

# 2011 DirectionFinder® Community Survey FINAL Results

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Prepared for  
*Town of Chapel Hill*

February, 2012

ETC Institute  
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Olathe, Kansas  
66061

# Contents

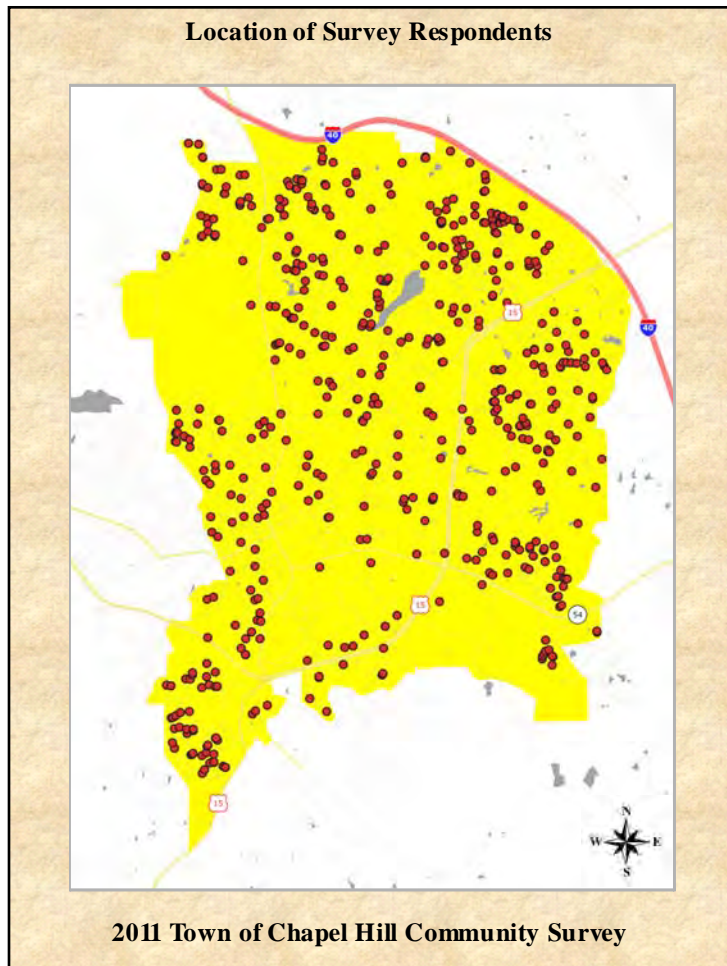
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## Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Town of Chapel Hill during November and December of 2011. This is the second time that the survey was administered for the Town. The first time was during the same time period in 2009, providing valuable TREND information for the Town. The surveys were administered as part of the Town’s effort to assess citizen satisfaction with the quality of services. The information gathered from the surveys will help the Town establish budget priorities and refine policy decisions.

**Resident Survey.** A seven-page survey was mailed to a random sample of 2,000 households in the Town of Chapel Hill. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 255 completed the survey by phone and 352 returned it by mail for a total of 607 completed surveys (31% response rate). The results for the random sample of 607 households have a 95% level of confidence with a precision of at least +/- 4%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the Town, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



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

been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- GIS maps that show the results of selected questions as maps of the Town
- benchmarking data that shows how the results for the Town of Chapel Hill compare to other cities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

## Major Findings

- **Most of the residents surveyed were satisfied with Town services.** Eighty-five percent (85%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the Town’s public safety services, 84% were satisfied with the overall quality of services provided, 82% were satisfied with the quality of the Town’s library services, and 81% were satisfied with the maintenance of Town parks and recreation programs. **TRENDS: Change that is referred to as “significant” is above or below the +/-4% margin of error. For the Town Services category, there were several areas that improved significantly. The most significant increases were with the maintenance of public housing, the value received for Town tax dollars and fees, and how well the Town is managing growth.**
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Town of Chapel Hill over the next two years were: (1) overall flow of traffic and congestion, and (2) how well the Town is prepared for the future.
- **Perceptions of the Town.** Most (90%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in the Town of Chapel Hill, 88% were satisfied with the image of the Town, and 80% were satisfied with the overall feeling of safety in the Town. **TRENDS: The most significant increase in this category, was the acceptance of diverse populations.**
- **Public Safety.** This year, Fire and Emergency Management Services and Police Services were addressed in separate questions.
  - **Fire and Emergency Management Services** Ninety-three percent (93%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection, and 90% were satisfied with how quickly fire units respond to emergencies.

- **Police Services** Eighty-four percent (84%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of police protection, and 83% were satisfied with how quickly police respond to emergencies.

**TRENDS: A significant increase for Fire and Emergency Management was with the overall quality of local fire protection. Significant increases for the Police Department were with the visibility of police in neighborhoods, and the Town’s effort to prevent crime.**

- **Town Regulations.** Sixty-three percent (63%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing sign regulations, and 61% were satisfied with enforcing maintenance of business property. **TRENDS: There was a significant increase with enforcing of sign regulations.**
- **Parks and Recreation.** Eighty-four percent (84%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of town parks, 73% were satisfied with the number of town parks, and 73% were satisfied with the landscaping and appearance of public areas along streets. **TRENDS: The most significant increases were realized in the number of walking and biking trails, public art and cultural arts programs, and therapeutic recreation programs.**
- **Library Services.** Ninety-one percent (91%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of assistance provided by the library staff, 86% were satisfied with the overall quality of library services, and 85% were satisfied with the access to library facilities and services. **TRENDS: The most significant increases were with the number of recorded books available and the quality of children’s programs.**
- **Town Maintenance/Public Works.** The areas of maintenance that were rated best by residents included: maintenance of street signs and pavement markings (74%), maintenance of streets in your neighborhood (73%), and the maintenance of main Town street thoroughfares (73%). Residents were generally least satisfied with the adequacy of street lighting. **TRENDS: The maintenance and preservation of downtown increased significantly from 2009.**
- **Town Communications.** More than half (65%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the Town’s website, Chapel Hill eNews updates (64%), and with access to information on local issues and events (62%). **TRENDS: There was a significant increase in nearly every area of communication.**
- **Transportation.** Seventy-four percent (74%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Chapel Hill Transit, 64% of those surveyed were satisfied with the availability of greenways, and 52% were

satisfied with the availability of sidewalks in the Town. **TRENDS: A significant increase was realized with the availability of greenways and walking trails.**

- The most congested East/West Road is US 15-501 South
  - The most congested North/South Road is Fordham Boulevard
  - Seventy percent (46%) of respondents have at least one member of their household who has used public transit in Chapel Hill
  - Fifty-one percent (51%) of those surveyed ride a bicycle
  - Sixty-four percent (64%) felt that riding a bicycle in Chapel Hill was safe.
- **Trash Service.** Ninety-three percent (90%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential trash collection service, 85% of those surveyed were satisfied with residential recycling service, and 80% were satisfied with yard waste removal.

### **Other Findings.**

- 62% of the 51% that ride a bike in Chapel Hill chose separate bike paths as their most preferred bicycle amenity.
- 59% of residents surveyed indicated that they use recycling services located in Chapel Hill or Eubanks Road.
- 42% of residents indicated that a re-developed downtown was the most important of 12 possible capital improvement issues.
- 71% of residents felt a re-developed downtown was essential (39%) or important (32%) as a part of the Town's economic development strategy. Comparing the positives (71%) to the negatives (15%), the ratio is nearly 5 to 1.
- 62% of those surveyed were dissatisfied with the availability of parking in downtown Chapel Hill.
- 94% of the residents surveyed indicated that the quality of safety and security played an important role when deciding to live in the Town of Chapel Hill.

*Section 1:*  
***Charts and Graphs***

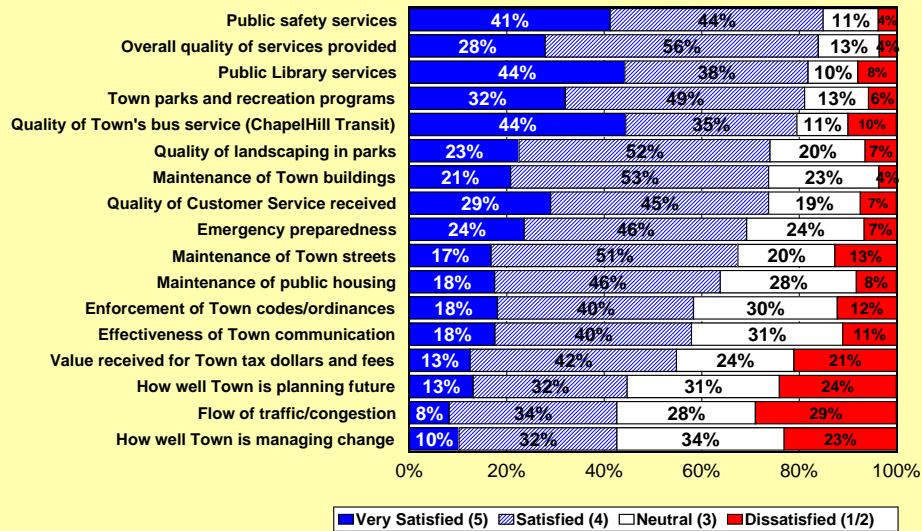
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# OVERALL RATINGS

Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

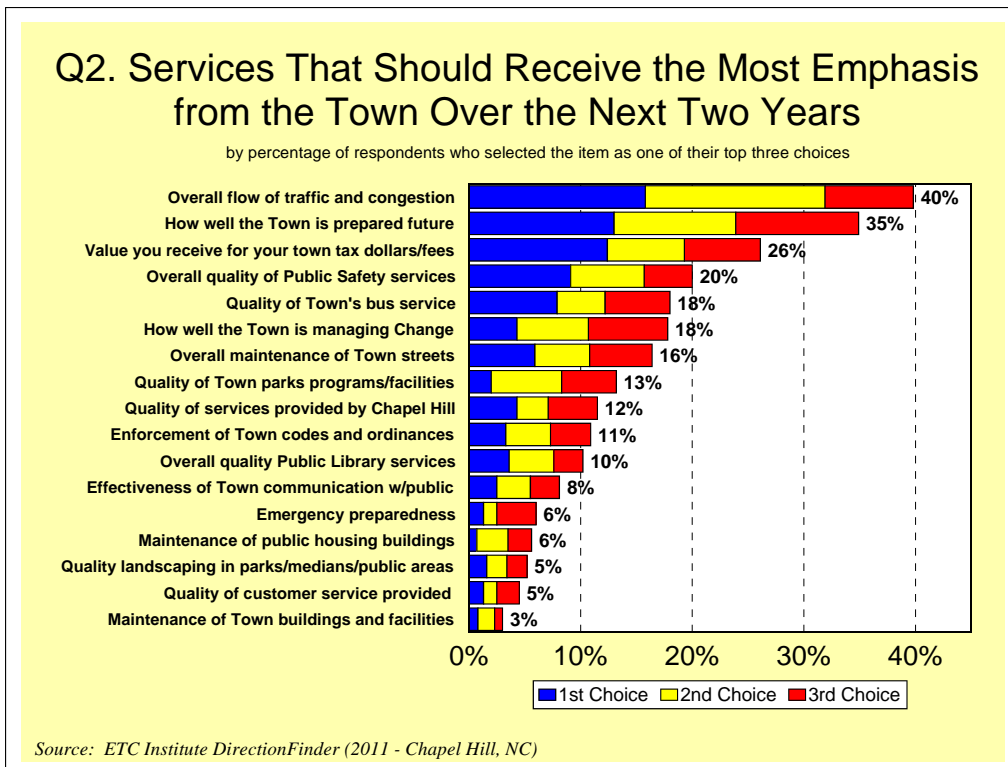
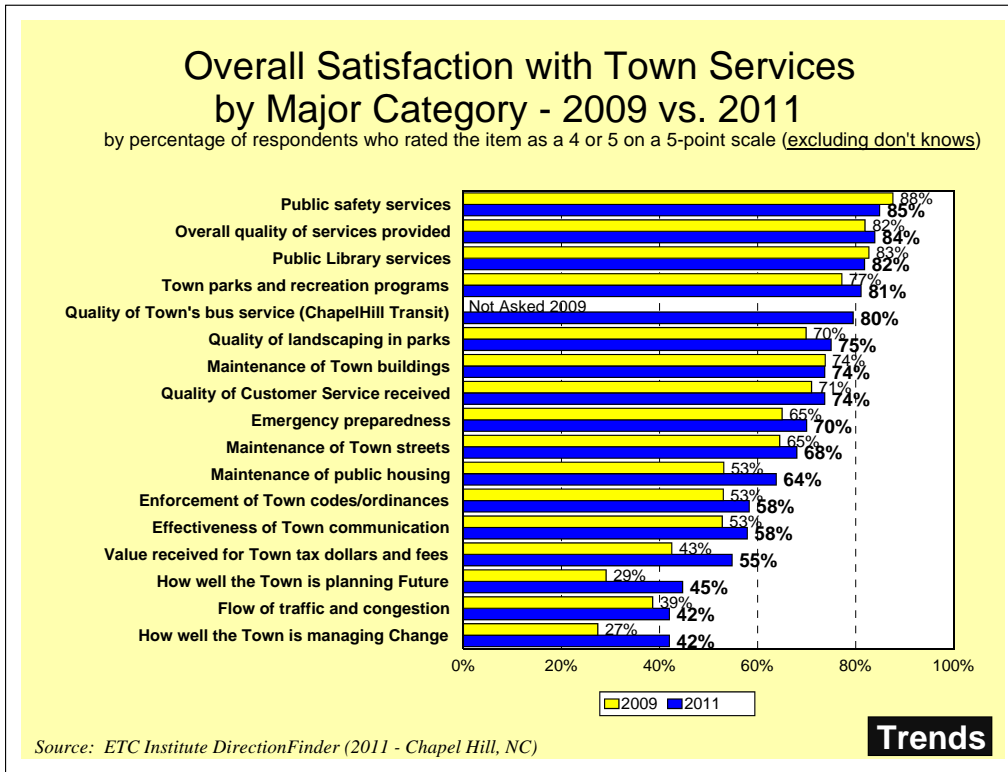
## Q1. Overall Satisfaction With Town Services by Major Category

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



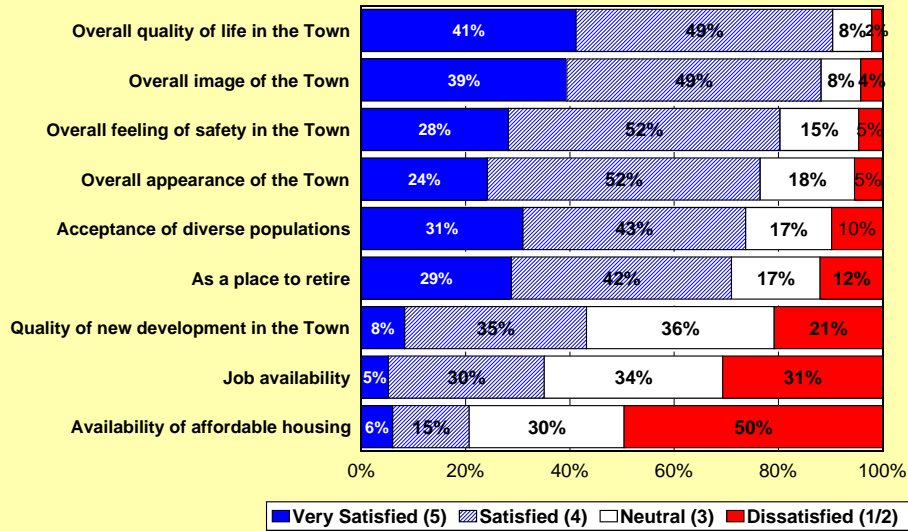
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





### Q3. Satisfaction With Items That Influence the Perception Residents Have of the Town

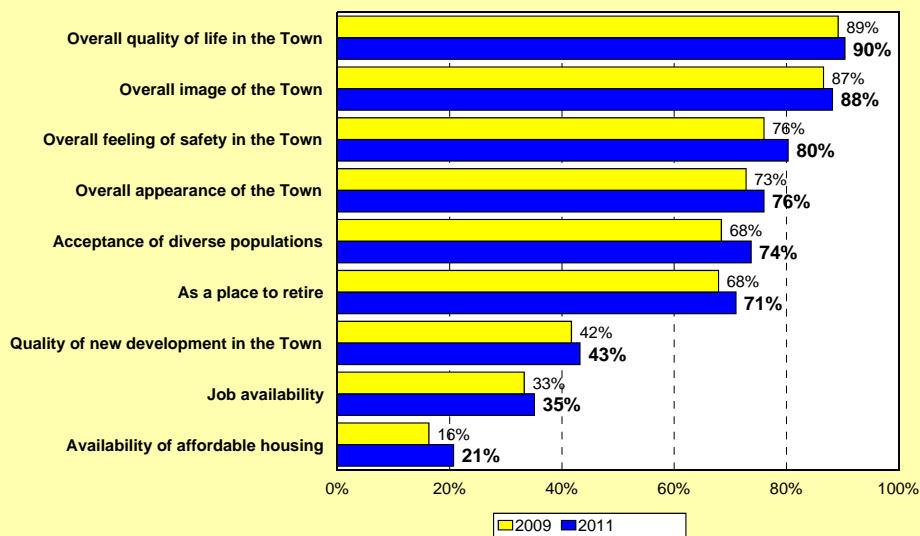
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Items that Influence the Perception Residents 2009 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

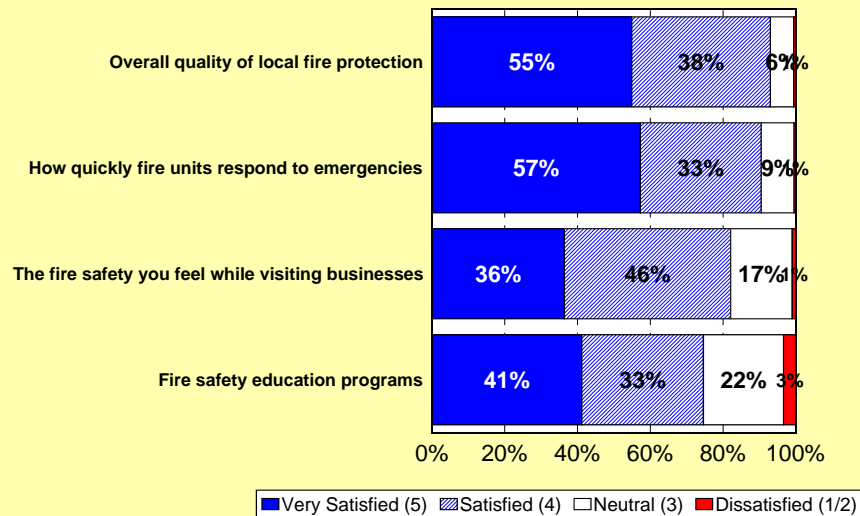
**Trends**

# PUBLIC SAFETY

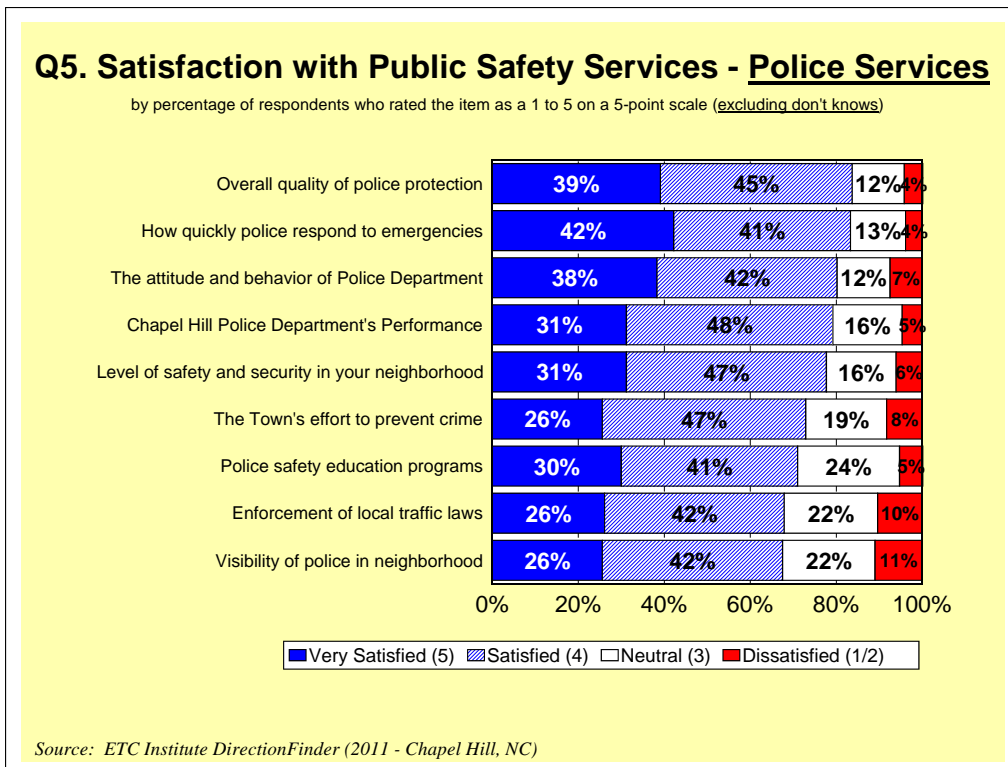
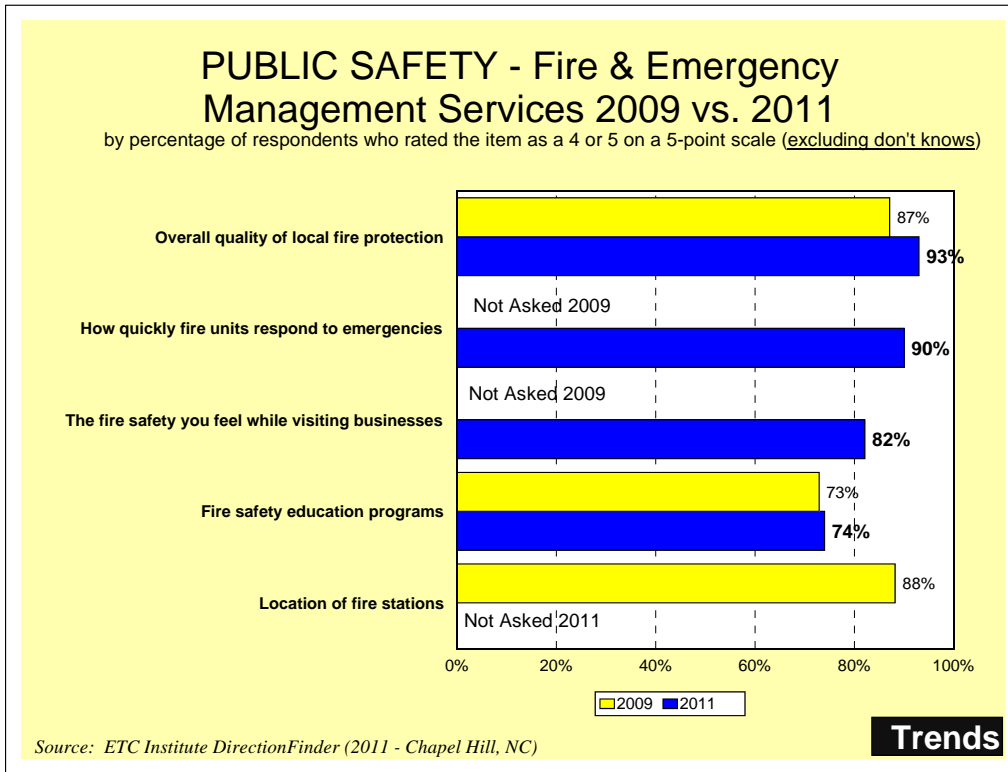
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

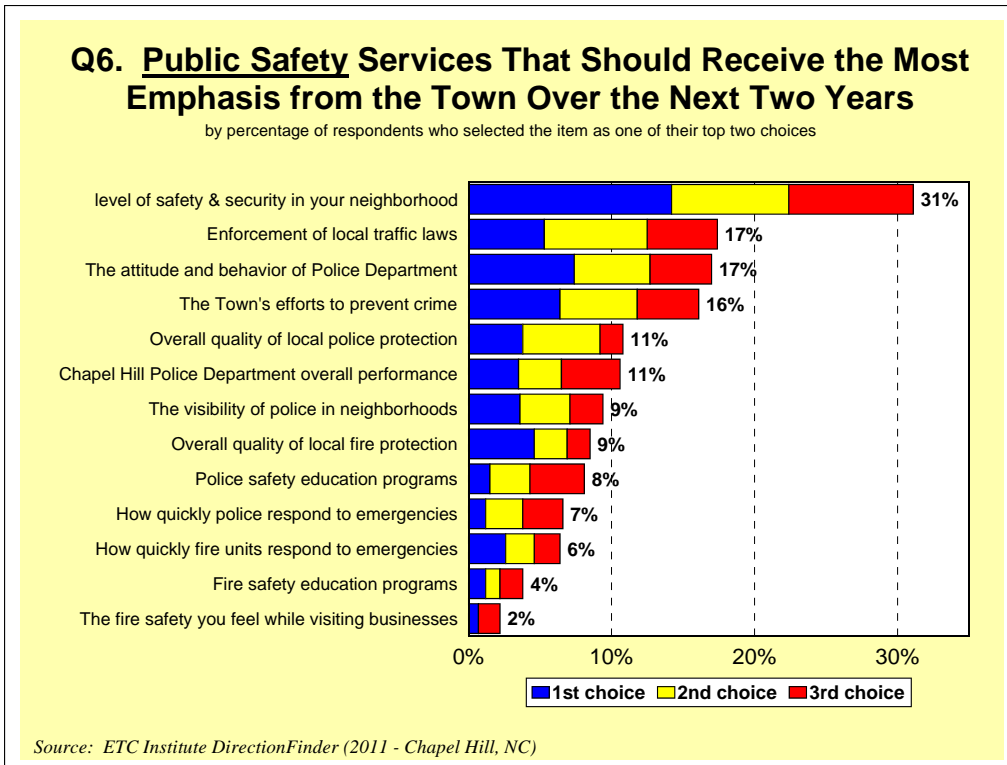
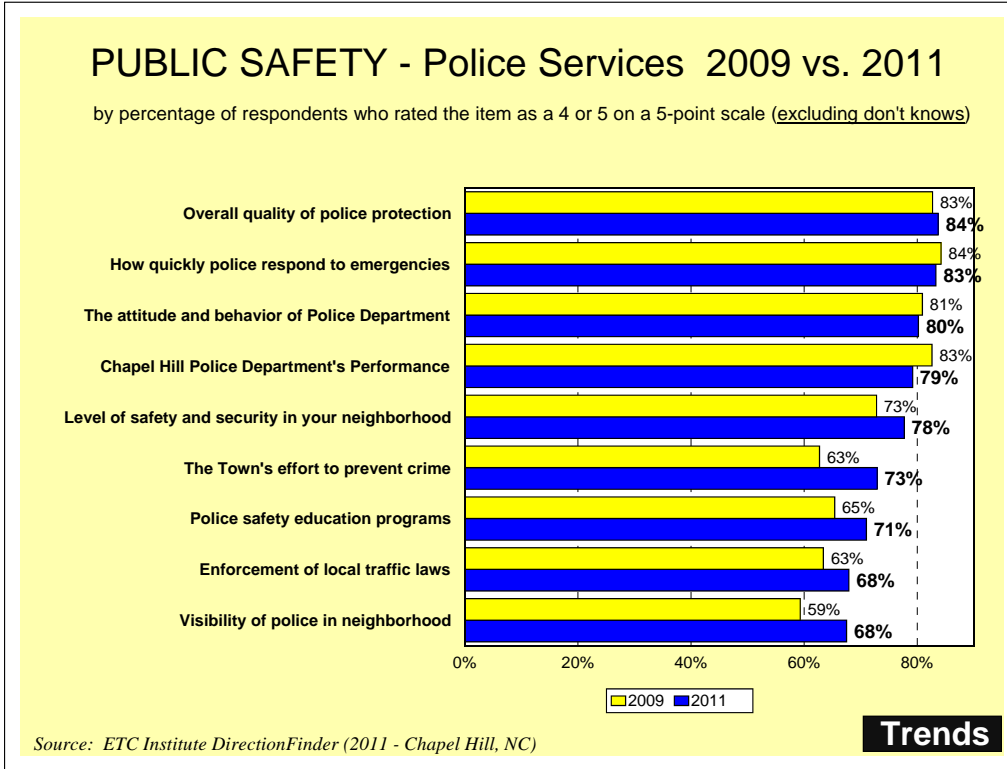
## Q4. Satisfaction with Public Safety Services - Fire & Emergency Management Services

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



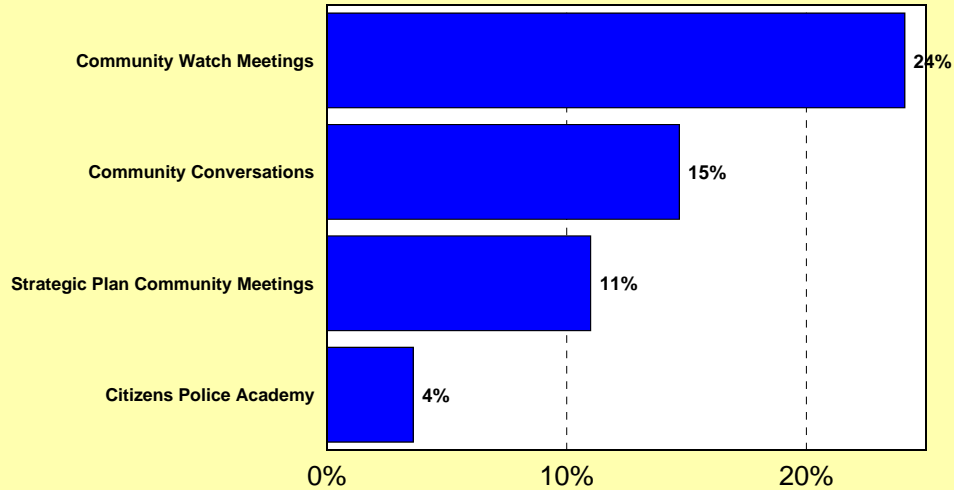
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





### Q7. Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

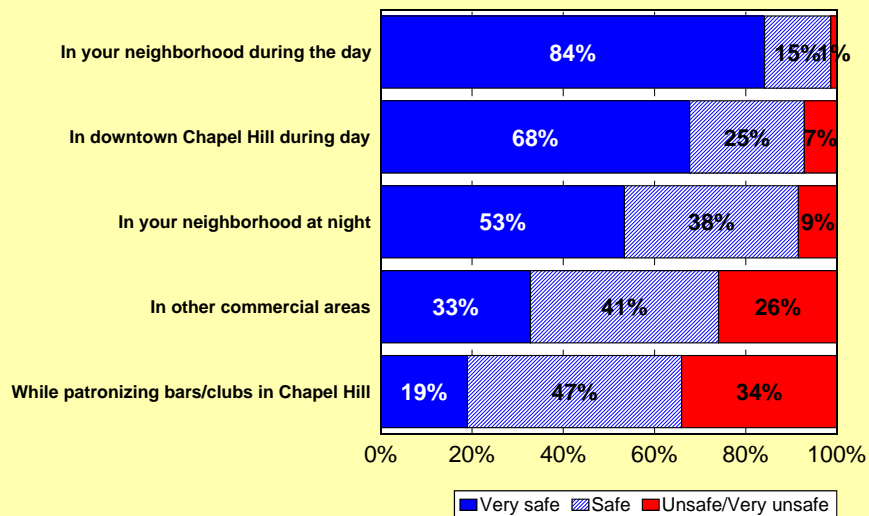
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



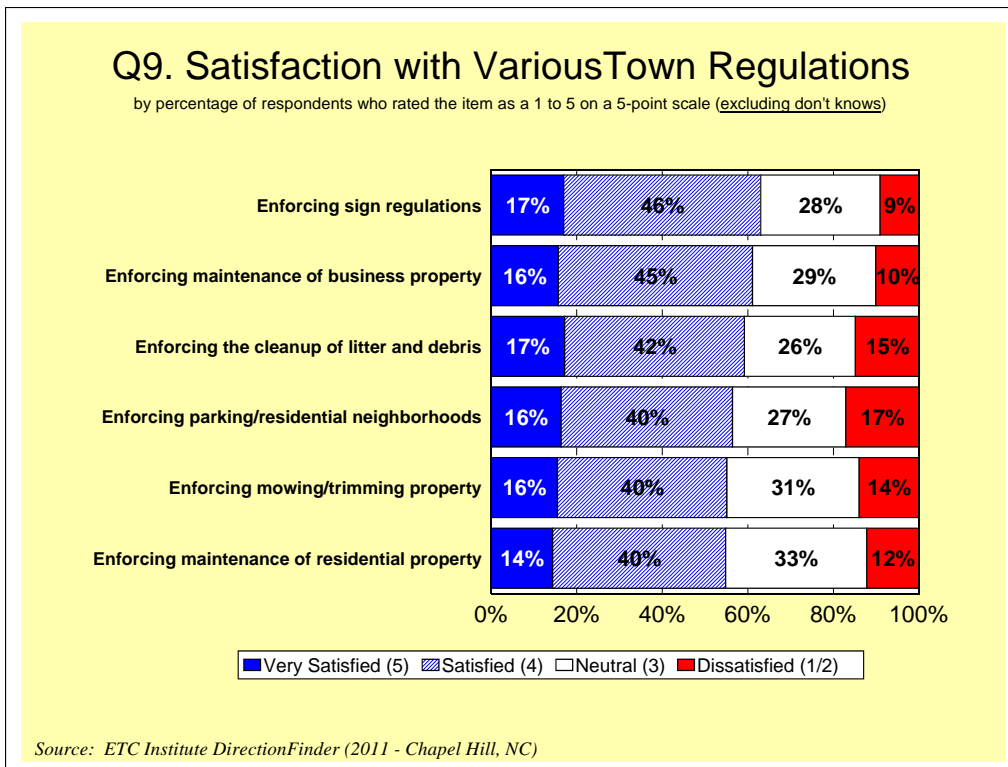
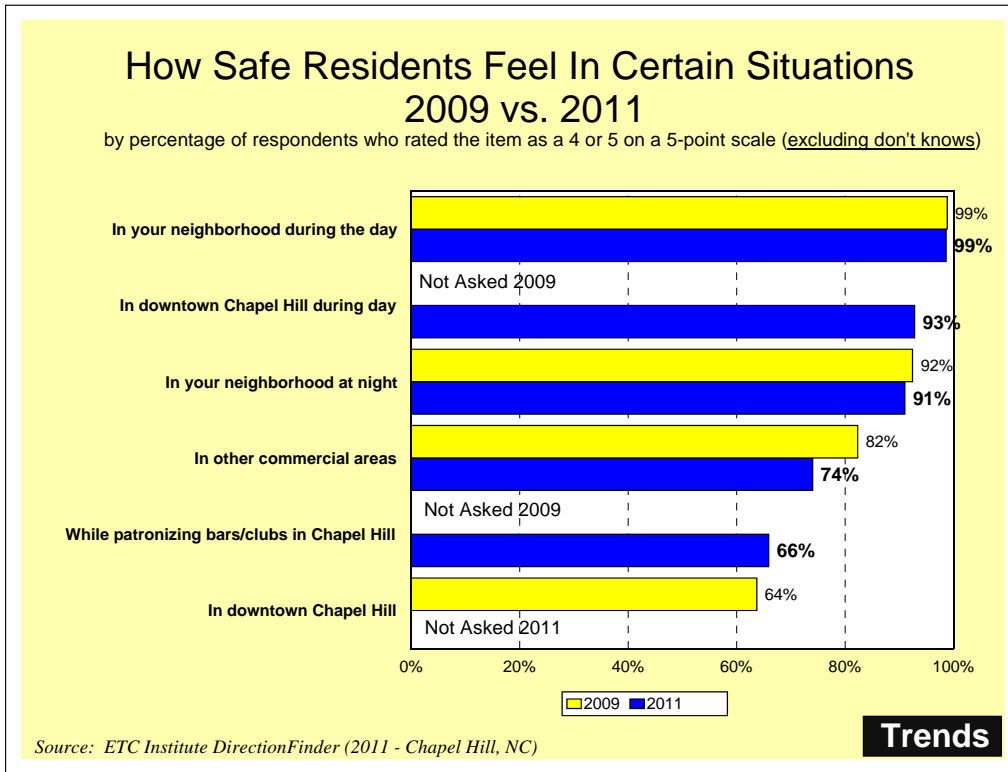
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

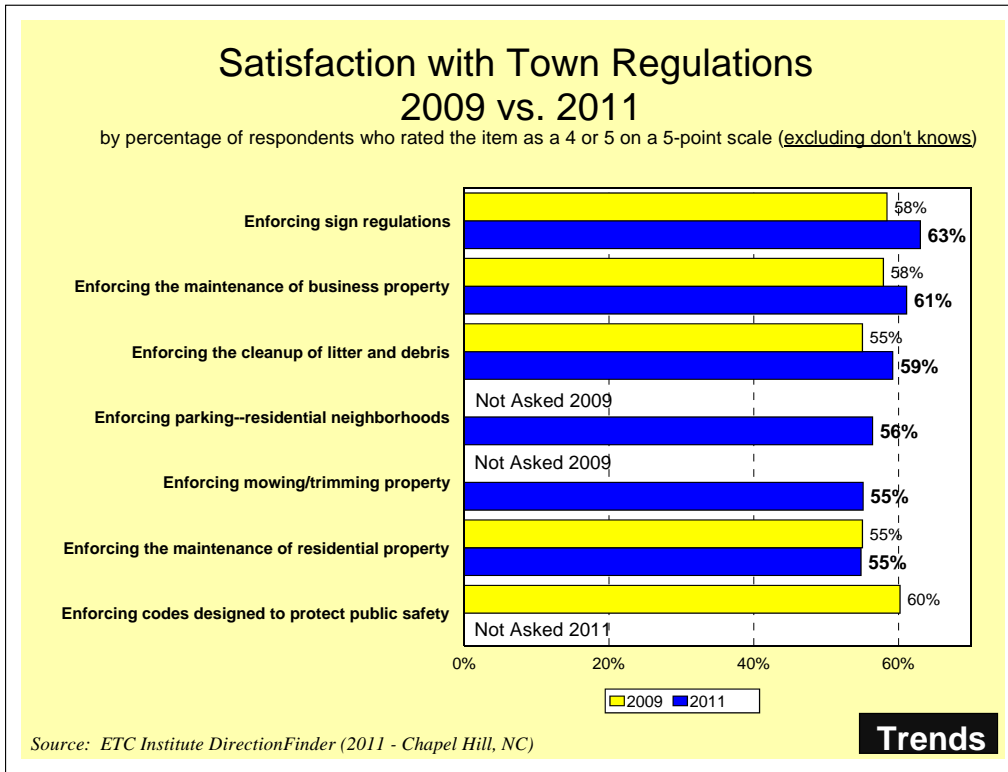
### Q8. How Safe Residents Feel In Certain Situations

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



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





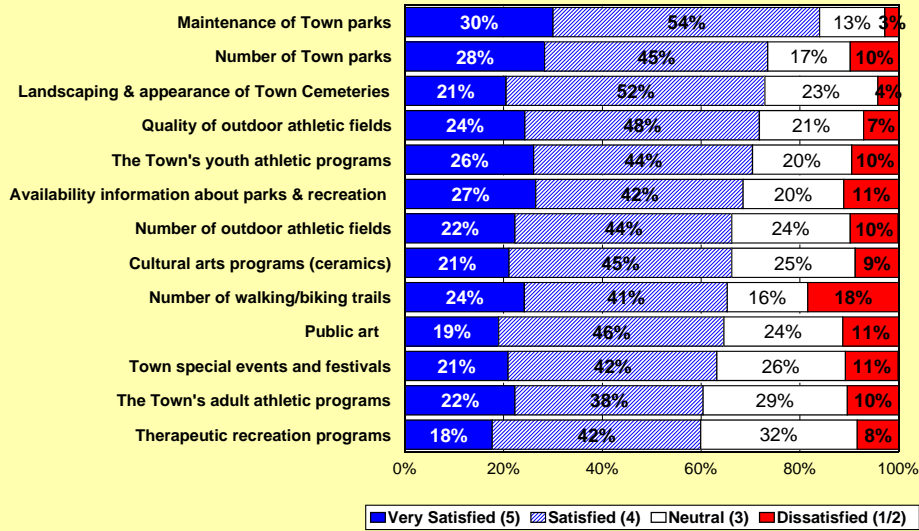
# PARKS & RECREATION

Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)



### Q10. Satisfaction with Various Aspects of Parks and Recreation

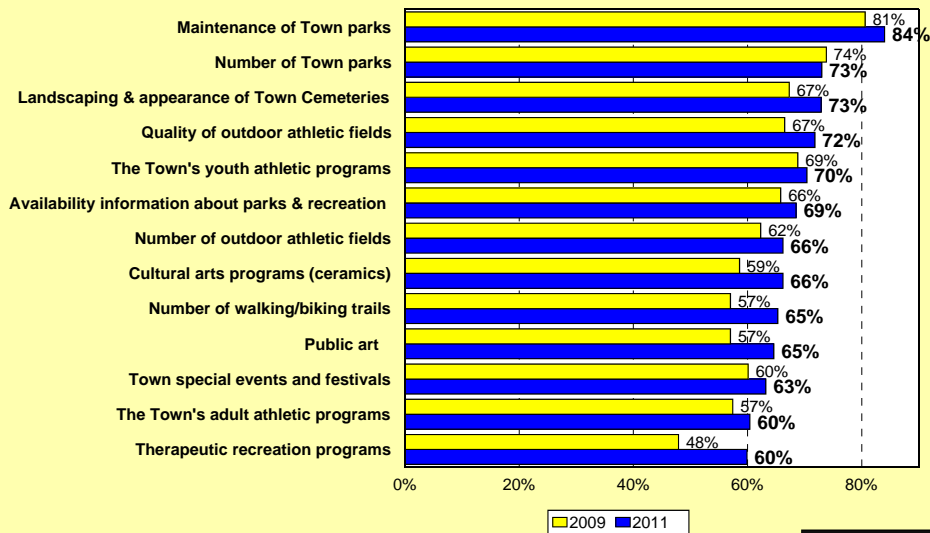
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Various Aspects of Parks and Recreation 2009 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

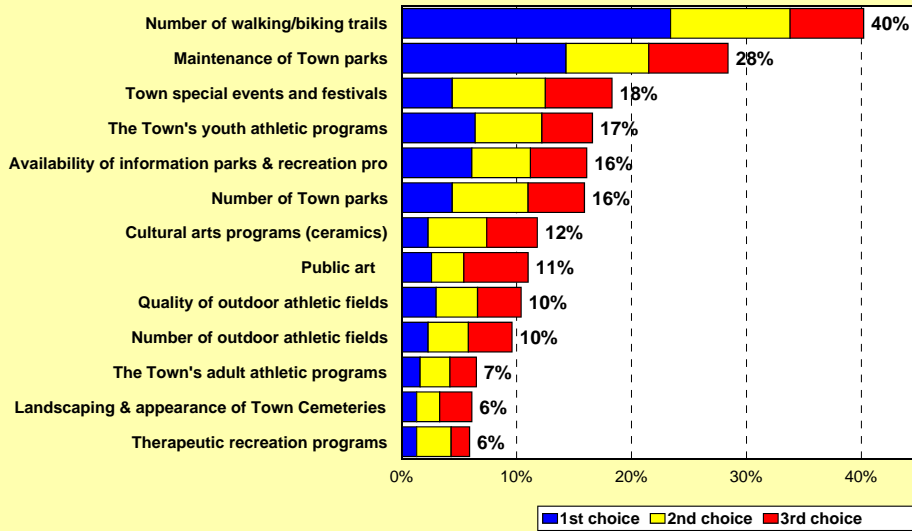


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Trends**

### Q11. Parks and Recreation Services that Should Receive the Most Emphasis from the Town Over the Next Two Years

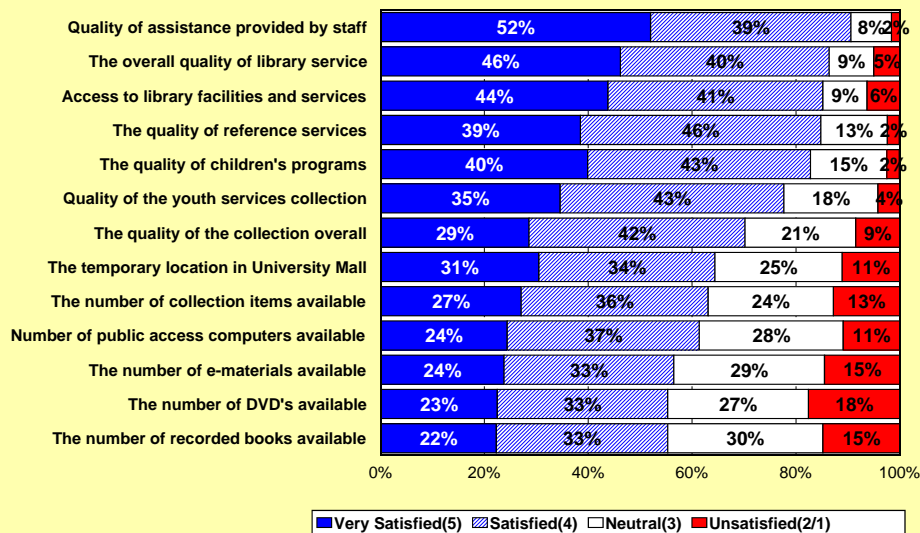
by percentage of respondents who selected the item as one of their top three choices



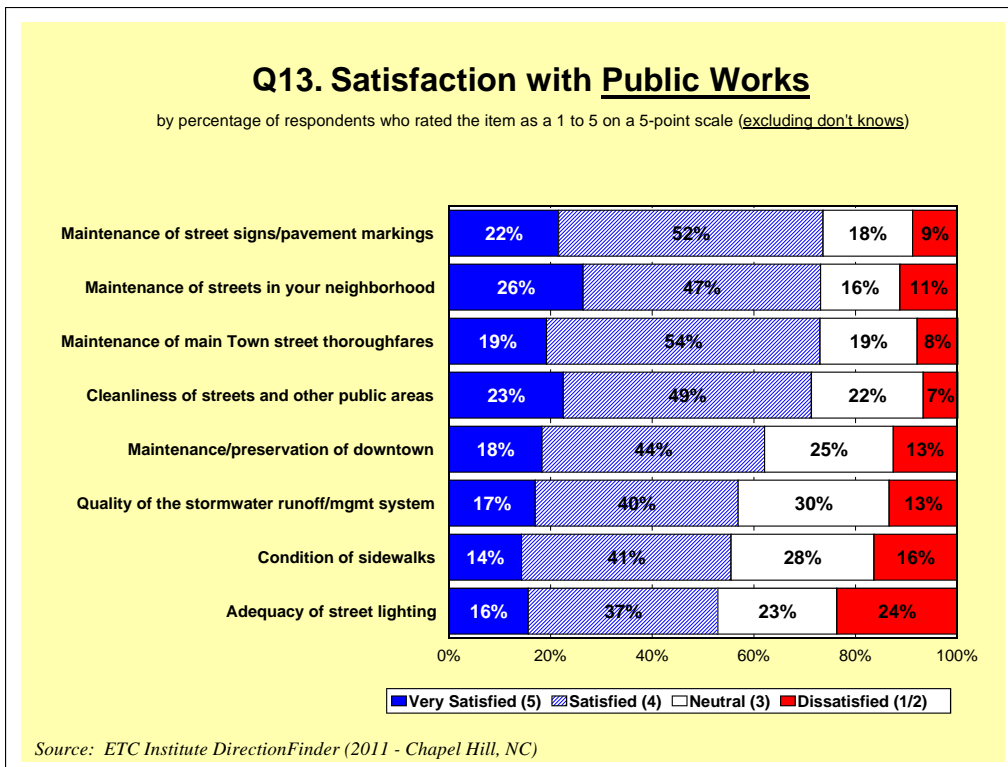
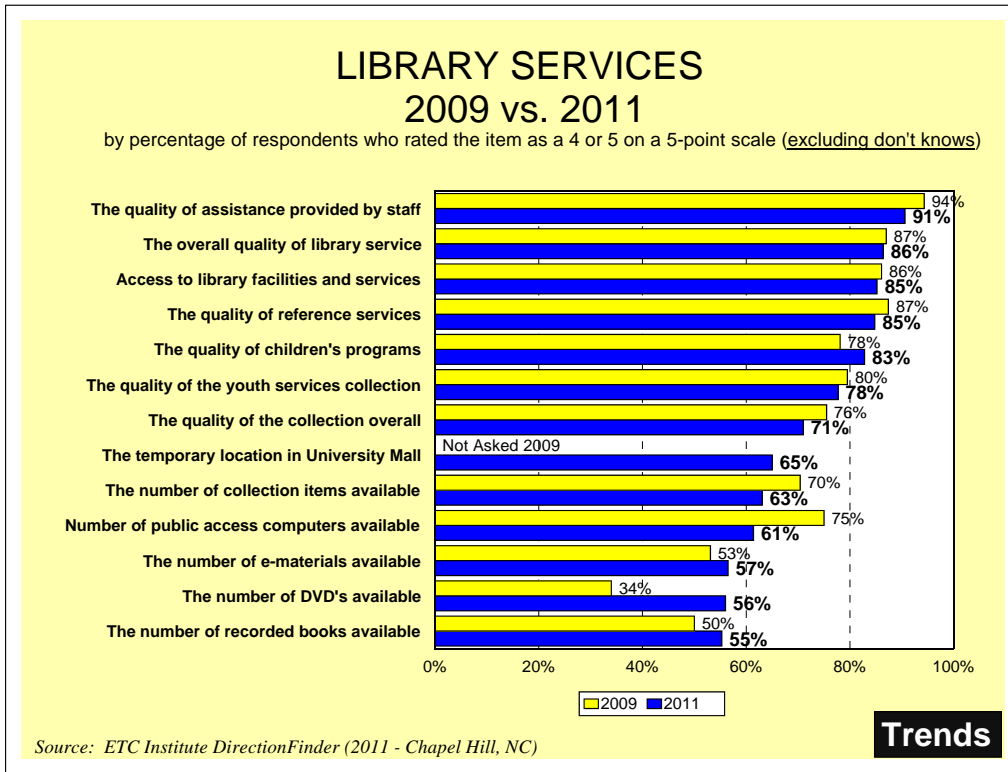
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

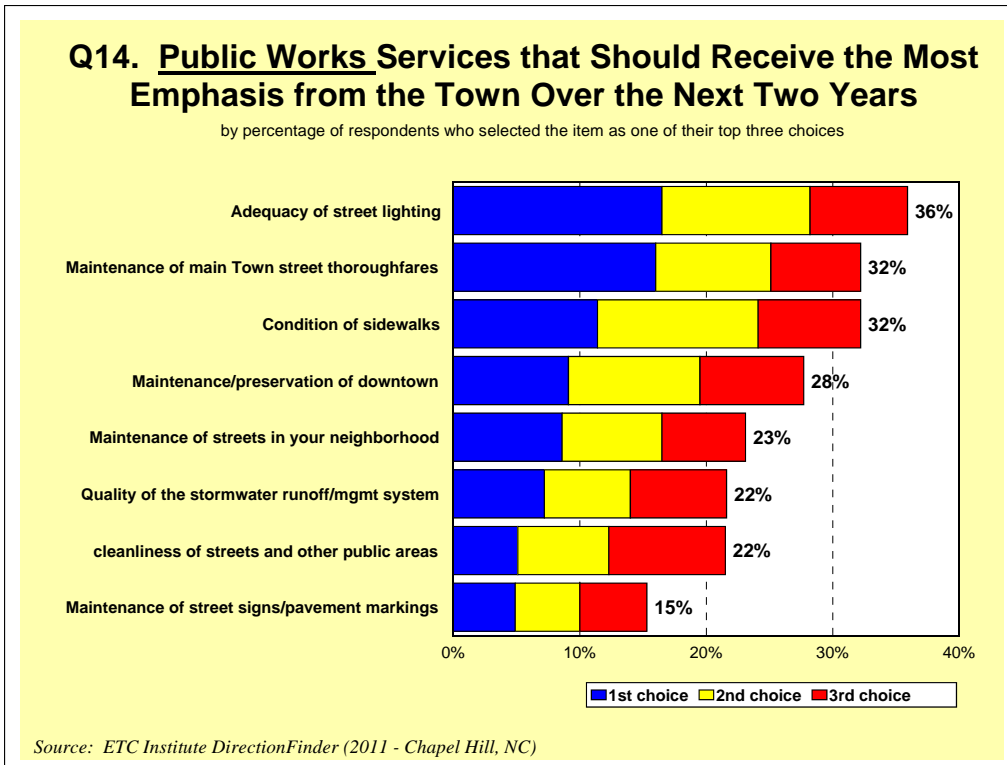
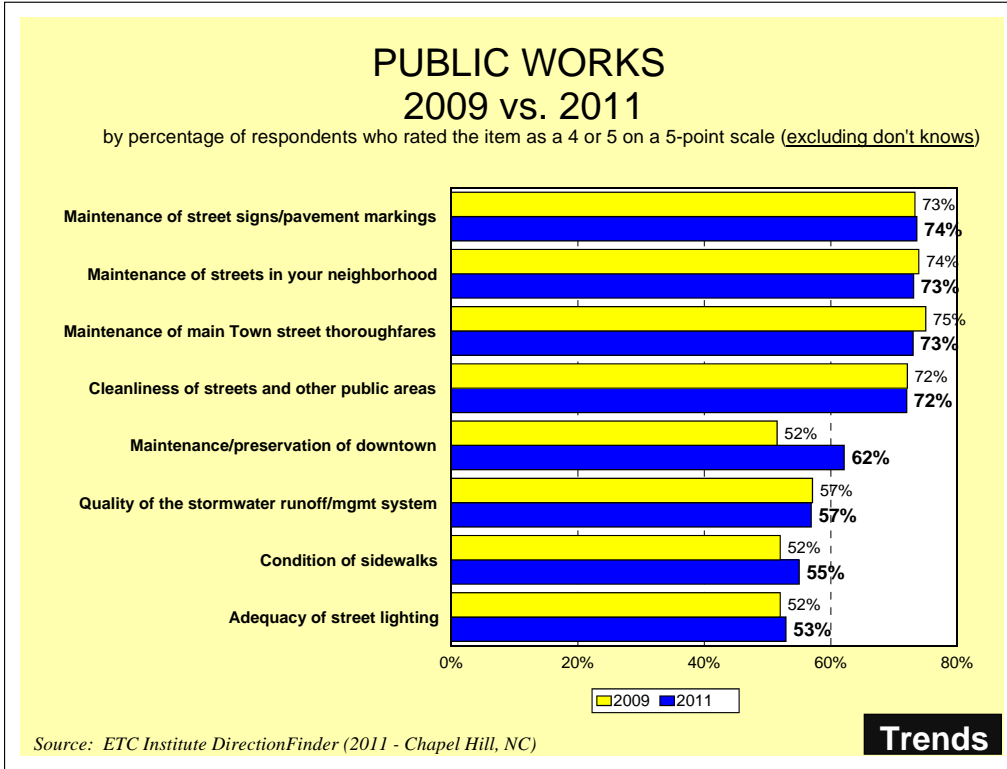
### Q12. Satisfaction with Library Services

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



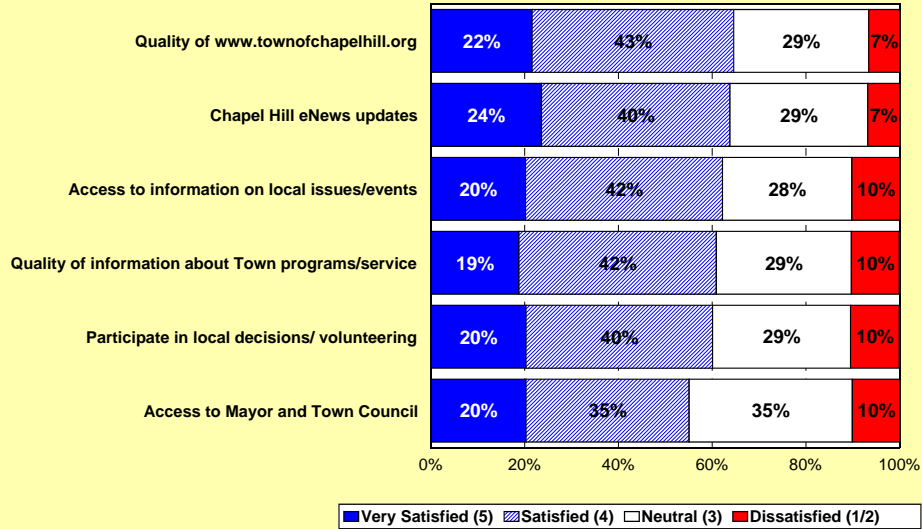
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





### Q15. Satisfaction with Public Communication and Outreach

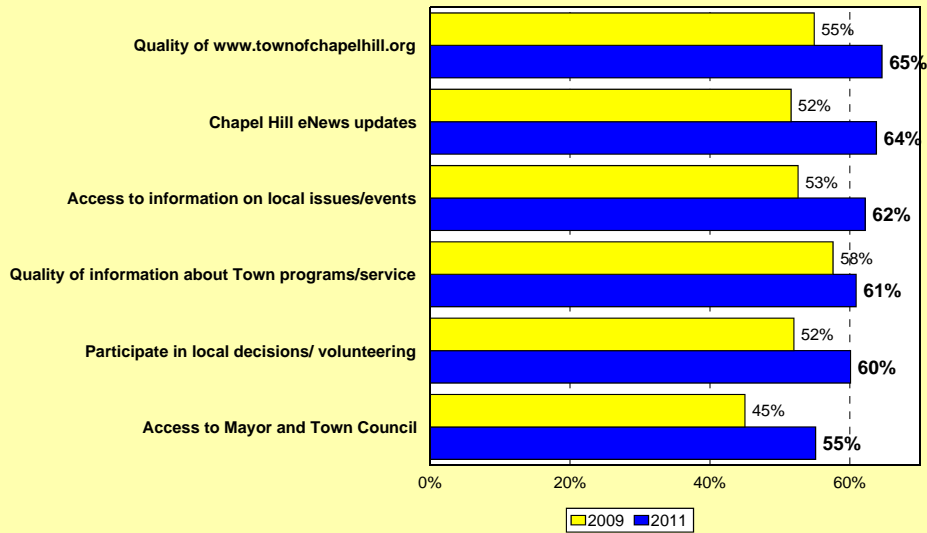
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Communication and Outreach 2009 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

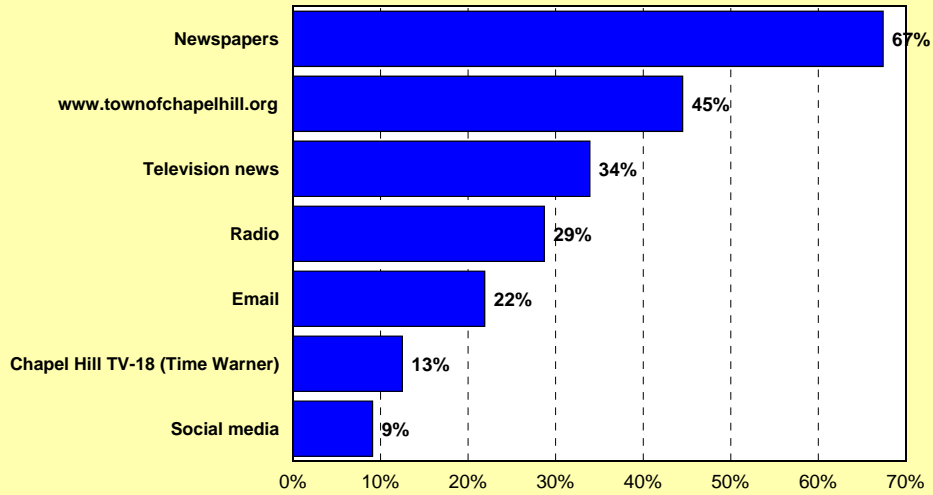


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Trends**

### Q16. Primary Sources of Information about Town Issues, Services, and Events?

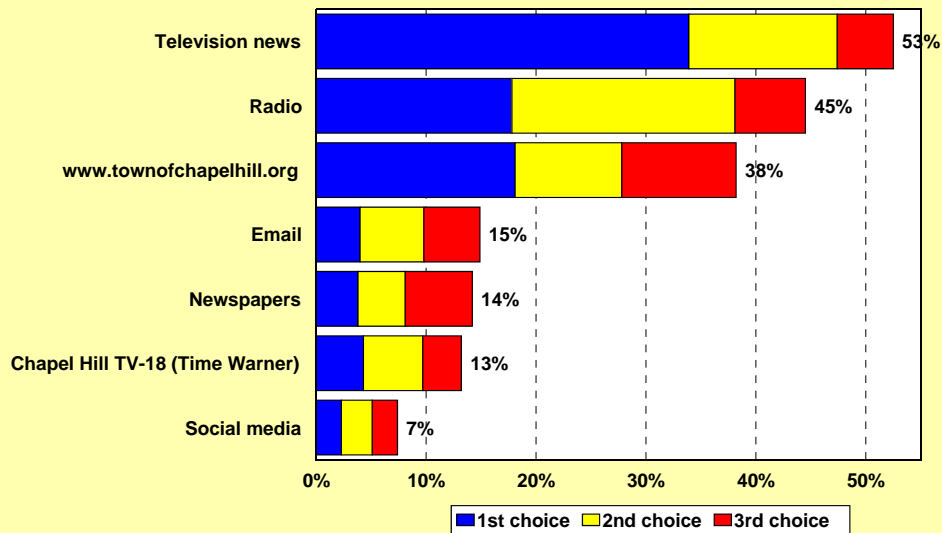
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q17. The sources of information turned to in the event of an emergency (severe weather, community threat, etc.)

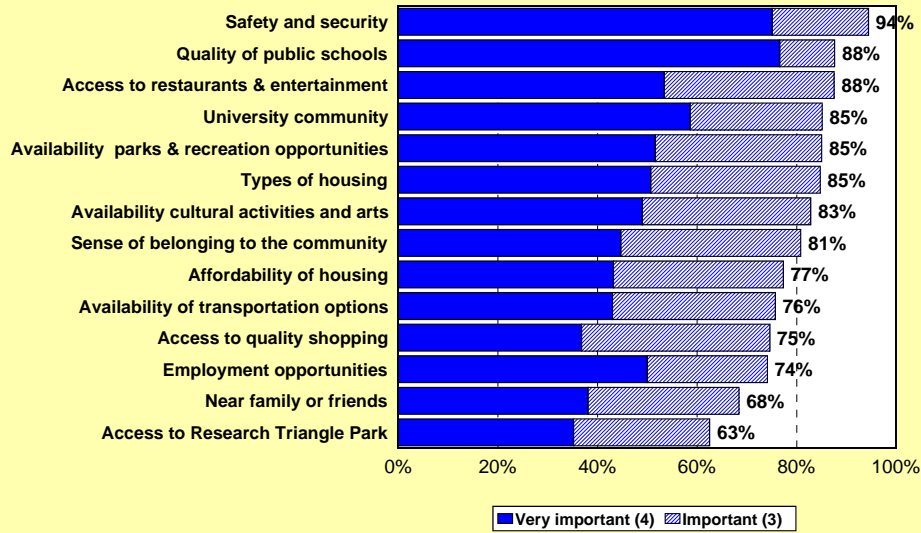
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q18. Importance of Various Factors in your Decision to Live in Chapel Hill

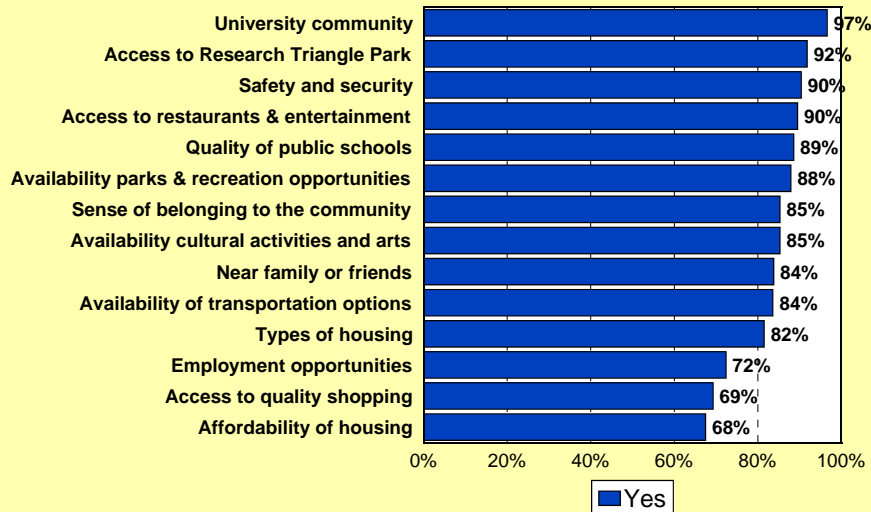
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



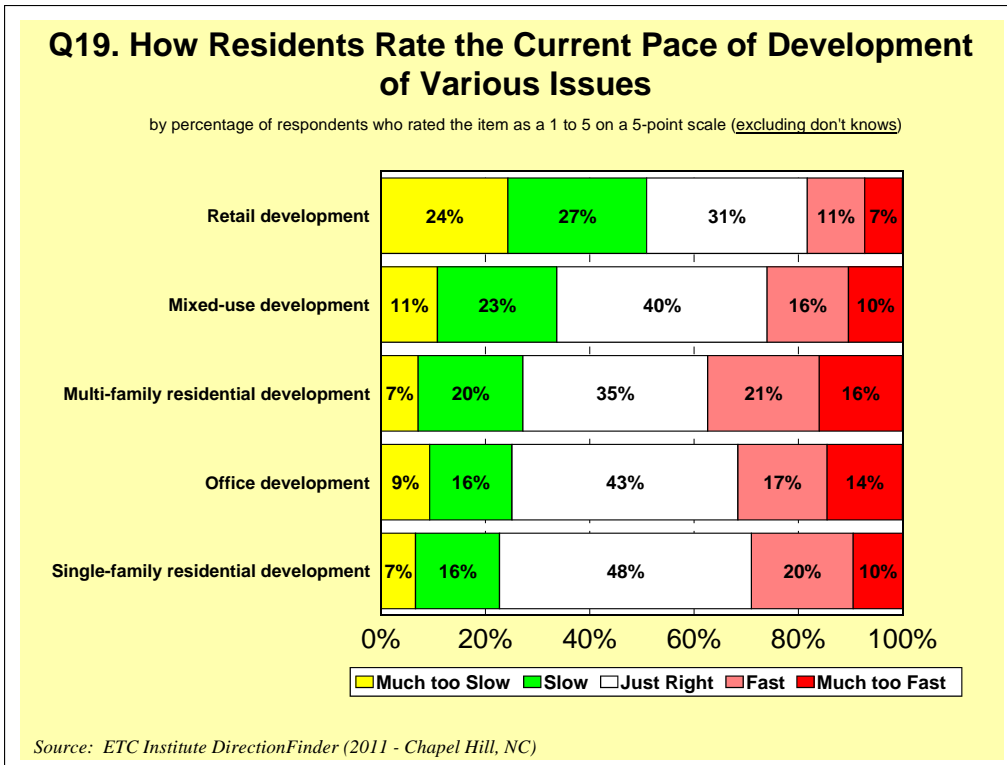
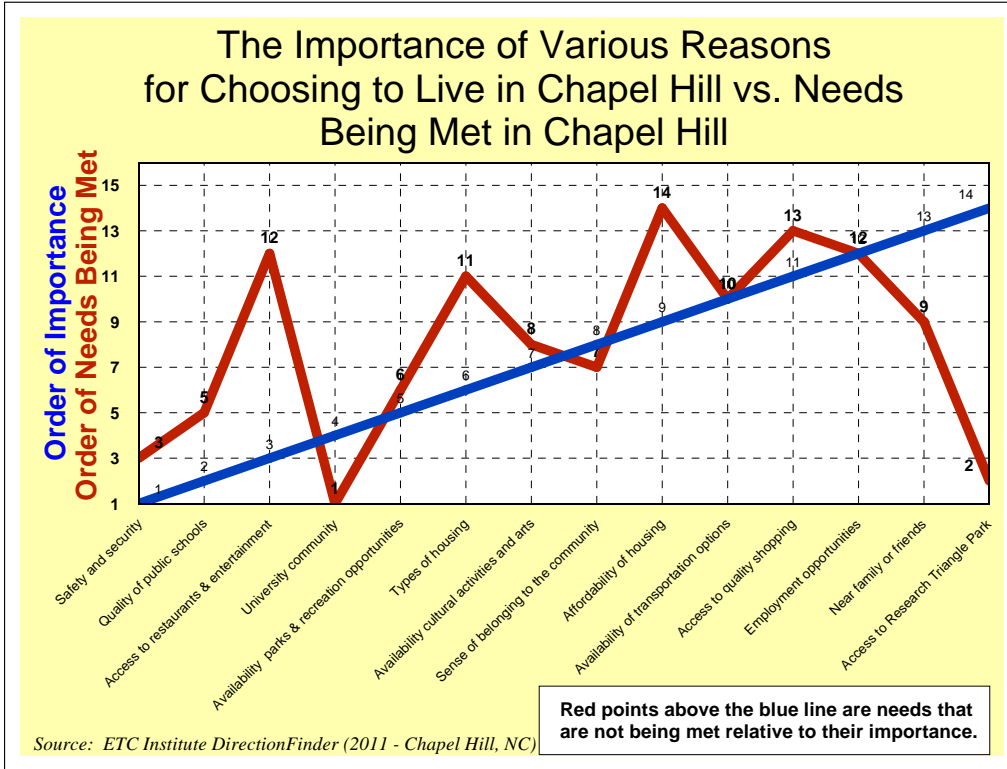
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q18. Are your needs being met?

by percentage of respondents



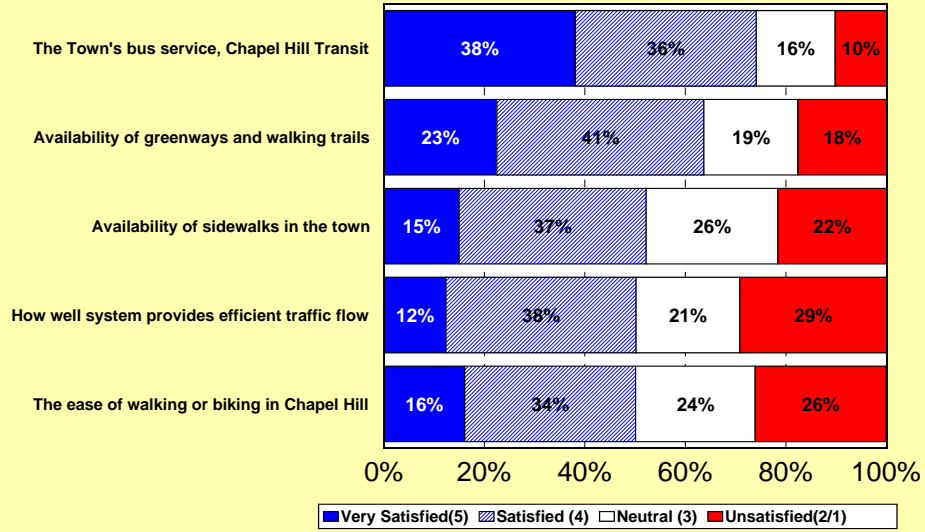
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)





### Q20. Satisfaction with Transportation in Chapel Hill

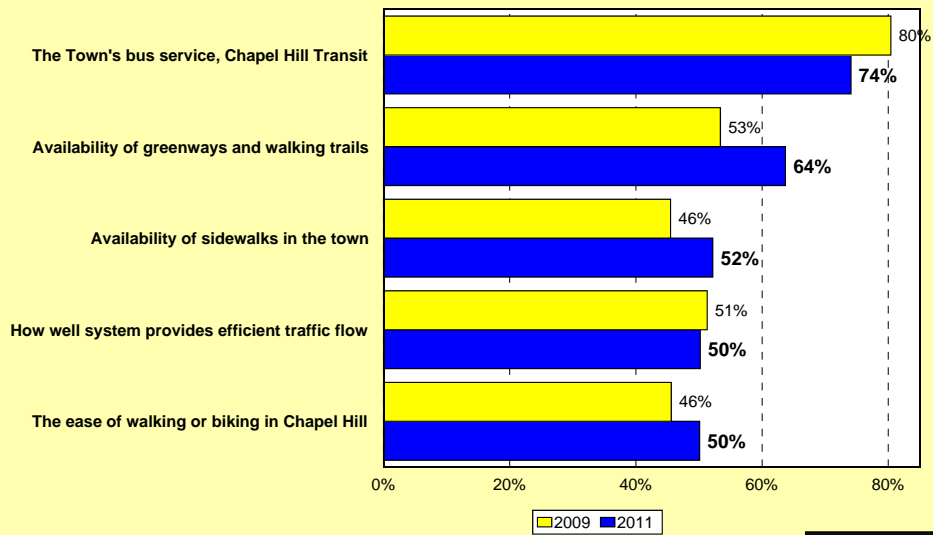
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Transportation Services 2009 vs. 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

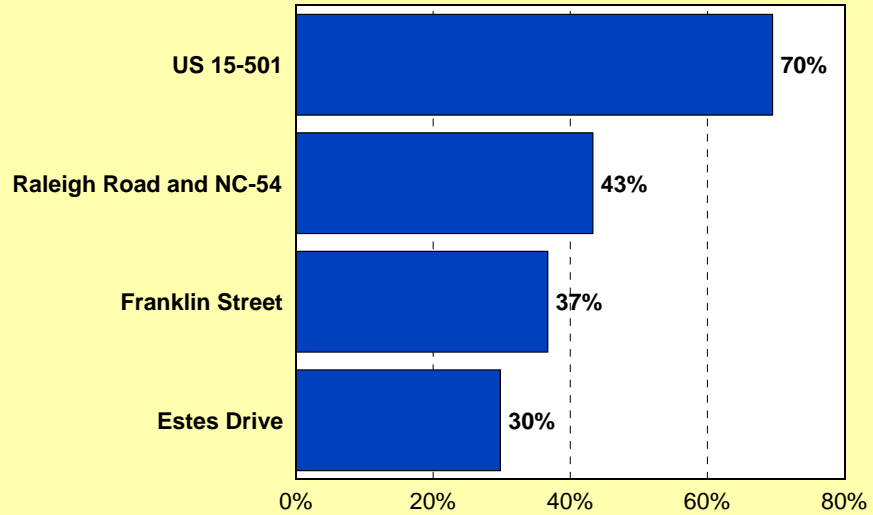


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Trends**

**Q21. In your experience, which are the most congested east-west roads?**

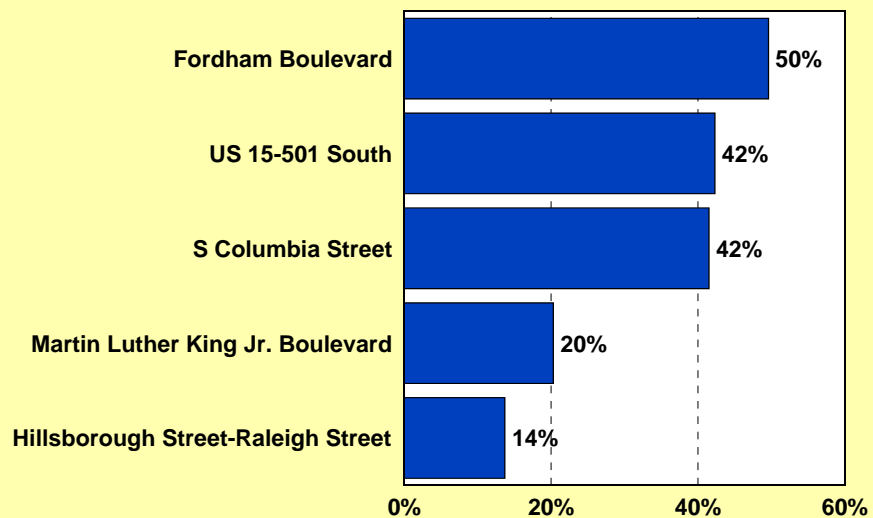
by percentage of respondents (two were chosen)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Q22. Which are the most congested north-south roads?**

by percentage of respondents (two were chosen)

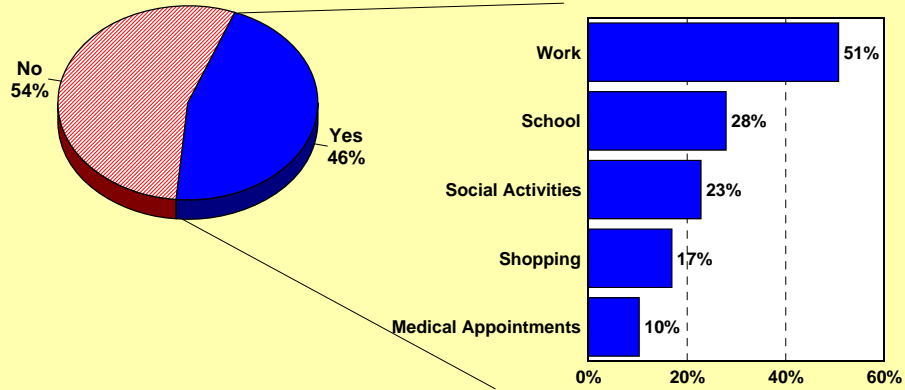


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Q23. Have you or has any member of your household used Chapel Hill Transit bus service?**

by percentage of respondents

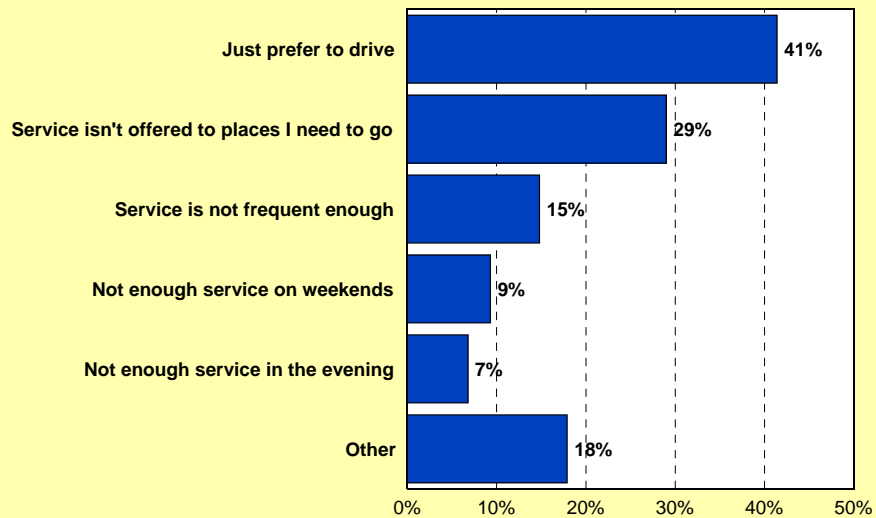
**Q23a. The Primary Reason for Taking the Bus**



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Q23b. What is your primary reason for not using Chapel Hill Transit?**

by percentage of respondents

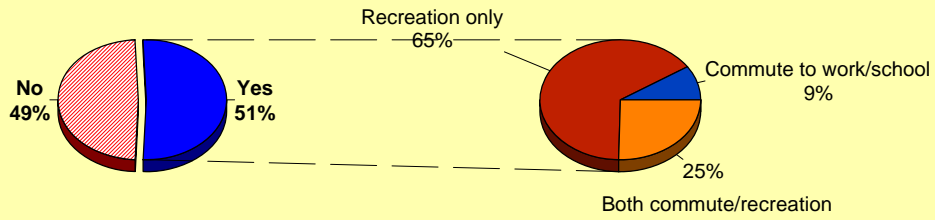


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q24. Does anyone in your household ride a bicycle?

by percentage of respondents

#### Q24a. For what purpose do they ride a bike?

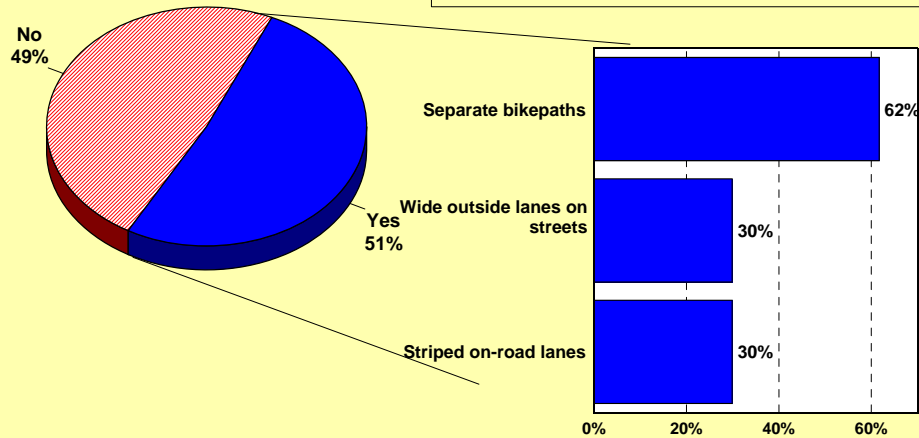


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q24. Does anyone in your household ride a bicycle?

by percentage of respondents

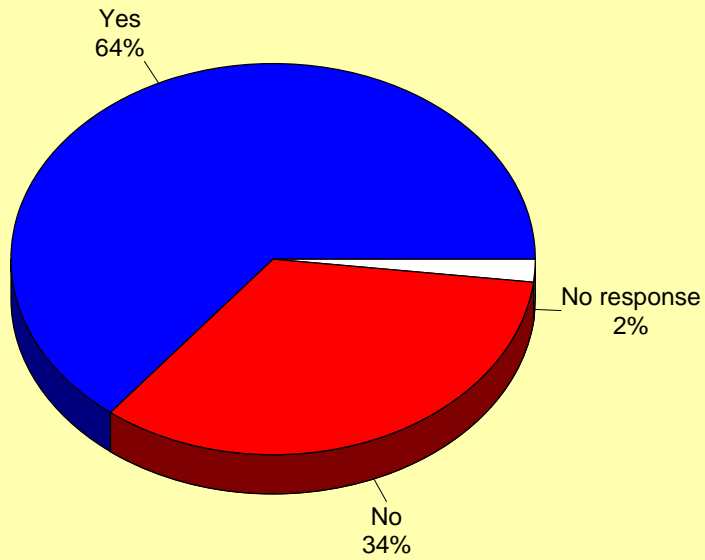
#### Q24b. What type of bicycle amenities would you like for the Town to provide?



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q25. Do you feel that riding a bicycle in Chapel Hill is safe?

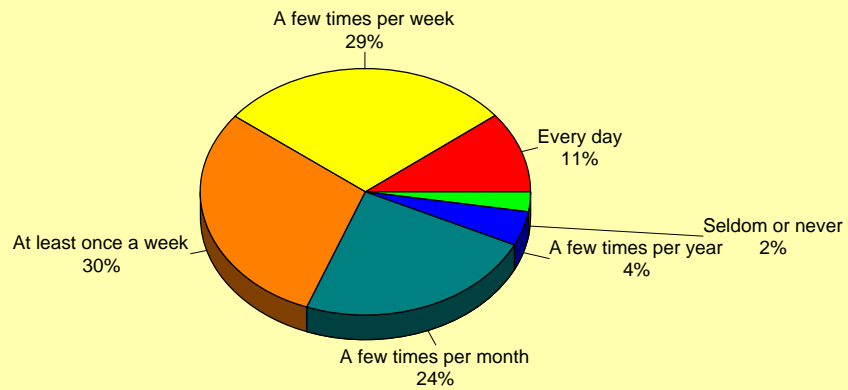
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q26. How often do you typically go outside Chapel Hill Town limits to shop?

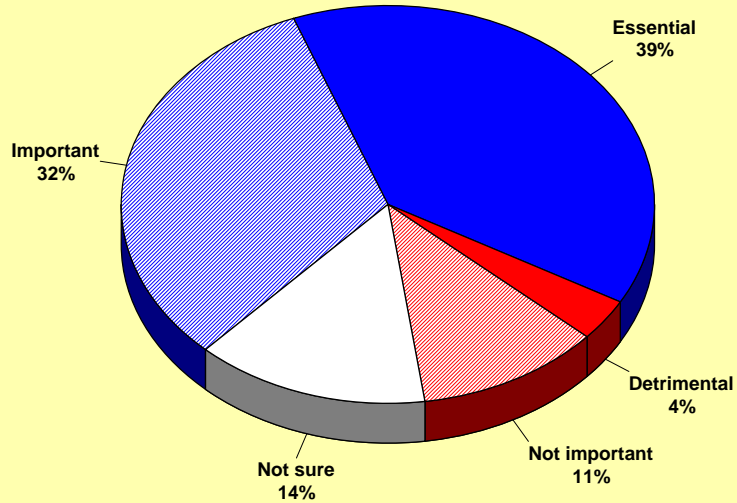
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Q27. Do you feel that a redeveloped downtown is an important part of the Towns' economic development strategy?**

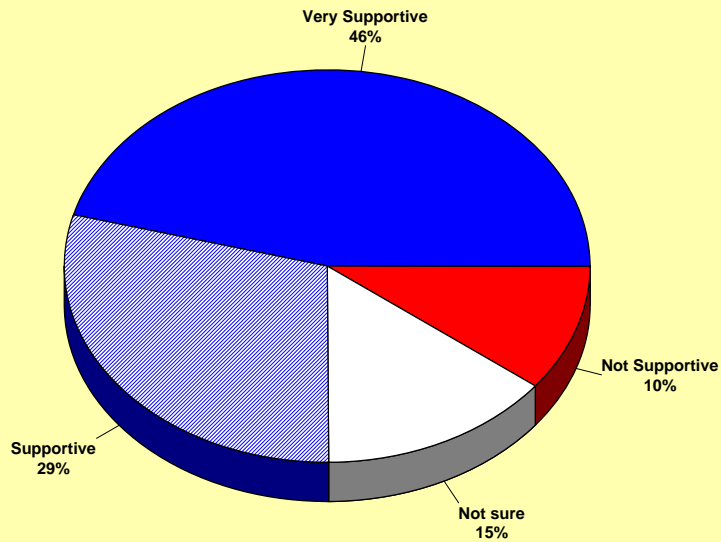
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

**Q28. Support for Using Incentives to Attract and Expand Retail, Science & Technology, Research and Regional Office Companies?**

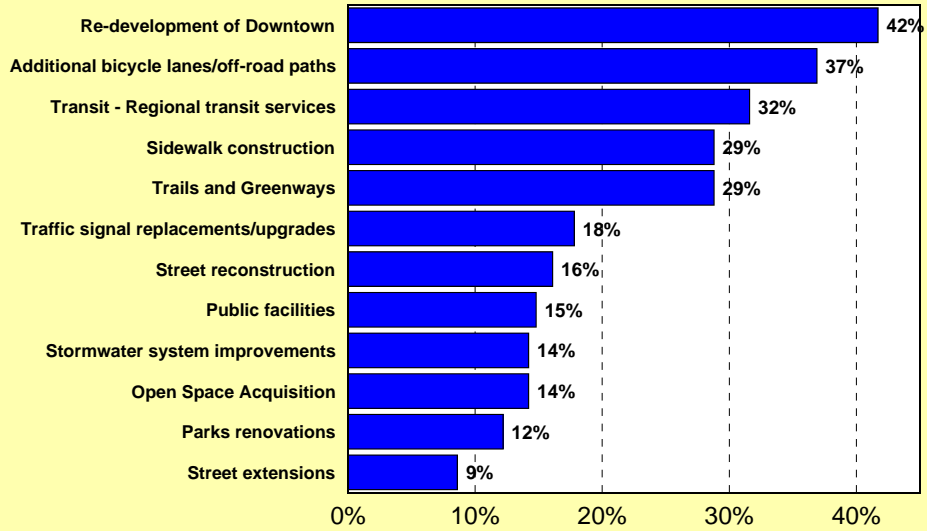
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q29. Capital Improvements that are Most Important to Residents

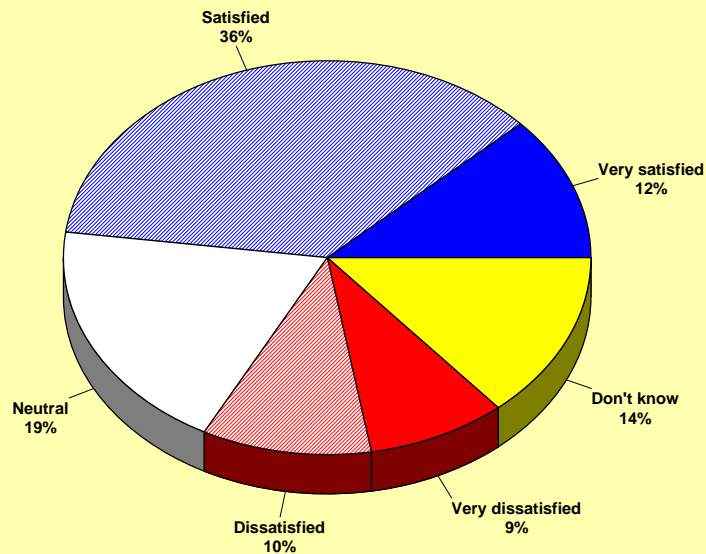
By number of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q30. What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

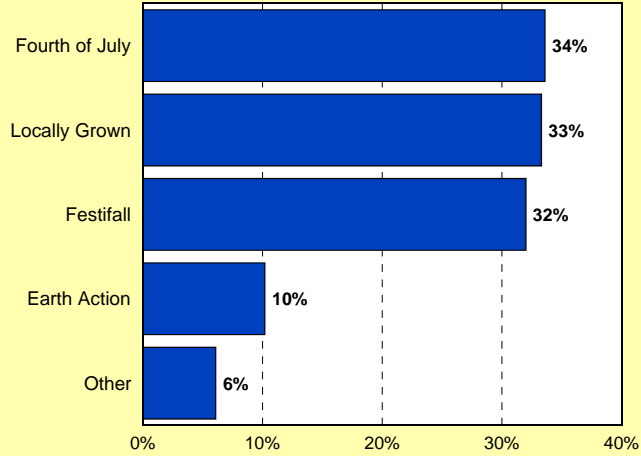
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q31. What are the most important events offered by the Town

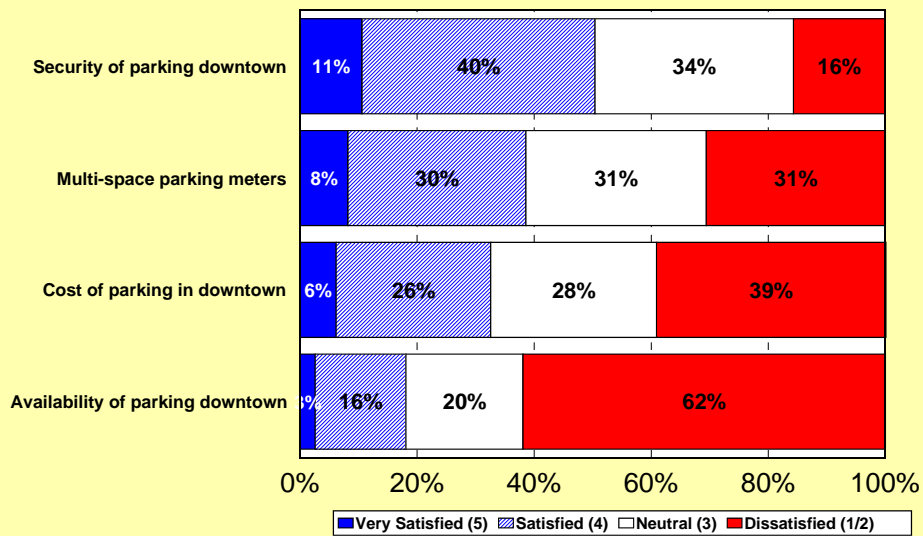
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

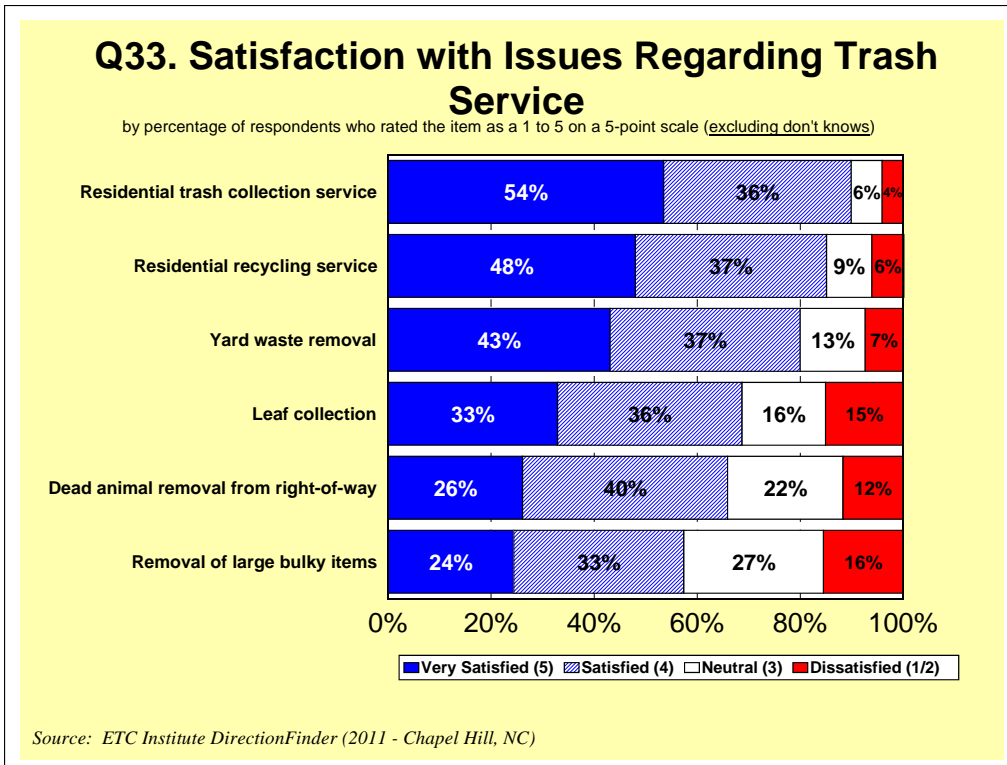
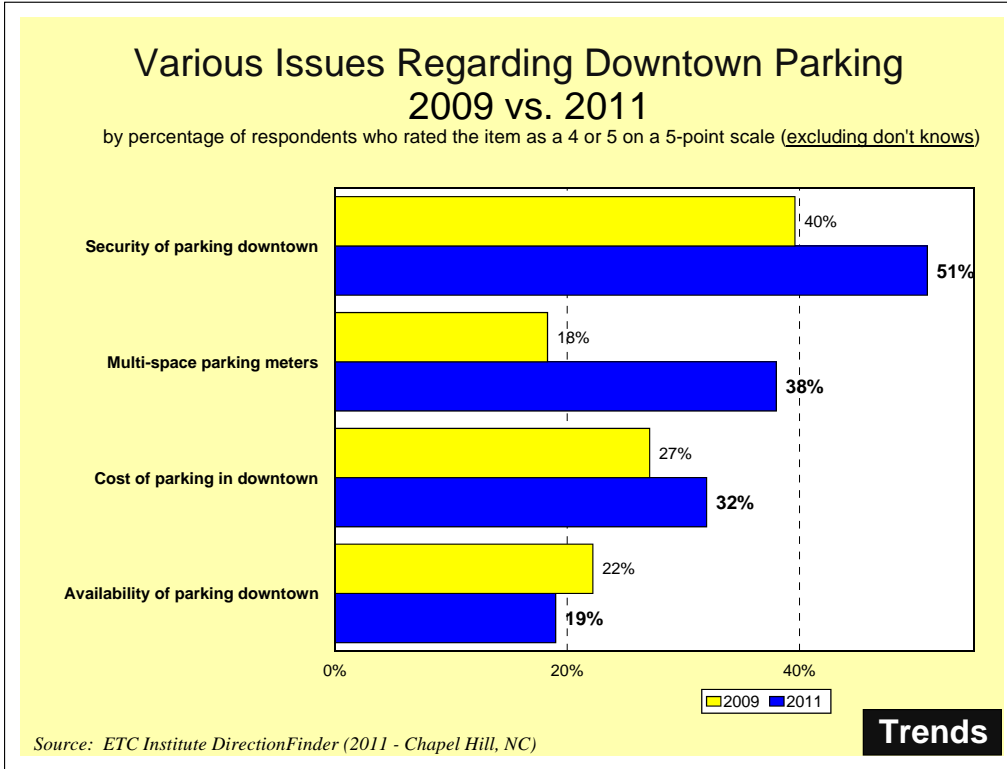
### Q32. Satisfaction with Various Issues Regarding Downtown Parking

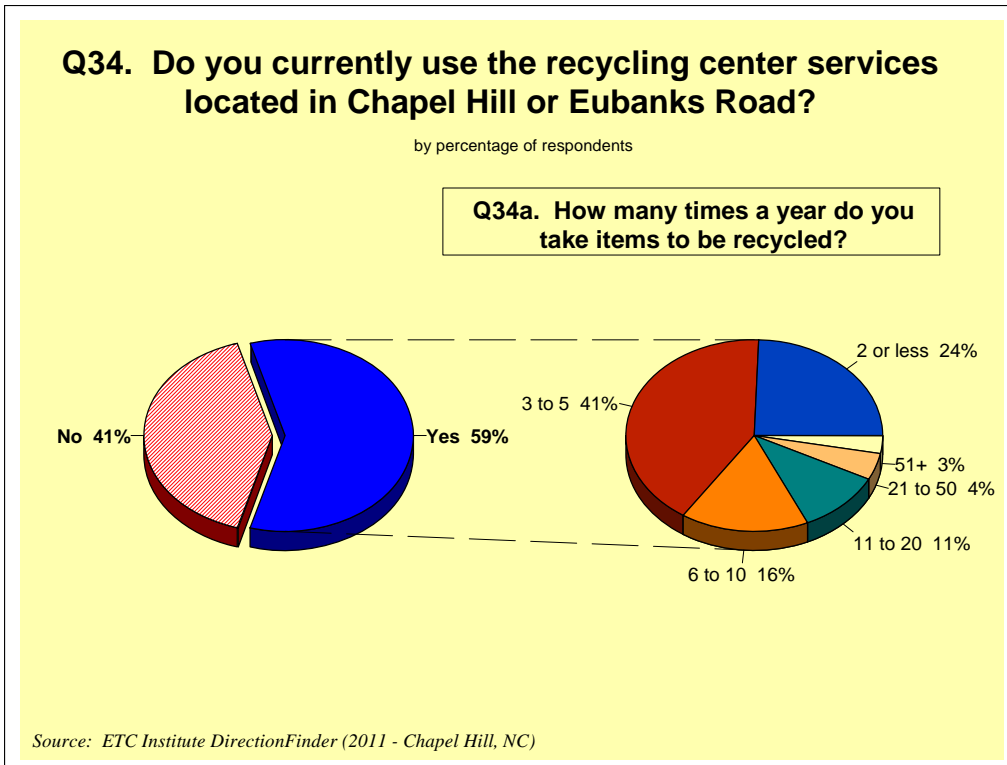
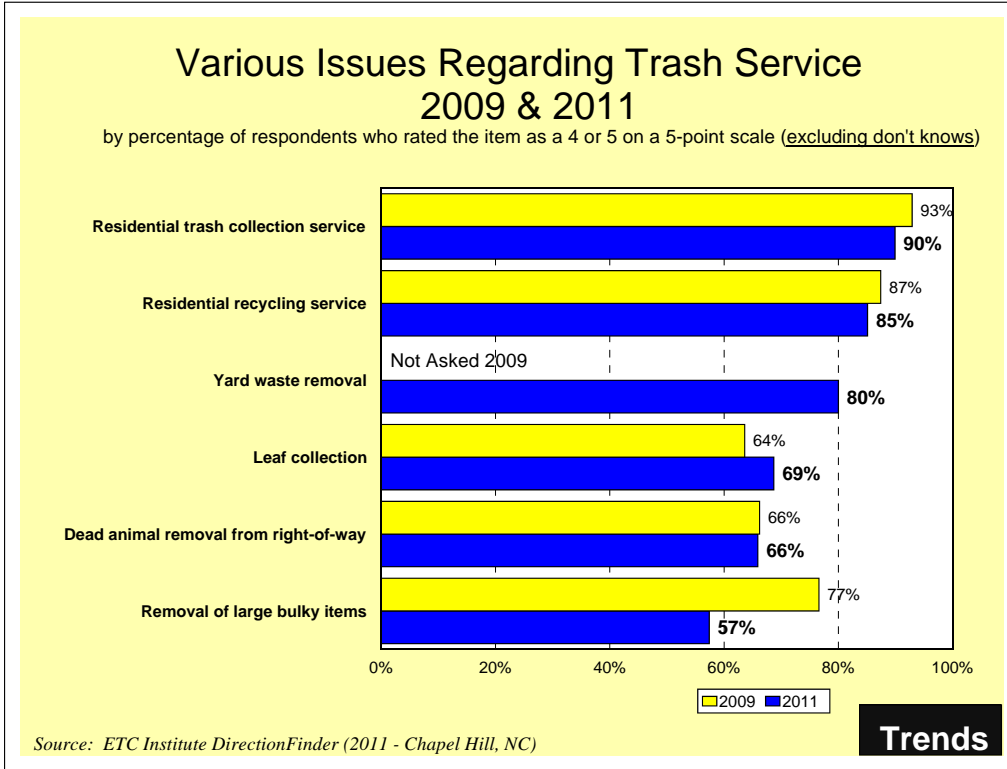
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

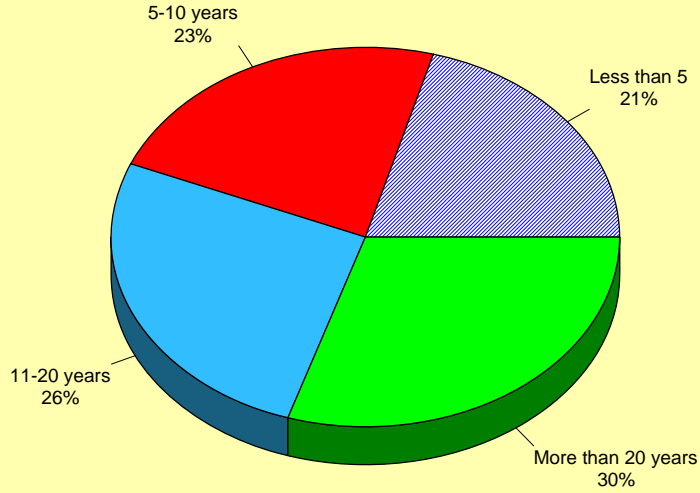






### Q35. Demographics: How Many Years Have You Lived in the Town of Chapel Hill?

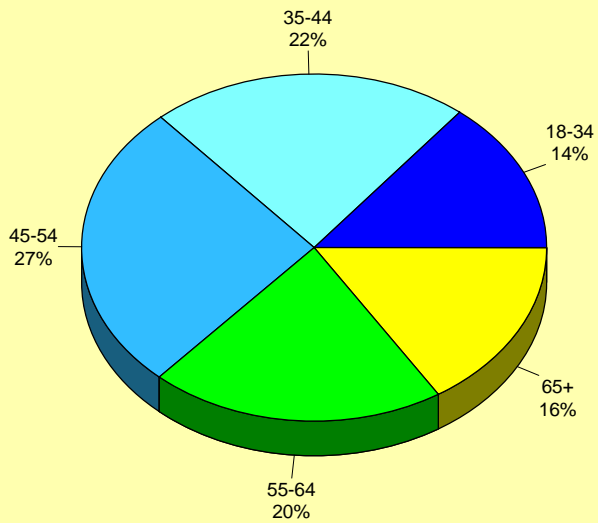
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q36. Demographics: Age of Respondents

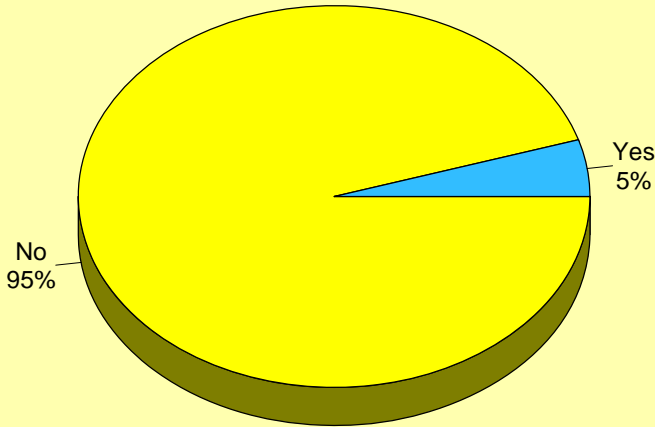
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q37. Demographics: Are you or other members of household of Hispanic or Latino ancestry?

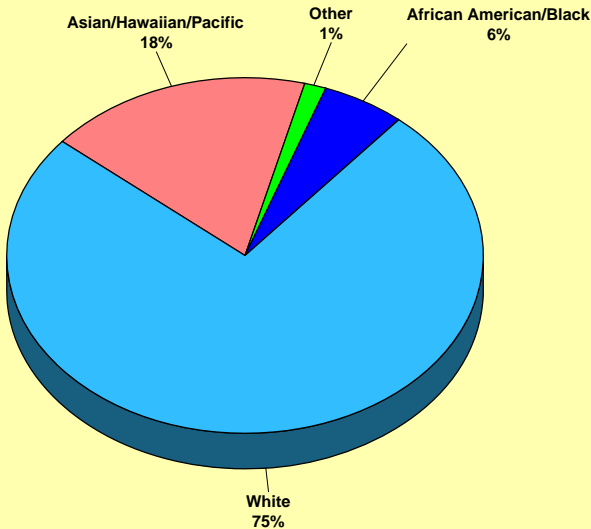
by percentage of respondents



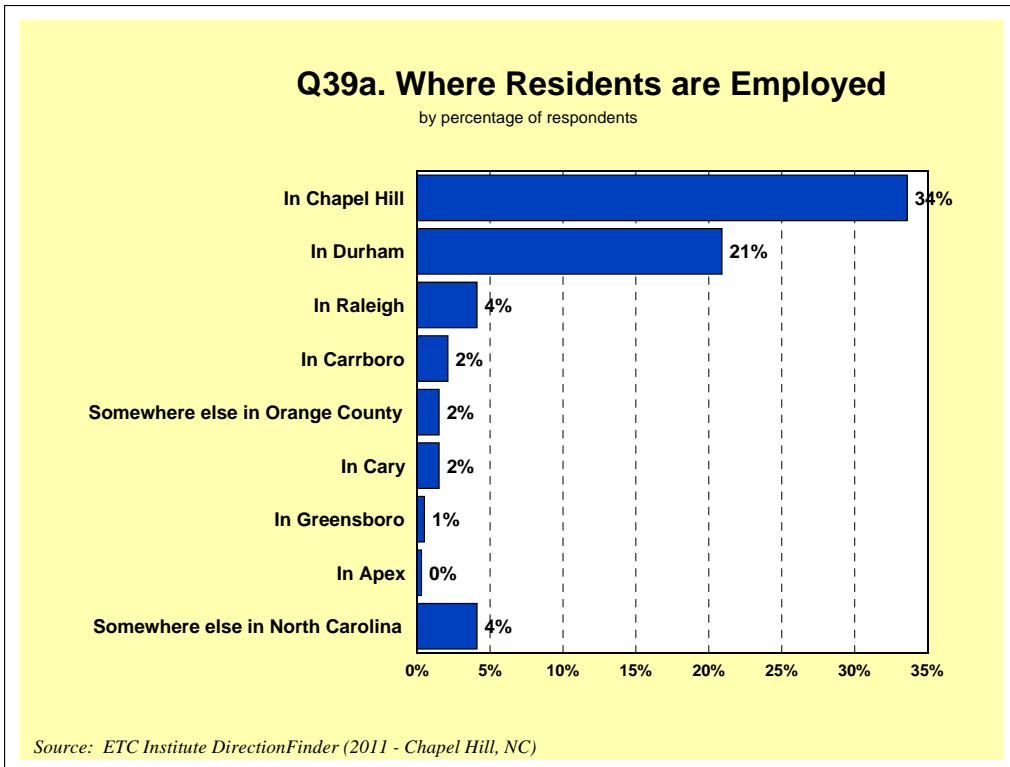
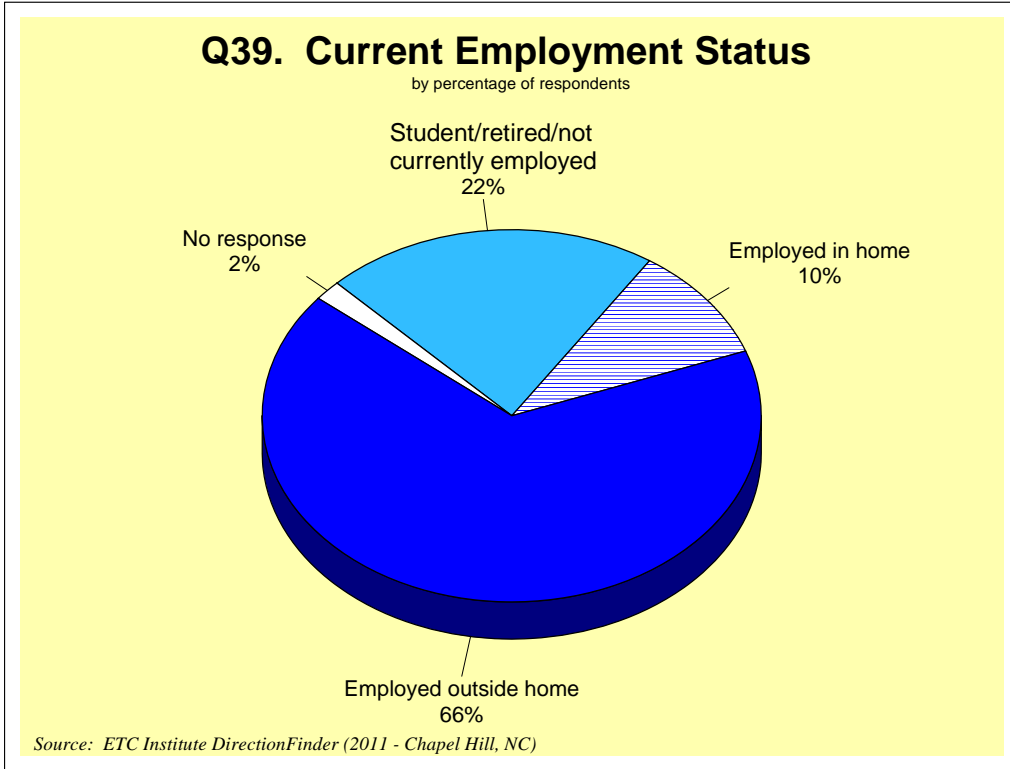
Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

### Q38. Demographics: Which of the following best describes your race?

by percentage of respondents

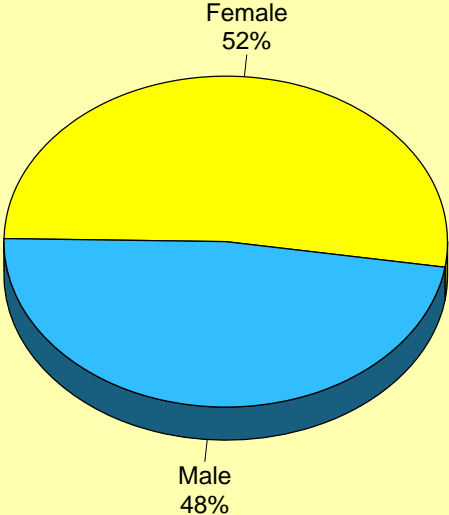


Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)



### Q40. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Chapel Hill, NC)

*Section 2:*  
***Benchmarking Data***

---



# DirectionFinder<sup>®</sup> Survey

## Benchmarking Summary Report

### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during February and March of 2010 to a random sample of 4,377 residents in the continental United States, (2) a regional survey that was administered to a random sample of 388 residents in the Southeastern region of the United States during May and June 2011. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Ames, IA (Iowa State)
- Auburn, AL (Auburn)
- Austin, TX (University of Texas)
- Charlottesville, VA (University of VA)
- Columbia, MO (University of Missouri)
- Des Moines, IA (Drake)
- Durham, NC (Duke)
- Iowa City, IA (University of Iowa)
- Lawrence, KS (University of Kansas)
- Manhattan, KS (Kansas State University)
- Norman, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Lubbock, TX (Texas Tech)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, Florida
- West Des Moines, Iowa
- Tempe, AZ (Arizona State)
- Tucson, AZ (University of Arizona)
- Yuma, Arizona



## Interpreting the Performance Range Charts

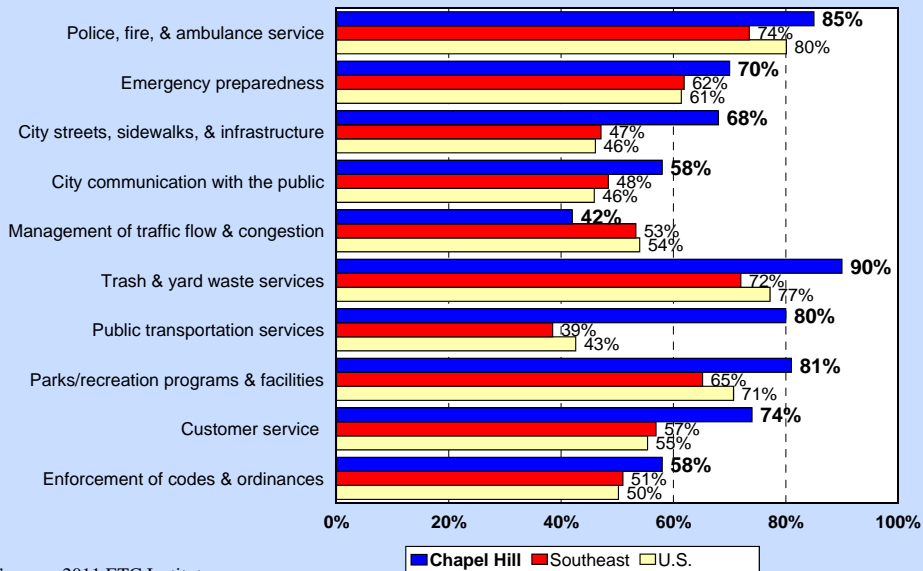
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Chapel Hill compare to the community average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the Town of Chapel Hill rated above the community average. If the yellow dot is located to the left of the vertical dash, the Town of Chapel Hill rated below the community average.

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Chapel Hill is not authorized without written consent from ETC Institute.**

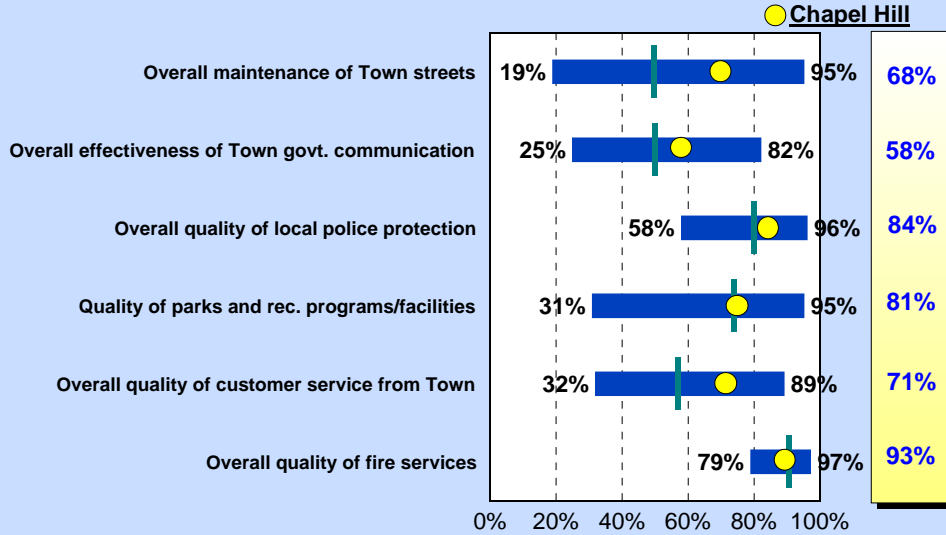
## Overall Satisfaction with Various City Services Chapel Hill vs. Southeast vs. the U.S

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



## Overall Satisfaction with Various Town Services 2011

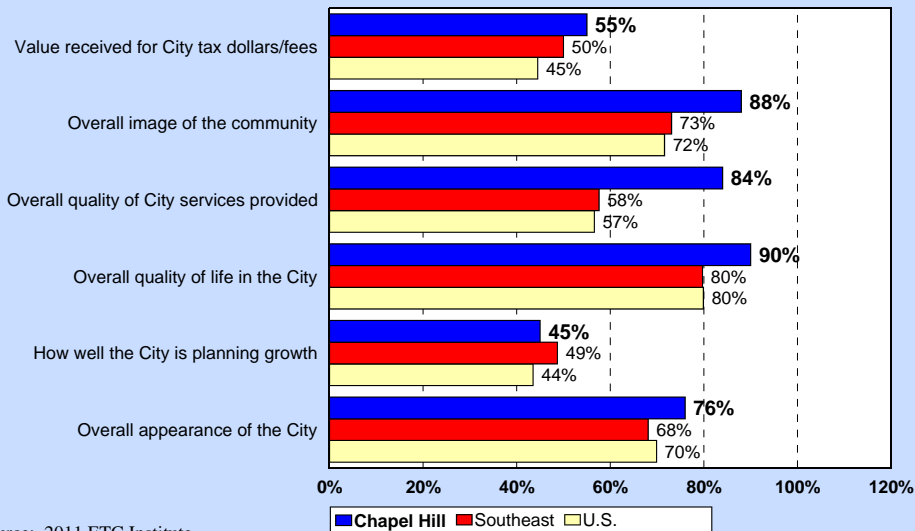
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Satisfaction with Issues that Influence Perceptions of the City Chapel Hill vs. Southeast vs. the U.S

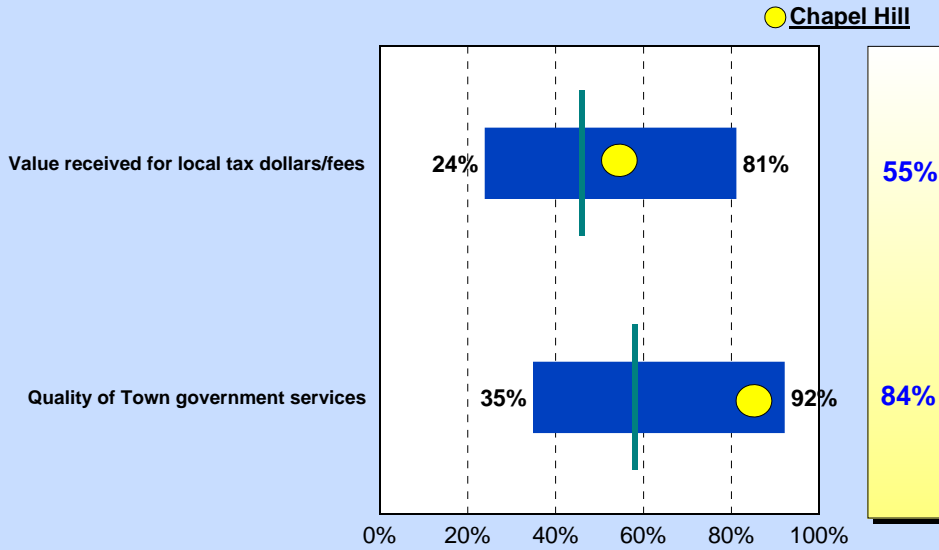
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Satisfaction with Issues that Influence Perceptions of the Town 2011

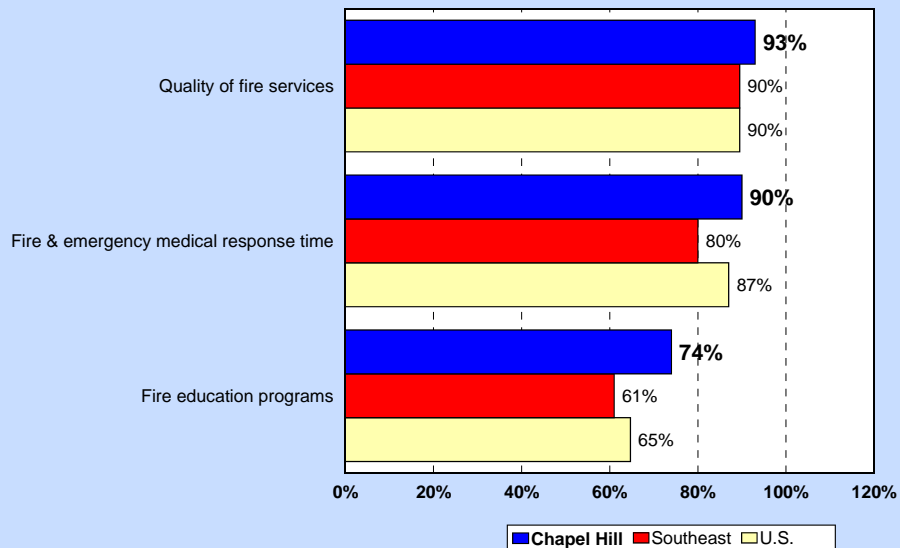
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Overall Satisfaction with Fire and Ambulance Services Chapel Hill vs. Southeast vs. the U.S

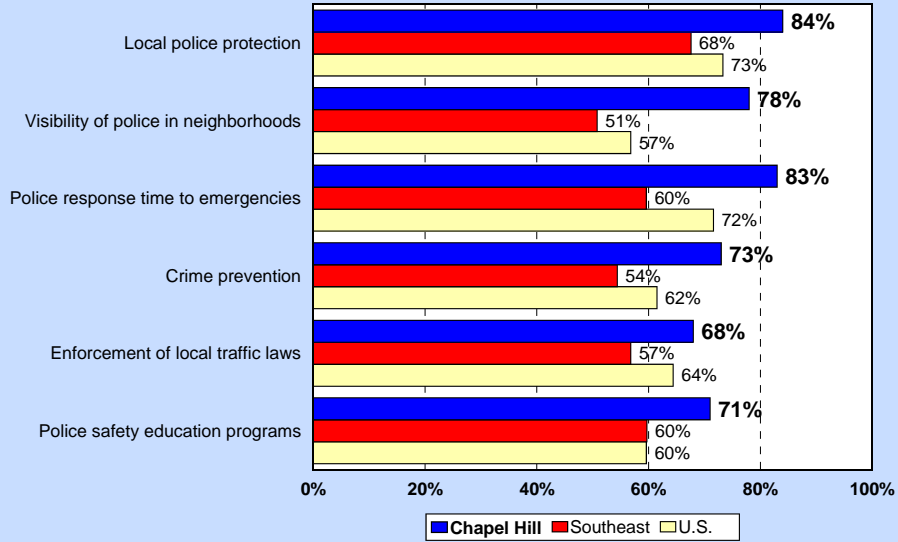
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

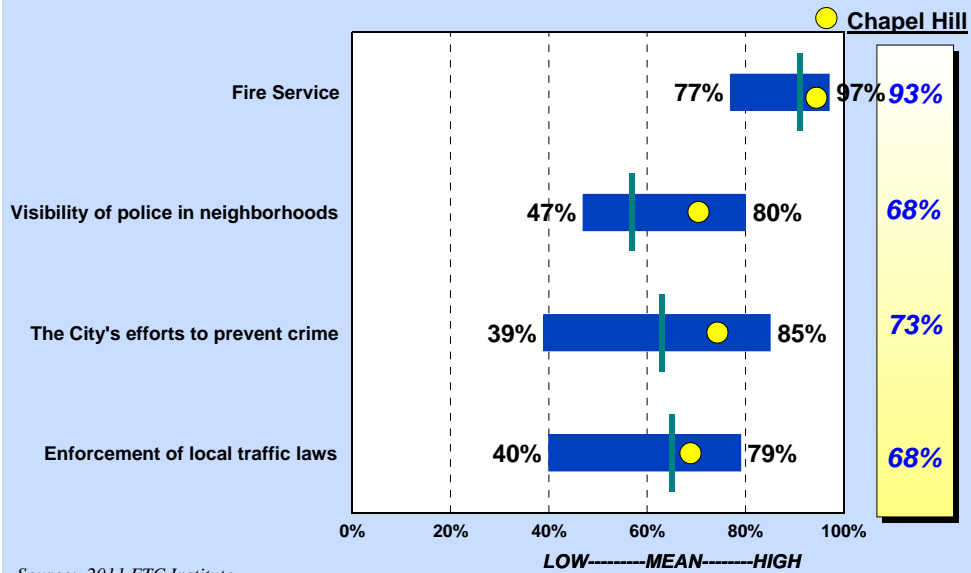
## Overall Satisfaction with Police Services Chapel Hill vs. Southeast vs. the U.S

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



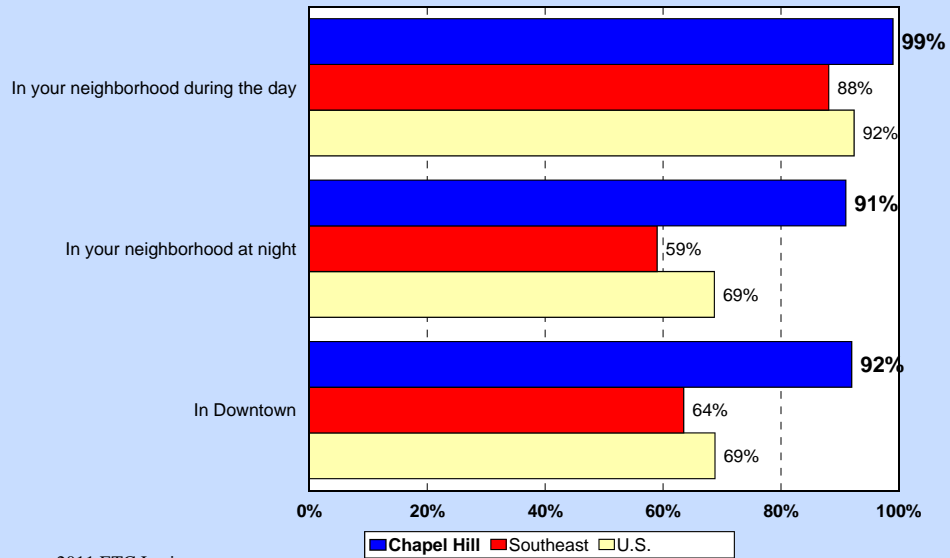
## Satisfaction with Public Safety 2011

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



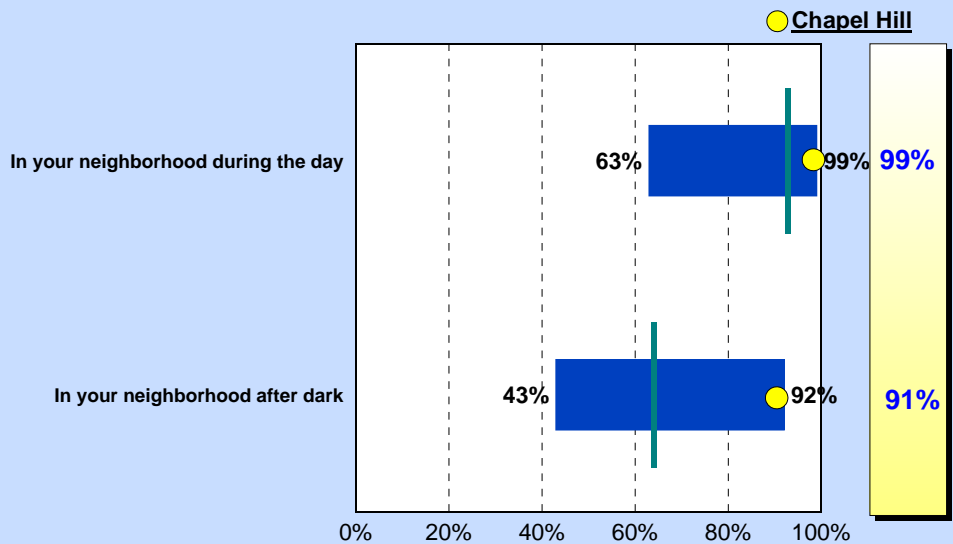
## How Safe Residents Feel in Their Community Chapel Hill vs. Southeast vs. the U.S

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



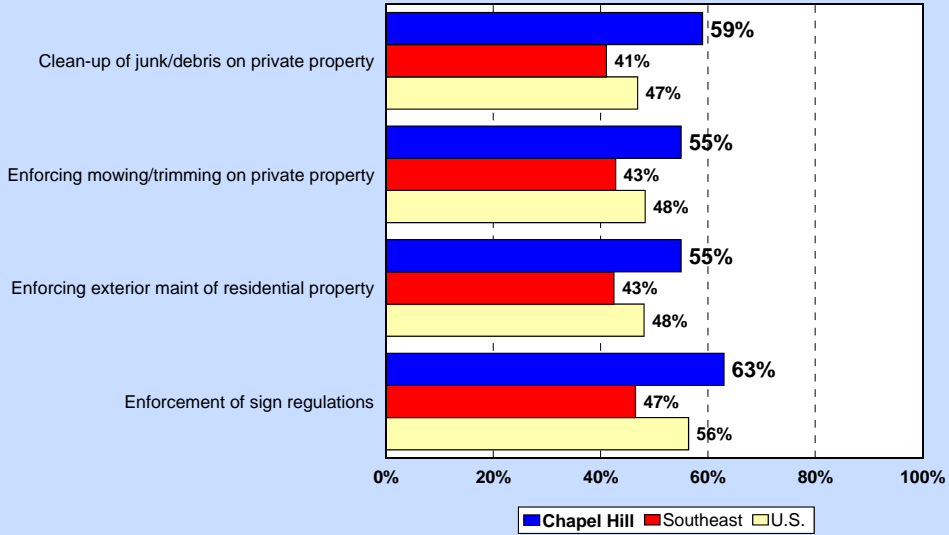
## How Safe Residents Feel in Their Community 2011

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



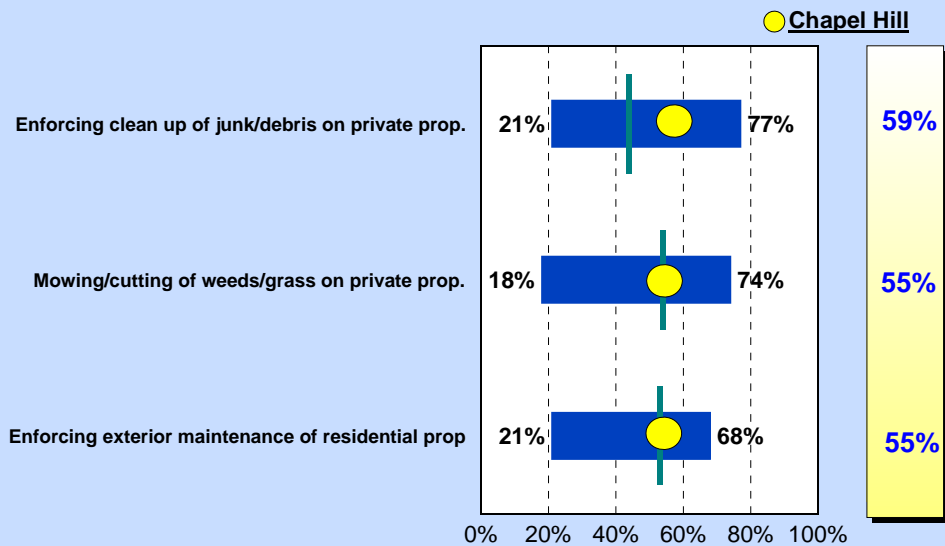
## Overall Satisfaction with Code Enforcement Chapel Hill vs. Southeast vs. the U.S

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



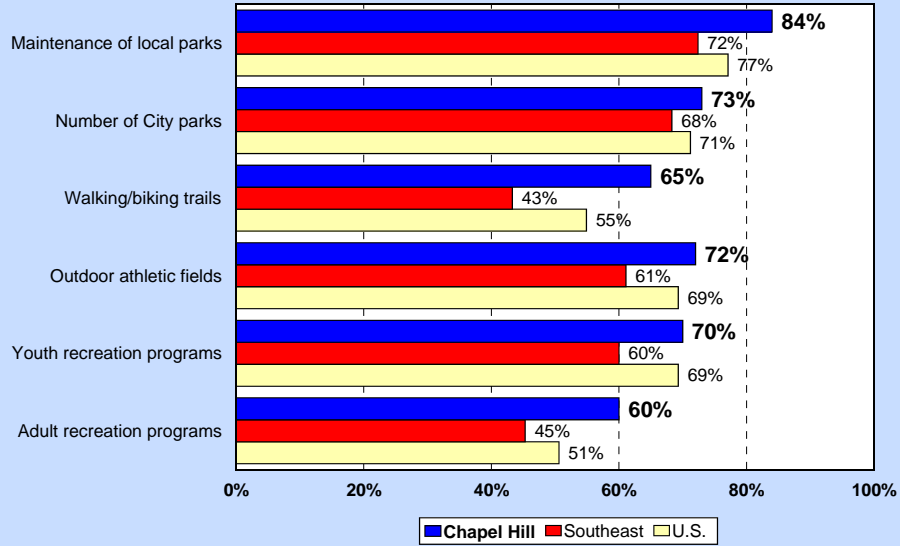
## Overall Satisfaction with Town Regulations 2011

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



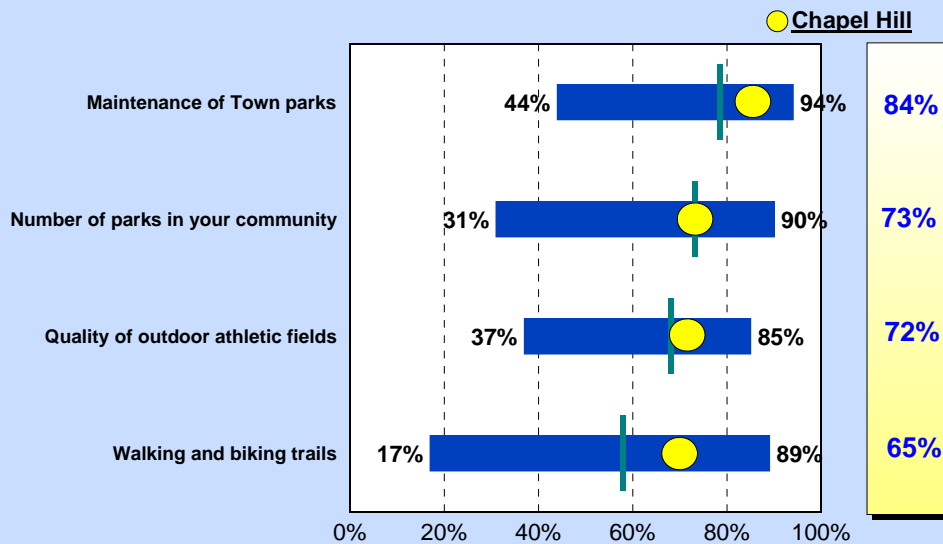
## Overall Satisfaction with Parks and Recreation Chapel Hill vs. Southeast vs. the U.S

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



## Overall Satisfaction with Parks and Recreation 2011

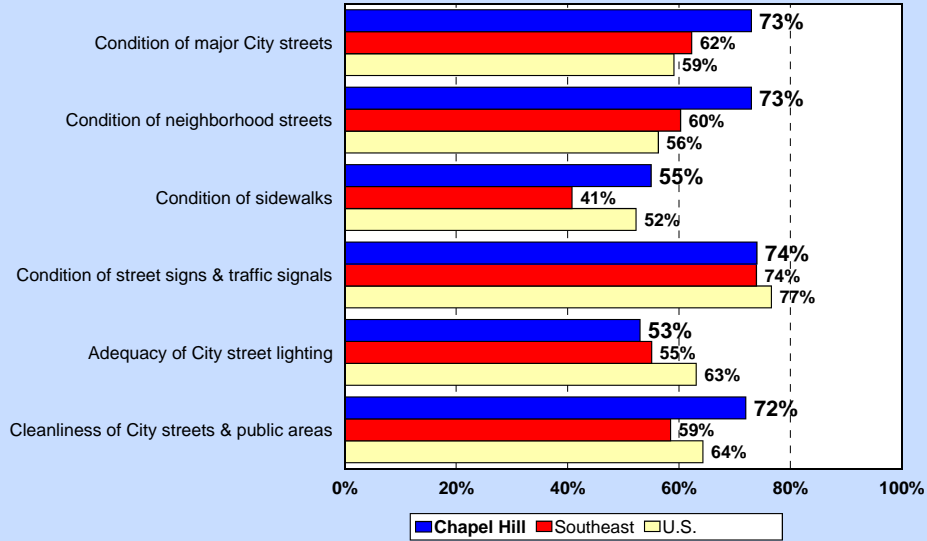
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





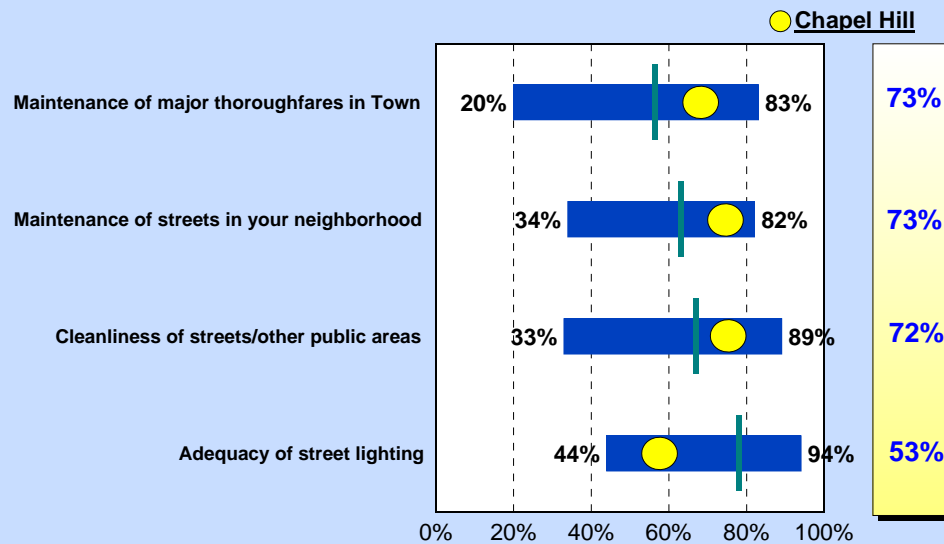
## Overall Satisfaction with City Maintenance Chapel Hill vs. Southeast vs. the U.S

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



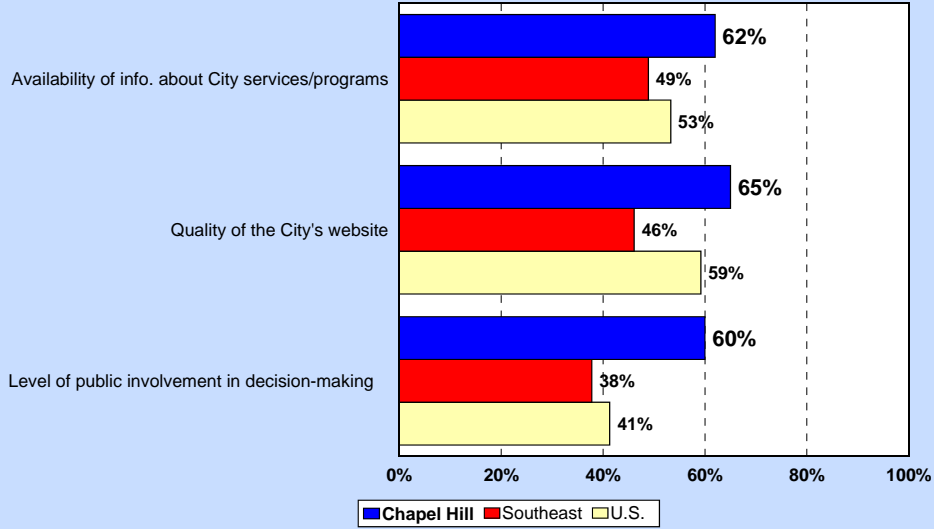
## Overall Satisfaction with Street Maintenance Services 2011

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



## Overall Satisfaction with Communication Chapel Hill vs. Southeast vs. the U.S

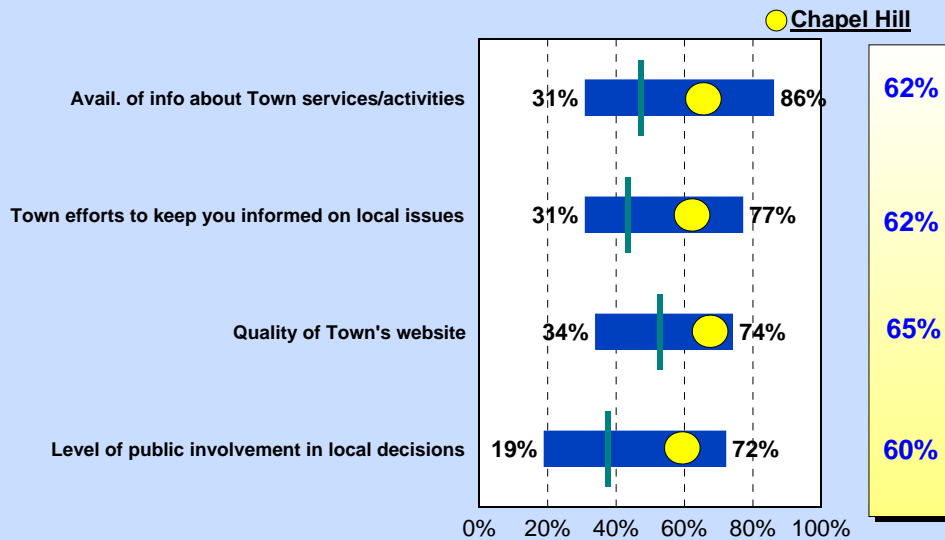
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Overall Satisfaction with Public Information Services 2011

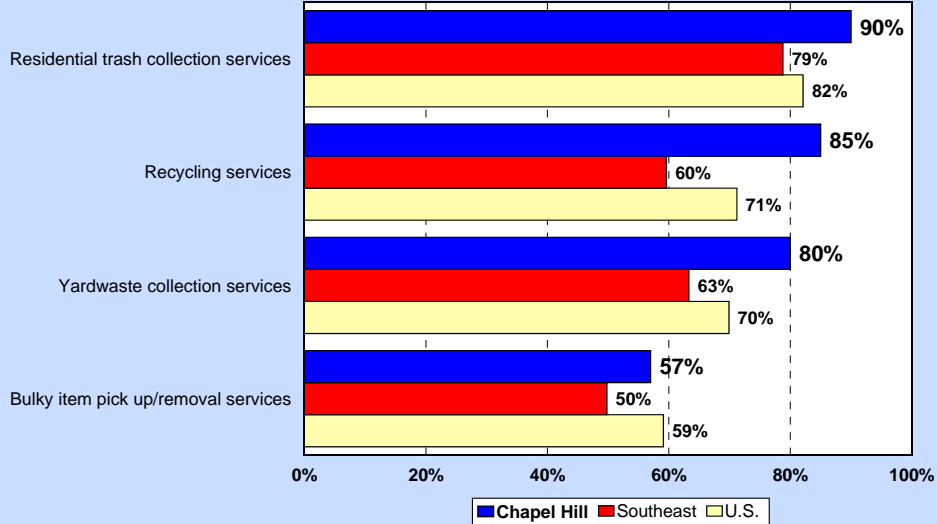
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Overall Satisfaction with Utility Services Chapel Hill vs. Southeast vs. the U.S

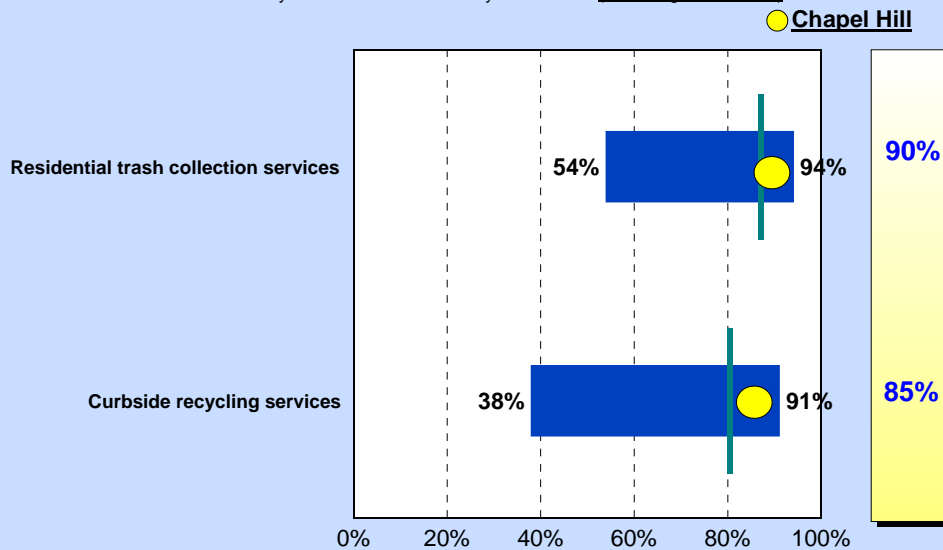
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

## Overall Satisfaction with Utilities 2011

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



Source: 2011 ETC Institute

*Section 3:*  
*Importance-Satisfaction*  
*Analysis*

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# Importance-Satisfaction Analysis

## The Town of Chapel Hill, North Carolina

### Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of town services they thought should receive the most emphasis over the next two years. Thirteen percent (13%) ranked "Quality of Town parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of Town parks and recreation programs and facilities” was ranked fourth overall with 81% rating “Quality of Town parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of Town parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 13% was multiplied by 19% (1-0.81). This calculation yielded an I-S rating of **0.0247**, which was ranked tenth out of seventeen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Town to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The results for the Town of Chapel Hill are provided on the following page.

# Importance-Satisfaction Rating

## Town of Chapel Hill

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Level of safety & security in your neighborhood	31%	1	78%	8	0.0682	1
Enforcement of local traffic laws	17%	2	68%	12	0.0544	2
The Town's efforts to prevent crime	16%	4	73%	10	0.0432	3
The attitude and behavior of Police Department	17%	3	80%	6	0.0340	4
The visibility of police in neighborhoods	9%	7	68%	12	0.0288	5
Police safety education programs	8%	9	71%	11	0.0232	6
Chapel Hill Police Department overall performance	11%	6	79%	7	0.0231	7
Overall quality of local police protection	11%	5	84%	3	0.0176	8
How quickly police respond to emergencies	7%	10	83%	4	0.0119	9
Fire safety education programs	4%	12	74%	9	0.0104	10
Overall quality of local fire protection	9%	8	93%	1	0.0063	11
How quickly fire units respond to emergencies	6%	11	90%	2	0.0060	12
The fire safety you feel while visiting businesses	2%	13	82%	5	0.0036	13

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't know'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2011 DirectionFinder by ETC Institute

# Importance-Satisfaction Rating

## Town of Chapel Hill

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall flow of traffic and congestion	40%	1	42%	16	0.2320	1
<b><u>High Priority (IS .10-.20)</u></b>						
How well the Town is prepared future	35%	2	45%	15	0.1925	2
Value you receive for your town tax dollars/fees	26%	3	55%	14	0.1170	3
How well the Town is managing Change	18%	6	42%	17	0.1044	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall maintenance of Town streets	16%	7	68%	10	0.0512	5
Enforcement of Town codes and ordinances	11%	10	58%	12	0.0462	6
Quality of Town's bus service	18%	5	80%	5	0.0378	7
Effectiveness of Town communication w/public	8%	12	58%	13	0.0336	8
Overall quality of Public Safety services	20%	4	85%	1	0.0300	9
Quality of Town parks programs/facilities	13%	8	81%	4	0.0247	10
Maintenance of public housing buildings	6%	14	64%	11	0.0216	11
Quality of services provided by Chapel Hill	12%	9	84%	2	0.0192	12
Overall quality Public Library services	10%	11	82%	3	0.0180	13
Emergency preparedness	6%	13	70%	9	0.0180	14
Quality of customer service provided	5%	16	74%	8	0.0130	15
Quality landscaping in parks/medians/public areas	5%	15	75%	6	0.0125	16
Maintenance of Town buildings and facilities	3%	17	74%	7	0.0078	17

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't k. Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2011 DirectionFinder by ETC Institute



# Importance-Satisfaction Rating

## Town of Chapel Hill

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Number of walking/biking trails	40%	1	65%	9	0.1400	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Town special events and festivals	18%	3	63%	11	0.0666	2
The Town's youth athletic programs	17%	4	70%	5	0.0510	3
Availability of information parks & recreation program	16%	5	69%	6	0.0496	4
Maintenance of Town parks	28%	2	84%	1	0.0448	5
Number of Town parks	16%	6	73%	2	0.0432	6
Cultural arts programs (ceramics)	12%	7	66%	8	0.0408	7
Public art	11%	8	65%	10	0.0385	8
Number of outdoor athletic fields	10%	10	66%	7	0.0340	9
Quality of outdoor athletic fields	10%	9	72%	4	0.0280	10
The Town's adult athletic programs	7%	11	60%	12	0.0280	11
Therapeutic recreation programs	6%	13	60%	13	0.0240	12
Landscaping & appearance of Town Cemeteries	6%	12	73%	3	0.0162	13

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

2011 DirectionFinder by ETC Institute

# Importance-Satisfaction Rating

## Town of Chapel Hill

### MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Adequacy of street lighting	36%	1	53%	8	0.1692	1
Condition of sidewalks	32%	2	55%	7	0.1440	2
Maintenance/preservation of downtown	28%	4	62%	5	0.1064	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of the stormwater runoff/mgmt system	22%	6	57%	6	0.0946	4
Maintenance of main Town street thoroughfares	32%	2	73%	3	0.0864	5
Maintenance of streets in your neighborhood	23%	5	73%	2	0.0621	6
cleanliness of streets and other public areas	22%	7	72%	4	0.0616	7
Maintenance of street signs/pavement markings	15%	8	74%	1	0.0390	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't know'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2011 DirectionFinder by ETC Institute



## **Importance-Satisfaction Matrix Analysis**

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the Town is performing significantly better than customers expect the Town to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with Town services. The Town should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the Town is not performing as well as residents expect the Town to perform. This area has a significant impact on customer satisfaction, and the Town should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the Town is not performing well relative to the Town's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with Town services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

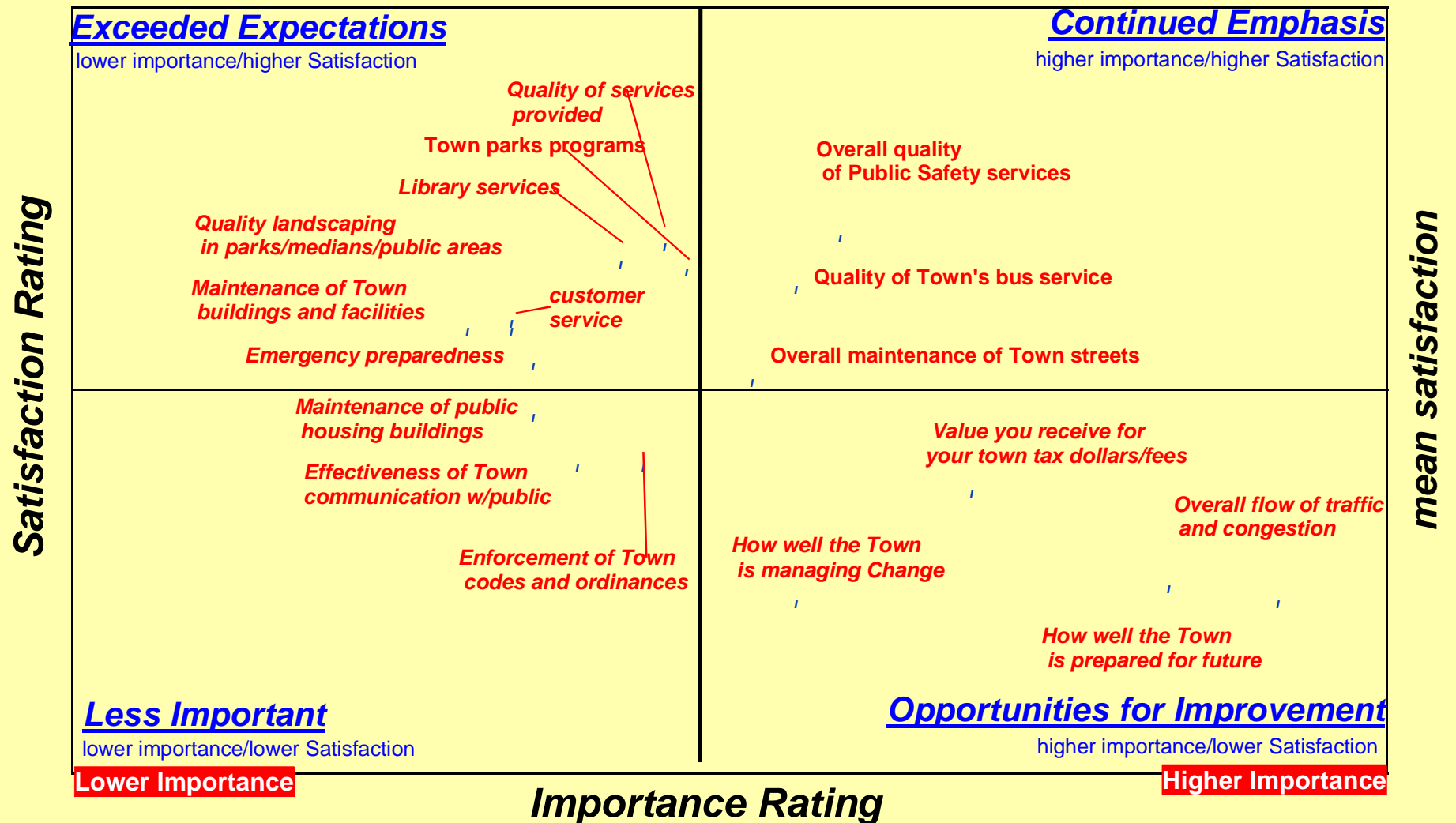
**Matrices showing the results for the Town of Chapel Hill are provided on the following pages.**

# 2011 Chapel Hill DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

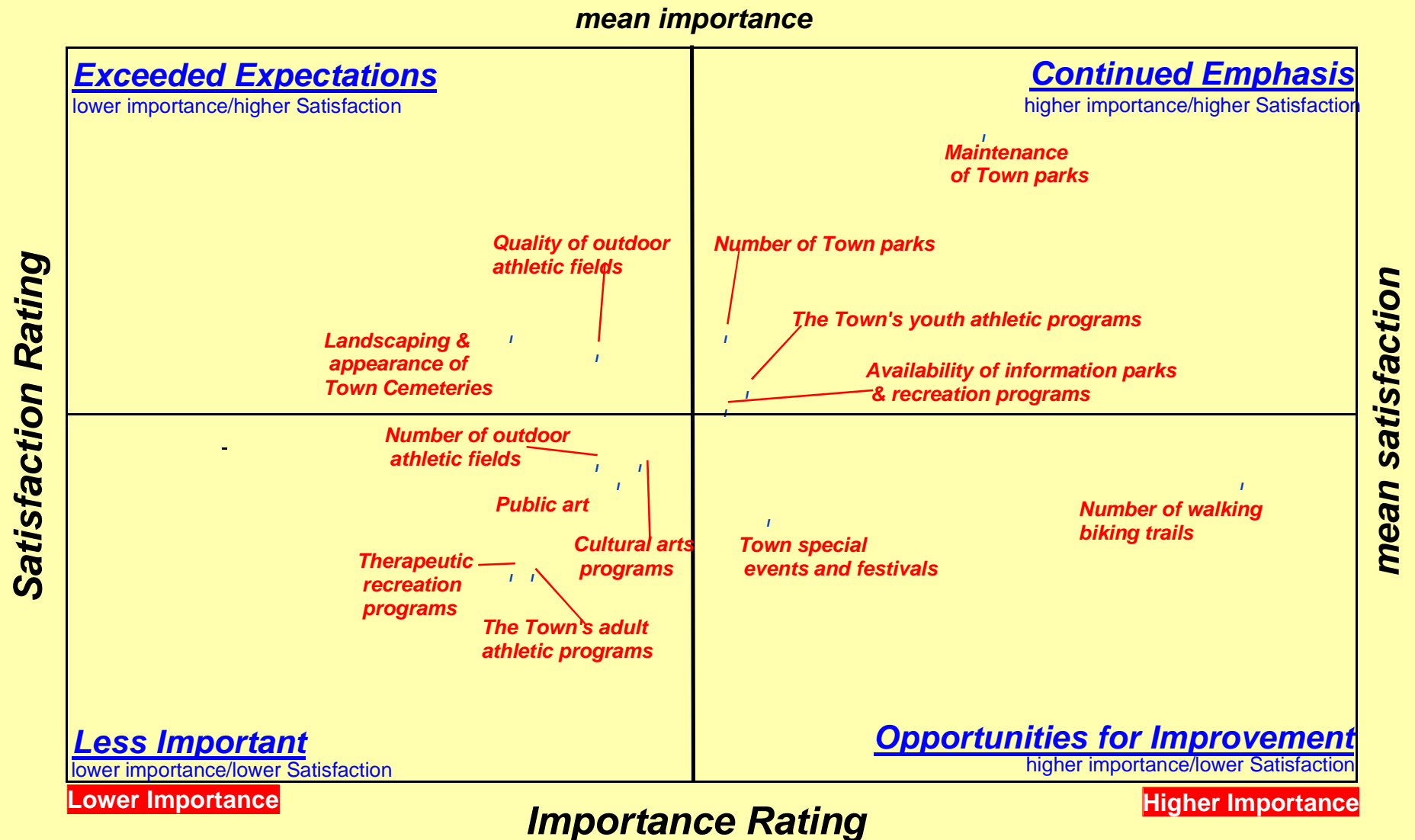
*mean importance*



# 2011 Chapel Hill DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



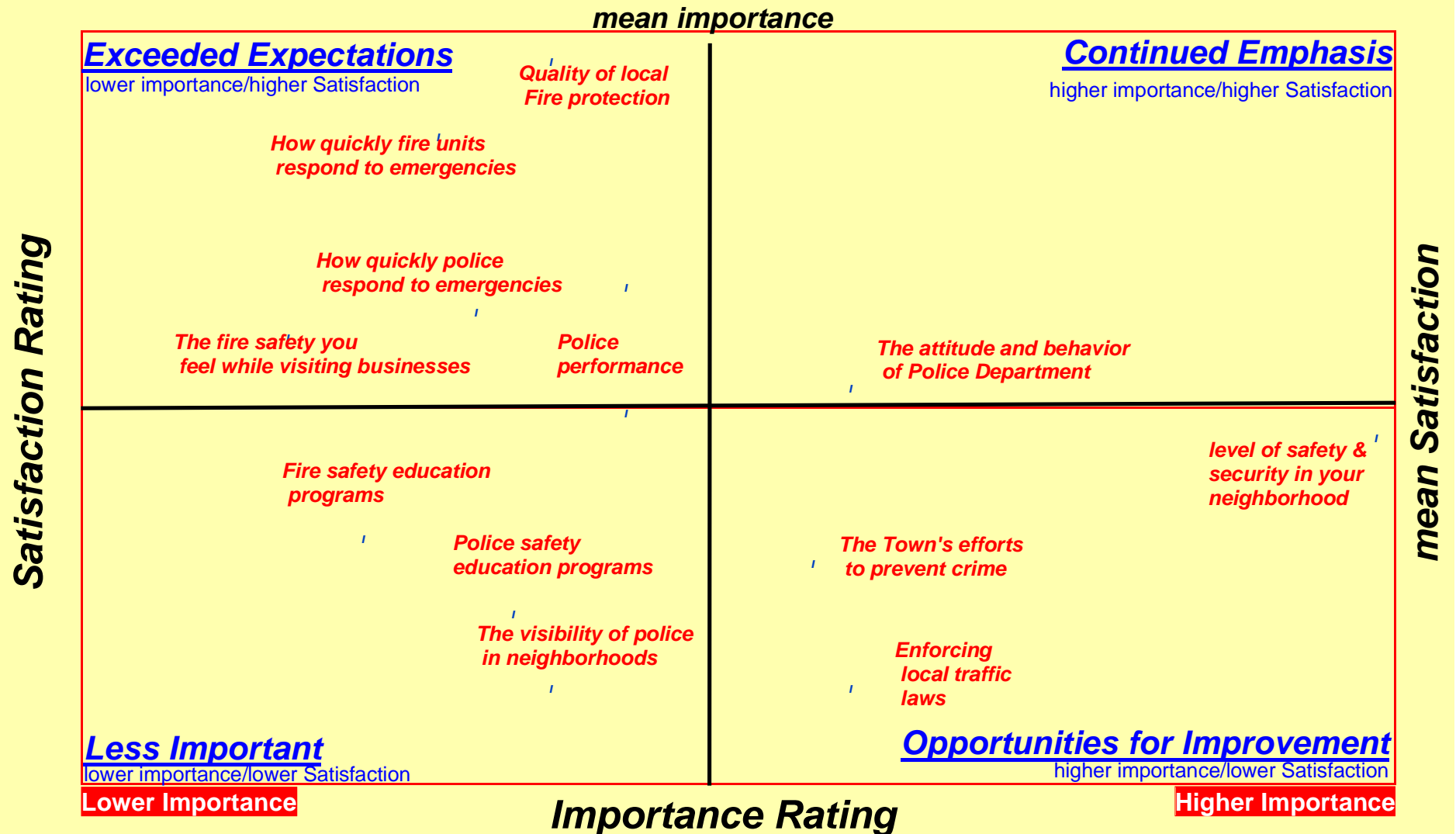
Source: ETC Institute (2011)

Importance-Satisfaction Analysis

# 2011 Chapel Hill DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

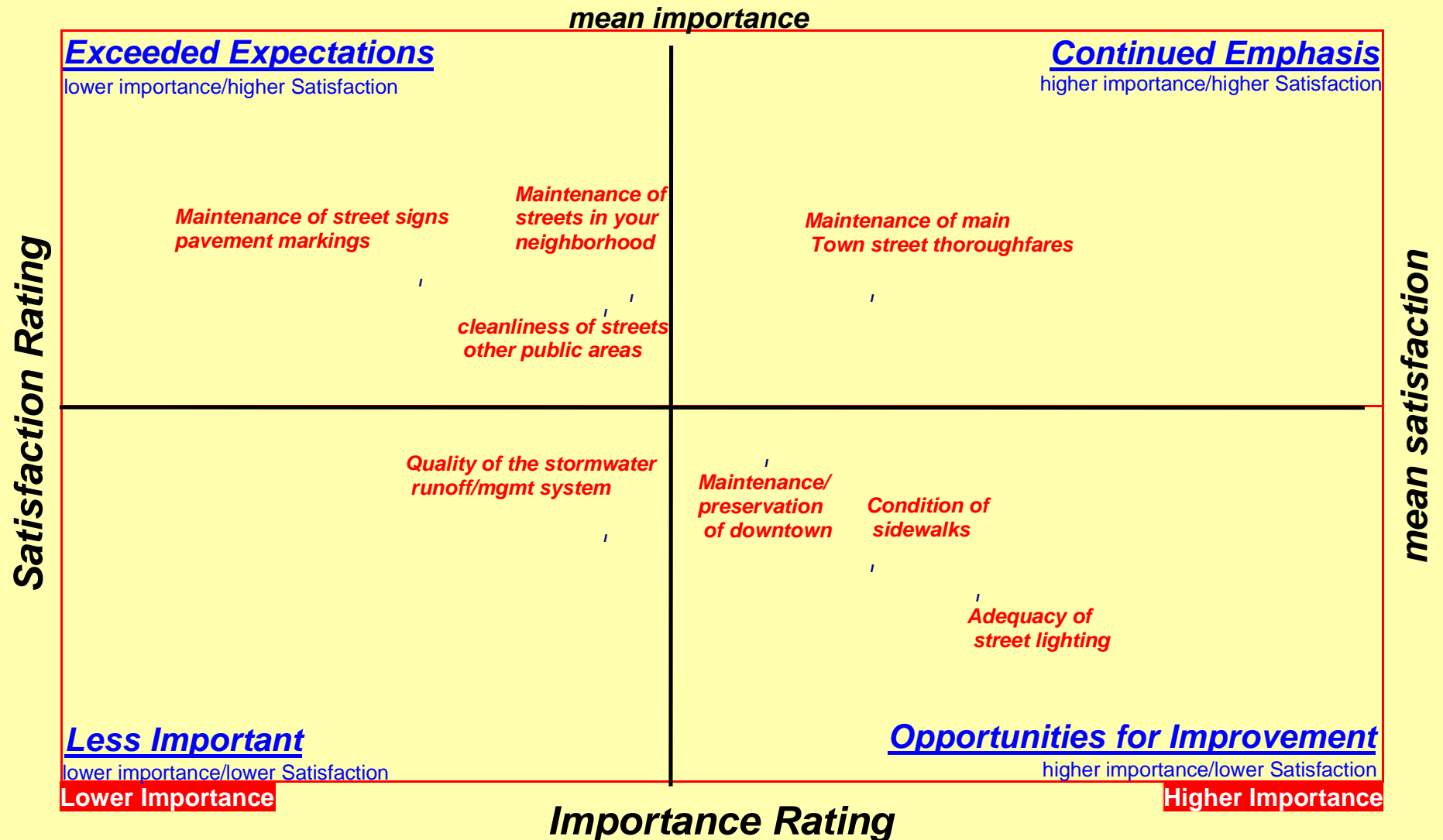


Source: ETC Institute (2011)

# 2011 Chapel Hill DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2011)

*Section 4:*  
***GIS Mapping***

---





## Interpreting the Maps

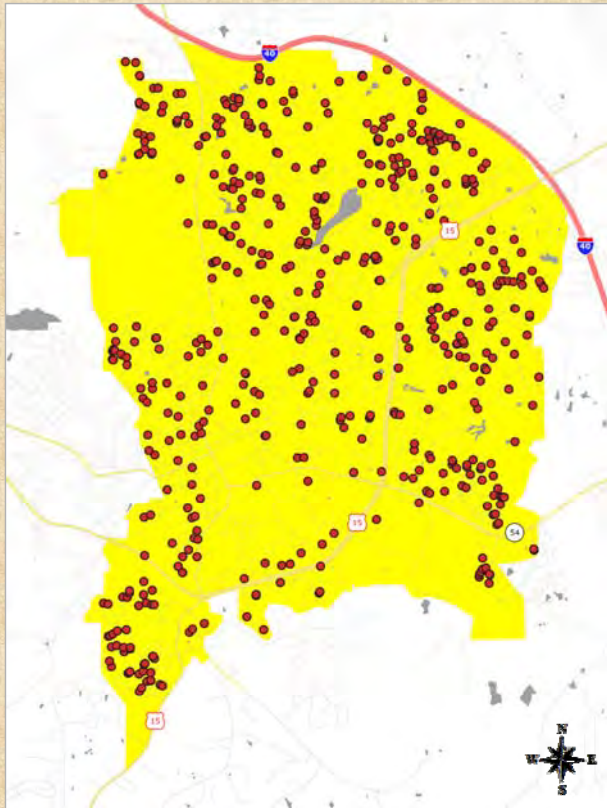
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

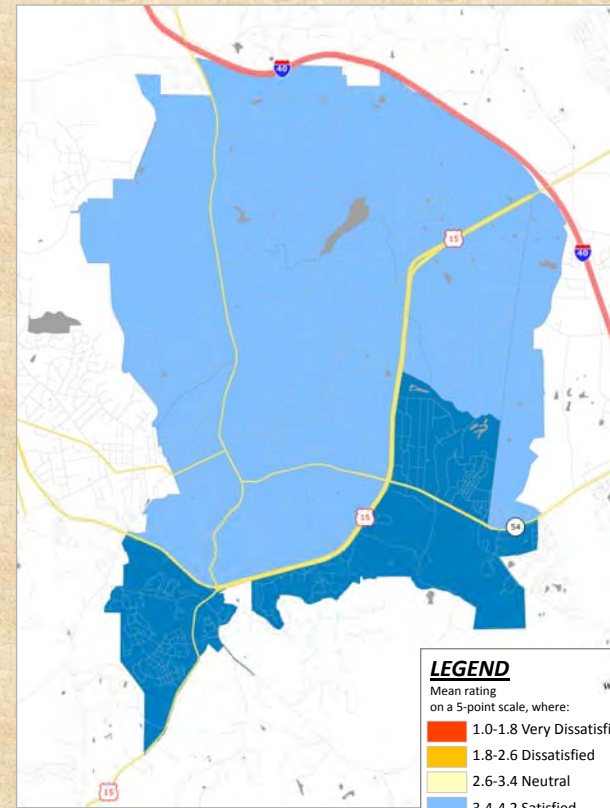
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

### Location of Survey Respondents



2011 Town of Chapel Hill Community Survey

### Q1a. Overall quality of services provided.



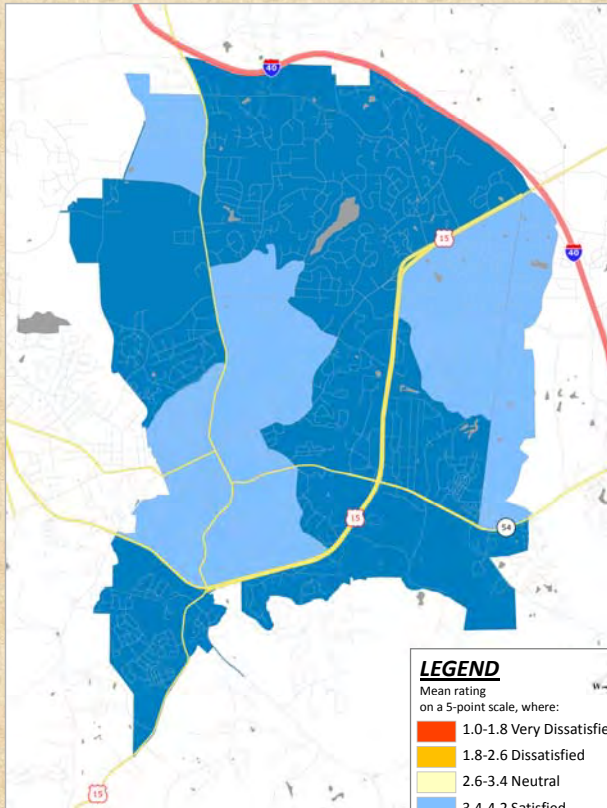
2011 Town of Chapel Hill  
Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
Mean rating  
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**Q1b. Overall quality of public safety services.**



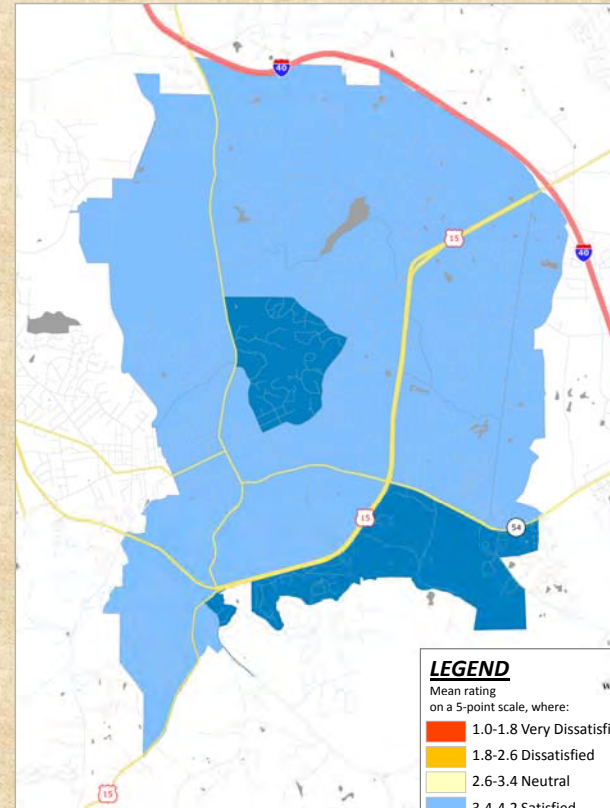
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1c. Overall quality of Town parks and recreation programs.**



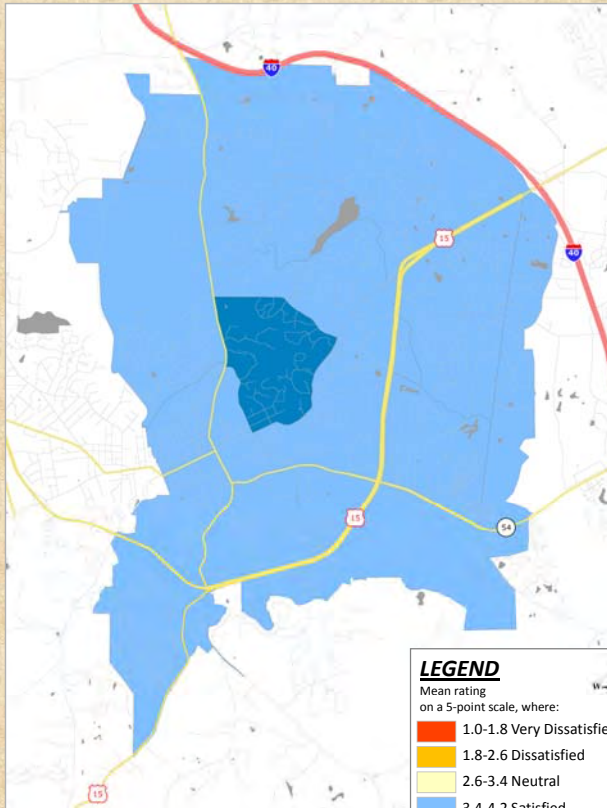
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1d. Quality of customer service received.**



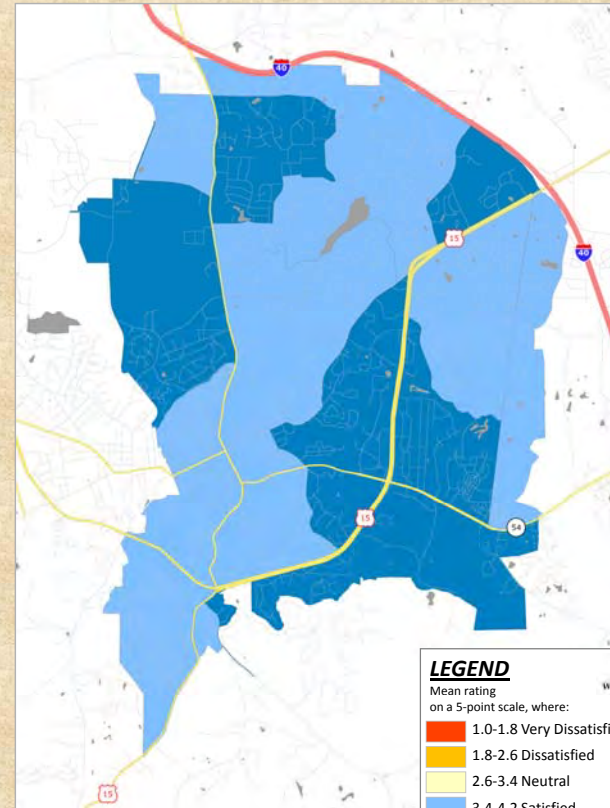
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1e. Overall quality of Public Library services.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

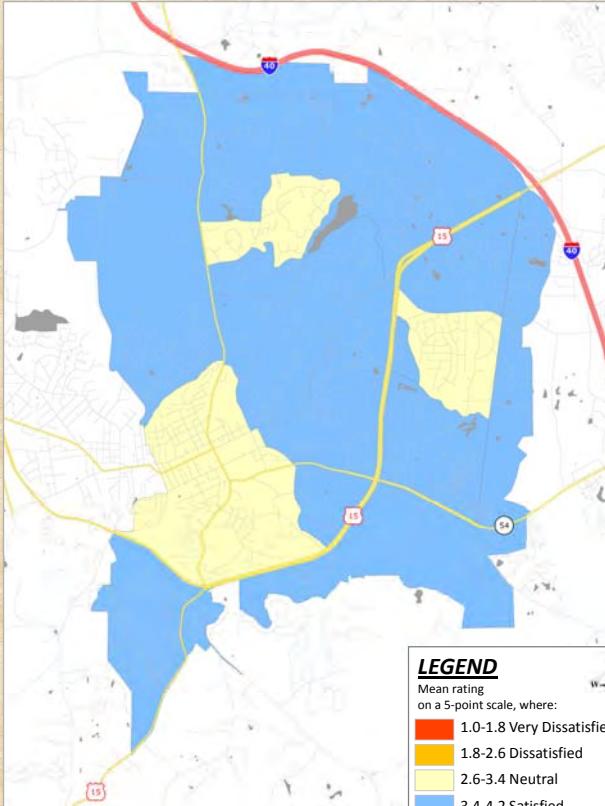
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q1f. Enforcement of Town codes & ordinances.**



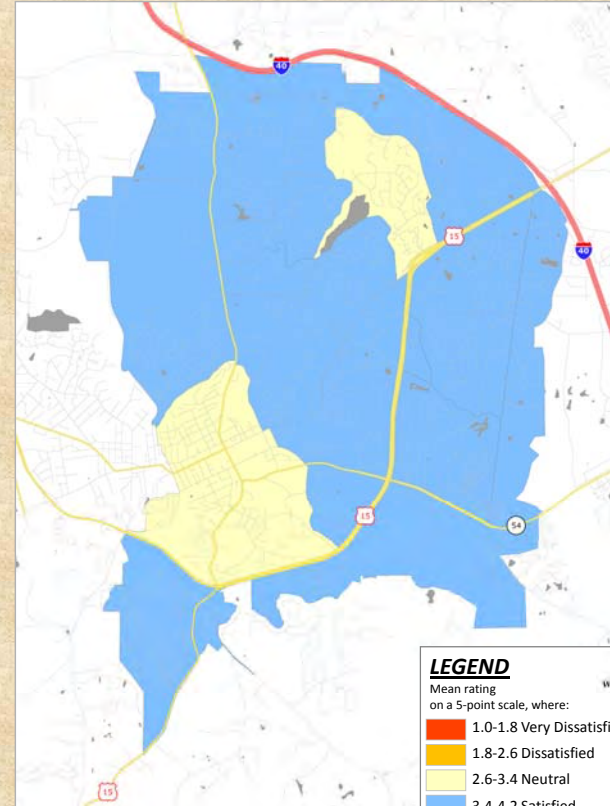
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1g. Overall maintenance of Town streets.**



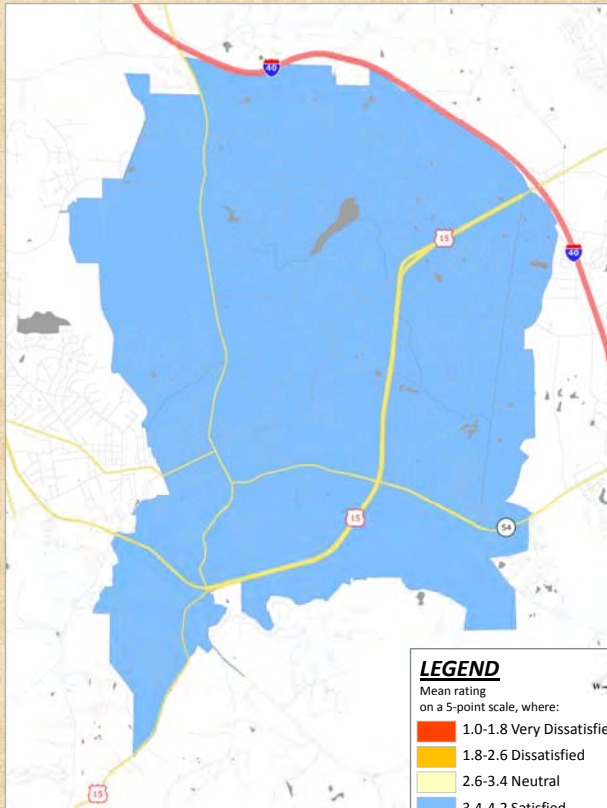
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1h. Overall maintenance of Town buildings and facilities.**



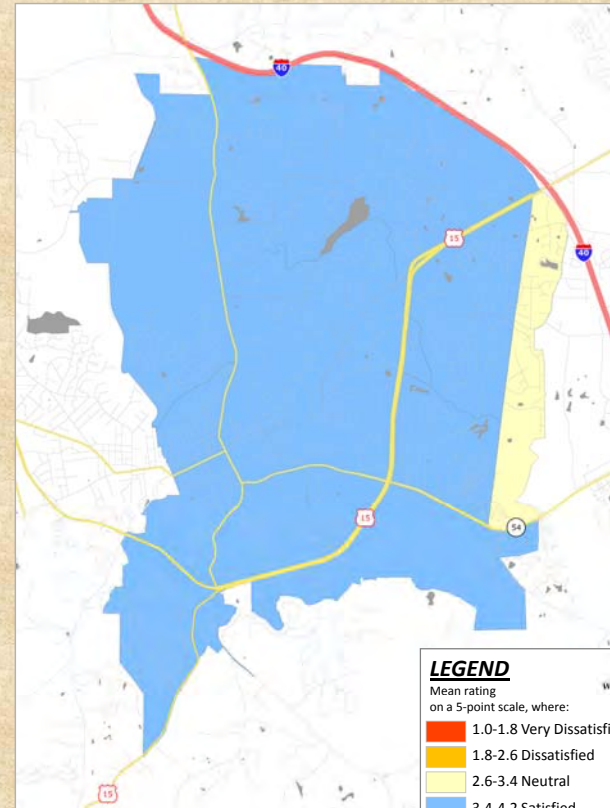
**LEGEND**  
Mean rating on a 5-point scale, where:

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1i. Overall maintenance of public housing.**



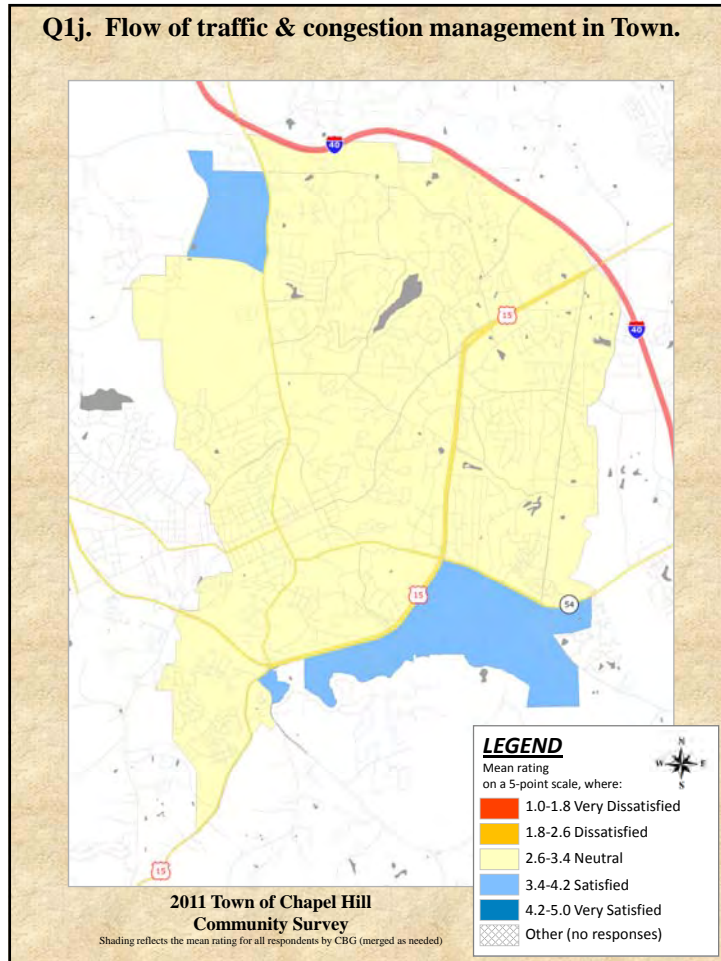
**LEGEND**  
Mean rating on a 5-point scale, where:

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

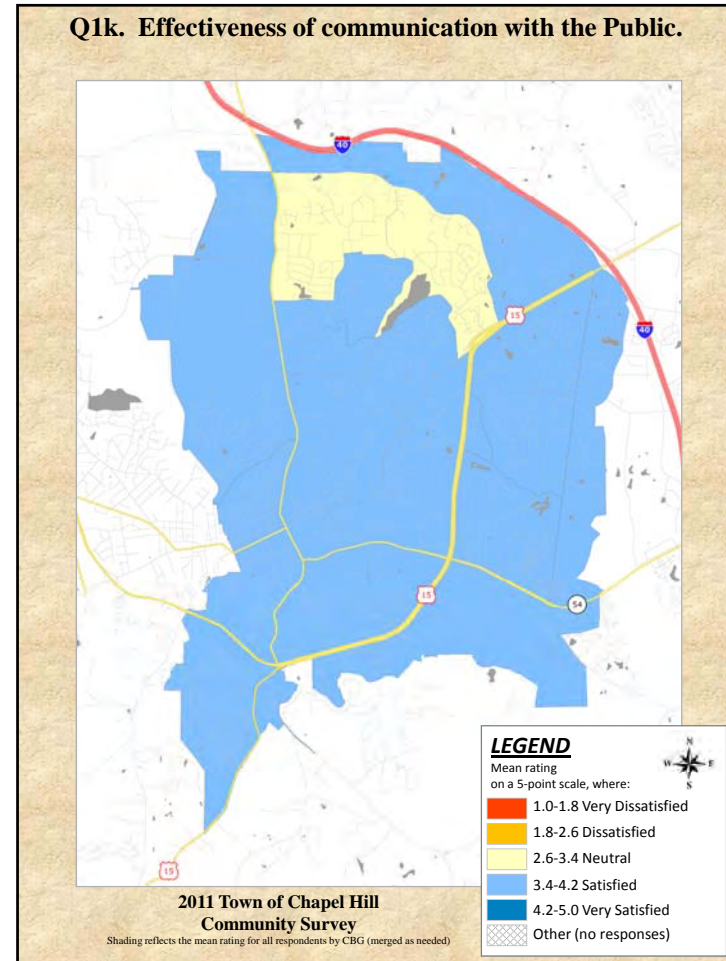
**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

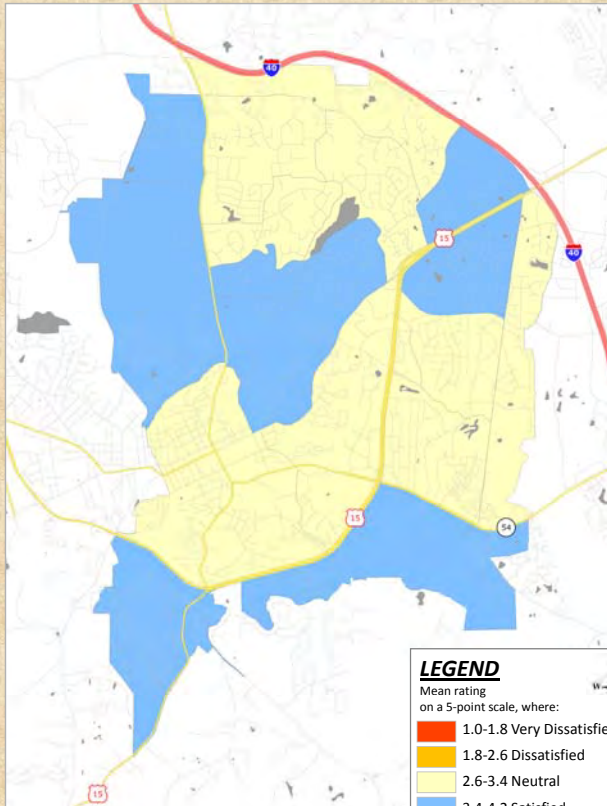
**Q1j. Flow of traffic & congestion management in Town.**



**Q1k. Effectiveness of communication with the Public.**



**Q11. Value received for tax dollars & fees.**



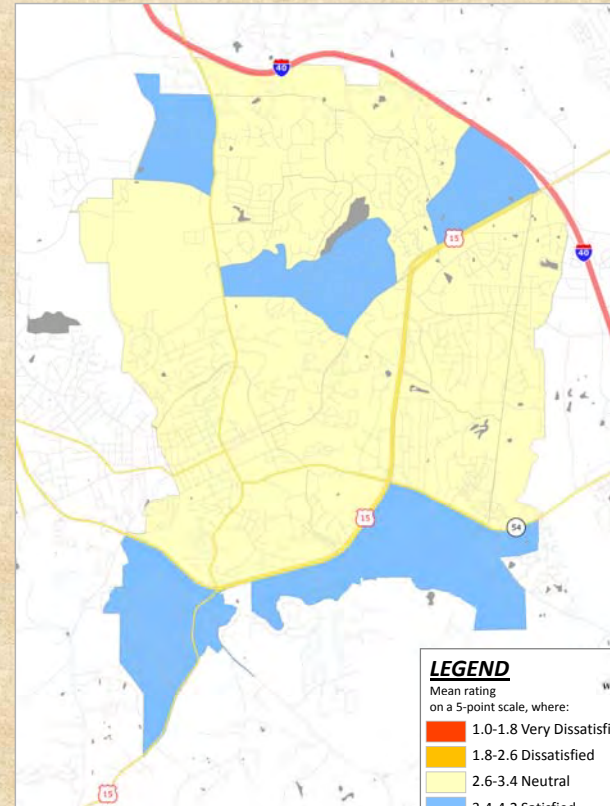
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1m. How well Town is planning for the future.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

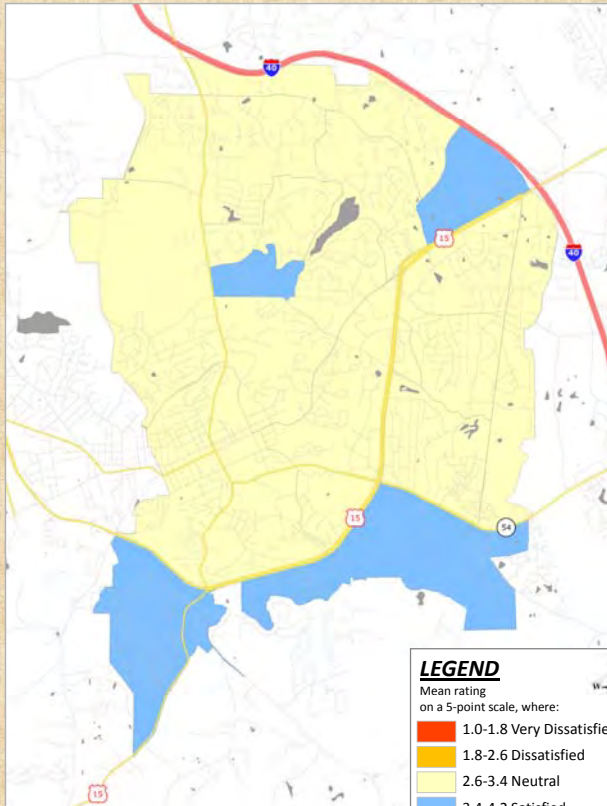
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q1n. How well Town is managing change.**



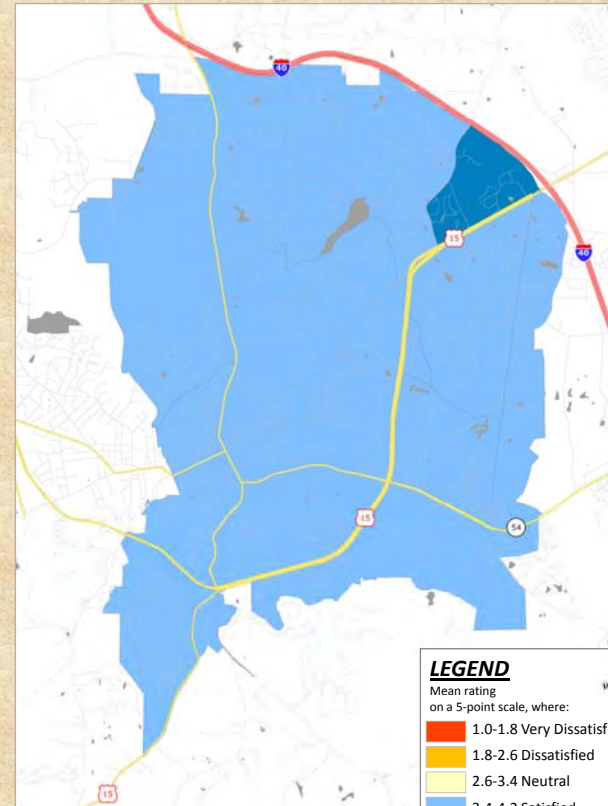
**LEGEND**  
 Mean rating on a 5-point scale, where:

1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1o. Emergency preparedness.**



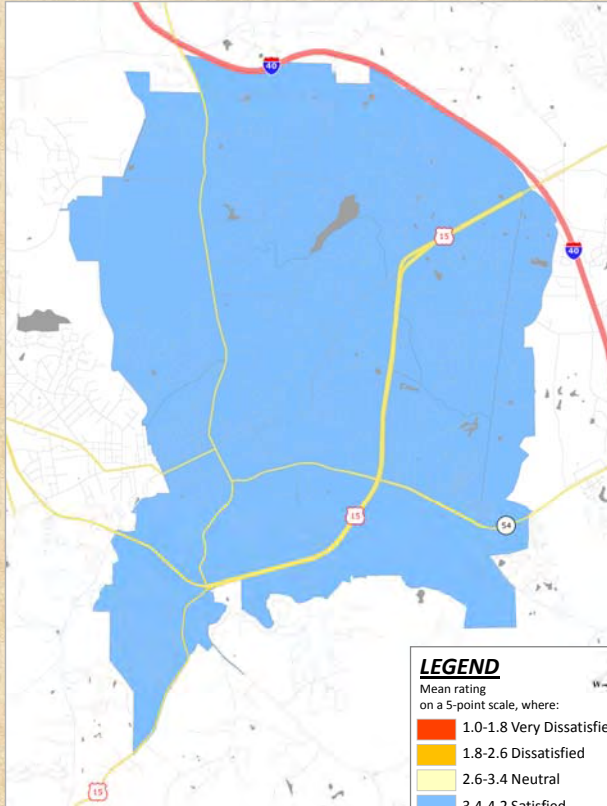
**LEGEND**  
 Mean rating on a 5-point scale, where:

1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1p. Quality of landscaping in parks, medians and other public areas.**



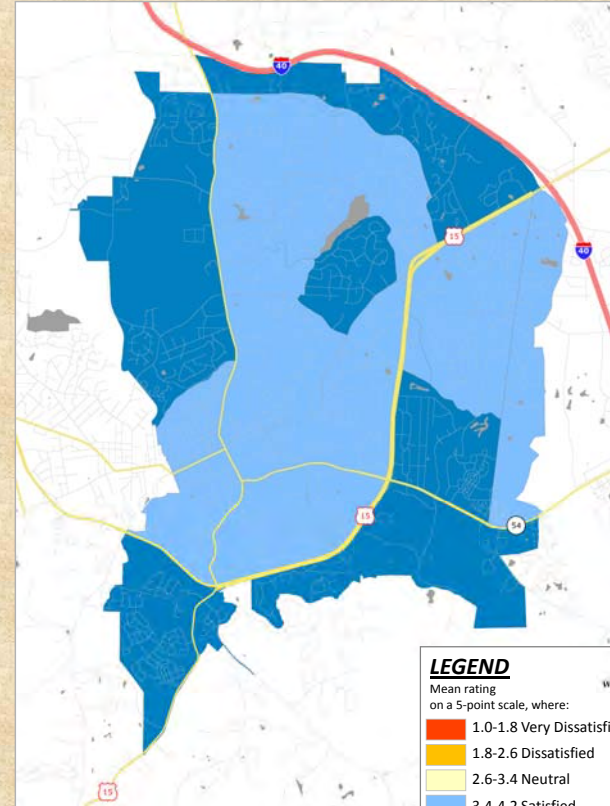
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1q. Quality of Chapel Hill Transit.**



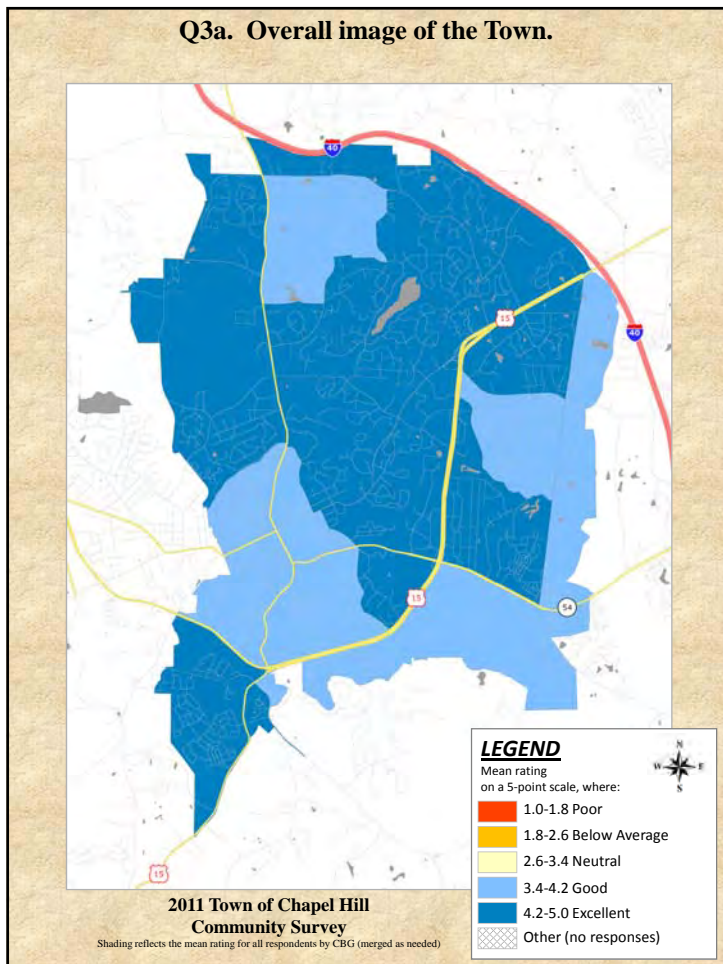
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

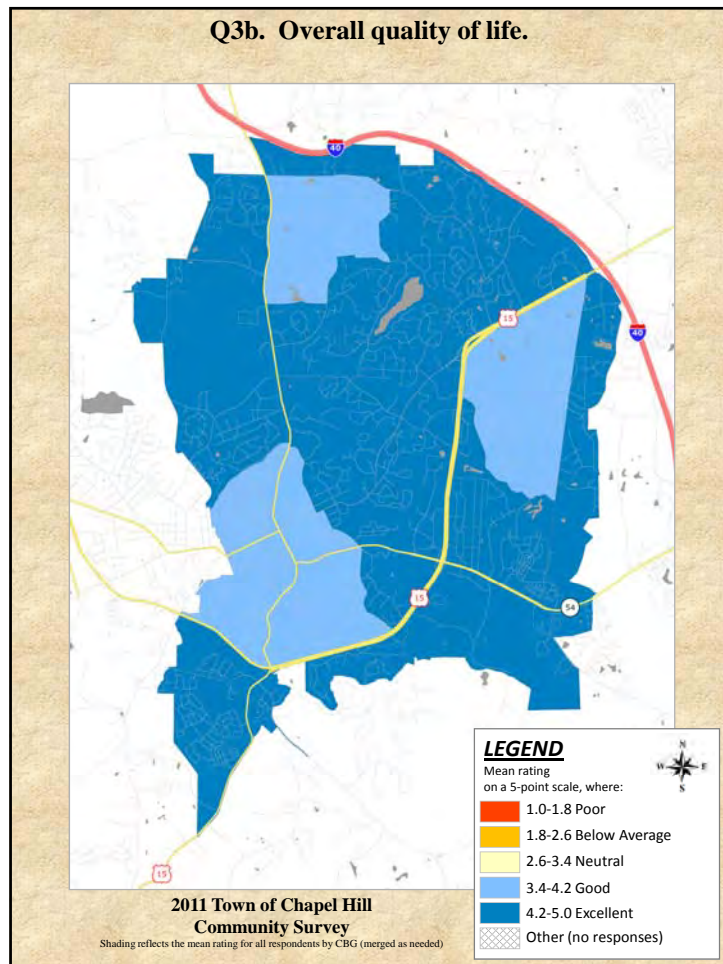
**2011 Town of Chapel Hill Community Survey**

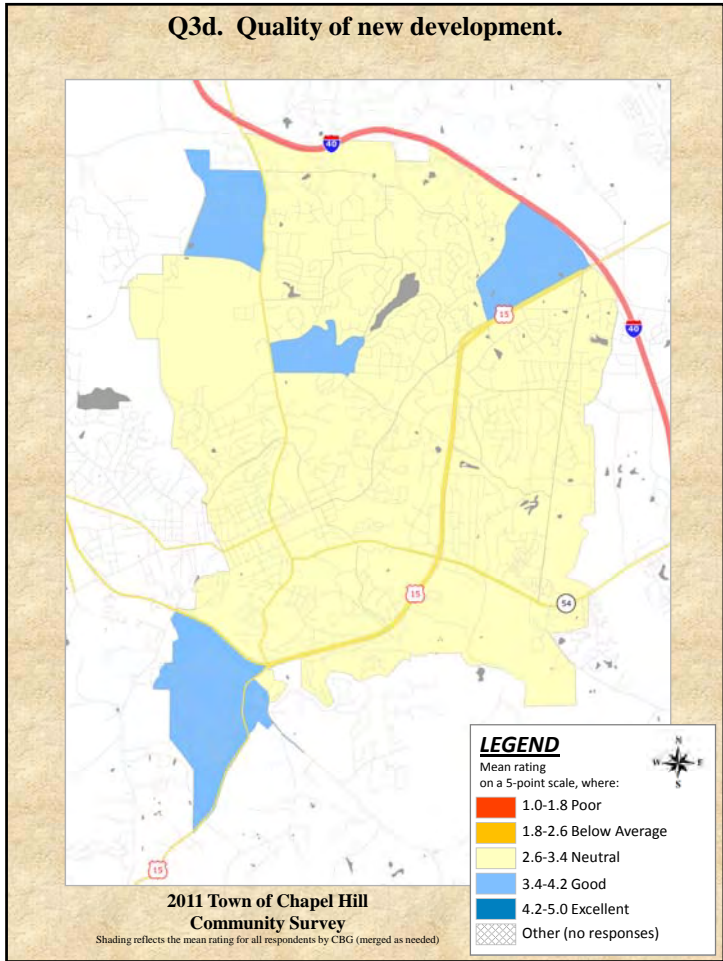
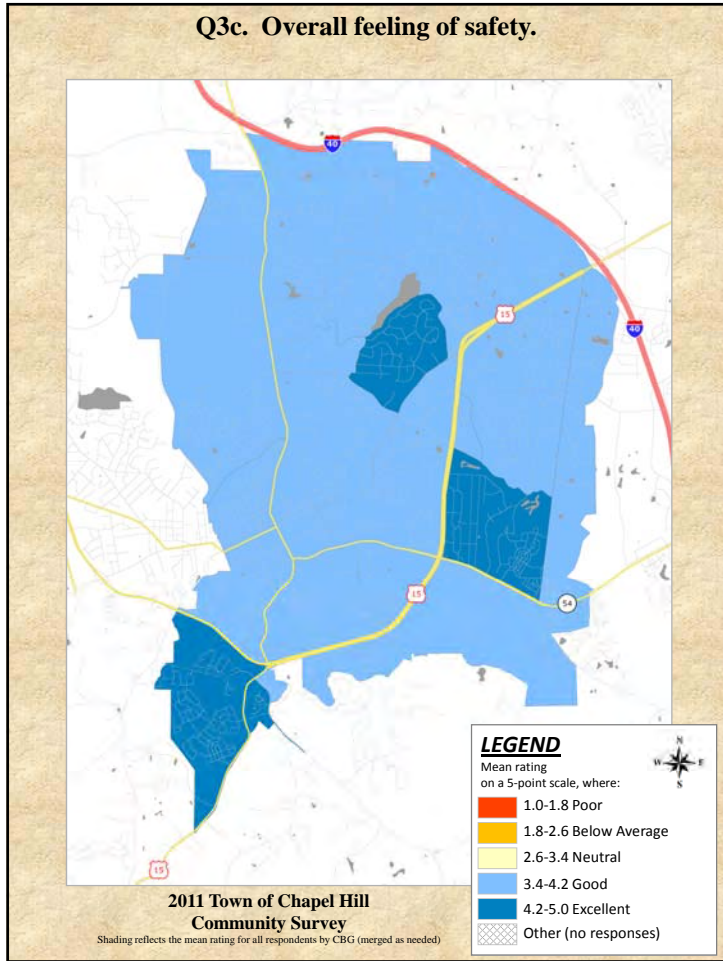
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q3a. Overall image of the Town.**



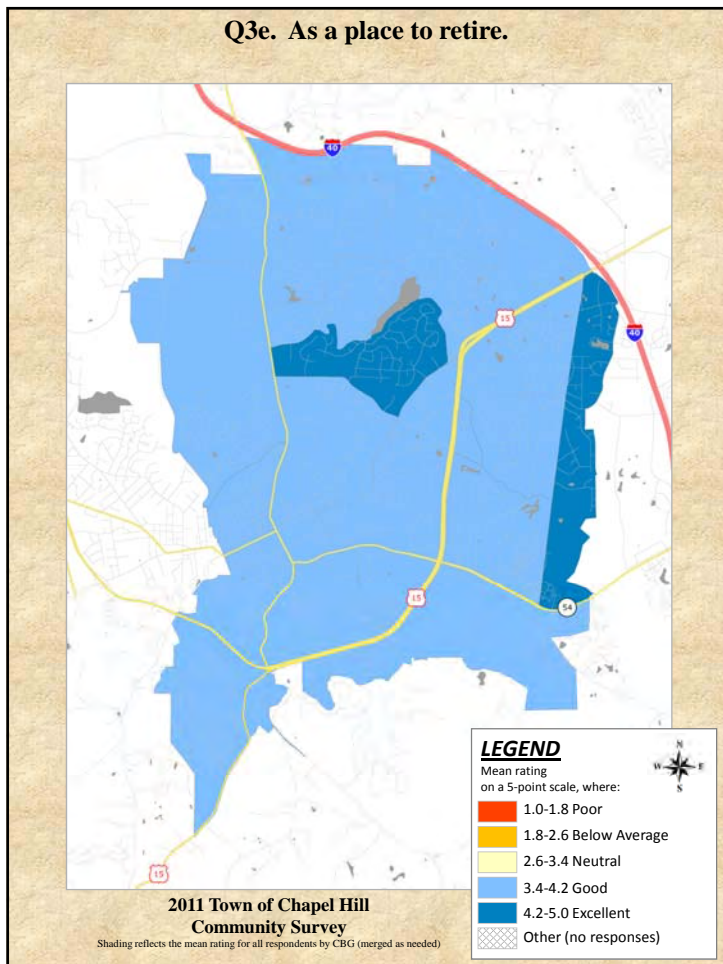
**Q3b. Overall quality of life.**



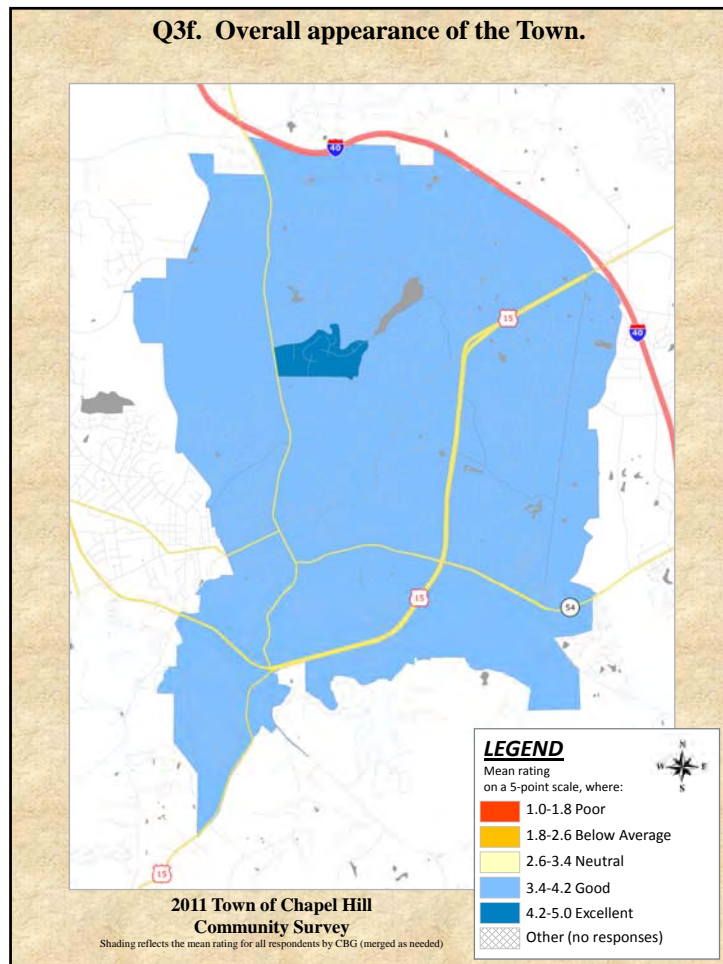




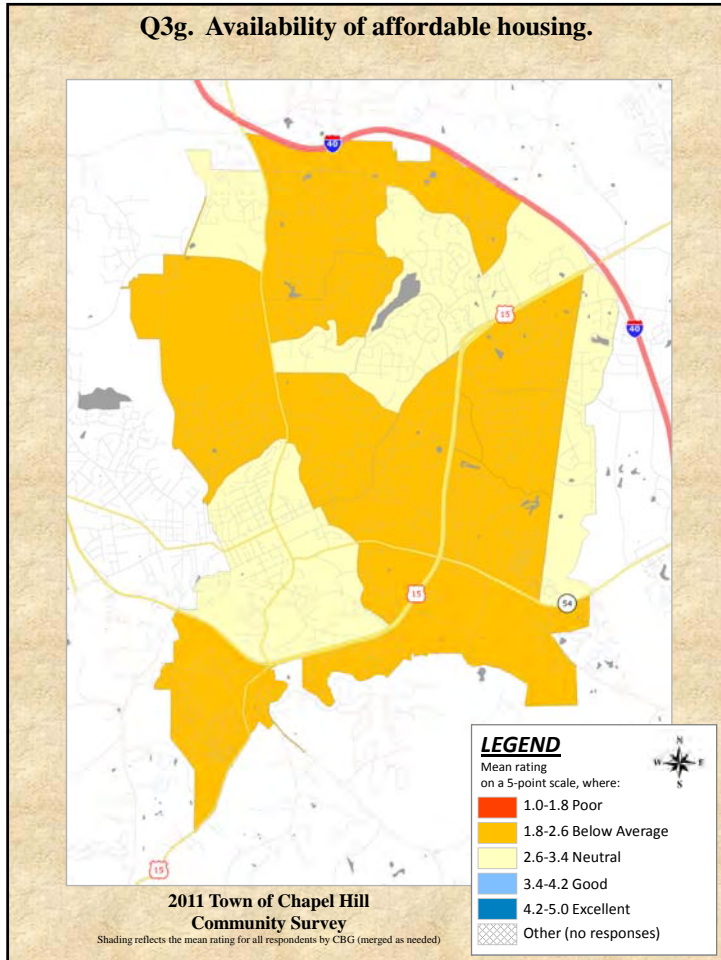
**Q3e. As a place to retire.**



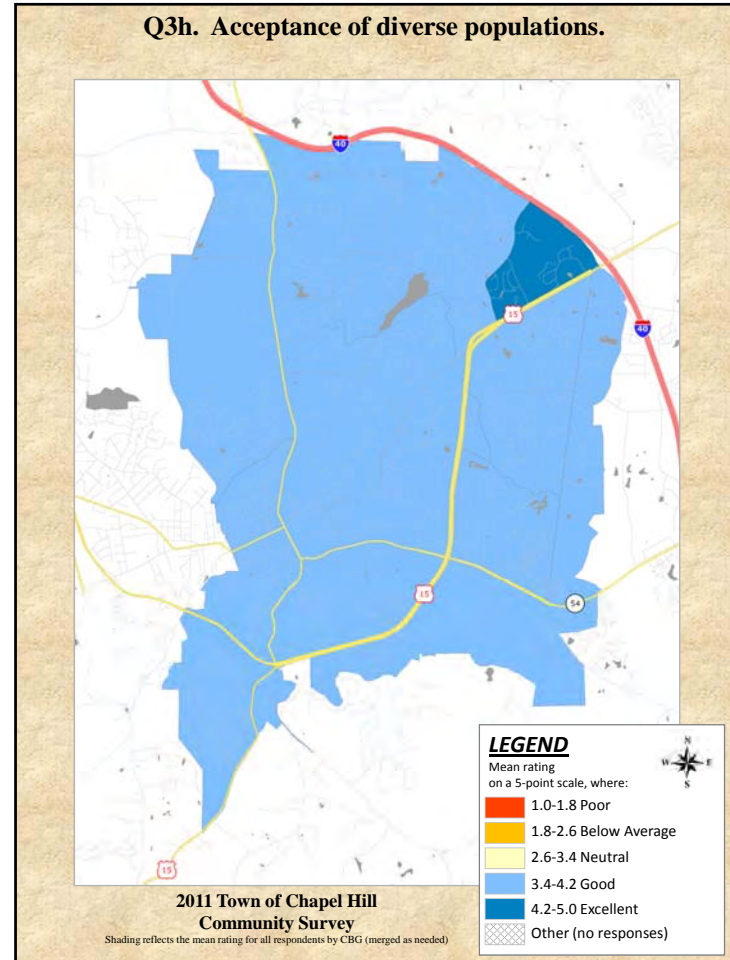
**Q3f. Overall appearance of the Town.**



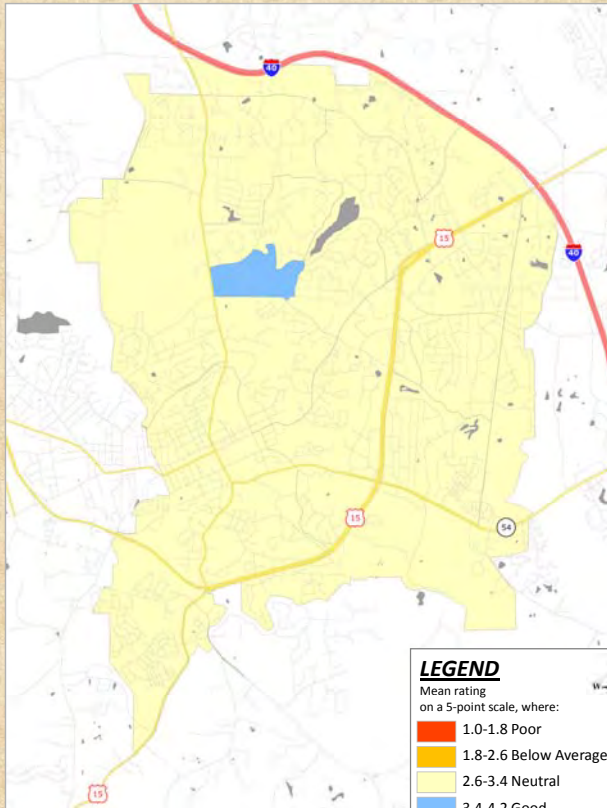
**Q3g. Availability of affordable housing.**



**Q3h. Acceptance of diverse populations.**



**Q3i. Job availability.**



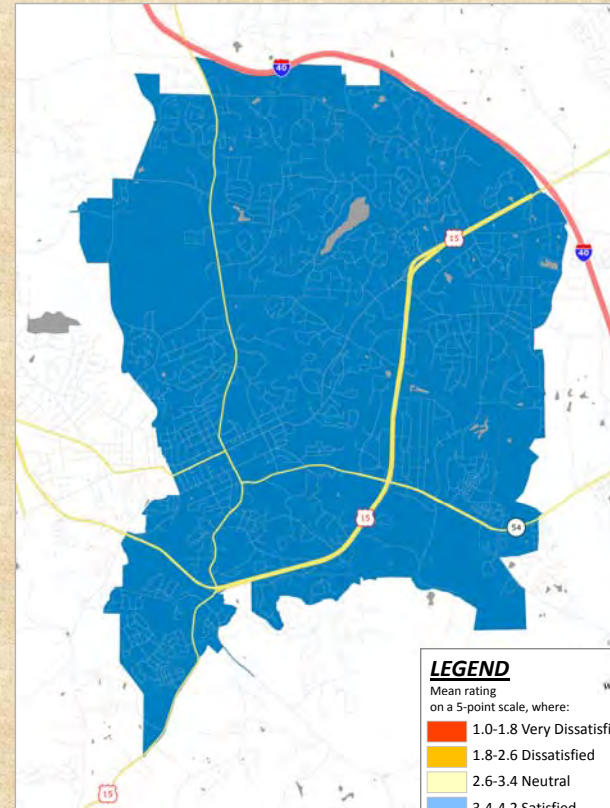
**LEGEND**  
 Mean rating on a 5-point scale, where:

Red	1.0-1.8 Poor
Orange	1.8-2.6 Below Average
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Good
Dark Blue	4.2-5.0 Excellent
White with grid	Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q4a. Quality of local fire protection.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

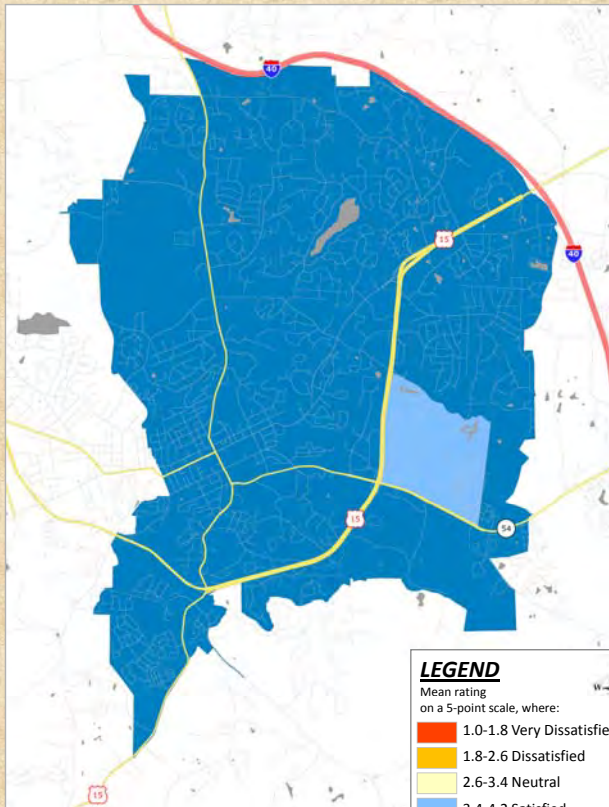
Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q4b. How quickly fire units respond to emergencies.**



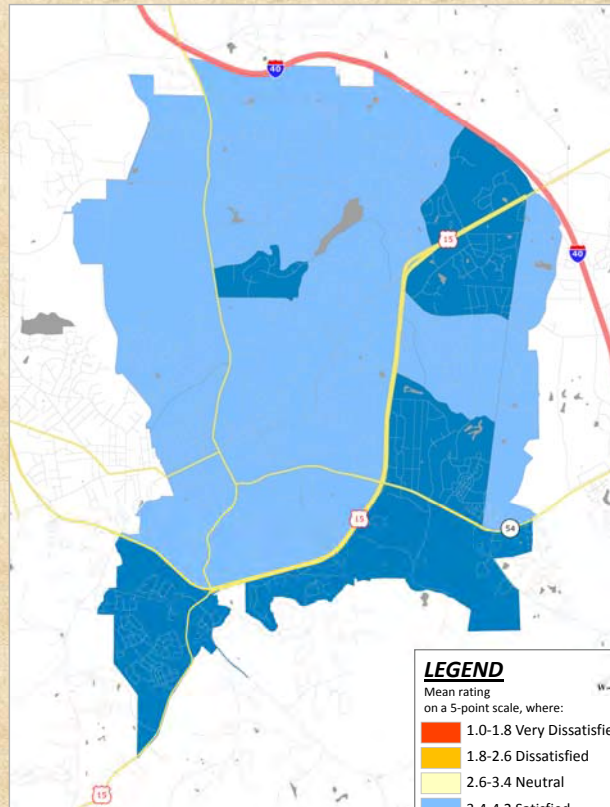
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q4c. Fire safety education programs.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

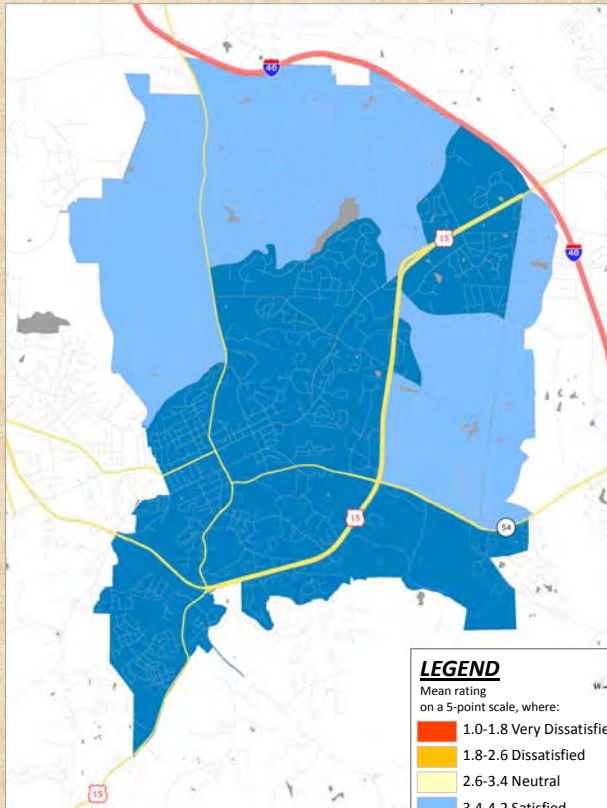
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q4d. Fire safety you feel while visiting business or restaurants.**



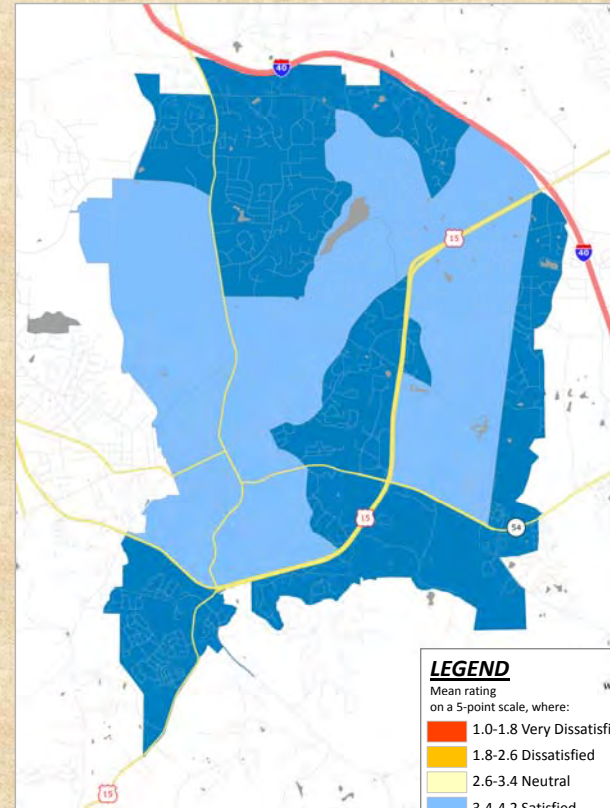
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5a. Overall quality of local police protection.**



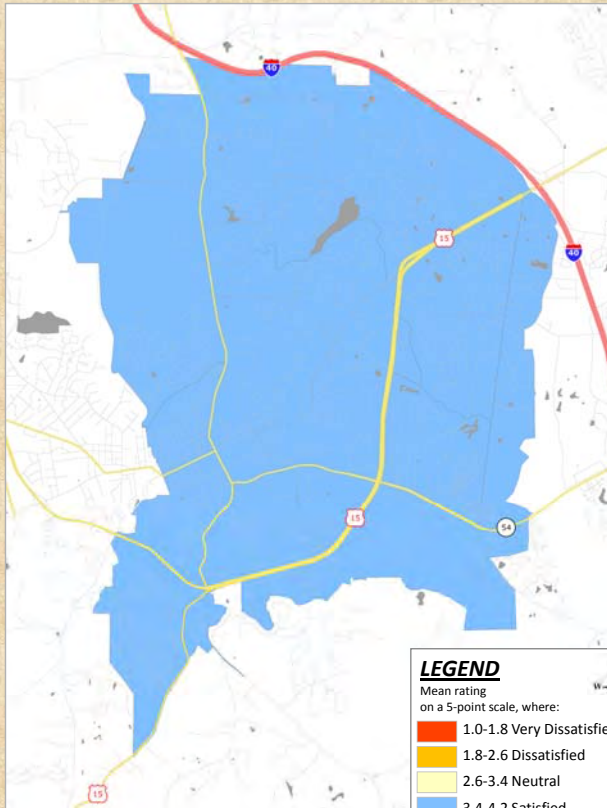
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5b. Visibility of police in neighborhoods.**



**LEGEND**  
Mean rating on a 5-point scale, where:

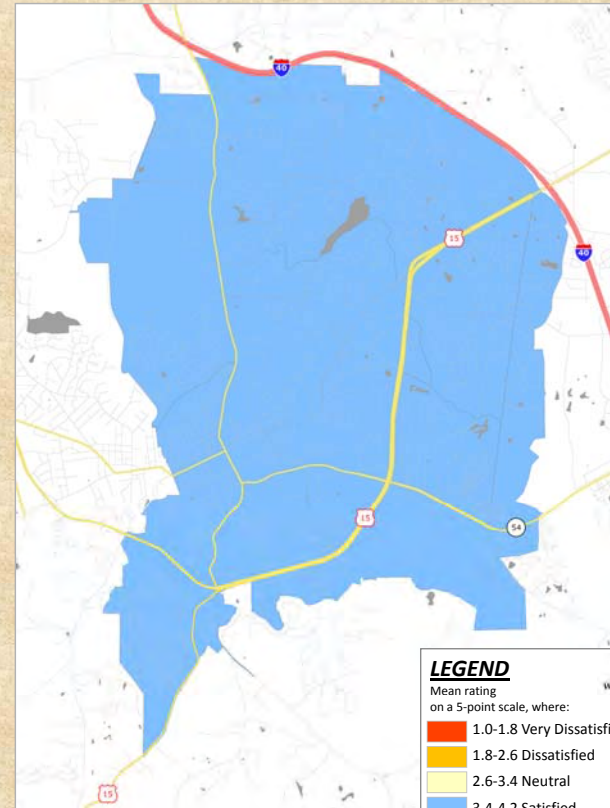
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



**2011 Town of Chapel Hill  
Community Survey**


Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5c. Efforts to prevent crime.**



**LEGEND**  
Mean rating on a 5-point scale, where:

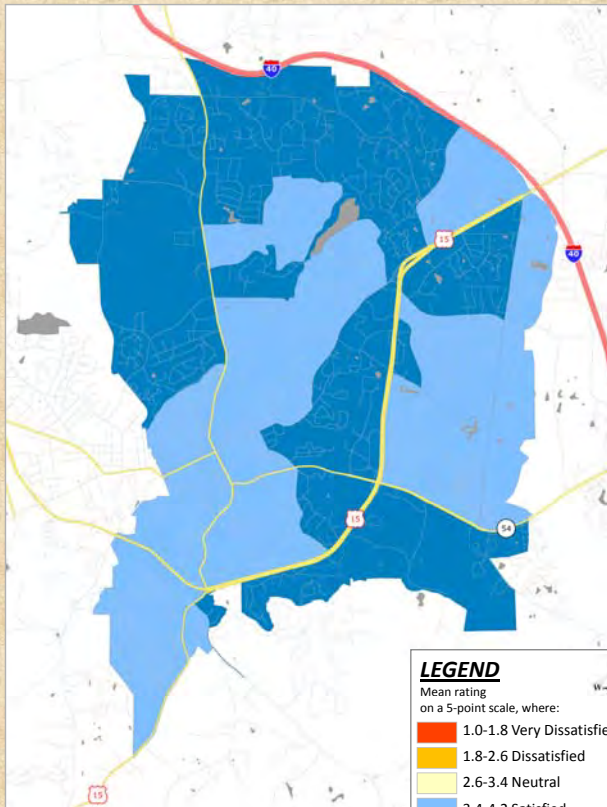
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5d. How quickly police respond to emergencies.**



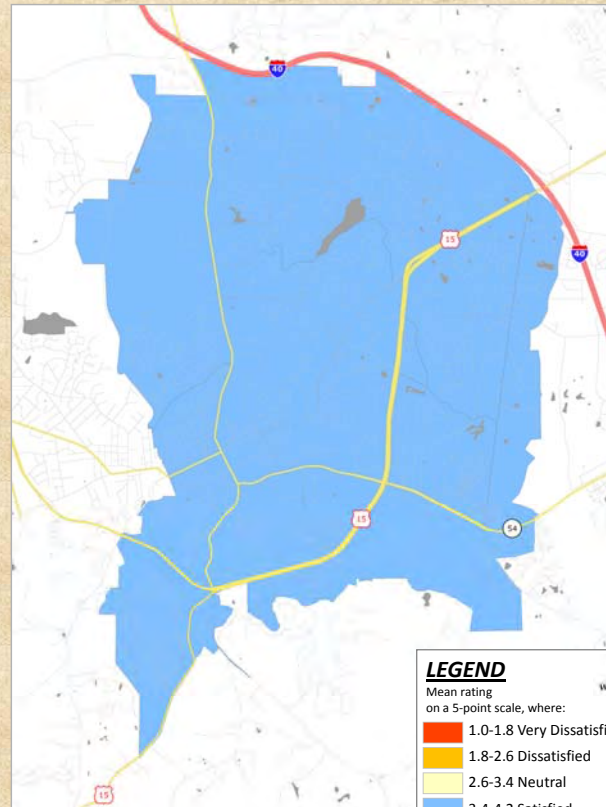
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5e. Enforcement of local traffic laws.**



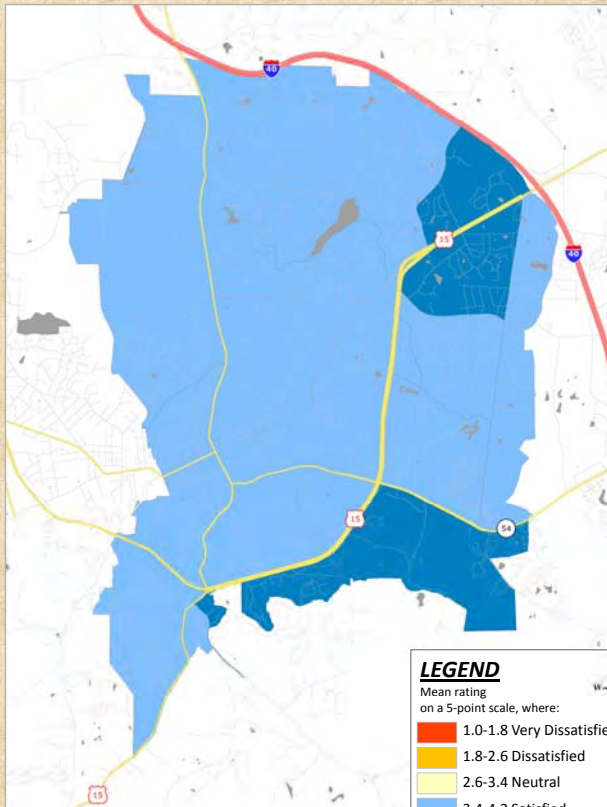
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5f. Police safety education programs.**



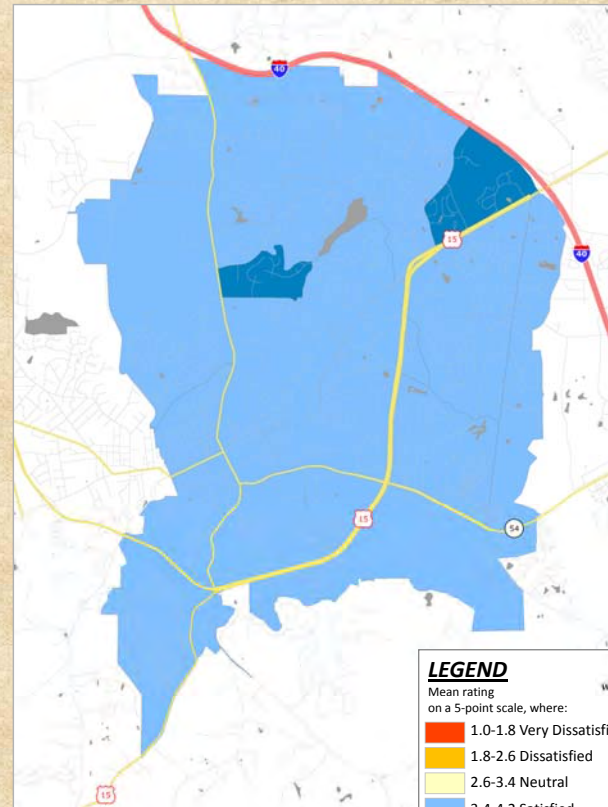
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5g. Overall performance of police department.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

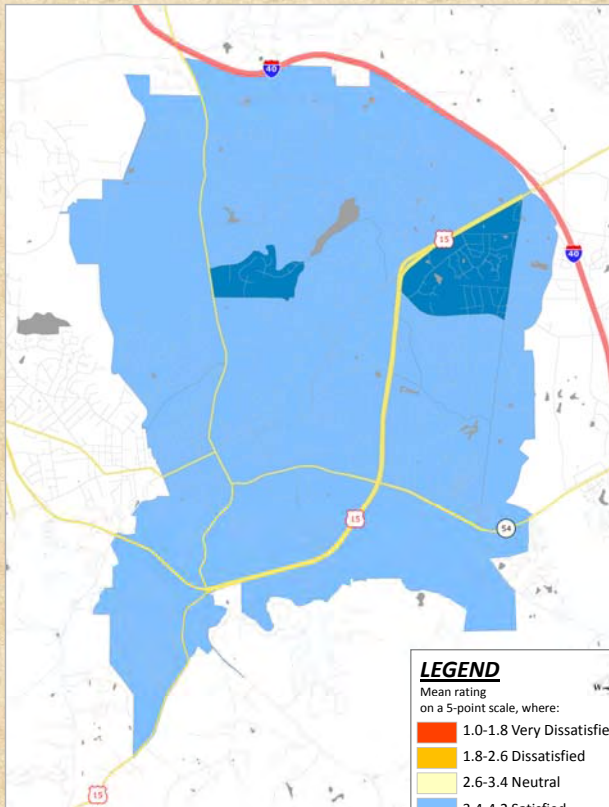
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q5h. Attitude of police behavior toward residents.**



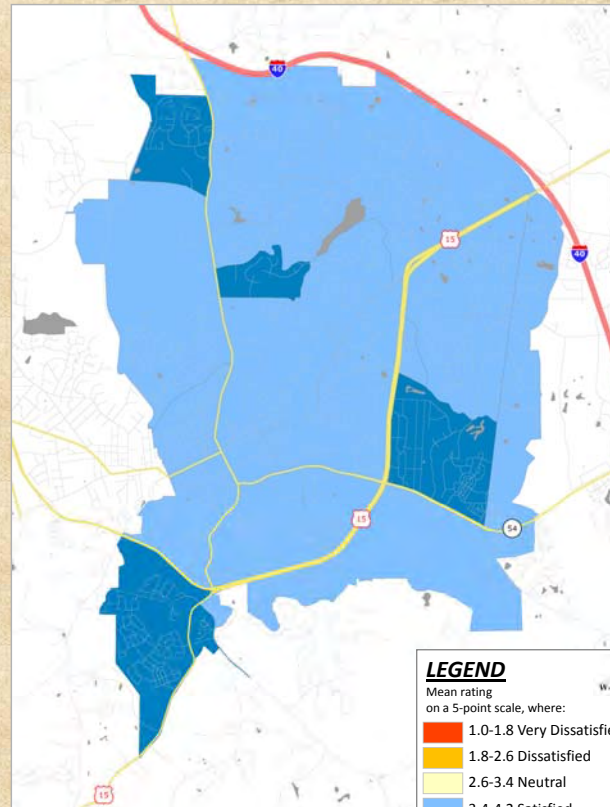
**LEGEND**  
 Mean rating on a 5-point scale, where:

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5i. Level of safety and security in your neighborhood.**



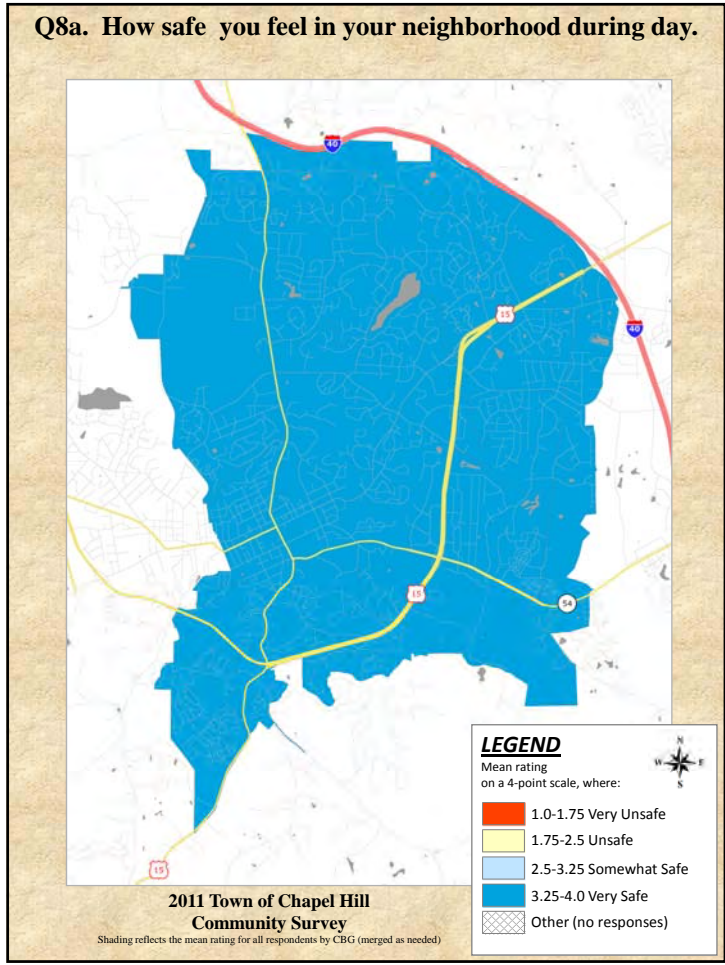
**LEGEND**  
 Mean rating on a 5-point scale, where:

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

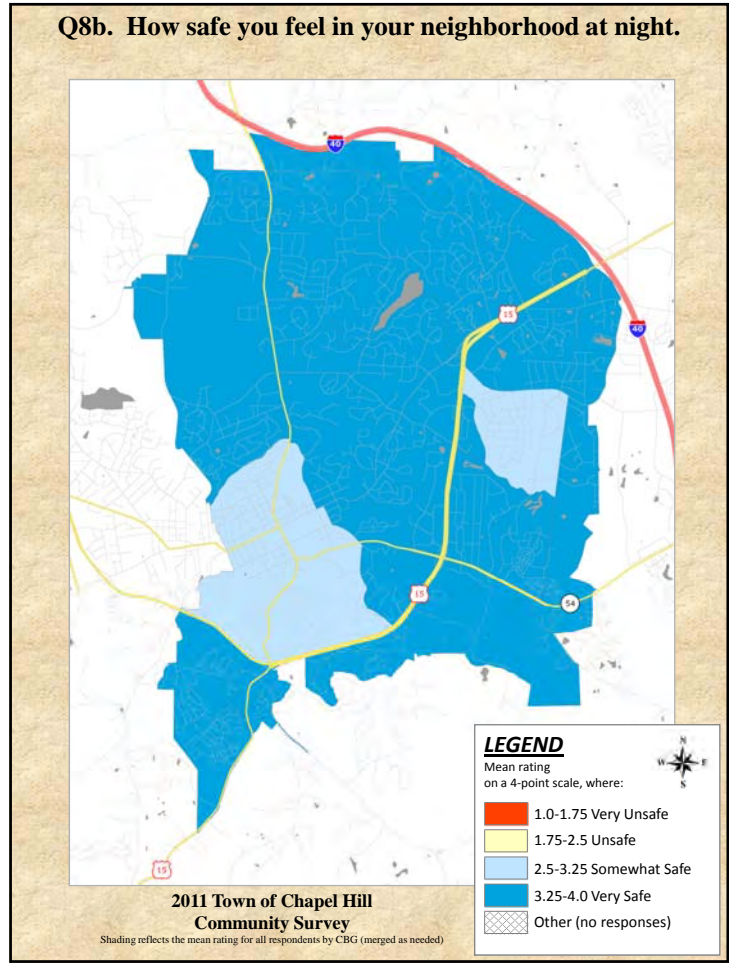
**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

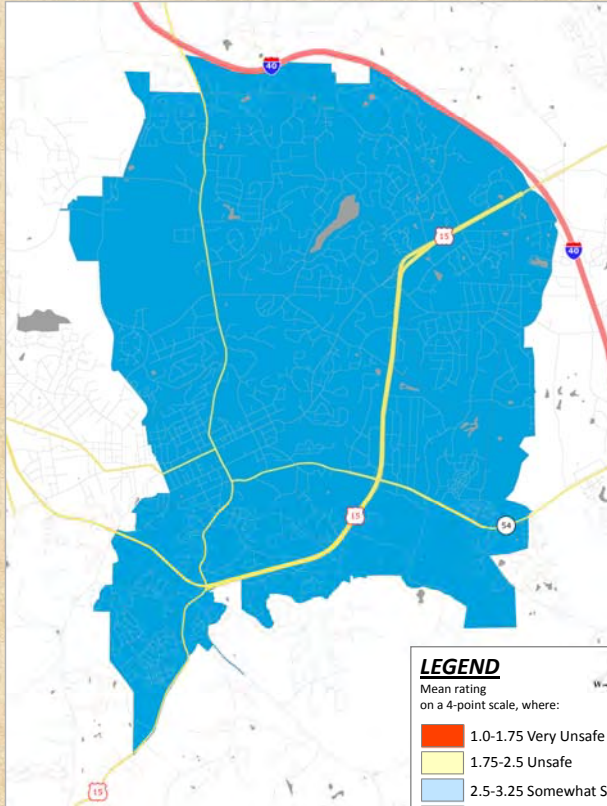
**Q8a. How safe you feel in your neighborhood during day.**



**Q8b. How safe you feel in your neighborhood at night.**



**Q8c. How safe you feel in Downtown Chapel Hill during the day.**



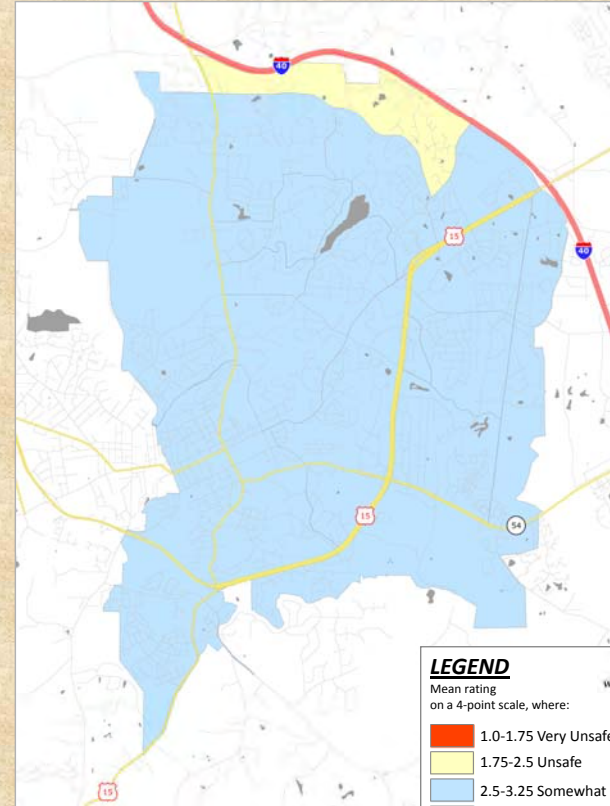
**LEGEND**  
 Mean rating on a 4-point scale, where:

- 1.0-1.75 Very Unsafe
- 1.75-2.5 Unsafe
- 2.5-3.25 Somewhat Safe
- 3.25-4.0 Very Safe
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q8d. How safe you feel in Downtown Chapel Hill at night.**



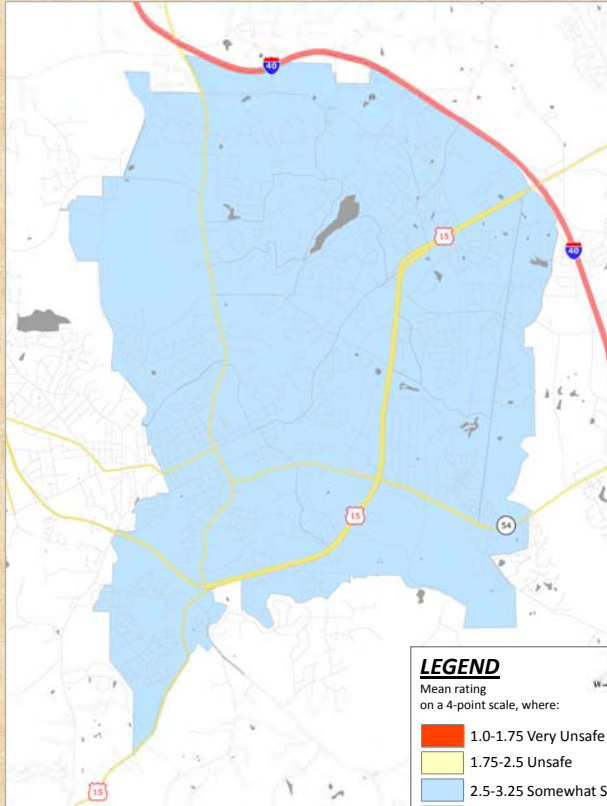
**LEGEND**  
 Mean rating on a 4-point scale, where:

- 1.0-1.75 Very Unsafe
- 1.75-2.5 Unsafe
- 2.5-3.25 Somewhat Safe
- 3.25-4.0 Very Safe
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

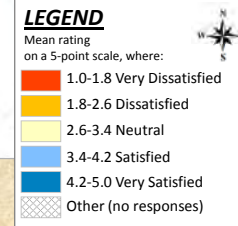
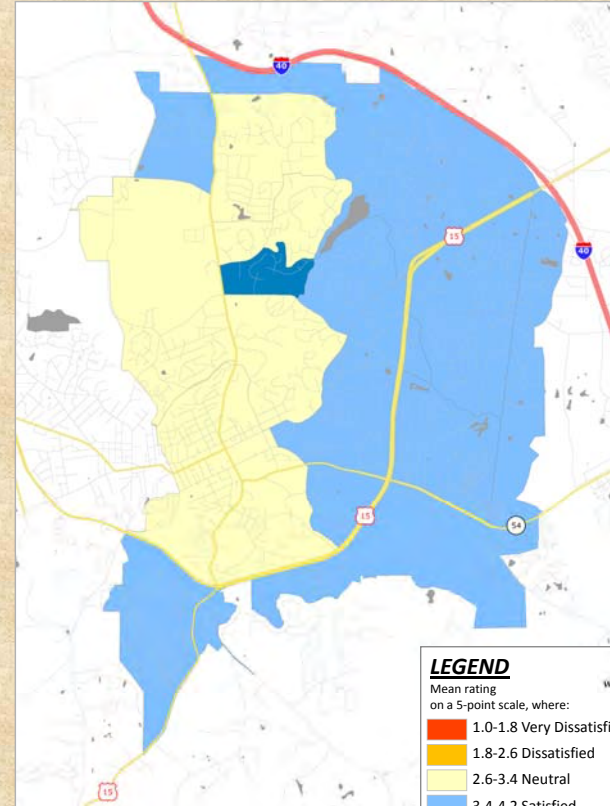
**Q8e. How safe you feel Patronizing bars and clubs in Chapel Hill.**



**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q9a. Enforcing cleanup of litter and debris on private property.**

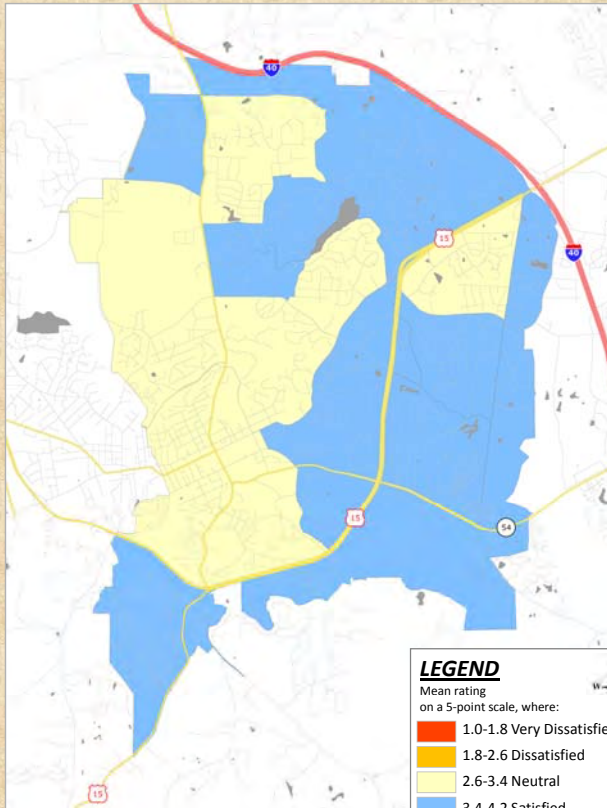


**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q9b. Enforcing mowing and trimming of property.**



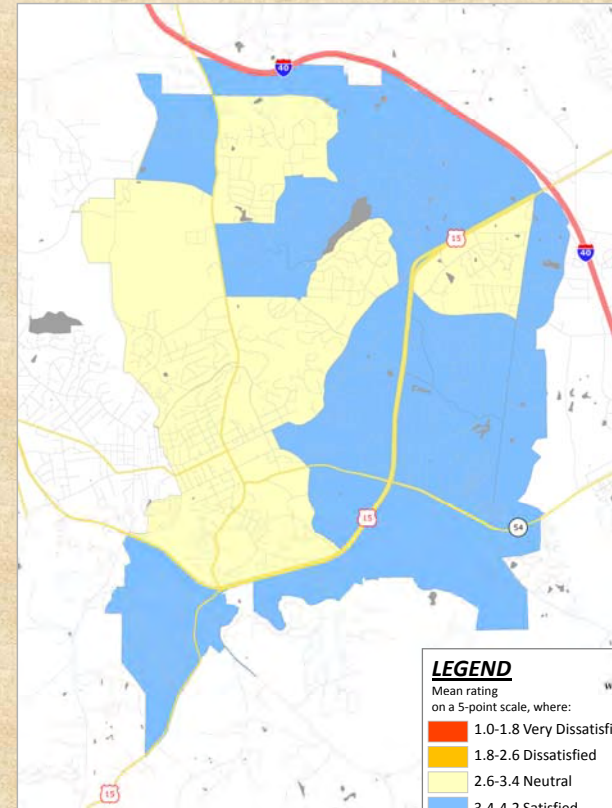
**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
Mean rating on a 5-point scale, where:

Orange	1.0-1.8 Very Dissatisfied
Yellow	1.8-2.6 Dissatisfied
Light Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**Q9c. Enforcing maintenance of residential property (exterior of homes).**



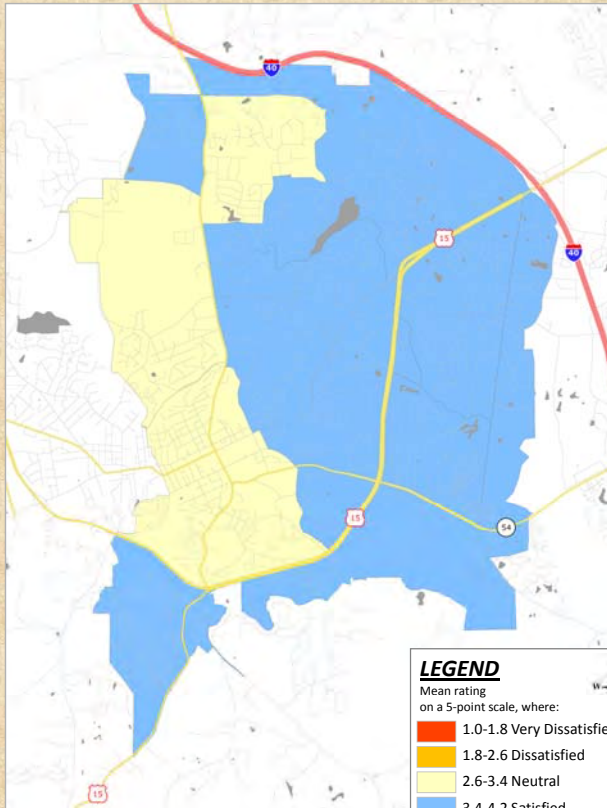
**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
Mean rating on a 5-point scale, where:

Orange	1.0-1.8 Very Dissatisfied
Yellow	1.8-2.6 Dissatisfied
Light Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**Q9d. Enforcing maintenance of business property.**



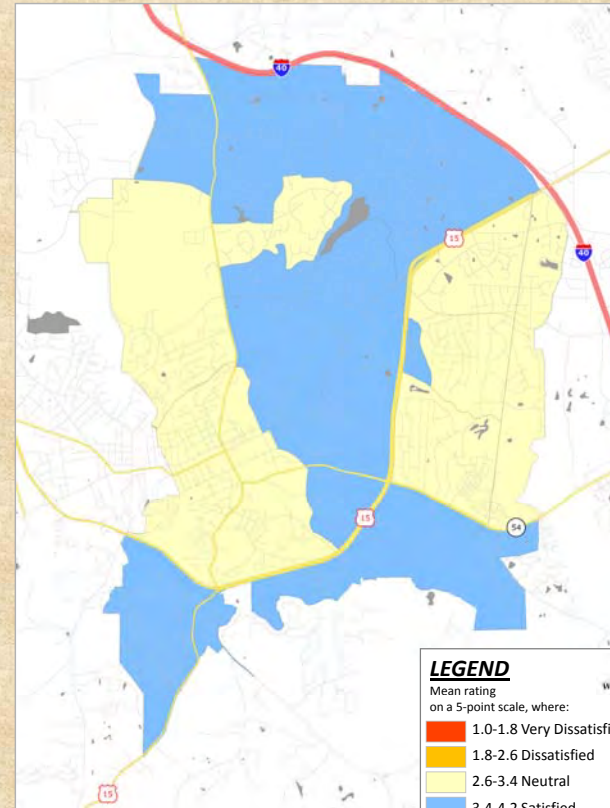
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q9e. Enforcing parking-residential neighborhoods.**



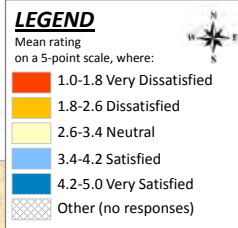
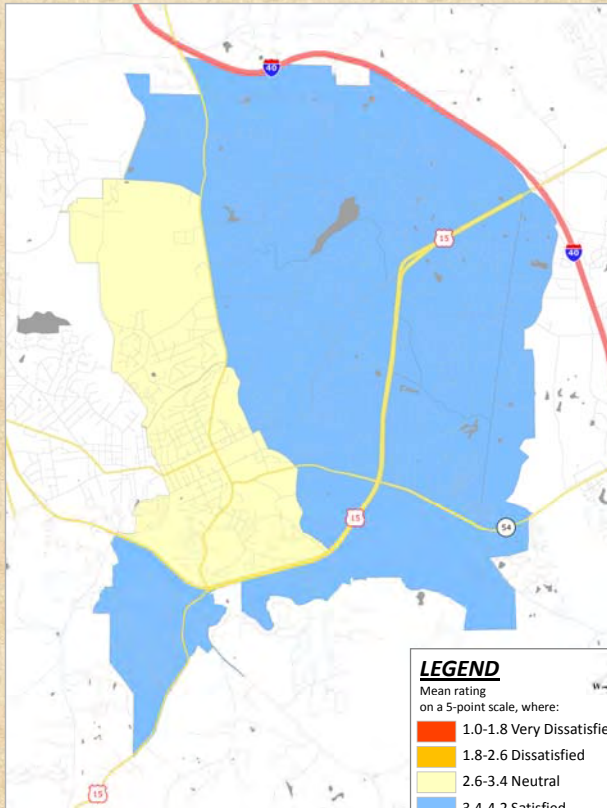
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

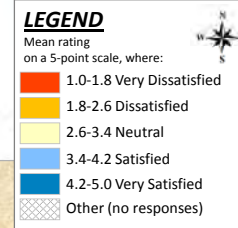
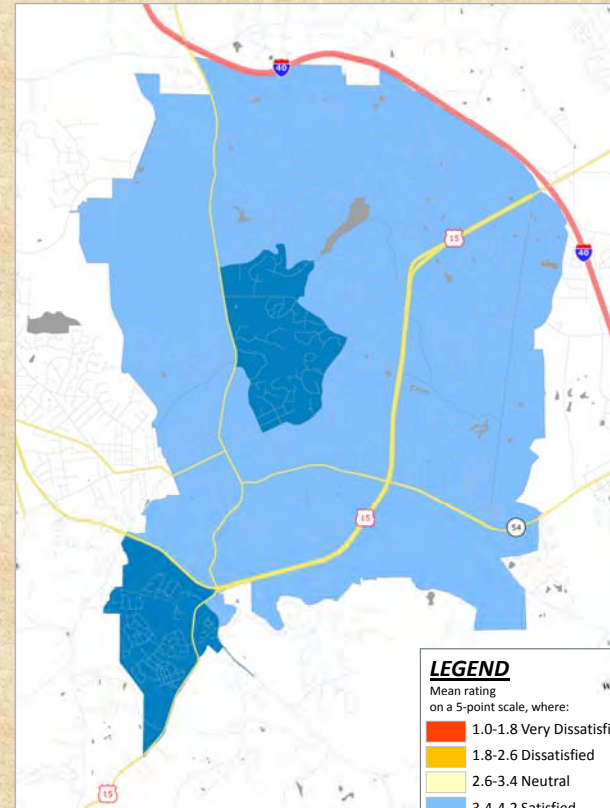
**Q9f. Enforcing sign regulations.**



**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

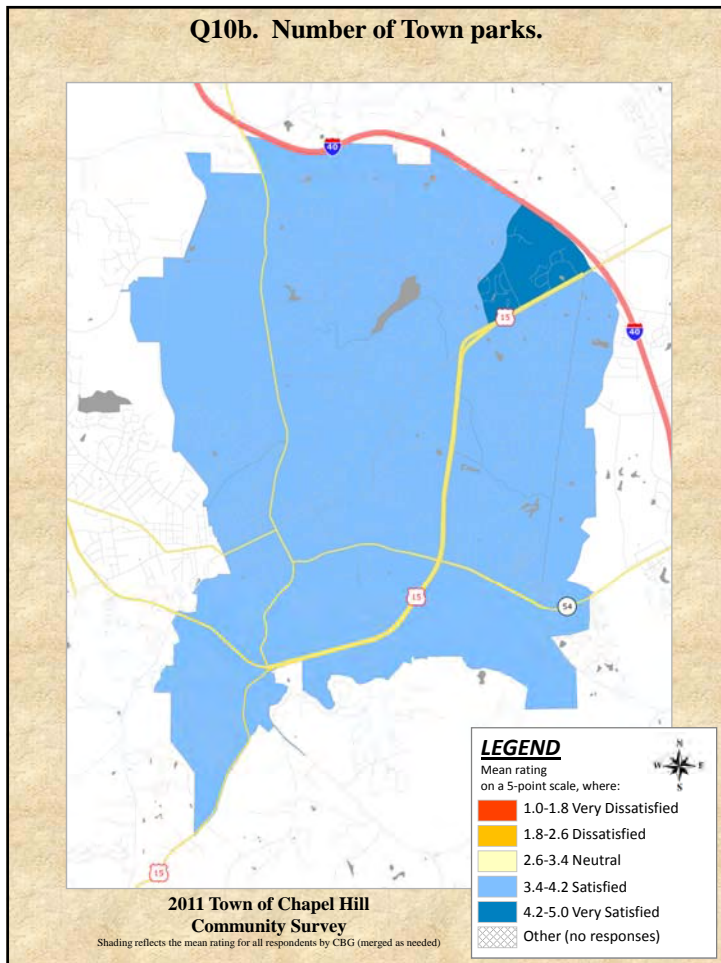
**Q10a. Maintenance of Town parks.**



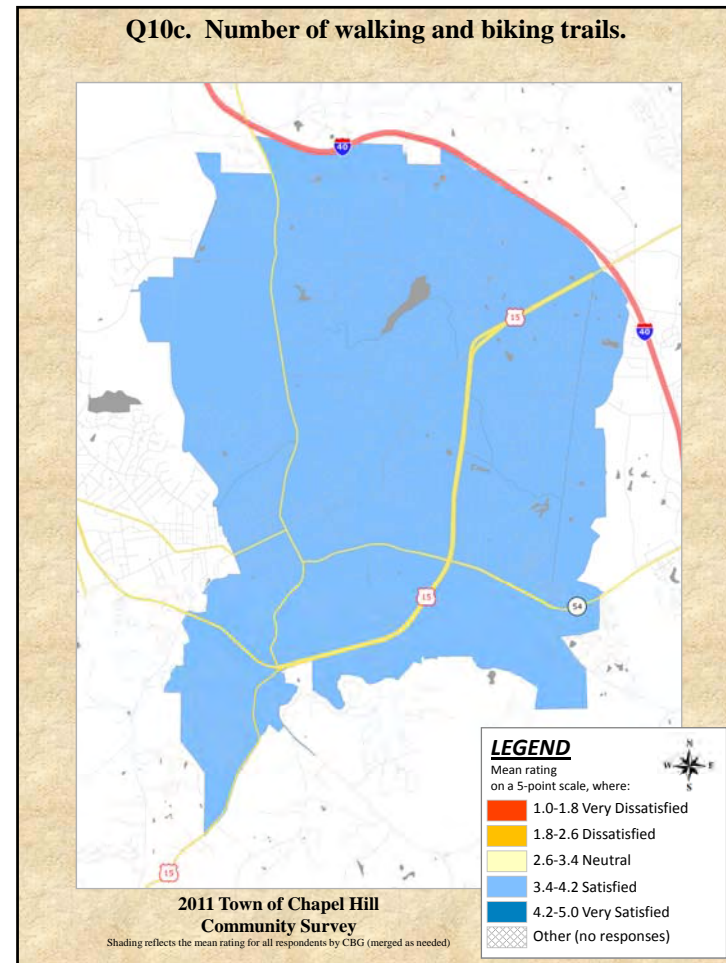
**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

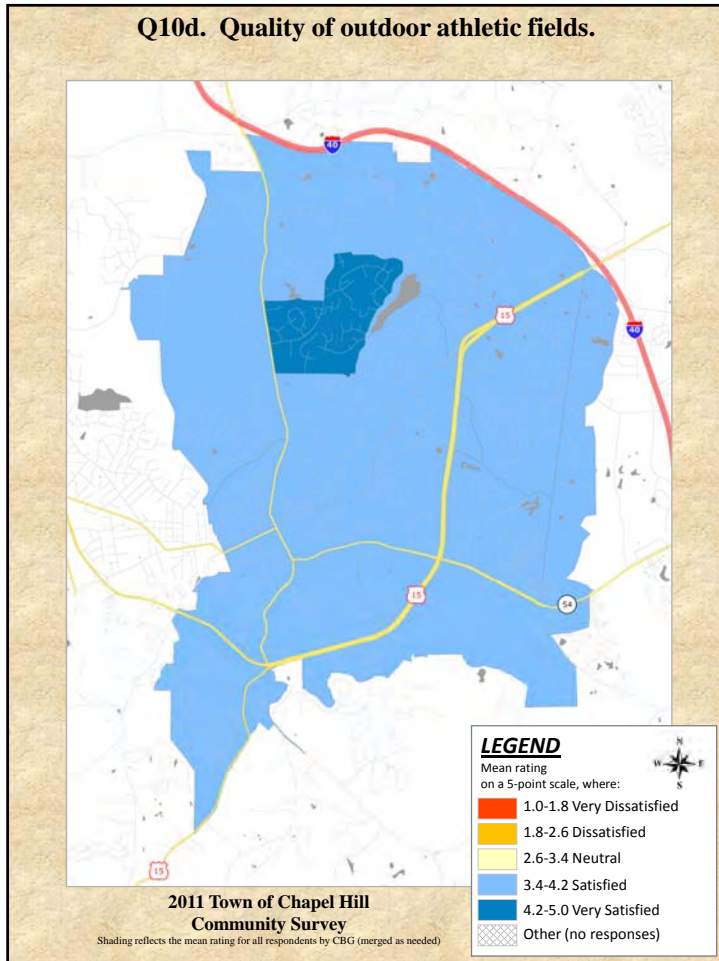
**Q10b. Number of Town parks.**



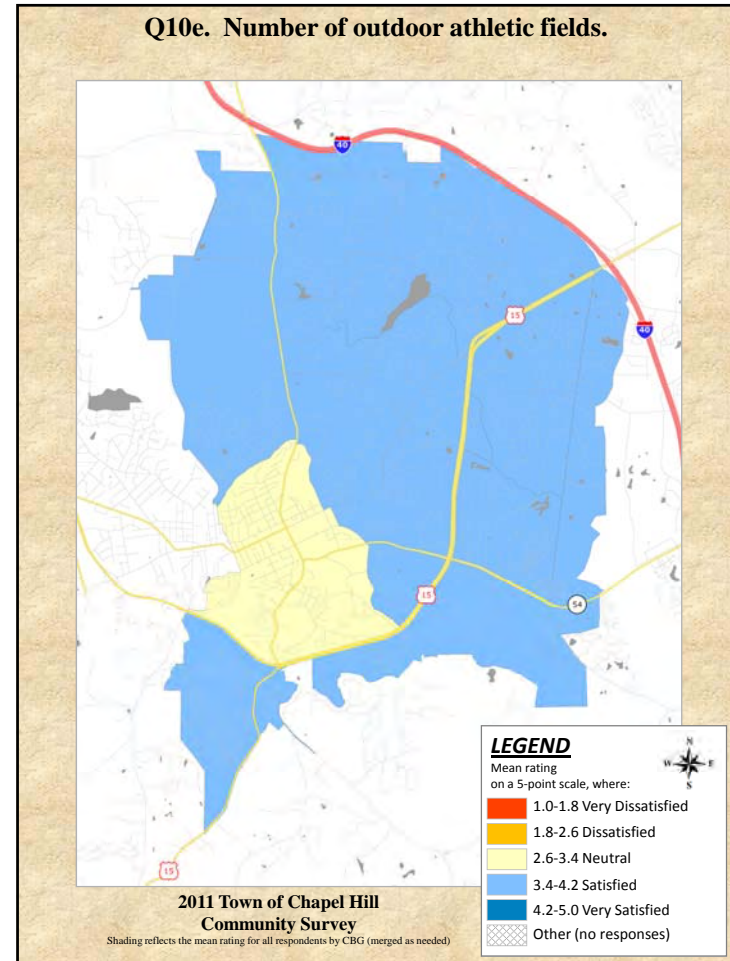
**Q10c. Number of walking and biking trails.**



**Q10d. Quality of outdoor athletic fields.**

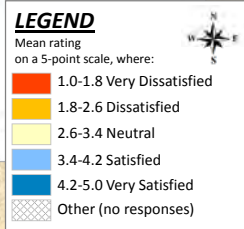
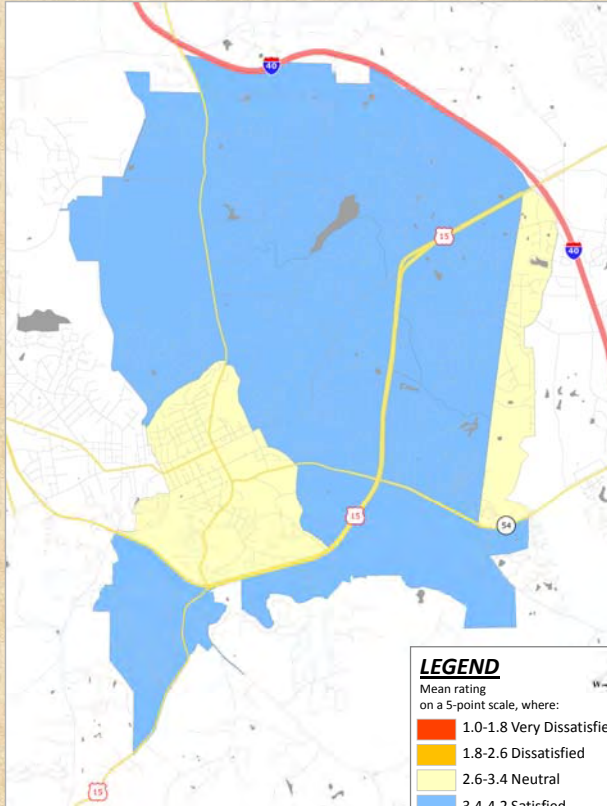


**Q10e. Number of outdoor athletic fields.**





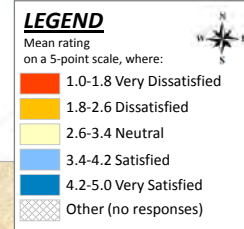
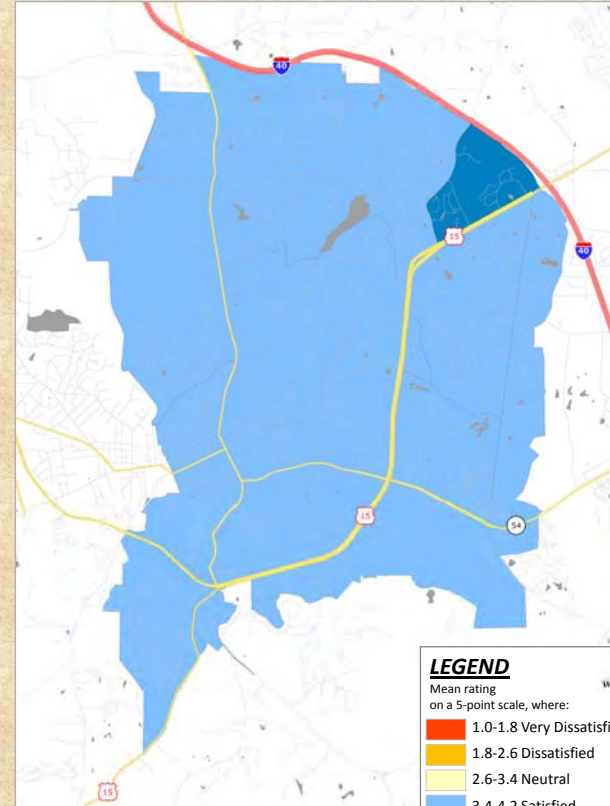
**Q10f. Availability of information about  
Town parks and recreation.**



**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

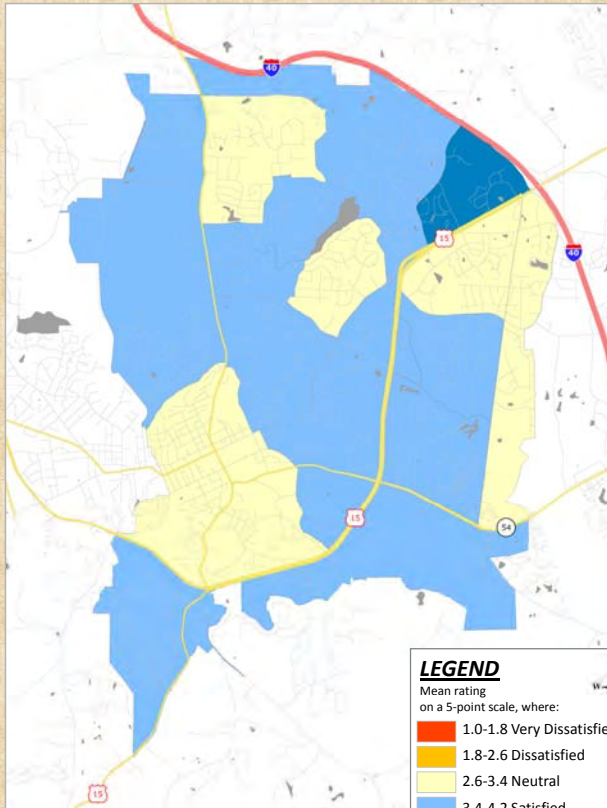
**Q10g. The Town's youth athletic programs.**



**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10h. The Town's adult athletic programs.**



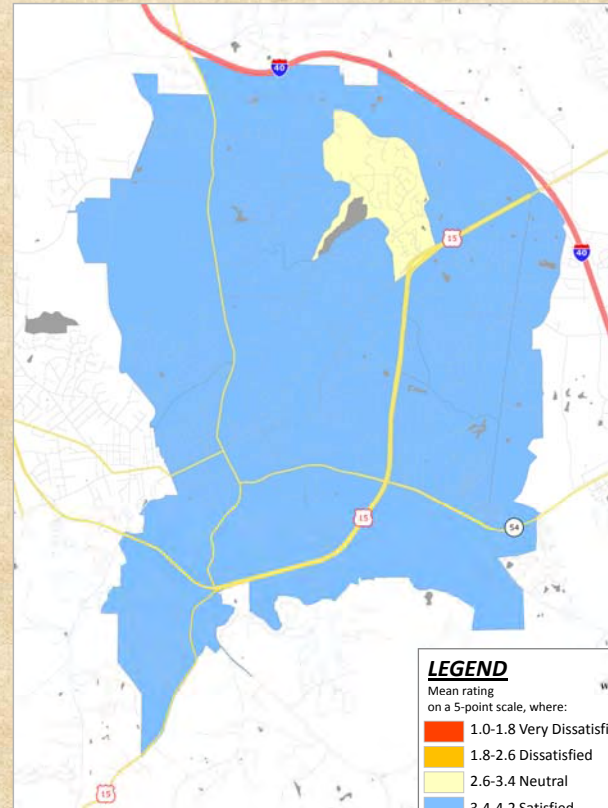
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10i. Town special events and festivals.**



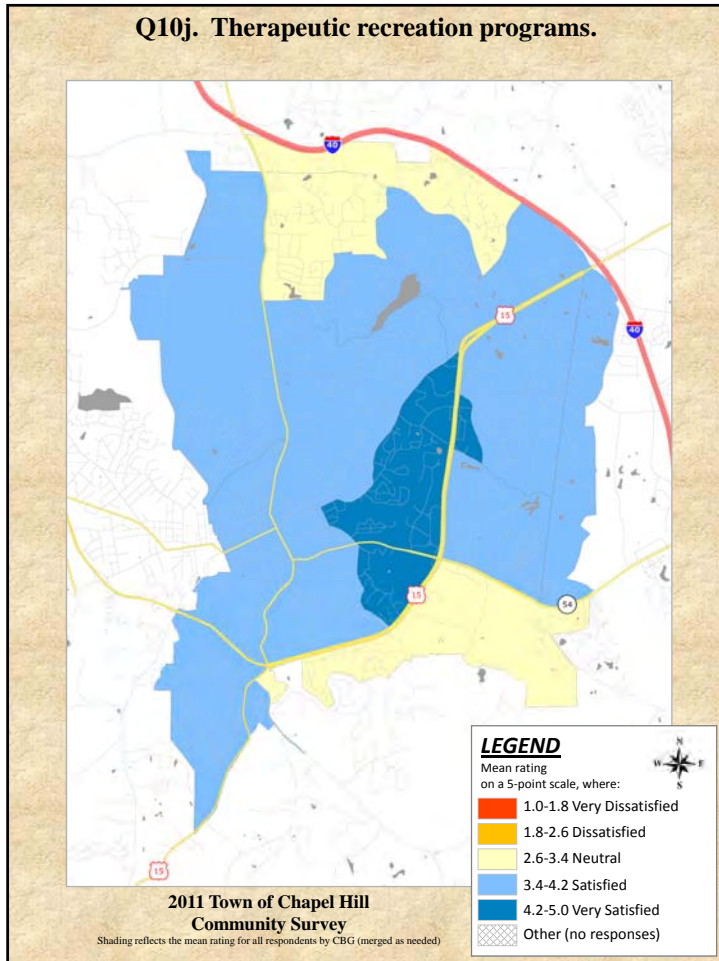
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

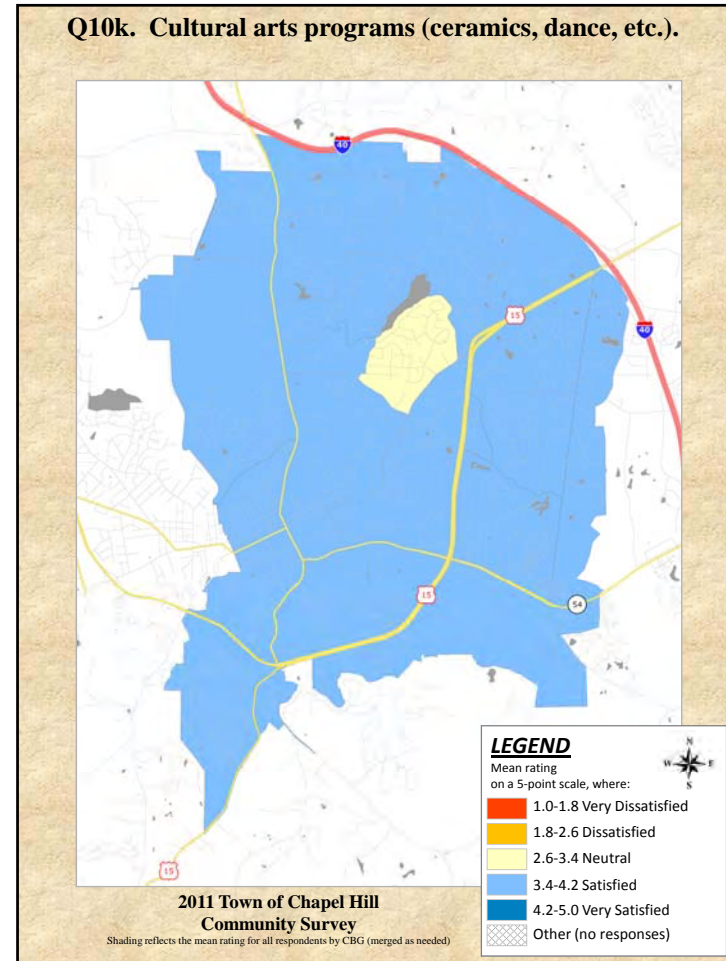
**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10j. Therapeutic recreation programs.**

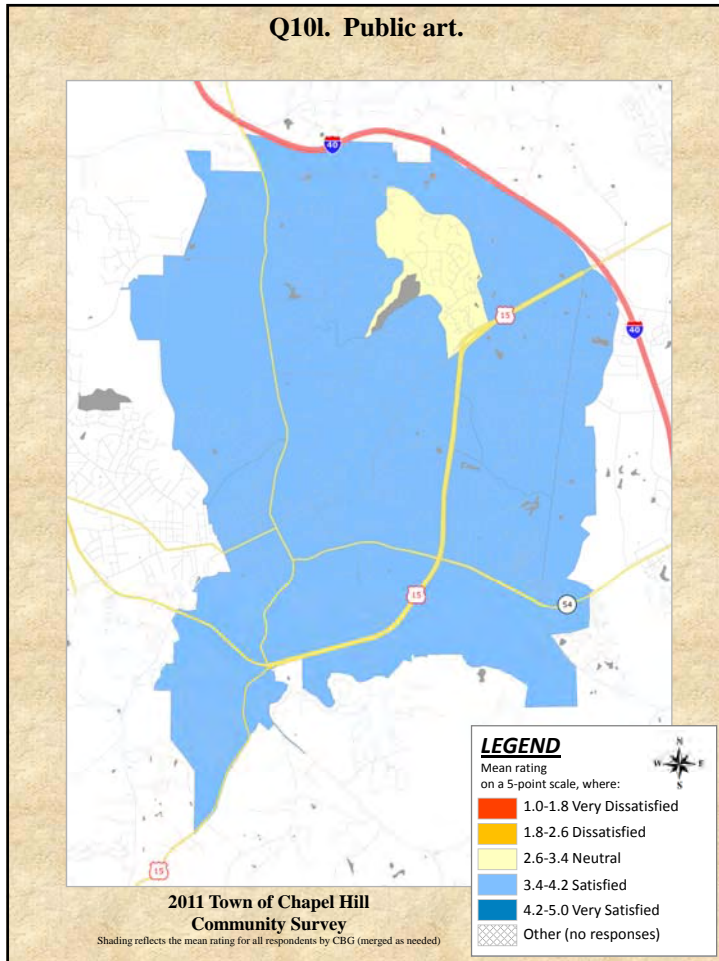


**Q10k. Cultural arts programs (ceramics, dance, etc.).**

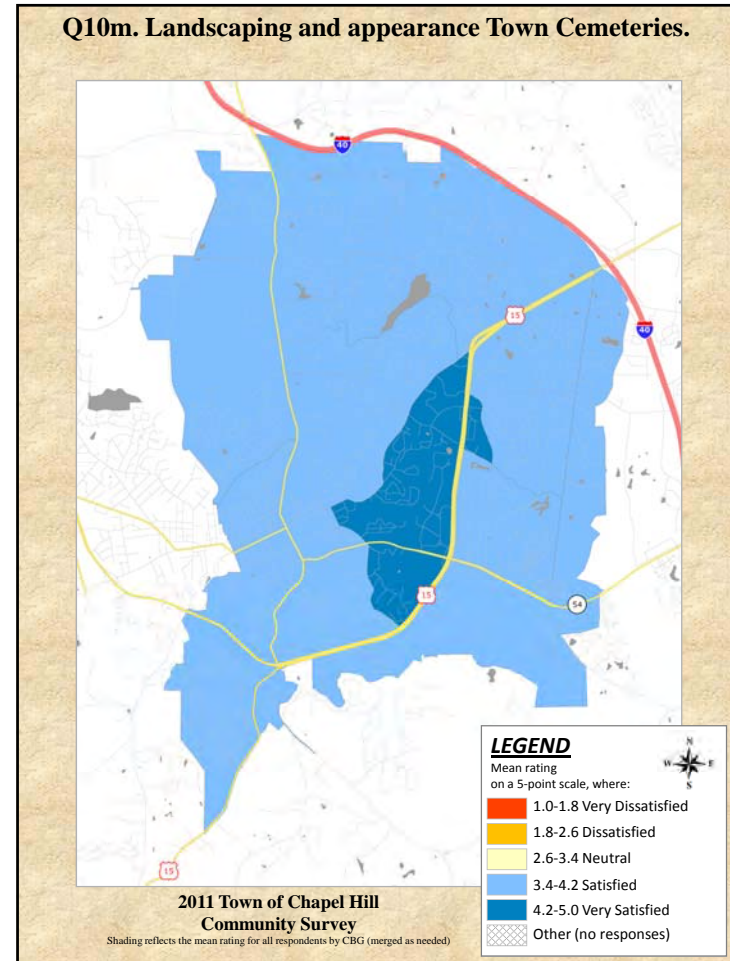




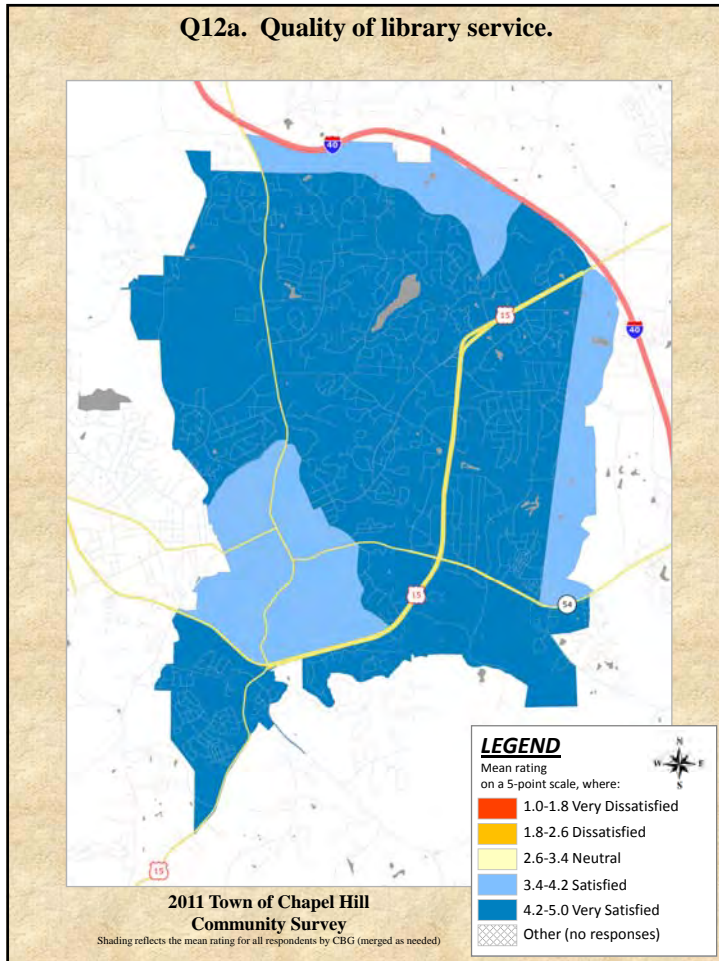
**Q10l. Public art.**



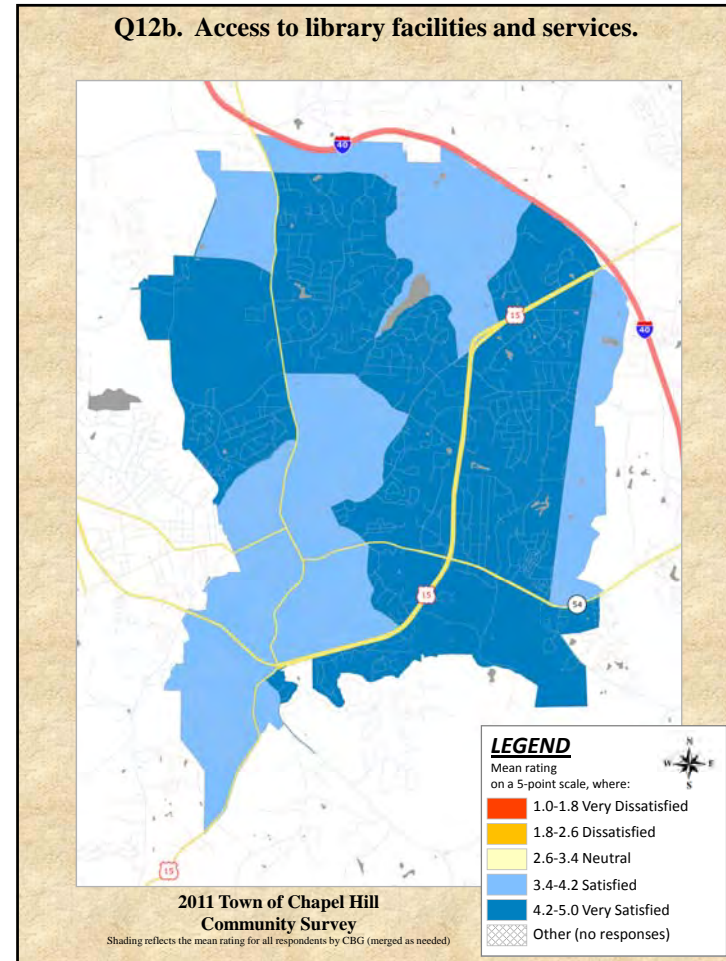
**Q10m. Landscaping and appearance Town Cemeteries.**



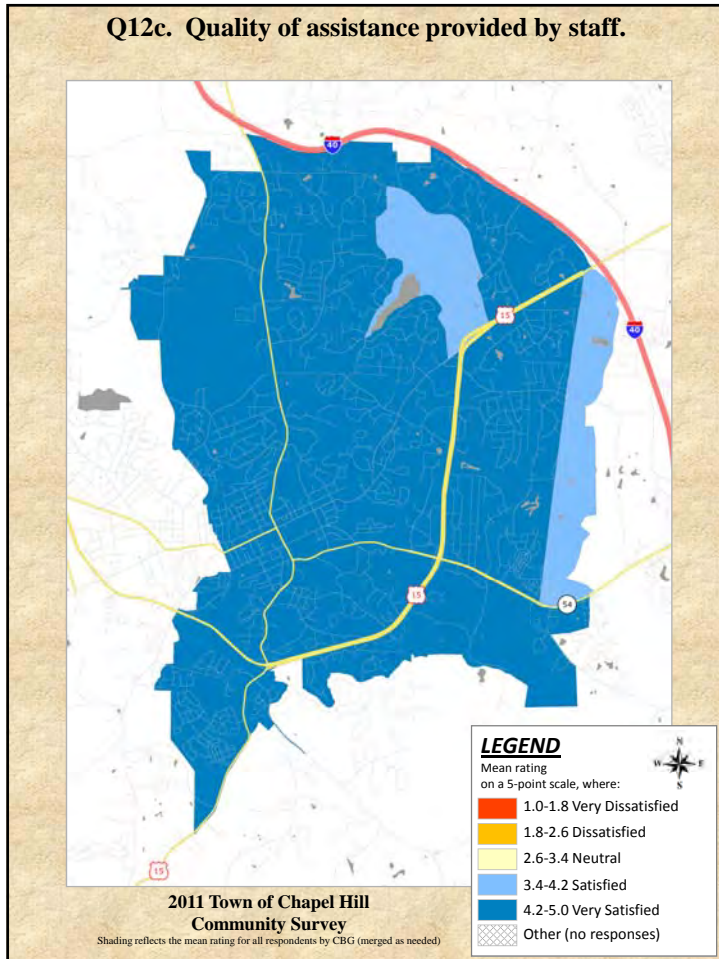
**Q12a. Quality of library service.**



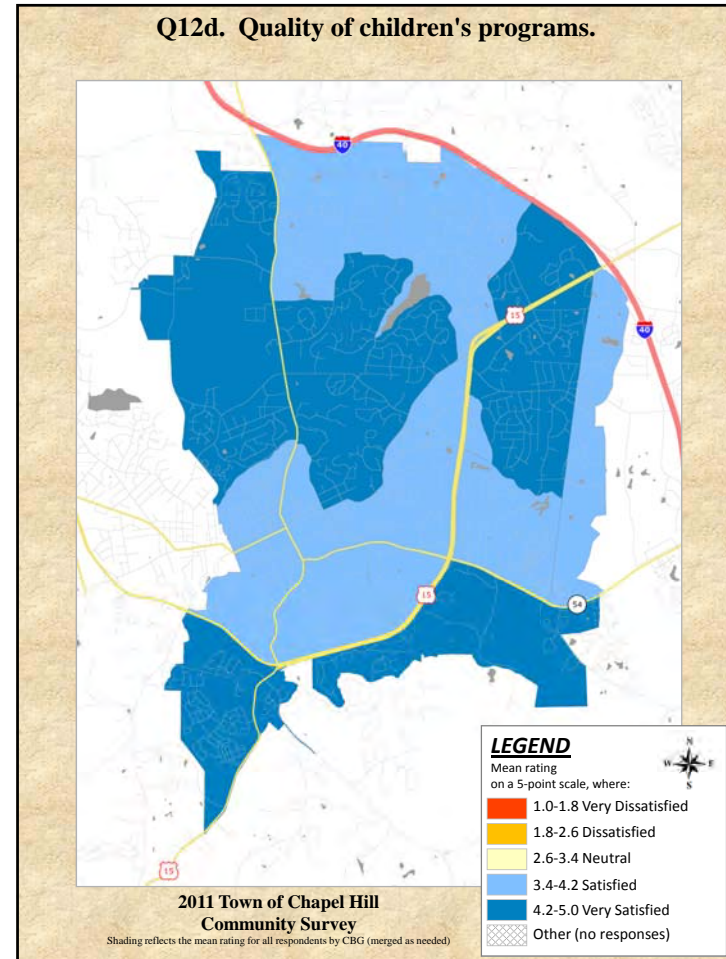
**Q12b. Access to library facilities and services.**



**Q12c. Quality of assistance provided by staff.**

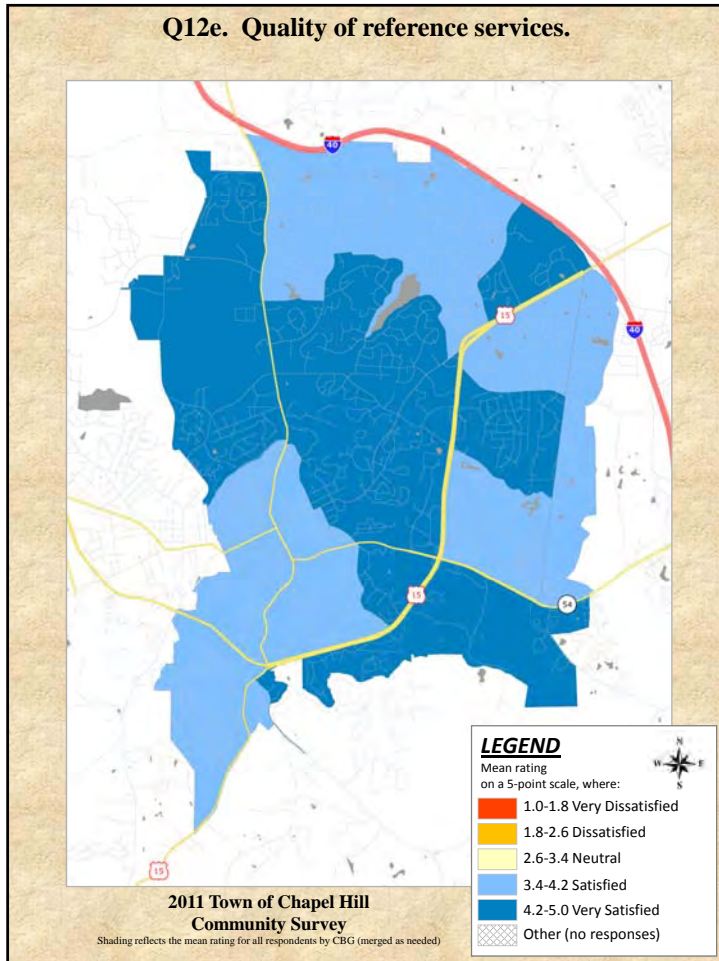


**Q12d. Quality of children's programs.**

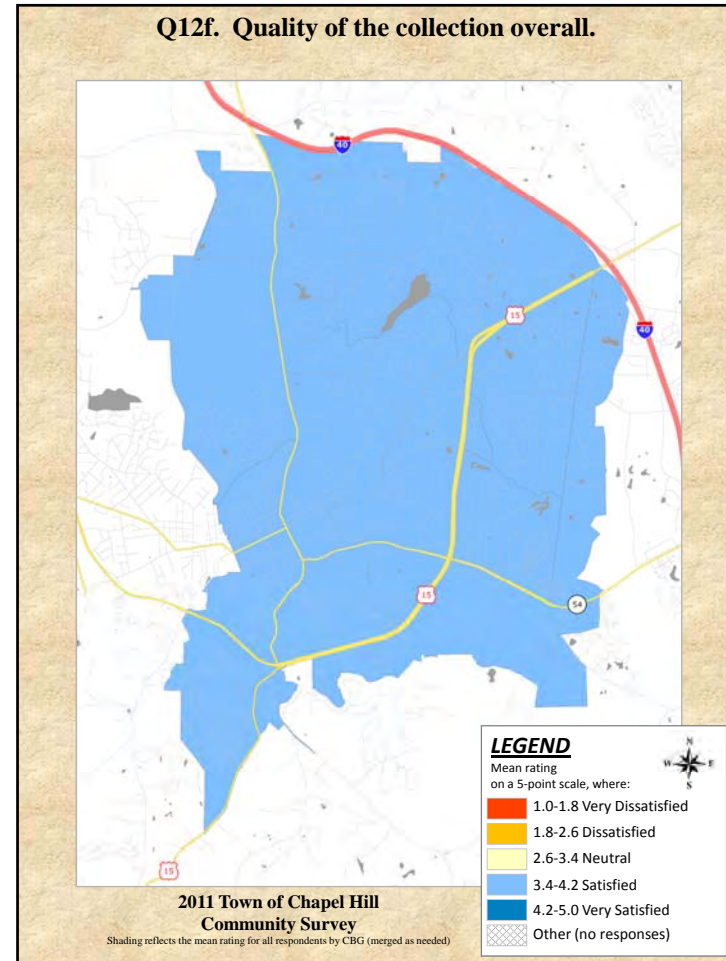




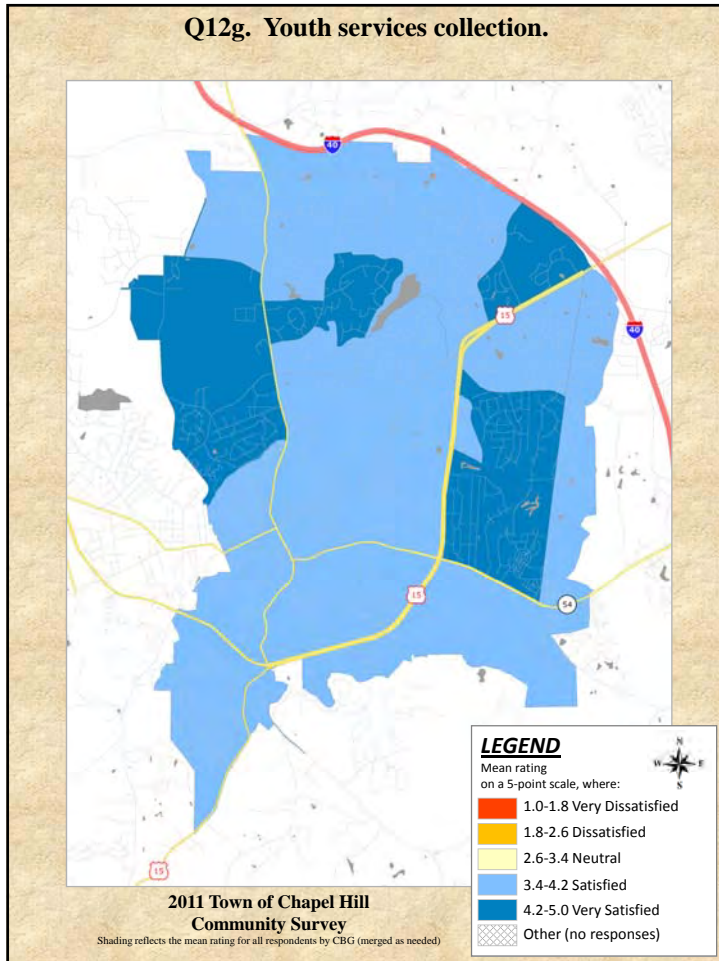
**Q12e. Quality of reference services.**



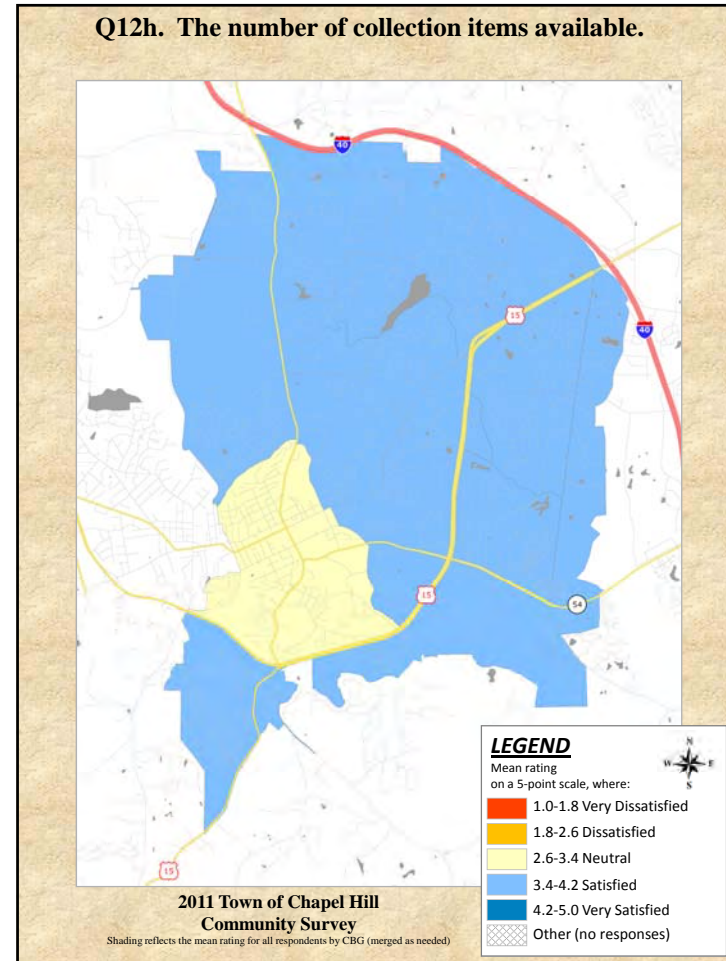
**Q12f. Quality of the collection overall.**



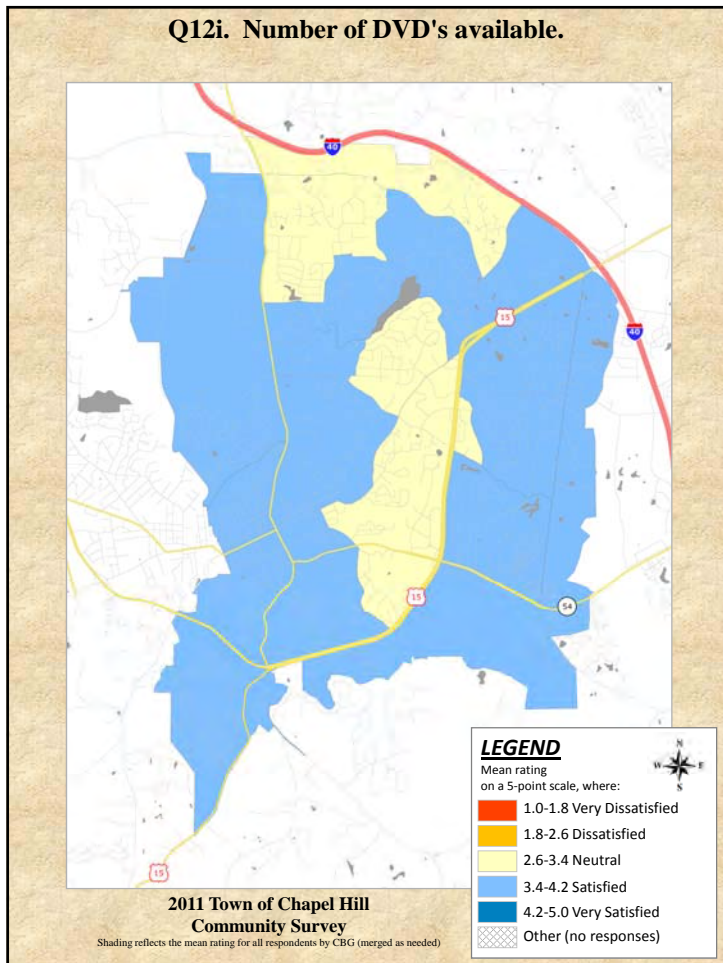
**Q12g. Youth services collection.**



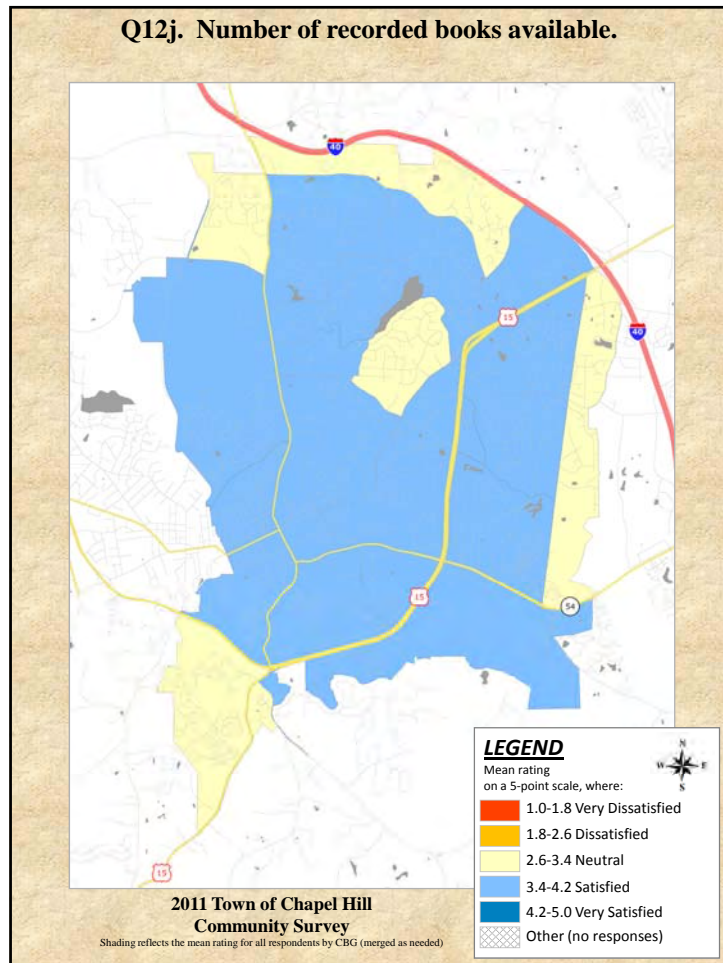
**Q12h. The number of collection items available.**



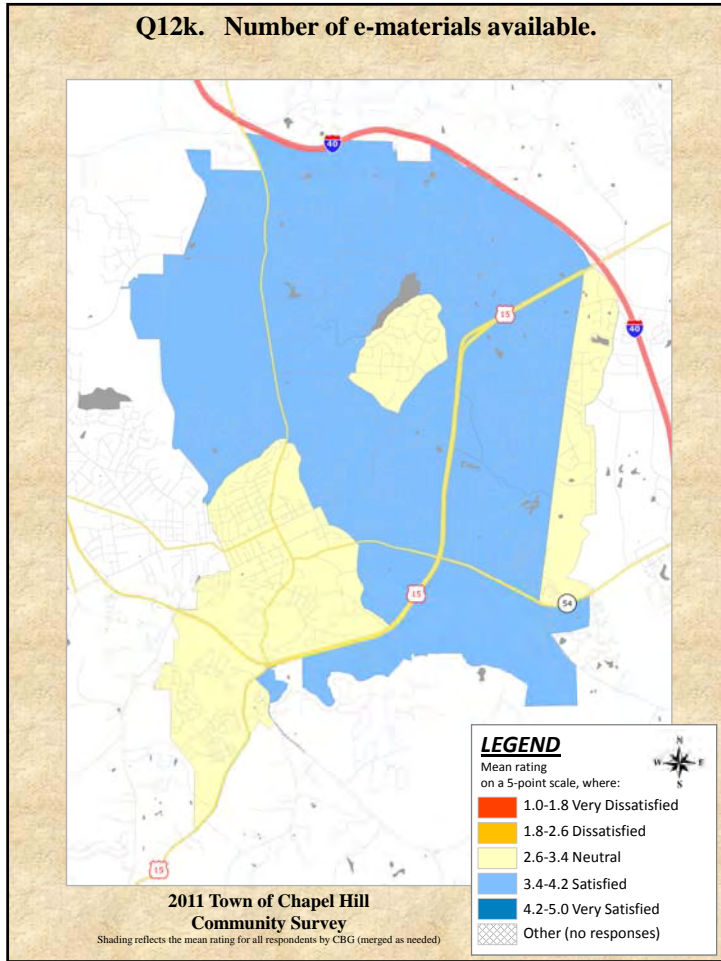
Q12i. Number of DVD's available.



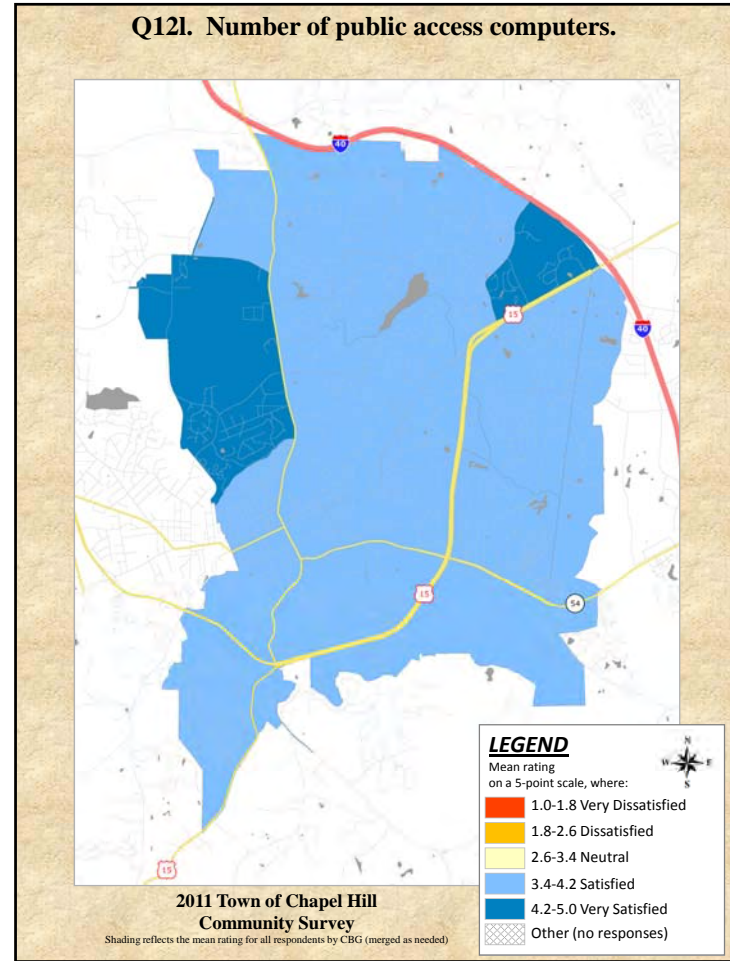
Q12j. Number of recorded books available.



**Q12k. Number of e-materials available.**

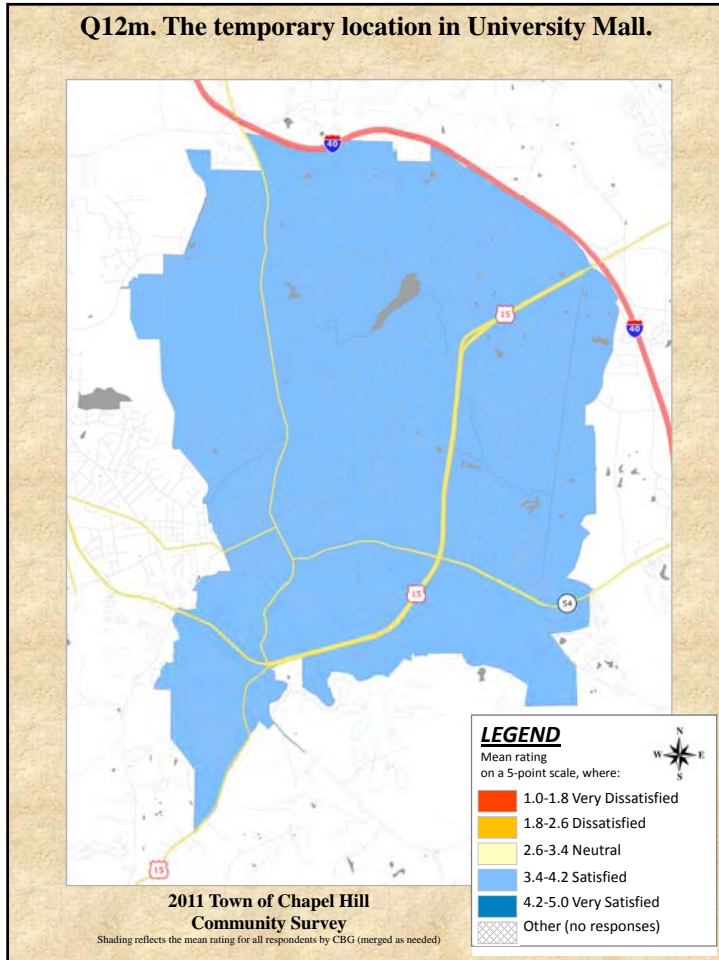


**Q12l. Number of public access computers.**

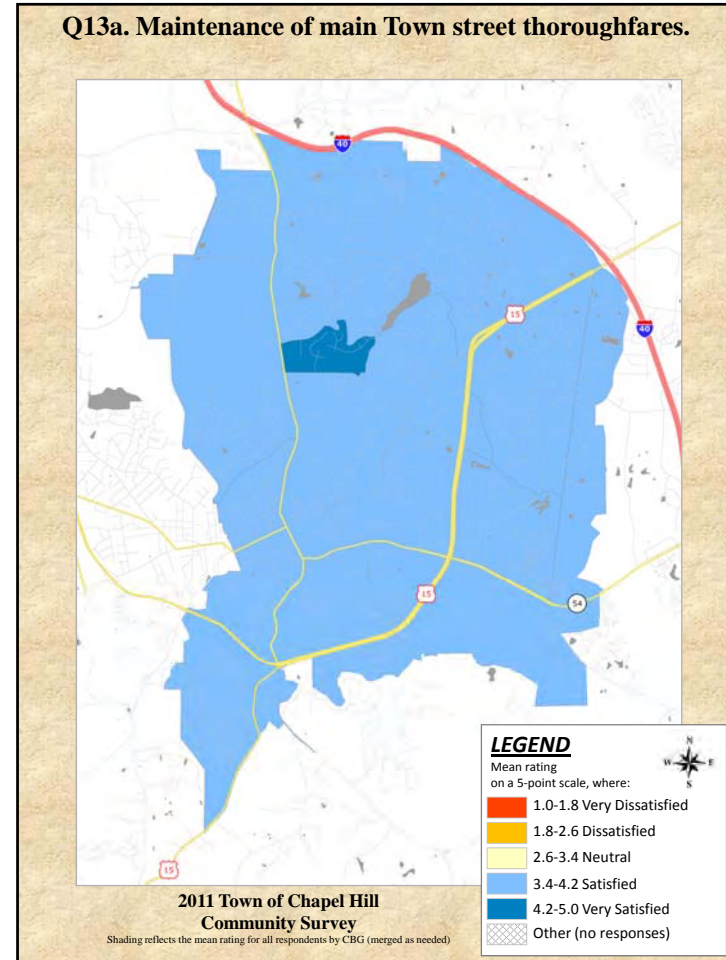




**Q12m. The temporary location in University Mall.**

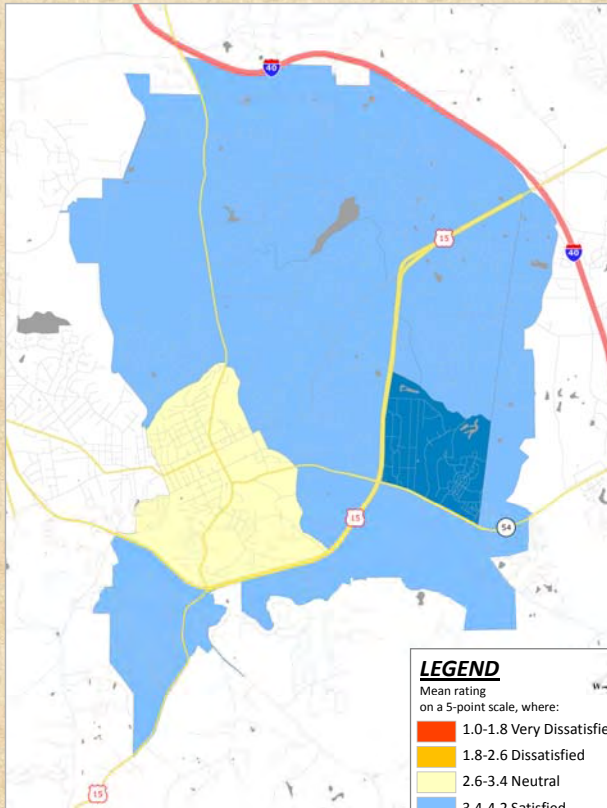


**Q13a. Maintenance of main Town street thoroughfares.**





**Q13b. Maintenance of streets in your neighborhood.**



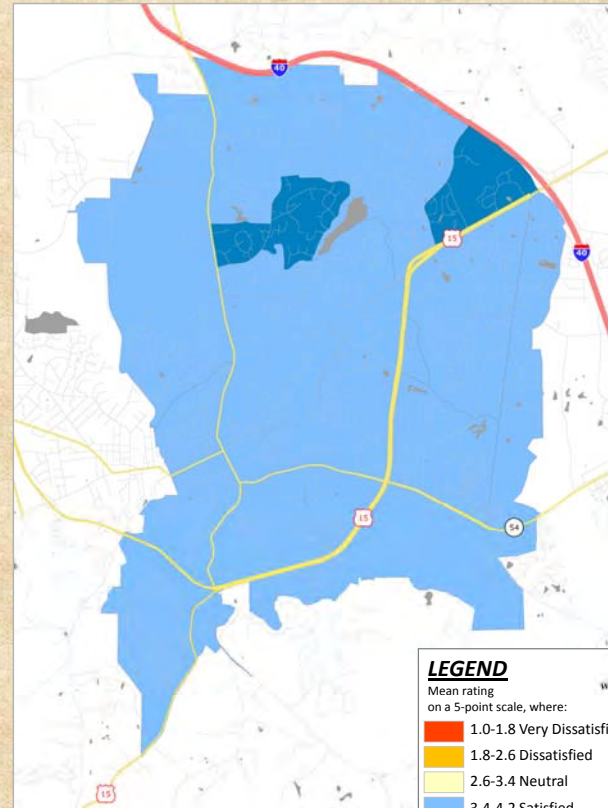
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13c. Maintenance of street signs/pavement markings.**



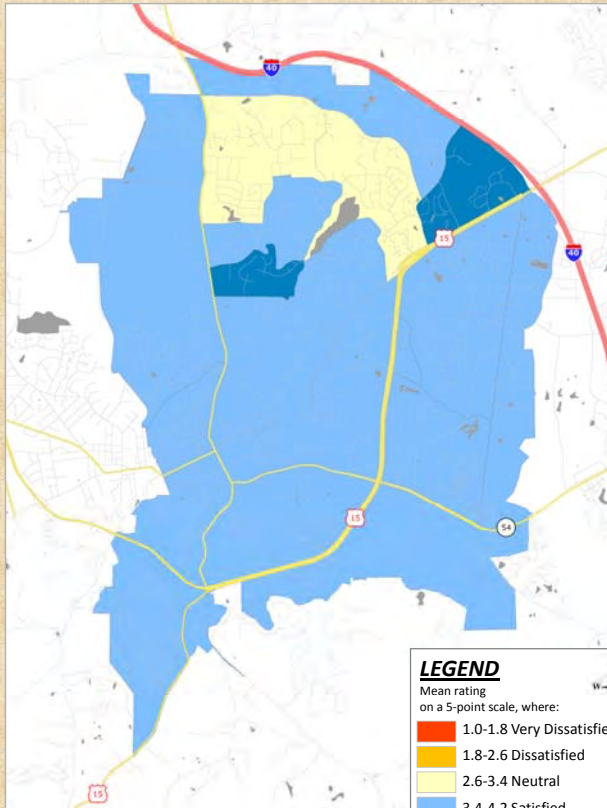
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13d. Maintenance/preservation of downtown.**



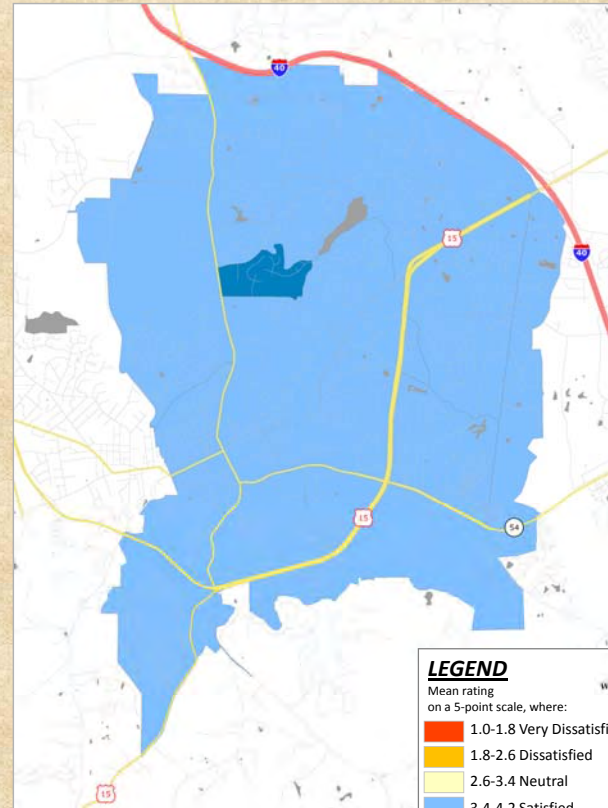
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13e. Overall cleanliness of streets and other public areas.**



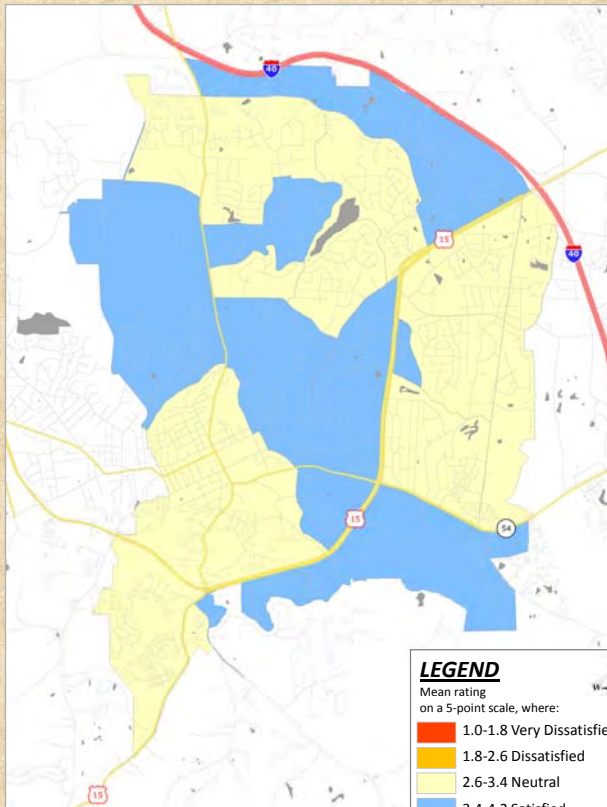
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13f. Adequacy of street lighting.**



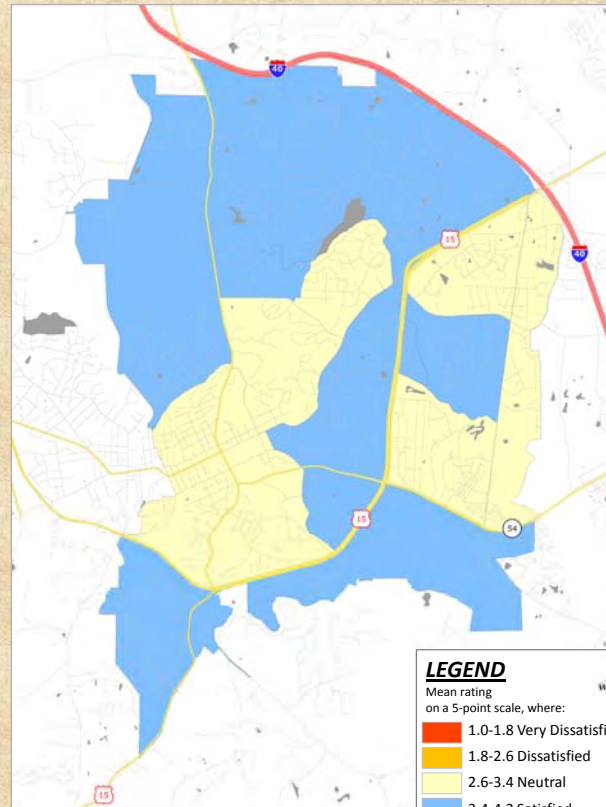
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13g. Condition of sidewalks.**



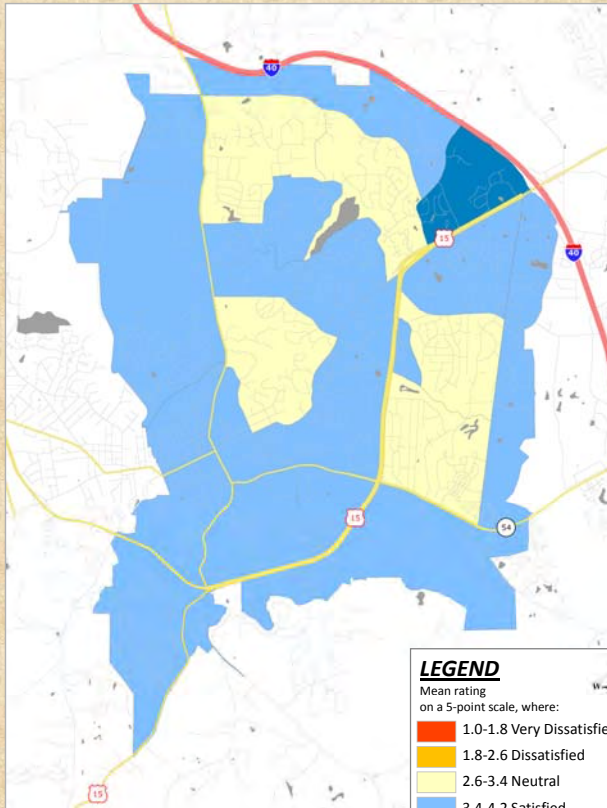
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13h. The storm water runoff/management system.**



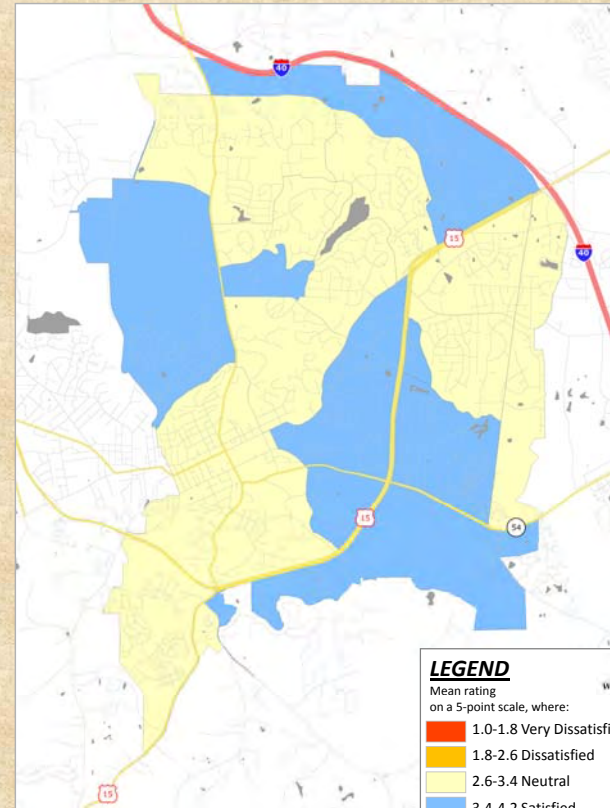
**LEGEND**  
 Mean rating on a 5-point scale, where:

Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q20a. How well traffic signal system provides for efficient traffic flow.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

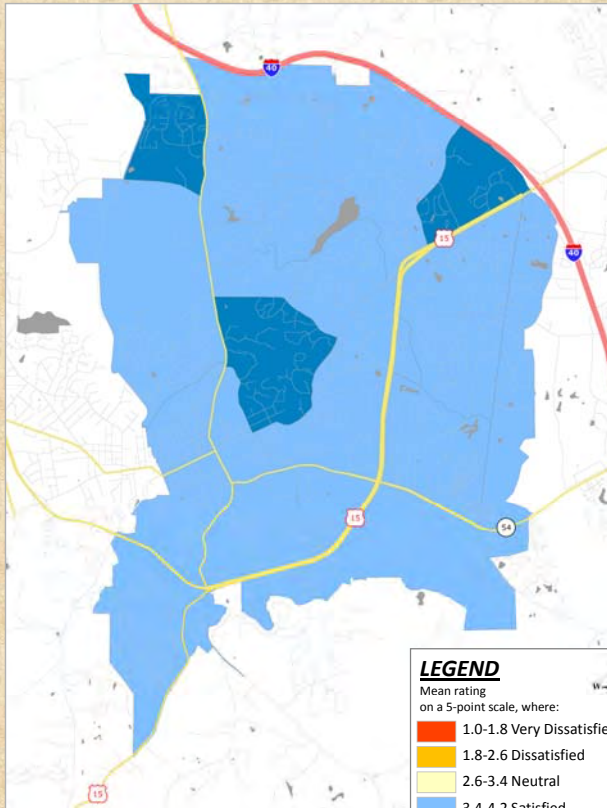
Red	1.0-1.8 Very Dissatisfied
Orange	1.8-2.6 Dissatisfied
Yellow	2.6-3.4 Neutral
Light Blue	3.4-4.2 Satisfied
Dark Blue	4.2-5.0 Very Satisfied
White with grid	Other (no responses)

**2011 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q20b. The Town's bus service, Chapel Hill Transit.**



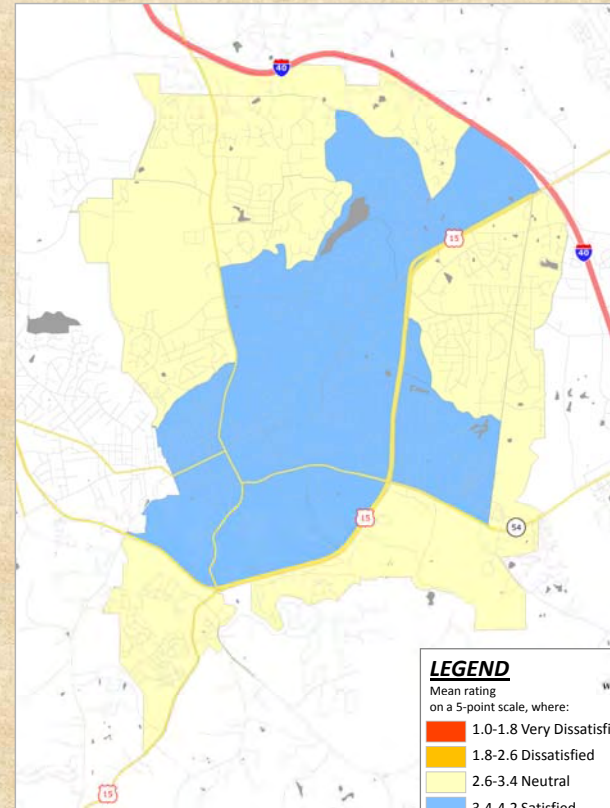
**LEGEND**  
 Mean rating on a 5-point scale, where:

1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q20c. The ease of walking or biking in Chapel Hill.**



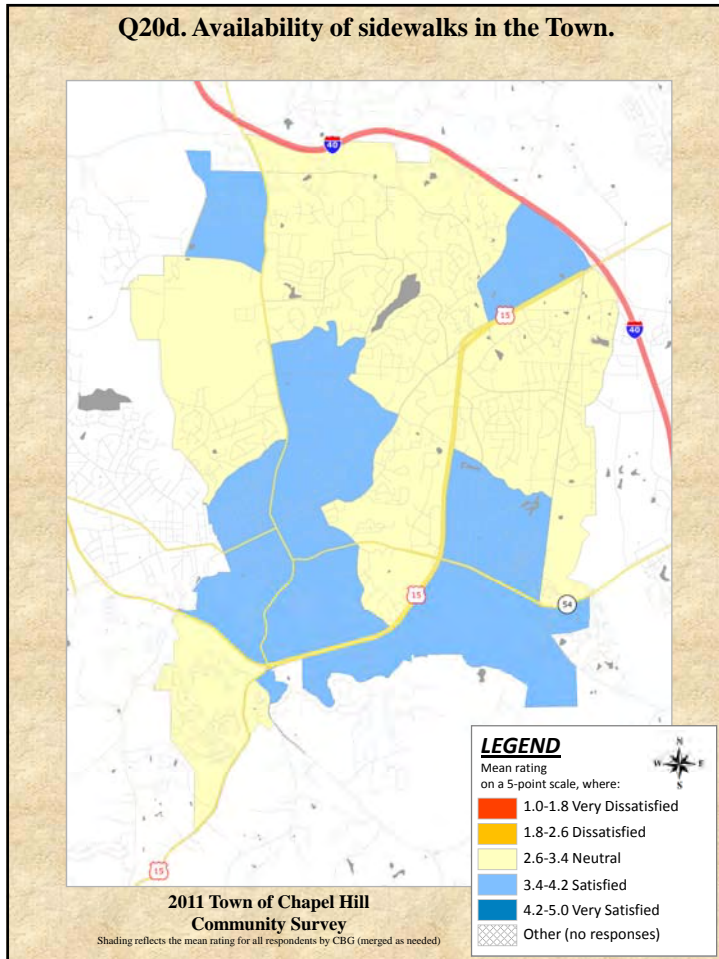
**LEGEND**  
 Mean rating on a 5-point scale, where:

1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other (no responses)

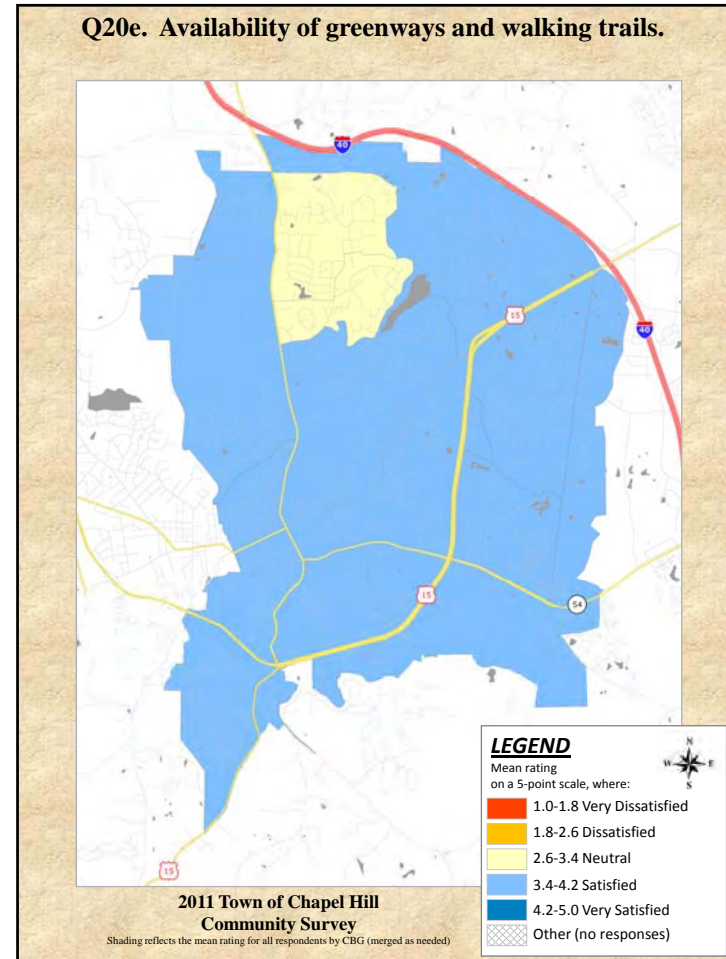
**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

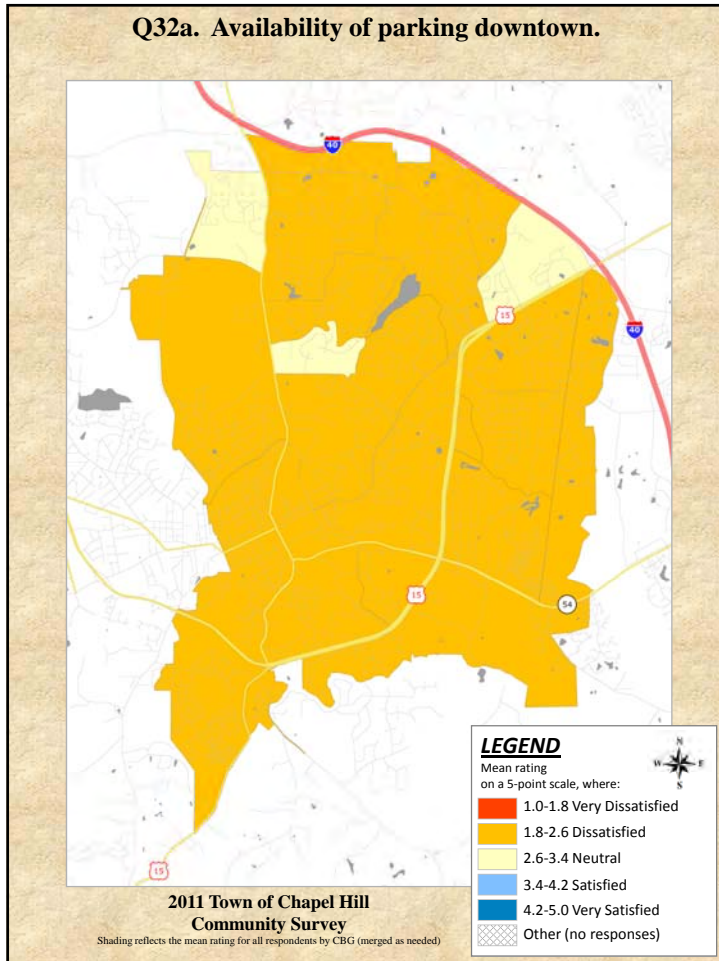
**Q20d. Availability of sidewalks in the Town.**



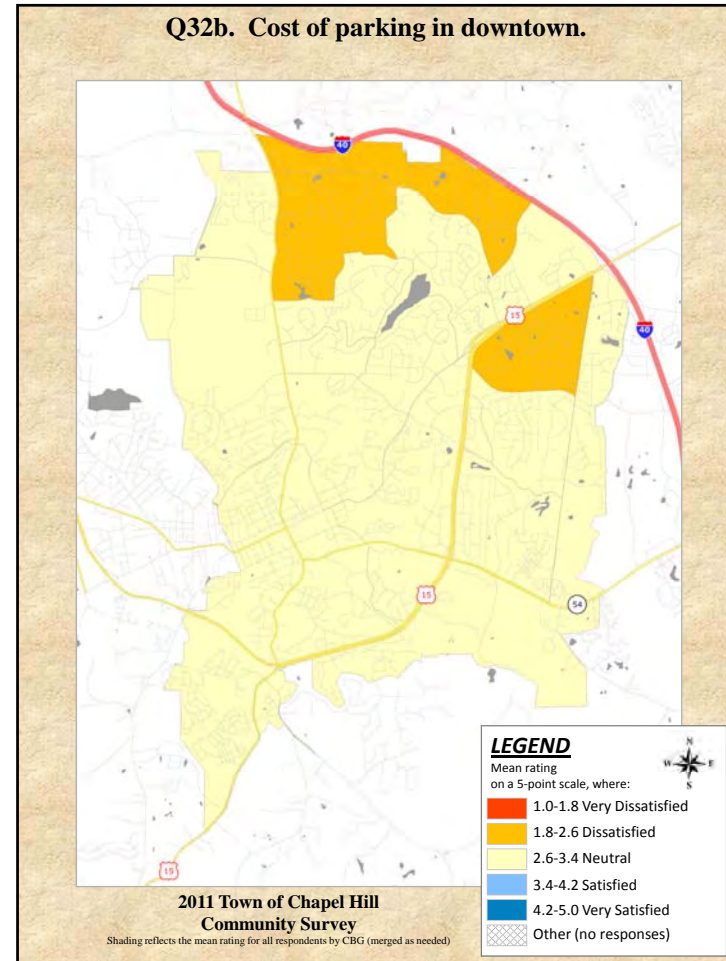
**Q20e. Availability of greenways and walking trails.**



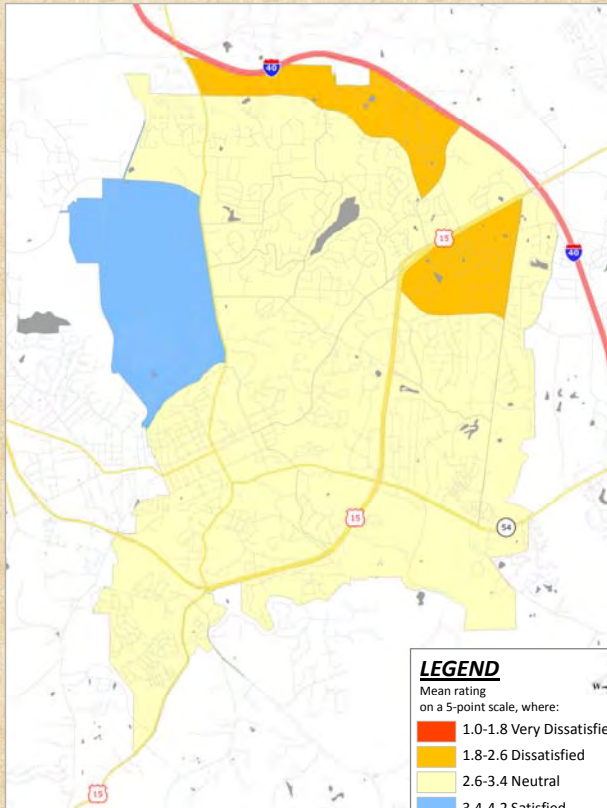
**Q32a. Availability of parking downtown.**



**Q32b. Cost of parking in downtown.**



**Q32c. Multi-space parking meters.**



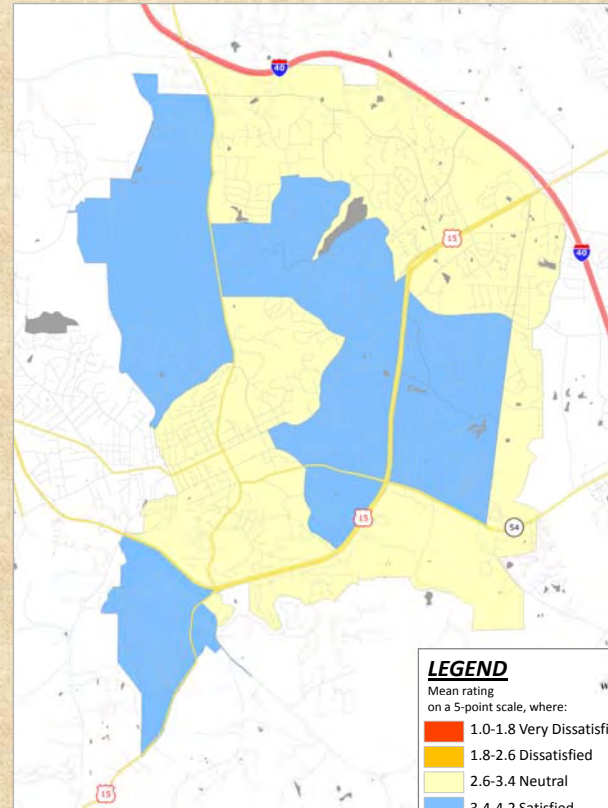
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q32d. Security of parking downtown.**



**LEGEND**  
 Mean rating on a 5-point scale, where:

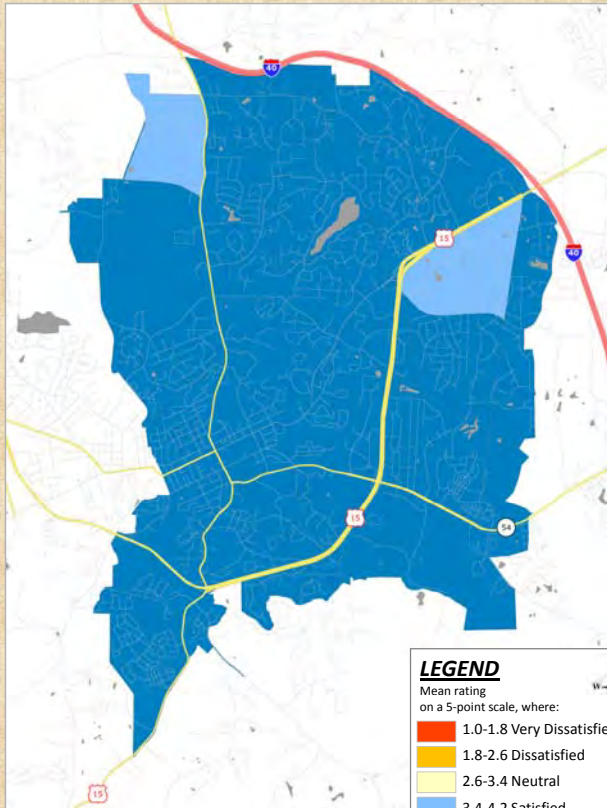
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q33a. Residential trash collection service.**



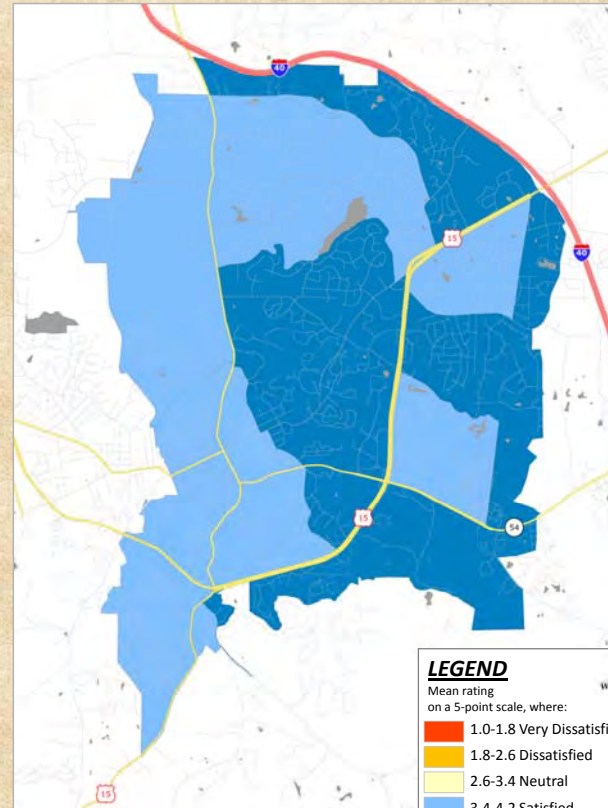
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q33b. Yard waste removal.**



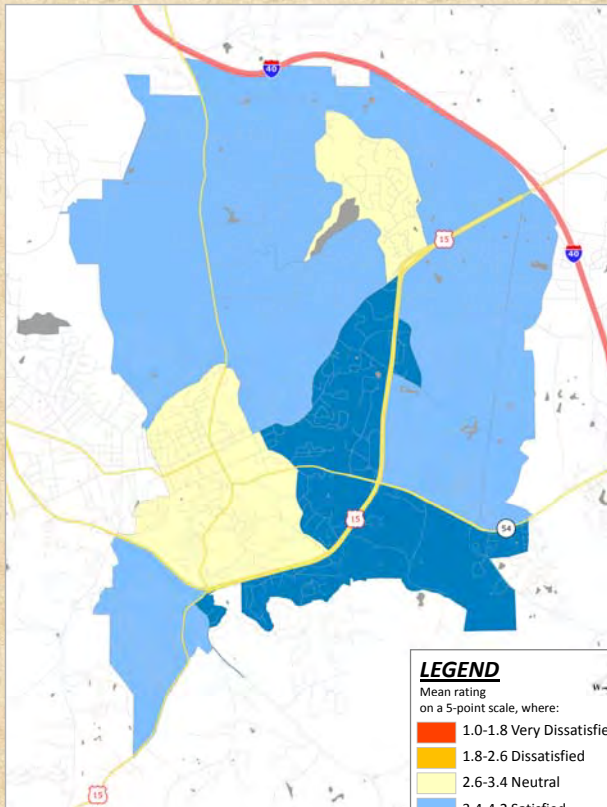
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q33c. Leaf collection.**



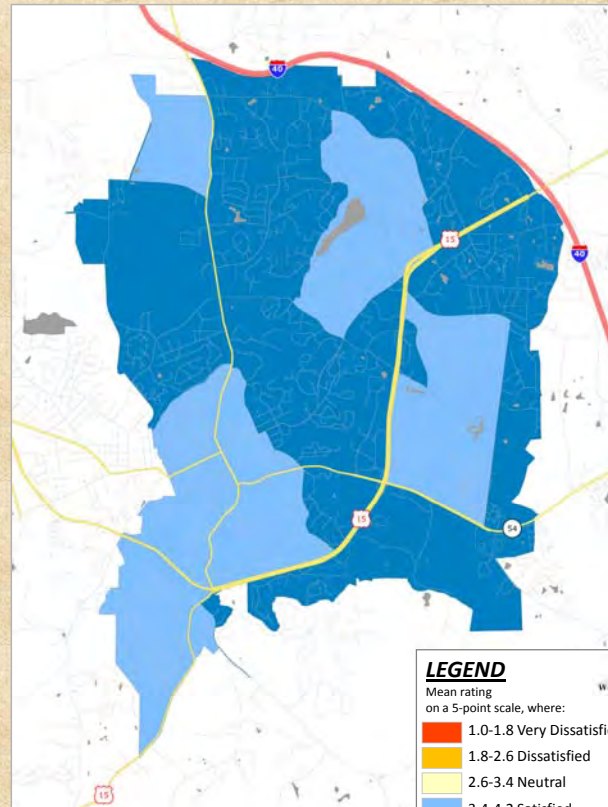
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q33d. Residential recycling service.**



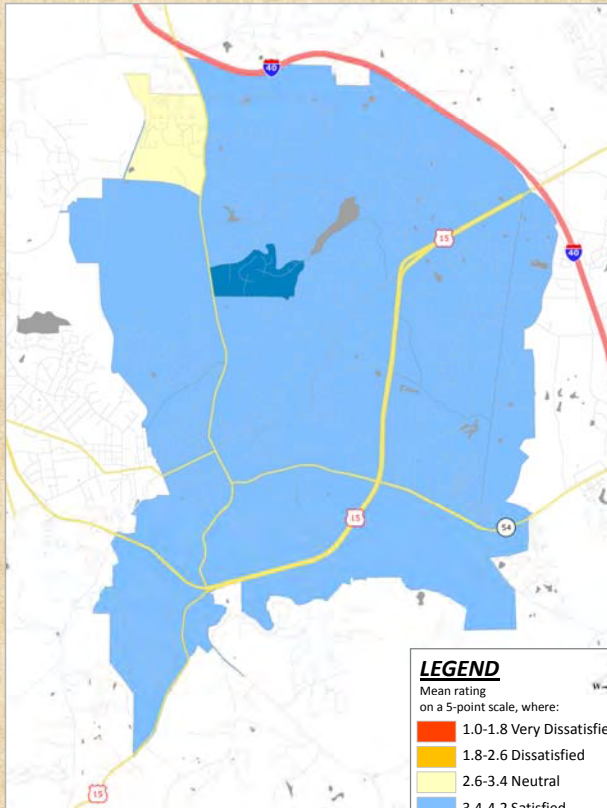
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

**2011 Town of Chapel Hill  
 Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q33e. Dead animal removal from right-of-way.**



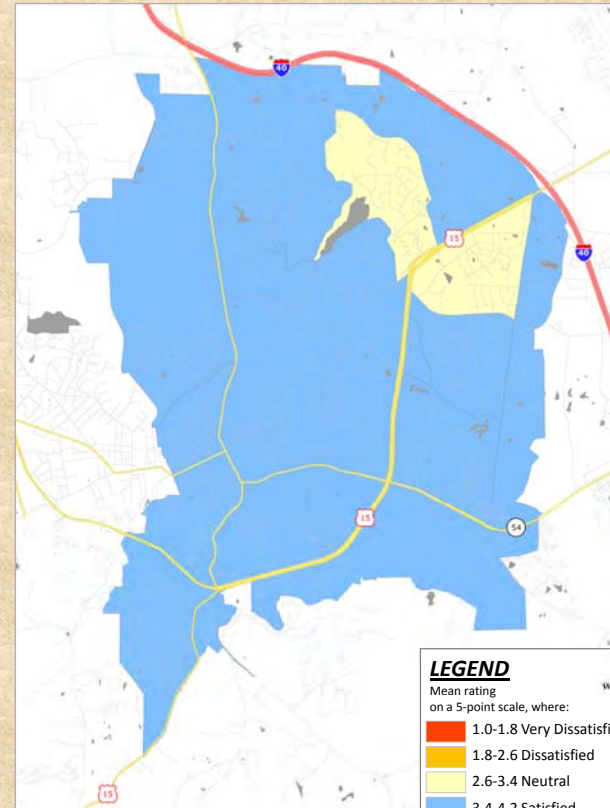
**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
Mean rating on a 5-point scale, where:

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
[Cross-hatched]	Other (no responses)

**Q33f. Removal of large bulky items.**



**2011 Town of Chapel Hill  
Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
Mean rating on a 5-point scale, where:

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
[Cross-hatched]	Other (no responses)

*Section 5:*  
*Tabular Data and*  
*Survey Instrument*

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## 2011 Chapel Hill Community Survey Results

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**Q1 OVERALL SATISFACTION WITH TOWN SERVICES. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a Overall quality of services provided by the Town of Chapel Hill	3.8%	26.9%	53.9%	12.0%	2.0%	1.5%
Q1b Overall quality of public safety services (e.g., police, fire)	4.0%	39.5%	42.0%	10.9%	2.5%	1.2%
Q1c Overall quality of Town parks and recreation programs and facilities	6.8%	29.8%	45.8%	12.2%	4.9%	0.5%
Q1d Overall quality of customer service you receive from Town employees	20.4%	23.1%	35.6%	15.0%	4.9%	1.0%
Q1e Overall quality of Public Library services	12.4%	38.7%	32.9%	8.9%	6.1%	1.0%
Q1f Overall enforcement of Town codes and ordinances	20.1%	14.5%	32.1%	23.6%	7.1%	2.6%
Q1g Overall maintenance of Town streets	1.6%	16.5%	49.8%	19.6%	9.7%	2.8%
Q1h Overall maintenance of Town buildings and facilities	15.3%	17.6%	44.8%	19.1%	2.5%	0.7%
Q1i Overall maintenance of public housing buildings and grounds	46.3%	9.4%	24.9%	15.0%	3.3%	1.2%
Q1j Overall flow of traffic and congestion management in the Town	1.5%	8.1%	33.9%	28.0%	21.1%	7.4%
Q1k Effectiveness of communication with public	8.1%	16.1%	37.1%	28.5%	6.6%	3.6%
Q1l Overall value that you receive for your Town tax dollars and fees	3.5%	12.0%	40.9%	23.2%	11.0%	9.4%
Q1m How well the Town is preparing for the future	19.8%	10.5%	25.4%	25.0%	13.0%	6.3%
Q1n How well the Town is managing change	19.3%	8.2%	26.2%	27.7%	11.9%	6.8%
Q1o Emergency preparedness	34.3%	15.5%	30.0%	15.8%	2.6%	1.8%
Q1p Quality of landscaping in parks, medians and other public areas	1.8%	22.1%	50.6%	19.1%	4.8%	1.6%
Q1q Quality of Town's bus service (Chapel Hill Transit)	14.0%	38.2%	30.1%	9.1%	5.4%	3.1%

## 2011 Chapel Hill Community Survey Results

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**Q1 OVERALL SATISFACTION WITH TOWN SERVICES. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q1a Overall quality of services provided by the Town of Chapel Hill	27.9%	56.0%	12.5%	2.1%	1.5%
Q1b Overall quality of public safety services (e.g., police, fire)	41.2%	43.7%	11.3%	2.6%	1.2%
Q1c Overall quality of Town parks and recreation programs and facilities	32.0%	49.1%	13.1%	5.3%	0.5%
Q1d Overall quality of customer service you receive from Town employees	29.0%	44.7%	18.8%	6.2%	1.2%
Q1e Overall quality of Public Library services	44.2%	37.6%	10.2%	7.0%	1.1%
Q1f Overall enforcement of Town codes and ordinances	18.1%	40.2%	29.5%	8.9%	3.3%
Q1g Overall maintenance of Town streets	16.8%	50.6%	19.9%	9.9%	2.8%
Q1h Overall maintenance of Town buildings and facilities	20.8%	52.9%	22.6%	2.9%	0.8%
Q1i Overall maintenance of public housing buildings and grounds	17.5%	46.3%	27.9%	6.1%	2.1%
Q1j Overall flow of traffic and congestion management in the Town	8.2%	34.4%	28.4%	21.4%	7.5%
Q1k Effectiveness of communication with public	17.6%	40.3%	31.0%	7.2%	3.9%
Q1l Overall value that you receive for your Town tax dollars and fees	12.5%	42.3%	24.1%	11.4%	9.7%
Q1m How well the Town is preparing for the future	13.1%	31.6%	31.2%	16.2%	7.8%
Q1n How well the Town is managing change	10.2%	32.4%	34.3%	14.7%	8.4%
Q1o Emergency preparedness	23.6%	45.6%	24.1%	4.0%	2.8%
Q1p Quality of landscaping in parks, medians and other public areas	22.5%	51.5%	19.5%	4.9%	1.7%
Q1q Quality of Town's bus service (Chapel Hill Transit)	44.4%	35.1%	10.5%	6.3%	3.6%



## 2011 Chapel Hill Community Survey Results

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### **Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	26	4.3 %
Overall quality of public safety services	55	9.1 %
Overall quality of Town parks and recreation programs and facilities	12	2.0 %
Overall quality of customer service you receive from Town employees	8	1.3 %
Overall quality of Public Library services	22	3.6 %
Overall enforcement of Town codes and ordinances	20	3.3 %
Overall maintenance of Town streets	36	5.9 %
Overall maintenance of Town	5	0.8 %
Overall maintenance of public housing buildings and grounds	4	0.7 %
Overall flow of traffic and congestion management in the Town	96	15.8 %
Effectiveness of communication with public	15	2.5 %
Overall value that you receive for your Town tax dollars and fees	75	12.4 %
How well the Town is preparing for the future	79	13.0 %
How well the Town is managing change	26	4.3 %
Emergency preparedness	8	1.3 %
Quality of landscaping in parks, medians and other public areas	10	1.6 %
Quality of Town's bus service	48	7.9 %
None chosen	62	10.2 %
Total	607	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q2 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	17	2.8 %
Overall quality of public safety services	40	6.6 %
Overall quality of Town parks and recreation programs and facilities	38	6.3 %
Overall quality of customer service you receive from Town employees	7	1.2 %
Overall quality of Public Library services	24	4.0 %
Overall enforcement of Town codes and ordinances	24	4.0 %
Overall maintenance of Town streets	30	4.9 %
Overall maintenance of Town	9	1.5 %
Overall maintenance of public housing buildings and grounds	17	2.8 %
Overall flow of traffic and congestion management in the Town	98	16.1 %
Effectiveness of communication with public	18	3.0 %
Overall value that you receive for your Town tax dollars and fees	42	6.9 %
How well the Town is preparing for the future	66	10.9 %
How well the Town is managing change	39	6.4 %
Emergency preparedness	7	1.2 %
Quality of landscaping in parks, medians and other public areas	11	1.8 %
Quality of Town's bus service	26	4.3 %
None chosen	94	15.5 %
Total	607	100.0 %



## 2011 Chapel Hill Community Survey Results

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### **Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q2 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	27	4.4 %
Overall quality of public safety services	26	4.3 %
Overall quality of Town parks and recreation programs and facilities	30	4.9 %
Overall quality of customer service you receive from Town employees	12	2.0 %
Overall quality of Public Library services	16	2.6 %
Overall enforcement of Town codes and ordinances	22	3.6 %
Overall maintenance of Town streets	34	5.6 %
Overall maintenance of Town	4	0.7 %
Overall maintenance of public housing buildings and grounds	13	2.1 %
Overall flow of traffic and congestion management in the Town	48	7.9 %
Effectiveness of communication with public	16	2.6 %
Overall value that you receive for your Town tax dollars and fees	41	6.8 %
How well the Town is preparing for the future	67	11.0 %
How well the Town is managing change	43	7.1 %
Emergency preparedness	21	3.5 %
Quality of landscaping in parks, medians and other public areas	11	1.8 %
Quality of Town's bus service	35	5.8 %
None chosen	141	23.2 %
Total	607	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? (Top Three)**

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	70	11.5 %
Overall quality of public safety services	121	19.9 %
Overall quality of Town parks and recreation programs and facilities	80	13.2 %
Overall quality of customer service you receive from Town employees	27	4.4 %
Overall quality of Public Library services	62	10.2 %
Overall enforcement of Town codes and ordinances	66	10.9 %
Overall maintenance of Town streets	100	16.5 %
Overall maintenance of Town	18	3.0 %
Overall maintenance of public housing buildings and grounds	34	5.6 %
Overall flow of traffic and congestion management in the Town	242	39.9 %
Effectiveness of communication with public	49	8.1 %
Overall value that you receive for your Town tax dollars and fees	158	26.0 %
How well the Town is preparing for the future	212	34.9 %
How well the Town is managing change	108	17.8 %
Emergency preparedness	36	5.9 %
Quality of landscaping in parks, medians and other public areas	32	5.3 %
Quality of Town's bus service	109	18.0 %
None chosen	62	10.2 %
Total	1586	

## 2011 Chapel Hill Community Survey Results

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**Q3 Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=607)

	Don't know	Excellent	Good	Neutral	Below average	Poor
Q3a Overall image of the Town	1.8%	38.7%	47.9%	7.4%	3.1%	1.0%
Q3b Overall quality of life in the Town	1.3%	40.7%	48.6%	7.4%	1.3%	0.7%
Q3c Overall feeling of safety in the Town	2.0%	27.7%	51.1%	14.8%	4.0%	0.5%
Q3d Quality of new development in the Town	8.4%	7.6%	32.0%	32.9%	13.3%	5.8%
Q3e As a place to retire	9.1%	26.2%	38.4%	15.5%	5.4%	5.4%
Q3f Overall appearance of the Town	1.8%	23.7%	51.4%	17.8%	4.4%	0.8%
Q3g Availability of affordable housing	14.7%	5.1%	12.5%	25.4%	26.7%	15.7%
Q3h Acceptance of diverse populations	4.3%	29.7%	40.9%	15.8%	6.3%	3.1%
Q3i Job availability	21.1%	4.1%	23.6%	27.0%	18.1%	6.1%

## 2011 Chapel Hill Community Survey Results

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**Q3 Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (Without Don't Know)**

(N=607)

	Excellent	Good	Neutral	Below average	Poor
Q3a Overall image of the Town	39.4%	48.8%	7.6%	3.2%	1.0%
Q3b Overall quality of life in the Town	41.2%	49.2%	7.5%	1.3%	0.7%
Q3c Overall feeling of safety in the Town	28.2%	52.1%	15.1%	4.0%	0.5%
Q3d Quality of new development in the Town	8.3%	34.9%	36.0%	14.6%	6.3%
Q3e As a place to retire	28.8%	42.2%	17.0%	6.0%	6.0%
Q3f Overall appearance of the Town	24.2%	52.3%	18.1%	4.5%	0.8%
Q3g Availability of affordable housing	6.0%	14.7%	29.7%	31.3%	18.3%
Q3h Acceptance of diverse populations	31.0%	42.7%	16.5%	6.5%	3.3%
Q3i Job availability	5.2%	29.9%	34.2%	23.0%	7.7%

## 2011 Chapel Hill Community Survey Results

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**Q4 PUBLIC SAFETY - Fire & Emergency Management Services. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a Overall quality of local fire protection	22.6%	42.5%	29.5%	4.9%	0.3%	0.2%
Q4b How quickly fire units respond to emergencies	37.9%	35.6%	20.6%	5.6%	0.2%	0.2%
Q4c Fire safety education programs	46.8%	21.9%	17.8%	11.7%	1.5%	0.3%
Q4d The fire safety you feel while visiting businesses or restaurants	18.1%	29.8%	37.4%	13.8%	0.7%	0.2%

**Q4 PUBLIC SAFETY - Fire & Emergency Management Services. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a Overall quality of local fire protection	54.9%	38.1%	6.4%	0.4%	0.2%
Q4b How quickly fire units respond to emergencies	57.3%	33.2%	9.0%	0.3%	0.3%
Q4c Fire safety education programs	41.2%	33.4%	22.0%	2.8%	0.6%
Q4d The fire safety you feel while visiting businesses or restaurants	36.4%	45.7%	16.9%	0.8%	0.2%

## 2011 Chapel Hill Community Survey Results

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**Q5 PUBLIC SAFETY - Police Services. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a Overall quality of local police protection	7.2%	36.2%	41.4%	11.2%	2.5%	1.5%
Q5b The visibility of police in neighborhoods	3.6%	24.7%	40.4%	20.8%	8.9%	1.6%
Q5c The Town's efforts to prevent crime	14.3%	21.9%	40.5%	16.1%	5.1%	2.0%
Q5d How quickly police respond to emergencies	27.8%	30.5%	29.7%	9.2%	2.3%	0.5%
Q5e Enforcement of local traffic laws	10.2%	23.4%	37.6%	19.4%	6.8%	2.6%
Q5f Police safety education programs	47.8%	15.7%	21.4%	12.4%	2.0%	0.8%
Q5g Chapel Hill Police Department's overall performance	8.1%	28.7%	44.2%	14.8%	3.1%	1.2%
Q5h The attitude and behavior of Police Department personnel toward residents	13.2%	33.3%	36.4%	10.7%	3.5%	3.0%
Q5i The level of safety and security in your neighborhood	2.3%	30.5%	45.5%	15.8%	5.6%	0.3%

## 2011 Chapel Hill Community Survey Results

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**Q5 PUBLIC SAFETY - Police Services. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfii- ed
Q5a Overall quality of local police protection	39.1%	44.6%	12.1%	2.7%	1.6%
Q5b The visibility of police in neighborhoods	25.6%	41.9%	21.5%	9.2%	1.7%
Q5c The Town's efforts to prevent crime	25.6%	47.3%	18.8%	6.0%	2.3%
Q5d How quickly police respond to emergencies	42.2%	41.1%	12.8%	3.2%	0.7%
Q5e Enforcement of local traffic laws	26.1%	41.8%	21.7%	7.5%	2.9%
Q5f Police safety education programs	30.0%	41.0%	23.7%	3.8%	1.6%
Q5g Chapel Hill Police Department's overall performance	31.2%	48.0%	16.1%	3.4%	1.3%
Q5h The attitude and behavior of Police Department personnel toward residents	38.3%	41.9%	12.3%	4.0%	3.4%
Q5i The level of safety and security in your neighborhood	31.2%	46.5%	16.2%	5.7%	0.3%

## 2011 Chapel Hill Community Survey Results

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**Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?**

Q6 1st most	Number	Percent
Overall quality of local fire protection	28	4.6 %
How quickly fire units respond to emergencies	16	2.6 %
Fire safety education programs	7	1.2 %
The fire safety you feel while visiting businesse...	4	0.7 %
Overall quality of local police protection	23	3.8 %
The visibility of police in neighborhoods	22	3.6 %
The Town's efforts to prevent crime	39	6.4 %
How quickly police respond to emergencies	7	1.2 %
Enforcement of local traffic laws	32	5.3 %
Police safety education programs	9	1.5 %
Chapel Hill Police Department's overall perfor...	21	3.5 %
The attitude and behavior of Police Department...	45	7.4 %
The level of safety and security in your neighbo...	86	14.2 %
None chosen	268	44.2 %
Total	607	100.0 %

**Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?**

Q6 2nd most	Number	Percent
Overall quality of local fire protection	14	2.3 %
How quickly fire units respond to emergencies	12	2.0 %
Fire safety education programs	6	1.0 %
Overall quality of local police protection	33	5.4 %
The visibility of police in neighborhoods	21	3.5 %
The Town's efforts to prevent crime	33	5.4 %
How quickly police respond to emergencies	16	2.6 %
Enforcement of local traffic laws	44	7.2 %
Police safety education programs	17	2.8 %
Chapel Hill Police Department's overall perfor...	18	3.0 %
The attitude and behavior of Police Department...	32	5.3 %
The level of safety and security in your neighbo...	50	8.2 %
None chosen	311	51.2 %
Total	607	100.0 %



## 2011 Chapel Hill Community Survey Results

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**Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?**

Q6 3rd most	Number	Percent
Overall quality of local fire protection	10	1.6 %
How quickly fire units respond to emergencies	11	1.8 %
Fire safety education programs	10	1.6 %
The fire safety you feel while visiting businesse...	9	1.5 %
Overall quality of local police protection	10	1.6 %
The visibility of police in neighborhoods	14	2.3 %
The Town's efforts to prevent crime	26	4.3 %
How quickly police respond to emergencies	17	2.8 %
Enforcement of local traffic laws	30	4.9 %
Police safety education programs	23	3.8 %
Chapel Hill Police Department's overall perfor...	25	4.1 %
The attitude and behavior of Police Department...	26	4.3 %
The level of safety and security in your neighbo...	53	8.7 %
None chosen	343	56.5 %
Total	607	100.0 %

**Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?(top three)**

Q6 1st most	Number	Percent
Overall quality of local fire protection	52	8.6 %
How quickly fire units respond to emergencies	39	6.4 %
Fire safety education programs	23	3.8 %
The fire safety you feel while visiting businesse...	13	2.1 %
Overall quality of local police protection	66	10.9 %
The visibility of police in neighborhoods	57	9.4 %
The Town's efforts to prevent crime	98	16.1 %
How quickly police respond to emergencies	40	6.6 %
Enforcement of local traffic laws	106	17.5 %
Police safety education programs	49	8.1 %
Chapel Hill Police Department's overall perfor...	64	10.5 %
The attitude and behavior of Police Department...	103	17.0 %
The level of safety and security in your neighbo...	189	31.1 %
None chosen	525	86.5 %
Total	1424	

## 2011 Chapel Hill Community Survey Results

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### **Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?**

Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

	Number	Percent
Citizens Police Academy	22	3.6 %
Community Watch Meetings	146	24.1 %
Strategic Plan Community Meetings	67	11.0 %
Community Conversations	89	14.7 %
None chosen	396	65.2 %
Total	720	

### **Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs? (Without None Chosen)**

Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

	Number	Percent
Citizens Police Academy	22	3.6 %
Community Watch Meetings	146	24.1 %
Strategic Plan Community Meetings	67	11.0 %
Community Conversations	89	14.7 %
Total	324	

## 2011 Chapel Hill Community Survey Results

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**Q8 Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:**

(N=607)

	Don't know	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8a In your neighborhood during the day	1.5%	82.9%	14.3%	1.2%	0.2%
Q8b In your neighborhood at night	1.3%	52.7%	37.6%	7.7%	0.7%
Q8c In downtown Chapel Hill during the day	3.3%	65.5%	24.3%	5.9%	1.0%
Q8d In downtown Chapel Hill at night	8.2%	17.5%	43.0%	24.2%	7.1%
Q8e While patronizing bars and clubs in Chapel Hill	44.8%	18.1%	22.7%	10.9%	3.5%

**Q8 Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (Without Don't Know)**

(N=607)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8a In your neighborhood during the day	84.1%	14.5%	1.2%	0.2%
Q8b In your neighborhood at night	53.4%	38.1%	7.8%	0.7%
Q8c In downtown Chapel Hill during the day	67.7%	25.1%	6.1%	1.0%
Q8d In downtown Chapel Hill at night	19.0%	46.9%	26.4%	7.7%
Q8e While patronizing bars and clubs in Chapel Hill	32.8%	41.2%	19.7%	6.3%

## 2011 Chapel Hill Community Survey Results

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**Q9 TOWN REGULATIONS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a Enforcing the cleanup of litter and debris on private property	24.2%	13.0%	31.8%	19.6%	7.7%	3.6%
Q9b Enforcing mowing and trimming of property	24.7%	11.7%	29.8%	23.2%	7.1%	3.5%
Q9c Enforcing the maintenance of residential property (exterior of homes)	25.7%	10.7%	30.0%	24.5%	5.9%	3.1%
Q9d Enforcing maintenance of business property	28.5%	11.2%	32.5%	20.6%	4.8%	2.5%
Q9e Enforcing parking--residential neighborhoods	21.7%	12.9%	31.3%	20.8%	9.4%	4.0%
Q9f Enforcing sign regulations	27.3%	12.4%	33.4%	20.3%	4.1%	2.5%

**Q9 TOWN REGULATIONS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a Enforcing the cleanup of litter and debris on private property	17.2%	42.0%	25.9%	10.2%	4.8%
Q9b Enforcing mowing and trimming of property	15.5%	39.6%	30.9%	9.4%	4.6%
Q9c Enforcing the maintenance of residential property (exterior of homes)	14.4%	40.4%	33.0%	8.0%	4.2%
Q9d Enforcing maintenance of business property	15.7%	45.4%	28.8%	6.7%	3.5%
Q9e Enforcing parking--residential neighborhoods	16.4%	40.0%	26.5%	12.0%	5.1%
Q9f Enforcing sign regulations	17.0%	46.0%	27.9%	5.7%	3.4%

## 2011 Chapel Hill Community Survey Results

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**Q10 PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q10a Maintenance of Town parks	8.7%	27.3%	49.3%	12.0%	1.8%	0.8%
Q10b Number of Town parks	9.2%	25.7%	41.0%	15.2%	7.1%	1.8%
Q10c Number of walking and biking trails	6.9%	22.6%	38.2%	15.2%	14.8%	2.3%
Q10d Quality of outdoor athletic fields	23.4%	18.6%	36.4%	16.1%	3.8%	1.6%
Q10e Number of outdoor athletic fields	22.4%	17.3%	34.1%	18.6%	5.6%	2.0%
Q10f Availability of information about Town parks and recreation programs	11.0%	23.6%	37.4%	18.1%	8.6%	1.3%
Q10g The Town's youth athletic programs	39.4%	15.8%	26.9%	12.2%	4.0%	1.8%
Q10h The Town's adult athletic programs	44.6%	12.4%	21.1%	16.1%	4.0%	1.8%
Q10i Town special events and festivals	15.8%	17.6%	35.6%	21.9%	6.9%	2.1%
Q10j Therapeutic recreation programs	59.0%	7.2%	17.3%	13.0%	2.1%	1.3%
Q10k Cultural arts programs (ceramics, dance, etc.)	36.7%	13.3%	28.5%	15.8%	3.6%	2.0%
Q10l Public art	20.1%	15.2%	36.4%	19.3%	6.6%	2.5%
Q10m Landscaping and appearance of Town Cemeteries	37.4%	12.9%	32.8%	14.3%	2.1%	0.5%

## 2011 Chapel Hill Community Survey Results

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**Q10 PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q10a Maintenance of Town parks	30.0%	54.0%	13.2%	2.0%	0.9%
Q10b Number of Town parks	28.3%	45.2%	16.7%	7.8%	2.0%
Q10c Number of walking and biking trails	24.2%	41.1%	16.3%	15.9%	2.5%
Q10d Quality of outdoor athletic fields	24.3%	47.5%	21.1%	4.9%	2.2%
Q10e Number of outdoor athletic fields	22.3%	43.9%	24.0%	7.2%	2.5%
Q10f Availability of information about Town parks and recreation programs	26.5%	42.0%	20.4%	9.6%	1.5%
Q10g The Town's youth athletic programs	26.1%	44.3%	20.1%	6.5%	3.0%
Q10h The Town's adult athletic programs	22.3%	38.1%	29.2%	7.1%	3.3%
Q10i Town special events and festivals	20.9%	42.3%	26.0%	8.2%	2.5%
Q10j Therapeutic recreation programs	17.7%	42.2%	31.7%	5.2%	3.2%
Q10k Cultural arts programs (ceramics, dance, etc.)	21.1%	45.1%	25.0%	5.7%	3.1%
Q10l Public art	19.0%	45.6%	24.1%	8.2%	3.1%
Q10m Landscaping and appearance of Town Cemeteries	20.5%	52.4%	22.9%	3.4%	0.8%

# 2011 Chapel Hill Community Survey Results

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## **Q11 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q11 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	87	14.3 %
Number of Town parks	27	4.4 %
Number of walking and biking trails	142	23.4 %
Quality of outdoor athletic fields	18	3.0 %
Number of outdoor athletic fields	14	2.3 %
Availability of information about Town parks and recreation programs	37	6.1 %
The Town's youth athletic programs	39	6.4 %
The Town's adult athletic programs	10	1.6 %
Town special events and festivals	27	4.4 %
Therapeutic recreation programs	8	1.3 %
Cultural arts programs (ceramics, dance, etc.)	14	2.3 %
Public art	16	2.6 %
Landscaping and appearance of Town Cemeteries	8	1.3 %
None chosen	160	26.4 %
Total	607	100.0 %

## **Q11 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q11 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	44	7.2 %
Number of Town parks	40	6.6 %
Number of walking and biking trails	63	10.4 %
Quality of outdoor athletic fields	22	3.6 %
Number of outdoor athletic fields	21	3.5 %
Availability of information about Town parks and recreation programs	31	5.1 %
The Town's youth athletic programs	35	5.8 %
The Town's adult athletic programs	16	2.6 %
Town special events and festivals	49	8.1 %
Therapeutic recreation programs	18	3.0 %
Cultural arts programs (ceramics, dance, etc.)	31	5.1 %
Public art	17	2.8 %
Landscaping and appearance of Town Cemeteries	12	2.0 %
None chosen	208	34.3 %
Total	607	100.0 %



## 2011 Chapel Hill Community Survey Results

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**Q11 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years?**

Q11 Third Priority	Number	Percent
Maintenance of Town parks	42	6.9 %
Number of Town parks	30	4.9 %
Number of walking and biking trails	39	6.4 %
Quality of outdoor athletic fields	23	3.8 %
Number of outdoor athletic fields	23	3.8 %
Availability of information about Town parks and recreation programs	30	4.9 %
The Town's youth athletic programs	27	4.4 %
The Town's adult athletic programs	14	2.3 %
Town special events and festivals	35	5.8 %
Therapeutic recreation programs	10	1.6 %
Cultural arts programs (ceramics, dance, etc.)	27	4.4 %
Public art	34	5.6 %
Landscaping and appearance of Town Cemeteries	17	2.8 %
None chosen	256	42.2 %
<b>Total</b>	<b>607</b>	<b>100.0 %</b>

**Q11 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? (top three)**

Q11 Top Priority	Number	Percent
Maintenance of Town parks	173	28.5 %
Number of Town parks	97	16.0 %
Number of walking and biking trails	244	40.2 %
Quality of outdoor athletic fields	63	10.4 %
Number of outdoor athletic fields	58	9.6 %
Availability of information about Town parks and recreation programs	98	16.1 %
The Town's youth athletic programs	101	16.6 %
The Town's adult athletic programs	40	6.6 %
Town special events and festivals	111	18.3 %
Therapeutic recreation programs	36	5.9 %
Cultural arts programs (ceramics, dance, etc.)	72	11.9 %
Public art	67	11.0 %
Landscaping and appearance of Town Cemeteries	37	6.1 %
None chosen	160	26.4 %
<b>Total</b>	<b>1357</b>	

## 2011 Chapel Hill Community Survey Results

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**Q12 LIBRARY SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q12a The overall quality of library service	15.5%	39.0%	33.9%	7.2%	3.6%	0.7%
Q12b Access to library facilities and services	16.5%	36.6%	34.6%	7.1%	4.1%	1.2%
Q12c The quality of assistance provided by staff	19.3%	42.0%	31.1%	6.3%	0.5%	0.8%
Q12d The quality of children's programs	45.1%	21.9%	23.6%	8.1%	0.8%	0.5%
Q12e The quality of reference services	34.6%	25.2%	30.3%	8.4%	0.8%	0.7%
Q12f The quality of the collection overall	20.4%	22.7%	33.1%	17.0%	5.4%	1.3%
Q12g The quality of the youth services collection	45.3%	18.9%	23.6%	9.9%	1.3%	1.0%
Q12h The number of collection items available	27.7%	19.6%	26.0%	17.5%	6.9%	2.3%
Q12i The number of DVD's available	39.2%	13.7%	19.9%	16.5%	7.9%	2.8%
Q12j The number of recorded books available	43.2%	12.7%	18.8%	17.0%	6.8%	1.6%
Q12k The number of e-materials available	50.1%	11.9%	16.3%	14.5%	4.6%	2.6%
Q12l Number of public access computers available	39.9%	14.7%	22.2%	16.6%	5.4%	1.2%
Q12m The temporary location in University Mall	23.2%	23.4%	26.0%	18.8%	4.8%	3.8%

## 2011 Chapel Hill Community Survey Results

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**Q12 LIBRARY SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q12a The overall quality of library service	46.2%	40.2%	8.6%	4.3%	0.8%
Q12b Access to library facilities and services	43.8%	41.4%	8.5%	4.9%	1.4%
Q12c The quality of assistance provided by staff	52.0%	38.6%	7.8%	0.6%	1.0%
Q12d The quality of children's programs	39.9%	42.9%	14.7%	1.5%	0.9%
Q12e The quality of reference services	38.5%	46.3%	12.8%	1.3%	1.0%
Q12f The quality of the collection overall	28.6%	41.6%	21.3%	6.8%	1.7%
Q12g The quality of the youth services collection	34.6%	43.1%	18.1%	2.4%	1.8%
Q12h The number of collection items available	27.1%	36.0%	24.1%	9.6%	3.2%
Q12i The number of DVD's available	22.5%	32.8%	27.1%	13.0%	4.6%
Q12j The number of recorded books available	22.3%	33.0%	29.9%	11.9%	2.9%
Q12k The number of e-materials available	23.8%	32.7%	29.0%	9.2%	5.3%
Q12l Number of public access computers available	24.4%	37.0%	27.7%	9.0%	1.9%
Q12m The temporary location in University Mall	30.5%	33.9%	24.5%	6.2%	4.9%

## 2011 Chapel Hill Community Survey Results

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**Q13 PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a Maintenance of main Town street thoroughfares	2.3%	18.8%	52.6%	18.6%	5.4%	2.3%
Q13b Maintenance of streets in your neighborhood	2.0%	25.9%	45.8%	15.3%	8.9%	2.1%
Q13c Maintenance of street signs/pavement markings	2.5%	21.1%	50.7%	17.1%	6.9%	1.6%
Q13d Maintenance/preservation of downtown	4.4%	17.5%	41.8%	24.2%	8.1%	4.0%
Q13e Overall cleanliness of streets and other public areas	2.5%	21.9%	47.6%	21.4%	5.3%	1.3%
Q13f Adequacy of street lighting	2.8%	15.2%	36.2%	22.7%	17.3%	5.8%
Q13g Condition of sidewalks	3.3%	13.8%	39.9%	27.2%	11.2%	4.6%
Q13h Quality of the stormwater runoff/mgmt system	17.8%	14.0%	32.8%	24.4%	7.2%	3.8%

## 2011 Chapel Hill Community Survey Results

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**Q13 PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q13a Maintenance of main Town street thoroughfares	19.2%	53.8%	19.1%	5.6%	2.4%
Q13b Maintenance of streets in your neighborhood	26.4%	46.7%	15.6%	9.1%	2.2%
Q13c Maintenance of street signs/pavement markings	21.6%	52.0%	17.6%	7.1%	1.7%
Q13d Maintenance/preservation of downtown	18.3%	43.8%	25.3%	8.4%	4.1%
Q13e Overall cleanliness of streets and other public areas	22.5%	48.8%	22.0%	5.4%	1.4%
Q13f Adequacy of street lighting	15.6%	37.3%	23.4%	17.8%	5.9%
Q13g Condition of sidewalks	14.3%	41.2%	28.1%	11.6%	4.8%
Q13h Quality of the stormwater runoff/mgmt system	17.0%	39.9%	29.7%	8.8%	4.6%

## 2011 Chapel Hill Community Survey Results

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### **Q14 Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	97	16.0 %
Maintenance of streets in your neighborhood	52	8.6 %
Maintenance of street signs/pavement markings	30	4.9 %
Maintenance/preservation of downtown	55	9.1 %
Overall cleanliness of streets and other public areas	31	5.1 %
Adequacy of street lighting	100	16.5 %
Condition of sidewalks	69	11.4 %
Quality of the stormwater runoff/mgmt system	44	7.2 %
None chosen	129	21.3 %
Total	607	100.0 %

### **Q14 Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q14 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	55	9.1 %
Maintenance of streets in your neighborhood	48	7.9 %
Maintenance of street signs/pavement markings	31	5.1 %
Maintenance/preservation of downtown	63	10.4 %
Overall cleanliness of streets and other public areas	44	7.2 %
Adequacy of street lighting	71	11.7 %
Condition of sidewalks	77	12.7 %
Quality of the stormwater runoff/mgmt system	41	6.8 %
None chosen	177	29.2 %
Total	607	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q14 Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years?**

<u>Q14 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	43	7.1 %
Maintenance of streets in your neighborhood	40	6.6 %
Maintenance of street signs/pavement markings	32	5.3 %
Maintenance/preservation of downtown	50	8.2 %
Overall cleanliness of streets and other public areas	56	9.2 %
Adequacy of street lighting	47	7.7 %
Condition of sidewalks	49	8.1 %
Quality of the stormwater runoff/mgmt system	46	7.6 %
None chosen	244	40.2 %
Total	607	100.0 %

### **Q14 Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? (top three)**

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	195	32.1 %
Maintenance of streets in your neighborhood	140	23.1 %
Maintenance of street signs/pavement markings	93	15.3 %
Maintenance/preservation of downtown	168	27.7 %
Overall cleanliness of streets and other public areas	131	21.6 %
Adequacy of street lighting	218	35.9 %
Condition of sidewalks	195	32.1 %
Quality of the stormwater runoff/mgmt system	131	21.6 %
None chosen	129	21.3 %
Total	1400	



## 2011 Chapel Hill Community Survey Results

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**Q15 PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a Quality of information about Town programs/services	14.3%	16.1%	36.1%	24.7%	6.8%	2.0%
Q15b Access to information on local issues/events	12.9%	17.6%	36.6%	24.1%	6.8%	2.1%
Q15c Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	21.4%	16.0%	31.3%	23.1%	5.8%	2.5%
Q15d Access to Mayor and Town Council	36.6%	12.9%	22.1%	22.1%	4.3%	2.1%
Q15e Quality of www.townofchapelhill.org	26.9%	15.8%	31.5%	21.1%	3.8%	1.0%
Q15f Chapel Hill eNews updates	51.2%	11.5%	19.6%	14.3%	2.1%	1.2%

## 2011 Chapel Hill Community Survey Results

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**Q15 PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a Quality of information about Town programs/services	18.8%	42.1%	28.8%	7.9%	2.3%
Q15b Access to information on local issues/events	20.2%	42.0%	27.6%	7.8%	2.5%
Q15c Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	20.3%	39.8%	29.4%	7.3%	3.1%
Q15d Access to Mayor and Town Council	20.3%	34.8%	34.8%	6.8%	3.4%
Q15e Quality of www.townofchapelhill.org	21.6%	43.0%	28.8%	5.2%	1.4%
Q15f Chapel Hill eNews updates	23.6%	40.2%	29.4%	4.4%	2.4%

## 2011 Chapel Hill Community Survey Results

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### **Q16 Which of the following are your primary sources of information about Town issues, services, and events?**

Q16 Which of the following are your primary sources of information about Town issues, services, and events?	Number	Percent
www.townofchapelhill.org	270	44.5 %
Social media	55	9.1 %
Email	133	21.9 %
Chapel Hill TV-18 (Time Warner)	76	12.5 %
Television news	206	33.9 %
Radio	174	28.7 %
Newspapers	409	67.4 %
None chosen	41	6.8 %
Total	1364	

### **Q16 Which of the following are your primary sources of information about Town issues, services, and events? (Without None Chosen)**

Q16 Which of the following are your primary sources of information about Town issues, services, and events?	Number	Percent
www.townofchapelhill.org	270	44.5 %
Social media	55	9.1 %
Email	133	21.9 %
Chapel Hill TV-18 (Time Warner)	76	12.5 %
Television news	206	33.9 %
Radio	174	28.7 %
Newspapers	409	67.4 %
Total	1323	

# 2011 Chapel Hill Community Survey Results

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## Q16 Social Media

<u>Q16b Social media</u>	<u>Number</u>	<u>Percent</u>
ABC-11	1	2.9 %
ALERT CAROLINA	1	2.9 %
AOL	1	2.9 %
CHAPELORO.COM	1	2.9 %
CHAPEL HILL MAGAZINE	1	2.9 %
CHAPELOROW.COM	1	2.9 %
CONVERSATION	1	2.9 %
DAILY TAR HEEL	1	2.9 %
E-MAIL	2	5.7 %
FACEBOOK	15	42.9 %
FACEBOOK & TWITTER	1	2.9 %
FACEBOOK-TWITTER	1	2.9 %
INT'L WOMENS GROUP	1	2.9 %
RADIO-NEWSPAPER	1	2.9 %
TWITTER	5	14.3 %
WTVD	1	2.9 %
Total	35	100.0 %

## 2011 Chapel Hill Community Survey Results

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### Q16 TV News

Q16 TV news	Number	Percent
11	1	0.8 %
12	1	0.8 %
14	18	13.6 %
14 & WRAL	1	0.8 %
14-WRAL	1	0.8 %
17-WRAL	1	0.8 %
3	1	0.8 %
4,11,17,5	1	0.8 %
5 & 11	1	0.8 %
5-17	1	0.8 %
ABC	9	6.8 %
ABC & CBS	1	0.8 %
ABC & PBS	1	0.8 %
ABC AND WRAL	1	0.8 %
ABC-11	1	0.8 %
ABC-CBS	1	0.8 %
ALL LOCAL	1	0.8 %
CBS-4	1	0.8 %
CHANNEL 11	1	0.8 %
CHANNEL 14	4	3.0 %
FOX 4 AND CHANNEL 6	1	0.8 %
LOCAL	2	1.5 %
LOCAL ABC-NBC-CBS	1	0.8 %
NBC	4	3.0 %
NBC 11	1	0.8 %
NBC-ABC-CBS	1	0.8 %
NBC-UMC-CNN-CBS	1	0.8 %
NEWS 14	4	3.0 %
NETWORKS	1	0.8 %
PBS	1	0.8 %
UNC	1	0.8 %
WCHL	1	0.8 %
WDYD	1	0.8 %
WRAL	52	39.4 %
WRAL-14	1	0.8 %
WRAL-ABC	1	0.8 %
WRAL-PBS-FOX	1	0.8 %
WRAL-WTVD	3	2.3 %
WRAL-WUNC	1	0.8 %
WTVD	2	1.5 %
WTVD-WRAL	1	0.8 %
WTVD-WUNC	1	0.8 %
WUNE	1	0.8 %
Total	132	100.0 %

# 2011 Chapel Hill Community Survey Results

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## Q16 Newspapers

Q16 Newspapers	Number	Percent
CARRBORO CITIZEN	1	0.3 %
CHAPEL HILKL NEWS & N&O	1	0.3 %
CHAPEL HILL HERALD	1	0.3 %
CHAPEL HILL NEWS	170	52.0 %
CHAPEL HILL NEWS & DTH	1	0.3 %
CHAPEL HILL NEWS & N&O	19	5.8 %
CHAPEL HILL NEWS-DTH	1	0.3 %
CHAPEL HILL NEWS-DURHAM	1	0.3 %
CHAPEL HILL NEWS-OBSERVER	1	0.3 %
CHAPEL HILL NEWS/OBSERVER	1	0.3 %
CHAPEL HILL NEWSPAPER	3	0.9 %
CHN	2	0.6 %
CHN-OBSERVER	1	0.3 %
DAILY TAR HEEL	11	3.4 %
DAILY TAR HEEL-CHN	1	0.3 %
DAILY TAR HEEL-INDEPNDENT	1	0.3 %
DTH	3	0.9 %
DTH-CARRBORO CITIZEN	1	0.3 %
DTH-N&O CH NEWS	1	0.3 %
DURHAM & CHAPEL HILL NEWS	1	0.3 %
DURHAM HERALD	2	0.6 %
DURHAM MORNING HERALD	1	0.3 %
DURHAM PAPER	1	0.3 %
DURHAM SUN-CHAPEL HILL N	1	0.3 %
HERALD SUN	7	2.1 %
HERALD SUN & N&O	1	0.3 %
HERALD SUN-CHAPEL HILL	1	0.3 %
HERALD SUN-CHAPEL HILL N	1	0.3 %
HERALDD	1	0.3 %
HERALDSON	1	0.3 %
INDEPENDENT	1	0.3 %
INDEPENDENT HERALD SUN	1	0.3 %
LOCAL	1	0.3 %
N&O	33	10.1 %
N&O & CHAPEL HILL NEWS	7	2.1 %
N&O & INDEPENDENT	1	0.3 %
N&O & SOUTHERN NEIGHBOR	1	0.3 %
N&O CHANNEL NEWS	1	0.3 %
N&O CHAPEL HILL NEWS	9	2.8 %
N&O-CHAPEL HILL NEWS	1	0.3 %
NEW & OBSERVER	1	0.3 %
NEWS & OBERVER INDEPT	1	0.3 %
NEWS AND OBSERVER	1	0.3 %
NEWS OBSERVER	7	2.1 %
NEWS OBSERVER-CHN	1	0.3 %

# 2011 Chapel Hill Community Survey Results

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## **Q16 Newspapers**

<u>Q16 Newspapers</u>	<u>Number</u>	<u>Percent</u>
NNO	1	0.3 %
OBSERVE NEWS	1	0.3 %
OBSERVER	2	0.6 %
OBSERVER NEWS	7	2.1 %
OBSERVER NEWS-CHN	1	0.3 %
OBSERVER-CHAPEL HILL NEWS	1	0.3 %
RALEIGH & N&O	1	0.3 %
RALEIGH N&O	1	0.3 %
ROLLY	1	0.3 %
SOUTHERN NEIGHBOR	1	0.3 %
THE NEWS & OBSERVER	1	0.3 %
TOWN	1	0.3 %
TOWN NP	1	0.3 %
UNIVERSITY GAZETTE	1	0.3 %
Total	327	100.0 %



## 2011 Chapel Hill Community Survey Results

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### **Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ?**

<u>Q17 Top Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	110	18.1 %
Social media	14	2.3 %
Email	24	4.0 %
Chapel Hill TV-18 (Time Warner)	26	4.3 %
Television news	206	33.9 %
Radio	108	17.8 %
Newspapers	23	3.8 %
None chosen	96	15.8 %
Total	607	100.0 %

### **Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ?**

<u>Q17 Second Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	59	9.7 %
Social media	17	2.8 %
Email	35	5.8 %
Chapel Hill TV-18 (Time Warner)	33	5.4 %
Television news	82	13.5 %
Radio	123	20.3 %
Newspapers	26	4.3 %
None chosen	232	38.2 %
Total	607	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ?**

<u>Q17 Third Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	63	10.4 %
Social media	14	2.3 %
Email	31	5.1 %
Chapel Hill TV-18 (Time Warner)	21	3.5 %
Television news	31	5.1 %
Radio	39	6.4 %
Newspapers	37	6.1 %
None chosen	371	61.1 %
Total	607	100.0 %

### **Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ? (Top Three)**

<u>Q17 Top Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	232	38.2 %
Social media	45	7.4 %
Email	90	14.8 %
Chapel Hill TV-18 (Time Warner)	80	13.2 %
Television news	319	52.6 %
Radio	270	44.5 %
Newspapers	86	14.2 %
None chosen	96	15.8 %
Total	1218	

## 2011 Chapel Hill Community Survey Results

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**Q18 Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live in Chapel Hill**

(N=607)

	Don't know	Very important	Somewhat important	Not sure	Unimportant
Q18a Sense of belonging to the community	3.1%	43.3%	34.9%	9.2%	9.4%
Q18b Quality of public schools	2.6%	74.6%	10.7%	2.3%	9.7%
Q18c Employment opportunities	3.8%	48.1%	23.2%	8.9%	16.0%
Q18d Types of housing	3.1%	49.1%	32.9%	8.1%	6.8%
Q18e Affordability of housing	3.5%	41.7%	32.9%	10.2%	11.7%
Q18f Access to quality shopping	3.8%	35.4%	36.4%	11.5%	12.9%
Q18g Availability of parks and recreation opportunities	3.3%	49.9%	32.3%	6.8%	7.7%
Q18h Near family or friends	2.8%	37.1%	29.5%	8.4%	22.2%
Q18i Safety and security	2.6%	73.1%	18.8%	3.1%	2.3%
Q18j Availability of transportation options	3.8%	41.4%	31.5%	8.1%	15.3%
Q18k Availability of cultural activities and the arts	3.5%	47.3%	32.6%	8.1%	8.6%
Q18l Access to restaurants & entertainment	3.5%	51.6%	32.9%	5.3%	6.8%
Q18m University community	3.0%	56.8%	25.7%	6.4%	8.1%
Q18n Access to Research Triangle Park	3.5%	33.9%	26.4%	9.4%	26.9%

## 2011 Chapel Hill Community Survey Results

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**Q18 Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live in Chapel Hill (Without Don't Know)**

(N=607)

	Very important	Somewhat important	Not sure	Unimportant
Q18a Sense of belonging to the community	44.7%	36.1%	9.5%	9.7%
Q18b Quality of public schools	76.6%	11.0%	2.4%	10.0%
Q18c Employment opportunities	50.0%	24.1%	9.2%	16.6%
Q18d Types of housing	50.7%	34.0%	8.3%	7.0%
Q18e Affordability of housing	43.2%	34.1%	10.6%	12.1%
Q18f Access to quality shopping	36.8%	37.8%	12.0%	13.4%
Q18g Availability of parks and recreation opportunities	51.6%	33.4%	7.0%	8.0%
Q18h Near family or friends	38.1%	30.3%	8.6%	22.9%
Q18i Safety and security	75.1%	19.3%	3.2%	2.4%
Q18j Availability of transportation options	43.0%	32.7%	8.4%	15.9%
Q18k Availability of cultural activities and the arts	49.0%	33.8%	8.4%	8.9%
Q18l Access to restaurants & entertainment	53.4%	34.1%	5.5%	7.0%
Q18m University community	58.6%	26.5%	6.6%	8.3%
Q18n Access to Research Triangle Park	35.2%	27.3%	9.7%	27.8%

## 2011 Chapel Hill Community Survey Results

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### **Q18 Are your needs being met?**

(N=607)

	Don't know	No	Yes
Q18a-Sense of belonging to the community	23.7%	11.2%	65.1%
Q18b-Quality of public schools	25.6%	8.5%	65.9%
Q18c-Employment opportunities	28.0%	19.9%	52.1%
Q18-d Types of housing	25.6%	13.8%	60.6%
Q18e-Affordability of housing	25.8%	24.1%	50.1%
Q18f-Access to quality shopping	25.2%	23.0%	51.8%
Q18g-Availability of parks and recreation opportunities	25.1%	9.0%	65.9%
Q18-h Near family or friends	27.7%	11.7%	60.6%
Q18-i Safety and security	25.9%	7.1%	66.9%
Q18j-Availability of transportation options	26.6%	12.0%	61.4%
Q18k-Availability of cultural activities and the arts	26.5%	10.8%	62.7%
Q18l-Access to restaurants & entertainment	25.4%	7.8%	66.7%
Q18m-University community	25.7%	2.6%	71.8%
Q18n-Access to Research Triangle Park	29.4%	5.8%	64.8%

## 2011 Chapel Hill Community Survey Results

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### **Q18 Are your needs being met? (Without Don't Know)**

(N=607)

	No	Yes
Q18a-Sense of belonging to the community	14.7%	85.3%
Q18b-Quality of public schools	11.4%	88.6%
Q18c-Employment opportunities	27.6%	72.4%
Q18-d Types of housing	18.5%	81.5%
Q18e-Affordability of housing	32.5%	67.5%
Q18f-Access to quality shopping	30.7%	69.3%
Q18g-Availability of parks and recreation opportunities	12.1%	87.9%
Q18-h Near family or friends	16.2%	83.8%
Q18-i Safety and security	9.6%	90.4%
Q18j-Availability of transportation options	16.4%	83.6%
Q18k-Availability of cultural activities and the arts	14.7%	85.3%
Q18l-Access to restaurants & entertainment	10.5%	89.5%
Q18m-University community	3.4%	96.6%
Q18n-Access to Research Triangle Park	8.2%	91.8%

## 2011 Chapel Hill Community Survey Results

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**Q19 Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the Town's current pace of development in each of the following areas.**

(N=607)

	Don't know	Much too slow	Slow	Just right	Fast	Much too fast
Q19a Office development	25.9%	6.9%	11.7%	32.1%	12.7%	10.7%
Q19b Multi-family residential development	21.4%	5.6%	15.8%	27.8%	16.8%	12.5%
Q19c Single-family residential development	18.1%	5.4%	13.2%	39.5%	16.0%	7.7%
Q19d Retail development	13.3%	21.1%	23.1%	26.7%	9.6%	6.3%
Q19e Mixed-use development	20.8%	8.6%	18.1%	32.0%	12.4%	8.2%

**Q19 Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast", please rate the Town's current pace of development in each of the following areas. (Without Don't Know)**

(N=607)

	Much too slow	Slow	Just right	Fast	Much too fast
Q19a Office development	9.3%	15.8%	43.3%	17.1%	14.4%
Q19b Multi-family residential development	7.1%	20.1%	35.4%	21.4%	15.9%
Q19c Single-family residential development	6.6%	16.1%	48.3%	19.5%	9.5%
Q19d Retail development	24.3%	26.6%	30.8%	11.0%	7.2%
Q19e Mixed-use development	10.8%	22.9%	40.3%	15.6%	10.4%



## 2011 Chapel Hill Community Survey Results

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**Q20 TRANSPORTATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a How well the traffic signal system provides for efficient traffic flow	3.1%	12.0%	36.6%	19.9%	18.9%	9.4%
Q20b The Town's bus service, Chapel Hill Transit	16.1%	32.0%	30.1%	13.2%	5.1%	3.5%
Q20c The ease of walking or biking in Chapel Hill	5.1%	15.3%	32.3%	22.6%	18.3%	6.4%
Q20d Availability of sidewalks in the town	4.3%	14.3%	35.6%	25.0%	14.2%	6.6%
Q20e Availability of greenways and walking trails	6.4%	21.1%	38.6%	17.5%	12.7%	3.8%

## 2011 Chapel Hill Community Survey Results

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**Q20 TRANSPORTATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a How well the traffic signal system provides for efficient traffic flow	12.4%	37.8%	20.6%	19.6%	9.7%
Q20b The Town's bus service, Chapel Hill Transit	38.1%	36.0%	15.7%	6.1%	4.1%
Q20c The ease of walking or biking in Chapel Hill	16.1%	34.0%	23.8%	19.3%	6.8%
Q20d Availability of sidewalks in the town	15.0%	37.2%	26.2%	14.8%	6.9%
Q20e Availability of greenways and walking trails	22.5%	41.2%	18.7%	13.6%	4.0%

# 2011 Chapel Hill Community Survey Results

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## **Q21 In your experience, which are the most congested east-west roads? (top two)**

Q21 In your experience, which are the most congested east-west roads?	Number	Percent
Franklin Street	223	36.7 %
US 15-501	422	69.5 %
Raleigh Road and NC-54	263	43.3 %
Estes Drive	181	29.8 %
Don't Know	20	3.3 %
Total	1109	

## **Q22 Which are the most congested north-south roads?(top two)**

Q22 Which are the most congested north-south roads?	Number	Percent
Fordham Boulevard	301	49.6 %
US 15-501 South	257	42.3 %
S Columbia Street	252	41.5 %
Martin Luther King Jr. Boulevard	123	20.3 %
Hillsborough Street-Raleigh Street	83	13.7 %
Don't Know	44	7.2 %
Total	1060	

## 2011 Chapel Hill Community Survey Results

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### **Q23 Do you or does any member of your household use Chapel Hill Transit?**

Q23 Do you or does any member of your household use Chapel Hill Transit?	Number	Percent
Yes	272	44.8 %
No	324	53.4 %
No response	11	1.8 %
Total	607	100.0 %

### **Q23 Do you or does any member of your household use Chapel Hill Transit? (Without No Response)**

Q23 Do you or does any member of your household use Chapel Hill Transit?	Number	Percent
Yes	272	45.6 %
No	324	54.4 %
Total	596	100.0 %

# 2011 Chapel Hill Community Survey Results

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## **Q23a What is the primary reason for taking the bus?**

<u>Q23a What is the primary reason for taking the bus?</u>	<u>Number</u>	<u>Percent</u>
To go to and from work	138	50.7 %
To go to and from shopping	46	16.9 %
To go to and from medical appointments	28	10.3 %
To go to and from social activities	62	22.8 %
To go to and from school	76	27.9 %
None chosen	3	1.1 %
Total	353	

## **Q23b What is your primary reason for not using Chapel Hill Transit?**

<u>Q23b What is your primary reason for not using Chapel Hill Transit?</u>	<u>Number</u>	<u>Percent</u>
Service is not frequent enough	48	14.8 %
Not enough service on weekends	30	9.3 %
Just prefer to drive	134	41.4 %
Service isn't offered to places I need to go	94	29.0 %
Not enough service in the evening	22	6.8 %
Other	58	17.9 %
None Chosen	29	9.0 %
Total	415	

# 2011 Chapel Hill Community Survey Results

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## **Q23b Other**

### Q23b Other

AREA LOST BUS STOP  
BRIARCLIFF CANCELLED  
CONFUSING TO ACCESS BUS  
CONFUSING TO TRANSFER  
CONVENIENCE  
DID NOT GO LONG DISTANCE  
DISCONTINUED SERVICE  
DOES NOT FIT MY SCHEDULE  
DON'T GET OUT MUCH  
DON'T HAVE THE TIME  
DON'T HAVE A NEED  
DON'T KNOW THE ROUTES  
DON'T LIKE IT GET RID OF  
DON'T NEED IT  
EMPLOYMENT OUT OF CITY  
HANDICAP & PREFER DRIVE  
HANDICAPPED  
HAVE TROUBLE WALKING  
HUSBAND IS DISABLED  
I BIKE  
I BIKE INSTEAD  
I HAVE TO DRIVE FOR WORK  
I WALK WHENEVER POSSIBLE  
I WORK FROM HOME  
I WORK IN DURHAM  
INCONVENIENT ROUTING  
INCONVENIENT TIME  
JOB REQUIRES ME TO DRIVE  
LAZY  
LAZY  
NO LONGER STOPS HERE  
NO NEED TO USE IT  
NO SERVICE BY HOUSE  
NO SERVICE IN MY AREA  
NO SERVICE IN MY AREA  
NO STOPS WHERE I LIVE  
NOT CLOSE ENOUGH TO HOME  
NOT CLOSE TO HOME  
NOT ENOUGH ROUTES  
NOT ENOUGH TIME  
NOT FAST ENOUGH  
NOT NEEDED  
NOT SAFE AT BUS STOP  
NOT THE RIGHT HOURS

# 2011 Chapel Hill Community Survey Results

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## **Q23b Other**

### Q23b Other

PARKING PICK UP DROP OFFS  
RIDE THE BUS TO DOWNTOWN  
ROUTES STOP IN BRIARCLIFF  
SERVICE NOT AVAILABLE  
SERVICE NOT IN MY AREA  
SHOULD CHARGE FOR SERVICE  
SICK  
TOO MANY STOPS  
TOO MANY TRANSFERS  
UNABLE TO WALK TO STOP  
USE A WALKER  
USE CAR FOR WORK-SALE JOB  
USED IT TO BIKE GOT HURT  
WALKING DISTANCE CLOSE  
WASTE OF MONEY  
WASTE OF TAX DOLLARS  
WE HAVE KIDS  
WALK  
YOU CUT THE BUS STOP

# 2011 Chapel Hill Community Survey Results

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## **Q24 Does anyone in your household ride a bicycle?**

<u>Q24 Does anyone in your household ride a bicycle?</u>	<u>Number</u>	<u>Percent</u>
Yes	308	50.7 %
No	290	47.8 %
Don't Know	9	1.5 %
Total	607	100.0 %

## **Q24 Does anyone in your household ride a bicycle? (Without Don't Know)**

<u>Q24 Does anyone in your household ride a bicycle?</u>	<u>Number</u>	<u>Percent</u>
Yes	308	51.5 %
No	290	48.5 %
Total	598	100.0 %

## **Q24a If yes**

<u>Q24a If yes</u>	<u>Number</u>	<u>Percent</u>
Do they bike to commute to work or school	28	9.1 %
Do they bike for recreation only	199	64.6 %
Do they bike for BOTH commuting and recreation	77	25.0 %
Don't Know	4	1.3 %
Total	308	100.0 %

## **Q24b What type of bicycle amenities would you like for the Town to provide?**

<u>Q24b What type of bicycle amenities would you like for the Town to provide?</u>	<u>Number</u>	<u>Percent</u>
Wide outside lanes on streets	92	29.9 %
Striped on-road lanes	92	29.9 %
Separate bike paths	190	61.7 %
Don't know	41	13.3 %
Total	415	



# 2011 Chapel Hill Community Survey Results

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## **Q25 Within the Town limits, do you feel safe driving, walking and cycling?**

Q25 Within the Town limits, do you feel safe driving, walking and cycling?	Number	Percent
Yes	389	64.4 %
No	204	33.8 %
Don't know	11	1.8 %
Total	604	100.0 %

## **Q25 Within the Town limits, do you feel safe driving, walking and cycling? (Without Don't Know)**

Q25 Within the Town limits, do you feel safe driving, walking and cycling?	Number	Percent
Yes	389	65.6 %
No	204	34.4 %
Total	593	100.0 %

# 2011 Chapel Hill Community Survey Results

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## Q25 Why Not

### Q25a Why not

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AFTER DARK CRIME AND TRAFFIC MAKES ME FEEL UNSAFE  
ALONG ESTES DR IT FEELS VERY DANGEROUS TO CYCLE  
BECAUSE NOT OFF ROAD TOO CLOSE TO VEHICLE TRAFFIC  
BEGGERS ON FRANKLIN ST  
BICYCLING IS HAZARDOUS-MANY ACCIDENTS  
BIKE LANES ARE AWFUL  
BIKE LANES ARE TOO NARROW OR NON-EXISTANT  
BIKE LANES ARE NOT WIDE ENOUGH-SO NO  
BIKE PATHS ARE NOT WIDE ENOUGH-CRIME AT THE BOLIN CREEK TRL  
BIKER ON NARROW BUSY STREETS IT'S VERY DANGEROUS  
BIKERS DON'T FEEL SAFE RIDING BIKES ROADS ARE TOO NARROW  
CAR DRIVE TOO FAST AND TOO CLOSE-BUSES STOP IN BIKE LANES  
CARS AND BIKES DON'T MIX WELL  
CARS ARE TO CLOSE AND NPT PAYING ATTENTION-NEED BIKE PATHS  
CARS TO CLOSE TO CYCLISTS AND PEDESTRIANS  
CERTAIN AREAS IN TOWN HAVE A NARROW OUTSIDE LANES  
CERTAIN PEOPLE  
COLUMBIA STREETS ARE TOO NARROW GOING TOWARD TOWN  
CROSS WALKS NOT RESPECTED BY DRIVERS NOT ENFORCED BY POLICE  
CROSSWALKS UNSAFE  
CYCLING FEELS DANGEROUS ON MANY ROADS  
CYCLING IS DANGEROUS IN MANY PLACES LACK OF BIKE LANES  
CYCLING IS NOT ACCOMODATED EFFECTIVELY W/BIKE LANES  
CYCLING IS NOT SAFE  
CYCLING IS VERY DANGEROUS W/BIKE TRAILS & NARROW STREETS  
CYCLING IS VERY HAZARDOUS DUE TO CAR CONGESTION POOR ROADS  
CYCLING NO BIKE PATHS ON ROADS OUT OF MY NEIGHBORHOOD  
CYCLING NOT CONNECTED ROUTES-NOT ENOUGH BIKE LANES  
CYCLING NOT ENOUGH BIKE LANES  
CYCLING NOT ENOUGH BIKE PATHS-BIKE SLOW DOWN TRAFFIC  
CYCLING SEEMS VERY DANGEROUS ON MLK BLVD  
CYCLING WITH CARS IS FRIGHTENING  
CYCLISTS OFTEN DO UNSAFE THINGS WHILE SHARING THE ROAD  
DANGEROUS  
DISTRACED DRIVERS  
DO NOT FEEL SAFE WALKING NOT ENOUGH SIDEWALKS  
DON'T FEEL SAFE WALKING 15-501 NO SIDEWALKS  
DON'T FEEL SAFE CYCLING NOT SET FOR BIKE RIDERS  
DOWNTOWN AT NIGHT CAN BE DESOLATE AND DARK  
DOWNTOWN NEEDS MORE WALKING AREAS & PUBLIC PARKING  
DRIVERS DO NOT RESPECT THOSE WLAKING OR CYCLING  
DRIVERS FELL LIKE THEY ARE THE ONLY ONES ON THE ROAD  
DRIVING IT'S SAFE WALKING IS UNSAFE BECAUSE OF NO SIDEWALKS  
DRIVRS ARE CARELESS AND LACK OF BIKE LANES AND PATHS  
EXCESSIVE SPEED GOING EAST DOWN THE HILL ON N ESTES DR  
FAMILY MEMBER HAS HAD 2 BIKE ACCIDENTS  
GET TIRED QUICK  
HANDICAPPED

# 2011 Chapel Hill Community Survey Results

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## Q25 Why Not

### Q25a Why not

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HARD TO RIDE BIKE NO SHOULDERS  
I CYCLED TO WORK FOR 12 YRS NEARLY LOT MY LIFE  
I DON'T FEEL SAFE DRIVING INTO TOWN TO MUCH J-WALKING  
I STLL HAVE DRIVERS TELL ME TO GET OFF THE ROAD  
I WANT TO BIKE FROM SOUTHERN VILLAGE TO CARRBORO NOT SAFE  
I WOULD NOT BIKE ON MANY STREETS-IT'S NOT SAFE  
I WOULD NOT FEEL SAFE CYCLING ON ANY MAJOR ROAD IN CHAPEL HILL  
I WOULDN'T FEEL SAFE CYCLING BECAUSE OF CARS & BUSES  
IF BIKE LANES EXIST DRIVERS IGNORE THEM NO SIDEWALKS  
IN PLACES W/O SIDEWALKS NOT SAFE-CARS TOO FAST  
IN SOME PLACES HAVE NO SIDEWALKS-SO I CAN'T WALK W/KIDS  
INADEQUATE BIKE LANES  
INADEQUATE PEDESTRIAN AND CYCLING LANES  
INADEQUATE SHOULDRS ON ESTS-SPEDERS ON MLK POOR BIKE LANES  
INATTENTIVE DRIVERS  
IT'S BECAUSE MY CAR IS VIBRATED BY INVISIBLE HUMAN AGENTS  
J WALKING OR PEDIESTRIANS NOT OBEYING SIGNALS  
LACK OF BIKE LANES AND SIDEWALKS  
LACK OF BIKE PATHS  
LACK OF RESPECT FOR BIKERS & PEDESTRIANS BY VEHICLE DRIVERS  
LACK OF SAFE BIKE LANES AND MISSING SIDEWALK CONNECTIONS  
LACK OF SEPARATE BIKE PATHS-LACK OF PEDESTRIAN SIGNALS  
LITTLE RESPECT FOR BIKERS BY CARS & NOT ENOUGH ROOM  
MANY PARTS OF TOWN ARE UNSAFE TO CYCLES-NO SHOULDERS  
MANY TOWN ROADS DON'T HAVE SIDEWALKS OR SHOULDERS  
MANY UNSAFE BIKING ROADS-NO ENOUGH SPACE  
MAYBE TO BIKE AROUND TOWN  
NEED LANES FOR BIKES  
NEED MORE BIKE LANES AND MORE SIDEWALKS  
NEED SEPERATE BIKE PATHS AND BIKE PARKS  
NEED SOME TYPE OF ROAD BIKE PATHS ON ALL ROADS  
NEED TO SHARE THE ROAD WITH CARS  
NO BIKE LANE OR SIDEWALKS ON 54  
NO BIKE LANES  
NO BIKE LANES & DRIVERS DRIVE TOO FAST  
NO BIKE WAY ON SEWELL-STUPID  
NO BIKES LANES CAR DRIVERS CUT YOU OFF-DANGEROUS TO BIKE  
NO CLEAR SAFE AREA  
NO DESIGNATED BIKE LANES  
NO ROOM ON ROADS  
NO SIDEWALKS  
NO SIDEWALKS ON S COLUMBIA WHERE WE LIVE OFF COOLIDGE  
NO SIDEWALKS OR PLACES TO BIKE AND WALK  
NO SIDEWALKS-SHOULDERS ARE TERRIBLE  
NOT ALL ROADS ARE GOOD FOR CYCLING

# 2011 Chapel Hill Community Survey Results

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## Q25 Why Not

### Q25a Why not

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NOT BIKING LANES ARE TOO NARROW  
NOT BIKING ROADWAYS TOO SMALL  
NOT ENOUGH ROOM ON THE ROADS  
NOT ENOUGH WALKING PATHS  
NOT ENOUGH BIKE LANES OR SIDEWALKS  
NOT ENOUGH BIKE PATHS AND NOT ENOUGH SIDEWALKS  
NOT ENOUGH CONTINUITY OF SIDEWALKS & BIKE LANES  
NOT ENOUGH DESIGNATED BIKE PATHS  
NOT ENOUGH LIGHT AT NIGHT IN THE WINTER-TOO MUCH CRIME  
NOT ENOUGH PATHS  
NOT ENOUGH PAVED BIKE TRAILS  
NOT ENOUGH ROOM TO BIKE  
NOT ENOUGH ROOM TO BIKE-VERY DANGEROUS TO BIKE  
NOT ENOUGH ROOM TO RIDE A BIKE-NO BIKE LANES  
NOT ENOUGH SEPARATION ON STREETS  
NOT ENOUGH SHOULDER FOR BIKES  
NOT ENOUGH SHOULDER SPACE TO RIDE A BIKE  
NOT ENOUGH SIDEWALKS AND BIKE LANES  
NOT ENOUGH SIDEWALKS AND NOT WELL MAINTAINED CAUSE ACCIDENTS  
NOT ENOUGH SIDEWALKS OR STREET LIGHTS AT NIGHT  
NOT ENOUGH SIDEWALKS-PEOPLE DRIVE TOO FAST  
NOT ENOUGH SPACE  
NOT ENOUGH SPACE FOR BIKES  
NOT ENOUGH SPACE ON STREETS FOR BIKES  
NOT ENOUGH TRAILS  
NOT SAFE  
NOT SAFE CYCLING OR WALKING  
NOT SAFE ENOUGH TO BIKE-LACK OF DRIVER AWARENESS  
NOT SAFE PATHS TO RIDE A BIKE  
NOT SAFE TO BIKE WITHOUT SEPARATION FROM CARS & SIDEWALKS  
NOT SAFE TO CYCLE ON SOME OF THE MAJOR ROADS  
NOT WITH OUR CHILDREN-TOO MANY STREETS WITHOUT BIKE LANES  
OLDER OR ELDERLY DRIVERS CANNOT SEE OR HEAR  
ONLY IN DAYTIME-I FEEL WE MUST NOT ALLOW PEOPLE BEGGING ON ST  
PEDESTRIAN CROSSING EVEN AT LIGHTS NOT WELL RESPECTED  
PEDESTRIAN CROSSING ON MLK ARE NOT SAFE-CARS DON'T STOP  
PEOPLE WALK IN FRONT OF YOU WHILE DRIVING  
POOR LIGHTING IN SOME AREAS  
POOR SIDEWALKS NARROW ROADS  
POOR TRAFFIC LAW ENFORCEMENT-OUT OF CONTROL BUS DRIVERS  
RAISED PEDESTRIAN CROSS WALKS ARE DANGEROUS ON MLK BLVD

# 2011 Chapel Hill Community Survey Results

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## Q25 Why Not

### Q25a Why not

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ROADS ARE BUSY-NARROW BIKE LANES-TRAFFIC IS CLOSE  
ROADS ARE TOO WIDE ENCOURAGING SPEEDING-LACK OF SIDEWALKS  
ROADS AREN'T SAFE FOR BIKES  
ROADS DON'T HAVE WIDE ENOUGH SHOULDERS OR STRIPED LANES  
SAFE DRIVING MANY ROADS ARE TOO NARROW FOR BIKING  
SOME ROADS ESTES DON'T HAVE WIDE SHOULDERS FOR SAFE ROOM  
SOME ROADS LACK BIKE LANES AND SIDEWALKS  
SOME ROADS TOO NARROW FOR BIKING WITH TRAFFIC  
SOMETHING NEEDS TO BE DONE ABOUT THE VAGRANTS & PANHANDLERS  
SOMETIMES TWISTING ROADS AT S COLUMBIA & HILLSBOROUGH ST  
THERE ARE LITTLE TO NO BIKE LANES OR BIKE SIGNALS  
THERE IS LOTS OF SPEEDING AND STOP SIGN RUNNING  
THERE IS NOT ENOUGH SPACE FOR CYCLISTS  
TOO CONGESTED  
TOO CONGESTED CARELESS DRIVERS & BIKERS & PEDESTRIANS TOO  
TOO CONGESTED W/BIKES  
TOO MANY CARS-TOO CLOSE TO CARS  
TOO MANY DRIVERS SPEED ON FRANKLIN-IT IS UNSAFE AND SCARY  
TOO MANY HOMELESS PAN HANDLERS-NOT ENOUGH LIGHTING  
TOO MANY PEOPLE ON THE ROAD NOT FAMILIAR W/AREA  
TOO MANY SOLICITORS ON FRANKLIN ST  
TOO MUCH CONGESTION-DRIVERS DON'T UNDERSTAND CYCLIST RIGHTS  
TOO MUCH TRAFFIC AND NOT GOOD LANES TO WALK OR BIKE  
TOWN NEEDS BIKE LANES-THE BIKE-FRIENDLY SIGNS ARE A JOKE  
TRAFFIC  
TRAFFIC  
TRAFFIC & LACK OF SEPARATE BIKE LANES  
TRAFFIC AND STUDENT DRIVERS  
TRAFFIC AND THE LACK OF BIKE LANES  
TRAFFIC CELL PHONE USE  
TRAFFIC DOESN'T OBEY SPEED LIMIT-DRIVERS ON CELL PHONES  
TRAFFIC INTERSECTIONS NOT ENOUGH BIKE PATHS-ALSO SAFETY  
TRAFFIC IS TOO CONGESTED IN CHAPEL HILL  
TRAFFIC MOVES TOO FAST  
TRAFFIC SIGNAL SYSTEM IS ABUSE CYCLING TO & FROM WORK  
TRAFFIC TOO BUSY  
TRAFFIC TOO FAST ON ROADS WITHOUT SIDEWALKS  
TWO WIDE ROADS-TOO FAST FOR TOO MANY 4 LANE HIGHWAYS  
UNSAFE DUE TO POOR SHOULDERS,LANES ETC.  
UNSAFE FOR 25 YEAR NO SIDEWALKS-NO BIKE PATHS  
VERY AGGRESSIVE DRIVERS IGNORE TRAFFIC RULES RUNS RED LIGHTS  
VERY DANGEROUS SIDEWALKS EXTRA NARROW  
WALKING AND CYCLING IS NOT SAFE NOT ENOUGH BIKE PATHS  
WALKING CYCLING PATHS DO NOT EXIST  
WALKING ON WEAVER DAIRY RD IS NOT SAFE AT NIGHT  
WE OVER DARRY RD  
WHERE WE LIVE BIKING WOULD BE VERY DANGEROUS  
WITHIN THE TOWN LIMITS BIKE LANE DOESN'T CONNECT ALL THE WAY  
WALKING & DRIVING YES-CYCLING NO PEOPLE GET TO DISTRACTED  
YES TO DRIVING, NO TO WALKING FOR THERE IS NO CROSS-WALK

## 2011 Chapel Hill Community Survey Results

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### **Q26 How often do you typically go outside Chapel Hill Town limits to shop?**

Q26 How often do you typically go outside Chapel Hill Town limits to shop?	Number	Percent
Every day	64	10.5 %
A few times per week	175	28.8 %
At least once a week	180	29.7 %
A few times per month	143	23.6 %
A few times per year	27	4.4 %
Seldom or never	15	2.5 %
Don't Know	3	0.5 %
Total	607	100.0 %

### **Q26 How often do you typically go outside Chapel Hill Town limits to shop? (Without Don't Know)**

Q26 How often do you typically go outside Chapel Hill Town limits to shop?	Number	Percent
Every day	64	10.6 %
A few times per week	175	29.0 %
At least once a week	180	29.8 %
A few times per month	143	23.7 %
A few times per year	27	4.5 %
Seldom or never	15	2.5 %
Total	604	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?**

Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

	Number	Percent
Essential	230	37.9 %
Important	193	31.8 %
Not sure	84	13.8 %
Not important	67	11.0 %
Detrimental	21	3.5 %
Don't know	12	2.0 %
Total	607	100.0 %

### **Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy? (Without Don't Know)**

Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

	Number	Percent
Essential	230	38.7 %
Important	193	32.4 %
Not sure	84	14.1 %
Not important	67	11.3 %
Detrimental	21	3.5 %
Total	595	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?**

Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?

	Number	Percent
Very supportive	273	45.0 %
Somewhat supportive	174	28.7 %
Not sure	86	14.2 %
Not supportive	62	10.2 %
Don't Know	12	2.0 %
Total	607	100.0 %

### **Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies? (Without Don't Know)**

Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?

	Number	Percent
Very supportive	273	45.9 %
Somewhat supportive	174	29.2 %
Not sure	86	14.5 %
Not supportive	62	10.4 %
Total	595	100.0 %



## 2011 Chapel Hill Community Survey Results

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### **Q29 Of these Capital Improvements, which three would you select as the most important? (top three)**

Q29 Of these Capital Improvements, which three would you select as the most important?	Number	Percent
Stormwater system improvements	86	14.2 %
Street extensions	52	8.6 %
Sidewalk construction	175	28.8 %
Street reconstruction	98	16.1 %
Traffic signal replacements/upgrades	108	17.8 %
Parks renovations	74	12.2 %
Public facilities	90	14.8 %
Additional bicycle lanes/off-road paths	224	36.9 %
Open Space Acquisition	86	14.2 %
Trails and Greenways	175	28.8 %
Re-development of Downtown	253	41.7 %
Transit - Regional transit services	192	31.6 %
None chosen	32	5.3 %
Total	1645	

## 2011 Chapel Hill Community Survey Results

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### **Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?**

Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

	Number	Percent
Very satisfied	72	11.9 %
Satisfied	219	36.1 %
Neutral	118	19.4 %
Dissatisfied	62	10.2 %
Very dissatisfied	52	8.6 %
Don't know	84	13.8 %
Total	607	100.0 %

### **Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget? (Without Don't Know)**

Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

	Number	Percent
Very satisfied	72	13.8 %
Satisfied	219	41.9 %
Neutral	118	22.6 %
Dissatisfied	62	11.9 %
Very dissatisfied	52	9.9 %
Total	523	100.0 %

# 2011 Chapel Hill Community Survey Results

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## **Q31 What are the most important events offered by the Town?**

Q31 What are the most important events offered by the Town?	Number	Percent
Locally Grown	202	33.3 %
Fourth of July	204	33.6 %
Festifall	194	32.0 %
Earth Action	62	10.2 %
Other	37	6.1 %
None chosen	183	30.1 %
Total	882	

## **Q31 Other**

### Q31 Other

ANY ARTS FESTIVAL  
APPLEFIELD  
ART FESTIVAL  
CARRBORO MUSIC FESTIVAL  
CHRISTMAS PARADE  
CHRISTMAS PARADE  
CHRISTMAS PARADE  
CHRISTMAS PARADE  
DISCONTINUED 4TH OF JULY  
DO NOT PARTICIPATE  
DON'T ATTEND LACK PARKING  
DON'T GO TO ANY OF THESE  
FARMERS MARKET  
FARMERS MARKET  
HALLOWEEN  
HALLOWEEN  
HALLOWEEN  
HALLOWEEN  
HALLOWEEN  
HALLOWEEN  
HOLIDAY PARADE  
HOLIDAY PARADE  
HOMEBREW FOR HUNGER  
LIBRARY AT THE MALL  
LOCAL ETHNIC DIVERSE  
MISS APPLE CHILLS  
MORE SUPPORT OF UNC  
NEED ORGANIC FARM MARKET  
NEVER BEEN TO ONE  
NEVER HEARD OF THESE  
OUTDOOR MOVIES & MUSIC  
PUBLIC MUSIC EVENTS  
THEY ARE ALL TERRIBLE  
WALK FOR EDUCATION

# 2011 Chapel Hill Community Survey Results

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## **Q31a Are there other events that you would like to see provided by the Town?**

### Q31a Other events

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4TH OF JULY  
4TH OF JULY & CONCERTS  
4TH OF JULY FIREWORKS ONLY BE PROVIDED BY THE TOWN  
A BLUEGRASS FESTIVAL  
A DEER ROUND UP  
A FESTIVAL THAT CELEBRATES DIFFERENT CULTURALS  
A JOB FAIR LOCATED IN CHAPEL HILL & CARRBORO  
A REAL PARADE ON MEMORIAL DAY AND OTHER HOLIDAYS  
ANYTHING THAT IS BUSINESS FRIENDLY  
APPL CHILL  
APPLE CHILL  
APPLE CHILL  
APPLE CHILL  
APPLE CHILL FESTIVAL & HALOWEEN  
APPLEFIELD  
ART FAIR  
ART FESTIVAL  
ART HANDICRAFT FAIR  
ART SHOW  
ARTS AND MUSIC FESTIVALS  
ARTS,SCIENCE EDUCATION,CHARITY EVENTS  
BETTER DOWNTOWN PARKING  
BETTER HOLIDAY PARADE EVENTS  
BIKE RACING-FAMILY PARADES ON 4TH JULY HOLIDAYS  
BOOK FAIR  
BOOK FAIRS  
BUY NOTHING DAY  
CARNIVALS-BANDS OR OTHER FAMILY EVENTS  
CHRISTMAS DECORATIONS  
CHRISTMAS HOLIDAY SEASONS FESTIVAL  
CHRISTMAS PARADE  
CHRISTMAS PARADE AND EASTER PARADE  
COMMUNITY THEATER  
CONCERTS AND ART SHOWS  
CONCERTS IN PARKS OR OTHER AREAS WOULD BE NICE  
CULTURAL EVENTS  
CULTURAL EVENTS  
DIVERSITY CELEBRATION  
DOG SWIMMING DAYS  
EVENTS INVOLVING SCHOOL DISTRICTS  
EVENTS W/O DRUNK COLLEGE STUDENTS  
FARMERS MARKET  
FARMING & ORGANIC FARMING  
FIREWORKS  
FIX THE CURRENT EVENTS

# 2011 Chapel Hill Community Survey Results

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## **Q31a Are there other events that you would like to see provided by the Town?**

### Q31a Other events

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FOURTH OF JULY  
FOURTH OF JULY  
FOURTH OF JULY  
FOURTH OF JULY EVENTS  
FOURTH OF JULY FIREWORKS  
FREE CONCERTS IN PARKS  
GET RID OF HALLOWEEN EVENT  
HALLOWEEN CELEBRATION  
HEALTH IN SCHOOL  
HOLD SOME INTERNATIONAL FESTIVAL FOR DIVERSITY  
HUMANISTIC PROGRAMS IN THE SCHOOL  
I DON'T LIKE CHAPEL HILL  
I WANT MY KIDS TO EXPERIENCE SCIENCE MORE-MUSEUMS  
INTERNATIONAL FESTIVAL  
LADIES NIGHT OUT LIKE HILLSBROUGH & MEBANE  
MARATHON TO RAISE MONEY FOR GREENWAYS  
MINGLING EVENTS  
MOR EVENTS CATERING TO YOUNG ADULTS NOT IN SCHOOL  
MOR HOURS FOR FARMERS MARKET-MORE MUSIC EVENTS  
MORE ARTS AND CRAFTS FESTIVALS  
MORE COMMUNITY EVENTS  
MORE CONCERTS  
MORE MUSIC FESTIVALS  
MORE OUTDOOR CONCERTS  
MORE OUTDOOR MUSIC CONCERT FESTIVALS  
MORE STREET FAIRS  
MORE SUPPORT FOR THE FARMERS MARKET  
MORE SUPPORT OF FARMERS MARKET  
MORE SUPPORT OF PERFORMING ARTS  
MORE TOWN ART  
MULTICULTURAL ACTIVITIES-FAIRS-FESTIVALS  
MUSIC FESTIVAL S MULAN TO CARRBORO  
MUSIC FESTIVALS  
MUSIC FESTIVALS  
MUSICAL EVENTS-HOLIDAY EVENTS  
NEW YEARS EVE CELEBRATION  
NO HALLOWEEN EXPENDITURES  
NO-UNLES IT RAISES TAX REVENUE  
NO WE MUST REDUCE EXPENSES  
NY 2ND RESIDENCE MYRTLE BEACH HAS LOWER TAXES  
ON GOING COMMUNITY DISCUSSION OPPORTUNITIES  
PLEASE DON'T CANCEL FIREWORKS  
REINVENT THE RETURN OF APPLE CHILL-BAN BIKERS  
SHOULDN'T BE THE NUMBER OF EVENTS BUT THE QUALITY  
SPEND LESS MONEY  
SPRING FESTIVAL  
STOP LIGHT CAMERAS

## 2011 Chapel Hill Community Survey Results

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### **Q31a Are there other events that you would like to see provided by the Town?**

#### Q31a Other events

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SUPPORT HALLOWEEN  
TAKE CARE OF REDEVELOPING DOWNTOWN  
TEACH BUSINESS CONCEPTS TO LOCAL LEADERS  
THE TOWN FAILED TO SUPPORT THE CHAPEL HILL MUSEUM  
THERE IS LOTS OF ENERGY WASTE AT PARKS/SPORTFIELDS  
TOO MANY EVENTS PROVIDED BY THE CITY  
TOWN WIDE DAYS OF COMMUNITY SERVICE  
WANT A GOOD ARTS FESTIVAL BACK-LIKE APPLE CHILLS  
WEEK-END BUS SERVICE  
WINTER SEASONAL HOLIDAY OBSERVATIONS  
WOULD LIKE SEE MONEY SPENT ON SOCCER PARKS  
WOULD LIKE TOWN COUNCIL TO WORK WITH OWASA  
YES LOWER PROPERTY TAXES

## 2011 Chapel Hill Community Survey Results

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**Q32 The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q32a Availability of parking downtown	4.6%	2.5%	14.8%	19.1%	30.5%	28.5%
Q32b Cost of parking in downtown	6.3%	5.8%	24.7%	26.5%	20.9%	15.8%
Q32c Multi-space parking meters	17.6%	6.8%	25.0%	25.4%	13.2%	12.0%
Q32d Security of parking downtown	10.2%	9.6%	35.7%	30.5%	8.7%	5.3%

**Q32 The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q32a Availability of parking downtown	2.6%	15.5%	20.0%	32.0%	29.9%
Q32b Cost of parking in downtown	6.2%	26.4%	28.3%	22.3%	16.9%
Q32c Multi-space parking meters	8.2%	30.4%	30.8%	16.0%	14.6%
Q32d Security of parking downtown	10.6%	39.8%	33.9%	9.7%	5.9%

## 2011 Chapel Hill Community Survey Results

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**Q33 TRASH SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q33a Residential trash collection service	4.0%	51.4%	34.9%	5.8%	2.6%	1.3%
Q33b Yard waste removal	14.8%	36.7%	31.5%	10.7%	4.1%	2.1%
Q33c Leaf collection	14.5%	28.2%	30.6%	13.8%	9.2%	3.6%
Q33d Residential recycling service	4.9%	45.6%	35.3%	8.4%	3.8%	2.0%
Q33e Dead animal removal from right-of-way	37.6%	16.3%	24.9%	14.0%	5.6%	1.6%
Q33f Removal of large bulky items	33.1%	16.3%	22.1%	18.1%	7.6%	2.8%

**Q33 TRASH SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without Don't Know)**

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q33a Residential trash collection service	53.5%	36.4%	6.0%	2.7%	1.4%
Q33b Yard waste removal	43.1%	36.9%	12.6%	4.8%	2.5%
Q33c Leaf collection	32.9%	35.8%	16.2%	10.8%	4.2%
Q33d Residential recycling service	48.0%	37.1%	8.8%	4.0%	2.1%
Q33e Dead animal removal from right-of-way	26.1%	39.8%	22.4%	9.0%	2.6%
Q33f Removal of large bulky items	24.4%	33.0%	27.1%	11.3%	4.2%



## 2011 Chapel Hill Community Survey Results

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### **Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?**

Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?	Number	Percent
Yes	351	57.8 %
No	249	41.0 %
Don't Know	7	1.2 %
Total	607	100.0 %

### **Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road? (Without Don't Know)**

Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?	Number	Percent
Yes	351	58.5 %
No	249	41.5 %
Total	600	100.0 %

# 2011 Chapel Hill Community Survey Results

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## **Q34a About how many times a year do you take items to be recycled?**

Q34a About how many times a year do you take items to be recycled?	Number	Percent
01	19	5.5 %
02	66	19.0 %
03	53	15.2 %
04	46	13.2 %
05	45	12.9 %
06	37	10.6 %
07	3	0.9 %
08	4	1.1 %
10	12	3.4 %
12	21	6.0 %
14	1	0.3 %
15	3	0.9 %
18	1	0.3 %
20	12	3.4 %
23	1	0.3 %
25	3	0.9 %
30	3	0.9 %
34	1	0.3 %
35	1	0.3 %
40	1	0.3 %
45	1	0.3 %
48	1	0.3 %
50	3	0.9 %
52	10	2.9 %
Total	348	100.0 %

# 2011 Chapel Hill Community Survey Results

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## **Q35 Approximately how many years have you lived in the Town of Chapel Hill?**

Q35 Approximately how many years have you lived in the Town of Chapel Hill?	Number	Percent
Less than 5 years	126	20.8 %
5-10 years	139	22.9 %
11-20 years	160	26.4 %
More than 20 years	180	29.7 %
Decline	2	0.3 %
Total	607	100.0 %

## **Q35 Approximately how many years have you lived in the Town of Chapel Hill? (Without Decline)**

Q35 Approximately how many years have you lived in the Town of Chapel Hill?	Number	Percent
Less than 5 years	126	20.8 %
5-10 years	139	23.0 %
11-20 years	160	26.4 %
More than 20 years	180	29.8 %
Total	605	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q36 What is your age?**

<u>Q36 What is your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	21	3.5 %
25 to 34	65	10.7 %
35 to 44	134	22.1 %
45 to 54	163	26.9 %
55 to 64	124	20.4 %
65+	97	16.0 %
Decline	3	0.5 %
Total	607	100.0 %

### **Q36 What is your age? (Without Decline)**

<u>Q36 What is your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	21	3.5 %
25 to 34	65	10.8 %
35 to 44	134	22.2 %
45 to 54	163	27.0 %
55 to 64	124	20.5 %
65+	97	16.1 %
Total	604	100.0 %

## 2011 Chapel Hill Community Survey Results

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### **Q37 Are you or other members of your household of Hispanic or Latino ancestry?**

Q37 Are you or other members of your household of Hispanic or Latino ancestry?	Number	Percent
Yes	28	4.6 %
No	572	94.4 %
Decline	6	1.0 %
Total	606	100.0 %

### **Q37 Are you or other members of your household of Hispanic or Latino ancestry?(Without Decline)**

Q37 Are you or other members of your household of Hispanic or Latino ancestry?	Number	Percent
Yes	28	4.7 %
No	572	95.3 %
Total	600	100.0 %

# 2011 Chapel Hill Community Survey Results

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## **Q38 Which of the following best describes your race?**

<u>Q38 Which of the following best describes your race?</u>	<u>Number</u>	<u>Percent</u>
African American/Black	35	5.8 %
American Indian or Alaska Native	4	0.7 %
Asian, Hawaiian or Other Pacific Islander	110	18.1 %
White	461	75.9 %
Other	5	0.8 %
Decline	14	2.3 %
Total	629	

## **Q38 Which of the following best describes your race? (Without Decline)**

<u>Q38 Which of the following best describes your race?</u>	<u>Number</u>	<u>Percent</u>
African American/Black	35	5.8 %
American Indian or Alaska Native	4	0.7 %
Asian, Hawaiian or Other Pacific Islander	110	18.1 %
White	461	75.9 %
Other	5	0.8 %
Total	615	

## **Q38 Other**

Q38 Other

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# 2011 Chapel Hill Community Survey Results

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## **Q39 Which of the following best describes your current place of employment?**

Q39 Which of the following best describes your current place of employment?	Number	Percent
Employed outside the home	403	66.4 %
Self-employed or work out of home	62	10.2 %
Student, Retired, or Not currently employed outside the home	131	21.6 %
Decline	11	1.8 %
Total	607	100.0 %

## **39a Where do you work?**

Q39-Where do you work	Number	Percent
In Chapel Hill	204	33.6 %
In Carrboro	13	2.1 %
Somewhere else in Orange County	9	1.5 %
In Raleigh	25	4.1 %
In Durham	127	20.9 %
In Cary	9	1.5 %
In Apex	2	0.3 %
In Greensboro	3	0.5 %
Somewhere else in North Carolina	25	4.1 %
None chosen	2	0.3 %
Total	419	

## **Q40 Your gender:**

Q40 Respondents gender	Number	Percent
Male	291	47.9 %
Female	316	52.1 %
Total	607	100.0 %



2020  
CHAPEL HILL  
OUR TOWN. OUR VISION.

TOWN OF CHAPEL HILL

405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514-5705

phone (919) 968-2743 fax (919) 969-2063  
[www.townofchapelhill.org](http://www.townofchapelhill.org)

November 2011

Dear Chapel Hill Resident,

Please help the Town of Chapel Hill plan for the future by completing the survey attached here. The Community Survey is conducted every two years and provides guidance in improving services and establishing budget priorities. If you are not a resident of Chapel Hill, you may disregard this survey

Chapel Hill seeks active resident involvement in Town government. Results from the 2011 survey will provide valuable input toward a visioning process (Chapel Hill 2020) that began earlier this fall to shape the town's direction in a sustainable way for the next 10 years. Learn more about how your friends and neighbors are working together on the creation of our new comprehensive plan at [www.chapelhill2020.org](http://www.chapelhill2020.org) and [www.2020buzz.org](http://www.2020buzz.org).

A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. ETC Institute is our partner in this effort, and they will compile the results and present a report to the Town. Your responses to the questions in the survey are anonymous. The sticker on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

The results of the survey will be presented to the Town Council and to the public by February 2012. The results from our last community survey are available for review at Town Hall and at [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey). Survey results will be provided in a future issue of the Town's electronic newsletter, *Chapel Hill eNews*. If you wish to subscribe to the news service, contact [info@townofchapelhill.org](mailto:info@townofchapelhill.org).

If you have any questions, please contact Catherine Lazorko, public information officer, at 919-969-5055 or contact me at [manager@townofchapelhill.org](mailto:manager@townofchapelhill.org). Thank you for helping guide the direction of our community by completing the enclosed survey.

Sincerely,

Roger L. Stancil  
Town Manager





# 2011 Town of Chapel Hill Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Catherine Lazorko, public information officer, at (919) 969-5055 or at [info@townofchapelhill.org](mailto:info@townofchapelhill.org)

**1. OVERALL SATISFACTION WITH TOWN SERVICES.** Using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the services listed below.

Town Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the Town of Chapel Hill	5	4	3	2	1	9
B.	Overall quality of public safety services (e.g., police, fire)	5	4	3	2	1	9
C.	Overall quality of Town parks and recreation programs and facilities	5	4	3	2	1	9
D.	Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
E.	Overall quality of Public Library services	5	4	3	2	1	9
F.	Overall enforcement of Town codes and ordinances	5	4	3	2	1	9
G.	Overall maintenance of Town streets	5	4	3	2	1	9
H.	Overall maintenance of Town buildings and facilities	5	4	3	2	1	9
I.	Overall maintenance of public housing buildings and grounds	5	4	3	2	1	9
J.	Overall flow of traffic and congestion management in the Town	5	4	3	2	1	9
K.	Effectiveness of communication with public	5	4	3	2	1	9
L.	Overall value that you receive for your Town tax dollars and fees	5	4	3	2	1	9
M.	How well the Town is preparing for the future	5	4	3	2	1	9
N.	How well the Town is managing change	5	4	3	2	1	9
O.	Emergency preparedness	5	4	3	2	1	9
P.	Quality of landscaping in parks, medians and other public areas	5	4	3	2	1	9
Q.	Quality of Town’s bus service (Chapel Hill Transit)	5	4	3	2	1	9

**2. Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]**

\_\_\_\_\_ 1<sup>st</sup>
\_\_\_\_\_ 2<sup>nd</sup>
\_\_\_\_\_ 3<sup>rd</sup>

**3. Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."**

How would you rate The Town of Chapel Hill:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall image of the Town	5	4	3	2	1	9
B.	Overall quality of life in the Town	5	4	3	2	1	9
C.	Overall feeling of safety in the Town	5	4	3	2	1	9
D.	Quality of new development in the Town	5	4	3	2	1	9
E.	As a place to retire	5	4	3	2	1	9
F.	Overall appearance of the Town	5	4	3	2	1	9
G.	Availability of affordable housing	5	4	3	2	1	9
H.	Acceptance of diverse populations	5	4	3	2	1	9
I.	Job availability	5	4	3	2	1	9

**4. PUBLIC SAFETY – Fire & Emergency Management Services.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Fire Department		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local fire protection	5	4	3	2	1	9
B.	How quickly fire units respond to emergencies	5	4	3	2	1	9
C.	Fire safety education programs	5	4	3	2	1	9
D.	The fire safety you feel while visiting businesses or restaurants	5	4	3	2	1	9

**5. PUBLIC SAFETY – Police Services.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Police Department		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The Town's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Police safety education programs	5	4	3	2	1	9
G.	Chapel Hill Police Department's overall performance	5	4	3	2	1	9
H.	The attitude and behavior of Police Department personnel toward residents	5	4	3	2	1	9
I.	The level of safety and security in your neighborhood	5	4	3	2	1	9

**6. Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the question number and item ( e.g. 4-E) below using the letters from the list in Question 4 AND 5 above.]**

1<sup>st</sup>       2<sup>nd</sup>       3<sup>rd</sup>

**7. Are you familiar with or have you participated in any of the following police initiatives/outreach programs?**

(check all that apply)

- (1) Citizens Police Academy                       (3) Strategic Plan Community Meetings  
 (2) Community Watch Meetings                       (4) Community Conversations

**8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:**

How safe do you feel:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A.	In your neighborhood during the day	4	3	2	1	9
B.	In your neighborhood at night	4	3	2	1	9
C.	In downtown Chapel Hill during the day	4	3	2	1	9
D.	In downtown Chapel Hill at night	4	3	2	1	9
E.	While patronizing bars and clubs in Chapel Hill	4	3	2	1	9

**9. TOWN REGULATIONS** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Town Regulations		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing mowing and trimming of property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing maintenance of business property	5	4	3	2	1	9
E.	Enforcing parking- residential neighborhoods	5	4	3	2	1	9
F.	Enforcing sign regulations	5	4	3	2	1	9

**10. PARKS AND RECREATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of Town parks	5	4	3	2	1	9
B.	Number of Town parks	5	4	3	2	1	9
C.	Number of walking and biking trails	5	4	3	2	1	9
D.	Quality of outdoor athletic fields	5	4	3	2	1	9
E.	Number of outdoor athletic fields	5	4	3	2	1	9
F.	Availability of information about Town parks and recreation programs	5	4	3	2	1	9
G.	The Town's youth athletic programs	5	4	3	2	1	9
H.	The Town's adult athletic programs	5	4	3	2	1	9
I.	Town special events and festivals	5	4	3	2	1	9
J.	Therapeutic recreation programs	5	4	3	2	1	9
K.	Cultural arts programs (ceramics, dance, etc.)	5	4	3	2	1	9
L.	Public art	5	4	3	2	1	9
M.	Landscaping and appearance Town Cemeteries	5	4	3	2	1	9

**11. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from Question 10 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**12. LIBRARY SERVICES.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Library Services</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The overall quality of library service	5	4	3	2	1	9
B.	Access to library facilities and services	5	4	3	2	1	9
C.	The quality of assistance provided by staff	5	4	3	2	1	9
D.	The quality of children's programs	5	4	3	2	1	9
E.	The quality of reference services	5	4	3	2	1	9
F.	The quality of the collection overall	5	4	3	2	1	9
G.	The quality of the youth services collection	5	4	3	2	1	9
H.	The number of collection items available	5	4	3	2	1	9
I.	The number of DVD's available	5	4	3	2	1	9
J.	The number of recorded books available	5	4	3	2	1	9
K.	The number of e-materials available	5	4	3	2	1	9
L.	Number of public access computers available	5	4	3	2	1	9
M.	The temporary location in University Mall	5	4	3	2	1	9

**13. PUBLIC WORKS.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Town Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutra</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of main Town street thoroughfares	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
D.	Maintenance/preservation of downtown	5	4	3	2	1	9
E.	Overall cleanliness of streets, and other public areas	5	4	3	2	1	9
F.	Adequacy of street lighting	5	4	3	2	1	9
G.	Condition of sidewalks	5	4	3	2	1	9
H.	Quality of the stormwater runoff/mgmt system	5	4	3	2	1	9

**14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write the letters below using the letters from list in Q13 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**15. PUBLIC COMMUNICATION AND OUTREACH.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Town Communication</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of information about Town programs/services	5	4	3	2	1	9
B.	Access to information on local issues/events	5	4	3	2	1	9
C.	Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	5	4	3	2	1	9
D.	Access to the Mayor and Town Council	5	4	3	2	1	9
E.	Quality of <a href="http://www.townofchapelhill.org">www.townofchapelhill.org</a>	5	4	3	2	1	9
F.	Chapel Hill eNews updates	5	4	3	2	1	9

**16. Which of the following are your primary sources of information about Town issues, services, and events?**

(check all that apply)

- (A) [www.townofchapelhill.org](http://www.townofchapelhill.org)
 (E) Television news (which ones) \_\_\_\_\_  
 (B) Social media (which ones) \_\_\_\_\_
  (F) Radio \_\_\_\_\_  
 (C) Email
  (G) Newspapers (which ones) \_\_\_\_\_  
 (D) Chapel Hill TV-18 (Time Warner)

**17. Which of the sources of information listed in Q16 above, will you turn to in the event of an emergency (severe weather, community threat, etc.)**

1<sup>st</sup>
 2<sup>nd</sup>
 3<sup>rd</sup>

**18. REASONS TO LIVE IN CHAPEL HILL** Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill, and are your needs being met?

<i>Indicators</i>		Very Important	Somewhat Important	Not sure	Unimportant	<i>Are your needs being met in Chapel Hill?</i>	
						Yes	No
A.	Sense of belonging to the community	4	3	2	1	A	B
B.	Quality of public schools	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Affordability of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of parks and recreation opportunities	4	3	2	1	A	B
H.	Near family or friends	4	3	2	1	A	B
I.	Safety and security	4	3	2	1	A	B
J.	Availability of transportation options	4	3	2	1	A	B
K.	Availability of cultural activities and the arts	4	3	2	1	A	B
L.	Access to restaurants - entertainment	4	3	2	1	A	B
M.	University community	4	3	2	1	A	B
N.	Access to Research Triangle Park	4	3	2	1	A	B

**19. ECONOMIC DEVELOPMENT** Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the Town's current pace of development in each of the following areas.

<i>Economic Development</i>		Much Too Slow	Slow	Just Right	Fast	Much Too Fast	Don't Know
A.	Office development	5	4	3	2	1	9
B.	Multi-family residential development	5	4	3	2	1	9
C.	Single-family residential development	5	4	3	2	1	9
D.	Retail development	5	4	3	2	1	9
E.	Mixed use development	5	4	3	2	1	9

**20. TRANSPORTATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Transportation</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
B. The Town's bus service, Chapel Hill Transit	5	4	3	2	1	9
C. The ease of walking or biking in Chapel Hill	5	4	3	2	1	9
D. Availability of sidewalks in the Town	5	4	3	2	1	9
E. Availability of greenways and walking trails	5	4	3	2	1	9

**21. In your experience, which are the most congested east-west roads? (Please check two)**

- (1) Franklin Street                       (3) Raleigh Road and NC-54  
 (2) U.S. 15-501                               (4) Estes Drive

**22. Which are the most congested north-south roads? (Please check two)**

- (1) Fordham Boulevard                       (4) Martin Luther King Jr. Boulevard  
 (2) U.S. 15-501 South                               (5) Hillsborough Street-Raleigh Street  
 (3) S. Columbia Street

**23. Do you or does any member of your household use Chapel Hill Transit?**

- (1) Yes (Go to 23a)     (2) No (Go to 23b)

**23a. (If yes) What is the primary reason for taking the bus?**

- (1) To go to and from work  
 (2) To go to and from shopping  
 (3) To go to and from medical appointments  
 (4) To go to and from social activities  
 (5) To go to and from school

**23b. What is your primary reason for not using Chapel Hill Transit?**

- (1) Service is not frequent enough  
 (2) Not enough service on weekends  
 (3) Just prefer to drive  
 (4) Service isn't offered to places I need to go  
 (5) Not enough service in the evening  
 (6) Other \_\_\_\_\_

**24. Does anyone in your household ride a bicycle?**

- (1) Yes (go to 24a & 24b)     (2) No (go to 25)

- 24a. (If yes)**
- (1) Do they bike to commute to work or school  
 (2) Do they bike for recreation only  
 (3) Do they bike for BOTH commuting and recreation

**24b. (If yes) What type of bicycle amenities would you like for the Town to provide?**

- (1) Wide outside lanes on streets  
 (2) Striped on-road lanes  
 (3) Separate bike paths

**25. Within the Town limits, do you feel safe driving, walking and cycling?**

- (1) Yes (Go to 26)     (2) No (Go to 25a)

**25a. If you don't feel safe, why not?**

\_\_\_\_\_

\_\_\_\_\_



**33. TRASH SERVICES.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Trash Service</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Residential trash collection services	5	4	3	2	1	9
B. Yard waste removal	5	4	3	2	1	9
C. Leaf collection	5	4	3	2	1	9
D. Residential recycling service	5	4	3	2	1	9
E. Dead animal removal from right-of-way	5	4	3	2	1	9
F. Removal of large bulky items	5	4	3	2	1	9

**34. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?**  
 \_\_\_\_\_ (1) Yes (go to Q 34a)      \_\_\_\_\_ (2) No (go to Q35)

**34a. About how many times a year do you take items to be recycled?** \_\_\_\_\_

**DEMOGRAPHICS**

**35. Approximately how many years have you lived in the Town of Chapel Hill?**

- \_\_\_\_\_ (1) Less than 5 years      \_\_\_\_\_ (3) 11-20 years  
 \_\_\_\_\_ (2) 5-10 years      \_\_\_\_\_ (4) More than 20 years

**36. What is your age?**

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

**37. Are you or other members of your household of Hispanic or Latino ancestry?**

- \_\_\_\_(1) Yes      \_\_\_\_ (2) No

**38. Which of the following best describes your race?**

- \_\_\_\_(1) African American/Black      \_\_\_\_\_(4) White  
 \_\_\_\_ (2) American Indian or Alaska Native      \_\_\_\_\_(5) Other: \_\_\_\_\_  
 \_\_\_\_ (3) Asian, Hawaiian or Other Pacific Islander

**39. Which of the following best describes your current place of employment?**

- \_\_\_\_\_ (1) Employed outside the home

**Where do you work?**

- \_\_\_\_\_ (a) In Chapel Hill      \_\_\_\_\_ (f) In Cary  
 \_\_\_\_\_ (b) In Carrboro      \_\_\_\_\_ (g) In Apex  
 \_\_\_\_\_ (c) Somewhere else in Orange County      \_\_\_\_\_ (h) In Greensboro  
 \_\_\_\_\_ (d) In Raleigh      \_\_\_\_\_ (i) Somewhere else in North Carolina  
 \_\_\_\_\_ (e) In Durham

- \_\_\_\_\_ (2) Self-employed or work out of home  
 \_\_\_\_\_ (3) Student, Retired, or Not currently employed outside the home

**40. Your gender:** \_\_\_\_\_ (1) Male      \_\_\_\_\_ (2) Female

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage paid envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the Town are having problems with Town services. If your address is not correct, please provide the correct information. Thank you