

**Amy Harvey**

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**From:** Roger Stancil  
**Sent:** Tuesday, May 08, 2018 7:29 PM  
**To:** Allen Buansi; Donna Bell; Hongbin Gu; Jeanne Brown; Jess Anderson; Karen Stegman; Town Council; Michael Parker; Nancy Oates; Pam Hemminger; Rachel Schaevitz; Roger Stancil; Ross Tompkins  
**Cc:** Amy Harvey; Beth Vazquez; Carolyn Worsley; Catherine Lazorko; Christina Strauch; Dwight Bassett; Flo Miller; Mary Jane Nirdlinger; Rae Buckley; Ralph Karpinos; Ran Northam; Roger Stancil; Sabrina Oliver  
**Subject:** Council Questions: Item 2: Community Survey  
**Attachments:** Chapel Hill 10-Year Trends (March 29, 2018).xlsx; SURVEY - Town of Chapel Hill Community Survey.pdf

**A link to the survey results:** [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey)

**Council Question:** For how many years has this survey been conducted? Have the questions in the survey been worded the same year after year?

**Staff Response:** *The Chapel Hill Community Survey has been conducted biennially since 2009. General questions about service areas have remained the same with flexibility for adding topical questions and removing others. While the 2018 survey for Chapel Hill was redesigned, questions to track trend and benchmarking data with itself and other cities across the nation have remained the same.*

**Council Question:** Has town staff tracked changes over time in survey responses (e.g. % satisfaction with town services)?

**Staff Response:** *Chapel Hill has new 10-year survey trend charts to show changes over time in perception. See attached.*

**Council Question:** Technically speaking, are the survey respondents “residents” or are they “citizens” as the “Goals” slide on p. 20 suggests?

**Staff Response:** *Survey respondents are residents, and not all our residents are citizens. We will correct this slide.*

**Council Question:** Do respondents include or exclude on-campus residents/students?

**Staff Response:** *Respondents do not include on-campus residents, but they do include college students who are living in Chapel Hill neighborhoods.*

**Council Question:** I’m curious about the questions themselves. Can you provide an electronic version of the survey that was distributed?

**Staff Response:** *Yes, please see attached. Also complete survey data since 2009 is available at [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey)*

**Council Question:** Is there a way to compare the results with other municipalities in North Carolina is there only comparative data with the U.S. and the Atlantic region?

**Staff Response:** *ETC Institute typically uses US and Atlantic region benchmarking data. However, comparative data is available from other NC cities for which ETC conducts surveys, including:*

- Village of Pinehurst
- Town of Chapel Hill
- City of Wilmington
- City of Raleigh
- City of Durham
- Durham County

- *City of High Point*
- *Mecklenburg County*
- *City Fayetteville*
- *Town of Apex*
- *City of Concord*
- *Town of Smithfield*
- *City of Greenville*
- *City of Winston-Salem*
- *Town of Waxhaw*
- *City of Winston-Salem*
- *Cabarrus County*
- *Onslow County*
- *Town of Hillsborough*



**TOWN OF CHAPEL HILL**  
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January 2018

Dear Chapel Hill Resident,

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 our Town.

**We hear you when you tell us about areas that should receive emphasis.** In the last survey, you told us you wanted to see more bicycle lanes and greenways. Since then, we've added new bicycle lanes on Sage Road, Rosemary Street and the Ephesus Church-Fordham area. Construction is underway to extend Tanyard Branch Trail into the Northside Neighborhood. Morgan Creek Trail will be extended next.

Maintenance and preservation of downtown consistently ranks as a community priority. This year, we reimagined Rosemary Street; added street lighting, crosswalks and mini parks; and improved alleyways. New parking meters are being installed.

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

Survey results will be released to the public in spring 2018. To receive results by email or to subscribe to the Town's newsletter *Chapel Hill eNews*, contact us at [info@townofchapelhill.org](mailto:info@townofchapelhill.org).

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

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

Sincerely,

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

Roger L. Stancil  
Town Manager

Para asistencia en completar la encuesta en español, llame al 844-811-0411.

如需中文帮助完成社区问卷调查，请致电 844-872-2562.


# Town of Chapel Hill 2018 Community Survey

Please take a few minutes to complete this survey and thank you for your participation. Your input is an important part of the Town'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, please mark "Don't Know" rather than "Neutral". If you prefer to complete the survey online, please go to [www.TownofChapelHillSurvey.org](http://www.TownofChapelHillSurvey.org). (Survey questions are organized around the themes of the Chapel Hill 2020 comprehensive plan.)

Para asistencia en completar la encuesta en español, llame al 844-811-0411.

如需中文帮助完成社区问卷调查，请致电 844-872-2562.

1. **How satisfied are you with the following?** [Please rate your satisfaction level using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".]


 Major Categories of Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of police services	5	4	3	2	1	9
2.	Overall quality of fire services	5	4	3	2	1	9
3.	Overall quality of parks and recreation programs	5	4	3	2	1	9
4.	Overall quality of parks and recreation facilities	5	4	3	2	1	9
5.	Overall quality of public library services	5	4	3	2	1	9
6.	Overall quality of Chapel Hill Transit	5	4	3	2	1	9
7.	Overall efforts of Town to enforce codes and ordinances	5	4	3	2	1	9
8.	Overall effectiveness of Town communications with the public	5	4	3	2	1	9
9.	Overall management of traffic flow	5	4	3	2	1	9
10.	Overall management of stormwater runoff	5	4	3	2	1	9
11.	Overall quality of trash and yard waste collection services	5	4	3	2	1	9
12.	Overall quality of permit and inspections services	5	4	3	2	1	9
13.	Overall quality of 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: \_\_\_\_

3. **Usage of Town Services and Facilities.** Please CHECK ALL the services and facilities provided by the Town of Chapel Hill that you or other members of your household have used during the past 12 months.

- |                                    |                                       |                                     |
|------------------------------------|---------------------------------------|-------------------------------------|
| ____(1) Fire services              | ____(9) Trash and yard waste services | ____(17) Arts programs              |
| ____(2) Chapel Hill Public Library | ____(10) The Corner Teen center       | ____(18) Public information meeting |
| ____(3) Parks                      | ____(11) Council meeting              | ____(19) Chapel Hill Open Data      |
| ____(4) Recreation programs        | ____(12) Town swimming pools          | ____(20) Community centers          |
| ____(5) Greenways                  | ____(13) Town website                 | ____(21) Permits and inspections    |
| ____(6) Town athletic fields       | ____(14) Downtown parking             | ____(22) Other: _____               |
| ____(7) Chapel Hill eNews          | ____(15) Electric Charging Stations   |                                     |
| ____(8) Police services            | ____(16) Chapel Hill Transit          |                                     |

 <b>4. Protect and Provide for a Safe Community</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
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.	The attitude and behavior 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.	Accessibility of crime data/police reports	5	4	3	2	1	9

**5. Which TWO of the items listed in Question 4 do you think should receive the MOST EMPHASIS from Town leaders?** *[Write in your answers below using the numbers from the list in Question 4.]*  
 1st: \_\_\_\_ 2nd: \_\_\_\_

 <b>6. Getting Around</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Ease of use of Chapel Hill Transit	5	4	3	2	1	9
2.	Snow removal on town streets	5	4	3	2	1	9
3.	Availability of parking downtown	5	4	3	2	1	9
4.	Ease of use of parking payment options	5	4	3	2	1	9
5.	Ease of travel by car in town	5	4	3	2	1	9
6.	Ease of walking in town	5	4	3	2	1	9
7.	Ease of bicycling in town	5	4	3	2	1	9
8.	Availability of sidewalks	5	4	3	2	1	9
9.	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, etc.)	5	4	3	2	1	9
12.	Availability of bicycle parking	5	4	3	2	1	9

**7. Which THREE of the items listed in Question 6 should receive the MOST EMPHASIS from Town leaders?** *[Write in your answers below using the numbers from the list in Question 6.]*  
 1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**8. Does anyone in your household ride a bicycle?** \_\_\_\_ (1) Yes *[Answer Q8a.]* \_\_\_\_ (2) No *[Answer Q8b.]*

**8a. If "Yes", why do they ride a bicycle?** *[Check all that apply.]*

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

**8b. If "No", why not?**

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**9. Create a Place for Everyone**

Very Satisfied    Satisfied    Neutral    Dissatisfied    Very Dissatisfied    Don't Know

		5	4	3	2	1	9
1.	How well the Town is planning for the future	5	4	3	2	1	9
2.	You feel your voice can influence change in Chapel Hill	5	4	3	2	1	9
3.	Acceptance of diverse populations	5	4	3	2	1	9
4.	Sense of belonging to community	5	4	3	2	1	9
5.	Availability of a range of housing options by price	5	4	3	2	1	9
6.	Availability of a range of housing types (e.g. townhomes, condos, single family)	5	4	3	2	1	9
7.	As a community thinking about choices for future generations	5	4	3	2	1	9
8.	Access for children to Town facilities and services	5	4	3	2	1	9
9.	Access for teens to Town facilities and services	5	4	3	2	1	9
10.	Access for seniors to Town facilities and services	5	4	3	2	1	9
11.	Access for persons with disabilities to Town facilities and services	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: \_\_\_\_



**11. Nurture Our Community**

Very Satisfied    Satisfied    Neutral    Dissatisfied    Very Dissatisfied    Don't Know


		5	4	3	2	1	9
1.	Quality of energy conservation programs	5	4	3	2	1	9
2.	Availability of green space	5	4	3	2	1	9
3.	Quality of climate change initiatives such as tree canopies and electric buses	5	4	3	2	1	9
4.	Availability of public electric charging stations	5	4	3	2	1	9
5.	Maintenance of downtown Chapel Hill	5	4	3	2	1	9
6.	Maintenance of streets	5	4	3	2	1	9
7.	Maintenance of sidewalk surfaces	5	4	3	2	1	9
8.	Upkeep of vegetation and landscaping around sidewalks	5	4	3	2	1	9
9.	Adequacy of street lighting	5	4	3	2	1	9
10.	Timing of traffic signals in town	5	4	3	2	1	9
11.	Maintenance of Town buildings, facilities	5	4	3	2	1	9
12.	Landscaping in parks, medians, and other public areas	5	4	3	2	1	9
13.	Cleanliness of streets and public areas	5	4	3	2	1	9

**11a. If you are dissatisfied with the adequacy of street lighting, please indicate why.**

\_\_\_\_(1) There are not enough street lights      \_\_\_\_ (3) Other: \_\_\_\_\_  
 \_\_\_\_ (2) There are too many street lights


**12. Which THREE of the items listed in Question 11 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 11.]**

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

 <b>13. Develop Good Places, New Spaces</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Overall appearance of the town	5	4	3	2	1	9
2.	Quality of new development in town	5	4	3	2	1	9
3.	Overall quality of life in town	5	4	3	2	1	9
4.	Access to restaurants/entertainment	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


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

1st: \_\_\_\_ 2nd: \_\_\_\_

 <b>15. Support Community Prosperity</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	New company growth (incubators, start-ups, entrepreneurs)	5	4	3	2	1	9
2.	Job growth	5	4	3	2	1	9
3.	Retail growth (stores, restaurants, etc.)	5	4	3	2	1	9
4.	Access to shopping	5	4	3	2	1	9
		Every day	A few times per week	At least once per week	A few times per year	Seldom or never	Don't Know
5.	How often do you typically go outside town limits to shop?	5	4	3	2	1	9
6.	How often do you use the internet for your shopping?	5	4	3	2	1	9

**16. Which TWO 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: \_\_\_\_ 2nd: \_\_\_\_

 <b>17. Govern with Quality and Steward Public Assets</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
		5	4	3	2	1	9
1.	Overall quality of services provided by Town of Chapel Hill	5	4	3	2	1	9
2.	Quality of customer service from Town employees	5	4	3	2	1	9
3.	Value of your tax dollars and fees	5	4	3	2	1	9
4.	Level of public involvement in Town decision-making	5	4	3	2	1	9
5.	Quality of transparent, trusted and accurate Town information	5	4	3	2	1	9
6.	Usefulness of Town website	5	4	3	2	1	9
7.	Access to information about Town issues/events	5	4	3	2	1	9
8.	Quality of Town engagement with residents	5	4	3	2	1	9

**18. Which TWO of the items listed in Question 17 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 17.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

**19. Looking Ahead. Which THREE of the following are MOST IMPORTANT to you? [Check only three.]**

- (1) Protect and provide for a safe community
- (2) Getting around
- (3) Create a place for everyone
- (4) Nurture our community
- (5) Develop new places, new spaces
- (6) Govern with quality and steward public assets

**20. Information from the Town of Chapel Hill. Which of the following do you use to get information about the Town of Chapel Hill? [Check all that apply.]**

- (1) Town e-notifications (Chapel Hill eNews)
- (2) Local television news
- (3) Local newspapers
- (4) Chapel Hill Gov-TV (cable TV)
- (5) Town of Chapel Hill website
- (6) Chapel Hill-Carrboro City Schools
- (7) @ChapelHillGov social media (Twitter, Facebook, NextDoor)
- (8) Neighborhood associations
- (9) Local radio
- (10) Chapel Hill Magazine
- (11) Community blogs
- (12) Other: \_\_\_\_\_

**DEMOGRAPHICS AND GENERAL QUESTIONS**

**21. Approximately how long have you lived in Chapel Hill?**

- (1) Less than 6 months
- (2) 6 months-5 years
- (3) 6-10 years
- (4) 11-20 years
- (5) More than 20 years

**22. What is your age?**

- (1) 18-34
- (2) 35-44
- (3) 45-54
- (4) 55-64
- (5) 65-74
- (6) 75+

**23. How do you identify yourself?**  (1) Male  (2) Female  (3) Other

**24. 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:

**25. Which of the following best describes your race/ethnicity? [Check all that apply.]**

- (1) Asian/Pacific Islander
- (2) White
- (3) American Indian/Eskimo
- (4) Black/African American
- (5) Hispanic/Latino/Spanish
- (6) Other: \_\_\_\_\_

**26. Primary language:**

- (1) English
- (2) Spanish
- (3) Chinese
- (4) Karen
- (5) Other: \_\_\_\_\_

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

- (1) Employed outside the home
- (2) UNC staff/faculty
- (3) Self-employed or work out of home
- (4) Student, retired, or not currently employed outside the home [Skip to Q29.]

**28. Where do you work?**

- (1) In Chapel Hill
- (2) In Carrboro
- (3) Somewhere else in Orange County
- (4) In Raleigh
- (5) In Durham
- (6) In Cary
- (7) In Apex
- (8) In Greensboro
- (9) Somewhere else in North Carolina

**29. How do you get to work?**

- (1) Single-occupancy vehicle
- (2) Chapel Hill Transit bus
- (3) Go Triangle bus
- (4) Bicycle
- (5) Carpool



30. **Do you rent or own your home?**    \_\_\_(1) Rent    \_\_\_(2) Own    \_\_\_(3) Other: \_\_\_\_\_

31. **Which of the following best describes your home?**  
 \_\_\_(1) Single family home    \_\_\_(2) Apartment/Condo    \_\_\_(3) Mobile home    \_\_\_(4) Other

32. **Do you belong to a neighborhood association or HOA?**  
 \_\_\_(1) Yes (*Which Neighborhood Association/HOA?* \_\_\_\_\_)    \_\_\_(2) No

33. **Do you know your neighbors?**    \_\_\_(1) Yes    \_\_\_(2) No

34. **How do you interact with your neighbors?**  
 \_\_\_(1) Block parties or yard sales    \_\_\_(3) NextDoor    \_\_\_(5) We don't interact  
 \_\_\_(2) Neighborhood meetings    \_\_\_(4) Over the fence    \_\_\_(6) Other: \_\_\_\_\_

35. **Do you have...**

1.	Cable TV?	Yes	No
2.	Internet access?	Yes	No
3.	A smart phone?	Yes	No
4.	A landline phone?	Yes	No

36. **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

37. **What amount of your total household income is spent on housing expenses (mortgage or rent), including utilities?**  
 \_\_\_(1) Less than 15%    \_\_\_(3) 20-29.9%    \_\_\_(5) 40-49.9%  
 \_\_\_(2) 15-19.9%    \_\_\_(4) 30-39.9%    \_\_\_(6) More than 50%

38. **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 survey in the enclosed postage-paid envelope addressed to:  
 ETC Institute, 725 West Frontier Circle, Olathe, KS 6661

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify areas that are having problems with Town services. If your address is not correct, please provide the correct information. Thank you.

	Category	10-Year Trends				
	<i>Major Categories of Services</i>	2018	2015	2013	2011	2009
Q1	Overall quality of fire services	92%	93%	94%	93%	87%
	Overall quality of public library services	91%	94%	87%	82%	83%
	Overall quality of police services	87%	84%	87%	84%	83%
	Overall quality of Chapel Hill Transit	81%	72%	74%	80%	80%
	Overall effectiveness of Town communications with the public	61%	51%	61%	58%	52%
	Overall management of stormwater runoff	53%	49%	46%	57%	57%
	Overall efforts of Town to enforce codes & ordinances	52%	56%	57%	58%	53%
	Overall management of traffic flow	40%	33%	41%	42%	39%
Q4	<i>Protect and Provide for a Safe Community</i>					
	Overall feeling of safety in Town	87%	83%	83%	80%	76%
	Fire safety, education & outreach	79%	80%	80%	74%	73%
	Police safety, education & outreach	75%	68%	67%	71%	65%
	Attitude & behavior of police personnel toward people	80%	81%	79%	80%	81%
	Visibility of police in neighborhoods	63%	66%	68%	68%	59%
	Traffic enforcement	60%	63%	62%	68%	63%
	Safety & security in your neighborhood	79%	81%	77%	78%	73%
Q6	<i>Getting Around</i>					
	Ease of use of Chapel Hill Transit	77%	72%	74%	74%	80%
	Availability of greenways/multi-use paths	68%	62%	60%	65%	53%
	Availability of sidewalks	58%	49%	49%	52%	46%
	Ease of use of parking payment options	44%	59%	66%		
	Availability of parking Downtown	26%	28%			
Q9	<i>Create a Place for Everyone</i>					
	Acceptance of diverse populations	71%	65%	73%	74%	68%
	As a community thinking about choices for future generations	42%	42%	51%		
	How well Town is planning for the future	41%	32%	38%	45%	29%
Q11	<i>Nurture Our Community</i>					
	Cleanliness of streets & public areas	74%	72%	74%	72%	72%
	Landscaping in parks, medians, & other public areas	72%	71%	74%	75%	70%
	Maintenance of Town buildings & facilities	67%	70%	71%	74%	74%
	Maintenance of Downtown Chapel Hill	62%	58%	66%	62%	52%
	Maintenance of sidewalk surfaces	59%	47%	52%	55%	52%
	Maintenance of streets	59%	73%	75%	73%	75%
	Adequacy of street lighting	55%	52%	53%	53%	52%
	Timing of traffic signals in Town	46%	45%	47%	50%	51%
Q13	<i>Develop Good Places, New Spaces</i>					
	Overall appearance of Town	78%	71%	78%	76%	73%
	Quality of new development in Town	40%	36%	45%	43%	42%
	Overall quality of life in Town	81%	89%	88%	90%	89%
Q17	<i>Govern with Quality and Steward Public Assets</i>					
	Overall quality of services provided by Town of Chapel Hill	79%	85%	85%	84%	82%
	Quality of customer service from Town employees	68%	73%	73%	74%	71%
	Value of your tax & fees	46%	41%	47%	55%	43%
	Level of public involvement in Town decision-making	38%	54%	63%	60%	52%
	Quality of transparent, trusted & accurate Town information	49%	54%	63%	62%	52%
	Usefulness of Town website	56%	63%	67%	65%	55%
	Access to information about Town issues/events	49%	60%	64%	62%	53%