



Town of Nags Head, NC

2023 Community Survey

Report of Results
October 2023



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Executive Summary

Survey Background

The 2023 Town of Nags Head Community Survey provided residents the opportunity to rate the quality of life in the Town of Hags Head, as well as the quality of service delivery and overall performance of local government. The survey also permitted residents and homeowners to provide feedback on what is working well and what is not, and to share their views of priorities related to projects or issues facing the Town.

Surveys were mailed to 3,000 randomly selected residents and homeowners starting in July 2023. A total of 1,074 surveys were completed, yielding a response rate of 36%. Survey results were weighted so that the respondent's housing unit type (attached or detached), race/ethnicity, gender, age, and area of residence were presented in proportions reflective of the entire Town. The margin of error is plus or minus three percentage points around any given percentage point reported for all respondents.

In addition to the random sample survey, a link to an online open-participation survey was publicized by the Town through various channels. The open-participation survey was identical to the random sample survey and open to all Nags Head residents. A total of 62 open participation surveys were completed. The results from the open-participation survey have been provided separately. The open-participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the respondents cannot be estimated.

Key Findings

Nags Head residents express high satisfaction with the Town's services.

- Nags Head residents expressed a high level of satisfaction with the quality of services provided by the Town, with approximately 9 out of 10 respondents giving it excellent or good reviews. The ease of accessing Town services and the overall direction Nags Head is moving also received favorable marks: between 8 and 9 in 10 respondents praised each of these as excellent or good.
- A combined 6 in 10 residents rated the overall value for the fees, charges, and taxes they pay for the programs and services received from the Town of Nags Head as excellent (15%) or good (47%), while 4 in 10 considered it fair (31%) or poor (7%). Residents in the eastern neighborhoods of Nags Head tended to be more satisfied with the value of taxes paid than residents who lived in other parts of the Town.

Town staff are lauded for their courtesy, knowledge, timeliness and responsiveness.

- About 6 in 10 Nags Head residents indicated they had contacted a Town employee in the 12 months prior to the survey. Residents were most likely to contact the Town to ask a question or to get information (44%); other reasons included scheduling or accessing a service (21%), reporting an issue (14%), or pulling a building permit/plan review (12%).
- Of those who had contacted the Town, at least 9 in 10 lauded the courteousness, knowledge, timeliness, responsiveness, and overall impression of employees.

Regulating development, managing stormwater, and preserving the character of Nags Head are potential areas of improvement for enhancing the community.

- Residents were asked to rate the importance and satisfaction with a number of attributes and functions related to the preservation and enhancement of Nags Head. The attributes considered to be the most important and most successfully managed were maintaining beautiful beaches, maintaining recreational water quality, maintaining community appearance, preserving landscapes, providing public beach accesses, providing sidewalks/paths, and providing parks/recreation areas. Each of these were rated as both high importance and high quality by at least 8 in 10 residents.
- Conversely, attributes/functions that were rated of relatively higher importance but lower quality, with about 9 in 10 respondents rating each as essential or very important, were regulating development (51% excellent or good), managing stormwater (67%), and preserving Nags Head character (76%).

Over-occupancy of vacation rentals is deemed a serious problem.

- About 8 in 10 respondents strongly or somewhat agreed that over-occupancy of vacation rentals is a problem in Nags Head.

Housing, development, and traffic are areas that residents would like to see improvements.

- In an open-ended question in which residents could write, in their own words, what changes or improvements they would like to see in Nags Head, 15% of respondents made comments focused on affordable housing. Nearly the same percentage of respondents mentioned the importance of limiting new development and improving traffic flow.
- About 9 in 10 respondents agreed that housing affordability is a critical issue facing Nags Head and Dare County and that it should be addressed as a regional issue. Regarding the use of taxes for housing purposes, about two-thirds of respondents said they would support using taxes to secure workforce housing, while about half of residents agreed on using taxes to incentivize housing affordability for all workers.
- Asked about the appropriateness of 10 different construction types for Nags Head, residents deemed detached residential structures the most appropriate, with 8 in 10 residents rating it as appropriate or very appropriate. Small-scale commercial buildings were considered appropriate by two-thirds of respondents. The development types that were rated as least appropriate were commercial strip shopping centers, hotels, and large-scale.
- When discussing traffic and transportation, improving traffic signal timing and enhancing pedestrian crossings were deemed essential or very important by about two-thirds of respondents. About half of respondents considered it important to expand sidewalk systems, improve or add turn lanes, and enhance neighborhood safety through traffic calming measures.

Nags Head residents highly praise the work of individual Town Departments.

- About 9 in 10 respondents thought the Police Department does an excellent or good job responding quickly to citizens' calls for service, caring about the well-being of the people they deal with, making the community feel safe, and preventing crime.

- All residents in Nags Head felt very or somewhat satisfied with the job the local Fire Department does. Moreover, about 9 in 10 residents felt very satisfied by how the Fire Department cares for those who serve, their responsiveness (emergency and non-emergency), and by their accessibility and availability.
- About 9 in 10 respondents strongly or somewhat agreed that the current service of Nags Head Ocean Rescue is excellent.
- With regard to the Sanitation Department, the overall quality of trash service in Nags Head received almost unanimous praise, with 95% of respondents rating it as excellent or good. Meanwhile, about 9 out of 10 residents commended the cleanliness of the community. The overall quality of the recycling service was considered excellent or good by about 6 in 10 residents.
- Residents were asked to rate their impressions of the Nags Head Planning Department, and about 8 in 10 rated the way the department treats all customers with respect, treats all customers equitably, and their level of responsiveness as excellent or good.

Survey Administration

Survey Purposes

The Town of Nags Head contracted with Polco / National Research Center to conduct a community-wide survey. The primary goal of the survey was to assess the attitudes and opinions of residents by:

- Determining general perceptions of the quality of life in the Town;
- Evaluating programs and services;
- Identifying projects or issues;
- Setting benchmarks for future surveys.

The Town of Nags Head Community Survey serves as a consumer report card for Nags Head by providing residents the opportunity to rate many aspects of life in the Town. Focus on the quality-of-service delivery can help council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Nags Head's government, helping to assure maximum service quality over time.

Not only does this survey work to understand overall quality of life, but it also gets at the key services that local government control to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

Survey Administration

In July 2023, a postcard was mailed to 3,000 Nags Head's residents and homeowners, selected at random, notifying them that they had been chosen to participate in the survey. The postcard included a web link so they could complete the survey online if they preferred. A paper survey accompanied by a cover letter followed in the mail one week later. The cover letter was signed by the Mayor and also included a web link to give residents the option to take the survey online. On August 7, a final reminder postcard - that included the survey's web link - was sent to all 3,000 households. There were 1,074 survey respondents (including 539 surveys completed online and 535 on paper) that yielded an overall response rate of 36%. The margin of error is plus or minus three percentage points around any given percentage for all respondents. The results were weighted to reflect the demographic profile of all residents in the Town of Nags Head.

How the Results are Reported

For the most part, frequency distributions and the "percent positive" are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good", "strongly agree" and "somewhat agree").

On many of the questions in the survey, respondents can give an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Set of Survey Responses* and is discussed in the body of this report if it is 30% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise

indicated. In other words, the majority of the figures in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total exactly 100%, it is due to the customary practice of rounding values to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus 3% around any given percent reported for all survey respondents (1,074). For comparisons among subgroups, the margin of error rises to approximately plus or minus 7% for subgroups of 200 and plus or minus 10% for subgroups of 100.

Comparing Survey Results by Respondent Subgroups

Survey results were compared by length of residency, housing type, gender and age of survey respondents as well as the geographic location of respondent households. These comparisons are discussed throughout the body of the report, when applicable. These crosstabulations are summarized and presented in tabular form in *Appendix D: Survey Results by Respondent Characteristics*. Where differences between subgroups are statistically significant, they are marked with an upper-case letter.

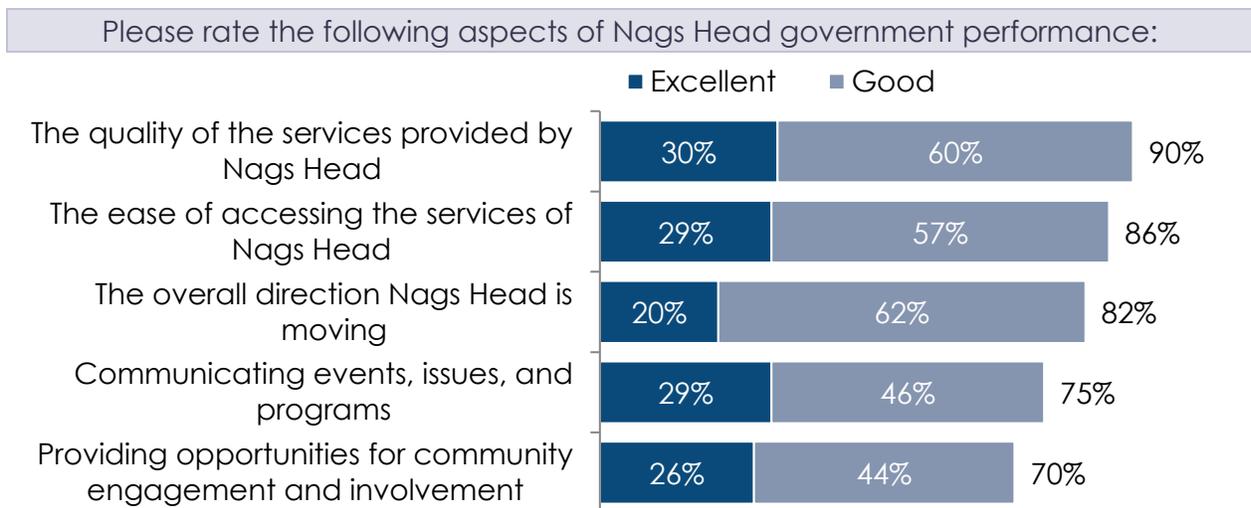
Survey Findings

Government Performance

Nags Head residents expressed a high level of satisfaction with the quality of services provided by the Town, with approximately 9 out of 10 respondents giving this excellent or good reviews. The ease of accessing the services of Nags Head and the overall direction the Town is moving also received favorable marks: between 8 and 9 in 10 respondents praised each of these as excellent or good. Finally, about 7 in 10 respondents gave positive ratings to Nags Head government communicating events, issues and programs as well as providing opportunities for community engagement and involvement.

Residents aged 35 and older tended to give higher evaluations to the ease of accessing Nags Head’s services; the communication of events, issues, and programs; as well as the provision of opportunities for community engagement and involvement, when compared to younger residents. Comparisons by geography revealed that residents in the western areas tended to be less satisfied with Nags Head government performance than residents in other areas of the Town (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 1: Nags Head Government Performance



Six in 10 residents considered that the overall value for the fees, charges, and taxes they pay for the programs and services received from the Town of Nags Head is excellent (15%) or good (47%), while 4 in 10 considered it fair (31%) or poor (7%). Residents in the eastern neighborhoods of Nags Head tended to be more satisfied with the value of taxes than the residents in other parts of the Town (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 2: Overall Value of Taxes

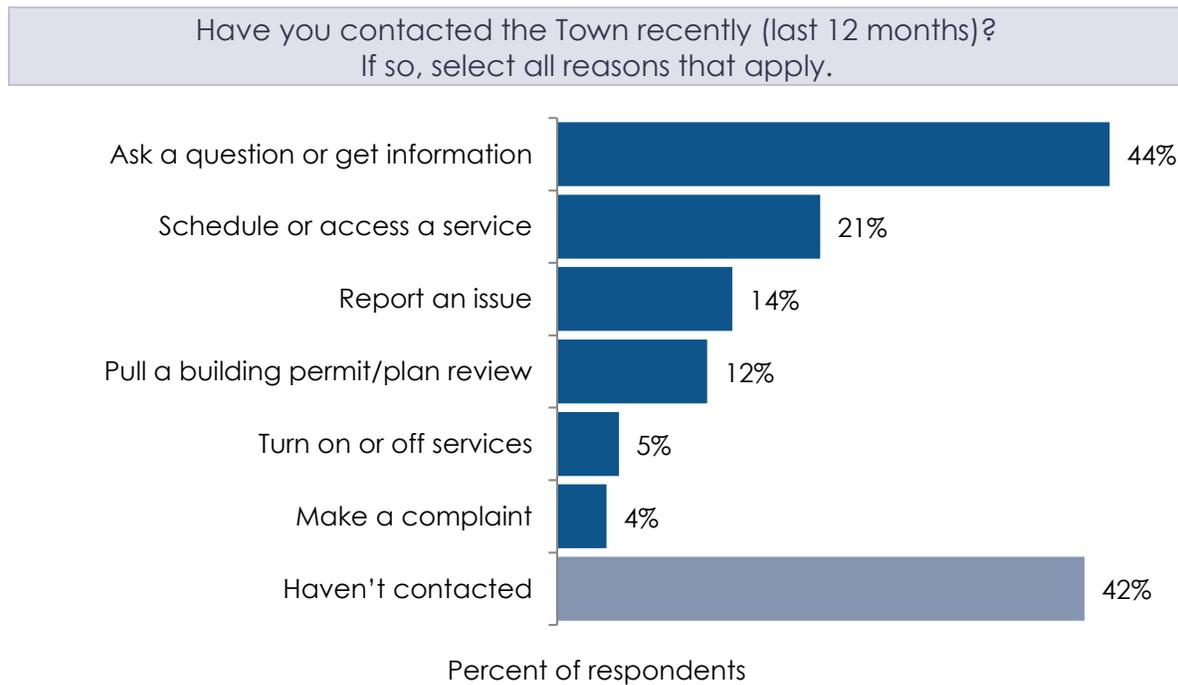


Contact with Nags Head Staff

About 6 in 10 Nags Head residents indicated they had contacted a Town employee in the 12 months prior to the survey. Most of the contacts were oriented to ask a question or get information, although there were other reasons as scheduling or accessing a service, reporting an issue, or pulling a building permit/plan review.

Respondents who had resided in or owned property in Nags Head for less than two years tended to have a higher rate of contacting the Town to request services to be turned on or off compared to those who have been part of the community for more than two years (see *Appendix D: Survey Results by Respondent Characteristics*).

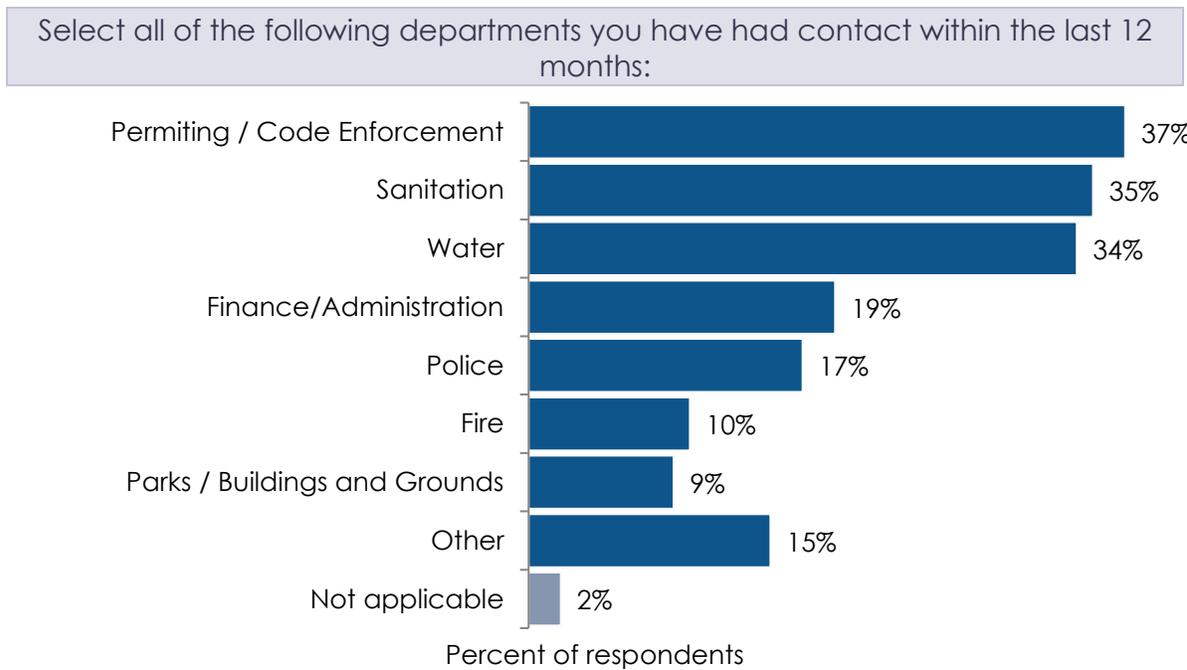
Figure 3: Contact with Town of Nags Head Staff



The Permitting/Code Enforcement, Sanitation, and Water departments were the most commonly contacted public departments contacted by residents in the last 12 months, with about one-third of residents having contacted each. In contrast, fewer residents reported contacting Finance/Administration (19%), Police (17%), Fire (10%), and Parks/Buildings and Grounds (9%).

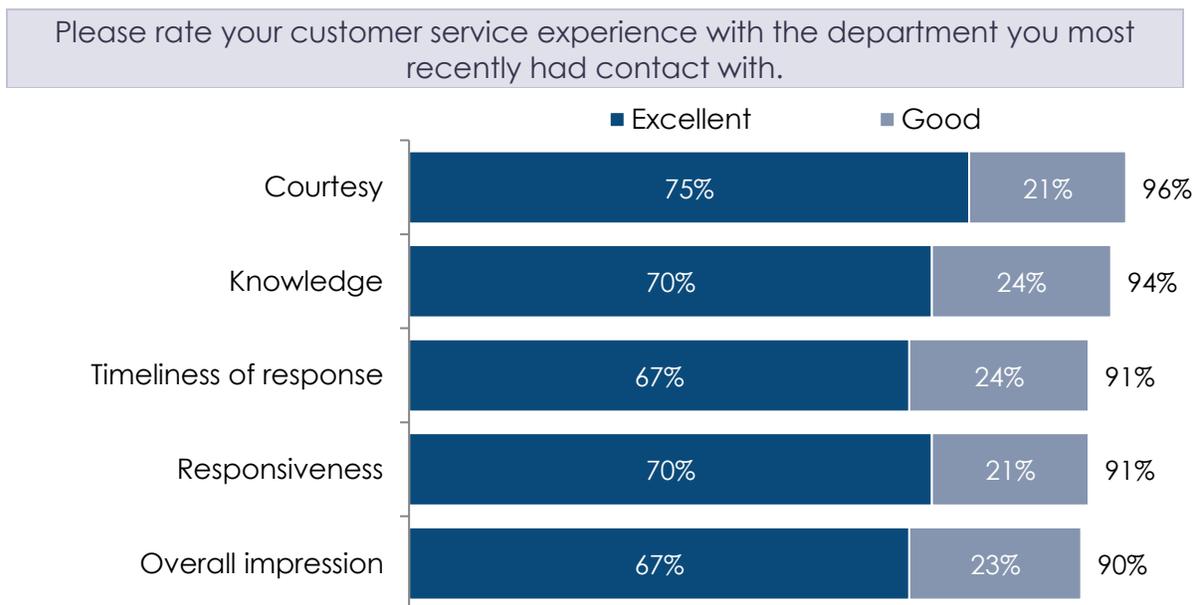
Younger residents more frequently contacted the Sanitation department than older residents. The Water department was more frequently contacted by respondents residing or owning a home in western Nags Head than in other areas. Meanwhile, the Sanitation department was contacted more often by those living between Beach Road and S. Croatan Highway -BTWN area (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 4: Contact with Town Departments



Of those who contacted the Town, at least 9 in 10 lauded the courteousness, knowledge, timeliness, responsiveness and overall impression of the employees. In general, residents who have lived in Nags Head for less than two years tended to provide more favorable ratings for their customer service experiences than residents who had resided in the Town for longer periods of time.

Figure 5: Impression of Contact with Staff

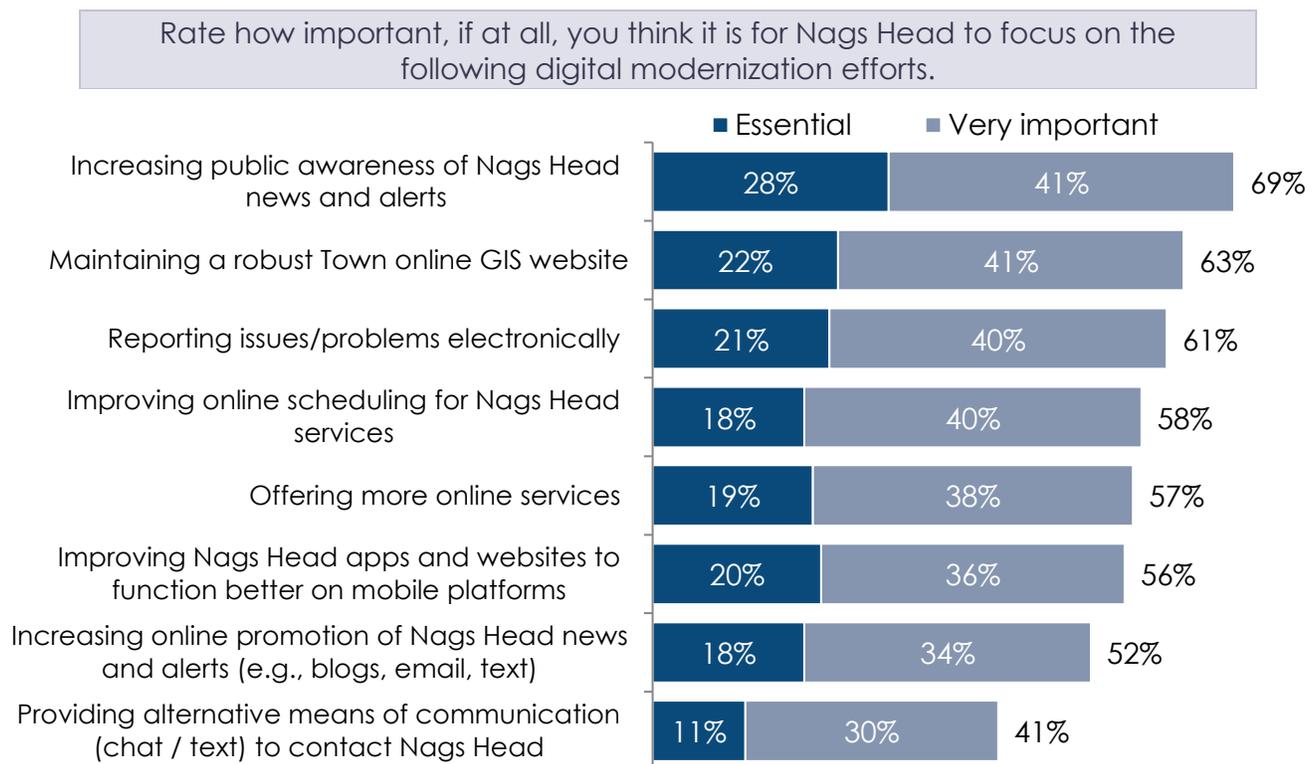


Nags Head’s Digital Modernization

Residents were asked to rate how important they thought it was for Nags Head to focus on a list of digital modernization efforts. Increasing public awareness of Nags Head news and alerts ranked first, with about 7 in 10 residents considering it as essential or very important. About 6 in 10 respondents thought the same about focusing on maintaining a robust Town online GIS website; reporting issues/problems electronically; improving online scheduling for Nags Head services; offering more online services; and improving Nags Head apps and websites to function better on mobile platforms. Finally, about half of respondents deemed it important to increase the online promotion of Nags Head news and alerts (e.g., blogs, email, text), while 4 in 10 thought the same about providing alternative means of communication (chat/text) to contact Nags Head.

Improving online scheduling for Nags Head services was considered more important among respondents aged 54 and younger than among older residents (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 6: Digital Modernization

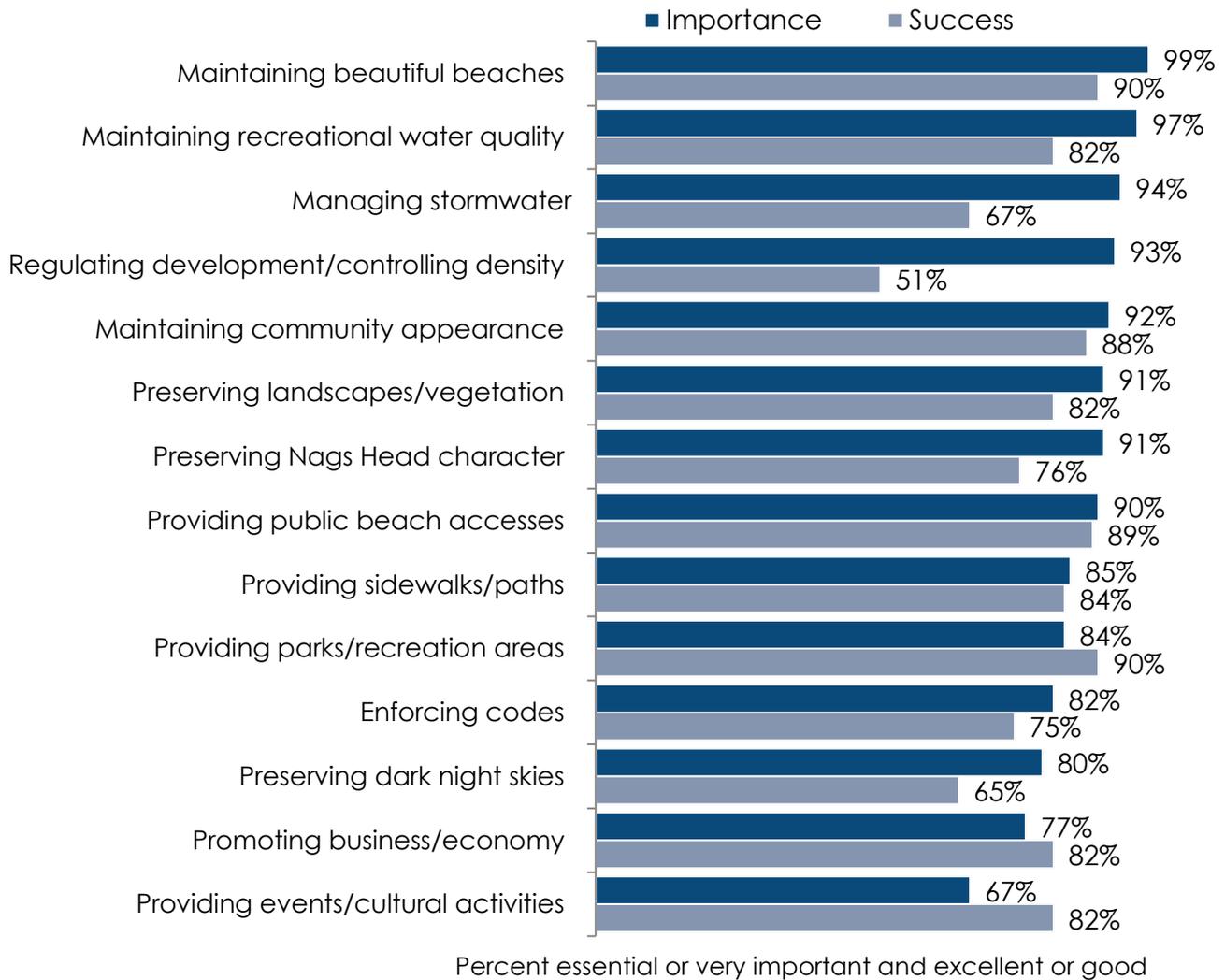


Preservation of Nags Head

Residents were asked to rate the importance of several attributes and functions towards the preservation and enhancement of Nags Head. They were also asked to rate how well the community has performed in each attribute or function. The attributes considered more important were maintaining beautiful beaches (99% essential or very important), maintaining recreational water quality (97%), managing stormwater (94%), regulating development (93%), maintaining the communal appearance (92%), preserving landscapes (91%), preserving Nags Head character (91%) and providing public beach accesses (90%). The most successful/highest quality functions were providing parks/recreation areas (90% excellent or good), maintaining beautiful beaches (90%), providing public beach accesses (89%), and maintaining community appearance (88%).

Figure 7: Importance and Success of Functions towards Nags Head’s Enhancement

Please indicate the importance of each attribute/function towards the preservation and enhancement of Nags Head and how successful you feel the community has performed with respect to each attribute or function.

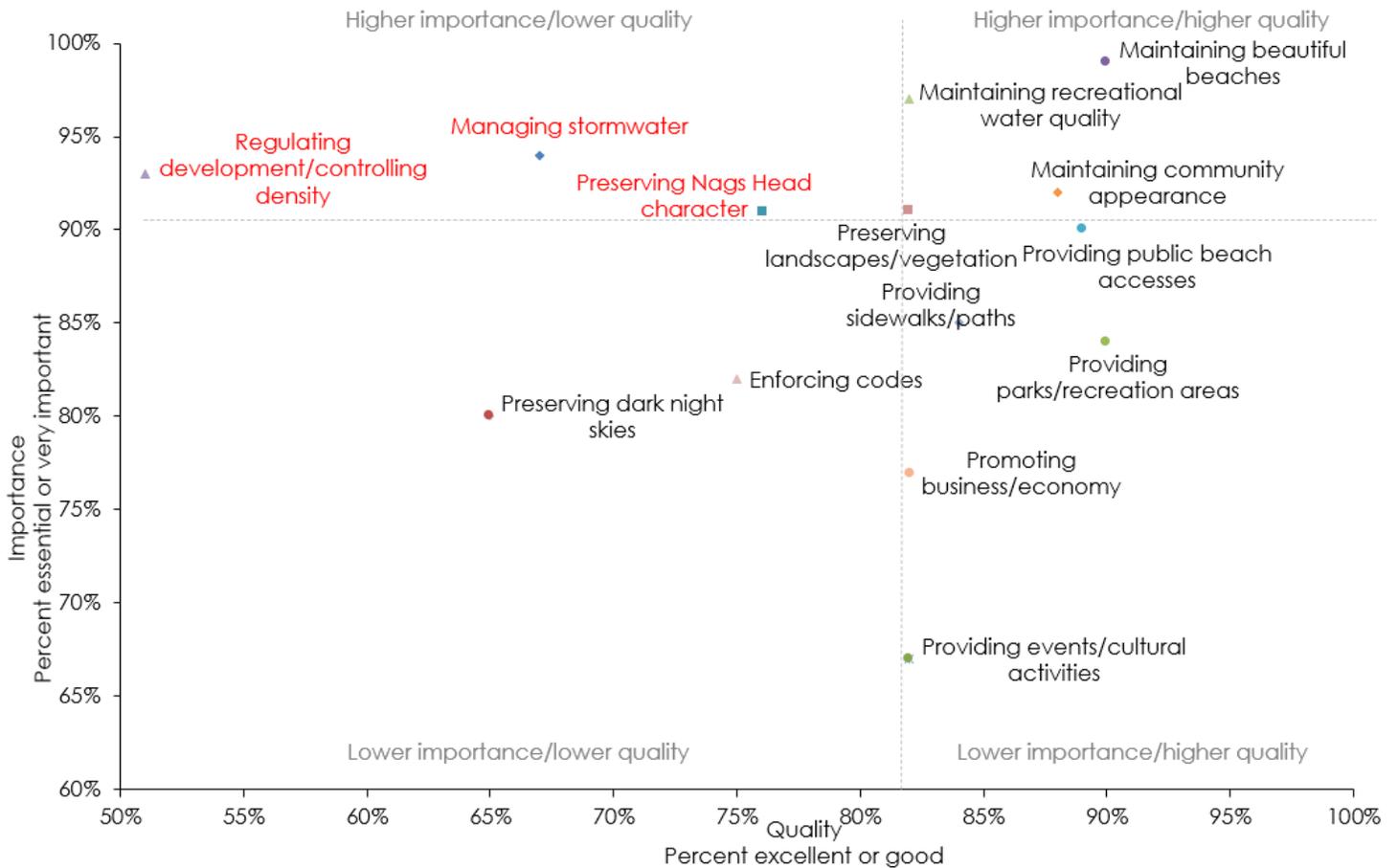


To identify the attributes/functions perceived by residents to have relatively lower quality ratings and relatively higher importance ratings, importance and success ratings were plotted against each other for each area.

Attributes and functions were classified as “more important” if they were rated as essential or very important by 90% or more of respondents (the median importance rating across all attributes/functions) and as “less important” if less than 90% of respondents considered them essential or very important. Attributes and functions receiving success ratings of excellent or good by 82% or more of respondents (the median success rating across all attributes/functions) were considered of “higher quality” and those considered excellent or good by less than 82% were considered to be of “lower quality.”

The following figure displays the plot of these attributes/functions. The upper left-hand quadrant contains those attributes/functions of higher importance but lower quality: regulating development/controlling density, managing stormwater, and preserving Nags Head character.

Figure 8: Comparison of Importance and Success Ratings

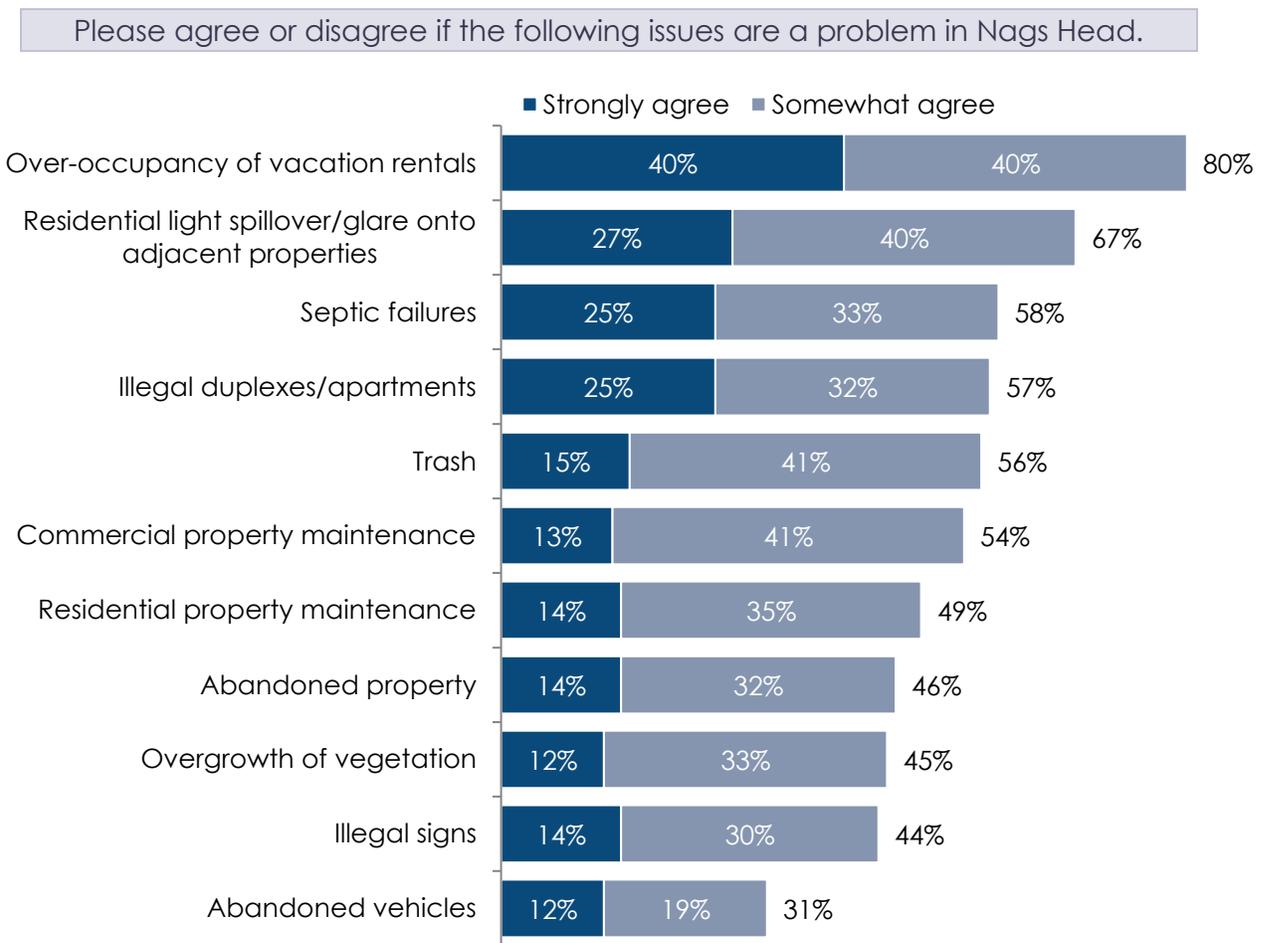


Nags Head’s Problems and Priorities

About 8 in 10 respondents strongly or somewhat agreed that over-occupancy of vacation rentals was a problem in Nags Head; this emerged as the most significant issue in Nags Head. Two-thirds of the respondents considered residential light spillover/glare onto adjacent properties a problem, while about half agreed that septic failures, illegal duplexes, trash, and commercial and residential property maintenance were serious problems in Nags Head. Fewer concerns were raised about abandoned properties, overgrown vegetation, illegal signs, and abandoned vehicles.

Trash appeared to be a larger problem in the southwestern area, while commercial property maintenance, residential spillover, and illegal duplexes were more of a concern for residents living in the northeastern zone (see *Appendix D: Survey Results by Respondent Characteristics*).

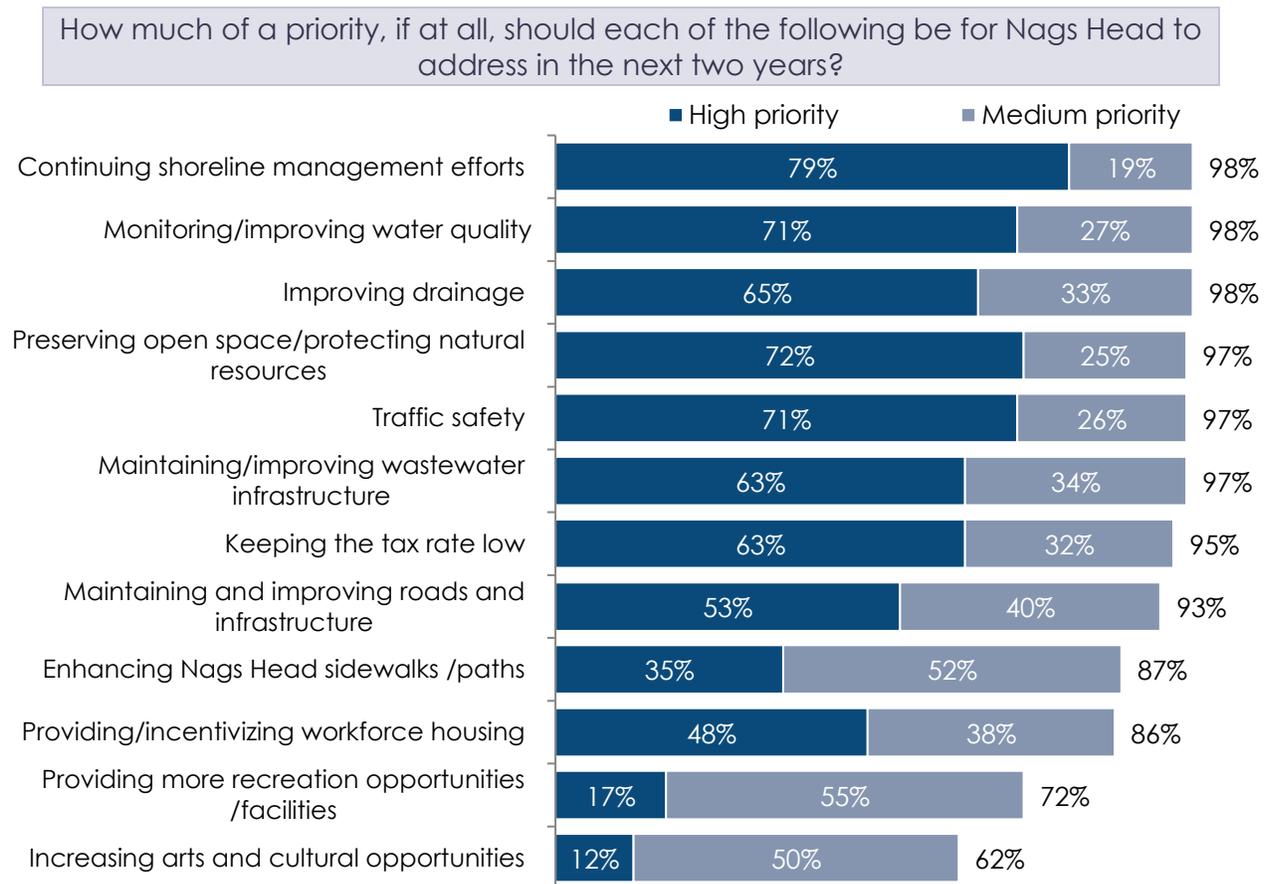
Figure 9: Main Problems



Note: More than 30% of respondents answered “don’t know” when asked to rate “Septic failures”, “Illegal signs”, “Illegal duplexes/apartments” and “Abandoned vehicles”.

Continuing shoreline management efforts was deemed as a high priority for the next two years by about 8 in 10 residents, while preserving open spaces, monitoring and improving water quality, and ensuring traffic safety were identified as high priorities by approximately 7 in 10 respondents. Improving drainage, keeping the tax rate low, and maintaining/improving wastewater infrastructure was considered a high priority by 6 in 10 respondents. Also, about half of respondents rated maintaining and improving roads and infrastructure and providing/incentivizing workforce housing as top priorities. Issues such as enhancing Nags Head sidewalks and paths, as well as providing more recreation and cultural opportunities, were perceived as being lower priority by respondents.

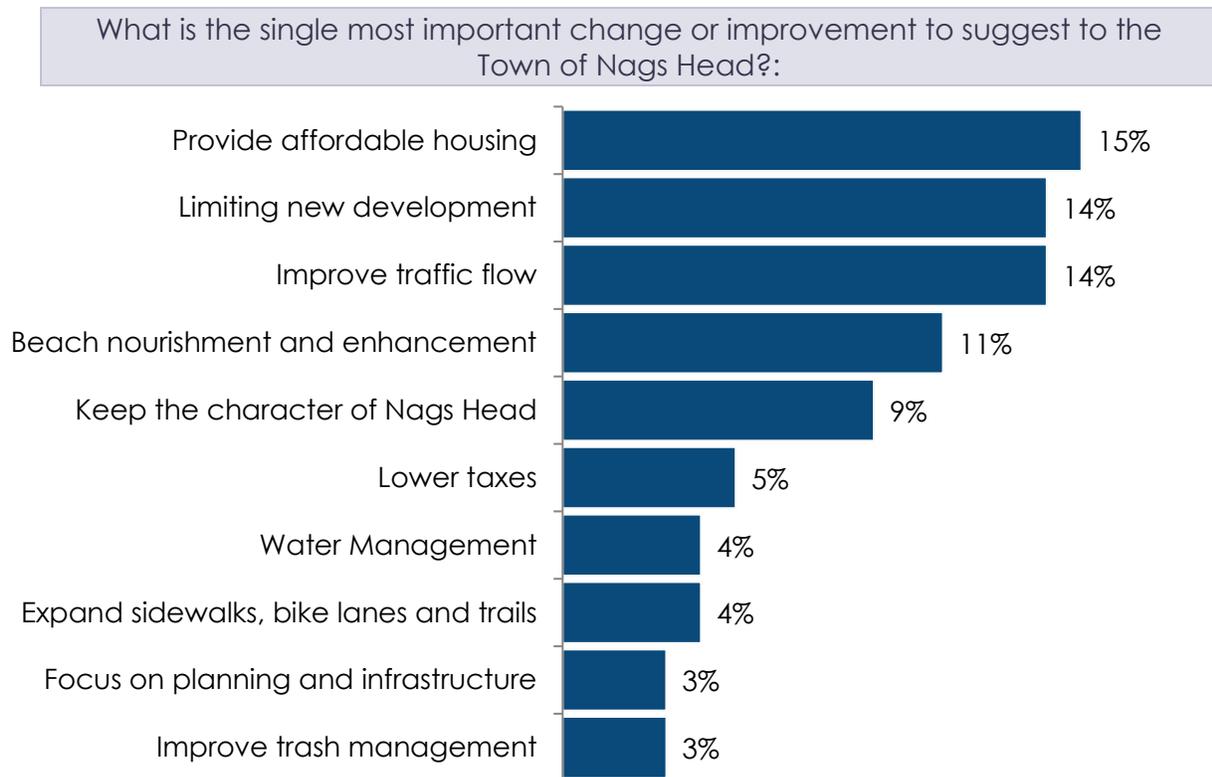
Figure 10: Priorities for the next Two Years



In an open-ended question in which residents could write, in their own words, what changes or improvements they would like to see in Nags Head, 15% of respondents made comments focused on affordable housing. Nearly the same percentage of respondents, around 14%, mentioned the importance of limiting new development and improving traffic flow. About 11% of respondents suggested focusing on beach nourishment and enhancement. Additionally, 9% of respondents emphasized the significance of preserving the character of Nags Head. Various other initiatives, such as lowering taxes, water management, expanding sidewalks, Town planning, and improving trash management received 5% of comments or less.

Residents living in the northwestern part of Nags Head tended to suggest improving the traffic flow in higher proportions than residents elsewhere in the Town. Meanwhile, residents in the northeastern zone were more likely to mention the importance of keeping the character of Nags Head (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 11: Suggested improvements for Nags Head



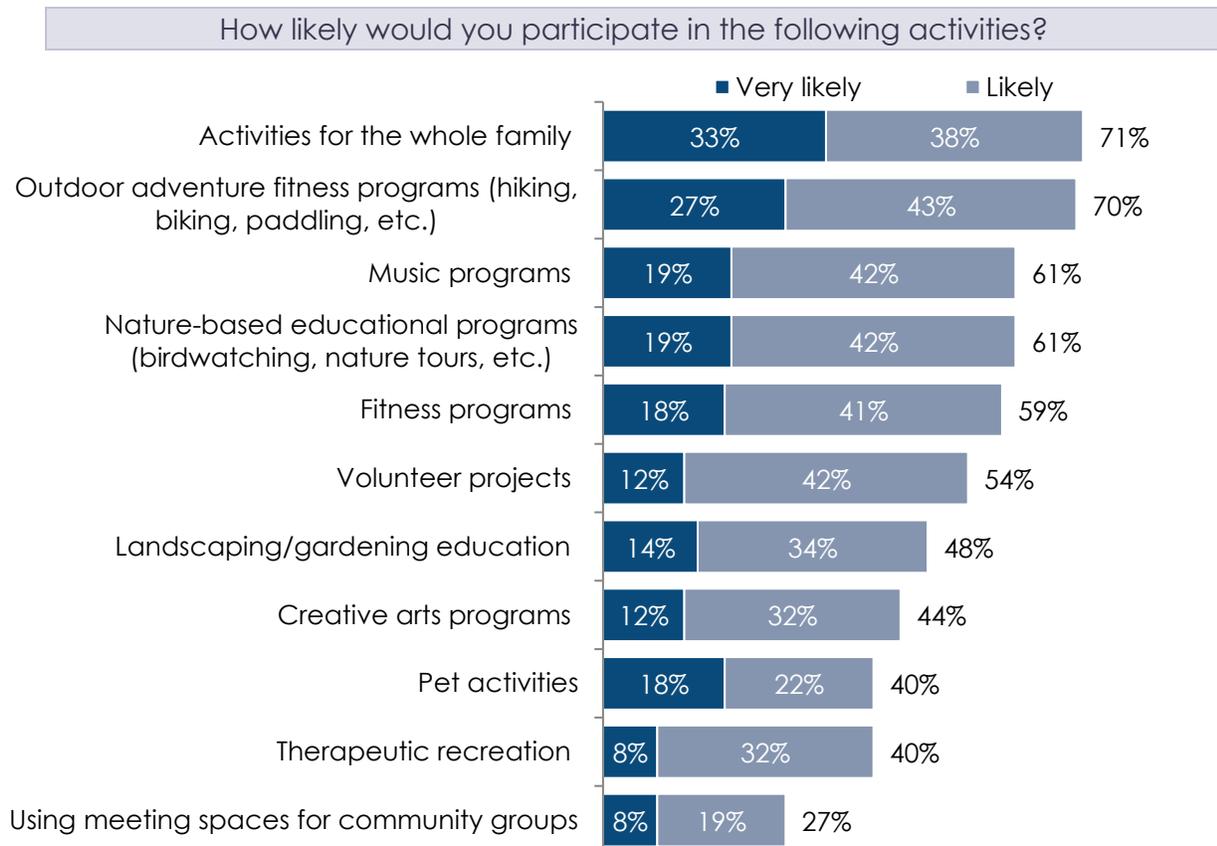
* Only the most frequently cited categories are shown in this chart. The full set of classified responses can be found in *Appendix B: Complete Set of Survey Responses* and *Appendix C: Verbatim Responses*.

Recreational Activities

Nags Head residents assessed the likelihood of participating in eleven possible community activities. About 7 in 10 respondents said they would be likely or very likely to participate in activities for the whole family and outdoor adventure fitness programs offered by the Town of Nags Head. Also, about 6 in 10 said they would likely participate in music programs, nature-based educational programs, and fitness programs. One half expressed interest in participating in volunteer projects and landscaping/gardening education, while 4 in 10 expressed interest in creative arts programs, pet activities and therapeutic recreation. Finally, about one-quarter of respondents showed interest in using meeting spaces for community groups.

Those aged 35 and over tended to show more interest in activities for the whole family than younger residents. On the other hand, younger respondents expressed more interest in participating in nature-based educational programs (see *Appendix D: Survey Results by Respondent Characteristics*).

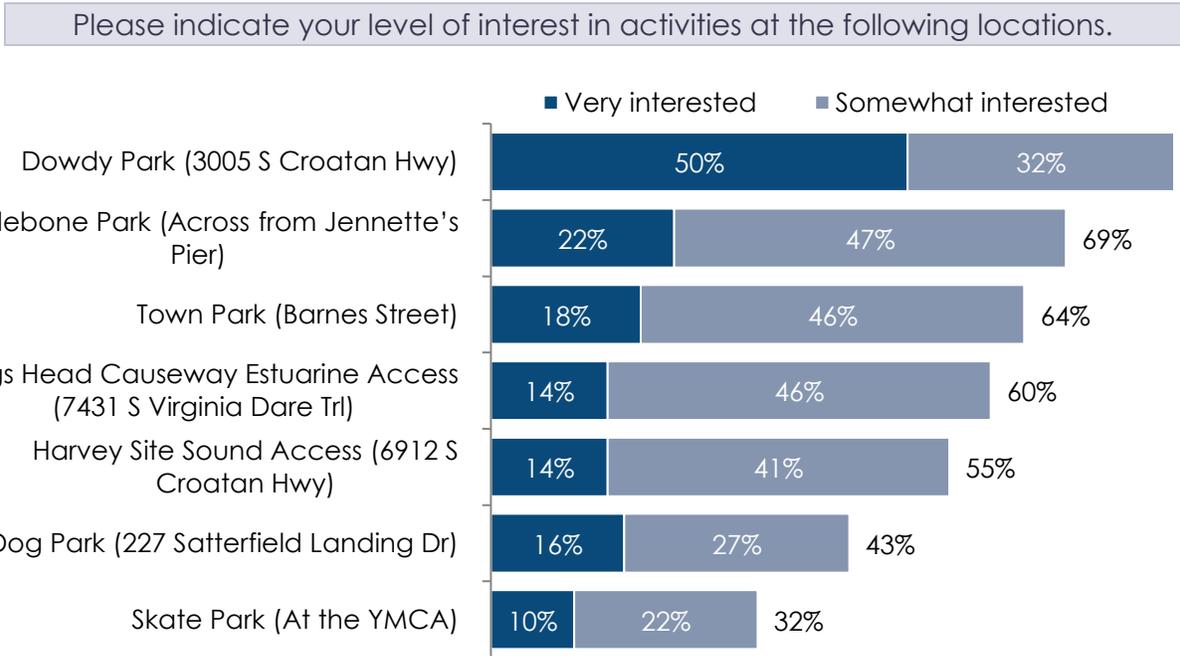
Figure 12: Interest in Recreational Activities



Exploring possible locations for recreational activities, 8 out of 10 respondents stated they were very or somewhat interested in activities in Dowdy Park, indicating it as the most preferred spot in Nags Head. Whalebone Park ranked second, with 7 in 10 respondents showing interest in having activities there - although the 'very interested' category just reached 22%. Meanwhile, about 6 in 10 residents expressed their interest in attending activities at Town Park, Nags Head Causeway Estuarine Access, and the Harvey Site Sound Access. Finally, activities in Dogs Park and Skate Park just gathered the interest of 4 in 10 and 3 in 10 respondents, respectively.

Residents on the western side of the Town showed more interest in locations such as Nags Head Causeway Estuarine Access, Harvey Site Sound Access, and the Dog Park than residents elsewhere (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 13: Locations to Host Recreational Activities

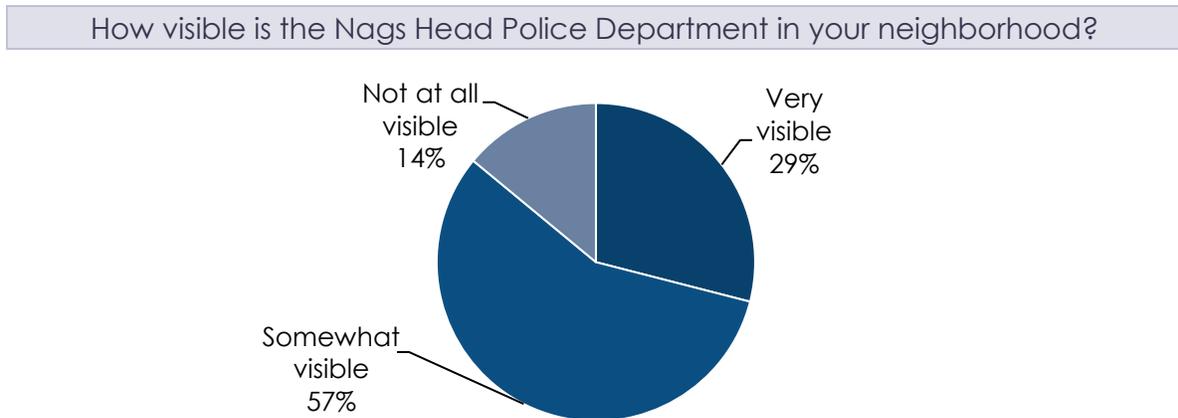


Police Department Performance

About 3 in 10 residents felt that the Nags Head Police Department was very visible in their neighborhoods, while 6 in 10 said it was somewhat visible.

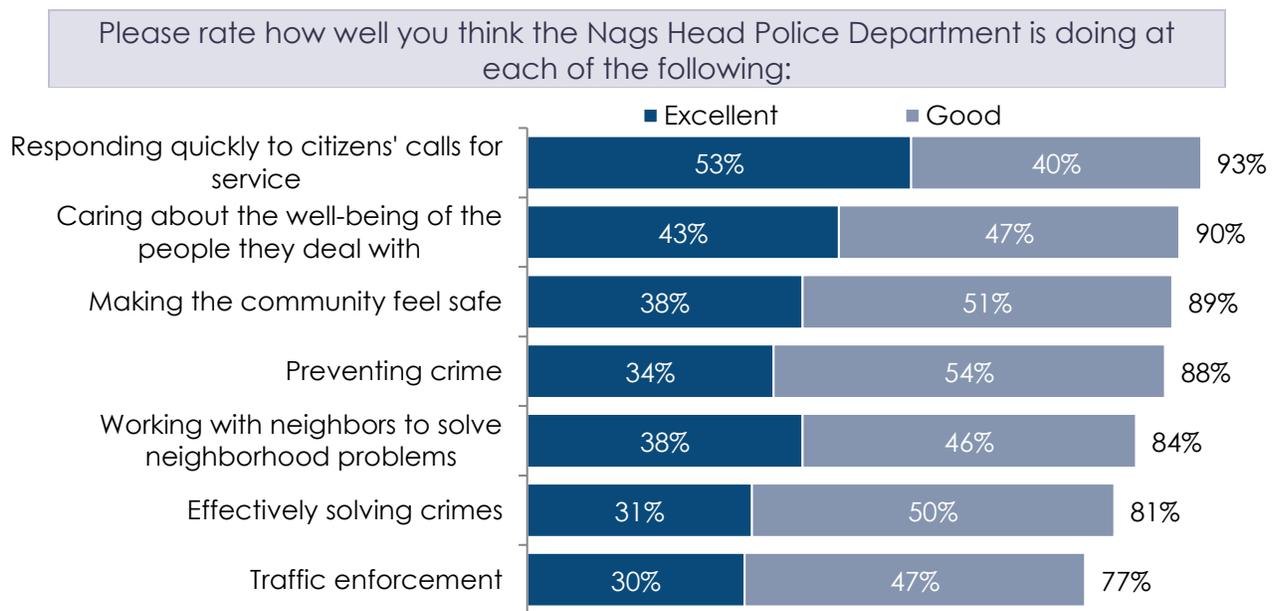
Residents residing in the northeastern part of the Town rated police visibility higher than their counterparts in other areas of the Town. Younger residents also rated more highly police visibility than residents aged 35 and over (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 14: Visibility of the Police Department



About 9 in 10 respondents thought the Police Department does an excellent or good job responding quickly to citizens' calls for service, caring about the well-being of the people they deal with, making the community feel safe, and preventing crime. Also, about 8 in 10 praised the Department's job in working with neighbors to solve neighborhood problems, effectively solving crimes, and enforcing traffic laws.

Figure 15: Performance of the Police Department

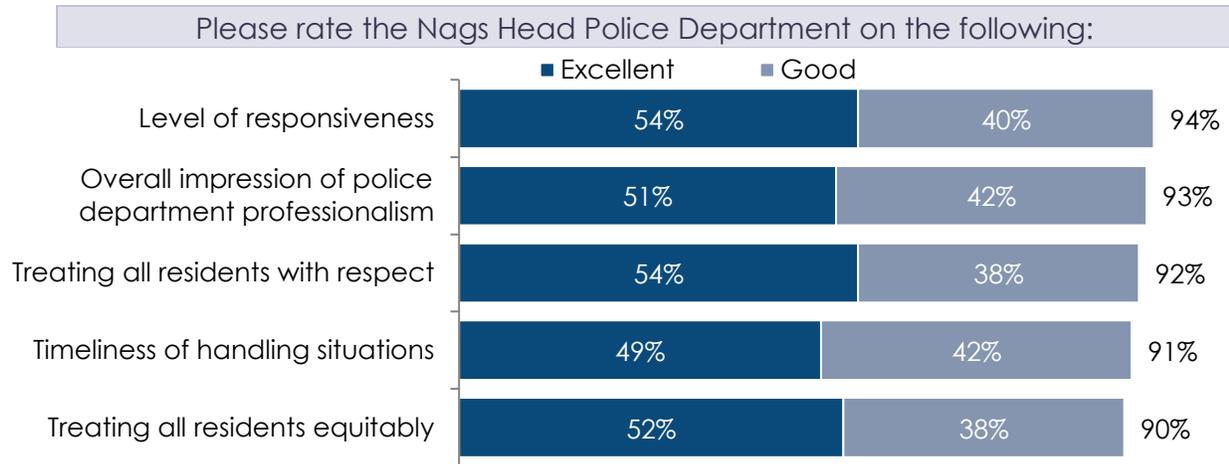


Note: More than 30% of respondents answered "don't know" when asked to rate "Effectively solving crimes", "Working with neighbors to solve neighborhood problems" and "Responding quickly to citizens' calls for service".

Nags Head respondents were also asked to rate five aspects of the customer service provided by the Police Department. All five aspects were favorably rated by at least 9 in 10 respondents. The level of responsiveness received a positive rating of 94% excellent or good, while the overall impression of Police Department professionalism rated 93%. Treating all residents with respect, the timeliness of handling situations, and treating all residents equitably reached 92%, 91% and 90%, respectively.

Residents in the western areas of the Town tended to give lower ratings to their impressions of the Police Department than those residing in the east (see *Appendix D: Survey Results by Respondent Characteristics*).

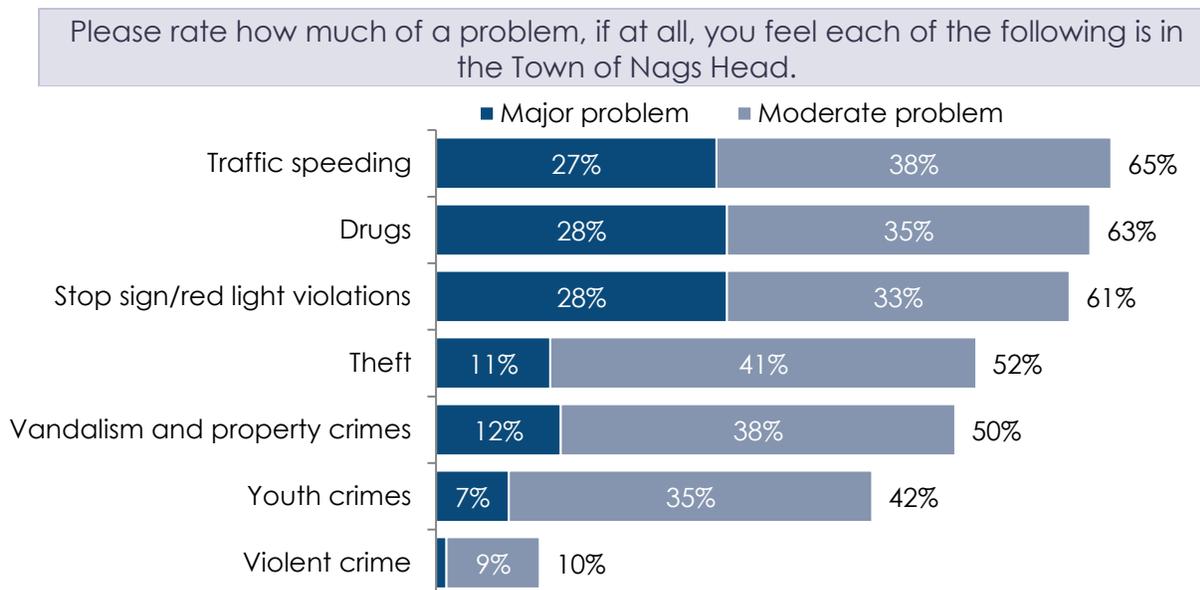
Figure 16: Impression of the Police Department



Note: More than 30% of respondents answered “don't know” when asked to rate each item with the exception of “Overall impression of police department professionalism”.

Traffic speeding, drugs and stop sign/red light violations were considered the main safety problems in Nags Head: about two-thirds of respondents said those were major or moderate problems. Meanwhile, theft and property crimes were deemed a major or moderate problem by about half of respondents.

Figure 17: Safety Problems

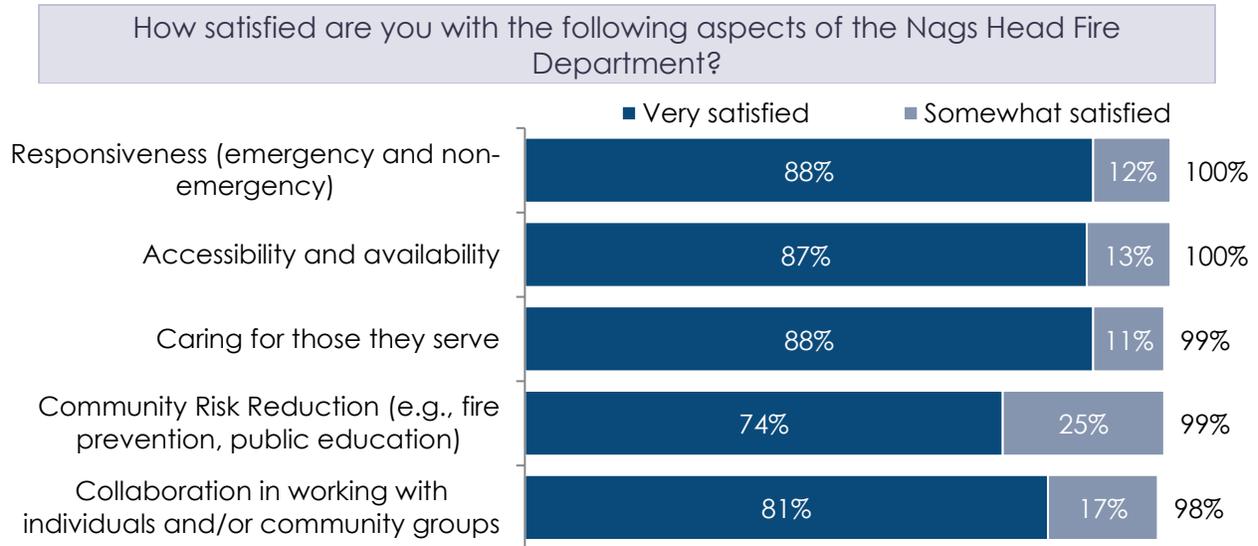


Note: More than 30% of respondents answered “don't know” when asked to rate “Violent crime”, “Drugs” and “Youth crimes”.

Fire Department Performance

All residents in Nags Head felt very or somewhat satisfied with the job the local Fire Department does in various areas of performance. Moreover, about 9 in 10 residents felt very satisfied by how the Fire Department cares for those who serve, their responsiveness (emergency and non-emergency), and by their accessibility and availability. Their collaboration working with individuals and community groups and their efforts towards community risk reduction received very satisfied rates of 8 in 10 and 7 in 10 respondents, respectively.

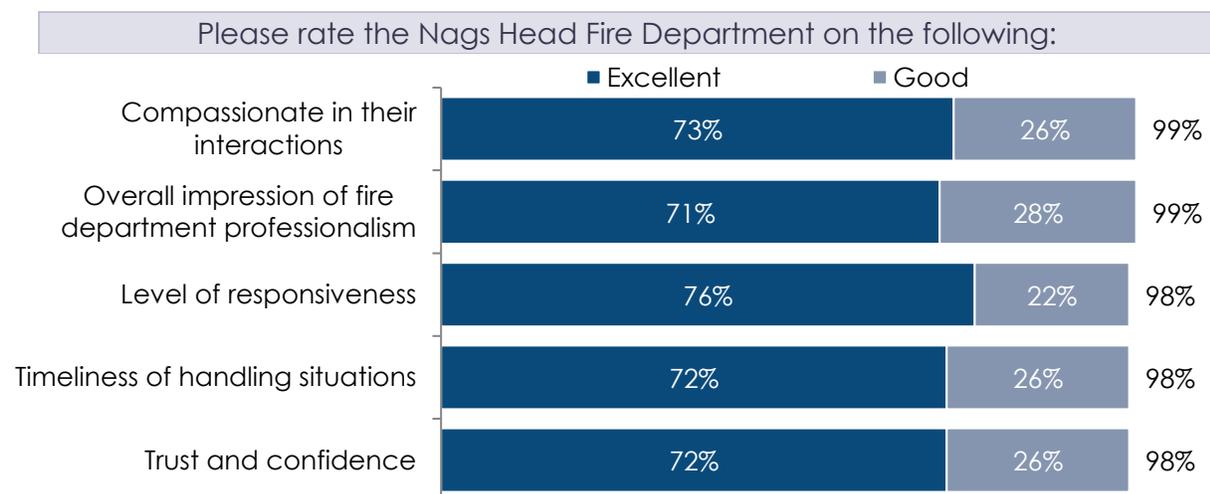
Figure 18: Satisfaction with Nags Head Fire Department



Note: More than 30% of respondents answered "don't know" when asked to rate each of the items.

Respondents were also asked to rate five aspects of the customer service provided by the Fire Department. All five aspects were rated positively almost unanimously. Moreover, 3 in 4 residents rated the level of responsiveness as excellent, while 7 in 10 positively rated the compassion in their actions, the timeliness of handling situations, the trust and confidence they generate, and the overall impression of their professionalism.

Figure 19: Impression of the Fire Department

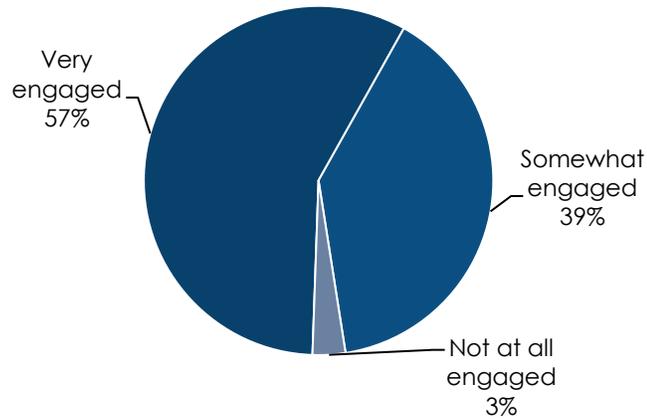


Note: More than 30% of respondents answered "don't know" when asked to rate each of the items.

When asked about the level of engagement of the Fire Department, about 6 in 10 residents said they were very engaged with the community, while 4 in 10 residents said they were somewhat engaged. Almost no one said the Fire Department was not at all engaged with the Nags Head community.

Figure 20: Engagement of the Fire Department

In your opinion, how engaged is the Nags Head Fire Department in the community?



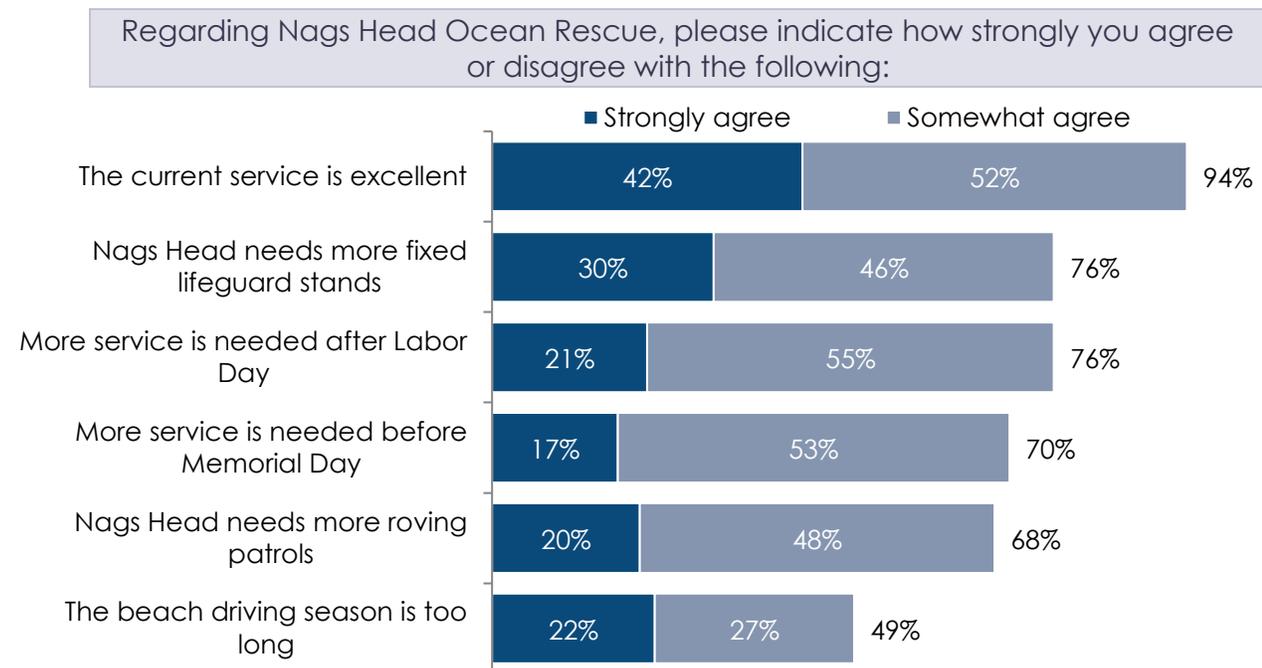
Note: 38% of respondents answered "don't know" when asked about the engagement of the Fire Department.

Ocean Rescue Performance

About 9 in 10 respondents strongly or somewhat agreed that the current service of Nags Head Ocean Rescue is excellent. However, 3 in 4 residents agreed that Nags Head needs more fixed lifeguard stands and more service after Labor Day. About 7 in 10 respondents agreed that Nags Head needs more roving patrols and more service before Memorial Day. Finally, half of respondents agreed that the beach driving season is too long.

Residents living in the eastern part of the Town were more inclined to believe that the beach driving season was too long compared to residents in the western part of the Town. Also, southeastern residents were more disposed to agree that Nags Head needs more roving patrols than residents elsewhere in Town (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 21: Ocean Rescue Evaluation



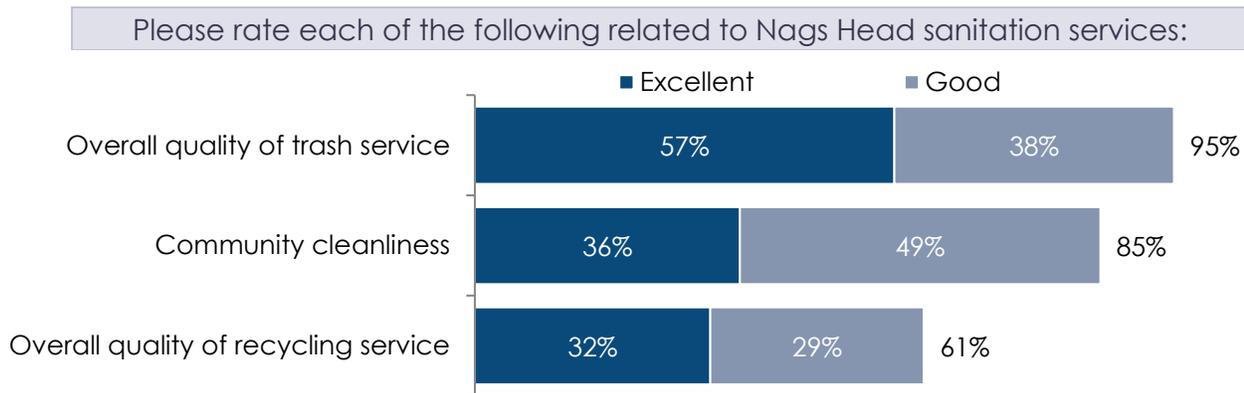
Note: 32% of respondents answered “don't know” when asked to rate “The beach driving season is too long”.

Sanitation Services Performance

The overall quality of trash service in Nags Head received almost unanimous praise, with 95% of respondents rating it as excellent or good. Meanwhile, about 9 out of 10 residents commended the cleanliness of the community. The overall quality of the recycling service was considered excellent or good by about 6 in 10 residents.

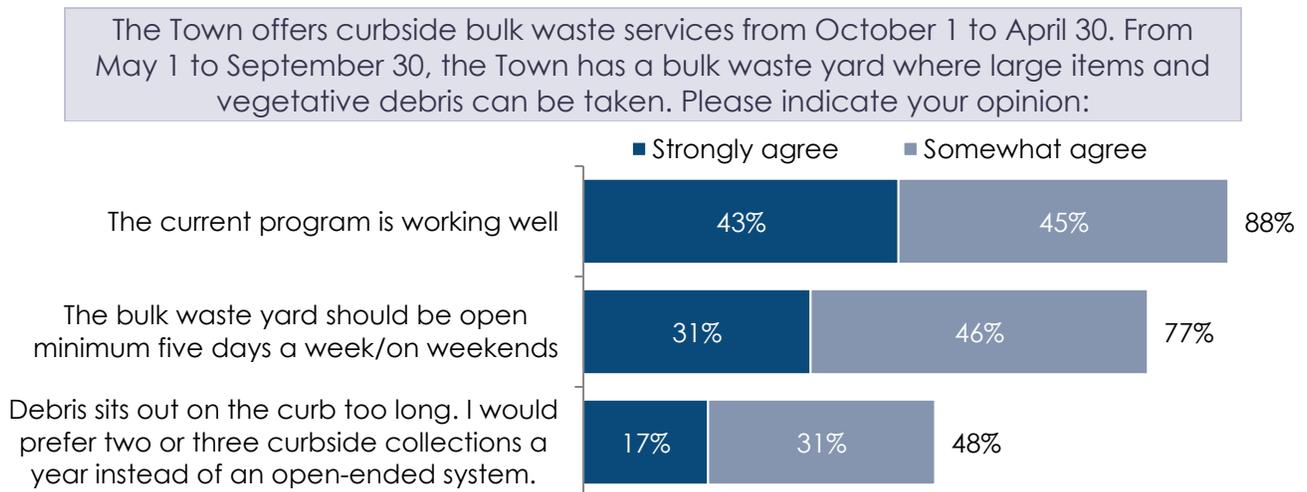
Those residing in the southeastern part of the Town tended to rate the trash service and the recycling service lower than those living in the north. Meanwhile, the community cleanliness tended to receive lower ratings in the southwestern part of Nags Head and among those who have been living in the Town for less than two years (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 22: Sanitation Services Evaluation



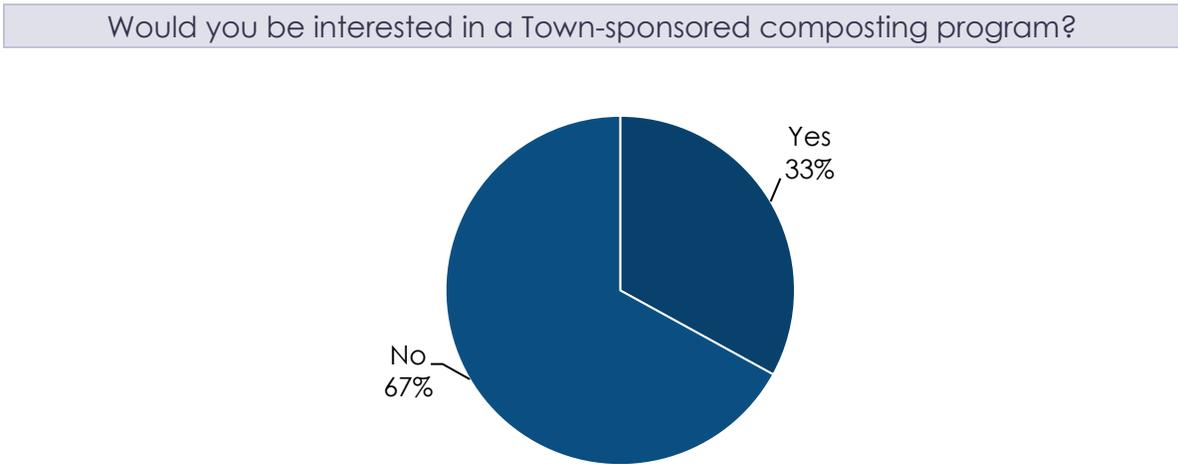
Asked about bulk waste services, about 9 in 10 residents strongly or somewhat agreed that the current system (curbside from October to April and yard from May to September) works well. Also, 8 in 10 residents thought the bulk waste yard should be open a minimum of five times a week. Finally, about half respondents said that they would prefer two or three curbside collections a year instead of an open-ended system.

Figure 23: Bulk Waste Services Evaluation



According to the survey, approximately one-third of Nags Head residents would be interested in a Town-sponsored composting program, while two-thirds would not. Levels of interest in the program were higher among residents living in the northwestern part of Nags Head and those aged 54 or younger, as compared to older residents and those living elsewhere (see *Appendix D: Survey Results by Respondent Characteristics*).

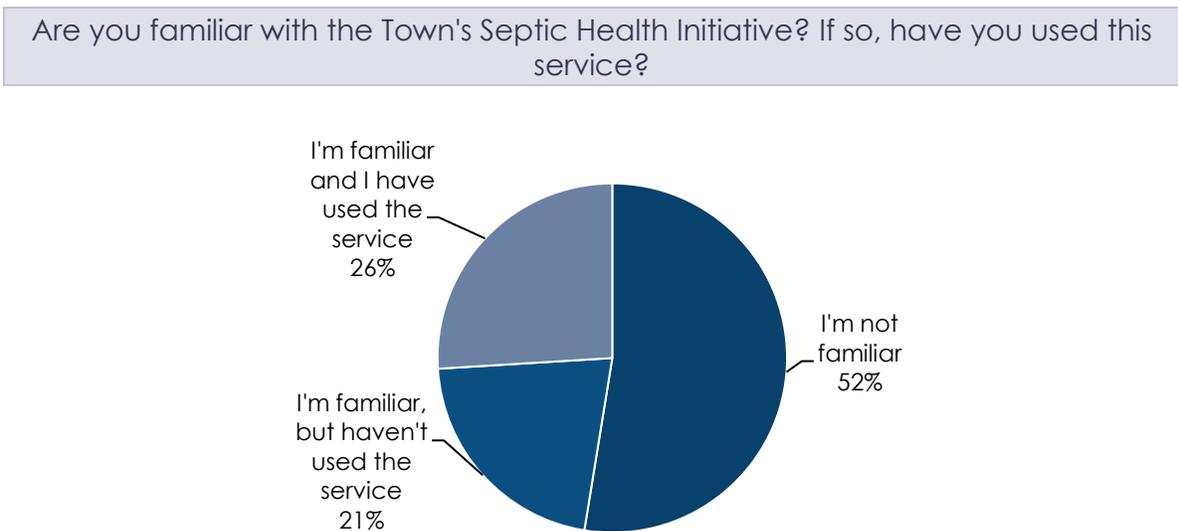
Figure 24: Interest in a Composting Program



When evaluating the Town’s Septic Health Initiative, about half of residents acknowledged not being familiar with it. Of the half who knew about it, about half said they had used the service.

Compared to their counterparts, respondents living in the southern part of Nags Head were more likely to have used the Town's Septic Health Initiative (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 25: Usage of the Town's Septic Health Initiative

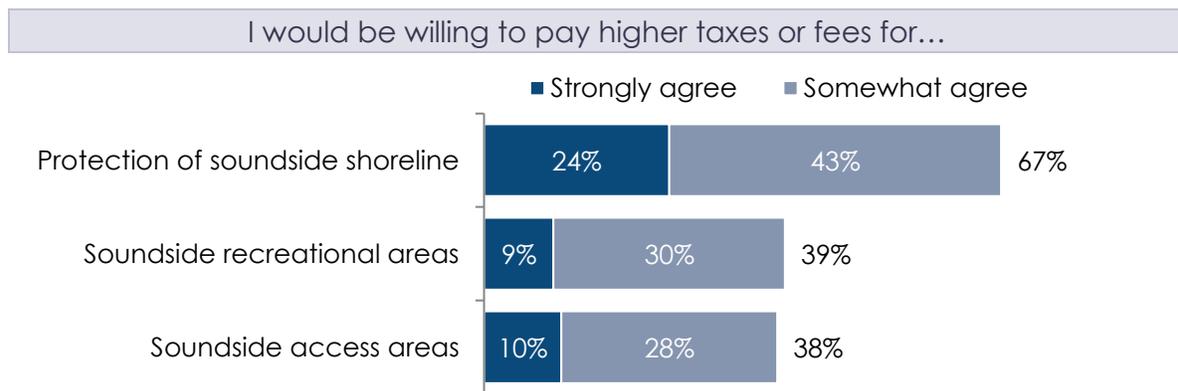


Water Management

In another part of the survey, respondents were asked if they would be willing to pay higher taxes to take several actions to protect and improve the soundside. Residents were most likely to support protecting the soundside shoreline: two-thirds of respondents strongly or somewhat agreed they would be willing to pay higher taxes or fees to that purpose. Conversely, only 4 in 10 expressed they would be willing to pay higher taxes or fees for recreational and/or access areas.

Disposition to pay higher taxes to protect the soundside shoreline was stronger among residents living in northwestern Nags Head and among those aged 54 than among their counterparts (see *Appendix D: Survey Results by Respondent Characteristics*).

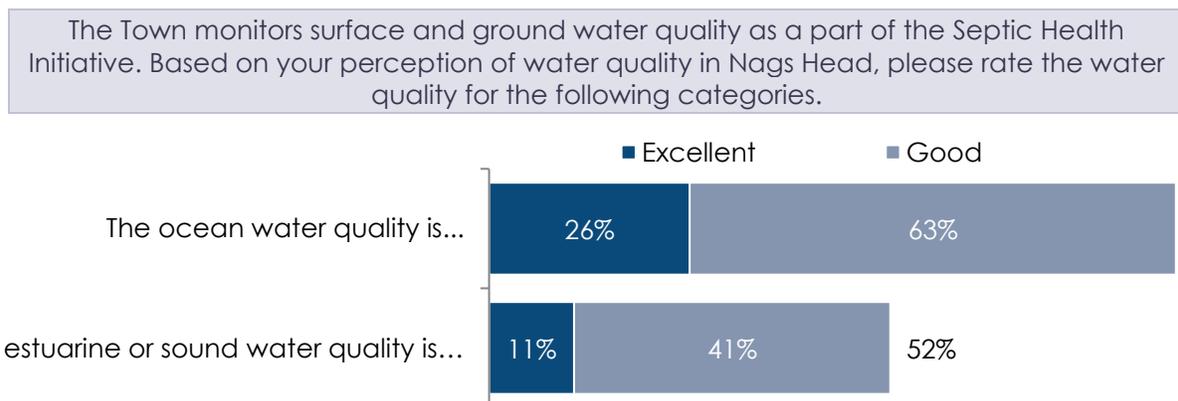
Figure 26: Soundside Conservation



Asked about water quality in Nags Head, 9 in 10 residents said the ocean water quality was excellent or good. Meanwhile, just half of the respondents thought the same about the estuarine or sound water quality.

Residents living in northwestern Nags Head tended to rate the estuarine water quality lower than residents in other zones of Town (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 27: Water Quality

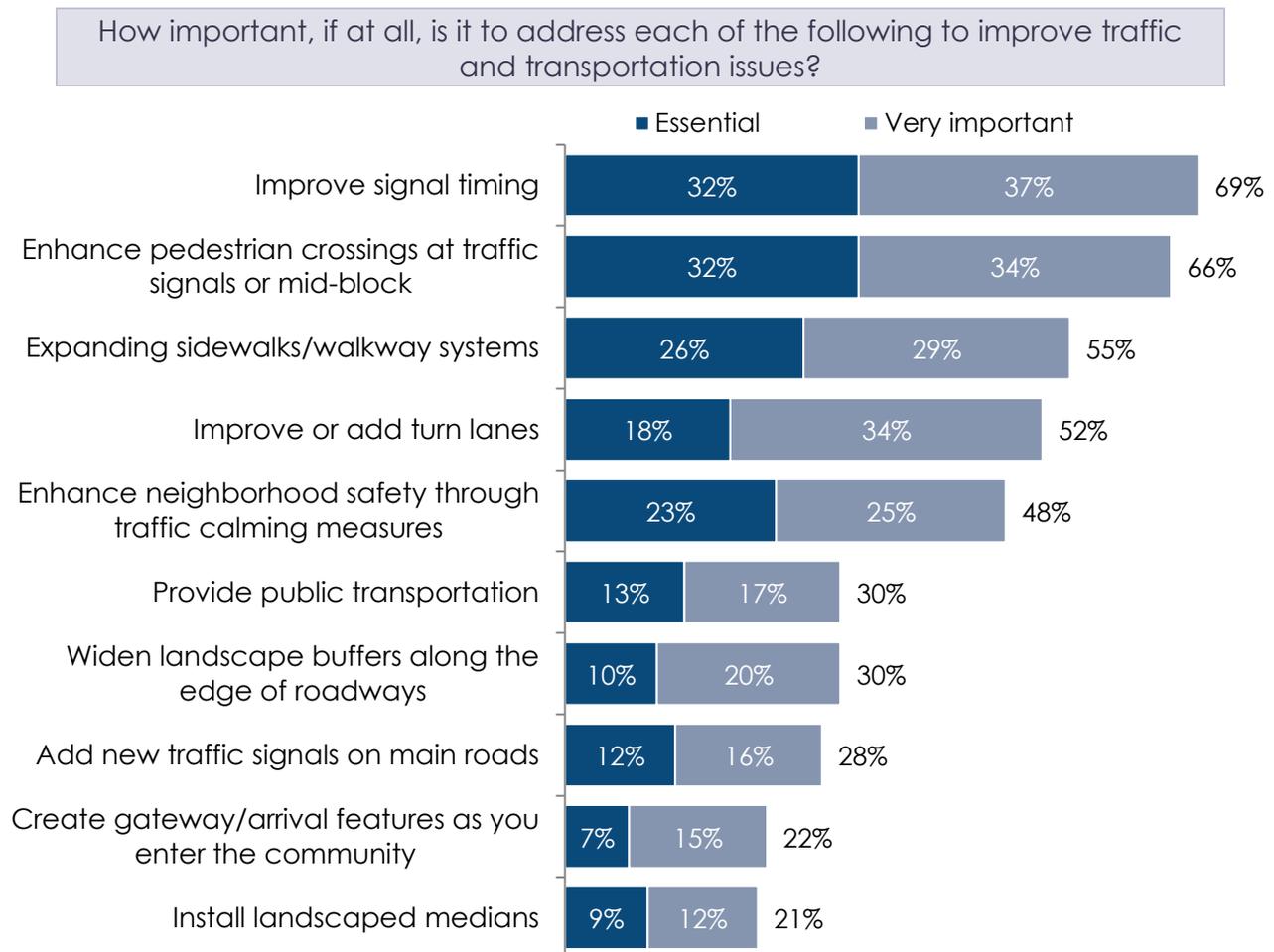


Traffic and Transportation

When discussing traffic and transportation, improving traffic signal timing and enhancing pedestrian crossings were deemed essential or very important by about two-thirds of respondents. About half of respondents considered it important to expand sidewalk systems, improve or add turn lanes, and enhance neighborhood safety through traffic calming measures. Finally, less than one-third of respondents deemed it essential or very important to provide public transportation, widen landscape buffers along the edge of roadways, add new traffic signals, create gateway/arrival features as you enter the community, or to install landscaped medians.

Residents who have been living in Town for less than two years tended to assign a higher level of importance to improved signal timing compared to those who had been in Nags Head for more time. Respondents who resided in southern Nags Head were more likely to attribute greater importance to the addition of new traffic signals than residents living elsewhere (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 28: Traffic and Transportation Priorities



Planning Department Performance

Residents were asked to rate their impressions of the Nags Head Planning Department, and about 8 in 10 rated the way the department treats all customers with respect, treats all customers equitably, and their level of responsiveness as excellent or good. About three-quarters praised their timeliness for handling situations.

Figure 29: Planning Department Evaluation



Note: More than 30% of respondents answered “don't know” when asked to rate each of the items.

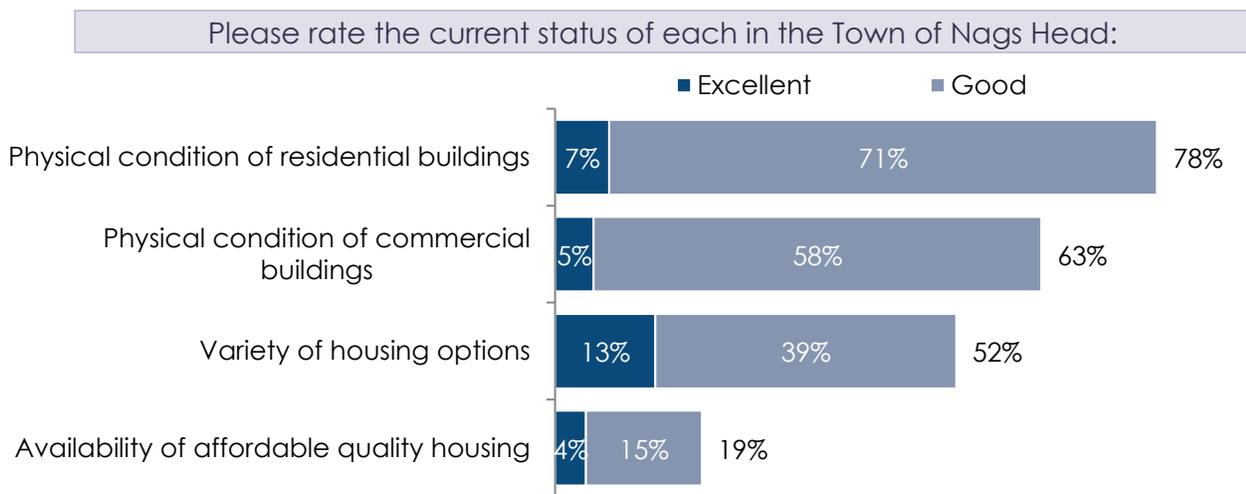
Housing Performance

Town leadership also asked survey participants to reveal their thoughts on the current status of Nags Head’s building conditions and housing options. Overall, residents felt strongly that the physical condition of residential buildings was positive, as 8 in 10 respondents rated it as excellent or good. Meanwhile, roughly two-thirds of respondents provided positive ratings for the physical condition of commercial buildings.

Housing options received comparatively lower ratings, as the variety of housing options was rated favorably by about half of respondents and the availability of affordable quality housing received positive evaluations from just one-fifth of residents.

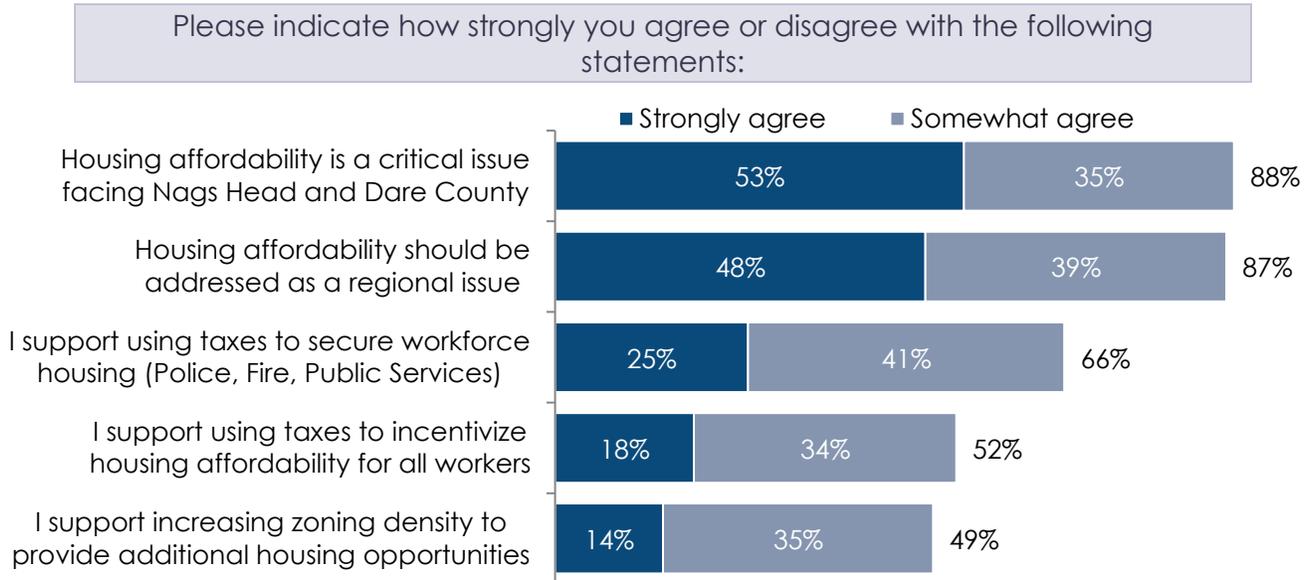
Residents living in northwestern Nags Head tended to give lower ratings to all aspects of building conditions and housing options than residents elsewhere in Town (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 30: Building Conditions and Housing Options



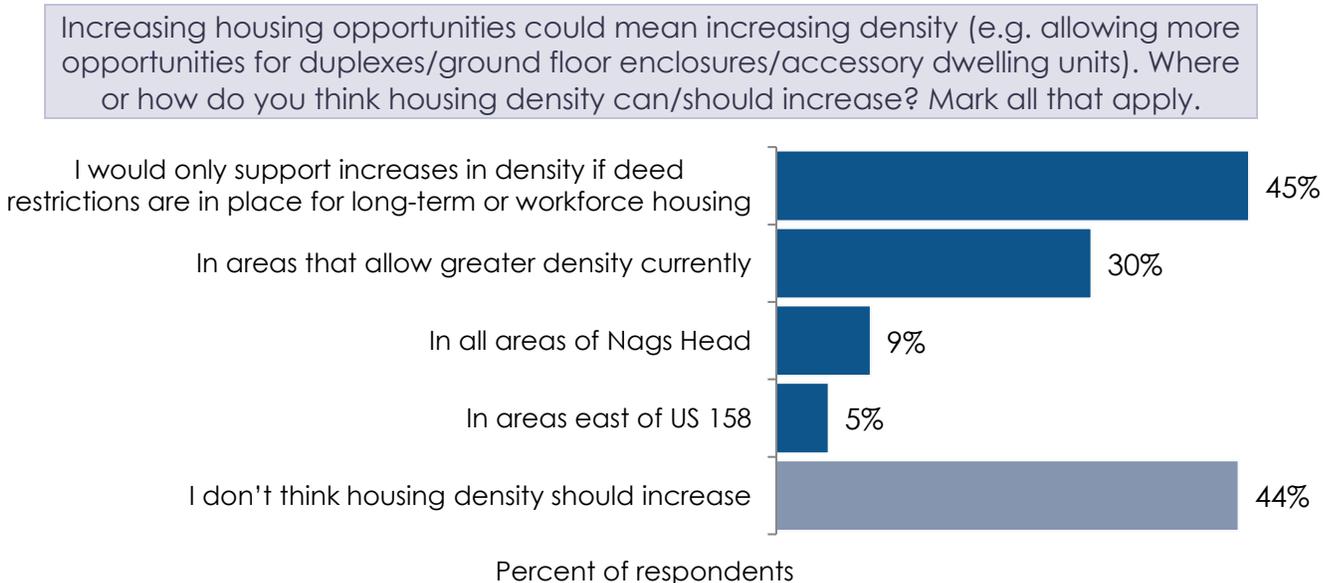
About 9 in 10 respondents agreed that housing affordability is a critical issue facing Nags Head and Dare County and that it should be addressed as a regional issue. Regarding the use of taxes for housing purposes, about two-thirds of respondents said they would support using taxes to secure workforce housing (Police, Fire, Public Services), while about half of residents supported using taxes to incentivize housing affordability for all workers. Finally, about half of respondents also supported the idea of increasing zoning density to provide additional housing opportunities.

Figure 31: Housing Affordability



Asked about where or how housing density could be increased, nearly half of respondents said they did not think housing density should be increased. Almost the same proportion said they would only support density increases if deed restrictions were in place for long-term or workforce housing.

Figure 32: Housing Density

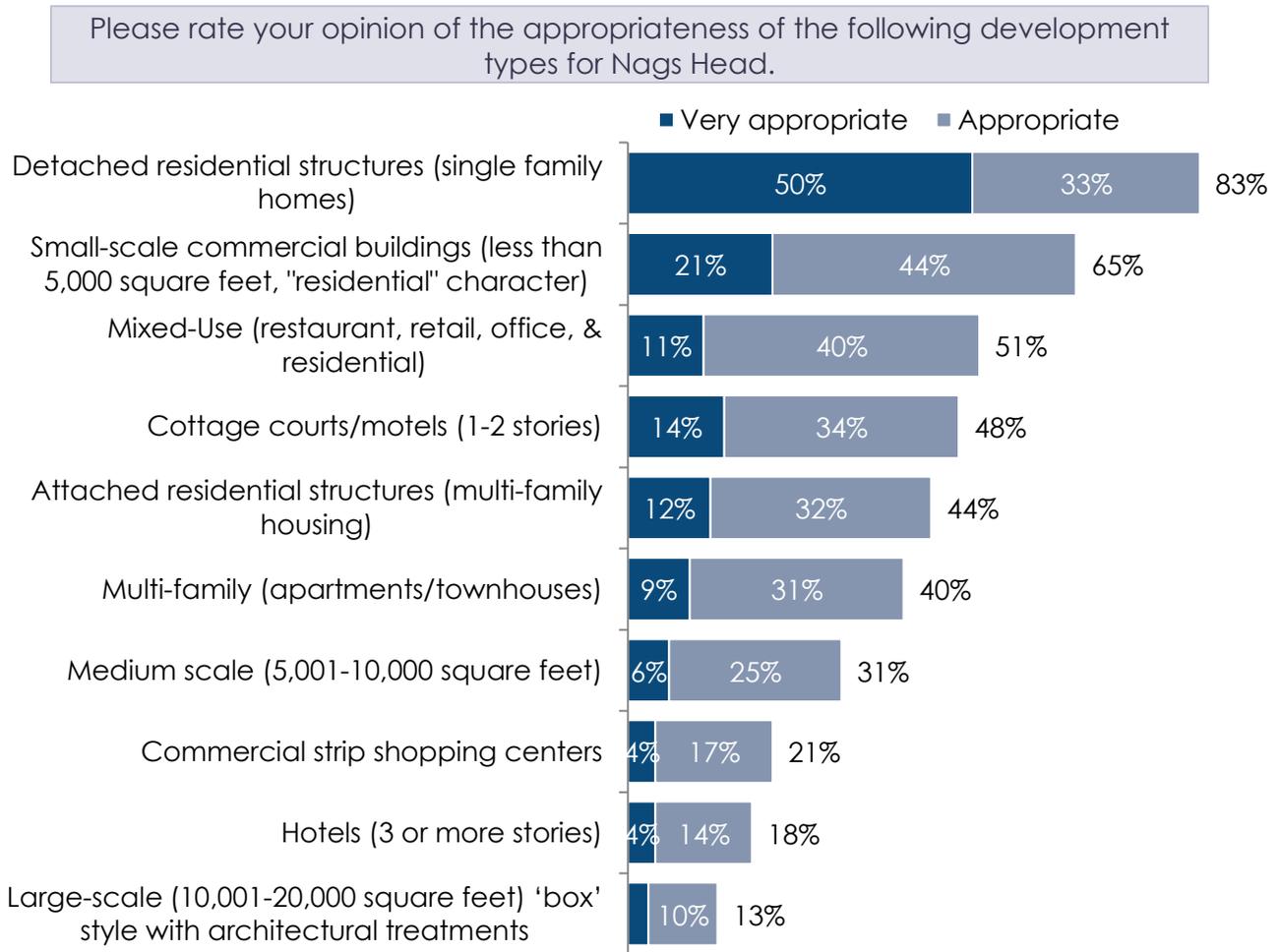


New Developments

Asked about the appropriateness of 10 different construction types for Nags Head, residents considered detached residential structures to be the most appropriate for the community, with 8 in 10 residents rating it as appropriate or very appropriate. Small-scale commercial buildings were considered appropriate by two-thirds of respondents, while mixed-use buildings and cottage courts/motels were considered appropriate by about one-half of respondents. Roughly 4 in 10 residents felt that attached residential structures and multi-families were appropriate for the Town of Nags Head, while about one-third supported medium scale buildings. The development types that were rated as least appropriate by residents were commercial strip shopping centers, hotels and large-scale ‘box’ style with architectural treatments, with 2 in 10 residents or less rating each of these as appropriate for Nags Head.

Hotels of three or more stories received comparatively more support from residents in the southeastern part of Nags Head than elsewhere in Town, while small-scale commercial buildings received higher ratings of appropriateness in the northeastern section of the Town in comparison with other areas (see *Appendix D: Survey Results by Respondent Characteristics*).

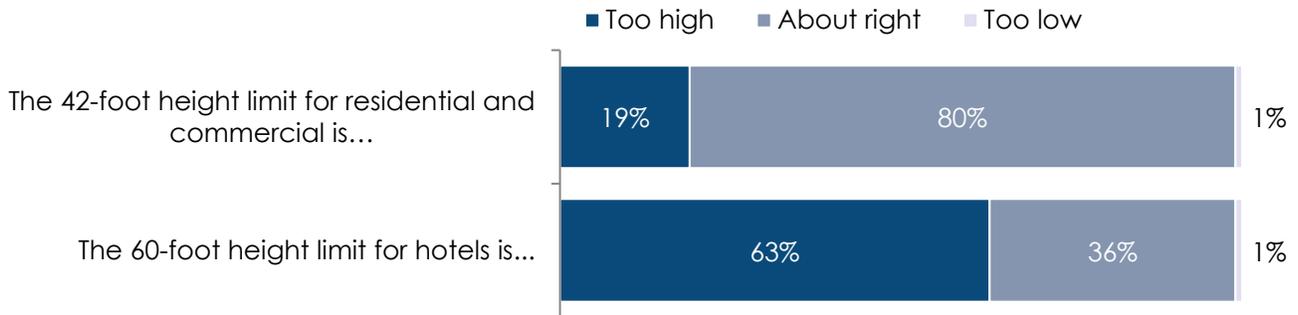
Figure 33: Development Types for Nags Head



The survey asked residents and homeowners about residential and commercial height limits. About 8 in 10 respondents said the 42-foot height limit for residential and commercial structures was about right, while only one-third supported the current 60-foot height limit for hotels; about two-thirds felt the hotel height limit was too high.

Figure 34: Height Limits

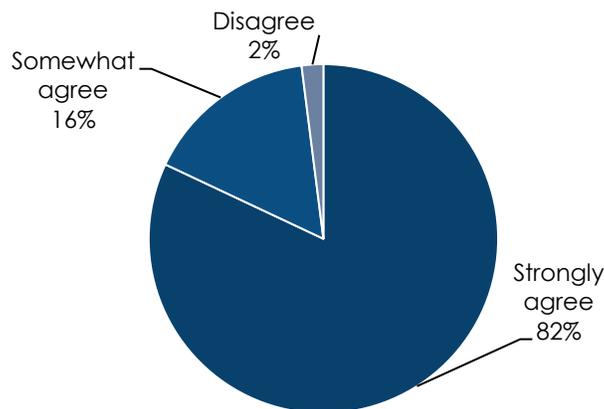
Currently the height limit for residential and most commercial structures is 42 feet, which allows for three stories. The Town has a hotel overlay district (west of NC 12, south of the Village at Nags Head to Whalebone Junction) where hotels of up to 60 feet are allowed. What's your opinion?



Eight in 10 respondents agreed that maintaining low building heights was an important factor in preserving the character of Nags Head. Levels of agreement with low building heights was evenly distributed among gender, age, length of residency, housing unit type and the household’s location within Nags Head (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 35: Building Heights and Town’s Character

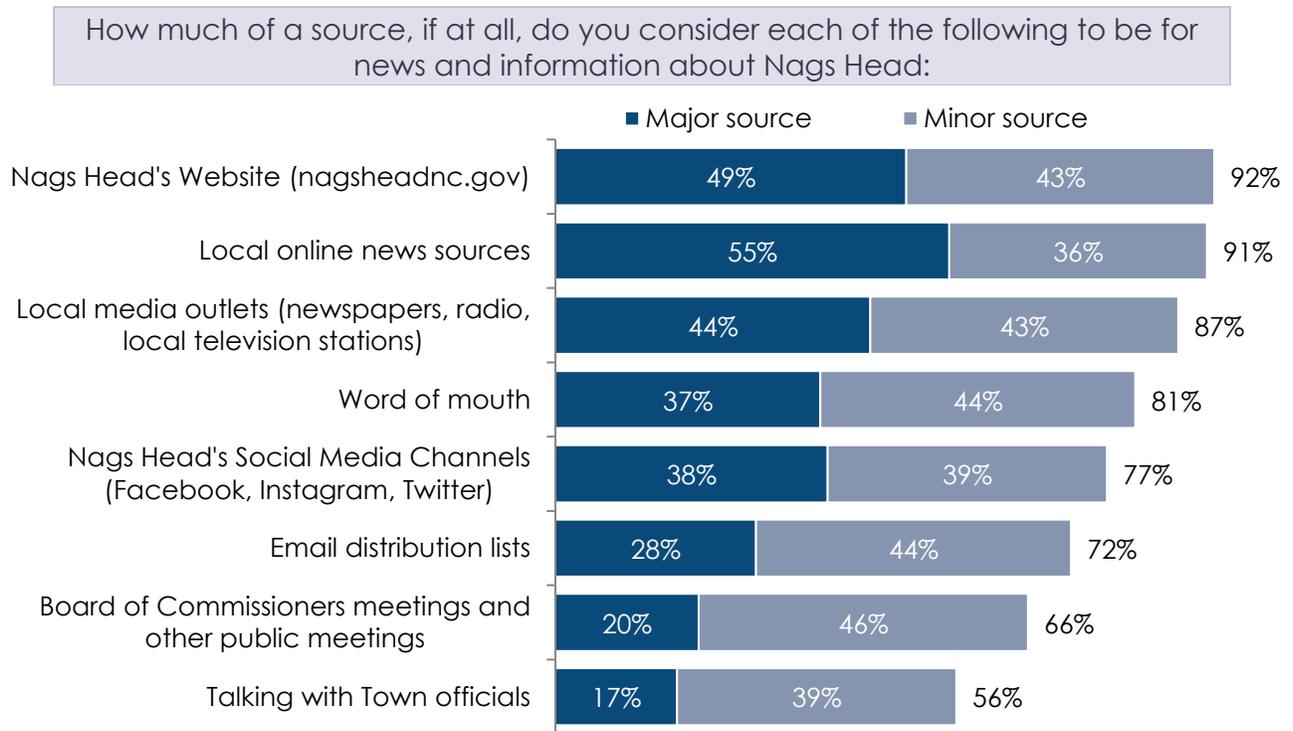
Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?



Information Sources

Nags Head's website, local media outlets, and local online news sources were considered a source (major or minor) for obtaining information about the community by 9 in 10 respondents. The next most-utilized sources of information were word-of-mouth and Nags Head's social media channels, with both being considered a source of information by about 8 in 10 respondents. Less frequently cited sources of information were email distribution lists and public meetings (about 7 in 10 respondents), as well as talking with Town officials (close to 6 in 10 respondents).

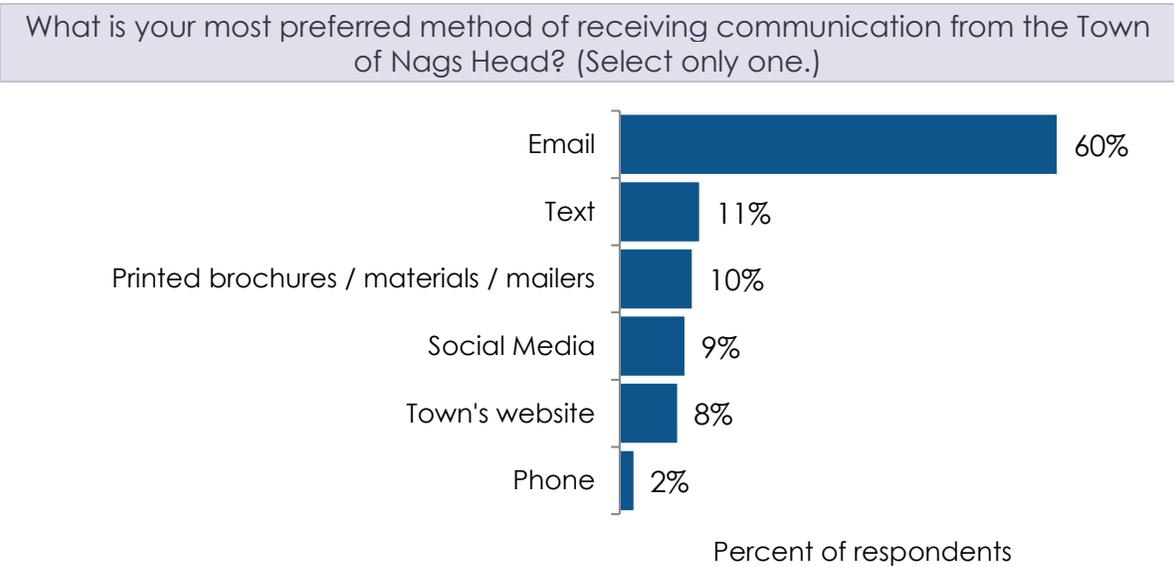
Figure 36: Sources of Information



When indicating their preferences for receiving communications from the Town of Nags Head, 6 in 10 residents selected email as their most-preferred method. The next most-preferred communication channels were text messages, printed brochures and mailers, social media, and the Town’s website, with about 1 in 10 respondents preferring each.

Residents that had lived in Nags Head for less than two years and were younger tended to prioritize social media more often than residents that had been in Town for longer periods or who were older (see *Appendix D: Survey Results by Respondent Characteristics*).

Figure 37: Preferred Channel of Communication with the Town



Appendix A: Respondent Characteristics

The following tables display the weighted demographic characteristics of those responding to the 2023 Community Survey including frequency and the number of respondents.

Table 1: Length of Residency

How many years have you lived or owned a property in Nags Head?	Percent of respondents	Number of respondents
Less than 2 years	6%	N=68
2-5 years	20%	N=205
6-10 years	19%	N=197
11-20 years	19%	N=198
More than 20 years	36%	N=383
Total	100%	N=1051

Table 2: Housing Unit Type

Which best describes the building you live in/own?	Percent of respondents	Number of respondents
Single family detached unit	74%	N=772
Duplex or townhouse	9%	N=89
Apartment or condominium	17%	N=181
Total	100%	N=1041

Table 3: Resident Status

Which of the following best describes your residential status in Nags Head?	Percent of respondents	Number of respondents
Year-round resident, renter	4%	N=40
Year-round resident, property owner	29%	N=308
Non-resident, property owner	41%	N=429
Part-time resident, owner	26%	N=275
Part-time resident, not owner	0%	N=0
Other	0%	N=1
Total	100%	N=1053

Table 4: Ethnicity

Are you of Hispanic, Latino/a/x, or Spanish origin?	Percent of respondents	Number of respondents
No	97%	N=976
Yes	3%	N=34
Total	100%	N=1010

Table 5: Respondent Race

What is your race? (Mark one or more races to indicate what race you consider yourself to be)	Percent of respondents	Number of respondents
American Indian or Alaskan Native	1%	N=11
Asian or Pacific Islander	2%	N=18
Black, African American	1%	N=7
White/Caucasian	96%	N=981
Other	2%	N=20

* Total may exceed 100% as respondents could select more than one option.

Table 6: Respondent Age

In which category is your age?	Percent of respondents	Number of respondents
18-24 years	1%	N=12
25-34 years	6%	N=60
35-44 years	9%	N=95
45-54 years	18%	N=184
55-64 years	22%	N=234
65-74 years	26%	N=273
75 years or older	17%	N=180
Total	100%	N=1039

Table 7: Respondent Gender

What is your gender?	Percent of respondents	Number of respondents
Woman	51%	N=521
Man	47%	N=489
Prefer not to respond	2%	N=22
Total	100%	N=1032

Appendix B: Complete Set of Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that include a “don’t know” response option, two tables for that question are provided: the first includes the “don’t know” responses and the second excludes the “don’t know” responses.

Table 8: Question 1 – Including No Opinion Responses

Please rate the following aspects of Nags Head government performance.	Excellent		Good		Fair		Poor		No Opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The overall direction Nags Head is moving	18%	N=191	57%	N=609	14%	N=149	3%	N=29	8%	N=88	100%	N=1066
The quality of the services provided by Nags Head	28%	N=302	58%	N=616	9%	N=100	0%	N=4	4%	N=40	100%	N=1063
The ease of accessing the services of Nags Head	27%	N=285	53%	N=553	12%	N=123	1%	N=13	7%	N=75	100%	N=1049
Communicating events, issues, and programs	27%	N=289	42%	N=449	17%	N=178	6%	N=68	7%	N=78	100%	N=1062
Providing opportunities for community engagement and involvement	21%	N=227	37%	N=389	21%	N=224	4%	N=46	16%	N=174	100%	N=1060

Table 9: Question 1 - Excluding No Opinion Responses

Please rate the following aspects of Nags Head government performance.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The overall direction Nags Head is moving	20%	N=191	62%	N=609	15%	N=149	3%	N=29	100%	N=978
The quality of the services provided by Nags Head	30%	N=302	60%	N=616	10%	N=100	0%	N=4	100%	N=1023
The ease of accessing the services of Nags Head	29%	N=285	57%	N=553	13%	N=123	1%	N=13	100%	N=973
Communicating events, issues, and programs	29%	N=289	46%	N=449	18%	N=178	7%	N=68	100%	N=985
Providing opportunities for community engagement and involvement	26%	N=227	44%	N=389	25%	N=224	5%	N=46	100%	N=886

Table 10: Question 2 - Including Unsure Responses

Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?	Percent of respondents	Number of respondents
Great value	15%	N=155
Good value	45%	N=476
Fair value	30%	N=316
Poor value	6%	N=68
Unsure	4%	N=37
Total	100%	N=1052

Table 11: Question 2 - Excluding Unsure Responses

Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?	Percent of respondents	Number of respondents
Great value	15%	N=155
Good value	47%	N=476
Fair value	31%	N=316
Poor value	7%	N=68
Total	100%	N=1015

Table 12: Question 3 - Importance

Below is a list of community attributes and functions. Please indicate the importance of each attribute/function towards the preservation and enhancement of Nags Head.	Essential		Very important		Somewhat important		Not important		Total	
	%	N	%	N	%	N	%	N	%	N
Preserving landscapes/vegetation	55%	N=571	36%	N=374	9%	N=90	0%	N=2	100%	N=1037
Maintaining recreational water quality	70%	N=740	27%	N=280	3%	N=29	0%	N=3	100%	N=1052
Preserving dark night skies	43%	N=442	37%	N=385	17%	N=179	3%	N=33	100%	N=1038
Providing public beach accesses	57%	N=603	33%	N=352	8%	N=89	1%	N=14	100%	N=1058
Maintaining community appearance	52%	N=544	41%	N=428	7%	N=76	0%	N=3	100%	N=1051
Providing parks/recreation areas	41%	N=428	44%	N=461	14%	N=147	2%	N=19	100%	N=1055
Providing events/cultural activities	19%	N=197	48%	N=500	29%	N=300	4%	N=46	100%	N=1043
Preserving Nags Head character	57%	N=602	34%	N=359	7%	N=74	2%	N=19	100%	N=1054
Providing sidewalks/paths	40%	N=428	44%	N=467	14%	N=147	2%	N=16	100%	N=1057
Enforcing codes	37%	N=384	46%	N=479	16%	N=169	2%	N=17	100%	N=1049
Regulating development/controlling density	66%	N=690	27%	N=284	6%	N=61	1%	N=9	100%	N=1043
Maintaining beautiful beaches	82%	N=863	16%	N=173	1%	N=14	0%	N=1	100%	N=1050
Promoting business/economy	34%	N=351	44%	N=457	20%	N=212	3%	N=28	100%	N=1048
Managing stormwater	59%	N=615	36%	N=376	5%	N=54	0%	N=5	100%	N=1050

Table 13: Question 3 - Success

How successful you feel the community has performed with respect to each attribute or function.	Excellent		Good		Fair		Poor		Total	
Preserving landscapes/vegetation	19%	N=170	63%	N=566	15%	N=133	3%	N=27	100%	N=896
Maintaining recreational water quality	22%	N=196	60%	N=526	15%	N=134	3%	N=24	100%	N=880
Preserving dark night skies	17%	N=155	48%	N=424	25%	N=220	10%	N=85	100%	N=883
Providing public beach accesses	45%	N=398	44%	N=397	10%	N=92	1%	N=6	100%	N=893
Maintaining community appearance	28%	N=245	60%	N=537	11%	N=95	1%	N=11	100%	N=888
Providing parks/recreation areas	36%	N=319	54%	N=479	9%	N=78	1%	N=12	100%	N=888
Providing events/cultural activities	20%	N=177	62%	N=545	16%	N=139	2%	N=16	100%	N=878
Preserving Nags Head character	20%	N=179	55%	N=491	20%	N=182	4%	N=34	100%	N=886
Providing sidewalks/paths	33%	N=294	51%	N=451	14%	N=128	1%	N=13	100%	N=886
Enforcing codes	16%	N=142	62%	N=532	18%	N=156	4%	N=35	100%	N=864
Regulating development/controlling density	13%	N=111	39%	N=341	34%	N=297	15%	N=129	100%	N=879
Maintaining beautiful beaches	40%	N=352	51%	N=452	8%	N=69	2%	N=15	100%	N=889
Promoting business/economy	14%	N=127	68%	N=607	15%	N=135	2%	N=21	100%	N=890
Managing stormwater	13%	N=114	54%	N=484	25%	N=226	7%	N=65	100%	N=889

Table 14: Question 4 - Including Don't Know Responses

How much of a priority, if at all, should each of the following be for Nags Head to address in the next two years?	High priority		Medium priority		Not a priority		Don't know		Total	
Traffic safety	70%	N=687	26%	N=251	4%	N=35	1%	N=5	100%	N=979
Maintaining and improving roads and infrastructure	53%	N=556	40%	N=415	7%	N=75	0%	N=2	100%	N=1048
Providing/incentivizing workforce housing	47%	N=494	37%	N=393	13%	N=137	3%	N=29	100%	N=1053
Preserving open space/protecting natural resources	72%	N=756	25%	N=264	2%	N=25	1%	N=5	100%	N=1050
Enhancing Nags Head sidewalks/paths	35%	N=371	52%	N=550	13%	N=138	0%	N=5	100%	N=1064
Providing more recreation opportunities/facilities	16%	N=174	54%	N=579	28%	N=296	1%	N=15	100%	N=1065
Increasing arts and cultural opportunities	12%	N=128	49%	N=520	36%	N=384	3%	N=27	100%	N=1059
Continuing shoreline management efforts	77%	N=815	18%	N=193	3%	N=29	2%	N=18	100%	N=1055
Maintaining/improving wastewater infrastructure	62%	N=659	34%	N=355	3%	N=28	2%	N=16	100%	N=1058
Monitoring/improving water quality	71%	N=748	27%	N=286	1%	N=16	1%	N=9	100%	N=1058
Improving drainage	64%	N=678	32%	N=342	3%	N=28	1%	N=14	100%	N=1062
Keeping the tax rate low	62%	N=665	32%	N=344	5%	N=54	0%	N=2	100%	N=1065

Table 15: Question 4 - Excluding Don't Know Responses

How much of a priority, if at all, should each of the following be for Nags Head to address in the next two years?	High priority		Medium priority		Not a priority		Total	
Traffic safety	71%	N=687	26%	N=251	4%	N=35	100%	N=974
Maintaining and improving roads and infrastructure	53%	N=556	40%	N=415	7%	N=75	100%	N=1045
Providing/incentivizing workforce housing	48%	N=494	38%	N=393	13%	N=137	100%	N=1024
Preserving open space/protecting natural resources	72%	N=756	25%	N=264	2%	N=25	100%	N=1044
Enhancing Nags Head sidewalks/paths	35%	N=371	52%	N=550	13%	N=138	100%	N=1059
Providing more recreation opportunities/facilities	17%	N=174	55%	N=579	28%	N=296	100%	N=1050
Increasing arts and cultural opportunities	12%	N=128	50%	N=520	37%	N=384	100%	N=1032
Continuing shoreline management efforts	79%	N=815	19%	N=193	3%	N=29	100%	N=1037
Maintaining/improving wastewater infrastructure	63%	N=659	34%	N=355	3%	N=28	100%	N=1042
Monitoring/improving water quality	71%	N=748	27%	N=286	1%	N=16	100%	N=1050
Improving drainage	65%	N=678	33%	N=342	3%	N=28	100%	N=1048
Keeping the tax rate low	63%	N=665	32%	N=344	5%	N=54	100%	N=1063

Table 16: Question 5

Have you contacted the Town recently (last 12 months)? If so, select all reasons that apply.	Percent of respondents	Number of respondents
Ask a question or get information	44%	N=467
Schedule or access a service	21%	N=219
Report an issue	14%	N=145
Make a complaint	4%	N=42
Turn on or off services	5%	N=51
Pull a building permit/plan review	12%	N=125
Haven't contacted	42%	N=438

Table 17: Question 6

Select all of the following departments you have had contact within the last 12 months:	Percent of respondents	Number of respondents
Fire	10%	N=64
Police	17%	N=106
Finance/Administration	19%	N=115
Water	34%	N=213
Human Resources	0%	N=3
Permitting / Code Enforcement	37%	N=227
Parks / Buildings and Grounds	9%	N=55
Sanitation	35%	N=218
Other	15%	N=94
Not applicable	2%	N=13

Table 18: Question 7 - Including No Opinion Responses

Please rate your customer service experience with the department you most recently had contact with:	Excellent		Good		Fair		Poor		No Opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Courtesy	60%	N=554	17%	N=154	3%	N=24	1%	N=6	20%	N=188	100%	N=927
Knowledge	55%	N=507	19%	N=175	4%	N=33	1%	N=13	21%	N=194	100%	N=921
Responsiveness	55%	N=508	17%	N=157	5%	N=43	2%	N=21	21%	N=189	100%	N=918
Timeliness of response	53%	N=484	19%	N=170	5%	N=44	3%	N=25	21%	N=193	100%	N=915
Overall impression	54%	N=495	19%	N=172	4%	N=41	3%	N=26	20%	N=185	100%	N=919

Table 19: Question 7 - Excluding No Opinion Responses

Please rate your customer service experience with the department you most recently had contact with:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Courtesy	75%	N=554	21%	N=154	3%	N=24	1%	N=6	100%	N=738
Knowledge	70%	N=507	24%	N=175	5%	N=33	2%	N=13	100%	N=727
Responsiveness	70%	N=508	21%	N=157	6%	N=43	3%	N=21	100%	N=729
Timeliness of response	67%	N=484	24%	N=170	6%	N=44	3%	N=25	100%	N=722
Overall impression	67%	N=495	23%	N=172	6%	N=41	4%	N=26	100%	N=734

Table 20: Question 8

Rate how important, if at all, you think it is for Nags Head to focus on the following digital modernization efforts	Essential		Very important		Somewhat important		Not important		Total	
	%	N	%	N	%	N	%	N	%	N
Offering more online services	19%	N=192	38%	N=381	34%	N=349	9%	N=90	100%	N=1013
Providing alternative means of communication (chat / text) to contact Nags Head	11%	N=110	30%	N=310	39%	N=405	21%	N=217	100%	N=1041
Reporting issues/problems electronically	21%	N=216	40%	N=416	30%	N=313	9%	N=94	100%	N=1040
Increasing public awareness of Nags Head news and alerts	28%	N=291	41%	N=429	28%	N=291	3%	N=33	100%	N=1045
Increasing online promotion of Nags Head news and alerts (e.g., blogs, email, text)	18%	N=192	34%	N=355	38%	N=398	9%	N=97	100%	N=1042
Improving online scheduling for Nags Head services	18%	N=183	40%	N=418	35%	N=360	8%	N=81	100%	N=1042
Improving Nags Head apps and websites to function better on mobile platforms	20%	N=206	36%	N=375	34%	N=351	11%	N=115	100%	N=1047
Maintaining a robust Town online GIS website	22%	N=227	41%	N=425	28%	N=289	9%	N=91	100%	N=1032

Table 21: Question 9

How likely would you participate in the following activities?	Very likely		Likely		Not likely		Total	
	%	N	%	N	%	N	%	N
Activities for the whole family	33%	N=349	38%	N=399	29%	N=304	100%	N=1052
Using meeting spaces for community groups	8%	N=82	19%	N=201	73%	N=766	100%	N=1050
Nature-based educational programs (birdwatching, nature tours, etc.)	19%	N=196	42%	N=435	40%	N=416	100%	N=1047
Outdoor adventure fitness programs (hiking, biking, paddling, etc.)	27%	N=284	43%	N=453	30%	N=316	100%	N=1052
Fitness programs	18%	N=188	41%	N=434	41%	N=431	100%	N=1053
Music programs	19%	N=197	42%	N=434	40%	N=412	100%	N=1044
Creative arts programs	12%	N=129	32%	N=330	56%	N=589	100%	N=1047
Therapeutic recreation	8%	N=86	32%	N=335	59%	N=619	100%	N=1040
Volunteer projects	12%	N=122	42%	N=445	46%	N=484	100%	N=1050
Landscaping/gardening education	14%	N=150	34%	N=358	51%	N=537	100%	N=1046
Pet activities	18%	N=188	22%	N=235	60%	N=630	100%	N=1053

Table 22: Question 10

Please indicate your level of interest in activities at the following locations	Not interested		Somewhat interested		Very interested		Total	
Town Park (Barnes Street)	35%	N=362	46%	N=476	18%	N=185	100%	N=1023
Whalebone Park (Across from Jennette's Pier)	30%	N=311	47%	N=491	22%	N=232	100%	N=1033
Skate Park (At the YMCA)	68%	N=708	22%	N=227	10%	N=106	100%	N=1042
Dog Park (227 Satterfield Landing Dr)	57%	N=598	27%	N=287	16%	N=163	100%	N=1049
Harvey Site Sound Access (6912 S Croatan Hwy)	45%	N=472	41%	N=431	14%	N=141	100%	N=1044
Nags Head Causeway Estuarine Access (7431 S Virginia Dare Trl)	40%	N=413	46%	N=480	14%	N=150	100%	N=1042
Dowdy Park (3005 S Croatan Hwy)	18%	N=191	32%	N=338	50%	N=525	100%	N=1054

Table 23: Question 11 - Including Don't Know Responses

How visible is the Nags Head Police Department in your neighborhood?	Percent of respondents	Number of respondents
Very visible	27%	N=273
Somewhat visible	52%	N=534
Not at all visible	13%	N=134
Don't know	8%	N=85
Total	100%	N=1026

Table 24: Question 11 - Excluding Don't Know Responses

How visible is the Nags Head Police Department in your neighborhood?	Percent of respondents	Number of respondents
Very visible	29%	N=273
Somewhat visible	57%	N=534
Not at all visible	14%	N=134
Total	100%	N=941

Table 25: Question 12 - Including No Opinion Responses

Please rate how well you think the Nags Head Police Department is doing at each of the following:	Excellent		Good		Fair		Poor		No Opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Preventing crime	27%	N=286	42%	N=445	9%	N=90	1%	N=9	21%	N=220	100%	N=1050
Making the community feel safe	32%	N=333	43%	N=454	8%	N=81	2%	N=19	16%	N=165	100%	N=1052
Responding quickly to citizens' calls for service	32%	N=339	24%	N=257	3%	N=36	1%	N=6	39%	N=412	100%	N=1049
Effectively solving crimes	14%	N=146	23%	N=238	7%	N=71	2%	N=18	55%	N=574	100%	N=1048
Caring about the well-being of the people they deal with	31%	N=320	33%	N=346	5%	N=53	2%	N=24	29%	N=305	100%	N=1048
Working with neighbors to solve neighborhood problems	20%	N=210	25%	N=258	6%	N=62	3%	N=27	47%	N=491	100%	N=1047
Traffic enforcement	25%	N=269	40%	N=427	13%	N=142	6%	N=66	14%	N=152	100%	N=1055

Table 26: Question 12 - Excluding No Opinion Responses

Please rate how well you think the Nags Head Police Department is doing at each of the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Preventing crime	34%	N=286	54%	N=445	11%	N=90	1%	N=9	100%	N=830
Making the community feel safe	38%	N=333	51%	N=454	9%	N=81	2%	N=19	100%	N=887
Responding quickly to citizens' calls for service	53%	N=339	40%	N=257	6%	N=36	1%	N=6	100%	N=637
Effectively solving crimes	31%	N=146	50%	N=238	15%	N=71	4%	N=18	100%	N=474
Caring about the well-being of the people they deal with	43%	N=320	47%	N=346	7%	N=53	3%	N=24	100%	N=743
Working with neighbors to solve neighborhood problems	38%	N=210	46%	N=258	11%	N=62	5%	N=27	100%	N=556
Traffic enforcement	30%	N=269	47%	N=427	16%	N=142	7%	N=66	100%	N=904

Table 27: Question 13 - Including No Opinion Responses

Please rate the Nags Head Police Department on the following:	Excellent		Good		Fair		Poor		No Opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Level of responsiveness	31%	N=327	23%	N=241	4%	N=37	0%	N=3	42%	N=439	100%	N=1046
Treating all residents with respect	34%	N=360	24%	N=252	3%	N=29	2%	N=25	36%	N=382	100%	N=1047
Treating all residents equitably	30%	N=315	22%	N=231	3%	N=31	2%	N=24	42%	N=444	100%	N=1045
Timeliness of handling situations	29%	N=297	24%	N=253	3%	N=34	2%	N=17	42%	N=439	100%	N=1041
Overall impression of police department professionalism	38%	N=395	31%	N=329	3%	N=34	2%	N=16	26%	N=275	100%	N=1049

Table 28: Question 13 - Excluding No Opinion Responses

Please rate the Nags Head Police Department on the following:	Excellent		Good		Fair		Poor		Total	
Level of responsiveness	54%	N=327	40%	N=241	6%	N=37	1%	N=3	100%	N=608
Treating all residents with respect	54%	N=360	38%	N=252	4%	N=29	4%	N=25	100%	N=665
Treating all residents equitably	52%	N=315	38%	N=231	5%	N=31	4%	N=24	100%	N=601
Timeliness of handling situations	49%	N=297	42%	N=253	6%	N=34	3%	N=17	100%	N=602
Overall impression of police department professionalism	51%	N=395	42%	N=329	4%	N=34	2%	N=16	100%	N=774

Table 29: Question 14- Including Not Sure Responses

Please rate how much of a problem, if at all, you feel each of the following is in the Town of Nags Head.	Not a problem		Minor problem		Moderate problem		Major problem		Not sure		Total	
Traffic speeding	7%	N=76	26%	N=274	36%	N=376	25%	N=262	5%	N=54	100%	N=1043
Stop sign/red light violations	11%	N=120	24%	N=254	29%	N=309	26%	N=268	9%	N=98	100%	N=1048
Violent crime	29%	N=303	29%	N=304	6%	N=64	1%	N=10	35%	N=367	100%	N=1048
Drugs	9%	N=93	16%	N=168	23%	N=244	18%	N=193	34%	N=355	100%	N=1052
Youth crimes	9%	N=93	23%	N=244	19%	N=201	4%	N=40	45%	N=472	100%	N=1049
Vandalism and property crimes	9%	N=96	25%	N=267	27%	N=280	9%	N=91	30%	N=317	100%	N=1051
Theft	8%	N=83	23%	N=244	27%	N=283	7%	N=74	35%	N=362	100%	N=1047

Table 30: Question 14- Excluding Not Sure Responses

Please rate how much of a problem, if at all, you feel each of the following is in the Town of Nags Head.	Not a problem		Minor problem		Moderate problem		Major problem		Total	
Traffic speeding	8%	N=76	28%	N=274	38%	N=376	27%	N=262	100%	N=989
Stop sign/red light violations	13%	N=120	27%	N=254	33%	N=309	28%	N=268	100%	N=950
Violent crime	44%	N=303	45%	N=304	9%	N=64	1%	N=10	100%	N=681
Drugs	13%	N=93	24%	N=168	35%	N=244	28%	N=193	100%	N=698
Youth crimes	16%	N=93	42%	N=244	35%	N=201	7%	N=40	100%	N=578
Vandalism and property crimes	13%	N=96	36%	N=267	38%	N=280	12%	N=91	100%	N=734
Theft	12%	N=83	36%	N=244	41%	N=283	11%	N=74	100%	N=685

Table 31: Question 15 - Including Not Sure Responses

How satisfied are you with the following aspects of the Nags Head Fire Department?	Very satisfied		Somewhat satisfied		Not satisfied		Not sure		Total	
	%	N	%	N	%	N	%	N	%	N
Community Risk Reduction (e.g., fire prevention, public education)	43%	N=449	14%	N=150	1%	N=8	42%	N=433	100%	N=1040
Responsiveness (emergency and non-emergency)	55%	N=569	7%	N=76	0%	N=3	38%	N=394	100%	N=1042
Accessibility and availability	57%	N=597	8%	N=88	0%	N=2	34%	N=357	100%	N=1043
Caring for those they serve	56%	N=581	7%	N=73	0%	N=3	37%	N=380	100%	N=1037
Collaboration in working with individuals and/or community groups	42%	N=434	9%	N=93	1%	N=6	49%	N=503	100%	N=1037

Table 32: Question 15 - Excluding Not Sure Responses

How satisfied are you with the following aspects of the Nags Head Fire Department?	Very satisfied		Somewhat satisfied		Not satisfied		Total	
	%	N	%	N	%	N	%	N
Community Risk Reduction (e.g., fire prevention, public education)	74%	N=449	25%	N=150	1%	N=8	100%	N=607
Responsiveness (emergency and non-emergency)	88%	N=569	12%	N=76	0%	N=3	100%	N=648
Accessibility and availability	87%	N=597	13%	N=88	0%	N=2	100%	N=686
Caring for those they serve	88%	N=581	11%	N=73	0%	N=3	100%	N=657
Collaboration in working with individuals and/or community groups	81%	N=434	17%	N=93	1%	N=6	100%	N=533

Table 33: Question 16 - Including Don't Know Responses

In your opinion, how engaged is the Nags Head Fire Department in the community?	Percent of respondents	Number of respondents
Very engaged	36%	N=367
Somewhat engaged	24%	N=251
Not at all engaged	2%	N=20
Don't know	38%	N=390
Total	100%	N=1028

Table 34: Question 16 - Excluding Don't Know Responses

In your opinion, how engaged is the Nags Head Fire Department in the community?	Percent of respondents	Number of respondents
Very engaged	57%	N=367
Somewhat engaged	39%	N=251
Not at all engaged	3%	N=20
Total	100%	N=638

Table 35: Question 17 - Including No Opinion Responses

Please rate the Nags Head Fire Department on the following:	Excellent		Good		Fair		Poor		No Opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Level of responsiveness	45%	N=470	13%	N=139	1%	N=10	0%	N=3	40%	N=419	100%	N=1042
Trust and confidence	46%	N=475	17%	N=176	1%	N=8	0%	N=5	36%	N=379	100%	N=1042
Compassionate in their interactions	41%	N=428	15%	N=152	1%	N=7	0%	N=1	43%	N=448	100%	N=1037
Timeliness of handling situations	42%	N=436	15%	N=155	1%	N=11	0%	N=2	42%	N=436	100%	N=1040
Overall impression of fire department professionalism	48%	N=495	19%	N=195	1%	N=7	0%	N=2	33%	N=343	100%	N=1041

Table 36: Question 17 - Excluding No Opinion Responses

Please rate the Nags Head Fire Department on the following:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Level of responsiveness	76%	N=470	22%	N=139	2%	N=10	0%	N=3	100%	N=623
Trust and confidence	72%	N=475	26%	N=176	1%	N=8	1%	N=5	100%	N=664
Compassionate in their interactions	73%	N=428	26%	N=152	1%	N=7	0%	N=1	100%	N=588
Timeliness of handling situations	72%	N=436	26%	N=155	2%	N=11	0%	N=2	100%	N=605
Overall impression of fire department professionalism	71%	N=495	28%	N=195	1%	N=7	0%	N=2	100%	N=699

Table 37: Question 18 - Including No Opinion Responses

Regarding Nags Head Ocean Rescue, please indicate how strongly you agree or disagree with the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
More service is needed before Memorial Day	13%	N=132	40%	N=413	17%	N=174	6%	N=58	25%	N=258	100%	N=1035
More service is needed after Labor Day	16%	N=167	42%	N=437	15%	N=151	4%	N=46	22%	N=232	100%	N=1032
Nags Head needs more fixed lifeguard stands	24%	N=249	37%	N=383	15%	N=156	5%	N=50	19%	N=198	100%	N=1034
Nags Head needs more roving patrols	16%	N=166	38%	N=397	20%	N=210	6%	N=59	20%	N=204	100%	N=1035
The beach driving season is too long	15%	N=152	18%	N=188	17%	N=177	18%	N=187	32%	N=329	100%	N=1033
The current service is excellent	36%	N=370	44%	N=452	4%	N=43	1%	N=8	16%	N=164	100%	N=1037

Table 38: Question 18 - Excluding No Opinion Responses

Regarding Nags Head Ocean Rescue, please indicate how strongly you agree or disagree with the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
More service is needed before Memorial Day	17%	N=132	53%	N=413	22%	N=174	8%	N=58	100%	N=777
More service is needed after Labor Day	21%	N=167	55%	N=437	19%	N=151	6%	N=46	100%	N=800
Nags Head needs more fixed lifeguard stands	30%	N=249	46%	N=383	19%	N=156	6%	N=50	100%	N=836
Nags Head needs more roving patrols	20%	N=166	48%	N=397	25%	N=210	7%	N=59	100%	N=831
The beach driving season is too long	22%	N=152	27%	N=188	25%	N=177	27%	N=187	100%	N=704
The current service is excellent	42%	N=370	52%	N=452	5%	N=43	1%	N=8	100%	N=873

Table 39: Question 19 - Including No Opinion Responses

Please rate each of the following related to Nags Head sanitation services.	Excellent		Good		Fair		Poor		No Opinion		Total	
Overall quality of trash service	55%	N=576	37%	N=385	4%	N=40	1%	N=13	3%	N=29	100%	N=1043
Overall quality of recycling service	25%	N=256	22%	N=229	12%	N=127	17%	N=180	23%	N=242	100%	N=1035
Community cleanliness	35%	N=362	48%	N=498	14%	N=146	1%	N=10	3%	N=27	100%	N=1043

Table 40: Question 19 - Excluding No Opinion Responses

Please rate each of the following related to Nags Head sanitation services.	Excellent		Good		Fair		Poor		Total	
Overall quality of trash service	57%	N=576	38%	N=385	4%	N=40	1%	N=13	100%	N=1014
Overall quality of recycling service	32%	N=256	29%	N=229	16%	N=127	23%	N=180	100%	N=793
Community cleanliness	36%	N=362	49%	N=498	14%	N=146	1%	N=10	100%	N=1016

Table 41: Question 20

The Town offers curbside bulk waste services from October 1 to April 30. From May 1 to September 30, the Town has a bulk waste yard where large items and vegetative debris can be taken. Please indicate your opinion:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
The current program is working well	43%	N=436	45%	N=454	10%	N=106	1%	N=15	100%	N=1011
Debris sits out on the curb too long. I would prefer two or three curbside collections a year instead of an open-ended system.	17%	N=169	31%	N=310	32%	N=315	19%	N=192	100%	N=986
The bulk waste yard should be open minimum five days a week/on weekends	31%	N=309	46%	N=463	19%	N=186	4%	N=43	100%	N=1001

Table 42: Question 21

Would you be interested in a Town-sponsored composting program?	Percent of respondents	Number of respondents
Yes	33%	N=322
No	67%	N=661
Total	100%	N=982

Table 43: Question 22 - Including No Opinion Responses

Please rate the Nags Head Planning Department on the following:	Excellent		Good		Fair		Poor		No Opinion		Total	
Level of responsiveness	11%	N=114	21%	N=212	7%	N=72	2%	N=21	59%	N=613	100%	N=1032
Treating all customers with respect	12%	N=129	20%	N=206	5%	N=56	1%	N=15	61%	N=630	100%	N=1035
Treating all customers equitably	11%	N=115	19%	N=194	5%	N=52	3%	N=31	62%	N=641	100%	N=1033
Timeliness of handling situations	10%	N=107	19%	N=197	7%	N=75	3%	N=28	61%	N=625	100%	N=1032

Table 44: Question 22 - Excluding No Opinion Responses

Please rate the Nags Head Planning Department on the following:	Excellent		Good		Fair		Poor		Total	
Level of responsiveness	27%	N=114	51%	N=212	17%	N=72	5%	N=21	100%	N=419
Treating all customers with respect	32%	N=129	51%	N=206	14%	N=56	4%	N=15	100%	N=406
Treating all customers equitably	29%	N=115	49%	N=194	13%	N=52	8%	N=31	100%	N=392
Timeliness of handling situations	26%	N=107	48%	N=197	18%	N=75	7%	N=28	100%	N=407

Table 45: Question 23 - Including Don't Know Responses

How important, if at all, is it to address each of the following to improve traffic and transportation issues?	Essential		Very important		Somewhat important		Not important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Add new traffic signals on main roads	10%	N=107	14%	N=147	30%	N=306	35%	N=359	10%	N=101	100%	N=1019
Improve signal timing	30%	N=312	35%	N=363	22%	N=229	7%	N=71	5%	N=56	100%	N=1032
Expanding sidewalks/walkway systems	25%	N=257	28%	N=290	32%	N=328	12%	N=124	4%	N=37	100%	N=1035
Install landscaped medians	8%	N=81	11%	N=116	31%	N=324	41%	N=421	9%	N=95	100%	N=1037
Widen landscape buffers along the edge of roadways	9%	N=89	18%	N=183	35%	N=361	28%	N=289	11%	N=111	100%	N=1033
Create gateway/arrival features as you enter the community	6%	N=64	14%	N=147	27%	N=277	45%	N=463	8%	N=85	100%	N=1037
Improve or add turn lanes	18%	N=182	32%	N=333	32%	N=331	13%	N=140	5%	N=49	100%	N=1036
Enhance pedestrian crossings at traffic signals or mid-block	31%	N=317	33%	N=342	24%	N=250	8%	N=84	4%	N=42	100%	N=1035
Enhance neighborhood safety through traffic calming measures	20%	N=204	22%	N=229	30%	N=312	15%	N=159	13%	N=134	100%	N=1038
Provide public transportation	12%	N=122	14%	N=150	27%	N=276	34%	N=357	13%	N=135	100%	N=1039

Table 46: Question 23 - Excluding Don't Know Responses

How important, if at all, is it to address each of the following to improve traffic and transportation issues?	Essential		Very important		Somewhat important		Not important		Total	
	%	N	%	N	%	N	%	N	%	N
Add new traffic signals on main roads	12%	N=107	16%	N=147	33%	N=306	39%	N=359	100%	N=918
Improve signal timing	32%	N=312	37%	N=363	23%	N=229	7%	N=71	100%	N=976
Expanding sidewalks/walkway systems	26%	N=257	29%	N=290	33%	N=328	12%	N=124	100%	N=999
Install landscaped medians	9%	N=81	12%	N=116	34%	N=324	45%	N=421	100%	N=941
Widen landscape buffers along the edge of roadways	10%	N=89	20%	N=183	39%	N=361	31%	N=289	100%	N=922
Create gateway/arrival features as you enter the community	7%	N=64	15%	N=147	29%	N=277	49%	N=463	100%	N=951
Improve or add turn lanes	18%	N=182	34%	N=333	34%	N=331	14%	N=140	100%	N=986
Enhance pedestrian crossings at traffic signals or mid-block	32%	N=317	34%	N=342	25%	N=250	9%	N=84	100%	N=993
Enhance neighborhood safety through traffic calming measures	23%	N=204	25%	N=229	35%	N=312	18%	N=159	100%	N=904
Provide public transportation	13%	N=122	17%	N=150	31%	N=276	39%	N=357	100%	N=905

Table 47: Question 24

Are you familiar with the Town's Septic Health Initiative?	Percent of respondents	Number of respondents
Yes	48%	N=502
No	52%	N=552

Table 48: Question 25

If so, have you used this service?	Percent of respondents	Number of respondents
Yes	55%	N=274
No	45%	N=227
Total	100%	N=501

Table 49: Question 26 - Including Unsure Responses

The Town monitors surface and ground water quality as a part of the Septic Health Initiative. Based on your perception of water quality in Nags Head, please rate the water quality for the following categories.	Excellent		Good		Fair		Poor		Unsure		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The ocean water quality is...	24%	N=248	58%	N=602	9%	N=94	0%	N=5	9%	N=91	100%	N=1040
The estuarine or sound water quality is	9%	N=93	34%	N=351	24%	N=248	15%	N=160	18%	N=185	100%	N=1038

Table 50: Question 26 - Excluding Unsure Responses

The Town monitors surface and ground water quality as a part of the Septic Health Initiative. Based on your perception of water quality in Nags Head, please rate the water quality for the following categories.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The ocean water quality is...	26%	N=248	63%	N=602	10%	N=94	1%	N=5	100%	N=950
The estuarine or sound water quality is	11%	N=93	41%	N=351	29%	N=248	19%	N=160	100%	N=853

Table 51: Question 27

Please rate your opinion of the appropriateness of the following development types for Nags Head.	Very appropriate		Appropriate		Neutral		Inappropriate		Very inappropriate		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Detached residential structures (single family homes)	50%	N=517	33%	N=341	14%	N=142	3%	N=32	1%	N=8	100%	N=1038
Attached residential structures (multi-family housing)	12%	N=125	32%	N=328	31%	N=320	16%	N=160	10%	N=99	100%	N=1031
Small-scale commercial buildings (less than 5,000 square feet, "residential" character, pitched roofs)	21%	N=223	44%	N=460	25%	N=259	6%	N=58	4%	N=40	100%	N=1040
Medium scale (5,001-10,000 square feet)	6%	N=65	25%	N=257	39%	N=403	20%	N=210	9%	N=91	100%	N=1027
Large-scale (10,001-20,000 square feet) 'box' style with architectural treatments (roof 'facades')	3%	N=34	10%	N=99	26%	N=268	31%	N=315	30%	N=303	100%	N=1019
Commercial strip shopping centers	4%	N=40	17%	N=178	33%	N=337	26%	N=266	20%	N=205	100%	N=1026
Mixed-Use (restaurant, retail, office, & residential)	11%	N=110	40%	N=406	33%	N=335	12%	N=125	5%	N=53	100%	N=1028
Multi-family (apartments/townhouses)	9%	N=97	31%	N=325	28%	N=296	19%	N=198	12%	N=123	100%	N=1039
Cottage courts/motels (1-2 stories)	14%	N=145	34%	N=355	32%	N=338	11%	N=117	8%	N=85	100%	N=1040
Hotels (3 or more stories)	4%	N=41	14%	N=149	23%	N=237	31%	N=323	28%	N=292	100%	N=1043

Table 52: Question 28

Currently the height limit for residential and most commercial structures is 42 feet, which allows for three stories. The Town has a hotel overlay district (west of NC 12, south of the Village at Nags Head to Whalebone Junction) where hotels of up to 60 feet are allowed. What's your opinion?	Much too high		Too high		About right		Too low		Much too low		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The 60-foot height limit for hotels is...	34%	N=362	29%	N=302	36%	N=375	0%	N=4	1%	N=6	100%	N=1049
The 42-foot height limit for residential and commercial is	7%	N=69	12%	N=123	80%	N=836	1%	N=15	0%	N=3	100%	N=1047

Table 53: Question 29

Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?	Percent of respondents	Number of respondents
Strongly agree	81%	N=850
Somewhat agree	16%	N=167
Somewhat disagree	1%	N=9
Strongly disagree	1%	N=7
No opinion	2%	N=20
Total	100%	N=1054

Table 54: Question 30 - Including No Opinion Responses

Please agree or disagree if the following issues are a problem in Nags Head.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		No opinion		Total	
Abandoned property	10%	N=106	23%	N=238	22%	N=226	17%	N=180	28%	N=292	100%	N=1042
Abandoned vehicles	8%	N=80	13%	N=130	23%	N=235	22%	N=226	35%	N=366	100%	N=1037
Commercial property maintenance	10%	N=108	31%	N=326	24%	N=251	12%	N=120	22%	N=233	100%	N=1039
Residential property maintenance	12%	N=122	29%	N=298	29%	N=302	13%	N=136	17%	N=180	100%	N=1037
Over-occupancy of vacation rentals	35%	N=360	34%	N=353	12%	N=125	5%	N=51	15%	N=153	100%	N=1043
Septic failures	12%	N=128	16%	N=170	15%	N=156	5%	N=56	51%	N=532	100%	N=1043
Illegal signs	7%	N=71	15%	N=157	19%	N=199	9%	N=98	50%	N=515	100%	N=1039
Trash	12%	N=129	34%	N=358	26%	N=272	11%	N=114	16%	N=172	100%	N=1046
Overgrowth of vegetation	9%	N=98	26%	N=273	30%	N=314	14%	N=145	20%	N=212	100%	N=1042
Residential light spillover/glare onto adjacent properties	20%	N=209	29%	N=303	17%	N=177	7%	N=78	27%	N=280	100%	N=1046
Illegal duplexes/apartments	14%	N=147	18%	N=187	16%	N=162	8%	N=86	44%	N=461	100%	N=1042

Table 55: Question 30 - Excluding No Opinion Responses

Please agree or disagree if the following issues are a problem in Nags Head.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
Abandoned property	14%	N=106	32%	N=238	30%	N=226	24%	N=180	100%	N=750
Abandoned vehicles	12%	N=80	19%	N=130	35%	N=235	34%	N=226	100%	N=671
Commercial property maintenance	13%	N=108	41%	N=326	31%	N=251	15%	N=120	100%	N=805
Residential property maintenance	14%	N=122	35%	N=298	35%	N=302	16%	N=136	100%	N=858
Over-occupancy of vacation rentals	40%	N=360	40%	N=353	14%	N=125	6%	N=51	100%	N=889
Septic failures	25%	N=128	33%	N=170	31%	N=156	11%	N=56	100%	N=511
Illegal signs	14%	N=71	30%	N=157	38%	N=199	19%	N=98	100%	N=524
Trash	15%	N=129	41%	N=358	31%	N=272	13%	N=114	100%	N=874
Overgrowth of vegetation	12%	N=98	33%	N=273	38%	N=314	17%	N=145	100%	N=830
Residential light spillover/glare onto adjacent properties	27%	N=209	40%	N=303	23%	N=177	10%	N=78	100%	N=766
Illegal duplexes/apartments	25%	N=147	32%	N=187	28%	N=162	15%	N=86	100%	N=581

Table 56: Question 31 - Including No Opinion Responses

Please rate the current status of each in the Town of Nags Head:	Excellent		Good		Fair		Poor		No Opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Variety of housing options	12%	N=120	34%	N=353	26%	N=275	16%	N=168	12%	N=127	100%	N=1043
Availability of affordable quality housing	3%	N=33	13%	N=133	22%	N=231	46%	N=476	16%	N=172	100%	N=1044
Physical condition of commercial buildings	5%	N=48	52%	N=549	31%	N=322	3%	N=32	9%	N=95	100%	N=1047
Physical condition of residential buildings	7%	N=71	66%	N=689	18%	N=193	1%	N=13	8%	N=81	100%	N=1047

Table 57: Question 31 - Excluding No Opinion Responses

Please rate the current status of each in the Town of Nags Head:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Variety of housing options	13%	N=120	39%	N=353	30%	N=275	18%	N=168	100%	N=916
Availability of affordable quality housing	4%	N=33	15%	N=133	26%	N=231	55%	N=476	100%	N=872
Physical condition of commercial buildings	5%	N=48	58%	N=549	34%	N=322	3%	N=32	100%	N=952
Physical condition of residential buildings	7%	N=71	71%	N=689	20%	N=193	1%	N=13	100%	N=966

Table 58: Question 32

Increasing housing opportunities could mean increasing density (e.g. allowing more opportunities for duplexes/ground floor enclosures/accessory dwelling units). Where or how do you think housing density can/should increase?	Percent of respondents	Number of respondents
In areas east of US 158	5%	N=49
In all areas of Nags Head	9%	N=88
In areas that allow greater density currently	30%	N=307
I don't think housing density should increase	44%	N=460
I would only support increases in density if deed restrictions are in place for long-term or workforce housing	45%	N=465

Table 59: Question 33 - Including No Opinion Responses

Please indicate how strongly you agree or disagree with the following statements:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Housing affordability is a critical issue facing Nags Head and Dare County	49%	N=503	32%	N=332	7%	N=70	5%	N=49	8%	N=81	100%	N=1034
I support increasing zoning density to provide additional housing opportunities	13%	N=135	34%	N=349	23%	N=238	26%	N=266	5%	N=50	100%	N=1038
I support using taxes to secure workforce housing (Police, Fire, Public Services)	24%	N=247	39%	N=403	16%	N=172	16%	N=169	5%	N=52	100%	N=1042
I support using taxes to incentivize housing affordability for all workers	17%	N=179	32%	N=334	21%	N=221	24%	N=245	5%	N=55	100%	N=1035
Housing affordability should be addressed as a regional issue	43%	N=453	35%	N=370	5%	N=57	6%	N=63	10%	N=102	100%	N=1045

Table 60: Question 33 - Excluding No Opinion Responses

Please indicate how strongly you agree or disagree with the following statements:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
Housing affordability is a critical issue facing Nags Head and Dare County	53%	N=503	35%	N=332	7%	N=70	5%	N=49	100%	N=953
I support increasing zoning density to provide additional housing opportunities	14%	N=135	35%	N=349	24%	N=238	27%	N=266	100%	N=988
I support using taxes to secure workforce housing (Police, Fire, Public Services)	25%	N=247	41%	N=403	17%	N=172	17%	N=169	100%	N=990
I support using taxes to incentivize housing affordability for all workers	18%	N=179	34%	N=334	23%	N=221	25%	N=245	100%	N=980
Housing affordability should be addressed as a regional issue	48%	N=453	39%	N=370	6%	N=57	7%	N=63	100%	N=943

Table 61: Question 34 - Including No Opinion Responses

Please state whether you agree or disagree with the following shoreline management strategies	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Property buyouts to allow for shoreline erosion	18%	N=186	32%	N=339	19%	N=204	15%	N=157	15%	N=159	100%	N=1044
Beach nourishment	65%	N=674	25%	N=262	5%	N=47	3%	N=31	2%	N=25	100%	N=1039
Structures such as artificial reefs or groins	40%	N=424	34%	N=361	8%	N=83	7%	N=73	10%	N=107	100%	N=1048

Table 62: Question 34 - Excluding No Opinion Responses

Please state whether you agree or disagree with the following shoreline management strategies	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
Property buyouts to allow for shoreline erosion	21%	N=186	38%	N=339	23%	N=204	18%	N=157	100%	N=885
Beach nourishment	66%	N=674	26%	N=262	5%	N=47	3%	N=31	100%	N=1014
Structures such as artificial reefs or groins	45%	N=424	38%	N=361	9%	N=83	8%	N=73	100%	N=941

Table 63: Question 35 - Including No Opinion Responses

I would be willing to pay higher taxes or fees for...	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		No opinion		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Soundside access areas	9%	N=93	25%	N=257	21%	N=216	35%	N=363	10%	N=105	100%	N=1035
Soundside recreational areas	8%	N=80	27%	N=274	21%	N=220	34%	N=347	11%	N=111	100%	N=1032
Protection of soundside shoreline	22%	N=231	40%	N=414	14%	N=143	17%	N=182	7%	N=74	100%	N=1043

Table 64: Question 35 - Excluding No Opinion Responses

I would be willing to pay higher taxes or fees for...	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
Soundside access areas	10%	N=93	28%	N=257	23%	N=216	39%	N=363	100%	N=929
Soundside recreational areas	9%	N=80	30%	N=274	24%	N=220	38%	N=347	100%	N=922
Protection of soundside shoreline	24%	N=231	43%	N=414	15%	N=143	19%	N=182	100%	N=969

Table 65: Question 36 - Including Don't Know Responses

What is the single most important change or improvement to suggest to the Town of Nags Head?	Percent of respondents	Number of respondents
Provide affordable housing	15%	N=97
Beach nourishment and enhancement	11%	N=70
Improve traffic flow	13%	N=89
Recreation opportunities	3%	N=18
Limiting new development	13%	N=89
Expand sidewalks, bike lanes and trails	4%	N=27
Water Management	4%	N=28
Keep the character of Nags Head	8%	N=56
Be more eco friendly	2%	N=13
Lower taxes	5%	N=34
Preserve green spaces	1%	N=8
Improve trash management	3%	N=20
Focus on planning and infrastructure	3%	N=17
Control rentals	2%	N=15
Others	10%	N=68
Don't know	3%	N=18
Total	100%	N=667

* Responses were classified into the categories shown. The full set of verbatim responses can be found in *Appendix C: Verbatim Responses*.

Table 66: Question 36 - Excluding Don't Know Responses

What is the single most important change or improvement to suggest to the Town of Nags Head?	Percent of respondents	Number of respondents
Provide affordable housing	15%	N=97
Beach nourishment and enhancement	11%	N=70
Improve traffic flow	14%	N=89
Recreation opportunities	3%	N=18
Limiting new development	14%	N=89
Expand sidewalks, bike lanes and trails	4%	N=27
Water Management	4%	N=28
Keep the character of Nags Head	9%	N=56
Be more eco friendly	2%	N=13
Lower taxes	5%	N=34
Preserve green spaces	1%	N=8
Improve trash management	3%	N=20
Focus on planning and infrastructure	3%	N=17
Control rentals	2%	N=15
Others	11%	N=68
Total	100%	N=649

* Responses were classified into the categories shown. The full set of verbatim responses can be found in *Appendix C: Verbatim Responses*.

Table 67: Question 37

How much of a source, if at all, do you consider each of the following to be for news and information about Nags Head:	Major source		Minor source		Not at all a source		Total	
Local media outlets (newspapers, radio, local television stations)	44%	N=441	43%	N=436	13%	N=129	100%	N=1006
Local online news sources	55%	N=551	36%	N=363	8%	N=84	100%	N=998
Nags Head's Website (nagsheadnc.gov)	49%	N=494	43%	N=435	9%	N=89	100%	N=1018
Nags Head's Social Media Channels (Facebook, Instagram, Twitter)	38%	N=385	39%	N=391	23%	N=230	100%	N=1006
Word of mouth	37%	N=377	44%	N=450	19%	N=189	100%	N=1016
Email distribution lists	28%	N=286	44%	N=445	28%	N=282	100%	N=1012
Board of Commissioners meetings and other public meetings	20%	N=200	46%	N=465	34%	N=350	100%	N=1014
Talking with Town officials	17%	N=176	39%	N=398	43%	N=440	100%	N=1014

Table 68: Question 38

What is your most preferred method of receiving communication from the Town of Nags Head? (Select only one.)	Percent of respondents	Number of respondents
Phone	2%	N=16
Email	60%	N=620
Text	11%	N=115
Social media	9%	N=95
Town's website	8%	N=80
Printed brochures/material/mailers	10%	N=101

Appendix C: Verbatim Responses

Following are verbatim responses to the one open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes.

Q36. What is the single most important change or improvement to suggest to the Town of Nags Head?

Provide affordable housing

- add workforce housing while limiting over sized vacation homes. Keeping the old-school Nags Head flavor is essential.
- addressing the lack of affordable housing for workers
- affordabl housing for workers
- Affordable housing
- Affordable housing
- Affordable housing
- Affordable housing but in areas allowed w/high density.
- Affordable housing for essential workers! After several years of improved town finances I did not like that taxes were increased. Police should put an big emphasis on red light violations!!!
- Affordable housing for local workers
- Affordable housing for local workers.
- Affordable housing for locals. And more crosswalks! Particularly at the hospital.
- affordable housing for people who actually live here. don't change anything else.
- Affordable housing for the workforce - NOT subsidized by gov't
- Affordable housing for workers
- Affordable housing for workers
- Affordable housing for workforce
- Affordable housing for workforce.
- Affordable housing for workplace support. If Nags Head dollars are used, tenants must work in Nags Head, otherwise other localities will take advantage of NH tax expenditures.
- Affordable housing for year-round residents employed in the community.
- Affordable Housing instead of convention centers idiots!!!!!!
- AFFORDABLE HOUSING ON TOP OF SHOPPING MALLS - MIXED USED HOUSING WORKS.
- Affordable housing, mainly for workforce. As well as national, state, county, town employees and essential personnel (teachers, nurses, etc)
- Affordable housing.
- Affordable work force housing. Without a workforce there is no Nags Head.
- Affordable workforce housing

- Affordable workforce housing and water quality.
- Affordable housing for workers
- Allow & incentive duplexes of people to open up rooms for long-term rentals.
- Allow homeowners to build additional living space on property - reduce restrictions.
- Allow people to use extra space in houses/properties for long-term rentals.
- Allowance of ADUS and smaller cottage courts (1 story).
- Ensure worker housing is W of 158 or prior to WM Bridge.
- Housing
- Housing
- Housing affordability through zoning easing.
- Housing for local workforce is essential and I am glad to see the Town addressing it. This does need to be addressed nationally and regionally as well, but as an economy dependent upon low-wage workers we are particularly impacted. I don't want to see greater density that just becomes tourist housing. It needs to be restricted use for long-term rental only.
- Housing for locals!! (Not just summer employees).
- Housing for workers
- Housing for workers, or Nags Head will collapse.
- Housing for workers. I take a loss to keep my house in year round rental for a county employee. Offer homeowner incentives!
- Housing options for Nags Head residents and their children. Too much housing inventory has moved to short term rentals and nothing is left for people who want/need to live here.
- Housing, bypass turn lane danger, trash everywhere!
- I have 3:1). Adding Workforce housing is essential or the town will die a slow death. 2) Storm water management is also vital with increased frequency of multi-inch rain storms 3). Allowing homeowners to more freely move sand resulting from east to west sand migration is essential if any more nourishments are being considered.
- Improved housing opportunities for workers / red light enforcement.
- Incentives for housing and/ or pay increases for essential workforce including the hospital staff and Town government / schools. I believe the wages should be increased across the board as well as offering incentives - which will help the critical staffing of these entities be able to combat the issue from both sides with pay increases and incentives. This should be aggressive and quickly done to get ahead of the issue, and then revised / revisited every 3 years as well as be a part of the continuous strategic planning of the Town.
- Incentivise worker housing choices
- increase affordable housing
- Increase housing opportunities.
- Increase in families begging for donations at retail parking lots. Obviously we need affordable, quality housing in restricted zones west of the bypass for both seasonal and permanent workforce
- Lack of housing for people that support community!!!! There are no apartment rentals and projects proposed are shot down. Government officials lack creativity and drive in supporting collaborative solutions that are essential to the town's survival. Reasonable requests are shot down due to officials selfish interests.

- lack of workers is a major problem. Bring back the summer exchange programs and focus on getting housing options in place.
- Long term housing
- Long term housing availability
- Maintain an affordable property tax base for fixed income residents
- Make some housing affordable to resort workers.
- Make workplace housing affordable.
- manage growth to provide cost effective housing for work force
- Many if not all the issues addressed here are certainly important and are intertwined. The issue of affordable long-term year-round housing is critical for all the OBX communities. I could go on ad infinitum about why that is, but you all know why it is. I suspect the biggest hurdle is having the political will to do something about it.
- More access to affordable housing for workers
- More affordable housing for workforce
- More affordable housing so that young people can live and work here.
- More housing for workers.
- More housing, more opportunities for small businesses given lack of new shopping areas and expensive land and rent costs.
- Need to be flexible with developers of multifamily to create more affordable housing. Increase planning dept!
- Need to find location nearby for affordable housing for local workers (not people living off the system) to help keep businesses a float, make experiences more positive to help keep tourist coming back. I fear if we lose some tourism due to lack of employees/ lose many contractors/house keeping/ etc to help up keep properties, only takes a few bad years to ruin reputation that can take decades to rebuild. If reputation hurt enough, could will lose value, tourism, may not have enough funds to keep beach nourishment/ Nags Head the way it is now.
- No high density / low cost multi family developments should be allowed.
- No low income housing. Low or affordable housing will row NH.
- Not providing housing with taxes, but build housing, restore housing in rundown properties that is only designated for Nags Head employees.
- OBX in general needs more residential housing!
- Place more emphasis on the needs/works of residents - the people that live here.
- Provide affordable housing for workers, both temporary and permanent.
- Provide affordable housing to obtain and keep the workforce so badly needed in NH
- Provide housing for seasonal workers.
- Provide more affordable housing
- Provide workforce housing
- responsible high density housing: making sure eligible renters only --- good environmental stewardship --- access to medical services and diversity of providers---not just Vidant monopoly
- Seasonal workers must have affordable places to live, and must have ways to easily connect to housing. I have reached out to multiple seasonal businesses who post help wanted ads, and none have been able to offer or connect to housing.
- We love Nags Head with it's simplicity. There needs to be affordable housing for the essential workers in the community.

- Work more closely with all towns and Dare County and neighboring counties to solve the affordable housing concerns including possible busing/van transportation to/from work as done in other resort/vacation venues.
- Workforce Housing
- workforce specific housing
- Zoning for areas for workforce (temp) with restriction on height!

Beach nourishment and enhancement

- #2 Keeping beaches clean: more trashcans, beach holes, too much beachfront lighting, leashed dogs, overnight tents #1 More tax breaks for non-rental property / seniors and renting to first responders.
- Additional Public Beach Accesses with Restroom Facilities and more parking.
- Allow oceanfront owners more ability to properly maintain dunes. I was prevented from installing more dune fencing and taking other steps to stabilize our dune structure.
- Beach cleaning and filling in holes left in sand by beach goers.
- Beach nourishment
- Beach nourishment - second would be storm water management.
- Beach nourishment / protections.
- Beach nourishment and healthy dunes.
- Beach nourishment and housing affordability for workforce.
- Beach Nourishment and Shoreline Erosion
- Beach nourishment best money the town ever spent.
- Beach nourishment on upper @ 10 MP.
- Beach nourishment.
- Beach renourishment sand fencing, and taxing oceanside, unfair.
- Beachfront preservation
- Better ocean beach nourishment efforts, particularly in the Northern part of Nags Head
- Continue beach nourishment
- Continue beach nourishment and support for seasonal worker housing
- Continue to protect the shoreline
- Continue with the beach renourishment.
- CONTNUAL BEACH RENOURISHMENT
- Decrease seasonal speeding and going through red lights.
- Don't sell out our beach to over development and keep beach driving our priviledge.
- Focus on beach & unique restaurants to support tourism off season, do not raise taxes.
- GET DOGS OFF BEACH.
- I think there should be showers at all beach access with a parking lot. I miss the town wide recycling. I would suggest a separate recycling bin at beach access in addition to trash.
- I would like to see enforcement of rules on beach, and not allow pets on beach deny the summer months.
- Improve public beach access. Barnes ST PBA needs to be re built/replaced with new steps, railing, more in line with Baunelt ST PBA.
- Increase the number of lifeguarded stands and busy beach accesses
- Increase/enhance overall shoreline protection.

- INCREASING BEACH ACCESS PARKING DURING SUMMER MONTHS.
- It would be nice to have a soundside beach - parking is too small jockey ridge beach.
- Keep the "beach"(ALT side) in check!
- Keep the beaches up.
- Keeping all areas of the beach clean. Enforcing filling in. Beach holes, removing items. Address beach front lighting.
- Larger beach access with increased parking
- Lights at beach accesses.
- Long term beach erosion plan, hold oceanfront homeowners accountable for property maintenance
- Maintain quality of beach safety, water quality, dune quality, nourishment.
- Maintaining adequate beaches using solutions not limited to renourishment.
- Maintaining beach for stormwater mgt.
- Maintaining beauty & accessibility to ocean & sound.
- maintaining our beaches
- Manage sand encroachment (wind directed) across dune access to the beaches. Build up of sand on one property impacting neighboring properties and causing added expense for dune management (i.e. pushing sand, replanting of sea grass or oats due to being buried).
- More Beach Nourishment and or the deployment of underwater structures, domes, mounds or etc. and Dune protection is and will become critical for the community. Hotels are taking over Kill Devil hills, so to maintain the character in NH focus should be on retaining the beach. As the water warms and rises this will become the key critical issue of the next two decades unless underwater solutions are deployed to decrease the amount of energy in waves and decrease wave action and the resulting erosion.
- More handicap beach access
- More oceanfront life guard stands at all public or major beach access points, example: East Bladen Street entrance
- NEED BEACH GROINS - IT WORKS! DON'T LISTEN TO THE WOKE ENVIRONMENTALIST!
- No pets beach.
- Ocean and sound shoreline management
- Ongoing maintenance and protection of our oceanside beaches/dunes against rising sea levels and severe weather will be vital for our community.
- Please keep the aggressive beach replenishment program going...so important to visitors to have deep beach fronts
- Please stop allowing all the sun/shade tents to put up right in front of public beach accesses! It's impossible to just pop by for a swim/look. Should keep at least 50 feet clear for first responders and so people with mobility issues can at least see the beach/ocean without having to trek 1/4 mile down the beach. I've quit going to my local beach access due to all the tents blocking access due to mobility issues. I've lived here over 40 years and find it heart breaking.
- Preserve the beach, limit development of hotels.
- Public beach access improvements and maintenance should be addressed. Daily inspections to clear sand and repaired the blue mats. Parking issues at the beach accesses continues to be a problem in season. Beach grooming would also improve the appearance of our beaches. Our

tourists are here for the beaches. Upgrades and maintenance should be a top priority for Nags Head.

- remove houses that encroach on the beach like near seagull drive
- Sand replenishment (& speed limit enforcement on beach road).
- Shoreline & beach nourishment frequency of improvements.
- Shoreline protection, increased soundside public recreation areas, finish the bike path from Hollowell to Soundside Rd., enhanced traffic signal sequence, and disallow E Bikes on the multi-use paths.
- Soundside beach access.
- Stop renourishment efforts. The fine sand is a nuisance to prop. owners.
- stop the beach renourishment which just piles up mounds of sand all over dunes, gazebos, etc.
- There is almost too much sand on beach....haved to walk through! Dune is growing and encroaching on our property!!
- Work with Army Corps to maintain beach depth

Improve traffic flow

- 2: RED LIGHT CAMERAS / TAX RELIEF FOR YEAR ROUND RENTALS.
- A safer bypass. Need more traffic lights to slow traffic
- As a homeowner in South Nags Head for the last 14 years, I think safety along the pedestrian path on Oregon Inlet Road needs to be improved. Many drivers pull out of the ocean front home's driveways without realizing there is a pedestrian path that needs to be crossed before they reach the road. They neglect to stop to look for walkers and bike riders. I and members of my family have almost been hit. Perhaps mandatory stop signs on the ocean front homes property before the path would remind visitors to stop and look for pedestrians. Signs could be decorative but visible in keeping with the theme of the area and truly may save someone from serious injury. Also Oregon Inlet Road has a real problem with flooding even after a moderate rainfall. The road and bike path become impassible for pedestrians who dart in and out of the road to avoid the water.
- Better traffic control re speeding and running red lights.
- Better traffic management
- better traffic medians on the bypass
- Cameras at red lights.
- Complete the bypass sidewalk in front of Jockey's Ridge!
- Control traffic better.
- Control traffic during tourist times.
- Cross walks, lower speed limits along Beach Road in-season, and Life Guard Stands at EVERY BEACH ACCESS - SAFETY!!!!
- Drug control and Traffic/speeding!
- eliminate beach driving
- Enforce no motorized vehicles on Beach Road walk/bike trail.
- ENFORCE SPEED LIMITS ON RESIDENTIAL STREETS (20MPH)!
- Enforce stopping at red lights. We've had multiple near misses in the past year!!

- Enforce traffic laws. Keep it natural preserve low density housing. No multi family housing. No more condos
- ENFORCEMENT OF SPEEDING / CROSSWALK VIOLATIONS ON VA. DARE TRAIL.
- Enforcement of the proper use crosswalks (at lights on Bypass & at designated crosswalks on Beach Road) for pedestrians.
- Enforcing traffic violations equally for visitors and locals.
- Fix the streets & all the pot holes. Clamp down on run down houses.
- fix the traffic lights, I'm surprised =nobody has died this season, the lights are not timed correctly and 1 side gets the green light before the other side...makes no sense.
- Fix the traffic signals
- Forrest Street beach access is supposed to be handicap accessible according to the street sign. We live next door to the Forrest Street beach access at the Dune Lantern condos and my handicapped wife has a beach buggy/chair that I push to get her to the shoreline. To make it easier to traverse the uphill climbs, a mat on the sand would be very beneficial. The sand needs to be flattened out the whole distance from the parking lot to the lifeguard stand area especially where deep grooves in the sand are caused by the lifeguard trucks and sand buggies tires. On a positive note, I have been offered assistance by a couple of the lifeguards with pushing my wife back up the hill to the street. Thank you.
- Get the bypass traffic lights better coordinated/timed
- Get traffic cameras at intersections.
- Getting traffic under control! All streets with stoplight presently should have lights on NC 12 to allow for better traffic movement. Only streets with lights should be used to enter Hwy. 158 and NC 12. All streets East of 158 should be one way in using inter-streets to access back to 158. It is time!!!! Traffic lights should have a yellow, red 5 second delay North South. these red light runner are going to kill one of us, i hope it is not one of us. Crosswalks Better lighting and education of visitors needs to start today. People run in front of moving cars that cannot stop on a dime. Obstacles need to be removed so drivers can see them. Many obstacles obstruct line of sight for drivers. Bicycles The Town installed STOP SIGNS at traffic light so bicycles will stop and not get run over by traffic movement. Bicycles do not stop! It is all about better public safety!
- I believe that signs should be added to the traffic lights going oceanside to soundside to alert drivers as to which lanes flow which direction (ie left, straight right). I have almost been run off the road a few times by a non-resident who clearly didn't know which lane they should be in to travel in the direction they wanted.
- I would love to see the speed limit reduced on 158 in front of our neighborhood of North Ridge. Slow down the traffic before it reaches the school zone.
- Improve access (car etc) to enter/exit many streets that don't have traffic lights.
- Improve the traffic signals and availability of turn lanes in NH. ie: there need to be turn lanes into the Village at Nags Head (headed towards the golf course or the beach club) - very dangerous there as people are traveling at a high rate of speed and following closely as you try to make a right hand turn into the village
- Improve traffic flow management.
- Improve traffic flow with coordinated lights and using left turn lights, this will also improve safety of pedestrian crossings.

- Improvement of the Hwy 12 intersection in front of Jennette's Pier.
- Improving summer traffic
- Improving the traffic on 158 as well as the noise from it.
- Improving traffic and housing. And I feel these issues must be considered together. I think the town needs to somehow support, protect, or incentivize affordable housing - though I don't profess to know the best way to do this. For the most part, I think affordable (higher density housing) should be along both sides of the by-pass and on the east side. And of course water quality needs to be protected when making changes to support affordable housing. I feel the Town does a great job of focusing on water quality, but I think the data says that it still needs to be improved somehow. Again, while the town should be applauded particularly for the work in recent years to improve water quality and runoff/storm-water management, I think more needs to be done - particularly when considering residential and commercial development and monitoring and enforcement for existing infrastructure. Though there were some questions regarding traffic, I think in general there should be more visible and active enforcement of traffic laws and a greater police presence. I think this would have an overall calming effect on traffic.
- Left turn arrows that are green not amber.
- Left turn lanes - lower density.
- Limit amount of cars at each rental house. Traffic density is ruining the area
- Lower speed limit on beach road for safety and make more pedestrian friendly; Support and promote ongoing commercial business uses along beach road including outside seating areas for restaurants; Need to have a way for residents to stop light from neighboring properties from spilling over - "Residential light spillover/glare onto adjacent properties" Buy, enhance and preserve Nags Head Pier property . . .
- Lowering the speed limit on the Beach Rd. (Hwy 12). Pedestrians crossing at dedicated crosswalks, multiuse paths and traffic backing out of driveways etc. Create a lot of hazards.
- Make more turn lanes on the bypass to increase traffic safety. I am also in favor affordable workforce housing west of the bypass.
- Monitor and enforce red light violations.
- need more left turn signals to allow traffic to operate safely especially in the tourist season however the tourist season has increased from seasonal to almost all year lately
- NO GOLF CARTS.
- pedestrian and bicycle traffic safety
- Pedestrian cross walking too quick and allowing traffic to turn south as people are still crossing. Danube
- Pedestrian safety; pedestrian operated flashing crosswalk sign & speed "humps" to slow speeding traffic
- Pedestrian traffic, sidewalks and cross walks
- Pedestrian walkways should have blinking lights in cross way like at Marco island Florida
- Pediatrician crossing enforcement
- Per #23, put in trolleys Kitty Hawk to South Nags Head & Manteo with specific stops (not everywhere).
- Promote and provide for more golf cart use & accessibility throughout town.
- public transportation

- Public transportation to cut down traffic.
- Put streetlights on the beach road , it is very dangerous at night .
- Red light cameras at some intersections where red light runners occur on an hourly basis.
- Red light enforcement.
- Red light runners.
- Reduce and manage traffic effectively.
- Reduce speed limit on Beach Road in summer - increase tourist tax.
- Roundabouts for traffic-not more stoplights.
- Safer pedestrian crossings on the bypass
- Safety with Syncing the traffic lights and also eliminating yellow turn arrow when the straight ahead light is red. It is misleading especially when opposite traffic still has a green light. In other words, when traffic light turns red then all lights coming from one direction should turn red including the turn arrow light.
- SHORTENING THE WAIT TIMES FOR CROSSING THE BYPASS AT TRAFFIC LIGHTS.
- Slower speed limits in season in high density areas commercial & residential.
- Some way to improve the flow of traffic
- stop light cameras its dangerous
- Stop lights should be monitored often!! They are off quite a lot.
- Street lighting in residential areas such as South Ridge.
- Street Paving
- Strict speed limit & stop sign enforcement
- Stronger enforcement for running red lights/speed and stop golf carts.
- synchronize traffic lights and improve left turns (allow for longer left turn green vs blinking yellow)
- synchronized lights to improve traffic flow
- Takeover what you care "private streets & maintain them.
- The control of traffic (speeding, reckless driving).
- The increase in traffic and the increase in accidents.
- The town needs to address the issue of vehicles running red lights on 158 which creates a SIGNIFICANT safety issue for residents and visitors and continues to get worse. I witness this EVERY DAY and have never seen a Nags Head police car positioned at one of these intersections where they can observe and ticket offenders. Until there are consequences, the violations will continue and the number of potential accidents and deaths increase. This can be addressed - have local police monitor and ticket offenders or install camera lights with automatic ticketing capabilities. The town also needs to address golf cart use (another safety issue). I often see unlicensed carts on the beach road and unlicensed children driving them. Again, another safety issue that can be addressed before there are fatalities. We are not a golf cart community and they should be banned on beach road (can still allow use within neighborhoods where the speed limit is less than 35).
- To allow/or install speed limiting measures (speed bumps/cushions) in residential neighborhoods where speed enforcement is difficult..
- Toll our bridges - (local rate & visitor rate (week pass)) & share \$ w/towns = taxes are high!
- Town streets need resurfaced badly. Speeding by visitors on 25mph town streets .
- Traffic

- Traffic congestion and terrifying turn lanes.
- traffic control
- Traffic control (left turns).
- Traffic control and pedestrian safety
- Traffic control, density of homes, architectural design of new homes not matching neighborhood
- Traffic enforcement (speed, red lights, etc.)
- TRAFFIC FLOW, EXCESSIVE SPEEDING AND EXCESSIVE RUNNING OF RED LIGHTS BY TOURISTS AND STOP FIREWORKS BY ENFORCING THE STATE PELTY WHICH OVERRIDES THE TOWN'S SMALL SLAP ON THE HANDS... NOT ALLOWING FIREWORKS TO BE SOLD...EXCEPT FOR AN INCREASE IN TAXES - WHY LET FIREWORKS BE SOLD IF IT'S ILLEGAL TO USE FIREWORKS...TOURIST THAT USE FIREWORKS IN GS HEAD ARE NOT HARD TO FIND.... CONFISCATION AND HARSH PELTIES SHOULD BE ADVERTISED AND STRONGLY ENFORCED... THEY FIRE THEM PAST 11:00 PM WAKING RESIDENTS FOR THEIR SELFISH PLEASURE.
- Traffic flow.
- Traffic lights added & timed appropriately w/pedestrian crossings + full sidewalk access throughout.
- Traffic safety add stop lights on beach road.
- Traffic safety during tourist season is a big issue; businesses should contribute to subsidized housing for working
- Traffic safety, adding a stop light to the Lakeside Street intersection, enforcing speeding/reckless and aggressive driving/tailgating laws
- TRAFFIC SAFETY.
- TRAFFIC SIGL CAMERAS.
- Traffic signals
- Traffic violations - speeding, running red lights, aggressive driving.
- Traffic, specifically speeders and red light runners
- Traffic. Wrecks have been insane this summer
- Try to improve traffic flow!
- W. Deering - needs a permanent sign to lower speed!!! Essential.
- Weekend traffic & improvement / advertise to tourists programs on events you are having.
- Well, today it's enforcing the no motorized devices on the Nags Head beach road bike path. Electric bikes are zooming on the path at 25 mph and more. That is creating a terrifying experience for families with small children and older people
- Where there are no lights controlling traffic, consider the introduction of "Roundabouts" Also have a tighter "In-Sync" light system ensuring better flow through.

Recreation opportunities

- 1) More scheduled events or activities are needed at soundside event site. 2) Density should be held at current levels or reduced, not increased in any way.
- Another pickleball court at Doody Park
- beachside recreation for families
- Community swimming pool. Do something w/event site. Walkway along sound.

- Have slips for personal small sailboats (like New England towns have).
- IMPROVE THE SOUND ACCESS AND ACTIVITIES.
- Increase indoor recreational opportunities for residents and visitors
- More access to the sound.
- MORE PUBLIC SOUND ACCESS FOR RESIDENTS.
- More soccer fields. Currently nags head is neglecting our youth and selling the, out for tourists
- More soundside access and plan for essential housing.
- need more kayak launches
- Open both sides of causeway for fishing with traffic light for pedestrians.
- Preserve sound side access areas at Jockeys Ridge and Soundside event park (next to Millers) for water sports.
- Public boat ramp in the northern area
- Sound side public boat ramps
- SOUNDSIDE ACCESS SHOULD BE INCREASED, WITH PARKING. NO HIGHER TAXES!
- With the growth of our area we need to encourage more activities. I would never want us to be OC, VA Beach, or Myrtle but having commercial businesses with sound or beach access for live music, food, and entertainment seems like an easy thing for us to promote however we really don't have anything like that. Promoting more activities and public transportation should allow residents and Vacationers across the islands to experience some activities while not having to drink and drive. I continually hear how there isn't anything to do here and I know part of the attraction is family activities but we should be able to find a balance.

Limiting new development

- * Building needs to slow down or stop-- It's an island.
- Avoid increasing density of residential/rental/commercial properties
- Better management of density of individual houses - too many super large houses - where 4-5 families all gather - with multiple cars parked outside. Also, cut down the speed on the bypass road.
- Continue to resist the megahouses. Don't allow NH to become KDH.
- Controlled building.
- Controlled growth and maintaining open spaces
- Do not allow Gigantic multi family rental cottages to be built -traffic
- do not allow huge houses like kitty hawk - maintain current restrictions
- DO NOT BUILD ON OPEN AREA WORTH OF OUTLET MALL.
- Do not KDH Nags Head. What? Do not overbuild on every available land parcel.
- Don't allow mega mansions.
- Don't become another Kill Devil Hills; way too commercial there and the size of the homes they allow are essentially small hotels
- Don't over build
- Eliminate any further construction of "mega-homes, that have commercialized out town, drained our resources and contributed to our shortage of affordable housing for residents and NO housing for seasonal workers.
- Enforce occupancy limits per septic permit. Require rental agencies to enforce parking restrictions in HOA's & respect private beach access.

- For the most part, my neighborhood is a great place to live. But, my neighborhood is also an example of allowing single family dwellings to be multi-family dwellings with no regulation. We have chickens walking and excreting freely all over the neighborhood (I've called about this in the past), a large RV that doesn't run and is empty most of the year, and some yards that look like parking lots with up to 14 cars. Because of the curves in the roads, it feels unsafe to walk dogs and have children playing. Speed bumps and/or sidewalks would alleviate this.
- Growing to fast.
- High greenspaces low development.
- I'm tired of seeing the beach lined with mega McMansions that are rented out to 20 people at a time. I'd love to see smaller homes (but am fine with some multi unit condo buildings). But I suppose the McMansions are good for the tax base. The cost is that they diminish the town's character. I've been visiting NH since 1973; I have a vacation property on the sound and still view NH through the lens of a vacationer.
- It would be nice to see less development, more restaurant, better environmental protections and affordable workforce housing.
- Just stop. Stop building more houses. Keep Nags Head a small town, with small town values. Nags Head is over saturated with rental houses, maintain what we have don't add more. Tourist are over the over saturated housing as well. We lost the commercial ocean front properties, now the towns are allowing companies (SAGA) to build ridiculous housing, unaffordable housing, lying about pricing and development(etc you have heard it all) . We have enough residents and we pay enough taxes, don't get greedier, be the land stewards you were meant to be.Keep the beaches safe, and clean.Keep our town small.Just stop building houses in a saturated rental market, keep it quaint. Let us breath and enjoy our town. *don't do what kill Devil hills has done*PLEASE PROTECT GS HEAD , STOP OVER DEVELOPMENT BEFORE ITS TO LATE
- KEEP BUILDING HEIGHTS DOWN AND DO AWAY WITH THE MULTIPLE HOMES ON ONE LOT.
- KEEP BUILDING HEIGHTS LOW/NO HOTEL SIZE HOUSES/MAINTAIN CURRENT DENSITY.
- Keep development to a minimum. We don't need another [?] DH.
- Keep housing density from growing.
- Keep it small.
- Keep Nags Head the same. No over build & enforce current laws. * Stop the fireworks on beaches.
- Keep some control on increasing development-enough is enough.
- KEEP THE # STORIES ON BUILDINGS LOW - MORE AFFORDABLE HOUSING FOR FULLTIME WORKERS.
- Keep the low density and height restrictions
- keep the status quo
- Less large mega million houses. Sold commercial space should be maintained commercial.
- Limit building more housing.
- limit building of large multi-bedroom (8 or more) houses
- LIMIT COMMERCIALIZION IN GS HEAD.
- LIMIT DENSITY / TRAFFIC.

- Limit growth / why do we pay for recycling?
- Limit growth, storm damage is inevitable. property damage would be catastrophic if Nags Head continues to build at its current rate.
- Limit large houses built as rental units.
- Limit Mc Mansions + big box stores ex wings.
- Limit overbuilding and development of hotel size rental properties. maintain the character of Nags Head by limiting building height. Limit big chain development. Encourage local businesses, allow food trucks.
- Limit the gaudiness of many commercial properties.
- Limit zoning for hotels and large vacation rental homes (ie. 8-15 bedrooms).
- Limit/reduce "mini hotel" vacation houses, especially when replacing/infill of old houses.
- Limiting construction of mega-bedroom houses as single family homes.
- Limiting future development for both residential and commercial sites.
- Limiting growth. Please keep it as is.
- Maintain commercial developments at the current level; do not increase commercial development
- Manage density - especially oceanfront - septic maintenance!
- Management of population density and continued improvement of medical facilities (including the hospital's trauma response).
- Managing housing density on the oceanfront.
- Minimizing growth - continuing with the sidewalk extension
- Need to restrict development to maintain more natural areas and parks
- no condotels, or multiple houses close together like in KDH
- No Convention center. You are ruining what made Nags Head the place everyone wanted to come to. Too commercialized
- No more large stores such as sugar kingdom, considerations for more affordable housing (nice looking condos etc), red light cameras to catch and fine those that run through red lights.
- No more mini hotels, no more enormous commercial buildings
- NOT ALLOWING MORE MEGA VACATION RENTALS.
- Not to over build; keep the Town character. Catch red light runners
- overdevelopment - no high rise buildings
- Please don't allow huge houses aka mini-hotels and increase beach monitoring during the summer for people digging holes, leaving stuff, loitering, and enforcing fines. Ban smoking on the beach, second-hand smoking is worse than smoking and people throw their butts on the beach.
- Please limit commercial & residential multi family building.
- Please stop the building of giant houses and big new hotels - it may be too late, but we are ruining this fragile area with over population. Let's just rehab older homes and the historic/older motels/cottage courts instead of tearing them. down. Can we try to preserve what is left of our history, please.
- Population density, which results in too many buildings and not enough open spaces
- Prevention of high density housing - no low income / workforce housing.
- Quit allowing large houses to be built - this increases the traffic which is awful and enough to make me not want to go to OBX any longer.

- Reduce or limit new builds
- Reduce the building of Mc Mansions
- reduction of "hotel" houses and multiple houses on single lot
- REGULATE THE BUILDING OF MINI HOTELS UNDER THE GUISE OF RENTAL "HOMES"
- Remember that Nags Head and the Outer Banks are a unique area. People come here to relax and enjoy the natural beauty. Current trends are making it more like placeless urban and suburban areas.
- Restrict overbuilding (such as KDH).
- RESTRICTIONS TO OVER DEVELOPMENT/COMMERCIALIZATION.
- Rt 158 & E Hollowell St - do not build hotels, town homes - No low income housing.
- Slow down new construction.
- Slow down on development!
- Status quo is fine
- Stop allowing homes with more than 6 bedrooms.
- Stop allowing large houses/8-20+ bedrooms to be built - especially on beach road. Destroying character of NH.
- Stop allowing mega party houses & huge bedroom numbers to be built.
- Stop allowing more mini hotels/huge vacations home in favor of cottage courts preserving existing motels/hotels.
- Stop allowing the horrible mcmansions! Provide historic credit incentive to keep the character and charm of Nags Head.
- Stop allowing these huge houses that are really mini-motels, or motels.
- STOP BUILDING ON EVERY SQUARE INCH OF THIS ISLAND.
- Stop building those enormous houses and losing the Old Time Nags Head feeling and just creating a feeling of over population
- stop building those monstrous multifamily, mini hotels on the beach front and leave some natural undeveloped areas for the wildlife
- Stop letting the super wealthy waterfront property owners get their way. More green space, do not over develop, enforce the codes. Manage the town for the greater good, not just the elite class or tourists.
- Stop permitting these 3 story 15+ bedroom mega rental houses!
- Stop putting up high rise houses - (leave Nags Head the same) its changed to much now.
- Stop the growth. We do not need any new businesses either. Businesses who need out of town employees for seasonal work should be responsible for housing them. Don't ever make the homeless shelter year round. Our homeless shelter is attracting people from out of town.
- Stop the large houses from being built.
- STOP!! BUILDING!!
- Stopping "mini hotels" -overly large + overly tall "residential housing".
- STRICT LIMITS ON COMMERCIAL BUILDING. WE DON'T NEED CONVENTION HALLS, ETC TO ATTRACT MORE PEOPLE. WE ARE REACHING A SATURATION POINT.
- The town should buy single family homes & place workers in them.
- There is more development than the island can continue to sustain. We need less development and more conservation; trees, vegetation, & wetland preservation should always take priority, yet I'm seeing lots being clear-cut. The character of Nags Head has been greatly diminished; it

seems that the tourist dollars and outside developers are way more important than the folks who live here year-round - and pay taxes. We should take a lesson from what has happened in Maui.

- To continue to NOT allow 20+ bedroom residential dwellings on the oceanfront and preserve the existing cottage courts.
- To prevent the building of huge mini hotels
- Too much development. Town is losing some of its character and charm.
- We need to be cautions of over development. Most people come for the charm.
- We're veering dangerously close to overdevelopment. Maintaining strict zoning standards and building codes is critical along with preserving green space.

Expand sidewalks, bike lanes and trails

- Additional multi use paths for bikes, electric bikes and pedestrians
- Better Bike lanes and safety
- Bike lane beside old Oregon inlet road.
- Bike lane over jockeys ridge. Landscaped median or buffers. More trees please that will sustain the beach and sand. Look at other communities. Improving water quality.
- bike racks at beach access, more sidewalks & bike paths, managing the highway so it is not a nightmare/deathtrap to cross for pedestrians/bikers
- continue adding sidewalks.
- continue the multi-use path development
- Continue to expand sidewalks to connect Nags Head with other towns and areas within the town allowing for pedestriation and bike safety.
- Continue with sidewalks and lighting for pads at night
- encourage use of bicycles
- Fix the bike path in South Nags Head (extremely bumpy on bike) and add another bike path on the west side of the beach road.
- Increased biking/walking paths and aesthetics of the paths.
- install bike path on beach road
- Lighted crosswalks * Reduce the water bill!! Ridiculous!
- More pedestrian crosswalks
- More sidewalks and pedestrian crossings on 158
- More sidewalls, speed enforcement.
- Multi use paths. Connectivity.
- Paved walkways west of residential subdivisions west of US 158
- Pedestrian & bicyclist safety
- Pedestrian crossovers, equal taxes for everyone.
- Places to ride bikes other than along US 58.
- Protecting views - not approve building for people who built for views.
- Road & sidewalks.
- SIDEWALK & NEIGHBORHOOD DRAIGE ISSUES.
- sidewalk improvements along beach road - link up/continour/widen
- Sidewalks & bring back some nice night life ox. Kelly's.
- Sidewalks, paths.

- SIDEWALKS.
- Use all means to improve pedestrian and bicycle friendliness.
- Would like to see better/more bike paths on roads.

Water Management

- Availability of water / splash park #2 & #1 trash pick up!!! / Maintenance and beautification landscaping # 1.
- Better water quality - drinking water is awful.
- Central sewage system needed.
- Clean water, open areas, nice beaches.
- Comprehensive sound water quality testing and taking action to close sound access when unsafe for children and individuals at risk.
- Create public sewage in South Nags Head. Removing septic systems from South Nags Head should be a priority, or at least all the homes right along RT 1243.
- Erosion & septic issues
- Fix water runoff from rain on residential streets such as ours.
- FLOOD PRECTION OF OCEANSIDE HOMES.
- I have no drainage and my first floor floods better storm drainage 3209 S. Wrightsville floods since school built.
- Improve infra structure so that septic wast water and surface/storm water are collected, managed and routed in a safe manner.
- Improve soundside water quality. "No swimming" at Jockey's Ridge beach is an embarassment
- Improvements - storm water drainage; workforce housing.
- Keep bacteria out of the sound. More bathrooms there.
- Keeping up with environmental drainage system.
- Manage storm water during times of flooding. Don't do anything to exacerbate flooding.
- paying for storm water management for years have yet to do anything in the neighborhood..letting others fill or ignoring things that aren't code that make runoff worse ..
- Road flooding Old Oregon trail.
- septic health - preserving and maintaining water quality in the face of population growth, sea level rise and storms
- Sewage/wastewater treatment.
- Sewer system implemented.
- Sound Water Quality and Testing needs to improve, several deaths this year already, hard to locate water quality results, should be in normal beach reports so that it is easy for tourists to find
- Soundside rec water quality.
- Storm drainage issues on the sound roads and water quality.
- Storm drainage.
- STORM WATER MAGEMENT / NO LOW INCOME HOUSING.
- Storm Water Management
- Stormwater control.
- Stormwater management
- stormwater management and equitable taxation

- Stormwater management, limit growth
- the implementation of an RO/ozonated water system
- The sewage treatment system in the village is outrageously priced 1300/year for seniors.

Keep the character of Nags Head

- ALLOW GS HEAD TO KEEP ITS CHARACTER... DO NOT DEVELOP MORE [?] ADD LOW INC. HOUSING.
- Continue residential character of Nags Head that distinguishes it. Current businesses are appropriate, no high rise anything. Love garbage pickup, clean up and returning containers..
- Continue to maintain the charm of the town.
- Continue to protect the unique character of Nags Head and the historical character areas
- create an overlay district in historic cottage row and make sure any new building is in keeping with the character of the area - cedar shake shingles, consistent house style/design, no paint on houses.
- Don't get to big and forget about it's culture and family feel.
- Ensuring the qualities that make Nags Head desirable are the focus. (not highly commercialized, uncrowded beaches, low density, desirable, quiet beach vacation destination)
- Family focus and natural no more t-shirt shops.
- I believe we need to preserve our Nags Head atmosphere. We do NOT want to turn in to a Myrtle Beach type area. Also, EVERYONE should be treated equal meaning from a basic homeowner to one of the millionaires wanting to construct some new monstrosity in the area. Yes, more people means more money coming into the area but if we do not think preservation there will be no area for everyone to enjoy. Please, think preservation v \$\$ and do not allow hotels (including oversized houses) east of 158.
- Just keep Nags Head a family oriented destination.
- JUST PRESERVING THE TRADITIONAL CHARACTER TO GS HEAD TO THE EXTENT POSSIBLE.
- Keep Nags Head a gem. So many other communities along the NC coast have no heart, no soul.
- Keep plans/regs in place to limit impact to Nags Head character and feel
- Keep the character and don't become another over commercialized Myrtle!
- keep the character of Nags Head
- Keep the character/vibe of the town just as it is today.
- KEEP THE SMALL TOWN FEEL & MAINTAIN HISTORIC CULTURE.
- Keep the small town feel.
- KEEPING GS HEAD A "SMALL TOWN" FEEL [?].
- Keeping the "traditional" Nags Head a live!
- keeping the high rise hotels away from Nags Head. The culture of small beach town is houses, cottages, and low rise motels only
- Lights off beachside after 9 pm
- Limiting beach front mansions, it's the biggest killer of the Nags Head character.
- maintain historic districts
- Maintain or encourage original Nags Head "flavor".
- Maintain the charm of Nags Head and not turn it into a place where everything is a rental. Need businesses along the aBeach Road too.

- Maintain the integrity of Nags Head by leaving green spaces, keep building to a minimum, do not cave to pickle ball enthusiasts, and prevent Nags Head from turning into KDH. Nags Head is the best town for a reason and we trust you to keep your standards high and make the best decisions for our community. The charm of Nags Head is that our town is well maintained, less developed, less crowded, and ordinances and codes are enforced. I also want to mention how hard I see the public works/grounds people/landscapers working- they take pride in their work and do an excellent job!!
- Maintain the Nags Head Charm
- Maintain what we already have
- maintaining Nags Head charm. No mega houses
- Managing modernization to maintain historical feel of the village
- Please help maintain the small town/old school/Nags Head feel - manage growth with historical character that made the Outer Banks sought after
- PRESERVE HISTORICAL CHARACTER OF GS HEAD!
- Preserve the allure of Nags Head while providing accessible housing for a needed workforce
- Preserve the character of Nags Head --
- PROTECT THE BEAUTY & CHARACTER - WHAT IS ALLOWED IN KDH IS A CRIME! - THANKS.
- Protection of the character of Nags Head & the historic district.
- Protection of the Nags Head character (e.g. architecture, environmental quality, recreational options)
- Recognize and protect existing historic motels (Sea Foam, Blue Heron etc) and encourage more historic vernacular architecture homes. Zoning should not allow big box Wings, Reef, etc
- Remaining Nags Head
- Support preservation and renovation of older properties and structures including privately owned cottages.
- Take the actions necessary to protect Nag's Head status as the best location on the northern Outer Banks to vacation and live...maintain the ocean beaches...deliver high quality public services to keep the Town clean and attractive...sensible zoning to prevent overbuilding and density from increasing...work with other towns to solve the affordable housing crisis
- This is a beach town! Keep it a beach town.
- To maintain the "beachy" character by promoting cottages, smaller-scaled commercial sites, restricted high (maintain current limitations), banning "McMansions", that is, limit residential structures to a square footage below 5000, as these types of large residential structures promote large occupancies, parties/celebrations that may be more suitable to a hotel-type venue. It would be a shame for Nags Head to change to the party-type atmosphere of Dewey Beach, DE or the very commercial/high rise landscape of Myrtle Beach, SC. It would be a shame if Nags Head was allowed to evolve into a "Pottersville".
- To maintain the visual character of the town of Nags Head, while making deliberate efforts to increase affordable housing for our workforce.

Be more eco friendly

- Better noise pollution prevention. Currently, for those of us that live near US 158, the amount of unnecessary noise coming from 18 Wheelers "Engine Breaking" at stop lights is ridiculous. "Engine Breaking", where truck drivers use down shifting with their engines to slow down instead of using their brakes creates very loud "backfiring" through their exhaust pipes. This method does work to slow down but was designed for trucks to use in the hills and mountains to save the brakes. We do not have hills and mountains on US 158 in Nags Head. Drivers do this just so they can hear the loud noise, somehow being "macho" I guess. They do not realize the impact to the neighborhoods near the stop lights, that hear this all day long. It needs to be stopped by a town ordinance that fines drivers that do this within the Nags Head Town limits. We recently visited Boone, NC where there are signs posted at the town limits that warn drivers that "Engine Breaking within town limits will cost you \$150.00, not allowed." I recommend we do this in Nags Head and the entire Outer Banks for that matter. My Dad was a truck driver for over 50 years, I know how this works, and I know they don't need to do this for safety. They are only doing it to create noise. Thanks.
- Controlling light pollution.
- Enforce the ban on fireworks.
- Get Businesses to turn off or mitigate lights at night
- Having the town act more eco friendly (lights, trash, etc)
- Please enforce ordinances that already exist; particularly fireworks!
- Preparing for climate change/sea level rise/rainwater & groundwater flooding
- Reduce light pollution!!! Enforce beach rules!!!
- Restrict light pollution from private + commercial. Enforce fines.
- Restrict outdoor over night lighting. I.E spot lights and yard that are left on all night
- Stop cutting down large trees during site prep for new construction.
- The amount of outdoor lights on houses, lower speed limit of 20 mph on Memorial and wrightsville due to walkers and biking, seems to work on sound sound areas. Amount of trash overflowing from cans at rental homes, Saturday/Sunday and mid week pickup might work better during peek times.

Lower taxes

- *HOUSE IS IN SO. GS HEAD. DAY TAXES FOR BEACH NOURISHMENT THEN PAY THOUSANDS TO MOVE AWAY FROM HOUSE -NEED CAMA TO RE EVALUATE MORE SAND TO BE MOVED FROM HOUSE.
- A different tax rate for home owners who do not rent out their home.
- all owners pay fair share for beach nourishment no matter where their house is located each gets rental income equal taxation
- Although I can support many suggestions the taxes are a burden. I can't pay taxes (and) wind & hail ins. Elderly on fixed income are being runned out of area due to high taxes & cost of living.
- CONTROL TAX INCREASE.
- Cost of beach re nourishment should be more equitable.
- Discount taxes for seniors.
- I undertand the need for housing, but I do not want to be overcrowded. I also have to work 3 or 4 jobs to live here so PLEASE LOWER TAXES.

- INCREASE TAXES ON RENTAL PROPERTIES, LOWER IT ON RESIDENCES.
- Keep taxes & insurance premiums at a mim. Increases as possible.
- Keep taxes low
- Logical alternative to beach nourishment and the 'forever tax' approach to it. Seriously look at alternative solutions (jetties, etc.) --- current process is both inequitable from a tax/benefit standpoint and creates too many 'side-effect' problems from the sand that is ultimately displaced westward onto and into property.
- low taxes
- LOW TAXES!
- lower taxes
- Lower taxes.
- LOWER TAXES.
- Maintain low tax rate for permanent residents.
- Make the residents of South Nags Head pay their fair share of the beach nourishment efforts. They have been subsidized by the rest of the town for years. The BOC established separate tax districts for South Nags Head - USE THEM !!!
- Make the tax assessment for Oceanside homes and homes across the road from the ocean somewhat equivalent. Currently there is a gross discrepancy in the tax structure. The people on both sides of the road use the beaches equally. Do not attempt to SOCIAL ENGINEER the low cost housing market.
- Over taxation issue. Not penalize homeowners on the beach road by forcing them to pay for trash receptacle placement. Do it for everyone or no one. Unfair tax & unnecessary!
- People should pay taxes based on their own personal situation. My taxes (Dare + Nags Head have doubled in 10 years. And nothing has changed with my property, other than beach nourishment. Do visitors pay taxes to improve beach nourishment?
- Pricing out single family owners that don't rent.
- Properties WEST of the beach road should share the tax burden of beach nourishment.
- PROPERTY & ASSESSMENTS DECREASES TAXES TO PRE-COULD LEVELS BEFORE INFLATED INSANITY WAS ALLOWED.
- Provide tax incentives to individuals that have space to put up a single tiny home on their property to rent to needed hospital/school/town employees.
- Reasonable real estate taxes.
- Reduce real estate taxes. / Treat non resident owners w/respect.
- sand tax is unfair to residents east of VA Dare trail, beach is a town/county asset, District 1 and 2 pay an unfair amount. Beach tax for these residents exceed regular town tax. adding the new district 3 East of bypass and then taxing residents east of VA Dare trail for both districts added insult to injury. District 1 was unfairly determined to be east of Va Dare Trail District should be based on either distance from shore; flood zone; or elevation
- stop making ocean front locals pay for beach nourishment make all property owners pay.
- Suggest sound side owners pay extra fee (special district).
- With dare taxes & Nags Head taxes - overall too high!
- With the unreasonable increase in property tax rates this year everything should be within budget.

Preserve green spaces

- Accentuate natural landscapes; less dense development.
- Keep as much green space as possible & purchase vacant land such as lots on corner of gallery row. 158 for future use / retaining pond. Improve ditches along S memorial fm 2100 block 8th St Barnes Ln.
- Manage & maintain what NH currently has/already in place. Please do not cover green space with pickle ball courts!!!!
- More green spaces, parks, bike paths, trees, nature
- More open spaces
- Preservation of land and water to support communities
- PRESERVE + PROTECT GREEN SPACE (INC SHORELINE).
- Preserve what green space is left.
- Preserve current green spaces and forested areas, cease the developmental footprint.
- Protect the land we have left from development
- Support green spaces and smaller development

Improve trash management

- A BETTER RECYCLE PROGRAM.
- Better availability of recycling services along South Old Oregon Inlet Rd.
- Better recycling.
- Bring back curbside. Recycling.
- BRING CURBSIDE RECYCLING BACK! BEACH TRASH CLEANUP, EMPTY BEACH TRASHCANS MORE OFTEN IN SUMMER
- Community composting and free compost/much would be great.
- curbside bulk trash collection allowed one day each month from Oct - April
- Emptying trash at beach accesses several times a day during peak season and clean portable potty a couple of times during peak season. Local news would be great rather than having to watch Norfolk or VA Beach news, if this isn't possible the community needs to be made aware of current issues. I hear Nags Head has so many drugs in the area, hopeful something can be done about this. I recently went to look at Changing Tides for a co-worker looking for a place to send her daughter who has a drug addiction, the place was disgraceful, and in hopes of these people having a chance to recover and heal, they need a facility conducive to provide just that. Lastly, more restaurants would be great, you can hardly go out to eat during peak season unless you're willing to wait two-plus hours. Incentives given to get the workforce back may help businesses to turn business over faster.
- Fine owners that do not make it mandatory to remove trash cans from street after pick up. It smells and looks horrible.
- I am sure there are more important issues but I would like to have a recycling program that is useful and affordable
- I think that you need the long duration of bulk trash pickup, but the pickup of items needs to be more frequent. The same old sofa should not be sitting on the side of the road for 3 weeks. Makes the town look run down. Thanks
- I wish there was weekend trash pickup. Not a great arrangement for rental properties to not have trash pickup the day new renters are coming in.

- Increase trash pick ups.
- Limit the bulk schedule. The Town looks like a dump a good part of the year- the unsightliness does not outweigh the convenience for residents. Contractors and those that dump illegally take gross advantage of this benefit.
- More frequent debris pickup.
- Overall you guys/gals do a great job, maybe do a better job with bulk trash pick up
- Recycle trash pick up included in trash pick up.
- Reduce litter and trash. Use volunteers or business sponsors to help in this effort.
- Somehow address the overflow of garbage that esp. occurs the dog before collection.
- The trash at boat ramps, piers, parking areas etc.
- Trash containment- overflow from cans.
- Trash pick up on the beach
- TRASH PICK-UP POLICIES NEED REVIEW! CURRENTLY ONLY TRASH THAT FITS IN CANS IS PICKED-UP.
- Whoever came up with the idea to mom trash carts in/out is a genius.

Focus on planning and infrastructure

- A comprehensive development plan for both commercial & residential districts
- Abandoned properties & some guidelines for neighborhoods to enforce clean ups!
- Address abandoned / unused commercial property.
- Balance needs of NRPO, guest, residents, workers, and business. Coupled with housing, retail/office space, and infrastructure.
- Bring property managers/owners together with the Town regarding the Town's rules and regulations. Property managers manage property in different towns on the OBX and they really have no clue what goes on in each of the towns regarding trash pickup,
- Clean up commercial properties and sell abandon or unkept properties.
- Find a way to balance character of town with reasonable flexibility in town codes/planning/density. There seems to be a mindset at times of Nags Head way or the highway rather than enabling town employees to make sensible accommodations for residents. There are town employees who seem to say " I see what you are trying to do, let's see how we can make at least part of it happen". But also employees who say "well that can't happen" A little power going to the head.
- Fix or plan better development, No longer a small community - we need rules & codes.
- Get rid of abandoned houses and get rid of trashy landscape.
- Improve the architectural consistency of commercial buildings.
- Infrastructure for things like fiber internet and to support full time residents. I also want to feel safe that insurance won't be ripped out from under me. I want to live here for good, and maybe one day have a family here. Tourism allowed Nags Head to become what it is but I think supporting full time residents will help keep it that way. Partnering with other towns near to that end will also go a long way. Investing in IT infrastructure and modernization would be a huge boon. Perhaps an app for residents and tourists to tie a lot of things in together? Allow local businesses and shops access to things they might not otherwise have. Allow residents a good place to feel a sense of community. It could also capitalize on the brand of Outerbanks and be a bit of a vanity app for tourists to have on their phones and tablets.

- It would be nice to have a town center area with dining and shopping where people can park and walk.
- Keep on planning - master plan, groundwater, traffic, drinking water, septic.
- Permitting/zoning not requiring adequate parking - blue moon while being predatory against home owners-discriminatory! also plastic bags everywhere.
- Please establish better architectural (appearance) for all new homes construct.
- Public awareness of current and future infrastructure programs.
- Put a permanent bulkhead on the sound side access at Danube Street.
- Put all private roads in the public street system.
- REGULATING HEIGHTS & SIZES OF OCEANFRONT STRUCTURES. HEIGHT SHOULD INCREASE AS YOU GO AWAY FROM BEACH, NOT TOWARDS.
- Review with public input and change/update as necessary Comp Plan and Zoning Ordinance
- Signage both on the road but certainly on the beach explaining where public access is and not to trespass on private property or face fines. This has become a big problem for owners as people just start walking through with no care or concern.
- Stop letting the businesses that are empty become an eyesore. Some have been sitting like that for 4+ years or more.
- Tear down the old Kelly's buildings - such an eyesore
- Zoning. Don't make it so hard for existing owners to upgrade their properties.

Control rentals

- CONTROL MORE ON AIR B&B'S.
- DO NOT ALLOW HUGE VACATION RENTALS (more than 8 bedrooms) KEEP GS HEAD THE SAME!!!
- Eliminate all rental and for sale signs unless attached to the structure, or placed at a distance of 10 feet from the structure. Regulate size of sign as well. People use the internet to identify properties for rent or sale. They do not drive around to look at properties to rent or buy. They use GPS to obtain directions to a property. They do not need a sign to tell them where to turn.
- Find a way to Regulate short term rentals too many are over crowded and it leads to parking issues, septic issues and people not respecting others property.
- Illegal air bnbs & monitoring speeding on Barnes St to nursing home & stop sign violation.
- Lack of regulations pertaining to VRBO, AirBnB and illegal apartments
- Less vacation rentals & more permanent housing.
- Limit # of VRBO / Air Bnb to free up housing for residents and workforce.
- Limit vacation density long-term (we are about maxed out! - road traffic, beach parking, restaurant access, etc)
- Manage air BNB's.
- Monitor overcrowding of vacation rentals. Some of us are diligent about not exceeding occupancy limits while others are openly advertising excessive occupancy limits (including some rental companies who should absolutely be in compliance). I have an 8 bedroom home that I limit to 16 persons because that is what I understand is allowed by ordinance. I see 5 bedroom homes advertising they sleep 15. Those groups are the most likely to cause issues and they bring down the value of all of our properties. They create noise and excess trash. One of

my neighboring properties consistently takes my trash containers and also puts their overflowing trash containers on my property.

- Monitor rental density to protect our resources and provide better pedestrian access
- NOISE CONTROL FROM RENTALS
- NOT AS MANY TIME SHARE UNITS.
- Please do not allow nags head to become what kdh has allowed. We do not need more rentals. We need to provide housing that supports our local economy and cluster housing is not the option. Our septic systems are already at a critical level and are about 20 years passed where our building limits should be for this small stretch of beautiful beach. Greed has pushed us beyond our limits.
- Regulation of rental homes: noise violations and parking/traffic
- Residential density is NOT the same as vacationer/"guest" density. See cheating/over-occupying question # 31. Almost every occupied rental involves some level of cheating. I guess the Health Dept. Septic permits are just a joke. This difference in impacts relates to all the traffic issues as well as fire/sanitation and police. We need to become more focused on improving Nag Head for existing residents and existing workforce and stop increasing density by adding new residential units (multi-family) and new large un-controllable vacation rentals. Once a vacation rental unit exceeds 6 bedrooms there is NO WAY to manage the cheating and I note this from deep experience. We need to shift more to a residentially oriented community. The impact on all infrastructure created by visitation during the peak rental season is different than the impact of residential. We have a density problem and adding more density is not going to solve a density problem but shifting use from over-occupied vacation rental use to residential use would help and helping/incentivizing a shift in use west of the By-Pass from Air BnB type very short term vacation rental use back to primarily residential use would also be a big turn in the right direction.
- Too many rentals!
- Treat rental houses exceeding 6 bedrooms as businesses or hotels, with appropriate business taxes, regulations, parking management, etc.

Other

- Help to stabilize home insurance rates. because they have increased significantly. Faster access to homes during hurricane season.
- all owners whether residential or commercial should take pride in their property and keep it clean and well maintained
- Bomore flexible in allowing sensible trimming of live oaks.
- Better fireworks patrols - stop the illegal firework.
- Bring existing accessory dwelling units into compliance and allow others where appropriate
- Code enforcement.
- Continued education of protection from natural storms on how to best improve and elevate existing homes beyond code for protection
- Control vagrants/homeless hanging out at Bonnett St entrance & Dowdy Park.
- Ditch the ludicrous event center idea and put in a sound side boardwalk & shops akin to the Village of Duck. It will draw the right kind of tourism, maintain the charm of Nags Head and give the community another reason to be proud of Nags Head. NOONE But the tourism board

wants another horribly out-of-place box to stare at. It's bad enough that Super Wings, Candy Kingdom, etc exist. You have the opportunity to do right by the residents and tourists, so PLEASE don't force another monstrosity down our throats! Leave that crap in Southern Shores and Kitty Hawk.

- Encourage creation of more restaurants.
- Enforce laws better, such as not allowing illegal fireworks to be shot off in particularly in residential areas where property damage can be caused not only to a rental home but to neighbors property as well, I know this is difficult but we know it will happen and it should be brainstormed how to address it, rather than turn a blind eye. Honestly, the only thing I personally see police do is enforce traffic recently.
- Ensure homeowners are doing their part to keep the community looking nice. Specifically, the homeowner of 3209 needs to clean up their yard.
- Fund projects with increase rental taxes & grocery / Memorial day-Labor day.
- Get rid of fishing license; limit net fishing to 2 miles off the beach.
- Health care - or lack of.
- I believe the single most important change the Town of Nags Head needs is less focus on the tourists and more focus on the year round residents. I understand that tourists are where the majority of our economy gets its support but sometimes it feels that as a local, I am treated as a second class citizen.
- I know this sounds crazy, but we need a Chick-fil-a. Also a drug store.
- I sent a request through Instagram asking if I could volunteer on a committee and didn't hear back. I have asked this several times. I am a non resident property owner but I am an active owner. I would like to be more involved or at least contacted for my efforts.
- I'm pretty much happy with the town of nags head if you get in a financial bind they will work with you
- Improve hurricane preparedness.
- Increase law enforcement visibility in crime prone areas
- INCREASE.
- increasing conversations for applying common sense to solutions
- Less government.
- Let residents know what is going on!
- Let the homeowners manage their houses, everyone is not a family with money running out of their ears.
- Long term viability of septic systems with increasing development and size of rental houses
- MAIL DELIVERY TO YEAR ROUND OWNERS IN THE VILLAGE!
- Me personally- If you own your property you should be allowed to cut down any pine tree you want. They are a hazard during storms and the pine ones are a daily chore to pick up. You should be allowed to report a next door neighbors pine tree that is dead and losing limbs to destroy your decks, roof , or possible break windows.
- More focus put on improvements for year round residents.
- More police patrol in neighborhoods.
- Mosquito control, firework prevention (private).
- Nags Head needs to stop using tax dollars to buy private land for supposed public use. Emphasis on SUPPOSED public use.

- Need a chick-fil-a restaurant.
- Nice friendly helpful Website
- Non-resident property owners are treated as second class citizens, yet oceanside non-resident property owners pay the same rate of taxes as resident owners and bear a large portion of the beach nourishment assessment.
- Over crowding, too many tourists, sky rocketing housing costs.
- Planning department and nepotism
- Police Department accredited by state agency
- Reestablish the volunteer fire dept to provide additional personnel.
- Revamp town website into 3 sections: renters, residents/a prop owner, commercial.
- Safety always.
- simplify home owner repair permits.
- Slow to react to the growth of tourism on the outer banks, in general. Not just Nags Head, but all municipalities. Example: Everyday, you drive by closed restaurants because they can't hire enough staff. Same with police force, nurses and school teachers.
- Sometimes the best changes and/ improvements are no changes at all. In any town that has a local government the town council or manager/ mayor is elected with "agendas" or "issues" based on the citizen clientele that is in the social structure of that person. It's important to them but not the town as a whole. In that each member may have these types of issues (member a has a street lamp shining over his windows, member b has a neighbor that built his property fence too tall, the mayor had a week rental group in the home next to him that parked a car on an edge of his property) these are just fictional examples but not uncommon in passing laws or ordinances which are then required to be enforced as nuisance laws and they become the nuisance themselves. BE VERY CAREFUL Enacting any ordinance or law without due diligence, careful reviews and hearings. Ask your police department, which by the way is very good, how many of their calls are for minor disagreements, arguments, neighbors disputes that just require mediation interaction not laws or ordinances. I remember there was a small town in Idaho that decided not to pass any new laws for a whole year (unless there was an emergency) just to see if there really were any need for any changes. Good governance requires patience, introspection, and sound research.
- Sound barrier along the highway between highway & residential property.
- Square footage of house living space to lot square footage policies with home improvements.
- Standing by the building codes not favoritism.
- Stop asking people what race they are.
- Stop bringing in business like wawa - hurts local business.
- Stop northerners from moving here
- Stop treating non resident property owners as second class citizen.
- STRICKTER ENFORCEMENT OF ORDINANCES RE: UNLEASHED DOGS ON BEACH & FIREWORKS.
- Stronger leash laws - lots of unsupervised off leash beaches do on.
- Take care of employes.
- Take down the ineffective and eyesore "no dumping" signs.
- The town has TOO MANY regulations. Nags head over legislates EVERYTHING except what the board has an interest in. This is most evident recently with the discussion about e bikes.

Many members were quoted as stating they are "Avid" bikers and resisted regulating ebikes. However, if the board is not directly impacted, they pass regulation after regulation.

- The Town of Nags Head not over reaching their authority
- There are a lot of things our town does absolutely right! I would LOVE to see the outdoor event area be leveraged for some regional or even national touring artists. I would be happy to help with that.
- Think more long term rather than being so near sighted on enforcement code
- To have a wal-mart-etc. in the S. Nags Head area of (A Golden Corral Buffet - etc. Olive Garden or Cracker Barrel).
- To have places stay open later / housing for people to rent for work.
- Too crowded!
- Town of Nags Head employees treating all residents equitably. Stopping the favoritism towards some residents and businesses that currently exists.
- We are in dire need of medical doctors and specialists
- We bought our house with the intention of possibly becoming a permanent resident. We decided against it because of #1. access to healthcare & #2. The blatant disregard for us when Covid19 came down - not having access to our property, but being expected to pay all of the taxes without fail. The hateful attitudes we encountered at that time really left a bad taste in our mouths.
- We need competent officials - planning board & town commissioners = fail.
- You have no idea how far you stand head & shoulders above major beach communities. Leave it a long it isn't broken, don't try to reinvent the wheel!

Appendix D: Survey Results by Respondent Characteristics

Understanding the Tables

The subgroup comparison tables contain the cross tabulations of the resident survey questions by various respondent demographic characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The letters start over with “A” for each different characteristic. (For example, on page 90, gender or respondent has two categories labeled A and B, and then for age of respondent the lettering starts over with A for 18-34, B for 35-54 and C for 55 and older.

For each pair of subgroup ratings within a characteristic within a row that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 69 on page 90, 91% of residents who were aged 18-34 (A) gave excellent or good ratings to the overall direction Nags Head is moving. This proportion of residents is statistically higher than the rating given by residents who were aged 35-54 (B), as denoted by the “B” found in the cell for respondents who are aged 18-34, but not statistically different from those aged 55 or older, as there is no letter “C” denoted.

Comparisons by Respondent Gender and Age

Table 69: Question 1 Compared by Gender and Age

	Gender		Age			Overall
	Woman (A)	Man (B)	18-34 (A)	35-54 (B)	55+ (C)	
Percent rating positively (e.g., excellent / good)						
The overall direction Nags Head is moving	83%	82%	91% B	78%	83%	82%
The quality of the services provided by Nags Head	90%	90%	85%	86%	92% B	90%
The ease of accessing the services of Nags Head	85%	89%	73%	86% A	88% A	86%
Communicating events, issues, and programs	75%	77%	41%	76% A	79% A	75%
Providing opportunities for community engagement and involvement	69%	72%	41%	70% A	74% A	70%

Table 70: Question 2 Compared by Gender and Age

	Gender		Age			Overall
	Woman (A)	Man (B)	18-34 (A)	35-54 (B)	55+ (C)	
Percent rating positively (e.g., great value / good value)						
Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?	65%	62%	66%	57%	65% B	62%

Table 71: Question 3 Compared by Gender and Age

Percent rating positively (e.g., essential / very important)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Preserving landscapes/vegetation	94% B	89%	85%	93% A	91%	91%
Maintaining recreational water quality	97%	97%	100%	98%	96%	97%
Preserving dark night skies	86% B	74%	91% C	81%	78%	80%
Providing public beach accesses	91%	91%	85%	92%	91%	90%
Maintaining community appearance	92%	93%	85%	93% A	93% A	92%
Providing parks/recreation areas	88% B	80%	77%	86%	85%	84%
Providing events/cultural activities	73% B	63%	76%	67%	67%	67%
Preserving Nags Head character	92%	91%	85%	88%	93% A B	91%
Providing sidewalks/paths	89% B	81%	100% B C	89% C	81%	85%
Enforcing codes	83%	82%	47%	76% A	89% A B	82%
Regulating development/controlling density	96% B	90%	100% B	89%	95% B	93%
Maintaining beautiful beaches	99%	98%	100%	99%	98%	99%
Promoting business/economy	77%	79%	51%	74% A	82% A B	77%
Managing stormwater	97% B	92%	100% C	94%	94%	94%

Table 72: Question 3bis Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	(A)
Preserving landscapes/vegetation	80%	85%	82%	81%	83%	82%
Maintaining recreational water quality	77%	89% A	55%	81% A	86% A	82%
Preserving dark night skies	67%	65%	45%	68% A	67% A	65%
Providing public beach accesses	87%	92% A	80%	90% A	89% A	89%
Maintaining community appearance	89%	87%	100% B C	88%	87%	88%
Providing parks/recreation areas	92% B	88%	91%	91%	89%	90%
Providing events/cultural activities	83%	81%	73%	84% A	82%	82%
Preserving Nags Head character	74%	79%	64%	81% A C	75%	76%
Providing sidewalks/paths	84%	84%	80%	84%	84%	84%
Enforcing codes	79%	78%	82%	78%	78%	78%
Regulating development/controlling density	49%	55% A	45%	52%	52%	51%
Maintaining beautiful beaches	92%	90%	82%	88%	93% A B	90%
Promoting business/economy	82%	83%	82%	78%	85% B	82%
Managing stormwater	69%	67%	80% C	70%	65%	67%

Table 73: Question 4 Compared by Gender and Age

Percent rating positively (e.g., High priority / medium priority)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Traffic safety	96%	97%	92%	96%	97% A	96%
Maintaining and improving roads and infrastructure	90%	95% A	70%	90% A	96% A B	93%
Providing/incentivizing workforce housing	88%	85%	85%	85%	88%	87%
Preserving open space/protecting natural resources	99% B	96%	100% B	96%	98% B	98%
Enhancing Nags Head sidewalks/paths	87%	87%	77%	88% A	88% A	87%
Providing more recreation opportunities/facilities	74%	70%	70%	69%	74%	72%
Increasing arts and cultural opportunities	65%	62%	47%	61% A	66% A	63%
Continuing shoreline management efforts	98%	97%	100% B	95%	98% B	97%
Maintaining/improving wastewater infrastructure	99% B	96%	100%	96%	98%	97%
Monitoring/improving water quality	100% B	97%	100%	98%	99%	99%
Improving drainage	99% B	96%	100%	96%	98%	97%
Keeping the tax rate low	95%	95%	100% B	90%	96% B	95%

Table 74: Question 5 Compared by Gender and Age

Have you contacted the Town recently (last 12 months)? If so, select all reasons that apply.	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Ask a question or get information	43%	45%	30%	51% A C	43% A	44%
Schedule or access a service	20%	22%	23%	24%	20%	21%
Report an issue	15%	13%	15%	15%	12%	14%
Make a complaint	4%	4%	0%	6% C	3%	4%
Turn on or off services	5%	5%	8%	8% C	3%	5%
Pull a building permit/plan review	11%	12%	8%	14%	11%	12%
Haven't contacted	44%	39%	55% B	35%	43% B	42%

Table 75: Question 6 Compared by Gender and Age

Select all of the following departments you have had contact within the last 12 months:	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	(A)
Fire	12%	8%	17%	12%	9%	10%
Police	20% B	13%	17%	19%	16%	17%
Finance/Administration	19%	19%	0%	24%	18%	19%
Water	33%	35%	67% B C	40% C	29%	34%
Human Resources	1%	0%	0%	0%	1%	0%
Permitting / Code Enforcement	32%	41% A	17%	45% A C	34% A	37%
Parks / Buildings and Grounds	10%	8%	0%	17% C	6%	9%
Sanitation	32%	37%	67% B C	32%	34%	35%
Other	16%	14%	17%	16%	15%	15%
Not applicable	2%	2%	0%	1%	3%	2%

Table 76: Question 7 Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	(A)
Courtesy	99% B	93%	88%	96% A	97% A	96%
Knowledge	96% B	92%	88%	95%	94%	94%
Responsiveness	92%	90%	88%	90%	92%	91%
Timeliness of response	93%	88%	88%	90%	91%	91%
Overall impression	94% B	88%	88%	91%	91%	91%

Table 77: Question 8 Compared by Gender and Age

Percent rating positively (e.g., essential / very important)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Offering more online services	57%	58%	55%	62%	55%	57%
Providing alternative means of communication (chat / text) to contact Nags Head	40%	41%	32%	41%	41%	40%
Reporting issues/problems electronically	65% B	57%	70%	61%	60%	61%
Increasing public awareness of Nags Head news and alerts	74% B	64%	70%	68%	70%	69%
Increasing online promotion of Nags Head news and alerts (e.g., blogs, email, text)	56%	51%	53%	51%	54%	53%
Improving online scheduling for Nags Head services	60%	56%	70% C	62% C	55%	58%
Improving Nags Head apps and websites to function better on mobile platforms	57%	54%	62%	56%	55%	56%
Maintaining a robust Town online GIS website	63%	62%	70%	64%	62%	63%

Table 78: Question 9 Compared by Gender and Age

Percent rating positively (e.g., very likely / likely)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Activities for the whole family	69%	73%	55%	79% A C	70% A	71%
Using meeting spaces for community groups	26%	28%	30%	32% C	25%	27%
Nature-based educational programs (birdwatching, nature tours, etc.)	68% B	53%	77% B C	62%	58%	60%
Outdoor adventure fitness programs (hiking, biking, paddling, etc.)	74% B	66%	76% C	86% C	63%	70%
Fitness programs	65% B	53%	68%	62%	57%	59%
Music programs	63%	59%	53%	67% A C	59%	60%
Creative arts programs	53% B	34%	32%	48% A	44%	44%
Therapeutic recreation	46% B	35%	53% C	41%	39%	41%
Volunteer projects	59% B	50%	45%	68% A C	49%	54%
Landscaping/gardening education	55% B	41%	55%	55% C	45%	49%
Pet activities	42%	39%	55% C	48% C	35%	40%

Table 79: Question 10 Compared by Gender and Age

	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
Percent rating positively (e.g., very interested / somewhat interested)	(A)	(B)	(A)	(B)	(C)	(A)
Town Park (Barnes Street)	67%	63%	62%	63%	65%	65%
Whalebone Park (Across from Jennette's Pier)	73%	67%	62%	79%	67%	70%
	B		A C			
Skate Park (At the YMCA)	34%	30%	38%	45%	27%	32%
			C	C		
Dog Park (227 Satterfield Landing Dr)	46%	39%	55%	49%	39%	43%
	B		C	C		
Harvey Site Sound Access (6912 S Croatan Hwy)	62%	48%	61%	70%	48%	55%
	B		C	C		
Nags Head Causeway Estuarine Access (7431 S Virginia Dare Trl)	65%	55%	68%	63%	59%	60%
	B					
Dowdy Park (3005 S Croatan Hwy)	85%	78%	85%	84%	80%	82%
	B					

Table 80: Question 11 Compared by Gender and Age

	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
Percent rating positively (e.g., very visible / somewhat visible)	(A)	(B)	(A)	(B)	(C)	(A)
How visible is the Nags Head Police Department in your neighborhood?	82%	89%	98%	85%	84%	86%
		A	B C			

Table 81: Question 12 Compared by Gender and Age

	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
Percent rating positively (e.g., excellent / good)	(A)	(B)	(A)	(B)	(C)	(A)
Preventing crime	89%	89%	84%	84%	91%	88%
					B	
Making the community feel safe	90%	89%	92%	83%	91%	89%
					B	
Responding quickly to citizens' calls for service	95%	93%	100%	91%	94%	93%
			B			
Effectively solving crimes	82%	83%	67%	72%	88%	81%
					A B	
Caring about the well-being of the people they deal with	93%	89%	92%	84%	93%	90%
					B	
Working with neighbors to solve neighborhood problems	81%	88%	71%	81%	88%	84%
		A			A	
Traffic enforcement	77%	79%	74%	74%	79%	77%

Table 82: Question 13 Compared by Gender and Age

	Gender		Age			Overall
	Woman (A)	Man (B)	18-34 (A)	35-54 (B)	55+ (C)	
Percent rating positively (e.g., excellent / good)						(A)
Level of responsiveness	94%	94%	100% B	86%	96% B	93%
Treating all residents with respect	92%	94%	92%	86%	95% B	92%
Treating all residents equitably	90%	93%	91%	84%	94% B	91%
Timeliness of handling situations	90%	92%	89%	88%	93% B	91%
Overall impression of police department professionalism	94%	93%	92%	93%	94%	93%

Table 83: Question 14 Compared by Gender and Age

	Gender		Age			Overall
	Woman (A)	Man (B)	18-34 (A)	35-54 (B)	55+ (C)	
Percent rating positively (e.g., not a problem / minor problem)						(A)
Traffic speeding	34%	36%	38%	29%	37% B	35%
Stop sign/red light violations	37%	41%	23%	40% A	41% A	39%
Violent crime	88%	90%	98% C	96% C	84%	89%
Drugs	33%	42% A	45%	47% C	32%	37%
Youth crimes	58%	60%	88% B C	64% C	51%	58%
Vandalism and property crimes	48%	51%	54%	58% C	45%	49%
Theft	46%	51%	78% B C	54% C	42%	48%

Table 84: Question 15 Compared by Gender and Age

	Gender		Age			Overall
	Woman (A)	Man (B)	18-34 (A)	35-54 (B)	55+ (C)	
Percent rating positively (e.g., very satisfied / somewhat satisfied)						(A)
Community Risk Reduction (e.g., fire prevention, public education)	98%	99%	100%	98%	99%	99%
Responsiveness (emergency and non-emergency)	100%	100%	100%	100%	100%	100%
Accessibility and availability	100%	100%	100%	99%	100%	100%
Caring for those they serve	99%	100%	100%	100%	100%	100%
Collaboration in working with individuals and/or community groups	99%	99%	100%	98%	99%	99%

Table 85: Question 16 Compared by Gender and Age

Percent rating positively (e.g., very engaged / somewhat engaged)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
In your opinion, how engaged is the Nags Head Fire Department in the community?	98% B	95%	100%	96%	97%	97%

Table 86: Question 17 Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Level of responsiveness	99%	97%	100%	96%	99% B	98%
Trust and confidence	98%	99%	100%	97%	99% B	98%
Compassionate in their interactions	99%	98%	100% B	96%	100% B	99%
Timeliness of handling situations	99%	98%	100%	98%	98%	98%

Table 87: Question 18 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
More service is needed before Memorial Day	76% B	64%	55%	67%	73% A	70%
More service is needed after Labor Day	78%	72%	64%	77% A	76% A	75%
Nags Head needs more fixed lifeguard stands	78%	73%	64%	68%	80% A B	75%
Nags Head needs more roving patrols	69%	67%	45%	61% A	73% A B	68%
The beach driving season is too long	54% B	44%	20%	46% A	55% A B	48%
The current service is excellent	96% B	93%	100% C	94%	94%	94%

Table 88: Question 19 Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Overall quality of trash service	95%	94%	100% C	95%	94%	95%
Overall quality of recycling service	59%	64%	63%	60%	62%	61%
Community cleanliness	86%	83%	77%	80%	87% A B	85%

Table 89: Question 20 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
The current program is working well	87%	91% A	85%	85%	90% B	88%
Debris sits out on the curb too long. I would prefer two or three curbside collections a year instead of an open-ended system.	52% B	44%	47%	41%	52% B	49%
The bulk waste yard should be open minimum five days a week/on weekends	79%	76%	77%	71%	80% B	77%

Table 90: Question 21 Compared by Gender and Age

Percent rating positively (e.g., yes)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Would you be interested in a Town-sponsored composting program?	39% B	28%	49% C	44% C	27%	33%

Table 91: Question 22 Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Level of responsiveness	77%	79%	100% B C	71%	79%	78%
Treating all customers with respect	81%	84%	100% B	73%	86% B	82%
Treating all customers equitably	76%	82%	100% B	72%	80%	79%
Timeliness of handling situations	79%	71%	67%	71%	77%	75%
Overall impression of planning department professionalism	76%	79%	100% B C	70%	78%	77%

Table 92: Question 23 Compared by Gender and Age

Percent rating positively (e.g., essential / very important)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Add new traffic signals on main roads	29%	26%	34%	26%	28%	28%
Improve signal timing	69%	70%	92% B C	64%	69%	69%
Expanding sidewalks/walkway systems	62% B	47%	75% B C	59% C	51%	55%
Install landscaped medians	21%	20%	26%	28% C	17%	21%
Widen landscape buffers along the edge of roadways	33%	27%	34%	32%	28%	30%
Create gateway/arrival features as you enter the community	19%	26% A	30%	19%	23%	22%
Improve or add turn lanes	52%	52%	34%	50% A	55% A	52%
Enhance pedestrian crossings at traffic signals or mid-block	71% B	63%	70%	68%	66%	66%
Enhance neighborhood safety through traffic calming measures	49%	48%	51%	49%	48%	48%
Provide public transportation	35% B	25%	30%	32%	29%	30%

Table 93: Question 24 Compared by Gender and Age

Percent rating positively (e.g., yes)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Are you familiar with the Town's Septic Health Initiative?	47%	47%	38%	41%	51% A B	48%

Table 94: Question 25 Compared by Gender and Age

Percent rating positively (e.g., yes)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
If so, have you used this service?	53%	57%	60%	46%	57% B	55%

Table 95: Question 26 Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
The ocean water quality is...	87%	92% A	82%	88%	91% A	90%
The estuarine or sound water quality is	44%	62% A	31%	46% A	57% A B	52%

Table 96: Question 27 Compared by Gender and Age

Percent rating positively (e.g., very appropriate / appropriate)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Detached residential structures (single family homes)	82%	84%	92% C	83%	81%	83%
Attached residential structures (multi-family housing)	44%	45%	62% B C	44%	43%	44%
Small-scale commercial buildings (less than 5,000 square feet, "residential" character, pitched roofs)	65%	69%	76% C	70% C	63%	66%
Medium scale (5,001-10,000 square feet), box style with architectural treatments (roof facades)	26%	38% A	17%	34% A	32% A	31%
Large-scale (10,001-20,000 square feet)	10%	17% A	10%	11%	15%	13%
Commercial strip shopping centers	18%	26% A	15%	20%	23%	21%
Mixed-Use (restaurant, retail, office, & residential)	44%	59% A	70% B C	56% C	46%	50%
Multi-family (apartments/townhouses)	40%	42%	77% B C	41%	37%	41%
Cottage courts/motels (1-2 stories)	48%	50%	55%	44%	50%	48%
Hotels (3 or more stories)	16%	22% A	9%	10%	23% A B	18%

Table 97: Question 28 Compared by Gender and Age

Percent rating positively (e.g., about right)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
The 60-foot height limit for hotels is...	31%	42% A	39%	32%	37%	36%
The 42-foot height limit for residential and commercial is	76%	85% A	55%	83% A	82% A	80%

Table 98: Question 29 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?	99% B	97%	100%	97%	99%	98%

Table 99: Question 30 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Abandoned property	51% B	41%	57% B	32%	51% B	46%
Abandoned vehicles	33%	30%	33% B	18%	38% B	31%
Commercial property maintenance	54%	54%	55%	51%	56%	54%
Residential property maintenance	50%	48%	47%	36%	55% B	49%
Over-occupancy of vacation rentals	84% B	76%	85%	80%	80%	80%
Septic failures	63%	56%	76% B	45%	62% B	58%
Illegal signs	40%	46%	29%	34%	50% A B	44%
Trash	57%	56%	68% B	51%	56%	56%
Overgrowth of vegetation	44%	45%	38%	40%	48%	45%
Residential light spillover/glare onto adjacent properties	70% B	62%	60%	61%	69% B	67%
Illegal duplexes/apartments	57%	57%	13%	44% A	69% A B	57%

Table 100: Question 31 Compared by Gender and Age

Percent rating positively (e.g., excellent / good)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Variety of housing options	48%	55% A	33%	41%	59% A B	52%
Availability of affordable quality housing	17%	20%	25% B	9%	23% B	19%
Physical condition of commercial buildings	64%	62%	74% B	54%	66% B	63%
Physical condition of residential buildings	77%	81%	66%	77% A	81% A	79%

Table 101: Question 32 Compared by Gender and Age

Increasing housing opportunities could mean increasing density (e.g. allowing more opportunities for duplexes/ground floor enclosures/accessory dwelling units). Where or how do you think housing density can/should increase? Mark all that apply.	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	(A)
In areas east of US 158	4%	6%	8%	8% C	3%	5%
In all areas of Nags Head	7%	10%	15% C	10%	7%	9%
In areas that allow greater density currently	27%	34% A	23%	35% A C	28%	30%
I don't think housing density should increase	44%	42%	39%	37%	47% B	44%
I would only support increases in density if deed restrictions are in place for long-term or workforce housing	48%	42%	53%	43%	45%	45%

Table 102: Question 33 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	(A)
Housing affordability is a critical issue facing Nags Head and Dare County	89%	86%	92%	87%	88%	88%
I support increasing zoning density to provide additional housing opportunities	48%	52%	62% C	54%	46%	49%
I support using taxes to secure workforce housing (Police, Fire, Public Services)	67%	67%	82% B C	65%	66%	66%
I support using taxes to incentivize housing affordability for all workers	55%	52%	82% B C	52%	51%	52%
Housing affordability should be addressed as a regional issue	89%	86%	82%	89%	87%	87%

Table 103: Question 34 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	(A)
Property buyouts to allow for shoreline erosion	64% B	57%	75% B C	52%	61% B	59%
Beach nourishment	89%	96% A	84%	91% A	94% A	92%
Structures such as artificial reefs or groins	83%	85%	75%	87% A	83%	83%

Table 104: Question 35 Compared by Gender and Age

Percent rating positively (e.g., strongly agree / somewhat agree)	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Soundside access areas	36%	39%	49% C	41%	35%	38%
Soundside recreational areas	37%	40%	38%	45% C	36%	38%
Protection of soundside shoreline	69%	67%	84% C	72% C	64%	66%

Table 105: Question 36 Compared by Gender and Age

What is the single most important change or improvement to suggest to the Town of Nags Head?	Gender		Age			Overall (A)
	Woman	Man	18-34	35-54	55+	
	(A)	(B)	(A)	(B)	(C)	
Provide affordable housing	14%	16%	24% C	17%	13%	15%
Beach nourishment and enhancement	10%	13%	0%	11%	12%	11%
Improve traffic flow	14%	14%	2%	14% A	15% A	14%
Recreation opportunities	1%	5%A	12% B C	2%	2%	3%
Limiting new development	14%	12%	0%	9%	17% B	14%
Expand sidewalks, bike lanes and trails	3%	5%	0%	7% C	3%	4%
Water Management	5%	4%	12% B C	2%	5%	4%
Keep the character of Nags Head	8%	9%	12%	11%	7%	9%
Be more eco friendly	3%	1%	12% B C	1%	2%	2%
Lower taxes	3%	7% A	0%	5%	6%	5%
Preserve green spaces	1%	1%	0%	2%	1%	1%
Improve trash management	4%	2%	0%	4%	3%	3%
Focus on planning and infrastructure	2%	3%	0%	2%	3%	3%
Control rentals	3%	1%	0%	5% C	1%	2%
Others	14%B	6%	24% B C	9%	10%	11%
Total	100%	100%	100%	100%	100%	100%

Table 106: Question 37 Compared by Gender and Age

	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
Percent rating positively (e.g., major source / minor source)	(A)	(B)	(A)	(B)	(C)	(A)
Local media outlets (newspapers, radio, local television stations)	89%	87%	100% B C	85%	87%	87%
Local online news sources	92%	91%	100% C	93%	90%	92%
Nags Head's Website (nagsheadnc.gov)	93%	90%	92%	93%	90%	91%
Nags Head's Social Media Channels (Facebook, Instagram, Twitter)	81% B	75%	85% C	86% C	73%	77%
Word of mouth	81%	82%	98% B C	82%	80%	81%
Email distribution lists	72%	74%	77%	67%	73%	72%
Board of Commissioners meetings and other public meetings	67%	64%	83% B C	56%	67% B	66%
Talking with Town officials	58%	56%	61%	52%	58%	57%

Table 107: Question 38 Compared by Gender and Age

	Gender		Age			Overall
	Woman	Man	18-34	35-54	55+	
What is your most preferred method of receiving communication from the Town of Nags Head? (Select only one.)	(A)	(B)	(A)	(B)	(C)	(A)
Phone	1%	2%	0%	1%	2%	2%
Email	58%	63%	55%	57%	63%	60%
Text	13% B	9%	8%	13%	10%	11%
Social media	11%	9%	30% B C	15% C	5%	9%
Town's website	7%	8%	0%	6%	9%	8%
Printed brochures/material/mailers	9%	10%	8%	9%	11%	10%

Comparisons by Length of Residency and Housing Unit Type

Table 108: Question 1 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A) B C D E	(B) D	(C) D	(D) D	(E) D	(A) A	(B) A	
The overall direction Nags Head is moving	96% B C D E	84% D	81% D	74% D	83% D	79% A	90% A	82%
The quality of the services provided by Nags Head	97% D	91% D	92% D	83% D	90% D	88% A	94% A	90%
The ease of accessing the services of Nags Head	96% D E	89% D	87% D	78% D	87% D	84% A	94% A	86%
Communicating events, issues, and programs	72% D	73% D	74% D	74% D	79% D	75% A	77% A	75%
Providing opportunities for community engagement and involvement	75% D	68% D	68% D	63% D	75% D	68% A	75% A	70%

Table 109: Question 2 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., great value / good value)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A) B C D E	(B) C D E	(C) D	(D) D	(E) D	(A) A	(B) A	
Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?	64% B C D E	75% C D E	56% D	52% D	64% D	60% A	65% A	62%

Table 110: Question 3 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., essential / very important)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A) C	(B) C E	(C)	(D)	(E)	(A)	(B) A	
Preserving landscapes/vegetation	96% C	96% C E	88%	91%	89%	89%	96% A	91%
Maintaining recreational water quality	99%	97%	96%	96%	97%	96%	98%	97%
Preserving dark night skies	81% D	85% C D	75%	70%	84% C D	81%	77%	80%
Providing public beach accesses	90%	91%	90%	89%	91%	89%	94% A	90%
Maintaining community appearance	90%	91%	92%	91%	95%	92%	94%	92%
Providing parks/recreation areas	83%	82%	86%	81%	86%	84%	84%	84%
Providing events/cultural activities	63%	72%	63%	63%	69%	66%	70%	67%
Preserving Nags Head character	93%	87%	88%	93% B	94% B C	90%	95% A	91%
Providing sidewalks/paths	86%	91% C D	79%	78%	87% C D	85%	83%	85%
Enforcing codes	83%	78%	79%	81%	87% B C	78%	95% A	82%
Regulating development/controlling density	97% D	91%	93%	90%	96% B D	93%	94%	93%
Maintaining beautiful beaches	100%	99%	98%	99%	98%	99%	99%	99%
Promoting business/economy	76%	78%	73%	80%	78%	74%	86% A	77%
Managing stormwater	94%	95%	96%	94%	94%	94%	96%	94%

Table 111: Question 3bis Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A) B C D E	(B)	(C)	(D)	(E)	(A)	(B)	
Preserving landscapes/vegetation	95% B C D E	81%	79%	83%	81%	79%	89% A	82%
Maintaining recreational water quality	77%	80%	86%	80%	83%	78%	94% A	82%
Preserving dark night skies	40%	75% A E	67% A	68% A	64% A	62%	76% A	65%
Providing public beach accesses	92%	85%	91%	89%	89%	88%	91%	89%
Maintaining community appearance	88%	93% C D	86%	85%	88%	88%	87%	88%
Providing parks/recreation areas	86%	95% A C D	89%	85%	91% D	90%	89%	90%
Providing events/cultural activities	89% D	79%	87% D	72%	85% D	81%	86%	82%
Preserving Nags Head character	72%	83% D E	81% E	72%	71%	71%	88% A	76%
Providing sidewalks/paths	56%	83% A	89% A	85% A	87% A	86% B	78%	84%
Enforcing codes	63%	78% A	82% A D	72%	82% A D	76%	83% A	78%
Regulating development/controlling density	36%	53% A	59% A E	54% A	48%	52%	49%	51%
Maintaining beautiful beaches	89%	85%	93% B	90%	93% B	89%	96% A	90%
Promoting business/economy	78%	86% D	81%	77%	85% D	82%	83%	82%
Managing stormwater	74% E	79% C D E	66%	64%	62%	66%	69%	67%

Table 112: Question 4 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., High priority / medium priority)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A) C D	(B)	(C)	(D)	(E) C D	(A)	(B)	
Traffic safety	100% C D	96%	94%	94%	98% C D	96%	96%	96%
Maintaining and improving roads and infrastructure	90%	85%	92% B	95% B	97% B C	92%	96% A	93%
Providing/incentivizing workforce housing	83%	86%	89%	86%	87%	84%	92% A	87%
Preserving open space/protecting natural resources	90%	99% A D	98% A	96% A	99% A	98%	97%	98%
Enhancing Nags Head sidewalks/paths	94%	88%	85%	87%	85%	84%	93% A	87%
Providing more recreation opportunities/facilities	64%	74%	71%	72%	72%	68%	80% A	72%
Increasing arts and cultural opportunities	65%	56%	67% B	59%	65% B	60%	70% A	63%
Continuing shoreline management efforts	100%	99%	96%	98%	96%	97%	98%	97%
Maintaining/improving wastewater infrastructure	91%	99% A	98% A	97% A	97% A	97%	98%	97%
Monitoring/improving water quality	92%	100% A D	99% A	97% A	99% A	99% B	97%	99%
Improving drainage	89%	98% A	98% A	97% A	97% A	97%	98%	97%
Keeping the tax rate low	88%	92%	96% A	97% A B	96% A	94%	96%	95%

Table 113: Question 5 Compared by Length of residency and Housing unit type

Have you contacted the Town recently (last 12 months)? If so, select all reasons that apply.	Respondent length of residency					Unit Type		Overall
	Less than 2 years (A)	2 to 5 years (B)	6 to 10 years (C)	11 to 20 years (D)	Over 20 years (E)	Detached (A)	Attached (B)	(A)
Ask a question or get information	46%	42%	46%	46%	45%	48% B	35%	44%
Schedule or access a service	32% B E	16%	21%	23%	19%	22% B	16%	21%
Report an issue	13%	12%	17%	14%	13%	15% B	8%	14%
Make a complaint	2%	3%	6%	6%	4%	5%	2%	4%
Turn on or off services	23% B C D E	5%	4%	2%	4%	5%	5%	5%
Pull a building permit/plan review	16%	14%	10%	12%	11%	14% B	5%	12%
Haven't contacted	29%	45% A	39%	39%	44% A	36%	57% A	42%

Table 114: Question 6 Compared by Length of residency and Housing unit type

Select all of the following departments you have had contact within the last 12 months:	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)
Fire	3%	3%	24% A B D E	8%	10% B	10%	12%	10%
Police	7%	16%	15%	21% A	19% A	18%	14%	17%
Finance/Administration	32% B E	10%	25% B E	19%	16%	17%	25% A	19%
Water	48% D E	42% D E	39% E	29%	29%	35%	34%	34%
Human Resources	0%	0%	0%	0%	1%	1%	0%	0%
Permitting / Code Enforcement	32%	45% E	34%	39%	33%	37%	33%	37%
Parks / Buildings and Grounds	11%	8%	7%	14%	8%	8%	14% A	9%
Sanitation	30%	37%	34%	38%	35%	40% B	14%	35%
Other	2%	16% A	17% A	22% A E	13% A	15%	18%	15%
Not applicable	0%	0%	0%	2%	5% B C	2%	2%	2%

Table 115: Question 7 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A) D	(B) C D	(C) D	(D) D	(E) D	(A) D	(B) D	(A)
Courtesy	100% D	99% C D	94% D	90% D	98% D	96% D	96% D	96%
Knowledge	100% D	98% D E	93% D	89% D	93% D	93% D	94% D	94%
Responsiveness	98% D	92% D	91% D	88% D	92% D	91% D	93% D	91%
Timeliness of response	98% C	92% D	88% D	89% D	91% D	90% D	93% D	91%
Overall impression	100% C D	92% D	89% D	86% D	92% D	91% D	90% D	91%

Table 116: Question 8 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., essential / very important)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Offering more online services	61%	62% D	61% D	51%	53%	53%	66% A	57%
Providing alternative means of communication (chat / text) to contact Nags Head	33%	43%	40%	34%	43% D	37%	50% A	40%
Reporting issues/problems electronically	52%	70% A D E	61%	57%	59%	60%	63%	61%
Increasing public awareness of Nags Head news and alerts	56%	72% A	63%	75% A C	69% A	69%	68%	69%
Increasing online promotion of Nags Head news and alerts (e.g., blogs, email, text)	34%	60% A C	47%	58% A C	52% A	52%	54%	53%
Improving online scheduling for Nags Head services	62%	64% E	54%	59%	54%	56%	61%	58%
Improving Nags Head apps and websites to function better on mobile platforms	37%	64% A C	51% A	55% A	57% A	55%	57%	56%
Maintaining a robust Town online GIS website	49%	71% A C D	55%	60%	66% A C	62%	65%	63%

Table 117: Question 9 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., very likely / likely)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Activities for the whole family	78% E	81% D E	74% E	68%	64%	69%	76% A	71%
Using meeting spaces for community groups	34%	22%	25%	33% B	25%	26%	28%	27%
Nature-based educational programs (birdwatching, nature tours, etc.)	52%	65% A D	72% A D E	49%	59% D	62% B	54%	60%
Outdoor adventure fitness programs (hiking, biking, paddling, etc.)	82% D E	75% E	76% E	69%	63%	71%	65%	70%
Fitness programs	59%	65% E	63%	57%	56%	61%	55%	59%
Music programs	64%	61%	65%	61%	57%	60%	60%	60%
Creative arts programs	34%	43%	45%	36%	49% A D	46% B	37%	44%
Therapeutic recreation	49%	44%	37%	36%	41%	41%	37%	41%
Volunteer projects	51%	58% E	61% E	56%	48%	57% B	46%	54%
Landscaping/gardening education	49%	47%	50%	52%	46%	52% B	39%	49%
Pet activities	32%	51% A D E	45% E	37%	34%	42%	35%	40%

Table 118: Question 10 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., very interested / somewhat interested)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Town Park (Barnes Street)	58%	68%	68%	66%	61%	65%	65%	65%
Whalebone Park (Across from Jennette's Pier)	78% E	79% D E	76% D E	67%	62%	67%	79% A	70%
Skate Park (At the YMCA)	45% B D E	30%	35%	32%	29%	33%	29%	32%
Dog Park (227 Satterfield Landing Dr)	47%	48% E	49% E	42%	37%	43%	42%	43%
Harvey Site Sound Access (6912 S Croatan Hwy)	67% D E	65% D E	63% D E	46%	47%	56%	51%	55%
Nags Head Causeway Estuarine Access (7431 S Virginia Dare Trl)	64%	60%	69% D E	55%	57%	61%	59%	60%
Dowdy Park (3005 S Croatan Hwy)	82%	80%	87% E	83%	79%	84% B	74%	82%

Table 119: Question 11 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., very visible / somewhat visible)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
How visible is the Nags Head Police Department in your neighborhood?	86%	85%	85%	86%	86%	84%	90% A	86%

Table 120: Question 12 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Preventing crime	66%	93% A E	91% A	89% A	86% A	87%	91%	88%
Making the community feel safe	79%	91% A	90% A	91% A	87%	87%	93% A	89%
Responding quickly to citizens' calls for service	96%	93%	98%	92%	93%	92%	97% A	93%
Effectively solving crimes	95%	87% C	75%	82%	80%	78%	91% A	81%
Caring about the well-being of the people they deal with	98% E	93% E	89%	90%	87%	88%	96% A	90%
Working with neighbors to solve neighborhood problems	72%	88% A	85%	89% A	82%	81%	96% A	84%
Traffic enforcement	76%	75%	77%	79%	77%	74%	86% A	77%

Table 121: Question 13 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Level of responsiveness	100%	94%	90%	93%	94%	91%	100% A	93%
Treating all residents with respect	100%	95%	91%	93%	90%	90%	100% A	92%
Treating all residents equitably	100%	93%	90%	92%	89%	88%	100% A	91%
Timeliness of handling situations	100%	94%	93%	91%	89%	89%	100% A	91%
Overall impression of police department professionalism	100% D	99% D E	94%	90%	91%	92%	97% A	93%

Table 122: Question 14 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., not a problem / minor problem)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Traffic speeding	28%	33%	36%	36%	37%	36%	33%	35%
Stop sign/red light violations	34%	44% E	39%	45% E	34%	39%	42%	39%
Violent crime	100% D E	96% D E	93% D E	83%	85%	91% B	83%	89%
Drugs	77% B C D E	53% C D E	29%	24%	36% D	38%	37%	37%
Youth crimes	81% C D E	72% C D E	58%	48%	52%	60% B	49%	58%
Vandalism and property crimes	47%	50%	60% D E	46%	46%	51%	45%	49%
Theft	41%	63% A D E	53% D	39%	44%	48%	48%	48%

Table 123: Question 15 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., very satisfied / somewhat satisfied)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Community Risk Reduction (e.g., fire prevention, public education)	100%	100%	99%	98%	98%	98%	100%	99%
Responsiveness (emergency and non-emergency)	100%	99%	100%	99%	100%	100%	99%	100%
Accessibility and availability	100%	100%	100%	99%	100%	100%	100%	100%
Caring for those they serve	100%	100%	100%	100%	99%	100%	100%	100%
Collaboration in working with individuals and/or community groups	100%	99%	100%	98%	99%	99%	100%	99%

Table 124: Question 16 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., very engaged / somewhat engaged) In your opinion, how engaged is the Nags Head Fire Department in the community?	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
	94%	98%	99%	95%	97%	96%	100% A	97%

Table 125: Question 17 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good) Level of responsiveness Trust and confidence Compassionate in their interactions Timeliness of handling situations	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
	100%	98%	100% D	95%	99% D	98%	99%	98%
	100%	100% D	98%	95%	99% D	98%	99%	98%
	92%	100% A D	100% A D	96%	100% A D	98%	100%	99%
	100%	99% D	99% D	94%	99% D	98%	99%	98%

Table 126: Question 18 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
More service is needed before Memorial Day	71%	61%	75% B	74% B	70%	67%	79% A	70%
More service is needed after Labor Day	88% B	64%	81% B	80% B	74% B	75%	76%	75%
Nags Head needs more fixed lifeguard stands	74%	65%	83% B	78% B	77% B	75%	79%	75%
Nags Head needs more roving patrols	63%	62%	67%	70%	71% B	64%	77% A	68%
The beach driving season is too long	40%	40%	55% B D	40%	55% B D	42%	71% A	48%
The current service is excellent	96%	96%	94%	94%	93%	93%	97%	94%

Table 127: Question 19 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Overall quality of trash service	100% C D	95%	91%	93%	97% C	95%	94%	95%
Overall quality of recycling service	52%	74% A C D	51%	53%	65% C D	60%	63%	61%
Community cleanliness	70%	86% A	80% A	85% A	89% A C	84%	88%	85%

Table 128: Question 20 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
The current program is working well	96% D E	89% D	92% D	82%	87%	85%	98% A	88%
Debris sits out on the curb too long. I would prefer two or three curbside collections a year instead of an open-ended system.	48%	46%	45%	45%	54%	49%	46%	49%
The bulk waste yard should be open minimum five days a week/on weekends	75%	74%	80%	75%	79%	77%	77%	77%

Table 129: Question 21 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., yes)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Would you be interested in a Town-sponsored composting program?	38%	33%	38% D	26%	32%	33%	32%	33%

Table 130: Question 22 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Level of responsiveness	98% B C D	73%	74%	75%	80%	76%	86%	78%
Treating all customers with respect	87%	81%	88%	80%	81%	81%	88%	82%
Treating all customers equitably	83%	77%	85%	79%	75%	77%	87%	79%
Timeliness of handling situations	97% B D	72%	76%	66%	77%	73%	82%	75%
Overall impression of planning department professionalism	84%	78%	80%	77%	74%	76%	81%	77%

Table 131: Question 23 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., essential / very important)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Add new traffic signals on main roads	42% B C D	23%	26%	25%	29%	25%	34% A	28%
Improve signal timing	89% B C D E	62%	66%	67%	72% B	70%	67%	69%
Expanding sidewalks/walkway systems	61%	58%	50%	54%	53%	57% B	48%	55%
Install landscaped medians	24%	25%	17%	20%	21%	23% B	15%	21%
Widen landscape buffers along the edge of roadways	12%	32% A	34% A	27% A	29% A	28%	31%	30%
Create gateway/arrival features as you enter the community	17%	22%	24%	24%	21%	21%	26%	22%
Improve or add turn lanes	57%	47%	56%	51%	53%	49%	61% A	52%
Enhance pedestrian crossings at traffic signals or mid-block	65%	64%	74% B E	67%	63%	64%	70%	66%
Enhance neighborhood safety through traffic calming measures	56%	44%	52%	49%	45%	45%	54% A	48%
Provide public transportation	21%	27%	36% A	27%	32%	28%	36% A	30%

Table 132: Question 24 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., yes)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Are you familiar with the Town's Septic Health Initiative?	29%	23%	41% B	59% A B C	61% A B C	55% B	24%	48%

Table 133: Question 25 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., yes)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
If so, have you used this service?	23%	51%	48%	62%	57%	56%	49%	55%
		A	A	A C	A			

Table 134: Question 26 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
The ocean water quality is...	90%	84%	88%	93%	91%	88%	93%	90%
				B	B		A	
The estuarine or sound water quality is	55%	58%	47%	51%	52%	47%	68%	52%
							A	

Table 135: Question 27 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., very appropriate / appropriate)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Detached residential structures (single family homes)	74%	77%	83%	90% A B E	83% A B	87% B	71%	83%
Attached residential structures (multi-family housing)	32%	47% A	43%	48% A	42%	41%	51% A	44%
Small-scale commercial buildings (less than 5,000 square feet, "residential" character, pitched roofs)	70%	59%	69% B	68%	66%	67%	62%	66%
Medium scale (5,001-10,000 square feet), box style with architectural treatments (roof facades)	28%	25%	29%	35%	35% B	31%	32%	31%
Large-scale (10,001-20,000 square feet)	10%	10%	12%	20% A B C E	12%	12%	15%	13%
Commercial strip shopping centers	19%	19%	23%	26%	19%	20%	26% A	21%
Mixed-Use (restaurant, retail, office, & residential)	52%	50%	60% E	53% E	43%	49%	54%	50%
Multi-family (apartments/townhouses)	53% B E	39%	48% E	41%	36%	37%	50% A	41%
Cottage courts/motels (1-2 stories)	50% B	36%	52% B	45%	55% B D	49%	45%	48%
Hotels (3 or more stories)	21% B	10%	15%	22% B	22% B C	14%	29% A	18%

Table 136: Question 28 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., about right)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
The 60-foot height limit for hotels is...	34%	35%	40%	38%	33%	33%	42% A	36%
The 42-foot height limit for residential and commercial is	96% B D E	77%	85% B E	79%	77%	75%	93% A	80%

Table 137: Question 29 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?	100%	99%	98%	99%	98%	98%	99%	98%

Table 138: Question 30 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Abandoned property	61% B D	32%	52% B	43%	49% B	45%	42%	46%
Abandoned vehicles	24%	21%	31%	32% B	36% B	30%	32%	31%
Commercial property maintenance	53%	48%	60% B D	48%	58% B D	53%	57%	54%
Residential property maintenance	57% B	39%	52% B	49%	50% B	48%	49%	49%
Over-occupancy of vacation rentals	86%	78%	78%	79%	82%	82% B	74%	80%
Septic failures	59%	48%	63% B	58%	61% B	57%	61%	58%
Illegal signs	16%	25%	43% A B	45% A B	54% A B C	39%	58% A	44%
Trash	46%	55%	59%	56%	56%	52%	65% A	56%
Overtgrowth of vegetation	47%	39%	44%	47%	46%	42%	52% A	45%
Residential light spillover/glare onto adjacent properties	69%	64%	67% D	55%	74% B D	64%	77% A	67%
Illegal duplexes/apartments	32%	41%	60% A B	54% A B	69% A B D	55%	68% A	57%

Table 139: Question 31 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., excellent / good)	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Variety of housing options	61%	47%	53%	52%	52%	47%	69% A	52%
Availability of affordable quality housing	17%	22% C	14%	17%	21% C	19%	18%	19%
Physical condition of commercial buildings	40%	62% A	57% A	66% A	68% A C	64%	58%	63%
Physical condition of residential buildings	67%	78%	77%	78%	83% A	77%	84% A	79%

Table 140: Question 32 Compared by Length of residency and Housing unit type

Increasing housing opportunities could mean increasing density (e.g. allowing more opportunities for duplexes/ground floor enclosures/accessory dwelling units). Where or how do you think housing density can/should increase? Mark all that apply.	Respondent length of residency					Unit Type		Overall (A)
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
In areas east of US 158	3%	3%	8% B D	3%	5%	5%	3%	5%
In all areas of Nags Head	3%	5%	10% B	13% A B	8%	10% B	5%	9%
In areas that allow greater density currently	25%	30%	29%	32%	29%	27%	36% A	30%
I don't think housing density should increase	52% C	40%	35%	40%	52% B C D	46%	40%	44%
I would only support increases in density if deed restrictions are in place for long-term or workforce housing	40%	49%	50% E	45%	41%	45%	45%	45%

Table 141: Question 33 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Housing affordability is a critical issue facing Nags Head and Dare County	82%	85%	89%	85%	90%	86%	92%	88%
I support increasing zoning density to provide additional housing opportunities	43%	54% E	53%	48%	45%	47%	54%	49%
I support using taxes to secure workforce housing (Police, Fire, Public Services)	59%	68%	76% A D E	61%	63%	62%	75% A	66%
I support using taxes to incentivize housing affordability for all workers	54%	55%	59% E	53%	47%	50%	59% A	52%
Housing affordability should be addressed as a regional issue	90%	81%	96% B D E	85%	88% B	87%	88%	87%

Table 142: Question 34 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Property buyouts to allow for shoreline erosion	71% B	53%	61%	58%	60%	59%	59%	59%
Beach nourishment	98% E	92%	95% E	95% E	89%	91%	97% A	92%
Structures such as artificial reefs or groins	97% D E	87% E	91% E	85% E	74%	82%	87%	83%

Table 143: Question 35 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., strongly agree / somewhat agree)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Soundside access areas	49% B D	33%	45% B D	33%	37%	38%	35%	38%
Soundside recreational areas	44%	35%	47% B D	32%	39%	40%	36%	38%
Protection of soundside shoreline	71%	65%	74% E	67%	63%	64%	74% A	66%

Table 144: Question 36 Compared by Length of residency and Housing unit type

What is the single most important change or improvement to suggest to the Town of Nags Head?	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Provide affordable housing	3%	27% A C D E	14%	14% A	11%	15%	16%	15%
Beach nourishment and enhancement	11%	9%	9%	11%	13%	9%	19% A	11%
Improve traffic flow	9%	16%	15%	13%	12%	13%	13%	14%
Recreation opportunities	0%	0%	4%B	6% B E	2%	4%	0%	3%
Limiting new development	0%	11%	16%	13%	17%	13%	15%	14%
Expand sidewalks, bike lanes and trails	14% C D E	6%	4%	2%	3%	4%	4%	4%
Water Management	0%	4%	7% D	1%	5%	5%	2%	4%
Keep the character of Nags Head	24% B D E	9%	12%	5%	6%	7%	14% A	9%
Be more eco friendly	0%	5%	0%	2%	2%	2%	0%	2%
Lower taxes	21% B C D E	1%	1%	8% B C	6% B C	4%	11% A	5%
Preserve green spaces	1%	1%	2%	0%	2%	1%	0%	1%
Improve trash management	1%	2%	1%	6% C	3%	4%	0%	3%
Focus on planning and infrastructure	8% B D	2%	3%	1%	2%	3%	0%	3%
Control rentals	8% C D	2%	1%	1%	3%	3%	0%	2%
Others	0%	6%	11%	15% B	12%	12%	6%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%

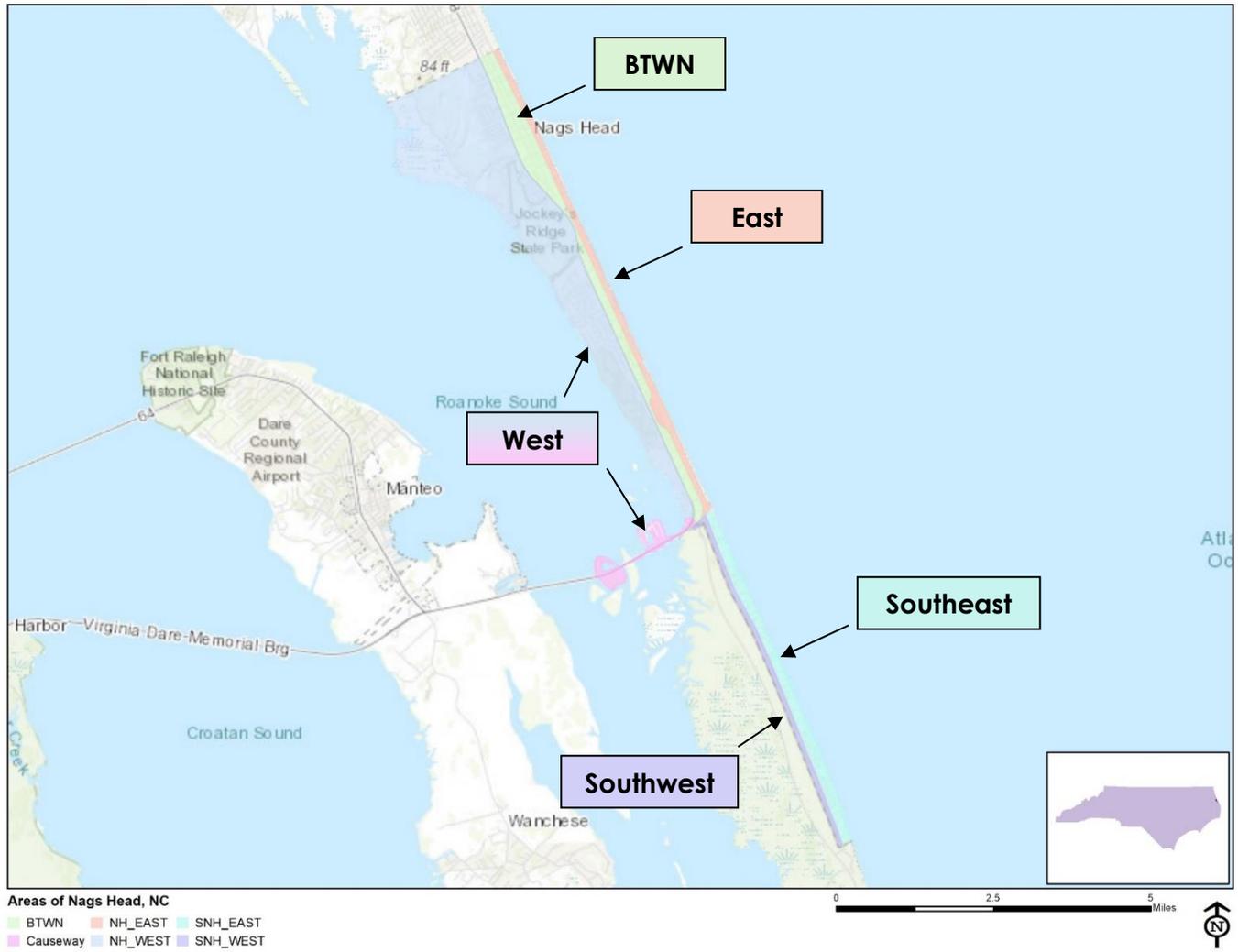
Table 145: Question 37 Compared by Length of residency and Housing unit type

Percent rating positively (e.g., major source / minor source)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	(A)
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	
Local media outlets (newspapers, radio, local television stations)	87%	86%	86%	88%	89%	85%	92%	87%
Local online news sources	96%	91%	91%	89%	93%	92%	89%	92%
Nags Head's Website (nagsheadnc.gov)	87%	94%	90%	89%	92%	91%	91%	91%
Nags Head's Social Media Channels (Facebook, Instagram, Twitter)	93%	82%	77%	75%	73%	76%	79%	77%
Word of mouth	77%	77%	82%	81%	84%	83%	77%	81%
Email distribution lists	78%	68%	69%	72%	75%	73%	70%	72%
Board of Commissioners meetings and other public meetings	62%	61%	65%	64%	70%	68%	58%	66%
Talking with Town officials	52%	55%	53%	58%	60%	57%	55%	57%

Table 146: Question 38 Compared by Length of residency and Housing unit type

What is your most preferred method of receiving communication from the Town of Nags Head? (Select only one.)	Respondent length of residency					Unit Type		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	Over 20 years	Detached	Attached	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)
Phone	0%	0%	0%	3% C	2%	2%	1%	2%
Email	67%	56%	63%	64%	59%	60%	62%	60%
Text	2%	18% A E	11% A	13% A	8%	12%	9%	11%
Social media	26% B C D E	10%	9%	5%	8%	9%	9%	9%
Town's website	4%	4%	12% B	7%	9%	6%	12% A	8%
Printed brochures/material/mailers	2%	12% A C	4%	8%	14% A C D	11% B	6%	10%

Map of Nags Head Geographic Subareas



Comparisons by Nags Head Geographic Subareas

Table 147: Question 1 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	(A)
The overall direction Nags Head is moving	82%	76%	88% B	87% B	93% B	82%
The quality of the services provided by Nags Head	90%	87%	95% B	91%	93%	90%
The ease of accessing the services of Nags Head	87%	82%	94% B	88%	91% B	86%
Communicating events, issues, and programs	81% B	68%	78% B	84% BE	71%	75%
Providing opportunities for community engagement and involvement	73% B	63%	82% BE	77% B	65%	70%

Table 148: Question 2 Compared by Area

Percent rating positively (e.g., great value / good value)	Area					Overall
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	(A)
Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?	55%	62%	68% A	68% A	61%	62%

Table 149: Question 3 Compared by Area

Percent rating positively (e.g., essential / very important)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Preserving landscapes/vegetation	90%	92%	90%	94%	88%	91%
Maintaining recreational water quality	94%	98% A	98%	97% A	98%	97%
Preserving dark night skies	74%	82% A	78%	80%	88% A	80%
Providing public beach accesses	93% C	93% C	81%	88% C	89% C	90%
Maintaining community appearance	93%	92%	96%	91%	94%	92%
Providing parks/recreation areas	85% D	87% D	81%	78%	84%	84%
Providing events/cultural activities	68%	71% C	61%	63%	63%	67%
Preserving Nags Head character	91%	91%	90%	93%	92%	91%
Providing sidewalks/paths	86% D	87% D	85% D	76%	84%	85%
Enforcing codes	87% BE	78%	90% BE	84%	75%	82%
Regulating development/controlling density	93%	95% D	94%	89%	93%	93%
Maintaining beautiful beaches	100% E	98% E	98%	100% E	95%	99%
Promoting business/economy	76%	72%	84% B	86% A BE	75%	77%
Managing stormwater	95%	94%	93%	97%	93%	94%

Table 150: Question 3bis Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Preserving landscapes/vegetation	81%	78%	89% BE	91% A BE	77%	82%
Maintaining recreational water quality	87% B	71%	99% A BD	88% B	90% B	82%
Preserving dark night skies	60%	58%	77% A B	80% A B	73% B	65%
Providing public beach accesses	91%	87%	90%	88%	89%	89%
Maintaining community appearance	86%	89%	86%	89%	91%	88%
Providing parks/recreation areas	87%	89%	94% A E	93%	85%	90%
Providing events/cultural activities	80%	81%	85%	84%	85%	82%
Preserving Nags Head character	72%	71%	89% A BE	81% A B	73%	76%
Providing sidewalks/paths	78%	86% A	86%	86%	86%	84%
Enforcing codes	68%	76% A	87% A B	86% A B	82% A	78%
Regulating development/controlling density	50%	47%	50%	64% A BC	55%	51%
Maintaining beautiful beaches	86%	88%	98% A B	97% A B	89%	90%
Promoting business/economy	85% B	78%	88% B	84%	90% B	82%
Managing stormwater	70% E	68% E	73% E	63% E	49%	67%

Table 151: Question 4 Compared by Area

Percent rating positively (e.g., High priority / medium priority)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Traffic safety	98%	96%	97%	95%	97%	96%
Maintaining and improving roads and infrastructure	96%	89%	97%	95%	93%	93%
Providing/incentivizing workforce housing	86%	86%	91%	86%	88%	87%
Preserving open space/protecting natural resources	95%	98%	97%	99%	99%	98%
Enhancing Nags Head sidewalks/paths	85%	88%	85%	92%	78%	87%
Providing more recreation opportunities/facilities	69%	73%	75%	72%	67%	72%
Increasing arts and cultural opportunities	62%	69%	63%	57%	45%	63%
Continuing shoreline management efforts	98%	97%	93%	100%	98%	97%
Maintaining/improving wastewater infrastructure	96%	97%	100%	97%	98%	97%
Monitoring/improving water quality	97%	99%	98%	99%	98%	99%
Improving drainage	95%	97%	99%	99%	98%	97%
Keeping the tax rate low	97%	95%	94%	94%	92%	95%

Table 152: Question 5 Compared by Area

Have you contacted the Town recently (last 12 months)? If so, select all reasons that apply.	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Ask a question or get information	40%	45%	48%	45%	48%	44%
Schedule or access a service	19%	23%	21%	18%	20%	21%
Report an issue	17%	13%	19%	3%	23%	14%
	D	D	D		BD	
Make a complaint	6%	4%	7%	0%	3%	4%
Turn on or off services	4%	7%	3%	2%	5%	5%
		D				
Pull a building permit/plan review	10%	14%	12%	9%	16%	12%
Haven't contacted	41%	42%	42%	44%	34%	42%

Table 153: Question 6 Compared by Area

Select all of the following departments you have had contact within the last 12 months:	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Fire	7%	9%	15%	8%	24%	10%
		A	A		A BD	
Police	13%	21%	29%	6%	12%	17%
		A D	A D E			
Finance/Administration	20%	19%	24%	14%	12%	19%
Water	25%	44%	31%	29%	28%	34%
		A C D E				
Human Resources	0%	1%	0%	0%	1%	0%
Permitting / Code Enforcement	33%	34%	45%	40%	39%	37%
Parks / Buildings and Grounds	7%	13%	11%	3%	1%	9%
		A D E	D E			
Sanitation	49%	31%	25%	33%	43%	35%
	BC D				C	
Other	19%	15%	16%	13%	10%	15%
Not applicable	2%	2%	3%	3%	1%	2%

Table 154: Question 7 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Courtesy	95%	95%	100% A B	96%	99%	96%
Knowledge	92%	93%	96%	96%	96%	94%
Responsiveness	88%	92%	96% A	89%	93%	91%
Timeliness of response	86%	92% A	94% A	89%	95% A	91%
Overall impression	90%	90%	95%	90%	94%	91%

Table 155: Question 8 Compared by Area

Percent rating positively (e.g., essential / very important)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Offering more online services	57%	55%	61%	54%	60%	57%
Providing alternative means of communication (chat / text) to contact Nags Head	39%	41%	50% D E	36%	33%	40%
Reporting issues/problems electronically	62%	60%	61%	60%	66%	61%
Increasing public awareness of Nags Head news and alerts	63%	73% A C	62%	71%	71%	69%
Increasing online promotion of Nags Head news and alerts (e.g., blogs, email, text)	47%	54%	46%	58% A C	62% A C	53%
Improving online scheduling for Nags Head services	55%	63% C	52%	55%	53%	58%
Improving Nags Head apps and websites to function better on mobile platforms	56%	55%	58%	55%	53%	56%
Maintaining a robust Town online GIS website	64%	64%	65%	62%	56%	63%

Table 156: Question 9 Compared by Area

Percent rating positively (e.g., very likely / likely)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Activities for the whole family	76%	71%	67%	70%	64%	71%
Using meeting spaces for community groups	24%	32% A C	18%	26%	22%	27%
Nature-based educational programs (birdwatching, nature tours, etc.)	56%	64% C	53%	60%	67%	60%
Outdoor adventure fitness programs (hiking, biking, paddling, etc.)	76% C D	72% C	57%	66%	72% C	70%
Fitness programs	61% D	66% C D E	52%	49%	53%	59%
Music programs	61% C	66% C	43%	59% C	59% C	60%
Creative arts programs	42% C	51% A C D	31%	40%	45%	44%
Therapeutic recreation	35%	48% A C	25%	40% C	46% C	41%
Volunteer projects	55% C D	64% A C D E	44%	38%	51%	54%
Landscaping/gardening education	47% C	56% A C D	35%	43%	51% C	49%
Pet activities	39% C	45% C	25%	38% C	50% C	40%

Table 157: Question 10 Compared by Area

Percent rating positively (e.g., very interested / somewhat interested)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Town Park (Barnes Street)	67% C D	73% C D E	47%	57%	58%	65%
Whalebone Park (Across from Jennette's Pier)	67%	67%	72%	75%	78%	70%
Skate Park (At the YMCA)	33% D E	39% C D E	26%	24%	19%	32%
Dog Park (227 Satterfield Landing Dr)	37%	51% A C D	29%	39%	51% A C	43%
Harvey Site Sound Access (6912 S Croatan Hwy)	51%	62% A C D	44%	47%	64% A C D	55%
Nags Head Causeway Estuarine Access (7431 S Virginia Dare Trl)	48%	70% A C D	51%	56%	75% A C D	60%
Dowdy Park (3005 S Croatan Hwy)	86% C D	89% C D	66%	71%	83% C D	82%

Table 158: Question 11 Compared by Area

Percent rating positively (e.g., very visible / somewhat visible)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
How visible is the Nags Head Police Department in your neighborhood?	83%	84%	95% A B D	83%	93% A	86%

Table 159: Question 12 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Preventing crime	88%	84%	90%	93% B	96% B	88%
Making the community feel safe	88%	86%	90%	93% B	97% A B	89%
Responding quickly to citizens' calls for service	90%	92%	97% A	99% A B	92%	93%
Effectively solving crimes	80%	75%	86%	93% A B	98% A B	81%
Caring about the well-being of the people they deal with	89%	85%	96% B	95% B	95% B	90%
Working with neighbors to solve neighborhood problems	81%	78%	99% A B	96% A B	93% A B	84%
Traffic enforcement	79% B	70%	86% B	83% B	85% B	77%

Table 160: Question 13 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Level of responsiveness	94%	90%	98% B	97% B	94%	93%
Treating all residents with respect	93% B	88%	98% B	96% B	94%	92%
Treating all residents equitably	94% B	86%	98% B	96% B	91%	91%
Timeliness of handling situations	93%	88%	96% B	96% B	92%	91%
Overall impression of police department professionalism	92%	92%	99% A B	92%	96%	93%

Table 161: Question 14 Compared by Area

Percent rating positively (e.g., not a problem / minor problem)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Traffic speeding	32%	31%	36%	45% A B	49% A B	35%
Stop sign/red light violations	40% B	31%	43% B	57% A B C E	40%	39%
Violent crime	87%	89%	95% D	83%	98% A D	89%
Drugs	41%	36%	28%	42%	41%	37%
Youth crimes	59% C	62% C	43%	52%	64% C	58%
Vandalism and property crimes	49%	51%	45%	48%	49%	49%
Theft	41%	49%	51%	45%	66% A B D	48%

Table 162: Question 15 Compared by Area

Percent rating positively (e.g., very satisfied / somewhat satisfied)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Community Risk Reduction (e.g., fire prevention, public education)	99%	98%	99%	100%	99%	99%
Responsiveness (emergency and non-emergency)	99%	100% D	100%	98%	100%	100%
Accessibility and availability	99%	100%	100%	100%	100%	100%
Caring for those they serve	99%	100%	100%	99%	100%	100%
Collaboration in working with individuals and/or community groups	99%	98%	100%	100%	99%	99%

Table 163: Question 16 Compared by Area

Percent rating positively (e.g., very engaged / somewhat engaged)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
In your opinion, how engaged is the Nags Head Fire Department in the community?	96%	96%	98%	98%	99%	97%

Table 164: Question 17 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
Level of responsiveness	98%	97%	99%	98%	100%	98%
Trust and confidence	97%	97%	98%	100%	100%	98%
Compassionate in their interactions	99%	98%	99%	100%	100%	99%
Timeliness of handling situations	99%	97%	98%	98%	100%	98%

Table 165: Question 18 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
More service is needed before Memorial Day	70%	70%	68%	74%	69%	70%
More service is needed after Labor Day	74%	74%	80%	79%	75%	75%
Nags Head needs more fixed lifeguard stands	76%	73%	78%	77%	80%	75%
Nags Head needs more roving patrols	64%	67% E	68%	80% A BC E	53%	68%
The beach driving season is too long	47%	42%	65% A BE	58% BE	37%	48%
The current service is excellent	96%	92%	99% B	94%	92%	94%

Table 166: Question 19 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Overall quality of trash service	97% D	95% D	97% D	90%	94%	95%
Overall quality of recycling service	62% D	62% D	72% D	48%	65% D	61%
Community cleanliness	84% E	84% E	93% A BE	86% E	73%	85%

Table 167: Question 20 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
The current program is working well	89%	85%	95% BE	91%	83%	88%
Debris sits out on the curb too long. I would prefer two or three curbside collections a year instead of an open-ended system.	51% E	50% E	51%	46%	37%	49%
The bulk waste yard should be open minimum five days a week/on weekends	76% E	79% E	83% E	75% E	62%	77%

Table 168: Question 21 Compared by Area

Percent rating positively (e.g., yes)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Would you be interested in a Town-sponsored composting program?	22%	43% A C D E	29%	27%	25%	33%

Table 169: Question 22 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Level of responsiveness	78%	73%	83%	84%	80%	78%
Treating all customers with respect	84%	78%	89%	86%	86%	82%
Treating all customers equitably	80%	74%	87%	80%	86%	79%
Timeliness of handling situations	73%	70%	76%	85% B	82%	75%
Overall impression of planning department professionalism	73%	76%	86%	80%	80%	77%

Table 170: Question 23 Compared by Area

Percent rating positively (e.g., essential / very important)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Add new traffic signals on main roads	23% E	34% A D E	34% A D E	20%	8%	28%
Improve signal timing	64%	77% A D	70% D	56%	67%	69%
Expanding sidewalks/walkway systems	54%	61% C D E	50%	47%	44%	55%
Install landscaped medians	23% C D	25% C D	14%	14%	19%	21%
Widen landscape buffers along the edge of roadways	29%	30%	31%	28%	27%	30%
Create gateway/arrival features as you enter the community	19%	24%	23%	23%	19%	22%
Improve or add turn lanes	52%	52%	58%	50%	45%	52%
Enhance pedestrian crossings at traffic signals or mid-block	65% E	71% E	64% E	65% E	50%	66%
Enhance neighborhood safety through traffic calming measures	42%	49% E	48%	58% A E	33%	48%
Provide public transportation	24%	38% A C D E	21%	27%	23%	30%

Table 171: Question 24 Compared by Area

Percent rating positively (e.g., yes)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
Are you familiar with the Town's Septic Health Initiative?	54% C	47% C	28%	51% C	61% BC	48%

Table 172: Question 25 Compared by Area

Percent rating positively (e.g., yes)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
If so, have you used this service?	47%	54%	60%	65% A	56%	55%

Table 173: Question 26 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
The ocean water quality is...	90%	87%	93%	92%	91%	90%
The estuarine or sound water quality is...	54% B	37%	66% B	74% A B	66% B	52%

Table 174: Question 27 Compared by Area

Percent rating positively (e.g., very appropriate / appropriate)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Detached residential structures (single family homes)	80%	80%	88% B	84%	89%	83%
Attached residential structures (multi-family housing)	35%	44% A	53% A	47% A	50% A	44%
Small-scale commercial buildings (less than 5,000 square feet, "residential" character, pitched roofs)	66%	64%	78% A BD	61%	65%	66%
Medium scale (5,001-10,000 square feet), box style with architectural treatments (roof facades)	31%	29%	39% B	32%	28%	31%
Large-scale (10,001-20,000 square feet)	12%	13%	11%	16%	11%	13%
Commercial strip shopping centers	22%	16%	27% B	28% B	22%	21%
Mixed-Use (restaurant, retail, office, & residential)	47%	47%	57%	54%	54%	50%
Multi-family (apartments/townhouses)	33%	43% A	44% A	40%	46% A	41%
Cottage courts/motels (1-2 stories)	50%	43%	56% B	48%	53%	48%
Hotels (3 or more stories)	20% E	16%	16%	28% A BC E	8%	18%

Table 175: Question 28 Compared by Area

Percent rating positively (e.g., about right)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
The 60-foot height limit for hotels is...	39% C	33%	26%	47% BC E	31%	36%
The 42-foot height limit for residential and commercial is...	80%	75%	87% B	84% B	86% B	80%

Table 176: Question 29 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?	99% D	99%	99%	97%	98%	98%

Table 177: Question 30 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN	NH West	NH East	SNH East	SNH West	
	(A)	(B)	(C)	(D)	(E)	
Abandoned property	48%	46%	40%	42%	51%	46%
Abandoned vehicles	28%	32%	33%	30%	36%	31%
Commercial property maintenance	45%	58% A D	73% A B D E	44%	49%	54%
Residential property maintenance	47%	56% A C E	35%	47%	40%	49%
Over-occupancy of vacation rentals	78%	81%	79%	83%	82%	80%
Septic failures	49%	60% A	45%	67% A C	69% A C	58%
Illegal signs	35%	38%	45%	60% A B	58% A B	44%
Trash	43%	52% A	63% A	65% A B	79% A B C D	56%
Overgrowth of vegetation	41%	45%	50%	50%	38%	45%
Residential light spillover/glare onto adjacent properties	61%	65%	82% A B D	66%	73%	67%
Illegal duplexes/apartments	50%	57%	72% A B E	63% A	51%	57%

Table 178: Question 31 Compared by Area

Percent rating positively (e.g., excellent / good)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Variety of housing options	50%	45%	66% A B	58% B	57%	52%
Availability of affordable quality housing	17%	15%	25% B	24% B	28% B	19%
Physical condition of commercial buildings	63%	58%	65%	72% B	64%	63%
Physical condition of residential buildings	79% B	71%	92% A BE	86% B	80%	79%

Table 179: Question 32 Compared by Area

Increasing housing opportunities could mean increasing density (e.g. allowing more opportunities for duplexes/ground floor enclosures/accessory dwelling units). Where or how do you think housing density can/should increase? Mark all that apply.	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
In areas east of US 158	4%	5%	5%	6%	3%	5%
In all areas of Nags Head	6%	11% A D	8%	4%	11%	9%
In areas that allow greater density currently	29%	24%	36% B	36% B	35%	30%
I don't think housing density should increase	50%	42%	41%	46%	37%	44%
I would only support increases in density if deed restrictions are in place for long-term or workforce housing	43%	46%	37%	47%	56% A C	45%

Table 180: Question 33 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Housing affordability is a critical issue facing Nags Head and Dare County	84%	87%	93% A	88%	90%	88%
I support increasing zoning density to provide additional housing opportunities	43%	51%	51%	47%	62% A D	49%
I support using taxes to secure workforce housing (Police, Fire, Public Services)	63%	63%	71%	65%	79% A BD	66%
I support using taxes to incentivize housing affordability for all workers	48%	51%	51%	57%	64% A B	52%
Housing affordability should be addressed as a regional issue	88% D	86%	96% A BD	81%	91% D	87%

Table 181: Question 34 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Property buyouts to allow for shoreline erosion	56% C	64% C	44%	59% C	71% A C	59%
Beach nourishment	95% BC	89%	89%	98% BC	93%	92%
Structures such as artificial reefs or groins	88% D	83%	89% D	76%	83%	83%

Table 182: Question 35 Compared by Area

Percent rating positively (e.g., strongly agree / somewhat agree)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Soundside access areas	38%	39%	33%	39%	32%	38%
Soundside recreational areas	39%	39%	35%	41%	31%	38%
Protection of soundside shoreline	59%	74% A C D	64%	61%	62%	66%

Table 183: Question 36 Compared by Area

What is the single most important change or improvement to suggest to the Town of Nags Head?	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Provide affordable housing	18% C	17% C	5%	10%	19% C	15%
Beach nourishment and enhancement	8%	4%	22% A B E	27% A B E	7%	11%
Improve traffic flow	12%	20% A C D E	10%	6%	7%	14%
Recreation opportunities	3%	3%	1%	1%	6%	3%
Limiting new development	17% E	14%	12%	15%	4%	14%
Expand sidewalks, bike lanes and trails	3%	7%	2%	2%	0%	4%
Water Management	3%	5%	4%	1%	10% D	4%
Keep the character of Nags Head	11% B	3%	24% A B D E	8% B	6%	9%
Be more eco friendly	1%	3%	1%	2%	1%	2%
Lower taxes	7% B	2%	9% B	9% B	1%	5%
Preserve green spaces	1%	2%	0%	0%	2%	1%
Improve trash management	4%	2%	1%	4%	7%	3%
Focus on planning and infrastructure	2%	2%	1%	4%	5%	3%
Control rentals	1%	4%	0%	1%	3%	2%
Others	7%	11%	8%	11%	23% A B C	11%
Total	100%	100%	100%	100%	100%	100%

Table 184: Question 37 Compared by Area

Percent rating positively (e.g., major source / minor source)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Local media outlets (newspapers, radio, local television stations)	83%	87%	95% A BD	85%	92%	87%
Local online news sources	90%	92%	95%	89%	96%	92%
Nags Head's Website (nagsheadnc.gov)	91%	89%	99% A B	92%	92%	91%
Nags Head's Social Media Channels (Facebook, Instagram, Twitter)	78%	79% C	71%	76%	76%	77%
Word of mouth	85% D	85% D	79% D	68%	86% D	81%
Email distribution lists	76% C	72% C	61%	72% C	81% C	72%
Board of Commissioners meetings and other public meetings	63%	69% D	67%	59%	69%	66%
Talking with Town officials	60%	55%	59%	52%	61%	57%

Table 185: Question 38 Compared by Area

What is your most preferred method of receiving communication from the Town of Nags Head? (Select only one.)	Area					Overall (A)
	BTWN (A)	NH West (B)	NH East (C)	SNH East (D)	SNH West (E)	
Phone	1%	2%	2%	2%	0%	2%
Email	70% BC	54%	58%	64% B	61%	60%
Text	10%	11%	11%	13%	12%	11%
Social media	7%	15% A C D E	7%	4%	2%	9%
Town's website	4%	9% A	14% A D	5%	9%	8%
Printed brochures/material/mailers	9%	9%	7%	12%	17% A C	10%

Appendix E: Survey Results from Open-Participation versus Address-Based Outreach

Table 186: Question 1 Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
The overall direction Nags Head is moving	82%	72%
The quality of the services provided by Nags Head	90%	85%
The ease of accessing the services of Nags Head	86%	90%
Communicating events, issues, and programs	75%	82%
Providing opportunities for community engagement and involvement	70%	82%
		A

Table 187: Question 2 Compared by Survey Source

Percent rating positively (e.g., great value / good value)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?	62%	52%

Table 188: Question 3 Compared by Survey Source

Percent rating positively (e.g., essential / very important)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Preserving landscapes/vegetation	91%	85%
Maintaining recreational water quality	97%	95%
Preserving dark night skies	80%	84%
Providing public beach accesses	90%	92%
Maintaining community appearance	92%	89%
Providing parks/recreation areas	84%	82%
Providing events/cultural activities	67%	67%
Preserving Nags Head character	91%	88%
Providing sidewalks/paths	85%	85%
Enforcing codes	82%	79%
Regulating development/controlling density	93%	88%
Maintaining beautiful beaches	99%	98%
Promoting business/economy	77%	70%
Managing stormwater	94%	95%

Table 189: Question 3bis Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Preserving landscapes/vegetation	82%	79%
Maintaining recreational water quality	82%	77%
Preserving dark night skies	65%	57%
Providing public beach accesses	89%	92%
Maintaining community appearance	88%	85%
Providing parks/recreation areas	90%	92%
Providing events/cultural activities	82%	85%
Preserving Nags Head character	76%	67%
Providing sidewalks/paths	84%	87%
Enforcing codes	78%	70%
Regulating development/controlling density	51%	38%
	B	
Maintaining beautiful beaches	90%	90%
Promoting business/economy	82%	78%
Managing stormwater	67%	63%

Table 190: Question 4 Compared by Survey Source

Percent rating positively (e.g., High priority / medium priority)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Traffic safety	96%	97%
Maintaining and improving roads and infrastructure	93%	94%
Providing/incentivizing workforce housing	87%	90%
Preserving open space/protecting natural resources	98%	100%
Enhancing Nags Head sidewalks/paths	87%	85%
Providing more recreation opportunities/facilities	72%	61%
Increasing arts and cultural opportunities	63%	62%
Continuing shoreline management efforts	97%	98%
Maintaining/improving wastewater infrastructure	97%	98%
Monitoring/improving water quality	99%	98%
Improving drainage	97%	97%
Keeping the tax rate low	95%	97%

Table 191: Question 5 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Have you contacted the Town recently (last 12 months)? If so, select all reasons that apply.		
Ask a question or get information	44%	50%
Schedule or access a service	21%	37%
Report an issue	14%	29%
Make a complaint	4%	6%
Turn on or off services	5%	6%
Pull a building permit/plan review	12%	19%
Haven't contacted	42%	26%
	B	

Table 192: Question 6 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Select all of the following departments you have had contact within the last 12 months:		
Fire	10%	15%
Police	17%	26%
Finance/Administration	19%	22%
Water	34%	46%
Human Resources	0%	0%
Permitting / Code Enforcement	37%	43%
Parks / Buildings and Grounds	9%	9%
Sanitation	35%	43%
Other	15%	7%
Not applicable	2%	0%

Table 193: Question 7 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., excellent / good)		
Courtesy	96%	94%
Knowledge	94%	94%
Responsiveness	91%	87%
Timeliness of response	91%	87%
Overall impression	91%	91%

Table 194: Question 8 Compared by Survey Source

Percent rating positively (e.g., essential / very important)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Offering more online services	57%	55%
Providing alternative means of communication (chat / text) to contact Nags Head	40%	39%
Reporting issues/problems electronically	61%	57%
Increasing public awareness of Nags Head news and alerts	69%	82% A
Increasing online promotion of Nags Head news and alerts (e.g., blogs, email, text)	53%	68% A
Improving online scheduling for Nags Head services	58%	62%
Improving Nags Head apps and websites to function better on mobile platforms	56%	61%
Maintaining a robust Town online GIS website	63%	67%

Table 195: Question 9 Compared by Survey Source

Percent rating positively (e.g., very likely / likely)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Activities for the whole family	71% B	57%
Using meeting spaces for community groups	27%	29%
Nature-based educational programs (birdwatching, nature tours, etc.)	60%	57%
Outdoor adventure fitness programs (hiking, biking, paddling, etc.)	70%	61%
Fitness programs	59%	54%
Music programs	60%	54%
Creative arts programs	44%	43%
Therapeutic recreation	41%	33%
Volunteer projects	54%	71% A
Landscaping/gardening education	49%	64% A
Pet activities	40%	34%

Table 196: Question 10 Compared by Survey Source

Percent rating positively (e.g., very interested / somewhat interested)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Town Park (Barnes Street)	65%	66%
Whalebone Park (Across from Jennette's Pier)	70%	61%
Skate Park (At the YMCA)	32%	16%
	B	
Dog Park (227 Satterfield Landing Dr)	43%	42%
Harvey Site Sound Access (6912 S Croatan Hwy)	55%	52%
Nags Head Causeway Estuarine Access (7431 S Virginia Dare Trl)	60%	66%
Dowdy Park (3005 S Croatan Hwy)	82%	92%
		A

Table 197: Question 11 Compared by Survey Source

Percent rating positively (e.g., very visible / somewhat visible)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
How visible is the Nags Head Police Department in your neighborhood?	86%	79%

Table 198: Question 12 Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Preventing crime	88%	86%
Making the community feel safe	89%	87%
Responding quickly to citizens' calls for service	93%	87%
Effectively solving crimes	81%	90%
Caring about the well-being of the people they deal with	90%	89%
Working with neighbors to solve neighborhood problems	84%	79%
Traffic enforcement	77%	75%

Table 199: Question 13 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., excellent / good)		
Level of responsiveness	93%	92%
Treating all residents with respect	92%	88%
Treating all residents equitably	91%	82%
Timeliness of handling situations	91%	89%
Overall impression of police department professionalism	93%	92%

Table 200: Question 14 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., not a problem / minor problem)		
Traffic speeding	35%	33%
Stop sign/red light violations	39%	30%
Violent crime	89%	81%
Drugs	37%	26%
Youth crimes	58%	58%
Vandalism and property crimes	49%	52%
Theft	48%	41%

Table 201: Question 15 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., very satisfied / somewhat satisfied)		
Community Risk Reduction (e.g., fire prevention, public education)	99%	98%
Responsiveness (emergency and non-emergency)	100%	100%
Accessibility and availability	100%	100%
Caring for those they serve	100%	100%
Collaboration in working with individuals and/or community groups	99%	100%

Table 202: Question 16 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., very engaged / somewhat engaged)		
In your opinion, how engaged is the Nags Head Fire Department in the community?	97%	100%

Table 203: Question 17 Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Level of responsiveness	98%	98%
Trust and confidence	98%	100%
Compassionate in their interactions	99%	100%
Timeliness of handling situations	98%	98%

Table 204: Question 18 Compared by Survey Source

Percent rating positively (e.g., strongly agree / somewhat agree)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
More service is needed before Memorial Day	70%	69%
More service is needed after Labor Day	75%	75%
Nags Head needs more fixed lifeguard stands	75%	70%
Nags Head needs more roving patrols	68%	71%
The beach driving season is too long	48%	51%
The current service is excellent	94%	93%

Table 205: Question 19 Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Overall quality of trash service	95%	97%
Overall quality of recycling service	61%	72%
Community cleanliness	85%	84%

Table 206: Question 20 Compared by Survey Source

Percent rating positively (e.g., strongly agree / somewhat agree)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
The current program is working well	88%	90%
Debris sits out on the curb too long. I would prefer two or three curbside collections a year instead of an open-ended system.	49%	41%
The bulk waste yard should be open minimum five days a week/on weekends	77%	80%

Table 207: Question 21 Compared by Survey Source

Percent rating positively (e.g., yes)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Would you be interested in a Town-sponsored composting program?	33%	33%

Table 208: Question 22 Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Level of responsiveness	78%	73%
Treating all customers with respect	82%	80%
Treating all customers equitably	79%	77%
Timeliness of handling situations	75%	65%
Overall impression of planning department professionalism	77%	72%

Table 209: Question 23 Compared by Survey Source

Percent rating positively (e.g., essential / very important)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Add new traffic signals on main roads	28%	24%
Improve signal timing	69%	66%
Expanding sidewalks/walkway systems	55%	49%
Install landscaped medians	21%	25%
Widen landscape buffers along the edge of roadways	30%	31%
Create gateway/arrival features as you enter the community	22%	16%
Improve or add turn lanes	52%	41%
Enhance pedestrian crossings at traffic signals or mid-block	66%	62%
Enhance neighborhood safety through traffic calming measures	48%	39%
Provide public transportation	30%	24%

Table 210: Question 24 Compared by Survey Source

Percent rating positively (e.g., yes)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Are you familiar with the Town's Septic Health Initiative?	48%	73% A

Table 211: Question 25 Compared by Survey Source

Percent rating positively (e.g., yes)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
If so, have you used this service?	55%	44%

Table 212: Question 26 Compared by Survey Source

Percent rating positively (e.g., excellent / good)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
The ocean water quality is...	90%	91%
The estuarine or sound water quality is	52%	41%

Table 213: Question 27 Compared by Survey Source

Percent rating positively (e.g., very appropriate / appropriate)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Detached residential structures (single family homes)	83%	90%
Attached residential structures (multi-family housing)	44%	39%
Small-scale commercial buildings (less than 5,000 square feet, "residential" character, pitched roofs)	66%	77%
Medium scale (5,001-10,000 square feet), box style with architectural treatments (roof facades)	31%	25%
Large-scale (10,001-20,000 square feet)	13%	5%
Commercial strip shopping centers	21%	18%
Mixed-Use (restaurant, retail, office, & residential)	50%	44%
Multi-family (apartments/townhouses)	41%	38%
Cottage courts/motels (1-2 stories)	48%	66% A
Hotels (3 or more stories)	18%	13%

Table 214: Question 28 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., about right)		
The 60-foot height limit for hotels is...	36%	26%
The 42-foot height limit for residential and commercial is	80%	69%
	B	

Table 215: Question 29 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., strongly agree / somewhat agree)		
Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?	98%	98%

Table 216: Question 30 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., strongly agree / somewhat agree)		
Abandoned property	46%	52%
Abandoned vehicles	31%	29%
Commercial property maintenance	54%	61%
Residential property maintenance	49%	61%
Over-occupancy of vacation rentals	80%	79%
Septic failures	58%	63%
Illegal signs	44%	58%
Trash	56%	57%
Overgrowth of vegetation	45%	36%
Residential light spillover/glare onto adjacent properties	67%	72%
Illegal duplexes/apartments	57%	71%

Table 217: Question 31 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., excellent / good)		
Variety of housing options	52%	41%
Availability of affordable quality housing	19%	17%
Physical condition of commercial buildings	63%	55%
Physical condition of residential buildings	79%	76%

Table 218: Question 32 Compared by Survey Source

Increasing housing opportunities could mean increasing density (e.g. allowing more opportunities for duplexes/ground floor enclosures/accessory dwelling units). Where or how do you think housing density can/should increase? Mark all that apply.	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
In areas east of US 158	5%	8%
In all areas of Nags Head	9%	15%
In areas that allow greater density currently	30%	27%
I don't think housing density should increase	44%	45%
I would only support increases in density if deed restrictions are in place for long-term or workforce housing	45%	48%

Table 219: Question 33 Compared by Survey Source

Percent rating positively (e.g., strongly agree / somewhat agree)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Housing affordability is a critical issue facing Nags Head and Dare County	88%	92%
I support increasing zoning density to provide additional housing opportunities	49%	39%
I support using taxes to secure workforce housing (Police, Fire, Public Services)	66%	68%
I support using taxes to incentivize housing affordability for all workers	52%	58%
Housing affordability should be addressed as a regional issue	87%	90%

Table 220: Question 34 Compared by Survey Source

Percent rating positively (e.g., strongly agree / somewhat agree)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Property buyouts to allow for shoreline erosion	59%	53%
Beach nourishment	92%	92%
Structures such as artificial reefs or groins	83%	86%

Table 221: Question 35 Compared by Survey Source

Percent rating positively (e.g., strongly agree / somewhat agree)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Soundside access areas	38%	24%
Soundside recreational areas	38%	26%
Protection of soundside shoreline	66%	63%

Table 222: Question 36 Compared by Survey Source

	source	
	Address-based survey	Open-participation survey
	(A)	(B)
What is the single most important change or improvement to suggest to the Town of Nags Head?		
Provide affordable housing	15%	6%
Beach nourishment and enhancement	11%	14%
Improve traffic flow	14%	8%
Recreation opportunities	3%	4%
Limiting new development	14%	22%
Expand sidewalks, bike lanes and trails	4%	4%
Water Management	4%	2%
Keep the character of Nags Head	9%	4%
Be more eco friendly	2%	2%
Lower taxes	5%	2%
Preserve green spaces	1%	2%
Improve trash management	3%	4%
Focus on planning and infrastructure	3%	4%
Control rentals	2%	6%
Others	11%	18%
Total	100%	100%

* Responses were classified into the categories shown. The full set of verbatim responses can be found in *Appendix F: Verbatim Responses for the Open Participation Survey*.

Table 223: Question 37 Compared by Survey Source

	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Percent rating positively (e.g., major source / minor source)		
Local media outlets (newspapers, radio, local television stations)	87%	89%
Local online news sources	92%	93%
Nags Head's Website (nagsheadnc.gov)	91%	97%
Nags Head's Social Media Channels (Facebook, Instagram, Twitter)	77%	92% A
Word of mouth	81%	82%
Email distribution lists	72%	82%
Board of Commissioners meetings and other public meetings	66%	78% A
Talking with Town officials	57%	68%

Table 224: Question 38 Compared by Survey Source

What is your most preferred method of receiving communication from the Town of Nags Head? (Select only one.)	Source	
	Address-based survey	Open-participation survey
	(A)	(B)
Phone	2%	0%
Email	60%	73%
Text	11%	10%
Social media	9%	10%
Town's website	8%	5%
Printed brochures/material/mailers	10%	3%

Table 225: Open Participation Reach Out Method

How did you hear about this survey? (Select all that apply)	Percent of respondents
The Town's website	15%
The Town's social media	35%
Received an email from the Town	26%
In a Town's newsletter or utility bill	19%
Received a postcard or letter from the Town	8%
Nextdoor	0%
In my Facebook feed	16%
Saw it on a video of a public meeting or at a meeting I attended	3%
Saw it on the Town's cable channel	0%
Saw it in a newspaper article or ad (hard copy or online)	0%
Saw a flyer or poster about it	0%
Heard about it from a family member, friend or neighbor	13%
Heard about it from a business or social organization in my community	2%
Polco's weekly email	0%
Polco social media post	0%
On my Polco feed	0%
Other	0%

* Total may exceed 100% as respondents could select more than one option.

Appendix F: Verbatim Responses for the Open Participation Survey

Following are verbatim responses to the one open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes.

Q36. What is the single most important change or improvement to suggest to the Town of Nags Head?

Provide affordable housing

- Affordable housing and no "hotel" size vacation homes
- Affordable housing for local employees
- Affordable year round housing & regulation of short term Air BnB. There are cities who have found ways to regulate the # of short term rentals owned especially by those living out of state/town.

Beach nourishment and enhancement

- Beach erosion management
- Beach Nourishment
- better beach nourishment in South Nags Head
- Better Public Beach Access
- Maintain coastal appearance and beaches
- Preserve the beaches! I own on the oceanfront in SNH and don't want my home to be taken by the ocean! Thanks
- Revisit the effectiveness of beach renourishment. Too much of the sand ends up in oceanfront properties, leaving the property owner to deal with the expense and permitting associated with sand removal along with fence damage and pool damage.

Improve traffic flow

- Increase the speed limit at Whalebone Junction. 25mph is too low. It makes it look like you are trying to make it a speed trap.
- Police presence on secondary neighborhood roads. The speed limit is 25, but often it's ignored. Maybe if the speed limit signs are set higher in the ground, people would be more aware! Our signs are very low to the ground in Vista Colony.
- Pull people over for doing 20 mph in a 35 mph zone when it is illegal to pass
- Reducing the speed limits on the by pass . Limit is to fast considering the amount of traffic .

Recreation opportunities

- Nags Head needs a city managed splash pad for the children. It could be free to residents and a fee for tourists. The children who can't do Ovean need an alternative.
- Sports/Recreational area for kids

Limiting new development

- Control of housing size & structures
- Do not increase density.
- Don't allow over building like up in KDH with the mega homes and cheaply built Saga homes.
- Don't allow the building of a motel east of the village. that property floods after heavy rains. I have photos. Where will the water go?
- Don't overcrowd; keep family-friendly like Duck&Corolla but enjoy that Nags Head has more services (hospital, fire, vets, Urgentcare) and stores, and more year-round access
- I know that it is hard, but controlling development to keep Nags Head Nags Head.
- I think we need to preserve the integrity of the town and not let it get commercialized and over developed like Kill Devil Hills.
- Keep density low
- maintain current density
- Please do NOT allow a conference center in Nags Head. And do not allow a hotel on East Lakeside Street. Stop letting SAGA build gigantic mini hotels. They are ruining the beach front and taking away beach access for others.
- Time to reign in the out-of-control development. Rental houses are too numerous - stop building more.

Expand sidewalks, bike lanes and trails

- create a larger shoulder area for walking and biking on the West side of Route 12 - use permeable concrete if possible to allow for drainage
- More sidewalks, more time at crosswalks for pedestrians. More bike paths. It would be great if our whole town was walkable. The soundfront boardwalk in Duck is something I wish we had in Nags Head.

Water Management

- Septic / water health

Keep the character of Nags Head

- Don't lose the character of our town.
- Soundside improvements from MP 15 to Causeway (Think Duck) . Maintaining the character of NH

Be more eco friendly

- Address light pollution for this unique area. Become an International Dark Sky Community.. Also strictly enforce over populating rental properties with more people and cars than the properties are legally allowed to accommodate. Make property management companies enforce this - 2 per bedroom. Period.

Lower taxes

- Stop spending so much money and limit tax increases to no more than a certain percent, say no more than 3% per year. Spend on mandated items first then use survey to spend on other items

if moneys are available after meeting mandated items. Excluding the beach replenishment tax, Nags Head Tax on my house increased over 14% this year alone. In addition, our tax went up after recent assessments were completed. This is completely unacceptable. We are owners that don't rent so we can't just raise the rent to cover these increases. Please, stop spending so much money on non-mandated items and limit annual tax increases.

Preserve green spaces

- The most important element of managing Nags Head is protecting the natural environment (the beach, the skyline & horizon, the sound, the dark sky). That magic is what drives the economy.

Improve trash management

- Bulk collection year round
- Trash collection on turnover days along major seasonal rental routes....roll back program is great, but trash cans full to brim not the image of Nags Head and unsanitary.

Focus on planning and infrastructure

- reconsideration of building restrictions for houses that are east of beach road but not within federal flood zone.
- Restrict "houses" that really are small hotels.

Control rentals

- Limits on Airbnbs
- Manage AirBnBs: allow for neighbors, not as many quick rentals.
- Regulating AIRBNB/VRBO. There are too many people in the rental homes. Educating people about staying OFF the dunes. Golf carts and electric bikes are becoming a nuisance. Can you pass them on beach road if they aren't doing the speed limit

Other

- Allowance of detached residential accessory dwellings, for year round occupancy, up to 750 square feet without additional lot coverage restrictions.
- At a minimum enforce leash laws on the beach
- Better support of property owners and their properties
- Bring in doctors and medical specialists
- Change rules regarding tent set up services. I do not think they should be allowed to claim a spot on the PUBLIC beach for the entire day. Just like a table in a restaurant a spot on the beach should turn over multiple times. Yes this makes the set up safer but in some areas there is little beach left.
- Commissioners should care more about permanent residents than wealthy out of town landowners
- Enforce the No Fireworks Ordinance
- Enforcing residents to upkeep their property.
- Town Hall employees need to be reminded their jobs are funded by taxpayers. The majority let phone calls go directly to voice mail, & never ever return calls. It's abhorrent the attitude of some staff members. In any other professional the total disregard to "customer service" would

result in termination. The Town of NH has a terrible reputation as being the most difficult to work with regards to zoning, permits, etc. It's totally unacceptable.

Appendix G: Survey Methodology

Introduction

General community surveys, such as this one, ask recipients their perspectives about the quality of life in the City, their use of City amenities, their opinions on policy issues facing the City and their assessment of City service delivery. Please contact Andy Garman at Andy.Garman@nagsheadnc.gov if you have any questions about the survey. The Town of Nags Head funded this research.

Developing the Questionnaire

The 2023 survey instrument was developed by building upon the version used in a previous community survey conducted in 2006. Numerous modifications were introduced to the survey to incorporate new subjects while also excluding outdated topics. In an iterative process between Town staff and Polco/NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

A list of all homeowners within the Town of Nags Head was provided by the Town of Hags Head. The list included a service address (within Nags Head) and a mailing address (that in some cases was outside the town limits). The complete list of service addresses was geocoded. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries. Each address was confirmed as being within Town boundaries and was further identified as being within one of the five subareas used for this study: 1) BTWN (Between Beach Road and S Croatan Highway), 2) Causeway + West (West of S Croatan Highway), 3) East (East of Beach Road, north of Whalebone Junction), 4) Southeast (East of SR 1243, south of Whalebone Junction) and 5) Southwest (West of 1243, south of Whalebone Junction). A random selection was made to create a mailing list of 3,000 addresses.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every Nth one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the random sample survey, a link to an online open-participation survey was publicized through various channels. This open participation survey was identical to the random sample survey and open to all residents.

Survey Administration and Response

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the Town of Nags Head Community Survey, was sent on July 25, 2023. Approximately one week after mailing the prenotification postcard, each household was mailed a paper survey containing a cover letter, signed by Mayor Cahoon and enlisting participation. The cover letter and postcard included a URL where respondents could go to complete the survey online, if desired. The packet also contained a pre-addressed, postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to Polco. Finally, each selected household received a reminder postcard during the first week of August. The survey was available in English. The online open-participation survey became available to all residents on April 21, 2023, and remained open for two weeks.

The mailings were sent starting in July and completed surveys were collected over the following seven weeks. None of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 3,000 households presumed to have received a survey, 1,074 completed the survey (including 539 online survey responses and 535 paper survey responses), providing an overall response rate of 36%. Additionally, responses were tracked by geographic area; response rates by subareas ranged from 32% to 39%. Additionally, 62 residents completed the open-participation survey.

Table 226: Survey Response Rates by Geographic Area

	BTWN	West	East	South East	South West	Overall
Total sample used	635	1,357	345	431	232	3,000
NE=Not eligible	0	0	0	0	0	0
E= Eligible	635	1,357	345	431	232	3,000
I=Complete Interviews	240	491	109	144	90	1,074
Response rate:	38%	36%	32%	33%	39%	36%

95% Confidence Intervals

The 95% confidence interval¹ (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within five percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample; results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

The open-participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the respondents cannot be estimated.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

The online survey included data validation (e.g., respondents will be limited to choosing only one response on a “choose one” question), so less cleaning of these data was required. Data from the online survey were stored electronically in real-time, downloaded and integrated with data from the mailed survey.

Weighting the Data

The demographic characteristics of the survey respondents were compared to those found in the 2020 United States Census and 2021 American Community Survey. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The variables used for weighting the household respondent data were gender, age, housing unit type (attached or detached), race/ethnicity, and area of residence. No adjustments were made for design effects. The results of the weighting scheme are presented in the table on the following page.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Differences in question wording, order, translation and data entry, also can lead to somewhat varying results.

Table 227: Nags Head, NC 2023 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Detached unit	73%	92%	74%
Attached unit	27%	8%	26%
Race and Ethnicity			
White	94%	97%	94%
Not white	6%	3%	6%
Not Hispanic	97%	98%	97%
Hispanic	3%	2%	3%
Sex and Age			
Female	53%	49%	52%
Male	47%	51%	48%
18-34 years of age	14%	1%	7%
35-54 years of age	26%	18%	27%
55+ years of age	60%	81%	66%
Females 18-34	9%	1%	4%
Females 35-54	14%	9%	15%
Females 55+	30%	38%	33%
Males 18-34	5%	0%	3%
Males 35-54	13%	8%	13%
Males 55+	30%	43%	33%
Geographic Area			
Between Beach Road (NC 12) and S Croatan Highway (US 158)	22%	22%	22%
West of S Croatan Highway (US 158)	42%	46%	41%
East of Beach Road (NC 12), north of Whalebone Junction	13%	10%	13%
East of SR 1243, south of Whalebone Junction	16%	13%	17%
West of 1243, south of Whalebone Junction	8%	8%	7%

*2020 U.S. Census and 2021 American Community Survey 5-year estimates

Analyzing the Data

The electronic dataset was analyzed by Polco staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Set of Survey Responses*. Also included are results by respondent characteristics (*Appendix D: Survey Results by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been denoted with an uppercase letter.

Appendix H: Survey Materials

The 2023 survey mailing materials appear on the following page.

Dear **Nags Head** Resident/Property Owner,

It won't take much of your time to make a big difference! Your household has been randomly selected to participate in the **2023 Nags Head Community Survey**. Your participation in this survey is very important—your answers will help the Town of Nags Head make decisions that will shape the future of our community.

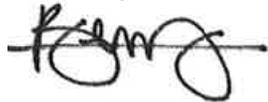
In a few days you will receive a mailed survey that you can fill out and return in a postage paid envelope. Alternatively, you can go online now and complete the **confidential survey** at:

<https://polco.us/xxplaceholder>

In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey. **Please do not share your survey link.** This survey is for randomly selected households only. The Town of Nags Head will conduct a separate survey open to all residents/property owners just a few weeks from now. More information on the survey can be found at <https://nagsheadnc.gov/survey>.

If you have any questions about the survey, please contact Andy Garman, Town Manager at 252-449-2006 or at andy.garman@nagsheadnc.gov. Thank you for helping create a better Nags Head!

Sincerely,



Benjamin Cahoon
Mayor





5401 S Croatan Hwy. Nags Head, NC 27959

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Ben Cahoon
Mayor

Michael Siers
Mayor Pro Tem

Andy Garman
Town Manager

Town of Nags Head
Post Office Box 99
Nags Head, North Carolina
27959
Telephone 252-441-5508
Fax 252-441-0776
www.nagsheadnc.gov

M. Renée Cahoon
Commissioner

Kevin Brinkley
Commissioner

Bob Sanders
Commissioner

August 2023

Dear Town of Nags Head Resident/Property Owner:

You have been randomly selected to participate in the 2023 Nags Head Community Survey. **If you have already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number being surveyed. Your feedback will help Nags Head make decisions that will shape the future of our community.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<https://polco.us/xxplaceholder>

Please do not share your survey link. This survey is for randomly selected households only. The Town of Nags Head will conduct a separate survey open to all residents/property owners just a few weeks from now. More information on the survey can be found at <https://nagsheadnc.gov/survey>. This page also includes information on the town that may assist you in your responses.

If you have any questions about the survey, please call or email Andy Garman, Town Manager, at 252-449-2006 or andy.garman@nagsheadnc.gov.

Thank you for your time and participation!

Sincerely,

Benjamin Cahoon
Mayor

2023 NAGS HEAD COMMUNITY SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses to this survey are completely confidential.

1. Please rate the following aspects of Nags Head government performance:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No opinion</u>
The overall direction Nags Head is moving.....	1	2	3	4	5
The quality of the services provided by Nags Head.....	1	2	3	4	5
The ease of accessing the services of Nags Head	1	2	3	4	5
Communicating events, issues, and programs	1	2	3	4	5
Providing opportunities for community engagement and involvement.....	1	2	3	4	5

2. Thinking about all the programs and services you receive from the Town of Nags Head, how would you rate the overall value for the fees, charges, or taxes you pay?

- Great value
 Good value
 Fair value
 Poor value
 Unsure

3. Below is a list of community attributes and functions. Please indicate the importance of each attribute/function towards the preservation and enhancement of Nags Head and how successful you feel the community has performed with respect to each attribute or function.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Preserving landscapes/vegetation.....	1	2	3	4	1	2	3	4
Maintaining recreational water quality	1	2	3	4	1	2	3	4
Preserving dark night skies	1	2	3	4	1	2	3	4
Providing public beach accesses	1	2	3	4	1	2	3	4
Maintaining community appearance	1	2	3	4	1	2	3	4
Providing parks/recreation areas	1	2	3	4	1	2	3	4
Providing events/cultural activities	1	2	3	4	1	2	3	4
Preserving Nags Head character	1	2	3	4	1	2	3	4
Providing sidewalks/paths.....	1	2	3	4	1	2	3	4
Enforcing codes.....	1	2	3	4	1	2	3	4
Regulating development/controlling density ..	1	2	3	4	1	2	3	4
Maintaining beautiful beaches	1	2	3	4	1	2	3	4
Promoting business/economy	1	2	3	4	1	2	3	4
Managing stormwater	1	2	3	4	1	2	3	4

4. How much of a priority, if at all, should each of the following be for Nags Head to address in the next two years?

	<u>High priority</u>	<u>Medium priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Traffic safety.....	1	2	3	4
Maintaining and improving roads and infrastructure.....	1	2	3	4
Providing/incentivizing workforce housing.....	1	2	3	4
Preserving open space/protecting natural resources.....	1	2	3	4
Enhancing Nags Head sidewalks/paths	1	2	3	4
Providing more recreation opportunities/facilities.....	1	2	3	4
Increasing arts and cultural opportunities.....	1	2	3	4
Continuing shoreline management efforts.....	1	2	3	4
Maintaining/improving wastewater infrastructure.....	1	2	3	4
Monitoring/improving water quality.....	1	2	3	4
Improving drainage.....	1	2	3	4
Keeping the tax rate low	1	2	3	4

5. Have you contacted the Town recently (last 12 months)? If so, select all reasons that apply.

- Ask a question or get information
 Report an issue
 Turn on or off services
 Haven't contacted
 Schedule or access a service
 Make a complaint
 Pull a building permit/plan review

6. Select all of the following departments you have had contact within the last 12 months:

- Fire
 Water
 Parks/Buildings and Grounds
 Not applicable
 Police
 Human Resources
 Sanitation
 Finance/Administration
 Permitting / Code Enforcement
 Other

7. Please rate your customer service experience with the department you most recently had contact with:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No opinion</u>
Courtesy.....	1	2	3	4	5
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Timeliness of response.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

2023 NAGS HEAD COMMUNITY SURVEY

8. Rate how important, if at all, you think it is for Nags Head to focus on the following digital modernization efforts.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>
Offering more online services	1	2	3	4
Providing alternative means of communication (chat / text) to contact Nags Head.....	1	2	3	4
Reporting issues/problems electronically.....	1	2	3	4
Increasing public awareness of Nags Head news and alerts	1	2	3	4
Increasing online promotion of Nags Head news and alerts (e.g., blogs, email, text)	1	2	3	4
Improving online scheduling for Nags Head services.....	1	2	3	4
Improving Nags Head apps and websites to function better on mobile platforms	1	2	3	4
Maintaining a robust Town online GIS website.....	1	2	3	4

9. How likely would you participate in the following activities?

	<u>Very Likely</u>	<u>Likely</u>	<u>Not Likely</u>
Activities for the whole family	1	2	3
Using meeting spaces for community groups.....	1	2	3
Nature-based educational programs (birdwatching, nature tours, etc.)	1	2	3
Outdoor adventure fitness programs (hiking, biking, paddling, etc.).....	1	2	3
Fitness programs.....	1	2	3
Music programs	1	2	3
Creative arts programs	1	2	3
Therapeutic recreation.....	1	2	3
Volunteer projects	1	2	3
Landscaping/gardening education	1	2	3
Pet activities	1	2	3

10. Please indicate your level of interest in activities at the following locations.

	<u>Not interested</u>	<u>Somewhat interested</u>	<u>Very interested</u>
Town Park (Barnes Street)	1	2	3
Whalebone Park (Across from Jennette's Pier)	1	2	3
Skate Park (At the YMCA).....	1	2	3
Dog Park (227 Satterfield Landing Dr).....	1	2	3
Harvey Site Sound Access (6912 S Croatan Hwy)	1	2	3
Nags Head Causeway Estuarine Access (7431 S Virginia Dare Trl)	1	2	3
Dowdy Park (3005 S Croatan Hwy).....	1	2	3

11. How visible is the Nags Head Police Department in your neighborhood?

- Very visible
 Somewhat visible
 Not at all visible
 Don't know

12. Please rate how well you think the Nags Head Police Department is doing at each of the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No opinion</u>
Preventing crime	1	2	3	4	5
Making the community feel safe.....	1	2	3	4	5
Responding quickly to citizens' calls for service.....	1	2	3	4	5
Effectively solving crimes.....	1	2	3	4	5
Caring about the well-being of the people they deal with	1	2	3	4	5
Working with neighbors to solve neighborhood problems	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5

13. Please rate the Nags Head Police Department on the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No opinion</u>
Level of responsiveness.....	1	2	3	4	5
Treating all residents with respect.....	1	2	3	4	5
Treating all residents equitably	1	2	3	4	5
Timeliness of handling situations	1	2	3	4	5
Overall impression of police department professionalism	1	2	3	4	5

14. Please rate how much of a problem, if at all, you feel each of the following is in the Town of Nags Head.

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Not sure</u>
Traffic speeding	1	2	3	4	5
Stop sign/red light violations	1	2	3	4	5
Violent crime	1	2	3	4	5
Drugs.....	1	2	3	4	5
Youth crimes.....	1	2	3	4	5
Vandalism and property crimes	1	2	3	4	5
Theft	1	2	3	4	5

2023 NAGS HEAD COMMUNITY SURVEY

15. How satisfied are you with the following aspects of the Nags Head Fire Department?

	Very satisfied	Somewhat satisfied	Not satisfied	Not sure
Community Risk Reduction (e.g., fire prevention, public education)	1	2	3	4
Responsiveness (emergency and non-emergency)	1	2	3	4
Accessibility and availability	1	2	3	4
Caring for those they serve	1	2	3	4
Collaboration in working with individuals and/or community groups	1	2	3	4

16. In your opinion, how engaged is the Nags Head Fire Department in the community?

- Very engaged
 Somewhat engaged
 Not at all engaged
 Don't know

17. Please rate the Nags Head Fire Department on the following:

	Excellent	Good	Fair	Poor	No opinion
Level of responsiveness.....	1	2	3	4	5
Trust and confidence	1	2	3	4	5
Compassionate in their interactions.....	1	2	3	4	5
Timeliness of handling situations	1	2	3	4	5
Overall impression of fire department professionalism.....	1	2	3	4	5

18. Regarding Nags Head Ocean Rescue, please indicate how strongly you agree or disagree with the following:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
More service is needed before Memorial Day	1	2	3	4	5
More service is needed after Labor Day.....	1	2	3	4	5
Nags Head needs more fixed lifeguard stands	1	2	3	4	5
Nags Head needs more roving patrols.....	1	2	3	4	5
The beach driving season is too long.....	1	2	3	4	5
The current service is excellent.....	1	2	3	4	5

19. Please rate each of the following related to Nags Head sanitation services.

	Excellent	Good	Fair	Poor	No opinion
Overall quality of trash service	1	2	3	4	5
Overall quality of recycling service	1	2	3	4	5
Community cleanliness.....	1	2	3	4	5

20. The Town offers curbside bulk waste services from October 1 to April 30. From May 1 to September 30, the Town has a bulk waste yard where large items and vegetative debris can be taken. Please indicate your opinion:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
The current program is working well.....	1	2	3	4
Debris sits out on the curb too long. I would prefer two or three curbside collections a year instead of an open-ended system.....	1	2	3	4
The bulk waste yard should be open minimum five days a week/on weekends... 1	1	2	3	4

21. Would you be interested in a Town-sponsored composting program?

- Yes
 No

22. Please rate the Nags Head Planning Department on the following:

	Excellent	Good	Fair	Poor	No opinion
Level of responsiveness.....	1	2	3	4	5
Treating all customers with respect.....	1	2	3	4	5
Treating all customers equitably	1	2	3	4	5
Timeliness of handling situations	1	2	3	4	5
Overall impression of planning department professionalism	1	2	3	4	5

23. How important, if at all, is it to address each of the following to improve traffic and transportation issues?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Add new traffic signals on main roads.....	1	2	3	4	5
Improve signal timing.....	1	2	3	4	5
Expanding sidewalks/walkway systems.....	1	2	3	4	5
Install landscaped medians	1	2	3	4	5
Widen landscape buffers along the edge of roadways	1	2	3	4	5
Create gateway/arrival features as you enter the community	1	2	3	4	5
Improve or add turn lanes	1	2	3	4	5
Enhance pedestrian crossings at traffic signals or mid-block.....	1	2	3	4	5
Enhance neighborhood safety through traffic calming measures.....	1	2	3	4	5
Provide public transportation	1	2	3	4	5

2023 NAGS HEAD COMMUNITY SURVEY

24. Are you familiar with the Town's Septic Health Initiative? Yes No

25. If so, have you used this service? Yes No

26. The Town monitors surface and ground water quality as a part of the Septic Health Initiative. Based on your perception of water quality in Nags Head, please rate the water quality for the following categories.

	Excellent	Good	Fair	Poor	Unsure
The ocean water quality is.....	1	2	3	4	5
The estuarine or sound water quality is.....	1	2	3	4	5

27. Please rate your opinion of the appropriateness of the following development types for Nags Head.

	Very Appropriate	Appropriate	Neutral	Inappropriate	Very Inappropriate
Detached residential structures (single family homes).....	1	2	3	4	5
Attached residential structures (multi-family housing).....	1	2	3	4	5
Small-scale commercial buildings (less than 5,000 square feet, "residential" character, pitched roofs).....	1	2	3	4	5
Medium scale (5,001-10,000 square feet), 'box' style with architectural treatments (roof 'facades').....	1	2	3	4	5
Large-scale (10,001-20,000 square feet).....	1	2	3	4	5
Commercial strip shopping centers.....	1	2	3	4	5
Mixed-Use (restaurant, retail, office, & residential).....	1	2	3	4	5
Multi-family (apartments/townhouses).....	1	2	3	4	5
Cottage courts/motels (1-2 stories).....	1	2	3	4	5
Hotels (3 or more stories).....	1	2	3	4	5

28. Currently the height limit for residential and most commercial structures is 42 feet, which allows for three stories. The Town has a hotel overlay district (west of NC 12, south of the Village at Nags Head to Whalebone Junction) where hotels of up to 60 feet are allowed. What's your opinion?

	Much too high	Too high	About right	Too low	Much too low
The 60-foot height limit for hotels is.....	1	2	3	4	5
The 42-foot height limit for residential and commercial is.....	1	2	3	4	5

29. Do you agree or disagree that maintaining low building heights is an important factor in preserving the character of Nags Head?

Strongly agree Somewhat agree Somewhat disagree Strongly disagree No opinion

30. Please agree or disagree if the following issues are a problem in Nags Head.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Abandoned property.....	1	2	3	4	5
Abandoned vehicles.....	1	2	3	4	5
Commercial property maintenance.....	1	2	3	4	5
Residential property maintenance.....	1	2	3	4	5
Over-occupancy of vacation rentals.....	1	2	3	4	5
Septic failures.....	1	2	3	4	5
Illegal signs.....	1	2	3	4	5
Trash.....	1	2	3	4	5
Overgrowth of vegetation.....	1	2	3	4	5
Residential light spillover/glare onto adjacent properties.....	1	2	3	4	5
Illegal duplexes/apartments.....	1	2	3	4	5

31. Please rate the current status of each in the Town of Nags Head:

	Excellent	Good	Fair	Poor	No opinion
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Physical condition of commercial buildings.....	1	2	3	4	5
Physical condition of residential buildings.....	1	2	3	4	5

32. Increasing housing opportunities could mean increasing density (e.g. allowing more opportunities for duplexes/ground floor enclosures/accessory dwelling units). Where or how do you think housing density can/should increase? Mark all that apply.

- | | |
|--|--|
| <p><input type="radio"/> In areas east of US 158</p> <p><input type="radio"/> In all areas of Nags Head</p> <p><input type="radio"/> In areas that allow greater density currently</p> | <p><input type="radio"/> I don't think housing density should increase</p> <p><input type="radio"/> I would only support increases in density if deed restrictions are in place for long-term or workforce housing</p> |
|--|--|

2023 NAGS HEAD COMMUNITY SURVEY

33. Please indicate how strongly you agree or disagree with the following statements:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Housing affordability is a critical issue facing Nags Head and Dare County	1	2	3	4	5
I support increasing zoning density to provide additional housing opportunities....	1	2	3	4	5
I support using taxes to secure workforce housing (Police, Fire, Public Services)	1	2	3	4	5
I support using taxes to incentivize housing affordability for all workers.....	1	2	3	4	5
Housing affordability should be addressed as a regional issue.....	1	2	3	4	5

34. Please state whether you agree or disagree with the following shoreline management strategies:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Property buyouts to allow for shoreline erosion.....	1	2	3	4	5
Beach nourishment	1	2	3	4	5
Structures such as artificial reefs or groins.....	1	2	3	4	5

35. I would be willing to pay higher taxes or fees for...

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Soundside access areas.....	1	2	3	4	5
Soundside recreational areas.....	1	2	3	4	5
Protection of soundside shoreline.....	1	2	3	4	5

36. What is the single most important change or improvement to suggest to the Town of Nags Head?

37. How much of a source, if at all, do you consider each of the following to be for news and information about Nags Head:

	Major source	Minor source	Not at all a source
Local media outlets (newspapers, radio, local television stations)	1	2	3
Local online news sources.....	1	2	3
Nags Head's Website (nagsheadnc.gov).....	1	2	3
Nags Head's Social Media Channels (Facebook, Instagram, Twitter).....	1	2	3
Word of mouth	1	2	3
Email distribution lists.....	1	2	3
Board of Commissioners meetings and other public meetings.....	1	2	3
Talking with Town officials	1	2	3

38. What is your most preferred method of receiving communication from the Town of Nags Head? (Select only one.)

- Phone
 Email
 Text
 Social media
 Town's website
 Printed brochures/materials/mailers

Our last questions are about you and your household. Again, all of your responses to this survey are completely confidential.

D1. How many years have you lived or owned a property in Nags Head?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D2. Which best describes the building you live in/own?

- Single family detached unit
 Duplex or townhouse
 Apartment or condominium

D3. Which of the following best describes your residential status in Nags Head?

- Year-round resident, renter → skip to D5
 Year-round resident, property owner → skip to D5
 Non-resident, property owner → go to D4
 Part-time resident, owner → skip to D5
 Part-time resident, not owner → skip to D5
 Other → skip to D5

D4. Is your property a...

- Weekly rental Private use dwelling
 Monthly rental Commercial business Other

D5. Are you Spanish/Hispanic/Latino(a)?

- No Yes

D6. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

D7. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D8. What is your gender?

- Woman Man Prefer not to respond

D9. Would you like to be added to the Town's weekly email distribution list?

- Yes (Email address _____)
 No
 Already signed

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



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Dear **Nags Head** Resident/Property Owner,

Just a reminder—if you have not yet completed Nags Head’s 2023 Community Survey, please do so. **If you have completed it, thank you! Please do not respond twice.**

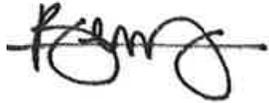
Your participation in this survey is very important—your answers will help the Town of Nags Head make decisions that affect our community. Please complete the **confidential survey** online at:

<https://polco.us/xxplaceholder>

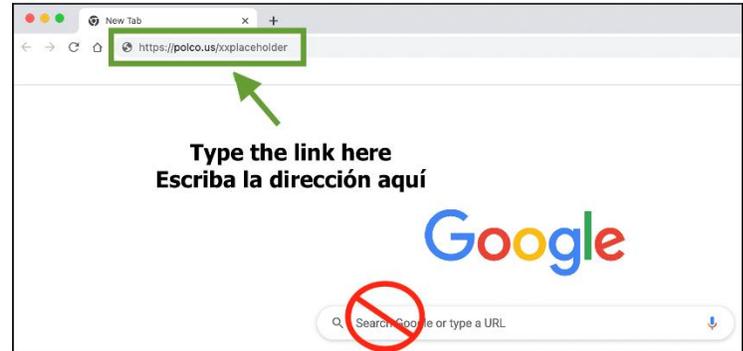
Please do not share your survey link. This survey is for randomly selected households only.

If you have any questions about the survey, please contact Andy Garman, Town Manager, at 252-449-2006 or at andy.garman@nagsheadnc.gov. Thank you for helping create a better Nags Head!

Sincerely,



Benjamin Cahoon
Mayor





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