



Legislation Text

File #: [20-0161], Version: 1

2020 Chapel Hill Community Survey Results.

Staff:

Sabrina Oliver, Director
Catherine Lazorko, Communications Manager

Department:

Communications and Public Affairs

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 look 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):**

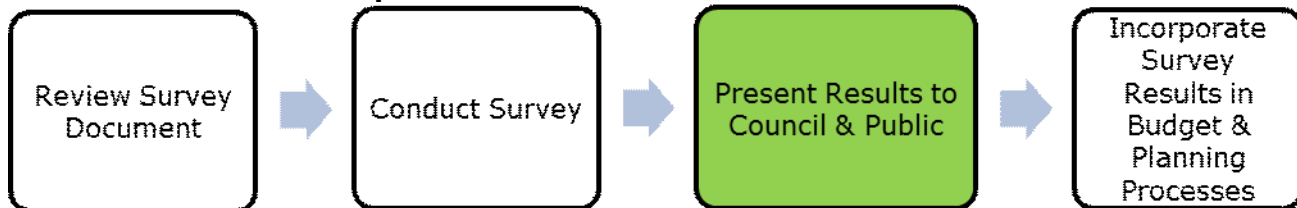
That the Council receive the report.

Background:

- ETC Institute mailed the survey to 2,000 randomly selected Chapel Hill households in November 2019. 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 300 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 \$25,470 was included in the 2019-20 Budget.

Where is this item in its process?



 **Attachments:**

- Draft Staff Presentation

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

PRESENTER: Maurice Jones, Town Manager
Chris Tatham, ETC Institute Chief Executive Officer

RECOMMENDATION: That the Council receive the report.