



# Community Survey 2020

## Feb. 26, 2020



# Overview

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





# High Satisfaction

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

## Notable increases ...

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



# Areas for Improvement

- Traffic Flow
- Public Parking
- Stormwater Runoff

## Notable decreases ...

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



# Benchmarks

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

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

- Chapel Hill Transit
- Overall Quality of Services
- Police Outreach





# Benchmarks

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

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



# How We Use the Survey

Listening and responding ...

- Budget planning
- Strategic goals



# Fiscal Impacts

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

[www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey)