 **2013 Citizen Survey**

The Town of Matthews is conducting a citizen survey. As a town we are interested in your opinions and experiences so that we can best serve you. We will use your responses to help us to improve and plan for the next few years. **This is your opportunity to anonymously and confidentially give us your honest opinions**. You may, however, give us your email address to be entered into a prize-drawing. See Question 36 for details. If you provide an address it **will not** be linked with any of your responses, only your email address will be given to the Town by the researchers if you are a winner or want the newsletter.

**Your answers to these questions are very important to us. Thank you for participating in this survey.**

**Please tell us whether you agree or disagree with the following statements**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1. Your Perceptions of Matthews** | **Strongly Agree1** | **Agree2** | **Neutral3** | **Disagree4** | **Strongly Disagree5** |
| **a. Matthews is a good place to live** |  |  |  |  |  |
| **b. Matthews is a good place to raise children** |  |  |  |  |  |
| **c. Matthews is a safe place to live** |  |  |  |  |  |
| **d. Matthews provides a good environment for businesses to succeed** |  |  |  |  |  |
| **e. The town is responsive to the needs of citizens** |  |  |  |  |  |
| **f. I feel safe walking in my neighborhood** |  |  |  |  |  |

**2. I would recommend Matthews as a place to live to my friends** [ ]1. Yes [ ]2. No [ ]3 Not Sure

**3. I would recommend Matthews as a place to open or relocate their business**

[ ]1. Yes [ ]2. No [ ]3 Not Sure

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4. Your Perceptions of Town Management** | **Strongly Agree1** | **Agree2** | **Neutral3** | **Disagree4** | **Strongly Disagree5** |
| **a. Town leaders are taking Matthews in the right direction** |  |  |  |  |  |
| **b. The Town is making good decisions about development** |  |  |  |  |  |
| **c. Elected town leaders show strong leadership** |  |  |  |  |  |
| **d. Town employees do their jobs in a professional manner** |  |  |  |  |  |
| **e. I am satisfied with the Town’s current level of services** |  |  |  |  |  |

***Downtown Matthews***

**5. How often do you visit Downtown?**

[ ]1 More than 5 times a month [ ]2. 2-5 times a month [ ]3. Once a month [ ]4. Never

**6. Which of the following takes you to downtown Matthews**? (Check **√** all that apply)

[ ] a) Stores and shopping

[ ] b) Restaurants

[ ]c) Town Hall/ Library

[ ] d) Private, non-commercial offices

[ ] e) Farmers’ market

[ ] f) Special Events

[ ] g) Access Transit

[ ] h) I Commute through town

***Town Appearance***

**7. How satisfied are you with the overall appearance of Matthews as a Town?**

[ ]1 Very satisfied [ ]2Somewhat satisfied [ ]3 Neutral [ ]4 Somewhat dissatisfied [ ]5 Very dissatisfied

**8. Where do you think the Town should focus its beautification efforts?**

[ ]0 Fine as is [ ]2 Town Entrances [ ]3 Downtown [ ]4 Town Street Medians [ ]5 All – entrances, downtown and street medians

***Town Government***

**9.Please indicate whether you are aware of the following opportunities that are offered by the Town of Matthews to involve residents in the Town’s decision-making.**

**a) Public meetings [ ]1 Yes [ ]2 No d) Information sessions or open houses [ ]1 Yes [ ]2 No**

**b) Public Hearings [ ]1 Yes [ ]2 No e) Volunteer opportunities [ ]1 Yes [ ]2 No**

**c) Serving on citizen committees [ ]1 Yes [ ]2**No

**10.We would like you tell us how satisfied you are with the *job performance* of each department/office.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | How satisfied are you? | | | |
| **Office/Dept** | **Very satisfied1** | **Somewhat satisfied2** | **Somewhat dissatisfied3** | **Very Dissatisfied4** |
| a. Town Manager & Staff |  |  |  |  |
| b. Fire/EMS |  |  |  |  |
| c. Police Department |  |  |  |  |
| d. Parks, Recreation, Cult. Resources |  |  |  |  |
| e. Stormwater |  |  |  |  |
| f. Streets/traffic/sidewalks |  |  |  |  |
| g. Planning & Development |  |  |  |  |
| h. Animal Control |  |  |  |  |
| i. Garbage/ Recycling |  |  |  |  |

IF you were dissatisfied with a department – why? ­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**11. With which of the following departments have you had contact within the last year?**

|  |  |  |
| --- | --- | --- |
| **ta. Town Administration**  **tb. Fire/EMS**  **tc. Police Department** | **td. Parks , Recreation & Cultural Resources**  **te. Stormwater**  **f. Streets / traffic /sidewalks** | **tg. Planning & Development**  **th. Animal Control**  **i. Garbage/Recycling**  **j. None** |

***Customer Service***

**12. Which Town Department did you contact *most recently?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

**13. How did you make contact?** [ ]1 Telephone [ ]2 Mail [ ]3 Email [ ]4 In Person

**14.Please rate your satisfaction with the Town employees *in the department you selected in # 12***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **How satisfied are you with:** | **Very satisfied1** | **Somewhat satisfied2** | **Somewhat dissatisfied3** | **Very Dissatisfied4** |
| a. How easy they were to contact |  |  |  |  |
| b. The way you were treated |  |  |  |  |
| c. The accuracy of the information and assistance you were given |  |  |  |  |
| d. How quickly Town staff responded |  |  |  |  |
| e. How well your issue was handled |  |  |  |  |

**15. If the staff needed to call you back, did they do so within 24 hours?** [ ]1. Yes [ ]2. No [ ]3 Not Sure/ NA

***Solid Waste and Recycling***

***16. How satisfied are you with the following services:***

***Using a 1-5 scale where 5 is VERY Satisfied and 1 is VERY dissatisfied, please circle how you rate each***

Satisfied Dissatisfied

**a. How satisfied are you with curbside recycling collection?** **1** **2** **3** **4** **5**

**b. How would you rate curbside garbage collection?**  **1** **2** **3** **4** **5**

**c. How would you rate your curbside yard/lawn waste collection?**  **1** **2** **3** **4** **5**

***Parks and Recreation***

**17. Have you visited ANY of the Town’s parks or recreation centers in the last year?** [ ]1 Yes [ ]2 No

**18 . On average, how often do you visit each of the following?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Facility/ Park | At least once a month | Once every three months | Once a year | Less than once a year | Never |
| a. Community Center | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| b. Crews Road Rec Center | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| c. Stumptown Park | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| d. Baucom Park | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| e. Sardis Park | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| f. Windsor Park | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| g. Squirrel Lake Park | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

***19. In this section, we would like your opinion regarding* amenities *within our parks.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Have not visited or used | Good as is | Needs Improvement | No opinion |
| a. Community Center/theater | 🞏 | 🞏 | 🞏 | 🞏 |
| b. Walking/jogging/fitness/bicycle paths | 🞏 | 🞏 | 🞏 | 🞏 |
| c. Concerts/ movies | 🞏 | 🞏 | 🞏 | 🞏 |
| d. Playgrounds | 🞏 | 🞏 | 🞏 | 🞏 |
| e. Picnic Shelters | 🞏 | 🞏 | 🞏 | 🞏 |
| f. Single Family Picnic Sites | 🞏 | 🞏 | 🞏 | 🞏 |
| g. Open green spaces | 🞏 | 🞏 | 🞏 | 🞏 |
| h. Park Restroom Facilities | 🞏 | 🞏 | 🞏 | 🞏 |
| i. McDowell Arts Center | 🞏 | 🞏 | 🞏 | 🞏 |
| j. Greenway | 🞏 | 🞏 | 🞏 | 🞏 |

**20. Have you noticed any *POSITIVE changes* in our parks and recreation centers over the past two years?** [ ]1 Yes [ ]2 No

**21. IF YES: WHAT?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**22. Have you noticed any *NEGATIVE changes* in our parks and recreation centers over the past two years?** [ ]1 Yes [ ]2 No

**23. IF YES: WHAT?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Events***

**24. Do you attend any of the following Town events?**

|  |  |  |
| --- | --- | --- |
|  | **YES1** | **NO2** |
| a. Easter Eggstravaganza |  |  |
| b. Earth Day |  |  |
| c. Not So Spooky Halloween |  |  |
| d. Tree Lighting Celebration |  |  |
| e. BeachFest |  |  |
| f. Concert & Movie Series |  |  |
| g. Matthews Alive |  |  |

**25. What would you add/change about any of these events? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**26. Do you like the types of music at the Concert & Movie Series?** [ ]1 Yes [ ]2 No

**27. If you would change it, what type of music would you prefer? ­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Streets and Traffic***

**Many of the main roads in Matthews are state roads, most residential streets are Town streets.**

**28. How would you rate the physical condition of TOWN STREETS?**

[ ]1 Poor [ ]2 Fair [ ]3 Average [ ] 4 Good [ ]5  Excellent

**29. How much additional tax are you willing to pay per year for the Town to improve streets?**

[ ]0  Nothing [ ]1 $1-$5 annually [ ]2 $5-$10 annually [ ]3 $10-$15 annually [ ]4 $15-$20 annually

*Communicating with You*

**30.  *Please tell us which of the following are good ways to get information to YOU about town projects or issues.***

|  |  |  |
| --- | --- | --- |
| **t**  **[ ] a. Town web site,** [**www.matthews.gov**](http://www.matthews.gov)  **t[ ] b. Social media: Facebook, Twitter**  **t[ ] c. Direct mailings** | **[ ] td. Town Email newsletter**  **t[ ] e. Information flyers/pamphlets**  **[ ] f. Mobile App** | **t**  **[ ] g. Local newspapers/magazines**  **[ ] th. Radio/Television**  **[ ] i. Street Banners**  **[ ] j. Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

**31. Have you used Facebook or Twitter to communicate with the Town in the past year?** [ ]1 Yes [ ]2 No

**32. Have you visited the Town’s website:** [**www.matthewsnc.gov**](http://www.matthewsnc.gov) **?** [ ]1 Yes [ ]2 No

**IF YES**

**33. How often?** [ ]1 Daily [ ]2 Weekly [ ]3 Monthly [ ]4 < once/month [ ]5 Don’t remember [ ]6 N/A

**34. Did you find it easy to navigate?** [ ]1 Yes [ ]2 No

**35. Do you receive the Town’s email newsletter?** [ ]1 Yes [ ]2 No

**36. Would you like to be on our email newsletter distribution list?** [ ]1Yes [ ]2 No

***Your email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Please Print Clearly***

***37****.* **By completing this survey and providing your email address you could win gifts. We will randomly select winners for tickets to Matthews Playhouse Productions, Town merchandise and gift certificates to local restaurants. Please provide your email address if you would like to enter this drawing.**

**Email:**

These last few questions are for statistical purposes only

**38. How long have you lived in Matthews?** [ ]0 I do not live in Matthews

[ ]1 Less than one year [ ]2 Between 1-5 years [ ]3 Between 5-10 years [ ]4 10 - 15 years [ ]5 More than 15 years

**39. At which polling station do you vote?**

**[ ]1 Crown Point School [ ]2Christ Covenant Church [ ]3 Elizabeth Lane School [ ]4 Matthews Community Center**

**[ ]5 CPCC Levine Campus [ ]6Mt. Harmony Baptist Church**  **[ ]7 Do not vote in Matthews**

**40. What is your gender?** [ ]1.Male [ ]2. Female

**41. Please indicate the year in which you were born. \_\_\_\_\_\_\_\_\_\_\_\_**

**42. With which race/ethnic group do your identify yourself?**

[ ]1 African American [ ]2 Asian [ ]3 Caucasian (White) [ ]4 Hispanic/Latino [ ]5 Mixed [ ]6 Other \_\_\_\_\_\_\_\_\_\_\_\_

**43. What is your highest level of education?** [ ]1 No High school degree [ ]2 High School diploma/GED [ ]3 Some college

[ ]4 Associate Degree [ ]5 Bachelors [ ]6 Post Graduate [ ]7 Professional (PhD, MD, JD)

**44. What is the category of your total household income?**

[ ]1 Under $35,000 for last year [ ]2  Between $35-75,000 [ ]3 Between $75-125,000 [ ]4  Between $125 - 200,000 [ ]5 Over $200,000

**45. Do you** [ ]1.Own [ ]2. Rent [ ]3 Live with relatives/friends

***Your Opinion***

**46. What do you think are the biggest issues facing Matthews in the future?**



**47. What is something you would do to *improve* Matthews and why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**48. Do you have any other comments for us? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The Town of Matthews thanks you very much for your time and opinion!**

This survey will be analyzed by Research & Training Specialists Inc. 1424 Chadmore Lane, Concord, 28027. Tel. 704-784-2675

**Your anonymity is guaranteed**