



# TOWN OF CHAPEL HILL

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

## Legislation Details (With Text)

**File #:** [18-0418] **Version:** 1 **Name:**  
**Type:** Discussion Item **Status:** Filed  
**File created:** 1/7/2018 **In control:** Town Council  
**On agenda:** 5/9/2018 **Final action:** 5/9/2018  
**Title:** 2018 Chapel Hill Community Survey Results.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Staff Presentation, 2. ETC Survey Presentation, 3. Council Questions with Staff Response

Date	Ver.	Action By	Action	Result
5/9/2018	1	Town Council	received and filed	

### 2018 Chapel Hill Community Survey Results.

**Staff:**

Sabrina Oliver, Director  
Catherine Lazorko, Communications Manager

**Department:**

Communications and Public Affairs

**Overview:** The Community Survey is one of the ways the Town seeks active resident involvement in local government by measuring their perceptions of Town services, comparing the results to other similar cities and to ourselves over the 10 years the survey has been conducted. The survey is used in the Town's strategic planning processes as it also assists in understanding the public's perceptions of services for improvements. Survey results are posted at [www.townofchapelhill.org/survey](http://www.townofchapelhill.org/survey) and will soon be available on the Chapel Hill Open Data portal [www.chapelhillopendata.org](http://www.chapelhillopendata.org) where the public has access to an ever-growing catalog of datasets from Town departments.



**Recommendation(s):**

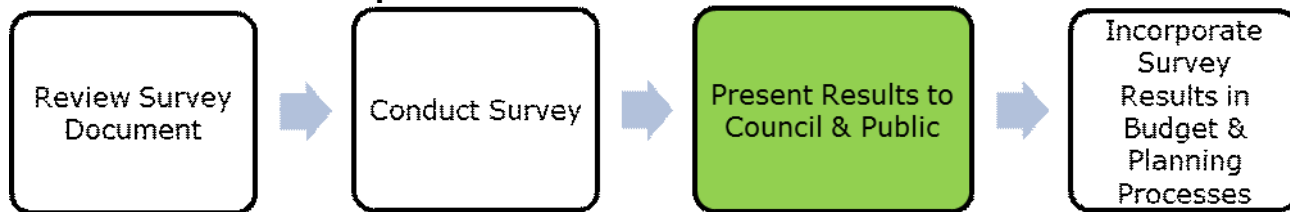
That the Council receive the report and provide feedback.

**Key Issues:**







- ETC Institute mailed the survey to 2,000 randomly selected Chapel Hill households in January 2018. Respondents could complete the survey by mail, via an online link or by telephone. Translation was offered in Spanish and Chinese.
- ETC Institute, a professional market research firm, reports a 16% response rate which is higher than the national average of about 10% for surveys of similar type and length. Overall, the demographics of the sample closely match recent Census estimates for the demographics of Chapel Hill.
- ETC has administered surveys in more than 300 cities and counties across the U.S.
- Benchmarking analysis helps us understand how we compare to similar communities.
- A revision of the survey format and questions this year aims to better align the survey with the Council's strategic planning, which is currently underway.

**Fiscal Impact/Resources:** The survey assists the Council and Town Manager in budgeting resources to meet community interests. The Survey cost of \$17,000 was included in the 2017-18 Budget.

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



**Council Goals:**

<input checked="" type="checkbox"/>		Create a Place for Everyone	<input checked="" type="checkbox"/>		Develop Good Places, New Spaces
<input checked="" type="checkbox"/>		Support Community Prosperity	<input checked="" type="checkbox"/>		Nurture Our Community
<input checked="" type="checkbox"/>		Facilitate Getting Around	<input checked="" type="checkbox"/>		Grow Town and Gown Collaboration

**Attachments:**

- Draft Staff Presentation
- Draft ETC Institute Presentation

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

PRESENTER: Roger Stancil, Town Manager  
Chris Tatham, ETC Institute Chief Executive Officer

RECOMMENDATION: That the Council receive the report and provide feedback.