



2022 COMMUNITY SURVEY

Findings Report

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Presented To The
TOWN OF CHAPEL HILL,
NORTH CAROLINA

MARCH 2022



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Town of Chapel Hill Community Survey (2022)

Executive Summary



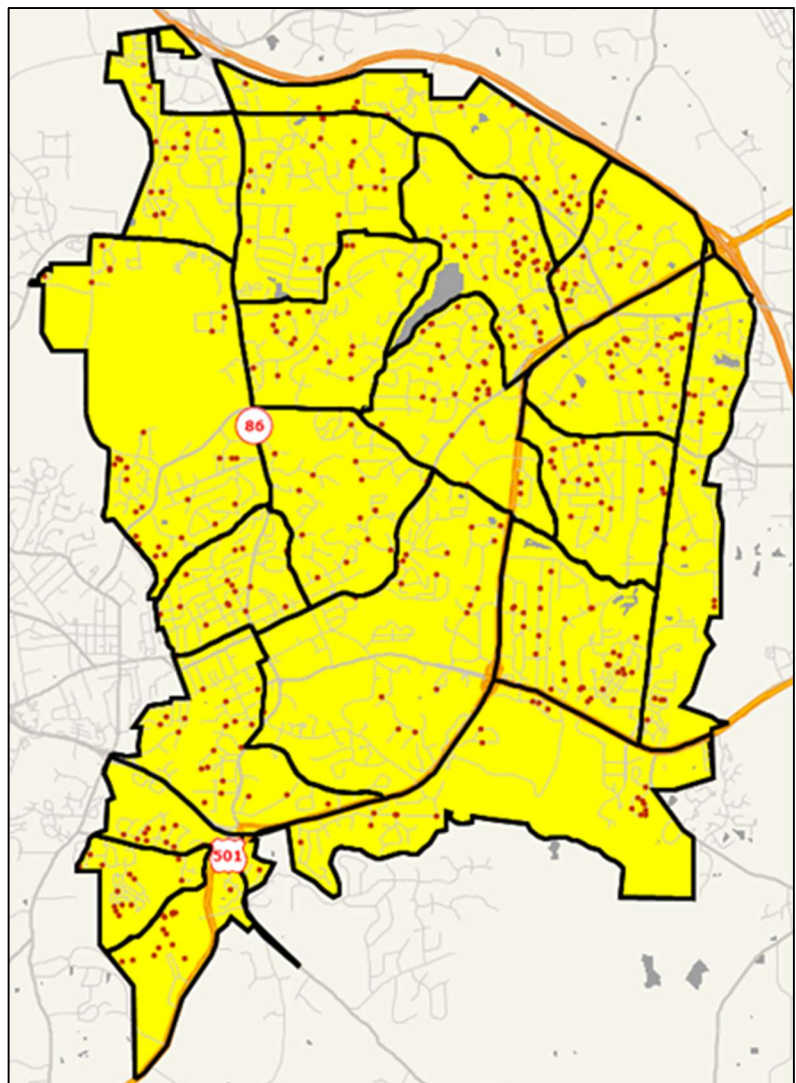
Purpose & Methodology

In January and February 2022, ETC Institute administered a survey to residents of the Town of Chapel Hill. The survey was conducted to help the Town continue to build a community where people thrive. The information gathered from the survey will help the Town establish budget priorities and refine policy decisions. This is the seventh community survey that ETC Institute has administered for the Town of Chapel Hill. Previous surveys were administered in 2009, 2011, 2013, 2015, 2018, and 2019-2020.

The survey instrument, cover letter, and postage paid return envelope were mailed to a random sample of households in the Town of Chapel Hill. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online.

Approximately ten days after the surveys were mailed, ETC Institute sent emails/text messages to the households that received the survey to encourage participation. The emails/texts contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the Town from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the results. The GIS map to the right shows, indicated with small red dots, the location, to the block level, of completed surveys.

The goal was to obtain at least 400 completed surveys. This goal was achieved with a total of 429 residents completing the survey. The overall response for the sample of 429 households have a precision of at least +/- 4.7% at the 95% level of confidence.



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Executive Summary



The Findings Report contains:

- executive summary (Section 1)
- charts depicting the overall results of the survey (Section 2)
- trend analysis comparing the current results with 2019-2020 and 2018 results (Section 3)
- benchmarking data that shows how the survey results for the Town compare with communities in the Atlantic Region of the United States and the national average for services analyzed (Section 4)
- importance-satisfaction analysis (Section 5)
- tabular data for all questions on the survey (Section 6)
- a copy of the survey instrument (Section 7)

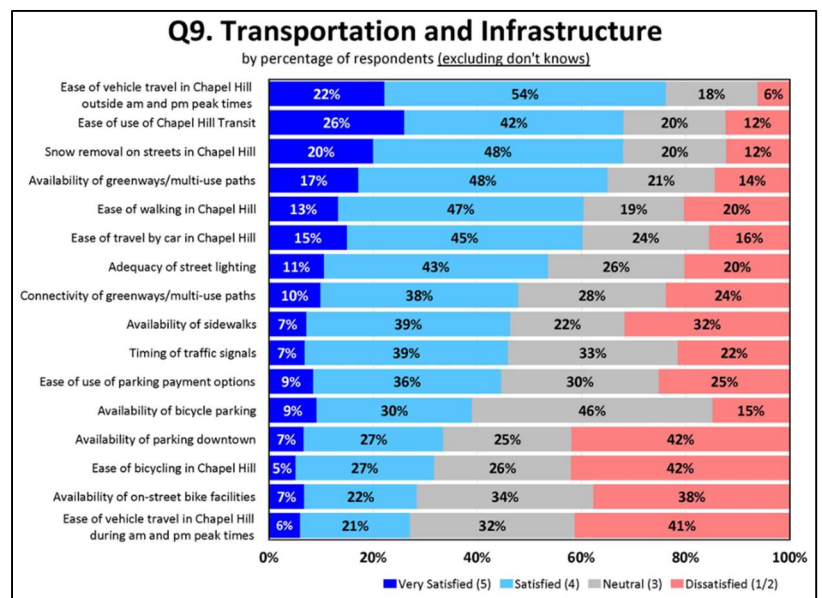
Major survey findings begin below and continue onto the following pages.

Major Findings

Since the previous survey that was conducted in 2019-2020, the Town has improved by 10%, in satisfaction, with the ease of travel by car (+12.7%) and snow removal on streets (+11.1%) in Chapel Hill.

- Of the sixteen (16) transportation and infrastructure services that were analyzed, many residents were either *very satisfied* or *satisfied* with seven (7) of the services. These services are listed below. See graph to the right.

- Ease of vehicle travel outside morning and evening peak times (76.2%)
- Ease using Chapel Hill Transit (68.1%)
- Snow removal on streets in Chapel Hill (68.0%)
- Availability of greenways/multi-use paths (65.0%)
- Ease of walking in Chapel Hill (60.4%)
- Ease of travel by car in Chapel Hill (60.2%)
- Adequacy of street lighting (53.6%)



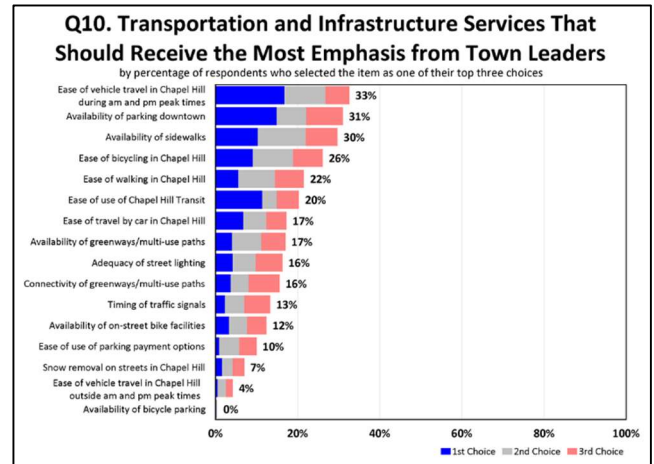
Town of Chapel Hill Community Survey (2022)

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The graph to the right shows how residents rated the level of importance for transportation and infrastructure services. The top four transportation and infrastructure services that residents think should receive the most emphasis from Town leaders is:

- Ease of vehicle travel during morning and evening peak times (32.6%)
- Availability of downtown parking (31.0%)
- Availability of sidewalks (29.7%)
- Ease of bicycling in Chapel Hill (26.1%)



The majority (58%) of residents ride a bicycle and of these residents, 61% ride for recreation, 21% for errands, and 19% to commute to work or school.

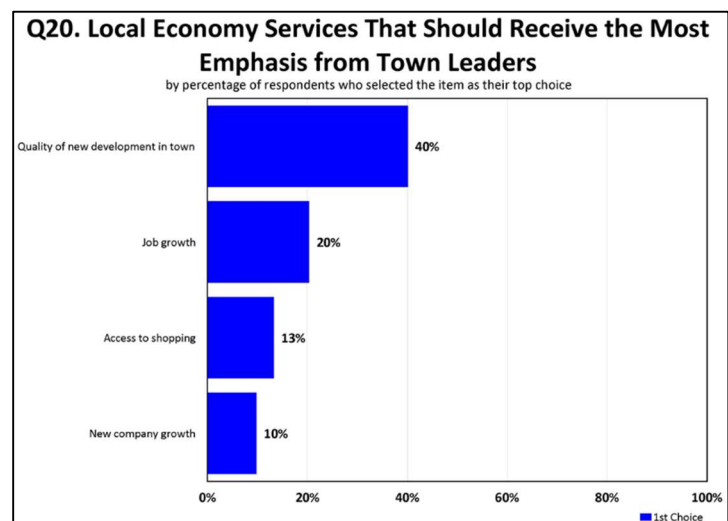
Residents are more satisfied with the access to shopping and job growth in the Town. Also, a notable increase of residents rated the Town as an excellent/good place to do business compared to the previous, 2019-2020, survey results.

- An increase of 6.5% of residents indicated they are satisfied with the access to shopping in the Town, from 50.2% (2019-2020) to 56.7% (2022).
 - The percentage of residents who either shop in Town, use the internet, or go outside of Town to shop, at least a few times per week to every day, are:
 - 57% of residents shop in Chapel Hill
 - 45% of residents use the internet for their shopping
 - 34% of residents go outside of Chapel Hill to shop

Forty-three percent (43%) of residents indicated they are satisfied with the job growth in the Town, an increase of 4.7% from 38.9% (2019-2020) to 43.6% (2022) and an increase of 19.4% from 24.2% (2018) to 43.6% (2022).

- Four out of five (82%) residents rated the Town as an *excellent/good* place to work and 58% of residents rated the Town as an *excellent/good* place to do business.

Two out of five (40%) of residents think the quality of new development should receive the most emphasis from Town leaders.



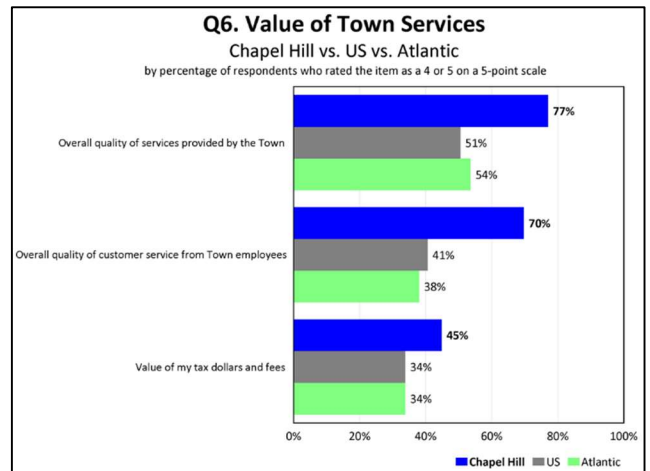
Town of Chapel Hill Community Survey (2022)

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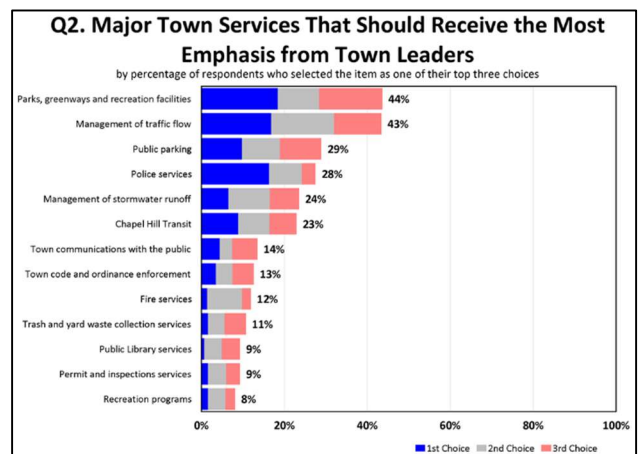
Compared to national and regional benchmarks, there were significant differences in satisfaction ratings for the quality of Town services provided to the community, the quality of customer service from Town employees, and the value of resident tax dollars and fees.

- The Town is excelling in the value services they provide their residents when compared to communities nationally and regionally.
 - Seventy-seven percent (77.0%) of residents were *very satisfied/satisfied* with the overall quality of services provided by the Town; +26.5% above the National Average (50.5%) and +23.4% above the Atlantic Region’s Average (53.6%).
 - Seventy percent (69.7%) of residents were either *very satisfied/satisfied* with the quality of customer service they receive from Town employees; +29.1% above the National Average (40.6%) and +31.7% above the Atlantic Region’s Average (38.0%).
 - Forty-five percent (44.8%) of residents were either *very satisfied/satisfied* with the value of their tax dollars and fees paid; 11.0% above the National Average (33.8%) and the Atlantic Region’s Average (33.8%).



The top four major Town services that residents think should receive the most emphasis from Town leaders are parks, greenways, and recreation facilities, management of traffic flow, public parking, and police services.

- The top four major Town services that received the highest satisfied ratings (based on the sum of *very satisfied/satisfied* responses) were:
 - Public Library services (89%)
 - Trash and yard waste collection services (87%)
 - Fire services (87%)
 - Parks, greenways, and recreation facilities (77%)
- Residents were asked what their top three choices of major Town services that they think should receive the most emphasis from Town leaders and the four with the highest percentage of responses are shown in the graph to the right and listed on the next page.



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- Parks, greenways, and recreation facilities (44%)
- Management of traffic flow (43%)
- Public parking (29%)
- Police services (28%)

Additional Findings

- The majority of residents either *strongly agree* or *agree* with the following three statements:
 - *I have a good understanding of the services provided by the Town* (57%)
 - *The Town is responsive to the needs of residents* (57%)
 - *I have opportunities to participate in Town decision making* (50%)
- Within the past two years, 52% of residents indicated they have provided input to the Town through email, mail, telephone, surveys, social media, public meetings, and other methods of communication.
- At least one-third of residents use the following sources for Town news and information:
 - Neighborhood associations (47%)
 - Town of Chapel Hill website (46%)
 - Television (36%)
 - Radio (34%)
- Of the ten (10) sources of Town news and information, the two that are the most preferred by residents are Chapel Hill eNews (Town email subscription) (30%) and the Town of Chapel Hill website (29%).
- The top three communication services that residents think should receive the most emphasis from Town leaders is (1) the availability of information about Town programs and services (26%), (2) quality of transparent, trusted, and accurate Town communication (24%), and (3) effectiveness of Town communication with the public (22%).
- The majority (54%) of residents either *strongly agree* or *agree* with the following diversity, equity, and inclusion statement, *“the Town of Chapel Hill equitably delivers services to all residents.”*
- Four areas that residents think is most important for the Town to continue funding, during the COVID-19 Pandemic, are listed below.
 - Ensuring access to medical health services (50%)
 - Housing and rent assistance (48%)
 - Preventing the spread of COVID-19 (38%)
 - Food (38%)
- Based on the sum of residents’ top two choices, 42% of residents think the overall feeling of safety in the Town should receive the most emphasis from Town leaders.

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- The top four public facility services that residents think should receive the most emphasis from Town leaders are the maintenance of sidewalks (29%), maintenance of streets (26%), cleanliness of streets and public areas (23%), and the maintenance of Downtown Chapel Hill (22%).
- Most residents have taken steps to make their house more energy efficient (90%) and reduce how much they throw away in the garbage (88%).
- Over one-third (36%) of residents indicated they are satisfied with the availability of a range of housing types. Thirty-six percent (36%) of residents think the availability of housing options, by price, should receive the most emphasis from Town leaders.

Conclusion

To ensure the Town continues to deliver a high quality of services to its' residents, ETC Institute recommends the Town of Chapel Hill emphasize the following areas.

- **Overall Priorities for Major Categories of Town Services:** To help set the overall priorities for the Town, the first level of analysis reviewed the importance of and satisfaction with the overall priorities of major categories of Town services.
- The table below shows the Importance-Satisfaction Analysis for six (6) out of the thirteen (13) major categories of Town services analyzed. Based on the results of this analysis, the three services that are recommended as the top opportunities for improvement, to raise the Town's overall satisfaction rating are:
 - Management of traffic flow (I-S Rating=0.2704)
 - Public parking (I-S Rating=0.1855)
 - Management of stormwater runoff (I-S Rating=0.1189)

2021-2022 Importance-Satisfaction Rating 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
Very High Priority (IS >.20)						
Management of traffic flow	43%	2	38%	12	0.2704	1
High Priority (IS .10-.20)						
Public parking	29%	3	36%	13	0.1855	2
Management of stormwater runoff	24%	5	49%	9	0.1189	3
Medium Priority (IS <.10)						
Parks, greenways and recreation facilities	44%	1	77%	4	0.0998	4
Chapel Hill Transit	23%	6	66%	6	0.0785	5
Town code and ordinance enforcement	13%	8	43%	11	0.0713	6

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- **Priorities for Specific Areas:** The second level of analysis reviewed the importance of and satisfaction with services within other specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each area are listed below:
 - **Public Safety Services:** traffic enforcement
 - **Transportation and Infrastructure:** the ease of vehicle travel during the morning and evening peak times, the availability of downtown parking, the ease of bicycling in Chapel Hill, the availability of sidewalks
 - **Public Facilities:** maintenance of sidewalks
 - **Housing Services:** the availability of housing options by price
 - **Local Economy:** quality of new development in Town, new company growth (incubators, start-ups, entrepreneurs)
 - **Communication Services:** quality of transparent, trusted, and accurate Town communication, quality of Town engagement with residents, availability of information about Town programs and services, overall effectiveness of Town communication with the public

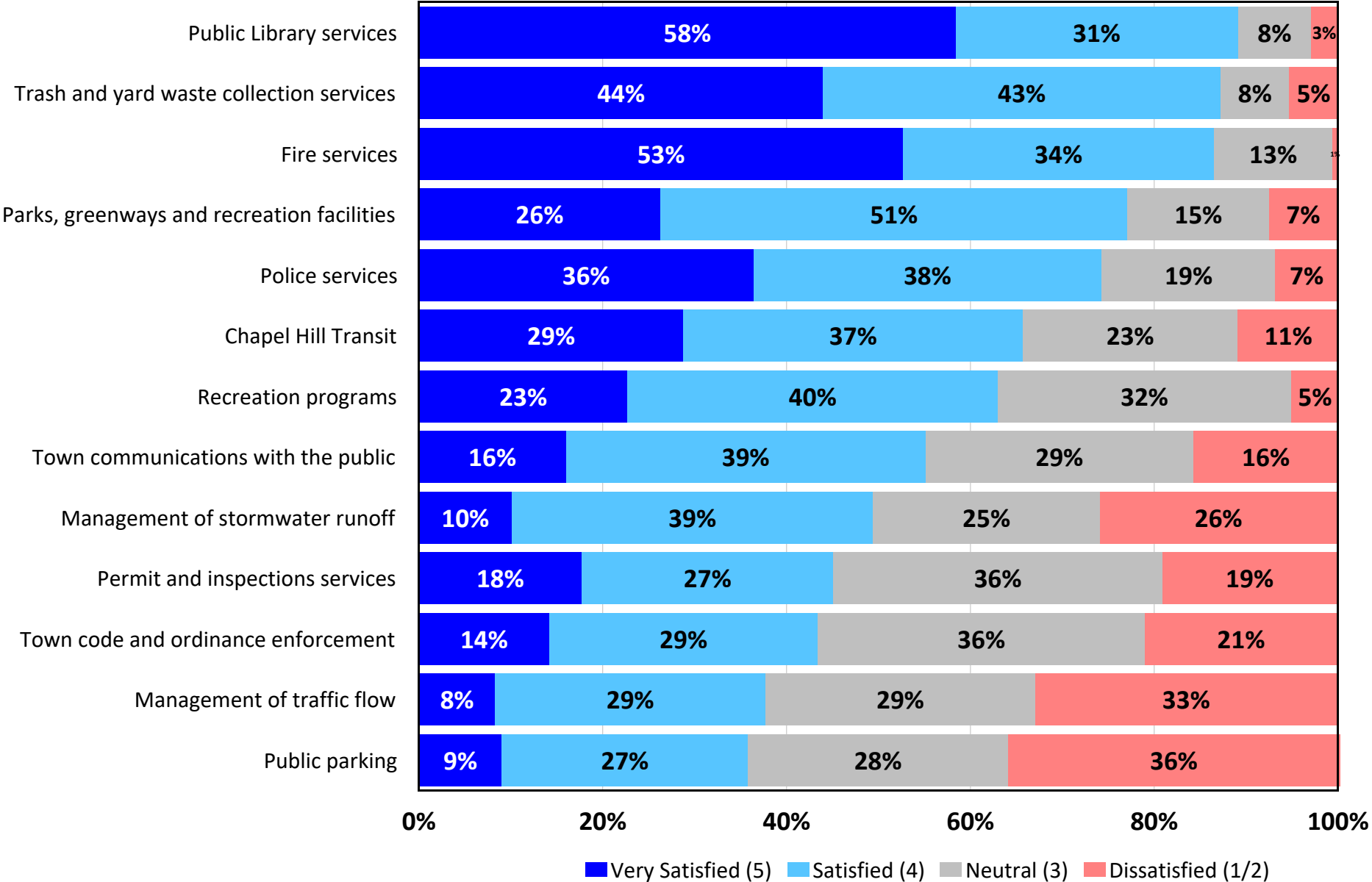
By emphasizing improvements in the areas listed above, the Town will be able to continue to improve levels of resident satisfaction in future years and increase satisfaction in areas where improvements are needed.

Importance-Satisfaction Analysis tables for the Town of Chapel Hill Community Survey are found in Section 5 of the Findings Report.

Section 2: Charts & Graphs of Overall Results

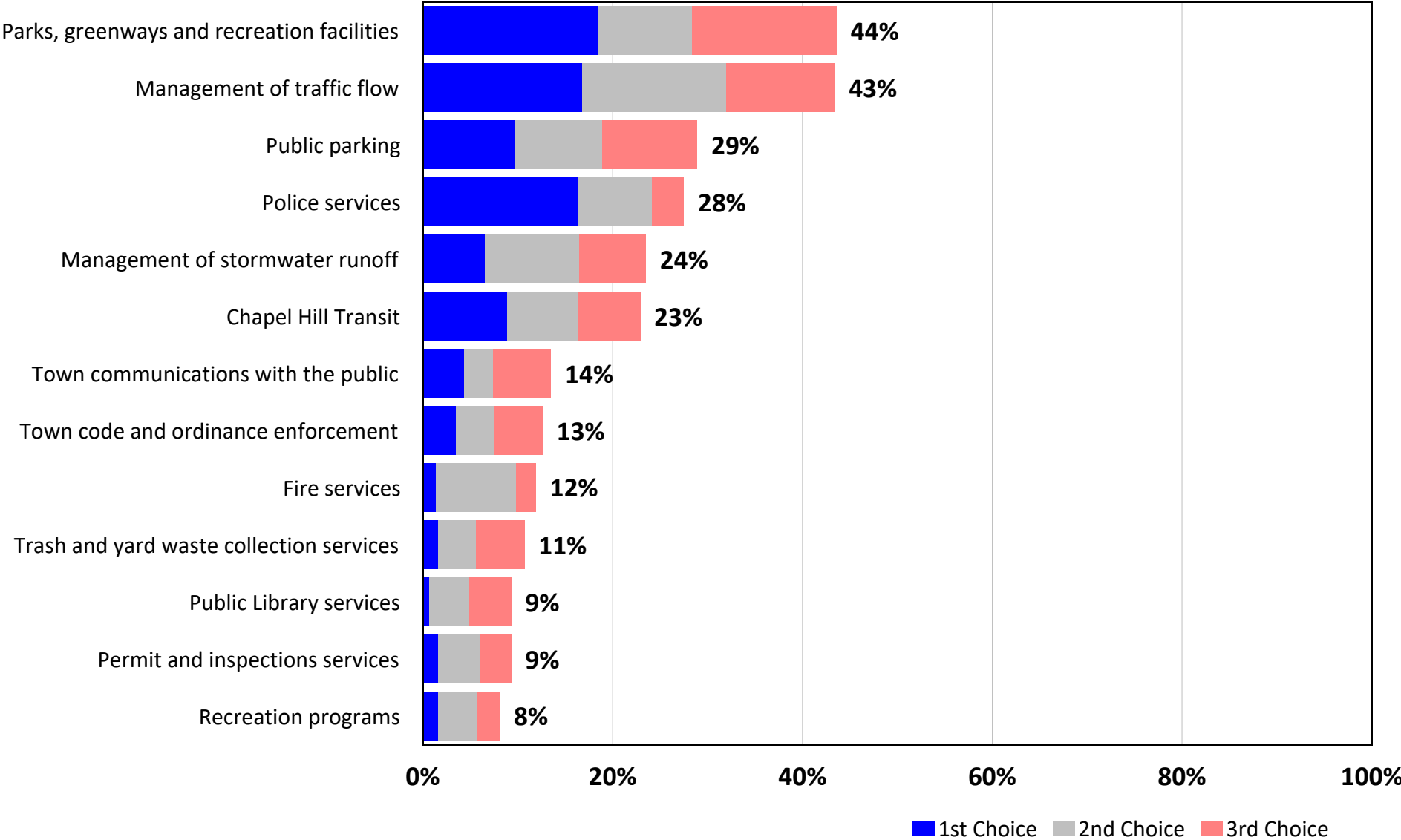
Q1. Major Categories of Services

by percentage of respondents (excluding don't knows)



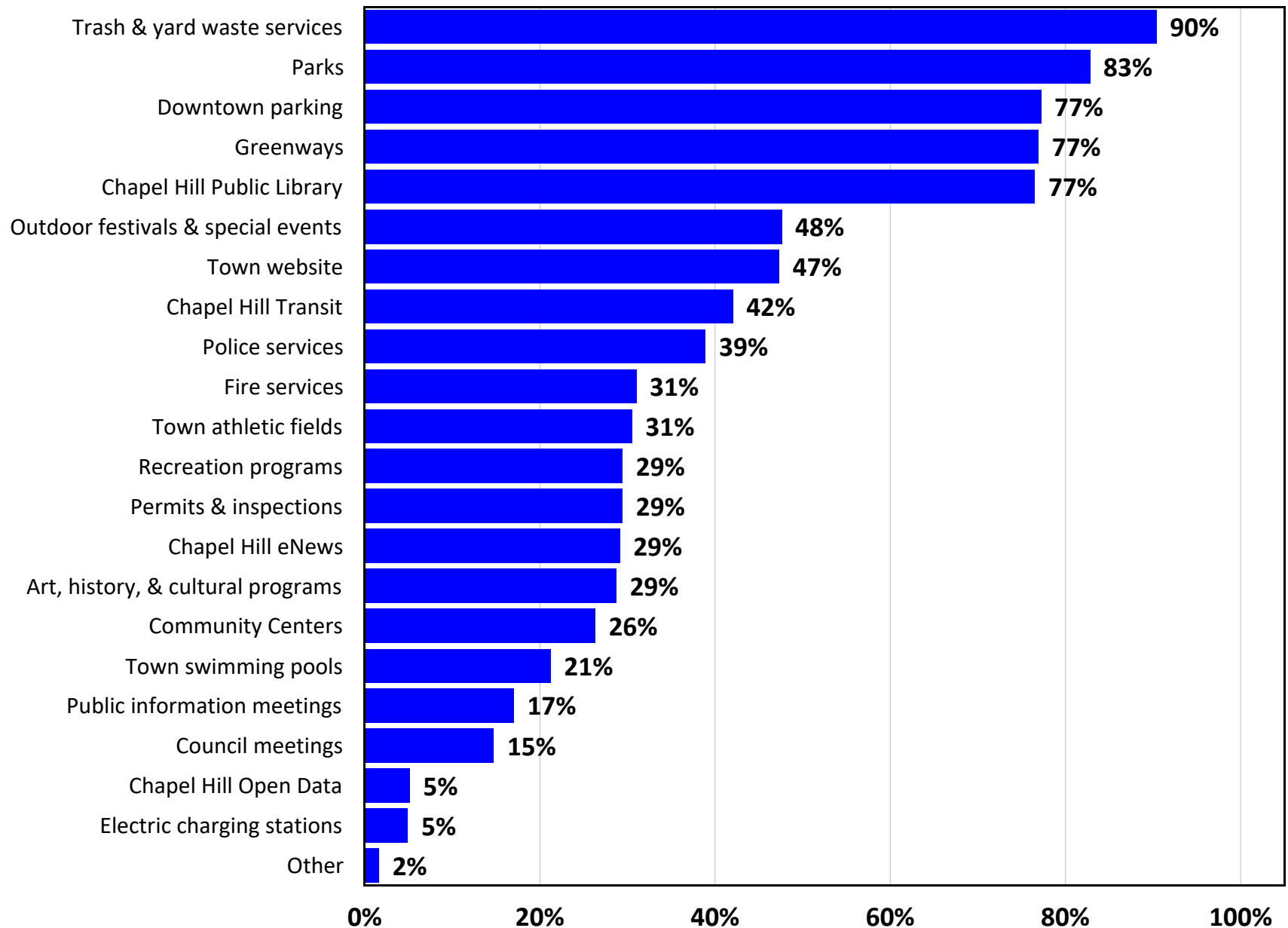
Q2. Major Town Services That Should Receive the Most Emphasis from Town Leaders

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



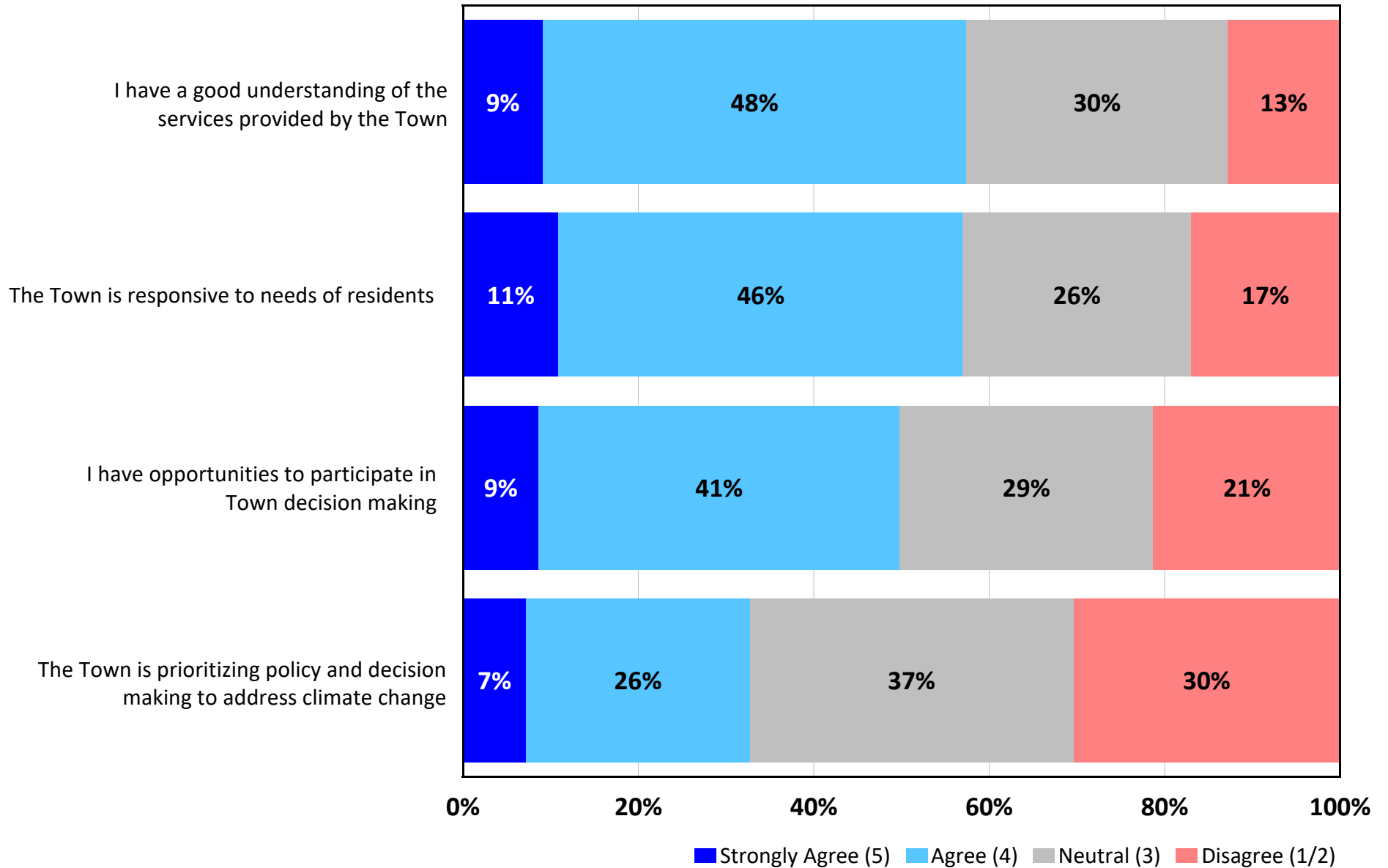
Q3. Usage of Town Services and Facilities

by percentage of respondents who indicated they use the service or facility



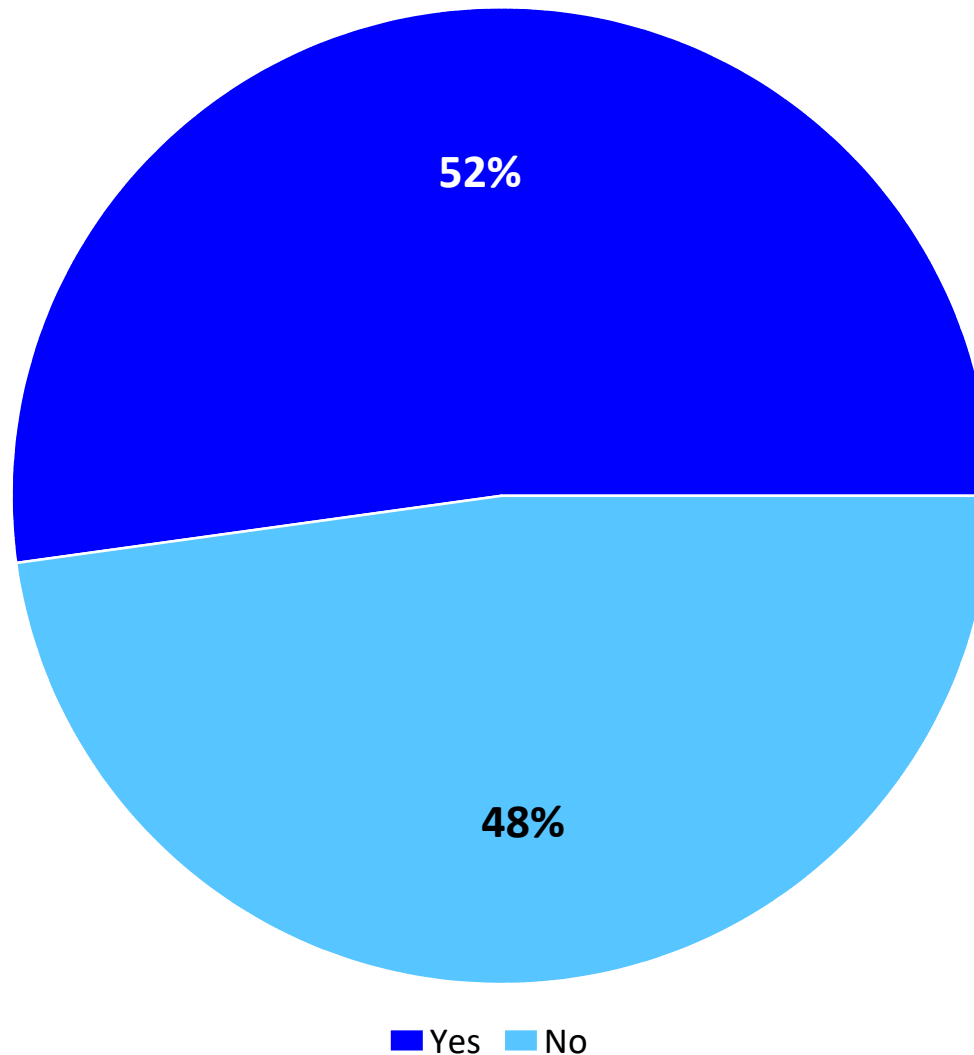
Q4. Perceptions of Town Government

by percentage of respondents (excluding don't knows)



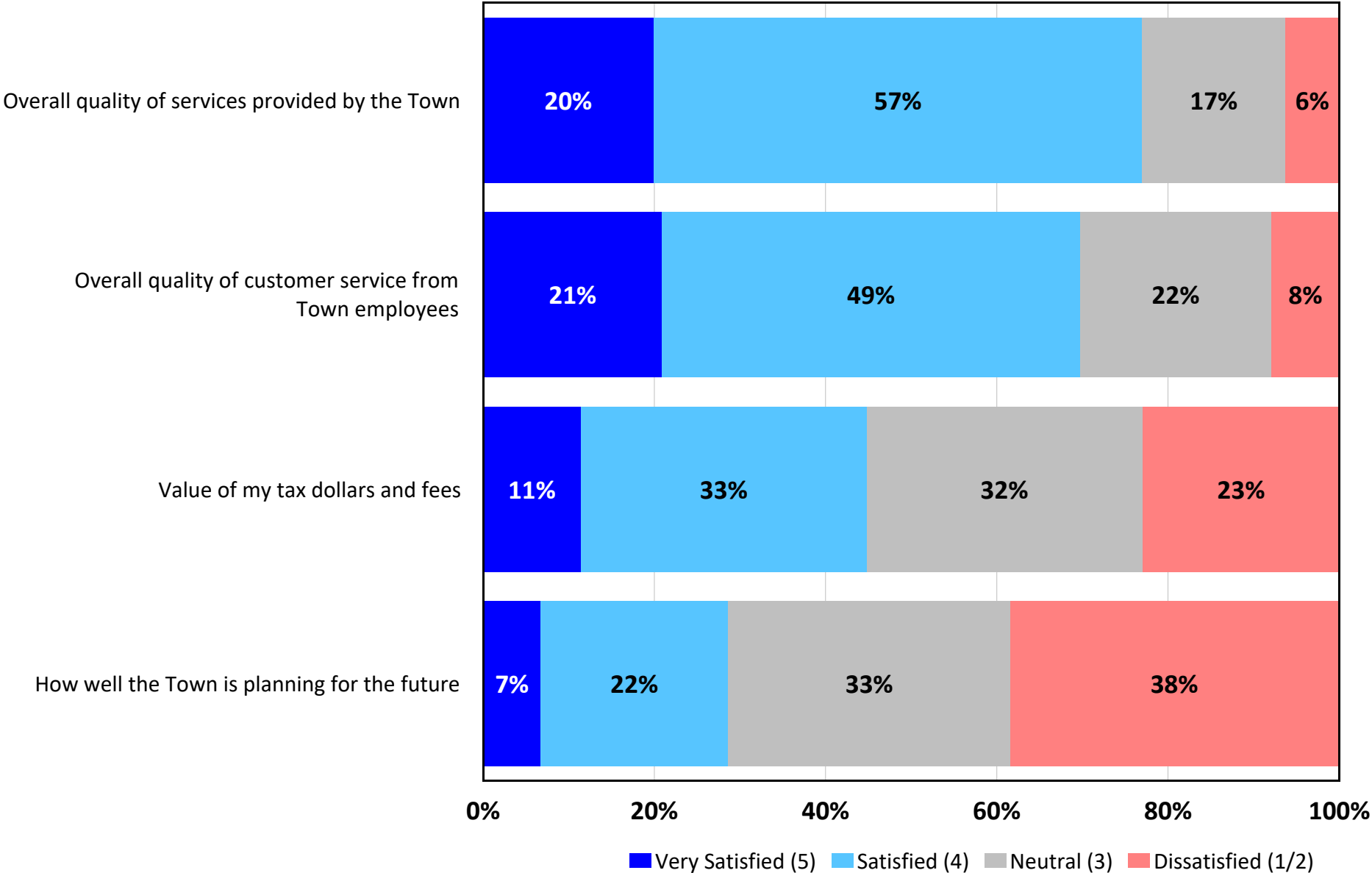
Q5. Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods?

by percentage of respondents



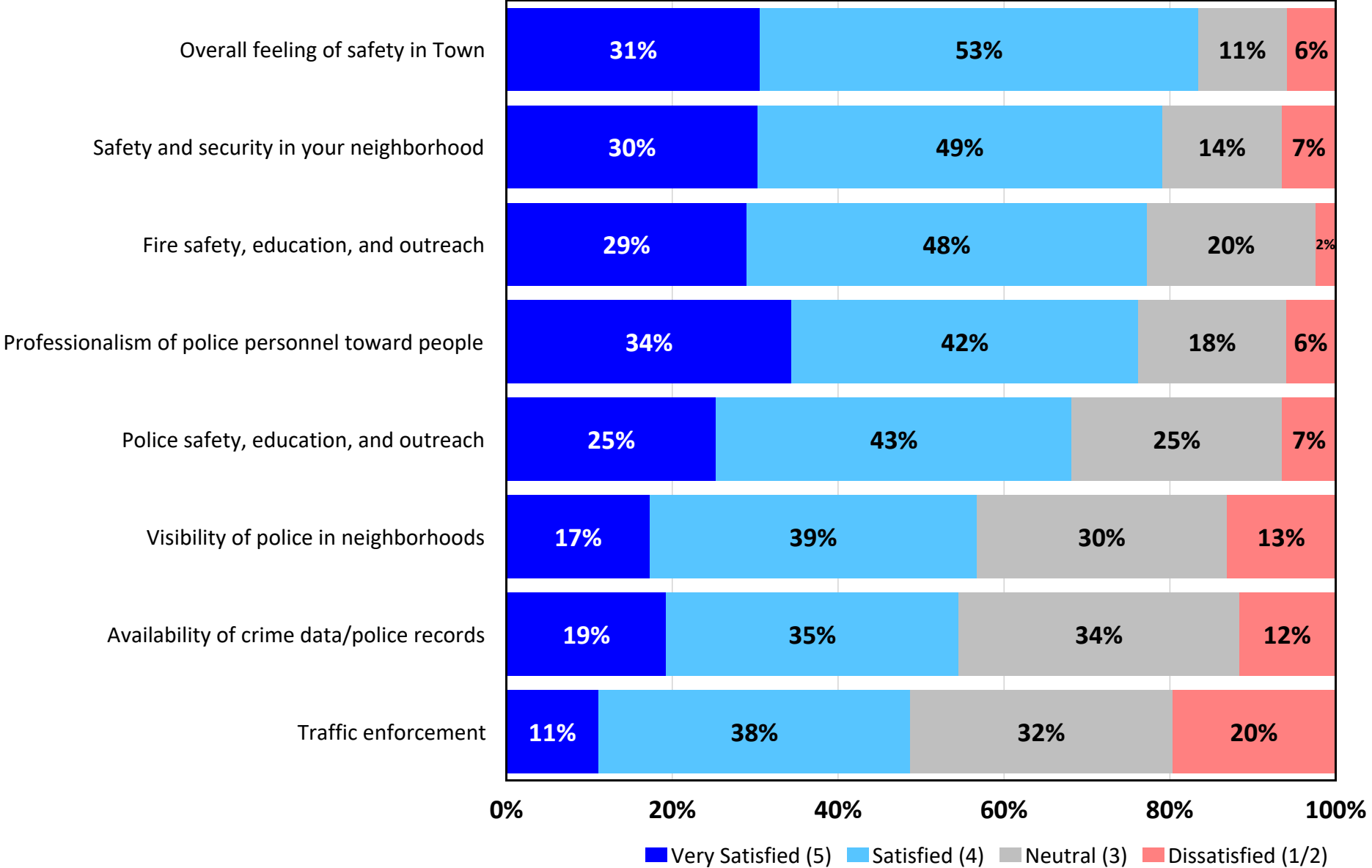
Q6. Value of Town Services

by percentage of respondents (excluding don't knows)



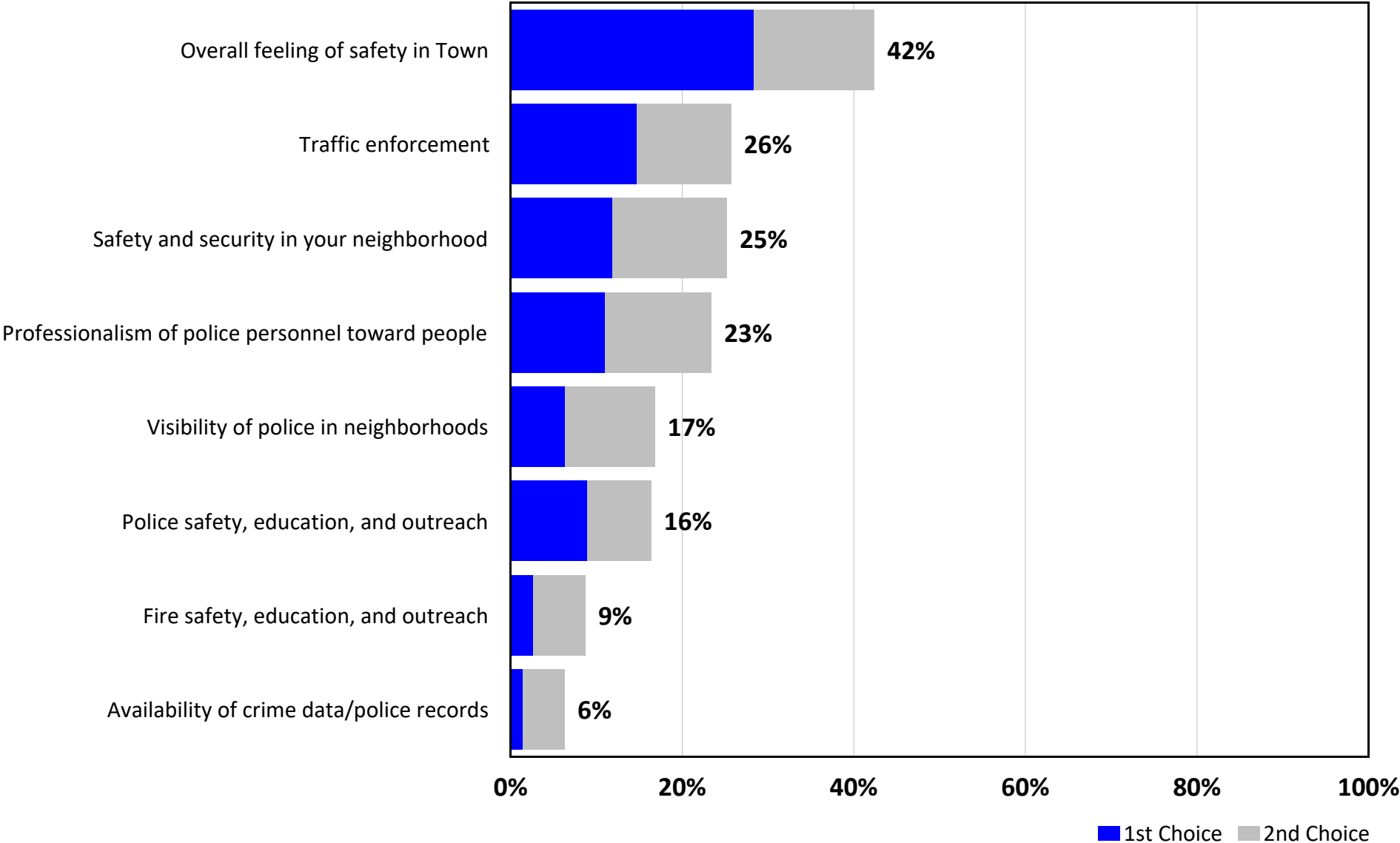
Q7. Public Safety Services

by percentage of respondents (excluding don't knows)



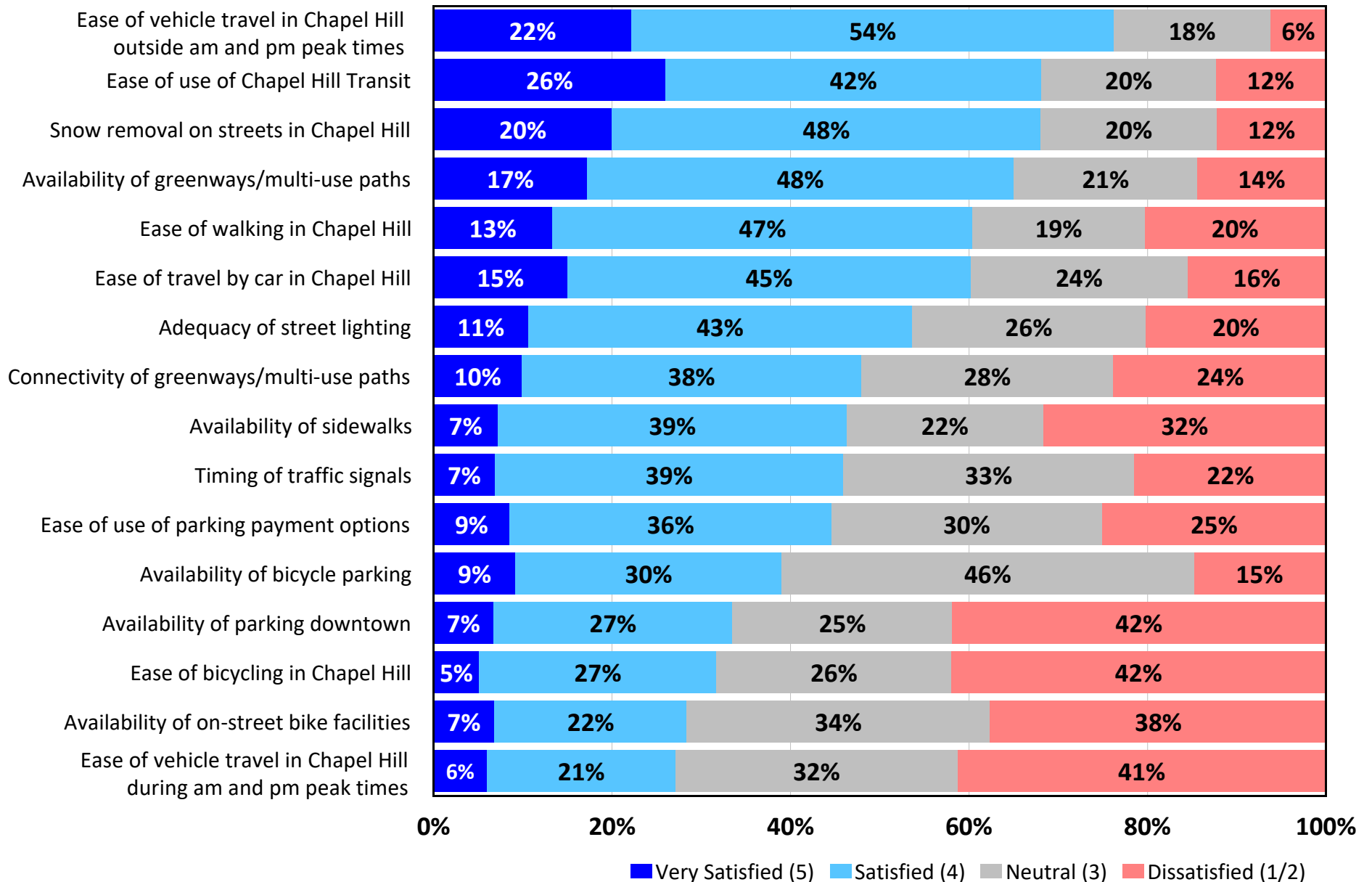
Q7. Public Safety Services That Should Receive the Most Emphasis from Town Leaders

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



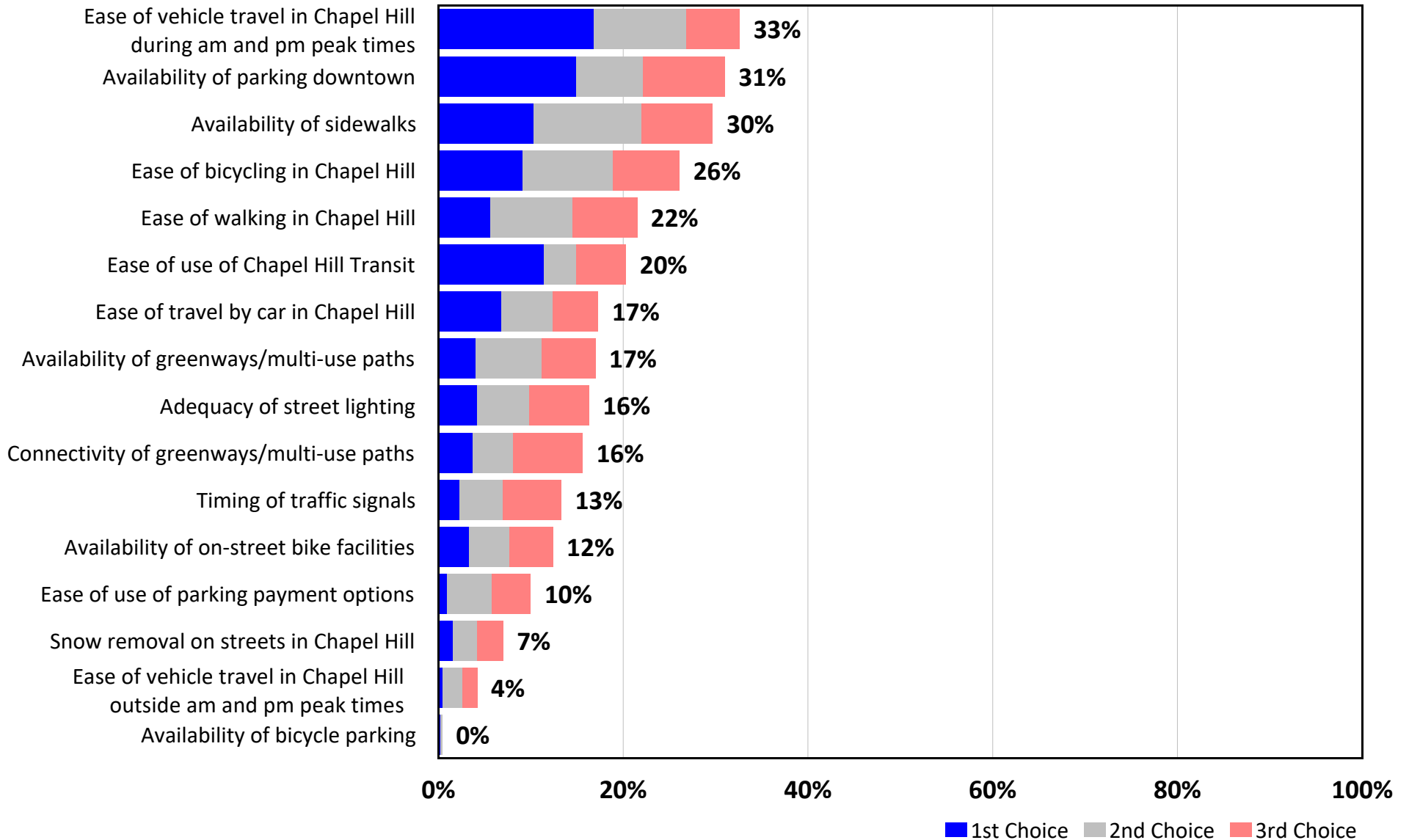
Q9. Transportation and Infrastructure

by percentage of respondents (excluding don't knows)



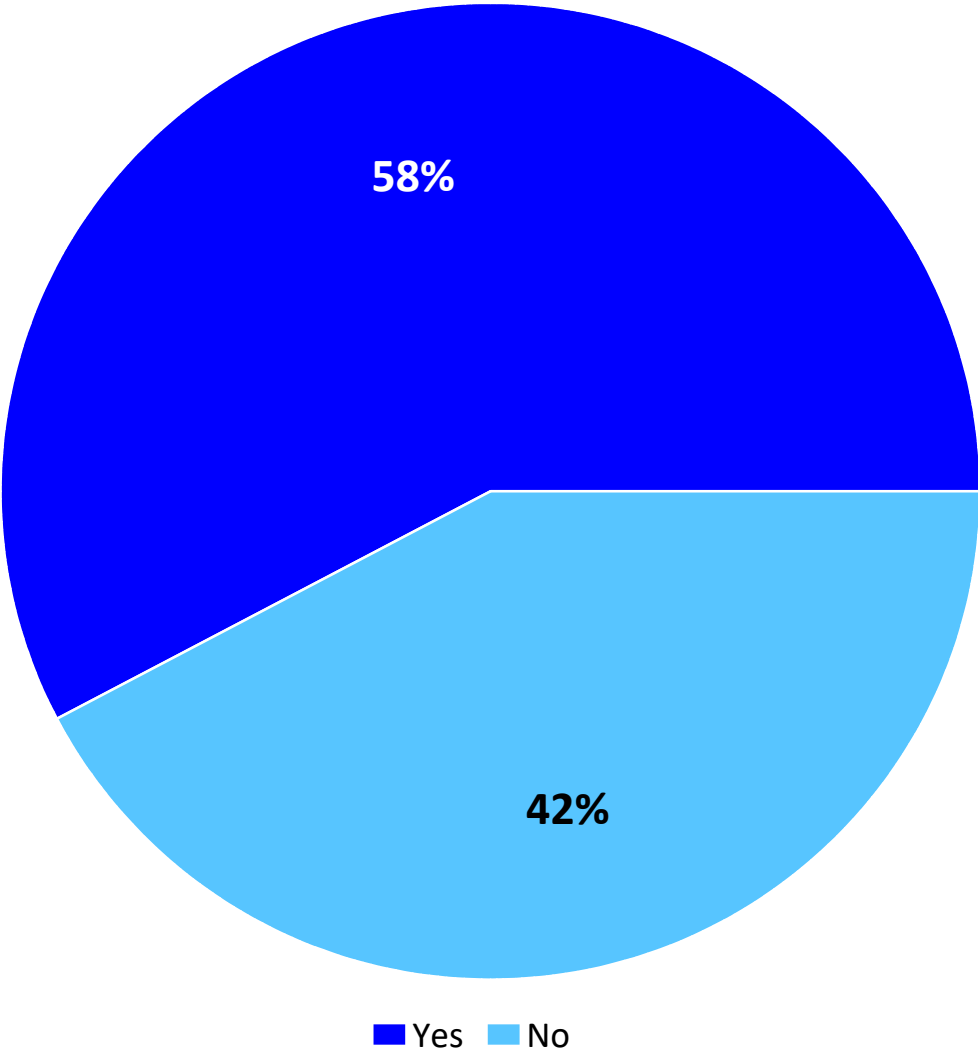
Q10. Transportation and Infrastructure Services That Should Receive the Most Emphasis from Town Leaders

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



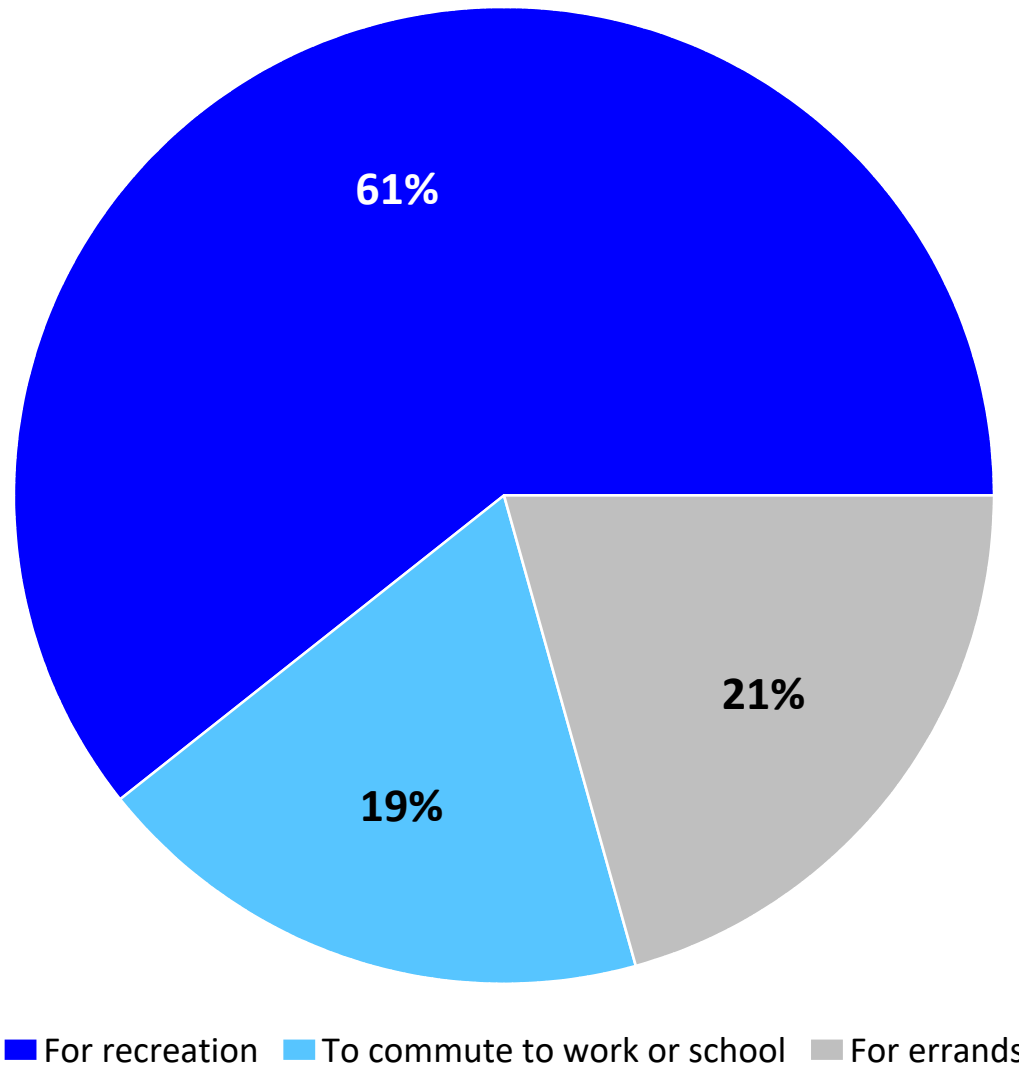
Q11. Does anyone in your household ride a bicycle?

by percentage of respondents



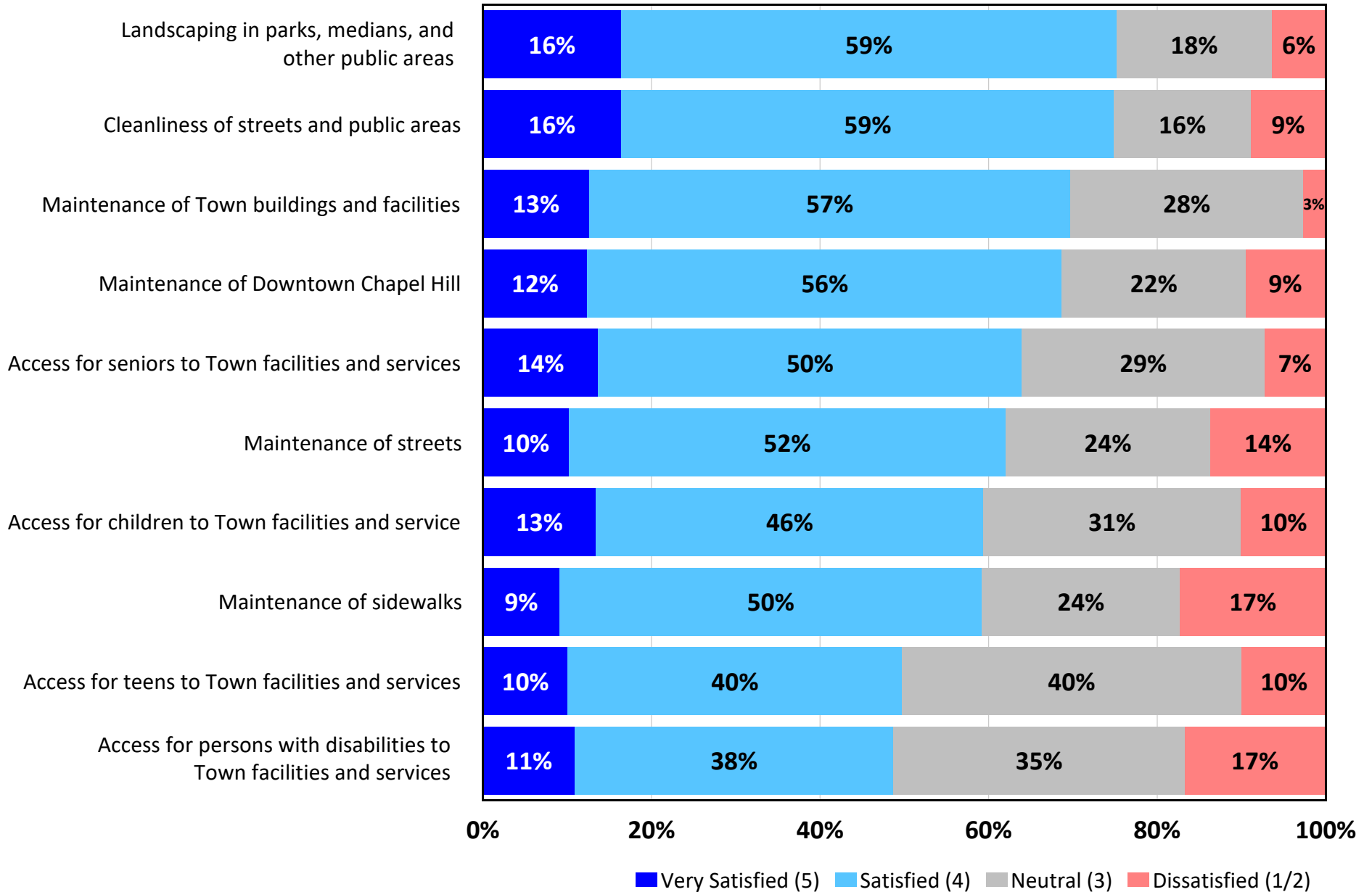
Q11a. If "Yes", why do they ride a bicycle?

by percentage of respondents



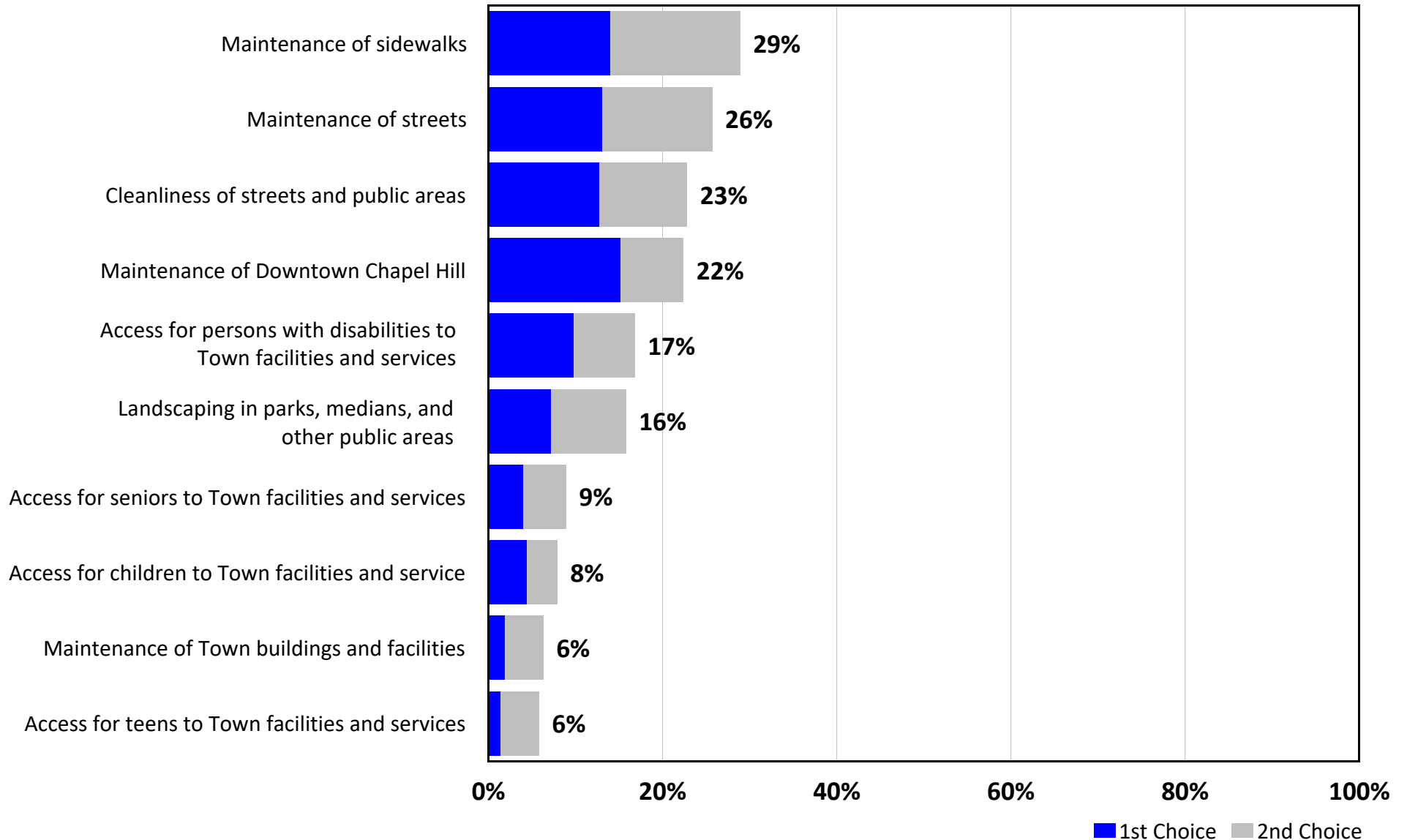
Q12. Public Facilities

by percentage of respondents (excluding don't knows)



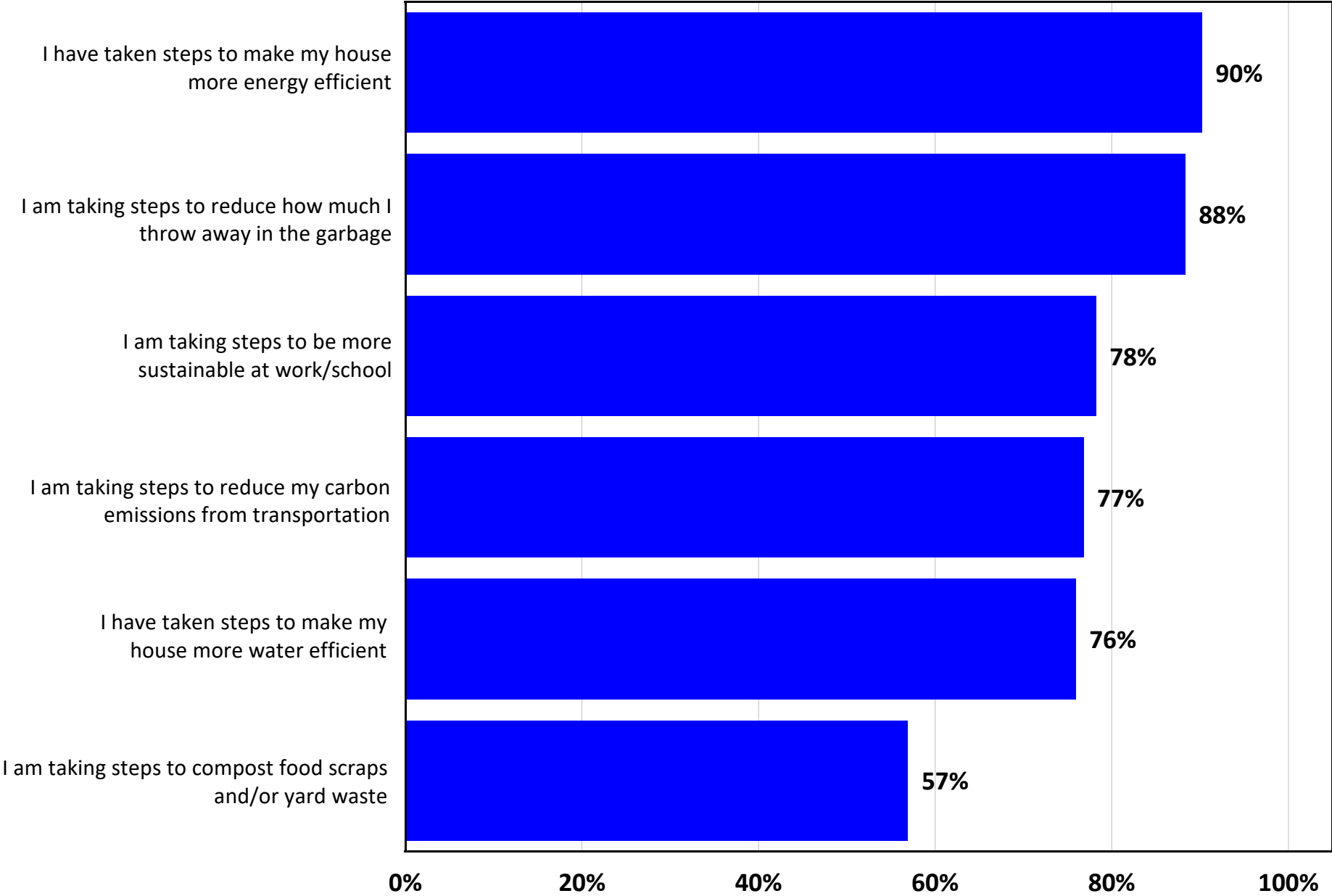
Q13. Public Facilities That Should Receive the Most Emphasis from Town Leaders

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



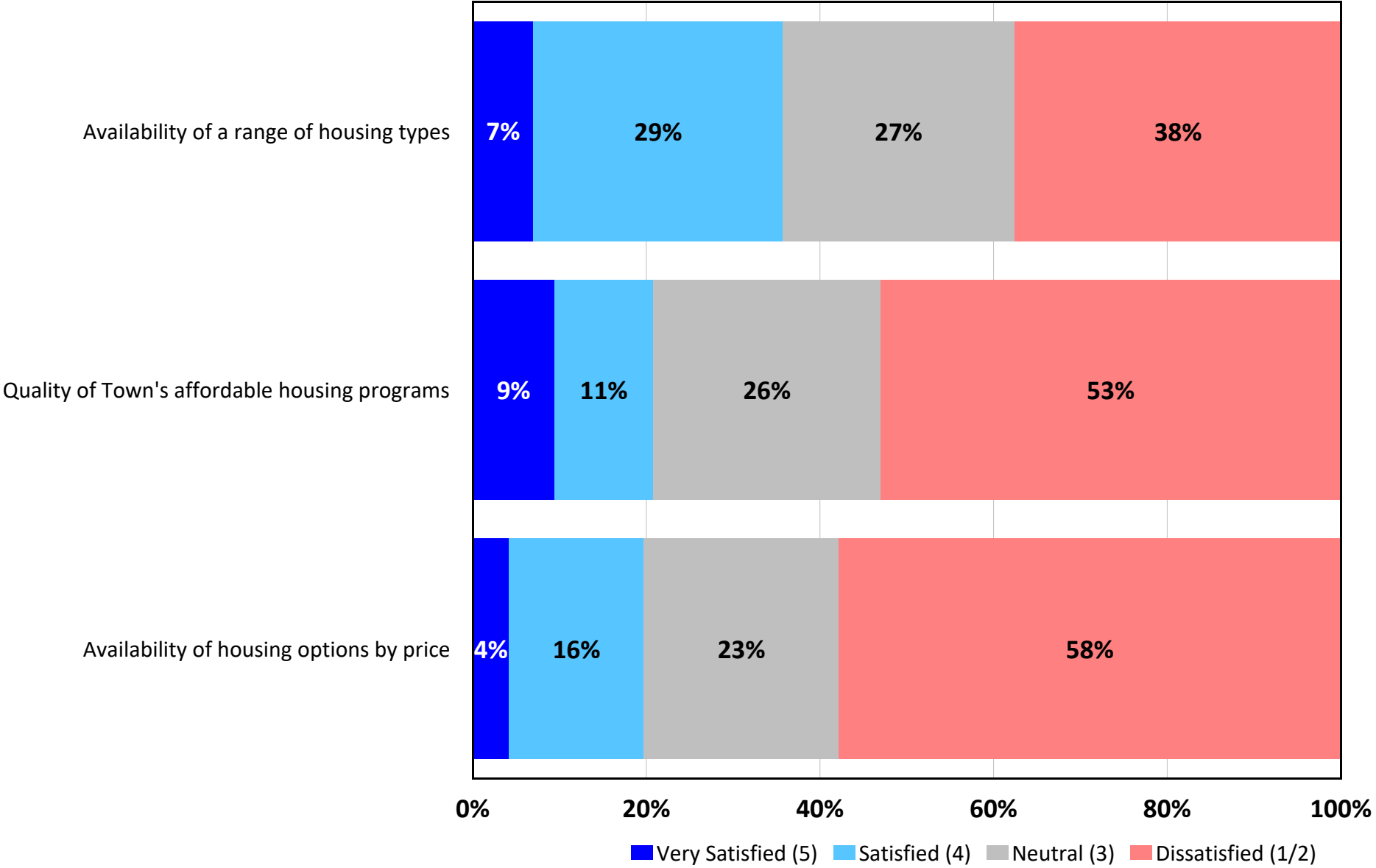
Q14. Sustainability

by percentage of respondents who indicated they are doing each of the following



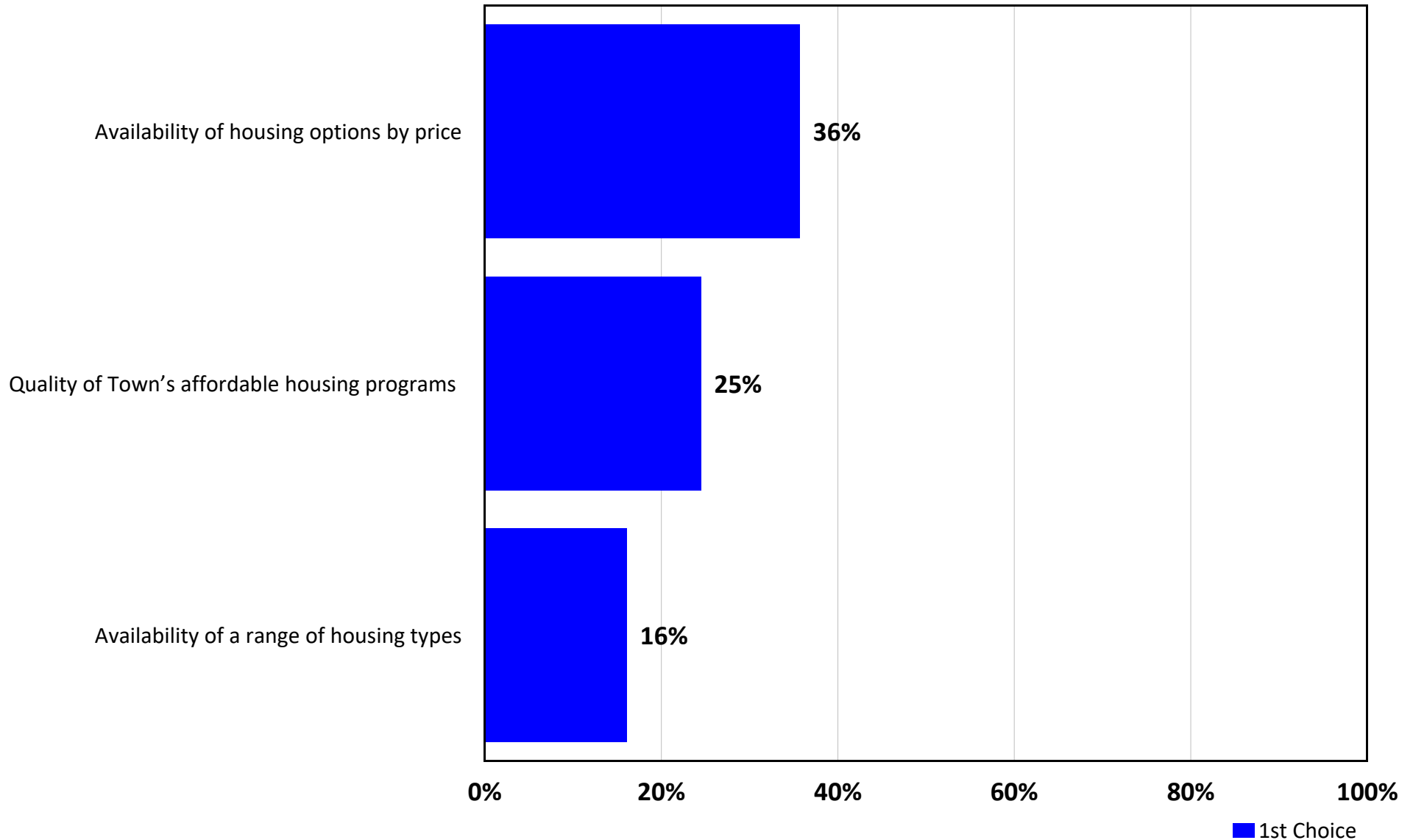
Q15. Housing

by percentage of respondents (excluding don't knows)



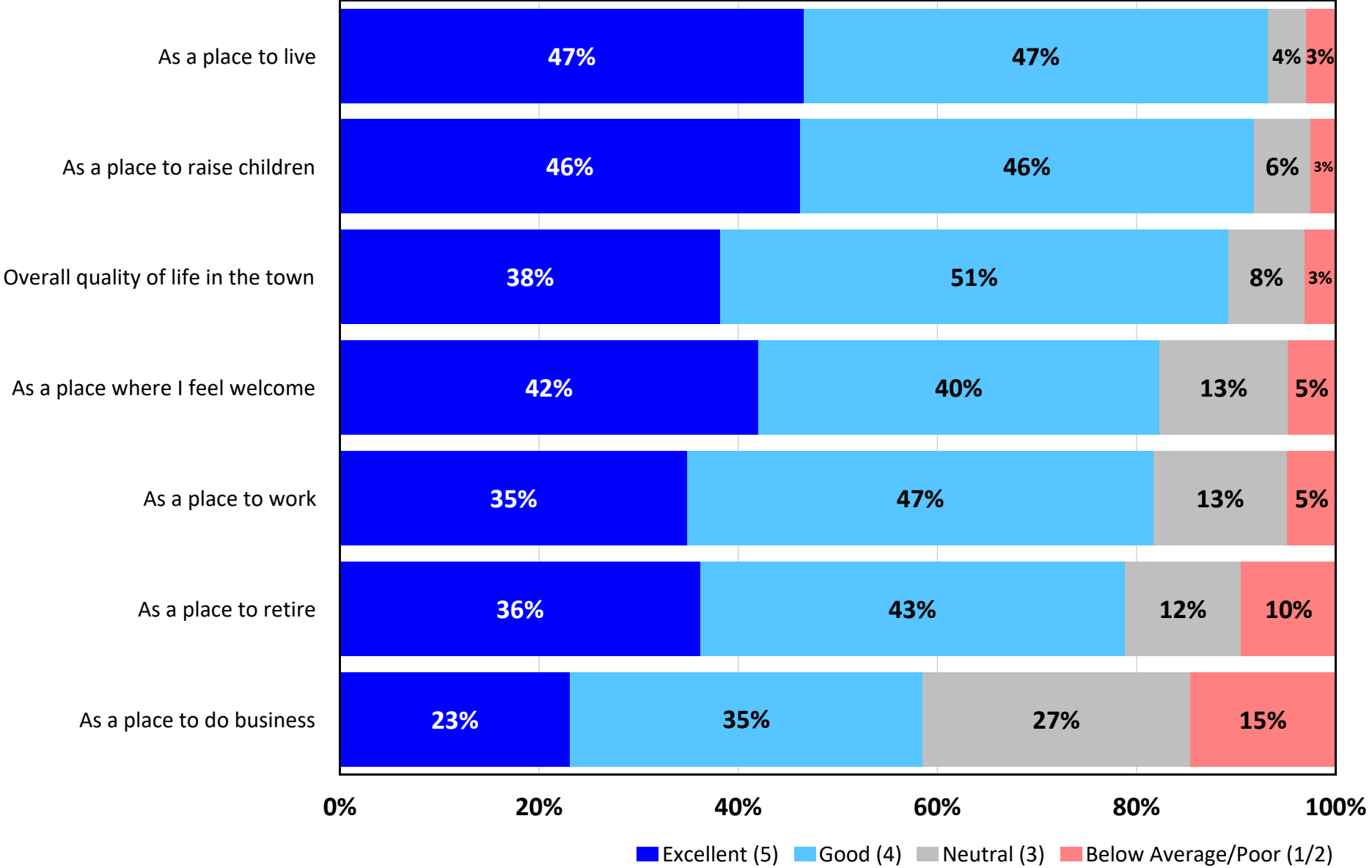
Q16. Housing Services That Should Receive the Most Emphasis from Town Leaders

by percentage of respondents who selected the item as their top choice



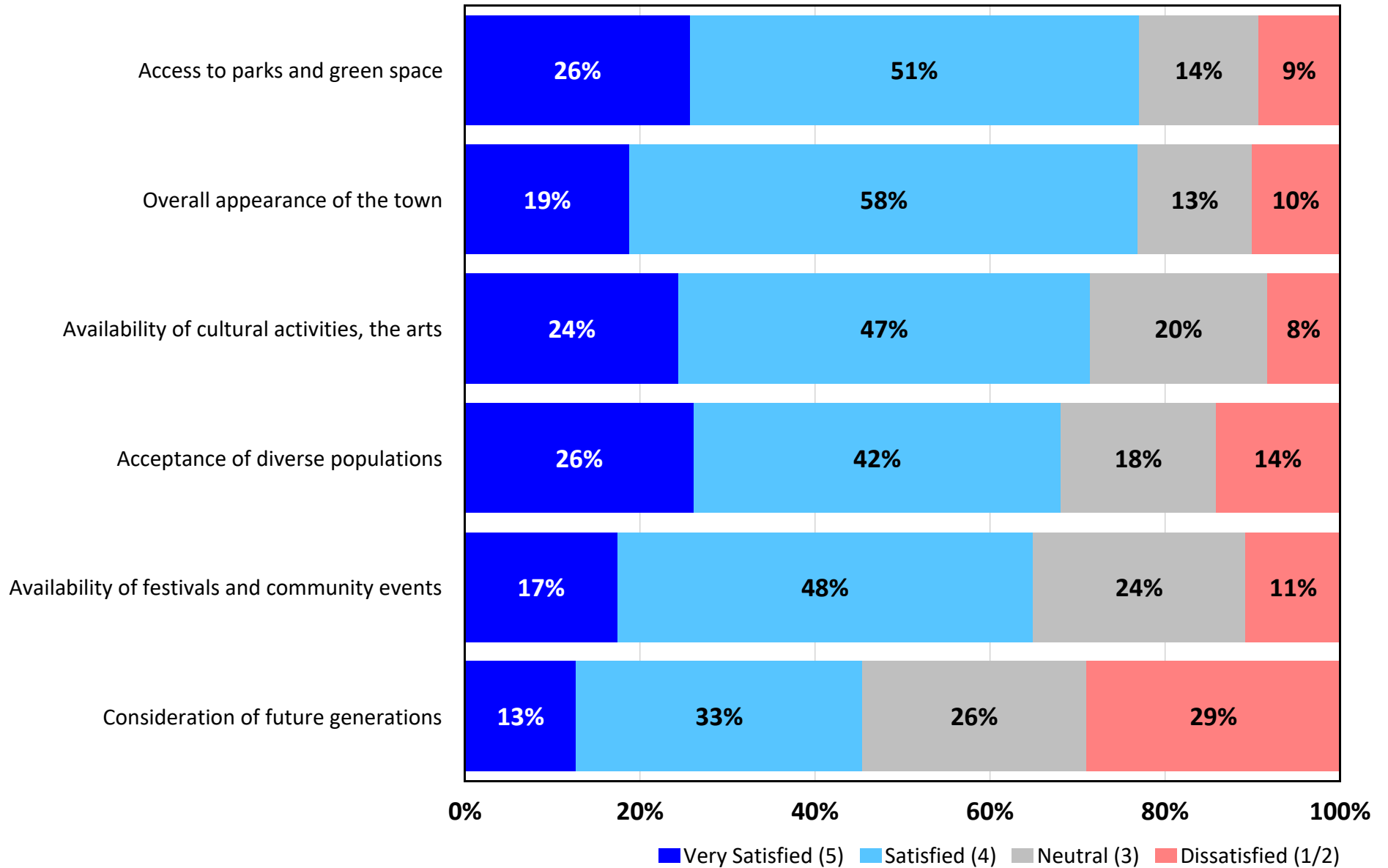
Q17. Quality of Life

by percentage of respondents (excluding don't knows)



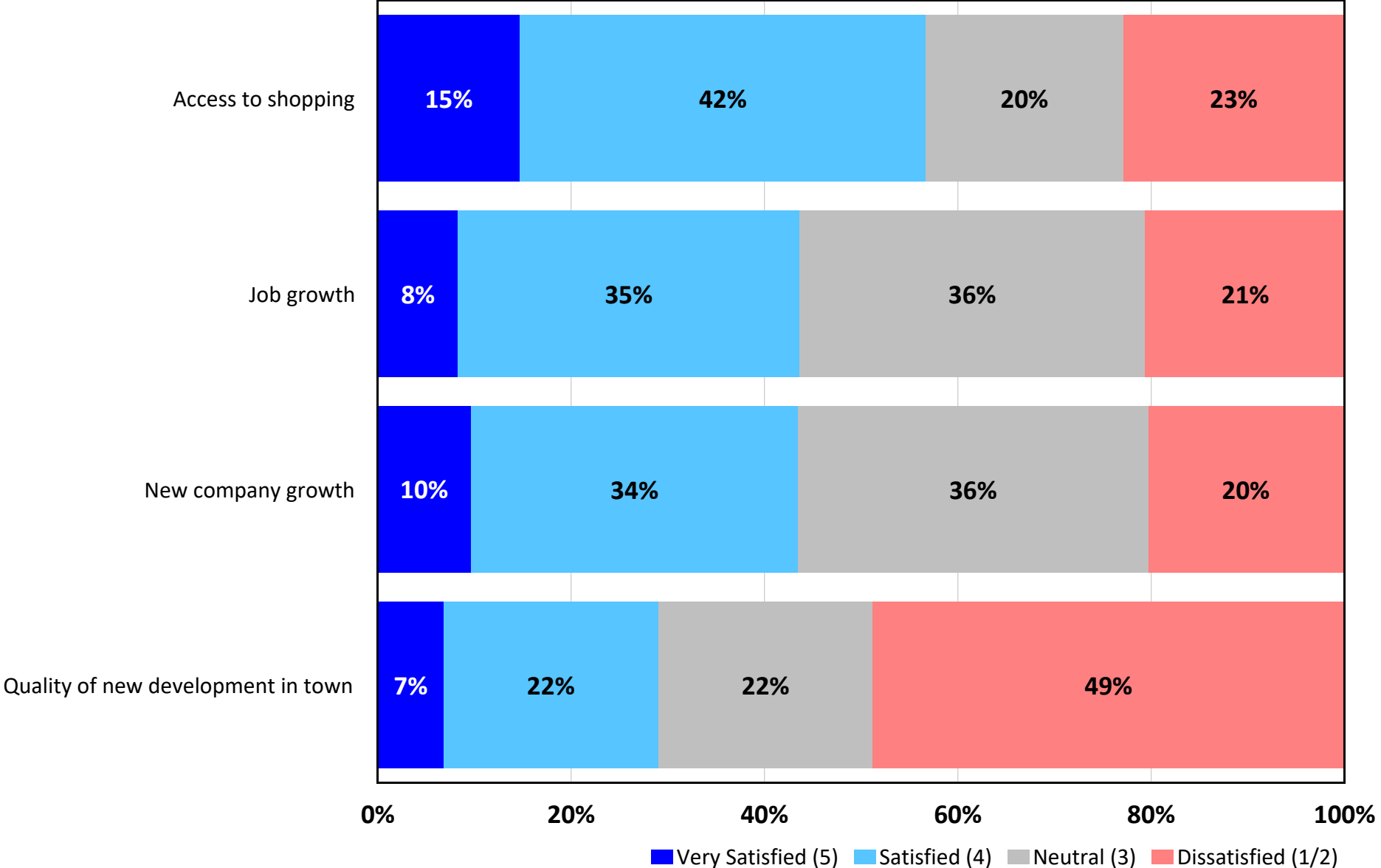
Q18. Perceptions of the Community

by percentage of respondents (excluding don't knows)



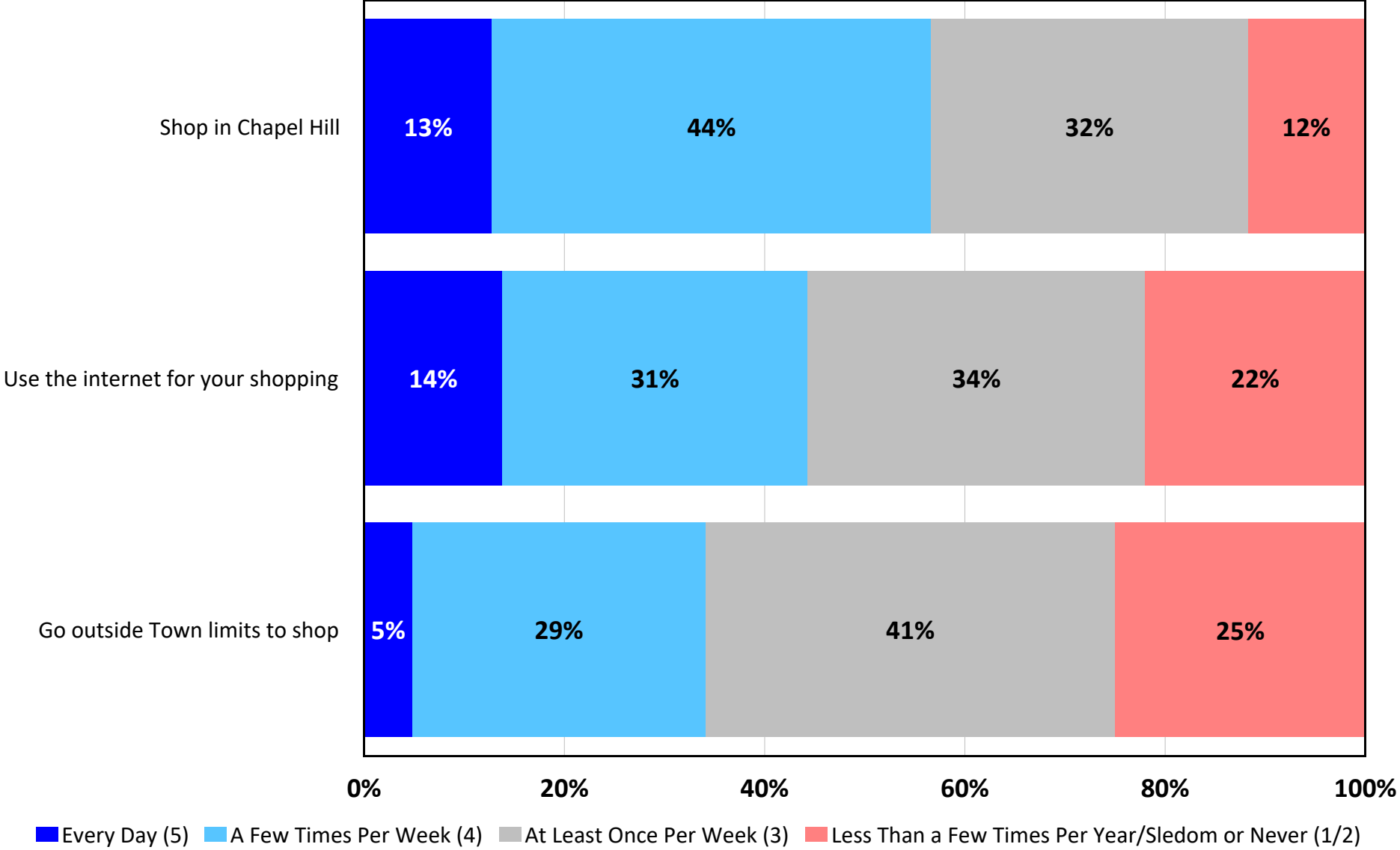
Q19-1. Local Economy

by percentage of respondents (excluding don't knows)



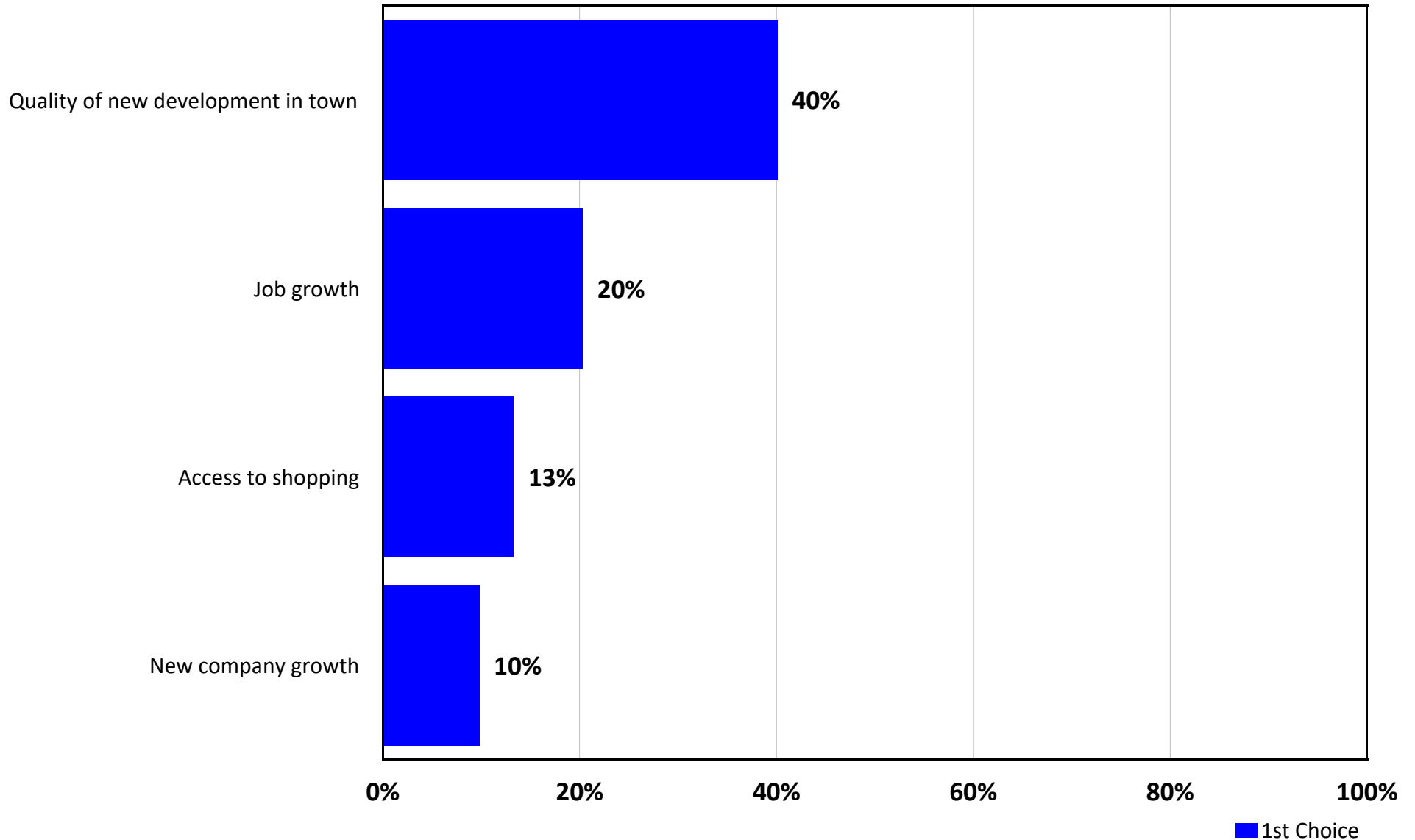
Q19-2. Local Economy

by percentage of respondents (excluding don't knows)



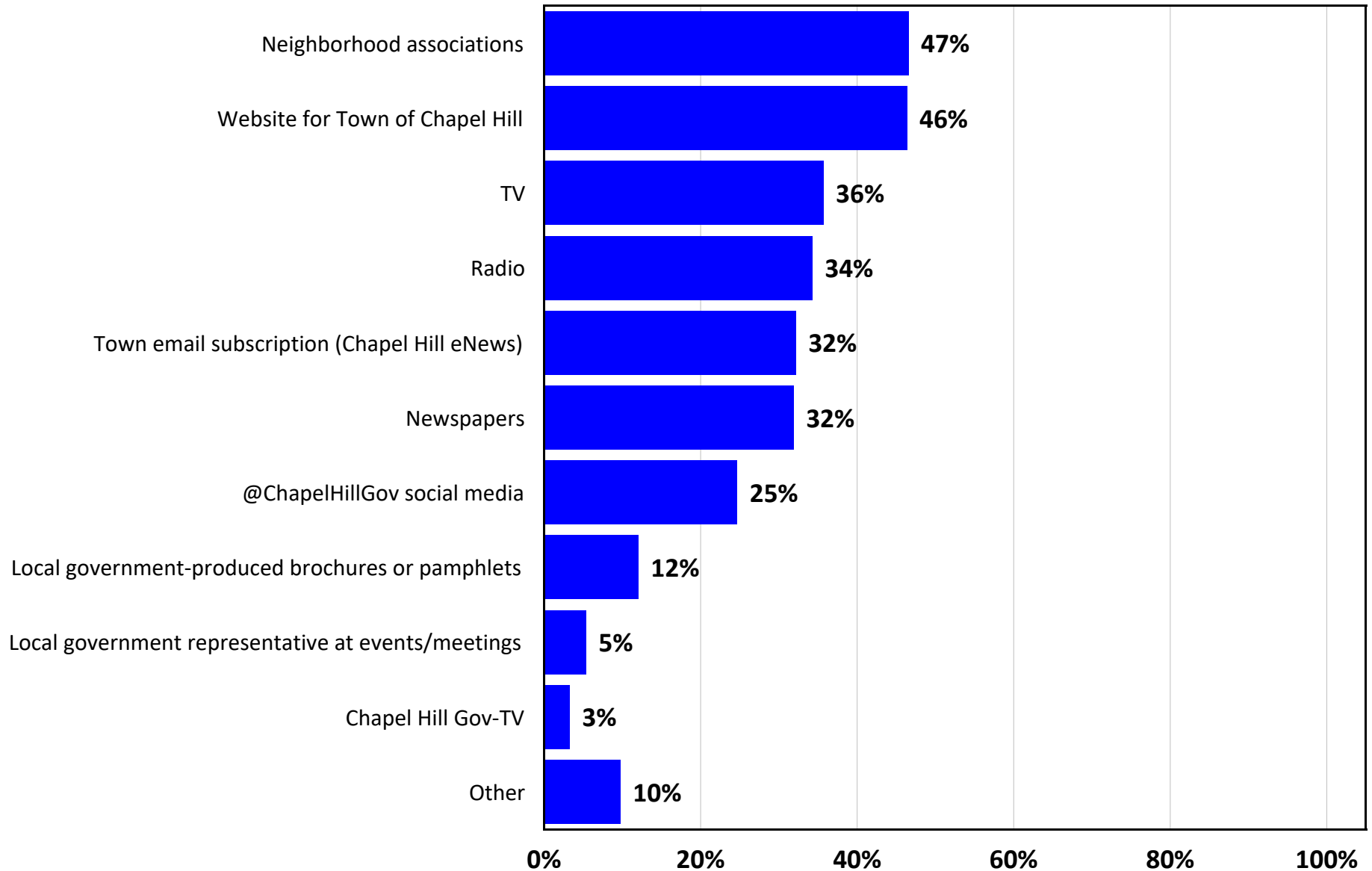
Q20. Local Economy Services That Should Receive the Most Emphasis from Town Leaders

by percentage of respondents who selected the item as their top choice



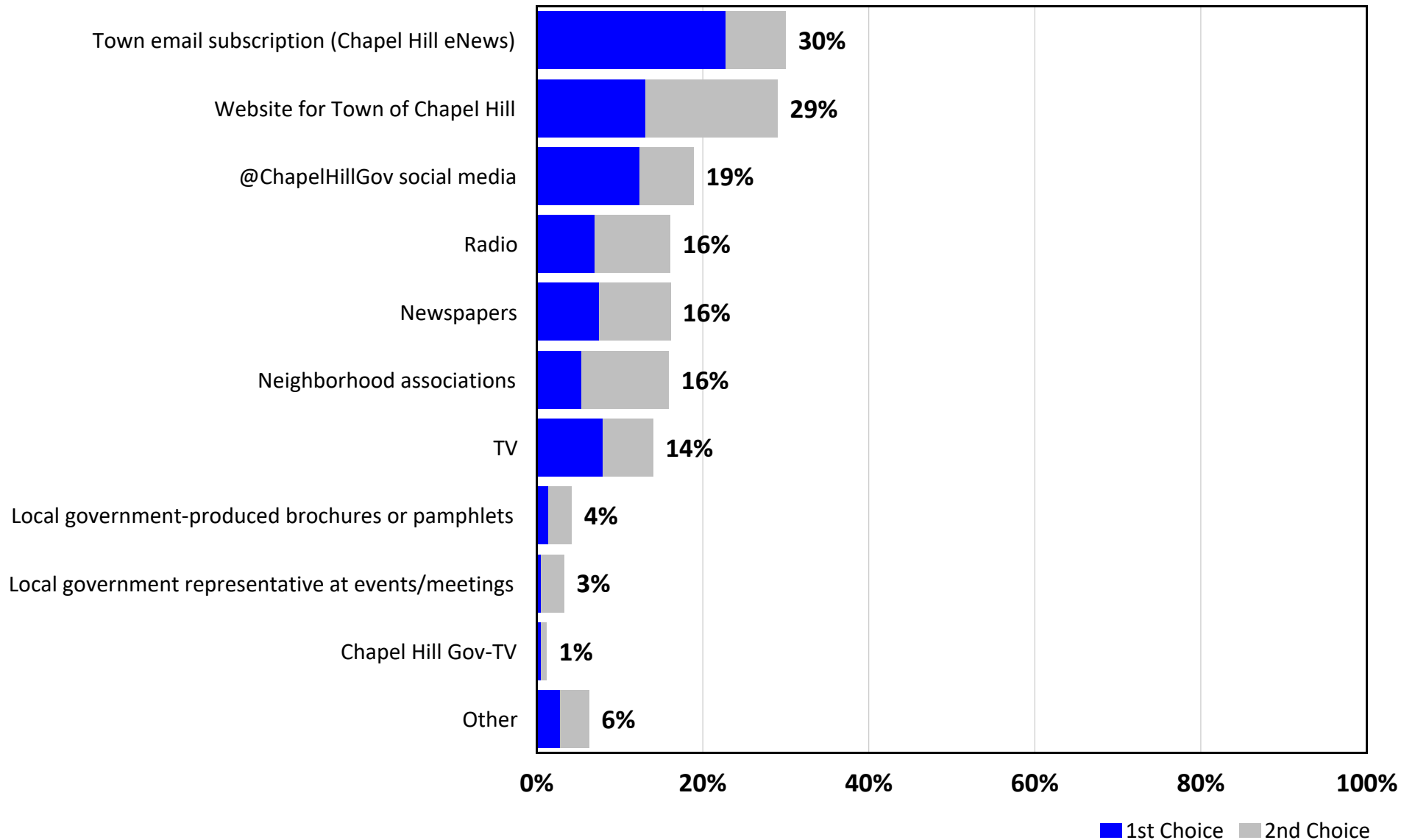
Q21. What are your sources for Town news and information?

by percentage of respondents who indicated they use the service or facility



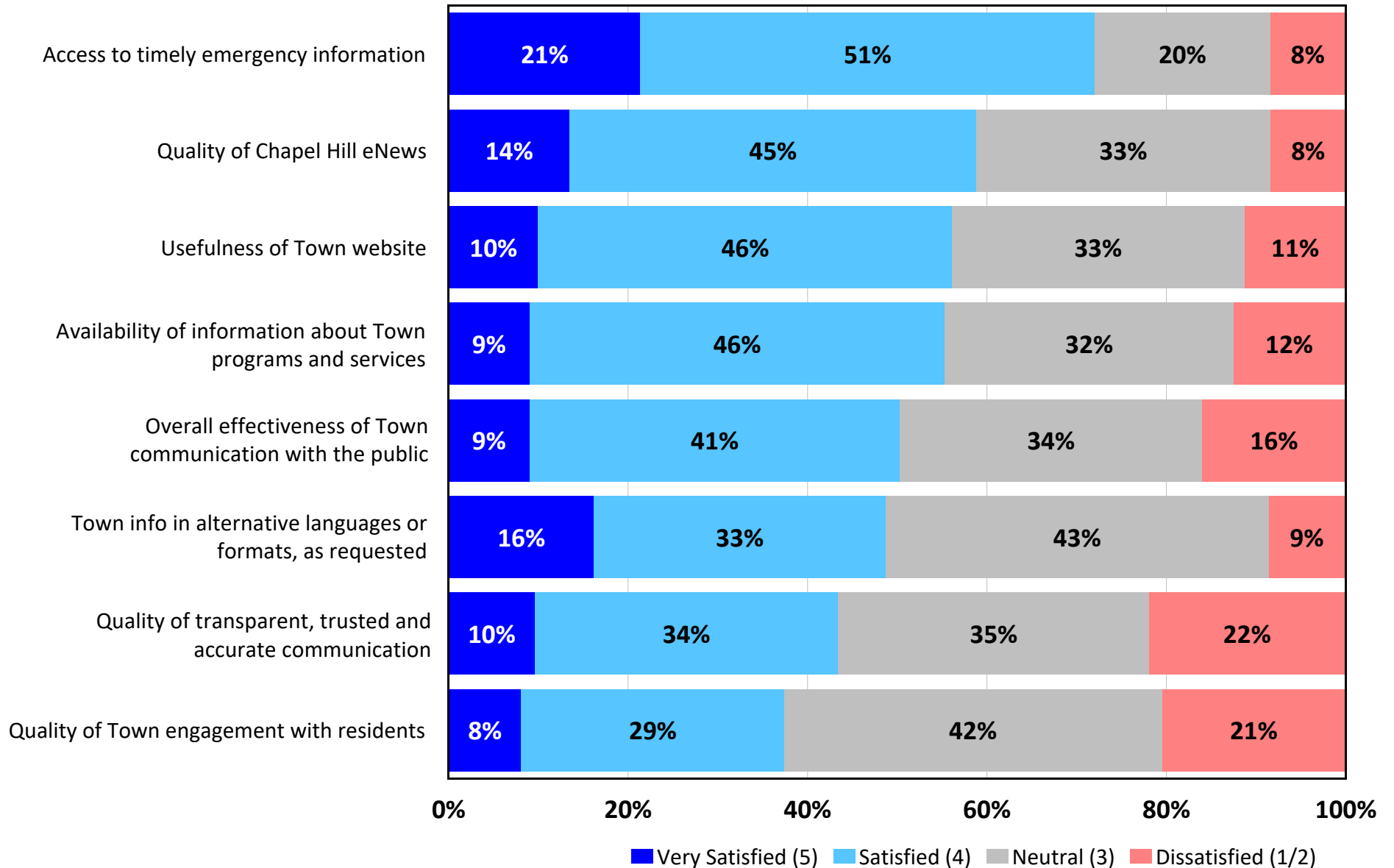
Q22. Most Preferred Sources for Town News and Information

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



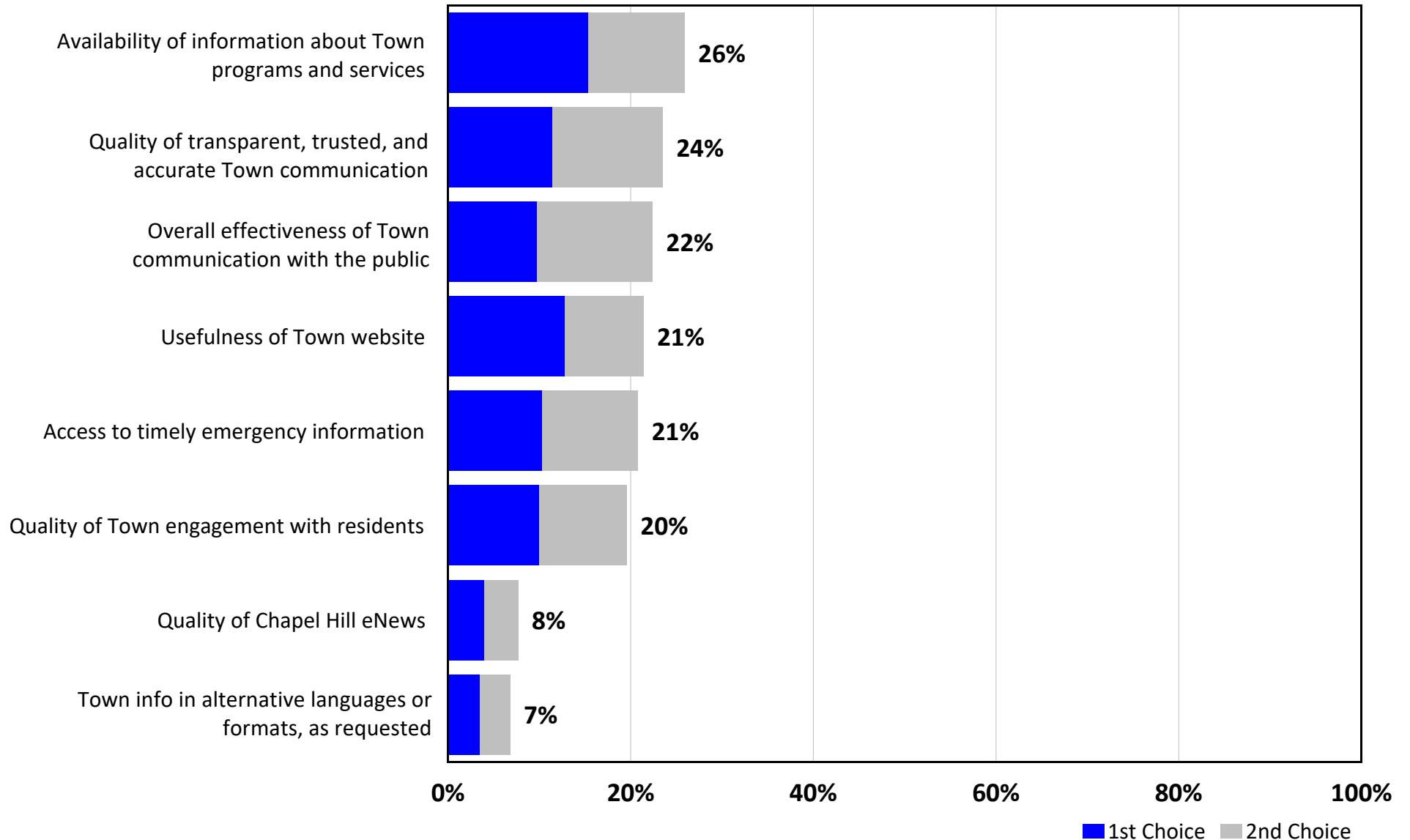
Q23. Town Communication

by percentage of respondents (excluding don't knows)



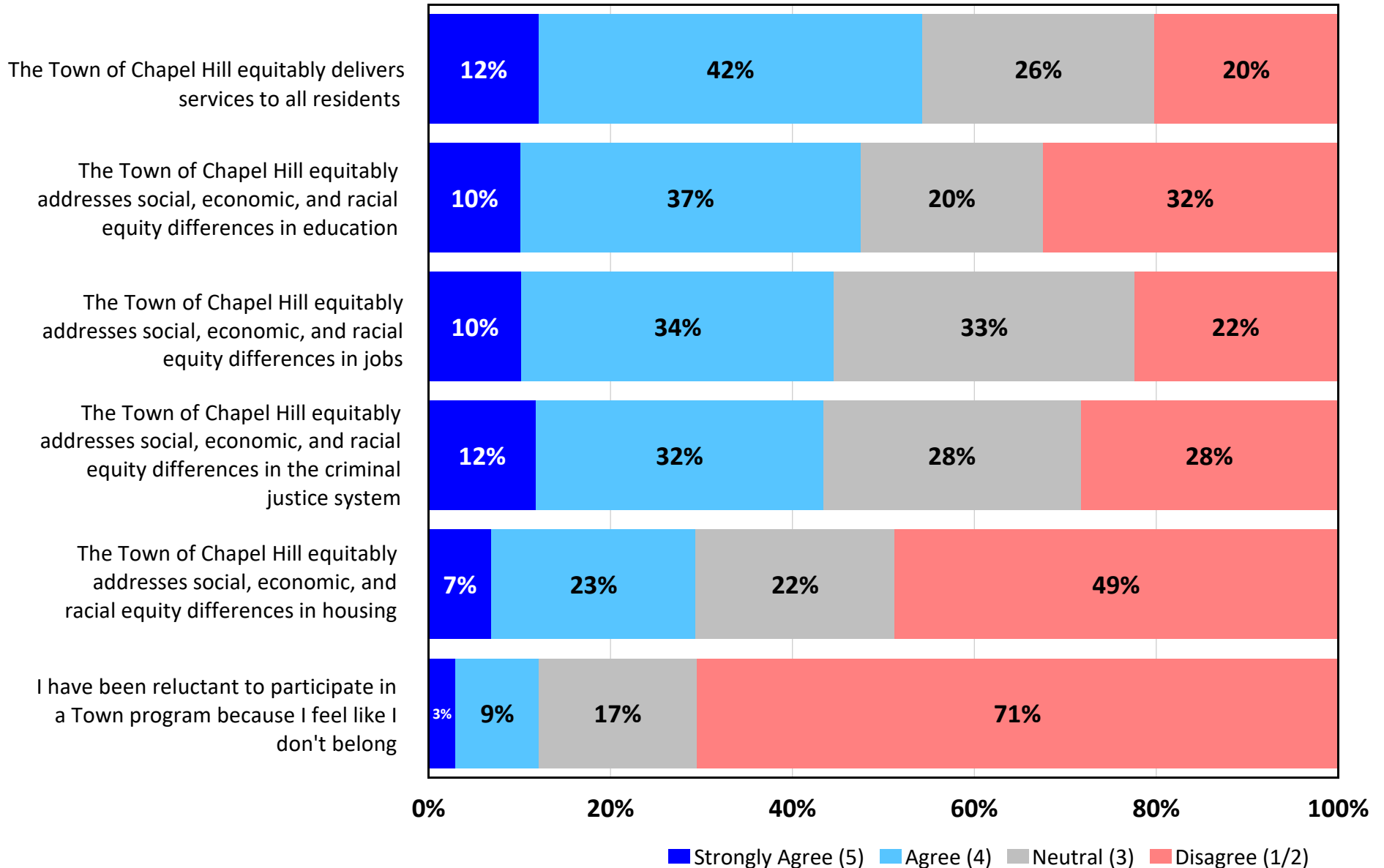
Q24. Town Communication Services That Should Receive the Most Emphasis from Town Leaders

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



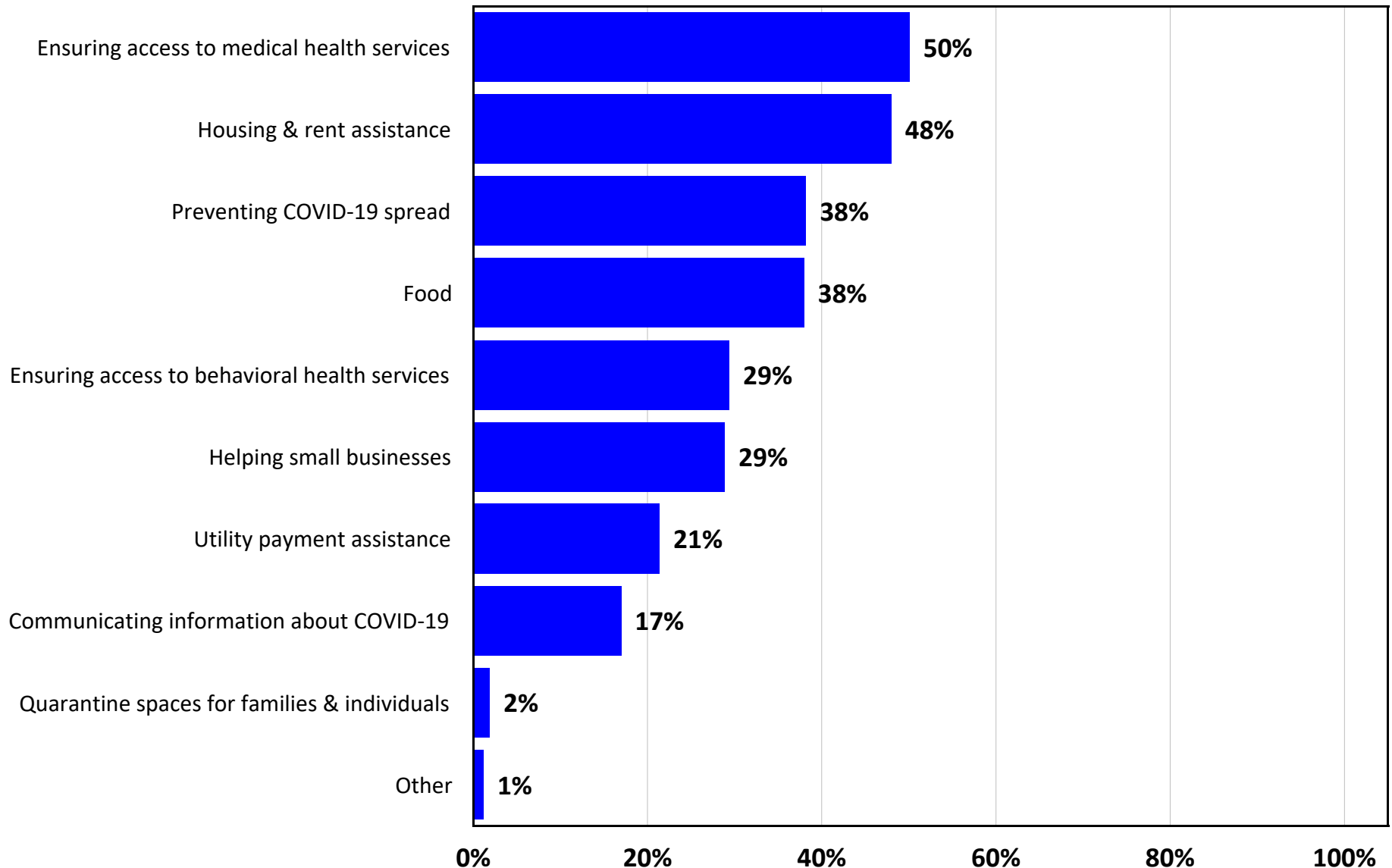
Q25. Diversity, Equity, and Inclusion

by percentage of respondents (excluding don't knows)



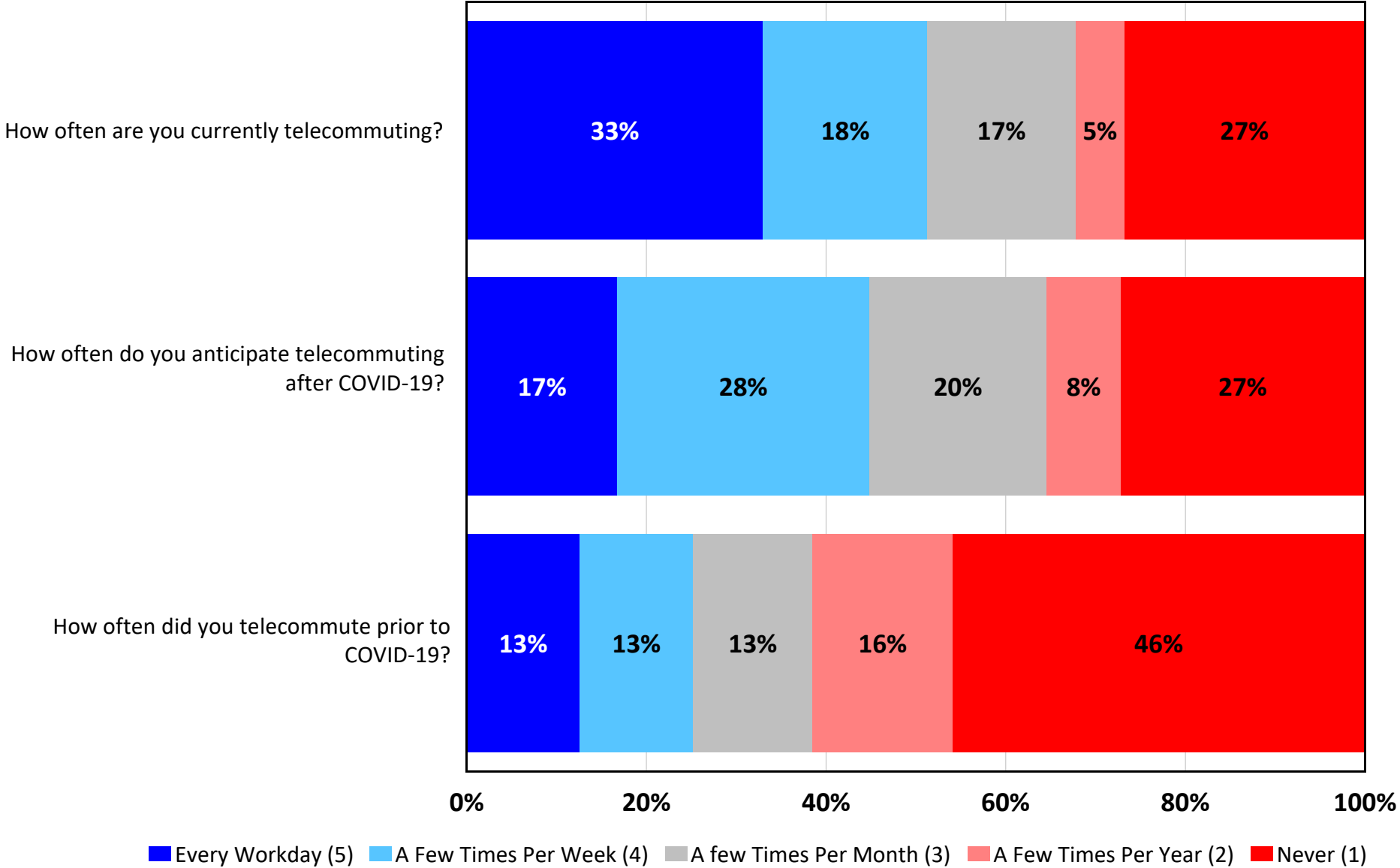
Q26. What areas do you think are most important for the Town to continue to fund during the COVID-19 Pandemic?

by percentage of respondents who selected the item (up to three selections could be made)



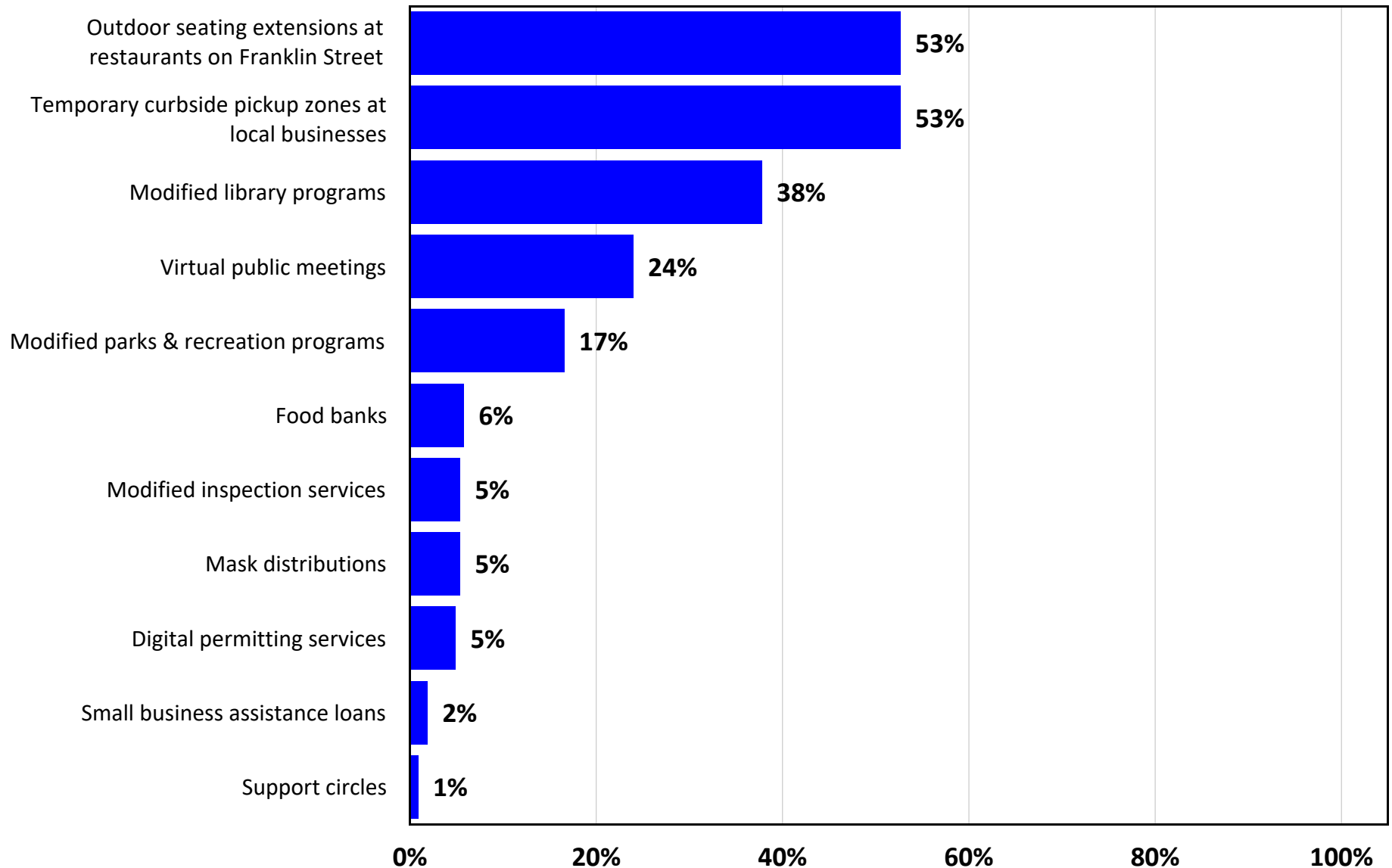
Q27. How frequently do you do the following?

by percentage of respondents (excluding don't knows)



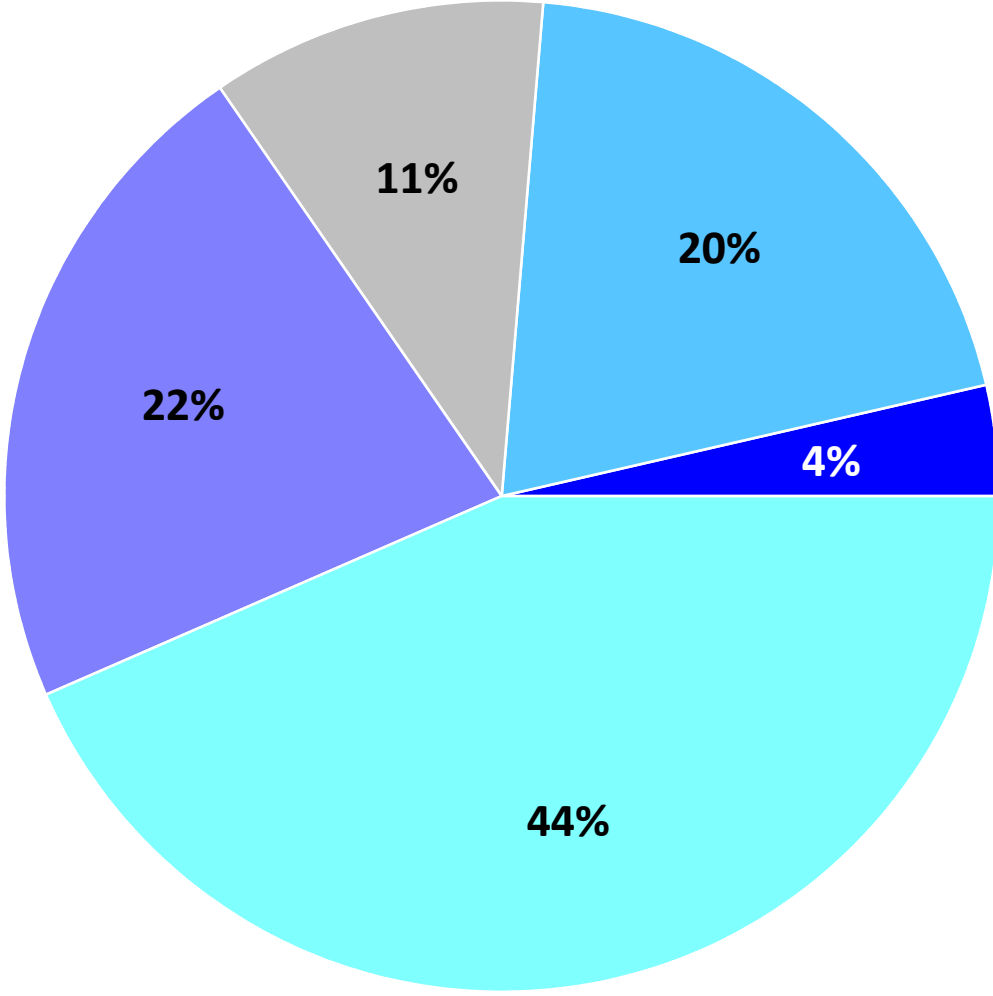
Q28. Which Services Have You Participated in During the Past Year?

by percentage of respondents who selected the item



Q29. About how long have you lived in Chapel Hill?

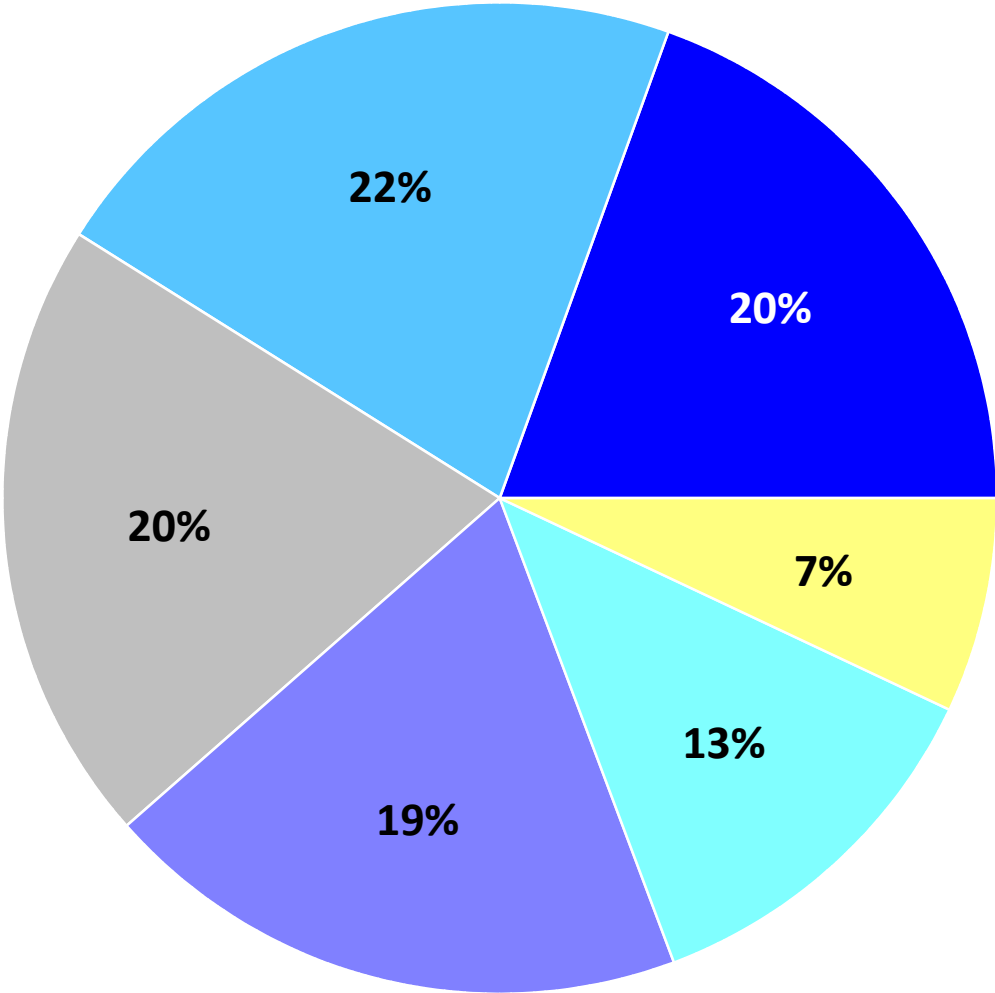
by percentage of respondents



■ Less than 6 months ■ 6 months-5 years ■ 6-10 years ■ 11-20 years ■ 20+ years

Q30. What is your age?

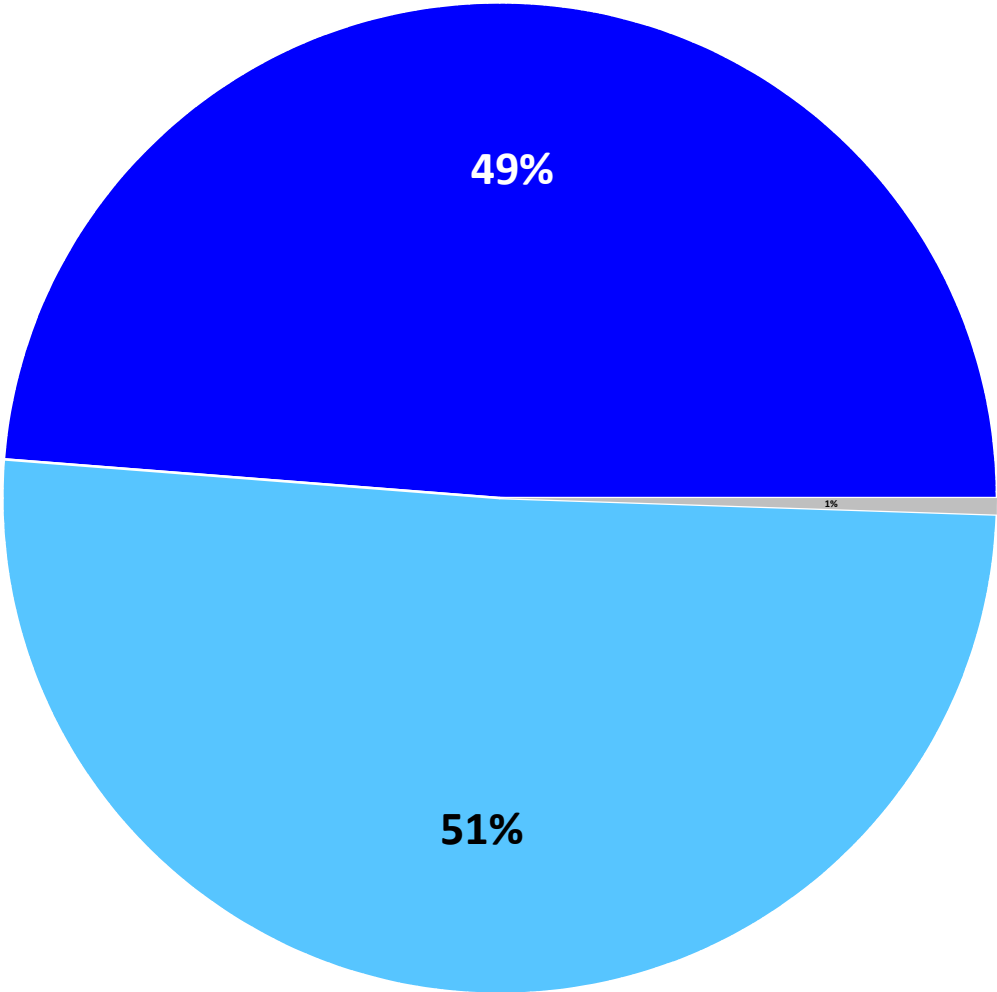
by percentage of respondents



■ 18-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65-74 ■ 75+

Q31. How do you identify yourself?

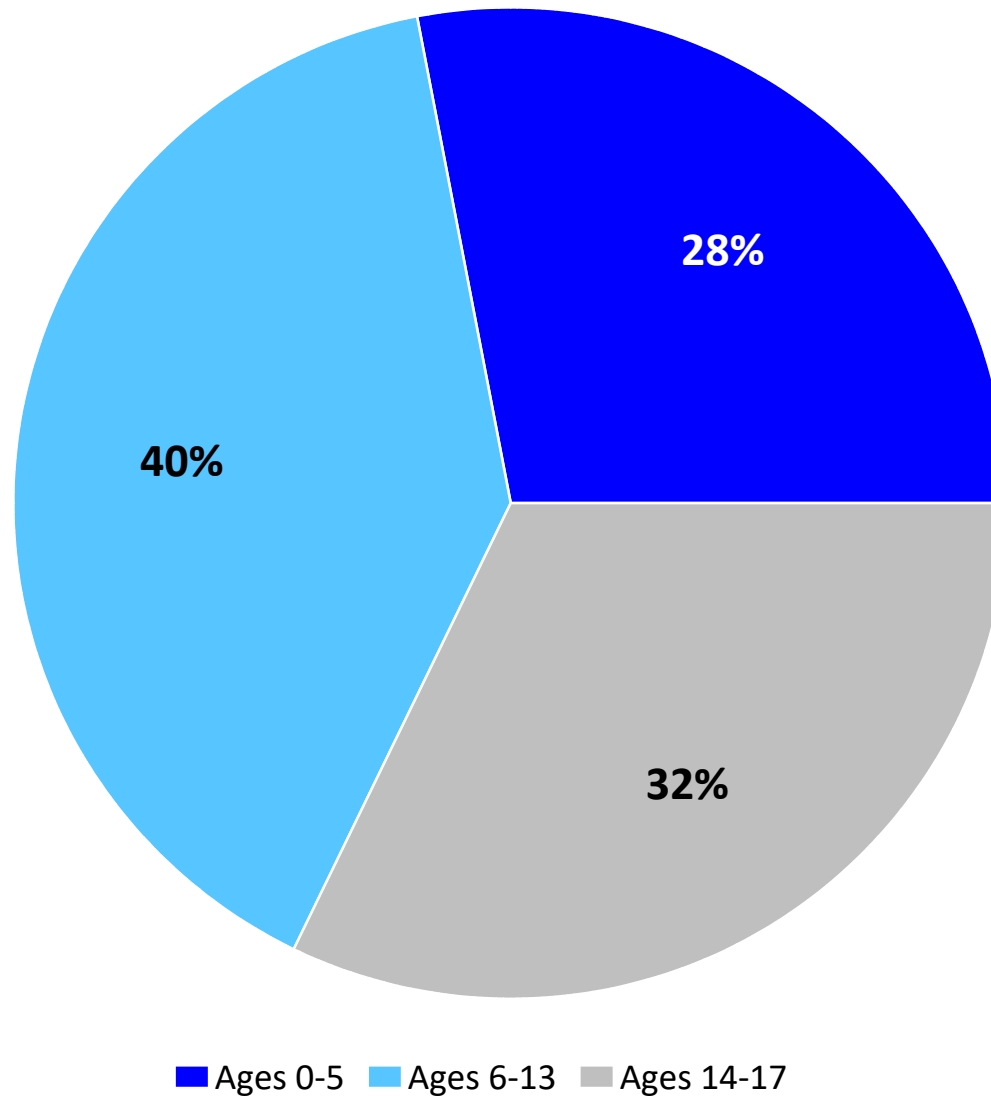
by percentage of respondents



■ Male ■ Female ■ Other

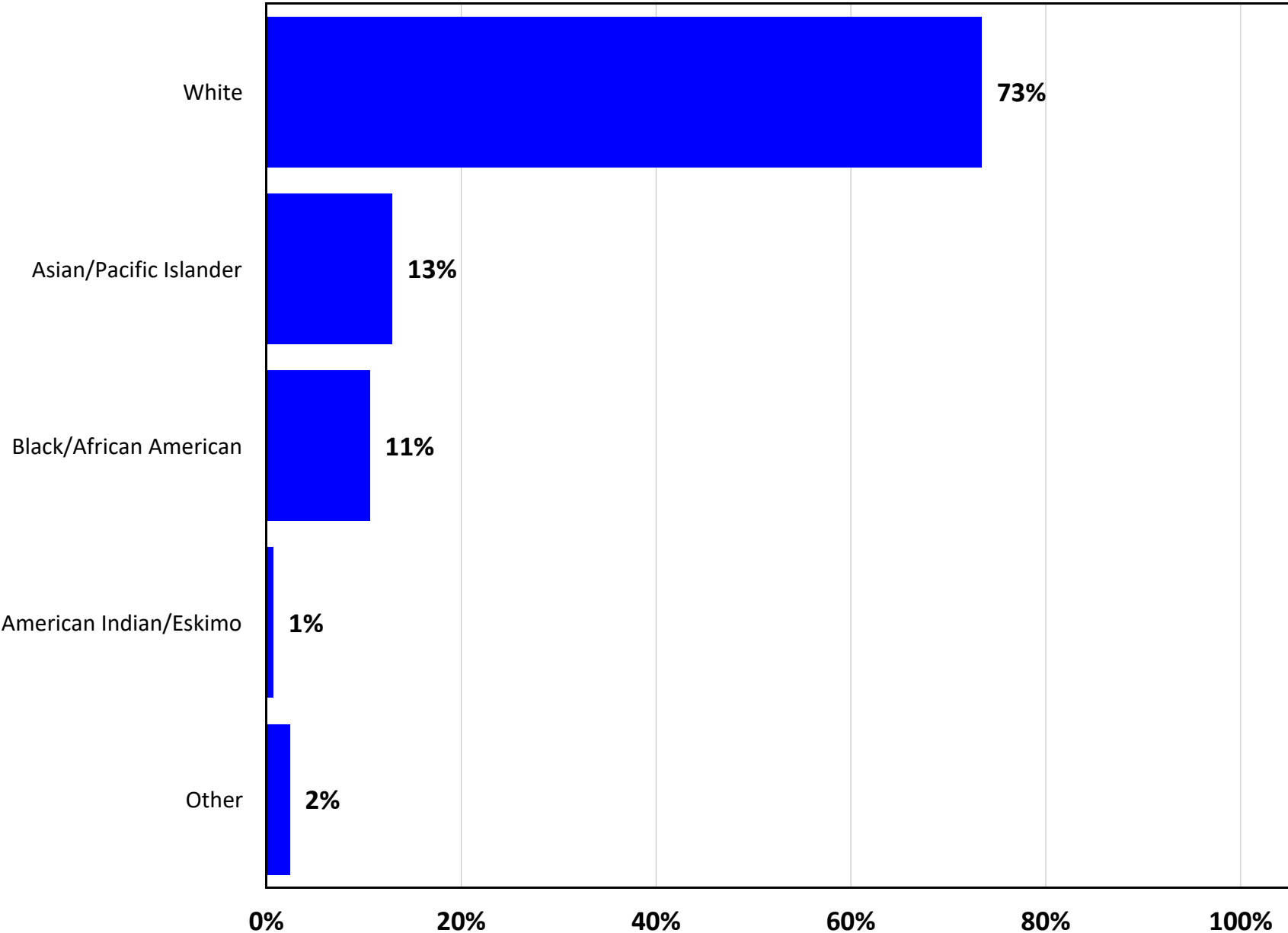
Q32. How many children in each of the following age groups live with you in Chapel Hill?

by percentage of respondents with children in the household



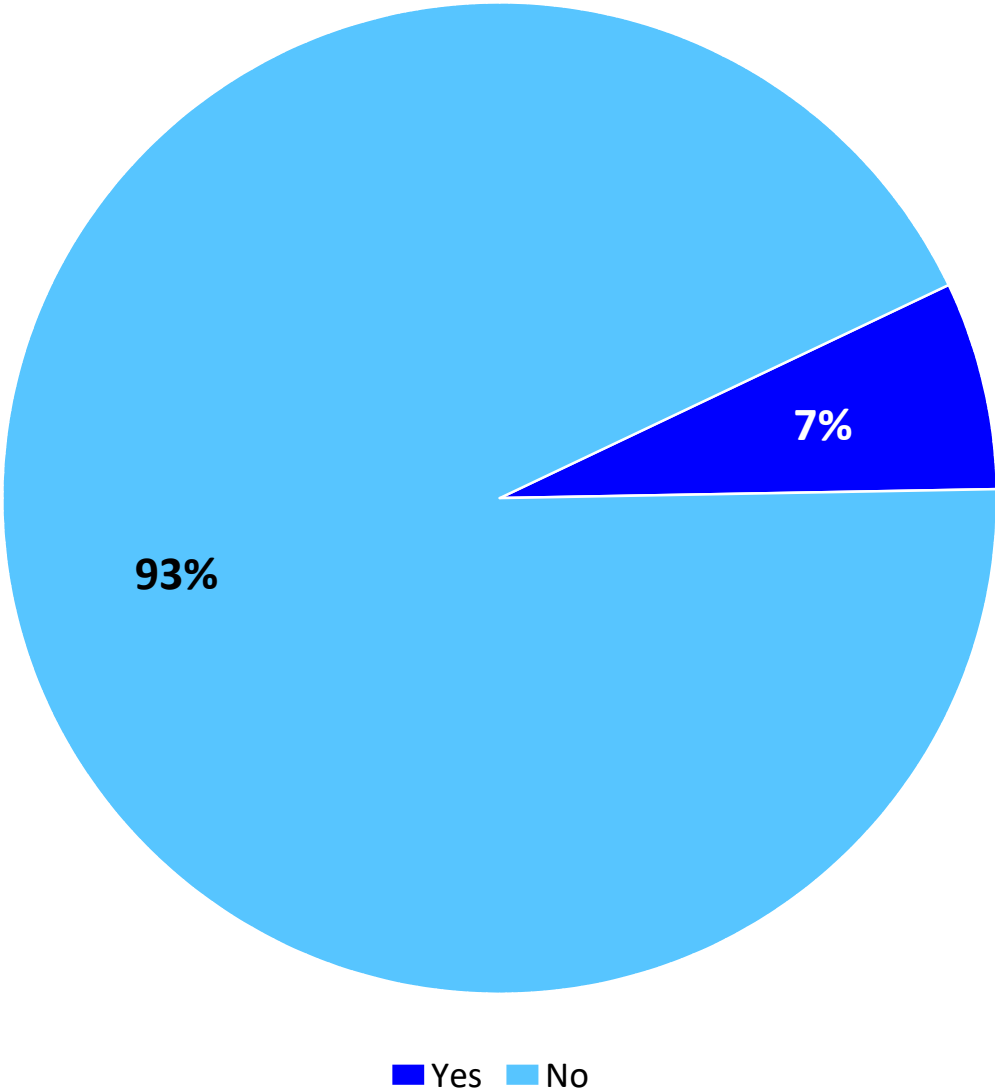
Q33. Which of the following best describes your race?

by percentage of respondents



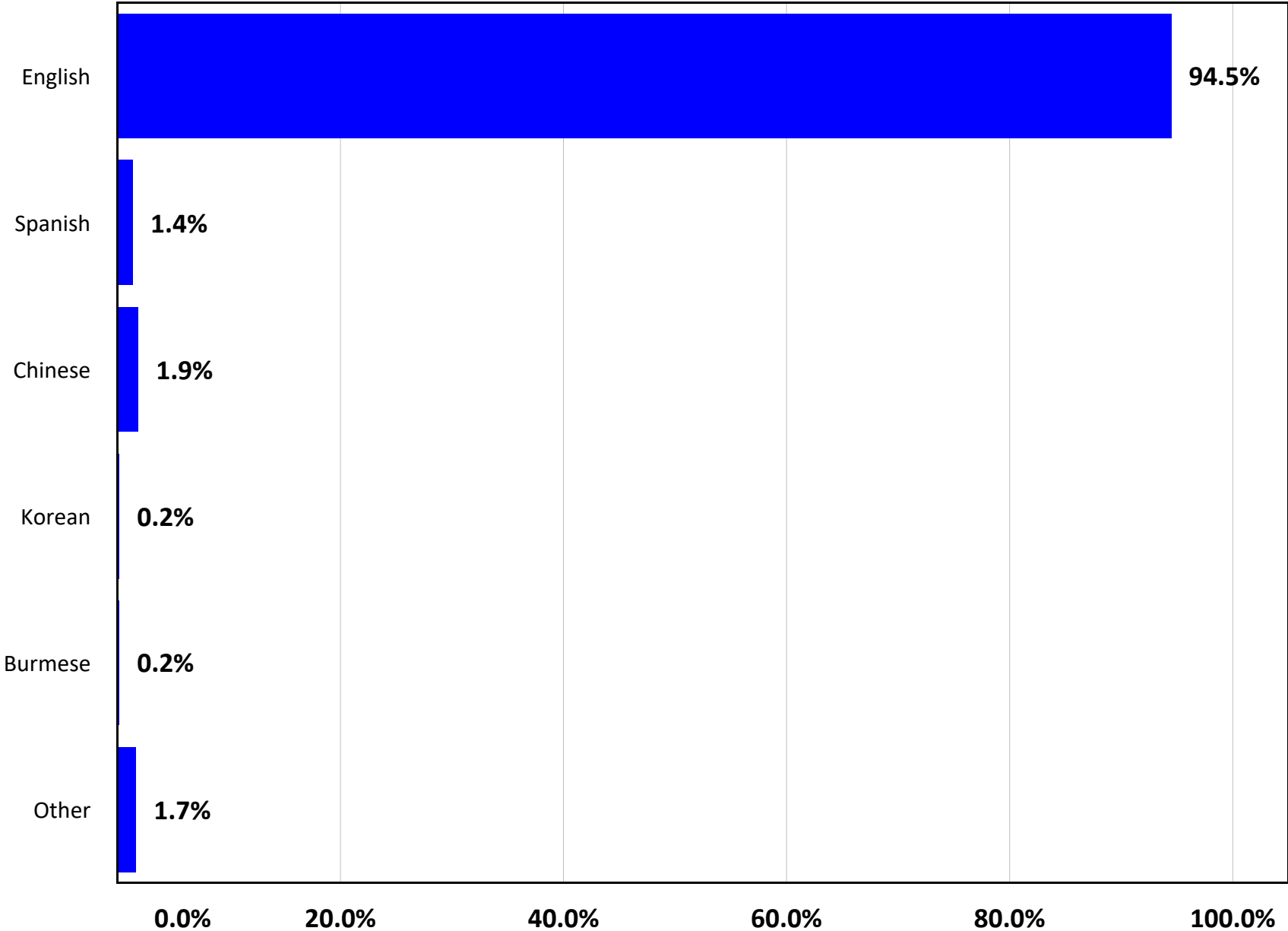
Q34. Do you consider yourself to be Hispanic/Latino?

by percentage of respondents



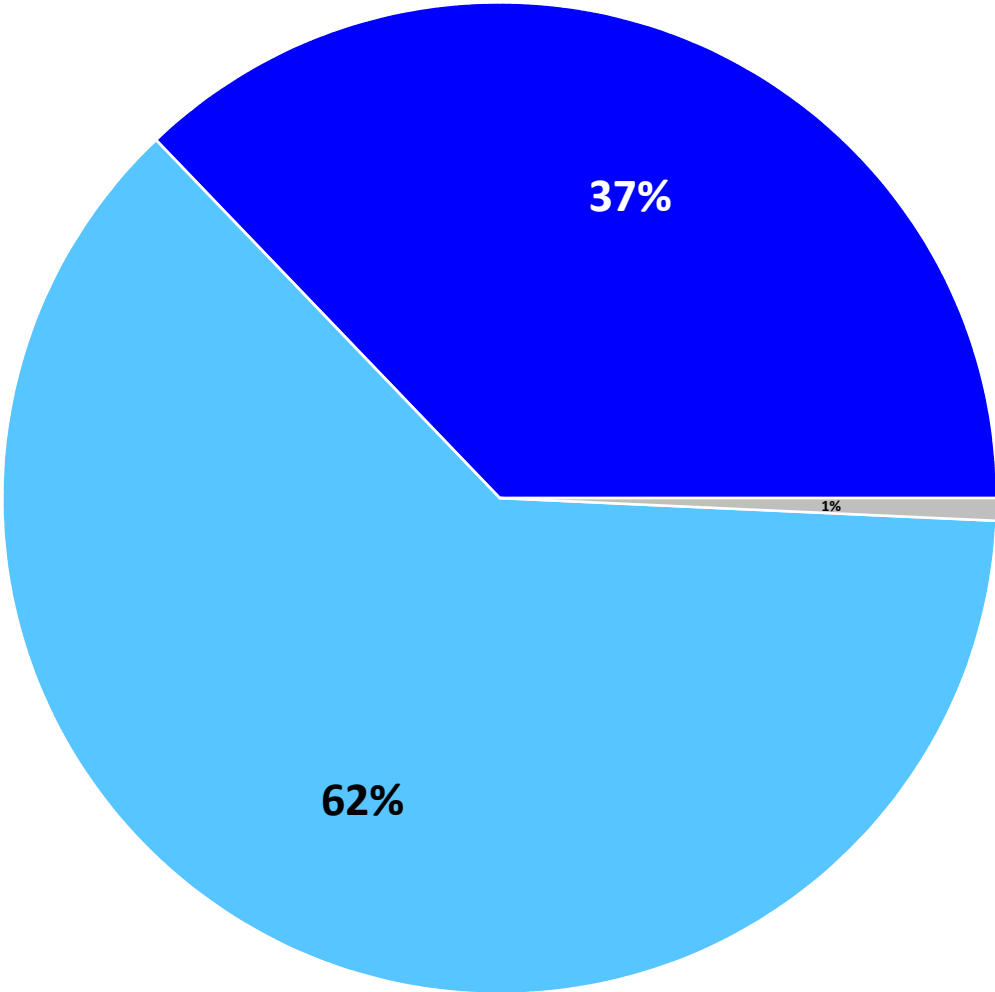
Q35. What is the primary language used in your household?

by percentage of respondents



Q36. Do you rent or own your home?

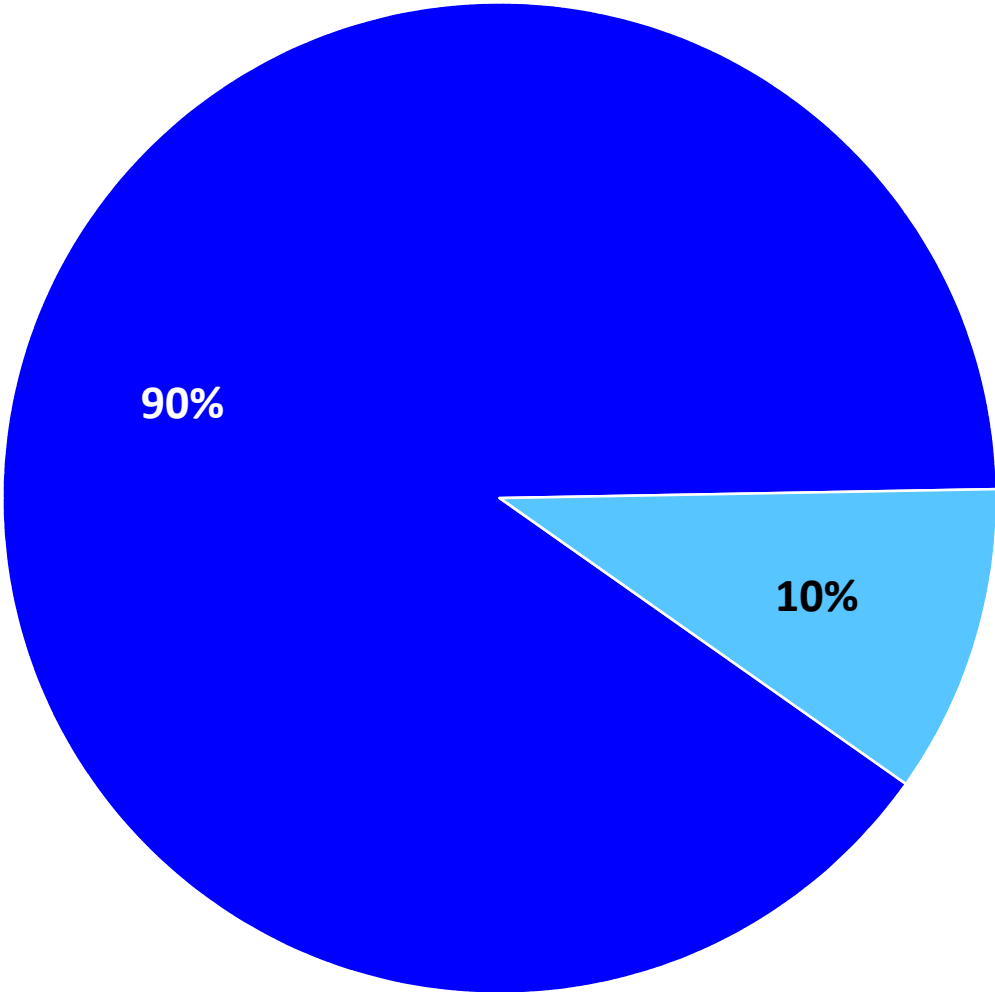
by percentage of respondents



■ Rent ■ Own ■ Other

Q37. Do you know your neighbors?

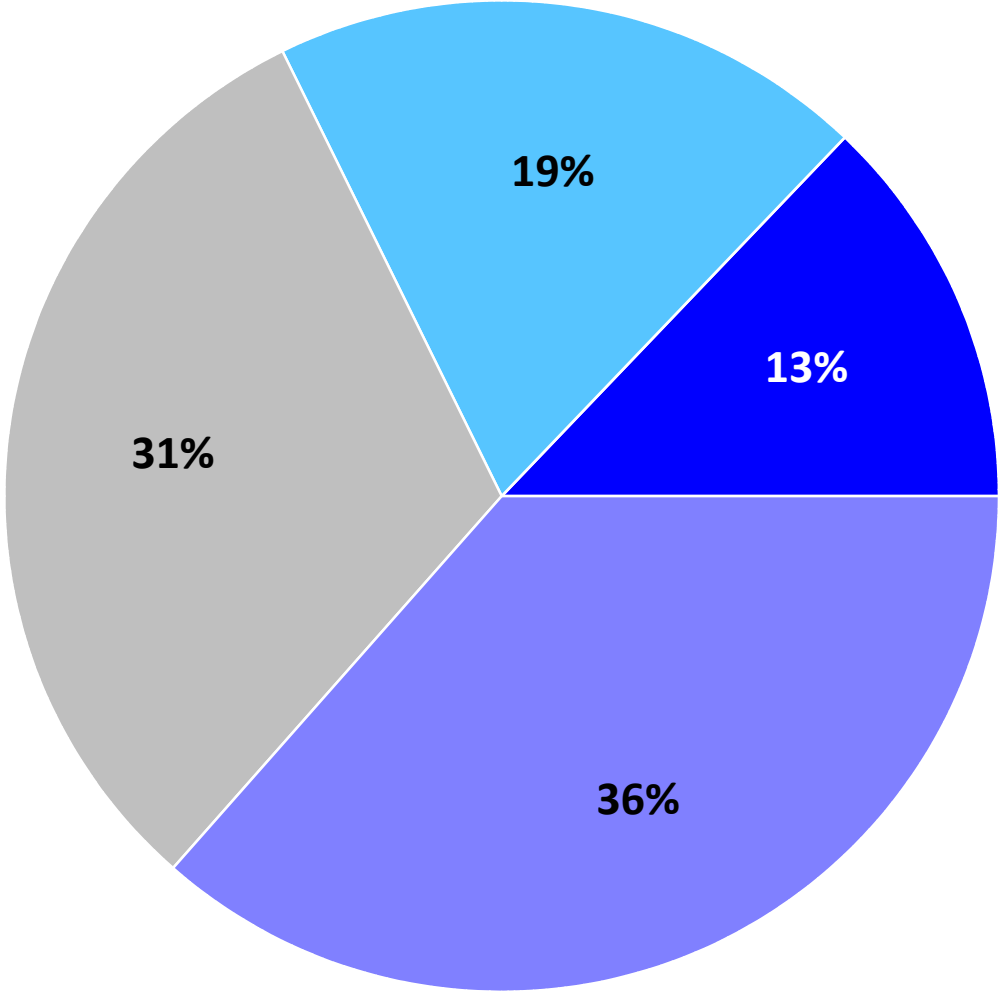
by percentage of respondents



■ Yes ■ No

Q38. Would you say your total annual household income is...

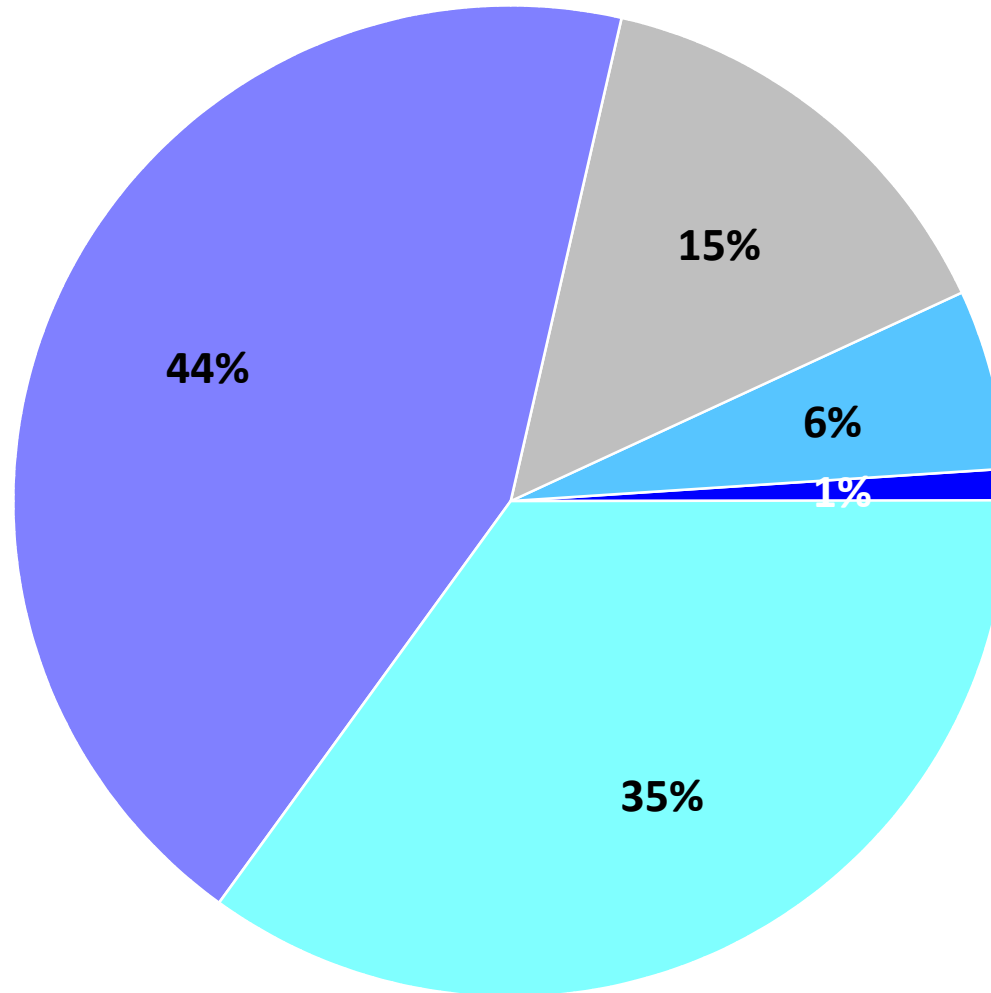
by percentage of respondents



■ Under \$30K ■ \$30K to \$59,999 ■ \$60K to \$99,999 ■ \$100K+

Q39. What is the highest level of education that you have completed?

by percentage of respondents



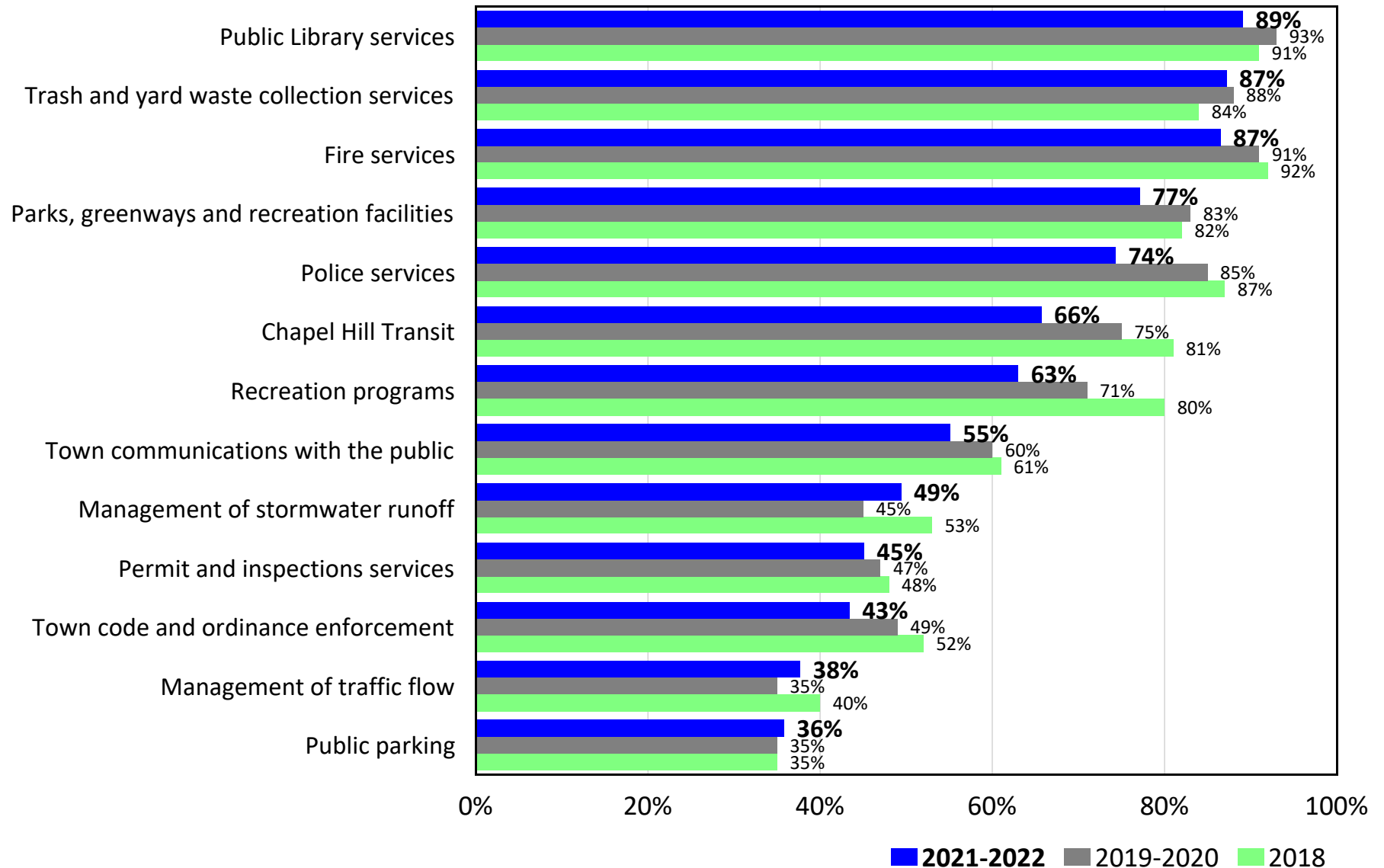
■ Less than high school ■ High school ■ Some college ■ 4-year college ■ Graduate degree

Section 3: Trend Analysis

Q1. Major Categories of Services

Trends: 2021-2022 vs. 2019-2020 vs. 2018

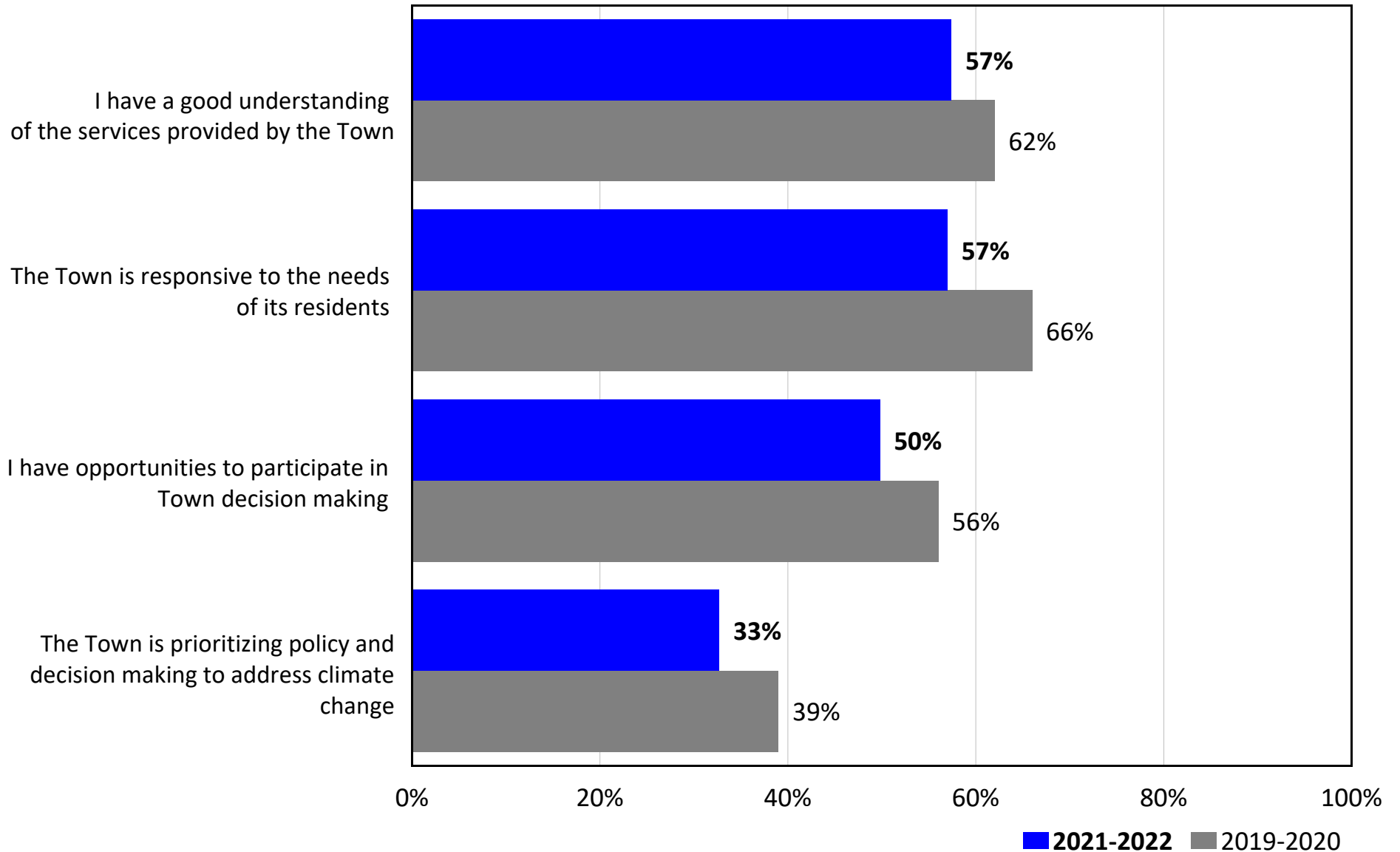
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q4. Perceptions of Town Government

Trends: 2021-2022 vs. 2019-2020

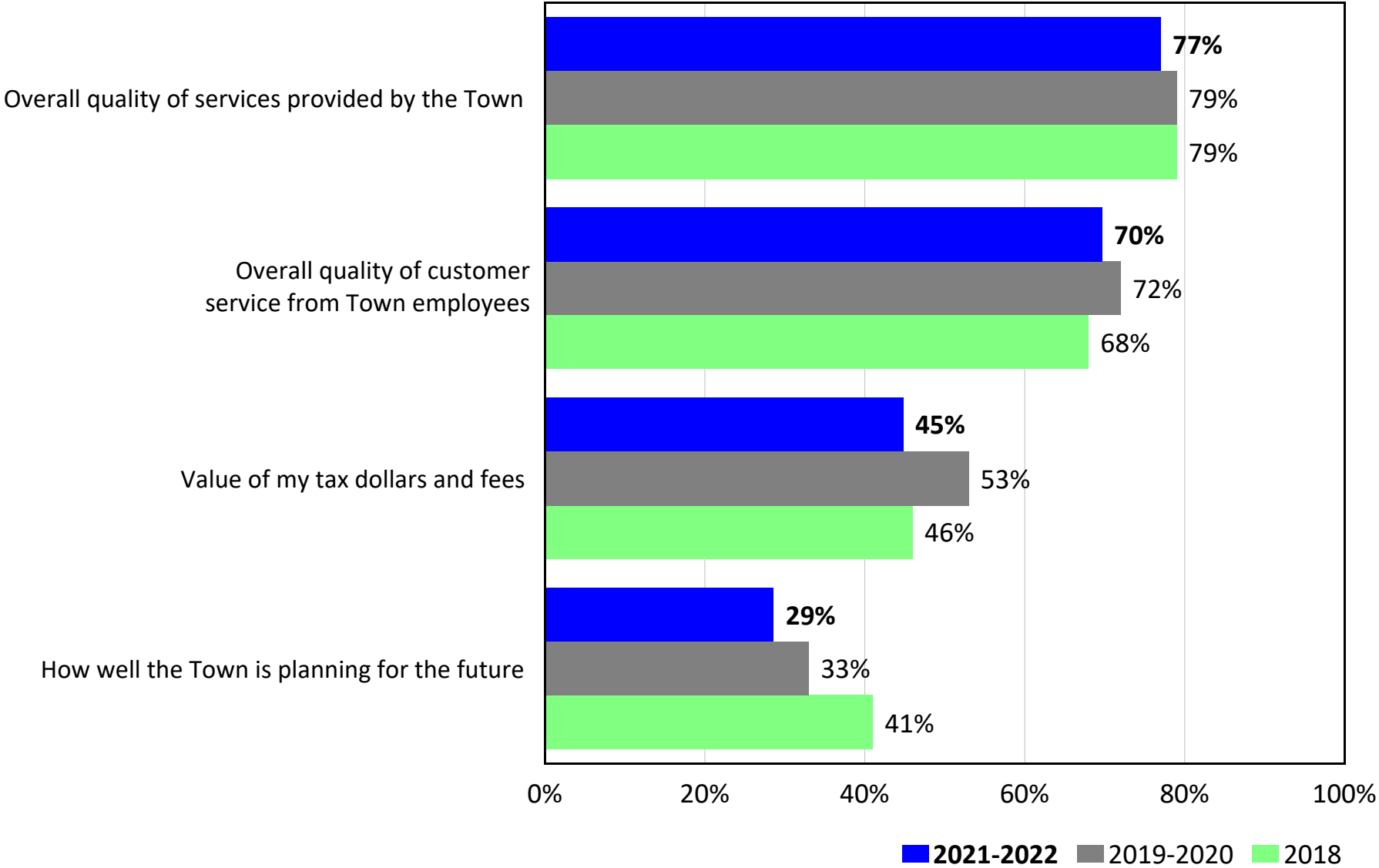
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q6. Value of Town Services

Trends: 2021-2022 vs. 2019-2020 vs. 2018

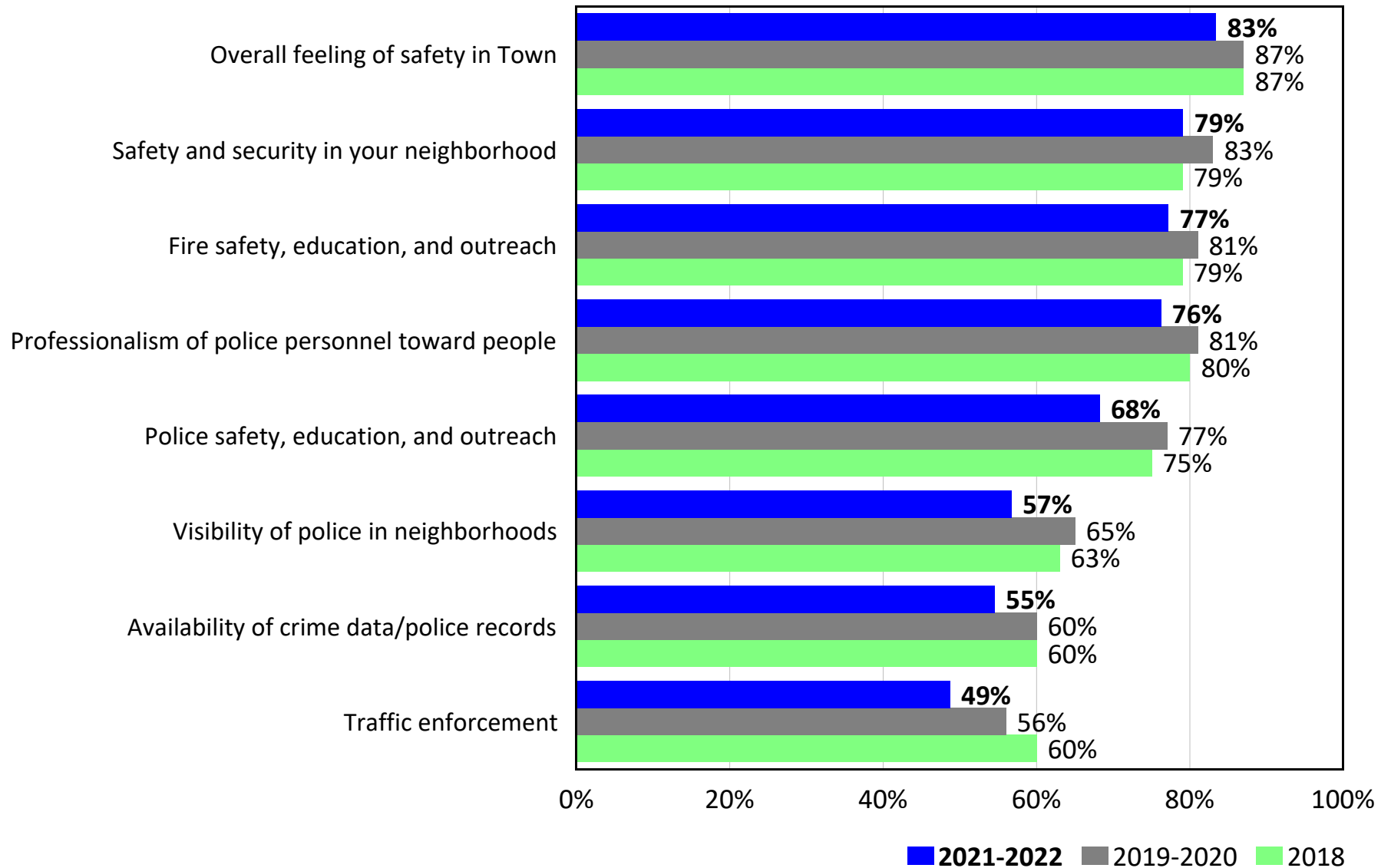
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q7. Public Safety Services

Trends: 2021-2022 vs. 2019-2020 vs. 2018

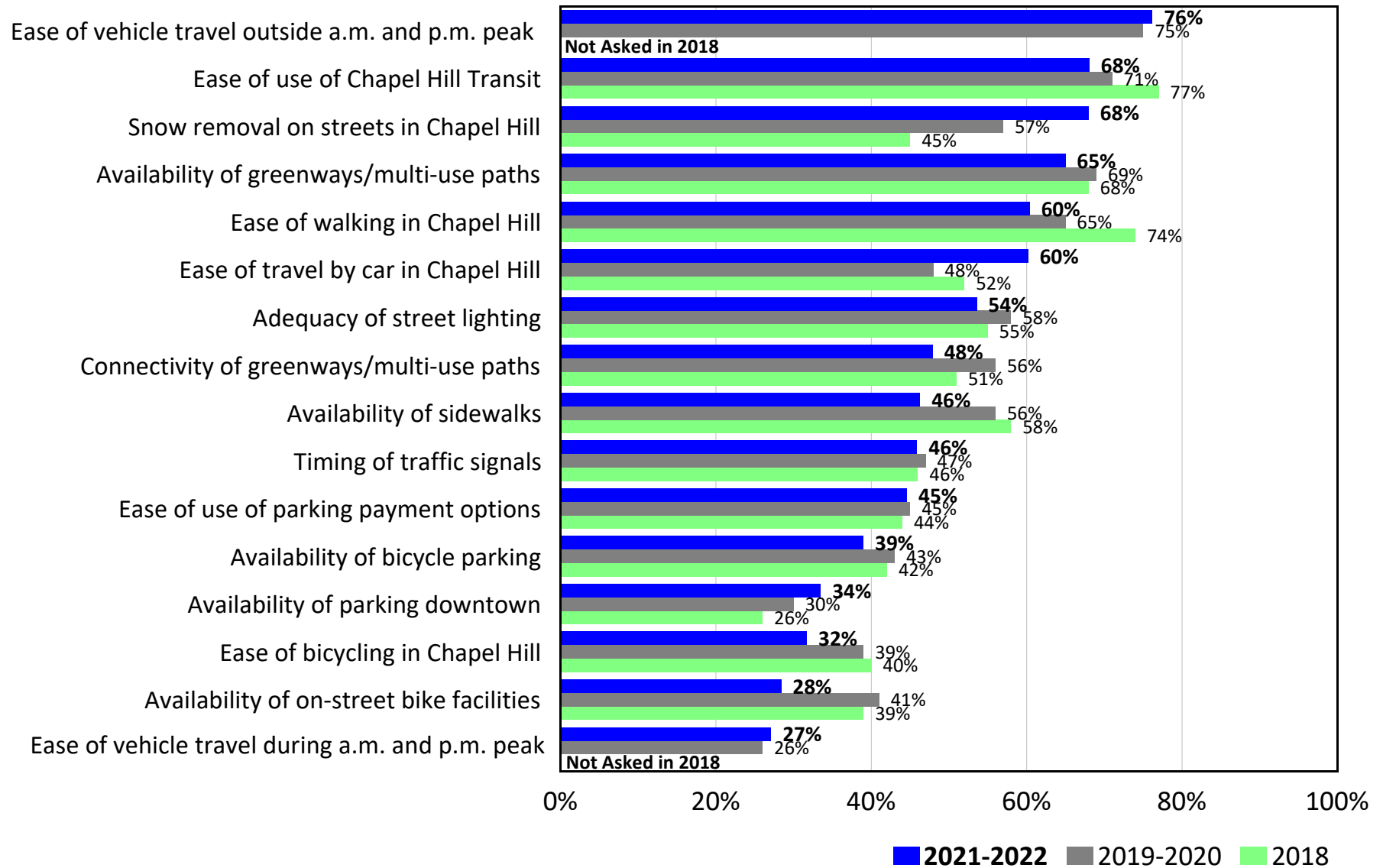
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q9. Transportation and Infrastructure

Trends: 2021-2022 vs. 2019-2020 vs. 2018

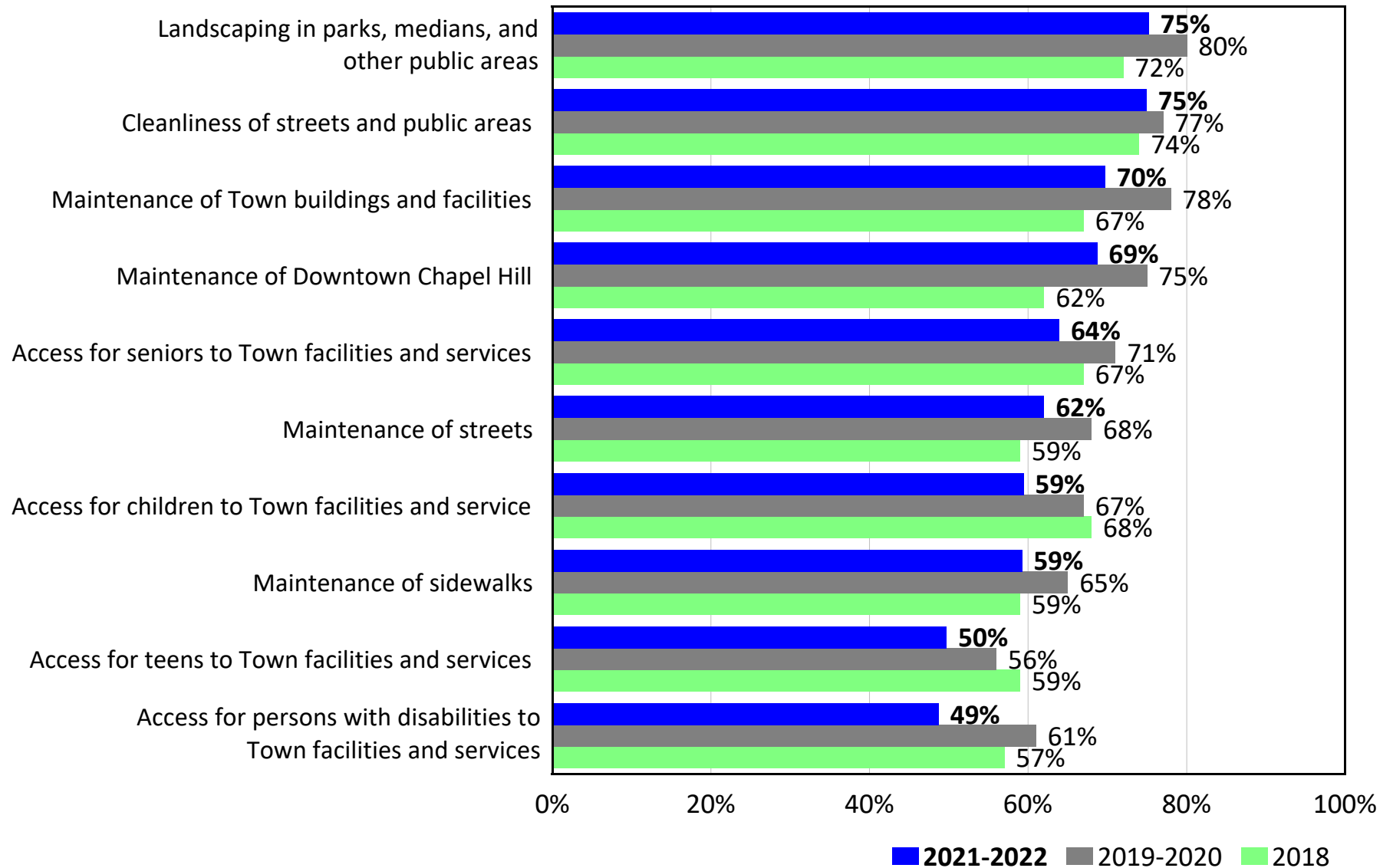
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q12. Public Facilities

Trends: 2021-2022 vs. 2019-2020 vs. 2018

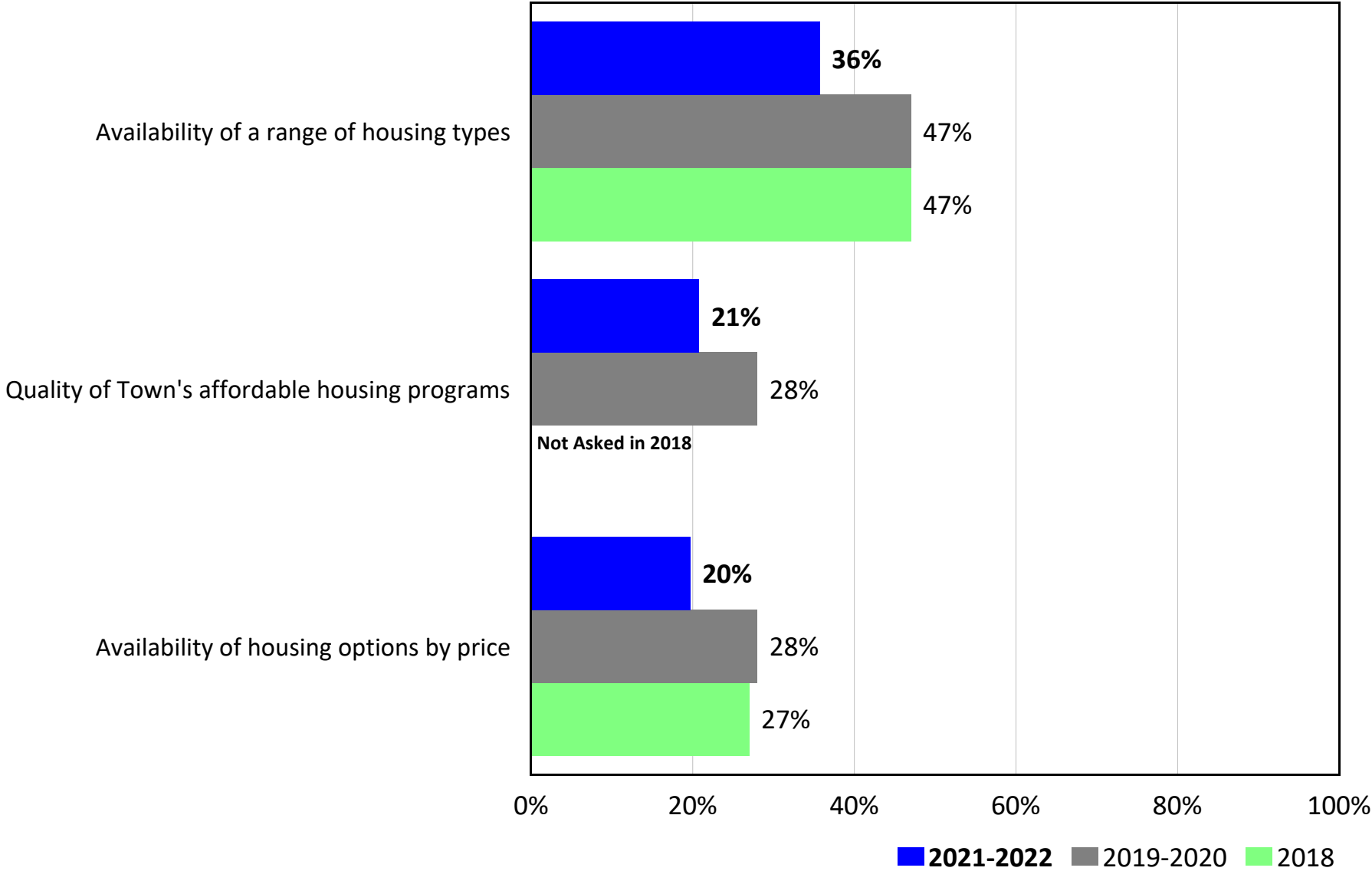
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q15. Housing

Trends: 2021-2022 vs. 2019-2020 vs. 2018

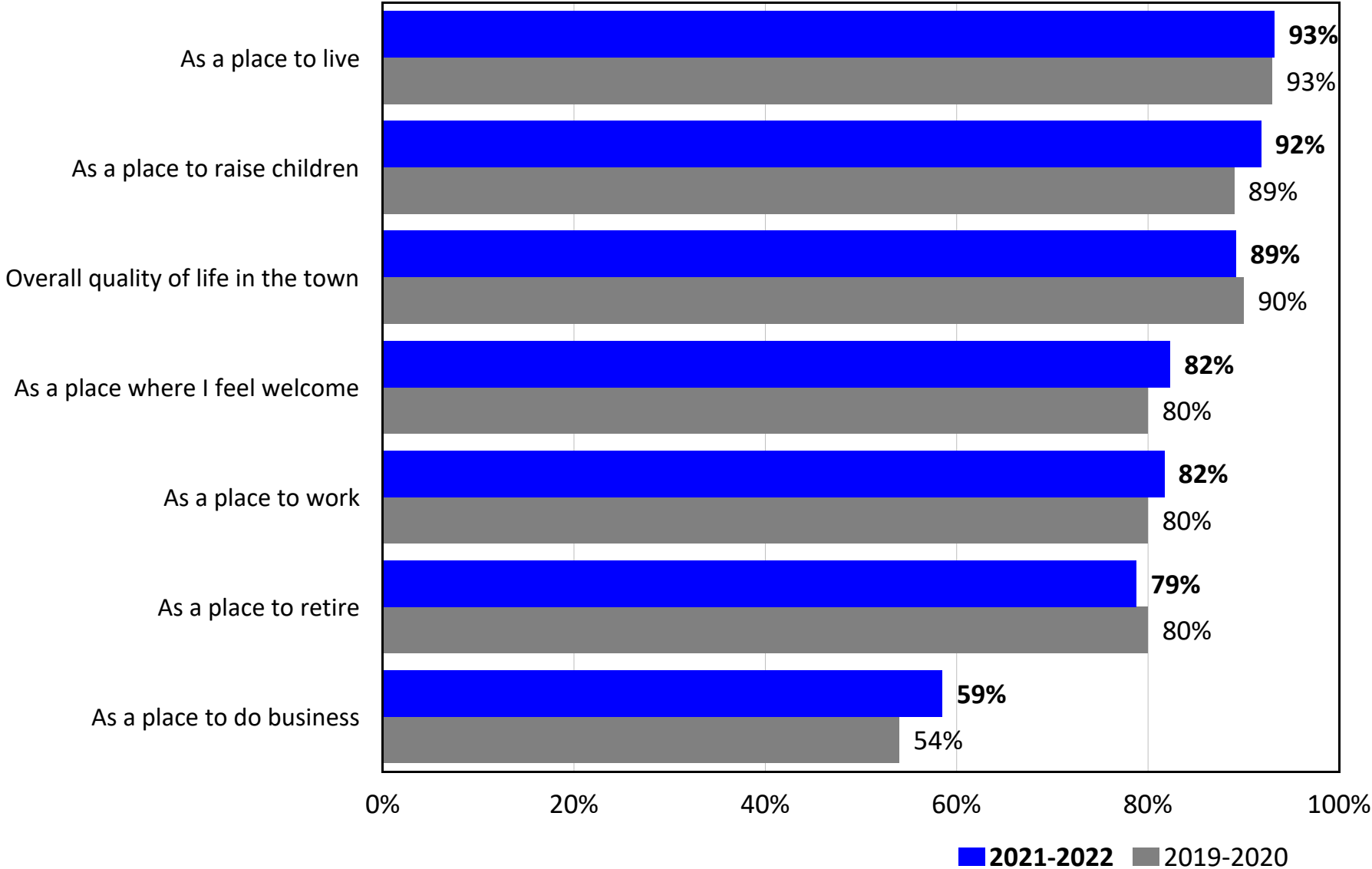
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q17. Quality of Life

Trends: 2021-2022 vs. 2019-2020

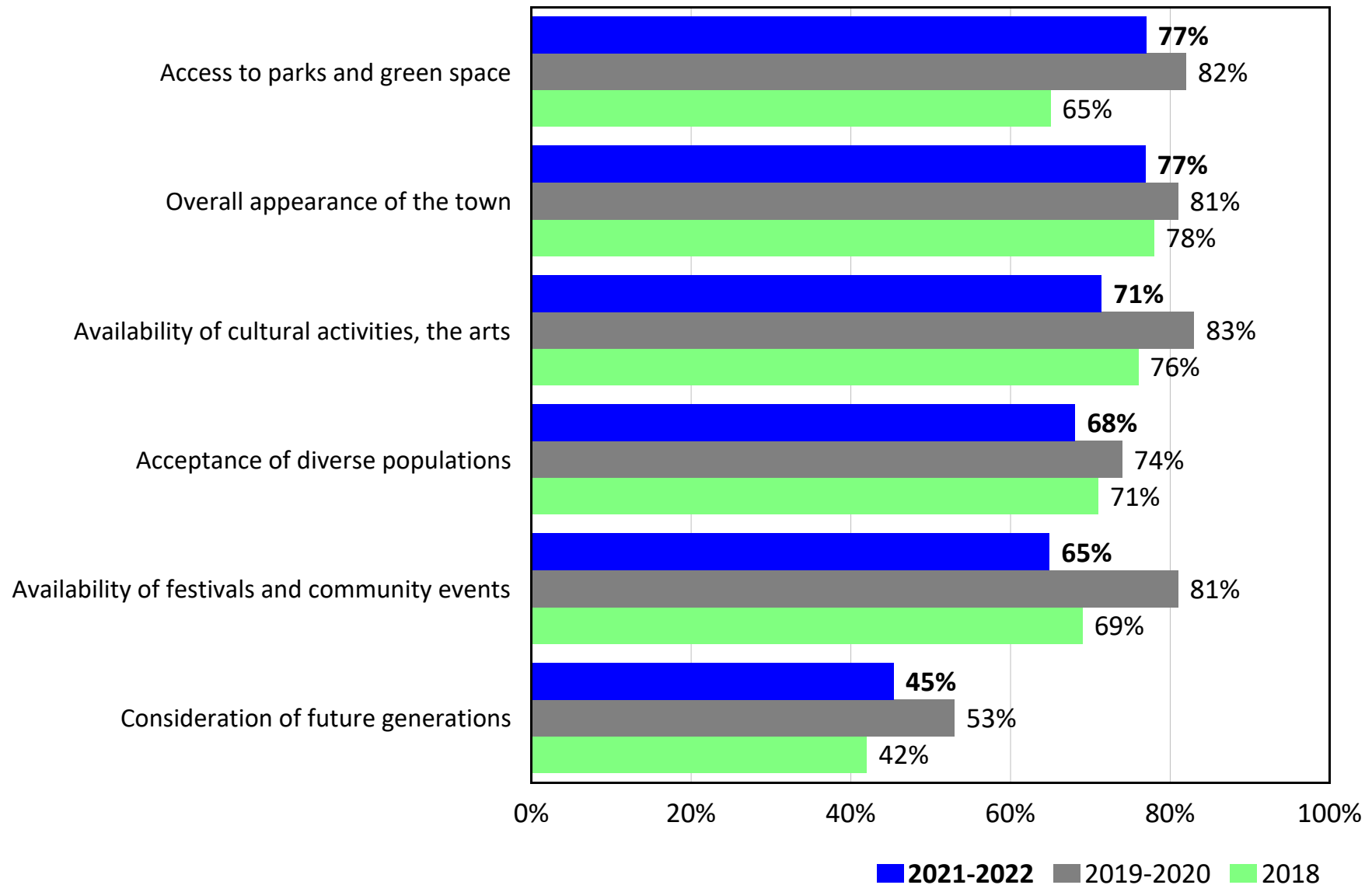
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q18. Perceptions of the Community

Trends: 2021-2022 vs. 2019-2020 vs. 2018

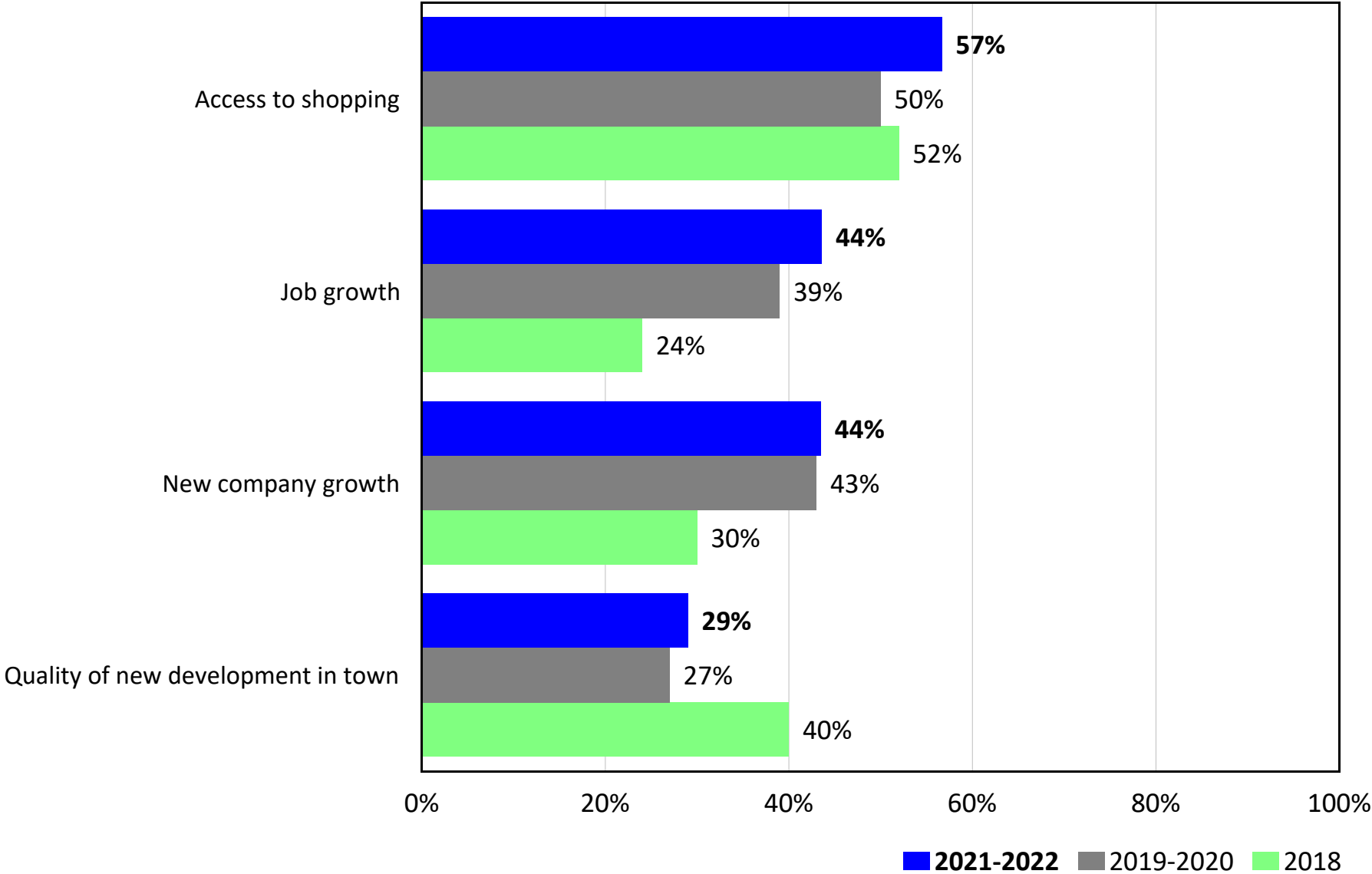
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q19. Local Economy

Trends: 2021-2022 vs. 2019-2020 vs. 2018

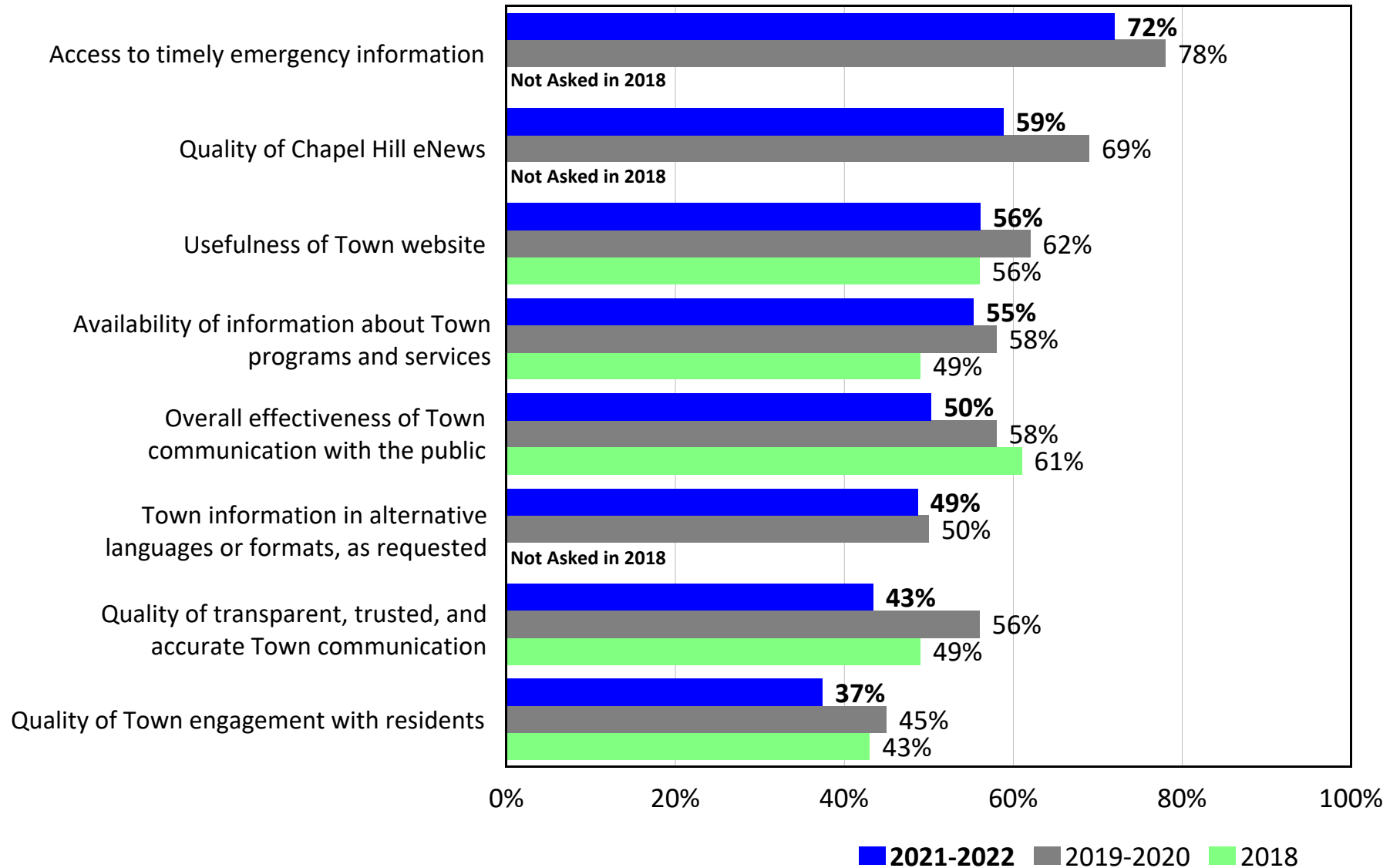
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q23. Town Communication

Trends: 2021-2022 vs. 2019-2020 vs. 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Section 4: Benchmark Analysis

Benchmark Analysis

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 1,000 cities and counties in 43 states.

This report contains benchmarking data from a national survey that was administered by ETC Institute during the winter of 2022 to a random sample of more than 9,000 residents living in United States' communities.

The benchmarking charts provided show how the results from the 2022 Town of Chapel Hill Community Survey compares to communities nationally and in the Atlantic Region of the United States.

Benchmarking Data

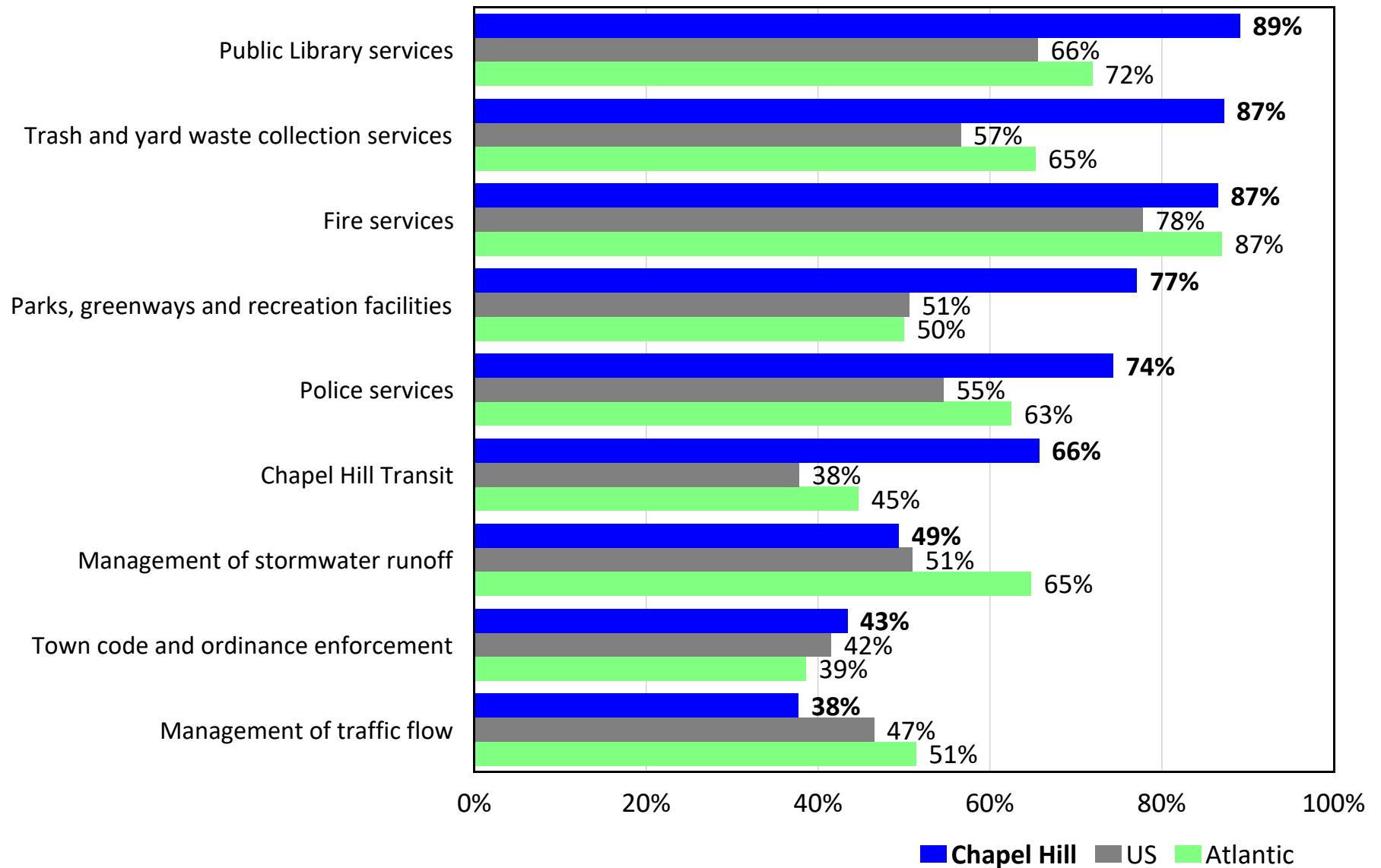
National and Regional Comparisons

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.

Q1. Major Categories of Services

Chapel Hill vs. US vs. Atlantic

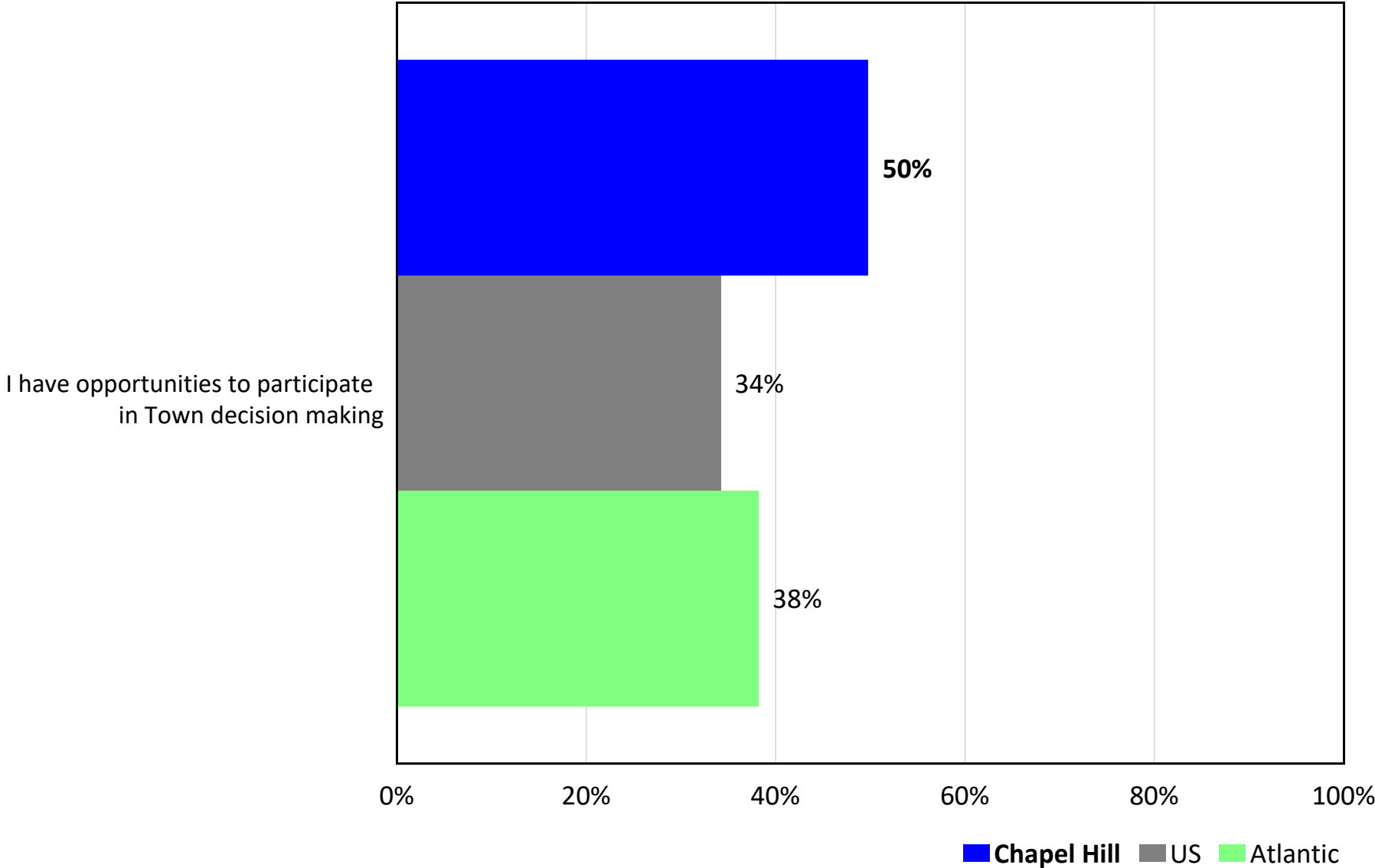
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q4. Perceptions of Town Government

Chapel Hill vs. US vs. Atlantic

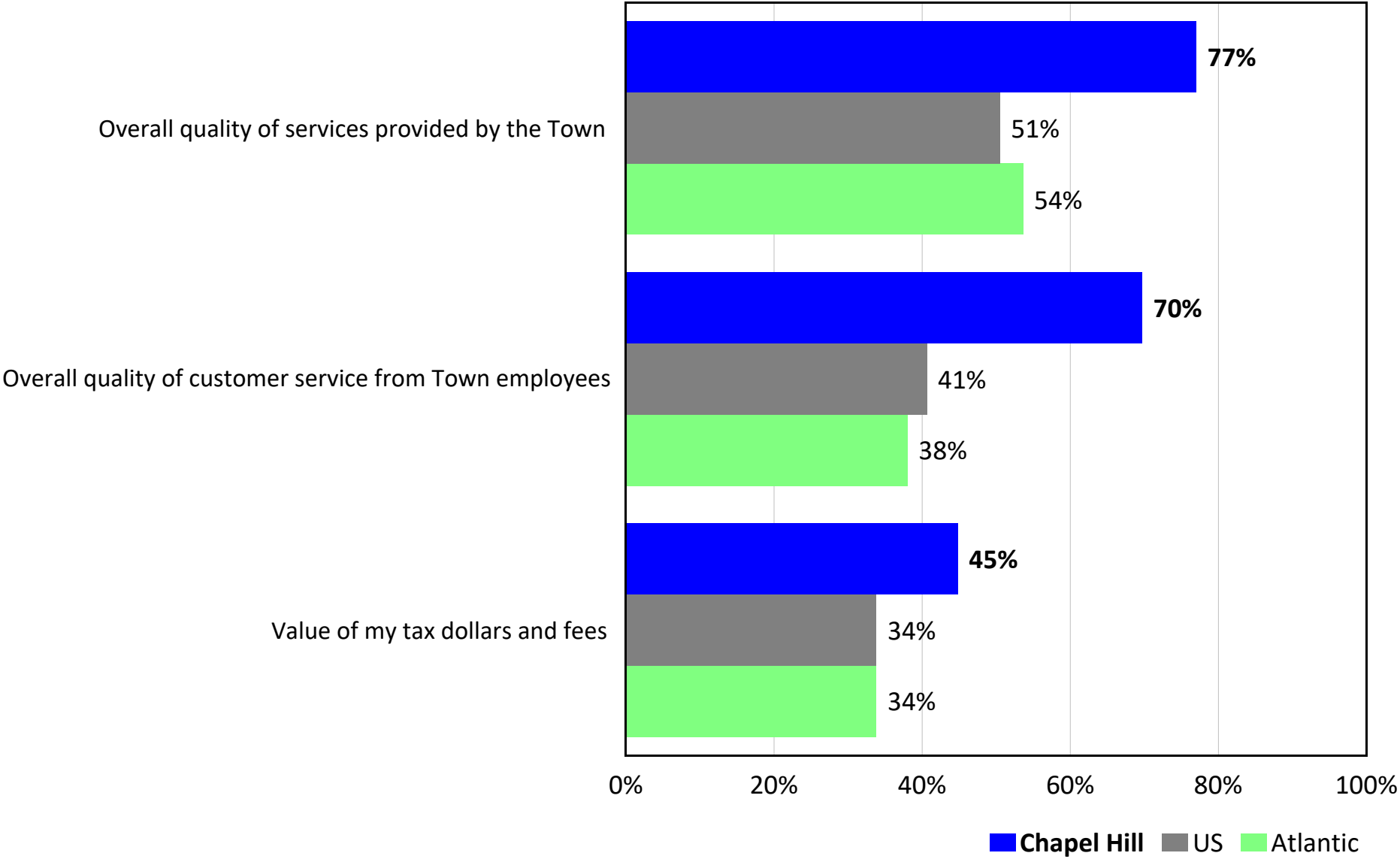
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q6. Value of Town Services

Chapel Hill vs. US vs. Atlantic

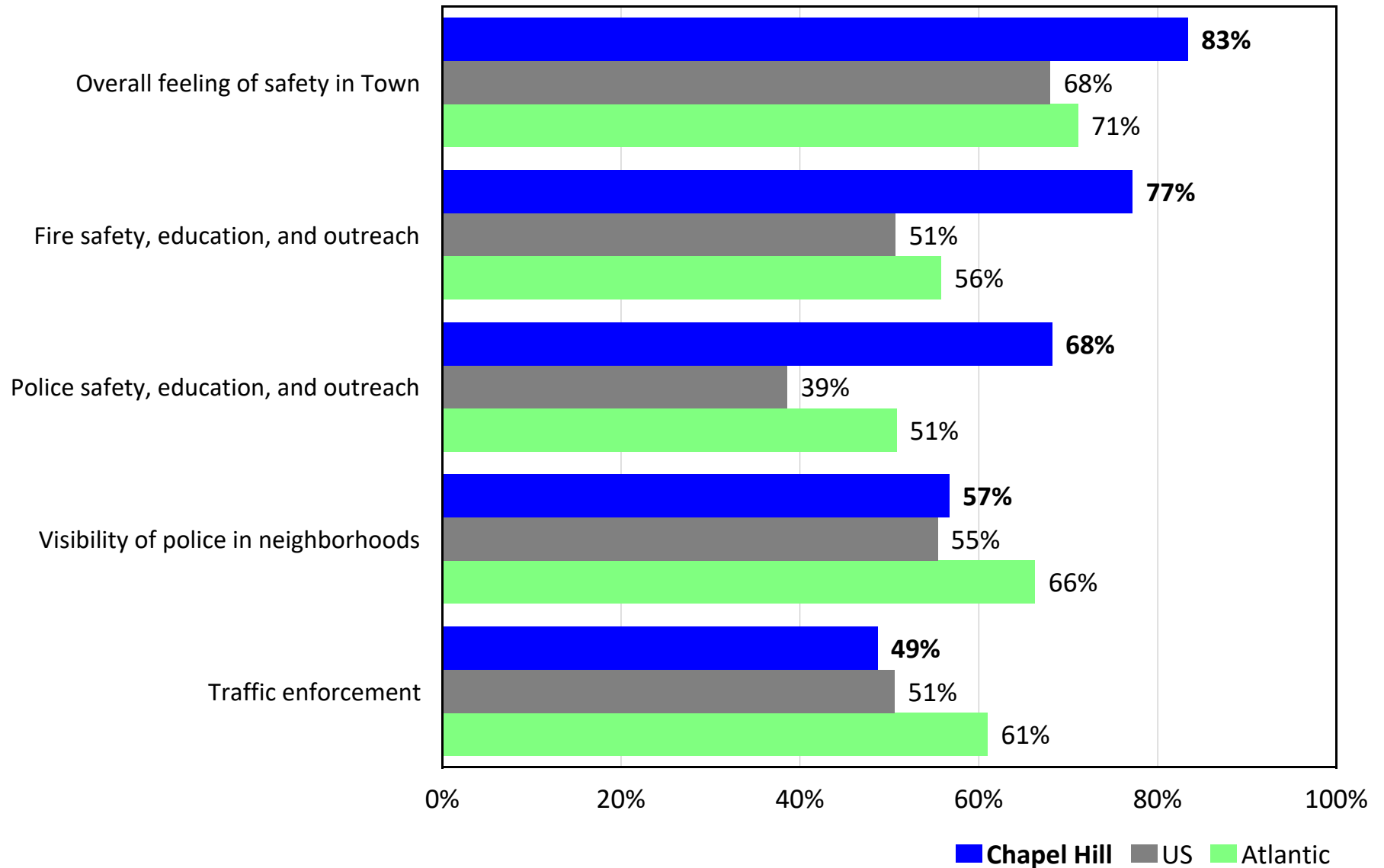
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q7. Public Safety Services

Chapel Hill vs. US vs. Atlantic

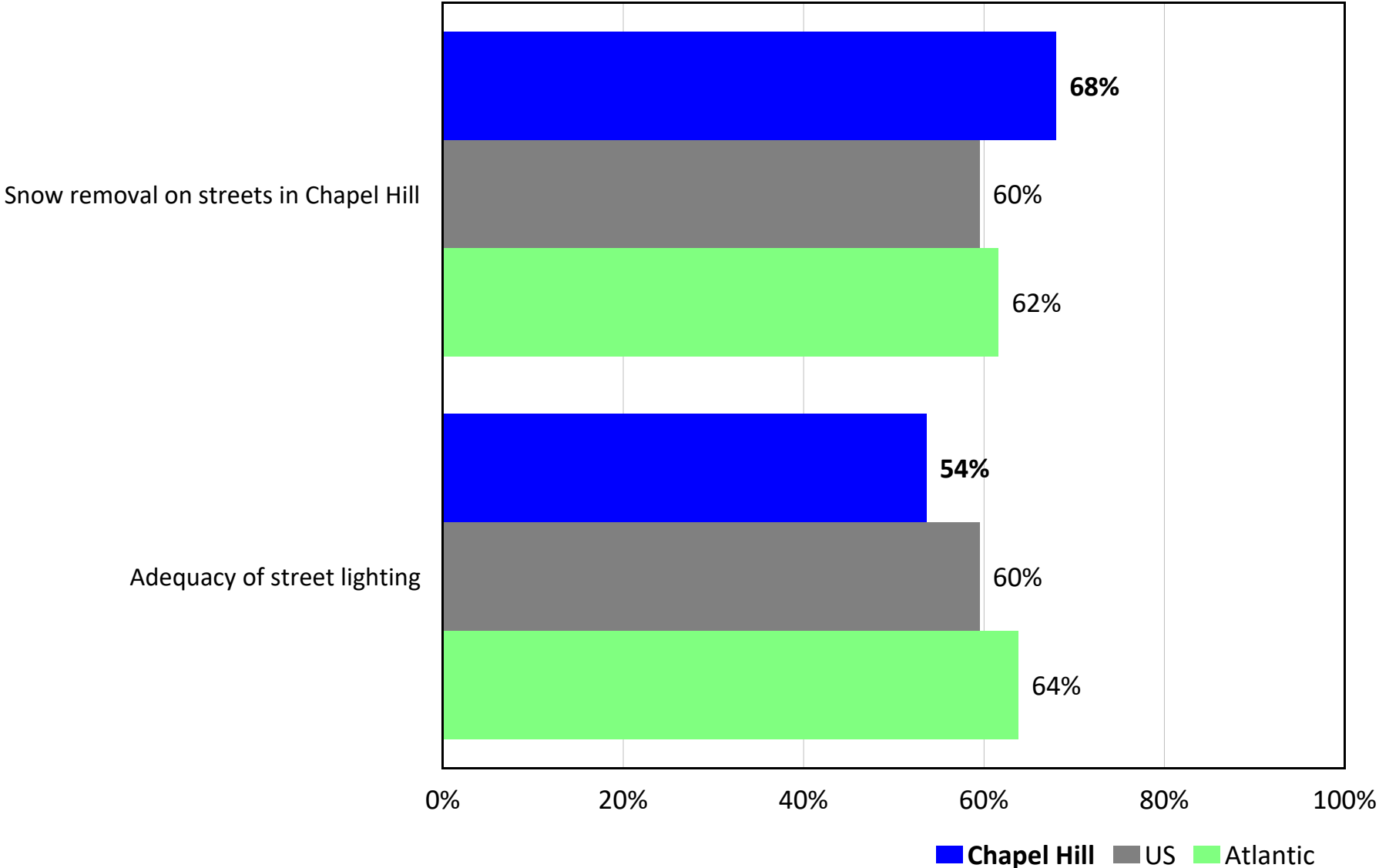
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q9. Transportation and Infrastructure

Chapel Hill vs. US vs. Atlantic

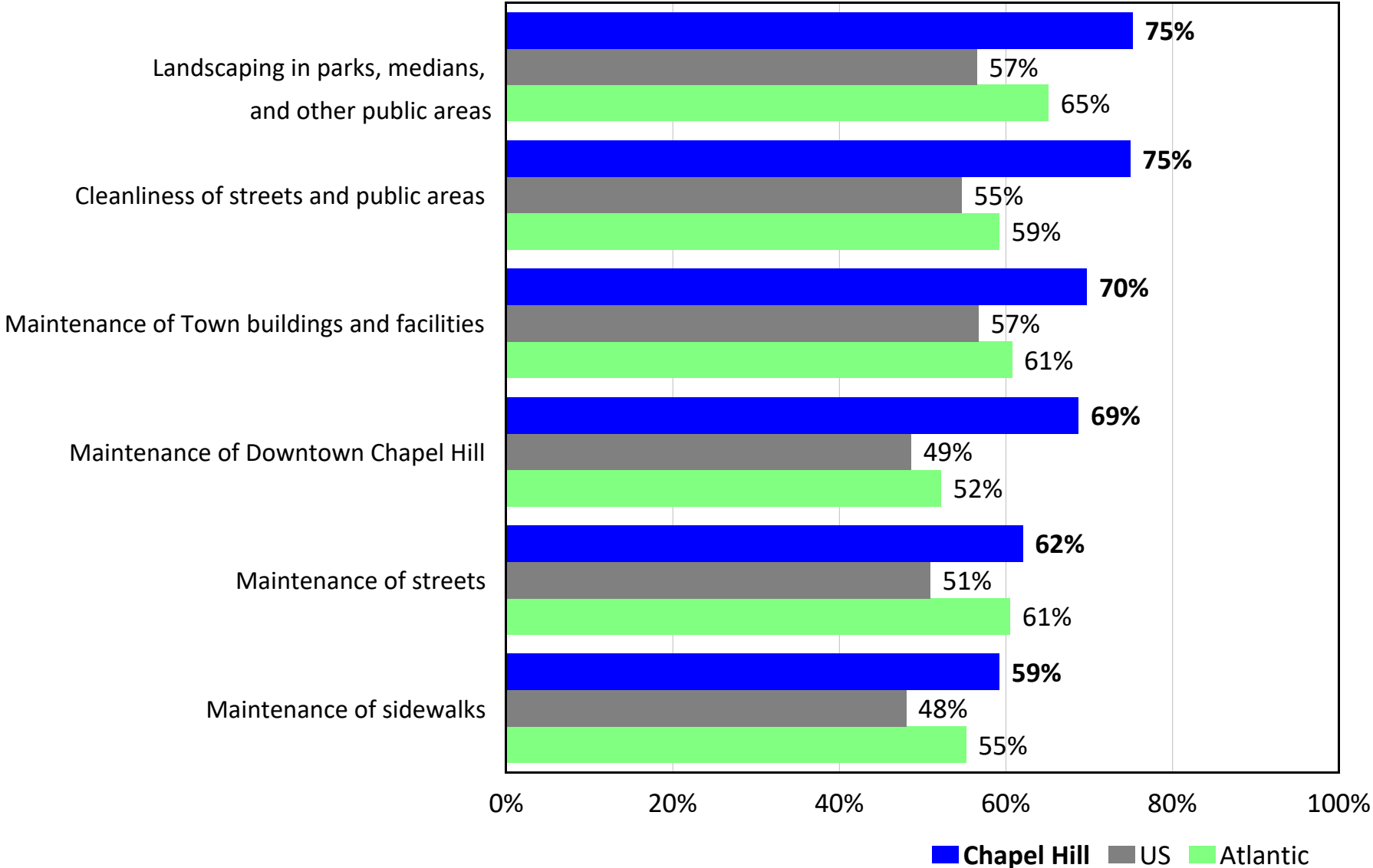
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q12. Public Facilities

Chapel Hill vs. US vs. Atlantic

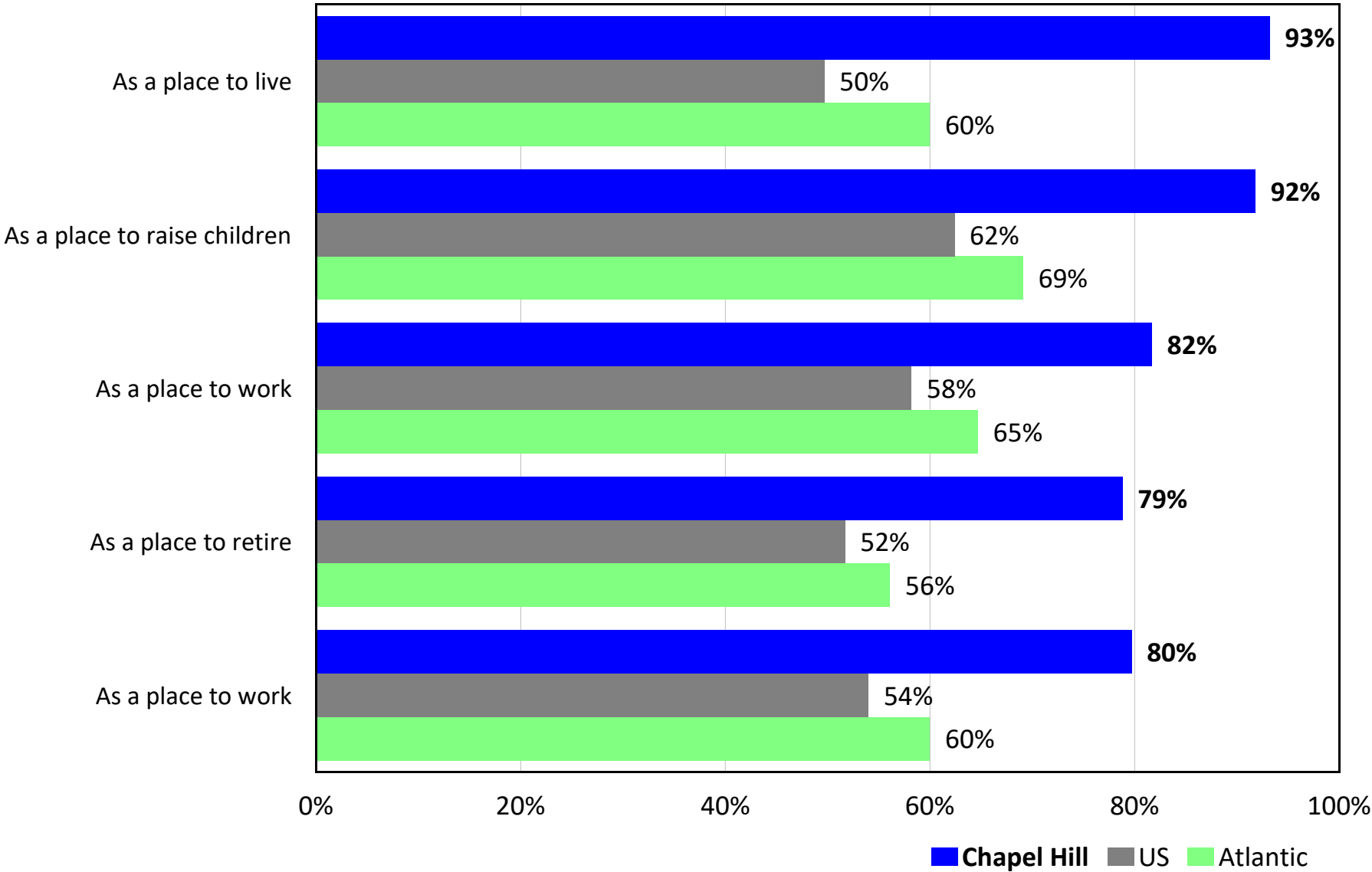
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q17. Quality of Life

Chapel Hill vs. US vs. Atlantic

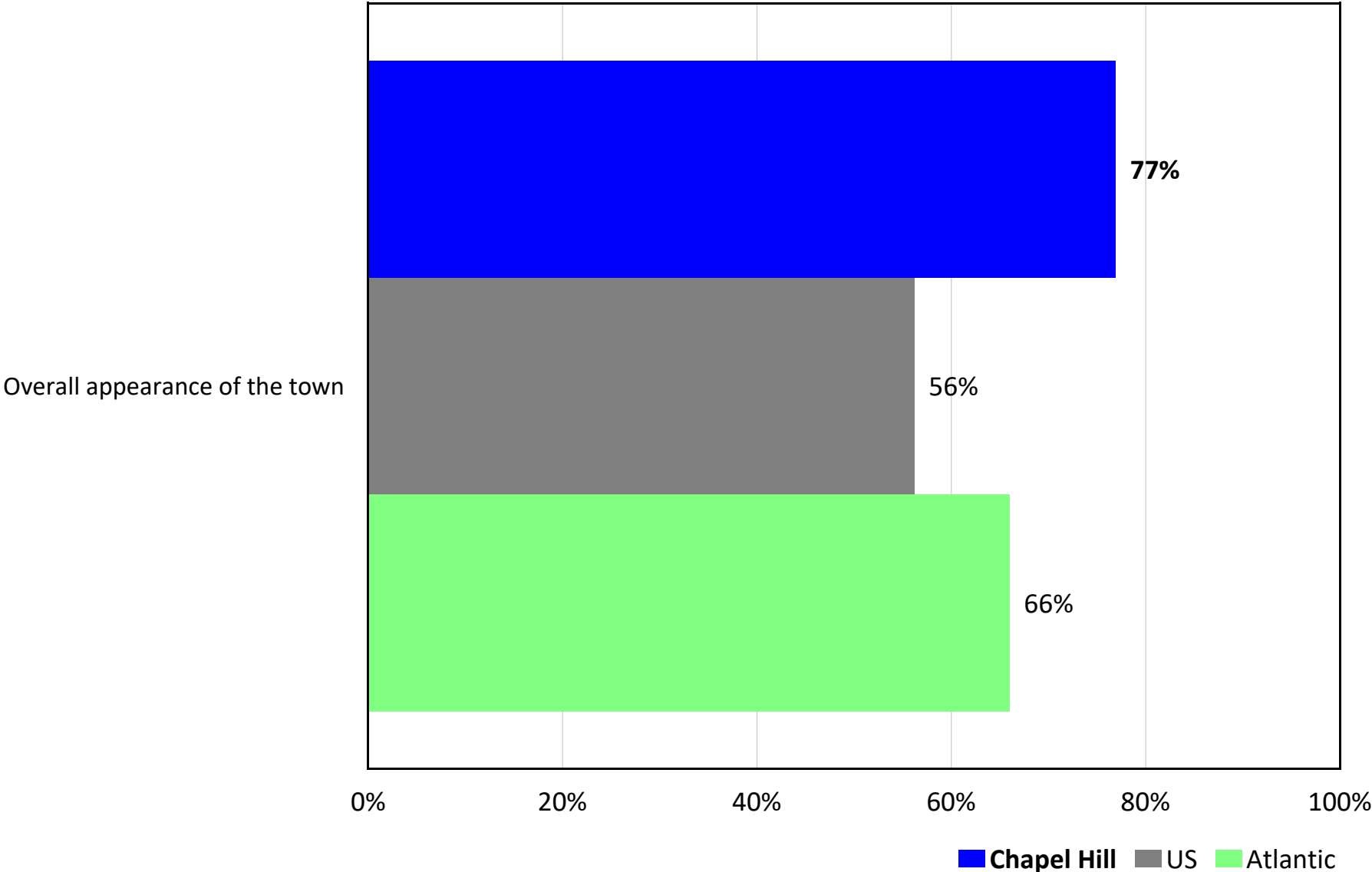
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q18. Perceptions of the Community

Chapel Hill vs. US vs. Atlantic

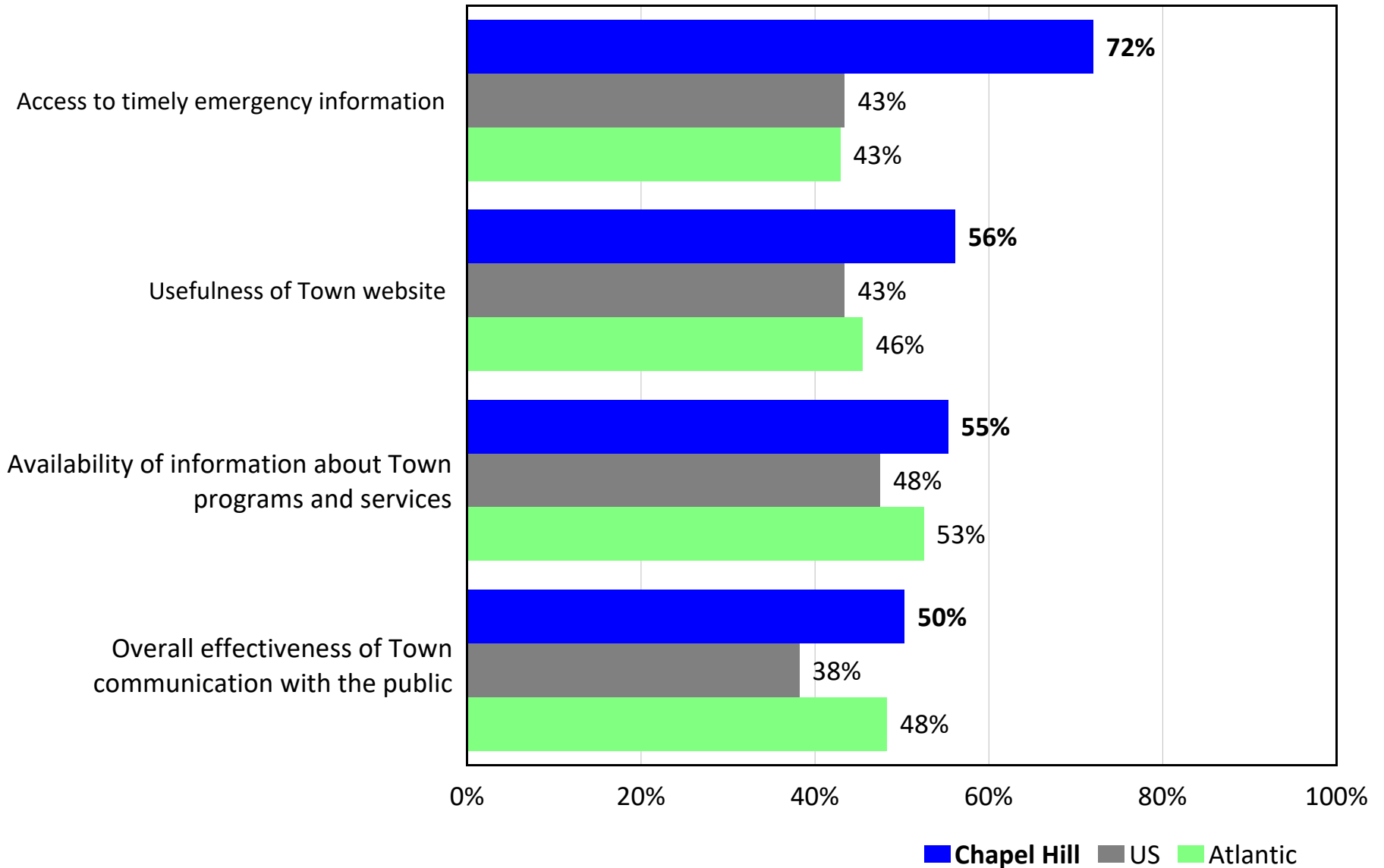
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Q22. Town Communication

Chapel Hill vs. US vs. Atlantic

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Section 5: Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Overview

Today, Town officials have limited resources which need to be targeted to services that are of the most benefit to their residents. Two of the most important criteria for decision making are;

1. to target resources toward services of the highest importance to residents and
2. to target resources toward those services where residents are the least satisfied.

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

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify major categories of services provided by the Town that they think are most important for the Town to provide. Forty-three percent (43%) of respondents selected the *management of traffic flow*, as one of the most important major services for the Town to provide.

Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 38% of respondents rated the Town's overall performance regarding the *management of traffic flow* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for the *management of traffic flow*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages.

In this example, 43% was multiplied by 62% (1-0.38). This calculation yielded an I-S rating of 0.2704 which ranked first out of the thirteen (13) services, provided by the Town, that were analyzed.

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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for the two or 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 pages.

2021-2022 Importance-Satisfaction Rating

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
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow	43%	2	38%	12	0.2704	1
<u>High Priority (IS .10-.20)</u>						
Public parking	29%	3	36%	13	0.1855	2
Management of stormwater runoff	24%	5	49%	9	0.1189	3
<u>Medium Priority (IS <.10)</u>						
Parks, greenways and recreation facilities	44%	1	77%	4	0.0998	4
Chapel Hill Transit	23%	6	66%	6	0.0785	5
Town code and ordinance enforcement	13%	8	43%	11	0.0713	6
Police services	28%	4	74%	5	0.0707	7
Town communications with the public	14%	7	55%	8	0.0606	8
Permit and inspections services	9%	12	45%	10	0.0511	9
Recreation programs	8%	13	63%	7	0.0300	10
Fire services	12%	9	87%	3	0.0161	11
Trash and yard waste collection services	11%	10	87%	2	0.0137	12
Public Library services	9%	11	89%	1	0.0101	13

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

Most Important %:

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

Satisfaction %:

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

2021-2022 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Traffic enforcement	26%	2	49%	8	0.1318	1
Medium Priority (IS <.10)						
Visibility of police in neighborhoods	17%	5	57%	6	0.0727	2
Overall feeling of safety in Town	42%	1	83%	1	0.0704	3
Professionalism of police personnel toward people	23%	4	76%	4	0.0557	4
Safety and security in your neighborhood	25%	3	79%	2	0.0527	5
Police safety, education, and outreach	16%	6	68%	5	0.0522	6
Availability of crime data/police records	6%	8	55%	7	0.0287	7
Fire safety, education, and outreach	9%	7	77%	3	0.0198	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from the Town.

Satisfaction %:

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

2021-2022 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Transportation and Infrastructure

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Ease of vehicle travel during a.m. and p.m. peak times	33%	1	27%	16	0.2377	1
Availability of parking downtown	31%	2	34%	13	0.2062	2
High Priority (IS .10-.20)						
Ease of bicycling in Chapel Hill	26%	4	32%	14	0.1783	3
Availability of sidewalks	30%	3	46%	9	0.1595	4
Medium Priority (IS <.10)						
Availability of on-street bike facilities (lanes, sharrows, green paint)	12%	12	28%	15	0.0888	5
Ease of walking in Chapel Hill	22%	5	60%	5	0.0851	6
Connectivity of greenways/multi-use paths	16%	10	48%	8	0.0813	7
Adequacy of street lighting	16%	9	54%	7	0.0756	8
Timing of traffic signals	13%	11	46%	10	0.0720	9
Ease of travel by car in Chapel Hill	17%	7	60%	6	0.0689	10
Ease of use of Chapel Hill Transit	20%	6	68%	2	0.0648	11
Availability of greenways/multi-use paths	17%	8	65%	4	0.0595	12
Ease of use of parking payment options	10%	13	45%	11	0.0554	13
Snow removal on streets in Chapel Hill	7%	14	68%	3	0.0224	14
Ease of vehicle travel outside a.m. and p.m. peak times	4%	15	76%	1	0.0100	15
Availability of bicycle parking	0%	16	39%	12	0.0024	16

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

Most Important %:

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

Satisfaction %:

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

2021-2022 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Public Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of sidewalks	29%	1	59%	8	0.1179	1
Medium Priority (IS <.10)						
Maintenance of streets	26%	2	62%	6	0.0977	2
Access for persons with disabilities to Town facilities and services	17%	5	49%	10	0.0862	3
Maintenance of Downtown Chapel Hill	22%	4	69%	4	0.0701	4
Cleanliness of streets and public areas	23%	3	75%	2	0.0572	5
Landscaping in parks, medians, and other public areas	16%	6	75%	1	0.0392	6
Access for seniors to Town facilities and services	9%	7	64%	5	0.0321	7
Access for children to Town facilities and services	8%	8	59%	7	0.0321	8
Access for teens to Town facilities and services	6%	10	50%	9	0.0292	9
Maintenance of Town buildings and facilities	6%	9	70%	3	0.0191	10

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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from the Town.

Satisfaction %:

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

2021-2022 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Housing

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Availability of housing options by price	36%	1	20%	3	0.2867	1
<u>High Priority (IS .10-.20)</u>						
Quality of Town's affordable housing programs	25%	3	21%	2	0.1940	2
Availability of a range of housing types (e.g., townhomes, condos, single family)	16%	2	36%	1	0.1035	3

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

Most Important %:

The "Most Important" percentage represents the most important response for each item. Respondents were asked to identify the items they thought should receive the most emphasis from the Town.

Satisfaction %:

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

2021-2022 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Local Economy

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Quality of new development in Town	40%	1	29%	4	0.2847	1
<u>High Priority (IS .10-.20)</u>						
New company growth (incubators, start-ups, entrepreneurs)	20%	2	44%	3	0.1147	2
<u>Medium Priority (IS <.10)</u>						
Access to shopping	13%	3	57%	1	0.0576	3
Job growth	10%	4	44%	2	0.0553	4

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

Most Important %:

The "Most Important" percentage represents the most important response for each item. Respondents were asked to identify the items they thought should receive the most emphasis from the Town.

Satisfaction %:

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

2021-2022 Importance-Satisfaction Rating

Chapel Hill, North Carolina

Town Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of transparent, trusted, and accurate Town communication	24%	2	43%	7	0.1330	1
Quality of Town engagement with residents	20%	6	37%	8	0.1227	2
Availability of information about Town programs and services	26%	1	55%	4	0.1158	3
Overall effectiveness of Town communication with the public	22%	3	50%	5	0.1113	4
Medium Priority (IS <.10)						
Usefulness of Town website	21%	4	56%	3	0.0939	5
Access to timely emergency information	21%	5	72%	1	0.0582	6
Town information in alternative languages or formats, as requested	7%	8	49%	6	0.0349	7
Quality of Chapel Hill eNews (weekly email newsletter)	8%	7	59%	2	0.0317	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from the Town.

Satisfaction %:

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

Section 6: Tabular Data

Q1. Major Categories of Services: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Police services	30.1%	31.2%	15.6%	4.2%	1.4%	17.5%
Q1-2. Fire services	38.9%	24.9%	9.6%	0.2%	0.2%	26.1%
Q1-3. Parks, greenways & recreation facilities	25.4%	49.2%	14.9%	5.4%	1.9%	3.3%
Q1-4. Recreation programs	14.5%	25.6%	20.3%	3.0%	0.2%	36.4%
Q1-5. Public library services	52.7%	27.7%	7.2%	2.1%	0.5%	9.8%
Q1-6. Chapel Hill Transit	21.4%	27.5%	17.5%	5.1%	3.0%	25.4%
Q1-7. Town code & ordinance enforcement	8.4%	17.2%	21.0%	7.7%	4.7%	41.0%
Q1-8. Town communications with the public	14.7%	35.9%	26.8%	10.5%	4.0%	8.2%
Q1-9. Management of traffic flow	7.9%	28.2%	28.2%	22.8%	8.6%	4.2%
Q1-10. Management of stormwater runoff	8.4%	32.6%	20.5%	15.4%	6.1%	17.0%
Q1-11. Trash & yard waste collection services	42.4%	41.7%	7.2%	4.2%	0.9%	3.5%
Q1-12. Permit & inspections services	9.3%	14.5%	18.9%	6.1%	4.0%	47.3%
Q1-13. Public parking	8.4%	24.9%	26.3%	24.5%	9.1%	6.8%

WITHOUT "DON'T KNOW"**Q1. Major Categories of Services: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	36.4%	37.9%	18.9%	5.1%	1.7%
Q1-2. Fire services	52.7%	33.8%	12.9%	0.3%	0.3%
Q1-3. Parks, greenways & recreation facilities	26.3%	50.8%	15.4%	5.5%	1.9%
Q1-4. Recreation programs	22.7%	40.3%	31.9%	4.8%	0.4%
Q1-5. Public library services	58.4%	30.7%	8.0%	2.3%	0.5%
Q1-6. Chapel Hill Transit	28.8%	36.9%	23.4%	6.9%	4.1%
Q1-7. Town code & ordinance enforcement	14.2%	29.2%	35.6%	13.0%	7.9%
Q1-8. Town communications with the public	16.0%	39.1%	29.2%	11.4%	4.3%
Q1-9. Management of traffic flow	8.3%	29.4%	29.4%	23.8%	9.0%
Q1-10. Management of stormwater runoff	10.1%	39.3%	24.7%	18.5%	7.3%
Q1-11. Trash & yard waste collection services	44.0%	43.2%	7.5%	4.3%	1.0%
Q1-12. Permit & inspections services	17.7%	27.4%	35.8%	11.5%	7.5%
Q1-13. Public parking	9.0%	26.8%	28.3%	26.3%	9.8%

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	70	16.3 %
Fire services	6	1.4 %
Parks, greenways & recreation facilities	79	18.4 %
Recreation programs	7	1.6 %
Public library services	3	0.7 %
Chapel Hill Transit	38	8.9 %
Town code & ordinance enforcement	15	3.5 %
Town communications with the public	19	4.4 %
Management of traffic flow	72	16.8 %
Management of stormwater runoff	28	6.5 %
Trash & yard waste collection services	7	1.6 %
Permit & inspections services	7	1.6 %
Public parking	42	9.8 %
None chosen	36	8.4 %
Total	429	100.0 %

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	34	7.9 %
Fire services	36	8.4 %
Parks, greenways & recreation facilities	43	10.0 %
Recreation programs	18	4.2 %
Public library services	18	4.2 %
Chapel Hill Transit	32	7.5 %
Town code & ordinance enforcement	17	4.0 %
Town communications with the public	13	3.0 %
Management of traffic flow	65	15.2 %
Management of stormwater runoff	43	10.0 %
Trash & yard waste collection services	17	4.0 %
Permit & inspections services	19	4.4 %
Public parking	39	9.1 %
None chosen	35	8.2 %
Total	429	100.0 %

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?

Q2. 3rd choice	Number	Percent
Police services	14	3.3 %
Fire services	9	2.1 %
Parks, greenways & recreation facilities	65	15.2 %
Recreation programs	10	2.3 %
Public library services	19	4.4 %
Chapel Hill Transit	28	6.5 %
Town code & ordinance enforcement	22	5.1 %
Town communications with the public	26	6.1 %
Management of traffic flow	49	11.4 %
Management of stormwater runoff	30	7.0 %
Trash & yard waste collection services	22	5.1 %
Permit & inspections services	14	3.3 %
Public parking	43	10.0 %
None chosen	78	18.2 %
Total	429	100.0 %

Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?**(Top 3)**

Q2. Sum of top 3 choices	Number	Percent
Police services	118	27.5 %
Fire services	51	11.9 %
Parks, greenways & recreation facilities	187	43.6 %
Recreation programs	35	8.2 %
Public library services	40	9.3 %
Chapel Hill Transit	98	22.8 %
Town code & ordinance enforcement	54	12.6 %
Town communications with the public	58	13.5 %
Management of traffic flow	186	43.4 %
Management of stormwater runoff	101	23.5 %
Trash & yard waste collection services	46	10.7 %
Permit & inspections services	40	9.3 %
Public parking	124	28.9 %
None chosen	36	8.4 %
Total	1174	

Q3. Usage of Town Services and Facilities: What services and facilities provided by the Town of Chapel Hill do you or other members of your household use?

Q3. What Town services & facilities do members of your household use	Number	Percent
Fire services	133	31.0 %
Chapel Hill Public Library	328	76.5 %
Parks	355	82.8 %
Recreation programs	126	29.4 %
Greenways	330	76.9 %
Town athletic fields	131	30.5 %
Chapel Hill eNews	125	29.1 %
Police services	167	38.9 %
Trash & yard waste services	388	90.4 %
Council meetings	63	14.7 %
Town swimming pools	91	21.2 %
Town website	203	47.3 %
Downtown parking	331	77.2 %
Electric charging stations	21	4.9 %
Chapel Hill Transit	180	42.0 %
Art, history, & cultural programs	123	28.7 %
Outdoor festivals & special events	204	47.6 %
Public information meetings	73	17.0 %
Chapel Hill Open Data	22	5.1 %
Community Centers	113	26.3 %
Permits & inspections	126	29.4 %
Other	7	1.6 %
Total	3640	

Q3-23. Other

Q3-23. Other	Number	Percent
Water quality is poor. Stop fluoridation of public water immediately	1	14.3 %
Need commuter rail	1	14.3 %
Streets and sidewalks	1	14.3 %
Roads	1	14.3 %
Stormwater & permitting departments, volunteer boards function	1	14.3 %
Traffic safety-speeding	1	14.3 %
Climate change and efforts made by Town Council and Town residents	1	14.3 %
Total	7	100.0 %

Q4. Perceptions of Town Government: Please rate your satisfaction using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=429)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q4-1. Town is responsive to the needs of its residents	9.8%	41.3%	23.3%	10.3%	4.9%	10.5%
Q4-2. I have opportunities to participate in Town decision making	7.5%	35.9%	25.2%	14.5%	4.2%	12.8%
Q4-3. I have a good understanding of the services provided by Town	8.6%	45.7%	28.2%	9.8%	2.3%	5.4%
Q4-4. Town is prioritizing policy & decision making to address climate change	4.9%	17.2%	24.9%	14.9%	5.6%	32.4%

WITHOUT "DON'T KNOW"**Q4. Perceptions of Town Government: Please rate your satisfaction using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")**

(N=429)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q4-1. Town is responsive to the needs of its residents	10.9%	46.1%	26.0%	11.5%	5.5%
Q4-2. I have opportunities to participate in Town decision making	8.6%	41.2%	28.9%	16.6%	4.8%
Q4-3. I have a good understanding of the services provided by Town	9.1%	48.3%	29.8%	10.3%	2.5%
Q4-4. Town is prioritizing policy & decision making to address climate change	7.2%	25.5%	36.9%	22.1%	8.3%

Q5. Public participation: Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods?

Q5. Have you provided input to Town within past two years	Number	Percent
Yes	213	49.7 %
No	196	45.7 %
Not provided	20	4.7 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"

Q5. Public participation: Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods? (without "not provided")

Q5. Have you provided input to Town within past two years	Number	Percent
Yes	213	52.1 %
No	196	47.9 %
Total	409	100.0 %

Q6. Value of Town Services: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of services provided by Town	19.1%	55.0%	16.1%	5.1%	0.9%	3.7%
Q6-2. Overall quality of customer service from Town employees	16.8%	39.2%	17.9%	5.1%	1.2%	19.8%
Q6-3. Value of my tax dollars & fees	10.5%	30.8%	29.6%	16.1%	5.1%	7.9%
Q6-4. How well Town is planning for the future	5.4%	17.5%	26.3%	17.0%	13.5%	20.3%

WITHOUT "DON'T KNOW"**Q6. Value of Town Services: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of services provided by Town	19.9%	57.1%	16.7%	5.3%	1.0%
Q6-2. Overall quality of customer service from Town employees	20.9%	48.8%	22.4%	6.4%	1.5%
Q6-3. Value of my tax dollars & fees	11.4%	33.4%	32.2%	17.5%	5.6%
Q6-4. How well Town is planning for the future	6.7%	21.9%	33.0%	21.3%	17.0%

Q7. Public Safety Services: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall feeling of safety in Town	30.1%	52.0%	10.5%	4.2%	1.6%	1.6%
Q7-2. Fire safety, education, & outreach	22.8%	38.0%	16.1%	0.9%	0.9%	21.2%
Q7-3. Police safety, education, & outreach	19.8%	33.6%	19.8%	3.3%	1.9%	21.7%
Q7-4. Professionalism of police personnel toward people	27.0%	32.9%	14.0%	2.8%	1.9%	21.4%
Q7-5. Visibility of police in neighborhoods	15.4%	35.0%	26.8%	9.1%	2.6%	11.2%
Q7-6. Traffic enforcement	9.8%	33.3%	28.0%	11.9%	5.6%	11.4%
Q7-7. Safety & security in your neighborhood	29.4%	47.3%	14.0%	4.7%	1.6%	3.0%
Q7-8. Availability of crime data/police records	10.5%	19.1%	18.4%	5.1%	1.2%	45.7%

WITHOUT "DON'T KNOW"**Q7. Public Safety Services: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall feeling of safety in Town	30.6%	52.8%	10.7%	4.3%	1.7%
Q7-2. Fire safety, education, & outreach	29.0%	48.2%	20.4%	1.2%	1.2%
Q7-3. Police safety, education, & outreach	25.3%	42.9%	25.3%	4.2%	2.4%
Q7-4. Professionalism of police personnel toward people	34.4%	41.8%	17.8%	3.6%	2.4%
Q7-5. Visibility of police in neighborhoods	17.3%	39.4%	30.2%	10.2%	2.9%
Q7-6. Traffic enforcement	11.1%	37.6%	31.6%	13.4%	6.3%
Q7-7. Safety & security in your neighborhood	30.3%	48.8%	14.4%	4.8%	1.7%
Q7-8. Availability of crime data/police records	19.3%	35.2%	33.9%	9.4%	2.1%

Q8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall feeling of safety in Town	122	28.4 %
Fire safety, education, & outreach	11	2.6 %
Police safety, education, & outreach	38	8.9 %
Professionalism of police personnel toward people	47	11.0 %
Visibility of police in neighborhoods	27	6.3 %
Traffic enforcement	63	14.7 %
Safety & security in your neighborhood	51	11.9 %
Availability of crime data/police records	6	1.4 %
<u>None chosen</u>	<u>64</u>	<u>14.9 %</u>
Total	429	100.0 %

Q8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall feeling of safety in Town	60	14.0 %
Fire safety, education, & outreach	26	6.1 %
Police safety, education, & outreach	32	7.5 %
Professionalism of police personnel toward people	53	12.4 %
Visibility of police in neighborhoods	45	10.5 %
Traffic enforcement	47	11.0 %
Safety & security in your neighborhood	57	13.3 %
Availability of crime data/police records	21	4.9 %
<u>None chosen</u>	<u>88</u>	<u>20.5 %</u>
Total	429	100.0 %

Q8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders?**(Top 2)**

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall feeling of safety in Town	182	42.4 %
Fire safety, education, & outreach	37	8.6 %
Police safety, education, & outreach	70	16.3 %
Professionalism of police personnel toward people	100	23.3 %
Visibility of police in neighborhoods	72	16.8 %
Traffic enforcement	110	25.6 %
Safety & security in your neighborhood	108	25.2 %
Availability of crime data/police records	27	6.3 %
<u>None chosen</u>	<u>64</u>	<u>14.9 %</u>
Total	770	

Q9. Transportation and Infrastructure: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of use of Chapel Hill Transit	18.9%	30.5%	14.2%	6.3%	2.6%	27.5%
Q9-2. Snow removal on streets in Chapel Hill	19.1%	45.9%	18.9%	9.6%	2.1%	4.4%
Q9-3. Availability of parking downtown	6.3%	25.4%	23.3%	27.3%	12.4%	5.4%
Q9-4. Ease of use of parking payment options	7.9%	33.6%	28.2%	15.6%	7.7%	7.0%
Q9-5. Ease of travel by car in Chapel Hill	14.7%	44.3%	23.8%	12.1%	3.0%	2.1%
Q9-6. Ease of walking in Chapel Hill	13.1%	46.2%	18.9%	15.4%	4.4%	2.1%
Q9-7. Ease of bicycling in Chapel Hill	3.7%	19.3%	19.1%	21.9%	8.6%	27.3%
Q9-8. Availability of sidewalks	7.0%	37.8%	21.2%	23.3%	7.2%	3.5%
Q9-9. Availability of greenways/multi-use paths	16.3%	45.5%	19.6%	10.5%	3.3%	4.9%
Q9-10. Connectivity of greenways/multi-use paths	8.9%	33.8%	25.2%	17.2%	4.0%	11.0%
Q9-11. Availability of on-street bike facilities (lanes, sharrows, green paint)	4.9%	15.6%	24.5%	21.4%	5.8%	27.7%
Q9-12. Availability of bicycle parking	5.1%	16.6%	25.6%	7.0%	1.2%	44.5%
Q9-13. Adequacy of street lighting	10.0%	40.6%	24.7%	14.5%	4.7%	5.6%

Q9. Transportation and Infrastructure: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (Continued)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-14. Timing of traffic signals	6.5%	37.1%	31.0%	15.4%	5.1%	4.9%
Q9-15. Ease of vehicle travel during am & pm peak times	5.6%	19.8%	29.6%	29.8%	8.9%	6.3%
Q9-16. Ease of vehicle travel outside am & pm peak times	21.4%	52.2%	17.0%	4.7%	1.4%	3.3%

WITHOUT "DON'T KNOW"**Q9. Transportation and Infrastructure: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of use of Chapel Hill Transit	26.0%	42.1%	19.6%	8.7%	3.5%
Q9-2. Snow removal on streets in Chapel Hill	20.0%	48.0%	19.8%	10.0%	2.2%
Q9-3. Availability of parking downtown	6.7%	26.8%	24.6%	28.8%	13.1%
Q9-4. Ease of use of parking payment options	8.5%	36.1%	30.3%	16.8%	8.3%
Q9-5. Ease of travel by car in Chapel Hill	15.0%	45.2%	24.3%	12.4%	3.1%
Q9-6. Ease of walking in Chapel Hill	13.3%	47.1%	19.3%	15.7%	4.5%
Q9-7. Ease of bicycling in Chapel Hill	5.1%	26.6%	26.3%	30.1%	11.9%
Q9-8. Availability of sidewalks	7.2%	39.1%	22.0%	24.2%	7.5%
Q9-9. Availability of greenways/multi-use paths	17.2%	47.8%	20.6%	11.0%	3.4%
Q9-10. Connectivity of greenways/multi-use paths	9.9%	38.0%	28.3%	19.4%	4.5%
Q9-11. Availability of on-street bike facilities (lanes, sharrows, green paint)	6.8%	21.6%	33.9%	29.7%	8.1%
Q9-12. Availability of bicycle parking	9.2%	29.8%	46.2%	12.6%	2.1%
Q9-13. Adequacy of street lighting	10.6%	43.0%	26.2%	15.3%	4.9%
Q9-14. Timing of traffic signals	6.9%	39.0%	32.6%	16.2%	5.4%
Q9-15. Ease of vehicle travel during am & pm peak times	6.0%	21.1%	31.6%	31.8%	9.5%
Q9-16. Ease of vehicle travel outside am & pm peak times	22.2%	54.0%	17.6%	4.8%	1.4%

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders?

Q10. Top choice	Number	Percent
Ease of use of Chapel Hill Transit	49	11.4 %
Snow removal on streets in Chapel Hill	7	1.6 %
Availability of parking downtown	64	14.9 %
Ease of use of parking payment options	4	0.9 %
Ease of travel by car in Chapel Hill	29	6.8 %
Ease of walking in Chapel Hill	24	5.6 %
Ease of bicycling in Chapel Hill	39	9.1 %
Availability of sidewalks	44	10.3 %
Availability of greenways/multi-use paths	17	4.0 %
Connectivity of greenways/multi-use paths	16	3.7 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	14	3.3 %
Availability of bicycle parking	1	0.2 %
Adequacy of street lighting	18	4.2 %
Timing of traffic signals	10	2.3 %
Ease of vehicle travel during am & pm peak times	72	16.8 %
Ease of vehicle travel outside am & pm peak times	2	0.5 %
None chosen	19	4.4 %
Total	429	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders?

Q10. 2nd choice	Number	Percent
Ease of use of Chapel Hill Transit	15	3.5 %
Snow removal on streets in Chapel Hill	11	2.6 %
Availability of parking downtown	31	7.2 %
Ease of use of parking payment options	21	4.9 %
Ease of travel by car in Chapel Hill	24	5.6 %
Ease of walking in Chapel Hill	38	8.9 %
Ease of bicycling in Chapel Hill	42	9.8 %
Availability of sidewalks	50	11.7 %
Availability of greenways/multi-use paths	31	7.2 %
Connectivity of greenways/multi-use paths	19	4.4 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	19	4.4 %
Availability of bicycle parking	1	0.2 %
Adequacy of street lighting	24	5.6 %
Timing of traffic signals	20	4.7 %
Ease of vehicle travel during am & pm peak times	43	10.0 %
Ease of vehicle travel outside am & pm peak times	9	2.1 %
None chosen	31	7.2 %
Total	429	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders?

Q10. 3rd choice	Number	Percent
Ease of use of Chapel Hill Transit	23	5.4 %
Snow removal on streets in Chapel Hill	12	2.8 %
Availability of parking downtown	38	8.9 %
Ease of use of parking payment options	18	4.2 %
Ease of travel by car in Chapel Hill	21	4.9 %
Ease of walking in Chapel Hill	30	7.0 %
Ease of bicycling in Chapel Hill	31	7.2 %
Availability of sidewalks	33	7.7 %
Availability of greenways/multi-use paths	25	5.8 %
Connectivity of greenways/multi-use paths	32	7.5 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	20	4.7 %
Adequacy of street lighting	28	6.5 %
Timing of traffic signals	27	6.3 %
Ease of vehicle travel during am & pm peak times	25	5.8 %
Ease of vehicle travel outside am & pm peak times	7	1.6 %
None chosen	59	13.8 %
Total	429	100.0 %

Q10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders? (Top 3)

Q10. Sum of top 3 choices	Number	Percent
Ease of use of Chapel Hill Transit	87	20.3 %
Snow removal on streets in Chapel Hill	30	7.0 %
Availability of parking downtown	133	31.0 %
Ease of use of parking payment options	43	10.0 %
Ease of travel by car in Chapel Hill	74	17.2 %
Ease of walking in Chapel Hill	92	21.4 %
Ease of bicycling in Chapel Hill	112	26.1 %
Availability of sidewalks	127	29.6 %
Availability of greenways/multi-use paths	73	17.0 %
Connectivity of greenways/multi-use paths	67	15.6 %
Availability of on-street bike facilities (lanes, sharrows, green paint)	53	12.4 %
Availability of bicycle parking	2	0.5 %
Adequacy of street lighting	70	16.3 %
Timing of traffic signals	57	13.3 %
Ease of vehicle travel during am & pm peak times	140	32.6 %
Ease of vehicle travel outside am & pm peak times	18	4.2 %
None chosen	19	4.4 %
Total	1197	

Q11. Does anyone in your household ride a bicycle?

<u>Q11. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	240	55.9 %
No	177	41.3 %
Not provided	12	2.8 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q11. Does anyone in your household ride a bicycle? (without "not provided")**

<u>Q11. Does anyone in your household ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
Yes	240	57.6 %
No	177	42.4 %
Total	417	100.0 %

Q11a. If "YES," why do they ride a bicycle?

<u>Q11a. Why do they ride a bicycle</u>	<u>Number</u>	<u>Percent</u>
To commute to work or school	67	18.6 %
For errands	75	20.8 %
For recreation	219	60.7%
Total	361	100.0 %

Q12. Public Facilities: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of Downtown Chapel Hill	11.4%	51.7%	20.0%	6.8%	1.9%	8.2%
Q12-2. Maintenance of Town buildings & facilities	10.0%	45.2%	21.9%	2.1%	0.0%	20.7%
Q12-3. Landscaping in parks, medians, & other public areas	15.4%	55.2%	17.2%	4.4%	1.6%	6.1%
Q12-4. Cleanliness of streets & public areas	15.9%	56.4%	15.6%	7.2%	1.4%	3.5%
Q12-5. Maintenance of sidewalks	8.6%	47.3%	22.1%	14.7%	1.6%	5.6%
Q12-6. Maintenance of streets	9.8%	49.7%	23.3%	11.7%	1.4%	4.2%
Q12-7. Access for children to Town facilities & services	5.8%	20.0%	13.3%	3.3%	1.2%	56.4%
Q12-8. Access for teens to Town facilities & services	3.3%	12.8%	13.1%	1.9%	1.4%	67.6%
Q12-9. Access for seniors to Town facilities & services	6.8%	24.7%	14.2%	2.1%	1.4%	50.8%
Q12-10. Access for persons with disabilities to Town facilities & services	4.0%	13.8%	12.6%	4.2%	1.9%	63.6%

WITHOUT "DON'T KNOW"**Q12. Public Facilities: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of Downtown Chapel Hill	12.4%	56.3%	21.8%	7.4%	2.0%
Q12-2. Maintenance of Town buildings & facilities	12.6%	57.1%	27.6%	2.6%	0.0%
Q12-3. Landscaping in parks, medians, & other public areas	16.4%	58.8%	18.4%	4.7%	1.7%
Q12-4. Cleanliness of streets & public areas	16.4%	58.5%	16.2%	7.5%	1.4%
Q12-5. Maintenance of sidewalks	9.1%	50.1%	23.5%	15.6%	1.7%
Q12-6. Maintenance of streets	10.2%	51.8%	24.3%	12.2%	1.5%
Q12-7. Access for children to Town facilities & services	13.4%	46.0%	30.5%	7.5%	2.7%
Q12-8. Access for teens to Town facilities & services	10.1%	39.6%	40.3%	5.8%	4.3%
Q12-9. Access for seniors to Town facilities & services	13.7%	50.2%	28.9%	4.3%	2.8%
Q12-10. Access for persons with disabilities to Town facilities & services	10.9%	37.8%	34.6%	11.5%	5.1%

Q13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Chapel Hill	65	15.2 %
Maintenance of Town buildings & facilities	8	1.9 %
Landscaping in parks, medians, & other public areas	31	7.2 %
Cleanliness of streets & public areas	55	12.8 %
Maintenance of sidewalks	60	14.0 %
Maintenance of streets	56	13.1 %
Access for children to Town facilities & services	19	4.4 %
Access for teens to Town facilities & services	6	1.4 %
Access for seniors to Town facilities & services	17	4.0 %
Access for persons with disabilities to Town facilities & services	42	9.8 %
<u>None chosen</u>	<u>70</u>	<u>16.3 %</u>
Total	429	100.0 %

Q13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Downtown Chapel Hill	31	7.2 %
Maintenance of Town buildings & facilities	19	4.4 %
Landscaping in parks, medians, & other public areas	37	8.6 %
Cleanliness of streets & public areas	43	10.0 %
Maintenance of sidewalks	64	14.9 %
Maintenance of streets	54	12.6 %
Access for children to Town facilities & services	15	3.5 %
Access for teens to Town facilities & services	19	4.4 %
Access for seniors to Town facilities & services	21	4.9 %
Access for persons with disabilities to Town facilities & services	30	7.0 %
<u>None chosen</u>	<u>96</u>	<u>22.4 %</u>
Total	429	100.0 %

Q13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders? (Top 2)

Q13. Sum of top 2 choices	Number	Percent
Maintenance of Downtown Chapel Hill	96	22.4 %
Maintenance of Town buildings & facilities	27	6.3 %
Landscaping in parks, medians, & other public areas	68	15.9 %
Cleanliness of streets & public areas	98	22.8 %
Maintenance of sidewalks	124	28.9 %
Maintenance of streets	110	25.6 %
Access for children to Town facilities & services	34	7.9 %
Access for teens to Town facilities & services	25	5.8 %
Access for seniors to Town facilities & services	38	8.9 %
Access for persons with disabilities to Town facilities & services	72	16.8 %
None chosen	70	16.3 %
Total	762	

Q14. Sustainability: Please indicate whether you or the members of your household are doing each of the following.

(N=429)

	Yes	No	Not provided
Q14-1. I have taken steps to make my house more energy efficient	86.0%	9.3%	4.7%
Q14-2. I have taken steps to make my house more water efficient	71.8%	22.8%	5.4%
Q14-3. I am taking steps to reduce my carbon emissions from transportation	72.5%	21.9%	5.6%
Q14-4. I am taking steps to reduce how much I throw away in the garbage	84.6%	11.2%	4.2%
Q14-5. I am taking steps to be more sustainable at work/school	63.4%	17.7%	18.9%
Q14-6. I am taking steps to compost food scraps and/or yard waste	53.6%	40.6%	5.8%

WITHOUT "NOT PROVIDED"**Q14. Sustainability: Please indicate whether you or the members of your household are doing each of the following. (without "not provided")**

(N=429)

	Yes	No
Q14-1. I have taken steps to make my house more energy efficient	90.2%	9.8%
Q14-2. I have taken steps to make my house more water efficient	75.9%	24.1%
Q14-3. I am taking steps to reduce my carbon emissions from transportation	76.8%	23.2%
Q14-4. I am taking steps to reduce how much I throw away in the garbage	88.3%	11.7%
Q14-5. I am taking steps to be more sustainable at work/school	78.2%	21.8%
Q14-6. I am taking steps to compost food scraps and/or yard waste	56.9%	43.1%

Q15. Housing: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of housing options by price	3.5%	12.8%	18.6%	29.6%	18.2%	17.2%
Q15-2. Availability of a range of housing types (e.g., townhomes, condos, single family)	5.6%	23.1%	21.4%	17.9%	12.4%	19.6%
Q15-3. Quality of Town's affordable housing programs	4.4%	5.4%	12.4%	13.5%	11.4%	52.9%

WITHOUT "DON'T KNOW"**Q15. Housing: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of housing options by price	4.2%	15.5%	22.5%	35.8%	22.0%
Q15-2. Availability of a range of housing types (e.g., townhomes, condos, single family)	7.0%	28.7%	26.7%	22.3%	15.4%
Q15-3. Quality of Town's affordable housing programs	9.4%	11.4%	26.2%	28.7%	24.3%

Q16. Which ONE of the items listed in Question 15 should receive the MOST EMPHASIS from Town leaders?

<u>Q16. Most emphasized item</u>	<u>Number</u>	<u>Percent</u>
Availability of housing options by price	153	35.7 %
Availability of a range of housing types (e.g., townhomes, condos, single family)	69	16.1 %
Quality of Town's affordable housing programs	105	24.5 %
<u>None chosen</u>	<u>102</u>	<u>23.8 %</u>
Total	429	100.0 %

Q17. Quality of Life: Please rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor."

(N=429)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q17-1. As a place to live	45.2%	45.2%	3.7%	1.9%	0.9%	3.0%
Q17-2. As a place to work	28.0%	37.5%	10.7%	3.0%	0.9%	19.8%
Q17-3. As a place to raise children	38.0%	37.5%	4.7%	1.6%	0.5%	17.7%
Q17-4. As a place to retire	28.9%	34.0%	9.3%	5.4%	2.3%	20.0%
Q17-5. As a place to do business	14.0%	21.4%	16.3%	6.1%	2.8%	39.4%
Q17-6. As a place where I feel welcome	40.3%	38.7%	12.4%	3.5%	1.2%	4.0%
Q17-7. Overall quality of life in Town	37.1%	49.4%	7.5%	2.6%	0.5%	3.0%

WITHOUT "DON'T KNOW"**Q17. Quality of Life: Please rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor." (without "don't know")**

(N=429)

	Excellent	Good	Neutral	Below average	Poor
Q17-1. As a place to live	46.6%	46.6%	3.8%	1.9%	1.0%
Q17-2. As a place to work	34.9%	46.8%	13.4%	3.8%	1.2%
Q17-3. As a place to raise children	46.2%	45.6%	5.7%	2.0%	0.6%
Q17-4. As a place to retire	36.2%	42.6%	11.7%	6.7%	2.9%
Q17-5. As a place to do business	23.1%	35.4%	26.9%	10.0%	4.6%
Q17-6. As a place where I feel welcome	42.0%	40.3%	12.9%	3.6%	1.2%
Q17-7. Overall quality of life in Town	38.2%	51.0%	7.7%	2.6%	0.5%

Q18. Perceptions of the Community: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Overall appearance of Town	18.2%	56.2%	12.6%	7.5%	2.3%	3.3%
Q18-2. Access to parks & green space	24.5%	49.0%	13.1%	7.9%	0.9%	4.7%
Q18-3. Consideration of future generations	10.5%	27.0%	21.2%	17.0%	7.0%	17.2%
Q18-4. Acceptance of diverse populations	24.0%	38.7%	16.3%	10.5%	2.6%	7.9%
Q18-5. Availability of cultural activities & the arts	21.9%	42.2%	18.2%	6.5%	0.9%	10.3%
Q18-6. Availability of festivals & community events	15.4%	42.0%	21.4%	8.6%	0.9%	11.7%

WITHOUT "DON'T KNOW"**Q18. Perceptions of the Community: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall appearance of Town	18.8%	58.1%	13.0%	7.7%	2.4%
Q18-2. Access to parks & green space	25.7%	51.3%	13.7%	8.3%	1.0%
Q18-3. Consideration of future generations	12.7%	32.7%	25.6%	20.6%	8.5%
Q18-4. Acceptance of diverse populations	26.1%	42.0%	17.7%	11.4%	2.8%
Q18-5. Availability of cultural activities & the arts	24.4%	47.0%	20.3%	7.3%	1.0%
Q18-6. Availability of festivals & community events	17.4%	47.5%	24.3%	9.8%	1.1%

Q19a. Local Economy: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19a-1. New company growth (incubators, start-ups, entrepreneurs)	4.9%	17.2%	18.4%	7.2%	3.0%	49.2%
Q19a-2. Job growth	4.2%	17.9%	18.2%	8.2%	2.3%	49.2%
Q19a-3. Access to shopping	13.8%	39.4%	19.1%	15.9%	5.6%	6.3%
Q19a-4. Quality of new development in Town	5.8%	18.9%	18.9%	22.4%	19.1%	14.9%

WITHOUT "DON'T KNOW"**Q19a. Local Economy: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a-1. New company growth (incubators, start-ups, entrepreneurs)	9.6%	33.9%	36.2%	14.2%	6.0%
Q19a-2. Job growth	8.3%	35.3%	35.8%	16.1%	4.6%
Q19a-3. Access to shopping	14.7%	42.0%	20.4%	16.9%	6.0%
Q19a-4. Quality of new development in Town	6.8%	22.2%	22.2%	26.3%	22.5%

Q19b. Local Economy: Please rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never."

(N=429)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never	Don't know
Q19b-1. Shop in Chapel Hill	12.4%	42.2%	30.5%	6.3%	4.9%	3.7%
Q19b-2. Go outside Town limits to shop	4.7%	28.2%	39.4%	19.1%	4.9%	3.7%
Q19b-3. Use internet for your shopping	13.3%	29.4%	32.4%	18.4%	2.8%	3.7%

WITHOUT "DON'T KNOW"

Q19b. Local Economy: Please rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never." (without "don't know")

(N=429)

	Everyday	A few times per week	At least once per week	A few times per year	Seldom or never
Q19b-1. Shop in Chapel Hill	12.8%	43.8%	31.7%	6.5%	5.1%
Q19b-2. Go outside Town limits to shop	4.8%	29.3%	40.9%	19.9%	5.1%
Q19b-3. Use internet for your shopping	13.8%	30.5%	33.7%	19.1%	2.9%

Q20. Which ONE of the items listed in Question 19a should receive the MOST EMPHASIS from Town leaders?

Q20. Most emphasized item	Number	Percent
New company growth (incubators, start-ups, entrepreneurs)	87	20.3 %
Job growth	42	9.8 %
Access to shopping	57	13.3 %
Quality of new development in Town	172	40.1 %
None chosen	71	16.6 %
Total	429	100.0 %

Q21. Town Information: What are your sources for Town news and information?

Q21. What are your sources for Town news & information	Number	Percent
Town email subscription (Chapel Hill eNews)	138	32.2 %
TV	153	35.7 %
Radio	147	34.3 %
Newspapers	137	31.9 %
Chapel Hill Gov-TV	14	3.3 %
Website for Town of Chapel Hill	199	46.4 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	106	24.7 %
Neighborhood associations	200	46.6 %
Local government-produced brochures or pamphlets	52	12.1 %
Local government representatives at events/meetings	23	5.4 %
Other	42	9.8 %
Total	1211	

Q22. Which TWO of the sources listed in Question 21 do you MOST PREFER to use for Town news and information?

Q22. Top choice	Number	Percent
Town email subscription (Chapel Hill eNews)	98	22.8 %
TV	34	7.9 %
Radio	30	7.0 %
Newspapers	32	7.5 %
Chapel Hill Gov-TV	2	0.5 %
Website for Town of Chapel Hill	56	13.1 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	53	12.4 %
Neighborhood associations	23	5.4 %
Local government-produced brochures or pamphlets	6	1.4 %
Local government representatives at events/meetings	2	0.5 %
Other	12	2.8 %
None chosen	81	18.9 %
Total	429	100.0 %

Q22. Which TWO of the sources listed in Question 21 do you MOST PREFER to use for Town news and information?

Q22. 2nd choice	Number	Percent
Town email subscription (Chapel Hill eNews)	31	7.2 %
TV	26	6.1 %
Radio	39	9.1 %
Newspapers	37	8.6 %
Chapel Hill Gov-TV	3	0.7 %
Website for Town of Chapel Hill	68	15.9 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	28	6.5 %
Neighborhood associations	45	10.5 %
Local government-produced brochures or pamphlets	12	2.8 %
Local government representatives at events/meetings	12	2.8 %
Other	15	3.5 %
None chosen	113	26.3 %
Total	429	100.0 %

Q22. Which TWO of the sources listed in Question 21 do you MOST PREFER to use for Town news and information? (Top 2)

Q22. Sum of top 2 choices	Number	Percent
Town email subscription (Chapel Hill eNews)	129	30.1 %
TV	60	14.0 %
Radio	69	16.1 %
Newspapers	69	16.1 %
Chapel Hill Gov-TV	5	1.2 %
Website for Town of Chapel Hill	124	28.9 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	81	18.9 %
Neighborhood associations	68	15.9 %
Local government-produced brochures or pamphlets	18	4.2 %
Local government representatives at events/meetings	14	3.3 %
Other	27	6.3 %
None chosen	81	18.9 %
Total	745	

Q23. Town Communication: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Availability of information about Town programs & services	7.5%	38.2%	26.6%	7.9%	2.3%	17.5%
Q23-2. Usefulness of Town website	7.2%	33.3%	23.5%	6.3%	1.9%	27.7%
Q23-3. Quality of Chapel Hill eNews (weekly email newsletter)	6.1%	20.3%	14.7%	3.0%	0.7%	55.2%
Q23-4. Quality of Town engagement with residents	6.1%	21.9%	31.5%	11.0%	4.4%	25.2%
Q23-5. Quality of transparent, trusted, & accurate Town communication	7.0%	24.5%	25.2%	9.1%	6.8%	27.5%
Q23-6. Access to timely emergency information	16.8%	39.6%	15.4%	6.3%	0.2%	21.7%
Q23-7. Town information in alternative languages or formats, as requested	4.4%	8.9%	11.7%	1.4%	0.9%	72.7%
Q23-8. Overall effectiveness of Town communication with the public	7.2%	33.1%	27.0%	9.6%	3.3%	19.8%

WITHOUT "DON'T KNOW"**Q23. Town Communication: Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=429)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Availability of information about Town programs & services	9.0%	46.3%	32.2%	9.6%	2.8%
Q23-2. Usefulness of Town website	10.0%	46.1%	32.6%	8.7%	2.6%
Q23-3. Quality of Chapel Hill eNews (weekly email newsletter)	13.5%	45.3%	32.8%	6.8%	1.6%
Q23-4. Quality of Town engagement with residents	8.1%	29.3%	42.1%	14.6%	5.9%
Q23-5. Quality of transparent, trusted, & accurate Town communication	9.6%	33.8%	34.7%	12.5%	9.3%
Q23-6. Access to timely emergency information	21.4%	50.6%	19.6%	8.0%	0.3%
Q23-7. Town information in alternative languages or formats, as requested	16.2%	32.5%	42.7%	5.1%	3.4%
Q23-8. Overall effectiveness of Town communication with the public	9.0%	41.3%	33.7%	11.9%	4.1%

Q24. Which TWO of the items listed in Question 23 should receive the MOST EMPHASIS from Town leaders?

<u>Q24. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	66	15.4 %
Usefulness of Town website	55	12.8 %
Quality of Chapel Hill eNews (weekly email newsletter)	17	4.0 %
Quality of Town engagement with residents	43	10.0 %
Quality of transparent, trusted, & accurate Town communication	49	11.4 %
Access to timely emergency information	44	10.3 %
Town information in alternative languages or formats, as requested	15	3.5 %
Overall effectiveness of Town communication with the public	42	9.8 %
None chosen	98	22.8 %
Total	429	100.0 %

Q24. Which TWO of the items listed in Question 23 should receive the MOST EMPHASIS from Town leaders?

<u>Q24. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	45	10.5 %
Usefulness of Town website	37	8.6 %
Quality of Chapel Hill eNews (weekly email newsletter)	16	3.7 %
Quality of Town engagement with residents	41	9.6 %
Quality of transparent, trusted, & accurate Town communication	52	12.1 %
Access to timely emergency information	45	10.5 %
Town information in alternative languages or formats, as requested	14	3.3 %
Overall effectiveness of Town communication with the public	54	12.6 %
None chosen	125	29.1 %
Total	429	100.0 %

Q24. Which TWO of the items listed in Question 23 should receive the MOST EMPHASIS from Town leaders? (Top 2)

<u>Q24. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	111	25.9 %
Usefulness of Town website	92	21.4 %
Quality of Chapel Hill eNews (weekly email newsletter)	33	7.7 %
Quality of Town engagement with residents	84	19.6 %
Quality of transparent, trusted, & accurate Town communication	101	23.5 %
Access to timely emergency information	89	20.7 %
Town information in alternative languages or formats, as requested	29	6.8 %
Overall effectiveness of Town communication with the public	96	22.4 %
None chosen	98	22.8 %
Total	733	

Q25. Diversity, Equity, and Inclusion: Please rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=429)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q25-1. I have been reluctant to participate in a Town program because I feel like I don't belong	2.6%	7.7%	14.7%	34.7%	24.7%	15.6%
Q25-2. Town of Chapel Hill equitably delivers services to all residents	7.9%	27.7%	16.8%	8.6%	4.7%	34.3%
Q25-3. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in jobs	5.1%	17.2%	16.6%	7.9%	3.3%	49.9%
Q25-4. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in housing	4.2%	13.8%	13.3%	20.3%	9.6%	38.9%
Q25-5. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in education	6.5%	24.2%	13.1%	13.1%	7.9%	35.2%
Q25-6. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in criminal justice system	5.1%	13.8%	12.4%	6.8%	5.6%	56.4%

WITHOUT "DON'T KNOW"**Q25. Diversity, Equity, and Inclusion: Please rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")**

(N=429)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q25-1. I have been reluctant to participate in a Town program because I feel like I don't belong	3.0%	9.1%	17.4%	41.2%	29.3%
Q25-2. Town of Chapel Hill equitably delivers services to all residents	12.1%	42.2%	25.5%	13.1%	7.1%
Q25-3. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in jobs	10.2%	34.4%	33.0%	15.8%	6.5%
Q25-4. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in housing	6.9%	22.5%	21.8%	33.2%	15.6%
Q25-5. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in education	10.1%	37.4%	20.1%	20.1%	12.2%
Q25-6. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in criminal justice system	11.8%	31.6%	28.3%	15.5%	12.8%

Q26. COVID-19. Which THREE areas do you think are most important for the Town of Chapel Hill to continue to fund during the COVID-19 Pandemic?

Q26. Which areas are most important for Town to continue to fund during COVID-19 Pandemic

	Number	Percent
Utility payment assistance	92	21.4 %
Housing & rent assistance	206	48.0 %
Food	163	38.0 %
Ensuring access to medical health services	215	50.1 %
Ensuring access to behavioral health services	126	29.4 %
Preventing COVID-19 spread	164	38.2 %
Helping small businesses	124	28.9 %
Quarantine spaces for families & individuals	8	1.9 %
Communicating information about COVID-19	73	17.0 %
Other	5	1.2 %
Total	1176	

Q26-10. Other

Q3-23. Other	Number	Percent
All these rules and regulations have not prevented covid transmission. Mask mandates are terrible. Masks should be a choice, not mandatory.	1	20.0 %
Education	1	20.0 %
Planning	1	20.0 %
Too much new construction development	1	20.0 %
I think the town should provide N95 KN95, KF94, FFP2 (high quality masks) to all teachers and students for all K-12 schools and Essential services (supermarkets, gov't buildings).		
<u>The town should evaluate the air quality for all schools</u>	1	20.0 %
Total	5	100.0 %

Q27. Please rate how frequently you do each of the following using a scale where 5 is "Every Workday" and 1 is "Never."

(N=429)

	Every workday	A few times per week	A few times per month	A few times per year	Never	Don't know
Q27-1. How often did you telecommute prior to COVID-19	11.4%	11.4%	12.1%	14.2%	41.7%	9.1%
Q27-2. How often are you currently telecommuting	29.8%	16.6%	14.9%	4.9%	24.2%	9.6%
Q27-3. How often do you anticipate telecommuting after COVID-19	14.5%	24.0%	17.0%	7.0%	23.3%	14.2%

WITHOUT "DON'T KNOW"**Q27. Please rate how frequently you do each of the following using a scale where 5 is "Every Workday" and 1 is "Never." (without "don't know")**

(N=429)

	Every workday	A few times per week	A few times per month	A few times per year	Never
Q27-1. How often did you telecommute prior to COVID-19	12.6%	12.6%	13.3%	15.6%	45.9%
Q27-2. How often are you currently telecommuting	33.0%	18.3%	16.5%	5.4%	26.8%
Q27-3. How often do you anticipate telecommuting after COVID-19	16.8%	28.0%	19.8%	8.2%	27.2%

Q28. During COVID-19, the Town implemented several changes to programs to better serve community needs. Please indicate which services you have participated in during the past year.

Q28. Which services have you participated in during past year	Number	Percent
Modified inspection services	23	5.4 %
Digital permitting services	21	4.9 %
Outdoor seating extensions at restaurants on Franklin Street	226	52.7 %
Temporary curbside pickup zones at local businesses	226	52.7 %
Virtual public meetings	103	24.0 %
Small business assistance loans	8	1.9 %
Mask distributions	23	5.4 %
Food banks	25	5.8 %
Support circles	4	0.9 %
Modified library programs	162	37.8 %
Modified parks & recreation programs	71	16.6 %
Total	892	

Q29. About how long have you lived in Chapel Hill?

<u>Q29. About how long have you lived in Chapel Hill</u>	<u>Number</u>	<u>Percent</u>
Less than 6 months	15	3.5 %
6 months-5 years	86	20.0 %
6-10 years	46	10.7 %
11-20 years	93	21.7 %
20+ years	185	43.1 %
Not provided	4	0.9 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q29. About how long have you lived in Chapel Hill? (without "not provided")**

<u>Q29. About how long have you lived in Chapel Hill</u>	<u>Number</u>	<u>Percent</u>
Less than 6 months	15	3.5 %
6 months-5 years	86	20.2 %
6-10 years	46	10.8 %
11-20 years	93	21.9 %
20+ years	185	43.5 %
Total	425	100.0 %

Q30. What is your age?

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	83	19.3 %
35-44	91	21.2 %
45-54	86	20.0 %
55-64	81	18.9 %
65-74	53	12.4 %
75+	29	6.8 %
Not provided	6	1.4 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q30. What is your age? (without "not provided")**

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	83	19.6 %
35-44	91	21.5 %
45-54	86	20.3 %
55-64	81	19.1 %
65-74	53	12.5 %
75+	29	6.9 %
Total	423	100.0 %

Q31. How do you identify yourself?

Q31. Your gender	Number	Percent
Male	202	47.1 %
Female	210	49.0 %
Other	2	0.5 %
Not provided	15	3.5 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q31. How do you identify yourself? (without "not provided")**

Q31. Your gender	Number	Percent
Male	202	48.8 %
Female	210	50.7 %
Other	2	0.5 %
Total	414	100.0 %

Q31-3. Self-describe your gender:

Q31-3. Self-describe your gender	Number	Percent
Non-binary	2	100.0 %
Total	2	100.0 %

Q32. How many children in each of the following age groups live with you in Chapel Hill?

	Number	Percent
Ages 0-5	67	27.9%
Ages 6-13	96	40.0%
Ages 14-17	77	32.1%
Total	240	100.0%

Q33. Which of the following best describes your race?

<u>Q33. What best describes your race</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	54	12.6 %
White	306	71.3 %
American Indian/Eskimo	3	0.7 %
Black/African American	44	10.3 %
Other	10	2.3 %
Not provided	12	2.8 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Which of the following best describes your race? (without "not provided")**

<u>Q33. What best describes your race</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	54	12.9 %
White	306	73.4 %
American Indian/Eskimo	3	0.7 %
Black/African American	44	10.6 %
Other	10	2.4 %
Total	417	100.0 %

Q33-5. Self-describe your race:

<u>Q33-5. Self-describe your race</u>	<u>Number</u>	<u>Percent</u>
Hispanic	6	60.0 %
Mixed	2	20.0 %
Latino	1	10.0 %
More than one	1	10.0 %
Total	10	100.0 %

Q34. Do you consider yourself to be Hispanic/Latino?

Q34. Do you consider yourself to be Hispanic/ Latino		
	Number	Percent
Yes	28	6.5 %
No	392	91.4 %
Not provided	9	2.1 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q34. Do you consider yourself to be Hispanic/Latino? (without "not provided")**

Q34. Do you consider yourself to be Hispanic/ Latino		
	Number	Percent
Yes	28	6.7 %
No	392	93.3 %
Total	420	100.0 %

Q35. What is the primary language used in your household?

Q35. What is the primary language used in your household	Number	Percent
English	398	92.8 %
Spanish	6	1.4 %
Chinese	8	1.9 %
Korean	1	0.2 %
Burmese	1	0.2 %
Other	7	1.6 %
Not provided	8	1.9 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q35. What is the primary language used in your household? (without "not provided")**

Q35. What is the primary language used in your household	Number	Percent
English	398	94.5 %
Spanish	6	1.4 %
Chinese	8	1.9 %
Korean	1	0.2 %
Burmese	1	0.2 %
Other	7	1.7 %
Total	421	100.0 %

Q35-6. Other

Q35-6. Other	Number	Percent
French	1	14.3 %
Estonian	1	14.3 %
Marathi	1	14.3 %
Polish	1	14.3 %
Hebrew	1	14.3 %
Romanian	1	14.3 %
Russian	1	14.3 %
Total	7	100.0 %

Q36. Do you rent or own your home?

<u>Q36. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	156	36.4 %
Own	261	60.8 %
Other	3	0.7 %
Not provided	9	2.1 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q36. Do you rent or own your home? (without "not provided")**

<u>Q36. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Rent	156	37.1 %
Own	261	62.1 %
Other	3	0.7 %
Total	420	100.0 %

Q36-3. Other

<u>Q36-3. Other</u>	<u>Number</u>	<u>Percent</u>
Live with parents	1	33.3 %
Sorority Director (free housing)	1	33.3 %
Live in CCRC	1	33.3 %
Total	3	100.0 %

Q37. Do you know your neighbors?

Q37. Do you know your neighbors	Number	Percent
Yes	386	90.0 %
No	43	10.0 %
Total	429	100.0 %

Q38. Would you say your total annual household income is...

Q38. Your total household income	Number	Percent
Under \$30K	48	11.2 %
\$30K to \$59,999	72	16.8 %
\$60K to \$99,999	117	27.3 %
\$100K+	136	31.7 %
Not provided	56	13.1 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Would you say your total annual household income is... (without "not provided")**

Q38. Your total household income	Number	Percent
Under \$30K	48	12.9 %
\$30K to \$59,999	72	19.3 %
\$60K to \$99,999	117	31.4 %
\$100K+	136	36.5 %
Total	373	100.0 %

Q39. What is the highest level of education that you have completed?

Q39. Highest level of education you have completed	Number	Percent
Less than high school	4	0.9 %
High school	23	5.4 %
Some college	58	13.5 %
4-year college	172	40.1 %
Graduate degree	138	32.2 %
Not provided	34	7.9 %
Total	429	100.0 %

WITHOUT "NOT PROVIDED"**Q39. What is the highest level of education that you have completed? (without "not provided")**

Q39. Highest level of education you have completed	Number	Percent
Less than high school	4	1.0 %
High school	23	5.8 %
Some college	58	14.7 %
4-year college	172	43.5 %
Graduate degree	138	34.9 %
Total	395	100.0 %

Section 7: Survey Instrument



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

January 2022

Dear Chapel Hill Resident,

Every two years the Town of Chapel Hill conducts a Community Survey to hear from our residents about a host of issues. This is an opportunity to express *your views* on local services, facilities and programs. Results of the survey inform the strategic planning and budgeting processes for the Town of Chapel Hill.

We hear you when you tell us about areas that should receive emphasis. In the last survey, you told us you wanted to see improvements to our transportation infrastructure, including better management of traffic flow and additional public parking. We have since provided additional funding to better maintain our streets, implemented a new town wide traffic modeling system to assist with traffic management and are in the process of increasing parking opportunities throughout town especially in our Downtown Business Corridor.

By completing the 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. You may also complete this survey online at TownofChapelHillSurvey.org.


Survey results will be released to the public in early 2022. If you have questions or would like to receive results by email, please contact Communications and Public Affairs Director Sabrina M. Oliver at soliver@townofchapelhill.org or Communications Manager Ran Northam at rnortham@townofchapelhill.org.

You can learn more at www.townofchapelhill.org/survey.

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

Sincerely,

Maurice Jones
Town Manager



The Town of Chapel Hill provides language assistance to residents at no cost for Town services, programs, and meetings, including interpretation and translation. To request these services, please contact 919-969-5105.

El pueblo de Chapel Hill ofrece asistencia lingüística a los residentes sin costo por los servicios, programas y reuniones de la ciudad, incluida la interpretación y la traducción. Para solicitar estos servicios, comunicarse al: (919) 969-5105.

教堂山镇为使用本镇各项服务、节目及会议的居民提供免费语言援助，包括口译和翻译。欲申请这些服务，请联系 919-969-5105。

Chapel Hill မြို့သည် ဒေသခံများအတွက် မြို့တွင်းဝန်ဆောင်မှုများ၊ ပရိုဂရမ် အစီအစဉ်များနှင့် အစည်းအဝေးများ အတွက် အပါအဝင် စကားပြန်ခြင်းနှင့် ဘာသာပြန်ခြင်းအတွက် လည်းကောင်း၊ စရိတ်များပေးစရာမလိုဘဲ ဘာသာစကား အထောက်အပံ့ ရရှိနိုင်ရန်အခမဲ့ ကူညီပေးသည်။ ဤဝန်ဆောင်မှုများကို တောင်းခံလိုပါက ကျေးဇူးပြု၍ ၉၁၉-၉၆၈-၂၇၅၆ သို့ဆက်သွယ်ပါ။

တင်ဟ်ဖျူလာဝါအတိုင်းအတိုင်းနီနီကွဲးယါဂီဝါဒွဲးပဟဟ(Chapel Hill) ကတဲကတီဝဲကျိတ်တိတိစါမါစါကလီပုလါအအိတ်တိဆိးတါလါဟိတ်ကဝီပုလါအါလါတဘိဟုဒုအဘူးအလဲဘိလါဝါတါမါစါအဂီ၊ တါရိတ်တါကျဲတဖ်အဂီ၊ ဒီးတါအိတ်မိတ်တဖ်အဂီ၊ ပုလုတ် တါကတီကျိတ်ထံ ဒီး တါကွဲးကျိတ်ထံ. လါတါယုထီဒ်တါမါစါတဖ်အဂီ ဝံသးစူဝဲးကျိတ်ဘိတ် ၉၁၉-၉၆၈-၂၇၅၆

2022 Town of Chapel Hill Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town of Chapel Hill's ongoing effort to identify ways to improve the quality of our services. Your responses will remain completely confidential. If you don't know about a program or have not used a service, mark "Don't Know" rather than "Neutral." If you prefer to take this survey online please visit TownofChapelHillSurvey.org. Thank you for your participation!

1. Major Categories of Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Police services	5	4	3	2	1	9
02.	Fire services	5	4	3	2	1	9
03.	Parks, greenways and recreation facilities	5	4	3	2	1	9
04.	Recreation programs	5	4	3	2	1	9
05.	Public Library services	5	4	3	2	1	9
06.	Chapel Hill Transit	5	4	3	2	1	9
07.	Town code and ordinance enforcement	5	4	3	2	1	9
08.	Town communications with the public	5	4	3	2	1	9
09.	Management of traffic flow	5	4	3	2	1	9
10.	Management of stormwater runoff	5	4	3	2	1	9
11.	Trash and yard waste collection services	5	4	3	2	1	9
12.	Permit and inspections services	5	4	3	2	1	9
13.	Public parking	5	4	3	2	1	9

2. **Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders?** [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____ NONE

3. **Usage of Town Services and Facilities.** What services and facilities provided by the Town of Chapel Hill do you or other members of your household use? [Check all that apply.]

- | | | |
|--|---|---|
| <input type="checkbox"/> (01) Fire services | <input type="checkbox"/> (09) Trash and yard waste services | <input type="checkbox"/> (17) Art, history, and cultural programs |
| <input type="checkbox"/> (02) Chapel Hill Public Library | <input type="checkbox"/> (10) The Corner Teen Center | <input type="checkbox"/> (18) Outdoor festivals & special events |
| <input type="checkbox"/> (03) Parks | <input type="checkbox"/> (11) Council meetings | <input type="checkbox"/> (19) Public information meetings |
| <input type="checkbox"/> (04) Recreation programs | <input type="checkbox"/> (12) Town swimming pools | <input type="checkbox"/> (20) Chapel Hill Open Data |
| <input type="checkbox"/> (05) Greenways | <input type="checkbox"/> (13) Town website | <input type="checkbox"/> (21) Community Centers |
| <input type="checkbox"/> (06) Town athletic fields | <input type="checkbox"/> (14) Downtown parking | <input type="checkbox"/> (22) Permits and inspections |
| <input type="checkbox"/> (07) Chapel Hill eNews | <input type="checkbox"/> (15) Electric charging stations | <input type="checkbox"/> (23) Other: _____ |
| <input type="checkbox"/> (08) Police services | <input type="checkbox"/> (16) Chapel Hill Transit | |

4. Perceptions of Town Government. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The Town is responsive to the needs of its residents	5	4	3	2	1	9
2.	I have opportunities to participate in Town decision making	5	4	3	2	1	9
3.	I have a good understanding of the services provided by the Town	5	4	3	2	1	9
4.	The Town is prioritizing policy and decision making to address climate change	5	4	3	2	1	9

5. **This next question is intended to measure public participation: Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods?**

(1) Yes (2) No

6. Value of Town Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the Town	5	4	3	2	1	9
2.	Overall quality of customer service from Town employees	5	4	3	2	1	9
3.	Value of my tax dollars and fees	5	4	3	2	1	9
4.	How well the Town is planning for the future	5	4	3	2	1	9

7. Public Safety Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall feeling of safety in Town	5	4	3	2	1	9
2.	Fire safety, education, and outreach	5	4	3	2	1	9
3.	Police safety, education, and outreach	5	4	3	2	1	9
4.	Professionalism of police personnel toward people	5	4	3	2	1	9
5.	Visibility of police in neighborhoods	5	4	3	2	1	9
6.	Traffic enforcement	5	4	3	2	1	9
7.	Safety and security in your neighborhood	5	4	3	2	1	9
8.	Availability of crime data/police records	5	4	3	2	1	9

8. Which TWO of the items listed in Question 7 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____ NONE

9. Transportation and Infrastructure. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Ease of use of Chapel Hill Transit	5	4	3	2	1	9
02.	Snow removal on streets in Chapel Hill	5	4	3	2	1	9
03.	Availability of parking downtown	5	4	3	2	1	9
04.	Ease of use of parking payment options	5	4	3	2	1	9
05.	Ease of travel by car in Chapel Hill	5	4	3	2	1	9
06.	Ease of walking in Chapel Hill	5	4	3	2	1	9
07.	Ease of bicycling in Chapel Hill	5	4	3	2	1	9
08.	Availability of sidewalks	5	4	3	2	1	9
09.	Availability of greenways/multi-use paths	5	4	3	2	1	9
10.	Connectivity of greenways/multi-use paths	5	4	3	2	1	9
11.	Availability of on-street bike facilities (lanes, sharrows, green paint)	5	4	3	2	1	9
12.	Availability of bicycle parking	5	4	3	2	1	9
13.	Adequacy of street lighting	5	4	3	2	1	9
14.	Timing of traffic signals	5	4	3	2	1	9
15.	Ease of vehicle travel during a.m. and p.m. peak times	5	4	3	2	1	9
16.	Ease of vehicle travel outside a.m. and p.m. peak times	5	4	3	2	1	9

10. Which THREE of the items listed in Question 9 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____ NONE

11. Does anyone in your household ride a bicycle? ____ (1) Yes [Answer Q11a.] ____ (2) No [Skip to Q11b.]

11a. Why do they ride a bicycle?

____ (1) To commute to work or school ____ (2) For errands ____ (3) For recreation

11b. Why not? _____

12. Public Facilities. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of Downtown Chapel Hill	5	4	3	2	1	9
02.	Maintenance of Town buildings and facilities	5	4	3	2	1	9
03.	Landscaping in parks, medians, and other public areas	5	4	3	2	1	9
04.	Cleanliness of streets and public areas	5	4	3	2	1	9
05.	Maintenance of sidewalks	5	4	3	2	1	9
06.	Maintenance of streets	5	4	3	2	1	9
07.	Access for children to Town facilities and services	5	4	3	2	1	9
08.	Access for teens to Town facilities and services	5	4	3	2	1	9
09.	Access for seniors to Town facilities and services	5	4	3	2	1	9
10.	Access for persons with disabilities to Town facilities and services	5	4	3	2	1	9

13. Which TWO of the items listed in Question 12 should receive the MOST EMPHASIS from Town leaders? *[Write in your answers below using the numbers from the list in Question 12.]*

1st: ____ 2nd: ____ NONE

14. Sustainability. Please indicate whether you or the members of your household are doing each of the following.			
1.	I have taken steps to make my house more energy efficient	Yes	No
2.	I have taken steps to make my house more water efficient	Yes	No
3.	I am taking steps to reduce my carbon emissions from transportation	Yes	No
4.	I am taking steps to reduce how much I throw away in the garbage	Yes	No
5.	I am taking steps to be more sustainable at work/school	Yes	No
6.	I am taking steps to compost food scraps and/or yard waste	Yes	No

15. Housing. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of housing options by price	5	4	3	2	1	9
2.	Availability of a range of housing types (e.g., townhomes, condos, single family)	5	4	3	2	1	9
3.	Quality of Town's affordable housing programs	5	4	3	2	1	9

16. Which ONE of the items listed in Question 15 should receive the MOST EMPHASIS from Town leaders? *[Write in your answers below using the numbers from the list in Question 15.]*

1st: ____ NONE

17. Quality of Life. Rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor."		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to work	5	4	3	2	1	9
3.	As a place to raise children	5	4	3	2	1	9
4.	As a place to retire	5	4	3	2	1	9
5.	As a place to do business	5	4	3	2	1	9
6.	As a place where I feel welcome	5	4	3	2	1	9
7.	Overall quality of life in the town	5	4	3	2	1	9

18. Perceptions of the Community. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall appearance of the town	5	4	3	2	1	9
2.	Access to parks and green space	5	4	3	2	1	9
3.	Consideration of future generations	5	4	3	2	1	9
4.	Acceptance of diverse populations	5	4	3	2	1	9
5.	Availability of cultural activities, the arts	5	4	3	2	1	9
6.	Availability of festivals and community events	5	4	3	2	1	9

19a. Local Economy. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	New company growth (incubators, start-ups, entrepreneurs)	5	4	3	2	1	9
2.	Job growth	5	4	3	2	1	9
3.	Access to shopping	5	4	3	2	1	9
4.	Quality of new development in town	5	4	3	2	1	9
19b. Rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never."		Every Day	A Few Times Per Week	At Least Once Per Week	A few Times Per Year	Seldom or Never	Don't Know
1.	Shop in Chapel Hill	5	4	3	2	1	9
2.	Go outside Town limits to shop	5	4	3	2	1	9
3.	Use the internet for your shopping	5	4	3	2	1	9

20. Which ONE of the items listed in Question 19a should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 19.]

1st: _____ NONE

21. **Town Information.** What are your sources for Town news and information? [Check all that apply.]

- | | |
|---|--|
| ____(01) Town email subscription (Chapel Hill eNews) | ____(08) Neighborhood associations |
| ____(02) TV | ____(09) Local government-produced brochures or pamphlets |
| ____(03) Radio | ____(10) Local government representatives at events/meetings |
| ____(04) Newspapers | ____(11) Other: _____ |
| ____(05) Chapel Hill Gov-TV | |
| ____(06) Website for Town of Chapel Hill | |
| ____(07) @ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor) | |

22. Which TWO of the sources listed in Question 21 do you MOST PREFER to use for Town news and information? [Write in your answers below using the numbers from the list in Question 21.]

1st: _____ 2nd: _____ NONE

23. Town Communication. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of information about Town programs and services	5	4	3	2	1	9
2.	Usefulness of Town website	5	4	3	2	1	9
3.	Quality of Chapel Hill eNews (weekly email newsletter)	5	4	3	2	1	9
4.	Quality of Town engagement with residents	5	4	3	2	1	9
5.	Quality of transparent, trusted, and accurate Town communication	5	4	3	2	1	9
6.	Access to timely emergency information	5	4	3	2	1	9
7.	Town information in alternative languages or formats, as requested	5	4	3	2	1	9
8.	Overall effectiveness of Town communication with the public	5	4	3	2	1	9

24. Which TWO of the items listed in Question 23 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 23.]

1st: _____ 2nd: _____ NONE

25. Diversity, Equity, and Inclusion. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I have been reluctant to participate in a Town program because I feel like I don't belong	5	4	3	2	1	9
2.	The Town of Chapel Hill equitably delivers services to all residents	5	4	3	2	1	9
3.	The Town of Chapel Hill equitably addresses social, economic, and racial equity differences in jobs	5	4	3	2	1	9
4.	The Town of Chapel Hill equitably addresses social, economic, and racial equity differences in housing	5	4	3	2	1	9
5.	The Town of Chapel Hill equitably addresses social, economic, and racial equity differences in education	5	4	3	2	1	9
6.	The Town of Chapel Hill equitably addresses social, economic, and racial equity differences in the criminal justice system	5	4	3	2	1	9

26. COVID-19. Which THREE areas do you think are most important for the Town of Chapel Hill to continue to fund during the COVID-19 Pandemic?

- | | |
|---|--|
| <input type="checkbox"/> (01) Utility payment assistance | <input type="checkbox"/> (06) Preventing COVID-19 Spread |
| <input type="checkbox"/> (02) Housing and rent assistance | <input type="checkbox"/> (07) Helping small businesses |
| <input type="checkbox"/> (03) Food | <input type="checkbox"/> (08) Quarantine spaces for families and individuals |
| <input type="checkbox"/> (04) Ensuring access to medical health services | <input type="checkbox"/> (09) Communicating information about COVID-19 |
| <input type="checkbox"/> (05) Ensuring access to behavioral health services | <input type="checkbox"/> (10) Other: _____ |

27. Rate how frequently you do each of the following using a scale where 5 is "Every Workday" and 1 is "Never"		Every Workday	A Few Times Per Week	A Few Times Per Month	A Few Times Per Year	Never	Don't Know
1.	How often did you telecommute prior to COVID-19?	5	4	3	2	1	9
2.	How often are you currently telecommuting?	5	4	3	2	1	9
3.	How often do you anticipate telecommuting after COVID-19?	5	4	3	2	1	9

28. During COVID-19, the Town implemented several changes to programs to better serve community needs. Please indicate which services you have participated in during the past year. [Check all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> (01) Modified inspection services | <input type="checkbox"/> (06) Small business assistance loans |
| <input type="checkbox"/> (02) Digital permitting services | <input type="checkbox"/> (07) Mask distributions |
| <input type="checkbox"/> (03) Outdoor seating extensions at restaurants on Franklin Street | <input type="checkbox"/> (08) Food banks |
| <input type="checkbox"/> (04) Temporary curbside pickup zones at local businesses | <input type="checkbox"/> (09) Support circles |
| <input type="checkbox"/> (05) Virtual public meetings | <input type="checkbox"/> (10) Modified Library programs |
| | <input type="checkbox"/> (11) Modified Parks and Recreation programs |

29. About how long have you lived in Chapel Hill?

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Less than 6 months | <input type="checkbox"/> (3) 6 - 10 years | <input type="checkbox"/> (5) More than 20 years |
| <input type="checkbox"/> (2) 6 months - 5 years | <input type="checkbox"/> (4) 11 - 20 years | |

30. What is your age?

- | | | | | | |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|----------------------------------|
| <input type="checkbox"/> (1) 18 - 34 | <input type="checkbox"/> (2) 35 - 44 | <input type="checkbox"/> (3) 45 - 54 | <input type="checkbox"/> (4) 55 - 64 | <input type="checkbox"/> (5) 65 - 74 | <input type="checkbox"/> (6) 75+ |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|----------------------------------|

31. How do you identify yourself?

- | | | |
|-----------------------------------|-------------------------------------|---|
| <input type="checkbox"/> (1) Male | <input type="checkbox"/> (2) Female | <input type="checkbox"/> (3) Other: _____ |
|-----------------------------------|-------------------------------------|---|

32. How many children in each of the following age groups live with you in Chapel Hill? [If there are no children living with you in an age group, please write "0"]

- | | | |
|-------------------|--------------------|---------------------|
| Ages 0 - 5: _____ | Ages 6 - 13: _____ | Ages 14 - 17: _____ |
|-------------------|--------------------|---------------------|

- 33. Which of the following best describes your race? [Check all that apply.]**
 (1) Asian/Pacific Islander (3) American Indian/Eskimo (5) Other: _____
 (2) White (4) Black/African American
- 34. Do you consider yourself to be Hispanic/Latino?** (1) Yes (2) No
- 35. What is the primary language used in your household?**
 (1) English (3) Chinese (5) Burmese
 (2) Spanish (4) Karen (6) Other: _____
- 36. Do you rent or own your home?** (1) Rent (2) Own (3) Other: _____
- 37. Do you know your neighbors?** (1) Yes (2) No
- 38. Would you say your total annual household income is...**
 (1) Under \$30,000 (2) \$30,000 to \$59,999 (3) \$60,000 to \$99,999 (4) \$100,000 or more
- 39. What is the highest level of education that you have completed?**
 (1) Less than high school (3) Some college (5) Graduate degree
 (2) High school (4) 4-year college

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 anonymous. The information printed to the right will ONLY be used to help identify which areas of the Town are having problems with Town services. If your address is not correct, please provide the correct information. Thank you.