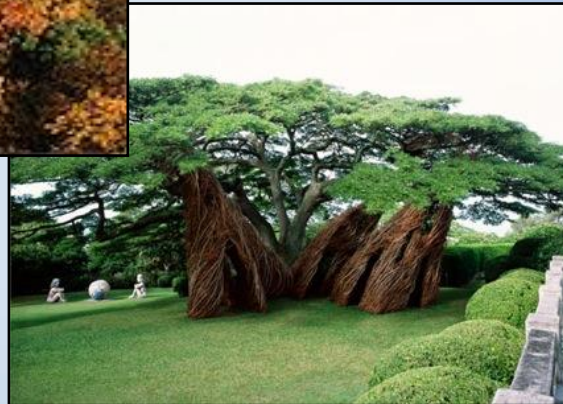
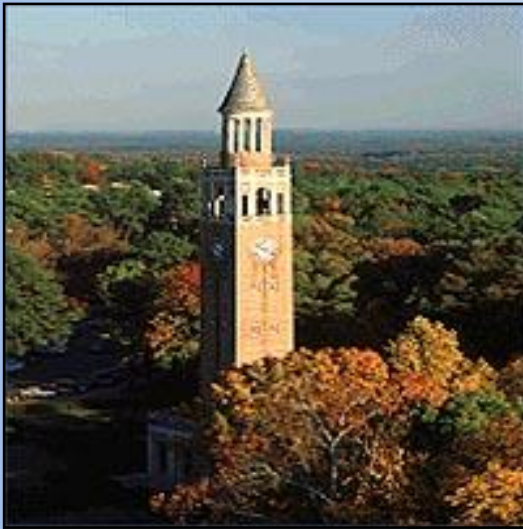


# 2015 DirectionFinder® Community Survey *Survey Findings Report*

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Prepared for  
*Town of Chapel Hill*

**December 2015**



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# Town of Chapel Hill 2015 Community Survey Executive Summary Report

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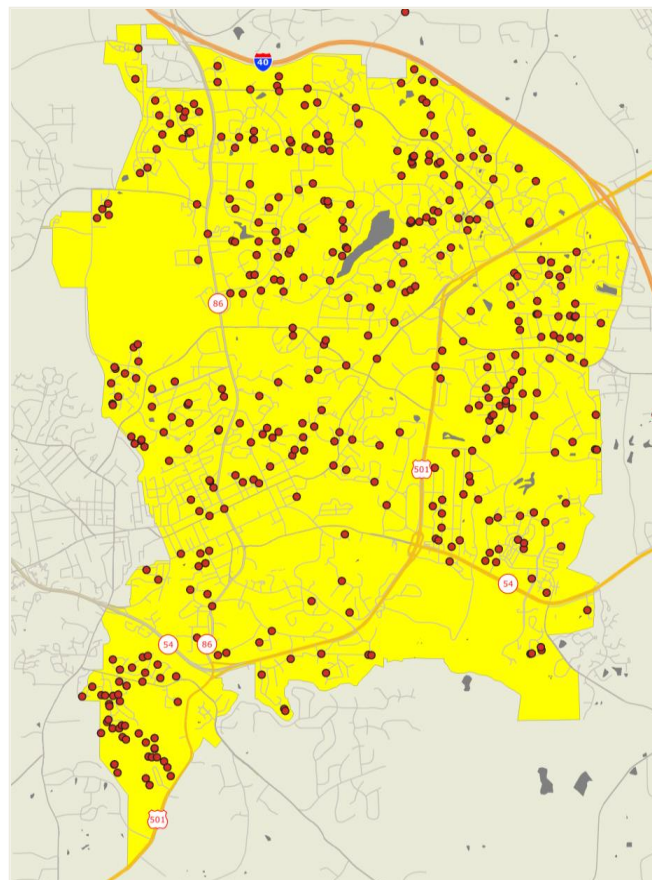
## Overview and Methodology

ETC Institute administered a community survey for the Town of Chapel Hill during the fall of 2015. The survey was administered as part of the Town's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the Town establish budget priorities and refine policy decisions. This was the fourth community survey ETC Institute has administered for the Town of Chapel Hill, with previous surveys administered in 2009, 2011, and 2013.

**Methodology.** A seven-page survey was mailed to a random sample of households in the Town of Chapel Hill. The mailed survey included a postage paid return envelope, cover letter explaining the purpose of the survey and encouraging residents to complete the survey.

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. The goal was to receive at least 400 completed surveys. This goal was accomplished, with a total of 411 households completing a survey. The results for the random sample of 411 households have a 95% level of confidence with a precision of at least +/- 4.8%.

In order to understand how well services are being delivered in different areas of the Town, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



**Interpretation of “Don’t Know” Responses.** The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used Town services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 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 the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the 2015 survey, along with comparisons to the results from the 2009 and 2013 surveys (Section 1)
- benchmarking data that shows how the results for the Town of Chapel Hill compare to residents in other communities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

## Overall Perceptions of the Town

Most (89%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the overall quality of life in Chapel Hill, which is significantly higher than the national average of 81%. Eighty-seven percent (87%) of those surveyed *who had an opinion* indicated that they were satisfied with the overall image of the Town, which is also significantly higher than the national average of 72%.

## Overall Satisfaction with Town Services

Eighty-five percent (85%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of services provided by the Town of Chapel Hill, which is significantly higher than the national average of 56%. The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of public library services (94%), the overall quality of public safety services (88%), and the overall quality of Town parks and recreation programs and facilities (80%).

## Satisfaction with Specific Town Services

- **Public Safety Services.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of local fire protection (93%), how quickly fire units respond to emergencies (90%), fire safety residents feel when visiting businesses (85%), how quickly police respond to emergencies (84%), and the overall quality of police protection (84%).
- **Town Regulations.** The highest levels of satisfaction with the Town regulations, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: enforcing maintenance of business property (62%) and enforcing the cleanup of litter and debris (58%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: maintenance of Town parks/cemeteries (84%), quality of outdoor athletic fields (74%), and the Town’s youth athletic programs (70%).
- **Library Services.** The highest levels of satisfaction with library services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of library services (94%), customer service provided by staff (92%), the print collection (86%), and the children’s programs (84%).
- **Public Works.** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance of main Town street thoroughfares (73%), cleanliness of streets and other public areas (72%), and maintenance of street signs/pavement markings (68%).
- **Public Communications and Outreach.** Sixty-three percent (63%) of residents are “very satisfied” or “satisfied” with the quality of the Town’s website, which is significantly higher than the Southeast Regional average of 45%. In addition, 60% of residents are “very satisfied” or “satisfied” with the availability of information about Town services and programs, which is also significantly higher than the Southeast Regional average of 49%.
- **Transportation.** The highest levels of satisfaction with transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the Town’s bus service – Chapel Hill Transit (72%) and the availability of greenways and walking trails (62%).



- **Trash Services.** The highest levels of satisfaction with trash services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection services (95%) and residential recycling services (93%).

## Other Findings

- 99% of residents surveyed feel safe in their neighborhood during the day, 94% feel safe in downtown Chapel Hill during the day, and 91% 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: newspapers (61%), word of mouth (50%), the Town’s website (44%), and the radio (38%).
- 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. Other factors that played an important role for residents when deciding where to live were: access to restaurants/entertainment (91%) and the availability of parks and recreation opportunities (90%).
- 50% of residents surveyed indicated that someone in their household rides a bicycle. Of the 50% who rides a bicycle, 77% would like for the Town to provide separate bike paths.
- 71% of residents surveyed felt a re-developed downtown was essential (36%) or important (35%) as a part of the Town’s economic development strategy, compared to only 13% who felt it was not important (7%) or detrimental (6%).
- The capital improvements that residents rated as the most important are: additional bicycle lanes/off-road paths (40%), re-development of Downtown (36%), stormwater system improvements (33%) and trails and greenways (32%).
- 43% 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 23% who were either “dissatisfied” or “very dissatisfied”.
- 54% of residents surveyed felt that the pace of development for retail is slow or much too slow.

## How Chapel Hill Compares to Other Communities Nationally

Satisfaction ratings for Chapel Hill **rated above the U.S. average in 47 of the 54 areas** that were assessed. Chapel Hill rated significantly higher than the U.S. average (5% or more above) in 37 of these areas. Listed below are the comparisons between Chapel Hill and the U.S. average:

Town Service	Chapel Hill	U.S. Avg	Difference	Category
Public transportation services	76%	45%	31%	Major Categories of City Services
Overall quality of Town services provided	85%	56%	29%	Perceptions of Safety
In your neighborhood at night	91%	68%	23%	Feeling of Safety
Recycling services	93%	72%	21%	Trash Services
Trash & yard waste services	95%	76%	19%	Major Categories of City Services
Town streets, sidewalks, & infrastructure	63%	46%	17%	Major Categories of City Services
Customer service from Town employees	73%	56%	17%	Major Categories of City Services
Fire education programs	80%	65%	15%	Fire Services
Public library services	94%	79%	15%	Major Categories of City Services
Overall image of the community	87%	72%	15%	Perceptions of Safety
Police response time to emergencies	85%	71%	14%	Police Services
Yardwaste collection services	84%	70%	14%	Trash Services
Condition of major Town streets	73%	59%	14%	Public Works
Level of public involvement in decision-making	54%	41%	13%	Communication
Residential trash collection services	95%	82%	13%	Trash Services
Clean-up of junk/debris on private property	58%	46%	12%	Code Enforcement
Local police protection	84%	74%	10%	Police Services
Parks/recreation programs & facilities	80%	70%	10%	Major Categories of City Services
Visibility of police in neighborhoods	66%	57%	9%	Police Services
Enforcing mowing/trimming on private property	56%	47%	9%	Code Enforcement
Police, fire, & ambulance service	88%	80%	8%	Major Categories of City Services
Efforts to prevent crime	69%	61%	8%	Police Services
Maintenance of local parks	84%	76%	8%	Parks and Recreation
Overall quality of life in the Town	89%	81%	8%	Perceptions of Safety
Enforcement of codes & ordinances	56%	48%	8%	Major Categories of City Services
Cleanliness of Town streets & public areas	72%	65%	7%	Public Works
Availability of info. about Town services/programs	60%	53%	7%	Communication
In your neighborhood during the day	99%	92%	7%	Feeling of Safety
Overall feeling of safety	83%	76%	7%	Feeling of Safety
Police safety education programs	68%	61%	7%	Police Services
Condition of neighborhood streets	66%	59%	7%	Public Works
Outdoor athletic fields	74%	68%	6%	Parks and Recreation
Quality of fire services	93%	87%	6%	Fire Services
Quality of the Town's website	63%	58%	5%	Communication
Walking/biking trails	60%	55%	5%	Parks and Recreation
Fire & emergency medical response time	90%	85%	5%	Fire Services
Emergency preparedness	71%	66%	5%	Major Categories of City Services
Bulky item pick up/removal services	62%	58%	4%	Trash Services
Enforcing exterior maint of residential property	52%	48%	4%	Code Enforcement
Town communication with the public	51%	47%	4%	Major Categories of City Services
Adult recreation programs	53%	50%	3%	Parks and Recreation
Overall appearance of the Town	71%	69%	2%	Perceptions of Safety
Enforcement of sign regulations	58%	57%	1%	Code Enforcement
Youth recreation programs	69%	68%	1%	Parks and Recreation
Enforcement of local traffic laws	63%	62%	1%	Police Services
As a place to retire	64%	63%	1%	Perceptions of Safety
Enforcing maintenance of business property	62%	61%	1%	Code Enforcement
Number of Town parks	70%	71%	-1%	Parks and Recreation
Condition of sidewalks	47%	52%	-5%	Public Works
Condition of street signs & traffic signals	68%	73%	-5%	Public Works
Value received for Town tax dollars/fees	41%	47%	-6%	Perceptions of Safety
How well the Town is planning growth	32%	41%	-9%	Perceptions of Safety
Adequacy of Town street lighting	52%	62%	-10%	Public Works
Management of traffic flow & congestion	33%	58%	-25%	Major Categories of City Services

## How Chapel Hill Compares to Other Communities Regionally

Satisfaction ratings for Chapel Hill rated above the Southeast regional average in 49 of the 54 areas that were assessed. Chapel Hill rated significantly higher than the Southeast regional average (5% or more above) in 42 of these areas. Listed below are the comparisons between Chapel Hill and the Southeast regional average:

Town Service	Chapel Hill	Southeast	Difference	Category
Public transportation services	76%	40%	36%	Major Categories of City Services
Recycling services	93%	60%	33%	Trash Services
In your neighborhood at night	91%	61%	30%	Feeling of Safety
Overall quality of Town services provided	85%	57%	28%	Perceptions of Safety
Police response time to emergencies	85%	60%	25%	Police Services
Trash & yard waste services	95%	72%	23%	Major Categories of City Services
Yardwaste collection services	84%	64%	20%	Trash Services
Fire education programs	80%	62%	18%	Fire Services
Clean-up of junk/debris on private property	58%	40%	18%	Code Enforcement
Quality of the Town's website	63%	45%	18%	Communication
Walking/biking trails	60%	43%	17%	Parks and Recreation
Level of public involvement in decision-making	54%	37%	17%	Communication
Residential trash collection services	95%	78%	17%	Trash Services
Public library services	94%	78%	16%	Major Categories of City Services
Local police protection	84%	68%	16%	Police Services
Town streets, sidewalks, & infrastructure	63%	48%	15%	Major Categories of City Services
Police, fire, & ambulance service	88%	74%	14%	Major Categories of City Services
Customer service from Town employees	73%	59%	14%	Major Categories of City Services
Efforts to prevent crime	69%	55%	14%	Police Services
Parks/recreation programs & facilities	80%	67%	13%	Major Categories of City Services
Overall image of the community	87%	74%	13%	Perceptions of Safety
Visibility of police in neighborhoods	66%	53%	13%	Police Services
Enforcing mowing/trimming on private property	56%	43%	13%	Code Enforcement
Maintenance of local parks	84%	71%	13%	Parks and Recreation
Outdoor athletic fields	74%	61%	13%	Parks and Recreation
Cleanliness of Town streets & public areas	72%	59%	13%	Public Works
Bulky item pick up/removal services	62%	49%	13%	Trash Services
Enforcement of sign regulations	58%	47%	11%	Code Enforcement
Availability of info. about Town services/programs	60%	49%	11%	Communication
Fire & emergency medical response time	90%	80%	10%	Fire Services
In your neighborhood during the day	99%	89%	10%	Feeling of Safety
Enforcing exterior maint of residential property	52%	42%	10%	Code Enforcement
Youth recreation programs	69%	59%	10%	Parks and Recreation
Condition of major Town streets	73%	63%	10%	Public Works
Overall quality of life in the Town	89%	80%	9%	Perceptions of Safety
Overall feeling of safety	83%	74%	9%	Feeling of Safety
Police safety education programs	68%	60%	8%	Police Services
Adult recreation programs	53%	46%	7%	Parks and Recreation
Emergency preparedness	71%	65%	6%	Major Categories of City Services
Enforcement of codes & ordinances	56%	50%	6%	Major Categories of City Services
Enforcement of local traffic laws	63%	57%	6%	Police Services
Condition of sidewalks	47%	42%	5%	Public Works
Quality of fire services	93%	89%	4%	Fire Services
Condition of neighborhood streets	66%	62%	4%	Public Works
As a place to retire	64%	62%	2%	Perceptions of Safety
Enforcing maintenance of business property	62%	60%	2%	Code Enforcement
Town communication with the public	51%	50%	1%	Major Categories of City Services
Overall appearance of the Town	71%	70%	1%	Perceptions of Safety
Number of Town parks	70%	69%	1%	Parks and Recreation
Adequacy of Town street lighting	52%	55%	-3%	Public Works
Condition of street signs & traffic signals	68%	72%	-4%	Public Works
Value received for Town tax dollars/fees	41%	49%	-8%	Perceptions of Safety
How well the Town is planning growth	32%	46%	-14%	Perceptions of Safety
Management of traffic flow & congestion	33%	56%	-23%	Major Categories of City Services



## Trend Analysis

Overall, in the short-term there has been a slight decrease in satisfaction ratings for areas that were assessed. From 2013 to 2015, satisfaction ratings have improved in 30 areas, stayed the same in 13 areas, and decreased in 50 areas. However, in the long-term there had been an overall increase in satisfaction ratings for areas that were assessed. From 2009 to 2015, satisfaction ratings have improved in 43 areas, stayed the same in 11 areas, and decreased in 23 areas. Listed below are the areas that have had the most significant increases in satisfaction ratings since 2009:

- Quality of Public Library services (+11%)
- Security of parking downtown (+10%)
- Availability of greenways and walking trails (+9%)
- Town's adult athletic programs (+8%)
- Level of security and safety in your neighborhood (+8%)
- Leaf collection (+8%)
- Special events and festivals (+8%)
- Cost of parking downtown (+8%)
- Quality of the Town's website (+8%)
- Chapel Hill eNews updates (+8%)
- Overall feeling of safety in the Town (+7%)
- Fire safety education programs (+7%)
- Quality of outdoor athletic fields (+7%)
- Visibility of police in neighborhoods (+7%)
- Access to information on local issues and events (+7%)

Listed below are the areas that have had the most significant decreases in satisfaction ratings since 2009:

- Removal of large bulky items (-15%)
- Maintenance of streets in your neighborhood (-8%)
- Chapel Hill Transit (-8%)
- Quality of stormwater runoff and management system (-8%)
- Quality of new development in the Town (-6%)
- Overall flow of traffic and congestion management (-6%)
- How well the system provides efficient traffic flow (-6%)

## Investment Priorities

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

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

- Overall flow of traffic and congestion management (IS Rating=0.2881)
- How well the Town is planning for the future (IS Rating=0.2584)
- How well the Town is managing change (IS Rating=0.2160)

The table below shows the importance-satisfaction rating for all 18 major categories of Town services that were rated.

<b>Importance-Satisfaction Rating</b>						
<b>Town of Chapel Hill, North Carolina</b>						
<b>Major Categories of Town Services</b>						
<b>Category of Service</b>	<b>Most Important %</b>	<b>Most Important Rank</b>	<b>Satisfaction %</b>	<b>Satisfaction Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>I-S Rating Rank</b>
<b>Very High Priority (IS &gt;.20)</b>						
Flow of traffic & congestion management	43%	1	33%	16	0.2881	<b>1</b>
How well Town is preparing for the future	38%	2	32%	17	0.2584	<b>2</b>
How well Town is managing change	30%	3	28%	18	0.2160	<b>3</b>
<b>High Priority (IS .10 - .20)</b>						
Overall value for your tax dollars & fees	26%	4	41%	15	0.1534	<b>4</b>
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of neighborhood streets	11%	9	58%	11	0.0462	<b>5</b>
Maintenance of major streets	12%	8	63%	10	0.0444	<b>6</b>
Quality of Chapel Hill Transit	14%	6	76%	5	0.0336	<b>7</b>
Quality of Town parks & rec programs & facilities	15%	5	80%	4	0.0300	<b>8</b>
Enforcement of Town codes/ordinances	6%	10	56%	12	0.0264	<b>9</b>
Effectiveness of communication with public	5%	14	51%	14	0.0245	<b>10</b>
Emergency preparedness	6%	12	71%	7	0.0174	<b>11</b>
Quality of public safety services	13%	7	88%	2	0.0156	<b>12</b>
Landscaping in parks, medians& other public areas	5%	15	71%	8	0.0145	<b>13</b>
Maintenance of public housing buildings & grounds	3%	17	55%	13	0.0135	<b>14</b>
Overall quality of services provided by the Town	6%	11	85%	3	0.0090	<b>15</b>
Quality of customer received from Town employees	3%	16	73%	6	0.0081	<b>16</b>
Maintenance of Town buildings & facilities	2%	18	70%	9	0.0060	<b>17</b>
Quality of Public Library services	5%	13	94%	1	0.0030	<b>18</b>

**Section 1:**  
**Charts and Graphs**

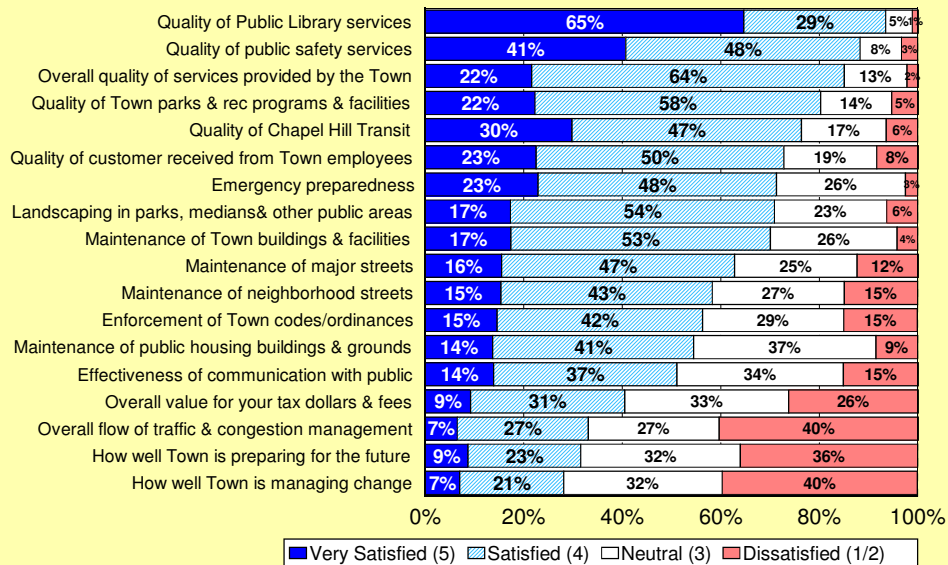
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# OVERALL RATINGS

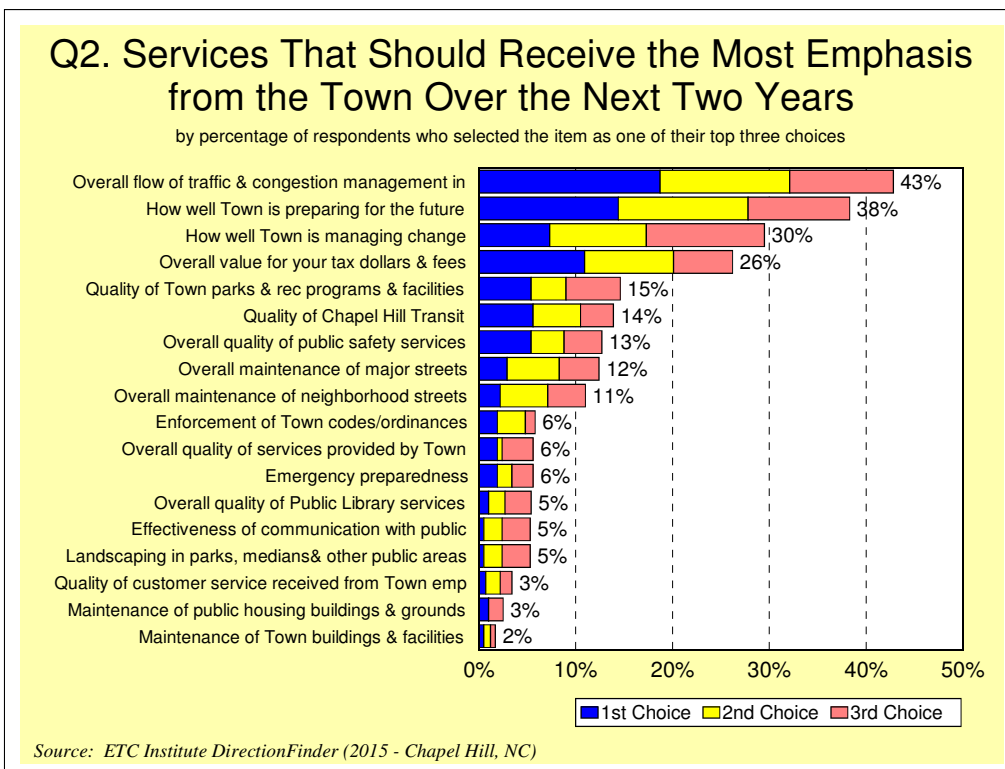
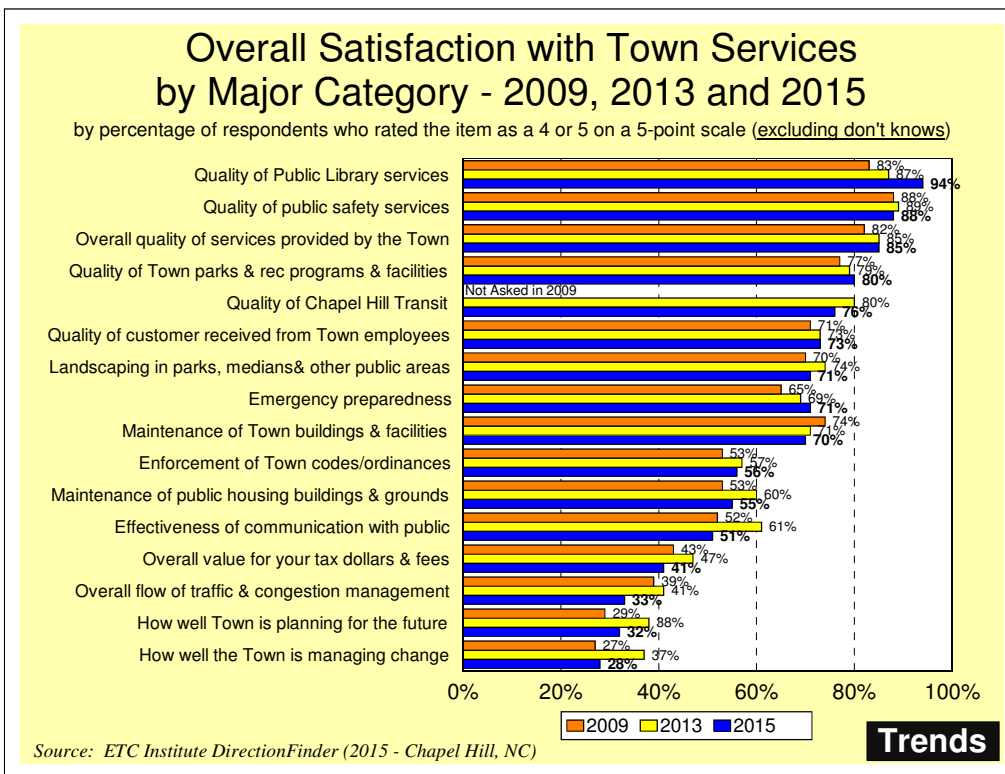
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

## 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)



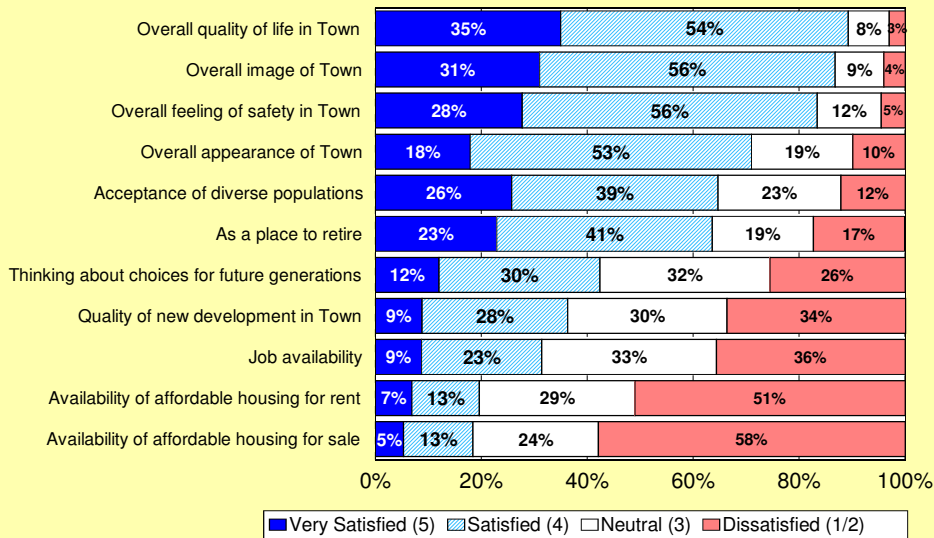
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





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

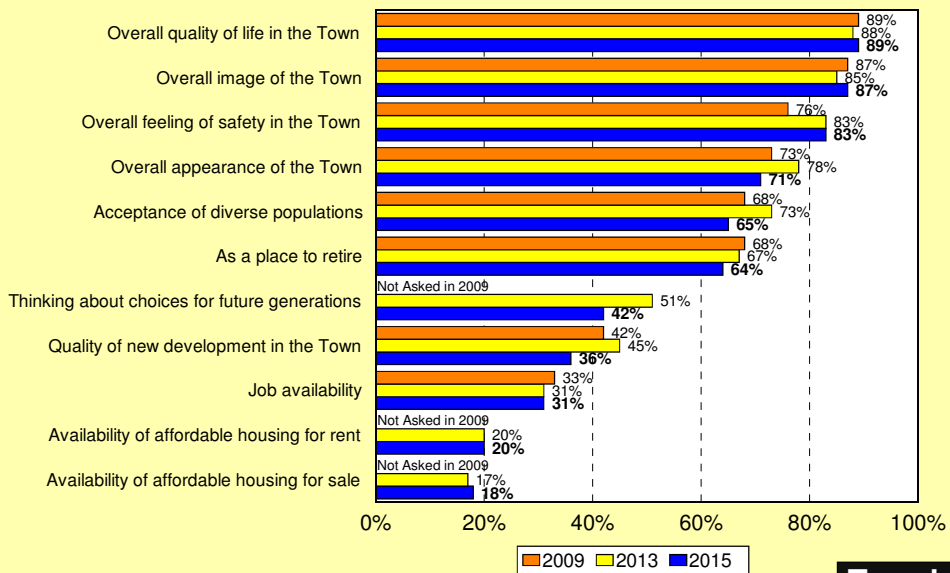
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Items that Influence the Perception Residents 2009, 2013 and 2015

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 (2015 - Chapel Hill, NC)

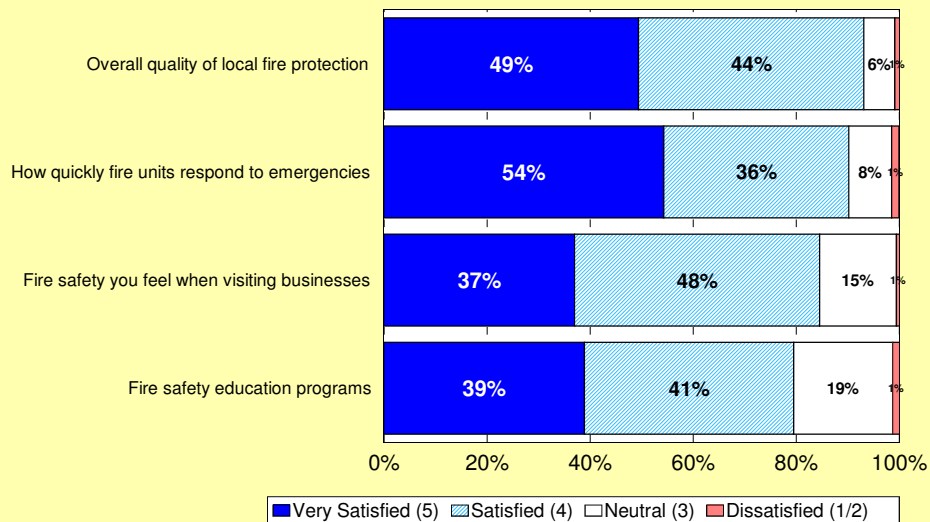
**Trends**

# PUBLIC SAFETY

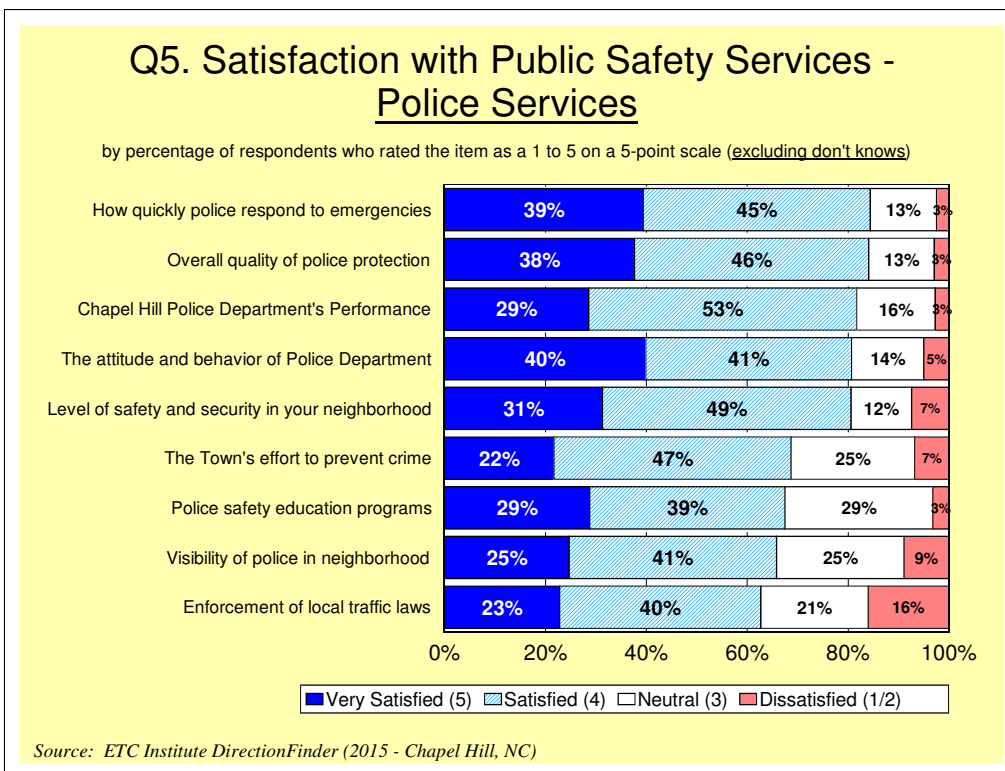
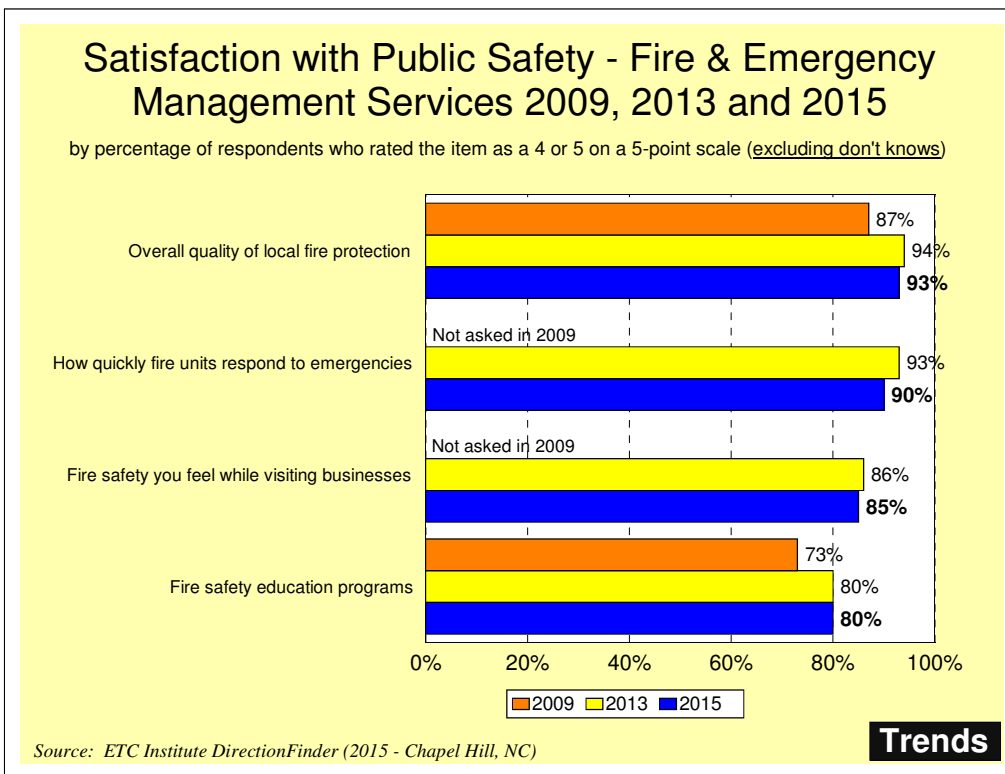
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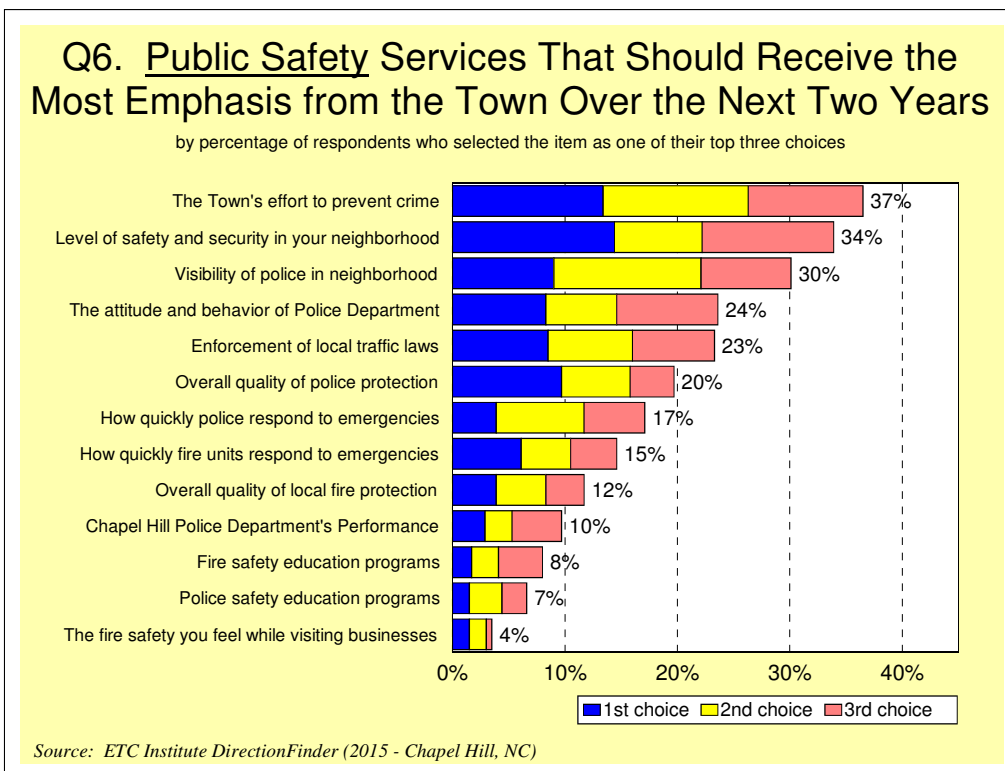
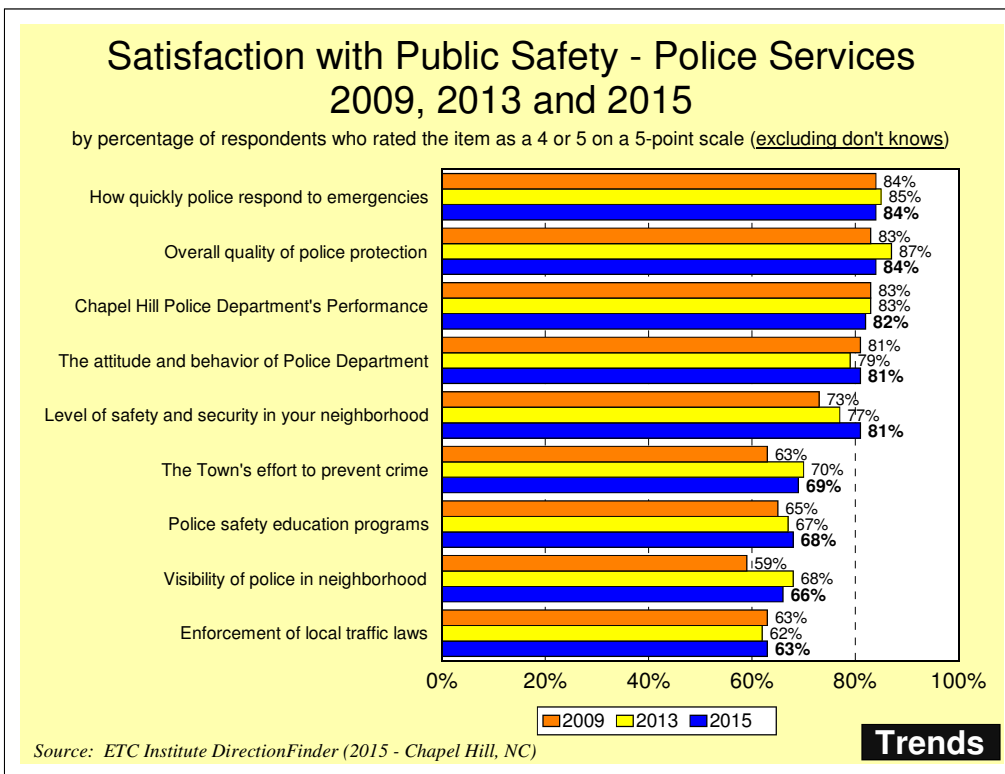
## Q4. Satisfaction with Public Safety Services - Fire & Emergency Management Services

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



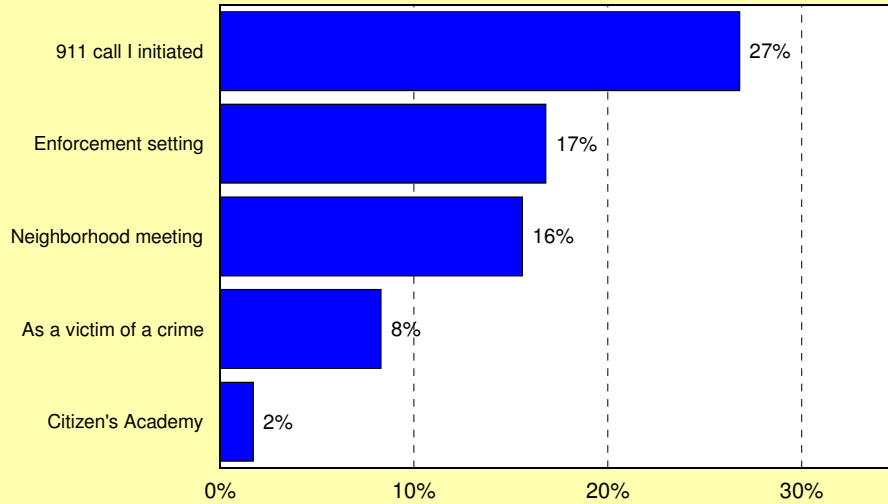
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





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

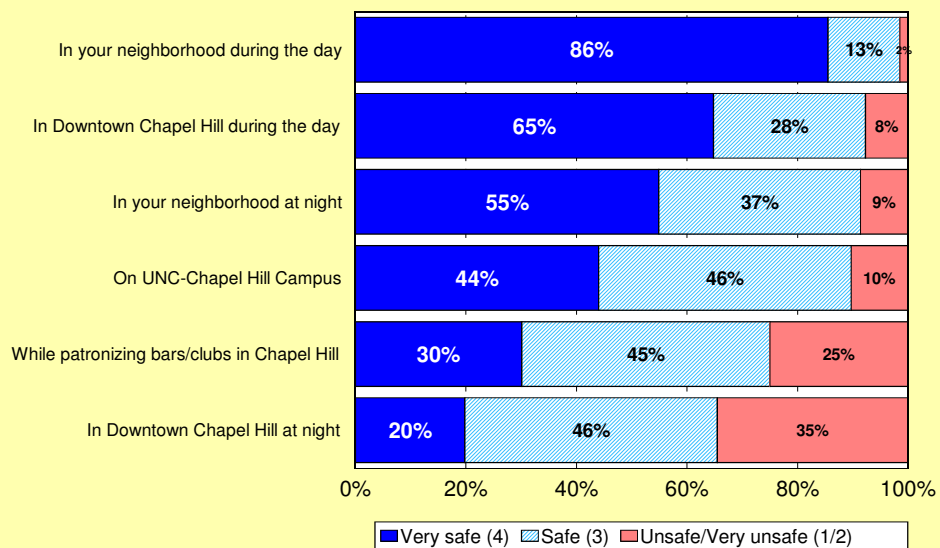
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

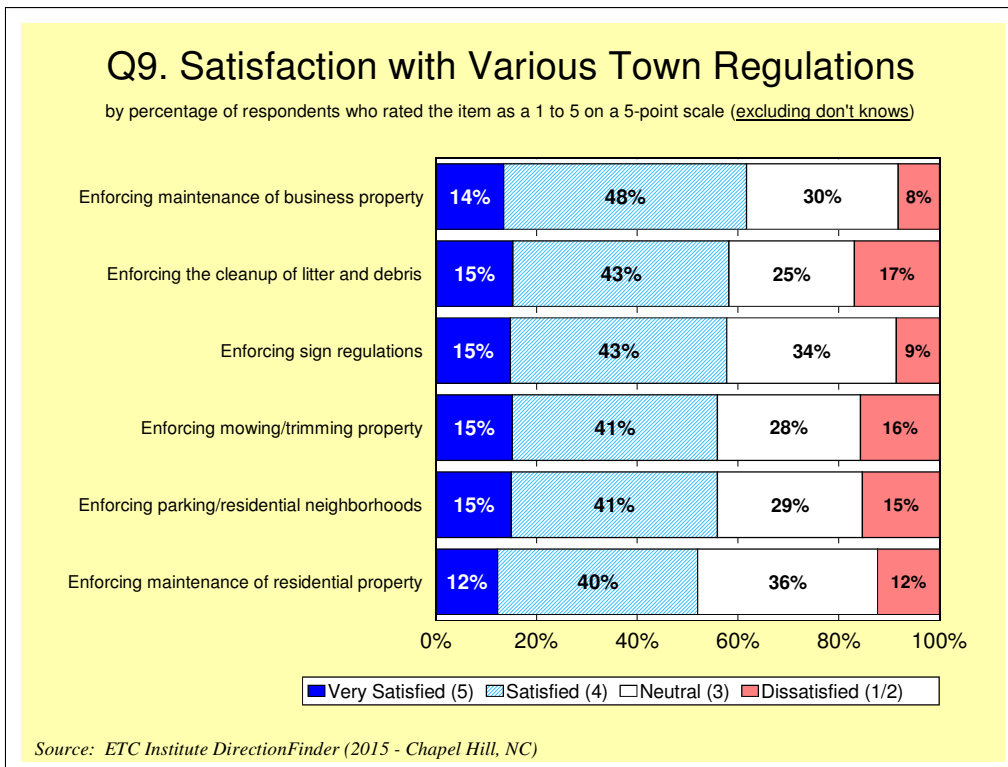
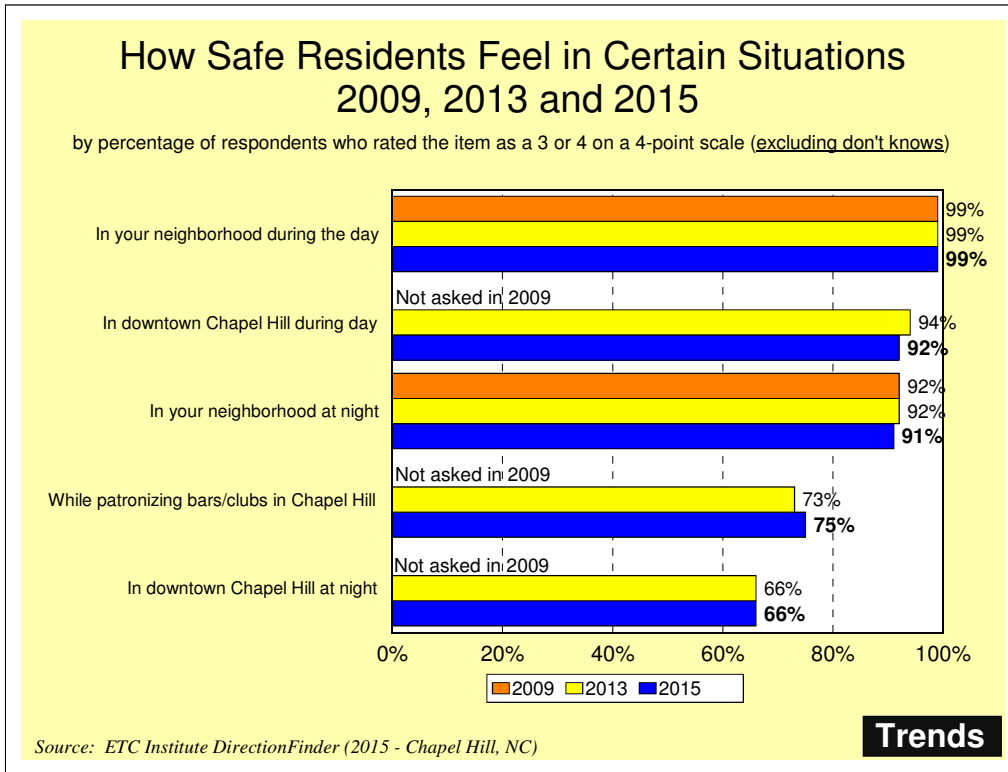
### Q8. How Safe Residents Feel In Certain Situations

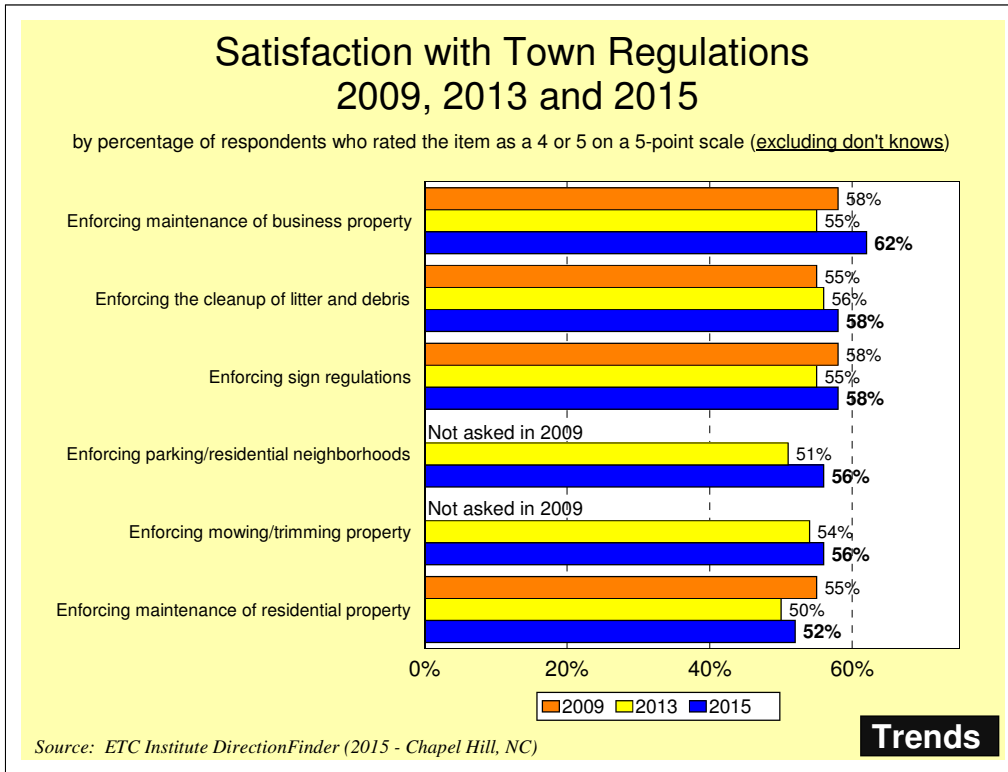
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





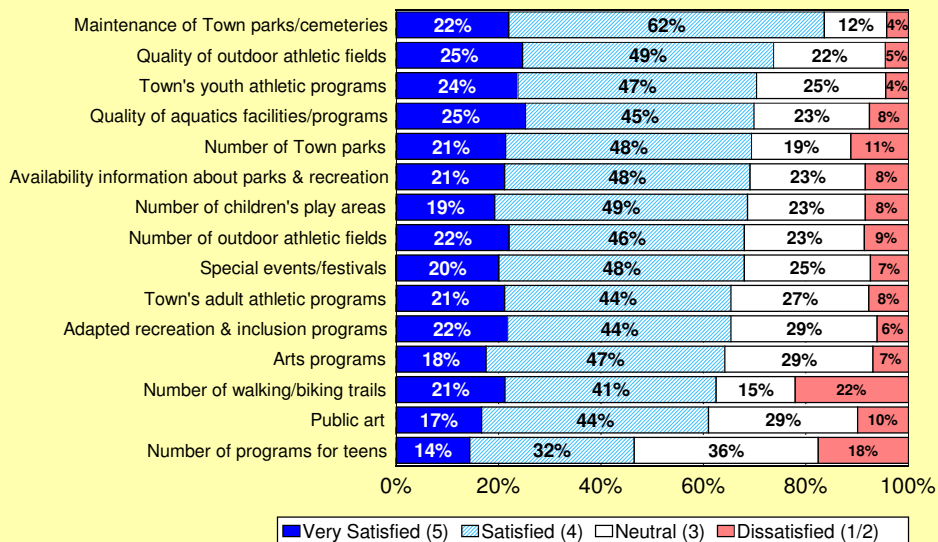


# PARKS & RECREATION

*Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)*

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

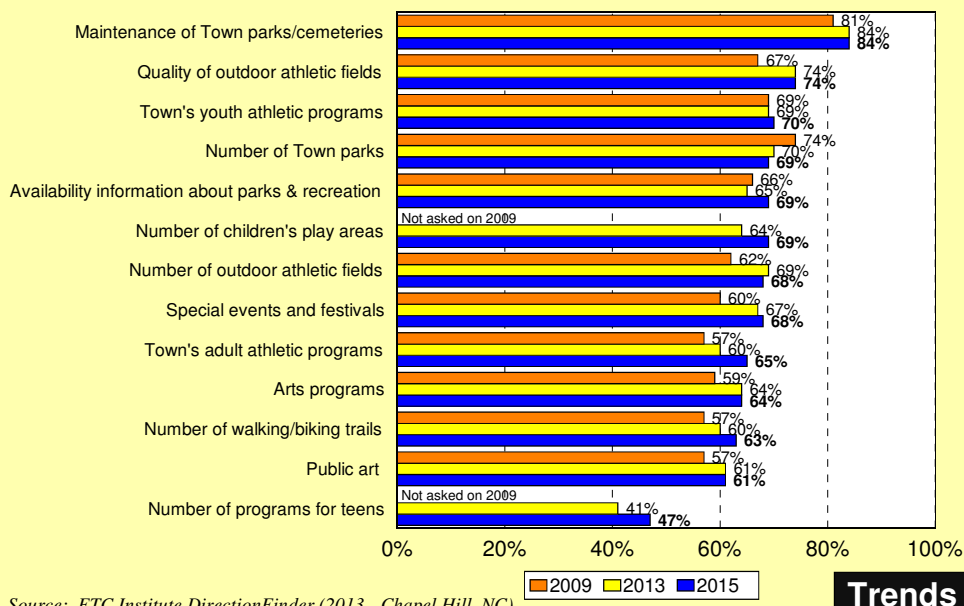
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Various Aspects of Parks and Recreation 2009, 2013 and 2015

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

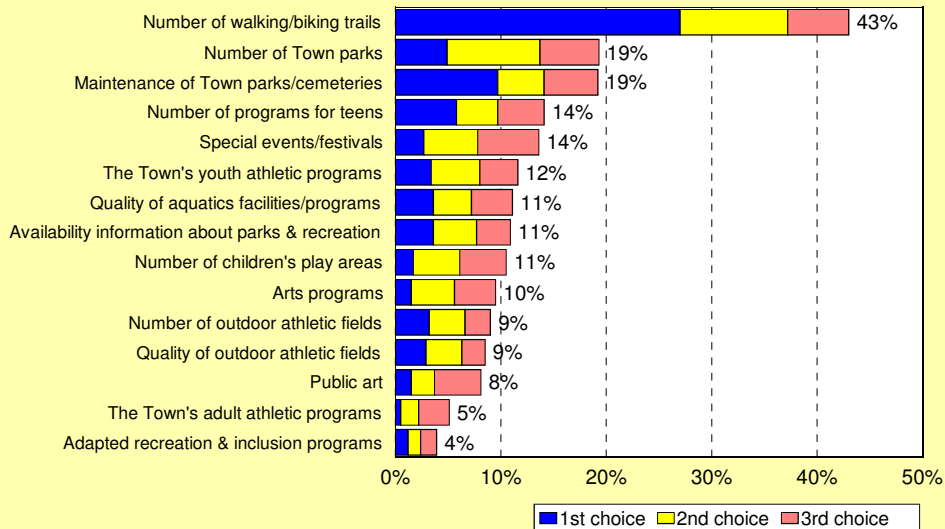


Source: ETC Institute DirectionFinder (2013 - Chapel Hill, NC)

**Trends**

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

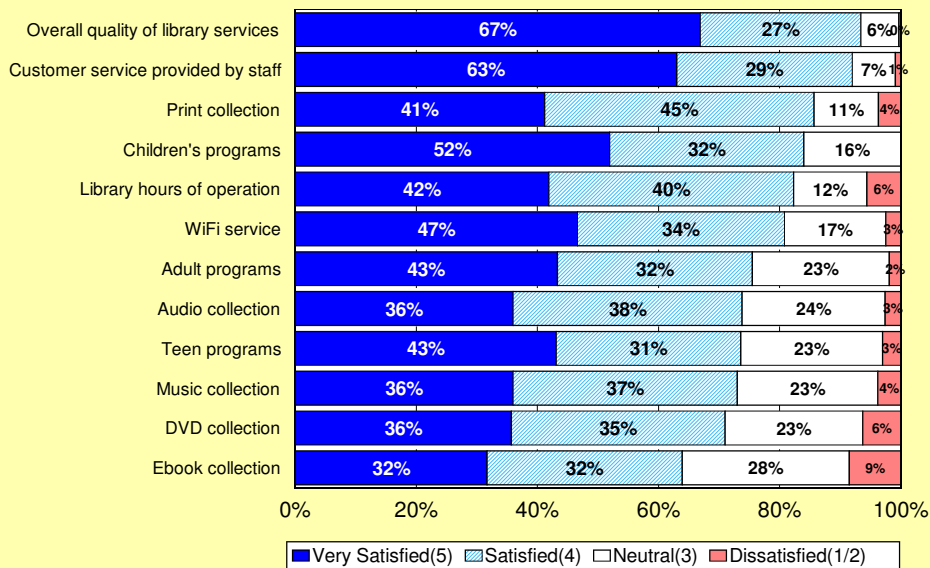
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q12. Satisfaction with Library Services

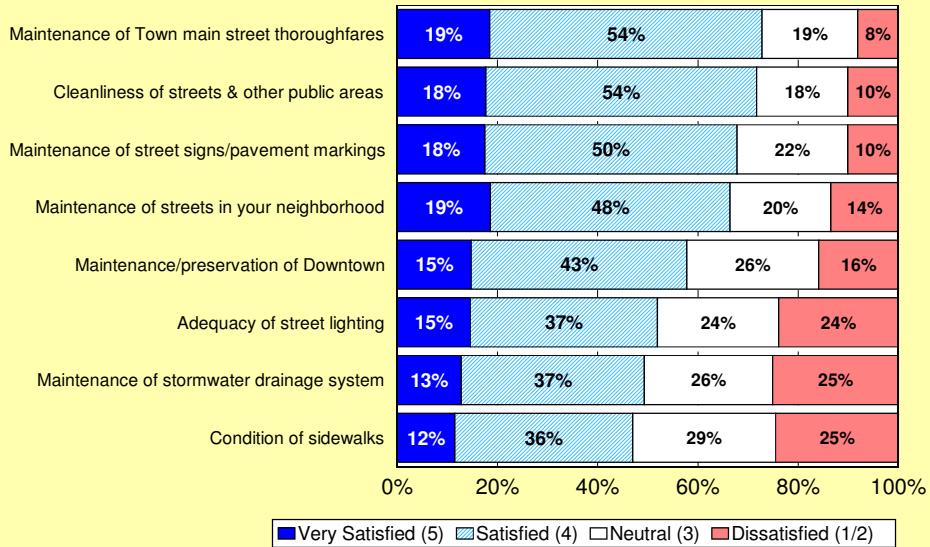
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q13. Satisfaction with Public Works

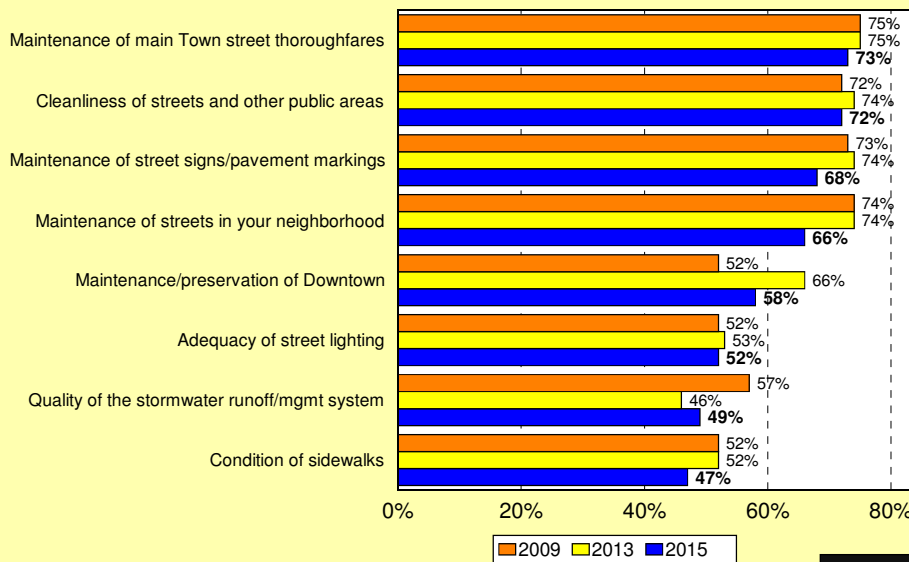
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Satisfaction with Public Works 2009, 2013 and 2015

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



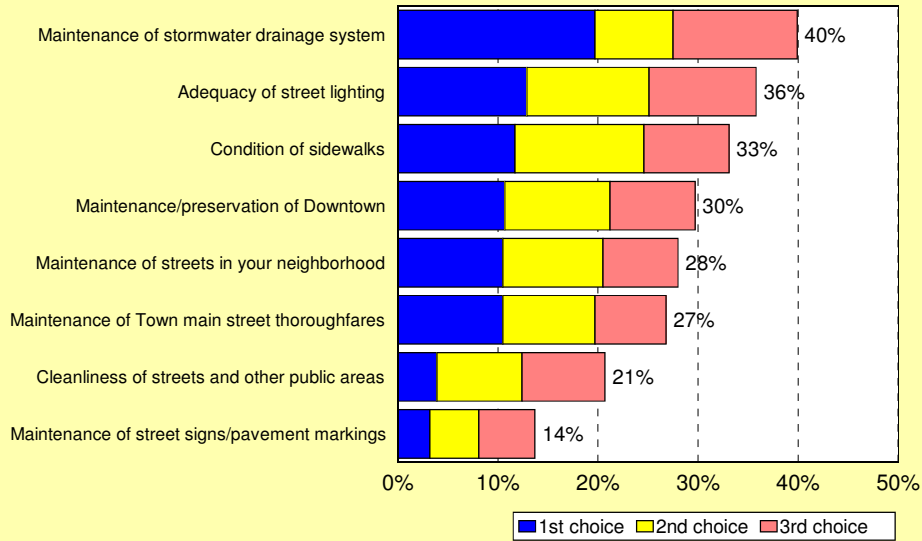
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Trends**



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

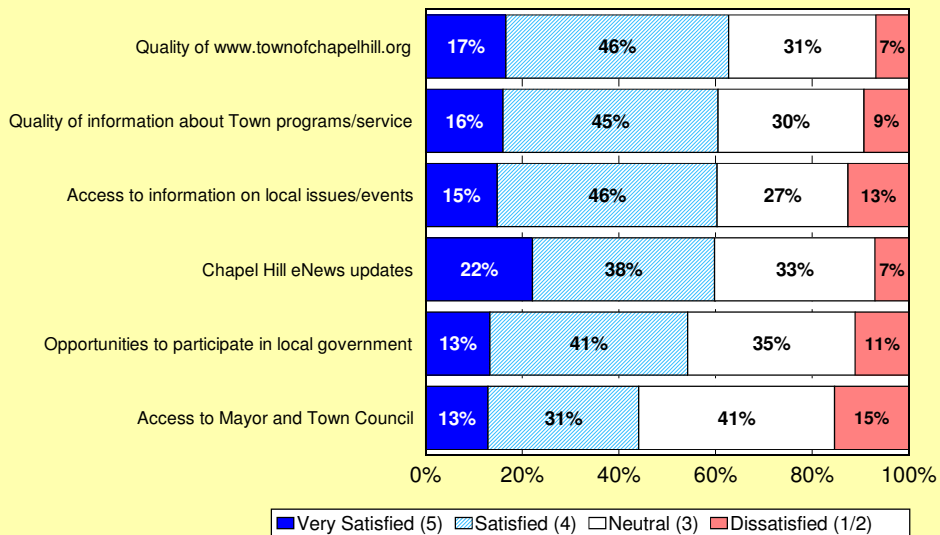
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q15. Satisfaction with Public Communication and Outreach

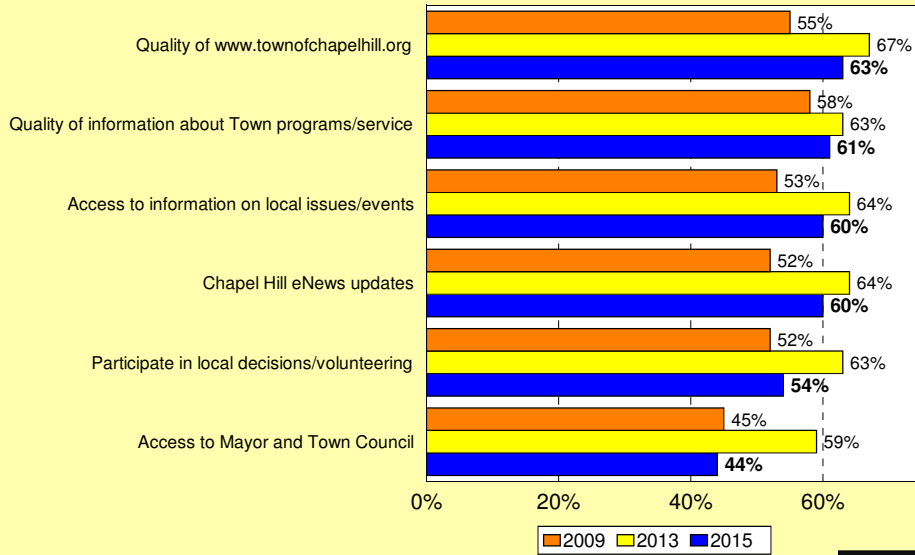
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Satisfaction with Public Communication and Outreach 2009, 2013 and 2015

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

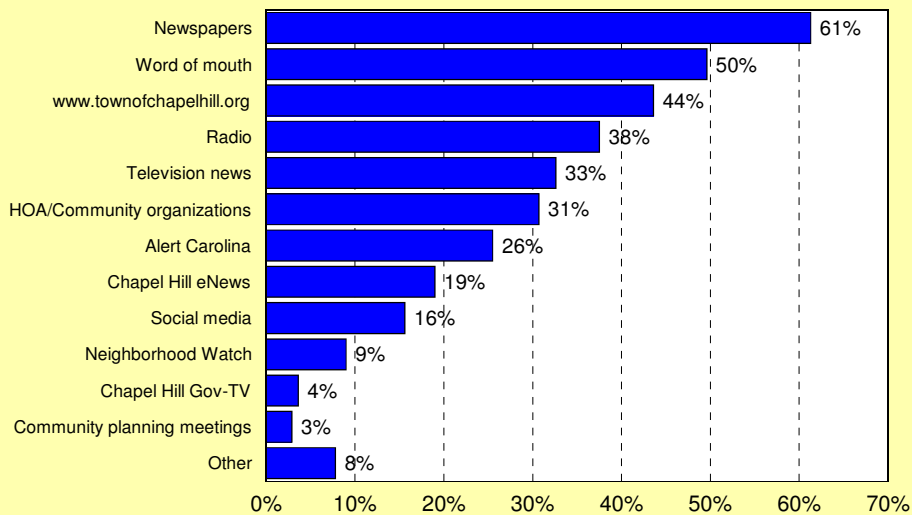


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Trends**

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

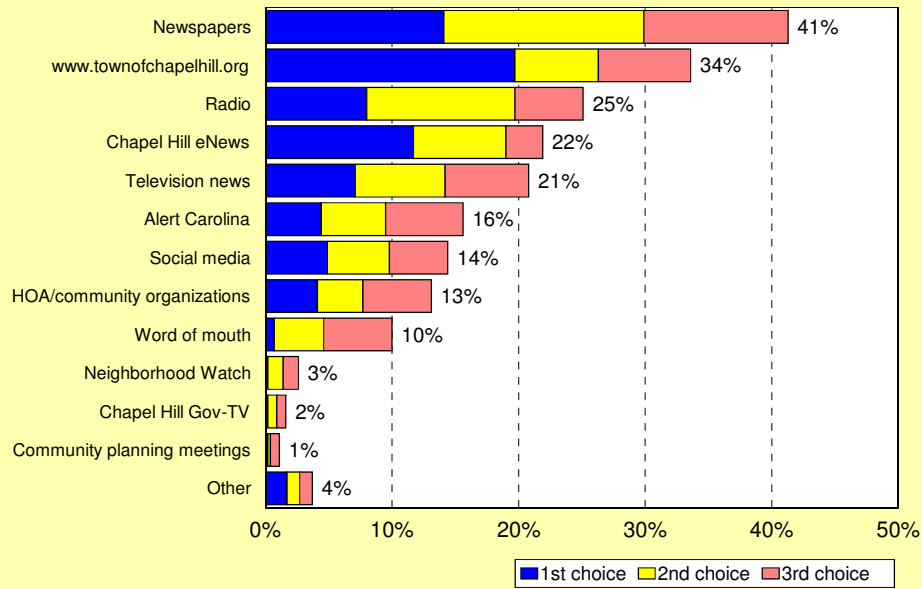
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q17. Three Ways Most Prefer to Receive Information

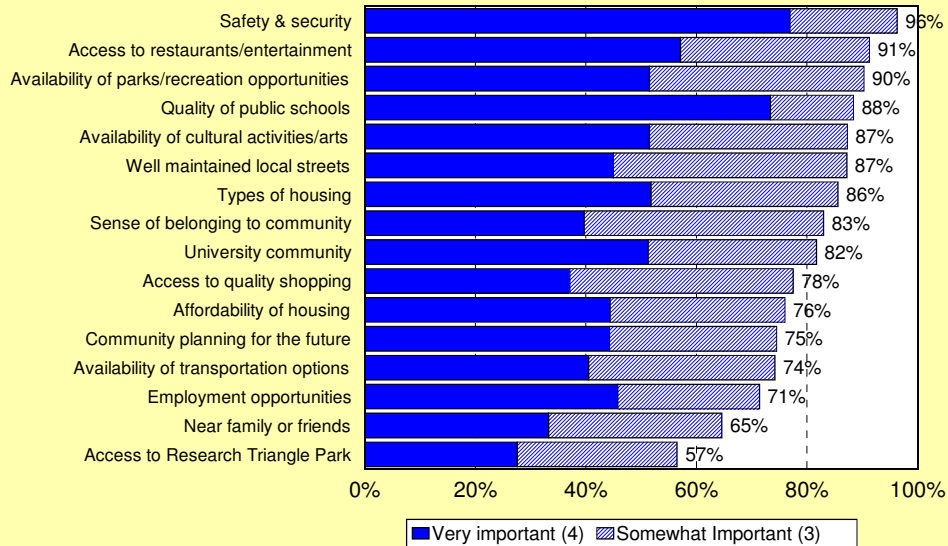
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q18. Importance of Various Factors in your Decision to Live in Chapel Hill

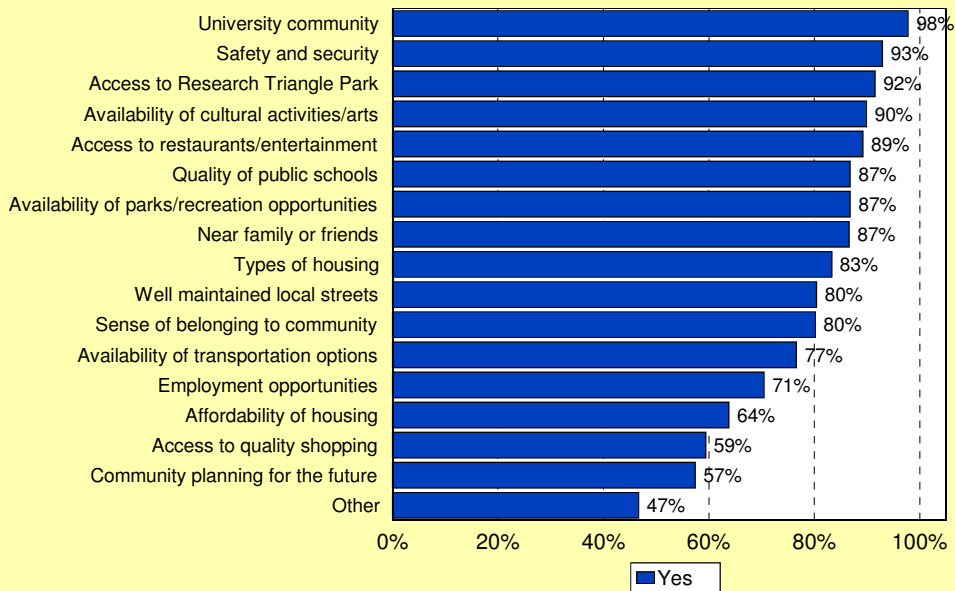
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

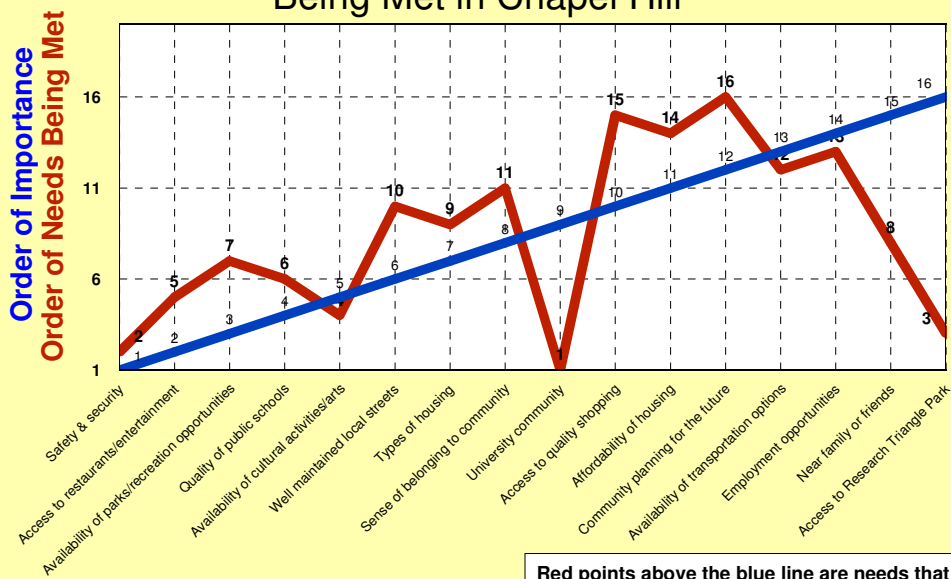
### Q18. Are your needs being met in Chapel Hill?

by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### The Importance of Various Reasons for Choosing to Live in Chapel Hill vs. Needs Being Met in Chapel Hill

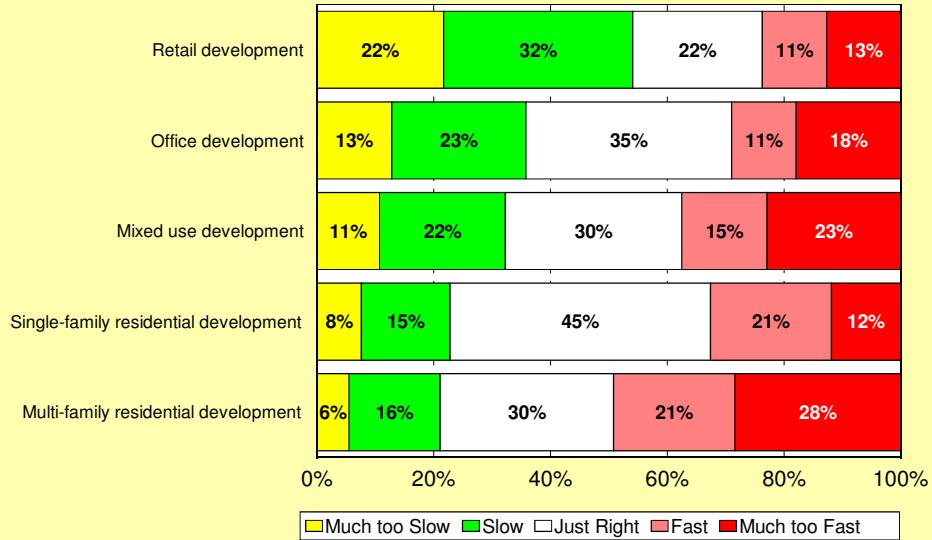


Red points above the blue line are needs that are not being met relative to their importance.

Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q19. How Residents Rate the Current Pace of Development of Various Issues

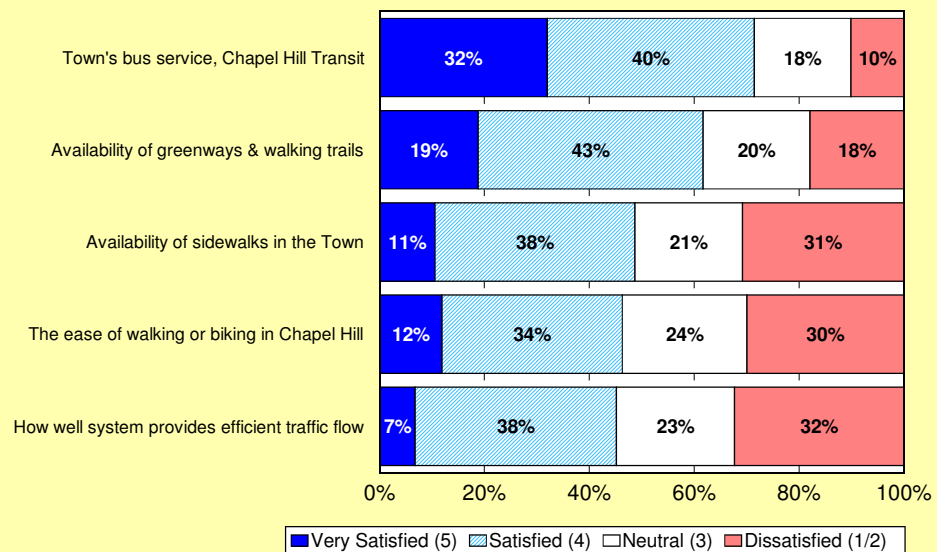
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



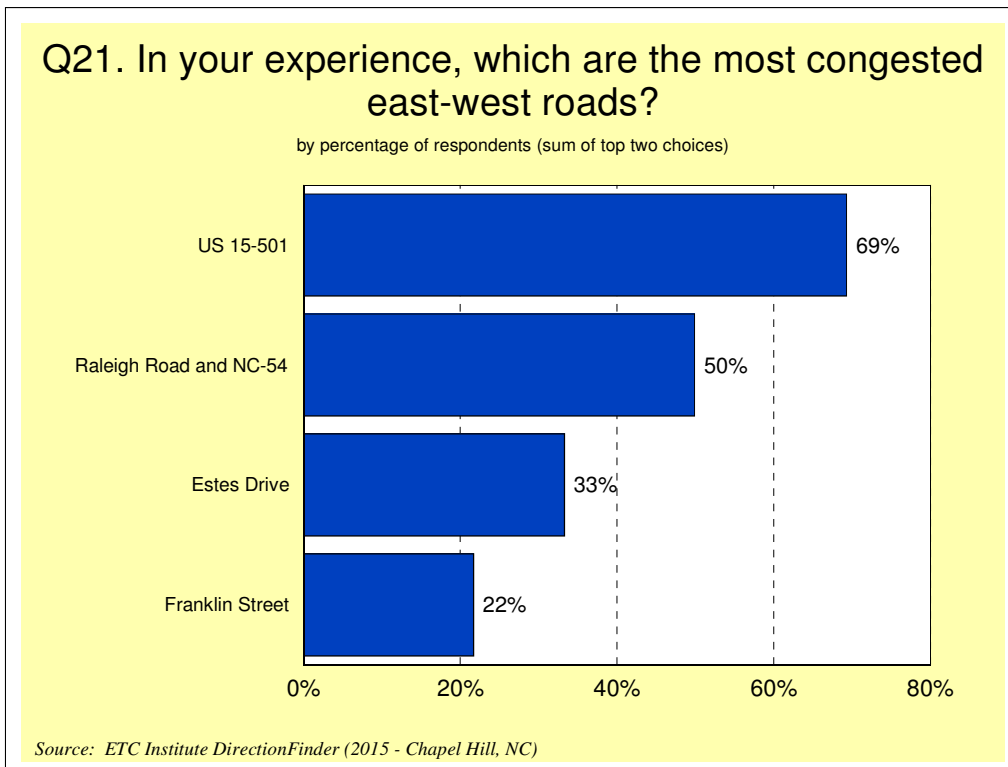
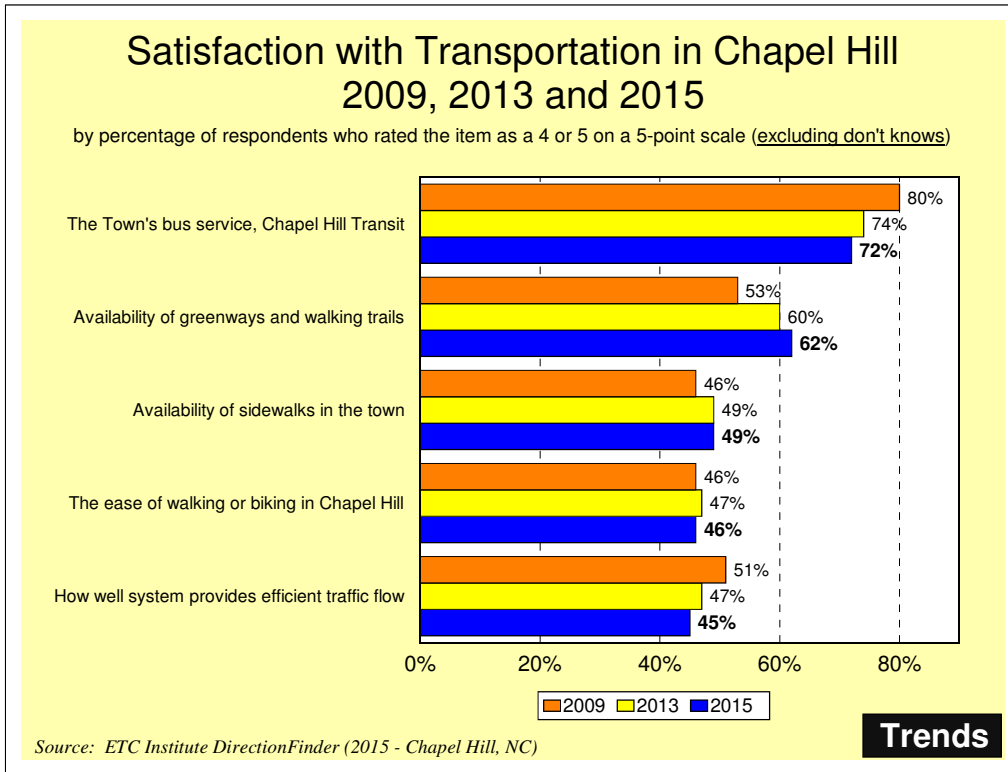
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

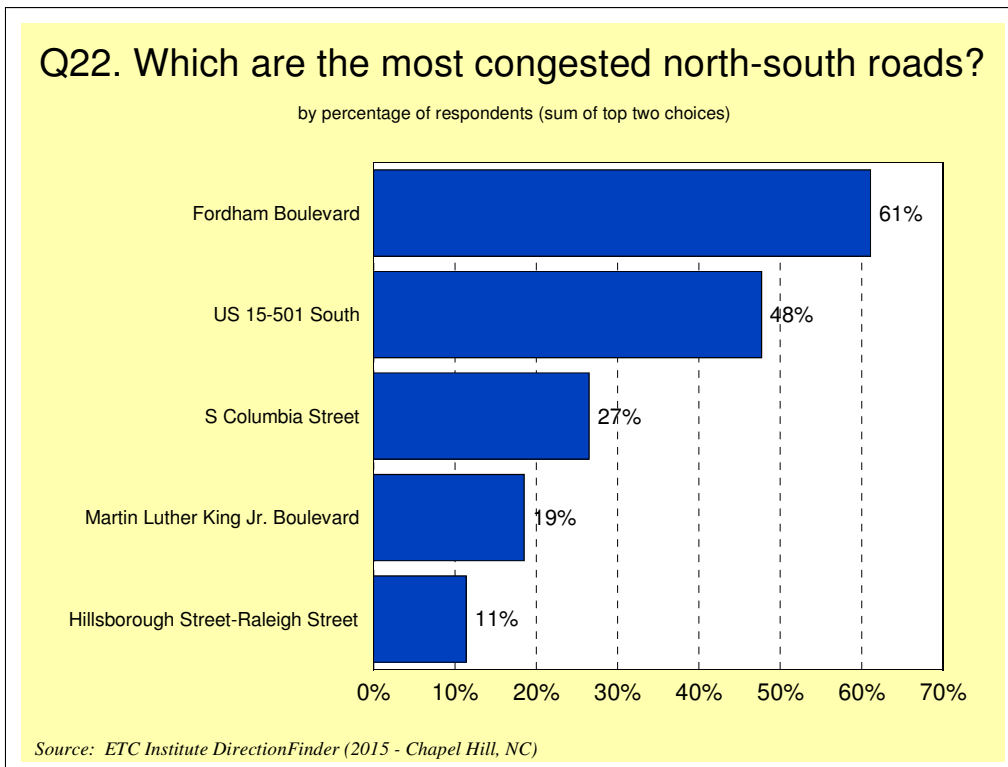
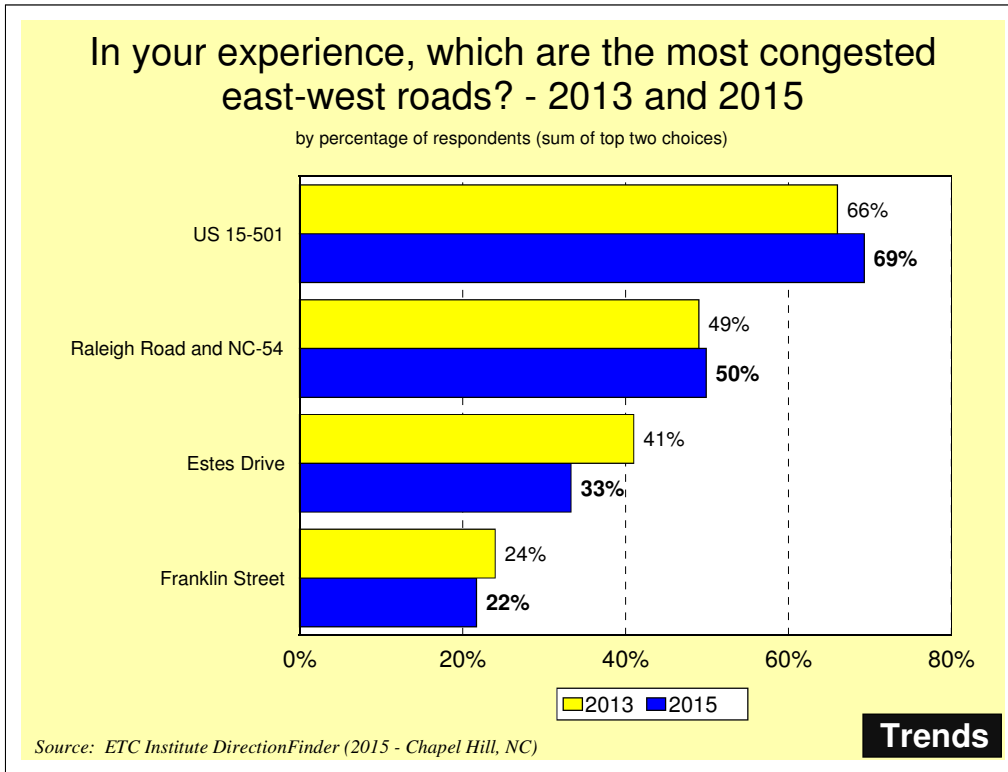
### Q20. Satisfaction with Transportation in Chapel Hill

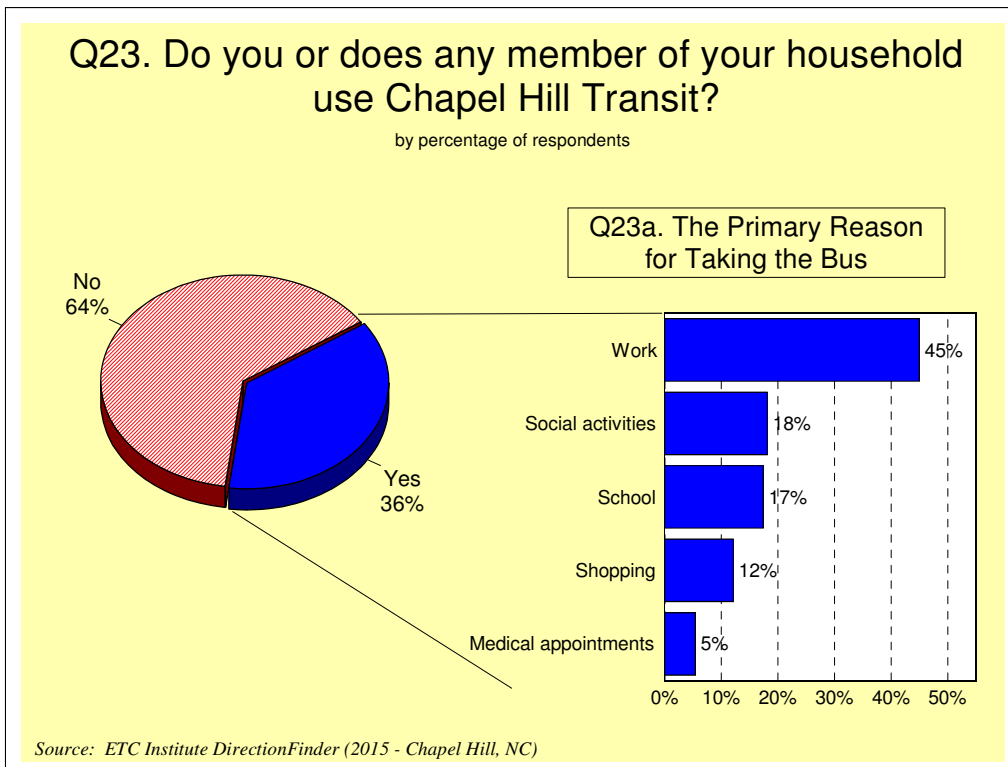
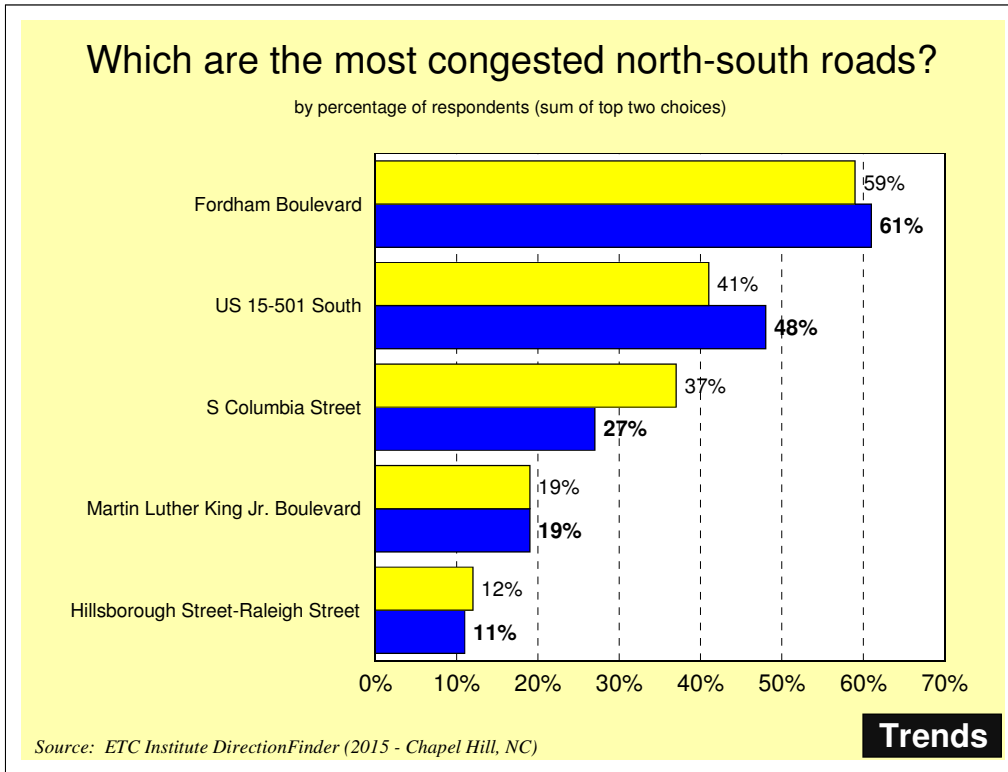
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)



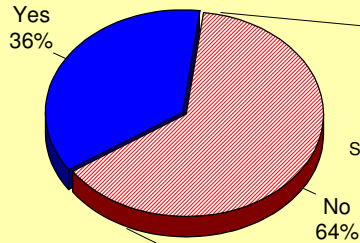




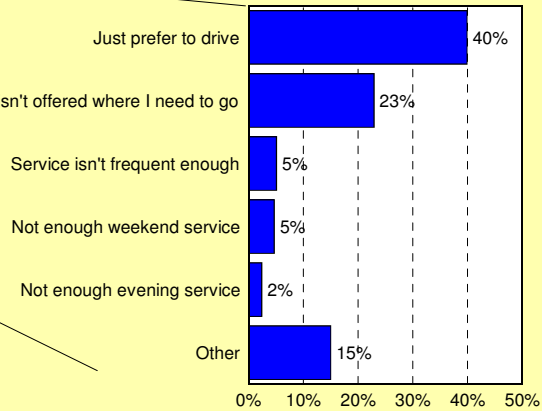


### Q23. Do you or does any member of your household use Chapel Hill Transit?

by percentage of respondents



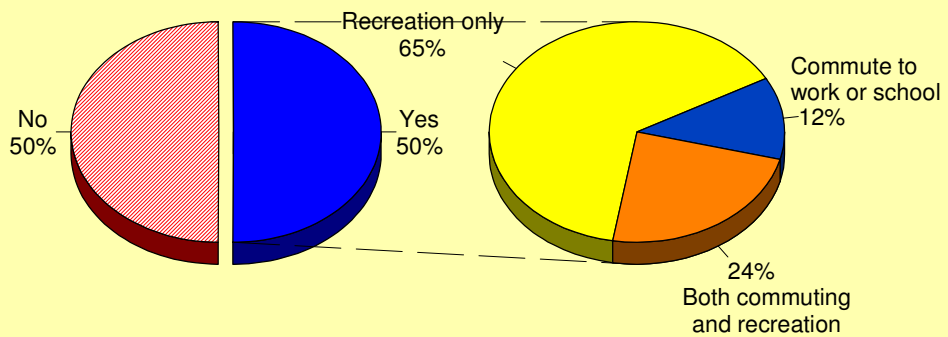
#### Q23b. The Primary Reason for Not Using Chapel Hill Transit



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q24. Does anyone in your household ride a bicycle?

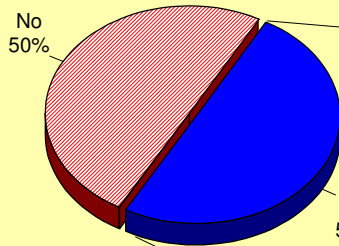
by percentage of respondents



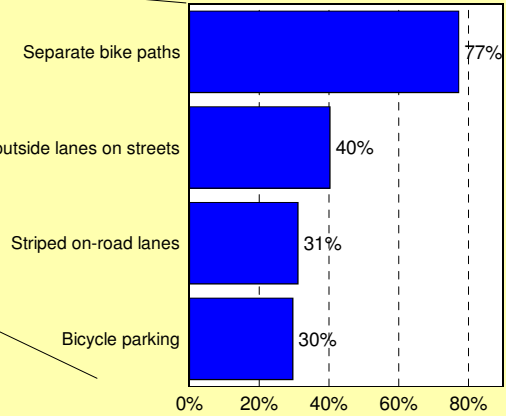
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q24. Does anyone in your household ride a bicycle?

by percentage of respondents



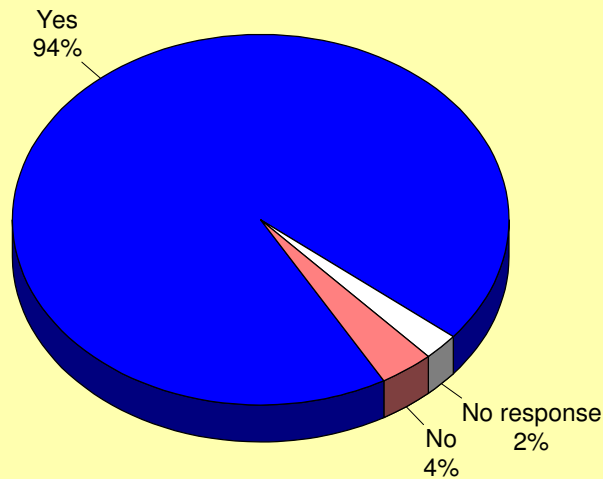
#### Q24b. What type of bicycle amenities would you like for the Town to provide?



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

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

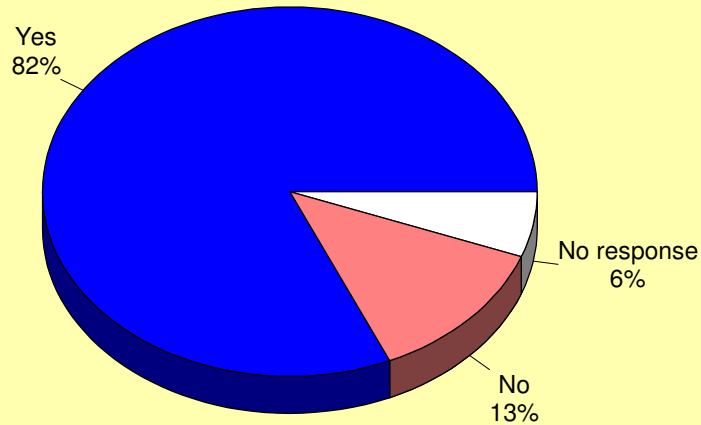
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

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

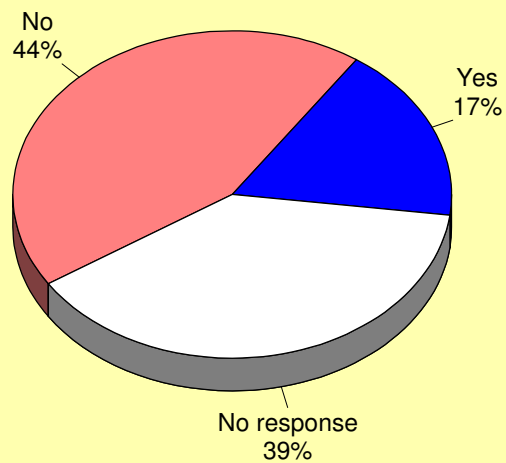
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

Q27. Within the Town limits, do you feel safe cycling?

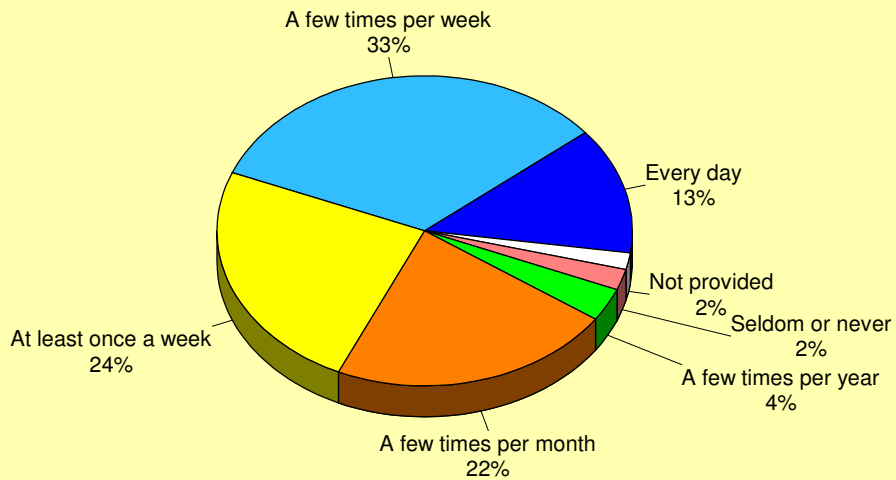
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q28. How often do you typically go outside Chapel Hill Town limits to shop?

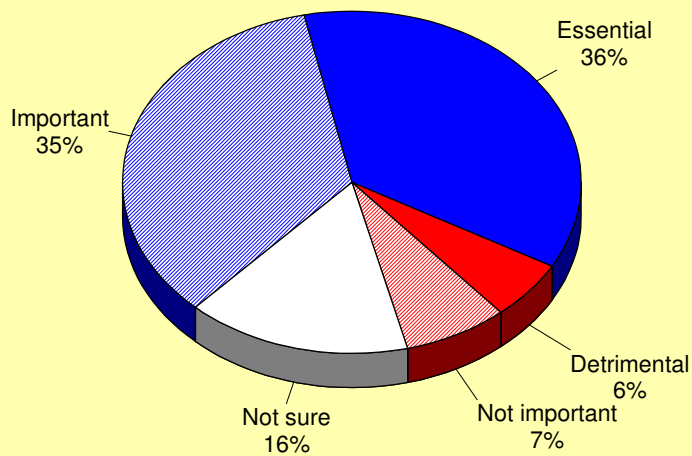
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q29. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

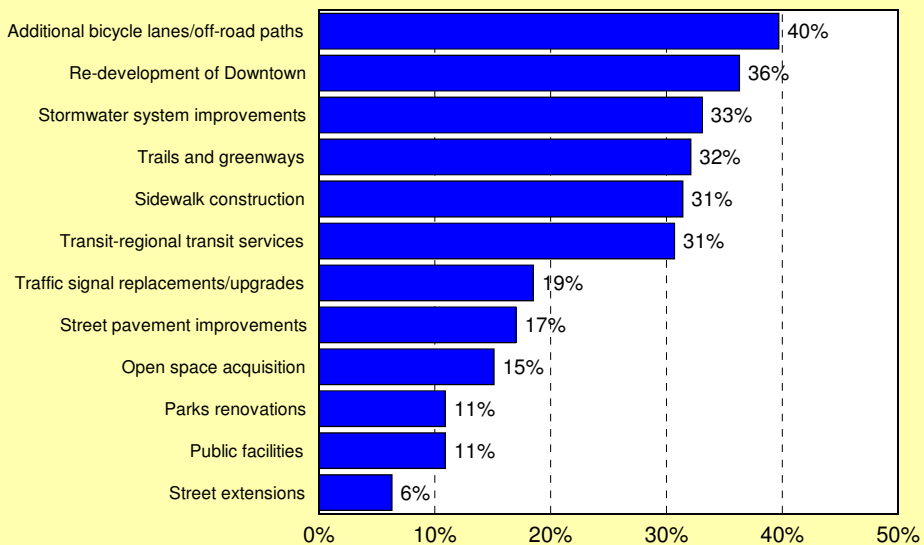
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q30. Capital Improvements That Are Most Important to Residents

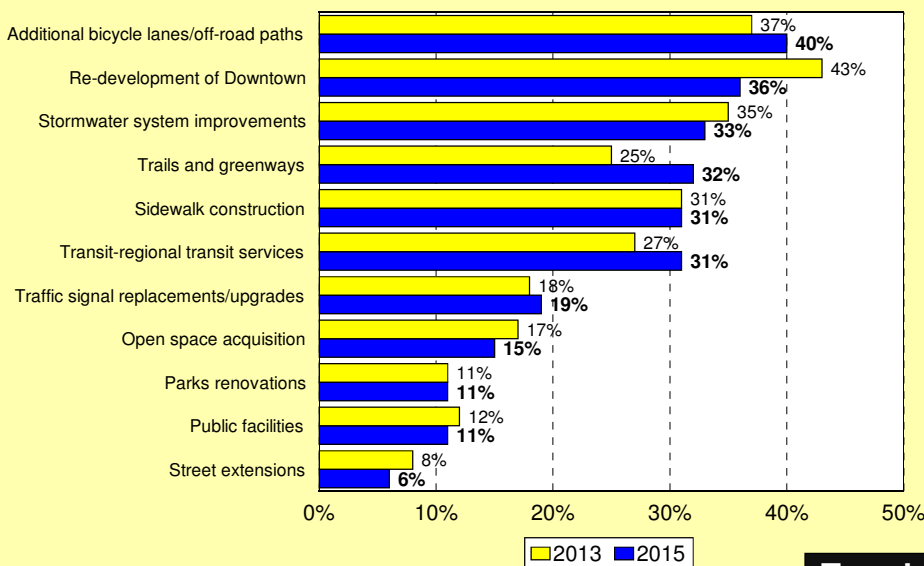
by percentage of respondents (sum of top three choices)



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Capital Improvements That Are Most Important to Residents - 2013 and 2015

by percentage of respondents (sum of top three choices)

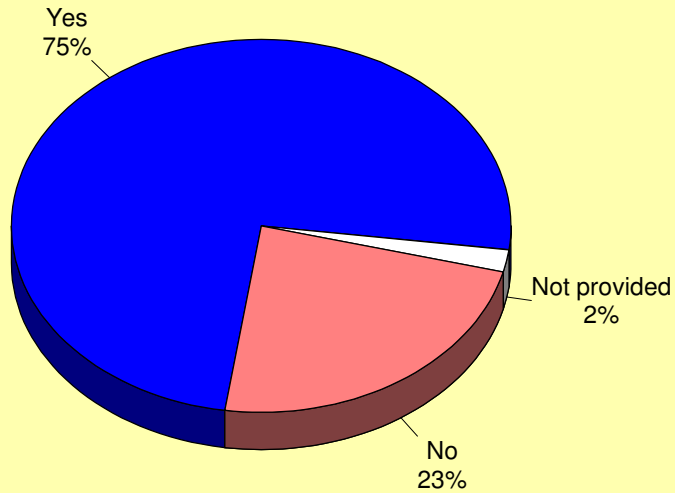


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Trends**

### Q31. Aware of Bond Referendum on November 3

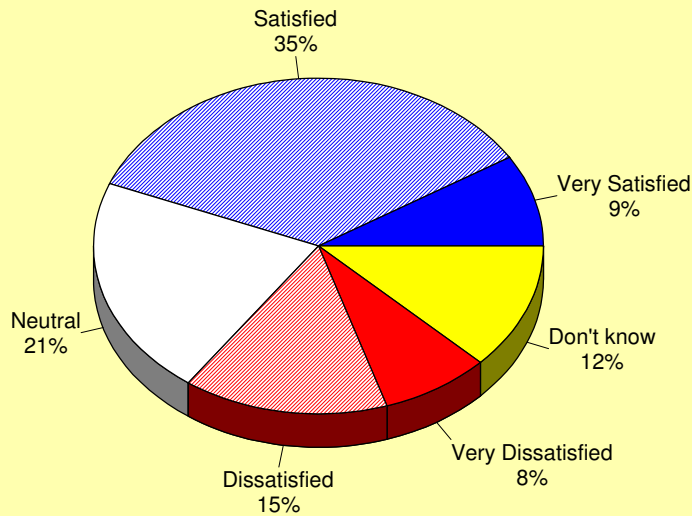
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q32. 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?

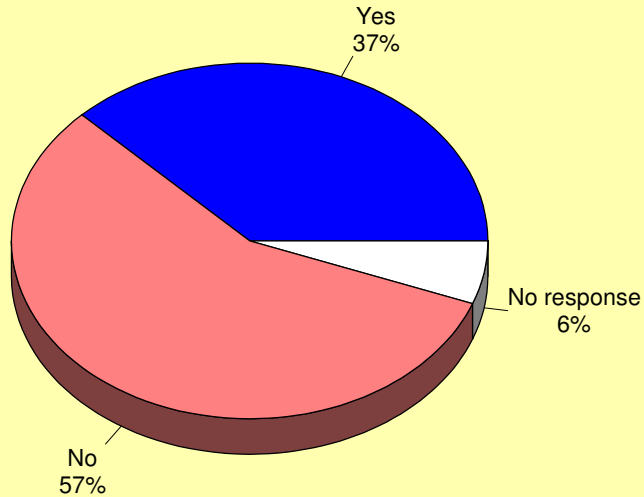
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q33. Do you feel your voice can influence change in Chapel Hill?

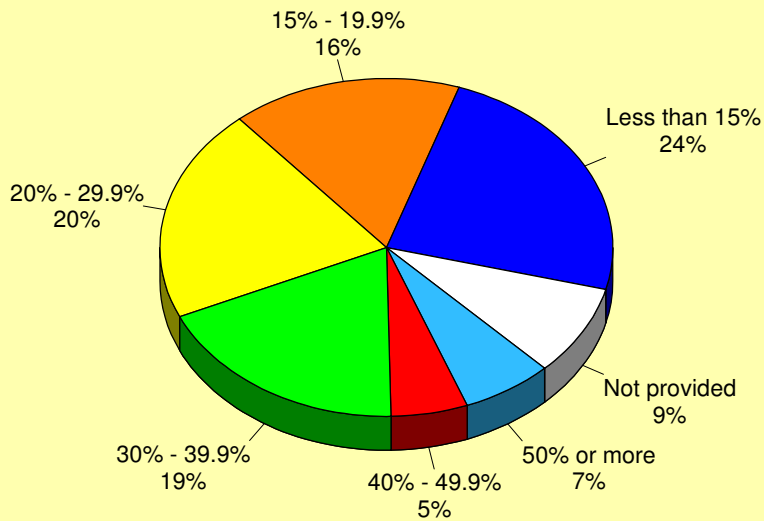
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q34. Amount of Total Household Income Spent on Housing Expenses Including Utilities

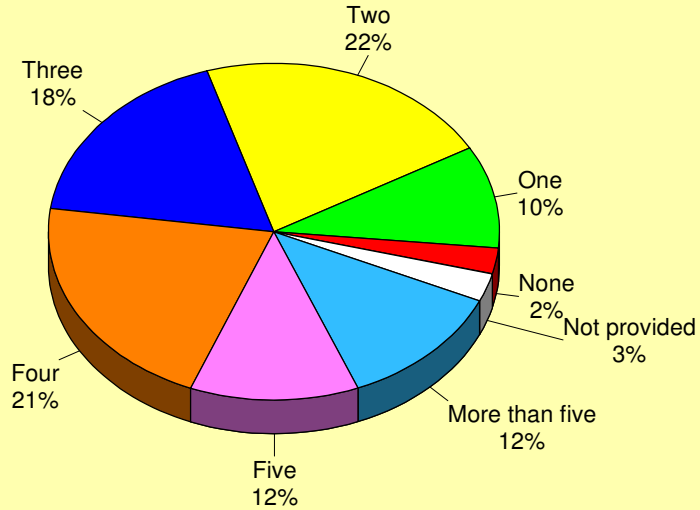
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Q35. How many computer devices (Excluding Smart Phones) do you have at home to access the internet?**

by percentage of respondents

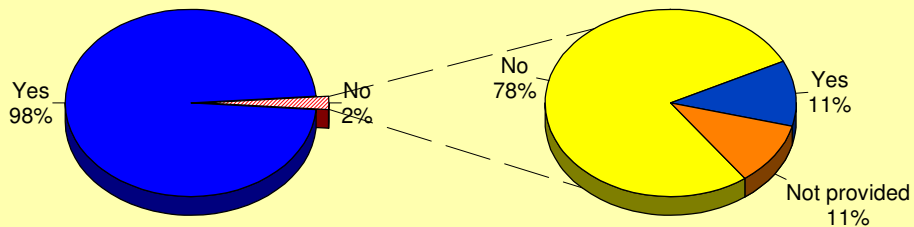


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Q36. Have Internet Access at Home**

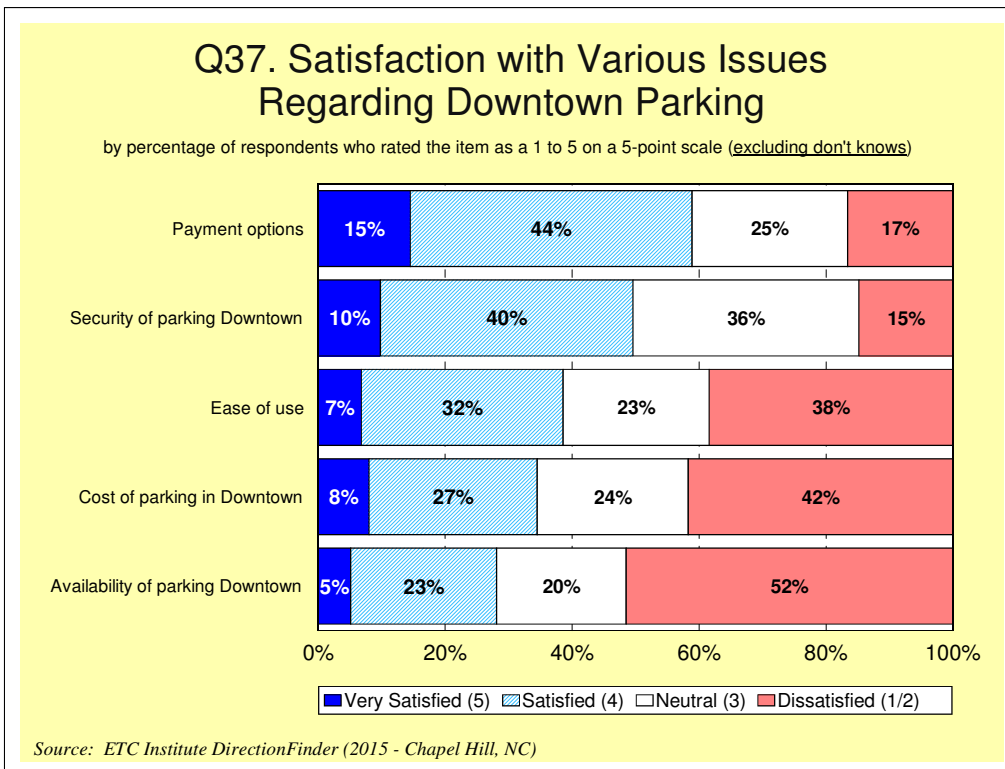
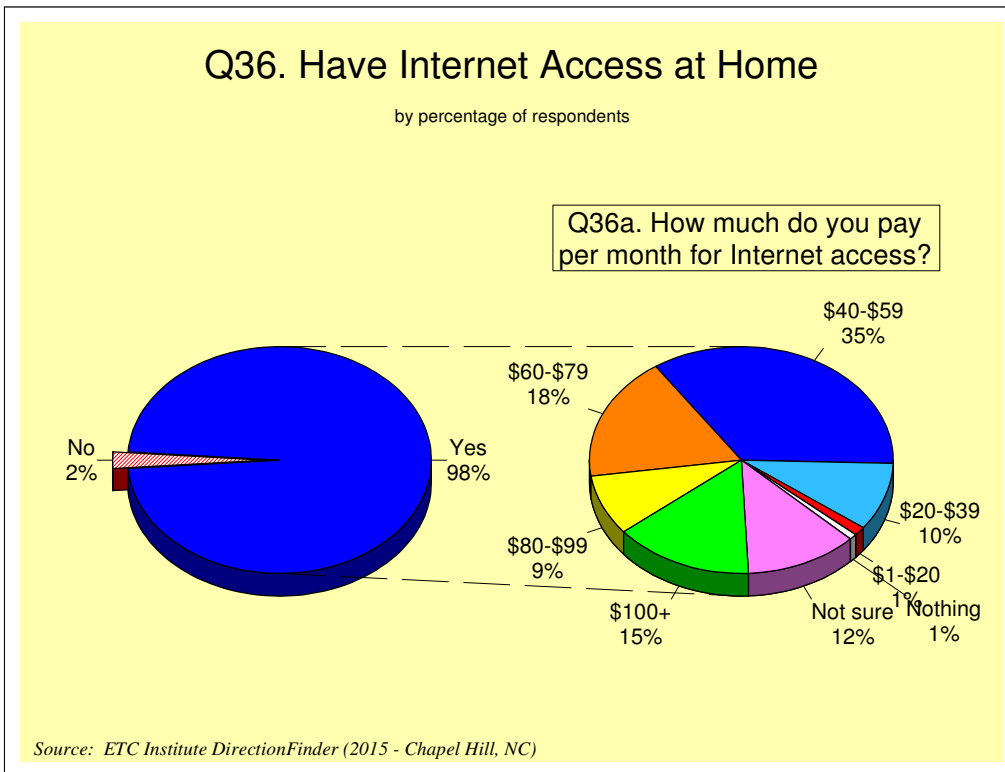
by percentage of respondents

Q36. Do you have school age children at home?



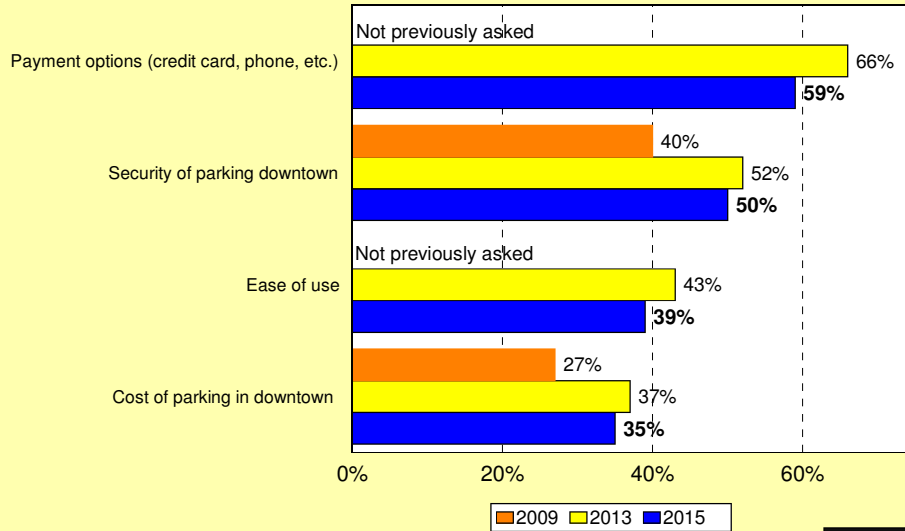
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)





### Satisfaction with Various Issues Regarding Downtown Parking - 2009, 2013 and 2015

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

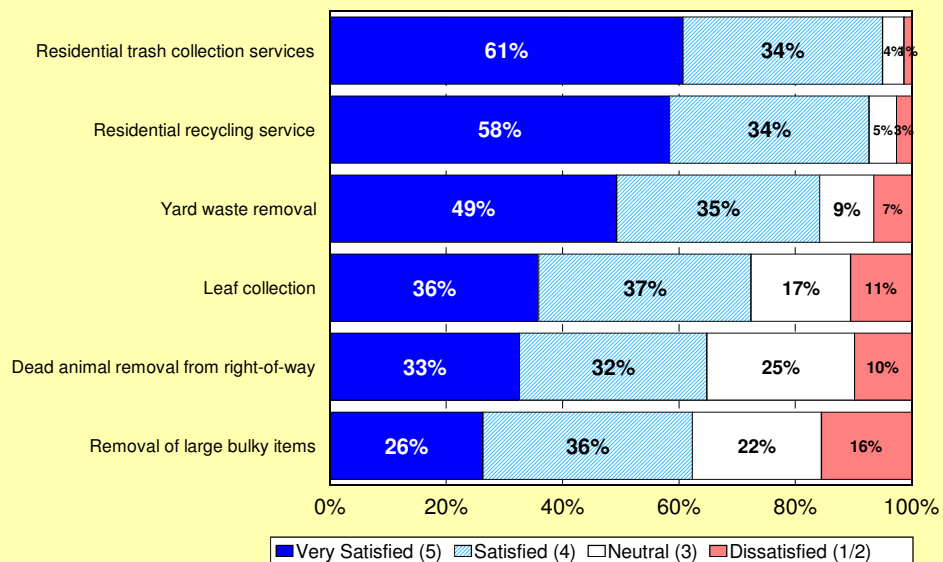


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

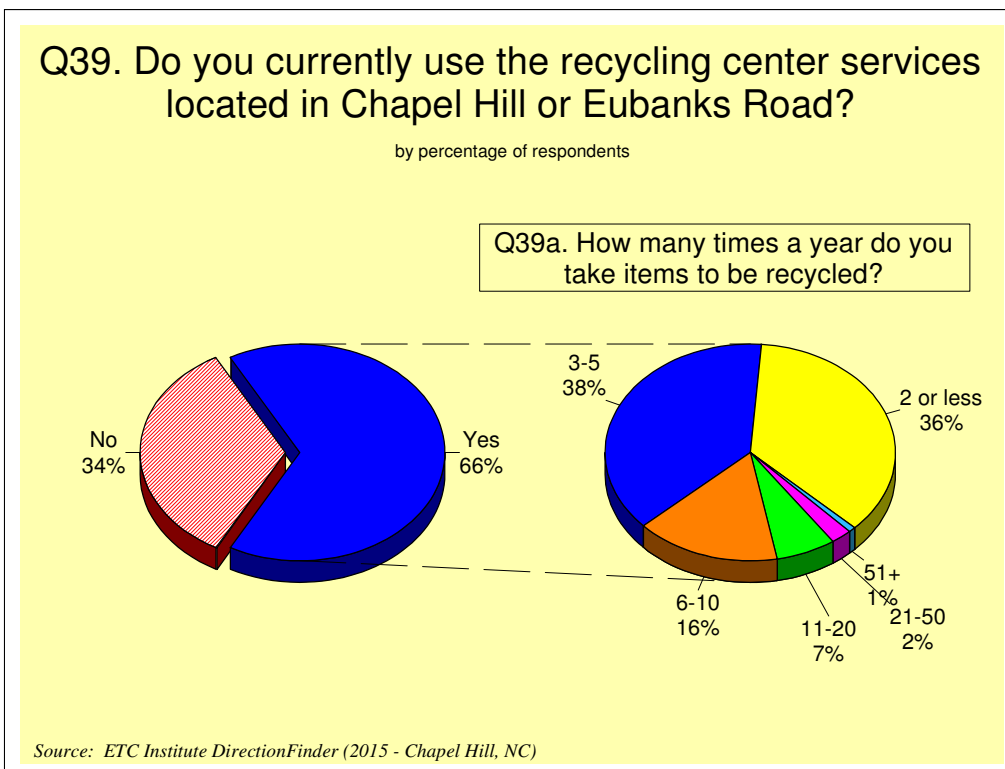
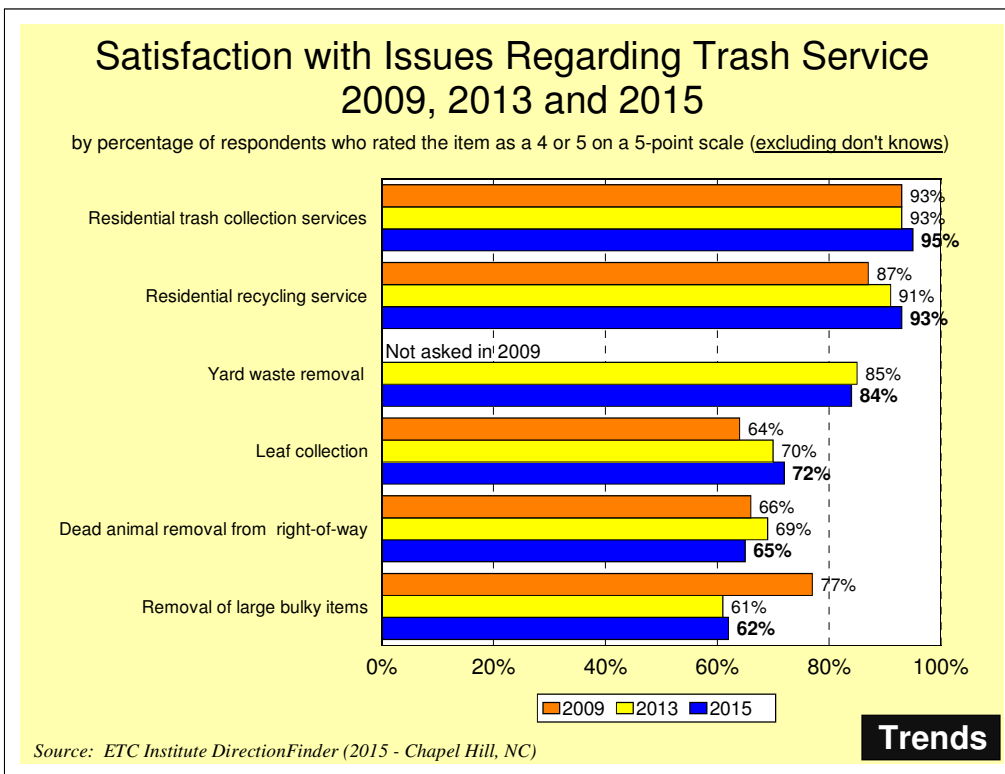
**Trends**

### Q38. 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 (2015 - Chapel Hill, NC)



### Q40. Demographics: How Many Years Have You Lived in the Town of Chapel Hill?

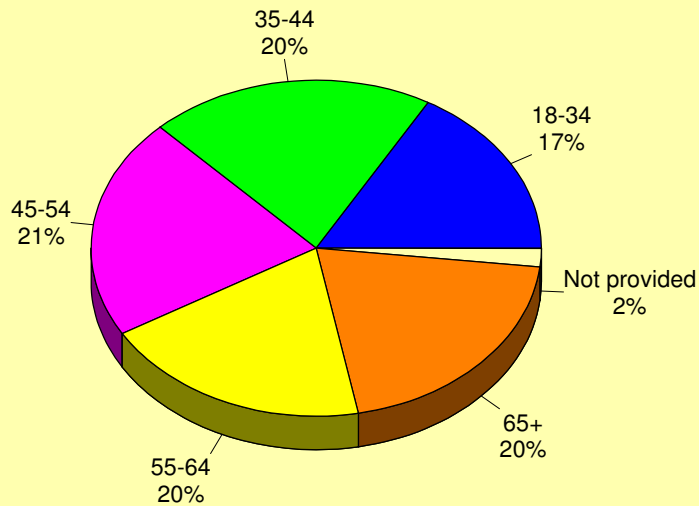
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q41. Demographics: Age of Respondents

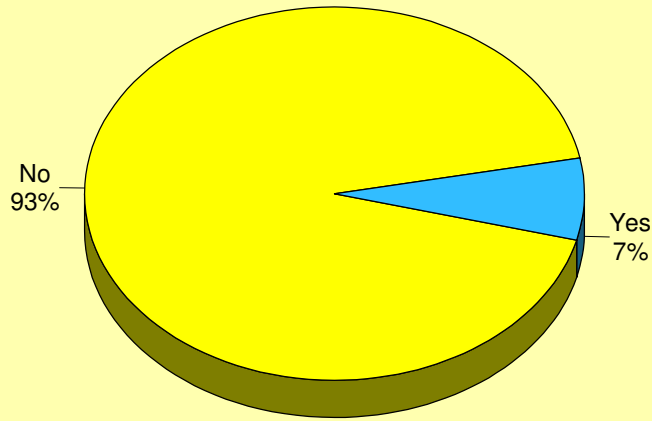
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q42. Demographics: Are you or other members of household of Hispanic or Latino ancestry?

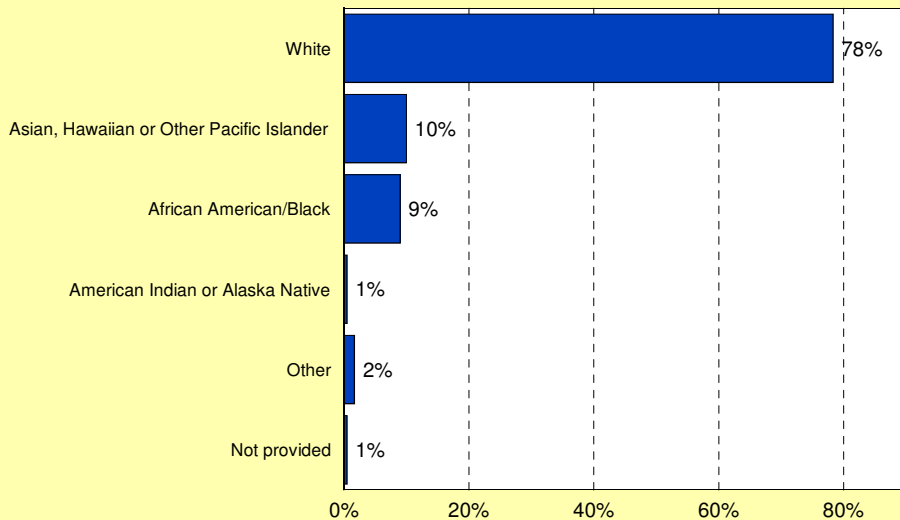
by percentage of respondents



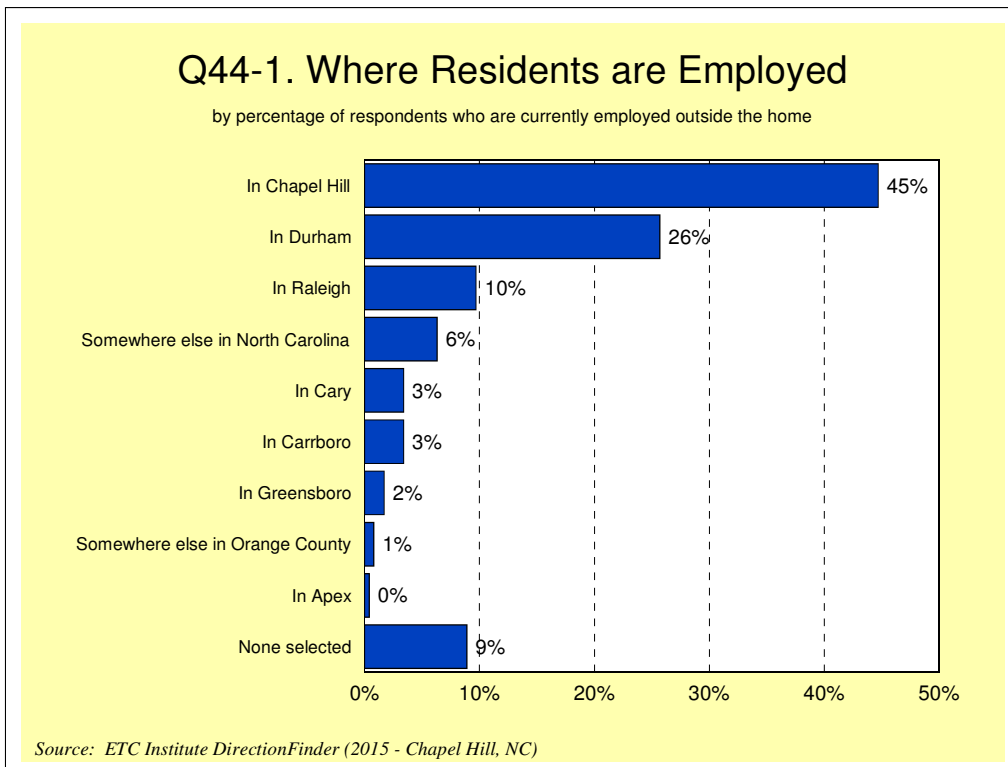
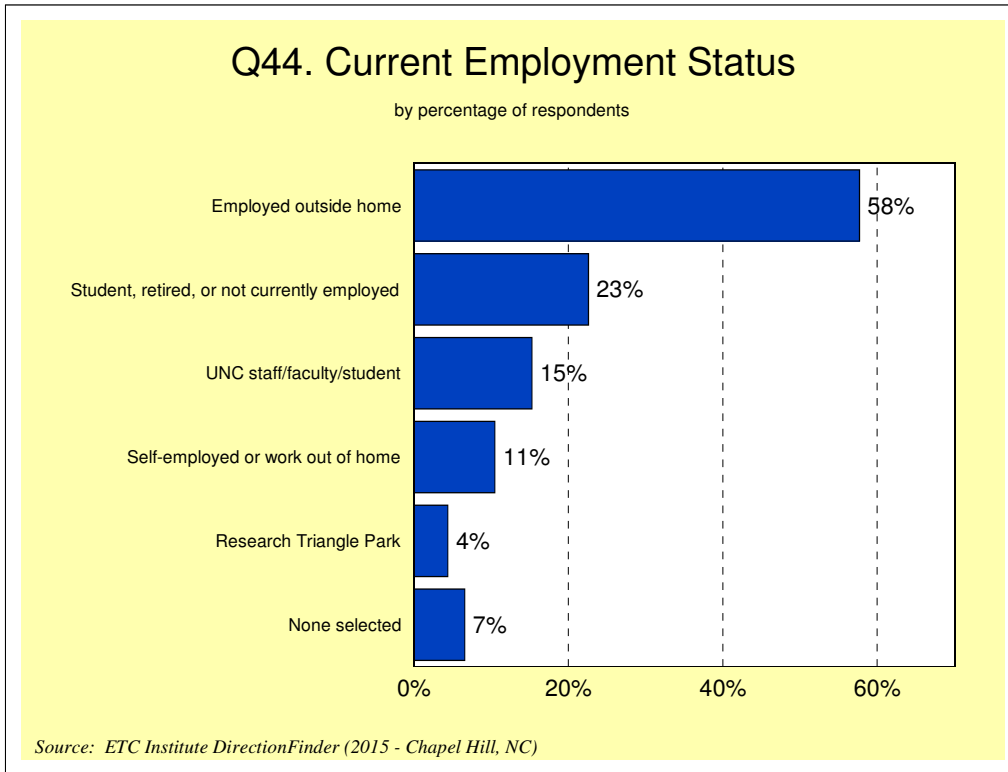
Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

### Q43. Demographics: Which of the following best describes your race?

by percentage of respondents

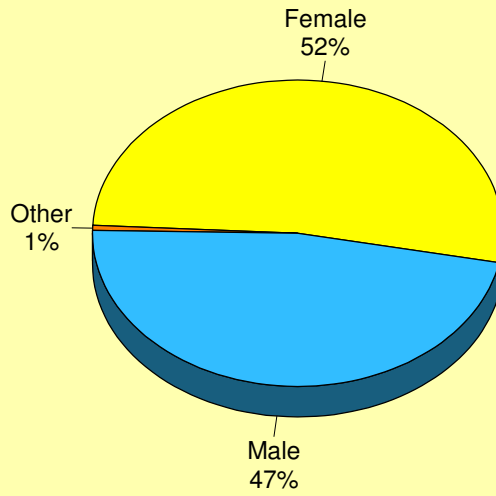


Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)



### Q45. Demographics: How Respondents Identify Themselves

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Chapel Hill, NC)

**Section 2:**  
**Benchmarking Analysis**

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# Benchmarking Summary Report

## Chapel Hill, North Carolina

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 cities and counties in 48 states. Many participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of over 4,000 residents across the United States and (2) a regional survey that was administered to a random sample of nearly 400 residents in the Southeastern region of the United States during the summer of 2014. The states included in the Southeast region are: Kentucky, North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Louisiana and Georgia.

### Interpreting the Charts

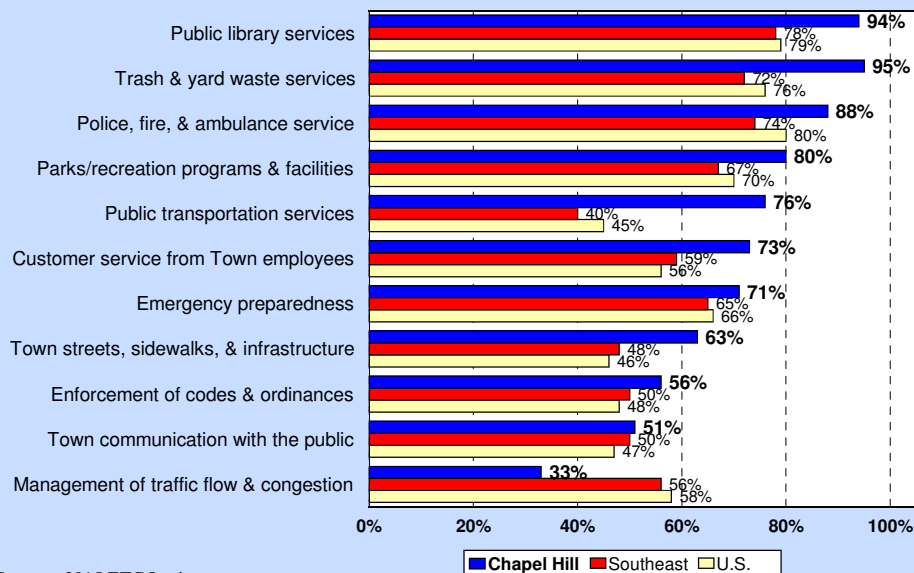
The charts on the following pages show how the overall results for Chapel Hill compare to the national average and southeast regional average based on the results of the survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents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

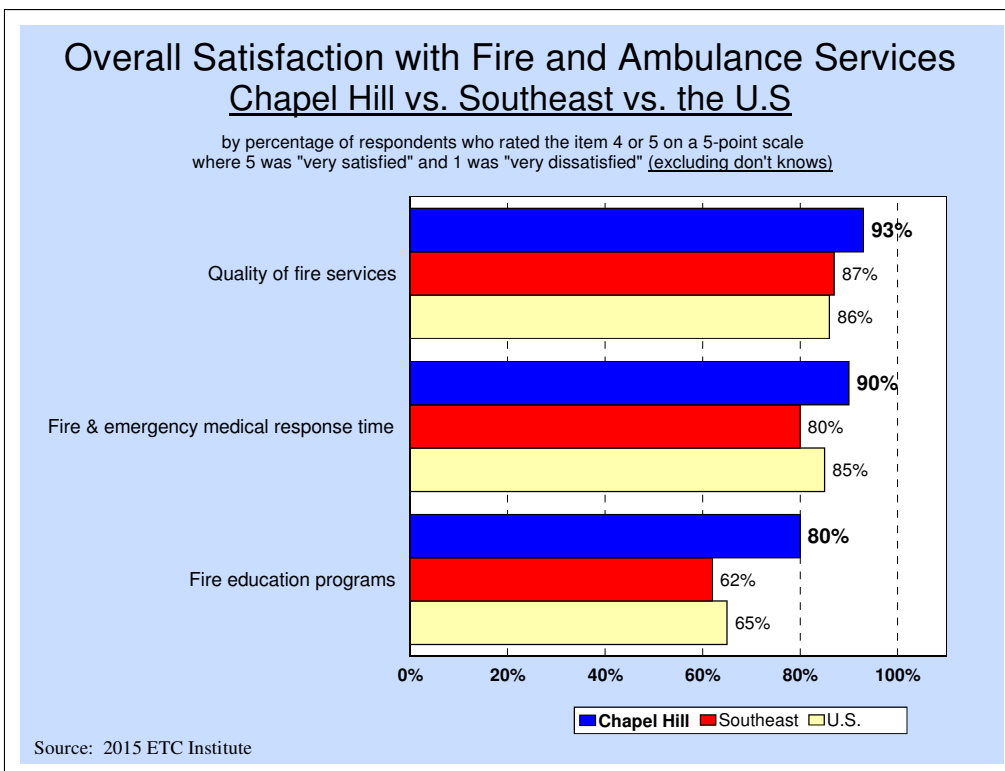
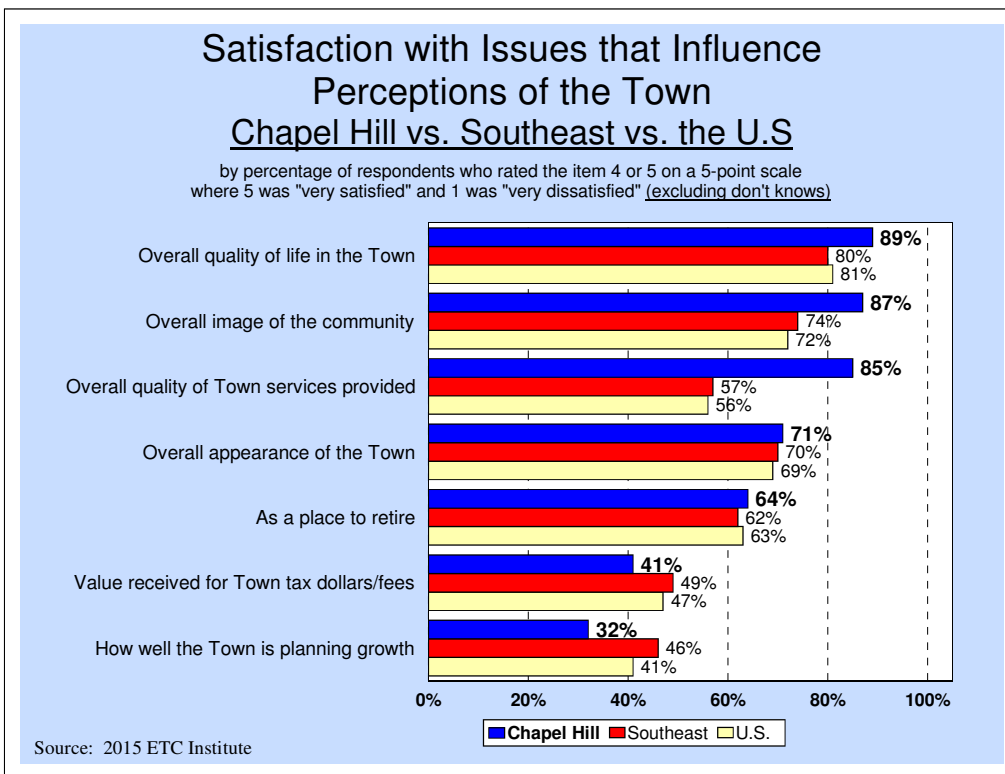
# National Benchmarks

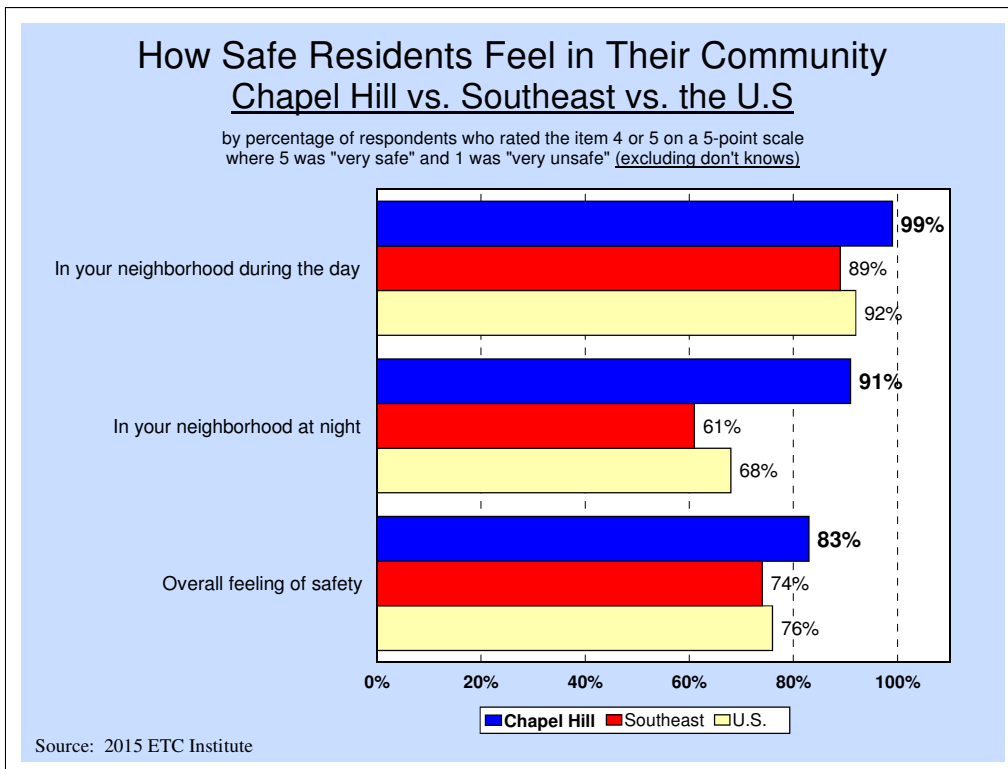
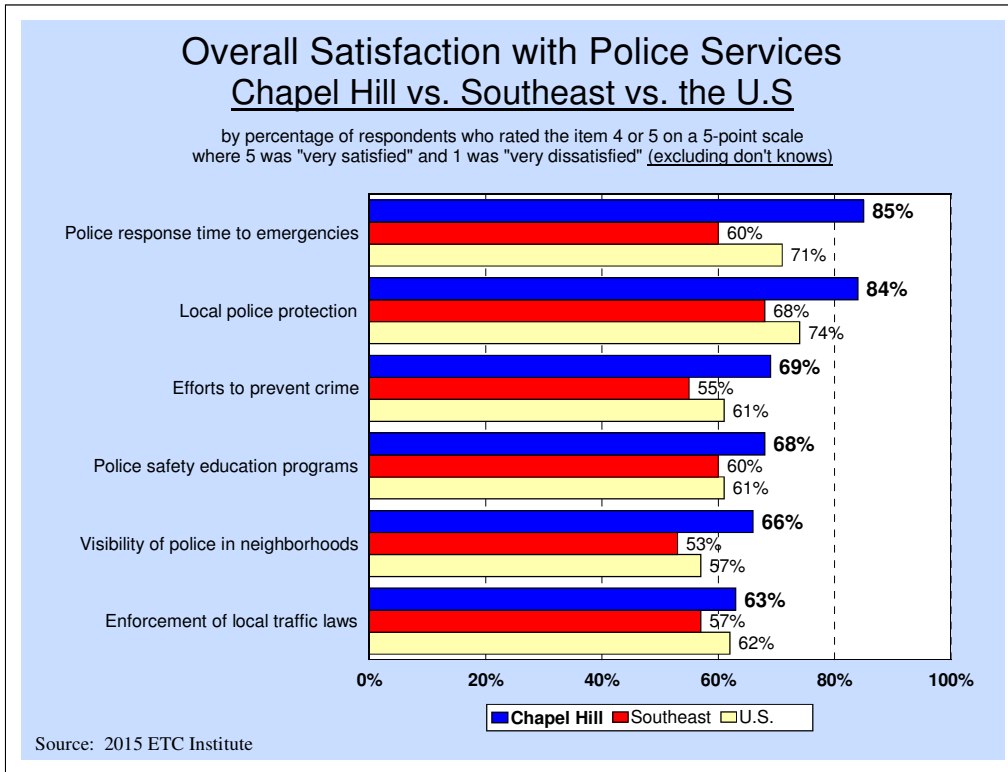
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Chapel Hill is not authorized without written consent from ETC Institute.**

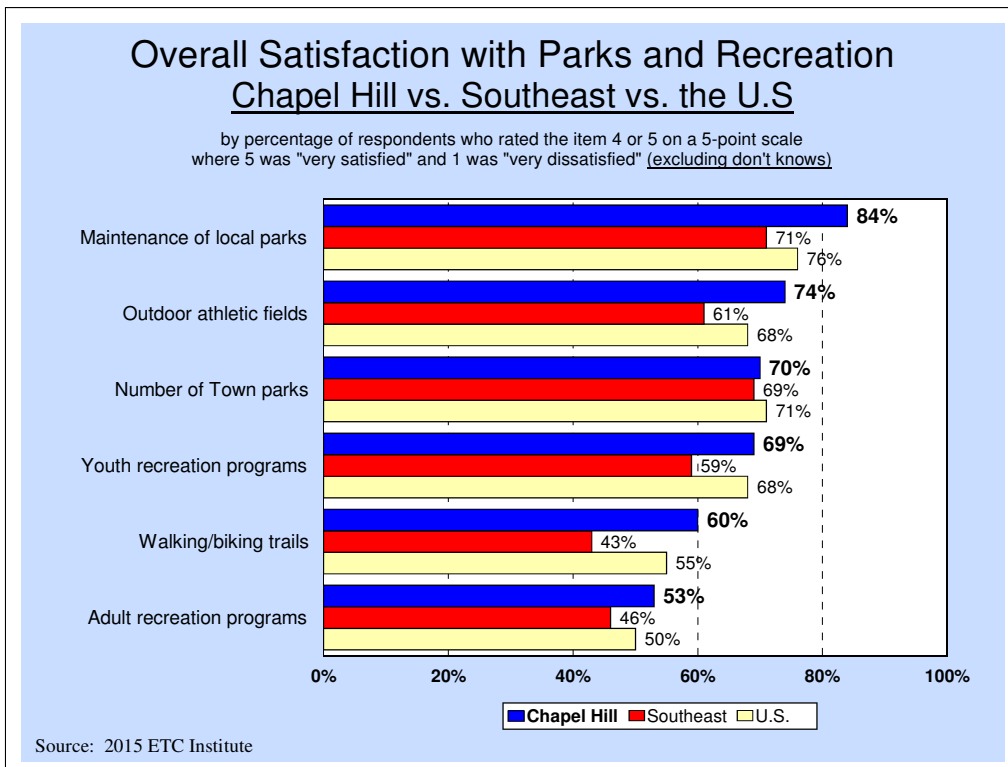
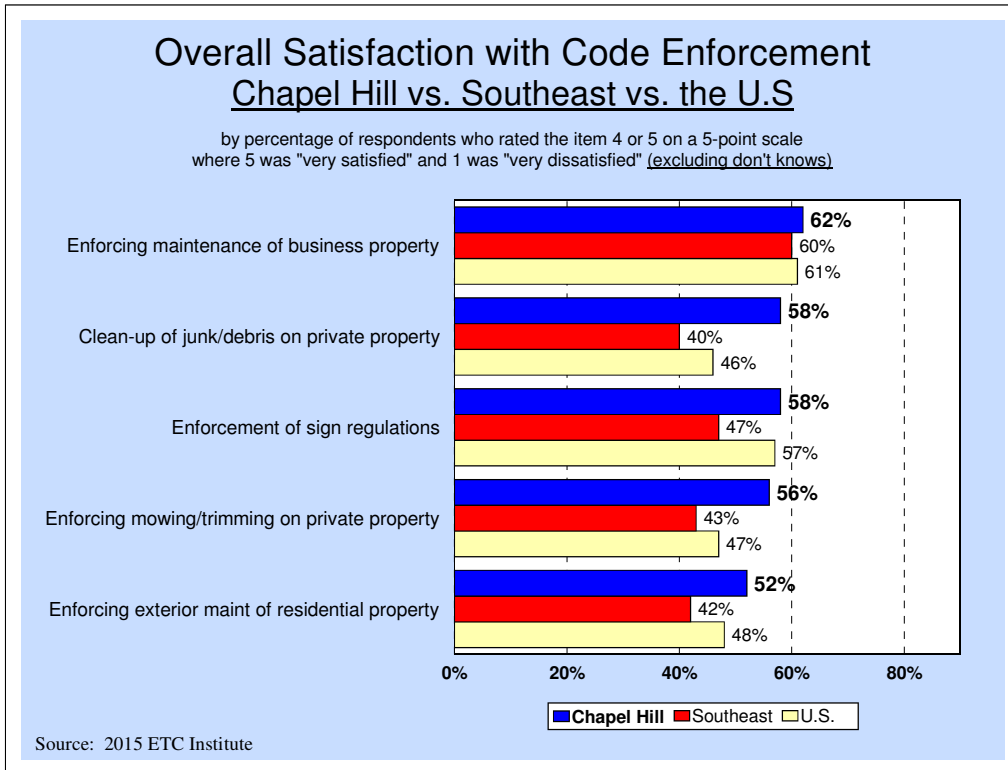
## Overall Satisfaction with Various Town Services Chapel Hill vs. Southeast vs. the U.S

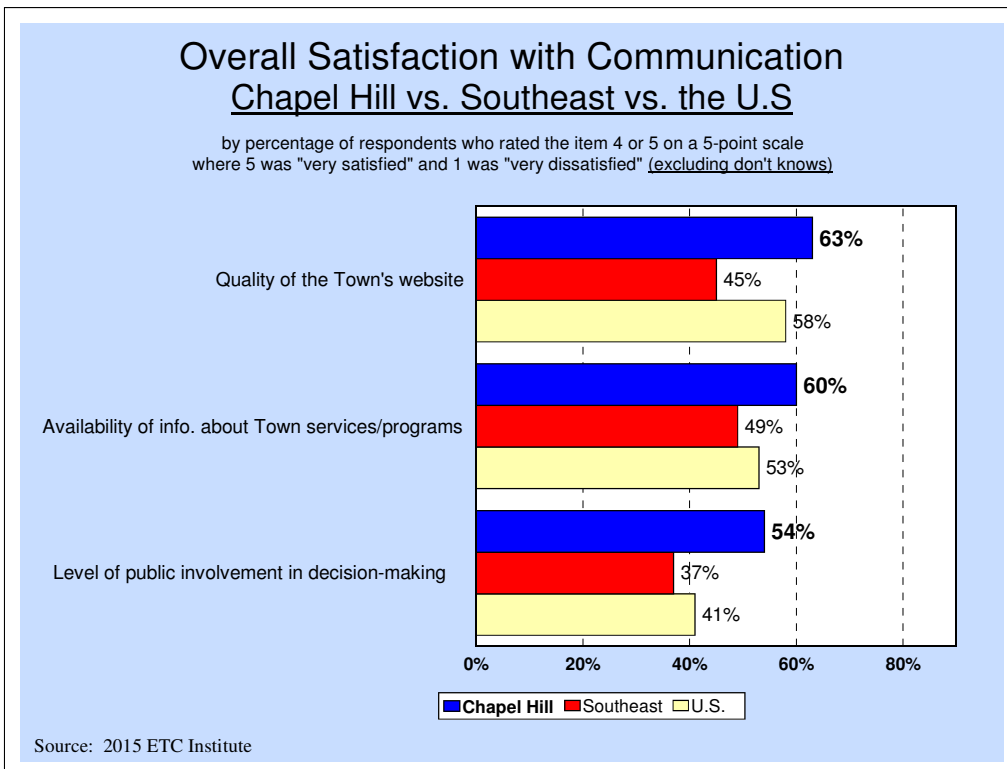
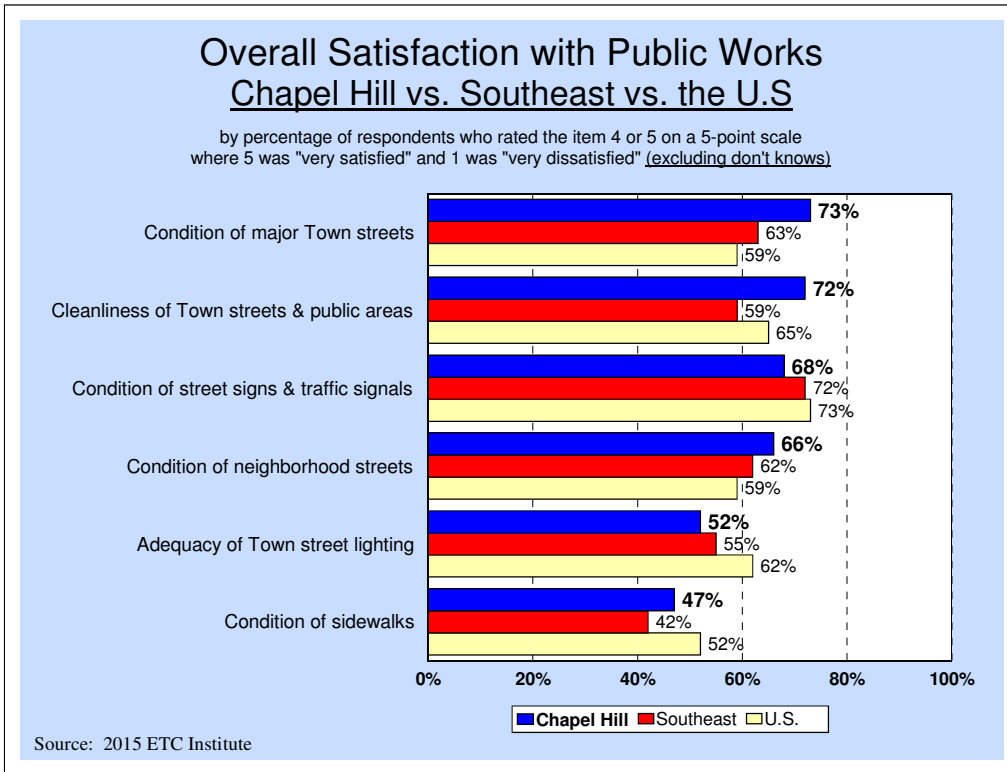
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

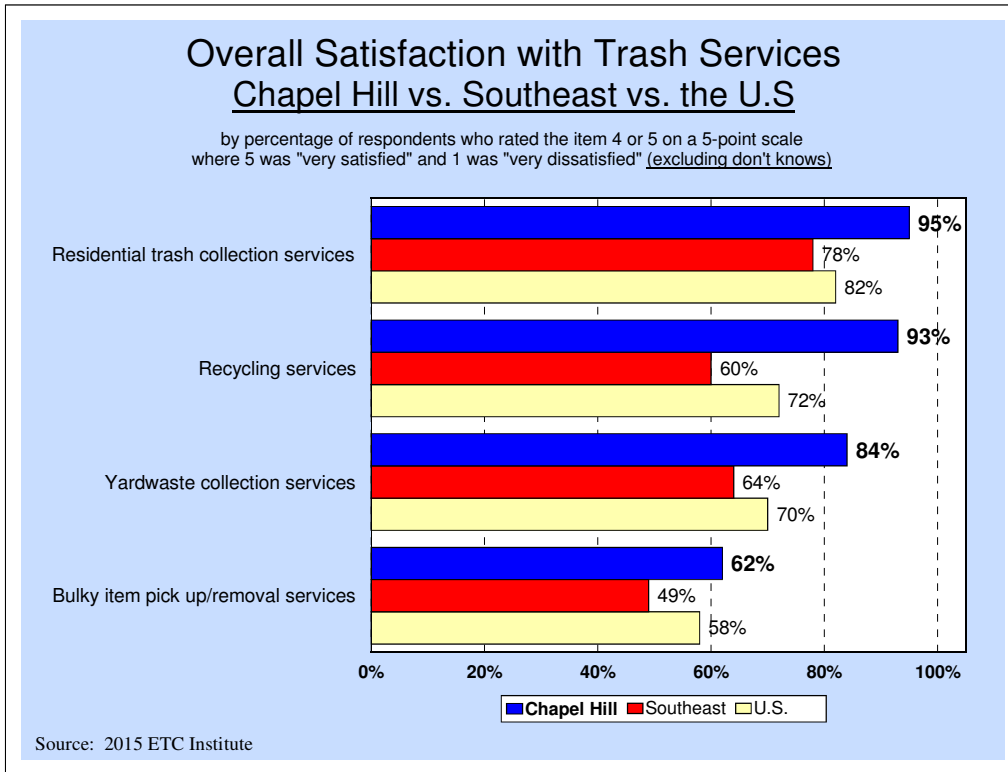












**Section 3:**  
**Importance-Satisfaction**  
**Analysis**

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## Importance-Satisfaction Analysis

### The Town of Chapel Hill, North Carolina

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#### 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=Importance x (1-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. Twelve percent (12%) ranked the "maintenance of Town streets" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, “maintenance of Town streets” was ranked 10th overall with 63% rating as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for the “overall maintenance of Town streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 12% was multiplied by 37% (1-0.63). This calculation yielded an I-S rating of 0.0444, which was ranked sixth out of 18 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, North Carolina

### Major Categories of Town Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Flow of traffic & congestion management	43%	1	33%	16	0.2881	<b>1</b>
How well Town is preparing for the future	38%	2	32%	17	0.2584	<b>2</b>
How well Town is managing change	30%	3	28%	18	0.2160	<b>3</b>
<b>High Priority (IS .10 - .20)</b>						
Overall value for your tax dollars & fees	26%	4	41%	15	0.1534	<b>4</b>
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of neighborhood streets	11%	9	58%	11	0.0462	<b>5</b>
Maintenance of major streets	12%	8	63%	10	0.0444	<b>6</b>
Quality of Chapel Hill Transit	14%	6	76%	5	0.0336	<b>7</b>
Quality of Town parks & rec programs & facilities	15%	5	80%	4	0.0300	<b>8</b>
Enforcement of Town codes/ordinances	6%	10	56%	12	0.0264	<b>9</b>
Effectiveness of communication with public	5%	14	51%	14	0.0245	<b>10</b>
Emergency preparedness	6%	12	71%	7	0.0174	<b>11</b>
Quality of public safety services	13%	7	88%	2	0.0156	<b>12</b>
Landscaping in parks, medians& other public areas	5%	15	71%	8	0.0145	<b>13</b>
Maintenance of public housing buildings & grounds	3%	17	55%	13	0.0135	<b>14</b>
Overall quality of services provided by the Town	6%	11	85%	3	0.0090	<b>15</b>
Quality of customer received from Town employees	3%	16	73%	6	0.0081	<b>16</b>
Maintenance of Town buildings & facilities	2%	18	70%	9	0.0060	<b>17</b>
Quality of Public Library services	5%	13	94%	1	0.0030	<b>18</b>

**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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### Town of Chapel Hill, North Carolina

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
The Town's effort to prevent crime	37%	1	69%	10	0.1147	1
Visibility of police in neighborhood	30%	3	66%	12	0.1020	2
<b>Medium Priority (IS &lt;.10)</b>						
Enforcement of local traffic laws	23%	5	63%	13	0.0851	3
Level of safety and security in your neighborhood	34%	2	81%	8	0.0646	4
The attitude and behavior of Police Department	24%	4	81%	7	0.0456	5
Overall quality of police protection	20%	6	84%	5	0.0320	6
How quickly police respond to emergencies	17%	7	84%	4	0.0272	7
Police safety education programs	7%	12	68%	11	0.0224	8
Chapel Hill Police Department's Performance	10%	10	82%	6	0.0180	9
Fire safety education programs	8%	11	80%	9	0.0160	10
How quickly fire units respond to emergencies	15%	8	90%	2	0.0150	11
Overall quality of local fire protection	12%	9	93%	1	0.0084	12
Fire safety you feel when visiting businesses	4%	13	85%	3	0.0060	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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### Town of Chapel Hill, North Carolina

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Number of walking/biking trails	43%	1	63%	13	0.1591	<b>1</b>
<b>Medium Priority (IS &lt;.10)</b>						
Number of programs for teens	14%	4	47%	15	0.0742	<b>2</b>
Number of Town parks	19%	2	69%	5	0.0589	<b>3</b>
Special events/festivals	14%	5	68%	9	0.0448	<b>4</b>
Town's youth athletic programs	12%	6	70%	3	0.0360	<b>5</b>
Arts programs	10%	10	64%	12	0.0360	<b>6</b>
Availability information about parks & recreation	11%	8	69%	6	0.0341	<b>7</b>
Number of children's play areas	11%	9	69%	7	0.0341	<b>8</b>
Quality of aquatics facilities/programs	11%	7	70%	4	0.0330	<b>9</b>
Public art	8%	13	61%	14	0.0312	<b>10</b>
Maintenance of Town parks/cemeteries	19%	3	84%	1	0.0304	<b>11</b>
Number of outdoor athletic fields	9%	11	68%	8	0.0288	<b>12</b>
Quality of outdoor athletic fields	9%	12	74%	2	0.0234	<b>13</b>
Town's adult athletic programs	5%	14	65%	10	0.0175	<b>14</b>
Adapted recreation & inclusion programs	4%	15	65%	11	0.0140	<b>15</b>

**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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### Town of Chapel Hill, North Carolina

### Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Maintenance of stormwater drainage system	40%	1	49%	7	0.2040	1
<b>High Priority (IS .10 - .20)</b>						
Condition of sidewalks	33%	3	47%	8	0.1749	2
Adequacy of street lighting	36%	2	52%	6	0.1728	3
Maintenance/preservation of Downtown	30%	4	58%	5	0.1260	4
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of streets in your neighborhood	28%	5	66%	4	0.0952	5
Maintenance of Town main street thoroughfares	27%	6	73%	1	0.0729	6
Cleanliness of streets & other public areas	21%	7	72%	2	0.0588	7
Maintenance of street signs/pavement markings	14%	8	68%	3	0.0448	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, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

**Section 4:**  
**Tabular Data**

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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=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of services provided by Town of Chapel Hill	20.8%	61.3%	12.3%	1.7%	0.5%	3.4%
Q1-2. Overall quality of public safety services	39.0%	45.6%	8.1%	2.0%	1.2%	4.2%
Q1-3. Overall quality of Town parks & recreation programs & facilities	20.6%	53.4%	13.2%	3.9%	1.0%	7.8%
Q1-4. Overall quality of customer service you receive from Town employees	18.4%	41.2%	15.4%	5.4%	1.5%	18.1%
Q1-5. Overall quality of Public Library services	55.6%	24.8%	4.7%	0.5%	0.5%	14.0%
Q1-6. Overall enforcement of Town codes/ordinances	11.3%	32.1%	22.1%	8.6%	2.9%	23.0%
Q1-7. Overall maintenance of major streets	15.4%	47.1%	24.8%	9.3%	2.9%	0.5%
Q1-8. Overall maintenance of neighborhood streets	15.0%	41.7%	26.0%	10.5%	3.9%	2.9%
Q1-9. Overall maintenance of Town buildings & facilities	14.2%	43.1%	21.1%	2.7%	0.7%	18.1%
Q1-10. Overall maintenance of public housing buildings & grounds	7.1%	21.1%	19.2%	3.7%	0.7%	48.2%
Q1-11. Overall flow of traffic & congestion management in Town	6.4%	26.3%	26.3%	28.7%	11.3%	1.0%
Q1-12. Effectiveness of communication with public	13.0%	34.9%	31.7%	9.8%	4.4%	6.1%
Q1-13. Overall value for your tax dollars & fees	8.8%	30.2%	32.2%	17.0%	8.4%	3.4%



**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	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-14. How well Town is preparing for the future	7.6%	20.1%	28.5%	19.7%	12.0%	12.0%
Q1-15. How well Town is managing change	6.4%	19.2%	29.2%	23.8%	12.0%	9.3%
Q1-16. Emergency preparedness	15.7%	33.2%	17.9%	1.2%	0.5%	31.4%
Q1-17. Quality of landscaping in parks, medians & other public areas	17.0%	52.6%	22.4%	4.7%	1.5%	2.0%
Q1-18. Quality of Chapel Hill Transit	24.0%	37.6%	13.9%	4.2%	1.0%	19.3%

**WITHOUT DON'T KNOW**

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

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of services provided by Town of Chapel Hill	21.6%	63.5%	12.7%	1.8%	0.5%
Q1-2. Overall quality of public safety services	40.7%	47.6%	8.4%	2.0%	1.3%
Q1-3. Overall quality of Town parks & recreation programs & facilities	22.3%	58.0%	14.4%	4.3%	1.1%
Q1-4. Overall quality of customer service you receive from Town employees	22.5%	50.3%	18.9%	6.6%	1.8%
Q1-5. Overall quality of Public Library services	64.7%	28.8%	5.4%	0.6%	0.6%
Q1-6. Overall enforcement of Town codes/ordinances	14.6%	41.7%	28.7%	11.1%	3.8%
Q1-7. Overall maintenance of major streets	15.5%	47.3%	24.9%	9.4%	3.0%
Q1-8. Overall maintenance of neighborhood streets	15.4%	42.9%	26.8%	10.9%	4.0%
Q1-9. Overall maintenance of Town buildings & facilities	17.4%	52.7%	25.7%	3.3%	0.9%
Q1-10. Overall maintenance of public housing buildings & grounds	13.7%	40.8%	37.0%	7.1%	1.4%
Q1-11. Overall flow of traffic & congestion management in Town	6.5%	26.6%	26.6%	29.0%	11.4%
Q1-12. Effectiveness of communication with public	13.9%	37.2%	33.8%	10.5%	4.7%
Q1-13. Overall value for your tax dollars & fees	9.2%	31.3%	33.3%	17.6%	8.7%
Q1-14. How well Town is preparing for the future	8.7%	22.9%	32.4%	22.3%	13.7%
Q1-15. How well Town is managing change	7.0%	21.1%	32.2%	26.3%	13.3%
Q1-16. Emergency preparedness	22.9%	48.4%	26.2%	1.8%	0.7%
Q1-17. Quality of landscaping in parks, medians & other public areas	17.3%	53.6%	22.8%	4.8%	1.5%
Q1-18. Quality of Chapel Hill Transit	29.8%	46.6%	17.2%	5.2%	1.2%

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	8	1.9 %
Overall quality of public safety services	22	5.4 %
Overall quality of Town parks & recreation programs & facilities	22	5.4 %
Overall quality of customer service you receive from Town employees	3	0.7 %
Overall quality of Public Library services	4	1.0 %
Overall enforcement of Town codes/ordinances	8	1.9 %
Overall maintenance of major streets	12	2.9 %
Overall maintenance of neighborhood streets	9	2.2 %
Overall maintenance of Town buildings & facilities	2	0.5 %
Overall maintenance of public housing buildings & grounds	4	1.0 %
Overall flow of traffic & congestion management in Town	77	18.7 %
Effectiveness of communication with public	2	0.5 %
Overall value for your tax dollars & fees	45	10.9 %
How well Town is preparing for the future	59	14.4 %
How well Town is managing change	30	7.3 %
Emergency preparedness	8	1.9 %
Quality of landscaping in parks, medians & other public areas	2	0.5 %
Quality of Chapel Hill Transit	23	5.6 %
None chosen	71	17.3 %
Total	411	100.0 %

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	2	0.5 %
Overall quality of public safety services	14	3.4 %
Overall quality of Town parks & recreation programs & facilities	15	3.6 %
Overall quality of customer service you receive from Town employees	6	1.5 %
Overall quality of Public Library services	7	1.7 %
Overall enforcement of Town codes/ordinances	12	2.9 %
Overall maintenance of major streets	22	5.4 %
Overall maintenance of neighborhood streets	20	4.9 %
Overall maintenance of Town buildings & facilities	3	0.7 %
Overall flow of traffic & congestion management in Town	55	13.4 %
Effectiveness of communication with public	8	1.9 %
Overall value for your tax dollars & fees	38	9.2 %
How well Town is preparing for the future	55	13.4 %
How well Town is managing change	41	10.0 %
Emergency preparedness	6	1.5 %
Quality of landscaping in parks, medians & other public areas	8	1.9 %
Quality of Chapel Hill Transit	20	4.9 %
<u>None chosen</u>	<u>79</u>	<u>19.2 %</u>
Total	411	100.0 %

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	13	3.2 %
Overall quality of public safety services	16	3.9 %
Overall quality of Town parks & recreation programs & facilities	23	5.6 %
Overall quality of customer service you receive from Town employees	5	1.2 %
Overall quality of Public Library services	11	2.7 %
Overall enforcement of Town codes/ordinances	4	1.0 %
Overall maintenance of major streets	17	4.1 %
Overall maintenance of neighborhood streets	16	3.9 %
Overall maintenance of Town buildings & facilities	2	0.5 %
Overall maintenance of public housing buildings & grounds	6	1.5 %
Overall flow of traffic & congestion management in Town	44	10.7 %
Effectiveness of communication with public	12	2.9 %
Overall value for your tax dollars & fees	25	6.1 %
How well Town is preparing for the future	43	10.5 %
How well Town is managing change	50	12.2 %
Emergency preparedness	9	2.2 %
Quality of landscaping in parks, medians & other public areas	12	2.9 %
Quality of Chapel Hill Transit	14	3.4 %
<u>None chosen</u>	<u>89</u>	<u>21.7 %</u>
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of these items listed in Question 1 do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Town of Chapel Hill	23	5.6 %
Overall quality of public safety services	52	12.7 %
Overall quality of Town parks & recreation programs & facilities	60	14.6 %
Overall quality of customer service you receive from Town employees	14	3.4 %
Overall quality of Public Library services	22	5.4 %
Overall enforcement of Town codes/ordinances	24	5.8 %
Overall maintenance of major streets	51	12.4 %
Overall maintenance of neighborhood streets	45	10.9 %
Overall maintenance of Town buildings & facilities	7	1.7 %
Overall maintenance of public housing buildings & grounds	10	2.4 %
Overall flow of traffic & congestion management in Town	176	42.8 %
Effectiveness of communication with public	22	5.4 %
Overall value for your tax dollars & fees	108	26.3 %
How well Town is preparing for the future	157	38.2 %
How well Town is managing change	121	29.4 %
Emergency preparedness	23	5.6 %
Quality of landscaping in parks, medians & other public areas	22	5.4 %
Quality of Chapel Hill Transit	57	13.9 %
None chosen	71	17.3 %
Total	1065	

**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=411)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3-1. Overall image of Town	30.8%	55.4%	9.1%	3.0%	1.0%	0.7%
Q3-2. Overall quality of life in Town	34.7%	53.9%	7.6%	2.5%	0.5%	0.7%
Q3-3. Overall feeling of safety in Town	27.3%	54.8%	11.9%	3.0%	1.5%	1.5%
Q3-4. Quality of new development in Town	8.4%	26.1%	28.6%	19.7%	12.3%	4.9%
Q3-5. As a place to retire	20.9%	37.2%	17.5%	9.4%	6.4%	8.6%
Q3-6. Overall appearance of Town	17.5%	52.1%	18.8%	6.9%	2.7%	2.0%
Q3-7. Availability of affordable housing for sale	4.4%	10.8%	19.7%	26.1%	21.9%	17.0%
Q3-8. Availability of affordable housing for rent	5.2%	9.6%	22.2%	20.4%	18.0%	24.6%
Q3-9. Acceptance of diverse populations	25.1%	38.2%	22.7%	8.9%	3.0%	2.2%
Q3-10. As a community thinking about choices for future generations	10.8%	27.6%	29.1%	15.5%	7.6%	9.4%
Q3-11. Job availability	6.7%	17.2%	25.1%	19.2%	7.9%	23.9%

**WITHOUT DON'T KNOW**

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

(N=411)

	Excellent	Good	Neutral	Below Average	Poor
Q3-1. Overall image of Town	31.0%	55.8%	9.2%	3.0%	1.0%
Q3-2. Overall quality of life in Town	35.0%	54.3%	7.7%	2.5%	0.5%
Q3-3. Overall feeling of safety in Town	27.7%	55.7%	12.1%	3.0%	1.5%
Q3-4. Quality of new development in Town	8.8%	27.5%	30.1%	20.7%	13.0%
Q3-5. As a place to retire	22.9%	40.7%	19.1%	10.2%	7.0%
Q3-6. Overall appearance of Town	17.9%	53.1%	19.1%	7.1%	2.8%
Q3-7. Availability of affordable housing for sale	5.3%	13.1%	23.7%	31.5%	26.4%
Q3-8. Availability of affordable housing for rent	6.9%	12.7%	29.4%	27.1%	23.9%
Q3-9. Acceptance of diverse populations	25.7%	39.0%	23.2%	9.1%	3.0%
Q3-10. As a community thinking about choices for future generations	12.0%	30.4%	32.1%	17.1%	8.4%
Q3-11. Job availability	8.7%	22.7%	33.0%	25.2%	10.4%



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

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. Overall quality of local fire protection	40.1%	35.5%	4.9%	0.5%	0.2%	18.8%
Q4-2. How quickly fire units respond to emergencies	36.7%	24.2%	5.6%	0.5%	0.5%	32.5%
Q4-3. Fire safety education programs	21.8%	22.7%	10.8%	0.5%	0.2%	44.0%
Q4-4. Fire safety you feel while visiting businesses or restaurants	32.8%	42.1%	13.2%	0.2%	0.2%	11.5%

**WITHOUT DON'T KNOW**

**Q4. PUBLIC SAFETY-Fire & Emergency Management Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. Overall quality of local fire protection	49.4%	43.7%	6.0%	0.6%	0.3%
Q4-2. How quickly fire units respond to emergencies	54.3%	35.9%	8.3%	0.7%	0.7%
Q4-3. Fire safety education programs	38.9%	40.6%	19.2%	0.9%	0.4%
Q4-4. Fire safety you feel while visiting businesses or restaurants	37.0%	47.5%	14.9%	0.3%	0.3%

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

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-5. Overall quality of local police protection	35.0%	43.0%	12.0%	1.7%	1.0%	7.3%
Q5-6. Visibility of police in neighborhoods	23.7%	39.4%	24.2%	6.4%	2.2%	4.2%
Q5-7. Town's efforts to prevent crime	18.6%	40.3%	21.0%	3.9%	2.0%	14.2%
Q5-8. How quickly police respond to emergencies	30.9%	35.3%	10.3%	1.7%	0.2%	21.6%
Q5-9. Enforcement of local traffic laws	21.3%	37.3%	19.9%	11.0%	3.9%	6.6%
Q5-10. Police safety education programs	15.7%	21.1%	16.0%	1.7%	0.0%	45.5%
Q5-11. Chapel Hill Police Department's overall performance	26.4%	48.9%	14.4%	1.7%	0.7%	7.8%
Q5-12. Attitude & behavior of Police Department personnel toward residents	35.0%	35.7%	12.5%	3.7%	0.7%	12.5%
Q5-13. Level of safety & security in your neighborhood	30.8%	48.4%	11.7%	6.6%	0.7%	1.7%

**WITHOUT DON'T KNOW**

**Q5. PUBLIC SAFETY-Police Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-5. Overall quality of local police protection	37.7%	46.4%	12.9%	1.8%	1.1%
Q5-6. Visibility of police in neighborhoods	24.7%	41.1%	25.3%	6.6%	2.3%
Q5-7. Town's efforts to prevent crime	21.7%	47.0%	24.5%	4.6%	2.3%
Q5-8. How quickly police respond to emergencies	39.4%	45.0%	13.1%	2.2%	0.3%
Q5-9. Enforcement of local traffic laws	22.8%	39.9%	21.3%	11.8%	4.2%
Q5-10. Police safety education programs	28.8%	38.7%	29.3%	3.2%	0.0%
Q5-11. Chapel Hill Police Department's overall performance	28.6%	53.1%	15.6%	1.9%	0.8%
Q5-12. Attitude & behavior of Police Department personnel toward residents	39.9%	40.8%	14.2%	4.2%	0.8%
Q5-13. Level of safety & security in your neighborhood	31.3%	49.3%	11.9%	6.7%	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?**

Q6. Top choice	Number	Percent
Overall quality of local fire protection	16	3.9 %
How quickly fire units respond to emergencies	25	6.1 %
Fire safety education programs	7	1.7 %
Fire safety you feel while visiting businesses or restaurants	6	1.5 %
Overall quality of local police protection	40	9.7 %
Visibility of police in neighborhoods	37	9.0 %
Town's efforts to prevent crime	55	13.4 %
How quickly police respond to emergencies	16	3.9 %
Enforcement of local traffic laws	35	8.5 %
Police safety education programs	6	1.5 %
Chapel Hill Police Department's overall performance	12	2.9 %
Attitude & behavior of Police Department personnel toward residents	34	8.3 %
Level of safety & security in your neighborhood	59	14.4 %
None chosen	63	15.3 %
Total	411	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?**

Q6. 2nd choice	Number	Percent
Overall quality of local fire protection	18	4.4 %
How quickly fire units respond to emergencies	18	4.4 %
Fire safety education programs	10	2.4 %
Fire safety you feel while visiting businesses or restaurants	6	1.5 %
Overall quality of local police protection	25	6.1 %
Visibility of police in neighborhoods	54	13.1 %
Town's efforts to prevent crime	53	12.9 %
How quickly police respond to emergencies	32	7.8 %
Enforcement of local traffic laws	31	7.5 %
Police safety education programs	12	2.9 %
Chapel Hill Police Department's overall performance	10	2.4 %
Attitude & behavior of Police Department personnel toward residents	26	6.3 %
Level of safety & security in your neighborhood	32	7.8 %
None chosen	84	20.4 %
Total	411	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?**

Q6. 3rd choice	Number	Percent
Overall quality of local fire protection	14	3.4 %
How quickly fire units respond to emergencies	17	4.1 %
Fire safety education programs	16	3.9 %
Fire safety you feel while visiting businesses or restaurants	2	0.5 %
Overall quality of local police protection	16	3.9 %
Visibility of police in neighborhoods	33	8.0 %
Town's efforts to prevent crime	42	10.2 %
How quickly police respond to emergencies	22	5.4 %
Enforcement of local traffic laws	30	7.3 %
Police safety education programs	9	2.2 %
Chapel Hill Police Department's overall performance	18	4.4 %
Attitude & behavior of Police Department personnel toward residents	37	9.0 %
Level of safety & security in your neighborhood	48	11.7 %
None chosen	107	26.0 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**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 3)**

Q6. Sum of Top 3 Choices	Number	Percent
Overall quality of local fire protection	48	11.7 %
How quickly fire units respond to emergencies	60	14.6 %
Fire safety education programs	33	8.0 %
Fire safety you feel while visiting businesses or restaurants	14	3.4 %
Overall quality of local police protection	81	19.7 %
Visibility of police in neighborhoods	124	30.2 %
Town's efforts to prevent crime	150	36.5 %
How quickly police respond to emergencies	70	17.0 %
Enforcement of local traffic laws	96	23.4 %
Police safety education programs	27	6.6 %
Chapel Hill Police Department's overall performance	40	9.7 %
Attitude & behavior of Police Department personnel toward residents	97	23.6 %
Level of safety & security in your neighborhood	139	33.8 %
None chosen	63	15.3 %
Total	1042	

**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 Police Department within past 2 years	Number	Percent
Neighborhood meeting	64	15.6 %
911 call I initiated	110	26.8 %
Enforcement setting	69	16.8 %
As a victim of a crime	34	8.3 %
Citizens Academy	7	1.7 %
None	213	51.8 %
Total	497	

**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=411)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
Q8-1. In your neighborhood during the day	84.9%	12.9%	1.5%	0.0%	0.7%
Q8-2. In your neighborhood at night	54.5%	36.2%	7.3%	1.2%	0.7%
Q8-3. In Downtown Chapel Hill during the day	63.7%	27.1%	7.1%	0.5%	1.7%
Q8-4. In Downtown Chapel Hill at night	18.5%	42.6%	25.8%	6.3%	6.8%
Q8-5. While patronizing bars & clubs in Chapel Hill	17.3%	25.9%	11.2%	3.2%	42.4%
Q8-6. On UNC-Chapel Hill Campus	37.3%	38.8%	7.6%	1.2%	15.1%

**WITHOUT DON'T KNOW**

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

(N=411)

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
Q8-1. In your neighborhood during the day	85.5%	13.0%	1.5%	0.0%
Q8-2. In your neighborhood at night	54.9%	36.5%	7.4%	1.2%
Q8-3. In Downtown Chapel Hill during the day	64.8%	27.5%	7.2%	0.5%
Q8-4. In Downtown Chapel Hill at night	19.8%	45.7%	27.7%	6.8%
Q8-5. While patronizing bars & clubs in Chapel Hill	30.1%	44.9%	19.5%	5.5%
Q8-6. On UNC-Chapel Hill Campus	44.0%	45.7%	8.9%	1.4%

**Q9. TOWN REGULATIONS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Enforcing clean-up of litter & debris on private property	12.3%	34.5%	20.0%	10.3%	3.2%	19.7%
Q9-2. Enforcing mowing & trimming of property	12.1%	32.5%	22.7%	9.4%	3.2%	20.2%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	9.6%	31.0%	27.8%	7.4%	2.2%	21.9%
Q9-4. Enforcing maintenance of business property	10.1%	36.0%	22.5%	5.2%	1.0%	25.2%
Q9-5. Enforcing parking-residential neighborhoods	11.6%	31.5%	22.2%	10.3%	1.5%	22.9%
Q9-6. Enforcing sign regulations	11.1%	32.3%	25.2%	4.2%	2.2%	24.9%

**WITHOUT DON'T KNOW**

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

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Enforcing clean-up of litter & debris on private property	15.3%	42.9%	24.8%	12.9%	4.0%
Q9-2. Enforcing mowing & trimming of property	15.1%	40.7%	28.4%	11.7%	4.0%
Q9-3. Enforcing maintenance of residential property (exterior of homes)	12.3%	39.7%	35.6%	9.5%	2.8%
Q9-4. Enforcing maintenance of business property	13.5%	48.2%	30.0%	6.9%	1.3%
Q9-5. Enforcing parking-residential neighborhoods	15.0%	40.9%	28.8%	13.4%	1.9%
Q9-6. Enforcing sign regulations	14.8%	43.1%	33.6%	5.6%	3.0%



**Q10. PARKS AND RECREATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10-1. Maintenance of Town parks/cemeteries	19.6%	54.8%	10.9%	3.7%	0.0%	10.9%
Q10-2. Number of Town parks	19.9%	44.4%	17.9%	8.2%	2.2%	7.4%
Q10-3. Number of walking & biking trails	19.8%	38.4%	14.4%	15.3%	5.2%	6.9%
Q10-4. Quality of outdoor athletic fields	18.8%	37.4%	16.6%	3.0%	0.5%	23.8%
Q10-5. Number of outdoor athletic fields	16.7%	34.6%	17.7%	5.7%	0.7%	24.6%
Q10-6. Availability of information about Town parks & recreation programs	18.6%	42.2%	19.9%	6.7%	0.7%	11.9%
Q10-7. Town's youth athletic programs	13.2%	25.8%	13.9%	2.2%	0.2%	44.7%
Q10-8. Town's adult athletic programs	10.9%	22.8%	13.9%	3.5%	0.5%	48.4%
Q10-9. Special events/festivals (Festifall, July 4th, etc.)	17.6%	41.9%	21.6%	4.7%	1.7%	12.4%
Q10-10. Adapted recreation & inclusion programs	8.9%	17.9%	11.7%	2.2%	0.2%	59.1%
Q10-11. Number of children's play areas	13.2%	33.5%	15.6%	5.0%	0.7%	32.0%
Q10-12. Number of programs for teens	6.7%	14.9%	16.6%	6.5%	1.7%	53.6%
Q10-13. Arts programs (ceramics, plaza concerts, dance)	11.4%	30.3%	18.9%	4.2%	0.2%	35.0%
Q10-14. Public art (rotating sculpture, etc.)	13.4%	35.5%	23.3%	6.2%	1.7%	19.9%
Q10-15. Quality of aquatics facilities/programs	17.4%	30.5%	15.4%	3.7%	1.5%	31.5%

**WITHOUT DON'T KNOW**

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

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10-1. Maintenance of Town parks/cemeteries	22.0%	61.6%	12.3%	4.2%	0.0%
Q10-2. Number of Town parks	21.4%	48.0%	19.3%	8.8%	2.4%
Q10-3. Number of walking & biking trails	21.3%	41.2%	15.4%	16.5%	5.6%
Q10-4. Quality of outdoor athletic fields	24.7%	49.0%	21.8%	3.9%	0.6%
Q10-5. Number of outdoor athletic fields	22.1%	45.9%	23.4%	7.6%	1.0%
Q10-6. Availability of information about Town parks & recreation programs	21.1%	47.9%	22.5%	7.6%	0.8%
Q10-7. Town's youth athletic programs	23.8%	46.6%	25.1%	4.0%	0.4%
Q10-8. Town's adult athletic programs	21.2%	44.2%	26.9%	6.7%	1.0%
Q10-9. Special events/festivals (Festifall, July 4th, etc.)	20.1%	47.9%	24.6%	5.4%	2.0%
Q10-10. Adapted recreation & inclusion programs	21.8%	43.6%	28.5%	5.5%	0.6%
Q10-11. Number of children's play areas	19.3%	49.3%	23.0%	7.3%	1.1%
Q10-12. Number of programs for teens	14.4%	32.1%	35.8%	13.9%	3.7%
Q10-13. Arts programs (ceramics, plaza concerts, dance)	17.6%	46.6%	29.0%	6.5%	0.4%
Q10-14. Public art (rotating sculpture, etc.)	16.7%	44.3%	29.1%	7.7%	2.2%
Q10-15. Quality of aquatics facilities/programs	25.4%	44.6%	22.5%	5.4%	2.2%

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q11. Top choice	Number	Percent
Maintenance of Town parks/cemeteries	40	9.7 %
Number of Town parks	20	4.9 %
Number of walking & biking trails	111	27.0 %
Quality of outdoor athletic fields	12	2.9 %
Number of outdoor athletic fields	13	3.2 %
Availability of information about Town parks & recreation programs	15	3.6 %
Town's youth athletic programs	14	3.4 %
Town's adult athletic programs	2	0.5 %
Special events/festivals (Festifall, July 4th, etc.)	11	2.7 %
Adapted recreation & inclusion programs	5	1.2 %
Number of children's play areas	7	1.7 %
Number of programs for teens	24	5.8 %
Arts programs (ceramics, plaza concerts, dance)	6	1.5 %
Public art (rotating sculpture, etc.)	6	1.5 %
Quality of aquatics facilities/programs	15	3.6 %
None chosen	110	26.8 %
Total	411	100.0 %

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q11. 2nd choice	Number	Percent
Maintenance of Town parks/cemeteries	18	4.4 %
Number of Town parks	36	8.8 %
Number of walking & biking trails	42	10.2 %
Quality of outdoor athletic fields	14	3.4 %
Number of outdoor athletic fields	14	3.4 %
Availability of information about Town parks & recreation programs	17	4.1 %
Town's youth athletic programs	19	4.6 %
Town's adult athletic programs	7	1.7 %
Special events/festivals (Festifall, July 4th, etc.)	21	5.1 %
Adapted recreation & inclusion programs	5	1.2 %
Number of children's play areas	18	4.4 %
Number of programs for teens	16	3.9 %
Arts programs (ceramics, plaza concerts, dance)	17	4.1 %
Public art (rotating sculpture, etc.)	9	2.2 %
Quality of aquatics facilities/programs	15	3.6 %
None chosen	143	34.8 %
Total	411	100.0 %

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q11. 3rd choice	Number	Percent
Maintenance of Town parks/cemeteries	21	5.1 %
Number of Town parks	23	5.6 %
Number of walking & biking trails	24	5.8 %
Quality of outdoor athletic fields	9	2.2 %
Number of outdoor athletic fields	10	2.4 %
Availability of information about Town parks & recreation programs	13	3.2 %
Town's youth athletic programs	15	3.6 %
Town's adult athletic programs	12	2.9 %
Special events/festivals (Festifall, July 4th, etc.)	24	5.8 %
Adapted recreation & inclusion programs	6	1.5 %
Number of children's play areas	18	4.4 %
Number of programs for teens	18	4.4 %
Arts programs (ceramics, plaza concerts, dance)	16	3.9 %
Public art (rotating sculpture, etc.)	18	4.4 %
Quality of aquatics facilities/programs	16	3.9 %
None chosen	168	40.9 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q11. Which THREE of the parks and recreation items listed in Question 10 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

<u>Q11. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks/cemeteries	79	19.2 %
Number of Town parks	79	19.2 %
Number of walking & biking trails	177	43.1 %
Quality of outdoor athletic fields	35	8.5 %
Number of outdoor athletic fields	37	9.0 %
Availability of information about Town parks & recreation programs	45	10.9 %
Town's youth athletic programs	48	11.7 %
Town's adult athletic programs	21	5.1 %
Special events/festivals (Festifall, July 4th, etc.)	56	13.6 %
Adapted recreation & inclusion programs	16	3.9 %
Number of children's play areas	43	10.5 %
Number of programs for teens	58	14.1 %
Arts programs (ceramics, plaza concerts, dance)	39	9.5 %
Public art (rotating sculpture, etc.)	33	8.0 %
Quality of aquatics facilities/programs	46	11.2 %
None chosen	110	26.8 %
Total	922	

**Q12. LIBRARY SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12-1. Overall quality of library services	57.9%	22.9%	5.5%	0.3%	0.0%	13.4%
Q12-2. Library hours of operation	35.9%	34.7%	10.4%	4.3%	0.5%	14.2%
Q12-3. Customer service provided by staff	53.4%	24.6%	6.1%	0.5%	0.3%	15.2%
Q12-4. Children's programs	27.8%	17.2%	8.6%	0.0%	0.0%	46.3%
Q12-5. Teen programs	18.2%	12.9%	9.9%	1.3%	0.0%	57.7%
Q12-6. Adult programs	22.8%	17.0%	11.9%	1.0%	0.0%	47.3%
Q12-7. Print collection	30.5%	33.0%	7.9%	2.5%	0.3%	25.9%
Q12-8. DVD collection	21.5%	21.3%	13.7%	3.5%	0.3%	39.7%
Q12-9. Music collection	19.2%	19.7%	12.4%	1.8%	0.3%	46.6%
Q12-10. Audio collection	20.5%	21.5%	13.4%	1.5%	0.0%	43.0%
Q12-11. Ebook collection	15.9%	16.2%	13.9%	3.5%	0.8%	49.6%
Q12-12. WiFi service	27.6%	20.3%	9.9%	1.3%	0.3%	40.8%

**WITHOUT DON'T KNOW**

**Q12. LIBRARY SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12-1. Overall quality of library services	66.9%	26.5%	6.4%	0.3%	0.0%
Q12-2. Library hours of operation	41.9%	40.4%	12.1%	5.0%	0.6%
Q12-3. Customer service provided by staff	63.0%	29.0%	7.2%	0.6%	0.3%
Q12-4. Children's programs	51.9%	32.1%	16.0%	0.0%	0.0%
Q12-5. Teen programs	43.1%	30.5%	23.4%	3.0%	0.0%
Q12-6. Adult programs	43.3%	32.2%	22.6%	1.9%	0.0%
Q12-7. Print collection	41.1%	44.5%	10.6%	3.4%	0.3%
Q12-8. DVD collection	35.7%	35.3%	22.7%	5.9%	0.4%
Q12-9. Music collection	36.0%	37.0%	23.2%	3.3%	0.5%
Q12-10. Audio collection	36.0%	37.8%	23.6%	2.7%	0.0%
Q12-11. Ebook collection	31.7%	32.2%	27.6%	7.0%	1.5%
Q12-12. WiFi service	46.6%	34.2%	16.7%	2.1%	0.4%

**Q13. PUBLIC WORKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Maintenance of Town main street thoroughfares	18.1%	53.1%	18.6%	6.5%	1.5%	2.2%
Q13-2. Maintenance of streets in your neighborhood	18.1%	46.7%	19.6%	10.4%	2.7%	2.5%
Q13-3. Maintenance of street signs/ pavement markings	17.1%	49.1%	21.6%	6.9%	3.0%	2.2%
Q13-4. Maintenance/preservation of Downtown	14.4%	41.7%	25.6%	11.4%	4.0%	3.0%
Q13-5. Overall cleanliness of streets, & other public areas	17.4%	53.1%	17.9%	7.7%	2.2%	1.7%
Q13-6. Adequacy of street lighting	14.4%	36.8%	23.9%	16.9%	6.7%	1.2%
Q13-7. Condition of sidewalks	11.2%	34.7%	27.8%	17.6%	6.2%	2.5%
Q13-8. Maintenance of stormwater drainage system	11.4%	32.5%	22.8%	14.1%	8.2%	10.9%



**WITHOUT DON'T KNOW**

**Q13. PUBLIC WORKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Maintenance of Town main street thoroughfares	18.5%	54.3%	19.0%	6.6%	1.5%
Q13-2. Maintenance of streets in your neighborhood	18.6%	47.8%	20.1%	10.7%	2.8%
Q13-3. Maintenance of street signs/pavement markings	17.5%	50.3%	22.1%	7.1%	3.0%
Q13-4. Maintenance/preservation of Downtown	14.8%	43.0%	26.3%	11.8%	4.1%
Q13-5. Overall cleanliness of streets, & other public areas	17.7%	54.0%	18.2%	7.8%	2.3%
Q13-6. Adequacy of street lighting	14.6%	37.3%	24.2%	17.1%	6.8%
Q13-7. Condition of sidewalks	11.5%	35.6%	28.5%	18.1%	6.4%
Q13-8. Maintenance of stormwater drainage system	12.8%	36.5%	25.6%	15.9%	9.2%

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q14. Top choice	Number	Percent
Maintenance of Town main street thoroughfares	43	10.5 %
Maintenance of streets in your neighborhood	43	10.5 %
Maintenance of street signs/pavement markings	13	3.2 %
Maintenance/preservation of Downtown	44	10.7 %
Overall cleanliness of streets, & other public areas	16	3.9 %
Adequacy of street lighting	53	12.9 %
Condition of sidewalks	48	11.7 %
Maintenance of stormwater drainage system	81	19.7 %
None chosen	70	17.0 %
Total	411	100.0 %

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q14. 2nd choice	Number	Percent
Maintenance of Town main street thoroughfares	38	9.2 %
Maintenance of streets in your neighborhood	41	10.0 %
Maintenance of street signs/pavement markings	20	4.9 %
Maintenance/preservation of Downtown	43	10.5 %
Overall cleanliness of streets, & other public areas	35	8.5 %
Adequacy of street lighting	50	12.2 %
Condition of sidewalks	53	12.9 %
Maintenance of stormwater drainage system	32	7.8 %
None chosen	99	24.1 %
Total	411	100.0 %

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years?**

Q14. 3rd choice	Number	Percent
Maintenance of Town main street thoroughfares	29	7.1 %
Maintenance of streets in your neighborhood	31	7.5 %
Maintenance of street signs/pavement markings	23	5.6 %
Maintenance/preservation of Downtown	35	8.5 %
Overall cleanliness of streets, & other public areas	34	8.3 %
Adequacy of street lighting	44	10.7 %
Condition of sidewalks	35	8.5 %
Maintenance of stormwater drainage system	51	12.4 %
None chosen	129	31.4 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q14. Which THREE of the maintenance/public works items listed in Question 13 above do you think should receive the MOST EMPHASIS from Town leaders over the next TWO Years? (top 3)**

Q14. Sum of Top 3 Choices	Number	Percent
Maintenance of Town main street thoroughfares	110	26.8 %
Maintenance of streets in your neighborhood	115	28.0 %
Maintenance of street signs/pavement markings	56	13.6 %
Maintenance/preservation of Downtown	122	29.7 %
Overall cleanliness of streets, & other public areas	85	20.7 %
Adequacy of street lighting	147	35.8 %
Condition of sidewalks	136	33.1 %
Maintenance of stormwater drainage system	164	39.9 %
None chosen	70	17.0 %
Total	1005	

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

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Quality of information about Town programs/services	14.2%	39.7%	26.9%	6.5%	1.7%	11.0%
Q15-2. Access to information on local issues/events	13.2%	40.6%	24.2%	8.7%	2.5%	10.7%
Q15-3. Opportunities to participate in local government	10.8%	33.0%	28.0%	6.0%	3.0%	19.3%
Q15-4. Access to Mayor & Town Council	9.0%	21.7%	28.2%	7.2%	3.5%	30.4%
Q15-5. Quality of www.townofchapelhill.org	12.7%	35.4%	23.4%	5.0%	0.2%	23.2%
Q15-6. Chapel Hill eNews updates	12.7%	21.7%	19.2%	2.7%	1.2%	42.4%

**WITHOUT DON'T KNOW**

**Q15. PUBLIC COMMUNICATION AND OUTREACH. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Quality of information about Town programs/services	16.0%	44.5%	30.3%	7.3%	2.0%
Q15-2. Access to information on local issues/events	14.8%	45.5%	27.1%	9.8%	2.8%
Q15-3. Opportunities to participate in local government	13.3%	40.9%	34.7%	7.4%	3.7%
Q15-4. Access to Mayor & Town Council	12.9%	31.2%	40.5%	10.4%	5.0%
Q15-5. Quality of www.townofchapelhill.org	16.6%	46.1%	30.5%	6.5%	0.3%
Q15-6. Chapel Hill eNews updates	22.1%	37.7%	33.3%	4.8%	2.2%

**Q16. Which of the following are your primary sources of information about Town issues, services, events and emergencies (severe weather, community threat, etc.)?**

Q16. Your primary sources of information about  
Town issues, services, events & emergencies

	Number	Percent
www.townofchapelhill.org	179	43.6 %
Chapel Hill eNews	78	19.0 %
Social media	64	15.6 %
HOA/community organizations	126	30.7 %
Neighborhood Watch	37	9.0 %
Word of mouth	204	49.6 %
Alert Carolina	105	25.5 %
Chapel Hill Gov-TV	15	3.6 %
Television news	134	32.6 %
Radio	154	37.5 %
Newspapers	252	61.3 %
Community planning meetings	12	2.9 %
Other	32	7.8 %
None selected	18	4.4 %
Total	1410	

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies?**

Q17. Top choice	Number	Percent
www.townofchapelhill.org	81	19.7 %
Chapel Hill eNews	48	11.7 %
Social media	20	4.9 %
HOA/community organizations	17	4.1 %
Neighborhood Watch	1	0.2 %
Word of mouth	3	0.7 %
Alert Carolina	18	4.4 %
Chapel Hill Gov-TV	1	0.2 %
Television news	29	7.1 %
Radio	33	8.0 %
Newspapers	58	14.1 %
Community planning meetings	1	0.2 %
Other	7	1.7 %
None chosen	94	22.9 %
Total	411	100.0 %

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies?**

Q17. 2nd choice	Number	Percent
www.townofchapelhill.org	27	6.6 %
Chapel Hill eNews	30	7.3 %
Social media	20	4.9 %
HOA/community organizations	15	3.6 %
Neighborhood Watch	5	1.2 %
Word of mouth	16	3.9 %
Alert Carolina	21	5.1 %
Chapel Hill Gov-TV	3	0.7 %
Television news	29	7.1 %
Radio	48	11.7 %
Newspapers	65	15.8 %
Community planning meetings	1	0.2 %
Other	4	1.0 %
None chosen	127	30.9 %
Total	411	100.0 %

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies?**

Q17. 3rd choice	Number	Percent
www.townofchapelhill.org	30	7.3 %
Chapel Hill eNews	12	2.9 %
Social media	19	4.6 %
HOA/community organizations	22	5.4 %
Neighborhood Watch	5	1.2 %
Word of mouth	22	5.4 %
Alert Carolina	25	6.1 %
Chapel Hill Gov-TV	3	0.7 %
Television news	27	6.6 %
Radio	22	5.4 %
Newspapers	47	11.4 %
Community planning meetings	3	0.7 %
Other	4	1.0 %
None chosen	170	41.4 %
Total	411	100.0 %

**SUM OF TOP 3 CHOICES**

**Q17. What are the THREE ways listed in Question 16 you most prefer to receive information about Town issues, services, events, and emergencies? (top 3)**

Q17. Sum of Top 3 Choices	Number	Percent
www.townofchapelhill.org	138	33.6 %
Chapel Hill eNews	90	21.9 %
Social media	59	14.4 %
HOA/community organizations	54	13.1 %
Neighborhood Watch	11	2.7 %
Word of mouth	41	10.0 %
Alert Carolina	64	15.6 %
Chapel Hill Gov-TV	7	1.7 %
Television news	85	20.7 %
Radio	103	25.1 %
Newspapers	170	41.4 %
Community planning meetings	5	1.2 %
Other	15	3.6 %
None chosen	94	22.9 %
Total	936	

**Q18. 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?**

(N=411)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q18-1. Sense of belonging to community	39.7%	43.3%	10.9%	6.1%
Q18-2. Quality of public schools	73.4%	15.0%	2.8%	8.8%
Q18-3. Employment opportunities	45.8%	25.6%	10.6%	18.0%
Q18-4. Types of housing	51.8%	33.8%	6.3%	8.1%
Q18-5. Affordability of housing	44.4%	31.6%	11.1%	12.9%
Q18-6. Access to quality shopping	37.1%	40.4%	10.3%	12.3%
Q18-7. Availability of parks & recreation opportunities	51.5%	38.8%	3.8%	6.0%
Q18-8. Near family or friends	33.3%	31.3%	10.0%	25.3%
Q18-9. Safety & security	76.9%	19.4%	2.5%	1.2%
Q18-10. Availability of transportation options	40.5%	33.7%	9.3%	16.6%
Q18-11. Well maintained local streets	45.0%	42.2%	7.0%	5.8%
Q18-12. Availability of cultural activities/arts	51.5%	35.8%	6.5%	6.3%
Q18-13. Access to restaurants/entertainment	57.1%	34.2%	3.5%	5.2%
Q18-14. University community	51.3%	30.4%	6.3%	12.1%
Q18-15. Access to Research Triangle Park	27.6%	28.9%	10.6%	32.9%
Q18-16. Community planning for the future	44.3%	30.2%	15.5%	10.1%
Q18-17. Other	83.3%	5.1%	7.7%	3.8%



**Q18. REASONS TO LIVE IN CHAPEL HILL. Are your needs being met?**

(N=411)

	Yes	No
Q18-1. Sense of belonging to community	80.2%	19.8%
Q18-2. Quality of public schools	86.8%	13.2%
Q18-3. Employment opportunities	70.5%	29.5%
Q18-4. Types of housing	83.3%	16.7%
Q18-5. Affordability of housing	63.8%	36.2%
Q18-6. Access to quality shopping	59.4%	40.6%
Q18-7. Availability of parks & recreation opportunities	86.8%	13.2%
Q18-8. Near family or friends	86.6%	13.4%
Q18-9. Safety & security	92.9%	7.1%
Q18-10. Availability of transportation options	76.6%	23.4%
Q18-11. Well maintained local streets	80.4%	19.6%
Q18-12. Availability of cultural activities/arts	89.9%	10.1%
Q18-13. Access to restaurants/entertainment	89.2%	10.8%
Q18-14. University community	97.8%	2.2%
Q18-15. Access to Research Triangle Park	91.5%	8.5%
Q18-16. Community planning for the future	57.4%	42.6%
Q18-17. Other	46.7%	53.3%

**Q19. 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=411)

	Much too slow	Slow	Just right	Fast	Much too fast	Don't know
Q19-1. Office development	9.5%	17.0%	25.9%	8.2%	13.2%	26.2%
Q19-2. Multi-family residential development	4.5%	12.8%	24.3%	17.0%	23.3%	18.3%
Q19-3. Single-family residential development	6.3%	12.5%	36.8%	17.0%	9.8%	17.8%
Q19-4. Retail development	18.7%	27.9%	19.2%	9.5%	11.0%	13.7%
Q19-5. Mixed use development	8.8%	17.8%	24.8%	12.0%	18.8%	18.0%

**WITHOUT DON'T KNOW**

**Q19. 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")**

(N=411)

	Much too slow	Slow	Just right	Fast	Much too fast
Q19-1. Office development	12.8%	23.0%	35.1%	11.1%	17.9%
Q19-2. Multi-family residential development	5.5%	15.6%	29.7%	20.8%	28.4%
Q19-3. Single-family residential development	7.6%	15.2%	44.7%	20.7%	11.9%
Q19-4. Retail development	21.7%	32.4%	22.3%	11.0%	12.7%
Q19-5. Mixed use development	10.7%	21.6%	30.2%	14.6%	22.9%

**Q20. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20-1. How well traffic signal system provides for efficient traffic flow	6.5%	36.8%	21.5%	19.8%	11.3%	4.3%
Q20-2. Town's bus service, Chapel Hill Transit	24.9%	30.7%	14.3%	5.8%	2.0%	22.4%
Q20-3. Ease of walking or biking in Chapel Hill	11.3%	32.5%	22.5%	16.5%	11.8%	5.5%
Q20-4. Availability of sidewalks in the Town	10.3%	36.8%	19.8%	21.8%	8.0%	3.5%
Q20-5. Availability of greenways & walking trails	17.5%	40.0%	19.0%	10.0%	6.8%	6.8%

**WITHOUT DON'T KNOW**

**Q20. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20-1. How well traffic signal system provides for efficient traffic flow	6.8%	38.4%	22.5%	20.6%	11.7%
Q20-2. Town's bus service, Chapel Hill Transit	32.0%	39.5%	18.4%	7.4%	2.6%
Q20-3. Ease of walking or biking in Chapel Hill	11.9%	34.4%	23.8%	17.5%	12.4%
Q20-4. Availability of sidewalks in the Town	10.6%	38.1%	20.5%	22.5%	8.3%
Q20-5. Availability of greenways & walking trails	18.8%	42.9%	20.4%	10.7%	7.2%

**Q21. In your experience, which are the most congested east-west roads?**

<u>Q21. Most congested east-west roads</u>	<u>Number</u>	<u>Percent</u>
Franklin Street	89	21.7 %
US 15-501	285	69.3 %
Raleigh Road & NC-54	205	49.9 %
Estes Drive	137	33.3 %
None selected	17	4.1 %
Total	733	

**Q22. Which are the most congested north-south roads?**

<u>Q22. Most congested north-south roads</u>	<u>Number</u>	<u>Percent</u>
Fordham Boulevard	251	61.1 %
US 15-501 South	196	47.7 %
S Columbia Street	109	26.5 %
Martin Luther King Jr Boulevard	76	18.5 %
Hillsborough Street-Raleigh Street	47	11.4 %
None selected	29	7.1 %
Total	708	

**Q23. Do you or does any member of your household use Chapel Hill Transit?**

Q23. Do you use Chapel Hill Transit	Number	Percent
Yes	149	36.3 %
No	262	63.7 %
Total	411	100.0 %

**Q23a. (If YES to Question 23) What is the primary reason for taking the bus?**

Q23a. Primary reason for taking the bus	Number	Percent
To go to & from work	67	45.0 %
To go to & from shopping	18	12.1 %
To go to & from medical appointments	8	5.4 %
To go to & from social activities	27	18.1 %
To go to & from school	26	17.4 %
Not provided	3	2.0 %
Total	149	100.0 %

**Q23b. (If NO to Question 23) What is your primary reason for not using Chapel Hill Transit?**

Q23b. Primary reason for not using Chapel Hill Transit	Number	Percent
Service is not frequent enough	13	5.1 %
Not enough service on weekends	12	4.7 %
Just prefer to drive	101	39.9 %
Service isn't offered to places I need to go	58	22.9 %
Not enough service in the evening	6	2.4 %
Other	38	15.0 %
Not provided	25	9.9 %
Total	253	100.0 %

**Q24. Does anyone in your household ride a bicycle?**

Q24. Does anyone ride a bicycle	Number	Percent
Yes	206	50.1 %
No	205	49.9 %
Total	411	100.0 %

**Q24a. (If YES to Question 24) What do they bike for?**

Q24a. What do they bike for	Number	Percent
Do they bike to commute to work or school	24	11.7 %
Do they bike for recreation only	131	63.6 %
Do they bike for both commuting & recreation	48	23.3 %
Not provided	3	1.5 %
Total	206	100.0 %

**Q24b. (If YES to Question 24) What type of bicycle amenities would you like for the Town to provide?**

Q24b. What type of bicycle amenities would you like	Number	Percent
Wide outside lanes on streets	83	40.3 %
Striped on-road lanes	64	31.1 %
Separate bike paths	159	77.2 %
Bicycle parking	61	29.6 %
None selected	15	7.3 %
Total	382	

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

<u>Q25. Do you feel safe driving</u>	<u>Number</u>	<u>Percent</u>
Yes	386	93.9 %
No	15	3.6 %
Not provided	10	2.4 %
Total	411	100.0 %

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

<u>Q26. Do you feel safe walking</u>	<u>Number</u>	<u>Percent</u>
Yes	335	81.5 %
No	53	12.9 %
Not provided	23	5.6 %
Total	411	100.0 %

**Q27. Within the Town limits, do you feel safe cycling?**

<u>Q27. Do you feel safe cycling</u>	<u>Number</u>	<u>Percent</u>
Yes	72	17.5 %
No	179	43.6 %
Not provided	160	38.9 %
Total	411	100.0 %

**Q28. How often do you typically go outside Chapel Hill Town limits to shop?**

Q28. How often do you go outside Town limits to shop	Number	Percent
Every day	54	13.1 %
A few times per week	136	33.1 %
At least once a week	100	24.3 %
A few times per month	91	22.1 %
A few times per year	14	3.4 %
Seldom or never	9	2.2 %
Not provided	7	1.7 %
Total	411	100.0 %

**Q29. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?**

Q29. Is a redeveloped downtown an important part of Town's economic development strategy	Number	Percent
Essential	145	35.3 %
Important	139	33.8 %
Not sure	63	15.3 %
Not important	31	7.5 %
Detrimental	23	5.6 %
Not provided	10	2.4 %
Total	411	100.0 %

**Q30. Of these Capital Improvements, which three would you select as the most important?**



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<u>Q30. Most important Capital Improvements</u>	<u>Number</u>	<u>Percent</u>
Stormwater system improvements	136	33.1 %
Street extensions	26	6.3 %
Sidewalk construction	129	31.4 %
Street pavement improvements	70	17.0 %
Traffic signal replacements/upgrades	76	18.5 %
Parks renovations	45	10.9 %
Public facilities	45	10.9 %
Additional bicycle lanes/off-road paths	163	39.7 %
Open space acquisition	62	15.1 %
Trails & greenways	132	32.1 %
Re-Development of Downtown	149	36.3 %
Transit-regional transit services	126	30.7 %
None selected	9	2.2 %
Total	1168	

**Q31. Are you aware of a Bond Referendum on November 3 that asks voters to decide whether the Town can issue up to \$40.3 million in general obligation bonds to fund improvements throughout the community?**

<u>Q31. Are you aware of a Bond Referendum on November 3</u>	<u>Number</u>	<u>Percent</u>
Yes	307	74.7 %
No	96	23.4 %
Not provided	8	1.9 %
Total	411	100.0 %

**Q32. 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?**

Q32. Your level of satisfaction with value you receive for portion of your property taxes	Number	Percent
Very satisfied	36	8.8 %
Satisfied	145	35.3 %
Neutral	87	21.2 %
Dissatisfied	60	14.6 %
Very dissatisfied	33	8.0 %
Don't know	50	12.2 %
Total	411	100.0 %

**Q33. Do you feel your voice can influence change in Chapel Hill?**

Q33. Can your voice influence change in Chapel Hill	Number	Percent
Yes	154	37.5 %
No	234	56.9 %
Not provided	23	5.6 %
Total	411	100.0 %

**Q34. What amount of your total household income is spent on housing expenses (mortgage or rent) including utilities?**

Q34. Amount of your total household income spent on housing expenses	Number	Percent
Less than 15%	98	23.8 %
15%-19.9%	67	16.3 %
20%-29.9%	84	20.4 %
30%-39.9%	77	18.7 %
40%-49.9%	22	5.4 %
50%+	27	6.6 %
Not provided	36	8.8 %
Total	411	100.0 %

**Q35. How many computer devices (EXCLUDING SMART PHONES) do you have at home to access the internet (desktop computer, laptop computer, tablet)?**

Q35. How many computer devices do you have at home to access internet	Number	Percent
0	10	2.4 %
1	40	9.7 %
2	88	21.4 %
3	75	18.2 %
4	87	21.2 %
5	49	11.9 %
6+	51	12.4 %
Not provided	11	2.7 %
Total	411	100.0 %

**Q36. Do you have internet access at home?**

<u>Q36. Do you have internet access at home</u>	<u>Number</u>	<u>Percent</u>
Yes	394	95.9 %
Not sure	1	0.2 %
No	9	2.2 %
Not provided	7	1.7 %
Total	411	100.0 %

**Q36-3. If no to Question 36, do you have school age children at home?**

<u>Q36-3. Do you have school age children at home</u>	<u>Number</u>	<u>Percent</u>
Yes	1	11.1 %
No	7	77.8 %
Not provided	1	11.1 %
Total	9	100.0 %

**Q36a. (If YES to Question 36) How much do you pay per month for Internet service?**

<u>Q36a. How much do you pay per month for internet service</u>	<u>Number</u>	<u>Percent</u>
\$0	3	0.8 %
\$1-\$20	5	1.3 %
\$20-\$39	38	9.6 %
\$40-\$59	136	34.5 %
\$60-\$79	69	17.5 %
\$80-\$99	34	8.6 %
\$100+	58	14.7 %
Not sure	47	11.9 %
Not provided	4	1.0 %
Total	394	100.0 %

**Q37. 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=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q37-1. Availability of parking Downtown	4.9%	22.1%	19.7%	27.3%	22.4%	3.7%
Q37-2. Cost of parking in Downtown	7.6%	25.2%	22.5%	23.0%	16.7%	4.9%
Q37-3. Payment options (credit card, phone, etc.)	13.3%	40.5%	22.4%	7.4%	7.9%	8.6%
Q37-4. Ease of use	6.4%	29.7%	21.4%	18.4%	17.4%	6.6%
Q37-5. Security of parking Downtown	9.1%	37.1%	33.2%	6.9%	6.9%	6.9%

**WITHOUT DON'T KNOW**

**Q37. DOWNTOWN PARKING. The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q37-1. Availability of parking Downtown	5.1%	23.0%	20.4%	28.3%	23.2%
Q37-2. Cost of parking in Downtown	8.0%	26.5%	23.7%	24.2%	17.5%
Q37-3. Payment options (credit card, phone, etc.)	14.5%	44.4%	24.5%	8.1%	8.6%
Q37-4. Ease of use	6.8%	31.8%	22.9%	19.7%	18.7%
Q37-5. Security of parking Downtown	9.8%	39.8%	35.6%	7.4%	7.4%

**Q38. TRASH SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q38-1. Residential trash collection services	59.6%	33.7%	3.7%	0.7%	0.5%	1.7%
Q38-2. Yard waste removal	44.6%	31.5%	8.4%	4.9%	1.0%	9.6%
Q38-3. Leaf collection	32.0%	32.5%	15.3%	7.4%	2.0%	10.8%
Q38-4. Residential recycling service	57.1%	33.5%	4.7%	1.7%	0.7%	2.2%
Q38-5. Dead animal removal from right-of-way	21.2%	20.9%	16.5%	4.4%	2.0%	35.0%
Q38-6. Removal of large bulky items	19.2%	26.4%	16.3%	9.4%	2.0%	26.8%

**WITHOUT DON'T KNOW**

**Q38. TRASH SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=411)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q38-1. Residential trash collection services	60.7%	34.3%	3.8%	0.8%	0.5%
Q38-2. Yard waste removal	49.3%	34.9%	9.3%	5.4%	1.1%
Q38-3. Leaf collection	35.9%	36.5%	17.1%	8.3%	2.2%
Q38-4. Residential recycling service	58.4%	34.3%	4.8%	1.8%	0.8%
Q38-5. Dead animal removal from right-of-way	32.6%	32.2%	25.4%	6.8%	3.0%
Q38-6. Removal of large bulky items	26.3%	36.0%	22.2%	12.8%	2.7%

**Q39. Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?**

Q39. Do you currently use recycling center services located on Eubanks Road	Number	Percent
Yes	270	65.7 %
No	141	34.3 %
Total	411	100.0 %

**Q39a. About how many times a year do you take items to be recycled?**

Q39. How many times a year	Number	Percent
2 or less	92	36.1 %
3-5	97	38.0 %
6-10	41	16.1 %
11-20	17	6.7 %
21-50	6	2.4 %
51+	2	0.8 %
Total	255	100.0 %

**Q40. Approximately how many years have you lived in the Town of Chapel Hill?**

Q40. How many years have you lived in Chapel Hill	Number	Percent
Less than 5 years	66	16.1 %
5-10 years	69	16.8 %
11-20 years	105	25.5 %
20+ years	165	40.1 %
Not provided	6	1.5 %
Total	411	100.0 %

**Q41. What is your age?**

Q41. Your age	Number	Percent
18 to 34	69	16.8 %
35 to 44	84	20.4 %
45 to 54	87	21.2 %
55 to 64	80	19.5 %
65+	84	20.4 %
Not provided	7	1.7 %
Total	411	100.0 %



**Q42. Are you or other members of your household of Hispanic or Latino ancestry?**

Q42. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	27	6.6 %
No	368	89.5 %
Not provided	16	3.9 %
Total	411	100.0 %

**Q43. Which of the following best describes your race?**

Q43. Your race	Number	Percent
African American/Black	37	9.0 %
American Indian or Alaska Native	2	0.5 %
Asian, Hawaiian, or Other Pacific Islander	41	10.0 %
White	322	78.3 %
Other	7	1.7 %
Not Provided	2	0.5 %
Total	411	100.0 %

**Q44. Which of the following best describes your current place of employment?**

<u>Q44. Your current place of employment</u>	<u>Number</u>	<u>Percent</u>
Employed outside home	237	57.7 %
UNC staff/faculty/student	63	15.3 %
Research Triangle Park	18	4.4 %
Self-employed or work out of home	43	10.5 %
Student, retired, or not currently employed outside home	93	22.6 %
None selected	27	6.6 %
Total	481	

**Q44-1. (If "employed outside home") Where do you work?**

<u>Q44-1. Where do you work</u>	<u>Number</u>	<u>Percent</u>
In Chapel Hill	106	44.7 %
In Carrboro	8	3.4 %
Somewhere else in Orange County	2	0.8 %
In Raleigh	23	9.7 %
In Durham	61	25.7 %
In Cary	8	3.4 %
In Apex	1	0.4 %
In Greensboro	4	1.7 %
Somewhere else in North Carolina	15	6.3 %
None selected	21	8.9 %
Total	249	

**Q45. How do you identify yourself?**

<u>Q45. How do you identify yourself</u>	<u>Number</u>	<u>Percent</u>
Male	194	47.2 %
Female	214	52.1 %
Other	2	0.5 %
Not provided	1	0.2 %
Total	411	100.0 %

**Section 5:**  
**Survey Instrument**

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**TOWN OF CHAPEL HILL**  
**Office of the Town Manager**

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

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

September 2015

Dear Chapel Hill Resident,

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

In the last Community Survey, you ranked your Top Three parks and recreation concerns – walking/biking trails, maintenance of parks, and programs for teens. Responding to these interests, construction is now under way to extend the Bolin Creek Greenway. More trail and parks improvements are included in the bond referendum on November 3, 2015. And we are offering new programs for teens at the Teen Center and the Chapel Hill Public Library, and planning for more.

We hear you when the maintenance and preservation of downtown consistently ranks as an area that should receive emphasis. We continue to enliven our downtown through improved lighting, new bicycle amenities and pedestrian crosswalks, and summertime concerts and a farmer's market. Since we first asked this question in 2009, satisfaction ratings on this topic have increased 14 percent.

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. Learn more at [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey).

Survey results will be presented at a Come Learn with Us public session in December 2015. This is our "bite-sized" Citizens Academy that you can attend in person or virtually at [www.townofchapelhill.org/comelearnwithus](http://www.townofchapelhill.org/comelearnwithus). To receive results by email or to subscribe to the Town's newsletter *Chapel Hill eNews*, contact us at [info@townofchapelhill.org](mailto:info@townofchapelhill.org).

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

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

Sincerely,

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

Roger L. Stancil  
Town Manager



# 2015 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.

<i>Town Services</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1. Overall quality of services provided by the Town of Chapel Hill	5	4	3	2	1	9
2. Overall quality of public safety services (e.g., police, fire)	5	4	3	2	1	9
3. Overall quality of Town parks and recreation programs and facilities	5	4	3	2	1	9
4. Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
5. Overall quality of Public Library services	5	4	3	2	1	9
6. Overall enforcement of Town codes/ordinances	5	4	3	2	1	9
7. Overall maintenance of major streets	5	4	3	2	1	9
8. Overall maintenance of neighborhood streets	5	4	3	2	1	9
9. Overall maintenance of Town buildings and facilities	5	4	3	2	1	9
10. Overall maintenance of public housing buildings and grounds	5	4	3	2	1	9
11. Overall flow of traffic and congestion management in the Town	5	4	3	2	1	9
12. Effectiveness of communication with public	5	4	3	2	1	9
13. Overall value for your tax dollars and fees	5	4	3	2	1	9
14. How well the Town is preparing for the future	5	4	3	2	1	9
15. How well the Town is managing change	5	4	3	2	1	9
16. Emergency preparedness	5	4	3	2	1	9
17. Quality of landscaping in parks, medians and other public areas	5	4	3	2	1	9
18. 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 numbers below using the numbers 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.”**

<i>How would you rate The Town of Chapel Hill:</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
1. Overall image of the Town	5	4	3	2	1	9
2. Overall quality of life in the Town	5	4	3	2	1	9
3. Overall feeling of safety in the Town	5	4	3	2	1	9
4. Quality of new development in the Town	5	4	3	2	1	9
5. As a place to retire	5	4	3	2	1	9
6. Overall appearance of the Town	5	4	3	2	1	9
7. Availability of affordable housing for sale	5	4	3	2	1	9
8. Availability of affordable housing for rent	5	4	3	2	1	9
9. Acceptance of diverse populations	5	4	3	2	1	9
10. As a community thinking about choices for future generations	5	4	3	2	1	9
11. 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.”

<i>Fire Department</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1. Overall quality of local fire protection	5	4	3	2	1	9
2. How quickly fire units respond to emergencies	5	4	3	2	1	9
3. Fire safety education programs	5	4	3	2	1	9
4. The 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.”

<i>Police Department</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
5. Overall quality of local police protection	5	4	3	2	1	9
6. The visibility of police in neighborhoods	5	4	3	2	1	9
7. The Town's efforts to prevent crime	5	4	3	2	1	9
8. How quickly police respond to emergencies	5	4	3	2	1	9
9. Enforcement of local traffic laws	5	4	3	2	1	9
10. Police safety education programs	5	4	3	2	1	9
11. Chapel Hill Police Department's overall performance	5	4	3	2	1	9
12. The attitude and behavior of Police Department personnel toward residents	5	4	3	2	1	9
13. 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 below using the numbers 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.)

- (1) Neighborhood meeting       (3) Enforcement setting (traffic stop, etc.)       (5) Citizens Academy  
 (2) 911 call I initiated       (4) As a victim of a crime

**8. Using a scale of 1 to 4 where 4 means “Very Safe” and 1 means “Very Unsafe,” please rate how safe you feel in the following situations:**

<i>How safe do you feel:</i>	<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
1. In your neighborhood during the day	4	3	2	1	9
2. In your neighborhood at night	4	3	2	1	9
3. In downtown Chapel Hill during the day	4	3	2	1	9
4. In downtown Chapel Hill at night	4	3	2	1	9
5. While patronizing bars and clubs in Chapel Hill	4	3	2	1	9
6. On the UNC-Chapel Hill Campus	4	3	2	1	9

**9. TOWN REGULATIONS.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<i>Town Regulations</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1. Enforcing the clean-up of litter and debris on private property	5	4	3	2	1	9
2. Enforcing mowing and trimming of property	5	4	3	2	1	9
3. Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
4. Enforcing maintenance of business property	5	4	3	2	1	9
5. Enforcing parking-residential neighborhoods	5	4	3	2	1	9
6. 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>
1.	Maintenance of Town parks/cemeteries	5	4	3	2	1	9
2.	Number of Town parks	5	4	3	2	1	9
3.	Number of walking and biking trails	5	4	3	2	1	9
4.	Quality of outdoor athletic fields	5	4	3	2	1	9
5.	Number of outdoor athletic fields	5	4	3	2	1	9
6.	Availability of information about Town parks and recreation programs	5	4	3	2	1	9
7.	The Town’s youth athletic programs	5	4	3	2	1	9
8.	The Town’s adult athletic programs	5	4	3	2	1	9
9.	Special events/festivals (Festifall, July 4th, etc.)	5	4	3	2	1	9
10.	Adapted recreation & inclusion programs	5	4	3	2	1	9
11.	Number of children’s play areas	5	4	3	2	1	9
12.	Number of programs for teens	5	4	3	2	1	9
13.	Arts programs (ceramics, plaza concerts, dance)	5	4	3	2	1	9
14.	Public art (rotating sculpture, etc.)	5	4	3	2	1	9
15.	Quality of aquatics facilities/programs	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 numbers below using the numbers 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>
1.	The overall quality of library services	5	4	3	2	1	9
2.	Library hours of operation	5	4	3	2	1	9
3.	Customer service provided by staff	5	4	3	2	1	9
4.	Children’s programs	5	4	3	2	1	9
5.	Teen programs	5	4	3	2	1	9
6.	Adult programs	5	4	3	2	1	9
7.	Print collection	5	4	3	2	1	9
8.	DVD collection	5	4	3	2	1	9
9.	Music collection	5	4	3	2	1	9
10.	Audio collection	5	4	3	2	1	9
11.	Ebook collection	5	4	3	2	1	9
12.	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>
1.	Maintenance of Town main street thoroughfares	5	4	3	2	1	9
2.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
3.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
4.	Maintenance/preservation of downtown	5	4	3	2	1	9
5.	Overall cleanliness of streets, and other public areas	5	4	3	2	1	9
6.	Adequacy of street lighting	5	4	3	2	1	9
7.	Condition of sidewalks	5	4	3	2	1	9
8.	Maintenance 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 numbers below using the numbers from list in Q13 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>
1.	Quality of information about Town programs/services	5	4	3	2	1	9
2.	Access to information on local issues/events	5	4	3	2	1	9
3.	Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	5	4	3	2	1	9
4.	Access to the Mayor and Town Council	5	4	3	2	1	9
5.	Quality of <a href="http://www.townofchapelhill.org">www.townofchapelhill.org</a>	5	4	3	2	1	9
6.	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 (severe weather, community threat, etc.)? (Check all that apply.)**

- |   |   |
|---|---|
| _____ (01) <a href="http://www.townofchapelhill.org">www.townofchapelhill.org</a> | _____ (08) Chapel Hill Gov-TV                 |
| _____ (02) Chapel Hill eNews  | _____ (09) Television news (which ones) _____ |
| _____ (03) Social media (which ones) _____  | _____ (10) Radio (which ones) _____           |
| _____ (04) HOA/community organizations  | _____ (11) Newspapers (which ones) _____      |
| _____ (05) Neighborhood Watch   | _____ (12) Community Planning Meetings        |
| _____ (06) Word of Mouth  | _____ (13) Other: _____                       |
| _____ (07) Alert Carolina   |   |

**17. What are the THREE ways you most prefer to receive information about Town issues, services, events, and emergencies? [Write in the numbers below using the numbers from Question 16 above.]**

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

**18. 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>
1.	Sense of belonging to the community	4	3	2	1	1	2
2.	Quality of public schools	4	3	2	1	1	2
3.	Employment opportunities	4	3	2	1	1	2
4.	Types of housing	4	3	2	1	1	2
5.	Affordability of housing	4	3	2	1	1	2
6.	Access to quality shopping	4	3	2	1	1	2
7.	Availability of parks and recreation opportunities	4	3	2	1	1	2
8.	Near family or friends	4	3	2	1	1	2
9.	Safety and security	4	3	2	1	1	2
10.	Availability of transportation options	4	3	2	1	1	2
11.	Well maintained local streets	4	3	2	1	1	2
12.	Availability of cultural activities/arts	4	3	2	1	1	2
13.	Access to restaurants - entertainment	4	3	2	1	1	2
14.	University community	4	3	2	1	1	2
15.	Access to Research Triangle Park	4	3	2	1	1	2
16.	Community planning for the future	4	3	2	1	1	2
17.	Other: _____	4	3	2	1	1	2



**19. 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>
1.	Office development	5	4	3	2	1	9
2.	Multi-family residential development	5	4	3	2	1	9
3.	Single-family residential development	5	4	3	2	1	9
4.	Retail development	5	4	3	2	1	9
5.	Mixed use development	5	4	3	2	1	9

**20. TRANSPORTATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

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

**21. 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 (Franklin St. to I-40)
  (4) Estes Drive

**22. 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

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

- (1) Yes (Go to 23a.)
  (2) No (Go to 23b.)

**23a. (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

**23b. 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: \_\_\_\_\_

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

- (1) Yes (Go to 24a & 24b.)
  (2) No (Go to 25.)

- 24a. (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?

**24b. (If yes.) What type of bicycle amenities would you like for the Town to provide?**

- (1) Wide outside lanes on streets
  (3) Separate bike paths  
 (2) Striped on-road lanes
  (4) Bicycle parking

25. Within the Town limits, do you feel safe driving? \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

26. Within the Town limits, do you feel safe walking? \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

27. Within the Town limits, do you feel safe cycling? \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

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

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

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

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

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

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

31. Are you aware of a Bond Referendum on November 3 that asks voters to decide whether the Town can issue up to \$40.3 million in general obligation bonds to fund improvements throughout the community?

- \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

32. 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 | _____ (4) Dissatisfied      |
| _____ (2) Satisfied      | _____ (5) Very Dissatisfied |
| _____ (3) Neutral        | _____ (9) Don't know        |

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

- \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

### **OTHER ISSUES**

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

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

35. How many computer devices (**EXCLUDING SMART PHONES**) do you have at home to access the internet (desktop computer, laptop computer, tablet)?

- |             |             |                       |
|-------------|-------------|-----------------------|
| _____ (1) 0 | _____ (4) 3 | _____ (6) 5           |
| _____ (2) 1 | _____ (5) 4 | _____ (7) More than 5 |
| _____ (3) 2 |             |                       |

36. Do you have internet access at home?

- \_\_\_\_\_ (1) Yes (Go to 36a)  
\_\_\_\_\_ (2) Not Sure (Go to 37)  
\_\_\_\_\_ (3) No; If no, do you have school age children at home? **Yes** **No** (Go to 37.)

36a. (If yes to 36.) How much do you pay per month for Internet service?

- |                     |                     |                         |
|---------------------|---------------------|-------------------------|
| _____ (1) \$0       | _____ (4) \$40-\$59 | _____ (7) \$100 or more |
| _____ (2) \$1-\$20  | _____ (5) \$60-\$79 | _____ (8) Not sure      |
| _____ (3) \$20-\$39 | _____ (6) \$80-\$99 |                         |

**37. 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>
1.	Availability of parking downtown	5	4	3	2	1	9
2.	Cost of parking in downtown	5	4	3	2	1	9
3.	Payment options (credit card, phone, etc.)	5	4	3	2	1	9
4.	Ease of use	5	4	3	2	1	9
5.	Security of parking downtown	5	4	3	2	1	9

**38. 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."

<i>Trash Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	Residential trash collection services	5	4	3	2	1	9
2.	Yard waste removal	5	4	3	2	1	9
3.	Leaf collection	5	4	3	2	1	9
4.	Residential recycling service	5	4	3	2	1	9
5.	Dead animal removal from right-of-way	5	4	3	2	1	9
6.	Removal of large bulky items	5	4	3	2	1	9

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

\_\_\_\_\_ (1) Yes (Go to Q39a.)                      \_\_\_\_\_ (2) No (Go to Q40.)

**39a. About how many times a year do you take items to be recycled?** \_\_\_\_\_

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

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

**41. 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+

**42. Are you or other members of your household of Hispanic or Latino ancestry?**                      \_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

**43. 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

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

\_\_\_\_\_ (1) Employed outside the home

**Where do you work?**

\_\_\_\_\_ (1-1) In Chapel Hill                                      \_\_\_\_\_ (1-6) In Cary  
 \_\_\_\_\_ (1-2) In Carrboro                                      \_\_\_\_\_ (1-7) In Apex  
 \_\_\_\_\_ (1-3) Somewhere else in Orange County                                      \_\_\_\_\_ (1-8) In Greensboro  
 \_\_\_\_\_ (1-4) In Raleigh                                      \_\_\_\_\_ (1-9) Somewhere else in North Carolina  
 \_\_\_\_\_ (1-5) In Durham  
 \_\_\_\_\_ (2) UNC Staff/Faculty/Student  
 \_\_\_\_\_ (3) Research Triangle Park (RTP)  
 \_\_\_\_\_ (4) Self-employed or work out of home  
 \_\_\_\_\_ (5) Student, Retired, or Not currently employed outside the home

**45. How do you identify yourself:**                      \_\_\_\_\_ (1) Male                      \_\_\_\_\_ (2) Female                      \_\_\_\_\_ (3) Other (please specify): \_\_\_\_\_

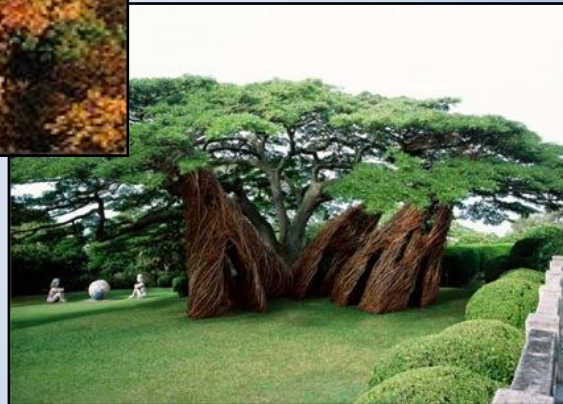
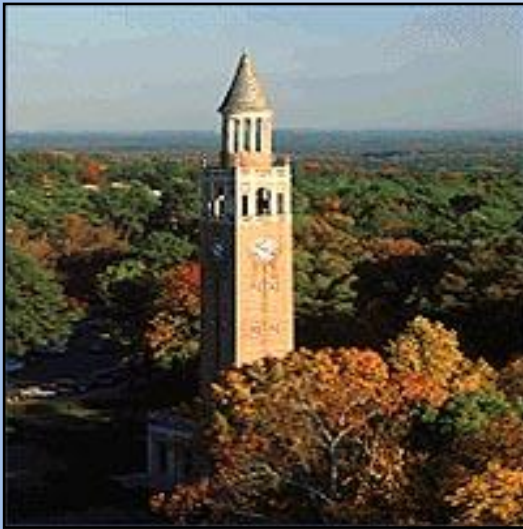
**This concludes the survey. Thank you for your time!**

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.

# 2015 DirectionFinder® Community Survey *Appendix A: GIS Maps*

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ETC Institute  
725 West Frontier Circle  
Olathe, Kansas  
66061

Prepared for  
*Town of Chapel Hill*

**December 2015**

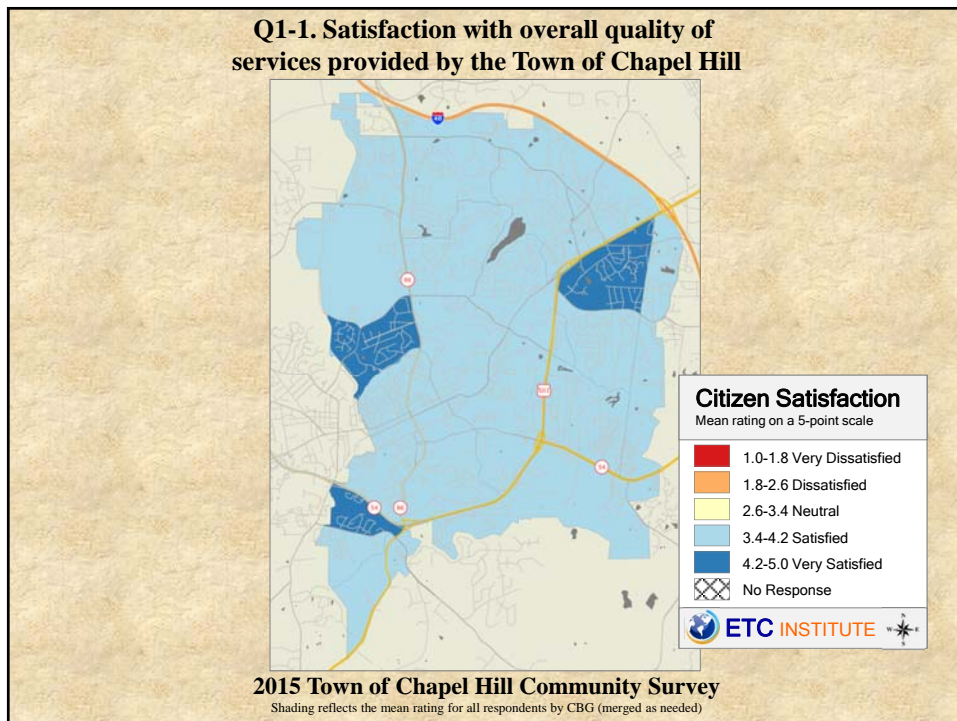
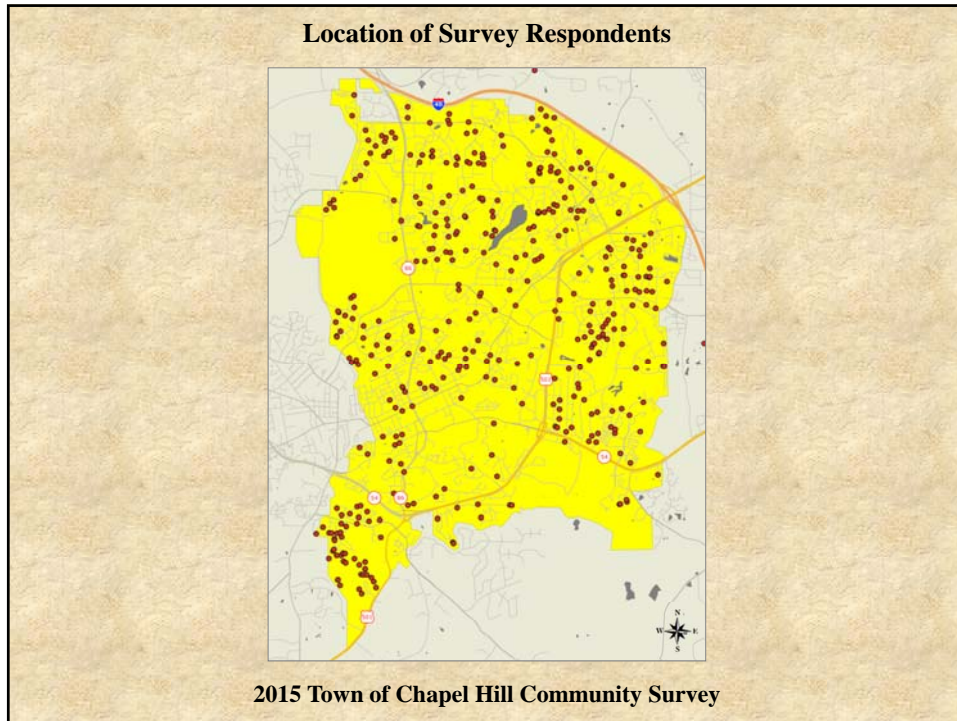
## Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Census Block Group in the Town of Chapel Hill.

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.

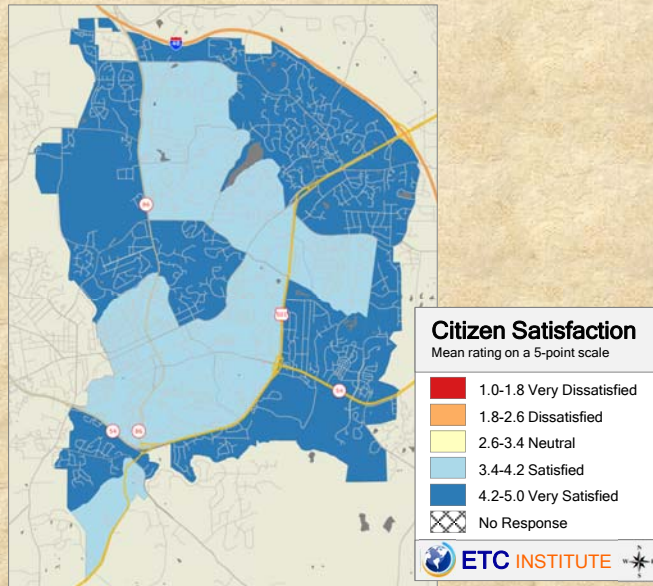
When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of “very satisfied” or “satisfied” responses, higher levels of “very safe” or “safe” responses or higher levels of agreement depending upon the type of question.
- **YELLOW** shades indicate NEUTRAL ratings. Shades of yellow generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **RED/ORANGE** shades indicate NEGATIVE ratings. Shades of red generally indicate higher levels of “dissatisfied” or “very dissatisfied” responses, higher levels of “unsafe” or “very unsafe” responses and higher levels of disagreement depending on the question.





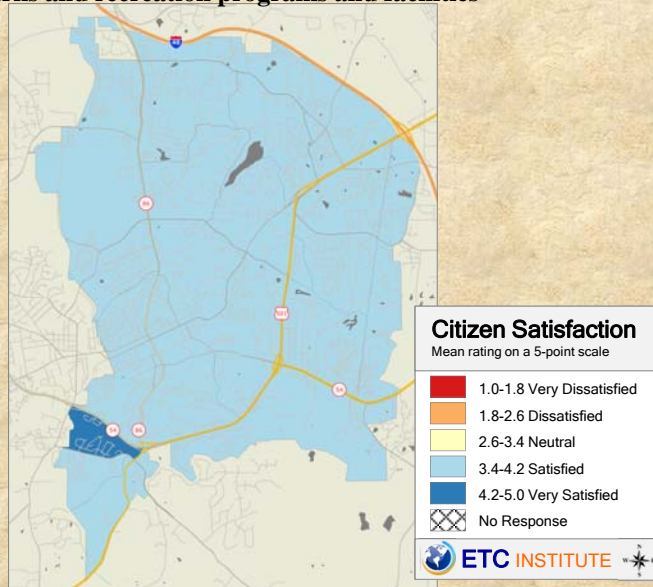
**Q1-2. Satisfaction with overall quality of public safety services**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

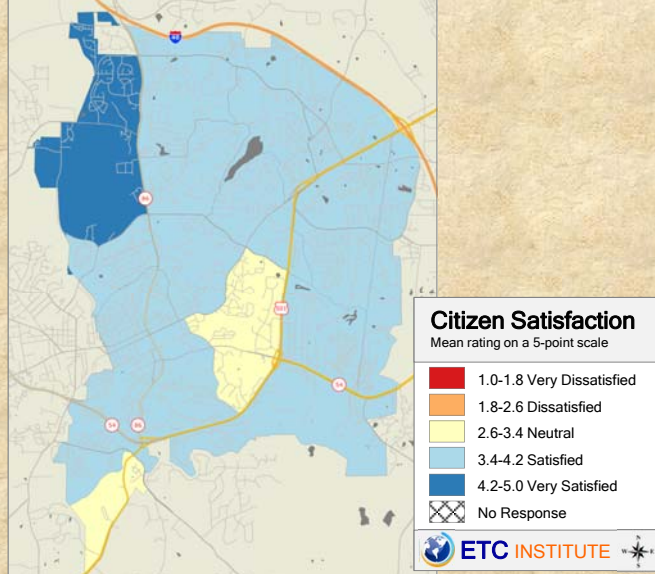
**Q1-3. Satisfaction with overall quality of Town parks and recreation programs and facilities**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

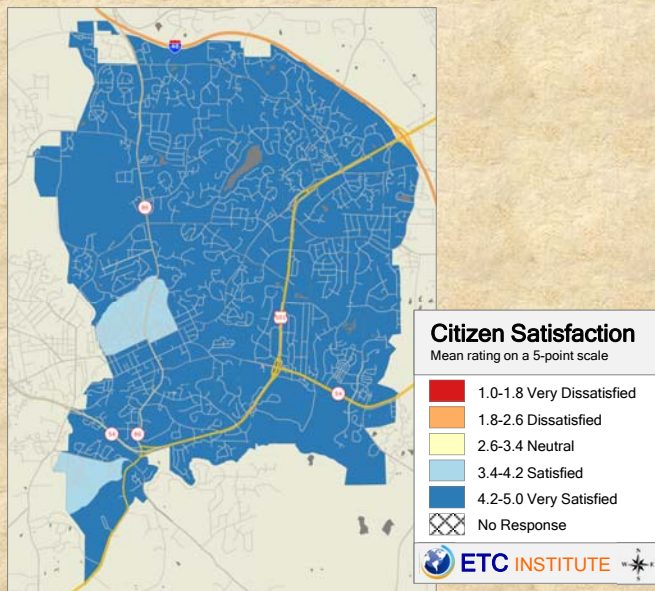
**Q1-4. Satisfaction with overall quality of customer service you receive from Town employees**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1-5. Satisfaction with overall quality of Public Library services**

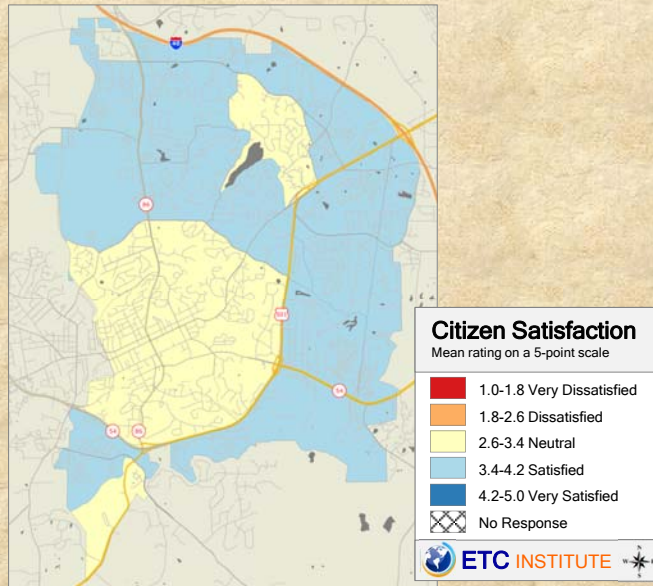


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



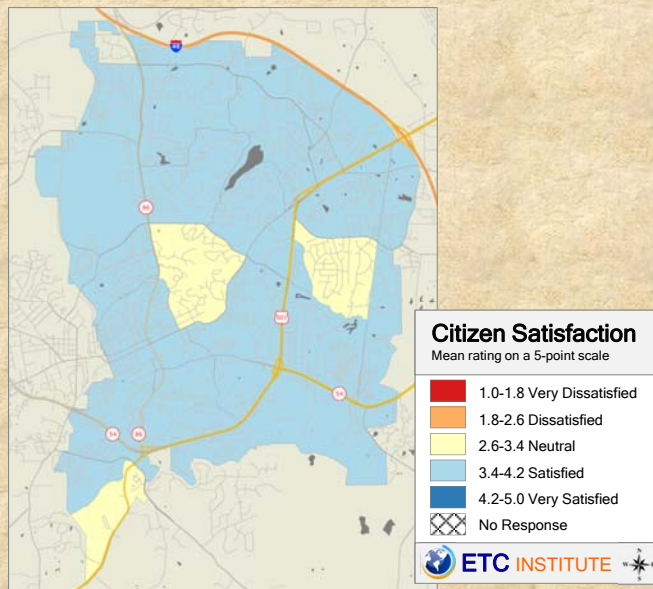
**Q1-6. Satisfaction with overall enforcement of Town codes/ordinances**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

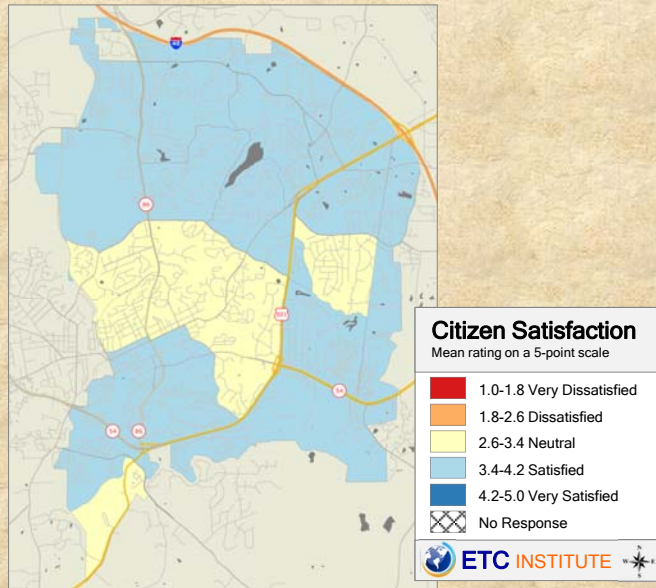
**Q1-7. Satisfaction with overall maintenance of major streets**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

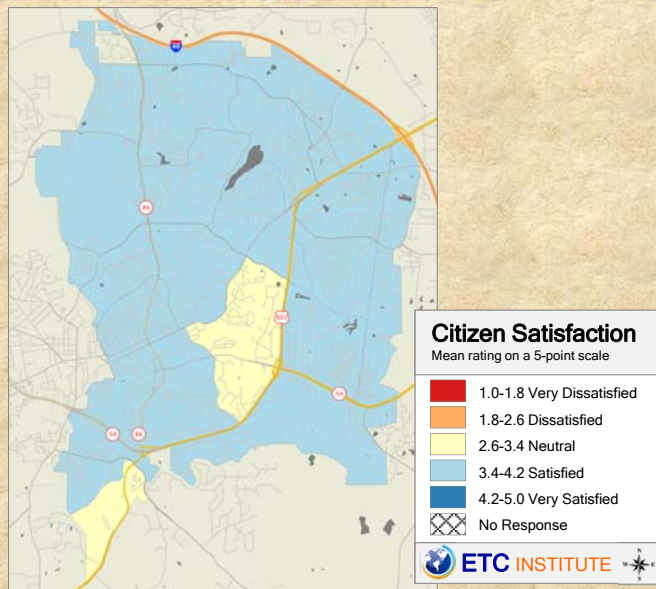
**Q1-8. Satisfaction with overall maintenance of neighborhood streets**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

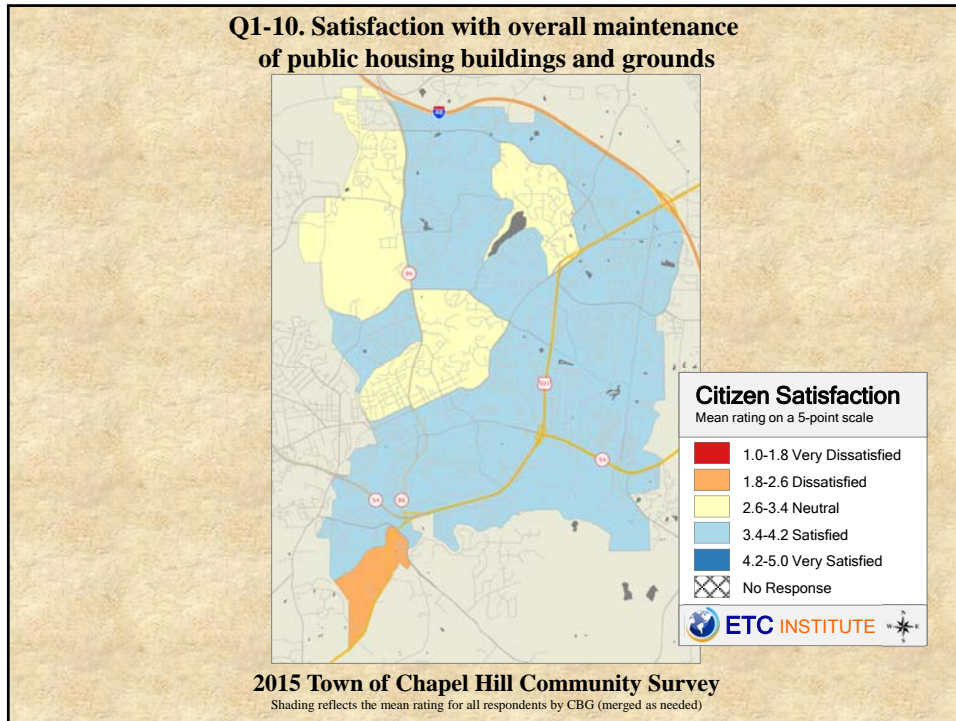
**Q1-9. Satisfaction with overall maintenance of Town buildings and facilities**



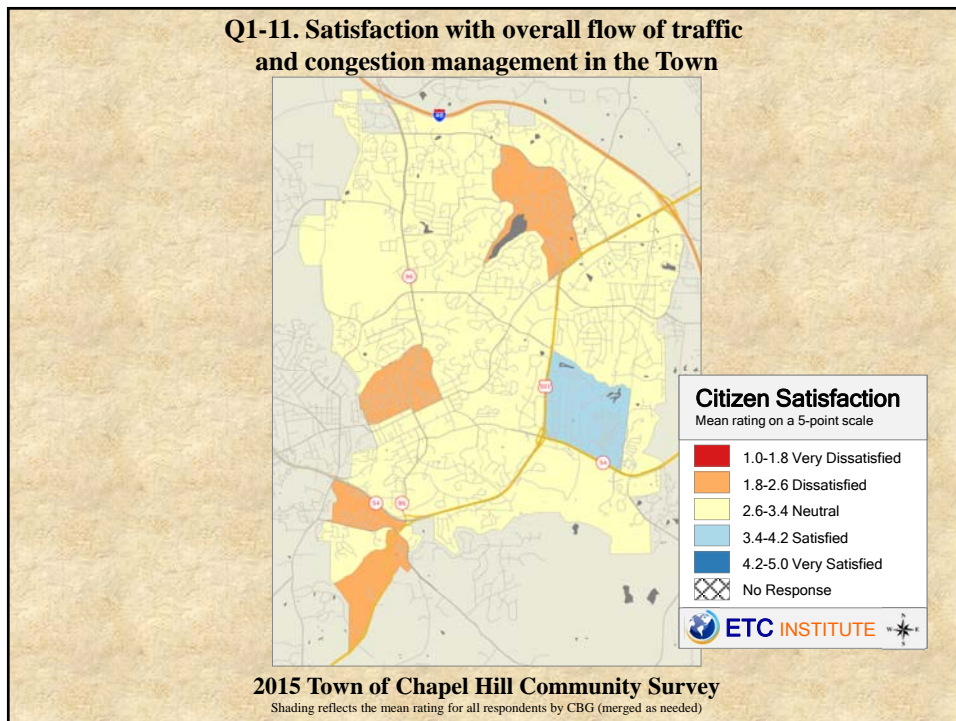
**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1-10. Satisfaction with overall maintenance of public housing buildings and grounds**

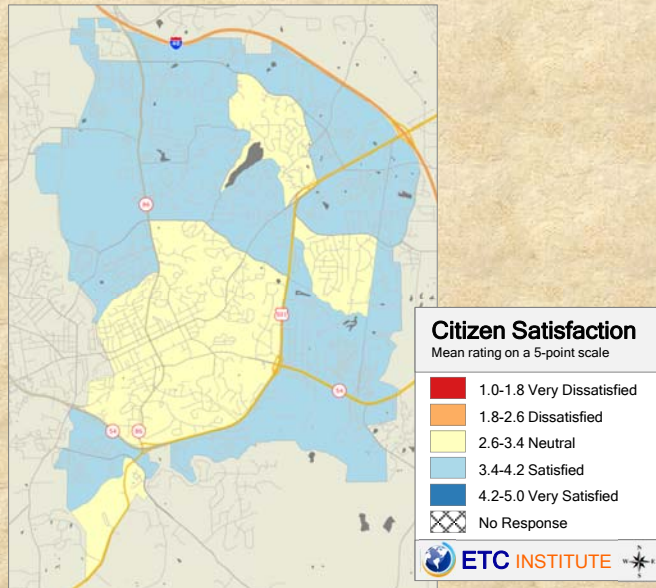


**Q1-11. Satisfaction with overall flow of traffic and congestion management in the Town**





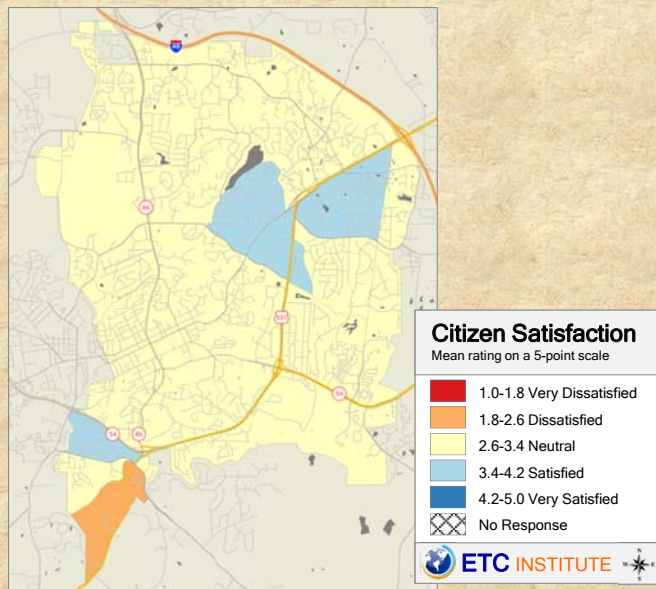
**Q1-12. Satisfaction with effectiveness of communication with public**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

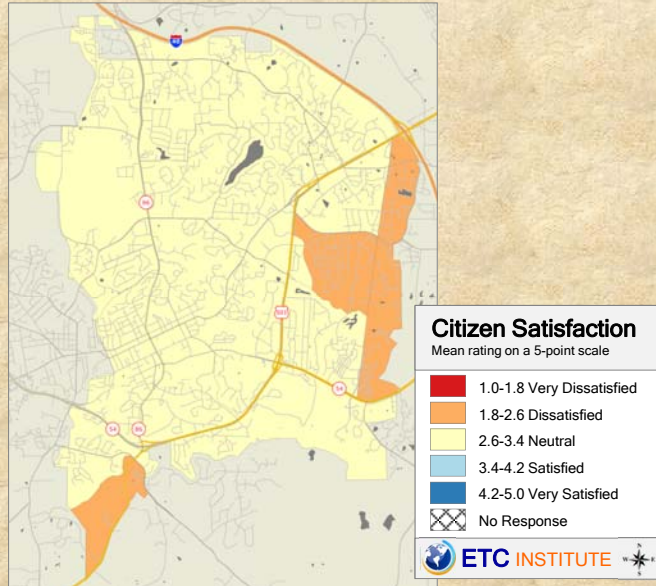
**Q1-13. Satisfaction with overall value for your tax dollars and fees**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

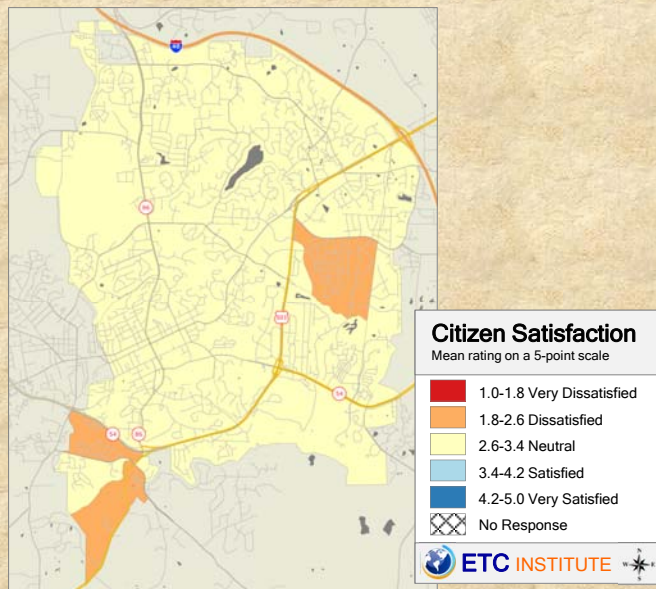
**Q1-14. Satisfaction with how well the Town is preparing for the future**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

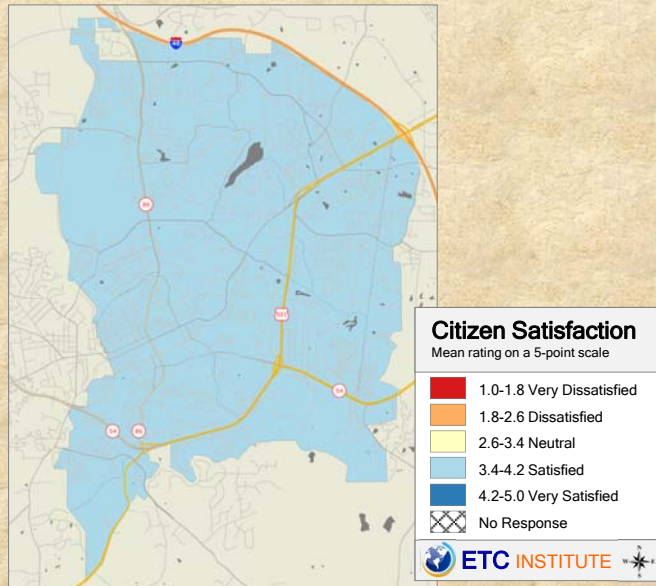
**Q1-15. Satisfaction with how well the Town is managing change**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

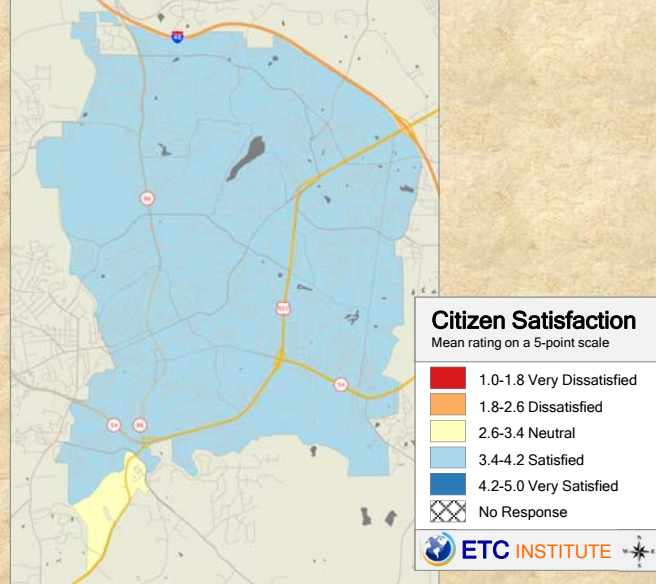
**Q1-16. Satisfaction with emergency preparedness**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q1-17. Satisfaction with quality of landscaping in parks, medians and other public areas**

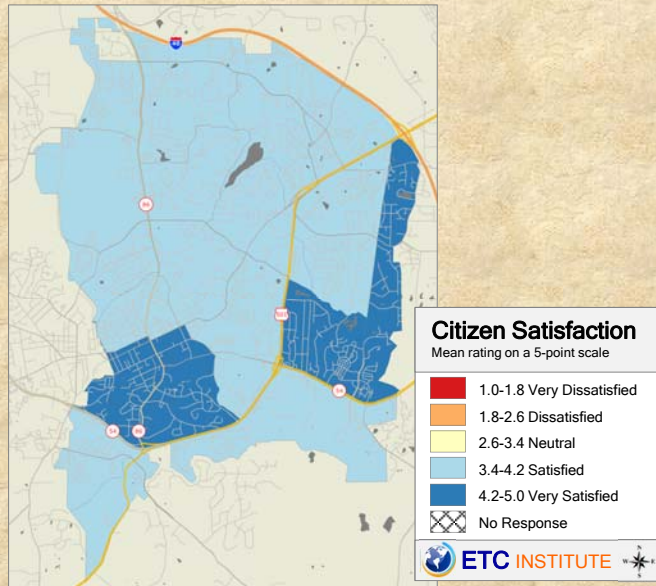


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



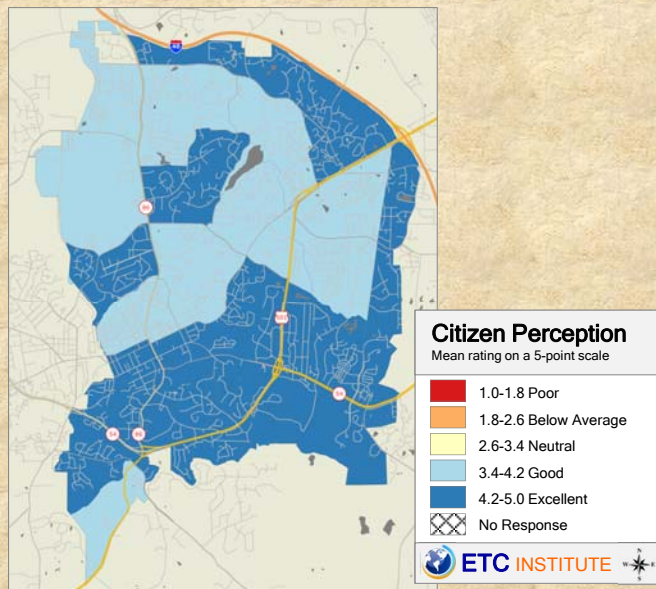
**Q1-18. Satisfaction with quality of Chapel Hill transit**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

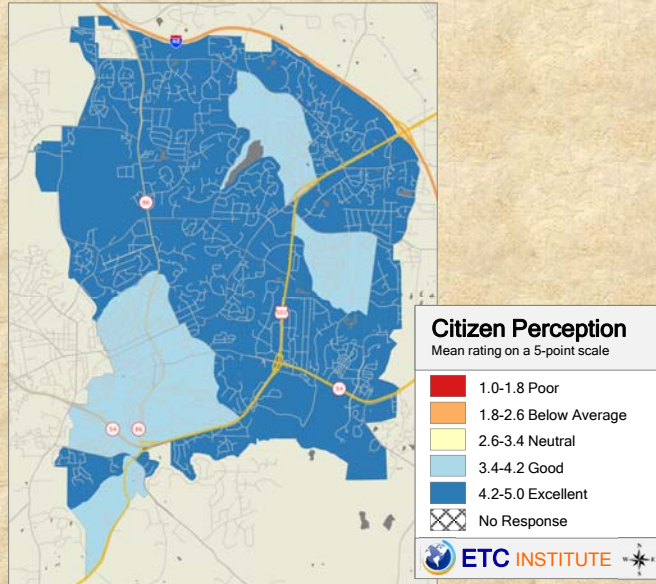
**Q3-1. Overall image of the Town**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

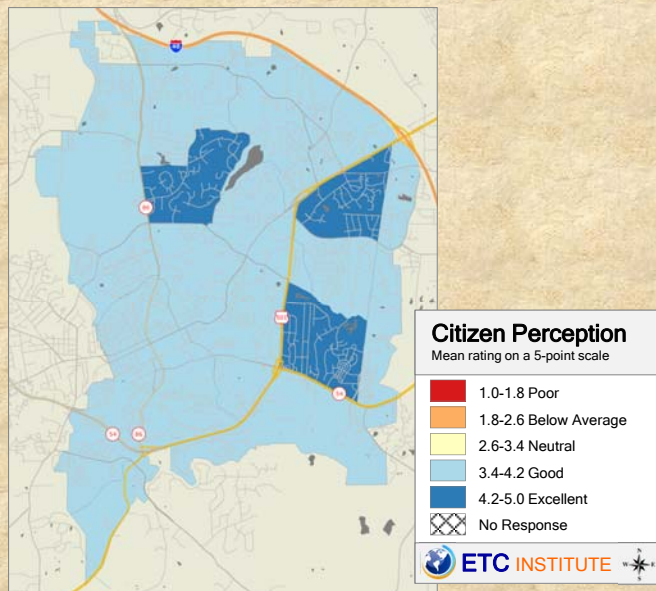
**Q3-2. Overall quality of life in the Town**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q3-3. Overall feeling of safety in the Town**

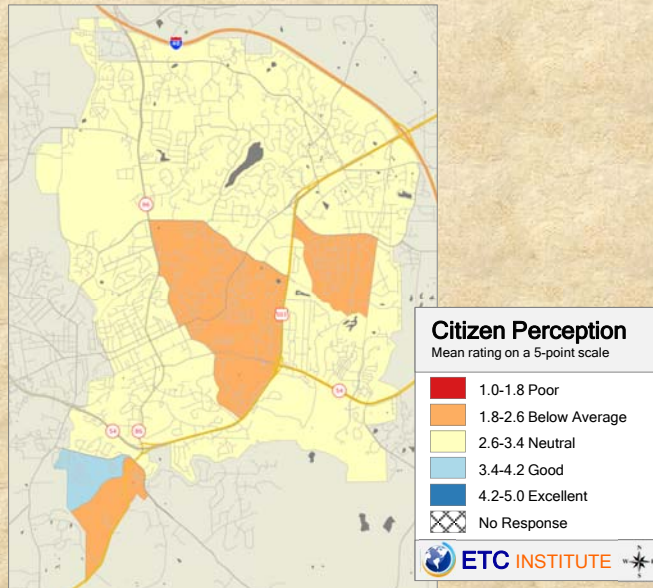


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



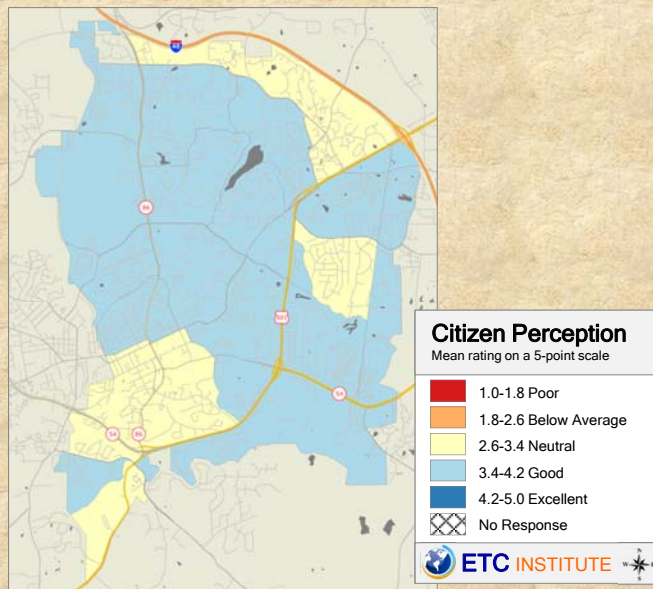
**Q3-4. Quality of new development in the Town**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

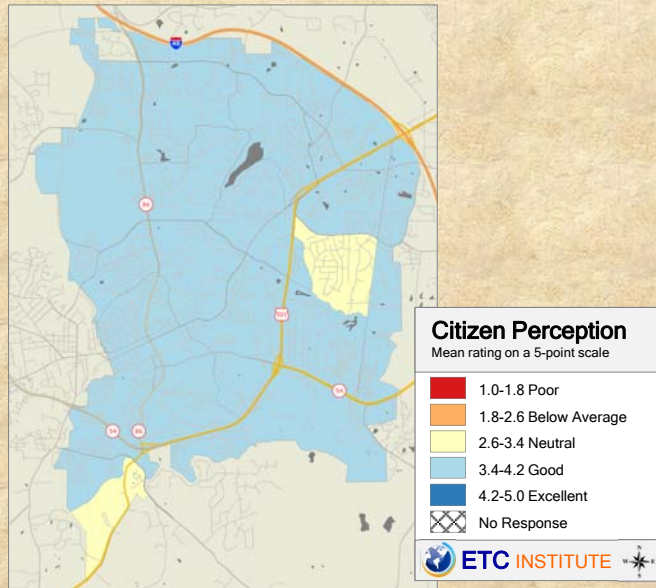
**Q3-5. As a place to retire**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

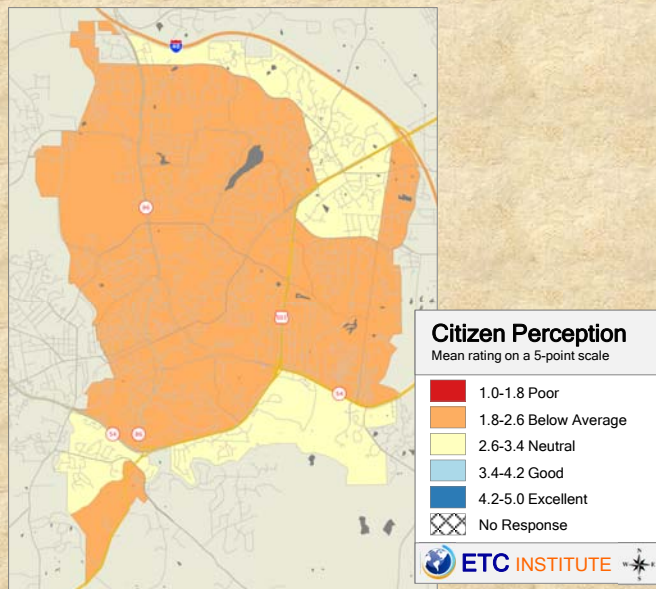
**Q3-6. Overall appearance of the Town**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

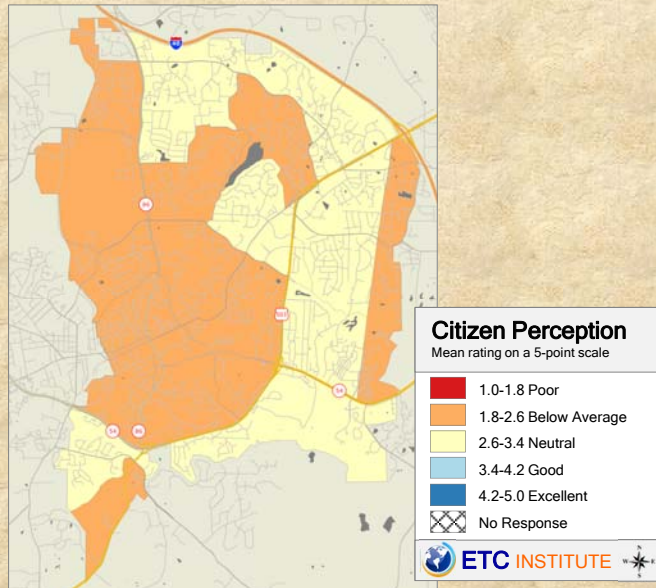
**Q3-7. Availability of affordable housing for sale**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

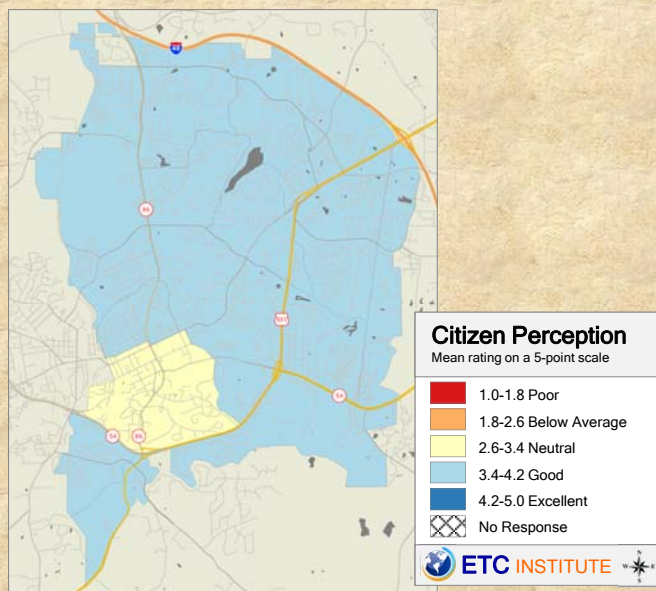
**Q3-8. Availability of affordable housing for rent**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

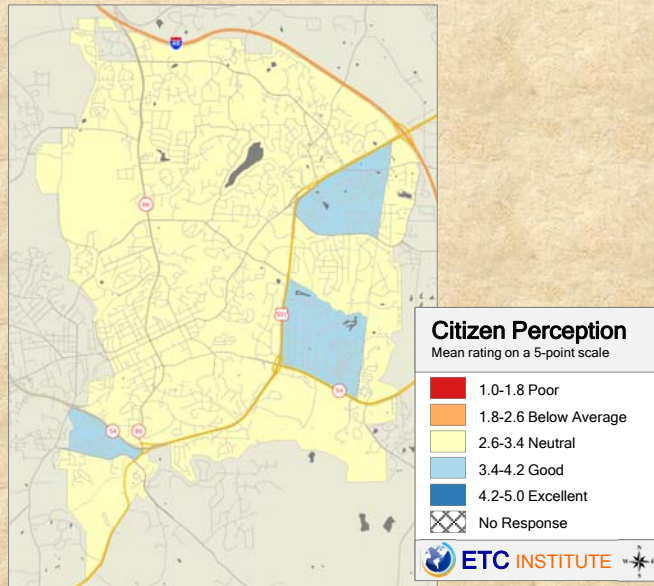
**Q3-9. Acceptance of diverse populations**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

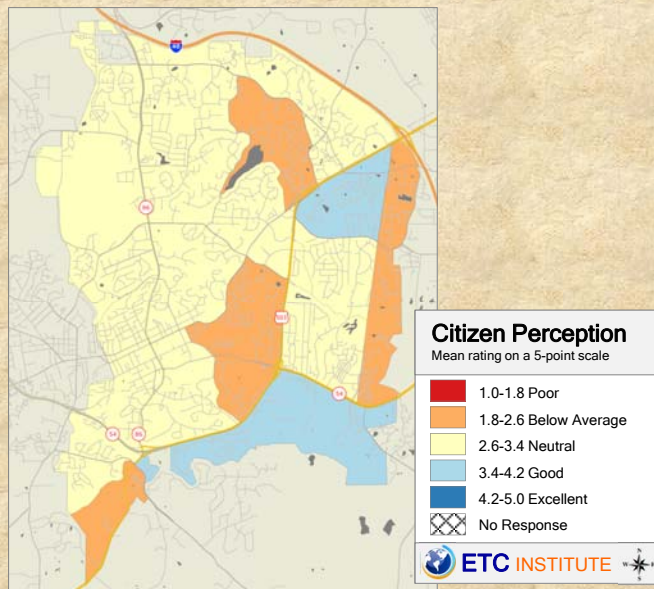
**Q3-10. As a community thinking about choices for future generations**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q3-11. Job availability**

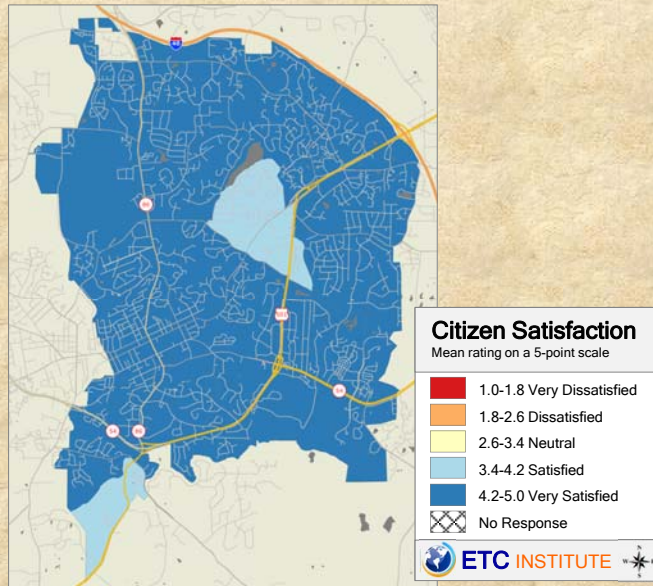


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



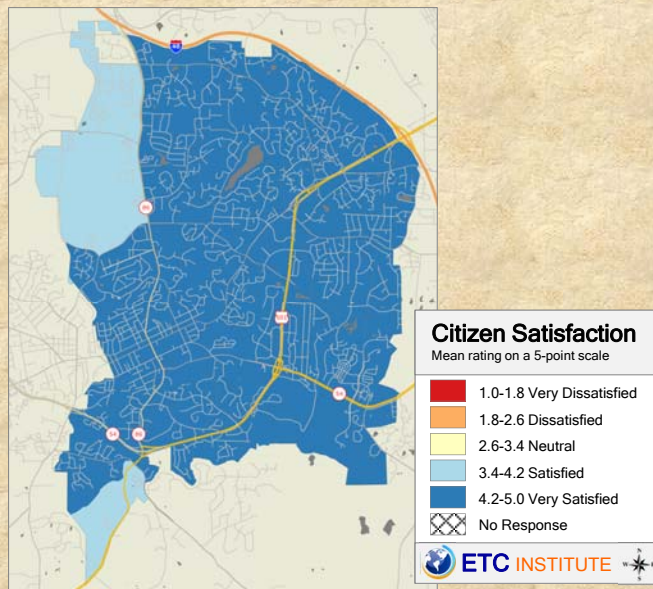
**Q4-1. Satisfaction with overall quality of local fire protection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

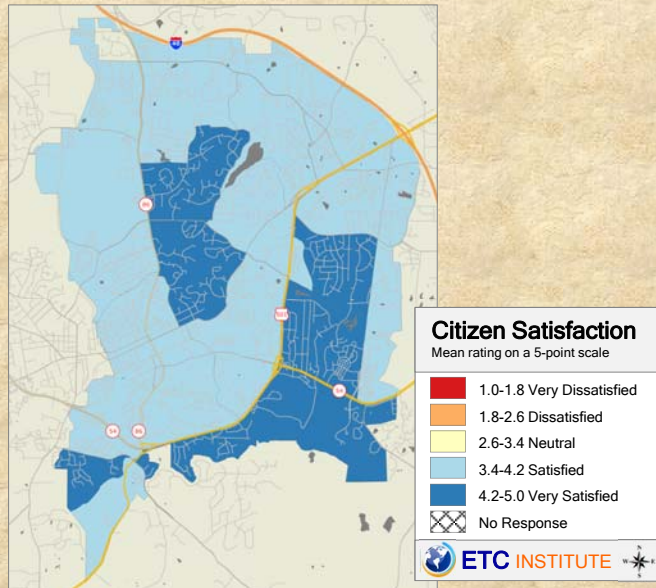
**Q4-2. Satisfaction with how quickly fire units respond to emergencies**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

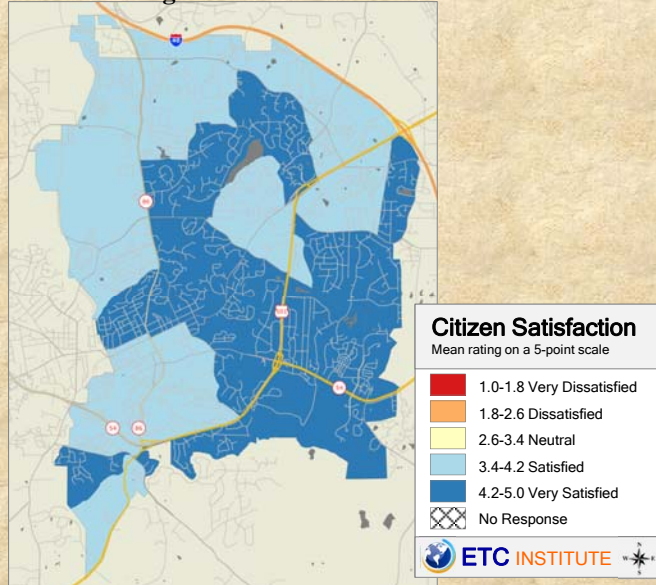
**Q4-3. Satisfaction with fire safety education programs**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

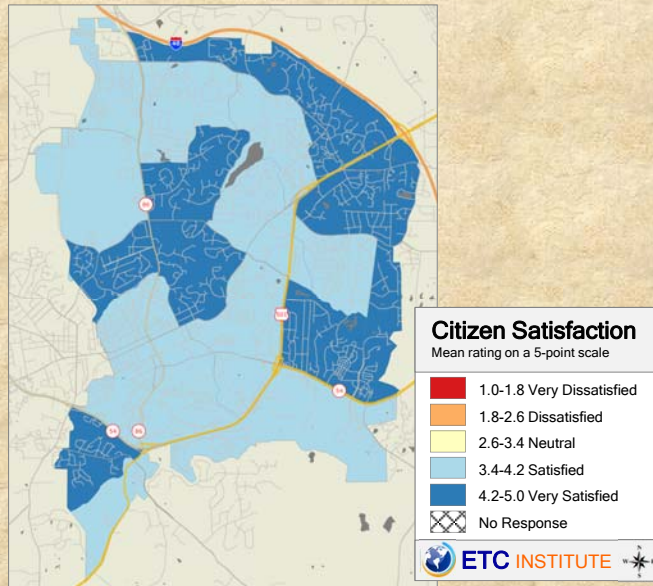
**Q4-4. Satisfaction with the fire safety you feel while visiting businesses or restaurants**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

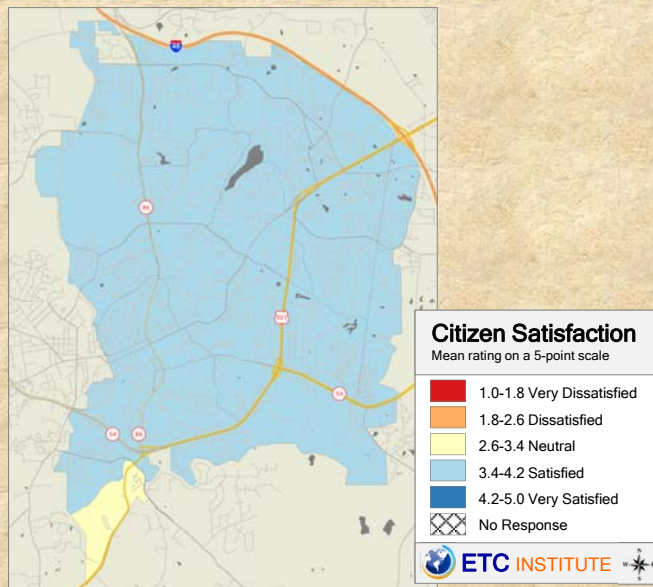
**Q5-5. Satisfaction with overall quality of local police protection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5-6. Satisfaction with the visibility of police in neighborhoods**

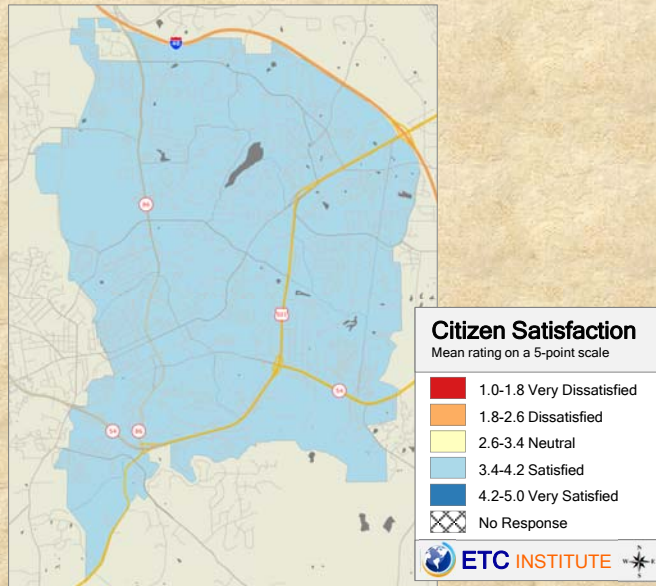


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



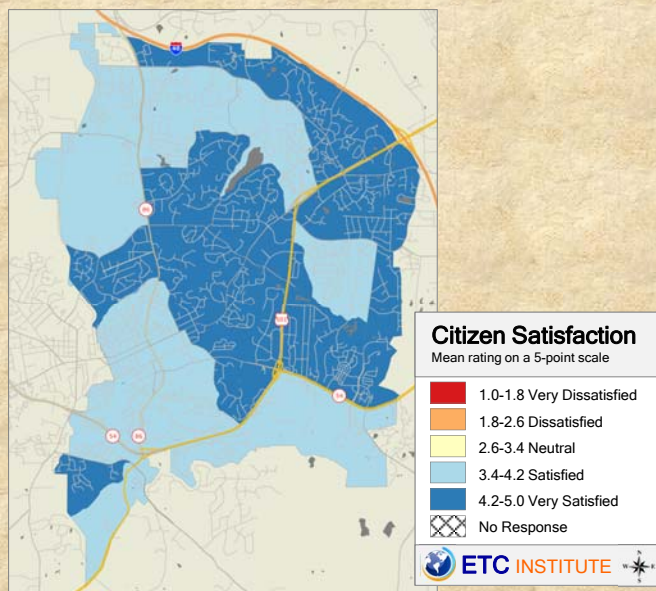
**Q5-7. Satisfaction with the Town's efforts to prevent crime**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

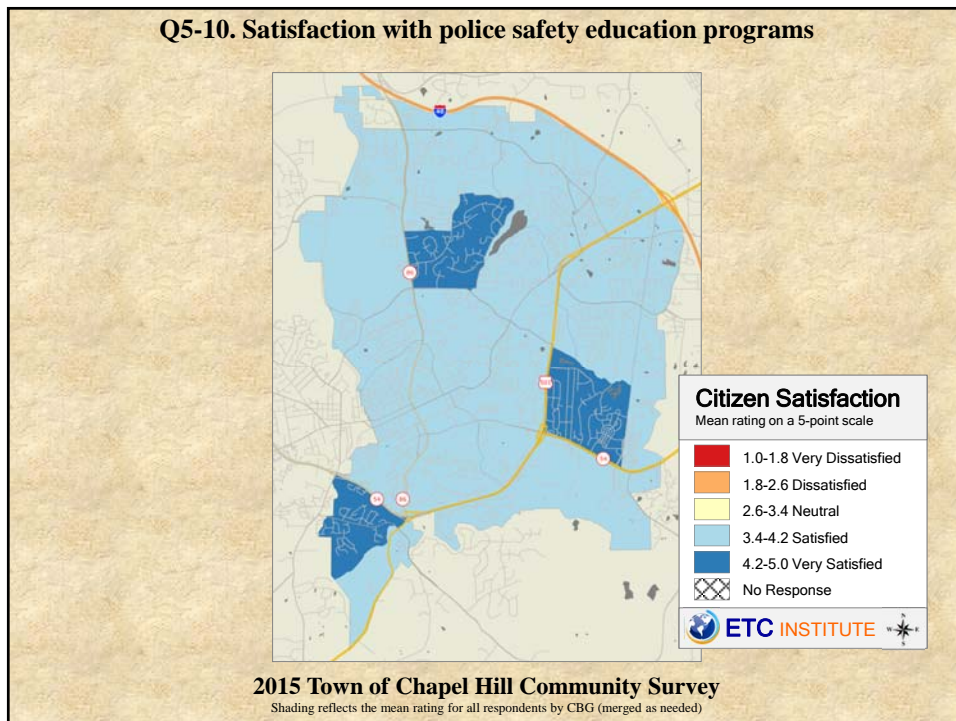
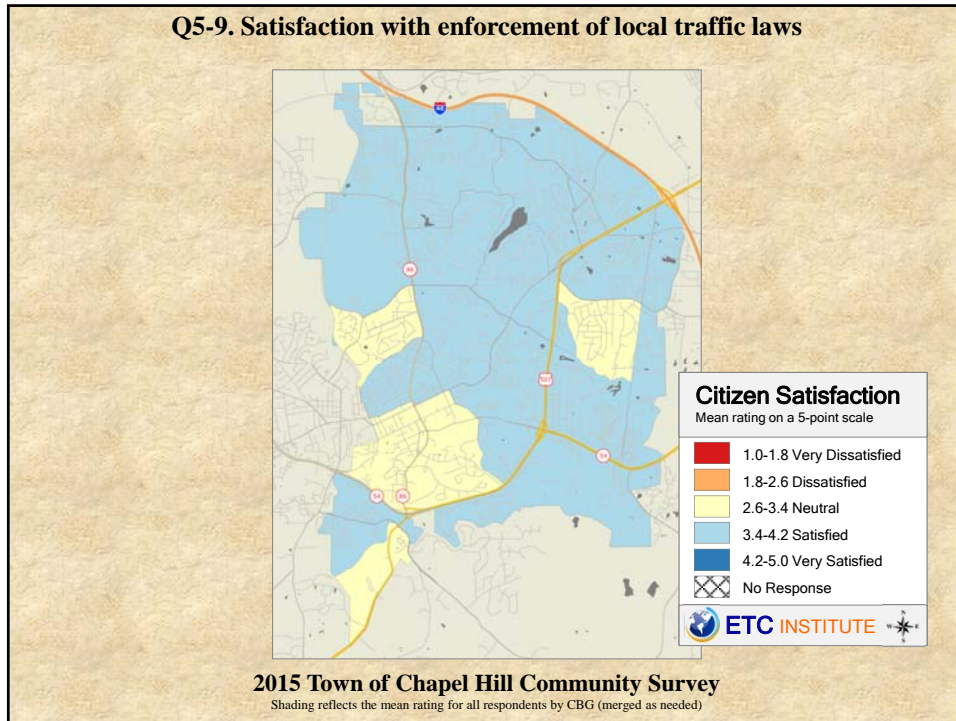
**Q5-8. Satisfaction with how quickly police respond to emergencies**



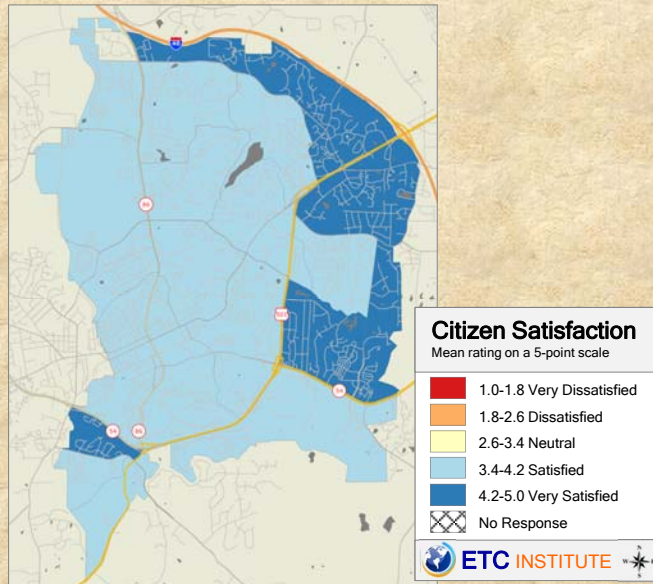
**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)





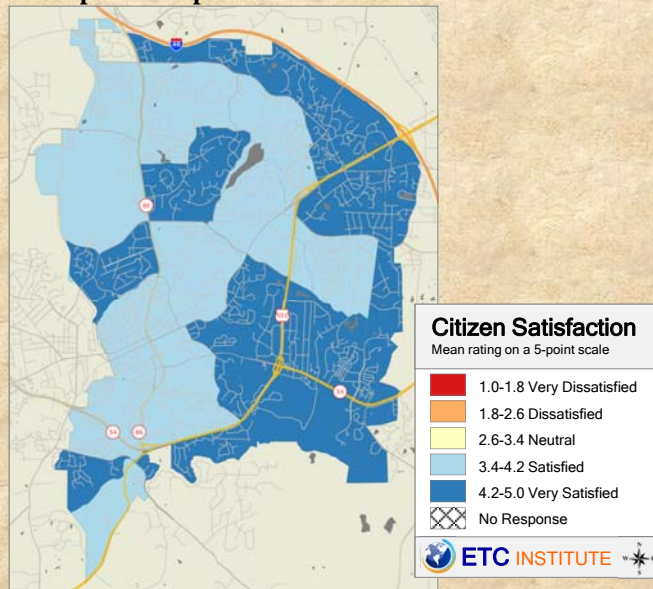
**Q5-11. Satisfaction with Chapel Hill Police Department's overall performance**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

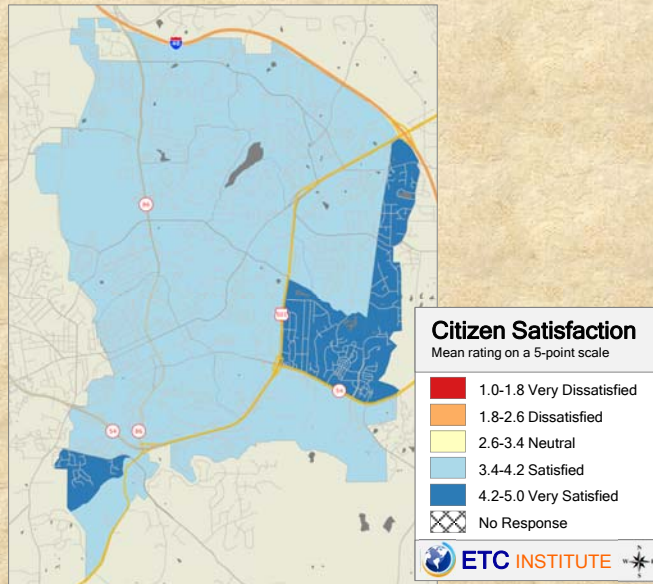
**Q5-12. Satisfaction with the attitude and behavior of Police Department personnel toward residents**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

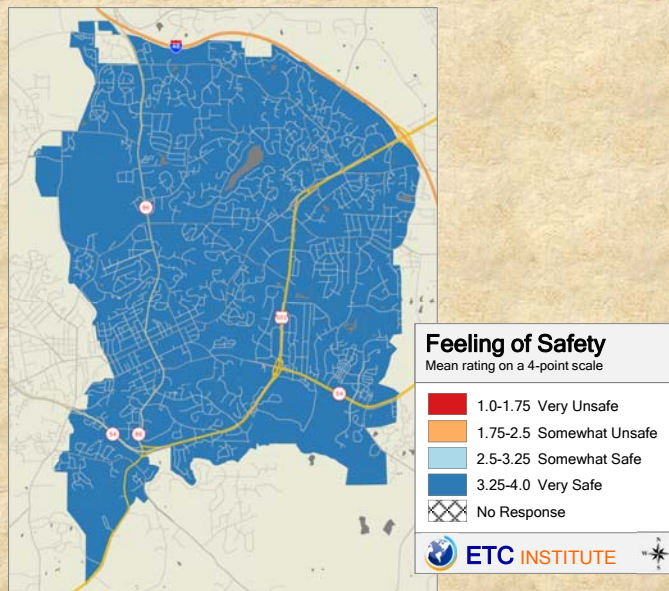
**Q5-13. Satisfaction with the level of safety and security in your neighborhood**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q8-1. Feeling of safety in your neighborhood during the day**

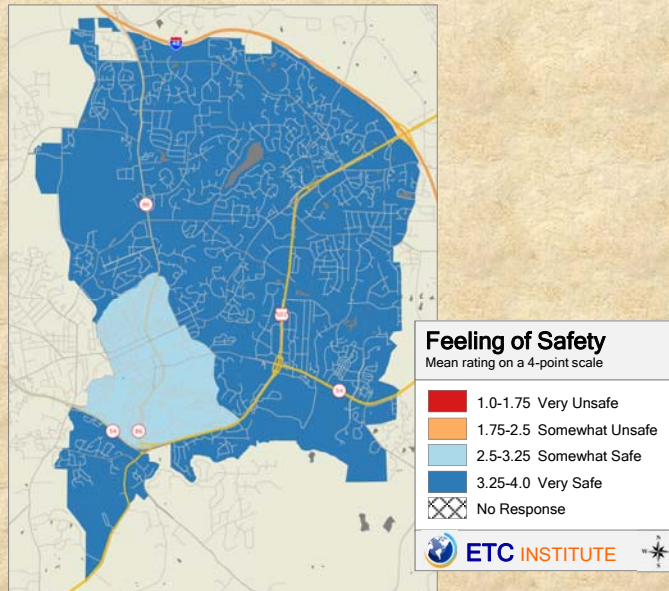


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



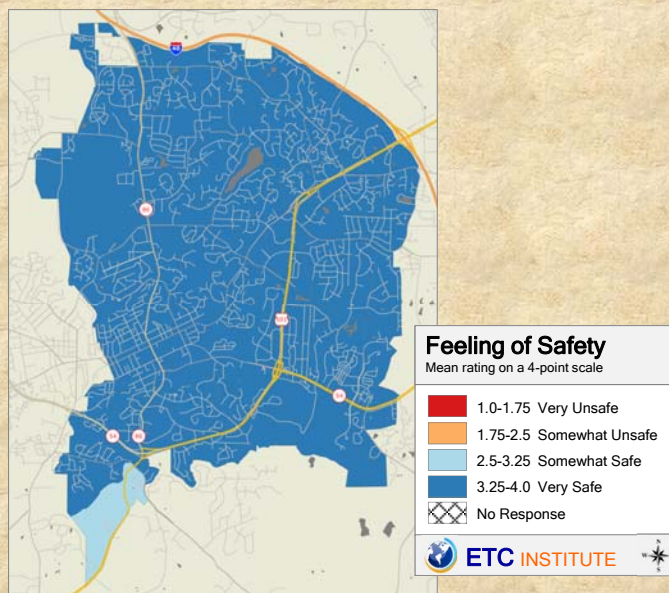
**Q8-2. Feeling of safety in your neighborhood at night**



**2015 Town of Chapel Hill Community Survey**

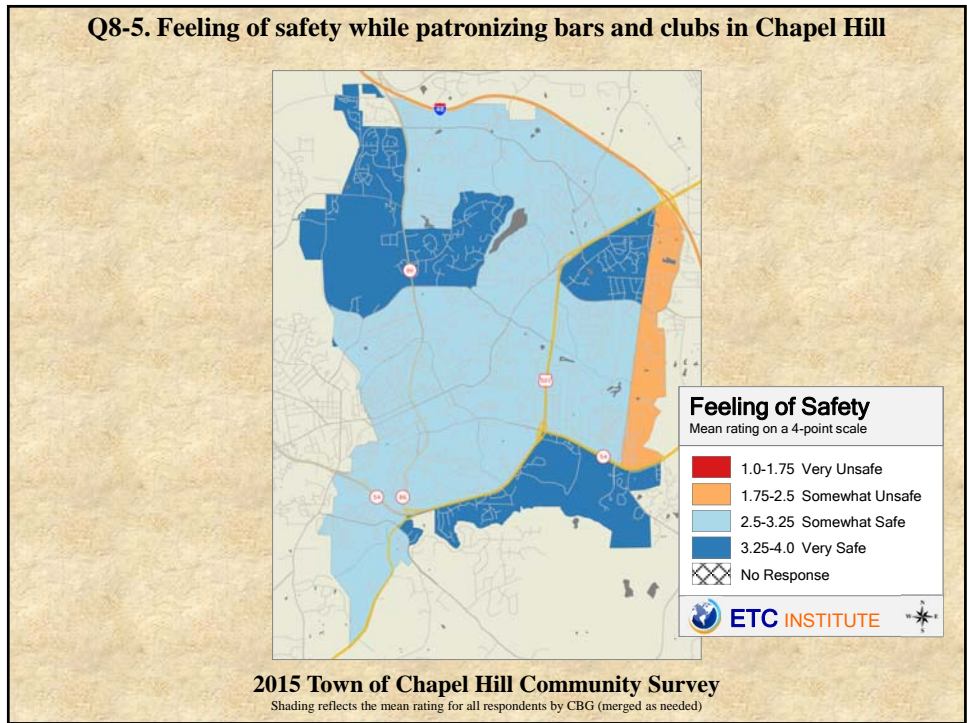
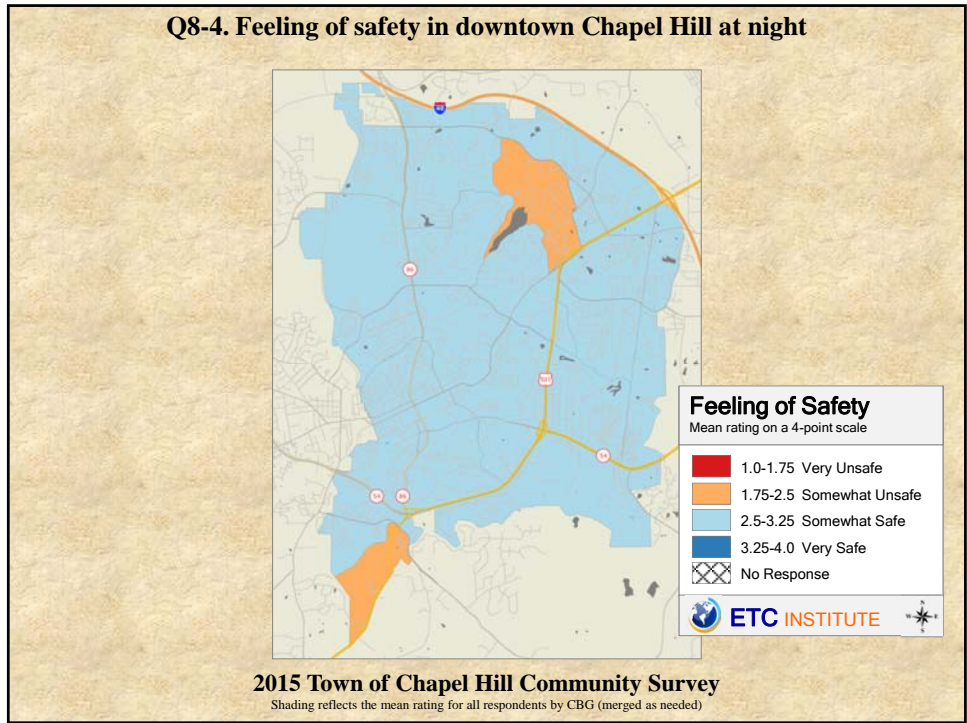
Shading reflects the mean rating for all respondents by CBG (merged as needed)

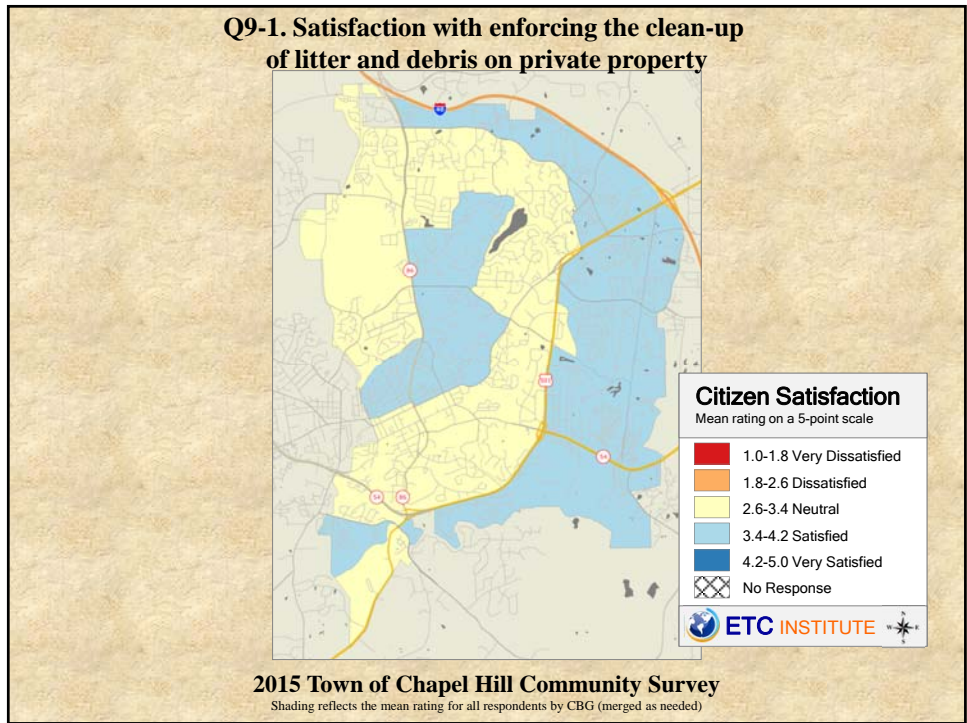
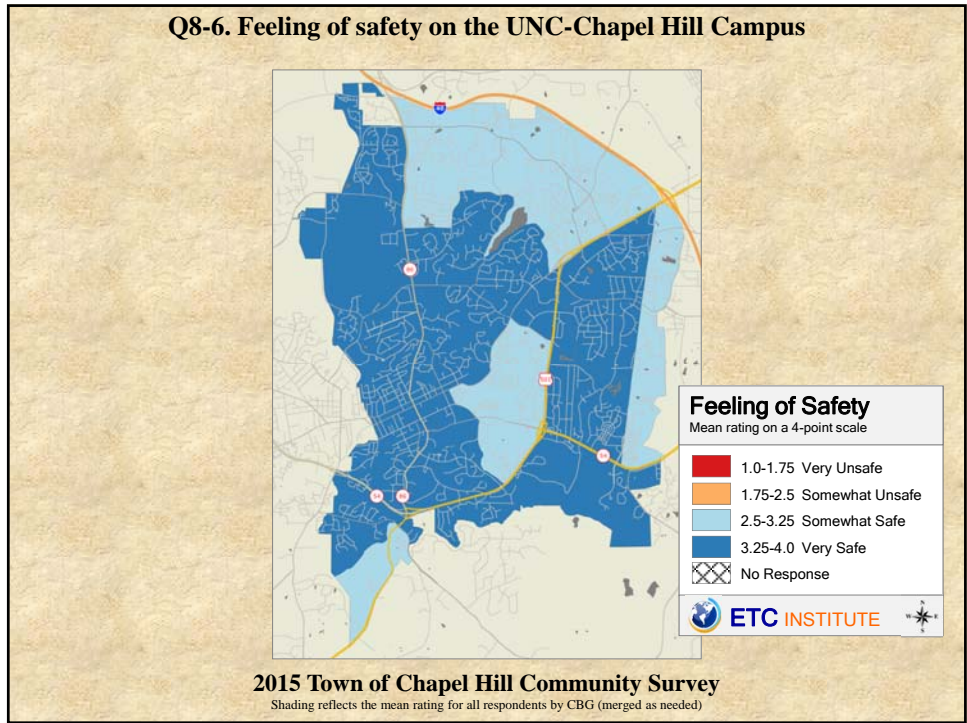
**Q8-3. Feeling of safety in downtown Chapel Hill during the day**



**2015 Town of Chapel Hill Community Survey**

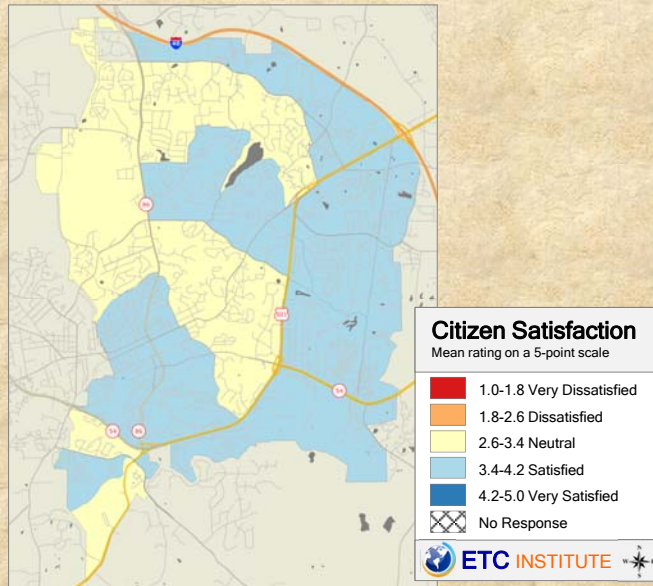
Shading reflects the mean rating for all respondents by CBG (merged as needed)







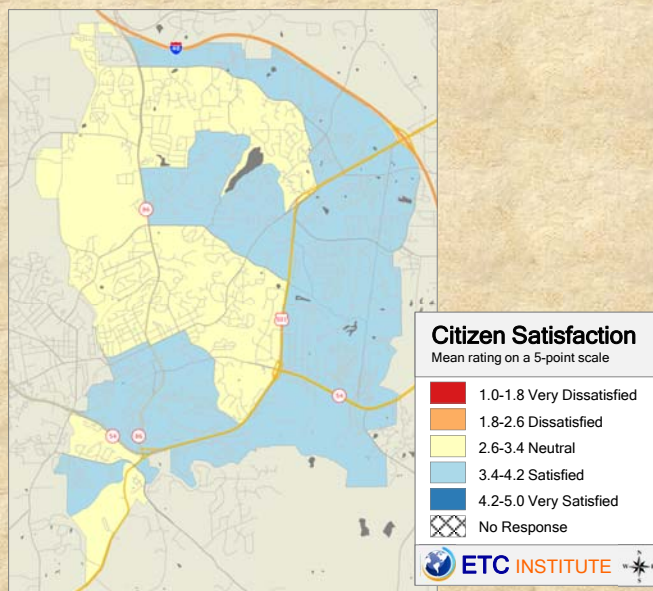
**Q9-2. Satisfaction with enforcing mowing and trimming of property**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

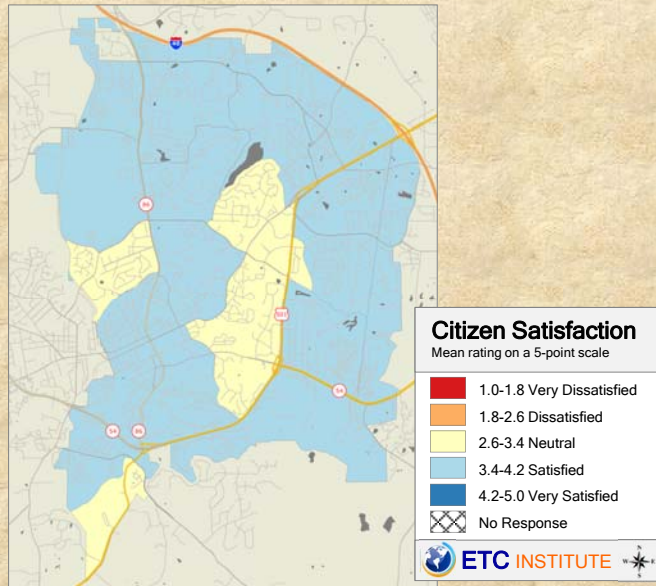
**Q9-3. Satisfaction with enforcing the maintenance of residential property**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

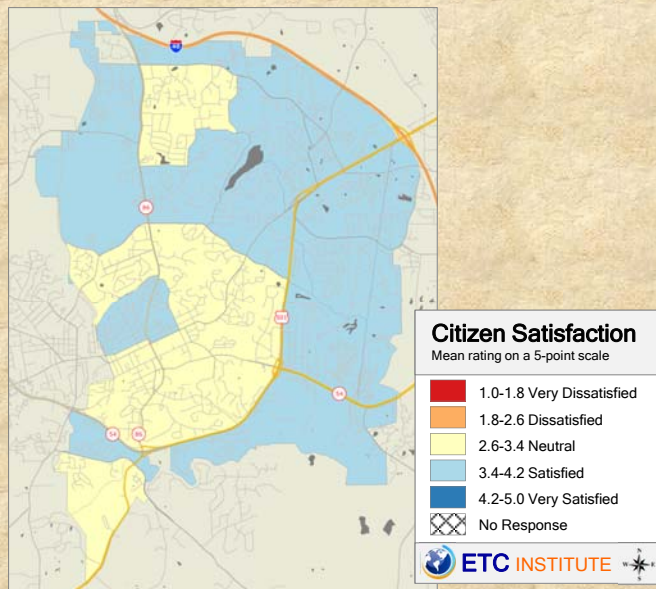
**Q9-4. Satisfaction with enforcing the maintenance of business property**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q9-5. Satisfaction with enforcing parking-residential neighborhoods**

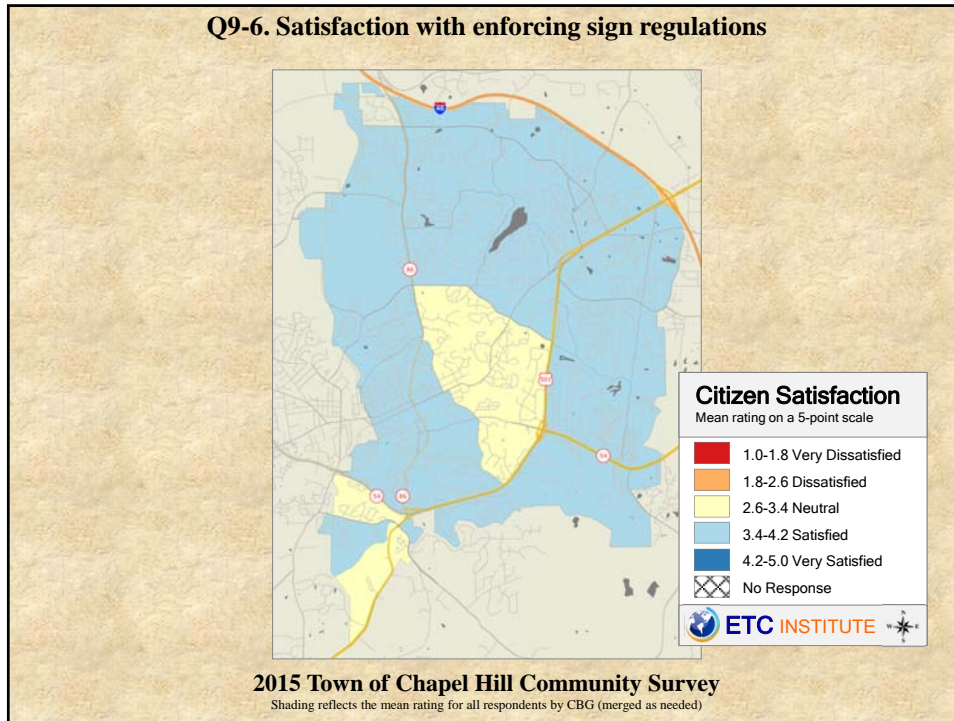


**2015 Town of Chapel Hill Community Survey**

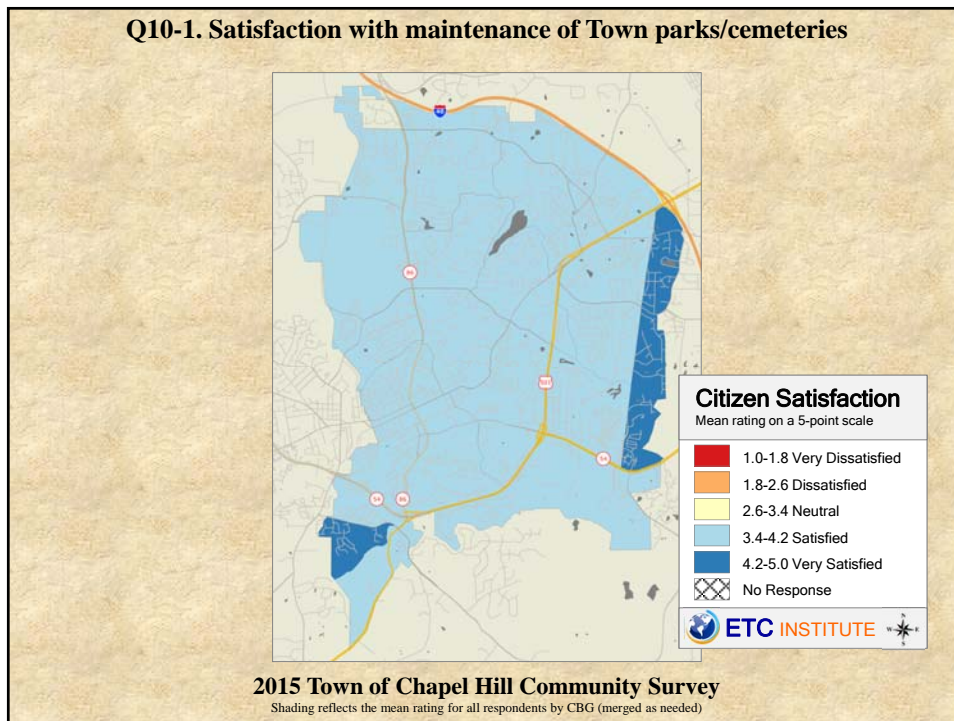
Shading reflects the mean rating for all respondents by CBG (merged as needed)



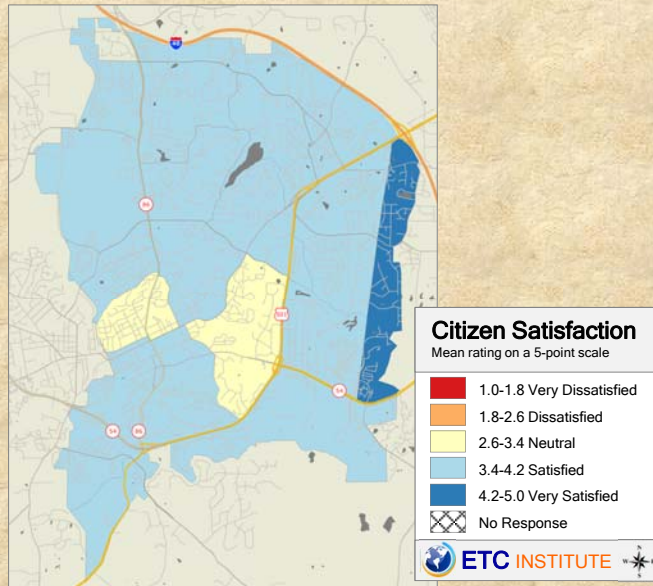
**Q9-6. Satisfaction with enforcing sign regulations**



**Q10-1. Satisfaction with maintenance of Town parks/cemeteries**



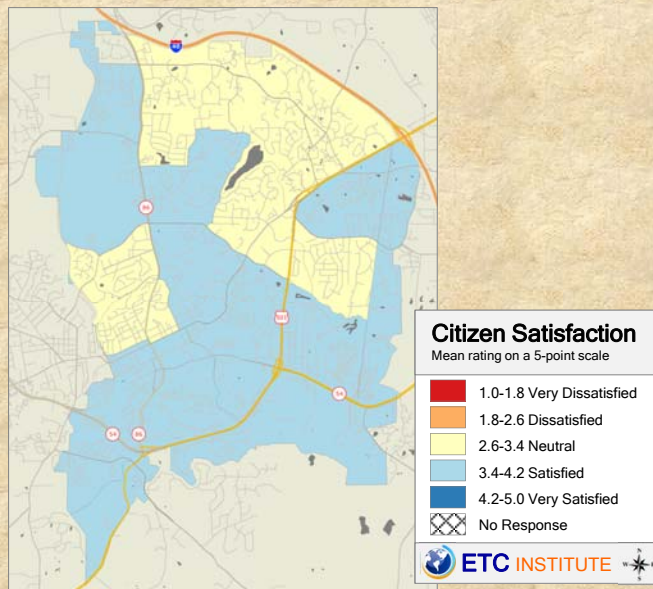
**Q10-2. Satisfaction with number of Town parks**



**2015 Town of Chapel Hill Community Survey**

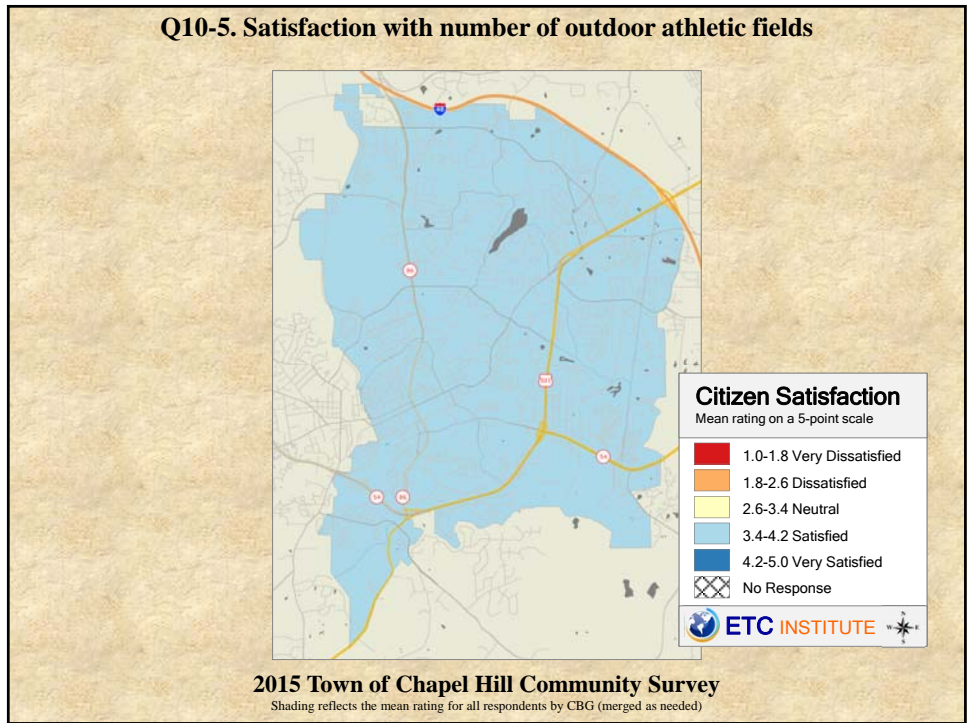
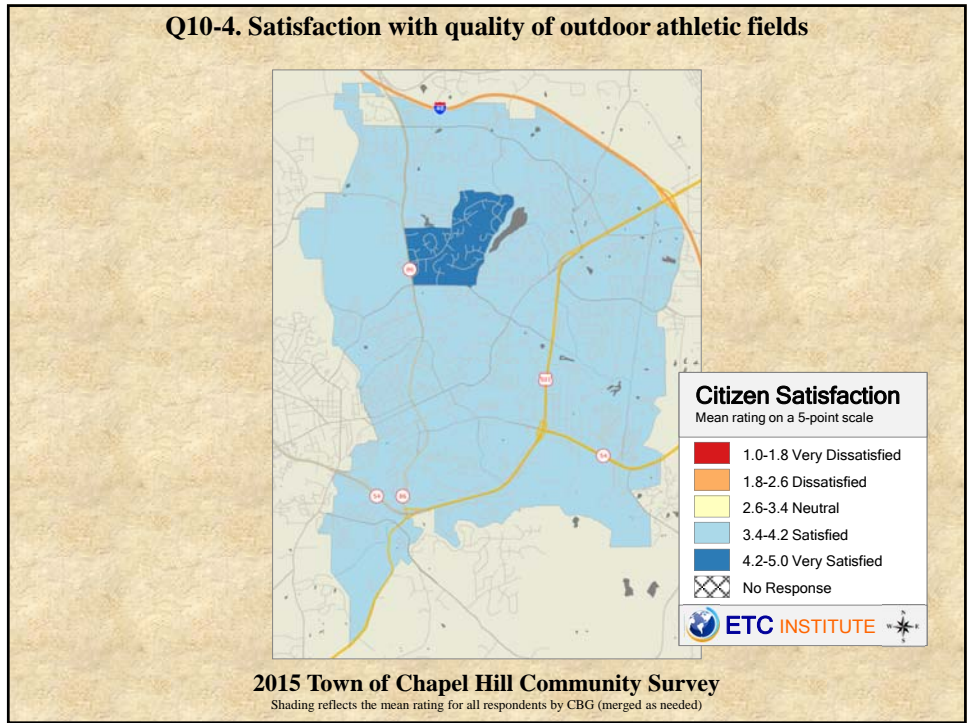
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10-3. Satisfaction with number of walking and biking trails**

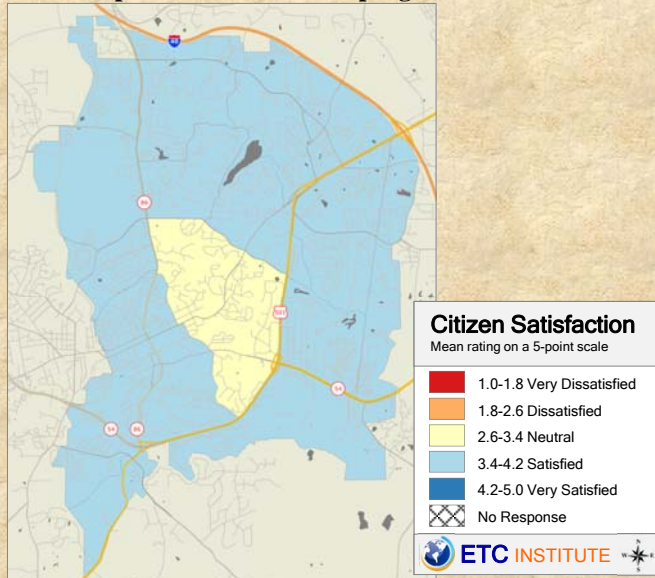


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



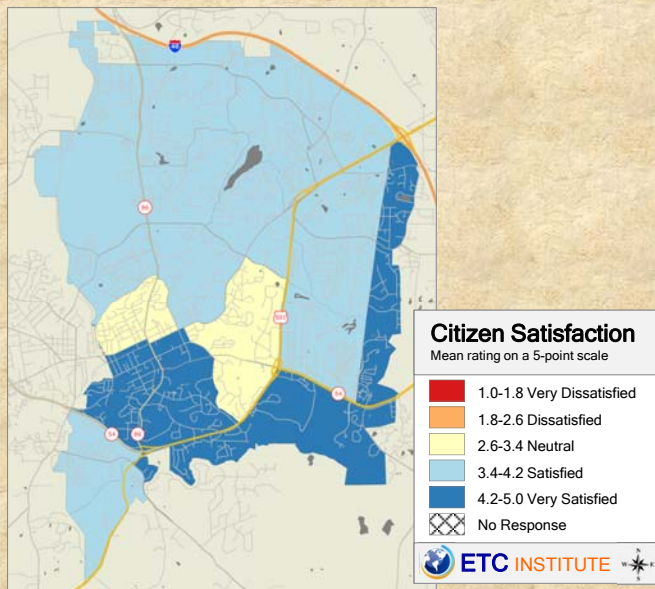
**Q10-6. Satisfaction with availability of information about Town parks and recreation programs**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10-7. Satisfaction with the Town's youth athletic programs**

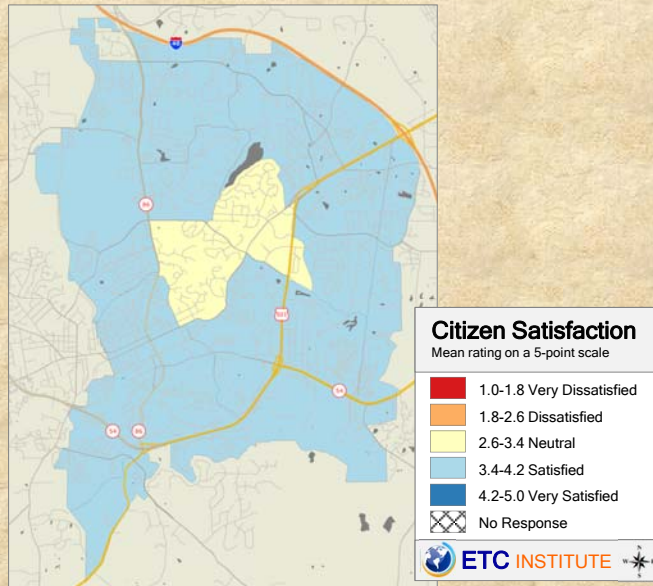


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



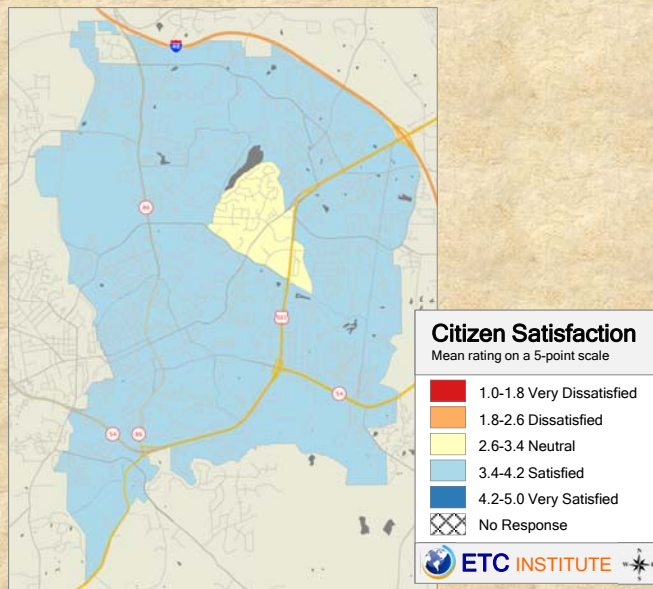
**Q10-8. Satisfaction with the Town's adult athletic programs**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

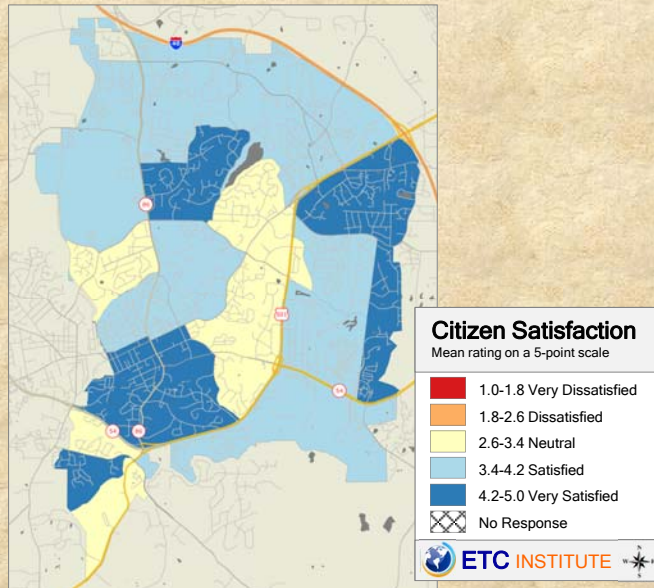
**Q10-9. Satisfaction with special events/festivals**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

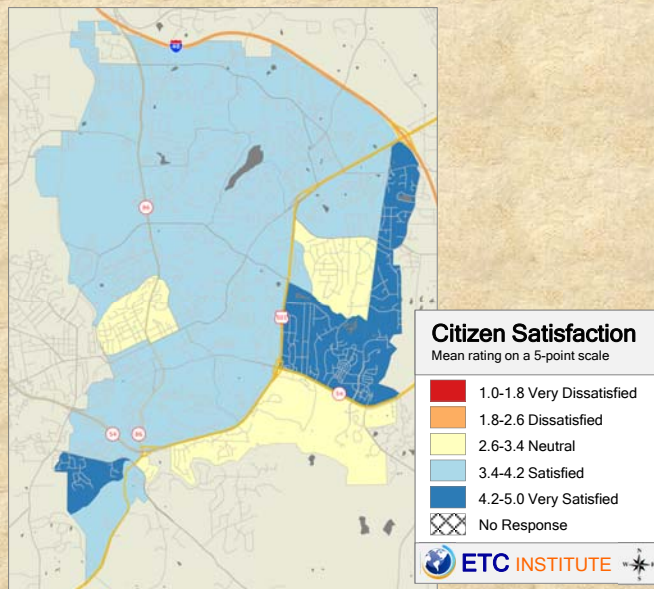
**Q10-10. Satisfaction with adapted recreation & inclusion programs**



**2015 Town of Chapel Hill Community Survey**

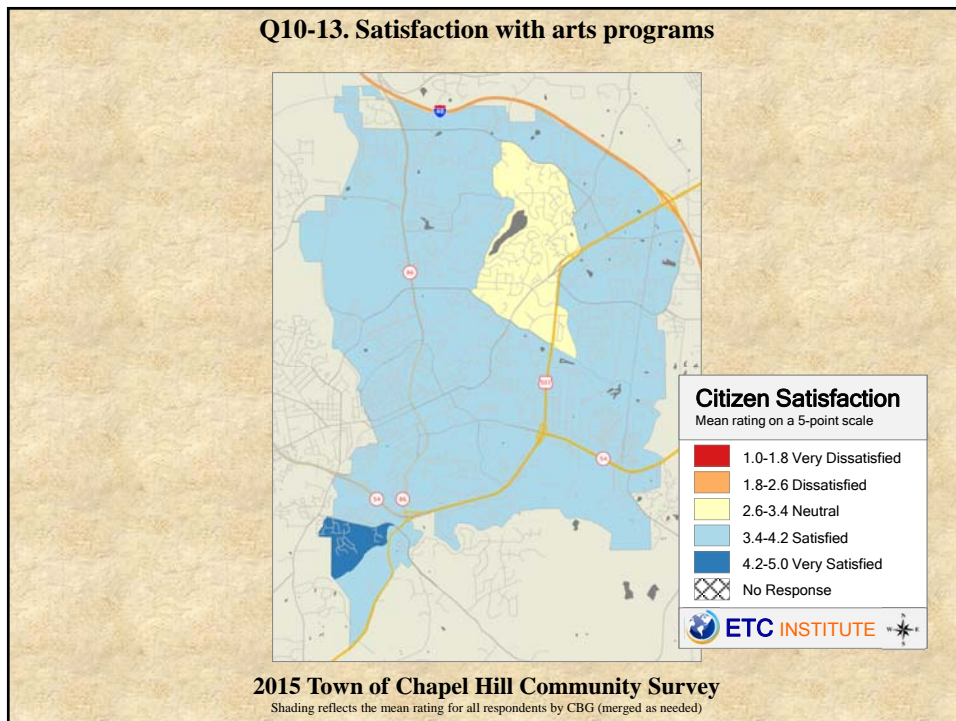
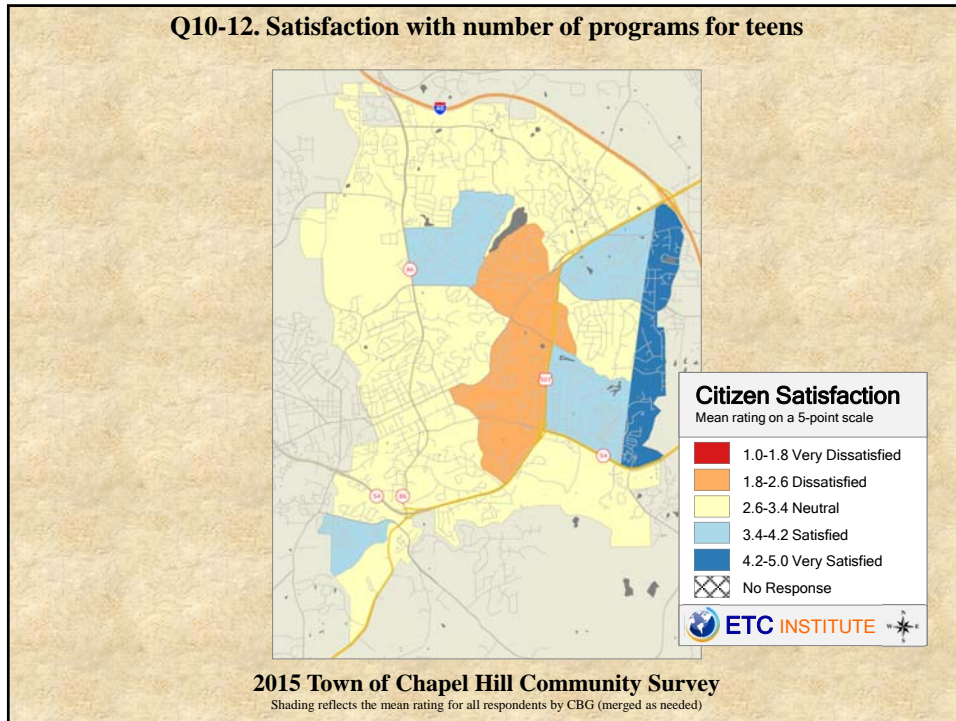
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10-11. Satisfaction with number of children's play areas**

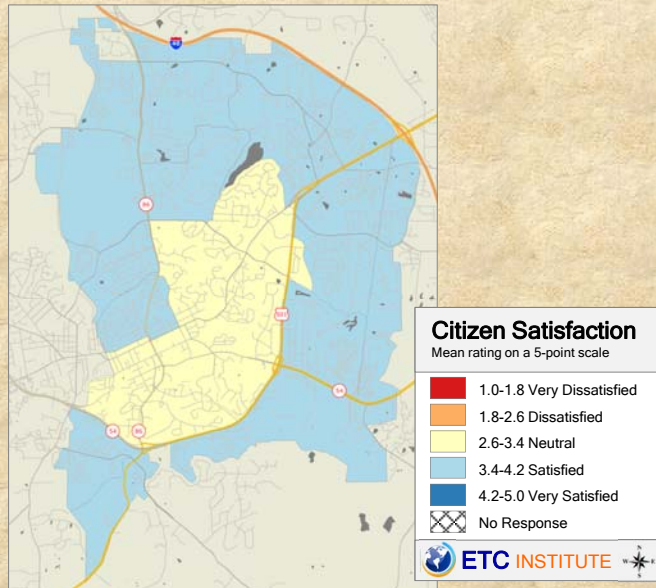


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



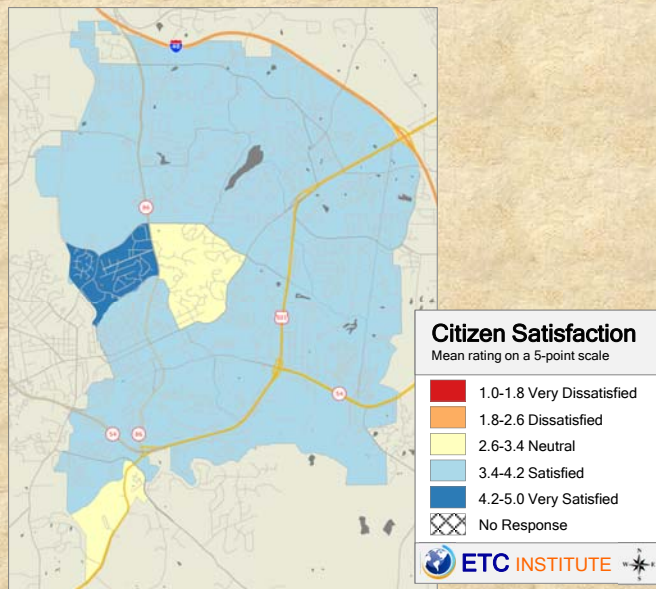
**Q10-14. Satisfaction with public art**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q10-15. Satisfaction with quality of aquatics facilities/programs**

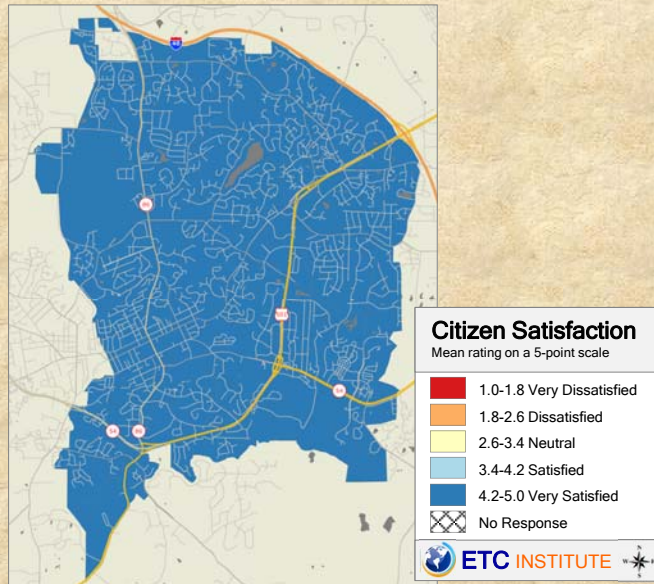


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



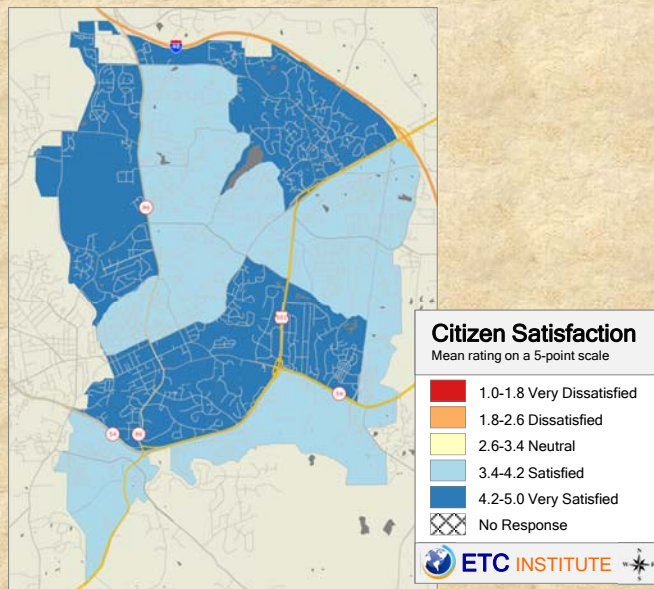
**Q12-1. Satisfaction with the overall quality of library services**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

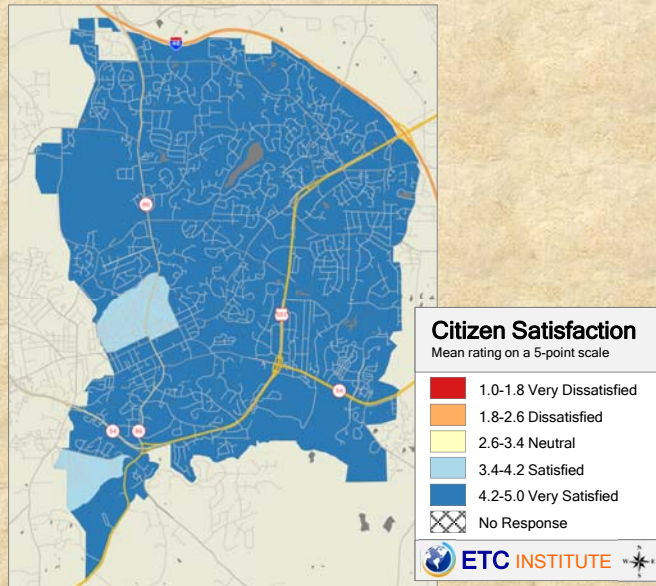
**Q12-2. Satisfaction with Library hours of operation**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

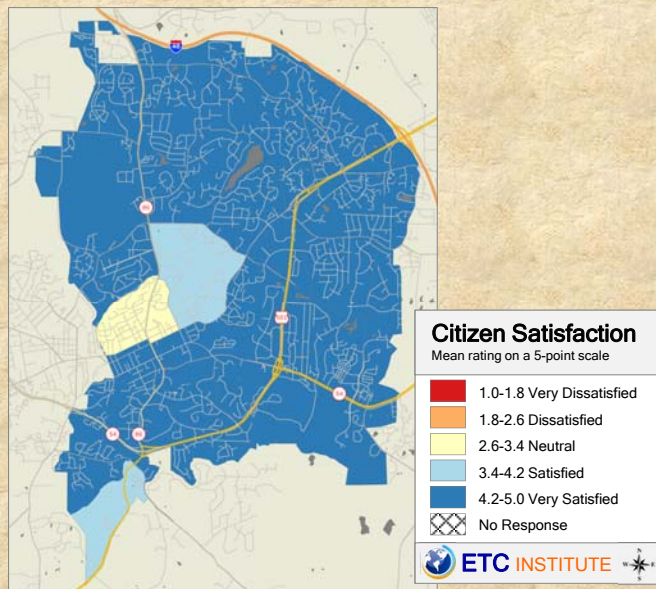
**Q12-3. Satisfaction with customer service provided by staff**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

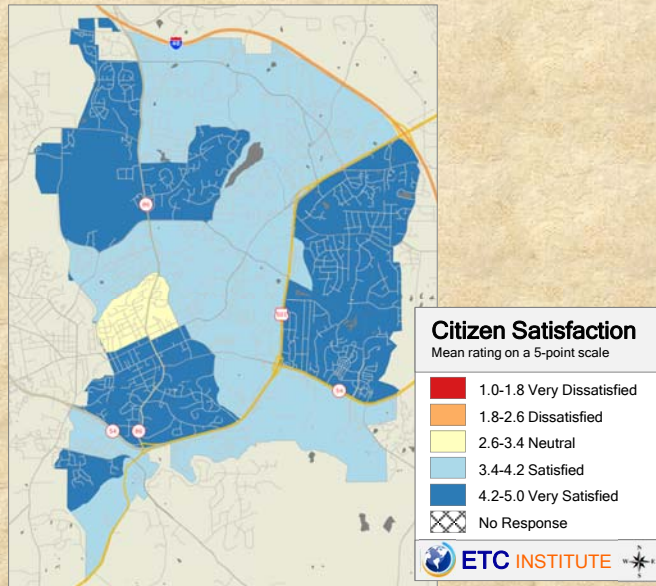
**Q12-4. Satisfaction with children's programs**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

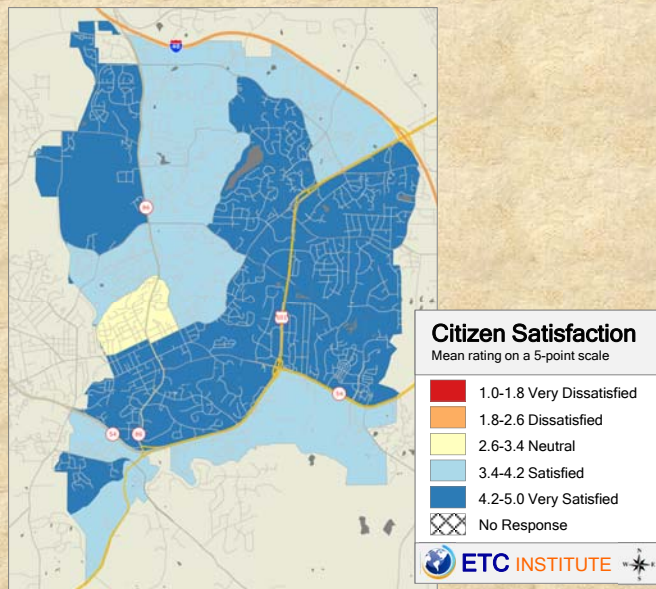
**Q12-5. Satisfaction with teen programs**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q12-6. Satisfaction with adult programs**

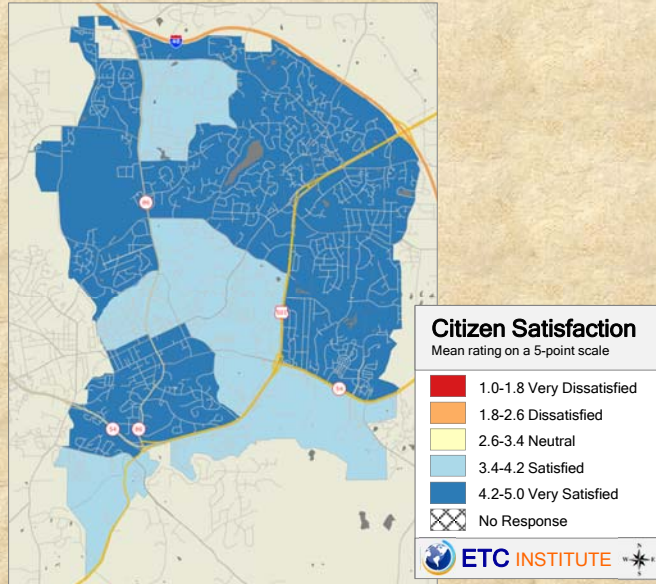


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



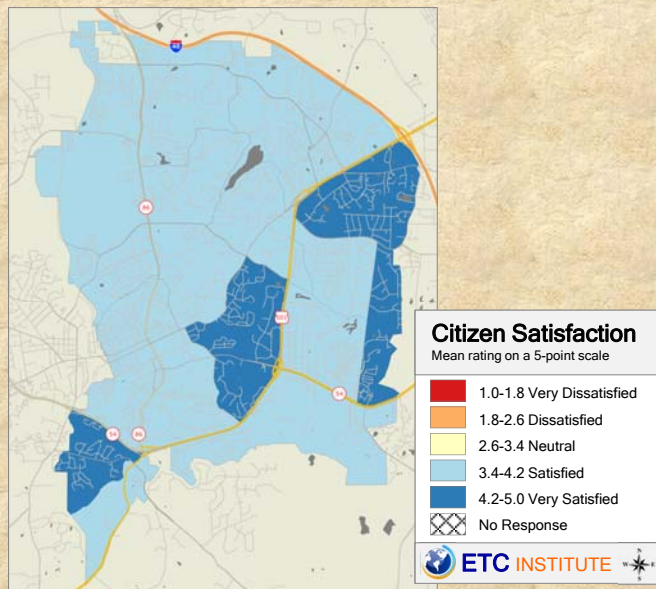
**Q12-7. Satisfaction with print collection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

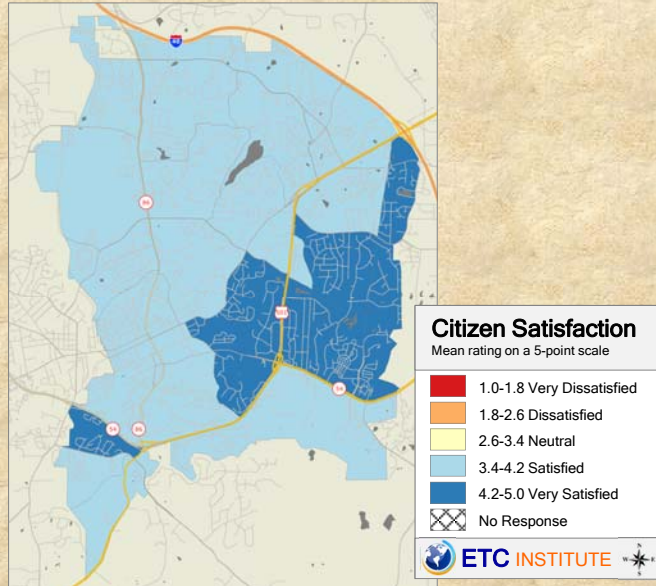
**Q12-8. Satisfaction with DVD collection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

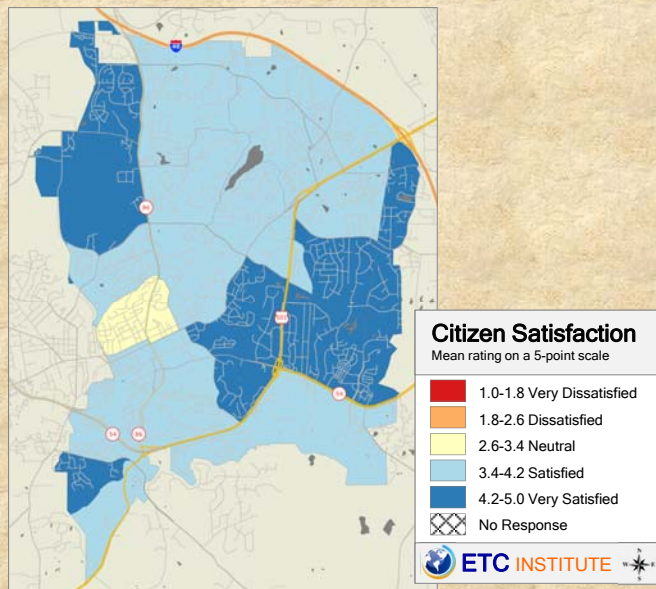
**Q12-9. Satisfaction with music collection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

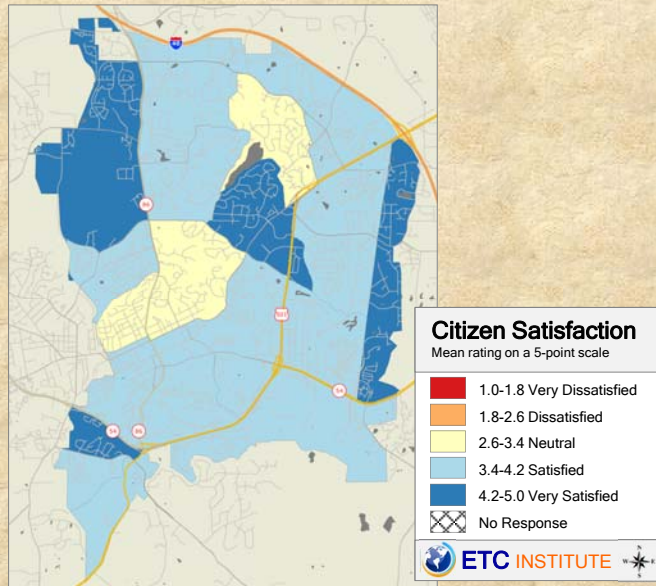
**Q12-10. Satisfaction with audio collection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

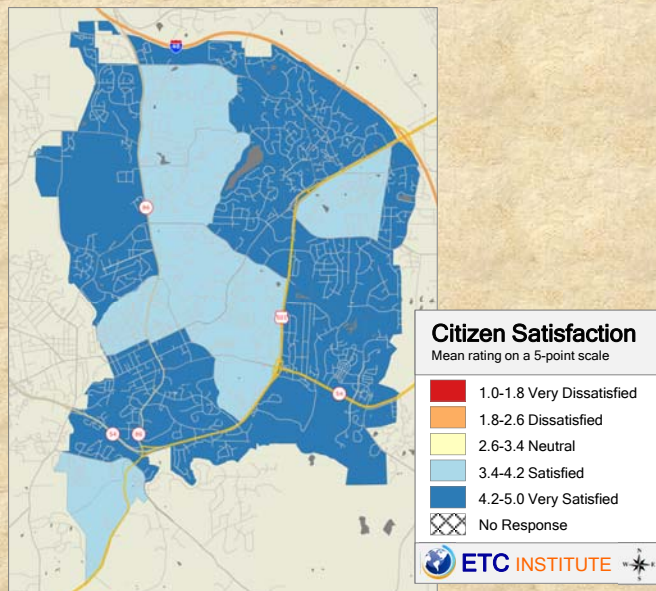
**Q12-11. Satisfaction with e-book collection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q12-12. Satisfaction with WiFi service**

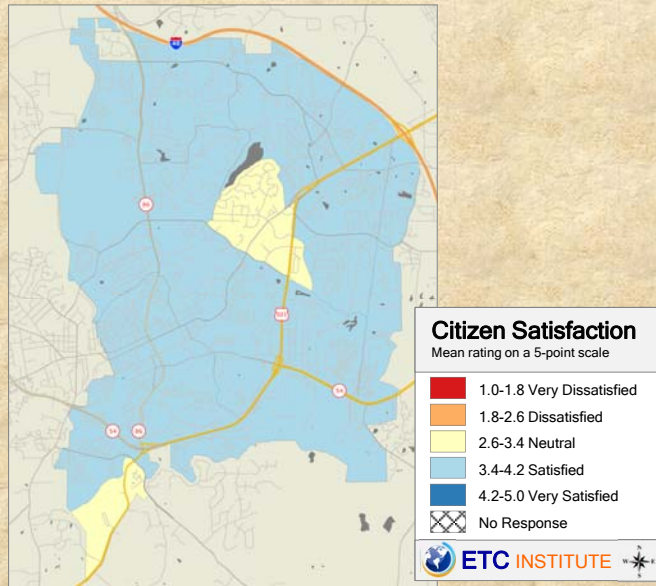


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



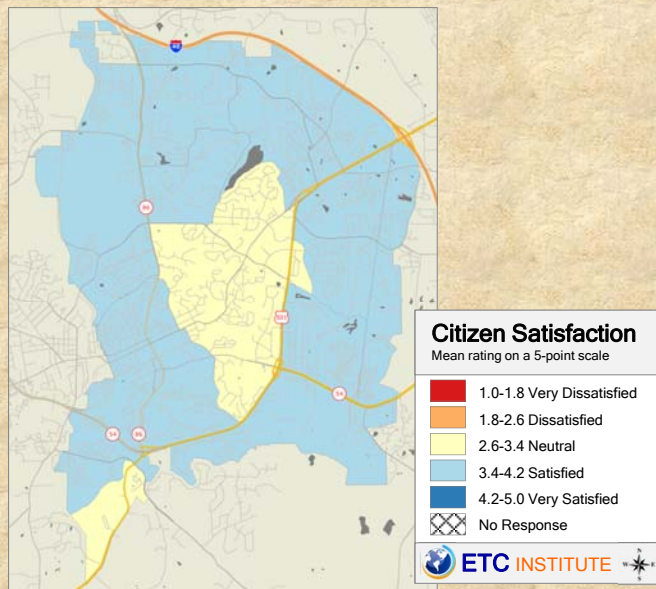
**Q13-1. Satisfaction with maintenance of Town main street thoroughfares**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

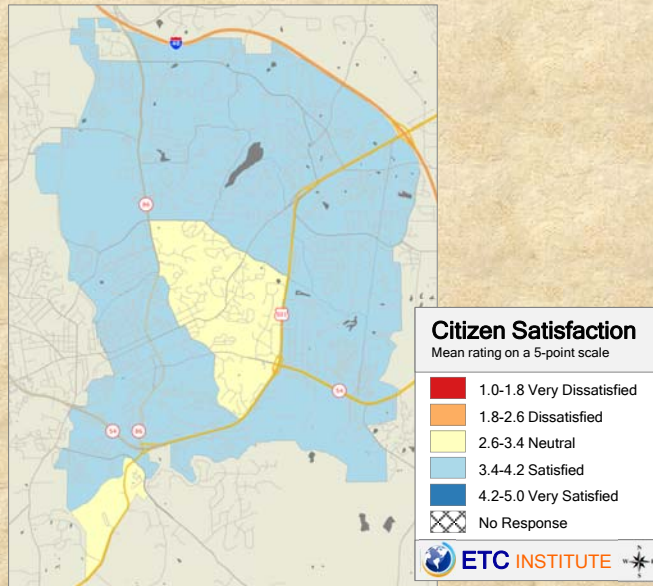
**Q13-2. Satisfaction with maintenance of streets in your neighborhood**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

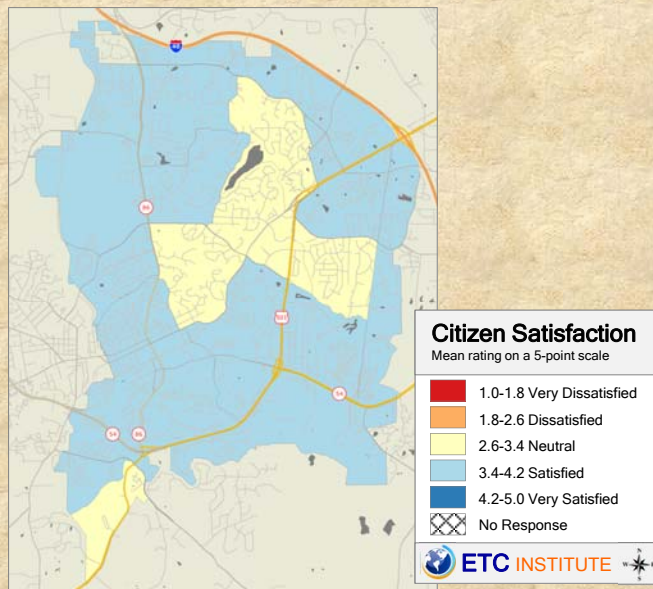
**Q13-3. Satisfaction with maintenance of street signs/pavement markings**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q13-4. Satisfaction of maintenance/preservation of downtown**

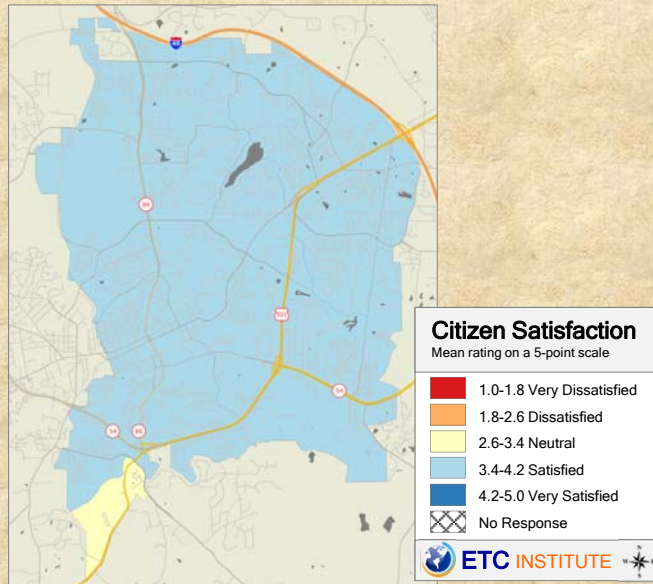


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



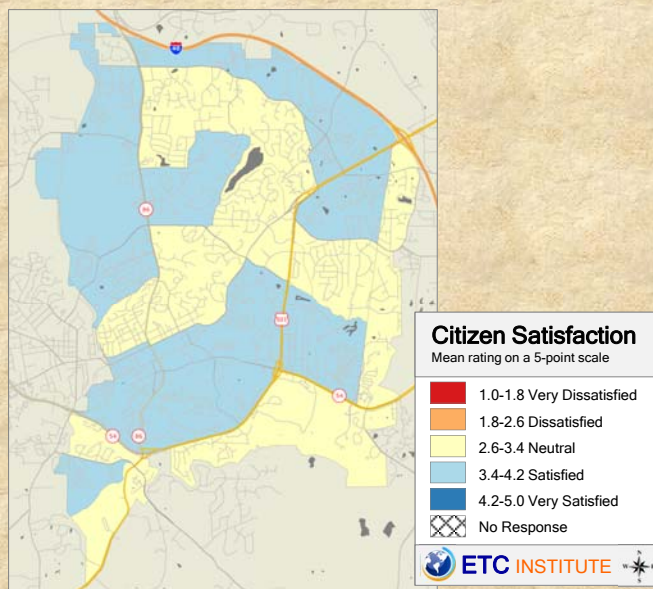
**Q13-5. Satisfaction with overall cleanliness of streets, and other public areas**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

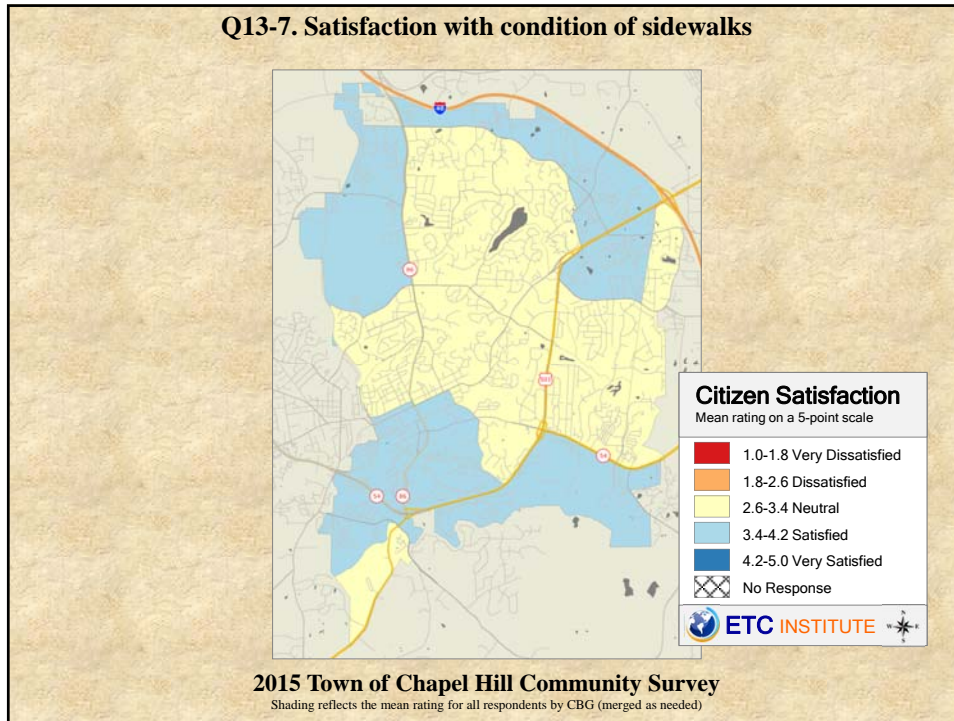
**Q13-6. Satisfaction with adequacy of street lighting**



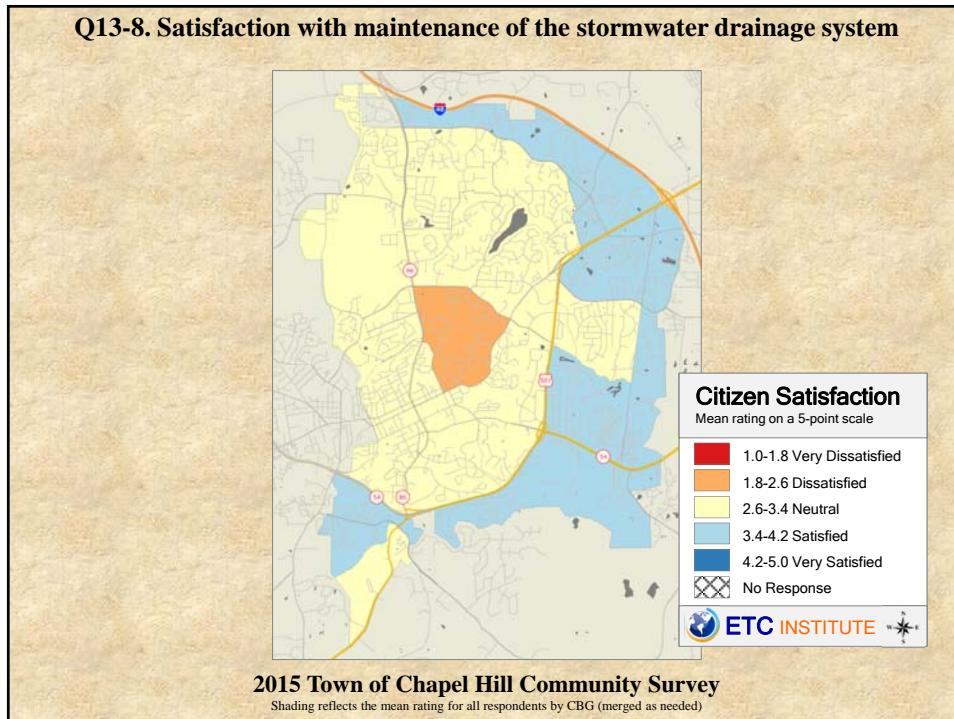
**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

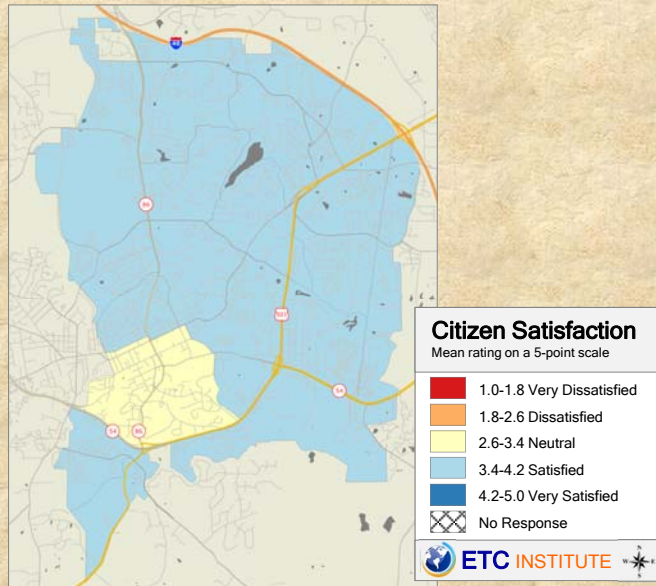
**Q13-7. Satisfaction with condition of sidewalks**



**Q13-8. Satisfaction with maintenance of the stormwater drainage system**



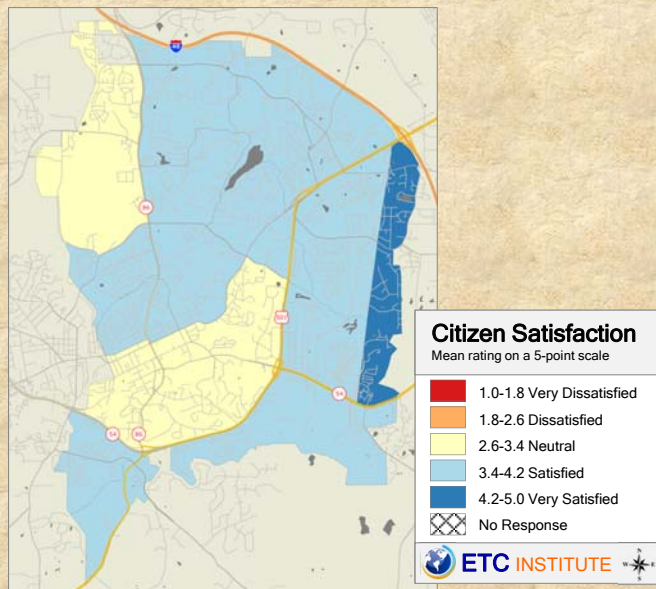
**Q15-1. Satisfaction with quality of information about Town programs/services**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q15-2. Satisfaction with access to information on local issues/events**

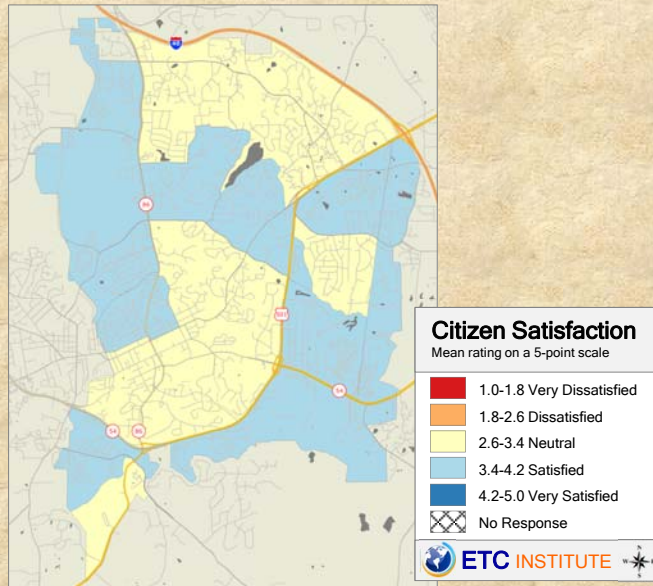


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



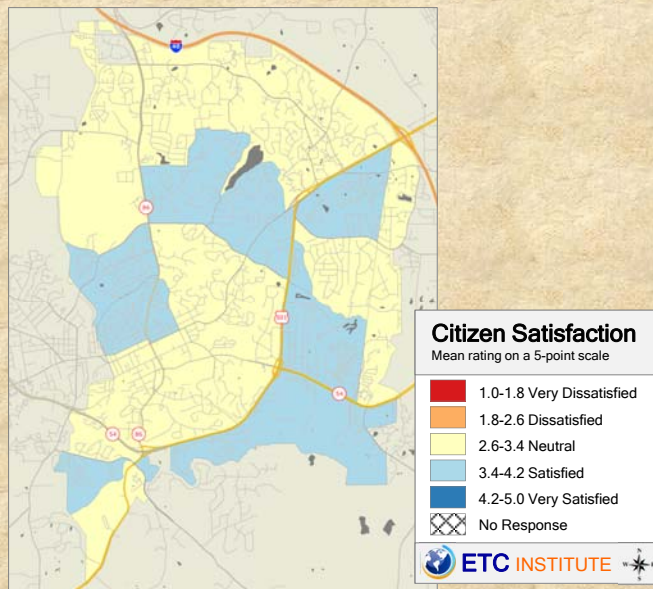
**Q15-3. Satisfaction with opportunities to participate in local government**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

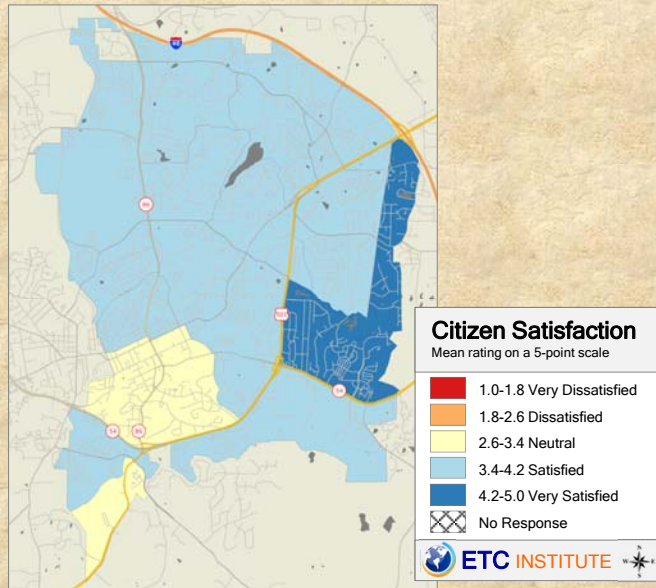
**Q15-4. Satisfaction with access to the Mayor and Town Council**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

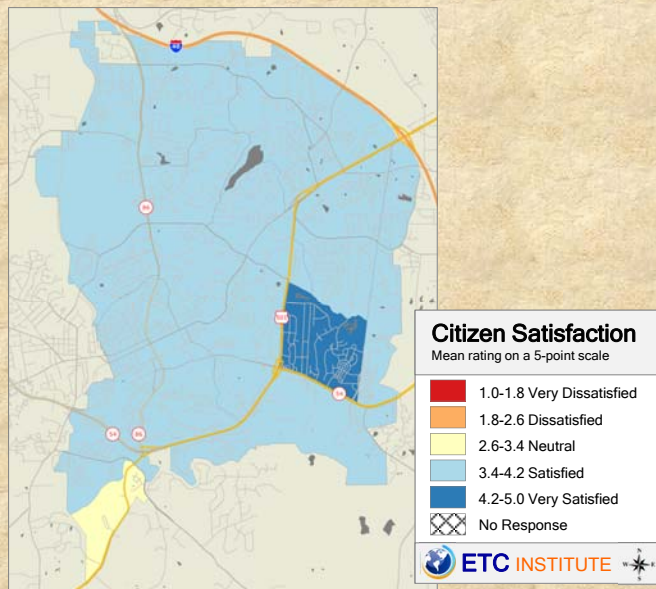
**Q15-5. Satisfaction with quality of www.townofchapelhill.org**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

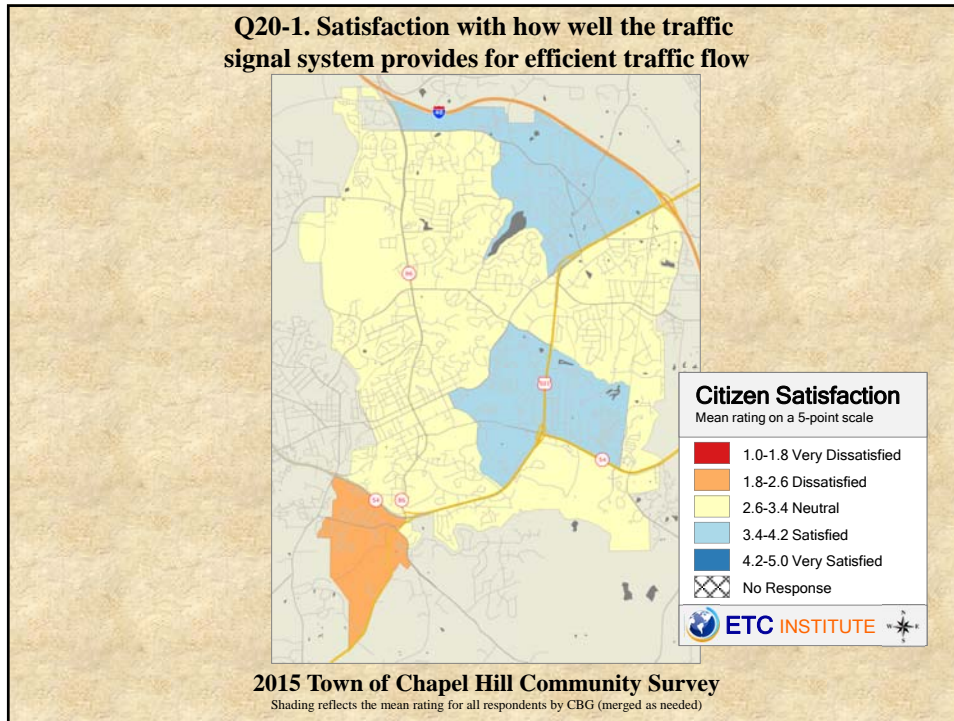
**Q15-6. Satisfaction with Chapel Hill eNews updates**



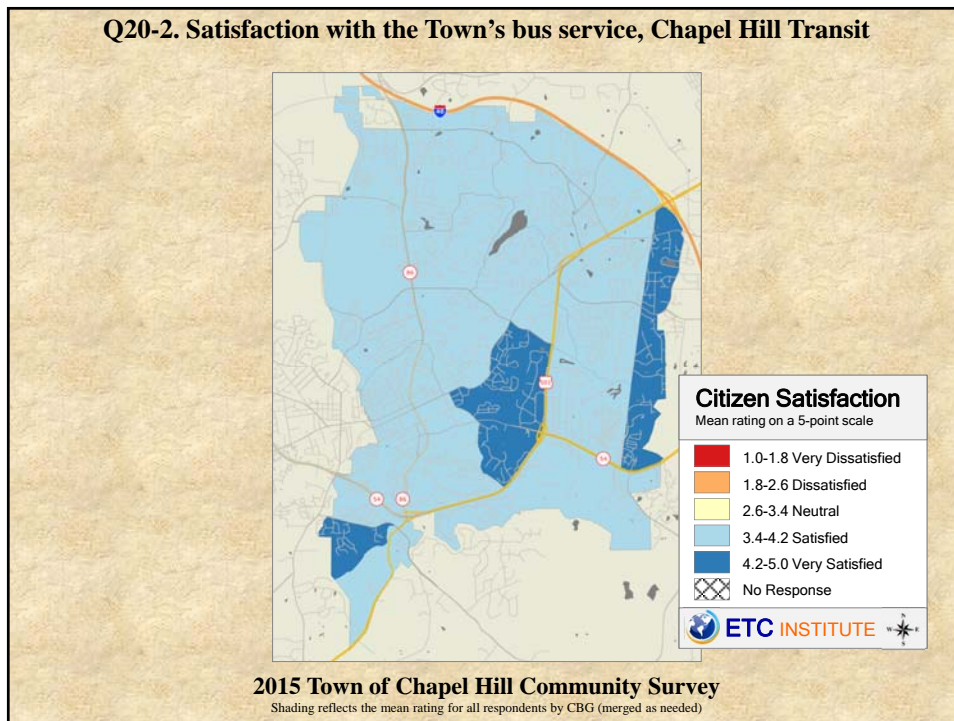
**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q20-1. Satisfaction with how well the traffic signal system provides for efficient traffic flow**

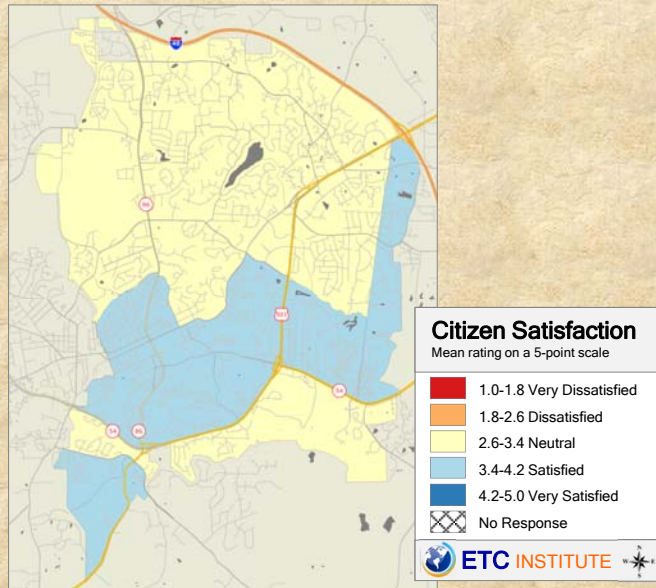


**Q20-2. Satisfaction with the Town's bus service, Chapel Hill Transit**





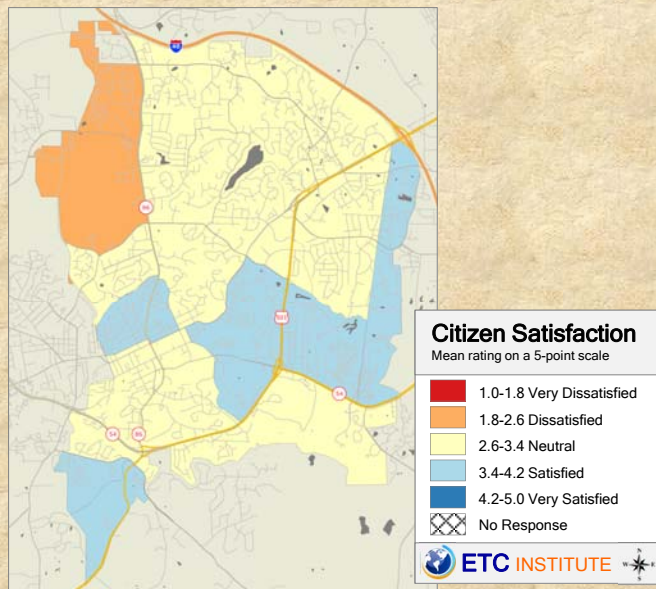
**Q20-3. Satisfaction with the ease of walking or biking in Chapel Hill**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

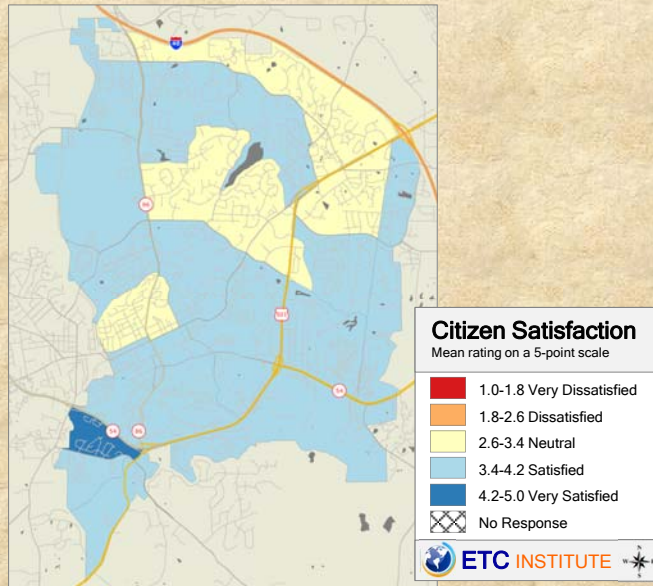
**Q20-4. Satisfaction with availability of sidewalks in the Town**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

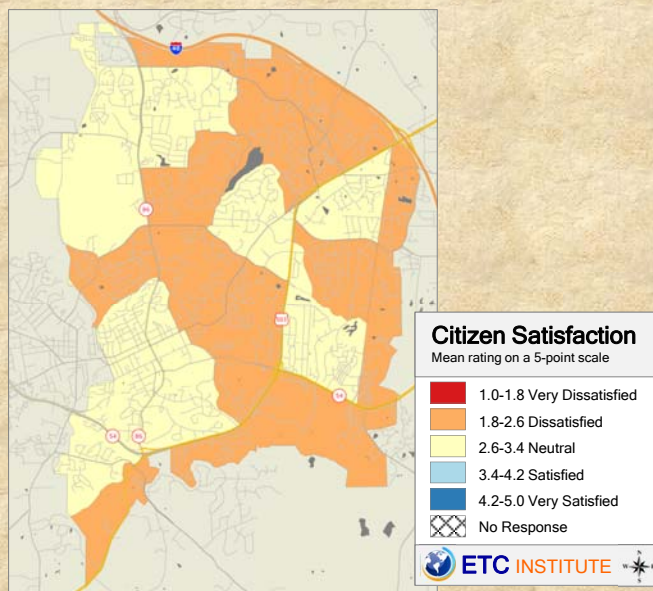
**Q20-5. Satisfaction with availability of greenways and walking trails**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q37-1. Satisfaction with availability of parking downtown**

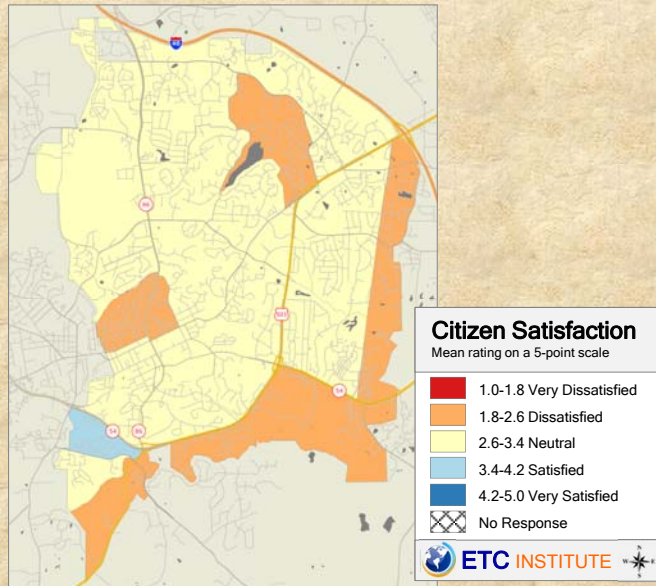


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



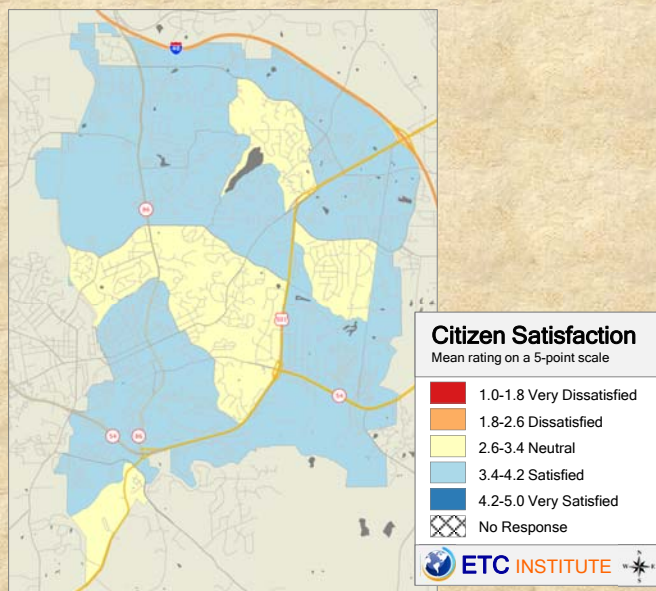
**Q37-2. Satisfaction with cost of parking downtown**



**2015 Town of Chapel Hill Community Survey**

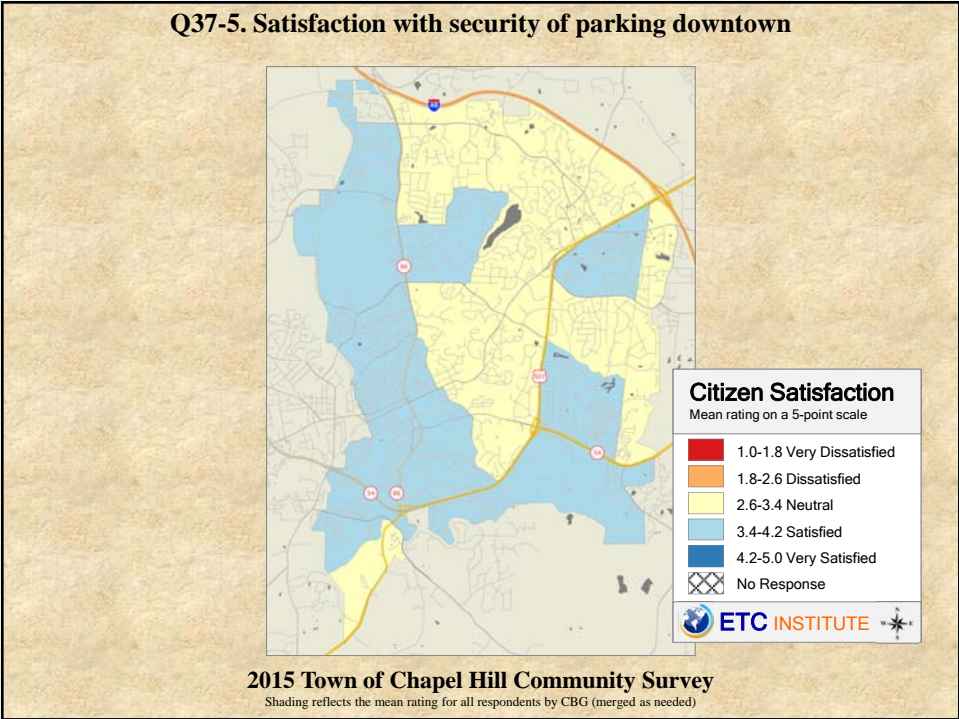
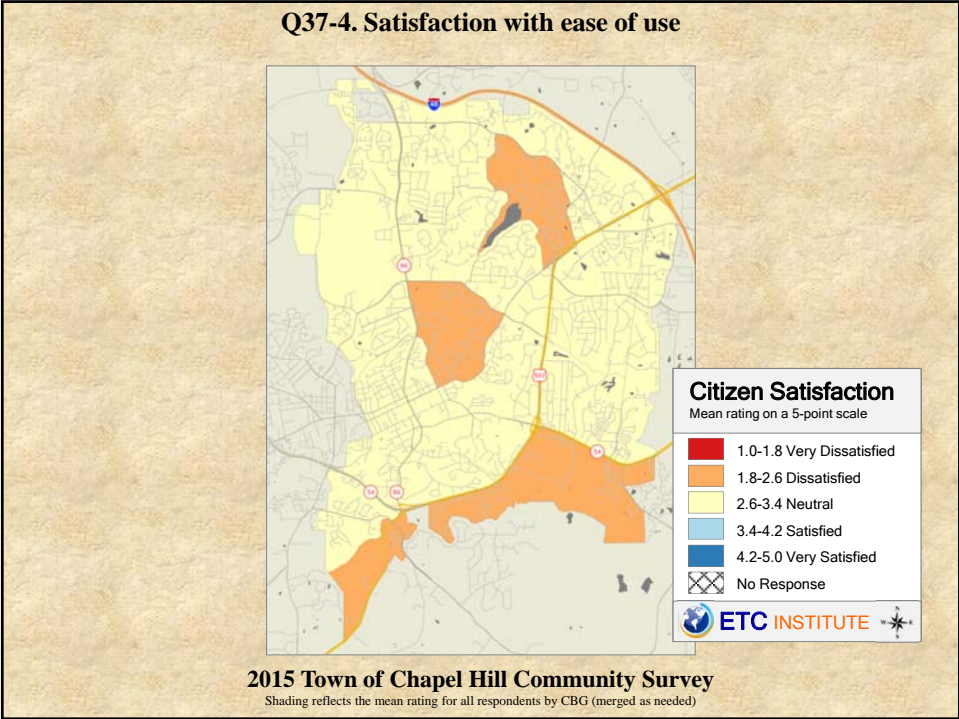
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q37-3. Satisfaction with payment options**

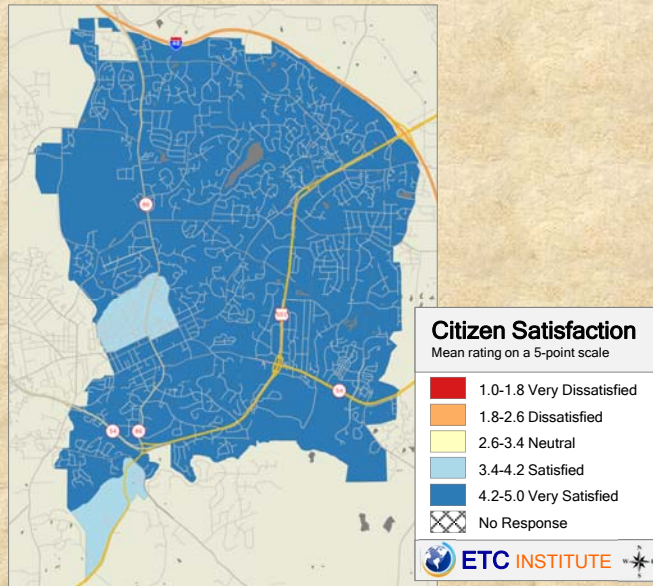


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



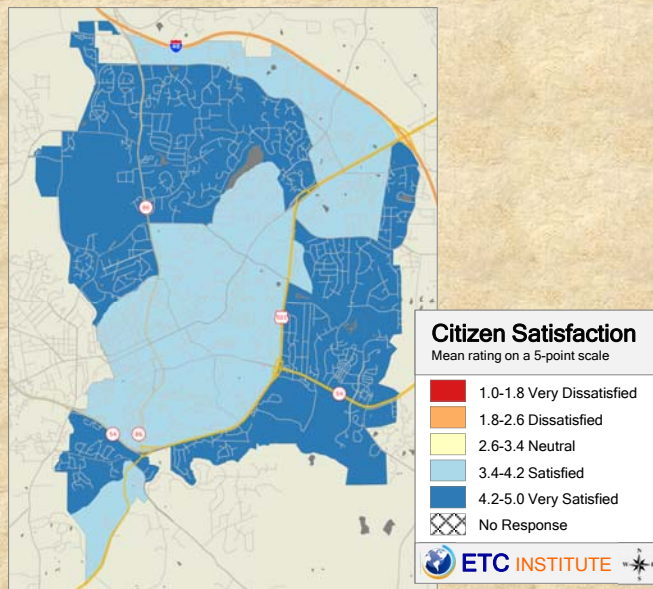
**Q38-1. Satisfaction with residential trash collection services**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q38-2. Satisfaction with yard waste removal**

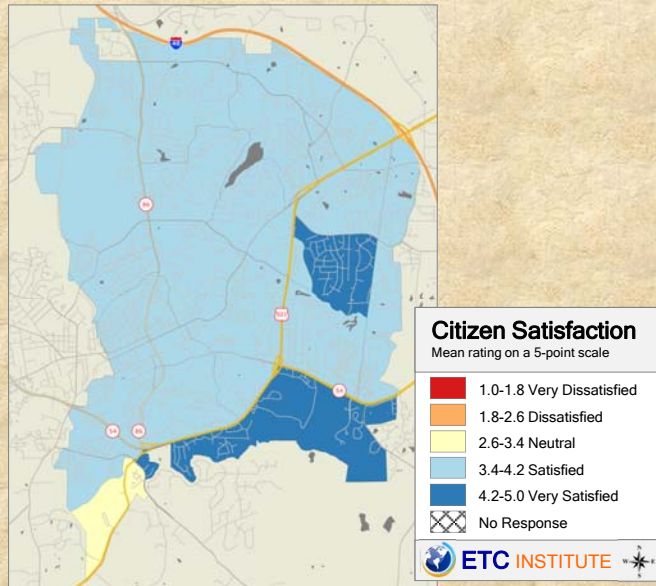


**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



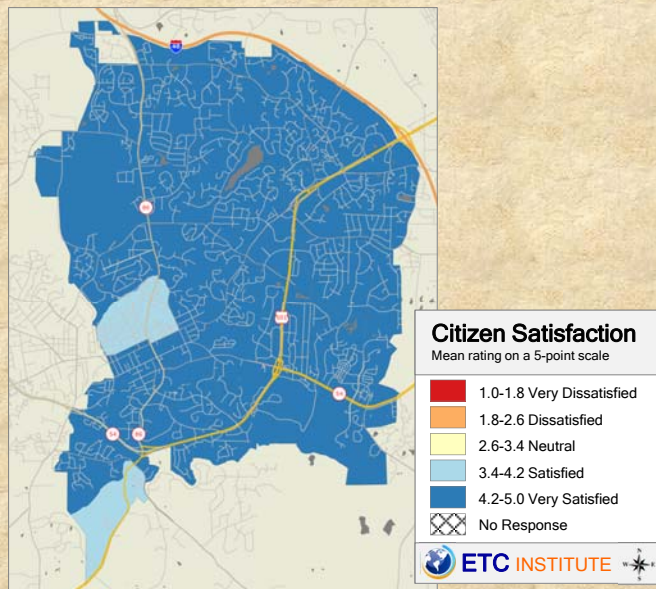
**Q38-3. Satisfaction with leaf collection**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q38-4. Satisfaction with residential recycling service**



**2015 Town of Chapel Hill Community Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

