

RESEARCH AND TRAINING SPECIALISTS, INC
Concord, North Carolina

**CONCORD CITY
2006 CITIZEN SATISFACTION SURVEY**

Paul C. Friday, Ph.D. & Leah L. Friday, ACSW

1424 Chadmore Lane, NW

Concord, NC 28027

Tel: 704-784-2675

email: rtsfriday@vnet.net

www.RTSpecialists.com

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EXECUTIVE SUMMARY

The 2006 Concord Citizen Survey is based on the results of a telephone survey conducted from mid-November to mid-December 2006. The sample was selected from a random list of 3000 residential city telephone numbers. This report is based on 346 completed surveys giving a 95% confidence that the findings are within $\pm 5\%$.

The 2006 survey asked some of the same questions as the 2002 and 2004 surveys. When the questions were the same, comparison figures are given in the report.

Perceptions of the city

- The overall perceptions of the citizens are that Concord is a good, safe place to live and raise children. On a scale of 1-10 with 10 being the most positive, the town was rated 9.1 (94.2%) as a good place to live by its residents.
- Safety was also rated high, and 84.1% stated positively that they consider Concord to be safe.
- The lower ratings relate to the environment for business to succeed, responsiveness of the city to citizens and whether greenways should be developed. Those responses were from 72.9% to 77.7% agreeing.

Perceptions of City Management

- Is development balanced? 12.3% of citizens gave a negative response and 54.4% were positive. 33.2% of the respondents are neutral regarding this issue.

Primary findings: Departments

There are opportunities available to communicate with citizens about our functions and responsibilities as well how we address customer service issues.

Parks and Recreation

- The proportion of residents indicating that they visited city parks is less than in the previous years. 77.6% (86.9% in 2004 and 85.2% in 2002) of the respondents indicate that they have visited a city park. 22.4% have never visited (13.1% in 2004). For those who do visit, the proportion visiting at least monthly has increased.
- 39% of respondents say that they have visited a recreation center during the past year. The proportion of residents who say they visit the recreation centers is down from 49% in 2004 but about the same as the 38% in 2002.
- 24% stated that they or a member of their family had used the Rocky River Golf Course. In 2002, 28.6% stated they or a family member had played the course, and in 2004, 27.5% said they or a family member had played the course.

Visiting Downtown

- 80% of respondents say they visit downtown Concord to shop, eat or visit compared with 74% in 2004 and only 58% in 2002.
- The increase in visiting downtown is for shopping and restaurants however, all categories of reasons to visit downtown increased.
- Of those who increased their visits to downtown in the past year, age and length of residence in Concord are significant. The greatest increase was for those 26 to 40 years old and for residents 5 to 15 years.

Communication

- The availability of the Central 920-5555 telephone number is known by 56.8% of the respondents. This is up from 2004 (49.4%) and 2002 (41.1%).

Satisfaction:

- In 2006, 77.8% found it very easy to get an answer to their question. In 2004, only 58.0% found it very easy to get an answer.
- 94.6% of the 2006 respondents stated they were directed to the proper department the first time they called. This question was not asked in the previous surveys.
- Of all respondents, most stated the best method to communicate with them was either city circulars (79.3%), direct mail (79.3%) or utility bill inserts (75.0%).

Visiting City Hall to Discuss Utility Bill

- 34.8% of the respondents said they visited City hall to talk with a customer service representative about their bill. This is up from 2004 (22.9%) and 2002 (20.9%).
- 90.6% of those in 2006 who talked with a representative stated they were assisted in a prompt and professional manner. In 2004, that number was 96.1%.

Internet

- 36.7% of the respondents stated they have visited the city web site. 39.5% of the telephone respondents to the 2004 survey stated they had visited the web site
- 97.5% of those who have visited the web site stated they found it easy to navigate. This is up from 2004 where 92.2% said the site was easy to navigate.

Quality of Life

- Overall, 44.8% feel the quality is better than a year ago; this compares with slightly over 50% in 2002 and 2004.
- There has been a slight increase since 2004 in the proportion of residents who feel that the quality of life in Concord has become worse. This increase from 11% to 15% is still lower than the 17% in 2002.
- The only statistically significant difference between those who feel life is getting better or worse is Age, with the 26-40 year old residents more likely to believe that the quality of life is getting better. Those over 65 are more likely to believe it is getting worse.

In 2006, the most cited reasons for improved quality of life are:

- More restaurants and shops
- More to do, more activities
- Parks and Greenways adding to the quality of life
- Improvements downtown
- Making improvements on the roads

In the 2006 survey, the primary reasons given for feeling things have become worse are:

- Traffic and road construction
- Increased population
- Increased crime
- Immigrants moving into City
- Jail development issues

Biggest Issues Facing Concord

- Growth, development and keeping up with services
- Traffic and Roads
- Overcrowding in Schools
- Water issues
- Social issues: Employment opportunities, immigration, crime
- Issues related to the jail development

Perception of City Departments on Scale of 1-5
 Summary Comparisons: 2002 - 2006

Department	2002	2004	2006
Business/Neighborhood Services	NA	3.8	4.3
City Manager's Office	NA	3.9	3.9
Development Services	NA	3.8	3.8
Electric	4.1	4.2	4.3
Environmental Services	3.9	3.9	4.3
Finance	NA	3.9	4.2
Fire and Life Safety	4.5	4.5	4.7
Parks & Recreation	4.2	4.2	4.5
Police	4.1	4.2	4.4
Sewer	4.1	4.1	4.1
Streets/Traffic	3.4	3.3	3.5
Water	4.0	4.1	4.1

Percent Positive - Overall Questions, 2002-2006

Question	2002	2004	2006
Quality of Life Better	46.8%	50.2%	44.8%
Neighborhood streets good	45.8%	49.8%	47.8%
Aware of 704-920-5555	41.1%	49.4%	56.8%
Very easy to get answer	51.7%	58.0%	77.8%
Visit Downtown	58.5%	74.3%	80.6%
Visit Web Site	42.1%	52.5%	36.7%
Visit Park (Quarterly or more)	85.2%	86.9%	54.5%
Visits Golf Course	28.6%	27.5%	23.8%

Primary Report 2006

The 2006 Concord Citizen Survey is based on the results of a telephone survey conducted from mid-November to mid-December 2006. The sample was selected from a random list of 3000 residential city telephone numbers. This report is based on 346 completed surveys giving a 95% confidence that the findings are within $\pm 5\%$.

The 2006 survey asked some of the same questions as the 2002 and 2004 surveys. When the questions were the same, comparison figures are given in the report.

Sample Demographics

Table 1 Sample Characteristics, 2002-2006

Characteristic	2002	2004*	2006
Gender			
Male	43.5	50.9	39.4
Female	56.5	49.1	60.6
Age			
Under 25	5.5	3.8	2.1
26 – 40	33.5	30.8	28.2
41 –65	44.3	46.6	47.5
Over 65	16.6	18.8	22.3
Income*			
Under \$35,000	25.5	15.7	28.4
\$35 – 65,000	37.7	42.2	33.5
\$65 –100,000	22.5	30.4	23.3
Over \$100,000	14.3	11.8	14.7
Years in Concord			
One year or less	4.1	0.9	3.5
1 – 5 years	25.6	16.7	18.1
5 – 10 years	20.3	28.6	19.9
Over 10 years	50.0	53.8	58.4

*2004 sample was derived from telephone, web and neighborhood leadership surveys.

The 2006 sample is disproportionately female compared with the past two surveys but the distribution by age, income and years in Concord is consistent with previous studies that have employed different methodologies. Since this is a household survey, the higher proportion of females is not considered to be problematic in interpretation

of the findings. As in the previous surveys the proportion of respondents are Caucasian (89.4%) but 9.7% of interviews were with African American residents. While we employed Spanish speaking interviewers, less than 1% of the interviews were Hispanic.

Citizen Perceptions of Concord

Respondents were asked to indicate on a scale of 1 to 10 how strongly they agreed or disagreed with statements regarding the town. 1 was strongly disagreeing and 10 was strongly agreeing. The responses were then trichotomized into negative, neutral and positive.

Table 2 Perceptions of Concord as a City

Perception of City	% negative	% neutral	% positive
Good place to live	0%	5.8%	94.2%
Good place to raise children	0%	8.4%	91.6%
Good Employment opportunities	4.7%	32.2%	63.1%
Safe place to live	0.6%	15.3%	84.1%
Good environment for business	1.9%	19.2%	78.9%
Responsive to citizens	4.5%	22.6%	72.9%
Development of greenways	8.0%	14.2%	77.7%

Perceptions of the city

- The overall perceptions of the citizens are that Concord is a good, safe place to live and raise children. On a scale of 1-10 with 10 being the most positive, the town was rated 9.1 (94.2% positive) as a good place to live by its residents.
- Residents also expressed that Concord is a good place to raise children with 91.6% of the responses in the positive. In both categories, there were no negative responses.
- Safety was also rated high, and 84.1% stated positively that they consider Concord to be safe.

- The lower ratings are regarding the environment for business to succeed, responsiveness of the city to citizens and whether greenways should be developed. Those responses were from 72.9% to 77.7% agreeing.
- The lowest rating is the perception of employment opportunities in the city which has only 63.1% positive responses.

Citizen Perceptions of Concord City Management

Respondents were asked to indicate on a scale of 1 to 10 how strongly they agreed or disagreed with statements regarding the city. 1 was strongly disagreeing and 10 was strongly agreeing. The responses were then categorized into negative, neutral and positive.

Table 3 Perceptions of City Management

Perception of city management	%negative	%neutral	%positive
Concord is moving in right direction	2.1%	17.8%	80.1%
Good environmental decisions being made	3.2%	21.0%	75.7%
Development is being balanced	12.3%	33.2%	54.4%
City employees treat customers courteously	2.9%	12.4%	84.7%
City employees do their jobs professionally	2.4%	12.7%	85.0%
Tax dollars are being spent wisely	7.5%	25.4%	67.2%

Perceptions of City management

- Development is balanced with 12.3% negative and 54.4% positive. However, 33.2% of the respondents are neutral regarding this issue.
- 80.1% of the citizens feel that Concord is moving in the right direction and 67.2% feel that their tax dollars are being spent wisely.
- City employees are seen as being courteous and professional with 84.7% and 85.0% positive ratings.

80% believe that the city was going in the right direction and over 80% believe that city employees treat customers courteously and professionally.

Department Ratings

Table 4 Perception of Various Departments

	1	2	3	4	5	6	√ if you have had contact last year
Department	Very Poor	Poor	Not Good and Not Bad	Good	Very Good	No Opinion	
City Manager's Office	0.6%	2.6%	10.4%	22.9%	13.6%	49.9%	7.5%
Finance Dept. (Paying bills, taxes etc)	0.6%	2.6%	6.4%	33.6%	27.2%	29.6%	14.5%
Police Department	1.2%	3.2%	4.9%	30.4%	44.9%	15.4%	17.9%
Fire and Life Safety	0.0%	0.0%	1.2%	23.8%	55.4%	19.7%	11.8%
Environmental Services (Recycling & Garbage)	0.3%	1.4%	10.4%	31.0%	40.3%	16.5%	16.8%
Water	1.7%	2.6%	13.1%	33.4%	32.0%	17.2%	16.5%
Sewer	1.7%	1.7%	12.8%	32.6%	30.8%	20.3%	11.8%
Electric	0.3%	0.9%	9.3%	31.0%	39.1%	19.4%	14.5%
Parks & Recreation	0.3%	0.6%	5.8%	22.0%	44.1%	27.2%	7.8%
Business and Neighborhood Service	0.0%	0.0%	6.1%	24.1%	18.3%	51.6%	4.0%
Development Services	1.2%	4.6%	13.9%	16.2%	16.2%	47.8%	4.0%
Street/Traffic	5.3%	8.8%	25.4%	24.0%	17.5%	19.0%	9.5%

It is general practice to report "valid" percent, i.e. the proportions based only on those who have expressed opinions. This is considered a more accurate measure of how the sample actually feels which means one would not take into account the percentage of those who had no opinion. Table 5 shows the proportion of positive perceptions of departments for 2002 - 2006.

Table 5 Percent Positive by Department: 2004-2006

Department	2002 % Positive	2004 % Positive	2006 % Positive
City Manager's Office	59.9*	72.4%	72.8%
Finance Dept. (Paying bills, taxes etc)	x	74.1%	86.4%
Police Department	80.4	84.1%	89.0%
Fire and Life Safety	93.7	94.4%	98.6%
Environmental Services (Recycling & Garbage)	70.9	69.2%	85.4%
Water	70.5	75.8%	78.9%
Sewer	76.2	79.9%	79.6%
Electric	81.0	78.6%	87.1%
Parks & Recreation	81.4	82.1%	90.8%
Business and Neighborhood Service	X	68.4%	87.4%
Development Services	54.3**	62.9%	62.2%
Street/Traffic	49.8	44.0%	51.3%

* In 2002 the evaluation was for the combined mayor and city manager.

** In 2002 the evaluation was for the planning department

Table 6 Perception of Departments after Contact

Department	Positive With No Contact	Positive With Contact
City Manager's Office	73.6%	68.0%
Finance Dept. (Paying bills, taxes etc)	88.2%	79.2%
Police Department	89.6%	86.9%
Fire and Life Safety	98.3%	100.0%
Environmental Services (Recycling & Garbage)	87.4%	77.6%
Water	82.0%	66.7%
Sewer	83.7%	56.1%
Electric	89.9%	74.0%
Parks & Recreation	91.6%	83.3%
Business and Neighborhood Service	86.9%	92.9%
Development Services	63.9%	42.9%

Street/Traffic	52.5%	42.4%
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All comments are in the Appendix

Parks and Recreation

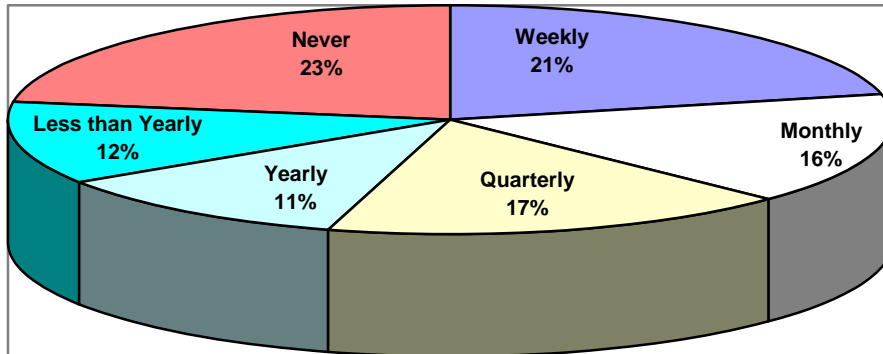
Parks

77.6% (86.9% in 2004, 85.2% in 2002) of the respondents indicate that they have visited a city park. 22.4% have never visited (13.1% in 2004). 39.1% visit at least once

a month (up from about 1/3 in 2004). 56.2% visit at least quarterly (67.4% in 2004 and 59.1% in 2002). 11.7% visit less than once a year.

Figure 1 Frequency of Park Visits

Visits to City Parks



Characteristics of those who visit the parks

66% of those who said they visit the parks go at least 1 time per year. The characteristics of those who go to parks at least once a year are shown in Table 7.

Table 7 Characteristics of Park Visitors

Characteristics	Percent Visiting
Time in Concord	
Less than 1 year	50%
1-5 Years	71%
5-10 Years	81%
10-15 Years	69%
More than 15 Year	57%
Age	
Less than 25	86%
26-40	80%
41-65	70%
Over 65	38%

Income	
Under 35,000	54%
35,000 – 65,000	62%
65,000 – 100,000	82%
Over 100,000	80%

There is a statistical significance between the visitors to the park by time in Concord, age and income. Most of the visitors to the parks have been here between 5-10 years, are between the ages of 25 to 40 years old and have an income of \$65,000 to \$100,000.

Recreation Centers

39% of respondents say that they have visited a recreation center during the past year. 25% of those who say they visit the City recreation centers, say they go at least 1 time per year. 14.3% go less than once per year, and 61% of the respondents said they never use the facilities. There were no statistically significant differences among the characteristics of those who use the City recreation centers.

Rocky River Golf Club

The question was asked, "Have you or any member of your immediate family ever played golf at the City owned Rocky River Golf Club?" 24% stated that they or a member of their family had used the facility, 68% stated neither they nor a member of the family had used the club, and 9% stated they did not know. In 2002, 28.6% stated they or a family member had played the course, and in 2004, 27.5% said they or a family member had played the course.

Of those who had an opinion, the layout of the course was rated 33% Excellent, 65% Good, 2% Fair. Of those who had an opinion, the staff was rated 33% Excellent, 53% Good and 13% Fair. No one rated either the course or the staff as poor.

In 2004, 90.4% of those who had an opinion rated the course as Excellent or Good. In 2006, that cumulative total is 98%. The 2006 rating is up from both 2002 and 2004.

Regarding the staff, in 2006, 86% of those who had an opinion rated the staff as Excellent or Good, while in 2004, 90% rated the staff as Excellent or Good.

Table 8 Characteristics of Those Who Played Golf at Rocky River, 2004-2006

Characteristic	2004 % Play	2006 % Play
Age		
Under 25	3.1	1.2
26 - 40	28.1	27.2
41 – 65	46.9	58.0
Over 65	21.9	13.6
Years in Concord		
One year or less	0	3.7
1 – 5 years	17.2	19.8
5 – 10 years	28.1	13.6
10 – 15 years	6.3	17.3
Over 15 years	48.4	45.7
Income		
Under \$35,000	10.7	11.1
\$35 - \$65,000	28.6	27.8
\$65 - \$100,000	48.2	34.7
Over \$100,000	12.5	26.4

50% of those who played the course in 2006 were 41-65. 3.7% of those who have resided here less than 1 year have played the course, compared to 0% in 2004. 17.3% of those who have resided here 10-15 years (2006) have played compared to 6.3% from 2004. Also noteworthy is the income variable of over \$100,000 which was only 12.5% in 2004, and is now 26.4% in 2006.

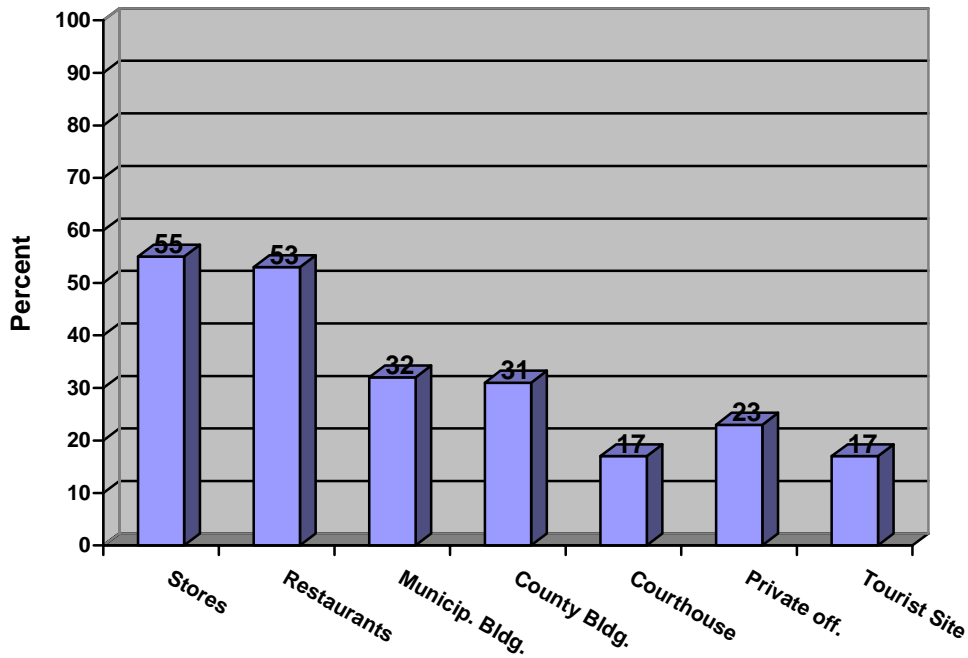
Visiting Downtown Concord to shop, eat or visit

80% of the citizens surveyed stated that they visit downtown Concord for various reasons.

- 23% come more than 5 times per month
- 32% come 2-5 times per month
- 28% come once a month
- 14% come less often than once a month

Of those who said they come downtown, they came for the following reasons:

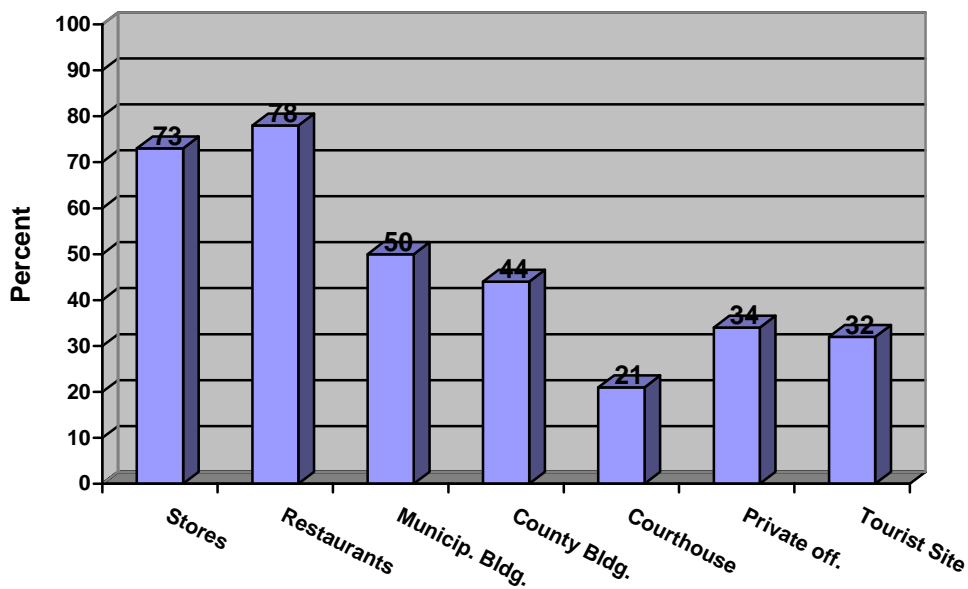
Figure 2 Reasons to Visit Downtown



38% of those who said they come downtown also said they increased their visits to the downtown area over the last year. They increased their visits for the following reasons:

Figure 3 Increased Visits Downtown - Reasons

Reasons to Increase Visits



The primary reasons for increased visits to the downtown area appear to be stores and restaurants and as a tourist site, however, in all categories visits to downtown increased.

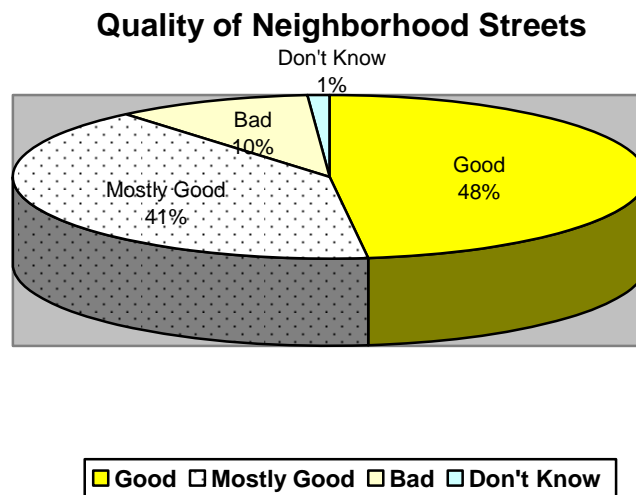
Of those 38% who increased their visits to downtown, age ($p < .006$) and length of residence ($p < .007$) in Concord are significant.

- 50% of the respondents age 26-40 increased their visits
- 36% of the respondents age 41-65 increased their visits
- 50% of those residing in Concord 10-15 years have increased their visits
- 47% of those residing in Concord 5-10 years have increased their visits
- 44% of those residing in Concord 1-5 years have increased their visits
- Only 25% of those residents who have been here over 15 years have increased their visits downtown.

Respondents Perceptions of Traffic and Streets

Citizens were asked their perceptions of the condition of the streets and road surfaces in their neighborhood, and how they would rate the overall road conditions in Concord.

Figure 4: Perception of Neighborhood Street Quality



89% of the respondents feel the roads in their neighborhoods are Good or Mostly Good. Only 10% feel the neighborhood roads are Bad.

This question was also asked in the 2002 and 2004 citizen surveys. Below is a comparison of the responses from those years and the 2006 responses.

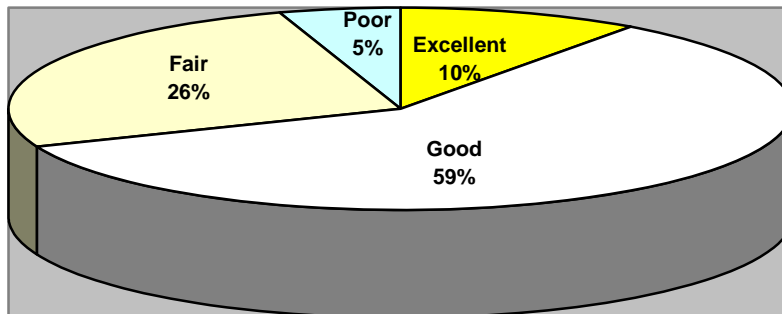
Table 9 Condition of Neighborhood Streets, 2002, 2004, 2006

Street Condition	2002	2004	2006
Good condition	45.8%	49.8%	47.8%
Mostly good	39.7%	37.1%	40.6%
Many bad spots	13.6%	13.1%	10.1%
Don't Know	0.9	0	1.4%

The data show an increased perception of Mostly Good condition of neighborhood streets over the period of 2002-2006, and a decreased perception of Many Bad Spots in the same period.

69% of the respondents feel the *overall road conditions* in the city are Excellent or Good. 31% feel the roads are Fair or Poor. This question was not asked in the 2002 and 2004 surveys, so a comparison is not possible.

Figure 5 Overall City Road Conditions



Communication

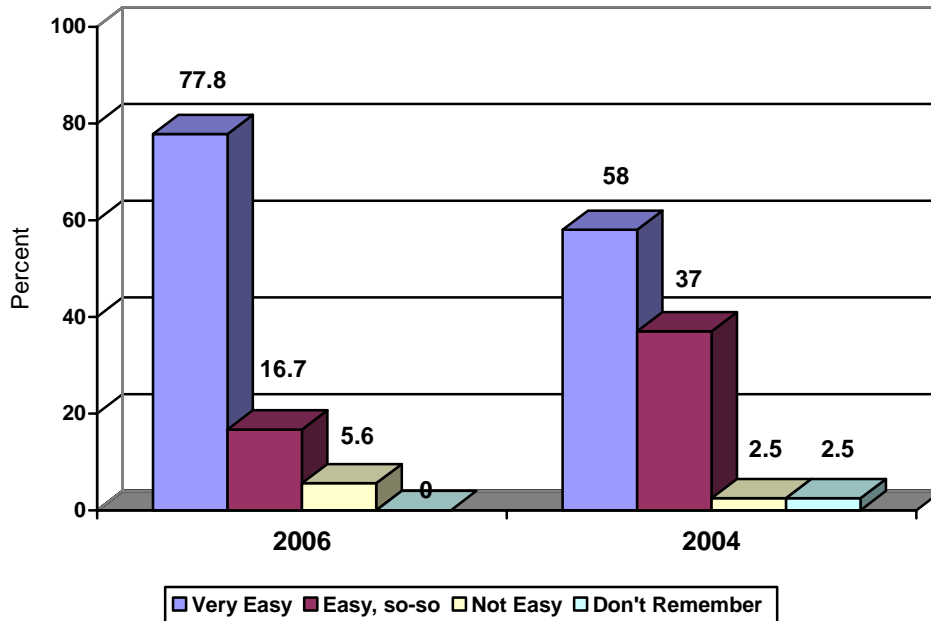
- The availability of the Customer Call Center 920-5555 telephone number is known by 56.8% of the respondents. This is up from 2004 (49.4%) and 2002 (41.1%). 35.2% were unaware of the number in 2006, which is up from 2004 (32.9%), but down from 2002 (48.5%).

- More people said they called the number for assistance in 2006 (47.4%), than 2004 (37.0%), but in 2002, 68.1% of the respondents stated they had called the number for assistance.

Satisfaction

- In 2006, 77.8% found it very easy to get an answer to their question. In 2004, only 58.0% found it very easy to get an answer.
- 94.6% of the 2006 respondents stated they were directed to the proper department the first time they called. This question was not asked in the previous surveys.

Figure 6 How easy it is to get an answer from 920-5555



Visiting City Hall to Discuss Utility Bill

- 34.8% of the respondents said they visited City hall to talk with a customer service representative about their bill. This is up from 2004 (22.9%) and 2002 (20.9%).
- 90.6% of those in 2006 who talked with a representative stated they were assisted in a prompt and professional manner. In 2004, that number was 96.1%.

Internet

- 36.7% of the respondents stated they have visited the city web site. 39.5% of the telephone respondents to the 2004 survey stated they had visited the web site
- 97.5% of those who have visited the web site stated they found it easy to navigate. This is up from 2004 where 92.2% said the site was easy to navigate.
- 11.1% stated they visit at least weekly, 26% visit monthly, and 46.5% visit less than once a month. 16.5% stated they don't remember how often they visit the web site. These percentages are almost the same as the 2004 results.

Table 10 Percent of Visitors to City Web Site

Characteristic	Visited Site	Did not Visit
Gender		
Male	41.0%	59.0%
Female	33.5%	66.5%
Age		
Under 25	57.1%	42.9%
26 - 40	46.9%	53.1%
41 – 65	45.1%	54.9%
Over 65	3.9%	96.1%
Years in Concord		
One year or less	66.7%	33.3%
1 – 5 years	46.8%	53.2%
5 – 10 years	32.4%	67.6%
10 – 15 years	42.6%	57.4%
More than 15 years	28.8%	71.2%
Income		
Under \$35,000	10.1%	89.9%
\$35 - \$65,000	37.1%	62.9%
\$65 - \$100,000	50.7%	49.3%
Over \$100,000	67.4%	32.6%

Best Method of Communication

Respondents were asked how good a variety of communications methods were for communicating with them. Of those who visit the city web site, 71% stated that was a good method of getting information about the city. 68% stated an e-mail newsletter was a good way to communicate with them.

Of all respondents, most stated the best method to communicate with them was either city circulars (79.3%), direct mail (79.3%) or utility bill inserts (75.0%).

Table 11 Best Method of Communication 2002 - 2006

Method*	2002	2004	2006
Direct mailings	70.9	68.6	79.3
City Circulars	75.7	71.8	79.3
Utility bill inserts	77.3	55.9	75.0
Information flyers/pamphlets	57.9	57.4	64.4
Radio/television	65.5	48.9	63.0
News in <i>Independent Tribune</i>	50.6	56.5	60.9
News in <i>Charlotte Observer</i>	49.6	59.8	56.5
City internet site	49.2	62.3	53.3
Email newsletter	X	55.9	50.0
News in <i>Standard & Times</i>	x	35.0	46.7
Billboards	40.5	39.1	37.0

* Individuals could indicate more than one method

Feeling Informed

Respondents were asked, "In general, do you feel better informed now about the City of Concord and its services than you did a year ago?"

- 47% indicated they felt better informed, 40% stated it was about the same, 3% feel less informed and 10% had no opinion.

While the proportion feeling better informed is lower than the 56% in 2004 the proportion feeling the same is higher than the 35% in 2004. This suggests that the city’s efforts to inform the public are reflected in the greater numbers who are basically informed. As the public becomes informed it is difficult to become “better informed.”

Quality of Life

The final substantive question on the survey was about the respondent’s perception of change in the quality of life in Concord. The question was “In the last year, do you feel the quality of life in Concord is: 1 Much Better, 2 Somewhat Better, 3 The Same, 4 Somewhat Worse, 5 Much Worse and 6 No Opinion?”

There has been a slight increase since 2004 in the proportion of residents who feel that the quality of life in Concord has become worse. This increase from 11% to 15% is still lower than the 17% in 2002.

Table 12 Change in Quality of Life in Concord (excl. no opinion) 2002-2006

Perception	2002	2004	2006
Much better	13.1%	13.7%	8.8%
Somewhat better	38.0%	38.3%	36.0%
The same	32.3%	36.6%	39.9%
Somewhat worse	13.4%	10.1%	13.3%
Much worse	3.2%	1.3%	1.5%

- Overall 44.8% feel the quality is better than a year ago; this compares with slightly over 50% in 2002 and 2004.

Quality of Life Changes by Resident

In 2004, there were no significant differences between those who felt life was getting better and those who felt that life in Concord was getting worse. In 2002, the only factor that distinguished between the two was length of residence. In 2006, the only statistically significant difference is Age, with the 26-40 year old residents more likely to believe that the quality of life is getting better. Those over 65 are more likely to believe it is getting worse.

In 2004, over half of those living here more than 15 years tended to believe the quality of life had improved over the last year, however in 2006, more of the longer term residents have stated they believe life has become worse in the last year (22.4% in 2006, 14% in 2004). While this is not statistically significant, it does indicate a change in perceptions with that group.

Table 13 Perception of Quality of Life Change by Resident Demographics

Characteristic	Getting Better		Same		Getting Worse	
	(2004)	2006	(2004)	2006	(2004)	2006
Gender						
Male	(54.7)	47.0	(36.8)	48.0	(8.5)	16.7
Female	(48.1)	42.9	(37.0)	42.4	(14.8)	15.5
Age						
Under 25	(77.8)	42.9	(22.2)	57.1	(0)	0
26 - 40	(50.0)	54.3	(41.4)	40.4	(8.6)	5.3
41 – 65	(50.5)	42.7	(35.2)	38.2	(14.3)	19.1
Over 65	(53.7)	37.0	(36.6)	41.1	(9.8)	21.9
Years in Concord						
One year or less	(50.0)	45.5	(50.0)	54.5		
1 – 5 years	(54.1)	49.2	(43.2)	39.0	(2.7)	11.9
5 – 10 years	(48.5)	45.5	(39.4)	45.5	(12.1)	9.1
10 – 15 years	(44.4)	53.3	(44.4)	33.3	(11.1)	13.3
Over 15 years	(55.9)	38.8	(30.1)	38.8	(14.0)	22.4
Income						
Under \$35,000	(55.6)	40.2	(29.6)	41.4	(14.8)	18.4
\$35 - \$65,000	(50.6)	51.0	(40.0)	36.3	(9.4)	12.7
\$65 - \$100,000	(55.7)	41.7	(34.4)	41.7	(9.8)	16.7
Over \$100,000	(58.3)	60.0	(33.3)	31.1	(8.3)	8.9

The reasons people feel that the city has become better or worse are diverse, but they do fall into a number of categories. Those categories are unable to be quantitatively analyzed, but the reasons cited in 2004 for feeling things have gotten better are: City government leadership (this was strong in 2002 also), increased services, improved economic development with increased shopping, the new transit system, new parks and the quality of the police department.

In 2006, the most cited reasons for improved quality of life are:

- More restaurants and shops
- More to do, more activities
- Parks and Greenways adding to the quality of life
- Improvements downtown
- Making improvements on the roads

In the 2006 survey, the primary reasons given for feeling things have become worse are:

- Traffic and road construction
- Increased population
- Increased crime
- Immigrants moving into City
- Jail development issues

All comments are listed in the appendix.

Biggest Issues Facing Concord

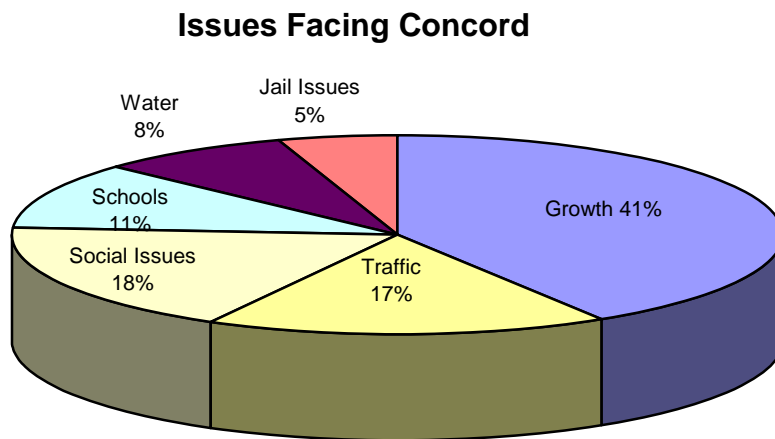
An open-ended question was asked regarding the biggest issues facing Concord in the future. The most issues cited were similar to the results of the 2004 survey.

- Growth, development and keeping up with services
- Traffic and Roads

- Overcrowding in Schools
- Water issues
- Social issues: Employment opportunities, immigration, crime
- Issues related to the jail development

There were no patterns as to who identified any particular type of issue or where they lived in the city. All comments are in the appendix.

Figure 7 Issues Facing Concord



New Residents

- 48.2% of new residents in the last five years are 26-40 years old
- 63.4% have incomes of \$65,000 or less

New residents came from the following places:

Other NC	23
Charlotte	16
New York	6
California	4
Virginia	4
Florida	3
Abroad	2
Ohio	2
Pennsylvania	2
S.C.	2

Texas	2
Connecticut	1
Illinois	1
Kentucky	1
Michigan	1
Missouri	1
SC	1
Tenn.	1

Appendix

Comments: Reason Quality of Life is Better

A lot of options for Senior Citizens
Activities downtown (festivals, etc) More things to do
Advances in appearance
Always improvements being made in city
Best and safest city I have lived in
Better than Charlotte
Business drawing more patrons, and bringing more into city
City growth, overall improvements
City has improved
City is growing with the people
City is investing in good improvements
City is taking the time to know what the public wants
City services have improved
Concord is growing
Construction, new stores
Downtown activities, nice shops and restaurants
Everyone is nice and helpful
Excited about research center and effects it will have on Concord
Feel secure in the neighborhood
Feels safe and there is a good community in place here
Getting better services from garbage men who are helpful and nice
Good city to live in, growing
Great city that isn't too big.
Great city with good character and people
Greenway and parks are wonderful
Greenways
Growing community and improvements downtown
Growth
Growth is in a positive direction
Growth is in a positive direction
Happy living here, have learned more great things about it since moving here
High opinion of the city
I love it here

Improvements on Church St.
Improvements to downtown and advertisement of parks
Increased restaurants
It's a great little city
It's advancing well
It's easy to get help here
It seems more successful
Less crime and noise
Less crime now
Like the mix of ethnic groups, city paying more attention to environment
Liquor by the drink improved city
Lot more different types of business, can shop locally rather than Chlt
Lot more restaurants, traffic not bad
Making improvements on the roads
Making improvements on the roads
Making some improvements but not enough
Making some improvements, but not enough
More and better shopping; don't have to go to Charlotte for everything
More business, getting bigger
More city communication, greenways
More entertainment options, shops, restaurants
More opportunities and things to do
More options for dining and entertainment
More places to eat
More places to go
More places to go, don't need to go to Charlotte
More places to shop and eat
More restaurants and Convention Center
More restaurants and shopping
More restaurants, activities downtown (festivals, etc.)
More shopping
More shops, restaurants in area
More things for young people w/children to do
More things to do, more activities downtown
More things to do, more businesses
More to do, improved streets

Much growth in area is raising property values
Much smaller than previous home
New developments, very clean
New opportunities and social opportunities are great
New opportunities and social opportunities are great
New restaurants, place to shop
New shops coming in, YMCA, Afton Park
New stores
New stores
New stores and business more convenient (i.e. Super target)
New Walmart, shopping centers, and road repairs
Nice downtown area
No particular reason, just feels better
Park and recreation dept is improving
Parking garage, new police department building; refurbished historic buildings
Parks and Recreation Dept is improving
Recreational options, the newsletters
Recreational options, the newsletters
Road improvements and planning for the future
Road improvements, renovations in the city, better appearance
Roadways prepared for development
Slowly improving
Small town feel.
So much Safety and opportunity here
Some business improvements and more entertainment options
Some growth more places to shop, eat
Street have had some improvement
There are more things for young people and people with children to go do
There is more to do in city now
There is more to do now
Thriving downtown
Very nice city with much to offer
Walking trails
We moved to a nicer neighborhood

Comments: Reason Quality of Life is Worse

Business and home burglaries up from last year
City government are crooks and Coy Privette and Hartsell are poor leaders
City government is a "bunch of crooks." Privette, Hartsell are poor leaders
Concord is deteriorating. I don't feel safe in some places
Crime and Hispanics moving to area
Crowded and some people are rude
Downtown problems
Drug activity in neighborhood by 13-21 yr olds, poor police response
Drug problems
Getting too crowded
Hispanic Immigration
Illegal immigrants
Illegal immigrants coming in
Immigrants moving in to city
Increased crime
Increased population and crime
Loss of jobs, illegal immigrants
Many vacant homes, brings down property values
More Traffic, traffic doesn't flow
New Jail building
People the city is drawing in
People using residential areas as cut through; recent vandalism, bldg. Codes inadequate
Population growth, overcrowding
Resources going to Carolina Mills, police
Rising crime
Roads not good, keep raising taxes
Sometimes hard to get in touch with city workers
The jail hasn't been handled well
The jail may have a negative impact on the downtown area
Too much traffic, speeding
Too many immigrants, becoming "little Mexico"
Too many questionable people moving in
Too much development
Too much development and not enough repairs to accommodate

Too much growth, getting like Charlotte
Too noisy; people don't obey the laws
Traffic and construction issues
Traffic and construction issues
Traffic downtown
Traffic is getting bad
Traffic is getting worse
Traffic worse, road construction slow
Traffic, population has grown too big
Traffic, too much development
Traffic, too much development, developers have too much power
Traffic, too much residential development
Turmoil over the jail issue
Turmoil over the jail issue

Comments: Issues Facing Concord

Handling Population growth
Better access to downtown. Growth may cause unstable infrastructure
Big box stores putting small business out. Too many shopping centers
City Employees and better training
Conflicts with county government
Construction and building
Control Growth
Controlled growth
Cost of living
County govt. Conflicts
Crime
Crime, over development
Dealing with underground utilities
Developing business around city, not really thriving
Developing in a smart way, keeping high standards
Development and building of the new jail for business and residential aspect
Development of downtown

Development of schools and commercial areas. Concern about water problems

Development of the new jail and downtown business

Development w/out water, schools, roads

Development, growth in city

Development, schools

Development, schools, growth, Gang crime

Development, schools, water supply

Developing business around the city, they are not thriving

Drugs and Crime

Drugs and police activity and vacant homes

Drugs, Crime

Drugs, lack of police response to citizens, vacant homes

Employment opportunities

Employment opportunities

Employment opportunities

Extreme residential growth with stagnant commercial growth, Schools. Focus on Biotech center

Fears becoming a bedroom community; too much development on western part

Growth

Growth

Growth and immigrants moving which will force other residents to move out

Growth and loss of room

Growth and overcrowded schools

Growth and population

Growth and roads keeping up with growth

Growth and schools, jobs

Growth and traffic

Growth and utilities to support growth

Growth in city, race track traffic

Growth in schools

Growth while maintaining identity and safety

Growth, balance influx of growth into area and housing

Growth, increasing crime, schools

Growth, need additional parking downtown

Growth, schools

Growth, schools are big expense

Growth, schools, water
Growth, traffic
Growth, water problems, need new landfill, development of jail will increase crime
Handling future growth
Handling growth, schools, planning for growth
Handling historic area and completing renovations
Handling the population growth
Help for older people to stay in own homes, need information about where to get help
Homeless population growing in the area
Housing
Housing development and water supply
Housing growth increasing need for schools and other infrastructure
Illegal immigrants
Illegal immigrants
Illegal immigrants moving in
Illegal immigrants, cost of housing
Illegal immigration moving to area
Immigration
Increased population
Increasing size of jail
Jail
Jail development
Jail Development
Jail development, water issues and needing to share with another county
Jail placement
Jail Placement
Job market
Keeping up with growth and traffic
Maintaining cost of living, keeping crime down
Making city too busy
Manage the development
Managing future growth
Managing growth and providing services
Managing growth, housing and schools
Managing the development
Mass transit, Roads and traffic

More money for fire, police, keeping up with building and growth
More/better roads
Need for more road improvements
Need help for working poor for home maintenance assistance, problems with immigrants
Need more and better roads
Need new schools for growth
Need to fix roads, add sidewalks in PUD without them, more Park and Recreation programs
Needs beautifying, too rugged; needs to be cleaned up
New jail location
No good managed growth plan, viability of downtown in jeopardy
Noise, growth and traffic
Not enough schools
Over development
Overcrowded roads and schools
Overcrowded school
Overcrowded schools
Overcrowding
Overcrowding in schools, traffic problems
Overdeveloping residential areas
Overdevelopment (residential), water supply, roads, crime
Overdevelopment and overcrowding
Overgrowth
Overgrowth and keeping up with traffic needs and conditions
Overgrowth, uncontrolled growth, parking downtown
Overpopulation
Police and fire staffing, growth
Police and Fire Staffing, growth
Population growth
Population overgrowth
Rapid growth
Rapid growth, city maintenance keeping up with developments (residential and commercial).
Restrict development
Road, school and utilities keeping up with growth
Roads and Schools
Roads, traffic

School and growth, jail development
School shortage, rapid growth, traffic issues, overdevelopment, and new jail
Schools
Schools and population growth
Schools and population growth
Schools not keeping up with residential growth
Schools shortage, rapid growth, traffic, overdevelopment, new jail and how it will affect city
Schools, gangs developing or moving into area
Schools, sewer, water, population growth
Schools, too much development w/no water and roads
The Jail/Crime
The new jail and crime
The new jail location
Thugs moving in
Too fast growth
Too much development and water supply concern
Too much growth
Too much growth, not enough road growth
Too much growth, not enough space available
Too much housing development
Too much residential development
Traffic
Traffic
Traffic and Crime
Traffic and downtown development, schools, parking
Traffic and downtown development, schools, parking
Traffic and illegals
Traffic and less affordable housing
Traffic and population
Traffic and Speeding
Traffic congestion
Traffic problems
Traffic problems increasing
Traffic, expansion of city limits, building too much
Traffic, Growth, schools and illegal immigration
Traffic, keeping up with growth, schools and illegal immigration

Traffic, overcrowded schools
Traffic, Roads
Traffic, school overcrowding and crime
Traffic, school overcrowding, crime
Water demands
Water demands
Water issues and housing overdevelopment
Water shortage
Water supply
Water supply
Water supply, keeping taxes at moderate levels
Water supply, roads
Water supply, traffic
Total

Comments to City Manager

"I just love to live here"
Add a few more building inspectors
Add additional bus routes
Against being charged for water runoff
Alert new residents to community resources
Be careful of overdevelopment.
Be careful of zoning
Be more cautious about overdevelopment
Believes the city does an excellent job.
Build infrastructure before allowing more houses, be more aggressive about getting business to come.
Buses are a waste, leaves/yard waste not picked up enough, time/temp back on website
City employees have been incredibly helpful
City government is "lousy", "utilities are poor", "too many fees."
City manager needs to do a better job.
Clean up areas around Poplar Tent and 85 corners, looks terrible. Beautify outer areas.
Concerned about developing houses, losing all the trees
Concerned about jail costs
Concerned about the jail. Additional lodging near the arena needed.
Concerned that living conditions will change as result of poor immigrants moving in.

Concerns about the development of the jail.

Concerns over the new jail

Construction on Cabarrus Ave is affecting business and needs to be finished.

Doing a good job.

Doing a great job. Keep working hard.

Downtown should be more for commercial than law enforcement.

Drainage systems need to be updated and made safer for cyclists

Electric systems in older areas need to be updated to functioning standards.

Encourage citizens to conserve resources.

Get the streets fixed

Good Job!

Greenway from McGee Pk seems to be a waste due to already having a sidewalk

Handle the incoming drugs and crime coming into the city.

Happy now

I'm concerned about the cost of the jail

I am happy with downtown, but need more parking.

Improve the sidewalks

Include more areas into city limits

Include more areas into the city limits

Increase police patrols to reduce speeding on Pitts school rd, Roberta Rd.

Keep doing a good job

Keep doing a good job

Keep up road improvements. Need more info on where to pay utility bills and keep it consistent

Logan receives too large share of activities/resources.

Leaves and yard waste aren't picked up often

Monitor where taxes go to ensure it goes to correct places.

More community organized activities, especially for youth to keep them out of trouble

More development of greenways, especially for bikers to stay away from roads.

Need to advertise downtown

More police to enforce speed (esp. Douglas Ave.), Need 1 dept to handle problems, be responsive to citizens

Need a committee to police the police and include civilian volunteers to limit corruption

Need better handling of traffic issues

Need information about how to get help, I am disabled and 72 years old

Need more community activities especially for youth to help them stay out of trouble

Need more response by animal control to take care of stray cats.

Need more services for seniors.

Need more services to collect leaves and garbage in residential areas

Need more services to collect leaves and garbage in residential areas

Need sidewalks to link residential areas to city parks.

Need tax discount for senior citizens

Need to be better prepared for the growth of the city

Need to be prepared for growth of city

Need to have more assistance to those in need.

Need to plan better before building more residential areas and schools. Plan roads accordingly.

Need to promote diversity at Academy recreation centers, need racket ball court, need more sidewalks

Need to widen Poplar Tent road and add on to airport

Overall they are doing a good job.

Pay attention to mistimed stop lights

People need to be heard about what they would like to see in areas where they live.

Please finish the parkway

Police need to watch speed in residential areas, going too fast, no lights on.

Pretty satisfied with the way things are.

Pretty satisfied with things

Program to fix low income homes hasn't responded to the requests of citizens

Programs to fix low income homes hasn't responded to the request of citizens

Recycling needs to be improved

Roads are dark, need more street lights

Roads are too dark, need more street lights

Should listen to people better

Take care of jail issue

Take care of the jail issue

There are problems with utilities due to growth

Too many commercial trucks on roads

Too many fees, utilities are poor and they are all lousy

Very pleased with services just not the taxes

Very pleased with services, but don't like the taxes going up

Very Satisfied

Very satisfied with service

Very unhappy about the jail, afraid it will change the character of downtown and lower home values

Water shed tax is a bad idea, especially for those on social security.

Went to tax dept to talk about taxes, they were disrespectful and laughed at me in front of others.

Work on the roads

Would be good to have a bus p/u kids for recreation center

Would like to have ability to have automatic withdrawal too pay city utilities.

Would like to know more about city manager and his role. Would like more info about city Zion Ch. /49 Road work doesn't allow proper drainage.

Comments on each Department by those rating it poor

Reason for Poor Rating: City Manager's Office

Did not return 2 calls

Did not return phone calls

Difficult to deal with and get answers

Property issues. Tried to build firehouse on his property

Reason for Poor Rating: Finance Department

Did not return phone call

Did not return phone calls

Disrespectful, not listening to concerns

Loss of records

Receptionist is rude to customers

Rude and not helpful

Very rude

Reason for Poor Rating: Police Department

Don't care about the noise on my street

Need more police, never where they need to be

Need to do a better job with illegal immigrants

Not responsive as needed, more patrols in problem areas.

Police condescending attitude, hard to talk to

Very rude

Reason for Poor Rating: Fire and Life Safety

None

Reason for Poor Rating: Environmental Services

Cans in driveway, trash left in street, no response when I called

Not picking up trash on time

Reason for Poor Rating: Sewer

Can't get city sewer even though he pays city tax

Dealing with this dept is difficult and they are not helpful

Lack of knowledge needed to make repairs

Need 1 day every few years to fill pool w/out sewer charges

Not helpful with flooding problems

When there's a problem they "pass the buck"

Reason for Poor Rating: Electric

Dramatic increase in charges, no change in use, city would not fix

Keep giving me the runaround

Too many power outages

Too many power outages, requests unacknowledged

Reason for Poor Rating: Parks and Recreation

Parks are dangerous

Reason for Poor Rating: Development Services

Be more selective of projects

Big Developers have too much say

City and County do not communicate

Doesn't like downtown construction

Uncontrolled growth pattern

Reason for Poor Rating: Street/Traffic

George Lyles parkway, Church St. taking too long to finish

Need to lower speed limits in residential areas

Need to speed up projects

Nowhere to build roads

Slow progress on roadwork, can't handle traffic

They do nothing about congestion

Too much traffic

Too much traffic, need to fix streets

Traffic lights aren't working as they should, pressure plates don't work

Uncontrolled growth pattern

Traffic Areas Needing Improvement

136

29

29 & 601

29 & 601 Near First Assembly Ch.

29 and hospital area

29 and Hospital area

29 around Hospital

29 around the mall

29 around the Mall

29 at Perdue plant

29 by Northeast Medical

29 in front of Mall

29 in front of the mall

29 in front of the Mall

29 near 601 by-pass

29 too much traffic
29, Goodman Cir. Ridge Ave.
601 Access to 49S in housing development
601 By-pass
601 from Cab Ave all way down, rough road
73 near Odell School Rd.
85 Near Mall
Afton Park and Poplar Tent
All traffic from Charlotte
Almost everywhere
Around Carolina Mall
Around Concord Mills
Around hospital and Mall
Around Hospital and Mall
Bottom area of the court
Branchview
Branchview and Church St.
Branchview Dr.
Branchview from 73 to funeral home
Branchview from hwy 73 to funeral home
Branchview from Union St. all the way to Kannapolis
Branchview rd from Union to Kannapolis
Branchview Rd.
Branchview St.
Btw. hospital and downtown
By hospital
By the hospital
By the old creamery
By the Speedway
Bypass around Concord
Bypass route 3
Bypass rt.3
Cabarrus and Branchview, Bradley to Copperfield
Cabarrus Ave.
Cabarrus Ave. and Old Charlotte Rd.
Cabarrus Ave. between Old Charlotte and 601

Cabarrus Avenue
Central Dr. btw 73 and 29
Church St.
Church St.
Church St. Too much traffic
Church St. Downtown end
Church St. going into downtown
Church St. NE area
Church St. near downtown
Concord Mills
Concord Mills and 85
Concord Mills area
Concord Mills area near 85
Concord Mills exit area terrible
Concord Mills near 85
Concord Mills, of course
Concord Pkwy near hospital
Copperfield and Hwy 3
Corban and Union
Corbin Ave.
Davidson Dr. and Church St.
Downtown
Downtown area
Downtown needs more parking
Downtown, Church St.
Everywhere
Exit 49
Exit 49 on 85 North
Exit 49 on I-85
Exit 52
Exits off 85
Front of Carolina Mall, Hospital
Geo Lyles Pkwy and Poplar Tent @ Traffic lights
George Liles
George Lyles
George Lyles

George Lyles
George Lyles and Poplar Tent
George Lyles and Weddington
George Lyles and Weddington rd
George Lyles Blvd where they are widening it
George Lyles pkw
George Lyles pkwy
George Lyles Pkwy
George Lyles Rd.
Hospital
Hospital and Mall
Hospital and Mall area
Hospital area
Hospital Area
Hospital area, improve downtown parking
Hospital/mall area
Hwy 2 and Branchview
hwy 29
Hwy 29
Hwy 29/ 601 and South Pitts School Rd
Hwy 29 and Cabarrus Ave.
Hwy 29 and Poplar Tent. Hwy 29 and Weddington Rd.
Hwy 29 around hospital and Walmart
Hwy 29 by Mall and to new Walmart
Hwy 29 from Hosp to Phillip Morris
Hwy 29 from Walmart to Hospital
Hwy 29 in front of hospital and Mall
Hwy 29 near car dealers and big lots
Hwy 29 near Main St.
Hwy 29 to 60 near first assembly church
Hwy 29 triangle
Hwy 3 and Copperfield
Hwy 3 btw 73 and Copperfield
Hwy 49 and 601
Hwy 73
Hwy 73 and 85

Hwy 73 towards Huntersville
Hwy 73 whole area needs to be widened
I-85 and Poplar Tent
I36 and Dale Earnhardt Blvd
I85-all of it
In front of hospital
Increased traffic everywhere
Loud cars in my neighborhood
Lyles Parkway area, downtown
Mall area
McGill Rd and Copperfield
McGill Rd, Copperfield
More left turn lanes on roads
N. Union
Near Concord Mills
Near Northeast Medical
Near the hospital
Near the Mall
Near the Walmart past speedway
New Church St.
North Union
Odell School and 73
Odell School Rd. and 73
Odell School Rd. and Hwy 73
Old Charlotte rd and Cabarrus Ave
Old Charlotte Rd.
Old Chlt Rd. & Cabarrus Ave.
Overall Speeding
Parking downtown
Parkway from 85 to Philip Morris
Parkway from 85 to Phillip Morris
People speed in my neighborhood
Pit school & Reiling/Wellington need traffic light
Pitt School Rd.
Pitts school Rd.
Pitts school road

Pitts school road and George Lyles Rd.
Poplar tent
Poplar Tent
Poplar tent and 29-Need rt turn lane onto 29
Poplar tent and 29
Poplar Tent and 29 by K-Mart
Poplar Tent and 73
Poplar tent and 85
Poplar Tent and 85
Poplar Tent and George Lyles traffic lights
Poplar Tent and Pitt School Rd.
Poplar tent and the amount of traffic on it
Poplar Tent Dorton park bridge
Poplar tent exit 52
Poplar tent near 85
Poplar tent near 85 and Harris Teeter
Poplar tent near Pitts school and 85
Poplar tent rd
Poplar Tent Rd
Poplar tent Rd, and 85
Poplar tent Rd.
Poplar Tent Rd.
Poplar tent to 29
Poplar Tent, 85
Poplar Tent, I-85
Rd. near fairgrounds
Roberta and Roberts Ch. Road
Roberta Ch. street needs lights
Roberta Rd.
Rocky River Rd.
Route 29 around hospital
Rt. 29 around Hospital
Rt. 29 near Kmart and Poplar Tent
Rt. 3 at Copperfield
Rush hour congestion, timing of stop lights off
S. Union to Branchview

South Union to Branchview
Speedway and Odell Rd.
Speedway to Concord Mills
Speedway traffic, but that isn't too often
The Mall
Traffic flow by hospital
Traffic is bad all over
Triangle in Concord (light is too long)
Triangle in Concord the light is too long
Union St. to hospital area and Cab. Ave.
Uptown area
Weddington and George Lyles
Weddington and George Lyles, Triangle at old fairground
Weddington and Lyles Pkwy
Weddington and Poplar Tent
Weddington Road
Weddington Road needs a light
Wilshire /601, need green, left light
Work on lights, finish Cabarrus Ave.
Zion Ch. Rd
Zion Ch. Rd. and 601
Zion church rd

2006 Concord Customer Satisfaction Survey – with numbers

Hello - I'm calling on behalf of the City of Concord. We are calling a limited number of residents to get their opinions about the City and its programs and departments. The City will use the results of this survey as it budgets and plans for next year.

Do you live in Concord? -----if not, go to next call.

If yes, are you the homeowner or an adult in the household?

Would you kindly answer a few questions? It should take 5 – 7 minutes.

On a scale of 1 to 10, with 1 = strongly disagree and 10 = strongly agree, how do you feel about the following statements?

Your perceptions of the City

Circle the number

- | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|----|
| 1. Concord is a good place to live | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Concord is a good place to raise children | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Concord provides good employment opportunities | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Concord is a safe place to live | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Concord provides a good environment for businesses to succeed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. The city is responsive to the needs of citizens | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. The development of greenways is a good idea | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Your perceptions of City Management

- | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 8. Concord is moving in the right direction | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9. Good decisions are being made about the environment | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 10. Development is being balanced | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11. City employees treat customers courteously | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 12. City employees do their jobs in a professional manner | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 13. I feel that my tax dollars are being spent wisely | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

The City of Concord has a number of separate departments. Please rate the performance of each. Using a 1-5 scale where 5 is highest or best in performance and 1 is lowest or poor in performance, please mark how you rate each.

ASK IF THEY HAVE HAD ANY CONTACT WITH ANY OF THE DEPARTMENTS AND Check the last column

Department	1	2	3	4	5	6	√ if you have had contact last year
	Very Poor	Poor	Not Good and Not Bad	Good	Very Good	No Opinion	
14. City Manager's Office	.6%	2.9%	10.3%	22.9%	13.9%	49.4%	8.0%
15. Finance Dept. (Paying bills, taxes etc)	.6%	2.6%	6.8%	34.2%	28.1%	27.7%	15.4%
16. Police Department	1.3%	3.2%	4.2%	28.4%	46.8%	16.1%	18.0%
17. Fire and Life Safety	0.0%	0.0%	1.3%	22.3%	55.8%	20.6%	11.3%
18. Environmental Services (Recycling & Garbage)	.3%	1.6%	9.7%	30.0%	41.9%	16.5%	17.4%
19. Water	1.9%	2.9%	12.6%	31.7%	33.3%	17.5%	17.4%
20. Sewer	1.9%	1.6%	12.3%	31.1%	32.0%	21.0%	12.2%
21. Electric	.3%	1.0%	9.4%	30.3%	39.4%	19.7%	15.8%
22. Parks & Recreation	.3%	.6%	5.2%	21.6%	43.5%	28.7%	8.0%
23. Business and Neighborhood Service	0.0%	0.0%	5.8%	21.9%	19.0%	53.2%	4.2%

24. Development Services	1.3%	4.5%	14.2%	16.1%	16.5%	47.4%	4.2%
25. Street/Traffic	5.2%	8.8%	25.7%	22.8%	18.2%	19.2%	10.3%

IF YOU RATED ANY OF THE ABOVE DEPARTMENTS AS POOR OR VERY POOR, PLEASE INDICATE THE REASON

Department	Your reason for rating Poor or Very Poor
26. City Manager's Office	
27. Finance Dept. (Paying bills, taxes etc)	
28. Police Department	
29. Fire and Life Safety	
30. Environmental Services (Recycling & Garbage)	
31. Water	
32. Sewer	
33. Electric	
34. Parks & Recreation	
35. Business and Neighborhood Service	
36. Development Services	
37. Street/Traffic	

38. Do you visit Downtown Concord to shop, eat or visit? 80% Yes 19.4% No

38a IF YES, How often do you visit Downtown?

23% More than 5 times a month 32% 2-5 times a month 28% Once a month 14% Less Often than once a month

39. Have you increased the number of times you visit this past year over the times you visited the year before? 62% No 38% Yes

40 Which of the following bring you downtown Concord? (Check ✓ all that apply) 55% Stores and shopping

53% Restaurants

32% Municipal building – services provided by the city

31% County Building

17% Court House, Police, Sheriff

23% Private, non-commercial offices

17% As a tourist site

Your perceptions of Traffic and Streets

41. How would you rate the condition of streets and road surfaces in your neighborhood?

47.8% Good condition 40.6% Mostly good but a few bad spots here and there 10.1% Many bad spots 1.4% Don't know

42. How would you rate the overall road conditions in Concord? 10.4% Excellent 58.8% Good 26.1% Fair 4.6% Poor

43. Regarding traffic, if you could select ONE area to improve, where, specifically would that be? (See Appendix)

Communicating with you

44. Have you ever visited the City's web-site? 36.7% Yes 63.2% No

IF YES,

44a. Do you visit the City's web site

2.4% Daily 8.7% Weekly 26% Monthly 46.5% <once a month 16.5% Don't remember

44b. Do you find the site easy to navigate? 97.5% Yes 2.5% No

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45. Are you aware you can call 704-920-5555 for all of your city needs?

56.8% Yes 35.2% No 8.0% Now I am

46. Have you called this number in the past year for assistance? 47.7% Yes 49.5%No 2.8% Don't Remember

46a. Were you directed to the proper department the first time? 94.6% Yes 3.3% No 2.2% Don't Remember

46b. How easy was it to get an answer to your question?

77.8% Very Easy 16.7% Easy/ so-so 5.6% Not easy 0%4 Don't Remember

47. Have you visited City Hall to discuss your utility service bill with a Customer Service Representative?

34.8% Yes 65.2% No

47a. Were you assisted in a prompt and professional manner? 90.6% Yes 9.4% No

Please tell us whether the following ways are good ways or not very good ways to get information to YOU about city projects or issues. For each way of communicating, please indicate if it is "good" or "not very good" for you.

Method	Good (1)	Not Very Good	Don't Know (3)
48 City internet site	53.3%	44.4%	2.2%
49 Email Newsletter	50.0%	46.7%	3.3%
50 Utility bill inserts	75.0%	22.8%	2.2%
51 City circulars	79.3%	19.6%	1.1%
52 Informational flyers & Pamphlets	64.4%	28.9%	6.7%
53 News articles in Independent Tribune	60.9%	38.0%	1.1%
54 News articles in Charlotte Observer	56.5%	41.3%	2.2%
55 News articles in Standard & Times	46.7%	52.2%	1.1%
56 Radio/television	63.0%	34.8%	2.2%
57 Direct mailings	79.3%	17.4%	3.3%
58 Billboards	37.0%	50.0%	13.0%

59. Is there any other better way to communicate with you? _____

60. In general, do you feel better informed now about the City of Concord and its services than you did a year ago?

46.9% Yes 40.2% Same as in the past 2.9% Less Informed 10.0% No opinion

Concord Parks and Recreation Department

61. How often would you say that you visit a City Park?

21.3% Once a week 16.0% Once a month 17.2% Once a quarter 11.4% Once a year 11.7% < once a year 22.4% Never

62 How often would you say that you visit a City Recreation Center (Academy, Hartsell, Logan)?

6.7% Once a week 5.2% Once a month 6.7% Once a quarter 6.4% Once a year 14.3% < once a year 62.6% Never

63. Have you or any member of your immediate family ever played golf at the City-owned Rocky River Golf Club?

23.8% Yes 67.6% No 8.5% Don't know

63a. Would you rate the layout of the course: 27.2% Excellent 53.1% Good 1.2% Fair 0.0% Poor 18.5% No opinion

63b. Would you rate the staff at the course as: 24.7%.Excellent 39.5% Good 9.9%Fair 0.0% Poor 25.9% No opinion

64. In the last year, do you feel the quality of life in Concord is:

8.5% Much Better 34.8%Somewhat 38.6%The same 13.5%Somewhat worse 1.5%Much Worse 3.2%No opinion

65. Is there a particular reason you feel this way?

66. What do you think are the biggest issues facing Concord in the future?

These last few questions are for statistical purposes only

67. How long have you lived in Concord?

3.5% Less than one year 18.1% Between 1-5 years 19.9% Between 5-10 years 17.8% 10 - 15 years 40.6%
More than 15 years

68. If you moved here within the last five years, where did you move here from? _____, _____

69. Are you:

2.1% Under 25 years of age 28.2% Between 26-40 years of age 47.5% Between 41-65 years of age 22.3% Over 65
years of age

70. Are you: 39.4% Male 60.6% Female

71. With which race/ethnic group do you identify yourself?

9.7% African American 0.6% Asian 89.4% Caucasian(White) 0.3% Hispanic/ Latino 0.0% Other

72. Is the category of your total household income:

28.4%Under \$35,000 for last year? 33.5%Between 35-65,000 23.3%Between 65-100,000 14.7% 100,000+

73. Do you have any comments you'd like to pass on to the City Manager about any of the services the city provides?

The City of Concord thanks you very much for your time and opinion!