

2009 DirectionFinder® Community Survey FINAL Results



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Prepared for
Town of Chapel Hill

February, 2010

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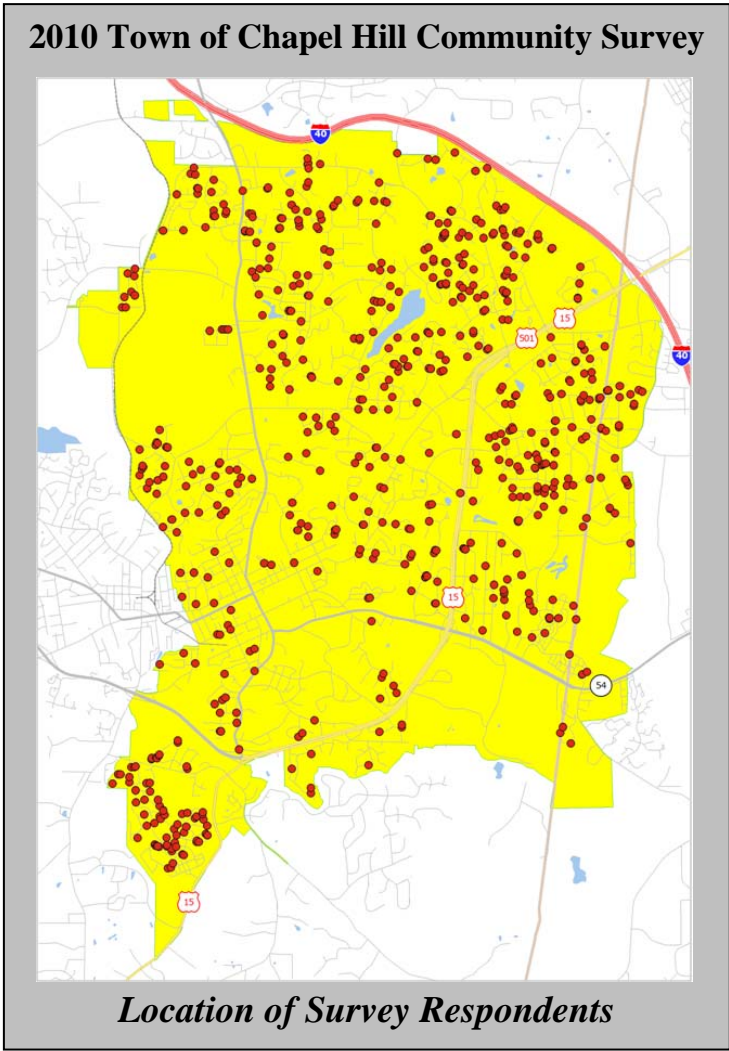
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Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Town of Chapel Hill during December of 2009 and January of 2010. The survey was administered as part of the Town’s effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the Town establish budget priorities and refine policy decisions.

Resident Survey. A seven-page survey was mailed to a random sample of 2,000 households in the Town of Chapel Hill. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 432 completed the survey by phone and 264 returned it by mail for a total of 696 completed surveys (35% response rate). The results for the random sample of 696 households have a 95% level of confidence with a precision of at least +/- 3.7%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the Town, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



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

This report contains:

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

Major Findings

- **Most of the residents surveyed were satisfied with Town services.** Eighty-seven percent (87%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the Town's public safety services, 83% were satisfied with the quality of the Town's library services, 82% were satisfied with the overall quality of services provided, and 77% were satisfied with the maintenance of Town parks and recreation programs. *Satisfaction with the overall quality of services provided by the Town rated 24% above the national average. Satisfaction with the overall quality of customer service from the Town rated 15% higher than the national average and overall maintenance of town streets rated 14% higher.*
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Town of Chapel Hill over the next two years were: (1) planning for growth and (2) managing growth.
- **Perceptions of the Town.** Most (90%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in the Town of Chapel Hill, 86% were satisfied with the image of the Town, and 76% were satisfied with the overall feeling of safety in the Town. *Satisfaction with feelings of safety in neighborhoods after dark rated 28% above the national average and set a new high benchmark among other communities.*
- **Public Safety.** Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the location of fire stations, and 87% were satisfied with the overall quality of fire protection. Residents thought the public safety service that should receive the most additional emphasis over the next two years was the Town's efforts to prevent crime. *Satisfaction with how quickly police respond to emergencies in the Town of Chapel Hill rated 9% higher than the national average.*

- **Town Regulations.** Sixty percent (60%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing codes designed to protect public safety, 59% were satisfied with enforcing sign regulations, and 58% were satisfied with the maintenance of business property.
- **Parks and Recreation.** Eighty percent (80%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of town parks, 74% were satisfied with the number of town parks, 69% were satisfied with the youth athletic programs, and 68% were satisfied with the landscaping and appearance of public areas along streets. Residents thought the area of parks and recreation that should receive the most additional emphasis over the next two years was improvements to the Town’s walking and biking trails.
- **Town Communications.** More than half (58%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about programs and services, 55% were satisfied with the quality of the Town’s website, and 53% were satisfied with the Town’s efforts to keep residents informed about local issues. *Satisfaction with the availability of information about programs and services rated 11% above the national average, the Towns efforts to keep you informed rated 9% above the national average, and satisfaction with the level of public involvement rated 14% above the national average.*
- **Town Maintenance/Public Works.** The areas of maintenance that were rated best by residents included: overall satisfaction with the maintenance of street thoroughfares (75%), maintenance of neighborhood streets (74%), and maintenance of street signs and pavement markings (73%). Residents were generally least satisfied with the maintenance and preservation of downtown. *Satisfaction with the maintenance of major streets, maintenance of neighborhood streets, and the cleanliness of streets and public areas all rated significantly higher than the national average.*
- **Transportation.** Eighty-one percent (81%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Chapel Hill Transit, 53% of those surveyed were satisfied with the availability of greenways, and 52% were satisfied with how well the traffic signal system provides efficient traffic flow.
 - The most congested East/West Road is US 15-501 South
 - The most congested North/South Road is Forham Boulevard
 - Seventy percent (70%) of respondents have at least one member of their household who has used public transit in Chapel Hill
 - Fifty-one percent (51%) of those surveyed ride a bicycle
- **Library Services.** Ninety-five percent (95%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of assistance provided by the library staff, 87% were satisfied with the quality of reference services, and 87% were satisfied with the overall quality of library services.

- **Trash Service.** Ninety-three percent (93%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with residential garbage collection service, 87% of those surveyed were satisfied with residential recycling service, and 77% were satisfied with brush and bulky removal service.

Other Findings.

- 69% of the residents surveyed were very likely or likely to vote in favor of issuing obligation bonds to improve bicycle lanes and off-road paths.
- 73% of residents surveyed indicated that they thought the Town of Chapel Hill should continue to manage the Halloween event to keep it small and local.
- 68% of residents surveyed indicated that they use recycling services located in Chapel Hill or Eubanks Road.
- 92% of residents surveyed live within walking distance to a bus stop.
- 54% of those surveyed were dissatisfied with the availability of parking in downtown Chapel Hill.
- 73% of those surveyed felt that a redeveloped downtown was an essential or important part of the Town's economic development strategy.
- 76% of residents surveyed get information about the Town of Chapel Hill via newspaper; 43% internet, 36% television, and 24% email.
- 90% of the residents surveyed indicated that the quality of public schools played an important role when deciding to live in the Town of Chapel Hill.
- 83% of residents surveyed were satisfied with the overall performance of the Town's Police Department.

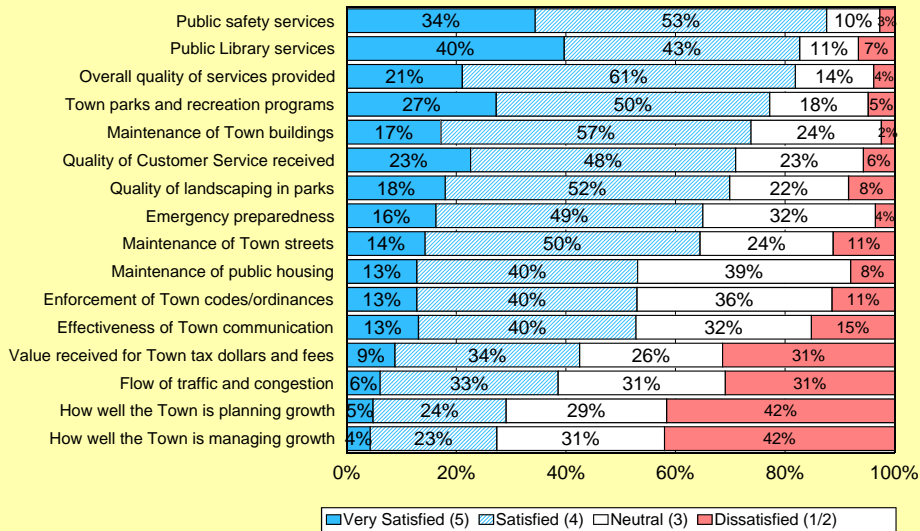
Section 1:
Charts and Graphs

OVERALL RATINGS

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q1. Overall Satisfaction With Town Services by Major Category

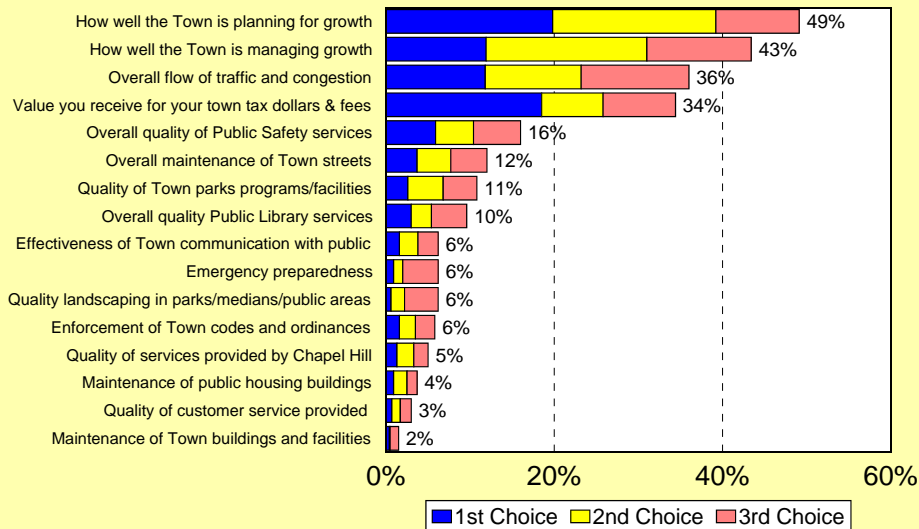
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q2. Services That Should Receive the Most Emphasis from the Town Over the Next Two Years

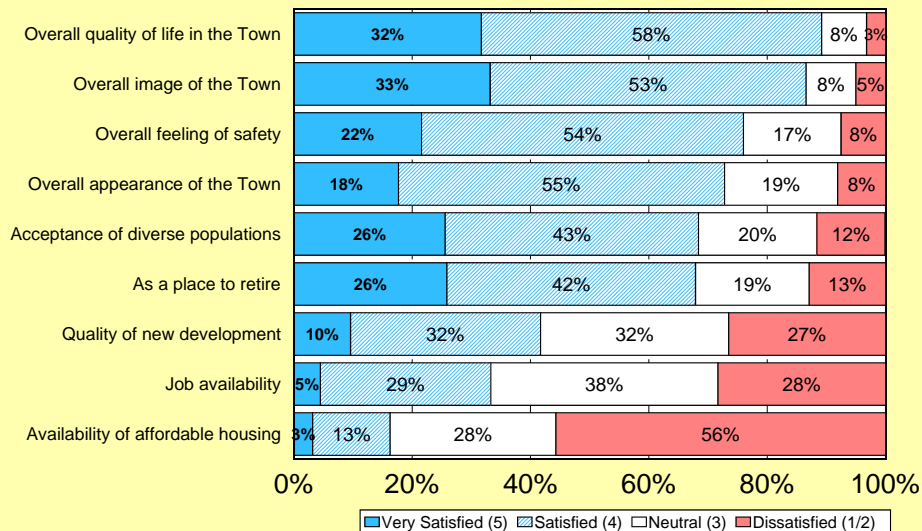
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

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



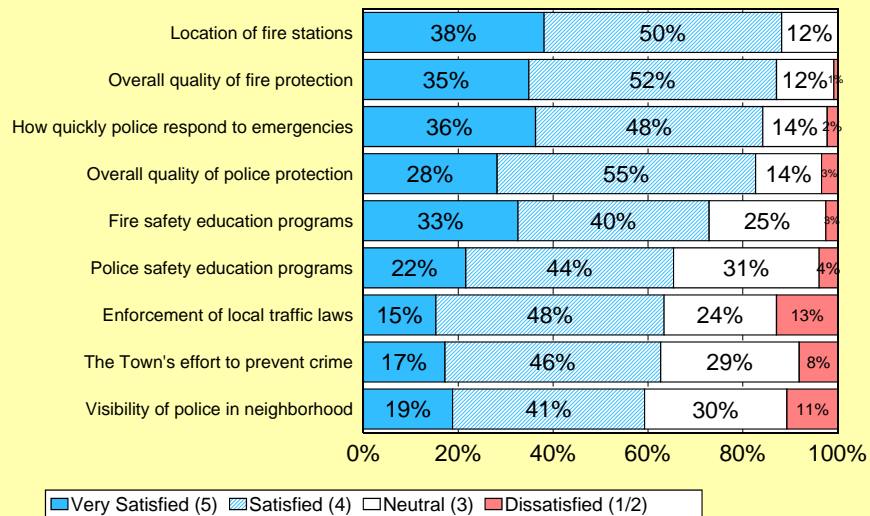
Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

PUBLIC SAFETY

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q4. Satisfaction with Various Aspects of Public Safety

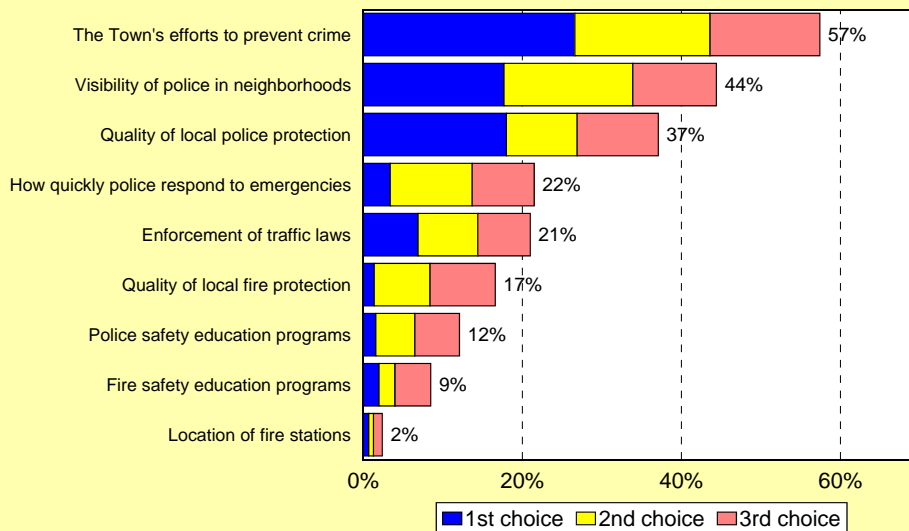
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q5. Public Safety Services That Should Receive the Most Emphasis from the Town Over the Next Two Years

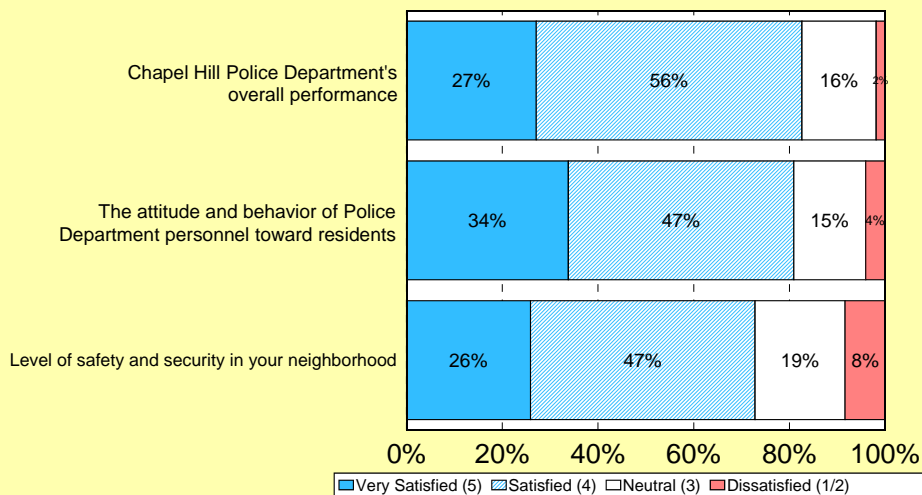
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q6. Satisfaction With the Police Department

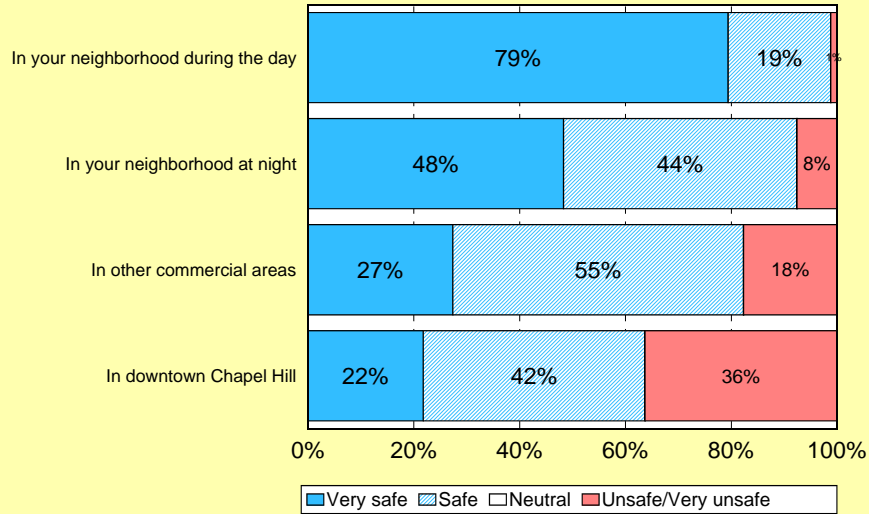
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q8. How Safe Residents Feel In Certain Situations

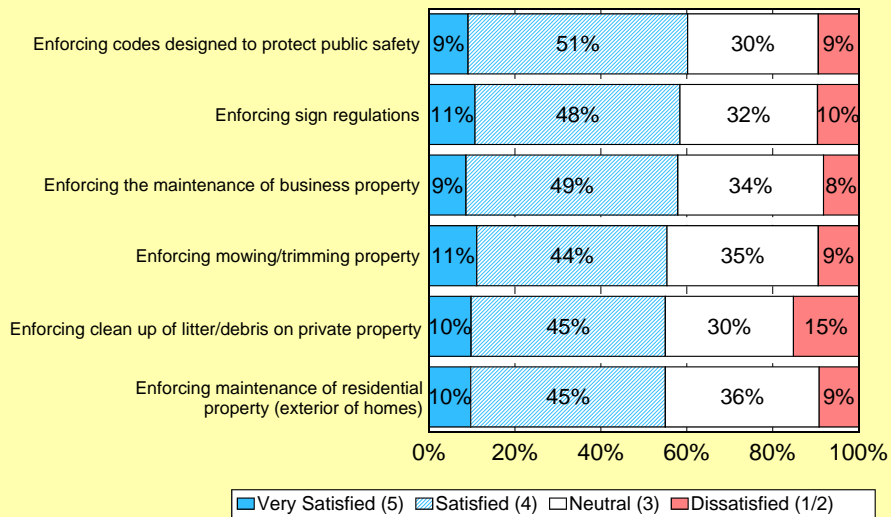
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q9. Satisfaction with Town Regulations

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



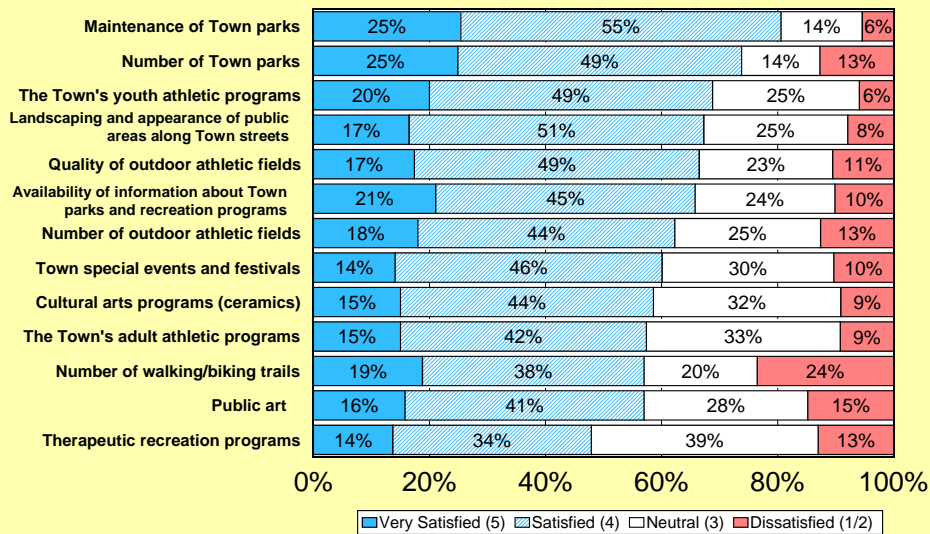
Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

PARKS & RECREATION

Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q10. Satisfaction with Various Aspects of Parks and Recreation

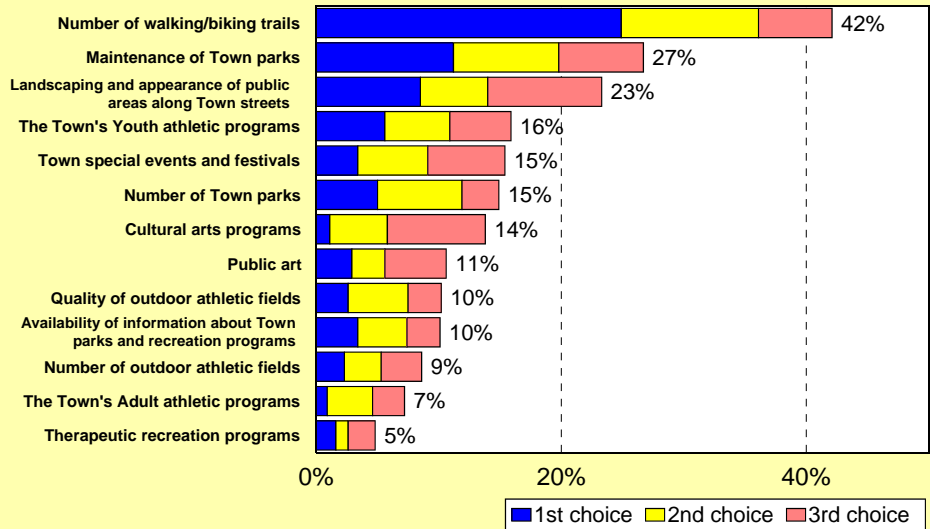
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

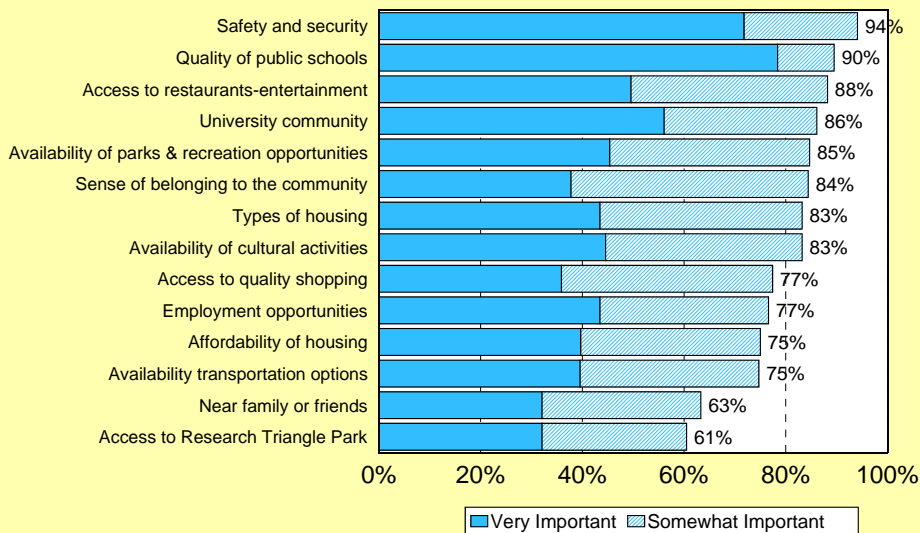
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q12. Reasons to Live in Chapel Hill

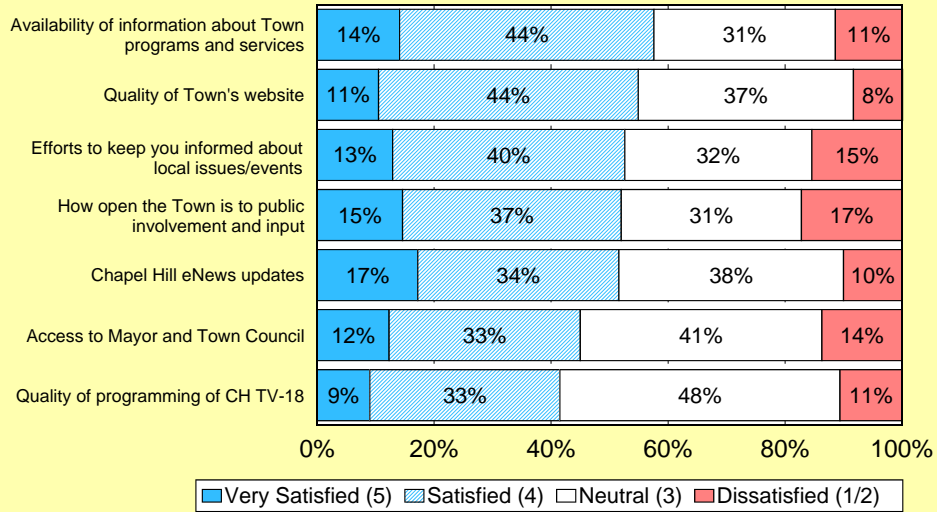
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q13. Satisfaction with Various Aspects of Town Communications

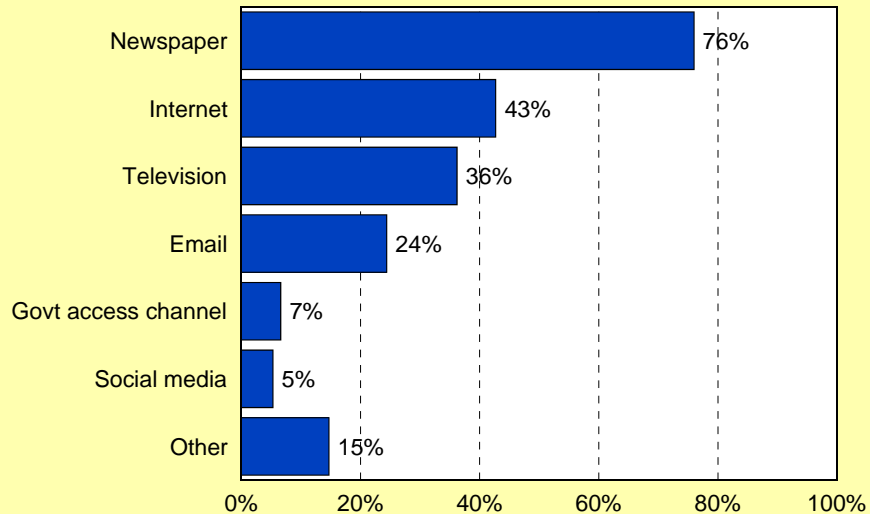
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



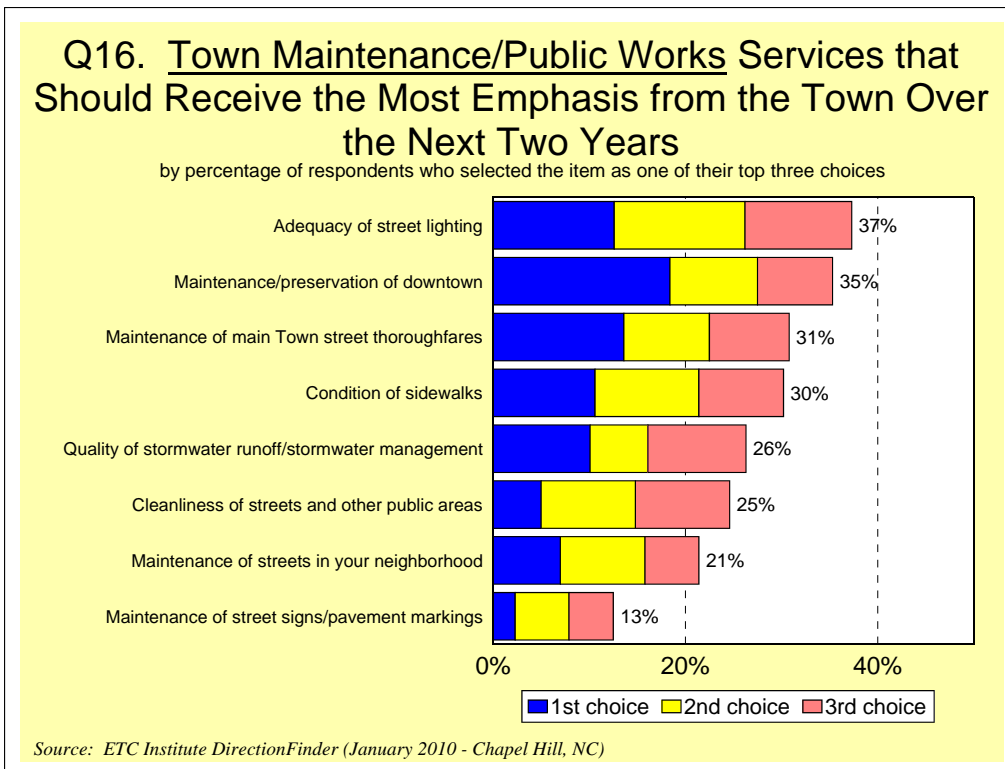
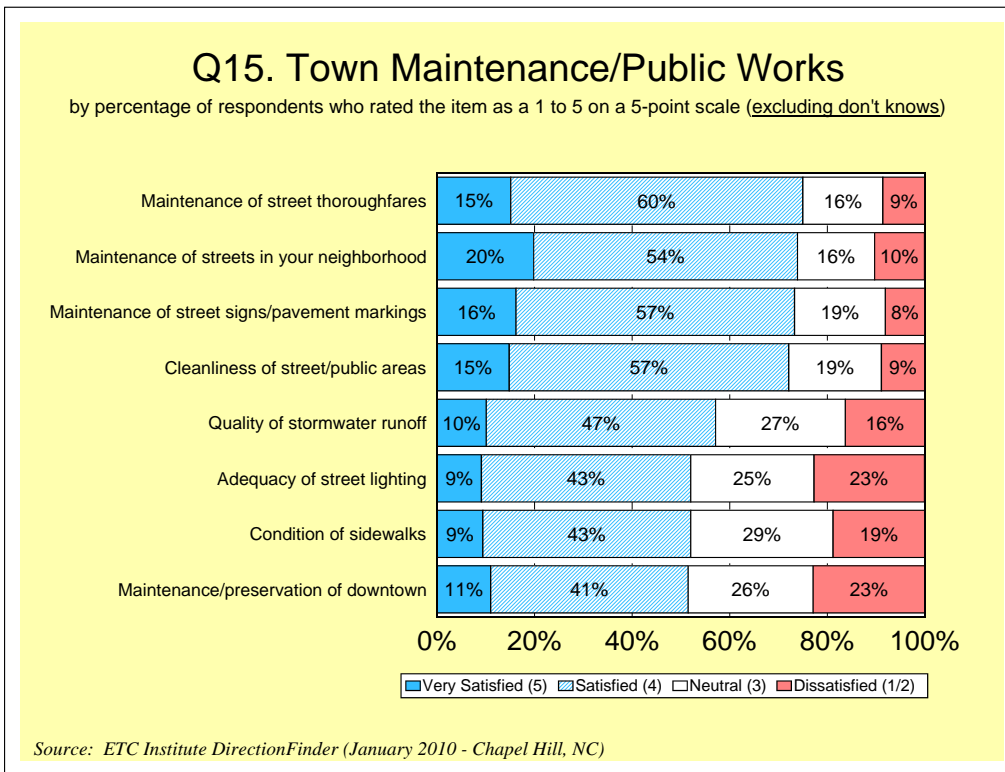
Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q14. Primary Sources of Information About Town Issues, Services, and Events

by percentage of respondents

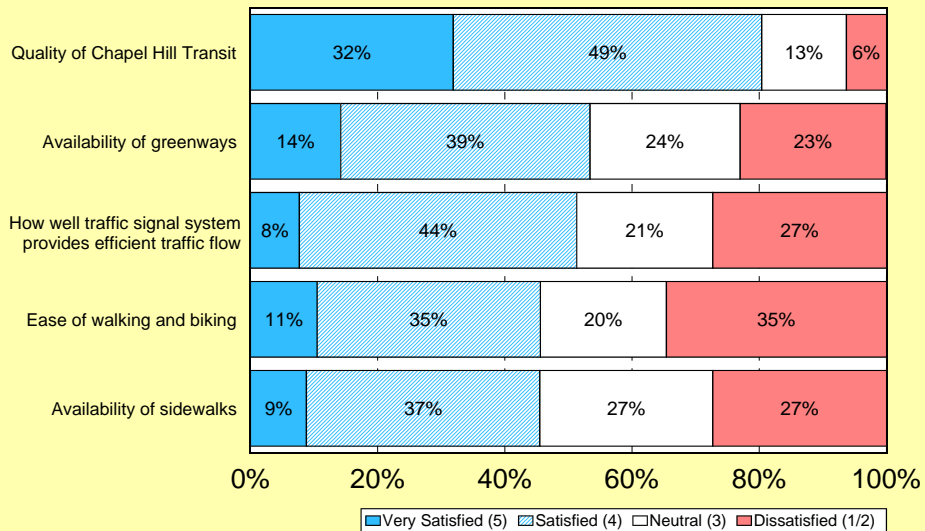


Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)



Q17. Satisfaction with Transportation in Chapel Hill

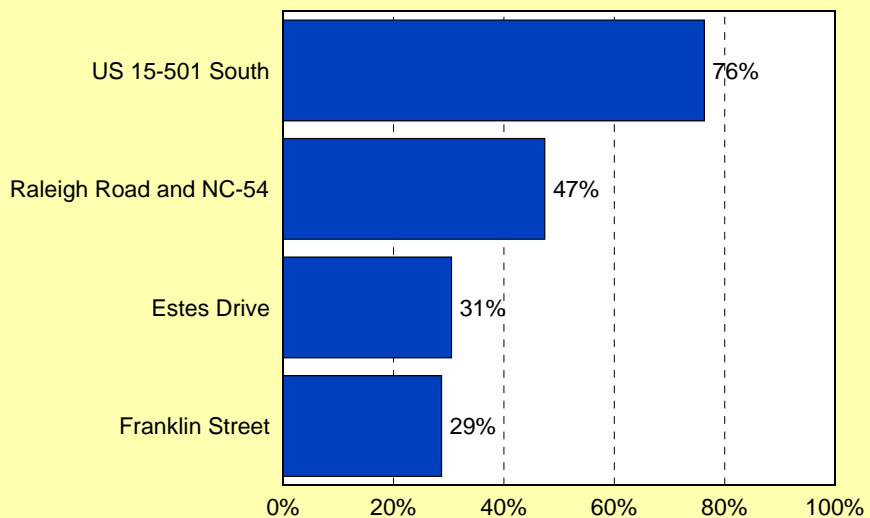
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



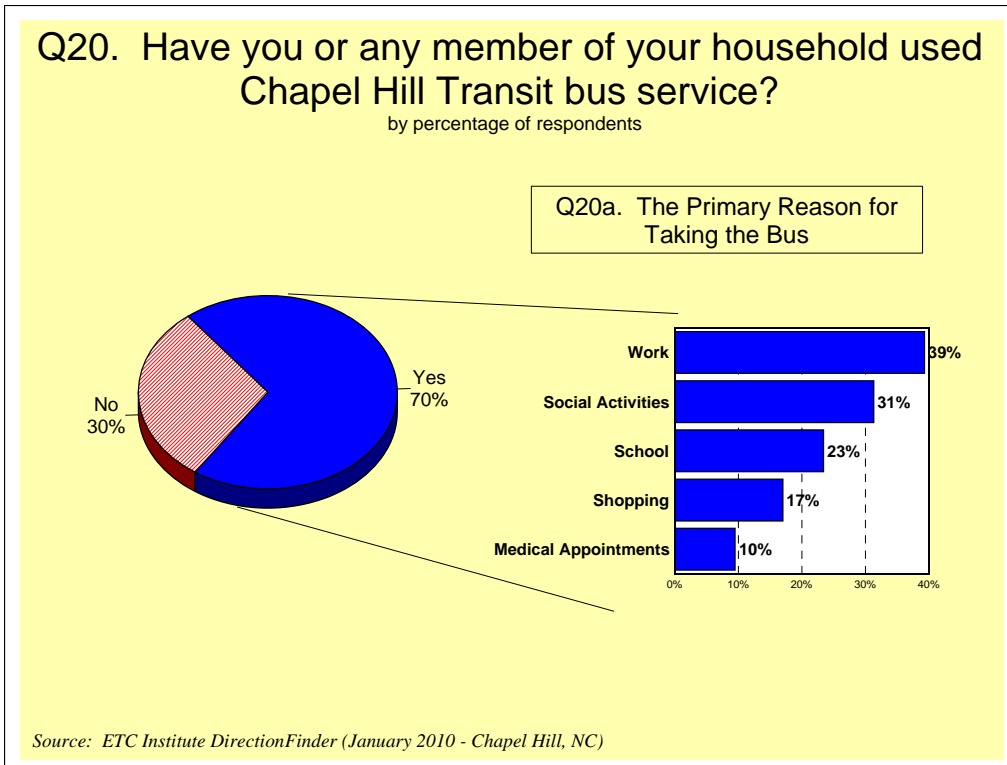
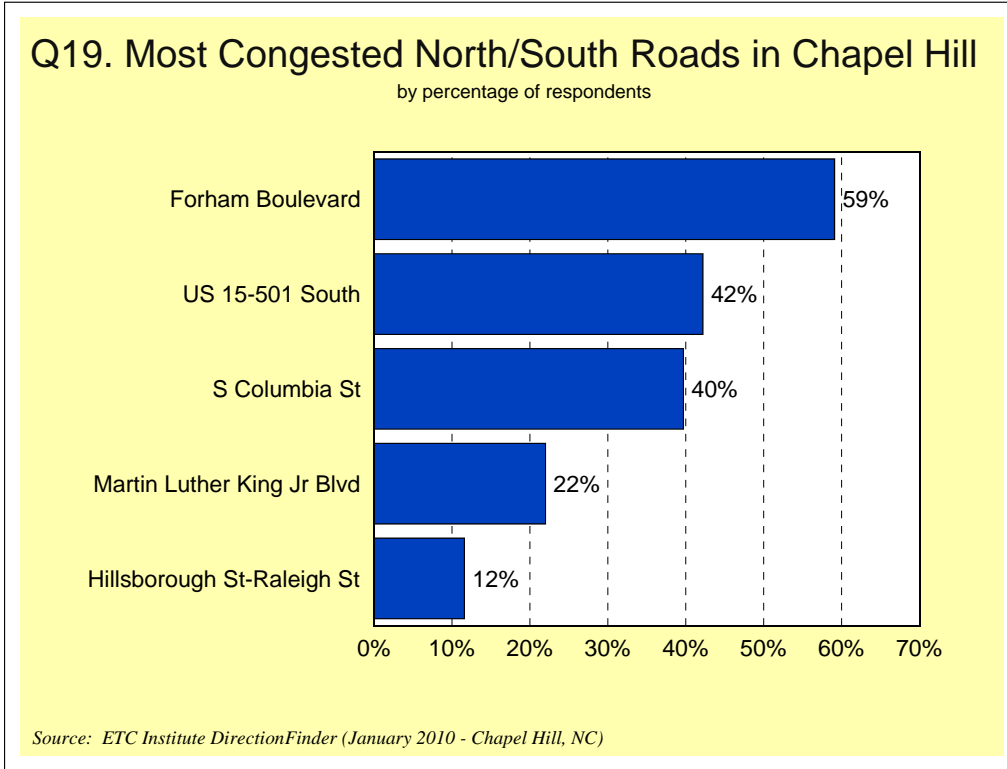
Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

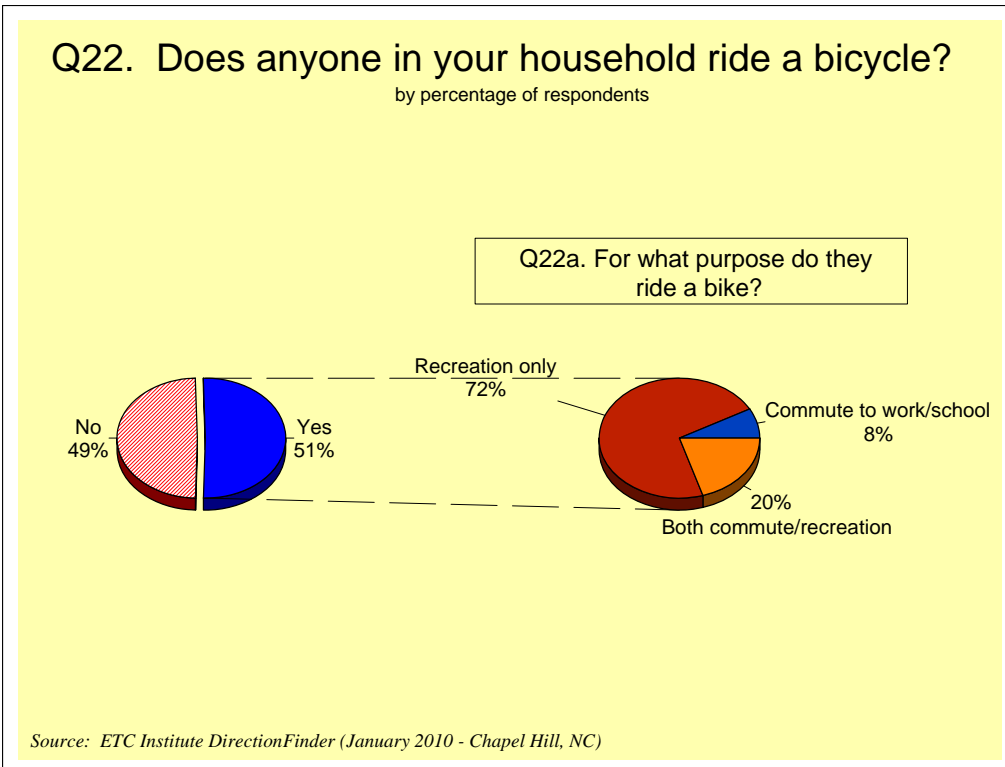
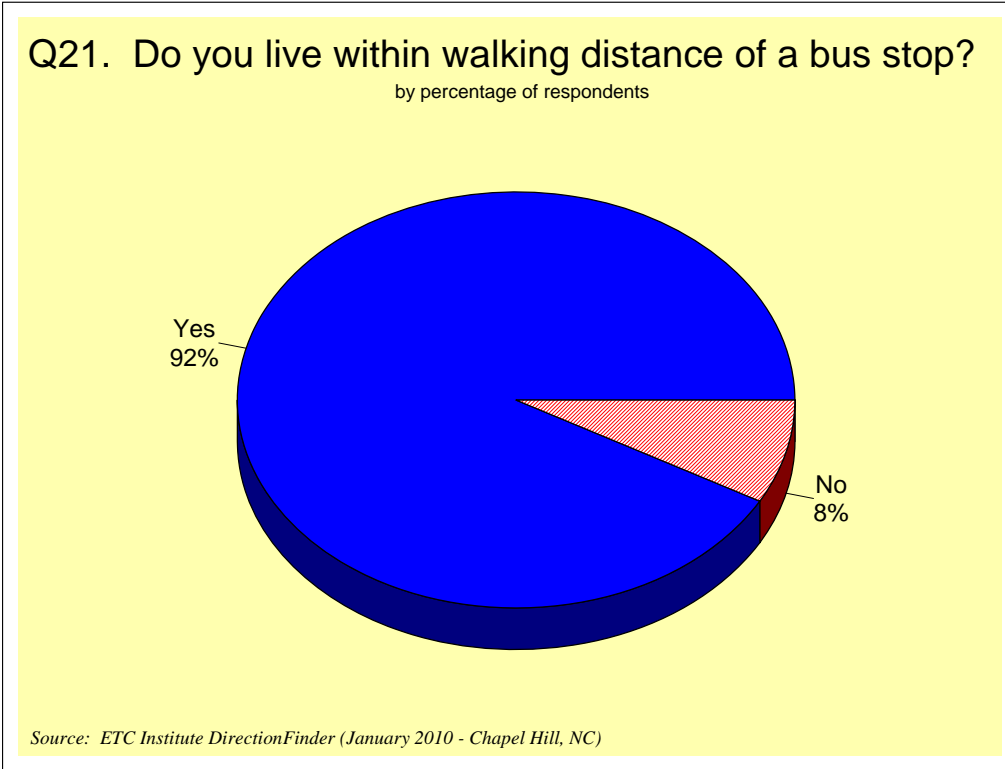
Q18. Most Congested East/West Roads in Chapel Hill

by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

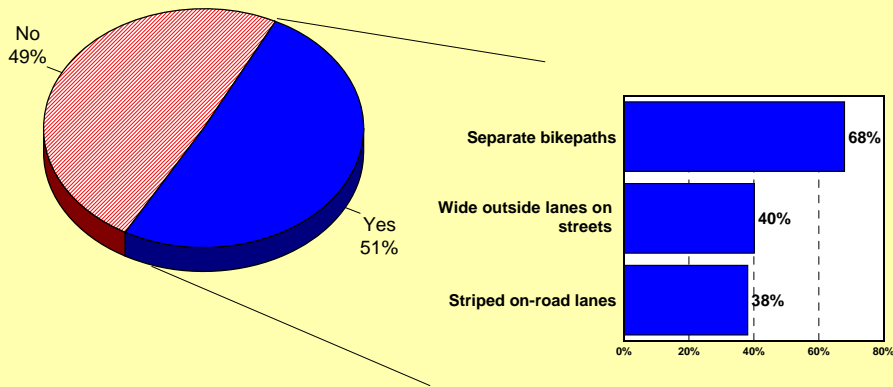




Q22. Does anyone in your household ride a bicycle?

by percentage of respondents

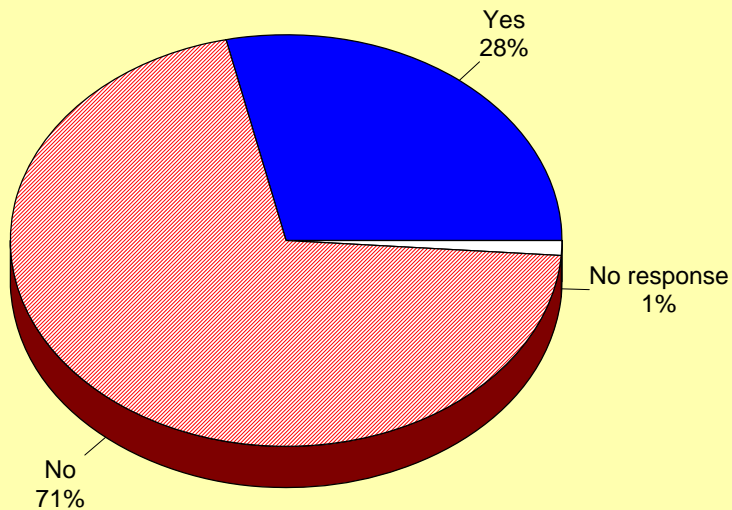
Q22b. What type of bicycle amenities would you like for the Town to provide?



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q23. Do you feel that riding a bicycle in Chapel Hill is safe?

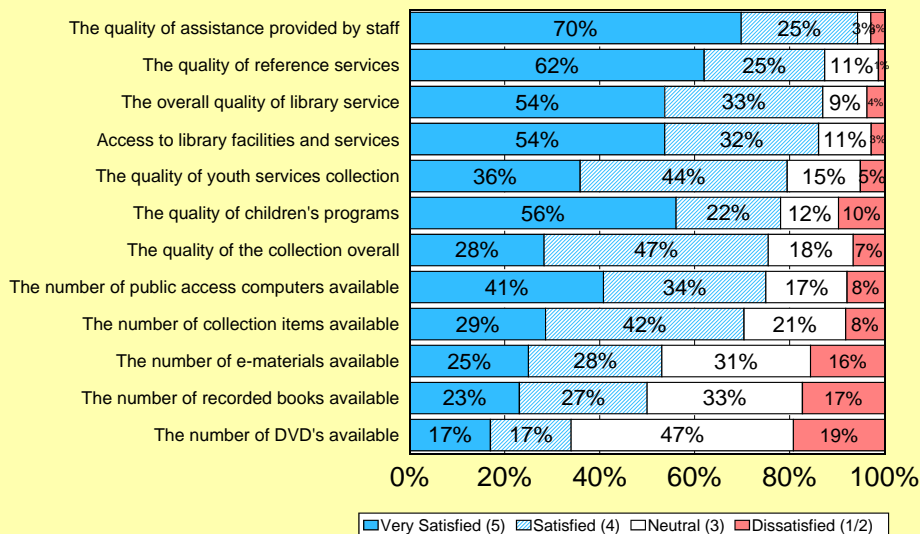
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q24. Satisfaction with Library Services

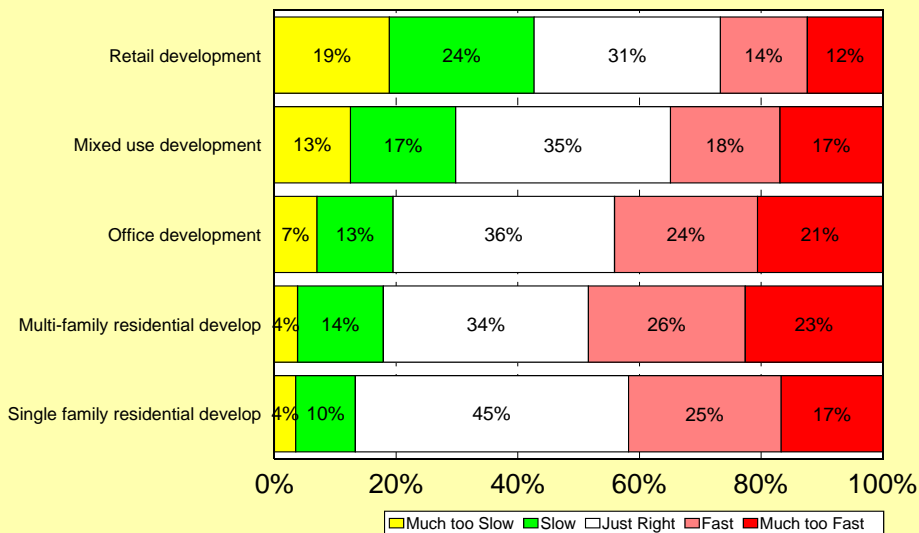
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q25. How Residents Rate the Current Pace of Development of Various Issues

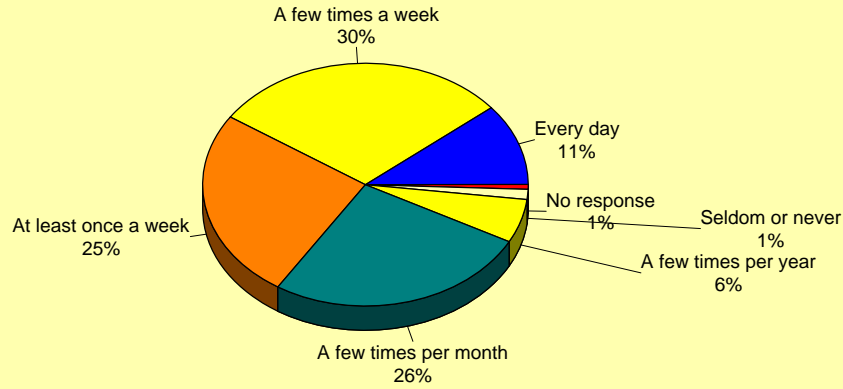
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

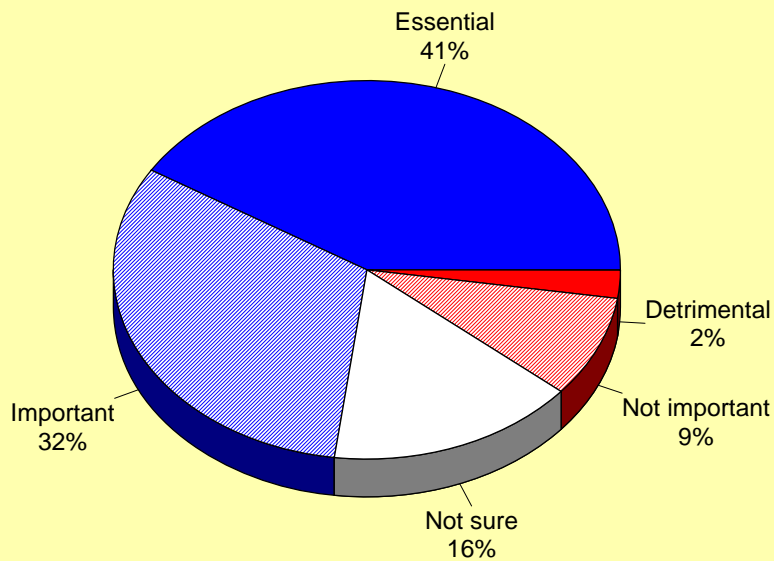
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

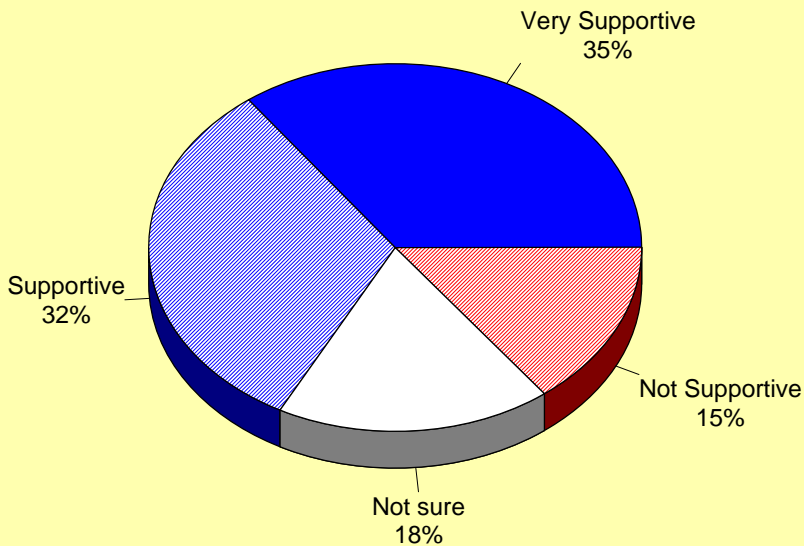
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q28. Support for Having the Town Use Incentives to Attract and Expand Retail, Science & Technology, Research and Regional Office Companies?

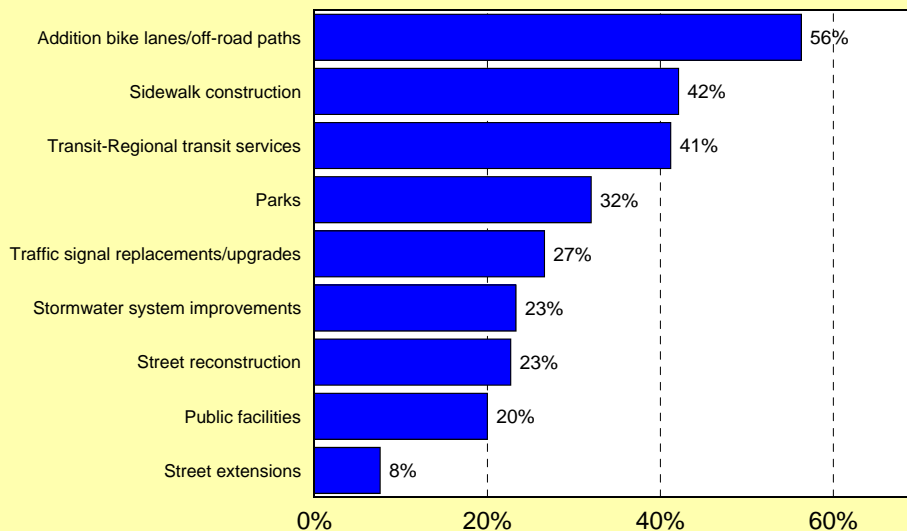
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q29. Capital Improvements that are Most Important to Residents

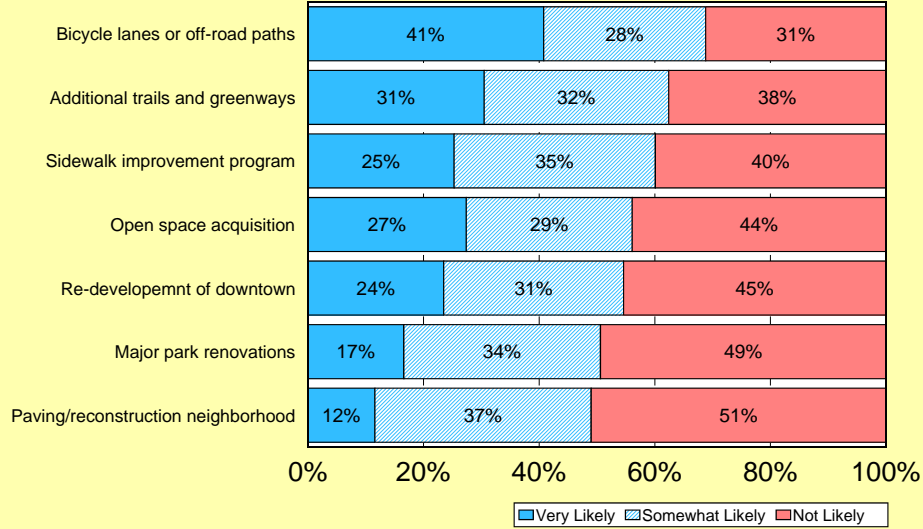
By number of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q30. How Likely Residents Are to Vote in Favor of Issuing General Obligation Bonds for Various Issues

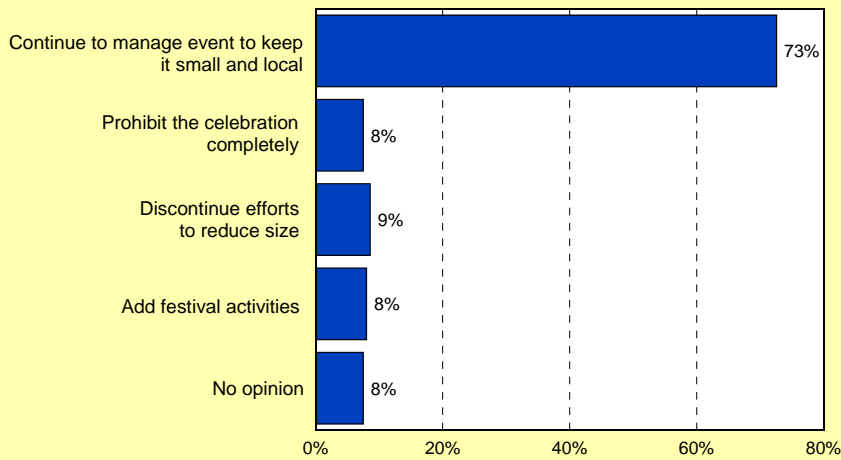
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q31. How Residents Would Like for the Town to Address the Halloween Event in the Future

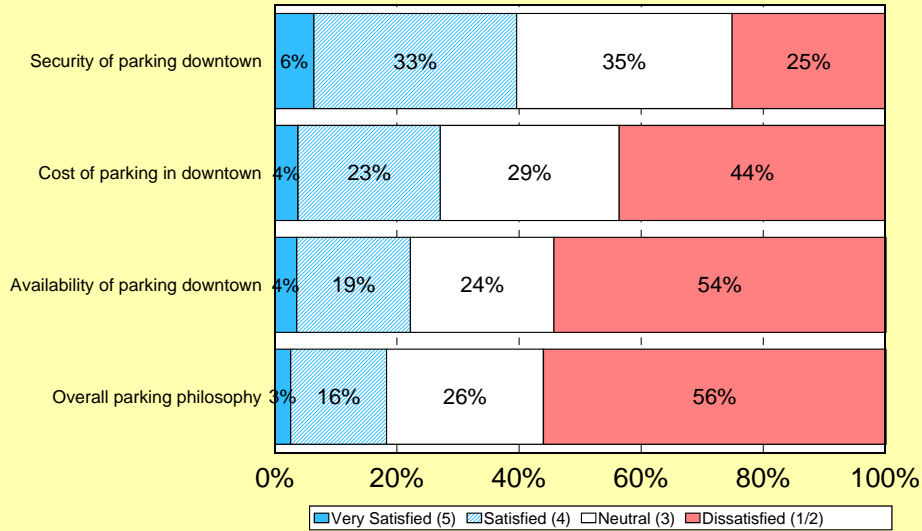
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q32. Satisfaction with Various Issues Regarding Downtown Parking

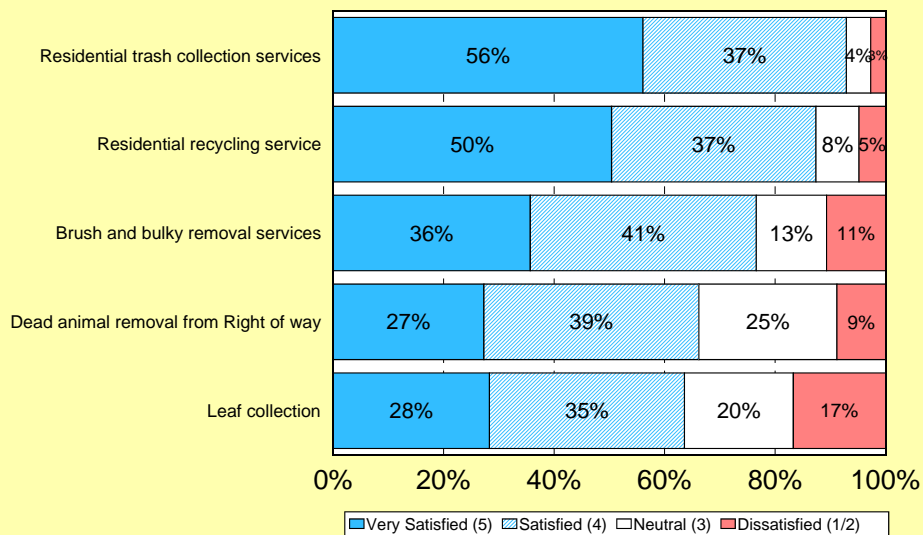
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



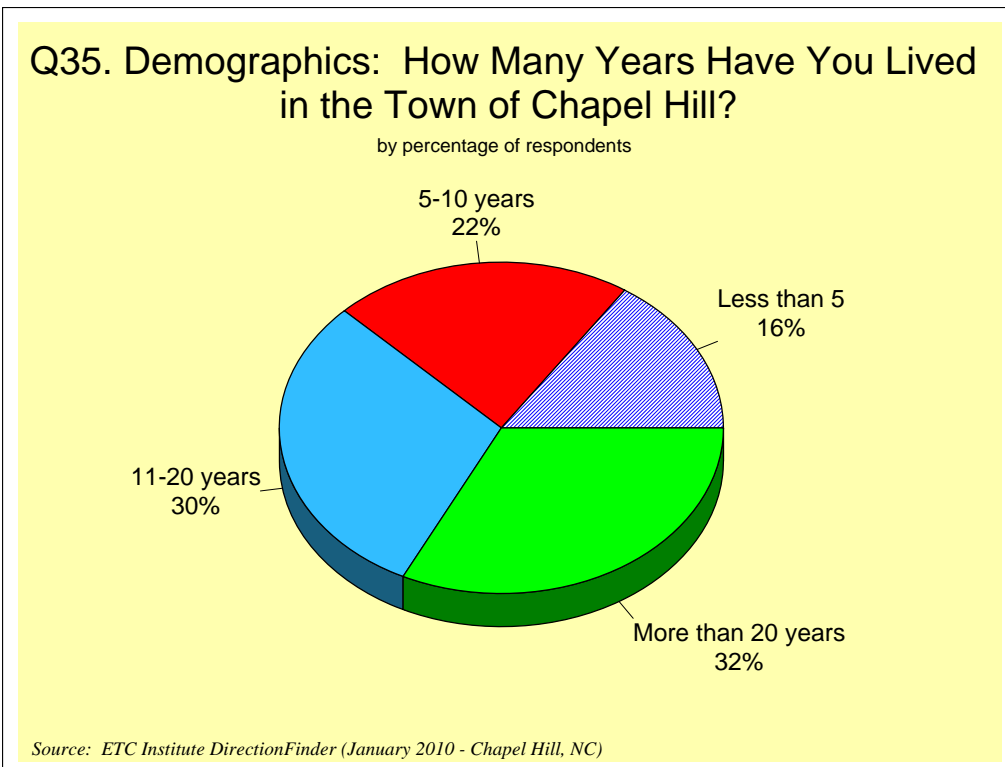
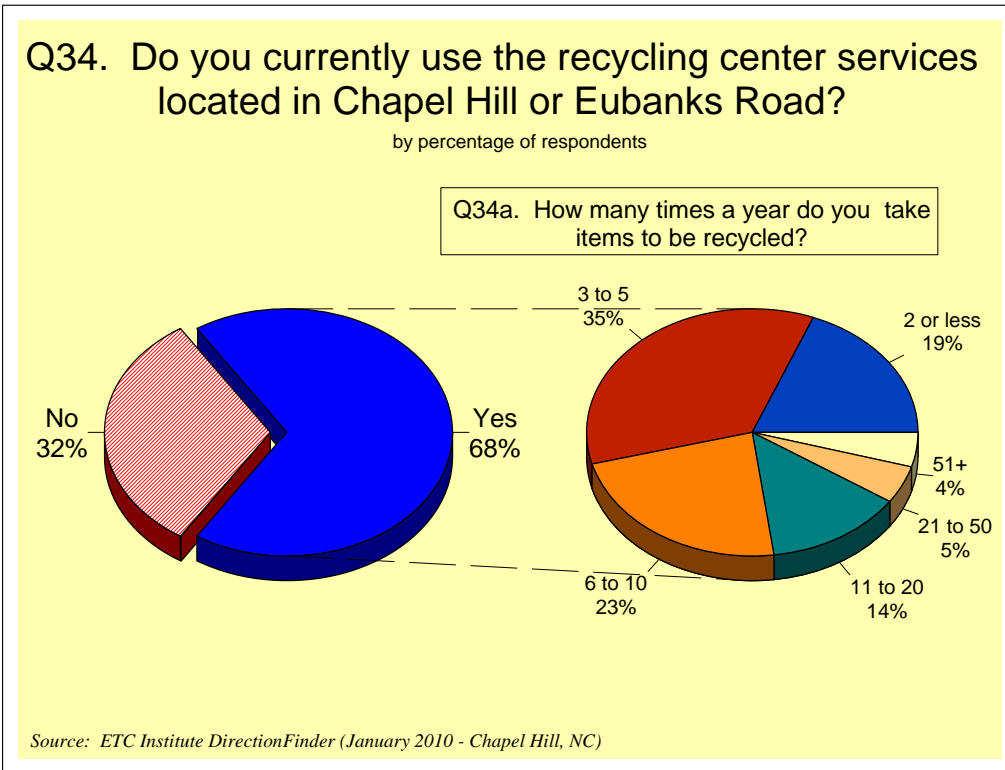
Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q33. Satisfaction with Issues Regarding Trash Service

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

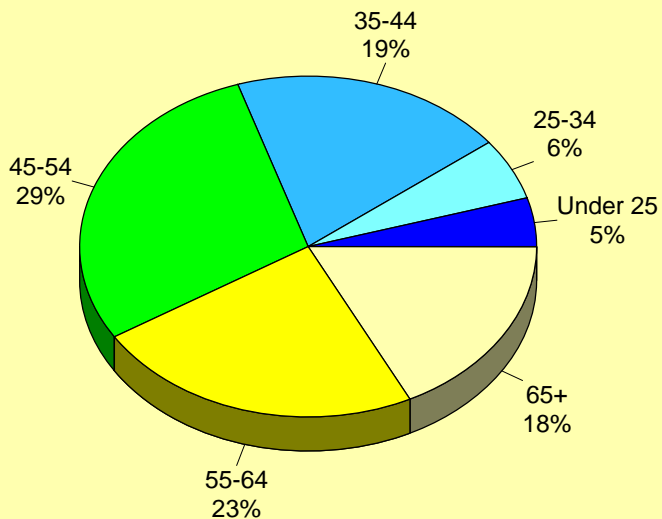


Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)



Q36. Demographics: Age of Respondents

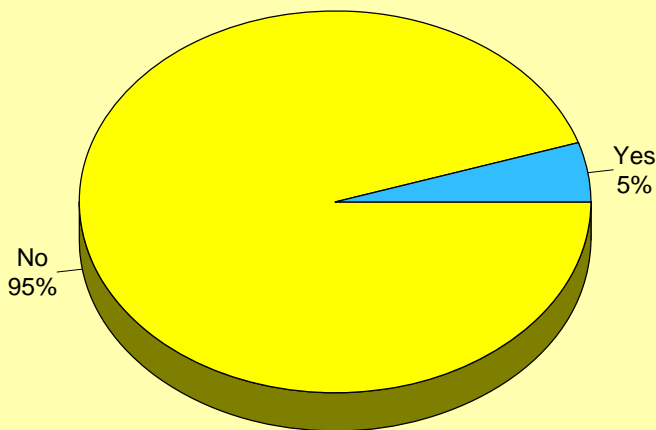
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

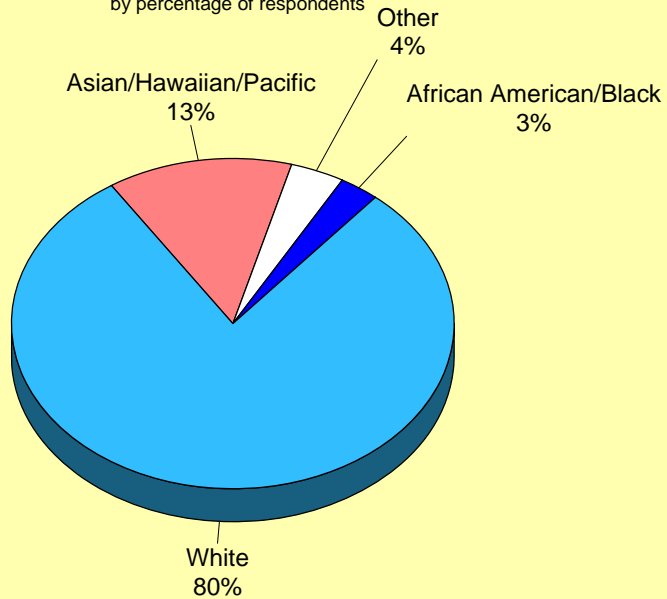
by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

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

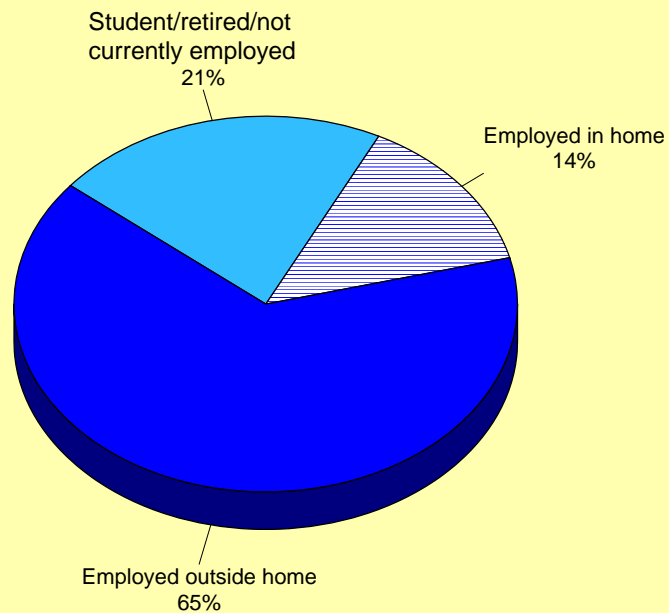
by percentage of respondents



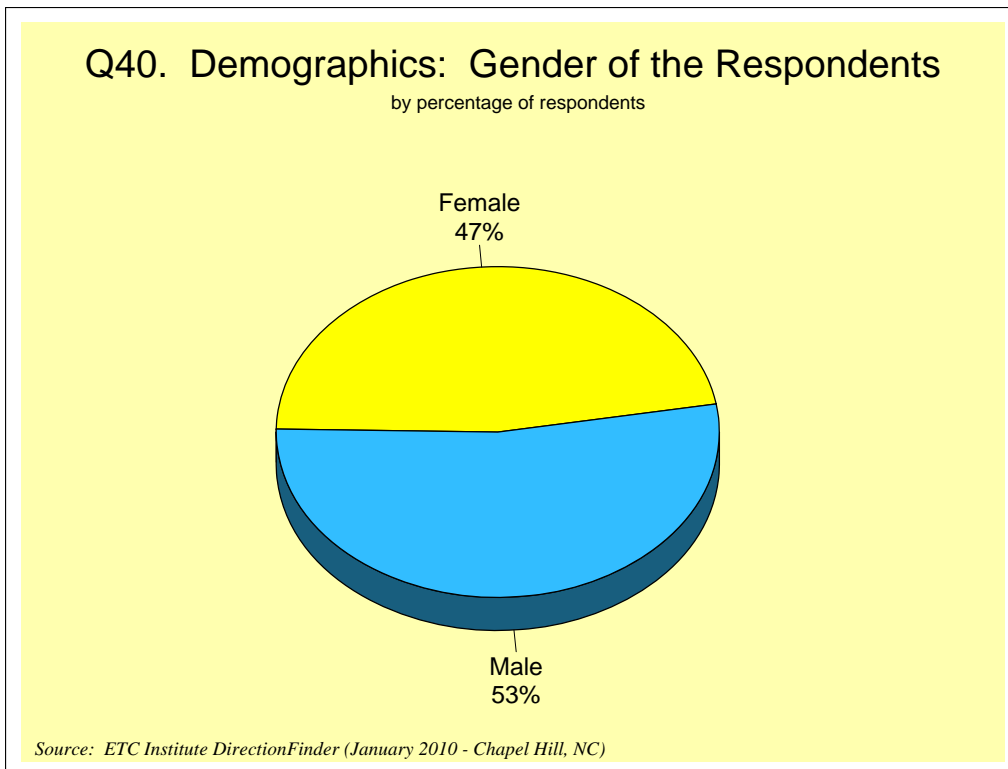
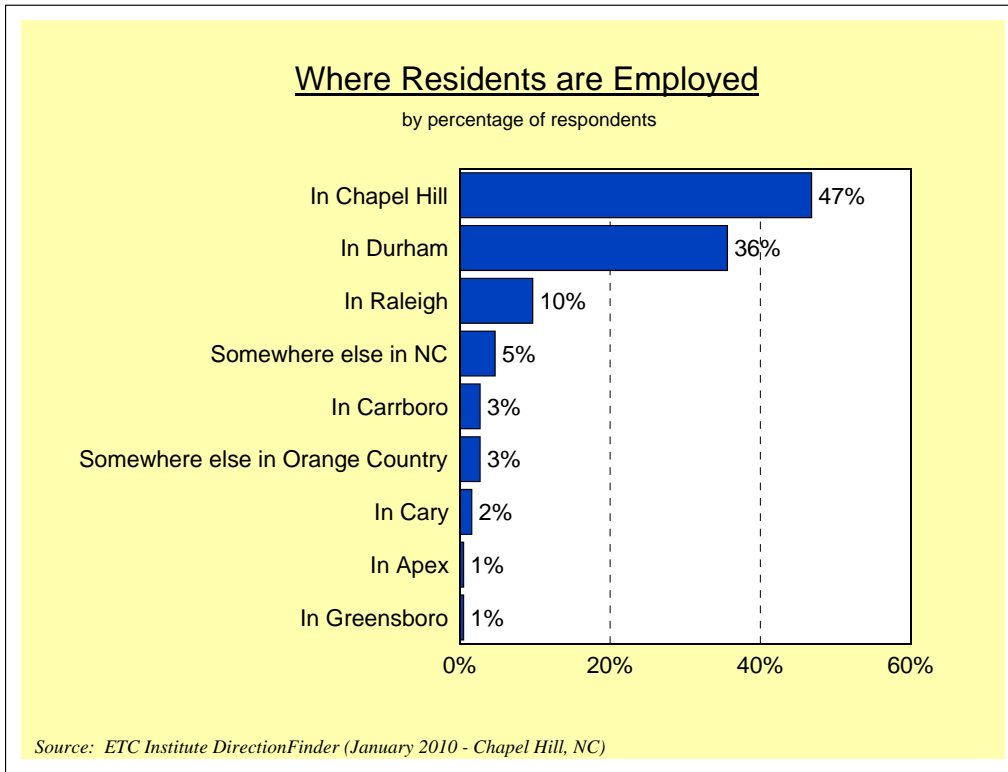
Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)

Q39. Current Employment Status

by percentage of respondents



Source: ETC Institute DirectionFinder (January 2010 - Chapel Hill, NC)



Section 2:
Benchmarking Data



DirectionFinder® Survey

Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in nearly 200 cities and counties in 38 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 July 2009 to a random sample of more than 2,000 residents in the continental United States, and (2) individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 199,999) between May 2007 and November 2009. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services.

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

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

Interpreting the Performance Range Charts

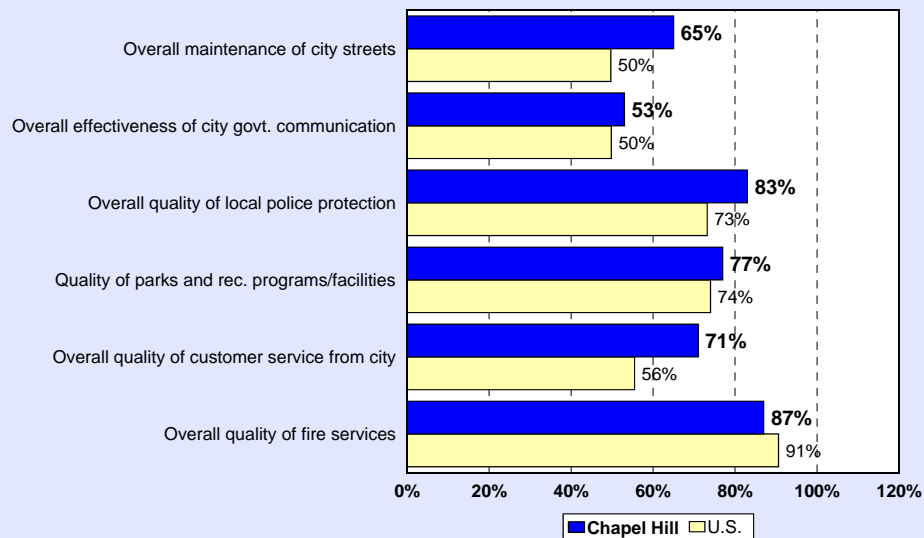
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction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

National Benchmarks

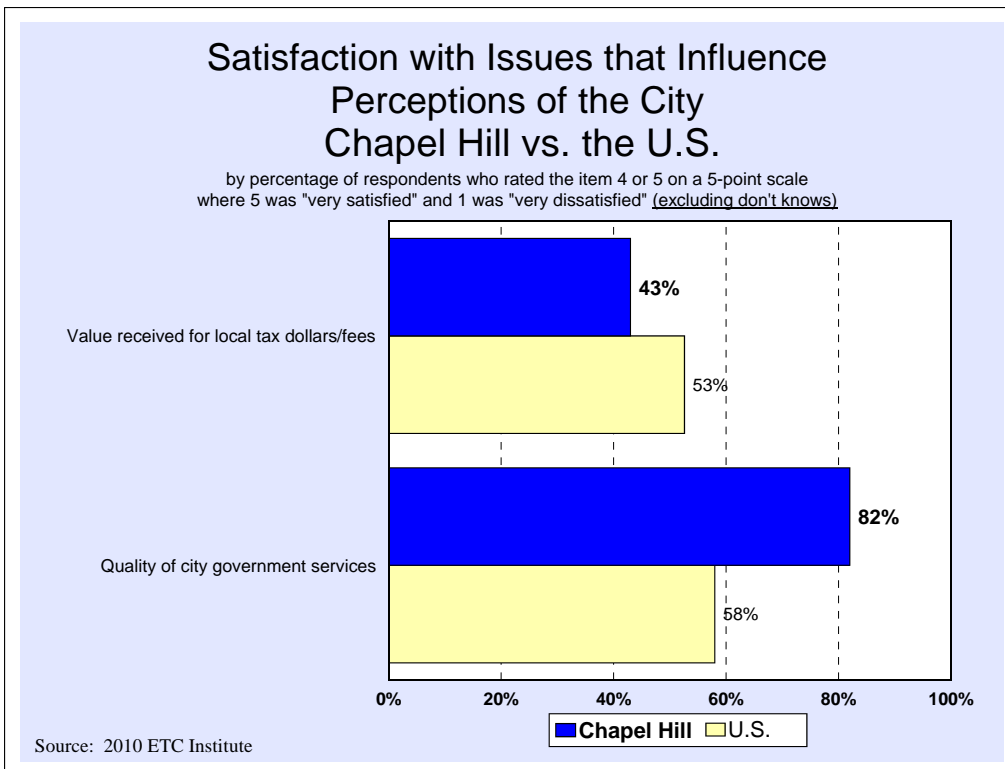
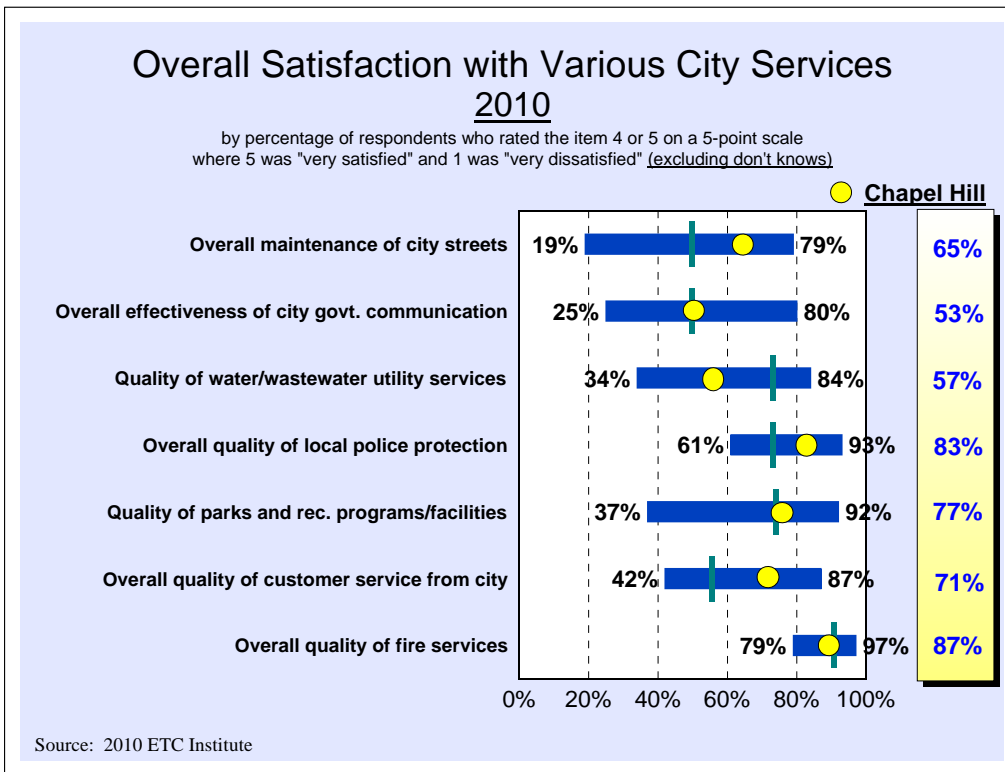
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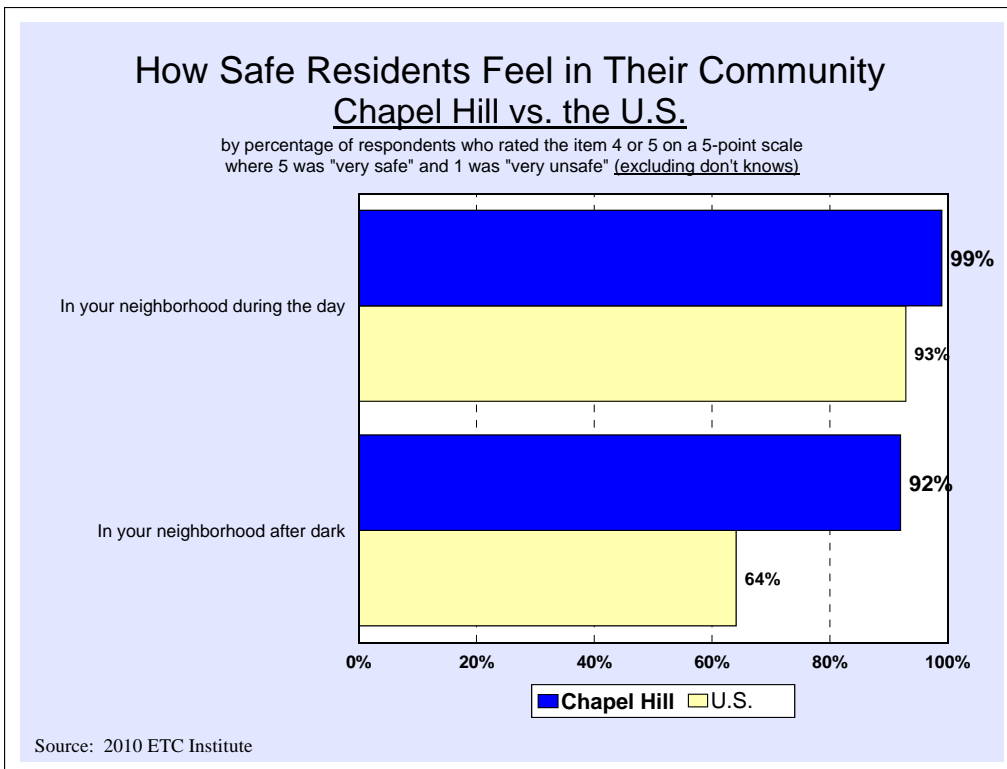
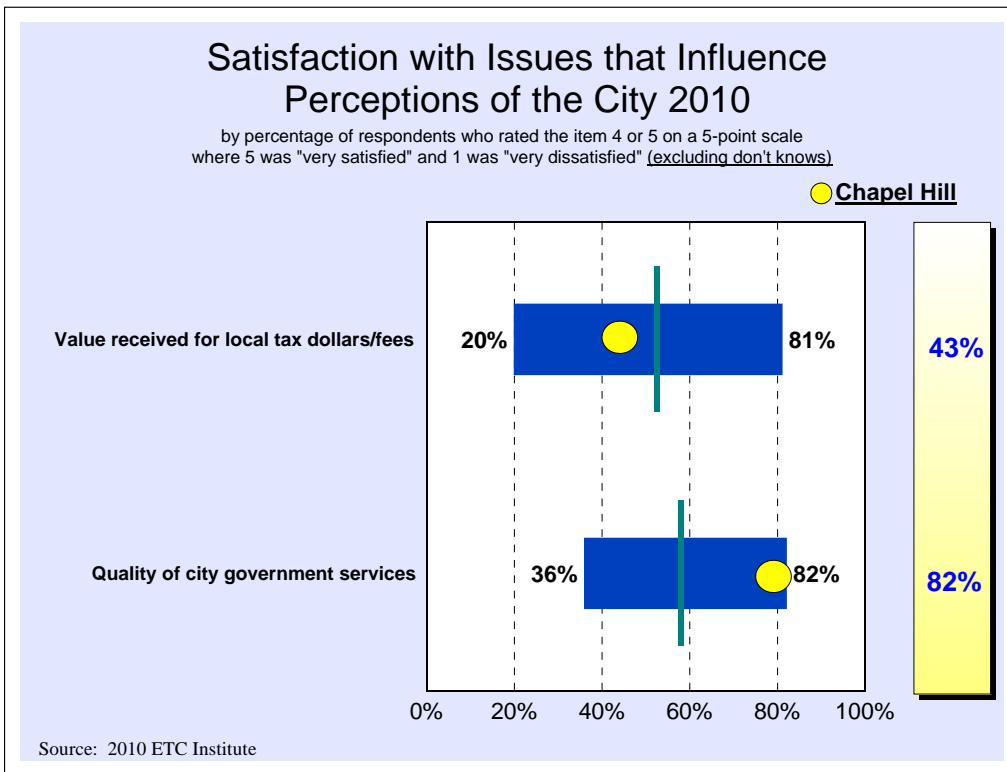
Overall Satisfaction with Various City Services Chapel Hill vs. the U.S.

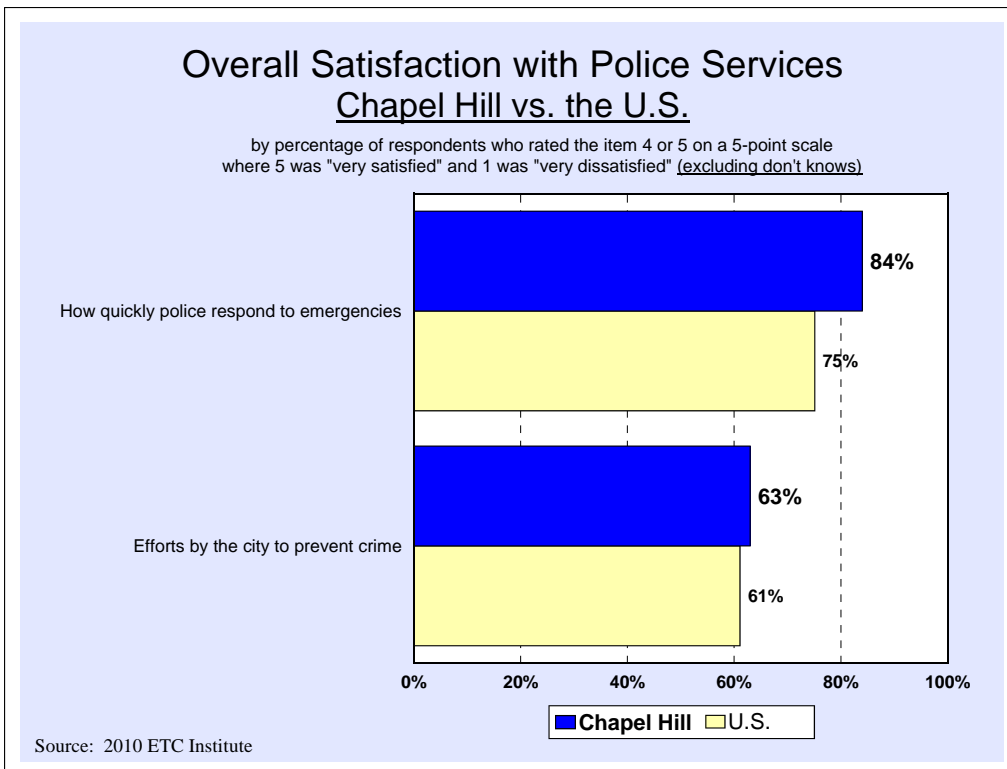
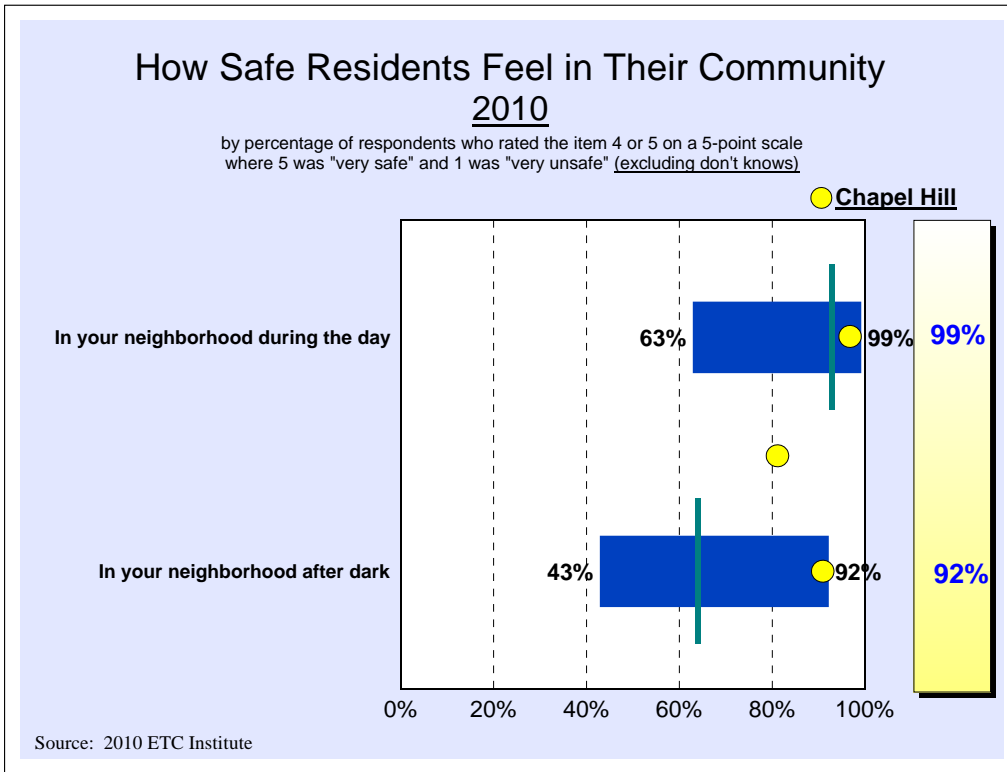
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

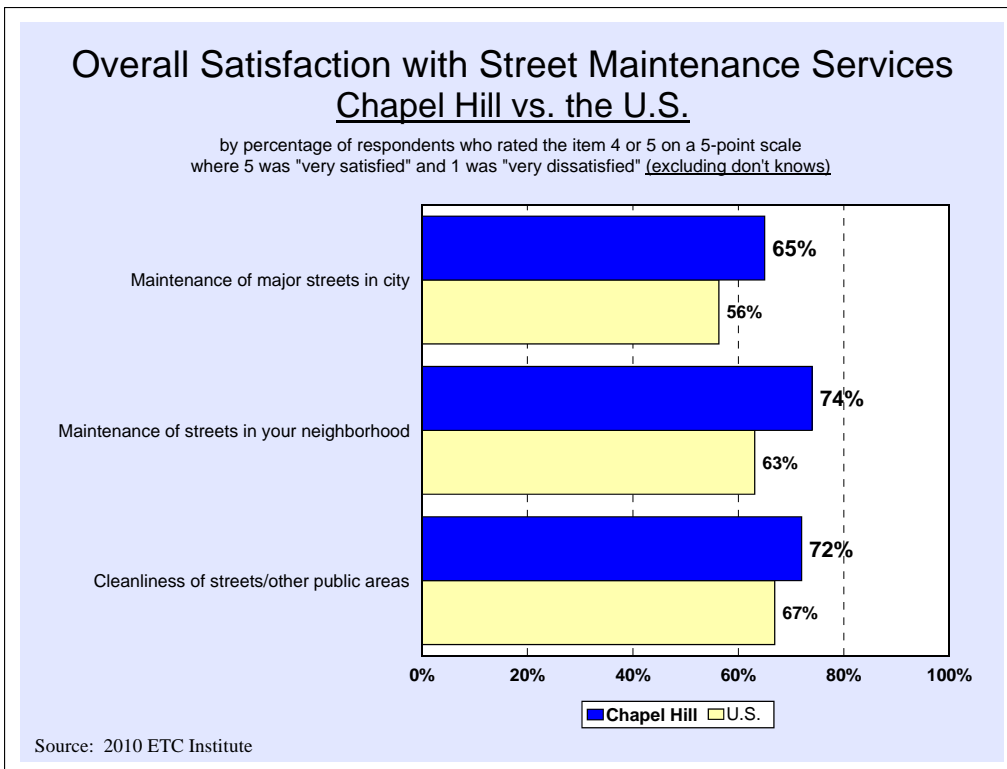
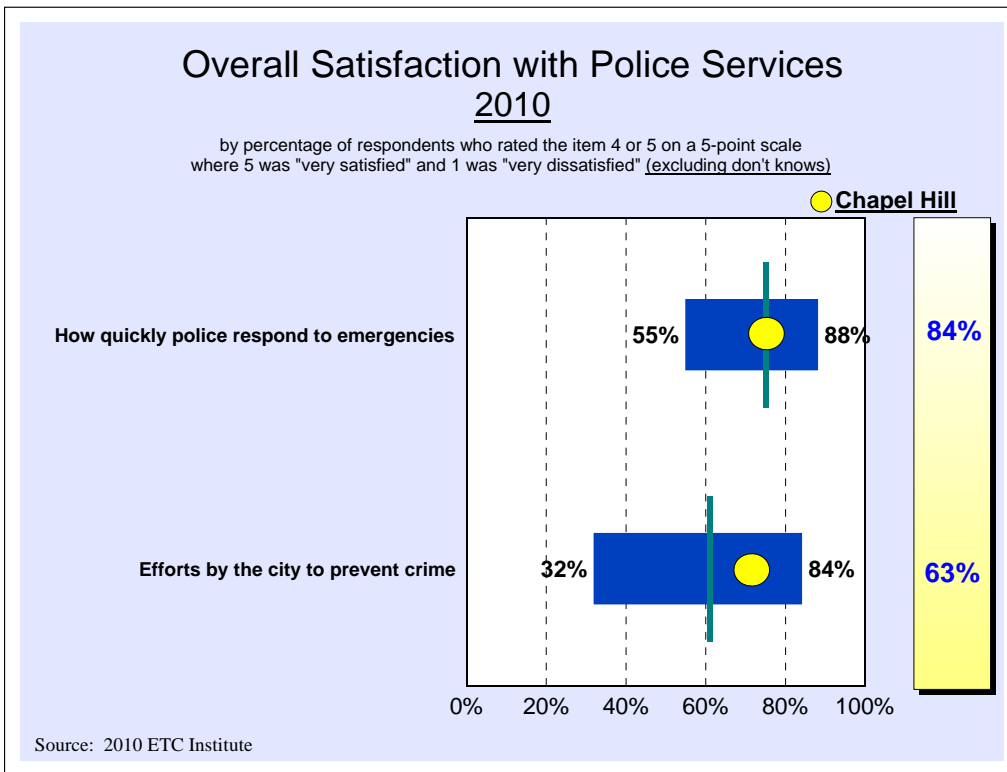


Source: 2010 ETC Institute



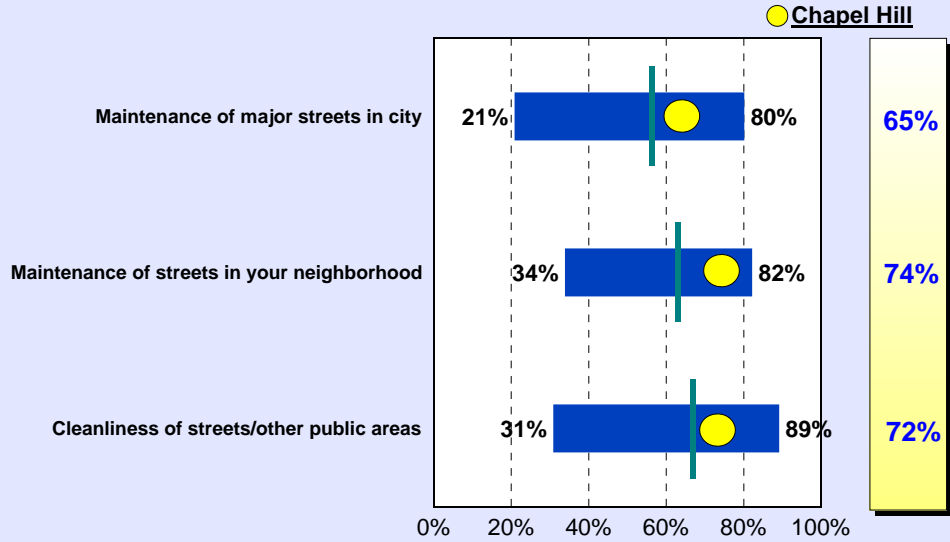






Overall Satisfaction with Street Maintenance Services 2010

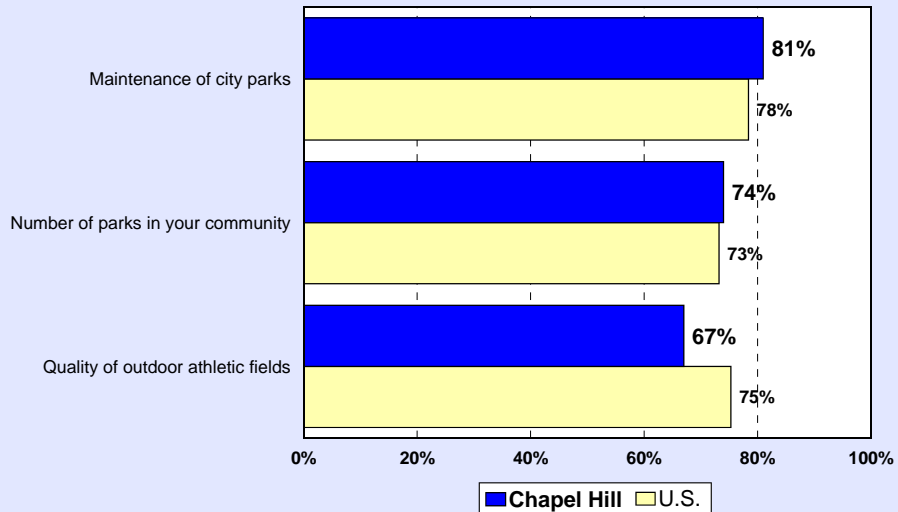
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



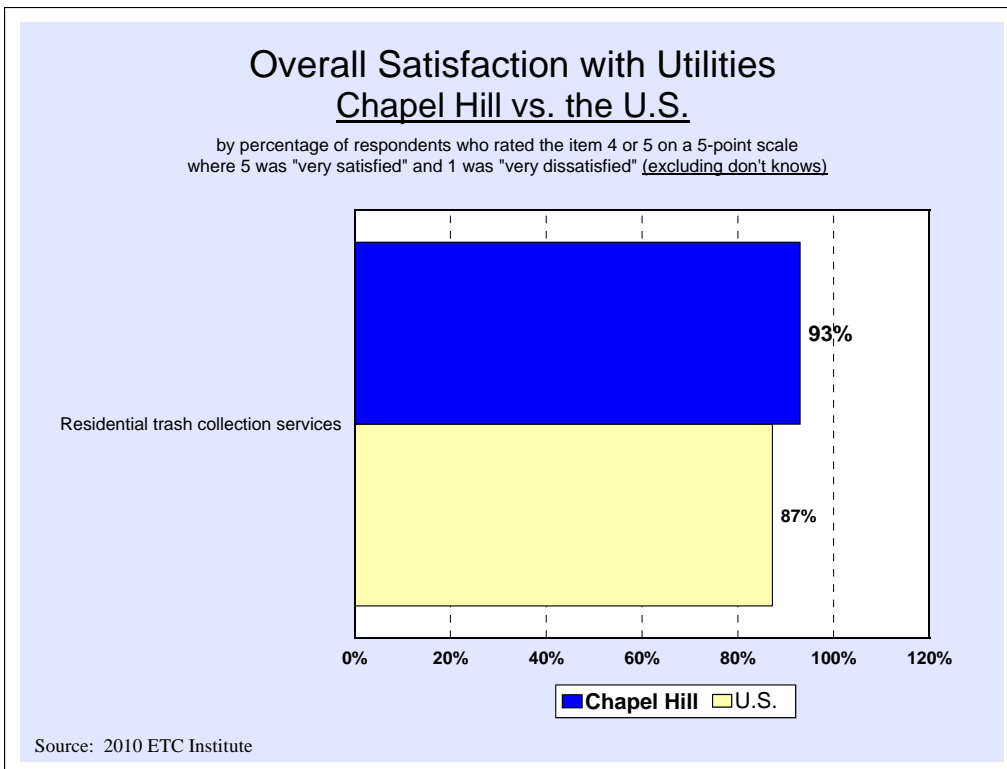
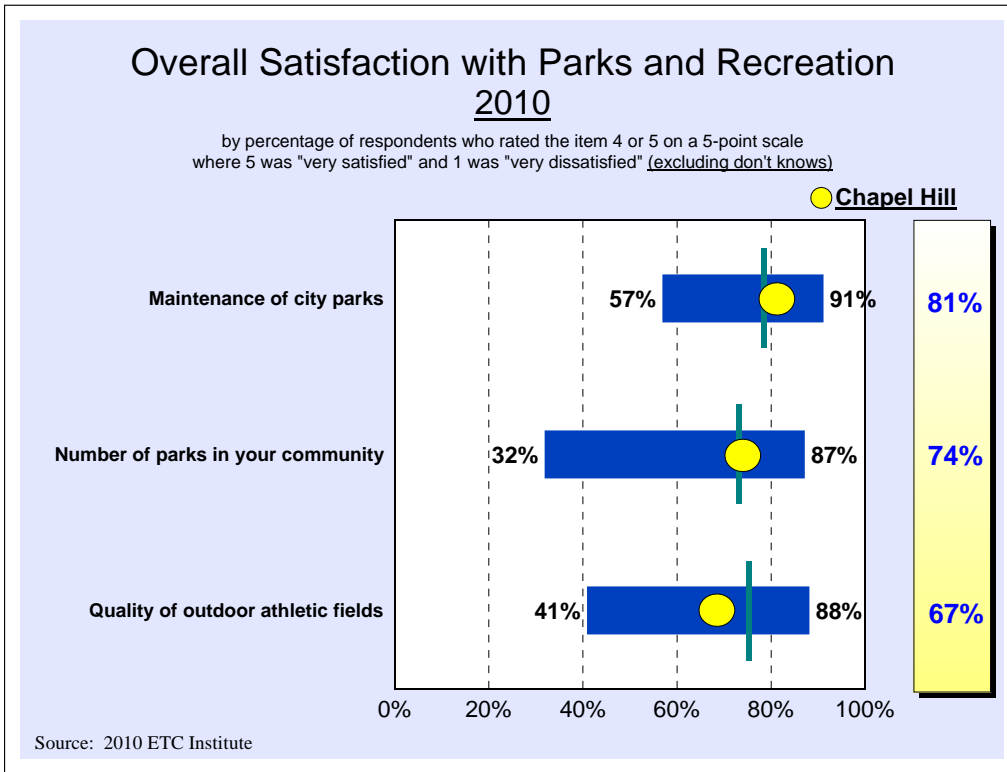
Source: 2010 ETC Institute

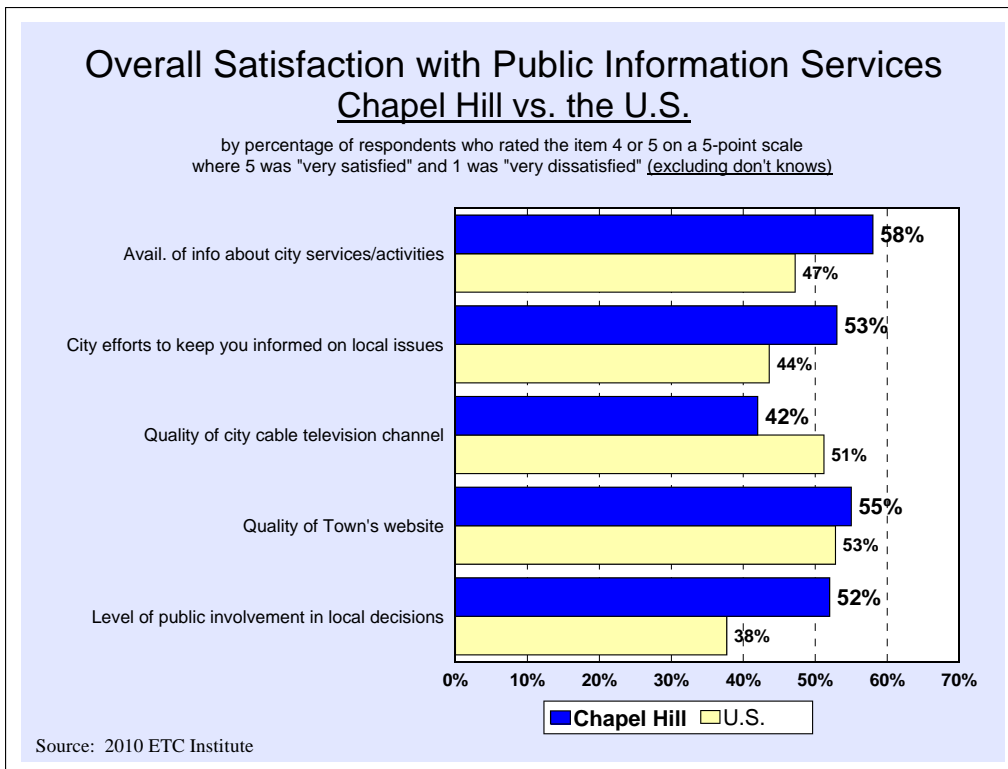
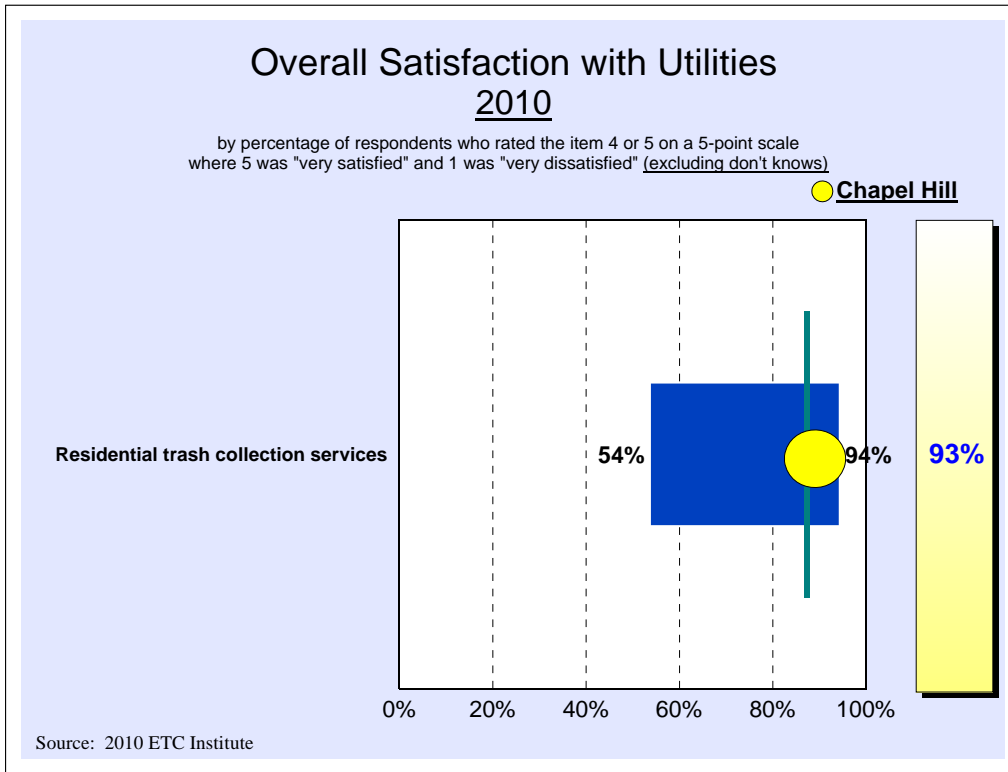
Overall Satisfaction with Parks and Recreation Chapel Hill vs. the U.S.

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



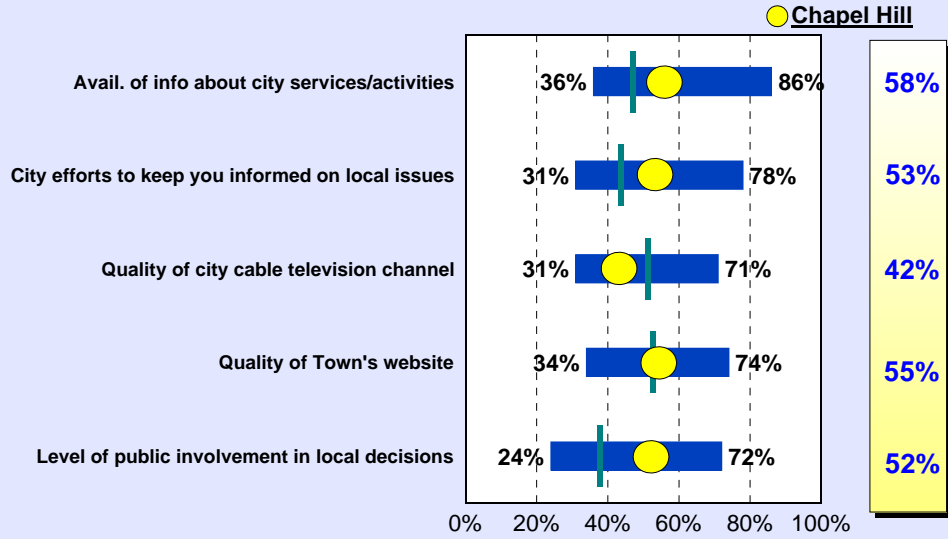
Source: 2010 ETC Institute





Overall Satisfaction with Public Information Services 2010

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



Source: 2010 ETC Institute

Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

The Town of Chapel Hill, North Carolina

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of town services they thought should receive the most emphasis over the next two years. Eleven percent (11%) ranked "Quality of Town parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of Town parks and recreation programs and facilities” was ranked fourth overall with 77% rating “Quality of Town parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of Town parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 11% was multiplied by 23% ($1-0.77$). This calculation yielded an I-S rating of **0.0246**, which was ranked eighth out of sixteen major service categories.

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

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

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

Interpreting the Ratings

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

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

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

Importance-Satisfaction Rating

Chapel Hill

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
How well the Town is planning growth	49%	1	29%	15	0.3481	1
How well the Town is managing growth	43%	2	27%	16	0.3151	2
<u>High Priority (IS .10-.20)</u>						
Flow of traffic and congestion	36%	3	39%	14	0.2210	3
Value received for Town tax dollars and fees	34%	4	43%	13	0.1978	4
<u>Medium Priority (IS <.10)</u>						
Maintenance of Town streets	12%	6	64%	9	0.0432	5
Effectiveness of Town communication	6%	11	53%	12	0.0293	6
Enforcement of Town codes/ordinances	6%	12	53%	11	0.0273	7
Town parks and recreation programs	11%	7	77%	4	0.0246	8
Emergency preparedness	6%	10	65%	8	0.0217	9
Public safety services	16%	5	87%	1	0.0208	10
Quality of landscaping in parks	6%	9	70%	7	0.0187	11
Maintenance of public housing	4%	14	53%	10	0.0174	2
Public Library services	10%	8	83%	2	0.0166	13
Overall quality of services provided	5%	13	82%	3	0.0091	14
Quality of Customer Service received	3%	15	71%	6	0.0087	15
Maintenance of Town buildings	2%	16	74%	5	0.0039	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 over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

Chapel Hill

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
The Town's effort to prevent crime	57%	1	63%	8	0.2141	1
<u>High Priority (IS .10-.20)</u>						
Visibility of police in neighborhood	44%	2	60%	9	0.1776	2
<u>Medium Priority (IS < .10)</u>						
Enforcement of local traffic laws	21%	5	63%	7	0.0769	3
Overall quality of police protection	37%	3	83%	4	0.0642	4
Police safety education programs	12%	7	66%	6	0.0411	5
How quickly police respond to emergencies	22%	4	84%	3	0.0340	6
Fire safety education programs	9%	8	73%	5	0.0230	7
Overall quality of fire protection	17%	6	87%	2	0.0214	8
Location of fire stations	2%	9	88%	1	0.0028	9

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

Chapel Hill

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Number of walking/biking trails	42%	1	57%	11	0.1810	1
<u>Medium Priority (IS <.10)</u>						
Landscaping and appearance of public areas along Town streets	23%	3	68%	4	0.0746	2
Town special events and festivals	15%	5	60%	8	0.0614	3
Cultural arts programs (ceramics)	14%	7	59%	9	0.0571	4
Maintenance of Town parks	27%	2	80%	1	0.0534	5
The Town's youth athletic programs	16%	4	69%	3	0.0496	6
Public art	11%	8	57%	12	0.0456	7
Number of Town parks	15%	6	74%	2	0.0390	8
Availability of information about Town parks and recreation programs	10%	10	66%	6	0.0345	9
Quality of outdoor athletic fields	10%	9	66%	5	0.0347	10
Number of outdoor athletic fields	9%	11	62%	7	0.0324	11
The Town's adult athletic programs	7%	12	57%	10	0.0307	12
Therapeutic recreation programs	5%	13	48%	13	0.0250	13

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

Chapel Hill

CITY MAINTENANCE/PUBLIC WORKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting	37%	1	52%	6	0.1790	1
Maintenance/preservation of downtown	35%	2	52%	8	0.1712	2
Condition of sidewalks	30%	4	52%	7	0.1450	3
Quality of stormwater runoff	26%	5	57%	5	0.1128	4
<u>Medium Priority (IS < .10)</u>						
Maintenance of street thoroughfares	31%	3	75%	1	0.0770	5
Cleanliness of street/public areas	25%	6	72%	4	0.0686	6
Maintenance of streets in your neighborhood	21%	7	74%	2	0.0559	7
Maintenance of street signs/pavement markings	13%	8	73%	3	0.0334	8

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

Most Important %:

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

Satisfaction %:

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

Section 4:
GIS Mapping



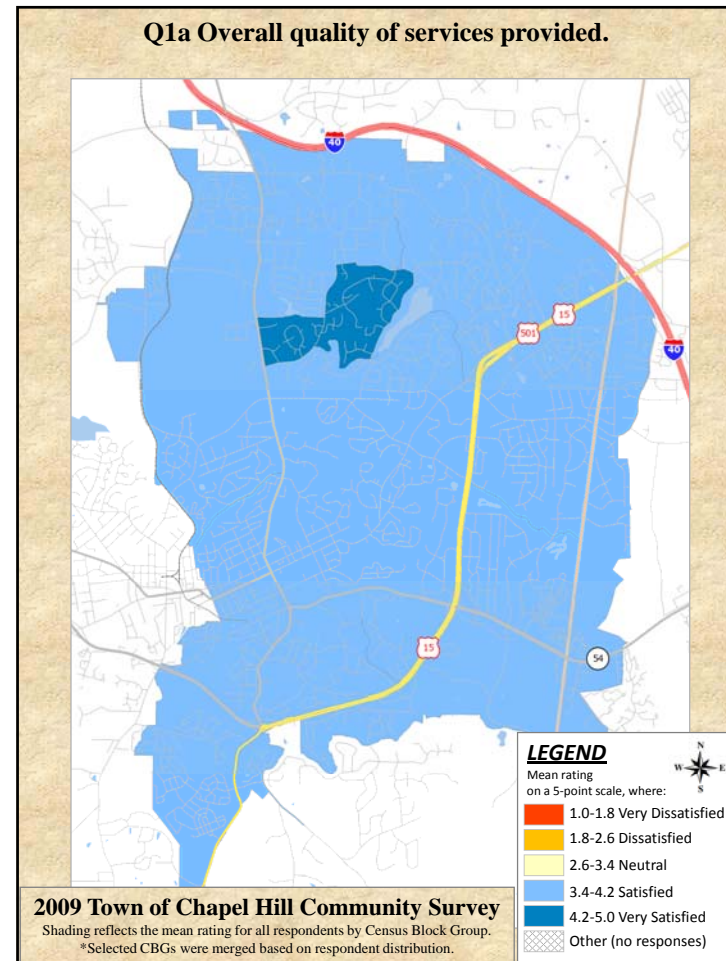
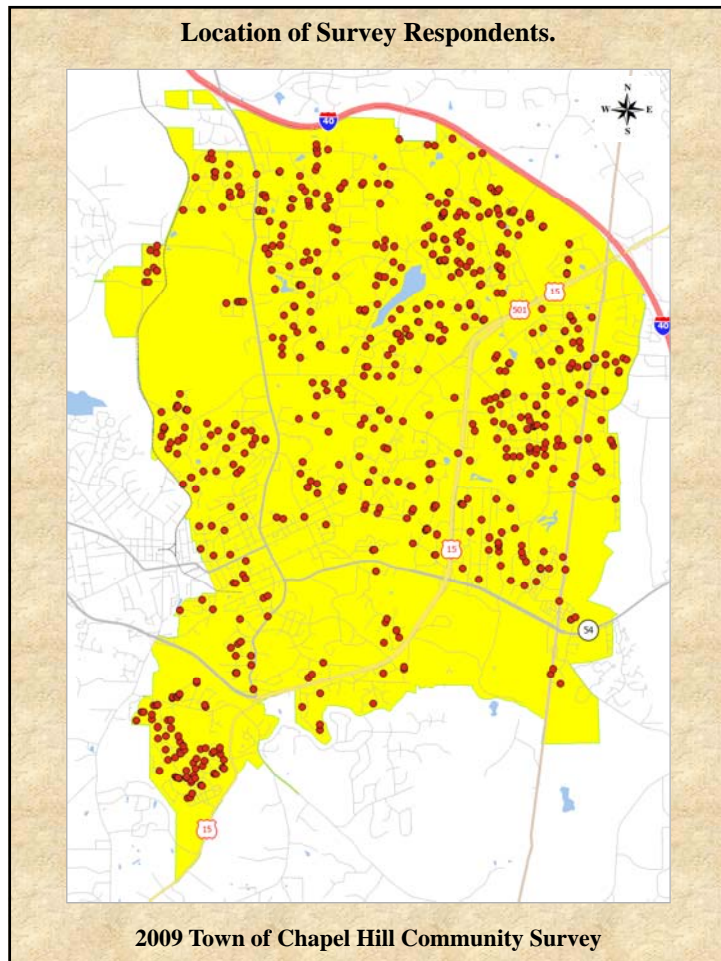
Interpreting the Maps

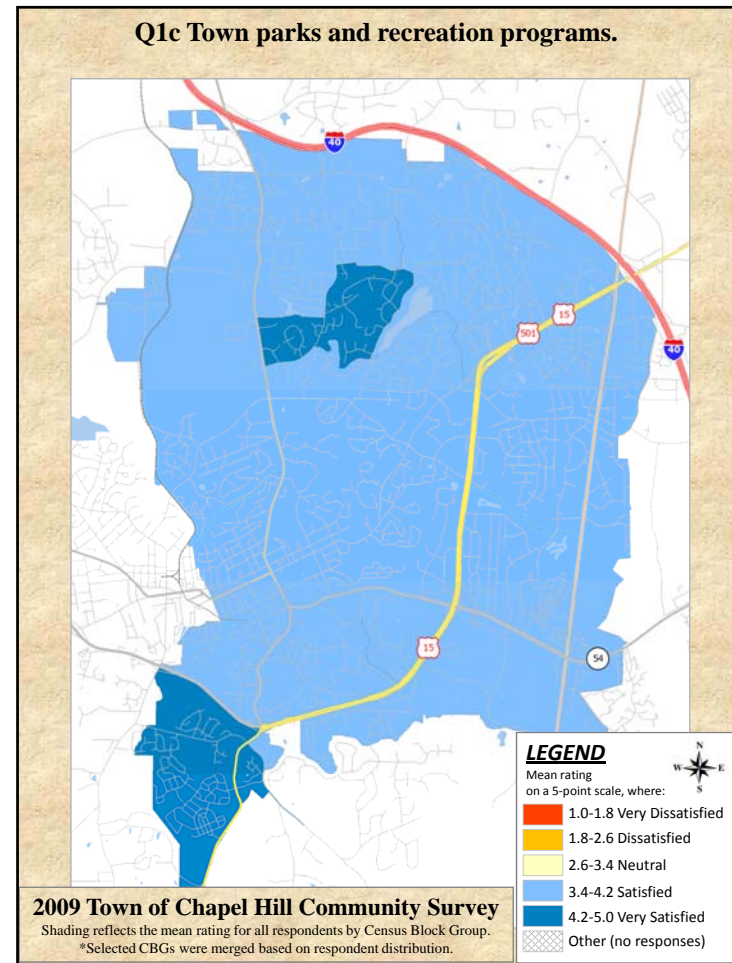
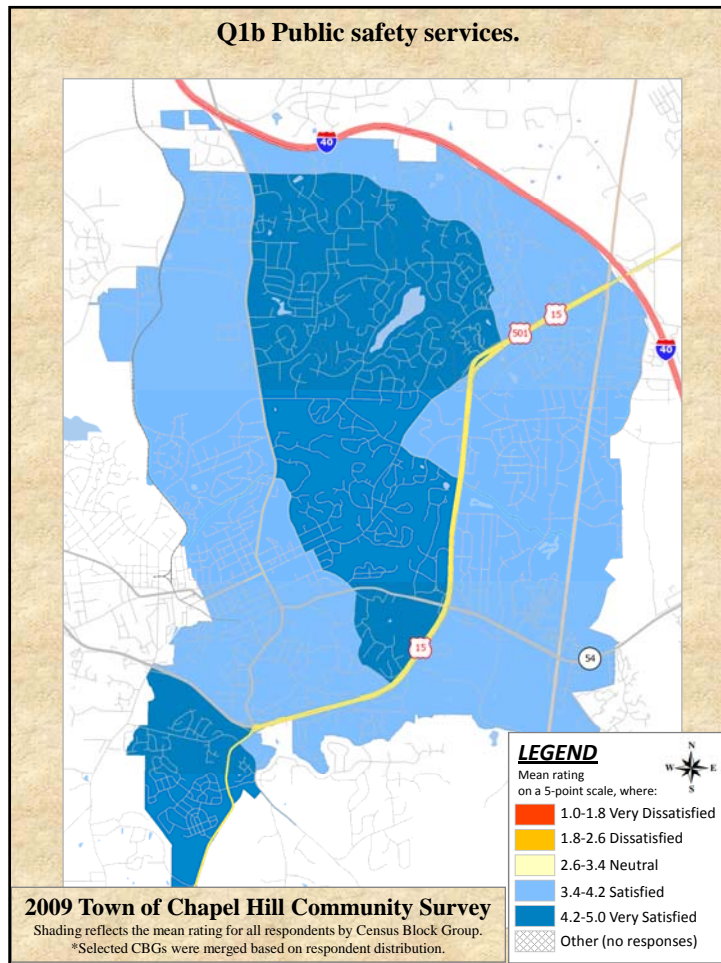
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

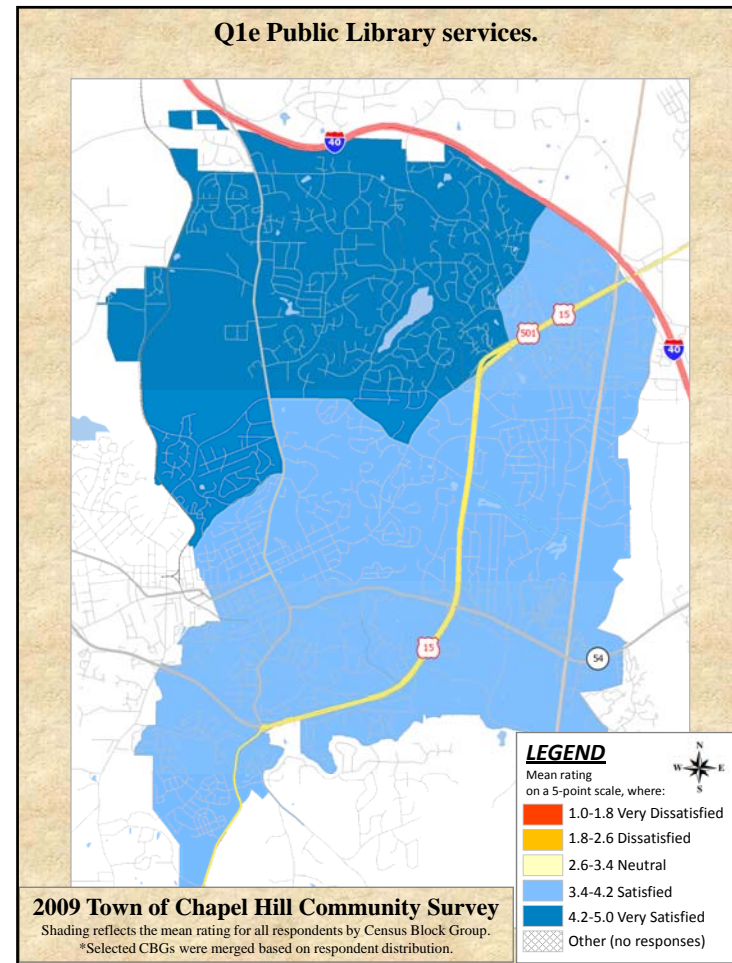
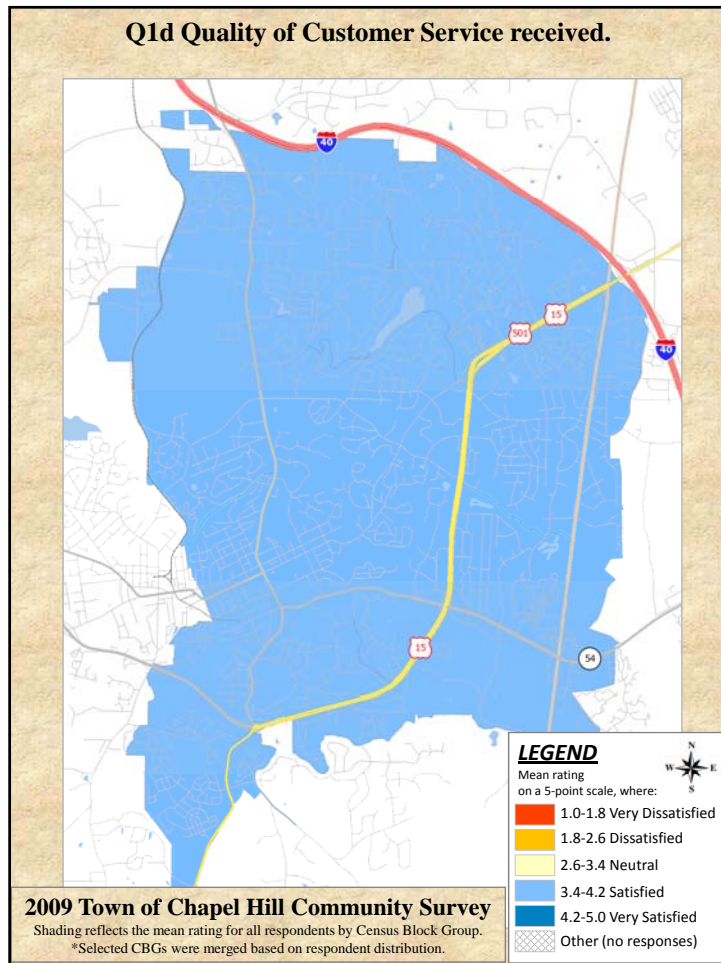
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

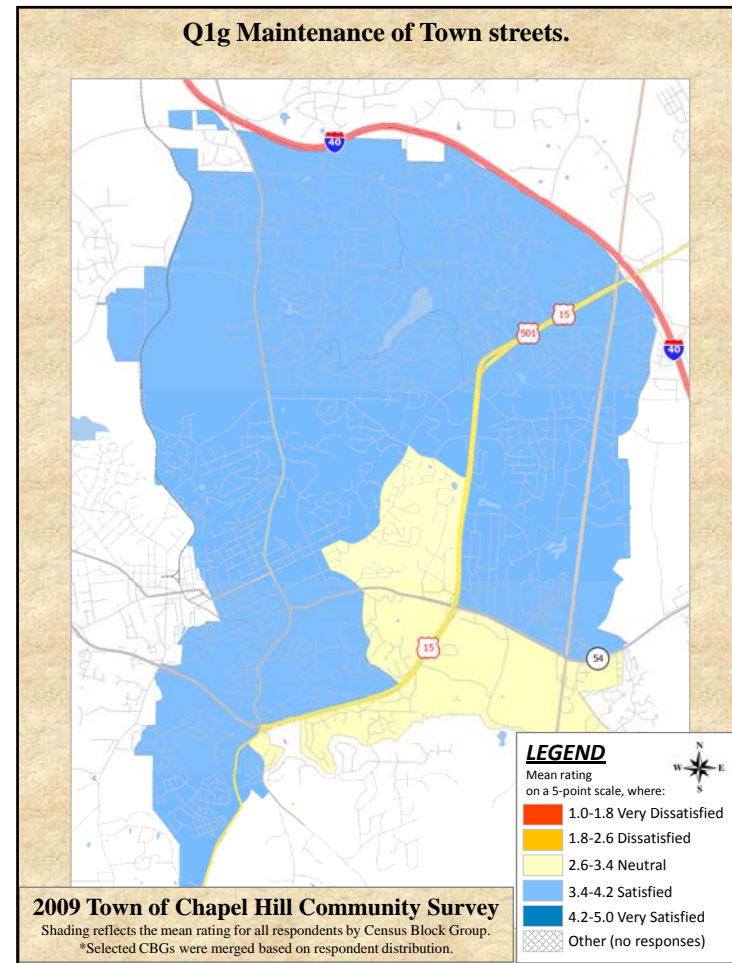
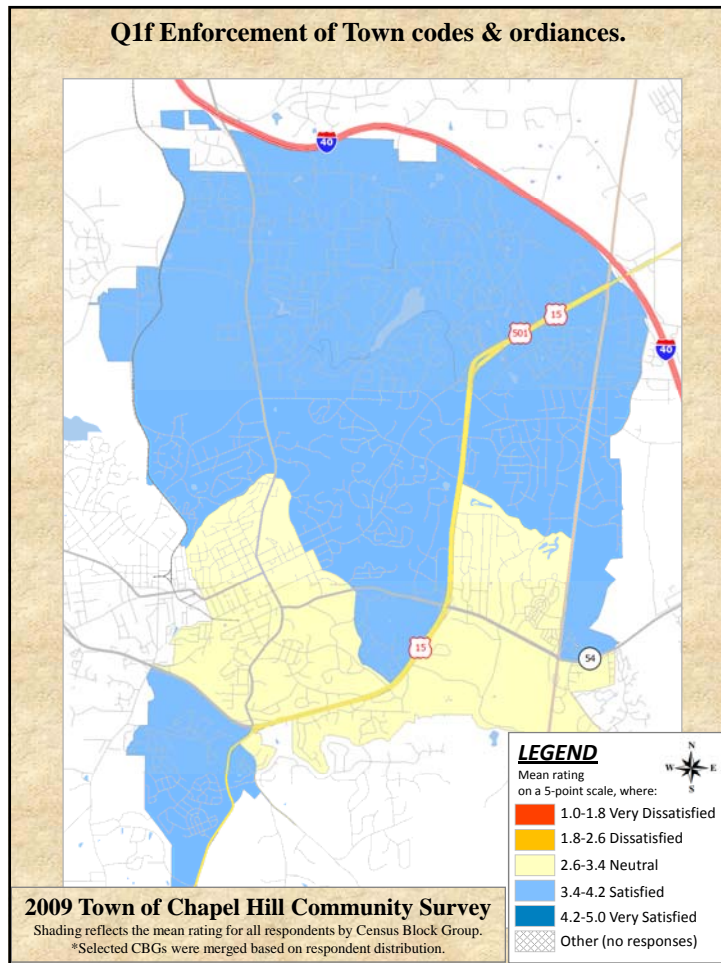
When reading the maps, please use the following color scheme as a guide:

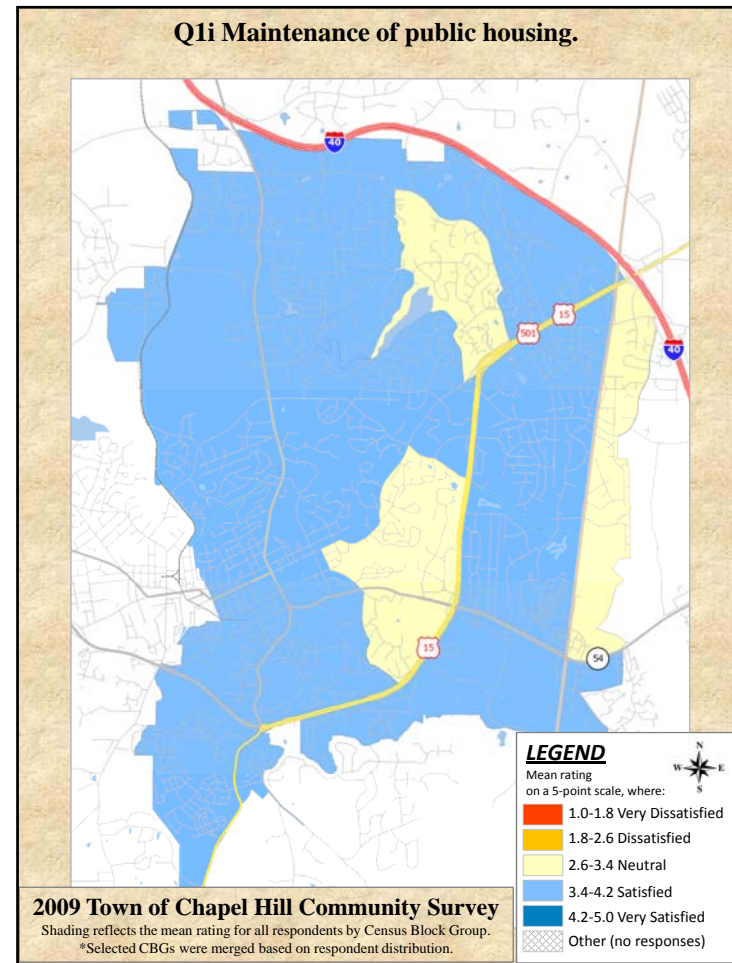
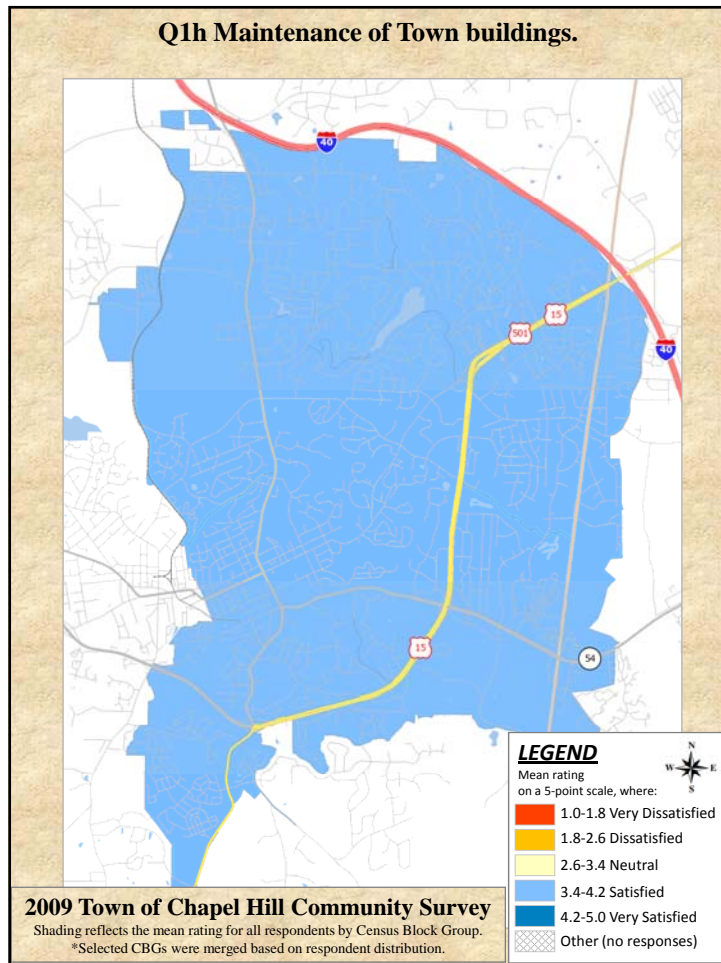
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

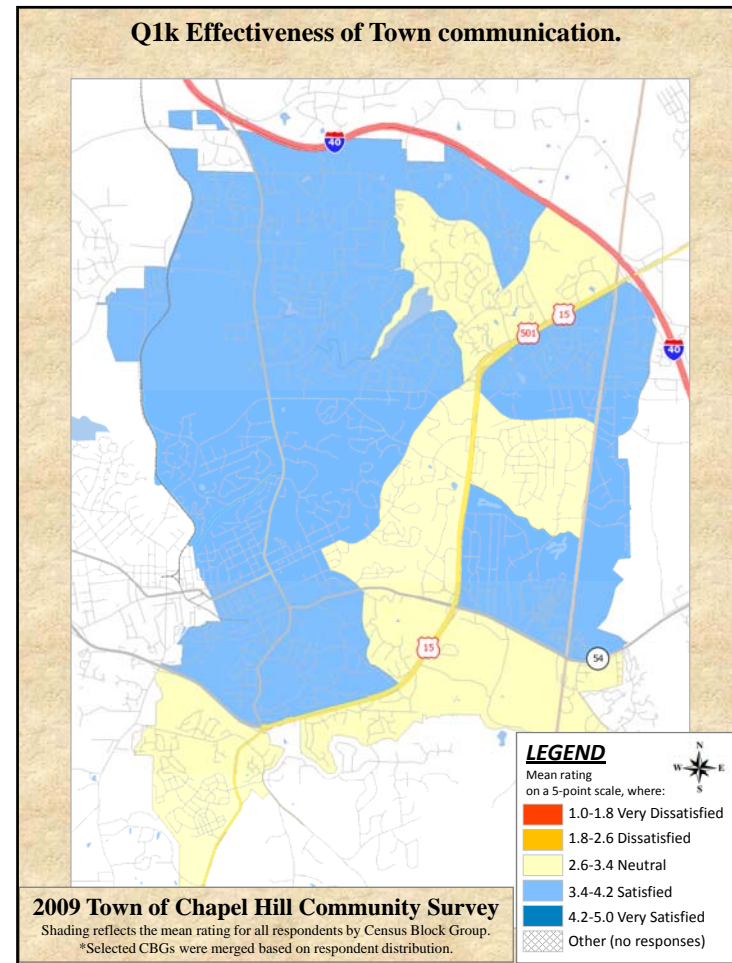
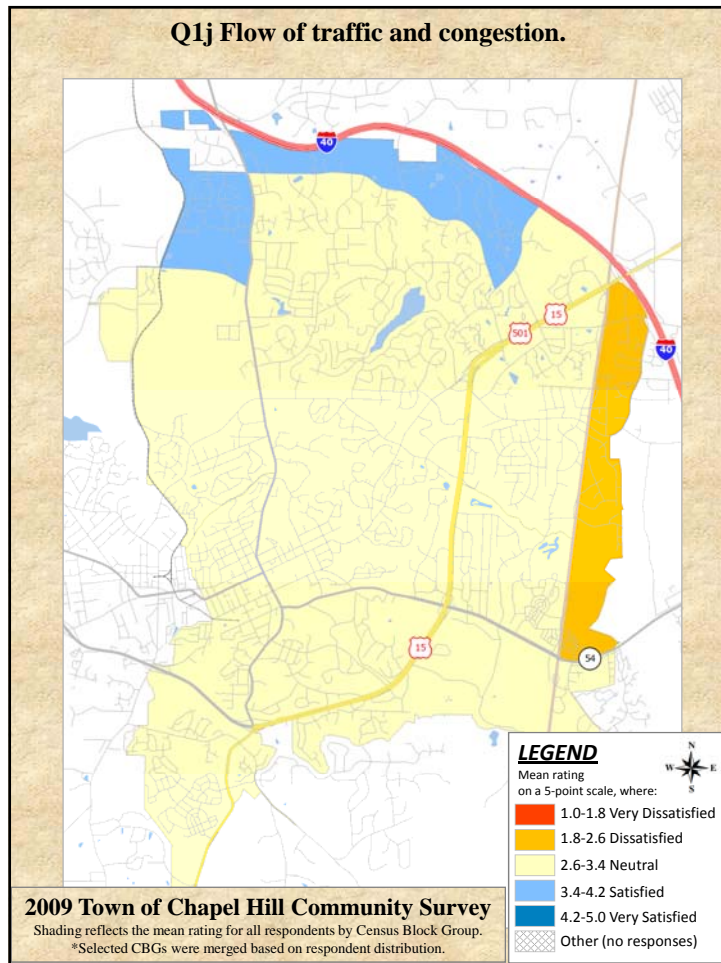


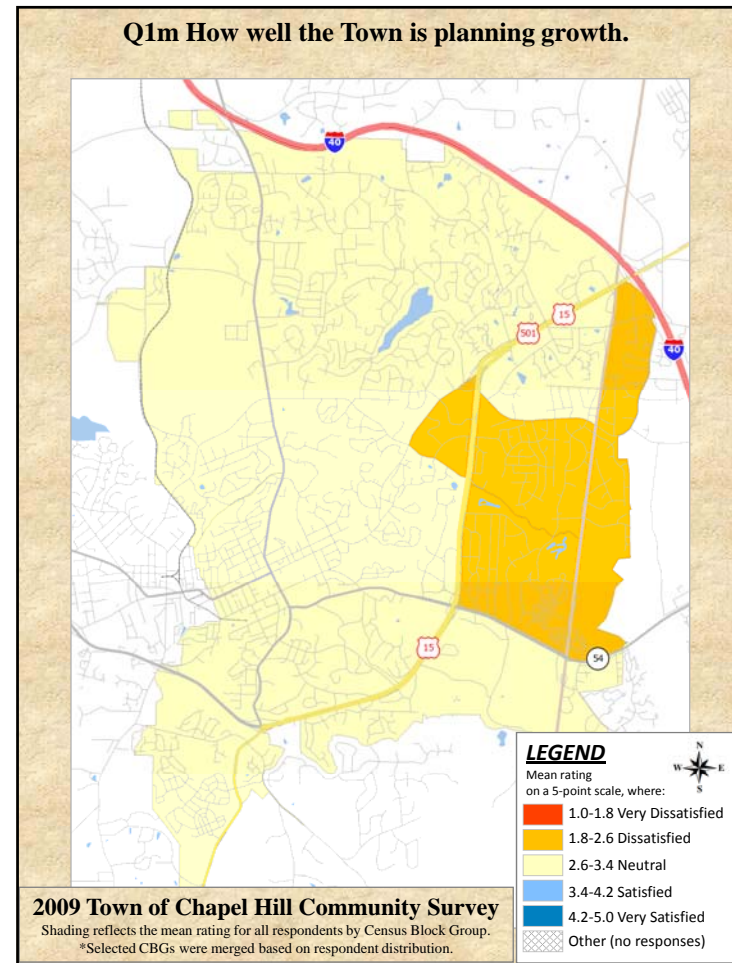
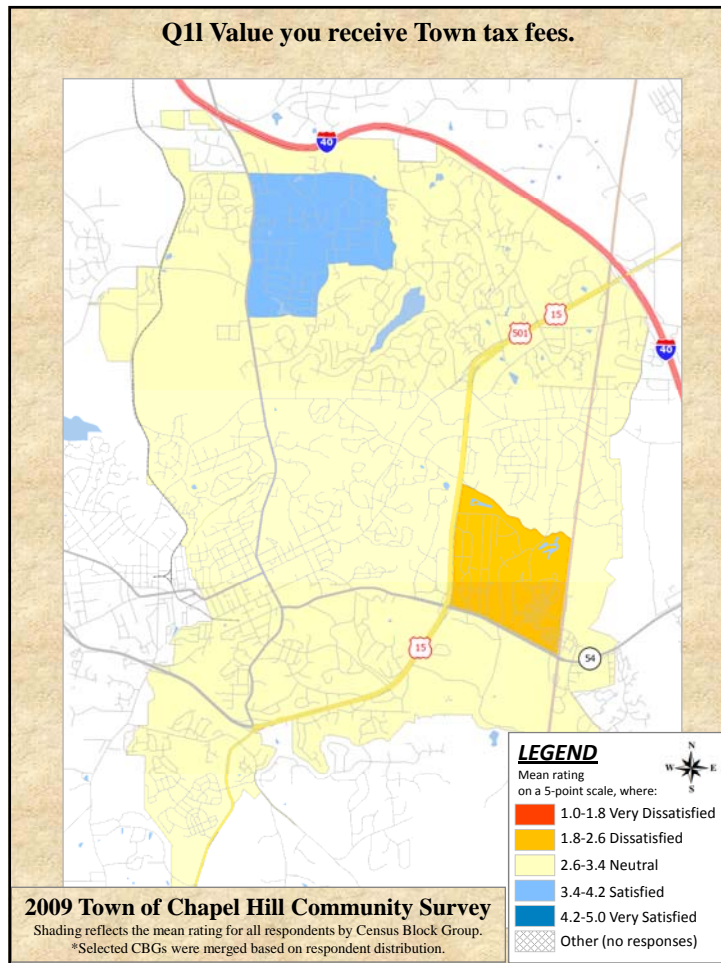


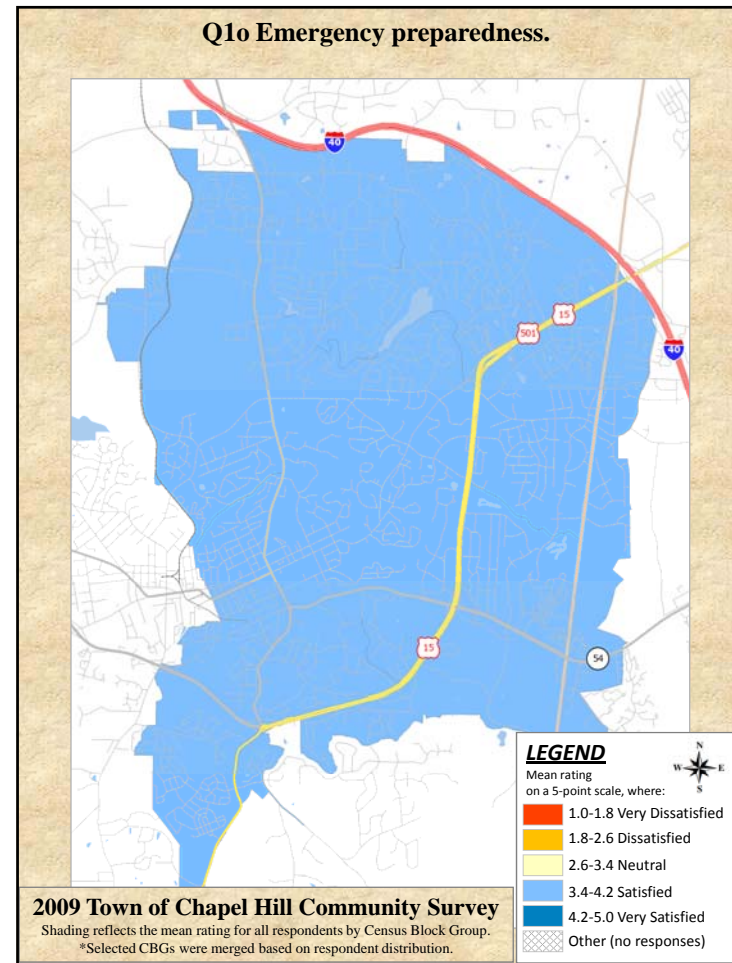
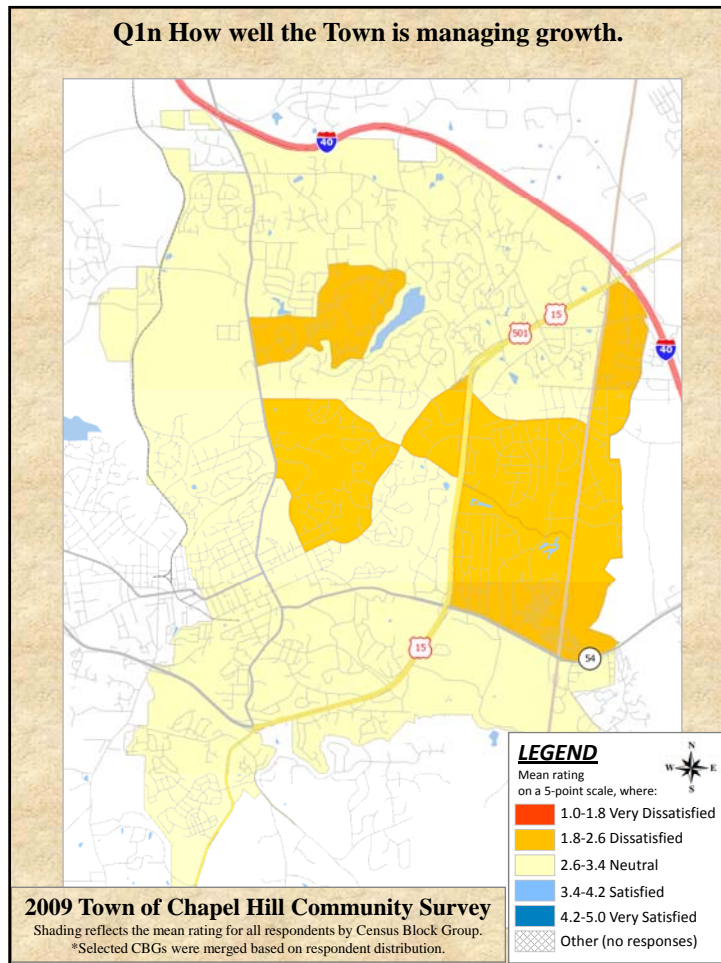


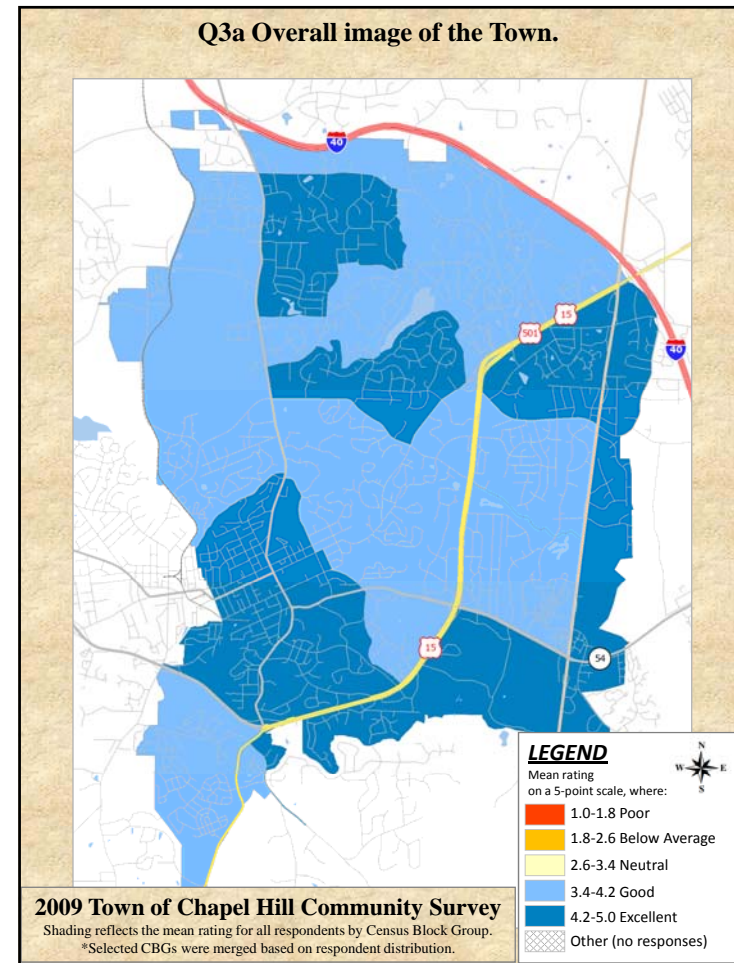
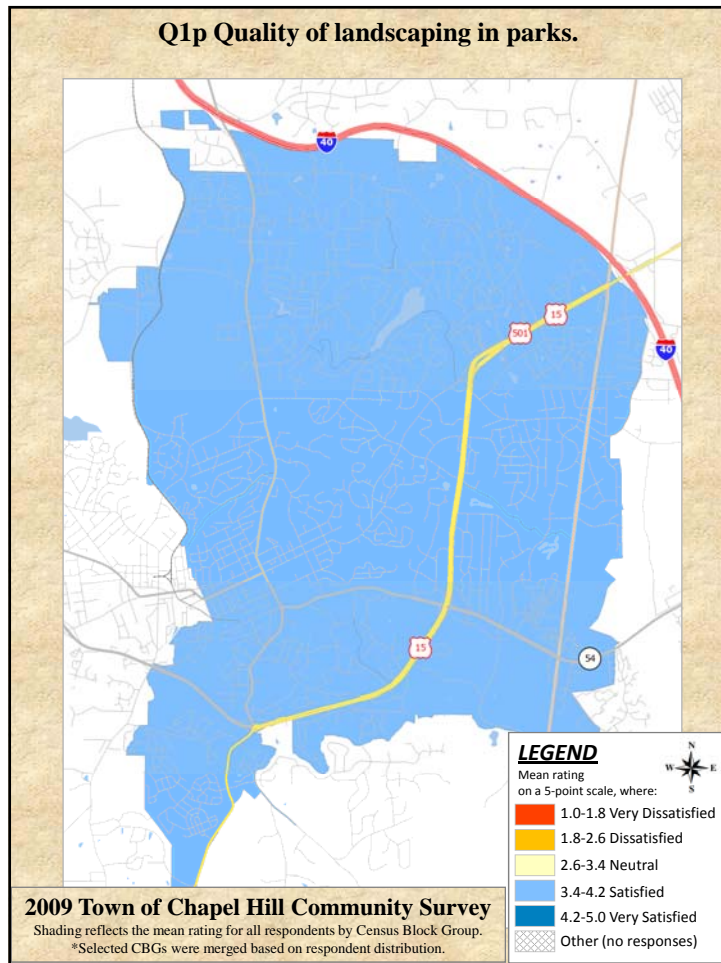


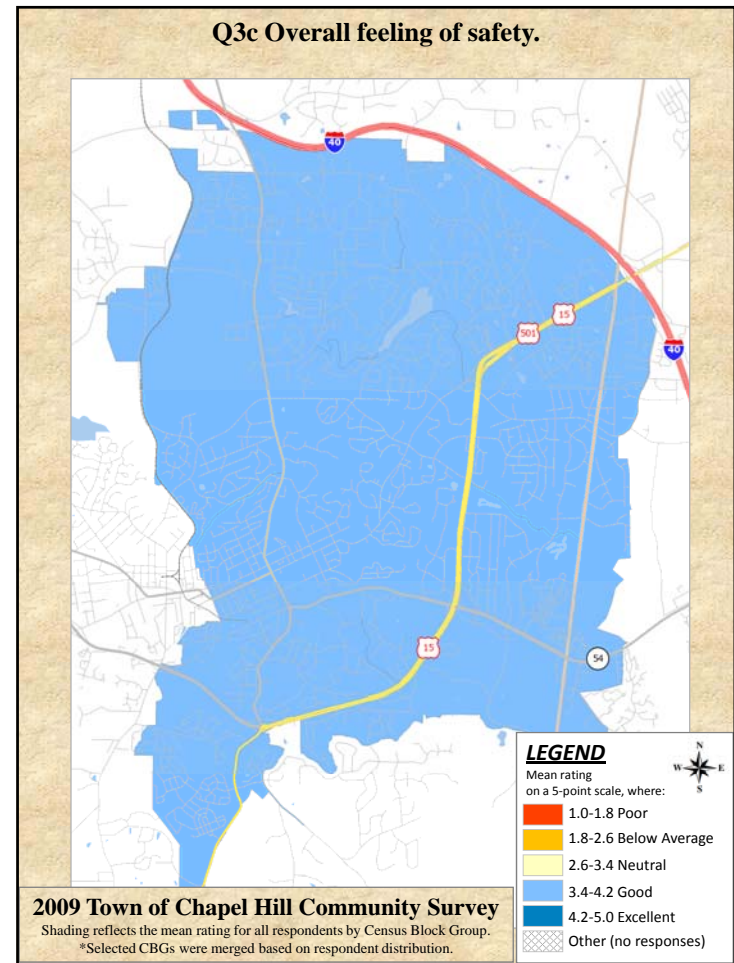
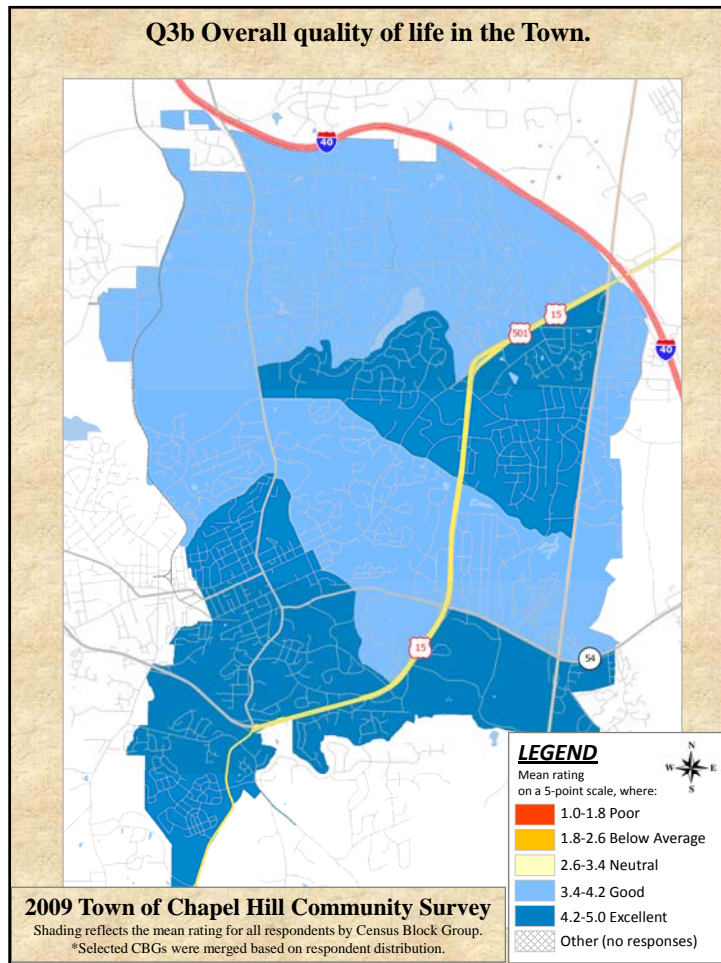


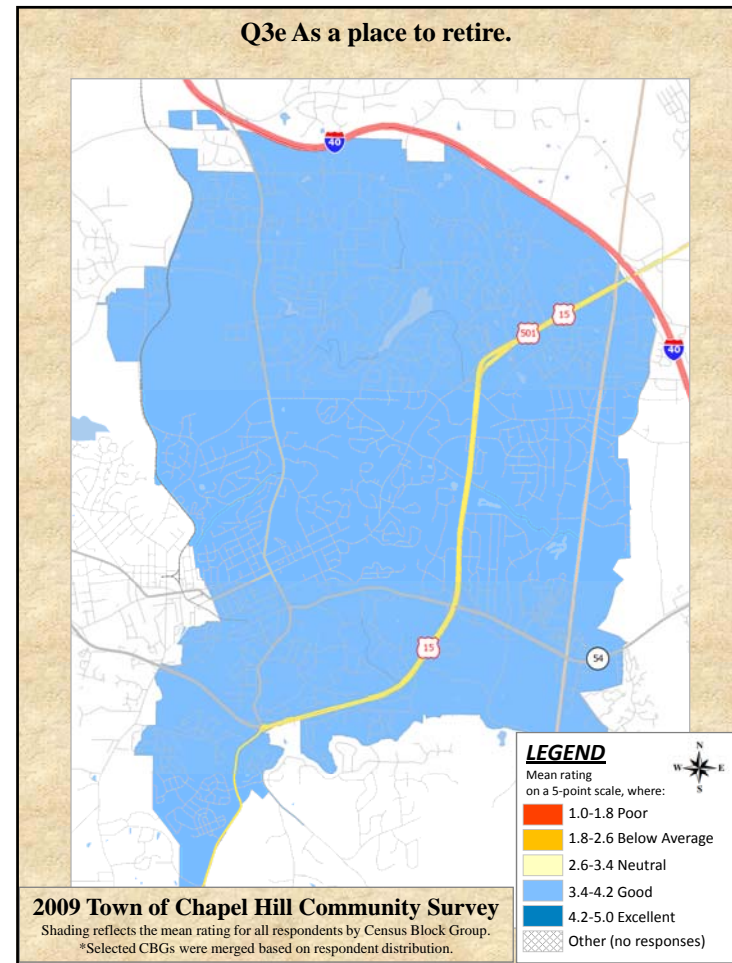
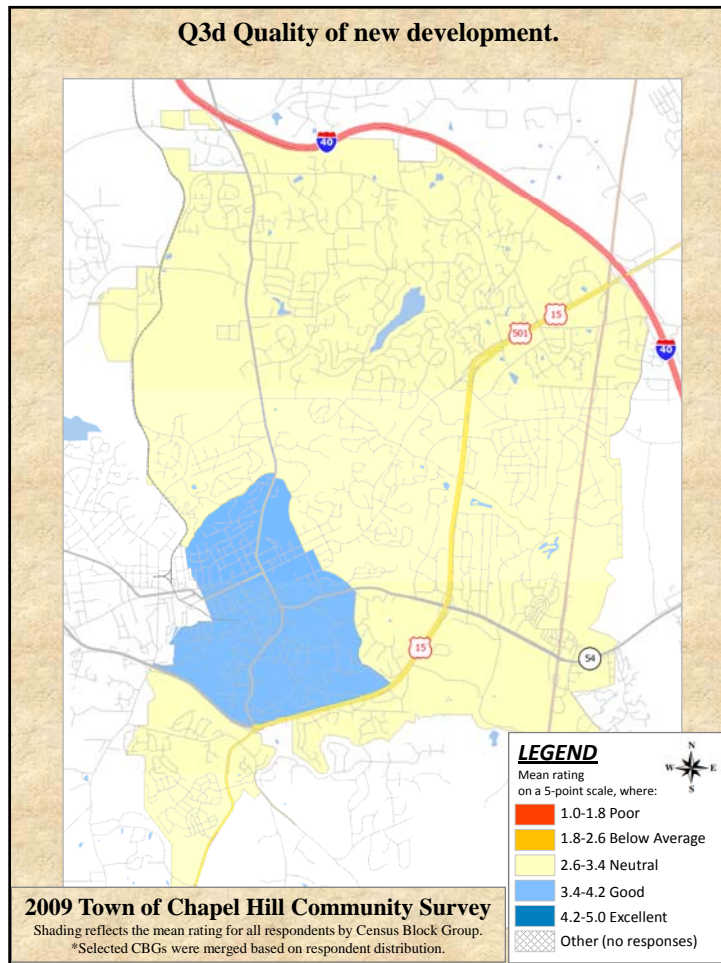


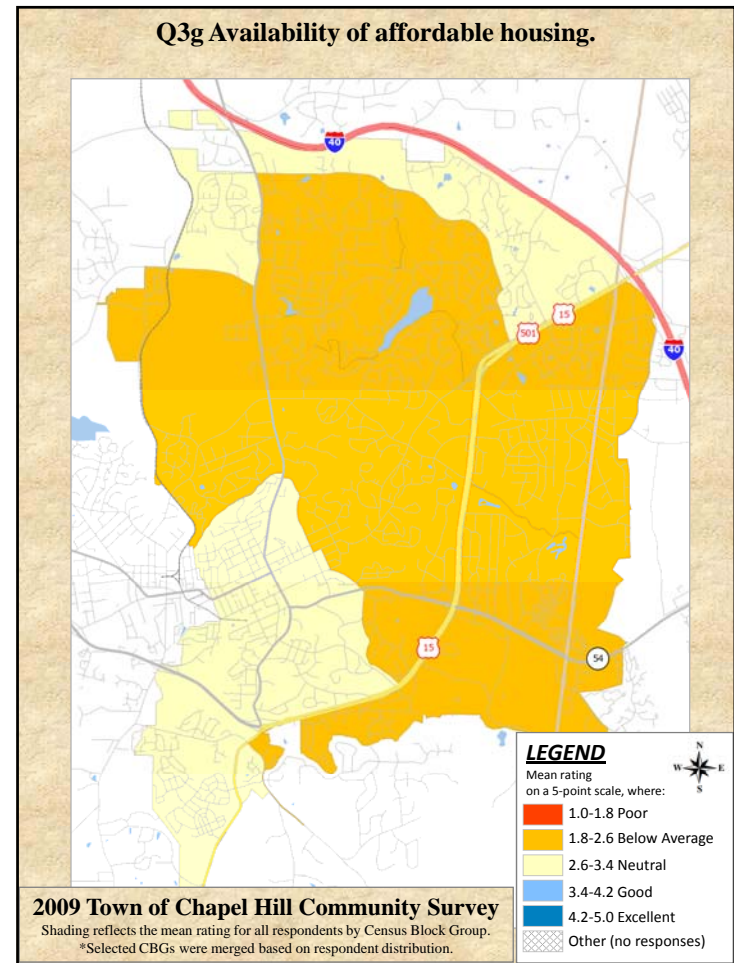
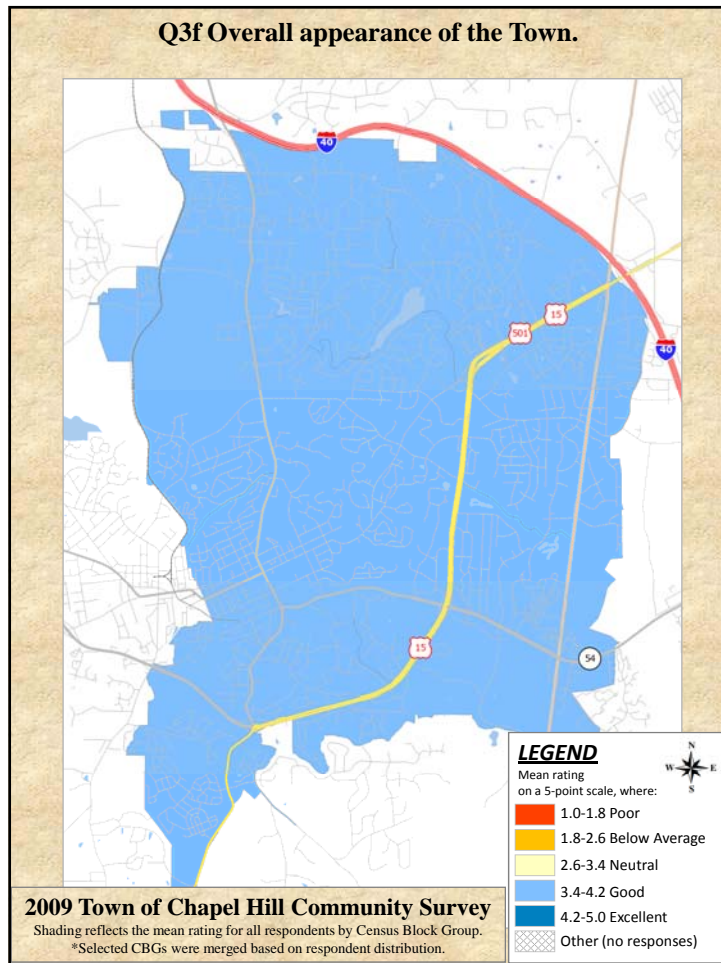


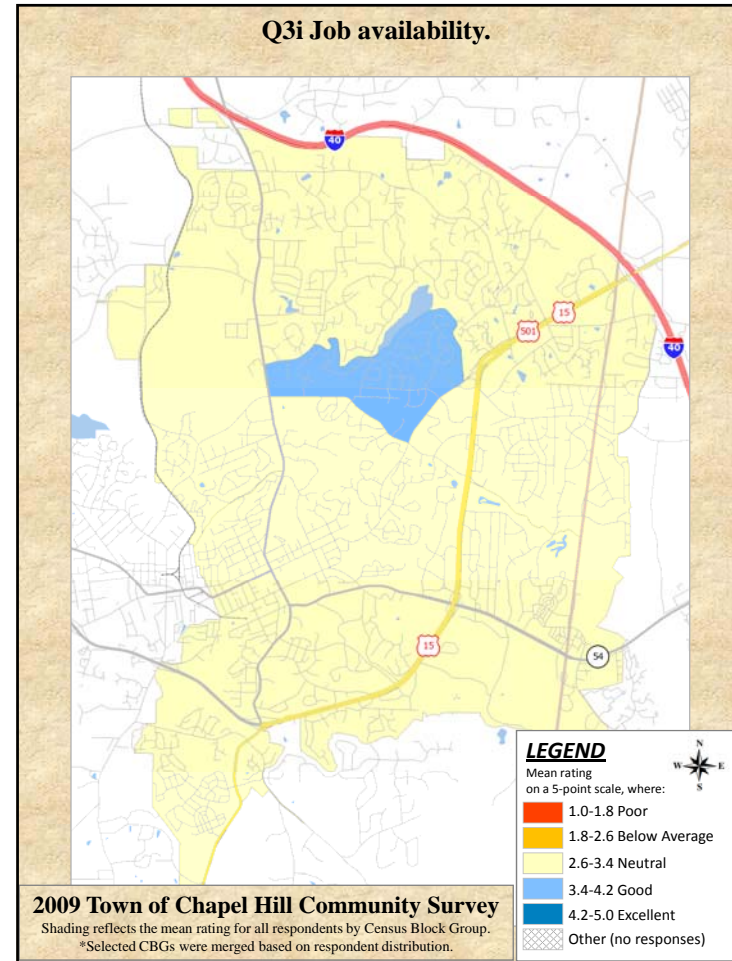
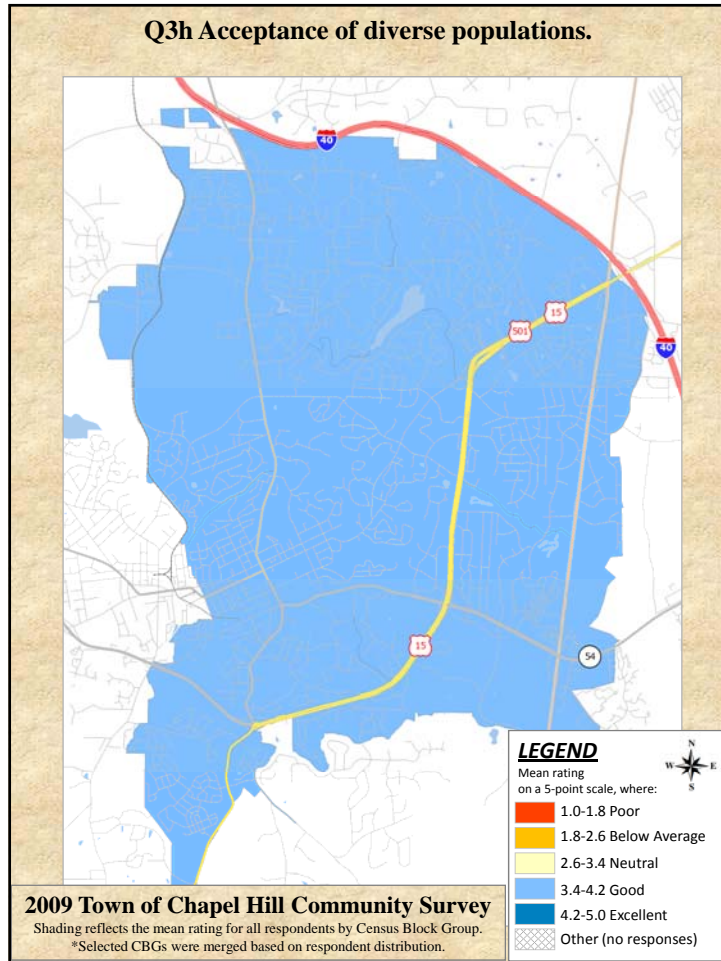


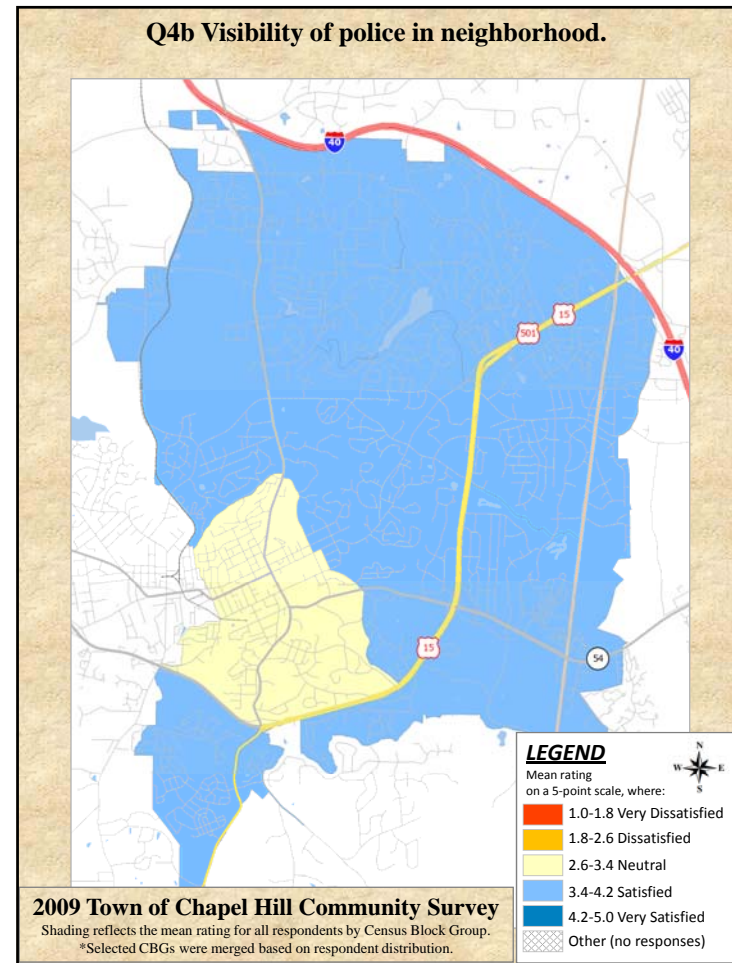
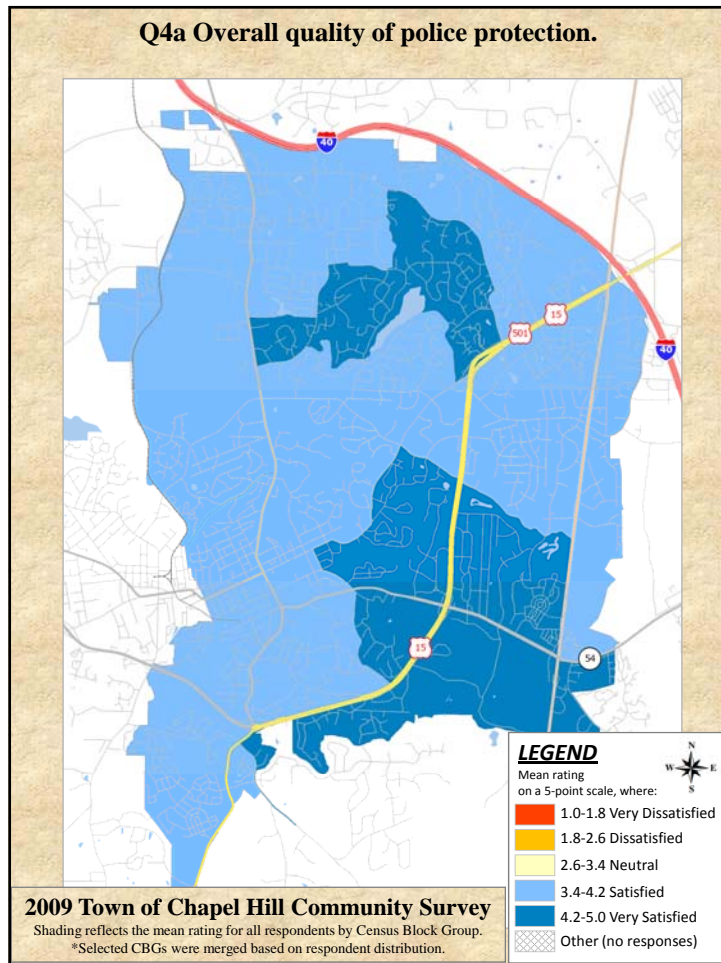


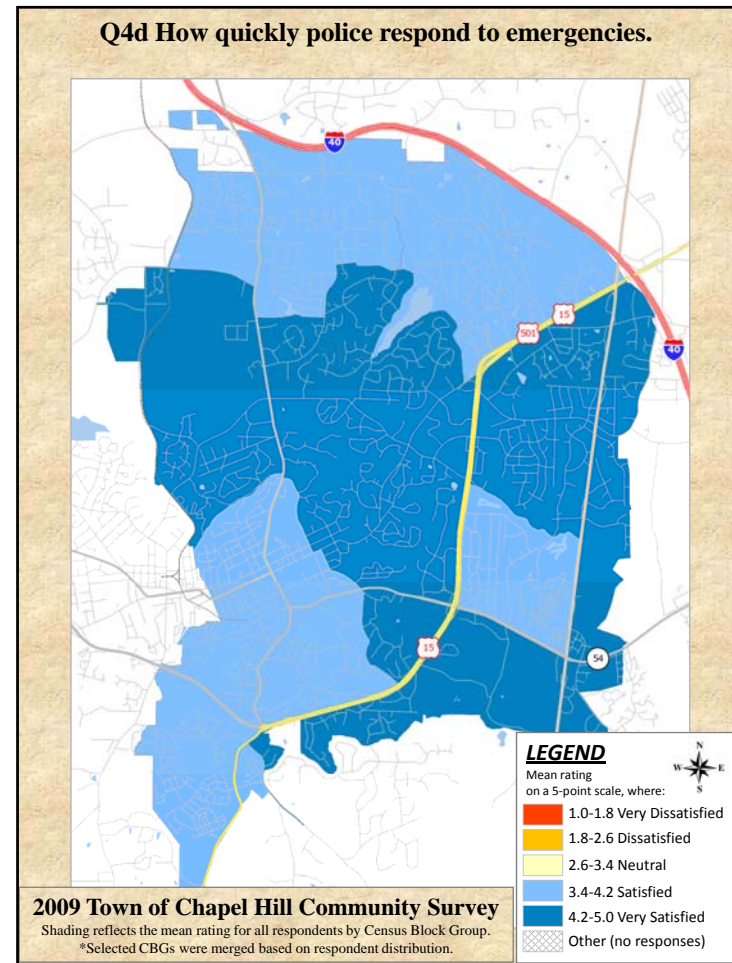
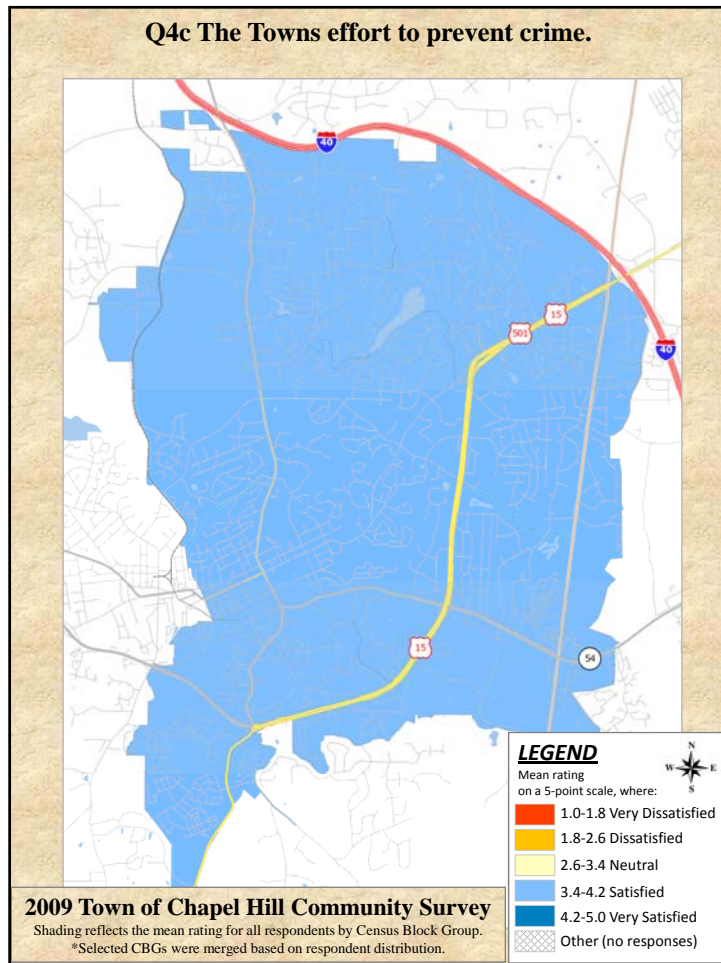


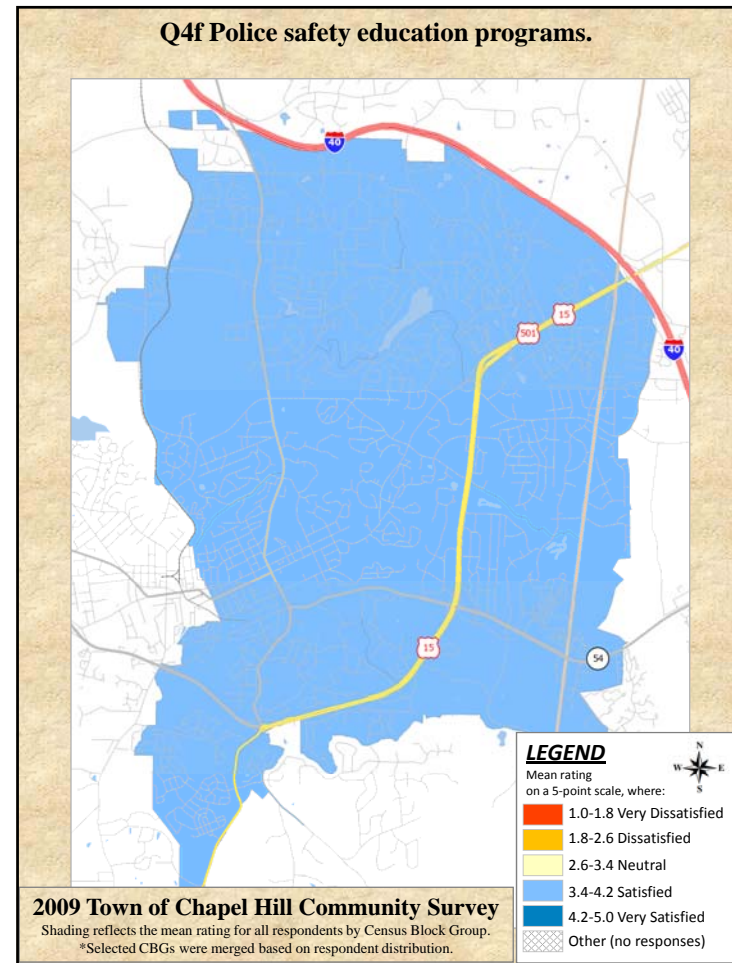
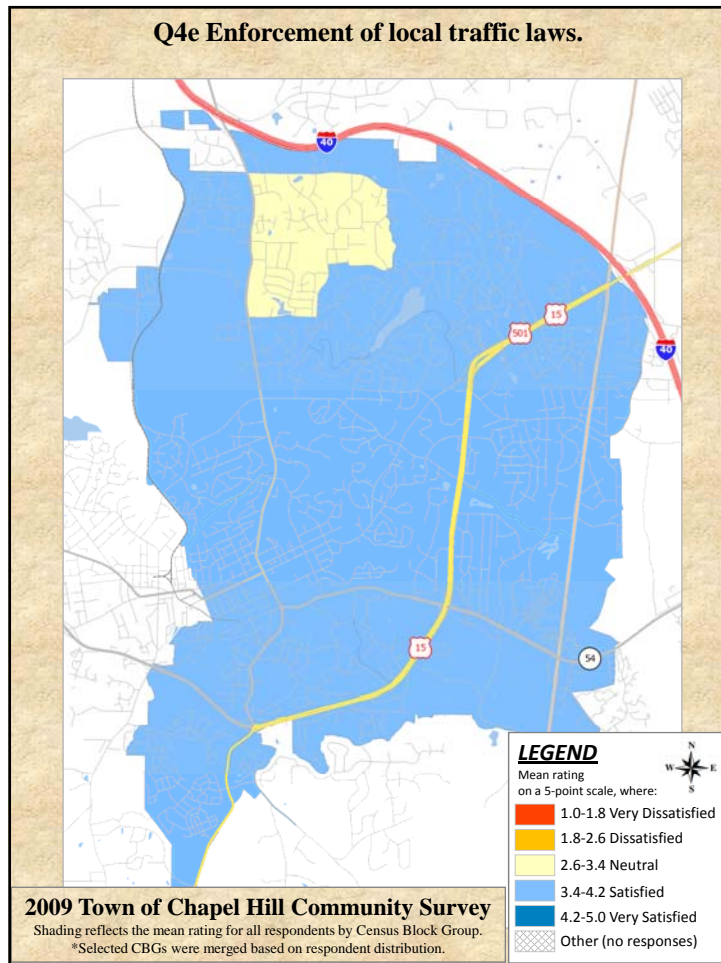


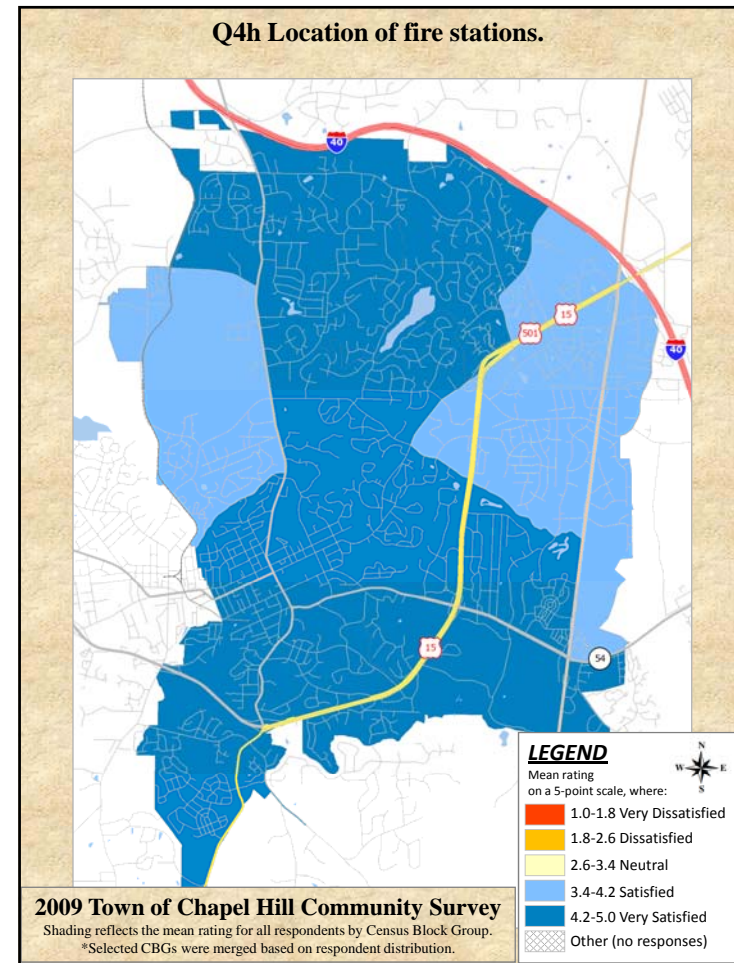
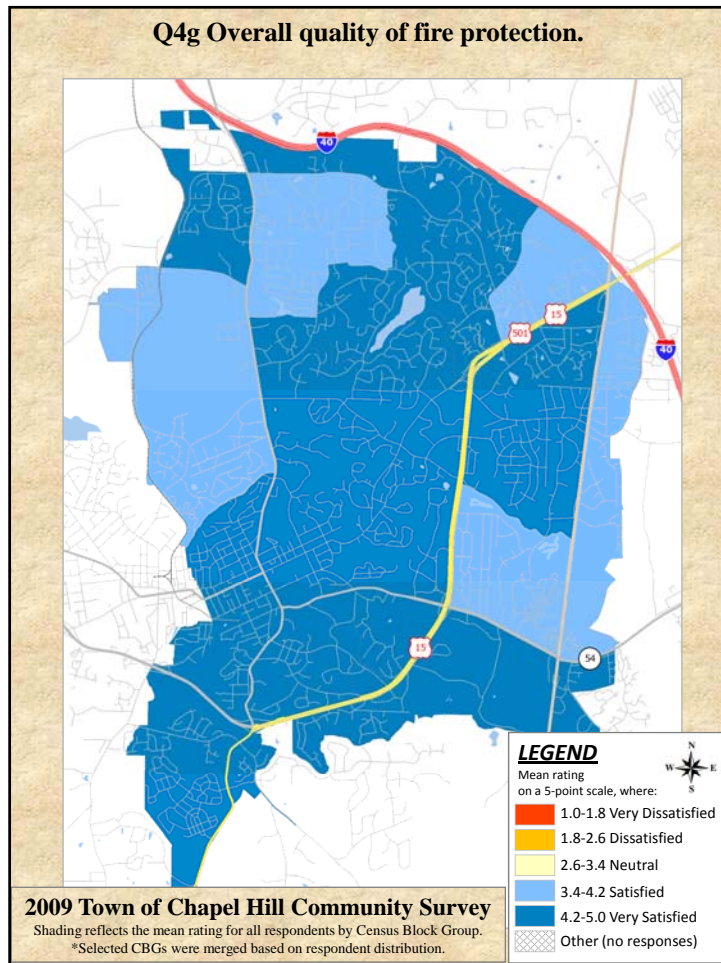


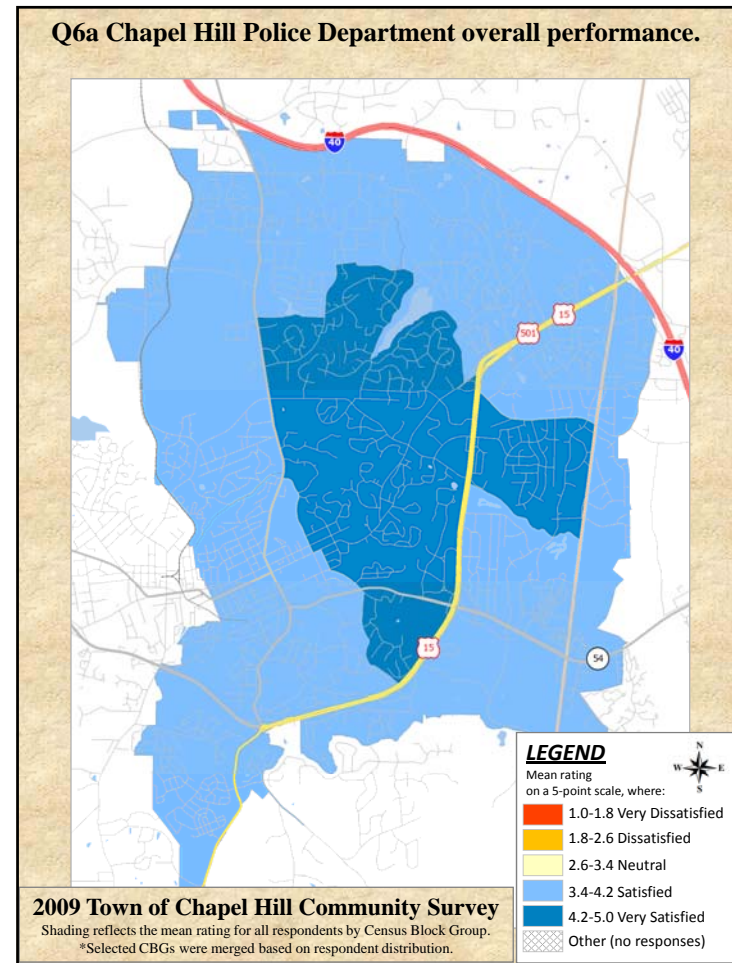
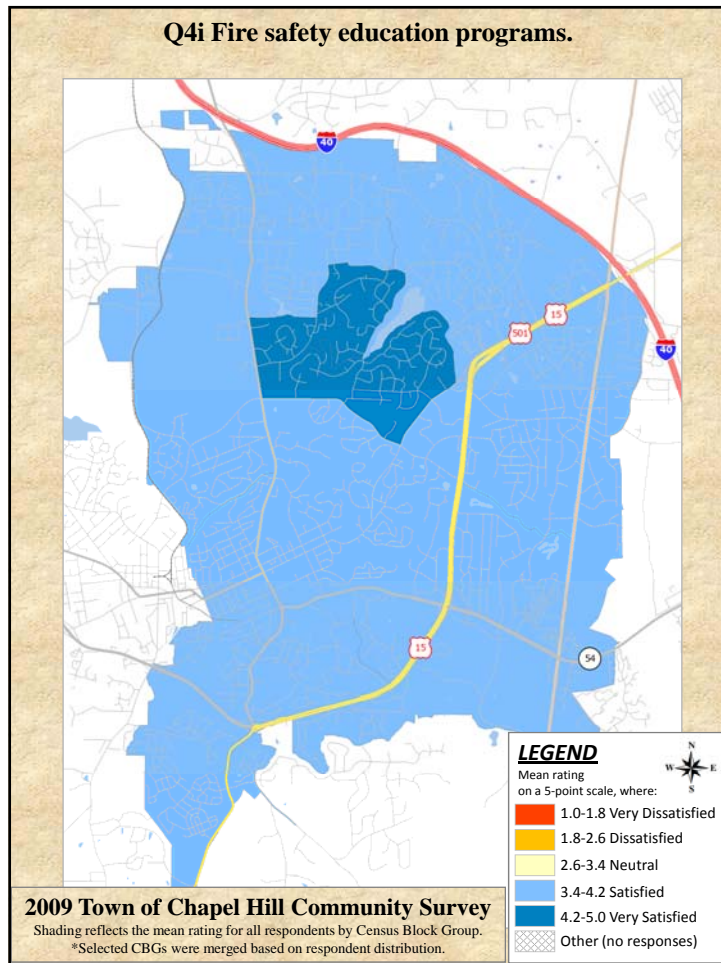


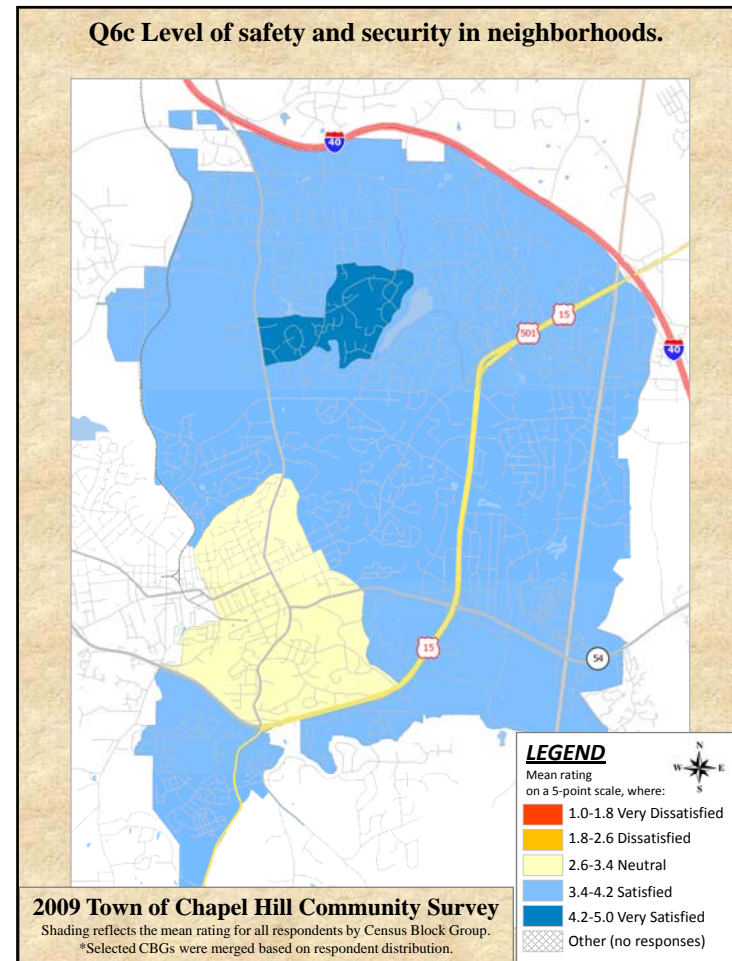
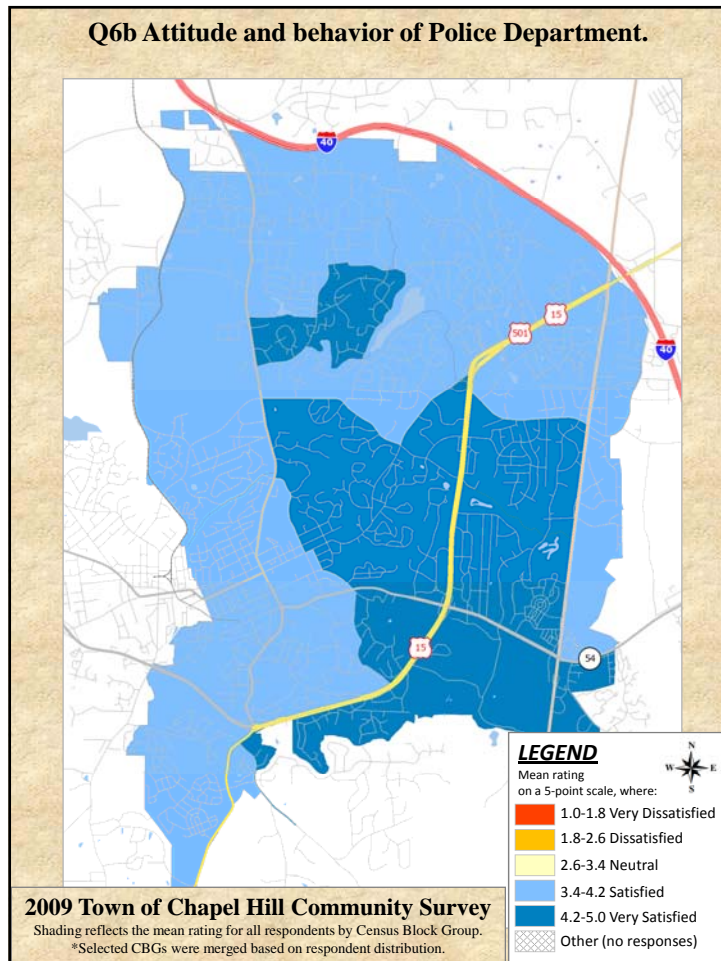




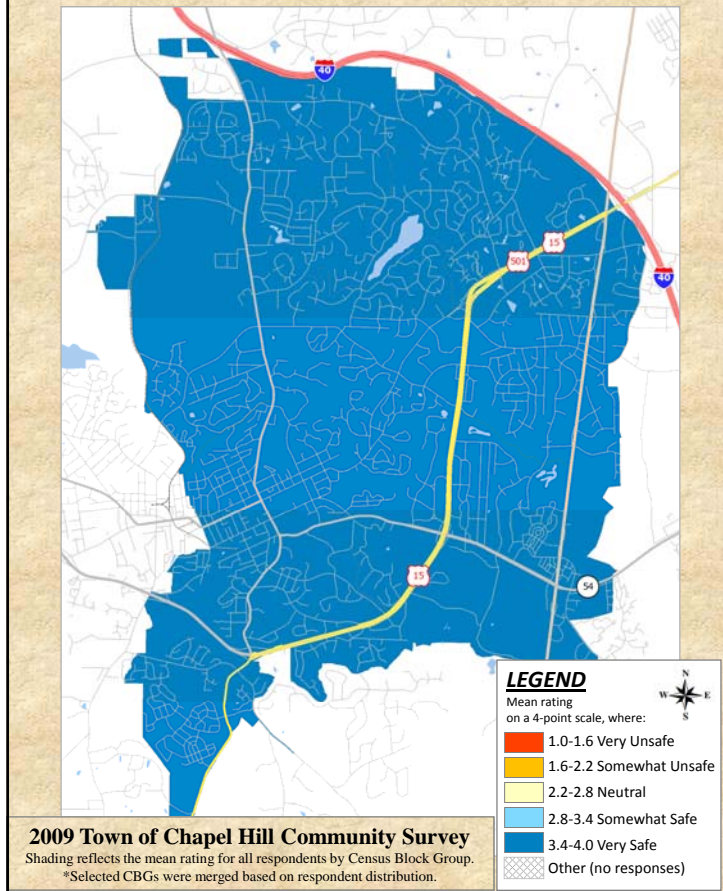




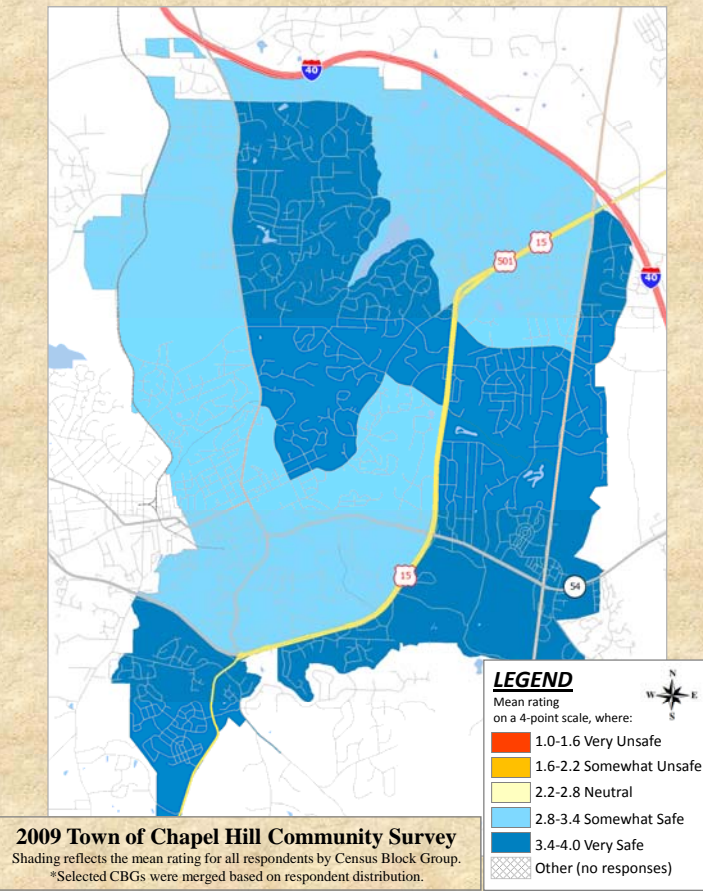


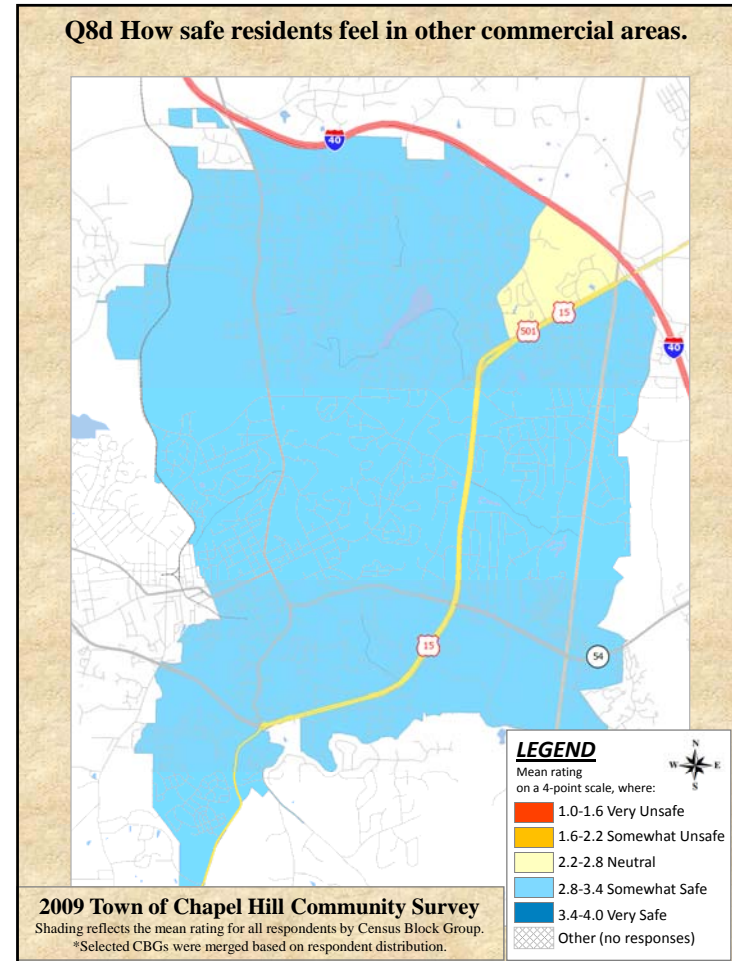
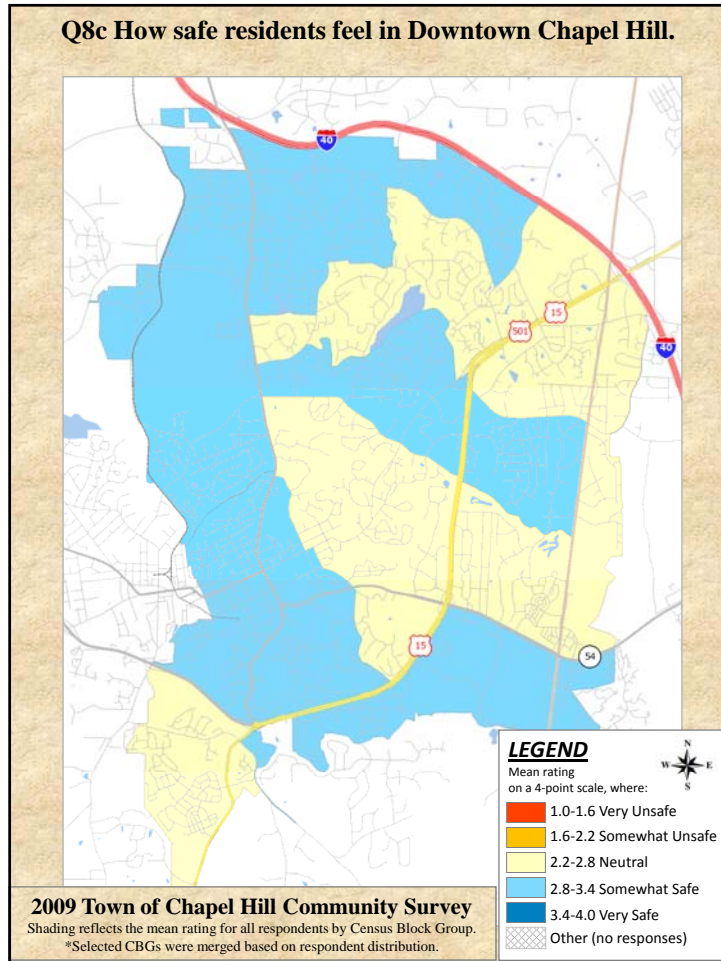


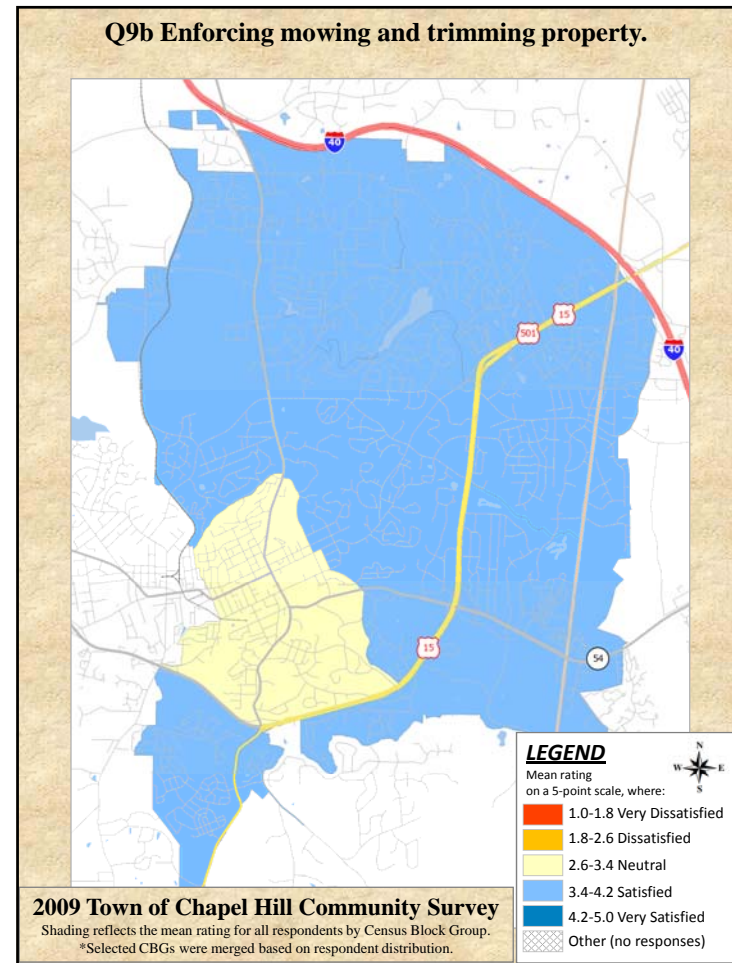
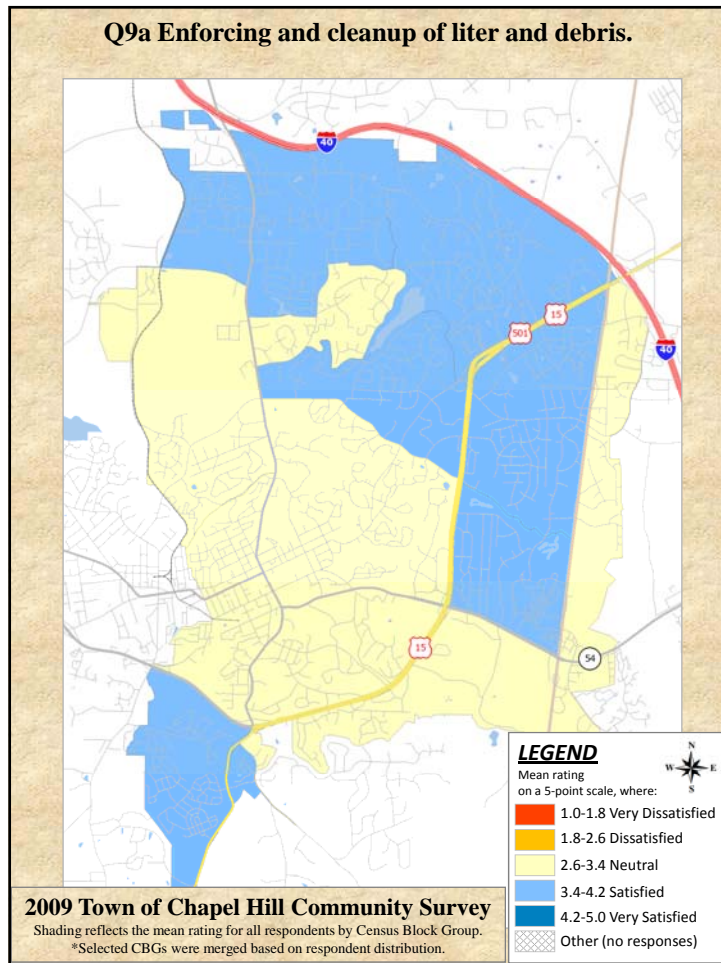
Q8a How safe residents feel in their neighborhood during day.

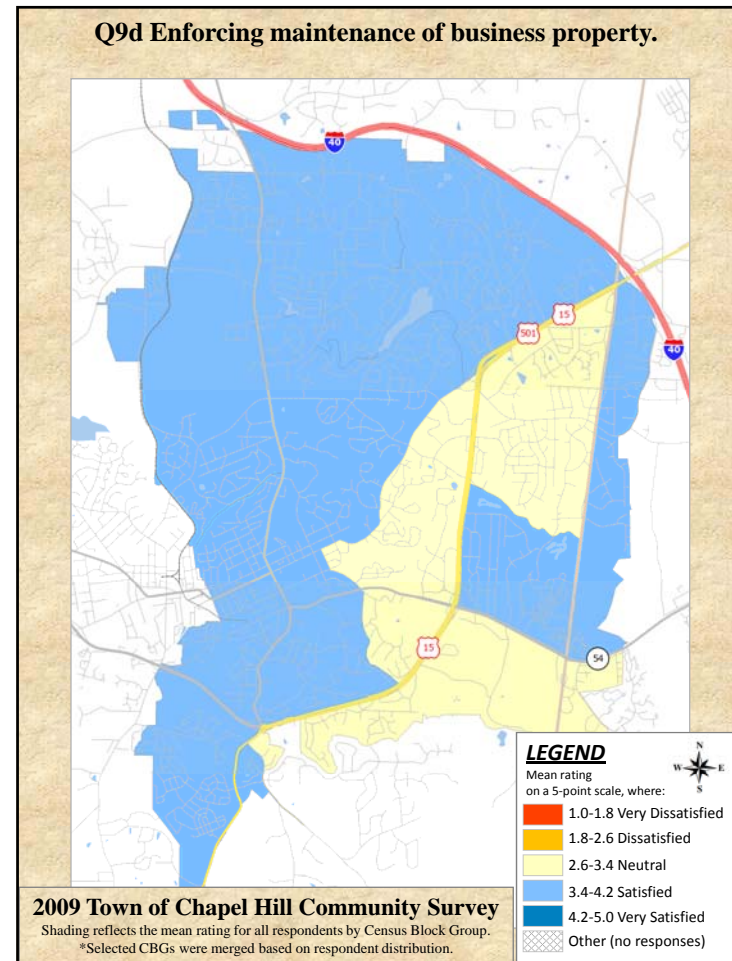
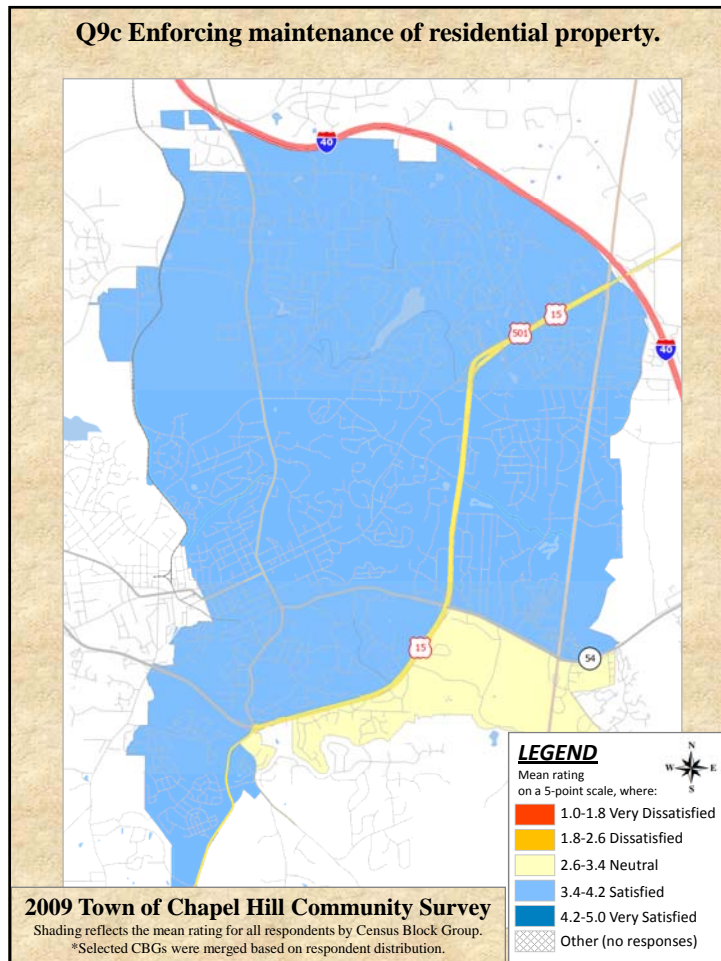


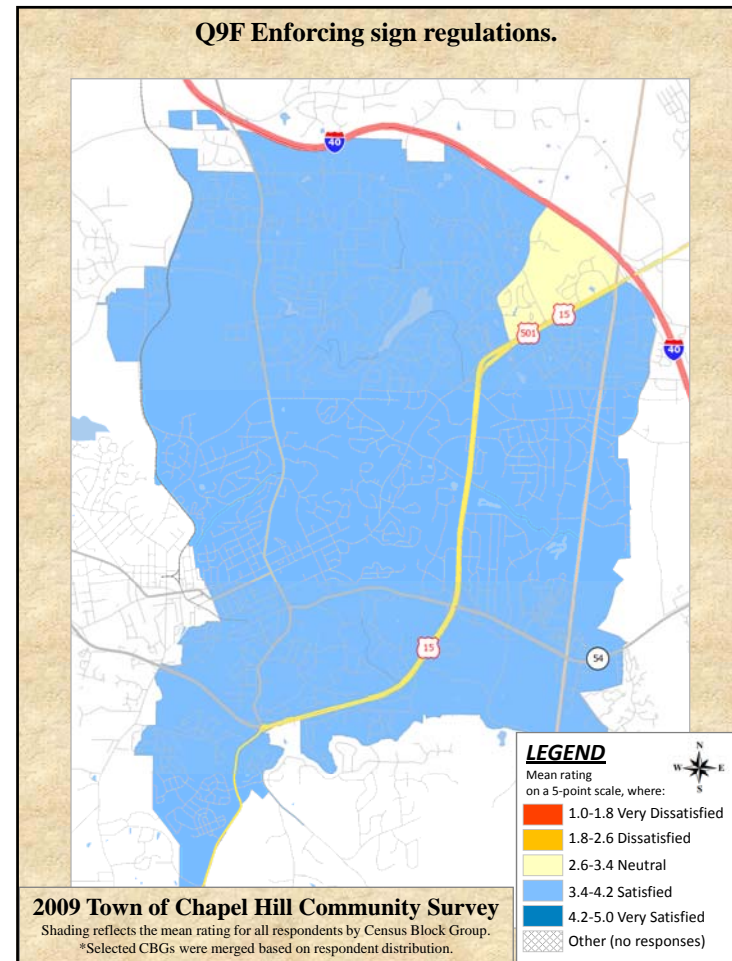
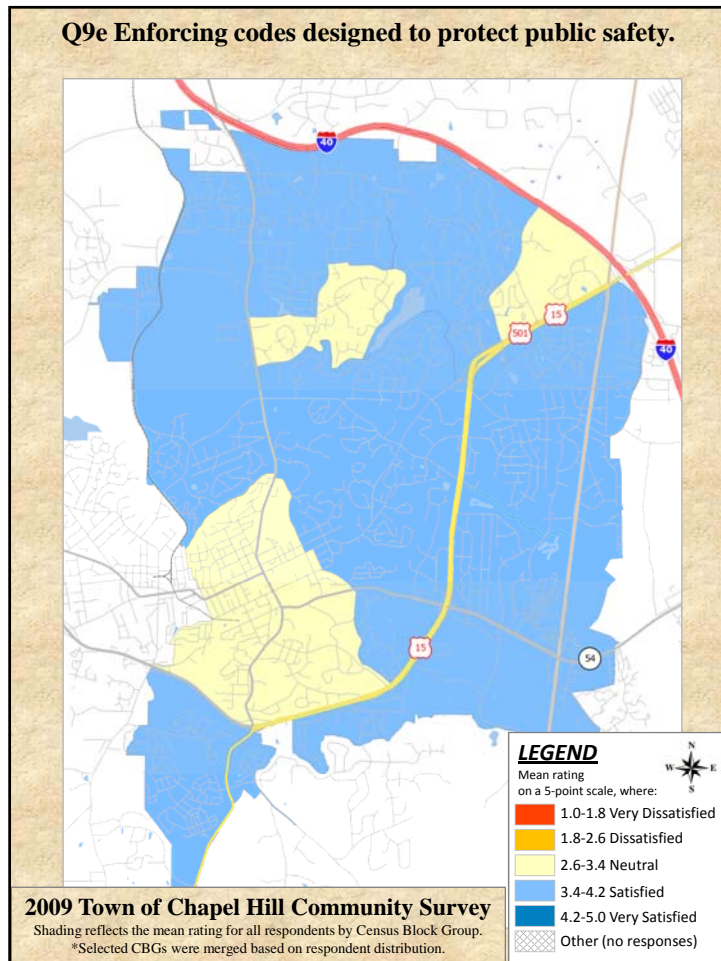
Q8b How safe residents feel in their neighborhood at night.

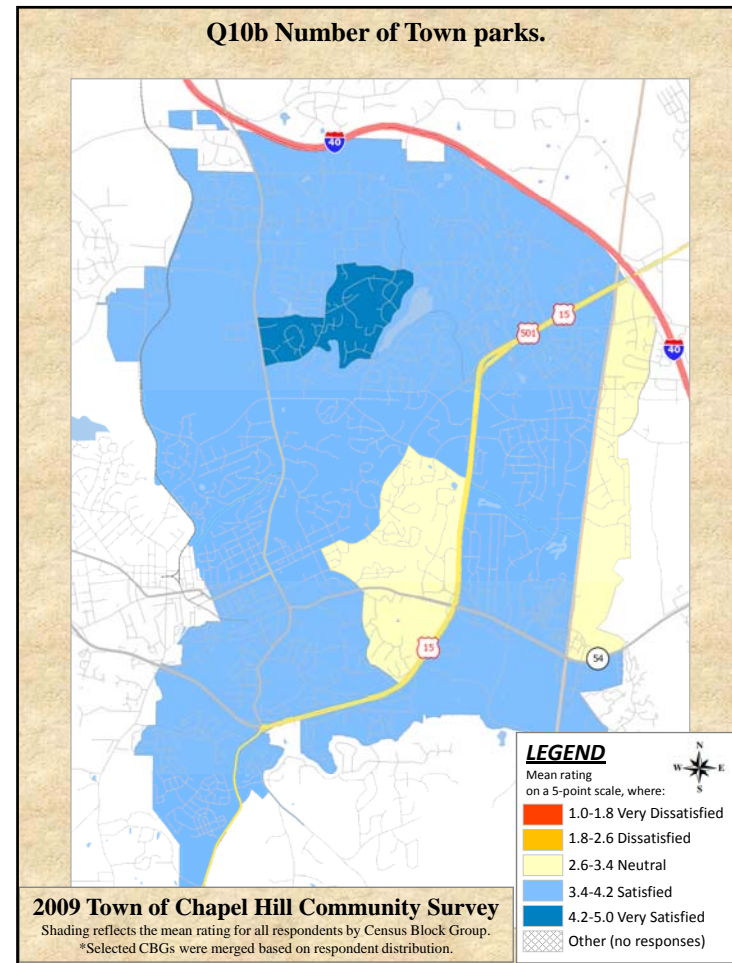
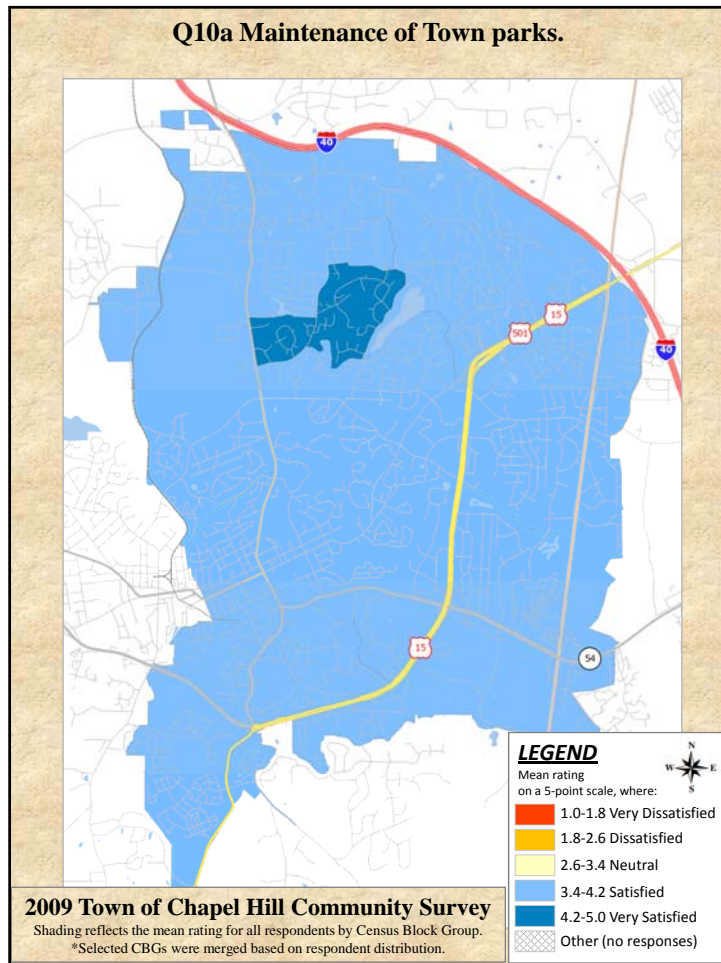


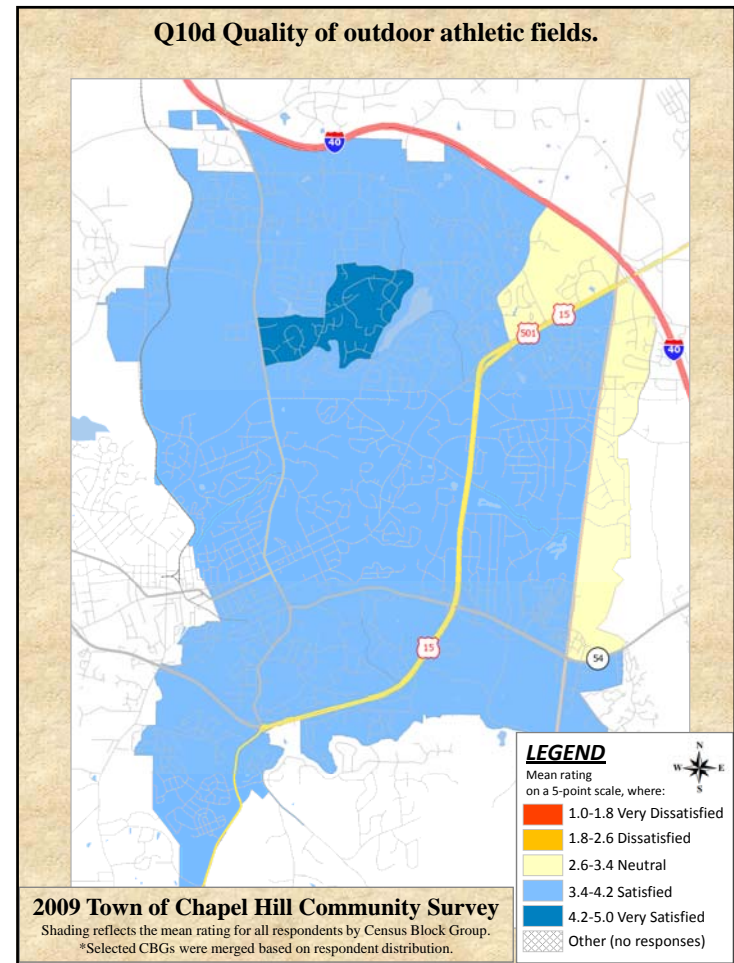
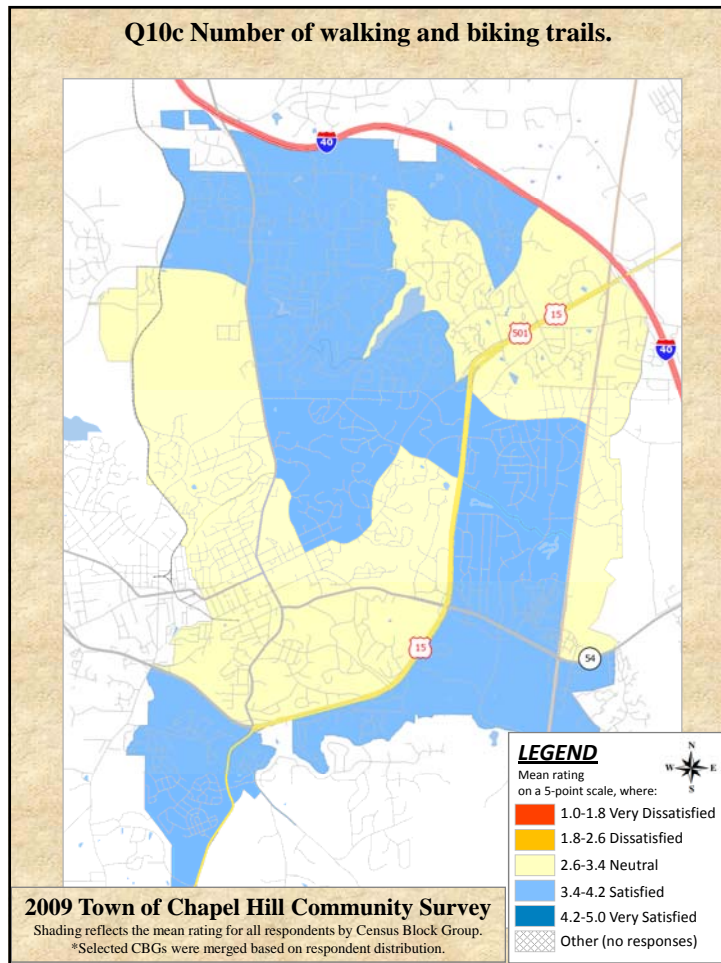


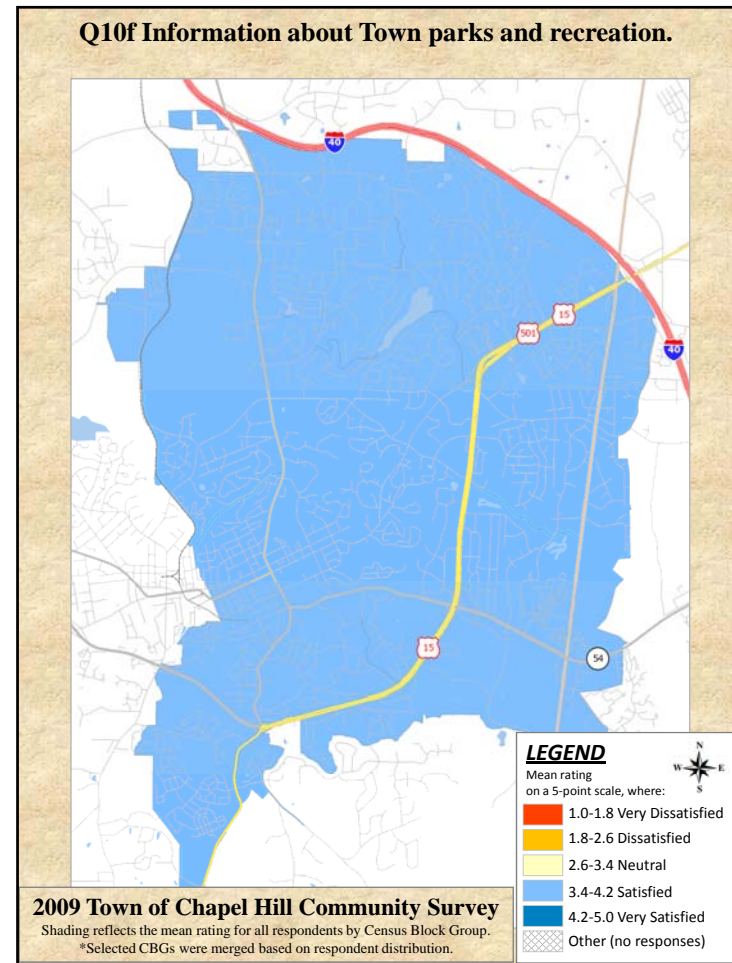
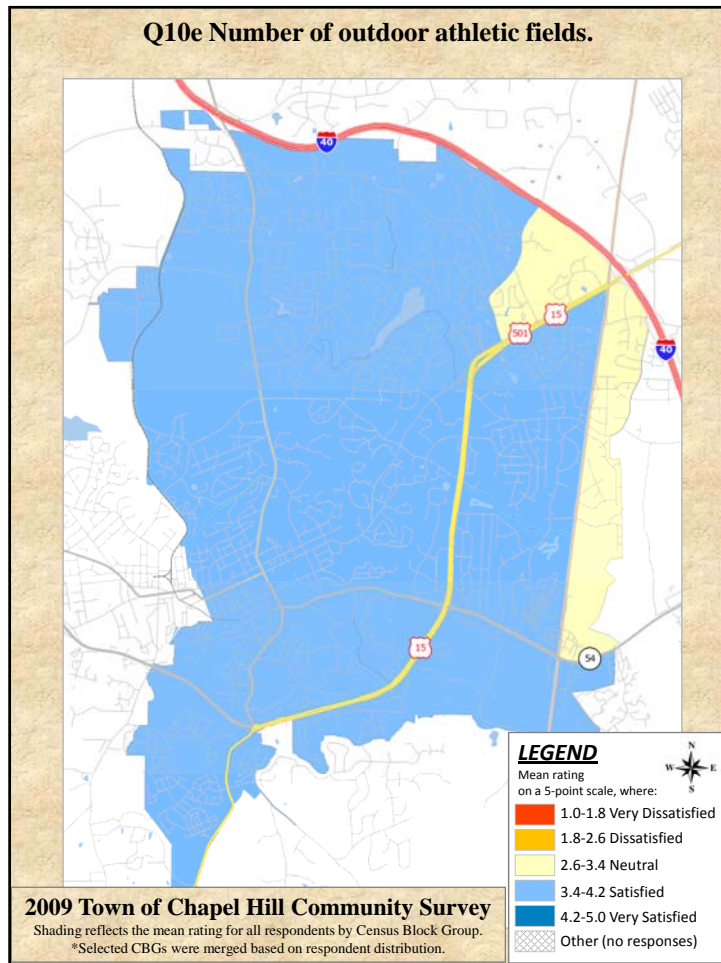


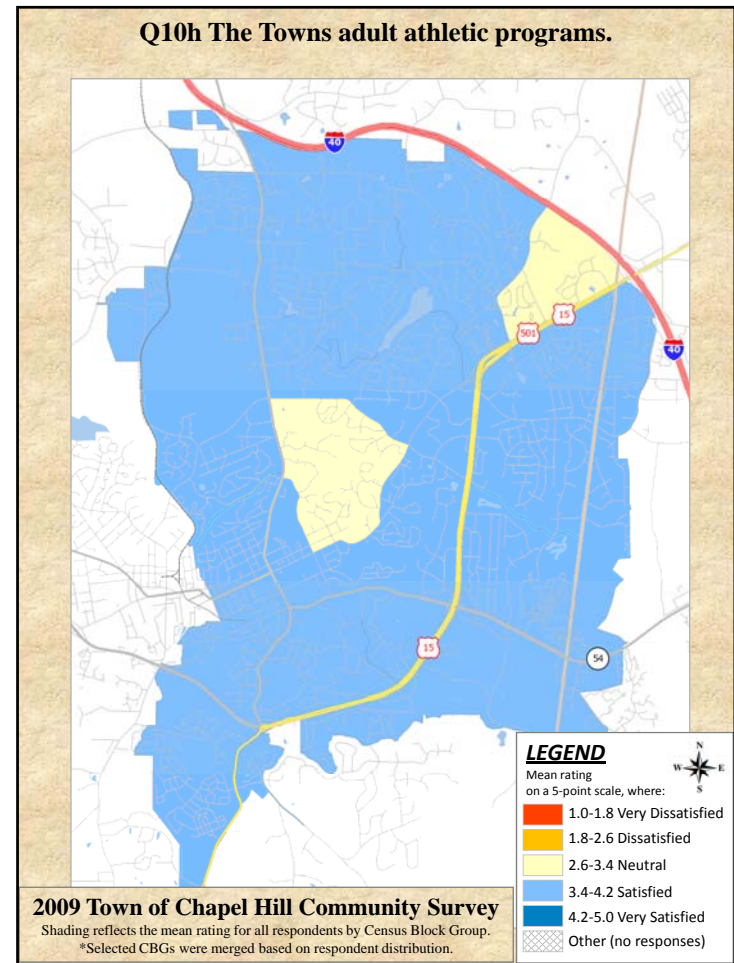
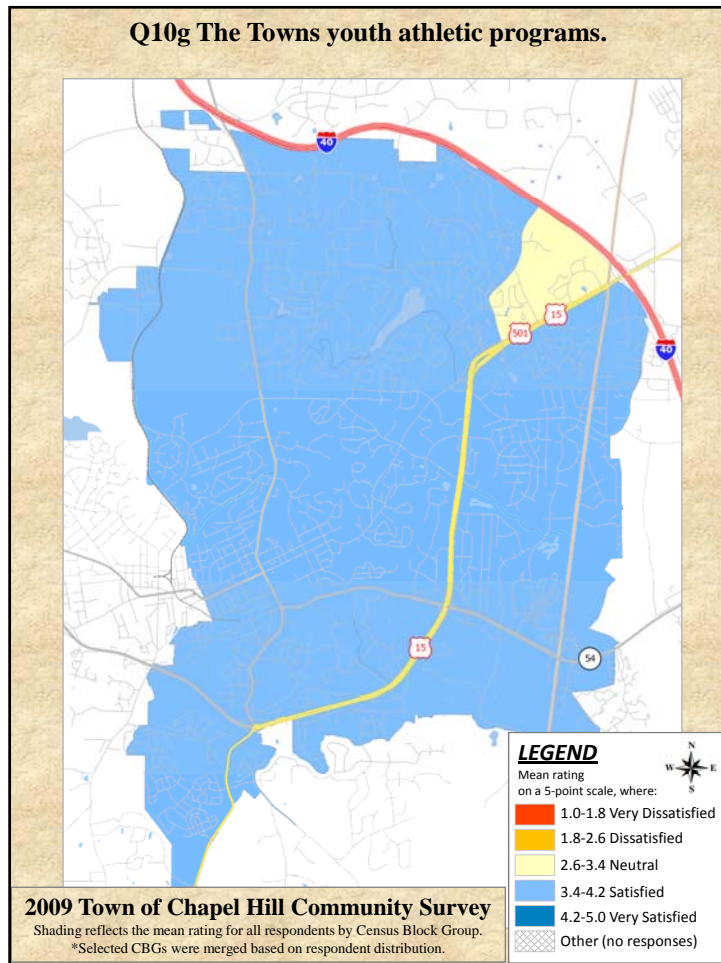


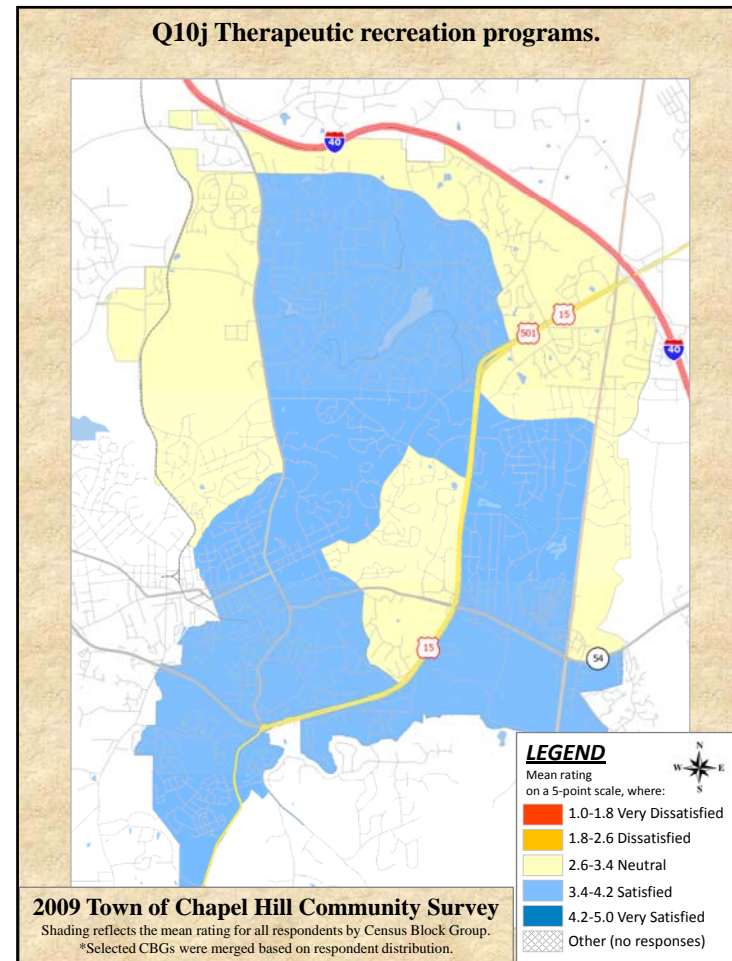
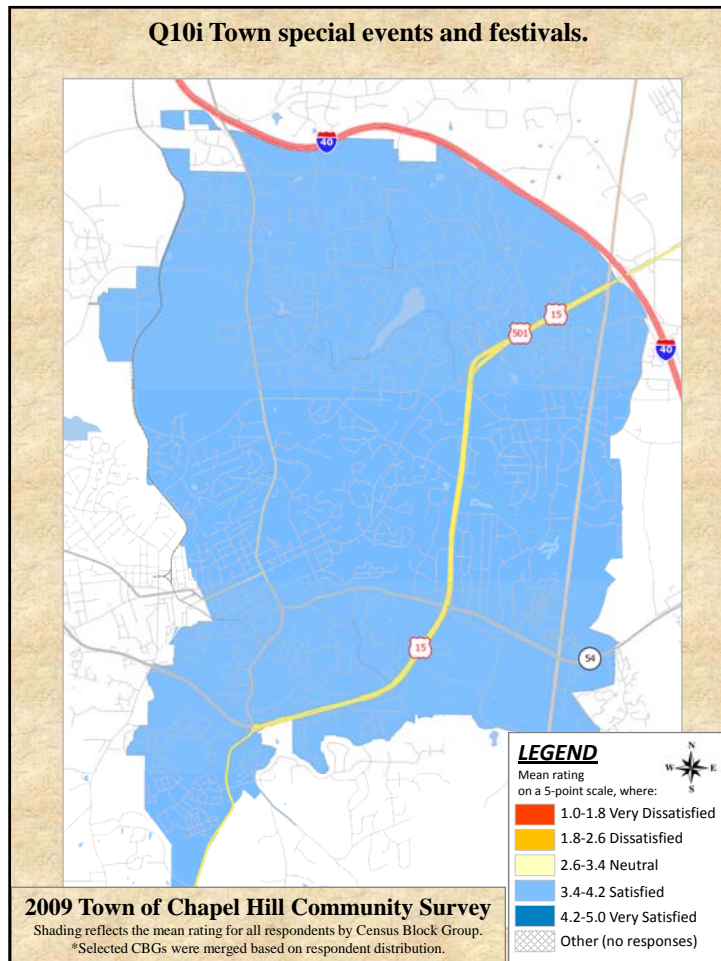


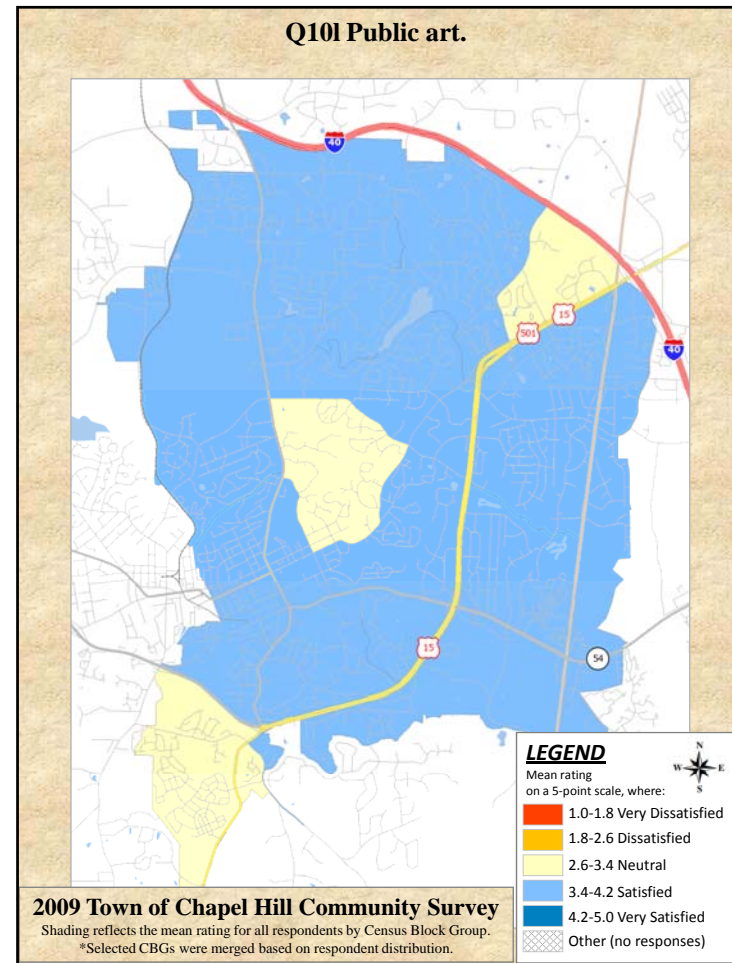
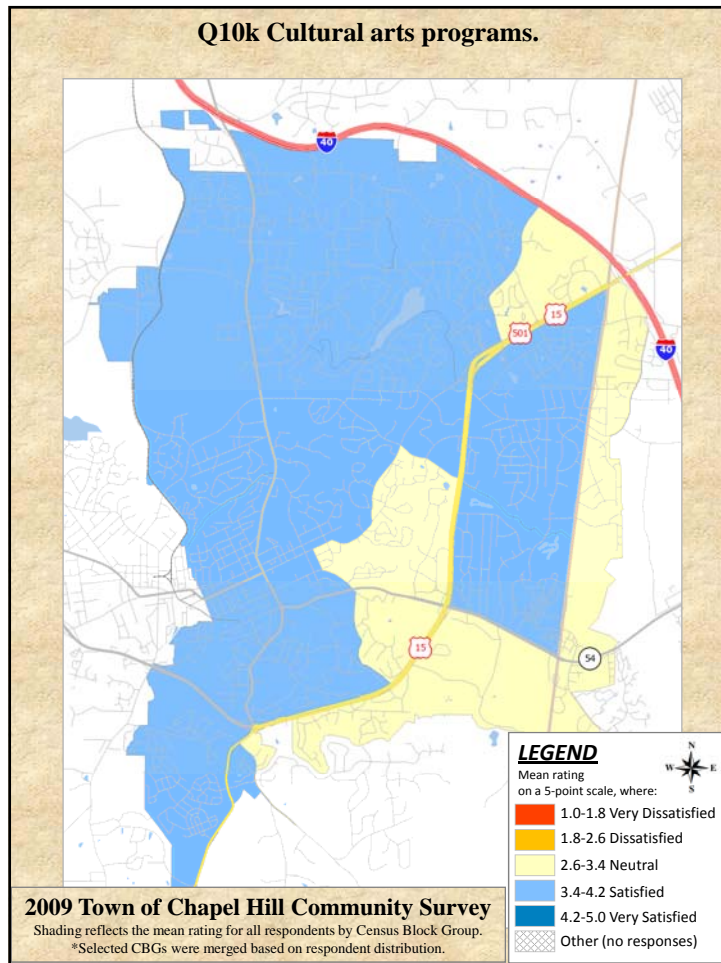


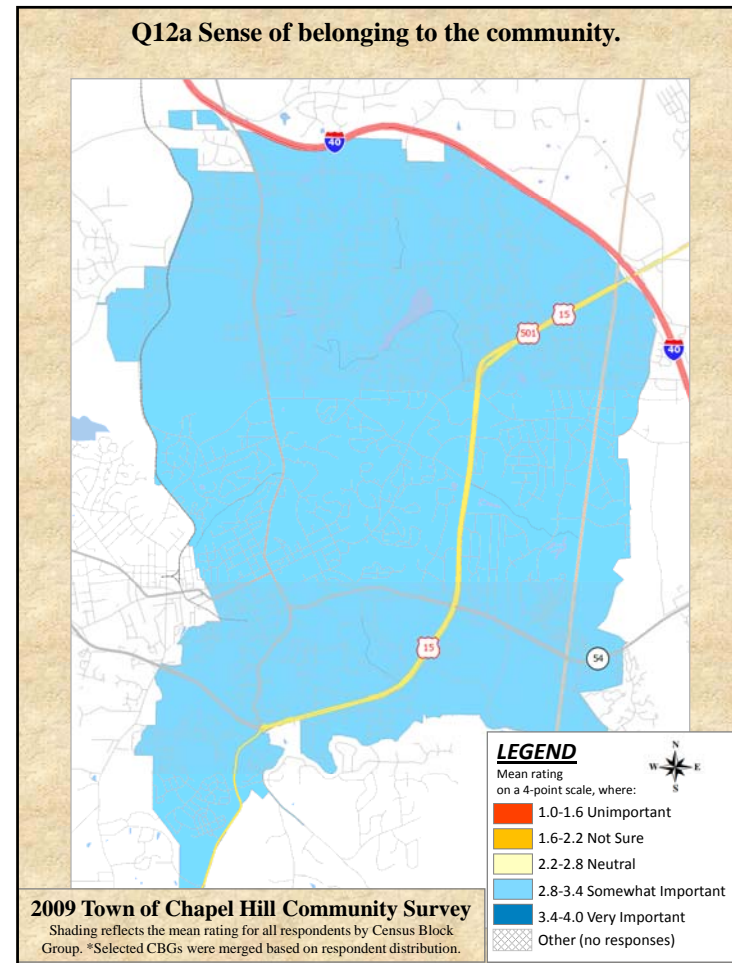
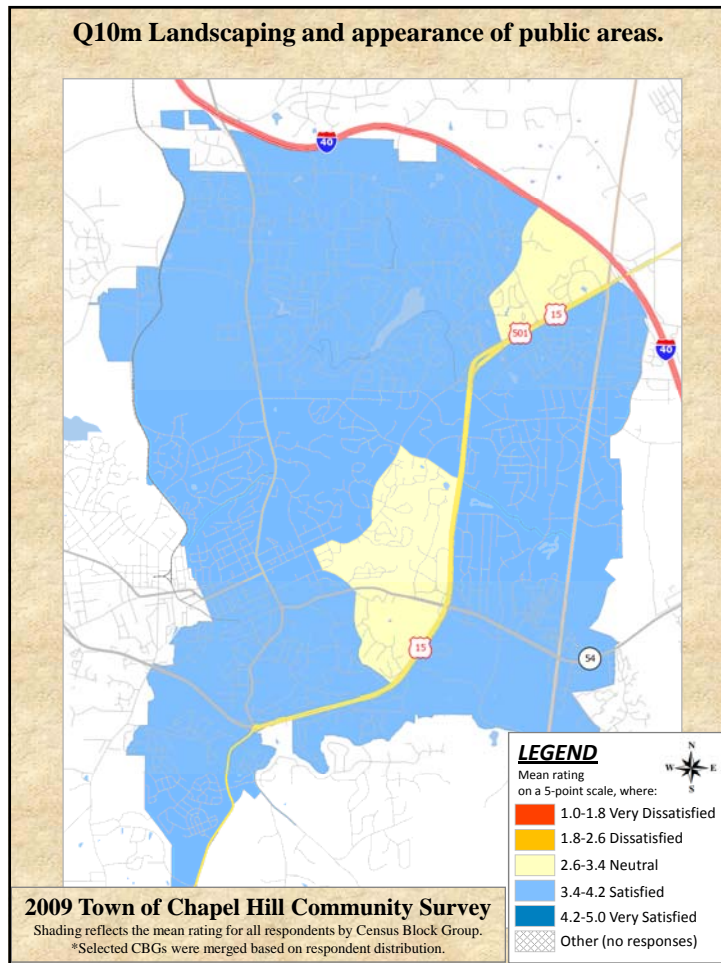


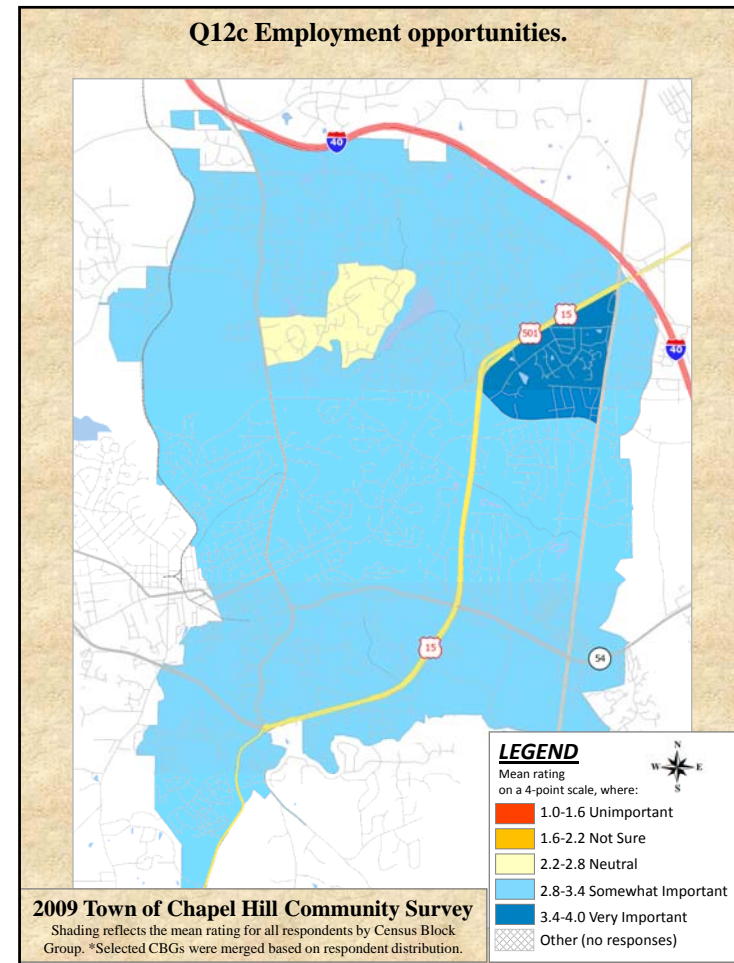
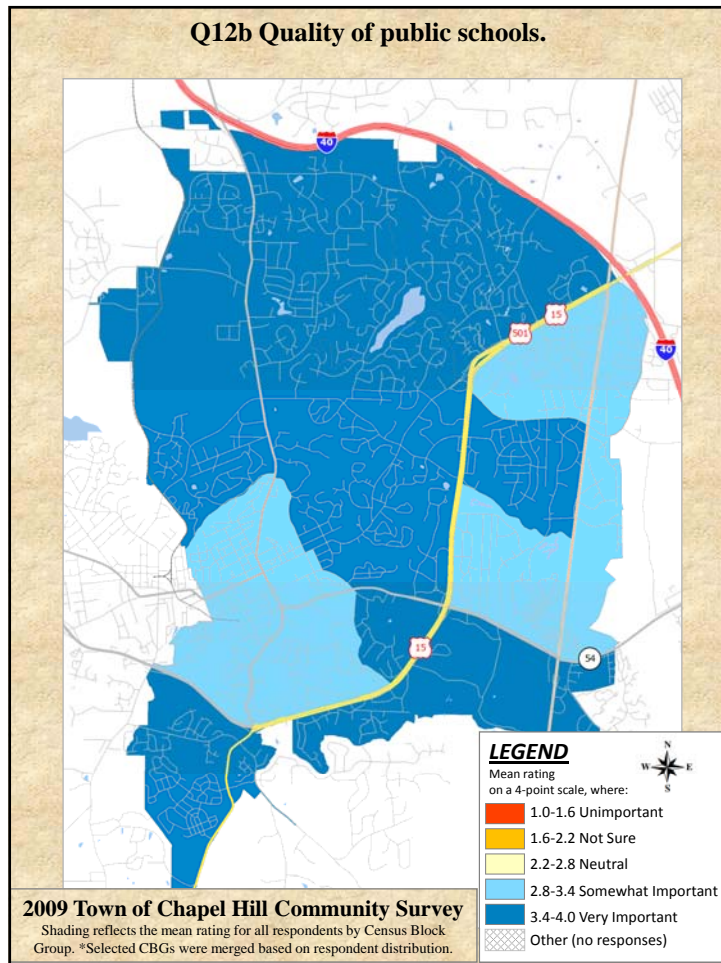


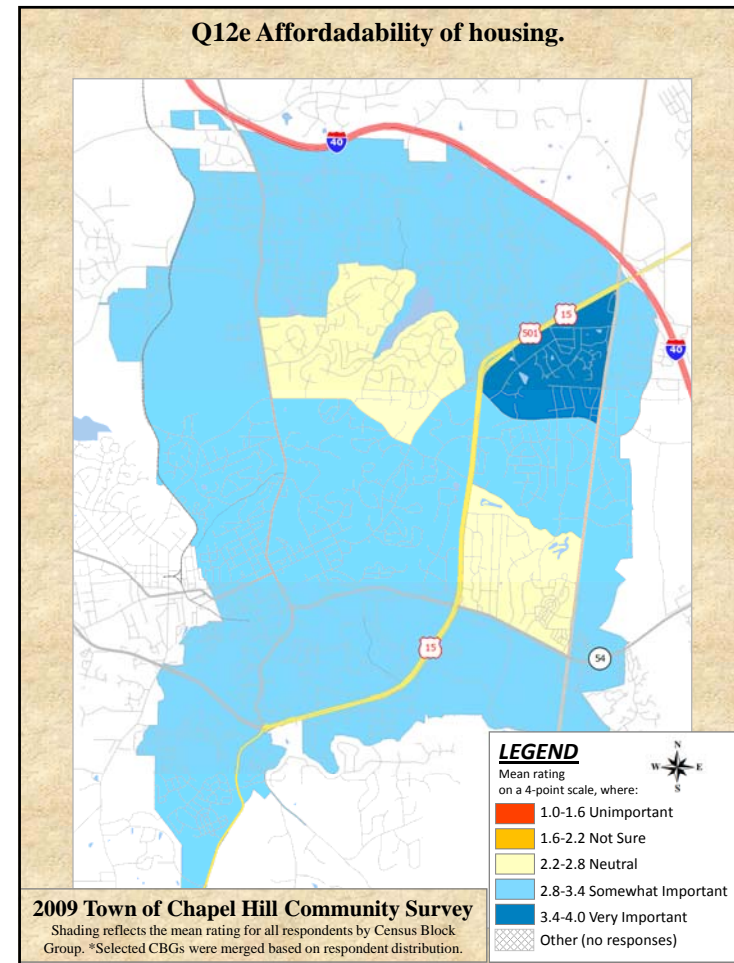
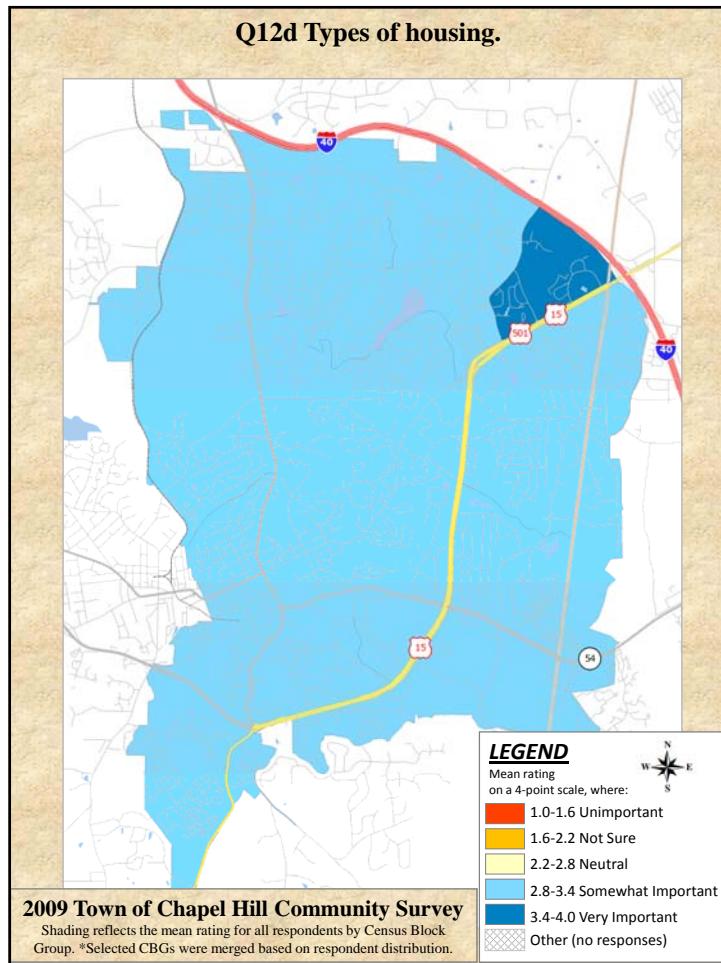


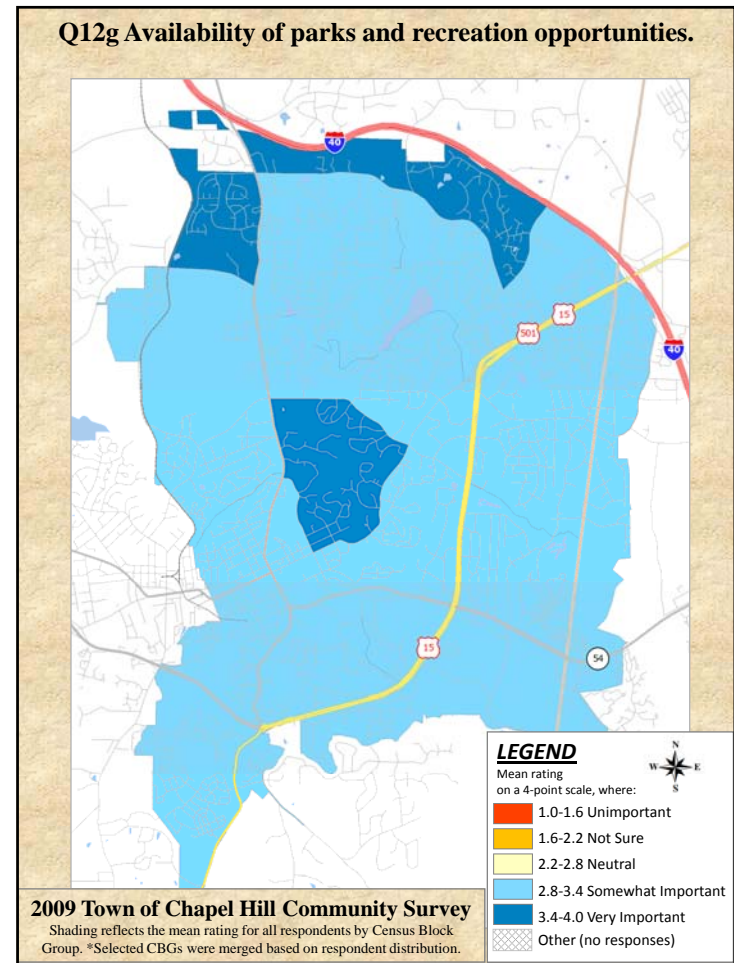
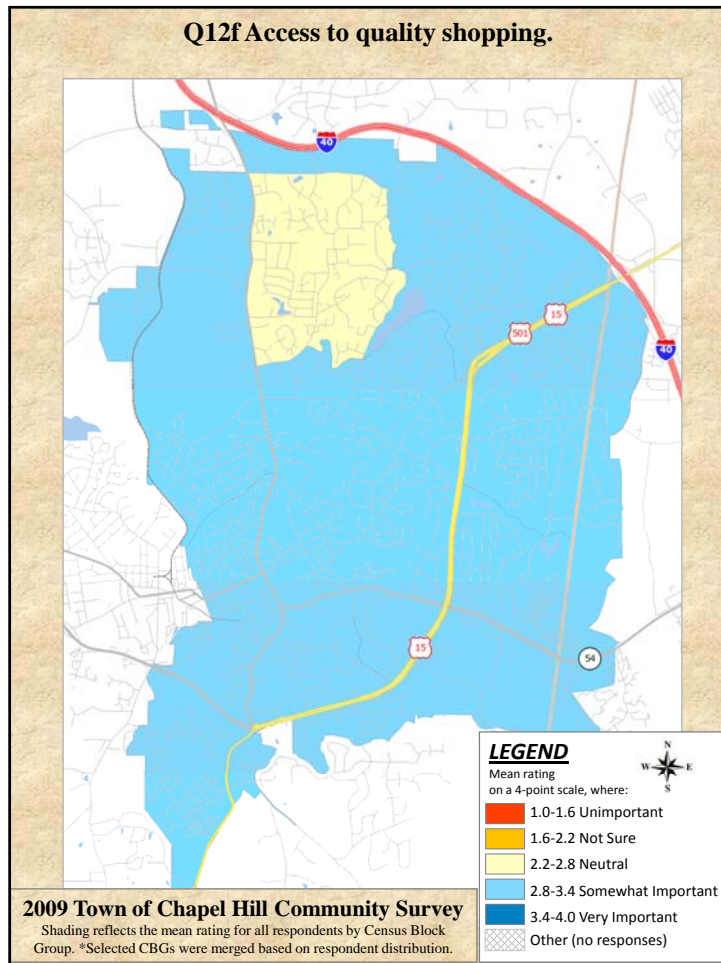


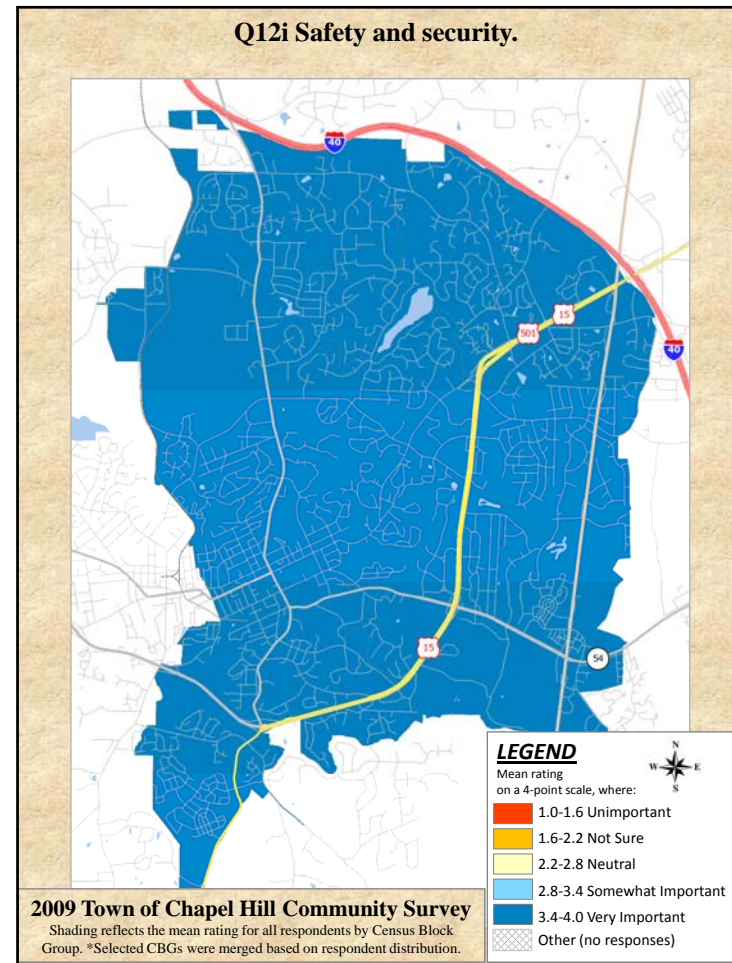
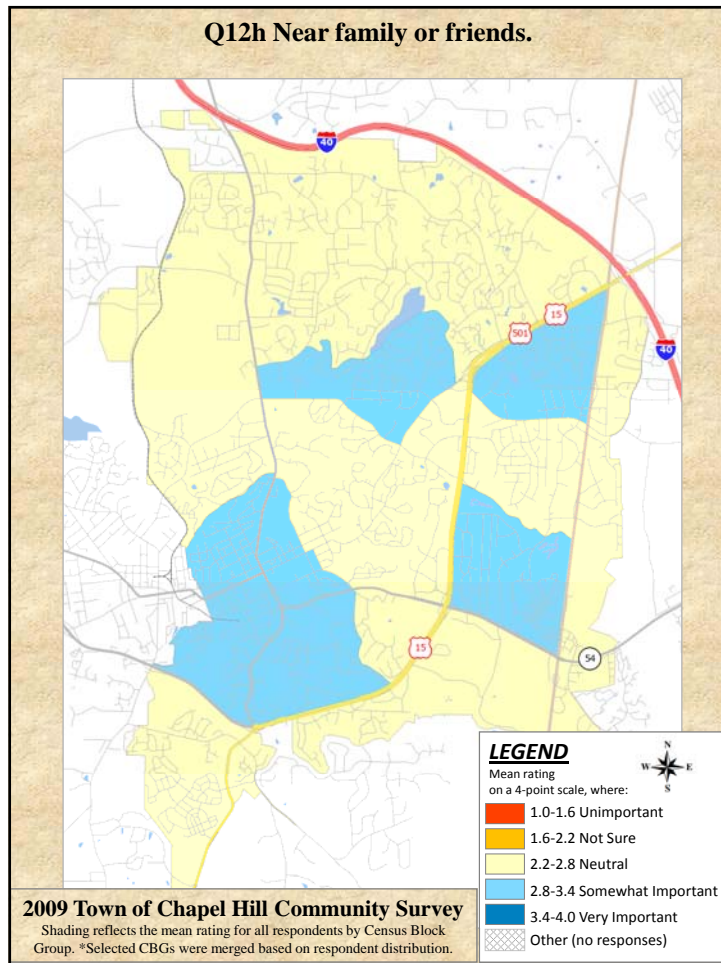


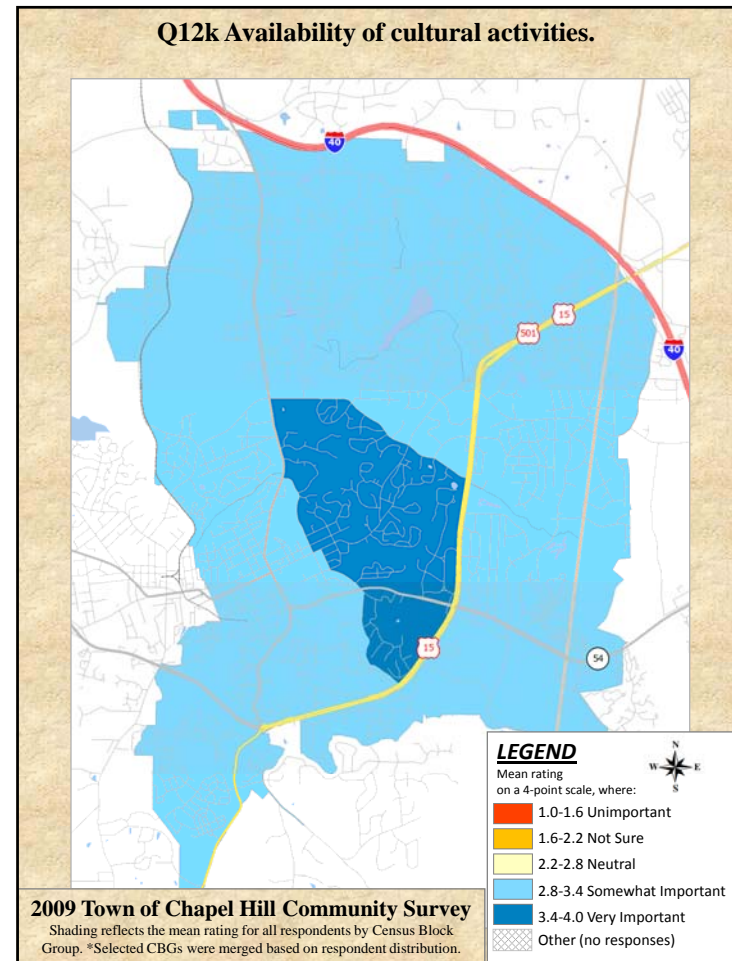
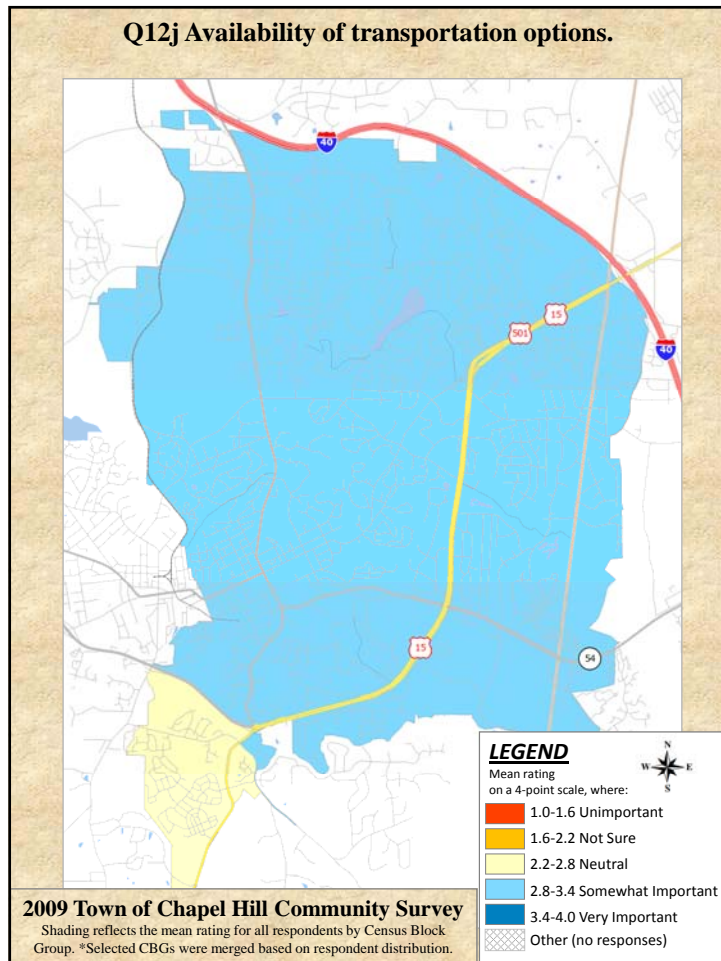


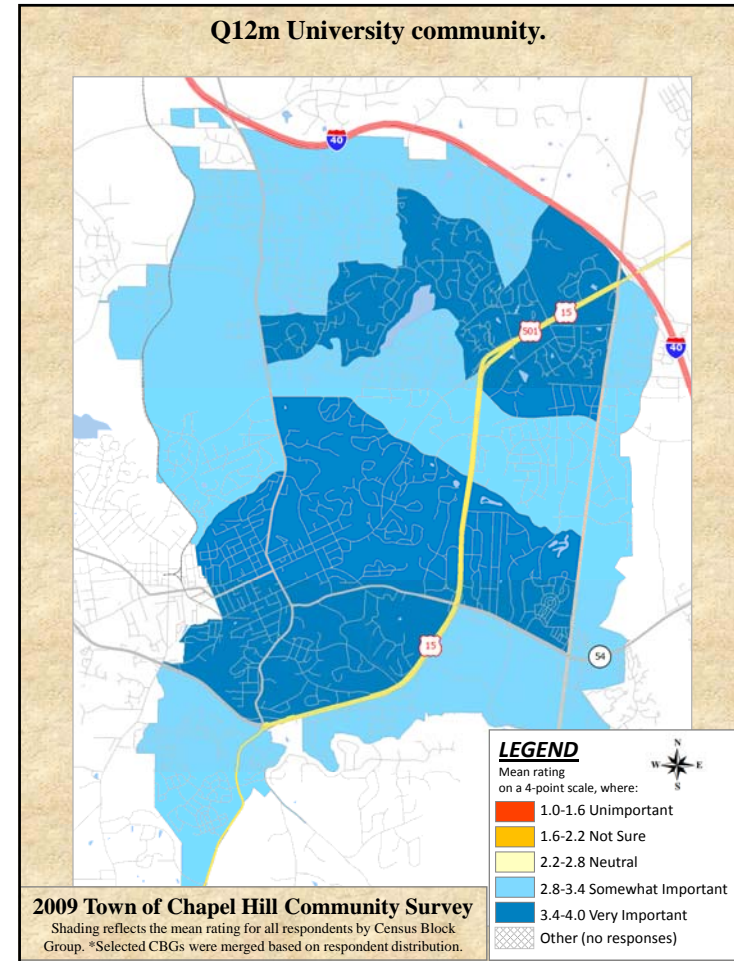
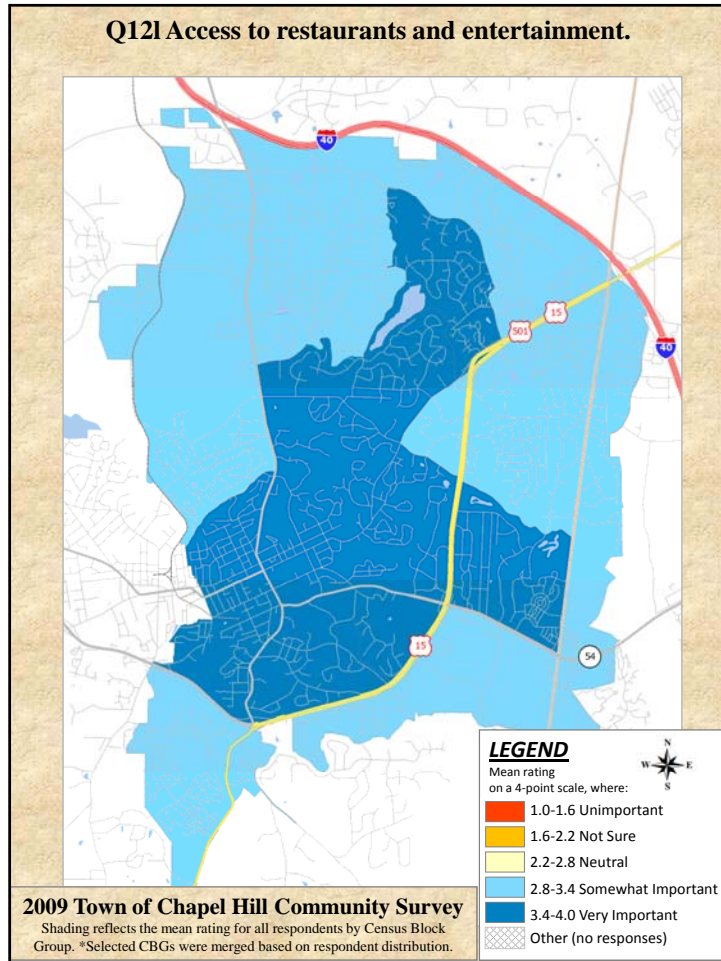


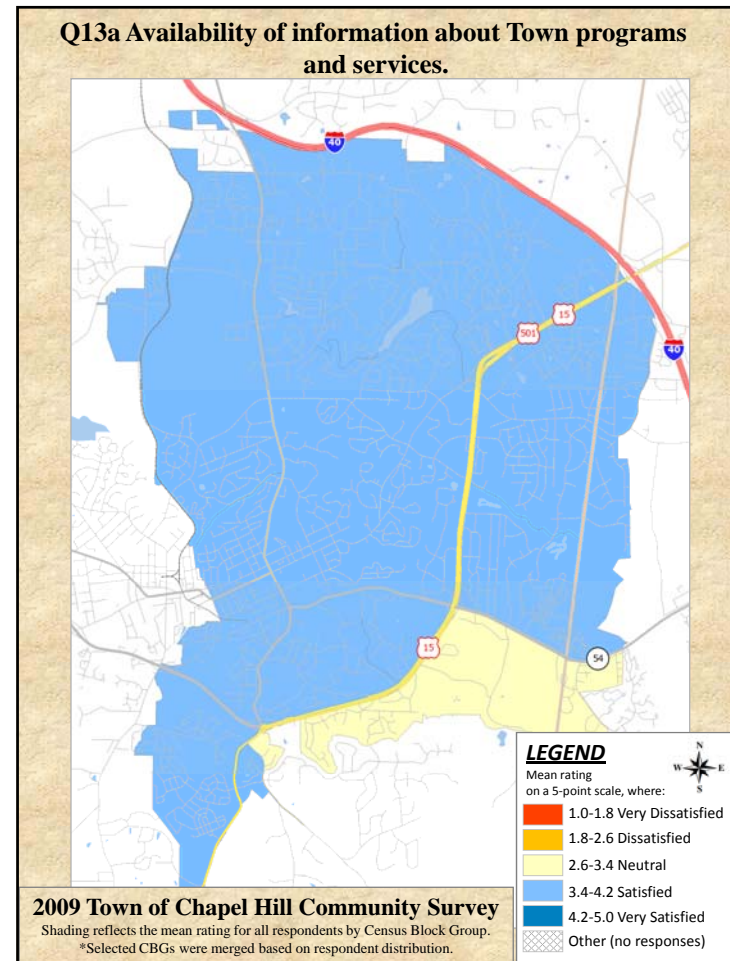
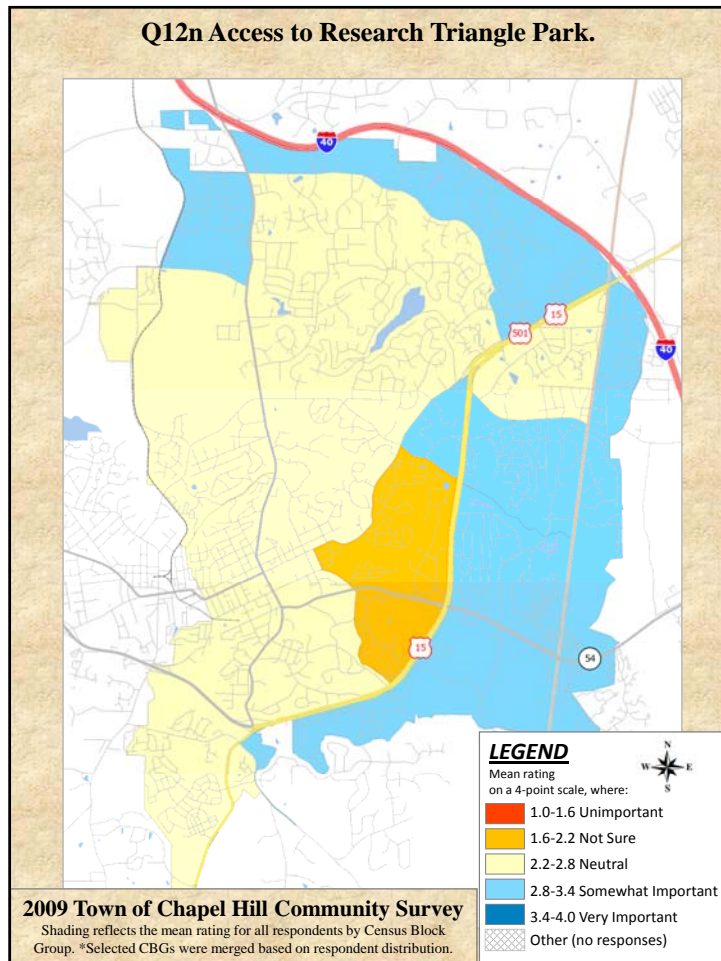


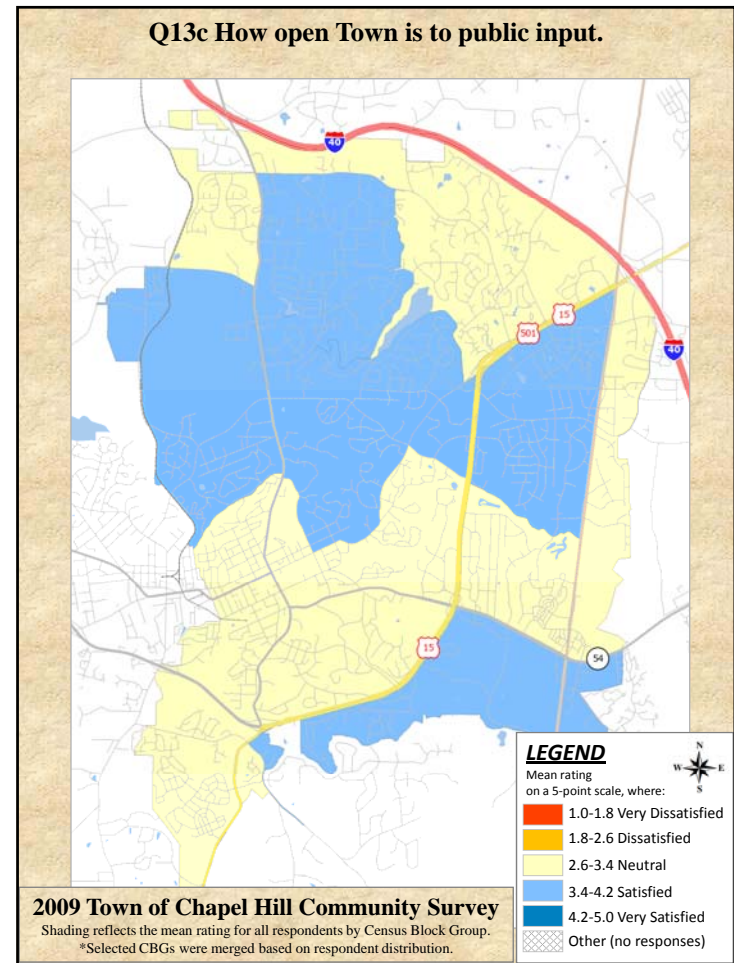
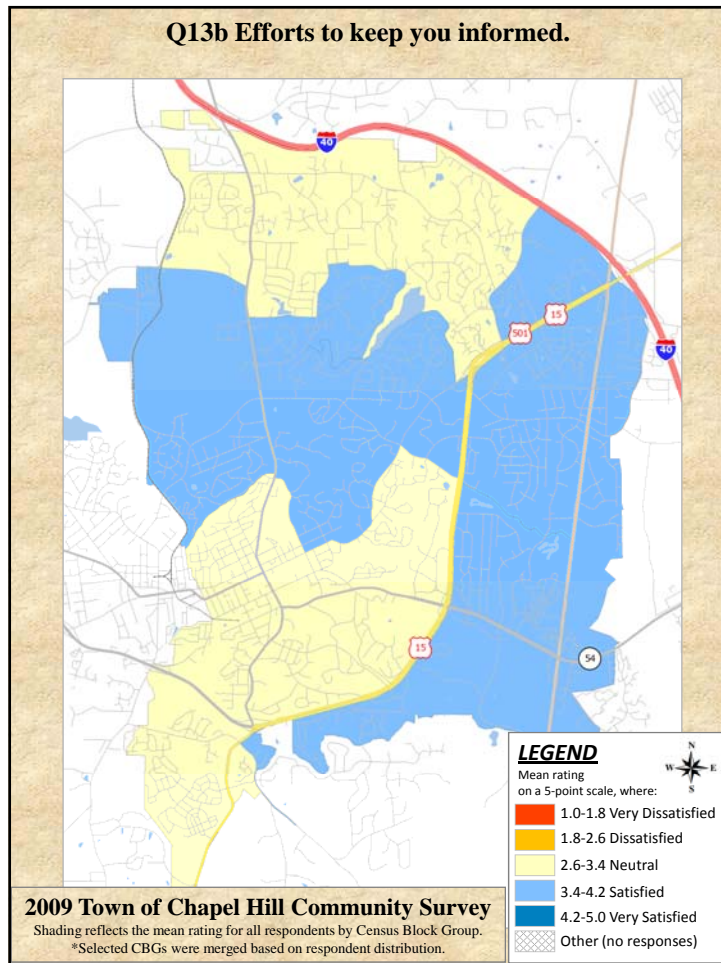


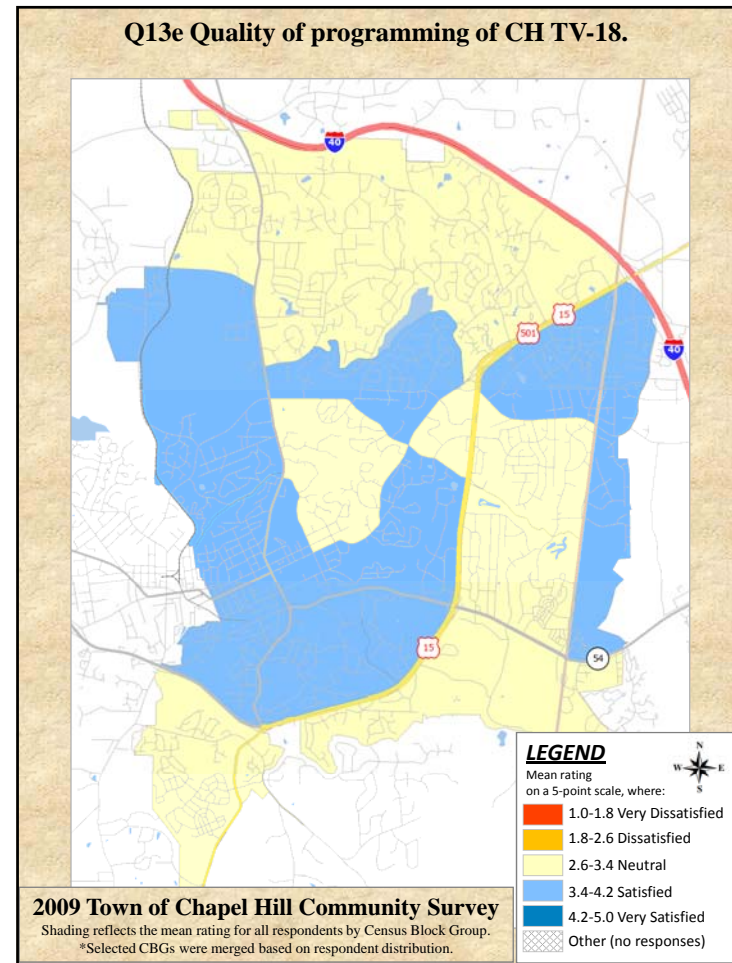
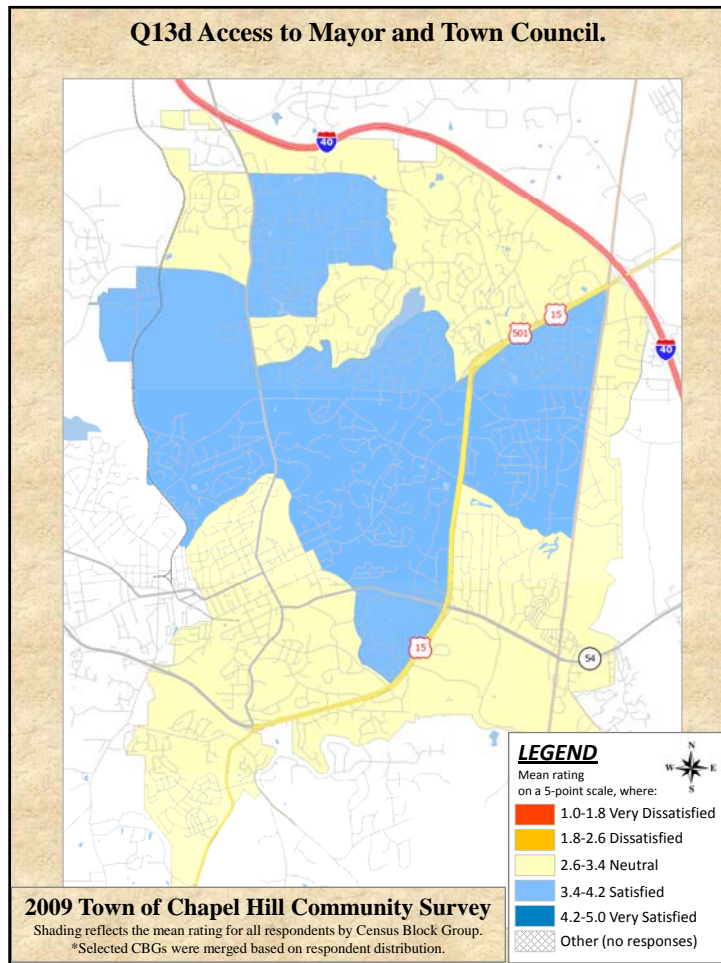


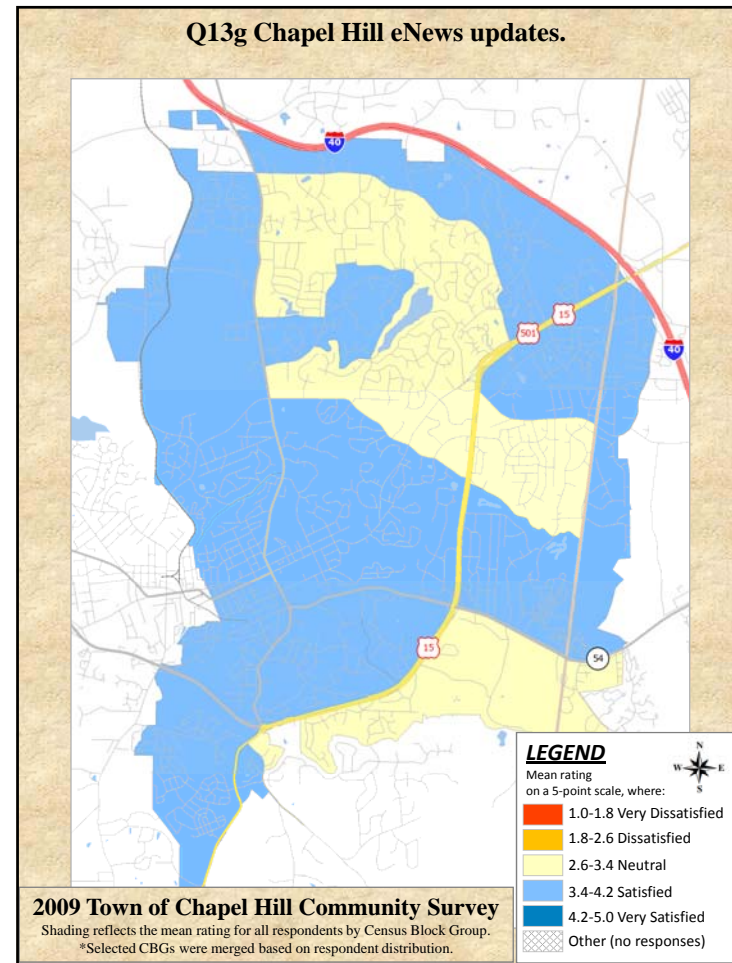
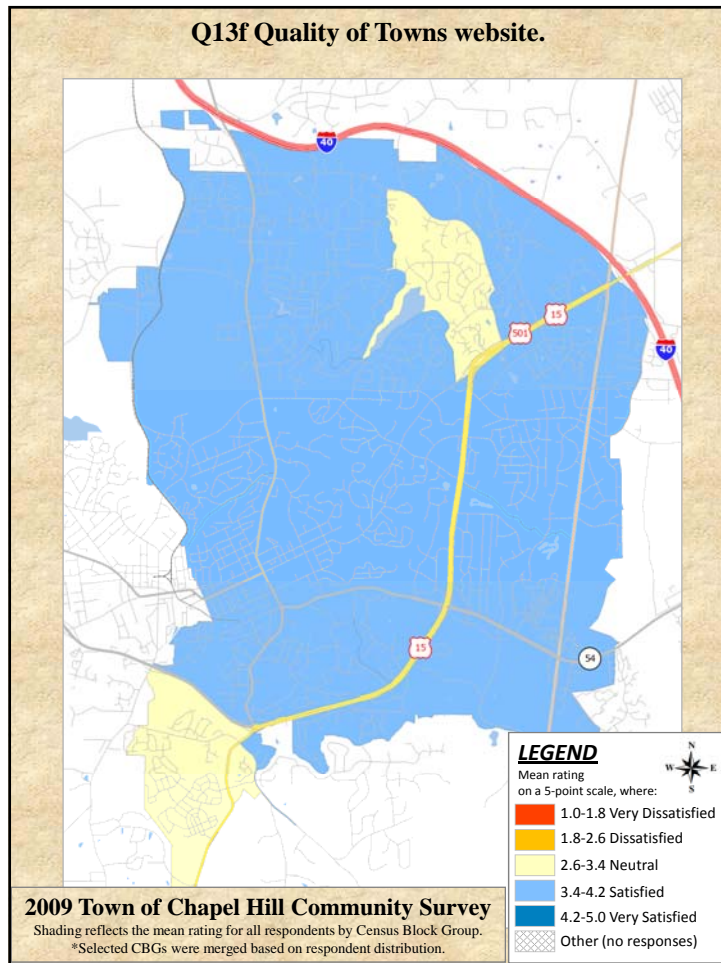


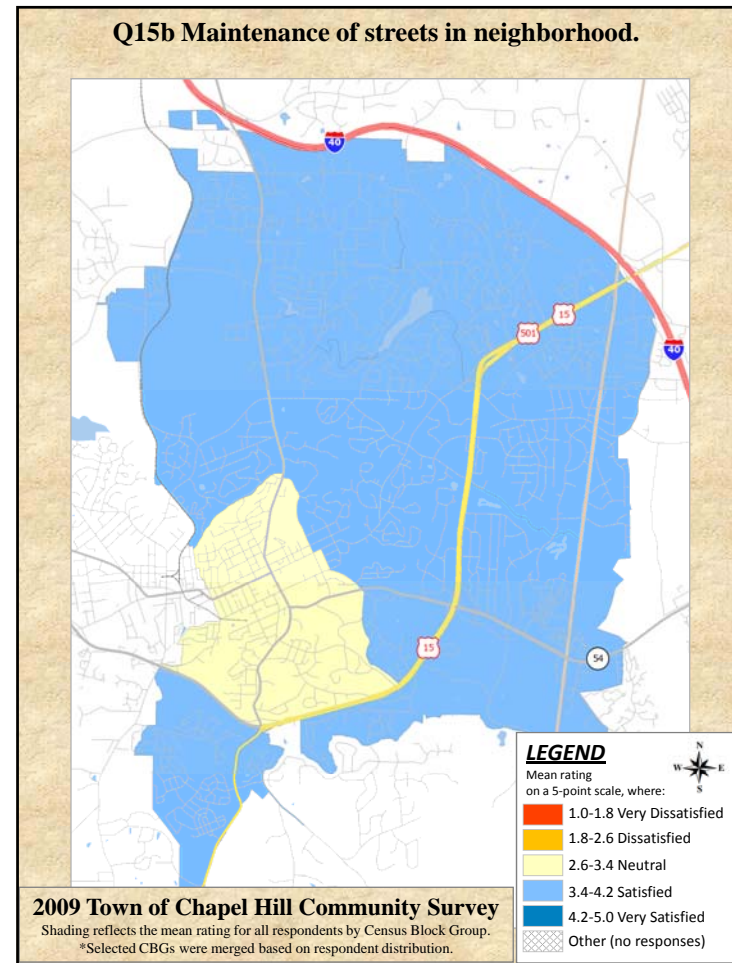
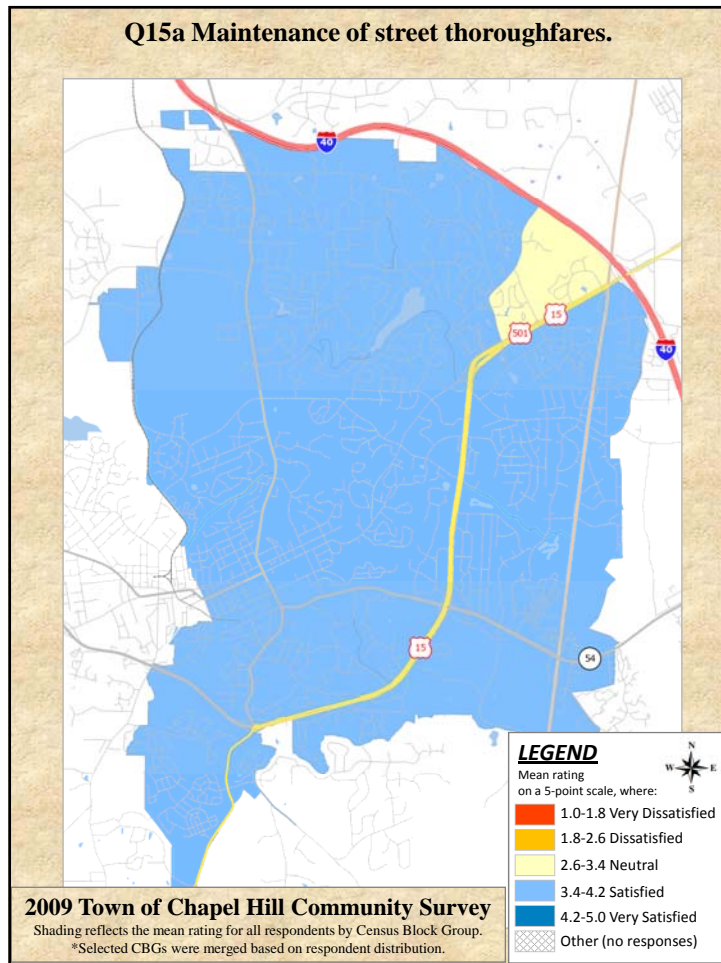


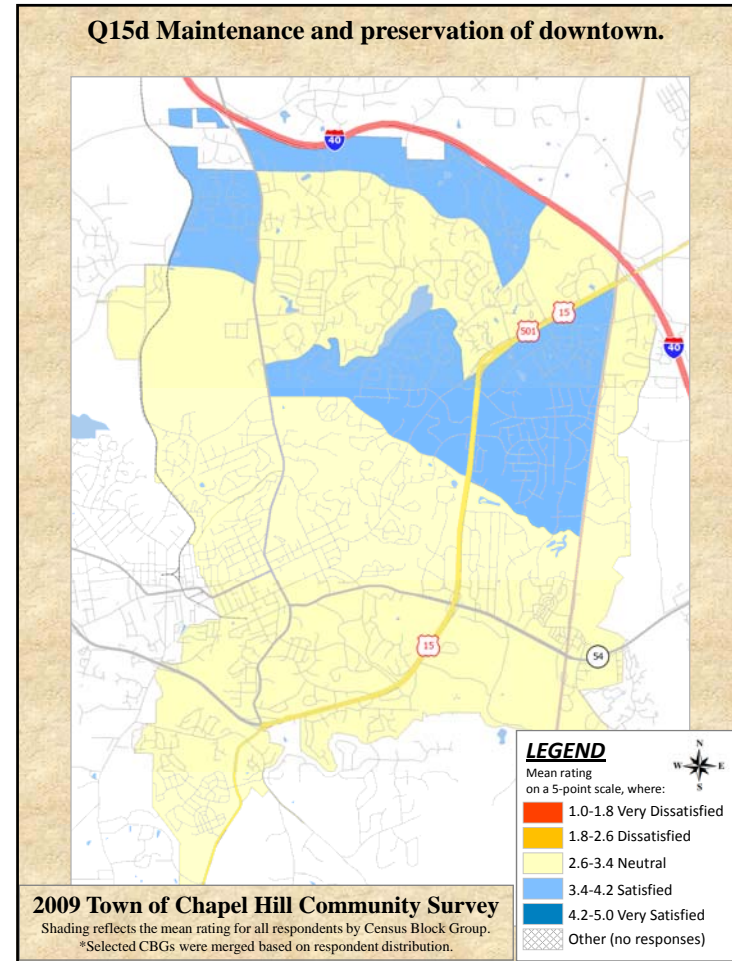
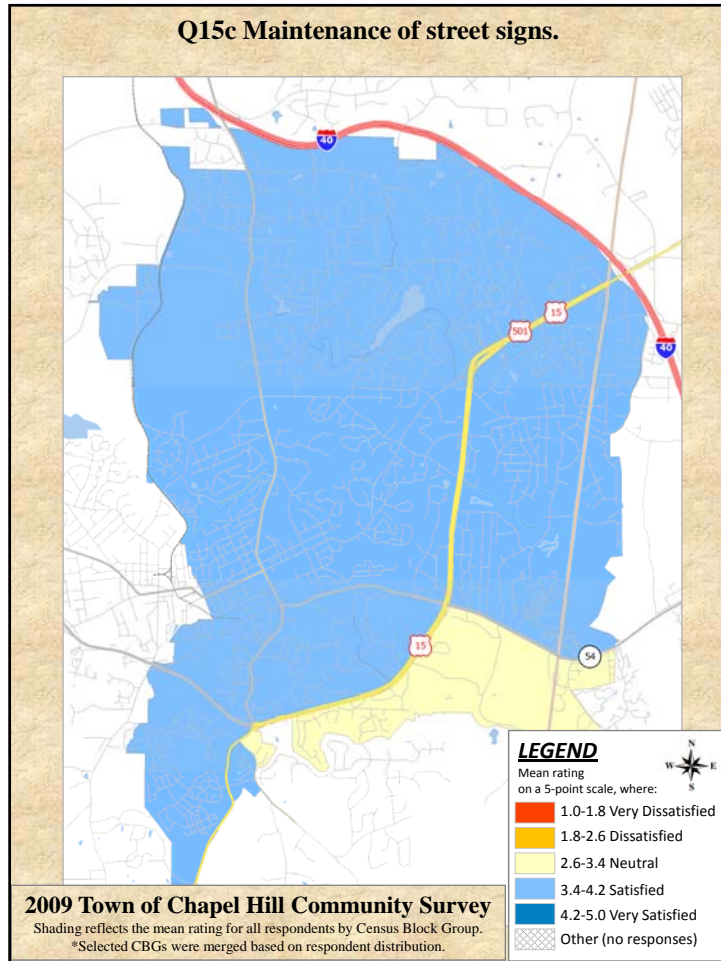


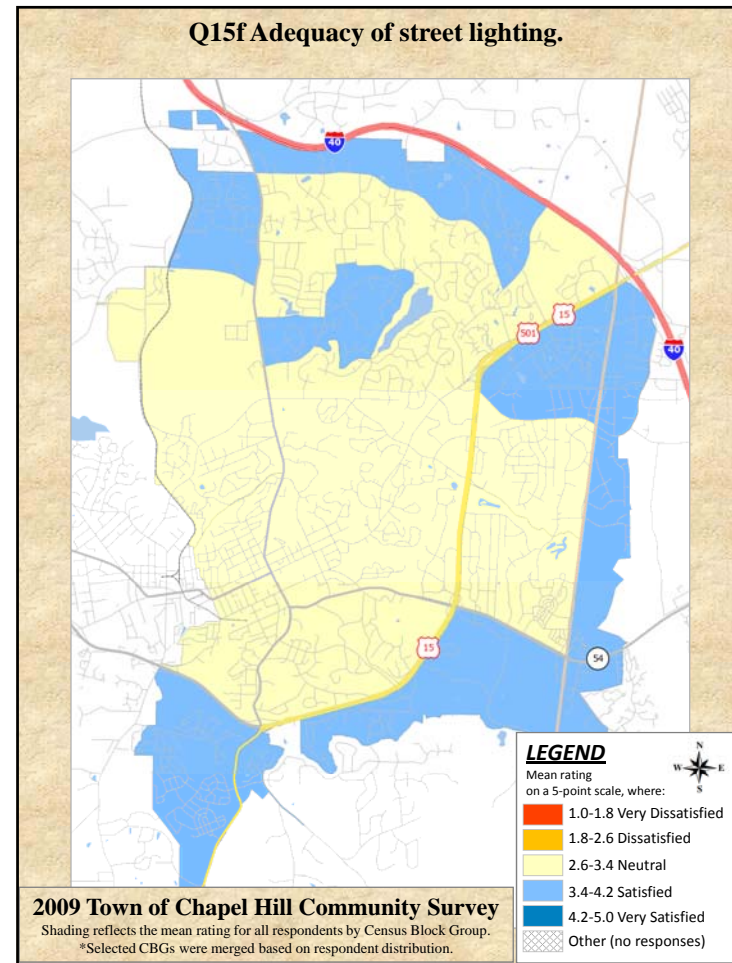
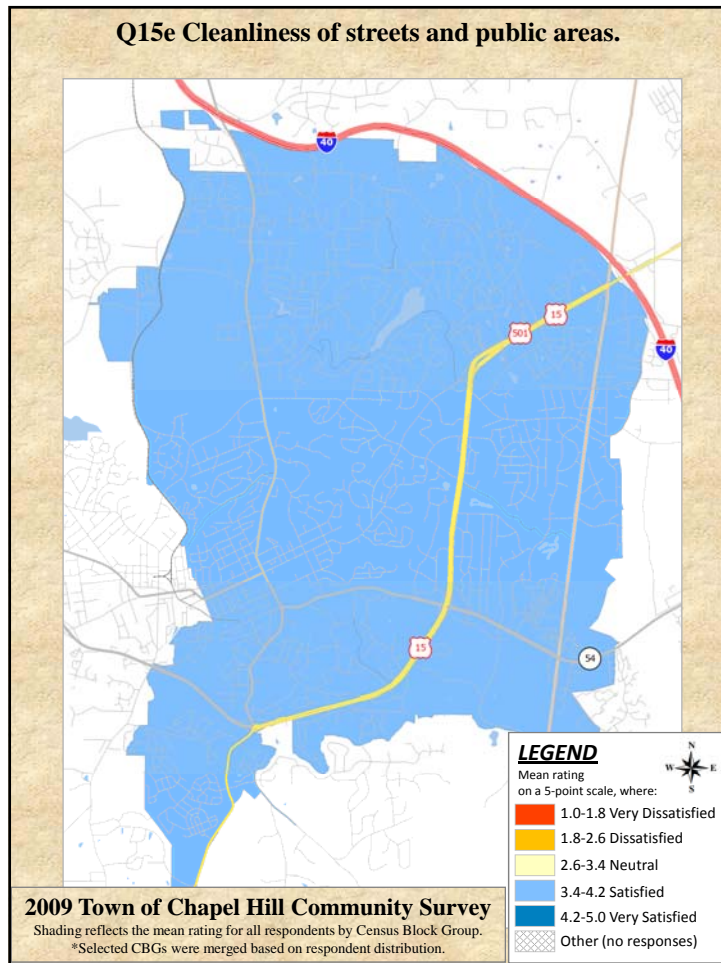


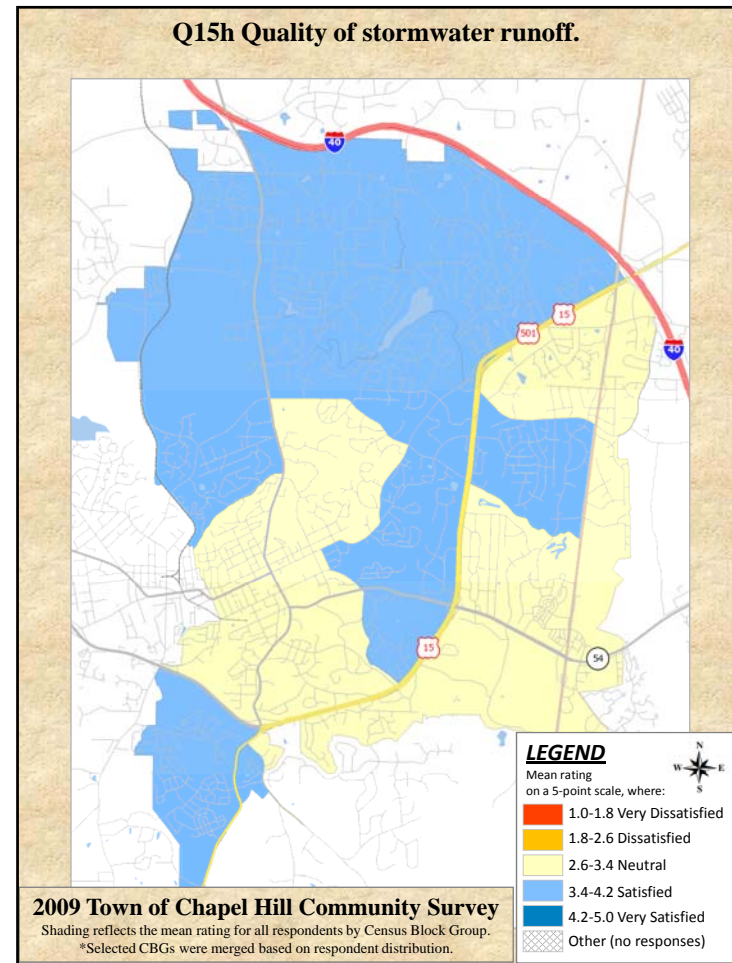
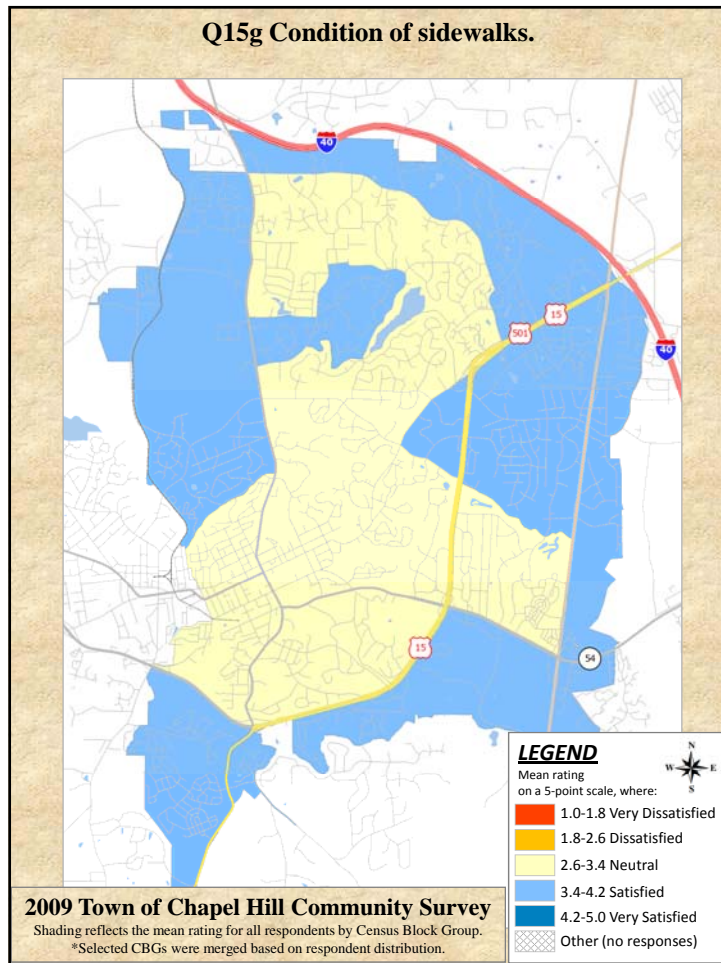


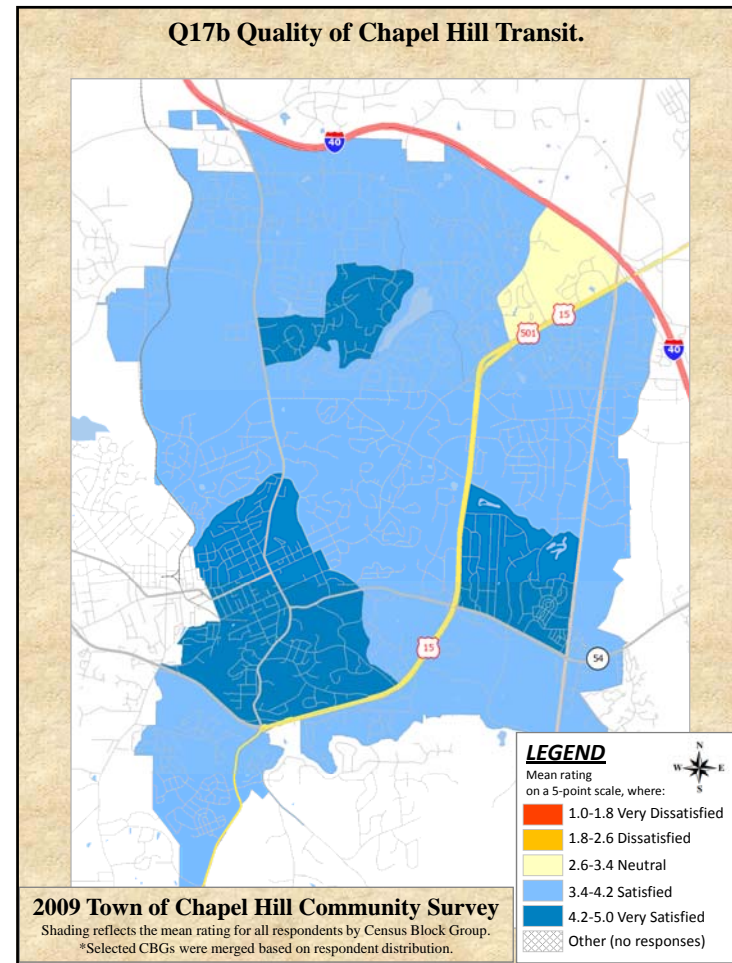
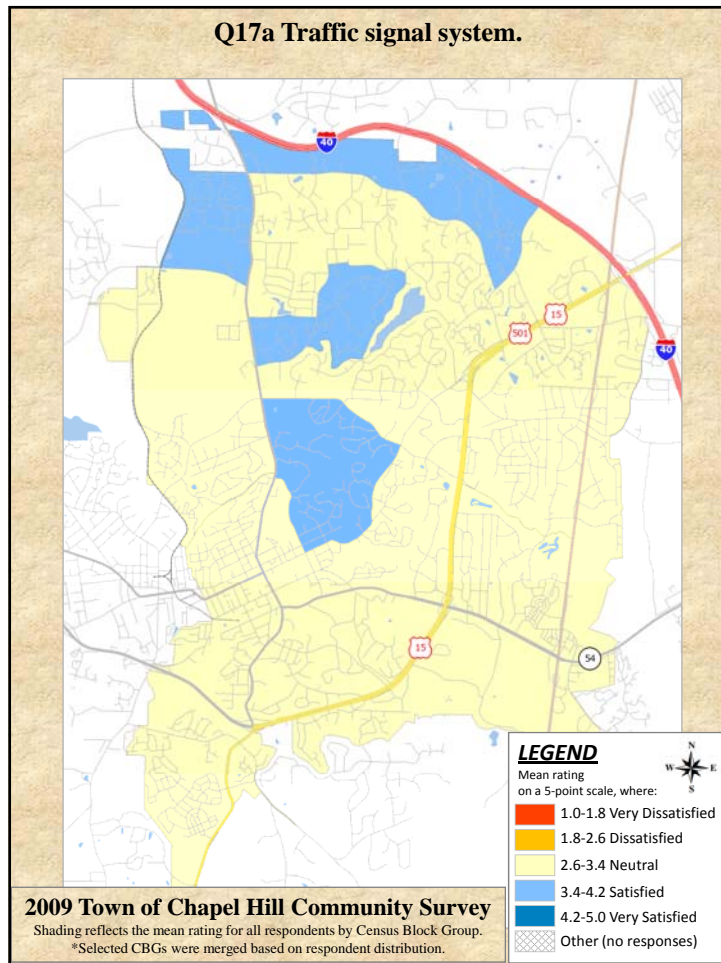


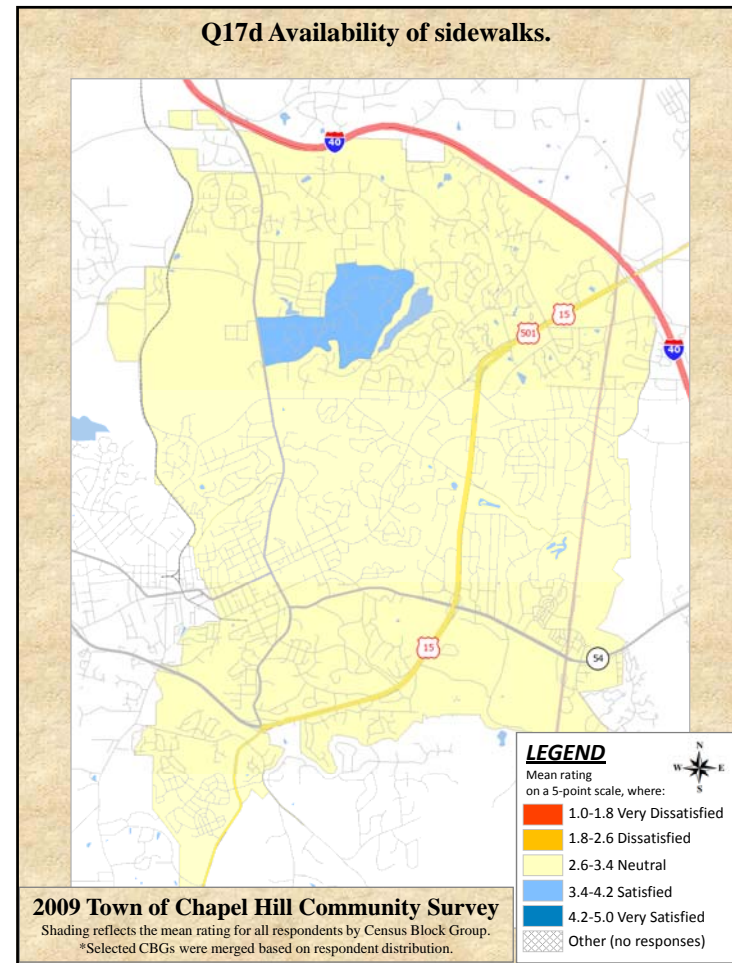
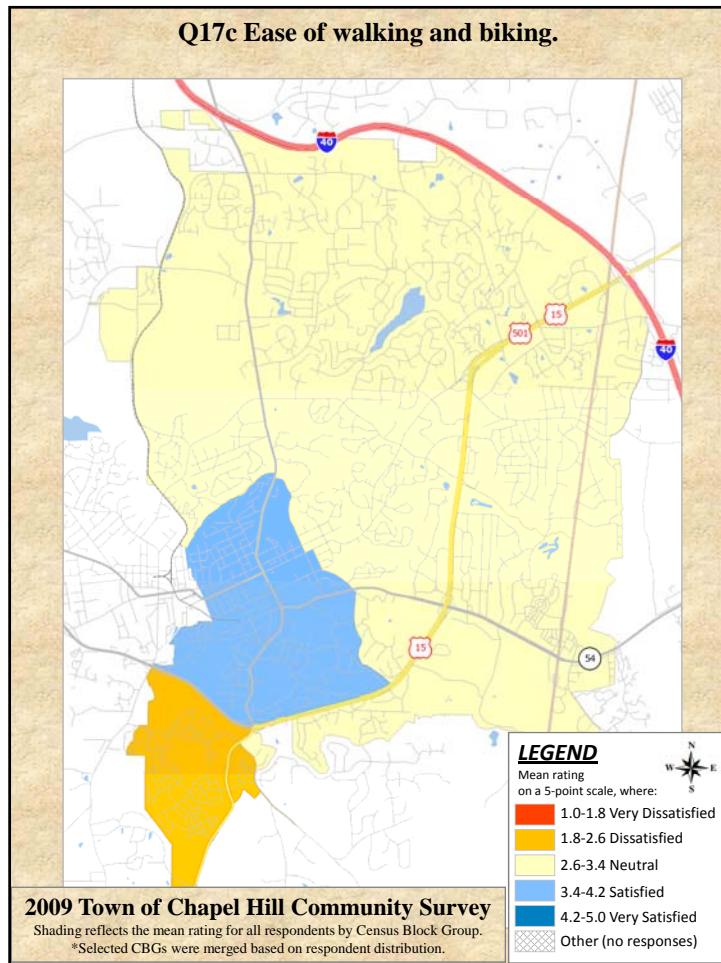


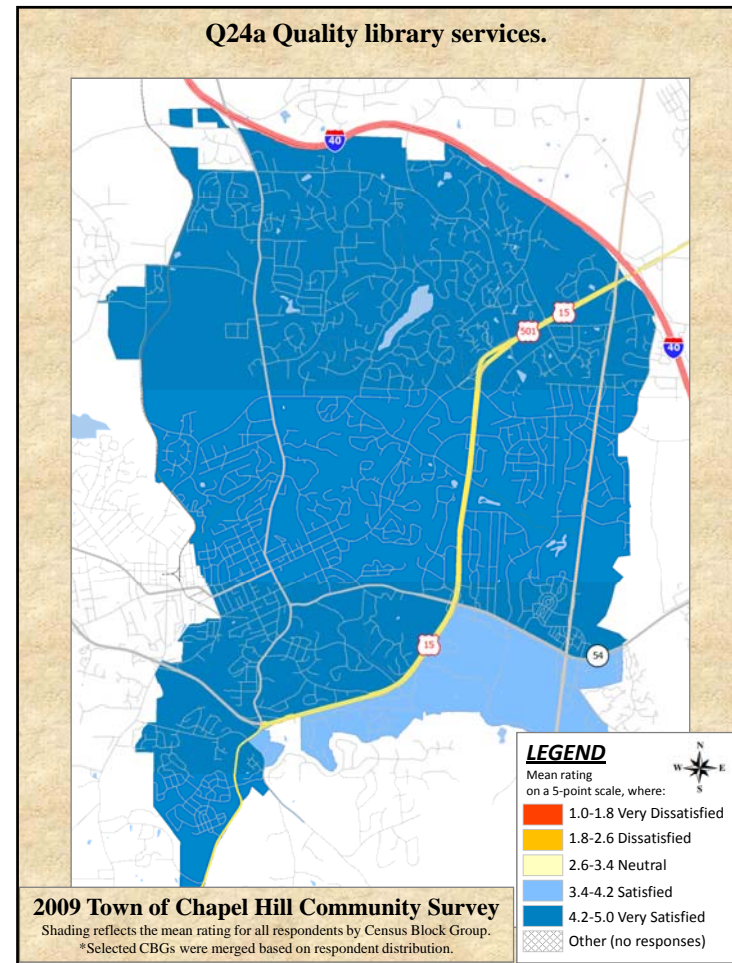
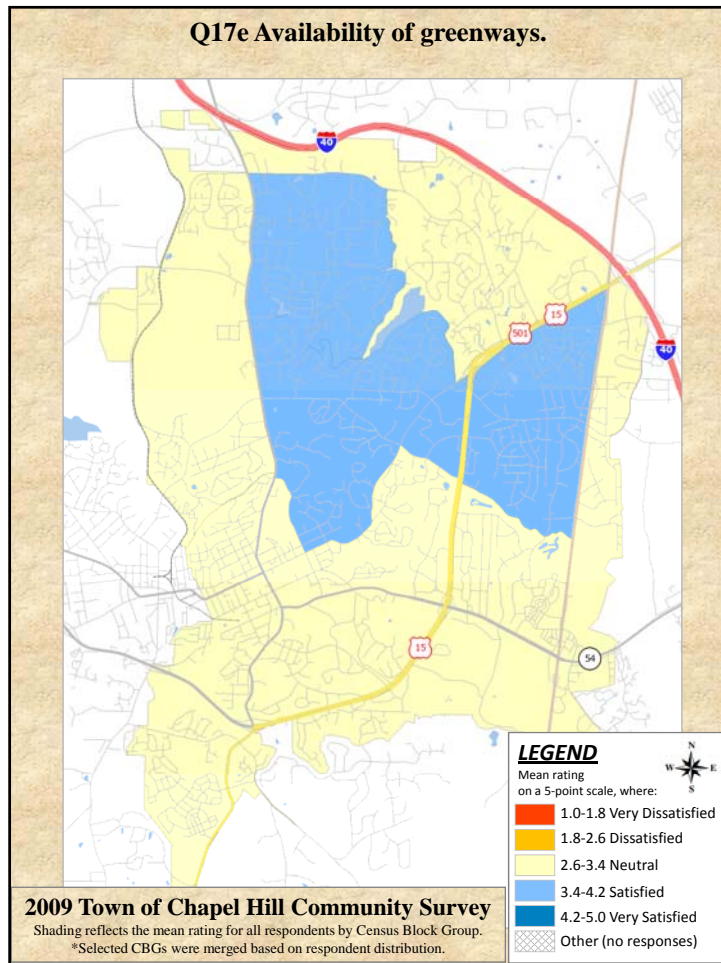


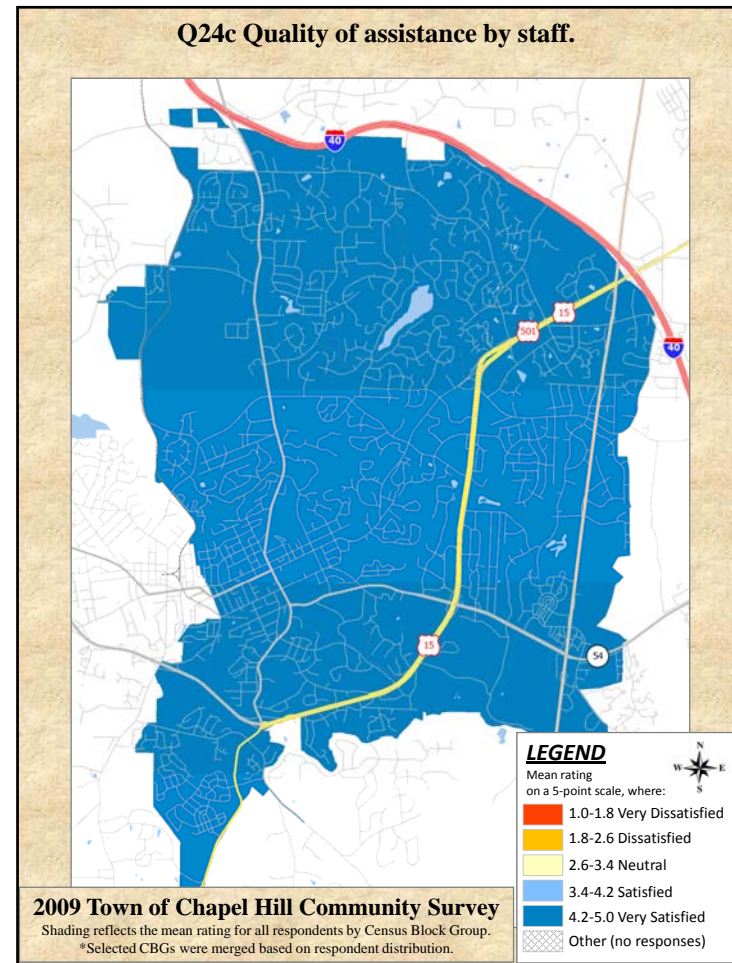
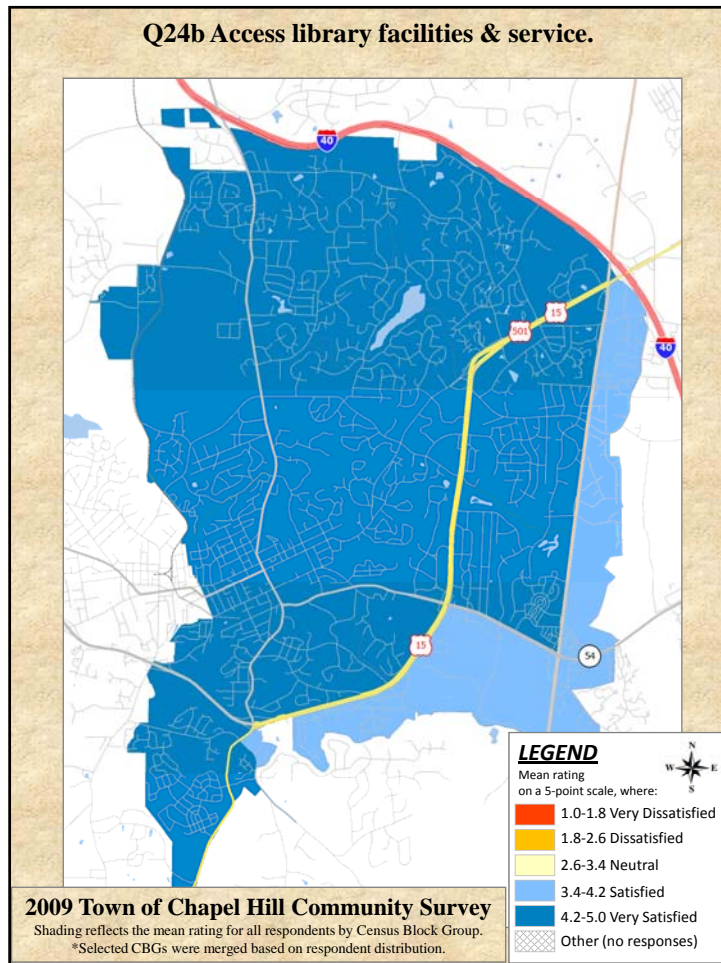


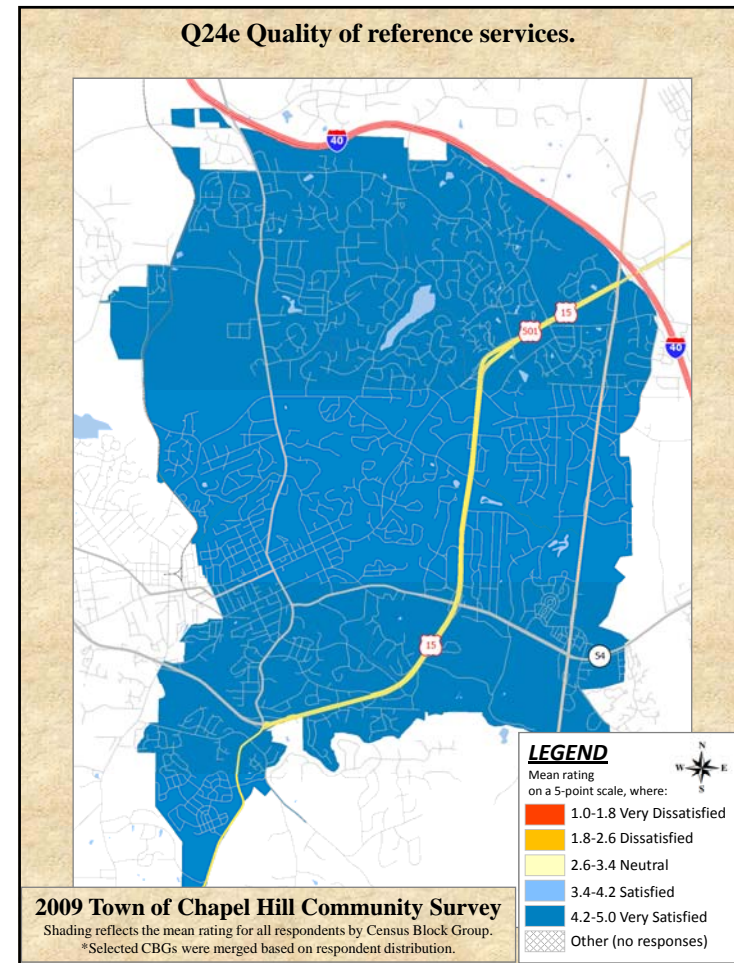
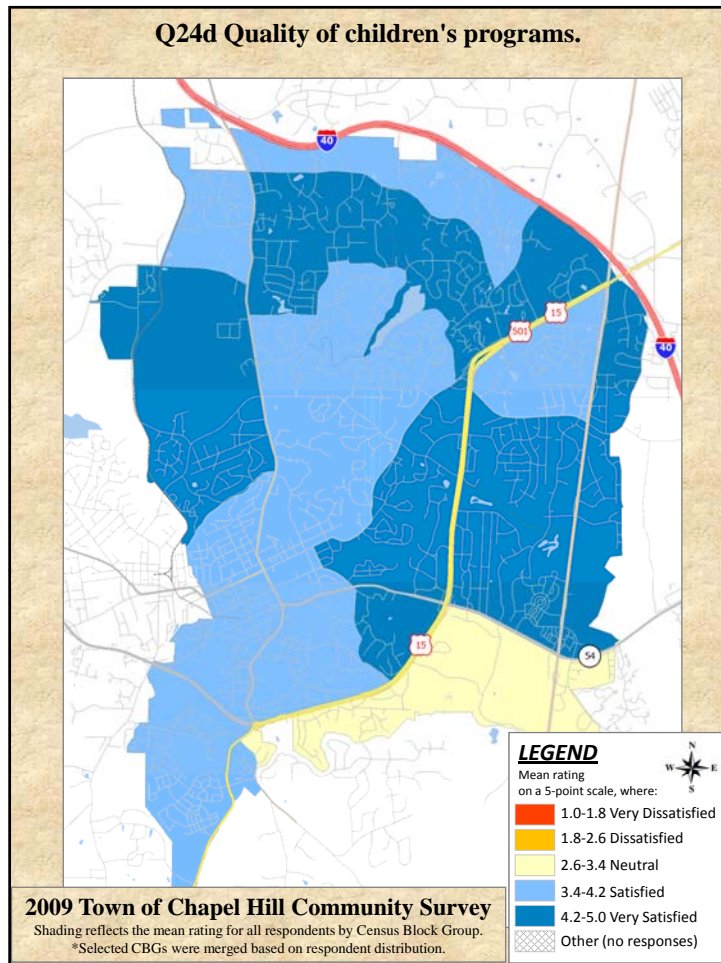


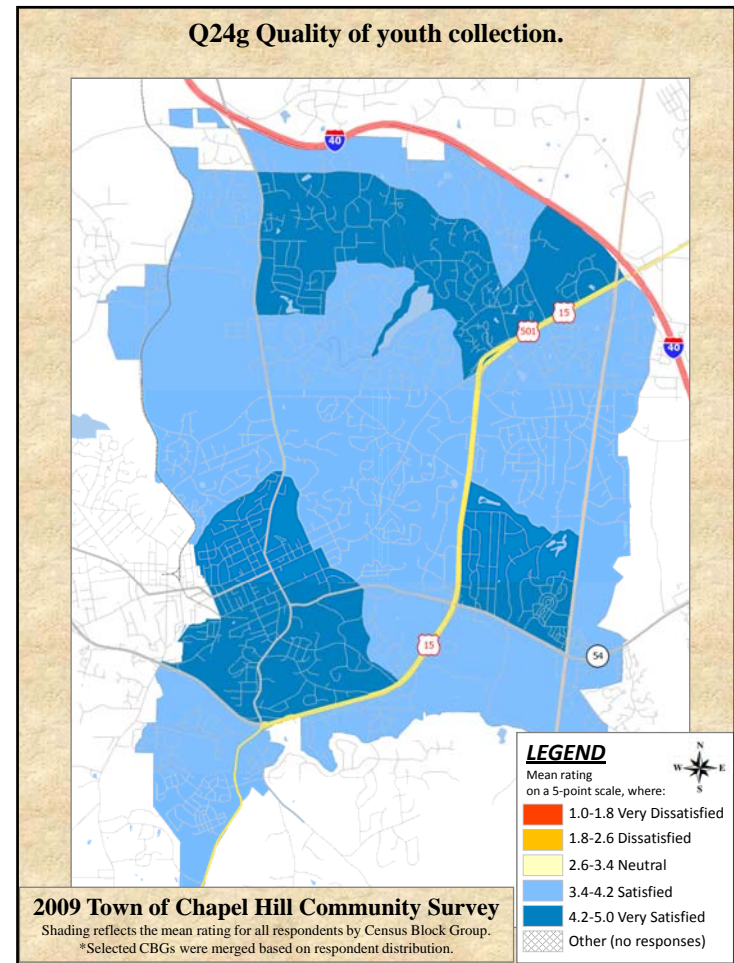
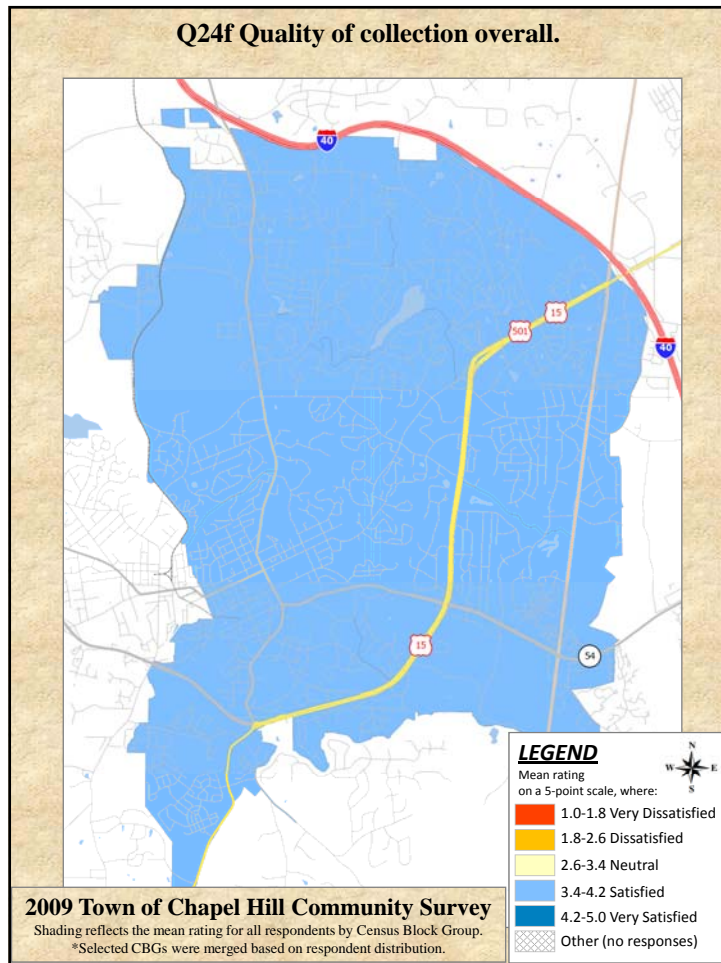


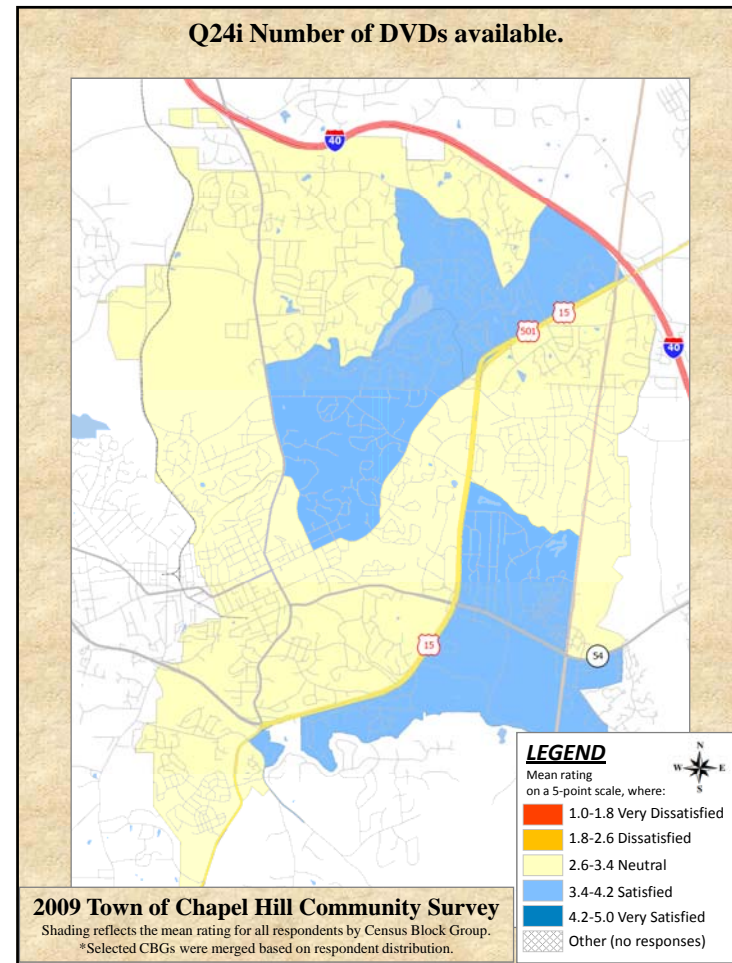
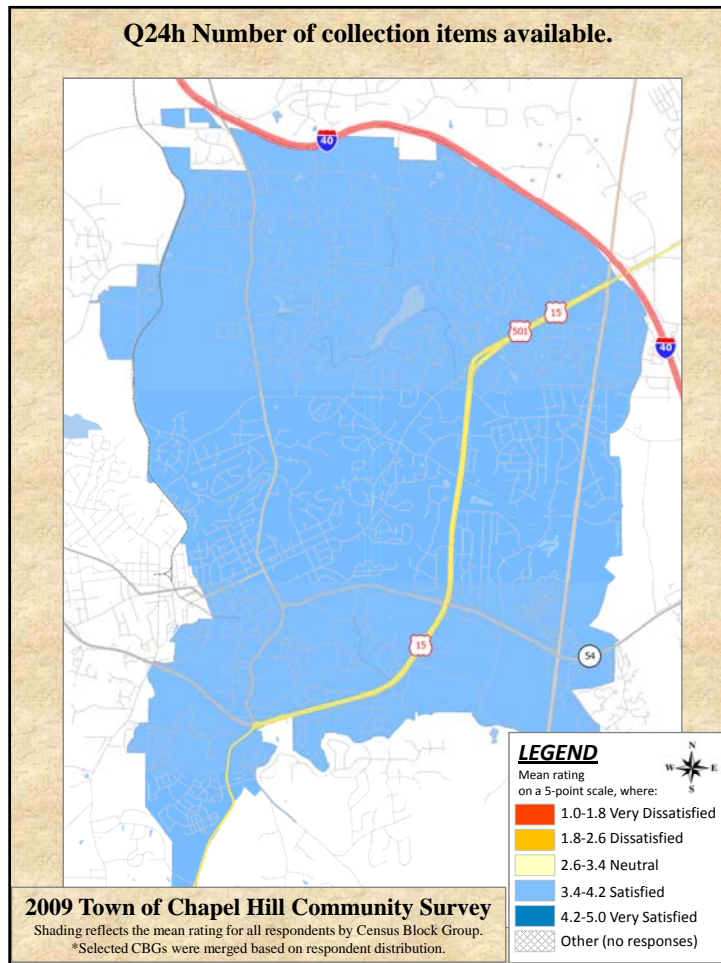


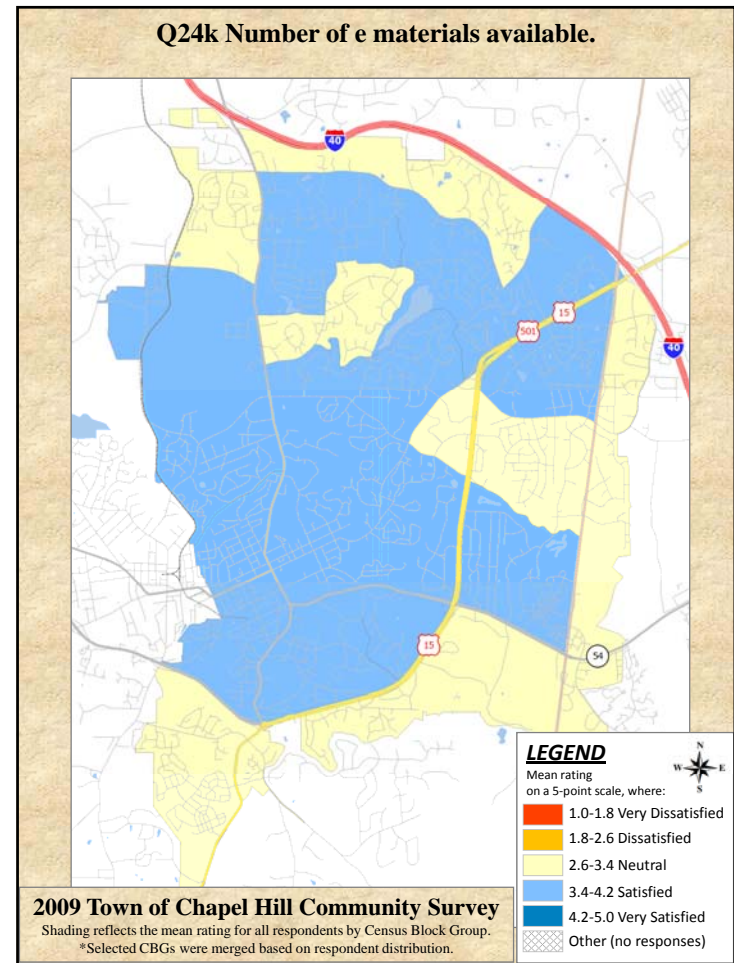
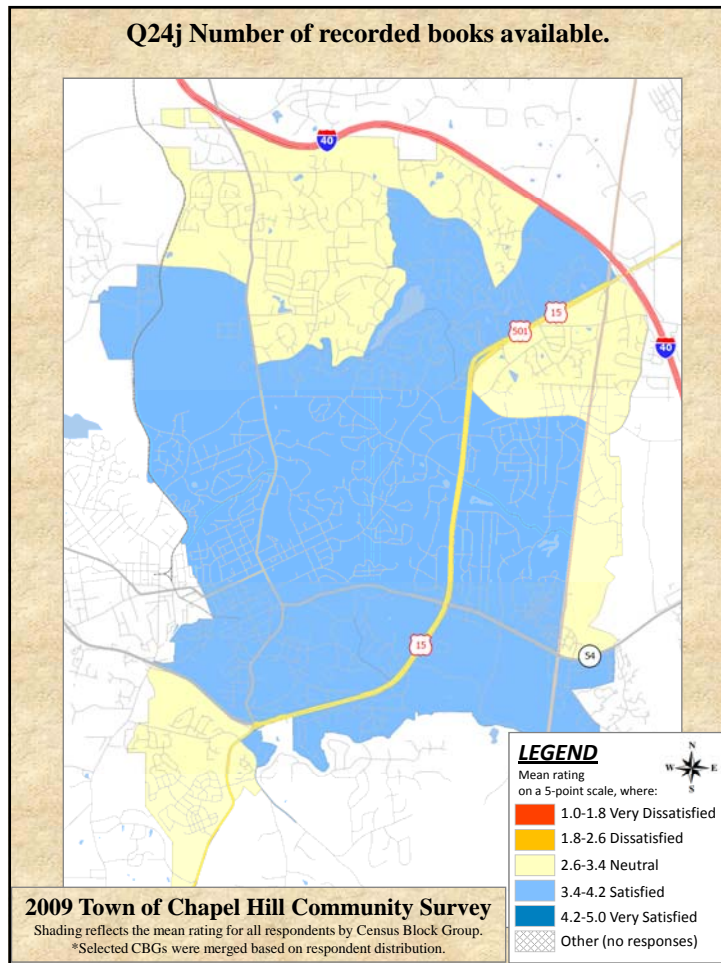


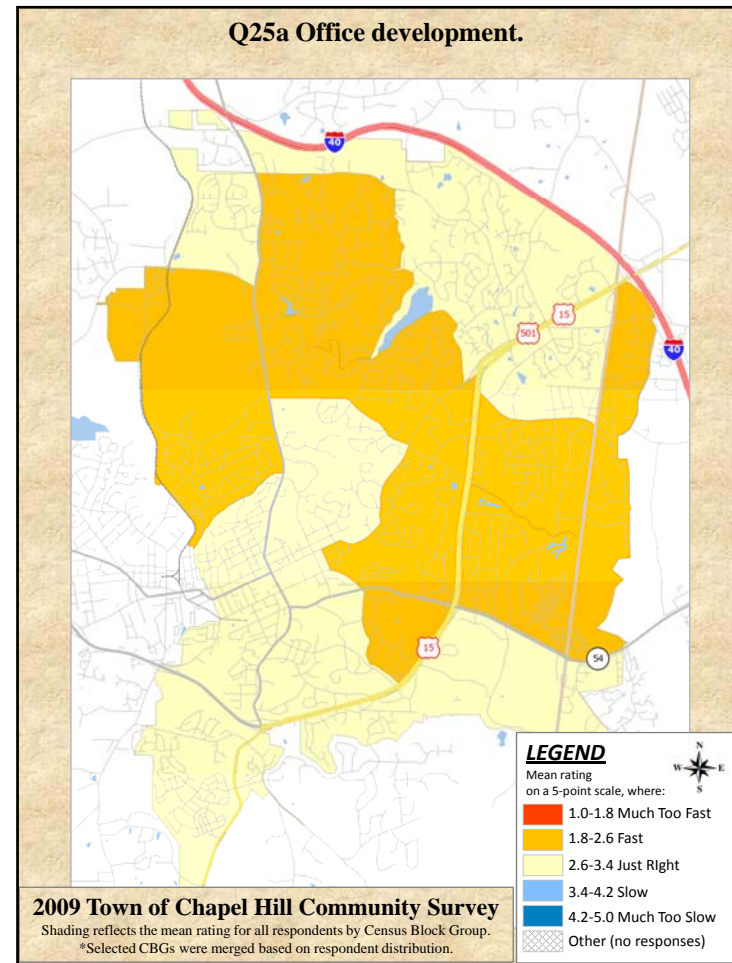
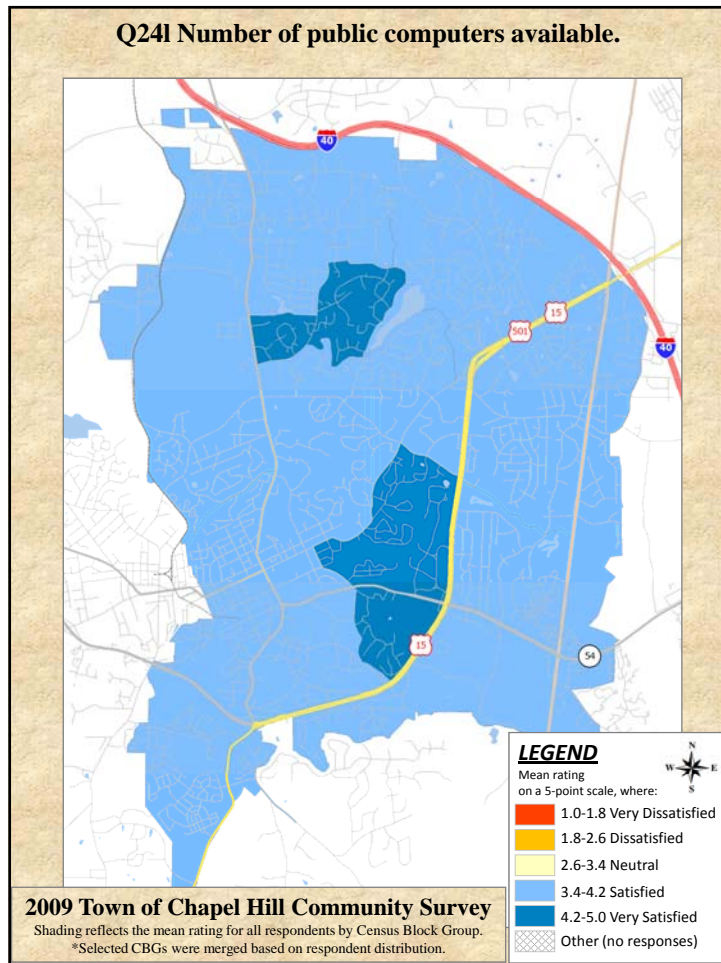


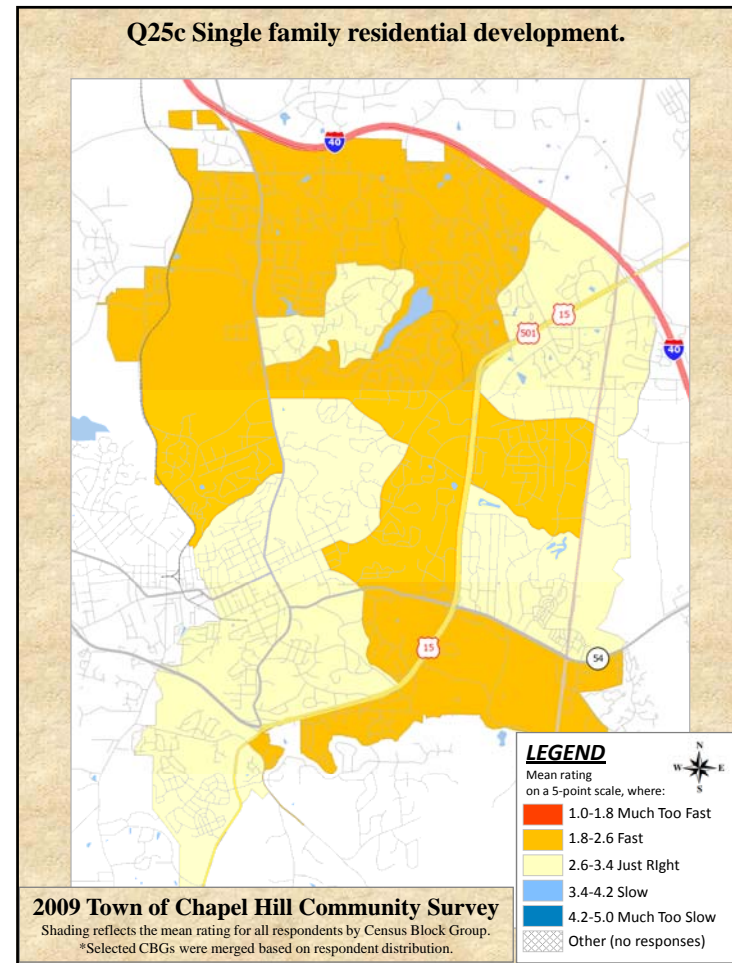
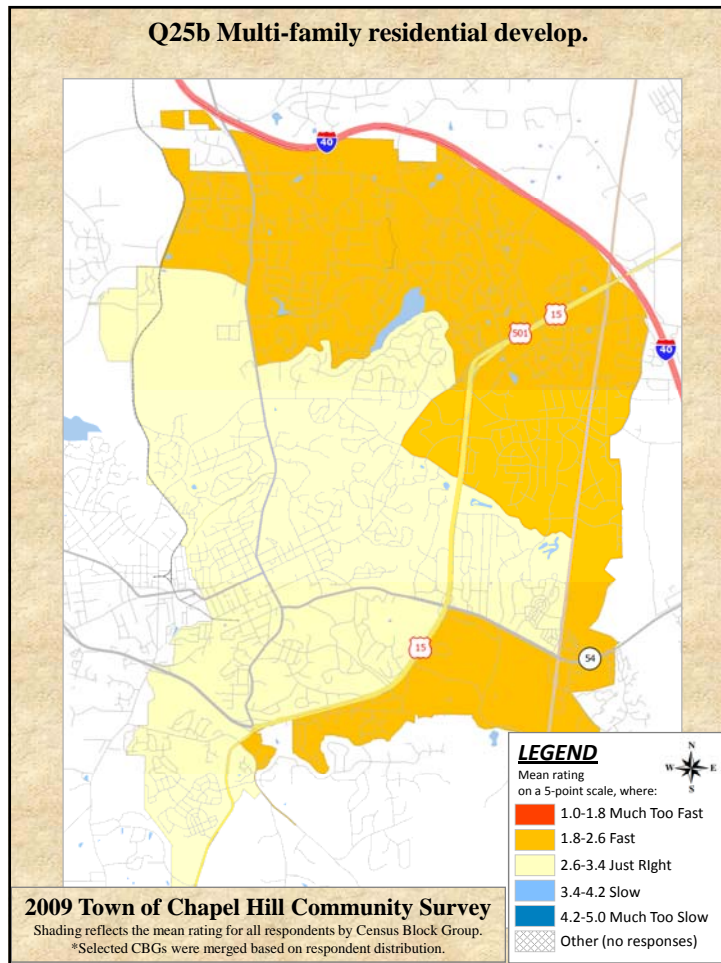


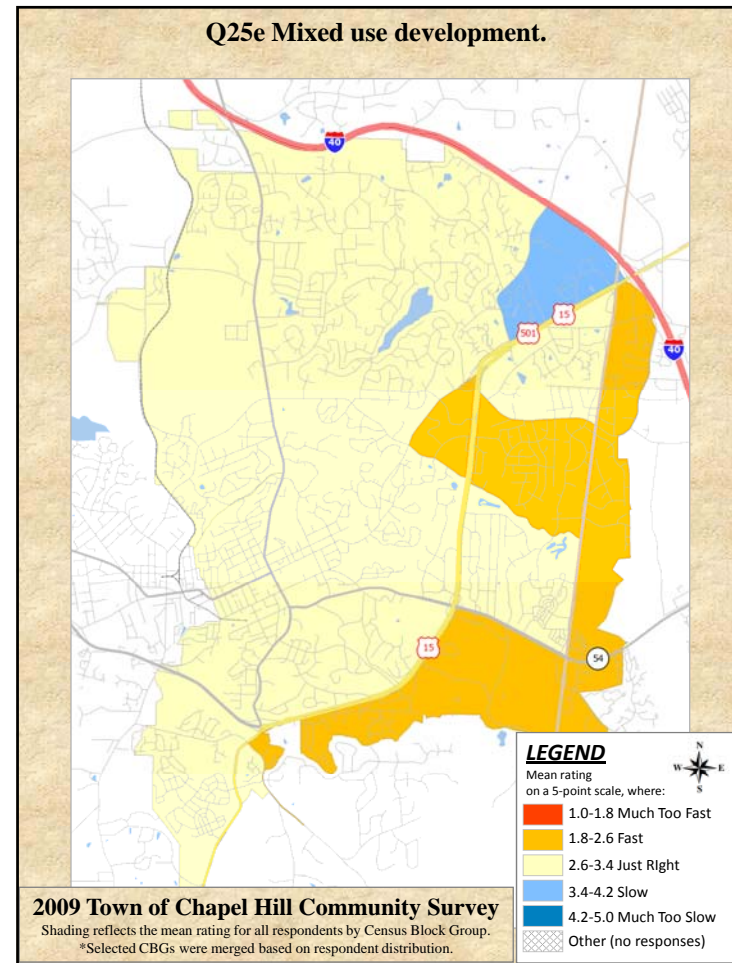
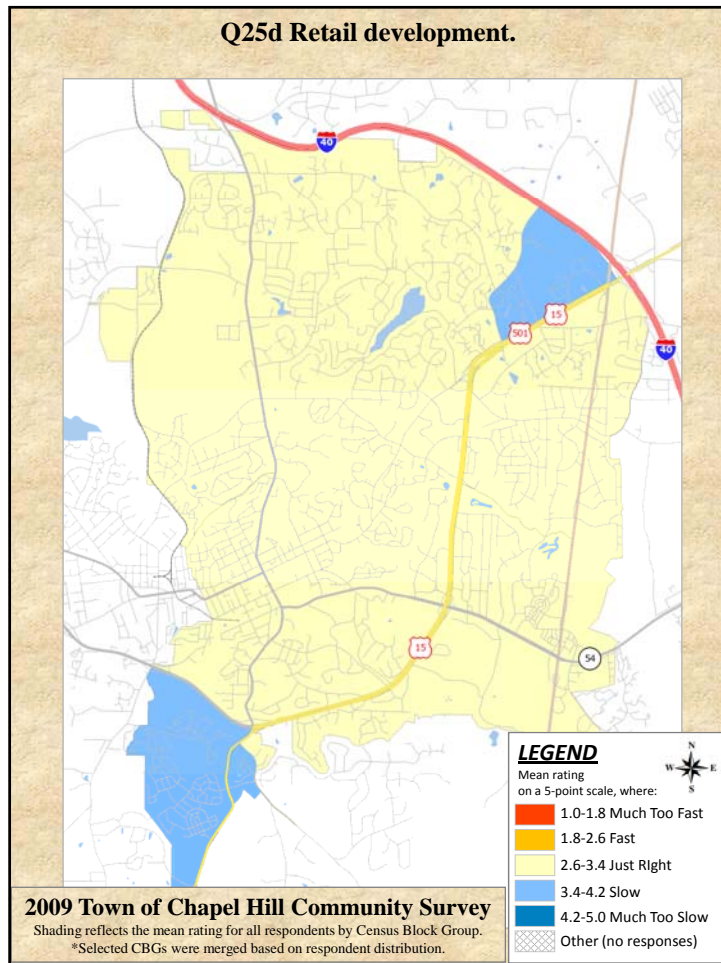


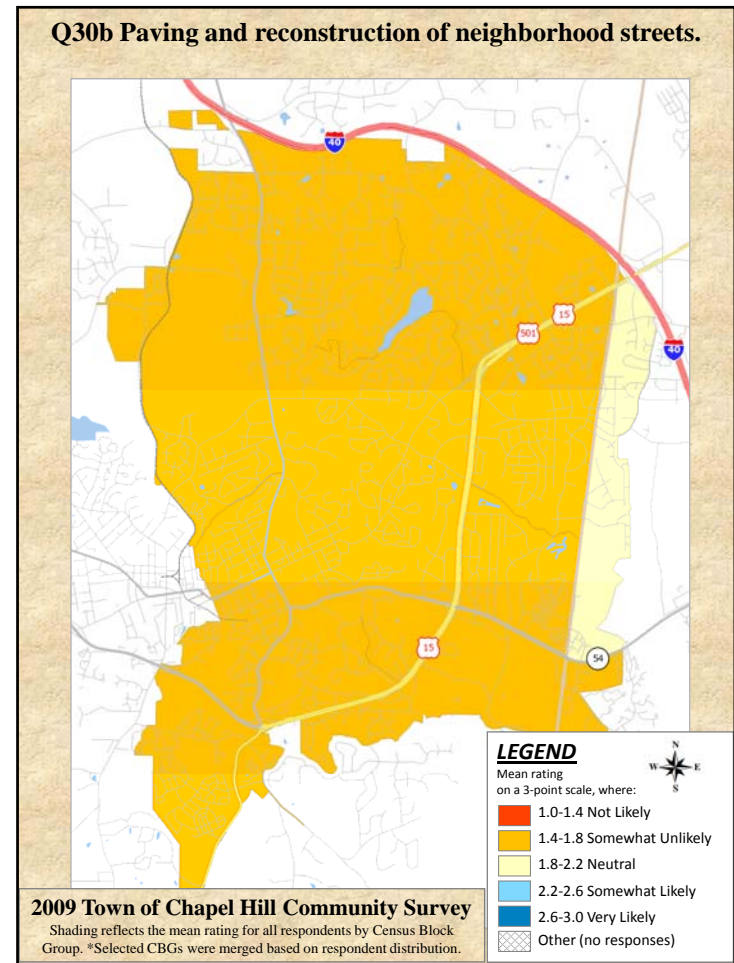
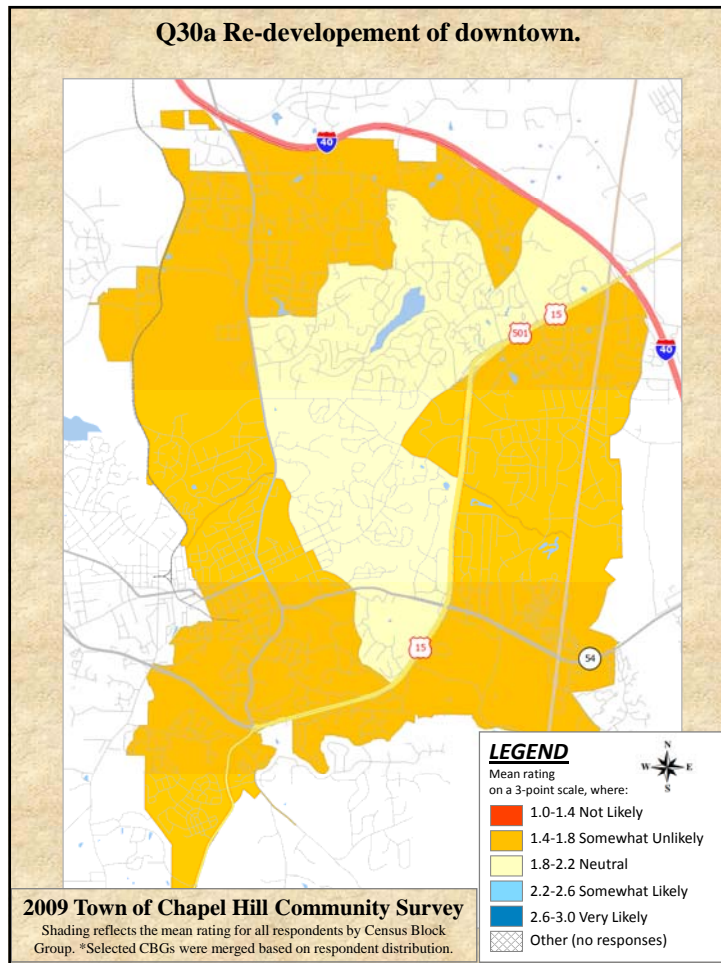


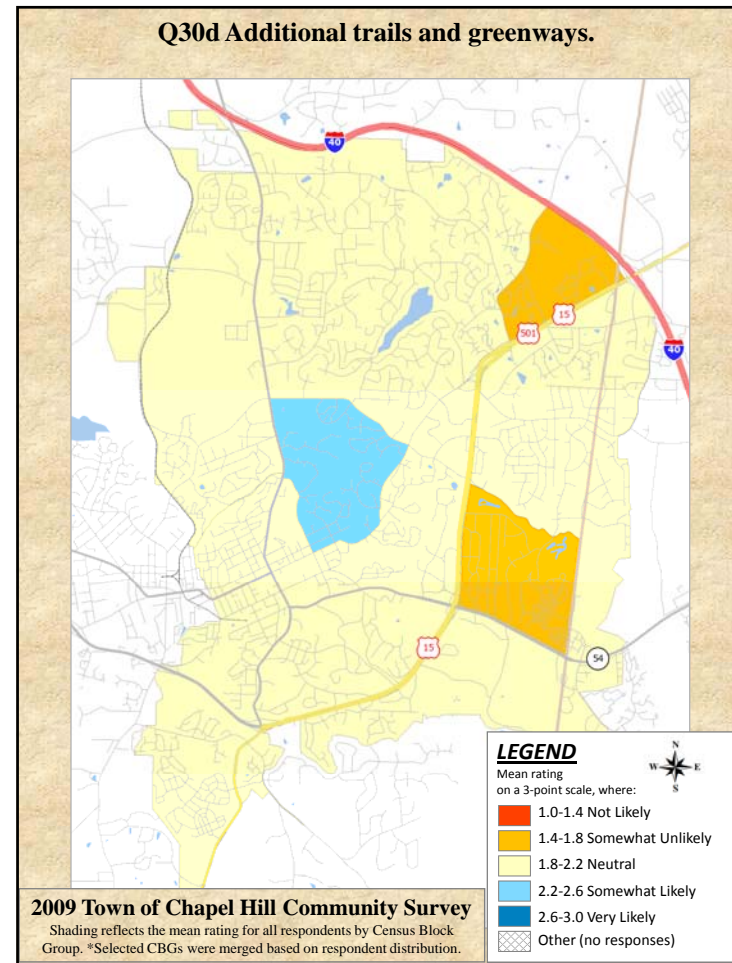
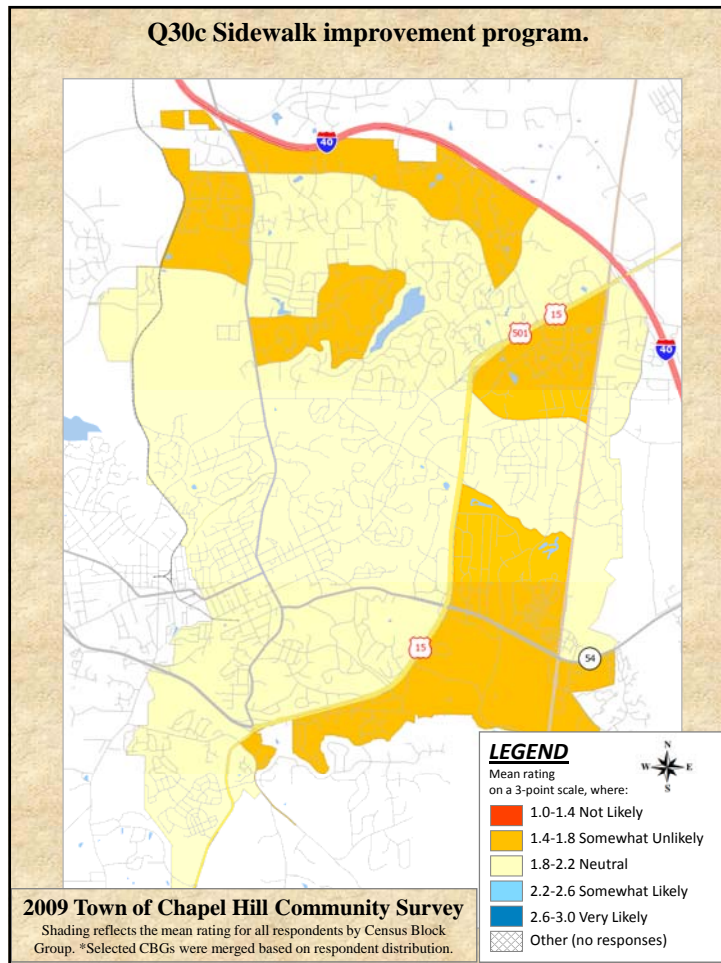


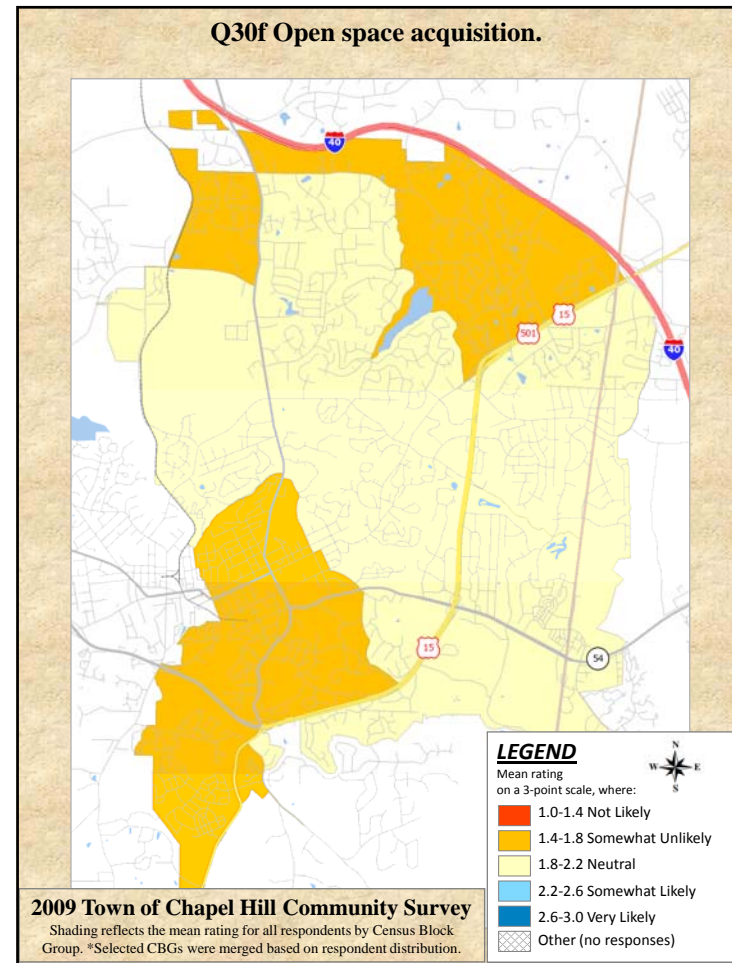
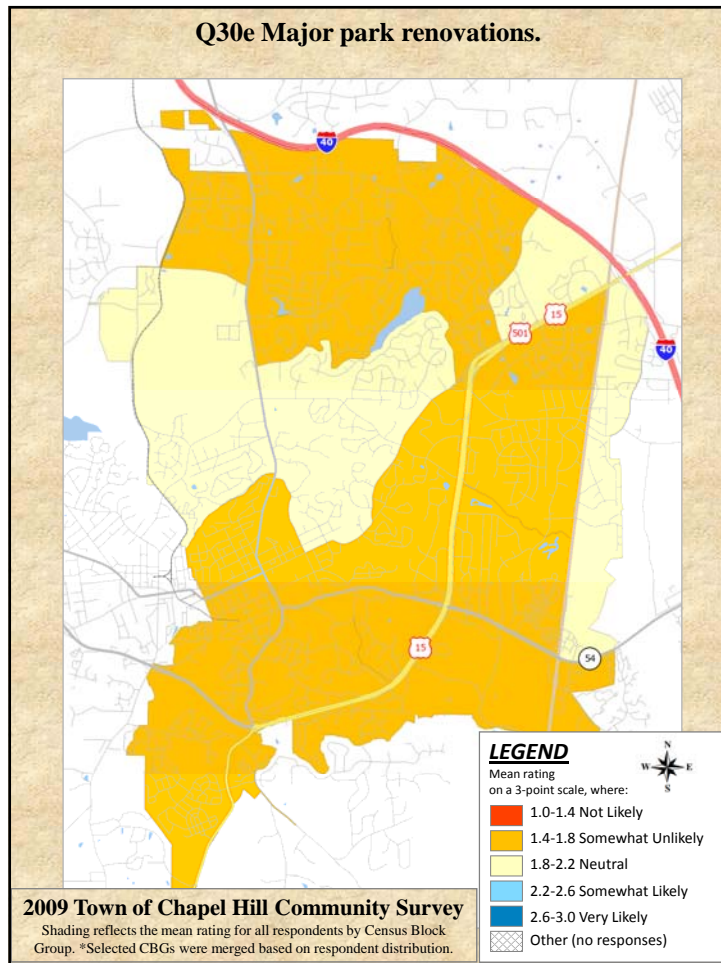


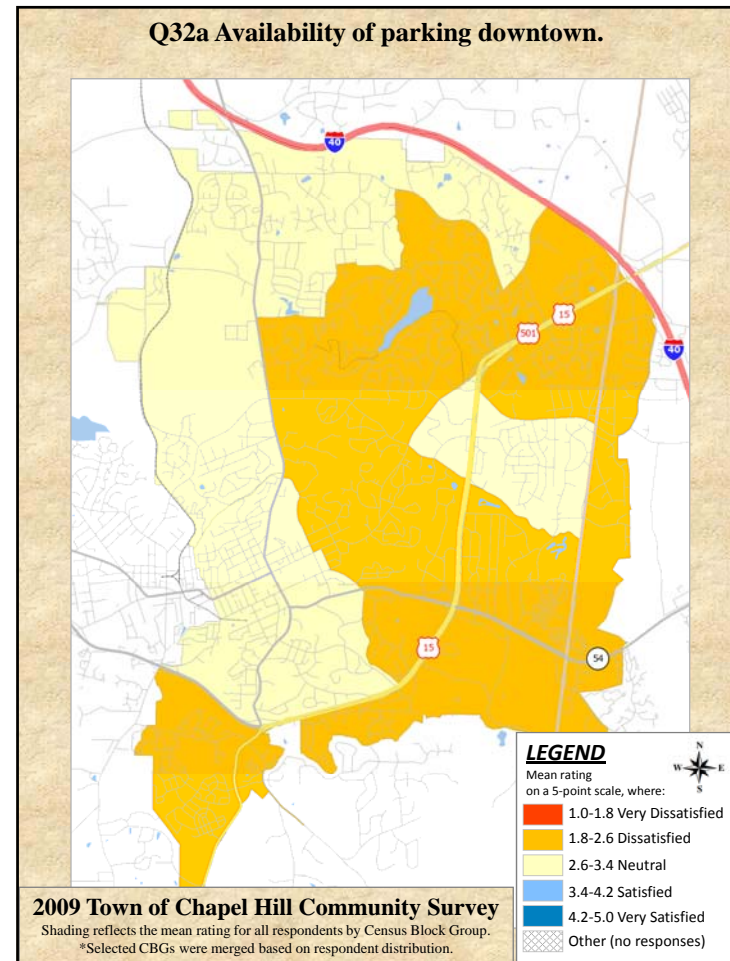
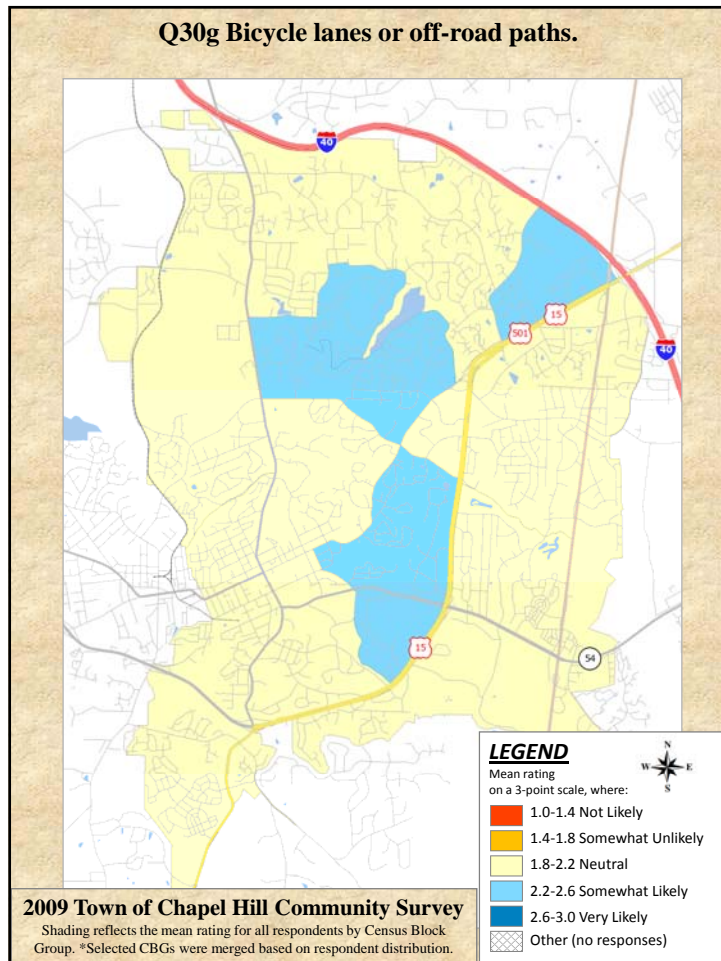


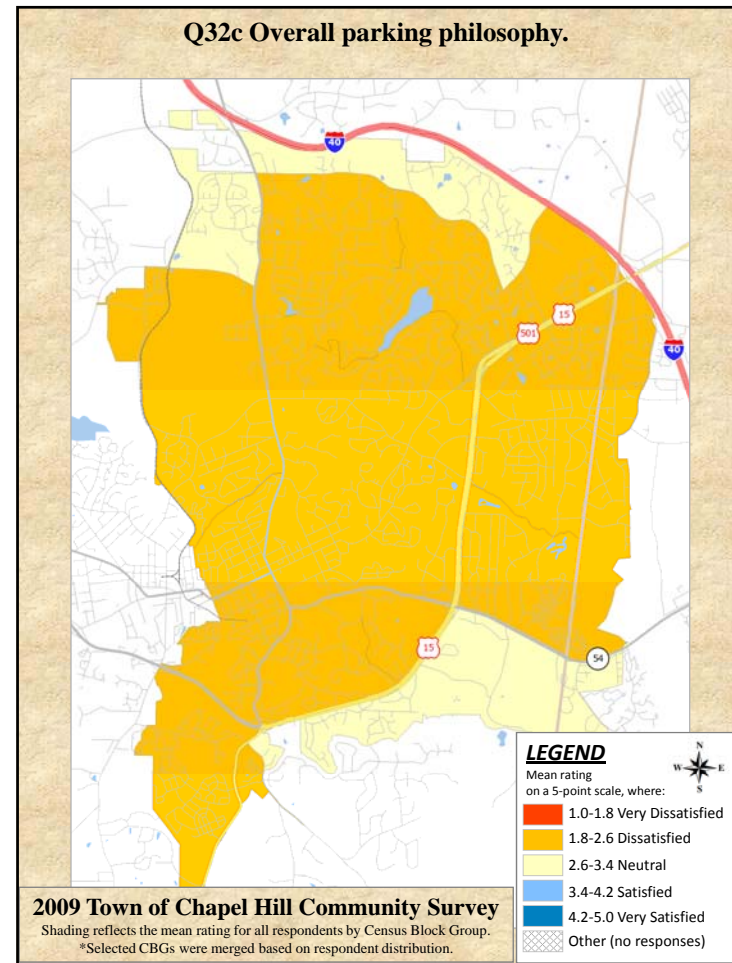
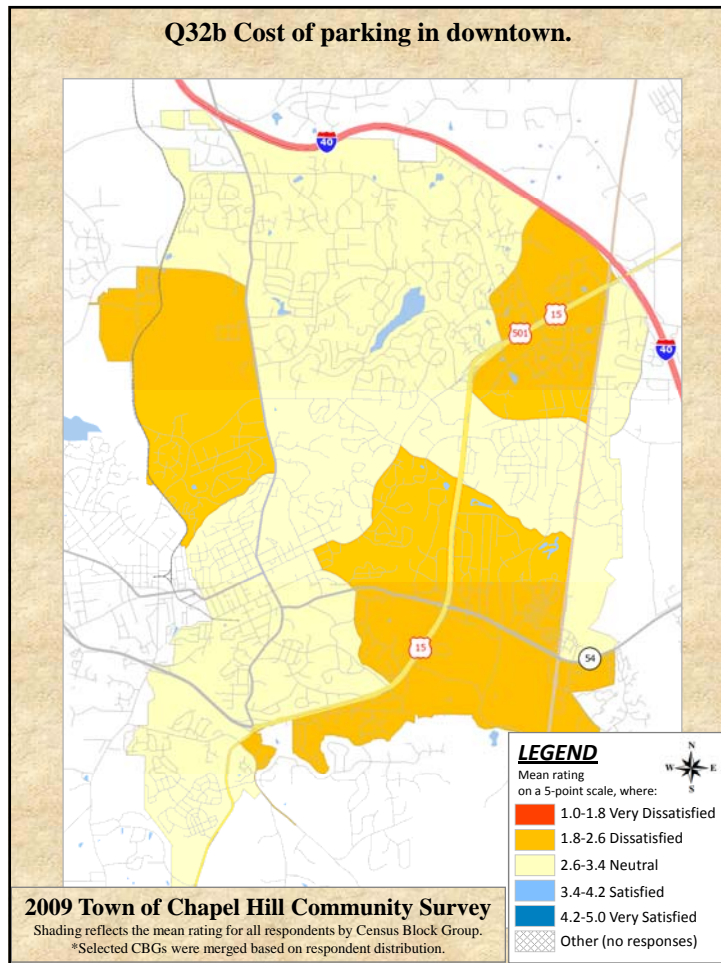


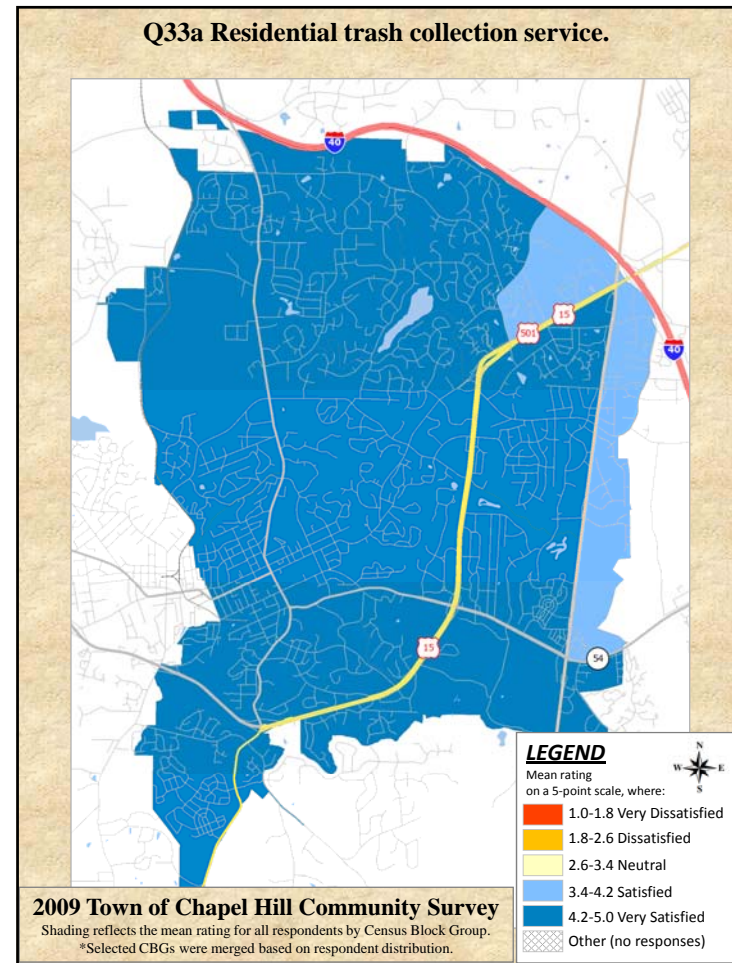
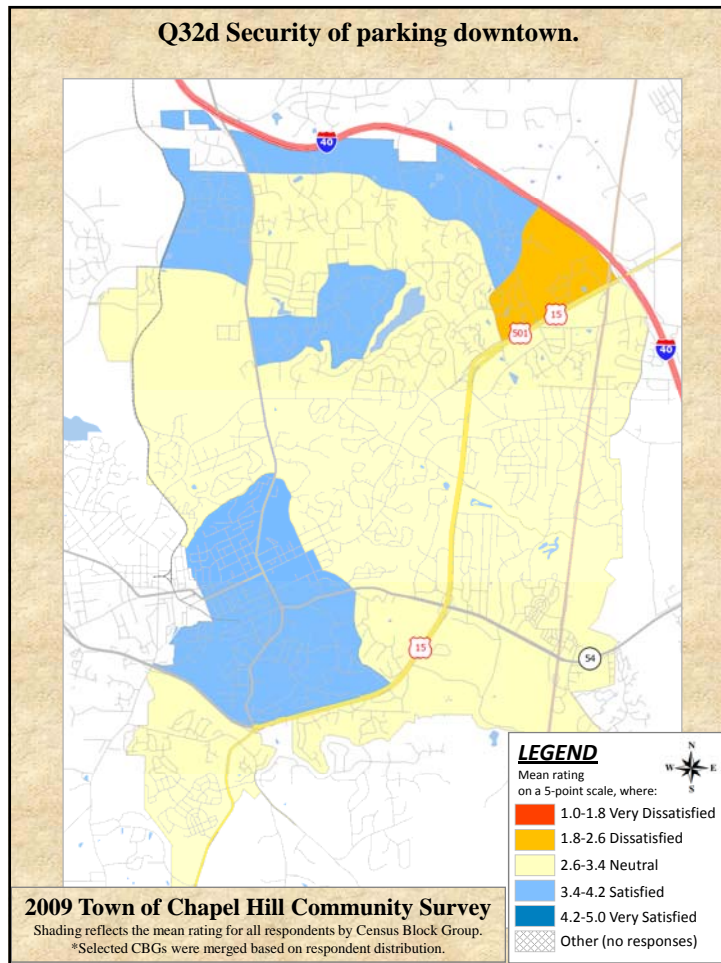


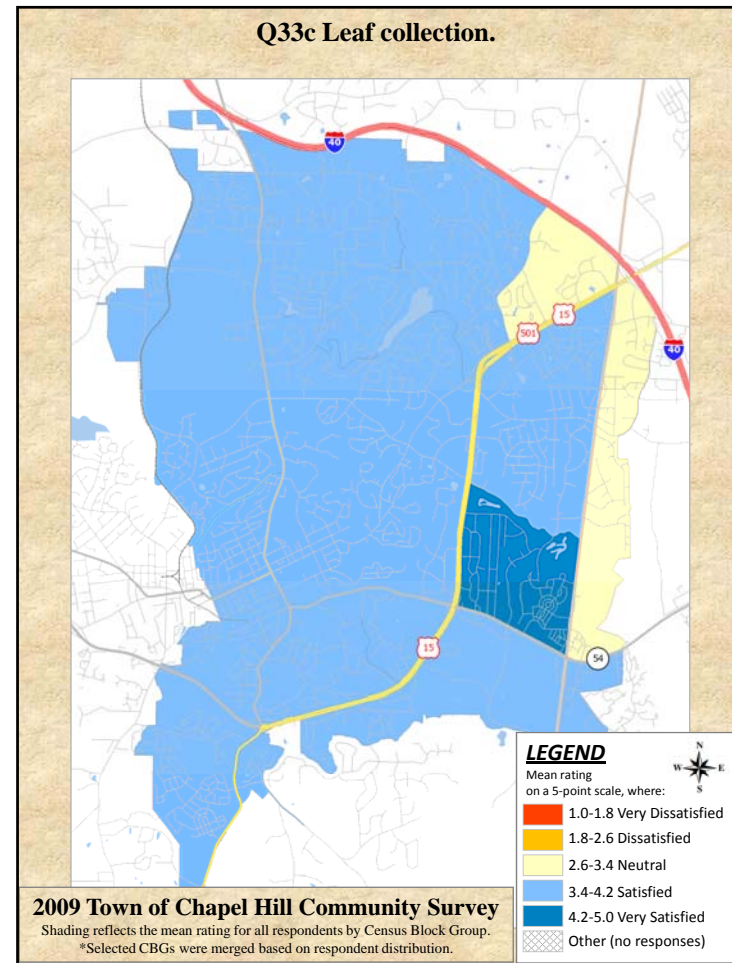
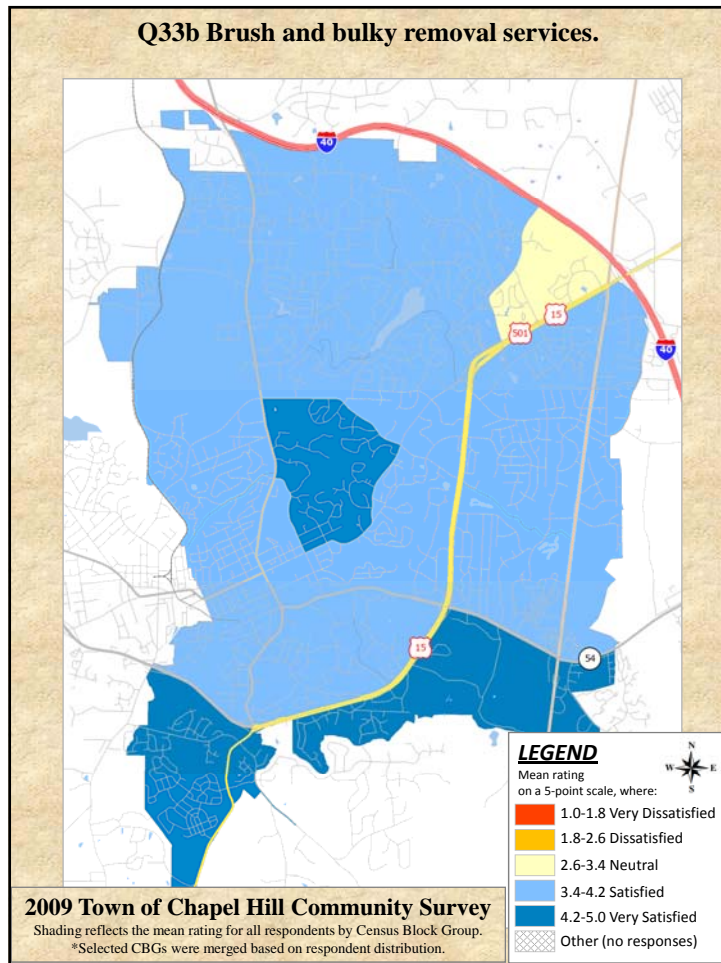


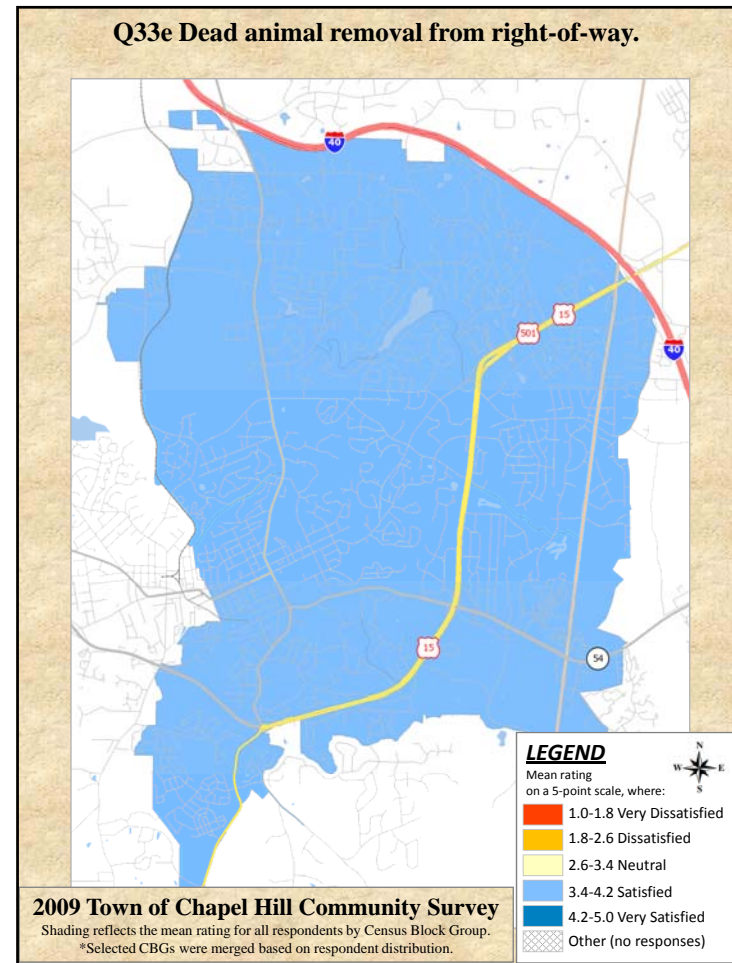
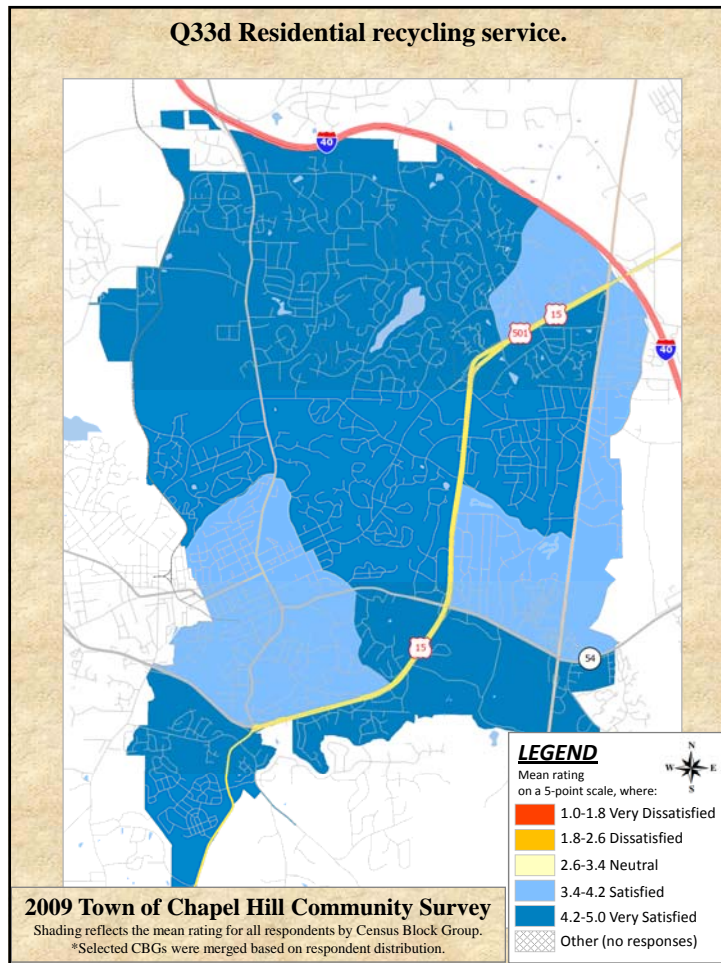












Section 5:
Tabular Data and
Survey Instrument

2010 Chapel Hill Survey Results

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

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q1a Overall quality of services provided	20.3%	58.5%	13.8%	3.0%	0.6%	3.9%
Q1b Public safety services	32.0%	49.6%	9.1%	2.2%	0.3%	6.9%
Q1c Town parks and recreation programs	25.4%	46.6%	16.8%	3.6%	0.9%	6.8%
Q1d Quality of Customer Service received	18.5%	39.7%	19.1%	3.6%	1.0%	18.1%
Q1e Public Library services	36.6%	39.7%	9.9%	5.2%	0.9%	7.8%
Q1f Enforcement of Town codes/ordinances	9.8%	30.7%	27.3%	6.8%	2.0%	23.4%
Q1g Maintenance of Town streets	13.9%	49.0%	23.7%	8.8%	2.2%	2.4%
Q1h Maintenance of Town buildings	14.2%	46.8%	19.7%	1.4%	0.6%	17.2%
Q1i Maintenance of public housing	5.3%	16.7%	16.1%	2.6%	0.7%	58.6%
Q1j Flow of traffic and congestion	5.9%	31.6%	29.6%	24.0%	6.0%	2.9%
Q1k Effectiveness of Town communication	12.2%	36.9%	29.7%	10.5%	3.6%	7.0%
Q1l Value you receive for your Town tax dollars and fees	8.5%	32.5%	25.1%	19.5%	10.8%	3.6%
Q1m How well the Town is planning growth	4.2%	21.3%	25.6%	25.9%	10.5%	12.6%
Q1n How well the Town is managing growth	3.9%	20.8%	27.6%	25.9%	11.9%	9.9%
Q1o Emergency preparedness	10.5%	31.3%	20.3%	1.9%	0.4%	35.6%
Q1p Quality of landscaping in parks	17.4%	50.1%	21.0%	6.2%	1.9%	3.4%

2010 Chapel Hill Survey Results

Q1. OVERALL SATISFACTION WITH TOWN SERVICES. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.(without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q1a Overall quality of services provided	21.1%	60.8%	14.3%	3.1%	0.6%
Q1b Public safety services	34.4%	53.2%	9.7%	2.3%	0.3%
Q1c Town parks and recreation programs	27.3%	49.9%	18.0%	3.9%	0.9%
Q1d Quality of Customer Service received	22.6%	48.4%	23.3%	4.4%	1.2%
Q1e Public Library services	39.7%	43.0%	10.7%	5.6%	0.9%
Q1f Enforcement of Town codes/ordinances	12.8%	40.2%	35.6%	8.8%	2.6%
Q1g Maintenance of Town streets	14.3%	50.2%	24.3%	9.0%	2.2%
Q1h Maintenance of Town buildings	17.2%	56.6%	23.8%	1.7%	0.7%
Q1i Maintenance of public housing	12.8%	40.3%	38.9%	6.3%	1.7%
Q1j Flow of traffic and congestion	6.1%	32.5%	30.5%	24.7%	6.2%
Q1k Effectiveness of Town communication	13.1%	39.7%	32.0%	11.3%	3.9%
Q1l Value you receive for your Town tax dollars and fees	8.8%	33.7%	26.1%	20.3%	11.2%
Q1m How well the Town is planning growth	4.8%	24.3%	29.3%	29.6%	12.0%
Q1n How well the Town is managing growth	4.3%	23.1%	30.6%	28.7%	13.2%
Q1o Emergency preparedness	16.3%	48.7%	31.5%	2.9%	0.7%
Q1p Quality of landscaping in parks	18.0%	51.9%	21.7%	6.4%	1.9%

2010 Chapel Hill Survey Results

Q2. Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

<u>Q2 1st most</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of services provided by the ...	9	1.3 %
B=Overall quality of Public Safety services	41	5.9 %
C=Overall quality of Town parks & recreation p...	18	2.6 %
D=Overall quality of customer service you rec...	5	0.7 %
E=Overall quality Public Library services	21	3.0 %
F=Overall enforcement of Town codes and or...	11	1.6 %
G=Overall maintenance of Town streets	26	3.7 %
H=Overall maintenance of Town buildings/facil...	3	0.4 %
I=Overall maintenance of public housing buildi...	6	0.9 %
J=Overall flow of traffic and congestions mana...	82	11.8 %
K=Overall effectiveness of Town communicati...	11	1.6 %
L=Overall value you receive for your Town ta...	129	18.5 %
M=How well the Town is planning for growth	138	19.8 %
N=How well the Town is managing growth	83	11.9 %
O=Emergency preparedness	6	0.9 %
P=Quality of landscaping in parks, medians an...	4	0.6 %
<u>Z=None chosen</u>	<u>103</u>	<u>14.8 %</u>
Total	696	100.0 %

2010 Chapel Hill Survey Results

Q2. Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

<u>Q2 2nd most</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of services provided by the ...	14	2.0 %
B=Overall quality of Public Safety services	31	4.5 %
C=Overall quality of Town parks & recreation p...	29	4.2 %
D=Overall quality of customer service you rec...	7	1.0 %
E=Overall quality Public Library services	17	2.4 %
F=Overall enforcement of Town codes and or...	13	1.9 %
G=Overall maintenance of Town streets	28	4.0 %
H=Overall maintenance of Town buildings/facil...	1	0.1 %
I=Overall maintenance of public housing buildi...	11	1.6 %
J=Overall flow of traffic and congestions mana...	79	11.4 %
K=Overall effectiveness of Town communicati...	15	2.2 %
L=Overall value you receive for your Town ta...	51	7.3 %
M=How well the Town is planning for growth	135	19.4 %
N=How well the Town is managing growth	133	19.1 %
O=Emergency preparedness	8	1.1 %
P=Quality of landscaping in parks, medians an...	11	1.6 %
<u>Z=None chosen</u>	<u>113</u>	<u>16.2 %</u>
Total	696	100.0 %

2010 Chapel Hill Survey Results

Q2. Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.]

<u>Q2 3rd most</u>	<u>Number</u>	<u>Percent</u>
A=Quality of services provided by the Town o...	12	1.7 %
B=Quality of Public Safety services	39	5.6 %
C=Quality of Town parks & recreation program...	28	4.0 %
D=Quality of customer service you receive fro...	9	1.3 %
E=Quality Public Library services	29	4.2 %
F=Enforcement of Town codes and ordinances	16	2.3 %
G=Maintenance of Town streets	30	4.3 %
H=Maintenance of Town buildings/facilities	7	1.0 %
I=Maintenance of public housing buildings	8	1.2 %
J=Flow of traffic and congestions management...	89	12.8 %
K=Effectiveness of Town communication with ...	17	2.4 %
L=Value you receive for your Town tax dollar...	60	8.6 %
M=How well the Town is planning for growth	69	9.9 %
N=How well the Town is managing growth	86	12.4 %
O=Emergency preparedness	29	4.2 %
P=Quality of landscaping in parks, medians an...	28	4.0 %
<u>Z=None chosen</u>	<u>139</u>	<u>20.0 %</u>
Total	695	100.0 %

2010 Chapel Hill Survey Results

Q2. Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above.] (Top 3)

<u>Q2 1st most</u>	<u>Number</u>	<u>Percent</u>
A = Overall quality of services provided by the To...	35	5.0 %
B = Overall quality of Public Safety services	111	15.9 %
C = Overall quality of Town parks & recreation prog...	75	10.8 %
D = Overall quality of customer service you receive...	21	3.0 %
E = Overall quality Public Library services	67	9.6 %
F = Overall enforcement of Town codes and ordin...	40	5.7 %
G = Overall maintenance of Town streets	84	12.1 %
H = Overall maintenance of Town buildings/facilities	11	1.6 %
I = Overall maintenance of public housing buildings	25	3.6 %
J = Overall flow of traffic and congestions manang...	250	35.9 %
K = Overall effectiveness of Town communication ...	43	6.2 %
L = Overall value you receive for your Town tax d...	240	34.5 %
M = How well the Town is planning for growth	342	49.1 %
N = How well the Town is managing growth	302	43.4 %
O = Emergency preparedness	43	6.2 %
P = Quality of landscaping in parks, medians and o...	43	6.2 %
<u>Z = None chosen</u>	<u>103</u>	<u>14.8 %</u>
Total	1835	

2010 Chapel Hill Survey Results

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

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q3a Overall image of the Town	32.5%	52.2%	8.2%	4.0%	0.9%	2.3%
Q3b Overall quality of life in the Town	31.0%	56.3%	7.5%	2.9%	0.3%	2.0%
Q3c Overall feeling of safety	21.1%	53.2%	16.1%	5.5%	1.9%	2.3%
Q3d Quality of new development	8.8%	29.2%	28.9%	17.0%	7.2%	9.1%
Q3e As a place to retire	23.4%	37.9%	17.4%	5.7%	5.9%	9.6%
Q3f Overall appearance of the Town	17.2%	53.6%	18.5%	7.0%	0.9%	2.7%
Q3g Availability of affordable housing	2.6%	10.6%	22.8%	29.3%	16.1%	18.5%
Q3h Acceptance of diverse populations	23.9%	39.9%	18.7%	8.3%	2.4%	6.8%
Q3i Job availability	3.4%	22.0%	29.3%	14.9%	6.6%	23.7%

Q3. Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q3a Overall image of the Town	33.2%	53.4%	8.4%	4.1%	0.9%
Q3b Overall quality of life in the Town	31.7%	57.5%	7.6%	2.9%	0.3%
Q3c Overall feeling of safety	21.6%	54.4%	16.5%	5.6%	1.9%
Q3d Quality of new development	9.6%	32.1%	31.8%	18.6%	7.9%
Q3e As a place to retire	25.9%	42.0%	19.2%	6.4%	6.5%
Q3f Overall appearance of the Town	17.7%	55.1%	19.1%	7.2%	0.9%
Q3g Availability of affordable housing	3.2%	13.1%	28.0%	36.0%	19.8%
Q3h Acceptance of diverse populations	25.6%	42.8%	20.0%	8.9%	2.6%
Q3i Job availability	4.5%	28.8%	38.4%	19.6%	8.7%

2010 Chapel Hill Survey Results

Q4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q4a Overall quality of police protection	26.1%	50.6%	12.9%	2.7%	0.4%	7.2%
Q4b Visibility of police in neighborhood	17.8%	38.5%	28.4%	9.2%	1.0%	5.0%
Q4c The Town's effort to prevent crime	14.4%	38.1%	24.4%	5.9%	0.9%	16.4%
Q4d How quickly police respond to emergencies	26.1%	34.5%	9.8%	1.6%	0.0%	28.0%
Q4e Enforcement of local traffic laws	13.5%	42.5%	21.0%	8.3%	3.2%	11.5%
Q4f Police safety education programs	11.4%	23.0%	16.1%	1.9%	0.1%	47.6%
Q4g Overall quality of fire protection	27.0%	40.4%	9.3%	0.6%	0.0%	22.7%
Q4h Location of fire stations	33.9%	44.5%	10.2%	0.1%	0.1%	11.1%
Q4i Fire safety education programs	16.4%	20.3%	12.4%	1.1%	0.1%	49.7%

Q4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q4a Overall quality of police protection	28.2%	54.5%	13.9%	2.9%	0.5%
Q4b Visibility of police in neighborhood	18.8%	40.5%	30.0%	9.7%	1.1%
Q4c The Town's effort to prevent crime	17.2%	45.5%	29.2%	7.0%	1.0%
Q4d How quickly police respond to emergencies	36.3%	47.9%	13.6%	2.2%	0.0%
Q4e Enforcement of local traffic laws	15.3%	48.1%	23.7%	9.4%	3.6%
Q4f Police safety education programs	21.6%	43.8%	30.7%	3.6%	0.3%
Q4g Overall quality of fire protection	34.9%	52.2%	12.1%	0.7%	0.0%
Q4h Location of fire stations	38.1%	50.1%	11.5%	0.2%	0.2%
Q4i Fire safety education programs	32.6%	40.3%	24.6%	2.3%	0.3%

2010 Chapel Hill Survey Results

Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

<u>Q5 1st most</u>	<u>Number</u>	<u>Percent</u>
A=Quality of local police protection	125	18.0 %
B=Visibility of police in neighborhoods	123	17.7 %
C=The Town's efforts to prevent crime	185	26.6 %
D=How quickly police respond to emergencies	24	3.4 %
E=Enforcement of traffic laws	48	6.9 %
F=Police safety education programs	11	1.6 %
G=Quality of local fire protection	10	1.4 %
H=Location of fire stations	5	0.7 %
I=Fire safety education programs	14	2.0 %
Z=None chosen	151	21.7 %
Total	696	100.0 %

Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

<u>Q5 2nd most</u>	<u>Number</u>	<u>Percent</u>
A=Quality of local police protection	62	8.9 %
B=Visibility of police in neighborhoods	113	16.2 %
C=The Town's efforts to prevent crime	118	17.0 %
D=How quickly police respond to emergencies	72	10.3 %
E=Enforcement of traffic laws	52	7.5 %
F=Police safety education programs	34	4.9 %
G=Quality of local fire protection	49	7.0 %
H=Location of fire stations	4	0.6 %
I=Fire safety education programs	14	2.0 %
Z=None chosen	178	25.6 %
Total	696	100.0 %

2010 Chapel Hill Survey Results

Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.]

<u>Q5 3rd most</u>	<u>Number</u>	<u>Percent</u>
A=Quality of local police protection	71	10.2 %
B=Visibility of police in neighborhoods	73	10.5 %
C=The Town's efforts to prevent crime	96	13.8 %
D=How quickly police respond to emergencies	54	7.8 %
E=Enforcement of traffic laws	46	6.6 %
F=Police safety education programs	39	5.6 %
G=Quality of local fire protection	57	8.2 %
H=Location of fire stations	8	1.1 %
I=Fire safety education programs	31	4.5 %
Z=None chosen	220	31.6 %
Total	696	100.0 %

Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above.] (Top 3)

<u>Q5 1st most</u>	<u>Number</u>	<u>Percent</u>
A = Quality of local police protection	258	37.1 %
B = Visibility of police in neighborhoods	309	44.4 %
C = The Town's efforts to prevent crime	399	57.3 %
D = How quickly police respond to emergencies	150	21.6 %
E = Enforcement of traffic laws	146	21.0 %
F = Police safety education programs	84	12.1 %
G = Quality of local fire protection	116	16.7 %
H = Location of fire stations	17	2.4 %
I = Fire safety education programs	59	8.5 %
Z = None chosen	151	21.7 %
Total	1690	

2010 Chapel Hill Survey Results

Q6. POLICE DEPARTMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q6a CHPD overall performance	24.6%	50.3%	14.1%	1.4%	0.3%	9.3%
Q6b Attitude/behavior Police Department	28.9%	40.2%	12.8%	2.7%	0.7%	14.7%
Q6c Level of safety and security in your neighborhood	25.0%	45.3%	18.1%	6.9%	1.1%	3.6%

Q6. POLICE DEPARTMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q6a CHPD overall performance	27.1%	55.5%	15.5%	1.6%	0.3%
Q6b Attitude/behavior Police Department	33.8%	47.1%	15.0%	3.2%	0.8%
Q6c Level of safety and security in your neighborhood	25.9%	46.9%	18.8%	7.2%	1.2%

2010 Chapel Hill Survey Results

Q8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=696)

	Very safe 4	Somewhat safe 3	Somewhat unsafe 2	Very unsafe 1	Don't know 9
Q8a In your neighborhood during the day	77.4%	19.0%	1.1%	0.0%	2.4%
Q8b In your neighborhood at night	47.3%	43.1%	7.2%	0.3%	2.2%
Q8c In downtown Chapel Hill	20.1%	38.6%	25.3%	8.2%	7.8%
Q8d In other commercial areas	23.4%	46.8%	13.1%	2.0%	14.7%

Q8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without don't know)

(N=696)

	Very safe 4	Somewhat safe 3	Somewhat unsafe 2	Very unsafe 1
Q8a In your neighborhood during the day	79.4%	19.4%	1.2%	0.0%
Q8b In your neighborhood at night	48.3%	44.1%	7.3%	0.3%
Q8c In downtown Chapel Hill	21.8%	41.9%	27.4%	8.9%
Q8d In other commercial areas	27.4%	54.9%	15.3%	2.4%

2010 Chapel Hill Survey Results

Q9. TOWN REGULATIONS For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q9a Enforcing cleanup of liter/ debris	7.5%	34.6%	22.8%	10.1%	1.6%	23.4%
Q9b Enforcing mowing/ trimming property	8.3%	33.2%	26.4%	5.9%	1.1%	25.0%
Q9c Enforcing the maintenance of residential property	7.0%	32.8%	25.9%	5.0%	1.6%	27.7%
Q9d Enforcing the maintenance of business property	6.2%	35.3%	24.3%	4.3%	1.6%	28.3%
Q9e Enforcing codes designed to protect public safety	6.2%	34.5%	20.5%	4.7%	1.6%	32.5%
Q9F Enforcing sign regulations	7.6%	34.1%	22.8%	5.3%	1.6%	28.6%

Q9. TOWN REGULATIONS For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q9a Enforcing cleanup of liter/debris	9.8%	45.2%	29.8%	13.1%	2.1%
Q9b Enforcing mowing/trimming property	11.1%	44.3%	35.2%	7.9%	1.5%
Q9c Enforcing the maintenance of residential property	9.7%	45.3%	35.8%	7.0%	2.2%
Q9d Enforcing the maintenance of business property	8.6%	49.3%	33.9%	6.0%	2.2%
Q9e Enforcing codes designed to protect public safety	9.1%	51.1%	30.4%	7.0%	2.3%
Q9F Enforcing sign regulations	10.7%	47.7%	32.0%	7.4%	2.2%

2010 Chapel Hill Survey Results

Q10. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q10a Maintenance of Town parks	22.7%	49.4%	12.5%	4.2%	0.7%	10.5%
Q10b Number of Town parks	22.3%	43.7%	12.1%	10.3%	1.0%	10.6%
Q10c Number of walking/ biking trails	17.0%	34.3%	17.5%	17.2%	3.9%	10.1%
Q10d Quality of outdoor athletic fields	13.4%	37.6%	17.7%	6.2%	1.9%	23.3%
Q10e Number of outdoor athletic fields	13.8%	33.9%	19.3%	7.6%	2.0%	23.4%
Q10f Availability of information about Town parks & recreation programs	18.7%	39.7%	21.4%	7.9%	1.0%	11.4%
Q10g The Town's youth athletic programs	12.9%	31.6%	16.4%	3.2%	0.7%	35.2%
Q10h The Town's adult athletic programs	8.6%	24.4%	19.3%	4.6%	0.7%	42.4%
Q10i Town special events and festivals	12.1%	39.2%	25.3%	6.6%	2.2%	14.7%
Q10j Therapeutic recreation programs	5.6%	13.9%	15.9%	3.9%	1.4%	59.2%
Q10k Cultural arts programs (ceramics)	9.9%	28.9%	21.4%	5.0%	1.0%	33.8%
Q10l Public art	12.9%	33.8%	23.1%	8.2%	4.0%	18.0%
Q10m Landscaping and appearance of public areas along Town streets	15.5%	47.7%	23.3%	5.7%	1.6%	6.2%

2010 Chapel Hill Survey Results

Q10. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q10a Maintenance of Town parks	25.4%	55.2%	14.0%	4.7%	0.8%
Q10b Number of Town parks	24.9%	48.9%	13.5%	11.6%	1.1%
Q10c Number of walking/biking trails	18.8%	38.2%	19.5%	19.2%	4.3%
Q10d Quality of outdoor athletic fields	17.4%	49.1%	23.0%	8.1%	2.4%
Q10e Number of outdoor athletic fields	18.0%	44.3%	25.1%	9.9%	2.6%
Q10f Availability of information about Town parks & recreation programs	21.1%	44.7%	24.1%	8.9%	1.1%
Q10g The Town's youth athletic programs	20.0%	48.8%	25.3%	4.9%	1.1%
Q10h The Town's adult athletic programs	15.0%	42.4%	33.4%	8.0%	1.2%
Q10i Town special events and festivals	14.1%	46.0%	29.6%	7.7%	2.5%
Q10j Therapeutic recreation programs	13.7%	34.2%	39.1%	9.5%	3.5%
Q10k Cultural arts programs (ceramics)	15.0%	43.6%	32.3%	7.6%	1.5%
Q10l Public art	15.8%	41.2%	28.2%	10.0%	4.9%
Q10m Landscaping and appearance of public areas along Town streets	16.5%	50.8%	24.8%	6.1%	1.7%

2010 Chapel Hill Survey Results

Q11. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from Question 10 above.]

Q11 1st most	Number	Percent
A=Maintenance of Town parks	78	11.2 %
B=Number of Town parks	35	5.0 %
C=Number of walking/biking trails	173	24.9 %
D=Quality of outdoor athletic fields	18	2.6 %
E=Number of outdoor athletic fields	16	2.3 %
F=Available of information about Town parks ...	24	3.4 %
G=The Town's Youth athletic programs	39	5.6 %
H=The Town's Adult athletic programs	6	0.9 %
I=Town special events and festivals	24	3.4 %
J=Therapeutic recreation programs	11	1.6 %
K=Cultural arts programs	8	1.1 %
L=Public art	20	2.9 %
M=Landscaping and appearance of public are...	59	8.5 %
Z=None chosen	185	26.6 %
Total	696	100.0 %

Q11. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from Question 10 above.]

Q11 2nd most	Number	Percent
A=Maintenance of Town parks	60	8.6 %
B=Number of Town parks	48	6.9 %
C=Number of walking/biking trails	78	11.2 %
D=Quality of outdoor athletic fields	34	4.9 %
E=Number of outdoor athletic fields	21	3.0 %
F=Available of information about Town parks ...	28	4.0 %
G=The Town's Youth athletic programs	37	5.3 %
H=The Town's Adult athletic programs	26	3.7 %
I=Town special events and festivals	40	5.7 %
J=Therapeutic recreation programs	7	1.0 %
K=Cultural arts programs	33	4.7 %
L=Public art	19	2.7 %
M=Landscaping and appearance of public are...	38	5.5 %
Z=None chosen	227	32.6 %
Total	696	100.0 %

2010 Chapel Hill Survey Results

Q11. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from Question 10 above.]

Q11 3rd most	Number	Percent
A=Maintenance of Town parks	48	6.9 %
B=Number of Town parks	21	3.0 %
C=Number of walking/biking trails	42	6.0 %
D=Quality of outdoor athletic fields	19	2.7 %
E=Number of outdoor athletic fields	23	3.3 %
F=Available of information about Town parks ...	19	2.7 %
G=The Town's Youth athletic programs	35	5.0 %
H=The Town's Adult athletic programs	18	2.6 %
I=Town special events and festivals	44	6.3 %
J=Therapeutic recreation programs	15	2.2 %
K=Cultural arts programs	56	8.0 %
L=Public art	35	5.0 %
M=Landscaping and appearance of public are...	65	9.3 %
Z=None chosen	256	36.8 %
Total	696	100.0 %

Q11. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from Question 10 above.](Top 3)

Q11 1st most	Number	Percent
A = Maintenance of Town parks	186	26.7 %
B = Number of Town parks	104	14.9 %
C = Number of walking/biking trails	293	42.1 %
D = Quality of outdoor athletic fields	71	10.2 %
E = Number of outdoor athletic fields	60	8.6 %
F = Available of information about Town parks an...	71	10.2 %
G = The Town's Youth athletic programs	111	15.9 %
H = The Town's Adult athletic programs	50	7.2 %
I = Town special events and festivals	108	15.5 %
J = Therapeutic recreation programs	33	4.7 %
K = Cultural arts programs	97	13.9 %
L = Public art	74	10.6 %
M = Landscaping and appearance of public areas a...	162	23.3 %
Z = None chosen	185	26.6 %
Total	1605	

2010 Chapel Hill Survey Results

Q12. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill?

(N=696)

	Very Important 4	Somewhat Important 3	Not Sure 2	Unimportant 1	Don't know 9
Q12a Sense of belonging to the community	36.5%	45.0%	6.0%	9.1%	3.4%
Q12b Quality of public schools	77.0%	10.9%	2.0%	8.3%	1.7%
Q12c Employment opportunities	42.7%	32.5%	7.8%	15.1%	2.0%
Q12d Types of housing	42.5%	38.8%	7.6%	8.8%	2.3%
Q12e Affordability of housing	38.8%	34.5%	12.8%	11.6%	2.3%
Q12f Access to quality shopping	35.1%	40.5%	9.1%	12.9%	2.4%
Q12g Availability of parks & recreation opportunities	44.4%	38.4%	7.8%	7.2%	2.3%
Q12h Near family or friends	31.3%	30.5%	9.3%	26.6%	2.3%
Q12i Safety and security	70.7%	22.0%	3.0%	2.7%	1.6%
Q12j Availability transportation options	38.8%	34.3%	9.2%	15.5%	2.2%
Q12k Availability of cultural activities	43.8%	37.9%	8.5%	8.0%	1.7%
Q12l Access to restaurants-entertainment	48.6%	37.8%	5.6%	6.0%	2.0%
Q12m University community	55.0%	29.5%	5.5%	8.2%	1.9%
Q12n Access to Research Triangle Park	31.3%	27.7%	9.3%	29.3%	2.3%

2010 Chapel Hill Survey Results

Q12. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill? (without don't knows)

(N=696)

	Very Important 4	Somewhat Important 3	Not Sure 2	Unimportant 1
Q12a Sense of belonging to the community	37.8%	46.6%	6.3%	9.4%
Q12b Quality of public schools	78.4%	11.1%	2.0%	8.5%
Q12c Employment opportunities	43.5%	33.1%	7.9%	15.4%
Q12d Types of housing	43.5%	39.7%	7.8%	9.0%
Q12e Affordability of housing	39.7%	35.3%	13.1%	11.9%
Q12f Access to quality shopping	35.9%	41.5%	9.3%	13.3%
Q12g Availability of parks & recreation opportunities	45.4%	39.3%	7.9%	7.4%
Q12h Near family or friends	32.1%	31.2%	9.6%	27.2%
Q12i Safety and security	71.8%	22.3%	3.1%	2.8%
Q12j Availability transportation options	39.6%	35.1%	9.4%	15.9%
Q12k Availability of cultural activities	44.6%	38.6%	8.6%	8.2%
Q12l Access to restaurants-entertainment	49.6%	38.6%	5.7%	6.2%
Q12m University community	56.1%	30.0%	5.6%	8.3%
Q12n Access to Research Triangle Park	32.1%	28.4%	9.6%	30.0%

2010 Chapel Hill Survey Results

Q13. TOWN COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q13a Availability of information about Town programs and services	12.8%	39.4%	28.0%	8.5%	1.9%	9.5%
Q13b Efforts to keep you informed	11.8%	36.4%	29.3%	11.4%	2.7%	8.5%
Q13c How open the Town is to public involvement and input	12.1%	30.9%	25.4%	10.1%	4.2%	17.4%
Q13d Access to Mayor and Town Council	8.5%	22.6%	28.4%	6.0%	3.4%	31.0%
Q13e Quality of programming of CH TV-18	4.3%	15.5%	22.8%	3.2%	1.9%	52.3%
Q13f Quality of Town's website	7.2%	30.3%	25.1%	4.3%	1.3%	31.8%
Q13g Chapel Hill eNews updates	7.9%	15.8%	17.7%	2.2%	2.4%	54.0%

Q13. TOWN COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't knows)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q13a Availability of information about Town programs and services	14.1%	43.5%	31.0%	9.4%	2.1%
Q13b Efforts to keep you informed	12.9%	39.7%	32.0%	12.4%	3.0%
Q13c How open the Town is to public involvement and input	14.6%	37.4%	30.8%	12.2%	5.0%
Q13d Access to Mayor and Town Council	12.3%	32.7%	41.3%	8.8%	5.0%
Q13e Quality of programming of CH TV-18	9.0%	32.5%	47.9%	6.6%	3.9%
Q13f Quality of Town's website	10.5%	44.4%	36.8%	6.3%	1.9%
Q13g Chapel Hill eNews updates	17.2%	34.4%	38.4%	4.7%	5.3%

2010 Chapel Hill Survey Results

Q14. Which of the following are your primary sources of information about Town issues, services, and events?

<u>Q14 Primary sources of information</u>	<u>Number</u>	<u>Percent</u>
1 = Newspaper	529	76.0 %
2 = Television	252	36.2 %
3 = Internet	297	42.7 %
4 = Email	170	24.4 %
5 = Govt access channel	46	6.6 %
6 = Social media	37	5.3 %
7 = Other	102	14.7 %
9 = None chosen	5	0.7 %
Total	1438	

2010 Chapel Hill Survey Results

Q14. Other

Q14 Other	Number	Percent
ANNOUNCEMENT ON THE BUS=	1	0.9 %
ARTS CENTER PUBLIC:FLYERS=	1	0.9 %
BLOGS;CHAPEL HILL WATCH=	1	0.9 %
CAMPUS=	1	0.9 %
CH MAGAZINE BLOG=	1	0.9 %
CHAPEL HILL WEBSITE=	1	0.9 %
E-MAIL=	1	0.9 %
FAMILY=	1	0.9 %
FLYERS IN MAIL=	1	0.9 %
FLYERS THROUGH SCHOOL=	1	0.9 %
FRIENDS=	10	9.3 %
FRIENDS & SOCIAL CONNECTS=	1	0.9 %
FRIENDS AND FAMILY=	1	0.9 %
FRIENDS AND NEIGHBORS=	1	0.9 %
FRIENDS/BUSINESS ASSOC.=	1	0.9 %
FRIENDS;NEIGHBORS=	1	0.9 %
FRIENDS;POSTERS;LIBRARY=	1	0.9 %
FRIENDS;SOCIAL NETWORKS=	1	0.9 %
FROM FRIENDS=	1	0.9 %
GOSSIP=	1	0.9 %
HOMEOWNERS ASSOCIATION=	1	0.9 %
HOUSING, DEPT STAFF=	1	0.9 %
LOCAL BUSINESS JOURNALS=	1	0.9 %
MAILINGS=	1	0.9 %
MEMBERS OF COUNCIL&OFFICI=	1	0.9 %
N & O=	1	0.9 %
N & O, CHAPEL HILL NEWS=	1	0.9 %
NEIGHBORHOOD ASSOC/FRIEND=	1	0.9 %
NEIGHBORHOOD BLOG=	1	0.9 %
NEIGHBORHOOD LEADERS=	1	0.9 %
NEIGHBORHOOD WEB SITE=	1	0.9 %
NEIGHBORHOOD YAHOO GROUP=	1	0.9 %
NEIGHBORS=	2	1.9 %
NEIGHBORS E-MAIL LISTS=	1	0.9 %
NEWS;N&O;INDEPENDENT=	1	0.9 %
NPR=	1	0.9 %
NPR 91.5 RADIO=	1	0.9 %
OTHER PEOPLE TALKING=	1	0.9 %
PHONE BROADCAST=	1	0.9 %
POSTERS/WORD OF MOUTH=	1	0.9 %

2010 Chapel Hill Survey Results

Q14. Other

Q14 Other	Number	Percent
PSA RADIO WHCL1360=	1	0.9 %
RADIO=	9	8.3 %
RADIO (NPR)=	1	0.9 %
RADIO NPR=	1	0.9 %
RADIO WCHL=	1	0.9 %
RADIO WCHL 1360=	1	0.9 %
RADIO-WCHL=	1	0.9 %
RADIO-WCHL;NBRHD ASSOC=	1	0.9 %
RADIO;WUNC=	1	0.9 %
SIGN POSTINGS;MSG BOARDS=	1	0.9 %
SOMETIMES PHONE ALERTS=	1	0.9 %
SPOUSE-TOWN EMPLOYEE=	1	0.9 %
TOWN CORRESPONDENCE=	1	0.9 %
TOWN E-NEWS=	1	0.9 %
TOWN WEBSITE=	2	1.9 %
TOWNS WEBSITE=	1	0.9 %
UNC;E-MAIL=	1	0.9 %
VARIOUS POSTINGS=	1	0.9 %
WCHL=	12	11.1 %
WCHL 1360=	1	0.9 %
WCHL 680 AM=	1	0.9 %
WCHL AND 91.5=	1	0.9 %
WCHL NPR=	1	0.9 %
WCHL RADIIO=	1	0.9 %
WORD OF MOUTH=	10	9.3 %
WORD OF MOUTH/NEIGHBORS=	1	0.9 %
WORD OF MOUTH;SCHL FLYERS=	1	0.9 %
WORK=	1	0.9 %
WRAL=	1	0.9 %
Total	108	100.0 %

2010 Chapel Hill Survey Results

Q14. Newspapers

Q14 Newspaper	Number	Percent
CARRBORO DAILY TARHEEL=	1	0.2 %
CH HERALD=	4	0.9 %
CH HERALD CH NEWS=	1	0.2 %
CH HERALD;CH NEWS=	1	0.2 %
CH LOCAL PAPER=	1	0.2 %
CH MAGAZINE=	1	0.2 %
CH NEWS=	145	33.5 %
CH NEWS AND OBSERVER=	2	0.5 %
CH NEWS CARRBORO CITIZEN=	2	0.5 %
CH NEWS CH HERALD=	3	0.7 %
CH NEWS CH HERALD N&O=	1	0.2 %
CH NEWS CH HERALD N&O HS=	1	0.2 %
CH NEWS DAILY TAR HEEL=	2	0.5 %
CH NEWS DAILY TARHEEL=	1	0.2 %
CH NEWS DURHAM HERALD=	2	0.5 %
CH NEWS HERALD SUN=	2	0.5 %
CH NEWS INDEPENDENT=	2	0.5 %
CH NEWS N&O=	23	5.3 %
CH NEWS N&O CH MAGAZINE=	1	0.2 %
CH NEWS N&O INDEPENDENT=	1	0.2 %
CH NEWS NY TIMES=	1	0.2 %
CH NEWS OF N&O=	1	0.2 %
CH NEWS, HERALD SUN=	1	0.2 %
CH NEWS, N & O=	1	0.2 %
CH NEWS, N&O=	1	0.2 %
CH NEWS,CH HERALD=	1	0.2 %
CH NEWS,DURHAM=	1	0.2 %
CH NEWS,DURHAM, N&O=	1	0.2 %
CH NEWS,N&O=	3	0.7 %
CH NEWS,PARKS&REC SPRING=	1	0.2 %
CH NEWS,RALIEGH N&O=	1	0.2 %
CH NEWS/CH HERALD=	1	0.2 %
CH NEWS/HERALD=	1	0.2 %
CH NEWS;CH HERALD=	3	0.7 %
CH NEWS;CH HERALD;DURHAM=	1	0.2 %
CH NEWS;DAILY TAPHILL=	1	0.2 %
CH NEWS;DAILY TAR HEEL=	1	0.2 %
CH NEWS;DAILY TARHILL=	1	0.2 %
CH NEWS;DURHAM HERALD=	2	0.5 %
CH NEWS;DURHAM HERALD;N&O=	1	0.2 %

2010 Chapel Hill Survey Results

Q14. Newspapers

Q14 Newspaper	Number	Percent
CH NEWS;DURHAM SUN=	1	0.2 %
CH NEWS;HERALD SUN=	1	0.2 %
CH NEWS;N&O=	12	2.8 %
CH NEWS;N&O;INDEPENDENT=	2	0.5 %
CH NEWS;RALEIGH N&O=	1	0.2 %
CH NEWS;SOUTHERN NEIGHBOR=	1	0.2 %
CH PAPER=	1	0.2 %
CH SECTION OF RALEIGH N&O=	1	0.2 %
CH TIMES=	1	0.2 %
CH WEEKLY N&O=	1	0.2 %
CH WKLY;N&O=	1	0.2 %
CHANNEL 18=	1	0.2 %
CHAPEL HILL=	7	1.6 %
CHAPEL HILL HERALD=	1	0.2 %
CHAPEL HILL HERALD GAZETT=	1	0.2 %
CHAPEL HILL HERALD/NEWS=	1	0.2 %
CHAPEL HILL NEWS=	16	3.7 %
CHAPEL HILL NEWS/FLYERS=	1	0.2 %
CHAPEL HILL NEWSPAPER=	1	0.2 %
CHAPEL HILL, NEWS OBSERV=	1	0.2 %
CHAPEL HILLS NEWS=	1	0.2 %
DAILY TAR HEAL=	1	0.2 %
DAILY TAR HEEL=	2	0.5 %
DAILY TAR HEEL N&O CHNEWS=	1	0.2 %
DAILY TAR HEEL;CH NEWS=	1	0.2 %
DAILY TAR HEEL;INDY=	1	0.2 %
DAILY TARHEEL=	1	0.2 %
DMH. DTH CARRBORO NEWS=	1	0.2 %
DURHAM HERALD=	5	1.2 %
DURHAM HERALD CH NEWS=	1	0.2 %
DURHAM HERALD;CH NEWS=	1	0.2 %
DURHAM HERALD;N&O=	1	0.2 %
DURHAM,HERALD, UNC=	1	0.2 %
DURHAM,RALEIGH,CHAPEL HIL=	1	0.2 %
HAROLD=	1	0.2 %
HERALD=	2	0.5 %
HERALD N&O TARHEEL=	1	0.2 %
HERALD SAUN=	1	0.2 %
HERALD SUN=	8	1.8 %
HERALD SUN CH HERALD=	1	0.2 %

2010 Chapel Hill Survey Results

Q14. Newspapers

Q14 Newspaper	Number	Percent
HERALD SUN;CH NEWS;CARBOR=	1	0.2 %
HERALD SUN;CH NEWS;DTH=	2	0.5 %
HERALD, CH NEWS=	1	0.2 %
HERALD, DAILY NEWS=	1	0.2 %
HERALD, OBSERVER=	1	0.2 %
HERALD;CH NEWS=	1	0.2 %
IND WKLY CH NEWS=	1	0.2 %
INDEPENDENT=	2	0.5 %
INDEPENDENT, N&O=	1	0.2 %
INDEPENDENT,N&O,CH NEWS=	1	0.2 %
LADYWEEK CARRBO NEWS=	1	0.2 %
LOCAL=	2	0.5 %
LOCAL AS WELL AS REGIONAL=	1	0.2 %
N & O, CHAPEL HILL=	2	0.5 %
N & O, DTH=	1	0.2 %
N & O, TORHEEL WED, SUN=	1	0.2 %
N&O=	32	7.4 %
N&O CH NEWS=	17	3.9 %
N&O CH NEWS SOUTHERN VILL=	1	0.2 %
N&O CH SUPPLEMENT=	1	0.2 %
N&O CHAPEL HILL NEWS=	1	0.2 %
N&O DAILY TARHEEL=	1	0.2 %
N&O HERALD NEWS CH NEWS=	1	0.2 %
N&O INDEPENDENT=	2	0.5 %
N&O INDEPENDENT CH NEWS=	1	0.2 %
N&O, CH NEWS=	3	0.7 %
N&O, CH NEWS, DTH=	1	0.2 %
N&O, CH SECTION=	1	0.2 %
N&O, CH WEEKLY=	1	0.2 %
N&O, INDEPENDENT=	1	0.2 %
N&O,CH NEWS=	7	1.6 %
N&O,CH NEWS,INDEPENDENT=	2	0.5 %
N&O,CH NEWS,UNC NEWS=	1	0.2 %
N&O,DTH,INDY=	1	0.2 %
N&O,HERALD,DTH,INDEPENDEN=	1	0.2 %
N&O/CH NEWS=	1	0.2 %
N&O;CH NEWS=	10	2.3 %
N&O;CH NEWS;INDEPENDENT=	1	0.2 %
N&O;CHN=	1	0.2 %
N&O;HERALD=	1	0.2 %

2010 Chapel Hill Survey Results

Q14. Newspapers

<u>Q14 Newspaper</u>	<u>Number</u>	<u>Percent</u>
N&O;HERALD SUN=	1	0.2 %
NED=	1	0.2 %
NEWS & OBSERVER=	3	0.7 %
NEWS & OBSERVER,=	1	0.2 %
NEWS 14 CAROLINA=	1	0.2 %
OTH CH HERALD=	1	0.2 %
RAL N&O, CH NEWS=	1	0.2 %
SOUTHERN NEIAGHBOR=	1	0.2 %
SOUTHERN NEIGHBOR=	2	0.5 %
SUN=	1	0.2 %
TAR HEEL=	1	0.2 %
THE DURHAM HERALD CHNEWS=	1	0.2 %
Total	433	100.0 %

2010 Chapel Hill Survey Results

Q14. Television news

Q14 Television news	Number	Percent
14=	7	4.0 %
14, WRAL=	1	0.6 %
14,16=	1	0.6 %
14,5,11=	1	0.6 %
2=	1	0.6 %
2,3=	1	0.6 %
3 MAJOR NETWORKS=	1	0.6 %
4=	1	0.6 %
5=	2	1.1 %
5 & 11=	2	1.1 %
6=	1	0.6 %
ABAC-CHN 11=	1	0.6 %
ABC=	5	2.8 %
ABC 11=	1	0.6 %
ABC CH 11=	1	0.6 %
ABC NBC CBS FOX 14=	1	0.6 %
ABC WRAL=	1	0.6 %
ABC,CBS,NBC=	2	1.1 %
ABC,NBC=	1	0.6 %
ALL=	1	0.6 %
ALL LOCAL CHANNELS=	1	0.6 %
CBS,ABC=	1	0.6 %
CH 14=	7	4.0 %
CH 14 & ESPN=	1	0.6 %
CH 14 WRAL=	2	1.1 %
CH 17 NBC=	1	0.6 %
CH 17 OR OTHERS=	1	0.6 %
CH 18 NBC, ABC, CBS=	1	0.6 %
CH 2,NBC,CH 5 WRAL=	1	0.6 %
CH 3 & 6=	1	0.6 %
CH 5; WRAL=	1	0.6 %
CHANNEL 11, ABC & UNC-TV=	1	0.6 %
CHANNEL 14=	3	1.7 %
CHANNEL 18=	1	0.6 %
CHANNEL 3 FOX=	1	0.6 %
CHANNEL 5=	2	1.1 %
CHANNEL 8 & 14=	1	0.6 %
CHANNELS 2,3,6,14=	1	0.6 %
FOX,CBS,ABC=	1	0.6 %
LOCAL=	4	2.3 %

2010 Chapel Hill Survey Results

Q14. Television news

Q14 Television news	Number	Percent
LOCAL CH 14=	1	0.6 %
LOCAL NETWORKS=	1	0.6 %
LOCAL NEWS ABC=	1	0.6 %
LOCAL NEWS NBC ABC CBS=	1	0.6 %
MAJOR NETWORKS=	2	1.1 %
MSNBC=	1	0.6 %
NBC=	6	3.4 %
NBC 17=	1	0.6 %
NBC,CBS,ABC=	1	0.6 %
NC17=	1	0.6 %
NEW 14 CAROLINA=	1	0.6 %
NEWS 14=	5	2.8 %
NEWS 14 CAROLINA WRAL FOX=	1	0.6 %
NEWS 14 WRAL=	1	0.6 %
NEWS 14/WRAL=	1	0.6 %
NPR=	1	0.6 %
PBS=	1	0.6 %
PUBLIC STATION=	1	0.6 %
RALEIGH STATIONS=	1	0.6 %
TIME WARNER CH 14 NBC ABC=	1	0.6 %
TIME WARNER NEWS=	1	0.6 %
TOWN COUNCIL MEETINGS=	1	0.6 %
TV-18=	2	1.1 %
UNC=	1	0.6 %
UNC;DURHAM;RAL=	1	0.6 %
WCHL=	1	0.6 %
WDAL=	1	0.6 %
WNCN 17=	1	0.6 %
WRAL=	49	27.8 %
WRAL CABLE 14=	1	0.6 %
WRAL NBC=	1	0.6 %
WRAL NEWS 14=	1	0.6 %
WRAL TV 5=	1	0.6 %
WRAL WUNC=	1	0.6 %
WRAL, ABC, NBC=	1	0.6 %
WRAL, NEWS 14=	1	0.6 %
WRAL, WNCN, NEWS 14=	1	0.6 %
WRAL,NBC,ABC=	1	0.6 %
WRAL,NBS FOX 14=	1	0.6 %
WRAL,UNC-TV=	1	0.6 %

2010 Chapel Hill Survey Results

Q14. Television news

Q14 Television news	Number	Percent
WRAL;CH 14=	1	0.6 %
WRAL;UNC=	1	0.6 %
WRAL;WTVD=	1	0.6 %
WTVD=	2	1.1 %
WTVD 11=	2	1.1 %
WTVD, WUNC. WRAL=	1	0.6 %
WUNC=	1	0.6 %
WUNC-TV, PBS=	1	0.6 %
WUNC; CH 11=	1	0.6 %
Total	176	100.0 %

2010 Chapel Hill Survey Results

Q14. Social Media

Q14 Social media	Number	Percent
CELL LINCOLN CENTER=	1	3.2 %
CITIZENS GROUPS=	1	3.2 %
CONTACTS IN THE COMMUNITY=	1	3.2 %
DIRECT INVOLVEMENT=	1	3.2 %
FACEBOOK=	5	16.1 %
FLIERS @ RESTAURANT=	1	3.2 %
FRIENDS=	1	3.2 %
FRIENDS/NEIGHBORS=	1	3.2 %
INDEPENDENT MISC.=	1	3.2 %
NEIGHBORHOOD BLOG=	1	3.2 %
NEIGHBORHOOD GOSSIP=	1	3.2 %
ORANGE POLITICS=	1	3.2 %
ORANGE POLITICS.ORG=	1	3.2 %
PBS=	1	3.2 %
RADIO=	3	9.7 %
SOUTHERN NEIGHBOR=	2	6.5 %
THE SENIOR TIMES=	1	3.2 %
TOWN MAILINGS=	1	3.2 %
TV;OTHER PEOPLE=	1	3.2 %
TWITTER=	2	6.5 %
TWITTER, FACEBOOK=	1	3.2 %
WUNC FM RADIO=	1	3.2 %
WUNC/WCHL=	1	3.2 %
Total	31	100.0 %

2010 Chapel Hill Survey Results

Q15. PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q15a Maintenance of street thoroughfares	14.5%	57.6%	15.8%	6.9%	1.4%	3.7%
Q15b Maintenance of streets in your neighborhood	19.3%	52.6%	15.4%	7.5%	2.4%	2.9%
Q15c Maintenance of street signs/pavement markings	15.7%	55.0%	18.0%	5.7%	2.0%	3.6%
Q15d Maintenance/preservation of downtown	10.3%	37.9%	24.0%	15.9%	5.5%	6.3%
Q15e Cleanliness of street/public areas	14.4%	55.6%	18.4%	7.0%	1.6%	3.0%
Q15f Adequacy of street lighting	8.8%	41.4%	24.4%	16.5%	5.3%	3.6%
Q15g Condition of sidewalks	8.9%	40.4%	27.7%	12.8%	5.0%	5.2%
Q15h Quality of stormwater runoff	8.3%	38.8%	22.0%	9.6%	3.9%	17.4%

Q15. PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q15a Maintenance of street thoroughfares	15.1%	59.9%	16.4%	7.2%	1.5%
Q15b Maintenance of streets in your neighborhood	19.8%	54.1%	15.8%	7.7%	2.5%
Q15c Maintenance of street signs/pavement markings	16.2%	57.1%	18.6%	6.0%	2.1%
Q15d Maintenance/preservation of downtown	11.0%	40.5%	25.6%	17.0%	5.8%
Q15e Cleanliness of street/public areas	14.8%	57.3%	19.0%	7.3%	1.6%
Q15f Adequacy of street lighting	9.1%	42.9%	25.3%	17.1%	5.5%
Q15g Condition of sidewalks	9.4%	42.6%	29.2%	13.5%	5.3%
Q15h Quality of stormwater runoff	10.1%	47.0%	26.6%	11.7%	4.7%

2010 Chapel Hill Survey Results

Q16. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 15 above.]

<u>Q16 1st most</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of main Town street thorough...	95	13.6 %
B=Maintenance of streets in your neighborhood	49	7.0 %
C=Maintenance of street signs/pavement mark...	16	2.3 %
D=Maintenance/preservation of downtown	128	18.4 %
E=Cleanliness of streets and other public areas	35	5.0 %
F=Adequacy of street lighting	88	12.6 %
G=Condition of sidewalks	74	10.6 %
H=Quality of stormwater runoff/stormwater m...	70	10.1 %
Z=None chosen	141	20.3 %
Total	696	100.0 %

Q16. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 15 above.]

<u>Q16 2nd most</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of main Town street thorough...	62	8.9 %
B=Maintenance of streets in your neighborhood	61	8.8 %
C=Maintenance of street signs/pavement mark...	39	5.6 %
D=Maintenance/preservation of downtown	63	9.1 %
E=Cleanliness of streets and other public areas	68	9.8 %
F=Adequacy of street lighting	95	13.6 %
G=Condition of sidewalks	75	10.8 %
H=Quality of stormwater runoff/stormwater m...	42	6.0 %
Z=None chosen	191	27.4 %
Total	696	100.0 %

2010 Chapel Hill Survey Results

Q16. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 15 above.]

<u>Q16 3rd most</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of main Town street thorough...	58	8.3 %
B=Maintenance of streets in your neighborhood	39	5.6 %
C=Maintenance of street signs/pavement mark...	32	4.6 %
D=Maintenance/preservation of downtown	54	7.8 %
E=Cleanliness of streets and other public areas	68	9.8 %
F=Adequacy of street lighting	77	11.1 %
G=Condition of sidewalks	61	8.8 %
H=Quality of stormwater runoff/stormwater m...	71	10.2 %
Z=None chosen	235	33.8 %
Total	696	100.0 %

Q16. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 15 above.] (Top 3)

<u>Q16 1st most</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of main Town street thoroughfares	215	30.9 %
B = Maintenance of streets in your neighborhood	149	21.4 %
C = Maintenance of street signs/pavement markings	87	12.5 %
D = Maintenance/preservation of downtown	245	35.2 %
E = Cleanliness of streets and other public areas	171	24.6 %
F = Adequacy of street lighting	260	37.4 %
G = Condition of sidewalks	210	30.2 %
H = Quality of stormwater runoff/stormwater mana...	183	26.3 %
Z = None chosen	141	20.3 %
Total	1662	

2010 Chapel Hill Survey Results

Q17. TRANSPORTATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q17a How well traffic signals provide for efficient traffic flow	7.3%	41.4%	20.3%	18.4%	7.5%	5.2%
Q17b Quality of Chapel Hill Transit	25.4%	38.6%	10.6%	3.6%	1.4%	20.3%
Q17c Ease of walking and biking	9.6%	32.3%	18.2%	22.6%	9.3%	7.9%
Q17d Availability of sidewalks	8.3%	34.8%	25.7%	18.8%	7.0%	5.3%
Q17e Availability of greenways	12.9%	35.6%	21.4%	15.7%	5.2%	9.2%

Q17. TRANSPORTATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q17a How well traffic signals provide for efficient traffic flow	7.7%	43.6%	21.4%	19.4%	7.9%
Q17b Quality of Chapel Hill Transit	31.9%	48.5%	13.3%	4.5%	1.8%
Q17c Ease of walking and biking	10.5%	35.1%	19.8%	24.5%	10.1%
Q17d Availability of sidewalks	8.8%	36.7%	27.2%	19.9%	7.4%
Q17e Availability of greenways	14.2%	39.2%	23.6%	17.2%	5.7%

2010 Chapel Hill Survey Results

Q18. In your experience, which are the most congested east-west roads?

<u>Q18 Which is the most congested E-W road</u>	<u>Number</u>	<u>Percent</u>
1 = Franklin Street	200	28.7 %
2 = US 15-501 South	531	76.3 %
3 = Raleigh Road and NC-54	330	47.4 %
4 = Estes Drive	212	30.5 %
9 = None chosen	9	1.3 %
Total	1282	

Q19. Which are the most congested north-south roads?

<u>Q19 Which is the most congested N-S road</u>	<u>Number</u>	<u>Percent</u>
1 = Forham Boulevard	411	59.1 %
2 = US 15-501 South	294	42.2 %
3 = S Columbia St	276	39.7 %
4 = Martin Luther King Jr Boulevard	153	22.0 %
5 = Hillsborough Street-Raleigh Street	81	11.6 %
9 = None chosen	9	1.3 %
Total	1224	

2010 Chapel Hill Survey Results

Q20. Have you or any member of your household ever used Chapel Hill Transit bus service?

<u>Q20 Have used Chapel Hill transit bus</u>	<u>Number</u>	<u>Percent</u>
1=Yes	483	70.0 %
2=No	205	29.7 %
9=No response	2	0.3 %
Total	690	100.0 %

Q20a. (If yes) What is the primary reason for taking the bus?

<u>Q20a If Yes what was primary reason</u>	<u>Number</u>	<u>Percent</u>
1 = To/from work	190	39.3 %
2 = To/from Shopping	82	17.0 %
3 = To/from medical appointments	46	9.5 %
4 = To/From social activities	151	31.3 %
5 = To/from school	113	23.4 %
9 = None chosen	1	0.2 %
Total	583	

Q21. Do you live within walking distance of a bus stop?

<u>Q21 Do you live within walking distance</u>	<u>Number</u>	<u>Percent</u>
1=Yes	628	91.4 %
2=No	54	7.9 %
9=No response	5	0.7 %
Total	687	100.0 %

2010 Chapel Hill Survey Results

Q22. Does anyone in your household ride a bicycle?

Q22 Does anyone ride a bicycle	Number	Percent
1=Yes	349	50.6 %
2=No	339	49.1 %
9=No response	2	0.3 %
Total	690	100.0 %

Q22a. (If yes) Do they bike for commuting or recreation?

Q22a If Yes where do they bike	Number	Percent
1=Commute to work	28	8.0 %
2=Bike for recreation only	250	71.6 %
3=Both commuting/recreation	70	20.1 %
9=No response	1	0.3 %
Total	349	100.0 %

Q22b. (If yes) What type of bicycle amenities would you like for the Town to provide?

Q22b Types of bicycle amenities like	Number	Percent
1 = Wide outside lanes on streets	140	40.1 %
2 = Striped on-road lanes	133	38.1 %
3 = Separate bike paths	237	67.9 %
9 = No response	3	0.9 %
Total	513	

2010 Chapel Hill Survey Results

Q23. Do you feel that riding a bicycle in Chapel Hill is safe?

<u>Q23 Do you feel riding a bicycle is safe</u>	<u>Number</u>	<u>Percent</u>
1=Yes	185	28.4 %
2=No	459	70.5 %
9=No response	7	1.1 %
Total	651	100.0 %

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

A LOT OF ACCIDENTS, ROADS W/NO BIKE LANES
ACCIDENTS
ACCIDENTS
AGGRESSIVE WITH ONE ANOTHER
ALMOST NO BIKE PATHS VERY DANGEROUS
ALWAYS RIDING IN STREET
AND DISAPPEAR ALL TOGETHER
AS A UNC STUDENT,I HEAR ABOUT BICYCLE-VEHICLE COLLISIONS
AT EARLY HRS (5-7AM) NOT ENOUGH LIGHT;BETTER/NO OR TOO
AT NIGHT
BAD TRAFFIC
BE CONTINOUS
BICYCLES AND TRAFFICE ARE A BAD MIX ON NARROW ROADS LACKING
BICYCLISTS DON'T OBEY STOP SIGNS, ETC
BIKE ACCIDENTS. RIDERS BLOCK CAR TRAFFIC DUE TO LACK OF BIKE
BIKE FACILITIES INADEQUATE
BIKE LANES
BIKE LANES
BIKE LANES
BIKE LANES ARE SPORADIC. FOR THEM TO BE USEFUL, THEY NEED TO
BIKE LANES ARE TOO NAROOOW
BIKE LANES AREN'T CONSISTENT
BIKE LANES END WITH NOWHERE TO GO
BIKE LANES IGNORED;CELL PHONES BANNED DURING DRIVING
BIKE LANES INADEQUATE
BIKE LANES NOT COMPLETE
BIKE LANES NOT REALISTIC-ESPECIALLY ON NARROW ROADS
BIKE LANES TOO NARROW
BIKE LANES TOO SMALL;POTHOLES, DEBRIS AND DRIVERS LACK OF
BIKE LNS DISAPPEAR ON MLK AND THAT STRETCH GETS DANGEROUS
BIKE PATHS AREN'T CONSISTENTLY PROVIDED THROUGHOUT NOR ARE
BIKE PATHS DON'T CONNECT ALL OVER TOWN
BIKE RIDERS ARE HIT BY DRIVERS FREQUENTLY
BIKE RIDERS DON'T OBEY TRAFFIC LAWS
BIKER NEEDS THEIR OWN LANES, MANY MOTORISTS IGNORE THEM
BIKERS AND CARS DON'T COMPETE
BIKERS ARE IN THE WAY
BIKERS DON'T FOLLOW RULES OF THE ROAD
BIKERS DON'T FOLLOW TRAFFIC RULES AND THE TOWN DOESN'T
BIKERS DON'T OBEY LAWS PASS ON RIGHT,GO THROUGH STOP SIGNS
BIKERS DON'T SEEM TO KNOW THE COMMON SENSE RULES OF THE RD
BIKES AND CARS
BIKES AND CARS-TOO MUCH TOGETHER

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

BIKES DON'T DISPLAY ADEQUATE LIGHTING
BIKES DON'T OBEY SIGNS AND TRAFFIC PATTERN-OFTEN HOSTILE
BIKES NOT SAFE FROM VEHICLE COLLISIONS
BIKES ON ROADS ARE HAZARDOUS FOR RIDERS-TRAFFIC!
BIKES ON STREETS WILL NEVER BE SAFE
BIKING IN CHAPEL HILL IS ALMOST AS BAD AS NYC
BIKING ON ESTES IS VERY DANGEROUS
BOTH RIDERS AND DRIVERS DON'T RESPECT EACH OTHER
BUSY STREETS DANGEROUS FOR BIKES
BUT THEN NEITHER DO A LOT OF THE DRIVERS
CAN'T CROSS FROM ONE SIDE OF FRANKLIN TO THE OTHER
CAN'T MIX BIKES AND CARS
CAN'T RIDE A BIKE ON FRANKLIN STREET OR ROSEMARY ST
CAR DIRVERS, PEDESTRIANS AND BIKE RIDERS DON'T FOLLOW RULES
CAR DRIVERS
CAR TRAFFIC
CARS
CARS & PEDESTRIANS ARE AWFUL
CARS AND BIKES DON'T MIX WELL
CARS ARE ALLOWED TO SPEED REGULARLY
CARS ARE MUCH BIGGER
CARS ARE TOO CLOSE AND NO BIKE LANES ON MOST ROADS
CARS ARE TOO CLOSE TO CYCLISTS
CARS DON'T RESPECT BICYCLISTS;NOT ENOUGH ROOM ON STREETS
CARS DON'T RESPECT THE BICYCLE RIDERS
CARS DON'T SLOW DOWN ENOUGH WHEN PASSING BICYCLISTS AND
CARS DON'T WATCH OUT FOR YOU
CARS DON'T YIELD TO BIKES;CARS SPEED;NOT ENOUGH BIKE LANES
CARS GO TOO FAST AND AREN'T RESPECTFUL OF BIKES OR
CARS IGNORE YOU
CARS PAY NO ATTENTION TO BIKES THERE ARE PRACTICALLY NO BIKE
CARS,CARS,CARS
COL,BIKERS AND DRIVERS INCLUDED
COLUMBIA NARROWS
CONDITION FOR RIDERS
CONFLICTS BETWEEN BIKES AND CARS
CONGESTION MEANS BIEKRS ARE SQUEEZED OUT AND END UP USING
CONNECTIONS OF NEIGHBORHOOD PATHS
CRAZY DRIVERS
CROSSINGS
CROWDED STREETS WITHOUT BIKE LANES
CYCLERS DON'T FOLLOW THE RULES
CYCLISTS AND DRIVERS DON'T PAY PROPER ATTENTION TO ONE ANOTH
CYCLISTS IGNORE RULES OF THE ROAD

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

CYCLISTS IGNORE STOP LIGHTS, ETC,
DEDICATED SPACE FOR BICYCLISTS
DES
DIFFICULT TO RIDE ON FRANKLIN STREET,HEAVY TRAFFIC,NO
DISTRACTED DRIVERS TEXTING AND TALKING;SPEED LIMITS IGNORED
DON'T FEEL ITS SAFE ANYWHERE
DON'T WANT TO FOLLOW THE LAWS OR SHARE THE RD W/DRIVERS
DRIVERS ARE AGGRESSIVE;BICYCLISTS IGNORE ROAD RULES
DRIVERS ARE INATTENTIVE AND AGGRESIVE
DRIVERS AREN'T RESPECTFUL...DON'T PAY ATTENTION
DRIVERS DON'T KNOW THE CONCEPT OF "SHARE THE ROAD"
DRIVERS DON'T RESPECT BIKERS
DRIVERS DON'T SEE YOU
DRIVERS UNFRIENDLY TO BIKERS;CONCERN ABOUT BIKE THEFT
DRIVING TOO FAST
DS TO DOWNTOWN
EFFECTIVE USEABLE LAND WIDTH IS GENERALLY NOT ADEQUATE-TOO
EGAL
EITHER NO BIKE LANE OR POORLY PLACED LANE
ENFORCE LAWS FOR BIKE RIDERS
ER
ESPECIALLY WITH BUSES, AND THAT CONCERNS ME
EXISTING BIKE LANES ARE NOT SAFE
FEW BIKE LANES BUSY STREETS
FEW BIKE LANES;DRIVERS NOT AWARE OF BIKES AND DON'T GIVE WAY
FEW BIKE LANES;LITTLE EFFORT TO ENCOURAGE BIKE TRAFFIC
FEW BIKE LANES;NO ENFORCEMENT OF BIKE RIDERS
FEW DEDICATED BIKE LANES
FEW DESIGNATED BIKE PATHS OR LANES,ESPECIALLY ON MLK
FEW MARKED BIKE LANES
FEW REAL BIKE LANES ESPECIALLY EN ROUTE TO HOSPITAL
FEW SEPARATE BIKE LANES.ACCIDENTS IN THE NEWS ABOUT BIKES VS
FOR AMOUNT OF TRAFFIC
FOR SPACE
FORDHAM IS PRETTY DANGEROUS
FRANKLIN IS BUSY S COLUMBIA WAS TOO DARK & CURVY MORE BIKE
FRANKLIN ST ISN'T SAFE BETWEEN RALEIGH AND DAVIE CIR
FRANKLIN,ESTES
HEAVY TRAFFIC IN AREAS WHERE PEOPLE BIKE;INADEQUATE SPACE
HILLY SLOPES;VISIBILITY-SHARING THE NARROW ROADS WITH MOTOR-
HIT CYCLISTS
I AM AFRAID TO RIDE MY BIKE AROUND TOWN
I DO FEEL SAFE MOST OF THE TIME. I WOULD LOVE A MORE
I DON'T RIDE BUT AS A DRIVER I'M AMAZED PEOPLE TRY TO RIDE

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

I STOPPED RIDING TO WORK AFTER SEEING 2 PEOPLE HIT BY CARS
IN HEAVY TRAFFIC AREAS
IN OUR NEIGHBORHOOD
IN SOME PLACES IT'S SAFE BUT MANY RDS ARE TOO NARROW & HAVE
INADEQUATE BIKE LANES
INADEQUATE BIKE LANES
INADEQUATE BIKE PATHES
INADEQUATE BIKE SPACE AT MOST OF MAIN RDS FOR SAFE RIDES
INATTENTIVE DRIVERS
ING;DISCOURTEOUS/AGGRESSIVE/ANTAGONISTIC DRIVERS
INSENSITIVE DRIVERS
INSUFFICIENT NUMBER OF BIKE PATHS
INTERACTION WITH BUSY ROADS/CARS
ISTS IS A PROBLEM
IT'S BEEN MY EXPERIENCE THAT SOME OF THE BIKERS ON THE RD
IT'S DANGEROUS RIDING ON THE STREET WITH CARS
IT'S NOT SAFE TO SHARE THE ROAD WITH BUSES
IT'S SAFE RIDING DOWN54 TOWARDS CAMPUS BUT CROSSING UNDER
LACK MARKED LANES, LIGHTS TO SUPPORT CROSSING FORDHAM
LACK OAF DESIGNATED LANE SPACE
LACK OF ADEQUATE FACILITIES
LACK OF BICYCLE LANES,NARROW STREETS,LACK OF BICYCLE TRLS
LACK OF BIKE LANES
LACK OF BIKE LANES CARS DON'T GIVE ENOUGH ROOM FOR BIKES
LACK OF BIKE TRAILS
LANES
LANES OR TURN
LANES TOO NARROW
LANES.RIDERS DON'T ALWAYS FOLLOW SIGNALS
LEADING DOWNTOWN,MOTORISTS DON'T RESPECT CYCLISTS
LIKE TO RIDE ON SIDEWALKS OR BIKE LANE NOT ENOUGH ROAD
LIMIT BIKE RIDERS TO ROADS WITH SPEED LIMITS OF 35MPH.
LIMITED BIKE LANES
LIMITED INFRASTRUCTURE FOR BIKERS THROUGHOUT TOWN
LITTLE SPACE ON MAJOR ROADS (WEAVER DAIRY,15-501,ETC)
LOTS OF CARS
MAIN RAODS DON'T HAVE BIKE LANES
MANY BYCYCLISTS ARE AGGRESSIVE AND CARELESS.THEY DON'T OBEY
MANY DRIVERS AREN'T AWARE/COURTEOUS TO BIKE RIDERS;NO CON-
MANY INCURSIONS OF STORM DRAINS
MANY MAIN THOROUGHFARES HAVE NO ROOM FOR BIKES TO TRAVEL
MANY OF THE SECONDARY ROADS HAVE NO SIDEWALK OR SPACE
MANY ROADS DON'T HAVE BIKE LANES OR SIDEWALKS WIDE ENOUGH
MANY ROADS NOT WIDE ENOUGH

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

MANY ROADS TOO NARROW
MANY STREETS ARE TOO NARROW OR DARK, MAKES RIDING A BIKE
MORE EDUCATION (SIGNAGE) ABOUT SHARING THE ROAD
MOST BICYCLIST DON'T OBEY AUTOMOBILE TRSFIC RULES
MOST DRIVERS REGARD BIKERS AS TARGETS WHO HAVE NO RIGHT
MOST OF THE ROADS HAVE NO BICYCLE LANES
MOST OF THE STREETS ARE TOO NARROW OR HAVE ON STREET PARKING
MOSTLY SAFE EXCEPT FOR MLK,HOMESTEAD ESTES,WEAVER DAIRY WHER
MOTORISTS HAVE TROUBLE AVOIDING CYCLISTS
MOTORISTS UNACCUSTOMED TO PRESENCE OF BIKERS
MUST RIDE IN THE ROAD TO COMPLETE JOURNEY
NARRO STREETS,INADEQUATE BIKE LANES NO CONTINOUS LOOP TO ANY
NARROW 2-LANE ROADS
NARROW AND UNSAFE
NARROW BIKE LANES
NARROW BIKE LANES;NOT ALWAYS AVAILABLE TO CERTAIN PLACES
NARROW LANES AND NO BIKE LANES ON VERY BUSY ROADS
NARROW PATHS
NARROW ROADS SUCH AS ESTES BETWEEN MLK AND GREENSBORO
NARROW ROADS TOO MUCH TRAFFIC
NARROW SHOULDERS
NARROW,BUSY ROADS;MINIMAL SHOULDERS
NARROW;MORE DEDICATED BIKE LANES
NEED BIKE LANES AND PATHS
NEED BIKE LANES NO SAFE WAY FROM SOUTHERN C HILL NEIGHBORHOO
NEED BIKE LANES ON ALL ROADS AND BIKE RACKS AVAILABLE
NEED BIKE PATHS/LANES
NEED BIKE PATHS/SIDEWALKS
NEED BIKE ROUTES
NEED MORE BIKE LANES
NEED MORE BIKE LANES
NEED MORE BIKE LANES AND PATHS
NEED MORE BIKE PATHS
NEED MORE SEPARATION BETWEEN TRAFFIC AND BIKES
NEED PROPER CROSSWALK/SIDEWALK BEFORE SOMEONE IS KILLED
NEED SAFE TRAILS OFF OF ALL STREETS
NEED TO PUSH STATE TO MAKE S COLUMBIA BIKER SAFE
NIGHTMARE CARS HAVE NO RESPECT FOR BIKES, NEED SIDEWALKS
NO ADEQUATE (SAFE/SEPARATE) BIKE PATH
NO ADEQUATE BIKE LANES
NO BICYCLE DESIGNATED ROADS
NO BICYCLE LANES IN MAJORITY OF CITY
NO BICYCLE LANES ON MOST ROADS
NO BICYCLE LANES;ROADS TOO NARROW IN PLACES

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

NO BIEK TRAILS NO SHOULDERS ON MANY ROADS
NO BIKE FRIENDLY STREETS
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES
NO BIKE LANES & TRAFFIC = UNSAFE FOR BIKES & COPS
NO BIKE LANES ALL AROUND
NO BIKE LANES MOST ROADS ARE TOO NARROW WITH NO SHOULDERS
NO BIKE LANES NARROW SHOULDERS NO SIDEWALKS
NO BIKE LANES ON MAIN ROADS CLOSE TO HOME
NO BIKE LANES ON MANY ROADS AND HIGH TRAFFICE
NO BIKE LANES OR BIKE LANES TOO SMALL
NO BIKE LANES,DANGEROUS TO GO ON STREET WITH CARS
NO BIKE LANES,EVEN PRETTY HIGH-TRAFFIC AREAS
NO BIKE LANES;RIDERS TRY TO USE BUSY STREETS NO ROOM FOR
NO BIKE LANES;SIDEWALKS AREN'T FOR BIKES
NO BIKE LANES;STREETS TOO CRAZY
NO BIKE PATH AVAILABLE ON ESTES DR OR ESTES DR EXT
NO BIKE PATHS
NO BIKE PATHS THE CARS DRIVE TOO CLOSE TO THE BIKES
NO BIKE ROUTES
NO CONTINOUS BIKE PATHE
NO DEDICATED BIKE LANES NEAR MY NEIGHBORHOOD
NO DIRECT BIKE ROUTE TO UNC
NO DISTINCT PATH FOR RIDERS
NO LANES/ROOM FOR BIKES
NO PLACE TO RIDE EXCEPT IN STREET WITH CARS!
NO ROOM
NO ROOM FOR BIKES
NO ROOM FOR BIKES, COMBINED WITH INDIFFERENT DRIVERS ATTITU-
NO ROUTES
NO SAFE CROSSINGS
NO SEPARATE BIKE PATHS
NO SEPARATE BIKE PATHS
NO SHOULDER ON S COLUMBIA TOO FEW BIKE PATHS DANGEROUS INTER

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

NO SHOULDERS TO RIDE BIKES,LANES TOO NARROW
NO SPACE NO SAFE PLACE TO RIDE SIDEWALKS/BIKE PATHS MISSING
NO SPACE ON WEAVER DAIRY,AIRPORT-COULD GET KILLED
NO WHERE TO RIDE IN MY AREA, TOO MUCH TRAFFIC TO FEEL SAFE
NON COURTEOUS DRIVERS
NOT ADEQUATE BIKE LANES
NOT ADEQUATE BIKE LANES
NOT ADEQUATE ROOM ON SIDE OF ROAD;NEED MORE BIKE LANES
NOT ALWAYS ENOUGH ROOM BY SIDE OF ROAD TO BIKE;WIDER SHOULDE
NOT CONSISTENT BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES
NOT ENOUGH BIKE LANES AND NOT ENOUGH SIDEWALKS SO PEDESTRIAN
NOT ENOUGH BIKE LANES AND SAFETY ISLANDS
NOT ENOUGH BIKE LANES ESPECIALLY IN CONGESTED AREAS
NOT ENOUGH BIKE LANES OR ROADS;AGGRESSIVE DRIVERS
NOT ENOUGH BIKE LANES;BIKERS DISOBEY TRAFFIC LAWS
NOT ENOUGH BIKE LANES;OVERALL LACK OF KNOWLEDGE ABOUT PROTO-
NOT ENOUGH BIKE LANES;TOO MUCH TRAFFIC
NOT ENOUGH BIKE LANES;TRAFFIC CONGESTION
NOT ENOUGH BIKE PATHS
NOT ENOUGH BIKE PATHS
NOT ENOUGH BIKE PATHS
NOT ENOUGH BIKE PATHS
NOT ENOUGH BIKE PATHS
NOT ENOUGH BIKE PATHS/LANES AROUND TOWN. WOULD LOVE TO SEE
NOT ENOUGH BIKE/ROAD PATHS
NOT ENOUGH BIKING TRAILS
NOT ENOUGH DEDICATED BIKE LANES
NOT ENOUGH GOOD WIDE BIKE PATHS;CELL PHONE DRIVERS
NOT ENOUGH LANES FOR BIKES
NOT ENOUGH LIGHT IN OUR NEIGHBORHOOD
NOT ENOUGH MARKED BIKE LANES ALONG ROADS
NOT ENOUGH OF PROPERLY USED BIKE PATHS

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

NOT ENOUGH PEOPLE RIDE BIKES-IT'S NOT A BIKE CULTURE
NOT ENOUGH ROOM ON ROADS
NOT ENOUGH ROOM ON ROADS
NOT ENOUGH SAFE BICYCLE LANES;LANES TOO CLOSE TO ROADS;
NOT ENOUGH SEPARATE BIKE LANES
NOT ENOUGH SEPARATE FACILITIES;DRIVERS DON'T RESPECT BIKERS
NOT ENOUGH SEPARATION FROM ROADWAYS
NOT ENOUGH SHOULDER SPACE
NOT ENOUGH SHOULDER TO AVOID CONTACT WITH CARS
NOT ENOUGH SIDEWALKS FOR BIKES
NOT ENOUGH SPACE TO SHARE THE ROAD
NOT ENOUGH WIDE LANES OR SPACE;DRIVERS
NOT ENOUGH WIDE SHOULDERS/BIKE LANES;WAY TOO MUCH TRAFFIC
NOT ENOUGH/WIDE BIKE LANES INCONSIDERATE DRIVERS
NOT MANY BIKE PATHS FOR BIKING
NOT MANY ROADS WITH SHOULDER TO RIDE ON;COMPETING WITH CARS
NOT MANY SEPARATES BIKE PATHS
NOT NEARLY ENOUGH BIKE LANES
NOT SAFE FOR KIDS
NOT SAFE ON STREETS;NOT ENOUGH ROOM FOR CARS TO SHARE THE RD
NOT SAFE WHEN RIDING WITH TRAFFIC NOT ENOUGH ROOM BETWEEN
NOT WELL MARKED
OF PERSONS ON BIKES
OK FOR ADULTS EXCEPT FOR DOWNTOWN AND SOME ARTERIES;I'D BE
OLD RORADS BUILT UNDER NCDOT STANDARDS ARE TOO NARROW
ON ROAD FOR BIKES
PARALLEL TO ROAD,EASY TO HANG UP BIKE WHEEL
PATHS THAT ARE SAFE TO USE
PEDESTRIANS
PEDESTRIANS AND BIKES GET RUN OVER!POOR/INADEQUATE ROADS
PEOPLE HAVE BEEN KILLED
PEOPLE DRIVE LIKE MAD FOOLS, DON'T PAY ATTENTION TO BIKERS
PEOPLE DRIVE WAY TOO FAST
POOR SHOULDERS
POOR URBAN PLANNING-BIKE LANES TOO CLOSE TO LANES
PROMINENT BIKE LANE ON MLK,EUBANKS,FRANKLIN & ROSEMARY
RESPECT FOR BIKERS
RIDING IN STREET;NARROW AND HILLY
RIDING IN THE ROAD IS DANGEROUS.RIDING ON SIDEWALK IS ILL-
ROAD NOT WIDE ENOUGH FOR BIKING
ROADS ARE HARD ENOUGH ON MY CAR
ROADS ARE NARROW
ROADS AREN'T WIDE ENOUGH FOR CARS AND BIKES AND BOTH GET
ROADS AREN'T WIDE ENOUGH NO BIKE LANES

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

ROADS BUSY AND SOME TOO NARROW
ROADS HAVE NO SHOULDER OR SIDEWALK OR SIMPLY TOO NARROW
ROADS NOT MARKED WITH BIKE LANES RIDERS DON'T FOLLOW RULES
ROADS NOT WIDE ENOUGH
ROADS TOO CONGESTED TO FEEL SAFE;BIKE LANES INCONSISTENT
ROADS TOO NARROW
ROADS TOO NARROW
ROADS TOO NARROW WITH NO SHOULDER I.E. WEAVER DAIRY
ROADS TOO NARROW;INADEQUATE SIGNAGE;LAX ENFORCEMENT OF SPEED
ROADS TOO NARROW;NO BIKE LANES;SPEEDING LAWS NOT ENFORCED
ROADS TOO NARROW;NO BIKE PATHS;DRIVERS OFTEN DISTRACTED
ROADS WITHOUTH PAVED SHOULDERS
ROADS, ESPECIALLY FRANKLIN STREET, AREN'T ACCOMODATING TO CA
RS AND BIKERS SIMULTANEOUSLY
RS WOULD HELP ON SMALL ROADS
SAFELY
SAFETY ISSUE
SCARY, TOO RIDE BIKE NEAR HOSPITAL
SECTIONS
SERVING AUTO COMMUTERS
SEVERAL FRIENDS INVOLVED IN ACCIDENTS
SHARING ROAD W/CARS ISN'T SAFE
SHOULD BE A PAVED LOOP ALL AROUND CHAPEL HILL/CARRBORO PLUS
SHOULDERS INCONSISTENT
SHOULDERS NOT SUFFICIENTLY WIDE AND DRIVERS SEEM DISTRACTED
SIDEWALKS AT POINTS
SIDEWALKS WHICH IS DANGEROUS FOR PEDESTRIANS
SISTENT BIKE PATHS ALONG MAIN ROADS
SOME DRIVERS SPEED BY BIKES AND LEAVE LITTLE SPACE ON ROAD
SOME MAJOR THOROUGHFARES TOO NARROW-NO BIKE LANE
SOME ROADS COULD USE MORE BIKE LANES
SOME STREET EVERN HAS NO SIDEWALKS
SOME STREETS ARE TOO NARROW
SOME STREETS ARE TOO NARROW;SOME STROM DRAIN GRATES ARE
SOME STREETS AREN'T WIDE ENOUGH
SOME STREETS TOO NARROW SOME INTERSECTIONS NOT SAFE
SOMETIMES YOU HAVE TO SHARE THE ROAD WITH CARS
SPACE
SPARSE NUMBER OF SEPARATE BIKE PATHS
SPEED
SPEED OF AUTO TRAFFIC
SPEEDING TRAFFIC;INADEQUATE BIKE LANES
STOPLIGHTS, ETC.
STREETS ARE TOO NARROW AND BUSY

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

STREETS ARE TOO NARROW TO ACCOMODATE CARS AND BIKES
STREETS DON'T HAVE BIKE LANES;MANY MOTORISTS ARE RESENTFUL
STREETS TOO NARROW
STREETS TOO NARROW FOR BIKES AND CARS
THE BIKE ALWAYS LOSES
THE BIKE LANES ARE TOO NARROW AND THERE AREN'T ENOUGH
THE MOST LEVEL THOROUGHFARE IS DANGEROUS FOR CYCLISTS
THE SPEED OF CARS;DRIVERS LACK OF USING SIGNALS TO SWITCH
THE TOWN PAYS LIP SERVICE TO BIKERS-WAY TOO MUCH EMPHASIS ON
THE TRAFFIC
THEM CONNECTED
THEM, VERY UNSAFE
THERE ARE INADEQUATE SHOULDER AREAS FOR BICYCLISTS
THERE ARE NO SAFE PLACE TO RIDE ON THE ROAD
THERE ARNE'T PROPER BIKE LANES, ESTES IS TERRIBLE
THERE IS NO BIKE PATH ON S COLUMBIA TOWARD UNC FROM SOUTHERN
THERE IS NO SIDEWALK OR BIKE LANE
THERE SHOULD BE BIKE LANES RATHER THAN CYCLISTS USING STREET
THEREFORE BICYCLISTS ARE IN DANGER NEARLY EVERY HR OF THE DY
THEY PASS TOO CLOSE
THEY WALK RIGHT IN FRONT OF CARS ASSUMING THEY'LL BE SEEN
THEY WIDE ENOUGH IN SOME AREA FOR BOTH BIKES & CARS TO PASS
THREATENED BY CAR TRAFFIC
TO ACCOMODATE BOTH BIKERS AND WALKERS
TO BE TAKING UP PUBLIC SPACE
TO DRIVERS
TO GET FROM COLONY WEST TO PARK HAVE TO CROSS ESTES
TO GET FROM SOUTH VILLAGE TO CAMPUS IT GETS DANGEROUS WHEN
TOO CLOSE TO BUSY TRAFFIC;TOO MANY ACCIDENTS
TOO CLOSE TO CARS
TOO CLOSE TO CARS
TOO CLOSE TO TRAFFIC
TOO CONGESTED
TOO CONGESTED AND DRIVERS DON'T LOOK OUT FOR CYCLISTS
TOO CONGESTED ON ESTED DR
TOO DANGEROUS TO GET FROM SOUTH VILLAGE TO CAMPUS
TOO DANGEROUS WITH SPEEDING CARS
TOO FEW AND TOO NARROW BIKE LANES
TOO FEW BIKE LANES
TOO HILLY
TOO MANY ACCIDENTS REPORTED
TOO MANY AREAS DON'T HAVE ROOM FOR BIKES
TOO MANY BAR/BIKE ACCIDENTS OR BUS/BIKE ACCIDENTS
TOO MANY BUSES THAT IMPOSE A DANGEROUS AND HAZARDOUS

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

TOO MANY CARS
TOO MANY CARS
TOO MANY CARS
TOO MANY CARS AND NO BIKE LANES
TOO MANY CARS AND TOO MANY NARROW STREETS
TOO MANY CARS GOING TOO FAST
TOO MANY CARS;NOT ENOUGH DEDICATED PATHS FOR BIKES
TOO MANY DRIVERS AND BIKE LANES ARE NARROW
TOO MANY HILLS
TOO MANY MOTORISTS PLAY THE SPORT OF TRYING TO SCARE OR NEAR
TOO MANY NARROW STRETCHES OF ROAD
TOO MANY PEOPLE ON BIKES AND IN CARS NOT PAYING ATTENTION
TOO MANY STREETS/ROADS WITHOUT ADEQUATE BIKE LANES/SHOULDERS
TOO MUCH CAR TRAFFIC NEAR BIKE LANES
TOO MUCH TRAFFIC
TOO MUCH TRAFFIC
TOO MUCH TRAFFIC
TOO MUCH TRAFFIC
TOO MUCH TRAFFIC
TOO MUCH TRAFFIC NARROW STREETS FEW SEPARATE BIKE PATHS
TOO MUCH TRAFFIC NOT WARE OF BICYCLIST
TOO MUCH TRAFFIC TOO FEW BIKE LANES
TOO MUCH TRAFFIC,UNSAFE DRIVERS,LACK OF POLICE ENFORCEMENT
TOO MUCH TRAFFIC/NARROW ROADS
TOO MUCH TRAFFIC/NOT ENOUGH DESIGNATED BIKE PATHS
TOO MUCH TRAFFIC;NO SHOULDERS;NARROW CONGESTED ROADS
TOO MUCH TRAFFIC;NOT ENOUGH SPACE
TOO MUCH TRAFFIC;TOO MANY 2-LANE COUNTRY ROADS;INHERANT
TOO MUCH TRAFFIC;TOO MANY YOUNG IMPATIENT DRIVERS;NOT ENOUGH
TOO MUCH TRAFFIC-UNFRIENDLY TO BIKES;NO ROOM ON ROAD
TOO MUCH TRAFIC
TOWN NOT DESIGNED FOR BIKE RIDING ON MAJOR ROADS
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC
TRAFFIC AND AGRESSIVE DRIVERS
TRAFFIC AND NARROW EDGES ON ROADS ON WHICH TO RIDE
TRAFFIC CONGESTION
TRAFFIC CONGESTION/LACK OF SPACE ON SHOULDERS
TRAFFIC DENSITY
TRAFFIC IS REDICULOUS CONGESTED AND UNSAFE

2010 Chapel Hill Survey Results

Q23a. If you don't feel safe, why not?

TRAFFIC IS TOO HEAVY TOO FAST;NO SAFE AREA FOR BICYCLES
TRAFFIC MOVES TOO FAST
TRAFFIC SIGNALS
TRAFFIC TOO DENSE
TRAFFIC TOO FAST TOO CONGESTED
TRAFFIC TOO FAST, LACK OF TRAILS & BIKE PATHS
TRAFFIC TOO HEAVY ON MAIN ROADS FOR BIKERS
TRAFFIC! SPEEDERS!!
TRAFFIC;NO SEPARATE PATH
TRAILS ARE FINE, BUT BIKERS IN CARRBORO VERY EXPOSED
TRY IT ON WEAVER DAIRY RD-NOT EVEN SAFE TO WALK-ESPECIALLY
UNFRIENDLY ROAD CONDITIONS
VEHICLE SPEED IN AND ABOUT CHAPLE 35 MPH IS NOT ENFORCED
VEHICLE TRAFFIC VS BIKE-BIKERS IN THE WAY-NOT ENOUGH SPACE
VERY CONCERNED ABOUT LETTING YOUNG KIDS GO AROUND TOWN ALONE
VERY DANGEROUS
VERY DARK WITH NARROW STREET
VERY SCARY TO WALK OR BIKE ON ESTES DR
VILLAGE
WE HAVE TO RIDE IN THE ROAD WITH CARS,LIMITED SIDEWALKS
WE NEED MORE NON-ROAD PATHS LIKE BOLIN AND BOOKER TRAILS
WE SHOULD HAVE OFF ROAD BIKE PATHS ON MAJOR ROADS
WEAVER DAIRY HAS NO SIDEWALK ON PART OF IT;LOTS OF H.S. KIDS
WHERE IN TOWN DRIVERS ON CELL PHONES & SPEEDING
WIDE ROADS HAVE TOO MUCH TRAFFIC;LESS BUSY ROADS WAY TOO
WOULD RIDE FOR RECREATION ONLY, VERY SLOWLY

2010 Chapel Hill Survey Results

Q24. LIBRARY SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24a Quality library services	50.9%	31.6%	8.8%	2.6%	0.9%	5.3%
Q24b Access library facilities & service	50.9%	30.7%	10.5%	1.8%	0.9%	5.3%
Q24c Quality of assistance by staff	64.9%	22.8%	2.6%	1.8%	0.9%	7.0%
Q24d Quality of children's programs	20.2%	7.9%	4.4%	1.8%	1.8%	64.0%
Q24e Quality of reference services	38.6%	15.8%	7.0%	0.0%	0.9%	37.7%
Q24f Quality of collection overall	26.3%	43.9%	16.7%	2.6%	3.5%	7.0%
Q24g Quality of youth collection	12.3%	14.9%	5.3%	1.8%	0.0%	65.8%
Q24h Number of collection items available	24.6%	36.0%	18.4%	2.6%	4.4%	14.0%
Q24i Number of DVDs available	7.0%	7.0%	19.3%	6.1%	1.8%	58.8%
Q24j Number of recorded books available	10.5%	12.3%	14.9%	7.0%	0.9%	54.4%
Q24k Number of e materials available	7.0%	7.9%	8.8%	2.6%	1.8%	71.9%
Q24l Number of public computers available	27.2%	22.8%	11.4%	3.5%	1.8%	33.3%

2010 Chapel Hill Survey Results

Q24. LIBRARY SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.” (without don’t knows)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24a Quality library services	53.7%	33.3%	9.3%	2.8%	0.9%
Q24b Access library facilities & service	53.7%	32.4%	11.1%	1.9%	0.9%
Q24c Quality of assistance by staff	69.8%	24.5%	2.8%	1.9%	0.9%
Q24d Quality of children's programs	56.1%	22.0%	12.2%	4.9%	4.9%
Q24e Quality of reference services	62.0%	25.4%	11.3%	0.0%	1.4%
Q24f Quality of collection overall	28.3%	47.2%	17.9%	2.8%	3.8%
Q24g Quality of youth collection	35.9%	43.6%	15.4%	5.1%	0.0%
Q24h Number of collection items available	28.6%	41.8%	21.4%	3.1%	5.1%
Q24i Number of DVDs available	17.0%	17.0%	46.8%	14.9%	4.3%
Q24j Number of recorded books available	23.1%	26.9%	32.7%	15.4%	1.9%
Q24k Number of e materials available	25.0%	28.1%	31.3%	9.4%	6.3%
Q24l Number of public computers available	40.8%	34.2%	17.1%	5.3%	2.6%

Q25. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the Town's current pace of development in each of the following areas (without don't know)

	Much Too Slow 5	Slow 4	Just Right 3	Fast 2	Much Too Fast 1
Q24a Office development	7.0%	12.5%	36.4%	23.5%	20.5%
Q24b Multi-family residential develop	3.8%	14.1%	33.7%	25.8%	22.6%
Q24c Single family residential develop	3.5%	9.8%	44.9%	25.1%	16.7%
Q24d Retail development	18.9%	23.8%	30.6%	14.3%	12.4%
Q24e Mixed use development	12.5%	17.3%	35.3%	18.0%	16.9%

2010 Chapel Hill Survey Results

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

<u>Q25 How often go outside of town to shop</u>	<u>Number</u>	<u>Percent</u>
1=Every day	75	10.9 %
2=Few times a week	205	29.8 %
3=Once a week	175	25.4 %
4=Few times a month	181	26.3 %
5=Few times a year	40	5.8 %
6=Seldom or never	9	1.3 %
9=No response	4	0.6 %
Total	689	100.0 %

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

<u>Q26 Feel redevelopment is important</u>	<u>Number</u>	<u>Percent</u>
1=Essential	287	41.5 %
2=Important	219	31.6 %
3=Not sure	109	15.8 %
4=Not important	60	8.7 %
5=Detrimental	14	2.0 %
9=Don't know	3	0.4 %
Total	692	100.0 %

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

<u>Q27 How supportive to use incentives</u>	<u>Number</u>	<u>Percent</u>
1=Very supportive	241	35.0 %
2=Somewhat supportive	222	32.2 %
3=Not sure	123	17.9 %
4=Not supportive	101	14.7 %
9=No response	2	0.3 %
Total	689	100.0 %

2010 Chapel Hill Survey Results

Q29. Of these Capital Improvements, which three would you select as the most important? (Check 3 only)

<u>Q28 Capital Improvements most important</u>	<u>Number</u>	<u>Percent</u>
1 = Stormwater system improvements	162	23.3 %
2 = Street extensions	53	7.6 %
3 = Sidewalk construction	293	42.1 %
4 = Street reconstruction	158	22.7 %
5 = Traffic signal replacements/upgrades	185	26.6 %
6 = Parks	223	32.0 %
7 = Public facilities	139	20.0 %
8 = Addition bike lanes/off-road paths	392	56.3 %
9 = Transit-Regional transit services	287	41.2 %
0 = None chosen	4	0.6 %
Total	1896	

2010 Chapel Hill Survey Results

Q30. The Town may have the capacity to issue general obligation bonds that would require a tax increase, to fund capital projects. How likely would you be to vote in favor of issuing general obligation bonds to fund:

(N=696)

	Very Likely 3	Somewhat		Don't know 9
		Likely 2	Not Likely 1	
Q29a Re-development of downtown	21.3%	28.2%	41.2%	9.3%
Q29b Paving/reconstruction neighborhood	10.5%	33.8%	46.1%	9.6%
Q29c Sidewalk improvement program	23.0%	31.6%	36.2%	9.2%
Q29d Additional trails and greenways	28.3%	29.6%	34.8%	7.3%
Q29e Major park renovations	14.9%	30.6%	44.4%	10.1%
Q29f Open space acquisition	24.4%	25.6%	39.1%	10.9%
Q29g Bicycle lanes or off-road paths	38.1%	26.1%	29.2%	6.6%

Q30. The Town may have the capacity to issue general obligation bonds that would require a tax increase, to fund capital projects. How likely would you be to vote in favor of issuing general obligation bonds to fund: (without don't know)

(N=696)

	Very Likely 3	Somewhat	
		Likely 2	Not Likely 1
Q29a Re-development of downtown	23.5%	31.1%	45.5%
Q29b Paving/reconstruction neighborhood	11.6%	37.4%	51.0%
Q29c Sidewalk improvement program	25.3%	34.8%	39.9%
Q29d Additional trails and greenways	30.5%	31.9%	37.5%
Q29e Major park renovations	16.6%	34.0%	49.4%
Q29f Open space acquisition	27.4%	28.7%	43.9%
Q29g Bicycle lanes or off-road paths	40.8%	28.0%	31.2%

2010 Chapel Hill Survey Results

Q31. Chapel Hill is managing the inevitable crowds at Halloween that gather on Franklin Street with restrictions aimed at making the event smaller and safer. Please let us know how you would like for the Town to address this event in the future.

<u>Q30 Town to address crowds at events</u>	<u>Number</u>	<u>Percent</u>
1 = Continue to manage the event/keep it small an...	505	72.6 %
2 = Add festival activities	52	7.5 %
3 = Discontinue efforts to reduce the size	60	8.6 %
4 = Prohibit the celebration completely	52	7.5 %
5 = Don't have an opinion	52	7.5 %
9 = Don't know	1	0.1 %
Total	722	

2010 Chapel Hill Survey Results

Q32. DOWNTOWN PARKING. The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q31a Availability of parking downtown	3.4%	17.8%	22.6%	32.3%	19.8%	4.0%
Q31b Cost of parking in downtown	3.6%	21.8%	27.4%	22.7%	18.0%	6.5%
Q31c Overall parking philosophy	2.2%	13.2%	21.7%	25.7%	21.6%	15.7%
Q31d Security of parking downtown	5.7%	29.9%	31.8%	14.2%	8.3%	10.1%

Q32. DOWNTOWN PARKING. The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q31a Availability of parking downtown	3.6%	18.6%	23.5%	33.7%	20.7%
Q31b Cost of parking in downtown	3.8%	23.3%	29.3%	24.3%	19.2%
Q31c Overall parking philosophy	2.6%	15.7%	25.7%	30.5%	25.6%
Q31d Security of parking downtown	6.4%	33.2%	35.3%	15.8%	9.3%

2010 Chapel Hill Survey Results

Q33. TRASH SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1	Don't know 9
Q32a Residential trash collection services	54.5%	35.8%	4.3%	1.1%	1.4%	2.9%
Q32b Brush and bulky removal services	32.8%	37.5%	11.6%	7.0%	2.7%	8.3%
Q32c Leaf collection	25.1%	31.3%	17.5%	11.4%	3.4%	11.2%
Q32d Residential recycling service	48.6%	35.6%	7.5%	3.6%	1.0%	3.7%
Q32e Dead animal removal from Right of Way	17.0%	24.1%	15.5%	4.0%	1.4%	37.9%

Q33. TRASH SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=696)

	Very satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very dissatisfied 1
Q32a Residential trash collection services	56.1%	36.8%	4.4%	1.2%	1.5%
Q32b Brush and bulky removal services	35.7%	40.9%	12.7%	7.7%	3.0%
Q32c Leaf collection	28.3%	35.3%	19.7%	12.8%	3.9%
Q32d Residential recycling service	50.4%	37.0%	7.8%	3.7%	1.0%
Q32e Dead animal removal from Right of Way	27.3%	38.9%	25.0%	6.5%	2.3%

2010 Chapel Hill Survey Results

Q34. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?

<u>Q33 Currently use recycling center</u>	<u>Number</u>	<u>Percent</u>
1=Yes	464	67.9 %
2=No	217	31.8 %
9=No response	2	0.3 %
Total	683	100.0 %

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

<u>Q33a How many times a year take items</u>	<u>Number</u>	<u>Percent</u>
2=2 or less	87	19.1 %
5=3 to 5	159	34.9 %
10=6 to 10	105	23.0 %
20=11 to 20	62	13.6 %
50=21 to 50	23	5.0 %
51=51+	20	4.4 %
Total	456	100.0 %

2010 Chapel Hill Survey Results

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

<u>Q34 How many years lived Town of Chapel</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5 yrs	109	15.7 %
2=5-10 years	151	21.8 %
3=11-20 years	210	30.3 %
4=More than 20 yrs	223	32.2 %
Total	693	100.0 %

Q35. What is your age?

<u>Q35 What is your age</u>	<u>Number</u>	<u>Percent</u>
1=Under 25	31	4.5 %
2=25 to 34	41	5.9 %
3=35 to 44	135	19.5 %
4=45 to 54	200	28.9 %
5=55 to 64	162	23.4 %
6=65+	123	17.7 %
9=No response	1	0.1 %
Total	693	100.0 %

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

<u>Q36 Any in household Hispanic/Latino</u>	<u>Number</u>	<u>Percent</u>
1=Yes	33	4.9 %
2=No	642	94.8 %
9=No response	2	0.3 %
Total	677	100.0 %

2010 Chapel Hill Survey Results

Q38. Which of the following best describes your race?

<u>Q37 Respondents race</u>	<u>Number</u>	<u>Percent</u>
1 = African American/Black	21	3.0 %
2 = American Indian/Alaskan	4	0.6 %
3 = Asian/Hawaiian/Pacific Islander	93	13.4 %
4 = White	558	80.2 %
5 = Other	10	1.4 %
9 = Decline	3	0.4 %
Total	689	

Q38. Other

Q37 Other

HISPANIC

HISPANIC

HISPANIC

IRANIAN AMERICAN

MIDDLE EASTERN/WHITE

MIXED

2010 Chapel Hill Survey Results

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

<u>Q38 Current place of employment</u>	<u>Number</u>	<u>Percent</u>
1=Employed outside	444	64.5 %
2=Self-employed	95	13.8 %
3=Student/retired	147	21.4 %
9=No response	2	0.3 %
Total	688	100.0 %

Q39a. Where do you work?

<u>Q38-Where do you work</u>	<u>Number</u>	<u>Percent</u>
A = In Chapel Hill	208	46.8 %
B = In Carrboro	12	2.7 %
C = Somewhere else in Orange Country	12	2.7 %
D = In Raleigh	43	9.7 %
E = In Durham	158	35.6 %
F = In Cary	7	1.6 %
G = In Apex	2	0.5 %
H = In Greensboro	2	0.5 %
I = Somewhere else in NC	21	4.7 %
Total	465	

Q40. Your gender

<u>Q39 Respondents gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	368	52.9 %
2=Female	328	47.1 %
Total	696	100.0 %



TOWN OF CHAPEL HILL

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

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www.townofchapelhill.org

December 2009

Dear Chapel Hill Resident,

Please help the Town of Chapel Hill plan for the future by completing the 2009 Chapel Hill Community Survey.

Conducting this survey was one of the Town Council's goals for this year as a means to help us understand our residents' perception of the services the Town provides. The 2009 Community Survey is the first survey we have conducted and a similar survey is planned every two years as one of the tools we will use in establishing budget priorities and making policy decisions. Chapel Hill tries to encourage active resident involvement in Town government; your participation in this survey is another important way to get involved in affecting your community's future.

Please take a few minutes to complete and return this survey in the next few days. If you are not a resident of the Town of Chapel Hill, please disregard this survey

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

The results of the survey will be presented to the Town Council and to the public by February 2010. A comprehensive report analyzing the survey results will be available at Town Hall and posted on the Town's website at www.townofchapelhill.org, with a summary included in a future issue of the Town's electronic newsletter, *Chapel Hill eNews*. If you wish to subscribe to *Chapel Hill eNews*, contact publicaffairs@townofchapelhill.org.

If you have any questions about the survey, please contact Catherine Lazorko at 919-969-5055 or contact me at manager@townofchapelhill.org. Thank you for helping guide the direction of our community by completing the enclosed survey.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Stancil". The signature is stylized and somewhat cursive.

Roger L. Stancil
Town Manager



2009 Town of Chapel Hill Community Survey

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

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

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

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

_____ 1st
_____ 2nd
_____ 3rd

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

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

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

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The Town's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Police safety education programs	5	4	3	2	1	9
G.	Overall quality of local fire protection	5	4	3	2	1	9
H.	Location of fire stations	5	4	3	2	1	9
I.	Fire safety education programs	5	4	3	2	1	9

5. Which **THREE** of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 4 above.]

1st

2nd

3rd

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

<i>Police Department</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Chapel Hill Police Department's overall performance	5	4	3	2	1	9
B.	The attitude and behavior of Police Department personnel toward residents	5	4	3	2	1	9
C.	The level of safety and security in your neighborhood	5	4	3	2	1	9

7. Do you have any recommendations for improvement of the services provided by the Police Department?

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

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	In your neighborhood during the day	4	3	2	1	9
B.	In your neighborhood at night	4	3	2	1	9
C.	In downtown Chapel Hill	4	3	2	1	9
D.	Other commercial areas	4	3	2	1	9

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

<i>Town Regulations</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing the maintenance of business property	5	4	3	2	1	9
E.	Enforcing codes designed to protect public safety	5	4	3	2	1	9
F.	Enforcing sign regulations	5	4	3	2	1	9

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

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

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

 1st
 2nd
 3rd

12. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill?

<i>Reasons to Live in Chapel Hill</i>		Very Important	Somewhat Important	Not sure	Unimportant
A.	Sense of belonging to the community	4	3	2	1
B.	Quality of public schools	4	3	2	1
C.	Employment opportunities	4	3	2	1
D.	Types of housing	4	3	2	1
E.	Affordability of housing	4	3	2	1
F.	Access to quality shopping	4	3	2	1
G.	Availability of parks and recreation opportunities	4	3	2	1
H.	Near family or friends	4	3	2	1
I.	Safety and security	4	3	2	1
J.	Availability of transportation options	4	3	2	1
K.	Availability of cultural activities and the arts	4	3	2	1
L.	Access to restaurants and entertainment	4	3	2	1
M.	University community	4	3	2	1
N.	Access to Research Triangle Park	4	3	2	1

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

<i>Town Communication</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of information about Town programs and services	5	4	3	2	1	9
B.	Efforts to keep you informed about local issues/events	5	4	3	2	1	9
C.	How open the Town is to public involvement and input	5	4	3	2	1	9
D.	Access to the Mayor and Town Council	5	4	3	2	1	9
E.	The quality of programming on Chapel Hill TV-18, the government channel	5	4	3	2	1	9
F.	The quality of the Town's website	5	4	3	2	1	9
G.	Chapel Hill eNews updates	5	4	3	2	1	9

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

(check all that apply)

- _____ (1) Newspapers (which ones) _____
- _____ (2) Television news (which ones) _____
- _____ (3) Internet
- _____ (4) Email
- _____ (5) Government access channel
- _____ (6) Social media (which ones) _____
- _____ (7) Other _____

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

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

16. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write the letters below using the letters from list in Q15 above.]

_____ 1st _____ 2nd _____ 3rd

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

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

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

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

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

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

20. Have you or any member of your household ever used Chapel Hill Transit bus service?

- _____ (1) Yes (Go to Q20a) _____ (2) No (Go to Q21)

20a. (If yes) What is the primary reason for taking the bus?

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

21. Do you live within walking distance of a bus stop?

_____ (1) Yes _____ (2) No

22. Does anyone in your household ride a bicycle?

_____ (1) Yes (go to Q 22a & Q22b) _____ (2) No (go to Q23)

22a. (If yes) _____ (1) Do they bike to commute to work or school

_____ (2) Do they bike for recreation only

_____ (3) Do they bike for BOTH commuting and recreation

22b. (If yes) What type of bicycle amenities would you like for the Town to provide?

_____ (1) Wide outside lanes on streets

_____ (2) Striped on-road lanes

_____ (3) Separate bike paths

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

_____ (1) Yes (Go to Q24) _____ (2) No (Go to Q23a)

23a. If you don't feel safe, why not?

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

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

ECONOMIC DEVELOPMENT

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

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

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

Trash Service		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Brush and bulky removal services	5	4	3	2	1	9
C.	Leaf collection	5	4	3	2	1	9
D.	Residential recycling service	5	4	3	2	1	9
E.	Dead animal removal from right-of-way	5	4	3	2	1	9

34. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?

_____ (1) Yes (go to Q 34a) _____ (2) No (go to Q35)

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

DEMOGRAPHICS

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

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

36. What is your age?

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

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

___(1) Yes ___(2) No

38. Which of the following best describes your race?

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

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

_____ (1) Employed outside the home

Where do you work?

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

_____ (2) Self-employed or work out of home

_____ (3) Student, Retired, or Not currently employed outside the home

40. Your gender: _____ (1) Male _____ (2) Female

This concludes the survey. Thank you for your time!

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

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