

## Results from Town Council Survey of Draft Objectives ( n = 8 )

### Goal 1: Environmental Stewardship

Objective 1  
Reduce carbon footprint

	Total	% of Total
Satisfied	4	50%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	2	25%
Dissatisfied	0	0%

Objective 2  
Improve local waterways and  
conserve biological ecosystems

Total	% of Total
4	50%
4	50%
0	0%
0	0%
0	0%

Objective 3  
Invest in green infrastructure and  
build community resiliency

Total	% of Total
3	38%
5	63%
0	0%
0	0%
0	0%

### Goal 2: Economic & Financial Sustainability

Objective 1  
Attract and retain companies that  
create jobs in Chapel Hill

	Total	% of Total
Satisfied	4	50%
Somewhat satisfied	3	38%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	1	13%
Dissatisfied	0	0%

Objective 2  
Make Downtown Chapel Hill  
a destination

Total	% of Total
3	38%
4	50%
1	13%
0	0%
0	0%

Objective 3  
Increase downtown parking  
capacity

Total	% of Total
2	25%
2	25%
1	13%
2	25%
1	13%

Objective 4  
Create a sustainable budget strategy

	Total	% of Total
Satisfied	5	63%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	1	13%
Dissatisfied	0	0%

### Goal 3: Affordable Housing

Objective 1  
Increase availability of  
housing for all incomes

	Total	% of Total
Satisfied	6	75%
Somewhat satisfied	1	13%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	1	13%
Dissatisfied	0	0%

Objective 2  
Preserve existing affordable  
housing stock

Total	% of Total
7	88%
1	13%
0	0%
0	0%
0	0%

Objective 3  
Strengthen collaboration

Total	% of Total
4	50%
2	25%
0	0%
1	13%
1	13%

**Goal 4: Connected Community****Objective 1**

Improve resident satisfaction with management of traffic flow

	Total	% of Total
Satisfied	5	63%
Somewhat satisfied	1	13%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	1	13%
Dissatisfied	1	13%

**Objective 2**

Increase connectivity between walking, bicycling, and multi-modal networks

	Total	% of Total
Satisfied	5	63%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	1	13%
Dissatisfied	0	0%

**Goal 5: Vibrant & Inclusive Community****Objective 1**

Inspire creativity and celebrate community

	Total	% of Total
Satisfied	4	50%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	1	13%
Dissatisfied	1	13%

**Objective 2**

Improve connections and partnerships with historically disengaged...

	Total	% of Total
Satisfied	5	63%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	1	13%
Somewhat dissatisfied	0	0%
Dissatisfied	0	0%

**Objective 3**

Preserve what we love and add what we need

	Total	% of Total
Satisfied	4	50%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	2	25%
Dissatisfied	0	0%

**Goal 6: Safe Community****Objective 1**

Invest in public facilities and infrastructure

	Total	% of Total
Satisfied	6	75%
Somewhat satisfied	0	0%
Neither satisfied or dissatisfied	0	0%
Somewhat dissatisfied	2	25%
Dissatisfied	0	0%

**Objective 2**

Keep Chapel Hill safe

	Total	% of Total
Satisfied	2	25%
Somewhat satisfied	4	50%
Neither satisfied or dissatisfied	1	13%
Somewhat dissatisfied	1	13%
Dissatisfied	0	0%

**Goal 7: Collaborative & Innovative Organization****Objective 1**

Increase collaboration, innovation, and learning

	Total	% of Total
Satisfied	3	38%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	1	13%
Somewhat dissatisfied	0	0%
Dissatisfied	2	25%

**Objective 2**

Attract and retain diverse and talented employees

	Total	% of Total
Satisfied	3	38%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	1	13%
Somewhat dissatisfied	0	0%
Dissatisfied	2	25%

**Objective 3**

Increase transparency and information sharing

	Total	% of Total
Satisfied	2	25%
Somewhat satisfied	2	25%
Neither satisfied or dissatisfied	1	13%
Somewhat dissatisfied	1	13%
Dissatisfied	2	25%