

# 2019-2020 Town of Chapel Hill Community Survey

## Findings Report

*...helping organizations make better decisions since 1982*

# 2020

**Submitted to the Town of Chapel Hill, North Carolina**

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**January 2020**





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# Town of Chapel Hill Community Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute administered a survey to residents of the Town of Chapel Hill during December 2019 and January 2020. 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, 2015, and 2018.

The five-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 416 households have a precision of at least +/-4.8% at the 95% level of confidence.

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-three percent (83%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the availability of cultural activities and the arts in the Town. Eighty-two percent (82%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with access to parks and green space, 81% indicated they were satisfied with the availability of festivals and community events, and 81% indicated they were satisfied with the overall appearance of the Town.

## Overall Quality of Life in Chapel Hill

Ninety-three percent (93%) of the residents surveyed, *who had an opinion*, indicated that the Town of Chapel Hill is either an “excellent” or “good” place to live. Ninety percent (90%) of those surveyed, *who had an opinion*, gave “excellent” or “good” ratings when asked to rate the overall quality of life in the Town and 89% indicated the Town is an “excellent” or “good” place to raise children.

## 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 public library services (93%), the overall quality of fire services (91%), the overall quality of trash and yard waste collections services (88%), and the overall quality of police services (85%). The management of traffic flow and the quality of parks, greenways, and recreation facilities are the two services respondents think should receive the most emphasis from Town leaders. Trash and yard waste services (86%), the Chapel Hill Public Library (80%), downtown parking (78%), and parks (76%) are the most used services and facilities provided by the Town.

## Satisfaction with Specific Town Initiatives

- **Public Safety Services.** The highest levels of satisfaction with public safety 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 safety and security in neighborhoods (83%), the professionalism of police personnel toward people (81%), and fire safety, education, and outreach (81%). Respondents were least satisfied with the accessibility of traffic enforcement (56%). 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.
- **Transportation and Infrastructure.** The highest levels of satisfaction with transportation and infrastructure services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the ease of vehicle travel in Chapel Hill outside am and pm peak times (75%), the ease of use of Chapel Hill Transit (71%), and the availability of greenways and multi-use paths (69%).

- **Public Facilities.** The highest levels of satisfaction with public facilities, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: landscaping in parks, medians, and other public areas (80%), the maintenance of Town buildings and facilities (78%), and the cleanliness of streets and public areas (77%). The maintenance of streets and the maintenance of sidewalks are the two items respondents would like Town leaders to emphasize most.
- **Town Communication.** The highest levels of satisfaction with Town communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: access to timely emergency information (78%) and the quality of Chapel Hill eNews (69%). The access to timely emergency information and the availability of information about Town programs and services are the two items respondents would like Town leaders to emphasize most. Neighborhood associations (45%), the Town’s website (44%), and newspapers (41%) are the most common sources for Town news and information.

## Sustainability

Respondents were asked to indicate whether their household are currently participating in six different sustainability activities. Eighty-three percent (83%) of households indicated they are taking steps to reduce how much they throw away in the garbage, 82% have taken steps to make their house more energy efficient, and 73% have taken steps to make their house more water efficient. Only 50% of households indicated they are taking steps to compost food scraps and/or yard waste.

## Additional Findings

- Forty-eight percent (48%) of respondents indicated someone in their household rides a bicycle. Of those, 61% indicated the primary purpose was for recreation followed by 25% who indicated they ride to commute to work or school and 14% who indicated they ride for errands.
- During the past two years, 47% of respondents have provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods.

## Trends Analysis

A total of 68 service items were comparable between the 2019/2020 survey and the 2018 survey. Ratings stayed the same or increased in 47 of the 68 areas (69%) and saw a decrease in 21 areas (31%). The average increase was 5% and the average decrease was 4%. The most notable increases and decreases are below. Significant differences are those of 5% or more.

Category	Item	2019	2018	Difference
Perceptions of Town Government	I have opportunities to participate in Town decision making	56%	38%	18%
Perceptions of the Community	Access to parks and green space	82%	65%	17%
Local Economy	Job growth	39%	24%	15%
Public Facilities	Maintenance of Downtown Chapel Hill	75%	62%	13%
Local Economy	New company growth (incubators, start-ups, entrepreneurs)	43%	30%	13%
Perceptions of the Community	Availability of festivals and community events	81%	69%	12%
Transportation and Infrastructure	Snow removal on streets in Chapel Hill	57%	45%	12%
Public Facilities	Maintenance of Town buildings and facilities	78%	67%	11%
Perceptions of the Community	Consideration of future generations	53%	42%	10%
Public Facilities	Maintenance of sidewalks	68%	59%	9%
Quality of Life	Overall quality of life in the town	90%	81%	9%
Town Communication	Availability of information about Town programs and services	58%	49%	9%
Public Facilities	Landscaping in parks, medians, and other public areas	80%	72%	8%
Perceptions of the Community	Availability of cultural activities, the arts	83%	76%	7%
Value of Town Services	Value of my tax dollars and fees	53%	46%	7%
Town Communication	Quality of transparent, trusted and accurate Town communication	56%	49%	7%
Public Facilities	Maintenance of streets	65%	59%	6%
Town Communication	Usefulness of Town website	62%	56%	6%
Transportation and Infrastructure	Connectivity of greenways/multi-use paths	56%	51%	6%
Public Facilities	Access for persons with disabilities to Town facilities and services	61%	57%	4%
Public Safety Services	Safety and security in your neighborhood	83%	79%	4%
Value of Town Services	Overall quality of customer service from Town employees	72%	68%	4%
Public Facilities	Access for seniors to Town facilities and services	71%	67%	4%

Category	Item	2019	2018	Difference
Transportation and Infrastructure	Availability of parking downtown	30%	26%	4%
Major Categories of Services	Trash and yard waste collection services	88%	84%	4%
Public Facilities	Cleanliness of streets and public areas	77%	74%	3%
Perceptions of the Community	Acceptance of diverse populations	74%	71%	3%
Transportation and Infrastructure	Adequacy of street lighting	58%	55%	3%
Town Communication	Quality of Town engagement with residents	45%	43%	3%
Perceptions of the Community	Overall appearance of the town	81%	78%	3%
Public Safety Services	Police safety, education and outreach	77%	75%	3%
Transportation and Infrastructure	Availability of on-street bike facilities (lanes, sharrows, green paint)	41%	39%	3%
Major Categories of Services	Public Library services	93%	91%	2%
Public Safety Services	Fire safety, education and outreach	81%	79%	2%
Transportation and Infrastructure	Availability of bicycle parking	43%	42%	2%
Transportation and Infrastructure	Ease of use of parking payment options	45%	44%	1%
Public Safety Services	Visibility of police in neighborhoods	65%	63%	1%
Major Categories of Services	Parks, greenways and recreation facilities	83%	82%	1%
Transportation and Infrastructure	Timing of traffic signals	47%	46%	1%
Transportation and Infrastructure	Availability of greenways/multi-use paths	69%	68%	1%
Major Categories of Services	Public parking	35%	35%	1%
Public Safety Services	Availability of crime data/police records	60%	60%	1%
Public Safety Services	Professionalism of police personnel toward people	81%	80%	1%
Housing	Availability of housing options by price	28%	27%	1%
Public Safety Services	Overall feeling of safety in Town	87%	87%	0%
Housing	Availability of a range of housing types (e.g. townhomes, condos, single family)	47%	47%	0%
Major Categories of Services	Town communications with the public	60%	61%	0%
Value of Town Services	Overall quality of services provided by the Town	79%	79%	-1%
Major Categories of Services	Permit and inspections services	47%	48%	-1%

Category	Item	2019	2018	Difference
<b>Public Facilities</b>	Access for children to Town facilities and services	67%	68%	-1%
<b>Transportation and Infrastructure</b>	Ease of bicycling in Chapel Hill	39%	40%	-1%
<b>Major Categories of Services</b>	Fire services	91%	92%	-2%
<b>Major Categories of Services</b>	Police services	85%	87%	-2%
<b>Transportation and Infrastructure</b>	Availability of sidewalks	56%	58%	-2%
<b>Local Economy</b>	Access to shopping	50%	52%	-2%
<b>Public Facilities</b>	Access for teens to Town facilities and services	56%	59%	-2%
<b>Town Communication</b>	Overall effectiveness of Town communication with the public	58%	61%	-2%
<b>Major Categories of Services</b>	Town code and ordinance enforcement	49%	52%	-3%
<b>Transportation and Infrastructure</b>	Ease of travel by car in Chapel Hill	48%	52%	-4%
<b>Public Safety Services</b>	Traffic enforcement	56%	60%	-4%
<b>Major Categories of Services</b>	Management of traffic flow	35%	40%	-5%
<b>Transportation and Infrastructure</b>	Ease of use of Chapel Hill Transit	71%	77%	-6%
<b>Major Categories of Services</b>	Chapel Hill Transit	75%	81%	-7%
<b>Value of Town Services</b>	How well the Town is planning for the future	33%	41%	-7%
<b>Major Categories of Services</b>	Management of stormwater runoff	45%	53%	-9%
<b>Major Categories of Services</b>	Recreation programs	71%	80%	-9%
<b>Transportation and Infrastructure</b>	Ease of walking in Chapel Hill	65%	74%	-9%
<b>Local Economy</b>	Quality of new development in town	27%	40%	-13%



## How Chapel Hill Compares to Communities Nationally

Satisfaction ratings for Chapel Hill rated above the U.S. average in 32 of the 38 areas (84%) that were assessed. Chapel Hill rated significantly higher (5%) or more in 29 of these areas (76%). Listed below are the comparisons between Chapel Hill and the U.S. average:

Category	Item	Chapel Hill	US	Difference
Major Categories of Services	Chapel Hill Transit	75%	42%	32%
Major Categories of Services	The overall quality of services provided by the Town	80%	48%	32%
Value of Town Services	Overall quality of services provided by the Town	79%	48%	30%
Public Facilities	Landscaping in parks, medians, and other public areas	80%	50%	30%
Value of Town Services	Overall quality of customer service from Town employees	72%	42%	30%
Public Safety Services	Police safety, education and outreach	77%	52%	26%
Quality of Life	As a place to work	80%	54%	25%
Public Facilities	Maintenance of sidewalks	68%	43%	25%
Perceptions of Town Government	I have opportunities to participate in Town decision making	56%	31%	24%
Quality of Life	As a place to retire	80%	56%	24%
Quality of Life	As a place to live	93%	71%	22%
Public Safety Services	Overall feeling of safety in Town	87%	66%	22%
Quality of Life	As a place to raise children	89%	70%	19%
Public Safety Services	Fire safety, education and outreach	81%	62%	19%
Major Categories of Services	Public Library services	93%	75%	19%
Public Facilities	Cleanliness of streets and public areas	77%	59%	18%
Quality of Life	Overall quality of life in the town	90%	72%	18%
Major Categories of Services	Police services	85%	68%	17%
Perceptions of the Community	Overall appearance of the town	81%	64%	17%
Public Facilities	Maintenance of streets	65%	48%	17%
Town Communication	Availability of information about Town programs and services	58%	42%	16%
Major Categories of Services	Trash and yard waste collection services	88%	72%	16%
Value of Town Services	Value of my tax dollars and fees	53%	37%	16%
Public Facilities	Maintenance of Town buildings and facilities	78%	63%	15%
Town Communication	Quality of Town engagement with residents	45%	31%	15%

Category	Item	Chapel Hill	US	Difference
Major Categories of Services	Town communications with the public	60%	46%	14%
Town Communication	Overall effectiveness of Town communication with the public	58%	46%	12%
Major Categories of Services	Fire services	91%	81%	10%
Public Safety Services	Visibility of police in neighborhoods	65%	56%	9%
Transportation and Infrastructure	Availability of on-street bike facilities (lanes, sharrows, green paint)	41%	38%	3%
Town Communication	Usefulness of Town website	62%	59%	3%
Transportation and Infrastructure	Adequacy of street lighting	58%	57%	2%
Transportation and Infrastructure	Snow removal on streets in Chapel Hill	57%	60%	-3%
Major Categories of Services	Town code and ordinance enforcement	49%	53%	-3%
Public Safety Services	Traffic enforcement	56%	65%	-8%
Major Categories of Services	Management of stormwater runoff	45%	54%	-9%
Value of Town Services	How well the Town is planning for the future	33%	45%	-12%
Major Categories of Services	Management of traffic flow	35%	51%	-16%

## How Chapel Hill Compares to Communities Regionally

Satisfaction ratings for Chapel Hill rated above the Atlantic Regional average in 31 of the 38 areas (82%) that were assessed. Chapel Hill rated significantly higher (5%) or more in 30 of these areas (79%). Listed below are the comparisons between Chapel Hill and the Atlantic Regional average:

Category	Item	Chapel Hill	Atlantic	Difference
Value of Town Services	Overall quality of customer service from Town employees	72%	40%	32%
Major Categories of Services	Chapel Hill Transit	75%	43%	31%
Major Categories of Services	The overall quality of services provided by the Town	80%	53%	27%
Value of Town Services	Overall quality of services provided by the Town	79%	53%	26%
Public Facilities	Landscaping in parks, medians, and other public areas	80%	55%	25%
Quality of Life	As a place to raise children	89%	65%	24%
Public Facilities	Maintenance of Town buildings and facilities	78%	54%	24%

Category	Item	Chapel Hill	Atlantic	Difference
Quality of Life	As a place to live	93%	70%	23%
Public Facilities	Maintenance of sidewalks	68%	46%	23%
Perceptions of Town Government	I have opportunities to participate in Town decision making	56%	33%	22%
Quality of Life	As a place to retire	80%	59%	21%
Public Safety Services	Overall feeling of safety in Town	87%	67%	21%
Public Safety Services	Police safety, education and outreach	77%	57%	20%
Quality of Life	As a place to work	80%	60%	20%
Public Facilities	Maintenance of streets	65%	46%	19%
Major Categories of Services	Public Library services	93%	75%	18%
Public Facilities	Cleanliness of streets and public areas	77%	60%	17%
Perceptions of the Community	Overall appearance of the town	81%	64%	16%
Value of Town Services	Value of my tax dollars and fees	53%	37%	16%
Major Categories of Services	Trash and yard waste collection services	88%	73%	15%
Quality of Life	Overall quality of life in the town	90%	75%	15%
Major Categories of Services	Police services	85%	71%	14%
Public Safety Services	Fire safety, education and outreach	81%	70%	11%
Major Categories of Services	Town communications with the public	60%	50%	10%
Town Communication	Quality of Town engagement with residents	45%	36%	9%
Town Communication	Availability of information about Town programs and services	58%	50%	8%
Town Communication	Overall effectiveness of Town communication with the public	58%	50%	8%
Major Categories of Services	Fire services	91%	84%	6%
Transportation and Infrastructure	Availability of on-street bike facilities (lanes, sharrows, green paint)	41%	35%	6%
Transportation and Infrastructure	Adequacy of street lighting	58%	53%	5%
Public Safety Services	Visibility of police in neighborhoods	65%	62%	2%
Town Communication	Usefulness of Town website	62%	62%	0%
Public Safety Services	Traffic enforcement	56%	59%	-2%
Major Categories of Services	Management of stormwater runoff	45%	48%	-3%

Category	Item	Chapel Hill	Atlantic	Difference
Major Categories of Services	Town code and ordinance enforcement	49%	54%	-4%
Value of Town Services	How well the Town is planning for the future	33%	38%	-5%
Transportation and Infrastructure	Snow removal on streets in Chapel Hill	57%	64%	-7%
Major Categories of Services	Management of traffic flow	35%	44%	-9%

## 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. 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=0.3275)
- Overall quality of public parking (IS Rating=0.2158)
- Overall management of stormwater runoff (IS Rating=0.1141)

The table below shows the importance-satisfaction rating for all 14 major categories of Town services that were rated.

2019-2020 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
Management of traffic flow	50%	1	35%	14	0.3275	1
Public parking	33%	3	35%	13	0.2158	2
Management of stormwater runoff	21%	6	45%	12	0.1141	3
Town communications with the public	16%	7	60%	9	0.0651	4
Parks, greenways and recreation facilities	35%	2	83%	5	0.0611	5
Chapel Hill Transit	24%	5	75%	7	0.0610	6
Town code and ordinance enforcement	11%	9	49%	10	0.0533	7
Permit and inspections services	10%	10	47%	11	0.0507	8
Police services	25%	4	85%	4	0.0375	9
The overall quality of services provided by the Town	10%	11	80%	6	0.0194	10
Recreation programs	6%	13	71%	8	0.0159	11
Fire services	11%	8	91%	2	0.0100	12
Trash and yard waste collection services	5%	14	88%	3	0.0062	13
Public Library services	8%	12	93%	1	0.0053	14

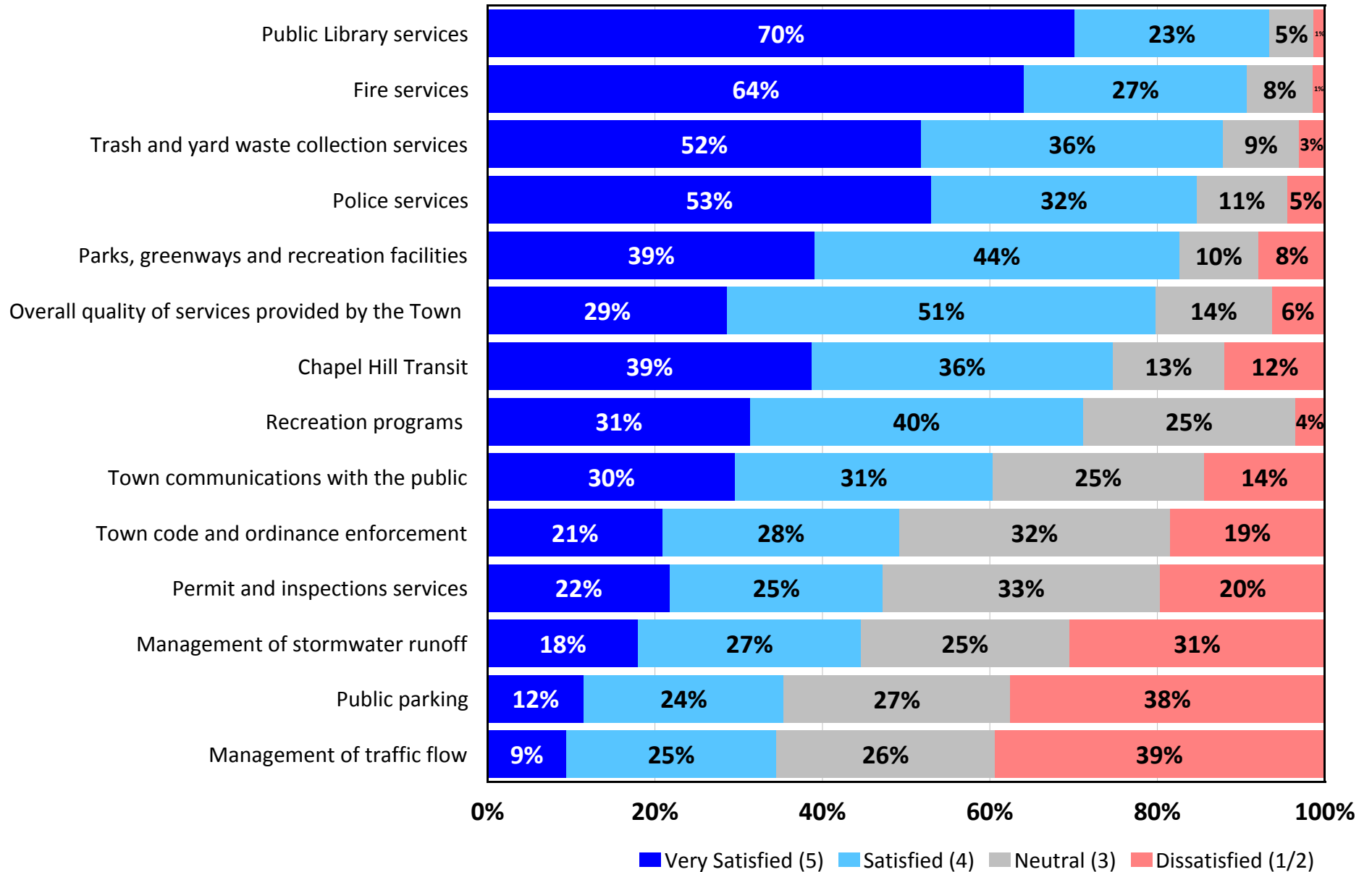
# Section 1

## *Charts and Graphs*

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# Q1. Major Categories of Services

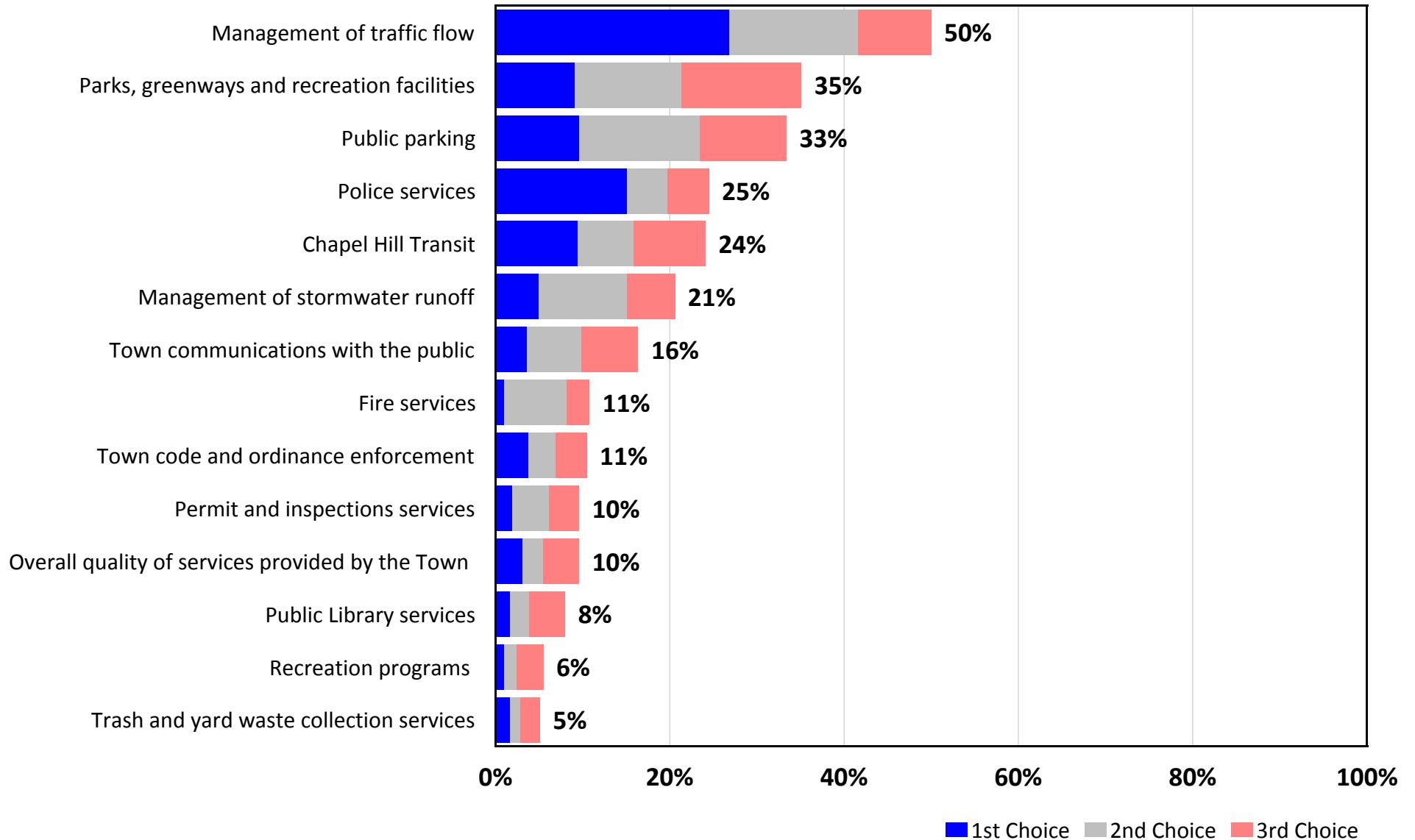
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

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

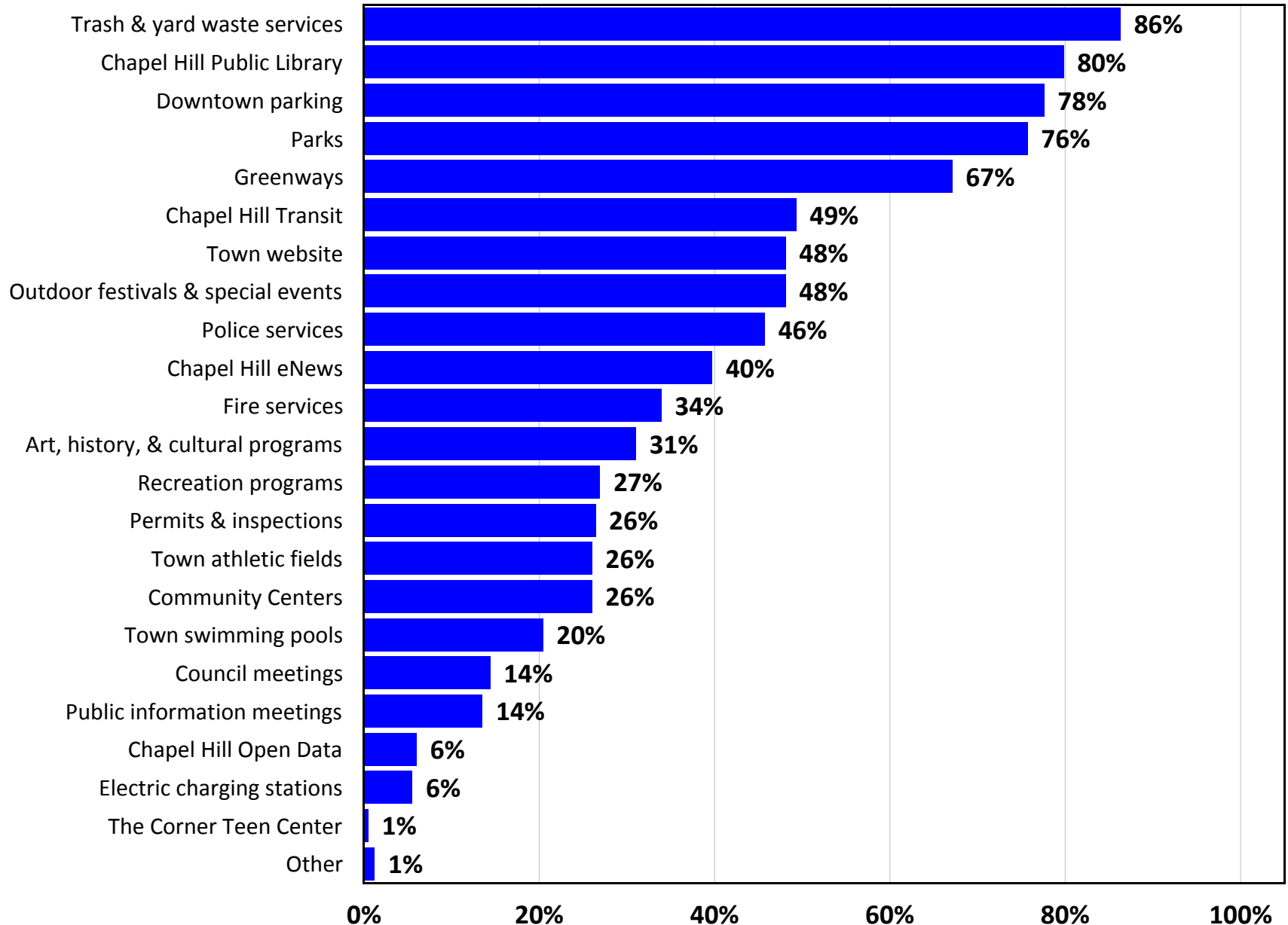
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

# Q3. Usage of Town Services and Facilities

by percentage of respondents who indicated they use the service or facility

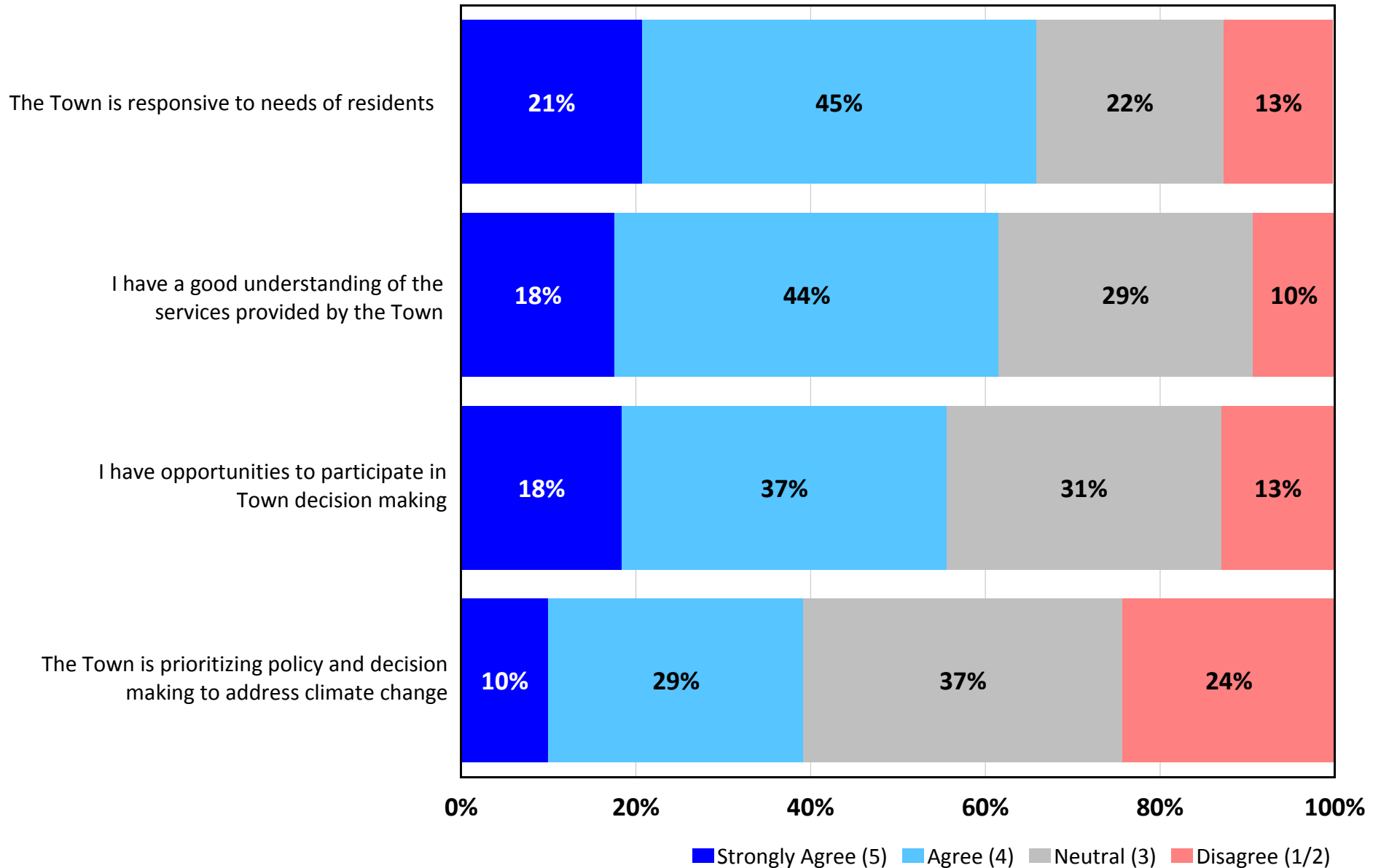


Source: ETC Institute (2020)



# Q4. Perceptions of Town Government

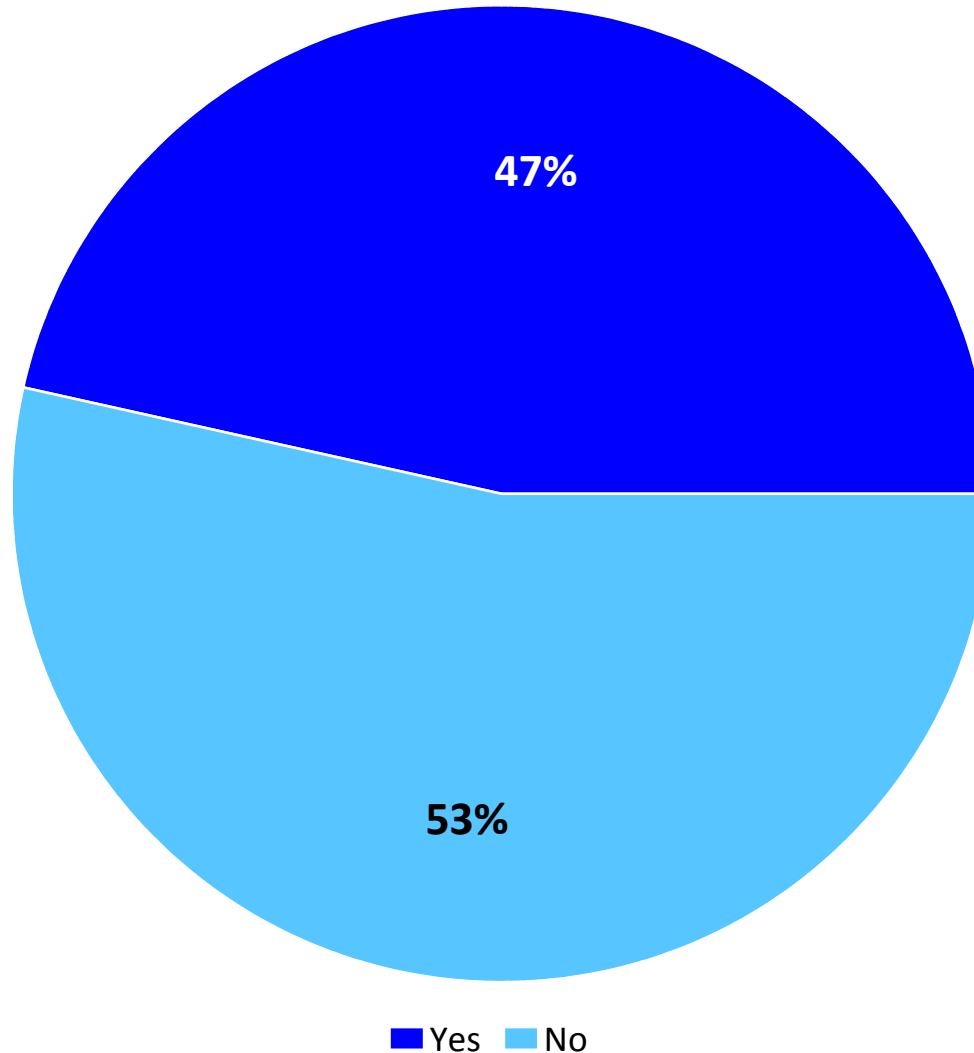
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q5. Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods?

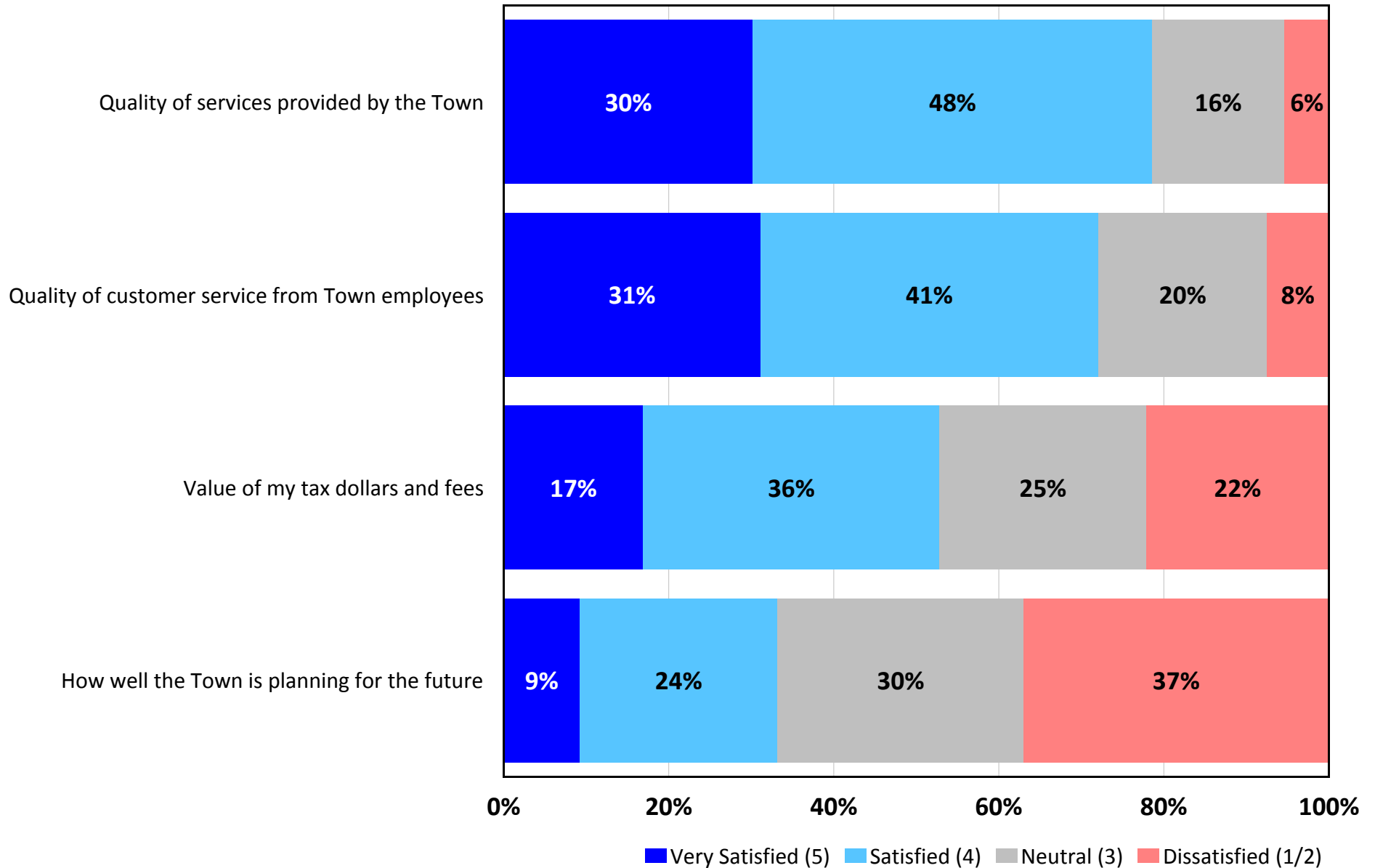
by percentage of respondents



Source: ETC Institute (2020)

# Q6. Value of Town Services

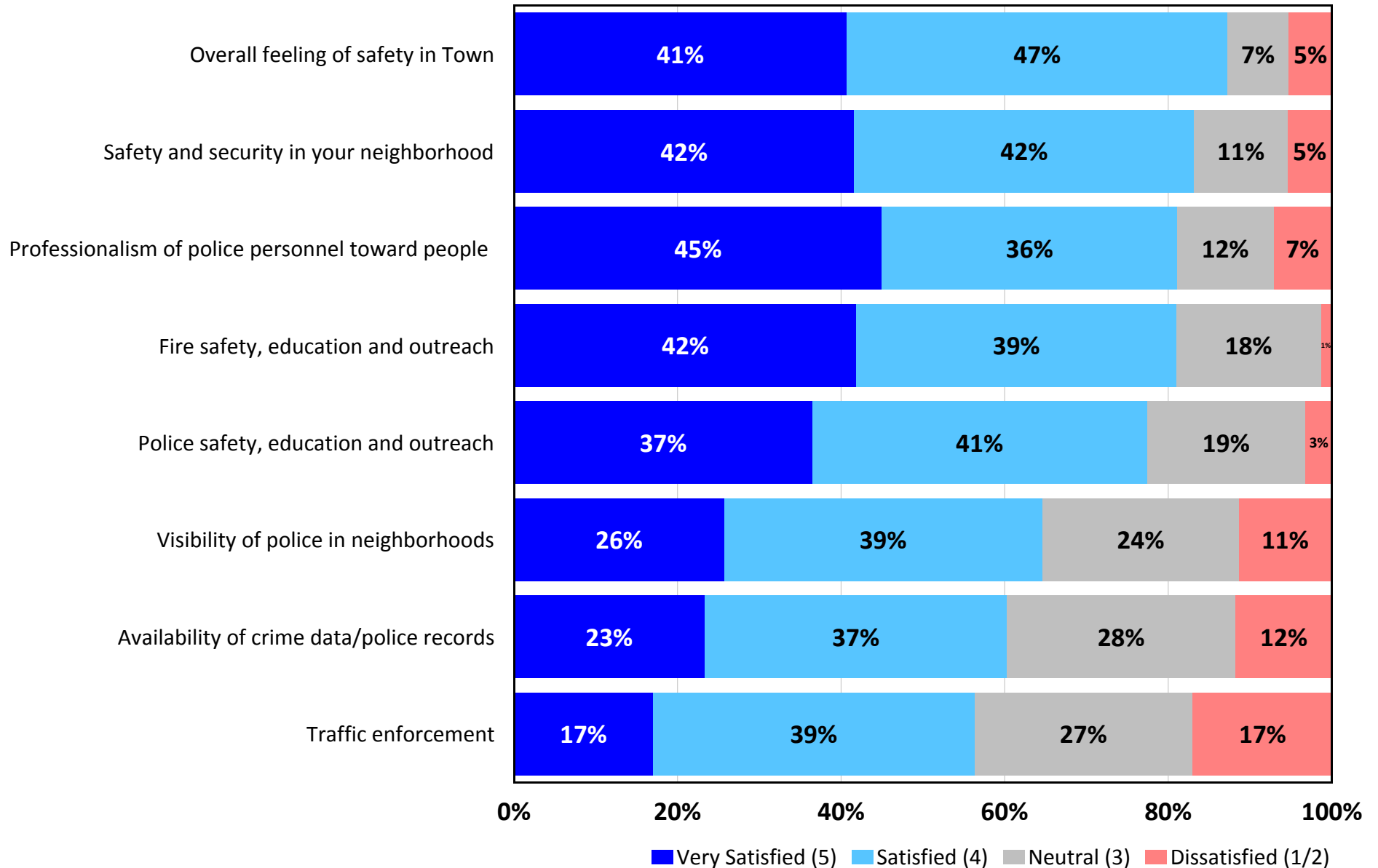
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q7. Public Safety Services

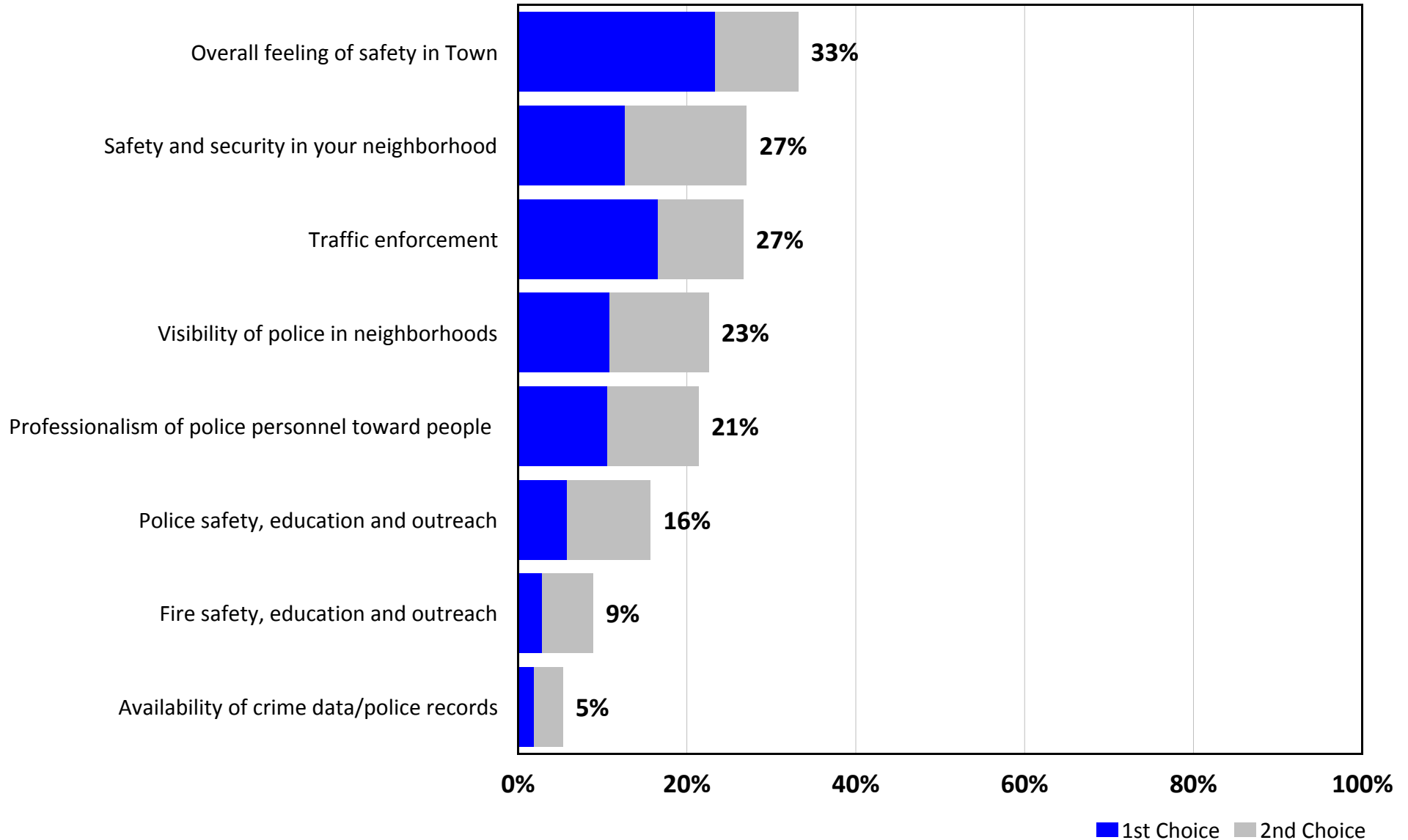
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q7. Public Safety Services That Should Receive the Most Emphasis from Town Leaders

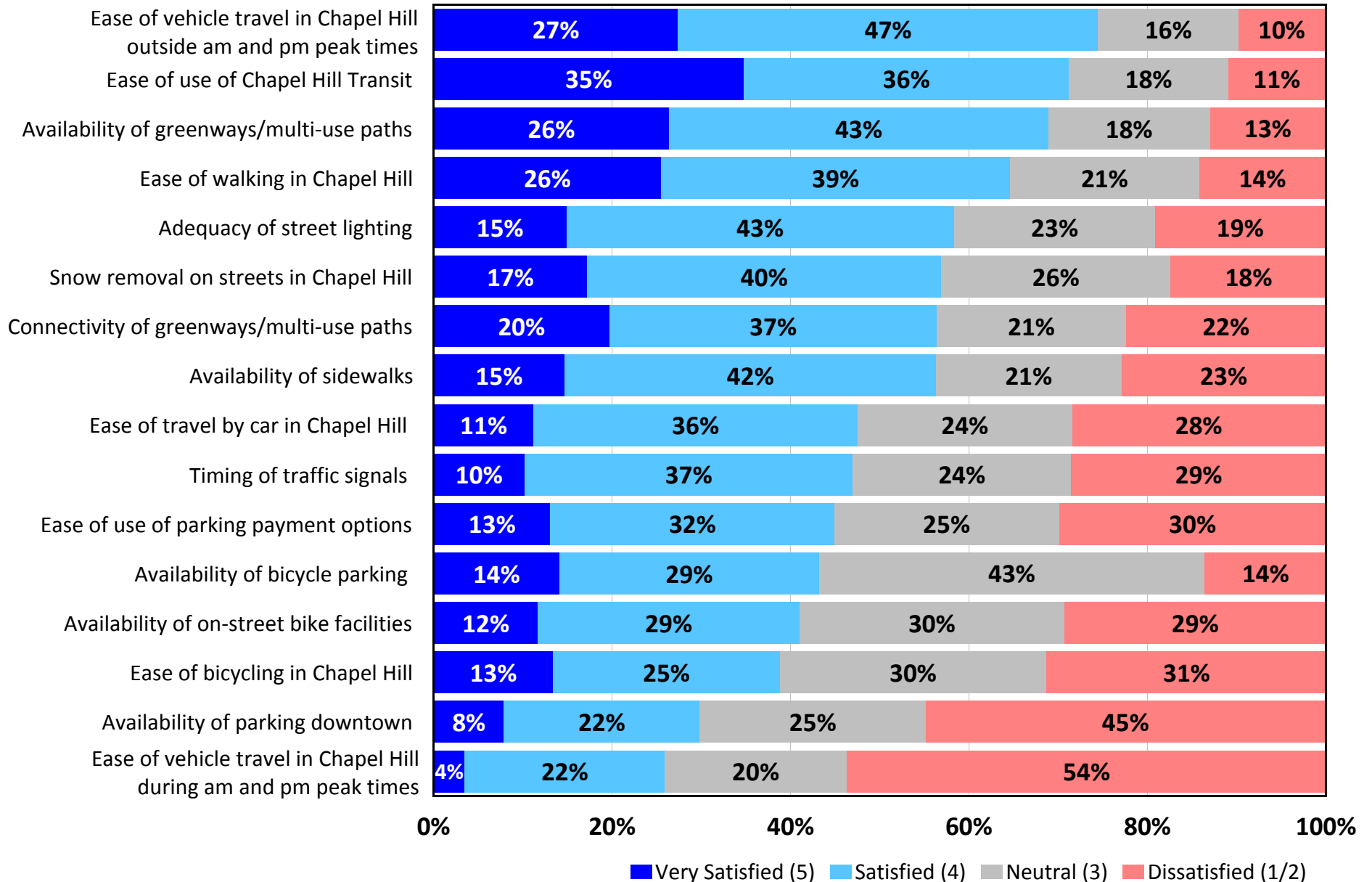
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

# Q9. Transportation and Infrastructure

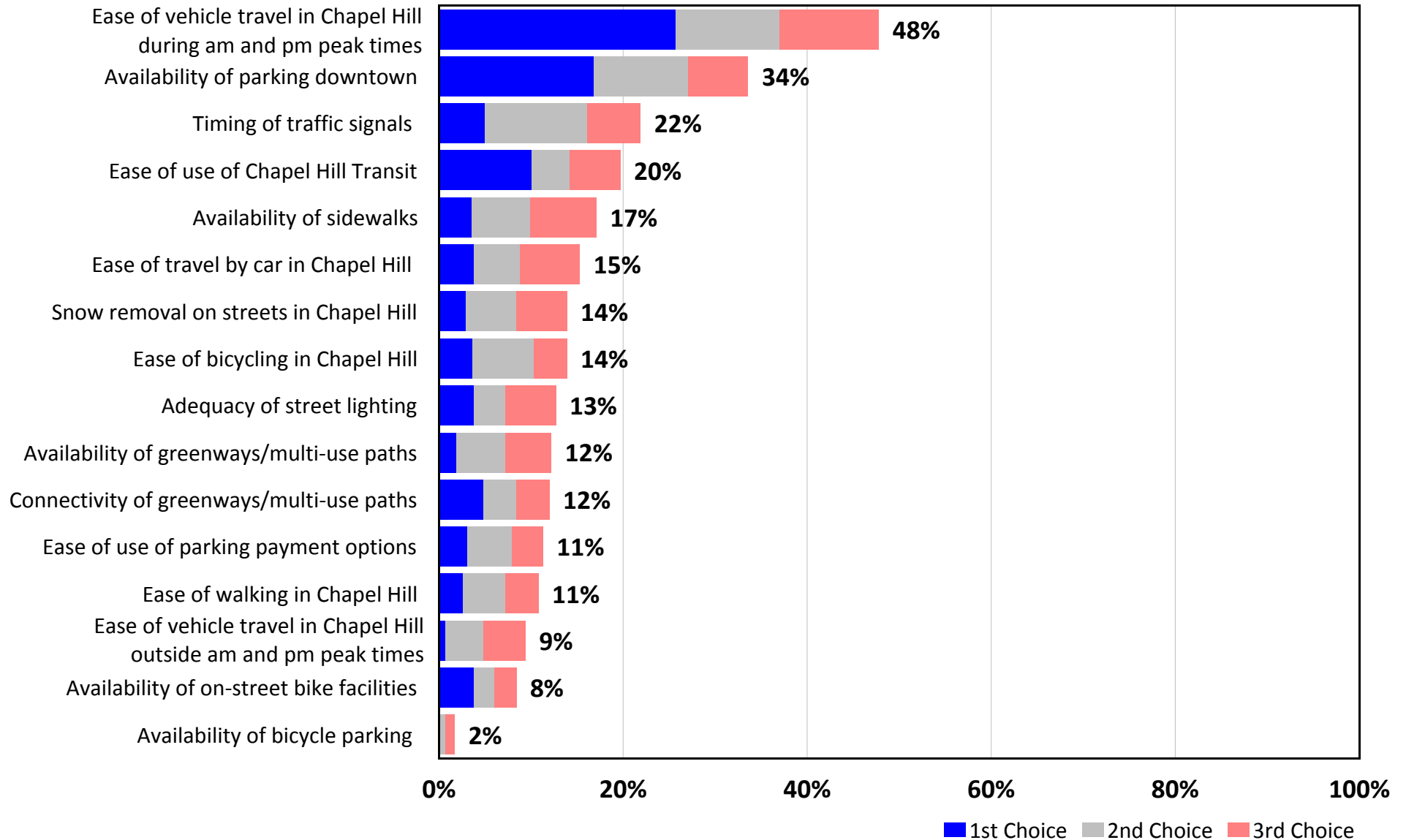
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q10. Transportation and Infrastructure Services That Should Receive the Most Emphasis from Town Leaders

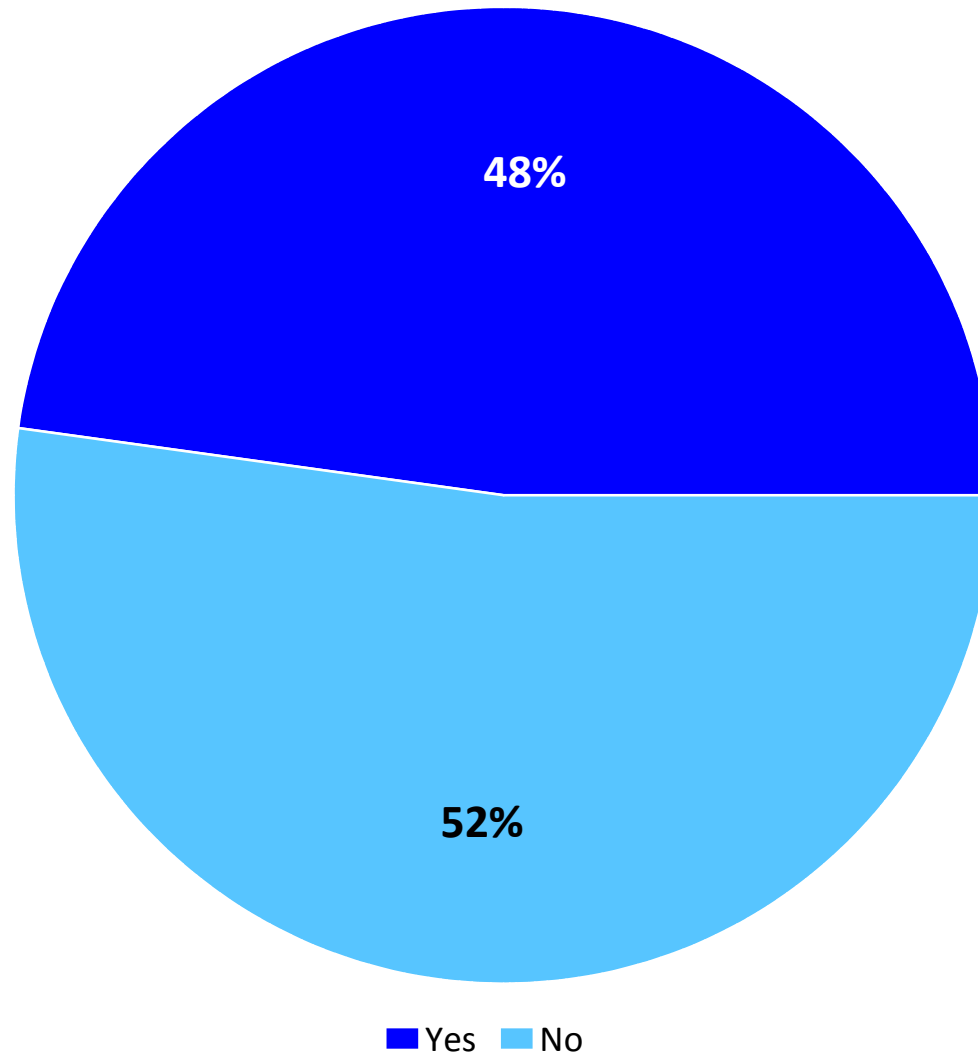
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

# Q11. Does anyone in your household ride a bicycle?

by percentage of respondents

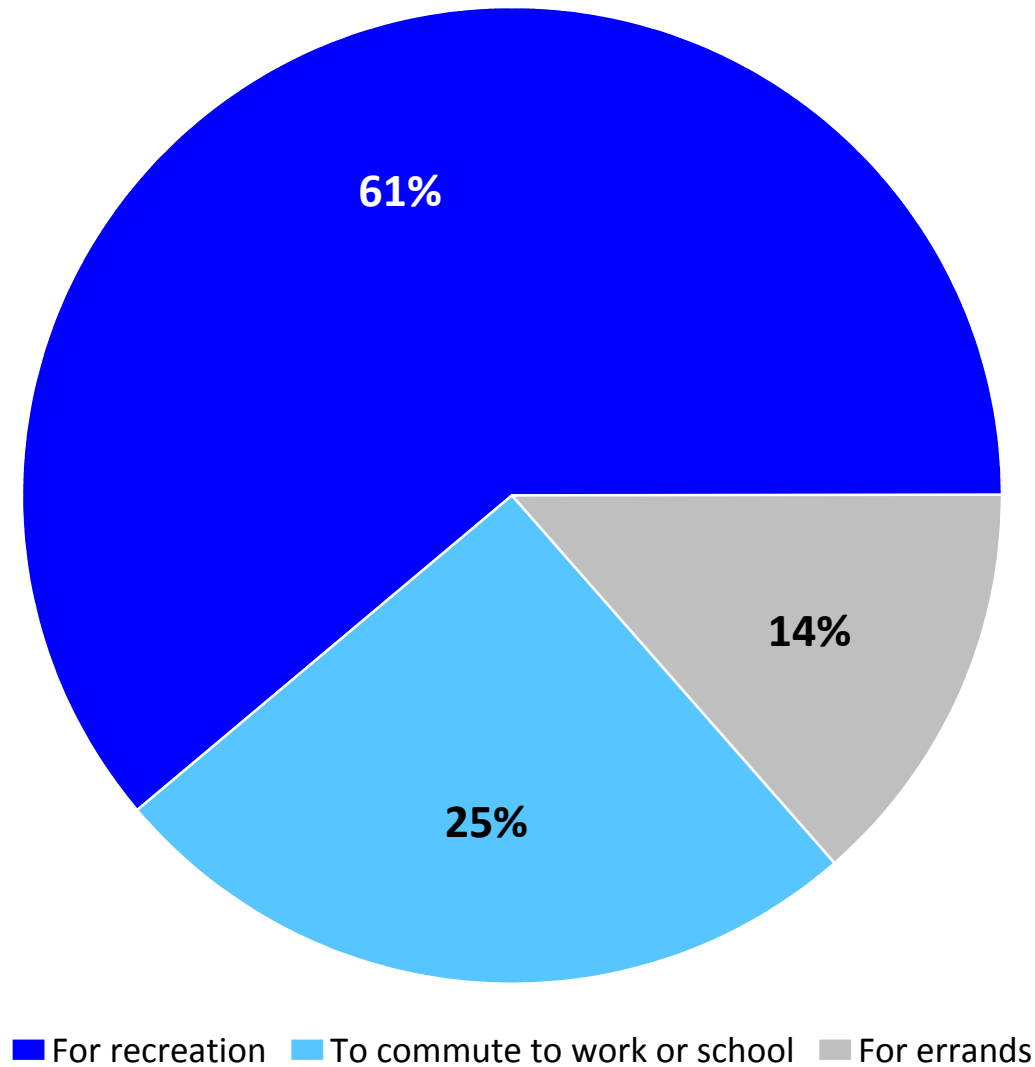


Source: ETC Institute (2020)



# Q11a. If "Yes", why do they ride a bicycle?

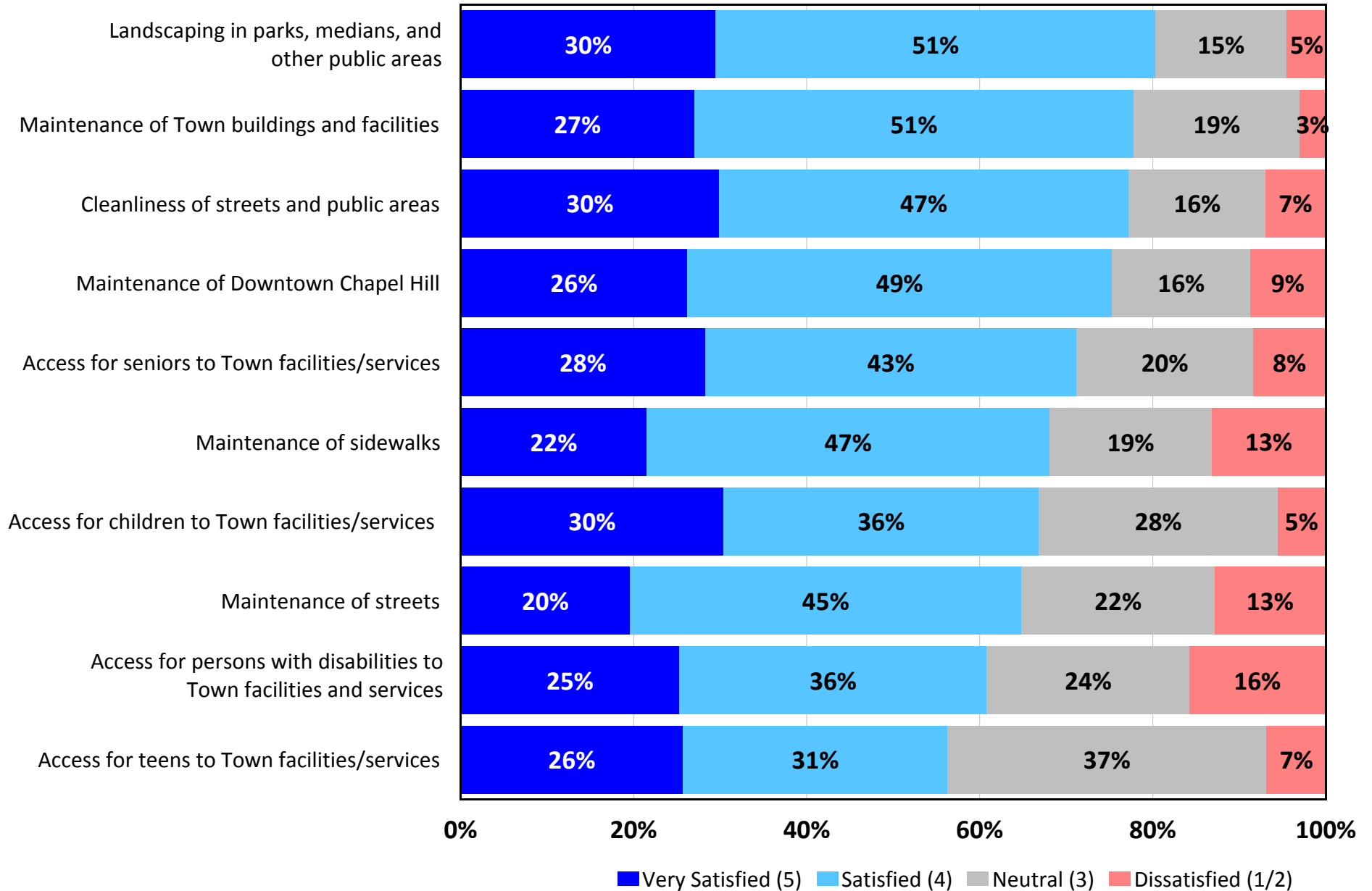
by percentage of respondents



Source: ETC Institute (2020)

# Q12. Public Facilities

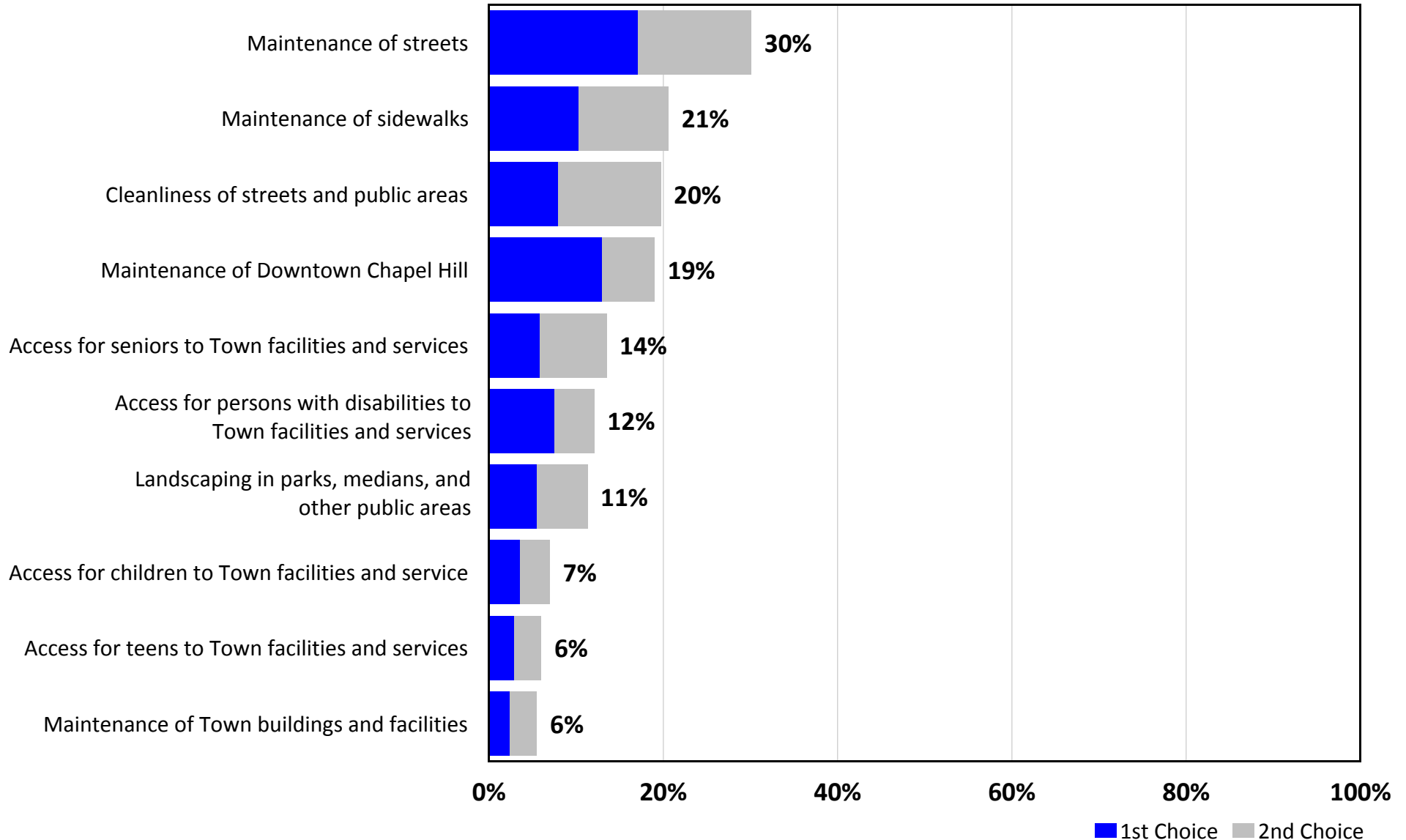
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q13. Public Facilities That Should Receive the Most Emphasis from Town Leaders

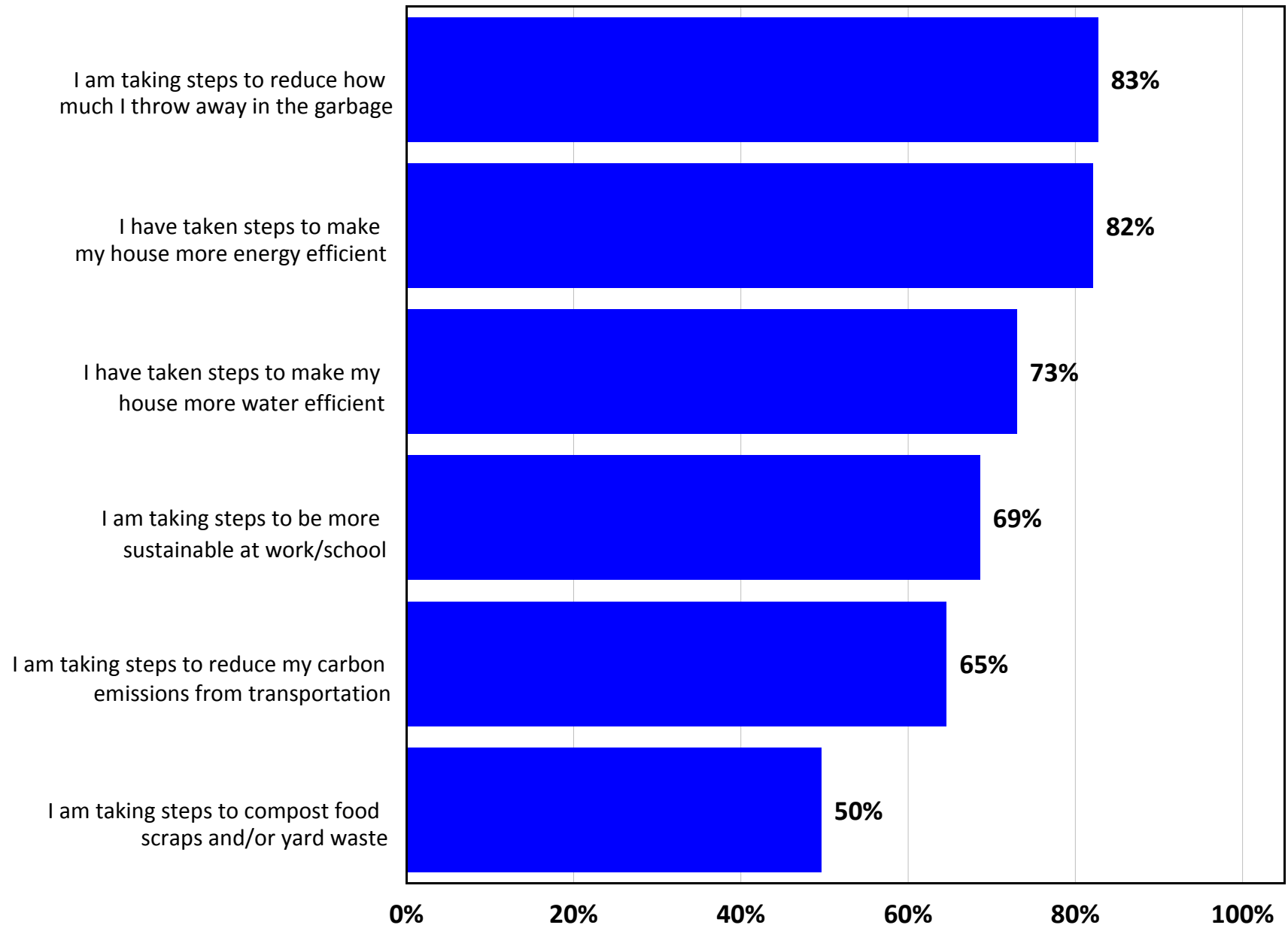
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

# Q14. Sustainability

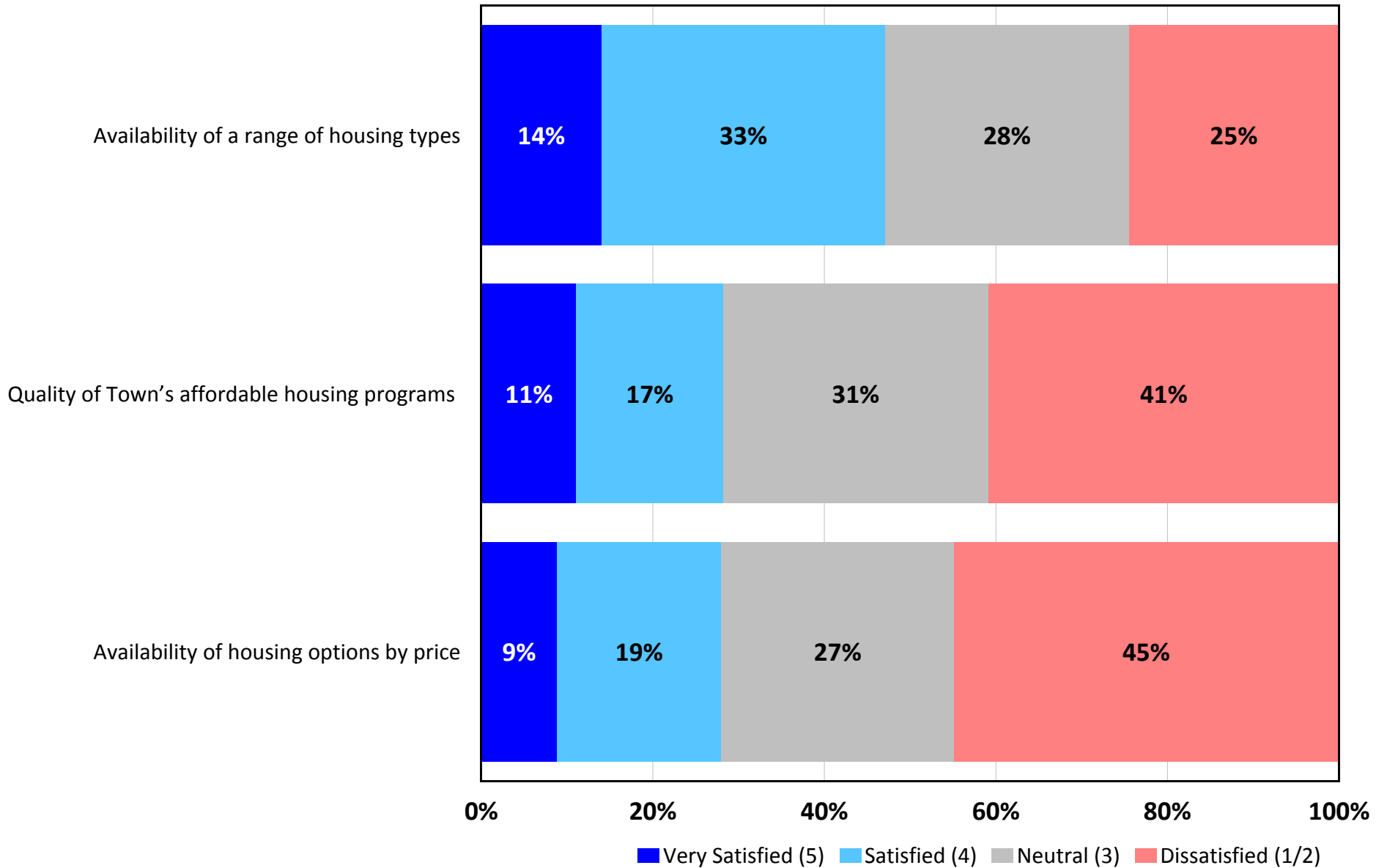
by percentage of respondents who indicated they are doing each of the following



Source: ETC Institute (2020)

# Q15. Housing

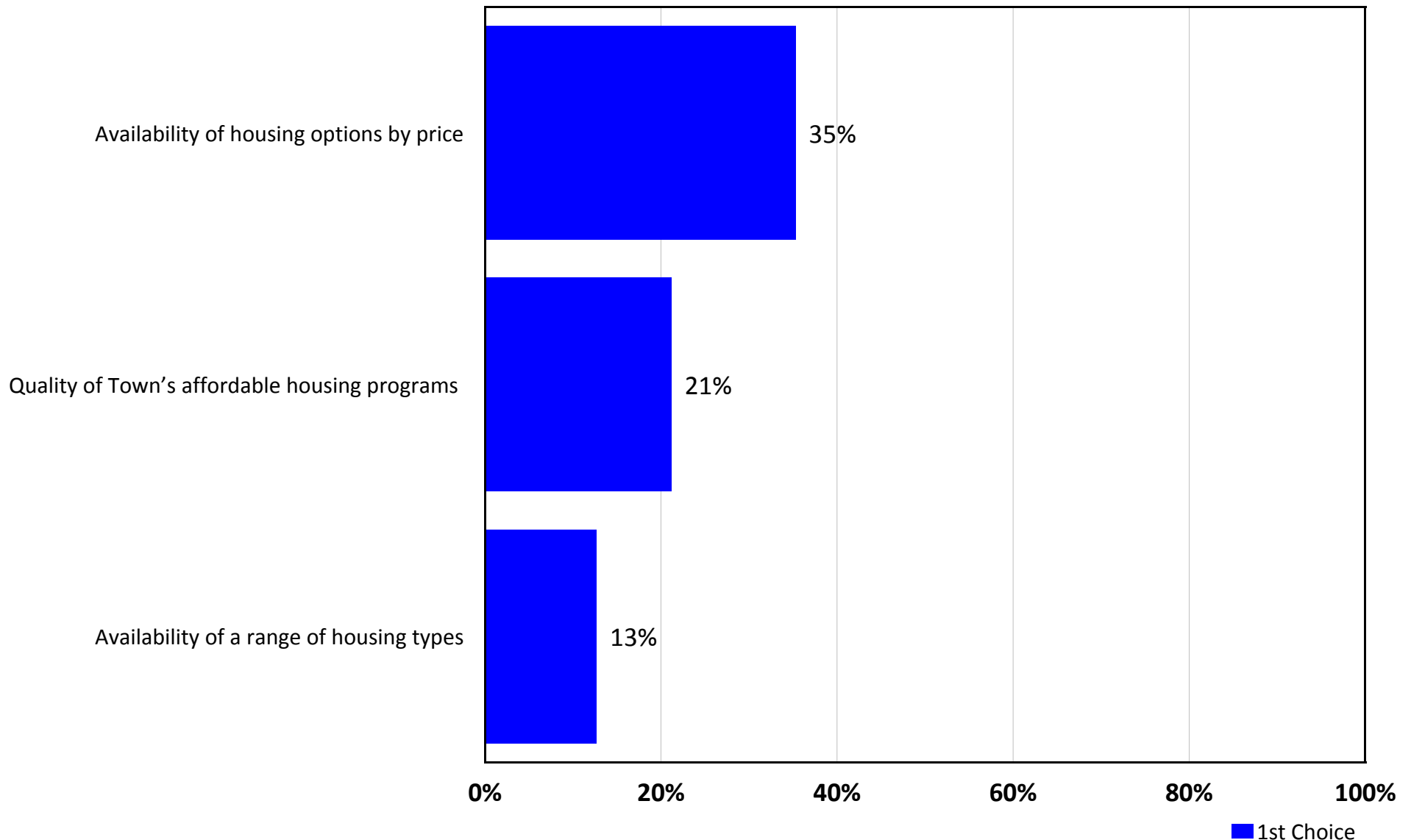
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q16. Housing Services That Should Receive the Most Emphasis from Town Leaders

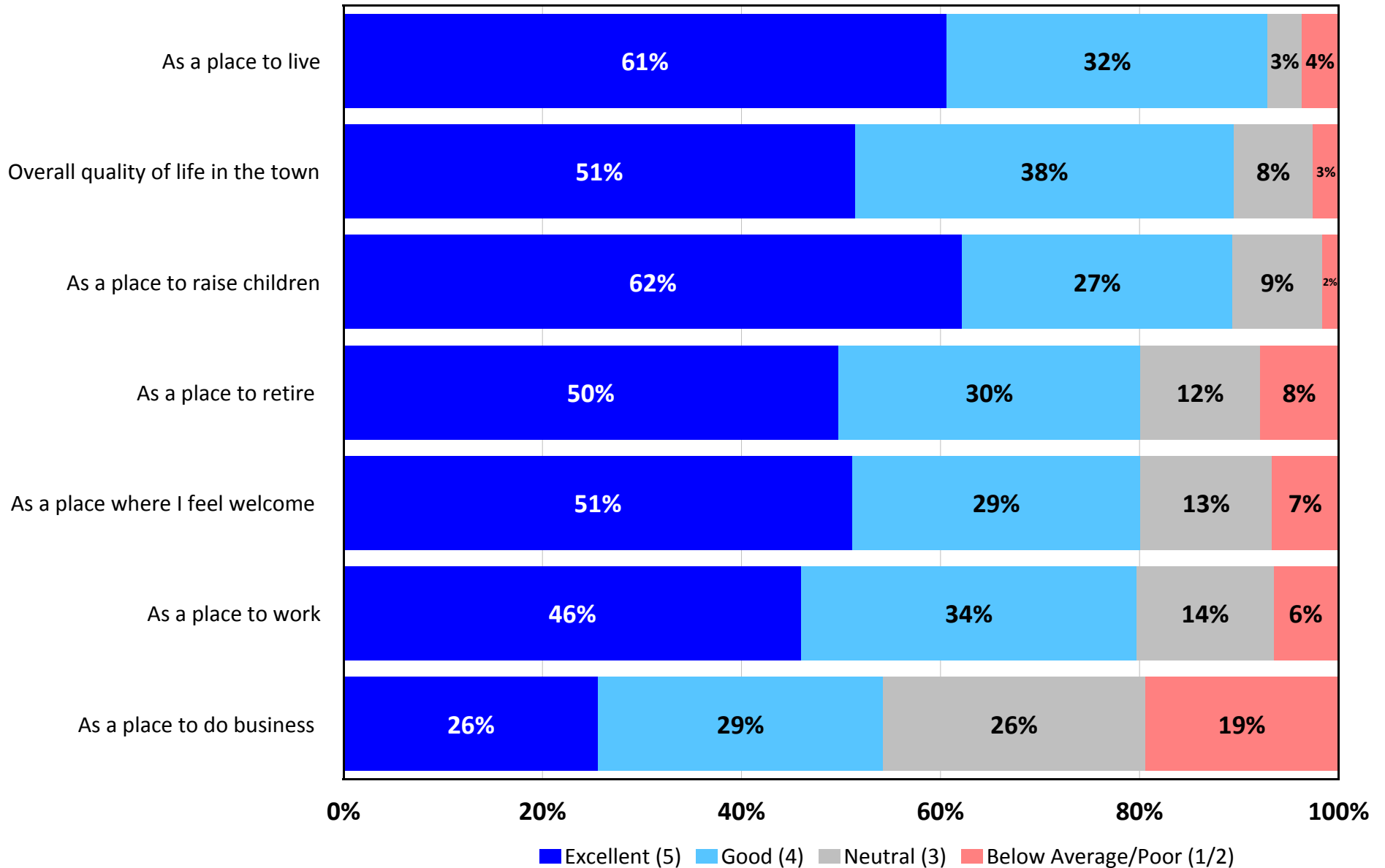
by percentage of respondents who selected the item as their top choice



Source: ETC Institute (2020)

# Q17. Quality of Life

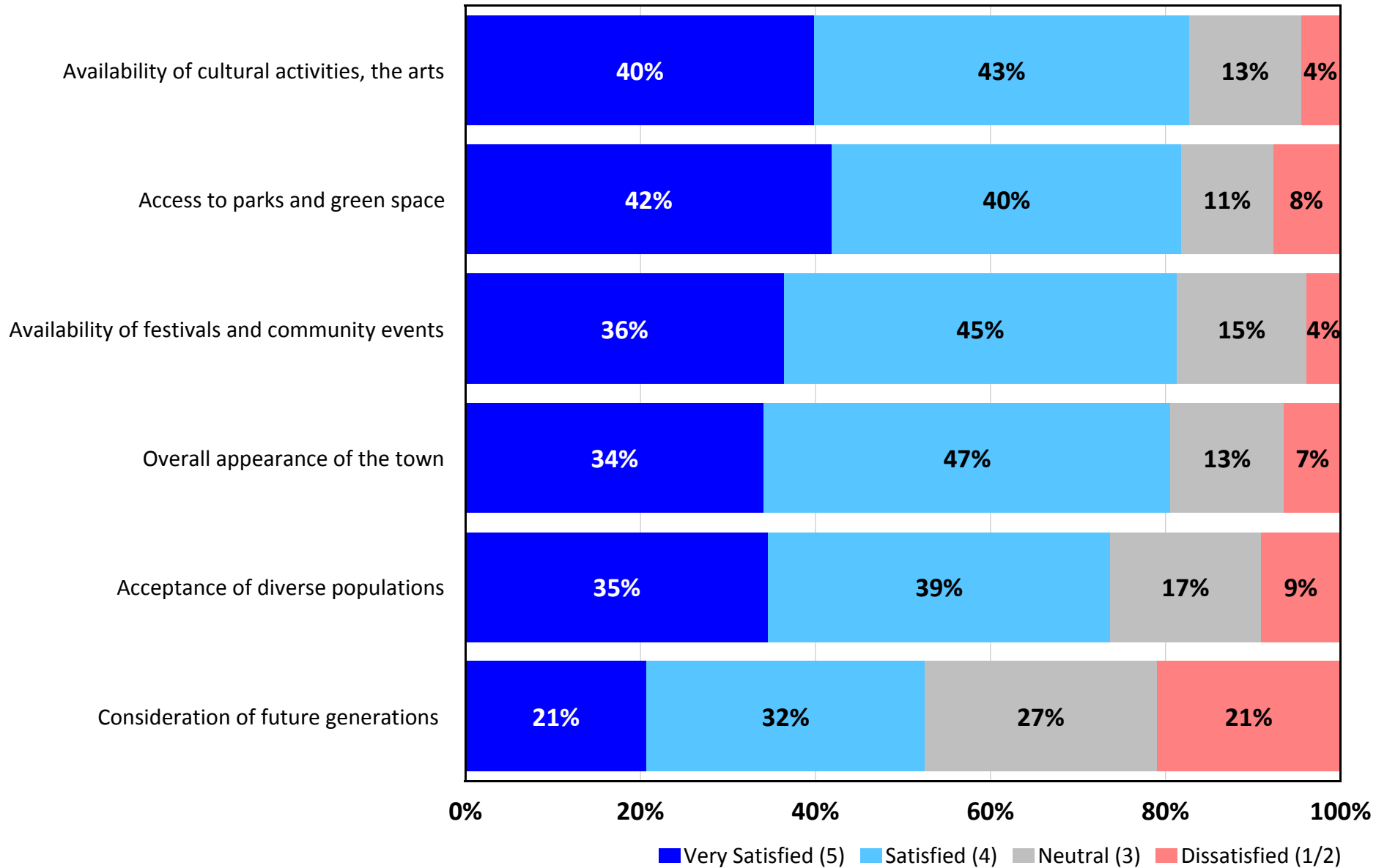
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q18. Perceptions of the Community

by percentage of respondents (excluding don't knows)

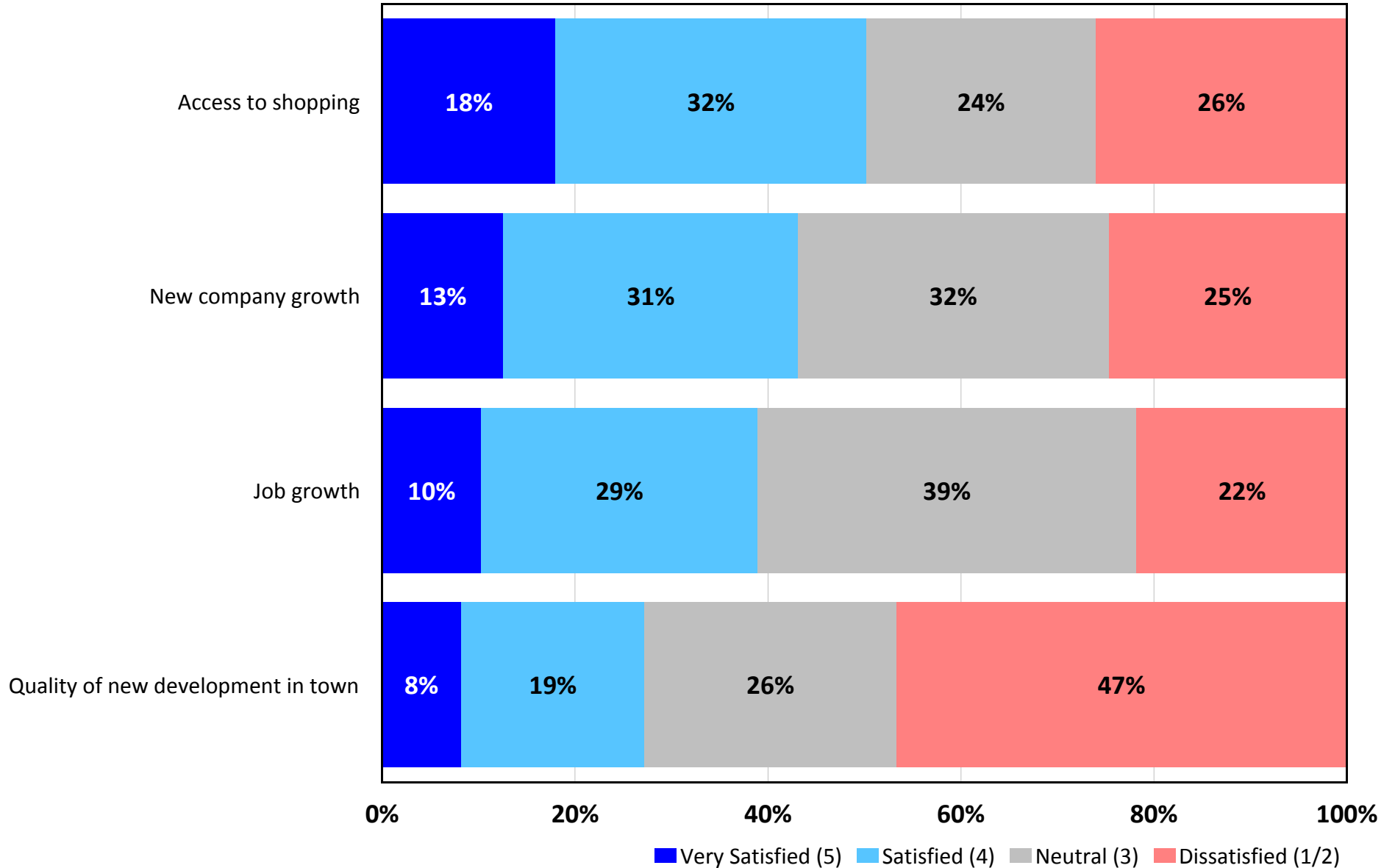


Source: ETC Institute (2020)



# Q19-1. Local Economy

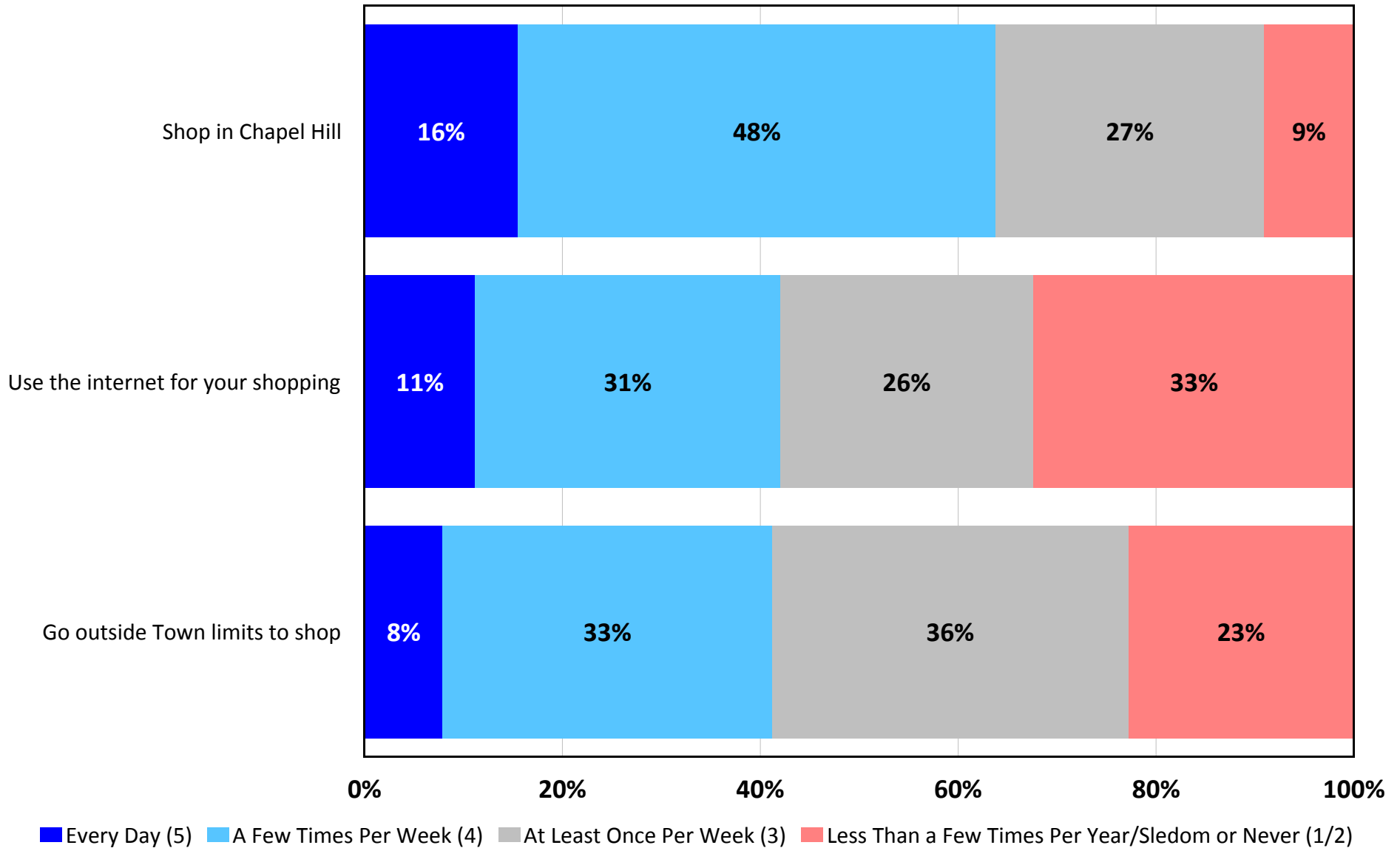
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q19-2. Local Economy

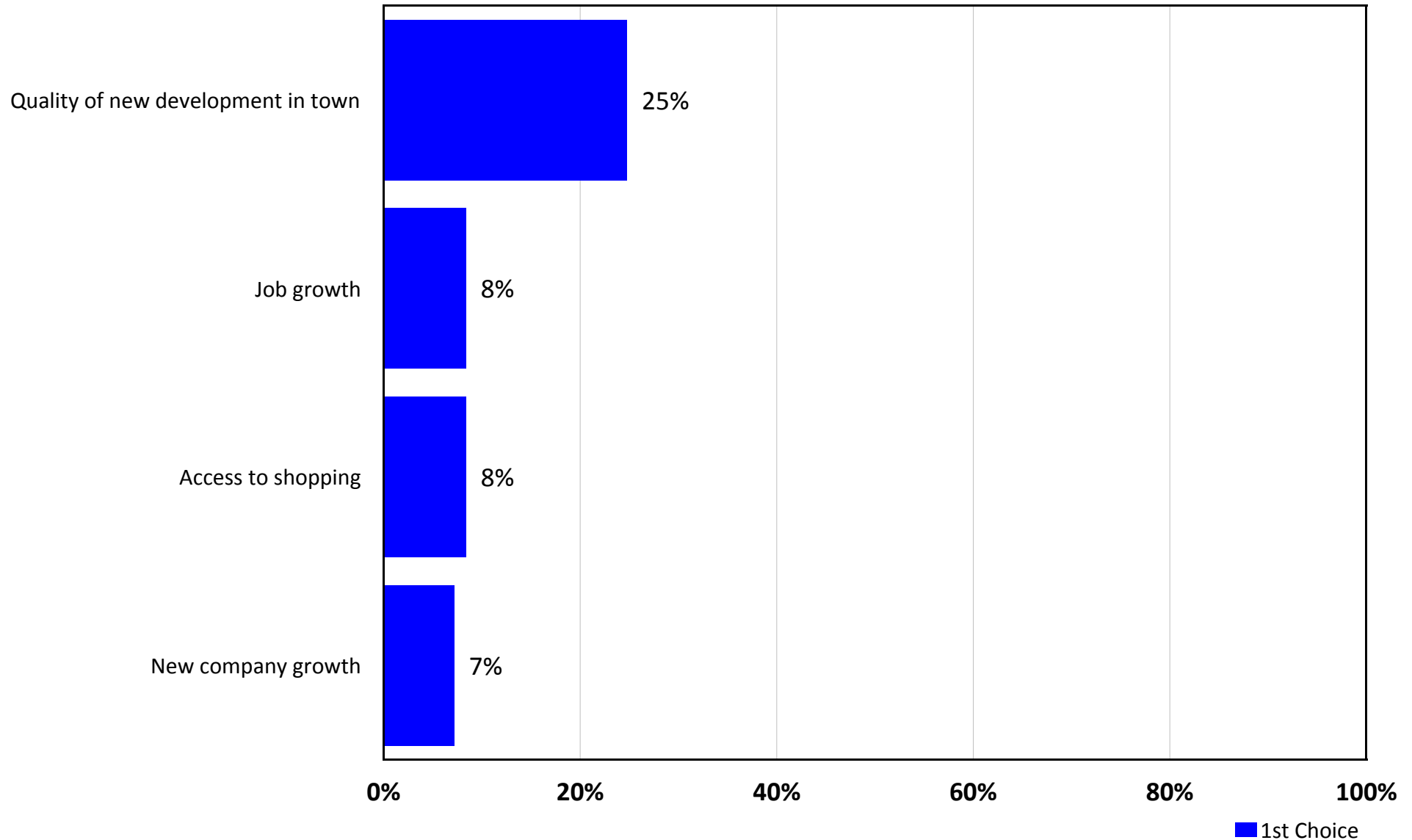
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q20. Local Economy Services That Should Receive the Most Emphasis from Town Leaders

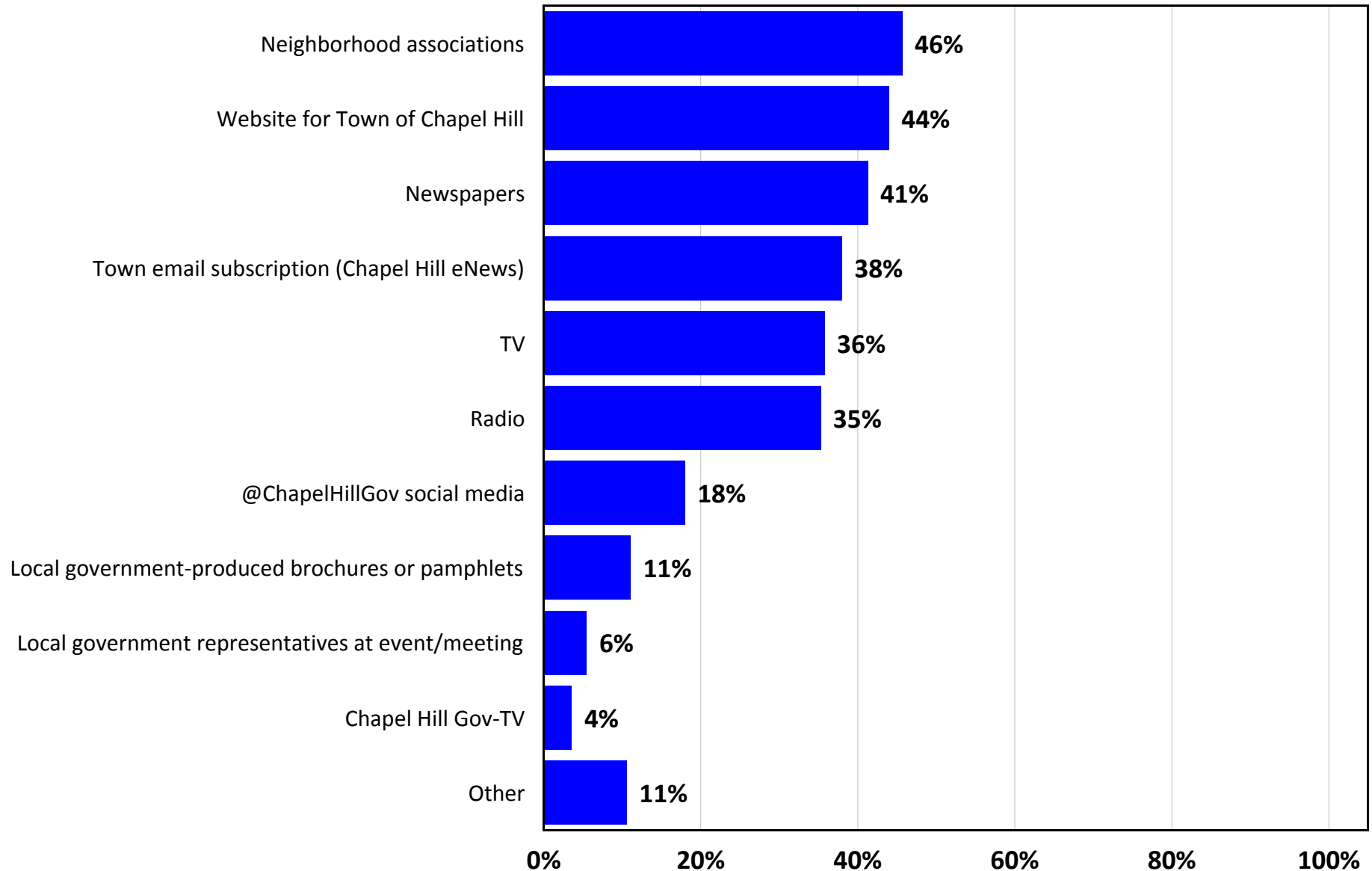
by percentage of respondents who selected the item as their top choice



Source: ETC Institute (2020)

# Q21. What are your sources for Town news and information?

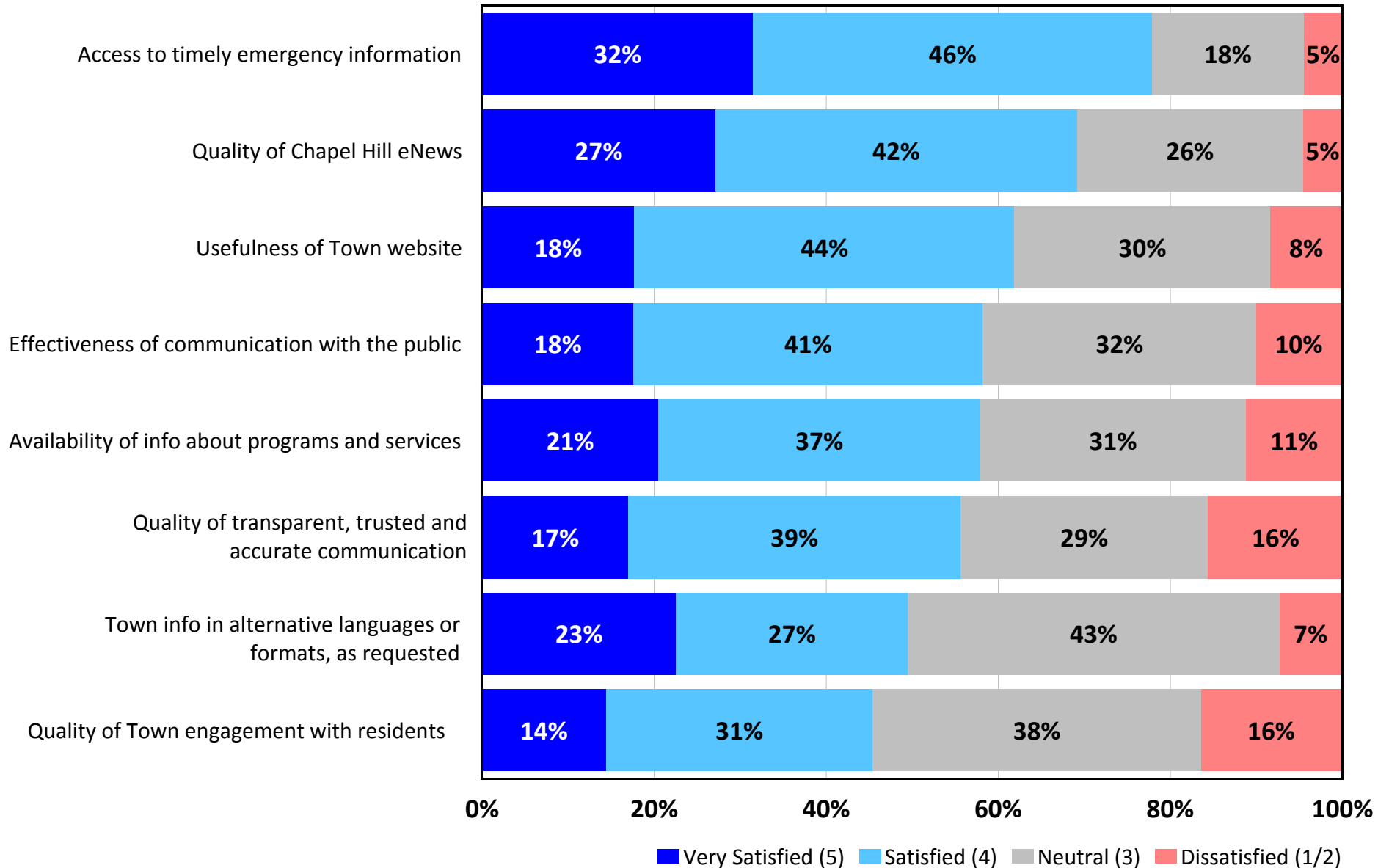
by percentage of respondents who indicated they use the service or facility



Source: ETC Institute (2020)

# Q22. Town Communication

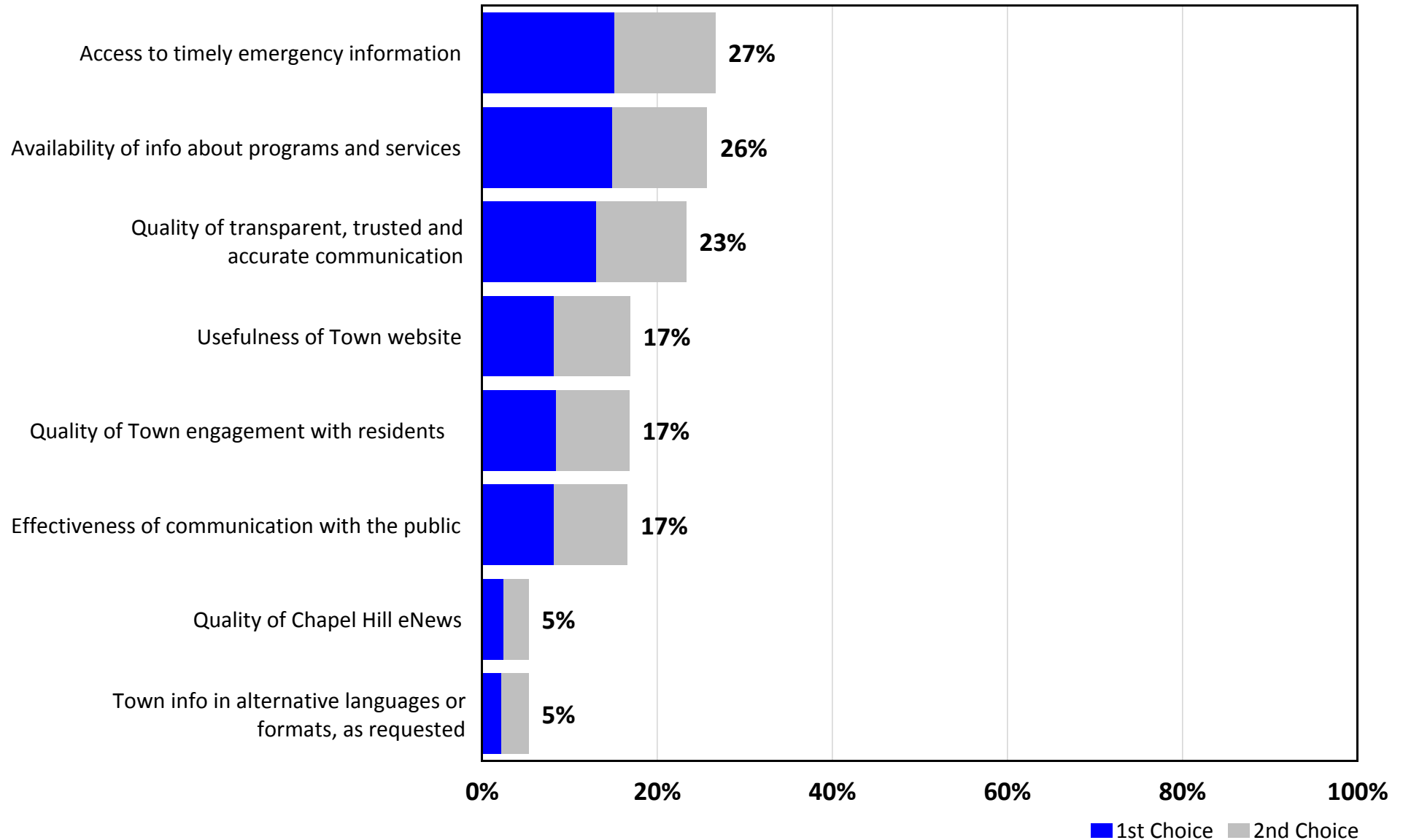
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2020)

# Q23. Town Communication Services That Should Receive the Most Emphasis from Town Leaders

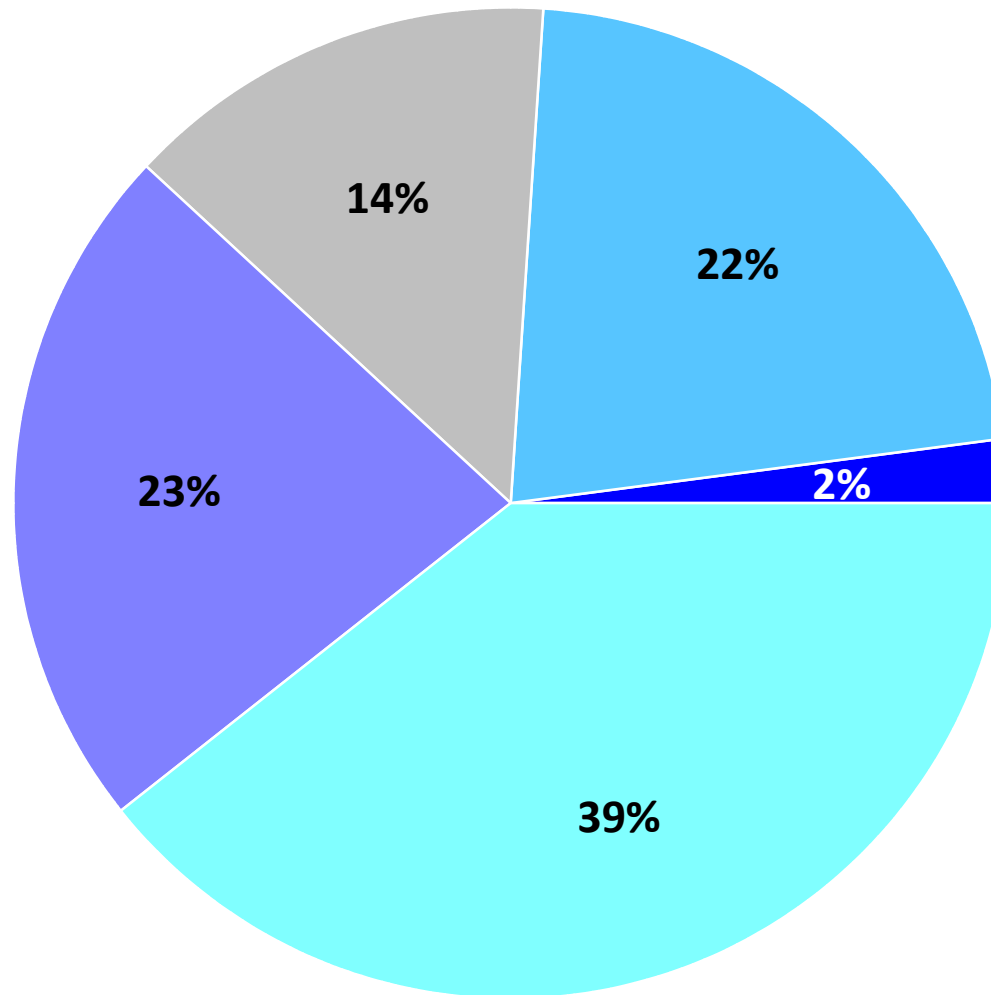
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2020)

# Q24. About how long have you lived in Chapel Hill?

by percentage of respondents

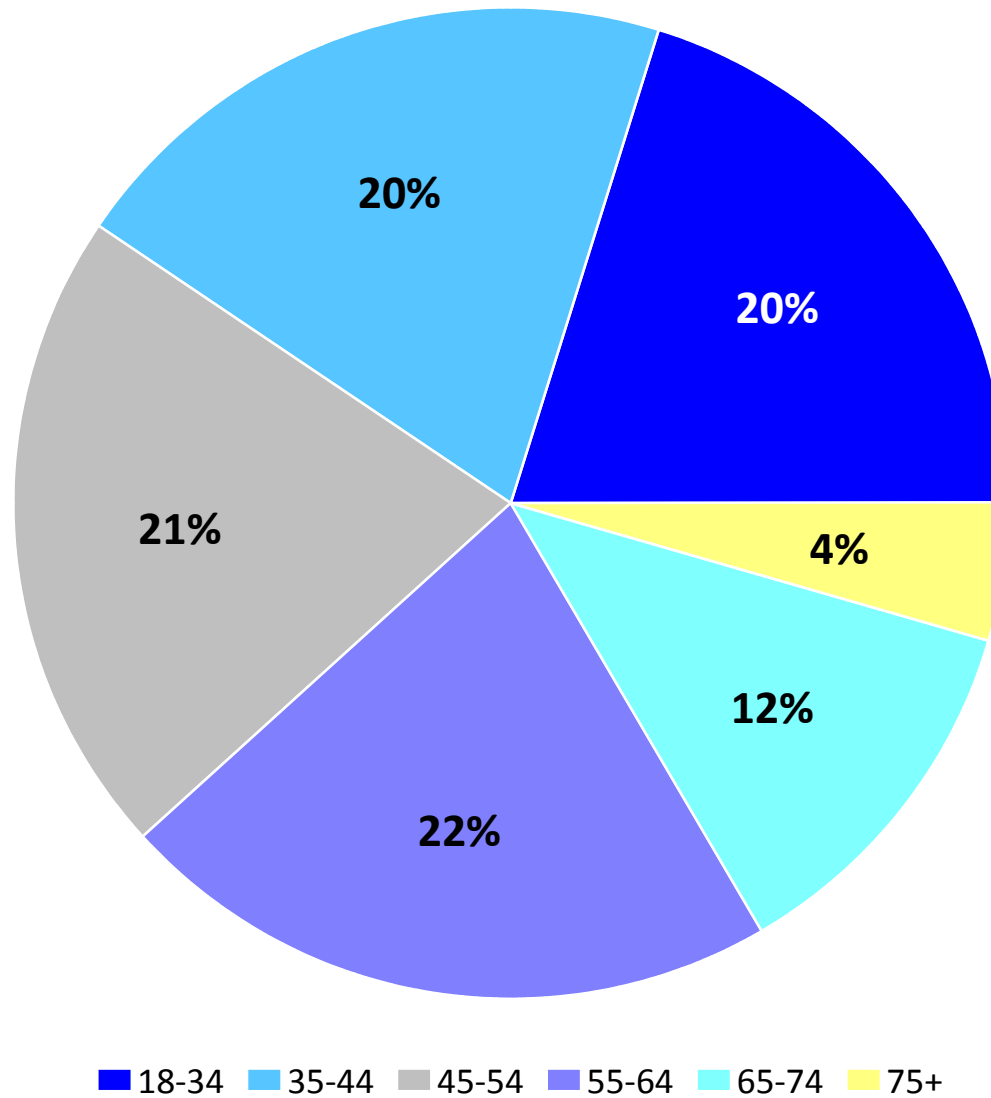


■ Less than 6 months ■ 6 months–5 years ■ 6-10 years ■ 11-20 years ■ 20+ years

Source: ETC Institute (2020)

# Q25. What is your age?

by percentage of respondents

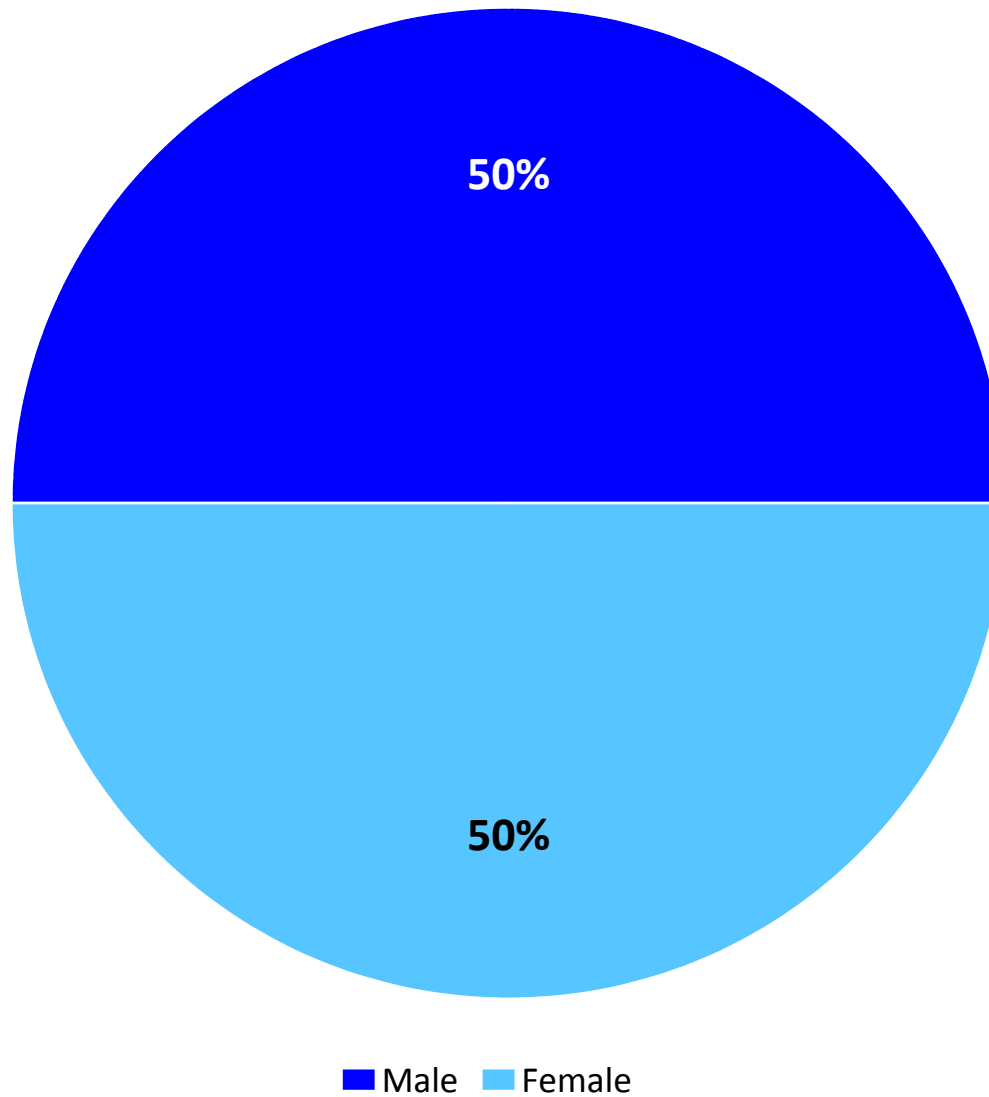


Source: ETC Institute (2020)



## Q26. How do you identify yourself?

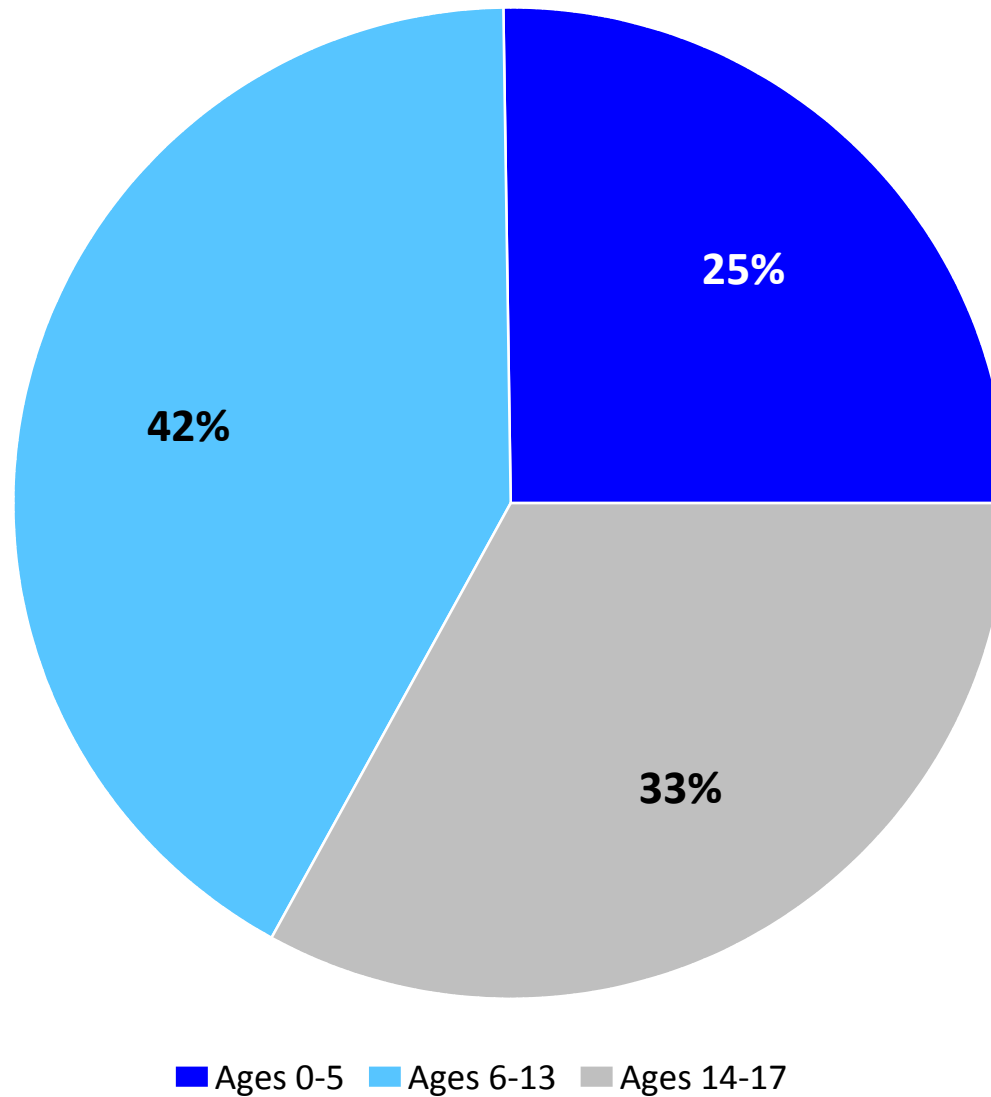
by percentage of respondents



Source: ETC Institute (2020)

# Q27. How many children in each of the following age groups live with you in Chapel Hill?

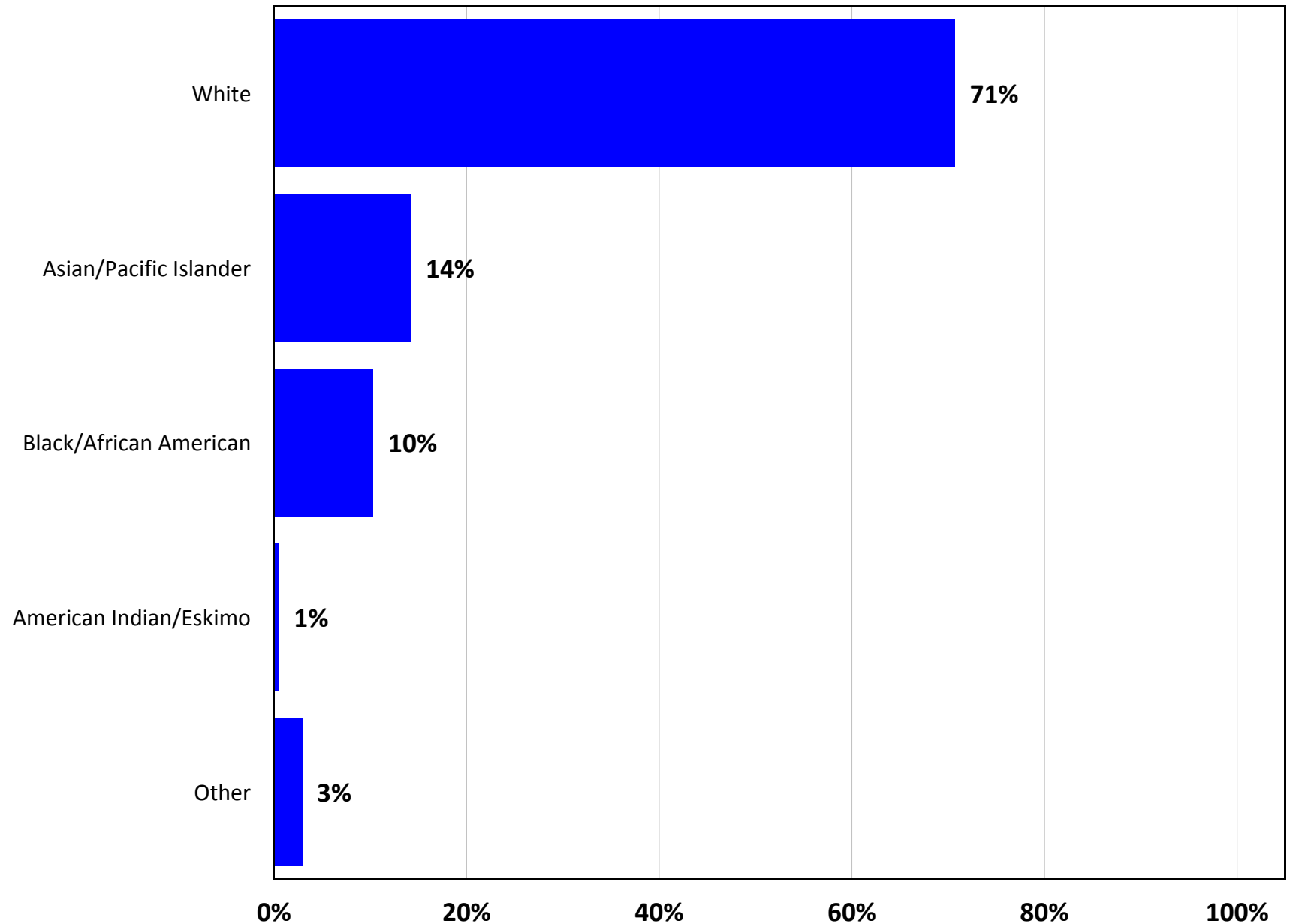
by percentage of respondents with children in the household



Source: ETC Institute (2020)

# Q28. Which of the following best describes your race?

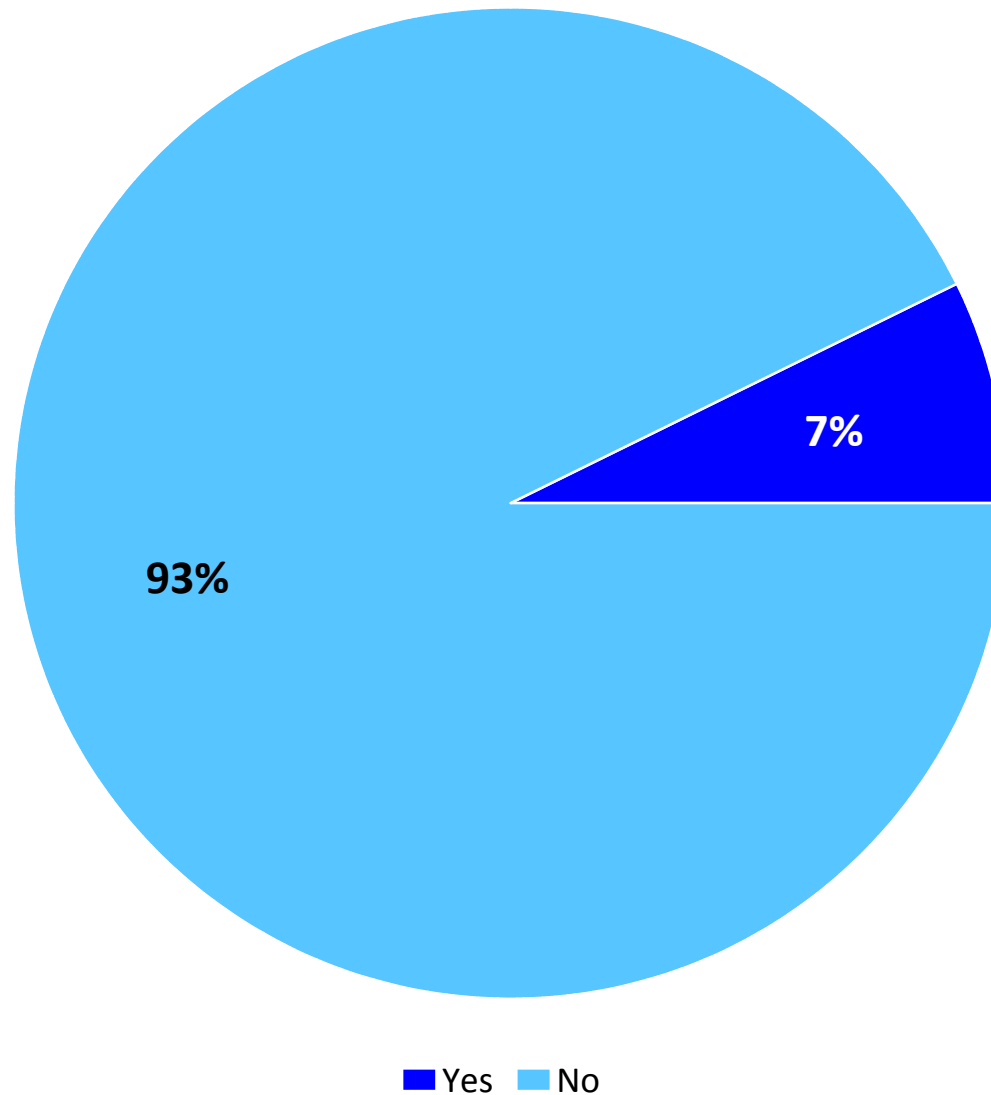
by percentage of respondents



Source: ETC Institute (2020)

# Q29. Do you consider yourself to be Hispanic/Latino?

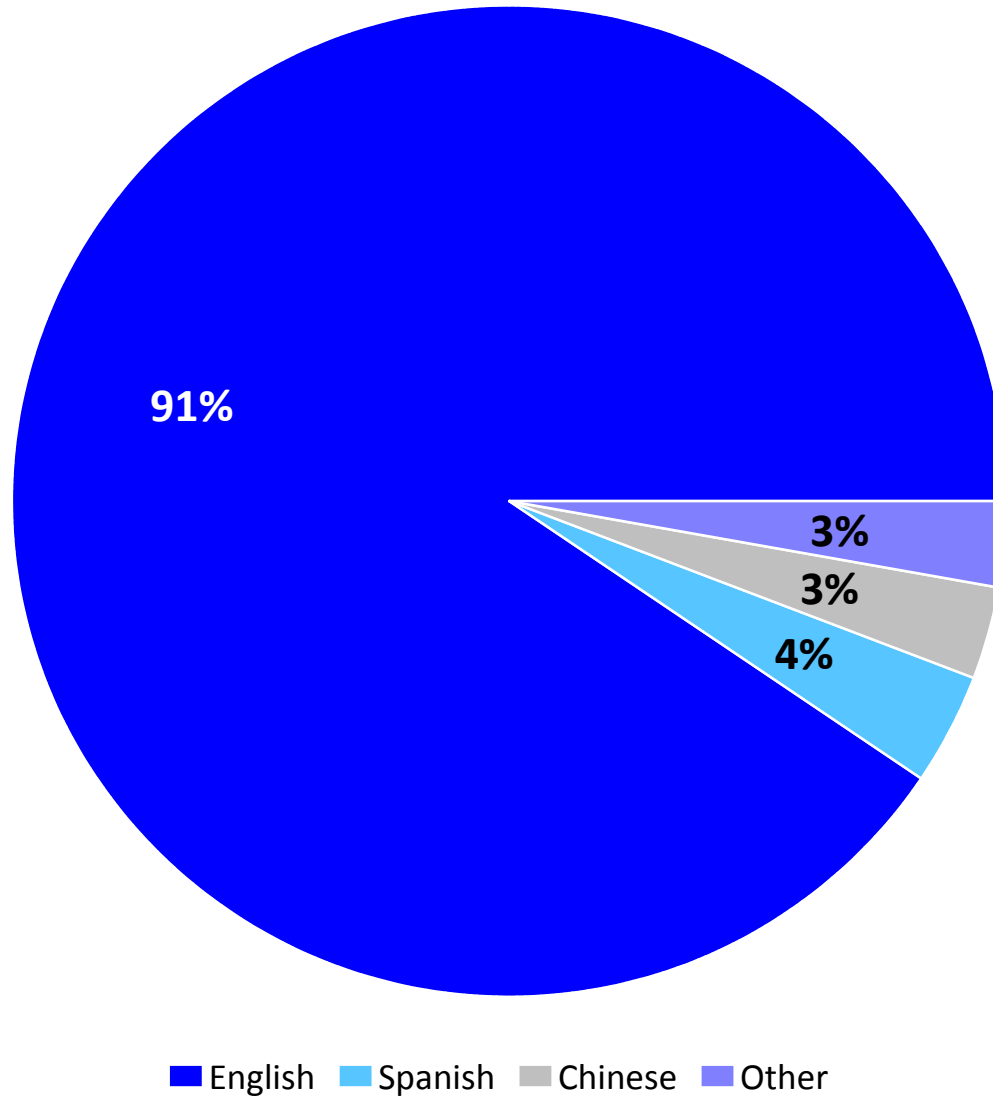
by percentage of respondents



Source: ETC Institute (2020)

# Q30. What is the primary language used in your household?

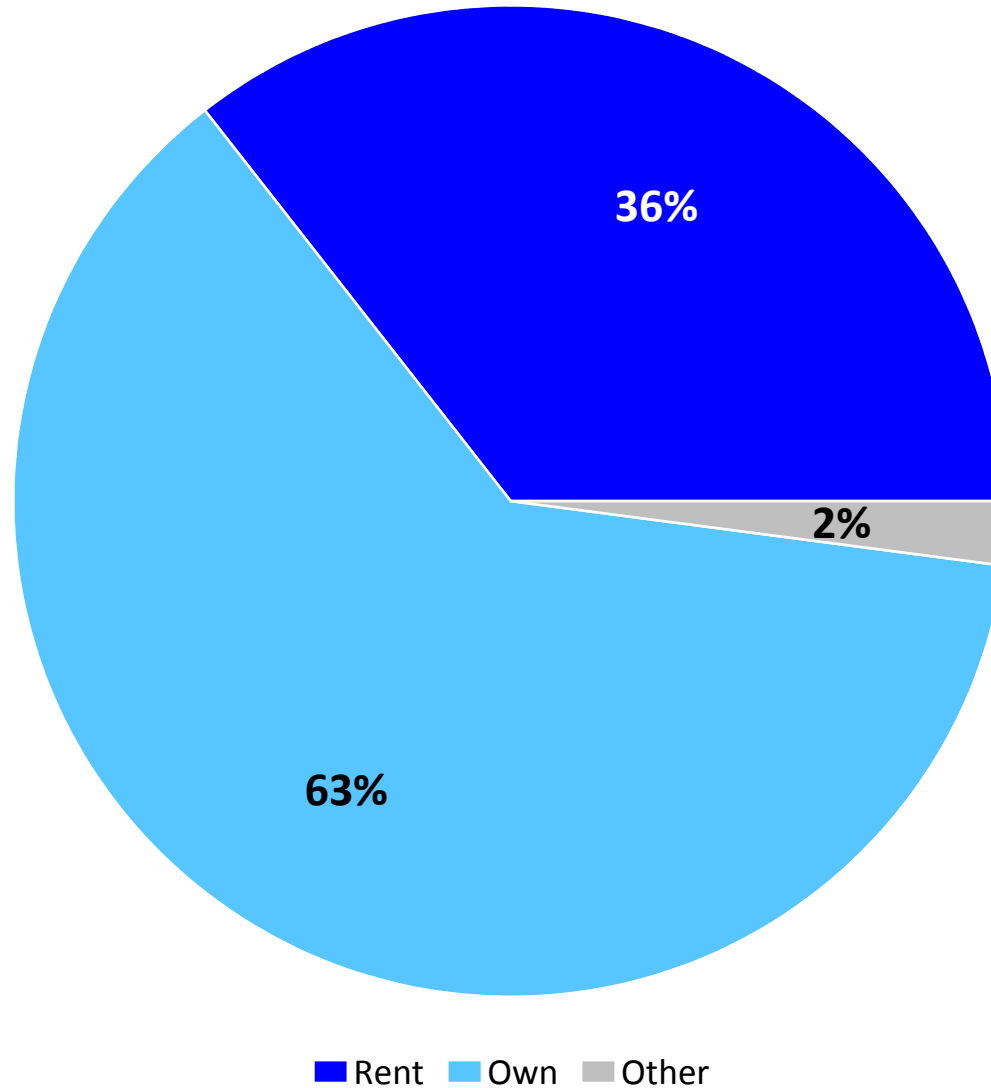
by percentage of respondents



Source: ETC Institute (2020)

# Q31. Do you rent or own your home?

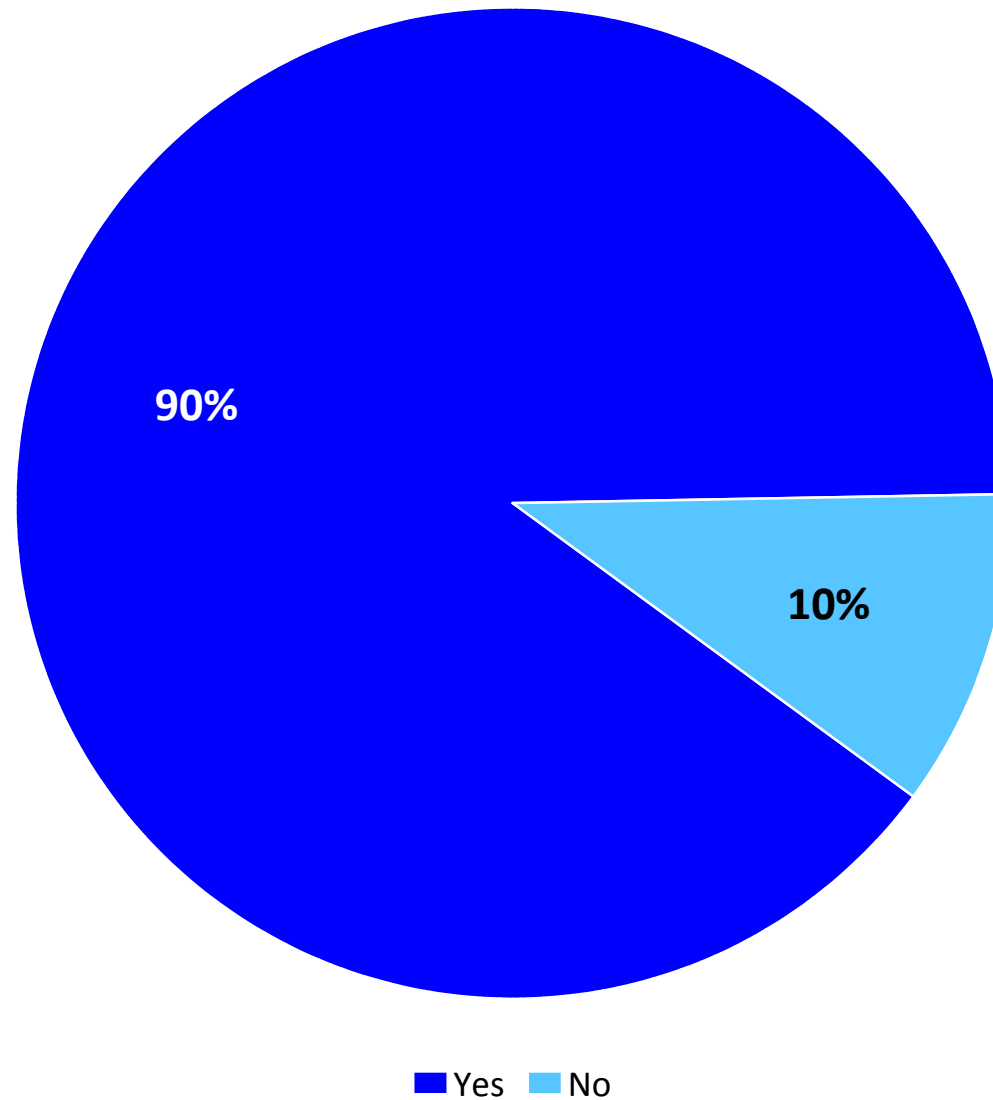
by percentage of respondents



Source: ETC Institute (2020)

## Q32. Do you know your neighbors?

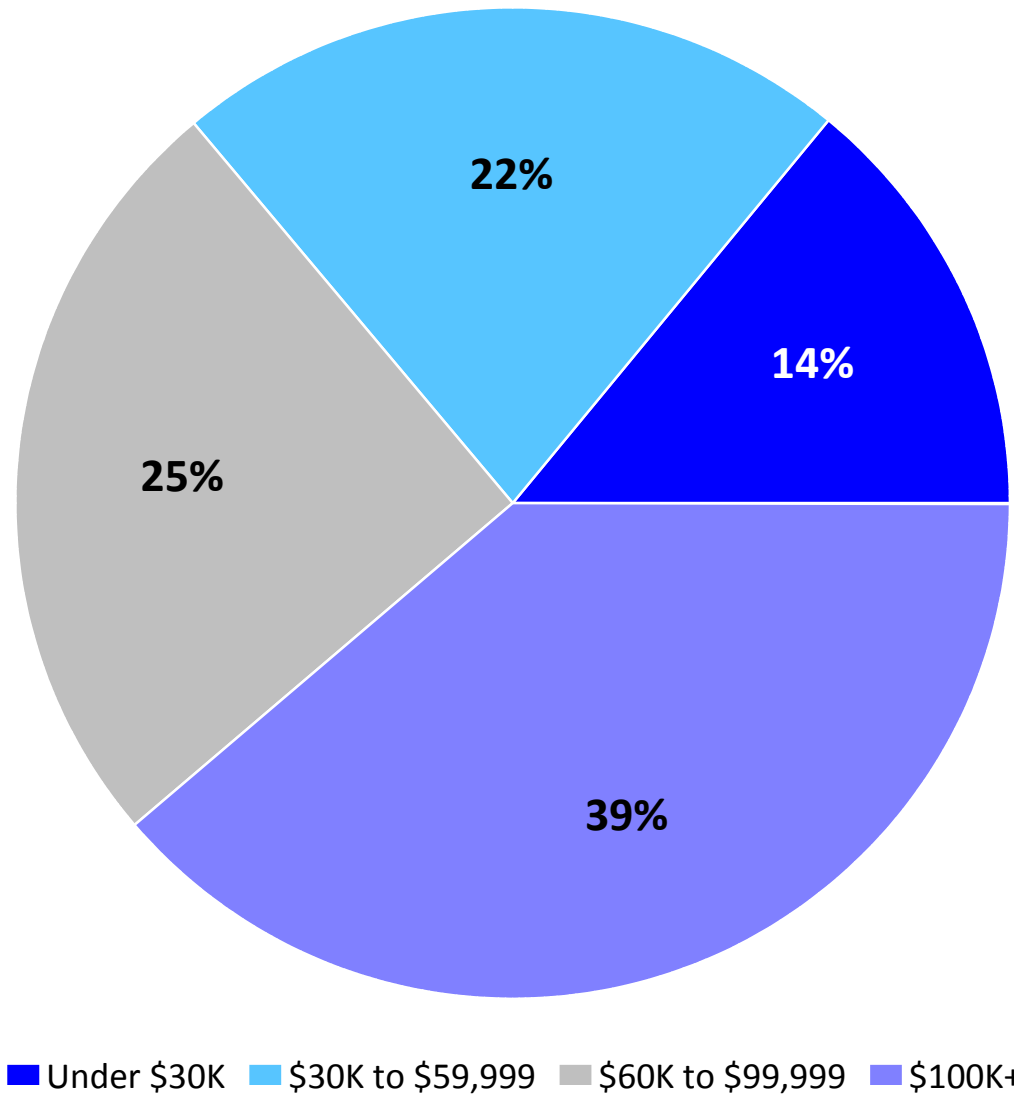
by percentage of respondents



Source: ETC Institute (2020)

# Q33. Would you say your total annual household income is...

by percentage of respondents

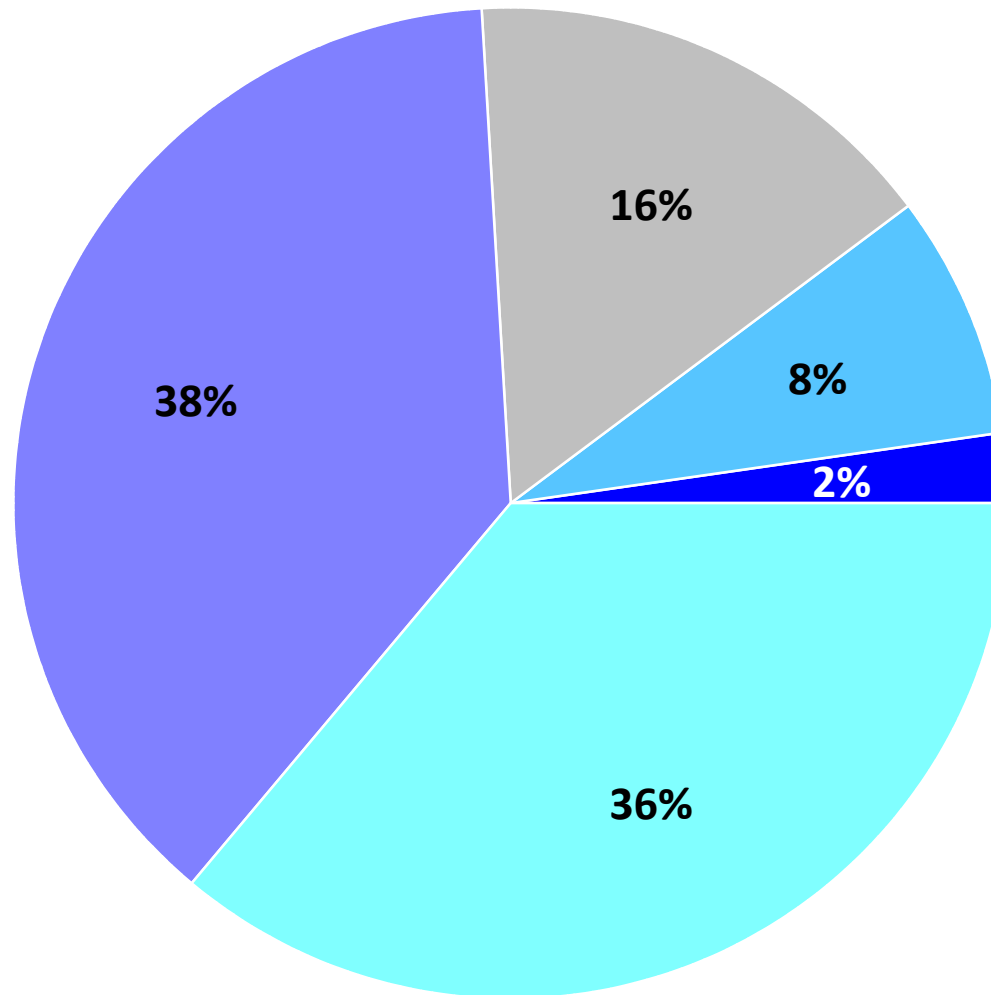


Source: ETC Institute (2020)



# Q34. What is the highest level of education that you have completed?

by percentage of respondents



■ Less than high school ■ High school ■ Some college ■ 4-year college ■ Graduate degree

Source: ETC Institute (2020)

## **Section 2**

# ***Benchmarking Analysis***

---

# ***Benchmarking Summary Report***

## **Town of Chapel Hill 2019-2020 Community Survey**

### **Overview**

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders 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. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2019 to a random sample of residents in the continental 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 summer of 2019. The states included in the Atlantic region are: North Carolina, Virginia, Delaware, Maryland, New Jersey, and Washington D.C.

### **Interpreting the Charts**

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

Satisfaction ratings for Chapel Hill rated above the U.S. average in 32 of the 38 areas (84%) that were assessed. Chapel Hill rated significantly higher (5% or more) in 29 of these areas (76%). Satisfaction ratings for Chapel Hill rated above the Atlantic Regional average in 31 of the 38 areas (82%) that were assessed. Chapel Hill rated significantly higher (5% or more) in 30 of these areas (79%).

# **Benchmarking Data**

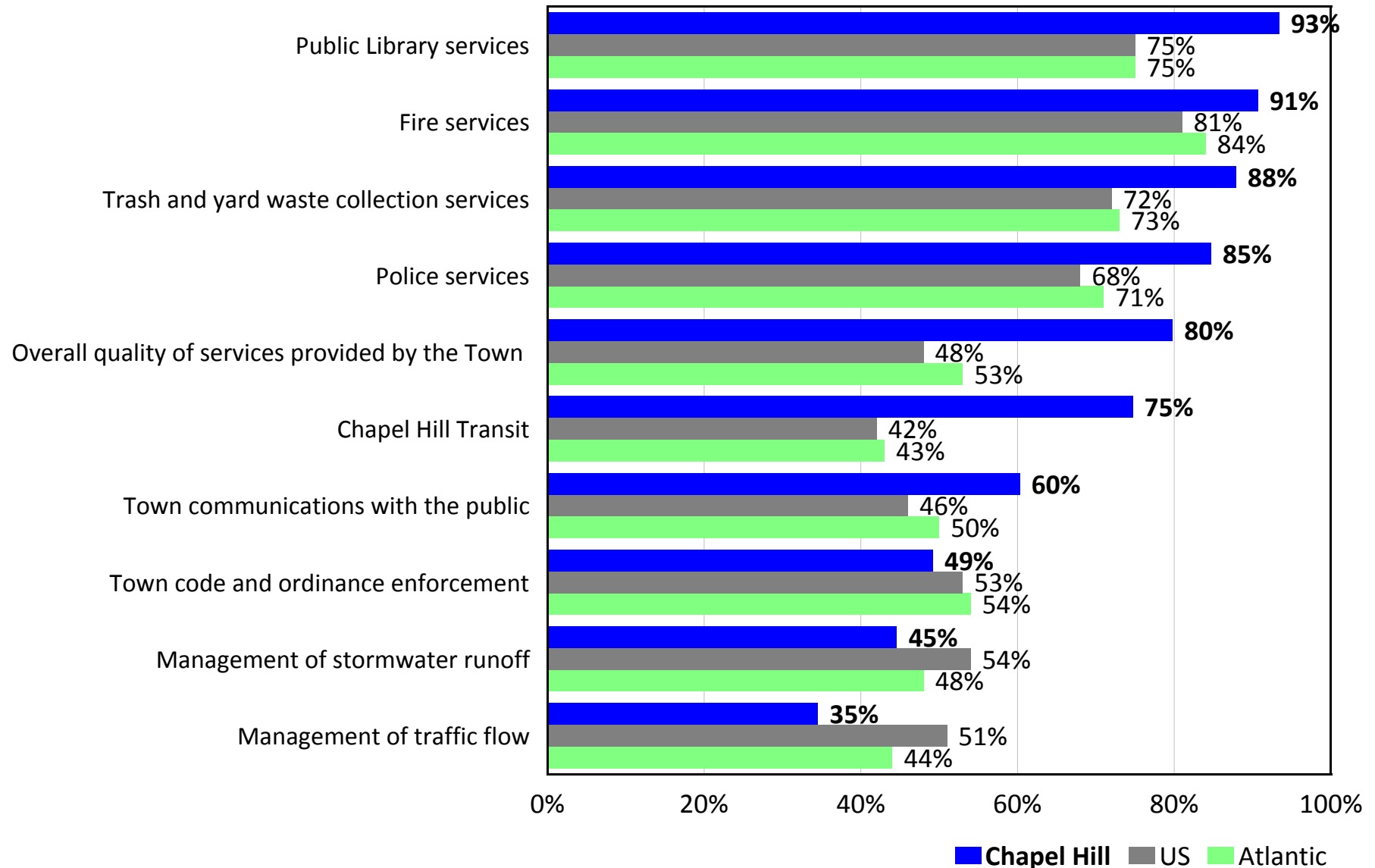
## ***National and Regional Comparisons***

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.

# Q1. Major Categories of Services

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

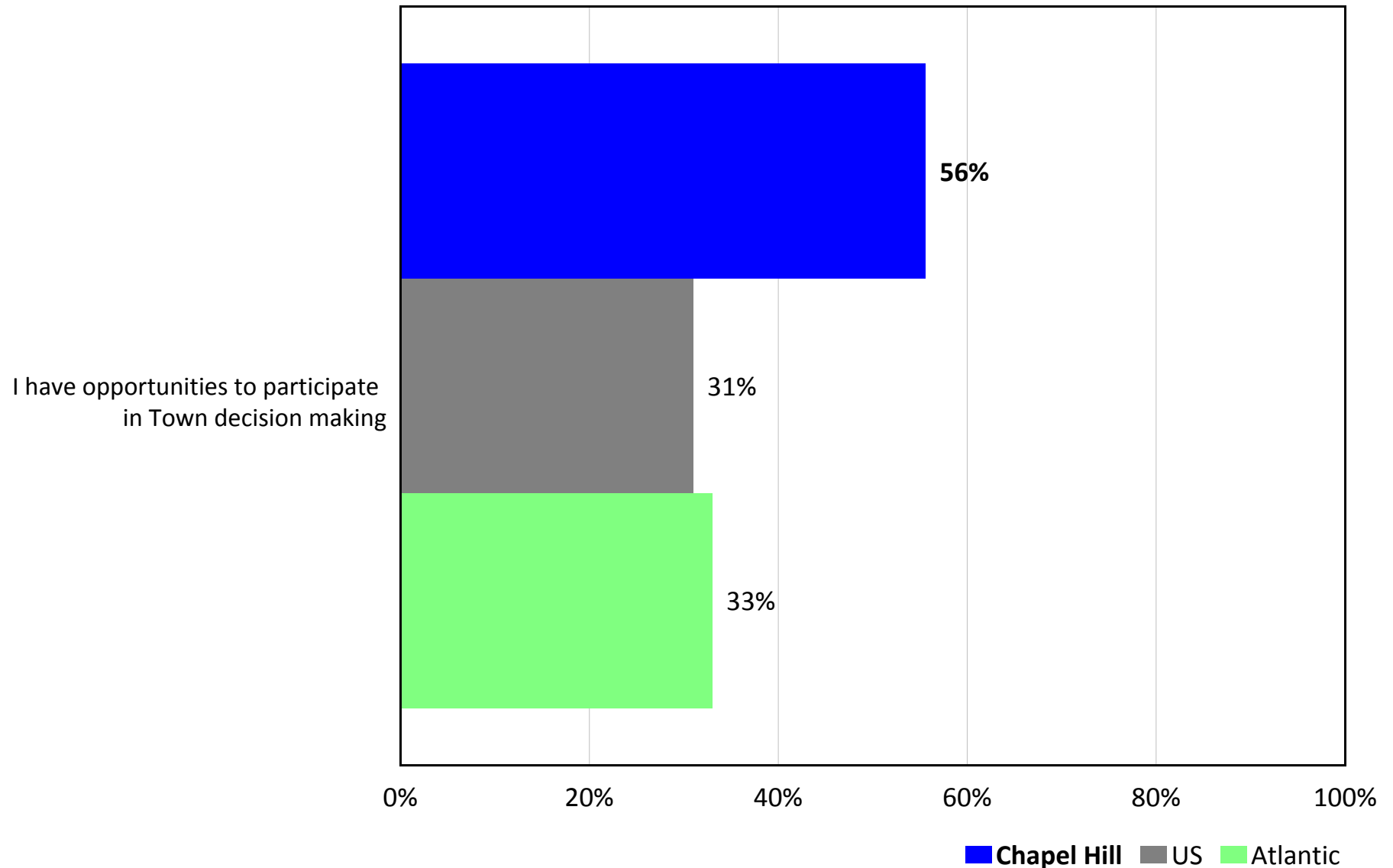


Source: ETC Institute (2020)

# Q4. Perceptions of Town Government

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

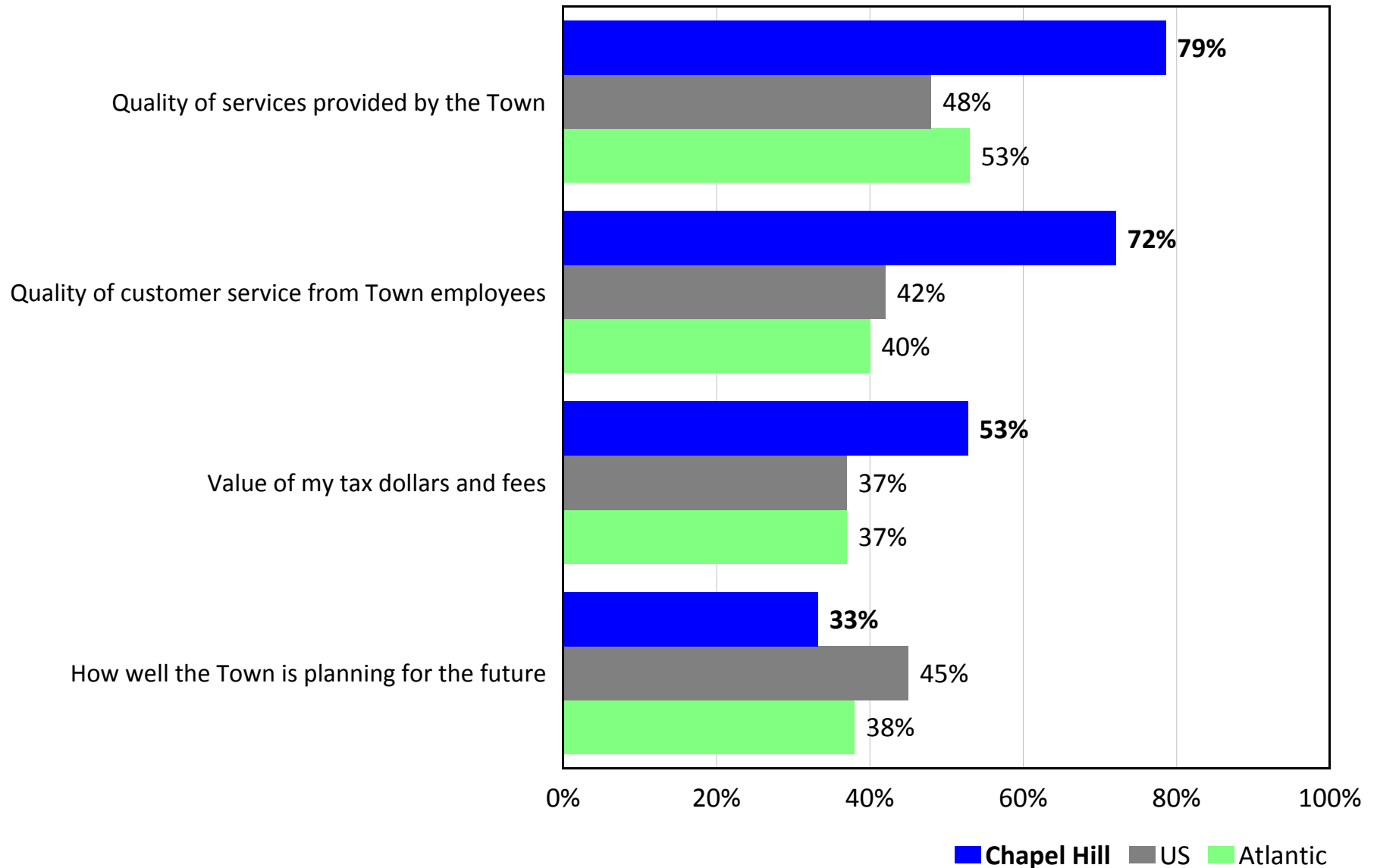


Source: ETC Institute (2020)

# Q6. Value of Town Services

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

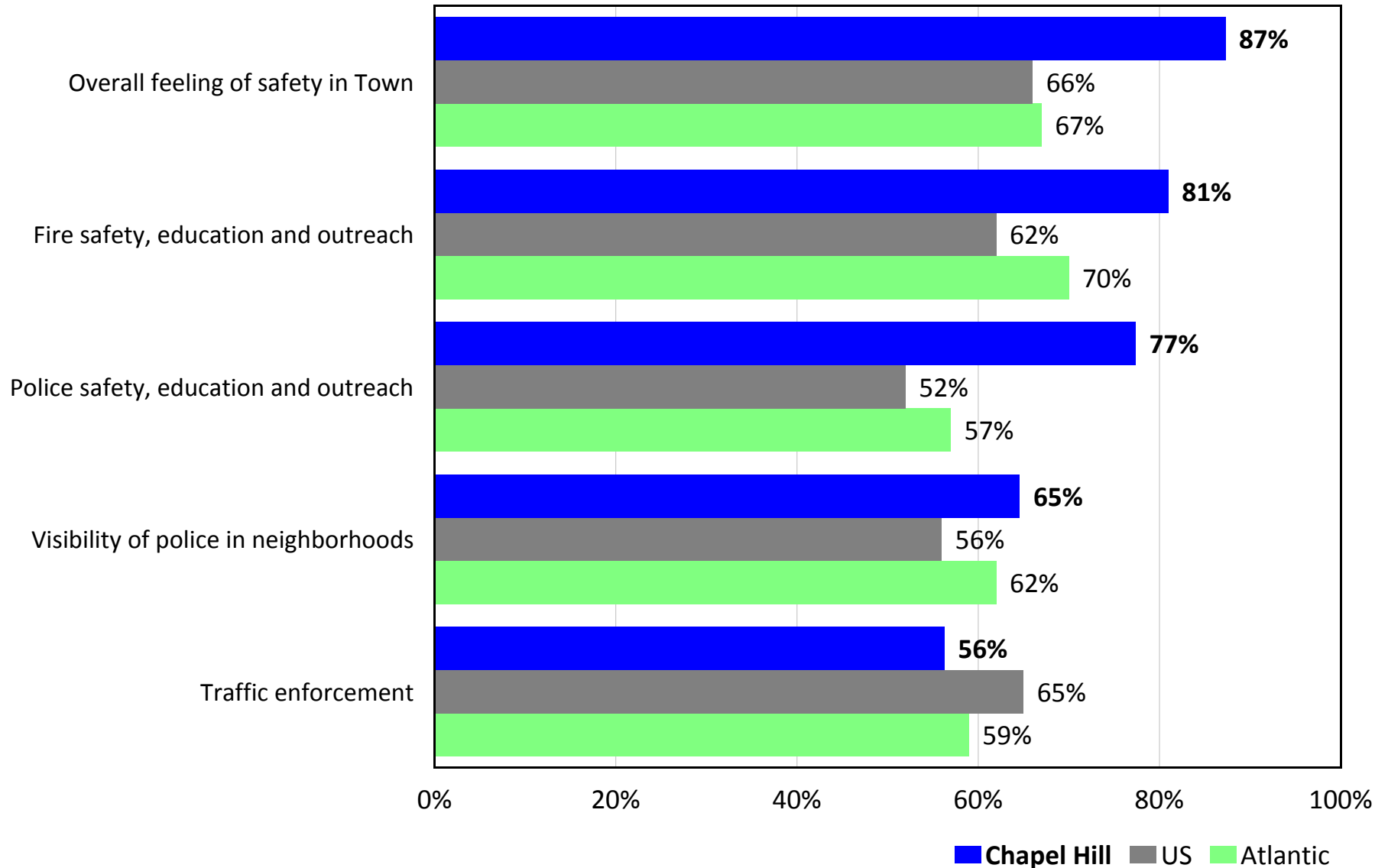


Source: ETC Institute (2020)

# Q7. Public Safety Services

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



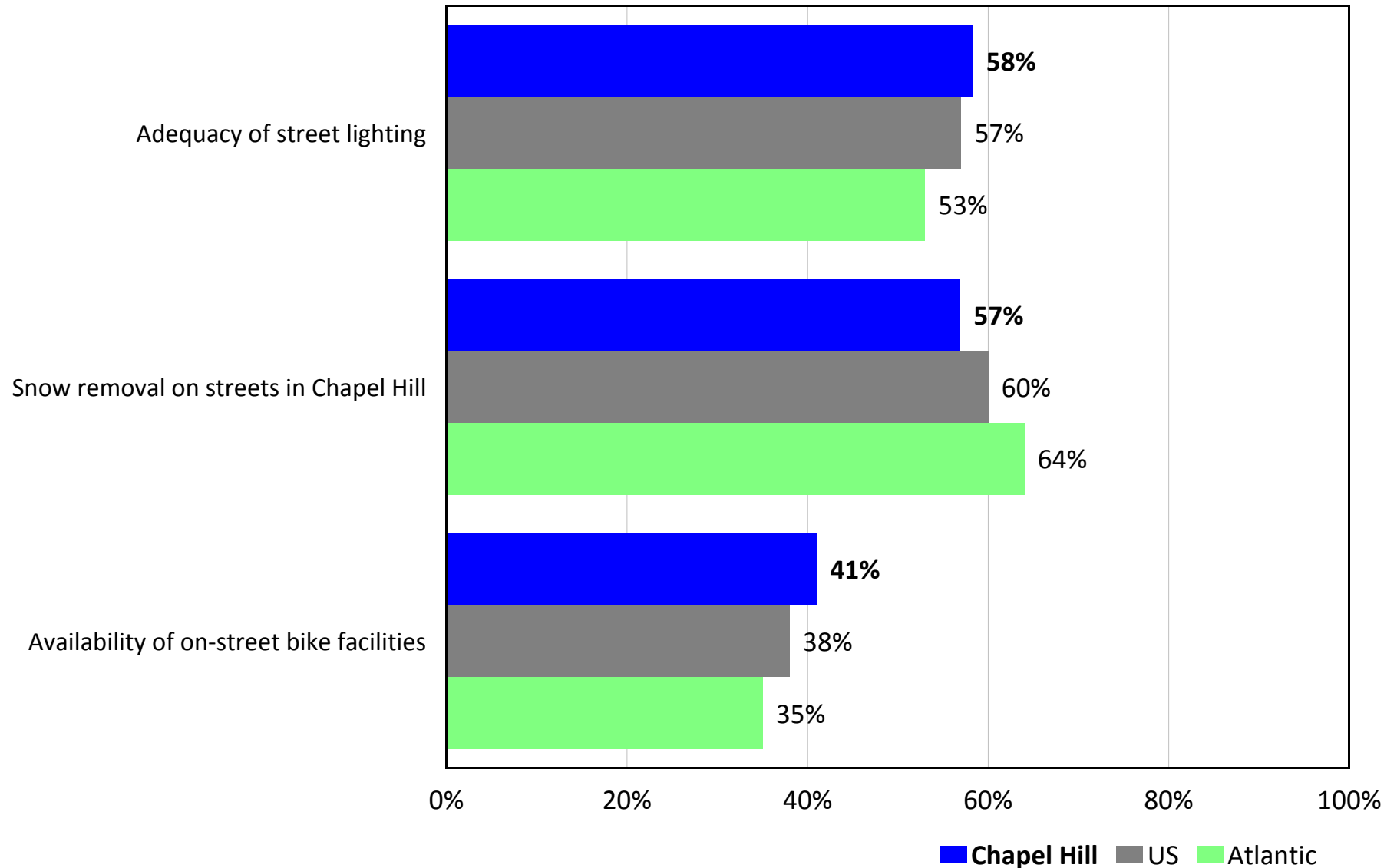
Source: ETC Institute (2020)



# Q9. Transportation and Infrastructure

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

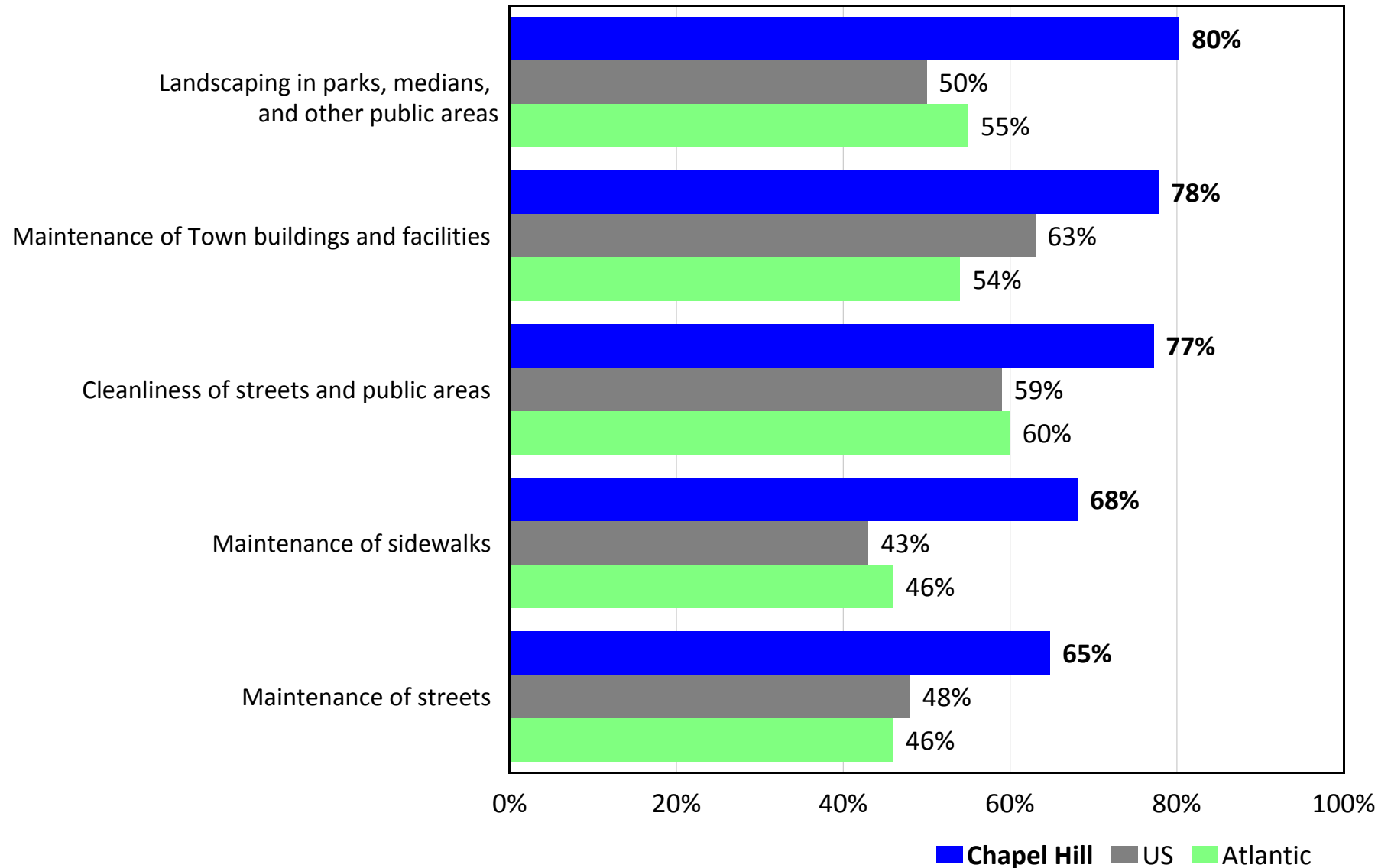


Source: ETC Institute (2020)

# Q12. Public Facilities

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

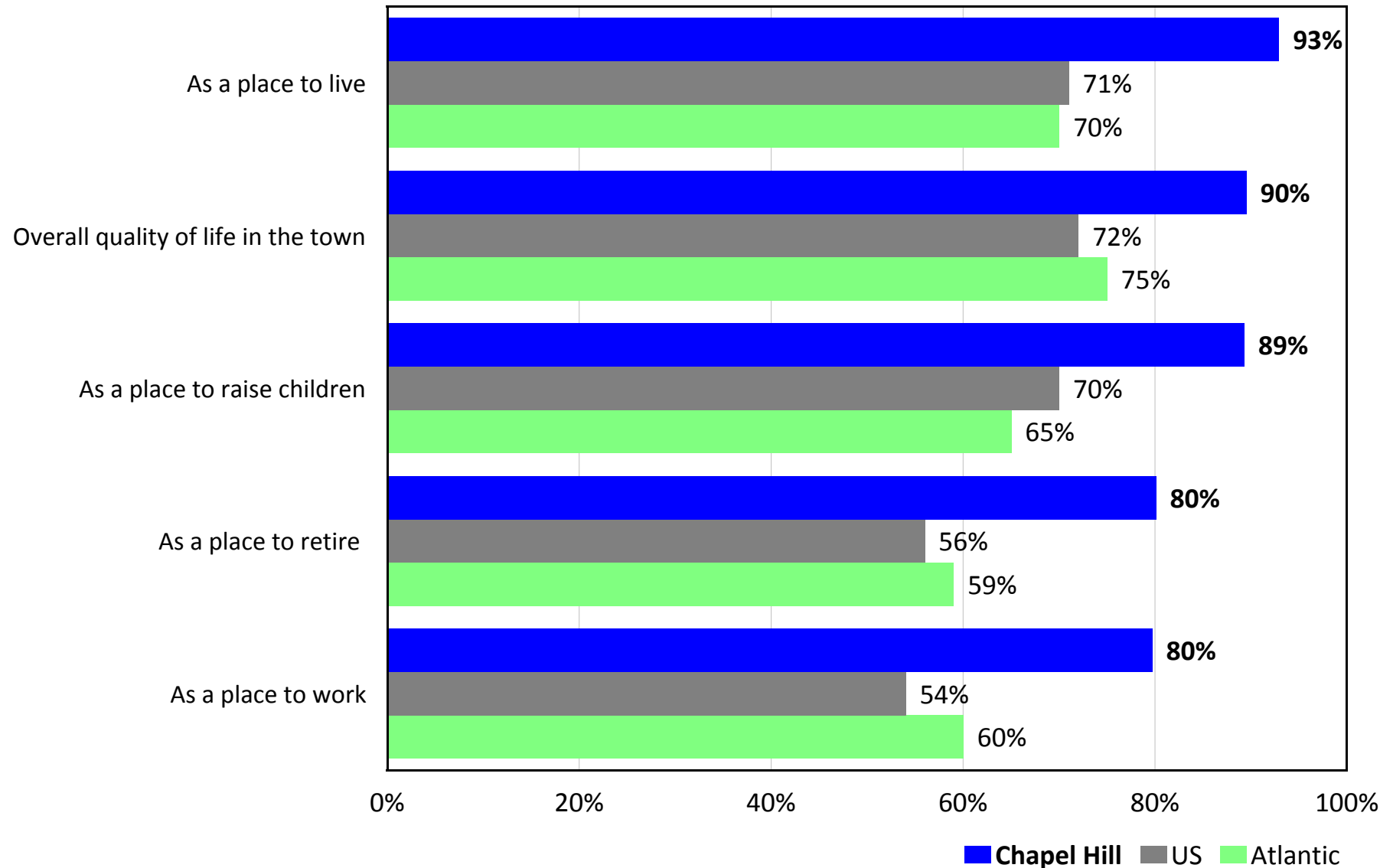


Source: ETC Institute (2020)

# Q17. Quality of Life

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

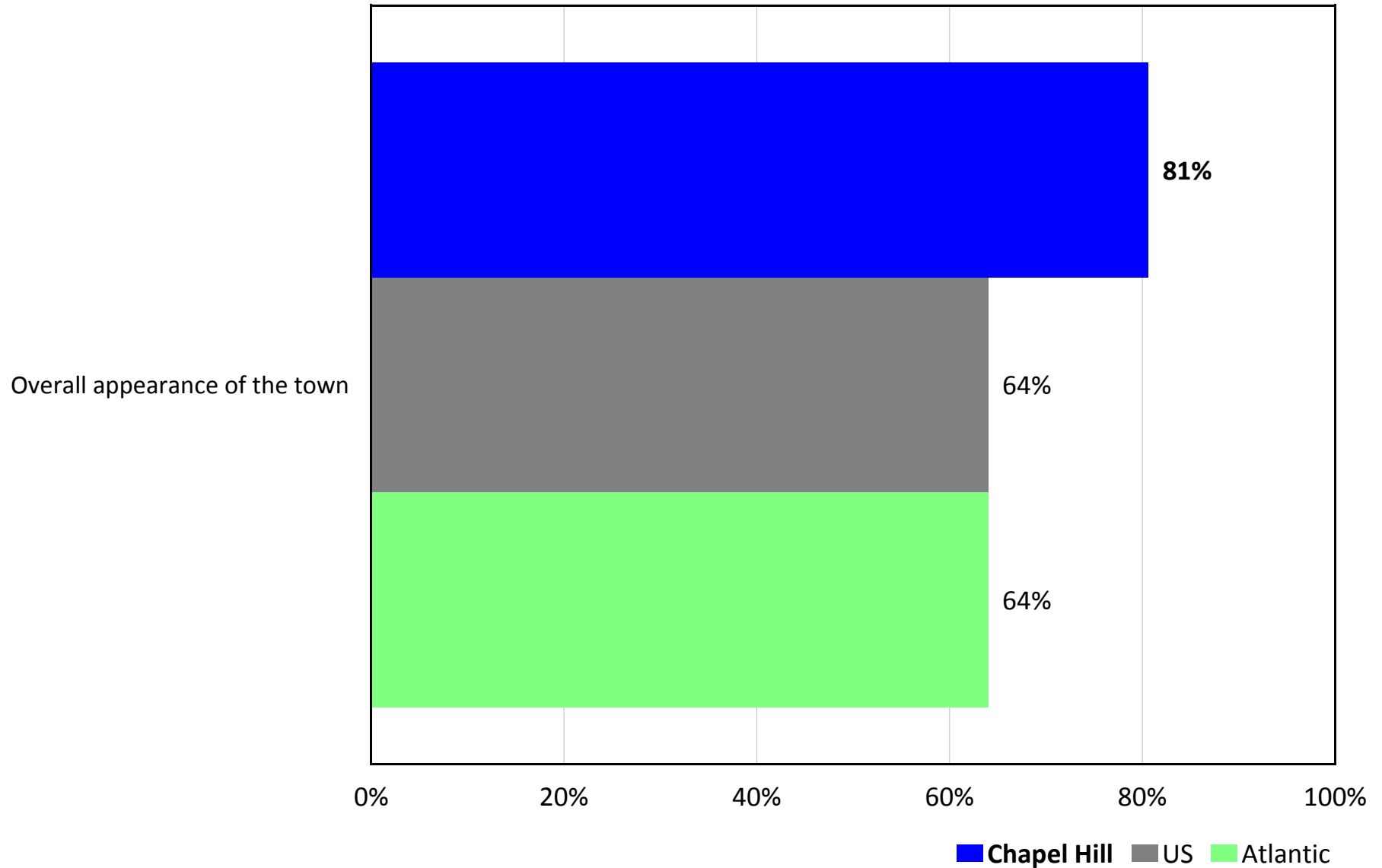


Source: ETC Institute (2020)

# Q18. Perceptions of the Community

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

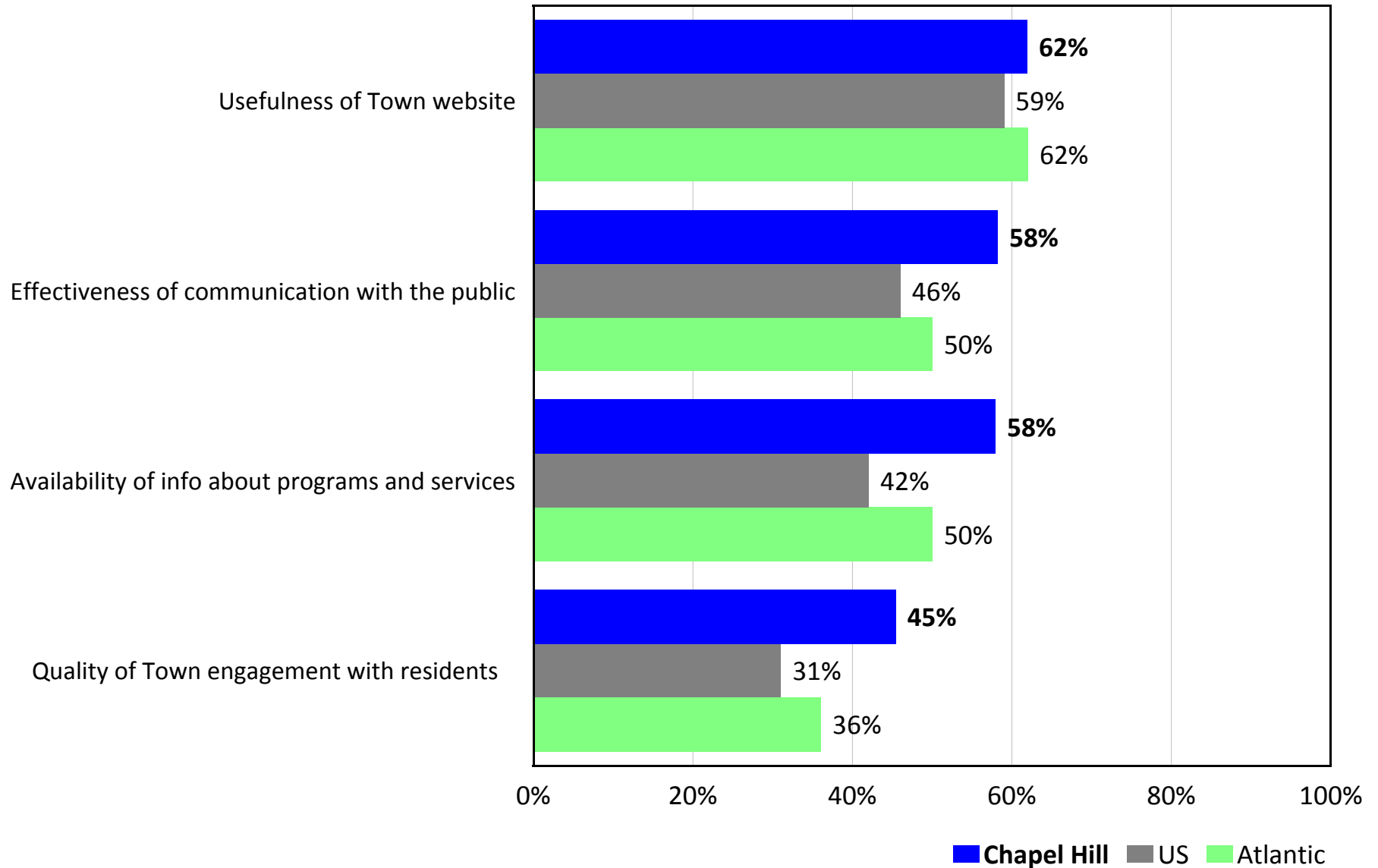


Source: ETC Institute (2020)

# Q22. Town Communication

## Chapel Hill vs. The U.S. vs. The Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2020)

## **Section 3**

# ***Importance-Satisfaction Analysis***

---

# ***Importance-Satisfaction Analysis***

## **Town of Chapel Hill**

### **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.

### **Methodology**

The rating is calculated by summing the percentage of responses for items selected as the most important services for the Town to emphasize. 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=Importance x (1-Satisfaction)].

**Example of the Calculation:** Respondents were asked to identify the major Town services they think are most important for the Town to emphasize. Fifty percent (50%) of respondents selected *the management of traffic flow*, as one of the most important services for the Town to emphasize.

With regard to satisfaction, 34.5% of respondents surveyed rated the Town's overall performance in *the 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 *the 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 50% was multiplied by 65.5% (1-0.345). This calculation yielded an I-S rating of 0.3275 which ranked first out of 14 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate 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 over the next year.

## 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.



## 2019-2020 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
<b>Very High Priority (IS &gt;.20)</b>						
Management of traffic flow	50%	1	35%	14	0.3275	1
Public parking	33%	3	35%	13	0.2158	2
<b>High Priority (IS .10-.20)</b>						
Management of stormwater runoff	21%	6	45%	12	0.1141	3
<b>Medium Priority (IS &lt;.10)</b>						
Town communications with the public	16%	7	60%	9	0.0651	4
Parks, greenways and recreation facilities	35%	2	83%	5	0.0611	5
Chapel Hill Transit	24%	5	75%	7	0.0610	6
Town code and ordinance enforcement	11%	9	49%	10	0.0533	7
Permit and inspections services	10%	10	47%	11	0.0507	8
Police services	25%	4	85%	4	0.0375	9
The overall quality of services provided by the Town	10%	11	80%	6	0.0194	10
Recreation programs	6%	13	71%	8	0.0159	11
Fire services	11%	8	91%	2	0.0100	12
Trash and yard waste collection services	5%	14	88%	3	0.0062	13
Public Library services	8%	12	93%	1	0.0053	14

**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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## 2019-2020 Importance-Satisfaction Rating Chapel Hill, North Carolina Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Traffic enforcement	27%	3	56%	8	0.1167	1
<b>Medium Priority (IS &lt;.10)</b>						
Visibility of police in neighborhoods	23%	4	65%	6	0.0800	2
Safety and security in your neighborhood	27%	2	83%	2	0.0455	3
Overall feeling of safety in Town	33%	1	87%	1	0.0422	4
Professionalism of police personnel toward people	21%	5	81%	3	0.0404	5
Police safety, education and outreach	16%	6	77%	5	0.0355	6
Availability of crime data/police records	5%	8	60%	7	0.0210	7
Fire safety, education and outreach	9%	7	81%	4	0.0169	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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## 2019-2020 Importance-Satisfaction Rating

### Chapel Hill, North Carolina

### Transportation and Infrastructure

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Ease of vehicle travel in Chapel Hill during am and pm peak times	48%	1	26%	16	0.3542	1
Availability of parking downtown	34%	2	30%	15	0.2359	2
<b>High Priority (IS .10-.20)</b>						
Timing of traffic signals	22%	3	47%	10	0.1161	3
<b>Medium Priority (IS &lt;.10)</b>						
Ease of bicycling in Chapel Hill	14%	8	39%	14	0.0851	4
Ease of travel by car in Chapel Hill	15%	6	48%	9	0.0803	5
Availability of sidewalks	17%	5	56%	8	0.0747	6
Ease of use of parking payment options	11%	12	45%	11	0.0623	7
Snow removal on streets in Chapel Hill	14%	7	57%	6	0.0599	8
Ease of use of Chapel Hill Transit	20%	4	71%	2	0.0567	9
Adequacy of street lighting	13%	9	58%	5	0.0530	10
Connectivity of greenways/multi-use paths	12%	11	56%	7	0.0523	11
Availability of on-street bike facilities (lanes, sharrows, green paint)	8%	15	41%	13	0.0496	12
Ease of walking in Chapel Hill	11%	13	65%	4	0.0382	13
Availability of greenways/multi-use paths	12%	10	69%	3	0.0379	14
Ease of vehicle travel in Chapel Hill outside am and pm peak times	9%	14	75%	1	0.0240	15
Availability of bicycle parking	2%	16	43%	12	0.0097	16

**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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## 2019-2020 Importance-Satisfaction Rating Chapel Hill, North Carolina Public Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Maintenance of streets	30%	1	65%	8	0.1060	1
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of sidewalks	21%	2	68%	6	0.0657	2
Access for persons with disabilities to Town facilities and services	12%	6	61%	9	0.0474	3
Maintenance of Downtown Chapel Hill	19%	4	75%	4	0.0469	4
Cleanliness of streets and public areas	20%	3	77%	3	0.0449	5
Access for seniors to Town facilities and services	14%	5	71%	5	0.0389	6
Access for teens to Town facilities and services	6%	9	56%	10	0.0262	7
Access for children to Town facilities and services	7%	8	67%	7	0.0232	8
Landscaping in parks, medians, and other public areas	11%	7	80%	1	0.0223	9
Maintenance of Town buildings and facilities	6%	10	78%	2	0.0122	10

**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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## 2019-2020 Importance-Satisfaction Rating Chapel Hill, North Carolina Housing

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Availability of housing options by price	35%	1	28%	3	0.2542	1
<b>High Priority (IS .10-.20)</b>						
Quality of Town's affordable housing programs	21%	2	28%	2	0.1522	2
<b>Medium Priority (IS &lt;.10)</b>						
Availability of a range of housing types	13%	3	47%	1	0.0672	3

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

**Most Important %:**

The "Most Important" percentage represents the top choice as the most important response for the 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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## 2019-2020 Importance-Satisfaction Rating Chapel Hill, North Carolina Local Economy

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Quality of new development in town	25%	1	27%	4	0.1805	1
<b>Medium Priority (IS &lt;.10)</b>						
Job growth	8%	2	39%	3	0.0513	2
Access to shopping	8%	3	50%	1	0.0418	3
New company growth (incubators, start-ups, entrepreneurs)	7%	4	43%	2	0.0410	4

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

**Most Important %:**

The "Most Important" percentage represents the top choice as the most important response for the 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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## 2019-2020 Importance-Satisfaction Rating Chapel Hill, North Carolina Town Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Availability of information about Town programs and services	26%	2	58%	5	0.1082	1
Quality of transparent, trusted and accurate Town communication	23%	3	56%	6	0.1035	2
<b>Medium Priority (IS &lt;.10)</b>						
Quality of Town engagement with residents	17%	5	45%	8	0.0917	3
Overall effectiveness of Town communication with the public	17%	6	58%	4	0.0694	4
Usefulness of Town website	17%	4	62%	3	0.0644	5
Access to timely emergency information	27%	1	78%	1	0.0588	6
Town information in alternative languages or formats, as requested	5%	8	50%	7	0.0268	7
Quality of Chapel Hill eNews (weekly email newsletter)	5%	7	69%	2	0.0163	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*

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**Q1. Major Categories of Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Police services	45.0%	26.9%	9.1%	2.6%	1.2%	15.1%
Q1-2. Fire services	46.9%	19.5%	5.8%	0.5%	0.5%	26.9%
Q1-3. Parks, greenways & recreation facilities	36.8%	40.9%	8.9%	5.0%	2.4%	6.0%
Q1-4. Recreation programs	21.6%	27.4%	17.5%	1.4%	1.0%	31.0%
Q1-5. Public library services	63.7%	21.2%	4.8%	1.0%	0.2%	9.1%
Q1-6. Chapel Hill Transit	30.8%	28.6%	10.6%	7.0%	2.6%	20.4%
Q1-7. Town code & ordinance enforcement	12.7%	17.3%	19.7%	6.5%	4.8%	38.9%
Q1-8. Town communications with the public	26.2%	27.2%	22.4%	8.4%	4.3%	11.5%
Q1-9. Management of traffic flow	8.9%	23.8%	24.8%	23.8%	13.5%	5.3%
Q1-10. Management of stormwater runoff	14.7%	21.6%	20.2%	16.1%	8.7%	18.8%
Q1-11. Trash & yard waste collection services	48.3%	33.7%	8.4%	2.4%	0.5%	6.7%
Q1-12. Permit & inspections services	13.0%	15.1%	19.7%	7.2%	4.6%	40.4%
Q1-13. Public parking	10.8%	22.6%	25.5%	23.1%	12.5%	5.5%
Q1-14. Overall quality of services provided by Town	27.6%	49.5%	13.5%	4.6%	1.4%	3.4%

**WITHOUT "DON'T KNOW"****Q1. Major Categories of Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	53.0%	31.7%	10.8%	3.1%	1.4%
Q1-2. Fire services	64.1%	26.6%	7.9%	0.7%	0.7%
Q1-3. Parks, greenways & recreation facilities	39.1%	43.5%	9.5%	5.4%	2.6%
Q1-4. Recreation programs	31.4%	39.7%	25.4%	2.1%	1.4%
Q1-5. Public library services	70.1%	23.3%	5.3%	1.1%	0.3%
Q1-6. Chapel Hill Transit	38.7%	36.0%	13.3%	8.8%	3.3%
Q1-7. Town code & ordinance enforcement	20.9%	28.3%	32.3%	10.6%	7.9%
Q1-8. Town communications with the public	29.6%	30.7%	25.3%	9.5%	4.9%
Q1-9. Management of traffic flow	9.4%	25.1%	26.1%	25.1%	14.2%
Q1-10. Management of stormwater runoff	18.0%	26.6%	24.9%	19.8%	10.7%
Q1-11. Trash & yard waste collection services	51.8%	36.1%	9.0%	2.6%	0.5%
Q1-12. Permit & inspections services	21.8%	25.4%	33.1%	12.1%	7.7%
Q1-13. Public parking	11.5%	23.9%	27.0%	24.4%	13.2%
Q1-14. Overall quality of services provided by Town	28.6%	51.2%	13.9%	4.7%	1.5%

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

Q2. Top choice	Number	Percent
Police services	63	15.1 %
Fire services	4	1.0 %
Parks, greenways & recreation facilities	38	9.1 %
Recreation programs	4	1.0 %
Public library services	7	1.7 %
Chapel Hill Transit	39	9.4 %
Town code & ordinance enforcement	16	3.8 %
Town communications with the public	15	3.6 %
Management of traffic flow	112	26.9 %
Management of stormwater runoff	21	5.0 %
Trash & yard waste collection services	7	1.7 %
Permit & inspections services	8	1.9 %
Public parking	40	9.6 %
Overall quality of services provided by Town	13	3.1 %
None chosen	29	7.0 %
Total	416	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
Police services	19	4.6 %
Fire services	30	7.2 %
Parks, greenways & recreation facilities	51	12.3 %
Recreation programs	6	1.4 %
Public library services	9	2.2 %
Chapel Hill Transit	27	6.5 %
Town code & ordinance enforcement	13	3.1 %
Town communications with the public	26	6.3 %
Management of traffic flow	61	14.7 %
Management of stormwater runoff	42	10.1 %
Trash & yard waste collection services	5	1.2 %
Permit & inspections services	18	4.3 %
Public parking	58	13.9 %
Overall quality of services provided by Town	10	2.4 %
None chosen	41	9.9 %
Total	416	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
Police services	20	4.8 %
Fire services	11	2.6 %
Parks, greenways & recreation facilities	57	13.7 %
Recreation programs	13	3.1 %
Public library services	17	4.1 %
Chapel Hill Transit	34	8.2 %
Town code & ordinance enforcement	15	3.6 %
Town communications with the public	27	6.5 %
Management of traffic flow	35	8.4 %
Management of stormwater runoff	23	5.5 %
Trash & yard waste collection services	9	2.2 %
Permit & inspections services	14	3.4 %
Public parking	41	9.9 %
Overall quality of services provided by Town	17	4.1 %
None chosen	83	20.0 %
Total	416	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
Police services	102	24.5 %
Fire services	45	10.8 %
Parks, greenways & recreation facilities	146	35.1 %
Recreation programs	23	5.5 %
Public library services	33	7.9 %
Chapel Hill Transit	100	24.0 %
Town code & ordinance enforcement	44	10.6 %
Town communications with the public	68	16.3 %
Management of traffic flow	208	50.0 %
Management of stormwater runoff	86	20.7 %
Trash & yard waste collection services	21	5.0 %
Permit & inspections services	40	9.6 %
Public parking	139	33.4 %
Overall quality of services provided by Town	40	9.6 %
None chosen	29	7.0 %
Total	1124	

**Q3. Usage of Town Services and Facilities. What services and facilities provided by the Town of Chapel Hill do you or other members of your household use?**

Q3. What Town services & facilities do you use	Number	Percent
Fire services	141	33.9 %
Chapel Hill Public Library	332	79.8 %
Parks	315	75.7 %
Recreation programs	112	26.9 %
Greenways	279	67.1 %
Town athletic fields	108	26.0 %
Chapel Hill eNews	165	39.7 %
Police services	190	45.7 %
Trash & yard waste services	359	86.3 %
The Corner Teen Center	2	0.5 %
Council meetings	60	14.4 %
Town swimming pools	85	20.4 %
Town website	200	48.1 %
Downtown parking	323	77.6 %
Electric charging stations	23	5.5 %
Chapel Hill Transit	205	49.3 %
Art, history, & cultural programs	129	31.0 %
Outdoor festivals & special events	200	48.1 %
Public information meetings	56	13.5 %
Chapel Hill Open Data	25	6.0 %
Community Centers	108	26.0 %
Permits & inspections	110	26.4 %
Other	5	1.2 %
Total	3532	

**Q3-23. Other**

Q3-23. Other	Number	Percent
EASY RIDER	1	20.0 %
1ST AID/CPR CLASSES WITH OLR	1	20.0 %
CHILDREN'S EVENTS	1	20.0 %
HIKING TRAILS AND SIDEWALKS THROUGH NEIGHBORHOODS	1	20.0 %
I ride a bike around town often, and use the bikeways	1	20.0 %
Total	5	100.0 %

**Q4. Perceptions of Town Government. Rate your satisfaction using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."**

(N=416)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q4-1. Town is responsive to the needs of its residents	19.0%	41.3%	19.7%	8.7%	2.9%	8.4%
Q4-2. I have opportunities to participate in Town decision making	15.4%	31.0%	26.2%	6.5%	4.3%	16.6%
Q4-3. I have a good understanding of the services provided by Town	16.6%	41.3%	27.4%	8.2%	0.7%	5.8%
Q4-4. Town is prioritizing policy & decision making to address climate change	6.5%	19.0%	23.8%	11.1%	4.8%	34.9%

**WITHOUT "DON'T KNOW"**

**Q4. Perceptions of Town Government. Rate your satisfaction using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")**

(N=416)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q4-1. Town is responsive to the needs of its residents	20.7%	45.1%	21.5%	9.4%	3.1%
Q4-2. I have opportunities to participate in Town decision making	18.4%	37.2%	31.4%	7.8%	5.2%
Q4-3. I have a good understanding of the services provided by Town	17.6%	43.9%	29.1%	8.7%	0.8%
Q4-4. Town is prioritizing policy & decision making to address climate change	10.0%	29.2%	36.5%	17.0%	7.4%

**Q5. Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods?**

Q5. Have you provided input to Town within past two years	Number	Percent
Yes	191	45.9 %
No	219	52.6 %
Not provided	6	1.4 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q5. Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods? (without "not provided")**

Q5. Have you provided input to Town within past two years	Number	Percent
Yes	191	46.6 %
No	219	53.4 %
Total	410	100.0 %

**Q6. Value of Town Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of services provided by Town	29.1%	46.6%	15.4%	3.8%	1.4%	3.6%
Q6-2. Overall quality of customer service from Town employees	25.0%	32.9%	16.3%	4.1%	1.9%	19.7%
Q6-3. Value of my tax dollars & fees	15.9%	33.7%	23.6%	13.9%	6.7%	6.3%
Q6-4. How well Town is planning for the future	7.7%	20.0%	24.8%	19.7%	11.1%	16.8%

**WITHOUT "DON'T KNOW"**

**Q6. Value of Town Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of services provided by Town	30.2%	48.4%	16.0%	4.0%	1.5%
Q6-2. Overall quality of customer service from Town employees	31.1%	41.0%	20.4%	5.1%	2.4%
Q6-3. Value of my tax dollars & fees	16.9%	35.9%	25.1%	14.9%	7.2%
Q6-4. How well Town is planning for the future	9.2%	24.0%	29.8%	23.7%	13.3%



**Q7. Public Safety Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall feeling of safety in Town	39.9%	45.7%	7.2%	4.3%	1.0%	1.9%
Q7-2. Fire safety, education & outreach	32.5%	30.3%	13.7%	0.2%	0.7%	22.6%
Q7-3. Police safety, education & outreach	29.8%	33.4%	15.9%	1.2%	1.4%	18.3%
Q7-4. Professionalism of police personnel toward people	36.5%	29.3%	9.6%	4.3%	1.4%	18.8%
Q7-5. Visibility of police in neighborhoods	23.1%	34.9%	21.6%	7.5%	2.6%	10.3%
Q7-6. Traffic enforcement	15.6%	36.1%	24.5%	10.3%	5.3%	8.2%
Q7-7. Safety & security in your neighborhood	40.4%	40.4%	11.1%	4.1%	1.2%	2.9%
Q7-8. Availability of crime data/police records	12.3%	19.5%	14.7%	4.3%	1.9%	47.4%

**WITHOUT "DON'T KNOW"****Q7. Public Safety Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall feeling of safety in Town	40.7%	46.6%	7.4%	4.4%	1.0%
Q7-2. Fire safety, education & outreach	41.9%	39.1%	17.7%	0.3%	0.9%
Q7-3. Police safety, education & outreach	36.5%	40.9%	19.4%	1.5%	1.8%
Q7-4. Professionalism of police personnel toward people	45.0%	36.1%	11.8%	5.3%	1.8%
Q7-5. Visibility of police in neighborhoods	25.7%	38.9%	24.1%	8.3%	2.9%
Q7-6. Traffic enforcement	17.0%	39.3%	26.7%	11.3%	5.8%
Q7-7. Safety & security in your neighborhood	41.6%	41.6%	11.4%	4.2%	1.2%
Q7-8. Availability of crime data/police records	23.3%	37.0%	27.9%	8.2%	3.7%

**Q8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders?**

Q8. Top choice	Number	Percent
Overall feeling of safety in Town	97	23.3 %
Fire safety, education & outreach	12	2.9 %
Police safety, education & outreach	24	5.8 %
Professionalism of police personnel toward people	44	10.6 %
Visibility of police in neighborhoods	45	10.8 %
Traffic enforcement	69	16.6 %
Safety & security in your neighborhood	53	12.7 %
Availability of crime data/police records	8	1.9 %
None chosen	64	15.4 %
Total	416	100.0 %

**Q8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders?**

Q8. 2nd choice	Number	Percent
Overall feeling of safety in Town	41	9.9 %
Fire safety, education & outreach	25	6.0 %
Police safety, education & outreach	41	9.9 %
Professionalism of police personnel toward people	45	10.8 %
Visibility of police in neighborhoods	49	11.8 %
Traffic enforcement	42	10.1 %
Safety & security in your neighborhood	60	14.4 %
Availability of crime data/police records	14	3.4 %
None chosen	99	23.8 %
Total	416	100.0 %

**Q8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders? (top 2)**

Q8. Sum of top 2 choices	Number	Percent
Overall feeling of safety in Town	138	33.2 %
Fire safety, education & outreach	37	8.9 %
Police safety, education & outreach	65	15.6 %
Professionalism of police personnel toward people	89	21.4 %
Visibility of police in neighborhoods	94	22.6 %
Traffic enforcement	111	26.7 %
Safety & security in your neighborhood	113	27.2 %
Availability of crime data/police records	22	5.3 %
None chosen	64	15.4 %
Total	733	

**Q9. Transportation and Infrastructure. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of use of Chapel Hill Transit	26.2%	27.4%	13.5%	5.3%	2.9%	24.8%
Q9-2. Snow removal on streets in Chapel Hill	15.4%	35.6%	23.1%	10.8%	4.8%	10.3%
Q9-3. Availability of parking Downtown	7.5%	20.7%	24.0%	26.7%	15.6%	5.5%
Q9-4. Ease of use of parking payment options	12.0%	29.1%	23.1%	15.9%	11.5%	8.4%
Q9-5. Ease of travel by car in Chapel Hill	10.8%	35.1%	23.3%	21.4%	6.0%	3.4%
Q9-6. Ease of walking in Chapel Hill	24.3%	37.3%	20.2%	10.3%	3.1%	4.8%
Q9-7. Ease of bicycling in Chapel Hill	9.1%	17.3%	20.4%	15.1%	6.3%	31.7%
Q9-8. Availability of sidewalks	13.9%	39.4%	19.7%	16.3%	5.3%	5.3%
Q9-9. Availability of greenways/multi-use paths	22.8%	36.8%	15.6%	8.4%	2.9%	13.5%
Q9-10. Connectivity of greenways/multi-use paths	15.9%	29.6%	17.1%	12.7%	5.3%	19.5%
Q9-11. Availability of on-street bike facilities (lanes, sharrows, green paint)	8.2%	20.4%	20.7%	13.5%	7.0%	30.3%
Q9-12. Availability of bicycle parking	7.5%	15.4%	22.8%	5.5%	1.7%	47.1%
Q9-13. Adequacy of street lighting	13.9%	40.6%	21.2%	14.4%	3.4%	6.5%

**Q9. Transportation and Infrastructure. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-14. Timing of traffic signals	9.6%	34.9%	23.1%	19.0%	8.2%	5.3%
Q9-15. Ease of vehicle travel in Chapel Hill during am & pm peak times	3.4%	21.4%	19.5%	30.5%	20.9%	4.3%
Q9-16. Ease of vehicle travel in Chapel Hill outside am & pm peak times	26.4%	45.4%	15.1%	6.7%	2.6%	3.6%

**WITHOUT "DON'T KNOW"****Q9. Transportation and Infrastructure. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of use of Chapel Hill Transit	34.8%	36.4%	17.9%	7.0%	3.8%
Q9-2. Snow removal on streets in Chapel Hill	17.2%	39.7%	25.7%	12.1%	5.4%
Q9-3. Availability of parking Downtown	7.9%	21.9%	25.4%	28.2%	16.5%
Q9-4. Ease of use of parking payment options	13.1%	31.8%	25.2%	17.3%	12.6%
Q9-5. Ease of travel by car in Chapel Hill	11.2%	36.3%	24.1%	22.1%	6.2%
Q9-6. Ease of walking in Chapel Hill	25.5%	39.1%	21.2%	10.9%	3.3%
Q9-7. Ease of bicycling in Chapel Hill	13.4%	25.4%	29.9%	22.2%	9.2%
Q9-8. Availability of sidewalks	14.7%	41.6%	20.8%	17.3%	5.6%
Q9-9. Availability of greenways/multi-use paths	26.4%	42.5%	18.1%	9.7%	3.3%
Q9-10. Connectivity of greenways/multi-use paths	19.7%	36.7%	21.2%	15.8%	6.6%
Q9-11. Availability of on-street bike facilities (lanes, sharrows, green paint)	11.7%	29.3%	29.7%	19.3%	10.0%
Q9-12. Availability of bicycle parking	14.1%	29.1%	43.2%	10.5%	3.2%
Q9-13. Adequacy of street lighting	14.9%	43.4%	22.6%	15.4%	3.6%
Q9-14. Timing of traffic signals	10.2%	36.8%	24.4%	20.1%	8.6%
Q9-15. Ease of vehicle travel in Chapel Hill during am & pm peak times	3.5%	22.4%	20.4%	31.9%	21.9%
Q9-16. Ease of vehicle travel in Chapel Hill outside am & pm peak times	27.4%	47.1%	15.7%	7.0%	2.7%

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

Q10. Top choice	Number	Percent
Ease of use of Chapel Hill Transit	42	10.1 %
Snow removal on streets in Chapel Hill	12	2.9 %
Availability of parking Downtown	70	16.8 %
Ease of use of parking payment options	13	3.1 %
Ease of travel by car in Chapel Hill	16	3.8 %
Ease of walking in Chapel Hill	11	2.6 %
Ease of bicycling in Chapel Hill	15	3.6 %
Availability of sidewalks	15	3.6 %
Availability of greenways/multi-use paths	8	1.9 %
Connectivity of greenways/multi-use paths	20	4.8 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	16	3.8 %
Adequacy of street lighting	16	3.8 %
Timing of traffic signals	21	5.0 %
Ease of vehicle travel in Chapel Hill during am & pm peak times	107	25.7 %
Ease of vehicle travel in Chapel Hill outside am & pm peak times	3	0.7 %
<u>None chosen</u>	<u>31</u>	<u>7.5 %</u>
Total	416	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
Ease of use of Chapel Hill Transit	17	4.1 %
Snow removal on streets in Chapel Hill	23	5.5 %
Availability of parking Downtown	43	10.3 %
Ease of use of parking payment options	20	4.8 %
Ease of travel by car in Chapel Hill	21	5.0 %
Ease of walking in Chapel Hill	19	4.6 %
Ease of bicycling in Chapel Hill	28	6.7 %
Availability of sidewalks	26	6.3 %
Availability of greenways/multi-use paths	22	5.3 %
Connectivity of greenways/multi-use paths	15	3.6 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	9	2.2 %
Availability of bicycle parking	3	0.7 %
Adequacy of street lighting	14	3.4 %
Timing of traffic signals	46	11.1 %
Ease of vehicle travel in Chapel Hill during am & pm peak times	47	11.3 %
Ease of vehicle travel in Chapel Hill outside am & pm peak times	17	4.1 %
<u>None chosen</u>	<u>46</u>	<u>11.1 %</u>
Total	416	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
Ease of use of Chapel Hill Transit	23	5.5 %
Snow removal on streets in Chapel Hill	23	5.5 %
Availability of parking Downtown	27	6.5 %
Ease of use of parking payment options	14	3.4 %
Ease of travel by car in Chapel Hill	27	6.5 %
Ease of walking in Chapel Hill	15	3.6 %
Ease of bicycling in Chapel Hill	15	3.6 %
Availability of sidewalks	30	7.2 %
Availability of greenways/multi-use paths	21	5.0 %
Connectivity of greenways/multi-use paths	15	3.6 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	10	2.4 %
Availability of bicycle parking	4	1.0 %
Adequacy of street lighting	23	5.5 %
Timing of traffic signals	24	5.8 %
Ease of vehicle travel in Chapel Hill during am & pm peak times	45	10.8 %
Ease of vehicle travel in Chapel Hill outside am & pm peak times	19	4.6 %
None chosen	81	19.5 %
Total	416	100.0 %

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

Q10. Sum of top 3 choices	Number	Percent
Ease of use of Chapel Hill Transit	82	19.7 %
Snow removal on streets in Chapel Hill	58	13.9 %
Availability of parking Downtown	140	33.7 %
Ease of use of parking payment options	47	11.3 %
Ease of travel by car in Chapel Hill	64	15.4 %
Ease of walking in Chapel Hill	45	10.8 %
Ease of bicycling in Chapel Hill	58	13.9 %
Availability of sidewalks	71	17.1 %
Availability of greenways/multi-use paths	51	12.3 %
Connectivity of greenways/multi-use paths	50	12.0 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	35	8.4 %
Availability of bicycle parking	7	1.7 %
Adequacy of street lighting	53	12.7 %
Timing of traffic signals	91	21.9 %
Ease of vehicle travel in Chapel Hill during am & pm peak times	199	47.8 %
Ease of vehicle travel in Chapel Hill outside am & pm peak times	39	9.4 %
None chosen	31	7.5 %
Total	1121	



**Q11. Does anyone in your household ride a bicycle?**

<u>Q11. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	198	47.6 %
No	215	51.7 %
Not provided	3	0.7 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"****Q11. Does anyone in your household ride a bicycle? (without "not provided")**

<u>Q11. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	198	47.9 %
No	215	52.1 %
Total	413	100.0 %

**Q11a. If "YES," why do they ride a bicycle?**

<u>Q11a. Why do they ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
To commute to work or school	50	25.3 %
For errands	27	13.6 %
For recreation	121	61.1 %
Total	198	100.0 %

**Q12. Public Facilities. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of Downtown Chapel Hill	24.1%	45.1%	14.7%	6.7%	1.2%	8.2%
Q12-2. Maintenance of Town buildings & facilities	21.7%	40.7%	15.4%	1.7%	0.7%	19.8%
Q12-3. Landscaping in parks, medians, & other public areas	28.2%	48.4%	14.5%	3.6%	0.7%	4.6%
Q12-4. Cleanliness of streets & public areas	28.4%	45.1%	15.2%	5.5%	1.0%	4.8%
Q12-5. Maintenance of sidewalks	20.5%	44.3%	17.8%	10.4%	2.2%	4.8%
Q12-6. Maintenance of streets	18.6%	42.7%	21.2%	10.1%	1.9%	5.5%
Q12-7. Access for children to Town facilities & services	13.5%	16.1%	12.3%	1.9%	0.5%	55.7%
Q12-8. Access for teens to Town facilities & services	8.9%	10.6%	12.8%	1.7%	0.7%	65.3%
Q12-9. Access for seniors to Town facilities & services	16.4%	24.8%	11.8%	3.9%	1.0%	42.2%
Q12-10. Access for persons with disabilities to Town facilities & services	10.1%	14.2%	9.4%	3.9%	2.4%	60.0%

**WITHOUT "DON'T KNOW"****Q12. Public Facilities. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of Downtown Chapel Hill	26.2%	49.1%	16.0%	7.3%	1.3%
Q12-2. Maintenance of Town buildings & facilities	27.0%	50.8%	19.2%	2.1%	0.9%
Q12-3. Landscaping in parks, medians, & other public areas	29.5%	50.8%	15.2%	3.8%	0.8%
Q12-4. Cleanliness of streets & public areas	29.9%	47.3%	15.9%	5.8%	1.0%
Q12-5. Maintenance of sidewalks	21.5%	46.6%	18.7%	10.9%	2.3%
Q12-6. Maintenance of streets	19.6%	45.2%	22.4%	10.7%	2.0%
Q12-7. Access for children to Town facilities & services	30.4%	36.4%	27.7%	4.3%	1.1%
Q12-8. Access for teens to Town facilities & services	25.7%	30.6%	36.8%	4.9%	2.1%
Q12-9. Access for seniors to Town facilities & services	28.3%	42.9%	20.4%	6.7%	1.7%
Q12-10. Access for persons with disabilities to Town facilities & services	25.3%	35.5%	23.5%	9.6%	6.0%

**Q13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders?**

Q13. Top choice	Number	Percent
Maintenance of Downtown Chapel Hill	54	13.0 %
Maintenance of Town buildings & facilities	10	2.4 %
Landscaping in parks, medians, & other public areas	23	5.5 %
Cleanliness of streets & public areas	33	7.9 %
Maintenance of sidewalks	43	10.3 %
Maintenance of streets	71	17.1 %
Access for children to Town facilities & services	15	3.6 %
Access for teens to Town facilities & services	12	2.9 %
Access for seniors to Town facilities & services	24	5.8 %
Access for persons with disabilities to Town facilities & services	31	7.5 %
None chosen	100	24.0 %
Total	416	100.0 %

**Q13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders?**

Q13. 2nd choice	Number	Percent
Maintenance of Downtown Chapel Hill	25	6.0 %
Maintenance of Town buildings & facilities	13	3.1 %
Landscaping in parks, medians, & other public areas	24	5.8 %
Cleanliness of streets & public areas	49	11.8 %
Maintenance of sidewalks	43	10.3 %
Maintenance of streets	54	13.0 %
Access for children to Town facilities & services	14	3.4 %
Access for teens to Town facilities & services	13	3.1 %
Access for seniors to Town facilities & services	32	7.7 %
Access for persons with disabilities to Town facilities & services	19	4.6 %
None chosen	130	31.3 %
Total	416	100.0 %

**Q13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders? (top 2)**

Q13. Sum of top 2 choices	Number	Percent
Maintenance of Downtown Chapel Hill	79	19.0 %
Maintenance of Town buildings & facilities	23	5.5 %
Landscaping in parks, medians, & other public areas	47	11.3 %
Cleanliness of streets & public areas	82	19.7 %
Maintenance of sidewalks	86	20.7 %
Maintenance of streets	125	30.0 %
Access for children to Town facilities & services	29	7.0 %
Access for teens to Town facilities & services	25	6.0 %
Access for seniors to Town facilities & services	56	13.5 %
Access for persons with disabilities to Town facilities & services	50	12.0 %
None chosen	100	24.0 %
Total	702	

**Q14. Sustainability. Please indicate whether you or the members of your household are doing each of the following.**

(N=416)

	Yes	No	Not provided
Q14-1. I have taken steps to make my house more energy efficient	79.5%	17.3%	3.1%
Q14-2. I have taken steps to make my house more water efficient	69.6%	25.8%	4.6%
Q14-3. I am taking steps to reduce my carbon emissions from transportation	60.7%	33.3%	6.0%
Q14-4. I am taking steps to reduce how much I throw away in the garbage	80.5%	16.9%	2.7%
Q14-5. I am taking steps to be more sustainable at work/school	56.9%	26.0%	17.1%
Q14-6. I am taking steps to compost food scraps and/or yard waste	45.5%	46.3%	8.2%

**WITHOUT "NOT PROVIDED"**

**Q14. Sustainability. Please indicate whether you or the members of your household are doing each of the following. (without "not provided")**

(N=416)

	Yes	No
Q14-1. I have taken steps to make my house more energy efficient	82.1%	17.9%
Q14-2. I have taken steps to make my house more water efficient	73.0%	27.0%
Q14-3. I am taking steps to reduce my carbon emissions from transportation	64.6%	35.4%
Q14-4. I am taking steps to reduce how much I throw away in the garbage	82.7%	17.3%
Q14-5. I am taking steps to be more sustainable at work/school	68.6%	31.4%
Q14-6. I am taking steps to compost food scraps and/or yard waste	49.6%	50.4%

**Q15. Housing. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of housing options by price	7.5%	16.4%	23.1%	24.6%	13.7%	14.7%
Q15-2. Availability of a range of housing types (e.g. townhomes, condos, single family)	12.0%	28.4%	24.3%	14.2%	6.7%	14.2%
Q15-3. Quality of Town's affordable housing programs	5.8%	8.9%	16.1%	10.4%	11.1%	47.7%

**WITHOUT "DON'T KNOW"**

**Q15. Housing. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of housing options by price	8.8%	19.2%	27.1%	28.8%	16.1%
Q15-2. Availability of a range of housing types (e.g. townhomes, condos, single family)	14.0%	33.1%	28.4%	16.6%	7.9%
Q15-3. Quality of Town's affordable housing programs	11.1%	17.1%	30.9%	19.8%	21.2%

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

Q16. Most emphasized item	Number	Percent
Availability of housing options by price	147	35.3 %
Availability of a range of housing types (e.g. townhomes, condos, single family)	53	12.7 %
Quality of Town's affordable housing programs	88	21.2 %
None chosen	128	30.8 %
Total	416	100.0 %

**Q17. Quality of Life. Rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor."**

(N=416)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q17-1. As a place to live	59.3%	31.6%	3.4%	1.7%	1.9%	2.2%
Q17-2. As a place to work	36.1%	26.5%	10.8%	3.6%	1.4%	21.4%
Q17-3. As a place to raise children	50.8%	22.2%	7.5%	0.7%	0.5%	18.3%
Q17-4. As a place to retire	41.0%	25.1%	9.9%	4.3%	2.2%	17.6%
Q17-5. As a place to do business	16.9%	18.8%	17.3%	8.0%	4.8%	34.2%
Q17-6. As a place where I feel welcome	49.6%	28.2%	12.8%	3.6%	2.9%	2.9%
Q17-7. Overall quality of life in the town	50.4%	37.3%	7.7%	2.4%	0.2%	1.9%

**WITHOUT "DON'T KNOW"****Q17. Quality of Life. Rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor." (without "don't know")**

(N=416)

	Excellent	Good	Neutral	Below average	Poor
Q17-1. As a place to live	60.6%	32.3%	3.4%	1.7%	2.0%
Q17-2. As a place to work	46.0%	33.7%	13.8%	4.6%	1.8%
Q17-3. As a place to raise children	62.2%	27.1%	9.1%	0.9%	0.6%
Q17-4. As a place to retire	49.7%	30.4%	12.0%	5.3%	2.6%
Q17-5. As a place to do business	25.6%	28.6%	26.4%	12.1%	7.3%
Q17-6. As a place where I feel welcome	51.1%	29.0%	13.2%	3.7%	3.0%
Q17-7. Overall quality of life in the town	51.4%	38.1%	7.9%	2.5%	0.2%



**Q18. Perceptions of the Community. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Overall appearance of town	33.7%	46.0%	12.8%	5.1%	1.4%	1.0%
Q18-2. Access to parks & green space	39.5%	37.6%	9.9%	5.8%	1.4%	5.8%
Q18-3. Consideration of future generations	17.1%	26.3%	21.9%	11.1%	6.3%	17.3%
Q18-4. Acceptance of diverse populations	32.0%	36.1%	15.9%	6.5%	1.9%	7.5%
Q18-5. Availability of cultural activities, the arts	36.9%	39.5%	11.8%	3.1%	1.0%	7.7%
Q18-6. Availability of festivals & community events	33.7%	41.7%	13.7%	3.4%	0.2%	7.2%

**WITHOUT "DON'T KNOW"**

**Q18. Perceptions of the Community. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall appearance of town	34.1%	46.5%	12.9%	5.1%	1.5%
Q18-2. Access to parks & green space	41.9%	39.9%	10.5%	6.1%	1.5%
Q18-3. Consideration of future generations	20.7%	31.8%	26.5%	13.4%	7.6%
Q18-4. Acceptance of diverse populations	34.6%	39.1%	17.2%	7.0%	2.1%
Q18-5. Availability of cultural activities, the arts	39.9%	42.8%	12.8%	3.4%	1.0%
Q18-6. Availability of festivals & community events	36.4%	44.9%	14.8%	3.6%	0.3%

**Q19a. Local Economy. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19a-1. New company growth (incubators, start-ups, entrepreneurs)	7.2%	17.6%	18.6%	10.6%	3.6%	42.4%
Q19a-2. Job growth	6.3%	17.3%	23.9%	9.6%	3.6%	39.3%
Q19a-3. Access to shopping	17.1%	30.6%	22.7%	15.2%	9.6%	4.8%
Q19a-4. Quality of new development in town	7.2%	16.6%	22.9%	21.0%	20.0%	12.3%

**WITHOUT "DON'T KNOW"****Q19a. Local Economy. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a-1. New company growth (incubators, start-ups, entrepreneurs)	12.6%	30.5%	32.2%	18.4%	6.3%
Q19a-2. Job growth	10.3%	28.6%	39.3%	15.9%	6.0%
Q19a-3. Access to shopping	18.0%	32.2%	23.8%	15.9%	10.1%
Q19a-4. Quality of new development in town	8.2%	19.0%	26.1%	23.9%	22.8%

**Q19b. Local Economy. Rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never."**

(N=416)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never	Don't know
Q19b-1. Shop in Chapel Hill	15.2%	47.2%	26.5%	5.3%	3.6%	2.2%
Q19b-1. Go outside Town limits to shop	7.7%	32.5%	35.2%	18.3%	3.9%	2.4%
Q19b-3. Use internet for your shopping	10.8%	29.9%	24.8%	24.3%	7.2%	2.9%

**WITHOUT "DON'T KNOW"**

**Q19b. Local Economy. Rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never." (without "don't know")**

(N=416)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never
Q19b-1. Shop in Chapel Hill	15.5%	48.3%	27.1%	5.4%	3.7%
Q19b-1. Go outside Town limits to shop	7.9%	33.3%	36.0%	18.8%	4.0%
Q19b-3. Use internet for your shopping	11.2%	30.8%	25.6%	25.1%	7.4%

**Q20. Which ONE of the items listed in Question 19a should receive the MOST EMPHASIS from Town leaders?**

Q20. Most emphasized item	Number	Percent
New company growth (incubators, start-ups, entrepreneurs)	30	7.2 %
Job growth	35	8.4 %
Access to shopping	35	8.4 %
Quality of new development in town	103	24.8 %
None chosen	213	51.2 %
Total	416	100.0 %

**Q21. Town Information. What are your sources for Town news and information?**

Q21. What are your sources for Town news & information	Number	Percent
Town email subscription (Chapel Hill eNews)	158	38.0 %
TV	149	35.8 %
Radio	147	35.3 %
Newspapers	172	41.3 %
Chapel Hill Gov-TV	15	3.6 %
Website for Town of Chapel Hill	183	44.0 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, NextDoor)	75	18.0 %
Neighborhood associations	190	45.7 %
Local government-produced brochures or pamphlets	46	11.1 %
Local government representatives at events/meetings	23	5.5 %
Other	44	10.6 %
Total	1202	

**Q21-11. Other**

<u>Q21-11. Other</u>	<u>Number</u>	<u>Percent</u>
WORD OF MOUTH	5	11.4 %
CHALT	3	6.8 %
Talking to knowledgeable friends	1	2.3 %
CHAPEL BORN	1	2.3 %
CHN	1	2.3 %
FRIENDS	1	2.3 %
PARKS FACEBOOK PAGE, CH/CARRBORO		
MOTHERS GROUP ON FACEBOOK	1	2.3 %
SOCIAL MEDIA	1	2.3 %
LOCAL REPORTER	1	2.3 %
Southern village email distribution list	1	2.3 %
SIGNS ON ROAD	1	2.3 %
CHAPELBORO.COM	1	2.3 %
WCHL, WUNC	1	2.3 %
DRIVING AROUND	1	2.3 %
DAILY TAR HEEL UNC NEWSPAPER	1	2.3 %
BUS ADS AND WORD OF MOUTH	1	2.3 %
SEYMOUR CENTER	1	2.3 %
CHAPEL HILL NEWS	1	2.3 %
NEXTDOOR POSTS	1	2.3 %
Persons familiar with what is going on in town	1	2.3 %
DTH, Chapelborro, Twitter, NEXT	1	2.3 %
Tar Heel	1	2.3 %
TOWN AND REC NEWSLETTER EMAIL	1	2.3 %
Facebook feed	1	2.3 %
Social media posts from other residents	1	2.3 %
Google news set to Chapel Hill	1	2.3 %
Discussions with people on town boards	1	2.3 %
Other local news sources, WRAL.com	1	2.3 %
Mailing regarding building, etc. in my neighborhood	1	2.3 %
COMMUNITY LISTSERV	1	2.3 %
Daily Tar Heel & news e-newspaper	1	2.3 %
Observation and resident of 16 years	1	2.3 %
WCHL WEBSITE NOT RADIO	1	2.3 %
Internet	1	2.3 %
UNC emails	1	2.3 %
Daily Tar Heel	1	2.3 %
CHAPEL HILL MAGAZINE	1	2.3 %
GOOGLE	1	2.3 %
Total	44	100.0 %

**Q22. Town Communication. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Availability of information about Town programs & services	17.5%	32.0%	26.4%	7.5%	2.2%	14.4%
Q22-2. Usefulness of Town website	13.2%	32.9%	22.1%	4.8%	1.4%	25.5%
Q22-3. Quality of Chapel Hill eNews (weekly email newsletter)	13.9%	21.6%	13.5%	1.2%	1.2%	48.6%
Q22-4. Quality of Town engagement with residents	10.6%	22.8%	28.1%	8.2%	3.8%	26.4%
Q22-5. Quality of transparent, trusted & accurate Town communication	12.5%	28.4%	21.2%	8.2%	3.4%	26.4%
Q22-6. Access to timely emergency information	25.0%	36.8%	13.9%	2.2%	1.4%	20.7%
Q22-7. Town information in alternative languages or formats, as requested	6.0%	7.2%	11.5%	1.2%	0.7%	73.3%
Q22-8. Overall effectiveness of Town communication with the public	14.9%	34.4%	26.9%	6.0%	2.4%	15.4%

**WITHOUT "DON'T KNOW"****Q22. Town Communication. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Availability of information about Town programs & services	20.5%	37.4%	30.9%	8.7%	2.5%
Q22-2. Usefulness of Town website	17.7%	44.2%	29.7%	6.5%	1.9%
Q22-3. Quality of Chapel Hill eNews (weekly email newsletter)	27.1%	42.1%	26.2%	2.3%	2.3%
Q22-4. Quality of Town engagement with residents	14.4%	31.0%	38.2%	11.1%	5.2%
Q22-5. Quality of transparent, trusted & accurate Town communication	17.0%	38.6%	28.8%	11.1%	4.6%
Q22-6. Access to timely emergency information	31.5%	46.4%	17.6%	2.7%	1.8%
Q22-7. Town information in alternative languages or formats, as requested	22.5%	27.0%	43.2%	4.5%	2.7%
Q22-8. Overall effectiveness of Town communication with the public	17.6%	40.6%	31.8%	7.1%	2.8%

**Q23. Which TWO of the items listed in Question 22 should receive the MOST EMPHASIS from Town leaders?**

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	62	14.9 %
Usefulness of Town website	34	8.2 %
Quality of Chapel Hill eNews (weekly email newsletter)	10	2.4 %
Quality of Town engagement with residents	35	8.4 %
Quality of transparent, trusted & accurate Town communication	54	13.0 %
Access to timely emergency information	63	15.1 %
Town information in alternative languages or formats, as requested	9	2.2 %
Overall effectiveness of Town communication with the public	34	8.2 %
<u>None chosen</u>	<u>115</u>	<u>27.6 %</u>
Total	416	100.0 %

**Q23. Which TWO of the items listed in Question 22 should receive the MOST EMPHASIS from Town leaders?**

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	45	10.8 %
Usefulness of Town website	36	8.7 %
Quality of Chapel Hill eNews (weekly email newsletter)	12	2.9 %
Quality of Town engagement with residents	35	8.4 %
Quality of transparent, trusted & accurate Town communication	43	10.3 %
Access to timely emergency information	48	11.5 %
Town information in alternative languages or formats, as requested	13	3.1 %
Overall effectiveness of Town communication with the public	35	8.4 %
<u>None chosen</u>	<u>149</u>	<u>35.8 %</u>
Total	416	100.0 %



**Q23. Which TWO of the items listed in Question 22 should receive the MOST EMPHASIS from Town leaders? (top 2)**

<u>Q23. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	107	25.7 %
Usefulness of Town website	70	16.8 %
Quality of Chapel Hill eNews (weekly email newsletter)	22	5.3 %
Quality of Town engagement with residents	70	16.8 %
Quality of transparent, trusted & accurate Town communication	97	23.3 %
Access to timely emergency information	111	26.7 %
Town information in alternative languages or formats, as requested	22	5.3 %
Overall effectiveness of Town communication with the public	69	16.6 %
None chosen	115	27.6 %
Total	683	

**Q24. About how long have you lived in Chapel Hill?**

Q24. How long have you lived in Chapel Hill	Number	Percent
Less than 6 months	8	1.9 %
6 months–5 years	89	21.4 %
6-10 years	57	13.7 %
11-20 years	91	21.9 %
20+ years	159	38.2 %
Not provided	12	2.9 %
Total	416	100.0 %

**WITHOUT “NOT PROVIDED”****Q24. About how long have you lived in Chapel Hill? (without "not provided")**

Q24. How long have you lived in Chapel Hill	Number	Percent
Less than 6 months	8	2.0 %
6 months–5 years	89	22.0 %
6-10 years	57	14.1 %
11-20 years	91	22.5 %
20+ years	159	39.4 %
Total	404	100.0 %

**Q25. What is your age?**

Q25. Your age	Number	Percent
18-34	83	20.0 %
35-44	83	20.0 %
45-54	86	20.7 %
55-64	88	21.2 %
65-74	50	12.0 %
75+	18	4.3 %
Not provided	8	1.9 %
Total	416	100.0 %

**WITHOUT “NOT PROVIDED”****Q25. What is your age? (without "not provided")**

Q25. Your age	Number	Percent
18-34	83	20.3 %
35-44	83	20.3 %
45-54	86	21.1 %
55-64	88	21.6 %
65-74	50	12.3 %
75+	18	4.4 %
Total	408	100.0 %

**Q26. How do you identify yourself?**

<u>Q26. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	205	49.3 %
Female	205	49.3 %
Not provided	6	1.4 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. How do you identify yourself? (without "not provided")**

<u>Q26. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	205	50.0 %
Female	205	50.0 %
Total	410	100.0 %

**Q27. 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	56
Ages 6-13	0.7	93
Ages 14-17	0.6	73

**Q28. Which of the following best describes your race/ethnicity?**

Q28. Your race	Number	Percent
Asian/Pacific Islander	59	14.2 %
White	294	70.7 %
American Indian/Eskimo	2	0.5 %
Black/African American	43	10.3 %
Other	12	2.9 %
Total	410	

**Q28-5. Other**

Q28-5. Other	Number	Percent
HISPANIC	8	66.7 %
SOUTH AFRICAN	1	8.3 %
Latino	1	8.3 %
Mixed race from Brasil	1	8.3 %
INDIAN	1	8.3 %
Total	12	100.0 %

**Q29. Do you consider yourself to be Hispanic/Latino?**

Q29. Do you consider yourself to be Hispanic/ Latino	Number	Percent
Yes	28	6.7 %
No	360	86.5 %
Not provided	28	6.7 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. Do you consider yourself to be Hispanic/Latino? (without "not provided")**

Q29. Do you consider yourself to be Hispanic/ Latino	Number	Percent
Yes	28	7.2 %
No	360	92.8 %
Total	388	100.0 %

**Q30. What is the primary language used in your household?**

Q30. What is the primary language used in your household	Number	Percent
English	366	88.0 %
Spanish	15	3.6 %
Chinese	12	2.9 %
Other	11	2.6 %
Not provided	12	2.9 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. What is the primary language used in your household? (without "not provided")**

Q30. What is the primary language used in your household	Number	Percent
English	366	90.6 %
Spanish	15	3.7 %
Chinese	12	3.0 %
Other	11	2.7 %
Total	404	100.0 %

**Q30-6. Other**

Q30-6. Other	Number	Percent
Japanese	2	18.2 %
INDIAN	1	9.1 %
KOREAN	1	9.1 %
FRENCH	1	9.1 %
Tamil, Hindi	1	9.1 %
Portuguese	1	9.1 %
TURKISH	1	9.1 %
German	1	9.1 %
POLISH	1	9.1 %
Swiss	1	9.1 %
Total	11	100.0 %

**Q31. Do you rent or own your home?**

Q31. Do you rent or own your home	Number	Percent
Rent	145	34.9 %
Own	255	61.3 %
Other	8	1.9 %
Not provided	8	1.9 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. Do you rent or own your home? (without "not provided")**

Q31. Do you rent or own your home	Number	Percent
Rent	145	35.5 %
Own	255	62.5 %
Other	8	2.0 %
Total	408	100.0 %

**Q31-3. Other**

Q31-3. Other	Number	Percent
RETIREMENT COMMUNITY	5	62.5 %
CLRC	1	12.5 %
CAROL WOODS	1	12.5 %
CCRC	1	12.5 %
Total	8	100.0 %

**Q32. Do you know your neighbors?**

Q32. Do you know your neighbors	Number	Percent
Yes	365	87.7 %
No	42	10.1 %
Not provided	9	2.2 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q32. Do you know your neighbors? (without "not provided")**

Q32. Do you know your neighbors	Number	Percent
Yes	365	89.7 %
No	42	10.3 %
Total	407	100.0 %

**Q33. Would you say your total annual household income is...**

Q33. Your total annual household income	Number	Percent
Under \$30K	52	12.5 %
\$30K to \$59,999	81	19.5 %
\$60K to \$99,999	93	22.4 %
\$100K+	143	34.4 %
Not provided	47	11.3 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. Would you say your total annual household income is... (without "not provided")**

Q33. Your total annual household income	Number	Percent
Under \$30K	52	14.1 %
\$30K to \$59,999	81	22.0 %
\$60K to \$99,999	93	25.2 %
\$100K+	143	38.8 %
Total	369	100.0 %

**Q34. What is the highest level of education that you have completed?**

Q34. Highest level of education that you have completed	Number	Percent
Less than high school	9	2.2 %
High school	32	7.7 %
Some college	63	15.1 %
4-year college	153	36.8 %
Graduate degree	145	34.9 %
Not provided	14	3.4 %
Total	416	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. What is the highest level of education that you have completed? (without "not provided")**

Q34. Highest level of education that you have completed	Number	Percent
Less than high school	9	2.2 %
High school	32	8.0 %
Some college	63	15.7 %
4-year college	153	38.1 %
Graduate degree	145	36.1 %
Total	402	100.0 %

# Section 5

## *Survey Instrument*

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**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](http://www.townofchapelhill.org)

November 2019

Dear Chapel Hill Resident,

The Chapel Hill Community Survey is an excellent opportunity to express *your views* on local services, facilities and programs. Results of the survey inform the strategic planning and budgeting processes for the Town of Chapel Hill.

**We are committed to hearing your views and responding accordingly.** In the last survey, you told us you wanted to see improvements to our transportation infrastructure, including more bicycle lanes and greenways. Since then, we completed a new trail that will allow pedestrians and bicyclists to travel from the Northside neighborhood to Umstead Park and the Bolin Creek Trail. We added a new median, crosswalks and signal upgrade at Franklin Street and Merritt Mill Road. Many other projects are underway or in the planning stages as we work to create safer and more efficient bike/pedestrian accommodations and vehicular travel across town.

Maintenance and preservation of Downtown consistently ranks as a community priority. This year, we designed improvements to the Post Office and Varsity Alleys. There are new entry arches, lights and wayfinding signage. These projects are an important part of our efforts to enhance the vibrancy of our Downtown with more to come in 2020.

**By completing the Community Survey, you can be part of our efforts to build a Town where all 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](http://www.townofchapelhill.org/survey).

Survey results will be released to the public in early 2020. If you have questions or would like to receive results by email, please contact Communications Manager Catherine Lazorko at 919-969-5055 or [clazorko@townofchapelhill.org](mailto:clazorko@townofchapelhill.org).

**Thank you for your help in shaping the future of Chapel Hill.**

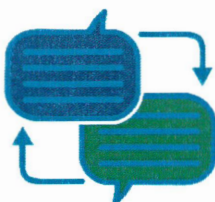
Sincerely,

Maurice Jones  
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.

For assistance in completing the survey in other languages, please email CHICLE at [chicle@chi-cle.com](mailto:chicle@chi-cle.com) in your preferred language to arrange a time.





## 2019-2020 Town of Chapel Hill Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town of Chapel Hill'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, mark "Don't Know" rather than "Neutral." If you prefer to take this survey online please visit [www.TownofChapelHillSurvey.org](http://www.TownofChapelHillSurvey.org)  
**Thank you for your participation!**

<b>1. Major Categories of Services</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."							
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Parks, greenways and recreation facilities	5	4	3	2	1	9
04.	Recreation programs	5	4	3	2	1	9
05.	Public Library services	5	4	3	2	1	9
06.	Chapel Hill Transit	5	4	3	2	1	9
07.	Town code and ordinance enforcement	5	4	3	2	1	9
08.	Town communications with the public	5	4	3	2	1	9
09.	Management of traffic flow	5	4	3	2	1	9
10.	Management of stormwater runoff	5	4	3	2	1	9
11.	Trash and yard waste collection services	5	4	3	2	1	9
12.	Permit and inspections services	5	4	3	2	1	9
13.	Public parking	5	4	3	2	1	9
14.	The overall quality of services provided by the Town	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 your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

**3. Usage of Town Services and Facilities. What services and facilities provided by the Town of Chapel Hill do you or other members of your household use?** [Check all that apply]

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Fire services                 | <input type="checkbox"/> (13) Town website                        |
| <input type="checkbox"/> (02) Chapel Hill Public Library    | <input type="checkbox"/> (14) Downtown parking                    |
| <input type="checkbox"/> (03) Parks                         | <input type="checkbox"/> (15) Electric charging stations          |
| <input type="checkbox"/> (04) Recreation programs           | <input type="checkbox"/> (16) Chapel Hill Transit                 |
| <input type="checkbox"/> (05) Greenways                     | <input type="checkbox"/> (17) Art, history, and cultural programs |
| <input type="checkbox"/> (06) Town athletic fields          | <input type="checkbox"/> (18) Outdoor festivals & special events  |
| <input type="checkbox"/> (07) Chapel Hill eNews             | <input type="checkbox"/> (19) Public information meetings         |
| <input type="checkbox"/> (08) Police services               | <input type="checkbox"/> (20) Chapel Hill Open Data               |
| <input type="checkbox"/> (09) Trash and yard waste services | <input type="checkbox"/> (21) Community Centers                   |
| <input type="checkbox"/> (10) The Corner Teen Center        | <input type="checkbox"/> (22) Permits and inspections             |
| <input type="checkbox"/> (11) Council meetings              | <input type="checkbox"/> (23) Other: _____                        |
| <input type="checkbox"/> (12) Town swimming pools           |   |

<b>4. Perceptions of Town Government</b>		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Rate your satisfaction using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."							
1.	The Town is responsive to the needs of its residents	5	4	3	2	1	9
2.	I have opportunities to participate in Town decision making	5	4	3	2	1	9
3.	I have a good understanding of the services provided by the Town	5	4	3	2	1	9
4.	The Town is prioritizing policy and decision making to address climate change	5	4	3	2	1	9

**5. This next question is intended to measure public participation:** Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods? \_\_\_\_ (1) Yes \_\_\_\_ (2) No

<b>6. Value of Town Services</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."							
1.	Overall quality of services provided by the Town	5	4	3	2	1	9
2.	Overall quality of customer service from Town employees	5	4	3	2	1	9
3.	Value of my tax dollars and fees	5	4	3	2	1	9
4.	How well the Town is planning for the future	5	4	3	2	1	9

<b>7. Public Safety Services</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."							
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.	Professionalism 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.	Availability of crime data/police records	5	4	3	2	1	9

**8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders?** [Write your answers below using the numbers from the list in Question 7.]

1st: \_\_\_\_ 2nd: \_\_\_\_ NONE

<b>9. Transportation and Infrastructure</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."							
01.	Ease of use of Chapel Hill Transit	5	4	3	2	1	9
02.	Snow removal on streets in Chapel Hill	5	4	3	2	1	9
03.	Availability of parking downtown	5	4	3	2	1	9
04.	Ease of use of parking payment options	5	4	3	2	1	9
05.	Ease of travel by car in Chapel Hill	5	4	3	2	1	9
06.	Ease of walking in Chapel Hill	5	4	3	2	1	9
07.	Ease of bicycling in Chapel Hill	5	4	3	2	1	9
08.	Availability of sidewalks	5	4	3	2	1	9
09.	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)	5	4	3	2	1	9
12.	Availability of bicycle parking	5	4	3	2	1	9
13.	Adequacy of street lighting	5	4	3	2	1	9
14.	Timing of traffic signals	5	4	3	2	1	9
15.	Ease of vehicle travel in Chapel Hill during am and pm peak times	5	4	3	2	1	9
16.	Ease of vehicle travel in Chapel Hill <i>outside am and pm peak times</i>	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 your answers below using the numbers from the list in Question 9.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

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

\_\_\_\_(1) Yes [Answer Q11a] \_\_\_\_ (2) No [Skip to Q11b]

**11a. If "Yes", why do they ride a bicycle?**

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

**11b. If "No", why not?** \_\_\_\_\_

<b>12. Public Facilities</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."							
01.	Maintenance of Downtown Chapel Hill	5	4	3	2	1	9
02.	Maintenance of Town buildings and facilities	5	4	3	2	1	9
03.	Landscaping in parks, medians, and other public areas	5	4	3	2	1	9
04.	Cleanliness of streets and public areas	5	4	3	2	1	9
05.	Maintenance of sidewalks	5	4	3	2	1	9
06.	Maintenance of streets	5	4	3	2	1	9
07.	Access for children to Town facilities and services	5	4	3	2	1	9
08.	Access for teens to Town facilities and services	5	4	3	2	1	9
09.	Access for seniors to Town facilities and services	5	4	3	2	1	9
10.	Access for persons with disabilities to Town facilities and services	5	4	3	2	1	9

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

1st: \_\_\_\_ 2nd: \_\_\_\_ NONE

<b>14. Sustainability</b>		Yes	No
Please indicate whether you or the members of your household are doing each of the following.			
1.	I have taken steps to make my house more energy efficient	1	2
2.	I have taken steps to make my house more water efficient	1	2
3.	I am taking steps to reduce my carbon emissions from transportation	1	2
4.	I am taking steps to reduce how much I throw away in the garbage	1	2
5.	I am taking steps to be more sustainable at work/school	1	2
6.	I am taking steps to compost food scraps and/or yard waste	1	2

<b>15. Housing</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."							
1.	Availability of housing options by price	5	4	3	2	1	9
2.	Availability of a range of housing types (e.g. townhomes, condos, single family)	5	4	3	2	1	9
3.	Quality of Town's affordable housing programs	5	4	3	2	1	9

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

1st: \_\_\_\_ NONE

<b>17. Quality of Life</b>		Excellent	Good	Neutral	Below Average	Poor	Don't Know
Rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor."							
1.	As a place to live	5	4	3	2	1	9
2.	As a place to work	5	4	3	2	1	9
3.	As a place to raise children	5	4	3	2	1	9
4.	As a place to retire	5	4	3	2	1	9
5.	As a place to do business	5	4	3	2	1	9
6.	As a place where I feel welcome	5	4	3	2	1	9
7.	Overall quality of life in the town	5	4	3	2	1	9

### 18. Perceptions of the Community

Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall appearance of the town	5	4	3	2	1	9
2. Access to parks and green space	5	4	3	2	1	9
3. Consideration of future generations	5	4	3	2	1	9
4. Acceptance of diverse populations	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

### 19. Local Economy (Part 1)

Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. New company growth (incubators, start-ups, entrepreneurs)	5	4	3	2	1	9
2. Job growth	5	4	3	2	1	9
3. Access to shopping	5	4	3	2	1	9
4. Quality of new development in town	5	4	3	2	1	9

### 19. Local Economy (Part 2)

Rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never."

	Every Day	A Few Times Per Week	At Least Once Per Week	A Few Times Per Year	Seldom or Never	Don't Know
5. Shop in Chapel Hill	5	4	3	2	1	9
6. Go outside Town limits to shop	5	4	3	2	1	9
7. Use the internet for your shopping	5	4	3	2	1	9

20. Which ONE of the items listed in Question 19 (Part 1) should receive the MOST EMPHASIS from Town leaders? [Write your answers below using the numbers from the list in Question 19.]

1st: \_\_\_\_\_ NONE

21. Town Information. What are your sources for Town news and information? [Check all that apply]

- \_\_\_\_(01) Town email subscription (Chapel Hill eNews)
- \_\_\_\_(02) TV
- \_\_\_\_(03) Radio
- \_\_\_\_(04) Newspapers
- \_\_\_\_(05) Chapel Hill Gov-TV
- \_\_\_\_(06) Website for Town of Chapel Hill
- \_\_\_\_(07) @ChapelHillGov social media (Facebook, Twitter, Instagram, NextDoor)
- \_\_\_\_(08) Neighborhood associations
- \_\_\_\_(09) Local government-produced brochures or pamphlets
- \_\_\_\_(10) Local government representatives at events/meetings
- \_\_\_\_(11) Other: \_\_\_\_\_

### 22. Town Communication

Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of information about Town programs and services	5	4	3	2	1	9
2. Usefulness of Town website	5	4	3	2	1	9
3. Quality of Chapel Hill eNews (weekly email newsletter)	5	4	3	2	1	9
4. Quality of Town engagement with residents	5	4	3	2	1	9
5. Quality of transparent, trusted and accurate Town communication	5	4	3	2	1	9
6. Access to timely emergency information	5	4	3	2	1	9
7. Town information in alternative languages or formats, as requested	5	4	3	2	1	9
8. Overall effectiveness of Town communication with the public	5	4	3	2	1	9

23. Which TWO of the items listed in Question 22 should receive the MOST EMPHASIS from Town leaders? [Write your answers below using the numbers from the list in Question 22.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ NONE



