

**RESEARCH AND TRAINING SPECIALISTS, INC**  
Concord, North Carolina



**2010 CITIZEN SATISFACTION SURVEY**

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## Executive Summary

The Town of Matthews conducted a survey to determine citizen perceptions, attitudes, needs and expectations.

This year, the survey was on-line, between the first week of November thru the first week of December 2010. The Town took considerable effort to inform residents about the survey and the response rate was exceptionally good. The Town provided news releases to over 30 media outlets, on their website, blast email, Facebook and Twitter. In 2008, when the survey was done by mail, there was a response of 342. This year there were 486 respondents. 465 (95.7% answered on the internet and 21 (4.3%) used printed copies that were made available at the library and Town Hall. However, 51 respondents indicated that they did not live in Matthews, giving a Town resident response of 397. In addition, the sample also over-represented the proportion of known white residents and under-represented those with incomes under \$35,000 and over \$200,000. These factors are controlled statistically when appropriate and given the size of the response rate there is a 95% confidence that the results are within  $\pm 4\%$ .

There has been, in general, an increased positive response to most questions and evaluations of the Town but not Town departments in 2010 compared with 2008.

- 96% of respondents feel that Matthews is a good place to live; this is higher than in 2006 and 2008
- 89% of respondents feel that Matthews is safe and 92% say they feel safe walking in downtown
- The biggest drops in positive responses from 2008 is to the statement "Matthews provides a good environment for business" and "The Town is responsive to the needs of citizens."
  - Only 66.3% feel the Town is responsive to citizen needs. However, 23.8% are neutral and only 9.9% actually negative
  - Only 57.3% feel the Town provides a good environment for business but 30.4% are neutral and 12.3% negative

## Perceptions of Downtown

- 83.9% (402) of the residents say they visit Downtown Matthews to shop, eat or recreate. This is the same as in 2008 (83.3%) and down from 97.1% in 2006.

- **Only 1/3 (37.2%) of respondents feel that the variety of business/services downtown is sufficient.**

The percent is 37.3% if only Matthews residents are included

## Visiting Downtown

- 48.1% of those who visit downtown visit more than 5 times per month
  - 35.2% visit 2-5 times per month
  - 16.7% visit once a month
- Three-fourths visit Town Hall and the library.

**There has been an increase in the percentage of persons visiting Matthews  
The biggest increase is the percent visiting for restaurants and festivals**

Residents were given an opportunity to write-in types of business they would like to see in Downtown or to suggest changes they would like to see.

- The primary comments on changes revolved around traffic and parking (28%)
- More restaurants - or some specific types of restaurants (23%).
- Grocery stores, book stores and boutiques or small quaint stores were also recommended by a number of respondents.
- A major theme is that the residents want to keep Matthews a small town

## Town Appearance

- 88.4% of respondents are somewhat (42.7%) or very (45.7%) satisfied with the overall appearance of Matthews; only about 6% are dissatisfied
- Regarding signage, 76.4% think the current signage is easy or very easy to read

## Evaluation of Departments

All departments have lower percentages of “good or very good” ratings in 2010 than in 2008 but the percent of “neutral” responses has increased

	2010	2010*	2008
Department	Poor or Very Poor	Good or very good	Good or very good
Town Administration (n=288)	13.1	75.3	78.5
EMS /Fire (n=111)	10.8	84.7	98.0
Police Department (n=203)	9.4	81.8	89.1
Parks & Recreation (n=171)	10.5	80.7	90.3
Streets Department (n=126)	12.7	74.7	X
Planning Department (n=90)	16.7	58.9	70.7
Garbage/recycling (n=205)	10.2	78.0	89.9
Animal Control (n=85)	10.6	61.2	68.6
Storm Water (n=65)	12.3	46.1	x

\*The full distribution of responses are in the Primary Report

- The percent rating both Town Administration and Fire/EMS as good or very good **increases** with contact with the departments.

### Town Management

The percent of citizens responding positively to Town management has substantially decreased since 2008 but the proportion of neutral responses has increased.

- 77% feel Town employees do their jobs in a professional manner compared with 85% in 2008. 3.3% are negative with 19.7% neutral
- 59% think the leaders are taking the Town in the right direction (down from 76% in 2008. 13.5% are negative and 27.5% neutral
- Only 50% feel that Town leaders are showing strong leadership or that the Town is making good decisions about development. These are both **down** from 2006 and 2008.
  - Leadership: 50.1% positive; 37.7% neutral; 12.2% negative
  - Development: 50.3% positive; 29.4% neutral; 20.2% negative

**Residents living in Matthews 10 years or less are proportionately more negative than residents for other time periods regarding the Town’s direction, management of development, and elected officials’ leadership.**

## Emergency Service

These data reflect only those who are Matthews' residents

- 82.5% of respondents are satisfied (44.6%) or very satisfied (37.9%) with the current level of police protection
  - 6.3% are dissatisfied
- 71.2% are satisfied (36.0%) or very satisfied (35.2%) with the level of police officer interaction.
  - 6.3% are dissatisfied
- 80.1% are either satisfied (40.4%) or very satisfied (39.6%) with the level of fire/EMS service
  - 4.0% are dissatisfied
  - Those who rent are significantly more likely to be dissatisfied with fire/EMS service than those who own (p<.001)

- **The proportion satisfied with all services has decreased since 2006**

### Satisfaction with police, fire and EMS 2006 -2010

	2006	2008	2010
Satisfaction with:	Satisfied	Satisfied	Satisfied
Level of <b>police protection</b>	86.1%	85.9%	82.5%
Level of <b>police interaction</b>	84.3%	82.4%	71.2%
Level of <b>EMS services*</b>	92.2%	93.3%	
Level of <b>fire protection</b>	89.3%	92.6%	80.1%

\* In 2010 the question referred to the EMS and Fire combined

## Environmental Services

### Recycling

- 84.6% of the respondents are either satisfied (14.3%) or very satisfied (70.3%) with curbside recycling

### Roll-out bins

- 63.9% say they would like a roll-out recycling bin; 36.1% would not
- 60.1% Support bi-weekly pick-up with larger bin

Only two variables are significantly related to the desire for a roll-out recycling container:  
gender and age

- Females are more likely than males to want a roll-out bin
- Younger residents are more likely than older residents to want a roll-out recycle bin

### **Garbage Collection Service**

- 90.2% rate garbage collection service as good (50.0%) or excellent (40.2%)
- This is **about the same as the** 91.1 % rating it as good (42.9%) or excellent (48.2%) in 2008.
- Age is the only variable significantly related to the evaluation of garbage collection: proportionately more older residents evaluate the service as excellent while those under 35 are proportionately more likely to rate the service as fair.

### **Yard Waste Collection Service**

- 84.3% of respondents rate yard waste collection as good (47.2%) or excellent (37.1%)
- This is **down** from 87.5% rating it as good (46.6%) or excellent (40.9%) in 2008

### **Traffic and Streets**

- Town maintained roads are rated better than state roads.
- The percent rating Town maintained roads as good or excellent is about the same as in 2008

### **Parks and Recreation Centers**

#### **Park/Community Visitation**

These data reflect only those who are Matthews' residents

- 94.2% of respondents say they have visited a Town park or center
- The frequency of visitation since Memorial Day averaged 4.5 times, ranging from 0 to 30

**The proportion of respondents who have visited parks or centers has increased over 2008**



- The most frequently visited park is Stumptown Park.

**Having/improving restrooms at parks was the most frequently mentioned amenity needed (30.6%)**

- The second most frequently mentioned amenity needing improvement is walking, jogging, and bicycle pathways (25.4%)
- The most frequently mentioned recreation need is a larger, more encompassing facility for bike paths, softball, skateboarding, tennis etc. (30.9%)

### **Communications**

These data reflect only those who are Matthews' residents

- 78.8% of the respondents say that the Email Newsletter is a good way to communicate. In the past years, 91% said a Newsletter was the best way to communicate in 2008 and 92% wanted a newsletter in 2006.
- 2/3 indicate that the website is a good means to communicate
- 1/4 use social media

### **Website**

- 79.3% of respondents have used the Town's website. This was 55.6% in 2008
  - 89.8% say it is easy to navigate; 86.0% in 2008
- 51.1% visit the site at least once a month (46.7% in 2008)

### **Communication with the Town**

- 50.0% of those who answered say that they had communicated with Town employees with questions or issues in the past year. This is up from 39% in 2008

The proportion contacting the town via Email **increased** from 14.9% in 2008 to 25.9% in 2010 (Only 5.7% used email in 2006)

- 94.4% feel the assistance they received was prompt and professional. This is an **increase** from 87.9% in 2008

- 86.9% feel the information was helpful and correct. This is an **increase** from 84.6% in 2008

## **Conclusion**

This study shows that **very few Matthews residents are negative** toward the Town, and they are generally positive toward both the Town and management. However, the proportion responding more negatively has increased - a trend since 2006. Correspondingly, the proportion of "neutral" responses has increased considerably. The actual percentage of negative evaluations is only between 10 and 15 percent, but this figure is up from 8-9% in previous years. This is a trend we are seeing in other North Carolina Cities.

The respondents have increased their visitation to the downtown area and to the parks. However, only a third are satisfied with the number and variety of businesses located in Matthews. They want the Town to remain a small Town but they want more shopping and more variety in restaurants. A number mentioned wanting a small grocery store.

There was considerable response to parks and recreation needs and desires with many requesting restroom facilities and a larger multi-purpose complex.

The body of this report looks more deeply into underlying factors associated with perceptions and attitudes but there are very few instances where a statistical relationship was found.

These data must be interpreted as having a  $\pm 4\%$  margin of error but when statistical significance has been found, the margin of error is much less and suggests reasons or areas decision makers should review carefully.

There are some consistent themes and trends since 2006. These data provide a good basis for reflection and decision making.

## Primary Report

The Town of Matthews conducted a survey to determine citizen perceptions, attitudes, needs and expectations.

This year, the survey was on-line. The Town took considerable effort to inform residents about the survey and the response rate was exceptionally good. The Town provided news releases to over 30 media outlets, on their website, blast email, Facebook and twitter. In 2008, when the survey was done by mail, there was a response of 342. This year there were 486 respondents. 465 (95.7% answered on the internet and 21 (4.3%) used printed copies that were made available at the library and Town Hall.

Using an internet survey raises the question of representativeness or generalizability. It becomes more reasonable to use the internet in 2010 than in previous years because of the rapid increase in the use of the internet across all social classes. Surveys always have some generalizability issues since the response rate for mailed surveys has decreased over the years to less than 20% making them generally skewed by age and gender (older females being the ones most likely to answer). Telephone surveys are no longer recommended because many, especially younger persons, have only cell phones and these are not easily accessed for sampling. Representativeness can only be measured by comparing the sample demographics with the known demographics and then using the result with caution once the dynamics are made clear.

The issue of sampling is the extent to which each resident has an equal probability of being included in the sample. These data were not generated as a random sample but each citizen was given equal exposure to the opportunity to participate in the survey if they desired. They self-selected. The Town made every reasonable effort to communicate the availability of the survey and offered the alternative of using the traditional pen/paper method. Announcements in the newspapers have long been legally acceptable as sufficient public notice.

The return rate of the survey is better than the return rate of mailed notices in 2008. However, there were 51 respondents who do not live in Matthews but, after reviewing the responses, are clearly persons who either work in Matthews or who identify with or participate in Matthews' activities. To assure the integrity of the evaluations of departments, non-residents will be excluded from the analysis. They will be included, however, when the questions ask about the Town and what they expect when they visit.

## Sample Analysis

Excluding those not living in Matthews for comparison with the known Factsheet demographics for 2009,<sup>1</sup> The results show that the 2010 survey sample has about the same male/female distribution but over-represents whites, Bachelor or higher education (but not the percent with high school or higher), and under-represents those with incomes under \$35,000 and over \$200,000. While the sample does not ideally match the known demographics of the population it is probably reflective of the Town's citizenry who are most actively engaged in the community since they elected to participate in the study. The size of the sample also helps compensate for the differences between the Factsheet and sample and gives a 95% confidence that the percentages in the results are within 4%. Using voter registrations last year the results were within 5%.

To determine significance in some cases the data must be "weighted." Weighting is a technique that has the sample respondents "count" only in proportion to their known size or weight in the community. This will be done when responses are analyzed by race. The non residents of Matthews will be excluded when data are analyzed by length of residence and, of course, voting district.

### Sample and Factsheet Comparisons

- 52.3% female (n=185)      47.7% male (n=206)
  - **Factsheet: female 53.6%; male 46.4%**
  
- 93.5% White (n=397)      3.1% African American (n=14)      0.8% Asian (n=5)
  - 0.8% Latino (n=3)      1.6% Mixed (n=7)
  - White - 93.5; Non-white 6.5%
  - **Factsheet: 85.6% White; 14.8% Non-white**
  
- 99.5% High school diploma or higher; 62.7%
  - **Factsheet: 94.6% high school diploma or higher; 46.6 Bachelor's or higher**
  
- Income:
  - 8.5% Under \$35,000      **Factsheet: 21.8%**
  - 31.5% \$35-\$ 75,000      **Factsheet: 28.2%**
  - 39.7% \$75-\$125,000      **Factsheet - \$75-\$100,000 15.9%/ \$100-\$149 - 19.5%**
  - 16.7% \$125-\$200,000      **Factsheet - \$150-\$200,000 7.7%**
  - 3.5% over \$200,000      **Factsheet: 6.9%**

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<sup>1</sup>

[http://factfinder.census.gov/servlet/ACSSAFFacts?\\_event=&geo\\_id=16000US3741960&\\_geoContext=01000US|04000US37|16000US3741960&\\_street=&\\_county=Matthews%2C+NC&\\_cityTown=Matthews%2C+NC&\\_state=&\\_zip=&\\_lang=en&\\_sse=on&ActiveGeoDiv=&\\_useEV=&pctxt=fph&pgsl=160&\\_s](http://factfinder.census.gov/servlet/ACSSAFFacts?_event=&geo_id=16000US3741960&_geoContext=01000US|04000US37|16000US3741960&_street=&_county=Matthews%2C+NC&_cityTown=Matthews%2C+NC&_state=&_zip=&_lang=en&_sse=on&ActiveGeoDiv=&_useEV=&pctxt=fph&pgsl=160&_s)

- 94.9% Own; 4.1% Rent; 1.0% live with relatives **Factsheet - 78.8% Own; 21.2% Rent**
- Average age - 54.3 years old      Range 19-84
  - Under 35      11.5%
  - 36-50      36.8%
  - 51-65      35.5%
  - Over 65      16.2%

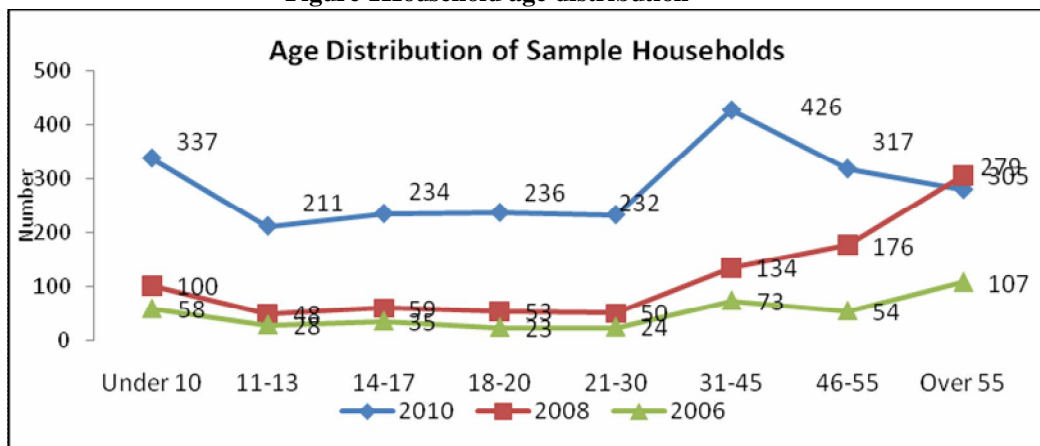
### Family structure

This section has been included each year to help the Town plan community needs based on the future demographics. In 2010 the community has a “bulge” in the number of persons under 10 years of age and between 31 and 45. The Town should take these demographics into consideration when planning and anticipating the future needs of the population groups.

- Family Structure - while the average age of the respondent was 51.4 the sample reflects the number of persons in the following age categories:
 

○ Under 10	337	21-30	232	Over 65	279
○ 10-13	211	31-45	426		
○ 14-17	234	46-55	483		
○ 18-21	236	56-65	317		

Figure 1 Household age distribution



- 32.6% of the respondents have lived in Matthews more than 15 years
  - 3.4% lived in Matthews less than one year
  - 20.2% 1 to 5 years
  - 15.9% 5 to 10 years
  - 20.7% 10 to 15 years
  - 31.0% Over 15 years

## Perceptions of Matthews

- 96% of respondents feel that Matthews is a good place to live; this is higher than in 2006 and 2008
- 89% of respondents feel that Matthews is safe - this is up from 2008 and 92% say they feel safe walking in downtown

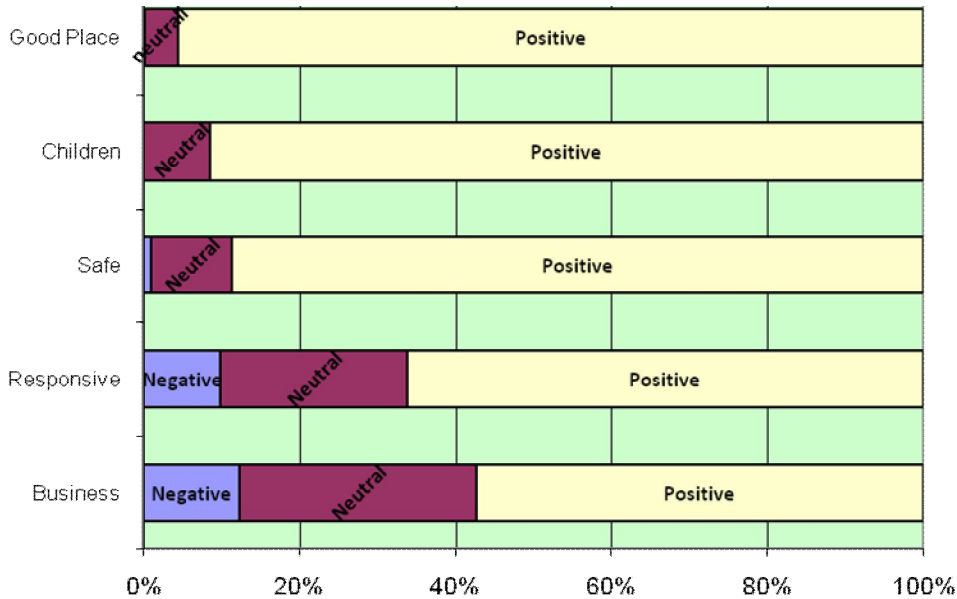
- The biggest drops in positive responses is to the statement “Matthews provides a good environment for business” and “The Town is responsive to the needs of citizens.”

- 66% feel the Town is responsive to citizen needs
- 57% agree that Matthews provides a good environment for business - These data cannot explain the reasons.

**Table 1 Perceptions of Matthews**

Perceptions of Matthews	2006 Positive	2008 Positive	2010 Positive
Matthews is a good place to live	92.3	92.7	95.6
Matthews is a good place to raise children	91.3	89.8	91.5
I feel safe walking in downtown	x	x	91.4
Matthews is a safe place to live	87.4	81.0	88.8
Mathews provides a good environment for business	85.2	72.3	57.3
The Town is responsive to the needs of citizens	74.3	72.0	66.2

**Figure 2 Perceptions of Matthews 2010**



For further elaboration, the complete tables for the perception of the business environment and responsiveness are given below. From the table it is evident that there is a large group of “neutral” responses.

- While only 57.3% are positive about the business environment, 12.3% are actually negative. (The negative response rate in 2006 was 8.0% in 2006 and 7.9% in 2008)
- While only 66.2% are positive about the Town’s responsiveness, 9.9% are actually negative (The negative response rate in 2006 was 8.7% in 2006 and 8.8% in 2008)

**Table 2 Agreement with the statement that Matthews provides a good environment for business**

		Frequency	Percent	Valid Percent
	<b>Strongly Agree</b>	97	20.0	20.2
	<b>Agree</b>	178	36.6	37.1
	<b>Neutral</b>	146	30.0	30.4
	<b>Disagree</b>	51	10.5	10.6
	<b>Strongly Disagree</b>	8	1.6	1.7
	<b>Total</b>	480	98.8	100.0
<b>Missing</b>	<b>System</b>	6	1.2	

<b>Total</b>	486	100.0
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**Table 3 Responses to “The Town is responsive to the needs of citizens”**

		Frequency	Percent	Valid Percent
	<b>Strongly Agree</b>	106	21.8	22.4
	<b>Agree</b>	208	42.8	43.9
	<b>Neutral</b>	113	23.3	23.8
	<b>Disagree</b>	36	7.4	7.6
	<b>Strongly Disagree</b>	11	2.3	2.3
	<b>Total</b>	474	97.5	100.0
<b>Missing</b>	<b>System</b>	12	2.5	
<b>Total</b>		486	100.0	

- There is only one significantly related variable to the negative response to the Town’s responsiveness: length of residence. Those who have lived in Matthews 10 or more years are more likely to disagree with the statement “The Town is responsive to the needs of citizens.”
  - About 15% of longer-term residents are negative

**Table 4 Response to “The Town is responsive to the needs of citizens” by length of residence**

The Town is responsive to the needs of citizens.		How long have you lived in Matthews					Total
		Less than one year	1-5 years	5-10 years	10-15 years	More than 15 years	
Strongly Agree	Count	2	21	13	16	34	86
	% within Length of Residence	13.3%	24.1%	19.1%	18.4%	25.4%	22.0%
Agree	Count	6	44	35	44	52	181
	% within Length of Residence	40.0%	50.6%	51.5%	50.6%	38.8%	46.3%
Neutral	Count	6	20	19	14	28	87
	% within Length of Residence	40.0%	23.0%	27.9%	16.1%	20.9%	22.3%
Disagree	Count	1	2	1	9	16	29
	% within Length of Residence	6.7%	2.3%	1.5%	10.3%	11.9%	7.4%
Strongly Disagree	Count	0	0	0	4	4	8
	% within Length of Residence	.0%	.0%	.0%	4.6%	3.0%	2.0%
Total	Count	15	87	68	87	134	391
	% within Length of Residence	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



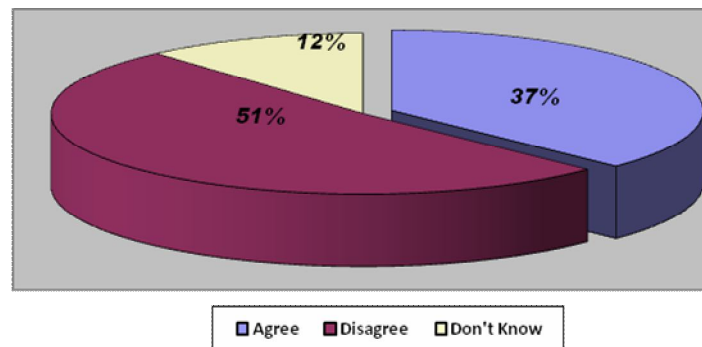
## Perceptions of Downtown Matthews

- 83.9% (402) of the residents say they visit Downtown Matthews to shop, eat or recreate. This is the same as in 2008 (83.3%) and down from 97.1% in 2006.

- **Only 1/3 (37.2%) of respondents feel that the variety of business/services downtown is sufficient.**

The percent is 37.3% if only Matthews' residents are included

**Figure 3 Response to “The variety of business/services downtown is sufficient”**



- There are no differences in perception of downtown business/services by demographics

## Visiting Downtown

- 48.1% of those who visit downtown visit more than 5 times per month
  - 35.2% visit 2-5 times per month
  - 16.7% visit once a month
- 44.3% say they visited more in 2010 than they did in 2009

## **Reasons to visit Downtown**

Residents indicate that they visit Downtown Matthews for a variety of reasons. Three-fourths visit Town Hall and the library. The rank order of reasons is basically the same as in 2008 except there was a substantial **increase** in those visiting downtown for restaurants.

**There has been an increase in the percentage of persons visiting Matthews  
The biggest increase is the percent visiting for restaurants and festivals**

<u>2010</u>	<u>Reason</u>	<u>2008</u>
76.6%	Town Hall/ Library	69.9%
<b>72.4%</b>	<b>Restaurants</b>	<b>57.0%</b>
67.9%	Special Festivals	59.4%
53.2%	Stores and shopping	47.7%
47.8%	Farmers' market	43.3%
29.1%	Commute through	36.5%
9.7%	Private, non-commercial offices	9.1%
3.7%	Access to transit	4.1%

## **Desired businesses or changes**

Residents were given an opportunity to write-in types of business they would like to see in Downtown or to suggest changes they would like to see.

The list is long for both types of businesses and changes. Over half of the respondents who visited Downtown made some suggestions. A consolidated summary of all suggestions is attached at the end of this report. However, there were a few consistent patterns:

- The primary comments on changes revolved around traffic and parking (28%)
- More restaurants -or some specific types of restaurants (23%).
- Grocery stores, book stores and boutiques or small quaint stores were also recommended by a number of respondents.

These are **exactly** the same type of recommendations as in 2008 and 2006. There is a consistent theme that Matthew residents want more shopping options in Matthews and they also want improvement in traffic and parking.

- A major theme is that the residents want to keep Matthews a small town but would like it to be more like Blowing Rock, as one resident mentioned.

**Table 5 General list of business/other changes for downtown**

	Frequency	Percent
<b>Bakery, coffee shop, gourmet food, grocery</b>	22	10.4
<b>Bookstore</b>	10	4.7
<b>Restaurant - general</b>	36	17.0
<b>Restaurant - family/casual</b>	13	6.1
<b>Specialty, boutique, yarn</b>	32	15.1
<b>Pizza, specialty food</b>	8	3.8
<b>Arts activities</b>	9	4.2
<b>General retail, clothes, variety</b>	22	10.4
<b>Traffic/Parking/"humps"</b>	60	28.3
<b>Total</b>	212	100.0

## Town Appearance

- 88.4% of respondents are somewhat (42.7%) or very (45.7%) satisfied with the overall appearance of Matthews; only about 6% are dissatisfied

**Table 6 Satisfaction with overall appearance of Matthews**

	Frequency	Percent	Cumulative Percent
<b>very satisfied</b>	195	45.7	45.7
<b>somewhat satisfied</b>	183	42.7	88.4
<b>neutral</b>	25	5.8	94.2
<b>somewhat dissatisfied</b>	19	4.6	98.7
<b>very dissatisfied</b>	5	1.3	100.0
<b>Total</b>	427	100.0	

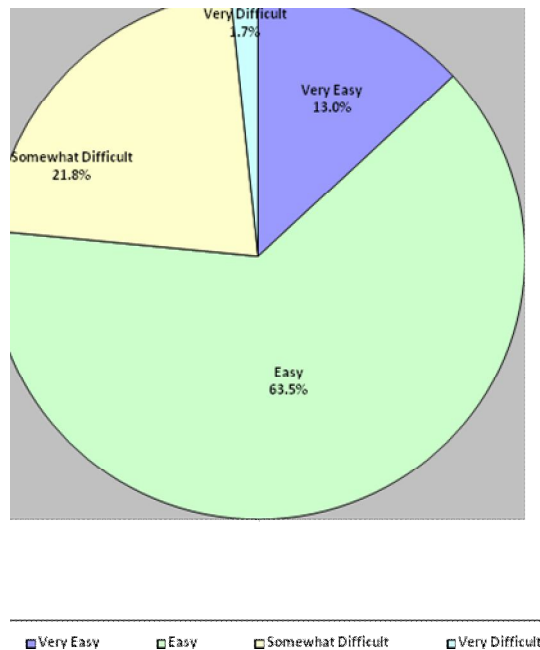
- Respondents give no clear direction for beautification efforts. A third says focus everywhere and 27% indicate it is fine as is.

**Table 7 Where to focus beautification efforts**

	Frequency	Percent
<b>fine as is</b>	115	27.2
<b>Town entrances</b>	62	14.8
<b>Downtown</b>	80	19.0
<b>Town street medians</b>	25	5.8
<b>all places</b>	140	33.1
<b>Total</b>	422	100.0

- Regarding signage, 76.4% think the current signage is easy or very easy to read
  - 21.9% feel the signage is somewhat difficult to read
  - 1.7% feel signage is very difficult to read

**Figure 4 Ease of reading downtown signage**



## Perceptions of Town Management

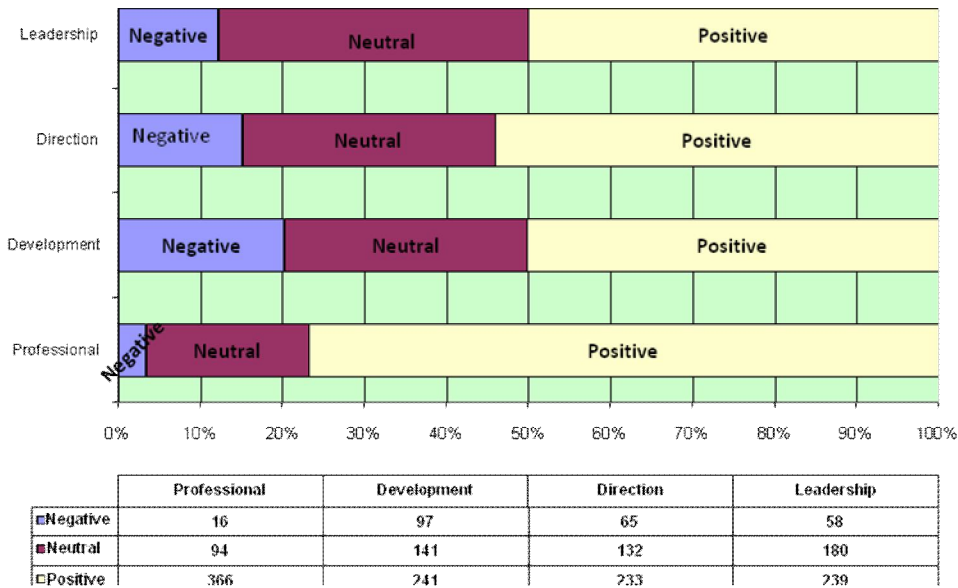
The percent of citizens responding positively to Town management has substantially decreased since 2008. However, the actual number of negative responses is small with a substantial proportion of residents actually neutral.

- 77% feel Town employees do their jobs in a professional manner compared with 85% in 2008 - 19.7% neutral; 3.3% negative (negative in 2006 was 7.3%; in 2008 -6.1%)
- 59% think the leaders are taking the Town in the right direction (down from 76% in 2008 - 27.5% neutral; 13.5% negative
  - This continues an increasing negative trend - negative in 2006 was 8.8% and in 2008 it was 9.4%
- Only 50% feel that Town leaders are showing strong leadership or that the Town is making good decisions about development. These are both **down** from 2006 and 2008.
  - Leadership: 50.1% positive; 37.7% neutral; 12.2% negative (negative in 2006 was 13.2% and 12.0% in 2008)
  - Development: 50.3% positive; 29.4% neutral; 20.2% negative (negative in 2006 was 18.3% and 14.0% in 2008)

**Table 8 Perceptions of Town Management**

Perception of Town management	2006 Positive	2008 Positive	2010 Positive
Town employees do their jobs in a professional manner	78.2	85.0	76.9
Town leaders are taking Matthews in the right direction	70.9	75.7	59.0
Elected Town leaders show strong leadership	61.4	68.1	50.1
The Town is making good decisions about development	60.3	64.0	50.3

**Figure 5 Perception of Town Management, 2010**



- Residents living in Matthews 10 years or less are proportionately more negative than residents for other time periods regarding the Town’s direction, management of development, and elected officials’ leadership.

**Table 9 Response to “Town leaders are taking Matthews in the right direction” by residence length**

Town leaders are taking Matthews in the right direction		How long have you lived in Matthews					Total
		Less than one year	1-5 years	5-10 years	10-15 years	More than 15 years	
Strongly Agree	Count	1	13	9	15	22	60
	% within Residence	6.7%	14.9%	13.0%	16.7%	16.4%	15.2%
Agree	Count	4	42	35	40	55	176
	% within Residence	26.7%	48.3%	50.7%	44.4%	41.0%	44.6%
Neutral	Count	9	27	21	15	38	110
	% within Residence	60.0%	31.0%	30.4%	16.7%	28.4%	27.8%
Disagree	Count	1	5	4	17	16	43
	% within Residence	6.7%	5.7%	5.8%	18.9%	11.9%	10.9%
Strongly Disagree	Count	0	0	0	3	3	6
	% within Residence	.0%	.0%	.0%	3.3%	2.2%	1.5%
Total	Count	15	87	69	90	134	395
	% within Residence	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

$\chi^2=28.04$ ,  $df=16$ ,  $p<.03$

**Table 10 Response to “The Town is making good decisions about development” by residence length**

The Town is making good decisions about development		How long have you lived in Matthews					Total
		Less than one year	1-5 years	5-10 years	10-15 years	More than 15 years	
Strongly Agree	Count	1	15	8	12	20	56
	% within Residence	6.7%	17.2%	11.6%	13.3%	15.0%	14.2%
Agree	Count	5	38	24	34	46	147
	% within Residence	33.3%	43.7%	34.8%	37.8%	34.6%	37.3%
Neutral	Count	9	25	28	19	32	113
	% within Residence	60.0%	28.7%	40.6%	21.1%	24.1%	28.7%
Disagree	Count	0	9	9	16	27	61
	% within Residence	.0%	10.3%	13.0%	17.8%	20.3%	15.5%
Strongly Disagree	Count	0	0	0	9	8	17
	% within Residence	.0%	.0%	.0%	10.0%	6.0%	4.3%
Total	Count	15	87	69	90	133	394
	% within Residence	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

$\chi^2=35.7$ ,  $df=16$ ,  $p<.003$

**Table 11 Response to “Elected Town leaders show effective leadership” by residence length**

Elected Town leaders show effective leadership		How long have you lived in Matthews					Total
		Less than one year	1-5 years	5-10 years	10-15 years	More than 15 years	
Strongly Agree	Count	1	17	9	12	22	61
	% within Residence	6.7%	19.3%	13.0%	13.6%	16.5%	15.5%
Agree	Count	3	26	26	35	48	138
	% within Residence	20.0%	29.5%	37.7%	39.8%	36.1%	35.1%
Neutral	Count	11	40	29	27	41	148
	% within Residence	73.3%	45.5%	42.0%	30.7%	30.8%	37.7%
Disagree	Count	0	5	5	7	15	32
	% within Residence	.0%	5.7%	7.2%	8.0%	11.3%	8.1%
Strongly Disagree	Count	0	0	0	7	7	14
	% within Residence	.0%	.0%	.0%	8.0%	5.3%	3.6%
Total	Count	15	88	69	88	133	393
	% within Residence	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

$\chi^2=29.75$ ,  $df=16$ ,  $p<.019$

- Male residents are more likely than female residents to disagree with the statement “Elected Town leaders show effective leadership.”

**Table 12 Response to “Elected Town leaders show effective leadership” by gender**

Elected Town leaders show effective leadership		Gender		Total
		Male	Female	
Strongly Agree	Count	32	36	68
	% within Gender	15.3%	15.6%	15.5%
Agree	Count	77	81	158
	% within Gender	36.8%	35.1%	35.9%
Neutral	Count	67	96	163
	% within Gender	32.1%	41.6%	37.0%
Disagree	Count	21	15	36
	% within Gender	10.0%	6.5%	8.2%
Strongly Disagree	Count	12	3	15
	% within Gender	5.7%	1.3%	3.4%
Total	Count	209	231	440
	% within Gender	100.0%	100.0%	100.0%

$\chi^2 = 10.82$ ,  $df=4$ ,  $p < .029$

- The largest proportion of positive responses come from those who vote at CPCC Levine Campus (90% - 9 of 10)
- The largest proportion of negative responses come from those who vote at Christ Covenant (5.9% and Matthews Community Center (5.6%)

**Table 13 Response to “Town employees do their jobs in a professional manner” by polling station**

Town employees do their jobs in a professional manner		At which polling station do you vote?							Total
		Crown Point School	Christ Covenant Church	Elizabeth Lane School	Matthews Community Center	CPCC Levine Campus	"Mount Harmony Church"	Library	
Agree	Count	47	29	60	60	9	40	0	245
	% within polling station	78.3%	85.3%	83.3%	66.7%	90.0%	85.1%	.0%	77.8%
Neutral	Count	12	3	9	25	1	6	2	58
	% within polling station	20.0%	8.8%	12.5%	27.8%	10.0%	12.8%	100.0%	18.4%
Disagree	Count	1	2	3	5	0	1	0	12
	% within polling station	1.7%	5.9%	4.2%	5.6%	.0%	2.1%	.0%	3.8%
Total	Count	60	34	72	90	10	47	2	315
	% within polling station	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

$\chi^2 = 22.56$ ,  $df=12$ ,  $p < .032$



## Evaluation of Departments

A summary table of ratings for Town departments offered the option of evaluating each department from very poor to very good. The percent rating each department “very good” in 2008 is also shown.

- All departments have lower percentages of “good or very good” ratings in 2010 than in 2008
- The percent of respondents indicating “not good/not bad” varies considerably. While only 4.5% are neutral when they evaluate EMS/Fire, 41.5% are neutral regarding storm water, 28.2% for Animal Control and 24.4% for planning.

**Table 14 Evaluation of Departments (in percent) – 2008-2010**

Department	2010					2010	2008
	Very Poor	Poor	Not Good Not Bad	Good	Very Good	Good or very good	Good or very good
Town Administration (n=288)	3.0	10.1	11.6	36.9	38.4	75.3	78.5
EMS /Fire (n=111)	7.2	3.6	4.5	21.6	63.1	84.7	98.0
Police Department (n=203)	3.0	6.4	8.9	27.6	54.2	81.8	89.1
Parks & Recreation (n=171)	4.7	5.8	8.8	33.9	46.8	80.7	90.3
Streets Department (n=126)	4.8	7.9	12.7	43.7	31.0	74.7	X
Planning Department (n=90)	7.8	8.9	24.4	28.9	30.0	58.9	70.7
Garbage/recycling (n=205)	4.4	5.9	11.7	39.5	38.5	78.0	89.9
Animal Control (n=85)	3.5	7.1	28.2	29.4	31.8	61.2	68.6
Storm Water (n=65)	4.6	7.7	41.5	29.2	16.9	46.1	x

A condensed version of the 2010 evaluations is shown below. Poor evaluations range from 9.4% (Police) to 16.7% (Planning).

**Table 15 Evaluation of departments, 2010**

Department	Poor – Very Poor	Not Good Not Bad	Good Very Good
Town Administration (n=288)	13.1	11.6	75.3
EMS /Fire (n=111)	10.8	4.5	84.7
Police Department (n=203)	9.4	8.9	81.8
Parks & Recreation (n=171)	10.5	8.8	80.7
Streets Department (n=126)	12.7	12.7	74.7
Planning Department (n=90)	16.7	24.4	58.9
Garbage/recycling (n=205)	10.2	11.7	78.0
Animal Control (n=85)	10.6	28.2	61.2
Storm Water (n=65)	12.3	41.5	46.1

Citizens were asked if they had had contact with each department within the past year. Contact made a significant difference for two departments - Town Administration and Fire & EMS. The percent of positive responses **increased** for these departments after contact.

- 77.9% of those **with contact** with the Town Administration *rate it as good or very good*
  - 62.8% with no contact rate it as good or very good

**Table 16 Evaluation of Town Administration by contact**

Evaluate: Town Administration		Contact: Town Administration		Total
		No	Yes	
Very Good	Count	6	70	76
	% Contact	17.1%	42.9%	38.4%
Good	Count	16	57	73
	% Contact	45.7%	35.0%	36.9%
Not Good - Not Bad	Count	8	15	23
	% Contact	22.9%	9.2%	11.6%
Poor	Count	4	16	20
	% Contact	11.4%	9.8%	10.1%
Very Poor	Count	1	5	6
	% Contact	2.9%	3.1%	3.0%
Total	Count	35	163	198
	% Contact	100.0%	100.0%	100.0%

$X^2 = 10.6$ ,  $df = 4$ ,  $p < .031$

Only about 60 citizens offered reasons for their negative assessments of the departments. These are in the Appendix.

## Emergency Services

These data reflect only those who are Matthews' residents

- 82.5% of respondents are satisfied (44.6%) or very satisfied (37.9%) with the current level of police protection
  - 6.3% are dissatisfied
- 71.2% are satisfied (36.0%) or very satisfied (35.2%) with the level of police officer interaction.
  - 6.3% are dissatisfied
- 80.1% are either satisfied (40.4%) or very satisfied (39.6%) with the level of Fire/EMS service
  - 4.0% are dissatisfied

**Table 17 Level of satisfaction with emergency services**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	Satisfied			Dissatisfied	
a. The current level of police protection provided by the Town	37.9	44.6	11.3	4.1	2.2
b. The level of police officer interaction within the community	35.2	36.0	22.5	4.8	1.5
c. The current level of Fire/ EMS services provided by the Town	39.6	40.4	16.0	2.7	1.3

- Looking at all emergency services only one factor differentiates between those who are satisfied and those who are not satisfied

- Those who rent are significantly more likely to be dissatisfied with Fire/EMS service than those who own ( $p < .001$ )

- 81.1% of owners are satisfied and 3.4% are dissatisfied
- 54.5% of renters are satisfied and 18.2% are dissatisfied

These data provide no explanation for this but because the difference is so significant there should be some investigation into the situation.

- **The proportion satisfied with all services has decreased since 2006**

**Table 18 Satisfaction with police, fire and EMS 2006 -2010**

	2006	2008	2010
Satisfaction with:	Satisfied	Satisfied	Satisfied
Level of <b>police protection</b>	86.1%	85.9%	82.5%
Level of <b>police interaction</b>	84.3%	82.4%	71.2%
Level of <b>EMS services*</b>	92.2%	93.3%	80.1%
Level of <b>fire protection</b>	89.3%	92.6%	

\* In 2010 the question referred to the EMS and Fire combined

- 87.1% **with contact** with Fire & EMS rate it *good or very good*
  - 80.5% with no contact rate it as good or very good
  - The major difference is in the proportion who rate it as very good

**Table 19 Evaluation of EMS/Fire by contact**

Evaluate: Fire/EMS		Contact: EMS/Fire		Total
		No	Yes	
Very Good	Count	20	50	70
	% within Contact	48.8%	71.4%	63.1%
Good	Count	13	11	24
	% within Contact	31.7%	15.7%	21.6%
Not Good - Not Bad	Count	4	1	5
	% within Contact	9.8%	1.4%	4.5%
Poor	Count	2	2	4
	% within Contact	4.9%	2.9%	3.6%
Very Poor	Count	2	6	8
	% within Contact	4.9%	8.6%	7.2%
Total	Count	41	70	111
	% within Contact	100.0%	100.0%	100.0%

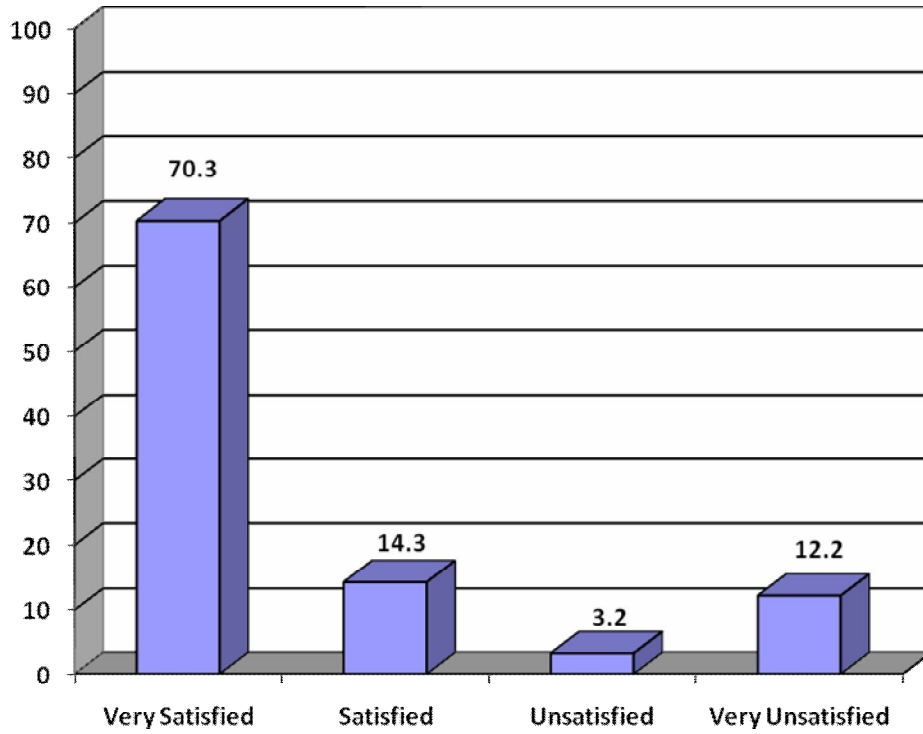
$\chi^2=9.92$ ,  $df=4$ ,  $p<.04$

## Environmental Services

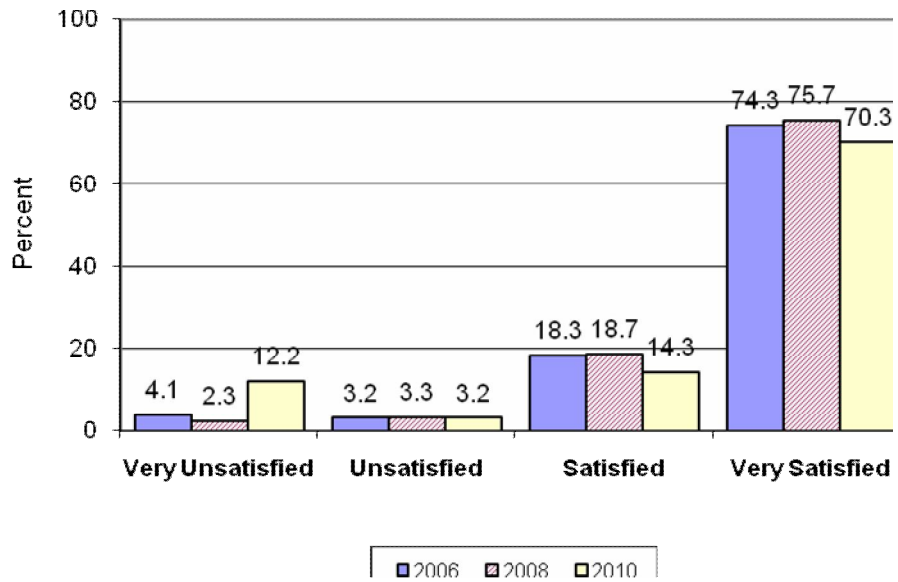
### Recycling

- 84.6% % of the respondents are either satisfied (14.3%) or very satisfied (70.3%) with curbside recycling

**Figure 6 Satisfaction with curbside recycling**



**Figure 7 Satisfaction with recycling service 2006-2010**



## Roll-out bins

- 63.9% say they would like a roll-out recycling bin; 36.1% would not
- 60.1 Support bi-weekly pick-up with larger bin
  - 18.7% are not sure; 21.2% do not support the change

Only two variables are significantly related to the desire for a roll-out recycling container: gender and age

- Females are more likely than males to want a roll-out bin
  - 71.4% of females want the bins; 54.7% of males want the bins
- Younger residents are more likely than older residents to want a roll-out recycle bin
  - 68.4% of those under 35 want the roll-out bins; 39.2% of those over 65 want the roll-out bins

**Table 20 Desire for roll-out recycle bin by age**

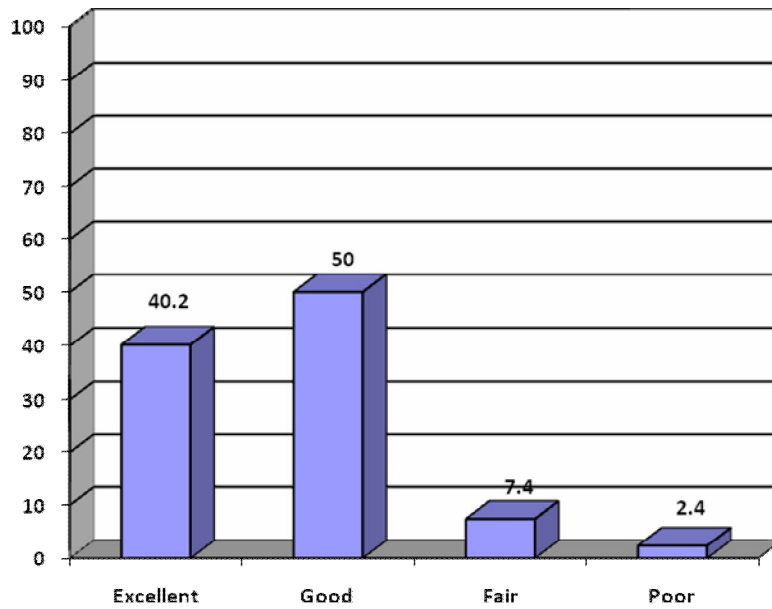
Would you like a larger roll-out recycle bin instead of carryout?		Age				Total
		Under 35	36-50	51-65	Over 65	
No	Count	12	32	48	31	123
	% within Age	31.6%	24.2%	39.3%	60.8%	35.9%
Yes	Count	26	100	74	20	220
	% within Age	68.4%	75.8%	60.7%	39.2%	64.1%
Total	Count	38	132	122	51	343
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

$\chi^2 = 22.47$ ,  $df=3$ ,  $p < .000$

## Garbage Collection Service

- 90.2% rate garbage collection service as “good” (50.0%) or “excellent” (40.2%)
- This is **about the same as** 91.1 % rating garbage collection as “good” (42.9%) or “excellent” (48.2%) in 2008.

**Figure 8 Assessment of garbage collection service**

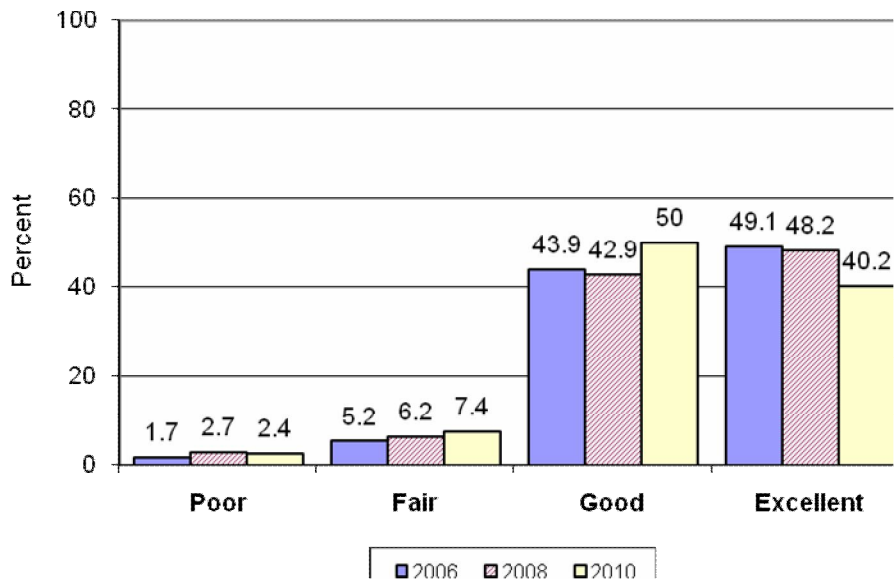


- Age is the only variable significantly related to the evaluation of garbage collection: proportionately more older residents evaluate the service as excellent while those under 35 are proportionately more likely to rate the service as fair.

**Table 21 Evaluation of garbage collection service by age**

How would you rate curbside GARBAGE pick-up service?		Age				Total
		Under 35	36-50	51-65	Over 65	
Excellent	Count	15	51	52	24	142
	% within Age	38.5%	39.5%	40.9%	48.0%	41.2%
Good	Count	16	65	65	24	170
	% within Age	41.0%	50.4%	51.2%	48.0%	49.3%
Fair	Count	8	7	9	2	26
	% within Age	20.5%	5.4%	7.1%	4.0%	7.5%
Poor	Count	0	6	1	0	7
	% within Age	.0%	4.7%	.8%	.0%	2.0%
Total	Count	39	129	127	50	345
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

**Figure 9 Evaluation of garbage collection service 2006-2010**



### ***Yard Waste Collection Service***

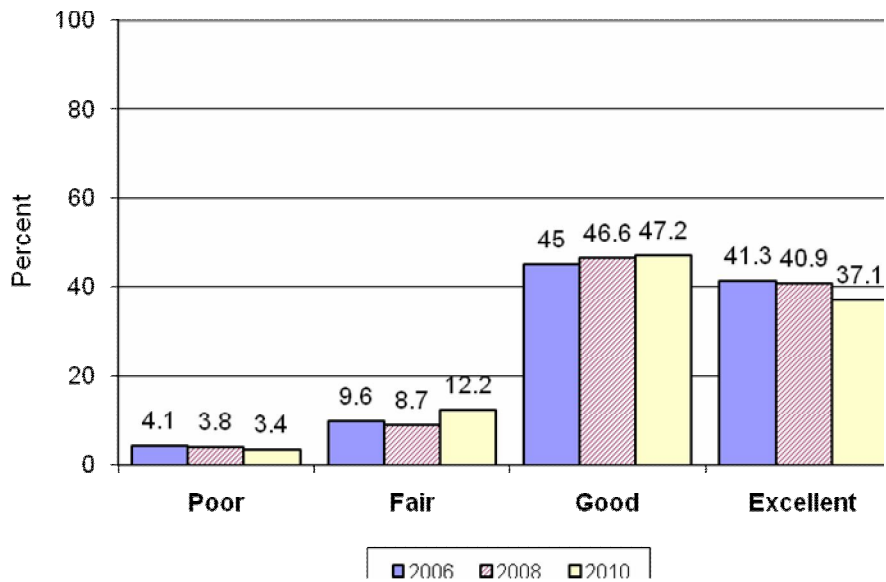
- 84.3% of respondents rate yard waste collection as good (47.2%) or excellent (37.1%)
- This is **down** from 87.5% rating it as either good (46.6%) or excellent (40.9%) in 2008

**Table 22 Evaluation of yard waste collection service 2010**

		Frequency	Percent	Valid Percent
Valid	Excellent	140	28.8	37.1
	Good	178	36.6	47.2
	Fair	46	9.5	12.2
	Poor	13	2.7	3.4
	Total	377	77.6	100.0
Missing	No Opinion	75	15.4	
	System	34	7.0	
	Total	109	22.4	
Total		486	100.0	



**Figure 10 Evaluation of yard waste collection 2006-2010**



## Traffic and Streets

The primary questions that were asked about streets were about their condition.

How would you rate state roads and Town roads? (A definition of each was given).

- **Town maintained roads are rated better than state roads.**
- **The percent rating Town maintained roads as good or excellent is about the same as in 2008**

**Table 23 Rating of State and Town Roads**

	Poor	Fair	Average	Good	Excellent
State roads	8.5	22.6	41.5	25.3	2.1
Town roads	5.1	19.0	38.7	32.7	4.5

Comparison between 2008 and 2010:

2010		2008
37.2%	Town roads as good or excellent	39.3%
27.4%	State roads as good or excellent	24.5%
24.1%	Town roads as fair or poor	20.7%
31.1%	State roads as fair or poor	33.5%

# Parks and Recreation Centers

## Park/Community Visitation

These data reflect only those who are Matthews' residents

- 94.2% of respondents say they have visited a Town park or center
- The frequency of visitation since Memorial Day averaged 4.5 visits, and ranged from 0 to 30 visits
- The proportion of respondents who have visited parks or centers has increased over 2008
- The most frequently visited park is Stumptown Park.

**Table 24 Rank order of park/recreation facility visitation**

Facility	At least once	Less than once/year- Never
Stumptown Park	81.3 (65.5%)*	18.8 (34.1%)
Community Center	62.5 (46.1%)	37.5 (53.9%)
Squirrel Lake Park	55.4 (35.5%)	44.6 (64.5%)
Sardis Park	23.6 (20.3%)	76.4 (79.7%)
Windsor Park	21.1 (15.0%)	78.9 (85.0%)
Crews Road Rec Center	20.3 (13.3%)	79.7 (86.7%)
Baucom Park	14.8 (7.0%)	85.2 (93.0%)

\* (2008)

**Table 25 Detailed rates of visitation to parks and recreation facilities**

Facility/ Park	At least once a month	Once every 3 months	Once a year	Less than once a year	Never
a. Community Center	9.7	19.3	33.5	15.1	22.4
b. Crews Road Rec Center	4.1	4.7	11.5	15.9	63.9
c. StumpTown Park	11.4	38.4	31.5	9.7	9.1
d. Baucom Park	3.4	3.8	7.6	11.3	73.9
e. Sardis Park	4.0	6.0	13.6	16.9	59.5
f. Windsor Park	3.7	7.0	10.4	16.8	62.1
g. Squirrel Lake Park	16.4	21.7	17.3	13.3	31.3

**Table 26 Proportion from each polling station visiting different parks and center 2010**

Polling Station	Matthews Community Center	Crews Road	StumpTown	Baucom Park	Sardis Park	Windsor Park	Squirrel Lake
Crown Point	67.9	37.5	84.5	12.8	18.4	41.1	38.9
Christ Covenant	65.4	15.0	96.5	23.8	65.4	31.8	55.5
Elizabeth Lane	60.4	16.7	78.9	4.3	24.5	8.3	42.0
Matthews Comm. Center	71.6	16.2	90.9	29.4	15.2	20.9	76.7
CPCC (N=8)	66.7	50	70.0	11.1	33.3	33.3	54.5
Mt. Harmony	70.3	14.7	82.1	8.8	20.6	15.6	70.3

### **Amenities within Parks**

- Having/improving restrooms at parks was the most frequently mentioned amenity needed (30.6%)
- The second most frequently mentioned amenity needing improvement is walking, jogging, and bicycle pathways (25.4%)

**Table 27 Evaluation of park amenities**

	Have not visited or used	Good as is	Needs Improvement	No opinion
a. Community Center/theater	23.4	54.4	7.8	14.4
b. Walking/jogging/fitness/bicycle paths	22.9	32.2	25.4	19.4
c. concerts/ movies	18.5	54.3	12.4	14.8
d. Playgrounds or Tot Lots	24.3	33.1	9.5	33.1
e. Picnic Shelters	25.6	37.4	9.1	27.9
f. Single Family Picnic Sites	31.0	31.1	8.2	29.6
g. Open green spaces	17.1	42.8	19.6	20.5
h. Park Restroom Facilities	28.0	17.7	30.6	23.7

Other comments included:

- The need for restrooms at specific parks
- The need for a sports facility
- The need for a playground for older children
- The need for designated dog areas
- Parking lots need improvement
- Upkeep of flowers is poor - better beautification

A few people offered reasons why they did not go to the parks or centers. The most frequently cited reason was that they had no interest in either the activities or an outdoor lifestyle. In short, it just didn't suit them.

The second most frequently cited reason was that they were "unaware" of either the activities or even the fact that the park existed.

A third category of reasons was that the parks listed were inconvenient or that they actually lived closer to other parks such as in Stallings or Charlotte.

Some misinterpreted the question and gave reasons why they actually visited and these were excluded from the table below.

**Table 28 Reasons for not visiting parks or centers**

		Frequency	Percent	Valid Percent
	<b>No Time</b>	12	14.1	18.8
	<b>No interested in activities/lifestyle</b>	18	21.2	28.1
	<b>Fear</b>	3	3.5	4.7
	<b>Go to other parks closer</b>	8	9.4	12.5
	<b>Inconvenient</b>	8	9.4	12.5
	<b>Unaware - don't know locations</b>	15	17.6	23.4
	<b>Total</b>	64	75.3	100.0
<b>Missing</b>	<b>System</b>	21	24.7	
<b>Total</b>		85	100.0	

Respondents were asked to suggest amenities they would like to see in Matthews.

The most frequently mentioned recreation need is a larger, more encompassing facility for bike paths, softball, skateboarding, tennis etc. (30.9%)

- The second most cited need/desire: restrooms

**Table 29 Requested park and recreation amenity**

		Frequency	Percent	Valid Percent
	<b>Restrooms</b>	18	17.0	22.2
	<b>Larger complex for bike trails/softball/tennis</b>	25	23.6	30.9
	<b>Aquatic area</b>	11	10.4	13.6
	<b>Dog Park</b>	9	8.5	11.1
	<b>More Greenways</b>	13	12.3	16.0
	<b>More festivals/other events</b>	5	4.7	6.2
	<b>Total</b>	81	76.4	100.0
<b>Missing</b>	<b>System</b>	25	23.6	
<b>Total</b>		106	100.0	

## Communications

These data reflect only those who are Matthews' residents

- 78.8% of the respondents say that the Email Newsletter is a good way to communicate. In the past years, 91% said a Newsletter was the best way to communicate in 2008 and 92% wanted a newsletter in 2006.
- 2/3 indicate that the website is a good means to communicate
- 1/4 use social media

**Table 30 Best Method to Communicate with Residents**

Method	Good 2006	Good 2008	Good 2010
<b>Town Email newsletter</b>			<b>78.8</b>
<b>Town website</b>	<b>54.1%</b>	<b>55.7%</b>	<b>66.5</b>
<b>Local newspapers/magazines</b>			<b>50.4</b>
<b>Direct mailings</b>	<b>76.3%</b>	<b>77.1%</b>	<b>39.0</b>
<b>Social Media</b>			<b>24.9</b>
<b>Informational flyers &amp; Pamphlets</b>	<b>67.1%</b>	<b>49.3%</b>	<b>18.9</b>
<b>Radio/television</b>	<b>37.7%</b>	<b>39.2%</b>	<b>15.1</b>
<b>Street Banners</b>			<b>43.3</b>

- When asked the best means of communication - 78.8% wrote "Email"

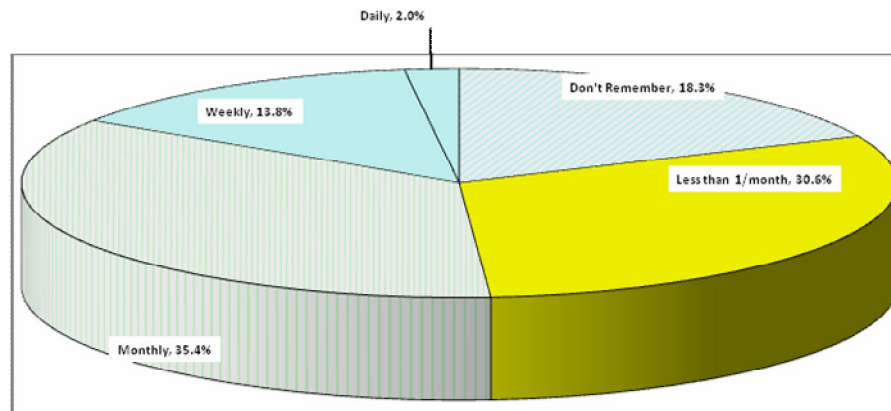
- Many indicated more than one method in addition to email, most noticeably direct mail

**Table 31 Best method of communication**

		Frequency	Percent	Valid Percent
Valid	Email	238	.4	78.3
	Email Newsletter	17	.0	5.6
	Website	8	.0	2.6
	Direct Mail	17	.0	5.6
	Signage-banners	5	.0	1.6
	Telephone	4	.0	1.3
	Local newspapers	9	.0	3.0
	Social Media	6	.0	2.0
	Total	304	.5	100.0
	Missing	System	65232	99.5
Total		65536	100.0	

## Website

**Figure 11 Frequency of visiting website**

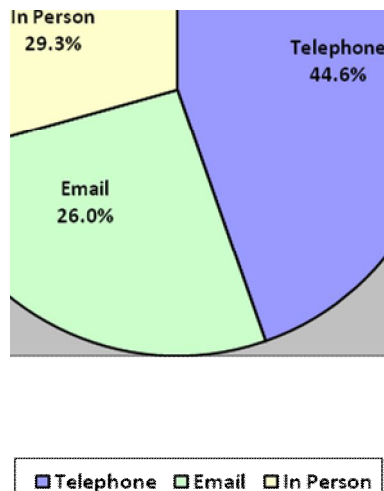


- 79.3% of respondents have used the Town's website. This was 55.6% in 2008
  - 89.8% say it is easy to navigate; 86.0% in 2008
- 51.1% visit the site at least once a month (46.7% in 2008)

## Communication with the Town

- 50.0% of those who answered say that they had communicated with Town employees with questions or issues in the past year. This is up from 39% in 2008
  - The proportion contacting the Town via Email increased from 14.9% in 2008 to 25.9% in 2010 (Only 5.7% used email in 2006)
    - 44.6% made contact by telephone - 59.0% did so in 2008
    - 29.3% made contact in person; 26.1% in 2008
    - 26.0% used email; 14.9% in 2008
    - Only one person used mail

**Figure 12 Means of communicating with the Town 2010**



- 94.4% feel the assistance they received was prompt and professional. This is an **increase** from 87.9% in 2008

- 86.9% feel the information was helpful and correct. This is an **increase** from 84.6% in 2008

There are no factors that significantly differentiate between those who perceived the assistance was prompt and professional and those who did not nor whether the information was found helpful and correct.





## Appendix Survey Instrument

The Town of Matthews is conducting a citizen survey. As a Town we are interested in your opinions and experiences so that we can best serve you. We will use your responses to help us plan for the next few years. **This is your opportunity to anonymously and confidentially give us your honest opinions.** You may, however, give us your email address to be entered into a prize-drawing. See Question 39 for details. If you provide an address it **will not** be linked with any of your responses; only your email address will be given to the Town by the researchers if you are a winner or want the newsletter.

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

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

1. Your Perceptions of Matthews	Strongly Agree <sub>1</sub>	Agree <sub>2</sub>	Neutral <sub>3</sub>	Disagree <sub>4</sub>	Strongly Disagree <sub>5</sub>
a. Matthews is a good place to live					
b. Matthews is a good place to raise children					
c. Matthews is a safe place to live					
d. Matthews provides a good environment for businesses to succeed					
e. The Town is responsive to the needs of citizens					
f. I feel safe walking in downtown					

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

3. I would recommend Matthews to a friend or colleague as a place to open or relocate their business Sure [ ]<sub>1</sub>. Yes [ ]<sub>2</sub>. No [ ]<sub>3</sub> Not

4. Your Perceptions of Town Management	Strongly Agree <sub>1</sub>	Agree <sub>2</sub>	Neutral <sub>3</sub>	Disagree <sub>4</sub>	Strongly Disagree <sub>5</sub>
a. Town leaders are taking Matthews in the right direction					
b. The Town is making good decisions about development					
c. Elected Town leaders show effective leadership					
d. Town employees do their jobs in a professional manner					

### Your Perceptions of Downtown Matthews

5. The variety of business/services downtown is sufficient. [ ]<sub>1</sub> Agree [ ]<sub>2</sub> Disagree [ ]<sub>3</sub> Don't know

6. Do you visit Downtown Matthews to shop, eat or recreate? [ ]<sub>1</sub>. Yes [ ]<sub>2</sub>. No

**IF YES,**

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

[ ]<sub>1</sub> More than 5 times a month [ ]<sub>2</sub> 2-5 times a month [ ]<sub>3</sub> Once a month [ ]<sub>4</sub> Never

**8. Have you visited downtown more this year than you did last year?**

[ ]<sub>1</sub> Yes [ ]<sub>2</sub> No

**9. Which of the following brings you to downtown Matthews? (Check  all that apply)**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> a) Stores and shopping | <input type="checkbox"/> d) Private, non-commercial offices | <input type="checkbox"/> g) Access Transit         |
| <input type="checkbox"/> b) Restaurants         | <input type="checkbox"/> e) Farmers' market                 | <input type="checkbox"/> h) I Commute through Town |
| <input type="checkbox"/> c) Town Hall/ Library  | <input type="checkbox"/> f) Special Events                  |  |

**10. What type of businesses or changes would you like to see downtown?**

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**Your Perceptions of Traffic and Streets**

Many of the main roads in Matthews are state roads, most residential streets are Town streets. How would you rate the physical condition of them?

**11. State roads** ..... [ ]<sub>1</sub> Poor [ ]<sub>2</sub> Fair [ ]<sub>3</sub> Average [ ]<sub>4</sub> Good [ ]<sub>5</sub> Excellent

**12. Town roads**..... [ ]<sub>1</sub> Poor [ ]<sub>2</sub> Fair [ ]<sub>3</sub> Average [ ]<sub>4</sub> Good [ ]<sub>5</sub> Excellent

**13. Which of the following departments have you had contact within the last year?**

<input type="checkbox"/> a. Town Administration	<input type="checkbox"/> d. Parks , Recreation & Cultural Resources	<input type="checkbox"/> g. Planning Department
<input type="checkbox"/> b. Fire/EMS (Emergency Medical Services)	<input type="checkbox"/> e. Storm Water	<input type="checkbox"/> h. Animal Control
<input type="checkbox"/> c. Police Department	<input type="checkbox"/> f. Streets Department (Public Works)	<input type="checkbox"/> i. Garbage/recycling

**14. If you've had contact with the following departments please rate the performance of each.**

Department	Very Good <sub>5</sub>	Good <sub>4</sub>	Not Good and Not Bad <sub>3</sub>	Poor <sub>2</sub>	Very Poor <sub>1</sub>	If poor or very poor, why?
a. Town Administration						
b. Fire/EMS (Emergency Medical Services)						
c. Police Department						
d. Parks, Recreation & Cultural Resources						
e. Storm Water						
f. Planning Department						
g. Animal Control						
h. Streets Department						
i. Garbage/ recycling						

**15. How satisfied are you with curbside RECYCLING pick-up**

[ ]<sub>1</sub> Very satisfied. [ ]<sub>2</sub> Somewhat satisfied [ ]<sub>3</sub> Somewhat unsatisfied [ ]<sub>4</sub> Very unsatisfied [ ]<sub>5</sub> No opinion [ ]<sub>6</sub> Don't recycle

**16. Would you like a roll-out recycling bin?** [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes [ ]<sub>2</sub>NA/ Do not recycle

**17. Would you support it if the Town changed RECYCLING pick up from weekly to biweekly using roll out bins?**

[ ]<sub>1</sub> Support. [ ]<sub>2</sub> Not Sure [ ]<sub>3</sub> Do not support

**IF YOU DO NOT RECYCLE,**

**18. Why?** [ ]<sub>1</sub> Too inconvenient [ ]<sub>2</sub> I do not know how [ ]<sub>3</sub> I live in an apartment and have no access  
 [ ]<sub>4</sub> Not physically able [ ]<sub>5</sub> Don't care to [ ]<sub>6</sub> Other \_\_\_\_\_

**19. How would you rate curbside GARBAGE collection service?**

[ ]<sub>1</sub> Excellent [ ]<sub>2</sub> Good [ ]<sub>3</sub> Fair [ ]<sub>4</sub> Poor [ ]<sub>5</sub> No opinion

20. How would you rate your YARD WASTE collection service?  
 <sub>1</sub> Excellent  <sub>2</sub> Good  <sub>3</sub> Fair  <sub>4</sub> Poor  <sub>5</sub> No opinion

21. Have you ever visited ANY of the Town's parks or centers  <sub>1</sub> Yes  <sub>2</sub> No

22. How often would you say that you visited ANY of the Town's parks or centers *since Memorial Day 2010*? \_\_\_\_\_ times

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

Facility/ Park	At least once a month <sub>4</sub>	Once every three months <sub>3</sub>	Once a year <sub>2</sub>	Less than once a year <sub>1</sub>	Never <sub>0</sub>
a. Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Crews Road Rec Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. StumpTown Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Baucom Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Sardis Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Windsor Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Squirrel Lake Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

	Have not visited or used <sub>0</sub>	Good as is <sub>1</sub>	Needs Improvement <sub>2</sub>	No opinion <sub>3</sub>
a. Community Center/theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Walking/jogging/fitness/bicycle paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. concerts/ movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Playgrounds or Tot Lots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Picnic Shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Single Family Picnic Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Open green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Park Restroom Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. If you have never visited a park or center, why? \_\_\_\_\_

26. Are there any park and recreation amenities that you would like to see available in Matthews?  
 \_\_\_\_\_

### TOWN APPEARANCE

27. How satisfied are you with the overall appearance of Matthews as a Town?  
 <sub>1</sub> Very satisfied  <sub>2</sub> Somewhat satisfied  <sub>3</sub> Neutral  <sub>4</sub> Somewhat dissatisfied  <sub>5</sub> Very dissatisfied

28. Where do you think the Town should focus its beautification efforts?  
 <sub>0</sub> Fine as is  <sub>2</sub> Town Entrances  <sub>3</sub> Downtown  <sub>4</sub> Town Street Medians  <sub>5</sub> All – entrances, downtown and street medians

29. How easy do you think it is to read street and parking signs in downtown Matthews?  
 <sub>1</sub> Very easy  <sub>2</sub> Easy  <sub>3</sub> Somewhat difficult  <sub>4</sub> Very difficult

In this section, we would like your opinion regarding **EMERGENCY** service

30. How satisfied are you with the following:

	Very Satisfied <sub>5</sub>	Satisfied <sub>4</sub>	Neutral <sub>3</sub>	Disatisfied <sub>2</sub>	Very Disatisfied <sub>1</sub>
a. The current level of police protection provided by the Town					
b. The level of police officer interaction within the community					
c. The current level of Fire/ EMS services provided by the Town					

## Communicating with You

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

<input type="checkbox"/> a. Town web site, <a href="http://www.matthews.com">www.matthews.com</a>	<input type="checkbox"/> d. Town Email newsletter	<input type="checkbox"/> f. Local newspapers/magazines
<input type="checkbox"/> b. Social media: Facebook, Twitter	<input type="checkbox"/> e. Information flyers/pamphlets	<input type="checkbox"/> g. Radio/Television
<input type="checkbox"/> c. Direct mailings		<input type="checkbox"/> h. Street Banners

32. What is the best way to communicate with you? \_\_\_\_\_

33. Have you visited the Town's website since it was re-designed in January 2010: [www.matthewsnc.com](http://www.matthewsnc.com)? [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes

**IF YES**

34. How often? [ ]<sub>1</sub>Daily [ ]<sub>2</sub>Weekly [ ]<sub>3</sub>Monthly [ ]<sub>4</sub>< once/month [ ]<sub>5</sub>Don't remember [ ]<sub>6</sub>N/A

35. Did you find it easy to navigate? [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes

36. Do you receive the Town's email newsletter? [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes

37. Would you like to be on our email newsletter distribution list? [ ]<sub>1</sub>Yes [ ]<sub>2</sub>No

*Your email address is:*

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

**Email:**

39. Have you communicated with Town employees with questions or issues in the past year? [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes

**IF YES**

40. How did you make contact with the Town? [ ]<sub>1</sub>Telephone [ ]<sub>2</sub>Mail [ ]<sub>3</sub>Email [ ]<sub>4</sub>In Person

41. Were you assisted in a prompt and professional manner? [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes

42. Was the information you received helpful and correct? [ ]<sub>0</sub>No [ ]<sub>1</sub>Yes [ ]<sub>2</sub>Don't Remember

### **These last few questions are for statistical purposes only\***

\*Why do we ask these questions? These questions about race, ethnicity and income are important so that we make sure the voices of people in all different populations are represented. Collecting data from all respondents on this question is important so that we can better and more reliably report differences and similarities between people of different backgrounds. We understand that you might be concerned about sharing this information. Please be assured that the responses you provide are kept completely confidential. Any identifying information will be separated from your answers. Results are reported using the average, or pooled answers to the questions, instead of the responses of any one individual.

43. How long have you lived in Matthews? [ ]<sub>0</sub>I do not live in Matthews  
[ ]<sub>1</sub>Less than one year [ ]<sub>2</sub>Between 1-5 years [ ]<sub>3</sub>Between 5-10 years [ ]<sub>4</sub>10 - 15 years [ ]<sub>5</sub>More than 15 years

44. Please indicate the **total number of persons, including yourself, living in your household who fall into the following age categories:**

\_\_\_\_\_ a) under 10      \_\_\_\_\_ b) 10 – 13      \_\_\_\_\_ c) 14 – 17      \_\_\_\_\_ d) 18-21      \_\_\_\_\_ e) 22-30  
\_\_\_\_\_ f) 31-45      \_\_\_\_\_ g) 46-55      \_\_\_\_\_ h) 56 to 65      \_\_\_\_\_ i) Over 65

45. At which polling station do you vote?

1 Crown Point School 2 Christ Covenant Church 3 Elizabeth Lane School 4 Matthews Community Center  
5 CPCC Levine Campus 6 Do not live in Matthews

46. What is your gender? 1. Male 2. Female

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

48. With which race/ethnic group do you identify yourself?

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

49. What is your highest level of education? 1 No High school degree 2 High School diploma/GED 3 Some college 4 Associate Degree

5 Bachelors 6 Post Graduate 7 Professional (PhD, MD, JD)

50. What is the category of your total household income?

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

51. Do you 1. Own 2. Rent 3 Live with relatives/friends

**52. Do you have any comments, concerns or suggestions that you would like to give to the Town Manager?**

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

If you provide an address it **will not** be linked with any of your responses; only your email address will be given to the Town by the researchers if you are a winner or want the newsletter.

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