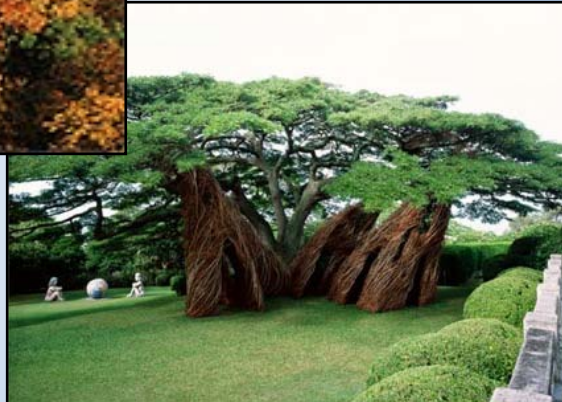
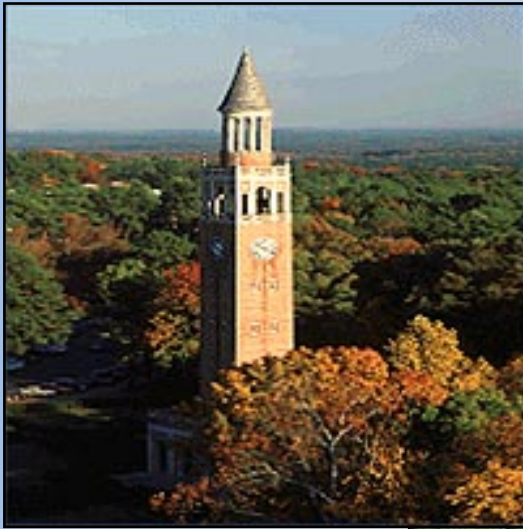


# 2013 DirectionFinder® Community Survey FINAL Results

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725 West Frontier Circle  
Olathe, Kansas  
66061

Prepared for  
*Town of Chapel Hill*

February 2014

# Contents

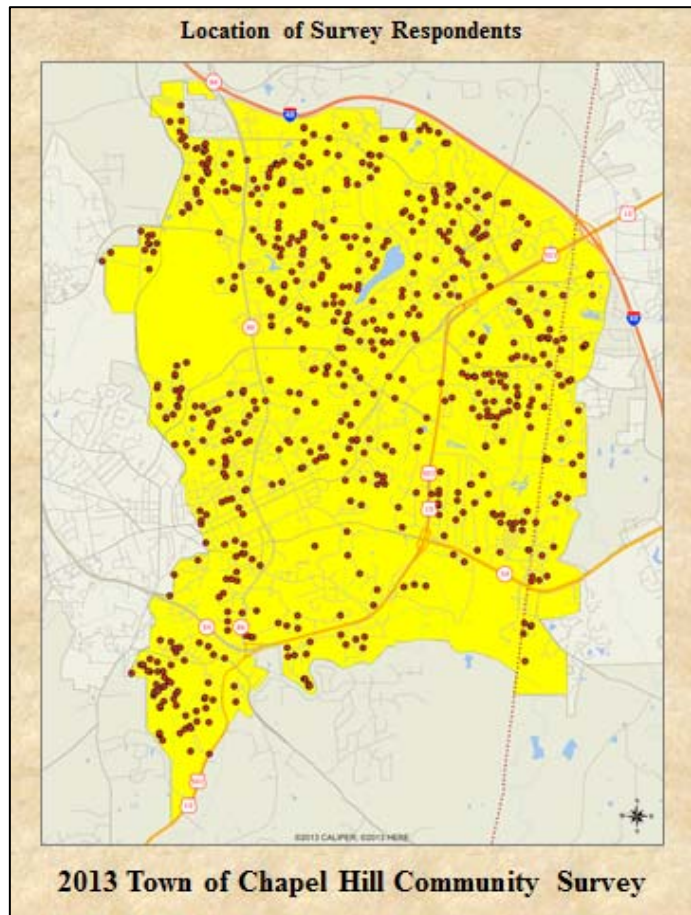
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## Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the Town of Chapel Hill during November and December of 2013. This is the third time that the survey was administered for the Town. The survey was administered during the same time period in 2009 and 2011, providing valuable TREND information for the Town. The surveys were administered as part of the Town’s effort to assess citizen satisfaction with the quality of services. The information gathered from the surveys will help the Town establish budget priorities and refine policy decisions.

**Resident Survey.** A seven-page survey was mailed to a random sample of 2,000 households in the Town of Chapel Hill. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 144 completed the survey by phone and 533 returned it by mail for a total of 677 completed surveys (34% response rate). The results for the random sample of 677 households have a 95% level of confidence with a precision of at least +/- 3.8%. 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
- benchmarking data that shows how the results for the Town of Chapel Hill compare to other cities
- importance-satisfaction analysis
- GIS maps that show the results of selected questions as maps of the Town
- 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-nine percent (89%) 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, 87% were satisfied with the quality of the Town’s library services, 85% were satisfied with the overall quality of services provided, and 80% were satisfied with the quality of Chapel Hill Transit. **TRENDS: Change that is referred to as “significant” is above or below the +/-4% margin of error. There were significant increases with the quality of the Town’s library services and the quality of the Town’s public safety services.**
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the Town of Chapel Hill over the next two years were: (1) overall flow of traffic and congestion management, and (2) how well the Town is preparing for the future.
- **Perceptions of the Town.** 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 quality of life in the Town of Chapel Hill, 85% were satisfied with the image of the Town, and 83% were satisfied with the overall feeling of safety in the Town.
- **Public Safety.** Fire and Emergency Management Services and Police Services were addressed in separate questions.
  - **Fire and Emergency Management Services** Ninety-four percent (94%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of local fire protection, and 93% were satisfied with how quickly fire units respond to emergencies.
  - **Police 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 overall quality of police protection, 85% were satisfied with how quickly police respond to emergencies, and 83% were satisfied with the Chapel Hill Police Department’s performance.

**TRENDS: There were significant increases with the fire safety you feel while visiting businesses, fire education programs, and the Chapel Hill Police Department's performance.**

- **Town Regulations.** Fifty-six percent (56%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing the cleanup of litter and debris, 55% were satisfied with enforcing maintenance of business property, and 55% were satisfied with enforcing sign regulations.
- **Parks and Recreation.** Eighty-four percent (84%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of town parks, 74% were satisfied with the quality of outdoor athletic fields, and 70% were satisfied with the number of Town parks. **TRENDS: There was a significant increase with town special events and festivals.**
- **Library Services.** Ninety-one percent (91%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of library services, 88% were satisfied with the customer service provided by staff, and 82% were satisfied with the Wi-Fi service.
- **Town Maintenance/Public Works.** Seventy-five percent (75%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of main Town street thoroughfares, 74% were satisfied with maintenance of street signs/pavement markings, and 74% were satisfied with the cleanliness of streets and other public areas. **TRENDS: There was a significant increase with the maintenance/preservation of downtown.**
- **Town Communications.** Sixty-seven (67%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the Town's website, and 64% were satisfied with access to information on local issues/event. **TRENDS: There were increases in nearly all communication outreach categories; rankings are about 20% higher than regional benchmarks.**
- **Transportation.** Seventy-four percent (74%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of Chapel Hill Transit, and 60% were satisfied with the availability of greenways and walking trails.
  - The most congested East/West Road is US 15-501 South
  - The most congested North/South Road is Fordham Boulevard
  - Thirty-eight percent (38%) of respondents have at least one member of their household who has use Chapel Hill Transit.
  - Of the 38% who use Chapel Hill Transit, 45% use it primarily for work, and 29% use it primarily for social activities.
  - Fifty percent (50%) of those surveyed ride a bicycle.
  - Of the 50% who ride a bicycle, 68% chose separate bike paths as their most

preferred bicycle amenity.

- **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 trash collection service, 91% were satisfied with residential recycling service, and 85% were satisfied with yard waste removal. **TRENDS: There was a significant increase with residential recycling services, yard waste removal, and removal of large bulky items.**

### **Other Findings.**

- 99% of residents surveyed feel safe in their neighborhood during the day, 94% feel safe in Chapel Hill during the day, and 92% feel safe in their neighborhood at night.
- The most frequently mentioned sources of information that residents use to learn about Town issues, services, events and emergencies include: the City website (52%), newspapers (51%), and word of mouth (41%).
- 96% of the residents surveyed indicated that the quality of safety and security played an important role when deciding to live in the Town of Chapel Hill.
- 69% of residents surveyed felt a re-developed downtown was essential (35%) or important (34%) as a part of the Town's economic development strategy, compared to only 11% who felt it was not important (9%) or detrimental (2%).
- 43% of residents surveyed indicated that a re-developed downtown was one of the three most important of 12 possible capital improvement issues.
- 48% of residents surveyed were "very satisfied" or "somewhat satisfied" with the value they receive for the portion of their property taxes that funds the Town's operating budget, compared to 20% who were either "dissatisfied" or "very dissatisfied".
- 60% of residents surveyed felt that the pace of development for retail is slow or much too slow (up from 51% in 2011, and 43% in 2009).

*Section 1:*  
*Charts and Graphs*

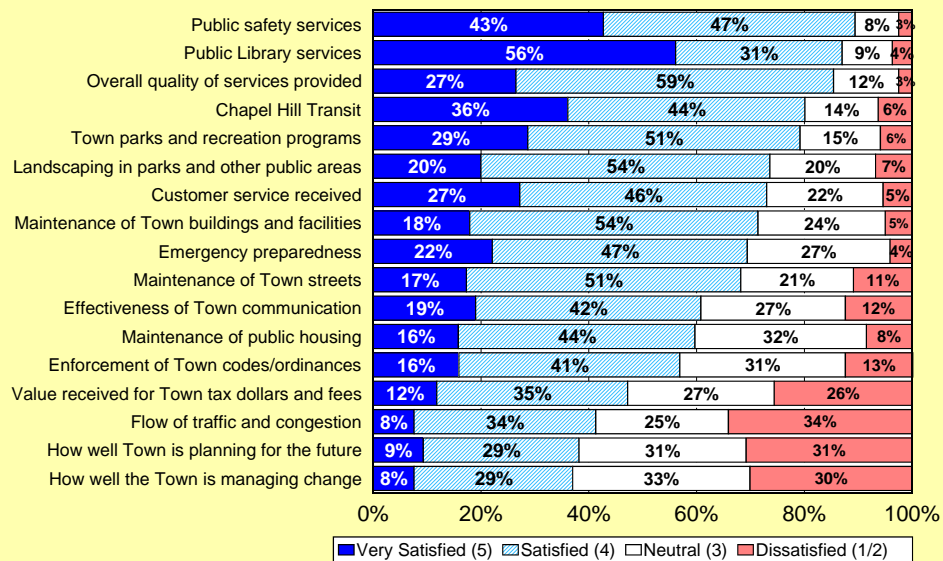
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# OVERALL RATINGS

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

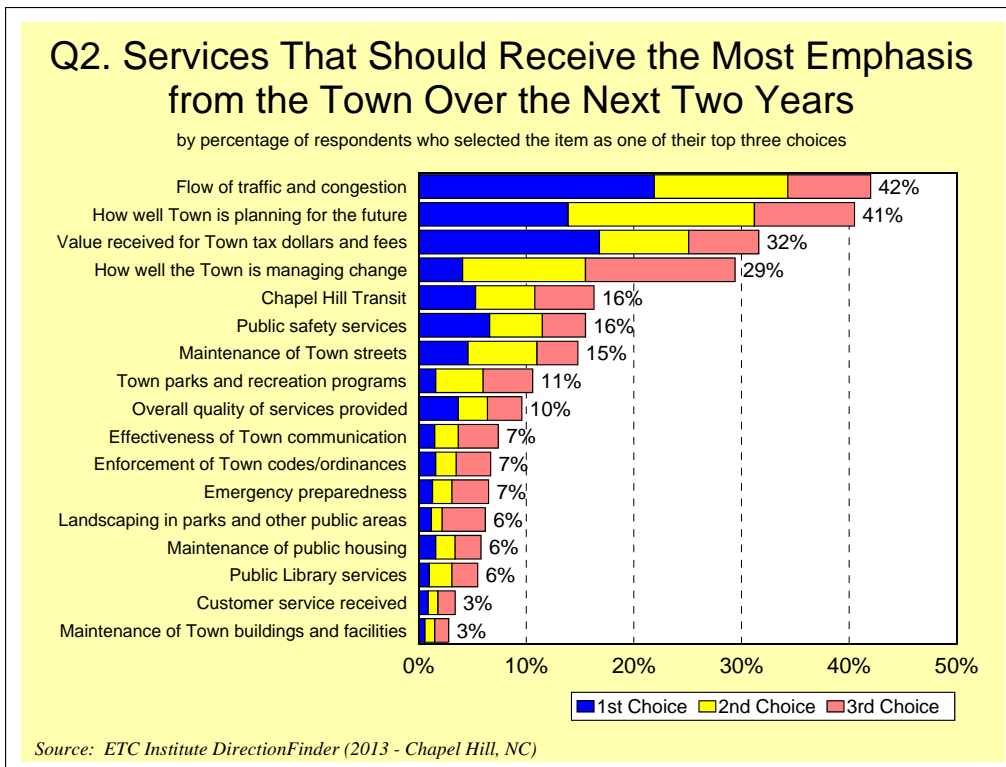
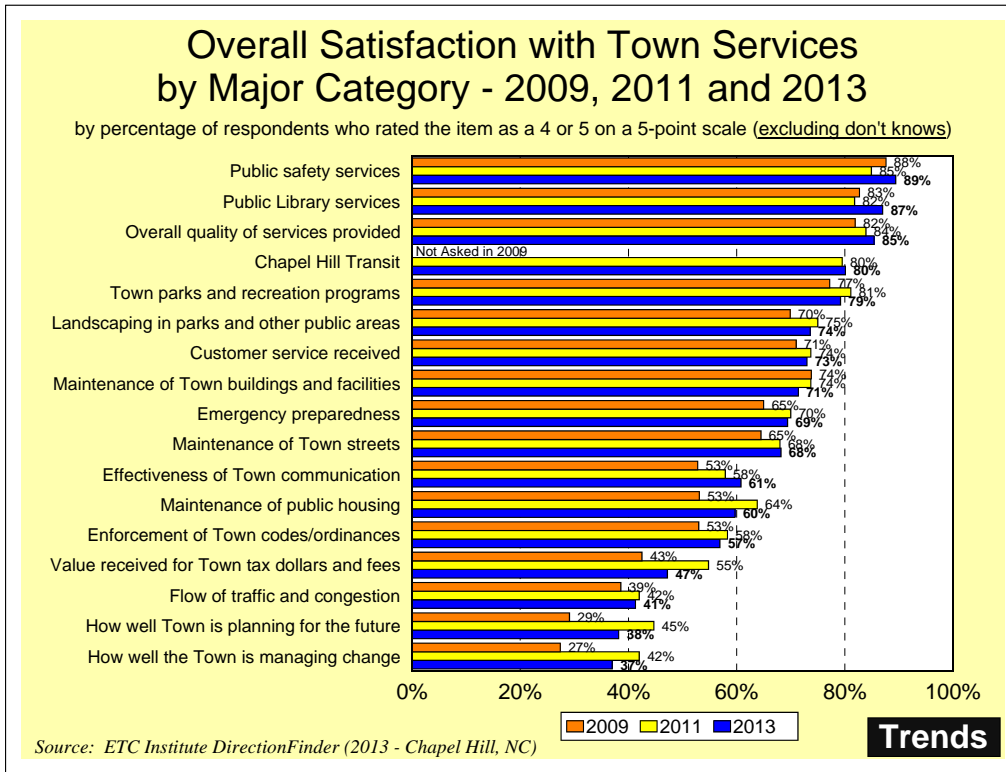
## Q1. Overall Satisfaction with Town Services by Major Category

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



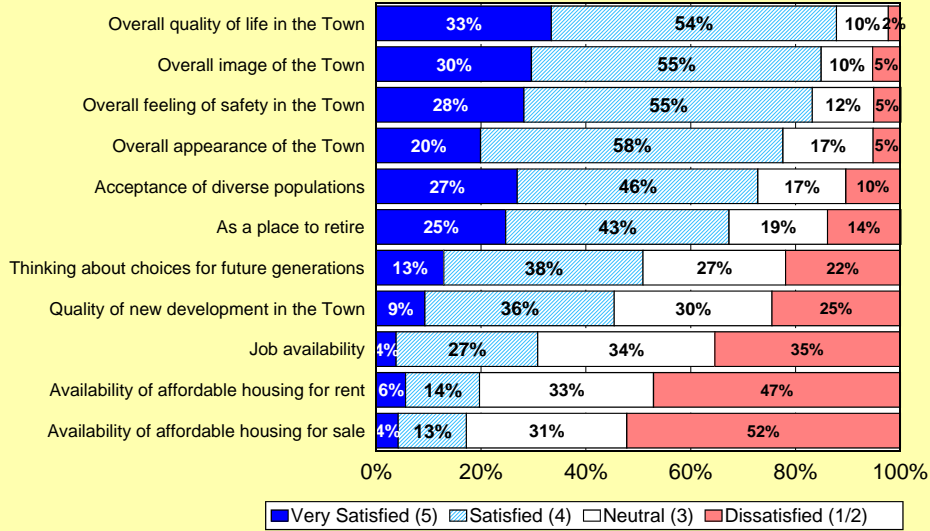
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)





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

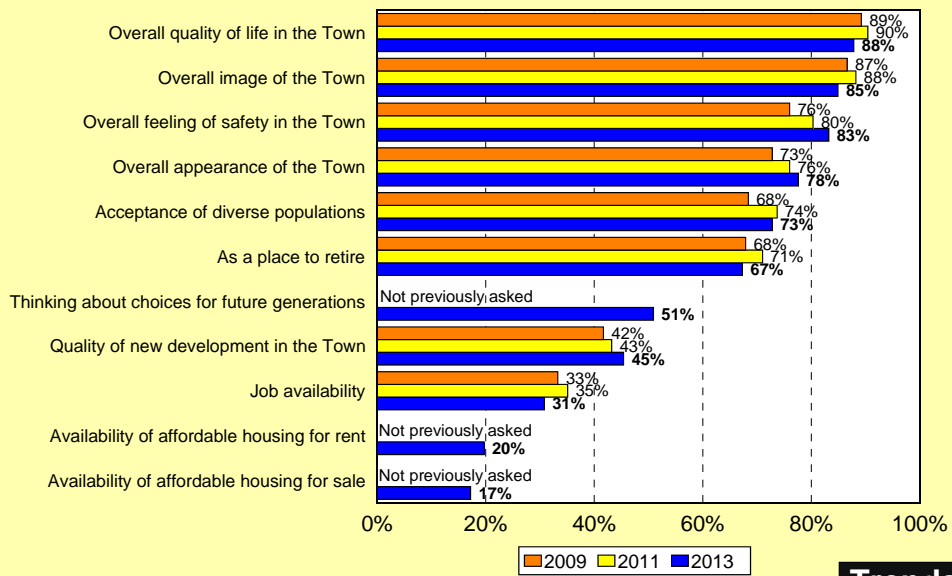
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Items that Influence the Perception Residents 2009, 2011 and 2013

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



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

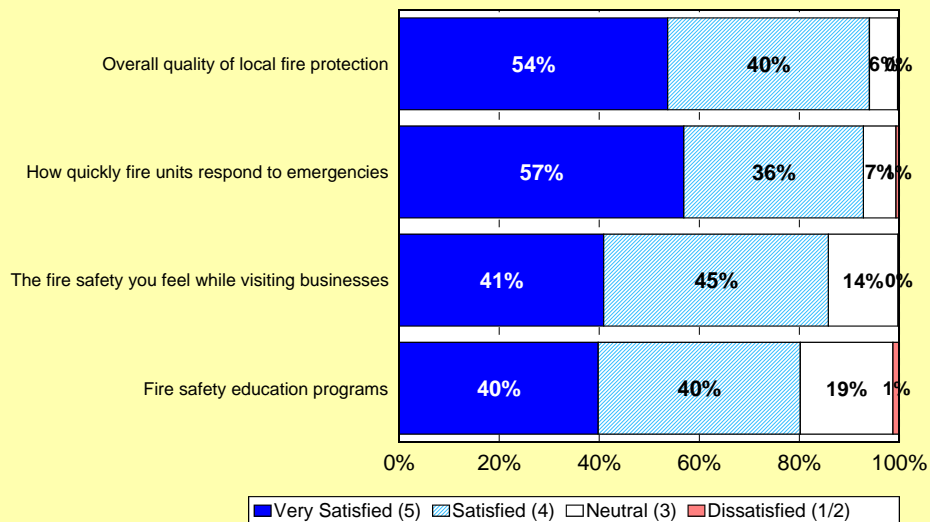
**Trends**

# PUBLIC SAFETY

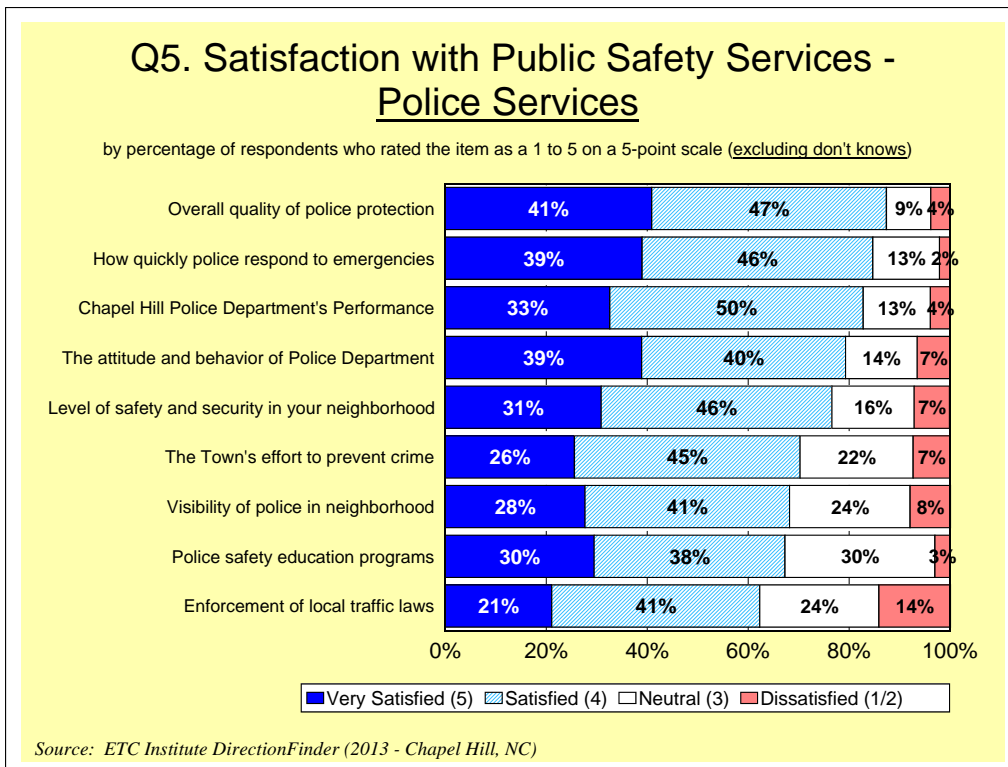
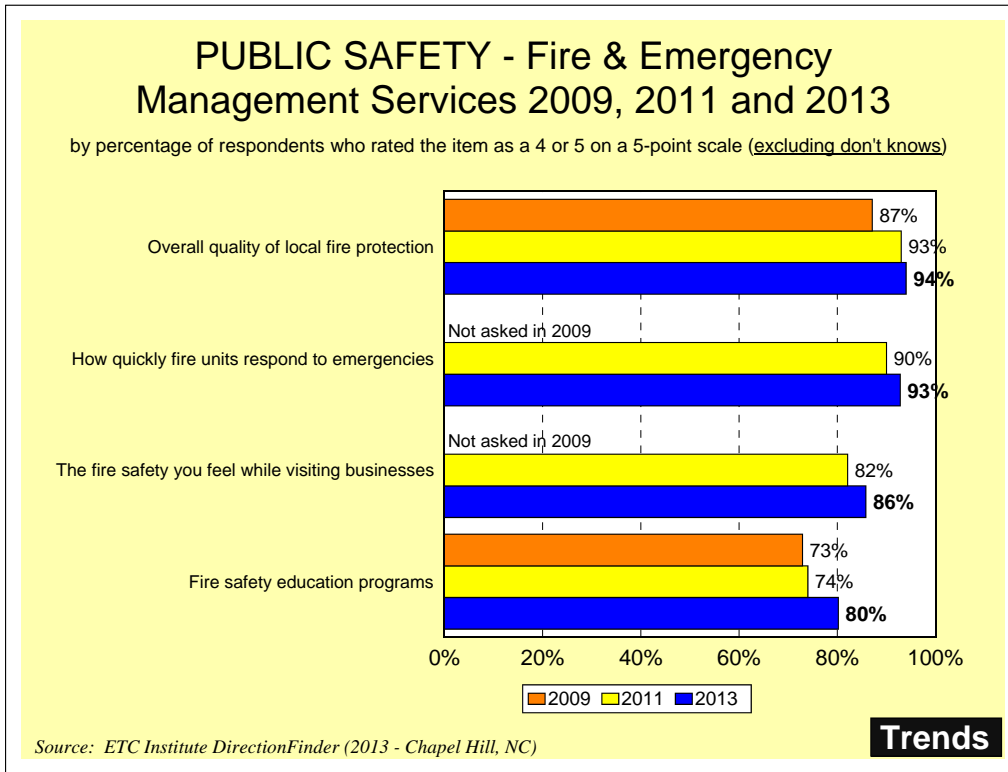
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

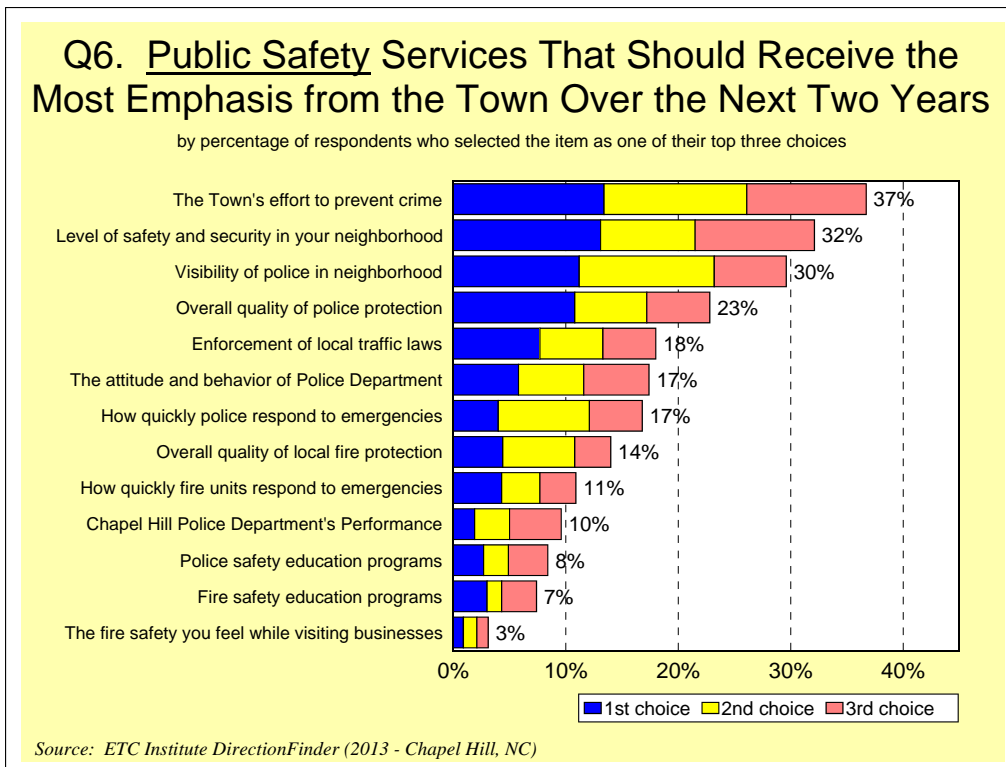
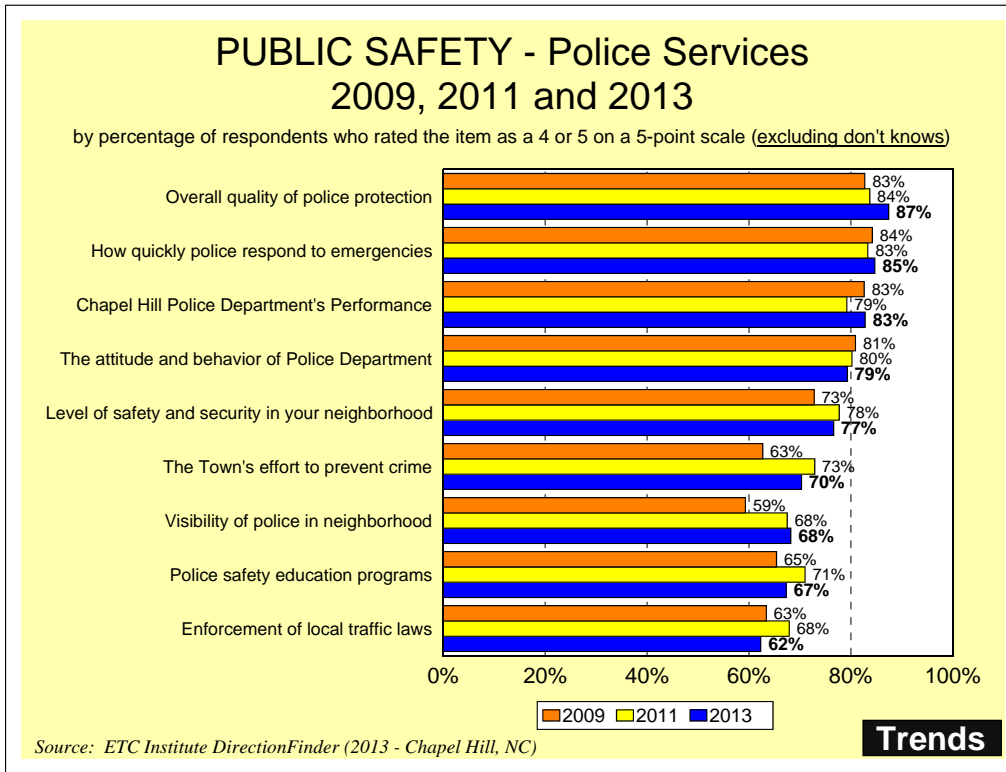
## Q4. Satisfaction with Public Safety Services - Fire & Emergency Management Services

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



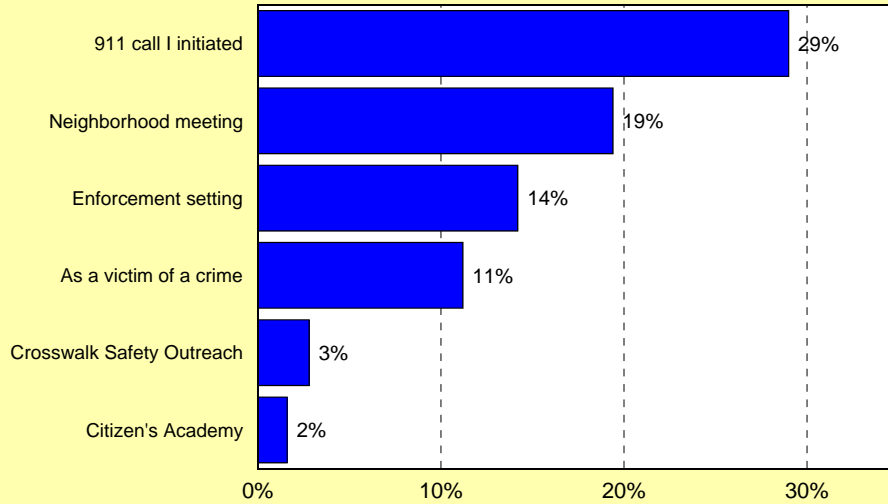
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)





### Q7. Have you interacted with the Town's Police Department in any of the following ways within the past 2 years?

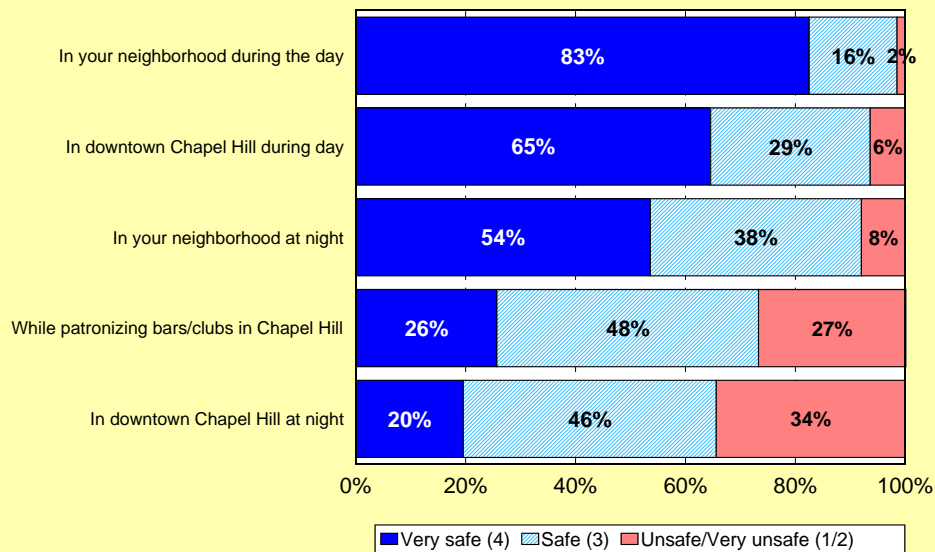
by percentage of respondents (multiple choices could be made)



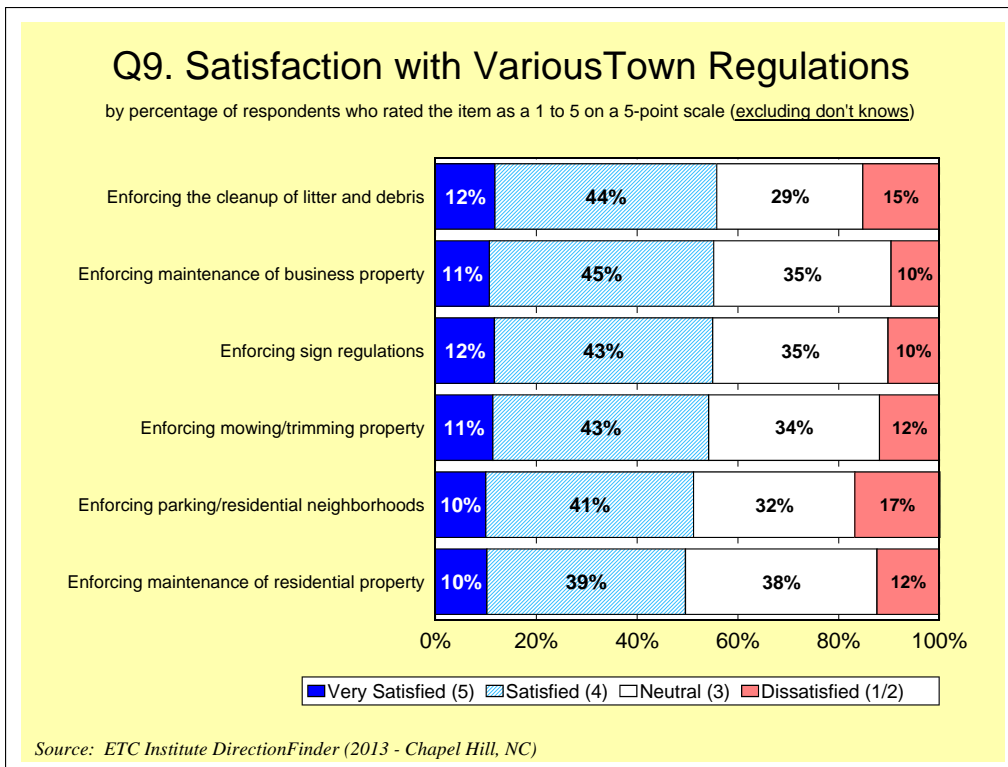
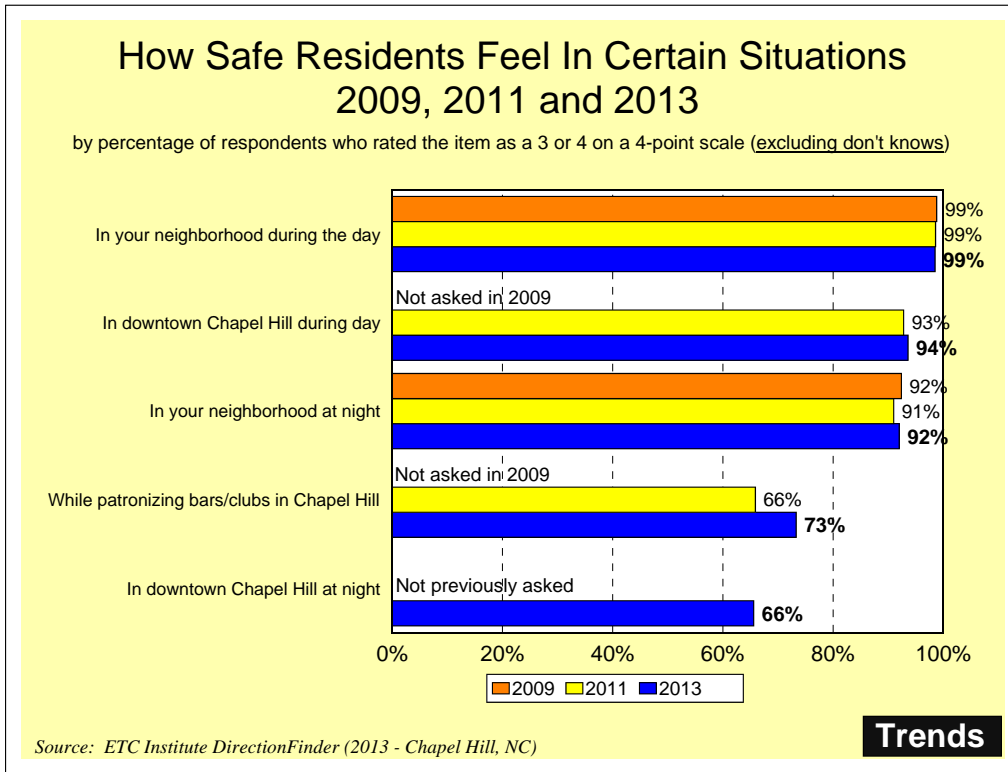
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

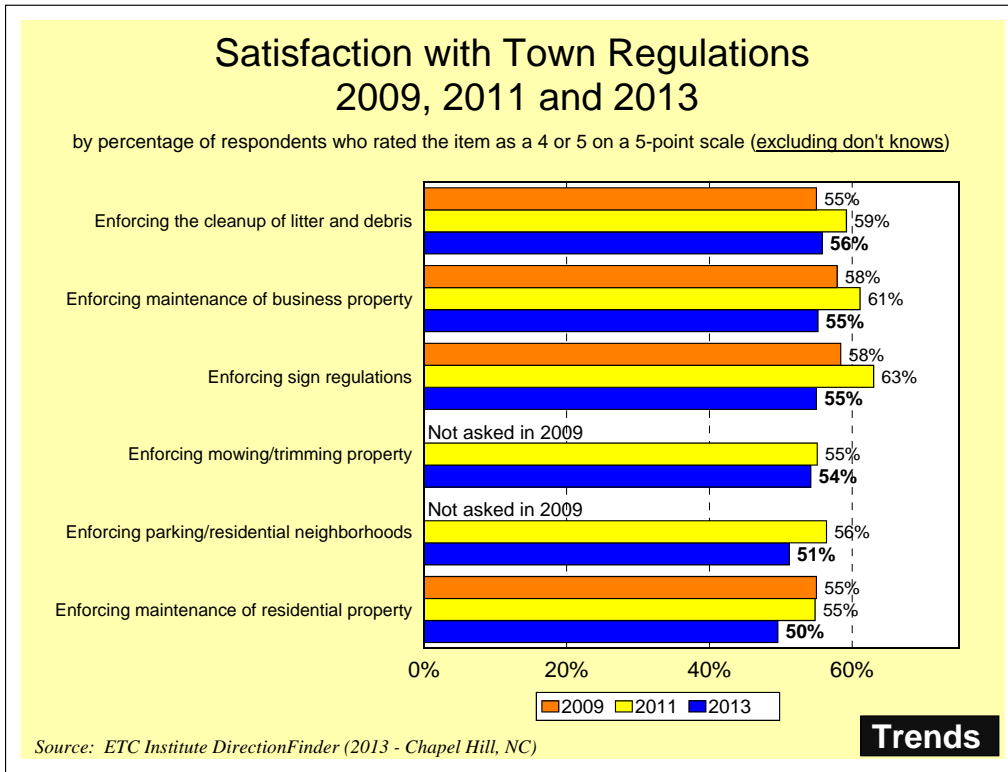
### Q8. How Safe Residents Feel In Certain Situations

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)





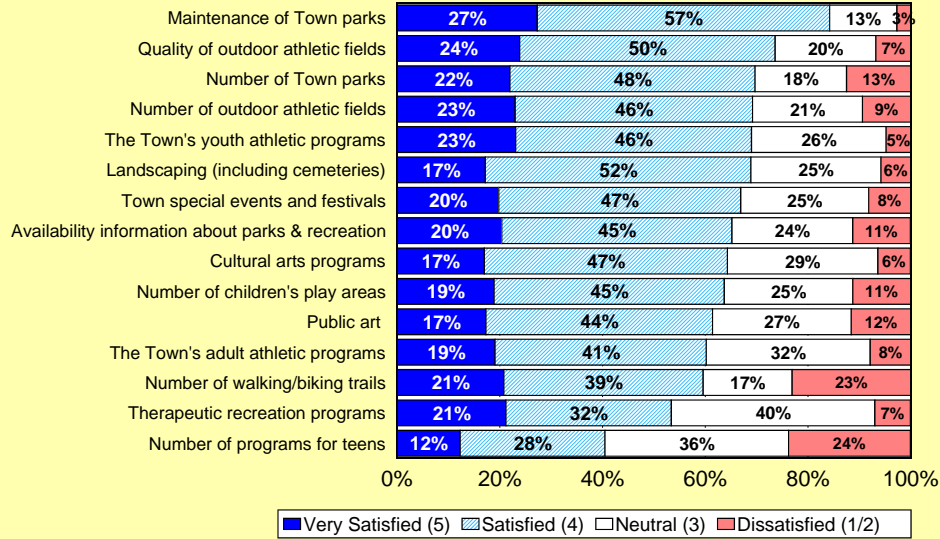
# PARKS & RECREATION

Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



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

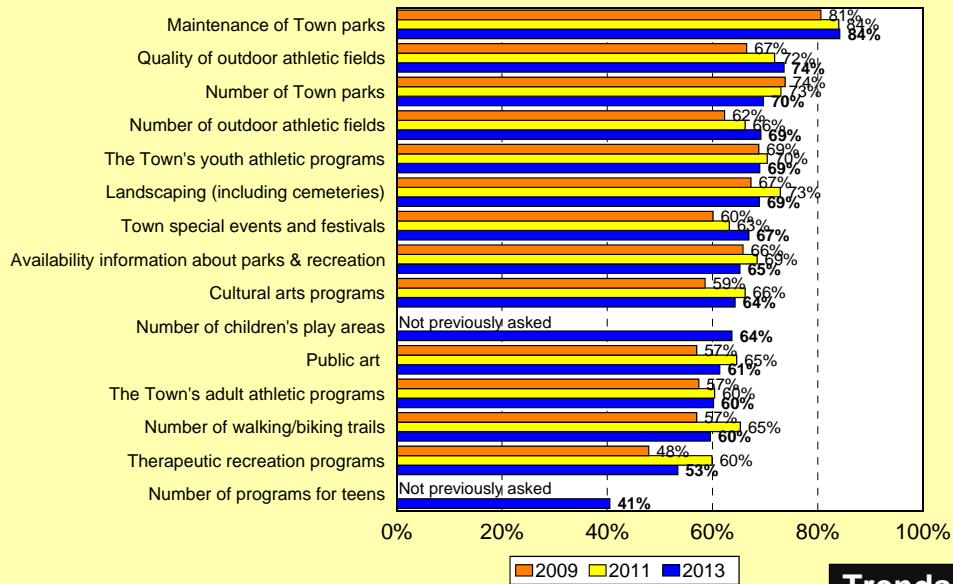
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Various Aspects of Parks and Recreation 2009, 2011 and 2013

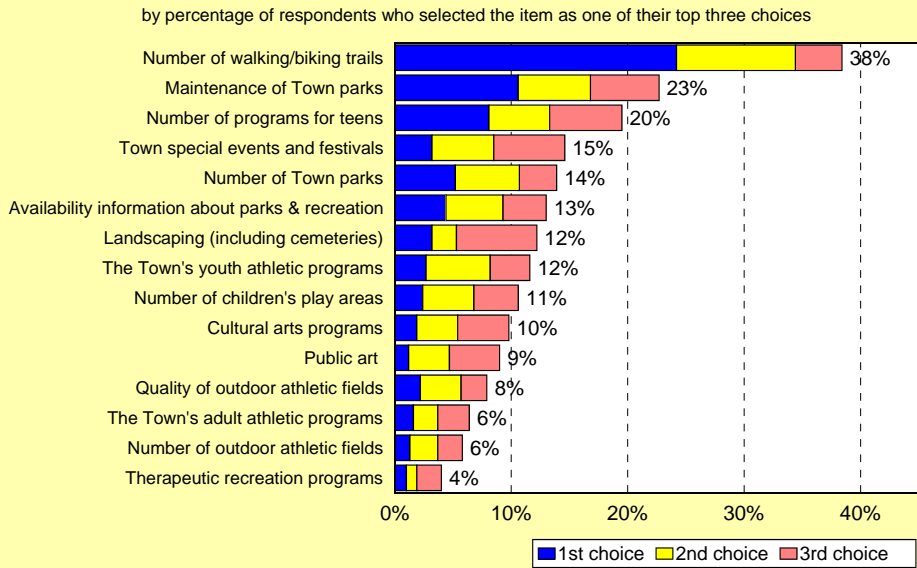
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

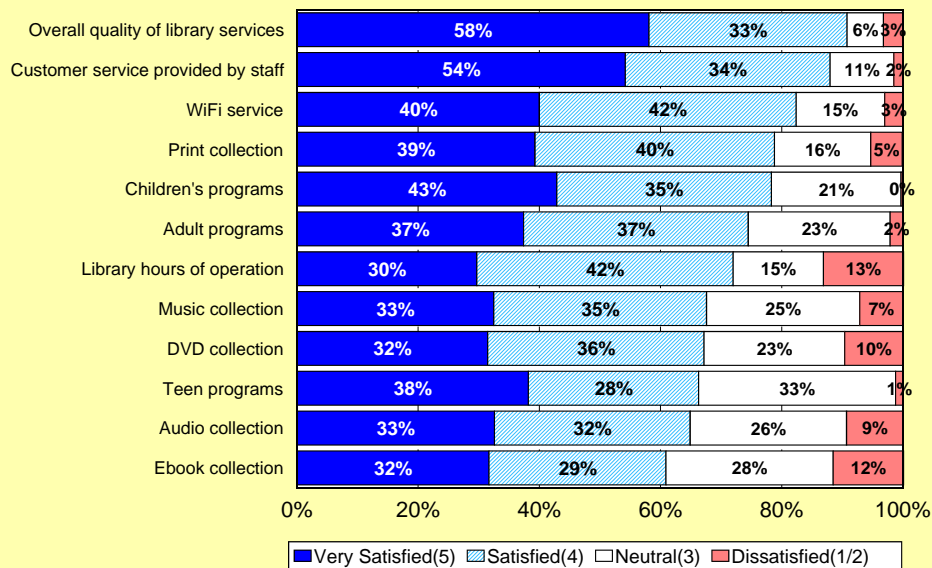
### Q11. Parks and Recreation Services that Should Receive the Most Emphasis from the Town Over the Next Two Years



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q12. Satisfaction with Library Services

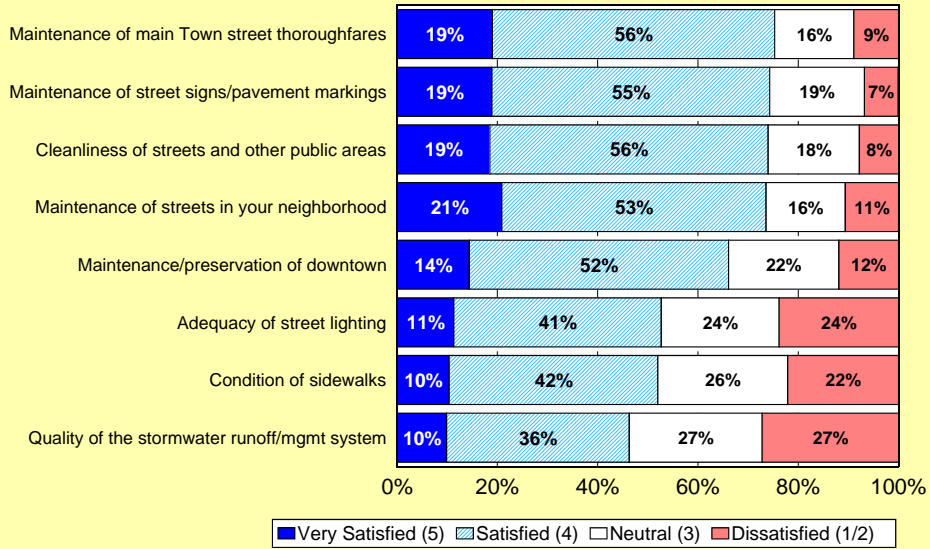
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q13. Satisfaction with Public Works

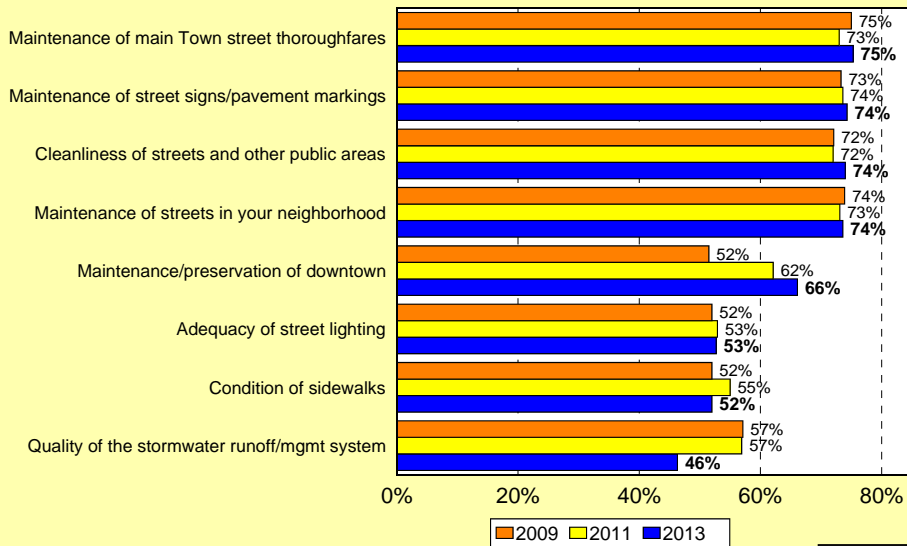
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### PUBLIC WORKS 2009, 2011 and 2013

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

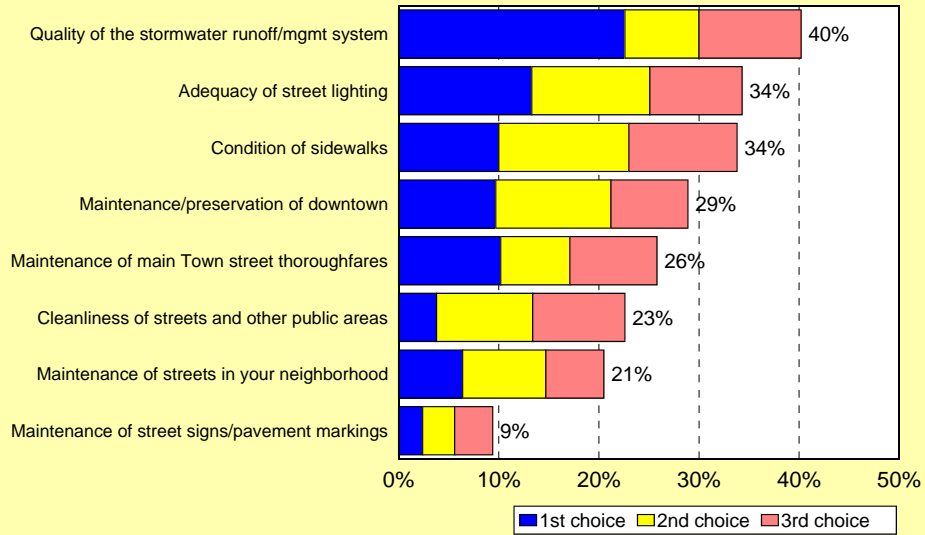


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

### Q14. Public Works Services that Should Receive the Most Emphasis from the Town Over the Next Two Years

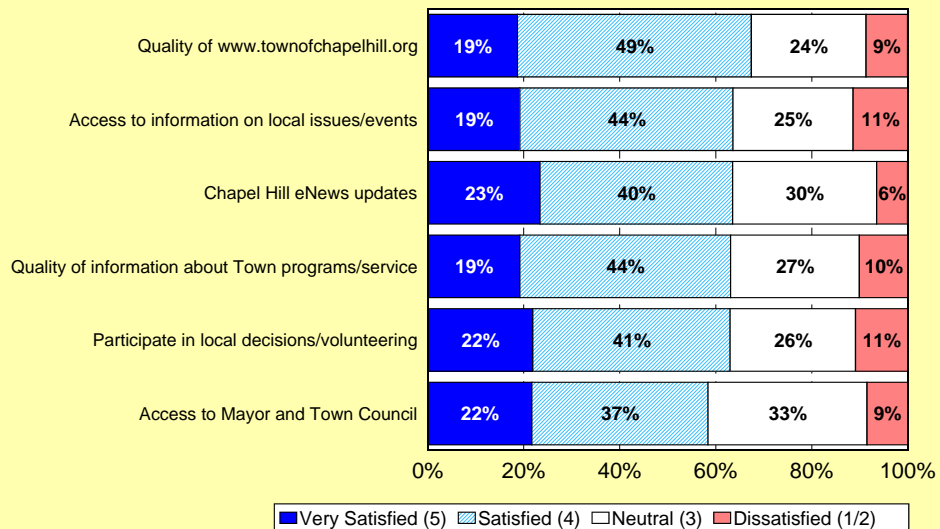
by percentage of respondents who selected the item as one of their top three choices



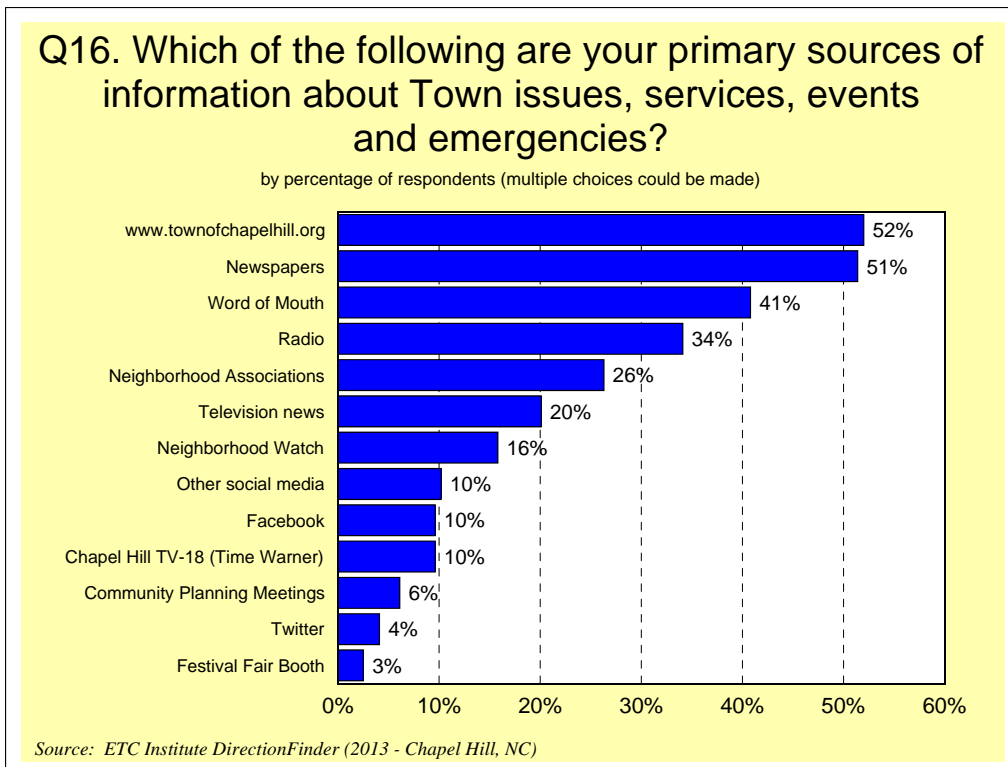
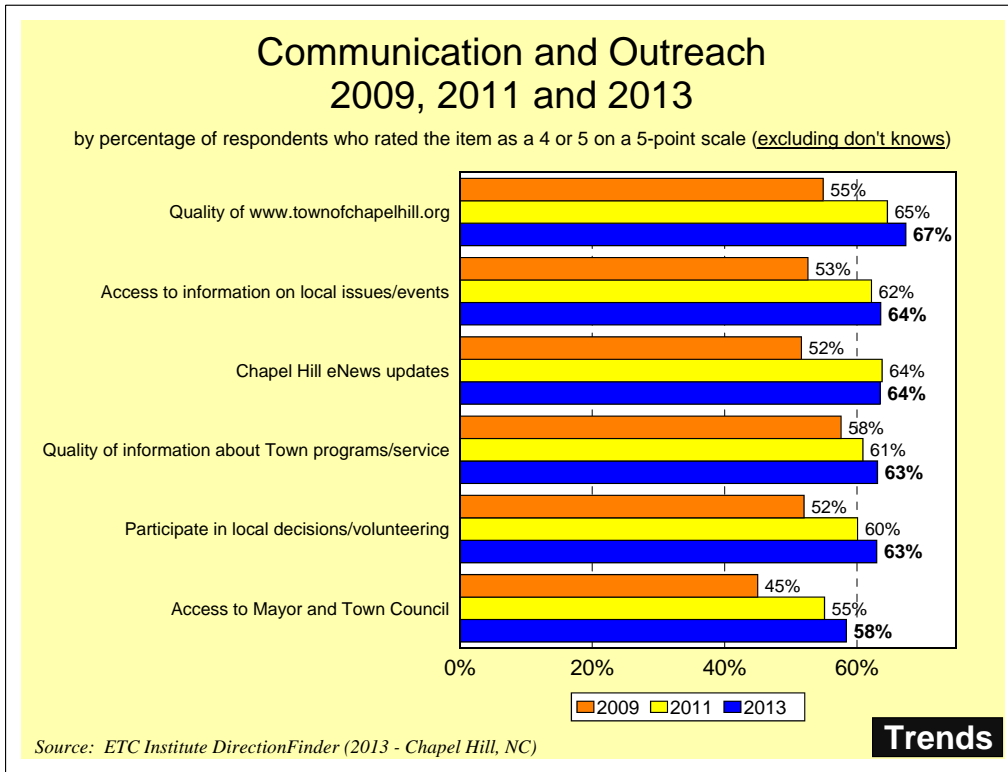
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q15. Satisfaction with Public Communication and Outreach

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

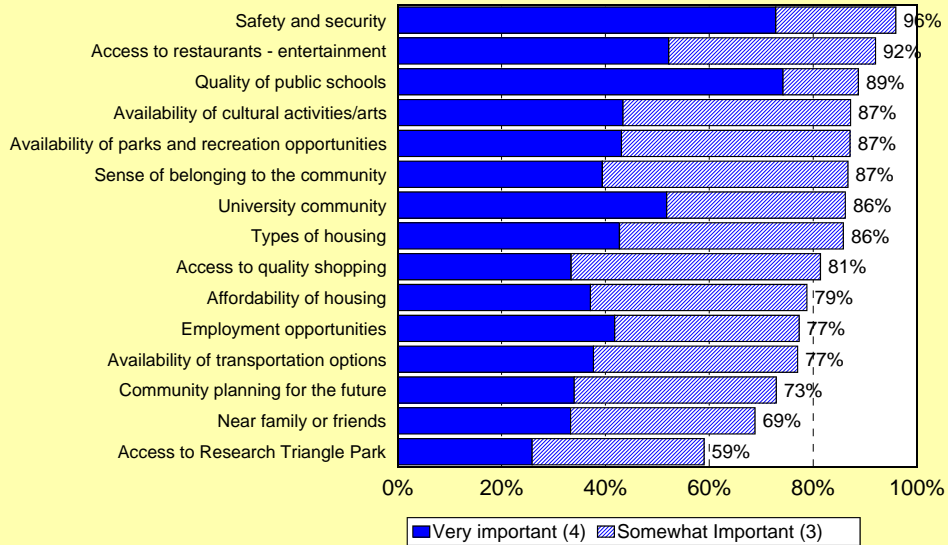


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



### Q17. Importance of Various Factors in your Decision to Live in Chapel Hill

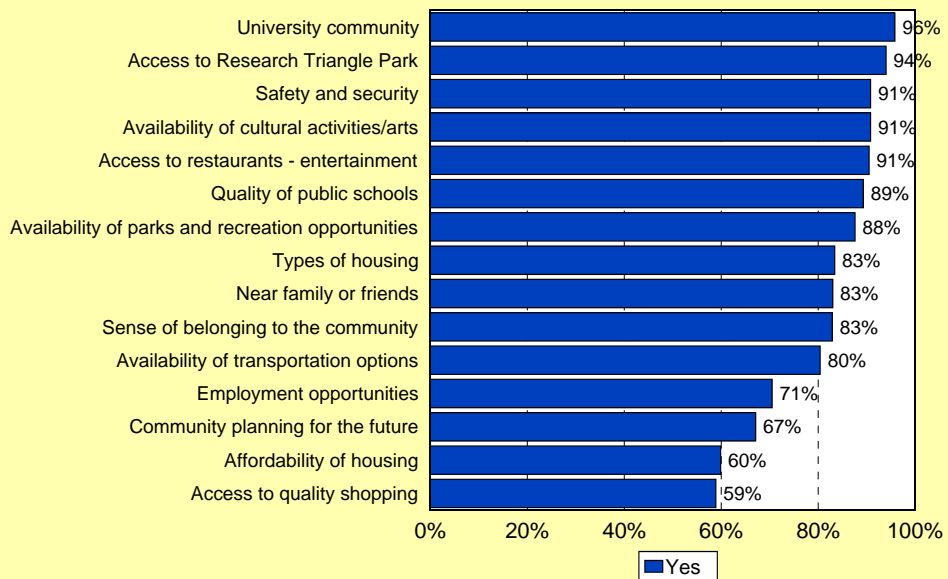
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



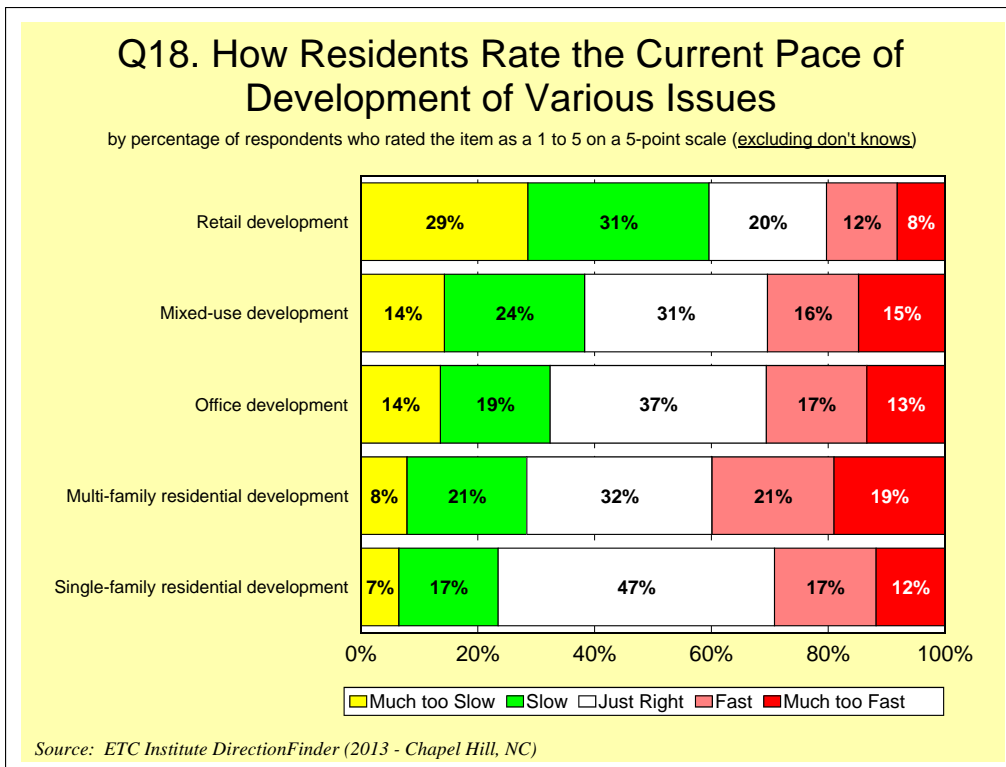
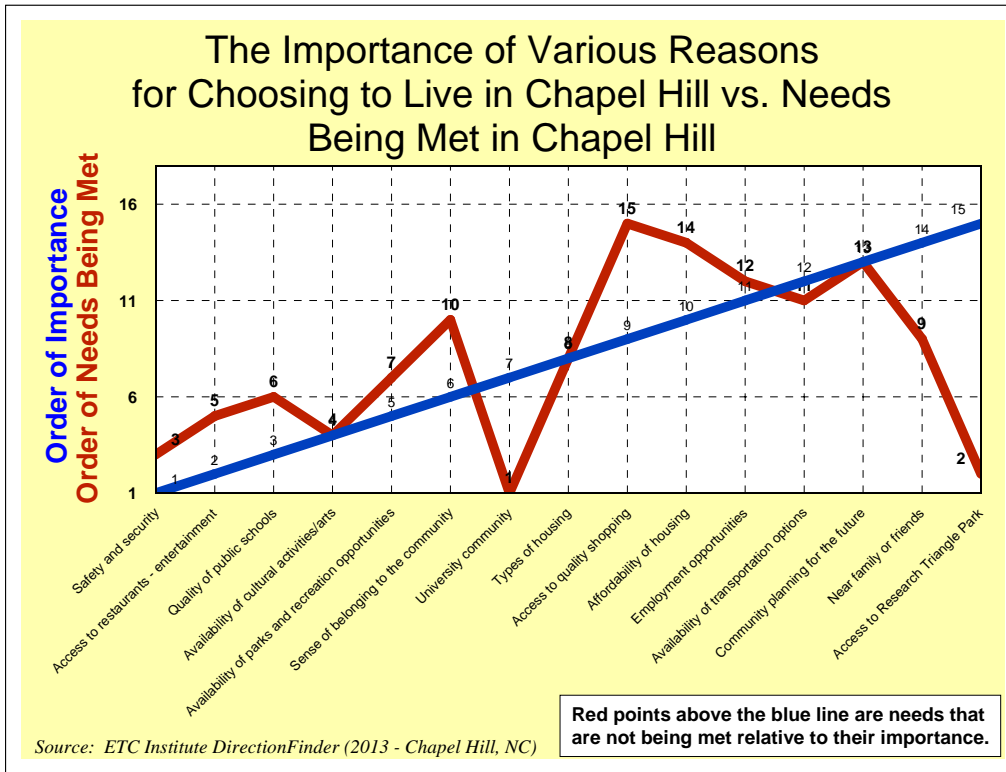
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q17. Are your needs being met in Chapel Hill?

by percentage of respondents (excluding don't knows)

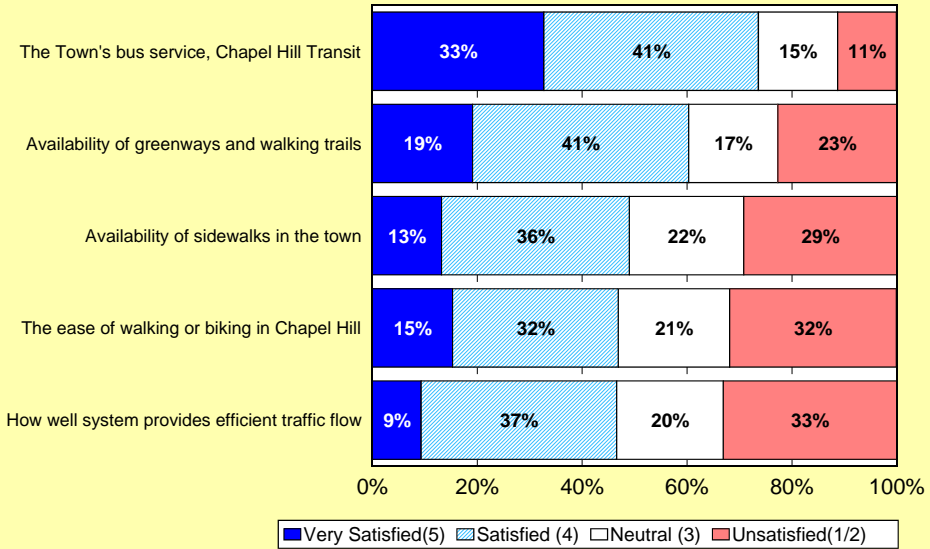


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)



### Q19. Satisfaction with Transportation in Chapel Hill

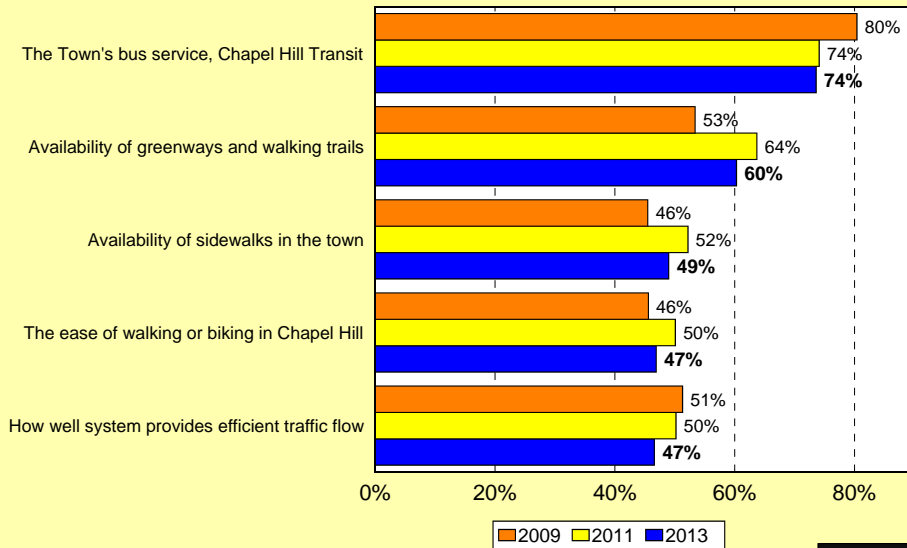
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Transportation Services 2009, 2011 and 2013

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



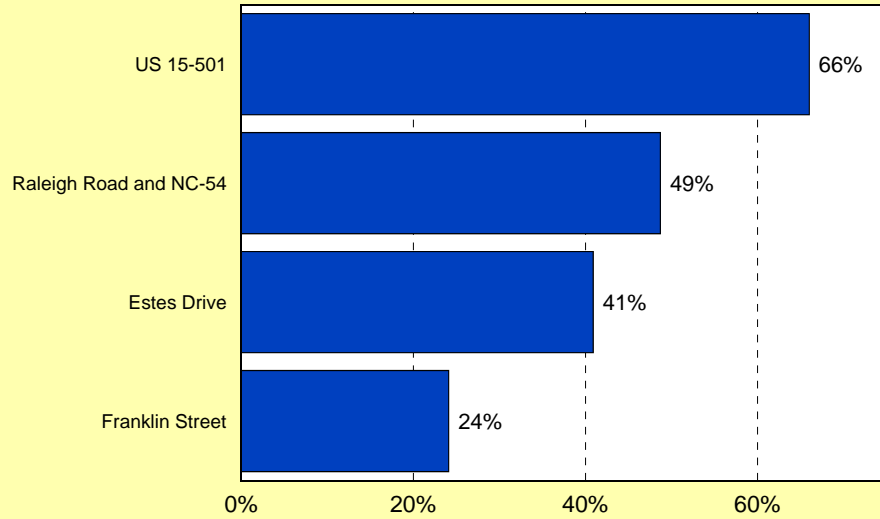
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**



**Q20. In your experience, which are the most congested east-west roads?**

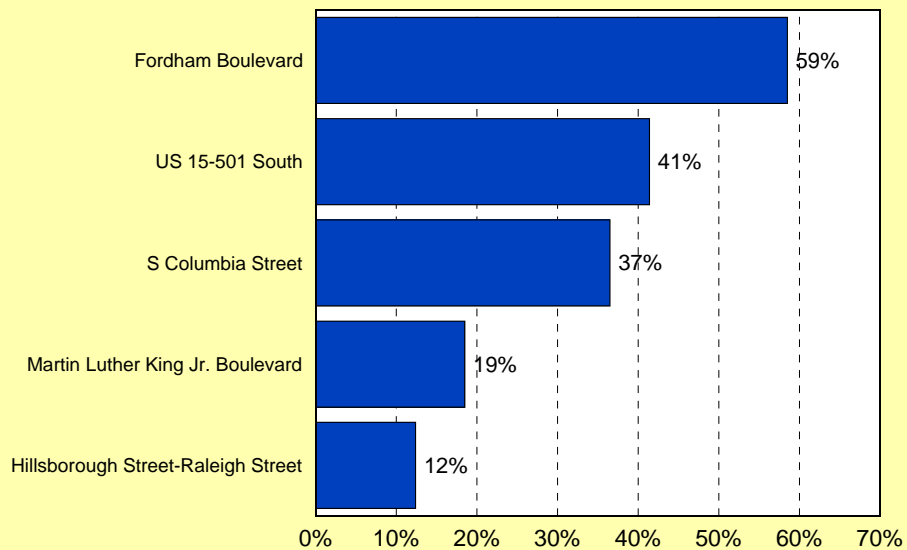
by percentage of respondents (sum of top two choices)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q21. Which are the most congested north-south roads?**

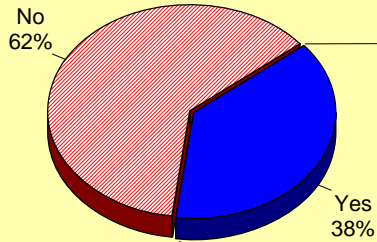
by percentage of respondents (sum of top two choices)



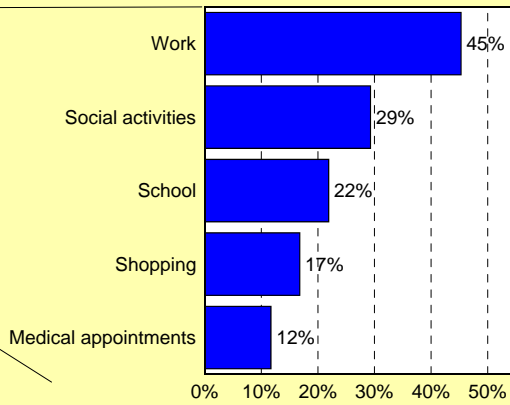
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q22. Do you or does any member of your household use Chapel Hill Transit?**

by percentage of respondents



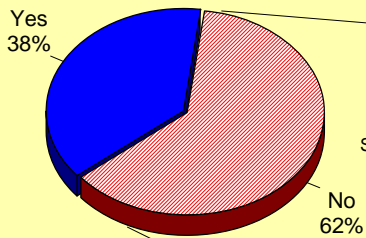
**Q22a. The Primary Reason for Taking the Bus**



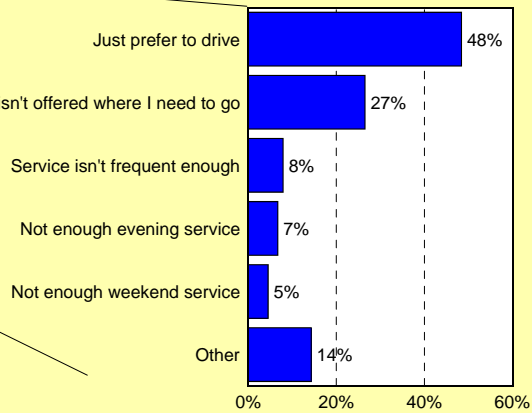
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q22. Do you or does any member of your household use Chapel Hill Transit?**

by percentage of respondents



**Q22b. The Primary Reason for Not Using Chapel Hill Transit**

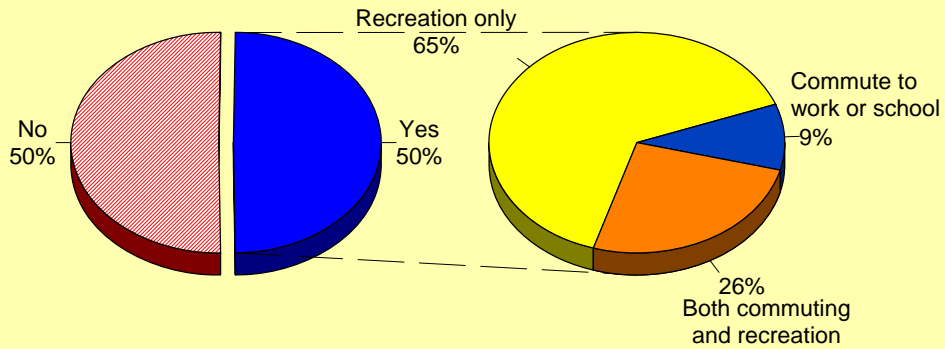


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q23. Does anyone in your household ride a bicycle?

by percentage of respondents

Q23a. For what purpose do they ride a bike?

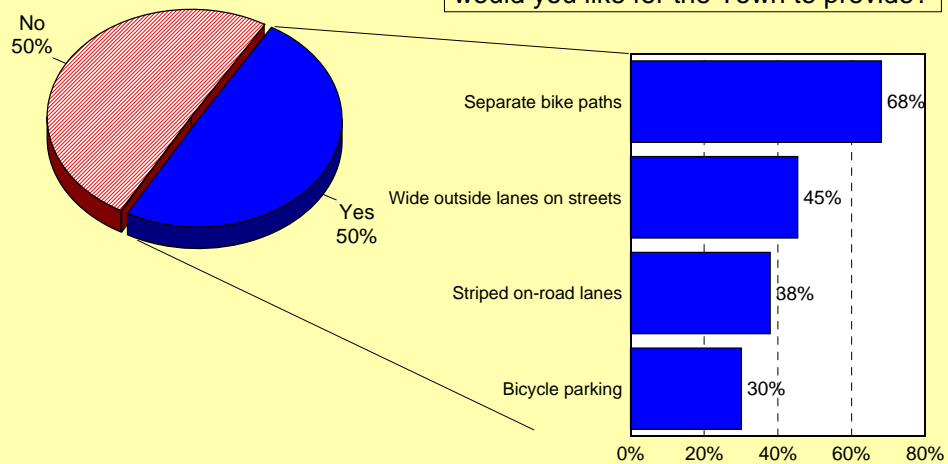


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q23. Does anyone in your household ride a bicycle?

by percentage of respondents

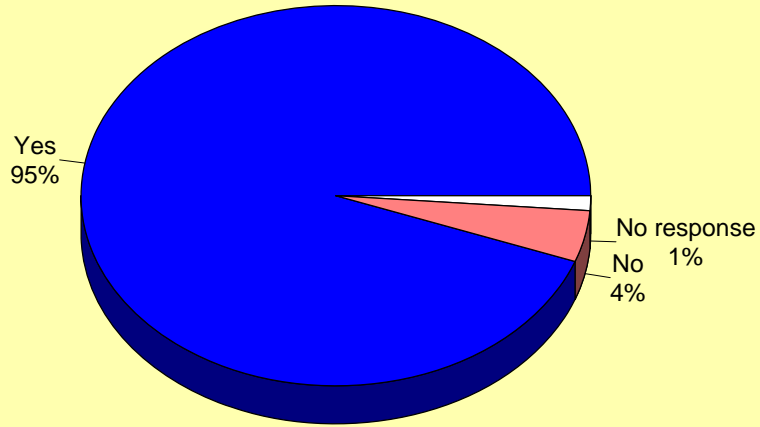
Q23b. What type of bicycle amenities would you like for the Town to provide?



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q24. Within the Town limits, do you feel safe driving?

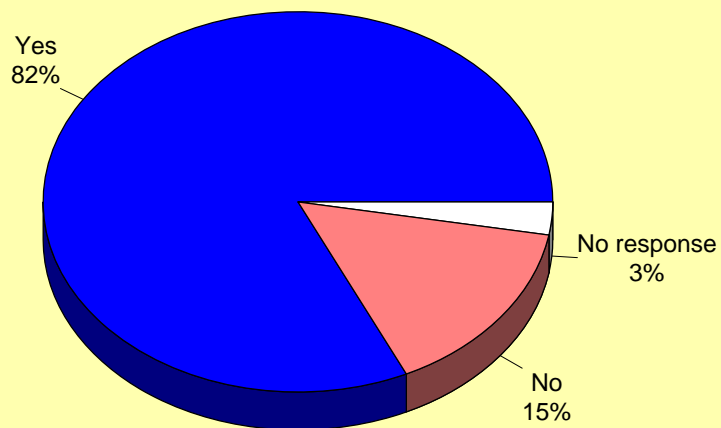
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q25. Within the Town limits, do you feel safe walking?

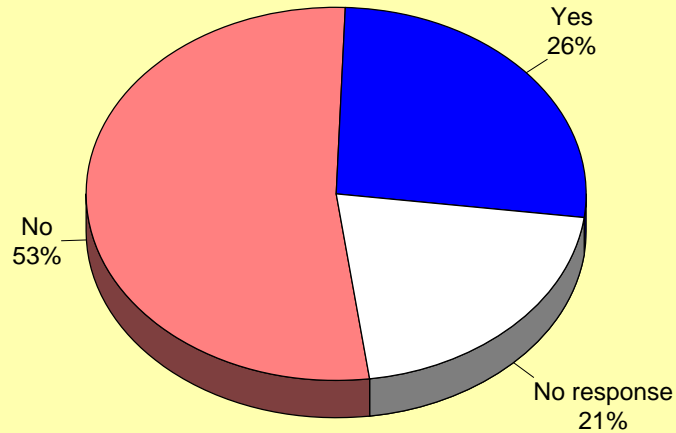
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q26. Within the Town limits, do you feel safe cycling?

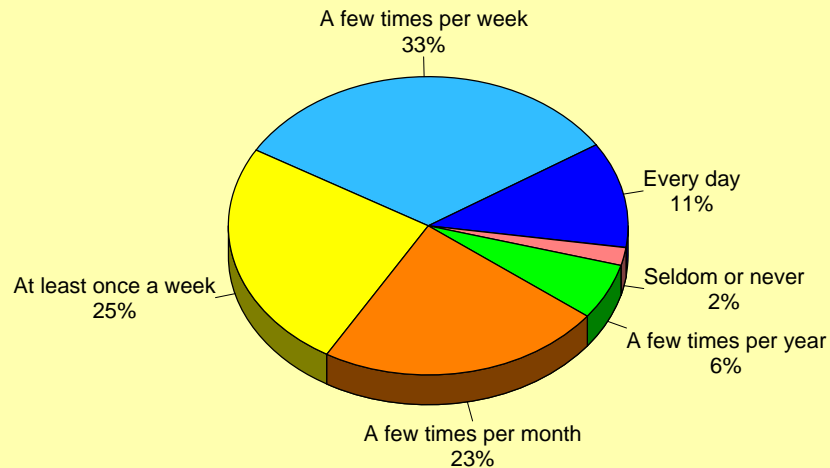
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q27. How often do you typically go outside Chapel Hill Town limits to shop?

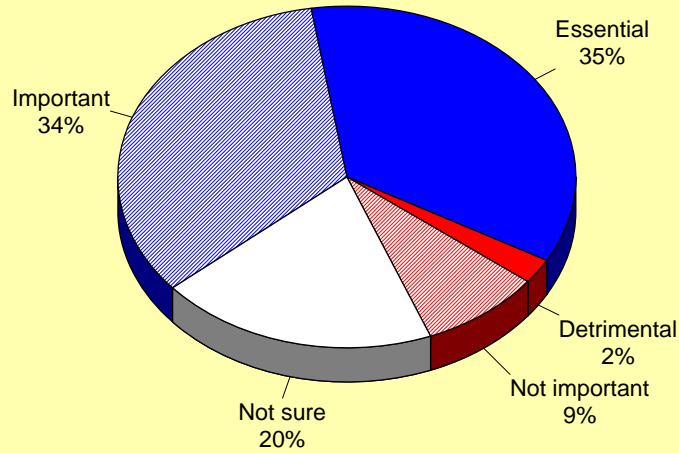
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q28. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?**

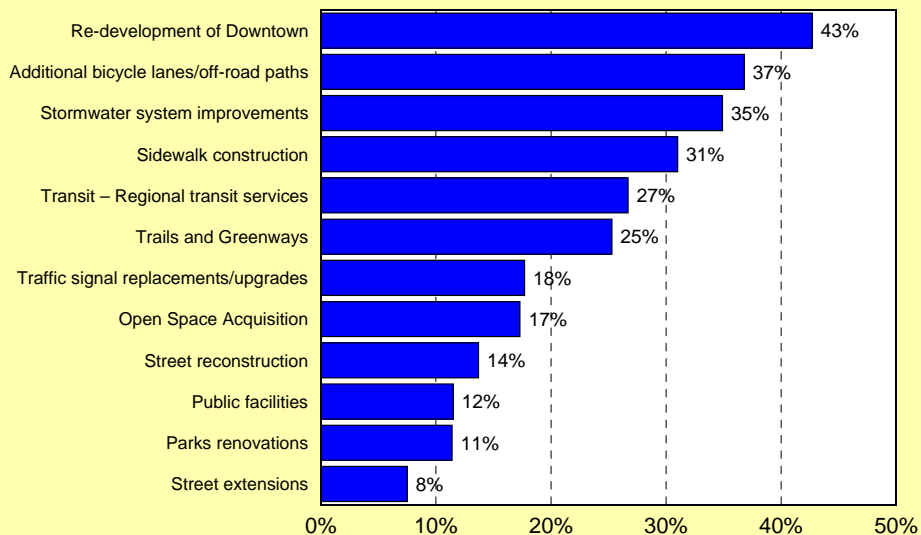
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q29. Capital Improvements That Are Most Important to Residents**

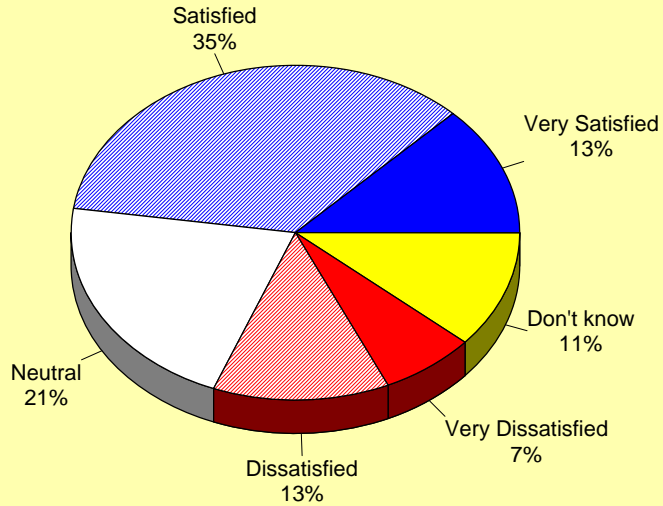
by percentage of respondents (sum of top three choices)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

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

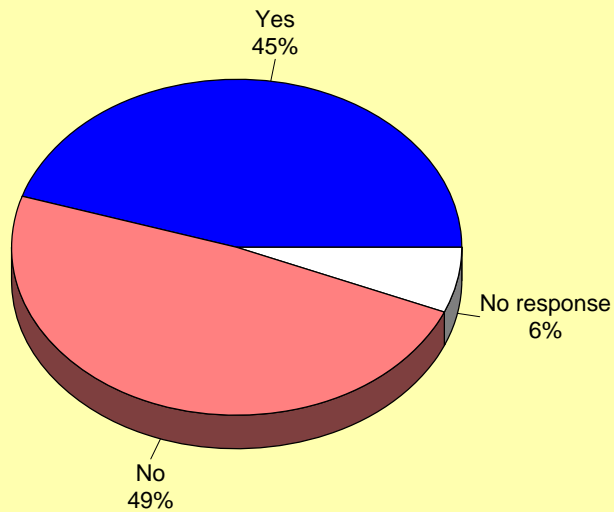
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

Q31. Do you feel your voice matters in Town decision making?

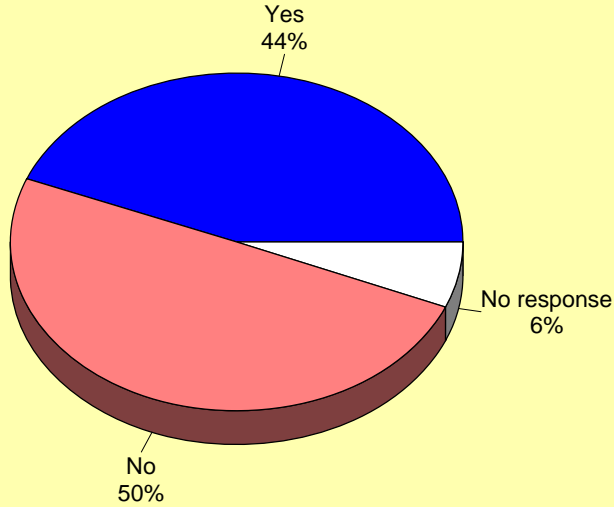
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q32. Do you feel your voice can influence change in Chapel Hill?

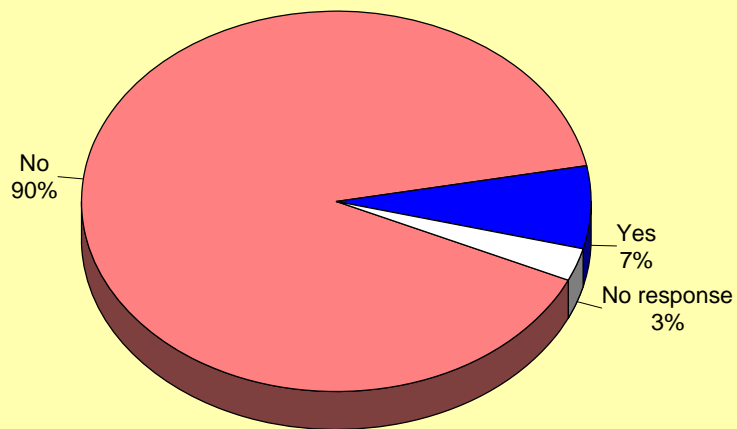
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

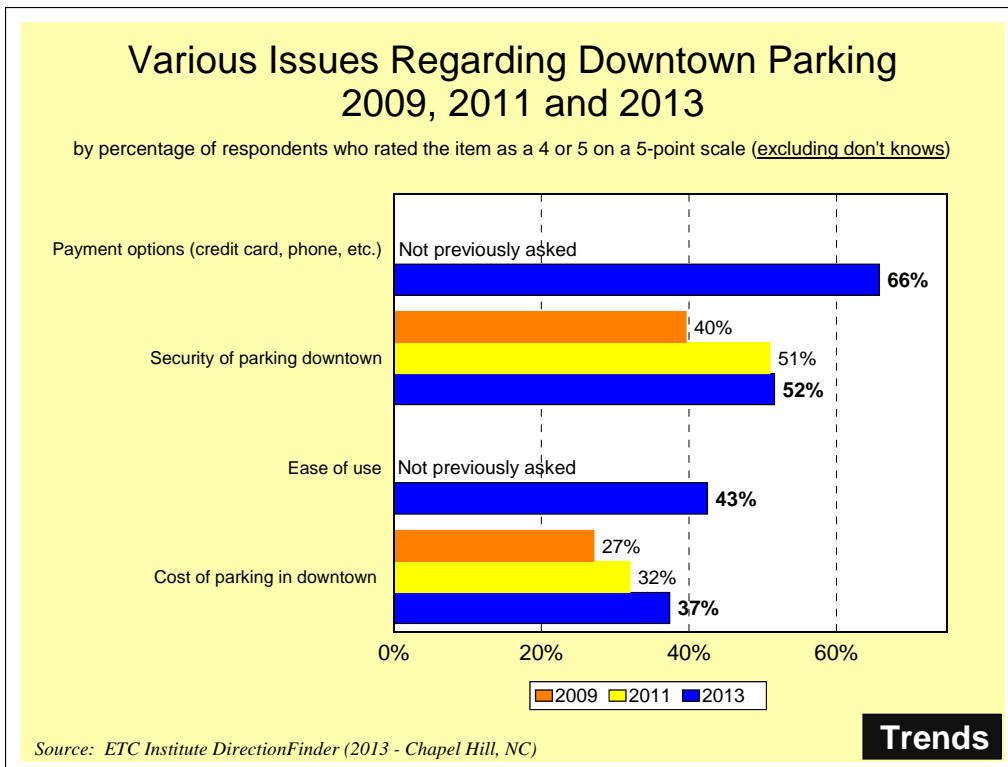
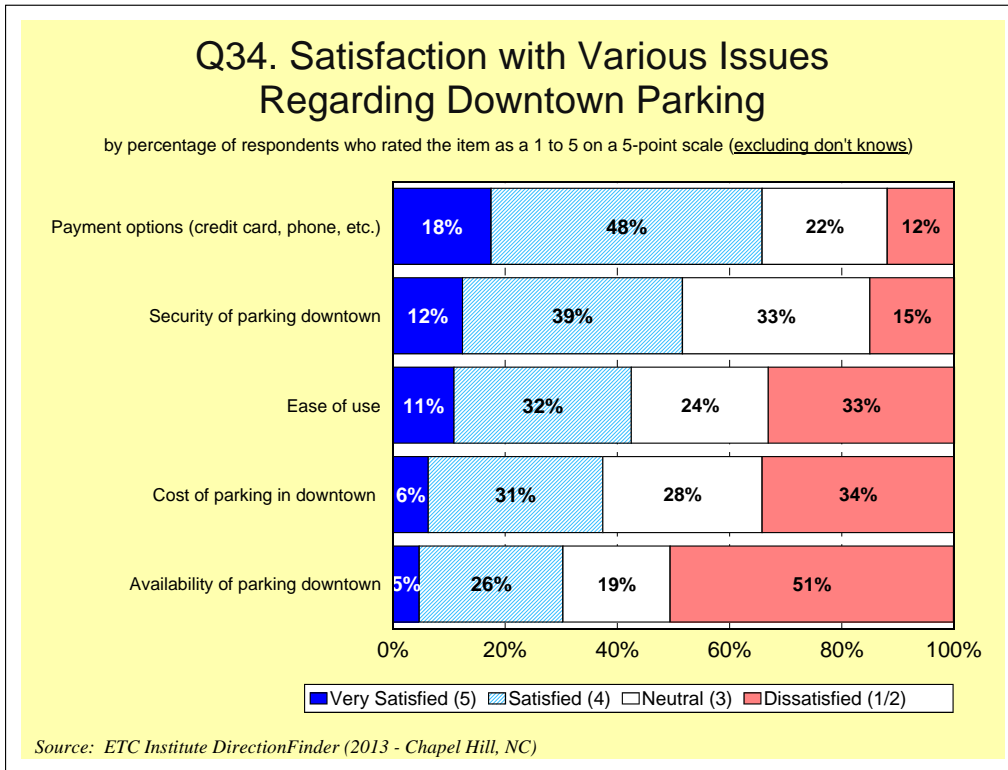
### Q33. Are you aware of, or have you participated in, the Town's Youth Initiative?

by percentage of respondents



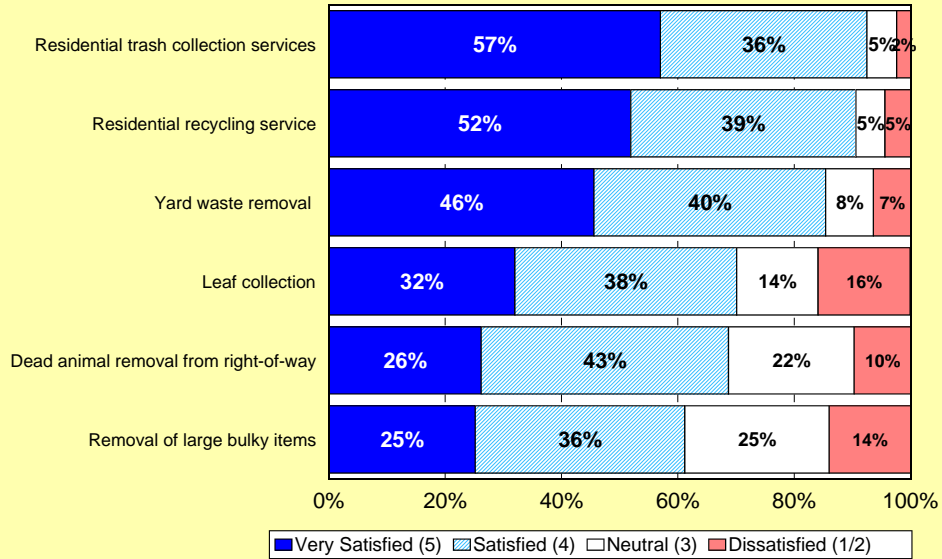
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)





### Q35. Satisfaction with Issues Regarding Trash Service

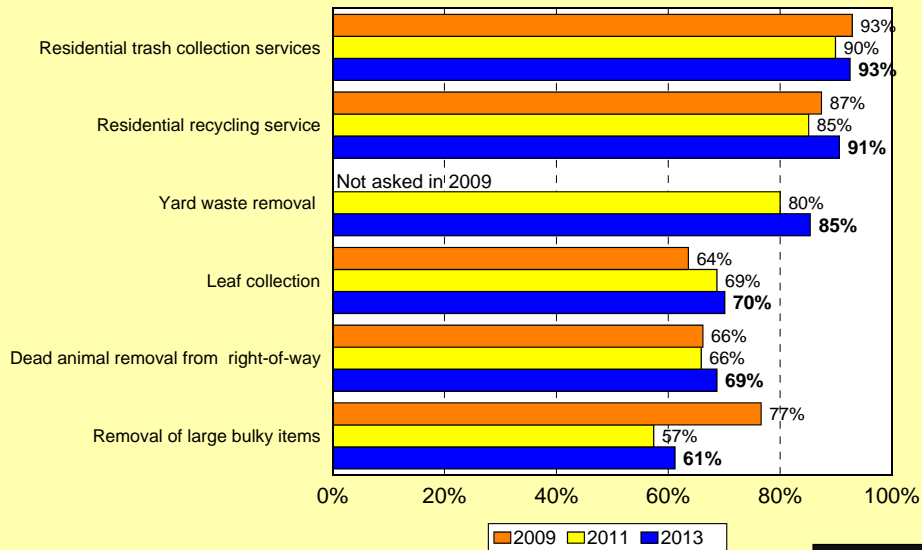
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Various Issues Regarding Trash Service 2009, 2011 and 2013

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



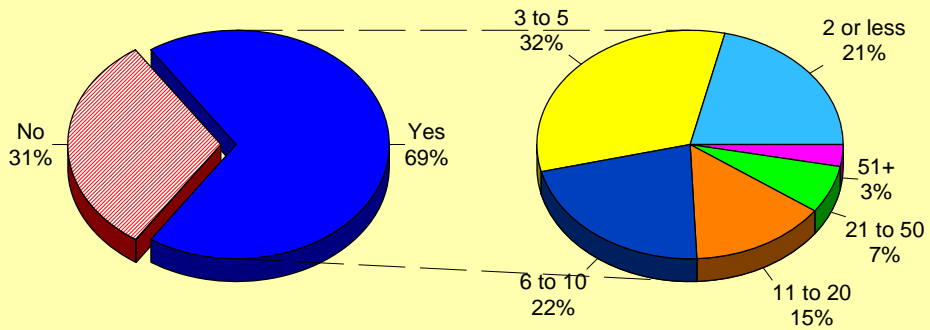
Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

**Q36. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?**

by percentage of respondents

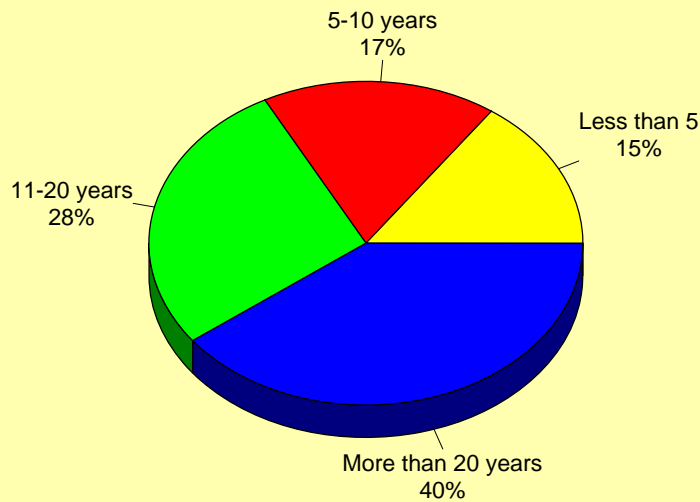
**Q36a. How many times a year do you take items to be recycled?**



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Q37. Demographics: How Many Years Have You Lived in the Town of Chapel Hill?**

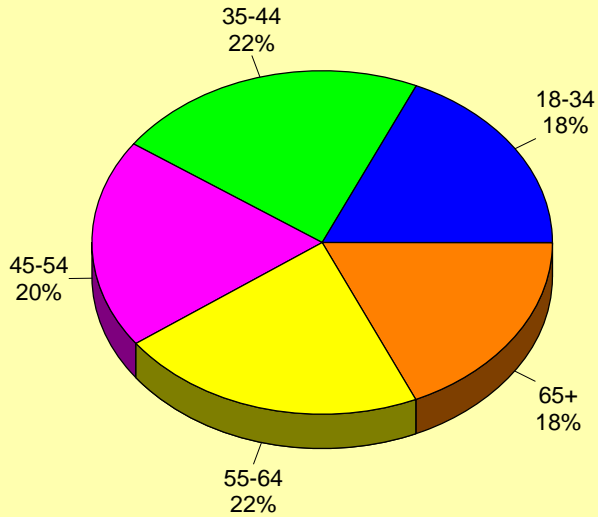
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q38. Demographics: Age of Respondents

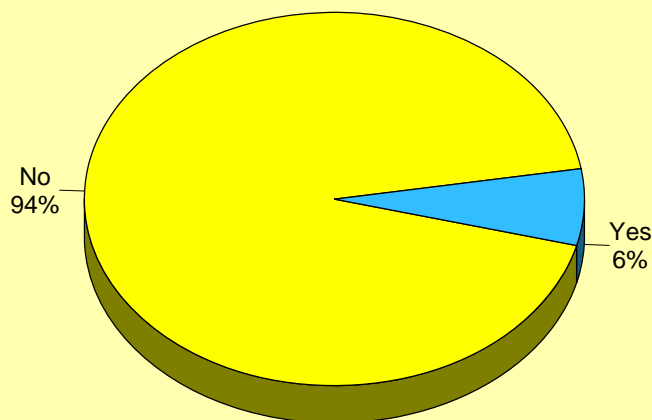
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q39. Demographics: Are you or other members of household of Hispanic or Latino ancestry?

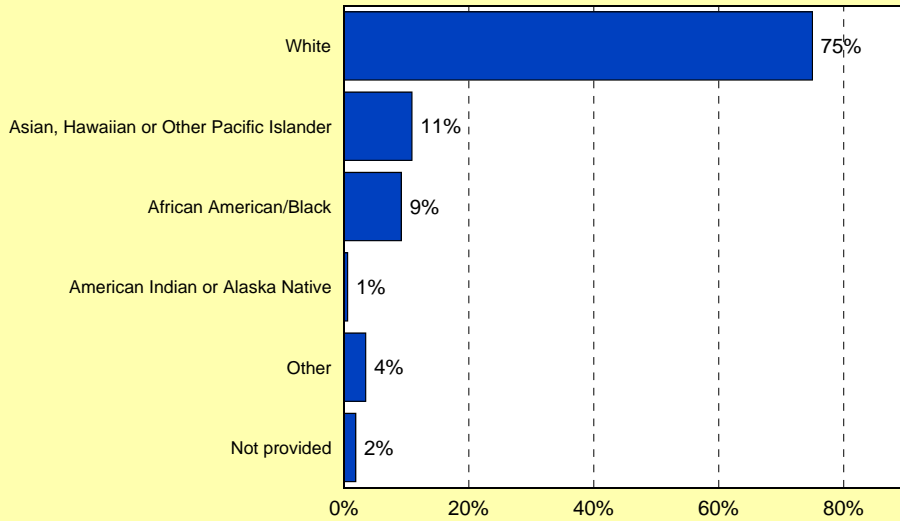
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q40. Demographics: Which of the following best describes your race?

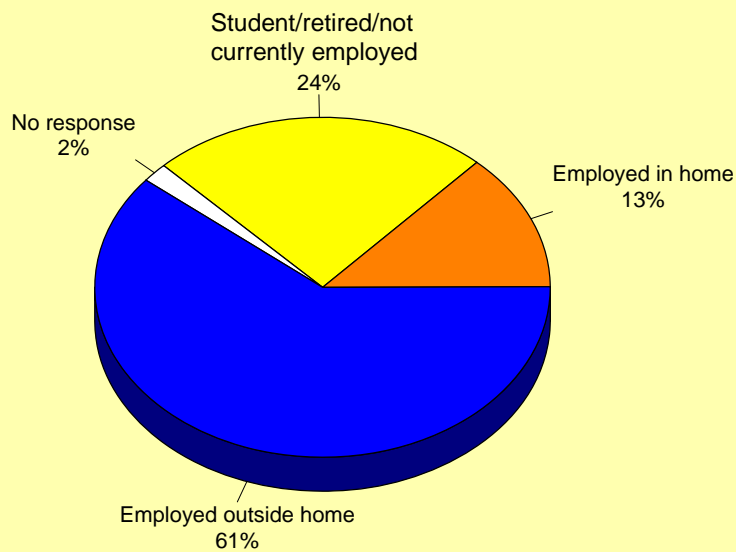
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q41. Current Employment Status

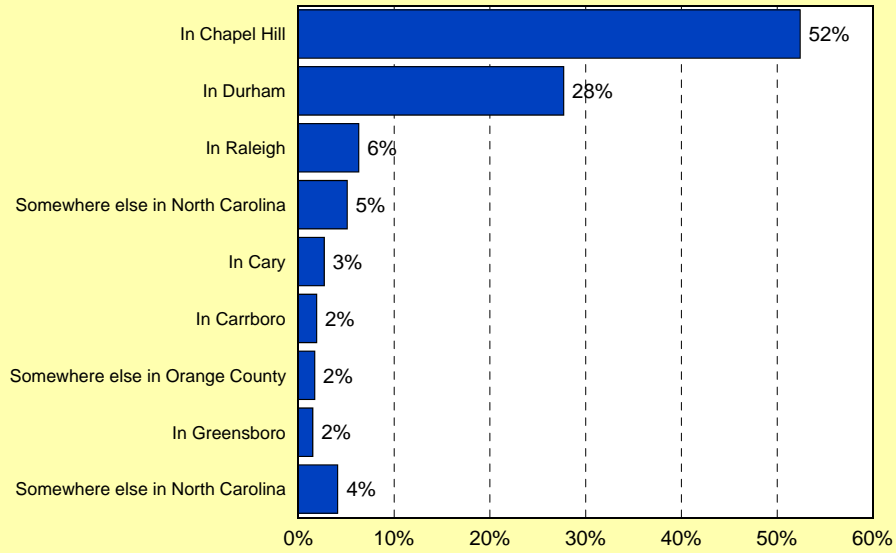
by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q41a. Where Residents are Employed

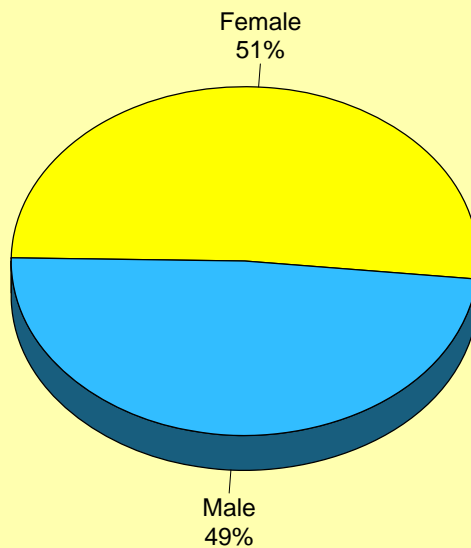
by percentage of respondents who are currently employed outside the home



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

### Q42. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

*Section 2:*  
*Benchmarking Analysis*

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# 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 more than 210 cities and counties in 45 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2013 to a random sample of 3,926 residents in the continental United States, (2) a regional survey that was administered to a random sample of 392 residents in the Southeastern region of the United States during the Summer of 2013. The states included in the Southeastern region are: Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 3,900 residents; the “Southeast Average” shown in the charts reflects the results of the regional survey of 392 residents in the Southeast Region.

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)
- Lubbock, TX (Texas Tech)
- Manhattan, KS (Kansas State University)
- Normal, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, FL
- Tempe, AZ (Arizona State University)
- Tucson, AZ (University of Arizona)
- West Des Moines, IA
- Yuma, AZ



### **Interpreting the Performance Range Charts**

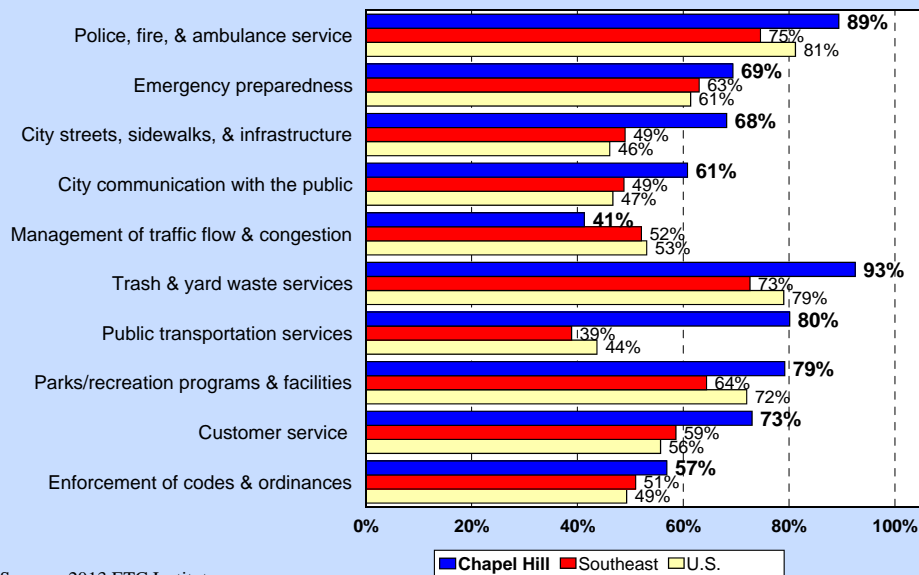
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction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

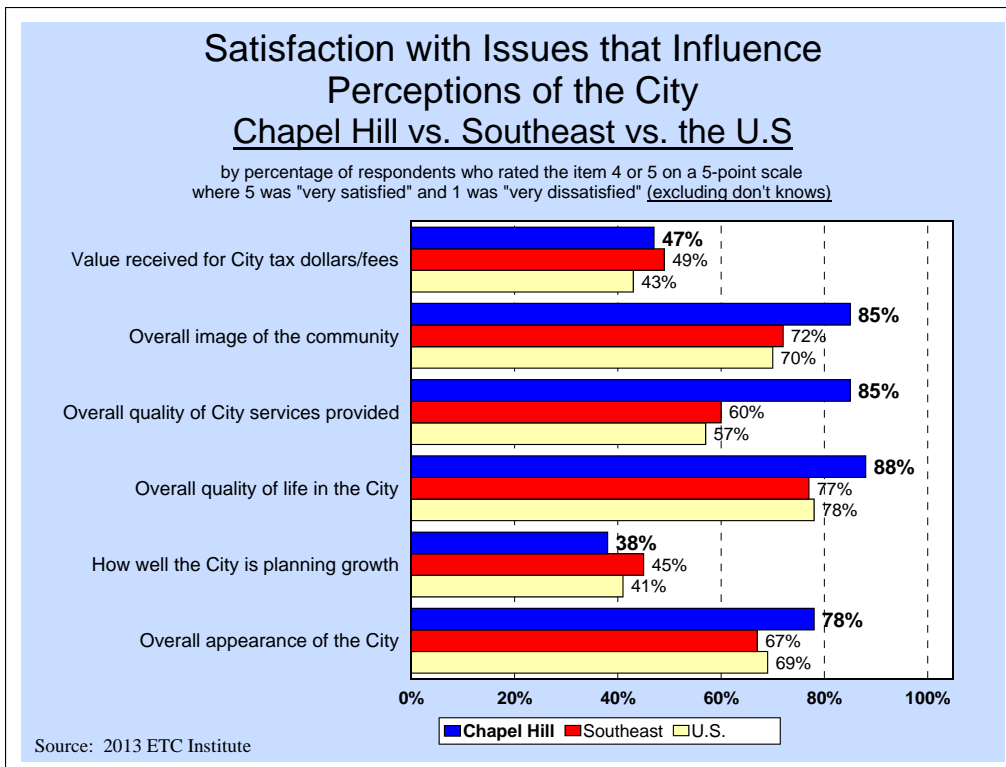
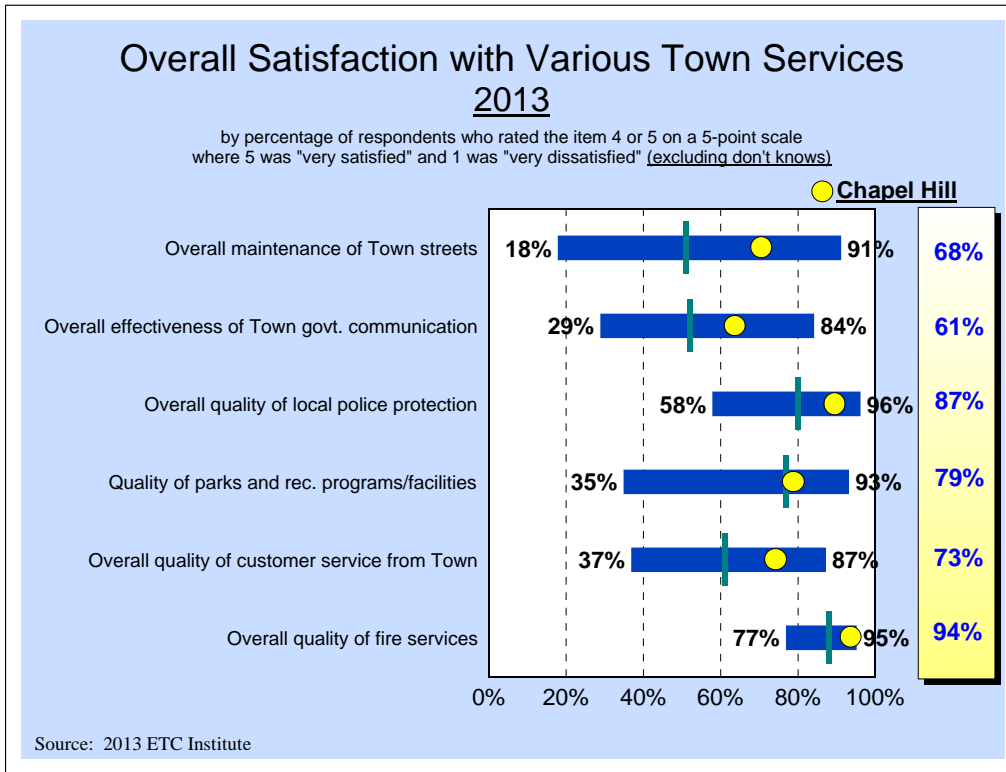
# National Benchmarks

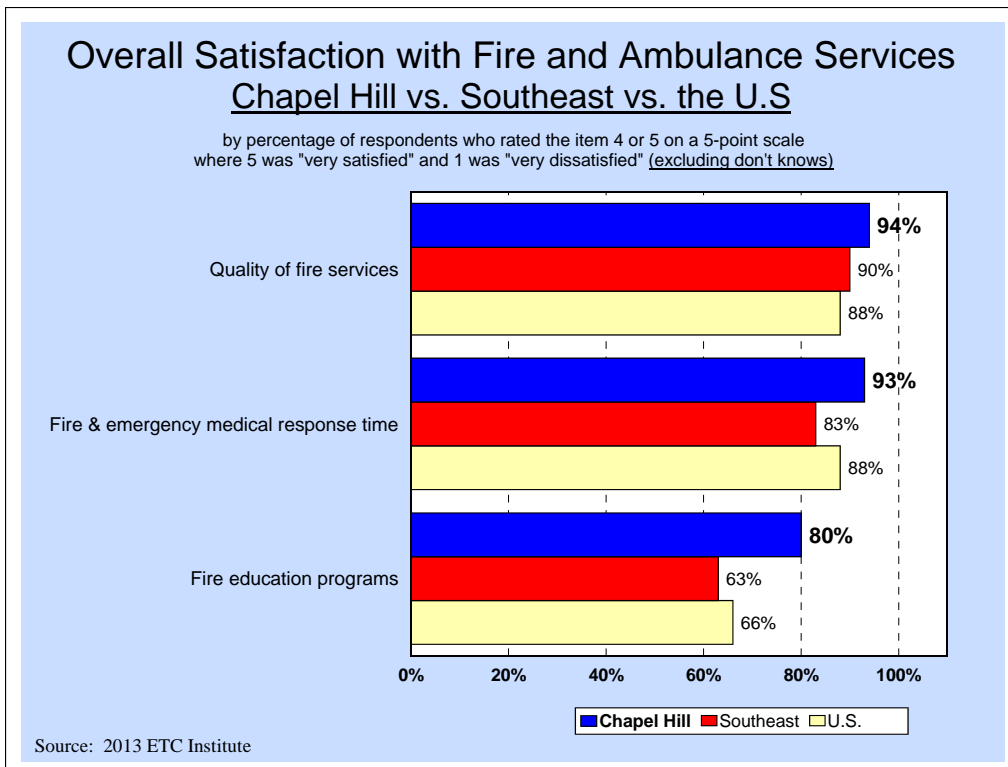
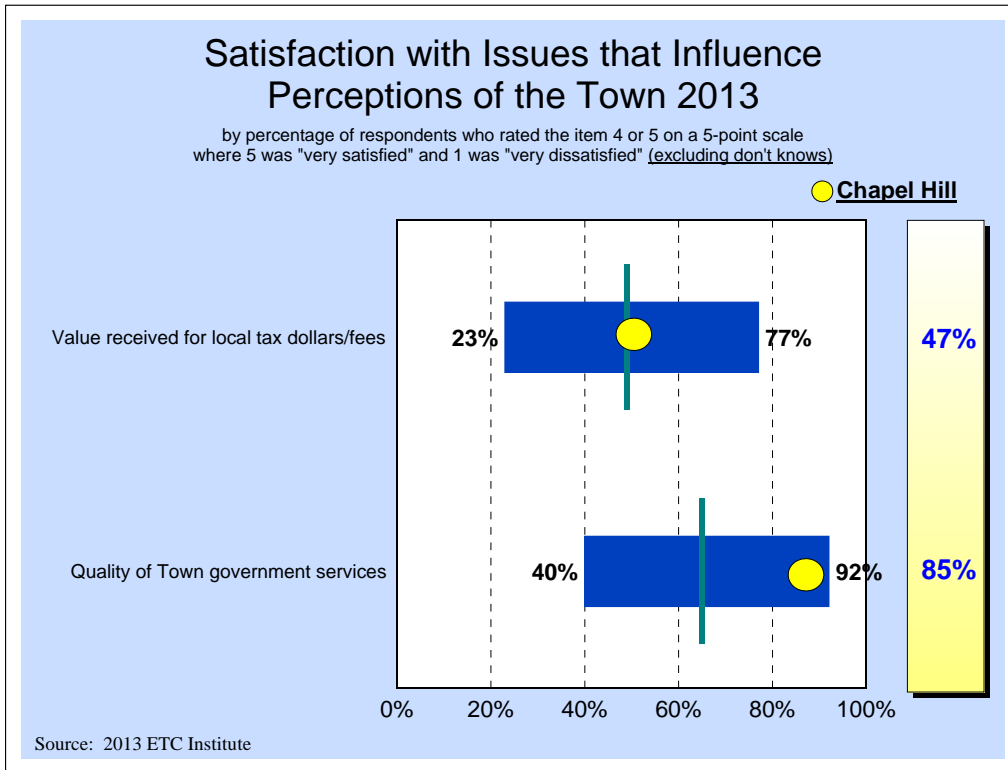
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Chapel Hill is not authorized without written consent from ETC Institute.**

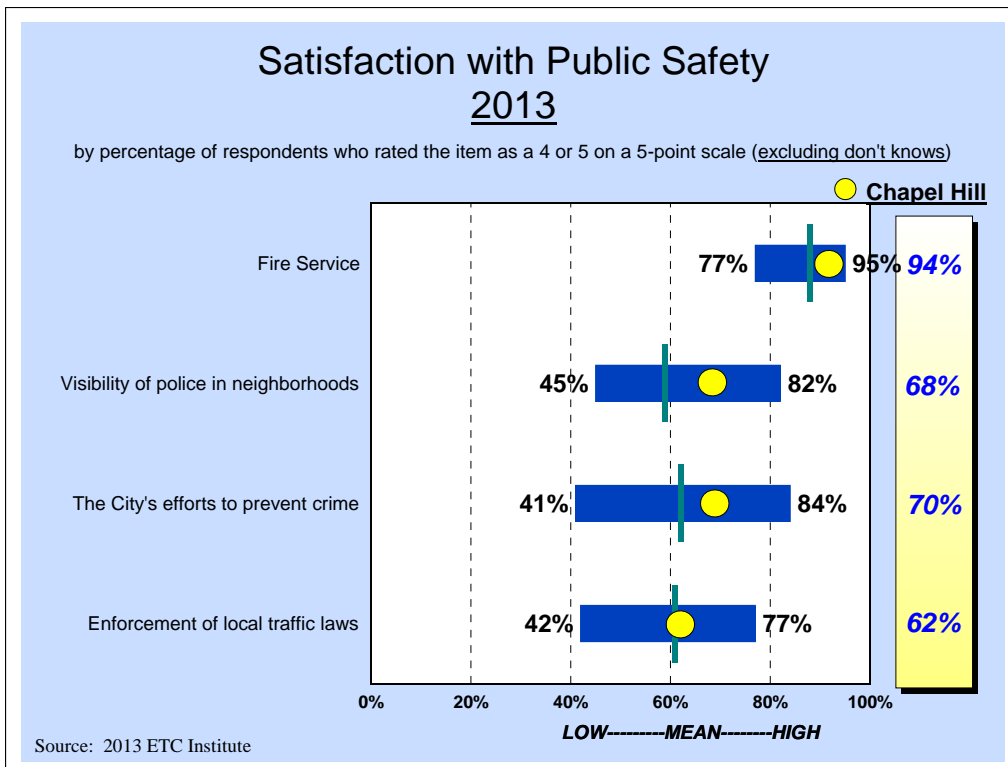
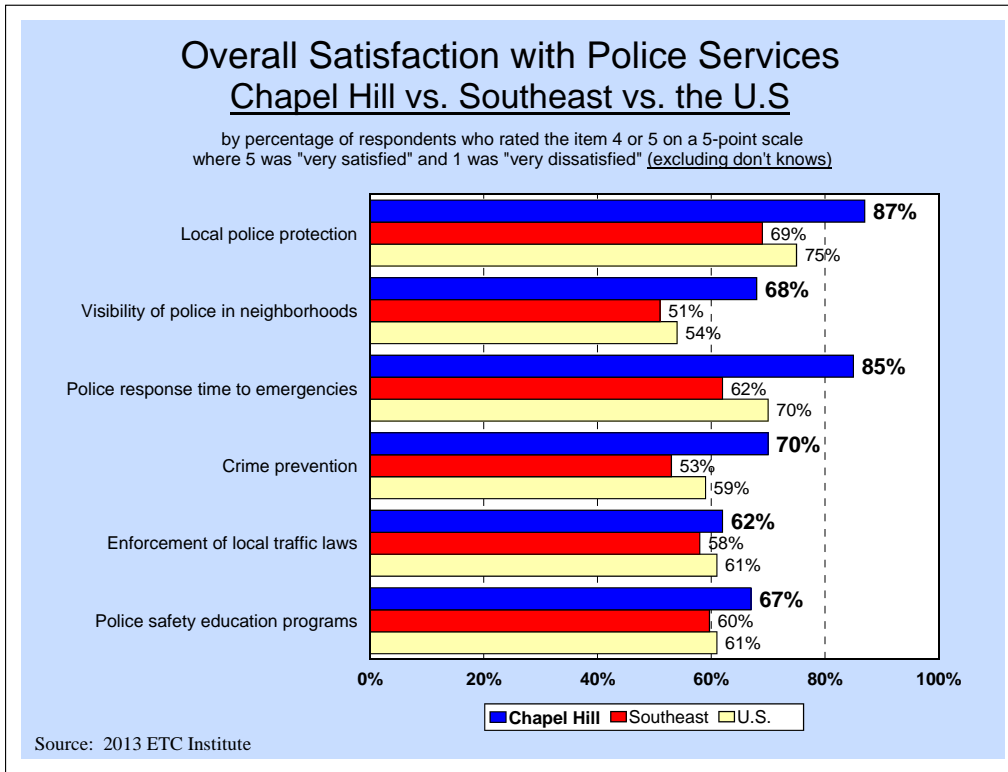
## Overall Satisfaction with Various City Services Chapel Hill vs. Southeast vs. the U.S

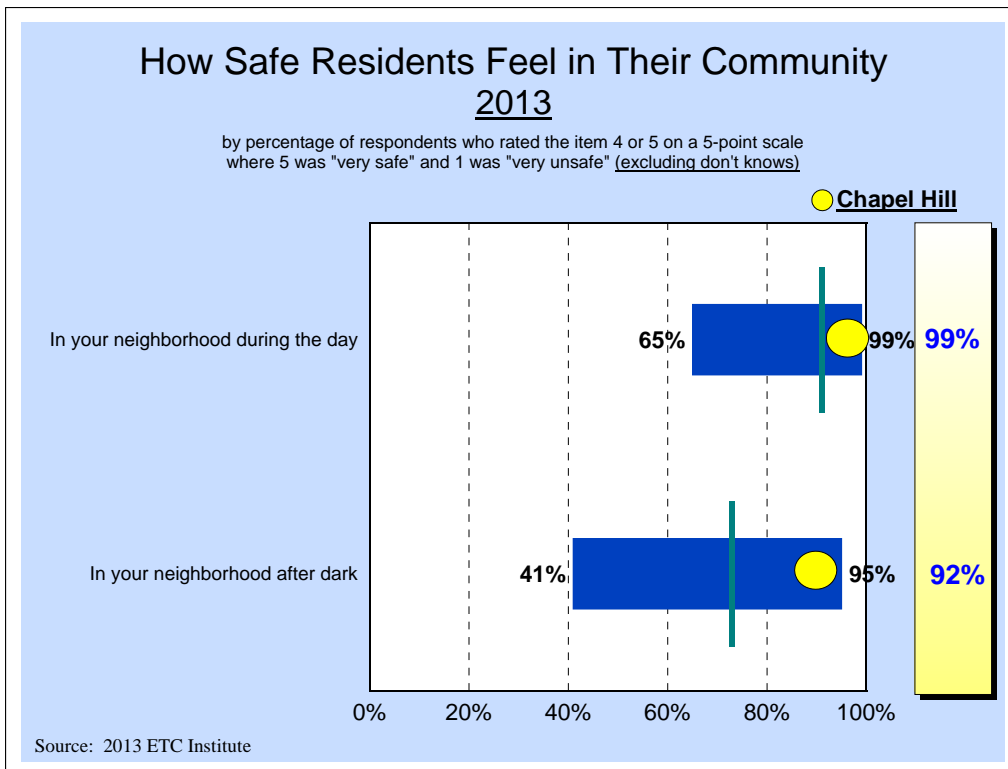
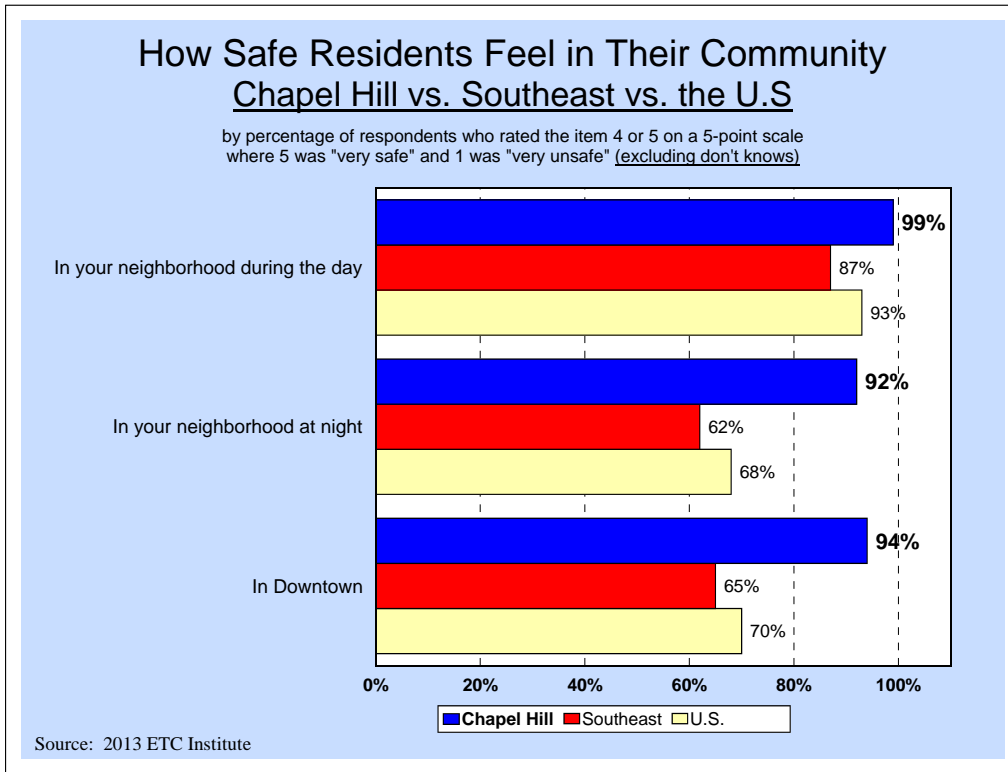
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

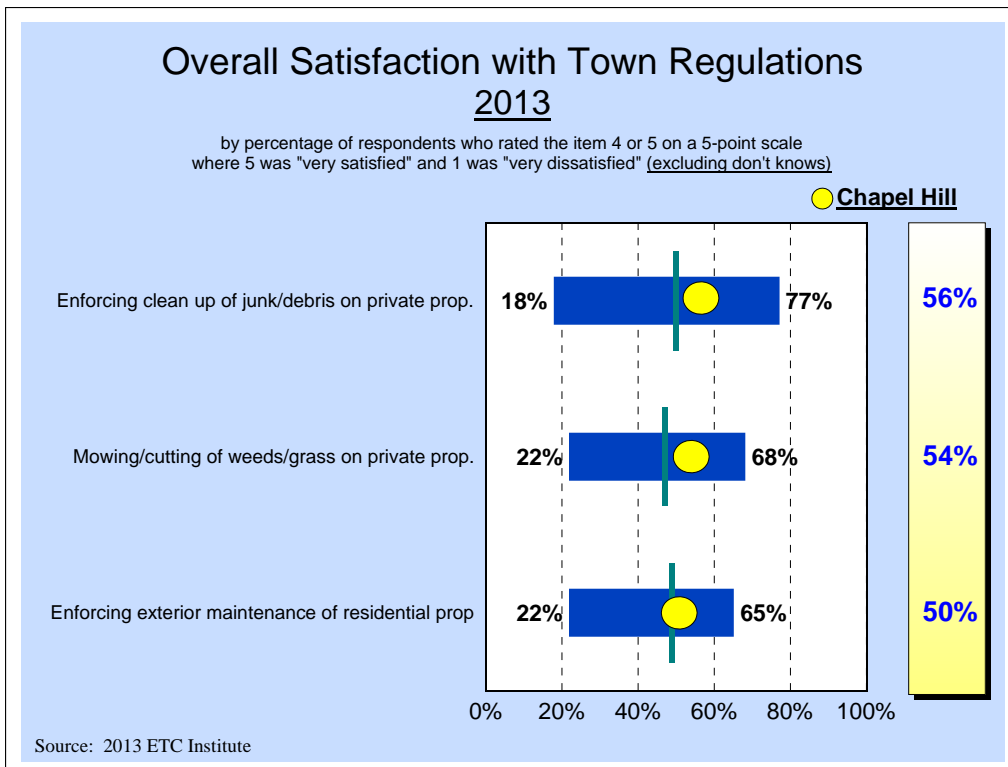
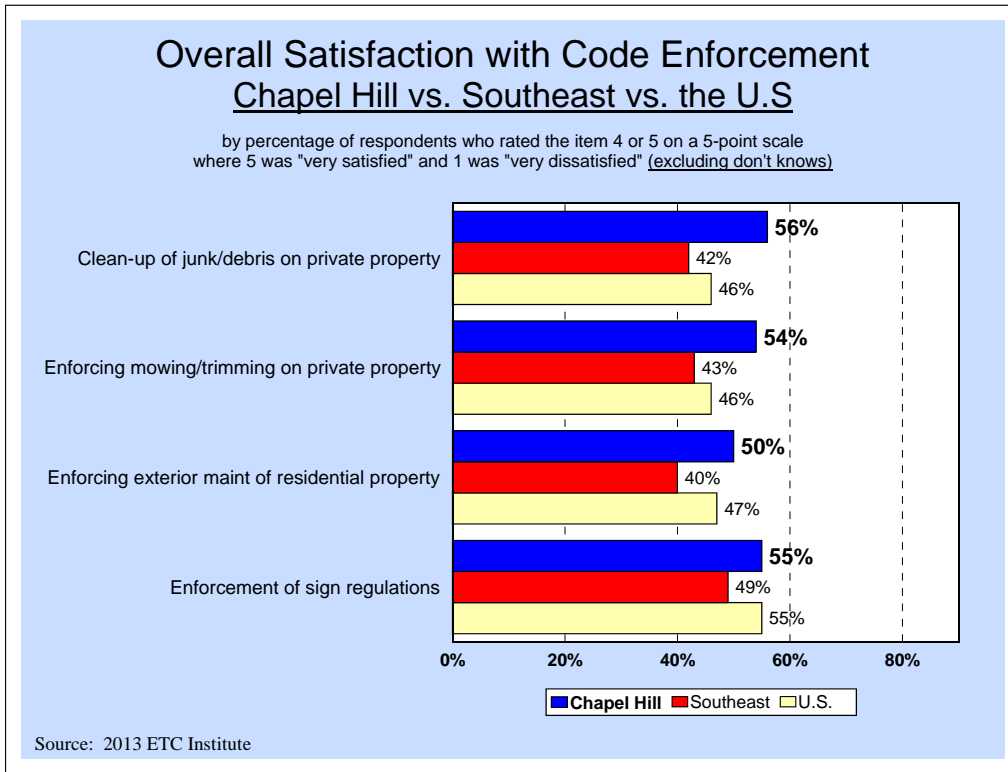


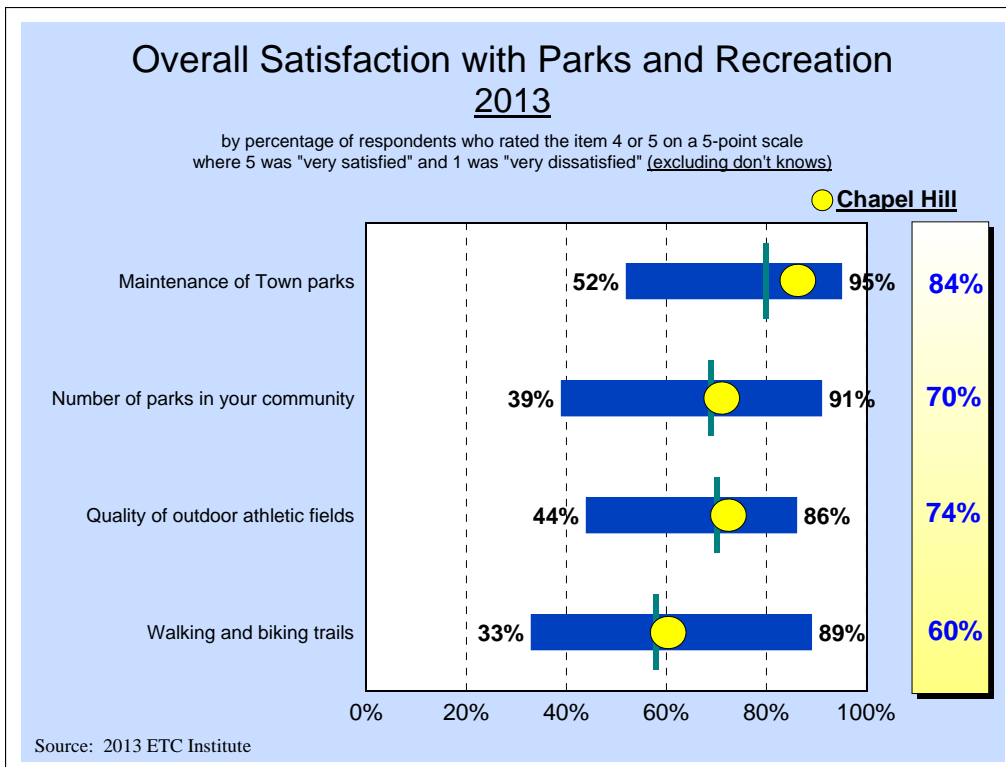
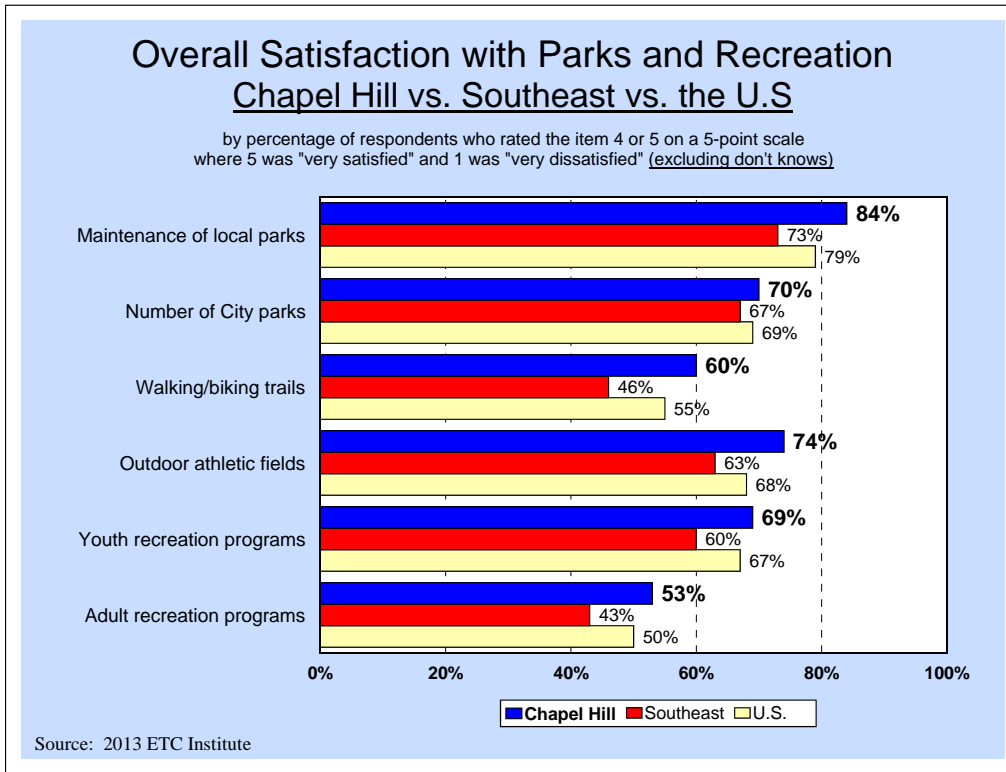




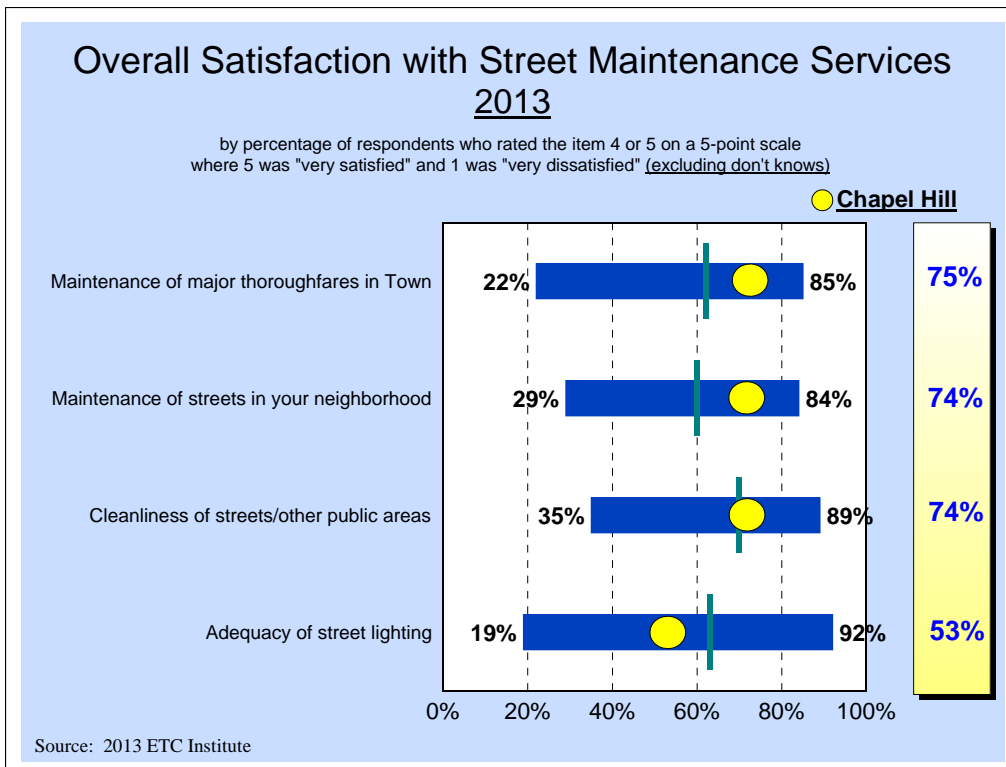
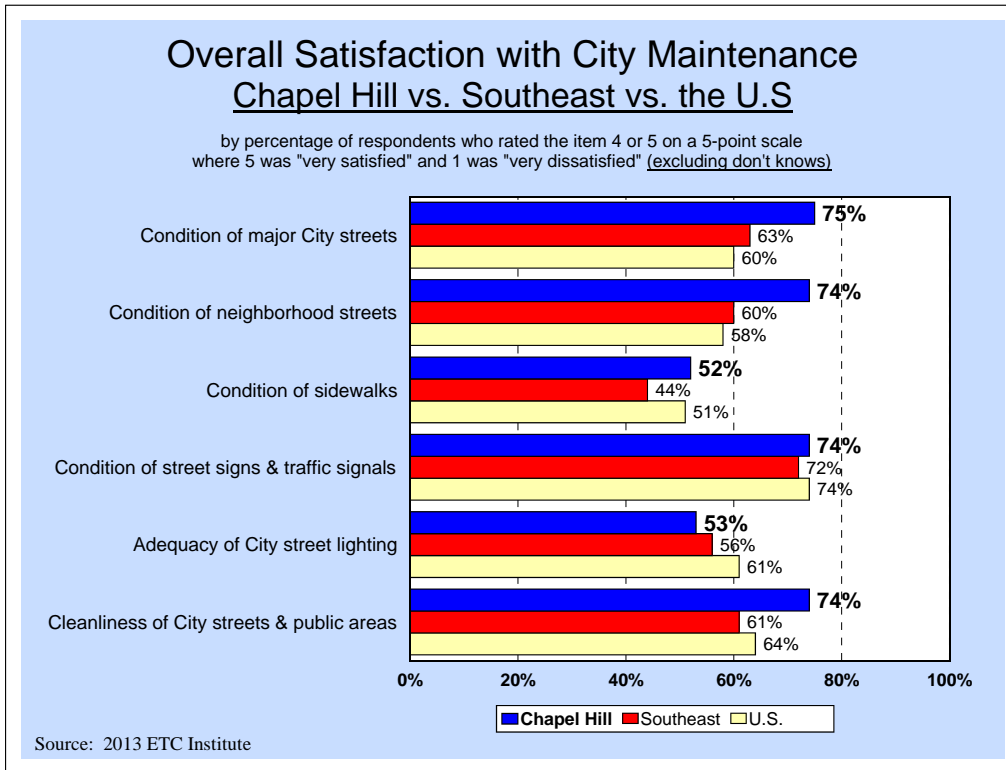






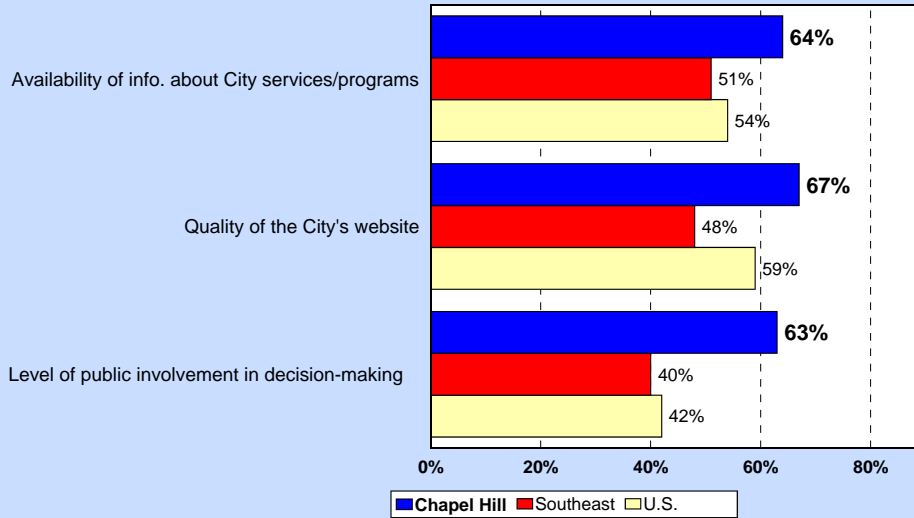






### Overall Satisfaction with Communication Chapel Hill vs. Southeast vs. the U.S

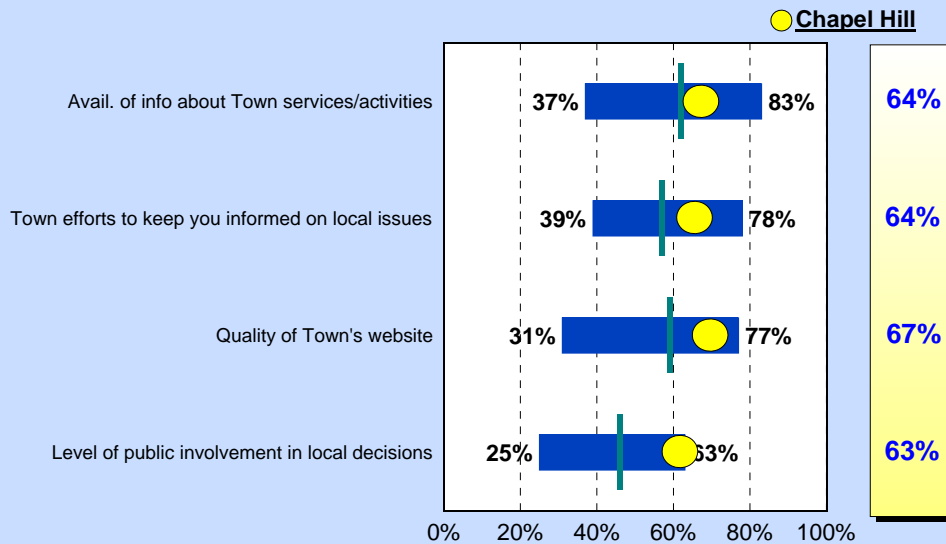
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



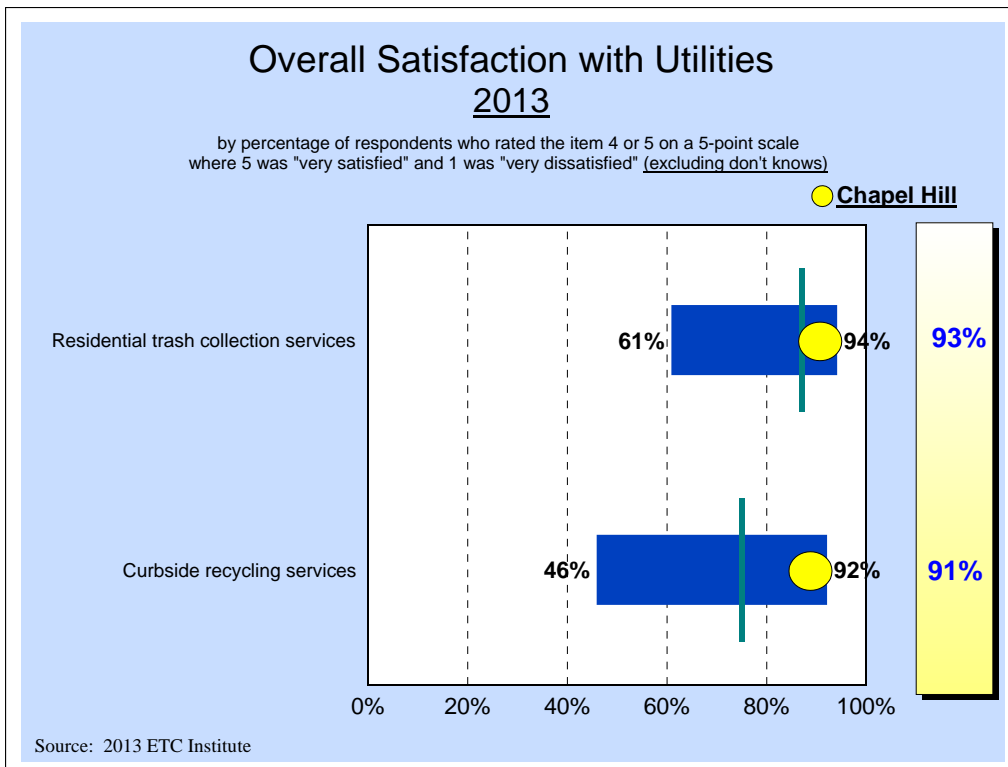
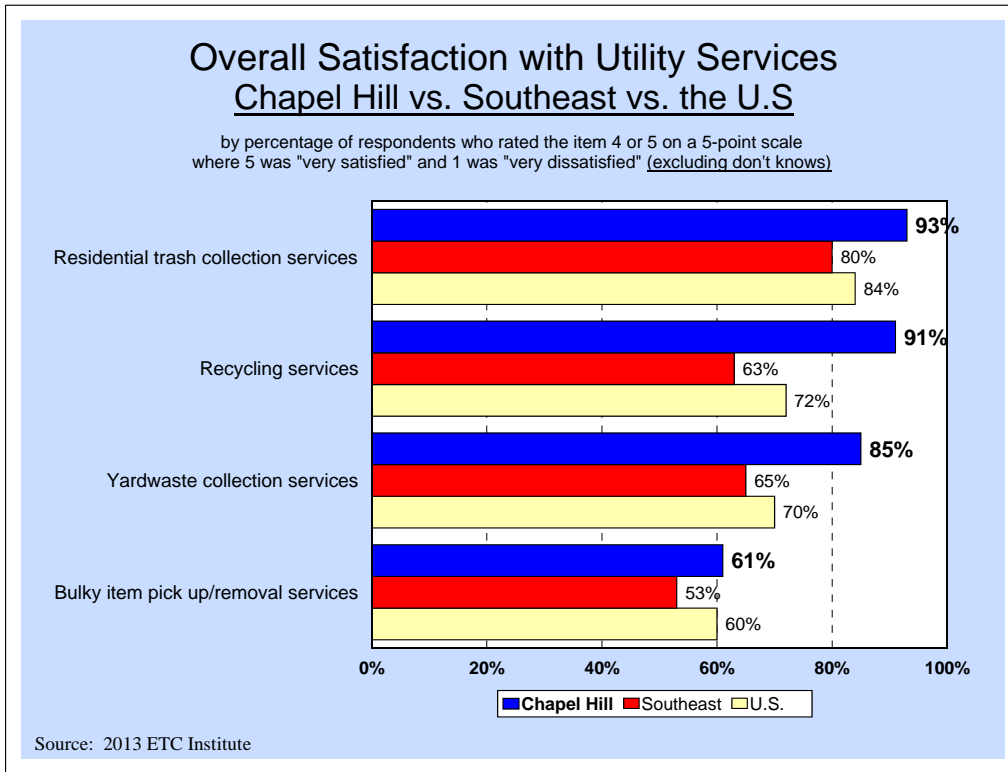
Source: 2013 ETC Institute

### Overall Satisfaction with Public Information Services 2013

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: 2013 ETC Institute



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

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# Importance-Satisfaction Analysis

## The Town of Chapel Hill, North Carolina

### Overview

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

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

### Methodology

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

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

With regard to satisfaction, “Quality of Town parks and recreation programs and facilities” was ranked fourth overall with 81% rating “Quality of Town parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of Town parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 11% was multiplied by 21% (1-0.79). This calculation yielded an I-S rating of **0.0231**, which was ranked tenth out of seventeen major service categories.

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

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

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

## Interpreting the Ratings

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

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

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

# Importance-Satisfaction Rating

## Town of Chapel Hill

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
How well the Town is preparing for the future	41%	2	38%	16	0.2503	1
Overall flow of traffic and congestion	42%	1	41%	15	0.2465	2
<b><u>High Priority (IS .10-.20)</u></b>						
How well the Town is managing change	29%	4	37%	17	0.1852	3
Value you receive for your town tax dollars/fees	32%	3	47%	14	0.1668	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall maintenance of Town streets	15%	7	68%	10	0.0471	5
Quality of Town's bus service	16%	5	80%	4	0.0324	6
Effectiveness of Town communication w/public	7%	10	61%	11	0.0290	7
Enforcement of Town codes and ordinances	7%	11	57%	13	0.0289	8
Maintenance of public housing buildings	6%	14	60%	12	0.0234	9
Quality of Town parks programs/facilities	11%	8	79%	5	0.0231	10
Emergency preparedness	7%	12	69%	9	0.0199	11
Overall quality of Public Safety services	16%	6	89%	1	0.0164	12
Quality landscaping in parks/medians/public areas	6%	13	74%	6	0.0164	13
Quality of services provided by Chapel Hill	10%	9	85%	3	0.0140	14
Quality of customer service provided	3%	16	73%	7	0.0092	15
Maintenance of Town buildings and facilities	3%	17	71%	8	0.0080	16
Overall quality Public Library services	6%	15	87%	2	0.0072	17

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

**Most Important %:**

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

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't 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.

2013 by ETC Institute

# Importance-Satisfaction Rating

## Town of Chapel Hill

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Number of walking/biking trails	38%	1	60%	9	0.1551	1
Number of programs for teens	20%	3	41%	3	0.1160	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Town special events and festivals	15%	4	67%	11	0.0483	3
Availability of information parks & recreation programs	13%	6	65%	6	0.0452	4
Number of Town parks	14%	5	70%	2	0.0421	5
Number of children's play areas	11%	9	64%	3	0.0385	6
Landscaping & appearance of Town Cemeteries	12%	7	69%	3	0.0379	7
The Town's youth athletic programs	12%	8	69%	5	0.0360	8
Maintenance of Town parks	23%	2	84%	1	0.0359	9
Cultural arts programs (ceramics)	10%	10	64%	8	0.0350	10
Public art	9%	11	61%	10	0.0347	11
The Town's adult athletic programs	6%	13	60%	12	0.0255	12
Quality of outdoor athletic fields	8%	12	74%	4	0.0209	13
Therapeutic recreation programs	4%	15	53%	13	0.0186	14
Number of outdoor athletic fields	6%	14	69%	7	0.0179	15

**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.

2013 by ETC Institute



# Importance-Satisfaction Rating

## Town of Chapel Hill

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
The Town's efforts to prevent crime	37%	1	70%	10	0.1090	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
The visibility of police in neighborhoods	30%	3	68%	11	0.0941	2
Level of safety & security in your neighborhood	32%	2	77%	9	0.0751	3
Enforcement of local traffic laws	18%	5	62%	13	0.0679	4
The attitude and behavior of Police Department	17%	6	79%	8	0.0360	5
Overall quality of local police protection	23%	4	87%	3	0.0287	6
Police safety education programs	8%	11	67%	12	0.0275	7
How quickly police respond to emergencies	17%	7	85%	5	0.0257	8
Chapel Hill Police Department overall performance	10%	10	83%	6	0.0165	9
Fire safety education programs	7%	12	80%	7	0.0147	10
Overall quality of local fire protection	14%	8	94%	1	0.0084	11
How quickly fire units respond to emergencies	11%	9	93%	2	0.0078	12
The fire safety you feel while visiting businesses	3%	13	86%	4	0.0044	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.

2013 by ETC Institute

# Importance-Satisfaction Rating

## Town of Chapel Hill

### MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of the stormwater runoff/mgmt system	40%	1	46%	8	0.2159	1
<b><u>High Priority (IS .10-.20)</u></b>						
Adequacy of street lighting	34%	2	53%	6	0.1622	2
Condition of sidewalks	34%	3	52%	7	0.1622	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance/preservation of downtown	29%	4	66%	5	0.0980	4
Maintenance of main Town street thoroughfares	26%	5	75%	1	0.0637	5
Cleanliness of streets and other public areas	23%	6	74%	3	0.0588	6
Maintenance of streets in your neighborhood	21%	7	74%	4	0.0541	7
Maintenance of street signs/pavement markings	9%	8	74%	2	0.0242	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.

2013 by ETC Institute



## *Importance-Satisfaction Matrix Analysis*

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

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

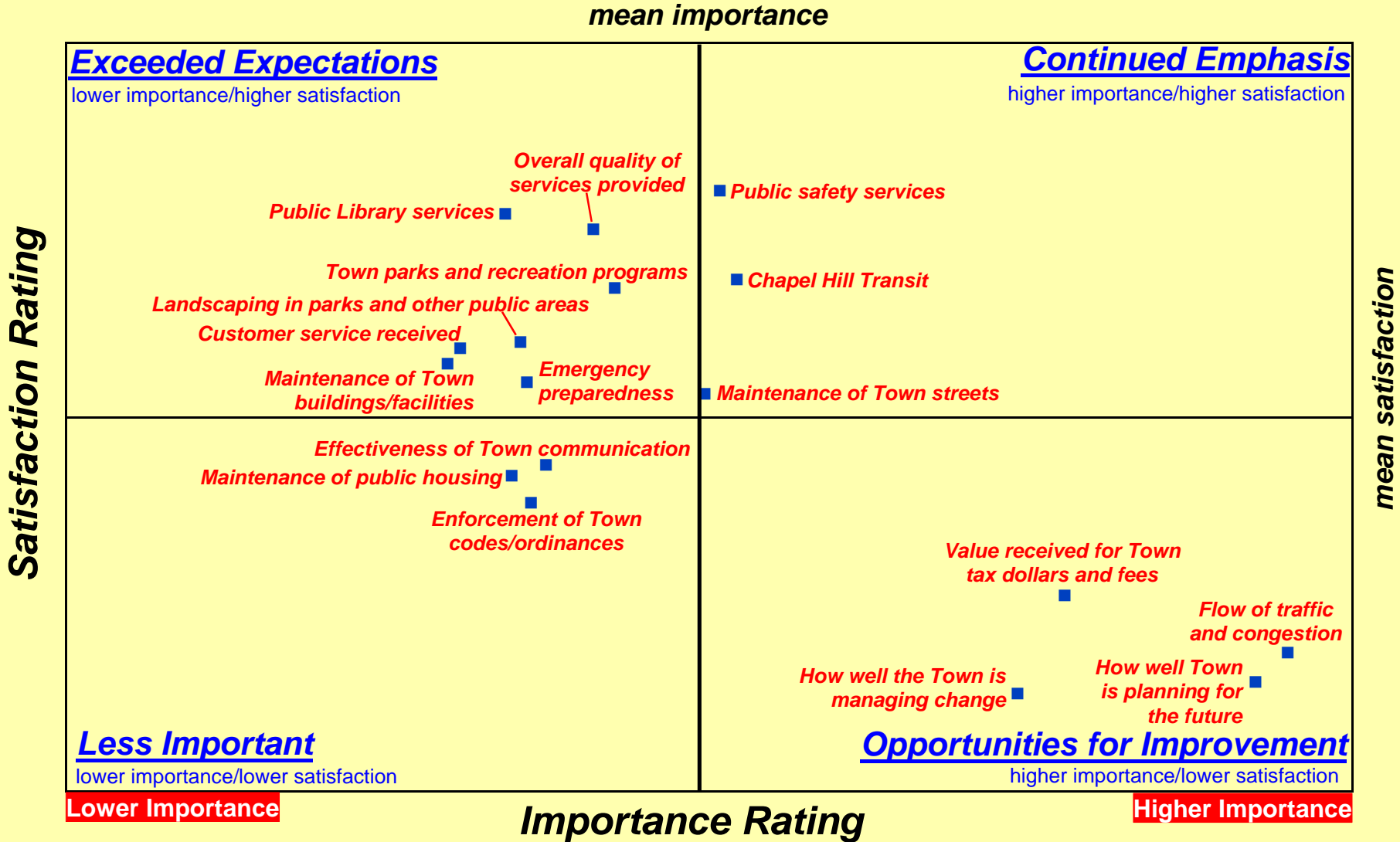
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on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

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

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

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

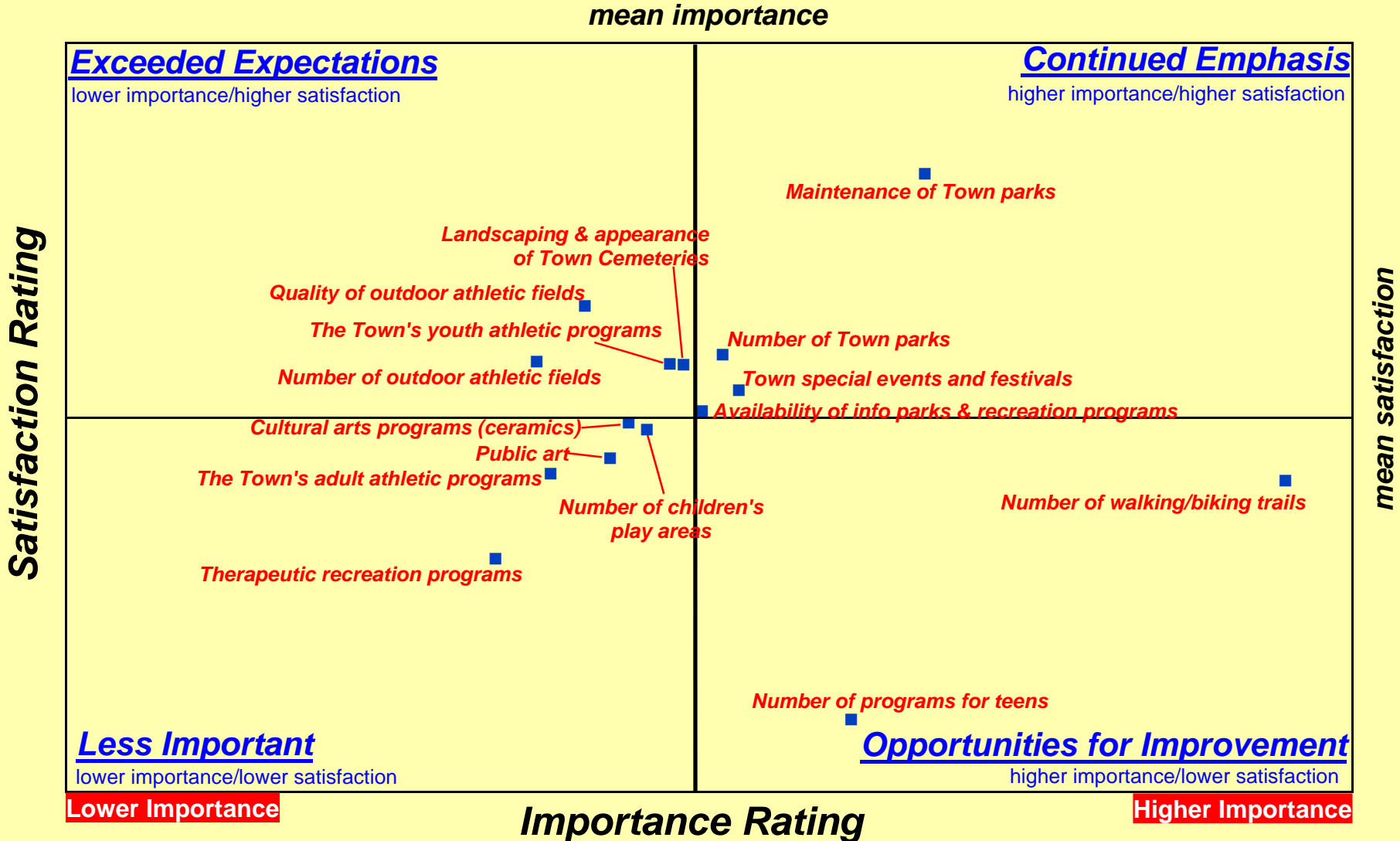


Source: ETC Institute (2013)  
ETC Institute

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

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



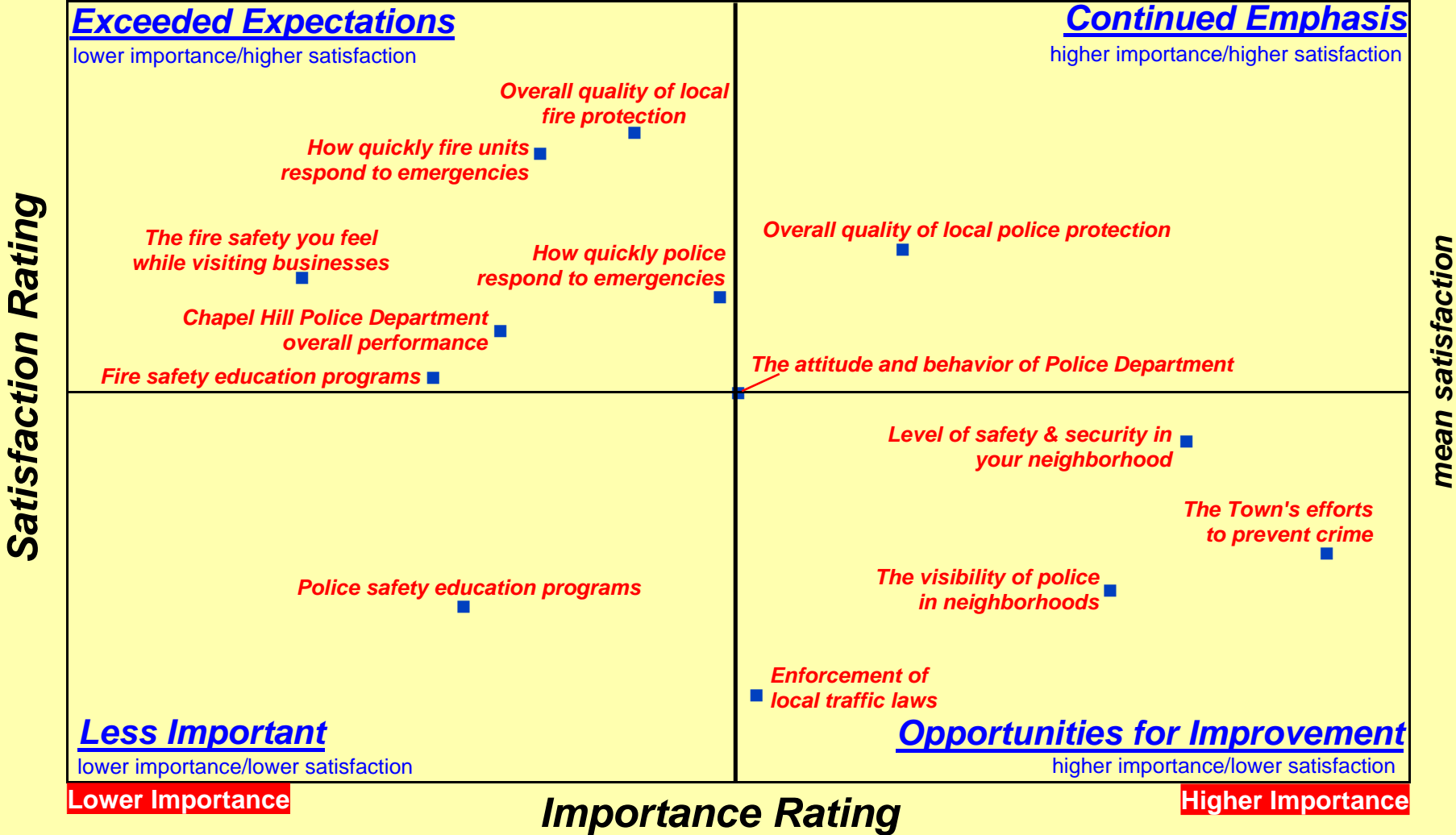
Source: ETC Institute (2013)  
ETC Institute

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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

mean importance



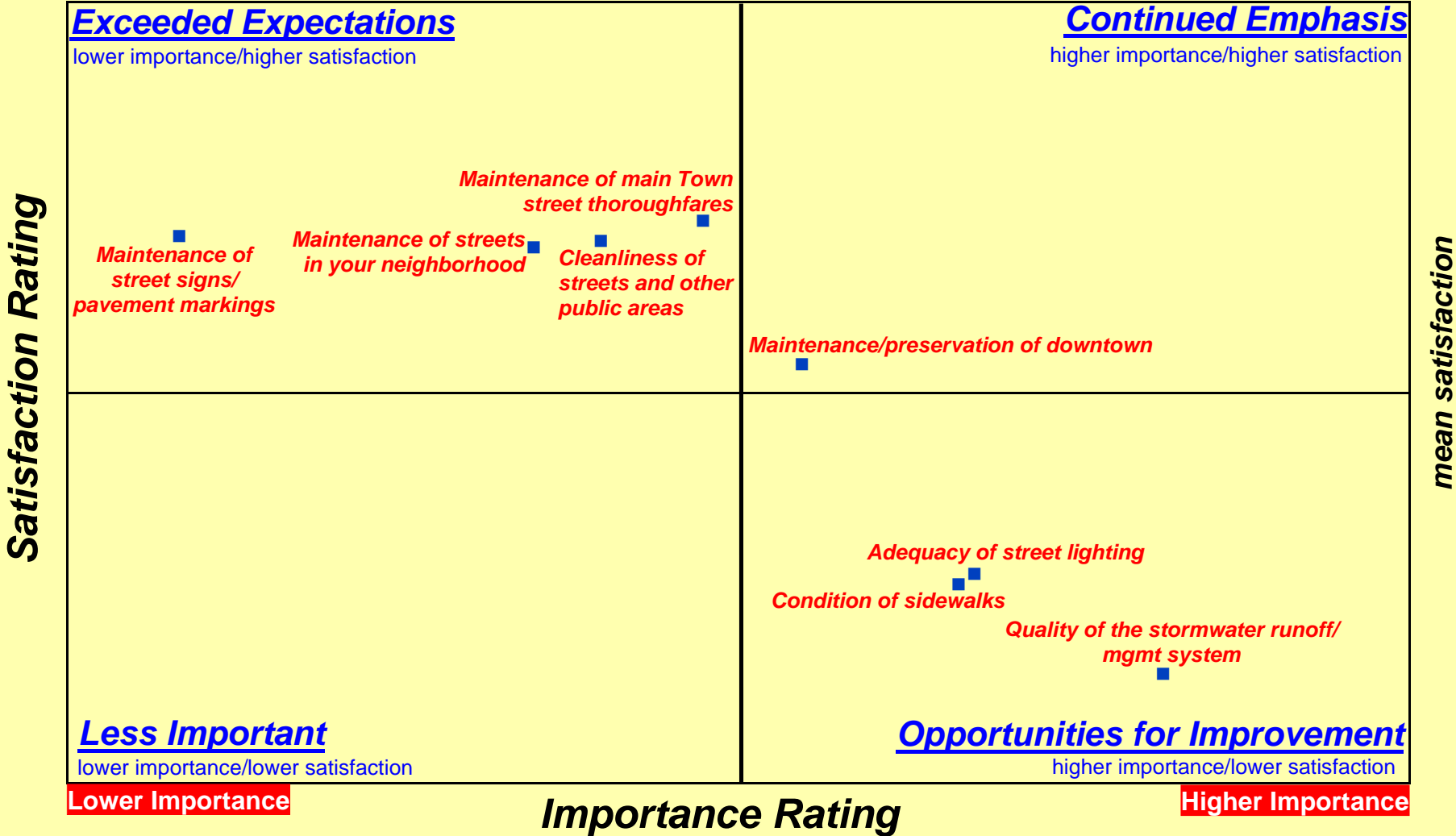
Source: ETC Institute (2013)

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

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

mean importance



Source: ETC Institute (2013)

*Section 4:*  
*GIS Maps*

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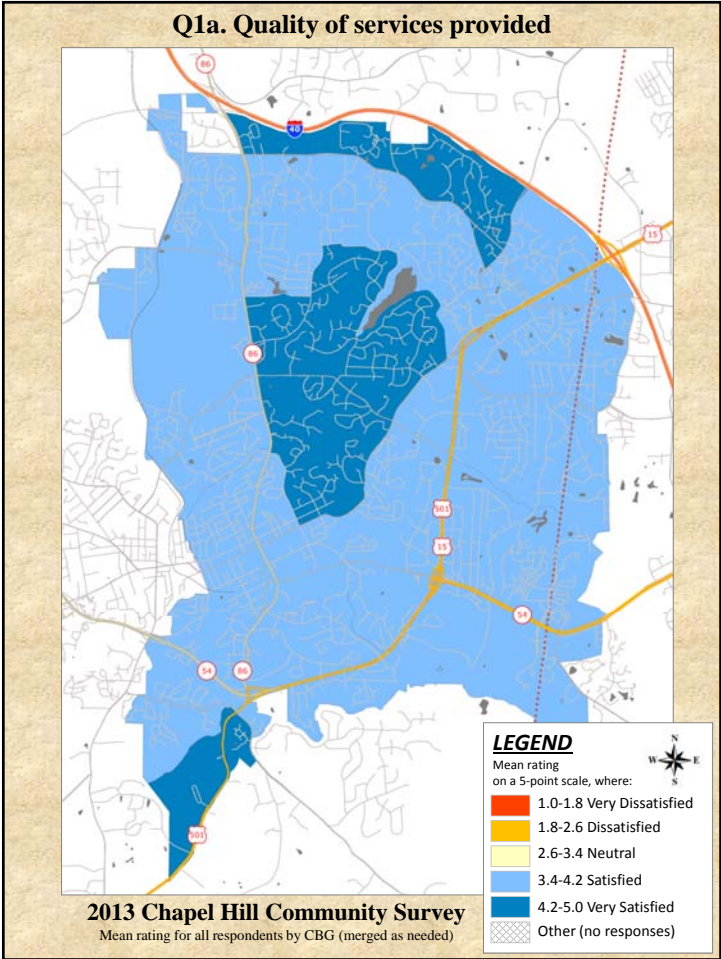
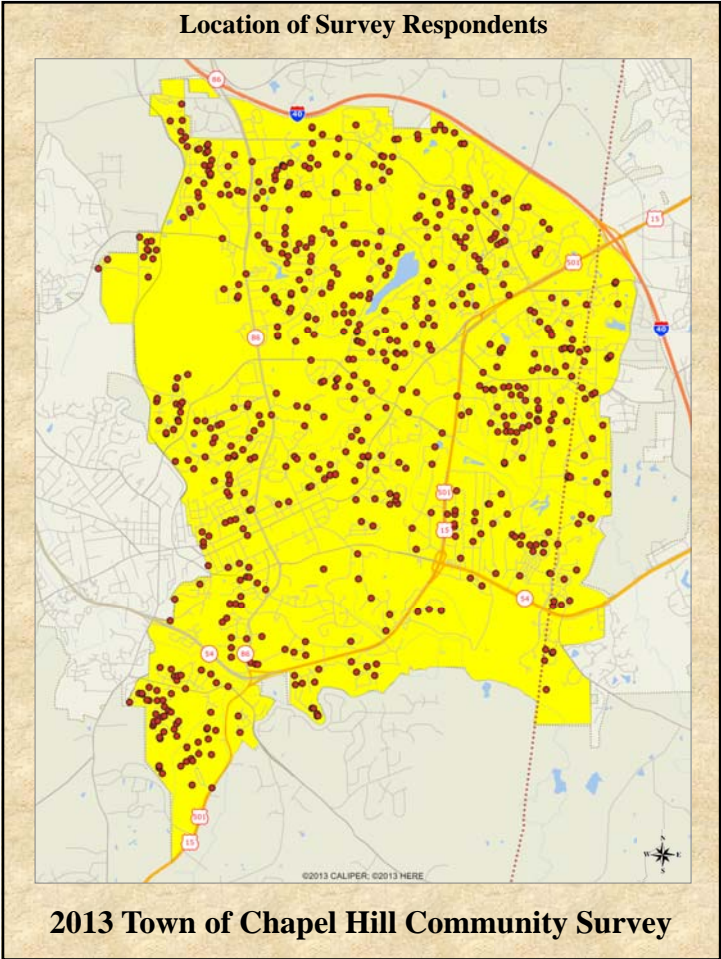
## Interpreting the Maps

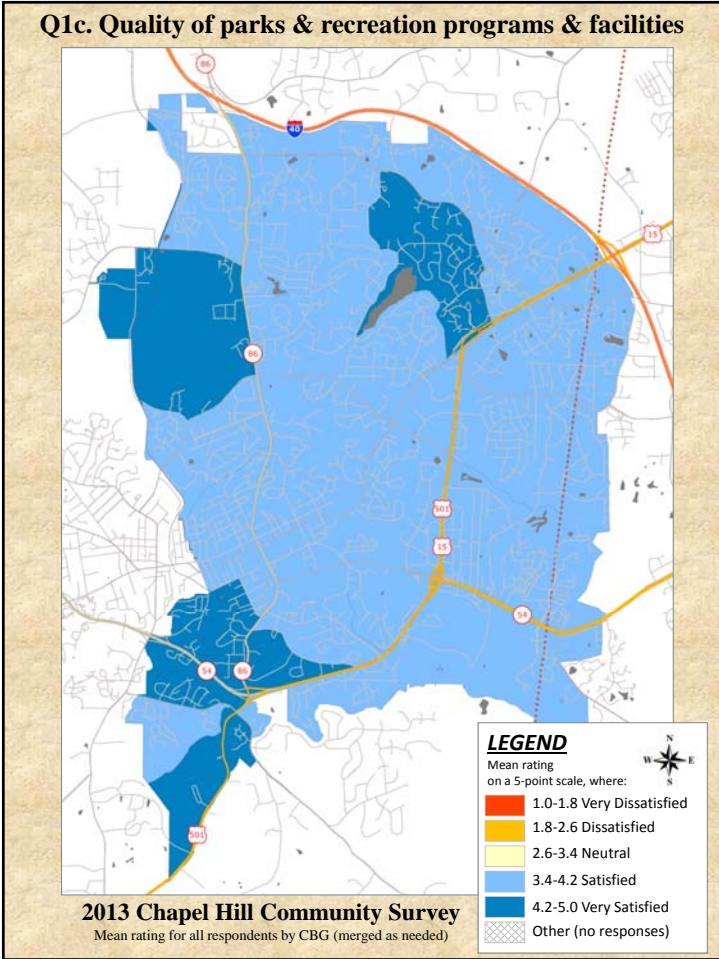
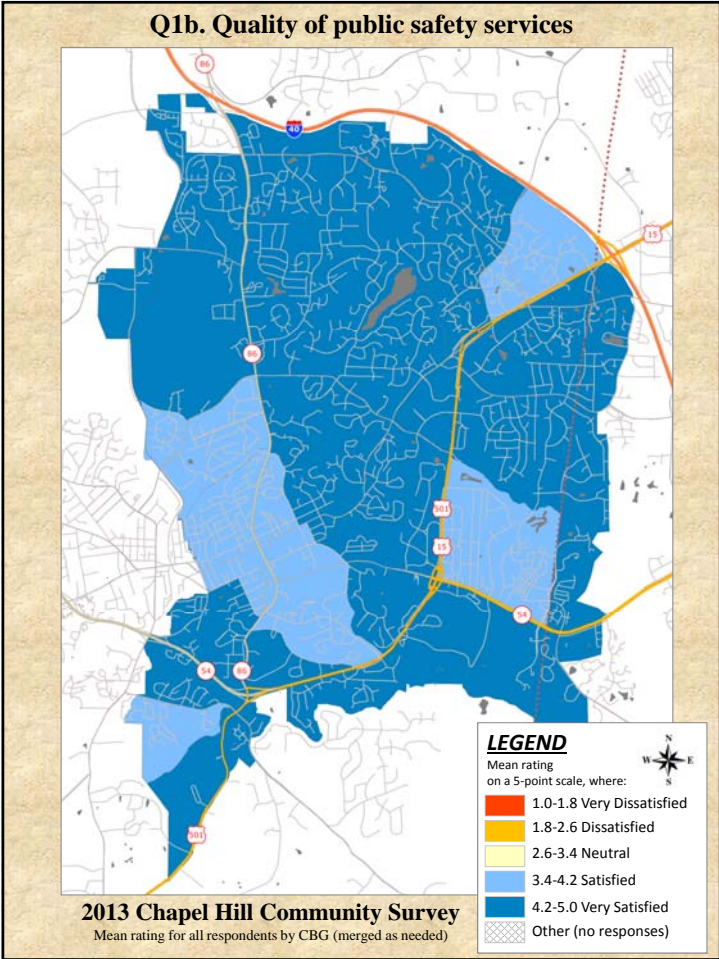
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

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.

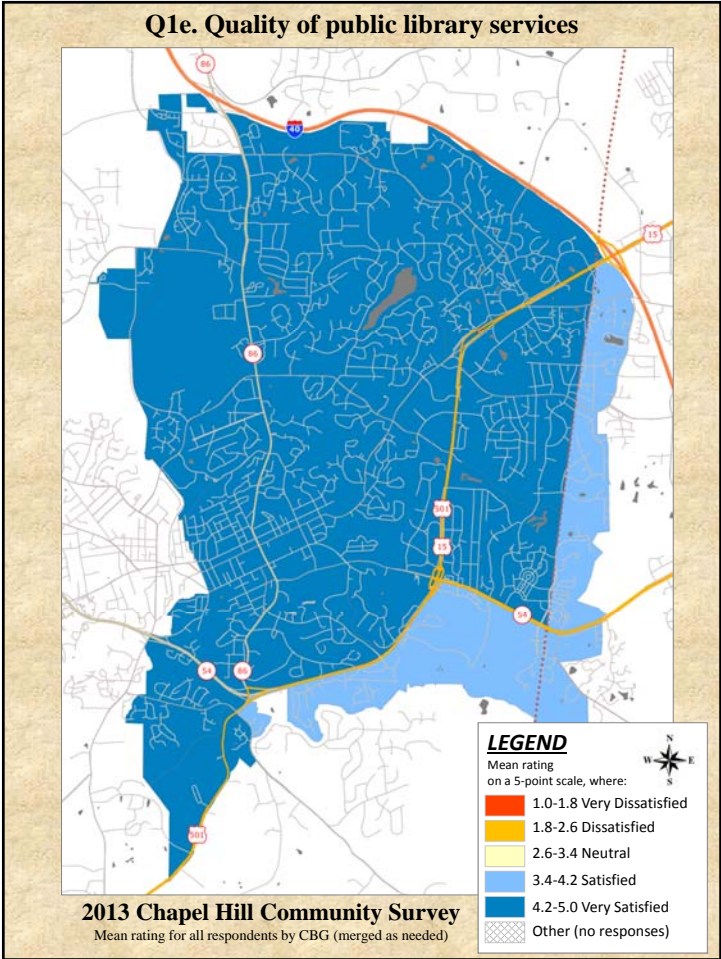
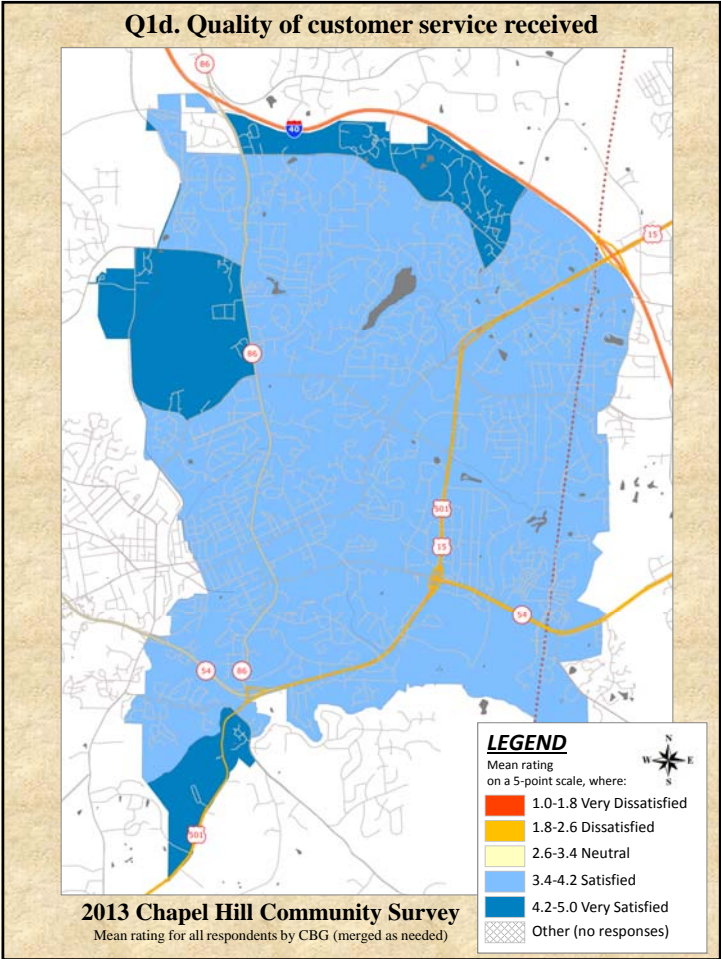
When reading the maps, please use the following color scheme as a guide:

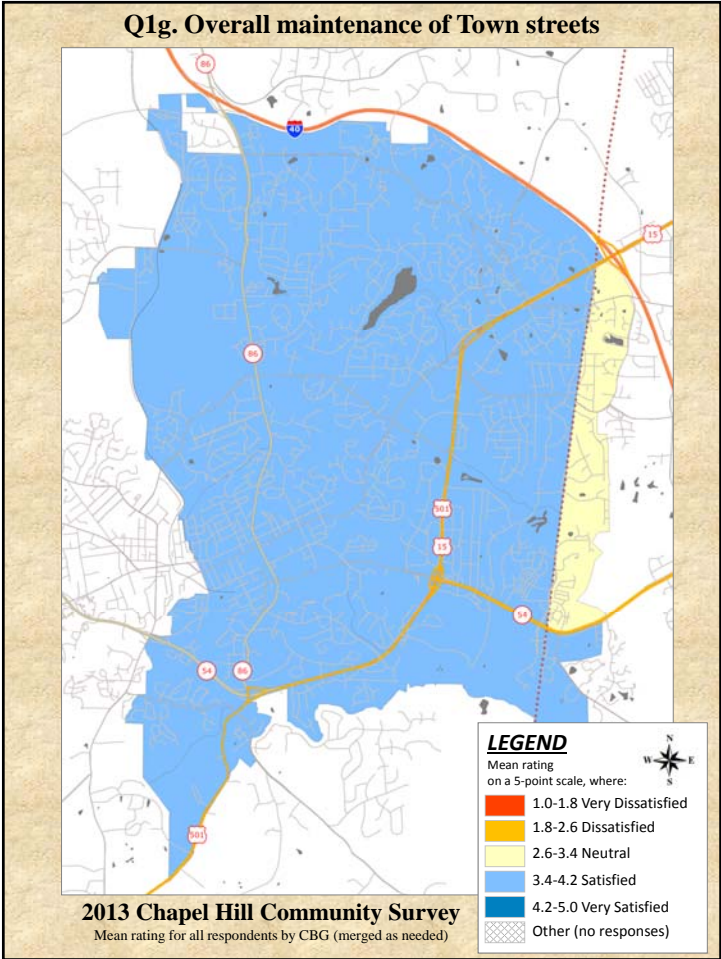
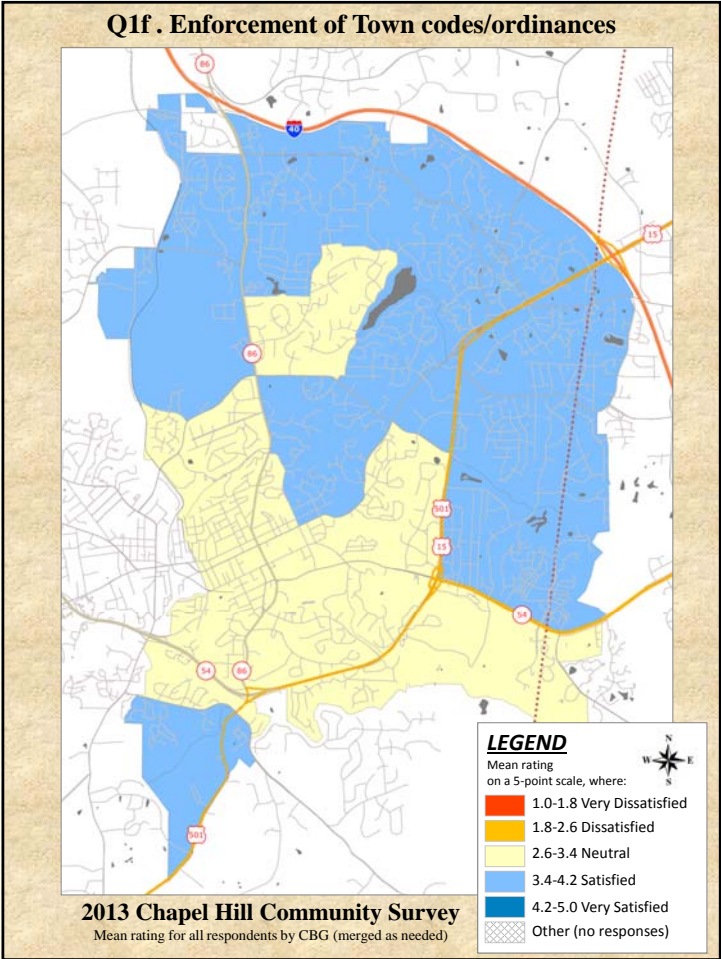
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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



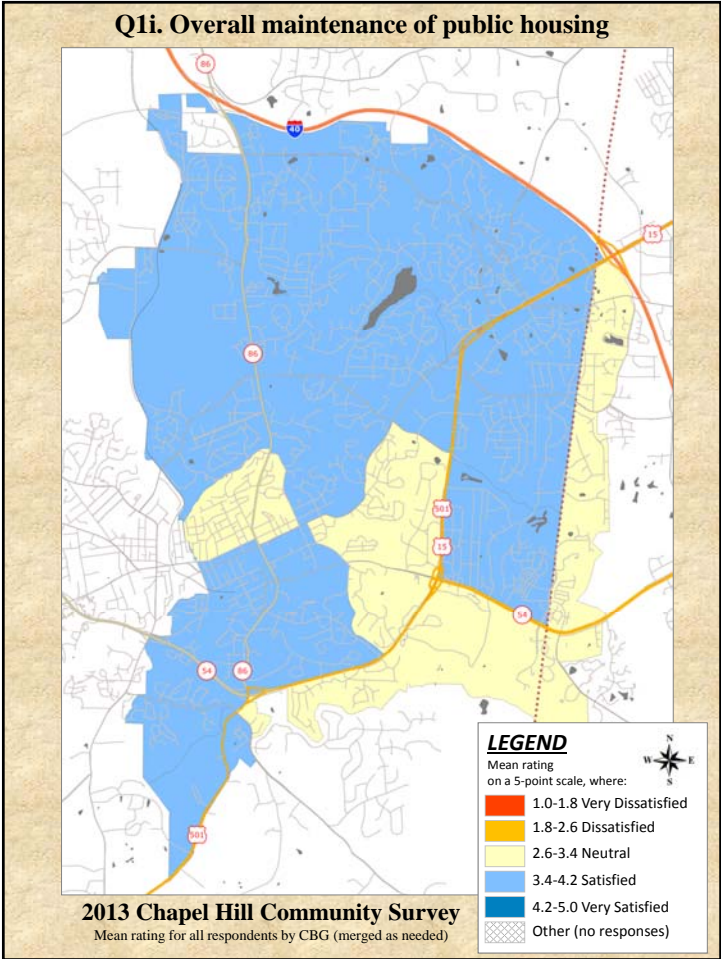
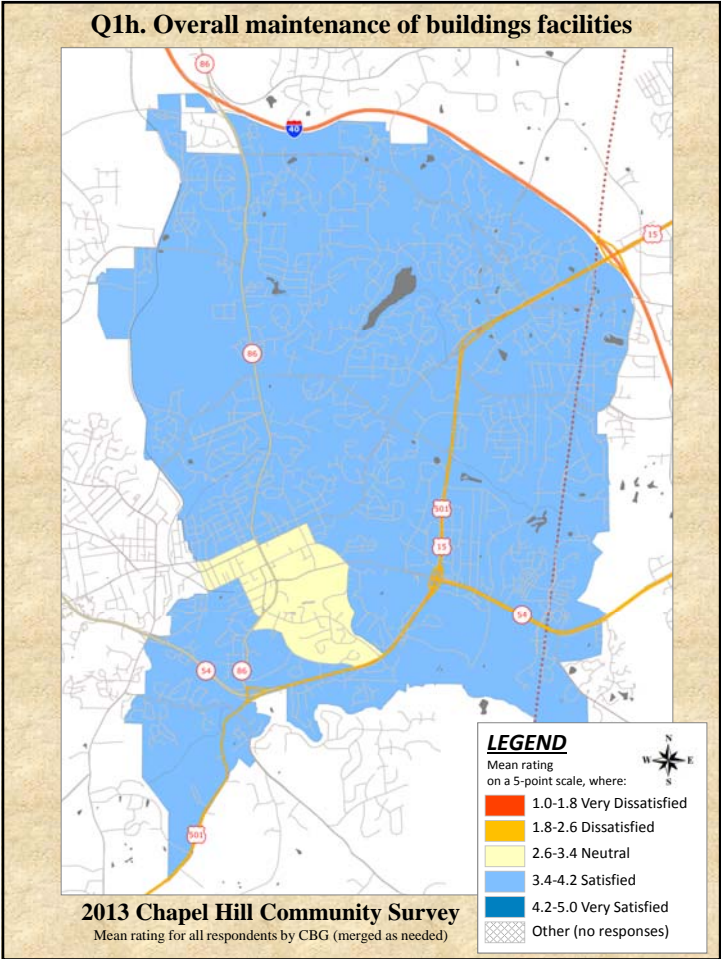


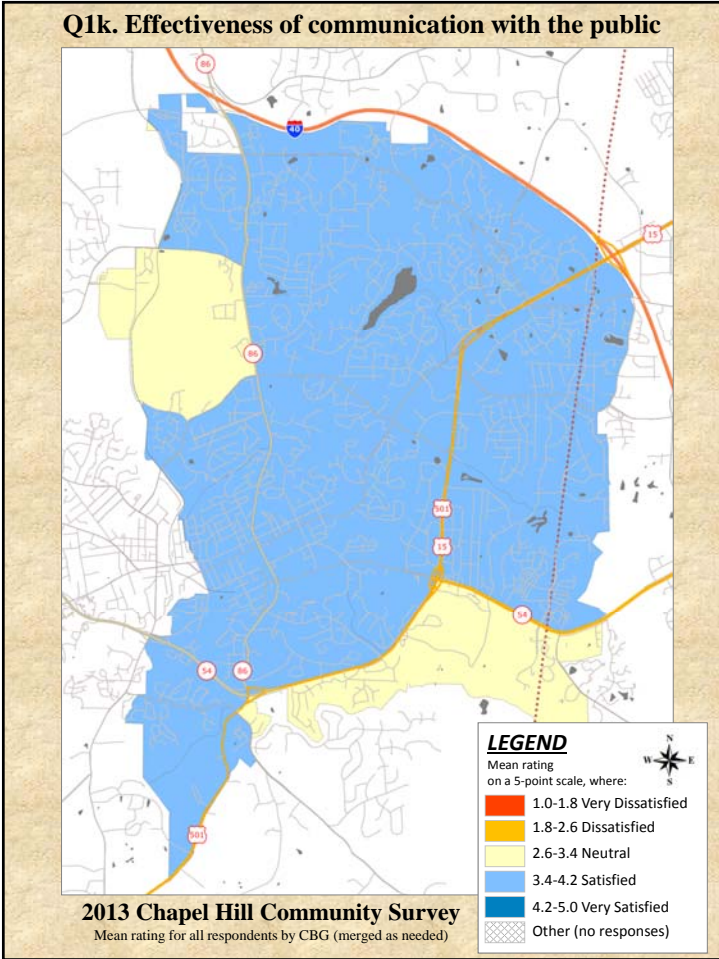
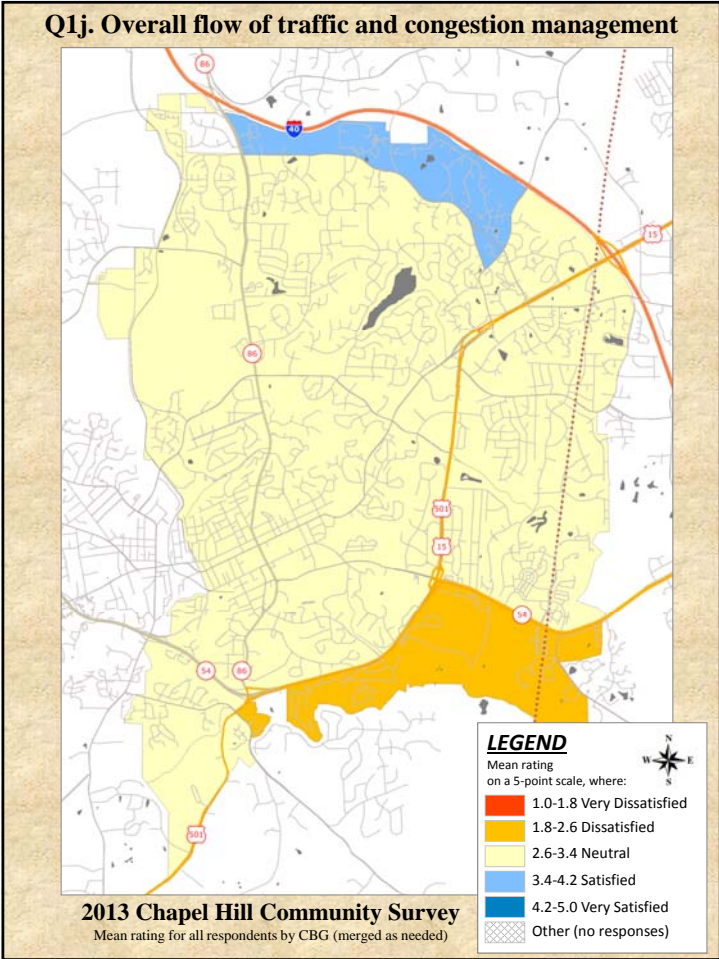


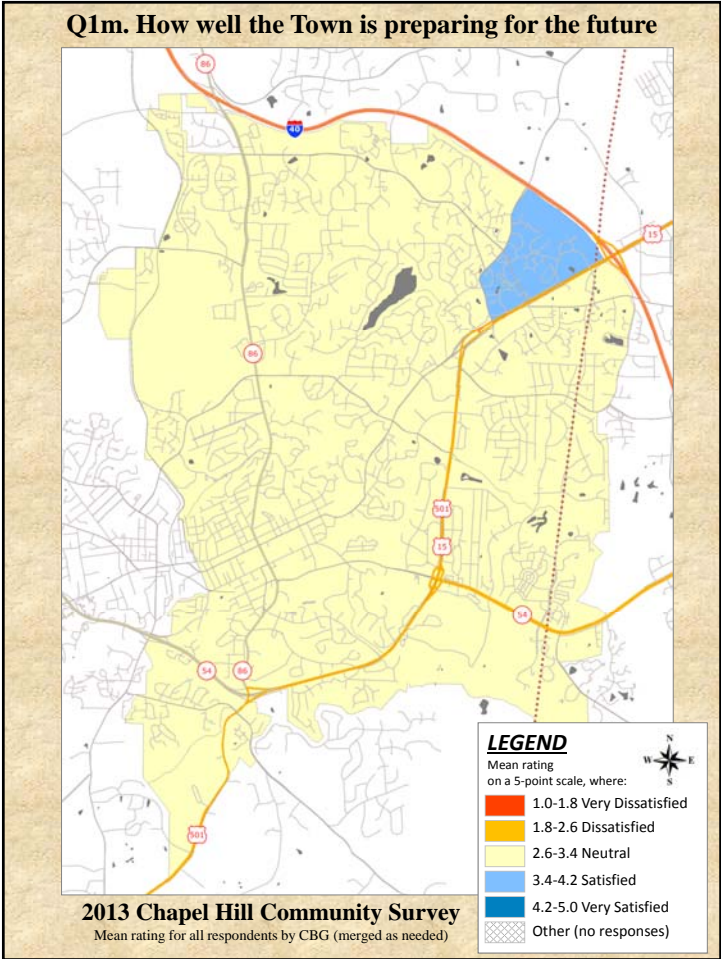
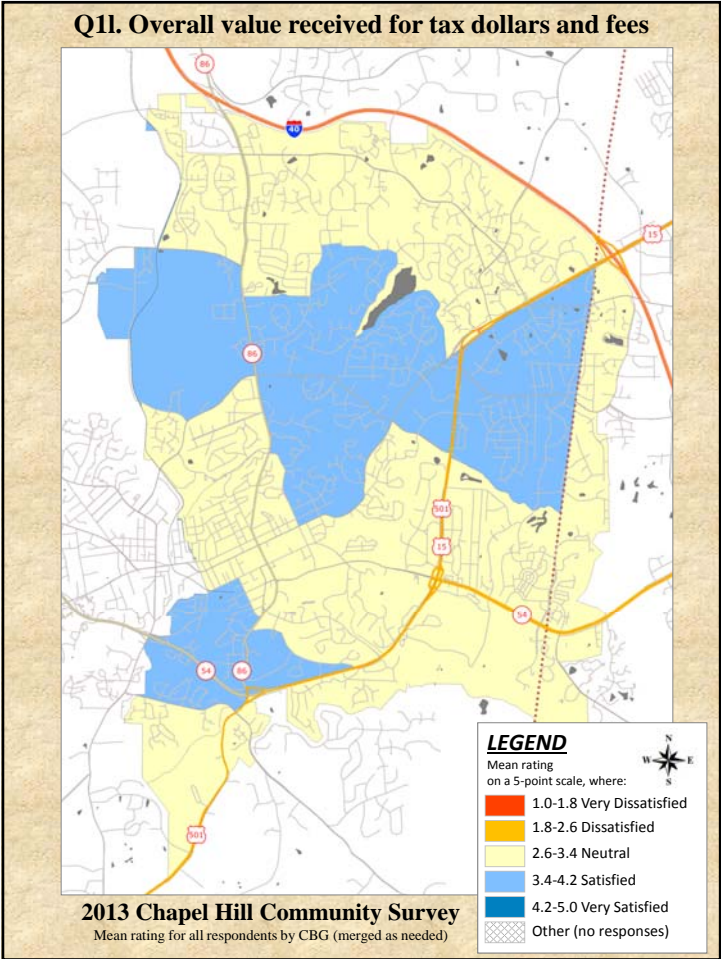




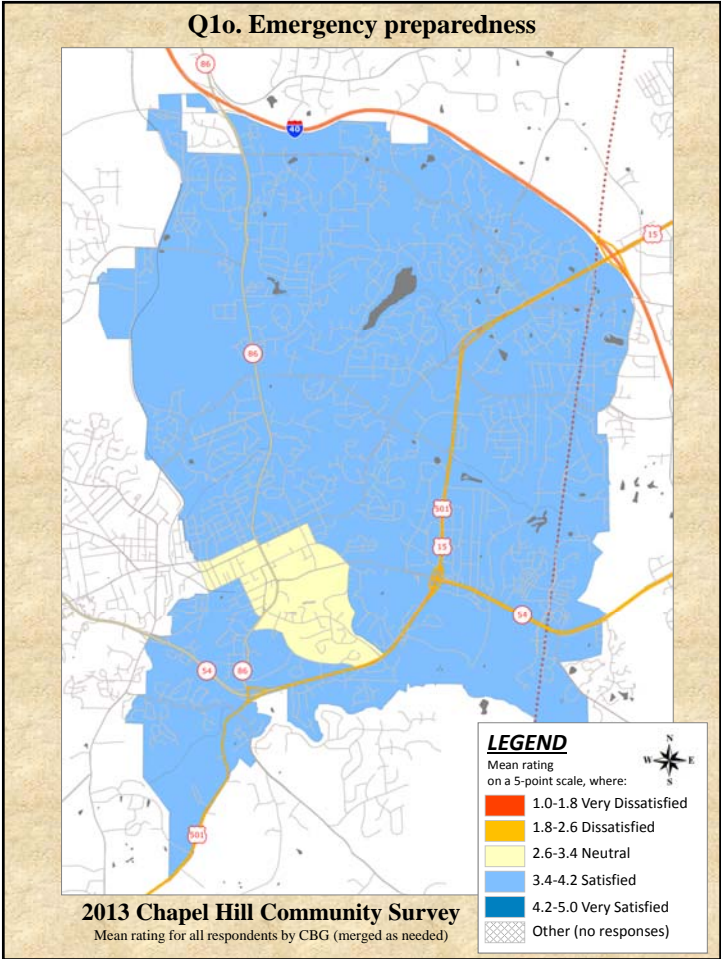
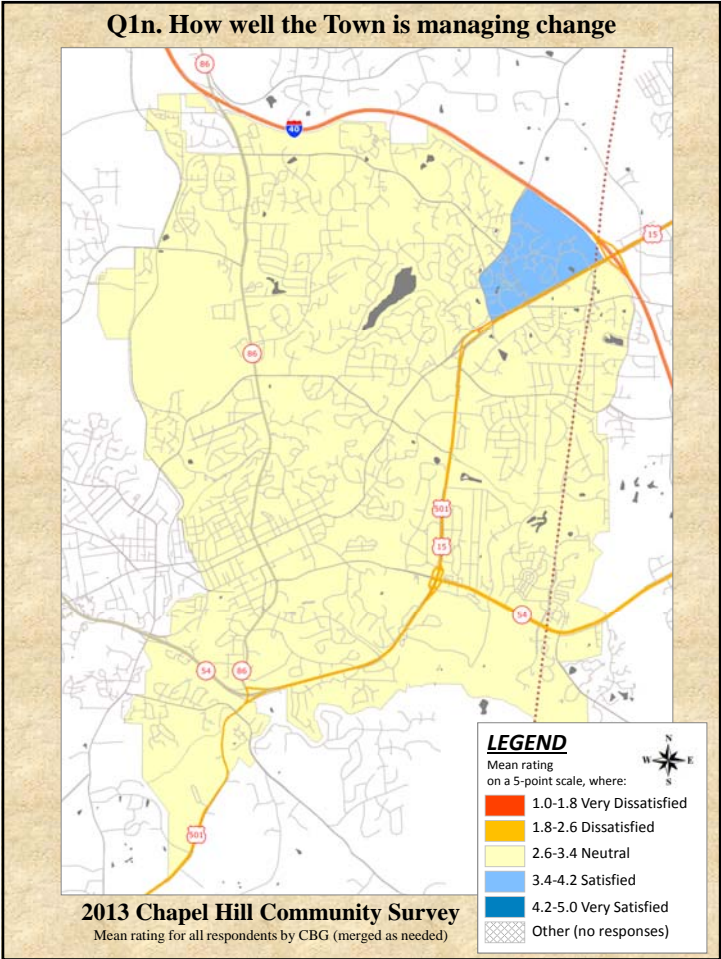


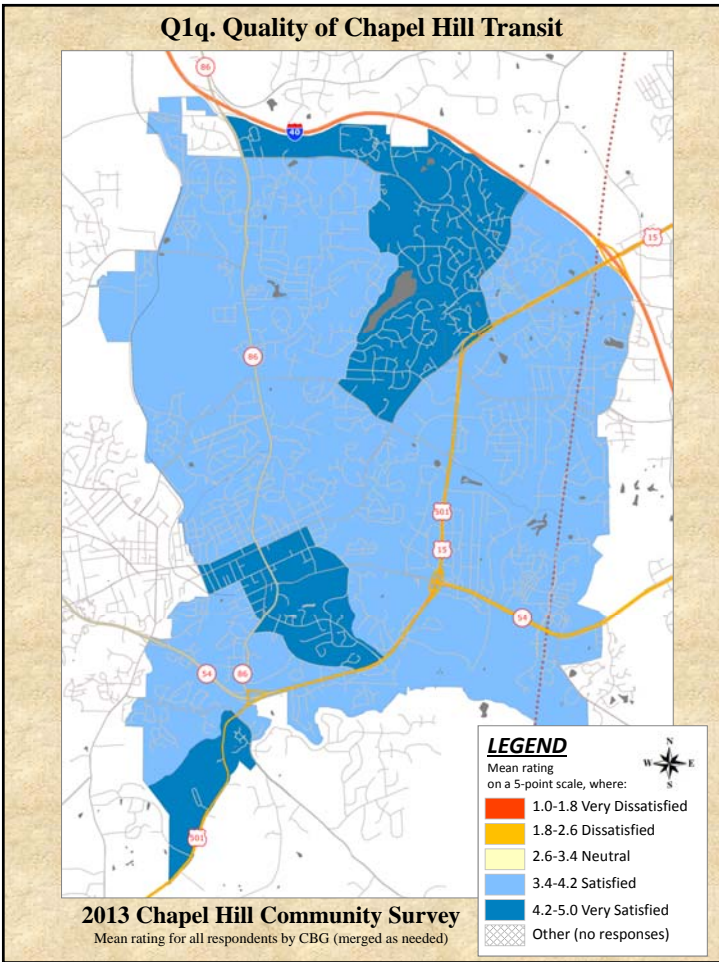
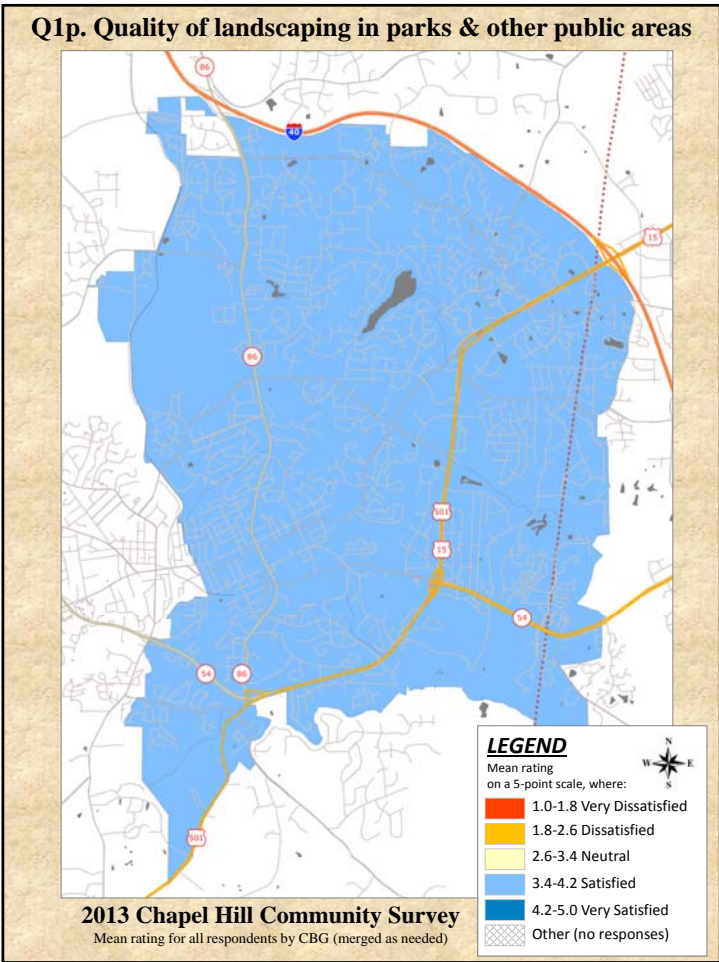




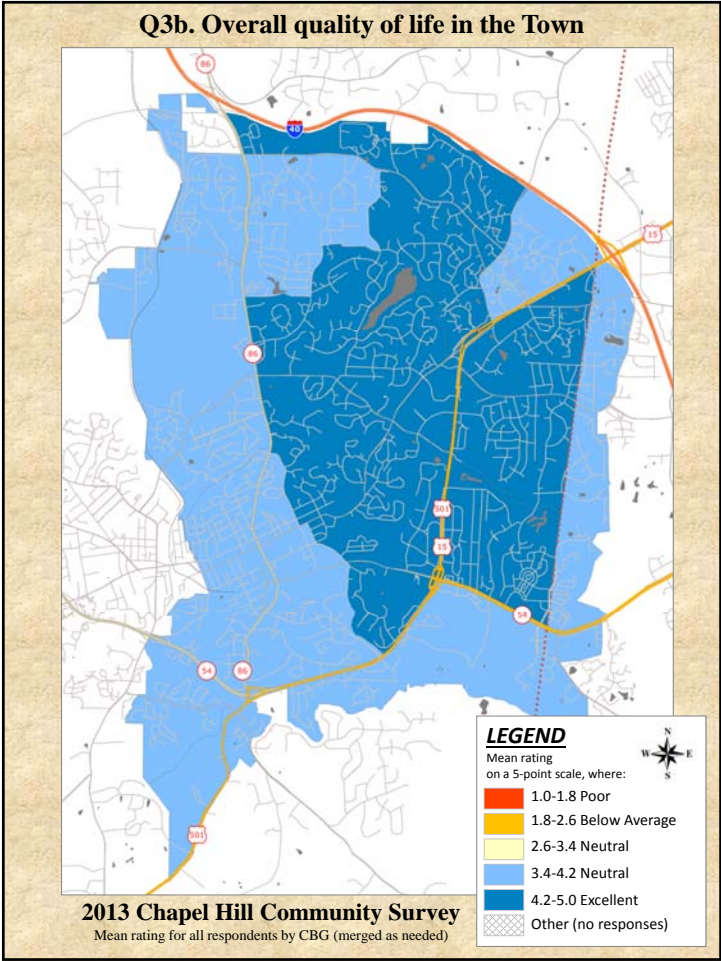
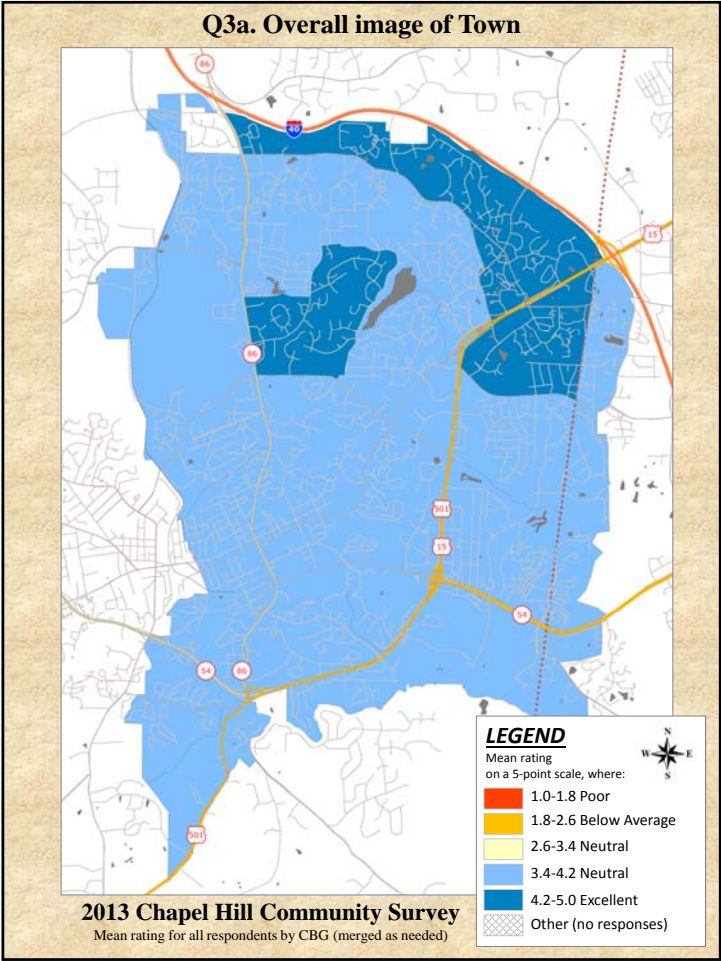


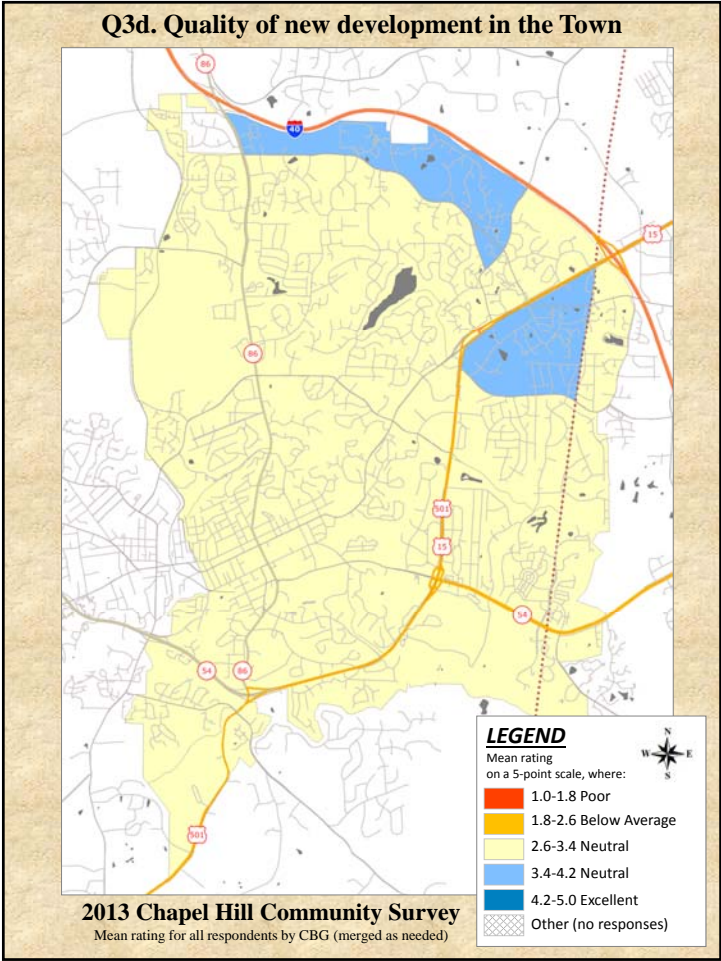
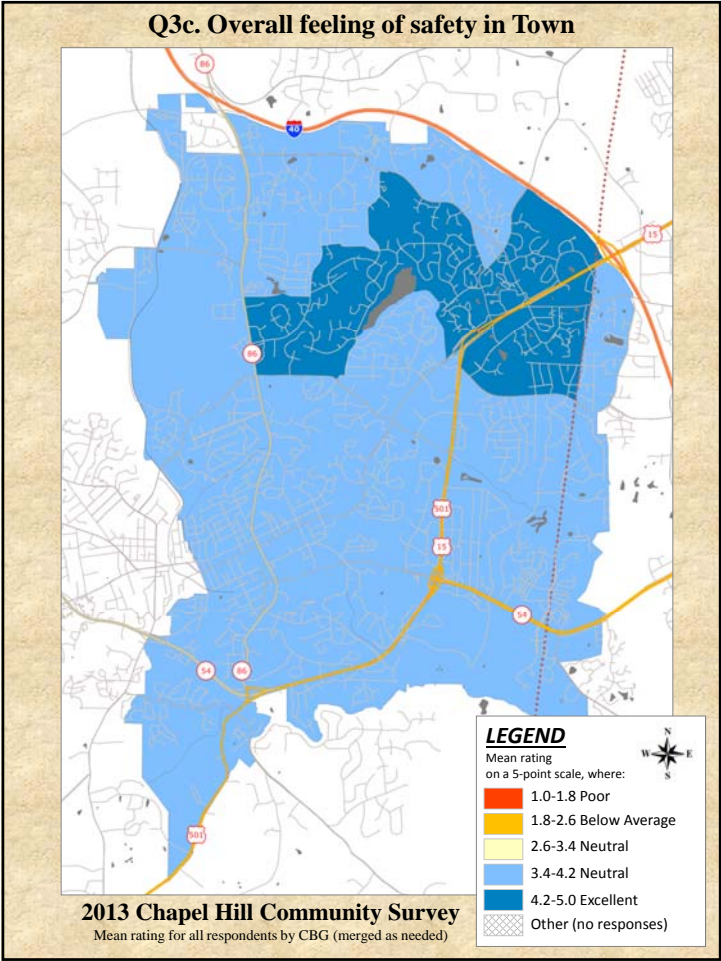


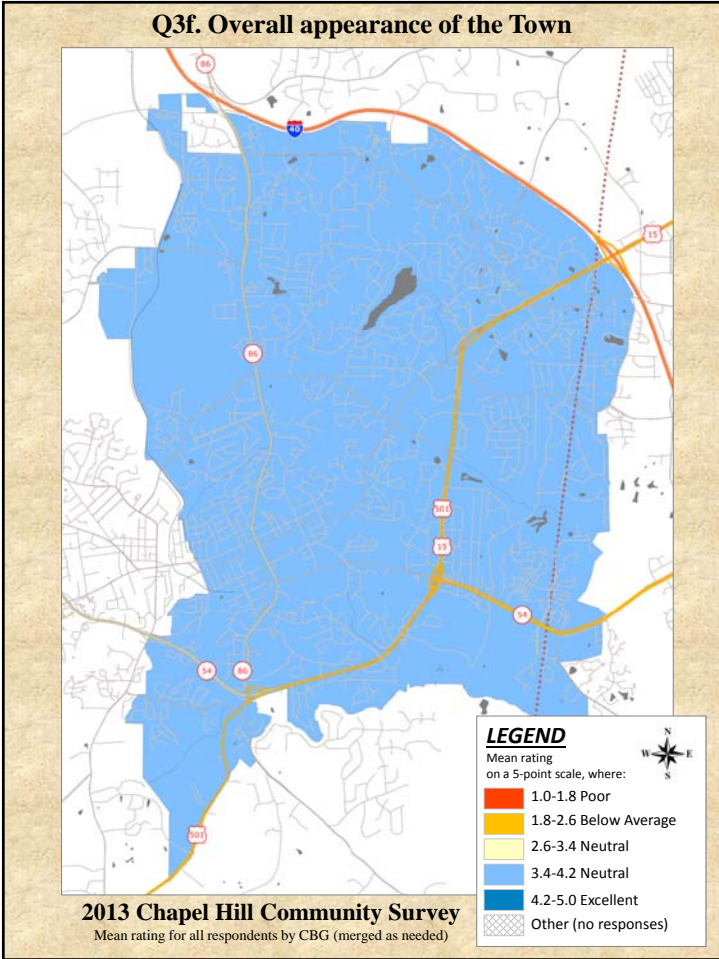
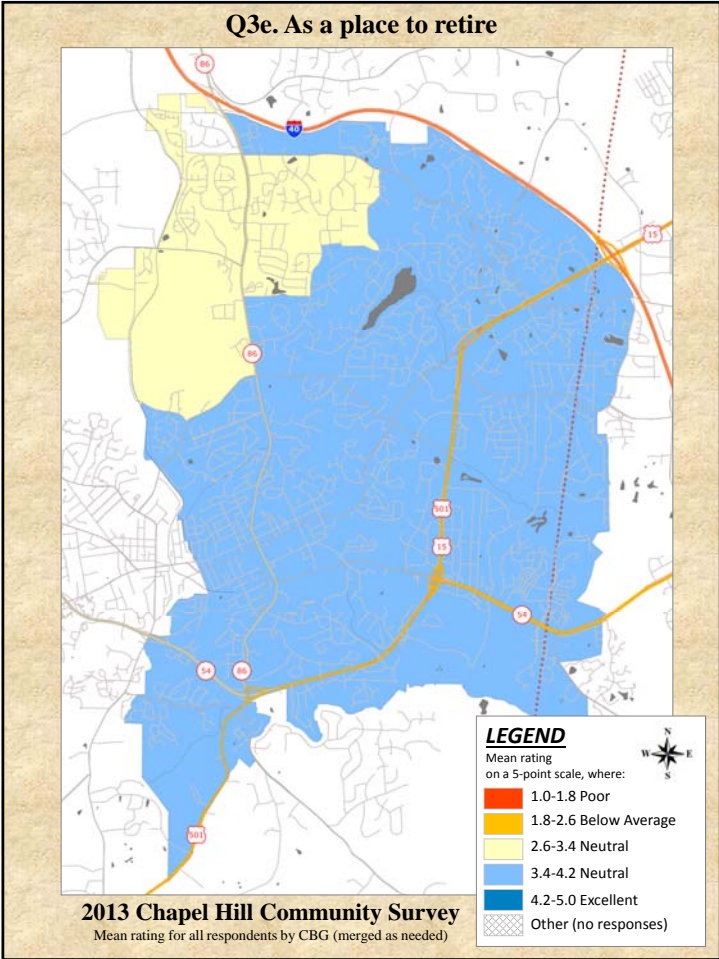




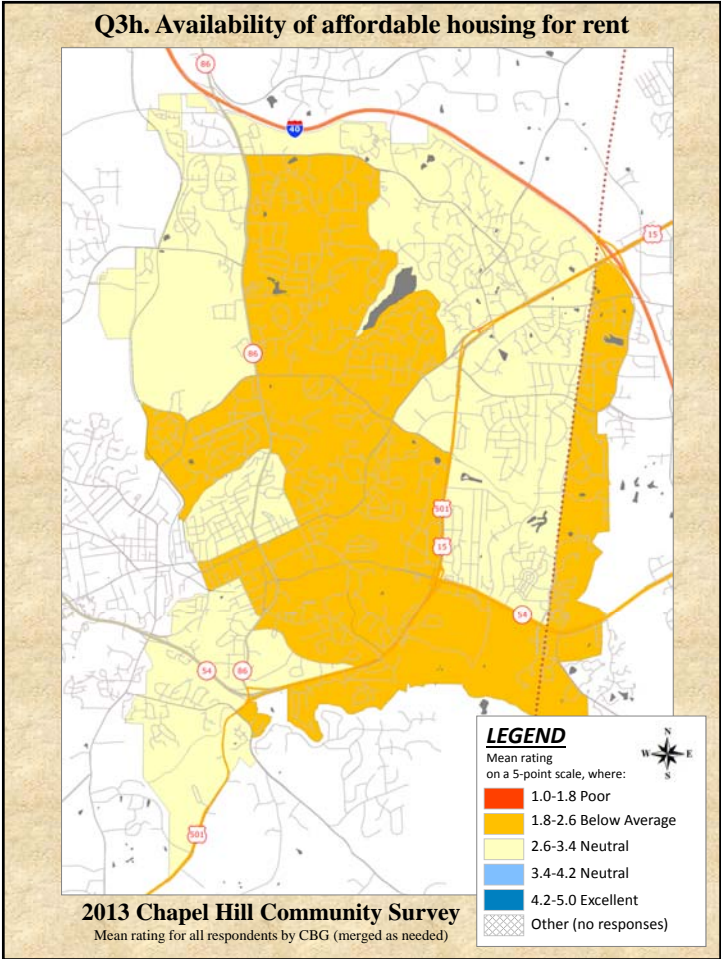
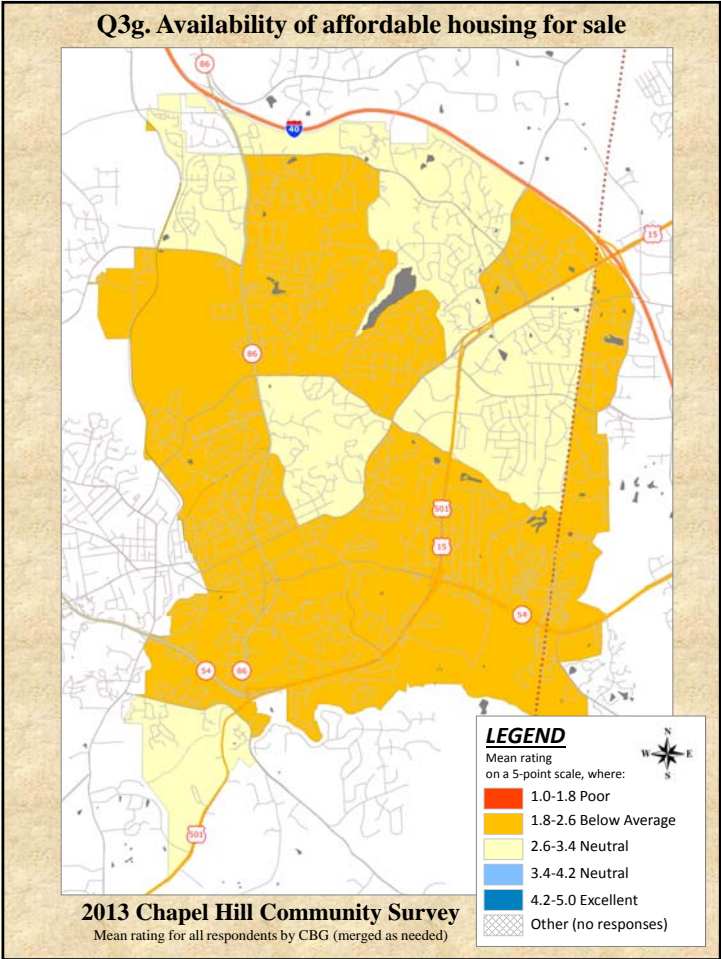


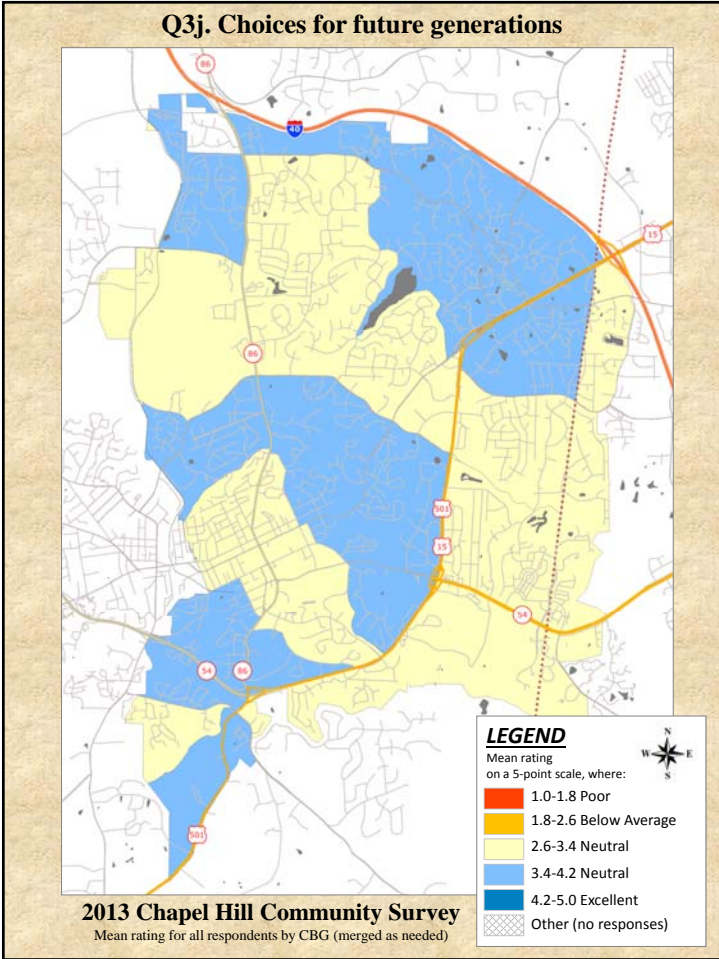
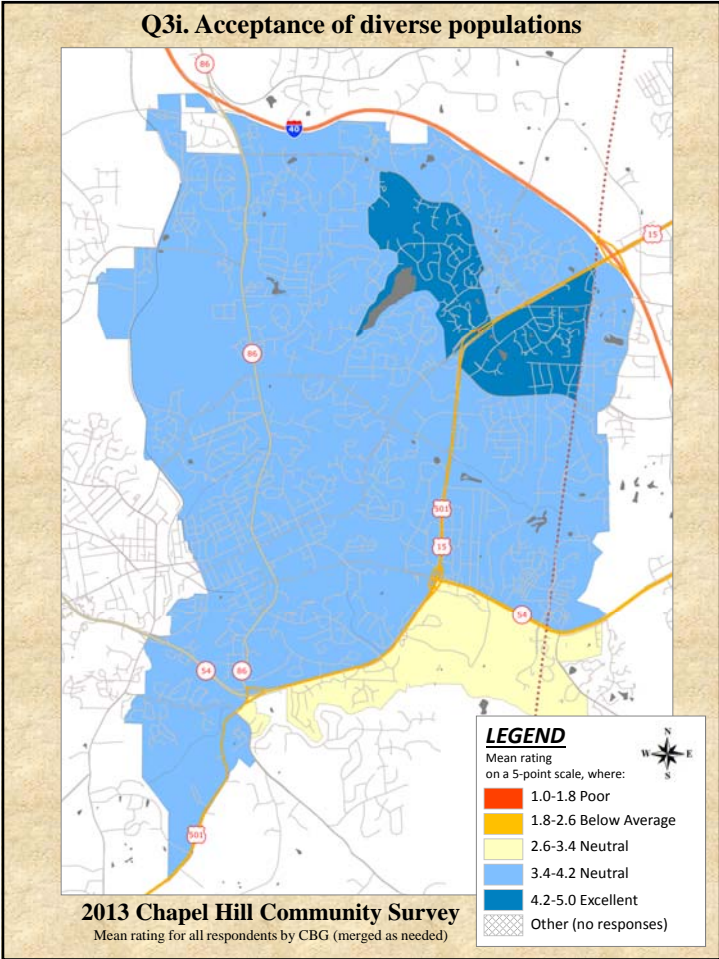




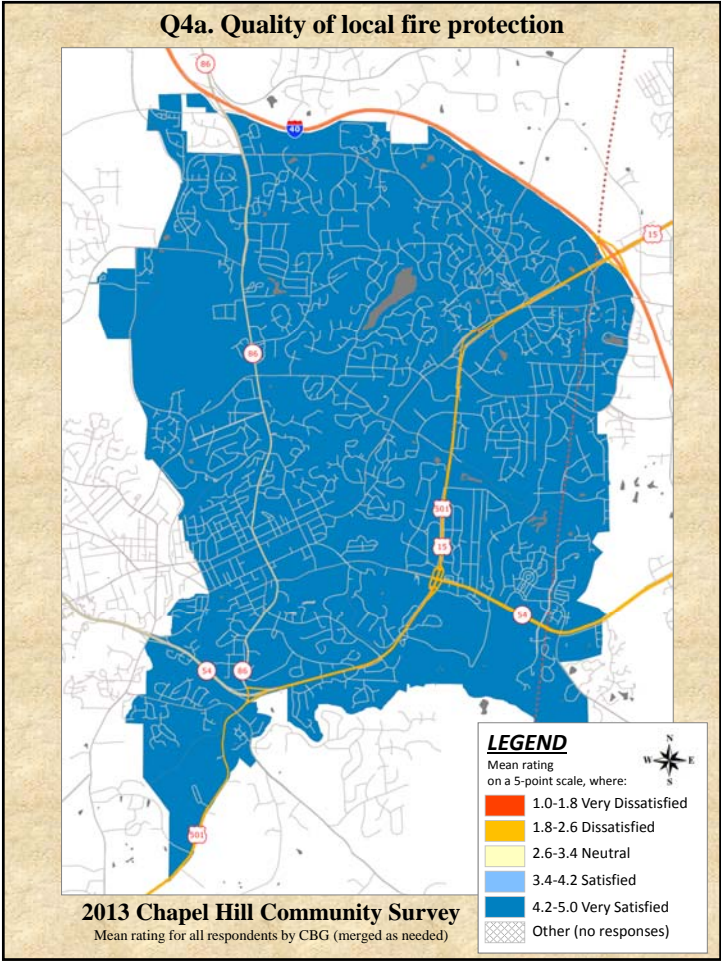
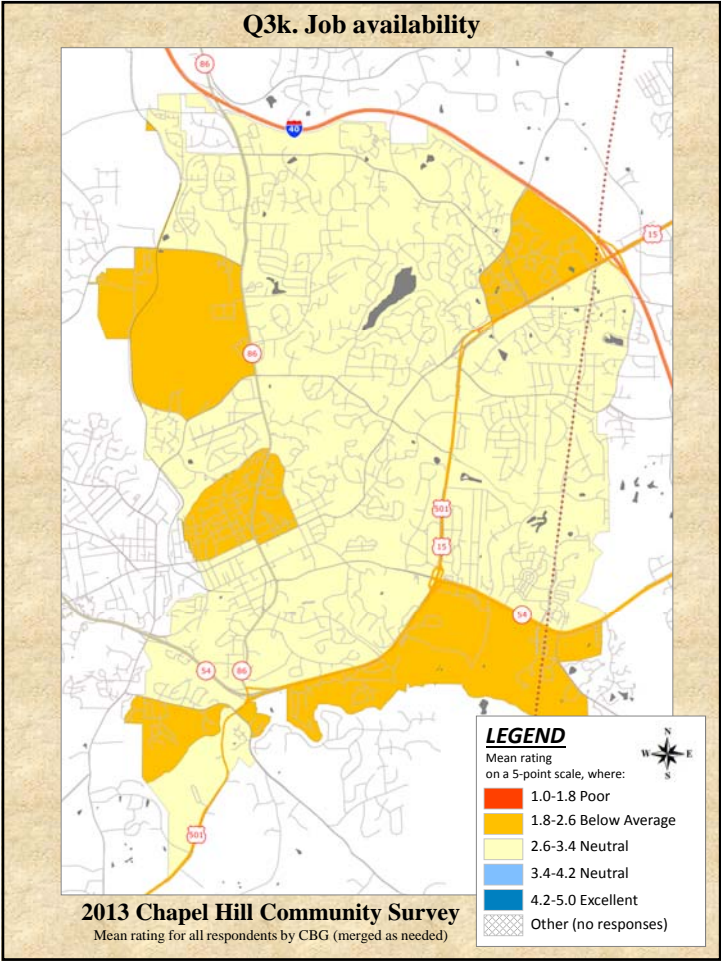




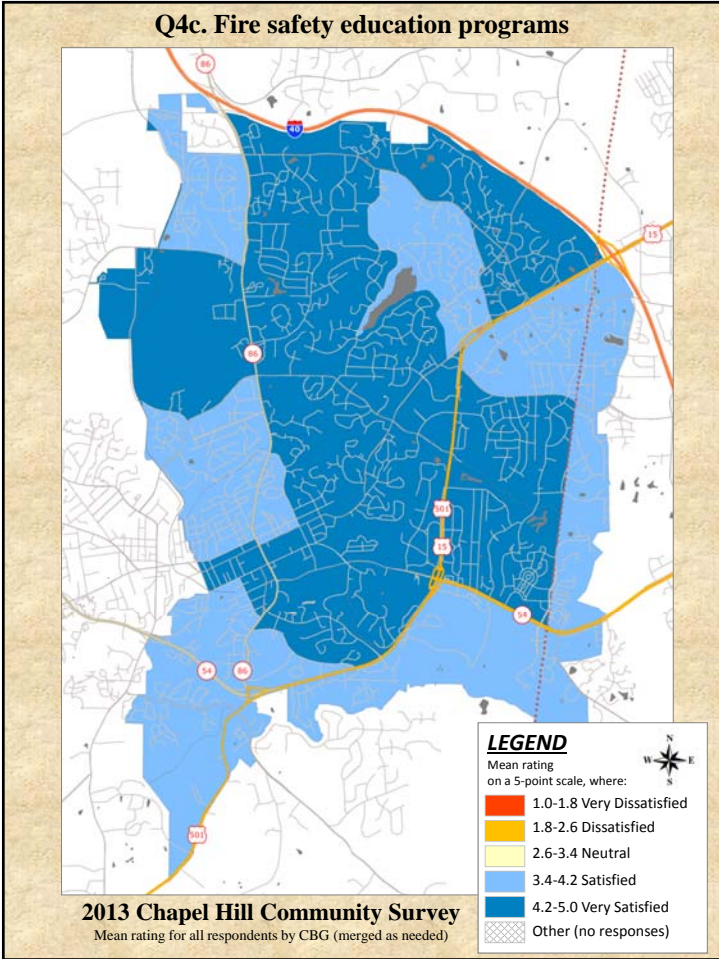
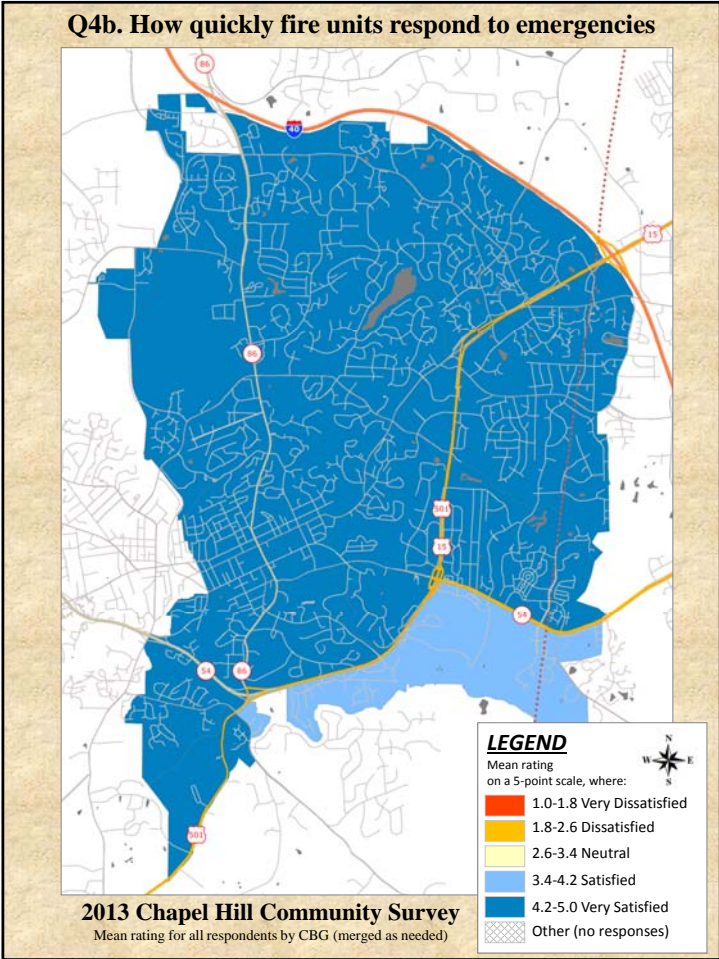




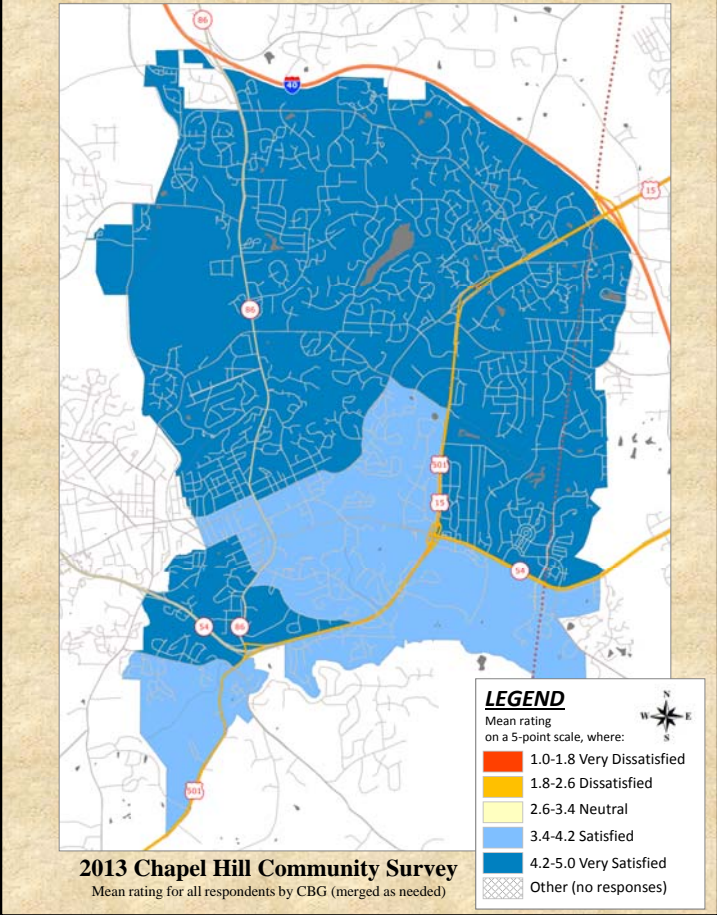




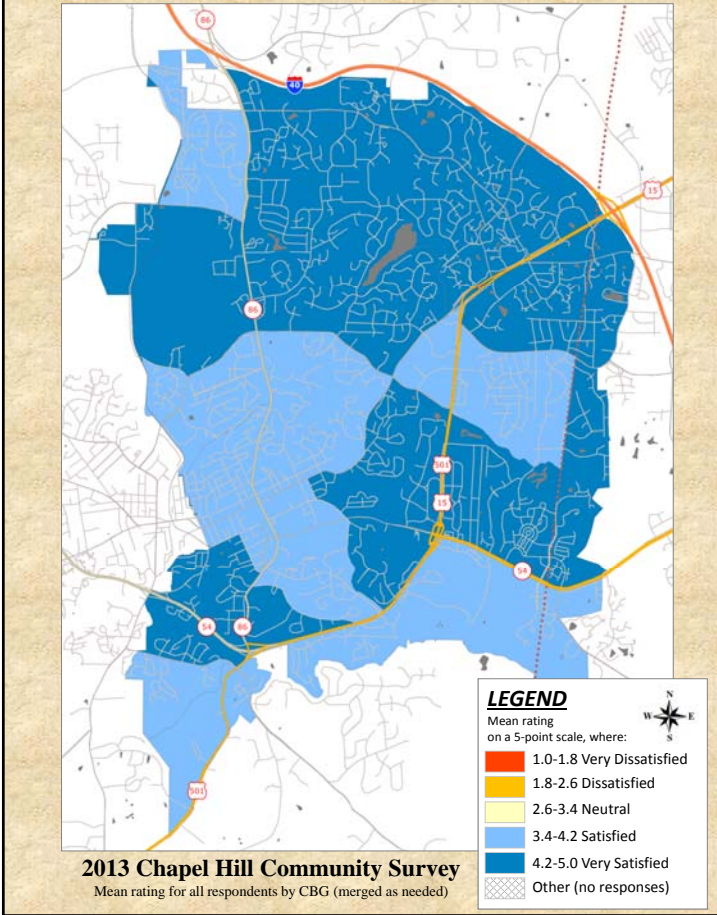




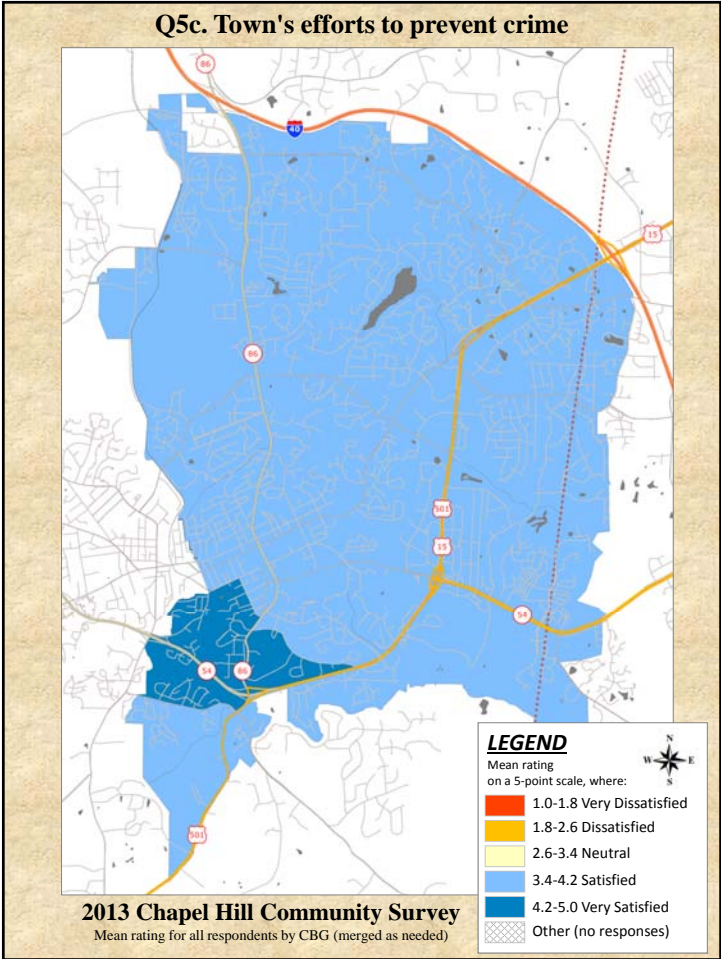
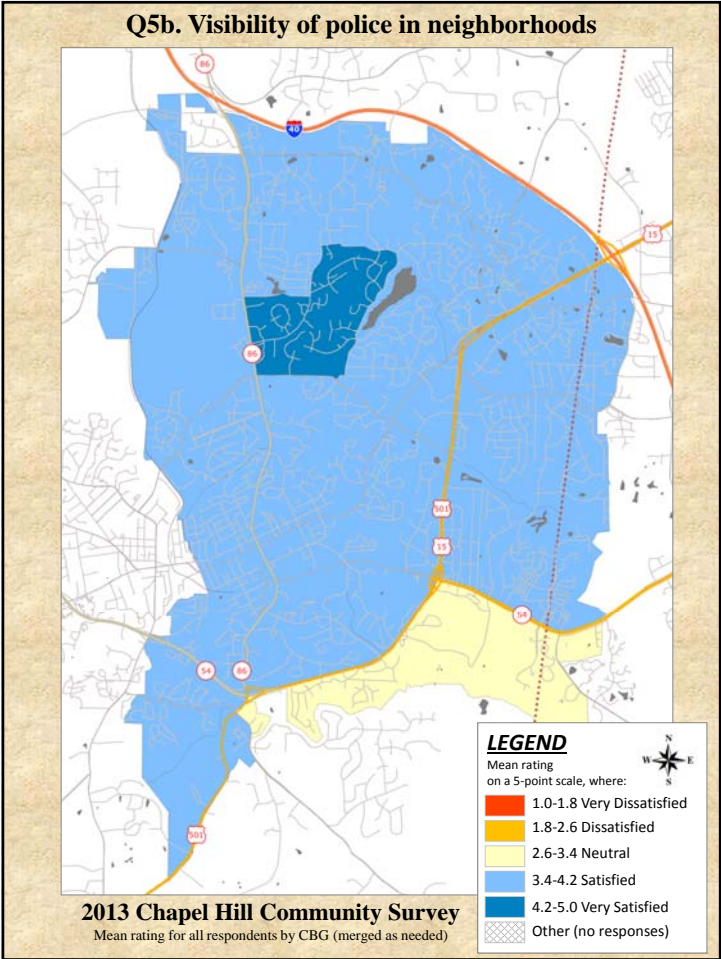
**Q4d. Fire safety you feel when visiting business or restaurants**

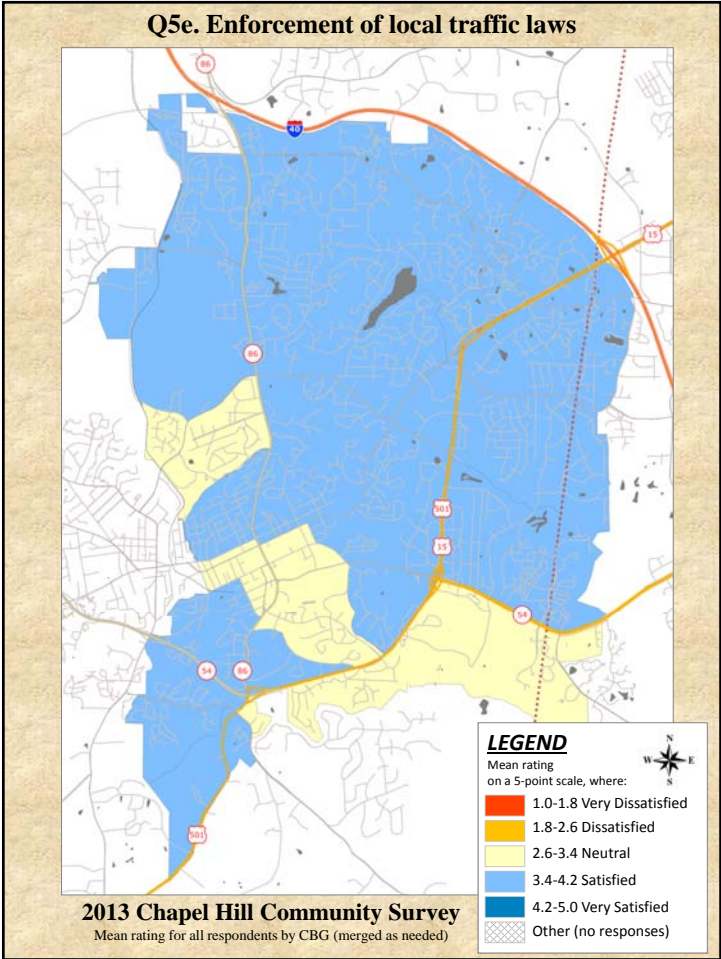
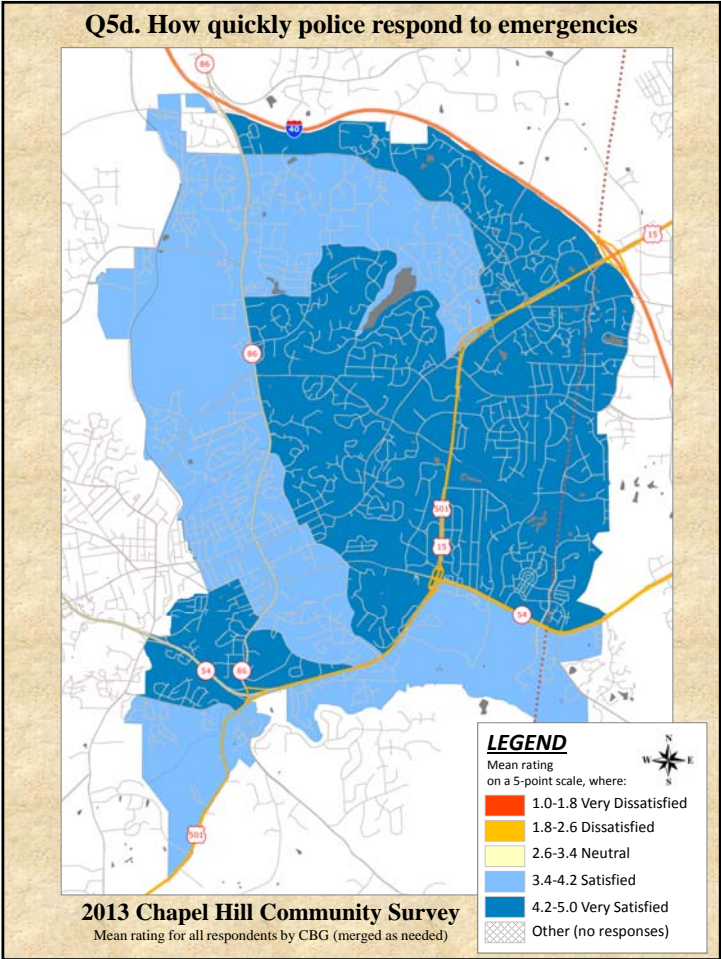


**Q5a. Quality of local police protection**

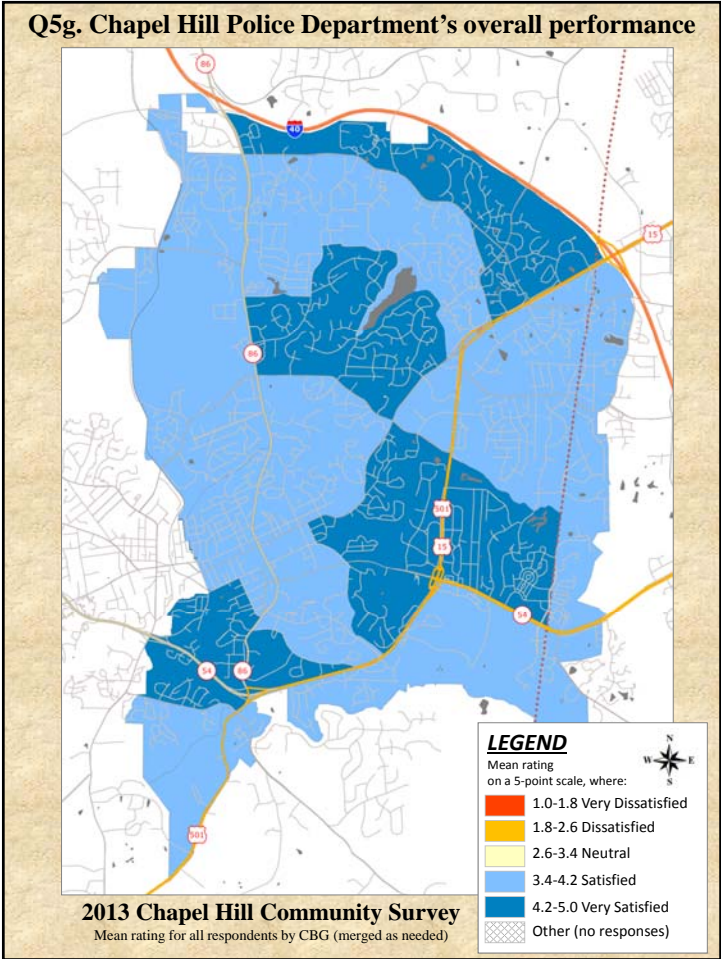
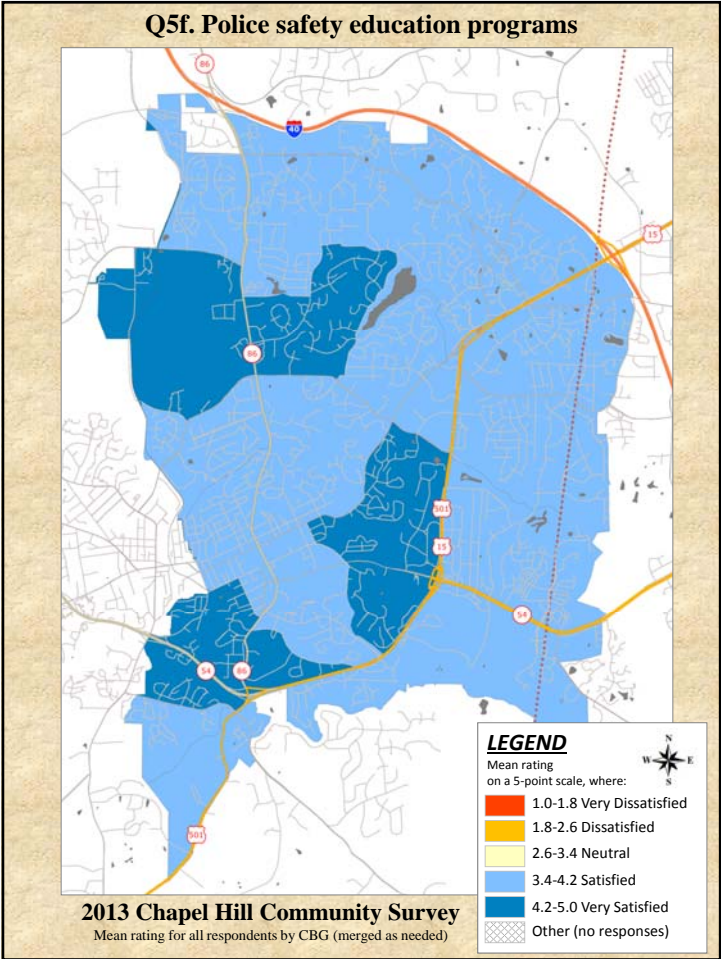


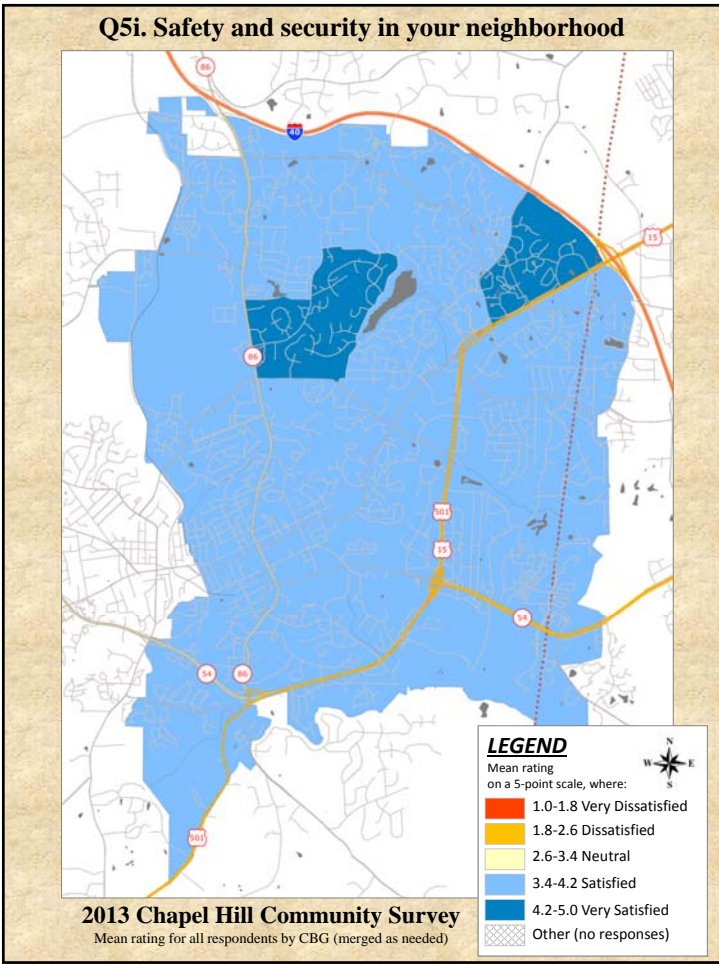
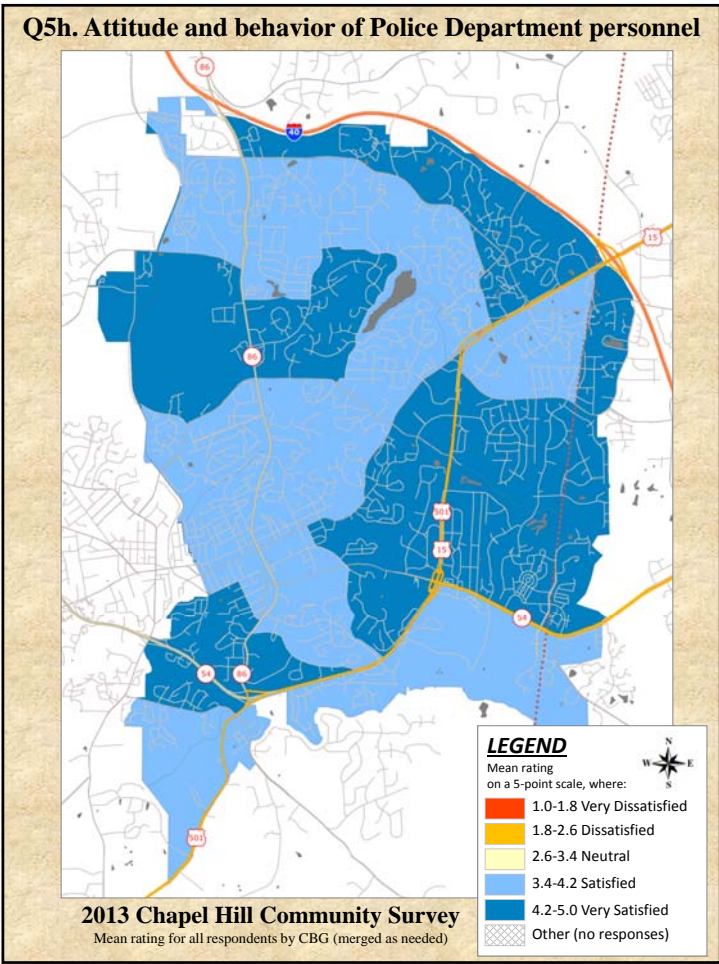






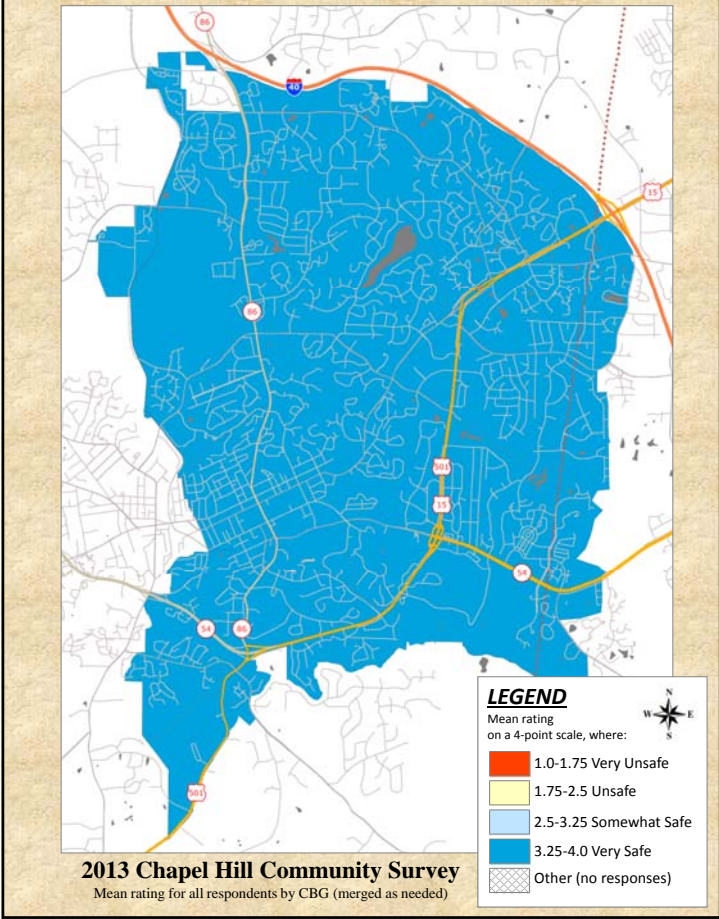




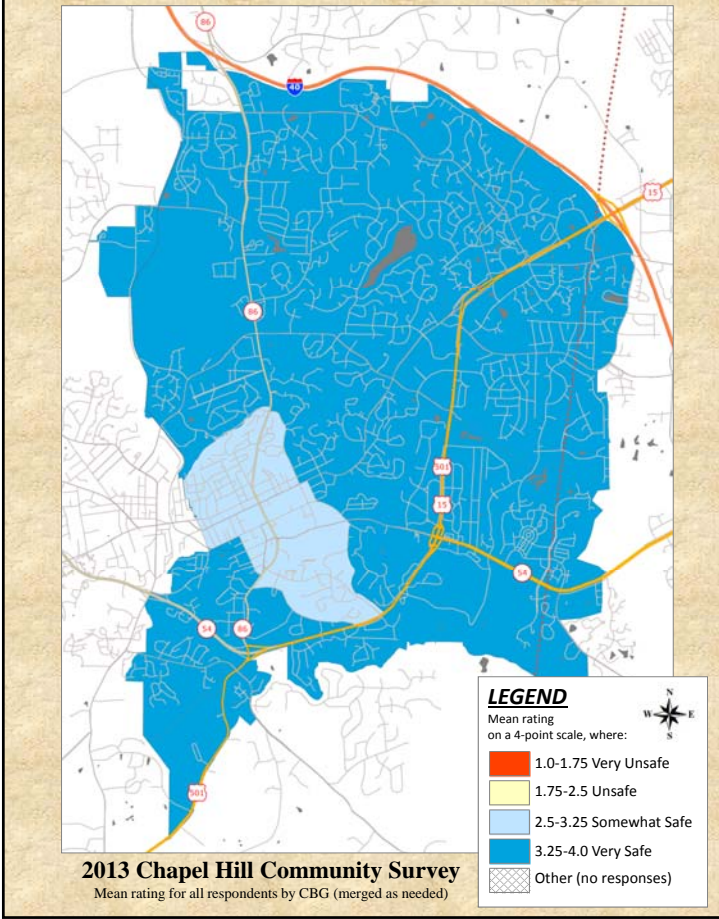


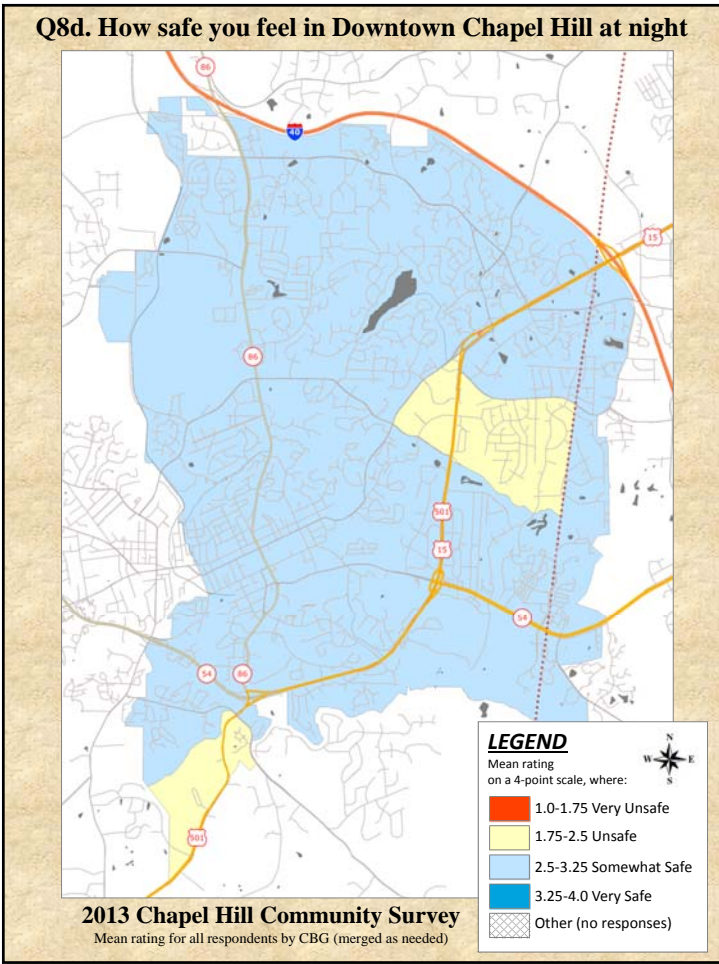
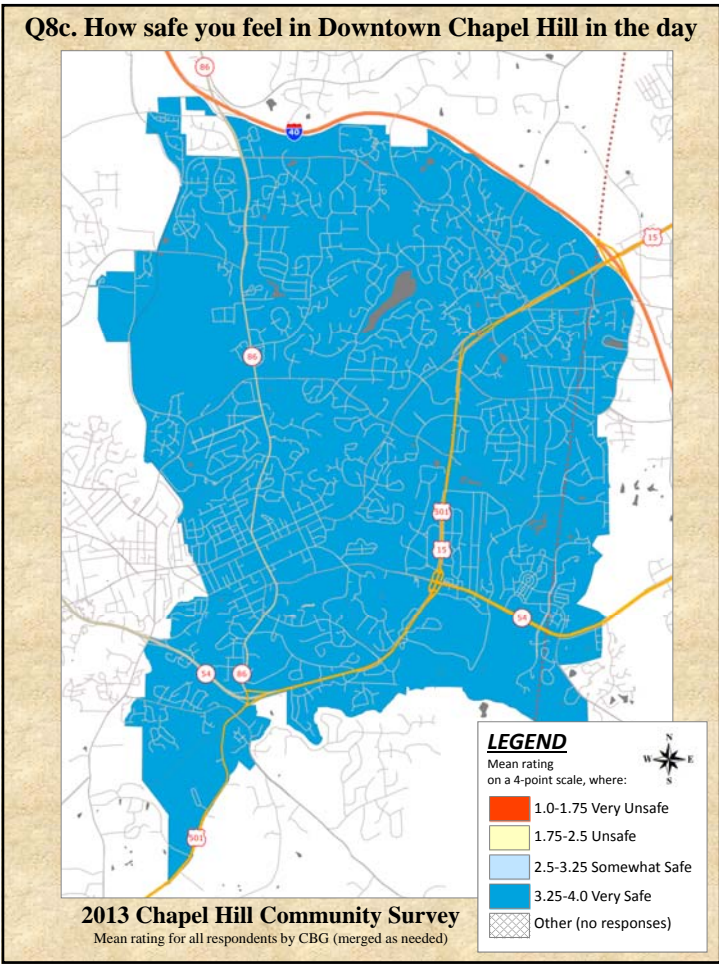


**Q8a. How safe you feel in your neighborhood during the day**

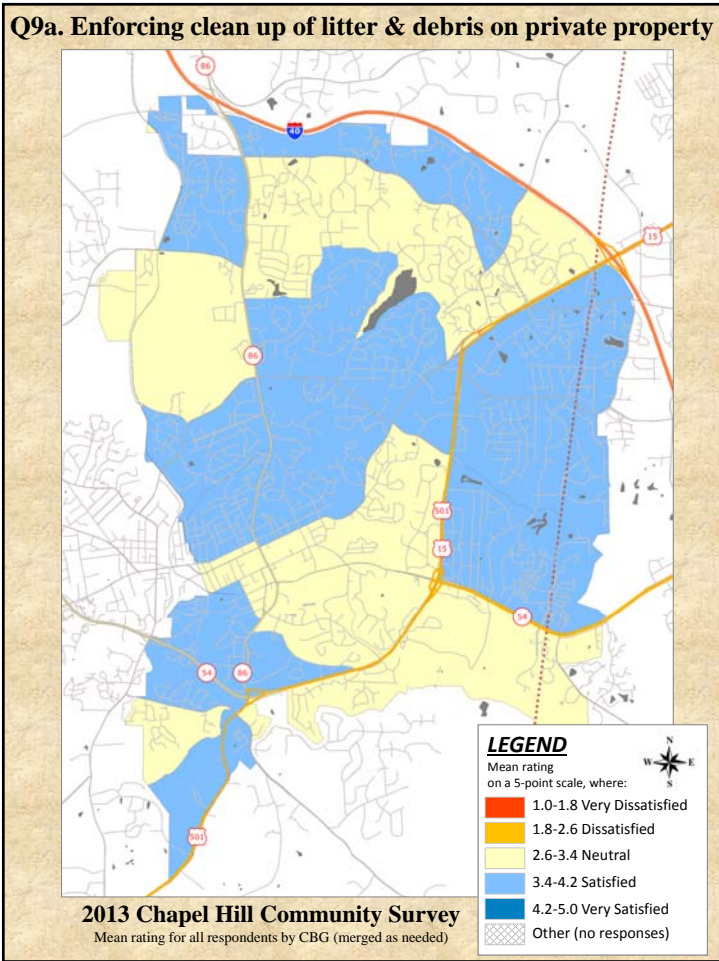
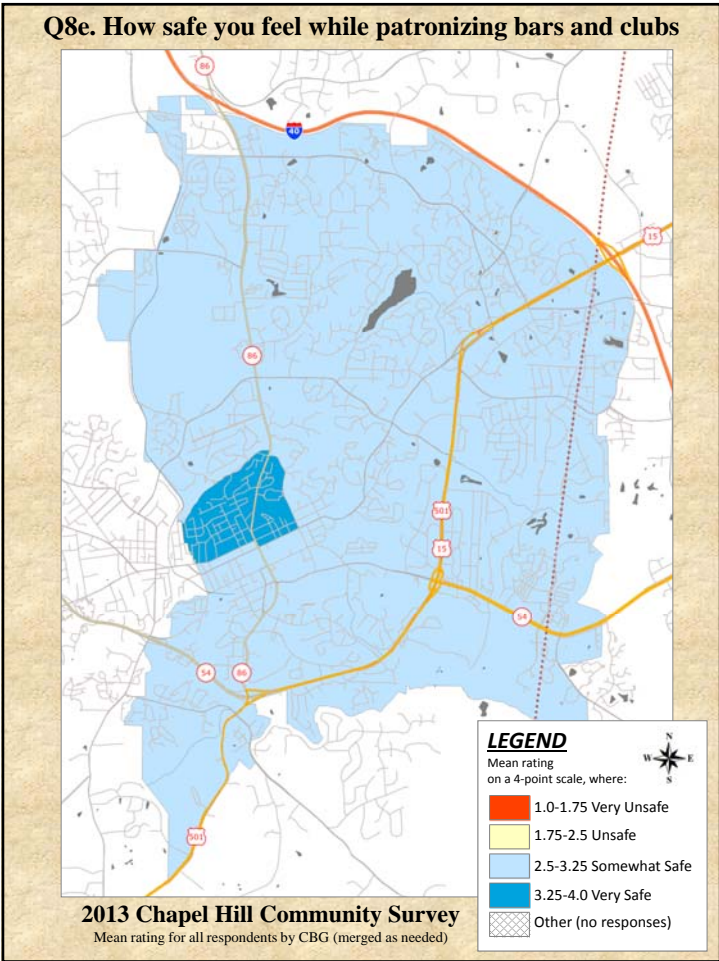


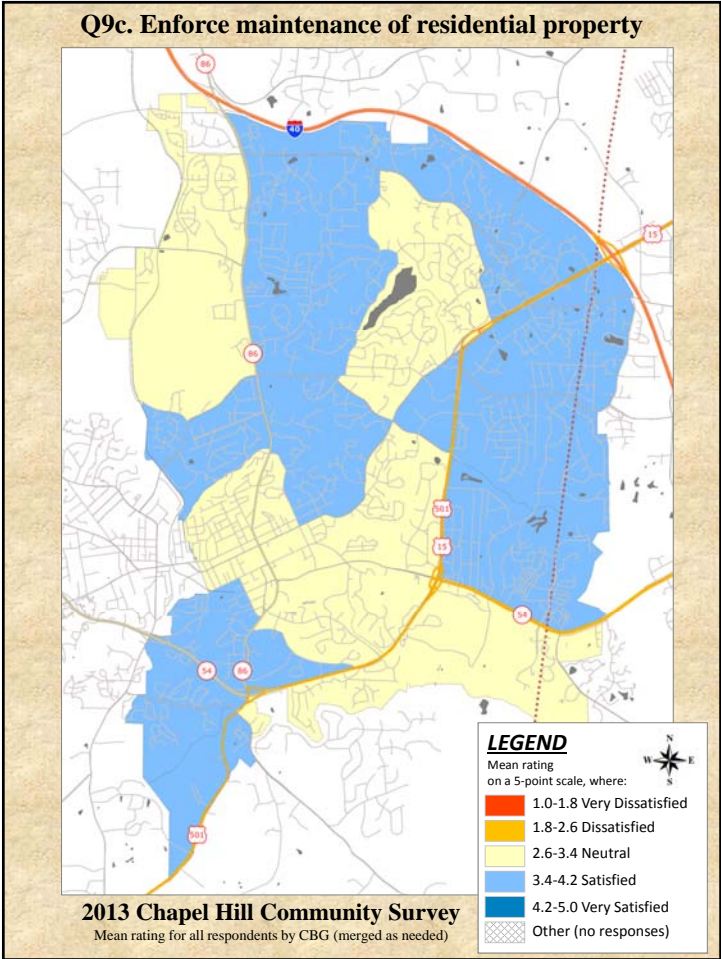
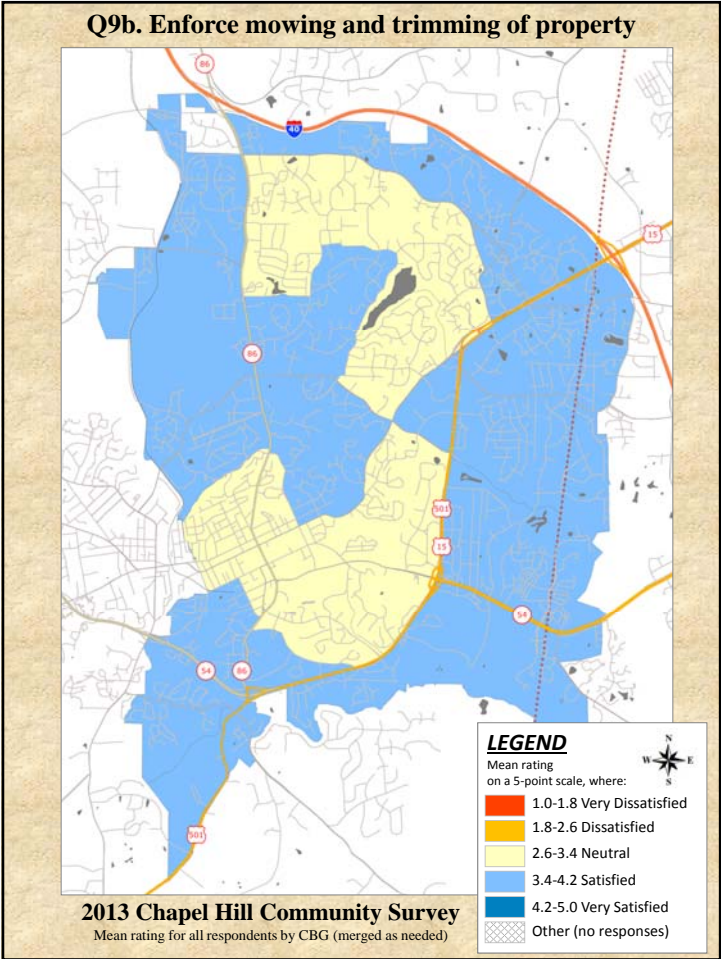
**Q8b. How safe you feel in your neighborhood at night**

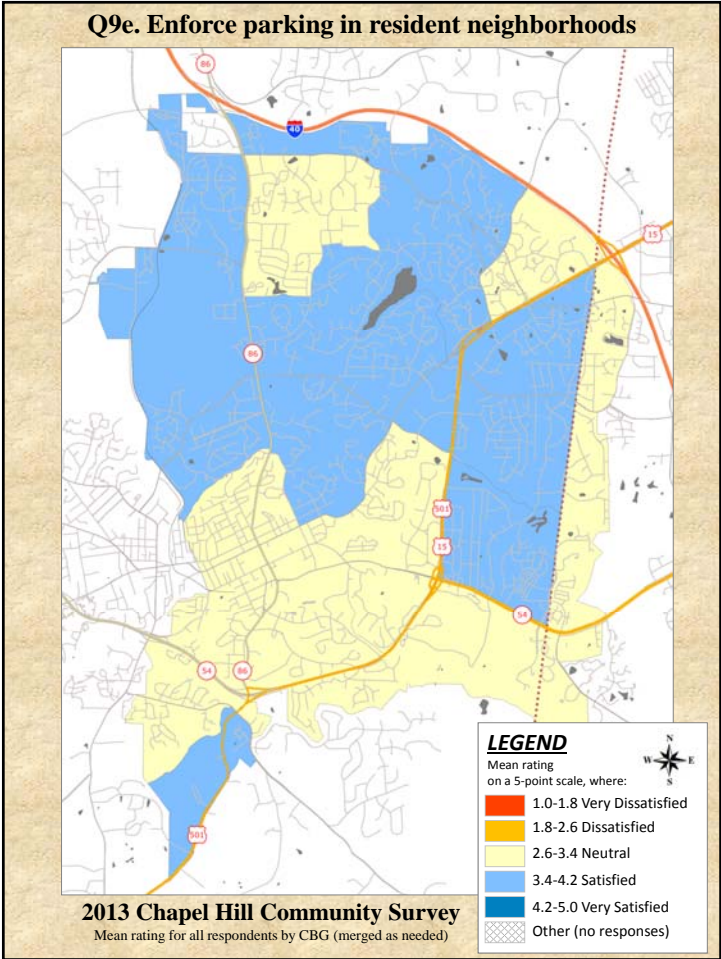
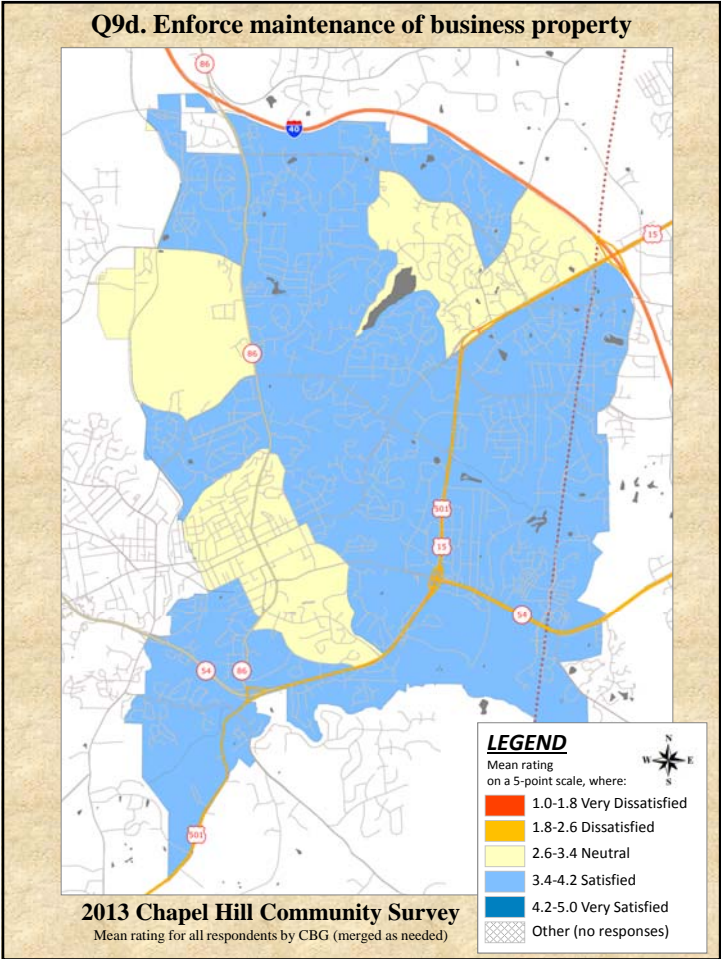




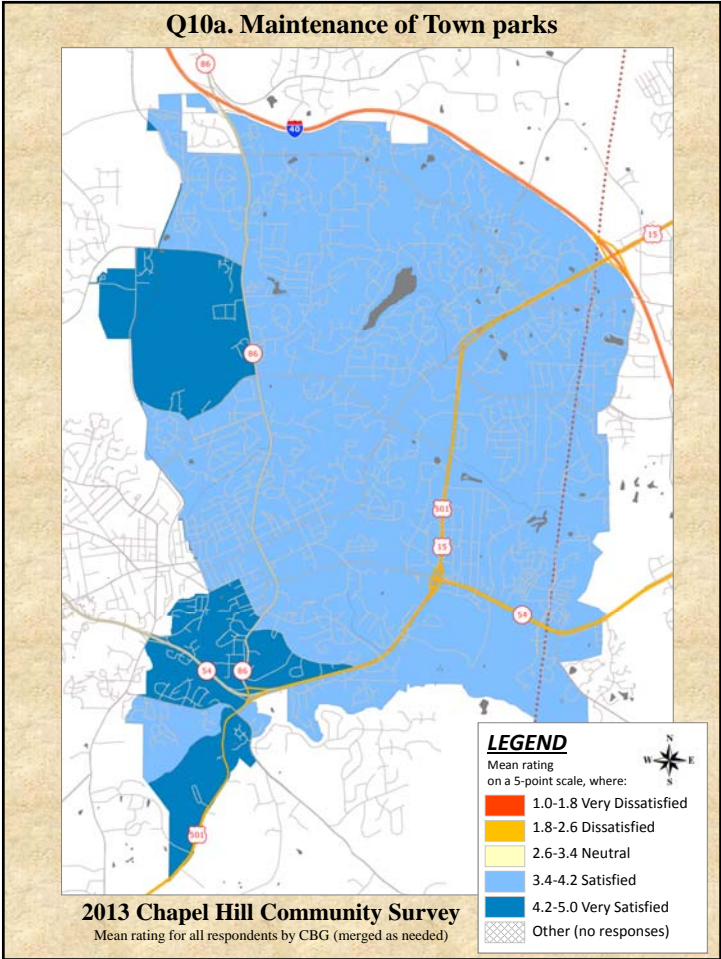
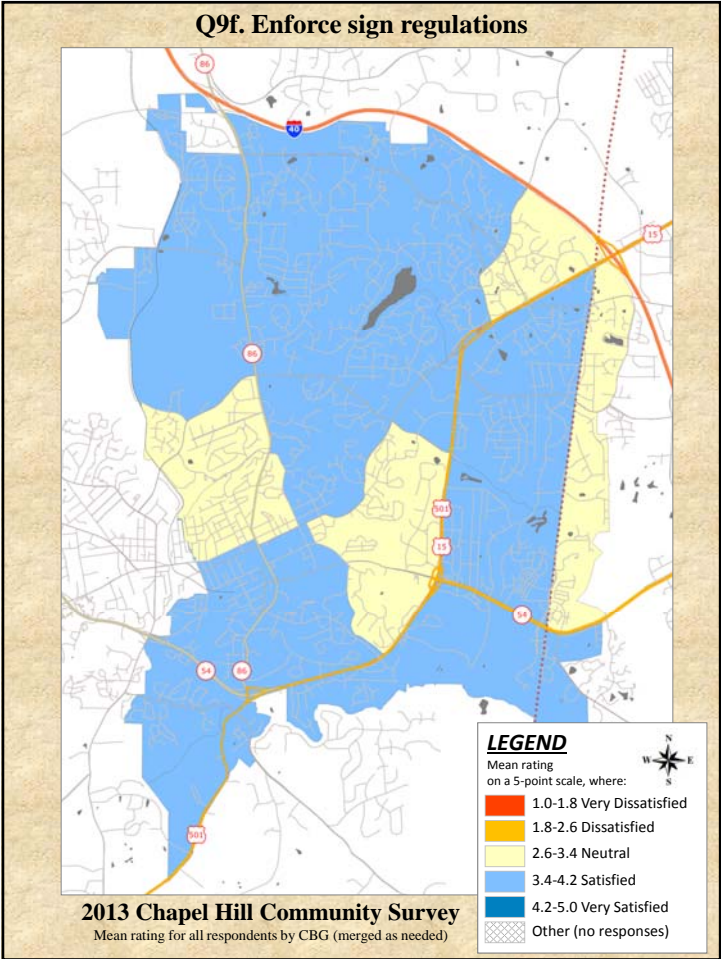


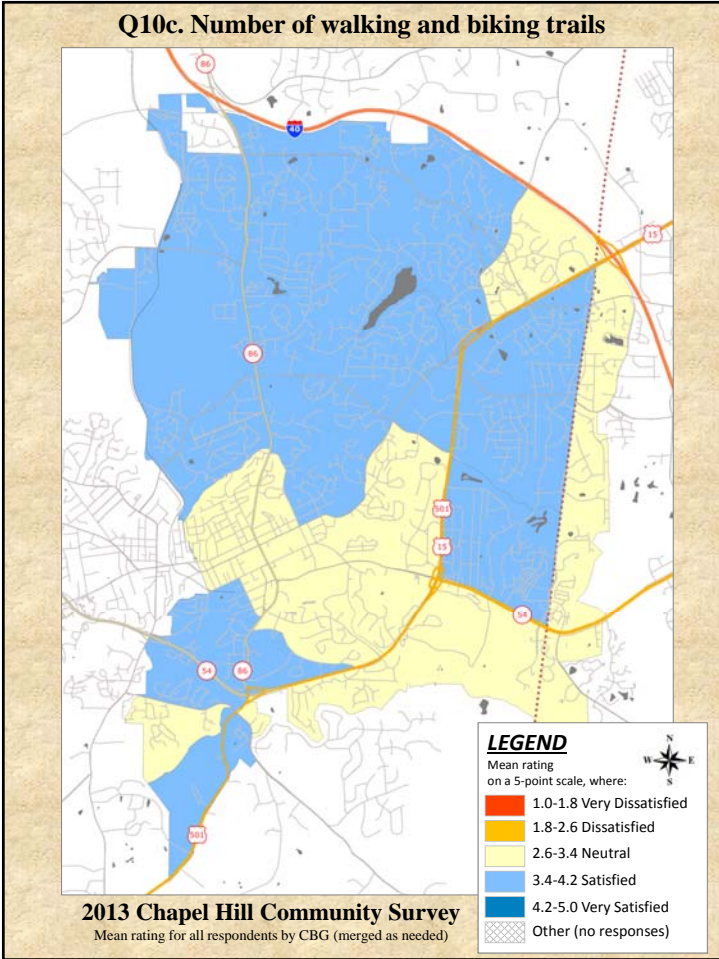
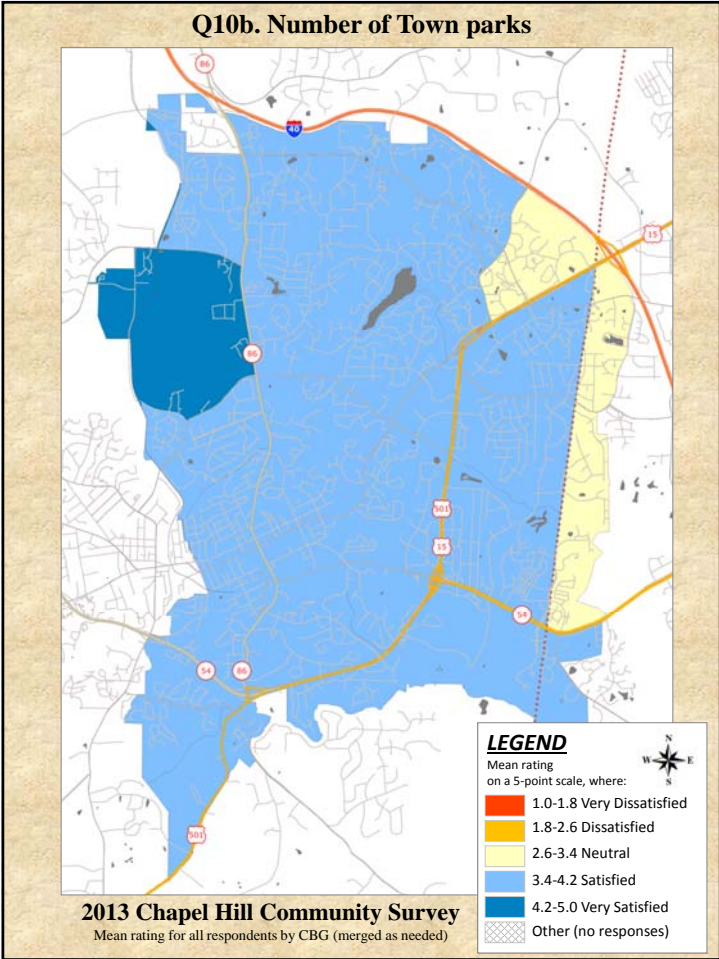


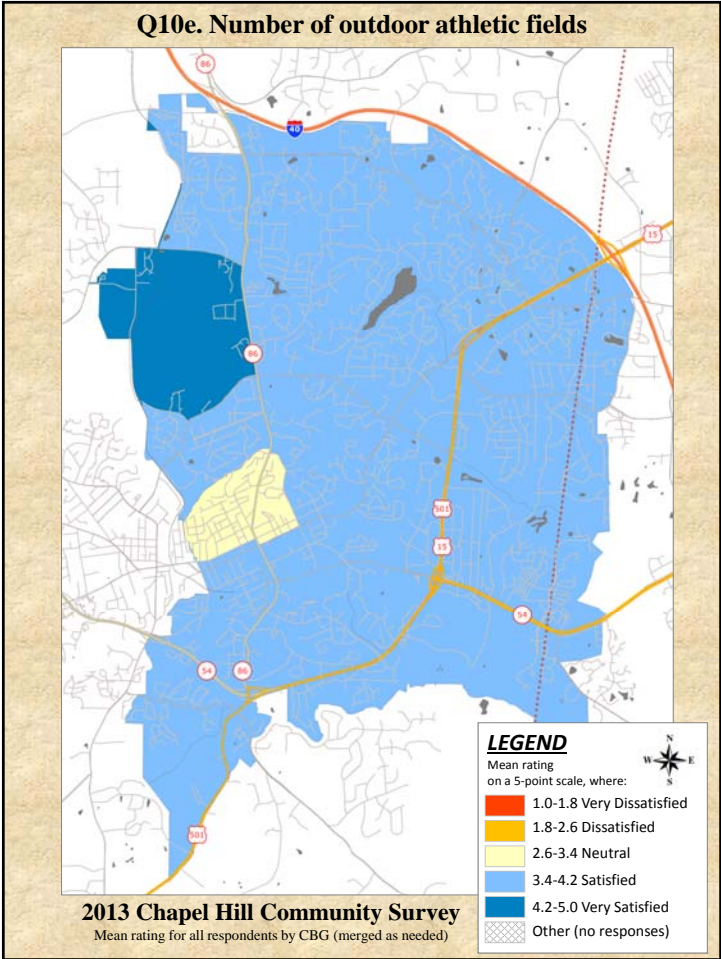
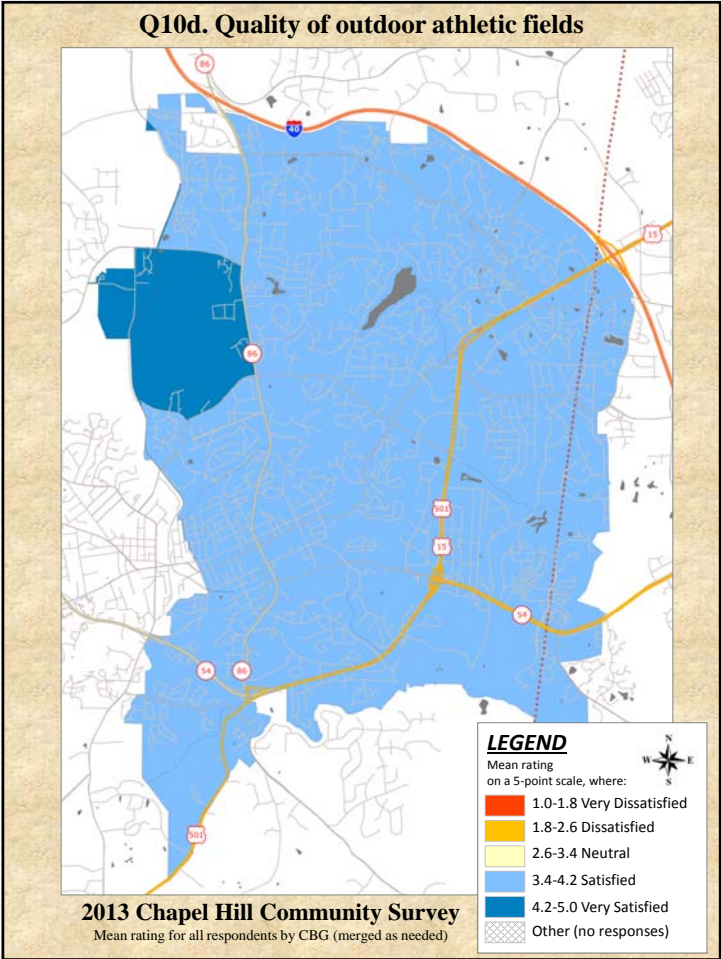






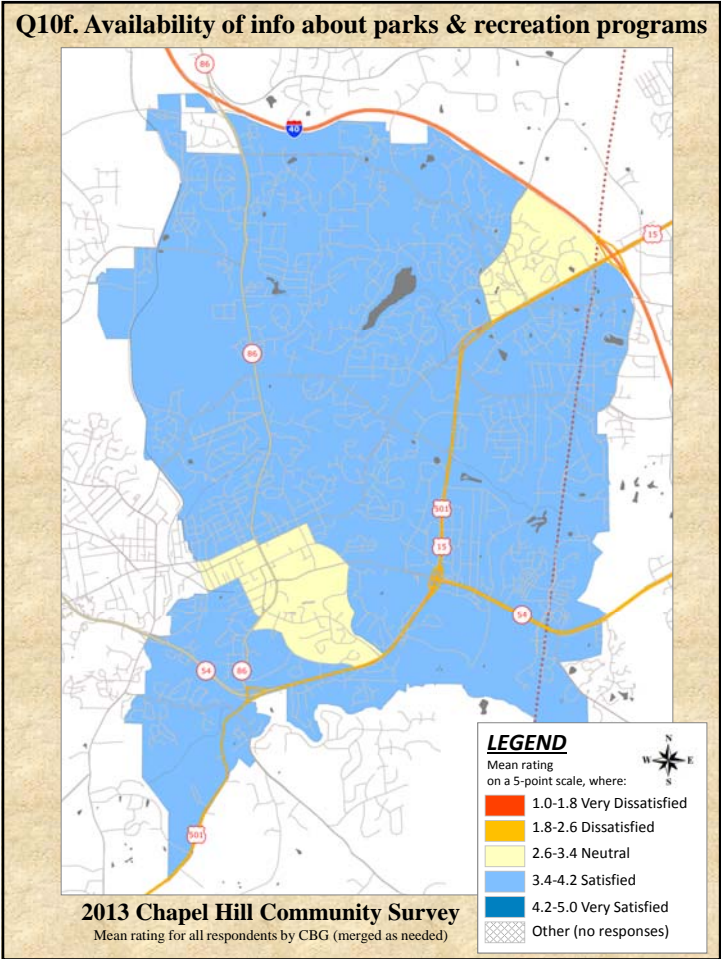




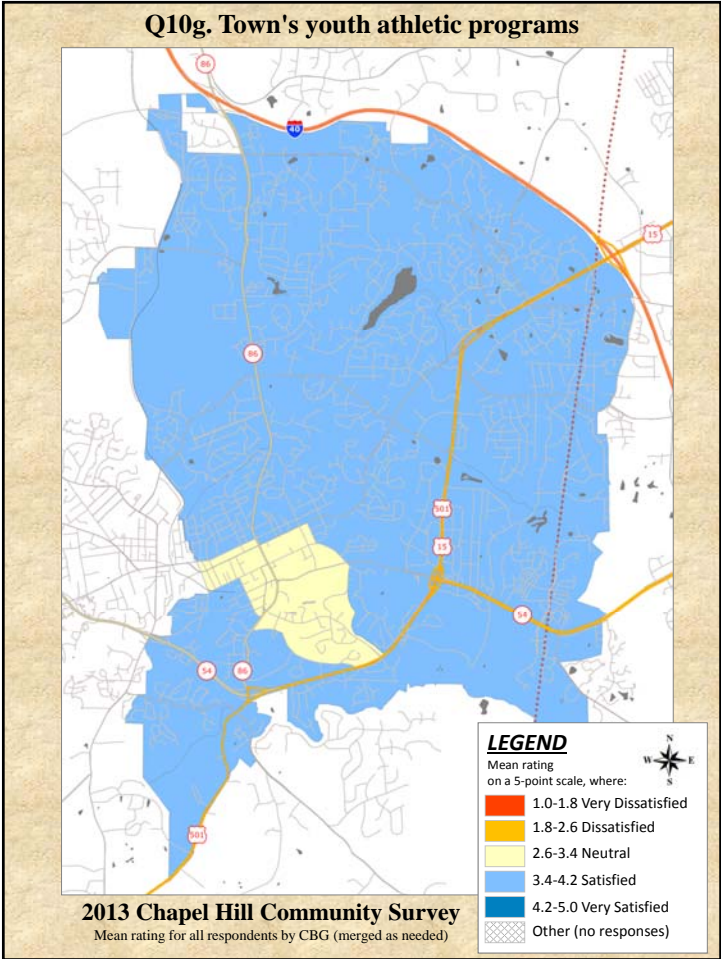


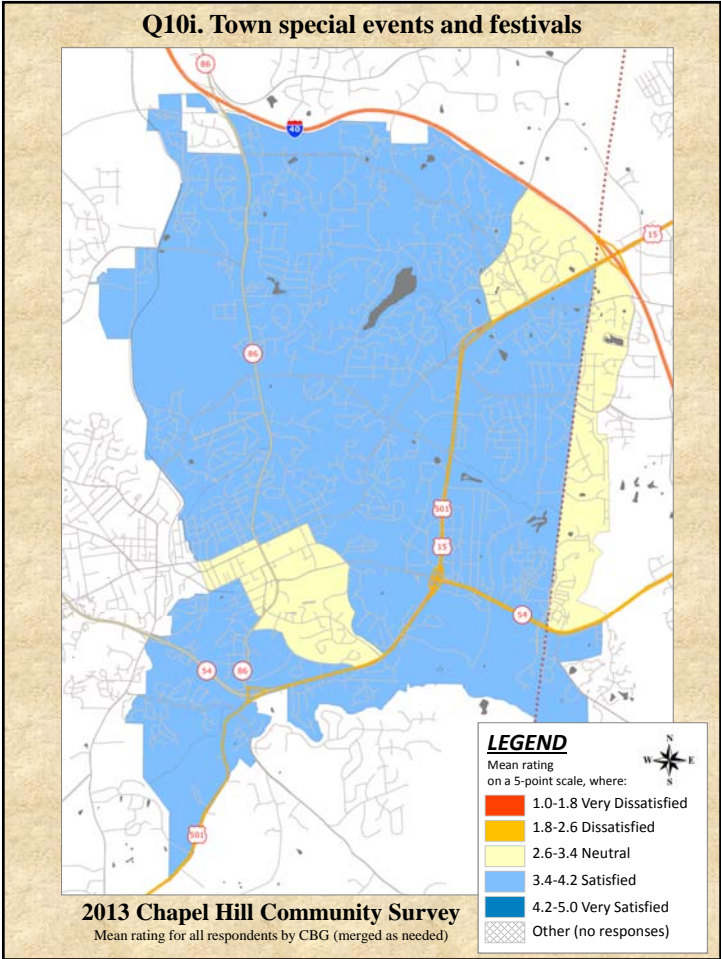
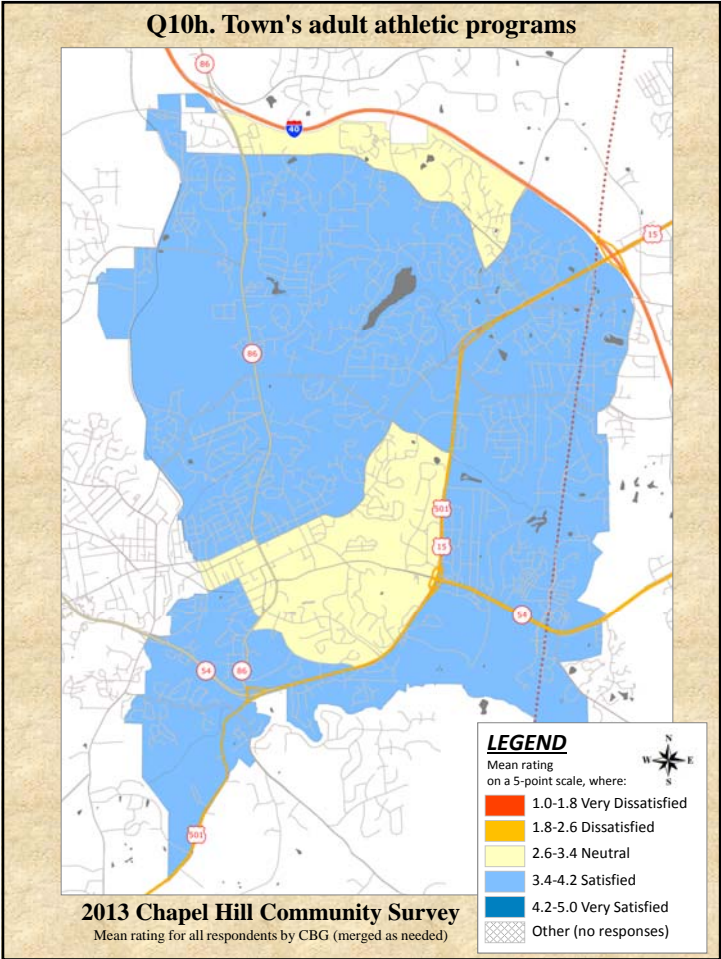


**Q10f. Availability of info about parks & recreation programs**

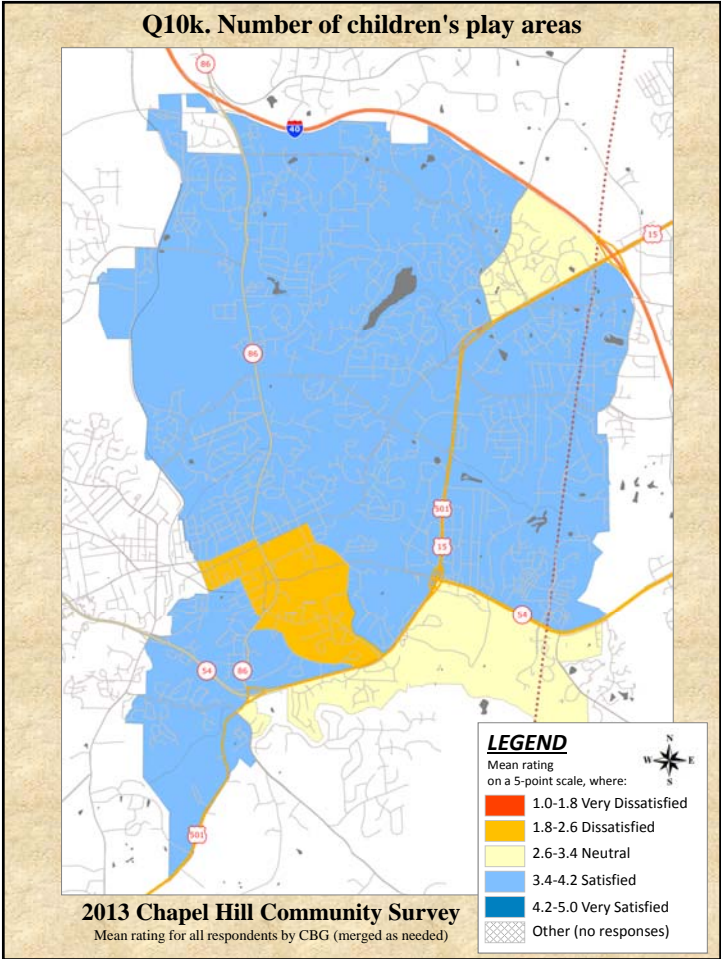
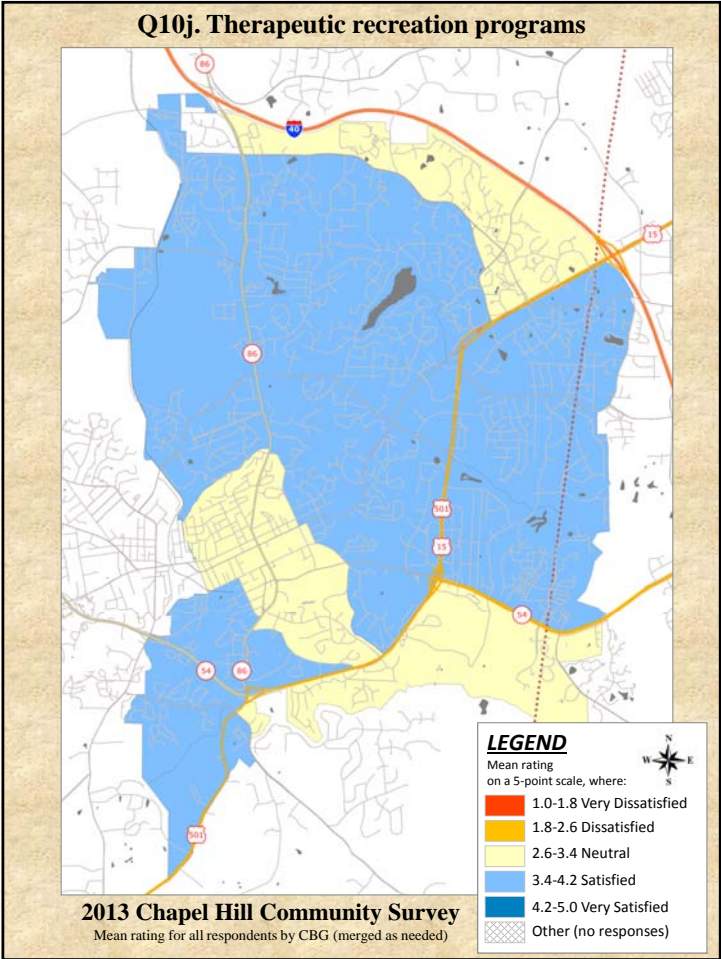


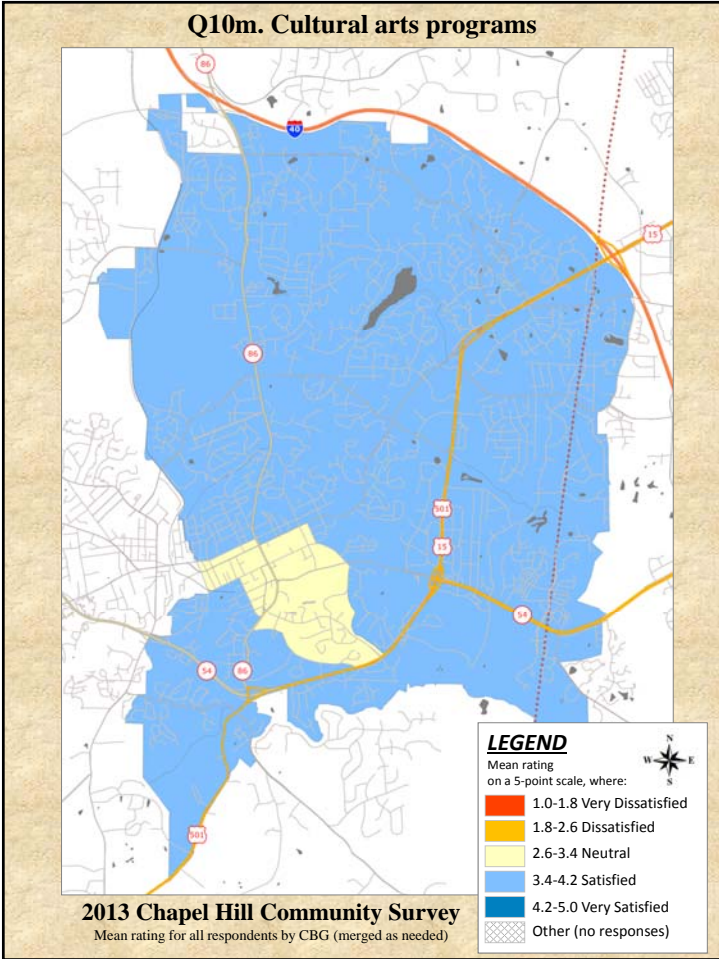
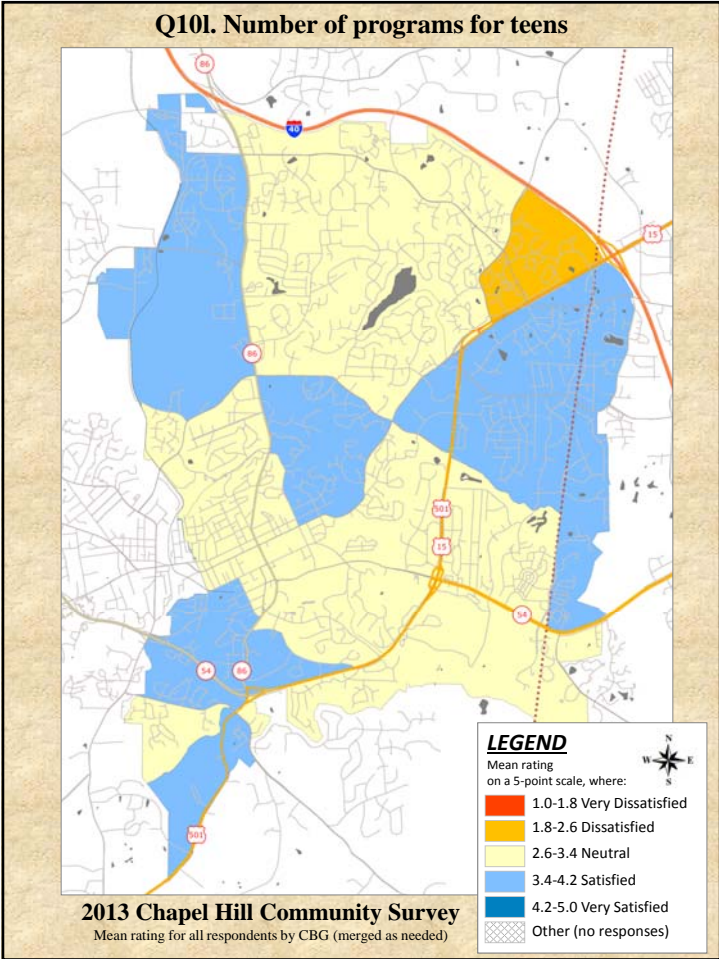
**Q10g. Town's youth athletic programs**

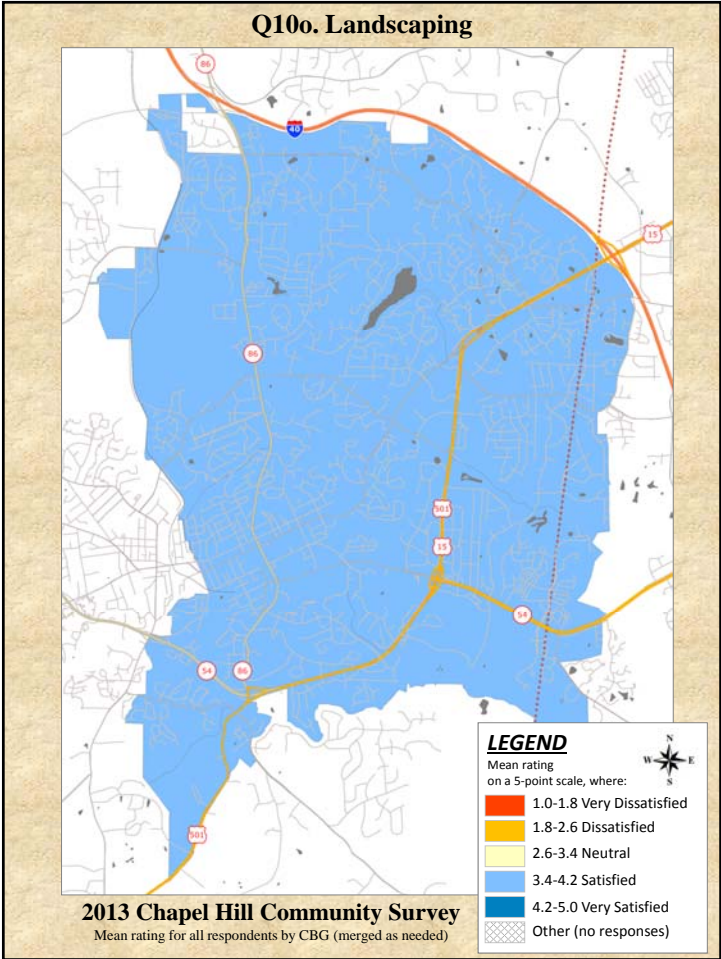
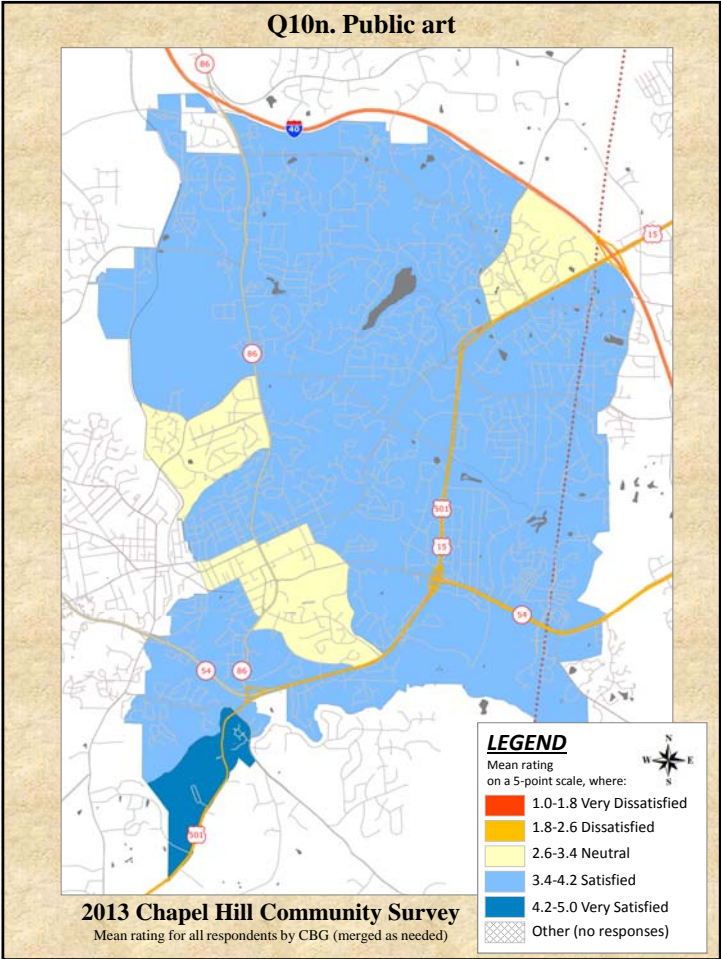




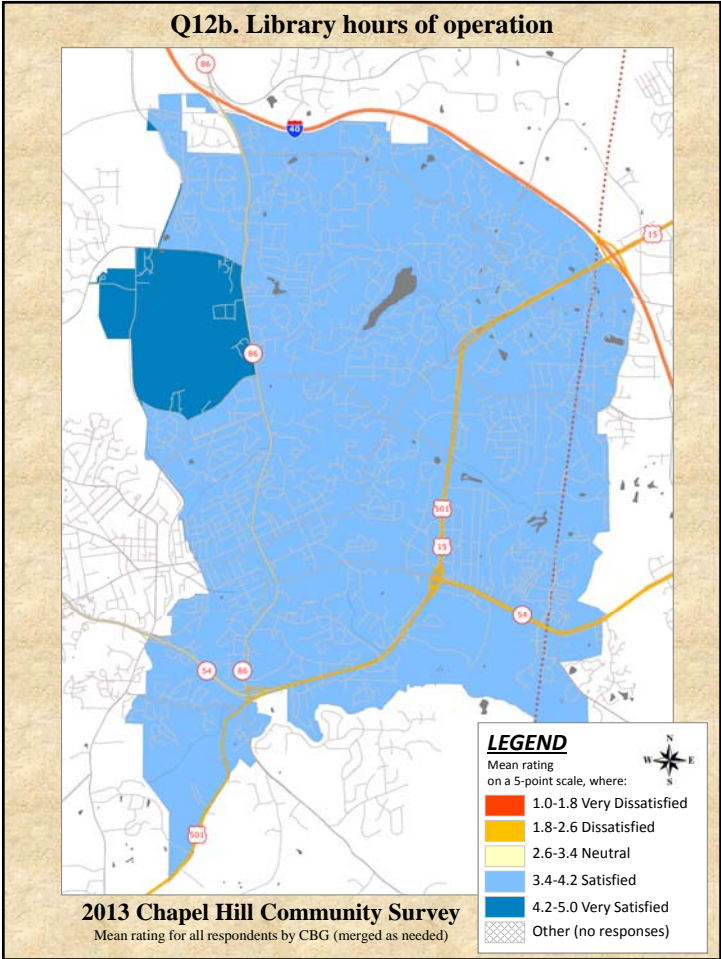
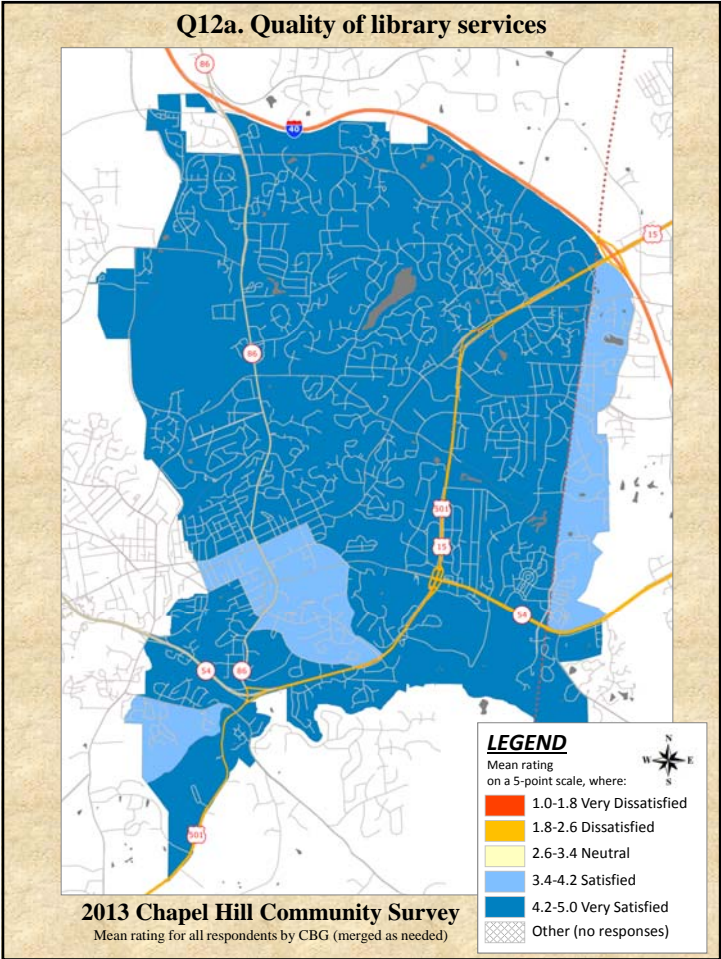


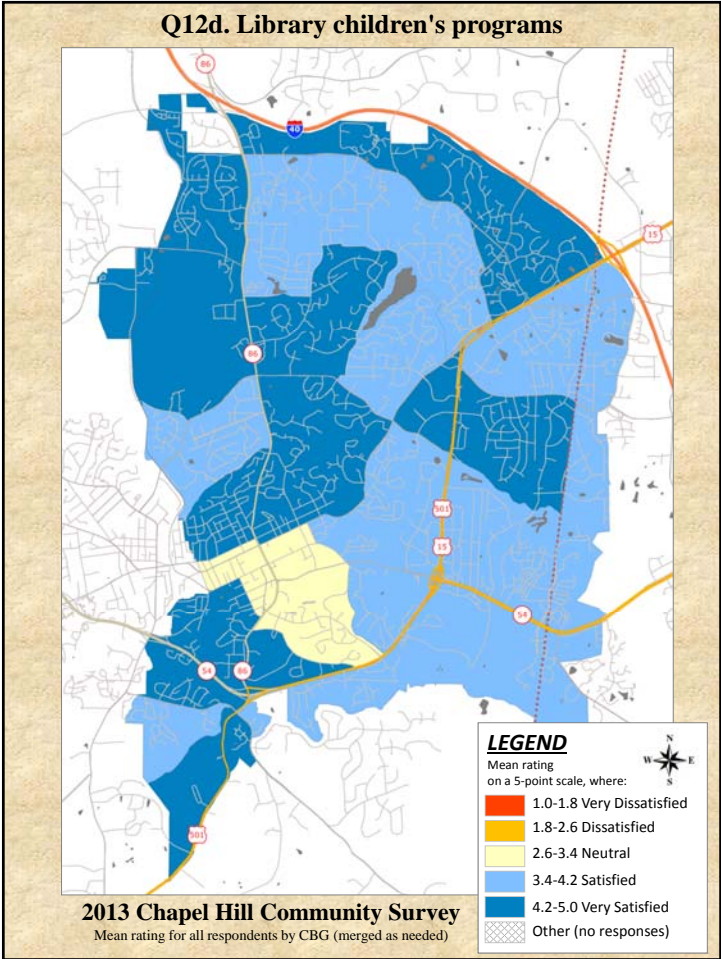
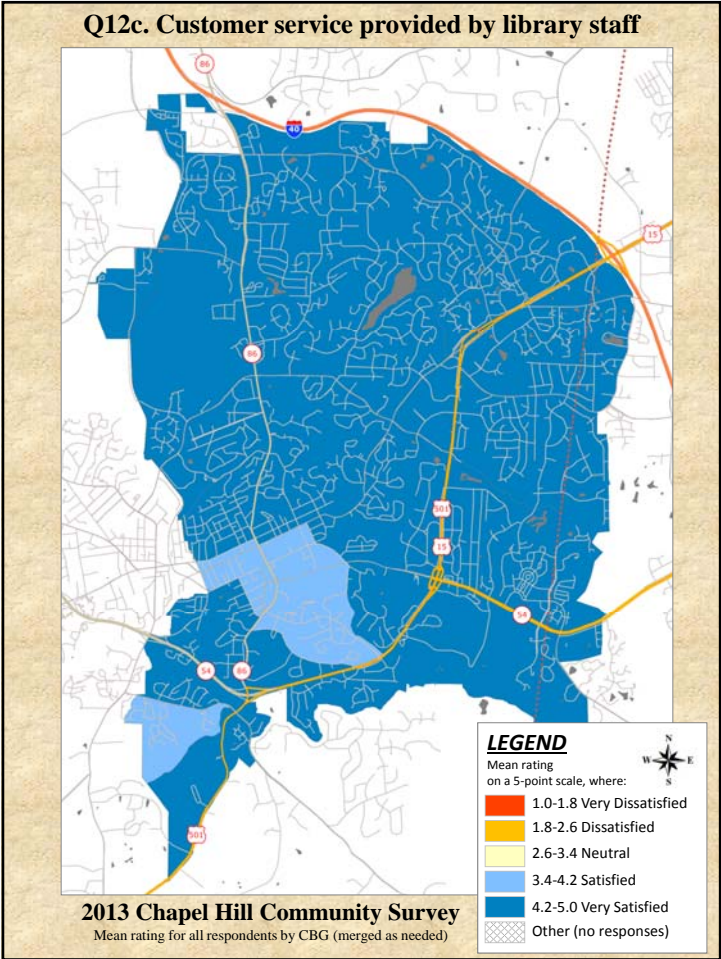




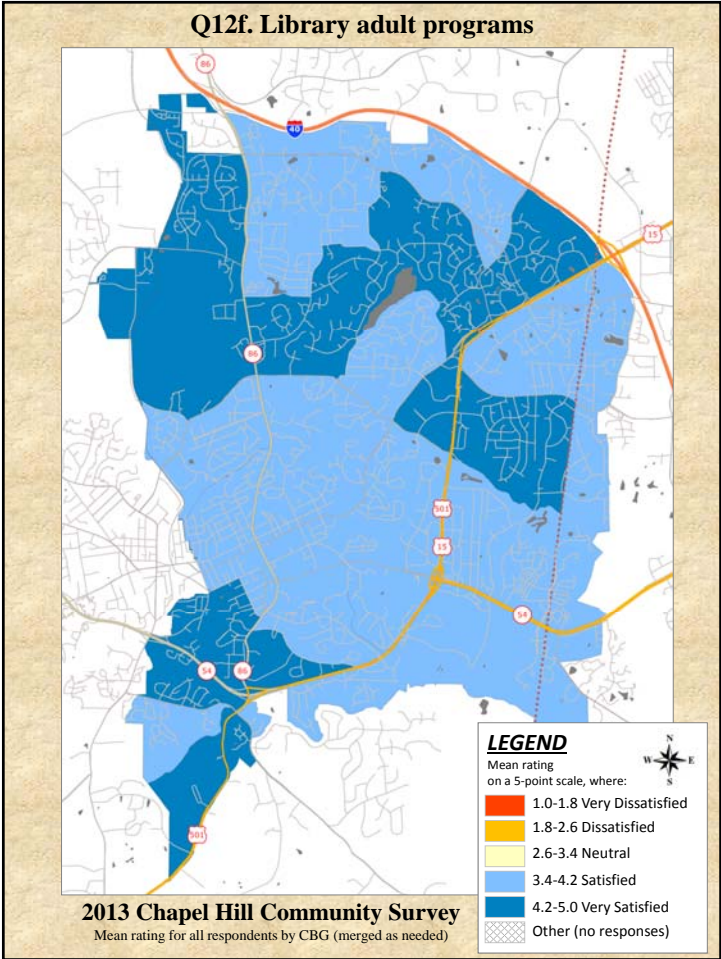
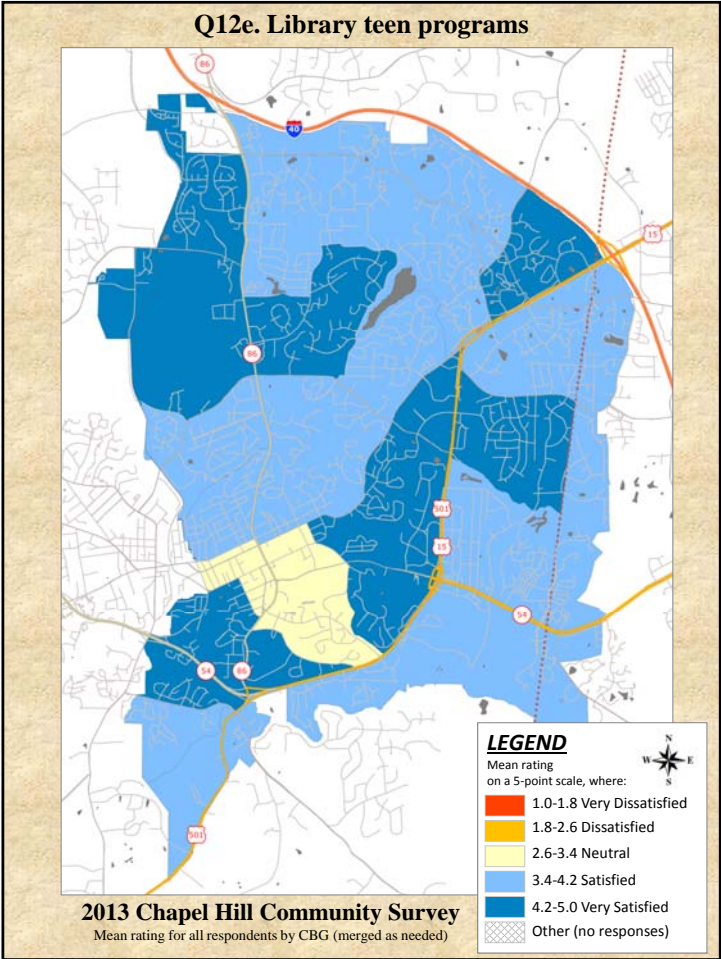


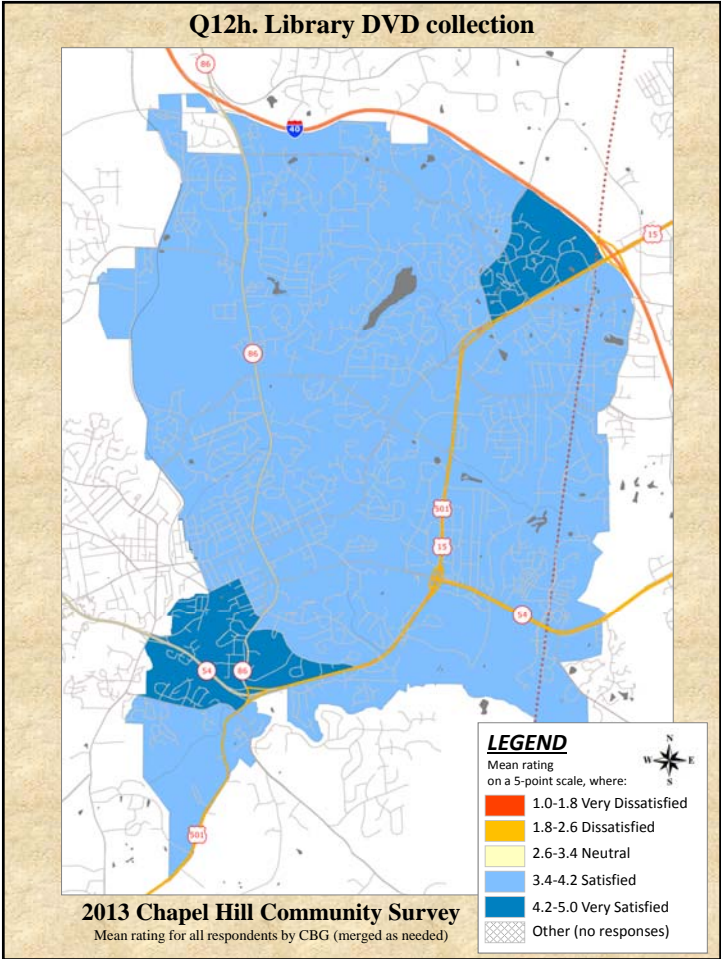
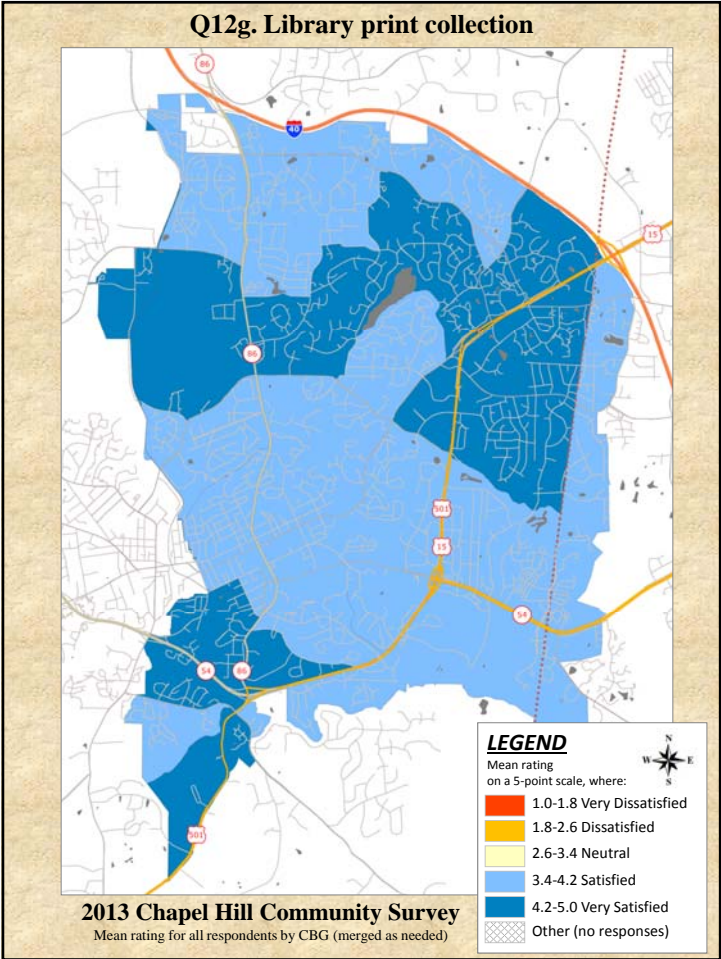




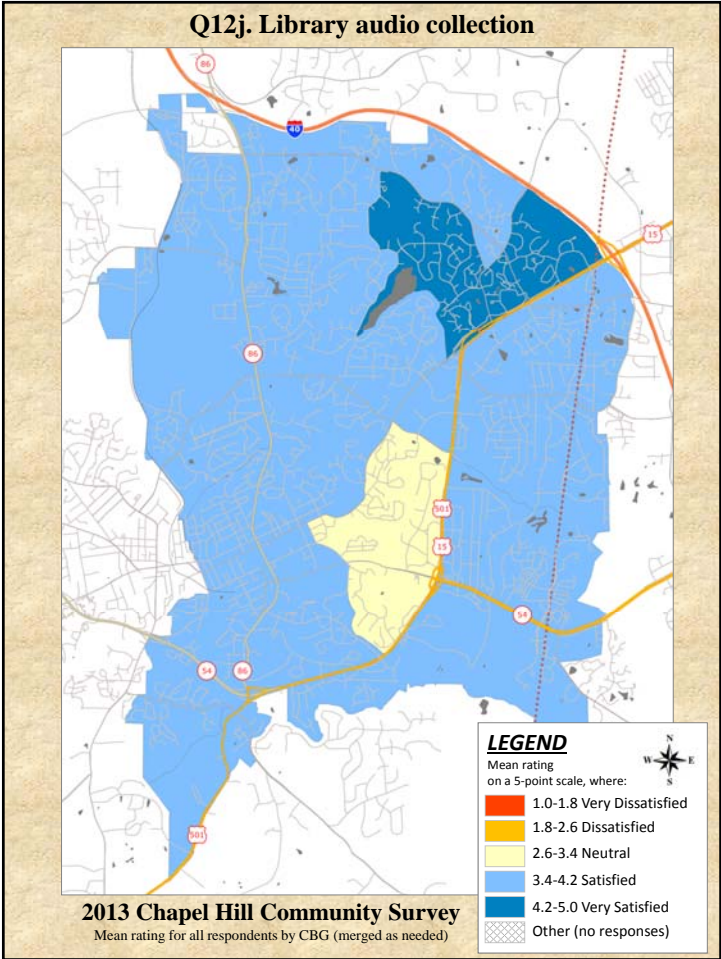
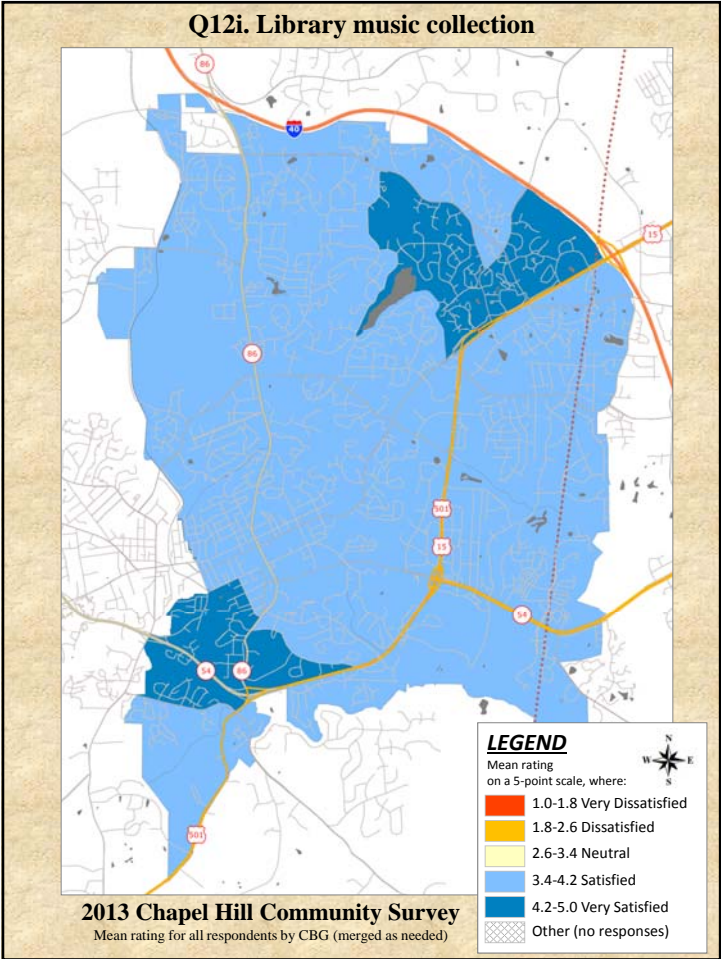




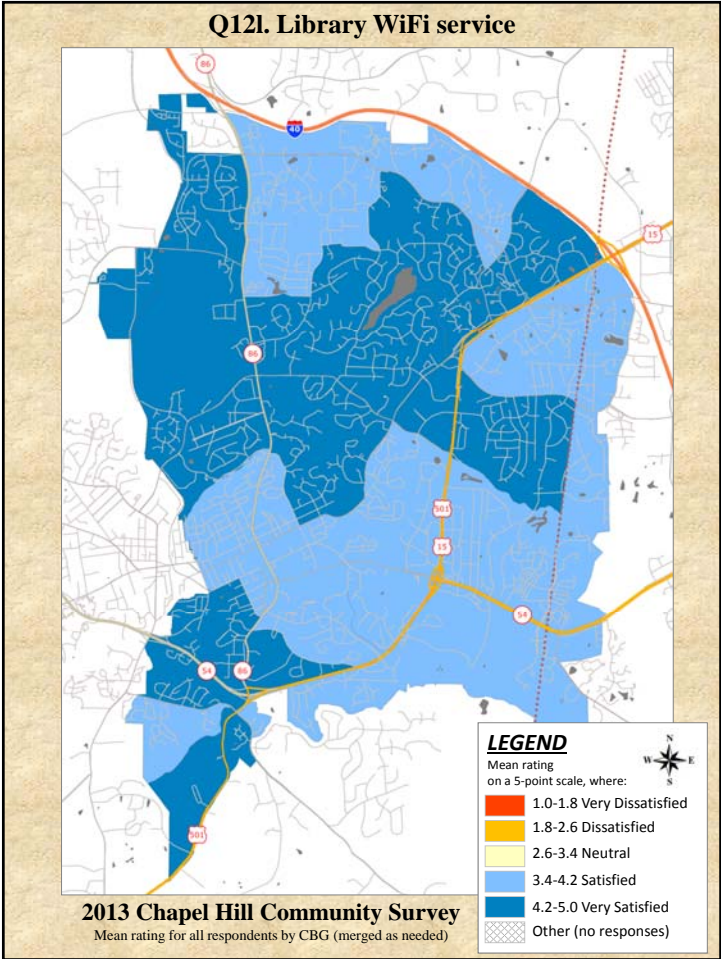
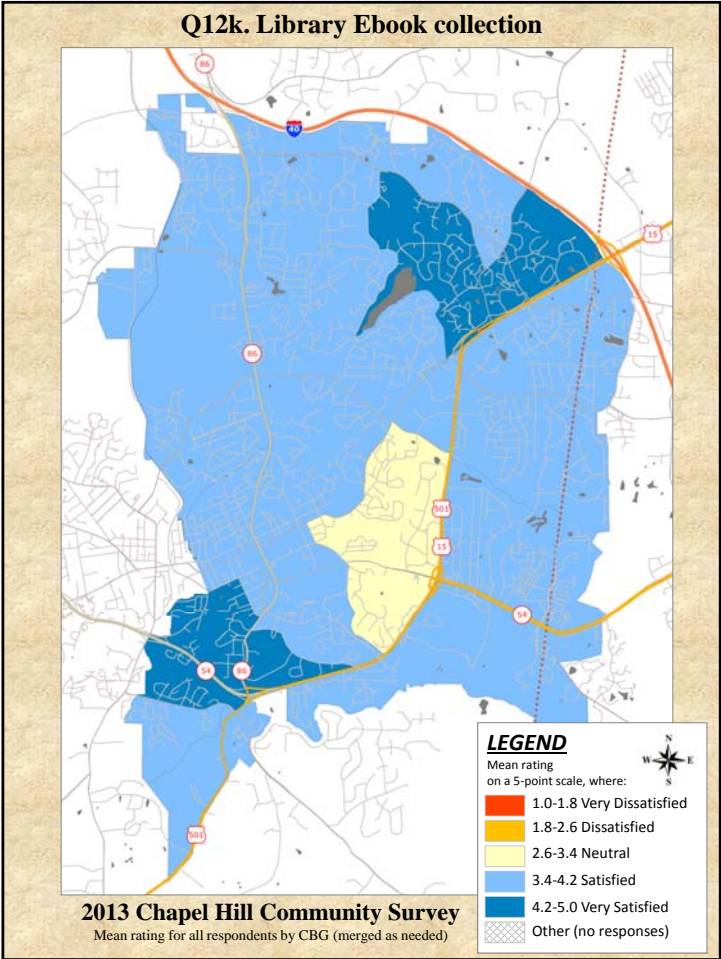


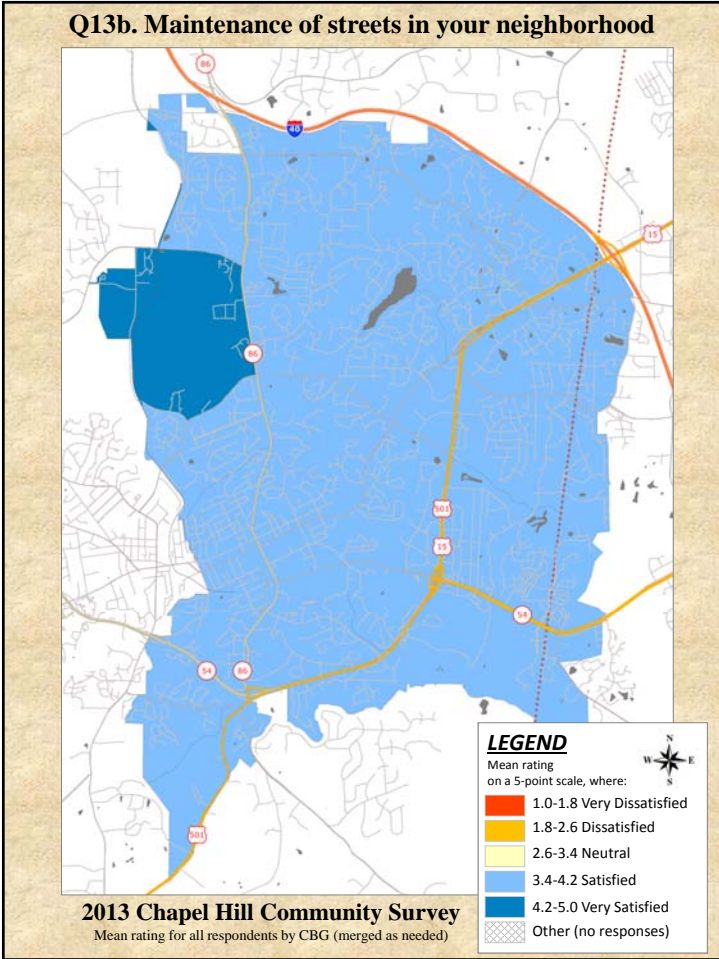
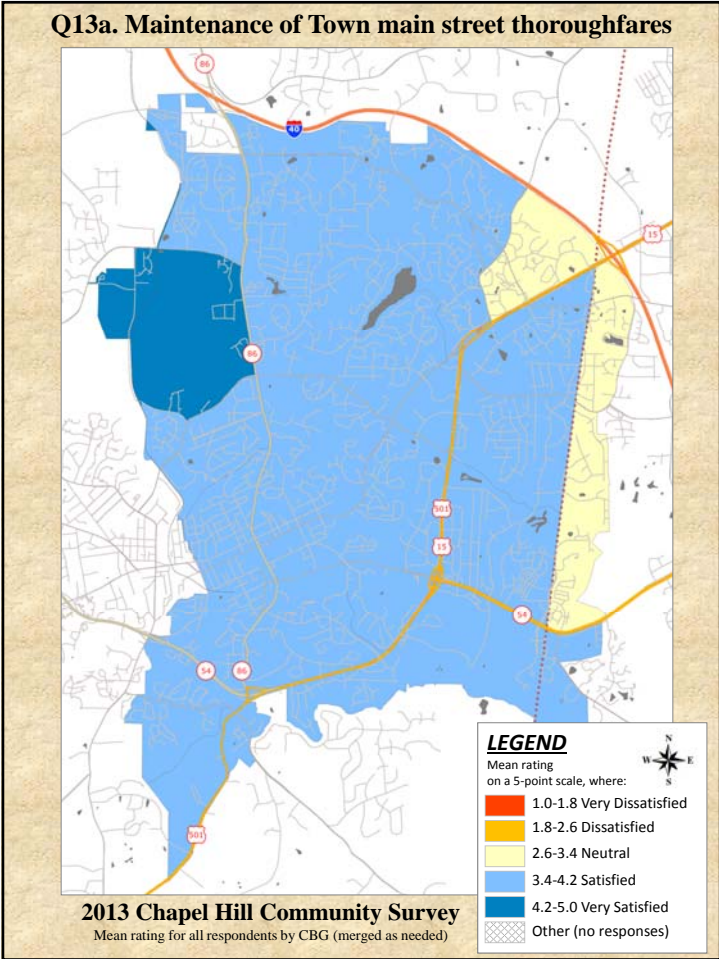


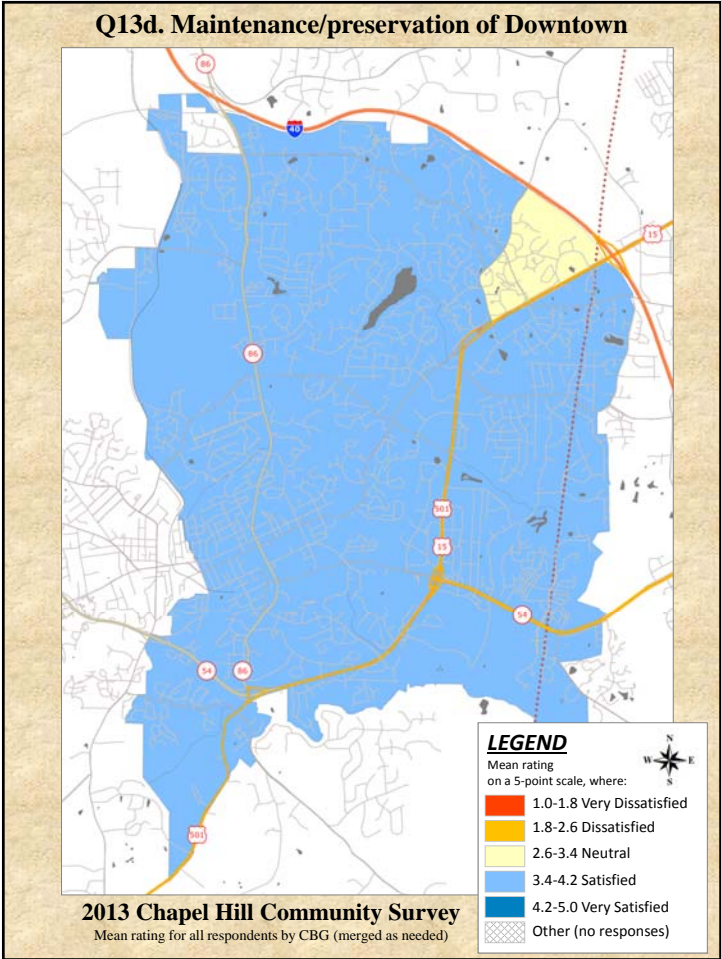
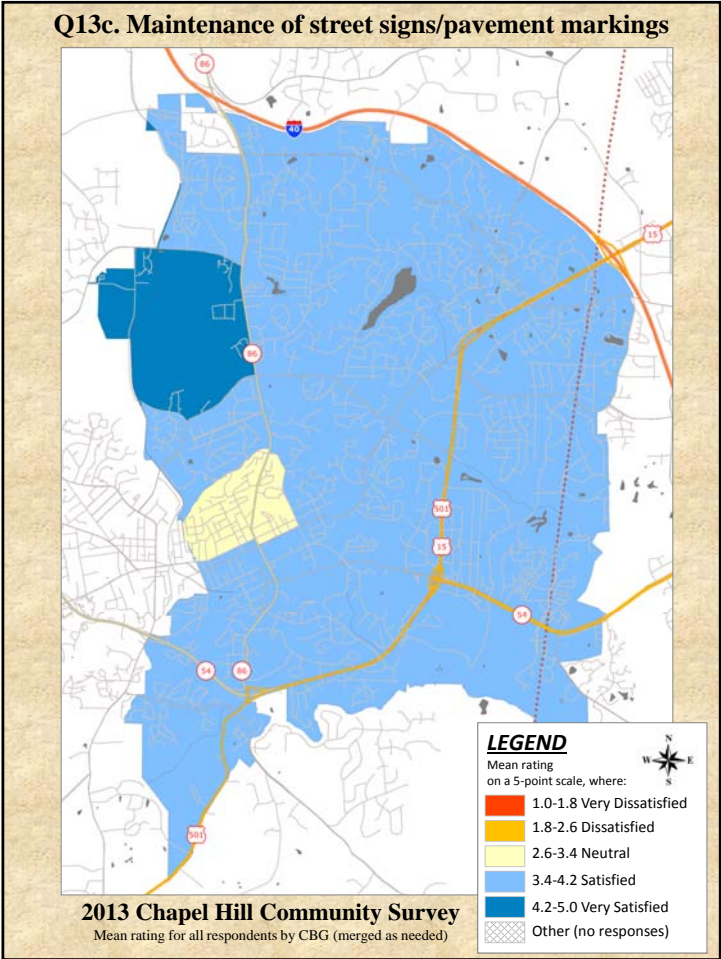




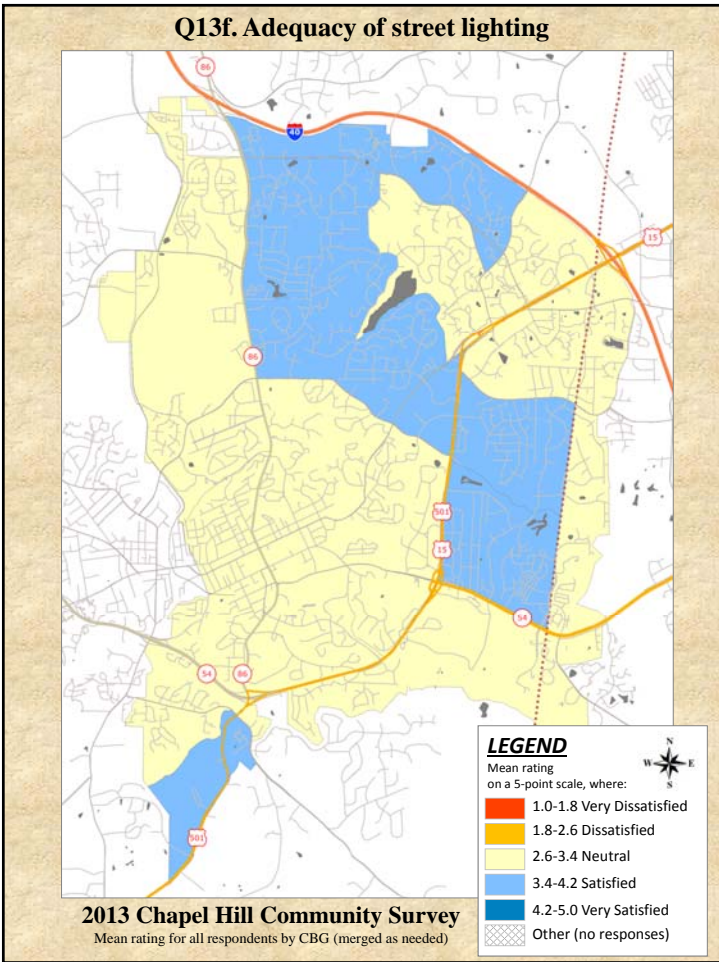
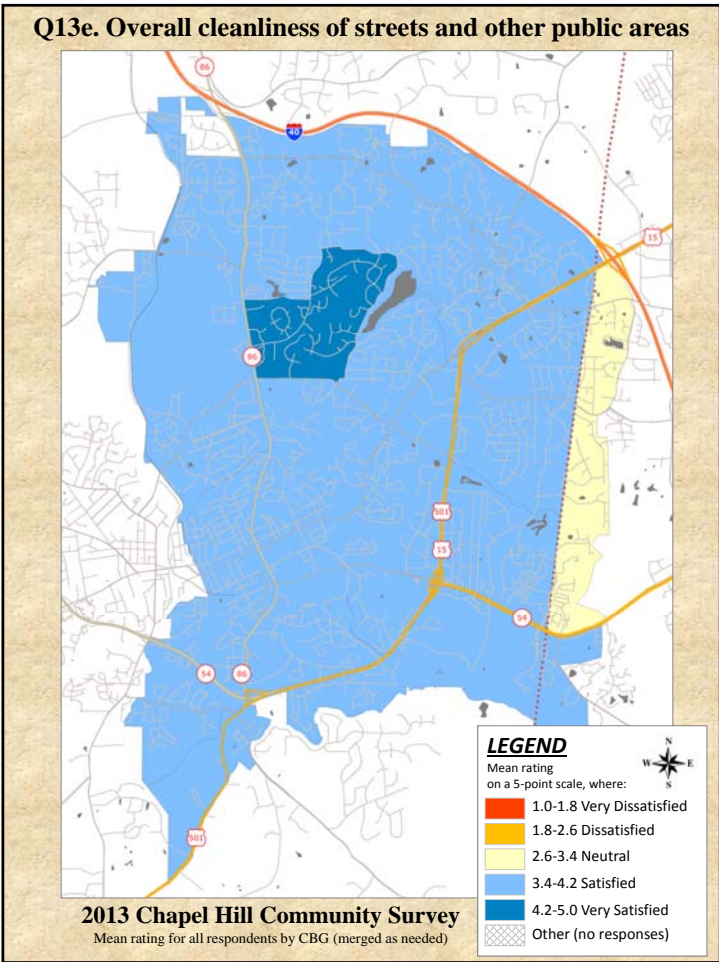


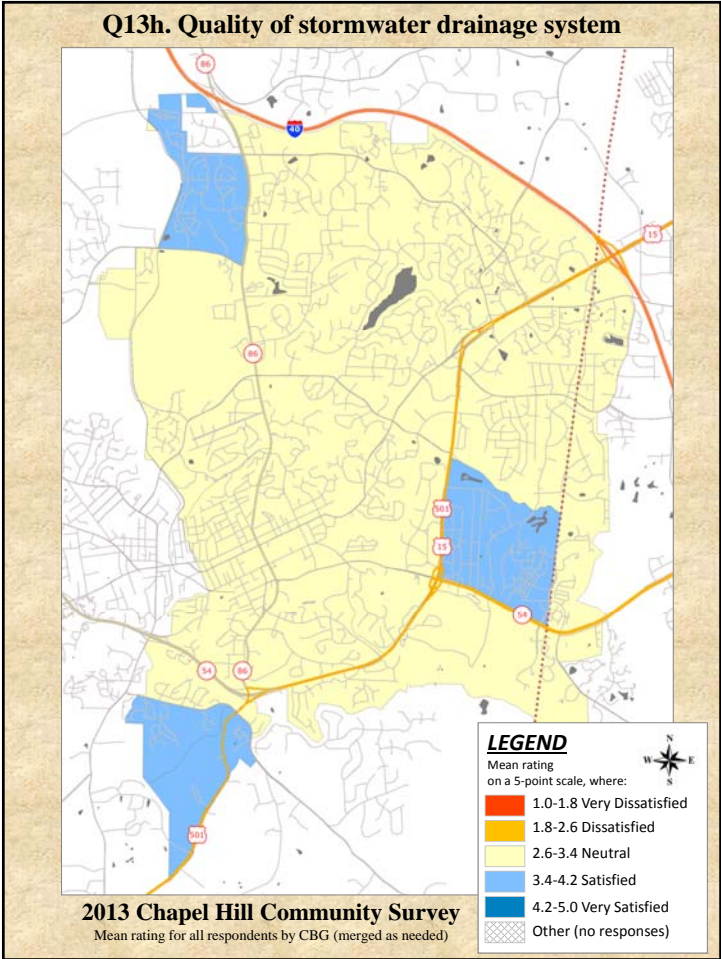
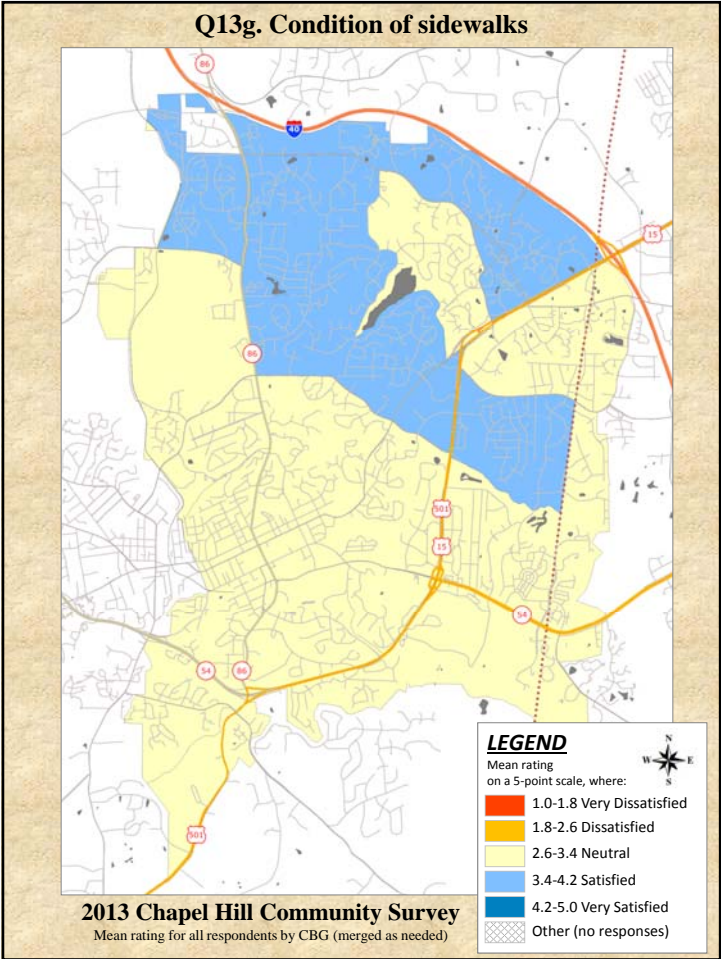




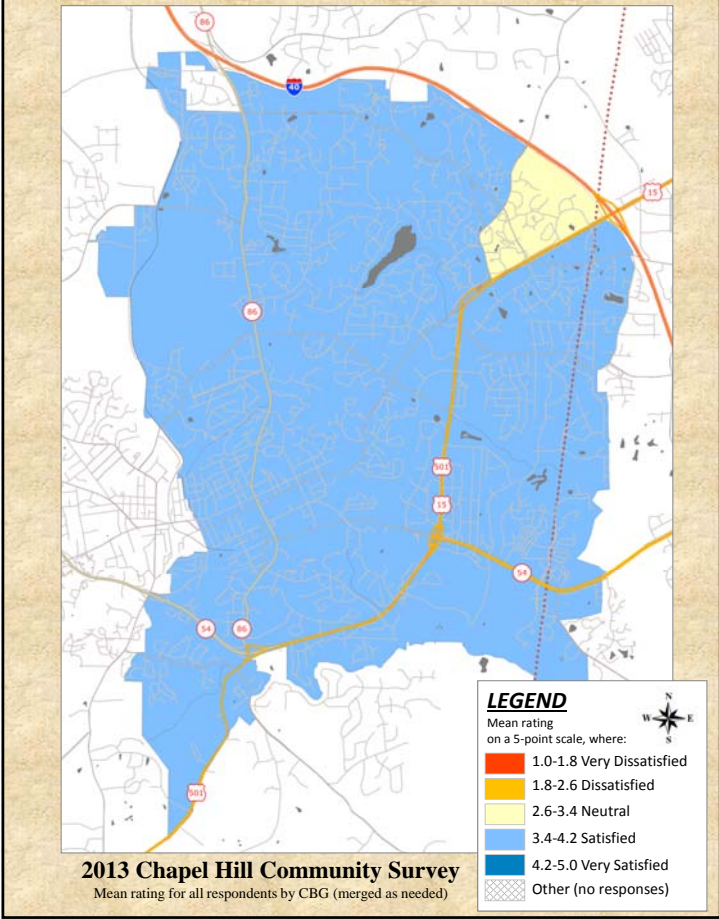




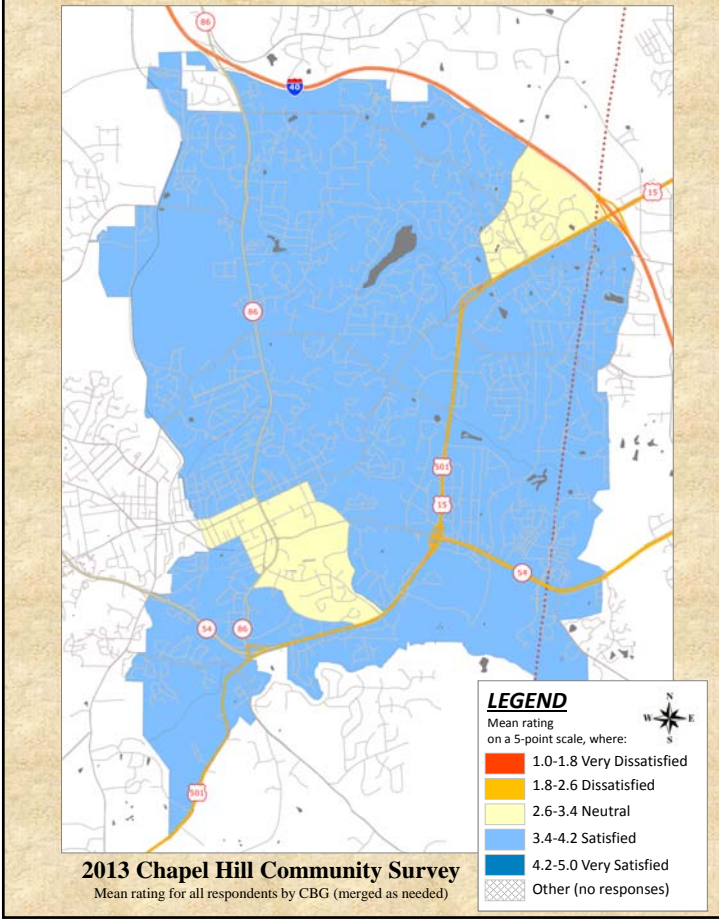




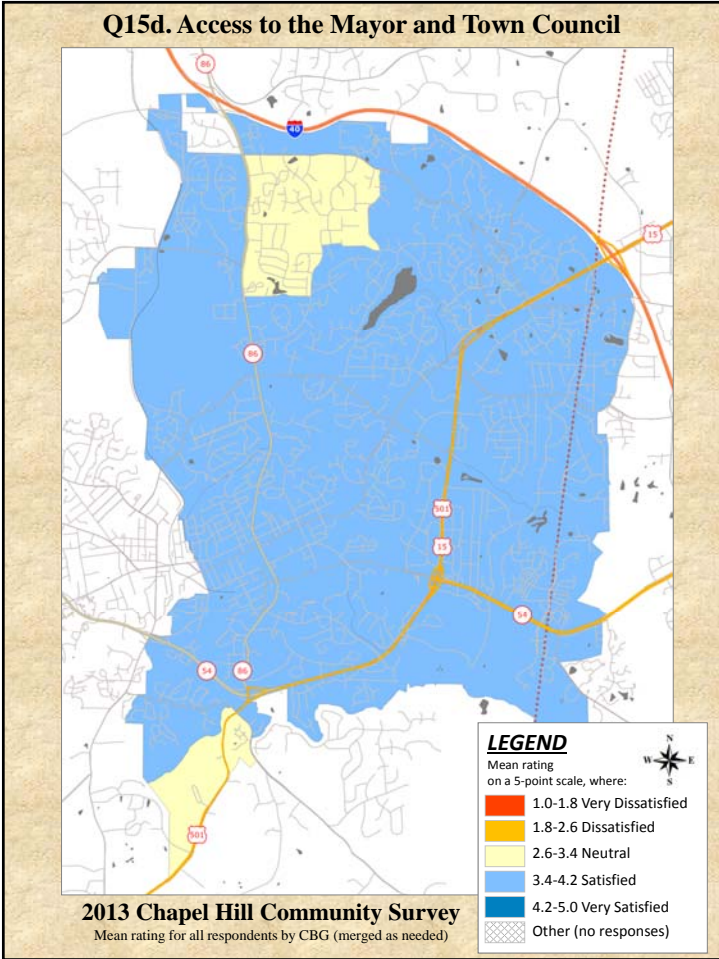
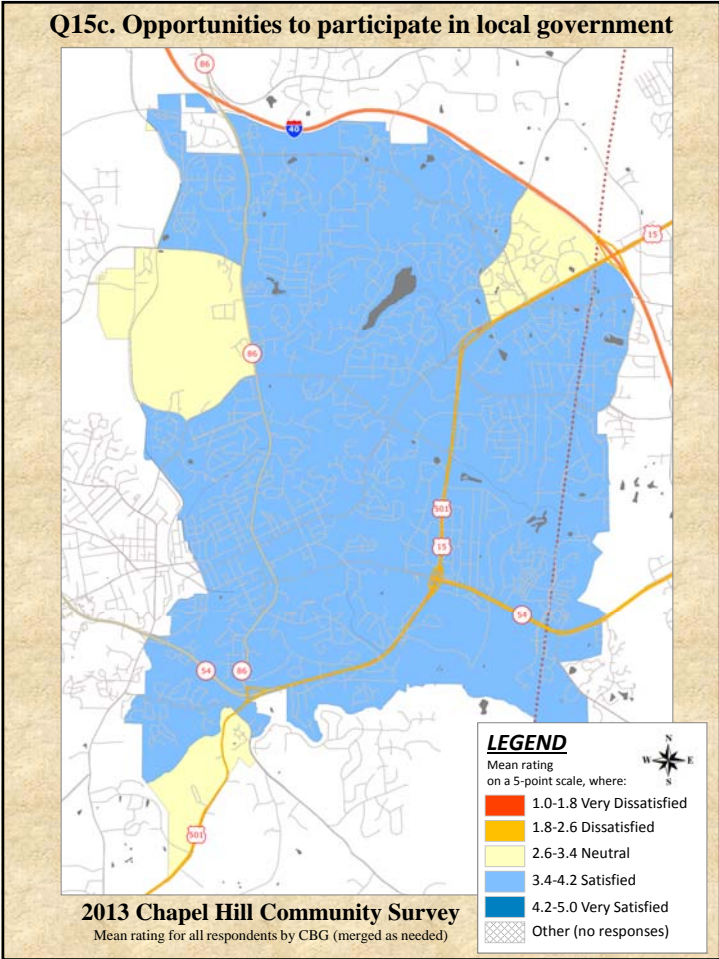
**Q15a. Quality of information about Town programs/services**

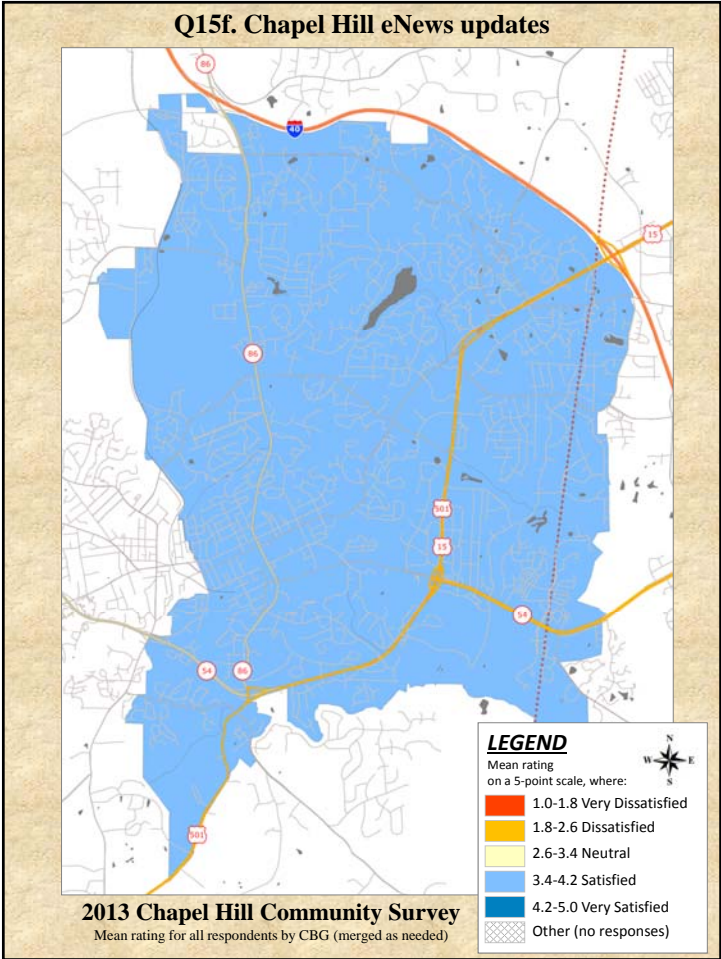
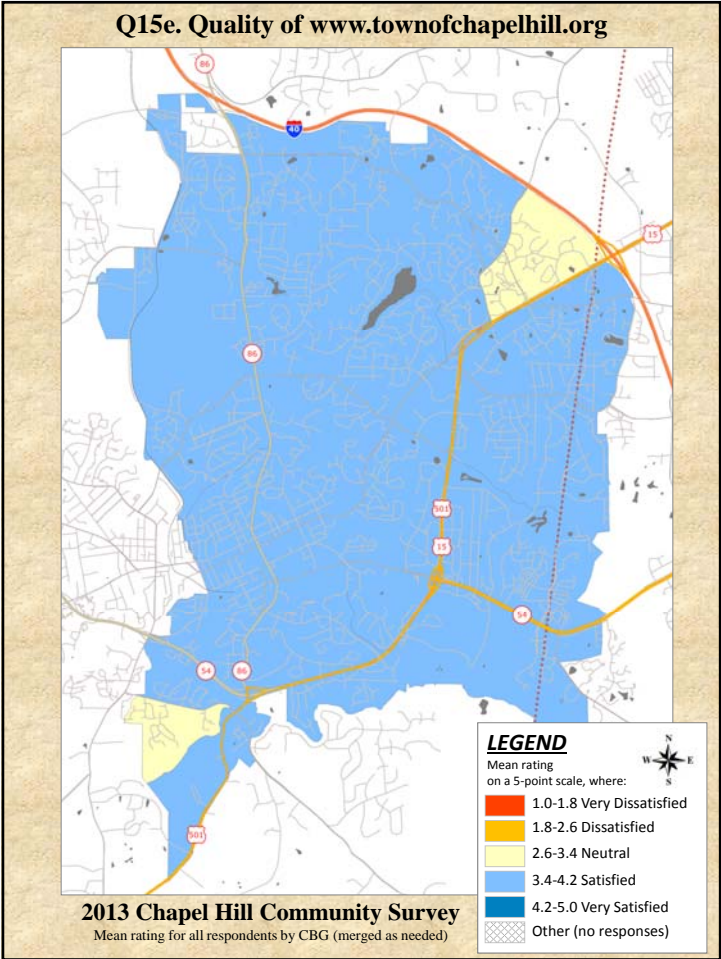


**Q15b. Access to information on local issues/events**

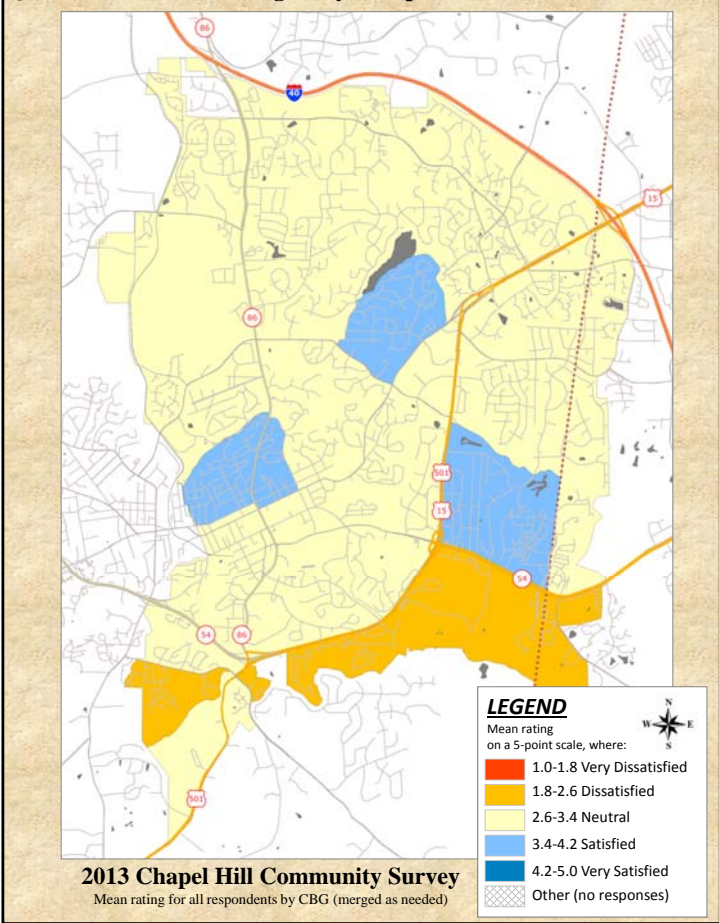




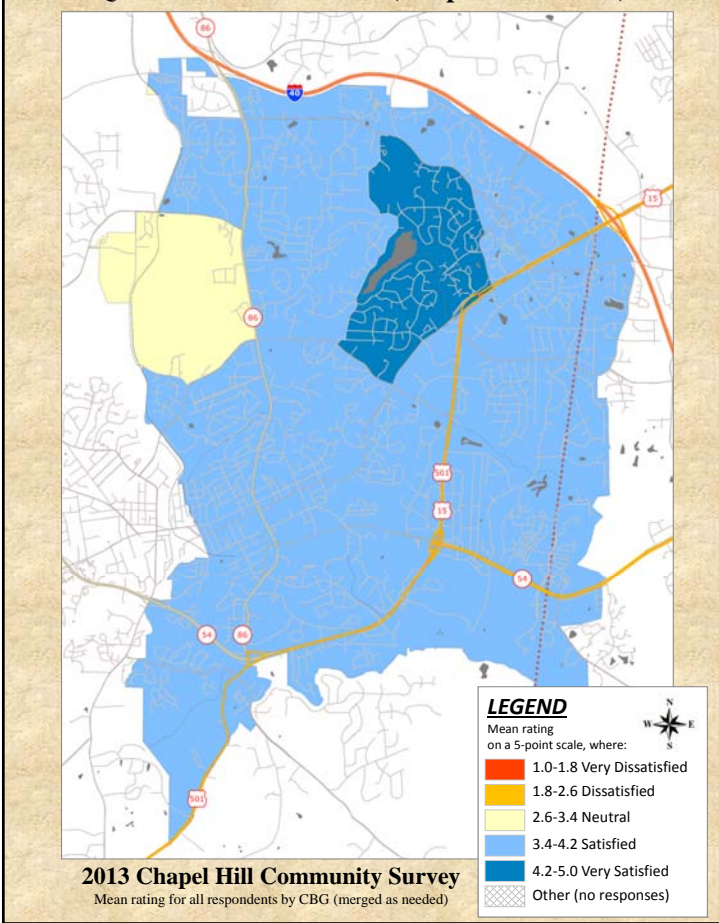




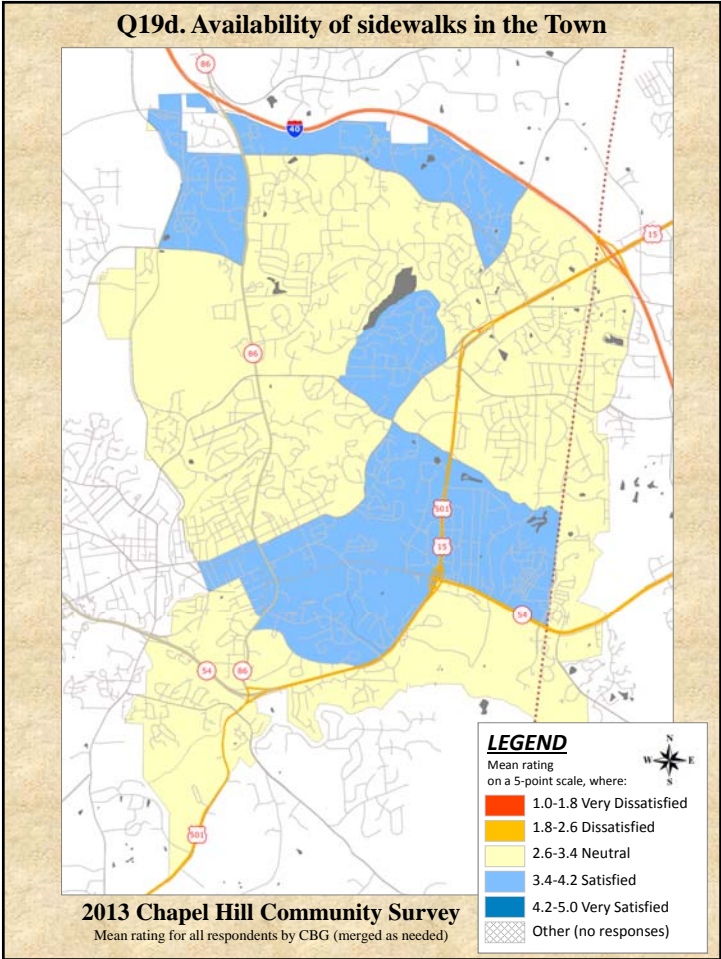
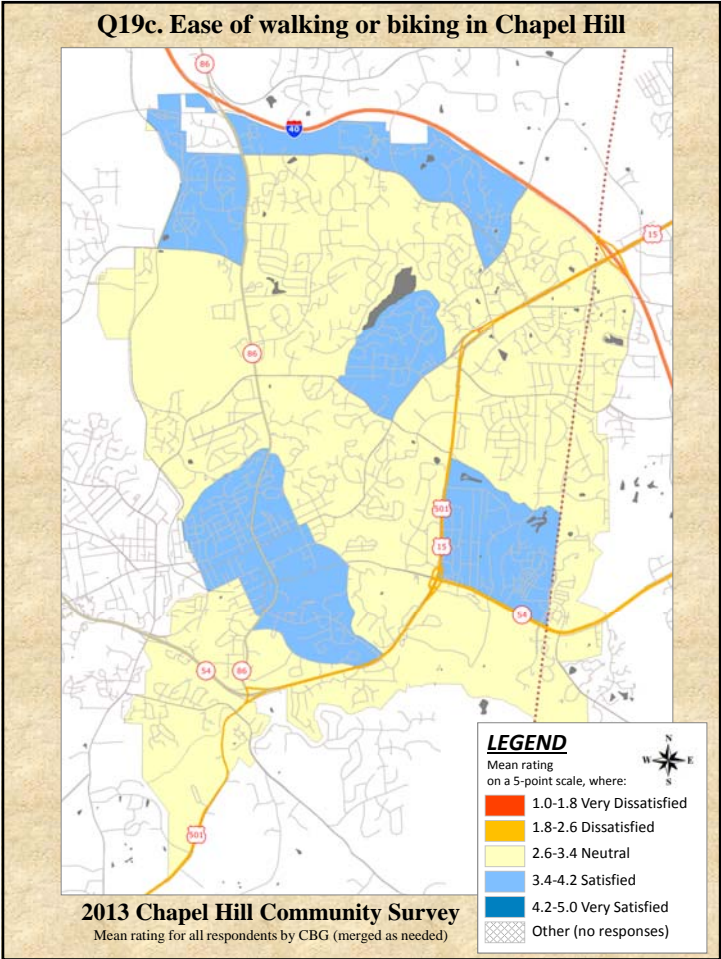
Q19a. How well traffic signal system provides efficient traffic flow

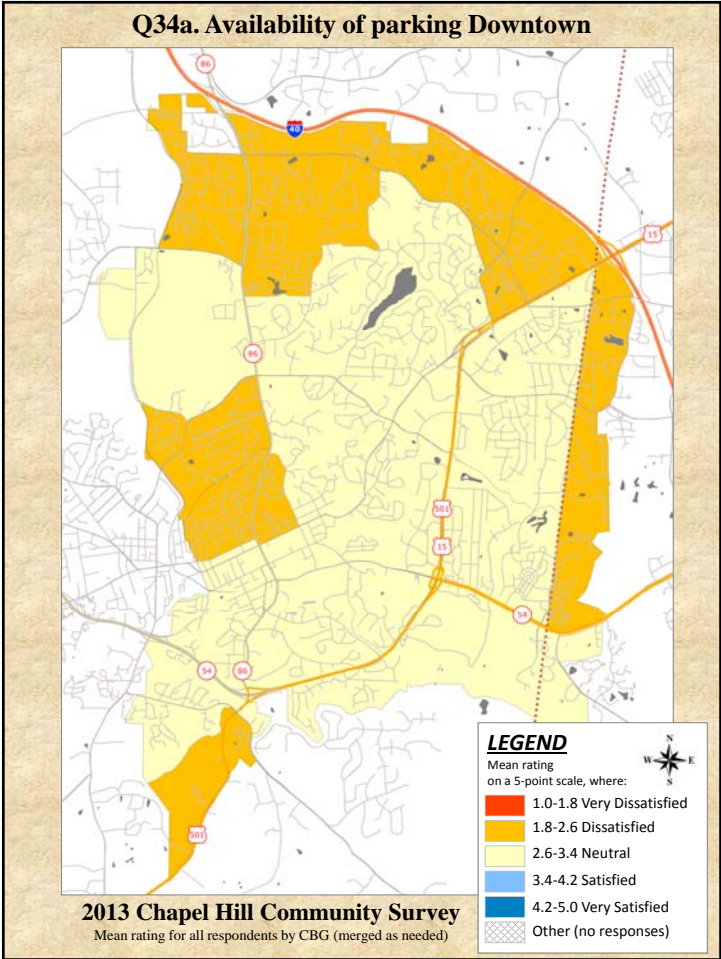
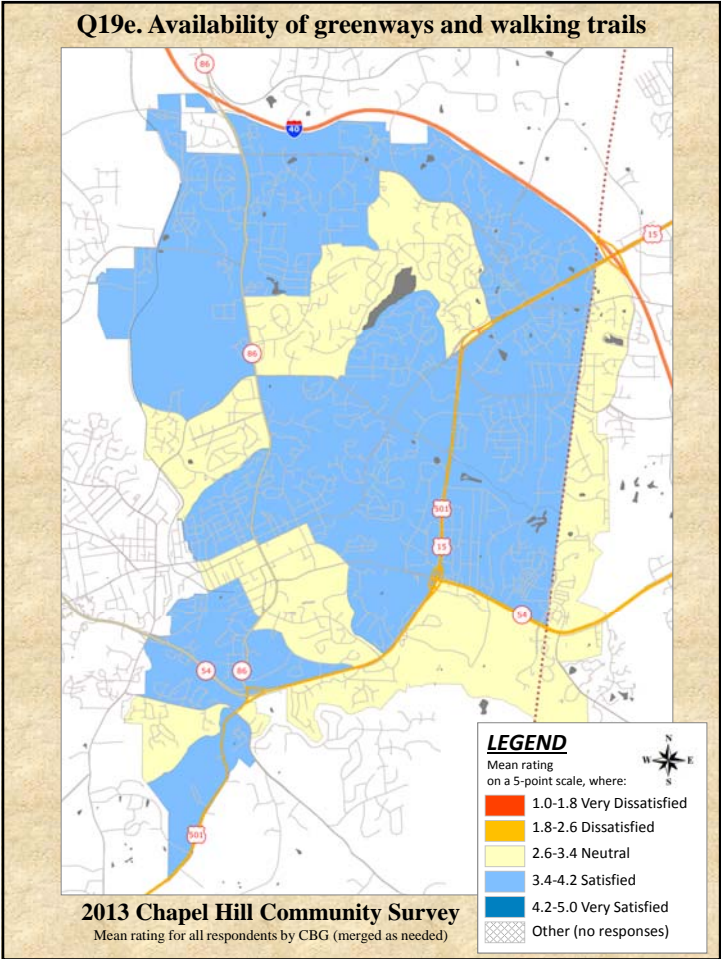


Q19b. Town's bus service (Chapel Hill Transit)

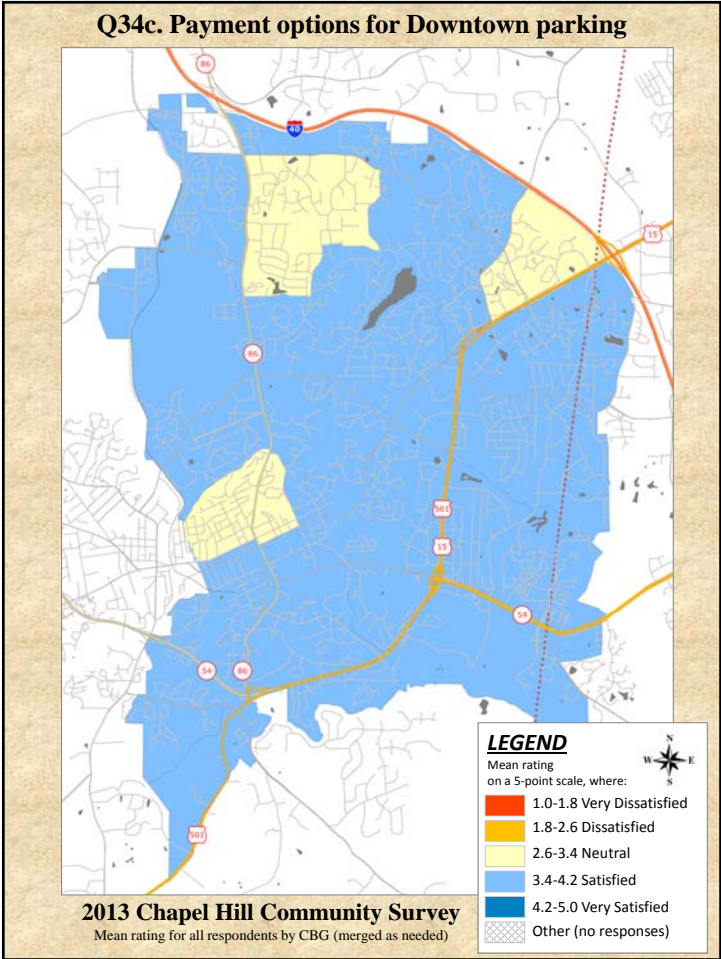
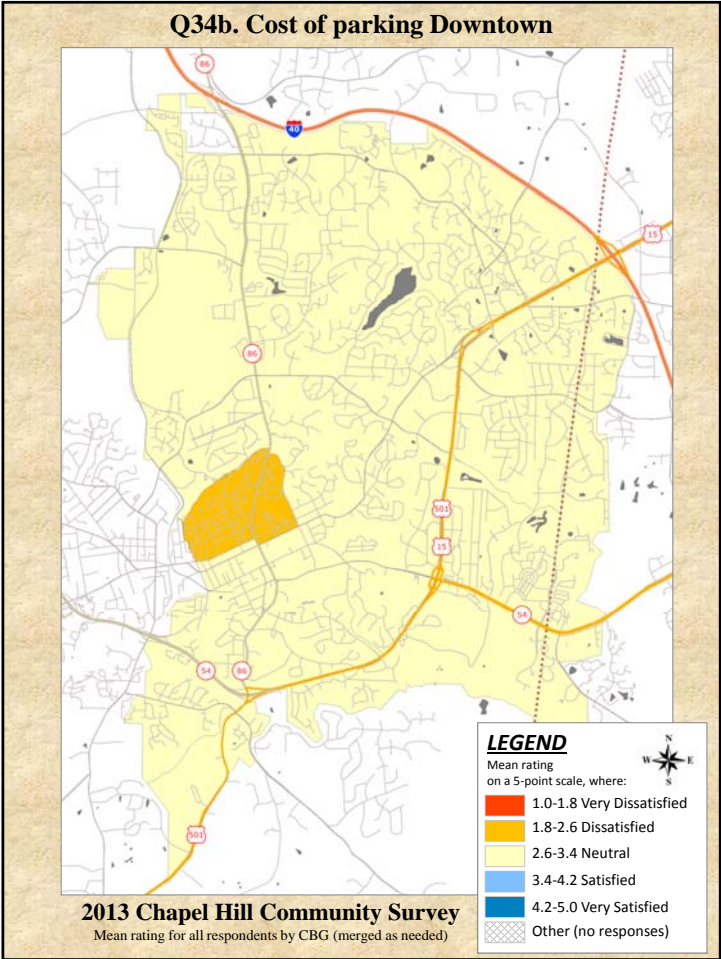


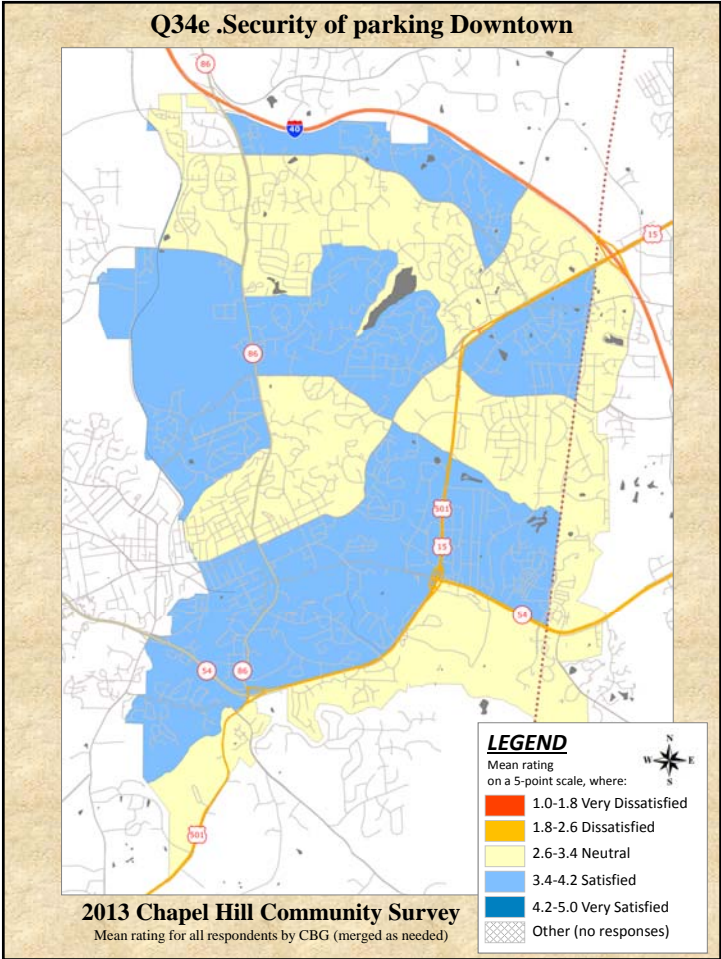
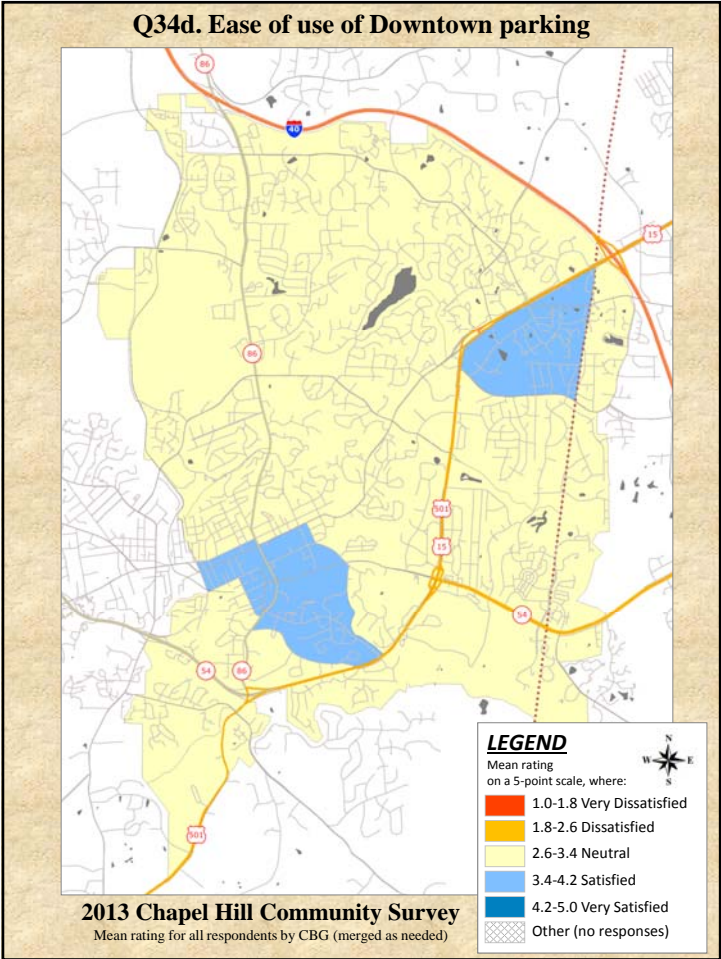




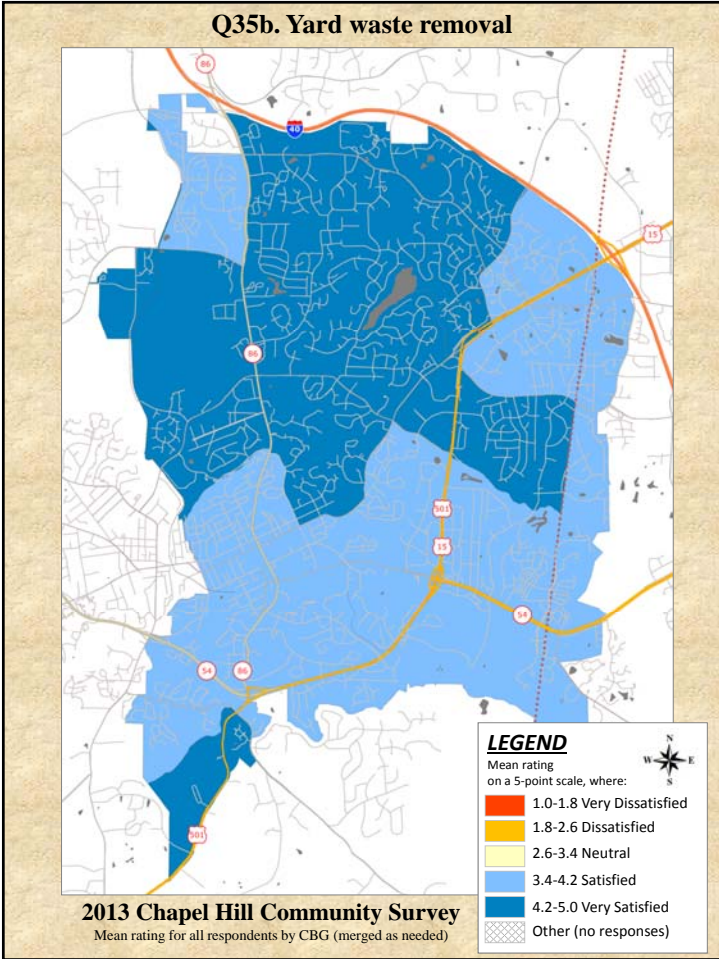
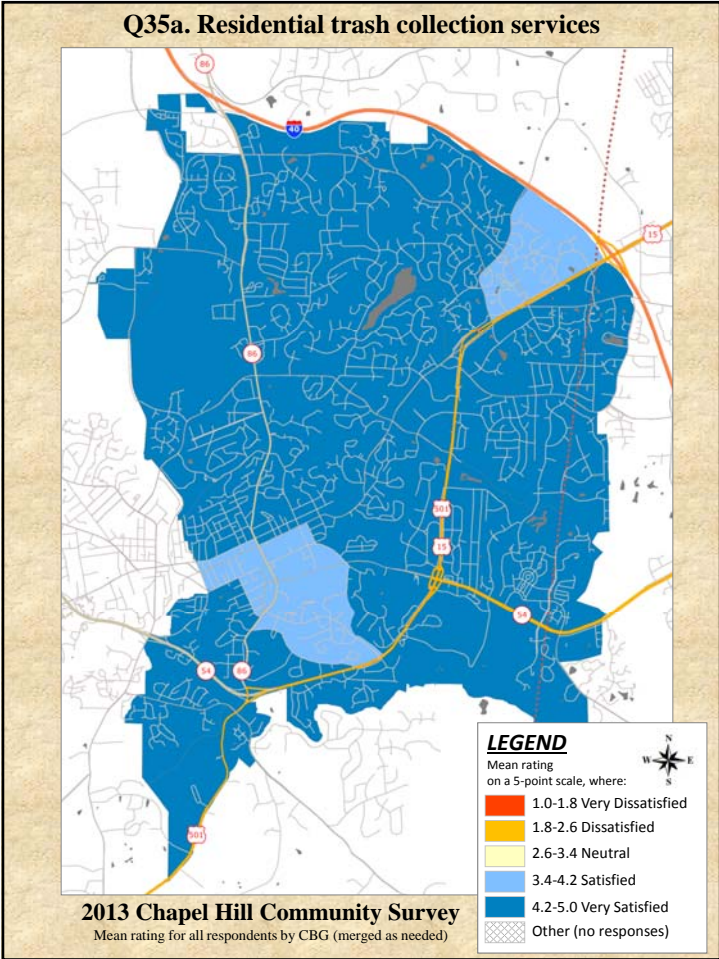


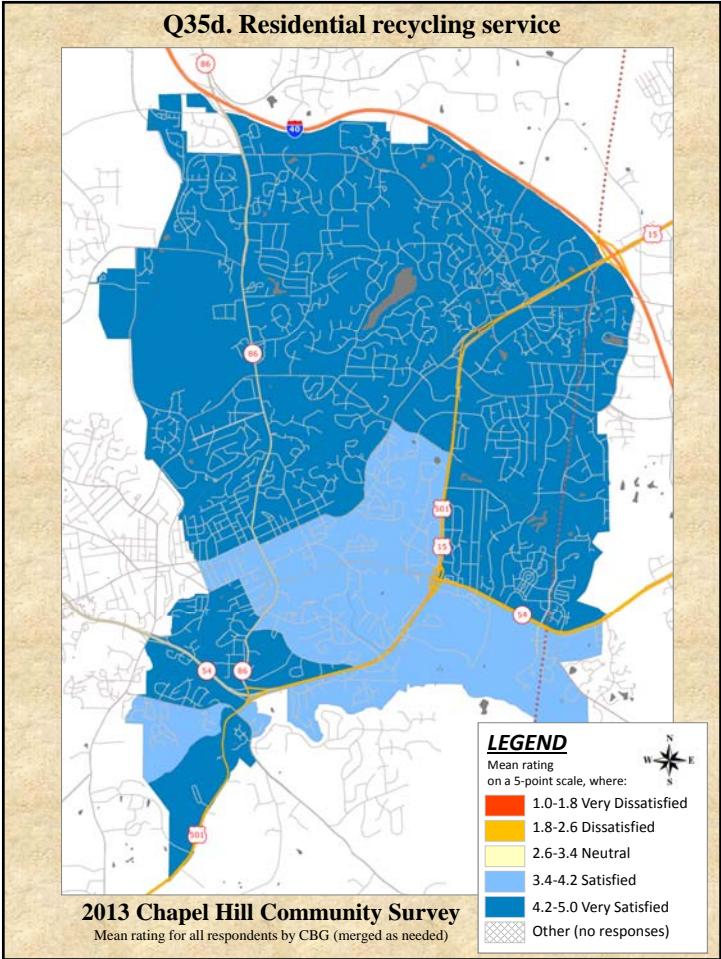
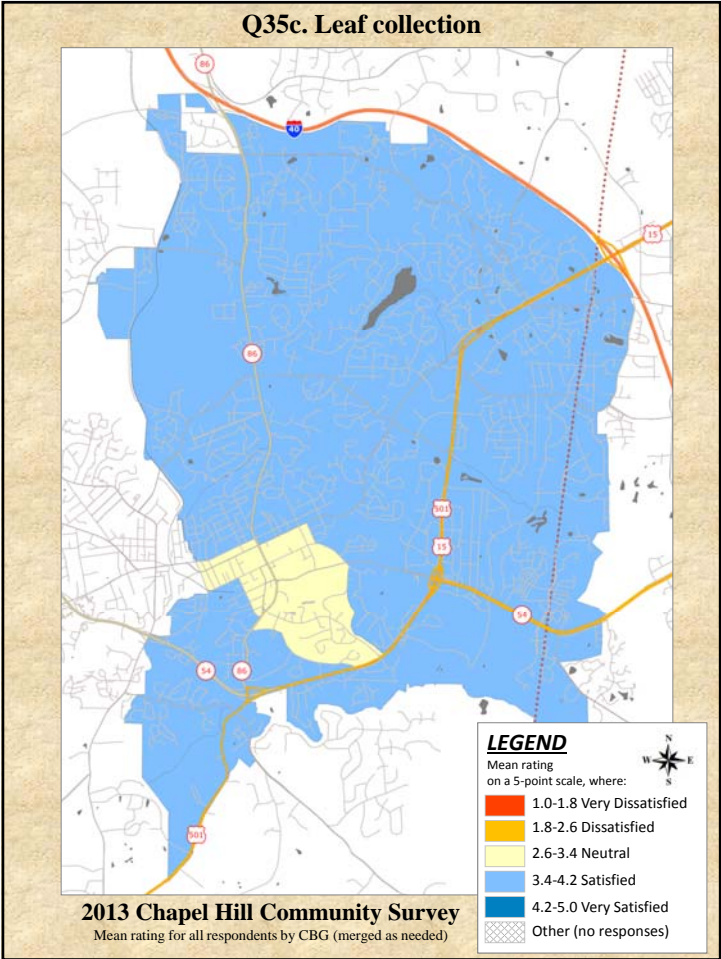




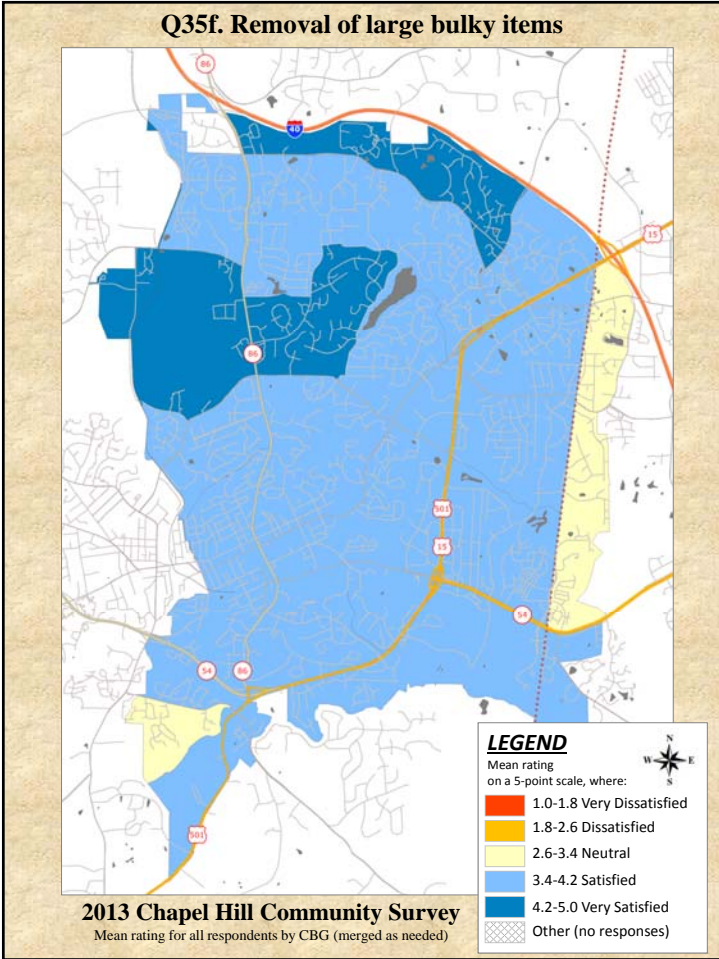
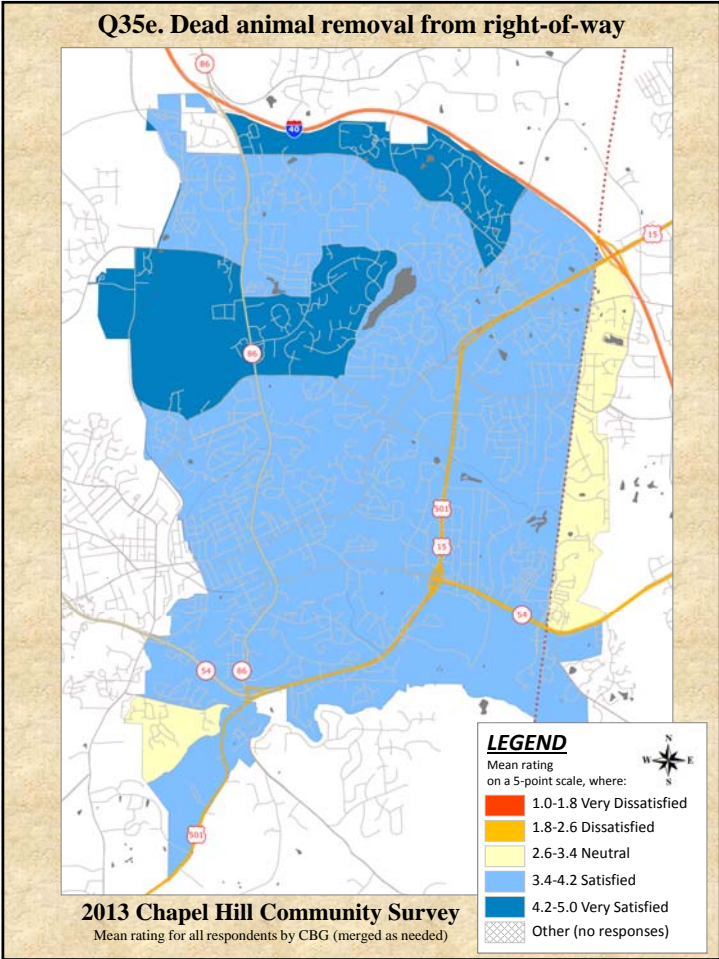














*Section 5:*  
*Tabular Data and*  
*Survey Instrument*

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

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q1a. Overall quality of services provided by the Town of Chapel Hill	25.3%	56.3%	11.6%	1.9%	0.4%	4.4%
Q1b. Overall quality of public safety services (e.g., police, fire)	40.7%	44.5%	7.7%	1.9%	0.4%	4.7%
Q1c. Overall quality of Town parks and recreation programs and facilities	25.9%	45.6%	13.5%	4.6%	0.7%	9.8%
Q1d. Overall quality of customer service you receive from Town employees	23.3%	39.3%	18.5%	3.4%	1.2%	14.4%
Q1e. Overall quality of Public Library services	49.9%	27.5%	8.3%	2.5%	0.7%	11.1%
Q1f. Overall enforcement of Town codes/ordinances	12.9%	33.2%	24.9%	8.0%	2.1%	19.0%
Q1g. Overall maintenance of Town streets	16.9%	49.8%	20.4%	9.2%	1.5%	2.2%
Q1h. Overall maintenance of Town buildings and facilities	15.4%	46.1%	20.3%	3.4%	0.9%	13.8%
Q1i. Overall maintenance of public housing buildings and grounds	8.9%	24.7%	17.9%	3.7%	1.0%	43.7%
Q1j. Overall flow of traffic and congestion management in the Town	7.4%	32.9%	24.0%	23.9%	9.5%	2.4%
Q1k. Effectiveness of communication with public	18.0%	39.7%	25.4%	8.8%	3.0%	5.2%

**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.**

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q1l. Overall value for your tax dollars and fees	11.4%	34.4%	26.4%	17.2%	7.7%	2.8%
Q1m. How well the Town is preparing for the future	8.0%	24.7%	26.5%	19.4%	7.0%	14.4%
Q1n. How well the Town is managing change	6.7%	25.9%	29.0%	19.6%	6.8%	12.0%
Q1o. Emergency preparedness	15.5%	33.2%	18.6%	1.9%	0.9%	29.8%
Q1p. Quality of landscaping in parks, medians and other public areas	19.6%	52.3%	19.1%	4.9%	1.8%	2.4%
Q1q. Quality of Chapel Hill Transit	30.0%	36.6%	11.3%	4.0%	1.2%	16.9%

**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.**

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a. Overall quality of services provided by the Town of Chapel Hill	26.5%	58.9%	12.1%	2.0%	0.5%
Q1b. Overall quality of public safety services (e.g., police, fire)	42.7%	46.7%	8.1%	2.0%	0.5%
Q1c. Overall quality of Town parks and recreation programs and facilities	28.7%	50.5%	14.9%	5.1%	0.8%
Q1d. Overall quality of customer service you receive from Town employees	27.2%	45.8%	21.6%	4.0%	1.4%
Q1e. Overall quality of Public Library services	56.1%	30.9%	9.3%	2.8%	0.8%
Q1f. Overall enforcement of Town codes/ordinances	15.9%	41.0%	30.7%	9.9%	2.6%
Q1g. Overall maintenance of Town streets	17.3%	50.9%	20.9%	9.4%	1.5%
Q1h. Overall maintenance of Town buildings and facilities	17.9%	53.5%	23.6%	4.0%	1.0%
Q1i. Overall maintenance of public housing buildings and grounds	15.8%	43.9%	31.8%	6.6%	1.8%
Q1j. Overall flow of traffic and congestion management in the Town	7.6%	33.7%	24.6%	24.4%	9.7%
Q1k. Effectiveness of communication with public	19.0%	41.8%	26.8%	9.2%	3.1%
Q1l. Overall value for your tax dollars and fees	11.8%	35.4%	27.2%	17.7%	7.9%

**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")**

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1m. How well the Town is preparing for the future	9.3%	28.9%	31.0%	22.7%	8.1%
Q1n. How well the Town is managing change	7.6%	29.4%	32.9%	22.3%	7.8%
Q1o. Emergency preparedness	22.1%	47.3%	26.5%	2.8%	1.3%
Q1p. Quality of landscaping in parks, medians and other public areas	20.0%	53.6%	19.6%	5.0%	1.8%
Q1q. Quality of Chapel Hill Transit	36.1%	44.0%	13.6%	4.8%	1.4%



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

Q2. Most Emphasis	Number	Percent
A=Overall quality of services provided by the Town of Chapel Hill	25	3.7 %
B=Overall quality of public safety services (e.g., police, fire)	45	6.6 %
C=Overall quality of Town parks and recreation programs and facilities	11	1.6 %
D=Overall quality of customer service you receive from Town employees	6	0.9 %
E=Overall quality of Public Library services	7	1.0 %
F=Overall enforcement of Town codes/ordinances	11	1.6 %
G=Overall maintenance of Town streets	31	4.6 %
H=Overall maintenance of Town buildings and facilities	4	0.6 %
I=Overall maintenance of public housing buildings and grounds	11	1.6 %
J=Overall flow of traffic and congestion management in the Town	148	21.9 %
K=Effectiveness of communication with public	10	1.5 %
L=Overall value for your tax dollars and fees	114	16.8 %
M=How well the Town is preparing for the future	94	13.9 %
N=How well the Town is managing change	28	4.1 %
O=Emergency preparedness	9	1.3 %
P=Quality of landscaping in parks, medians and other public areas	8	1.2 %
Q=Quality of Chapel Hill Transit	36	5.3 %
Z=None chosen	79	11.7 %
Total	677	100.0 %

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

<u>Q2. Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of services provided by the Town of Chapel Hill	18	2.7 %
B=Overall quality of public safety services (e.g., police, fire)	33	4.9 %
C=Overall quality of Town parks and recreation programs and facilities	30	4.4 %
D=Overall quality of customer service you receive from Town employees	6	0.9 %
E=Overall quality of Public Library services	14	2.1 %
F=Overall enforcement of Town codes/ordinances	13	1.9 %
G=Overall maintenance of Town streets	43	6.4 %
H=Overall maintenance of Town buildings and facilities	6	0.9 %
I=Overall maintenance of public housing buildings and grounds	12	1.8 %
J=Overall flow of traffic and congestion management in the Town	84	12.4 %
K=Effectiveness of communication with public	15	2.2 %
L=Overall value for your tax dollars and fees	56	8.3 %
M=How well the Town is preparing for the future	117	17.3 %
N=How well the Town is managing change	77	11.4 %
O=Emergency preparedness	12	1.8 %
P=Quality of landscaping in parks, medians and other public areas	7	1.0 %
Q=Quality of Chapel Hill Transit	37	5.5 %
Z=None chosen	97	14.3 %
Total	677	100.0 %

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

<u>Q2. Third Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of services provided by the Town of Chapel Hill	22	3.2 %
B=Overall quality of public safety services (e.g., police, fire)	27	4.0 %
C=Overall quality of Town parks and recreation programs and facilities	31	4.6 %
D=Overall quality of customer service you receive from Town employees	11	1.6 %
E=Overall quality of Public Library services	16	2.4 %
F=Overall enforcement of Town codes/ordinances	22	3.2 %
G=Overall maintenance of Town streets	26	3.8 %
H=Overall maintenance of Town buildings and facilities	9	1.3 %
I=Overall maintenance of public housing buildings and grounds	16	2.4 %
J=Overall flow of traffic and congestion management in the Town	52	7.7 %
K=Effectiveness of communication with public	25	3.7 %
L=Overall value for your tax dollars and fees	44	6.5 %
M=How well the Town is preparing for the future	63	9.3 %
N=How well the Town is managing change	94	13.9 %
O=Emergency preparedness	23	3.4 %
P=Quality of landscaping in parks, medians and other public areas	27	4.0 %
Q=Quality of Chapel Hill Transit	37	5.5 %
Z=None chosen	132	19.5 %
Total	677	100.0 %

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

**Sum of top 3 choices**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of services provided by the Town of Chapel Hill	65	9.6 %
B=Overall quality of public safety services (e.g., police, fire)	105	15.5 %
C=Overall quality of Town parks and recreation programs and facilities	72	10.6 %
D=Overall quality of customer service you receive from Town employees	23	3.4 %
E=Overall quality of Public Library services	37	5.5 %
F=Overall enforcement of Town codes/ordinances	46	6.8 %
G=Overall maintenance of Town streets	100	14.8 %
H=Overall maintenance of Town buildings and facilities	19	2.8 %
I=Overall maintenance of public housing buildings and grounds	39	5.8 %
J=Overall flow of traffic and congestion management in the Town	284	41.9 %
K=Effectiveness of communication with public	50	7.4 %
L=Overall value for your tax dollars and fees	214	31.6 %
M=How well the Town is preparing for the future	274	40.5 %
N=How well the Town is managing change	199	29.4 %
O=Emergency preparedness	44	6.5 %
P=Quality of landscaping in parks, medians and other public areas	42	6.2 %
Q=Quality of Chapel Hill Transit	110	16.2 %
Z=None chosen	79	11.7 %
Total	1802	

**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=677)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1	Don't Know 9
Q3a. Overall image of the Town	29.0%	54.1%	9.6%	4.1%	1.0%	2.1%
Q3b. Overall image of the Town	33.0%	53.7%	9.8%	1.5%	0.7%	1.3%
Q3c. Overall feeling of safety in the Town	27.6%	53.9%	11.5%	4.6%	0.4%	1.9%
Q3d. Quality of new development in the Town	8.7%	33.9%	28.3%	15.2%	7.8%	6.1%
Q3e. As a place to retire	22.8%	39.4%	17.3%	8.0%	4.9%	7.6%
Q3f. Overall appearance of the Town	19.6%	56.6%	16.9%	3.7%	1.3%	1.9%
Q3g. Availability of affordable housing for sale	3.6%	10.9%	25.7%	27.1%	16.9%	15.8%
Q3h. Availability of affordable housing for rent	4.1%	10.5%	24.7%	22.2%	12.9%	25.6%
Q3i. Acceptance of diverse populations	26.0%	44.4%	16.3%	7.4%	2.7%	3.3%
Q3j. As a community thinking about choices for future generations	11.7%	34.3%	24.6%	12.4%	7.4%	9.6%
Q3k. Job availability	3.0%	21.1%	26.4%	17.4%	10.2%	22.0%



**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")**

**Excluding "don't know" responses**

(N=677)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1
Q3a. Overall image of the Town	29.6%	55.3%	9.8%	4.2%	1.1%
Q3b. Overall image of the Town	33.4%	54.4%	9.9%	1.5%	0.7%
Q3c. Overall feeling of safety in the Town	28.2%	55.0%	11.7%	4.7%	0.5%
Q3d. Quality of new development in the Town	9.3%	36.1%	30.1%	16.2%	8.3%
Q3e. As a place to retire	24.7%	42.6%	18.8%	8.7%	5.3%
Q3f. Overall appearance of the Town	19.9%	57.7%	17.2%	3.8%	1.4%
Q3g. Availability of affordable housing for sale	4.2%	13.0%	30.6%	32.2%	20.0%
Q3h. Availability of affordable housing for rent	5.6%	14.1%	33.2%	29.8%	17.3%
Q3i. Acceptance of diverse populations	26.9%	45.9%	16.8%	7.6%	2.8%
Q3j. As a community thinking about choices for future generations	12.9%	38.0%	27.2%	13.7%	8.2%
Q3k. Job availability	3.8%	27.0%	33.8%	22.2%	13.1%

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

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q4a. Overall quality of local fire protection	43.8%	32.8%	4.6%	0.3%	0.0%	18.5%
Q4b. How quickly fire units respond to emergencies	39.1%	24.7%	4.5%	0.4%	0.0%	31.4%
Q4c. Fire safety education programs	23.6%	23.9%	11.0%	0.6%	0.1%	40.8%
Q4d. The level of fire safety you feel while visiting businesses or restaurants	36.6%	40.1%	12.4%	0.3%	0.0%	10.5%

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

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4a. Overall quality of local fire protection	53.7%	40.3%	5.6%	0.4%	0.0%
Q4b. How quickly fire units respond to emergencies	56.9%	35.9%	6.5%	0.6%	0.0%
Q4c. Fire safety education programs	39.8%	40.4%	18.5%	1.0%	0.3%
Q4d. The level of fire safety you feel while visiting businesses or restaurants	40.9%	44.9%	13.9%	0.3%	0.0%

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

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q5a. Overall quality of local police protection	38.3%	43.6%	8.3%	2.8%	0.7%	6.2%
Q5b. The visibility of police in neighborhoods	26.8%	39.2%	23.1%	5.8%	1.9%	3.3%
Q5c. The Town's efforts to prevent crime	22.2%	38.8%	19.4%	5.3%	1.0%	13.2%
Q5d. How quickly police respond to emergencies	29.8%	35.0%	10.1%	1.5%	0.1%	23.6%
Q5e. Enforcement of local traffic laws	19.4%	37.9%	21.7%	10.2%	2.8%	8.0%
Q5f. Police safety education programs	16.2%	20.8%	16.4%	1.5%	0.1%	44.9%
Q5g. Chapel Hill Police Department's overall performance	29.8%	45.8%	12.1%	2.7%	0.9%	8.7%
Q5h. The attitude and behavior of Police Department personnel toward residents	34.0%	35.4%	12.4%	3.6%	2.1%	12.6%
Q5i. The level of safety and security in your neighborhood	30.6%	45.3%	16.2%	6.2%	0.7%	0.9%

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

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q5a. Overall quality of local police protection	40.9%	46.5%	8.8%	3.0%	0.8%
Q5b. The visibility of police in neighborhoods	27.7%	40.5%	23.9%	6.0%	2.0%
Q5c. The Town's efforts to prevent crime	25.6%	44.7%	22.4%	6.1%	1.2%
Q5d. How quickly police respond to emergencies	39.0%	45.7%	13.2%	1.9%	0.2%
Q5e. Enforcement of local traffic laws	21.1%	41.2%	23.6%	11.1%	3.1%
Q5f. Police safety education programs	29.5%	37.8%	29.7%	2.7%	0.3%
Q5g. Chapel Hill Police Department's overall performance	32.6%	50.2%	13.3%	2.9%	1.0%
Q5h. The attitude and behavior of Police Department personnel toward residents	38.9%	40.4%	14.2%	4.1%	2.4%
Q5i. The level of safety and security in your neighborhood	30.9%	45.7%	16.3%	6.3%	0.7%



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

<u>Q6. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
4A=Overall quality of local fire protection	30	4.4 %
4B=How quickly fire units respond to emergencies	29	4.3 %
4C=Fire safety education programs	20	3.0 %
4D=The level of fire safety you feel while visiting businesses or restaurants	6	0.9 %
5A=Overall quality of local police protection	73	10.8 %
5B=The visibility of police in neighborhoods	76	11.2 %
5C=The Town's efforts to prevent crime	91	13.4 %
5D=How quickly police respond to emergencies	27	4.0 %
5E=Enforcement of local traffic laws	52	7.7 %
5F=Police safety education programs	18	2.7 %
5G=Chapel Hill Police Department's overall performance	13	1.9 %
5H=The attitude and behavior of Police Department personnel toward residents	39	5.8 %
5I=The level of safety and security in your neighborhood	89	13.1 %
ZZ=None chosen	114	16.8 %
Total	677	100.0 %

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

<u>Q6. Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
4A=Overall quality of local fire protection	43	6.4 %
4B=How quickly fire units respond to emergencies	23	3.4 %
4C=Fire safety education programs	9	1.3 %
4D=The level of fire safety you feel while visiting businesses or restaurants	8	1.2 %
5A=Overall quality of local police protection	43	6.4 %
5B=The visibility of police in neighborhoods	81	12.0 %
5C=The Town's efforts to prevent crime	86	12.7 %
5D=How quickly police respond to emergencies	55	8.1 %
5E=Enforcement of local traffic laws	38	5.6 %
5F=Police safety education programs	15	2.2 %
5G=Chapel Hill Police Department's overall performance	21	3.1 %
5H=The attitude and behavior of Police Department personnel toward residents	39	5.8 %
5I=The level of safety and security in your neighborhood	57	8.4 %
ZZ=None chosen	159	23.5 %
Total	677	100.0 %

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

<u>Q6. Third Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
4A=Overall quality of local fire protection	22	3.2 %
4B=How quickly fire units respond to emergencies	22	3.2 %
4C=Fire safety education programs	21	3.1 %
4D=The level of fire safety you feel while visiting businesses or restaurants	7	1.0 %
5A=Overall quality of local police protection	38	5.6 %
5B=The visibility of police in neighborhoods	43	6.4 %
5C=The Town's efforts to prevent crime	72	10.6 %
5D=How quickly police respond to emergencies	32	4.7 %
5E=Enforcement of local traffic laws	32	4.7 %
5F=Police safety education programs	24	3.5 %
5G=Chapel Hill Police Department's overall performance	31	4.6 %
5H=The attitude and behavior of Police Department personnel toward residents	39	5.8 %
5I=The level of safety and security in your neighborhood	72	10.6 %
ZZ=None chosen	222	32.8 %
Total	677	100.0 %

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

**Sum of top 3 choices**

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
4A=Overall quality of local fire protection	95	14.0 %
4B=How quickly fire units respond to emergencies	74	10.9 %
4C=Fire safety education programs	50	7.4 %
4D=The level of fire safety you feel while visiting businesses or restaurants	21	3.1 %
5A=Overall quality of local police protection	154	22.7 %
5B=The visibility of police in neighborhoods	200	29.5 %
5C=The Town's efforts to prevent crime	249	36.8 %
5D=How quickly police respond to emergencies	114	16.8 %
5E=Enforcement of local traffic laws	122	18.0 %
5F=Police safety education programs	57	8.4 %
5G=Chapel Hill Police Department's overall performance	65	9.6 %
5H=The attitude and behavior of Police Department personnel toward residents	117	17.3 %
5I=The level of safety and security in your neighborhood	218	32.2 %
<u>ZZ=None chosen</u>	<u>114</u>	<u>16.8 %</u>
Total	1650	

**Q7. Have you interacted with the Town's Police Department in any of the following ways within the past 2 years?**

Q7. Have you interacted with the Town's Police Department?		
	Number	Percent
1=Neighborhood meeting	131	19.4 %
2=911 call I initiated	196	29.0 %
3=Enforcement setting (traffic stop,etc.)	96	14.2 %
4=As a victim of a crime	76	11.2 %
5=Citizens Academy	11	1.6 %
6=Crosswalk Safety Outreach	19	2.8 %
0=None chosen	363	53.6 %
Total	892	



**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=677)

	Very Safe 4	Somewhat Safe 3	Somewhat Unsafe 2	Very Unsafe 1	Don't Know 9
Q8a. In your neighborhood during the day	81.7%	15.9%	1.5%	0.0%	0.9%
Q8b. In your neighborhood at night	52.9%	37.9%	7.1%	0.7%	1.3%
Q8c. In downtown Chapel Hill during the day	63.4%	28.5%	5.8%	0.4%	1.8%
Q8d. In downtown Chapel Hill at night	18.0%	42.2%	24.1%	7.4%	8.3%
Q8e. While patronizing bars and clubs in Chapel Hill	14.9%	27.5%	12.9%	2.5%	42.1%

**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")**

**Excluding "don't know" responses**

(N=677)

	Very Safe 4	Somewhat Safe 3	Somewhat Unsafe 2	Very Unsafe 1
Q8a. In your neighborhood during the day	82.5%	16.0%	1.5%	0.0%
Q8b. In your neighborhood at night	53.6%	38.4%	7.2%	0.8%
Q8c. In downtown Chapel Hill during the day	64.6%	29.0%	5.9%	0.5%
Q8d. In downtown Chapel Hill at night	19.6%	46.0%	26.3%	8.1%
Q8e. While patronizing bars and clubs in Chapel Hill	25.7%	47.6%	22.4%	4.4%

**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=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q9a. Enforcing the clean up of litter and debris on private property	9.2%	34.4%	22.7%	9.5%	2.4%	21.9%
Q9b. Enforcing mowing and trimming of property	8.6%	32.1%	25.4%	7.1%	1.8%	25.0%
Q9c. Enforcing the maintenance of residential property (exterior of homes)	7.5%	29.0%	28.0%	7.0%	2.2%	26.3%
Q9d. Enforcing maintenance of business property	7.8%	32.5%	25.7%	5.2%	1.8%	26.9%
Q9e. Enforcing parking-residential neighborhoods	7.7%	31.8%	24.7%	9.5%	3.6%	22.8%
Q9f. Enforcing sign regulations	8.6%	31.8%	25.5%	4.9%	2.5%	26.7%

**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")**

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q9a. Enforcing the clean up of litter and debris on private property	11.8%	44.0%	29.0%	12.1%	3.0%
Q9b. Enforcing mowing and trimming of property	11.4%	42.8%	33.9%	9.5%	2.4%
Q9c. Enforcing the maintenance of residential property (exterior of homes)	10.2%	39.4%	38.0%	9.4%	3.0%
Q9d. Enforcing maintenance of business property	10.7%	44.5%	35.2%	7.1%	2.4%
Q9e. Enforcing parking- residential neighborhoods	10.0%	41.2%	32.0%	12.3%	4.6%
Q9f. Enforcing sign regulations	11.7%	43.3%	34.8%	6.7%	3.4%

**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=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q10a. Maintenance of Town parks	24.0%	50.0%	11.5%	2.2%	0.1%	12.2%
Q10b. Number of Town parks	19.3%	42.0%	15.6%	9.8%	1.2%	12.1%
Q10c. Number of walking and biking trails	18.8%	35.0%	15.6%	17.3%	3.6%	9.8%
Q10d. Quality of outdoor athletic fields	18.2%	37.8%	14.9%	4.5%	0.7%	24.0%
Q10e. Number of outdoor athletic fields	17.1%	34.4%	15.9%	6.0%	1.0%	25.6%
Q10f. Availability of information about Town parks and recreation programs	17.6%	38.5%	20.2%	8.6%	1.0%	14.0%
Q10g. The Town's youth athletic programs	13.3%	26.4%	15.1%	2.1%	0.7%	42.5%
Q10h. The Town's adult athletic programs	10.4%	22.5%	17.4%	3.9%	0.4%	45.4%
Q10i. Town special events and festivals	16.9%	40.3%	21.2%	5.6%	1.3%	14.6%
Q10j. Therapeutic recreation programs	7.7%	11.8%	14.5%	2.2%	0.3%	63.5%
Q10k. Number of children's play areas	12.5%	29.6%	16.5%	6.3%	1.2%	33.9%
Q10l. Number of programs for teens	5.7%	13.0%	16.5%	9.7%	1.2%	53.9%
Q10m. Cultural arts programs (ceramics, dance, etc.)	10.7%	29.9%	18.5%	3.9%	0.1%	36.9%
Q10n. Public art	14.2%	36.1%	22.1%	5.8%	3.7%	18.2%
Q10o. Landscaping (including cemeteries)	14.6%	43.9%	21.5%	4.0%	0.9%	14.9%



**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")**

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q10a. Maintenance of Town parks	27.3%	56.9%	13.1%	2.5%	0.2%
Q10b. Number of Town parks	22.0%	47.7%	17.8%	11.2%	1.4%
Q10c. Number of walking and biking trails	20.8%	38.8%	17.3%	19.1%	4.0%
Q10d. Quality of outdoor athletic fields	23.9%	49.7%	19.6%	5.9%	1.0%
Q10e. Number of outdoor athletic fields	23.0%	46.2%	21.4%	8.0%	1.4%
Q10f. Availability of information about Town parks and recreation programs	20.4%	44.8%	23.5%	10.0%	1.2%
Q10g. The Town's youth athletic programs	23.1%	45.9%	26.2%	3.6%	1.3%
Q10h. The Town's adult athletic programs	19.1%	41.1%	31.9%	7.1%	0.8%
Q10i. Town special events and festivals	19.8%	47.1%	24.9%	6.6%	1.6%
Q10j. Therapeutic recreation programs	21.2%	32.2%	39.6%	6.1%	0.8%
Q10k. Number of children's play areas	18.9%	44.8%	25.0%	9.5%	1.8%
Q10l. Number of programs for teens	12.3%	28.2%	35.7%	21.1%	2.6%
Q10m. Cultural arts programs (ceramics, dance, etc.)	17.0%	47.3%	29.3%	6.1%	0.2%
Q10n. Public art	17.3%	44.1%	27.0%	7.1%	4.6%
Q10o. Landscaping (including cemeteries)	17.2%	51.7%	25.3%	4.7%	1.1%

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

Q11. Most Emphasis	Number	Percent
A=Maintenance of Town parks	72	10.6 %
B=Number of Town parks	35	5.2 %
C=Number of walking and biking trails	164	24.2 %
D=Quality of outdoor athletic fields	15	2.2 %
E=Number of outdoor athletic fields	9	1.3 %
F=Availability of information about Town parks and recreation programs	30	4.4 %
G=The Town's youth athletic programs	18	2.7 %
H=The Town's adult athletic programs	11	1.6 %
I=Town special events and festivals	22	3.2 %
J=Therapeutic recreation programs	7	1.0 %
K=Number of children's play areas	16	2.4 %
L=Number of programs for teens	55	8.1 %
M=Cultural arts programs (ceramics, dance, etc.)	13	1.9 %
N=Public art	8	1.2 %
O=Landscaping (including cemeteries)	22	3.2 %
Z=None chosen	180	26.6 %
Total	677	100.0 %

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

<u>Q11. Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of Town parks	42	6.2 %
B=Number of Town parks	37	5.5 %
C=Number of walking and biking trails	69	10.2 %
D=Quality of outdoor athletic fields	24	3.5 %
E=Number of outdoor athletic fields	16	2.4 %
F=Availability of information about Town parks and recreation programs	33	4.9 %
G=The Town's youth athletic programs	37	5.5 %
H=The Town's adult athletic programs	14	2.1 %
I=Town special events and festivals	36	5.3 %
J=Therapeutic recreation programs	6	0.9 %
K=Number of children's play areas	30	4.4 %
L=Number of programs for teens	35	5.2 %
M=Cultural arts programs (ceramics, dance, etc.)	24	3.5 %
N=Public art	24	3.5 %
O=Landscaping (including cemeteries)	14	2.1 %
Z=None chosen	236	34.9 %
Total	677	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?**

Q11. Third Most Emphasis	Number	Percent
A=Maintenance of Town parks	40	5.9 %
B=Number of Town parks	22	3.2 %
C=Number of walking and biking trails	27	4.0 %
D=Quality of outdoor athletic fields	15	2.2 %
E=Number of outdoor athletic fields	14	2.1 %
F=Availability of information about Town parks and recreation programs	25	3.7 %
G=The Town's youth athletic programs	23	3.4 %
H=The Town's adult athletic programs	18	2.7 %
I=Town special events and festivals	41	6.1 %
J=Therapeutic recreation programs	14	2.1 %
K=Number of children's play areas	26	3.8 %
L=Number of programs for teens	42	6.2 %
M=Cultural arts programs (ceramics, dance, etc.)	30	4.4 %
N=Public art	29	4.3 %
O=Landscaping (including cemeteries)	47	6.9 %
Z=None chosen	264	39.0 %
Total	677	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? (Top Three)**

**Sum of top 3 choices**

Q11. Sum of top 3 choices	Number	Percent
A=Maintenance of Town parks	154	22.7 %
B=Number of Town parks	94	13.9 %
C=Number of walking and biking trails	260	38.4 %
D=Quality of outdoor athletic fields	54	8.0 %
E=Number of outdoor athletic fields	39	5.8 %
F=Availability of information about Town parks and recreation programs	88	13.0 %
G=The Town's youth athletic programs	78	11.5 %
H=The Town's adult athletic programs	43	6.4 %
I=Town special events and festivals	99	14.6 %
J=Therapeutic recreation programs	27	4.0 %
K=Number of children's play areas	72	10.6 %
L=Number of programs for teens	132	19.5 %
M=Cultural arts programs (ceramics, dance, etc.)	67	9.9 %
N=Public art	61	9.0 %
O=Landscaping (including cemeteries)	83	12.3 %
Z=None chosen	180	26.6 %
Total	1531	



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

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q12a. The overall quality of library services	49.2%	27.7%	5.0%	2.1%	0.6%	15.4%
Q12b. Library hours of operation	24.7%	35.3%	12.4%	8.9%	2.1%	16.6%
Q12c. Customer service provided by staff	44.4%	27.7%	8.6%	1.0%	0.1%	18.1%
Q12d. Children's programs	20.5%	16.9%	10.3%	0.1%	0.0%	52.2%
Q12e. Teen programs	14.2%	10.4%	12.1%	0.4%	0.0%	62.9%
Q12f. Adult programs	18.6%	18.5%	11.6%	1.0%	0.0%	50.3%
Q12g. Print collection	28.2%	28.4%	11.4%	2.5%	1.2%	28.2%
Q12h. DVD collection	17.9%	20.3%	13.2%	4.7%	0.7%	43.1%
Q12i. Music collection	16.8%	18.1%	13.1%	3.1%	0.6%	48.4%
Q12j. Audio collection	17.1%	16.9%	13.5%	4.3%	0.6%	47.6%
Q12k. Ebook collection	15.0%	13.8%	13.1%	4.6%	0.9%	52.6%
Q12l. WiFi service	22.2%	23.5%	8.1%	1.5%	0.1%	44.6%

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

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q12a. The overall quality of library services	58.1%	32.7%	6.0%	2.5%	0.7%
Q12b. Library hours of operation	29.7%	42.3%	14.9%	10.7%	2.5%
Q12c. Customer service provided by staff	54.2%	33.8%	10.5%	1.3%	0.2%
Q12d. Children's programs	42.9%	35.4%	21.4%	0.3%	0.0%
Q12e. Teen programs	38.2%	28.1%	32.5%	1.2%	0.0%
Q12f. Adult programs	37.4%	37.1%	23.4%	2.1%	0.0%
Q12g. Print collection	39.3%	39.5%	15.9%	3.5%	1.7%
Q12h. DVD collection	31.5%	35.7%	23.2%	8.3%	1.3%
Q12i. Music collection	32.5%	35.1%	25.3%	6.0%	1.1%
Q12j. Audio collection	32.6%	32.3%	25.8%	8.2%	1.1%
Q12k. Ebook collection	31.7%	29.2%	27.6%	9.7%	1.9%
Q12l. WiFi service	40.0%	42.4%	14.6%	2.7%	0.3%

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

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q13a. Maintenance of Town main street thoroughfares	18.2%	53.9%	15.1%	8.0%	0.6%	4.1%
Q13b. Maintenance of streets in your neighborhood	20.1%	50.8%	15.3%	8.6%	1.6%	3.6%
Q13c. Maintenance of street signs/pavement markings	18.1%	52.9%	18.1%	5.8%	0.6%	4.6%
Q13d. Maintenance/preservation of downtown	13.6%	49.0%	20.9%	9.5%	1.8%	5.2%
Q13e. Overall cleanliness of streets and other public areas	17.8%	53.5%	17.5%	6.5%	1.0%	3.6%
Q13f. Adequacy of street lighting	11.0%	40.0%	22.7%	16.0%	7.0%	3.4%
Q13g. Condition of sidewalks	9.9%	39.9%	24.7%	16.7%	4.4%	4.3%
Q13h. Quality of the stormwater drainage system	8.5%	31.2%	22.7%	15.3%	8.0%	14.4%

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

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13a. Maintenance of Town main street thoroughfares	19.0%	56.3%	15.8%	8.3%	0.6%
Q13b. Maintenance of streets in your neighborhood	20.9%	52.7%	15.8%	8.9%	1.7%
Q13c. Maintenance of street signs/pavement markings	18.9%	55.4%	18.9%	6.1%	0.6%
Q13d. Maintenance/preservation of downtown	14.4%	51.7%	22.0%	10.0%	1.9%
Q13e. Overall cleanliness of streets and other public areas	18.5%	55.5%	18.2%	6.8%	1.1%
Q13f. Adequacy of street lighting	11.3%	41.4%	23.5%	16.6%	7.2%
Q13g. Condition of sidewalks	10.4%	41.6%	25.9%	17.5%	4.6%
Q13h. Quality of the stormwater drainage system	9.9%	36.4%	26.5%	17.9%	9.4%

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

Q14. Most Emphasis	Number	Percent
A=Maintenance of Town main street thoroughfares	69	10.2 %
B=Maintenance of streets in your neighborhood	43	6.4 %
C=Maintenance of street signs/pavement markings	16	2.4 %
D=Maintenance/preservation of downtown	66	9.7 %
E=Overall cleanliness of streets and other public areas	26	3.8 %
F=Adequacy of street lighting	90	13.3 %
G=Condition of sidewalks	68	10.0 %
H=Quality of the stormwater drainage system	153	22.6 %
Z=None chosen	146	21.6 %
Total	677	100.0 %

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

Q14. Second Most Emphasis	Number	Percent
A=Maintenance of Town main street thoroughfares	47	6.9 %
B=Maintenance of streets in your neighborhood	56	8.3 %
C=Maintenance of street signs/pavement markings	22	3.2 %
D=Maintenance/preservation of downtown	78	11.5 %
E=Overall cleanliness of streets and other public areas	65	9.6 %
F=Adequacy of street lighting	80	11.8 %
G=Condition of sidewalks	88	13.0 %
H=Quality of the stormwater drainage system	50	7.4 %
Z=None chosen	191	28.2 %
Total	677	100.0 %



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

Q14. Third Most Emphasis	Number	Percent
A=Maintenance of Town main street thoroughfares	59	8.7 %
B=Maintenance of streets in your neighborhood	39	5.8 %
C=Maintenance of street signs/pavement markings	26	3.8 %
D=Maintenance/preservation of downtown	52	7.7 %
E=Overall cleanliness of streets and other public areas	62	9.2 %
F=Adequacy of street lighting	62	9.2 %
G=Condition of sidewalks	73	10.8 %
H=Quality of the stormwater drainage system	69	10.2 %
Z=None chosen	235	34.7 %
Total	677	100.0 %

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

**Sum of 3 choices**

Q14. Most Emphasis	Number	Percent
A=Maintenance of Town main street thoroughfares	175	25.8 %
B=Maintenance of streets in your neighborhood	138	20.4 %
C=Maintenance of street signs/pavement markings	64	9.5 %
D=Maintenance/preservation of downtown	196	29.0 %
E=Overall cleanliness of streets and other public areas	153	22.6 %
F=Adequacy of street lighting	232	34.3 %
G=Condition of sidewalks	229	33.8 %
H=Quality of the stormwater drainage system	272	40.2 %
Z=None chosen	146	21.6 %
Total	1605	

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

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q15a. Quality of information about Town programs/services	16.8%	38.5%	23.5%	7.6%	1.3%	12.2%
Q15b. Access to information on local issues/events	16.8%	38.9%	21.9%	8.3%	1.6%	12.4%
Q15c. Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	18.0%	33.8%	21.4%	6.5%	2.4%	17.9%
Q15d. Access to the Mayor and Town Council	15.5%	26.2%	23.7%	3.9%	2.2%	28.6%
Q15e. Quality of www.townofchapelhill.org < <a href="http://www.townofchapelhill.org">http://www.townofchapelhill.org</a> >	14.5%	37.7%	18.5%	5.4%	1.3%	22.7%
Q15f. Chapel Hill eNews updates	14.2%	24.4%	18.2%	3.0%	0.9%	39.3%

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

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q15a. Quality of information about Town programs/services	19.2%	43.9%	26.8%	8.6%	1.5%
Q15b. Access to information on local issues/events	19.2%	44.4%	25.0%	9.5%	1.9%
Q15c. Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	21.9%	41.1%	26.1%	8.0%	2.9%
Q15d. Access to the Mayor and Town Council	21.7%	36.7%	33.1%	5.4%	3.1%
Q15e. Quality of <a href="http://www.townofchapelhill.org">www.townofchapelhill.org</a> < <a href="http://www.townofchapelhill.org">http://www.townofchapelhill.org</a> >	18.7%	48.7%	23.9%	6.9%	1.7%
Q15f. Chapel Hill eNews updates	23.4%	40.1%	30.0%	4.9%	1.5%

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

<u>Q16 Sources of information</u>	<u>Number</u>	<u>Percent</u>
A=www.townofchapelhill.org	352	52.0 %
B=Facebook	65	9.6 %
C=Twitter	28	4.1 %
D=Other social media (which ones)	69	10.2 %
E=Neighborhood Associations	178	26.3 %
F=Neighborhood Watch	107	15.8 %
G=Word of Mouth	276	40.8 %
H=Festival Fair Booth	17	2.5 %
I=Chapel Hill TV-18 (Time Warner)	65	9.6 %
J=Television news (which ones)	136	20.1 %
K=Radio	231	34.1 %
L=Newspapers (which ones)	348	51.4 %
M=Community Planning Meetings	41	6.1 %
<u>Z=None chosen</u>	<u>75</u>	<u>11.1 %</u>
Total	1988	

**Q17. REASONS TO LIVE IN CHAPEL HILL Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill, and are your needs being met?**

(N=677)

	Very Important 4	Somewhat Important 3	Not Sure 2	Unimport- ant 1
Q17a. Sense of belonging to the community	39.4%	47.3%	7.0%	6.3%
Q17b. Quality of public schools	74.2%	14.5%	2.5%	8.8%
Q17c. Employment opportunities	41.8%	35.5%	7.6%	15.1%
Q17d. Types of housing	42.7%	43.1%	6.4%	7.9%
Q17e. Affordability of housing	37.1%	41.7%	6.8%	14.4%
Q17f. Access to quality shopping	33.4%	48.0%	8.2%	10.4%
Q17g. Availability of parks and recreation opportunities	43.1%	44.0%	6.7%	6.2%
Q17h. Near family or friends	33.3%	35.5%	8.5%	22.7%
Q17i. Safety and security	72.8%	23.1%	1.9%	2.1%
Q17j. Availability of transportation options	37.7%	39.3%	8.6%	14.3%
Q17k. Availability of cultural activities/arts	43.4%	43.8%	6.4%	6.4%
Q17l. Access to restaurants - entertainment	52.2%	39.8%	4.0%	4.0%
Q17m. University community	51.8%	34.4%	5.6%	8.2%
Q17n. Access to Research Triangle Park	25.9%	33.1%	11.6%	29.4%
Q17o. Community planning for the future	34.0%	38.9%	15.1%	12.1%
Q17p. Other	9.8%	79.6%	5.1%	5.5%

**Q17. Are your needs being met in Chapel Hill?**

(N=677)

	Yes A	No B	Don't Know Z
Q17a. Sense of belonging to the community	62.2%	12.9%	25.0%
Q17b. Quality of public schools	62.6%	7.5%	29.8%
Q17c. Employment opportunities	47.4%	19.8%	32.8%
Q17d. Types of housing	57.0%	11.4%	31.6%
Q17e. Affordability of housing	40.8%	27.3%	31.9%
Q17f. Access to quality shopping	42.8%	29.8%	27.3%
Q17g. Availability of parks and recreation opportunities	62.5%	8.9%	28.7%
Q17h. Near family or friends	57.0%	11.7%	31.3%
Q17i. Safety and security	66.8%	6.8%	26.4%
Q17j. Availability of transportation options	56.3%	13.7%	30.0%
Q17k. Availability of cultural activities/arts	64.1%	6.5%	29.4%
Q17l. Access to restaurants - entertainment	66.5%	6.9%	26.6%
Q17m. University community	67.9%	3.0%	29.1%
Q17n. Access to Research Triangle Park	60.0%	3.8%	36.2%
Q17o. Community planning for the future	43.7%	21.4%	34.9%
Q17p. Other	12.0%	3.7%	84.3%



**Q17. Are your needs being met in Chapel Hill? (Without "Don't Know")**

**Excluding “don’t know” responses**

(N=677)

	Yes A	No B
Q17a. Sense of belonging to the community	82.9%	17.1%
Q17b. Quality of public schools	89.3%	10.7%
Q17c. Employment opportunities	70.5%	29.5%
Q17d. Types of housing	83.4%	16.6%
Q17e. Affordability of housing	59.9%	40.1%
Q17f. Access to quality shopping	58.9%	41.1%
Q17g. Availability of parks and recreation opportunities	87.6%	12.4%
Q17h. Near family or friends	83.0%	17.0%
Q17i. Safety and security	90.8%	9.2%
Q17j. Availability of transportation options	80.4%	19.6%
Q17k. Availability of cultural activities/arts	90.8%	9.2%
Q17l. Access to restaurants - entertainment	90.5%	9.5%
Q17m. University community	95.8%	4.2%
Q17n. Access to Research Triangle Park	94.0%	6.0%
Q17o. Community planning for the future	67.1%	32.9%
Q17p. Other	76.4%	23.6%

**Q18. ECONOMIC DEVELOPMENT. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast," please rate the Town's current pace of development in each of the following areas.**

(N=677)

	Much too slow 5	Slow 4	Just right 3	Fast 2	Much too fast 1	Don't know 9
Q18a. Office development	10.0%	13.8%	27.2%	12.6%	9.8%	26.6%
Q18b. Multi-family residential development	6.1%	15.9%	24.5%	16.2%	14.7%	22.6%
Q18c. Single-family residential development	5.2%	13.6%	38.0%	13.9%	9.5%	19.7%
Q81d. Retail development	24.9%	27.0%	17.5%	10.5%	7.1%	12.9%
Q18e. Mixed use development	11.3%	19.0%	24.8%	12.3%	11.7%	20.9%

**Q18. ECONOMIC DEVELOPMENT. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast," please rate the Town's current pace of development in each of the following areas.(Without "Don't Know")**

**Excluding "don't know" responses**

(N=677)

	Much too slow 5	Slow 4	Just right 3	Fast 2	Much too fast 1
Q18a. Office development	13.6%	18.8%	37.0%	17.2%	13.4%
Q18b. Multi-family residential development	7.9%	20.5%	31.7%	20.9%	19.0%
Q18c. Single-family residential development	6.5%	17.0%	47.3%	17.4%	11.8%
Q18d. Retail development	28.6%	31.0%	20.1%	12.1%	8.2%
Q18e. Mixed use development	14.3%	24.0%	31.3%	15.6%	14.8%

**Q19. 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=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q19a. How well the traffic signal system provides for efficient traffic flow	8.9%	35.8%	19.5%	23.0%	8.8%	4.0%
Q19b. The Town's bus service, Chapel Hill Transit	26.0%	32.5%	12.0%	7.0%	1.9%	20.6%
Q19c. The ease of walking or biking in Chapel Hill	14.4%	29.7%	19.9%	21.4%	8.5%	6.2%
Q19d. Availability of sidewalks in the Town	12.6%	34.3%	20.9%	20.9%	7.1%	4.2%
Q19e. Availability of greenways and walking trails	17.6%	37.8%	15.6%	16.8%	4.0%	8.2%

**Q19. 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")**

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q19a. How well the traffic signal system provides for efficient traffic flow	9.3%	37.3%	20.3%	24.0%	9.1%
Q19b. The Town's bus service, Chapel Hill Transit	32.7%	40.9%	15.1%	8.8%	2.4%
Q19c. The ease of walking or biking in Chapel Hill	15.3%	31.6%	21.2%	22.8%	9.0%
Q19d. Availability of sidewalks in the Town	13.2%	35.8%	21.8%	21.8%	7.4%
Q19e. Availability of greenways and walking trails	19.1%	41.2%	17.0%	18.3%	4.4%

**Q20. In your experience, which are the most congested east-west roads? (Please check two)**

Q20. In your experience, which are the most congested east-west roads?	Number	Percent
1=Franklin Street	163	24.1 %
2=US 15-501	447	66.0 %
3=Raleigh Road and NC-54	330	48.7 %
4=Estes Drive	277	40.9 %
9=Don't Know	37	5.5 %
Total	1254	

**Q21. Which are the most congested north-south roads? (Please check two)**

Q21. Which are the most congested north-south roads?	Number	Percent
1=Fordham Boulevard	396	58.5 %
2=US 15-501 South	280	41.4 %
3=S Columbia Street	247	36.5 %
4=Martin Luther King Jr. Boulevard	125	18.5 %
5=Hillsborough Street-Raleigh Street	84	12.4 %
9=Don't Know	55	8.1 %
Total	1187	



**Q22. Do you or does any member of your household use Chapel Hill Transit?**

Q22. Do you or does any member of your household use Chapel Hill Transit?	Number	Percent
1=Yes	256	37.8 %
2=No	421	62.2 %
Total	677	100.0 %

**Q22a. What is the primary reason for taking the bus?**

Q22a. (If yes) What is the primary reason for taking the bus?	Number	Percent
1=To go to and from work	116	45.3 %
2=To go to and from shopping	43	16.8 %
3=To go to and from medical appointments	30	11.7 %
4=To go to and from social activities	75	29.3 %
5=To go to and from school	56	21.9 %
0=None chosen	5	2.0 %
Total	325	

**Q22b. What is your primary reason for not using Chapel Hill Transit?**

Q22b. (If no) What is your primary reason for not using Chapel Hill Transit?	Number	Percent
1=Service is not frequent enough	33	7.9 %
2=Not enough service on weekends	19	4.5 %
3=Just prefer to drive	203	48.4 %
4=Service isn't offered to places I need to go	111	26.5 %
5=Not enough service in the evening	28	6.7 %
6=Other	60	14.3 %
0=None chosen	42	10.0 %
Total	496	

**Q23. Does anyone in your household ride a bicycle?**

Q23. Does anyone in your household ride a bicycle?	Number	Percent
1=Yes	335	49.6 %
2=No	340	50.4 %
Total	675	100.0 %

**Q23a. If Yes**

Q23a. (If yes)	Number	Percent
1=Do they bike to commute to work or school	31	9.3 %
2=Do they bike for recreation only	214	63.9 %
3=Do they bike for BOTH commuting and recreation	85	25.4 %
9=Not provided	5	1.5 %
Total	335	100.0 %

**Q23b. (If yes) What type of bicycle amenities would you like for the Town to provide?**

Q23b. ( If yes) What type of bicycle amenities would you like for the Town to provide?	Number	Percent
1=Wide outside lanes on streets	152	45.4 %
2=Striped on-road lanes	127	37.9 %
3=Separate bike paths	228	68.1 %
4=Bicycle parking	101	30.1 %
9=Don't Know	73	21.8 %
Total	681	

**Q24. Within the Town limits, do you feel safe driving?**

Q24. Within the Town limits, do you feel safe driving?	Number	Percent
1=Yes	640	94.5 %
2=No	29	4.3 %
9=Not provided	8	1.2 %
Total	677	100.0 %

**Q25. Within the Town limits, do you feel safe walking?**

Q25. Within the Town limits, do you feel safe walking?	Number	Percent
1=Yes	554	81.8 %
2=No	105	15.5 %
9=Not provided	18	2.7 %
Total	677	100.0 %

**Q26. Within the Town limits, do you feel safe cycling?**

Q26. Within the Town limits, do you feel safe cycling?	Number	Percent
1=Yes	179	26.4 %
2=No	356	52.6 %
9=Not provided	142	21.0 %
Total	677	100.0 %

**Q27. How often do you typically go outside Chapel Hill Town limits to shop?**

Q27. How often do you typically go outside Chapel Hill Town limits to shop?	Number	Percent
1=Every day	76	11.2 %
2=A few times per week	219	32.3 %
3=At least once a week	168	24.8 %
4=A few times per month	155	22.9 %
5=A few times per year	41	6.1 %
6=Seldom or never	13	1.9 %
9=Not provided	5	0.7 %
Total	677	100.0 %

**Q28. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?**

Q28. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?	Number	Percent
1=Essential	240	35.5 %
2=Important	228	33.7 %
3=Not sure	133	19.6 %
4=Not important	59	8.7 %
5=Detrimental	17	2.5 %
Total	677	100.0 %

**Q29. Of these Capital Improvements, which three would you select as the most important?**

Q29. which three would you select as the most important?	Number	Percent
01=Stormwater system improvements	236	34.9 %
02=Street extensions	51	7.5 %
03=Sidewalk construction	210	31.0 %
04=Street reconstruction	93	13.7 %
05=Traffic signal replacements/upgrades	120	17.7 %
06=Parks renovations	77	11.4 %
07=Public facilities	78	11.5 %
08=Additional bicycle lanes/off-road paths	249	36.8 %
09=Open Space Acquisition	117	17.3 %
10=Trails and Greenways	171	25.3 %
11=Re-development of Downtown	289	42.7 %
12=Transit – Regional transit services	181	26.7 %
00=None chosen	118	17.4 %
Total	1990	

**Q30. If you own a home in Chapel Hill, 33% of your property tax bill goes to the Town of Chapel Hill to fund the Town's operating budget. The balance of your bill is split between the County (54%) and the School District (13%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget.**

Q30. What is your level of satisfaction with the value you receive for the portion of your property taxes?	Number	Percent
1=Very Satisfied	85	12.6 %
2=Satisfied	236	35.1 %
3=Neutral	144	21.4 %
4=dissatisfied	84	12.5 %
5=Very Dissatisfied	47	7.0 %
9=Don't Know	76	11.3 %
Total	672	100.0 %

**Q31. Do you feel your voice matters in Town decision making?**

Q31. Do you feel your voice matters in Town decision making?	Number	Percent
1=Yes	306	45.2 %
2=No	329	48.6 %
9=Not provided	42	6.2 %
Total	677	100.0 %

**Q32. Do you feel your voice can influence change in Chapel Hill?**

Q32. Do you feel your voice can influence change in Chapel Hill?	Number	Percent
1=Yes	298	44.0 %
2=No	337	49.8 %
9=Not provided	42	6.2 %
Total	677	100.0 %

**Q33. Are you aware of, or have you participated in, the Town's Youth Initiative?**

Q33. Are you aware of, or have you participated in, the Town's Youth Initiative?	Number	Percent
1=Yes	46	6.8 %
2=No	612	90.4 %
9=Not provided	19	2.8 %
Total	677	100.0 %



**Q34. 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=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q34a. Availability of parking downtown	4.6%	24.7%	18.5%	34.1%	14.8%	3.3%
Q34b. Cost of parking in downtown	5.9%	29.5%	27.0%	19.3%	13.2%	5.0%
Q34c. Payment options (credit card, phone, etc.)	16.1%	44.6%	20.6%	7.4%	3.6%	7.7%
Q34d. Ease of use	10.4%	30.1%	23.3%	22.1%	9.5%	4.7%
Q34e. Security of parking downtown	11.4%	36.1%	30.8%	9.3%	4.6%	7.7%

**Q34. 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")**

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q34a. Availability of parking downtown	4.7%	25.6%	19.1%	35.2%	15.3%
Q34b. Cost of parking in downtown	6.3%	31.1%	28.4%	20.3%	13.9%
Q34c. Payment options (credit card, phone, etc.)	17.5%	48.3%	22.3%	8.0%	3.9%
Q34d. Ease of use	10.9%	31.6%	24.4%	23.2%	10.0%
Q34e. Security of parking downtown	12.4%	39.2%	33.4%	10.1%	5.0%

**Q35. 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=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q35a. Residential trash collection services	54.7%	34.1%	4.9%	1.8%	0.4%	4.1%
Q35b. Yard waste removal	39.8%	34.7%	7.1%	4.2%	1.5%	12.8%
Q35c. Leaf collection	28.1%	33.4%	12.3%	10.2%	3.7%	12.3%
Q35d. Residential recycling service	49.6%	36.9%	4.7%	3.4%	0.9%	4.5%
Q35e. Dead animal removal from right-of-way	16.9%	27.4%	13.9%	4.9%	1.3%	35.5%
Q35f. Removal of large bulky items	16.6%	23.7%	16.3%	7.7%	1.5%	34.2%

**Q35. 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")**

**Excluding "don't know" responses**

(N=677)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q35a. Residential trash collection services	57.0%	35.5%	5.1%	1.9%	0.5%
Q35b. Yard waste removal	45.6%	39.8%	8.2%	4.8%	1.7%
Q35c. Leaf collection	32.0%	38.1%	14.0%	11.6%	4.2%
Q35d. Residential recycling service	51.9%	38.7%	5.0%	3.6%	0.9%
Q35e. Dead animal removal from right-of-way	26.2%	42.5%	21.6%	7.6%	2.1%
Q35f. Removal of large bulky items	25.2%	36.0%	24.8%	11.7%	2.3%

**Q36. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?**

Q36. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?	Number	Percent
1=Yes	465	68.7 %
2=No	212	31.3 %
Total	677	100.0 %

**Q36a. About how many times a year do you take items to be recycled?**

Q36a. About how many times a year do you take items to be recycled?	Number	Percent
0=	5	1.1 %
1=	24	5.3 %
2=	68	15.0 %
3=	42	9.3 %
4=	68	15.0 %
5=	36	7.9 %
6=	56	12.4 %
7=	2	0.4 %
8=	9	2.0 %
10=	32	7.1 %
12=	36	7.9 %
14=	2	0.4 %
15=	8	1.8 %
18=	2	0.4 %
20=	18	4.0 %
24=	4	0.9 %
25=	10	2.2 %
26=	3	0.7 %
30=	1	0.2 %
36=	1	0.2 %
40=	5	1.1 %
42=	1	0.2 %
45=	1	0.2 %
50=	5	1.1 %
52=	12	2.6 %
53=	1	0.2 %
365=	1	0.2 %
Total	453	100.0 %

**Q37. Approximately how many years have you lived in the Town of Chapel Hill?**

Q37. How many years have you lived in the Town of Chapel Hill?	Number	Percent
1=Less than 5 years	103	15.2 %
2=5-10 years	117	17.3 %
3=11-20 years	186	27.5 %
4=More than 20 years	268	39.6 %
9=Not provided	3	0.4 %
Total	677	100.0 %

**Q38. What is your age?**

Q38. What is your age?	Number	Percent
1=18 to 34	123	18.2 %
2=35 to 44	146	21.6 %
3=45 to 54	131	19.4 %
4=55 to 64	144	21.3 %
5=65+	124	18.3 %
9=Not provided	9	1.3 %
Total	677	100.0 %



**Q39. Are you or other members of your household of Hispanic or Latino ancestry?**

Q39. Are you or other members of your household of Hispanic or Latino ancestry?	Number	Percent
1=Yes	42	6.2 %
2=No	612	90.4 %
9=Not provided	23	3.4 %
Total	677	100.0 %

**Q40. Which of the following best describes your race?**

Q40. Which of the following best describes your race?	Number	Percent
1=African American/Black	62	9.2 %
2=American Indian or Alaska Native	4	0.6 %
3=Asian, Hawaiian or Other Pacific Islander	74	10.9 %
4=White	508	75.0 %
5=Other	24	3.5 %
9=Not provided	13	1.9 %
Total	685	

**Q41. Which of the following best describes your current place of employment?**

Q41. Which of the following best describes your current place of employment?	Number	Percent
1=Employed outside the home	412	60.9 %
2=Self-employed or work out of home	89	13.1 %
3=Student, Retired, or Not currently employed outside the home	163	24.1 %
9=Not provided	13	1.9 %
Total	677	100.0 %

**Q41. Where do you work?**

Q41. Where do you work?	Number	Percent
A=In Chapel Hill	216	52.4 %
B=In Carrboro	8	1.9 %
C=Somewhere else in Orange County	7	1.7 %
D=In Raleigh	26	6.3 %
E=In Durham	114	27.7 %
F=In Cary	11	2.7 %
H=In Greensboro	6	1.5 %
I=Somewhere else in North Carolina	21	5.1 %
Z=Not provided	3	0.7 %
Total	412	100.0 %

**Q42. Your gender:**

<u>Q42. Your gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	330	48.7 %
2=Female	347	51.3 %
Total	677	100.0 %



TOWN OF CHAPEL HILL

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

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

November 2013

Dear Chapel Hill Resident,

**When you tell us what you think, we listen!**

*You ranked the maintenance and preservation of downtown Chapel Hill as an area that should receive more emphasis in 2009. As a result, we improved sidewalk cleaning – and added recycling containers, planters, lighting, and a mid-block crosswalk and signal on West Franklin. In our next survey two years later, satisfaction in this area grew by 10 percent.*

*In 2011, you ranked Fourth of July as one of the most important events offered by the Town. Due to your feedback, we worked to reinstate this community event that had been canceled.*

So please tell us what you think! By completing the enclosed Community Survey, you can be part of our efforts to build a community where people thrive.

Included in this envelope is a postage-paid return envelope to ETC Institute to collect your anonymous response. Alternatively, you can complete the survey online at [www.2013chapelhillcommunitysurvey.org](http://www.2013chapelhillcommunitysurvey.org).

The results of the survey will be presented to the Town Council and the public by February 2014. If you want to receive the results by email, contact [info@townofchapelhill.org](mailto:info@townofchapelhill.org) to subscribe to the Town's newsletter, *Chapel Hill eNews*. Previous community survey results are available for review at Town Hall and [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey).

If you have questions, please contact Catherine Lazorko, communications manager, at 919-969-5055 or contact me at [manager@townofchapelhill.org](mailto:manager@townofchapelhill.org).

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

Sincerely,

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

Roger L. Stancil  
Town Manager



# 2013 Town of Chapel Hill Community Survey

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

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

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

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

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

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

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

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

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

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

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

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

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

**7. Have you interacted with the Town's Police Department in any of the following ways within the past 2 years?** (check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Neighborhood meeting                     | <input type="checkbox"/> (4) As a victim of a crime    |
| <input type="checkbox"/> (2) 911 call I initiated                     | <input type="checkbox"/> (5) Citizens Academy          |
| <input type="checkbox"/> (3) Enforcement setting (traffic stop, etc.) | <input type="checkbox"/> (6) Crosswalk Safety Outreach |

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

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

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

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



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

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

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

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

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

<i>Library Services</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The overall quality of library services	5	4	3	2	1	9
B.	Library hours of operation	5	4	3	2	1	9
C.	Customer service provided by staff	5	4	3	2	1	9
D.	Children's programs	5	4	3	2	1	9
E.	Teen programs	5	4	3	2	1	9
F.	Adult programs	5	4	3	2	1	9
G.	Print collection	5	4	3	2	1	9
H.	DVD collection	5	4	3	2	1	9
I.	Music collection	5	4	3	2	1	9
J.	Audio collection	5	4	3	2	1	9
K.	Ebook collection	5	4	3	2	1	9
L.	WiFi service	5	4	3	2	1	9

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

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

**14. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write the letters below using the letters from list in Question 13 above.]**

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

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

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

**16. Which of the following are your primary sources of information about Town issues, services, events and emergencies?** (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> (A) <a href="http://www.townofchapelhill.org">www.townofchapelhill.org</a> | <input type="checkbox"/> (H) Festival Fair Booth                |
| <input type="checkbox"/> (B) Facebook   | <input type="checkbox"/> (I) Chapel Hill TV-18 (Time Warner)    |
| <input type="checkbox"/> (C) Twitter  | <input type="checkbox"/> (J) Television news (which ones) _____ |
| <input type="checkbox"/> (D) Other social media (which ones) _____                                  | <input type="checkbox"/> (K) Radio                              |
| <input type="checkbox"/> (E) Neighborhood Associations  | <input type="checkbox"/> (L) Newspapers (which ones) _____      |
| <input type="checkbox"/> (F) Neighborhood Watch   | <input type="checkbox"/> (M) Community Planning Meetings        |
| <input type="checkbox"/> (G) Word of Mouth  |   |

**17. REASONS TO LIVE IN CHAPEL HILL** Several reasons for deciding where to live are listed below.

On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill, and are your needs being met?

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

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

<i>Economic Development</i>		<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

**19. 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."

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

**20. 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

**21. 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

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

- (1) Yes (Go to 22a)     (2) No (Go to 22b)

**22a. (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

**22b. What is your primary reason for not using Chapel Hill Transit?**

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

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

- (1) Yes (go to 23a & 23b)     (2) No (go to 24)

**23a. (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

**23b. (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  
 (4) Bicycle parking

**24. Within the Town limits, do you feel safe driving?**     (1) Yes     (2) No

**25. Within the Town limits, do you feel safe walking?**     (1) Yes     (2) No

**26. Within the Town limits, do you feel safe cycling?**     (1) Yes     (2) No

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

- (1) Every day
- (2) A few times per week
- (3) At least once a week
- (4) A few times per month
- (5) A few times per year
- (6) Seldom or never

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

- (1) Essential
- (2) Important
- (3) Not sure
- (4) Not important
- (5) Detrimental

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

- (01) Stormwater system improvements
- (02) Street extensions
- (03) Sidewalk construction
- (04) Street reconstruction
- (05) Traffic signal replacements/upgrades
- (06) Parks renovations
- (07) Public facilities
- (08) Additional bicycle lanes/off-road paths
- (09) Open Space Acquisition
- (10) Trails and Greenways
- (11) Re-development of Downtown
- (12) Transit – Regional transit services

**30. If you own a home in Chapel Hill, 33% of your property tax bill goes to the Town of Chapel Hill to fund the Town's operating budget. The balance of your bill is split between the County (54%) and the School District (13%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget.**

- (1) Very Satisfied
- (2) Satisfied
- (3) Neutral
- (4) Dissatisfied
- (5) Very Dissatisfied
- (9) Don't know

**31. Do you feel your voice matters in Town decision making?**

- (1) Yes
- (2) No

**32. Do you feel your voice can influence change in Chapel Hill?**

- (1) Yes
- (2) No

**OTHER ISSUES**

**33. Are you aware of, or have you participated in, the Town's Youth Initiative?**

- (1) Yes
- (2) No

**34. 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."

<i>Downtown Parking</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Availability of parking downtown	5	4	3	2	1	9
B.	Cost of parking in downtown	5	4	3	2	1	9
C.	Payment options (credit card, phone, etc.)	5	4	3	2	1	9
D.	Ease of use	5	4	3	2	1	9
E.	Security of parking downtown	5	4	3	2	1	9

35. **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.	Yard waste removal	5	4	3	2	1	9
C.	Leaf collection	5	4	3	2	1	9
D.	Residential recycling service	5	4	3	2	1	9
E.	Dead animal removal from right-of-way	5	4	3	2	1	9
F.	Removal of large bulky items	5	4	3	2	1	9

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

\_\_\_\_\_ (1) Yes (go to Q 36a) \_\_\_\_\_ (2) No (go to Q37)

36a. About how many times a year do you take items to be recycled? \_\_\_\_\_

**DEMOGRAPHICS**

37. 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

38. 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+

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

\_\_\_(1) Yes      \_\_\_(2) No

40. 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

41. 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

42. 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 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.