



Community Survey 2020

Feb. 26, 2020

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Overview

- Biennial Survey
- ETC Institute
- Public Perceptions
- Benchmarking
& Trends
- Strategic Planning



High Satisfaction

- Quality of Life
- Parks & Green Space
- Cultural activities, the arts

Notable increases ...

- Opportunities to participate in Town decision-making
- Downtown Chapel Hill
- Festivals and events



Priorities

- Traffic Flow
- Public Parking
- Stormwater Runoff

Notable decreases ...

- Quality of new development
- Management of stormwater runoff
- Ease of walking



Benchmarks

Above U.S. average in 32 of 38 areas that were assessed.

Where Chapel Hill Ranks Significantly Higher (30% and higher):

- Chapel Hill Transit
- Quality of Services, overall
- Police outreach



Benchmarks

Where Chapel Hill Ranks Significantly Higher than U.S. average (25% and higher):

- Sidewalk maintenance
- Landscaping
- Opportunities to participate in Town decision making
- Feeling of safety
- As a place to live/retire



How We Use the Survey

- Budget planning
- Strategic goals

Listening
and responding ...



Fiscal Impacts

- Cost of survey is \$25,470
- Complete Results:

www.townofchapelhill.org/survey

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Recommendation

- That the Council receive the survey report.

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