additional greenway trails (walking paths)       | <input type="checkbox"/> (08) Additional parks and open spaces |
| <input type="checkbox"/> (03) Bicycle lanes and paths                          | <input type="checkbox"/> (09) Additional athletic fields       |
| <input type="checkbox"/> (04) Multi-purpose paths on main Village highways     | <input type="checkbox"/> (10) Downtown parking                 |
| <input type="checkbox"/> (05) Additional street lighting in neighborhoods      | <input type="checkbox"/> (11) Dog Park                         |
| <input type="checkbox"/> (06) Additional stormwater (drainage) improvements    |                                                                |

**What else would you like Village leadership to know?**

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RESERVED FOR NEW QUESTIONS SPECIFIC TO THAT YEAR'S SURVEY

## Demographics

**34. 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

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

\_\_\_\_(1) Yes      \_\_\_\_ (2) No *[Skip to Q36.]*

**35a. What grade level(s) are your school-age children? *[Check all that apply.]***

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

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

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

**37. Which of the following best describes your age?**

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

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

\_\_\_\_(01) Asian or Asian Indian      \_\_\_\_ (05) Native Hawaiian or other Pacific Islander  
\_\_\_\_(02) Black or African American      \_\_\_\_ (06) Hispanic, Spanish, or Latino/a/x  
\_\_\_\_(03) American Indian or Alaska Native      \_\_\_\_ (99) Other: \_\_\_\_\_  
\_\_\_\_(04) White or Caucasian

**39. Which of the following best describes the general neighborhood area where you live?**

\_\_\_\_(1) Pinehurst No. 6      \_\_\_\_ (5) Lake Pinehurst/Burning Tree/St. Andrews/Cotswold  
\_\_\_\_(2) Pinehurst Trace/Pinedale/Midland Country Club/Taylorhurst/Walker Station      \_\_\_\_ (6) Pinewild  
\_\_\_\_(3) Pinehurst No. 7/Lawn & Tennis/CCNC      \_\_\_\_ (7) Old Town/Linden Rd./Donald Ross Dr./Clarendon Gardens  
\_\_\_\_(4) Morganton/Monticello Rd.      \_\_\_\_ (8) Village Acres/Murdocksville Rd.

**40. What is your gender?**

\_\_\_\_(1) Male      \_\_\_\_ (2) Female      \_\_\_\_ (3) Prefer to not answer

**41. Do you own or rent your current residence?      \_\_\_\_ (1) Own      \_\_\_\_ (2) Rent**

**42. What is your total annual household income?**

\_\_\_\_(1) Under \$30,000      \_\_\_\_ (3) \$60,000 to \$99,999      \_\_\_\_ (5) \$150,000 or more  
\_\_\_\_(2) \$30,000 to \$59,999      \_\_\_\_ (4) \$100,000 to \$149,999

**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.



## 2024 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](mailto:jsanborn@vopnc.org).

1. **Community Service Satisfaction.** Please indicate if your business has used each of the services or departments listed below in the past year. If "Yes," please rate the service or department using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

|                              | Has your business used this service or department in the past year? |    | If "Yes," please rate the service or department. |           |         |              |                   |            |
|------------------------------|---------------------------------------------------------------------|----|--------------------------------------------------|-----------|---------|--------------|-------------------|------------|
|                              |                                                                     |    | Very Satisfied                                   | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
| 1. Building Inspections      | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 2. Fire Inspections          | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 3. Planning and Zoning       | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 4. Code Enforcement          | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 5. Police Patrol             | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 6. Police Emergency Response | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 7. Fire Emergency Response   | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 8. Village Hall (Front Desk) | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |
| 9. Streets and Grounds       | Yes                                                                 | No | 5                                                | 4         | 3       | 2            | 1                 | 9          |

2. Which THREE of the Village services or departments listed above are the MOST IMPORTANT to your business? [Write in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

3. In general, how satisfied are you with the overall quality of services provided to your business by the Village of Pinehurst? Would you say the quality of services provided is...

\_\_\_\_ (1) Significantly higher than your expectations      \_\_\_\_ (4) Below your expectations  
\_\_\_\_ (2) Higher than your expectations                      \_\_\_\_ (5) Significantly below your expectations  
\_\_\_\_ (3) Meets your expectations                                \_\_\_\_ (9) Don't know

4. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the Village in the following areas.

|    |                                                                    | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|----|--------------------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
|    |                                                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 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          |
| 8. | Level of involvement in local decisions                            | 5              | 4         | 3       | 2            | 1                 | 9          |

5. **Perceptions of the Village.** Several items that may influence your business's perception of the Village of Pinehurst are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

|    |                                                      | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|----|------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Overall image of the Village                         | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Overall quality of the business environment          | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Overall affordability of employee housing            | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Overall feeling of safety                            | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Quality of new commercial development in the Village | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Overall appearance of the Village                    | 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?**

\_\_\_\_ (5) Very likely      \_\_\_\_ (3) Somewhat likely      \_\_\_\_ (1) Not likely at all  
 \_\_\_\_ (4) Likely      \_\_\_\_ (2) 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?**

\_\_\_\_ (4) Better      \_\_\_\_ (2) No change, but poor      \_\_\_\_ (9) Don't know  
 \_\_\_\_ (3) No change, but good      \_\_\_\_ (1) Worse

8. **How would you rate your satisfaction with the following in Pinehurst compared to other places you have operated a business in the past?**

|    |                                                | Significantly Better | Better | Same | Worse | Significantly Worse | No Opinion |
|----|------------------------------------------------|----------------------|--------|------|-------|---------------------|------------|
| 1. | Overall quality of the business environment    | 5                    | 4      | 3    | 2     | 1                   | 9          |
| 2. | Overall quality of Village services            | 5                    | 4      | 3    | 2     | 1                   | 9          |
| 3. | Customer service provided by Village employees | 5                    | 4      | 3    | 2     | 1                   | 9          |

9. **Customer Service.** Overall, how would you rate the Village of Pinehurst customer service? Would you say it is...

\_\_\_\_ (4) Very good      \_\_\_\_ (2) Poor      \_\_\_\_ (9) Don't know  
 \_\_\_\_ (3) Good      \_\_\_\_ (1) Very poor

10. **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          |

11. **Communication.** Overall, how satisfied are you with the job the Village of Pinehurst does communicating with business owners? Would you say you are...

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

**12. Have you visited the Village's website (vopnc.org) during the last 12 months?**

\_\_\_\_(1) Yes [Answer Q12a-b.]      \_\_\_\_ (2) No [Skip to Q13.]      \_\_\_\_ (9) Don't know [Skip to Q13.]

**12a. 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          |

**12b. Overall, how satisfied would you say you were with the Village of Pinehurst website? Would you say you were...**

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

**13. Have you used the Village's mobile app (MY VOP) during the last 12 months?**

\_\_\_\_(1) Yes [Answer Q13a.]      \_\_\_\_ (2) No [Skip to Q14.]      \_\_\_\_ (9) Don't know [Skip to Q14.]

**13a. Overall, how satisfied would you say you were with the Village mobile app, MY VOP? Would you say you were...**

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

**14. 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      \_\_\_\_ (07) Newsletters  
 \_\_\_\_ (02) Village website      \_\_\_\_ (08) Brochures  
 \_\_\_\_ (03) Email (Monthly Business eNews)      \_\_\_\_ (09) MY VOP mobile app  
 \_\_\_\_ (04) Workshops/Business forums      \_\_\_\_ (10) Engage Pinehurst online engagement portal (engage.vopnc.org)  
 \_\_\_\_ (05) Social media      \_\_\_\_ (11) Other: \_\_\_\_\_  
 \_\_\_\_ (06) Personal calls/visits

**15. Community Development. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the following Village codes and ordinances.**

|                                 | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Zoning ordinances            | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. Business signage regulations | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. Historic District Guidelines | 5              | 4         | 3       | 2            | 1                 | 9          |

**16. 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 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          |
| 9. US Open Showcase                                           | 3               | 2         | 1               | 9          |
| 10. Eats, Beats, and Brews                                    | 3               | 2         | 1               | 9          |

- \_\_\_\_(5) Strongly agree      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Strongly disagree  
\_\_\_\_(4) Agree      \_\_\_\_ (2) Disagree      \_\_\_\_ (9) Don't know

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

- |    |                                        | 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             |

- \_\_\_\_ (1) Expanding/renovating your facility in its current location  
 \_\_\_\_ (2) Relocating to another location in the Village of Pinehurst  
                     *Where?* \_\_\_\_\_ *Why?* \_\_\_\_\_  
 \_\_\_\_ (3) Relocating to another location outside the Village of Pinehurst  
                     *What city/where?* \_\_\_\_\_ *Why?* \_\_\_\_\_  
 \_\_\_\_ (4) Decreasing employment:  
                     *Please indicate the anticipated number of layoffs:* \_\_\_\_\_  
 \_\_\_\_ (5) Increasing employment:  
                     *Please indicate the anticipated number of new hires:* \_\_\_\_\_ *HOURLY Wage Level:* \_\_\_\_\_  
 \_\_\_\_ (6) Closing *Why?* \_\_\_\_\_  
 \_\_\_\_ (7) No plans at present to do any of these

-

**23. Business Category. Please indicate the primary business category for your business.**

- |                                                                               |                                                                  |
|-------------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> (1) Retail                                           | <input type="checkbox"/> (6) Real Estate and Rental Leasing      |
| <input type="checkbox"/> (2) Restaurants and Food Services                    | <input type="checkbox"/> (7) Health Care and Social Assistance   |
| <input type="checkbox"/> (3) Inn                                              | <input type="checkbox"/> (8) Arts, Entertainment, and Recreation |
| <input type="checkbox"/> (4) Professional, Scientific, and Technical Services | <input type="checkbox"/> (9) Other: _____                        |
| <input type="checkbox"/> (5) Financial and Insurance                          |                                                                  |

**24. How many years have you been in operation in the Village of Pinehurst?**

- |                                         |                                          |                                        |
|-----------------------------------------|------------------------------------------|----------------------------------------|
| <input type="checkbox"/> (1) 0-5 years  | <input type="checkbox"/> (3) 11-15 years | <input type="checkbox"/> (5) 20+ years |
| <input type="checkbox"/> (2) 6-10 years | <input type="checkbox"/> (4) 16-20 years |                                        |

**25. Approximately how many employees does your organization employ in the Village of Pinehurst?**

- |                                           |                                    |                                      |                                          |
|-------------------------------------------|------------------------------------|--------------------------------------|------------------------------------------|
| <input type="checkbox"/> (1) Less than 10 | <input type="checkbox"/> (3) 25-49 | <input type="checkbox"/> (5) 100-249 | <input type="checkbox"/> (7) 500 or more |
| <input type="checkbox"/> (2) 10-24        | <input type="checkbox"/> (4) 50-99 | <input type="checkbox"/> (6) 250-499 |                                          |

**26. Is your personal residence in the Village of Pinehurst? ☐ (1) Yes ☐ (2) No**

**27. Please answer the following questions.**

|    |                                                           |                              |                             |
|----|-----------------------------------------------------------|------------------------------|-----------------------------|
| 1. | Are you a member of Pinehurst Business Partners?          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. | Are you a member of the Moore County Chamber of Commerce? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. | Is your business located in the Village Center?           | <input type="checkbox"/> Yes | <input type="checkbox"/> 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.



## 2024 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](mailto:jsanborn@vopnc.org).

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

|     |                                                                  | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|-----|------------------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Police services                                                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 02. | Fire services                                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 03. | Parks and recreation programs                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 04. | Parks and recreation facilities                                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 05. | Solid waste services                                             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 06. | Street and right-of-way maintenance                              | 5              | 4         | 3       | 2            | 1                 | 9          |
| 07. | Library and Archives Services                                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 08. | Enforcement of Village codes and ordinances                      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 09. | Customer service provided by Village employees                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 10. | Village communication with residents                             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 11. | Village efforts at maintaining the quality of your neighborhoods | 5              | 4         | 3       | 2            | 1                 | 9          |
| 12. | Promotion of natural resource conservation                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 13. | Level of public involvement in local decisions                   | 5              | 4         | 3       | 2            | 1                 | 9          |

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

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

3. **Reasons to Stay in Pinehurst.** Several reasons to consider residing in the Village of Pinehurst 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 is in your decision to stay 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 |
| 16. | Historic landmark designation                        | 4              | 3                  | 2        | 1           | Yes                                    | No |

4. **Perception of the Village of Pinehurst.** Several items that may influence your perception of the Village 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 |
|-----|--------------------------------------------------------|-----------|------|---------|---------------|------|------------|
| 01. | Overall image of the Village                           | 5         | 4    | 3       | 2             | 1    | 9          |
| 02. | Overall quality of life in the Village                 | 5         | 4    | 3       | 2             | 1    | 9          |
| 03. | Overall feeling of safety in the Village               | 5         | 4    | 3       | 2             | 1    | 9          |
| 04. | Quality of new residential development in the Village  | 5         | 4    | 3       | 2             | 1    | 9          |
| 05. | Quality of new commercial development in the Village   | 5         | 4    | 3       | 2             | 1    | 9          |
| 06. | As a place to live                                     | 5         | 4    | 3       | 2             | 1    | 9          |
| 07. | As a place to raise children                           | 5         | 4    | 3       | 2             | 1    | 9          |
| 08. | As a place to retire                                   | 5         | 4    | 3       | 2             | 1    | 9          |
| 09. | Overall appearance of public spaces across the Village | 5         | 4    | 3       | 2             | 1    | 9          |
| 10. | Availability of affordable housing                     | 5         | 4    | 3       | 2             | 1    | 9          |
| 11. | Overall quality of Village services                    | 5         | 4    | 3       | 2             | 1    | 9          |

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

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

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

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

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

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

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

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

9. **Cultural and Recreation Services.** Please indicate whether you or other members of your household have used these Cultural and Recreation Services 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 in the past year? | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|-----|----------------------------------------|----------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Greenway trails                        | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 02. | Village sponsored cultural/arts events | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 03. | Cannon Park                            | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 04. | Arboretum/Timmel Pavilion              | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 05. | Rassie Wicker Park                     | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 06. | Camelot Playground                     | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 07. | Splash Pad at Wicker Park              | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 08. | West Pinehurst Park (e.g., disc golf)  | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 09. | Community Center                       | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 10. | Youth recreation programs              | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 11. | Adult recreation programs              | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 12. | Recreation program registration        | Yes No                                       | 5              | 4         | 3       | 2            | 1                 | 9          |

10. **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. | Variety of amenities in Village parks                                 | 5              | 4         | 3       | 2            | 1                 | 9          |
| 04. | Quality of recreation indoor facilities                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 05. | Availability of recreation indoor facilities                          | 5              | 4         | 3       | 2            | 1                 | 9          |
| 06. | Variety of amenities in recreation indoor facilities                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 07. | Availability of walking/greenway trails                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 08. | Condition of walking/greenway trails                                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 09. | Quality of outdoor athletic fields and facilities                     | 5              | 4         | 3       | 2            | 1                 | 9          |
| 10. | Availability of outdoor athletic fields and facilities                | 5              | 4         | 3       | 2            | 1                 | 9          |
| 11. | Availability of information about recreation programs                 | 5              | 4         | 3       | 2            | 1                 | 9          |
| 12. | Quality of youth recreation programs                                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 13. | Quality of adult recreation programs                                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 14. | Village sponsored cultural/arts events                                | 5              | 4         | 3       | 2            | 1                 | 9          |
| 15. | Variety of cultural arts events and programs in Southern Moore County | 5              | 4         | 3       | 2            | 1                 | 9          |

11. **Which THREE of the Cultural and Recreation Services items listed in Question 10 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 10.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

12. **Do you shop regularly in the Village Center (downtown)?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

13. **Do you regularly dine in the Village Center (downtown)?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

14. **Please check each of the following reasons that prevent you from shopping/dining regularly in the Village Center (downtown) more often.** *[Check all that apply.]*

\_\_\_\_ (1) Stores' hours of operation  
 \_\_\_\_ (2) Variety of merchandise/menu options offered  
 \_\_\_\_ (3) Merchandise is more targeted to tourists than local shoppers  
 \_\_\_\_ (4) Parking availability  
 \_\_\_\_ (5) Wait times for dining  
 \_\_\_\_ (6) Prices  
 \_\_\_\_ (7) Other: \_\_\_\_\_  
 \_\_\_\_ (8) Nothing prevents me from shopping/dining more often in Village Center

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

|    |                                                                                   | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|----|-----------------------------------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Enforcing the cleanup of litter and debris on private property                    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Enforcing mowing/cutting of weeds/grass on private property                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Enforcing overnight right-of-way parking prohibition in residential neighborhoods | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Enforcing restrictions on oversized vehicles in residential neighborhoods         | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Enforcing noise ordinances                                                        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Enforcing sign regulations                                                        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7. | Enforcing solid waste cart regulations                                            | 5              | 4         | 3       | 2            | 1                 | 9          |

16. **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

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

|     |                                                  | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|-----|--------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Maintenance of main Village street thoroughfares | 5              | 4         | 3       | 2            | 1                 | 9          |
| 02. | Maintenance of streets in your neighborhood      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 03. | Maintenance of street signs/pavement markings    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 04. | Adequacy of street lighting                      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 05. | Ease of travel on NC Highway 5                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 06. | Ease of travel through the large traffic circle  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 07. | Ease of travel on other streets in the Village   | 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. | Ease of golf cart travel                         | 5              | 4         | 3       | 2            | 1                 | 9          |

18. **Which THREE of the Transportation Services items listed in Question 17 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 17.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

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

|    |                                                          | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|----|----------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Maintenance/Preservation of downtown                     | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Quality of landscaping in medians and other public areas | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Overall cleanliness of streets and other public areas    | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Quality of the stormwater runoff/management system       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Winter weather response on Village streets (snow/ice)    | 5              | 4         | 3       | 2            | 1                 | 9          |

20. **Which TWO of the Public Services items listed in Question 19 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 19.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

21. Please indicate whether you or other members of your household have used these 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 these services or facilities in the past year? |    | 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. | Submitted a code and ordinance enforcement issue | Yes                                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Planning and Inspections services                | Yes                                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7. | Library services                                 | Yes                                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8. | Archives services                                | Yes                                                          | No | 5              | 4         | 3       | 2            | 1                 | 9          |

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

|    |                                                                                  | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | No Opinion |
|----|----------------------------------------------------------------------------------|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Quality of information about Village programs/services                           | 5              | 4         | 3       | 2            | 1                 | 9          |
| 2. | Village efforts to keep you informed about local issues                          | 5              | 4         | 3       | 2            | 1                 | 9          |
| 3. | Opportunities to participate in local government (advisory boards, volunteering) | 5              | 4         | 3       | 2            | 1                 | 9          |
| 4. | Village social media                                                             | 5              | 4         | 3       | 2            | 1                 | 9          |
| 5. | Village website (vopnc.org)                                                      | 5              | 4         | 3       | 2            | 1                 | 9          |
| 6. | Village Newsletter                                                               | 5              | 4         | 3       | 2            | 1                 | 9          |
| 7. | Monthly Village e-News updates                                                   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 8. | Online engagement portals (engage.vopnc.org)                                     | 5              | 4         | 3       | 2            | 1                 | 9          |
| 9. | Community's progress toward meeting its strategic vision and mission             | 5              | 4         | 3       | 2            | 1                 | 9          |

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

- \_\_\_\_ (01) Village employees  
 \_\_\_\_ (02) Village Newsletter  
 \_\_\_\_ (03) Village website (vopnc.org)  
 \_\_\_\_ (04) Monthly Village e-News  
 \_\_\_\_ (05) Village mobile app (MYVOP)  
 \_\_\_\_ (06) Engage Pinehurst online engagement portal (engage.vopnc.org)  
 \_\_\_\_ (07) Village social media (e.g., Facebook, Twitter)  
 \_\_\_\_ (08) The Pilot newspaper  
 \_\_\_\_ (09) Attend or view public meetings  
 \_\_\_\_ (10) Other: \_\_\_\_\_

24. 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

25. **Customer Service.** Have you contacted the Village during the past year for customer support?

- \_\_\_\_ (1) Yes [Answer Q25a.]      \_\_\_\_ (2) No [Skip to Q26.]

- 25a. Using a scale from 1 to 5, where 5 means "Always" and 1 means "Never," please rate your experience with Village employees (not elected officials) on the following behaviors.

|    |                                          | 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          |

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

- |                                                                                |                                                                |
|--------------------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> (01) Additional walkway construction in neighborhoods | <input type="checkbox"/> (07) Additional street resurfacing    |
| <input type="checkbox"/> (02) Additional greenway trails (walking paths)       | <input type="checkbox"/> (08) Additional parks and open spaces |
| <input type="checkbox"/> (03) Bicycle lanes and paths                          | <input type="checkbox"/> (09) Additional athletic fields       |
| <input type="checkbox"/> (04) Multi-purpose paths on main Village highways     | <input type="checkbox"/> (11) Fire Dept. station on Linden Rd. |
| <input type="checkbox"/> (05) Additional street lighting in neighborhoods      | <input type="checkbox"/> (12) Downtown parking                 |
| <input type="checkbox"/> (06) Additional stormwater (drainage) improvements    |                                                                |

27. If you own a home in the Village of Pinehurst, approximately 41% 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 (59%). Considering this, how satisfied are you with the value you receive for the portion of your property taxes that funds the Village's operating budget?

- |                                             |                                           |                                                |
|---------------------------------------------|-------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> (5) Very satisfied | <input type="checkbox"/> (3) Neutral      | <input type="checkbox"/> (1) Very dissatisfied |
| <input type="checkbox"/> (4) Satisfied      | <input type="checkbox"/> (2) Dissatisfied | <input type="checkbox"/> (9) Don't know        |

28. In 2022, the Village of Pinehurst passed an ordinance (#22-15) to amend the Pinehurst Development Ordinance (PDO) to address concerns surrounding short-term rentals. Ordinance #22-15 defined short-term rentals, listed what zoning districts they can be allowed, and added special requirements related to minimum housing standards.

The definition of a short-term rental is a dwelling for lease or sublease of less than 30 consecutive days or a total of more than 14 days in any calendar year. Properties which had previously been lawfully operating as a short-term rental are allowed to continue to do so, so long as the operation does not cease for a period of 365 days or longer. Ordinance #22-15 also created a voluntary application process for which a lawfully existing short-term rental prior to the adoption of the ordinance could apply for, and receive, a non-conforming use certificate — an official declaration of the Village acknowledging the non-conforming status. The application period ended on October 26, 2022, one year after the adoption of Ordinance #22-15.

Additionally, regulations were adopted to the Municipal Code to regulate unreasonably loud noises and overnight parking in the right-of-way. Although these regulations apply to all properties in the Municipal limits and not just short-term rental properties, they were adopted to address some of the concerns related to short-term rentals.

The following questions are meant to gauge your thoughts following this passage:

28a. The language passed to regulate short-term rentals in the community are:

- |                                          |                                         |                                         |                                       |
|------------------------------------------|-----------------------------------------|-----------------------------------------|---------------------------------------|
| <input type="checkbox"/> (1) Too lenient | <input type="checkbox"/> (2) Just right | <input type="checkbox"/> (3) Too strict | <input type="checkbox"/> (9) Not sure |
|------------------------------------------|-----------------------------------------|-----------------------------------------|---------------------------------------|

28b. I believe the Village's enforcement of short-term rental related regulations is:

- |                                         |                                          |                                       |                                       |
|-----------------------------------------|------------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> (1) Too little | <input type="checkbox"/> (2) About right | <input type="checkbox"/> (3) Too much | <input type="checkbox"/> (9) Not sure |
|-----------------------------------------|------------------------------------------|---------------------------------------|---------------------------------------|

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

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

30. How would you rate your satisfaction with the following in the Village of Pinehurst compared to other places you have lived in the past?

|    |                                                | Significantly Better | Better | Same | Worse | Significantly Worse | No Opinion |
|----|------------------------------------------------|----------------------|--------|------|-------|---------------------|------------|
| 1. | Overall quality of life                        | 5                    | 4      | 3    | 2     | 1                   | 9          |
| 2. | Overall quality of Village services            | 5                    | 4      | 3    | 2     | 1                   | 9          |
| 3. | Customer service provided by Village employees | 5                    | 4      | 3    | 2     | 1                   | 9          |

31. Would you recommend the Village of Pinehurst to others as a place to live? \_\_\_\_ (1) Yes \_\_\_\_ (2) No
32. What are the most important issues facing the Village of Pinehurst today?
- 
33. Do you have any suggestions for how the Village of Pinehurst could serve you better?
- 

### Demographics

34. 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
35. Do you have school-age children (grades K-12) living at home?  
\_\_\_\_ (1) Yes \_\_\_\_ (2) No [Skip to Q36.]
- 35a. What grade level(s) are your school-age children? [Check all that apply.]  
\_\_\_\_ (1) K - 5 \_\_\_\_ (2) 6 - 8 \_\_\_\_ (3) High School
36. Which of the following best describes your current employment status?  
\_\_\_\_ (1) Employed outside the home \_\_\_\_ (3) Student  
(What is the zip code where you work? \_\_\_\_\_) \_\_\_\_ (4) Retired  
\_\_\_\_ (2) Employed in the home/have a home-based business \_\_\_\_ (5) Not currently employed
37. Which of the following best describes your age?  
\_\_\_\_ (1) Under 25 years \_\_\_\_ (3) 35-44 years \_\_\_\_ (5) 55-64 years  
\_\_\_\_ (2) 25-34 years \_\_\_\_ (4) 45-54 years \_\_\_\_ (6) 65+ years
38. Which of the following best describes your race? [Check all that apply.]  
\_\_\_\_ (01) Asian or Asian Indian \_\_\_\_ (05) Native Hawaiian or other Pacific Islander  
\_\_\_\_ (02) Black or African American \_\_\_\_ (06) Hispanic, Spanish, or Latino/a/x  
\_\_\_\_ (03) American Indian or Alaska Native \_\_\_\_ (99) Other: \_\_\_\_\_  
\_\_\_\_ (04) White or Caucasian
39. Which of the following best describes the general neighborhood area where you live?  
\_\_\_\_ (1) Pinehurst No. 6 \_\_\_\_ (5) Lake Pinehurst/Burning Tree/St. Andrews/Cotswold  
\_\_\_\_ (2) Pinehurst Trace/Pinedale/Midland Country \_\_\_\_ (6) Pinewild  
Club/Taylorhurst/Walker Station \_\_\_\_ (7) Old Town/Linden Rd./Donald Ross Dr./Clarendon  
\_\_\_\_ (3) Pinehurst No. 7/Lawn & Tennis/CCNC Gardens  
\_\_\_\_ (4) Morganton/Monticello Rd. \_\_\_\_ (8) Village Acres/Murdocksville Rd.
40. What is your gender?  
\_\_\_\_ (1) Male \_\_\_\_ (2) Female \_\_\_\_ (3) Non-binary \_\_\_\_ (4) Prefer to self-describe: \_\_\_\_\_
41. Do you own or rent your current residence? \_\_\_\_ (1) Own \_\_\_\_ (2) Rent
42. What is your total annual household income?  
\_\_\_\_ (1) Under \$30,000 \_\_\_\_ (3) \$60,000 to \$99,999 \_\_\_\_ (5) \$150,000 or more  
\_\_\_\_ (2) \$30,000 to \$59,999 \_\_\_\_ (4) \$100,000 to \$149,999

**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.