



# 2024 COMMUNITY SURVEY

## Findings Report

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Presented To The  
TOWN OF CHAPEL HILL,  
NORTH CAROLINA

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# Executive Summary

# 2024 Town of Chapel Hill Community Survey Executive Summary



## Purpose

ETC Institute administered a community survey for the Town of Chapel Hill during March and April of 2024. The purpose of the survey was to gather input from residents on service quality, priorities, and overall performance. This is the eighth time ETC Institute has administered a community survey for the Town of Chapel Hill; the first was conducted in 2009.

## Methodology

A six-page survey was mailed to a random sample of households throughout the Town of Chapel Hill. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to fill out the survey over the internet.

Ten days after the surveys were mailed, ETC Institute sent follow-up text messages to the households that received the survey to encourage participation. To prevent people who were not residents of Chapel Hill 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 counted.

The goal was to receive at least 400 surveys. This goal was met, with a total of 401 households responding to the survey. The results for the random sample of 401 households have a 95% level of confidence with a precision of at least +/- 4.9%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey,
- charts showing comparisons to previous survey results,
- benchmarking data that show how the results compare to other communities,
- Importance-Satisfaction analysis that determines priority actions for the Town to address,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

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The percentage of “don’t know” responses has been excluded from many of the charts shown in this report to facilitate valid comparisons of the results from the Town with the results from other communities where ETC Institute has conducted a community survey. Since the number of “don’t know” responses often reflects the utilization and awareness of Town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

## Major Findings

**Major Categories of Services.** Most residents (92%), *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of trash collection services and Public Library services. Other major Town services that respondents are satisfied with include: fire services (86%), yard trimmings collection services (86%), police services (77%), and collection of loose-leaf services (74%). Residents were least satisfied with planning and development services (24%).

**Major Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the major categories of service that respondents feel should receive the most emphasis are: 1) transportation infrastructure, 2) management of traffic flow, and 3) planning and development services.

**Perceptions of the Community.** Seventy-six percent (76%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall appearance of Chapel Hill; 75% were satisfied with access to parks and green space, and 73% were satisfied with the availability of cultural activities, the arts. Residents were least satisfied with the consideration of future generations (39%).

**Value of Town Services.** Seventy-six percent (76%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of customer service from Town employees; 73% were satisfied with the overall quality of services provided by the Town, and 42% were satisfied with the value of their tax dollars and fees.

**Perceptions of Town Government.** Sixty-four percent (64%) of respondents, *who had an opinion*, “strongly agree” or “agree” (rating of 4 or 5 on a 5-point scale) with the statement, “*I have a good understanding of the services provided by the Town.*” Other statements in which respondents “strongly agree” or “agree” include: “*I have opportunities to participate in Town decision making*” (50%), and “*The Town prioritizes policy and decision making to address the needs of its residents*” (38%).

**Community Safety Services.** Ninety-two percent (92%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the professionalism of fire personnel; 80% were satisfied with the professionalism of police personnel toward people; 79% were satisfied with fire safety, education, and outreach, and 77% were satisfied with the safety and security in their neighborhood. Residents were least satisfied with the availability of crime data/police records (53%).

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**Community Safety Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the community safety services that respondents feel should receive the most emphasis are: 1) feeling of safety traveling on Town roads, sidewalks, greenways, and bike facilities and 2) overall feeling of safety in Town.

**Transportation and Infrastructure.** Sixty-nine percent (69%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the ease of use of Chapel Hill Transit; 68% were satisfied with the ease of vehicle travel outside a.m. and p.m. peak times; 61% were satisfied with the availability of greenways/multi-use paths; 60% were satisfied with snow removal on streets in Chapel Hill; 53% were satisfied with the ease of walking in Chapel Hill, and 53% were satisfied with the adequacy of street lighting. Residents were least satisfied with electric vehicle charging stations (18%).

**Transportation and Infrastructure Services That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the transportation and infrastructure services that respondents feel should receive the most emphasis are: 1) availability of parking downtown, 2) ease of vehicle travel during a.m. and p.m. peak times, and 3) connectivity of greenways/multi use paths.

**Public Facilities.** Seventy percent (70%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of Town buildings and facilities; 70% were satisfied with landscaping in parks, medians and other public areas, and 67% were satisfied with the cleanliness of streets and public areas. Residents were least satisfied with access for persons with disabilities to Town facilities and services (45%).

**Public Facilities That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the public facilities that respondents feel should receive the most emphasis are: 1) maintenance of Downtown Chapel Hill and 2) cleanliness of streets and public areas.

**Quality of Life.** Ninety percent (90%) of the respondents, *who had an opinion*, rated the Town of Chapel Hill “excellent” or “good” (rating of 4 or 5 on a 5-point scale) as a place to live. Other aspects of the Town that respondents rated “excellent” or “good” include: overall quality of life (88%), as a place to raise children (84%), and as a place to feel welcome (81%). Residents were least satisfied with Chapel Hill as a place to do business (62%).

**Town Communication.** Sixty-eight percent (68%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with access to timely emergency information; 58% were satisfied with the quality of Chapel Hill eNews, and 57% were satisfied with Town information in languages other than English and understandable formats (56%). Residents were least satisfied with the quality of Town engagement with residents (35%).

**Communication Services That Should Receive the Most Emphasis.** Based on the sum of their top two choices, the communication services that respondents feel should receive the most emphasis are: 1) availability of information about Town programs and services and 2) quality of transparent, trusted and accurate communication.

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**Diversity, Equity, and Inclusion.** Fifty-four percent (54%) of respondents, *who had an opinion*, “strongly agree” or “agree” (rating of 4 or 5 on a 5-point scale) with the statement, “*The Town of Chapel Hill equitably delivers services to all residents.*” Other statements in which respondents “strongly agree” or “agree” include: “*The Town of Chapel Hill equitably addresses social, economic, and racial equity differences in jobs*” (54%), and “*The Town of Chapel Hill equitably addresses social, economic, and racial equity differences in education*” (50%).

### Other Findings

- More than half (55%) of the residents surveyed indicated they had provided input to the Town through email, mail, telephone, surveys (other than this one), social media, at public meetings or other methods.
- Fifty-one percent (51%) of the residents surveyed indicated they or someone in their household rides a bicycle. Of those, 89% ride for recreation, 42% ride for errands, and 33% ride to commute to work or school. *Multiple selections could be made for this question.*
- Eighty-seven percent (87%) of the residents surveyed indicated they are taking steps to reduce how much they throw away in the garbage; 86% have taken steps to make their house more energy efficient, and 77% have taken steps to make their house more water efficient.
- Fifty-one percent (51%) of the residents surveyed indicated they or someone in their household composts. Of those, 79% compost at home, 4% compost at a County facility, 5% compost at a farmers’ market, and 12% compost at other places.
- Nearly half (48%) of the residents surveyed indicated their source for Town news and information is the Town of Chapel Hill website. Other sources include: newspapers (39%), Town email subscription (Chapel Hill eNews) (38%), neighborhood associations (36%), and radio (35%). *Multiple selections could be made for this question.*

Based on the sum of their top two choices, the most preferred sources for Town news and information were: 1) Town email subscription (Chapel Hill eNews) and 2) the Town of Chapel Hill website.

- Nearly two-thirds (65%) of the residents surveyed, *who had an opinion*, indicated they would prefer the Town of Chapel Hill celebrate Independence Day with fireworks; 25% would prefer to celebrate without fireworks, and 11% would prefer no Independence Day celebration.

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### How Chapel Hill Compares to Other Communities in the Region

The Town of Chapel Hill **rated above the Atlantic regional average** in 29 of the 38 areas that were assessed. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia. Chapel Hill rated significantly higher than the Atlantic regional average (5% or more above) in 27 of these areas. The table below shows how the Town of Chapel Hill compares to communities in the Atlantic Region.

Service	Chapel Hill	Atlantic Region	Difference	Category
Overall quality of customer service from Town employees	76.0%	36.3%	39.7%	Value of Town Services
As a place to live	90.2%	58.0%	32.2%	Quality of Life
Yard trimmings collection services	86.2%	56.2%	30.0%	Major Categories of Service
Trash collection services	92.4%	63.7%	28.7%	Major Categories of Service
Fire safety, education, and outreach	78.7%	53.2%	25.5%	Community Safety Services
Acceptance of diverse populations	69.9%	45.6%	24.3%	Perceptions of the Community
Access to timely emergency information	67.6%	44.0%	23.6%	Town Communication
Transit services	68.9%	45.3%	23.6%	Major Categories of Service
Public Library services	91.8%	70.2%	21.6%	Major Categories of Service
Police safety, education, and outreach	70.7%	49.3%	21.4%	Community Safety Services
Overall quality of services provided by the Town	72.7%	51.6%	21.1%	Value of Town Services
Parks, greenways and recreation facilities	68.5%	48.9%	19.6%	Major Categories of Service
As a place to retire	74.2%	55.1%	19.1%	Quality of Life
Police services	77.2%	60.3%	16.9%	Major Categories of Service
As a place to raise children	84.2%	67.3%	16.9%	Quality of Life
Usefulness of Town website	56.8%	42.2%	14.6%	Town Communication
Snow removal on streets	60.1%	45.7%	14.4%	Transportation and Infrastructure
As a place to work	75.7%	62.6%	13.1%	Quality of Life
I have opportunities to participate in Town decision making	49.7%	37.7%	12.0%	Perceptions of Town Government
Overall appearance of the town	75.8%	63.9%	11.9%	Perceptions of the Community
Maintenance of Town buildings and facilities	70.0%	58.3%	11.7%	Public Facilities
Value of tax dollars and fees	42.4%	31.1%	11.3%	Value of Town Services
Cleanliness of streets and public areas	66.6%	55.6%	11.0%	Public Facilities
Maintenance of Downtown	59.3%	49.8%	9.5%	Public Facilities
Landscaping in parks, medians & other public areas	69.7%	61.9%	7.8%	Public Facilities
Maintenance of sidewalks	56.1%	49.9%	6.2%	Public Facilities
Overall feeling of safety in Town	76.9%	71.0%	5.9%	Community Safety Services
Availability of information about Town programs and services	51.6%	50.0%	1.6%	Town Communication
Fire services	86.4%	85.3%	1.1%	Major Categories of Service
Town communications with the public	44.4%	48.1%	-3.7%	Major Categories of Service
Maintenance of streets	52.0%	56.6%	-4.6%	Public Facilities
Transportation infrastructure	41.4%	48.2%	-6.8%	Major Categories of Service
Town code and ordinance enforcement	29.5%	36.9%	-7.4%	Major Categories of Service
Adequacy of street lighting	52.9%	60.4%	-7.5%	Transportation and Infrastructure
Access for persons with disabilities to Town facilities & services	45.2%	54.1%	-8.9%	Public Facilities
Visibility of police in neighborhoods	55.5%	64.5%	-9.0%	Community Safety Services
Management of stormwater runoff	47.0%	64.3%	-17.3%	Major Categories of Service
Management of traffic flow	27.8%	49.1%	-21.3%	Major Categories of Service



# 2024 Town of Chapel Hill Community Survey Executive Summary



## How Chapel Hill Compares to Other Communities in the Nation

The Town of Chapel Hill **rated above the National average** in 33 of the 38 areas that were assessed. Chapel Hill rated significantly higher than the National average (5% or more above) in 30 of these areas. The table below shows how the Town of Chapel Hill compares to communities in the U.S.

Service	Chapel Hill	U.S.	Difference	Category
As a place to live	90.2%	48.5%	41.7%	Quality of Life
Trash collection services	92.4%	55.1%	37.3%	Major Categories of Service
Overall quality of customer service from Town employees	76.0%	39.4%	36.6%	Value of Town Services
Police safety, education, and outreach	70.7%	37.2%	33.5%	Community Safety Services
Yard trimmings collection services	86.2%	53.8%	32.4%	Major Categories of Service
Transit services	68.9%	37.1%	31.8%	Major Categories of Service
Fire safety, education, and outreach	78.7%	48.6%	30.1%	Community Safety Services
Public Library services	91.8%	63.9%	27.9%	Major Categories of Service
Access to timely emergency information	67.6%	42.5%	25.1%	Town Communication
Police services	77.2%	53.0%	24.2%	Major Categories of Service
Overall quality of services provided by the Town	72.7%	49.0%	23.7%	Value of Town Services
Acceptance of diverse populations	69.9%	46.2%	23.7%	Perceptions of the Community
As a place to raise children	84.2%	61.4%	22.8%	Quality of Life
As a place to retire	74.2%	51.6%	22.6%	Quality of Life
Overall appearance of the town	75.8%	54.7%	21.1%	Perceptions of the Community
Parks, greenways and recreation facilities	68.5%	49.2%	19.3%	Major Categories of Service
As a place to work	75.7%	57.1%	18.6%	Quality of Life
I have opportunities to participate in Town decision making	49.7%	33.9%	15.8%	Perceptions of Town Government
Maintenance of Town buildings and facilities	70.0%	55.5%	14.5%	Public Facilities
Usefulness of Town website	56.8%	42.4%	14.4%	Town Communication
Landscaping in parks, medians & other public areas	69.7%	55.4%	14.3%	Public Facilities
Cleanliness of streets and public areas	66.6%	53.3%	13.3%	Public Facilities
Snow removal on streets	60.1%	47.3%	12.8%	Transportation and Infrastructure
Maintenance of Downtown	59.3%	47.7%	11.6%	Public Facilities
Overall feeling of safety in Town	76.9%	66.0%	10.9%	Community Safety Services
Fire services	86.4%	76.2%	10.2%	Major Categories of Service
Value of tax dollars and fees	42.4%	32.9%	9.5%	Value of Town Services
Maintenance of sidewalks	56.1%	46.7%	9.4%	Public Facilities
Town communications with the public	44.4%	36.9%	7.5%	Major Categories of Service
Availability of information about Town programs and services	51.6%	46.4%	5.2%	Town Communication
Maintenance of streets	52.0%	50.1%	1.9%	Public Facilities
Visibility of police in neighborhoods	55.5%	54.1%	1.4%	Community Safety Services
Transportation infrastructure	41.4%	40.5%	0.9%	Major Categories of Service
Management of stormwater runoff	47.0%	49.5%	-2.5%	Major Categories of Service
Adequacy of street lighting	52.9%	58.5%	-5.6%	Transportation and Infrastructure
Access for persons with disabilities to Town facilities & services	45.2%	51.5%	-6.3%	Public Facilities
Town code and ordinance enforcement	29.5%	40.1%	-10.6%	Major Categories of Service
Management of traffic flow	27.8%	44.8%	-17.0%	Major Categories of Service

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### Trends Since 2021-22

Ratings for the Town of Chapel Hill **improved in 22 of the 83 areas** that were assessed in both 2021-22 and 2024. The Town showed significant improvement (5% or more) in 5 of these areas. The areas with the largest increases and decreases since 2021-22 are listed below:

#### Largest Increases Since 2021-22

- The Town equitably addresses social, economic, and racial equity differences in jobs (+8.9%)
- Town information in languages other than English and understandable formats (+7.4%)
- I have a good understanding of services provided by the Town (+6.8%)
- The Town equitably addresses social, economic, and racial equity differences in housing (+6.7%)
- Overall quality of customer service from Town employees (6.3%)

#### Largest Decreases Since 2021-22

- Maintenance of streets (-10%)
- Town communications with the public (-10.7%)
- Ease of travel by car in Chapel Hill (-12%)
- Town code and ordinance enforcement (-13.9%)
- The Town prioritizes policy and decision making to address the needs of its residents (-19.5%)

### Trends Since 2018

Ratings for the Town of Chapel Hill **improved in 11 of the 60 areas** that were assessed in both 2018 and 2024. The Town showed significant improvement (5% or more) in 5 of these areas. The areas with the largest increases and decreases since 2018 are listed below:

#### Largest Increases Since 2018

- Snow removal on streets in Chapel Hill (+15.2%)
- Job growth (+12.2%)
- New company growth (+10.8%)
- Access to parks and green space (+10.2%)
- Overall quality of customer service from Town employees (+8%)

#### Largest Decreases Since 2018

- Access for children to Town facilities and services (-14.3%)
- Town communications with the public (-16.3%)
- Quality of new development in town (-16.9%)
- Ease of walking in Chapel Hill (-20.7%)
- Town code and ordinance enforcement (-22.3%)

# 2024 Town of Chapel Hill Community Survey Executive Summary



## Investment Priorities

**Recommended Priorities for the Town of Chapel Hill.** In order to help the Town identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each Town service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services. If the Town wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

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

- Transportation infrastructure (I-S Rating = 0.2737)
- Management of traffic flow (I-S Rating = 0.2686)
- Planning and development services (I-S Rating = 0.2304)

The table on the following page shows the Importance-Satisfaction rating for all 20 major categories of service that were rated.

# 2024 Town of Chapel Hill Community Survey Executive Summary



## 2024 Importance-Satisfaction Rating Chapel Hill, North Carolina Major Categories of Town Services

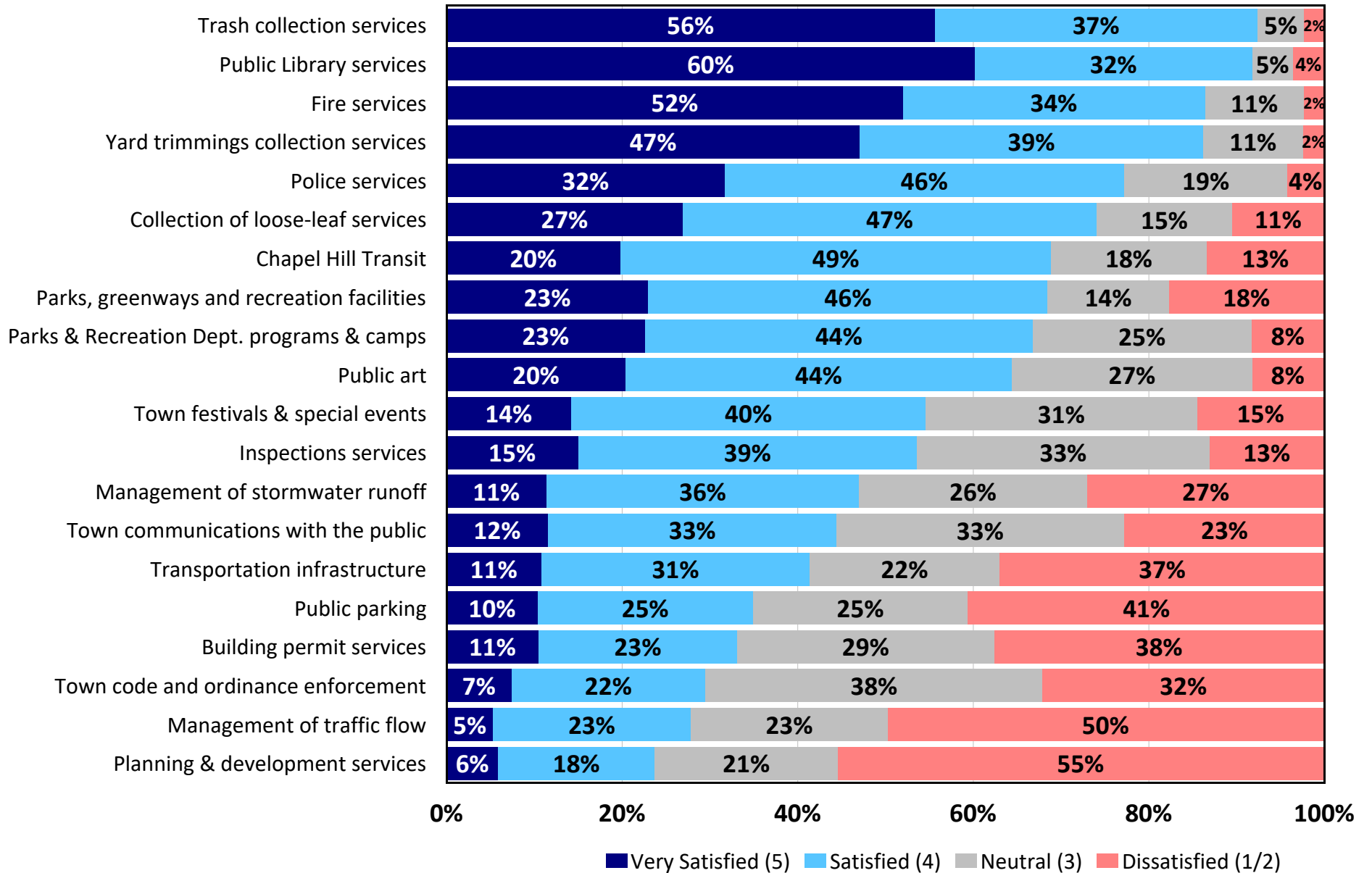
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; .20)</b>						
Transportation infrastructure	47%	1	41%	15	0.2737	1
Management of traffic flow	37%	2	28%	19	0.2686	2
Planning & development services	30%	3	24%	20	0.2304	3
<b>High Priority (IS .10-.20)</b>						
Public parking	27%	5	35%	16	0.1751	4
<b>Medium Priority (IS &lt; .10)</b>						
Parks, greenways and recreation facilities	28%	4	69%	8	0.0885	5
Management of stormwater runoff	13%	7	47%	13	0.0710	6
Chapel Hill Transit	21%	6	69%	7	0.0638	7
Town communications with the public	10%	9	44%	14	0.0550	8
Town code and ordinance enforcement	8%	11	30%	18	0.0543	9
Building permit services	8%	10	33%	17	0.0535	10
Town festivals & special events	7%	12	55%	11	0.0295	11
Police services	13%	8	77%	5	0.0294	12
Parks & Recreation Dept. programs & camps	6%	13	67%	9	0.0212	13
Inspections services	3%	16	54%	12	0.0148	14
Fire services	5%	15	86%	3	0.0064	15
Collection of loose-leaf services	2%	18	74%	6	0.0057	16
Public art	1%	19	64%	10	0.0050	17
Public Library services	6%	14	92%	2	0.0049	18
Trash collection services	2%	17	92%	1	0.0018	19
Yard trimmings collection services	1%	20	86%	4	0.0010	20



# Charts and Graphs

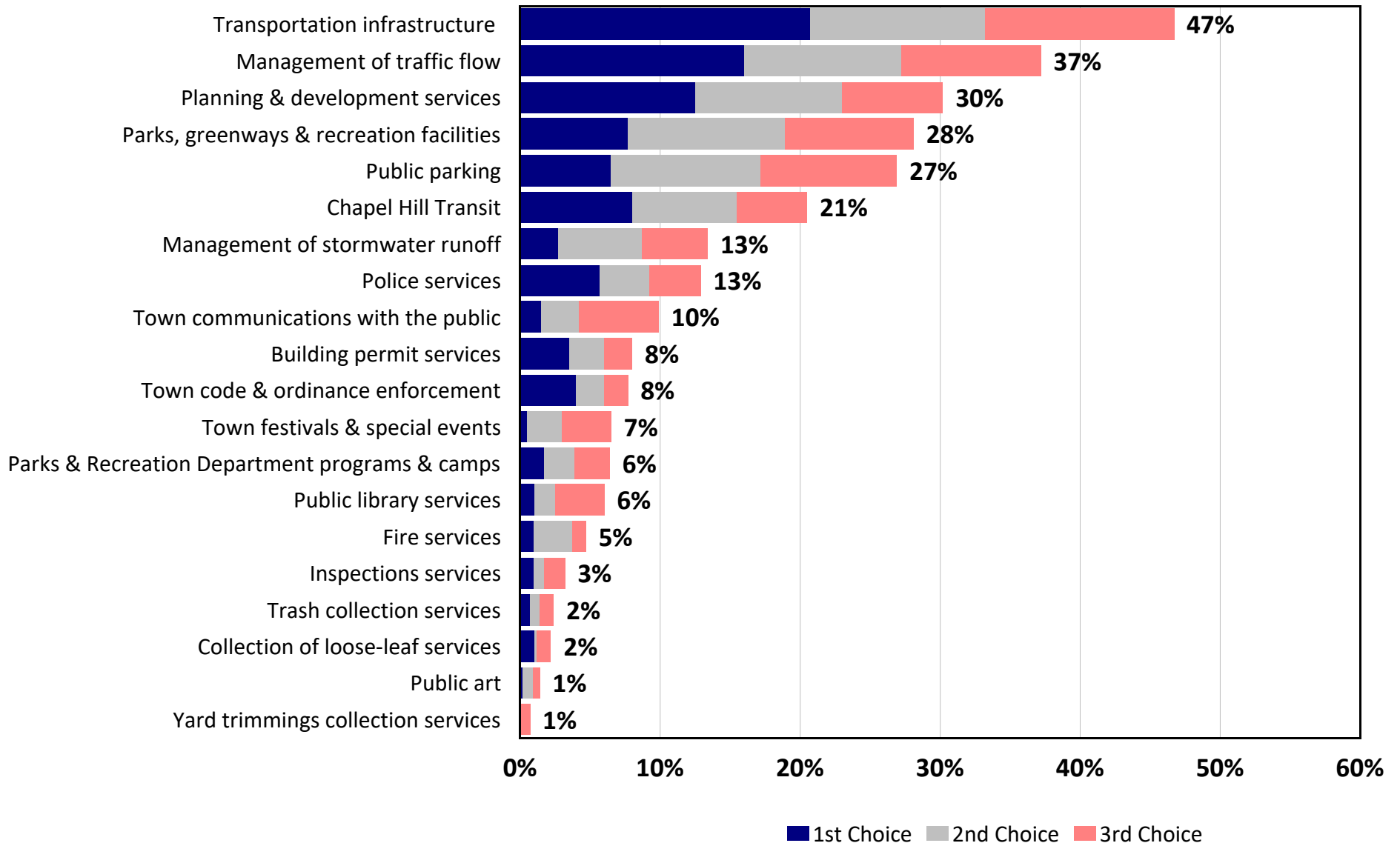
# Q1. Major Categories of Services

by percentage of respondents (excluding don't knows)



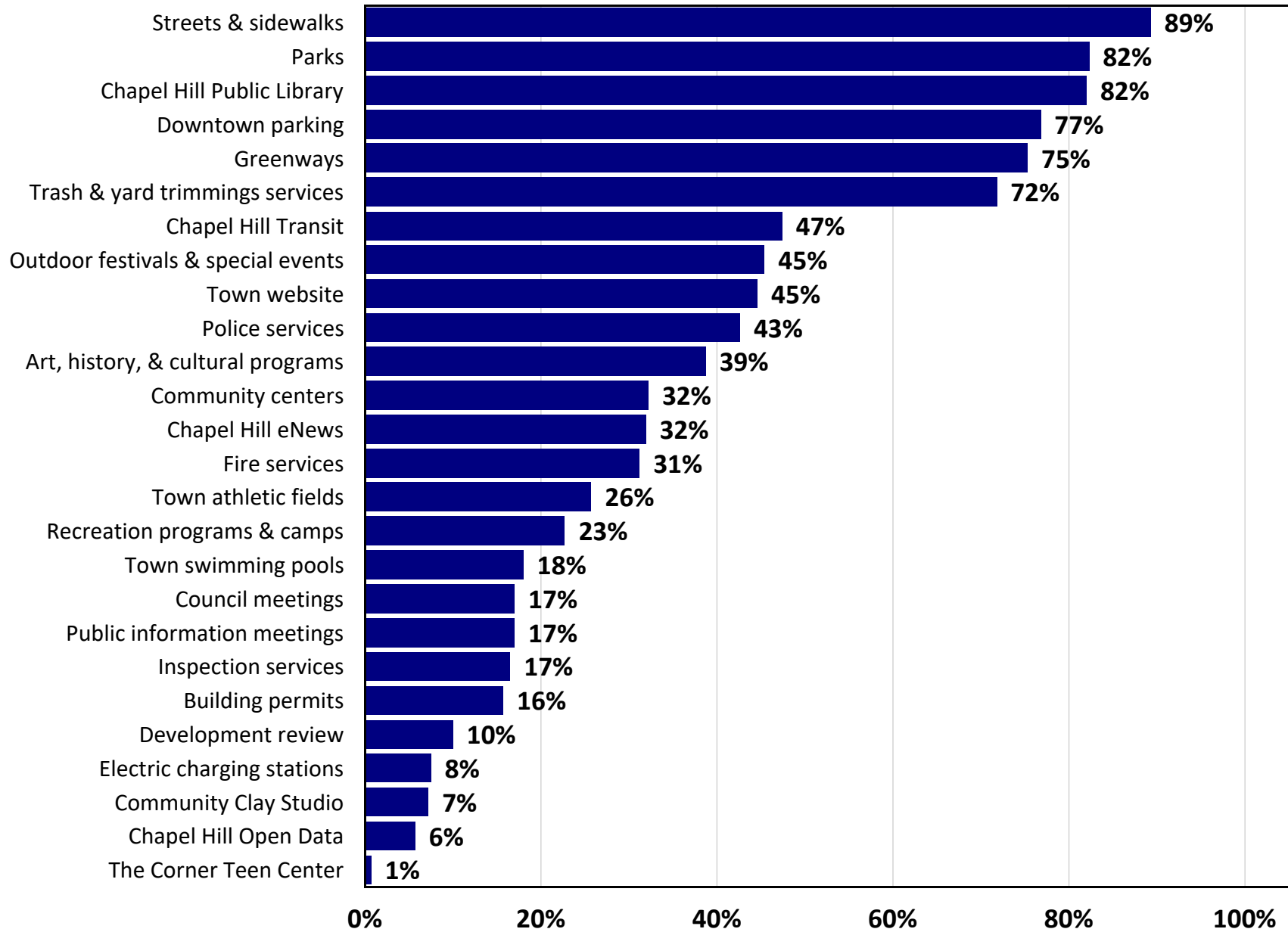
# Q2. Major City Services That Should Receive the Most Emphasis from Town Leaders

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



# Q3. Usage of Town Services and Facilities

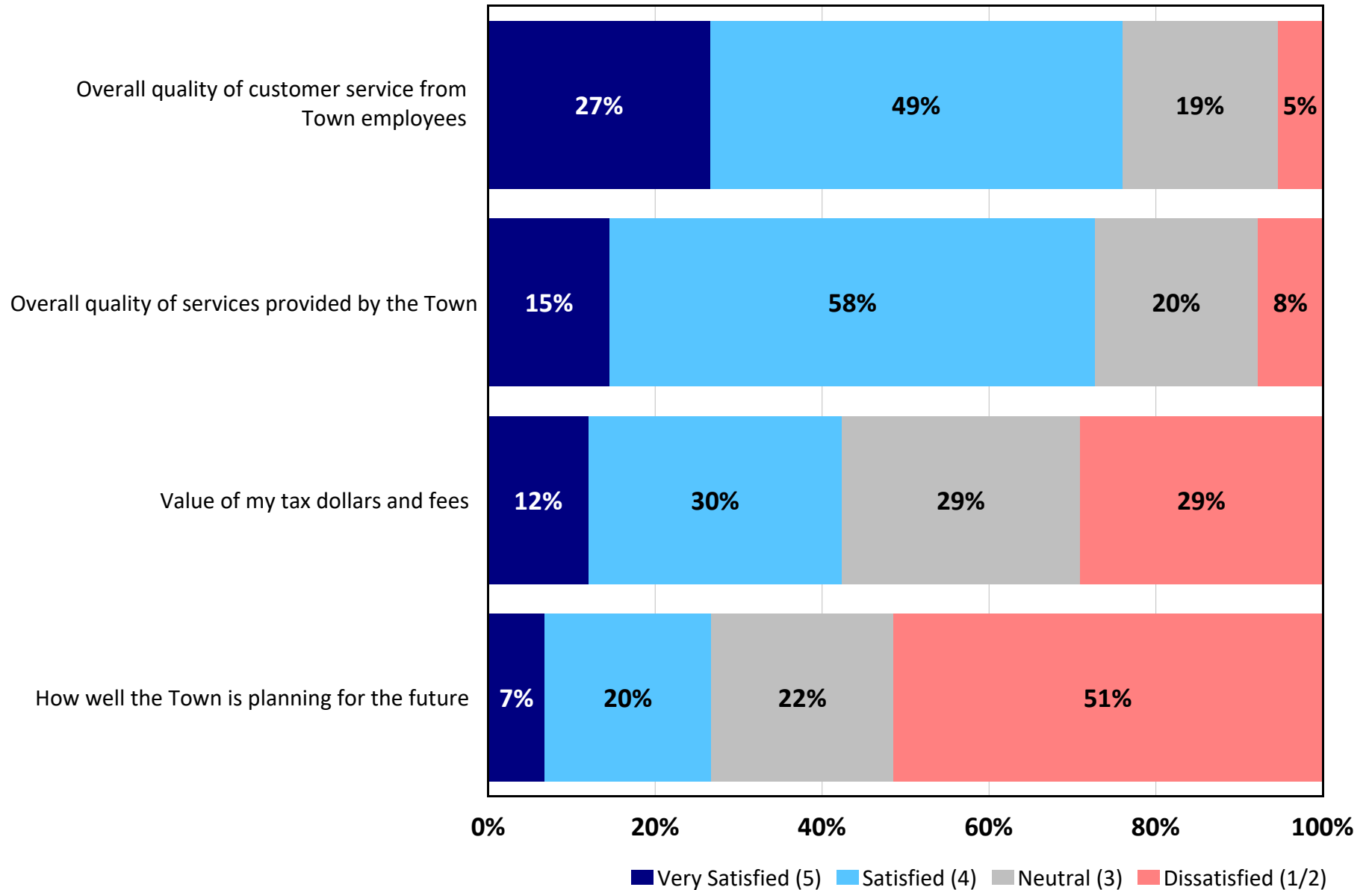
by percentage of respondents who indicated they use the service or facility





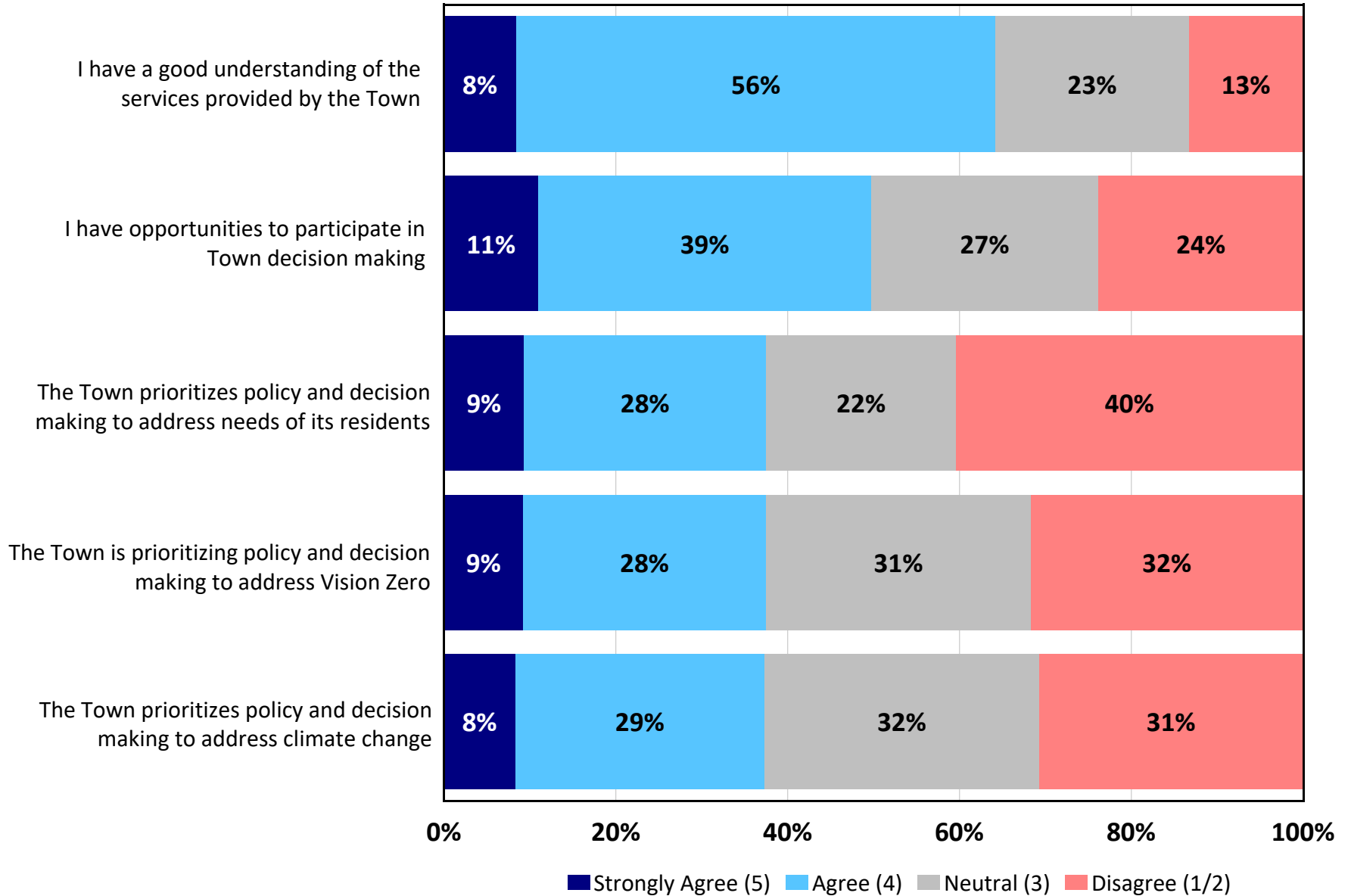
# Q4. Value of Town Services

by percentage of respondents (excluding don't knows)



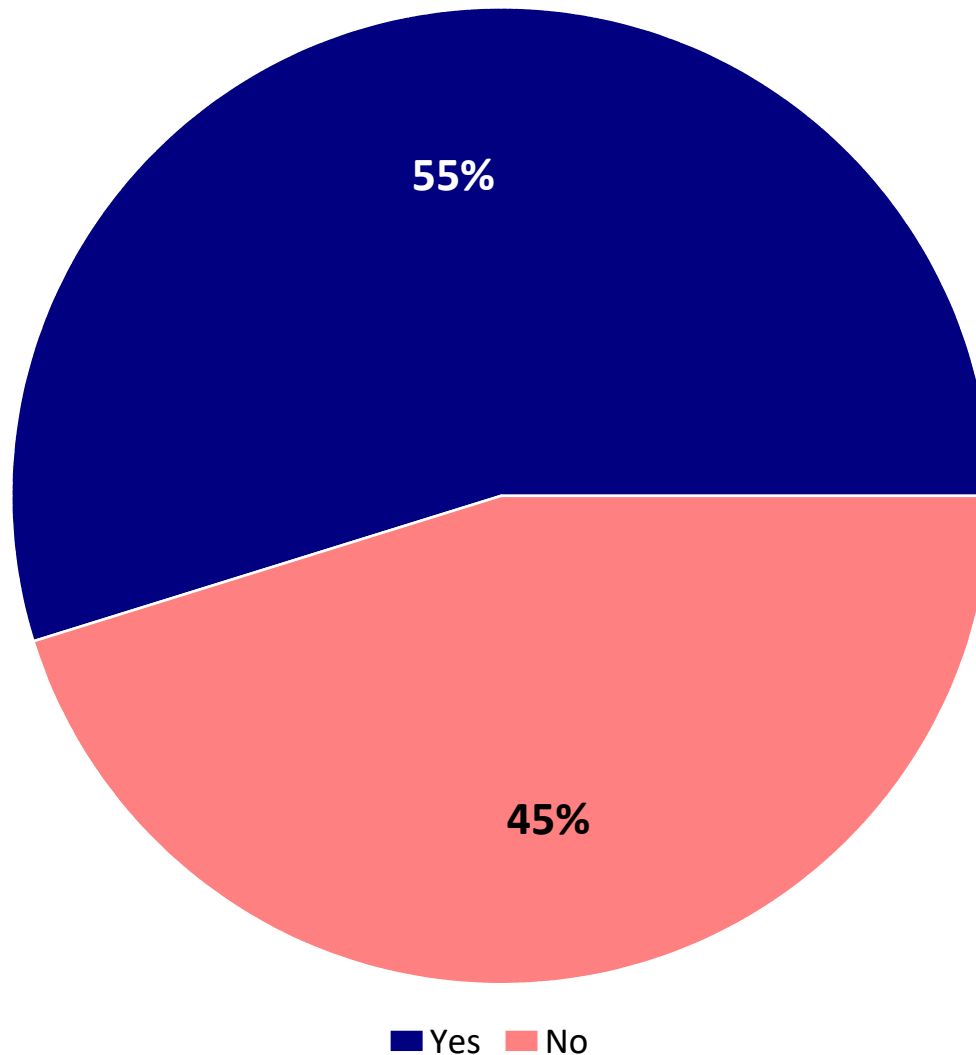
# Q5. Perceptions of Town Government

by percentage of respondents (excluding don't knows)



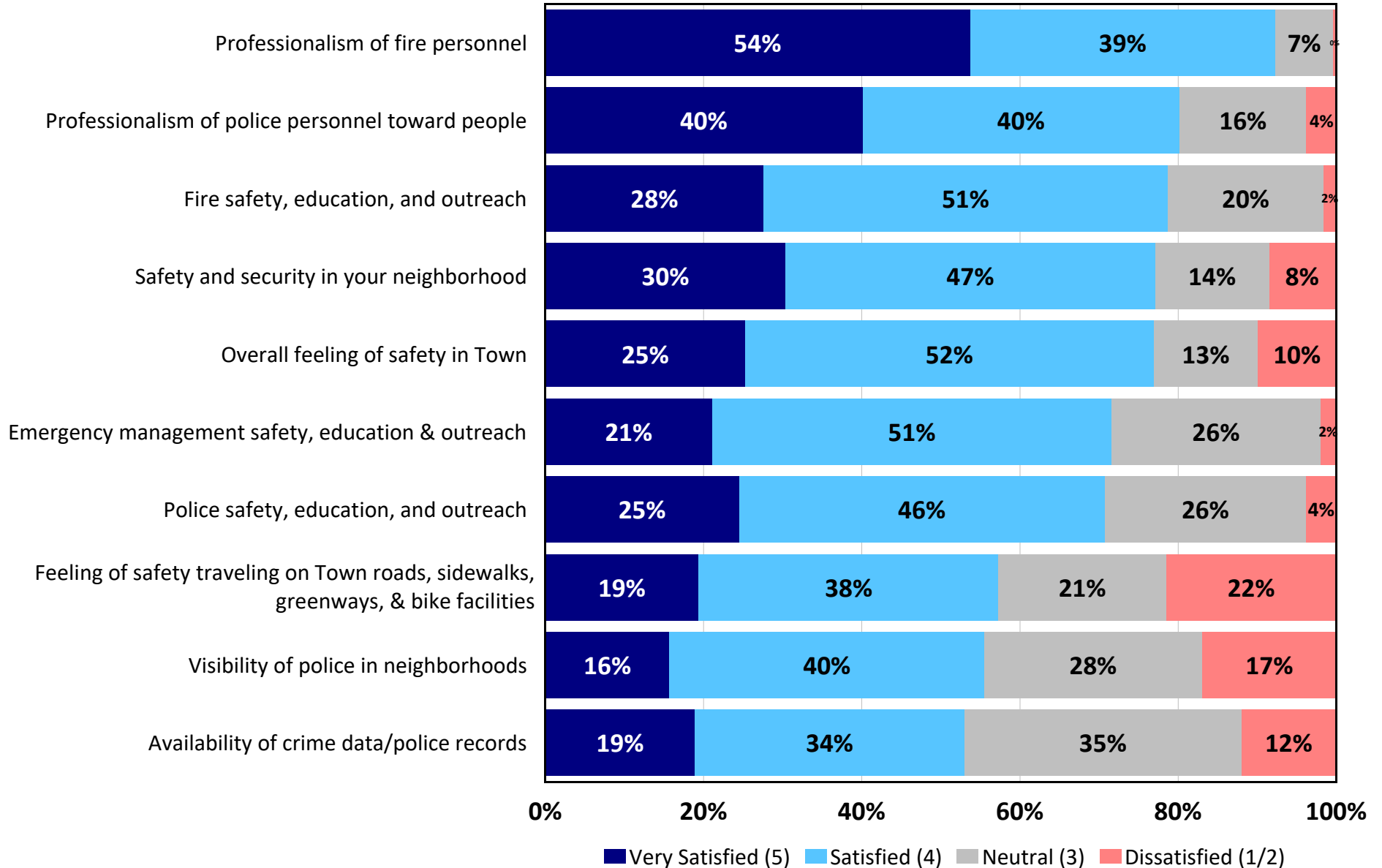
# Q6. Within the past two years, have you provided input to the Town through email, mail, telephone, surveys other than this one, social media, at public meetings or other methods?

by percentage of respondents



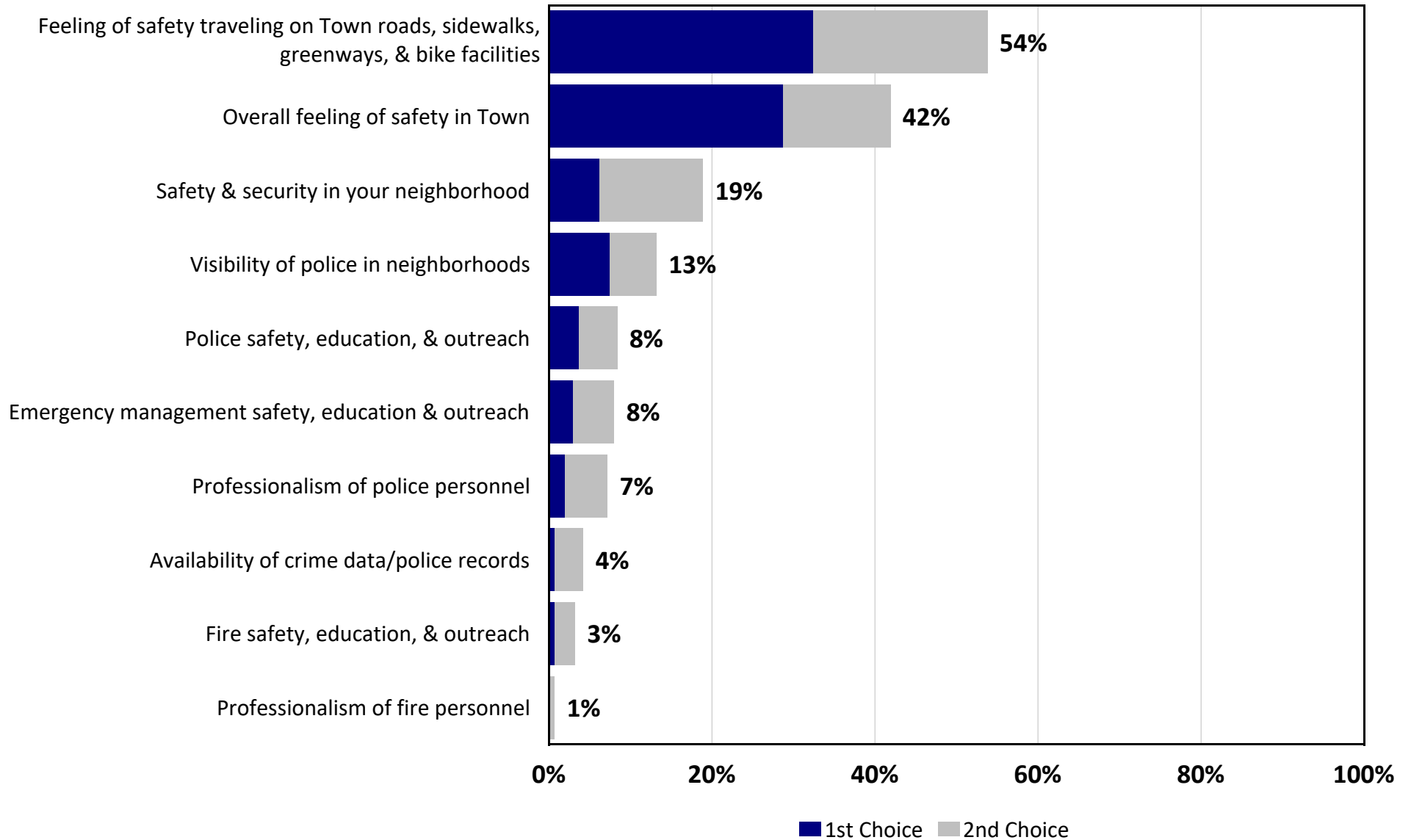
# Q7. Community Safety Services

by percentage of respondents (excluding don't knows)



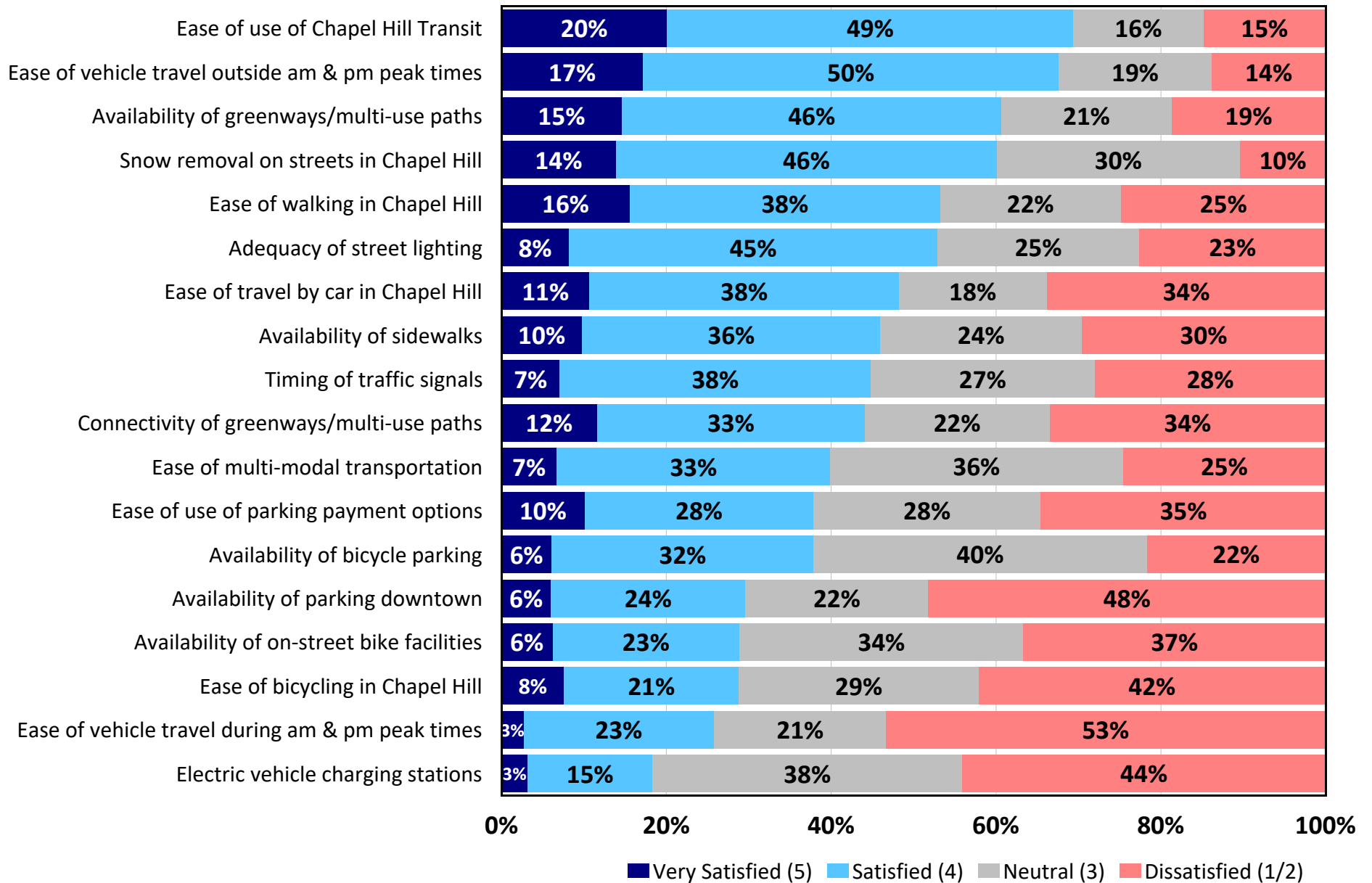
# Q8. Community Safety Services That Should Receive the Most Emphasis from Town Leaders

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



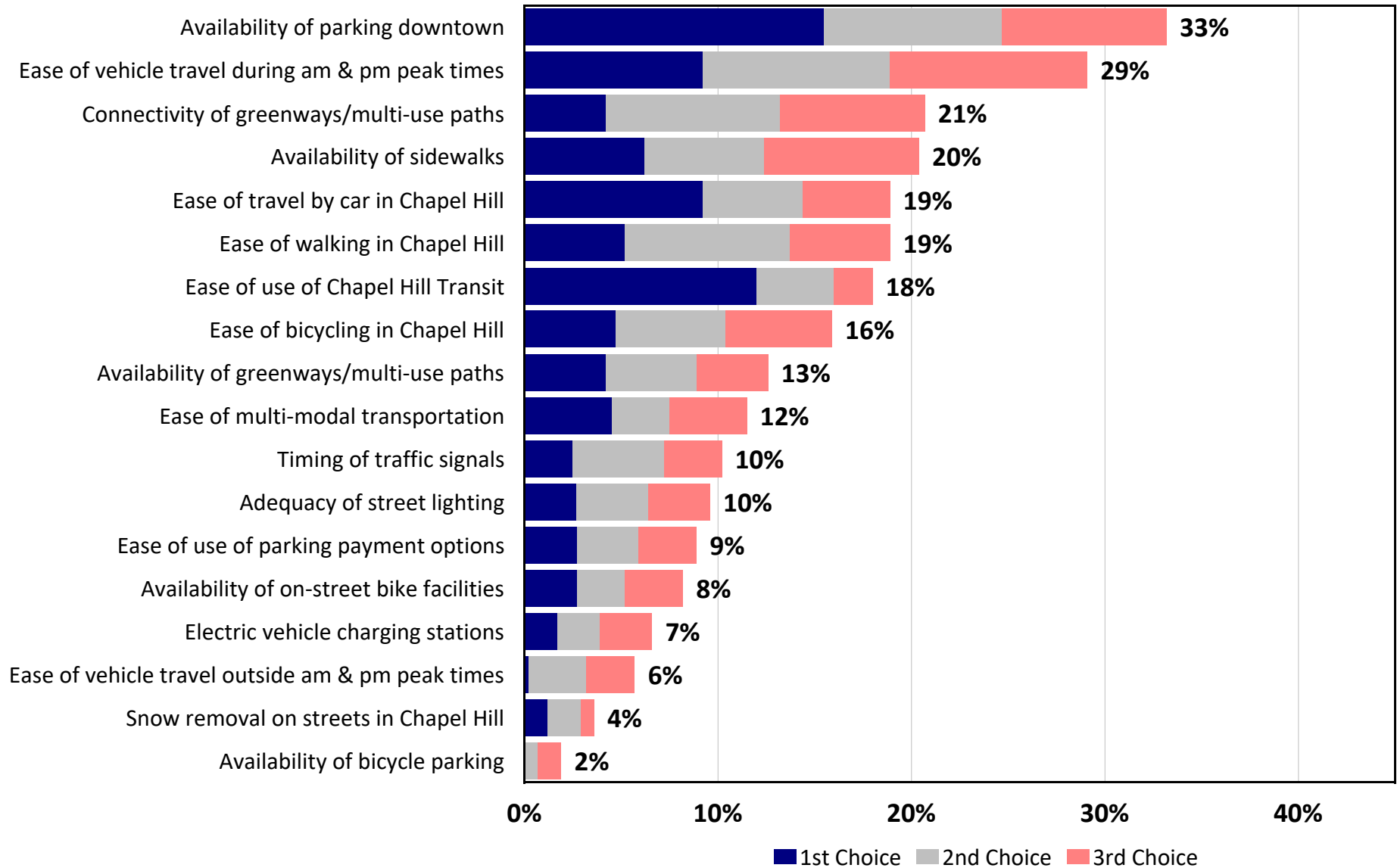
# Q9. Transportation and Infrastructure

by percentage of respondents (excluding don't knows)



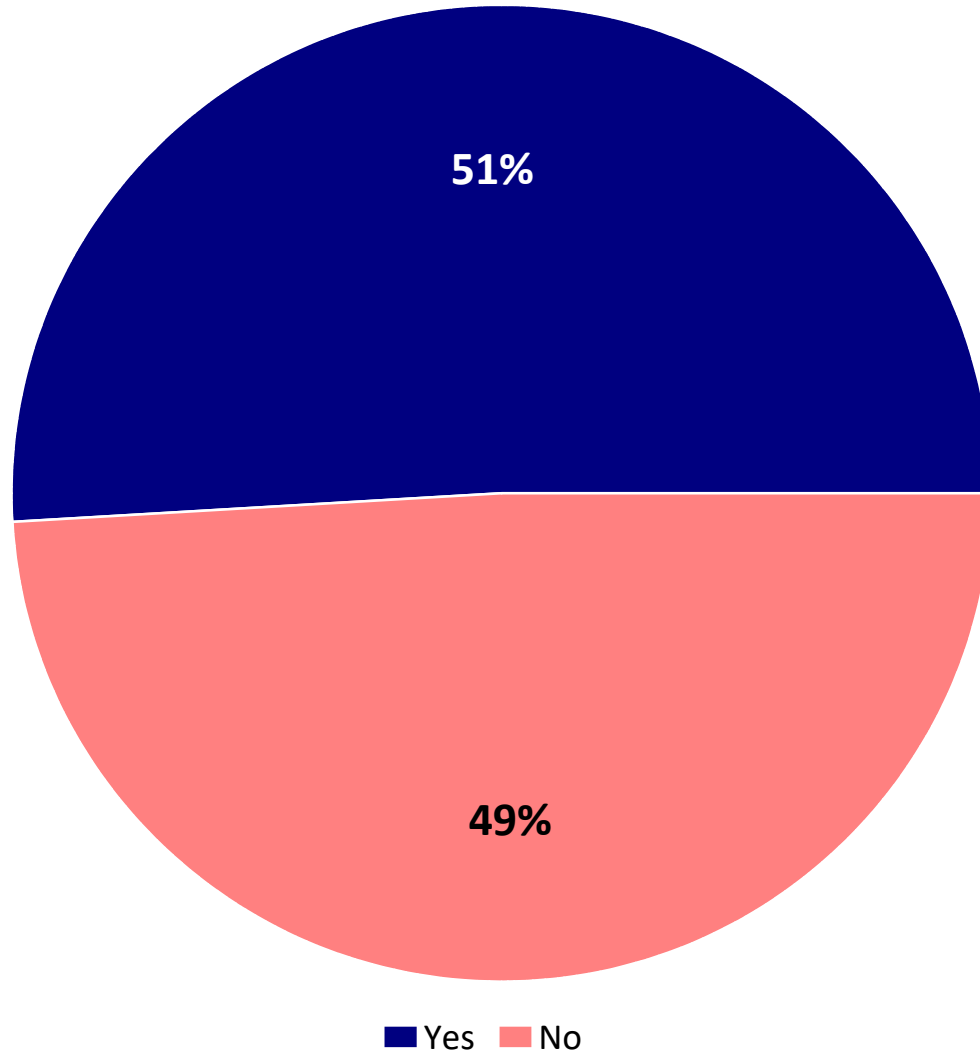
# Q10. Transportation and Infrastructure Services That Should Receive the Most Emphasis from Town Leaders

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



# Q11. Does anyone in your household ride a bicycle?

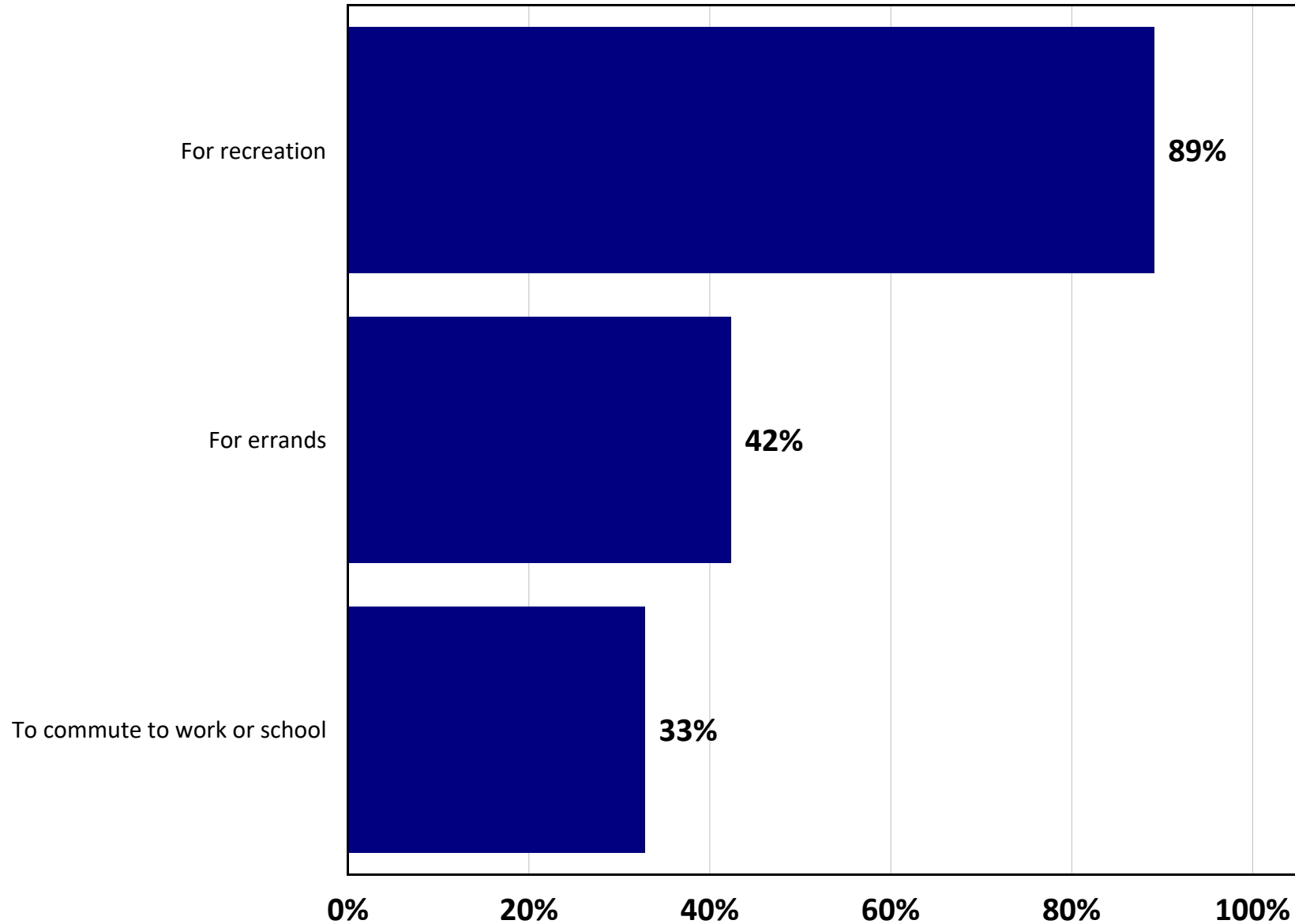
by percentage of respondents





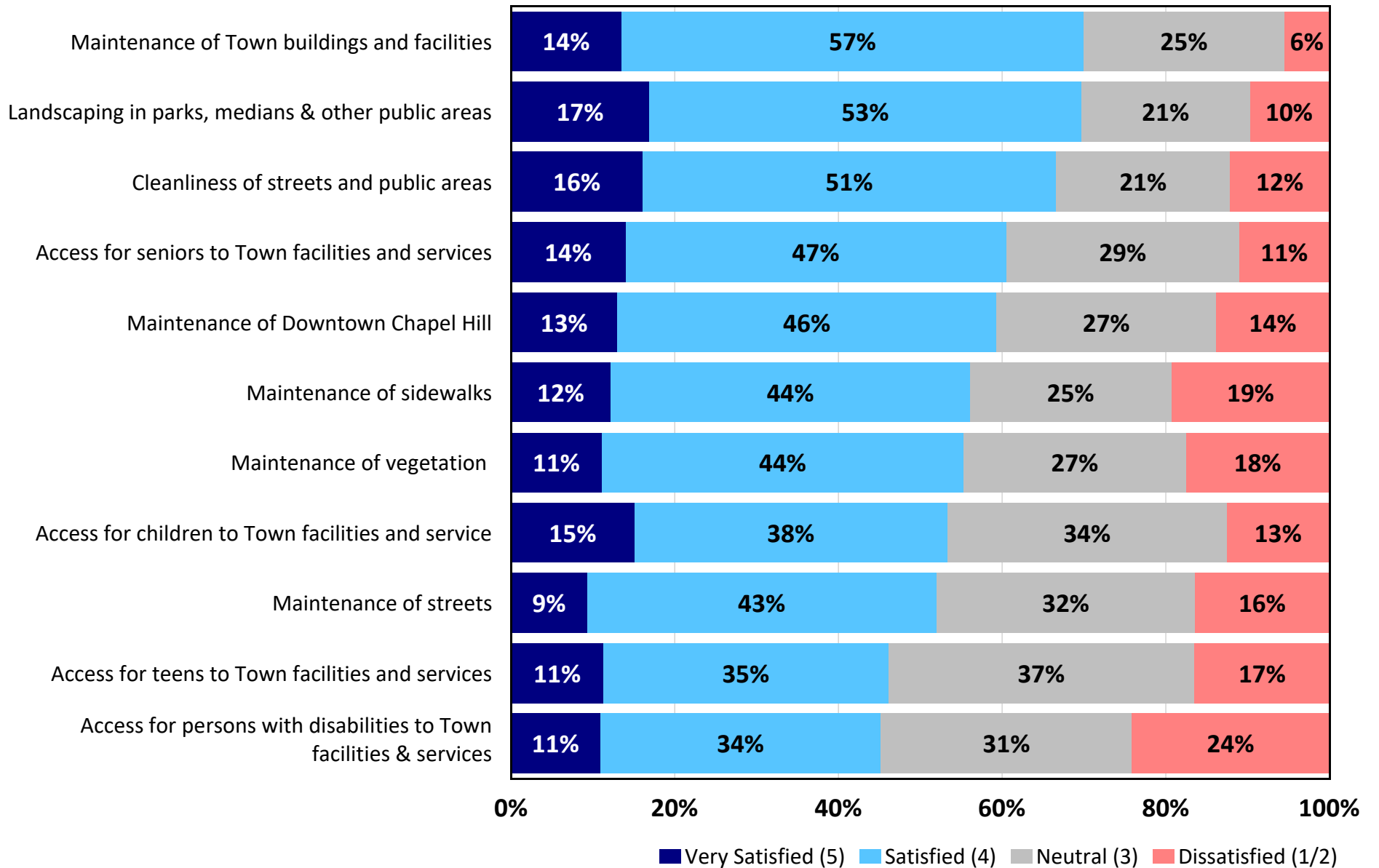
# Q11a. If “Yes,” why do they ride a bicycle?

by percentage of respondents who answered “yes” on Q11 (multiple selections could be made)



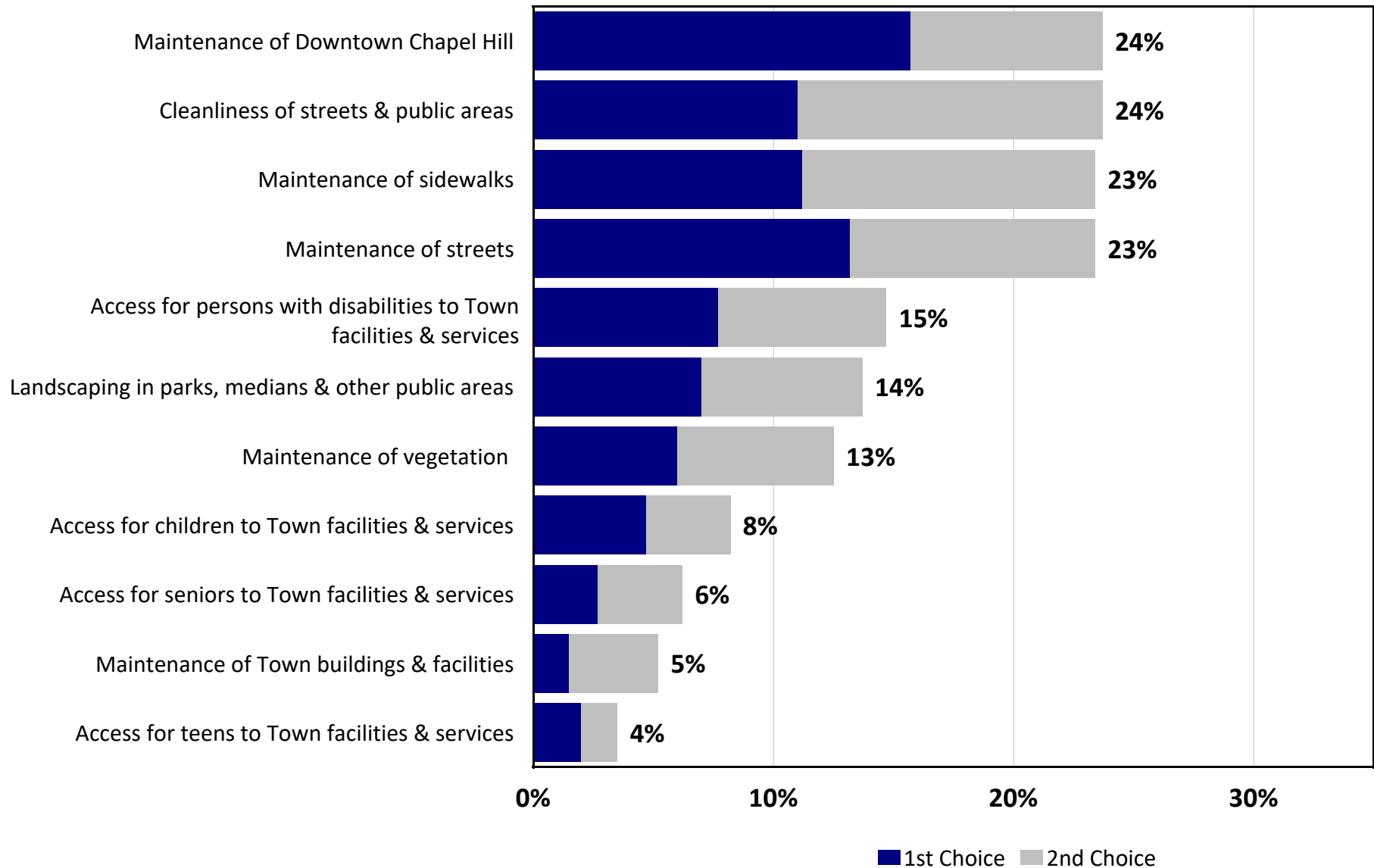
# Q12. Public Facilities

by percentage of respondents (excluding don't knows)



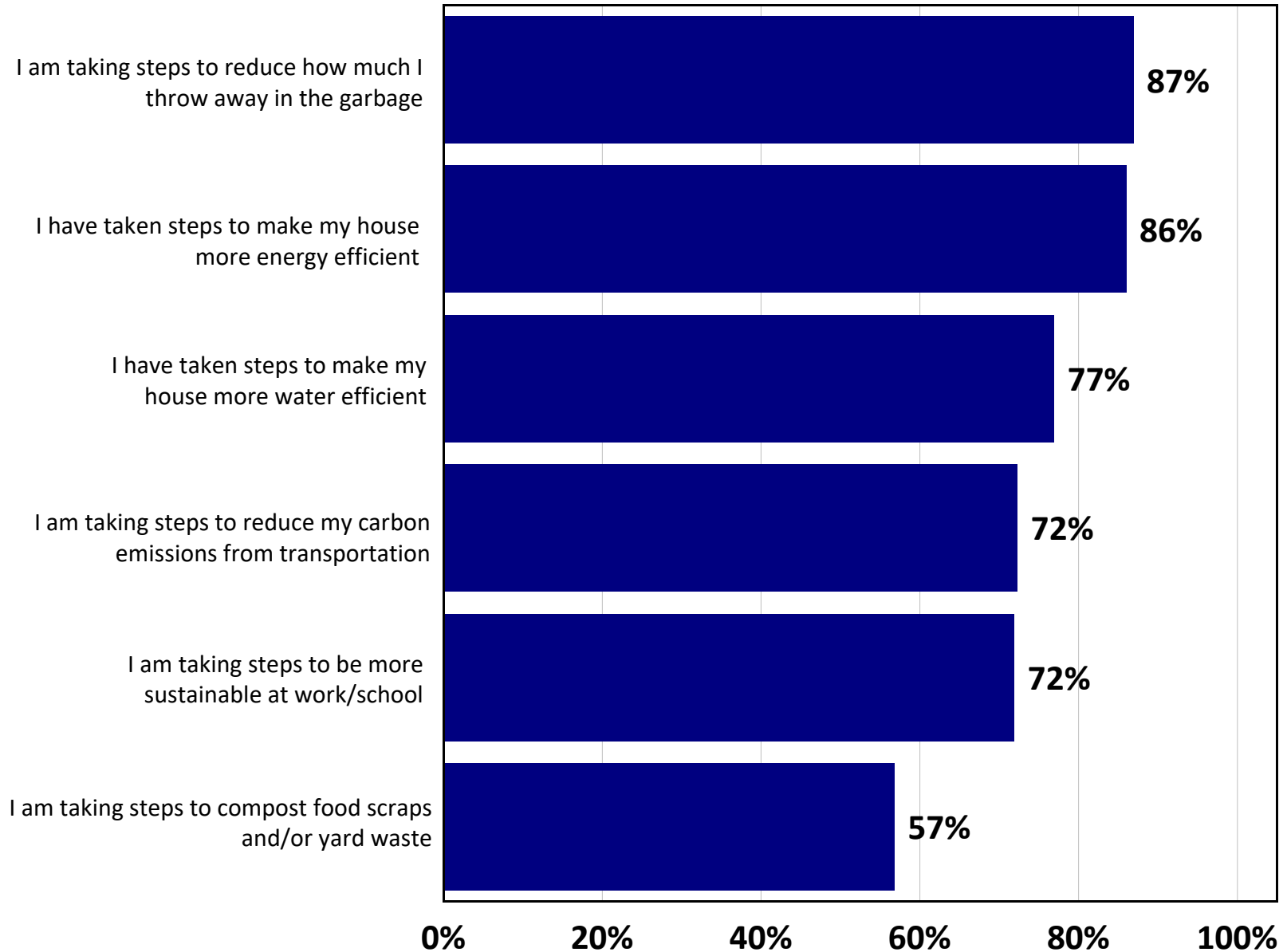
# Q13. Public Facilities That Should Receive the Most Emphasis from Town Leaders

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



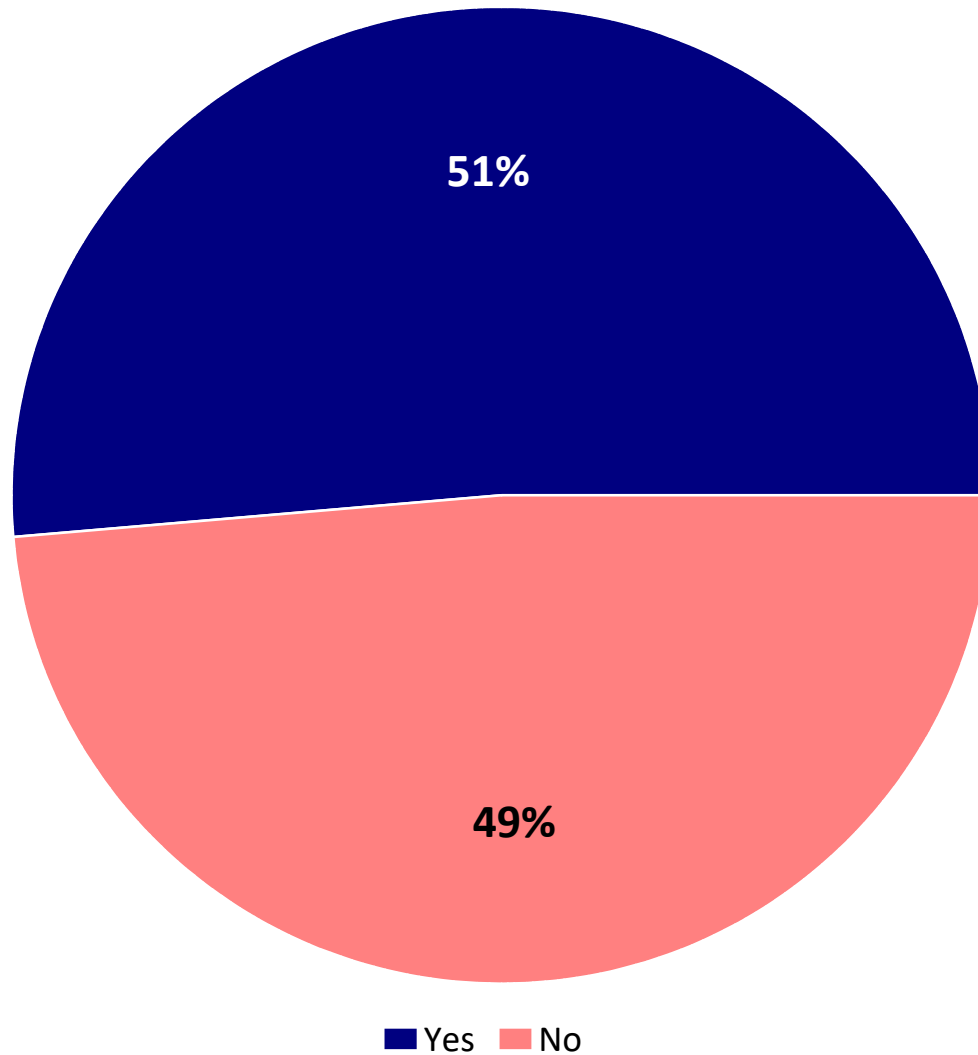
# Q14. Sustainability

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



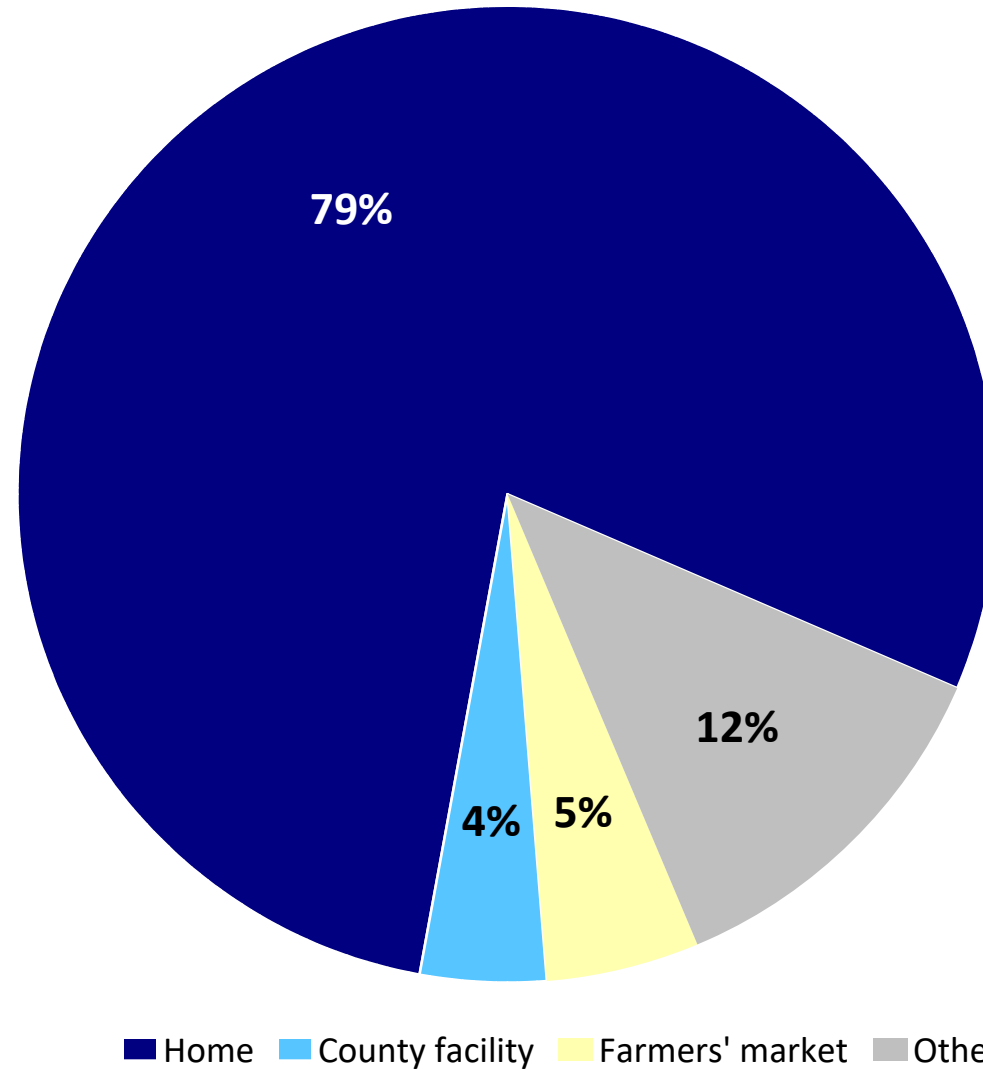
# Q15. Does anyone in your household compost?

by percentage of respondents (excluding “not provided”)



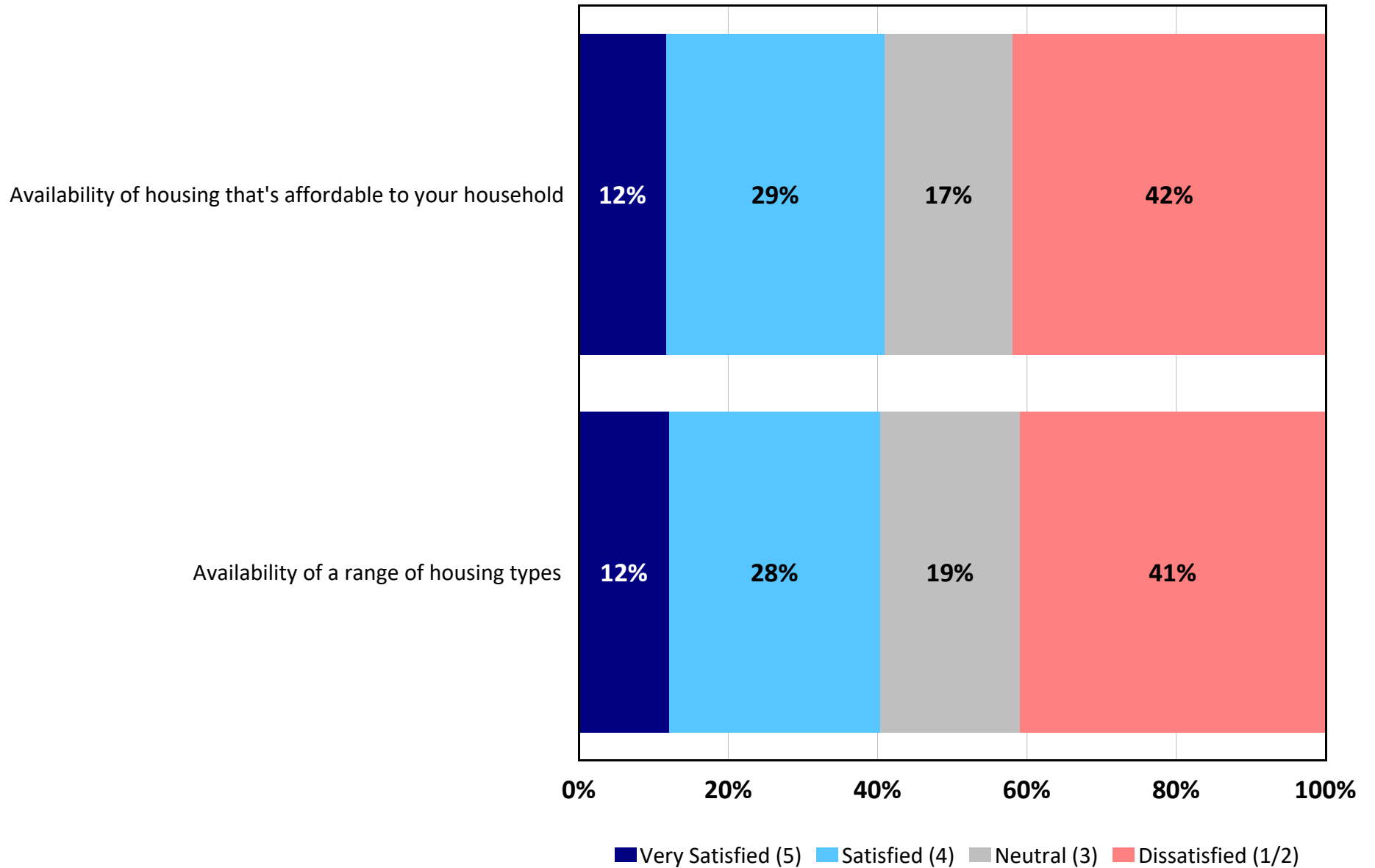
# Q15a. Where do you or your household compost?

by percentage of respondents whose households compost (excluding "not provided")



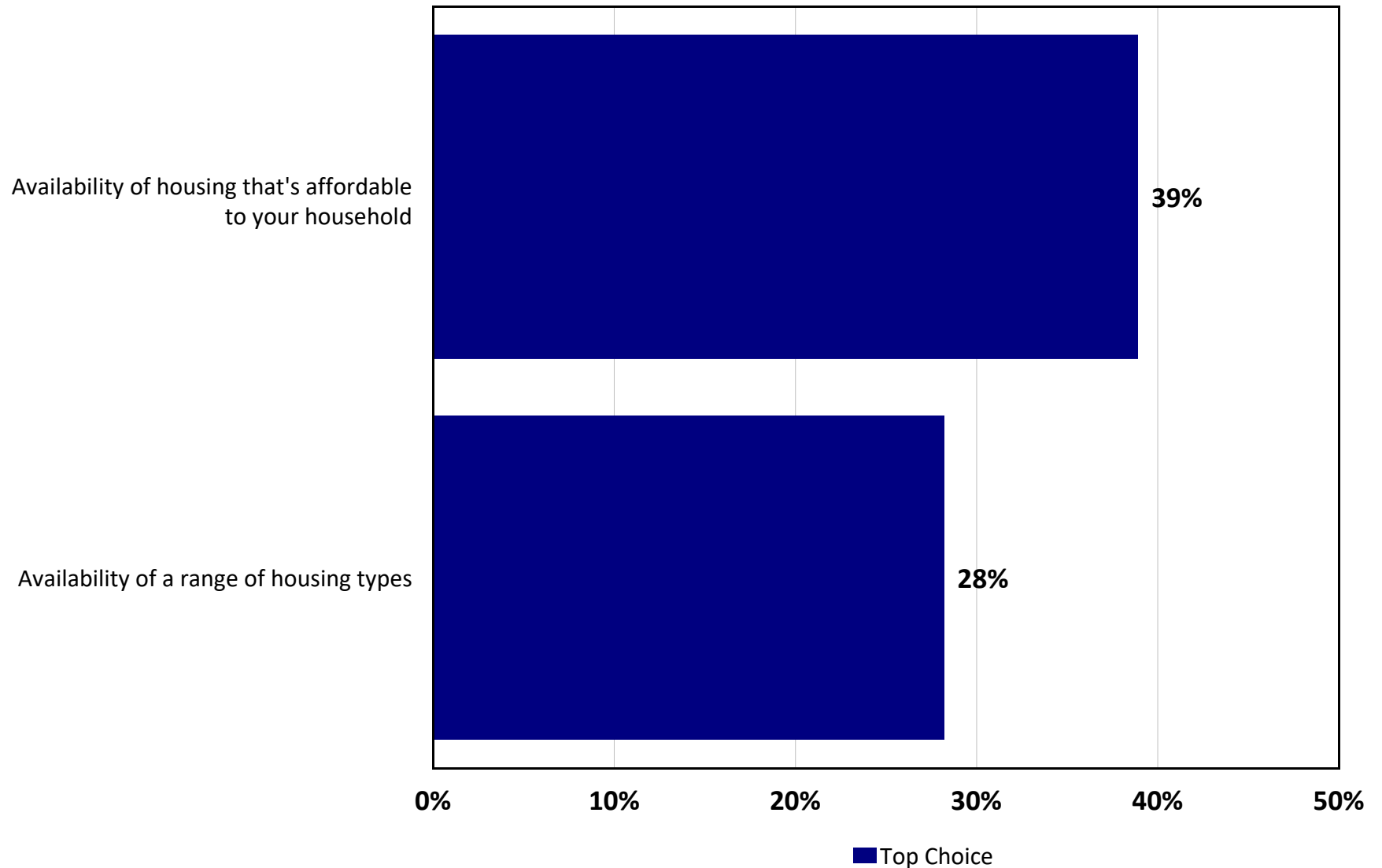
# Q16. Housing

by percentage of respondents (excluding don't knows)



# Q17. Housing Services That Should Receive the Most Emphasis from Town Leaders

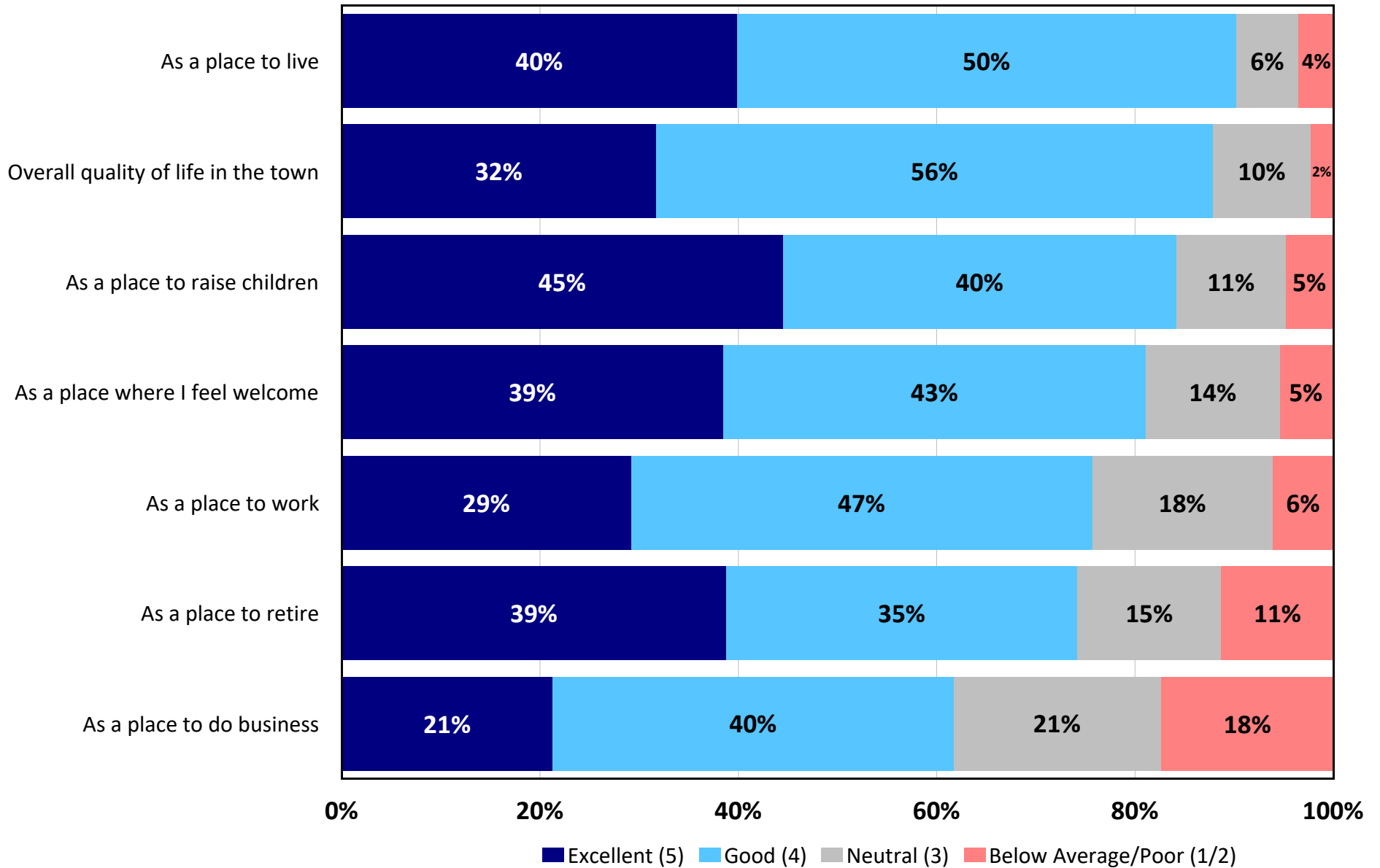
by percentage of respondents who selected the item as their top choice





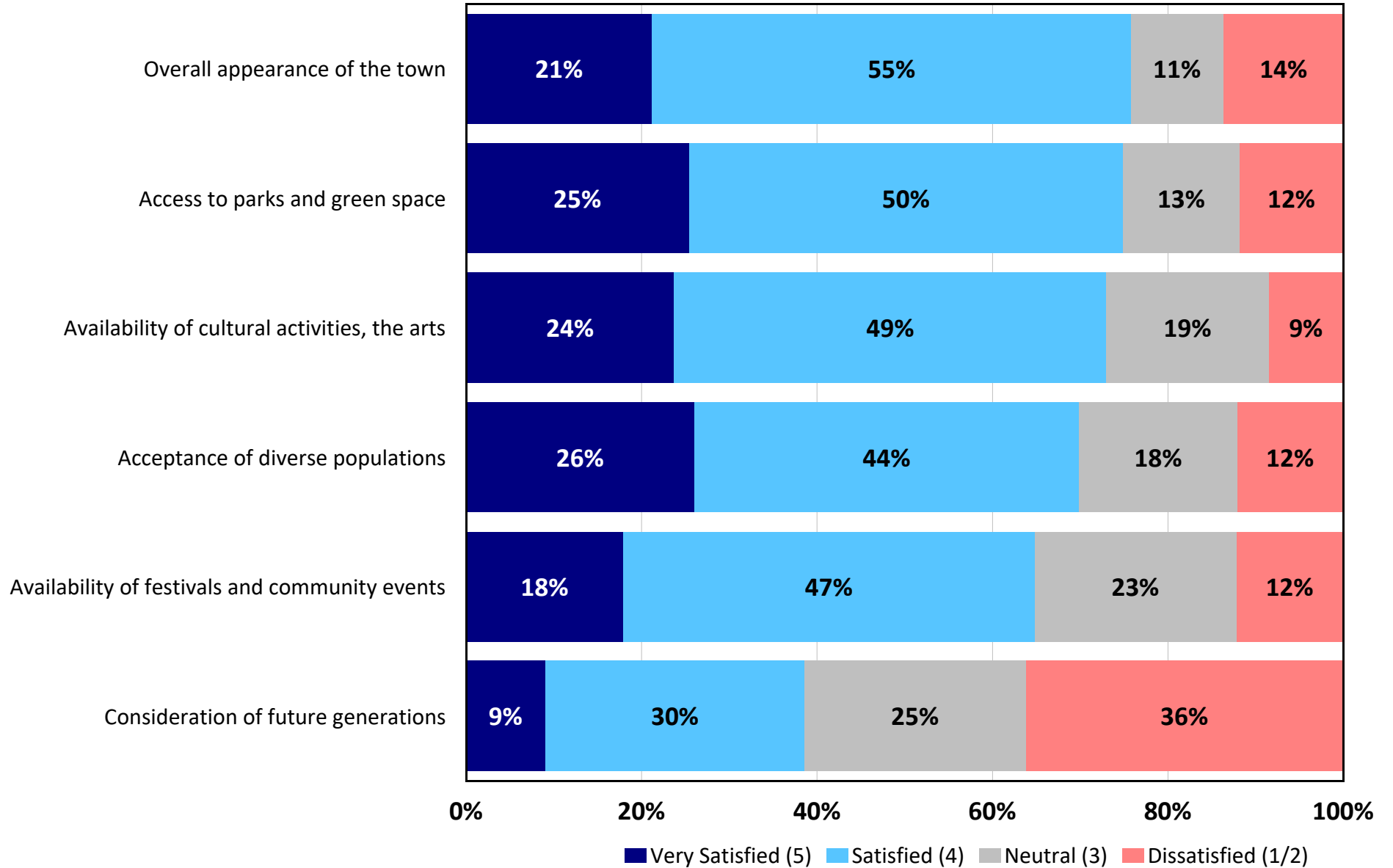
# Q18. Quality of Life

by percentage of respondents (excluding don't knows)



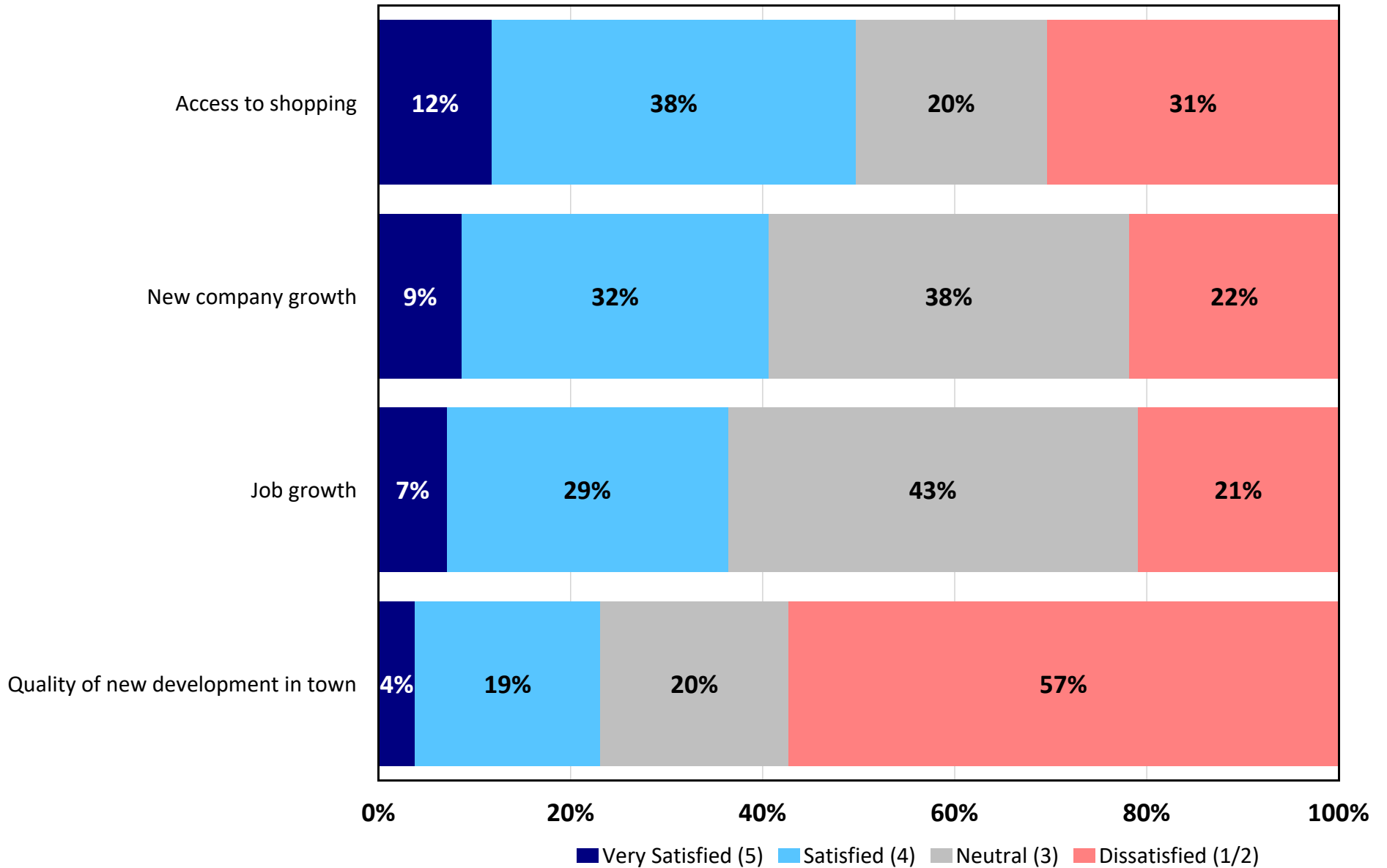
# Q19. Perceptions of the Community

by percentage of respondents (excluding don't knows)



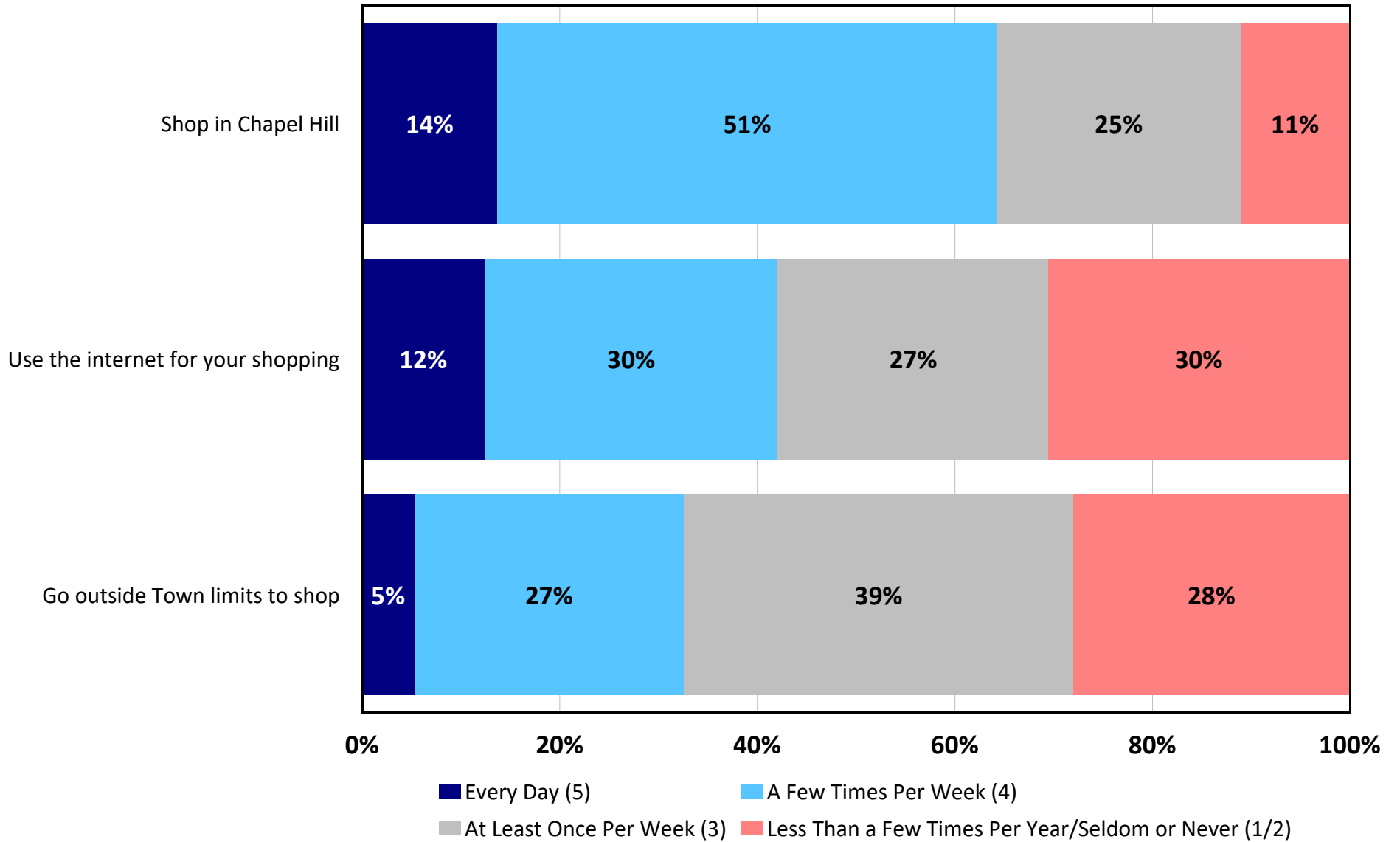
# Q20a. Local Economy

by percentage of respondents (excluding don't knows)



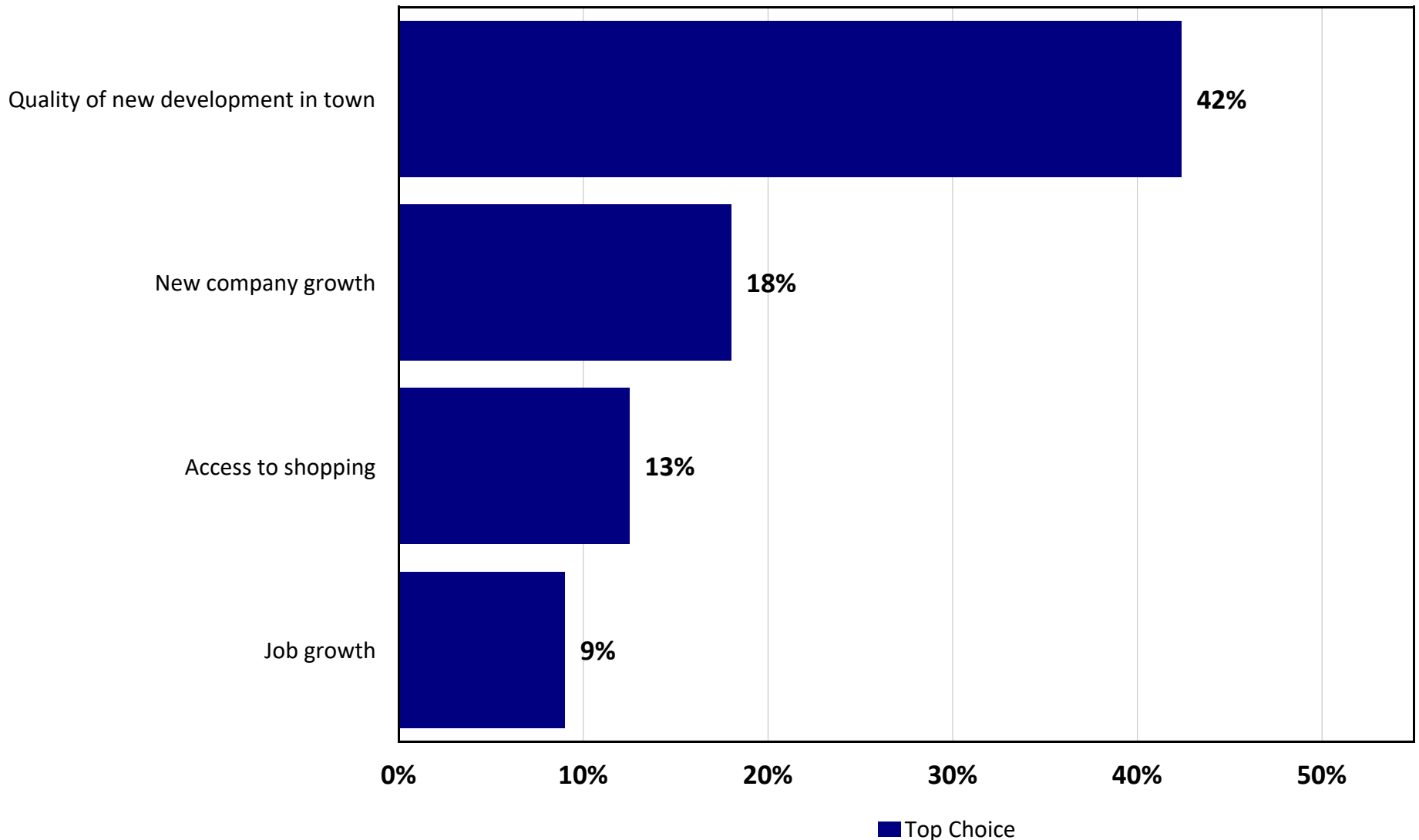
# Q20b. Local Economy

by percentage of respondents (excluding don't knows)



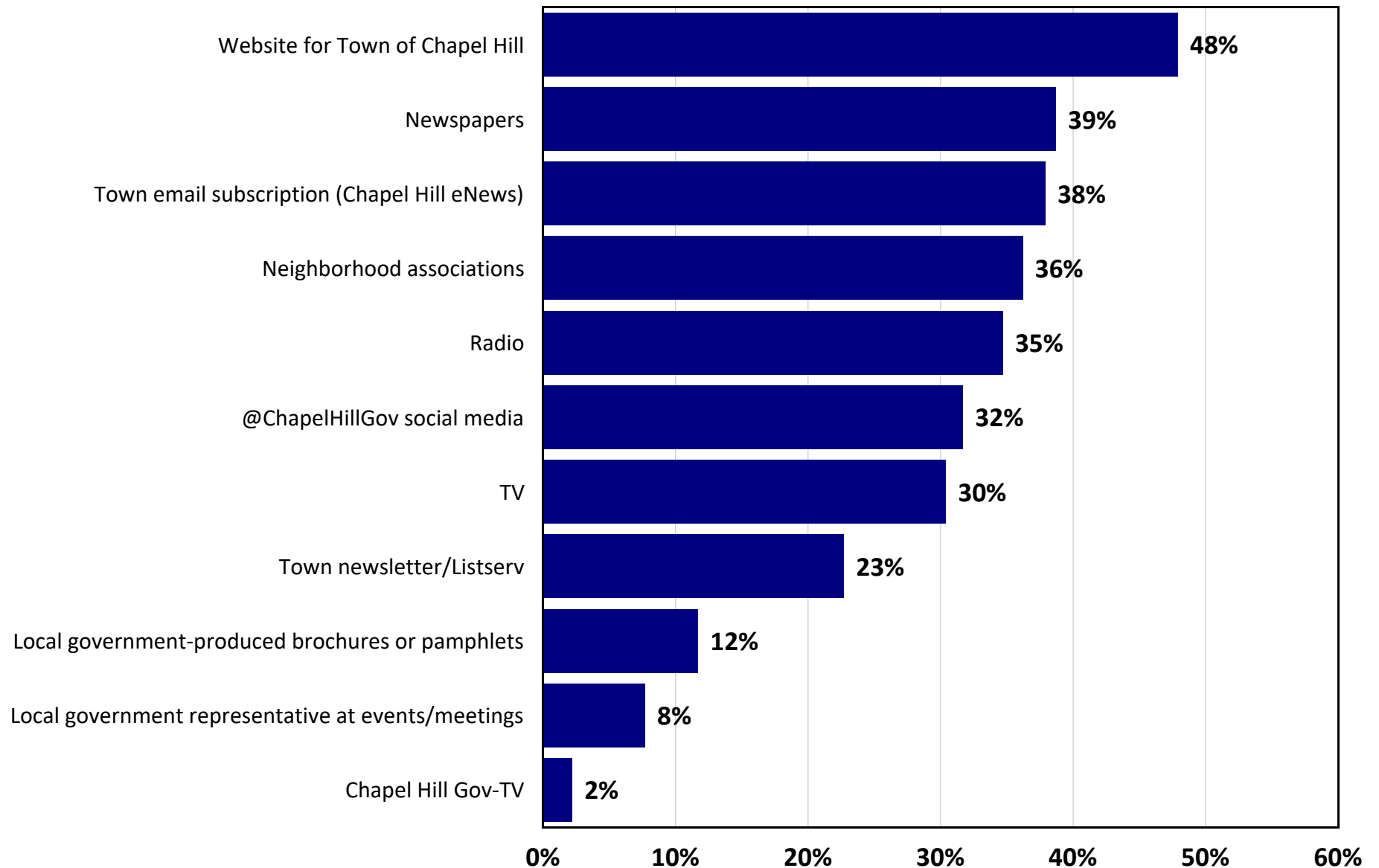
# Q21. Local Economy Services That Should Receive the Most Emphasis from Town Leaders

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



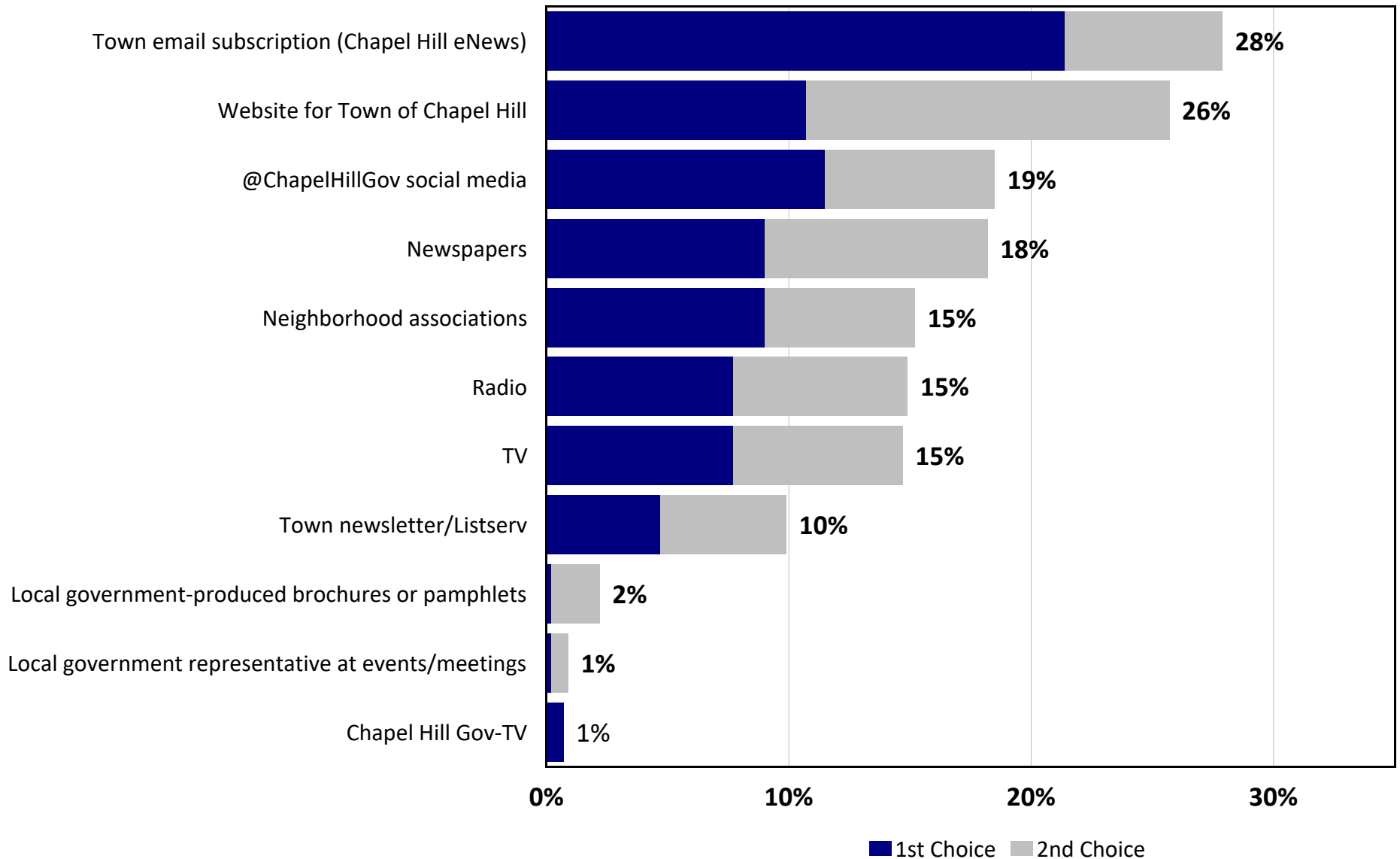
# Q22. What are your sources for Town news and information?

by percentage of respondents (multiple selections could be made)



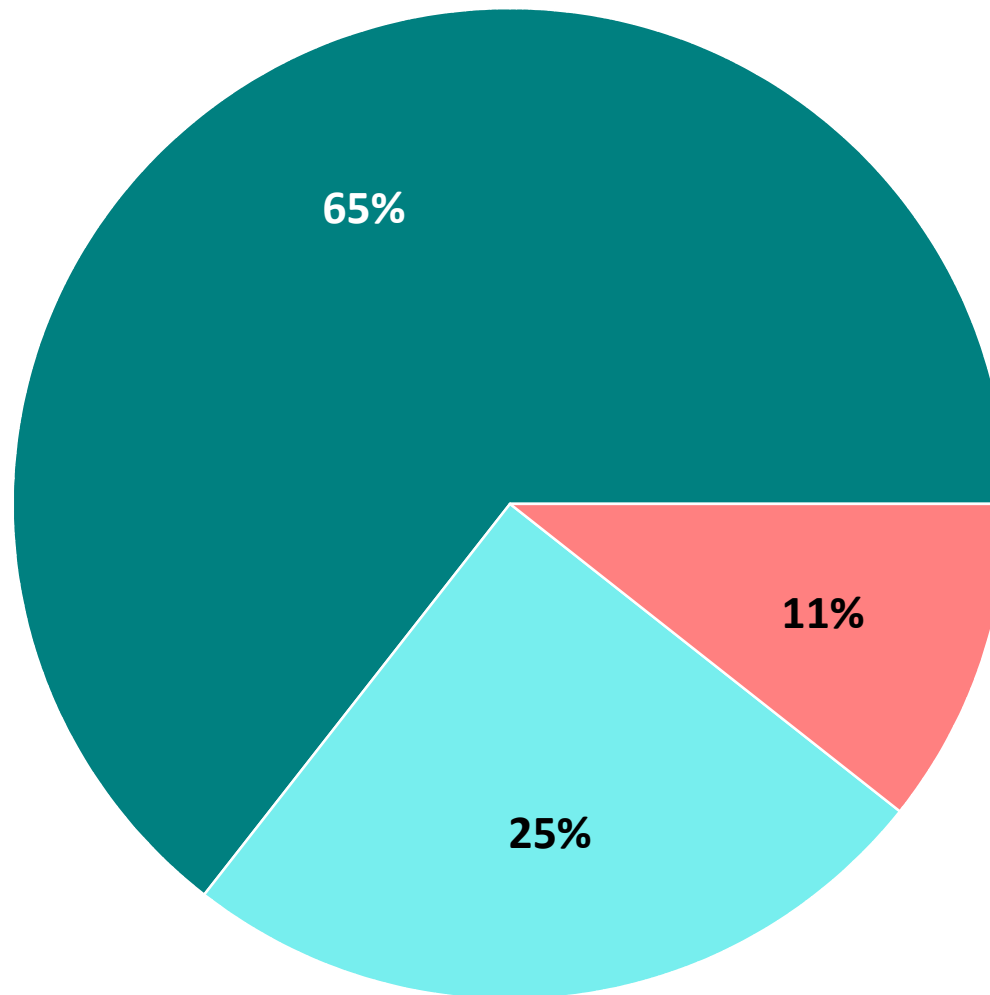
# Q23. Most Preferred Sources for Town News and Information

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



# Q24. How would you prefer the Town of Chapel Hill celebrate Independence Day (July 4)?

by percentage of respondents (excluding "not provided")

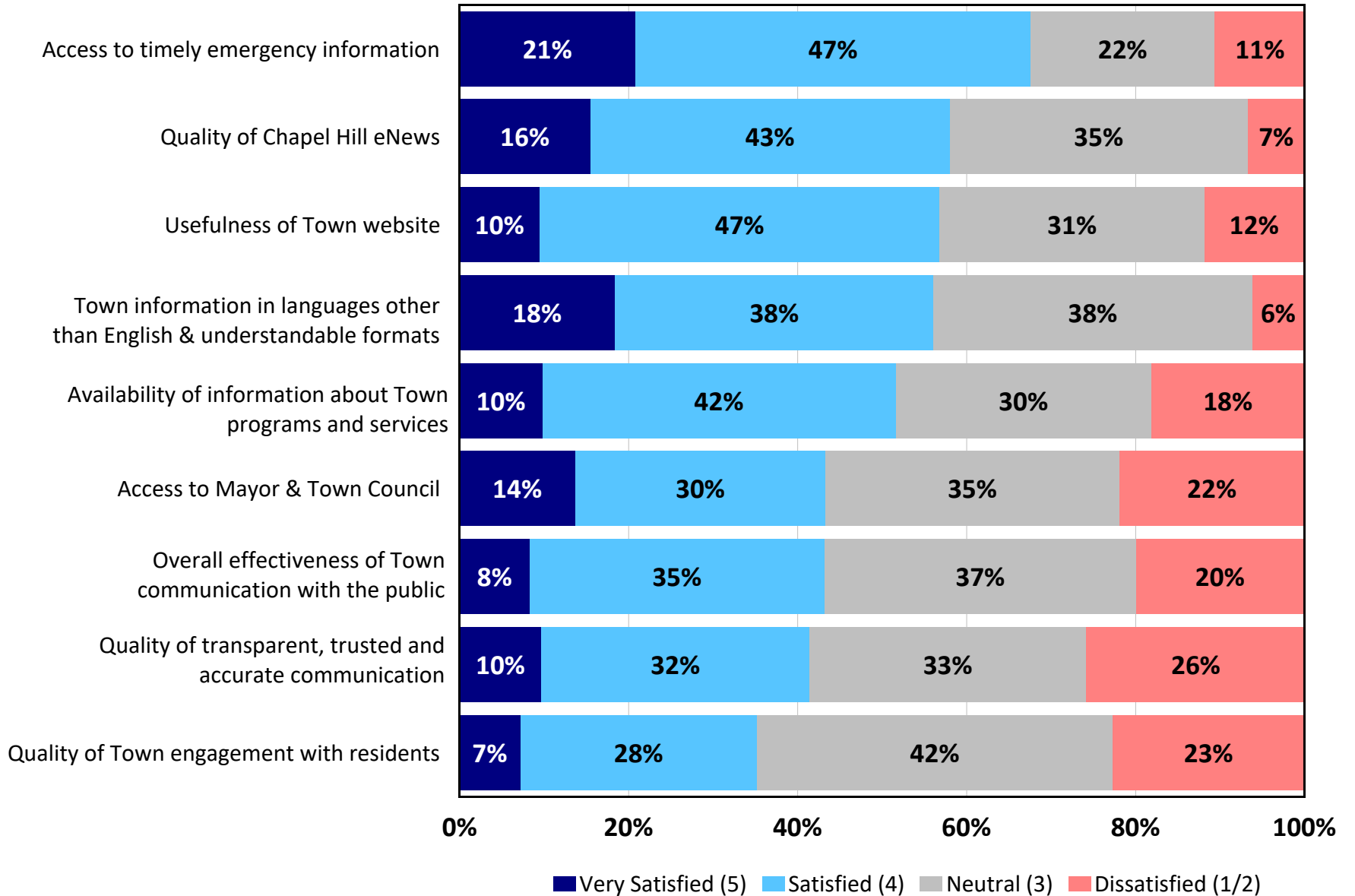


■ Town celebration with fireworks   ■ Town celebration without fireworks   ■ No celebration



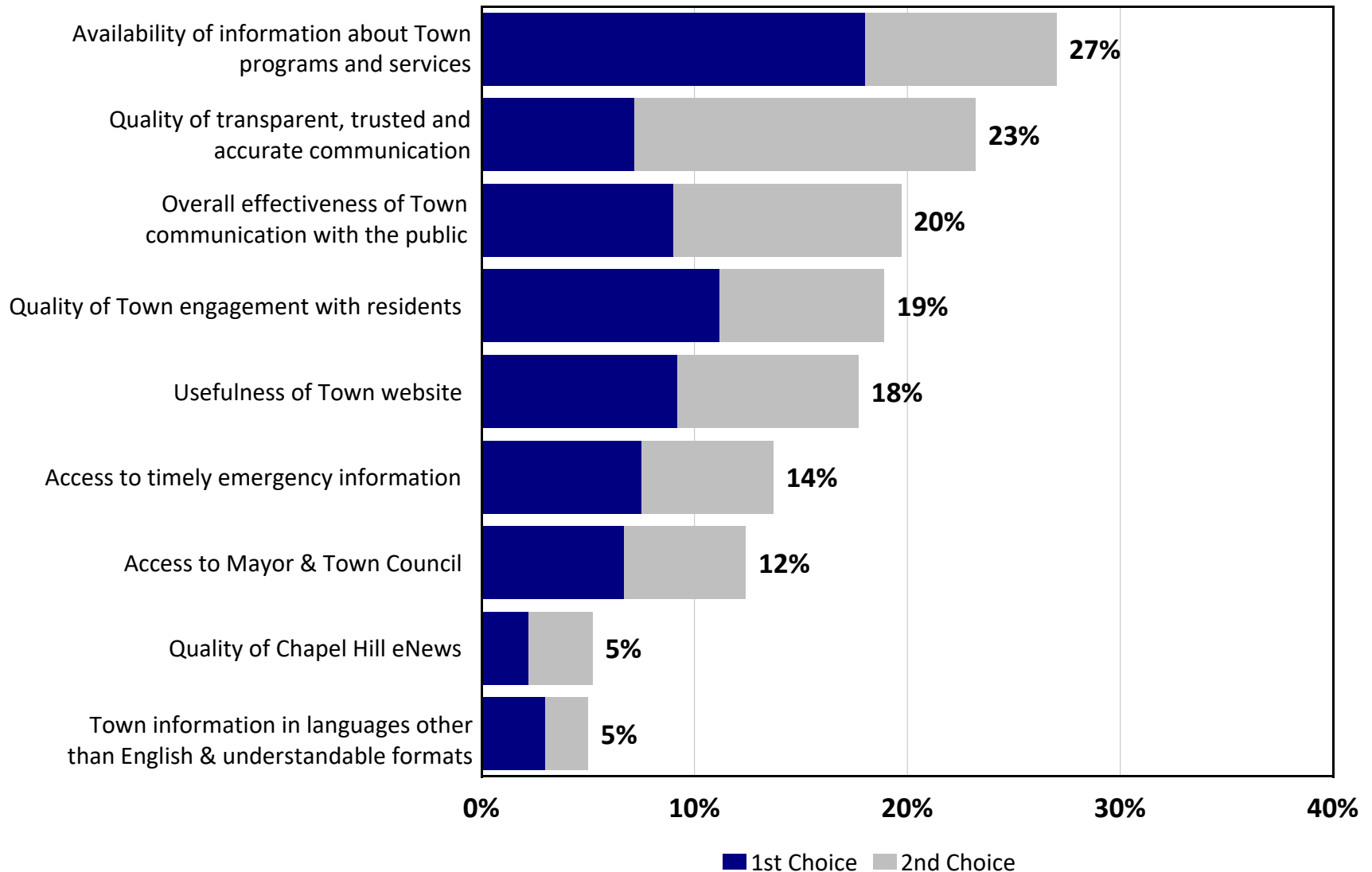
# Q25. Town Communication

by percentage of respondents (excluding don't knows)



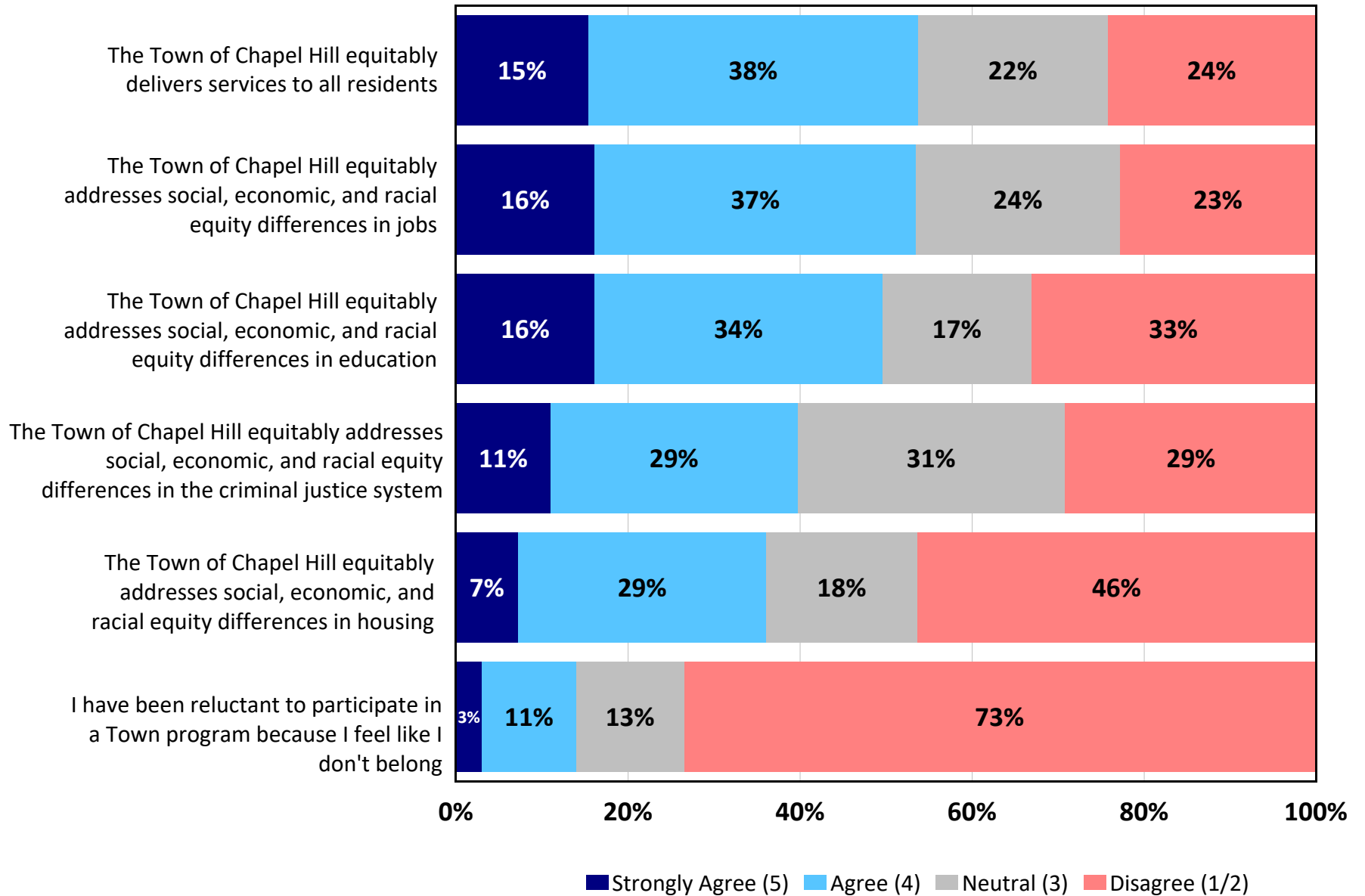
# Q26. Town Communication Services That Should Receive the Most Emphasis from Town Leaders

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



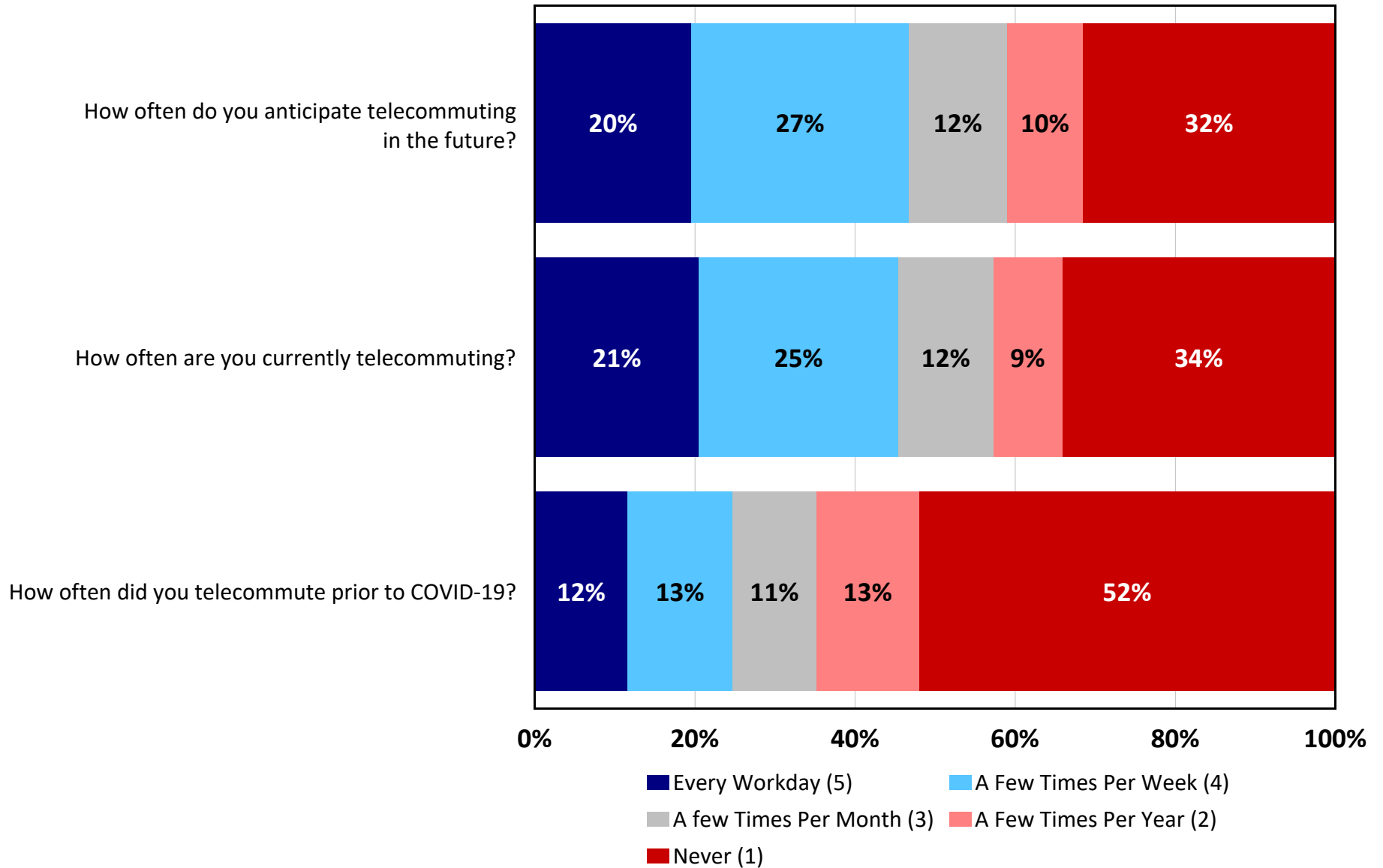
# Q27. Diversity, Equity, and Inclusion

by percentage of respondents (excluding don't knows)



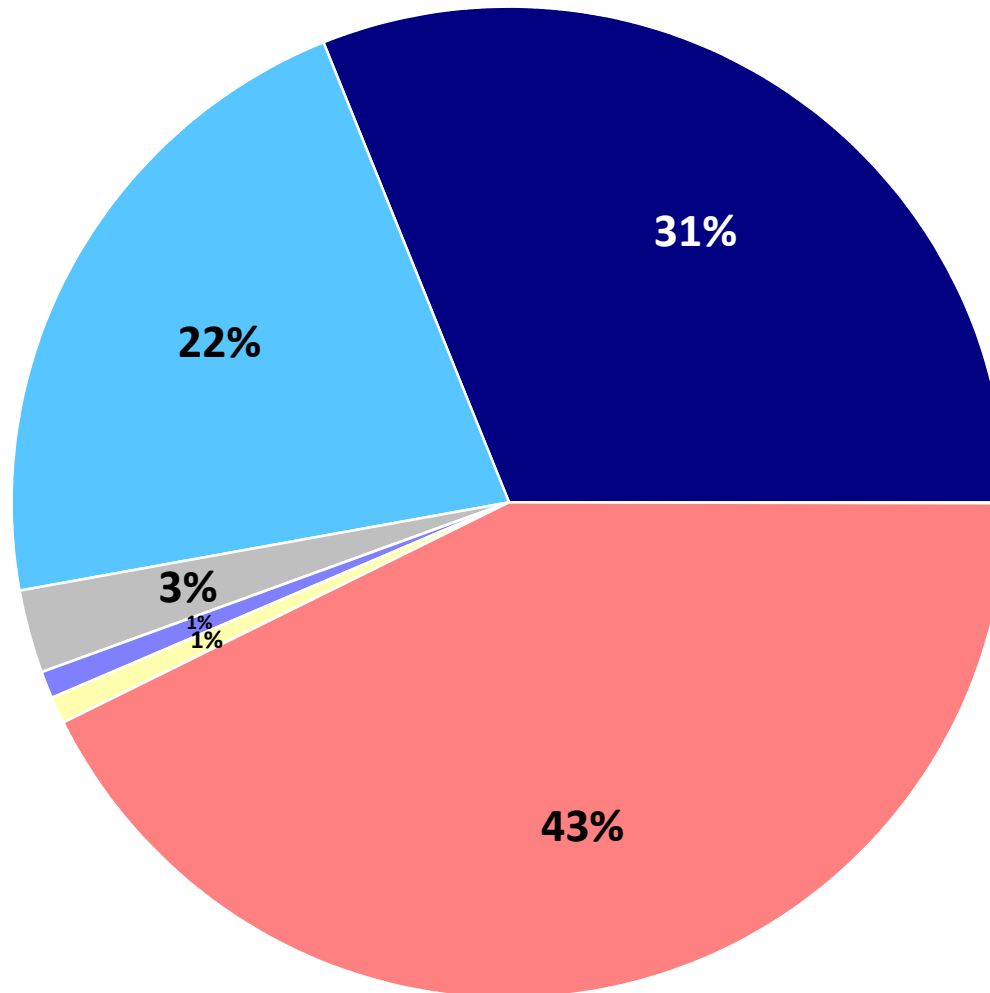
# Q28. How frequently do you do the following?

by percentage of respondents (excluding don't knows)



# Q29. If you travel to work, please select the item below that best describes the general area you travel to for work

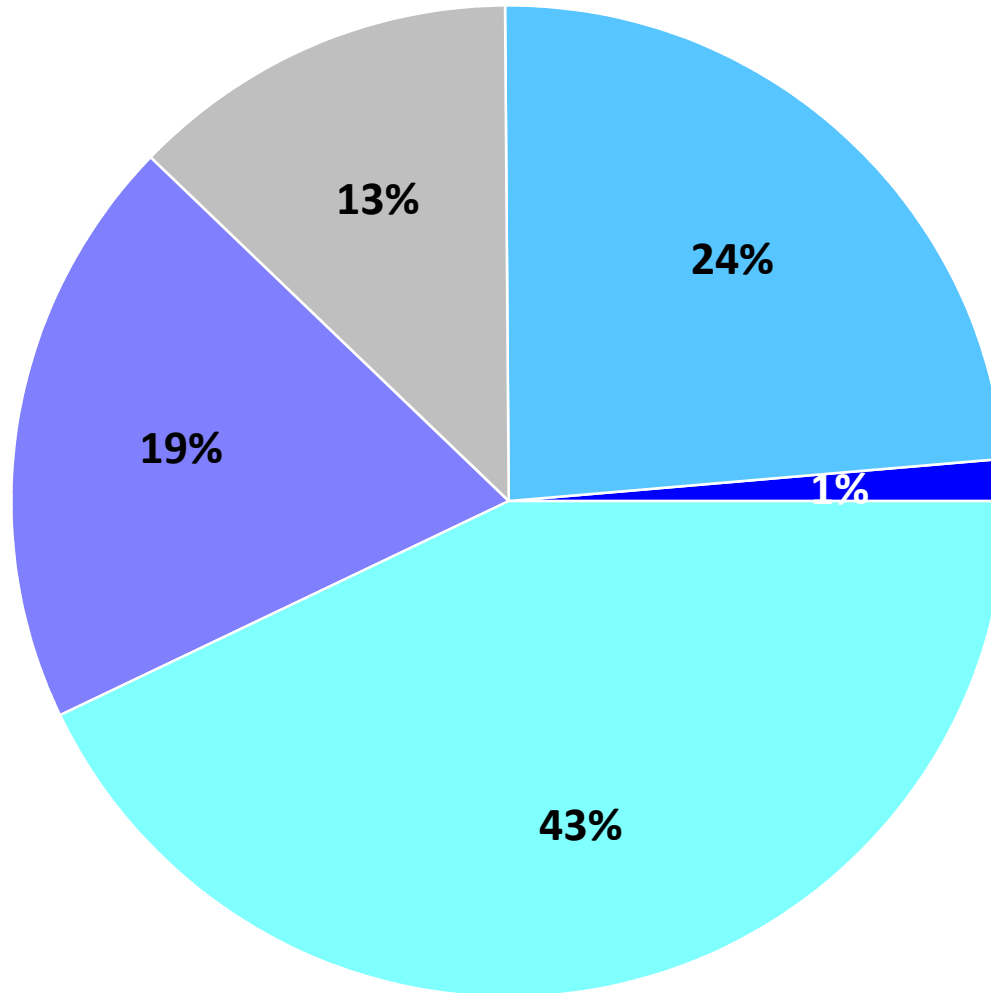
by percentage of respondents (excluding "not provided")



- In Chapel Hill
- East (towards Durham, Raleigh, RTP)
- West (towards Carrboro, Burlington, Greensboro)
- North (towards Hillsborough, Roxboro)
- South (towards Pittsboro, Sanford)
- I do not commute for work (I work from home or am not employed)

# Q30. About how long have you lived in Chapel Hill?

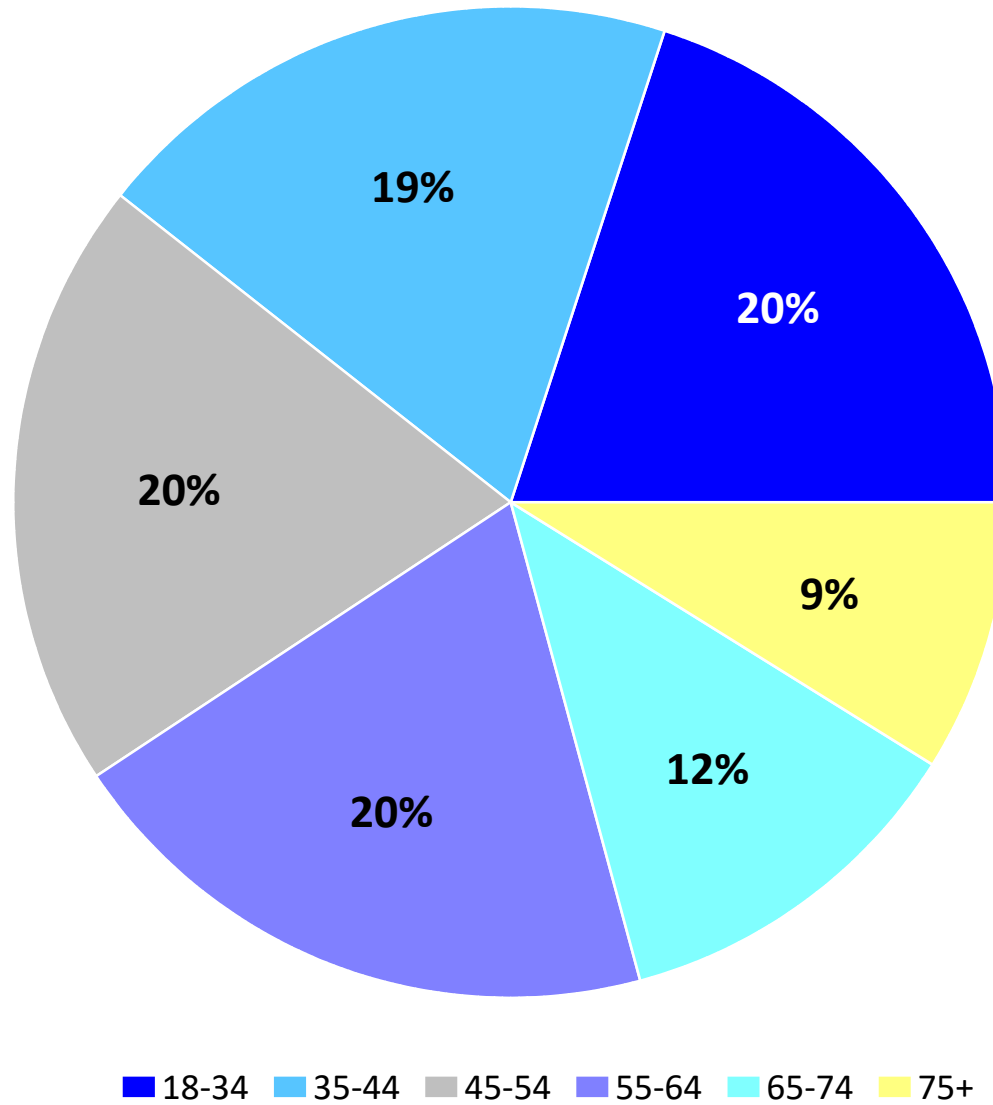
by percentage of respondents (excluding "not provided")



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

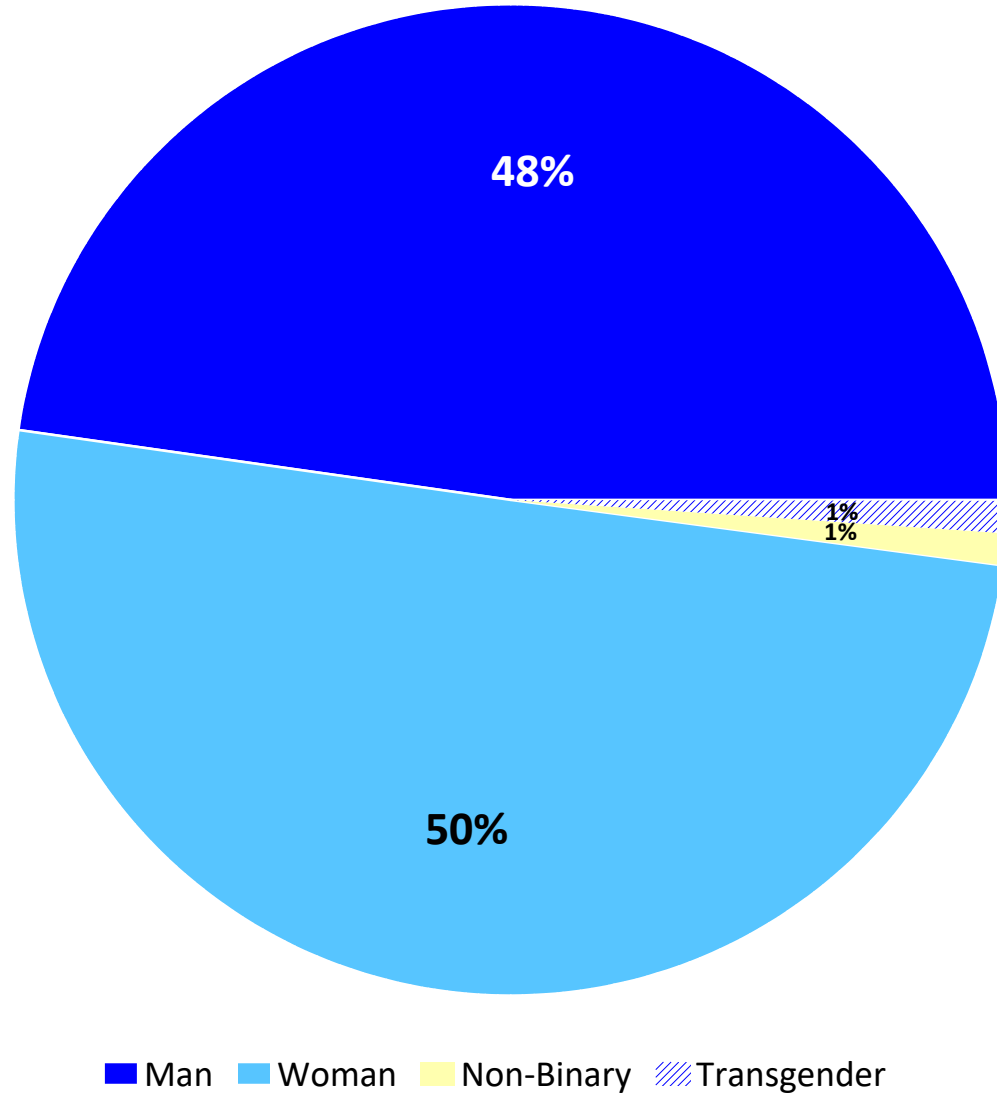
# Q31. What is your age?

by percentage of respondents (excluding "not provided")



## Q32. How do you identify yourself?

by percentage of respondents (excluding “not provided”)

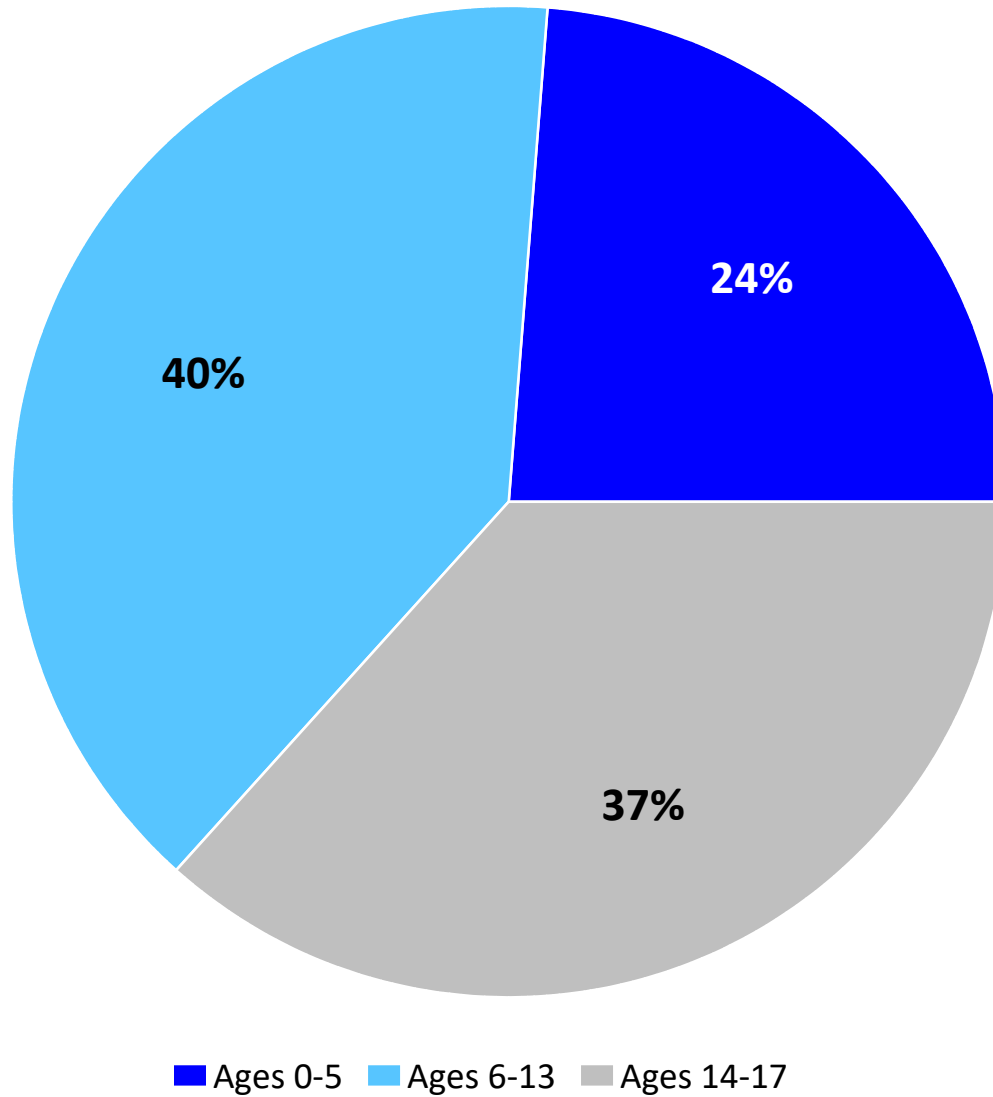


*0.3% of respondents preferred to self-describe*



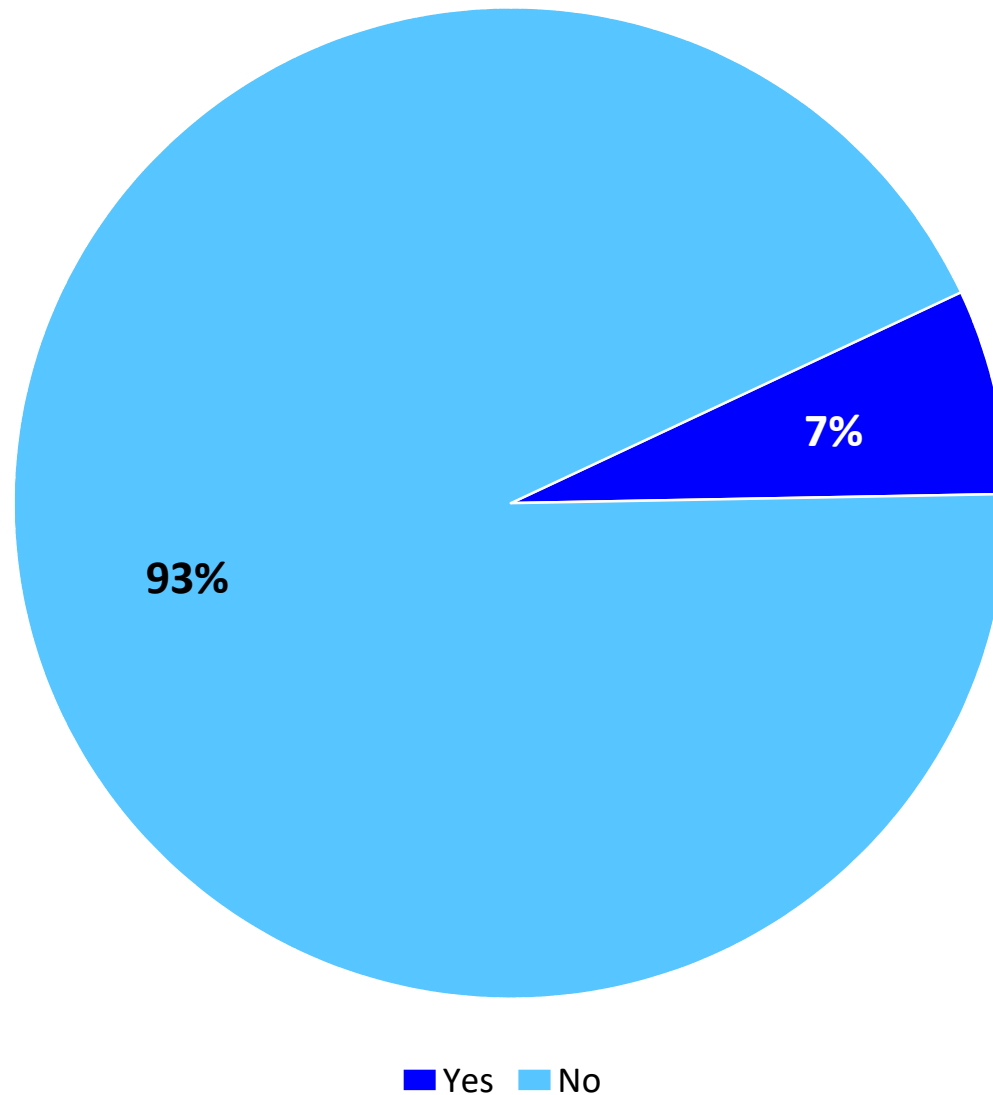
# Q33. How many children in each of the following age groups live with you in Chapel Hill?

by percentage of respondents with children in the household



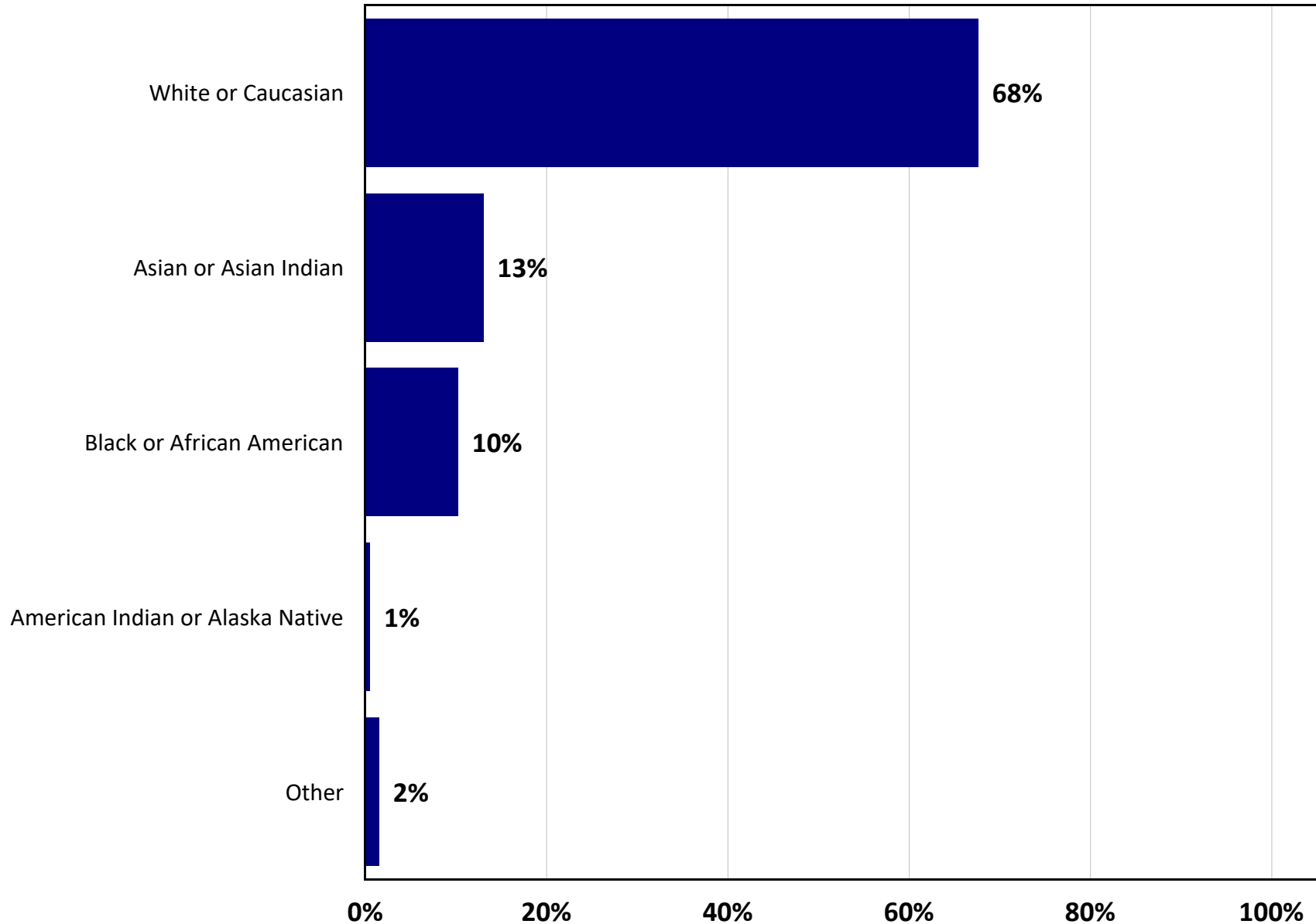
# Q34. Do you consider yourself to be Hispanic, Spanish, or Latino/a/x?

by percentage of respondents (excluding “not provided”)



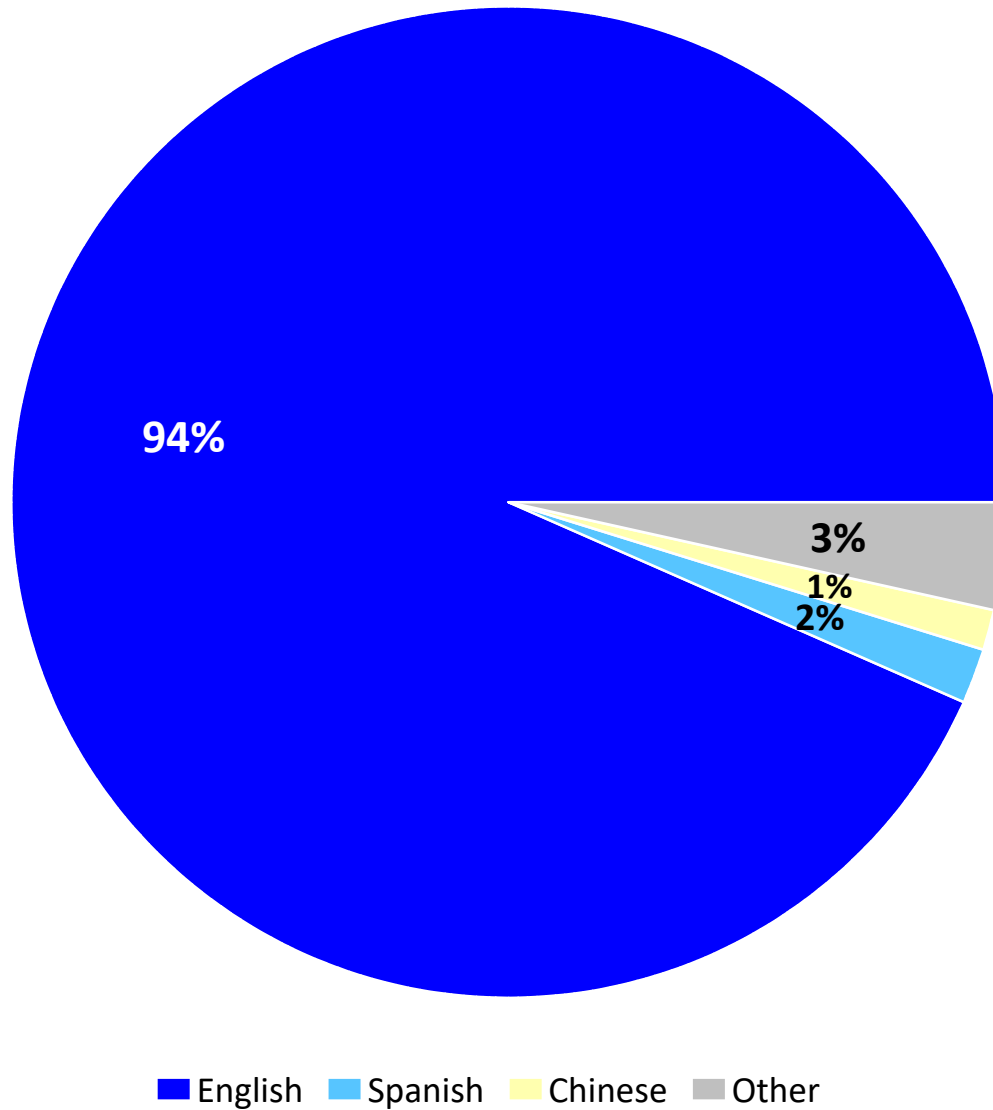
# Q35. Which of the following best describes your race?

by percentage of respondents (multiple selections could be made)



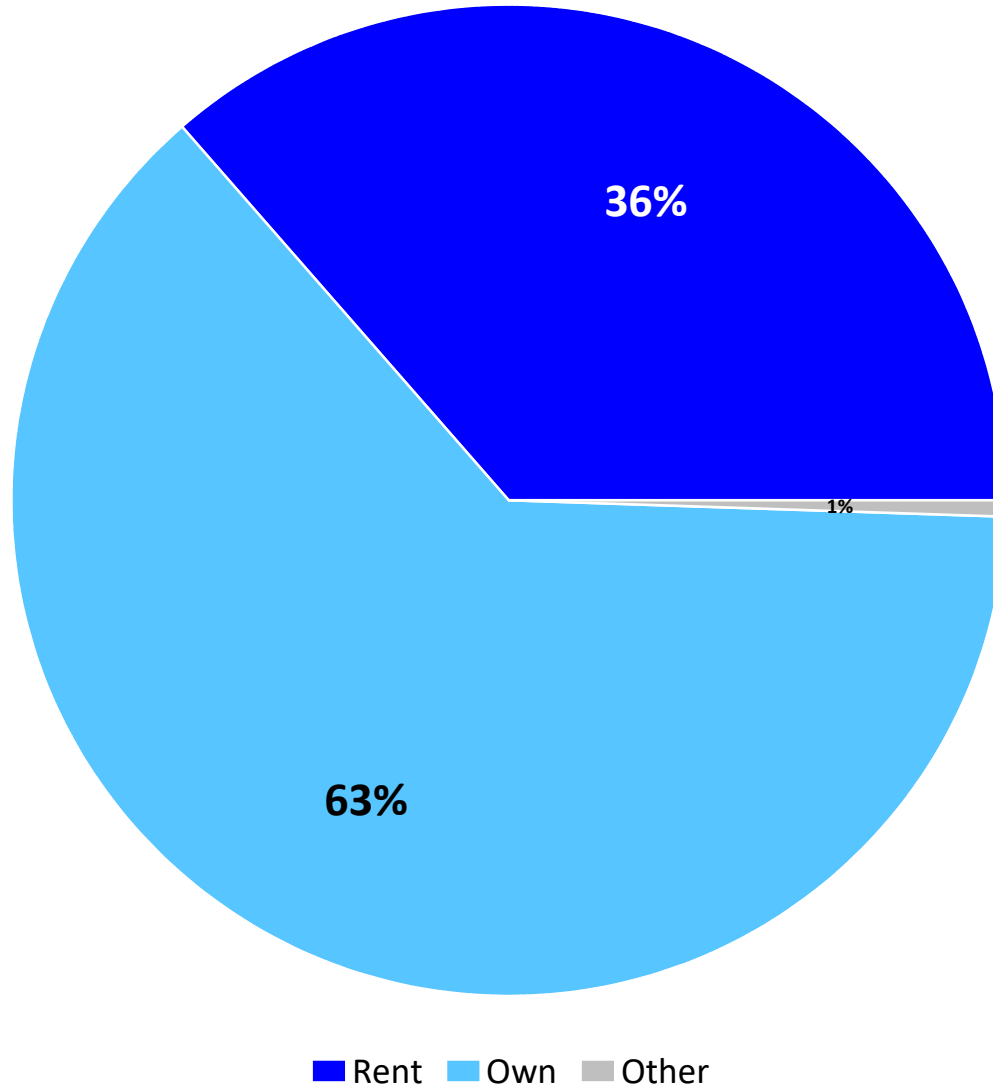
# Q36. What is the primary language used in your household?

by percentage of respondents (excluding "not provided")



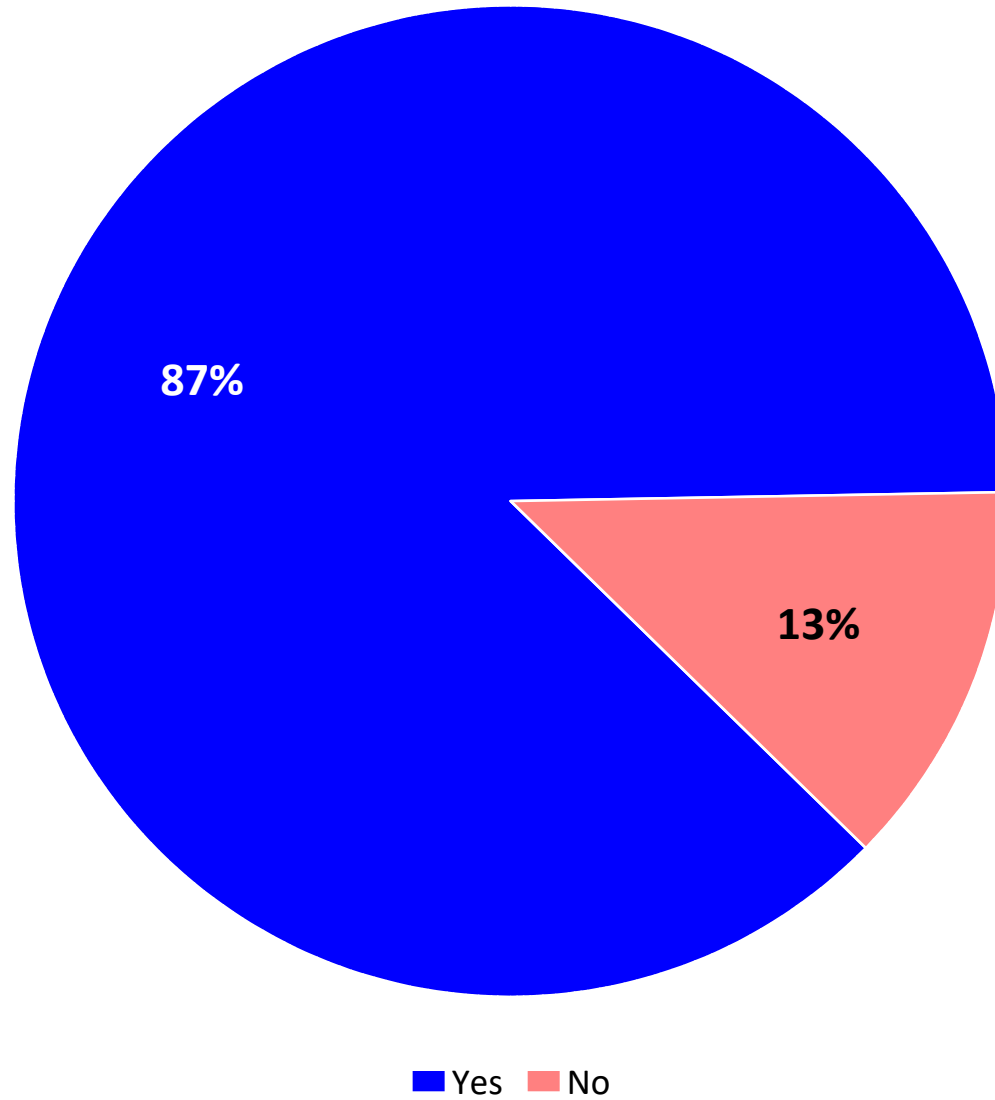
# Q37. Do you rent or own your home?

by percentage of respondents (excluding "not provided")



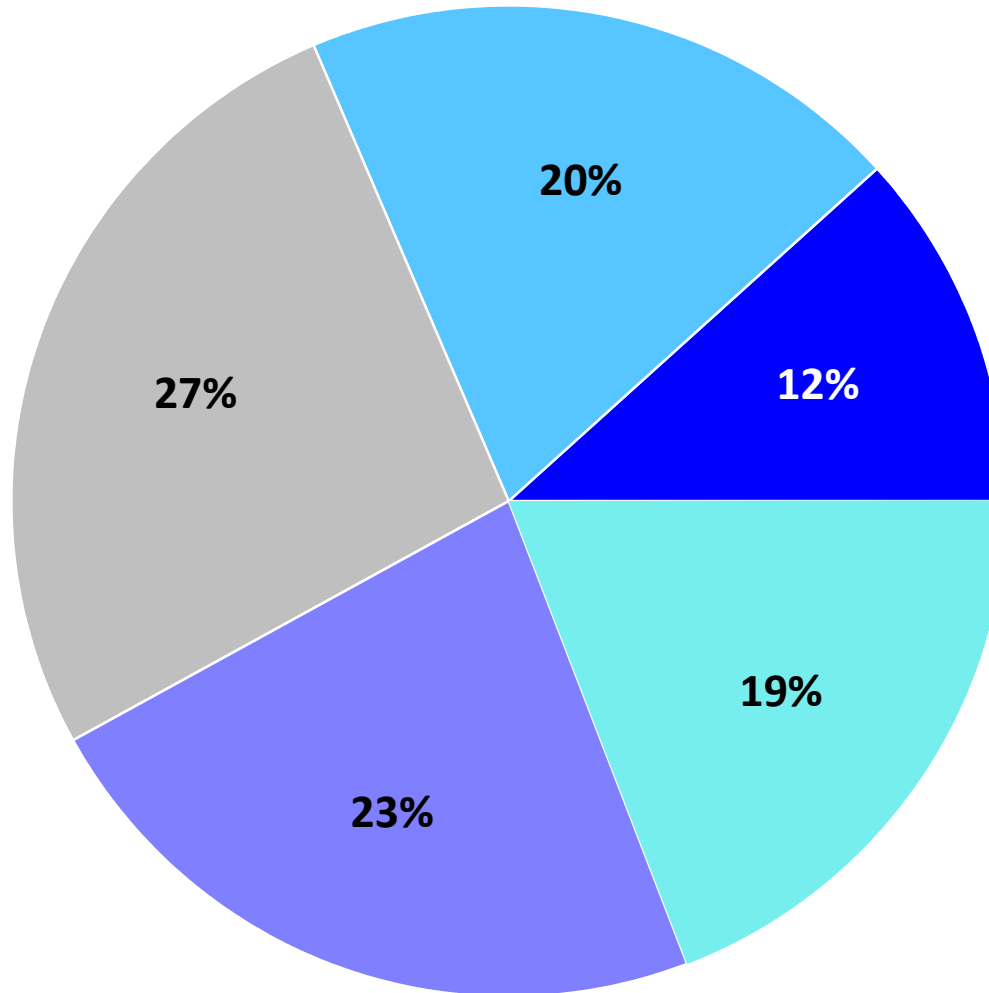
## Q38. Do you know your neighbors?

by percentage of respondents (excluding "not provided")



# Q39. Would you say your total annual household income is...

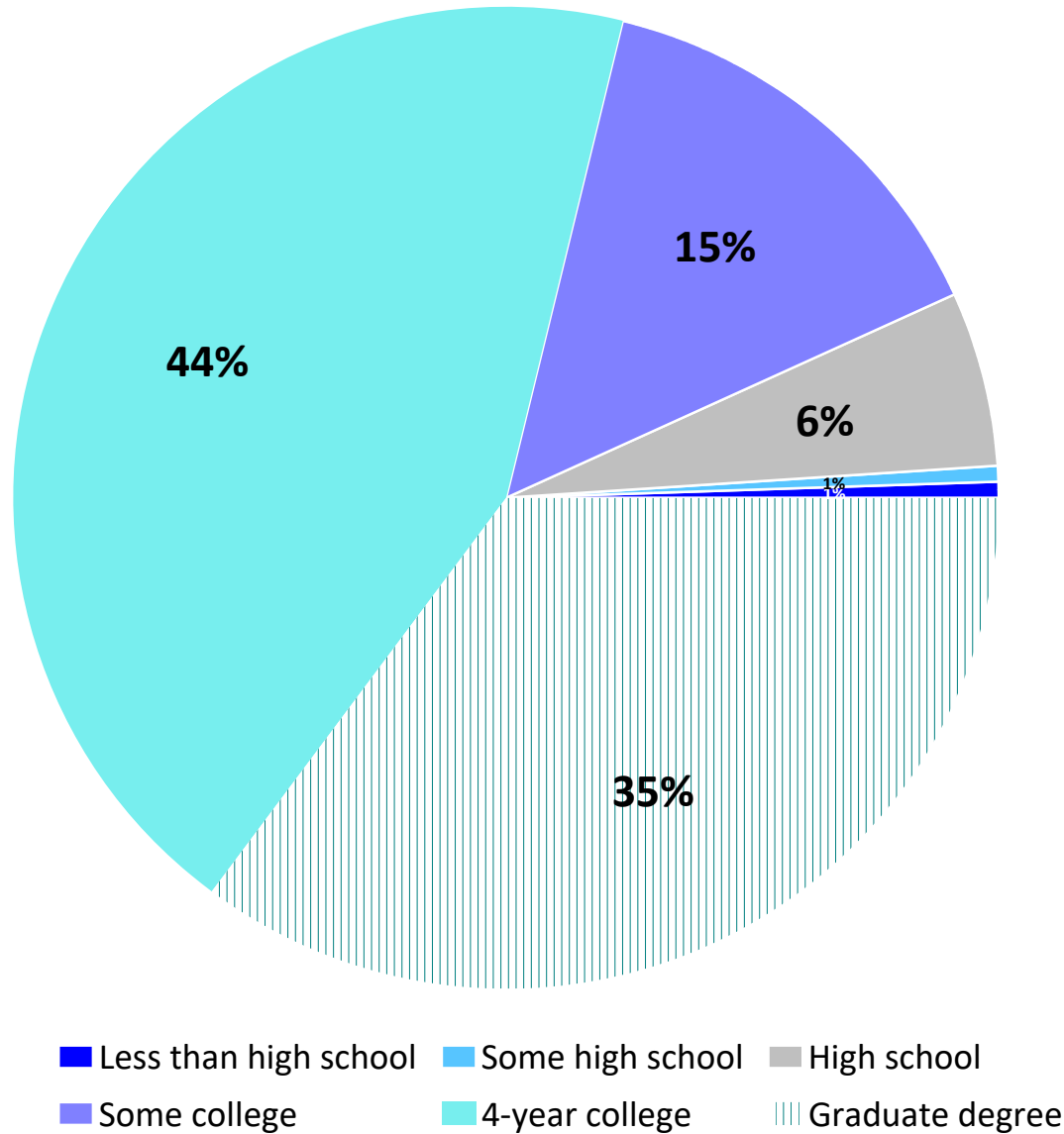
by percentage of respondents (excluding "not provided")



■ Under \$30K      ■ \$30K to \$59,999      ■ \$60K to \$99,999  
■ \$100K to \$129,999      ■ \$130K+

# Q40. What is the highest level of education that you have completed?

by percentage of respondents (excluding "not provided")





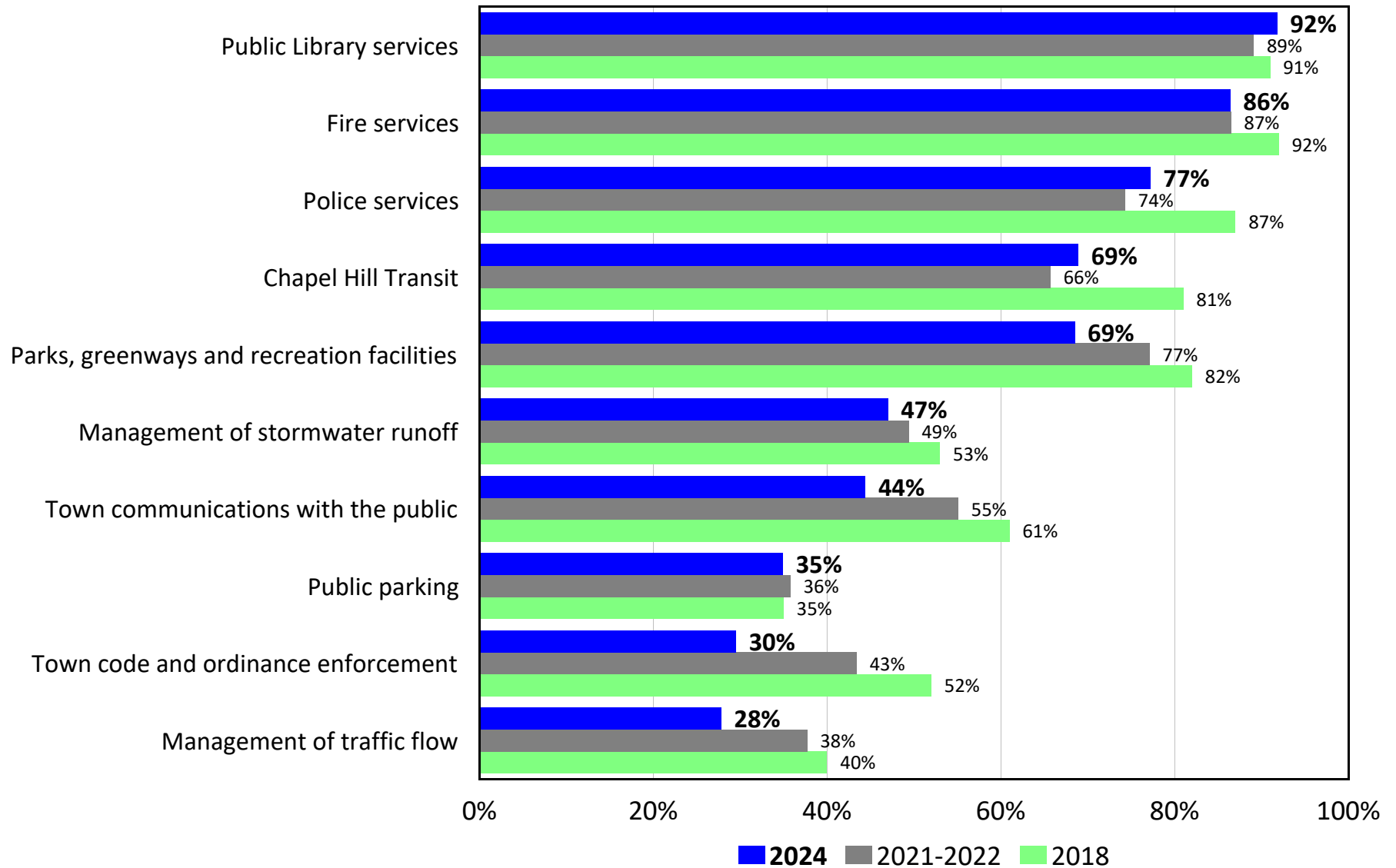
# 2

## Trend Charts

# Q1. Major Categories of Services

## Trends: 2024 vs. 2021-2022 vs. 2018

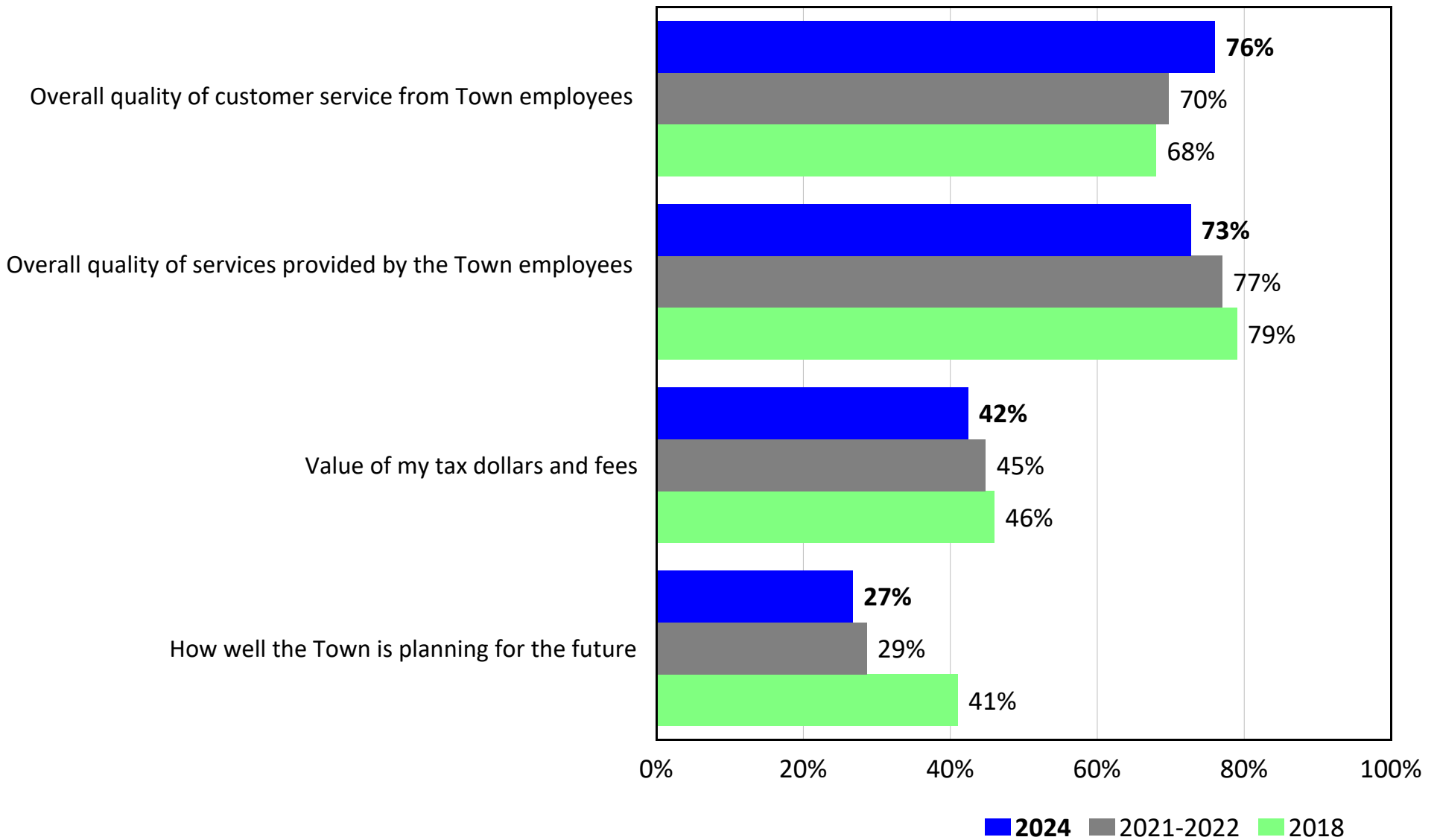
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q4. Value of Town Services

## Trends: 2024 vs. 2021-2022 vs. 2018

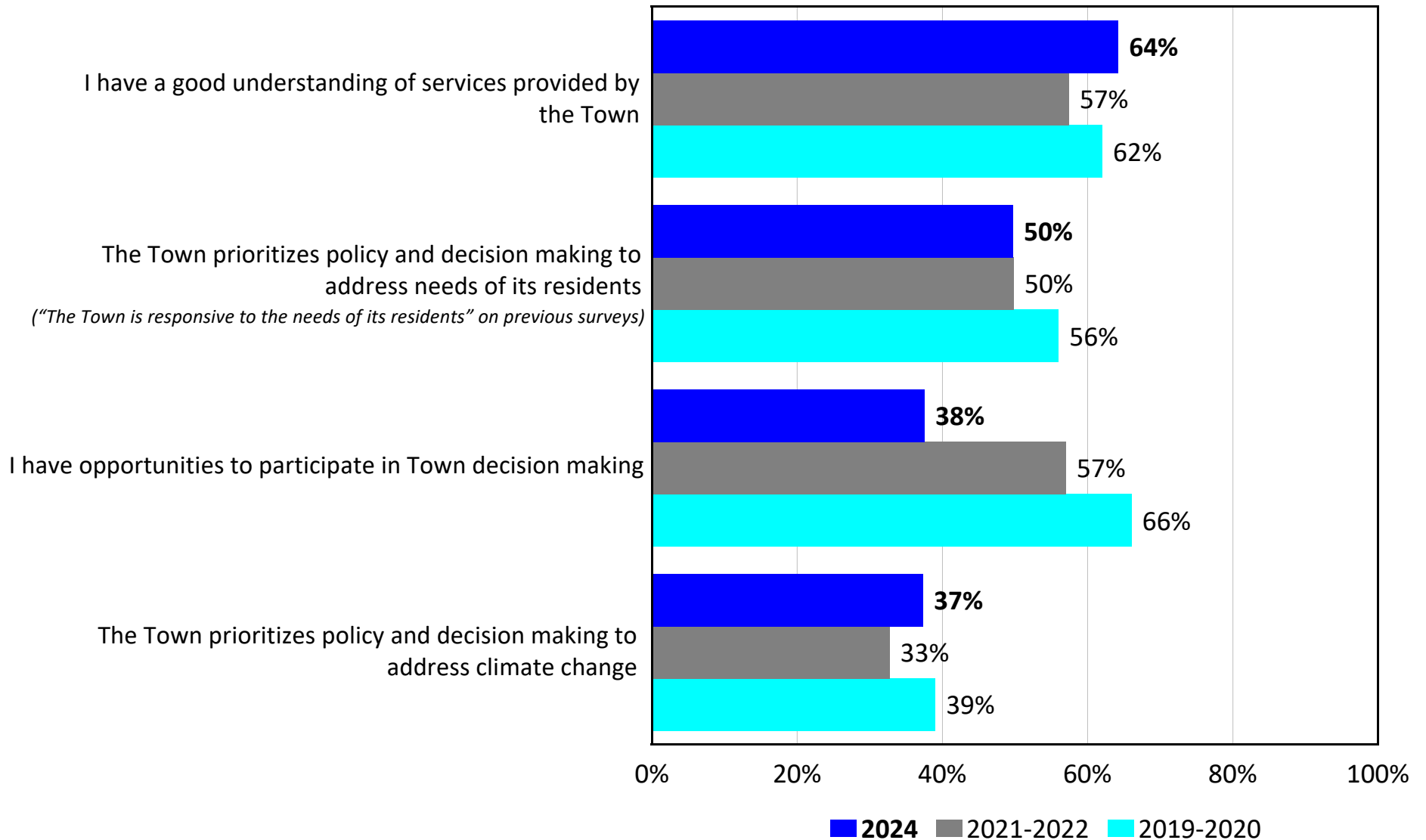
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q5. Perceptions of Town Government

Trends: 2024 vs. 2021-2022 vs. 2019-2020

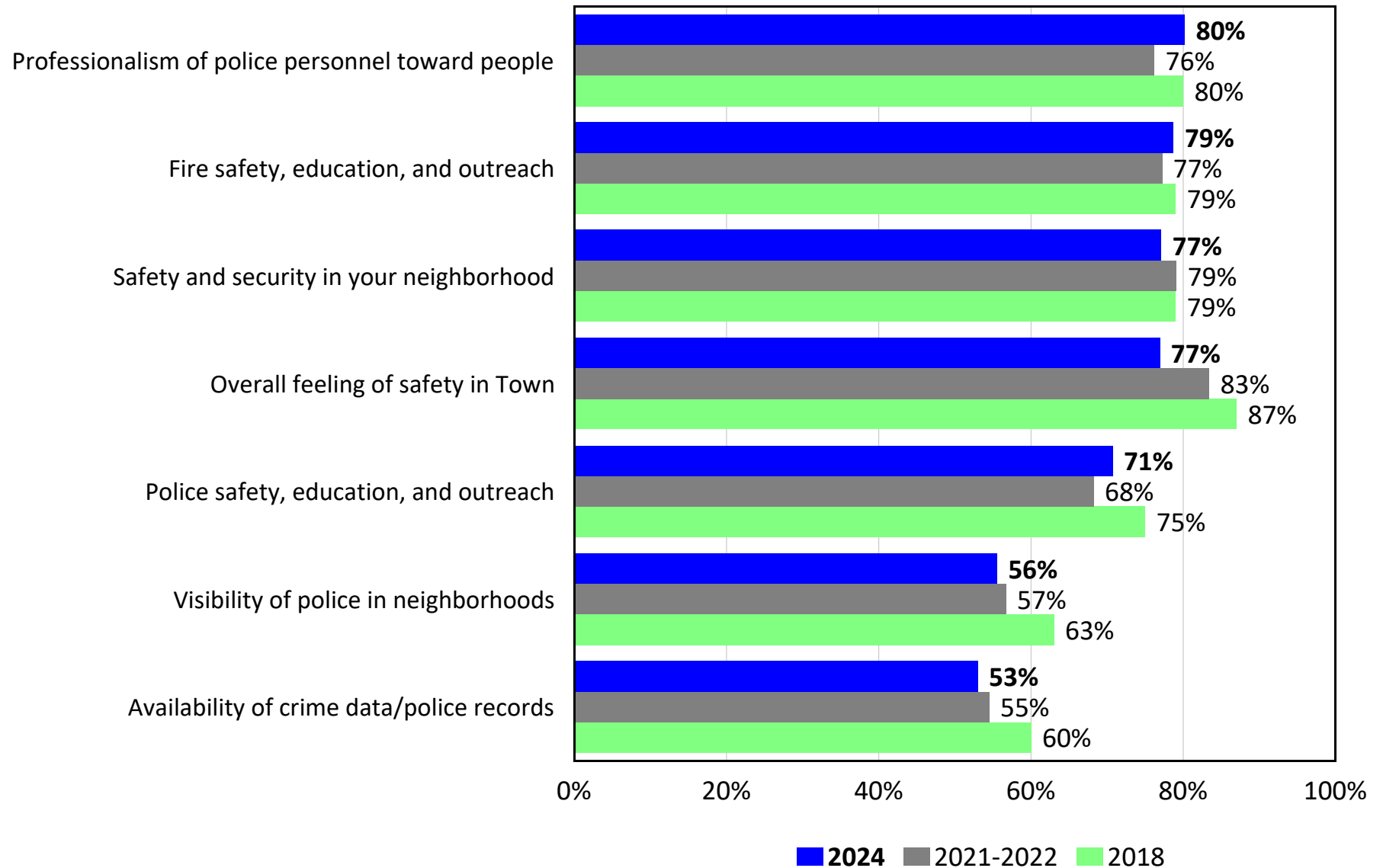
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q7. Community Safety Services

## Trends: 2024 vs. 2021-2022 vs. 2018

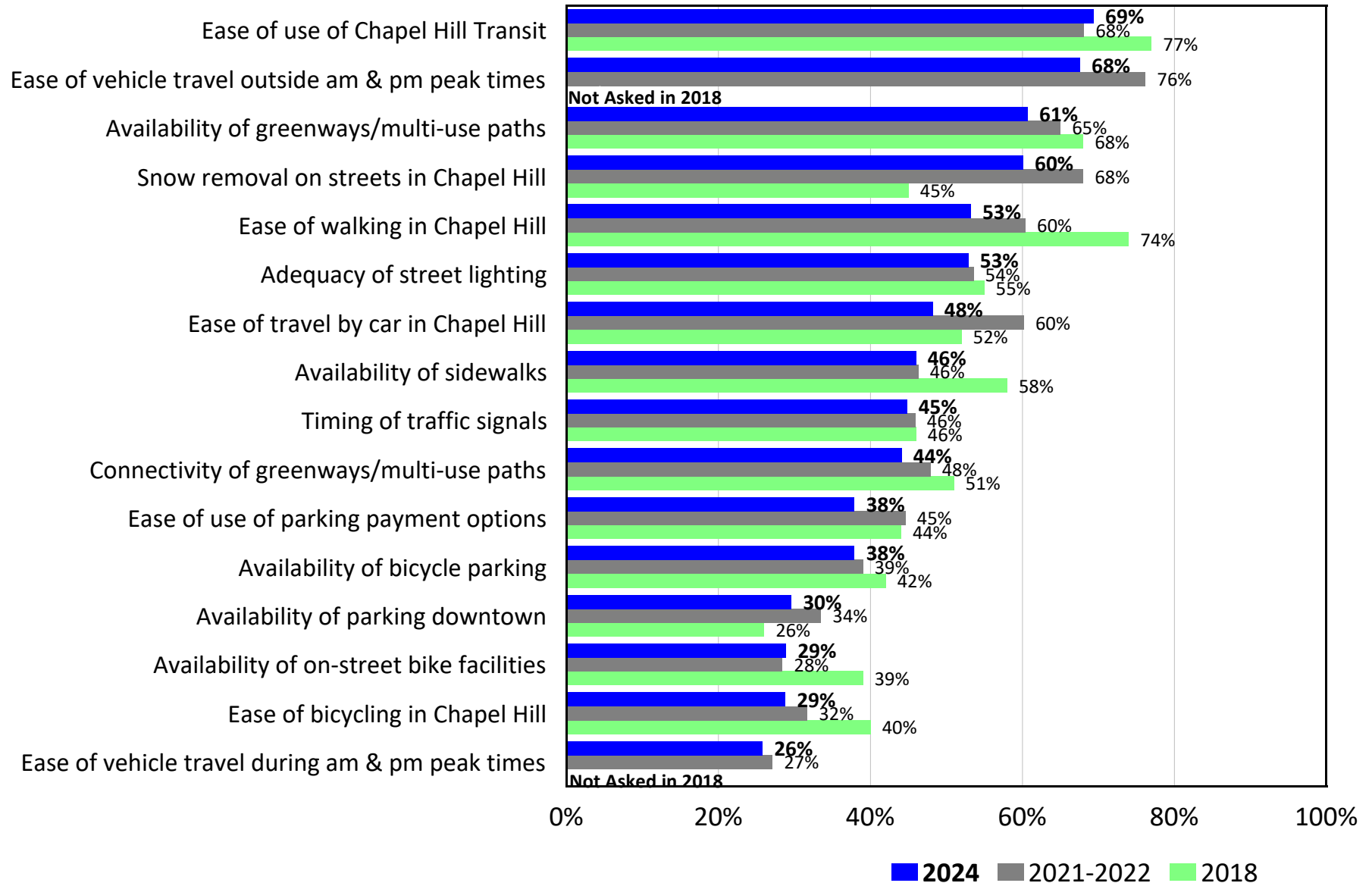
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q9. Transportation and Infrastructure

## Trends: 2024 vs. 2021-2022 vs. 2018

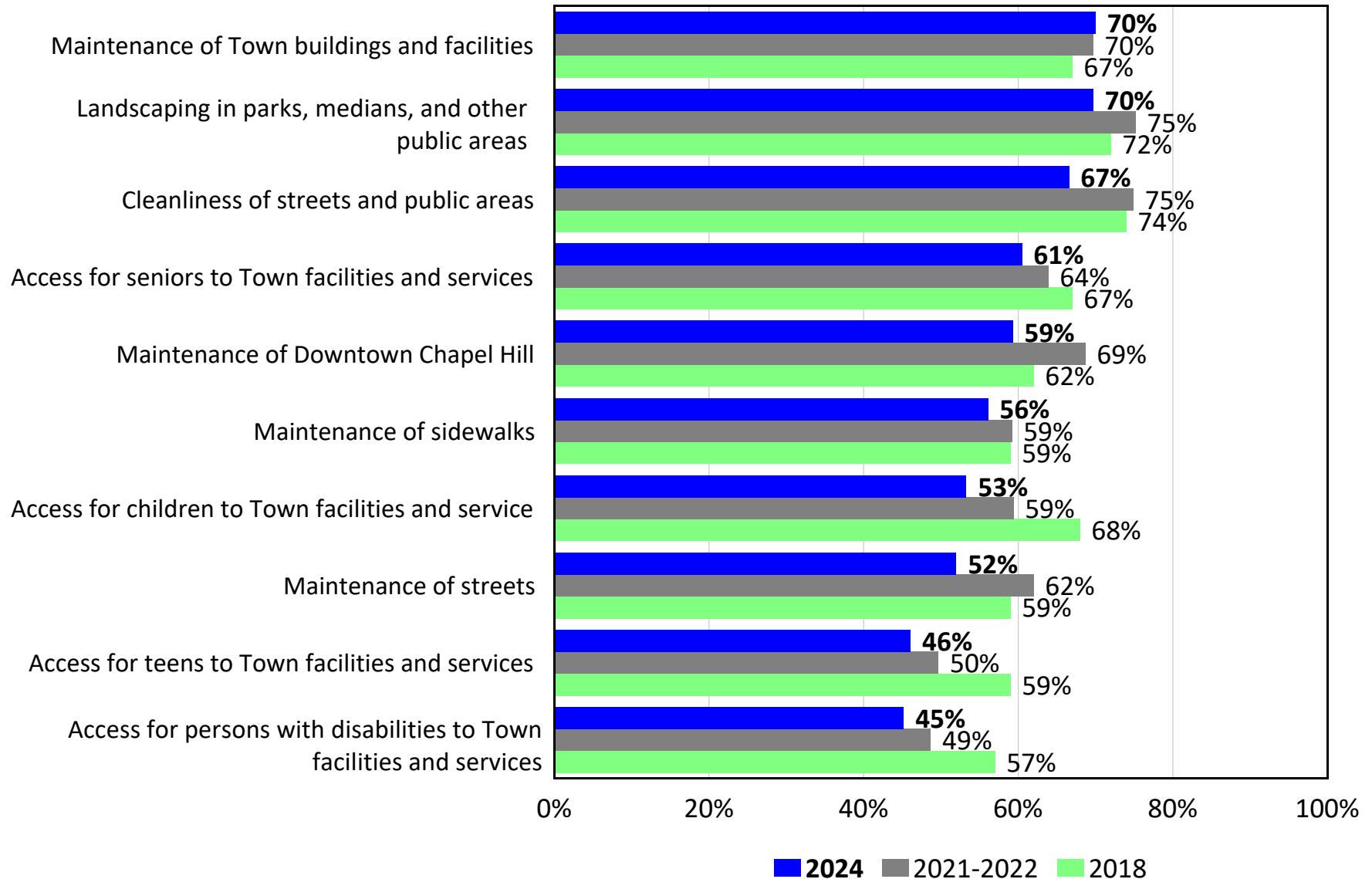
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q12. Public Facilities

## Trends: 2024 vs. 2021-2022 vs. 2018

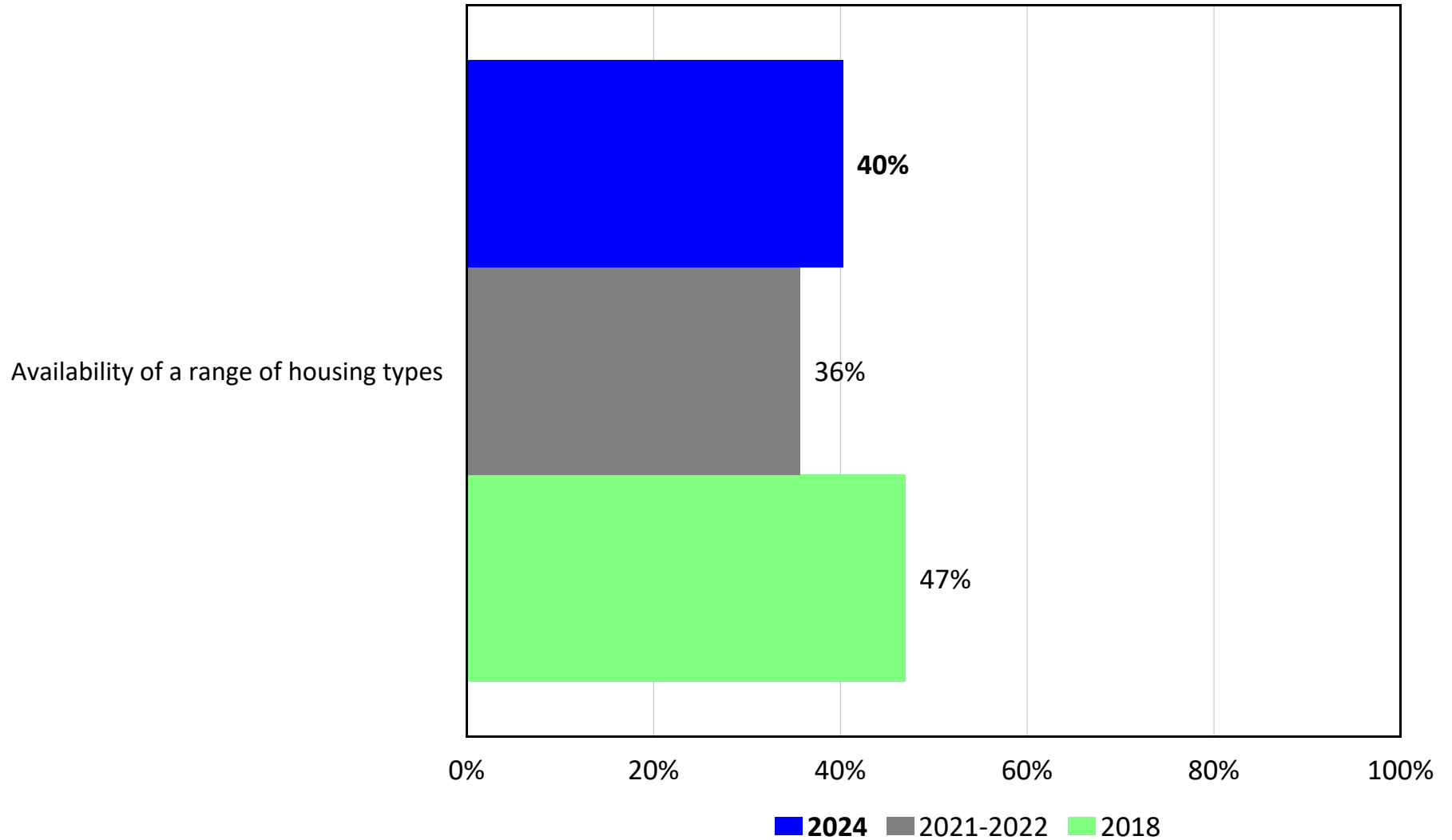
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q16. Housing

## Trends: 2024 vs. 2021-2022 vs. 2018

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

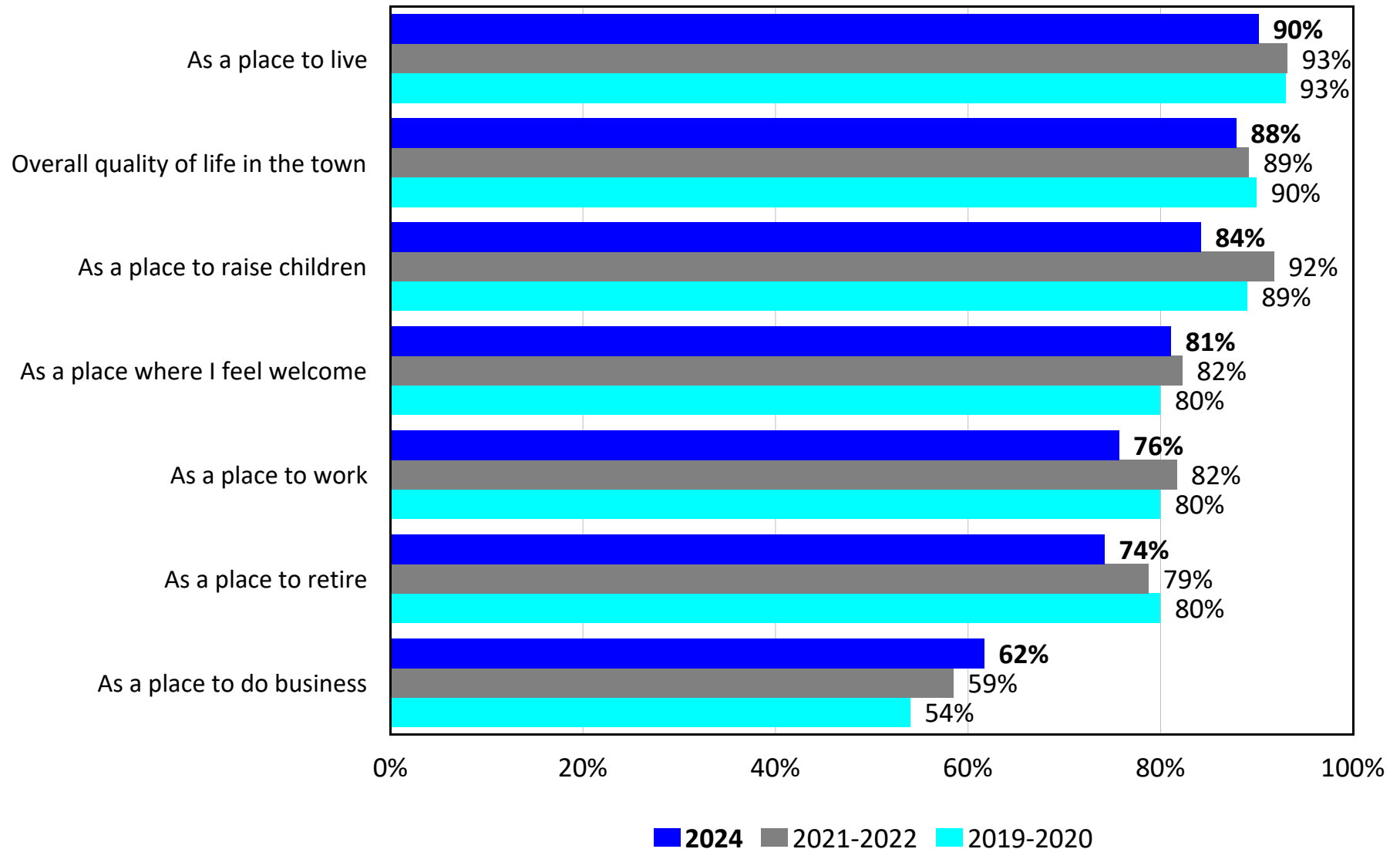




# Q18. Quality of Life

## Trends: 2024 vs. 2021-2022 vs. 2019-2020

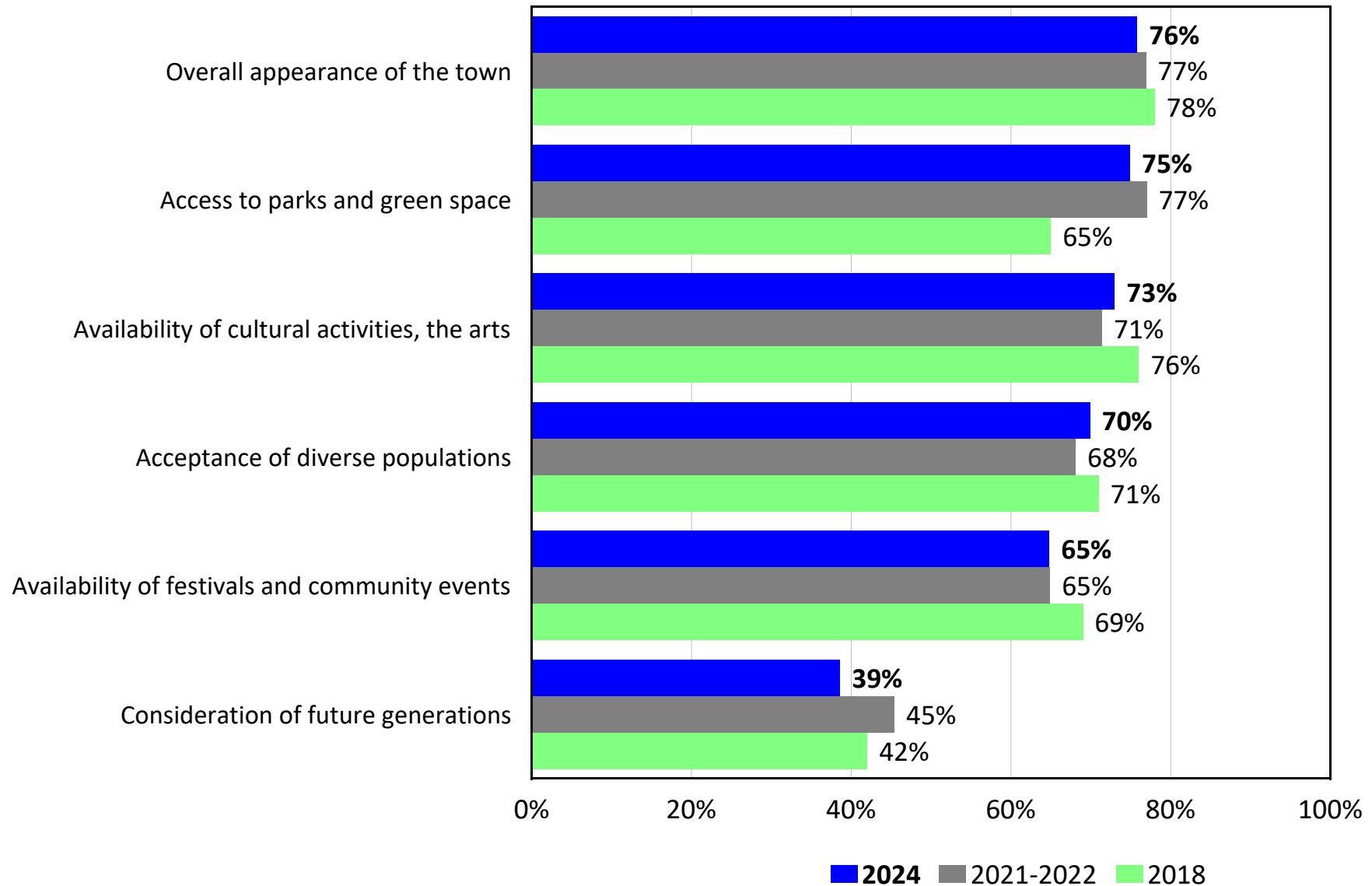
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q19. Perceptions of the Community

Trends: 2024 vs. 2021-2022 vs. 2018

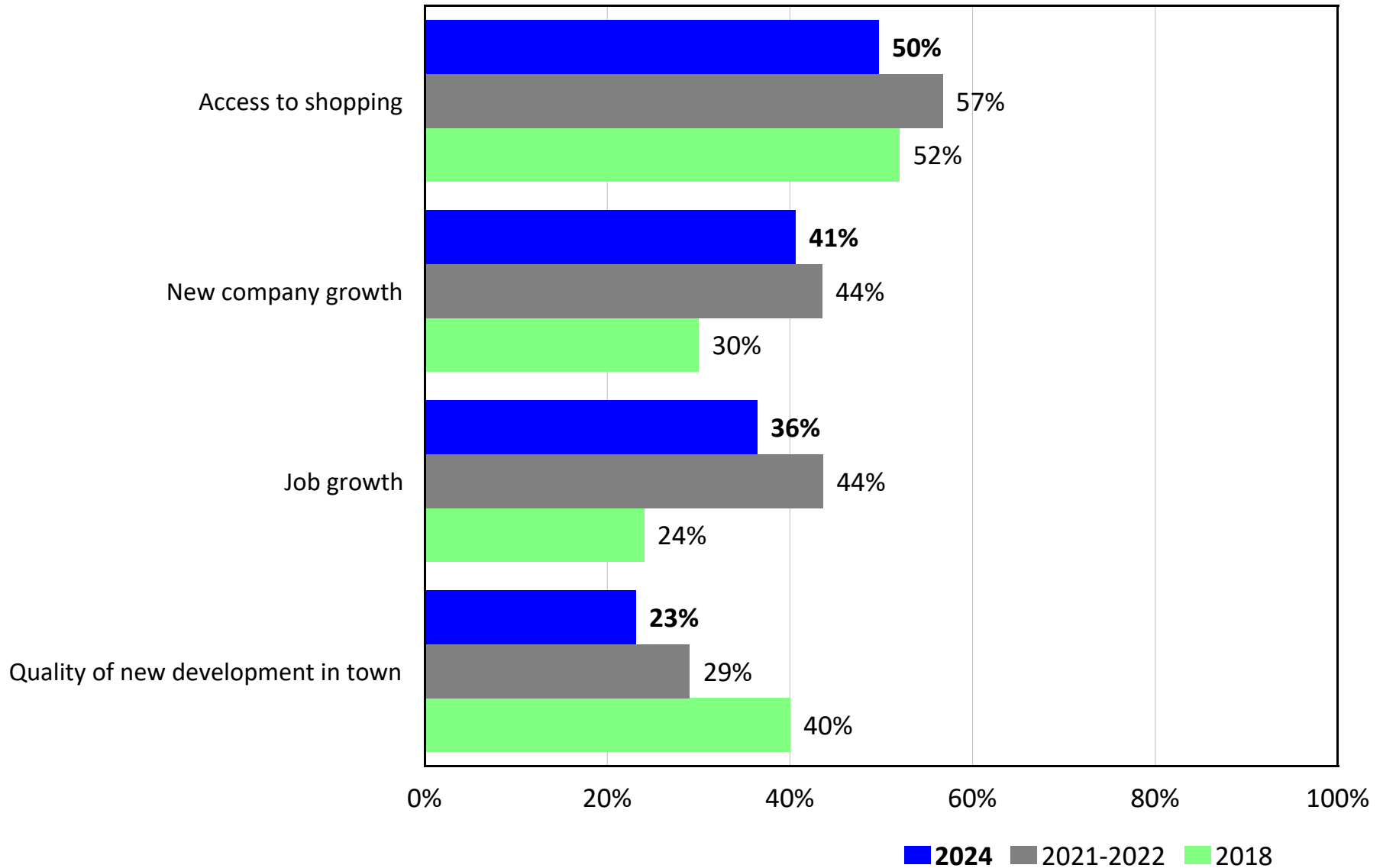
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q20a. Local Economy

## Trends: 2024 vs. 2021-2022 vs. 2018

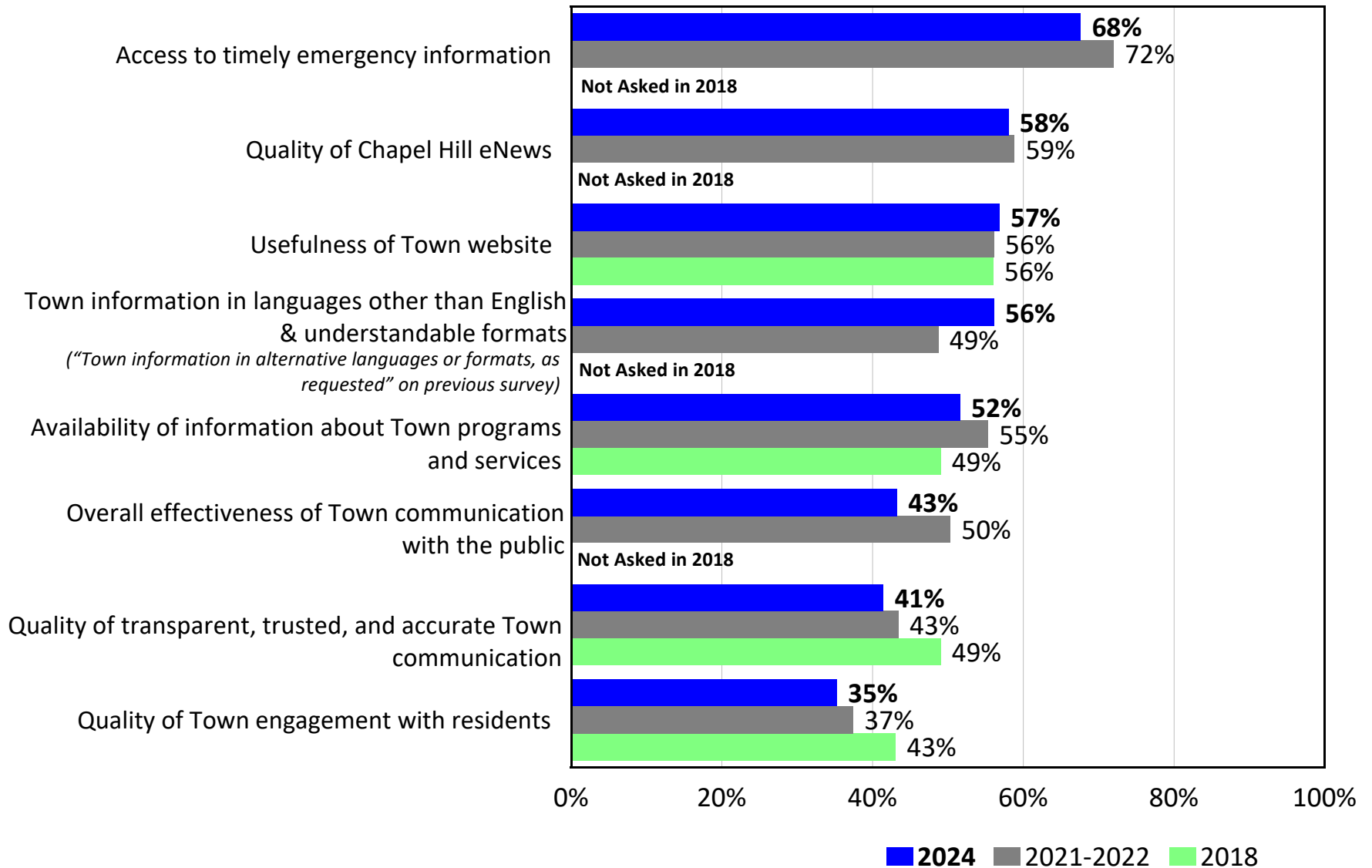
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q25. Town Communication

## Trends: 2024 vs. 2021-2022 vs. 2018

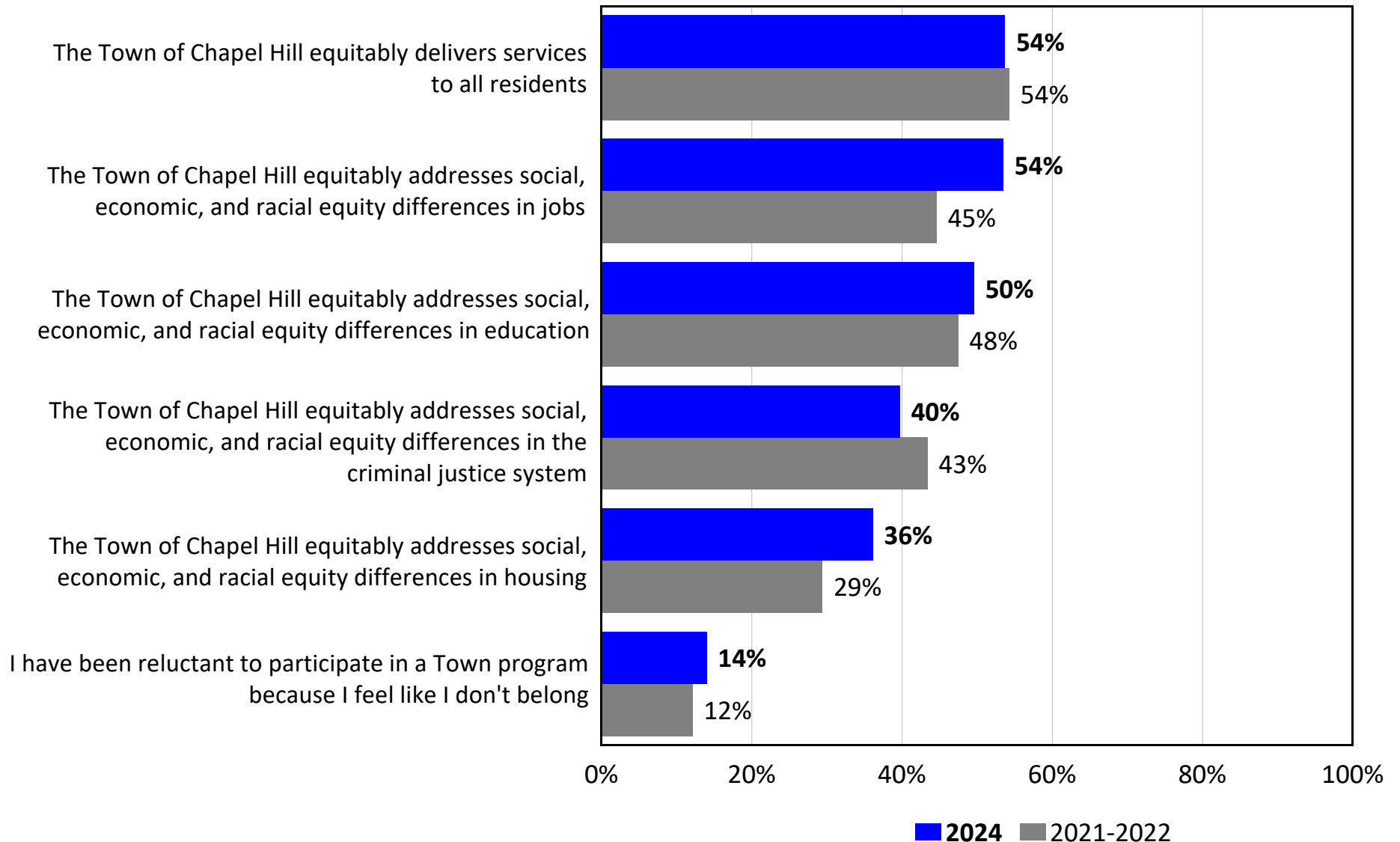
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Q27. Diversity, Equity, and Inclusion

## Trends: 2024 vs. 2021-2022

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





**3**

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*<sup>®</sup> 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 500 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of residents in the Atlantic Region of the United States during the summer of 2023. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 10,000 residents; the “Atlantic Regional Average” shown in the charts reflects the results of the survey of residents living in the Atlantic Region.

# **Benchmarking Data**

## ***National and Regional Comparisons***

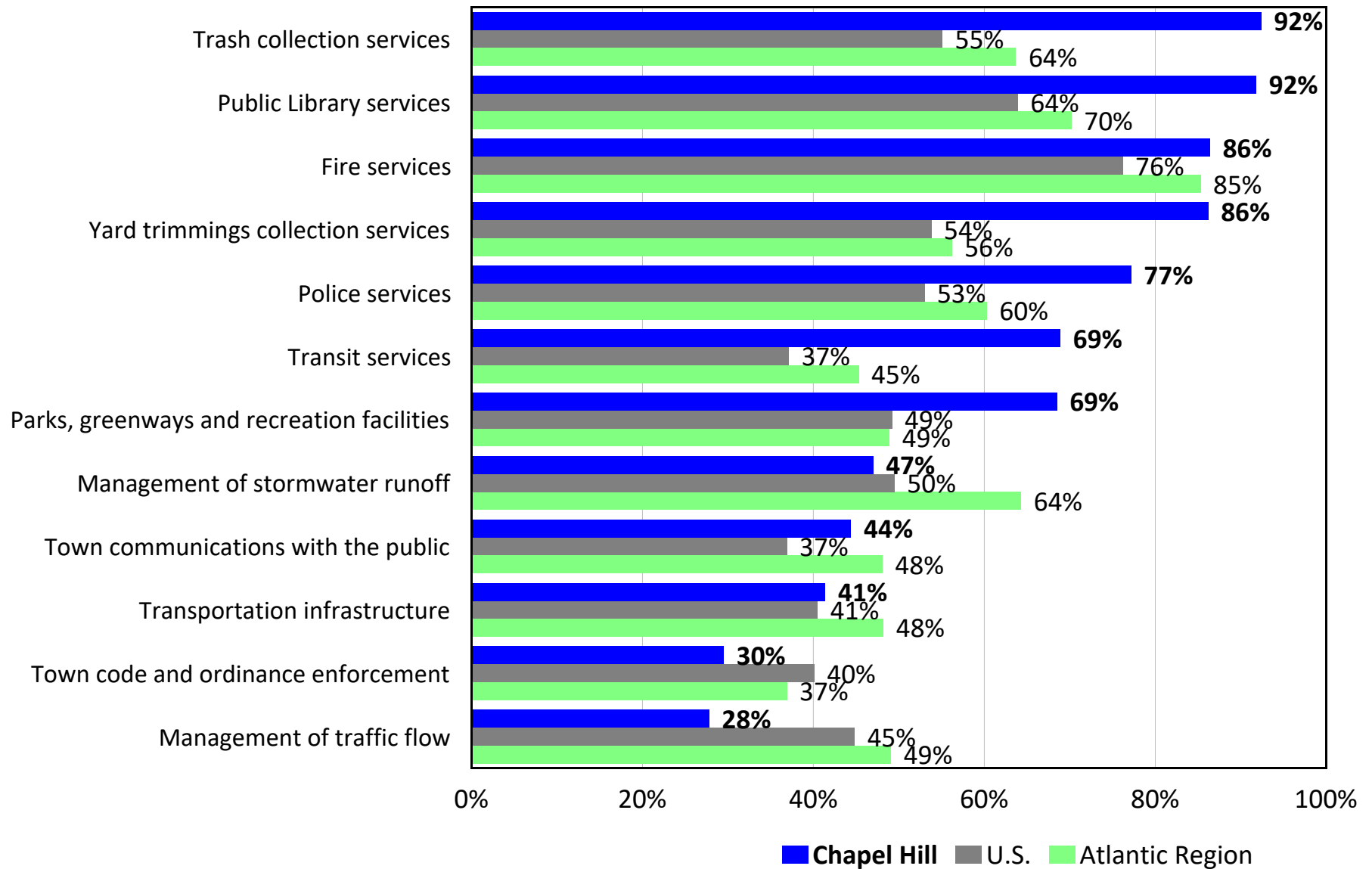
The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Chapel Hill is not authorized without written consent from ETC Institute.



# Major Categories of Services

## Chapel Hill vs. the U.S. vs. the Atlantic Region

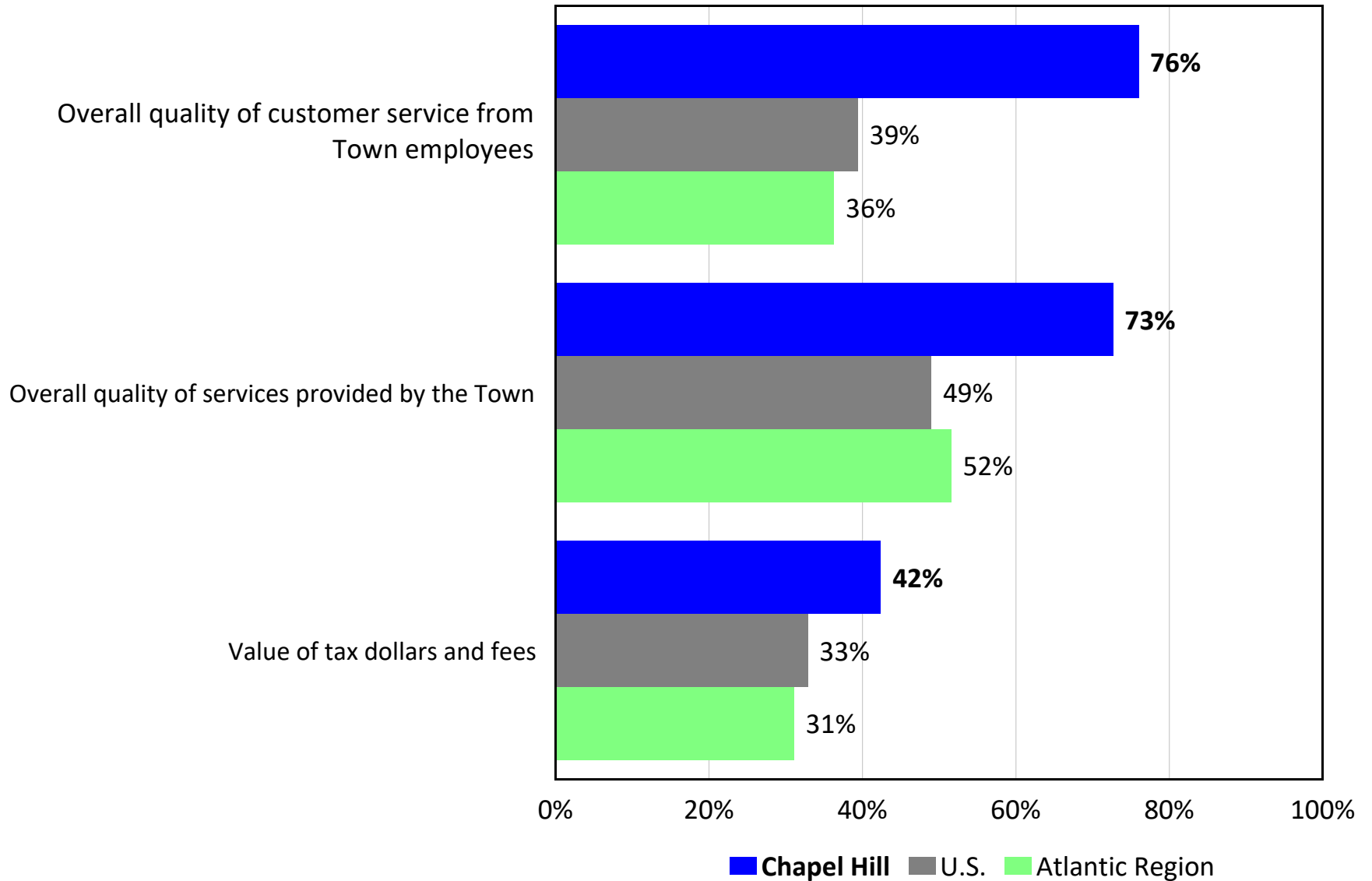
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Value of Town Services

## Chapel Hill vs. the U.S. vs. the Atlantic Region

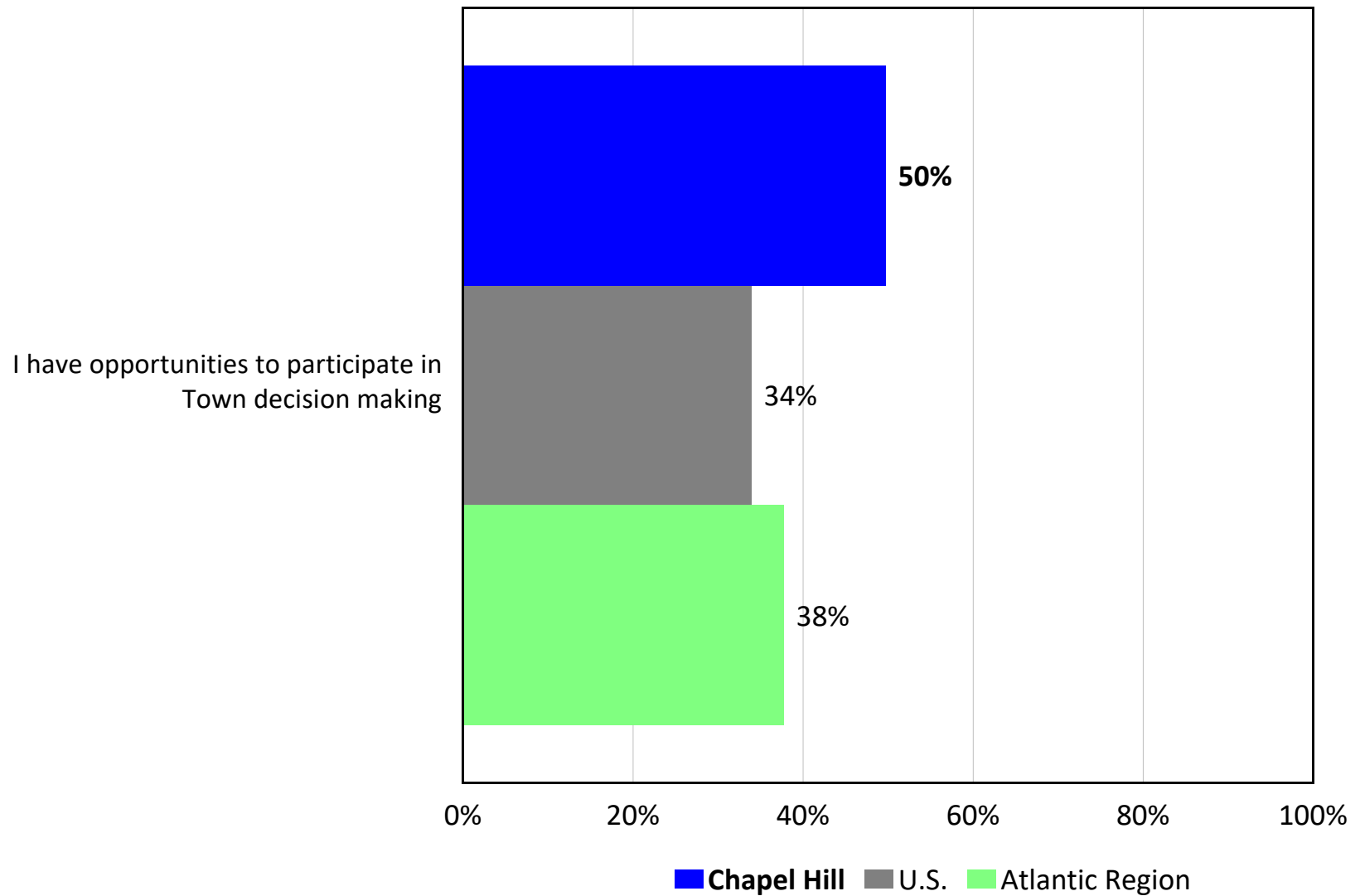
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Perceptions of Town Government

## Chapel Hill vs. the U.S. vs. the Atlantic Region

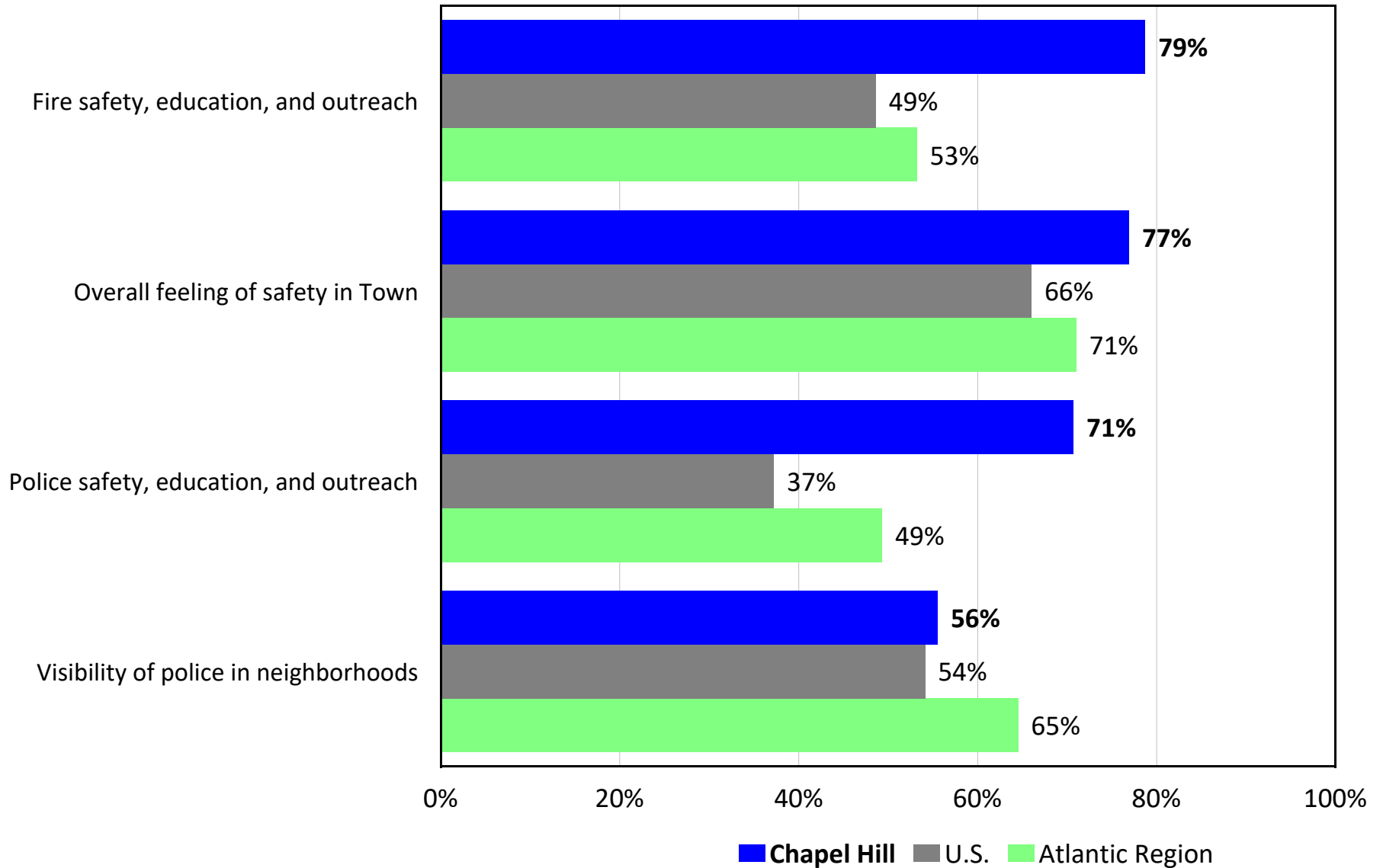
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Community Safety Services

## Chapel Hill vs. the U.S. vs. the Atlantic Region

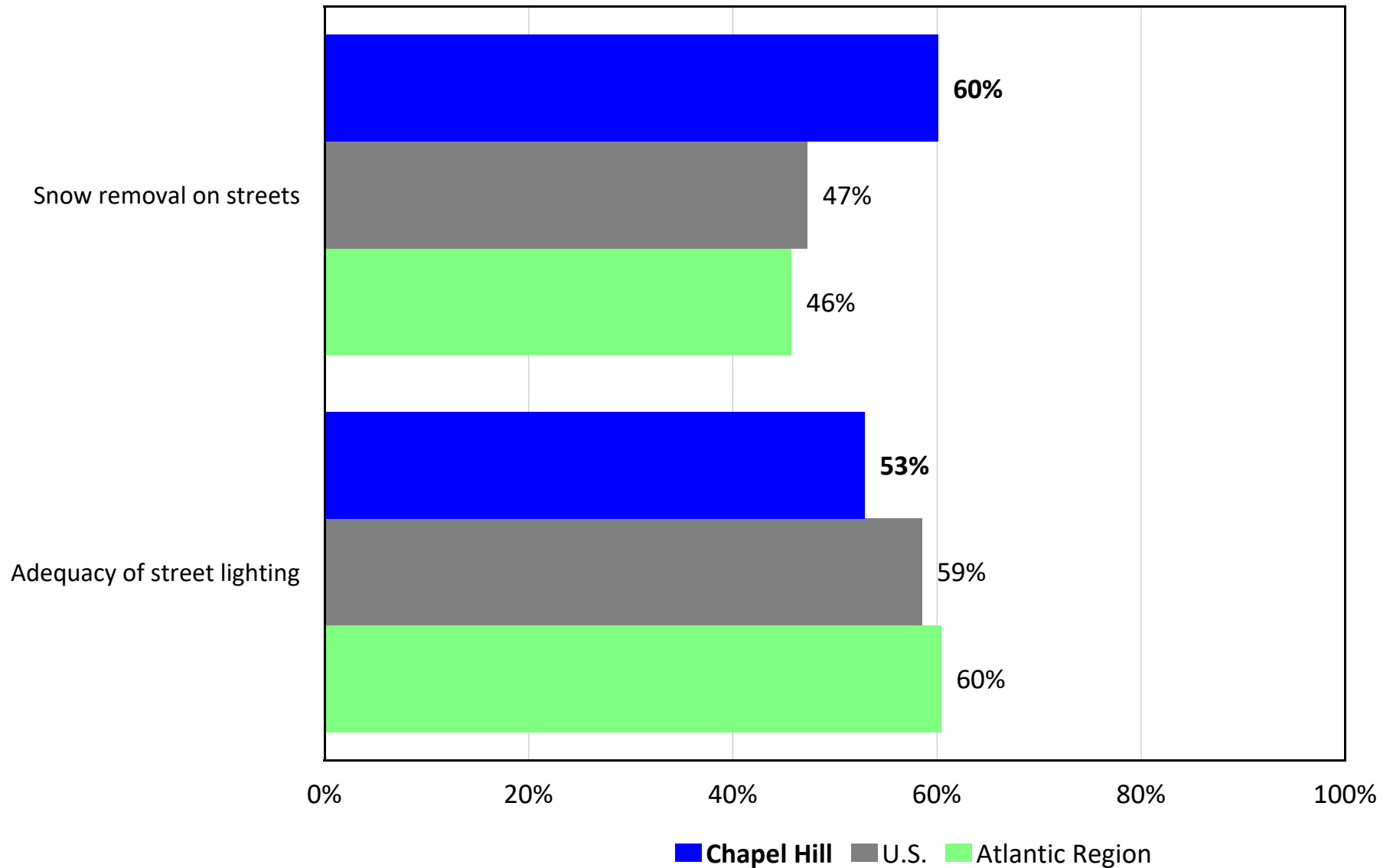
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Transportation and Infrastructure

## Chapel Hill vs. the U.S. vs. the Atlantic Region

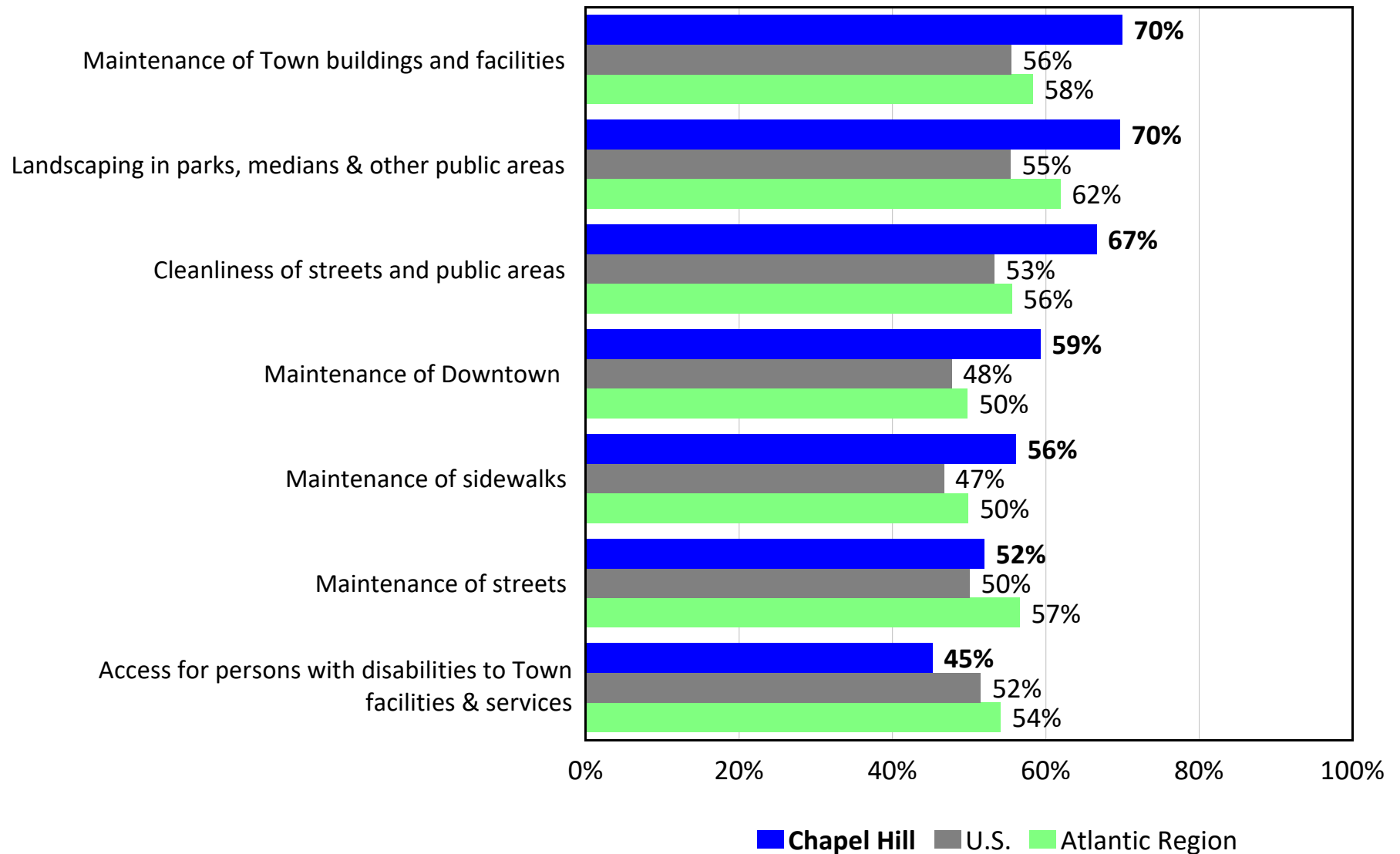
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Public Facilities

## Chapel Hill vs. the U.S. vs. the Atlantic Region

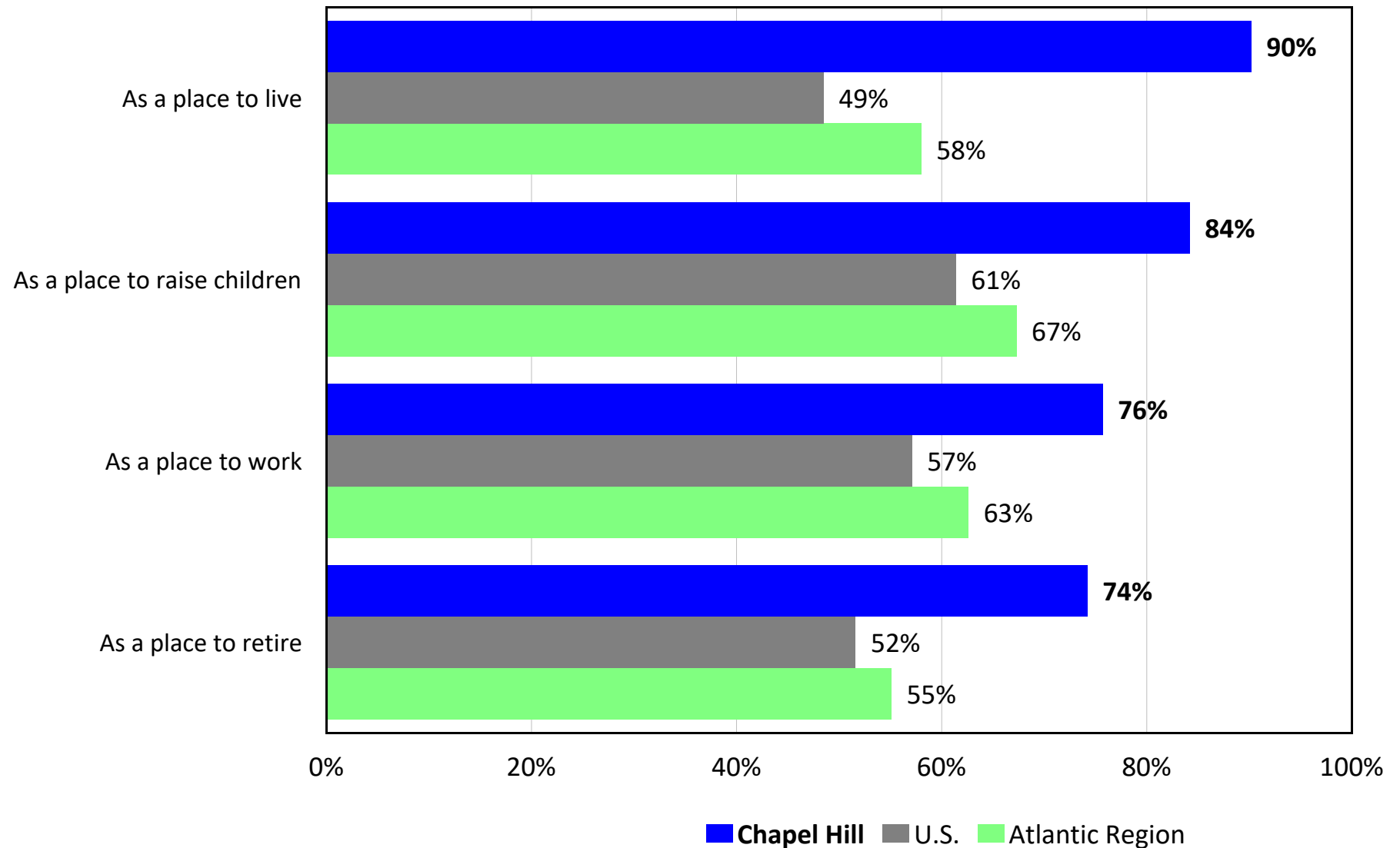
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Quality of Life

## Chapel Hill vs. the U.S. vs. the Atlantic Region

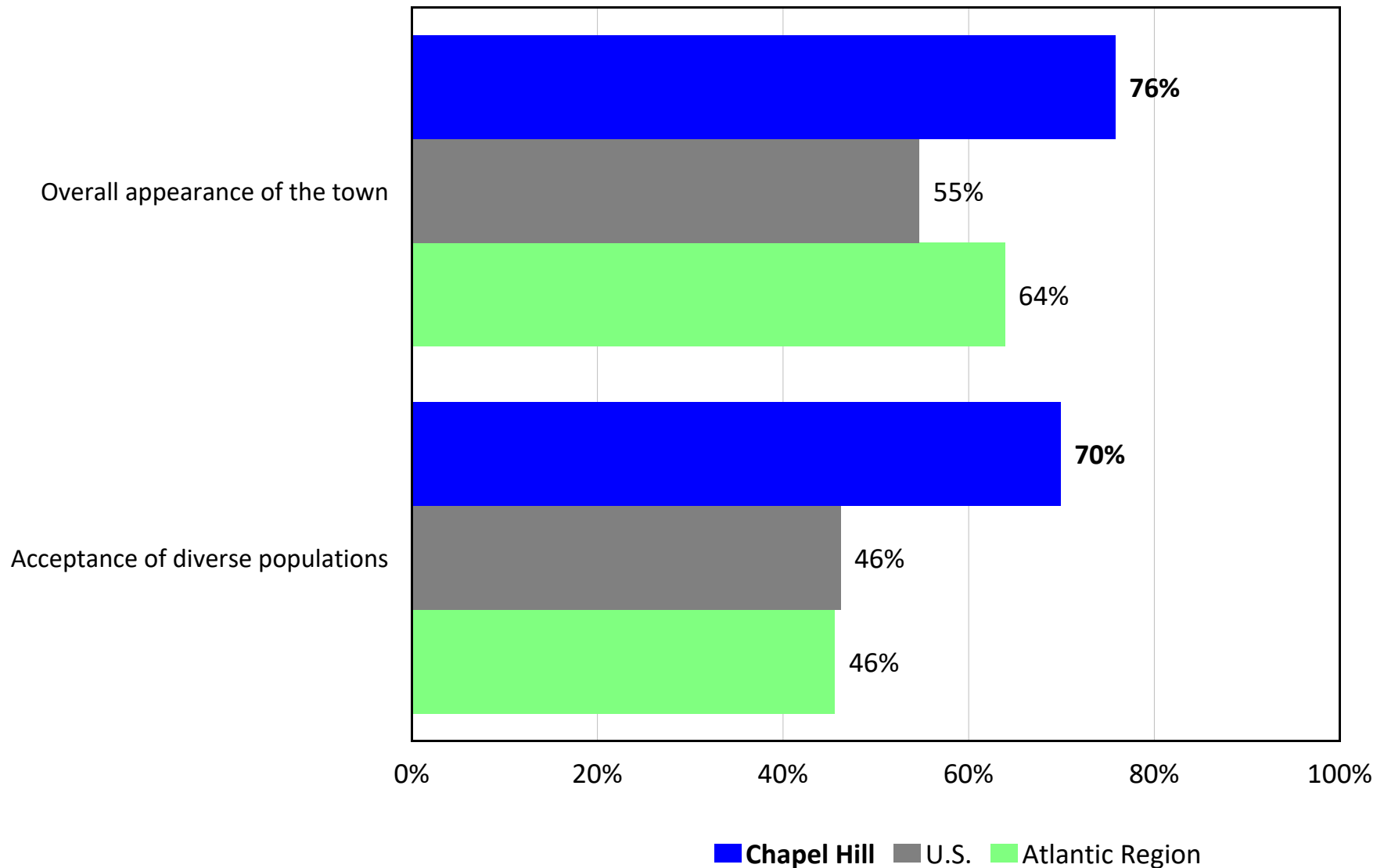
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Perceptions of the Community

## Chapel Hill vs. the U.S. vs. the Atlantic Region

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

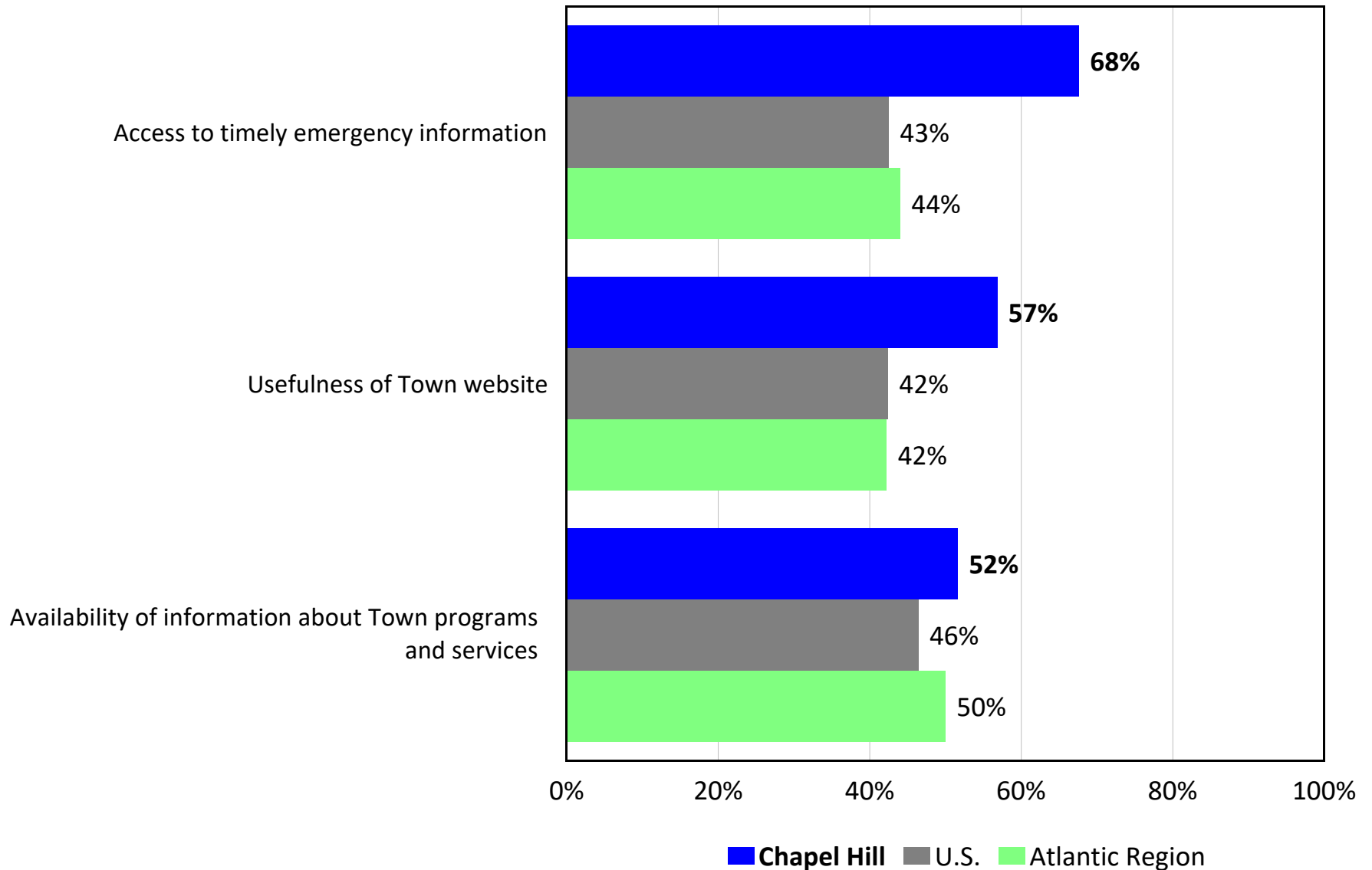




# Town Communication

## Chapel Hill vs. the U.S. vs. the Atlantic Region

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





# 4 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities 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 of these 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 customer 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 emphasize. 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 the major categories of services that were most important to emphasize. Nearly half (46.7%) of the respondent households selected *transportation infrastructure* as one of the most important services for the Town to emphasize.

With regard to satisfaction, 41.4% of respondents surveyed rated *transportation infrastructure* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 46.7% was multiplied by 58.6% (1-0.414). This calculation yielded an I-S rating of 0.2737, which ranked first out of twenty categories of major services analyzed.

# Importance-Satisfaction Analysis



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 of importance 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 of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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 (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the Town of Chapel Hill are provided on the following pages.

# 2024 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Transportation infrastructure	47%	1	41%	15	0.2737	1
Management of traffic flow	37%	2	28%	19	0.2686	2
Planning & development services	30%	3	24%	20	0.2304	3
<b><u>High Priority (IS .10-.20)</u></b>						
Public parking	27%	5	35%	16	0.1751	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Parks, greenways and recreation facilities	28%	4	69%	8	0.0885	5
Management of stormwater runoff	13%	7	47%	13	0.0710	6
Chapel Hill Transit	21%	6	69%	7	0.0638	7
Town communications with the public	10%	9	44%	14	0.0550	8
Town code and ordinance enforcement	8%	11	30%	18	0.0543	9
Building permit services	8%	10	33%	17	0.0535	10
Town festivals & special events	7%	12	55%	11	0.0295	11
Police services	13%	8	77%	5	0.0294	12
Parks & Recreation Dept. programs & camps	6%	13	67%	9	0.0212	13
Inspections services	3%	16	54%	12	0.0148	14
Fire services	5%	15	86%	3	0.0064	15
Collection of loose-leaf services	2%	18	74%	6	0.0057	16
Public art	1%	19	64%	10	0.0050	17
Public Library services	6%	14	92%	2	0.0049	18
Trash collection services	2%	17	92%	1	0.0018	19
Yard trimmings collection services	1%	20	86%	4	0.0010	20

**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.

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# 2024 Importance-Satisfaction Rating

## Chapel Hill, North Carolina

### Community Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Feeling of safety traveling on Town roads, sidewalks, greenways, & bike facilities	54%	1	57%	8	0.2297	1
<b>High Priority (IS .10-.20)</b>						
None						
<b>Medium Priority (IS &lt;.10)</b>						
Overall feeling of safety in Town	42%	2	77%	5	0.0968	2
Visibility of police in neighborhoods	13%	4	56%	9	0.0587	3
Safety and security in your neighborhood	19%	3	77%	4	0.0433	4
Police safety, education, and outreach	8%	5	71%	7	0.0246	5
Emergency management safety, education & outreach	8%	6	72%	6	0.0227	6
Availability of crime data/police records	4%	8	53%	10	0.0197	7
Professionalism of police personnel toward people	7%	7	80%	2	0.0143	8
Fire safety, education, and outreach	3%	9	79%	3	0.0068	9
Professionalism of fire personnel	1%	10	92%	1	0.0005	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.

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# 2024 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
<b>Very High Priority (IS &gt;.20)</b>						
Availability of parking downtown	33%	1	30%	14	0.2337	1
Ease of vehicle travel during am & pm peak times	29%	2	26%	17	0.2159	2
<b>High Priority (IS .10-.20)</b>						
Connectivity of greenways/multi-use paths	21%	3	44%	10	0.1157	3
Ease of bicycling in Chapel Hill	16%	8	29%	16	0.1132	4
Availability of sidewalks	20%	4	46%	8	0.1102	5
<b>Medium Priority (IS &lt;.10)</b>						
Ease of travel by car in Chapel Hill	19%	5	48%	7	0.0979	6
Ease of walking in Chapel Hill	19%	6	53%	5	0.0885	7
Ease of multi-modal transportation	12%	10	40%	11	0.0691	8
Availability of on-street bike facilities	8%	14	29%	15	0.0583	9
Timing of traffic signals	10%	11	45%	9	0.0563	10
Ease of use of parking payment options	9%	13	38%	12	0.0553	11
Ease of use of Chapel Hill Transit	18%	7	69%	1	0.0551	12
Electric vehicle charging stations	7%	15	18%	18	0.0539	13
Availability of greenways/multi-use paths	13%	9	61%	3	0.0495	14
Adequacy of street lighting	10%	12	53%	6	0.0452	15
Ease of vehicle travel outside am & pm peak times	6%	16	68%	2	0.0185	16
Snow removal on streets in Chapel Hill	4%	17	60%	4	0.0144	17
Availability of bicycle parking	2%	18	38%	13	0.0118	18

**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.

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# 2024 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
<b>High Priority (IS .10-.20)</b>						
Maintenance of streets	23%	4	52%	9	0.1123	1
Maintenance of sidewalks	23%	3	56%	6	0.1027	2
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of Downtown Chapel Hill	24%	1	59%	5	0.0965	3
Access for persons with disabilities to Town facilities & services	15%	5	45%	11	0.0806	4
Cleanliness of streets and public areas	24%	2	67%	3	0.0792	5
Maintenance of vegetation	13%	7	55%	7	0.0559	6
Landscaping in parks, medians & other public areas	14%	6	70%	2	0.0415	7
Access for children to Town facilities and services	8%	8	53%	8	0.0383	8
Access for seniors to Town facilities and services	6%	9	61%	4	0.0245	9
Access for teens to Town facilities and services	4%	11	46%	10	0.0189	10
Maintenance of Town buildings and facilities	5%	10	70%	1	0.0156	11

**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.

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# 2024 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
<b><u>Very High Priority (IS &gt;.20)</u></b> Availability of housing that's affordable to your household	39%	1	41%	1	0.2299	1
<b><u>High Priority (IS .10-.20)</u></b> Availability of a range of housing types	28%	2	40%	2	0.1684	2

**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.

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# 2024 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of new development in town	42%	1	23%	4	0.3261	1
<b><u>High Priority (IS .10-.20)</u></b>						
New company growth	18%	2	41%	2	0.1069	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Access to shopping	13%	3	50%	1	0.0629	3
Job growth	9%	4	36%	3	0.0572	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.

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# 2024 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
<b>High Priority (IS .10-.20)</b>						
Quality of transparent, trusted and accurate communication	23%	2	41%	8	0.1360	1
Availability of information about Town programs and services	27%	1	52%	5	0.1307	2
Quality of Town engagement with residents	19%	4	35%	9	0.1225	3
Overall effectiveness of Town communication with the public	20%	3	43%	7	0.1119	4
<b>Medium Priority (IS &lt;.10)</b>						
Usefulness of Town website	18%	5	57%	3	0.0765	5
Access to Mayor & Town Council	12%	7	43%	6	0.0703	6
Access to timely emergency information	14%	6	68%	1	0.0444	7
Town information in languages other than English & understandable formats	5%	9	56%	4	0.0220	8
Quality of Chapel Hill eNews	5%	8	58%	2	0.0218	9

**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.

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# 5

# Tabular Data

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Building permit services	3.5%	7.5%	9.7%	8.5%	4.0%	66.8%
Q1-2. Chapel Hill Transit	14.0%	34.7%	12.5%	7.0%	2.5%	29.4%
Q1-3. Collection of loose-leaf services	19.2%	33.7%	11.0%	6.0%	1.5%	28.7%
Q1-4. Fire services	28.7%	19.0%	6.2%	0.5%	0.7%	44.9%
Q1-5. Inspections services	5.7%	14.7%	12.7%	3.7%	1.2%	61.8%
Q1-6. Management of stormwater runoff	8.2%	25.7%	18.7%	15.0%	4.5%	27.9%
Q1-7. Management of traffic flow	5.0%	21.2%	21.2%	28.7%	18.0%	6.0%
Q1-8. Parks, greenways & recreation facilities	21.7%	42.9%	13.0%	10.5%	6.2%	5.7%
Q1-9. Planning & development services	3.7%	11.2%	13.2%	19.5%	15.5%	36.9%
Q1-10. Police services	24.7%	35.4%	14.5%	2.7%	0.5%	22.2%
Q1-11. Public art	17.5%	37.7%	23.4%	5.5%	1.5%	14.5%
Q1-12. Public library services	55.1%	28.9%	4.2%	2.2%	1.0%	8.5%
Q1-13. Public parking	9.7%	22.9%	22.9%	25.4%	12.7%	6.2%
Q1-14. Parks & Recreation Department programs & camps	12.2%	23.9%	13.5%	4.2%	0.2%	45.9%
Q1-15. Town code & ordinance enforcement	3.5%	10.5%	18.2%	8.2%	7.0%	52.6%
Q1-16. Town communications with the public	10.0%	28.2%	28.2%	16.2%	3.5%	14.0%
Q1-17. Town festivals & special events	11.2%	31.9%	24.4%	10.7%	0.7%	20.9%
Q1-18. Trash collection services	49.4%	32.7%	4.7%	1.5%	0.5%	11.2%
Q1-19. Yard trimmings collection services	33.9%	28.2%	8.2%	1.5%	0.2%	27.9%

**Q1. 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
Q1-20. Transportation infrastructure (roads, sidewalks, bike facilities, greenways, crosswalks)	10.5%	29.7%	20.9%	23.4%	12.5%	3.0%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building permit services	10.5%	22.6%	29.3%	25.6%	12.0%
Q1-2. Chapel Hill Transit	19.8%	49.1%	17.7%	9.9%	3.5%
Q1-3. Collection of loose-leaf services	26.9%	47.2%	15.4%	8.4%	2.1%
Q1-4. Fire services	52.0%	34.4%	11.3%	0.9%	1.4%
Q1-5. Inspections services	15.0%	38.6%	33.3%	9.8%	3.3%
Q1-6. Management of stormwater runoff	11.4%	35.6%	26.0%	20.8%	6.2%
Q1-7. Management of traffic flow	5.3%	22.5%	22.5%	30.5%	19.1%
Q1-8. Parks, greenways & recreation facilities	23.0%	45.5%	13.8%	11.1%	6.6%
Q1-9. Planning & development services	5.9%	17.8%	20.9%	30.8%	24.5%
Q1-10. Police services	31.7%	45.5%	18.6%	3.5%	0.6%
Q1-11. Public art	20.4%	44.0%	27.4%	6.4%	1.7%
Q1-12. Public library services	60.2%	31.6%	4.6%	2.5%	1.1%
Q1-13. Public parking	10.4%	24.5%	24.5%	27.1%	13.6%
Q1-14. Parks & Recreation Department programs & camps	22.6%	44.2%	24.9%	7.8%	0.5%
Q1-15. Town code & ordinance enforcement	7.4%	22.1%	38.4%	17.4%	14.7%
Q1-16. Town communications with the public	11.6%	32.8%	32.8%	18.8%	4.1%
Q1-17. Town festivals & special events	14.2%	40.4%	30.9%	13.6%	0.9%
Q1-18. Trash collection services	55.6%	36.8%	5.3%	1.7%	0.6%

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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-19. Yard trimmings collection services	47.1%	39.1%	11.4%	2.1%	0.3%
Q1-20. Transportation infrastructure (roads, sidewalks bike facilities, greenways, crosswalks)	10.8%	30.6%	21.6%	24.2%	12.9%



**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>
Building permit services	14	3.5 %
Chapel Hill Transit	32	8.0 %
Collection of loose-leaf services	4	1.0 %
Fire services	4	1.0 %
Inspections services	4	1.0 %
Management of stormwater runoff	11	2.7 %
Management of traffic flow	64	16.0 %
Parks, greenways & recreation facilities	31	7.7 %
Planning & development services	50	12.5 %
Police services	23	5.7 %
Public art	1	0.2 %
Public library services	4	1.0 %
Public parking	26	6.5 %
Parks & Recreation Department programs & camps	7	1.7 %
Town code & ordinance enforcement	16	4.0 %
Town communications with the public	6	1.5 %
Town festivals & special events	2	0.5 %
Trash collection services	3	0.7 %
Transportation infrastructure (roads, sidewalks bike facilities, greenways, crosswalks)	83	20.7 %
None chosen	16	4.0 %
Total	401	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>
Building permit services	10	2.5 %
Chapel Hill Transit	30	7.5 %
Collection of loose-leaf services	1	0.2 %
Fire services	11	2.7 %
Inspections services	3	0.7 %
Management of stormwater runoff	24	6.0 %
Management of traffic flow	45	11.2 %
Parks, greenways & recreation facilities	45	11.2 %
Planning & development services	42	10.5 %
Police services	14	3.5 %
Public art	3	0.7 %
Public library services	6	1.5 %
Public parking	43	10.7 %
Parks & Recreation Department programs & camps	9	2.2 %
Town code & ordinance enforcement	8	2.0 %
Town communications with the public	11	2.7 %
Town festivals & special events	10	2.5 %
Trash collection services	3	0.7 %
Transportation infrastructure (roads, sidewalks bike facilities, greenways, crosswalks)	50	12.5 %
None chosen	33	8.2 %
Total	401	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Building permit services	8	2.0 %
Chapel Hill Transit	20	5.0 %
Collection of loose-leaf services	4	1.0 %
Fire services	4	1.0 %
Inspections services	6	1.5 %
Management of stormwater runoff	19	4.7 %
Management of traffic flow	40	10.0 %
Parks, greenways & recreation facilities	37	9.2 %
Planning & development services	29	7.2 %
Police services	15	3.7 %
Public art	2	0.5 %
Public library services	14	3.5 %
Public parking	39	9.7 %
Parks & Recreation Department programs & camps	10	2.5 %
Town code & ordinance enforcement	7	1.7 %
Town communications with the public	23	5.7 %
Town festivals & special events	14	3.5 %
Trash collection services	4	1.0 %
Yard trimmings collection services	3	0.7 %
Transportation infrastructure (roads, sidewalks bike facilities, greenways, crosswalks)	54	13.5 %
None chosen	49	12.2 %
<b>Total</b>	<b>401</b>	<b>100.0 %</b>

**SUM OF TOP 3 CHOICES****Q2. Which THREE of the items listed in Question 1 should receive the MOST EMPHASIS from Town leaders? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Building permit services	32	8.0 %
Chapel Hill Transit	82	20.4 %
Collection of loose-leaf services	9	2.2 %
Fire services	19	4.7 %
Inspections services	13	3.2 %
Management of stormwater runoff	54	13.5 %
Management of traffic flow	149	37.2 %
Parks, greenways & recreation facilities	113	28.2 %
Planning & development services	121	30.2 %
Police services	52	13.0 %
Public art	6	1.5 %
Public library services	24	6.0 %
Public parking	108	26.9 %
Parks & Recreation Department programs & camps	26	6.5 %
Town code & ordinance enforcement	31	7.7 %
Town communications with the public	40	10.0 %
Town festivals & special events	26	6.5 %
Trash collection services	10	2.5 %
Yard trimmings collection services	3	0.7 %
Transportation infrastructure (roads, sidewalks bike facilities, greenways, crosswalks)	187	46.6 %
None chosen	16	4.0 %
Total	1121	

**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 does your household use	Number	Percent
Trash & yard trimmings services	288	71.8 %
The Corner Teen Center	3	0.7 %
Council meetings	68	17.0 %
Fire services	125	31.2 %
Chapel Hill Public Library	329	82.0 %
Parks	330	82.3 %
Recreation programs & camps	91	22.7 %
Greenways	302	75.3 %
Town athletic fields	103	25.7 %
Chapel Hill eNews	128	31.9 %
Police services	171	42.6 %
Town swimming pools	72	18.0 %
Town website	179	44.6 %
Downtown parking	308	76.8 %
Community centers	129	32.2 %
Building permits	63	15.7 %
Inspection services	66	16.5 %
Streets & sidewalks	358	89.3 %
Electric charging stations	30	7.5 %
Chapel Hill Transit	190	47.4 %
Art, history, & cultural programs	155	38.7 %
Outdoor festivals & special events	182	45.4 %
Public information meetings	68	17.0 %
Chapel Hill Open Data	23	5.7 %
Development review	40	10.0 %
Community Clay Studio	29	7.2 %
Other	2	0.5 %
Total	3832	

**Q3-27. Other:**

Q3-27. Other	Number	Percent
Aging Rock Wall	1	50.0 %
Crosswalks	1	50.0 %
Total	2	100.0 %

**Q4. Value of Town Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of services provided by Town	14.0%	55.6%	18.7%	7.2%	0.2%	4.2%
Q4-2. Overall quality of customer service from Town employees	20.7%	38.4%	14.5%	3.7%	0.5%	22.2%
Q4-3. Value of my tax dollars & fees	11.0%	27.9%	26.2%	20.9%	5.7%	8.2%
Q4-4. How well Town is planning for the future	6.0%	17.5%	19.2%	26.2%	18.7%	12.5%

**WITHOUT "DON'T KNOW"**

**Q4. Value of Town Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of services provided by Town	14.6%	58.1%	19.5%	7.6%	0.3%
Q4-2. Overall quality of customer service from Town employees	26.6%	49.4%	18.6%	4.8%	0.6%
Q4-3. Value of my tax dollars & fees	12.0%	30.4%	28.5%	22.8%	6.3%
Q4-4. How well Town is planning for the future	6.8%	19.9%	21.9%	29.9%	21.4%

**Q5. Perceptions of Town Government. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."**

(N=401)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. Town prioritizes policy & decision making to address needs of its residents	8.0%	24.2%	19.0%	25.2%	9.5%	14.2%
Q5-2. I have opportunities to participate in Town decision making	9.2%	32.4%	22.2%	14.0%	6.0%	16.2%
Q5-3. I have a good understanding of services provided by Town	7.7%	51.4%	20.7%	11.2%	1.0%	8.0%
Q5-4. Town prioritizes policy & decision making to address climate change	6.2%	21.9%	24.2%	15.5%	7.7%	24.4%
Q5-5. Town is prioritizing policy & decision making to address Vision Zero	5.5%	17.0%	18.5%	12.0%	7.0%	40.1%

**WITHOUT "DON'T KNOW"****Q5. Perceptions of Town Government. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")**

(N=401)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. Town prioritizes policy & decision making to address needs of its residents	9.3%	28.2%	22.1%	29.4%	11.0%
Q5-2. I have opportunities to participate in Town decision making	11.0%	38.7%	26.5%	16.7%	7.1%
Q5-3. I have a good understanding of services provided by Town	8.4%	55.8%	22.5%	12.2%	1.1%
Q5-4. Town prioritizes policy & decision making to address climate change	8.3%	29.0%	32.0%	20.5%	10.2%
Q5-5. Town is prioritizing policy & decision making to address Vision Zero	9.2%	28.3%	30.8%	20.0%	11.7%



**Q6. 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?**

Q6. Have you provided input to Town within past two

years	Number	Percent
Yes	215	53.6 %
No	178	44.4 %
Not provided	8	2.0 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q6. 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")**

Q6. Have you provided input to Town within past two

years	Number	Percent
Yes	215	54.7 %
No	178	45.3 %
Total	393	100.0 %

**Q7. Community Safety Services. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall feeling of safety in Town	24.9%	50.9%	13.0%	8.0%	1.7%	1.5%
Q7-2. Fire safety, education, & outreach	21.7%	40.1%	15.5%	0.7%	0.5%	21.4%
Q7-3. Emergency management safety, education & outreach	16.0%	38.2%	20.0%	1.2%	0.2%	24.4%
Q7-4. Police safety, education, & outreach	19.2%	36.2%	20.0%	1.5%	1.5%	21.7%
Q7-5. Professionalism of police personnel	30.7%	30.7%	12.2%	1.7%	1.2%	23.4%
Q7-6. Visibility of police in neighborhoods	14.0%	35.4%	24.4%	12.5%	2.7%	11.0%
Q7-7. Safety & security in your neighborhood	28.9%	44.4%	13.7%	6.7%	1.2%	5.0%
Q7-8. Availability of crime data/ police records	10.2%	18.5%	19.0%	4.5%	2.0%	45.9%
Q7-9. Professionalism of fire personnel	32.9%	23.7%	4.5%	0.2%	0.0%	38.7%
Q7-10. Feeling of safety traveling on Town roads, sidewalks, greenways, & bike facilities	19.0%	36.9%	20.7%	17.0%	4.0%	2.5%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall feeling of safety in Town	25.3%	51.6%	13.2%	8.1%	1.8%
Q7-2. Fire safety, education, & outreach	27.6%	51.1%	19.7%	1.0%	0.6%
Q7-3. Emergency management safety, education & outreach	21.1%	50.5%	26.4%	1.7%	0.3%
Q7-4. Police safety, education, & outreach	24.5%	46.2%	25.5%	1.9%	1.9%
Q7-5. Professionalism of police personnel	40.1%	40.1%	16.0%	2.3%	1.6%
Q7-6. Visibility of police in neighborhoods	15.7%	39.8%	27.5%	14.0%	3.1%
Q7-7. Safety & security in your neighborhood	30.4%	46.7%	14.4%	7.1%	1.3%
Q7-8. Availability of crime data/police records	18.9%	34.1%	35.0%	8.3%	3.7%
Q7-9. Professionalism of fire personnel	53.7%	38.6%	7.3%	0.4%	0.0%
Q7-10. Feeling of safety traveling on Town roads, sidewalks, greenways, & bike facilities	19.4%	37.9%	21.2%	17.4%	4.1%

**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	115	28.7 %
Fire safety, education, & outreach	3	0.7 %
Emergency management safety, education & outreach	12	3.0 %
Police safety, education, & outreach	15	3.7 %
Professionalism of police personnel	8	2.0 %
Visibility of police in neighborhoods	30	7.5 %
Safety & security in your neighborhood	25	6.2 %
Availability of crime data/police records	3	0.7 %
Professionalism of fire personnel	1	0.2 %
Feeling of safety traveling on Town roads, sidewalks, greenways, & bike facilities	130	32.4 %
<u>None chosen</u>	<u>59</u>	<u>14.7 %</u>
Total	401	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	53	13.2 %
Fire safety, education, & outreach	10	2.5 %
Emergency management safety, education & outreach	20	5.0 %
Police safety, education, & outreach	19	4.7 %
Professionalism of police personnel	21	5.2 %
Visibility of police in neighborhoods	23	5.7 %
Safety & security in your neighborhood	51	12.7 %
Availability of crime data/police records	14	3.5 %
Professionalism of fire personnel	2	0.5 %
Feeling of safety traveling on Town roads, sidewalks, greenways, & bike facilities	86	21.4 %
<u>None chosen</u>	<u>102</u>	<u>25.4 %</u>
Total	401	100.0 %

**SUM OF TOP 2 CHOICES****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	168	41.9 %
Fire safety, education, & outreach	13	3.2 %
Emergency management safety, education & outreach	32	8.0 %
Police safety, education, & outreach	34	8.5 %
Professionalism of police personnel	29	7.2 %
Visibility of police in neighborhoods	53	13.2 %
Safety & security in your neighborhood	76	19.0 %
Availability of crime data/police records	17	4.2 %
Professionalism of fire personnel	3	0.7 %
Feeling of safety traveling on Town roads, sidewalks, greenways, & bike facilities	216	53.9 %
None chosen	59	14.7 %
Total	700	

**Q9. Transportation and Infrastructure. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of use of Chapel Hill Transit	14.2%	34.9%	11.2%	6.5%	4.0%	29.2%
Q9-2. Snow removal on streets in Chapel Hill	8.7%	28.9%	18.5%	5.5%	1.0%	37.4%
Q9-3. Availability of parking downtown	5.5%	21.7%	20.4%	28.2%	16.2%	8.0%
Q9-4. Ease of use of parking payment options	9.2%	25.4%	25.2%	19.5%	12.2%	8.5%
Q9-5. Ease of travel by car in Chapel Hill	10.2%	35.9%	17.2%	23.7%	8.7%	4.2%
Q9-6. Ease of walking in Chapel Hill	15.2%	36.7%	21.4%	18.2%	6.0%	2.5%
Q9-7. Ease of bicycling in Chapel Hill	5.2%	14.7%	20.2%	18.5%	10.7%	30.7%
Q9-8. Availability of sidewalks	9.5%	35.2%	23.7%	20.4%	8.2%	3.0%
Q9-9. Availability of greenways/multi-use paths	13.5%	42.4%	19.0%	12.5%	4.7%	8.0%
Q9-10. Connectivity of greenways/multi-use paths	9.7%	27.2%	18.7%	20.9%	7.0%	16.5%
Q9-11. Availability of on-street bike facilities (lanes, green paint)	4.2%	15.5%	23.4%	18.0%	7.0%	31.9%
Q9-12. Availability of bicycle parking	3.0%	15.7%	20.0%	7.0%	3.7%	50.6%
Q9-13. Adequacy of street lighting	7.7%	41.9%	22.9%	18.2%	3.0%	6.2%
Q9-14. Timing of traffic signals	6.7%	35.9%	25.9%	17.2%	9.5%	4.7%
Q9-15. Ease of vehicle travel during am & pm peak times	2.5%	21.2%	19.2%	32.4%	16.5%	8.2%
Q9-16. Ease of vehicle travel outside am & pm peak times	16.2%	47.4%	17.5%	9.2%	3.7%	6.0%

**Q9. 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
Q9-17. Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	5.2%	25.9%	27.7%	14.0%	5.2%	21.9%
Q9-18. Electric vehicle charging stations	0.7%	3.5%	8.7%	7.2%	3.0%	76.8%

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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of use of Chapel Hill Transit	20.1%	49.3%	15.8%	9.2%	5.6%
Q9-2. Snow removal on streets in Chapel Hill	13.9%	46.2%	29.5%	8.8%	1.6%
Q9-3. Availability of parking downtown	6.0%	23.6%	22.2%	30.6%	17.6%
Q9-4. Ease of use of parking payment options	10.1%	27.8%	27.5%	21.3%	13.4%
Q9-5. Ease of travel by car in Chapel Hill	10.7%	37.5%	18.0%	24.7%	9.1%
Q9-6. Ease of walking in Chapel Hill	15.6%	37.6%	22.0%	18.7%	6.1%
Q9-7. Ease of bicycling in Chapel Hill	7.6%	21.2%	29.1%	26.6%	15.5%
Q9-8. Availability of sidewalks	9.8%	36.2%	24.4%	21.1%	8.5%
Q9-9. Availability of greenways/multi-use paths	14.6%	46.1%	20.6%	13.6%	5.1%
Q9-10. Connectivity of greenways/multi-use paths	11.6%	32.5%	22.4%	25.1%	8.4%
Q9-11. Availability of on-street bike facilities (lanes, green paint)	6.2%	22.7%	34.4%	26.4%	10.3%
Q9-12. Availability of bicycle parking	6.1%	31.8%	40.4%	14.1%	7.6%
Q9-13. Adequacy of street lighting	8.2%	44.7%	24.5%	19.4%	3.2%
Q9-14. Timing of traffic signals	7.1%	37.7%	27.2%	18.1%	9.9%
Q9-15. Ease of vehicle travel during am & pm peak times	2.7%	23.1%	20.9%	35.3%	17.9%



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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-16. Ease of vehicle travel outside am & pm peak times	17.2%	50.4%	18.6%	9.8%	4.0%
Q9-17. Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	6.7%	33.2%	35.5%	17.9%	6.7%
Q9-18. Electric vehicle charging stations	3.2%	15.1%	37.6%	31.2%	12.9%

**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	48	12.0 %
Snow removal on streets in Chapel Hill	5	1.2 %
Availability of parking downtown	62	15.5 %
Ease of use of parking payment options	11	2.7 %
Ease of travel by car in Chapel Hill	37	9.2 %
Ease of walking in Chapel Hill	21	5.2 %
Ease of bicycling in Chapel Hill	19	4.7 %
Availability of sidewalks	25	6.2 %
Availability of greenways/multi-use paths	17	4.2 %
Connectivity of greenways/multi-use paths	17	4.2 %
Availability of on-street bike facilities (lanes, green paint)	11	2.7 %
Adequacy of street lighting	11	2.7 %
Timing of traffic signals	10	2.5 %
Ease of vehicle travel during am & pm peak times	37	9.2 %
Ease of vehicle travel outside am & pm peak times	1	0.2 %
Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	18	4.5 %
Electric vehicle charging stations	7	1.7 %
None chosen	44	11.0 %
Total	401	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	16	4.0 %
Snow removal on streets in Chapel Hill	7	1.7 %
Availability of parking downtown	37	9.2 %
Ease of use of parking payment options	13	3.2 %
Ease of travel by car in Chapel Hill	21	5.2 %
Ease of walking in Chapel Hill	34	8.5 %
Ease of bicycling in Chapel Hill	23	5.7 %
Availability of sidewalks	25	6.2 %
Availability of greenways/multi-use paths	19	4.7 %
Connectivity of greenways/multi-use paths	36	9.0 %
Availability of on-street bike facilities (lanes, green paint)	10	2.5 %
Availability of bicycle parking	3	0.7 %
Adequacy of street lighting	15	3.7 %
Timing of traffic signals	19	4.7 %
Ease of vehicle travel during am & pm peak times	39	9.7 %
Ease of vehicle travel outside am & pm peak times	12	3.0 %
Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	12	3.0 %
Electric vehicle charging stations	9	2.2 %
None chosen	51	12.7 %
Total	401	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	8	2.0 %
Snow removal on streets in Chapel Hill	3	0.7 %
Availability of parking downtown	34	8.5 %
Ease of use of parking payment options	12	3.0 %
Ease of travel by car in Chapel Hill	18	4.5 %
Ease of walking in Chapel Hill	21	5.2 %
Ease of bicycling in Chapel Hill	22	5.5 %
Availability of sidewalks	32	8.0 %
Availability of greenways/multi-use paths	15	3.7 %
Connectivity of greenways/multi-use paths	30	7.5 %
Availability of on-street bike facilities (lanes, green paint)	12	3.0 %
Availability of bicycle parking	5	1.2 %
Adequacy of street lighting	13	3.2 %
Timing of traffic signals	12	3.0 %
Ease of vehicle travel during am & pm peak times	41	10.2 %
Ease of vehicle travel outside am & pm peak times	10	2.5 %
Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	16	4.0 %
Electric vehicle charging stations	11	2.7 %
None chosen	86	21.4 %
Total	401	100.0 %

**SUM OF TOP 3 CHOICES****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	72	18.0 %
Snow removal on streets in Chapel Hill	15	3.7 %
Availability of parking downtown	133	33.2 %
Ease of use of parking payment options	36	9.0 %
Ease of travel by car in Chapel Hill	76	19.0 %
Ease of walking in Chapel Hill	76	19.0 %
Ease of bicycling in Chapel Hill	64	16.0 %
Availability of sidewalks	82	20.4 %
Availability of greenways/multi-use paths	51	12.7 %
Connectivity of greenways/multi-use paths	83	20.7 %
Availability of on-street bike facilities (lanes, green paint)	33	8.2 %
Availability of bicycle parking	8	2.0 %
Adequacy of street lighting	39	9.7 %
Timing of traffic signals	41	10.2 %
Ease of vehicle travel during am & pm peak times	117	29.2 %
Ease of vehicle travel outside am & pm peak times	23	5.7 %
Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	46	11.5 %
Electric vehicle charging stations	27	6.7 %
None chosen	44	11.0 %
Total	1066	

**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	201	50.1 %
No	194	48.4 %
Not provided	6	1.5 %
Total	401	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	201	50.9 %
No	194	49.1 %
Total	395	100.0 %

**Q11a. 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	66	32.8 %
For errands	85	42.3 %
For recreation	179	89.1 %
Total	330	

**Q11b. Why do they not ride a bicycle?**

- Age
- apartment too small
- Because of that giant hill going up Franklin to campus. You need to put a bike escalator there like the Norwegians have: <https://www.youtube.com/watch?v=zipZ5kwhFfs>. The "CycloCable." Put it on the hill in a bike lane. It will become this novel nifty thing and so people will use it.
- BIKES ARE EXPENSIVE
- Biking to and from work is not feasible
- can't safely ride one in Chapel Hill --without getting run over by cars and not enough sidewalks to safely ride on and share with walking pedestrians

**Q11b. Why do they not ride a bicycle?**

- Choice, where we go.
- cost of bike, lack of sidewalks
- DO NOT FEEL SAFE BIKING ON ROADS-MORE CONNECTED GREENWAYS PLEASE
- Does not feel safe at all on roads around here
- Don't care to.
- Don't feel as safe riding a bike as we do driving. Weather conditions sometimes make it difficult to choose biking over driving. Don't have enough bikes for our household to all bike at the same time together.
- don't have a bike
- Drivers using their cell phones when driving.
- elderly
- HANDICAPPED DISABILITIES
- health restrictions.
- Hills
- Hills
- Household comprises one 80-yr-old.
- I do not feel safe riding my bike in Chapel Hill.
- I don't feel safe.
- I feel most of the roads in town are dangerous to ride a bicycle on.
- I have a car
- I prefer walking, or driving my car.
- Inconvenient for older residents.
- It is not safe with all the insane people after COVID. No one respects stop signs and traffic laws anymore. It is scary. (Bicyclists never obey the traffic laws either, but no one ever penalizes them either)
- It's not safe. No bike lane on my street and the cars drive too fast
- It's really not safe on larger roads.
- It's too dangerous, given the lack of safe bike lanes.
- Lack of bike lanes.
- Lack of bike lanes.
- limited places to park
- medical issues.
- Need new bikes.
- Needs fixings - big hills and cars make it dangerous
- no interest
- no interest
- no money for bike
- no need
- no need
- no need
- No need - either walk or drive car due to distance
- No need. With car, walking, and bus service.
- No safe paths nearby
- no safe trails

**Q11b. Why do they not ride a bicycle?**

- Not a good enough rider.
- not able to
- not able to
- not confident of safety
- Not convenient
- Not convenient from where we live to where we are traveling, too many hills that make it difficult due to physical limitations
- Not easy to do in heavy traffic
- Not interested
- Not interested
- Not motivated
- Not really many useful destinations to bike from where we live (Coker Hills). I don't really have a safe bike ride to work (to downtown Durham from Chapel Hill) and my wife would have a steep uphill on a very busy street.
- Not safe
- Not safe for me at my age!
- Not safe with all the traffic.
- physical limits
- physical limits
- Physically unable. Also, many cyclists seem unaware that traffic laws pertain to them.
- roads are not safe, drivers speed
- Roads are too dangerous.
- safety
- safety
- safety
- safety
- Safety
- SAFETY CONCERNS-PHYSICAL LIMITATION
- safety, bike lanes availability
- scared to ride on main roads where there are no bike lanes.
- senior and safety
- stopped several years ago.
- The risk of fatality or serious injury is just too high for me to ride a bicycle around town. Dedicated bicycle lane with no physical barrier next to a lane where 2000-5000lb vehicles can go at 25-35mph does not give me a safe environment as accidents do happen. Either the bicycle rider falls off the bike, getting off the lane or the vehicle getting into the bicycle lane is going to result in severe injury. From a driver's view point, every time I drive around Franklin St, there is always bicycle (sometimes motorized scooters) cutting cars on the road as if they own the road. I am not a proponent of bicycle/ scooters sharing the main road with cars, for the safety of the riders too. No bicycle will ever be safe when getting into an accident with a car, especially nowadays there are heavier vehicle like SUV. Accidents do happen no matter how much you want to avoid it. Common sense needs to prevail. It does not make any sense to have Vision Zero while having 15-30lb bicycles sharing the road with 2000-5000lb vehicles. Human does make error. It also presents the opportunity for the bike riders to break the rule and get into the vehicle lane when in rush, especially in the college campus area.
- too dangerous
- Too dangerous on streets

**Q11b. Why do they not ride a bicycle?**

- too dangerous
- Too dangerous. When I worked at UNC. I kept a bike there to run errands on campus.
- too fat.
- Too hilly
- too many weather delays, too much traffic
- Too old
- Too old
- Unnecessary
- We believe putting bicycles on the road, especially in unmarked zones, is putting the driver and the biker at risk.
- We don't feel comfortable biking on the main thoroughfares
- WE USED TO, BUT THE HILL UP HILLSBOROUGH ST IS VERY STEEP

**Q12. Public Facilities. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of Downtown Chapel Hill	11.7%	41.6%	24.2%	10.5%	2.0%	10.0%
Q12-2. Maintenance of Town buildings & facilities	10.5%	43.6%	19.0%	3.0%	1.2%	22.7%
Q12-3. Landscaping in parks, medians, & other public areas	15.7%	49.1%	19.2%	6.7%	2.2%	7.0%
Q12-4. Cleanliness of streets & public areas	15.2%	47.9%	20.2%	9.0%	2.5%	5.2%
Q12-5. Maintenance of sidewalks	11.5%	41.4%	23.2%	13.7%	4.5%	5.7%
Q12-6. Maintenance of vegetation (i.e. bushes & trees) along rights-of-way & sidewalks	10.5%	41.6%	25.7%	12.7%	3.7%	5.7%
Q12-7. Maintenance of streets	8.7%	40.1%	29.7%	10.7%	4.7%	6.0%
Q12-8. Access for children to Town facilities & services	5.7%	14.5%	13.0%	3.5%	1.2%	62.1%
Q12-9. Access for teens to Town facilities & services	3.2%	10.0%	10.7%	2.7%	2.0%	71.3%
Q12-10. Access for seniors to Town facilities & services	7.0%	23.2%	14.2%	4.0%	1.5%	50.1%
Q12-11. Access for persons with disabilities to Town facilities & services	3.7%	11.7%	10.5%	5.7%	2.5%	65.8%



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

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of Downtown Chapel Hill	13.0%	46.3%	26.9%	11.6%	2.2%
Q12-2. Maintenance of Town buildings & facilities	13.5%	56.5%	24.5%	3.9%	1.6%
Q12-3. Landscaping in parks, medians, & other public areas	16.9%	52.8%	20.6%	7.2%	2.4%
Q12-4. Cleanliness of streets & public areas	16.1%	50.5%	21.3%	9.5%	2.6%
Q12-5. Maintenance of sidewalks	12.2%	43.9%	24.6%	14.6%	4.8%
Q12-6. Maintenance of vegetation (i.e. bushes & trees) along rights-of-way & sidewalks	11.1%	44.2%	27.2%	13.5%	4.0%
Q12-7. Maintenance of streets	9.3%	42.7%	31.6%	11.4%	5.0%
Q12-8. Access for children to Town facilities & services	15.1%	38.2%	34.2%	9.2%	3.3%
Q12-9. Access for teens to Town facilities & services	11.3%	34.8%	37.4%	9.6%	7.0%
Q12-10. Access for seniors to Town facilities & services	14.0%	46.5%	28.5%	8.0%	3.0%
Q12-11. Access for persons with disabilities to Town facilities & services	10.9%	34.3%	30.7%	16.8%	7.3%

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

Q13. Top choice	Number	Percent
Maintenance of Downtown Chapel Hill	63	15.7 %
Maintenance of Town buildings & facilities	6	1.5 %
Landscaping in parks, medians, & other public areas	28	7.0 %
Cleanliness of streets & public areas	44	11.0 %
Maintenance of sidewalks	45	11.2 %
Maintenance of vegetation (i.e. bushes & trees) along rights-of-way & sidewalks	24	6.0 %
Maintenance of streets	53	13.2 %
Access for children to Town facilities & services	19	4.7 %
Access for teens to Town facilities & services	8	2.0 %
Access for seniors to Town facilities & services	11	2.7 %
Access for persons with disabilities to Town facilities & services	31	7.7 %
None chosen	69	17.2 %
Total	401	100.0 %

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

Q13. 2nd choice	Number	Percent
Maintenance of Downtown Chapel Hill	32	8.0 %
Maintenance of Town buildings & facilities	15	3.7 %
Landscaping in parks, medians, & other public areas	27	6.7 %
Cleanliness of streets & public areas	51	12.7 %
Maintenance of sidewalks	49	12.2 %
Maintenance of vegetation (i.e. bushes & trees) along rights-of-way & sidewalks	26	6.5 %
Maintenance of streets	41	10.2 %
Access for children to Town facilities & services	14	3.5 %
Access for teens to Town facilities & services	6	1.5 %
Access for seniors to Town facilities & services	14	3.5 %
Access for persons with disabilities to Town facilities & services	28	7.0 %
None chosen	98	24.4 %
Total	401	100.0 %

**SUM OF TOP 2 CHOICES****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	95	23.7 %
Maintenance of Town buildings & facilities	21	5.2 %
Landscaping in parks, medians, & other public areas	55	13.7 %
Cleanliness of streets & public areas	95	23.7 %
Maintenance of sidewalks	94	23.4 %
Maintenance of vegetation (i.e. bushes & trees) along rights-of-way & sidewalks	50	12.5 %
Maintenance of streets	94	23.4 %
Access for children to Town facilities & services	33	8.2 %
Access for teens to Town facilities & services	14	3.5 %
Access for seniors to Town facilities & services	25	6.2 %
Access for persons with disabilities to Town facilities & services	59	14.7 %
None chosen	69	17.2 %
Total	704	

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

(N=401)

	Yes	No	Not provided
Q14-1. I have taken steps to make my home more energy efficient	82.8%	13.5%	3.7%
Q14-2. I have taken steps to make my home more water efficient	74.1%	22.2%	3.7%
Q14-3. I am taking steps to reduce my carbon emissions from transportation	68.3%	26.2%	5.5%
Q14-4. I am taking steps to reduce how much I throw away in the garbage	84.3%	12.7%	3.0%
Q14-5. I am taking steps to be more sustainable at work/school	58.1%	22.7%	19.2%
Q14-6. I am taking steps to compost food scraps and/or yard waste	54.4%	41.4%	4.2%

**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=401)

	Yes	No
Q14-1. I have taken steps to make my home more energy efficient	86.0%	14.0%
Q14-2. I have taken steps to make my home more water efficient	76.9%	23.1%
Q14-3. I am taking steps to reduce my carbon emissions from transportation	72.3%	27.7%
Q14-4. I am taking steps to reduce how much I throw away in the garbage	86.9%	13.1%
Q14-5. I am taking steps to be more sustainable at work/school	71.9%	28.1%
Q14-6. I am taking steps to compost food scraps and/or yard waste	56.8%	43.2%

**Q15. Does anyone in your household compost?**

Q15. Does anyone in your household compost	Number	Percent
Yes	203	50.6 %
No	193	48.1 %
Not provided	5	1.2 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q15. Does anyone in your household compost? (without "not provided")**

Q15. Does anyone in your household compost	Number	Percent
Yes	203	51.3 %
No	193	48.7 %
Total	396	100.0 %

**Q15a. Where do you or your household compost?**

Q15a. Where does your household compost	Number	Percent
Home	158	77.8 %
County facility	8	3.9 %
Farmers' market	10	4.9 %
Other	25	12.3 %
Not provided	2	1.0 %
Total	203	100.0 %

**WITHOUT "NOT PROVIDED"****Q15a. Where do you or your household compost? (without "not provided")**

Q15a. Where does your household compost	Number	Percent
Home	158	78.6 %
County facility	8	4.0 %
Farmers' market	10	5.0 %
Other	25	12.4 %
Total	201	100.0 %

**Q15a-4. Other**

- A private service (wecompst.com or something like that)
- church
- church
- church
- Community center
- Community Center off of S. Estes has a Compost site. I put all my compost there.
- Community compost location.
- Compost bins in my neighborhood.
- Compost Now service at home.
- Compost Now service pickup
- compost now
- In yard
- Pay for services through Compost Now
- PICKUP SERVICE, have to pay
- Private service.
- southern village collection
- Synagogue
- through compostmates@unc
- UNC student organization
- University Presbyterian Church
- We collect and then take all our compost to large compost bins located behind the trash dumpster area at Binkley Church
- WORK

**Q15b. Why don't you compost?**

- apartment
- Apartment living does not allow for any of those sustainable options.
- Availability of quality composting worms.
- Because there are concerns within my family about composting producing bad smells and attracting pests. I am trying to work out how best to navigate those concerns and begin composting. If the town could begin collection of food scraps for composting and do so in a low-carbon way, it would be wonderful.
- COMPOST IS ATTRACTIVE TO DEER-I AM A GARDENER
- condo
- Do not find it easy
- Do not have the space or need.
- DO NOT KNOW HOW TO DO IT
- Don't have time to separate out food scraps and keep them somewhere free of pests
- Don't know how or why I should make effort

**Q15b. Why don't you compost?**

- Don't have anywhere to put the compost really. I am in an apartment
- DONT WANT TO
- Foxes, coyotes, and other wildlife have encroached on my property.
- Have in the past, too messy/difficult
- Have not had time to set this up.
- Haven't taken the time to start
- hear it may attract critters and pests around area.
- I don't know how nor what I would do with the end product
- I don't have a lot of garbage.
- I JUST DONT-NEVER THOUGHT OF IT
- I live at the warehouse apartments and we don't compost because there isn't an easy facility to take our compost in walking distance, at least not one that we know of.
- I live in a townhouse
- I was, but stopped, it was attracting animals.
- I'm pissed off that this survey doesn't have a general open-ended box. I needed to clarify a response to my answer to a survey question above but this is the only text box I'm gonna get for it: I said I was very dissatisfied with "06. Visibility of police in neighborhoods" because I see them \*too much\* not too little. The way the question was framed within the box, I am assuming you meant dissatisfaction with visibility of the police meant wanting to see them more. I want to see them less. I live in Franklin Woods apartments and the cops are ALWAYS outside at night on East Franklin--there is no reason for it. And whenever I see them downtown there's like six of them talking to the one tweaker lady. It's excessive. Meanwhile, you can't run a damn bus after 8pm in most of the town. Really stupid priorities.
- In a Oxford house
- knowledge deficit
- lack of awareness
- lack of knowledge and site for compost
- limited facilities
- live in a multi home HOA
- Live in a townhome, little opportunity, need.
- LIVE IN A TOWNHOUSEE COMMUNITY WITHOUT COMPOST FACILITIES
- Live in apartment
- live in condo
- Live in condo. Smell and pests. No yard.
- My neighbor behind me do composting. I take my dogs out to my fenced backyard at least 3 times a day, occasionally the smell is unbearable. In addition, flying and crawling insects, squirrel, possum etc. are hanging around, as if there were a party. I got spooked a few times at night taking my dogs out, after realizing a big possum was 2 feet away from me. I certainly do not want children to play nearby a composting bin due to all those factors above. Supporting sustainability is the right thing to do but let's not overkill or overdo it at all cost. Often the smell is so unbearable that I want to scream at my neighbor. I can't even feel comfortable spending time in my own backyard. Imagine the smell of the neighborhood if every other house do composting.
- need help to do that
- No accessible composting
- No bins on campus
- no community compost.

**Q15b. Why don't you compost?**

- No compost pickup service
- No convenient place to store/ take the compost. Wish there was a service that would pick it up. I don't have a yard.
- No easy collection or good place to collect scraps
- no easy pickup
- NO EASY PICKUP SERVICE
- No easy way to compost. Need more public collection.
- No easy way to do it that I'm aware of.
- no facility
- no facility
- No information on town services for compost.
- no interest
- no location for composting
- No outdoor space to compost
- No reason other than we have not taken steps to do so.
- No separate composting bin
- no space
- no time
- No waste to compost
- No where to use or apply compost.
- no yard
- No yard room for a decent size compost site
- Not available in our Apt. complex.
- Not interested
- Not knowledgeable.
- Not sure if options.
- Not yet set up
- odor/time
- seems like so much work
- Seems like too much work and too much of a mess.
- should be government responsibility
- Smell
- Something I am interested in but haven't started yet.
- Smell
- There is no sustainable place to do this where I live
- TIME AND ATTENTION REQUIRED
- too burdensome
- Too hard
- Too inconvenient
- Too messy.
- Too messy.
- Too much effort for benefit.
- Too much trouble
- Too much trouble



**Q15b. Why don't you compost?**

- too slow, attracts rodents, takes too much space
- too smelly
- We are vegetarian & are very thrifty, therefore have very little to throw out.
- We don't want to
- We have a small kitchen and no yard (because rent in town is so high, lol) so frankly no space that isn't smelly/inconvenient
- We leave the leaves, but don't do anything special with food waste. Just haven't made it a priority.
- We live in a townhouse with limit yard.
- worry about the smell.
- Would like to have compost pick up.

**Q16. Housing. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Availability of housing that's affordable to your household	10.7%	26.7%	15.7%	20.2%	18.2%	8.5%
Q16-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	10.2%	23.9%	16.0%	20.9%	13.7%	15.2%

**WITHOUT "DON'T KNOW"**

**Q16. Housing. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Availability of housing that's affordable to your household	11.7%	29.2%	17.2%	22.1%	19.9%
Q16-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	12.1%	28.2%	18.8%	24.7%	16.2%

**Q17. Which ONE of the items listed in Question 16 should receive the MOST EMPHASIS from Town leaders?**

Q17. Top choice	Number	Percent
Availability of housing that's affordable to your household	156	38.9 %
Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	113	28.2 %
None chosen	132	32.9 %
Total	401	100.0 %

**Q18. Quality of Life. Rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor."**

(N=401)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q18-1. As a place to live	39.4%	49.6%	6.2%	3.2%	0.2%	1.2%
Q18-2. As a place to work	23.9%	38.2%	15.0%	4.5%	0.5%	18.0%
Q18-3. As a place to raise children	35.2%	31.4%	8.7%	2.5%	1.2%	20.9%
Q18-4. As a place to retire	31.4%	28.7%	11.7%	6.0%	3.2%	19.0%
Q18-5. As a place to do business	12.5%	23.7%	12.2%	7.7%	2.5%	41.4%
Q18-6. As a place where I feel welcome	37.7%	41.6%	13.2%	4.2%	1.0%	2.2%
Q18-7. Overall quality of life in Town	31.4%	55.6%	9.7%	2.0%	0.2%	1.0%

**WITHOUT "DON'T KNOW"****Q18. Quality of Life. Rate the Town of Chapel Hill using a scale where 5 is "Excellent" and 1 is "Poor." (without "don't know")**

(N=401)

	Excellent	Good	Neutral	Below average	Poor
Q18-1. As a place to live	39.9%	50.3%	6.3%	3.3%	0.3%
Q18-2. As a place to work	29.2%	46.5%	18.2%	5.5%	0.6%
Q18-3. As a place to raise children	44.5%	39.7%	11.0%	3.2%	1.6%
Q18-4. As a place to retire	38.8%	35.4%	14.5%	7.4%	4.0%
Q18-5. As a place to do business	21.3%	40.4%	20.9%	13.2%	4.3%
Q18-6. As a place where I feel welcome	38.5%	42.6%	13.5%	4.3%	1.0%
Q18-7. Overall quality of life in Town	31.7%	56.2%	9.8%	2.0%	0.3%

**Q19. Perceptions of the Community. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Overall appearance of Town	20.7%	53.4%	10.2%	11.0%	2.5%	2.2%
Q19-2. Access to parks & green space	24.7%	48.1%	13.0%	8.2%	3.2%	2.7%
Q19-3. Consideration of future generations	7.7%	25.4%	21.7%	21.2%	10.0%	14.0%
Q19-4. Acceptance of diverse populations	23.4%	39.7%	16.2%	9.0%	2.0%	9.7%
Q19-5. Availability of cultural activities, the arts	21.4%	44.6%	16.7%	7.0%	0.7%	9.5%
Q19-6. Availability of festivals & community events	15.7%	41.1%	20.2%	9.5%	1.2%	12.2%

**WITHOUT "DON'T KNOW"**

**Q19. Perceptions of the Community. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Overall appearance of Town	21.2%	54.6%	10.5%	11.2%	2.6%
Q19-2. Access to parks & green space	25.4%	49.5%	13.3%	8.5%	3.3%
Q19-3. Consideration of future generations	9.0%	29.6%	25.2%	24.6%	11.6%
Q19-4. Acceptance of diverse populations	26.0%	43.9%	18.0%	9.9%	2.2%
Q19-5. Availability of cultural activities, the arts	23.7%	49.3%	18.5%	7.7%	0.8%
Q19-6. Availability of festivals & community events	17.9%	46.9%	23.0%	10.8%	1.4%

**Q20a. Local Economy. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20a-1. New company growth (incubators, start-ups, entrepreneurs)	5.0%	18.2%	21.4%	10.0%	2.5%	42.9%
Q20a-2. Job growth	4.0%	16.5%	23.9%	9.7%	2.0%	43.9%
Q20a-3. Access to shopping	11.5%	36.9%	19.5%	23.9%	5.7%	2.5%
Q20a-4. Quality of new development in Town	3.5%	17.7%	18.0%	28.4%	23.9%	8.5%

**WITHOUT "DON'T KNOW"**

**Q20a. Local Economy. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a-1. New company growth (incubators, start-ups, entrepreneurs)	8.7%	31.9%	37.6%	17.5%	4.4%
Q20a-2. Job growth	7.1%	29.3%	42.7%	17.3%	3.6%
Q20a-3. Access to shopping	11.8%	37.9%	19.9%	24.6%	5.9%
Q20a-4. Quality of new development in Town	3.8%	19.3%	19.6%	31.1%	26.2%

**Q20b. Rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never."**

(N=401)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never	Don't know
Q20b-1. Shop in Chapel Hill	13.5%	49.9%	24.2%	6.2%	4.7%	1.5%
Q20b-2. Go outside Town limits to shop	5.2%	26.9%	38.9%	22.9%	4.7%	1.2%
Q20b-3. Use internet for your shopping	12.2%	29.2%	26.9%	24.2%	5.7%	1.7%

**WITHOUT "DON'T KNOW"**

**Q20b. 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=401)

	Every day	A few times per week	At least once per week	A few times per year	Seldom or never
Q20b-1. Shop in Chapel Hill	13.7%	50.6%	24.6%	6.3%	4.8%
Q20b-2. Go outside Town limits to shop	5.3%	27.3%	39.4%	23.2%	4.8%
Q20b-3. Use internet for your shopping	12.4%	29.7%	27.4%	24.6%	5.8%

**Q21. Which ONE of the items listed in Question 20a should receive the MOST EMPHASIS from Town leaders?**

Q21. Top choice	Number	Percent
New company growth (incubators, start-ups, entrepreneurs)	72	18.0 %
Job growth	36	9.0 %
Access to shopping	50	12.5 %
Quality of new development in Town	170	42.4 %
None chosen	73	18.2 %
Total	401	100.0 %

**Q22. Town Information. What are your sources for Town news and information?**

<u>Q22. What are your sources for Town news &amp; information</u>	<u>Number</u>	<u>Percent</u>
Town email subscription (Chapel Hill eNews)	152	37.9 %
TV	122	30.4 %
Radio	139	34.7 %
Town newsletter/Listserv	91	22.7 %
Newspapers	155	38.7 %
Chapel Hill Gov-TV	9	2.2 %
Website for Town of Chapel Hill	192	47.9 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	127	31.7 %
Neighborhood associations	145	36.2 %
Local government-produced brochures or pamphlets	47	11.7 %
Local government representatives at events/meetings	31	7.7 %
Other	45	11.2 %
Total	1255	

**Q22-12. Other**

- Advocacy groups
- CH website
- Chapel bono
- Chapel Hill alert system
- Chapel Hill Facebook.
- Chapelboro
- Chapelboro Triangle Blog
- Chapelboro.com, Triangle Blog, library bulletin boards, neighborhood listserv
- Chapelborro website
- church groups and other groups
- citizen/news organizations
- community involvement.
- Friends
- Friends & co-workers tell me when they've heard something of interest
- Friends  
Social media
- Google news
- Google news
- GOOGLE WEBSITE NEWS-NEXTDOOR WEBSITE-CRIME
- I think you should do more mailings. I so rarely get anything other than junk mail that a town notice or update would actually catch my attention.
- INTERNET

**Q22-12. Other**

- Internet news such as chapelboro
- local news outlets such as Chapelboro, Triangle Blog, and the Local Reporter
- Local reporter
- Local websites
- mail
- Neighbors
- Neighbors
- Neighbors
- News article
- Online news
- Online news
- Reddit
- social media
- SOCIAL MEDIA NOT RUN BY THE CITY
- The Daily Tarheel
- The Local Reporter
- The Nextdoor app, Ring app, independent Chapel Hill & Carrboro news social media accounts
- Triangle blog
- Triangle blog
- Triangle News
- Triangle blog
- WORD OF MOUTH
- Word of mouth among my local friends, neighbors, informal encounters with other fellow residents and Town staff. Email, website, and Facebook groups maintained by local advocacy, civic, and service organizations other than my neighborhood association, e.g., CHALT, NAACP, Triangle Blog-Blog, CH/CB Foodies, Friends of Libraries, Friends of Parks & Rec; various student, faculty, and administrative units of UNC-CH, etc.
- Work via UNC Campus
- Wral, reddit, Facebook, chapelboro



**Q23. Which TWO of the sources listed in Question 22 do you MOST PREFER to use for Town news and information?**

Q23. Top choice	Number	Percent
Town email subscription (Chapel Hill eNews)	86	21.4 %
TV	31	7.7 %
Radio	31	7.7 %
Town newsletter/Listserv	19	4.7 %
Newspapers	36	9.0 %
Chapel Hill Gov-TV	3	0.7 %
Website for Town of Chapel Hill	43	10.7 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	46	11.5 %
Neighborhood associations	9	2.2 %
Local government-produced brochures or pamphlets	1	0.2 %
Local government representatives at events/meetings	1	0.2 %
Other	19	4.7 %
None chosen	76	19.0 %
Total	401	100.0 %

**Q23. Which TWO of the sources listed in Question 22 do you MOST PREFER to use for Town news and information?**

Q23. 2nd choice	Number	Percent
Town email subscription (Chapel Hill eNews)	26	6.5 %
TV	28	7.0 %
Radio	29	7.2 %
Town newsletter/Listserv	21	5.2 %
Newspapers	37	9.2 %
Website for Town of Chapel Hill	60	15.0 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	28	7.0 %
Neighborhood associations	25	6.2 %
Local government-produced brochures or pamphlets	8	2.0 %
Local government representatives at events/meetings	3	0.7 %
Other	14	3.5 %
None chosen	122	30.4 %
Total	401	100.0 %

**SUM OF TOP 2 CHOICES****Q23. Which TWO of the sources listed in Question 22 do you MOST PREFER to use for Town news and information? (top 2)**

Q23. Sum of top 2 choices	Number	Percent
Town email subscription (Chapel Hill eNews)	112	27.9 %
TV	59	14.7 %
Radio	60	15.0 %
Town newsletter/Listserv	40	10.0 %
Newspapers	73	18.2 %
Chapel Hill Gov-TV	3	0.7 %
Website for Town of Chapel Hill	103	25.7 %
@ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor)	74	18.5 %
Neighborhood associations	34	8.5 %
Local government-produced brochures or pamphlets	9	2.2 %
Local government representatives at events/meetings	4	1.0 %
Other	33	8.2 %
None chosen	76	19.0 %
Total	680	

**Q24. How would you prefer the Town of Chapel Hill celebrate Independence Day (July 4)?**

Q24. How would you prefer Town celebrate Independence Day	Number	Percent
Town celebration with fireworks	231	57.6 %
Town celebration without fireworks	89	22.2 %
No celebration	38	9.5 %
Not provided	43	10.7 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. How would you prefer the Town of Chapel Hill celebrate Independence Day (July 4)? (without "not provided")**

Q24. How would you prefer Town celebrate Independence Day	Number	Percent
Town celebration with fireworks	231	64.5 %
Town celebration without fireworks	89	24.9 %
No celebration	38	10.6 %
Total	358	100.0 %

**Q25. Town Communication. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q25-1. Availability of information about Town programs & services	8.5%	36.2%	26.2%	14.2%	1.5%	13.5%
Q25-2. Usefulness of Town website	7.5%	37.2%	24.7%	7.2%	2.0%	21.4%
Q25-3. Quality of Chapel Hill eNews (weekly email newsletter)	8.0%	21.9%	18.2%	2.7%	0.7%	48.4%
Q25-4. Quality of Town engagement with residents	5.5%	21.2%	31.9%	12.7%	4.5%	24.2%
Q25-5. Quality of transparent, trusted, & accurate Town communication	7.0%	22.9%	23.7%	14.0%	4.7%	27.7%
Q25-6. Access to timely emergency information	16.0%	35.9%	16.7%	5.5%	2.7%	23.2%
Q25-7. Town information in languages other than English & understandable formats	5.2%	10.7%	10.7%	1.2%	0.5%	71.6%
Q25-8. Overall effectiveness of Town communication with the public	6.5%	27.2%	28.7%	13.7%	1.7%	22.2%
Q25-9. Access to Mayor & Town Council	8.0%	17.2%	20.2%	8.2%	4.5%	41.9%

**WITHOUT "DON'T KNOW"****Q25. Town Communication. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=401)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Availability of information about Town programs & services	9.8%	41.8%	30.3%	16.4%	1.7%
Q25-2. Usefulness of Town website	9.5%	47.3%	31.4%	9.2%	2.5%
Q25-3. Quality of Chapel Hill eNews (weekly email newsletter)	15.5%	42.5%	35.3%	5.3%	1.4%
Q25-4. Quality of Town engagement with residents	7.2%	28.0%	42.1%	16.8%	5.9%
Q25-5. Quality of transparent, trusted, & accurate Town communication	9.7%	31.7%	32.8%	19.3%	6.6%
Q25-6. Access to timely emergency information	20.8%	46.8%	21.8%	7.1%	3.6%
Q25-7. Town information in languages other than English & understandable formats	18.4%	37.7%	37.7%	4.4%	1.8%
Q25-8. Overall effectiveness of Town communication with the public	8.3%	34.9%	36.9%	17.6%	2.2%
Q25-9. Access to Mayor & Town Council	13.7%	29.6%	34.8%	14.2%	7.7%

**Q26. Which TWO of the items listed in Question 25 should receive the MOST EMPHASIS from Town leaders?**

<u>Q26. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	72	18.0 %
Usefulness of Town website	37	9.2 %
Quality of Chapel Hill eNews (weekly email newsletter)	9	2.2 %
Quality of Town engagement with residents	45	11.2 %
Quality of transparent, trusted, & accurate Town communication	29	7.2 %
Access to timely emergency information	30	7.5 %
Town information in languages other than English & understandable formats	12	3.0 %
Overall effectiveness of Town communication with the public	36	9.0 %
Access to Mayor & Town Council	27	6.7 %
<u>None chosen</u>	<u>104</u>	<u>25.9 %</u>
Total	401	100.0 %

**Q26. Which TWO of the items listed in Question 25 should receive the MOST EMPHASIS from Town leaders?**

<u>Q26. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	36	9.0 %
Usefulness of Town website	34	8.5 %
Quality of Chapel Hill eNews (weekly email newsletter)	12	3.0 %
Quality of Town engagement with residents	31	7.7 %
Quality of transparent, trusted, & accurate Town communication	64	16.0 %
Access to timely emergency information	25	6.2 %
Town information in languages other than English & understandable formats	8	2.0 %
Overall effectiveness of Town communication with the public	43	10.7 %
Access to Mayor & Town Council	23	5.7 %
<u>None chosen</u>	<u>125</u>	<u>31.2 %</u>
Total	401	100.0 %

**SUM OF TOP 2 CHOICES****Q26. Which TWO of the items listed in Question 25 should receive the MOST EMPHASIS from Town leaders? (top 2)**

<u>Q26. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Town programs & services	108	26.9 %
Usefulness of Town website	71	17.7 %
Quality of Chapel Hill eNews (weekly email newsletter)	21	5.2 %
Quality of Town engagement with residents	76	19.0 %
Quality of transparent, trusted, & accurate Town communication	93	23.2 %
Access to timely emergency information	55	13.7 %
Town information in languages other than English & understandable formats	20	5.0 %
Overall effectiveness of Town communication with the public	79	19.7 %
Access to Mayor & Town Council	50	12.5 %
<u>None chosen</u>	<u>104</u>	<u>25.9 %</u>
Total	677	

**Q27. Diversity, Equity, and Inclusion. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."**

(N=401)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q27-1. I have been reluctant to participate in a Town program because I feel like I don't belong	2.5%	9.2%	10.5%	30.7%	30.7%	16.5%
Q27-2. Town of Chapel Hill equitably delivers services to all residents	9.7%	24.2%	14.0%	10.7%	4.5%	36.9%
Q27-3. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in jobs	8.5%	19.7%	12.5%	8.7%	3.2%	47.4%
Q27-4. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in housing	4.7%	19.0%	11.5%	21.2%	9.2%	34.4%
Q27-5. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in education (public school system)	10.2%	21.2%	11.0%	14.7%	6.2%	36.7%
Q27-6. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in criminal justice system	4.5%	11.7%	12.7%	7.2%	4.7%	59.1%

**WITHOUT "DON'T KNOW"****Q27. Diversity, Equity, and Inclusion. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")**

(N=401)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q27-1. I have been reluctant to participate in a Town program because I feel like I don't belong	3.0%	11.0%	12.5%	36.7%	36.7%
Q27-2. Town of Chapel Hill equitably delivers services to all residents	15.4%	38.3%	22.1%	17.0%	7.1%
Q27-3. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in jobs	16.1%	37.4%	23.7%	16.6%	6.2%
Q27-4. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in housing	7.2%	28.9%	17.5%	32.3%	14.1%
Q27-5. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in education (public school system)	16.1%	33.5%	17.3%	23.2%	9.8%
Q27-6. Town of Chapel Hill equitably addresses social, economic, & racial equity differences in criminal justice system	11.0%	28.7%	31.1%	17.7%	11.6%



**Q28. Rate how frequently you do each of the following using a scale where 5 is "Every Workday" and 1 is "Never"**

(N=401)

	Every workday	A few times per week	A few times per month	A few times per year	Never	Don't know
Q28-1. How often did you telecommute prior to COVID-19	10.0%	11.2%	9.0%	11.0%	44.6%	14.2%
Q28-2. How often are you currently telecommuting	17.2%	20.9%	10.0%	7.2%	28.7%	16.0%
Q28-3. How often do you anticipate telecommuting in the future	15.5%	21.4%	9.7%	7.5%	24.9%	20.9%

**WITHOUT "DON'T KNOW"**

**Q28. 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=401)

	Every workday	A few times per week	A few times per month	A few times per year	Never
Q28-1. How often did you telecommute prior to COVID-19	11.6%	13.1%	10.5%	12.8%	52.0%
Q28-2. How often are you currently telecommuting	20.5%	24.9%	11.9%	8.6%	34.1%
Q28-3. How often do you anticipate telecommuting in the future	19.6%	27.1%	12.3%	9.5%	31.5%

**Q29. If you travel to work, please select the item below that best describes the general area you travel to for work.**

<u>Q29. General area you travel to for work</u>	<u>Number</u>	<u>Percent</u>
In Chapel Hill	105	26.2 %
East (towards Durham, Raleigh, RTP)	74	18.5 %
West (towards Carrboro, Burlington, Greensboro)	9	2.2 %
North (towards Hillsborough, Roxboro)	3	0.7 %
South (towards Pittsboro, Sanford)	3	0.7 %
I do not commute for work (I work from home or am not employed)	145	36.2 %
Not provided	62	15.5 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q29. If you travel to work, please select the item below that best describes the general area you travel to for work. (without "not provided")**

<u>Q29. General area you travel to for work</u>	<u>Number</u>	<u>Percent</u>
In Chapel Hill	105	31.0 %
East (towards Durham, Raleigh, RTP)	74	21.8 %
West (towards Carrboro, Burlington, Greensboro)	9	2.7 %
North (towards Hillsborough, Roxboro)	3	0.9 %
South (towards Pittsboro, Sanford)	3	0.9 %
I do not commute for work (I work from home or am not employed)	145	42.8 %
Total	339	100.0 %

**Q30. About how long have you lived in Chapel Hill?**

Q30. How long have you lived in Chapel Hill	Number	Percent
Less than 6 months	5	1.2 %
6 months-5 years	92	22.9 %
6-10 years	49	12.2 %
11-20 years	74	18.5 %
20+ years	166	41.4 %
Not provided	15	3.7 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. About how long have you lived in Chapel Hill? (without "not provided")**

Q30. How long have you lived in Chapel Hill	Number	Percent
Less than 6 months	5	1.3 %
6 months-5 years	92	23.8 %
6-10 years	49	12.7 %
11-20 years	74	19.2 %
20+ years	166	43.0 %
Total	386	100.0 %

**Q31. What is your age?**

Q31. Your age	Number	Percent
18-34	78	19.5 %
35-44	75	18.7 %
45-54	77	19.2 %
55-64	77	19.2 %
65-74	47	11.7 %
75+	34	8.5 %
Not provided	13	3.2 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. What is your age? (without "not provided")**

Q31. Your age	Number	Percent
18-34	78	20.1 %
35-44	75	19.3 %
45-54	77	19.8 %
55-64	77	19.8 %
65-74	47	12.1 %
75+	34	8.8 %
Total	388	100.0 %

**Q32. How do you identify yourself?**

Q32. Your gender	Number	Percent
Man	189	47.1 %
Woman	198	49.4 %
Non-Binary	4	1.0 %
Transgender	4	1.0 %
I prefer to self-describe	1	0.2 %
Not provided	5	1.2 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q32. How do you identify yourself? (without "not provided")**

Q32. Your gender	Number	Percent
Man	189	47.7 %
Woman	198	50.0 %
Non-Binary	4	1.0 %
Transgender	4	1.0 %
I prefer to self-describe	1	0.3 %
Total	396	100.0 %

**Q32-5. Self-describe yourself:**

Q32-5. Self-describe your gender	Number	Percent
Gender fluid	1	100.0 %
Total	1	100.0 %

**Q33. How many children in each of the following age groups live with you in Chapel Hill?**

	Mean	Sum
number	1.8	273
Under 5 years	0.4	65
6-13 years	0.7	108
14-17 years	0.7	100

**Q34. Do you consider yourself to be Hispanic, Spanish, or Latino/a/x?**

Q34. Do you consider yourself to be Hispanic, Spanish, or Latino/a/x	Number	Percent
Yes	26	6.5 %
No	367	91.5 %
Not provided	8	2.0 %
Total	401	100.0 %

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

Q34. Do you consider yourself to be Hispanic, Spanish, or Latino/a/x	Number	Percent
Yes	26	6.6 %
No	367	93.4 %
Total	393	100.0 %

**Q35. Which of the following best describes your race?**

Q35. Your race	Number	Percent
Asian or Asian Indian	52	13.0 %
Black or African American	41	10.2 %
American Indian or Alaska Native	2	0.5 %
White or Caucasian	271	67.6 %
Other	6	1.5 %
Total	372	

**Q35-5. Self-describe your race:**

Q35-5. Self-describe your race	Number	Percent
Multiple races	1	16.7 %
Irish	1	16.7 %
Jewish/Middle Eastern	1	16.7 %
Indian	1	16.7 %
Middle Eastern	1	16.7 %
Mixed	1	16.7 %
Total	6	100.0 %

**Q36. What is the primary language used in your household?**

<u>Q36. Primary language used in your household</u>	<u>Number</u>	<u>Percent</u>
English	365	91.0 %
Spanish	7	1.7 %
Chinese	5	1.2 %
Karen	2	0.5 %
Burmese	1	0.2 %
Other	10	2.5 %
Not provided	11	2.7 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. What is the primary language used in your household? (without "not provided")**

<u>Q36. Primary language used in your household</u>	<u>Number</u>	<u>Percent</u>
English	365	93.6 %
Spanish	7	1.8 %
Chinese	5	1.3 %
Karen	2	0.5 %
Burmese	1	0.3 %
Other	10	2.6 %
Total	390	100.0 %

**Q36-6. Other:**

<u>Q36-6. Other</u>	<u>Number</u>	<u>Percent</u>
Korean	2	22.2 %
German/English	2	22.2 %
Japanese	1	11.1 %
Indonesian	1	11.1 %
Russian	1	11.1 %
Polish	1	11.1 %
Farsi	1	11.1 %
Total	9	100.0 %

**Q37. Do you rent or own your home?**

<u>Q37. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Own	250	62.3 %
Rent	144	35.9 %
Other	2	0.5 %
Not provided	5	1.2 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q37. Do you rent or own your home? (without "not provided")**

<u>Q37. Do you rent or own your home</u>	<u>Number</u>	<u>Percent</u>
Own	250	63.1 %
Rent	144	36.4 %
Other	2	0.5 %
Total	396	100.0 %

**Q37-3. Other:**

<u>Q37-3. Other</u>	<u>Number</u>	<u>Percent</u>
Long term house-sitting for in-laws who own home but live abroad	1	50.0 %
Stay at parents house	1	50.0 %
Total	2	100.0 %

**Q38. Do you know your neighbors?**

Q38. Do you know your neighbors	Number	Percent
Yes	346	86.3 %
No	50	12.5 %
Not provided	5	1.2 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q38. Do you know your neighbors? (without "not provided")**

Q38. Do you know your neighbors	Number	Percent
Yes	346	87.4 %
No	50	12.6 %
Total	396	100.0 %

**Q39. Would you say your total annual household income is...**

Q39. Your total annual household income	Number	Percent
Under \$30K	40	10.0 %
\$30K to \$59,999	67	16.7 %
\$60K to \$99,999	91	22.7 %
\$100K to \$129,999	78	19.5 %
\$130K+	66	16.5 %
Not provided	59	14.7 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q39. Would you say your total annual household income is... (without "not provided")**

Q39. Your total annual household income	Number	Percent
Under \$30K	40	11.7 %
\$30K to \$59,999	67	19.6 %
\$60K to \$99,999	91	26.6 %
\$100K to \$129,999	78	22.8 %
\$130K+	66	19.3 %
Total	342	100.0 %



**Q40. What is the highest level of education that you have completed?**

<u>Q40. Highest level of education you have completed</u>	<u>Number</u>	<u>Percent</u>
Less than high school	2	0.5 %
Some high school	2	0.5 %
High school	21	5.2 %
Some college	54	13.5 %
4-year college	161	40.1 %
Graduate degree	130	32.4 %
Not provided	31	7.7 %
Total	401	100.0 %

**WITHOUT "NOT PROVIDED"****Q40. What is the highest level of education that you have completed? (without "not provided")**

<u>Q40. Highest level of education you have completed</u>	<u>Number</u>	<u>Percent</u>
Less than high school	2	0.5 %
Some high school	2	0.5 %
High school	21	5.7 %
Some college	54	14.6 %
4-year college	161	43.5 %
Graduate degree	130	35.1 %
Total	370	100.0 %



# Survey Instrument



March 2024

Dear Chapel Hill Community Member,

Every two years, the Town of Chapel Hill conducts a Community Survey to hear from residents about our services, facilities, and programs. This gives us a broad sense about community satisfaction - both what we're doing well and areas where we need to improve. Results of the survey inform our strategic planning and budgeting processes.

We hear you when you tell us about areas we should focus on. In the 2022 survey, residents indicated that they wanted us to prioritize traffic management, stormwater, and public parking. Since then, we have made signal adjustments to improve traffic flow, we continue to work with Orange County to address stormwater discharge, and our new downtown parking deck will open later this year.

By completing the Community Survey, you can help us 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 or by phone at (888) 801-5368.

Survey results will be released to the public in early 2024. If you have questions or would like to receive results by email, please contact Executive Director of Strategic Communications, Susan Brown, at sbrown2@townofchapelhill.org or Community Relations Manager, Shay Stevens, at sstevens@townofchapelhill.org. You can learn more at www.townofchapelhill.org/survey.

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

Sincerely,

Handwritten signature of Christopher C. Blue
Christopher C. Blue
Town Manager



The Community Survey 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. To complete the survey by phone, call (888) 801-5368.

La encuesta comunitaria es una oportunidad para expresar su opinión sobre los servicios, instalaciones y programas locales. Los resultados de la encuesta sirven de base a los procesos de planificación estratégica y de presupuestos de la ciudad de Chapel Hill. Para rellenar la encuesta en su idioma, llame a la línea gratuita de intérpretes: (844) 811-0411.

社区调查为您提供了一个表达对当地服务、设施和计划看法的机会。调查结果将为教堂山镇的策略规划和预算编制过程提供参考。如需使用您的语言完成调查，请拨打免费口译专线 (844) 811-2562。

ရပ်ရွာအဖွဲ့အစည်း စစ်တမ်းဆိုသည်မှာ ဒေသခံ ဝန်ဆောင်မှုများ၊ အထွေထွေပံ့ပိုးထောက်ပံ့မှုများ နှင့် ပုဂ္ဂိုလ်ရပ်ရွာ အစဉ်များ တို့နှင့်ပတ်သက်ပြီး သင်၏ အမြင်များအား ထုတ်ဖော်ဖွင့်ဟနိုင်သည့် အခွင့်အလမ်းတစ်ခုပင် ဖြစ်သည်။ စစ်တမ်းရလဒ်များသည် Chapel Hill မြို့ တော်အတွက် နည်းဗျူဟာပိုင်း စီမံကိန်းရေးဆွဲမှုများ နှင့် ဆက်လက်ထုတ်ဖော်မှု လုပ်ငန်းစဉ်များအား ဆောင်ရွက်နိုင်စေရန် သတင်းအချက်အလက်များ ပေးသည်။ စစ်တမ်းအား သင်၏ ဘာသာစကားဖြင့် ဖြေဆိုရန်အတွက် ကျေးဇူးပြုပြီး အခမဲ့ စကားပြန်ဖုန်းလိုင်းထံ (866) 991-5302 သို့ ခေါ်ဆိုပေးပါ။

إن الاستبيان المجتمعي فرصة لك للتعبير عن آرائك فيما يُوفر لك من خدمات ومرافق وبرامج في مجتمعك. تقوم نتائج الاستبيان بتوجيه عمليات التخطيط الاستراتيجي وإعداد الموازنة لمدينة تشابل هيل. لاكمال الاستبيان بلغتك، يرجى التواصل مع المترجم الشفهي مجاناً على 844-247-8190.

ပုဂ္ဂလိကတစ်ယောက်နှင့်မဆိုဘဲ တာဝန်ယူသော လူကြီးများနှင့် တစ်သားအိမ်ထောင်စုများသည် တာဝန်ယူမှုများကို ပံ့ပိုးပေးရန်အတွက် အကျိုးရှိစေရန်အတွက် တွေးခေါ်ထုတ်ဖော်နိုင်သည်။ တာဝန်ယူမှုအစီအစဉ်များကို တာဝန်ယူမှုများအား အကျိုးရှိစေရန်အတွက် တွေးခေါ်ထုတ်ဖော်မှုများသည် Chapel Hill မြို့ တော်အတွက် နည်းဗျူဟာပိုင်း စီမံကိန်းရေးဆွဲမှုများ နှင့် ဆက်လက်ထုတ်ဖော်မှု လုပ်ငန်းစဉ်များအား ဆောင်ရွက်နိုင်စေရန် သတင်းအချက်အလက်များ ပေးသည်။ စစ်တမ်းအား သင်၏ ဘာသာစကားဖြင့် ဖြေဆိုရန်အတွက် ကျေးဇူးပြုပြီး အခမဲ့ စကားပြန်ဖုန်းလိုင်းထံ (888) 585-2269 သို့ ခေါ်ဆိုပေးပါ။



# 2024 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](http://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.	Building permit services	5	4	3	2	1	9
02.	Chapel Hill Transit	5	4	3	2	1	9
03.	Collection of loose-leaf services	5	4	3	2	1	9
04.	Fire services	5	4	3	2	1	9
05.	Inspections services	5	4	3	2	1	9
06.	Management of stormwater runoff	5	4	3	2	1	9
07.	Management of traffic flow	5	4	3	2	1	9
08.	Parks, greenways and recreation facilities	5	4	3	2	1	9
09.	Planning and development services	5	4	3	2	1	9
10.	Police services	5	4	3	2	1	9
11.	Public art	5	4	3	2	1	9
12.	Public library services	5	4	3	2	1	9
13.	Public parking	5	4	3	2	1	9
14.	Parks and Recreation Department Programs and camps	5	4	3	2	1	9
15.	Town code and ordinance enforcement	5	4	3	2	1	9
16.	Town communications with the public	5	4	3	2	1	9
17.	Town festivals and special events	5	4	3	2	1	9
18.	Trash collection services	5	4	3	2	1	9
19.	Yard trimmings collection services	5	4	3	2	1	9
20.	Transportation infrastructure (roads, sidewalks bike facilities, greenways, crosswalks)	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.]

- |   |                                 |  |
|---|---------------------------------|--|
| ____ (01) Trash and yard trimmings services | ____ (09) Town athletic fields  | ____ (19) Electric charging stations           |
| ____ (02) The Corner Teen Center            | ____ (10) Chapel Hill eNews     | ____ (20) Chapel Hill Transit                  |
| ____ (03) Council meetings                  | ____ (11) Police services       | ____ (21) Art, history, and cultural programs  |
| ____ (04) Fire services                     | ____ (12) Town swimming pools   | ____ (22) Outdoor festivals and special events |
| ____ (05) Chapel Hill Public Library        | ____ (13) Town website          | ____ (23) Public information meetings          |
| ____ (06) Parks                             | ____ (14) Downtown parking      | ____ (24) Chapel Hill Open Data                |
| ____ (07) Recreation programs and camps     | ____ (15) Community centers     | ____ (25) Development review                   |
| ____ (08) Greenways                         | ____ (16) Building permits      | ____ (26) Community Clay Studio                |
|   | ____ (17) Inspection services   | ____ (27) Other: _____                         |
|   | ____ (18) Streets and sidewalks |  |

4.	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

5. <b>Perceptions of Town Government.</b> 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 prioritizes policy and decision making to address 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 prioritizes policy and decision making to address climate change	5	4	3	2	1	9
5.	The Town is prioritizing policy and decision making to address Vision Zero*	5	4	3	2	1	9

\*Vision Zero is a global strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all.

6. **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

7. <b>Community Safety Services.</b> 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.	Overall feeling of safety in Town	5	4	3	2	1	9
02.	Fire safety, education, and outreach	5	4	3	2	1	9
03.	Emergency Management safety, education and outreach	5	4	3	2	1	9
04.	Police safety, education, and outreach	5	4	3	2	1	9
05.	Professionalism of police personnel	5	4	3	2	1	9
06.	Visibility of police in neighborhoods	5	4	3	2	1	9
07.	Safety and security in your neighborhood	5	4	3	2	1	9
08.	Availability of crime data/police records	5	4	3	2	1	9
09.	Professionalism of fire personnel	5	4	3	2	1	9
10.	Feeling of safety traveling on Town roads, sidewalks, greenways, and bike facilities	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. <b>Transportation and Infrastructure.</b> 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, 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
17.	Ease of multi-modal transportation (i.e., biking, walking, vehicles, transit options such as bus)	5	4	3	2	1	9
18.	Electric vehicle charging stations	5	4	3	2	1	9

10. Which THREE of the items listed in Question 9 on the previous page 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? [Check ALL that apply.]

\_\_\_\_ (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 vegetation (i.e. bushes and trees) along rights-of-way and sidewalks	5	4	3	2	1	9
07. Maintenance of streets	5	4	3	2	1	9
08. Access for children to Town facilities and services	5	4	3	2	1	9
09. 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

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.	Yes	No
1. I have taken steps to make my home more energy efficient	Yes	No
2. I have taken steps to make my home 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. Does anyone in your household compost? \_\_\_\_ (1) Yes [Answer Q15a.] \_\_\_\_ (2) No [Skip to Q15b.]

15a. Where do you or your household compost?

\_\_\_\_ (1) Home \_\_\_\_ (3) Farmers' Market  
 \_\_\_\_ (2) County Facility \_\_\_\_ (4) Other: \_\_\_\_\_

15b. Why not? \_\_\_\_\_

16. 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 that's affordable to your household	5	4	3	2	1	9
2. Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	5	4	3	2	1	9

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

1st: \_\_\_\_ NONE

18. <b>Quality of Life.</b> 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

19. <b>Perceptions of the Community.</b> 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

20a. <b>Local Economy.</b> 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

20b. <b>Rate how frequently you do each of the following using a scale where 5 is "Every Day" and 1 is "Seldom or Never."</b>		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

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

1st: \_\_\_\_\_ NONE

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

- |  |   |
|--|---|
| ____(01) Town email subscription (Chapel Hill eNews) | ____(08) @ChapelHillGov social media (Facebook, Twitter, Instagram, Nextdoor) |
| ____(02) TV  | ____(09) Neighborhood associations  |
| ____(03) Radio                                       | ____(10) Local government-produced brochures or pamphlets                     |
| ____(04) Town newsletter/Listserv                    | ____(11) Local government representatives at events/meetings                  |
| ____(05) Newspapers                                  | ____(12) Other: _____   |
| ____(06) Chapel Hill Gov-TV                          |   |
| ____(07) Website for Town of Chapel Hill             |   |

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

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ NONE

24. How would you prefer the Town of Chapel Hill celebrate Independence Day (July 4)? [Check the ONE statement that best fits your preference.]

- \_\_\_\_(1) Town celebration with fireworks      \_\_\_\_ (2) Town celebration without fireworks      \_\_\_\_ (3) No celebration

25.	<b>Town Communication. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."</b>	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 languages other than English and understandable formats	5	4	3	2	1	9
8.	Overall effectiveness of Town communication with the public	5	4	3	2	1	9
9.	Access to the Mayor and Town Council	5	4	3	2	1	9

26. Which TWO of the items listed in Question 25 should receive the MOST EMPHASIS from Town leaders? [Write in your answers below using the numbers from the list in Question 25.]

1st: \_\_\_\_ 2nd: \_\_\_\_ NONE

27.	<b>Diversity, Equity, and Inclusion. Rate your agreement using a scale where 5 is "Strongly Agree" and 1 is "Strongly Disagree."</b>	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 (public school system)	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

28.	<b>Rate how frequently you do each of the following using a scale where 5 is "Every Workday" and 1 is "Never"</b>	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 in the future?	5	4	3	2	1	9

29. If you travel to work, please select the item below that best describes the general area you travel to for work.

- \_\_\_\_(1) In Chapel Hill
- \_\_\_\_(2) East (towards Durham, Raleigh, RTP)
- \_\_\_\_(3) West (towards Carrboro, Burlington, Greensboro)
- \_\_\_\_(4) North (towards Hillsborough, Roxboro)
- \_\_\_\_(5) South (towards Pittsboro, Sanford)
- \_\_\_\_(6) I do not commute for work (I work from home or am not employed)

30. About 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

31. What is your age?

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

32. How do you identify yourself?

- \_\_\_\_(1) Man
- \_\_\_\_(2) Woman
- \_\_\_\_(3) Non-Binary
- \_\_\_\_(4) Transgender
- \_\_\_\_(5) I prefer to self-describe: \_\_\_\_\_



- 33. 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 5 and under: \_\_\_\_ Ages 6 - 13: \_\_\_\_ Ages 14 - 17: \_\_\_\_
- 34. Do you consider yourself to be Hispanic, Spanish, or Latino/a/x?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No
- 35. Which of the following best describes your race? [Check all that apply.]**  
 \_\_\_\_ (01) Asian or Asian Indian \_\_\_\_ (04) White or Caucasian  
 \_\_\_\_ (02) Black or African American \_\_\_\_ (05) Native Hawaiian or other Pacific Islander  
 \_\_\_\_ (03) American Indian or Alaska Native \_\_\_\_ (99) Other: \_\_\_\_\_
- 36. What is the primary language used in your household?**  
 \_\_\_\_ (1) English \_\_\_\_ (3) Chinese \_\_\_\_ (5) Burmese  
 \_\_\_\_ (2) Spanish \_\_\_\_ (4) Karen \_\_\_\_ (6) Other: \_\_\_\_\_
- 37. Do you rent or own your home?**  
 \_\_\_\_ (1) Own \_\_\_\_ (2) Rent \_\_\_\_ (3) Other: \_\_\_\_\_
- 38. Do you know your neighbors?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No
- 39. Would you say your total annual household income is...**  
 \_\_\_\_ (1) Under \$30,000 \_\_\_\_ (3) \$60,000 to \$99,999 \_\_\_\_ (5) \$130,000 or more  
 \_\_\_\_ (2) \$30,000 to \$59,999 \_\_\_\_ (4) \$100,000 to \$129,999
- 40. What is the highest level of education that you have completed?**  
 \_\_\_\_ (1) Less than high school \_\_\_\_ (3) High school \_\_\_\_ (5) 4-year college  
 \_\_\_\_ (2) Some high school \_\_\_\_ (4) Some college \_\_\_\_ (6) Graduate degree

**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 City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.