



TOWN OF CHAPEL HILL

405 Martin Luther King Jr. Blvd.
Chapel Hill, NC 27514-5705

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www.townofchapelhill.org

December 2009

Dear Chapel Hill Resident,

Please help the Town of Chapel Hill plan for the future by completing the 2009 Chapel Hill Community Survey.

Conducting this survey was one of the Town Council's goals for this year as a means to help us understand our residents' perception of the services the Town provides. The 2009 Community Survey is the first survey we have conducted and a similar survey is planned every two years as one of the tools we will use in establishing budget priorities and making policy decisions. Chapel Hill tries to encourage active resident involvement in Town government; your participation in this survey is another important way to get involved in affecting your community's future.

Please take a few minutes to complete and return this survey in the next few days. If you are not a resident of the Town of Chapel Hill, please disregard this survey.

A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. ETC Institute is our partner in this effort, and they will compile the results and present a report to the Town. Your responses to the questions in the survey are anonymous. The sticker on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

The results of the survey will be presented to the Town Council and to the public by February 2010. A comprehensive report analyzing the survey results will be available at Town Hall and posted on the Town's website at www.townofchapelhill.org, with a summary included in a future issue of the Town's electronic newsletter, *Chapel Hill eNews*. If you wish to subscribe to *Chapel Hill eNews*, contact publicaffairs@townofchapelhill.org.

If you have any questions about the survey, please contact Catherine Lazorko at 919-969-5055 or contact me at manager@townofchapelhill.org. Thank you for helping guide the direction of our community by completing the enclosed survey.

Sincerely,

Roger L. Stancil
Town Manager

Si usted tiene preguntas or no habla ingles, por favor llame al 1-888-801-5368 y habla con Terry. Gracias.



2009 Town of Chapel Hill Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town's on-going effort to identify and respond to resident concerns. If you have questions, please contact Catherine Lazorko, at (919) 969-5055 or at info@townofchapelhill.org

1. **OVERALL SATISFACTION WITH TOWN SERVICES.** Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

Town Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the Town of Chapel Hill	5	4	3	2	1	9
B.	Overall quality of public safety services (e.g., police, fire)	5	4	3	2	1	9
C.	Overall quality of Town parks and recreation programs and facilities	5	4	3	2	1	9
D.	Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
E.	Overall quality of Public Library services	5	4	3	2	1	9
F.	Overall enforcement of Town codes and ordinances	5	4	3	2	1	9
G.	Overall maintenance of Town streets	5	4	3	2	1	9
H.	Overall maintenance of Town buildings and facilities	5	4	3	2	1	9
I.	Overall maintenance of public housing buildings	5	4	3	2	1	9
J.	Overall flow of traffic and congestion management in the Town	5	4	3	2	1	9
K.	Overall effectiveness of Town communication with the public	5	4	3	2	1	9
L.	Overall value that you receive for your Town tax dollars and fees	5	4	3	2	1	9
M.	How well the Town is planning for growth	5	4	3	2	1	9
N.	How well the Town is managing growth	5	4	3	2	1	9
O.	Emergency preparedness	5	4	3	2	1	9
P.	Quality of landscaping in parks, medians and other public areas	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from Town leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 1 above.]

1st 2nd 3rd

3. Several items that may influence your perception of Chapel Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

How would you rate The Town of Chapel Hill:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall image of the Town	5	4	3	2	1	9
B.	Overall quality of life in the Town	5	4	3	2	1	9
C.	Overall feeling of safety in the Town	5	4	3	2	1	9
D.	Quality of new development in the Town	5	4	3	2	1	9
E.	As a place to retire	5	4	3	2	1	9
F.	Overall appearance of the Town	5	4	3	2	1	9
G.	Availability of affordable housing	5	4	3	2	1	9
H.	Acceptance of diverse populations	5	4	3	2	1	9
I.	Job availability	5	4	3	2	1	9

4. **PUBLIC SAFETY.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The Town's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Police safety education programs	5	4	3	2	1	9
G.	Overall quality of local fire protection	5	4	3	2	1	9
H.	Location of fire stations	5	4	3	2	1	9
I.	Fire safety education programs	5	4	3	2	1	9

5. Which **THREE** of the public safety items listed above do you think should receive the most emphasis from Town leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 4 above.]

1st 2nd 3rd

6. **POLICE DEPARTMENT.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Police Department		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Chapel Hill Police Department's overall performance	5	4	3	2	1	9
B.	The attitude and behavior of Police Department personnel toward residents	5	4	3	2	1	9
C.	The level of safety and security in your neighborhood	5	4	3	2	1	9

7. Do you have any recommendations for improvement of the services provided by the Police Department?

8. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

How safe do you feel:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A.	In your neighborhood during the day	4	3	2	1	9
B.	In your neighborhood at night	4	3	2	1	9
C.	In downtown Chapel Hill	4	3	2	1	9
D.	Other commercial areas	4	3	2	1	9

9. **TOWN REGULATIONS** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Town Regulations		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing the maintenance of business property	5	4	3	2	1	9
E.	Enforcing codes designed to protect public safety	5	4	3	2	1	9
F.	Enforcing sign regulations	5	4	3	2	1	9

10. **PARKS AND RECREATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of Town parks	5	4	3	2	1	9
B.	Number of Town parks	5	4	3	2	1	9
C.	Number of walking and biking trails	5	4	3	2	1	9
D.	Quality of outdoor athletic fields	5	4	3	2	1	9
E.	Number of outdoor athletic fields	5	4	3	2	1	9
F.	Availability of information about Town parks and recreation programs	5	4	3	2	1	9
G.	The Town's youth athletic programs	5	4	3	2	1	9
H.	The Town's adult athletic programs	5	4	3	2	1	9
I.	Town special events and festivals	5	4	3	2	1	9
J.	Therapeutic recreation programs	5	4	3	2	1	9
K.	Cultural arts programs (ceramics, dance, etc.)	5	4	3	2	1	9
L.	Public art	5	4	3	2	1	9
M.	Landscaping and appearance of public areas along Town streets	5	4	3	2	1	9

11. Which **THREE** of the parks and recreation items listed above do you think should receive the most emphasis from Town leaders over the next **TWO** Years? [Write in the letters below using the letters from Question 10 above.]

1st 2nd 3rd

12. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live in Chapel Hill?

Reasons to Live in Chapel Hill		Very Important	Somewhat Important	Not sure	Unimportant
A.	Sense of belonging to the community	4	3	2	1
B.	Quality of public schools	4	3	2	1
C.	Employment opportunities	4	3	2	1
D.	Types of housing	4	3	2	1
E.	Affordability of housing	4	3	2	1
F.	Access to quality shopping	4	3	2	1
G.	Availability of parks and recreation opportunities	4	3	2	1
H.	Near family or friends	4	3	2	1
I.	Safety and security	4	3	2	1
J.	Availability of transportation options	4	3	2	1
K.	Availability of cultural activities and the arts	4	3	2	1
L.	Access to restaurants and entertainment	4	3	2	1
M.	University community	4	3	2	1
N.	Access to Research Triangle Park	4	3	2	1

13. **TOWN COMMUNICATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Town Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of information about Town programs and services	5	4	3	2	1	9
B.	Efforts to keep you informed about local issues/events	5	4	3	2	1	9
C.	How open the Town is to public involvement and input	5	4	3	2	1	9
D.	Access to the Mayor and Town Council	5	4	3	2	1	9
E.	The quality of programming on Chapel Hill TV-18, the government channel	5	4	3	2	1	9
F.	The quality of the Town's website	5	4	3	2	1	9
G.	Chapel Hill eNews updates	5	4	3	2	1	9

14. Which of the following are your primary sources of information about Town issues, services, and events?

(check all that apply)

- _____ (1) Newspapers (which ones) _____
- _____ (2) Television news (which ones) _____
- _____ (3) Internet _____
- _____ (4) Email _____
- _____ (5) Government access channel _____
- _____ (6) Social media (which ones) _____
- _____ (7) Other _____

15. PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Town Maintenance/Public Works		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of main Town street thoroughfares	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
D.	Maintenance/preservation of downtown	5	4	3	2	1	9
E.	Overall cleanliness of streets and other public areas	5	4	3	2	1	9
F.	Adequacy of street lighting	5	4	3	2	1	9
G.	Condition of sidewalks	5	4	3	2	1	9
H.	Overall quality of the stormwater runoff/stormwater management system	5	4	3	2	1	9

16. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 15 above.]

_____ 1st _____ 2nd _____ 3rd

17. TRANSPORTATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Transportation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
B.	The quality of Chapel Hill Transit	5	4	3	2	1	9
C.	The ease of walking or biking in Chapel Hill	5	4	3	2	1	9
D.	Availability of sidewalks in the Town	5	4	3	2	1	9
E.	Availability of greenways and walking trails	5	4	3	2	1	9

18. In your experience, which are the most congested east-west roads? (Please check two)

- _____ (1) Franklin Street _____ (3) Raleigh Road and NC-54
- _____ (2) U.S. 15-501 _____ (4) Estes Drive

19. Which are the most congested north-south roads? (Please check two)

- _____ (1) Fordham Boulevard _____ (4) Martin Luther King Jr. Boulevard
- _____ (2) U.S. 15-501 South _____ (5) Hillsborough Street-Raleigh Street
- _____ (3) S. Columbia Street

20. Have you _____ any member of your household ever used Chapel Hill Transit bus service?

_____ (1) Yes (Go to Q20a) _____ (2) No (Go to Q21)

20a. (If yes) What is the primary reason for taking the bus?

- _____ (1) To go to and from work
_____ (2) To go to and from shopping
_____ (3) To go to and from medical appointments
_____ (4) To go to and from social activities
_____ (5) To go to and from school

21. Do you live within walking distance of a bus stop?

_____ (1) Yes _____ (2) No

22. Does anyone in your household ride a bicycle?

_____ (1) Yes (go to Q 22a & Q22b) _____ (2) No (go to Q23)

- 22a. (If yes) _____ (1) Do they bike to commute to work or school
_____ (2) Do they bike for recreation only
_____ (3) Do they bike for BOTH commuting and recreation

22b. (If yes) What type of bicycle amenities would you like for the Town to provide?

- _____ (1) Wide outside lanes on streets
_____ (2) Striped on-road lanes
_____ (3) Separate bike paths

23. Do you feel that riding a bicycle in Chapel Hill is safe?

_____ (1) Yes (Go to Q24) _____ (2) No (Go to Q23a)

23a. If you don't feel safe, why not?

ECONOMIC DEVELOPMENT

24. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast", please rate the Town's current pace of development in each of the following areas.

<i>Economic Development</i>		<i>Much Too Slow</i>	<i>Slow</i>	<i>Just Right</i>	<i>Fast</i>	<i>Much Too Fast</i>	<i>Don't Know</i>
A.	Office development	5	4	3	2	1	9
B.	Multi-family residential development	5	4	3	2	1	9
C.	Single-family residential development	5	4	3	2	1	9
D.	Retail development	5	4	3	2	1	9
E.	Mixed use development	5	4	3	2	1	9

25. How often do you typically go outside Chapel Hill Town limits to shop?

- _____ (1) Every day _____ (4) A few times per month
_____ (2) A few times per week _____ (5) A few times per year
_____ (3) At least once a week _____ (6) Seldom or never

26. Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

- _____ (1) Essential _____ (4) Not important
_____ (2) Important _____ (5) Detrimental
_____ (3) Not sure

27. In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?

- ☐ (1) Very supportive ☐ (3) Not sure
☐ (2) Somewhat supportive ☐ (4) Not supportive

28. Of these Capital Improvements, which three would you select as the most important? (Check 3 only)

- ☐ (1) Stormwater system improvements ☐ (6) Parks
☐ (2) Street extensions ☐ (7) Public facilities
☐ (3) Sidewalk construction ☐ (8) Additional bicycle lanes/off-road paths
☐ (4) Street reconstruction ☐ (9) Transit – Regional transit services
☐ (5) Traffic signal replacements/upgrades

29. The Town may have the capacity to issue general obligation bonds that would require a tax increase to fund capital projects. How likely would you be to vote in favor of issuing general obligation bonds to fund:

Capital Projects		Very Likely	Somewhat Likely	Not likely	Don't know
A.	Re-development of downtown	3	2	1	9
B.	Paving and reconstruction of neighborhood streets	3	2	1	9
C.	Sidewalk improvement program	3	2	1	9
D.	Additional trails and greenways	3	2	1	9
E.	Major park renovations	3	2	1	9
F.	Open space acquisition	3	2	1	9
G.	Bicycle lanes or off-road paths	3	2	1	9

OTHER ISSUES

30. Chapel Hill is managing the inevitable crowds at Halloween that gather on Franklin Street with restrictions aimed at making the event smaller and safer. Please let us know how you would like for the Town to address this event in the future.

- ☐ (1) Continue to manage the event to keep it small and local
☐ (2) Add festival activities
☐ (3) Discontinue efforts to reduce the size
☐ (4) Prohibit the celebration completely
☐ (5) I don't have an opinion

31. **DOWNTOWN PARKING.** The Town continues to address parking downtown. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Downtown Parking		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of parking downtown	5	4	3	2	1	9
B.	Cost of parking in downtown	5	4	3	2	1	9
C.	Overall parking philosophy in downtown	5	4	3	2	1	9
D.	Security of parking downtown	5	4	3	2	1	9

32. TRASH SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Trash Service		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Brush and bulky removal services	5	4	3	2	1	9
C.	Leaf collection	5	4	3	2	1	9
D.	Residential recycling service	5	4	3	2	1	9
E.	Dead animal removal from right-of-way	5	4	3	2	1	9

33. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?

_____ (1) Yes (go to Q 33a) _____ (2) No (go to Q34)

33a. About how many times a year do you take items to be recycled? _____

DEMOGRAPHICS

34. Approximately how many years have you lived in the Town of Chapel Hill?

_____ (1) Less than 5 years _____ (3) 11-20 years
 _____ (2) 5-10 years _____ (4) More than 20 years

35. What is your age?

_____ (1) Under 25 _____ (3) 35 to 44 _____ (5) 55 to 64
 _____ (2) 25 to 34 _____ (4) 45 to 54 _____ (6) 65+

36. Are you or other members of your household of Hispanic or Latino ancestry?

_____ (1) Yes _____ (2) No

37. Which of the following best describes your race?

_____ (1) African American/Black _____ (4) White
 _____ (2) American Indian or Alaska Native _____ (5) Other: _____
 _____ (3) Asian, Hawaiian or Other Pacific Islander

38. Which of the following best describes your current place of employment?

_____ (1) Employed outside the home

Where do you work?

_____ (a) In Chapel Hill _____ (f) In Cary
 _____ (b) In Carrboro _____ (g) In Apex
 _____ (c) Somewhere else in Orange County _____ (h) In Greensboro
 _____ (d) In Raleigh _____ (i) Somewhere else in North Carolina
 _____ (e) In Durham

_____ (2) Self-employed or work out of home

_____ (3) Student, Retired, or Not currently employed outside the home

39. Your gender: _____ (1) Male _____ (2) Female

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the Town are having problems with Town services. If your address is not correct, please provide the correct information. Thank you