

Section 5:
Tabular Data and
Survey Instrument

2011 Chapel Hill Community Survey Results

Q1 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.

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a Overall quality of services provided by the Town of Chapel Hill	3.8%	26.9%	53.9%	12.0%	2.0%	1.5%
Q1b Overall quality of public safety services (e.g., police, fire)	4.0%	39.5%	42.0%	10.9%	2.5%	1.2%
Q1c Overall quality of Town parks and recreation programs and facilities	6.8%	29.8%	45.8%	12.2%	4.9%	0.5%
Q1d Overall quality of customer service you receive from Town employees	20.4%	23.1%	35.6%	15.0%	4.9%	1.0%
Q1e Overall quality of Public Library services	12.4%	38.7%	32.9%	8.9%	6.1%	1.0%
Q1f Overall enforcement of Town codes and ordinances	20.1%	14.5%	32.1%	23.6%	7.1%	2.6%
Q1g Overall maintenance of Town streets	1.6%	16.5%	49.8%	19.6%	9.7%	2.8%
Q1h Overall maintenance of Town buildings and facilities	15.3%	17.6%	44.8%	19.1%	2.5%	0.7%
Q1i Overall maintenance of public housing buildings and grounds	46.3%	9.4%	24.9%	15.0%	3.3%	1.2%
Q1j Overall flow of traffic and congestion management in the Town	1.5%	8.1%	33.9%	28.0%	21.1%	7.4%
Q1k Effectiveness of communication with public	8.1%	16.1%	37.1%	28.5%	6.6%	3.6%
Q1l Overall value that you receive for your Town tax dollars and fees	3.5%	12.0%	40.9%	23.2%	11.0%	9.4%
Q1m How well the Town is preparing for the future	19.8%	10.5%	25.4%	25.0%	13.0%	6.3%
Q1n How well the Town is managing change	19.3%	8.2%	26.2%	27.7%	11.9%	6.8%
Q1o Emergency preparedness	34.3%	15.5%	30.0%	15.8%	2.6%	1.8%
Q1p Quality of landscaping in parks, medians and other public areas	1.8%	22.1%	50.6%	19.1%	4.8%	1.6%
Q1q Quality of Town's bus service (Chapel Hill Transit)	14.0%	38.2%	30.1%	9.1%	5.4%	3.1%

2011 Chapel Hill Community Survey Results

Q1 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. (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q1a Overall quality of services provided by the Town of Chapel Hill	27.9%	56.0%	12.5%	2.1%	1.5%
Q1b Overall quality of public safety services (e.g., police, fire)	41.2%	43.7%	11.3%	2.6%	1.2%
Q1c Overall quality of Town parks and recreation programs and facilities	32.0%	49.1%	13.1%	5.3%	0.5%
Q1d Overall quality of customer service you receive from Town employees	29.0%	44.7%	18.8%	6.2%	1.2%
Q1e Overall quality of Public Library services	44.2%	37.6%	10.2%	7.0%	1.1%
Q1f Overall enforcement of Town codes and ordinances	18.1%	40.2%	29.5%	8.9%	3.3%
Q1g Overall maintenance of Town streets	16.8%	50.6%	19.9%	9.9%	2.8%
Q1h Overall maintenance of Town buildings and facilities	20.8%	52.9%	22.6%	2.9%	0.8%
Q1i Overall maintenance of public housing buildings and grounds	17.5%	46.3%	27.9%	6.1%	2.1%
Q1j Overall flow of traffic and congestion management in the Town	8.2%	34.4%	28.4%	21.4%	7.5%
Q1k Effectiveness of communication with public	17.6%	40.3%	31.0%	7.2%	3.9%
Q1l Overall value that you receive for your Town tax dollars and fees	12.5%	42.3%	24.1%	11.4%	9.7%
Q1m How well the Town is preparing for the future	13.1%	31.6%	31.2%	16.2%	7.8%
Q1n How well the Town is managing change	10.2%	32.4%	34.3%	14.7%	8.4%
Q1o Emergency preparedness	23.6%	45.6%	24.1%	4.0%	2.8%
Q1p Quality of landscaping in parks, medians and other public areas	22.5%	51.5%	19.5%	4.9%	1.7%
Q1q Quality of Town's bus service (Chapel Hill Transit)	44.4%	35.1%	10.5%	6.3%	3.6%

2011 Chapel Hill Community Survey Results

Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years?

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	26	4.3 %
Overall quality of public safety services	55	9.1 %
Overall quality of Town parks and recreation programs and facilities	12	2.0 %
Overall quality of customer service you receive from Town employees	8	1.3 %
Overall quality of Public Library services	22	3.6 %
Overall enforcement of Town codes and ordinances	20	3.3 %
Overall maintenance of Town streets	36	5.9 %
Overall maintenance of Town	5	0.8 %
Overall maintenance of public housing buildings and grounds	4	0.7 %
Overall flow of traffic and congestion management in the Town	96	15.8 %
Effectiveness of communication with public	15	2.5 %
Overall value that you receive for your Town tax dollars and fees	75	12.4 %
How well the Town is preparing for the future	79	13.0 %
How well the Town is managing change	26	4.3 %
Emergency preparedness	8	1.3 %
Quality of landscaping in parks, medians and other public areas	10	1.6 %
Quality of Town's bus service	48	7.9 %
None chosen	62	10.2 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years?

<u>Q2 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	17	2.8 %
Overall quality of public safety services	40	6.6 %
Overall quality of Town parks and recreation programs and facilities	38	6.3 %
Overall quality of customer service you receive from Town employees	7	1.2 %
Overall quality of Public Library services	24	4.0 %
Overall enforcement of Town codes and ordinances	24	4.0 %
Overall maintenance of Town streets	30	4.9 %
Overall maintenance of Town	9	1.5 %
Overall maintenance of public housing buildings and grounds	17	2.8 %
Overall flow of traffic and congestion management in the Town	98	16.1 %
Effectiveness of communication with public	18	3.0 %
Overall value that you receive for your Town tax dollars and fees	42	6.9 %
How well the Town is preparing for the future	66	10.9 %
How well the Town is managing change	39	6.4 %
Emergency preparedness	7	1.2 %
Quality of landscaping in parks, medians and other public areas	11	1.8 %
Quality of Town's bus service	26	4.3 %
None chosen	94	15.5 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years?

<u>Q2 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	27	4.4 %
Overall quality of public safety services	26	4.3 %
Overall quality of Town parks and recreation programs and facilities	30	4.9 %
Overall quality of customer service you receive from Town employees	12	2.0 %
Overall quality of Public Library services	16	2.6 %
Overall enforcement of Town codes and ordinances	22	3.6 %
Overall maintenance of Town streets	34	5.6 %
Overall maintenance of Town	4	0.7 %
Overall maintenance of public housing buildings and grounds	13	2.1 %
Overall flow of traffic and congestion management in the Town	48	7.9 %
Effectiveness of communication with public	16	2.6 %
Overall value that you receive for your Town tax dollars and fees	41	6.8 %
How well the Town is preparing for the future	67	11.0 %
How well the Town is managing change	43	7.1 %
Emergency preparedness	21	3.5 %
Quality of landscaping in parks, medians and other public areas	11	1.8 %
Quality of Town's bus service	35	5.8 %
None chosen	141	23.2 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q2 Which THREE of these items do you think should receive the most emphasis from Town leaders over the next TWO Years? (Top Three)

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by the Town of Chapel Hill	70	11.5 %
Overall quality of public safety services	121	19.9 %
Overall quality of Town parks and recreation programs and facilities	80	13.2 %
Overall quality of customer service you receive from Town employees	27	4.4 %
Overall quality of Public Library services	62	10.2 %
Overall enforcement of Town codes and ordinances	66	10.9 %
Overall maintenance of Town streets	100	16.5 %
Overall maintenance of Town	18	3.0 %
Overall maintenance of public housing buildings and grounds	34	5.6 %
Overall flow of traffic and congestion management in the Town	242	39.9 %
Effectiveness of communication with public	49	8.1 %
Overall value that you receive for your Town tax dollars and fees	158	26.0 %
How well the Town is preparing for the future	212	34.9 %
How well the Town is managing change	108	17.8 %
Emergency preparedness	36	5.9 %
Quality of landscaping in parks, medians and other public areas	32	5.3 %
Quality of Town's bus service	109	18.0 %
None chosen	62	10.2 %
Total	1586	

2011 Chapel Hill Community Survey Results

Q3 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."

(N=607)

	Don't know	Excellent	Good	Neutral	Below average	Poor
Q3a Overall image of the Town	1.8%	38.7%	47.9%	7.4%	3.1%	1.0%
Q3b Overall quality of life in the Town	1.3%	40.7%	48.6%	7.4%	1.3%	0.7%
Q3c Overall feeling of safety in the Town	2.0%	27.7%	51.1%	14.8%	4.0%	0.5%
Q3d Quality of new development in the Town	8.4%	7.6%	32.0%	32.9%	13.3%	5.8%
Q3e As a place to retire	9.1%	26.2%	38.4%	15.5%	5.4%	5.4%
Q3f Overall appearance of the Town	1.8%	23.7%	51.4%	17.8%	4.4%	0.8%
Q3g Availability of affordable housing	14.7%	5.1%	12.5%	25.4%	26.7%	15.7%
Q3h Acceptance of diverse populations	4.3%	29.7%	40.9%	15.8%	6.3%	3.1%
Q3i Job availability	21.1%	4.1%	23.6%	27.0%	18.1%	6.1%

2011 Chapel Hill Community Survey Results

Q3 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." (Without Don't Know)

(N=607)

	Excellent	Good	Neutral	Below average	Poor
Q3a Overall image of the Town	39.4%	48.8%	7.6%	3.2%	1.0%
Q3b Overall quality of life in the Town	41.2%	49.2%	7.5%	1.3%	0.7%
Q3c Overall feeling of safety in the Town	28.2%	52.1%	15.1%	4.0%	0.5%
Q3d Quality of new development in the Town	8.3%	34.9%	36.0%	14.6%	6.3%
Q3e As a place to retire	28.8%	42.2%	17.0%	6.0%	6.0%
Q3f Overall appearance of the Town	24.2%	52.3%	18.1%	4.5%	0.8%
Q3g Availability of affordable housing	6.0%	14.7%	29.7%	31.3%	18.3%
Q3h Acceptance of diverse populations	31.0%	42.7%	16.5%	6.5%	3.3%
Q3i Job availability	5.2%	29.9%	34.2%	23.0%	7.7%

2011 Chapel Hill Community Survey Results

Q4 PUBLIC SAFETY - Fire & Emergency Management 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a Overall quality of local fire protection	22.6%	42.5%	29.5%	4.9%	0.3%	0.2%
Q4b How quickly fire units respond to emergencies	37.9%	35.6%	20.6%	5.6%	0.2%	0.2%
Q4c Fire safety education programs	46.8%	21.9%	17.8%	11.7%	1.5%	0.3%
Q4d The fire safety you feel while visiting businesses or restaurants	18.1%	29.8%	37.4%	13.8%	0.7%	0.2%

Q4 PUBLIC SAFETY - Fire & Emergency Management 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a Overall quality of local fire protection	54.9%	38.1%	6.4%	0.4%	0.2%
Q4b How quickly fire units respond to emergencies	57.3%	33.2%	9.0%	0.3%	0.3%
Q4c Fire safety education programs	41.2%	33.4%	22.0%	2.8%	0.6%
Q4d The fire safety you feel while visiting businesses or restaurants	36.4%	45.7%	16.9%	0.8%	0.2%

2011 Chapel Hill Community Survey Results

Q5 PUBLIC SAFETY - Police 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a Overall quality of local police protection	7.2%	36.2%	41.4%	11.2%	2.5%	1.5%
Q5b The visibility of police in neighborhoods	3.6%	24.7%	40.4%	20.8%	8.9%	1.6%
Q5c The Town's efforts to prevent crime	14.3%	21.9%	40.5%	16.1%	5.1%	2.0%
Q5d How quickly police respond to emergencies	27.8%	30.5%	29.7%	9.2%	2.3%	0.5%
Q5e Enforcement of local traffic laws	10.2%	23.4%	37.6%	19.4%	6.8%	2.6%
Q5f Police safety education programs	47.8%	15.7%	21.4%	12.4%	2.0%	0.8%
Q5g Chapel Hill Police Department's overall performance	8.1%	28.7%	44.2%	14.8%	3.1%	1.2%
Q5h The attitude and behavior of Police Department personnel toward residents	13.2%	33.3%	36.4%	10.7%	3.5%	3.0%
Q5i The level of safety and security in your neighborhood	2.3%	30.5%	45.5%	15.8%	5.6%	0.3%

2011 Chapel Hill Community Survey Results

Q5 PUBLIC SAFETY - Police 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfii- ed
Q5a Overall quality of local police protection	39.1%	44.6%	12.1%	2.7%	1.6%
Q5b The visibility of police in neighborhoods	25.6%	41.9%	21.5%	9.2%	1.7%
Q5c The Town's efforts to prevent crime	25.6%	47.3%	18.8%	6.0%	2.3%
Q5d How quickly police respond to emergencies	42.2%	41.1%	12.8%	3.2%	0.7%
Q5e Enforcement of local traffic laws	26.1%	41.8%	21.7%	7.5%	2.9%
Q5f Police safety education programs	30.0%	41.0%	23.7%	3.8%	1.6%
Q5g Chapel Hill Police Department's overall performance	31.2%	48.0%	16.1%	3.4%	1.3%
Q5h The attitude and behavior of Police Department personnel toward residents	38.3%	41.9%	12.3%	4.0%	3.4%
Q5i The level of safety and security in your neighborhood	31.2%	46.5%	16.2%	5.7%	0.3%

2011 Chapel Hill Community Survey Results

Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?

Q6 1st most	Number	Percent
Overall quality of local fire protection	28	4.6 %
How quickly fire units respond to emergencies	16	2.6 %
Fire safety education programs	7	1.2 %
The fire safety you feel while visiting businesse...	4	0.7 %
Overall quality of local police protection	23	3.8 %
The visibility of police in neighborhoods	22	3.6 %
The Town's efforts to prevent crime	39	6.4 %
How quickly police respond to emergencies	7	1.2 %
Enforcement of local traffic laws	32	5.3 %
Police safety education programs	9	1.5 %
Chapel Hill Police Department's overall perfor...	21	3.5 %
The attitude and behavior of Police Department...	45	7.4 %
The level of safety and security in your neighbo...	86	14.2 %
None chosen	268	44.2 %
Total	607	100.0 %

Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?

Q6 2nd most	Number	Percent
Overall quality of local fire protection	14	2.3 %
How quickly fire units respond to emergencies	12	2.0 %
Fire safety education programs	6	1.0 %
Overall quality of local police protection	33	5.4 %
The visibility of police in neighborhoods	21	3.5 %
The Town's efforts to prevent crime	33	5.4 %
How quickly police respond to emergencies	16	2.6 %
Enforcement of local traffic laws	44	7.2 %
Police safety education programs	17	2.8 %
Chapel Hill Police Department's overall perfor...	18	3.0 %
The attitude and behavior of Police Department...	32	5.3 %
The level of safety and security in your neighbo...	50	8.2 %
None chosen	311	51.2 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?

Q6 3rd most	Number	Percent
Overall quality of local fire protection	10	1.6 %
How quickly fire units respond to emergencies	11	1.8 %
Fire safety education programs	10	1.6 %
The fire safety you feel while visiting businesse...	9	1.5 %
Overall quality of local police protection	10	1.6 %
The visibility of police in neighborhoods	14	2.3 %
The Town's efforts to prevent crime	26	4.3 %
How quickly police respond to emergencies	17	2.8 %
Enforcement of local traffic laws	30	4.9 %
Police safety education programs	23	3.8 %
Chapel Hill Police Department's overall perfor...	25	4.1 %
The attitude and behavior of Police Department...	26	4.3 %
The level of safety and security in your neighbo...	53	8.7 %
None chosen	343	56.5 %
Total	607	100.0 %

Q6 Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years?(top three)

Q6 1st most	Number	Percent
Overall quality of local fire protection	52	8.6 %
How quickly fire units respond to emergencies	39	6.4 %
Fire safety education programs	23	3.8 %
The fire safety you feel while visiting businesse...	13	2.1 %
Overall quality of local police protection	66	10.9 %
The visibility of police in neighborhoods	57	9.4 %
The Town's efforts to prevent crime	98	16.1 %
How quickly police respond to emergencies	40	6.6 %
Enforcement of local traffic laws	106	17.5 %
Police safety education programs	49	8.1 %
Chapel Hill Police Department's overall perfor...	64	10.5 %
The attitude and behavior of Police Department...	103	17.0 %
The level of safety and security in your neighbo...	189	31.1 %
None chosen	525	86.5 %
Total	1424	

2011 Chapel Hill Community Survey Results

Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

	Number	Percent
Citizens Police Academy	22	3.6 %
Community Watch Meetings	146	24.1 %
Strategic Plan Community Meetings	67	11.0 %
Community Conversations	89	14.7 %
None chosen	396	65.2 %
Total	720	

Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs? (Without None Chosen)

Q7 Are you familiar with, or have you participated in, any of the following police initiatives/outreach programs?

	Number	Percent
Citizens Police Academy	22	3.6 %
Community Watch Meetings	146	24.1 %
Strategic Plan Community Meetings	67	11.0 %
Community Conversations	89	14.7 %
Total	324	

2011 Chapel Hill Community Survey Results

Q8 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:

(N=607)

	Don't know	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8a In your neighborhood during the day	1.5%	82.9%	14.3%	1.2%	0.2%
Q8b In your neighborhood at night	1.3%	52.7%	37.6%	7.7%	0.7%
Q8c In downtown Chapel Hill during the day	3.3%	65.5%	24.3%	5.9%	1.0%
Q8d In downtown Chapel Hill at night	8.2%	17.5%	43.0%	24.2%	7.1%
Q8e While patronizing bars and clubs in Chapel Hill	44.8%	18.1%	22.7%	10.9%	3.5%

Q8 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: (Without Don't Know)

(N=607)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8a In your neighborhood during the day	84.1%	14.5%	1.2%	0.2%
Q8b In your neighborhood at night	53.4%	38.1%	7.8%	0.7%
Q8c In downtown Chapel Hill during the day	67.7%	25.1%	6.1%	1.0%
Q8d In downtown Chapel Hill at night	19.0%	46.9%	26.4%	7.7%
Q8e While patronizing bars and clubs in Chapel Hill	32.8%	41.2%	19.7%	6.3%

2011 Chapel Hill Community Survey Results

Q9 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a Enforcing the cleanup of litter and debris on private property	24.2%	13.0%	31.8%	19.6%	7.7%	3.6%
Q9b Enforcing mowing and trimming of property	24.7%	11.7%	29.8%	23.2%	7.1%	3.5%
Q9c Enforcing the maintenance of residential property (exterior of homes)	25.7%	10.7%	30.0%	24.5%	5.9%	3.1%
Q9d Enforcing maintenance of business property	28.5%	11.2%	32.5%	20.6%	4.8%	2.5%
Q9e Enforcing parking--residential neighborhoods	21.7%	12.9%	31.3%	20.8%	9.4%	4.0%
Q9f Enforcing sign regulations	27.3%	12.4%	33.4%	20.3%	4.1%	2.5%

Q9 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a Enforcing the cleanup of litter and debris on private property	17.2%	42.0%	25.9%	10.2%	4.8%
Q9b Enforcing mowing and trimming of property	15.5%	39.6%	30.9%	9.4%	4.6%
Q9c Enforcing the maintenance of residential property (exterior of homes)	14.4%	40.4%	33.0%	8.0%	4.2%
Q9d Enforcing maintenance of business property	15.7%	45.4%	28.8%	6.7%	3.5%
Q9e Enforcing parking--residential neighborhoods	16.4%	40.0%	26.5%	12.0%	5.1%
Q9f Enforcing sign regulations	17.0%	46.0%	27.9%	5.7%	3.4%

2011 Chapel Hill Community Survey Results

Q10 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10a Maintenance of Town parks	8.7%	27.3%	49.3%	12.0%	1.8%	0.8%
Q10b Number of Town parks	9.2%	25.7%	41.0%	15.2%	7.1%	1.8%
Q10c Number of walking and biking trails	6.9%	22.6%	38.2%	15.2%	14.8%	2.3%
Q10d Quality of outdoor athletic fields	23.4%	18.6%	36.4%	16.1%	3.8%	1.6%
Q10e Number of outdoor athletic fields	22.4%	17.3%	34.1%	18.6%	5.6%	2.0%
Q10f Availability of information about Town parks and recreation programs	11.0%	23.6%	37.4%	18.1%	8.6%	1.3%
Q10g The Town's youth athletic programs	39.4%	15.8%	26.9%	12.2%	4.0%	1.8%
Q10h The Town's adult athletic programs	44.6%	12.4%	21.1%	16.1%	4.0%	1.8%
Q10i Town special events and festivals	15.8%	17.6%	35.6%	21.9%	6.9%	2.1%
Q10j Therapeutic recreation programs	59.0%	7.2%	17.3%	13.0%	2.1%	1.3%
Q10k Cultural arts programs (ceramics, dance, etc.)	36.7%	13.3%	28.5%	15.8%	3.6%	2.0%
Q10l Public art	20.1%	15.2%	36.4%	19.3%	6.6%	2.5%
Q10m Landscaping and appearance of Town Cemeteries	37.4%	12.9%	32.8%	14.3%	2.1%	0.5%

2011 Chapel Hill Community Survey Results

Q10 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q10a Maintenance of Town parks	30.0%	54.0%	13.2%	2.0%	0.9%
Q10b Number of Town parks	28.3%	45.2%	16.7%	7.8%	2.0%
Q10c Number of walking and biking trails	24.2%	41.1%	16.3%	15.9%	2.5%
Q10d Quality of outdoor athletic fields	24.3%	47.5%	21.1%	4.9%	2.2%
Q10e Number of outdoor athletic fields	22.3%	43.9%	24.0%	7.2%	2.5%
Q10f Availability of information about Town parks and recreation programs	26.5%	42.0%	20.4%	9.6%	1.5%
Q10g The Town's youth athletic programs	26.1%	44.3%	20.1%	6.5%	3.0%
Q10h The Town's adult athletic programs	22.3%	38.1%	29.2%	7.1%	3.3%
Q10i Town special events and festivals	20.9%	42.3%	26.0%	8.2%	2.5%
Q10j Therapeutic recreation programs	17.7%	42.2%	31.7%	5.2%	3.2%
Q10k Cultural arts programs (ceramics, dance, etc.)	21.1%	45.1%	25.0%	5.7%	3.1%
Q10l Public art	19.0%	45.6%	24.1%	8.2%	3.1%
Q10m Landscaping and appearance of Town Cemeteries	20.5%	52.4%	22.9%	3.4%	0.8%

2011 Chapel Hill Community Survey Results

Q11 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?

<u>Q11 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	87	14.3 %
Number of Town parks	27	4.4 %
Number of walking and biking trails	142	23.4 %
Quality of outdoor athletic fields	18	3.0 %
Number of outdoor athletic fields	14	2.3 %
Availability of information about Town parks and recreation programs	37	6.1 %
The Town's youth athletic programs	39	6.4 %
The Town's adult athletic programs	10	1.6 %
Town special events and festivals	27	4.4 %
Therapeutic recreation programs	8	1.3 %
Cultural arts programs (ceramics, dance, etc.)	14	2.3 %
Public art	16	2.6 %
Landscaping and appearance of Town Cemeteries	8	1.3 %
None chosen	160	26.4 %
Total	607	100.0 %

Q11 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?

<u>Q11 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	44	7.2 %
Number of Town parks	40	6.6 %
Number of walking and biking trails	63	10.4 %
Quality of outdoor athletic fields	22	3.6 %
Number of outdoor athletic fields	21	3.5 %
Availability of information about Town parks and recreation programs	31	5.1 %
The Town's youth athletic programs	35	5.8 %
The Town's adult athletic programs	16	2.6 %
Town special events and festivals	49	8.1 %
Therapeutic recreation programs	18	3.0 %
Cultural arts programs (ceramics, dance, etc.)	31	5.1 %
Public art	17	2.8 %
Landscaping and appearance of Town Cemeteries	12	2.0 %
None chosen	208	34.3 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q11 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?

Q11 Third Priority	Number	Percent
Maintenance of Town parks	42	6.9 %
Number of Town parks	30	4.9 %
Number of walking and biking trails	39	6.4 %
Quality of outdoor athletic fields	23	3.8 %
Number of outdoor athletic fields	23	3.8 %
Availability of information about Town parks and recreation programs	30	4.9 %
The Town's youth athletic programs	27	4.4 %
The Town's adult athletic programs	14	2.3 %
Town special events and festivals	35	5.8 %
Therapeutic recreation programs	10	1.6 %
Cultural arts programs (ceramics, dance, etc.)	27	4.4 %
Public art	34	5.6 %
Landscaping and appearance of Town Cemeteries	17	2.8 %
None chosen	256	42.2 %
Total	607	100.0 %

Q11 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? (top three)

Q11 Top Priority	Number	Percent
Maintenance of Town parks	173	28.5 %
Number of Town parks	97	16.0 %
Number of walking and biking trails	244	40.2 %
Quality of outdoor athletic fields	63	10.4 %
Number of outdoor athletic fields	58	9.6 %
Availability of information about Town parks and recreation programs	98	16.1 %
The Town's youth athletic programs	101	16.6 %
The Town's adult athletic programs	40	6.6 %
Town special events and festivals	111	18.3 %
Therapeutic recreation programs	36	5.9 %
Cultural arts programs (ceramics, dance, etc.)	72	11.9 %
Public art	67	11.0 %
Landscaping and appearance of Town Cemeteries	37	6.1 %
None chosen	160	26.4 %
Total	1357	

2011 Chapel Hill Community Survey Results

Q12 LIBRARY 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q12a The overall quality of library service	15.5%	39.0%	33.9%	7.2%	3.6%	0.7%
Q12b Access to library facilities and services	16.5%	36.6%	34.6%	7.1%	4.1%	1.2%
Q12c The quality of assistance provided by staff	19.3%	42.0%	31.1%	6.3%	0.5%	0.8%
Q12d The quality of children's programs	45.1%	21.9%	23.6%	8.1%	0.8%	0.5%
Q12e The quality of reference services	34.6%	25.2%	30.3%	8.4%	0.8%	0.7%
Q12f The quality of the collection overall	20.4%	22.7%	33.1%	17.0%	5.4%	1.3%
Q12g The quality of the youth services collection	45.3%	18.9%	23.6%	9.9%	1.3%	1.0%
Q12h The number of collection items available	27.7%	19.6%	26.0%	17.5%	6.9%	2.3%
Q12i The number of DVD's available	39.2%	13.7%	19.9%	16.5%	7.9%	2.8%
Q12j The number of recorded books available	43.2%	12.7%	18.8%	17.0%	6.8%	1.6%
Q12k The number of e-materials available	50.1%	11.9%	16.3%	14.5%	4.6%	2.6%
Q12l Number of public access computers available	39.9%	14.7%	22.2%	16.6%	5.4%	1.2%
Q12m The temporary location in University Mall	23.2%	23.4%	26.0%	18.8%	4.8%	3.8%

2011 Chapel Hill Community Survey Results

Q12 LIBRARY 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q12a The overall quality of library service	46.2%	40.2%	8.6%	4.3%	0.8%
Q12b Access to library facilities and services	43.8%	41.4%	8.5%	4.9%	1.4%
Q12c The quality of assistance provided by staff	52.0%	38.6%	7.8%	0.6%	1.0%
Q12d The quality of children's programs	39.9%	42.9%	14.7%	1.5%	0.9%
Q12e The quality of reference services	38.5%	46.3%	12.8%	1.3%	1.0%
Q12f The quality of the collection overall	28.6%	41.6%	21.3%	6.8%	1.7%
Q12g The quality of the youth services collection	34.6%	43.1%	18.1%	2.4%	1.8%
Q12h The number of collection items available	27.1%	36.0%	24.1%	9.6%	3.2%
Q12i The number of DVD's available	22.5%	32.8%	27.1%	13.0%	4.6%
Q12j The number of recorded books available	22.3%	33.0%	29.9%	11.9%	2.9%
Q12k The number of e-materials available	23.8%	32.7%	29.0%	9.2%	5.3%
Q12l Number of public access computers available	24.4%	37.0%	27.7%	9.0%	1.9%
Q12m The temporary location in University Mall	30.5%	33.9%	24.5%	6.2%	4.9%

2011 Chapel Hill Community Survey Results

Q13 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a Maintenance of main Town street thoroughfares	2.3%	18.8%	52.6%	18.6%	5.4%	2.3%
Q13b Maintenance of streets in your neighborhood	2.0%	25.9%	45.8%	15.3%	8.9%	2.1%
Q13c Maintenance of street signs/pavement markings	2.5%	21.1%	50.7%	17.1%	6.9%	1.6%
Q13d Maintenance/preservation of downtown	4.4%	17.5%	41.8%	24.2%	8.1%	4.0%
Q13e Overall cleanliness of streets and other public areas	2.5%	21.9%	47.6%	21.4%	5.3%	1.3%
Q13f Adequacy of street lighting	2.8%	15.2%	36.2%	22.7%	17.3%	5.8%
Q13g Condition of sidewalks	3.3%	13.8%	39.9%	27.2%	11.2%	4.6%
Q13h Quality of the stormwater runoff/mgmt system	17.8%	14.0%	32.8%	24.4%	7.2%	3.8%

2011 Chapel Hill Community Survey Results

Q13 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q13a Maintenance of main Town street thoroughfares	19.2%	53.8%	19.1%	5.6%	2.4%
Q13b Maintenance of streets in your neighborhood	26.4%	46.7%	15.6%	9.1%	2.2%
Q13c Maintenance of street signs/pavement markings	21.6%	52.0%	17.6%	7.1%	1.7%
Q13d Maintenance/preservation of downtown	18.3%	43.8%	25.3%	8.4%	4.1%
Q13e Overall cleanliness of streets and other public areas	22.5%	48.8%	22.0%	5.4%	1.4%
Q13f Adequacy of street lighting	15.6%	37.3%	23.4%	17.8%	5.9%
Q13g Condition of sidewalks	14.3%	41.2%	28.1%	11.6%	4.8%
Q13h Quality of the stormwater runoff/mgmt system	17.0%	39.9%	29.7%	8.8%	4.6%

2011 Chapel Hill Community Survey Results

Q14 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?

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	97	16.0 %
Maintenance of streets in your neighborhood	52	8.6 %
Maintenance of street signs/pavement markings	30	4.9 %
Maintenance/preservation of downtown	55	9.1 %
Overall cleanliness of streets and other public areas	31	5.1 %
Adequacy of street lighting	100	16.5 %
Condition of sidewalks	69	11.4 %
Quality of the stormwater runoff/mgmt system	44	7.2 %
None chosen	129	21.3 %
Total	607	100.0 %

Q14 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?

<u>Q14 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	55	9.1 %
Maintenance of streets in your neighborhood	48	7.9 %
Maintenance of street signs/pavement markings	31	5.1 %
Maintenance/preservation of downtown	63	10.4 %
Overall cleanliness of streets and other public areas	44	7.2 %
Adequacy of street lighting	71	11.7 %
Condition of sidewalks	77	12.7 %
Quality of the stormwater runoff/mgmt system	41	6.8 %
None chosen	177	29.2 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q14 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?

<u>Q14 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	43	7.1 %
Maintenance of streets in your neighborhood	40	6.6 %
Maintenance of street signs/pavement markings	32	5.3 %
Maintenance/preservation of downtown	50	8.2 %
Overall cleanliness of streets and other public areas	56	9.2 %
Adequacy of street lighting	47	7.7 %
Condition of sidewalks	49	8.1 %
Quality of the stormwater runoff/mgmt system	46	7.6 %
None chosen	244	40.2 %
Total	607	100.0 %

Q14 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? (top three)

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance of main Town street thoroughfares	195	32.1 %
Maintenance of streets in your neighborhood	140	23.1 %
Maintenance of street signs/pavement markings	93	15.3 %
Maintenance/preservation of downtown	168	27.7 %
Overall cleanliness of streets and other public areas	131	21.6 %
Adequacy of street lighting	218	35.9 %
Condition of sidewalks	195	32.1 %
Quality of the stormwater runoff/mgmt system	131	21.6 %
None chosen	129	21.3 %
Total	1400	

2011 Chapel Hill Community Survey Results

Q15 PUBLIC COMMUNICATION AND OUTREACH. 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a Quality of information about Town programs/services	14.3%	16.1%	36.1%	24.7%	6.8%	2.0%
Q15b Access to information on local issues/events	12.9%	17.6%	36.6%	24.1%	6.8%	2.1%
Q15c Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	21.4%	16.0%	31.3%	23.1%	5.8%	2.5%
Q15d Access to Mayor and Town Council	36.6%	12.9%	22.1%	22.1%	4.3%	2.1%
Q15e Quality of www.townofchapelhill.org	26.9%	15.8%	31.5%	21.1%	3.8%	1.0%
Q15f Chapel Hill eNews updates	51.2%	11.5%	19.6%	14.3%	2.1%	1.2%

2011 Chapel Hill Community Survey Results

Q15 PUBLIC COMMUNICATION AND OUTREACH. 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied
Q15a Quality of information about Town programs/services	18.8%	42.1%	28.8%	7.9%	2.3%
Q15b Access to information on local issues/events	20.2%	42.0%	27.6%	7.8%	2.5%
Q15c Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	20.3%	39.8%	29.4%	7.3%	3.1%
Q15d Access to Mayor and Town Council	20.3%	34.8%	34.8%	6.8%	3.4%
Q15e Quality of www.townofchapelhill.org	21.6%	43.0%	28.8%	5.2%	1.4%
Q15f Chapel Hill eNews updates	23.6%	40.2%	29.4%	4.4%	2.4%

2011 Chapel Hill Community Survey Results

Q16 Which of the following are your primary sources of information about Town issues, services, and events?

Q16 Which of the following are your primary sources of information about Town issues, services, and events?	Number	Percent
www.townofchapelhill.org	270	44.5 %
Social media	55	9.1 %
Email	133	21.9 %
Chapel Hill TV-18 (Time Warner)	76	12.5 %
Television news	206	33.9 %
Radio	174	28.7 %
Newspapers	409	67.4 %
None chosen	41	6.8 %
Total	1364	

Q16 Which of the following are your primary sources of information about Town issues, services, and events? (Without None Chosen)

Q16 Which of the following are your primary sources of information about Town issues, services, and events?	Number	Percent
www.townofchapelhill.org	270	44.5 %
Social media	55	9.1 %
Email	133	21.9 %
Chapel Hill TV-18 (Time Warner)	76	12.5 %
Television news	206	33.9 %
Radio	174	28.7 %
Newspapers	409	67.4 %
Total	1323	

2011 Chapel Hill Community Survey Results

Q16 Social Media

<u>Q16b Social media</u>	<u>Number</u>	<u>Percent</u>
ABC-11	1	2.9 %
ALERT CAROLINA	1	2.9 %
AOL	1	2.9 %
CHAPELBORO.COM	1	2.9 %
CHAPEL HILL MAGAZINE	1	2.9 %
CHAPELBOROW.COM	1	2.9 %
CONVERSATION	1	2.9 %
DAILY TAR HEEL	1	2.9 %
E-MAIL	2	5.7 %
FACEBOOK	15	42.9 %
FACEBOOK & TWITTER	1	2.9 %
FACEBOOK-TWITTER	1	2.9 %
INT'L WOMENS GROUP	1	2.9 %
RADIO-NEWSPAPER	1	2.9 %
TWITTER	5	14.3 %
WTVD	1	2.9 %
Total	35	100.0 %

2011 Chapel Hill Community Survey Results

Q16 TV News

<u>Q16 TV news</u>	<u>Number</u>	<u>Percent</u>
11	1	0.8 %
12	1	0.8 %
14	18	13.6 %
14 & WRAL	1	0.8 %
14-WRAL	1	0.8 %
17-WRAL	1	0.8 %
3	1	0.8 %
4,11,17,5	1	0.8 %
5 & 11	1	0.8 %
5-17	1	0.8 %
ABC	9	6.8 %
ABC & CBS	1	0.8 %
ABC & PBS	1	0.8 %
ABC AND WRAL	1	0.8 %
ABC-11	1	0.8 %
ABC-CBS	1	0.8 %
ALL LOCAL	1	0.8 %
CBS-4	1	0.8 %
CHANNEL 11	1	0.8 %
CHANNEL 14	4	3.0 %
FOX 4 AND CHANNEL 6	1	0.8 %
LOCAL	2	1.5 %
LOCAL ABC-NBC-CBS	1	0.8 %
NBC	4	3.0 %
NBC 11	1	0.8 %
NBC-ABC-CBS	1	0.8 %
NBC-UMC-CNN-CBS	1	0.8 %
NEWS 14	4	3.0 %
NETWORKS	1	0.8 %
PBS	1	0.8 %
UNC	1	0.8 %
WCHL	1	0.8 %
WDYD	1	0.8 %
WRAL	52	39.4 %
WRAL-14	1	0.8 %
WRAL-ABC	1	0.8 %
WRAL-PBS-FOX	1	0.8 %
WRAL-WTVD	3	2.3 %
WRAL-WUNC	1	0.8 %
WTVD	2	1.5 %
WTVD-WRAL	1	0.8 %
WTVD-WUNC	1	0.8 %
WUNE	1	0.8 %
Total	132	100.0 %

2011 Chapel Hill Community Survey Results

Q16 Newspapers

Q16 Newspapers	Number	Percent
CARRBORO CITIZEN	1	0.3 %
CHAPEL HILKL NEWS & N&O	1	0.3 %
CHAPEL HILL HERALD	1	0.3 %
CHAPEL HILL NEWS	170	52.0 %
CHAPEL HILL NEWS & DTH	1	0.3 %
CHAPEL HILL NEWS & N&O	19	5.8 %
CHAPEL HILL NEWS-DTH	1	0.3 %
CHAPEL HILL NEWS-DURHAM	1	0.3 %
CHAPEL HILL NEWS-OBSERVER	1	0.3 %
CHAPEL HILL NEWS/OBSERVER	1	0.3 %
CHAPEL HILL NEWSPAPER	3	0.9 %
CHN	2	0.6 %
CHN-OBSERVER	1	0.3 %
DAILY TAR HEEL	11	3.4 %
DAILY TAR HEEL-CHN	1	0.3 %
DAILY TAR HEEL-INDEPNDENT	1	0.3 %
DTH	3	0.9 %
DTH-CARRBORO CITIZEN	1	0.3 %
DTH-N&O CH NEWS	1	0.3 %
DURHAM & CHAPEL HILL NEWS	1	0.3 %
DURHAM HERALD	2	0.6 %
DURHAM MORNING HERALD	1	0.3 %
DURHAM PAPER	1	0.3 %
DURHAM SUN-CHAPEL HILL N	1	0.3 %
HERALD SUN	7	2.1 %
HERALD SUN & N&O	1	0.3 %
HERALD SUN-CHAPEL HILL	1	0.3 %
HERALD SUN-CHAPEL HILL N	1	0.3 %
HERALDD	1	0.3 %
HERALDSON	1	0.3 %
INDEPENDENT	1	0.3 %
INDEPENDENT HERALD SUN	1	0.3 %
LOCAL	1	0.3 %
N&O	33	10.1 %
N&O & CHAPEL HILL NEWS	7	2.1 %
N&O & INDEPENDENT	1	0.3 %
N&O & SOUTHERN NEIGHBOR	1	0.3 %
N&O CHANNEL NEWS	1	0.3 %
N&O CHAPEL HILL NEWS	9	2.8 %
N&O-CHAPEL HILL NEWS	1	0.3 %
NEW & OBSERVER	1	0.3 %
NEWS & OBERVER INDEPT	1	0.3 %
NEWS AND OBSERVER	1	0.3 %
NEWS OBSERVER	7	2.1 %
NEWS OBSERVER-CHN	1	0.3 %

2011 Chapel Hill Community Survey Results

Q16 Newspapers

<u>Q16 Newspapers</u>	<u>Number</u>	<u>Percent</u>
NNO	1	0.3 %
OBSERVE NEWS	1	0.3 %
OBSERVER	2	0.6 %
OBSERVER NEWS	7	2.1 %
OBSERVER NEWS-CHN	1	0.3 %
OBSERVER-CHAPEL HILL NEWS	1	0.3 %
RALEIGH & N&O	1	0.3 %
RALEIGH N&O	1	0.3 %
ROLLY	1	0.3 %
SOUTHERN NEIGHBOR	1	0.3 %
THE NEWS & OBSERVER	1	0.3 %
TOWN	1	0.3 %
TOWN NP	1	0.3 %
UNIVERSITY GAZETTE	1	0.3 %
Total	327	100.0 %

2011 Chapel Hill Community Survey Results

Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ?

<u>Q17 Top Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	110	18.1 %
Social media	14	2.3 %
Email	24	4.0 %
Chapel Hill TV-18 (Time Warner)	26	4.3 %
Television news	206	33.9 %
Radio	108	17.8 %
Newspapers	23	3.8 %
None chosen	96	15.8 %
Total	607	100.0 %

Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ?

<u>Q17 Second Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	59	9.7 %
Social media	17	2.8 %
Email	35	5.8 %
Chapel Hill TV-18 (Time Warner)	33	5.4 %
Television news	82	13.5 %
Radio	123	20.3 %
Newspapers	26	4.3 %
None chosen	232	38.2 %
Total	607	100.0 %

2011 Chapel Hill Community Survey Results

Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ?

<u>Q17 Third Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	63	10.4 %
Social media	14	2.3 %
Email	31	5.1 %
Chapel Hill TV-18 (Time Warner)	21	3.5 %
Television news	31	5.1 %
Radio	39	6.4 %
Newspapers	37	6.1 %
None chosen	371	61.1 %
Total	607	100.0 %

Q17 Which of the sources of information listed in Q16 above will you turn to in the event of an emergency (severe weather, community threat, etc.) ? (Top Three)

<u>Q17 Top Priority</u>	<u>Number</u>	<u>Percent</u>
www.townofchapelhill.org	232	38.2 %
Social media	45	7.4 %
Email	90	14.8 %
Chapel Hill TV-18 (Time Warner)	80	13.2 %
Television news	319	52.6 %
Radio	270	44.5 %
Newspapers	86	14.2 %
None chosen	96	15.8 %
Total	1218	

2011 Chapel Hill Community Survey Results

Q18 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

(N=607)

	Don't know	Very important	Somewhat important	Not sure	Unimportant
Q18a Sense of belonging to the community	3.1%	43.3%	34.9%	9.2%	9.4%
Q18b Quality of public schools	2.6%	74.6%	10.7%	2.3%	9.7%
Q18c Employment opportunities	3.8%	48.1%	23.2%	8.9%	16.0%
Q18d Types of housing	3.1%	49.1%	32.9%	8.1%	6.8%
Q18e Affordability of housing	3.5%	41.7%	32.9%	10.2%	11.7%
Q18f Access to quality shopping	3.8%	35.4%	36.4%	11.5%	12.9%
Q18g Availability of parks and recreation opportunities	3.3%	49.9%	32.3%	6.8%	7.7%
Q18h Near family or friends	2.8%	37.1%	29.5%	8.4%	22.2%
Q18i Safety and security	2.6%	73.1%	18.8%	3.1%	2.3%
Q18j Availability of transportation options	3.8%	41.4%	31.5%	8.1%	15.3%
Q18k Availability of cultural activities and the arts	3.5%	47.3%	32.6%	8.1%	8.6%
Q18l Access to restaurants & entertainment	3.5%	51.6%	32.9%	5.3%	6.8%
Q18m University community	3.0%	56.8%	25.7%	6.4%	8.1%
Q18n Access to Research Triangle Park	3.5%	33.9%	26.4%	9.4%	26.9%

2011 Chapel Hill Community Survey Results

Q18 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 (Without Don't Know)

(N=607)

	Very important	Somewhat important	Not sure	Unimportant
Q18a Sense of belonging to the community	44.7%	36.1%	9.5%	9.7%
Q18b Quality of public schools	76.6%	11.0%	2.4%	10.0%
Q18c Employment opportunities	50.0%	24.1%	9.2%	16.6%
Q18d Types of housing	50.7%	34.0%	8.3%	7.0%
Q18e Affordability of housing	43.2%	34.1%	10.6%	12.1%
Q18f Access to quality shopping	36.8%	37.8%	12.0%	13.4%
Q18g Availability of parks and recreation opportunities	51.6%	33.4%	7.0%	8.0%
Q18h Near family or friends	38.1%	30.3%	8.6%	22.9%
Q18i Safety and security	75.1%	19.3%	3.2%	2.4%
Q18j Availability of transportation options	43.0%	32.7%	8.4%	15.9%
Q18k Availability of cultural activities and the arts	49.0%	33.8%	8.4%	8.9%
Q18l Access to restaurants & entertainment	53.4%	34.1%	5.5%	7.0%
Q18m University community	58.6%	26.5%	6.6%	8.3%
Q18n Access to Research Triangle Park	35.2%	27.3%	9.7%	27.8%

2011 Chapel Hill Community Survey Results

Q18 Are your needs being met?

(N=607)

	Don't know	No	Yes
Q18a-Sense of belonging to the community	23.7%	11.2%	65.1%
Q18b-Quality of public schools	25.6%	8.5%	65.9%
Q18c-Employment opportunities	28.0%	19.9%	52.1%
Q18-d Types of housing	25.6%	13.8%	60.6%
Q18e-Affordability of housing	25.8%	24.1%	50.1%
Q18f-Access to quality shopping	25.2%	23.0%	51.8%
Q18g-Availability of parks and recreation opportunities	25.1%	9.0%	65.9%
Q18-h Near family or friends	27.7%	11.7%	60.6%
Q18-i Safety and security	25.9%	7.1%	66.9%
Q18j-Availability of transportation options	26.6%	12.0%	61.4%
Q18k-Availability of cultural activities and the arts	26.5%	10.8%	62.7%
Q18l-Access to restaurants & entertainment	25.4%	7.8%	66.7%
Q18m-University community	25.7%	2.6%	71.8%
Q18n-Access to Research Triangle Park	29.4%	5.8%	64.8%

2011 Chapel Hill Community Survey Results

Q18 Are your needs being met? (Without Don't Know)

(N=607)

	No	Yes
Q18a-Sense of belonging to the community	14.7%	85.3%
Q18b-Quality of public schools	11.4%	88.6%
Q18c-Employment opportunities	27.6%	72.4%
Q18-d Types of housing	18.5%	81.5%
Q18e-Affordability of housing	32.5%	67.5%
Q18f-Access to quality shopping	30.7%	69.3%
Q18g-Availability of parks and recreation opportunities	12.1%	87.9%
Q18-h Near family or friends	16.2%	83.8%
Q18-i Safety and security	9.6%	90.4%
Q18j-Availability of transportation options	16.4%	83.6%
Q18k-Availability of cultural activities and the arts	14.7%	85.3%
Q18l-Access to restaurants & entertainment	10.5%	89.5%
Q18m-University community	3.4%	96.6%
Q18n-Access to Research Triangle Park	8.2%	91.8%

2011 Chapel Hill Community Survey Results

Q19 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.

(N=607)

	Don't know	Much too slow	Slow	Just right	Fast	Much too fast
Q19a Office development	25.9%	6.9%	11.7%	32.1%	12.7%	10.7%
Q19b Multi-family residential development	21.4%	5.6%	15.8%	27.8%	16.8%	12.5%
Q19c Single-family residential development	18.1%	5.4%	13.2%	39.5%	16.0%	7.7%
Q19d Retail development	13.3%	21.1%	23.1%	26.7%	9.6%	6.3%
Q19e Mixed-use development	20.8%	8.6%	18.1%	32.0%	12.4%	8.2%

Q19 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. (Without Don't Know)

(N=607)

	Much too slow	Slow	Just right	Fast	Much too fast
Q19a Office development	9.3%	15.8%	43.3%	17.1%	14.4%
Q19b Multi-family residential development	7.1%	20.1%	35.4%	21.4%	15.9%
Q19c Single-family residential development	6.6%	16.1%	48.3%	19.5%	9.5%
Q19d Retail development	24.3%	26.6%	30.8%	11.0%	7.2%
Q19e Mixed-use development	10.8%	22.9%	40.3%	15.6%	10.4%

2011 Chapel Hill Community Survey Results

Q20 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."

(N=607)

	Don't know	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a How well the traffic signal system provides for efficient traffic flow	3.1%	12.0%	36.6%	19.9%	18.9%	9.4%
Q20b The Town's bus service, Chapel Hill Transit	16.1%	32.0%	30.1%	13.2%	5.1%	3.5%
Q20c The ease of walking or biking in Chapel Hill	5.1%	15.3%	32.3%	22.6%	18.3%	6.4%
Q20d Availability of sidewalks in the town	4.3%	14.3%	35.6%	25.0%	14.2%	6.6%
Q20e Availability of greenways and walking trails	6.4%	21.1%	38.6%	17.5%	12.7%	3.8%

2011 Chapel Hill Community Survey Results

Q20 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." (Without Don't Know)

(N=607)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a How well the traffic signal system provides for efficient traffic flow	12.4%	37.8%	20.6%	19.6%	9.7%
Q20b The Town's bus service, Chapel Hill Transit	38.1%	36.0%	15.7%	6.1%	4.1%
Q20c The ease of walking or biking in Chapel Hill	16.1%	34.0%	23.8%	19.3%	6.8%
Q20d Availability of sidewalks in the town	15.0%	37.2%	26.2%	14.8%	6.9%
Q20e Availability of greenways and walking trails	22.5%	41.2%	18.7%	13.6%	4.0%

2011 Chapel Hill Community Survey Results

Q21 In your experience, which are the most congested east-west roads? (top two)

Q21 In your experience, which are the most congested east-west roads?	Number	Percent
Franklin Street	223	36.7 %
US 15-501	422	69.5 %
Raleigh Road and NC-54	263	43.3 %
Estes Drive	181	29.8 %
Don't Know	20	3.3 %
Total	1109	

Q22 Which are the most congested north-south roads?(top two)

Q22 Which are the most congested north-south roads?	Number	Percent
Fordham Boulevard	301	49.6 %
US 15-501 South	257	42.3 %
S Columbia Street	252	41.5 %
Martin Luther King Jr. Boulevard	123	20.3 %
Hillsborough Street-Raleigh Street	83	13.7 %
Don't Know	44	7.2 %
Total	1060	

2011 Chapel Hill Community Survey Results

Q23 Do you or does any member of your household use Chapel Hill Transit?

Q23 Do you or does any member of your household use Chapel Hill Transit?	Number	Percent
Yes	272	44.8 %
No	324	53.4 %
No response	11	1.8 %
Total	607	100.0 %

Q23 Do you or does any member of your household use Chapel Hill Transit? (Without No Response)

Q23 Do you or does any member of your household use Chapel Hill Transit?	Number	Percent
Yes	272	45.6 %
No	324	54.4 %
Total	596	100.0 %

2011 Chapel Hill Community Survey Results

Q23a What is the primary reason for taking the bus?

<u>Q23a What is the primary reason for taking the bus?</u>	<u>Number</u>	<u>Percent</u>
To go to and from work	138	50.7 %
To go to and from shopping	46	16.9 %
To go to and from medical appointments	28	10.3 %
To go to and from social activities	62	22.8 %
To go to and from school	76	27.9 %
None chosen	3	1.1 %
Total	353	

Q23b What is your primary reason for not using Chapel Hill Transit?

<u>Q23b What is your primary reason for not using Chapel Hill Transit?</u>	<u>Number</u>	<u>Percent</u>
Service is not frequent enough	48	14.8 %
Not enough service on weekends	30	9.3 %
Just prefer to drive	134	41.4 %
Service isn't offered to places I need to go	94	29.0 %
Not enough service in the evening	22	6.8 %
Other	58	17.9 %
None Chosen	29	9.0 %
Total	415	

2011 Chapel Hill Community Survey Results

Q23b Other

Q23b Other

AREA LOST BUS STOP
BRIARCLIFF CANCELLED
CONFUSING TO ACCESS BUS
CONFUSING TO TRANSFER
CONVENIENCE
DID NOT GO LONG DISTANCE
DISCONTINUED SERVICE
DOES NOT FIT MY SCHEDULE
DON'T GET OUT MUCH
DON'T HAVE THE TIME
DON'T HAVE A NEED
DON'T KNOW THE ROUTES
DON'T LIKE IT GET RID OF
DON'T NEED IT
EMPLOYMENT OUT OF CITY
HANDICAP & PREFER DRIVE
HANDICAPPED
HAVE TROUBLE WALKING
HUSBAND IS DISABLED
I BIKE
I BIKE INSTEAD
I HAVE TO DRIVE FOR WORK
I WALK WHENEVER POSSIBLE
I WORK FROM HOME
I WORK IN DURHAM
INCONVENIENT ROUTING
INCONVENIENT TIME
JOB REQUIRES ME TO DRIVE
LAZY
LAZY
NO LONGER STOPS HERE
NO NEED TO USE IT
NO SERVICE BY HOUSE
NO SERVICE IN MY AREA
NO SERVICE IN MY AREA
NO STOPS WHERE I LIVE
NOT CLOSE ENOUGH TO HOME
NOT CLOSE TO HOME
NOT ENOUGH ROUTES
NOT ENOUGH TIME
NOT FAST ENOUGH
NOT NEEDED
NOT SAFE AT BUS STOP
NOT THE RIGHT HOURS

2011 Chapel Hill Community Survey Results

Q23b Other

Q23b Other

PARKING PICK UP DROP OFFS
RIDE THE BUS TO DOWNTOWN
ROUTES STOP IN BRIARCLIFF
SERVICE NOT AVAILABLE
SERVICE NOT IN MY AREA
SHOULD CHARGE FOR SERVICE
SICK
TOO MANY STOPS
TOO MANY TRANSFERS
UNABLE TO WALK TO STOP
USE A WALKER
USE CAR FOR WORK-SALE JOB
USED IT TO BIKE GOT HURT
WALKING DISTANCE CLOSE
WASTE OF MONEY
WASTE OF TAX DOLLARS
WE HAVE KIDS
WALK
YOU CUT THE BUS STOP

2011 Chapel Hill Community Survey Results

Q24 Does anyone in your household ride a bicycle?

<u>Q24 Does anyone in your household ride a bicycle?</u>	<u>Number</u>	<u>Percent</u>
Yes	308	50.7 %
No	290	47.8 %
Don't Know	9	1.5 %
Total	607	100.0 %

Q24 Does anyone in your household ride a bicycle? (Without Don't Know)

<u>Q24 Does anyone in your household ride a bicycle?</u>	<u>Number</u>	<u>Percent</u>
Yes	308	51.5 %
No	290	48.5 %
Total	598	100.0 %

Q24a If yes

<u>Q24a If yes</u>	<u>Number</u>	<u>Percent</u>
Do they bike to commute to work or school	28	9.1 %
Do they bike for recreation only	199	64.6 %
Do they bike for BOTH commuting and recreation	77	25.0 %
Don't Know	4	1.3 %
Total	308	100.0 %

Q24b What type of bicycle amenities would you like for the Town to provide?

<u>Q24b What type of bicycle amenities would you like for the Town to provide?</u>	<u>Number</u>	<u>Percent</u>
Wide outside lanes on streets	92	29.9 %
Striped on-road lanes	92	29.9 %
Separate bike paths	190	61.7 %
Don't know	41	13.3 %
Total	415	

2011 Chapel Hill Community Survey Results

Q25 Within the Town limits, do you feel safe driving, walking and cycling?

Q25 Within the Town limits, do you feel safe driving, walking and cycling?	Number	Percent
Yes	389	64.4 %
No	204	33.8 %
Don't know	11	1.8 %
Total	604	100.0 %

Q25 Within the Town limits, do you feel safe driving, walking and cycling? (Without Don't Know)

Q25 Within the Town limits, do you feel safe driving, walking and cycling?	Number	Percent
Yes	389	65.6 %
No	204	34.4 %
Total	593	100.0 %

2011 Chapel Hill Community Survey Results

Q25 Why Not

Q25a Why not

AFTER DARK CRIME AND TRAFFIC MAKES ME FEEL UNSAFE
ALONG ESTES DR IT FEELS VERY DANGEROUS TO CYCLE
BECAUSE NOT OFF ROAD TOO CLOSE TO VEHICLE TRAFFIC
BEGGERS ON FRANKLIN ST
BICYCLING IS HAZARDOUS-MANY ACCIDENTS
BIKE LANES ARE AWFUL
BIKE LANES ARE TOO NARROW OR NON-EXISTANT
BIKE LANES ARE NOT WIDE ENOUGH-SO NO
BIKE PATHS ARE NOT WIDE ENOUGH-CRIME AT THE BOLIN CREEK TRL
BIKER ON NARROW BUSY STREETS IT'S VERY DANGEROUS
BIKERS DON'T FEEL SAFE RIDING BIKES ROADS ARE TOO NARROW
CAR DRIVE TOO FAST AND TOO CLOSE-BUSES STOP IN BIKE LANES
CARS AND BIKES DON'T MIX WELL
CARS ARE TO CLOSE AND NPT PAYING ATTENTION-NEED BIKE PATHS
CARS TO CLOSE TO CYCLISTS AND PEDESTRIANS
CERTAIN AREAS IN TOWN HAVE A NARROW OUTSIDE LANES
CERTAIN PEOPLE
COLUMBIA STREETS ARE TOO NARROW GOING TOWARD TOWN
CROSS WALKS NOT RESPECTED BY DRIVERS NOT ENFORCED BY POLICE
CROSSWALKS UNSAFE
CYCLING FEELS DANGEROUS ON MANY ROADS
CYCLING IS DANGEROUS IN MANY PLACES LACK OF BIKE LANES
CYCLING IS NOT ACCOMODATED EFFECTIVELY W/BIKE LANES
CYCLING IS NOT SAFE
CYCLING IS VERY DANGEROUS W/BIKE TRAILS & NARROW STREETS
CYCLING IS VERY HAZARDOUS DUE TO CAR CONGESTION POOR ROADS
CYCLING NO BIKE PATHS ON ROADS OUT OF MY NEIGHBORHOOD
CYCLING NOT CONNECTED ROUTES-NOT ENOUGH BIKE LANES
CYCLING NOT ENOUGH BIKE LANES
CYCLING NOT ENOUGH BIKE PATHS-BIKE SLOW DOWN TRAFFIC
CYCLING SEEMS VERY DANGEROUS ON MLK BLVD
CYCLING WITH CARS IS FRIGHTENING
CYCLISTS OFTEN DO UNSAFE THINGS WHILE SHARING THE ROAD
DANGEROUS
DISTRATED DRIVERS
DO NOT FEEL SAFE WALKING NOT ENOUGH SIDEWALKS
DON'T FEEL SAFE WALKING 15-501 NO SIDEWALKS
DON'T FEEL SAFE CYCLING NOT SET FOR BIKE RIDERS
DOWNTOWN AT NIGHT CAN BE DESOLATE AND DARK
DOWNTOWN NEEDS MORE WALKING AREAS & PUBLIC PARKING
DRIVERS DO NOT RESPECT THOSE WLAKING OR CYCLING
DRIVERS FELL LIKE THEY ARE THE ONLY ONES ON THE ROAD
DRIVING IT'S SAFE WALKING IS UNSAFE BECAUSE OF NO SIDEWALKS
DRIVRS ARE CARELESS AND LACK OF BIKE LANES AND PATHS
EXCESSIVE SPEED GOING EAST DOWN THE HILL ON N ESTES DR
FAMILY MEMBER HAS HAD 2 BIKE ACCIDENTS
GET TIRED QUICK
HANDICAPPED

2011 Chapel Hill Community Survey Results

Q25 Why Not

Q25a Why not

HARD TO RIDE BIKE NO SHOULDERS
I CYCLED TO WORK FOR 12 YRS NEARLY LOT MY LIFE
I DON'T FEEL SAFE DRIVING INTO TOWN TO MUCH J-WALKING
I STLL HAVE DRIVERS TELL ME TO GET OFF THE ROAD
I WANT TO BIKE FROM SOUTHERN VILLAGE TO CARRBORO NOT SAFE
I WOULD NOT BIKE ON MANY STREETS-IT'S NOT SAFE
I WOULD NOT FEEL SAFE CYCLING ON ANY MAJOR ROAD IN CHAPEL HILL
I WOULDNT' FEEL SAFE CYCLING BECAUSE OF CARS & BUSES
IF BIKE LANES EXIST DRIVERS IGNORE THEM NO SIDEWALKS
IN PLACES W/O SIDEWALKS NOT SAFE-CARS TOO FAST
IN SOME PLACES HAVE NO SIDEWALKS-SO I CAN'T WALK W/KIDS
INADEQUATE BIKE LANES
INADEQUATE PEDESTRIAN AND CYCLING LANES
INADEQUATE SHOULDRS ON ESTS-SPEDERS ON MLK POOR BIKE LANES
INATTENTIVE DRIVERS
IT'S BECAUSE MY CAR IS VIBRATED BY INVISIBLE HUMAN AGENTS
J WALKING OR PEDIESTRIANS NOT OBEYING SIGNALS
LACK OF BIKE LANES AND SIDEWALKS
LACK OF BIKE PATHS
LACK OF RESPECT FOR BIKERS & PEDESTRIANS BY VEHICLE DRIVERS
LACK OF SAFE BIKE LANES AND MISSING SIDEWALK CONNECTIONS
LACK OF SEPARATE BIKE PATHS-LACK OF PEDESTRIAN SIGNALS
LITTLE RESPECT FOR BIKERS BY CARS & NOT ENOUGH ROOM
MANY PARTS OF TOWN ARE UNSAFE TO CYCLES-NO SHOULDERS
MANY TOWN ROADS DON'T HAVE SIDEWALKS OR SHOULDERS
MANY UNSAFE BIKING ROADS-NO ENOUGH SPACE
MAYBE TO BIKE AROUND TOWN
NEED LANES FOR BIKES
NEED MORE BIKE LANES AND MORE SIDEWALKS
NEED SEPERATE BIKE PATHS AND BIKE PARKS
NEED SOME TYPE OF ROAD BIKE PATHS ON ALL ROADS
NEED TO SHARE THE ROAD WITH CARS
NO BIKE LANE OR SIDEWALKS ON 54
NO BIKE LANES
NO BIKE LANES & DRIVERS DRIVE TOO FAST
NO BIKE WAY ON SEWELL-STUPID
NO BIKES LANES CAR DRIVERS CUT YOU OFF-DANGEROUS TO BIKE
NO CLEAR SAFE AREA
NO DESIGNATED BIKE LANES
NO ROOM ON ROADS
NO SIDEWALKS
NO SIDEWALKS ON S COLUMBIA WHERE WE LIVE OFF COOLIDGE
NO SIDEWALKS OR PLACES TO BIKE AND WALK
NO SIDEWALKS-SHOULDERS ARE TERRIBLE
NOT ALL ROADS ARE GOOD FOR CYCLING

2011 Chapel Hill Community Survey Results

Q25 Why Not

Q25a Why not

NOT BIKING LANES ARE TOO NARROW
NOT BIKING ROADWAYS TOO SMALL
NOT ENOUGH ROOM ON THE ROADS
NOT ENOUGH WALKING PATHS
NOT ENOUGH BIKE LANES OR SIDEWALKS
NOT ENOUGH BIKE PATHS AND NOT ENOUGH SIDEWALKS
NOT ENOUGH CONTINUITY OF SIDEWALKS & BIKE LANES
NOT ENOUGH DESIGNATED BIKE PATHS
NOT ENOUGH LIGHT AT NIGHT IN THE WINTER-TOO MUCH CRIME
NOT ENOUGH PATHS
NOT ENOUGH PAVED BIKE TRAILS
NOT ENOUGH ROOM TO BIKE
NOT ENOUGH ROOM TO BIKE-VERY DANGEROUS TO BIKE
NOT ENOUGH ROOM TO RIDE A BIKE-NO BIKE LANES
NOT ENOUGH SEPARATION ON STREETS
NOT ENOUGH SHOULDER FOR BIKES
NOT ENOUGH SHOULDER SPACE TO RIDE A BIKE
NOT ENOUGH SIDEWALKS AND BIKE LANES
NOT ENOUGH SIDEWALKS AND NOT WELL MAINTAINED CAUSE ACCIDENTS
NOT ENOUGH SIDEWALKS OR STREET LIGHTS AT NIGHT
NOT ENOUGH SIDEWALKS-PEOPLE DRIVE TOO FAST
NOT ENOUGH SPACE
NOT ENOUGH SPACE FOR BIKES
NOT ENOUGH SPACE ON STREETS FOR BIKES
NOT ENOUGH TRAILS
NOT SAFE
NOT SAFE CYCLING OR WALKING
NOT SAFE ENOUGH TO BIKE-LACK OF DRIVER AWARENESS
NOT SAFE PATHS TO RIDE A BIKE
NOT SAFE TO BIKE WITHOUT SEPARATION FROM CARS & SIDEWALKS
NOT SAFE TO CYCLE ON SOME OF THE MAJOR ROADS
NOT WITH OUR CHILDREN-TOO MANY STREETS WITHOUT BIKE LANES
OLDER OR ELDERLY DRIVERS CANNOT SEE OR HEAR
ONLY IN DAYTIME-I FEEL WE MUST NOT ALLOW PEOPLE BEGGING ON ST
PEDESTRIAN CROSSING EVEN AT LIGHTS NOT WELL RESPECTED
PEDESTRIAN CROSSING ON MLK ARE NOT SAFE-CARS DON'T STOP
PEOPLE WALK IN FRONT OF YOU WHILE DRIVING
POOR LIGHTING IN SOME AREAS
POOR SIDEWALKS NARROW ROADS
POOR TRAFFIC LAW ENFORCEMENT-OUT OF CONTROL BUS DRIVERS
RAISED PEDESTRIAN CROSS WALKS ARE DANGEROUS ON MLK BLVD

2011 Chapel Hill Community Survey Results

Q25 Why Not

Q25a Why not

ROADS ARE BUSY-NARROW BIKE LANES-TRAFFIC IS CLOSE
ROADS ARE TOO WIDE ENCOURAGING SPEEDING-LACK OF SIDEWALKS
ROADS AREN'T SAFE FOR BIKES
ROADS DON'T HAVE WIDE ENOUGH SHOULDERS OR STRIPED LANES
SAFE DRIVING MANY ROADS ARE TOO NARROW FOR BIKING
SOME ROADS ESTES DON'T HAVE WIDE SHOULDERS FOR SAFE ROOM
SOME ROADS LACK BIKE LANES AND SIDEWALKS
SOME ROADS TOO NARROW FOR BIKING WITH TRAFFIC
SOMETHING NEEDS TO BE DONE ABOUT THE VAGRANTS & PANHANDLERS
SOMETIMES TWISTING ROADS AT S COLUMBIA & HILLSBOROUGH ST
THERE ARE LITTLE TO NO BIKE LANES OR BIKE SIGNALS
THERE IS LOTS OF SPEEDING AND STOP SIGN RUNNING
THERE IS NOT ENOUGH SPACE FOR CYCLISTS
TOO CONGESTED
TOO CONGESTED CARELESS DRIVERS & BIKERS & PEDESTRIANS TOO
TOO CONGESTED W/BIKES
TOO MANY CARS-TOO CLOSE TO CARS
TOO MANY DRIVERS SPEED ON FRANKLIN-IT IS UNSAFE AND SCARY
TOO MANY HOMELESS PAN HANDLERS-NOT ENOUGH LIGHTING
TOO MANY PEOPLE ON THE ROAD NOT FAMILIAR W/AREA
TOO MANY SOLICITORS ON FRANKLIN ST
TOO MUCH CONGESTION-DRIVERS DON'T UNDERSTAND CYCLIST RIGHTS
TOO MUCH TRAFFIC AND NOT GOOD LANES TO WALK OR BIKE
TOWN NEEDS BIKE LANES-THE BIKE-FRIENDLY SIGNS ARE A JOKE
TRAFFIC
TRAFFIC
TRAFFIC & LACK OF SEPARATE BIKE LANES
TRAFFIC AND STUDENT DRIVERS
TRAFFIC AND THE LACK OF BIKE LANES
TRAFFIC CELL PHONE USE
TRAFFIC DOESN'T OBEY SPEED LIMIT-DRIVERS ON CELL PHONES
TRAFFIC INTERSECTIONS NOT ENOUGH BIKE PATHS-ALSO SAFETY
TRAFFIC IS TOO CONGESTED IN CHAPEL HILL
TRAFFIC MOVES TOO FAST
TRAFFIC SIGNAL SYSTEM IS ABUSE CYCLING TO & FROM WORK
TRAFFIC TOO BUSY
TRAFFIC TOO FAST ON ROADS WITHOUT SIDEWALKS
TWO WIDE ROADS-TOO FAST FOR TOO MANY 4 LANE HIGHWAYS
UNSAFE DUE TO POOR SHOULDERS,LANES ETC.
UNSAFE FOR 25 YEAR NO SIDEWALKS-NO BIKE PATHS
VERY AGGRESSIVE DRIVERS IGNORE TRAFFIC RULES RUNS RED LIGHTS
VERY DANGEROUS SIDEWALKS EXTRA NARROW
WALKING AND CYCLING IS NOT SAFE NOT ENOUGH BIKE PATHS
WALKING CYCLING PATHS DO NOT EXIST
WALKING ON WEAVER DAIRY RD IS NOT SAFE AT NIGHT
WE OVER DARRY RD
WHERE WE LIVE BIKING WOULD BE VERY DANGEROUS
WITHIN THE TOWN LIMITS BIKE LANE DOESN'T CONNECT ALL THE WAY
WALKING & DRIVING YES-CYCLING NO PEOPLE GET TO DISTRACTED
YES TO DRIVING, NO TO WALKING FOR THERE IS NO CROSS-WALK

2011 Chapel Hill Community Survey Results

Q26 How often do you typically go outside Chapel Hill Town limits to shop?

Q26 How often do you typically go outside Chapel Hill Town limits to shop?	Number	Percent
Every day	64	10.5 %
A few times per week	175	28.8 %
At least once a week	180	29.7 %
A few times per month	143	23.6 %
A few times per year	27	4.4 %
Seldom or never	15	2.5 %
Don't Know	3	0.5 %
Total	607	100.0 %

Q26 How often do you typically go outside Chapel Hill Town limits to shop? (Without Don't Know)

Q26 How often do you typically go outside Chapel Hill Town limits to shop?	Number	Percent
Every day	64	10.6 %
A few times per week	175	29.0 %
At least once a week	180	29.8 %
A few times per month	143	23.7 %
A few times per year	27	4.5 %
Seldom or never	15	2.5 %
Total	604	100.0 %

2011 Chapel Hill Community Survey Results

Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

	Number	Percent
Essential	230	37.9 %
Important	193	31.8 %
Not sure	84	13.8 %
Not important	67	11.0 %
Detrimental	21	3.5 %
Don't know	12	2.0 %
Total	607	100.0 %

Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy? (Without Don't Know)

Q27 Do you feel that a redeveloped downtown is an important part of the Town's economic development strategy?

	Number	Percent
Essential	230	38.7 %
Important	193	32.4 %
Not sure	84	14.1 %
Not important	67	11.3 %
Detrimental	21	3.5 %
Total	595	100.0 %

2011 Chapel Hill Community Survey Results

Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?

Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?

	Number	Percent
Very supportive	273	45.0 %
Somewhat supportive	174	28.7 %
Not sure	86	14.2 %
Not supportive	62	10.2 %
Don't Know	12	2.0 %
Total	607	100.0 %

Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies? (Without Don't Know)

Q28 In general, how supportive are you of having the Town use incentives to attract and expand retail, science & technology, research and regional office companies?

	Number	Percent
Very supportive	273	45.9 %
Somewhat supportive	174	29.2 %
Not sure	86	14.5 %
Not supportive	62	10.4 %
Total	595	100.0 %

2011 Chapel Hill Community Survey Results

Q29 Of these Capital Improvements, which three would you select as the most important? (top three)

Q29 Of these Capital Improvements, which three would you select as the most important?	Number	Percent
Stormwater system improvements	86	14.2 %
Street extensions	52	8.6 %
Sidewalk construction	175	28.8 %
Street reconstruction	98	16.1 %
Traffic signal replacements/upgrades	108	17.8 %
Parks renovations	74	12.2 %
Public facilities	90	14.8 %
Additional bicycle lanes/off-road paths	224	36.9 %
Open Space Acquisition	86	14.2 %
Trails and Greenways	175	28.8 %
Re-development of Downtown	253	41.7 %
Transit - Regional transit services	192	31.6 %
None chosen	32	5.3 %
Total	1645	

2011 Chapel Hill Community Survey Results

Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

	Number	Percent
Very satisfied	72	11.9 %
Satisfied	219	36.1 %
Neutral	118	19.4 %
Dissatisfied	62	10.2 %
Very dissatisfied	52	8.6 %
Don't know	84	13.8 %
Total	607	100.0 %

Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget? (Without Don't Know)

Q30 What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town's operating budget?

	Number	Percent
Very satisfied	72	13.8 %
Satisfied	219	41.9 %
Neutral	118	22.6 %
Dissatisfied	62	11.9 %
Very dissatisfied	52	9.9 %
Total	523	100.0 %

2011 Chapel Hill Community Survey Results

Q31 What are the most important events offered by the Town?

Q31 What are the most important events offered by the Town?	Number	Percent
Locally Grown	202	33.3 %
Fourth of July	204	33.6 %
Festifall	194	32.0 %
Earth Action	62	10.2 %
Other	37	6.1 %
None chosen	183	30.1 %
Total	882	

Q31 Other

Q31 Other

ANY ARTS FESTIVAL
APPLEFIELD
ART FESTIVAL
CARRBORO MUSIC FESTIVAL
CHRISTMAS PARADE
CHRISTMAS PARADE
CHRISTMAS PARADE
CHRISTMAS PARADE
DISCONTINUED 4TH OF JULY
DO NOT PARTICIPATE
DON'T ATTEND LACK PARKING
DON'T GO TO ANY OF THESE
FARMERS MARKET
FARMERS MARKET
HALLOWEEN
HALLOWEEN
HALLOWEEN
HALLOWEEN
HALLOWEEN
HALLOWEEN
HOLIDAY PARADE
HOLIDAY PARADE
HOMEBREW FOR HUNGER
LIBRARY AT THE MALL
LOCAL ETHNIC DIVERSE
MISS APPLE CHILLS
MORE SUPPORT OF UNC
NEED ORGANIC FARM MARKET
NEVER BEEN TO ONE
NEVER HEARD OF THESE
OUTDOOR MOVIES & MUSIC
PUBLIC MUSIC EVENTS
THEY ARE ALL TERRIBLE
WALK FOR EDUCATION

2011 Chapel Hill Community Survey Results

Q31a Are there other events that you would like to see provided by the Town?

Q31a Other events

4TH OF JULY
4TH OF JULY & CONCERTS
4TH OF JULY FIREWORKS ONLY BE PROVIDED BY THE TOWN
A BLUEGRASS FESTIVAL
A DEER ROUND UP
A FESTIVAL THAT CLEBRATES DIFFERENT CULTURALS
A JOB FAIR LOCATED IN CHAPEL HILL & CARRBORO
A REAL PARADE ON MEMORIAL DAY AND OTHER HOLIDAYS
ANYTHING THAT IS BUSINESS FRIENDLY
APPL CHILL
APPLE CHILL
APPLE CHILL
APPLE CHILL
APPLE CHILL FESTIVAL & HALOWEEN
APPLEFIELD
ART FAIR
ART FESTIVAL
ART HANDICRAFT FAIR
ART SHOW
ARTS AND MUSIC FESTIVALS
ARTS,SCIENCE EDUCATION,CHARITY EVENTS
BETTER DOWNTOWN PARKING
BETTER HOLIDAY PARADE EVENTS
BIKE RACING-FAMILY PARADES ON 4TH JULY HOLIDAYS
BOOK FAIR
BOOK FAIRS
BUY NOTHING DAY
CARNIVALS-BANDS OR OTHER FAMILY EVENTS
CHRISTMAS DECORATIONS
CHRISTMAS HOLIDAY SEASONS FESTIVAL
CHRISTMAS PARADE
CHRISTMAS PARADE AND EASTER PARADE
COMMUNITY THEATER
CONCERTS AND ART SHOWS
CONCERTS IN PARKS OR OTHER AREAS WOULD BE NICE
CULTRUAL EVENTS
CULTURAL EVENTS
DIVERITY CELEBRATION
DOG SWIMMING DAYS
EVENTS INVOLVING SCHOOL DISTRICTS
EVENTS W/O DRUNK COLLEGE STUDENTS
FARMERS MARKET
FARMING & ORGANIC FARMING
FIREWORKS
FIX THE CURRENT EVENTS

2011 Chapel Hill Community Survey Results

Q31a Are there other events that you would like to see provided by the Town?

Q31a Other events

FOURTH OF JULY
FOURTH OF JULY
FOURTH OF JULY
FOURTH OF JULY EVENTS
FOURTH OF JULY FIREWORKS
FREE CONCERTS IN PARKS
GET RID OF HALLOWEEN EVENT
HALLOWEEN CELEBRATION
HEALTH IN SCHOOL
HOLD SOME INTERNATIONAL FESTIVAL FOR DIVERSITY
HUMANISTIC PROGRAMS IN THE SCHOOL
I DON'T LIKE CHAPEL HILL
I WANT MY KIDS TO EXPERIENCE SCIENCE MORE-MUSEUMS
INTERNATIONAL FESTIVAL
LADIES NIGHT OUT LIKE HILLSBROUGH & MEBANE
MARATHON TO RAISE MONEY FOR GREENWAYS
MINGLING EVENTS
MOR EVENTS CATERING TO YOUNG ADULTS NOT IN SCHOOL
MOR HOURS FOR FARMERS MARKET-MORE MUSIC EVENTS
MORE ARTS AND CRAFTS FESTIVALS
MORE COMMUNITY EVENTS
MORE CONCERTS
MORE MUSIC FESTIVALS
MORE OUTDOOR CONCERTS
MORE OUTDOOR MUSIC CONCERT FESTIVALS
MORE STREET FAIRS
MORE SUPPORT FOR THE FARMERS MARKET
MORE SUPPORT OF FARMERS MARKET
MORE SUPPORT OF PERFORMING ARTS
MORE TOWN ART
MULTICULTURAL ACTIVITIES-FAIRS-FESTIVALS
MUSIC FESTIVAL S MULAN TO CARRBORO
MUSIC FESTIVALS
MUSIC FESTIVALS
MUSICAL EVENTS-HOLIDAY EVENTS
NEW YEARS EVE CELEBRATION
NO HALLOWEEN EXPENDITURES
NO-UNLES IT RAISES TAX REVENUE
NO WE MUST REDUCE EXPENSES
NY 2ND RESIDENCE MYRTLE BEACH HAS LOWER TAXES
ON GOING COMMUNITY DISCUSSION OPPORTUNITIES
PLEASE DON'T CANCEL FIREWORKS
REINVENT THE RETURN OF APPLE CHILL-BAN BIKERS
SHOULDN'T BE THE NUMBER OF EVENTS BUT THE QUALITY
SPEND LESS MONEY
SPRING FESTIVAL
STOP LIGHT CAMERAS

2011 Chapel Hill Community Survey Results

Q31a Are there other events that you would like to see provided by the Town?

Q31a Other events

SUPPORT HALLOWEEN
TAKE CARE OF REDEVELOPING DOWNTOWN
TEACH BUSINESS CONCEPTS TO LOCAL LEADERS
THE TOWN FAILED TO SUPPORT THE CHAPEL HILL MUSEUM
THERE IS LOTS OF ENERGY WASTE AT PARKS/SPORTFIELDS
TOO MANY EVENTS PROVIDED BY THE CITY
TOWN WIDE DAYS OF COMMUNITY SERVICE
WANT A GOOD ARTS FESTIVAL BACK-LIKE APPLE CHILLS
WEEK-END BUS SERVICE
WINTER SEASONAL HOLIDAY OBSERVATIONS
WOULD LIKE SEE MONEY SPENT ON SOCCER PARKS
WOULD LIKE TOWN COUNCIL TO WORK WITH OWASA
YES LOWER PROPERTY TAXES

2011 Chapel Hill Community Survey Results

Q32 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q32a Availability of parking downtown	4.6%	2.5%	14.8%	19.1%	30.5%	28.5%
Q32b Cost of parking in downtown	6.3%	5.8%	24.7%	26.5%	20.9%	15.8%
Q32c Multi-space parking meters	17.6%	6.8%	25.0%	25.4%	13.2%	12.0%
Q32d Security of parking downtown	10.2%	9.6%	35.7%	30.5%	8.7%	5.3%

Q32 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." (without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q32a Availability of parking downtown	2.6%	15.5%	20.0%	32.0%	29.9%
Q32b Cost of parking in downtown	6.2%	26.4%	28.3%	22.3%	16.9%
Q32c Multi-space parking meters	8.2%	30.4%	30.8%	16.0%	14.6%
Q32d Security of parking downtown	10.6%	39.8%	33.9%	9.7%	5.9%

2011 Chapel Hill Community Survey Results

Q33 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."

(N=607)

	Don't know	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q33a Residential trash collection service	4.0%	51.4%	34.9%	5.8%	2.6%	1.3%
Q33b Yard waste removal	14.8%	36.7%	31.5%	10.7%	4.1%	2.1%
Q33c Leaf collection	14.5%	28.2%	30.6%	13.8%	9.2%	3.6%
Q33d Residential recycling service	4.9%	45.6%	35.3%	8.4%	3.8%	2.0%
Q33e Dead animal removal from right-of-way	37.6%	16.3%	24.9%	14.0%	5.6%	1.6%
Q33f Removal of large bulky items	33.1%	16.3%	22.1%	18.1%	7.6%	2.8%

Q33 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." (Without Don't Know)

(N=607)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q33a Residential trash collection service	53.5%	36.4%	6.0%	2.7%	1.4%
Q33b Yard waste removal	43.1%	36.9%	12.6%	4.8%	2.5%
Q33c Leaf collection	32.9%	35.8%	16.2%	10.8%	4.2%
Q33d Residential recycling service	48.0%	37.1%	8.8%	4.0%	2.1%
Q33e Dead animal removal from right-of-way	26.1%	39.8%	22.4%	9.0%	2.6%
Q33f Removal of large bulky items	24.4%	33.0%	27.1%	11.3%	4.2%

2011 Chapel Hill Community Survey Results

Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?

Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?	Number	Percent
Yes	351	57.8 %
No	249	41.0 %
Don't Know	7	1.2 %
Total	607	100.0 %

Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road? (Without Don't Know)

Q34 Do you currently use the recycling center services located in Chapel Hill on Eubanks Road?	Number	Percent
Yes	351	58.5 %
No	249	41.5 %
Total	600	100.0 %

2011 Chapel Hill Community Survey Results

Q34a About how many times a year do you take items to be recycled?

Q34a About how many times a year do you take items to be recycled?	Number	Percent
01	19	5.5 %
02	66	19.0 %
03	53	15.2 %
04	46	13.2 %
05	45	12.9 %
06	37	10.6 %
07	3	0.9 %
08	4	1.1 %
10	12	3.4 %
12	21	6.0 %
14	1	0.3 %
15	3	0.9 %
18	1	0.3 %
20	12	3.4 %
23	1	0.3 %
25	3	0.9 %
30	3	0.9 %
34	1	0.3 %
35	1	0.3 %
40	1	0.3 %
45	1	0.3 %
48	1	0.3 %
50	3	0.9 %
52	10	2.9 %
Total	348	100.0 %

2011 Chapel Hill Community Survey Results

Q35 Approximately how many years have you lived in the Town of Chapel Hill?

Q35 Approximately how many years have you lived in the Town of Chapel Hill?	Number	Percent
Less than 5 years	126	20.8 %
5-10 years	139	22.9 %
11-20 years	160	26.4 %
More than 20 years	180	29.7 %
Decline	2	0.3 %
Total	607	100.0 %

Q35 Approximately how many years have you lived in the Town of Chapel Hill? (Without Decline)

Q35 Approximately how many years have you lived in the Town of Chapel Hill?	Number	Percent
Less than 5 years	126	20.8 %
5-10 years	139	23.0 %
11-20 years	160	26.4 %
More than 20 years	180	29.8 %
Total	605	100.0 %

2011 Chapel Hill Community Survey Results

Q36 What is your age?

<u>Q36 What is your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	21	3.5 %
25 to 34	65	10.7 %
35 to 44	134	22.1 %
45 to 54	163	26.9 %
55 to 64	124	20.4 %
65+	97	16.0 %
Decline	3	0.5 %
Total	607	100.0 %

Q36 What is your age? (Without Decline)

<u>Q36 What is your age</u>	<u>Number</u>	<u>Percent</u>
Under 25	21	3.5 %
25 to 34	65	10.8 %
35 to 44	134	22.2 %
45 to 54	163	27.0 %
55 to 64	124	20.5 %
65+	97	16.1 %
Total	604	100.0 %

2011 Chapel Hill Community Survey Results

Q37 Are you or other members of your household of Hispanic or Latino ancestry?

Q37 Are you or other members of your household of Hispanic or Latino ancestry?	Number	Percent
Yes	28	4.6 %
No	572	94.4 %
Decline	6	1.0 %
Total	606	100.0 %

Q37 Are you or other members of your household of Hispanic or Latino ancestry?(Without Decline)

Q37 Are you or other members of your household of Hispanic or Latino ancestry?	Number	Percent
Yes	28	4.7 %
No	572	95.3 %
Total	600	100.0 %

2011 Chapel Hill Community Survey Results

Q38 Which of the following best describes your race?

<u>Q38 Which of the following best describes your race?</u>	<u>Number</u>	<u>Percent</u>
African American/Black	35	5.8 %
American Indian or Alaska Native	4	0.7 %
Asian, Hawaiian or Other Pacific Islander	110	18.1 %
White	461	75.9 %
Other	5	0.8 %
Decline	14	2.3 %
Total	629	

Q38 Which of the following best describes your race? (Without Decline)

<u>Q38 Which of the following best describes your race?</u>	<u>Number</u>	<u>Percent</u>
African American/Black	35	5.8 %
American Indian or Alaska Native	4	0.7 %
Asian, Hawaiian or Other Pacific Islander	110	18.1 %
White	461	75.9 %
Other	5	0.8 %
Total	615	

Q38 Other

Q38 Other

HISPANIC
HISPANIC
HISPANIC
HISPANIC
HISPANIC

2011 Chapel Hill Community Survey Results

Q39 Which of the following best describes your current place of employment?

Q39 Which of the following best describes your current place of employment?	Number	Percent
Employed outside the home	403	66.4 %
Self-employed or work out of home	62	10.2 %
Student, Retired, or Not currently employed outside the home	131	21.6 %
Decline	11	1.8 %
Total	607	100.0 %

39a Where do you work?

Q39-Where do you work	Number	Percent
In Chapel Hill	204	33.6 %
In Carrboro	13	2.1 %
Somewhere else in Orange County	9	1.5 %
In Raleigh	25	4.1 %
In Durham	127	20.9 %
In Cary	9	1.5 %
In Apex	2	0.3 %
In Greensboro	3	0.5 %
Somewhere else in North Carolina	25	4.1 %
None chosen	2	0.3 %
Total	419	

Q40 Your gender:

Q40 Respondents gender	Number	Percent
Male	291	47.9 %
Female	316	52.1 %
Total	607	100.0 %



2020
CHAPEL HILL
OUR TOWN. OUR VISION.

TOWN OF CHAPEL HILL

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

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www.townofchapelhill.org

November 2011

Dear Chapel Hill Resident,

Please help the Town of Chapel Hill plan for the future by completing the survey attached here. The Community Survey is conducted every two years and provides guidance in improving services and establishing budget priorities. If you are not a resident of Chapel Hill, you may disregard this survey

Chapel Hill seeks active resident involvement in Town government. Results from the 2011 survey will provide valuable input toward a visioning process (Chapel Hill 2020) that began earlier this fall to shape the town's direction in a sustainable way for the next 10 years. Learn more about how your friends and neighbors are working together on the creation of our new comprehensive plan at www.chapelhill2020.org and www.2020buzz.org.

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 2012. The results from our last community survey are available for review at Town Hall and at www.townofchapelhill.org/survey. Survey results will be provided in a future issue of the Town's electronic newsletter, *Chapel Hill eNews*. If you wish to subscribe to the news service, contact info@townofchapelhill.org.

If you have any questions, please contact Catherine Lazorko, public information officer, 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



2011 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 ongoing effort to identify and respond to resident concerns. If you have questions, please contact Catherine Lazorko, public information officer, 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 and grounds	5	4	3	2	1	9
J.	Overall flow of traffic and congestion management in the Town	5	4	3	2	1	9
K.	Effectiveness of communication with 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 preparing for the future	5	4	3	2	1	9
N.	How well the Town is managing change	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
Q.	Quality of Town’s bus service (Chapel Hill Transit)	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 – Fire & Emergency Management 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."

Fire Department		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local fire protection	5	4	3	2	1	9
B.	How quickly fire units respond to emergencies	5	4	3	2	1	9
C.	Fire safety education programs	5	4	3	2	1	9
D.	The fire safety you feel while visiting businesses or restaurants	5	4	3	2	1	9

5. PUBLIC SAFETY – Police 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."

Police Department		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.	Chapel Hill Police Department's overall performance	5	4	3	2	1	9
H.	The attitude and behavior of Police Department personnel toward residents	5	4	3	2	1	9
I.	The level of safety and security in your neighborhood	5	4	3	2	1	9

6. Which THREE of the public safety items listed above in Questions 4 AND 5 do you think should receive the most emphasis from Town leaders over the next TWO Years? [Write in the question number and item (e.g. 4-E) below using the letters from the list in Question 4 AND 5 above.]

1st 2nd 3rd

7. Are you familiar with or have you participated in any of the following police initiatives/outreach programs?

(check all that apply)

- (1) Citizens Police Academy (3) Strategic Plan Community Meetings
 (2) Community Watch Meetings (4) Community Conversations

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 during the day	4	3	2	1	9
D.	In downtown Chapel Hill at night	4	3	2	1	9
E.	While patronizing bars and clubs in Chapel Hill	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 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 maintenance of business property	5	4	3	2	1	9
E.	Enforcing parking- residential neighborhoods	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."

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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 Town Cemeteries	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. LIBRARY 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."

<i>Library Services</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The overall quality of library service	5	4	3	2	1	9
B.	Access to library facilities and services	5	4	3	2	1	9
C.	The quality of assistance provided by staff	5	4	3	2	1	9
D.	The quality of children's programs	5	4	3	2	1	9
E.	The quality of reference services	5	4	3	2	1	9
F.	The quality of the collection overall	5	4	3	2	1	9
G.	The quality of the youth services collection	5	4	3	2	1	9
H.	The number of collection items available	5	4	3	2	1	9
I.	The number of DVD's available	5	4	3	2	1	9
J.	The number of recorded books available	5	4	3	2	1	9
K.	The number of e-materials available	5	4	3	2	1	9
L.	Number of public access computers available	5	4	3	2	1	9
M.	The temporary location in University Mall	5	4	3	2	1	9

13. 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."

<i>Town Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutra</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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.	Quality of the stormwater runoff/mgmt system	5	4	3	2	1	9

14. 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 the letters below using the letters from list in Q13 above.]

_____ 1st _____ 2nd _____ 3rd

15. PUBLIC COMMUNICATION AND OUTREACH. 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."

<i>Town Communication</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of information about Town programs/services	5	4	3	2	1	9
B.	Access to information on local issues/events	5	4	3	2	1	9
C.	Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	5	4	3	2	1	9
D.	Access to the Mayor and Town Council	5	4	3	2	1	9
E.	Quality of www.townofchapelhill.org	5	4	3	2	1	9
F.	Chapel Hill eNews updates	5	4	3	2	1	9

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

(check all that apply)

- (A) www.townofchapelhill.org
 (E) Television news (which ones) _____
 (B) Social media (which ones) _____
 (F) Radio _____
 (C) Email
 (G) Newspapers (which ones) _____
 (D) Chapel Hill TV-18 (Time Warner)

17. Which of the sources of information listed in Q16 above, will you turn to in the event of an emergency (severe weather, community threat, etc.)

1st
 2nd
 3rd

18. REASONS TO LIVE IN CHAPEL HILL 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, and are your needs being met?

<i>Indicators</i>		Very Important	Somewhat Important	Not sure	Un-important	<i>Are your needs being met in Chapel Hill?</i>	
						Yes	No
A.	Sense of belonging to the community	4	3	2	1	A	B
B.	Quality of public schools	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Affordability of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of parks and recreation opportunities	4	3	2	1	A	B
H.	Near family or friends	4	3	2	1	A	B
I.	Safety and security	4	3	2	1	A	B
J.	Availability of transportation options	4	3	2	1	A	B
K.	Availability of cultural activities and the arts	4	3	2	1	A	B
L.	Access to restaurants - entertainment	4	3	2	1	A	B
M.	University community	4	3	2	1	A	B
N.	Access to Research Triangle Park	4	3	2	1	A	B

19. ECONOMIC DEVELOPMENT 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>		Much Too Slow	Slow	Just Right	Fast	Much Too Fast	Don't Know
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

20. 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."

<i>Transportation</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
B. The Town's bus service, 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

21. 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

22. 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

23. Do you or does any member of your household use Chapel Hill Transit?

- (1) Yes (Go to 23a) (2) No (Go to 23b)

23a. (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

23b. What is your primary reason for not using Chapel Hill Transit?

- (1) Service is not frequent enough
 (2) Not enough service on weekends
 (3) Just prefer to drive
 (4) Service isn't offered to places I need to go
 (5) Not enough service in the evening
 (6) Other _____

24. Does anyone in your household ride a bicycle?

- (1) Yes (go to 24a & 24b) (2) No (go to 25)

- 24a. (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

24b. (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

25. Within the Town limits, do you feel safe driving, walking and cycling?

- (1) Yes (Go to 26) (2) No (Go to 25a)

25a. If you don't feel safe, why not?

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

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

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

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

28. 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
- (2) Somewhat supportive
- (3) Not sure
- (4) Not supportive

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

- (1) Stormwater system improvements
- (2) Street extensions
- (3) Sidewalk construction
- (4) Street reconstruction
- (5) Traffic signal replacements/upgrades
- (6) Parks renovations
- (7) Public facilities
- (8) Additional bicycle lanes/off-road paths
- (9) Open Space Acquisition
- (10) Trails and Greenways
- (11) Re-development of Downtown
- (12) Transit – Regional transit services

30. If you own a home in Chapel Hill, 32% of your property tax bill goes to the Town of Chapel Hill to fund the Town’s operating budget. The balance of your bill is split between the County (56%) and the School District (12%). What is your level of satisfaction with the value you receive for the portion of your property taxes that funds the Town’s operating budget.

- (1) Very satisfied
- (2) Satisfied
- (3) Neutral
- (4) Dissatisfied
- (5) Very Dissatisfied
- (6) Don’t know

OTHER ISSUES

31. What are the most important events offered by the Town? (check all that apply)

- (1) Locally Grown
- (2) Fourth of July
- (3) Festifall
- (4) Earth Action
- (5) Other _____

31a. Are there other events that you would like to see provided by the Town?

32. 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.	Multi-space parking meters	5	4	3	2	1	9
D.	Security of parking downtown	5	4	3	2	1	9

33. 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."

<i>Trash Service</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Residential trash collection services	5	4	3	2	1	9
B. Yard waste removal	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
F. Removal of large bulky items	5	4	3	2	1	9

34. Do you currently use the recycling center services located in Chapel Hill or Eubanks Road?
 _____ (1) Yes (go to Q 34a) _____ (2) No (go to Q35)

34a. About how many times a year do you take items to be recycled? _____

DEMOGRAPHICS

35. 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

36. 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+

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

- ____(1) Yes ____ (2) No

38. 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

39. 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

40. 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