

Town of Chapel Hill Community Survey

Findings Report

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2018

Submitted to the Town of Chapel Hill

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April 2018





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2018 Town of Chapel Hill Community Survey Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the Town of Chapel Hill during January and February of 2018. The purpose of the survey is to help the Town build a community where people thrive. The information gathered from the survey will help the Town establish budget priorities and refine policy decisions. This was the fifth community survey ETC institute has administered for the Town of Chapel Hill, with previous surveys administered in 2009, 2011, 2013, and 2015. The 2018 Community Survey was revised to simplify and reduce questions, and to add visual focal points. The revision aims to better align the survey with the Town Council's strategic plan, which is under development. While the Council works on establishing the strategic plan, the survey was organized around the theme areas of Chapel Hill 2020. As strategic goals are clarified, the survey will be further refined to ensure that it is collecting data that measures progress toward community priorities.

The six-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the Town of Chapel Hill. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Chapel Hill from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted. The goal was to obtain completed surveys from at least 400 residents. The overall results for the sample of 400 households have a precision of at least +/-4.9% at the 95% level of confidence.

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 Chapel Hill with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflects the utilization and awareness of Town services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains:

- An executive summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey (Section 1)
- benchmarking data that shows how the results for Chapel Hill compare to other communities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the survey instrument (Section 5)

Overall Perceptions of the Town

Eighty-one percent (81%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the Town. Eighty percent (80%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with access to restaurants and entertainment, and 78% indicated they were satisfied with the overall appearance of Town.

Overall Satisfaction with Town Services

The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire services (93%), the overall quality of public library services (91%), the overall quality of police services (87%), and the overall quality of trash and yard waste collection services (85%). The management of traffic flow and the quality of public parking are the two services respondents think should receive the most emphasis from Town leaders. During the past 12 months trash and yard waste services (90%), downtown parking (83%), parks, (81%), and the Chapel Hill Public Library (78%) are the most used services and facilities provided by the Town.

Satisfaction with Specific Town Initiatives

- **Protect and Provide for a Safe Community.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall feeling of safety in Town (87%), the attitude and behavior of police personnel toward people (81%), the safety and security in your neighborhood (79%), and fire safety, education, and outreach (79%). Respondents were least satisfied with the accessibility of crime data and police reports. Based on the sum of respondents’ top two choices the overall feeling of safety in Town is the item that should receive the most emphasis from Town leaders.
- **Getting Around.** The highest levels of satisfaction with transportation and mobility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ease of use of Chapel Hill Transit (77%), the ease of walking in Town (74%), and the availability of greenways and multi-use paths (68%). The

availability of parking Downtown, snow removal on Town streets, and the ease of use of Chapel Hill Transit are the three items respondents would like Town leaders to emphasize most.

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of Town parks (75%) the location of Town parks (73%), and the number of outdoor athletic fields (63%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were the number of walking and biking trails, the maintenance of Town parks, and the Quality of Town recreation programs for seniors. Overall, the Town of Chapel Hill performed very well when compared to previous years, and performed similarly to the U.S. and regional community results.
 - Fifty-nine percent (59%) of households indicated someone rides a bicycle in their household. Most (89%) of those indicated household members ride bicycles for recreation, 31% ride for errands, and 27% ride to commute to work or school.
- **Creating a Place for Everyone.** The highest levels of satisfaction with items related to accessibility and acceptance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: acceptance of diverse populations (71%), access for children to Town facilities and services (67%), and access for seniors to Town facilities and services (67%). Respondents would like Town leaders to emphasize the availability of a range of housing options by price, how well the Town is planning for the future, and Chapel Hill as a community that is thinking about choices for future generations.
- **Nurture Our Community.** The highest levels of satisfaction with maintenance and conservation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the cleanliness of streets and public areas (74%), the landscaping in parks, medians, and other public areas (72%), and the maintenance of Town buildings and facilities (67%). Respondents indicated the Town should emphasize the maintenance of streets, the availability of green space, and the quality of climate change initiatives. Twenty-two percent (22%) of respondents indicated they were either “dissatisfied” or “very dissatisfied” with the adequacy of street lighting. Based only on those respondents who indicated they were dissatisfied, 88% gave a dissatisfied response because there are not enough street lights and 5% were dissatisfied because there are too many street lights.
- **Support Community Prosperity.** The highest levels of satisfaction with Town development services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: access to shopping (52%), retail growth (35%), new company growth (30%), and job growth (24%). About 47% of respondents go outside Town limits to shop every day or a few times per week. Only 31% of respondents indicated they use the internet for shopping daily or a few times per week. Forty-six percent (46%) of respondents indicated job growth should receive the most emphasis from Town leaders,

40% indicated new company growth, 38% indicated retail growth, and only 25% of respondents indicated access to shopping should receive the most emphasis from Town leaders.

- **Govern with Quality and Steward Public Assets.** The highest levels of satisfaction with the overall quality of City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of services provided by the Town (80%), the quality of customer service from Town employees (68%), and the usefulness of the Town website (56%). Forty-five percent (45%) of respondents indicated Town leaders should emphasize the value they receive for their tax dollars and fees.

Additional Findings

- Seventy-seven percent (77%) of respondents indicated protecting and providing for a safe community is most important to their household.
- Most (56%) of respondents indicated they use the Town of Chapel Hill website to get information about the Town. Forty-three percent (43%) use neighborhood associations, 40% use local newspapers and 37% use local television news.

Long -Term Trend Analysis

ETC Institute used past survey data to analyze the trends in satisfaction across two time frames. The first table includes Long-Term Trends which compares the 2018 results with the 2009 results. Of the 38 items that were comparable on the 2009 survey the Town saw an increase in satisfaction in 23, with a significant increase (5% or more) in 13 areas.

Long-Term Trends - 2018-2009				
Service	2018	2009	Change from 2018 to 2009	Category
Availability of greenways/multi-use paths	68%	53%	15%	Getting Around
Availability of sidewalks	58%	46%	12%	Getting Around
How well Town is planning for the future	41%	29%	12%	Create a Place for Everyone
Overall feeling of safety in Town	87%	76%	11%	Protect and Provide for a Safe Community
Maintenance of Downtown Chapel Hill	62%	52%	10%	Nurture Our Community
Police safety, education & outreach	75%	65%	10%	Protect and Provide for a Safe Community
Overall effectiveness of Town communications with the public	61%	52%	9%	Major Categories of Services
Overall quality of public library services	91%	83%	8%	Major Categories of Services
Maintenance of sidewalk surfaces	59%	52%	7%	Nurture Our Community
Safety & security in your neighborhood	79%	73%	6%	Protect and Provide for a Safe Community
Fire safety, education & outreach	79%	73%	6%	Protect and Provide for a Safe Community
Overall quality of fire services	92%	87%	5%	Major Categories of Services
Overall appearance of Town	78%	73%	5%	Develop Good Places, New Spaces
Visibility of police in neighborhoods	63%	59%	4%	Protect and Provide for a Safe Community
Overall quality of police services	87%	83%	4%	Major Categories of Services
Adequacy of street lighting	55%	52%	3%	Nurture Our Community
Value of your tax & fees	46%	43%	3%	Govern with Quality and Steward Public Assets
Acceptance of diverse populations	71%	68%	3%	Create a Place for Everyone
Cleanliness of streets & public areas	74%	72%	2%	Nurture Our Community
Landscaping in parks, medians, & other public areas	72%	70%	2%	Nurture Our Community
Overall quality of Chapel Hill Transit	81%	80%	1%	Major Categories of Services
Overall management of traffic flow	40%	39%	1%	Major Categories of Services
Usefulness of Town website	56%	55%	1%	Govern with Quality and Steward Public Assets
Attitude & behavior of police personnel toward people	80%	81%	-1%	Protect and Provide for a Safe Community
Overall efforts of Town to enforce codes & ordinances	52%	53%	-1%	Major Categories of Services
Quality of new development in Town	40%	42%	-2%	Develop Good Places, New Spaces
Traffic enforcement	60%	63%	-3%	Protect and Provide for a Safe Community
Overall quality of services provided by Town of Chapel Hill	79%	82%	-3%	Govern with Quality and Steward Public Assets
Quality of customer service from Town employees	68%	71%	-3%	Govern with Quality and Steward Public Assets
Ease of use of Chapel Hill Transit	77%	80%	-3%	Getting Around
Quality of transparent, trusted & accurate Town information	49%	52%	-3%	Govern with Quality and Steward Public Assets
Access to information about Town issues/events	49%	53%	-4%	Govern with Quality and Steward Public Assets
Overall management of stormwater runoff	53%	57%	-4%	Major Categories of Services
Timing of traffic signals in Town	46%	51%	-5%	Nurture Our Community
Maintenance of Town buildings & facilities	67%	74%	-7%	Nurture Our Community
Overall quality of life in Town	81%	89%	-8%	Develop Good Places, New Spaces
Level of public involvement in Town decision-making	38%	52%	-15%	Govern with Quality and Steward Public Assets
Maintenance of streets	59%	75%	-17%	Nurture Our Community

Short -Term Trend Analysis

The second table includes Short-Term Trends which compares the 2018 results with the 2015 results. Of the 41 items that were comparable on the 2015 survey the Town saw an increase in satisfaction in 21, with a significant increase (5% or more) in 12 areas.

Short-Term Trends - 2018-2015				
Service	2018	2015	Change from 2018 to 2015	Category
Maintenance of sidewalk surfaces	59%	47%	12%	Nurture Our Community
Overall effectiveness of Town communications with the public	61%	51%	10%	Major Categories of Services
Availability of sidewalks	58%	49%	9%	Getting Around
Overall quality of Chapel Hill Transit	81%	72%	9%	Major Categories of Services
How well Town is planning for the future	41%	32%	9%	Create a Place for Everyone
Overall appearance of Town	78%	71%	7%	Develop Good Places, New Spaces
Overall management of traffic flow	40%	33%	7%	Major Categories of Services
Police safety, education & outreach	75%	68%	7%	Protect and Provide for a Safe Community
Availability of greenways/multi-use paths	68%	62%	6%	Getting Around
Acceptance of diverse populations	71%	65%	6%	Create a Place for Everyone
Ease of use of Chapel Hill Transit	77%	72%	5%	Getting Around
Value of your tax & fees	46%	41%	5%	Govern with Quality and Steward Public Assets
Overall feeling of safety in Town	87%	83%	4%	Protect and Provide for a Safe Community
Overall management of stormwater runoff	53%	49%	4%	Major Categories of Services
Maintenance of Downtown Chapel Hill	62%	58%	4%	Nurture Our Community
Quality of new development in Town	40%	36%	4%	Develop Good Places, New Spaces
Adequacy of street lighting	55%	52%	3%	Nurture Our Community
Overall quality of police services	87%	84%	3%	Major Categories of Services
Cleanliness of streets & public areas	74%	72%	2%	Nurture Our Community
Landscaping in parks, medians, & other public areas	72%	71%	1%	Nurture Our Community
Timing of traffic signals in Town	46%	45%	1%	Nurture Our Community
As a community thinking about choices for future generations	42%	42%	0%	Create a Place for Everyone
Attitude & behavior of police personnel toward people	80%	81%	-1%	Protect and Provide for a Safe Community
Overall quality of fire services	92%	93%	-1%	Major Categories of Services
Fire safety, education & outreach	79%	80%	-1%	Protect and Provide for a Safe Community
Safety & security in your neighborhood	79%	81%	-2%	Protect and Provide for a Safe Community
Availability of parking Downtown	26%	28%	-2%	Getting Around
Traffic enforcement	60%	63%	-3%	Protect and Provide for a Safe Community
Visibility of police in neighborhoods	63%	66%	-3%	Protect and Provide for a Safe Community
Overall quality of public library services	91%	94%	-3%	Major Categories of Services
Maintenance of Town buildings & facilities	67%	70%	-3%	Nurture Our Community
Overall efforts of Town to enforce codes & ordinances	52%	56%	-4%	Major Categories of Services
Quality of customer service from Town employees	68%	73%	-5%	Govern with Quality and Steward Public Assets
Quality of transparent, trusted & accurate Town information	49%	54%	-5%	Govern with Quality and Steward Public Assets
Overall quality of services provided by Town of Chapel Hill	79%	85%	-6%	Govern with Quality and Steward Public Assets
Usefulness of Town website	56%	63%	-7%	Govern with Quality and Steward Public Assets
Overall quality of life in Town	81%	89%	-8%	Develop Good Places, New Spaces
Access to information about Town issues/events	49%	60%	-11%	Govern with Quality and Steward Public Assets
Maintenance of streets	59%	73%	-15%	Nurture Our Community
Ease of use of parking payment options	44%	59%	-15%	Getting Around
Level of public involvement in Town decision-making	38%	54%	-17%	Govern with Quality and Steward Public Assets

How Chapel Hill Compares to Communities Nationally

Satisfaction ratings for Chapel Hill rated above the U.S. average in 23 of the 33 areas that were assessed. Chapel Hill rated significantly higher (5% or more) in 20 of these areas. Listed below are the comparisons between Chapel Hill and the U.S. average:

Service	Chapel Hill	U.S.	Difference	Category
Overall quality of Chapel Hill Transit	81%	43%	38%	Overall Ratings
Overall quality of services	79%	49%	30%	Govern with Quality and Steward Public Assets
Customer service from employees	68%	47%	21%	Govern with Quality and Steward Public Assets
Police safety, education & outreach	75%	54%	21%	Public Safety
Overall feeling of safety in Town	87%	69%	18%	Public Safety
Landscaping in parks, medians, & other public areas	72%	54%	18%	Nurture Our Community
Quality of public library services	91%	74%	17%	Overall Ratings
Quality of police services	87%	70%	17%	Overall Ratings
Overall appearance of Town	78%	62%	16%	Good Places, New Spaces
Quality of trash/yard waste collection	84%	69%	15%	Overall Ratings
Fire safety, education & outreach	79%	65%	14%	Public Safety
Effectiveness of communications	61%	47%	14%	Overall Ratings
Cleanliness of streets & public areas	74%	62%	12%	Nurture Our Community
Maintenance of sidewalk surfaces	59%	47%	12%	Nurture Our Community
Quality of fire services	92%	83%	9%	Overall Ratings
Maintenance of streets	59%	50%	9%	Nurture Our Community
Overall quality of life in Town	81%	73%	8%	Good Places, New Spaces
Value of your tax & fees	46%	38%	8%	Govern with Quality and Steward Public Assets
Availability of greenways/multi-use paths	68%	63%	5%	Getting Around
Public involvement in decision-making	38%	33%	5%	Govern with Quality and Steward Public Assets
Visibility of police in neighborhoods	63%	59%	4%	Public Safety
Access to info about Town issues/events	49%	46%	3%	Govern with Quality and Steward Public Assets
Availability of on-street bike facilities	39%	37%	2%	Getting Around
Efforts to enforce codes/ordinances	52%	52%	0%	Overall Ratings
Adequacy of street lighting	55%	56%	-1%	Nurture Our Community
Maintenance of Downtown Chapel Hill	62%	63%	-1%	Nurture Our Community
Overall management of stormwater runoff	53%	56%	-3%	Overall Ratings
Traffic enforcement	60%	64%	-4%	Public Safety
Usefulness of Town website	56%	62%	-6%	Govern with Quality and Steward Public Assets
How well Town is planning for the future	41%	47%	-7%	Create a Place for Everyone
How well Town is planning for the future	41%	47%	-7%	Overall Ratings
Overall management of traffic flow	40%	51%	-11%	Overall Ratings
Snow removal on Town streets	45%	58%	-13%	Getting Around

How Chapel Hill Compares to Communities Regionally

Satisfaction ratings for Chapel Hill rated above the Atlantic Regional average in 24 of the 33 areas that were assessed. Chapel Hill rated significantly higher (5% or more) in 21 of these areas. Listed below are the comparisons between Chapel Hill and the Atlantic Regional average:

Service	Chapel Hill	Atlantic	Difference	Category
Overall quality of Chapel Hill Transit	81%	43%	38%	Overall Ratings
Overall quality of services	79%	51%	28%	Govern with Quality and Steward Public Assets
Customer service from employees	68%	45%	23%	Govern with Quality and Steward Public Assets
Overall feeling of safety in Town	87%	70%	17%	Public Safety
Quality of public library services	91%	74%	17%	Overall Ratings
Police safety, education & outreach	75%	58%	17%	Public Safety
Landscaping in parks, medians, & other public areas	72%	56%	16%	Nurture Our Community
Cleanliness of streets & public areas	74%	59%	15%	Nurture Our Community
Quality of trash/yard waste collection	84%	69%	15%	Overall Ratings
Overall appearance of Town	78%	64%	14%	Good Places, New Spaces
Quality of police services	87%	73%	14%	Overall Ratings
Maintenance of streets	59%	48%	11%	Nurture Our Community
Maintenance of sidewalk surfaces	59%	49%	10%	Nurture Our Community
Effectiveness of communications	61%	52%	9%	Overall Ratings
Fire safety, education & outreach	79%	72%	7%	Public Safety
Value of your tax & fees	46%	39%	7%	Govern with Quality and Steward Public Assets
Overall management of stormwater runoff	53%	47%	6%	Overall Ratings
Quality of fire services	92%	87%	5%	Overall Ratings
Overall quality of life in Town	81%	76%	5%	Good Places, New Spaces
Maintenance of Downtown Chapel Hill	62%	57%	5%	Nurture Our Community
Availability of on-street bike facilities	39%	34%	5%	Getting Around
Public involvement in decision-making	38%	35%	3%	Govern with Quality and Steward Public Assets
Traffic enforcement	60%	59%	1%	Public Safety
Visibility of police in neighborhoods	63%	62%	1%	Public Safety
Availability of greenways/multi-use paths	68%	68%	0%	Getting Around
How well Town is planning for the future	41%	41%	-1%	Create a Place for Everyone
How well Town is planning for the future	41%	41%	-1%	Overall Ratings
Access to info about Town issues/events	49%	51%	-2%	Govern with Quality and Steward Public Assets
Adequacy of street lighting	55%	57%	-2%	Nurture Our Community
Efforts to enforce codes/ordinances	52%	55%	-3%	Overall Ratings
Overall management of traffic flow	40%	45%	-5%	Overall Ratings
Usefulness of Town website	56%	63%	-7%	Govern with Quality and Steward Public Assets
Snow removal on Town streets	45%	61%	-16%	Getting Around

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Town identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services over the next two years. If the Town wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the Town's overall satisfaction rating are listed below:

- Overall management of traffic flow (IS Rating=0.2951)
- Overall quality of public parking (IS Rating=0.2725)

The table below shows the importance-satisfaction rating for all 13 major categories of Town services that were rated.

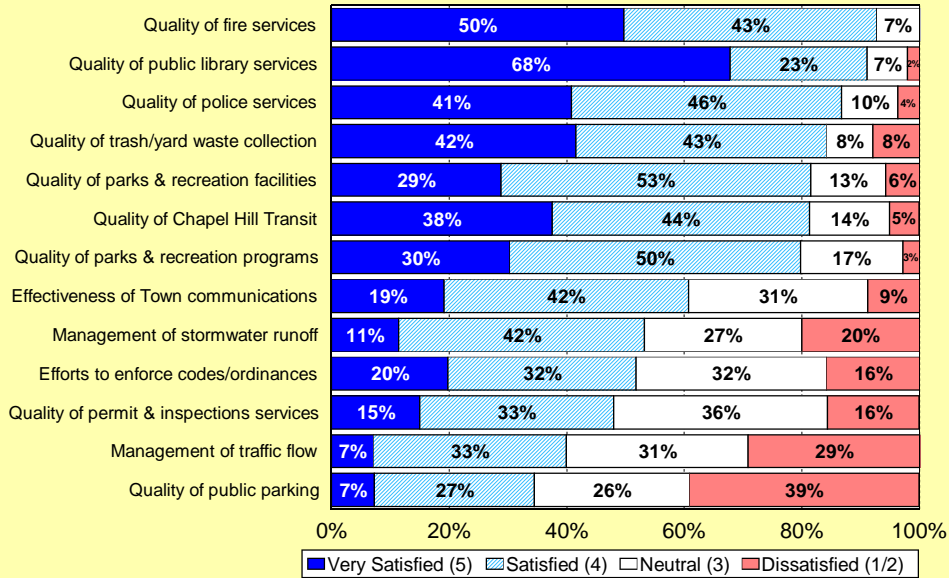
2018 Importance-Satisfaction Rating Chapel Hill, North Carolina Major Categories of Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Overall management of traffic flow	49%	1	40%	12	0.2951	1
Overall quality of public parking	42%	2	35%	13	0.2725	2
Medium Priority (IS <.10)						
Overall management of stormwater runoff	15%	6	53%	9	0.0716	3
Overall effectiveness of Town communications with the public	14%	8	61%	8	0.0534	4
Overall quality of parks & recreation facilities	27%	4	82%	5	0.0501	5
Overall efforts of Town to enforce codes & ordinances	10%	11	52%	10	0.0487	6
Overall quality of Chapel Hill Transit	22%	5	81%	6	0.0408	7
Overall quality of police services	29%	3	87%	3	0.0381	8
Overall quality of permit & inspections services	7%	13	48%	11	0.0380	9
Overall quality of parks & recreation programs	15%	7	80%	7	0.0305	10
Overall quality of trash & yard waste collection services	10%	12	84%	4	0.0152	11
Overall quality of fire services	13%	9	92%	1	0.0100	12
Overall quality of public library services	10%	10	91%	2	0.0092	13

Section 1

Charts and Graphs

Q1. Overall Satisfaction with Town Services by Major Category

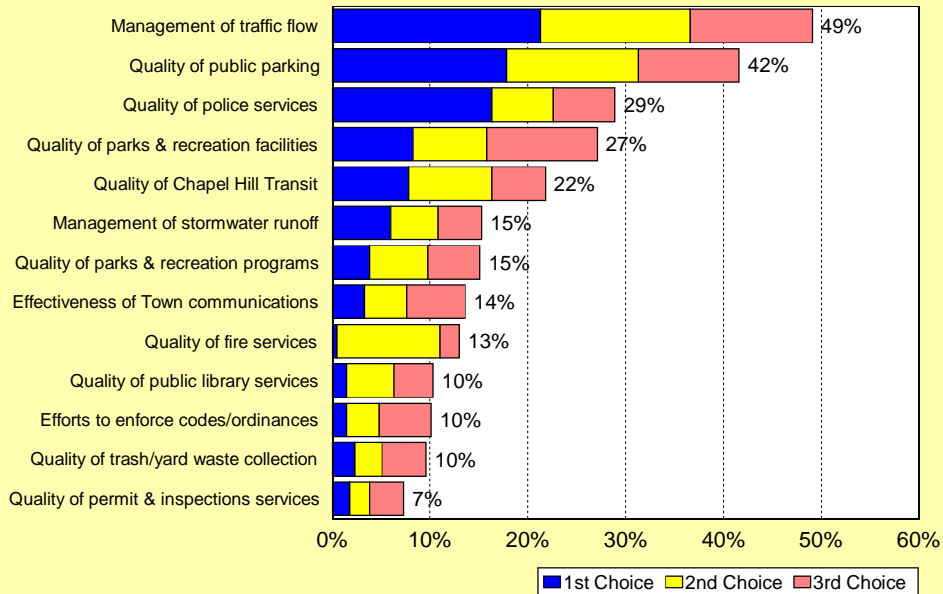
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q2. Services That Should Receive the Most Emphasis from Town Leaders

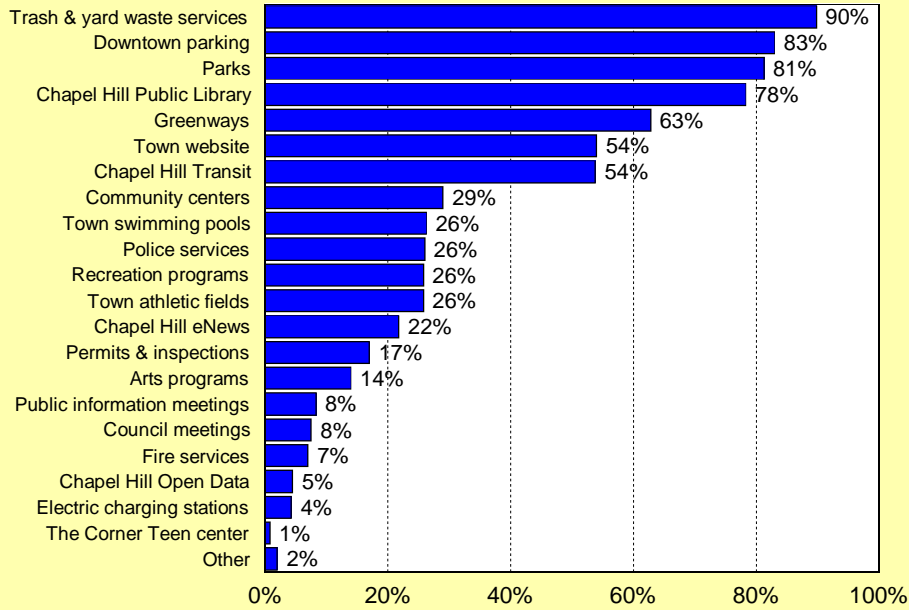
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q3. Usage of Town Services and Facilities

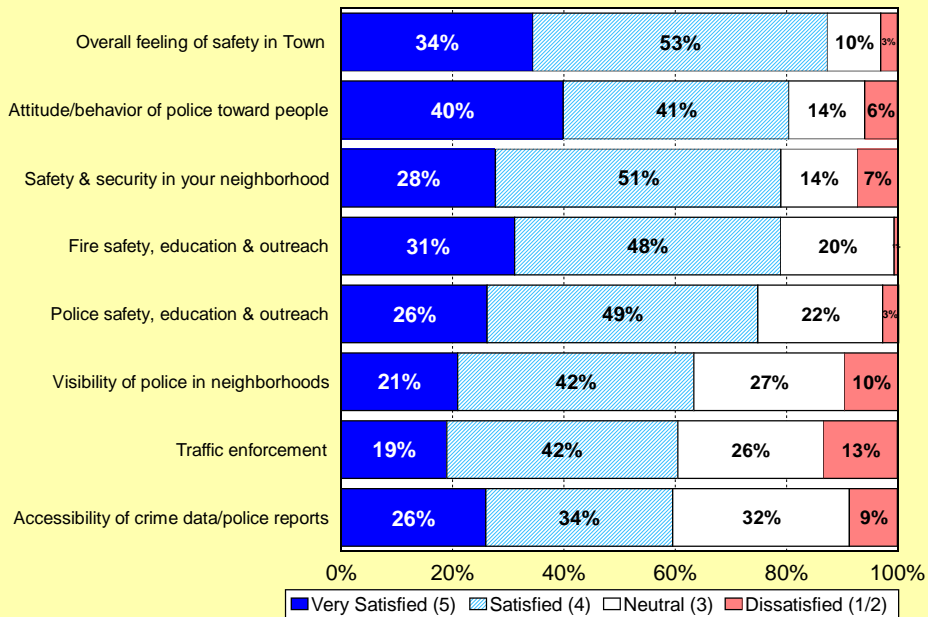
by percentage of respondents who indicated their household has used the service in the past 12 months



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q4. Protect and Provide for a Safe Community

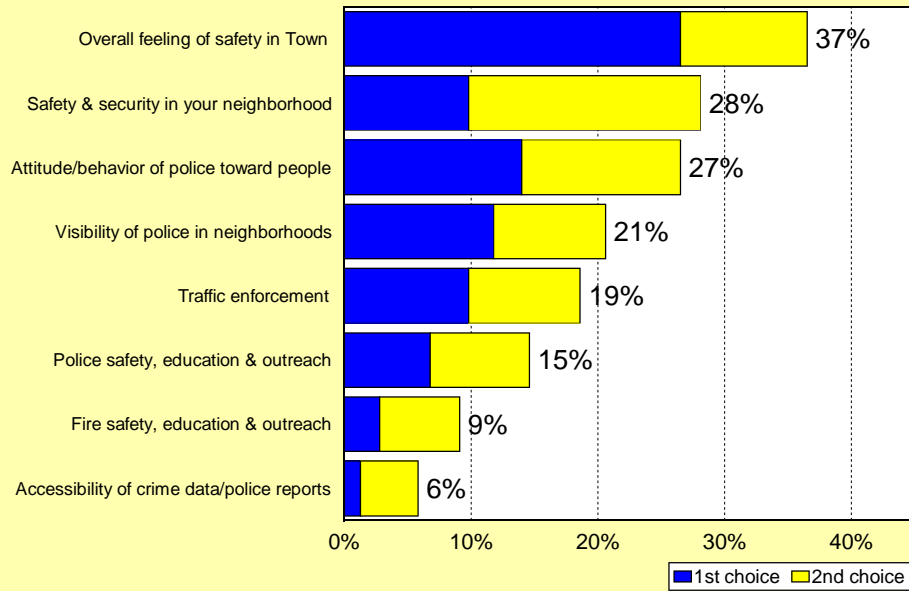
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q5. Items That Should Receive the Most Emphasis from Town Leaders

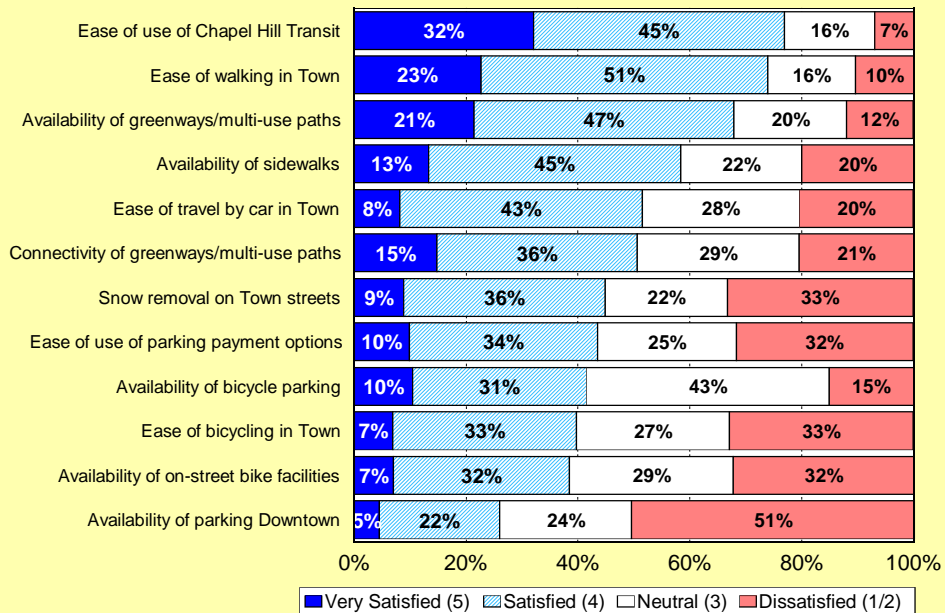
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q6. Getting Around

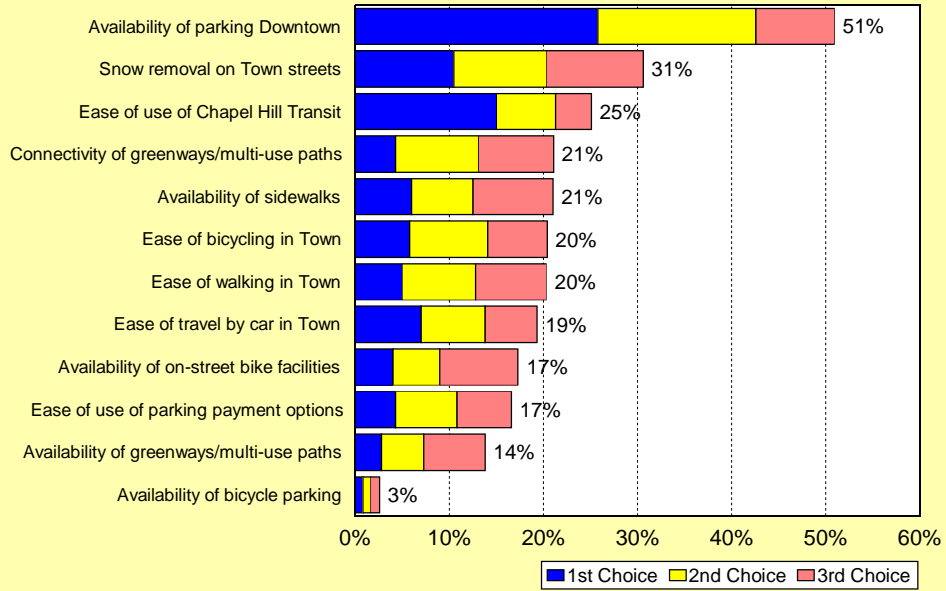
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q7. Items That Should Receive the Most Emphasis from Town Leaders

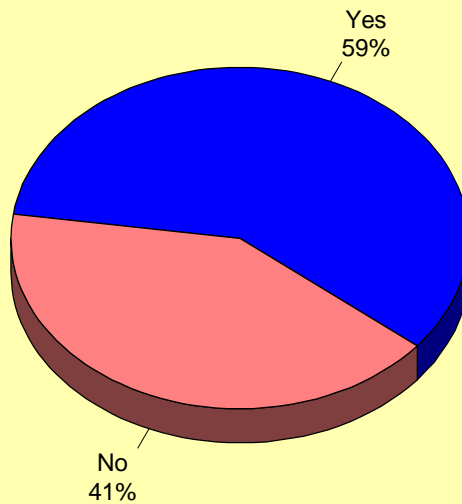
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q8. Does anyone in your household ride a bicycle?

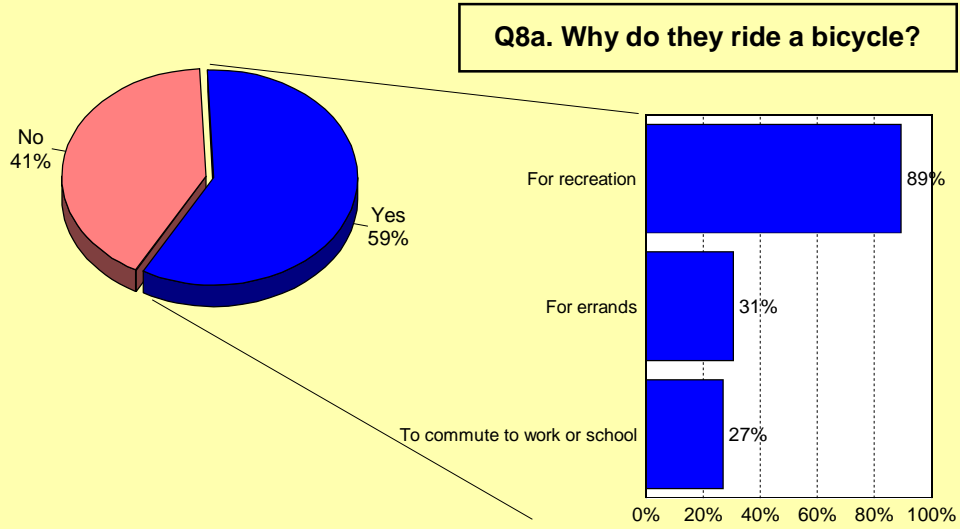
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q8. Does anyone in your household ride a bicycle?

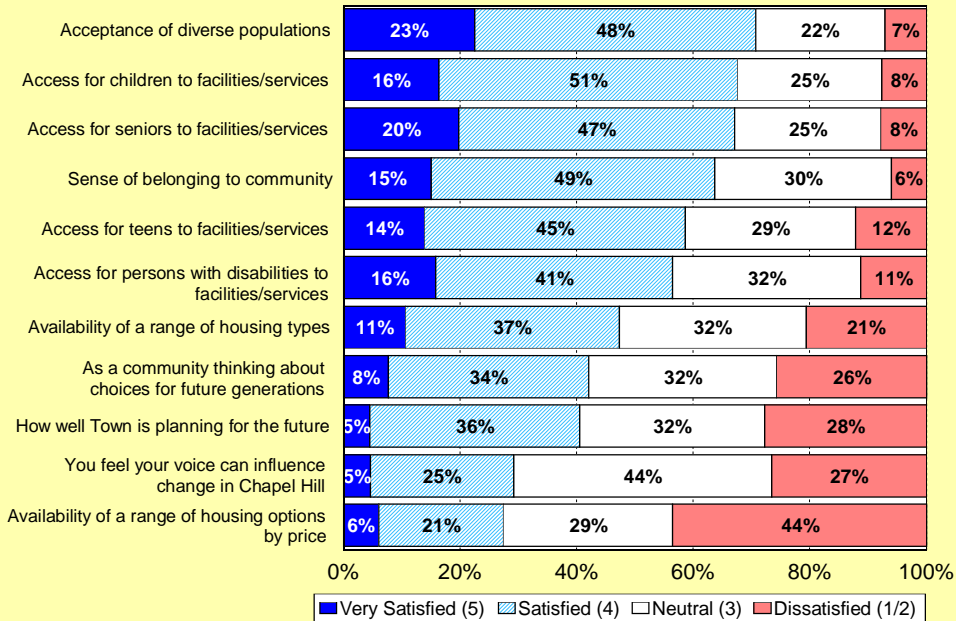
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q9. Create a Place for Everyone

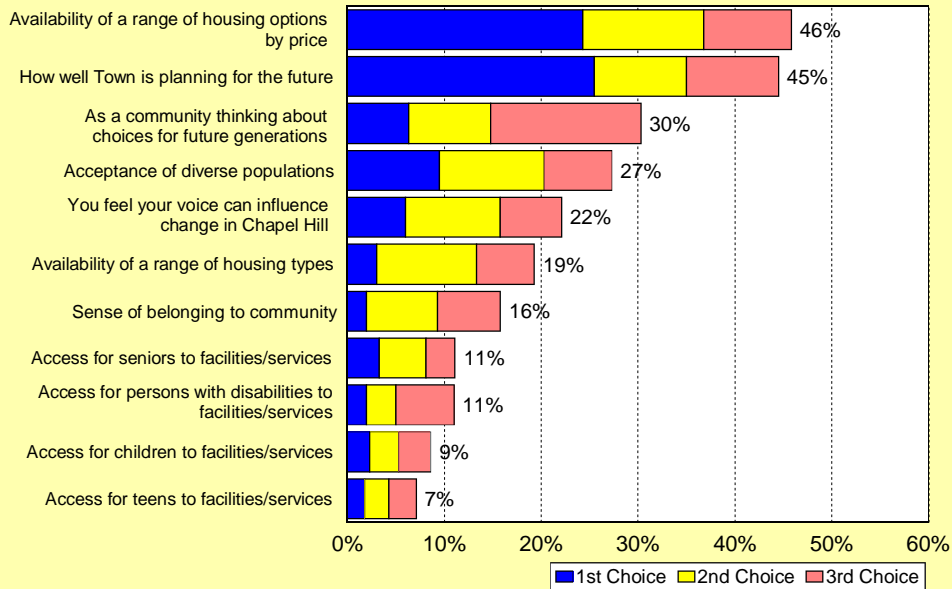
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q10. Items That Should Receive the Most Emphasis from Town Leaders

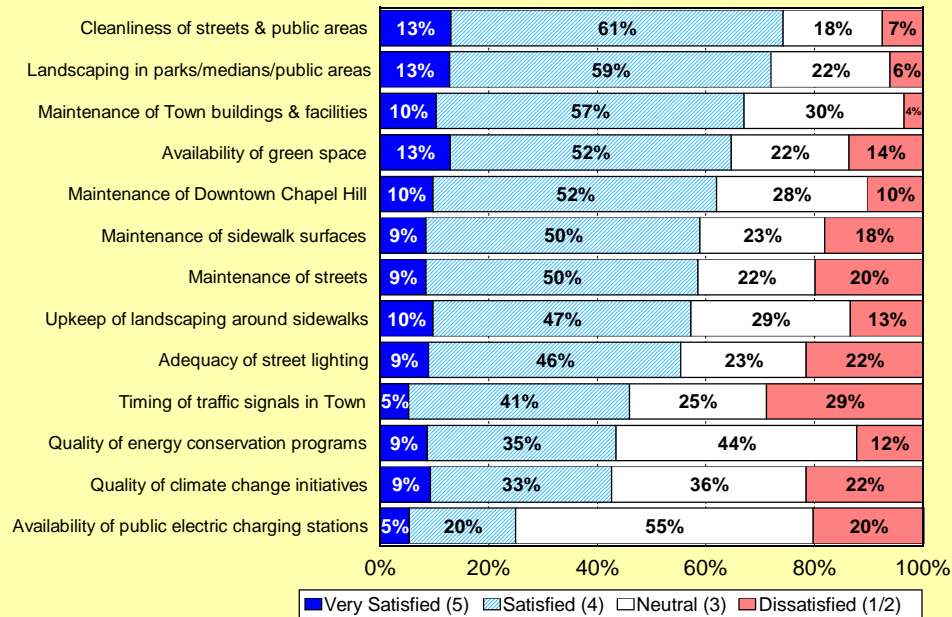
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q11. Nurture Our Community

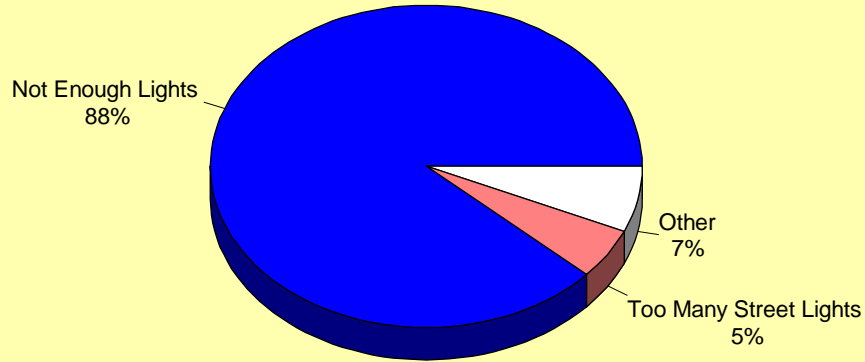
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q11a. If you are dissatisfied with the adequacy of street lighting please indicate why.

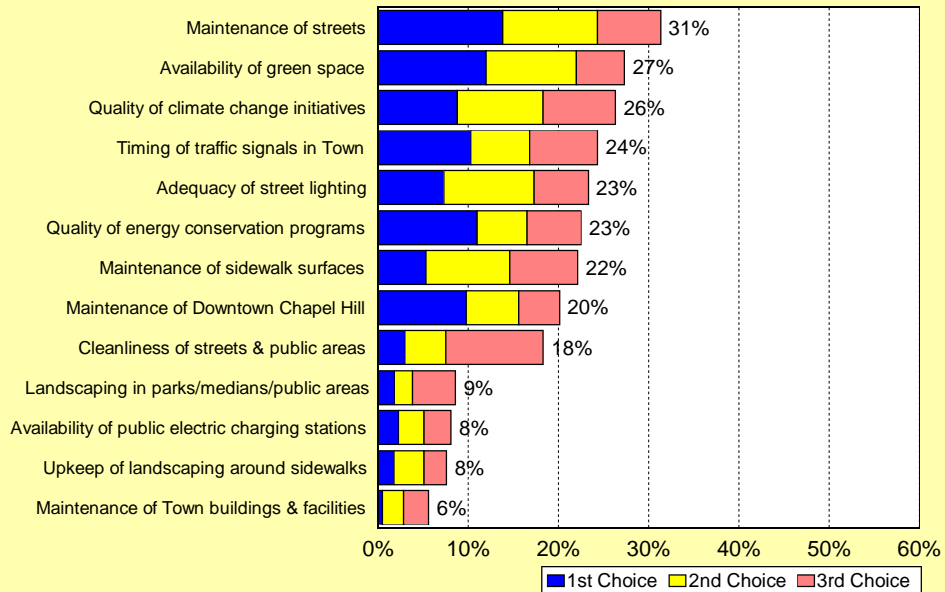
by percentage of respondents who rated the adequacy of street lighting as a 1 or 2 on a 5-point scale (without "not provided" responses)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q12. Items That Should Receive the Most Emphasis from Town Leaders

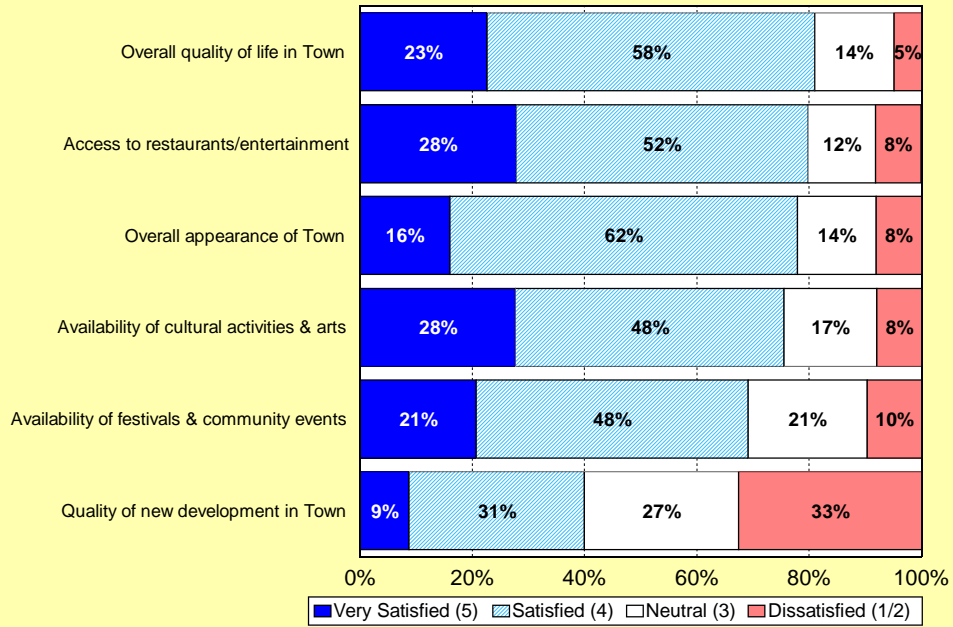
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q13. Develop Good Places, New Spaces

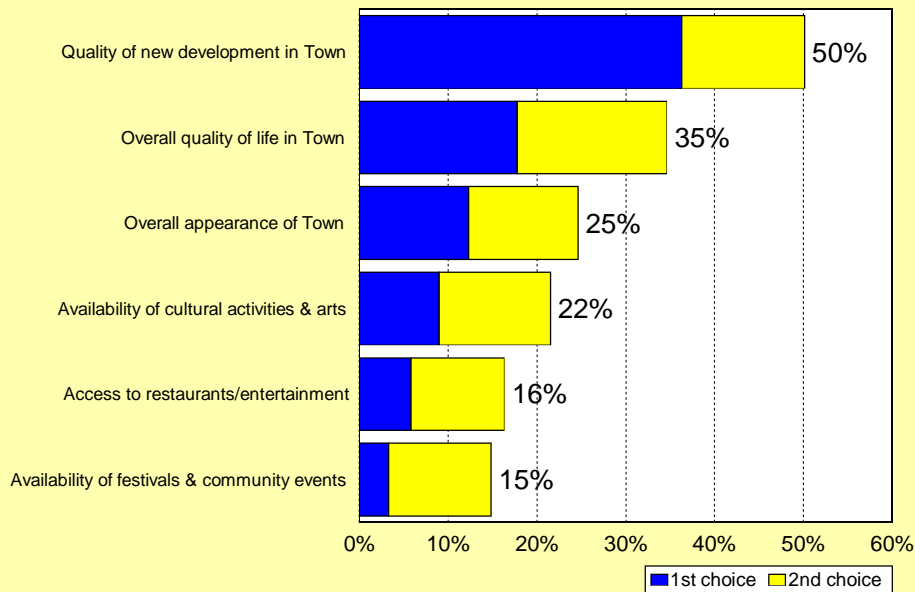
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



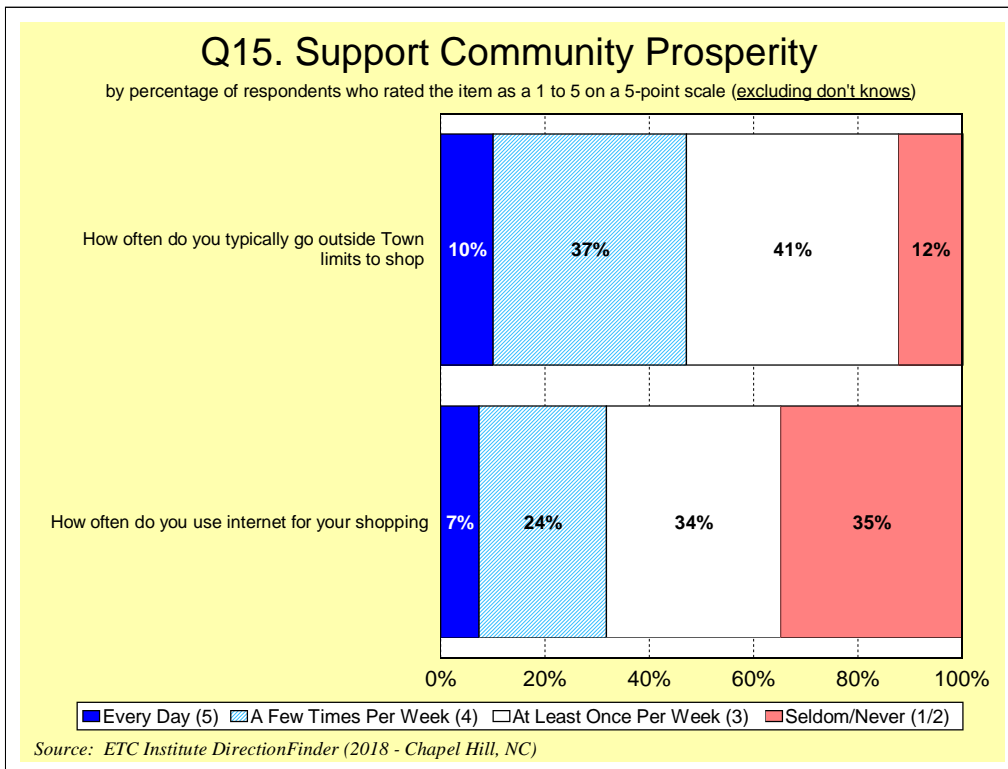
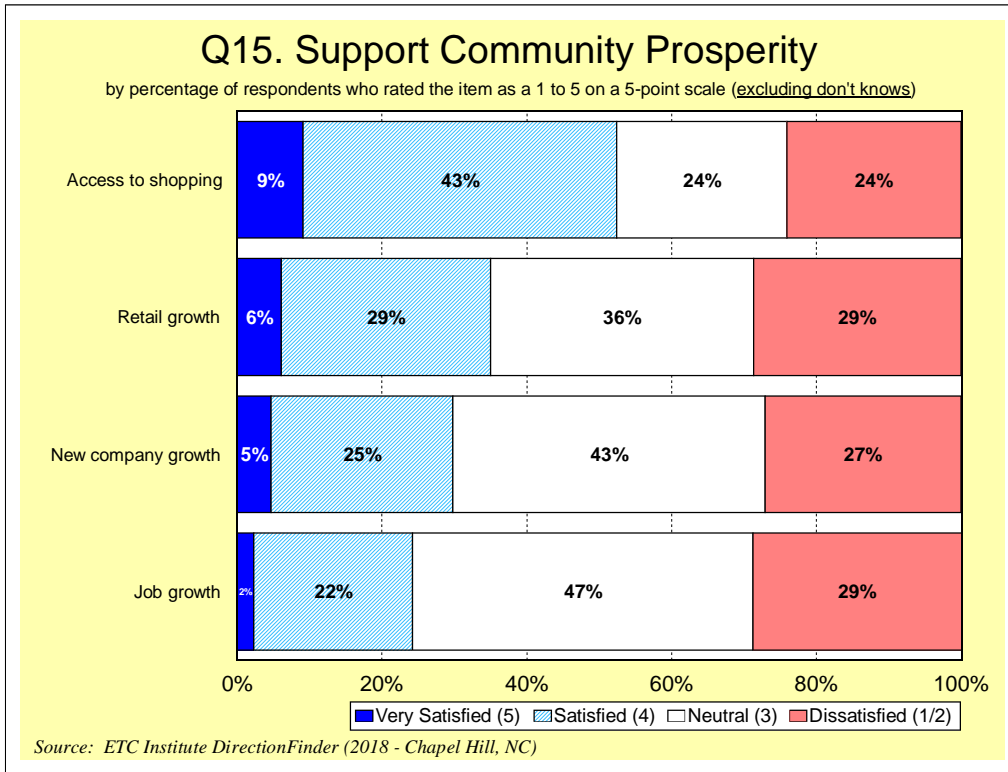
Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q14. Items That Should Receive the Most Emphasis from Town Leaders

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

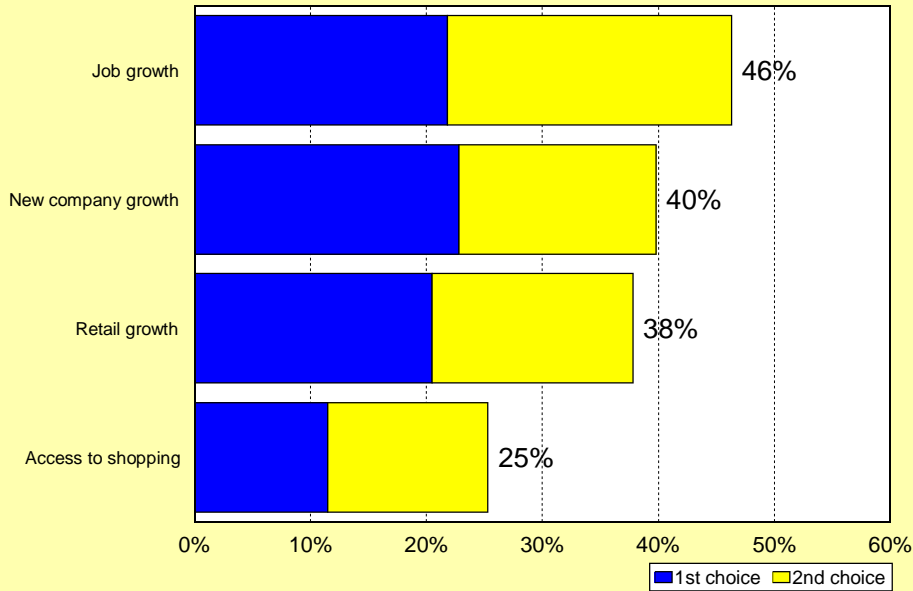


Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)



Q16. Items That Should Receive the Most Emphasis from Town Leaders

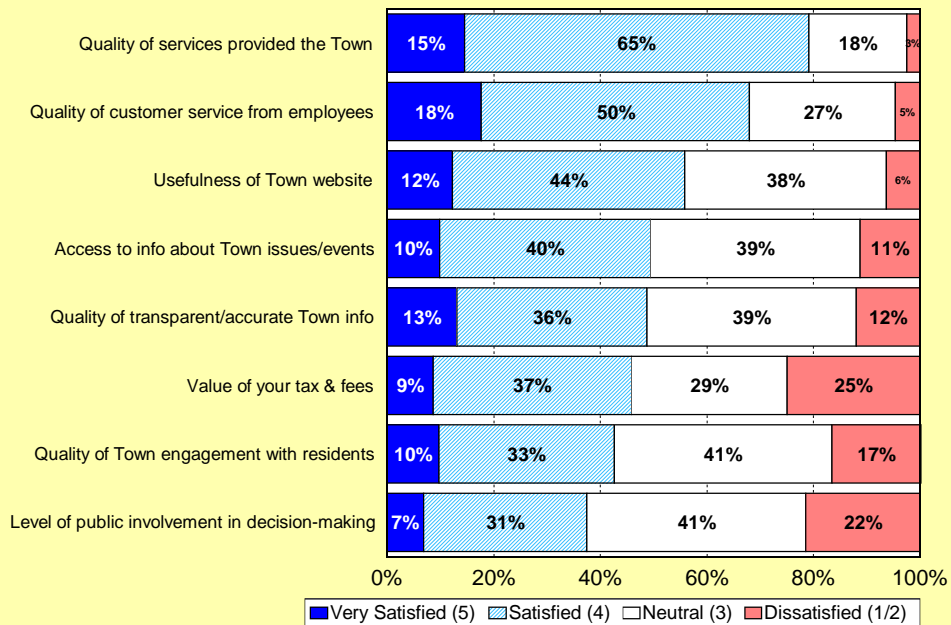
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q17. Govern with Quality and Steward Public Assets

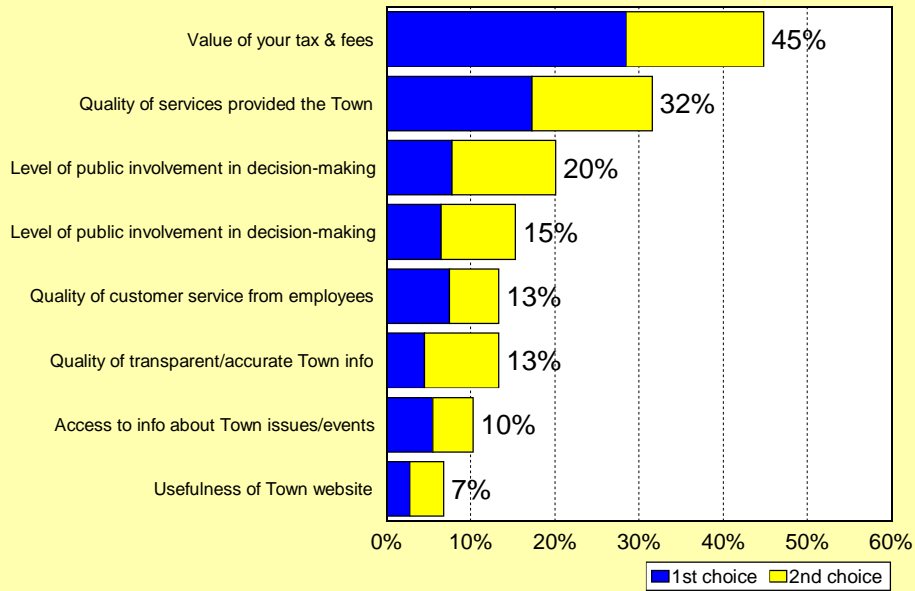
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q18. Items That Should Receive the Most Emphasis from Town Leaders

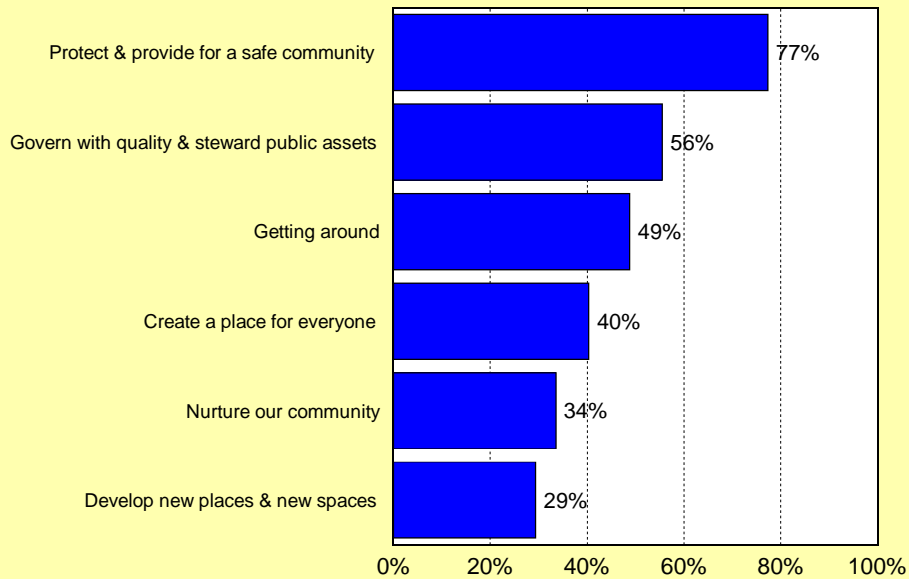
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q19. Which Three of the Following are Most Important to You?

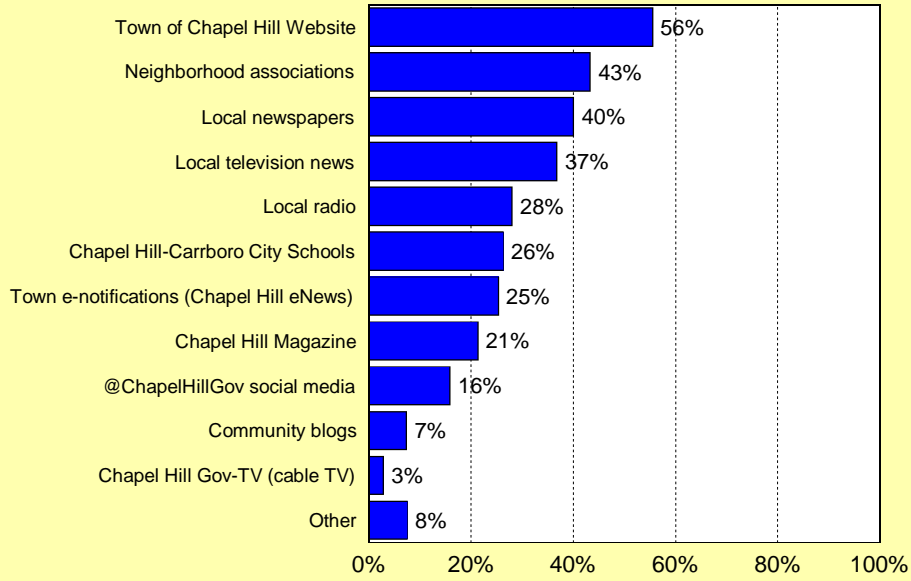
by percentage of respondents who selected the item as one of their three choices



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q20. Which of the following do you use to get information about the Town of Chapel Hill?

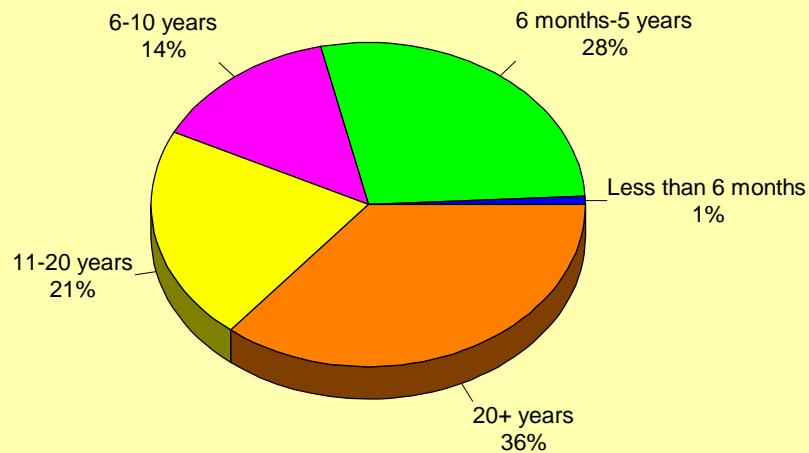
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q21. Demographics: Approximately how long have you lived in Chapel Hill?

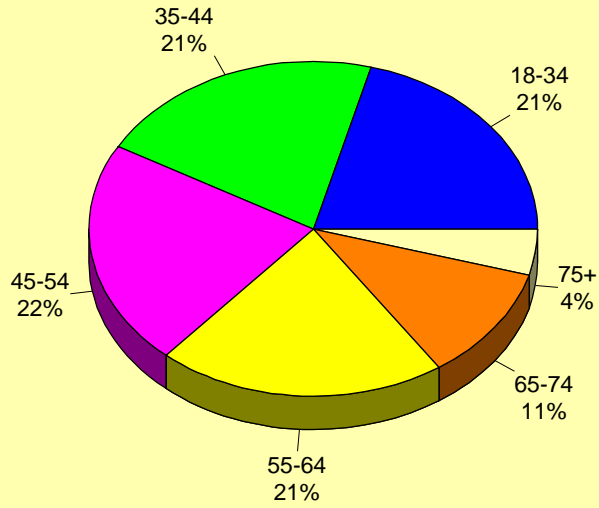
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q22. Demographics: Age of Respondents

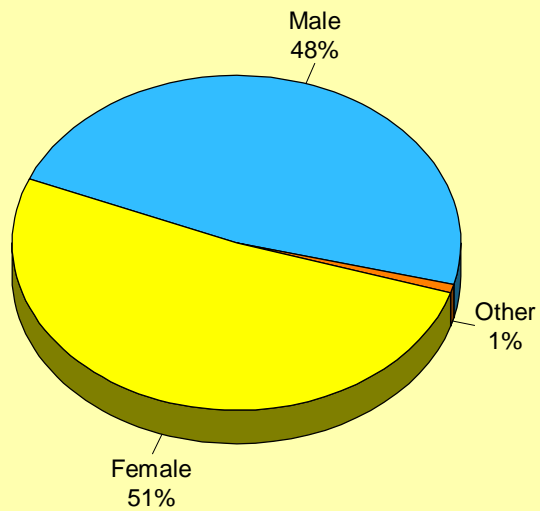
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q23. Demographics: How do you identify yourself?

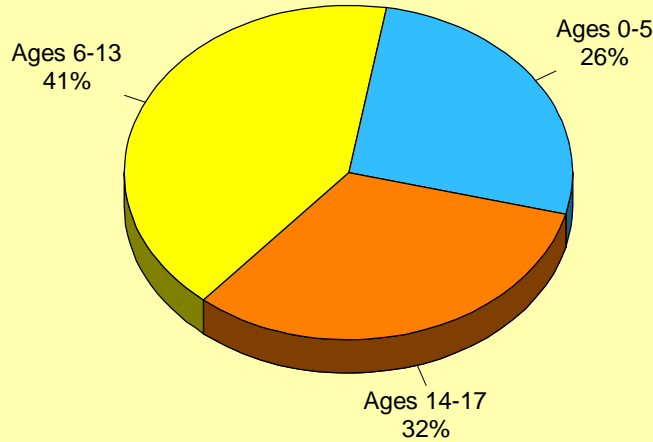
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q24. Demographics: How many children in each of the following age groups live with you in Chapel Hill?

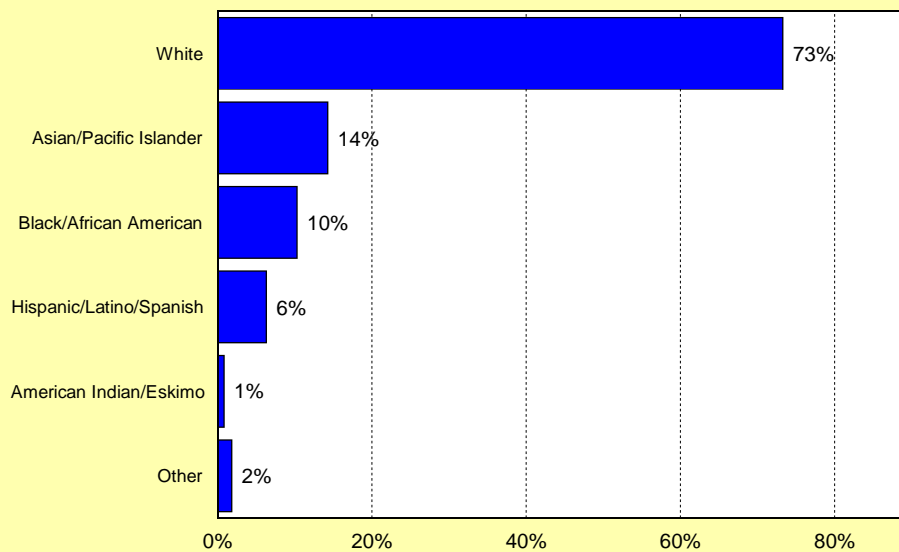
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q25. Demographics: Which of the following best describes your race/ethnicity?

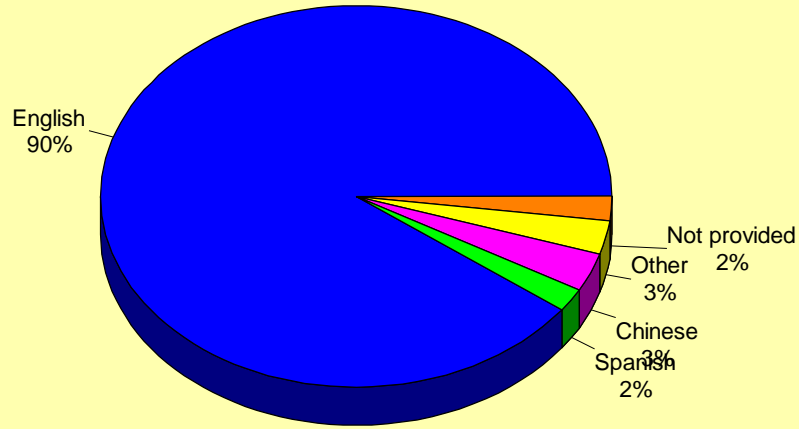
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q26. Demographics: Primary Language

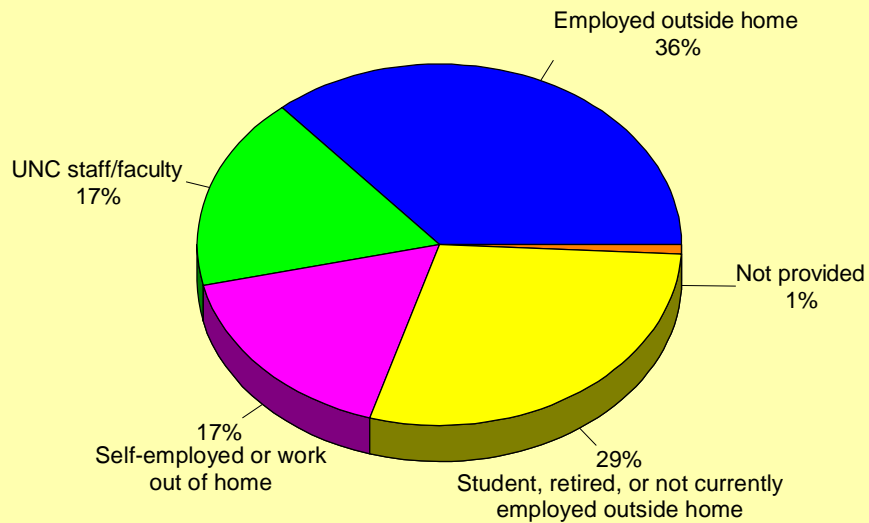
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q27. Demographics: Which of the following best describes your place of employment?

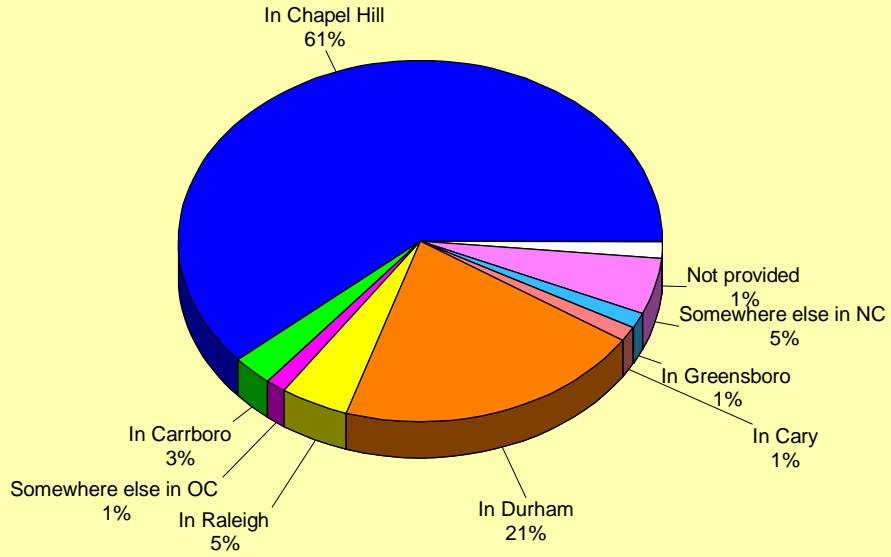
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q28. Demographics: Where do you work?

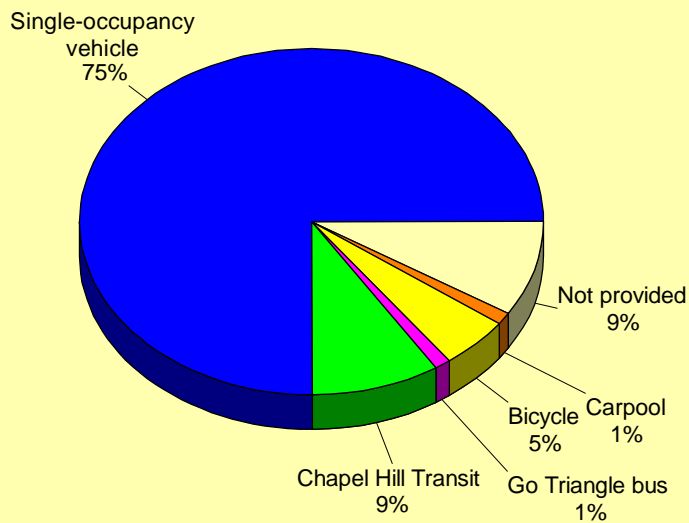
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q29. Demographics: How do you get to work?

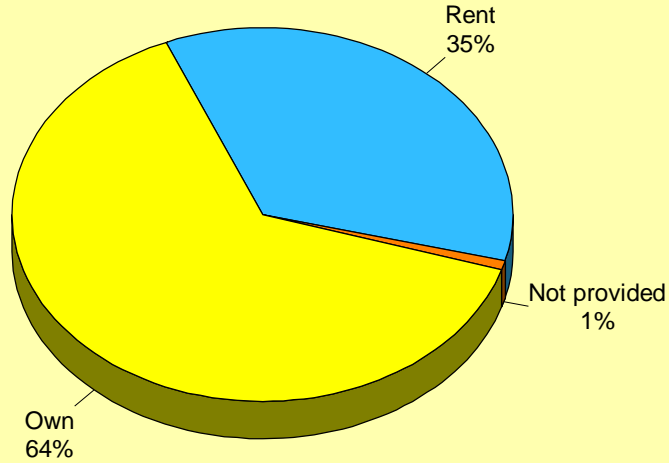
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q30. Demographics: Do you rent or own your home?

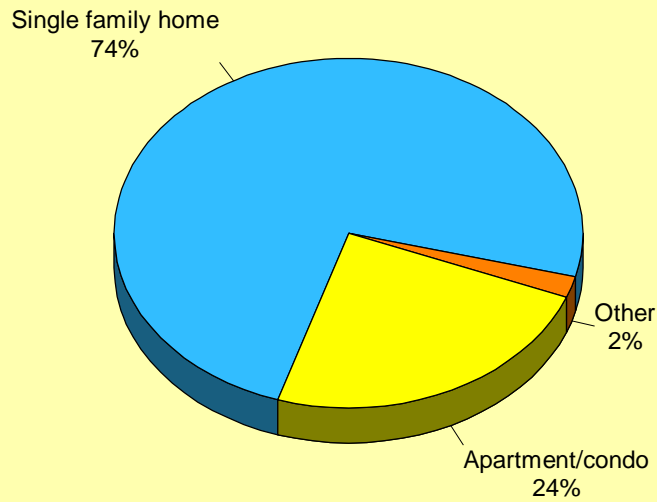
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q31. Demographics: Which of the following best describes your home?

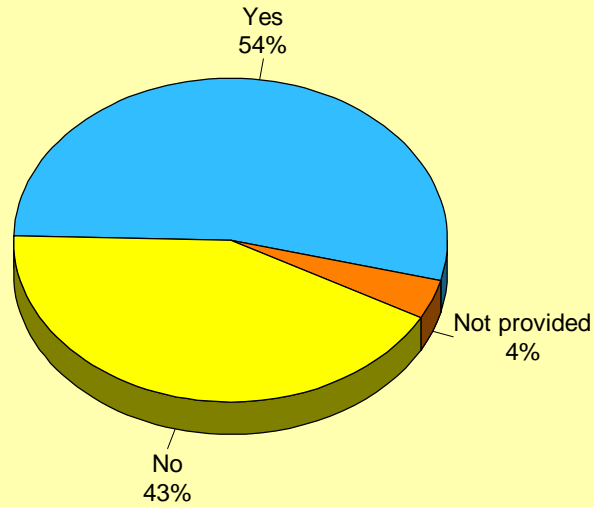
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q32. Demographics: Do you belong to a neighborhood association or HOA?

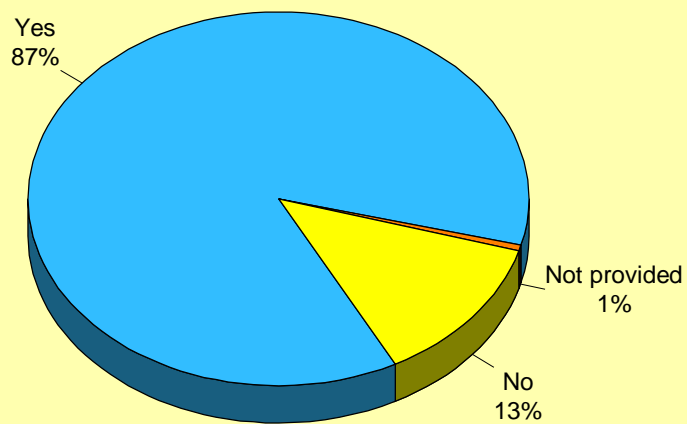
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q33. Demographics: Do you know your neighbors?

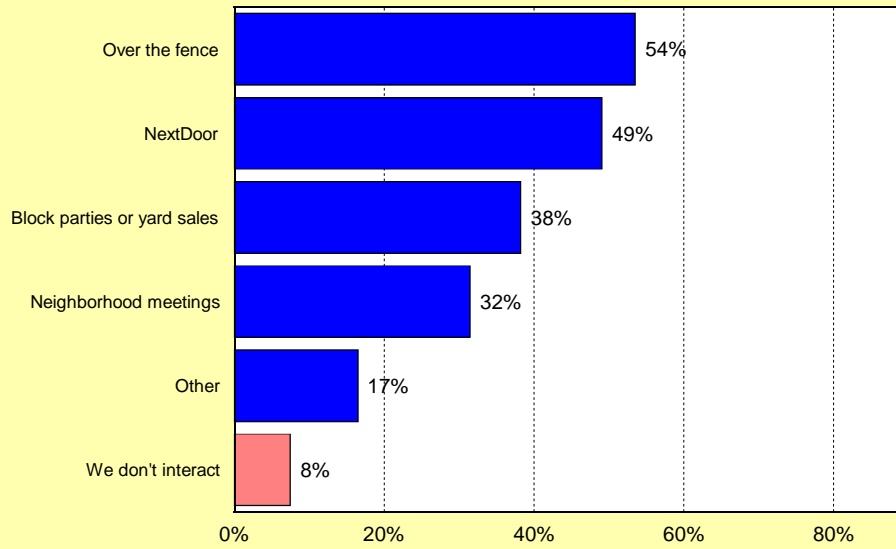
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q34. Demographics: How do you interact with your neighbors?

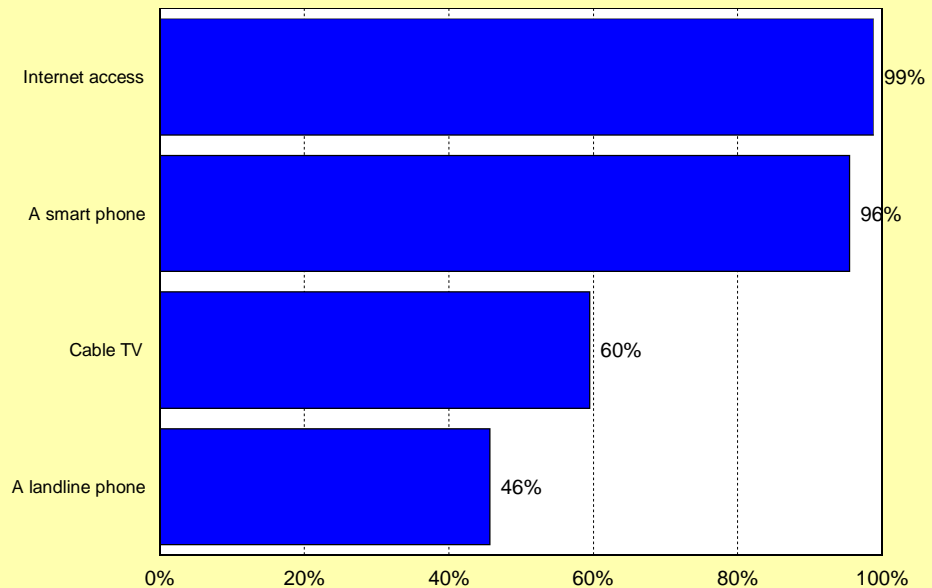
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q35. Demographics: Do you have the following?

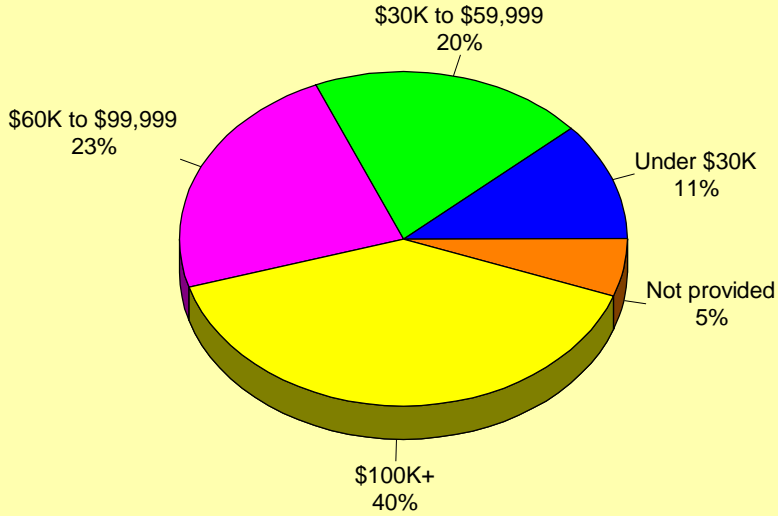
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q36. Demographics: Would you say your total annual household income is...

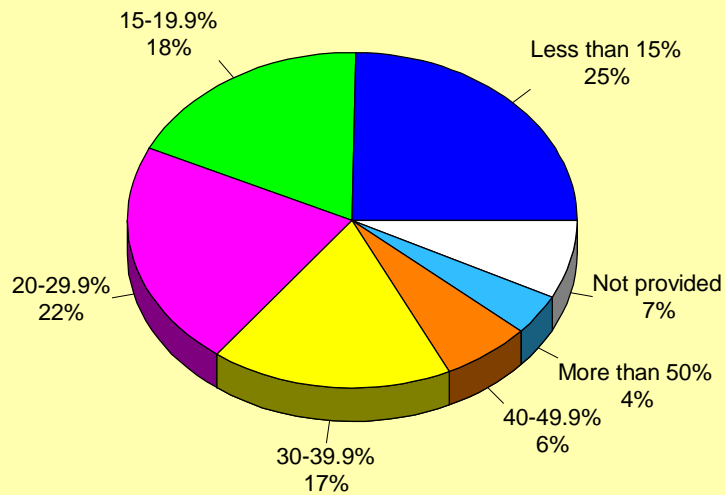
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q37. Demographics: What amount of your total household income is spent on housing expenses including utilities?

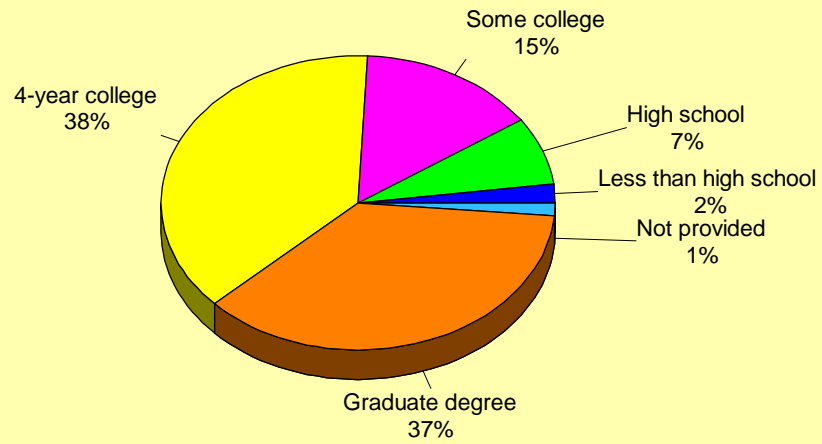
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Q38. Demographics: What is the highest level of education you have completed?

by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Chapel Hill, NC)

Section 2

Benchmarking Analysis



Benchmarking Summary Report

Town of Chapel Hill 2018 Community Survey

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 230 cities and counties in 48 states. Many 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 the Fall of 2016 to a random sample of over 4,000 residents across the United States and (2) a regional survey that was administered to a random sample of nearly 400 residents in the Atlantic region of the United States during the fall of 2016. The states included in the Southeast region are: North Carolina, Virginia, Delaware, Maryland, West Virginia, and New Jersey.

Interpreting the Charts

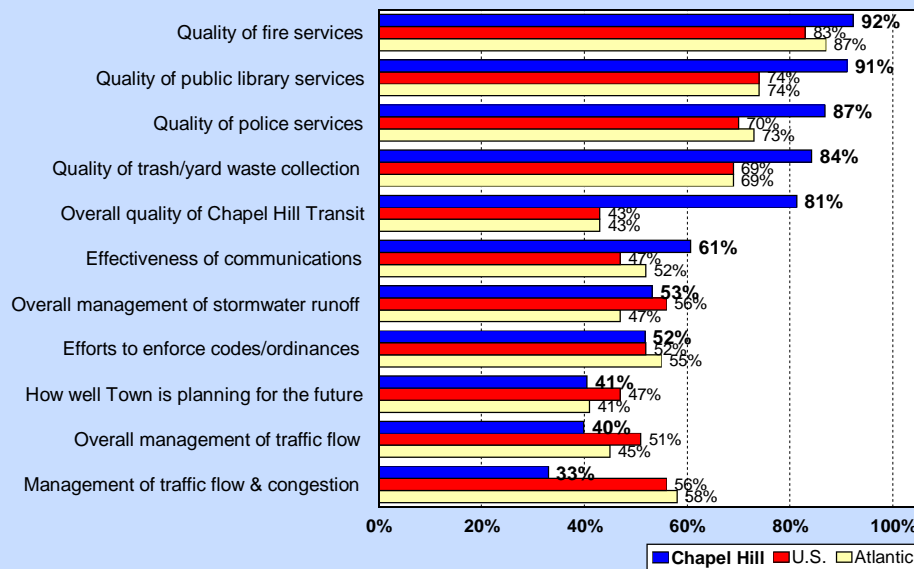
The charts on the following pages show how the overall results for Chapel Hill compare to the national average and southeast regional average based on the results of the survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the Atlantic region of the U.S.

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.

Major Categories of Services Chapel Hill vs. the U.S vs. the Atlantic

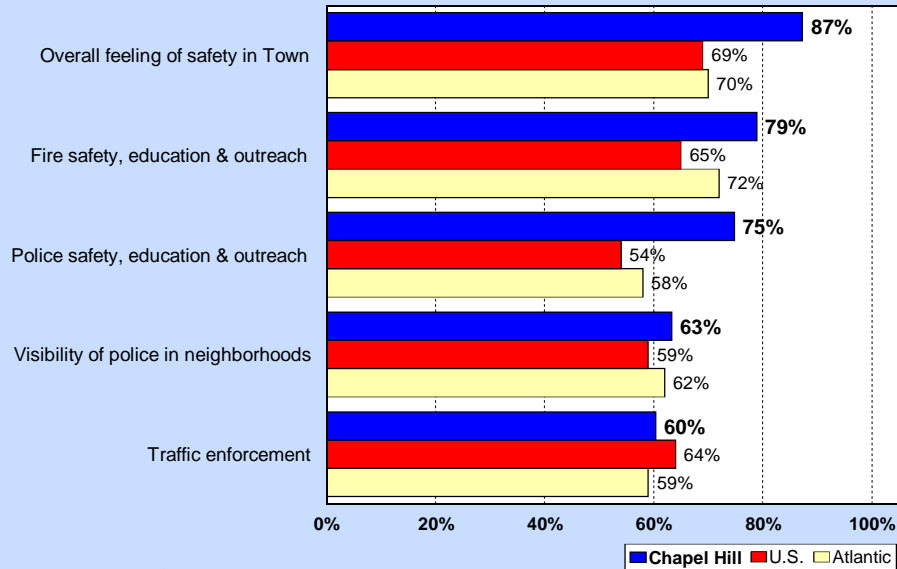
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

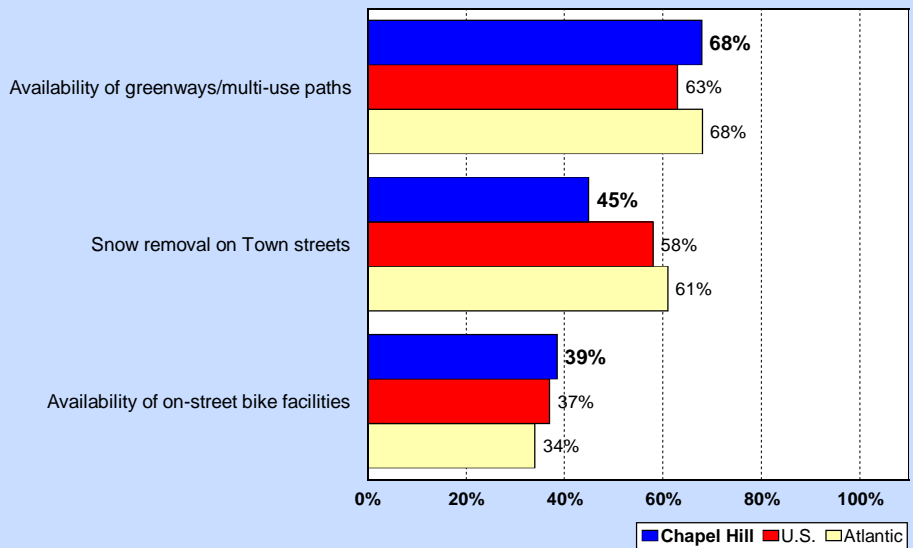
Protect and Provide for a Safe Community Chapel Hill vs. the U.S vs. the Atlantic

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)



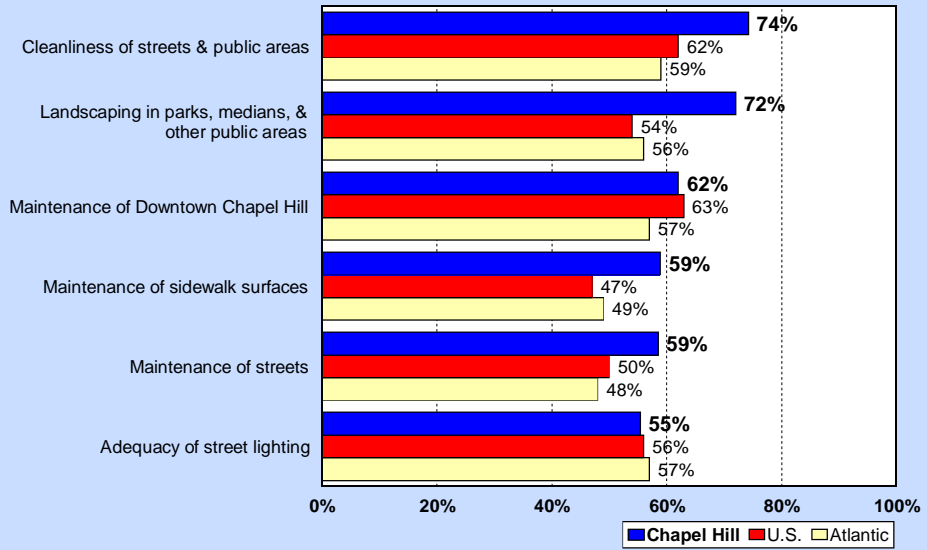
Getting Around Chapel Hill vs. the U.S vs. the Atlantic

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)



Nurture Our Community Chapel Hill vs. the U.S vs. the Atlantic

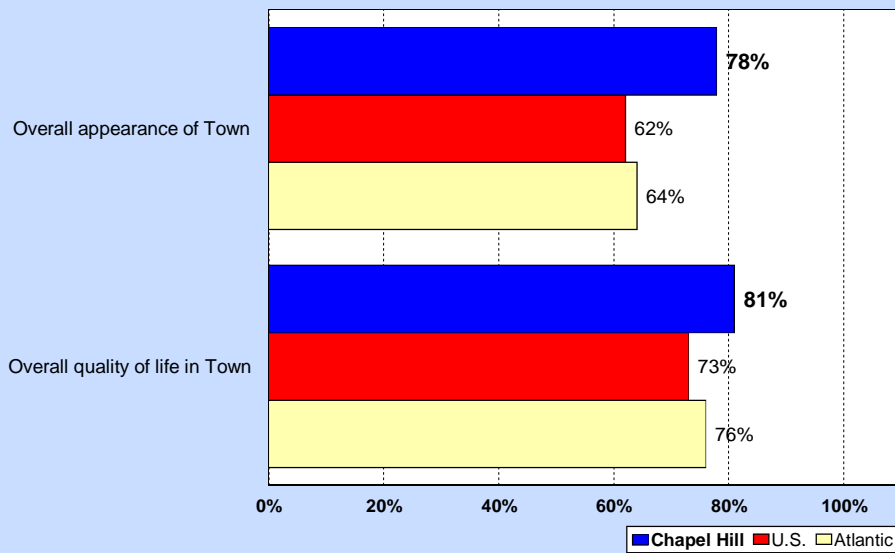
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Develop Good Places, New Spaces Chapel Hill vs. the U.S vs. the Atlantic

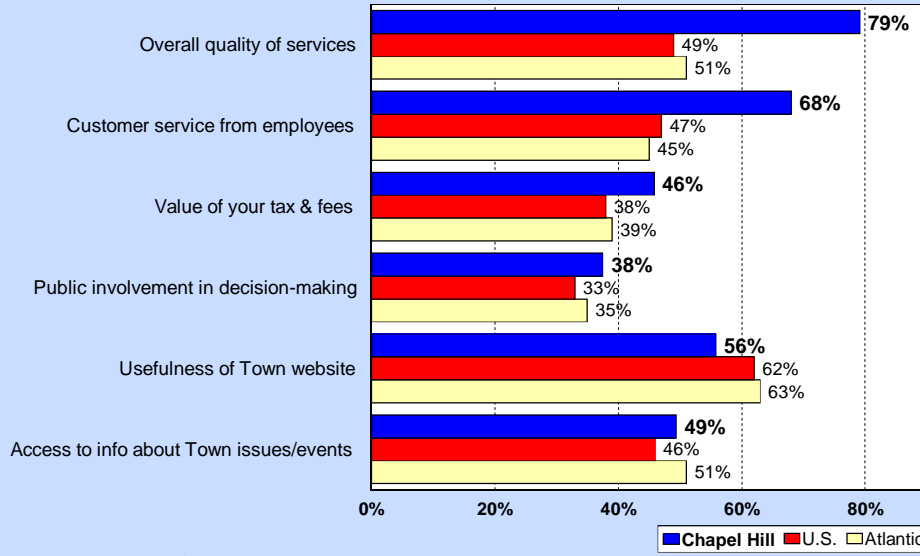
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Govern with Quality and Steward Public Assets Chapel Hill vs. the U.S vs. the Atlantic

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: 2018 ETC Institute

Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Town of Chapel Hill 2018 Community Survey

Overview

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

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

Overview

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 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 from Town leaders. Forty-nine percent (49%) of respondents selected *overall management of traffic flow* as one of the most important services for the Town to emphasize.

With regard to satisfaction, 40% of respondents surveyed rated the Town's overall performance in the *overall management of traffic flow* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall management of traffic flow* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 49% was multiplied by 60% (1-0.60). This calculation yielded an I-S rating of 0.2951 which ranked first out of 13 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 and 0% indicate they are positively satisfied with the delivery of the service.



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

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

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *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 pages.

2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall management of traffic flow	49%	1	40%	12	0.2951	1
Overall quality of public parking	42%	2	35%	13	0.2725	2
Medium Priority (IS <.10)						
Overall management of stormwater runoff	15%	6	53%	9	0.0716	3
Overall effectiveness of Town communications with the public	14%	8	61%	8	0.0534	4
Overall quality of parks & recreation facilities	27%	4	82%	5	0.0501	5
Overall efforts of Town to enforce codes & ordinances	10%	11	52%	10	0.0487	6
Overall quality of Chapel Hill Transit	22%	5	81%	6	0.0408	7
Overall quality of police services	29%	3	87%	3	0.0381	8
Overall quality of permit & inspections services	7%	13	48%	11	0.0380	9
Overall quality of parks & recreation programs	15%	7	80%	7	0.0305	10
Overall quality of trash & yard waste collection services	10%	12	84%	4	0.0152	11
Overall quality of fire services	13%	9	92%	1	0.0100	12
Overall quality of public library services	10%	10	91%	2	0.0092	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 from Town leaders

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Protect and Provide for a Safe Community

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	21%	4	63%	6	0.0756	1
Traffic enforcement	19%	5	60%	7	0.0737	2
Safety & security in your neighborhood	28%	2	79%	3	0.0590	3
Attitude & behavior of police personnel toward people	27%	3	80%	2	0.0519	4
Overall feeling of safety in Town	37%	1	87%	1	0.0464	5
Police safety, education & outreach	15%	6	75%	5	0.0368	6
Accessibility of crime data/police reports	6%	8	60%	8	0.0235	7
Fire safety, education & outreach	9%	7	79%	4	0.0192	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Getting Around

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Availability of parking Downtown	51%	1	26%	12	0.3767	1
<u>High Priority (IS .10-.20)</u>						
Snow removal on Town streets	31%	2	45%	7	0.1686	2
Ease of bicycling in Town	20%	6	40%	10	0.1230	3
Availability of on-street bike facilities	17%	9	39%	11	0.1064	4
Connectivity of greenways/multi-use paths	21%	4	51%	6	0.1042	5
<u>Medium Priority (IS <.10)</u>						
Ease of use of parking payment options	17%	10	44%	8	0.0938	6
Ease of travel by car in Town	19%	8	52%	5	0.0936	7
Availability of sidewalks	21%	5	58%	4	0.0874	8
Ease of use of Chapel Hill Transit	25%	3	77%	1	0.0580	9
Ease of walking in Town	20%	7	74%	2	0.0530	10
Availability of greenways/multi-use paths	14%	11	68%	3	0.0443	11
Availability of bicycle parking	3%	12	42%	9	0.0152	12

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

Most Important %:

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

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Create a Place for Everyone

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of a range of housing options by price	46%	1	27%	11	0.3325	1
How well Town is planning for the future	45%	2	41%	9	0.2648	2
High Priority (IS .10-.20)						
As a community thinking about choices for future generations	30%	3	42%	8	0.1754	3
You feel your voice can influence change in Chapel Hill	22%	5	29%	10	0.1565	4
Availability of a range of housing types	19%	6	47%	7	0.1017	5
Medium Priority (IS <.10)						
Acceptance of diverse populations	27%	4	71%	1	0.0800	6
Sense of belonging to community	16%	7	64%	4	0.0574	7
Access for persons with disabilities to Town facilities & services	11%	9	57%	6	0.0479	8
Access for seniors to Town facilities & services	11%	8	67%	3	0.0365	9
Access for teens to Town facilities & services	7%	11	59%	5	0.0294	10
Access for children to Town facilities & services	9%	10	68%	2	0.0279	11

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 from Town leaders

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Nurture Our Community

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of climate change initiatives	26%	3	43%	12	0.1510	1
Timing of traffic signals in Town	24%	4	46%	10	0.1315	2
Maintenance of streets	31%	1	59%	7	0.1299	3
Quality of energy conservation programs	23%	6	44%	11	0.1271	4
Adequacy of street lighting	23%	5	55%	9	0.1039	5
Medium Priority (IS <.10)						
Availability of green space	27%	2	65%	4	0.0964	6
Maintenance of sidewalk surfaces	22%	7	59%	6	0.0908	7
Maintenance of Downtown Chapel Hill	20%	8	62%	5	0.0764	8
Availability of public electric charging stations	8%	11	25%	13	0.0608	9
Cleanliness of streets & public areas	18%	9	74%	1	0.0472	10
Upkeep of vegetation & landscaping around sidewalks	8%	12	57%	8	0.0325	11
Landscaping in parks, medians, & other public areas	9%	10	72%	2	0.0241	12
Maintenance of Town buildings & facilities	6%	13	67%	3	0.0185	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Develop Good Places, New Spaces

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Quality of new development in Town	50%	1	40%	6	0.3006	1
<u>Medium Priority (IS <.10)</u>						
Overall quality of life in Town	35%	2	81%	1	0.0657	2
Overall appearance of Town	25%	3	78%	3	0.0544	3
Availability of cultural activities & arts	22%	4	76%	4	0.0527	4
Availability of festivals & community events	15%	6	69%	5	0.0457	5
Access to restaurants/entertainment	16%	5	80%	2	0.0329	6

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

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Support Community Prosperity

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Job growth	46%	1	24%	4	0.3510	1
New company growth	40%	2	30%	3	0.2794	2
Retail growth	38%	3	35%	2	0.2457	3
<u>High Priority (IS .10-.20)</u>						
Access to shopping	25%	4	52%	1	0.1204	4

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

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Govern with Quality and Steward Public Assets

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Value of your tax & fees	45%	1	46%	6	0.2428	1
High Priority (IS .10-.20)						
Level of public involvement in Town decision-making	20%	3	38%	8	0.1256	2
Medium Priority (IS <.10)						
Quality of Town engagement with residents	15%	4	43%	7	0.0878	3
Quality of transparent, trusted & accurate Town information	13%	6	49%	5	0.0682	4
Overall quality of services provided by Town of Chapel Hill	32%	2	79%	1	0.0660	5
Access to information about Town issues/events	10%	7	49%	4	0.0521	6
Quality of customer service from Town employees	13%	5	68%	2	0.0426	7
Usefulness of Town website	7%	8	56%	3	0.0301	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from Town leaders

Satisfaction %:

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

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Section 4

Tabular Data

Q1. How satisfied are you with the following Major Categories of Services? (Please rate your satisfaction level using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied.")

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	35.3%	39.8%	8.3%	2.0%	1.3%	13.5%
Q1-2. Overall quality of fire services	35.0%	30.3%	5.3%	0.3%	0.0%	29.3%
Q1-3. Overall quality of parks & recreation programs	24.0%	39.3%	13.8%	2.0%	0.3%	20.8%
Q1-4. Overall quality of parks & recreation facilities	25.3%	46.3%	11.3%	4.8%	0.3%	12.3%
Q1-5. Overall quality of public library services	61.0%	21.0%	6.3%	1.5%	0.3%	10.0%
Q1-6. Overall quality of Chapel Hill Transit	29.8%	34.8%	10.8%	3.3%	0.8%	20.8%
Q1-7. Overall efforts of Town to enforce codes & ordinances	12.5%	20.3%	20.5%	8.8%	1.3%	36.8%
Q1-8. Overall effectiveness of Town communications with the public	16.8%	36.5%	26.8%	6.0%	1.8%	12.3%
Q1-9. Overall management of traffic flow	6.8%	31.3%	29.5%	20.3%	7.5%	4.8%
Q1-10. Overall management of stormwater runoff	9.3%	34.0%	21.8%	13.0%	3.3%	18.8%
Q1-11. Overall quality of trash & yard waste collection services	39.5%	40.5%	7.5%	5.0%	2.5%	5.0%
Q1-12. Overall quality of permit & inspections services	7.8%	17.0%	18.8%	6.3%	1.8%	48.5%
Q1-13. Overall quality of public parking	7.0%	26.0%	25.3%	24.3%	13.0%	4.5%

WITHOUT "DON'T KNOW"**Q1. How satisfied are you with the following Major Categories of Services? (Please rate your satisfaction level using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied.") (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	40.8%	46.0%	9.5%	2.3%	1.4%
Q1-2. Overall quality of fire services	49.5%	42.8%	7.4%	0.4%	0.0%
Q1-3. Overall quality of parks & recreation programs	30.3%	49.5%	17.4%	2.5%	0.3%
Q1-4. Overall quality of parks & recreation facilities	28.8%	52.7%	12.8%	5.4%	0.3%
Q1-5. Overall quality of public library services	67.8%	23.3%	6.9%	1.7%	0.3%
Q1-6. Overall quality of Chapel Hill Transit	37.5%	43.8%	13.6%	4.1%	0.9%
Q1-7. Overall efforts of Town to enforce codes & ordinances	19.8%	32.0%	32.4%	13.8%	2.0%
Q1-8. Overall effectiveness of Town communications with the public	19.1%	41.6%	30.5%	6.8%	2.0%
Q1-9. Overall management of traffic flow	7.1%	32.8%	31.0%	21.3%	7.9%
Q1-10. Overall management of stormwater runoff	11.4%	41.8%	26.8%	16.0%	4.0%
Q1-11. Overall quality of trash & yard waste collection services	41.6%	42.6%	7.9%	5.3%	2.6%
Q1-12. Overall quality of permit & inspections services	15.0%	33.0%	36.4%	12.1%	3.4%
Q1-13. Overall quality of public parking	7.3%	27.2%	26.4%	25.4%	13.6%

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?

Q2. Top choice	Number	Percent
Overall quality of police services	65	16.3 %
Overall quality of fire services	2	0.5 %
Overall quality of parks & recreation programs	15	3.8 %
Overall quality of parks & recreation facilities	33	8.3 %
Overall quality of public library services	6	1.5 %
Overall quality of Chapel Hill Transit	31	7.8 %
Overall efforts of Town to enforce codes & ordinances	6	1.5 %
Overall effectiveness of Town communications with the public	13	3.3 %
Overall management of traffic flow	85	21.3 %
Overall management of stormwater runoff	24	6.0 %
Overall quality of trash & yard waste collection services	9	2.3 %
Overall quality of permit & inspections services	7	1.8 %
Overall quality of public parking	71	17.8 %
None chosen	33	8.3 %
Total	400	100.0 %

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?

Q2. 2nd choice	Number	Percent
Overall quality of police services	25	6.3 %
Overall quality of fire services	42	10.5 %
Overall quality of parks & recreation programs	24	6.0 %
Overall quality of parks & recreation facilities	30	7.5 %
Overall quality of public library services	19	4.8 %
Overall quality of Chapel Hill Transit	34	8.5 %
Overall efforts of Town to enforce codes & ordinances	13	3.3 %
Overall effectiveness of Town communications with the public	17	4.3 %
Overall management of traffic flow	61	15.3 %
Overall management of stormwater runoff	19	4.8 %
Overall quality of trash & yard waste collection services	11	2.8 %
Overall quality of permit & inspections services	8	2.0 %
Overall quality of public parking	54	13.5 %
None chosen	43	10.8 %
Total	400	100.0 %

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?

Q2. 3rd choice	Number	Percent
Overall quality of police services	25	6.3 %
Overall quality of fire services	8	2.0 %
Overall quality of parks & recreation programs	21	5.3 %
Overall quality of parks & recreation facilities	45	11.3 %
Overall quality of public library services	16	4.0 %
Overall quality of Chapel Hill Transit	22	5.5 %
Overall efforts of Town to enforce codes & ordinances	21	5.3 %
Overall effectiveness of Town communications with the public	24	6.0 %
Overall management of traffic flow	50	12.5 %
Overall management of stormwater runoff	18	4.5 %
Overall quality of trash & yard waste collection services	18	4.5 %
Overall quality of permit & inspections services	14	3.5 %
Overall quality of public parking	41	10.3 %
None chosen	77	19.3 %
Total	400	100.0 %

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders? (top 3)

Q2. Sum of top 3 Choices	Number	Percent
Overall quality of police services	115	28.8 %
Overall quality of fire services	52	13.0 %
Overall quality of parks & recreation programs	60	15.0 %
Overall quality of parks & recreation facilities	108	27.0 %
Overall quality of public library services	41	10.3 %
Overall quality of Chapel Hill Transit	87	21.8 %
Overall efforts of Town to enforce codes & ordinances	40	10.0 %
Overall effectiveness of Town communications with the public	54	13.5 %
Overall management of traffic flow	196	49.0 %
Overall management of stormwater runoff	61	15.3 %
Overall quality of trash & yard waste collection services	38	9.5 %
Overall quality of permit & inspections services	29	7.3 %
Overall quality of public parking	166	41.5 %
None chosen	33	8.3 %
Total	1080	

Q3. Usage of Town Services and Facilities. Please CHECK ALL the services and facilities provided by the Town of Chapel Hill that you or other members of your household have used during the past 12 months.

Q3. Services & facilities provided by Town of Chapel Hill you have used during past 12 months	Number	Percent
Fire services	28	7.0 %
Chapel Hill Public Library	313	78.3 %
Parks	325	81.3 %
Recreation programs	103	25.8 %
Greenways	251	62.8 %
Town athletic fields	103	25.8 %
Chapel Hill eNews	87	21.8 %
Police services	104	26.0 %
Trash & yard waste services	359	89.8 %
The Corner Teen center	3	0.8 %
Council meetings	30	7.5 %
Town swimming pools	105	26.3 %
Town website	216	54.0 %
Downtown parking	332	83.0 %
Electric charging stations	17	4.3 %
Chapel Hill Transit	215	53.8 %
Arts programs	56	14.0 %
Public information meetings	33	8.3 %
Chapel Hill Open Data	18	4.5 %
Community centers	116	29.0 %
Permits & inspections	68	17.0 %
Other	8	2.0 %
Total	2890	

Q3. Other

Q3. Other	Number	Percent
Senior Center	3	37.5 %
Parking Downtown	1	12.5 %
EMC	1	12.5 %
Dog park	1	12.5 %
Animal licensing	1	12.5 %
Dirty cops	1	12.5 %
Total	8	100.0 %

Q4. Protect and Provide for a Safe Community: Please rate your satisfaction with the following services:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall feeling of safety in Town	34.0%	52.3%	9.5%	2.5%	0.5%	1.3%
Q4-2. Fire safety, education & outreach	22.5%	34.5%	14.8%	0.5%	0.0%	27.8%
Q4-3. Police safety, education & outreach	20.5%	38.0%	17.5%	1.5%	0.8%	21.8%
Q4-4. Attitude & behavior of police personnel toward people	33.8%	34.3%	11.5%	3.8%	1.3%	15.5%
Q4-5. Visibility of police in neighborhoods	19.5%	39.5%	25.3%	7.8%	1.3%	6.8%
Q4-6. Traffic enforcement	17.0%	37.3%	23.5%	9.0%	3.0%	10.3%
Q4-7. Safety & security in your neighborhood	27.3%	50.5%	13.5%	6.3%	1.0%	1.5%
Q4-8. Accessibility of crime data/police reports	14.3%	18.5%	17.5%	3.8%	1.0%	45.0%

WITHOUT "DON'T KNOW"**Q4. Protect and Provide for a Safe Community: Please rate your satisfaction with the following services: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall feeling of safety in Town	34.4%	52.9%	9.6%	2.5%	0.5%
Q4-2. Fire safety, education & outreach	31.1%	47.8%	20.4%	0.7%	0.0%
Q4-3. Police safety, education & outreach	26.2%	48.6%	22.4%	1.9%	1.0%
Q4-4. Attitude & behavior of police personnel toward people	39.9%	40.5%	13.6%	4.4%	1.5%
Q4-5. Visibility of police in neighborhoods	20.9%	42.4%	27.1%	8.3%	1.3%
Q4-6. Traffic enforcement	18.9%	41.5%	26.2%	10.0%	3.3%
Q4-7. Safety & security in your neighborhood	27.7%	51.3%	13.7%	6.3%	1.0%
Q4-8. Accessibility of crime data/police reports	25.9%	33.6%	31.8%	6.8%	1.8%

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders?

Q5. Top choice	Number	Percent
Overall feeling of safety in Town	106	26.5 %
Fire safety, education & outreach	11	2.8 %
Police safety, education & outreach	27	6.8 %
Attitude & behavior of police personnel toward people	56	14.0 %
Visibility of police in neighborhoods	47	11.8 %
Traffic enforcement	39	9.8 %
Safety & security in your neighborhood	39	9.8 %
Accessibility of crime data/police reports	5	1.3 %
None chosen	70	17.5 %
Total	400	100.0 %

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders?

Q5. 2nd choice	Number	Percent
Overall feeling of safety in Town	40	10.0 %
Fire safety, education & outreach	25	6.3 %
Police safety, education & outreach	31	7.8 %
Attitude & behavior of police personnel toward people	50	12.5 %
Visibility of police in neighborhoods	35	8.8 %
Traffic enforcement	35	8.8 %
Safety & security in your neighborhood	73	18.3 %
Accessibility of crime data/police reports	18	4.5 %
None chosen	93	23.3 %
Total	400	100.0 %

Q5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders? (top 2)

Q5. Sum of top 2 choices	Number	Percent
Overall feeling of safety in Town	146	36.5 %
Fire safety, education & outreach	36	9.0 %
Police safety, education & outreach	58	14.5 %
Attitude & behavior of police personnel toward people	106	26.5 %
Visibility of police in neighborhoods	82	20.5 %
Traffic enforcement	74	18.5 %
Safety & security in your neighborhood	112	28.0 %
Accessibility of crime data/police reports	23	5.8 %
None chosen	70	17.5 %
Total	707	

Q6. Getting Around: Please rate your satisfaction with the following:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Ease of use of Chapel Hill Transit	23.3%	32.5%	11.8%	4.3%	0.8%	27.5%
Q6-2. Snow removal on Town streets	8.5%	34.8%	21.0%	21.5%	10.5%	3.8%
Q6-3. Availability of parking Downtown	4.3%	20.5%	22.5%	33.5%	14.8%	4.5%
Q6-4. Ease of use of parking payment options	9.0%	30.5%	22.5%	19.0%	9.8%	9.3%
Q6-5. Ease of travel by car in Town	8.0%	42.0%	27.3%	15.3%	4.5%	3.0%
Q6-6. Ease of walking in Town	21.8%	49.0%	15.0%	9.0%	1.0%	4.3%
Q6-7. Ease of bicycling in Town	4.5%	21.3%	17.8%	16.0%	5.3%	35.3%
Q6-8. Availability of sidewalks	12.8%	43.3%	20.8%	16.5%	2.8%	4.0%
Q6-9. Availability of greenways/multi-use paths	19.3%	41.8%	18.0%	8.8%	2.0%	10.3%
Q6-10. Connectivity of greenways/multi-use paths	12.3%	29.8%	24.0%	13.5%	3.5%	17.0%
Q6-11. Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	4.8%	21.3%	19.8%	16.3%	5.5%	32.5%
Q6-12. Availability of bicycle parking	5.5%	16.5%	23.0%	7.0%	1.0%	47.0%

WITHOUT "DON'T KNOW"**Q6. Getting Around: Please rate your satisfaction with the following: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Ease of use of Chapel Hill Transit	32.1%	44.8%	16.2%	5.9%	1.0%
Q6-2. Snow removal on Town streets	8.8%	36.1%	21.8%	22.3%	10.9%
Q6-3. Availability of parking Downtown	4.5%	21.5%	23.6%	35.1%	15.4%
Q6-4. Ease of use of parking payment options	9.9%	33.6%	24.8%	20.9%	10.7%
Q6-5. Ease of travel by car in Town	8.2%	43.3%	28.1%	15.7%	4.6%
Q6-6. Ease of walking in Town	22.7%	51.2%	15.7%	9.4%	1.0%
Q6-7. Ease of bicycling in Town	6.9%	32.8%	27.4%	24.7%	8.1%
Q6-8. Availability of sidewalks	13.3%	45.1%	21.6%	17.2%	2.9%
Q6-9. Availability of greenways/multi-use paths	21.4%	46.5%	20.1%	9.7%	2.2%
Q6-10. Connectivity of greenways/multi-use paths	14.8%	35.8%	28.9%	16.3%	4.2%
Q6-11. Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	7.0%	31.5%	29.3%	24.1%	8.1%
Q6-12. Availability of bicycle parking	10.4%	31.1%	43.4%	13.2%	1.9%

Q7. Which THREE of the items listed in Question 6 should receive the MOST EMPHASIS from Town leaders?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Ease of use of Chapel Hill Transit	60	15.0 %
Snow removal on Town streets	42	10.5 %
Availability of parking Downtown	103	25.8 %
Ease of use of parking payment options	17	4.3 %
Ease of travel by car in Town	28	7.0 %
Ease of walking in Town	20	5.0 %
Ease of bicycling in Town	23	5.8 %
Availability of sidewalks	24	6.0 %
Availability of greenways/multi-use paths	11	2.8 %
Connectivity of greenways/multi-use paths	17	4.3 %
Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	16	4.0 %
Availability of bicycle parking	3	0.8 %
<u>None chosen</u>	<u>36</u>	<u>9.0 %</u>
Total	400	100.0 %

Q7. Which THREE of the items listed in Question 6 should receive the MOST EMPHASIS from Town leaders?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Ease of use of Chapel Hill Transit	25	6.3 %
Snow removal on Town streets	39	9.8 %
Availability of parking Downtown	67	16.8 %
Ease of use of parking payment options	26	6.5 %
Ease of travel by car in Town	27	6.8 %
Ease of walking in Town	31	7.8 %
Ease of bicycling in Town	33	8.3 %
Availability of sidewalks	26	6.5 %
Availability of greenways/multi-use paths	18	4.5 %
Connectivity of greenways/multi-use paths	35	8.8 %
Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	20	5.0 %
Availability of bicycle parking	3	0.8 %
<u>None chosen</u>	<u>50</u>	<u>12.5 %</u>
Total	400	100.0 %

Q7. Which THREE of the items listed in Question 6 should receive the MOST EMPHASIS from Town leaders?

Q7. 3rd choice	Number	Percent
Ease of use of Chapel Hill Transit	15	3.8 %
Snow removal on Town streets	41	10.3 %
Availability of parking Downtown	33	8.3 %
Ease of use of parking payment options	23	5.8 %
Ease of travel by car in Town	22	5.5 %
Ease of walking in Town	30	7.5 %
Ease of bicycling in Town	25	6.3 %
Availability of sidewalks	34	8.5 %
Availability of greenways/multi-use paths	26	6.5 %
Connectivity of greenways/multi-use paths	32	8.0 %
Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	33	8.3 %
Availability of bicycle parking	4	1.0 %
None chosen	82	20.5 %
Total	400	100.0 %

Q7. Which THREE of the items listed in Question 6 should receive the MOST EMPHASIS from Town leaders? (top 3)

Q7. Sum of top 3 choices	Number	Percent
Ease of use of Chapel Hill Transit	100	25.0 %
Snow removal on Town streets	122	30.5 %
Availability of parking Downtown	203	50.8 %
Ease of use of parking payment options	66	16.5 %
Ease of travel by car in Town	77	19.3 %
Ease of walking in Town	81	20.3 %
Ease of bicycling in Town	81	20.3 %
Availability of sidewalks	84	21.0 %
Availability of greenways/multi-use paths	55	13.8 %
Connectivity of greenways/multi-use paths	84	21.0 %
Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	69	17.3 %
Availability of bicycle parking	10	2.5 %
None chosen	36	9.0 %
Total	1068	

Q8. Does anyone in your household ride a bicycle?

<u>Q8. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	233	58.3 %
No	164	41.0 %
Not provided	3	0.8 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q8. Does anyone in your household ride a bicycle? (without "not provided")**

<u>Q8. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	233	58.7 %
No	164	41.3 %
Total	397	100.0 %

Q8a. If "Yes to Question 8," why do they ride a bicycle?

<u>Q8a. Why do they ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
To commute to work or school	63	27.0 %
For errands	71	30.5 %
For recreation	208	89.3 %
Total	342	

Q9. Create a Place for Everyone: Please rate your satisfaction with the following:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. How well Town is planning for the future	3.0%	24.0%	21.3%	13.8%	4.8%	33.3%
Q9-2. You feel your voice can influence change in Chapel Hill	3.8%	20.0%	36.0%	12.5%	9.0%	18.8%
Q9-3. Acceptance of diverse populations	20.5%	44.0%	20.3%	4.8%	1.8%	8.8%
Q9-4. Sense of belonging to community	14.5%	46.5%	29.0%	4.5%	1.3%	4.3%
Q9-5. Availability of a range of housing options by price	5.3%	18.8%	25.5%	26.0%	12.3%	12.3%
Q9-6. Availability of a range of housing types (e.g. townhomes, condos, single family)	9.3%	32.0%	28.0%	13.0%	5.0%	12.8%
Q9-7. As a community thinking about choices for future generations	6.0%	26.8%	25.0%	14.8%	5.3%	22.3%
Q9-8. Access for children to Town facilities & services	10.3%	32.0%	15.5%	3.8%	1.0%	37.5%
Q9-9. Access for teens to Town facilities & services	7.3%	23.3%	15.3%	4.5%	1.8%	48.0%
Q9-10. Access for seniors to Town facilities & services	12.0%	28.8%	15.3%	3.3%	1.5%	39.3%
Q9-11. Access for persons with disabilities to Town facilities & services	7.0%	18.0%	14.3%	4.0%	1.0%	55.8%

WITHOUT "DON'T KNOW"**Q9. Create a Place for Everyone: Please rate your satisfaction with the following: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. How well Town is planning for the future	4.5%	36.0%	31.8%	20.6%	7.1%
Q9-2. You feel your voice can influence change in Chapel Hill	4.6%	24.6%	44.3%	15.4%	11.1%
Q9-3. Acceptance of diverse populations	22.5%	48.2%	22.2%	5.2%	1.9%
Q9-4. Sense of belonging to community	15.1%	48.6%	30.3%	4.7%	1.3%
Q9-5. Availability of a range of housing options by price	6.0%	21.4%	29.1%	29.6%	14.0%
Q9-6. Availability of a range of housing types (e.g. townhomes, condos, single family)	10.6%	36.7%	32.1%	14.9%	5.7%
Q9-7. As a community thinking about choices for future generations	7.7%	34.4%	32.2%	19.0%	6.8%
Q9-8. Access for children to Town facilities & services	16.4%	51.2%	24.8%	6.0%	1.6%
Q9-9. Access for teens to Town facilities & services	13.9%	44.7%	29.3%	8.7%	3.4%
Q9-10. Access for seniors to Town facilities & services	19.8%	47.3%	25.1%	5.3%	2.5%
Q9-11. Access for persons with disabilities to Town facilities & services	15.8%	40.7%	32.2%	9.0%	2.3%

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders?

Q10. Top choice	Number	Percent
How well Town is planning for the future	102	25.5 %
You feel your voice can influence change in Chapel Hill	24	6.0 %
Acceptance of diverse populations	38	9.5 %
Sense of belonging to community	8	2.0 %
Availability of a range of housing options by price	97	24.3 %
Availability of a range of housing types (e.g. townhomes, condos, single family)	12	3.0 %
As a community thinking about choices for future generations	25	6.3 %
Access for children to Town facilities & services	9	2.3 %
Access for teens to Town facilities & services	7	1.8 %
Access for seniors to Town facilities & services	13	3.3 %
Access for persons with disabilities to Town facilities & services	8	2.0 %
<u>None chosen</u>	<u>57</u>	<u>14.3 %</u>
Total	400	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders?

Q10. 2nd choice	Number	Percent
How well Town is planning for the future	38	9.5 %
You feel your voice can influence change in Chapel Hill	39	9.8 %
Acceptance of diverse populations	43	10.8 %
Sense of belonging to community	29	7.3 %
Availability of a range of housing options by price	50	12.5 %
Availability of a range of housing types (e.g. townhomes, condos, single family)	41	10.3 %
As a community thinking about choices for future generations	34	8.5 %
Access for children to Town facilities & services	12	3.0 %
Access for teens to Town facilities & services	10	2.5 %
Access for seniors to Town facilities & services	19	4.8 %
Access for persons with disabilities to Town facilities & services	12	3.0 %
<u>None chosen</u>	<u>73</u>	<u>18.3 %</u>
Total	400	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders?

Q10. 3rd choice	Number	Percent
How well Town is planning for the future	38	9.5 %
You feel your voice can influence change in Chapel Hill	25	6.3 %
Acceptance of diverse populations	28	7.0 %
Sense of belonging to community	26	6.5 %
Availability of a range of housing options by price	36	9.0 %
Availability of a range of housing types (e.g. townhomes, condos, single family)	24	6.0 %
As a community thinking about choices for future generations	62	15.5 %
Access for children to Town facilities & services	13	3.3 %
Access for teens to Town facilities & services	11	2.8 %
Access for seniors to Town facilities & services	12	3.0 %
Access for persons with disabilities to Town facilities & services	24	6.0 %
<u>None chosen</u>	<u>101</u>	<u>25.3 %</u>
Total	400	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders? (top 3)

Q10. Top choice	Number	Percent
How well Town is planning for the future	178	44.5 %
You feel your voice can influence change in Chapel Hill	88	22.0 %
Acceptance of diverse populations	109	27.3 %
Sense of belonging to community	63	15.8 %
Availability of a range of housing options by price	183	45.8 %
Availability of a range of housing types (e.g. townhomes, condos, single family)	77	19.3 %
As a community thinking about choices for future generations	121	30.3 %
Access for children to Town facilities & services	34	8.5 %
Access for teens to Town facilities & services	28	7.0 %
Access for seniors to Town facilities & services	44	11.0 %
Access for persons with disabilities to Town facilities & services	44	11.0 %
<u>None chosen</u>	<u>57</u>	<u>14.3 %</u>
Total	1026	

Q11. Nurture Our Community: Please rate your satisfaction with the following:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Quality of energy conservation programs	5.0%	20.0%	25.5%	5.3%	1.8%	42.5%
Q11-2. Availability of green space	12.0%	48.0%	20.0%	11.3%	1.5%	7.3%
Q11-3. Quality of climate change initiatives such as tree canopies & electric buses	6.3%	22.5%	24.3%	11.3%	3.3%	32.5%
Q11-4. Availability of public electric charging stations	2.3%	8.3%	23.0%	6.0%	2.5%	58.0%
Q11-5. Maintenance of Downtown Chapel Hill	9.3%	49.5%	26.3%	7.0%	2.8%	5.3%
Q11-6. Maintenance of streets	8.3%	48.5%	21.0%	15.5%	3.8%	3.0%
Q11-7. Maintenance of sidewalk surfaces	8.3%	48.8%	22.3%	13.8%	3.8%	3.3%
Q11-8. Upkeep of vegetation & landscaping around sidewalks	9.3%	44.8%	27.8%	10.3%	2.5%	5.5%
Q11-9. Adequacy of street lighting	8.5%	43.8%	21.8%	15.3%	5.0%	5.8%
Q11-10. Timing of traffic signals in Town	5.0%	38.3%	23.8%	18.5%	8.8%	5.8%
Q11-11. Maintenance of Town buildings & facilities	8.3%	45.3%	23.5%	1.8%	1.0%	20.3%
Q11-12. Landscaping in parks, medians, & other public areas	12.0%	55.5%	20.5%	5.3%	0.5%	6.3%
Q11-13. Cleanliness of streets & public areas	12.8%	59.3%	17.8%	5.8%	1.5%	3.0%

WITHOUT "DON'T KNOW"**Q11. Nurture Our Community: Please rate your satisfaction with the following: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Quality of energy conservation programs	8.7%	34.8%	44.3%	9.1%	3.0%
Q11-2. Availability of green space	12.9%	51.8%	21.6%	12.1%	1.6%
Q11-3. Quality of climate change initiatives such as tree canopies & electric buses	9.3%	33.3%	35.9%	16.7%	4.8%
Q11-4. Availability of public electric charging stations	5.4%	19.6%	54.8%	14.3%	6.0%
Q11-5. Maintenance of Downtown Chapel Hill	9.8%	52.2%	27.7%	7.4%	2.9%
Q11-6. Maintenance of streets	8.5%	50.0%	21.6%	16.0%	3.9%
Q11-7. Maintenance of sidewalk surfaces	8.5%	50.4%	23.0%	14.2%	3.9%
Q11-8. Upkeep of vegetation & landscaping around sidewalks	9.8%	47.4%	29.4%	10.8%	2.6%
Q11-9. Adequacy of street lighting	9.0%	46.4%	23.1%	16.2%	5.3%
Q11-10. Timing of traffic signals in Town	5.3%	40.6%	25.2%	19.6%	9.3%
Q11-11. Maintenance of Town buildings & facilities	10.3%	56.7%	29.5%	2.2%	1.3%
Q11-12. Landscaping in parks, medians, & other public areas	12.8%	59.2%	21.9%	5.6%	0.5%
Q11-13. Cleanliness of streets & public areas	13.1%	61.1%	18.3%	5.9%	1.5%

Q11a. If you are dissatisfied with the adequacy of street lighting, please indicate why.

Q11a. Why are you dissatisfied with adequacy of street lighting	Number	Percent
There are not enough street lights	68	84.0 %
There are too many street lights	4	4.9 %
Other	5	6.2 %
Not provided	4	4.9 %
Total	81	100.0 %

WITHOUT "NOT PROVIDED"**Q11a. If you are dissatisfied with the adequacy of street lighting, please indicate why. (without "not provided")**

Q11a. Why are you dissatisfied with adequacy of street lighting	Number	Percent
There are not enough street lights	68	88.3 %
There are too many street lights	4	5.2 %
Other	5	6.5 %
Total	77	100.0 %

Q11a. Other

Q11a. Other	Number	Percent
The new LED street lights are too white and too bright	1	20.0 %
Lights stay burnt out far too long	1	20.0 %
Lights not intense enough	1	20.0 %
Need more downward directed lights	1	20.0 %
Too many are out	1	20.0 %
Total	5	100.0 %

Q12. Which THREE of the items listed in Question 11 should receive the MOST EMPHASIS from Town leaders?

Q12. Top choice	Number	Percent
Quality of energy conservation programs	44	11.0 %
Availability of green space	48	12.0 %
Quality of climate change initiatives such as tree canopies & electric buses	35	8.8 %
Availability of public electric charging stations	9	2.3 %
Maintenance of Downtown Chapel Hill	39	9.8 %
Maintenance of streets	55	13.8 %
Maintenance of sidewalk surfaces	21	5.3 %
Upkeep of vegetation & landscaping around sidewalks	7	1.8 %
Adequacy of street lighting	29	7.3 %
Timing of traffic signals in Town	41	10.3 %
Maintenance of Town buildings & facilities	2	0.5 %
Landscaping in parks, medians, & other public areas	7	1.8 %
Cleanliness of streets & public areas	12	3.0 %
<u>None chosen</u>	<u>51</u>	<u>12.8 %</u>
Total	400	100.0 %

Q12. Which THREE of the items listed in Question 11 should receive the MOST EMPHASIS from Town leaders?

Q12. 2nd choice	Number	Percent
Quality of energy conservation programs	22	5.5 %
Availability of green space	40	10.0 %
Quality of climate change initiatives such as tree canopies & electric buses	38	9.5 %
Availability of public electric charging stations	11	2.8 %
Maintenance of Downtown Chapel Hill	23	5.8 %
Maintenance of streets	42	10.5 %
Maintenance of sidewalk surfaces	37	9.3 %
Upkeep of vegetation & landscaping around sidewalks	13	3.3 %
Adequacy of street lighting	40	10.0 %
Timing of traffic signals in Town	26	6.5 %
Maintenance of Town buildings & facilities	9	2.3 %
Landscaping in parks, medians, & other public areas	8	2.0 %
Cleanliness of streets & public areas	18	4.5 %
<u>None chosen</u>	<u>73</u>	<u>18.3 %</u>
Total	400	100.0 %

Q12. Which THREE of the items listed in Question 11 should receive the MOST EMPHASIS from Town leaders?

Q12. 3rd choice	Number	Percent
Quality of energy conservation programs	24	6.0 %
Availability of green space	21	5.3 %
Quality of climate change initiatives such as tree canopies & electric buses	32	8.0 %
Availability of public electric charging stations	12	3.0 %
Maintenance of Downtown Chapel Hill	18	4.5 %
Maintenance of streets	28	7.0 %
Maintenance of sidewalk surfaces	30	7.5 %
Upkeep of vegetation & landscaping around sidewalks	10	2.5 %
Adequacy of street lighting	24	6.0 %
Timing of traffic signals in Town	30	7.5 %
Maintenance of Town buildings & facilities	11	2.8 %
Landscaping in parks, medians, & other public areas	19	4.8 %
Cleanliness of streets & public areas	43	10.8 %
<u>None chosen</u>	<u>98</u>	<u>24.5 %</u>
Total	400	100.0 %

Q12. Which THREE of the items listed in Question 11 should receive the MOST EMPHASIS from Town leaders? (top 3)

Q12. Sum of top 3 choices	Number	Percent
Quality of energy conservation programs	90	22.5 %
Availability of green space	109	27.3 %
Quality of climate change initiatives such as tree canopies & electric buses	105	26.3 %
Availability of public electric charging stations	32	8.0 %
Maintenance of Downtown Chapel Hill	80	20.0 %
Maintenance of streets	125	31.3 %
Maintenance of sidewalk surfaces	88	22.0 %
Upkeep of vegetation & landscaping around sidewalks	30	7.5 %
Adequacy of street lighting	93	23.3 %
Timing of traffic signals in Town	97	24.3 %
Maintenance of Town buildings & facilities	22	5.5 %
Landscaping in parks, medians, & other public areas	34	8.5 %
Cleanliness of streets & public areas	73	18.3 %
<u>None chosen</u>	<u>51</u>	<u>12.8 %</u>
Total	1029	

Q13. Develop Good Places & New Spaces: Please rate your satisfaction with the following:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Overall appearance of Town	15.8%	61.0%	13.8%	5.5%	2.5%	1.5%
Q13-2. Quality of new development in Town	8.0%	28.8%	25.3%	20.8%	9.3%	8.0%
Q13-3. Overall quality of life in Town	22.0%	56.8%	13.8%	3.5%	1.3%	2.8%
Q13-4. Access to restaurants/entertainment	27.3%	51.0%	11.8%	6.5%	1.5%	2.0%
Q13-5. Availability of cultural activities & arts	26.3%	45.3%	15.8%	6.5%	1.0%	5.3%
Q13-6. Availability of festivals & community events	19.0%	44.5%	19.5%	7.8%	1.3%	8.0%

WITHOUT "DON'T KNOW"**Q13. Develop Good Places & New Spaces: Please rate your satisfaction with the following: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall appearance of Town	16.0%	61.9%	14.0%	5.6%	2.5%
Q13-2. Quality of new development in Town	8.7%	31.3%	27.4%	22.6%	10.1%
Q13-3. Overall quality of life in Town	22.6%	58.4%	14.1%	3.6%	1.3%
Q13-4. Access to restaurants/entertainment	27.8%	52.0%	12.0%	6.6%	1.5%
Q13-5. Availability of cultural activities & arts	27.7%	47.8%	16.6%	6.9%	1.1%
Q13-6. Availability of festivals & community events	20.7%	48.4%	21.2%	8.4%	1.4%

Q14. Which TWO of the items listed in Question 13 should receive the MOST EMPHASIS from Town leaders?

Q14. Top choice	Number	Percent
Overall appearance of Town	49	12.3 %
Quality of new development in Town	145	36.3 %
Overall quality of life in Town	71	17.8 %
Access to restaurants/entertainment	23	5.8 %
Availability of cultural activities & arts	36	9.0 %
Availability of festivals & community events	13	3.3 %
None chosen	63	15.8 %
Total	400	100.0 %

Q14. Which TWO of the items listed in Question 13 should receive the MOST EMPHASIS from Town leaders?

Q14. 2nd choice	Number	Percent
Overall appearance of Town	49	12.3 %
Quality of new development in Town	55	13.8 %
Overall quality of life in Town	67	16.8 %
Access to restaurants/entertainment	42	10.5 %
Availability of cultural activities & arts	50	12.5 %
Availability of festivals & community events	46	11.5 %
None chosen	91	22.8 %
Total	400	100.0 %

Q14. Which TWO of the items listed in Question 13 should receive the MOST EMPHASIS from Town leaders? (top 2)

Q14. Sum of top 2 choices	Number	Percent
Overall appearance of Town	98	24.5 %
Quality of new development in Town	200	50.0 %
Overall quality of life in Town	138	34.5 %
Access to restaurants/entertainment	65	16.3 %
Availability of cultural activities & arts	86	21.5 %
Availability of festivals & community events	59	14.8 %
None chosen	63	15.8 %
Total	709	

Q15 (1-4). Support Community Prosperity: Please rate your satisfaction with the following:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. New company growth (incubators, start-ups, entrepreneurs)	2.5%	13.3%	22.8%	9.5%	4.8%	47.3%
Q15-2. Job growth	1.3%	12.0%	25.8%	11.8%	4.0%	45.3%
Q15-3. Retail growth (stores, restaurants, etc.)	5.3%	24.8%	31.0%	18.8%	5.8%	14.5%
Q15-4. Access to shopping	8.8%	41.5%	22.5%	17.5%	5.5%	4.3%

WITHOUT "DON'T KNOW"**Q15 (1-4). Support Community Prosperity: Please rate your satisfaction with the following: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. New company growth (incubators, start-ups, entrepreneurs)	4.7%	25.1%	43.1%	18.0%	9.0%
Q15-2. Job growth	2.3%	21.9%	47.0%	21.5%	7.3%
Q15-3. Retail growth (stores, restaurants, etc.)	6.1%	28.9%	36.3%	21.9%	6.7%
Q15-4. Access to shopping	9.1%	43.3%	23.5%	18.3%	5.7%

Q15 (5-6). Support Community Prosperity: Please indicate how often you do the following:

(N=400)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never	Don't know
Q15-5. How often do you typically go outside Town limits to shop	9.8%	36.3%	39.8%	9.8%	2.3%	2.3%
Q15-6. How often do you use internet for your shopping	7.0%	23.5%	32.3%	28.5%	5.0%	3.8%

WITHOUT "DON'T KNOW"

Q15 (5-6). Support Community Prosperity: Please indicate how often you do the following: (without "don't know")

(N=400)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never
Q15-5. How often do you typically go outside Town limits to shop	10.0%	37.1%	40.7%	10.0%	2.3%
Q15-6. How often do you use internet for your shopping	7.3%	24.4%	33.5%	29.6%	5.2%

Q16. Which TWO of the items listed in Question 15 should receive the MOST EMPHASIS from Town leaders?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
New company growth (incubators, start-ups, entrepreneurs)	91	22.8 %
Job growth	87	21.8 %
Retail growth (stores, restaurants, etc.)	82	20.5 %
Access to shopping	46	11.5 %
None chosen	77	19.3 %
Total	383	100.0 %

Q16. Which TWO of the items listed in Question 15 should receive the MOST EMPHASIS from Town leaders?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
New company growth (incubators, start-ups, entrepreneurs)	68	17.0 %
Job growth	98	24.5 %
Retail growth (stores, restaurants, etc.)	69	17.3 %
Access to shopping	55	13.8 %
None chosen	99	24.8 %
Total	389	100.0 %

Q16. Which TWO of the items listed in Question 15 should receive the MOST EMPHASIS from Town leaders? (top 2)

<u>Q16. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
New company growth (incubators, start-ups, entrepreneurs)	159	39.8 %
Job growth	185	46.3 %
Retail growth (stores, restaurants, etc.)	151	37.8 %
Access to shopping	101	25.3 %
None chosen	77	19.3 %
Total	673	

Q17. Govern with Quality and Steward Public Assets: Please rate your satisfaction with the following:

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Overall quality of services provided by Town of Chapel Hill	13.0%	58.0%	16.5%	1.3%	1.0%	10.3%
Q17-2. Quality of customer service from Town employees	13.3%	37.8%	20.5%	2.5%	1.0%	25.0%
Q17-3. Value of your tax & fees	7.8%	33.5%	26.3%	17.8%	4.8%	10.0%
Q17-4. Level of public involvement in Town decision-making	5.0%	22.5%	30.0%	12.5%	3.3%	26.8%
Q17-5. Quality of transparent, trusted & accurate Town information	9.8%	26.5%	29.3%	7.3%	1.8%	25.5%
Q17-6. Usefulness of Town website	9.3%	32.8%	28.5%	4.0%	0.8%	24.8%
Q17-7. Access to information about Town issues/events	8.3%	33.5%	33.3%	8.3%	1.3%	15.5%
Q17-8. Quality of Town engagement with residents	7.8%	26.3%	32.5%	10.3%	3.0%	20.3%

WITHOUT "DON'T KNOW"**Q17. Govern with Quality and Steward Public Assets: Please rate your satisfaction with the following: (without "don't know")**

(N=400)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Overall quality of services provided by Town of Chapel Hill	14.5%	64.6%	18.4%	1.4%	1.1%
Q17-2. Quality of customer service from Town employees	17.7%	50.3%	27.3%	3.3%	1.3%
Q17-3. Value of your tax & fees	8.6%	37.2%	29.2%	19.7%	5.3%
Q17-4. Level of public involvement in Town decision-making	6.8%	30.7%	41.0%	17.1%	4.4%
Q17-5. Quality of transparent, trusted & accurate Town information	13.1%	35.6%	39.3%	9.7%	2.3%
Q17-6. Usefulness of Town website	12.3%	43.5%	37.9%	5.3%	1.0%
Q17-7. Access to information about Town issues/events	9.8%	39.6%	39.3%	9.8%	1.5%
Q17-8. Quality of Town engagement with residents	9.7%	32.9%	40.8%	12.9%	3.8%

Q18. Which TWO of the items listed in Question 17 should receive the MOST EMPHASIS from Town leaders?

Q18. Top choice	Number	Percent
Overall quality of services provided by Town of Chapel Hill	69	17.3 %
Quality of customer service from Town employees	30	7.5 %
Value of your tax & fees	114	28.5 %
Level of public involvement in Town decision-making	31	7.8 %
Quality of transparent, trusted & accurate Town information	18	4.5 %
Usefulness of Town website	11	2.8 %
Access to information about Town issues/events	22	5.5 %
Quality of Town engagement with residents	26	6.5 %
None chosen	79	19.8 %
Total	400	100.0 %

Q18. Which TWO of the items listed in Question 17 should receive the MOST EMPHASIS from Town leaders?

Q18. 2nd choice	Number	Percent
Overall quality of services provided by Town of Chapel Hill	57	14.3 %
Quality of customer service from Town employees	23	5.8 %
Value of your tax & fees	65	16.3 %
Level of public involvement in Town decision-making	49	12.3 %
Quality of transparent, trusted & accurate Town information	35	8.8 %
Usefulness of Town website	16	4.0 %
Access to information about Town issues/events	19	4.8 %
Quality of Town engagement with residents	35	8.8 %
None chosen	101	25.3 %
Total	400	100.0 %

Q18. Which TWO of the items listed in Question 17 should receive the MOST EMPHASIS from Town leaders? (top 2)

Q18. Sum of top 2 choices	Number	Percent
Overall quality of services provided by Town of Chapel Hill	126	31.5 %
Quality of customer service from Town employees	53	13.3 %
Value of your tax & fees	179	44.8 %
Level of public involvement in Town decision-making	80	20.0 %
Quality of transparent, trusted & accurate Town information	53	13.3 %
Usefulness of Town website	27	6.8 %
Access to information about Town issues/events	41	10.3 %
Quality of Town engagement with residents	61	15.3 %
None chosen	79	19.8 %
Total	699	

Q19. Looking Ahead. Which THREE of the following are MOST IMPORTANT to you?

<u>Q19. What are most important to you</u>	<u>Number</u>	<u>Percent</u>
Protect & provide for a safe community	309	77.3 %
Getting around	195	48.8 %
Create a place for everyone	161	40.3 %
Nurture our community	134	33.5 %
Develop new places & new spaces	117	29.3 %
Govern with quality & steward public assets	222	55.5 %
Total	1138	

Q20. Information from the Town of Chapel Hill. Which of the following do you use to get information about the Town of Chapel Hill?

Q20. What do you use to get information about Town of Chapel Hill	Number	Percent
Town e-notifications (Chapel Hill eNews)	101	25.3 %
Local television news	147	36.8 %
Local newspapers	160	40.0 %
Chapel Hill Gov-TV (cable TV)	11	2.8 %
Town of Chapel Hill Website	222	55.5 %
Chapel Hill-Carrboro City Schools	105	26.3 %
@ChapelHillGov social media (Twitter, Facebook, NextDoor)	63	15.8 %
Neighborhood associations	173	43.3 %
Local radio	112	28.0 %
Chapel Hill Magazine	85	21.3 %
Community blogs	29	7.3 %
Other	30	7.5 %
Total	1238	

Q20. Other

Q20. Other	Number	Percent
Word of mouth	4	13.3 %
Nextdoor website	3	10.0 %
Mail	3	10.0 %
Online news	2	6.7 %
School paper	2	6.7 %
Internet	1	3.3 %
National news outlets	1	3.3 %
WUNC radio	1	3.3 %
Facebook	1	3.3 %
Southern Village Listserve	1	3.3 %
CHALT	1	3.3 %
Chapelboro website/WTVD website	1	3.3 %
WCHL radio & Facebook	1	3.3 %
UNC	1	3.3 %
Town workers/employees	1	3.3 %
Chapelboro	1	3.3 %
Senior Times/Seymour Center News	1	3.3 %
Daily Tarheel	1	3.3 %
Listserv	1	3.3 %
Newsletters	1	3.3 %
Newsgroup	1	3.3 %
Total	30	100.0 %

Q21. Approximately how long have you lived in Chapel Hill?

<u>Q21. How long have you lived in Chapel Hill</u>	<u>Number</u>	<u>Percent</u>
Less than 6 months	3	0.8 %
6 months-5 years	110	27.5 %
6-10 years	57	14.3 %
11-20 years	85	21.3 %
20+ years	143	35.8 %
Not provided	2	0.5 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q21. Approximately how long have you lived in Chapel Hill? (without "not provided")**

<u>Q21. How long have you lived in Chapel Hill</u>	<u>Number</u>	<u>Percent</u>
Less than 6 months	3	0.8 %
6 months-5 years	110	27.6 %
6-10 years	57	14.3 %
11-20 years	85	21.4 %
20+ years	143	35.9 %
Total	398	100.0 %

Q22. What is your age?

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	84	21.0 %
35-44	84	21.0 %
45-54	87	21.8 %
55-64	83	20.8 %
65-74	45	11.3 %
75+	17	4.3 %
Total	400	100.0 %

Q23. How do you identify yourself?

<u>Q23. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	191	47.8 %
Female	206	51.5 %
Other	3	0.8 %
Total	400	100.0 %

Q24. How many children in each of the following age groups live with you in Chapel Hill?

	<u>Mean</u>	<u>Sum</u>
Ages 0-5	0.4	57
Ages 6-13	0.7	90
Ages 14-17	0.5	70

Q25. Which of the following best describes your race/ethnicity?

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	57	14.3 %
White	293	73.3 %
American Indian/Eskimo	3	0.8 %
Black/African American	41	10.3 %
Hispanic/Latino/Spanish	25	6.3 %
Other	7	1.8 %
Total	426	

Q25. Other

<u>Q25. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	28.6 %
Anglo Indian	1	14.3 %
Turkish	1	14.3 %
Italian	1	14.3 %
Irish/German	1	14.3 %
European	1	14.3 %
Total	7	100.0 %

Q26. What is the primary language spoken at your home?

<u>Q26. Primary language spoken at home</u>	<u>Number</u>	<u>Percent</u>
English	360	90.0 %
Spanish	8	2.0 %
Chinese	13	3.3 %
Karen	2	0.5 %
Other	9	2.3 %
Not provided	8	2.0 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is the primary language spoken at your home? (without "not provided")**

<u>Q26. Primary language spoken at home</u>	<u>Number</u>	<u>Percent</u>
English	360	91.8 %
Spanish	8	2.0 %
Chinese	13	3.3 %
Karen	2	0.5 %
Other	9	2.3 %
Total	392	100.0 %

Q26. Other

<u>Q26. Other</u>	<u>Number</u>	<u>Percent</u>
Korean	2	22.2 %
Portuguese	1	11.1 %
Burmese	1	11.1 %
Italian	1	11.1 %
French	1	11.1 %
Polish	1	11.1 %
Tamil	1	11.1 %
Arabic	1	11.1 %
Total	9	100.0 %

Q27. Which of the following best describes your current place of employment?

<u>Q27. Your current place of employment</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	145	36.3 %
UNC staff/faculty	69	17.3 %
Self-employed or work out of home	68	17.0 %
Student, retired, or not currently employed outside home	115	28.8 %
Not provided	3	0.8 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Which of the following best describes your current place of employment? (without "not provided")**

<u>Q27. Your current place of employment</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	145	36.5 %
UNC staff/faculty	69	17.4 %
Self-employed or work out of home	68	17.1 %
Student, retired, or not currently employed outside home	115	29.0 %
Total	397	100.0 %

Q28. Where do you work?

<u>Q28. Where do you work</u>	<u>Number</u>	<u>Percent</u>
In Chapel Hill	173	61.3 %
In Carrboro	8	2.8 %
Somewhere else in Orange County	4	1.4 %
In Raleigh	13	4.6 %
In Durham	58	20.6 %
In Cary	4	1.4 %
In Greensboro	4	1.4 %
Somewhere else in North Carolina	14	5.0 %
<u>Not provided</u>	<u>4</u>	<u>1.4 %</u>
Total	282	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Where do you work? (without "not provided")**

<u>Q28. Where do you work</u>	<u>Number</u>	<u>Percent</u>
In Chapel Hill	173	62.2 %
In Carrboro	8	2.9 %
Somewhere else in Orange County	4	1.4 %
In Raleigh	13	4.7 %
In Durham	58	20.9 %
In Cary	4	1.4 %
In Greensboro	4	1.4 %
<u>Somewhere else in North Carolina</u>	<u>14</u>	<u>5.0 %</u>
Total	278	100.0 %

Q29. How do you get to work?

<u>Q29. How do you get to work</u>	<u>Number</u>	<u>Percent</u>
Single-occupancy vehicle	212	75.2 %
Chapel Hill Transit bus	25	8.9 %
Go Triangle bus	3	1.1 %
Bicycle	14	5.0 %
Carpool	3	1.1 %
Not provided	25	8.9 %
Total	282	100.0 %

WITHOUT "NOT PROVIDED"**Q29. How do you get to work? (without "not provided")**

<u>Q29. How do you get to work</u>	<u>Number</u>	<u>Percent</u>
Single-occupancy vehicle	212	82.5 %
Chapel Hill Transit bus	25	9.7 %
Go Triangle bus	3	1.2 %
Bicycle	14	5.4 %
Carpool	3	1.2 %
Total	257	100.0 %

Q30. Do you rent or own your home?

<u>Q30. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	140	35.0 %
Own	256	64.0 %
Other	1	0.3 %
Not provided	3	0.8 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Do you rent or own your home? (without "not provided")**

<u>Q30. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	140	35.3 %
Own	256	64.5 %
Other	1	0.3 %
Total	397	100.0 %

Q30. Other

<u>Q30. Other</u>	<u>Number</u>	<u>Percent</u>
Partner owns home	1	100.0 %
Total	1	100.0 %

Q31. Which of the following best describes your home?

Q31. What best describes your home	Number	Percent
Single family home	296	74.0 %
Apartment/condo	95	23.8 %
Other	8	2.0 %
Not provided	1	0.3 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Which of the following best describes your home? (without "not provided")**

Q31. What best describes your home	Number	Percent
Single family home	296	74.2 %
Apartment/condo	95	23.8 %
Other	8	2.0 %
Total	399	100.0 %

Q32. Do you belong to a neighborhood association or HOA?

Q32. Do you belong to a neighborhood association or HOA	Number	Percent
Yes	214	53.5 %
No	170	42.5 %
Not provided	16	4.0 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Do you belong to a neighborhood association or HOA? (without "not provided")**

Q32. Do you belong to a neighborhood association or HOA	Number	Percent
Yes	214	55.7 %
No	170	44.3 %
Total	384	100.0 %

Q32-1. Which Neighborhood Association/HOA?

<u>Q32-1. Which Neighborhood Association/HOA</u>	<u>Number</u>	<u>Percent</u>
Southern Village	21	12.1 %
Lake Forest	8	4.6 %
Ironwoods	7	4.0 %
Meadowmont	5	2.9 %
Southbridge	5	2.9 %
Springcrest	5	2.9 %
Coker Hills West	5	2.9 %
Chelsey	4	2.3 %
Northwoods	4	2.3 %
Colony Woods	4	2.3 %
Colony Lake	4	2.3 %
Parkside	4	2.3 %
Oaks II	3	1.7 %
Franklin Grove	3	1.7 %
Timberlyne	3	1.7 %
Lake Ellen	3	1.7 %
Coker Hills	3	1.7 %
KMMC	3	1.7 %
Erwin Village	2	1.2 %
Glenmere	2	1.2 %
Winding Ridge	2	1.2 %
Mill Race	2	1.2 %
Vineyard Square	2	1.2 %
Birch Meadows	2	1.2 %
Parkside II	2	1.2 %
Englewood	2	1.2 %
Morgan Creek	2	1.2 %
Oaks	2	1.2 %
North Haven	2	1.2 %
Silver Creek	2	1.2 %
Homestead Village	2	1.2 %
Oaks III	2	1.2 %
Gimghoul	2	1.2 %
Cobble Ridge	2	1.2 %
Pickard Oaks	1	0.6 %
Providence Glen	1	0.6 %
Rental	1	0.6 %
Northside	1	0.6 %
Timberlyn Estates	1	0.6 %
Westwood-Westside	1	0.6 %
Culbreth Park	1	0.6 %
Kirkwood	1	0.6 %
Westwood	1	0.6 %
Summerfield Crossing	1	0.6 %
Cross Creek	1	0.6 %
Windhover HOA	1	0.6 %

Q32-1. Which Neighborhood Association/HOA?

<u>Q32-1. Which Neighborhood Association/HOA</u>	<u>Number</u>	<u>Percent</u>
Forrest Creek 2	1	0.6 %
EW II	1	0.6 %
Village Green	1	0.6 %
Legion Rd Townhomes	1	0.6 %
Edgewater Place 1	1	0.6 %
Kings Mill/Morgan Creek	1	0.6 %
East Franklin	1	0.6 %
Eastwood	1	0.6 %
Meadowmont/Summit Park	1	0.6 %
Laurel Hill/Rocky Ridge	1	0.6 %
Eastwest	1	0.6 %
LFA	1	0.6 %
Chalt	1	0.6 %
Mallard Ct	1	0.6 %
Booker Creek	1	0.6 %
Spring Glen	1	0.6 %
Governor's Village	1	0.6 %
Larkspur	1	0.6 %
Edgewater Place Condo in Southern Village	1	0.6 %
Pinewood Estates	1	0.6 %
The Meadows of Chapel Hills	1	0.6 %
Willow	1	0.6 %
Colonial Heights	1	0.6 %
Oxford Townhomes	1	0.6 %
Greenbridge HOA	1	0.6 %
Hamlin Park	1	0.6 %
Laurel Hill Neighborhood (Not an HOA)	1	0.6 %
Creekside	1	0.6 %
Georgetown Row	1	0.6 %
Glen Lennox	1	0.6 %
Listserv	1	0.6 %
Village West	1	0.6 %
Glenview	1	0.6 %
Oxford Condo Assn	1	0.6 %
<u>Meadowmont Community Association</u>	<u>1</u>	<u>0.6 %</u>
Total	173	100.0 %

Q33. Do you know your neighbors?

<u>Q33. Do you know your neighbors</u>	<u>Number</u>	<u>Percent</u>
Yes	346	86.5 %
No	52	13.0 %
Not provided	2	0.5 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Do you know your neighbors? (without "not provided")**

<u>Q33. Do you know your neighbors</u>	<u>Number</u>	<u>Percent</u>
Yes	346	86.9 %
No	52	13.1 %
Total	398	100.0 %

Q34. How do you interact with your neighbors?

Q34. How do you interact with your neighbors	Number	Percent
Block parties or yard sales	132	38.2 %
Neighborhood meetings	109	31.5 %
NextDoor	170	49.1 %
Over the fence	185	53.5 %
We don't interact	26	7.5 %
Other	57	16.5 %
Total	679	

Q34. Other

Q34. Other	Number	Percent
Local listserv	9	15.8 %
Walking in the neighborhood	7	12.3 %
Dog walking	6	10.5 %
Kids play	2	3.5 %
Yahoo LFA group	2	3.5 %
Phone	1	1.8 %
Gatherings at neighbors home	1	1.8 %
Walking dogs, yard work	1	1.8 %
Neighborhood events at the lake and neighborhood listserve	1	1.8 %
Social media	1	1.8 %
Working in the yard	1	1.8 %
Dinner/cocktails	1	1.8 %
Monthly coffees	1	1.8 %
Face to face	1	1.8 %
HOA emails	1	1.8 %
Professionally	1	1.8 %
Parties	1	1.8 %
School events	1	1.8 %
Social events	1	1.8 %
Email group	1	1.8 %
Mailing list	1	1.8 %
With our dogs and children on the street	1	1.8 %
Passing by	1	1.8 %
Normal daily activities	1	1.8 %
Going out to dinner	1	1.8 %
HOA meetings	1	1.8 %
Texting	1	1.8 %
On the sidewalks and greenways	1	1.8 %
Friendship	1	1.8 %
We just know each other	1	1.8 %
Annual party	1	1.8 %
Social occasions	1	1.8 %
Email & texting	1	1.8 %
Some of us socialize regularly	1	1.8 %
At the Chapel Hill Country Club	1	1.8 %
On the street and chat	1	1.8 %
Total	57	100.0 %

Q35. Do you have... (without "not provided")

(N=400)

	Yes	No
Q35-1. Cable TV	59.5%	40.5%
Q35-2. Internet access	98.8%	1.3%
Q35-3. A smart phone	95.5%	4.5%
Q35-4. A landline phone	45.7%	54.3%

Q36. Would you say your total annual household income is...

Q36. Your total annual household income	Number	Percent
Under \$30K	46	11.5 %
\$30K to \$59,999	79	19.8 %
\$60K to \$99,999	93	23.3 %
\$100K+	160	40.0 %
Not provided	22	5.5 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"

Q36. Would you say your total annual household income is... (without "not provided")

Q36. Your total annual household income	Number	Percent
Under \$30K	46	12.2 %
\$30K to \$59,999	79	20.9 %
\$60K to \$99,999	93	24.6 %
\$100K+	160	42.3 %
Total	378	100.0 %

Q37. What amount of your total household income is spent on housing expenses (mortgage or rent), including utilities?

Q37. Amount of total household income spent on housing expenses

	Number	Percent
Less than 15%	99	24.8 %
15-19.9%	73	18.3 %
20-29.9%	87	21.8 %
30-39.9%	69	17.3 %
40-49.9%	26	6.5 %
More than 50%	16	4.0 %
Not provided	30	7.5 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"

Q37. What amount of your total household income is spent on housing expenses (mortgage or rent), including utilities? (without "not provided")

Q37. Amount of total household income spent on housing expenses

	Number	Percent
Less than 15%	99	26.8 %
15-19.9%	73	19.7 %
20-29.9%	87	23.5 %
30-39.9%	69	18.6 %
40-49.9%	26	7.0 %
More than 50%	16	4.3 %
Total	370	100.0 %

Q38. What is the highest level of education that you have completed?

Q38. Highest level of education you have completed	Number	Percent
Less than high school	8	2.0 %
High school	30	7.5 %
Some college	59	14.8 %
4-year college	151	37.8 %
Graduate degree	147	36.8 %
Not provided	5	1.3 %
Total	400	100.0 %

WITHOUT "NOT PROVIDED"**Q38. What is the highest level of education that you have completed? (without "not provided")**

Q38. Highest level of education you have completed	Number	Percent
Less than high school	8	2.0 %
High school	30	7.6 %
Some college	59	14.9 %
4-year college	151	38.2 %
Graduate degree	147	37.2 %
Total	395	100.0 %

Section 5

Survey Instrument



TOWN OF CHAPEL HILL
Office of the Town Manager

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

phone (919) 968-2743 fax (919) 969-2063
www.townofchapelhill.org

January 2018

Dear Chapel Hill Resident,

This is an opportunity to express *your views* on local services, facilities and programs. Results of the survey inform the strategic planning and budgeting processes for our Town.

We hear you when you tell us about areas that should receive emphasis. In the last survey, you told us you wanted to see more bicycle lanes and greenways. Since then, we've added new bicycle lanes on Sage Road, Rosemary Street and the Ephesus Church-Fordham area. Construction is underway to extend Tanyard Branch Trail into the Northside Neighborhood. Morgan Creek Trail will be extended next.

Maintenance and preservation of downtown consistently ranks as a community priority. This year, we reimagined Rosemary Street; added street lighting, crosswalks and mini parks; and improved alleyways. New parking meters are being installed.

By completing the Community Survey, you can be part of our efforts to build a community where people thrive! Included in this envelope is a postage-paid return envelope to ETC Institute to collect your anonymous response. Learn more at www.townofchapelhill.org/survey.

Survey results will be released to the public in spring 2018. To receive results by email or to subscribe to the Town's newsletter *Chapel Hill eNews*, contact us at info@townofchapelhill.org.

If you have questions, please contact Communications Manager Catherine Lazorko at 919-969-5055 or clazorko@townofchapelhill.org.

Thank you for your help in guiding the direction of our community.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Stancil".

Roger L. Stancil
Town Manager

Para asistencia en completar la encuesta en español, llame al 844-811-0411.

如需中文帮助完成社区问卷调查，请致电 844-872-2562.


Town of Chapel Hill 2018 Community Survey

Please take a few minutes to complete this survey and thank you for your participation. Your input is an important part of the Town's ongoing effort to identify ways to improve the quality of our services. Your responses will remain completely confidential. If you don't know about a program or have not used a service, please mark "Don't Know" rather than "Neutral". If you prefer to complete the survey online, please go to www.TownofChapelHillSurvey.org. (Survey questions are organized around the themes of the Chapel Hill 2020 comprehensive plan.)

Para asistencia en completar la encuesta en español, llame al 844-811-0411.

如需中文帮助完成社区问卷调查，请致电 844-872-2562.

1. How satisfied are you with the following? [Please rate your satisfaction level using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".]


 Major Categories of Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of police services	5	4	3	2	1	9
2.	Overall quality of fire services	5	4	3	2	1	9
3.	Overall quality of parks and recreation programs	5	4	3	2	1	9
4.	Overall quality of parks and recreation facilities	5	4	3	2	1	9
5.	Overall quality of public library services	5	4	3	2	1	9
6.	Overall quality of Chapel Hill Transit	5	4	3	2	1	9
7.	Overall efforts of Town to enforce codes and ordinances	5	4	3	2	1	9
8.	Overall effectiveness of Town communications with the public	5	4	3	2	1	9
9.	Overall management of traffic flow	5	4	3	2	1	9
10.	Overall management of stormwater runoff	5	4	3	2	1	9
11.	Overall quality of trash and yard waste collection services	5	4	3	2	1	9
12.	Overall quality of permit and inspections services	5	4	3	2	1	9
13.	Overall quality of public parking	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 1.]


1st: ____ 2nd: ____ 3rd: ____

3. Usage of Town Services and Facilities. Please CHECK ALL the services and facilities provided by the Town of Chapel Hill that you or other members of your household have used during the past 12 months.

- | | | |
|------------------------------------|---------------------------------------|-------------------------------------|
| ____(1) Fire services | ____(9) Trash and yard waste services | ____(17) Arts programs |
| ____(2) Chapel Hill Public Library | ____(10) The Corner Teen center | ____(18) Public information meeting |
| ____(3) Parks | ____(11) Council meeting | ____(19) Chapel Hill Open Data |
| ____(4) Recreation programs | ____(12) Town swimming pools | ____(20) Community centers |
| ____(5) Greenways | ____(13) Town website | ____(21) Permits and inspections |
| ____(6) Town athletic fields | ____(14) Downtown parking | ____(22) Other: _____ |
| ____(7) Chapel Hill eNews | ____(15) Electric Charging Stations | |
| ____(8) Police services | ____(16) Chapel Hill Transit | |

 4. Protect and Provide for a Safe Community		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Overall feeling of safety in town	5	4	3	2	1	9
2.	Fire safety, education and outreach	5	4	3	2	1	9
3.	Police safety, education and outreach	5	4	3	2	1	9
4.	The attitude and behavior of police personnel toward people	5	4	3	2	1	9
5.	Visibility of police in neighborhoods	5	4	3	2	1	9
6.	Traffic enforcement	5	4	3	2	1	9
7.	Safety and security in your neighborhood	5	4	3	2	1	9
8.	Accessibility of crime data/police reports	5	4	3	2	1	9

5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders? *[Write in your answers below using the numbers from the list in Question 4.]*
 1st: ____ 2nd: ____

 6. Getting Around		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Ease of use of Chapel Hill Transit	5	4	3	2	1	9
2.	Snow removal on town streets	5	4	3	2	1	9
3.	Availability of parking downtown	5	4	3	2	1	9
4.	Ease of use of parking payment options	5	4	3	2	1	9
5.	Ease of travel by car in town	5	4	3	2	1	9
6.	Ease of walking in town	5	4	3	2	1	9
7.	Ease of bicycling in town	5	4	3	2	1	9
8.	Availability of sidewalks	5	4	3	2	1	9
9.	Availability of greenways/multi-use paths	5	4	3	2	1	9
10.	Connectivity of greenways/multi-use paths	5	4	3	2	1	9
11.	Availability of on-street bike facilities (lanes, sharrows, green paint, etc.)	5	4	3	2	1	9
12.	Availability of bicycle parking	5	4	3	2	1	9

7. Which THREE of the items listed in Question 6 should receive the MOST EMPHASIS from Town leaders? *[Write in your answers below using the numbers from the list in Question 6.]*
 1st: ____ 2nd: ____ 3rd: ____

8. Does anyone in your household ride a bicycle? ____ (1) Yes *[Answer Q8a.]* ____ (2) No *[Answer Q8b.]*

8a. If "Yes", why do they ride a bicycle? *[Check all that apply.]*

____ (1) To commute to work or school ____ (2) For errands ____ (3) For recreation

8b. If "No", why not?



9. Create a Place for Everyone

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied Don't Know

		5	4	3	2	1	9
1.	How well the Town is planning for the future	5	4	3	2	1	9
2.	You feel your voice can influence change in Chapel Hill	5	4	3	2	1	9
3.	Acceptance of diverse populations	5	4	3	2	1	9
4.	Sense of belonging to community	5	4	3	2	1	9
5.	Availability of a range of housing options by price	5	4	3	2	1	9
6.	Availability of a range of housing types (e.g. townhomes, condos, single family)	5	4	3	2	1	9
7.	As a community thinking about choices for future generations	5	4	3	2	1	9
8.	Access for children to Town facilities and services	5	4	3	2	1	9
9.	Access for teens to Town facilities and services	5	4	3	2	1	9
10.	Access for seniors to Town facilities and services	5	4	3	2	1	9
11.	Access for persons with disabilities to Town facilities and services	5	4	3	2	1	9

10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____



11. Nurture Our Community

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied Don't Know


		5	4	3	2	1	9
1.	Quality of energy conservation programs	5	4	3	2	1	9
2.	Availability of green space	5	4	3	2	1	9
3.	Quality of climate change initiatives such as tree canopies and electric buses	5	4	3	2	1	9
4.	Availability of public electric charging stations	5	4	3	2	1	9
5.	Maintenance of downtown Chapel Hill	5	4	3	2	1	9
6.	Maintenance of streets	5	4	3	2	1	9
7.	Maintenance of sidewalk surfaces	5	4	3	2	1	9
8.	Upkeep of vegetation and landscaping around sidewalks	5	4	3	2	1	9
9.	Adequacy of street lighting	5	4	3	2	1	9
10.	Timing of traffic signals in town	5	4	3	2	1	9
11.	Maintenance of Town buildings, facilities	5	4	3	2	1	9
12.	Landscaping in parks, medians, and other public areas	5	4	3	2	1	9
13.	Cleanliness of streets and public areas	5	4	3	2	1	9

11a. If you are dissatisfied with the adequacy of street lighting, please indicate why.

____(1) There are not enough street lights ____ (3) Other: _____
 ____ (2) There are too many street lights


12. Which THREE of the items listed in Question 11 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____ 3rd: ____

 13. Develop Good Places, New Spaces		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Overall appearance of the town	5	4	3	2	1	9
2.	Quality of new development in town	5	4	3	2	1	9
3.	Overall quality of life in town	5	4	3	2	1	9
4.	Access to restaurants/entertainment	5	4	3	2	1	9
5.	Availability of cultural activities, the arts	5	4	3	2	1	9
6.	Availability of festivals and community events	5	4	3	2	1	9


14. Which TWO of the items listed in Question 13 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 13.]

1st: ____ 2nd: ____

 15. Support Community Prosperity		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	New company growth (incubators, start-ups, entrepreneurs)	5	4	3	2	1	9
2.	Job growth	5	4	3	2	1	9
3.	Retail growth (stores, restaurants, etc.)	5	4	3	2	1	9
4.	Access to shopping	5	4	3	2	1	9
		Every day	A few times per week	At least once per week	A few times per year	Seldom or never	Don't Know
5.	How often do you typically go outside town limits to shop?	5	4	3	2	1	9
6.	How often do you use the internet for your shopping?	5	4	3	2	1	9

16. Which TWO of the items listed in Question 15 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 15.]

1st: ____ 2nd: ____

 17. Govern with Quality and Steward Public Assets		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Overall quality of services provided by Town of Chapel Hill	5	4	3	2	1	9
2.	Quality of customer service from Town employees	5	4	3	2	1	9
3.	Value of your tax dollars and fees	5	4	3	2	1	9
4.	Level of public involvement in Town decision-making	5	4	3	2	1	9
5.	Quality of transparent, trusted and accurate Town information	5	4	3	2	1	9
6.	Usefulness of Town website	5	4	3	2	1	9
7.	Access to information about Town issues/events	5	4	3	2	1	9
8.	Quality of Town engagement with residents	5	4	3	2	1	9

18. Which TWO of the items listed in Question 17 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 17.]

1st: ____ 2nd: ____

19. Looking Ahead. Which THREE of the following are MOST IMPORTANT to you? [Check only three.]

- (1) Protect and provide for a safe community
- (2) Getting around
- (3) Create a place for everyone
- (4) Nurture our community
- (5) Develop new places, new spaces
- (6) Govern with quality and steward public assets

20. Information from the Town of Chapel Hill. Which of the following do you use to get information about the Town of Chapel Hill? [Check all that apply.]

- (1) Town e-notifications (Chapel Hill eNews)
- (2) Local television news
- (3) Local newspapers
- (4) Chapel Hill Gov-TV (cable TV)
- (5) Town of Chapel Hill website
- (6) Chapel Hill-Carrboro City Schools
- (7) @ChapelHillGov social media (Twitter, Facebook, NextDoor)
- (8) Neighborhood associations
- (9) Local radio
- (10) Chapel Hill Magazine
- (11) Community blogs
- (12) Other: _____

DEMOGRAPHICS AND GENERAL QUESTIONS

21. Approximately how long have you lived in Chapel Hill?

- (1) Less than 6 months
- (2) 6 months-5 years
- (3) 6-10 years
- (4) 11-20 years
- (5) More than 20 years

22. What is your age?

- (1) 18-34
- (2) 35-44
- (3) 45-54
- (4) 55-64
- (5) 65-74
- (6) 75+

23. How do you identify yourself? (1) Male (2) Female (3) Other

24. How many children in each of the following age groups live with you in Chapel Hill? [If there are no children living with you in an age group, please write "0".]

Ages 0-5: Ages 6-13: Ages 14-17:

25. Which of the following best describes your race/ethnicity? [Check all that apply.]

- (1) Asian/Pacific Islander
- (2) White
- (3) American Indian/Eskimo
- (4) Black/African American
- (5) Hispanic/Latino/Spanish
- (6) Other: _____

26. Primary language:

- (1) English
- (2) Spanish
- (3) Chinese
- (4) Karen
- (5) Other: _____

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

- (1) Employed outside the home
- (2) UNC staff/faculty
- (3) Self-employed or work out of home
- (4) Student, retired, or not currently employed outside the home [Skip to Q29.]

28. Where do you work?

- (1) In Chapel Hill
- (2) In Carrboro
- (3) Somewhere else in Orange County
- (4) In Raleigh
- (5) In Durham
- (6) In Cary
- (7) In Apex
- (8) In Greensboro
- (9) Somewhere else in North Carolina

29. How do you get to work?

- (1) Single-occupancy vehicle
- (2) Chapel Hill Transit bus
- (3) Go Triangle bus
- (4) Bicycle
- (5) Carpool

30. **Do you rent or own your home?** ___(1) Rent ___(2) Own ___(3) Other: _____

31. **Which of the following best describes your home?**

___(1) Single family home ___(2) Apartment/Condo ___(3) Mobile home ___(4) Other

32. **Do you belong to a neighborhood association or HOA?**

___(1) Yes (*Which Neighborhood Association/HOA?* _____) ___(2) No

33. **Do you know your neighbors?** ___(1) Yes ___(2) No

34. **How do you interact with your neighbors?**

___(1) Block parties or yard sales ___(3) NextDoor ___(5) We don't interact
 ___(2) Neighborhood meetings ___(4) Over the fence ___(6) Other: _____

35. **Do you have...**

1.	Cable TV?	Yes	No
2.	Internet access?	Yes	No
3.	A smart phone?	Yes	No
4.	A landline phone?	Yes	No

36. **Would you say your total annual household income is...**

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

37. **What amount of your total household income is spent on housing expenses (mortgage or rent), including utilities?**

___(1) Less than 15% ___(3) 20-29.9% ___(5) 40-49.9%
 ___(2) 15-19.9% ___(4) 30-39.9% ___(6) More than 50%

38. **What is the highest level of education that you have completed?**

___(1) Less than high school ___(3) Some college ___(5) Graduate degree
 ___(2) High school ___(4) 4-year college

This concludes the survey – Thank you for your time!
 Please return your survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 West Frontier Circle, Olathe, KS 6661

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