



# TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

## Legislation Details (With Text)

**File #:** [22-0282]      **Version:** 1      **Name:**  
**Type:** Discussion Item      **Status:** Filed  
**File created:** 3/1/2022      **In control:** Town Council  
**On agenda:** 4/6/2022      **Final action:** 4/6/2022  
**Title:** 2022 Chapel Hill Community Survey Results.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Draft Staff Presentation, 2. Draft Staff Presentation, 3. Findings Report, 4. ETC -Community Survey, 5. Staff Presentation

Date	Ver.	Action By	Action	Result
4/6/2022	1	Town Council		received and filed

### 2022 Chapel Hill Community Survey Results.

**Staff:**

Maurice Jones, Town Manager  
Sabrina Oliver, Director

**Department:**

Manager’s Office  
Communications and Public Affairs

**Overview:** Overview: Every two years, the Town asks the community about their perceptions of Town services, and we compare the results to other similar cities. We also examine the trends from our survey results over the past decade. The survey informs the Town’s strategic planning and operations. Survey results are posted at [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey)

☆ **Recommendation(s):**

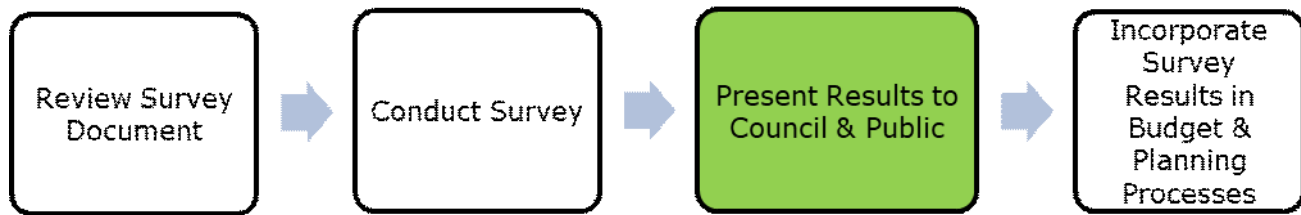
That the Council receive the report.

**Background:**

- ETC Institute mailed the survey to 2,800 randomly selected Chapel Hill households in January and February 2022. Respondents could complete the survey by mail, via an online link or by telephone. Translation was offered in preferred languages upon request.
- Benchmarking analysis helps us understand how we compare to similar communities.
- ETC has administered surveys in more than 1,000 cities and counties across the U.S.

**Fiscal Impact/Resources:** The survey assists the Council and Town Manager in budgeting resources to meet community interests. The survey project cost of \$19,502 was included in the 2021-22 Budget.

**Where is this item in its process?**



**Attachments:**

- Draft Staff Presentation
- Draft ETC Presentation
- Findings Report

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Maurice Jones, Town Manager  
Ryan Murray, ETC Assistant Director of Community Research

RECOMMENDATION: That the Council receive the report.