

Section 5:
Survey Instrument



TOWN OF CHAPEL HILL
Office of the Town Manager

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Chapel Hill, NC 27514-5705

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www.townofchapelhill.org

September 2015

Dear Chapel Hill Resident,

When you tell us what you think, we listen!

In the last Community Survey, you ranked your Top Three parks and recreation concerns – walking/biking trails, maintenance of parks, and programs for teens. Responding to these interests, construction is now under way to extend the Bolin Creek Greenway. More trail and parks improvements are included in the bond referendum on November 3, 2015. And we are offering new programs for teens at the Teen Center and the Chapel Hill Public Library, and planning for more.

We hear you when the maintenance and preservation of downtown consistently ranks as an area that should receive emphasis. We continue to enliven our downtown through improved lighting, new bicycle amenities and pedestrian crosswalks, and summertime concerts and a farmer's market. Since we first asked this question in 2009, satisfaction ratings on this topic have increased 14 percent.

So please tell us what you think! By completing the enclosed Community Survey, you can be part of our efforts to build a community where people thrive! Included in this envelope is a postage-paid return envelope to ETC Institute to collect your anonymous response. Learn more at www.townofchapelhill.org/survey.

Survey results will be presented at a Come Learn with Us public session in December 2015. This is our "bite-sized" Citizens Academy that you can attend in person or virtually at www.townofchapelhill.org/comelearnwithus. To receive results by email or to subscribe to the Town's newsletter *Chapel Hill eNews*, contact us at info@townofchapelhill.org.

If you have questions, please contact Communications Manager Catherine Lazorko at 919-969-5055 or clazorko@townofchapelhill.org.

Thank you for your help in guiding the direction of our community.

Sincerely,

A handwritten signature in blue ink, appearing to read "Roger L. Stancil".

Roger L. Stancil
Town Manager



2015 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, communications manager, 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.

<i>Town Services</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1. Overall quality of services provided by the Town of Chapel Hill	5	4	3	2	1	9
2. Overall quality of public safety services (e.g., police, fire)	5	4	3	2	1	9
3. Overall quality of Town parks and recreation programs and facilities	5	4	3	2	1	9
4. Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
5. Overall quality of Public Library services	5	4	3	2	1	9
6. Overall enforcement of Town codes/ordinances	5	4	3	2	1	9
7. Overall maintenance of major streets	5	4	3	2	1	9
8. Overall maintenance of neighborhood streets	5	4	3	2	1	9
9. Overall maintenance of Town buildings and facilities	5	4	3	2	1	9
10. Overall maintenance of public housing buildings and grounds	5	4	3	2	1	9
11. Overall flow of traffic and congestion management in the Town	5	4	3	2	1	9
12. Effectiveness of communication with public	5	4	3	2	1	9
13. Overall value for your tax dollars and fees	5	4	3	2	1	9
14. How well the Town is preparing for the future	5	4	3	2	1	9
15. How well the Town is managing change	5	4	3	2	1	9
16. Emergency preparedness	5	4	3	2	1	9
17. Quality of landscaping in parks, medians and other public areas	5	4	3	2	1	9
18. Quality of 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 numbers below using the numbers 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.”

<i>How would you rate The Town of Chapel Hill:</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
1. Overall image of the Town	5	4	3	2	1	9
2. Overall quality of life in the Town	5	4	3	2	1	9
3. Overall feeling of safety in the Town	5	4	3	2	1	9
4. Quality of new development in the Town	5	4	3	2	1	9
5. As a place to retire	5	4	3	2	1	9
6. Overall appearance of the Town	5	4	3	2	1	9
7. Availability of affordable housing for sale	5	4	3	2	1	9
8. Availability of affordable housing for rent	5	4	3	2	1	9
9. Acceptance of diverse populations	5	4	3	2	1	9
10. As a community thinking about choices for future generations	5	4	3	2	1	9
11. 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.”

<i>Fire Department</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1. Overall quality of local fire protection	5	4	3	2	1	9
2. How quickly fire units respond to emergencies	5	4	3	2	1	9
3. Fire safety education programs	5	4	3	2	1	9
4. 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.”

<i>Police Department</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
5. Overall quality of local police protection	5	4	3	2	1	9
6. The visibility of police in neighborhoods	5	4	3	2	1	9
7. The Town's efforts to prevent crime	5	4	3	2	1	9
8. How quickly police respond to emergencies	5	4	3	2	1	9
9. Enforcement of local traffic laws	5	4	3	2	1	9
10. Police safety education programs	5	4	3	2	1	9
11. Chapel Hill Police Department's overall performance	5	4	3	2	1	9
12. The attitude and behavior of Police Department personnel toward residents	5	4	3	2	1	9
13. 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 below using the numbers from the list in Question 4 AND 5 above.]

1st 2nd 3rd

7. Have you interacted with the Town's Police Department in any of the following ways within the past 2 years? (Check all that apply.)

- (1) Neighborhood meeting (3) Enforcement setting (traffic stop, etc.) (5) Citizens Academy
 (2) 911 call I initiated (4) As a victim of a crime

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:

<i>How safe do you feel:</i>	<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
1. In your neighborhood during the day	4	3	2	1	9
2. In your neighborhood at night	4	3	2	1	9
3. In downtown Chapel Hill during the day	4	3	2	1	9
4. In downtown Chapel Hill at night	4	3	2	1	9
5. While patronizing bars and clubs in Chapel Hill	4	3	2	1	9
6. On the UNC-Chapel Hill Campus	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.”

<i>Town Regulations</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1. Enforcing the clean-up of litter and debris on private property	5	4	3	2	1	9
2. Enforcing mowing and trimming of property	5	4	3	2	1	9
3. Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
4. Enforcing maintenance of business property	5	4	3	2	1	9
5. Enforcing parking-residential neighborhoods	5	4	3	2	1	9
6. 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>
1.	Maintenance of Town parks/cemeteries	5	4	3	2	1	9
2.	Number of Town parks	5	4	3	2	1	9
3.	Number of walking and biking trails	5	4	3	2	1	9
4.	Quality of outdoor athletic fields	5	4	3	2	1	9
5.	Number of outdoor athletic fields	5	4	3	2	1	9
6.	Availability of information about Town parks and recreation programs	5	4	3	2	1	9
7.	The Town’s youth athletic programs	5	4	3	2	1	9
8.	The Town’s adult athletic programs	5	4	3	2	1	9
9.	Special events/festivals (Festifall, July 4th, etc.)	5	4	3	2	1	9
10.	Adapted recreation & inclusion programs	5	4	3	2	1	9
11.	Number of children’s play areas	5	4	3	2	1	9
12.	Number of programs for teens	5	4	3	2	1	9
13.	Arts programs (ceramics, plaza concerts, dance)	5	4	3	2	1	9
14.	Public art (rotating sculpture, etc.)	5	4	3	2	1	9
15.	Quality of aquatics facilities/programs	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 numbers below using the numbers 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>
1.	The overall quality of library services	5	4	3	2	1	9
2.	Library hours of operation	5	4	3	2	1	9
3.	Customer service provided by staff	5	4	3	2	1	9
4.	Children’s programs	5	4	3	2	1	9
5.	Teen programs	5	4	3	2	1	9
6.	Adult programs	5	4	3	2	1	9
7.	Print collection	5	4	3	2	1	9
8.	DVD collection	5	4	3	2	1	9
9.	Music collection	5	4	3	2	1	9
10.	Audio collection	5	4	3	2	1	9
11.	Ebook collection	5	4	3	2	1	9
12.	WiFi service	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>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	Maintenance of Town main street thoroughfares	5	4	3	2	1	9
2.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
3.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
4.	Maintenance/preservation of downtown	5	4	3	2	1	9
5.	Overall cleanliness of streets, and other public areas	5	4	3	2	1	9
6.	Adequacy of street lighting	5	4	3	2	1	9
7.	Condition of sidewalks	5	4	3	2	1	9
8.	Maintenance of the stormwater drainage 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 numbers below using the numbers 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>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	Quality of information about Town programs/services	5	4	3	2	1	9
2.	Access to information on local issues/events	5	4	3	2	1	9
3.	Opportunities to participate in local government (advisory boards, input on decisions and initiatives, volunteering)	5	4	3	2	1	9
4.	Access to the Mayor and Town Council	5	4	3	2	1	9
5.	Quality of www.townofchapelhill.org	5	4	3	2	1	9
6.	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, events and emergencies (severe weather, community threat, etc.)? (Check all that apply.)

- | | |
|---|---|
| _____ (01) www.townofchapelhill.org | _____ (08) Chapel Hill Gov-TV |
| _____ (02) Chapel Hill eNews | _____ (09) Television news (which ones) _____ |
| _____ (03) Social media (which ones) _____ | _____ (10) Radio (which ones) _____ |
| _____ (04) HOA/community organizations | _____ (11) Newspapers (which ones) _____ |
| _____ (05) Neighborhood Watch | _____ (12) Community Planning Meetings |
| _____ (06) Word of Mouth | _____ (13) Other: _____ |
| _____ (07) Alert Carolina | |

17. What are the THREE ways you most prefer to receive information about Town issues, services, events, and emergencies? [Write in the numbers below using the numbers from Question 16 above.]

_____ 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>		<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not sure</i>	<i>Unimportant</i>	<i>Are your needs being met in Chapel Hill?</i>	
						<i>Yes</i>	<i>No</i>
1.	Sense of belonging to the community	4	3	2	1	1	2
2.	Quality of public schools	4	3	2	1	1	2
3.	Employment opportunities	4	3	2	1	1	2
4.	Types of housing	4	3	2	1	1	2
5.	Affordability of housing	4	3	2	1	1	2
6.	Access to quality shopping	4	3	2	1	1	2
7.	Availability of parks and recreation opportunities	4	3	2	1	1	2
8.	Near family or friends	4	3	2	1	1	2
9.	Safety and security	4	3	2	1	1	2
10.	Availability of transportation options	4	3	2	1	1	2
11.	Well maintained local streets	4	3	2	1	1	2
12.	Availability of cultural activities/arts	4	3	2	1	1	2
13.	Access to restaurants - entertainment	4	3	2	1	1	2
14.	University community	4	3	2	1	1	2
15.	Access to Research Triangle Park	4	3	2	1	1	2
16.	Community planning for the future	4	3	2	1	1	2
17.	Other: _____	4	3	2	1	1	2

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>		<i>Much Too Slow</i>	<i>Slow</i>	<i>Just Right</i>	<i>Fast</i>	<i>Much Too Fast</i>	<i>Don't Know</i>
1.	Office development	5	4	3	2	1	9
2.	Multi-family residential development	5	4	3	2	1	9
3.	Single-family residential development	5	4	3	2	1	9
4.	Retail development	5	4	3	2	1	9
5.	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>
1.	How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
2.	The Town’s bus service, Chapel Hill Transit	5	4	3	2	1	9
3.	The ease of walking or biking in Chapel Hill	5	4	3	2	1	9
4.	Availability of sidewalks in the Town	5	4	3	2	1	9
5.	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 (Franklin St. to I-40)
 (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
 (3) Separate bike paths
 (2) Striped on-road lanes
 (4) Bicycle parking

25. Within the Town limits, do you feel safe driving? _____ (1) Yes _____ (2) No

26. Within the Town limits, do you feel safe walking? _____ (1) Yes _____ (2) No

27. Within the Town limits, do you feel safe cycling? _____ (1) Yes _____ (2) No

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

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

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

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

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

- | | |
|---|--|
| _____ (01) Stormwater system improvements | _____ (07) Public facilities |
| _____ (02) Street extensions | _____ (08) Additional bicycle lanes/off-road paths |
| _____ (03) Sidewalk construction | _____ (09) Open Space Acquisition |
| _____ (04) Street pavement improvements | _____ (10) Trails and Greenways |
| _____ (05) Traffic signal replacements/upgrades | _____ (11) Re-development of Downtown |
| _____ (06) Parks renovations | _____ (12) Transit – Regional transit services |

31. Are you aware of a Bond Referendum on November 3 that asks voters to decide whether the Town can issue up to \$40.3 million in general obligation bonds to fund improvements throughout the community?

- _____ (1) Yes _____ (2) No

32. If you own a home in Chapel Hill, 33% 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 (54%) and the School District (13%). 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 | _____ (4) Dissatisfied |
| _____ (2) Satisfied | _____ (5) Very Dissatisfied |
| _____ (3) Neutral | _____ (9) Don't know |

33. Do you feel your voice can influence change in Chapel Hill?

- _____ (1) Yes _____ (2) No

OTHER ISSUES

34. What amount of your total household income is spent on housing expenses (mortgage or rent) including utilities?

- | | | |
|-------------------------|-----------------------|-------------------------|
| _____ (1) Less than 15% | _____ (3) 20% - 29.9% | _____ (5) 40% - 49.9% |
| _____ (2) 15% - 19.9% | _____ (4) 30% - 39.9% | _____ (6) More than 50% |

35. How many computer devices (**EXCLUDING SMART PHONES**) do you have at home to access the internet (desktop computer, laptop computer, tablet)?

- | | | |
|-------------|-------------|-----------------------|
| _____ (1) 0 | _____ (4) 3 | _____ (6) 5 |
| _____ (2) 1 | _____ (5) 4 | _____ (7) More than 5 |
| _____ (3) 2 | | |

36. Do you have internet access at home?

- _____ (1) Yes (Go to 36a)
_____ (2) Not Sure (Go to 37)
_____ (3) No; If no, do you have school age children at home? **Yes** **No** (Go to 37.)

36a. (If yes to 36.) How much do you pay per month for Internet service?

- | | | |
|---------------------|---------------------|-------------------------|
| _____ (1) \$0 | _____ (4) \$40-\$59 | _____ (7) \$100 or more |
| _____ (2) \$1-\$20 | _____ (5) \$60-\$79 | _____ (8) Not sure |
| _____ (3) \$20-\$39 | _____ (6) \$80-\$99 | |

37. 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."

<i>Downtown Parking</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	Availability of parking downtown	5	4	3	2	1	9
2.	Cost of parking in downtown	5	4	3	2	1	9
3.	Payment options (credit card, phone, etc.)	5	4	3	2	1	9
4.	Ease of use	5	4	3	2	1	9
5.	Security of parking downtown	5	4	3	2	1	9

38. 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>
1.	Residential trash collection services	5	4	3	2	1	9
2.	Yard waste removal	5	4	3	2	1	9
3.	Leaf collection	5	4	3	2	1	9
4.	Residential recycling service	5	4	3	2	1	9
5.	Dead animal removal from right-of-way	5	4	3	2	1	9
6.	Removal of large bulky items	5	4	3	2	1	9

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

_____ (1) Yes (Go to Q39a.) _____ (2) No (Go to Q40.)

39a. About how many times a year do you take items to be recycled? _____

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

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

41. 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+

42. Are you or other members of your household of Hispanic or Latino ancestry? _____ (1) Yes _____ (2) No

43. 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

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

_____ (1) Employed outside the home

Where do you work?

_____ (1-1) In Chapel Hill _____ (1-6) In Cary
 _____ (1-2) In Carrboro _____ (1-7) In Apex
 _____ (1-3) Somewhere else in Orange County _____ (1-8) In Greensboro
 _____ (1-4) In Raleigh _____ (1-9) Somewhere else in North Carolina
 _____ (1-5) In Durham
 _____ (2) UNC Staff/Faculty/Student
 _____ (3) Research Triangle Park (RTP)
 _____ (4) Self-employed or work out of home
 _____ (5) Student, Retired, or Not currently employed outside the home

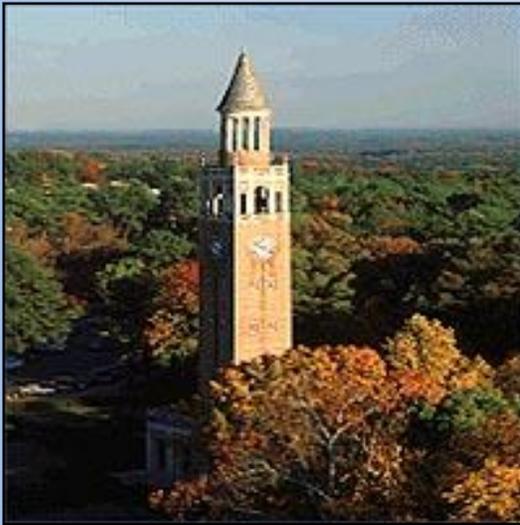
45. How do you identify yourself: _____ (1) Male _____ (2) Female _____ (3) Other (please specify): _____

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 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.

2015 DirectionFinder® Community Survey *Appendix A: GIS Maps*



ETC Institute
725 West Frontier Circle
Olathe, Kansas
66061

Prepared for
Town of Chapel Hill

December 2015

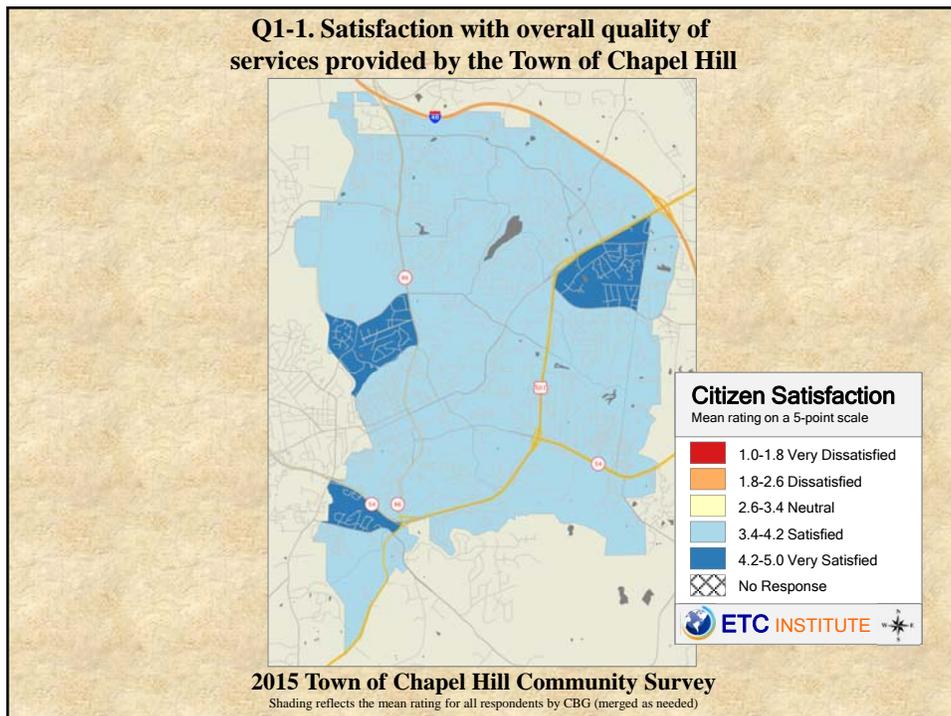
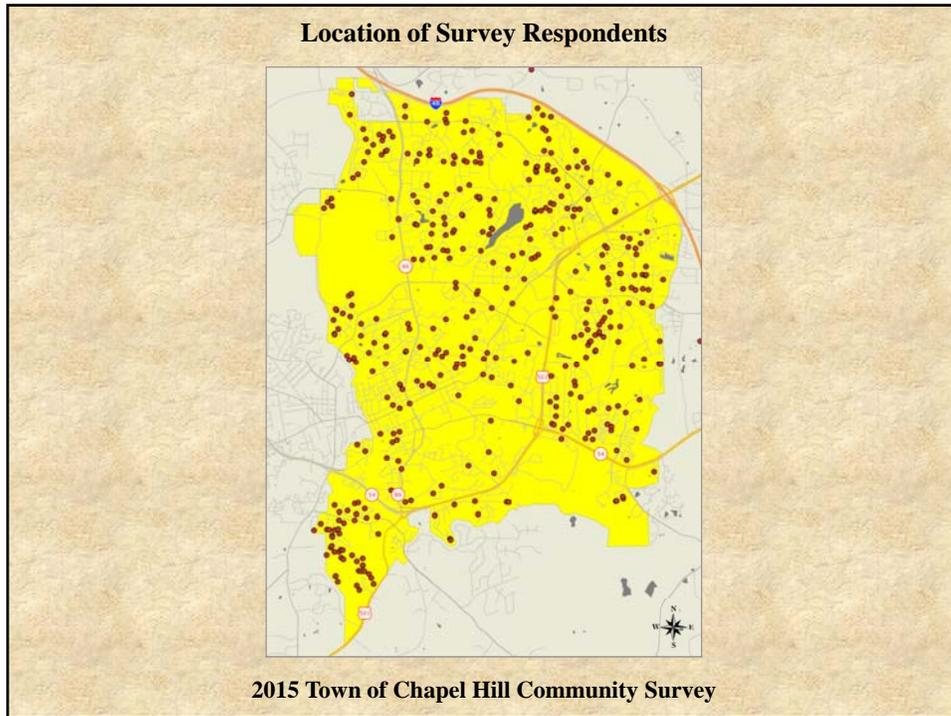
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Census Block Group in the Town of Chapel Hill.

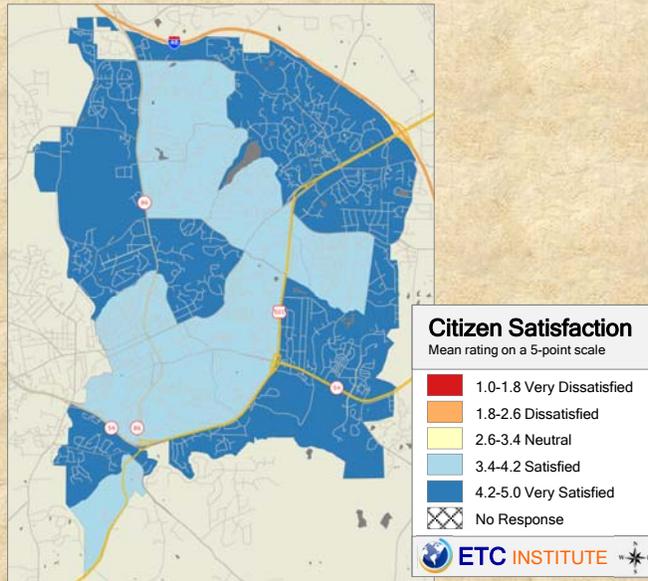
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of “very satisfied” or “satisfied” responses, higher levels of “very safe” or “safe” responses or higher levels of agreement depending upon the type of question.
- **YELLOW** shades indicate NEUTRAL ratings. Shades of yellow generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **RED/ORANGE** shades indicate NEGATIVE ratings. Shades of red generally indicate higher levels of “dissatisfied” or “very dissatisfied” responses, higher levels of “unsafe” or “very unsafe” responses and higher levels of disagreement depending on the question.



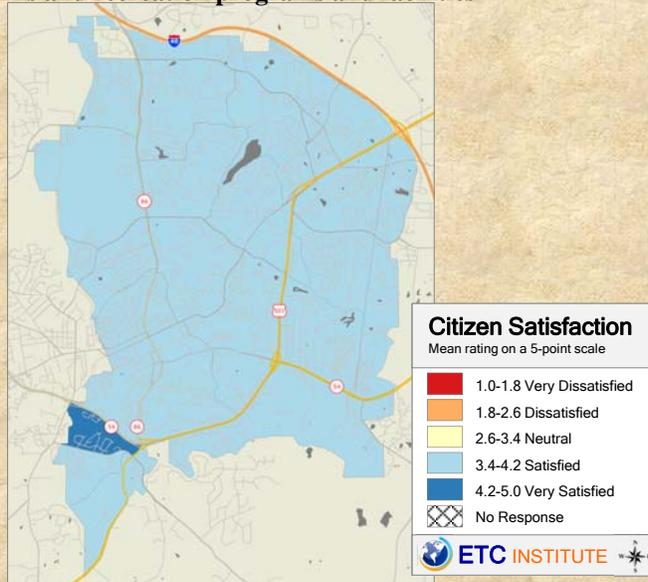
Q1-2. Satisfaction with overall quality of public safety services



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

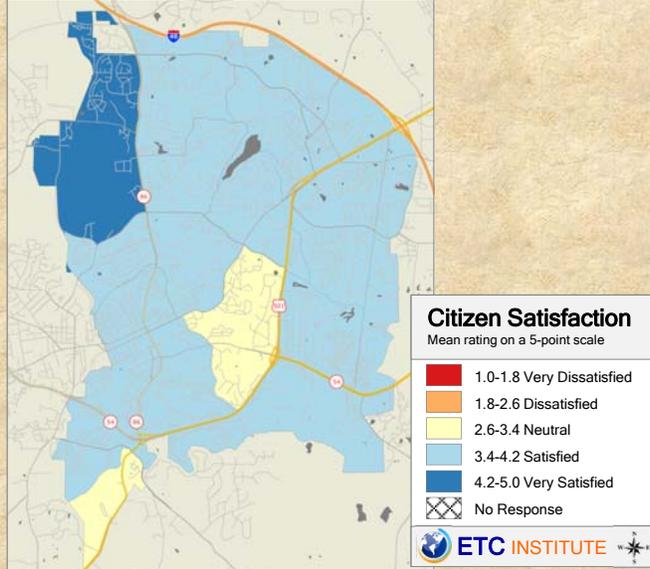
Q1-3. Satisfaction with overall quality of Town parks and recreation programs and facilities



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

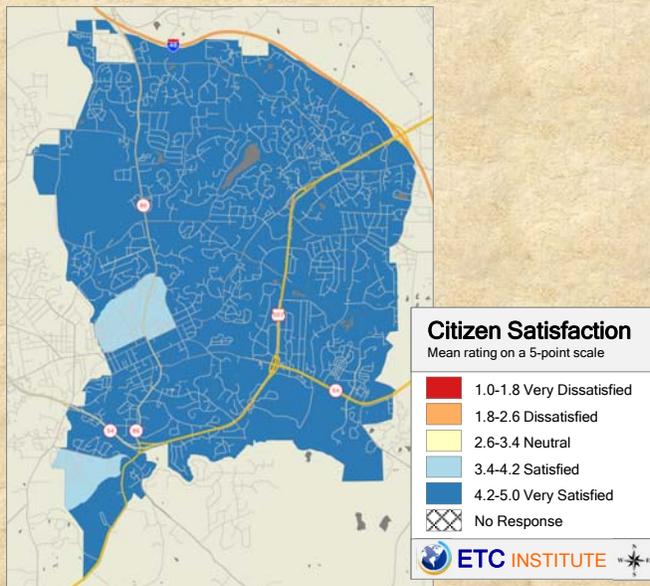
Q1-4. Satisfaction with overall quality of customer service you receive from Town employees



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

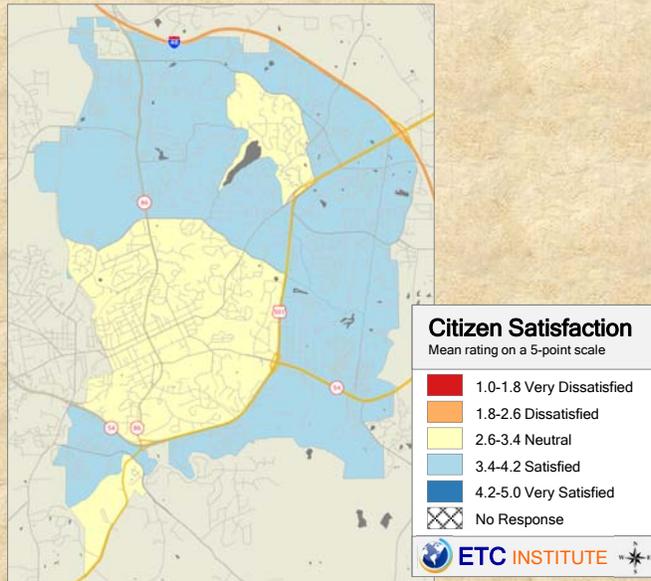
Q1-5. Satisfaction with overall quality of Public Library services



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

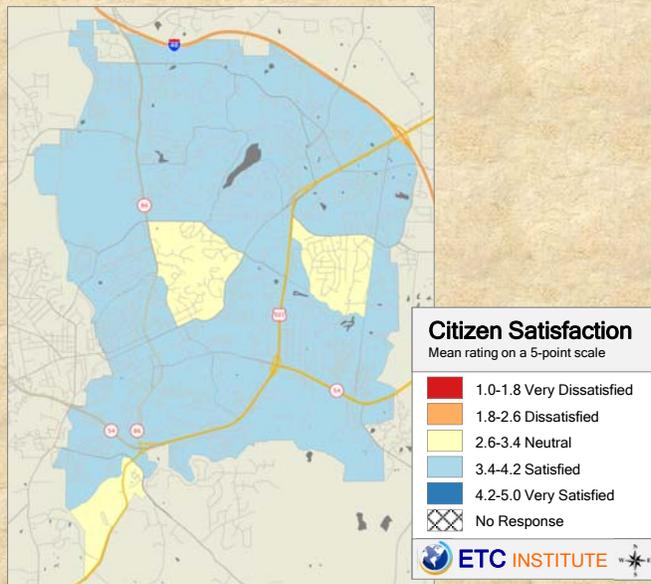
Q1-6. Satisfaction with overall enforcement of Town codes/ordinances



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

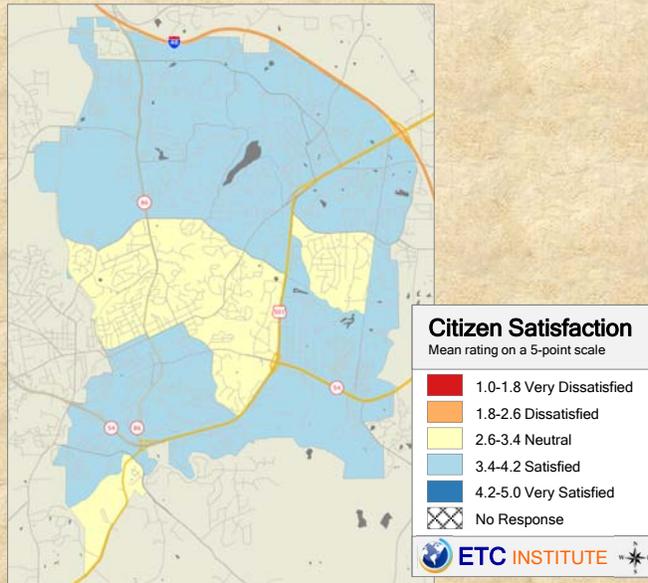
Q1-7. Satisfaction with overall maintenance of major streets



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

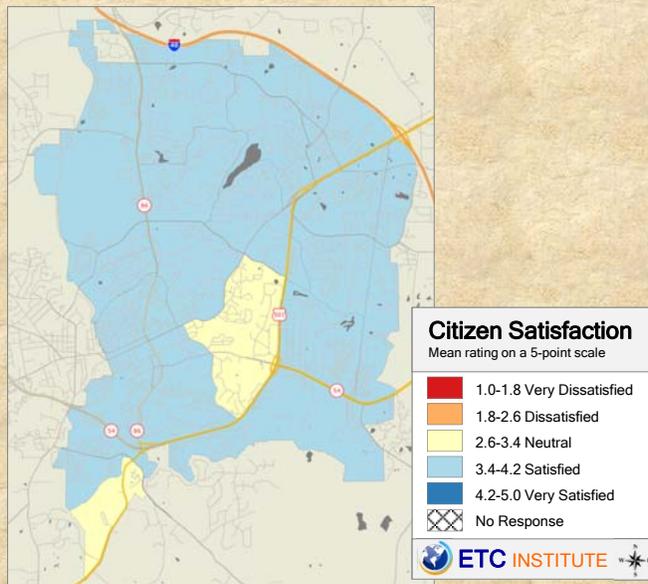
Q1-8. Satisfaction with overall maintenance of neighborhood streets



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

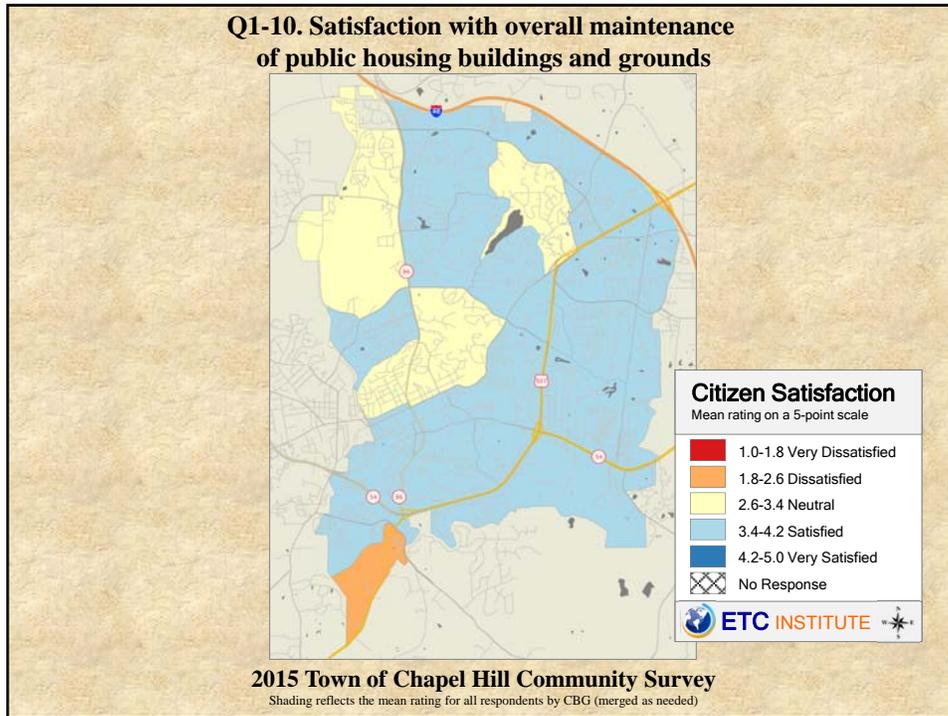
Q1-9. Satisfaction with overall maintenance of Town buildings and facilities



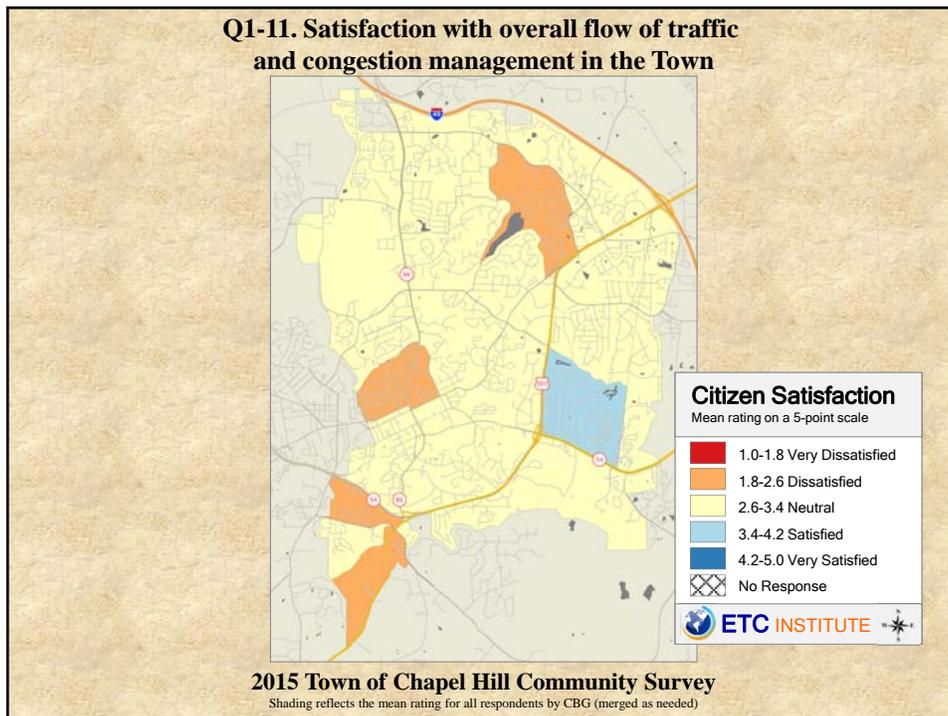
2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

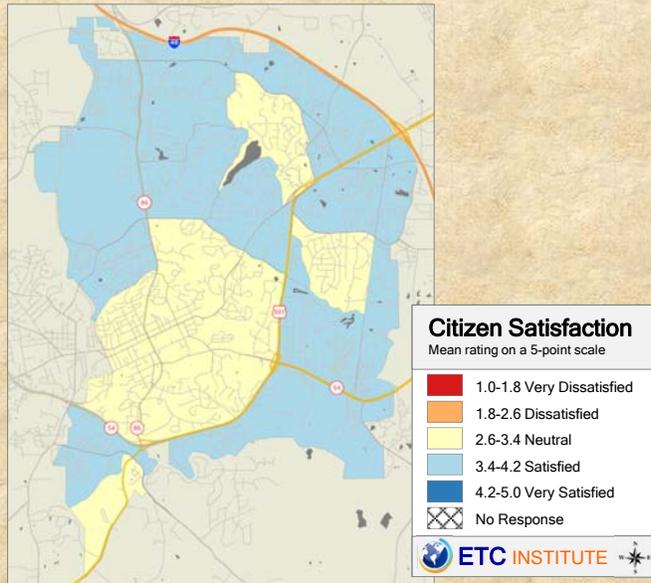
Q1-10. Satisfaction with overall maintenance of public housing buildings and grounds



Q1-11. Satisfaction with overall flow of traffic and congestion management in the Town



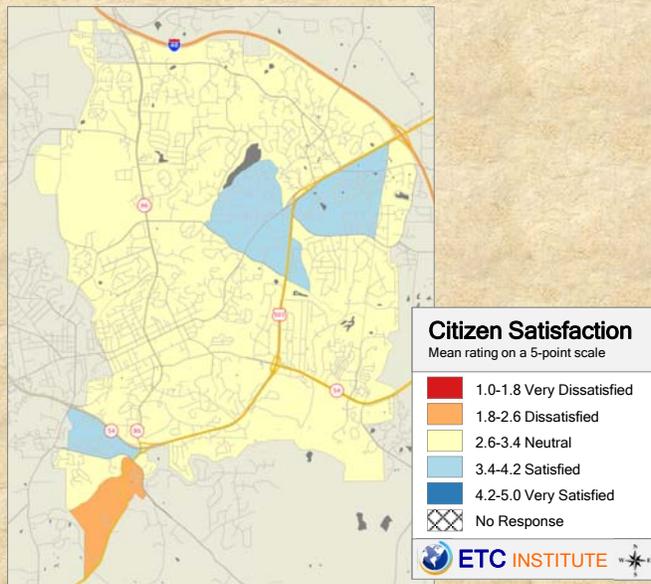
Q1-12. Satisfaction with effectiveness of communication with public



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

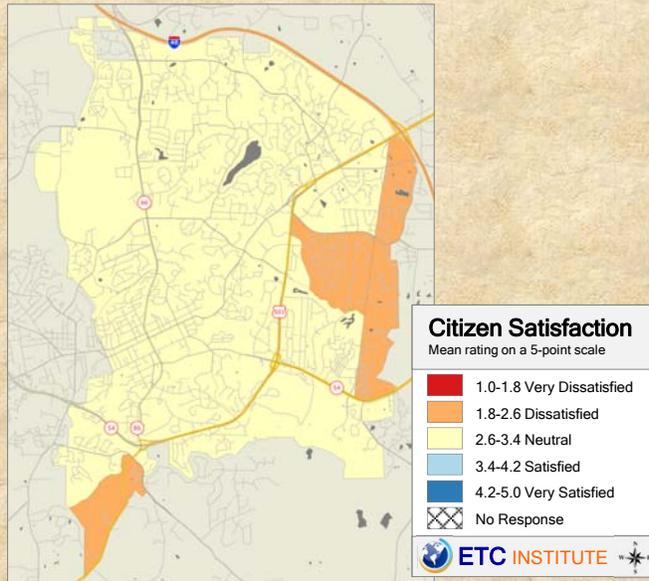
Q1-13. Satisfaction with overall value for your tax dollars and fees



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

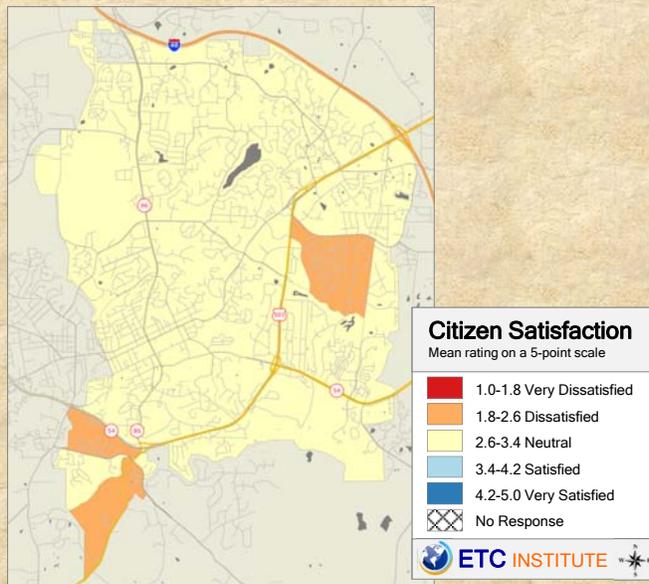
Q1-14. Satisfaction with how well the Town is preparing for the future



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

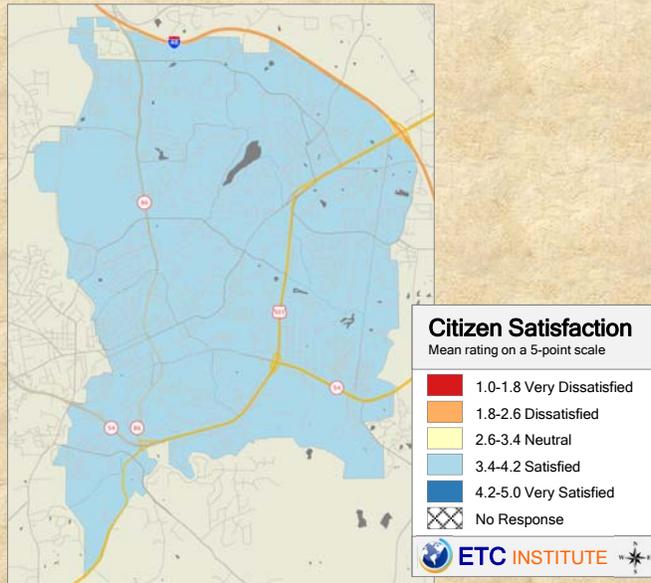
Q1-15. Satisfaction with how well the Town is managing change



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

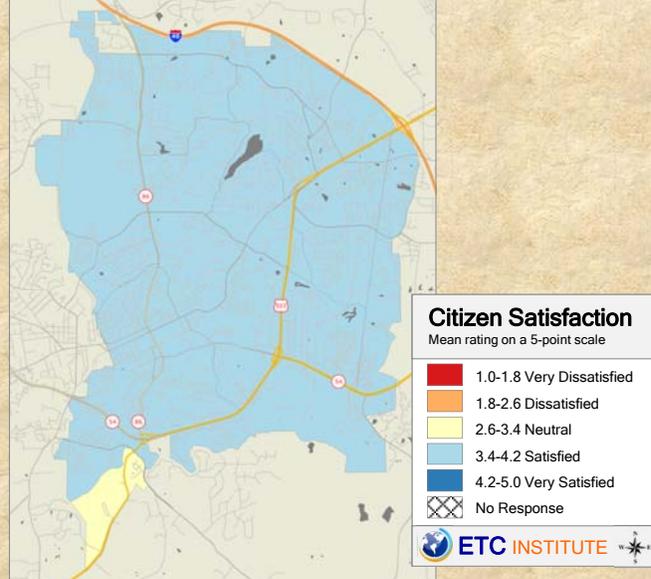
Q1-16. Satisfaction with emergency preparedness



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

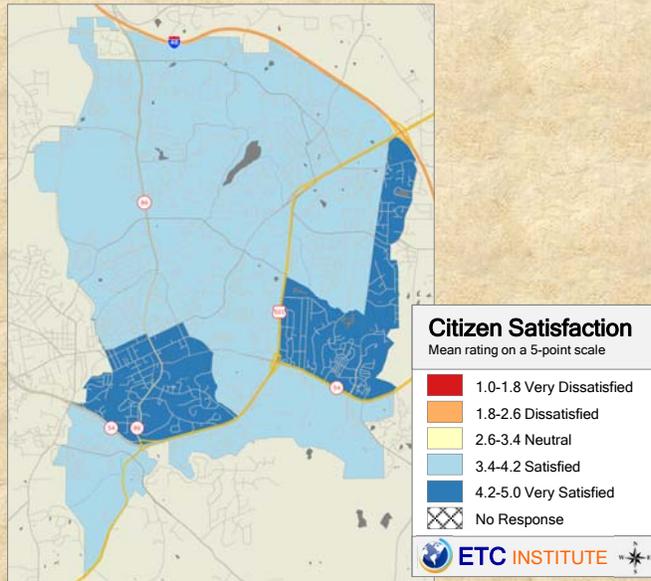
Q1-17. Satisfaction with quality of landscaping in parks, medians and other public areas



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

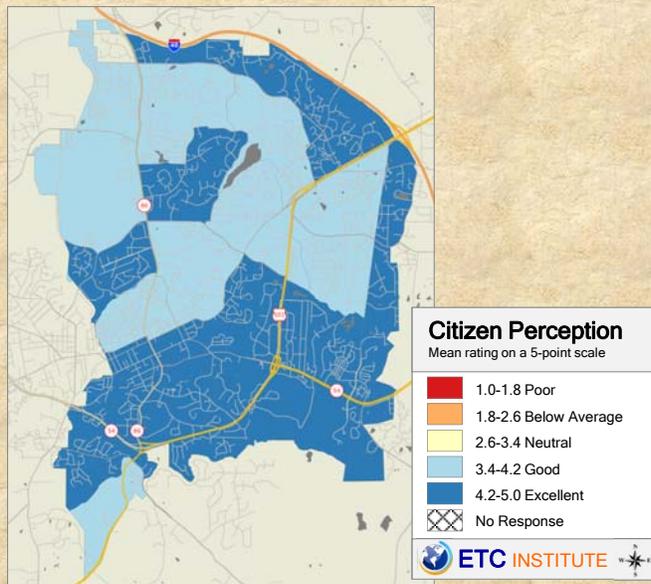
Q1-18. Satisfaction with quality of Chapel Hill transit



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

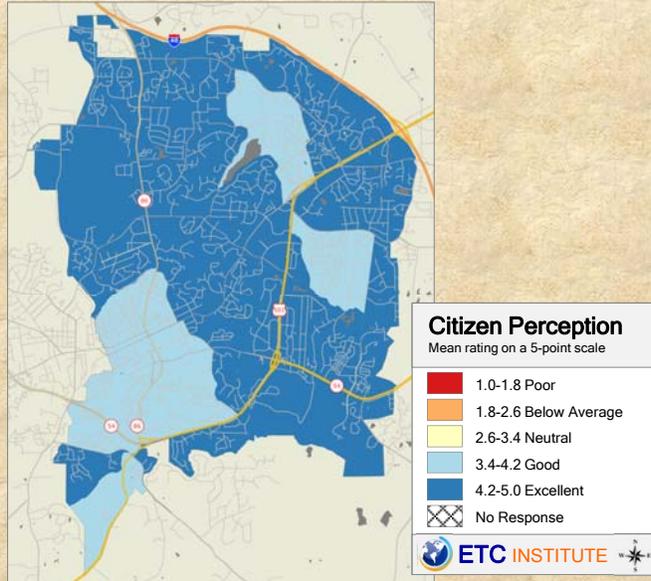
Q3-1. Overall image of the Town



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

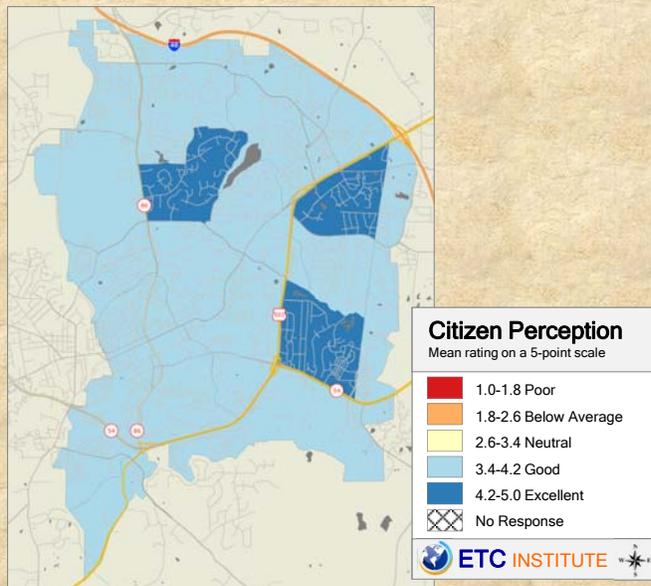
Q3-2. Overall quality of life in the Town



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

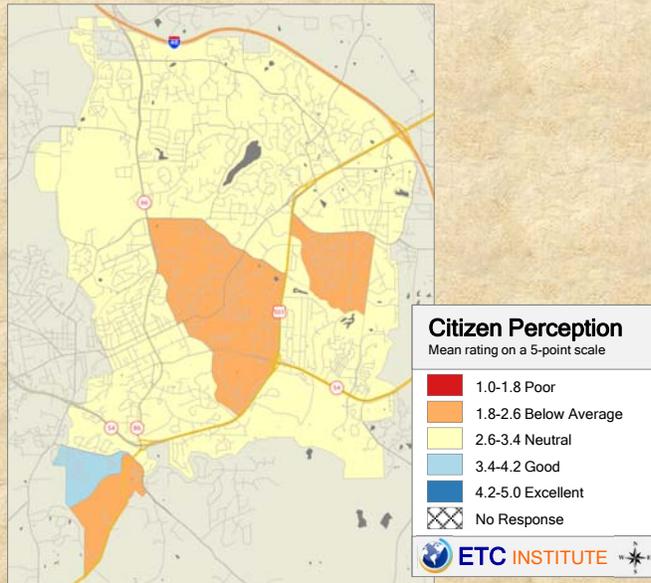
Q3-3. Overall feeling of safety in the Town



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

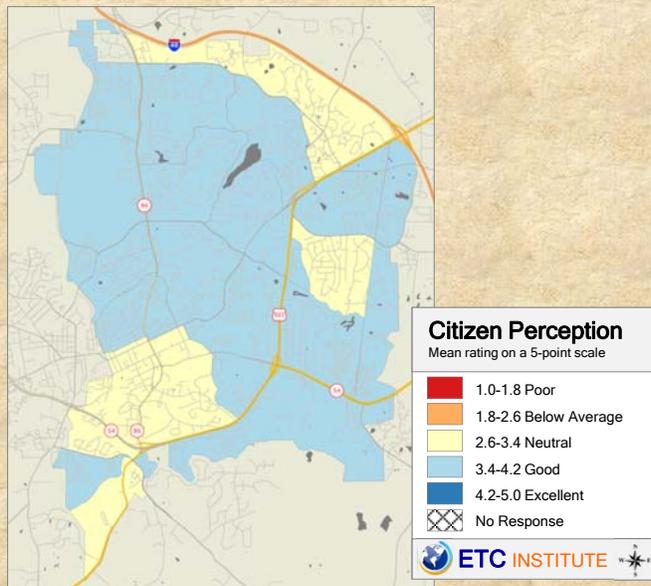
Q3-4. Quality of new development in the Town



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

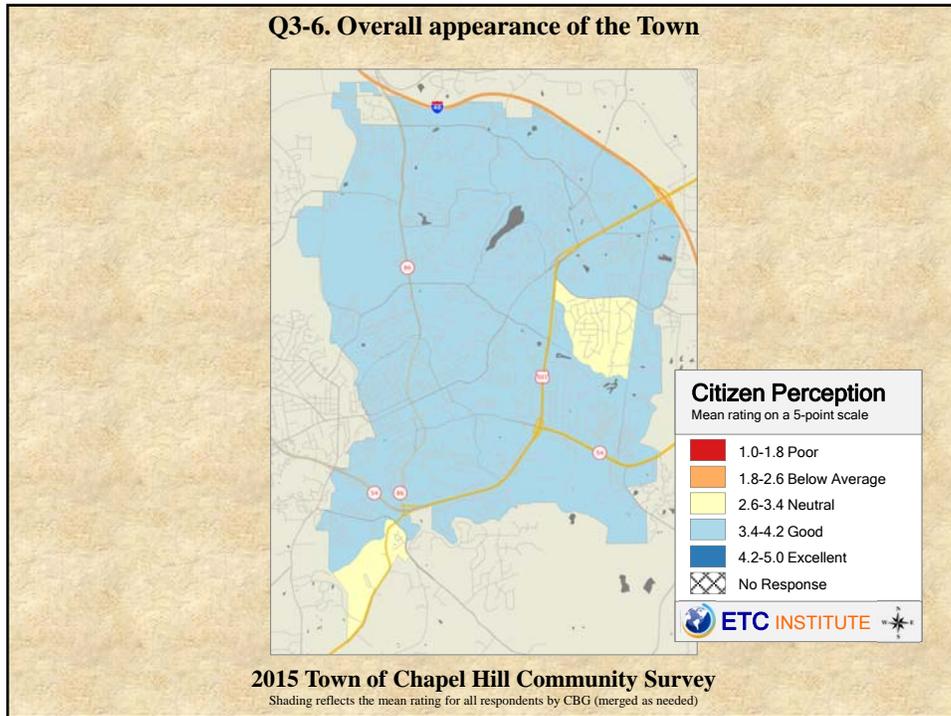
Q3-5. As a place to retire



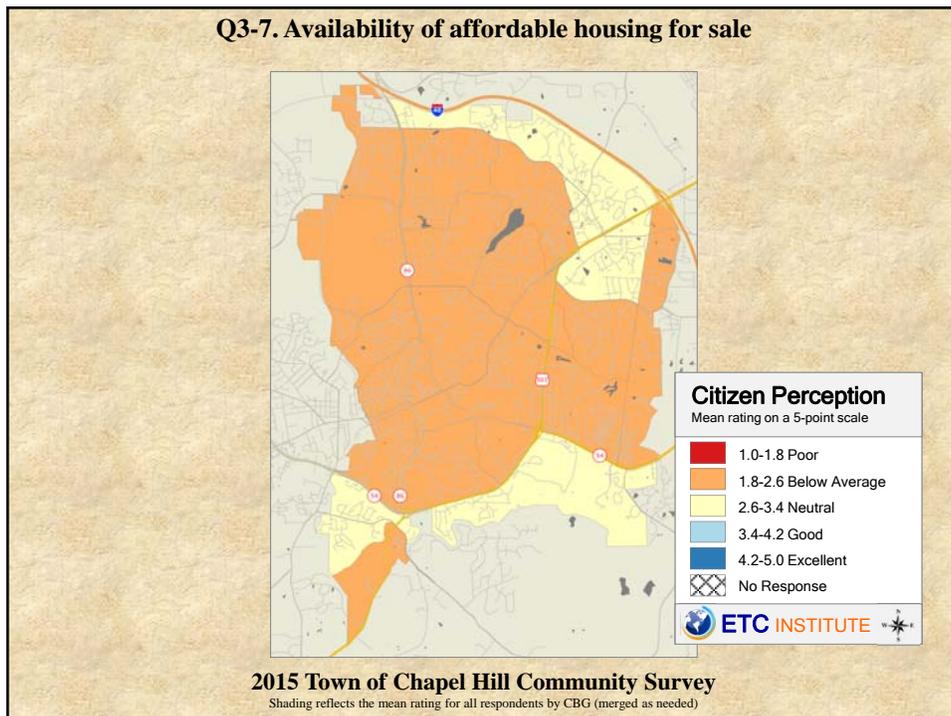
2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

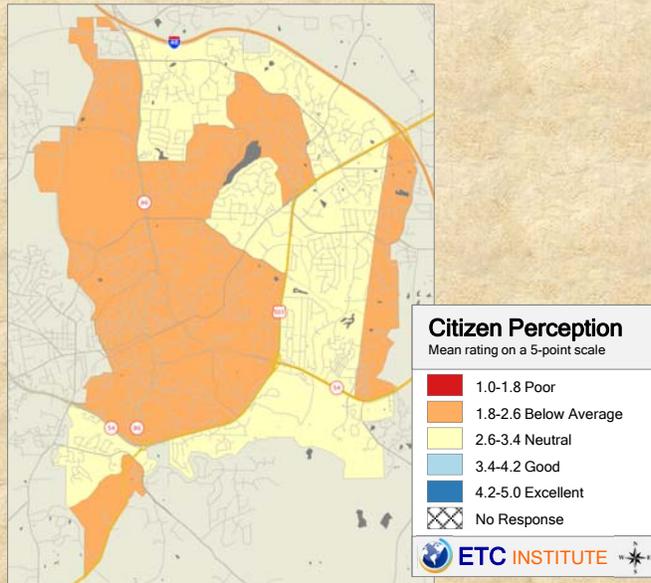
Q3-6. Overall appearance of the Town



Q3-7. Availability of affordable housing for sale



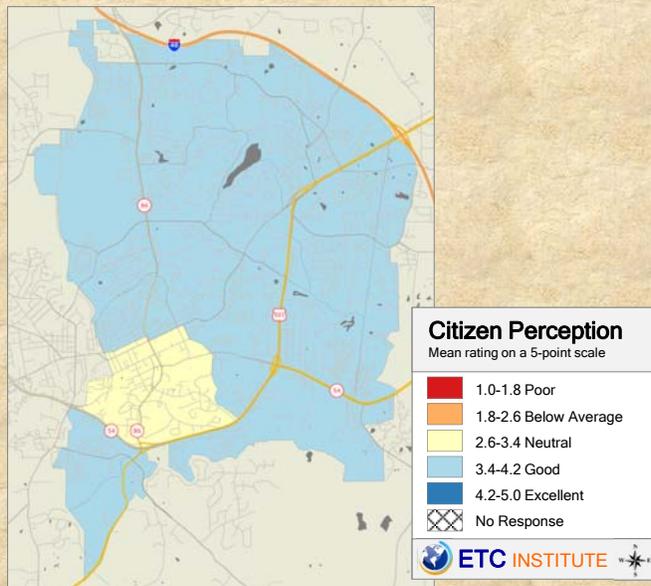
Q3-8. Availability of affordable housing for rent



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

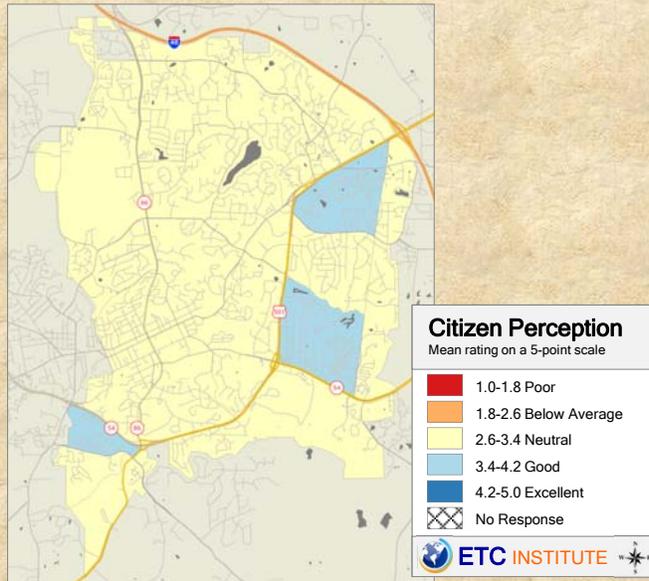
Q3-9. Acceptance of diverse populations



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

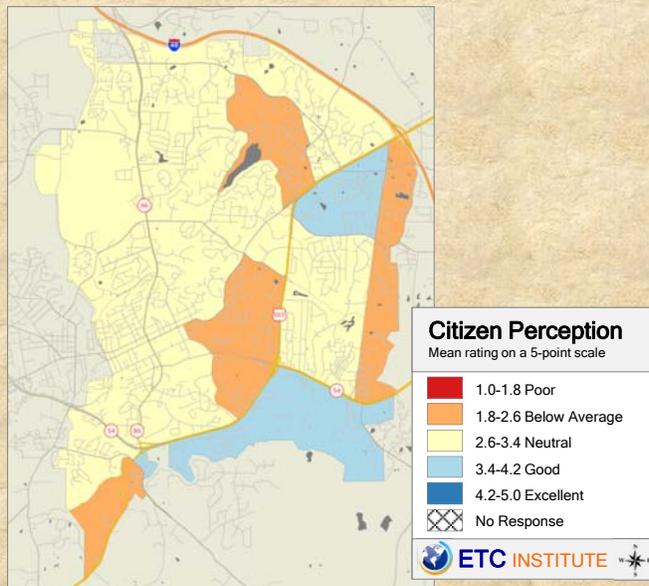
Q3-10. As a community thinking about choices for future generations



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

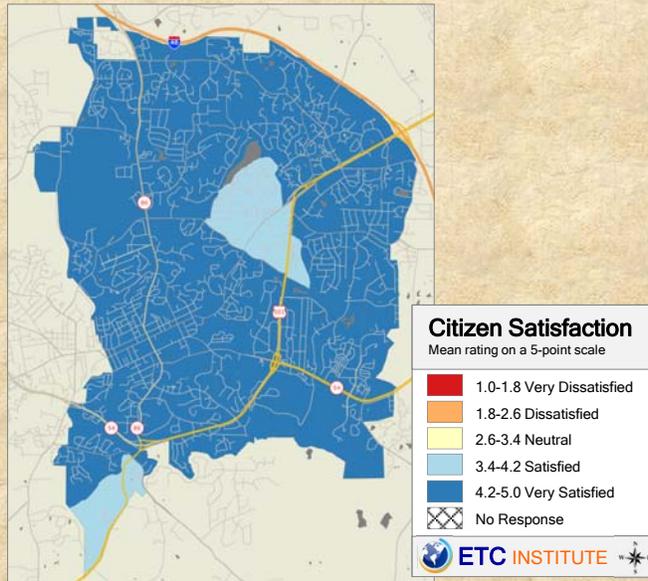
Q3-11. Job availability



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

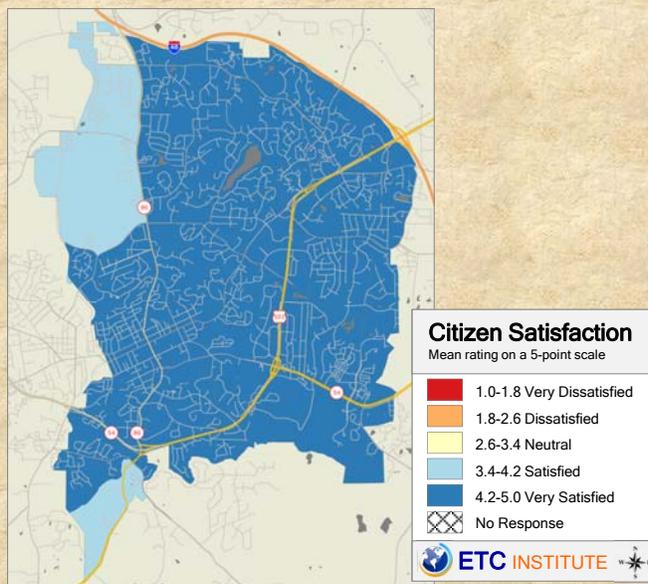
Q4-1. Satisfaction with overall quality of local fire protection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

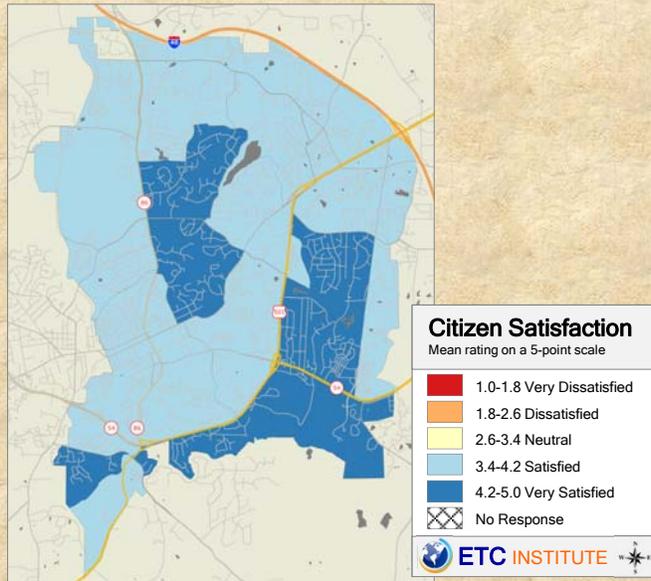
Q4-2. Satisfaction with how quickly fire units respond to emergencies



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

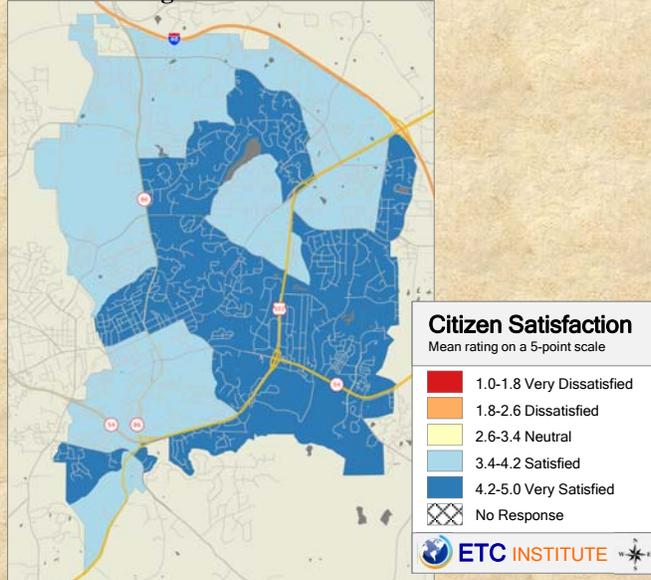
Q4-3. Satisfaction with fire safety education programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

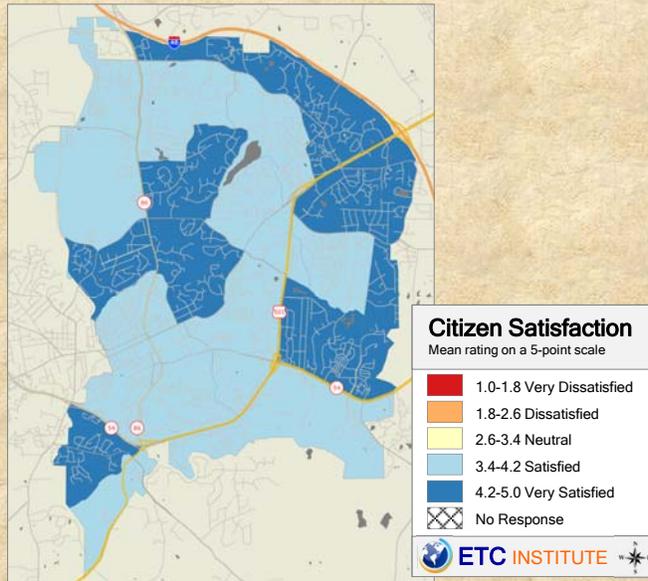
Q4-4. Satisfaction with the fire safety you feel while visiting businesses or restaurants



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

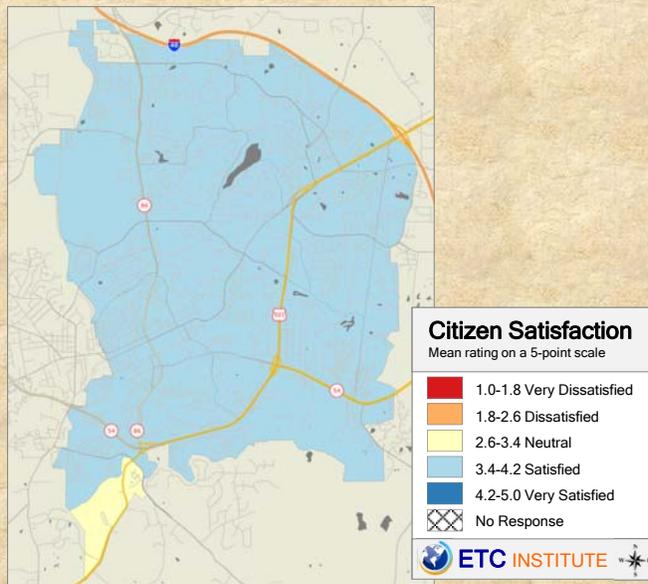
Q5-5. Satisfaction with overall quality of local police protection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

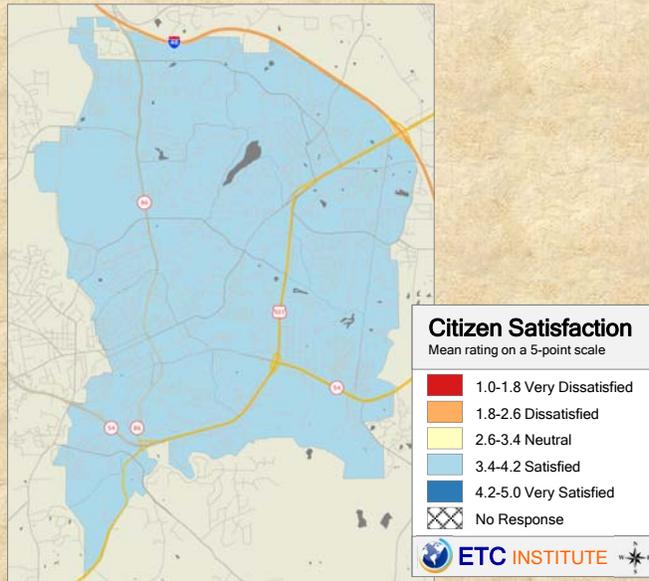
Q5-6. Satisfaction with the visibility of police in neighborhoods



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

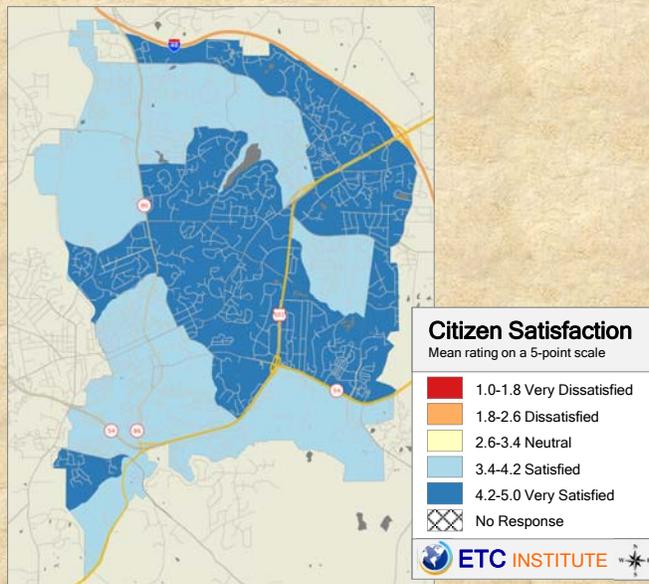
Q5-7. Satisfaction with the Town's efforts to prevent crime



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

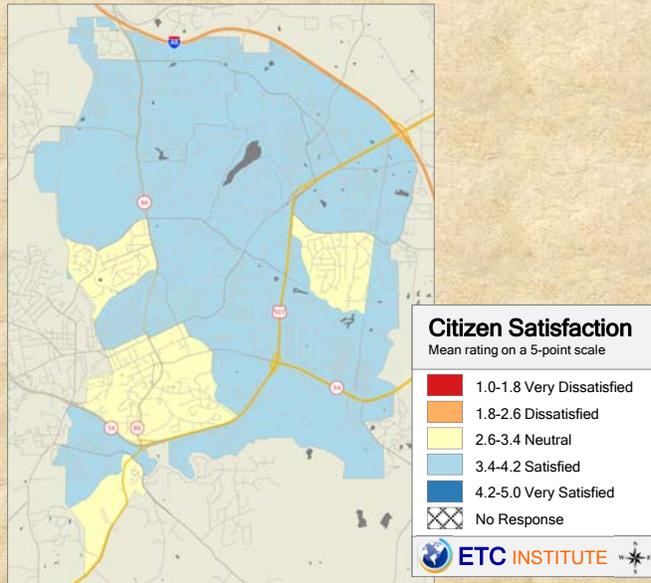
Q5-8. Satisfaction with how quickly police respond to emergencies



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

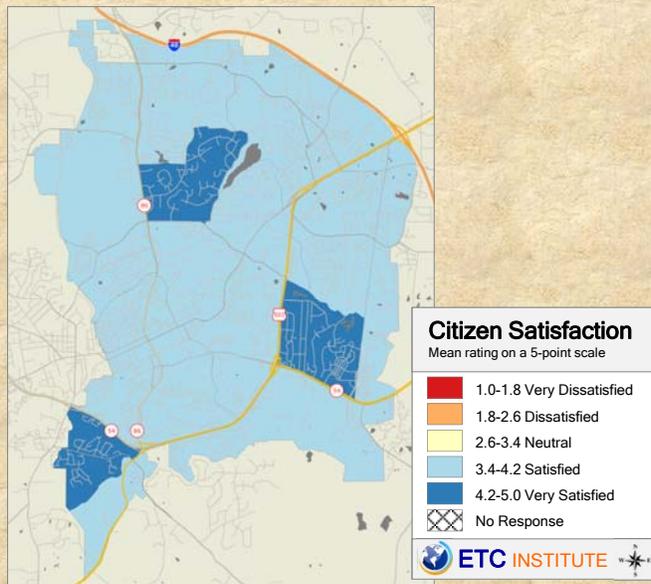
Q5-9. Satisfaction with enforcement of local traffic laws



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

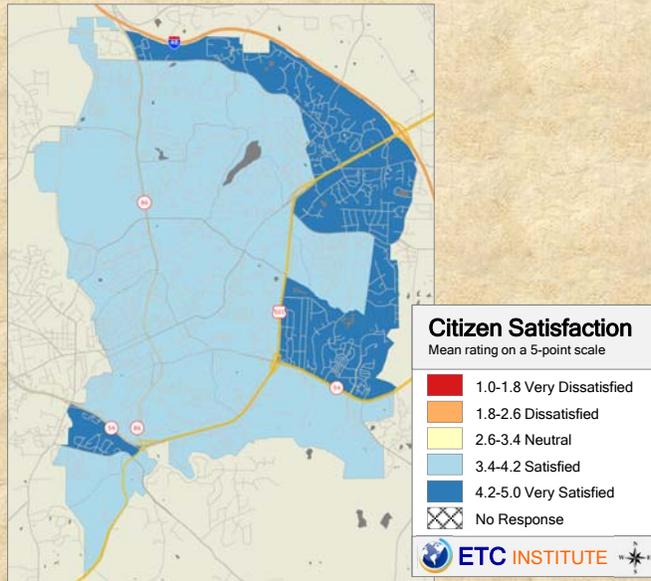
Q5-10. Satisfaction with police safety education programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

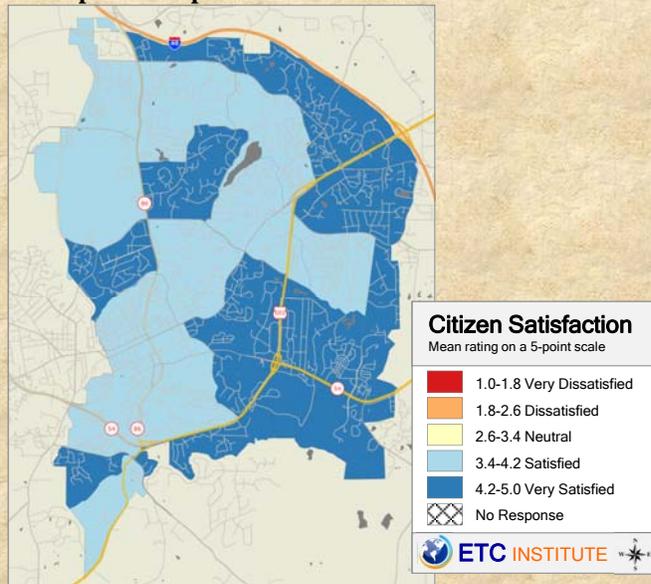
Q5-11. Satisfaction with Chapel Hill Police Department's overall performance



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

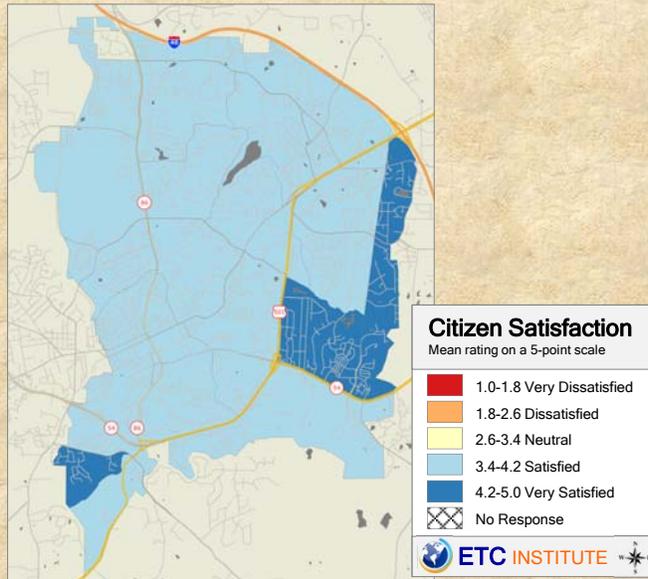
Q5-12. Satisfaction with the attitude and behavior of Police Department personnel toward residents



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

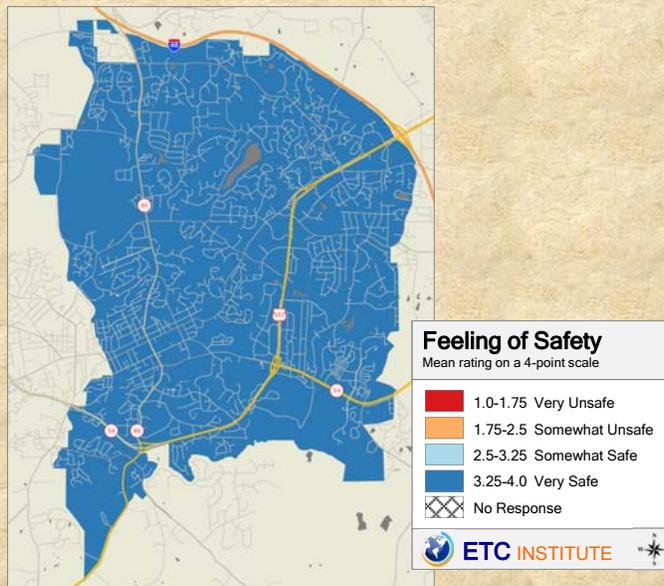
Q5-13. Satisfaction with the level of safety and security in your neighborhood



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

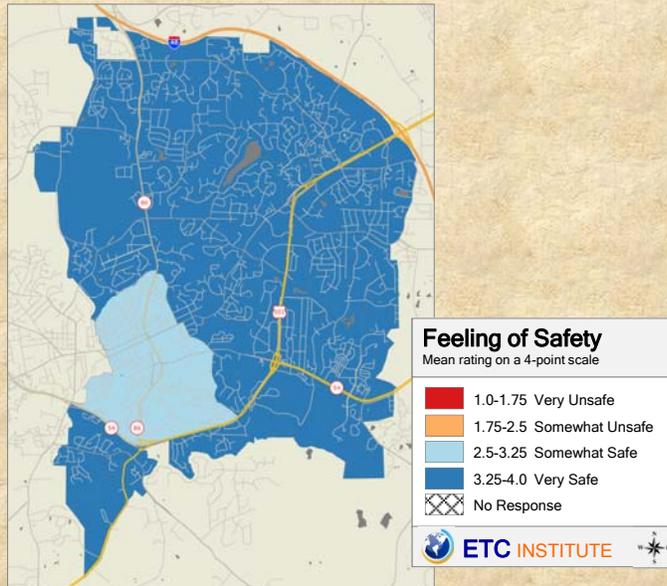
Q8-1. Feeling of safety in your neighborhood during the day



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

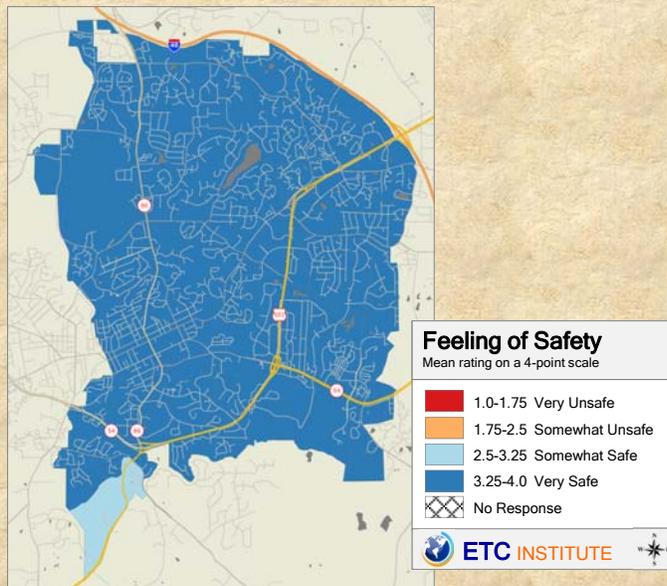
Q8-2. Feeling of safety in your neighborhood at night



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

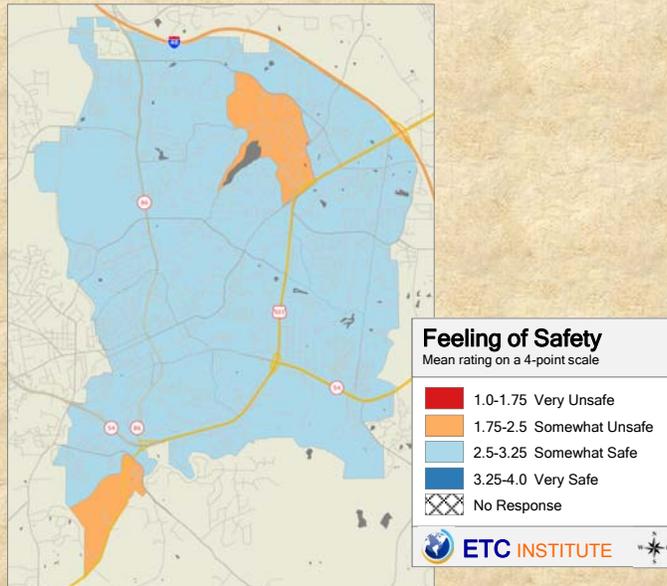
Q8-3. Feeling of safety in downtown Chapel Hill during the day



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

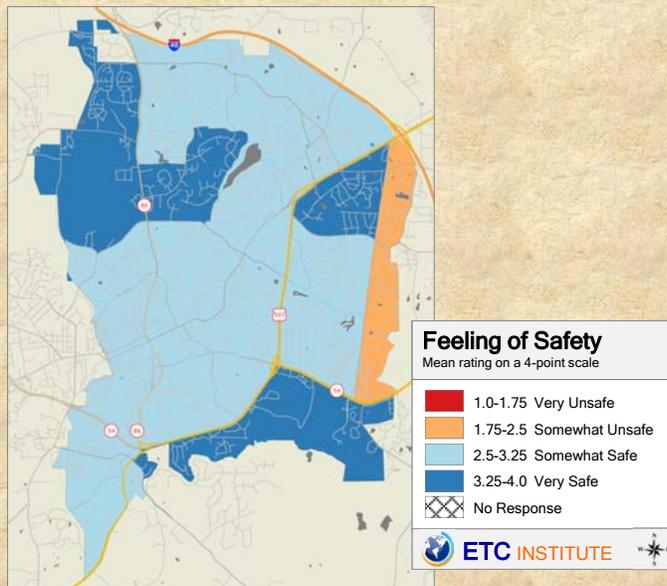
Q8-4. Feeling of safety in downtown Chapel Hill at night



2015 Town of Chapel Hill Community Survey

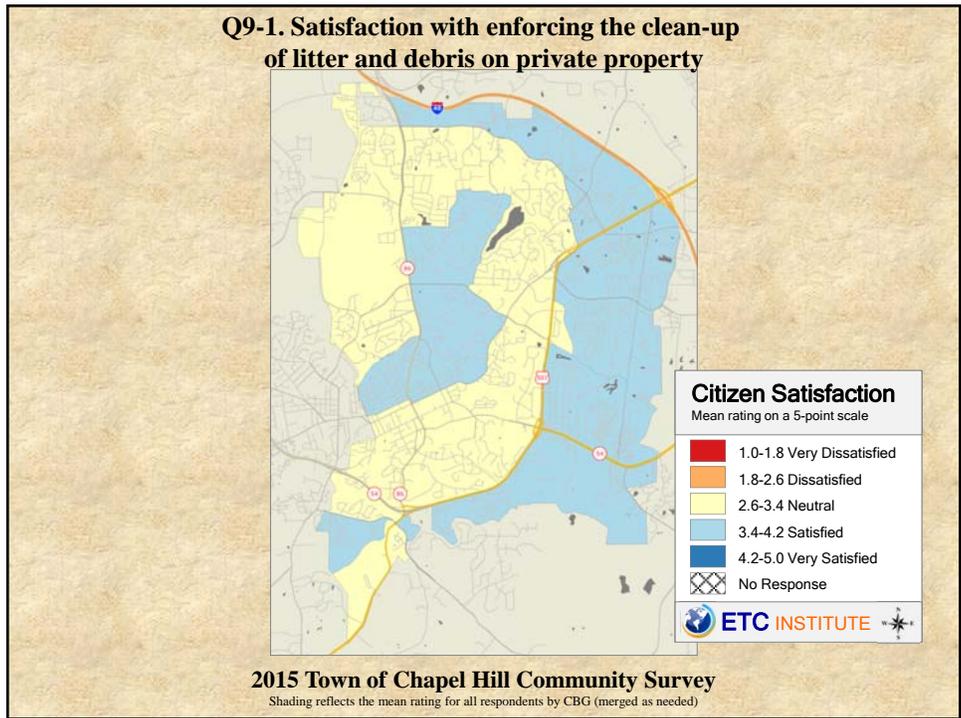
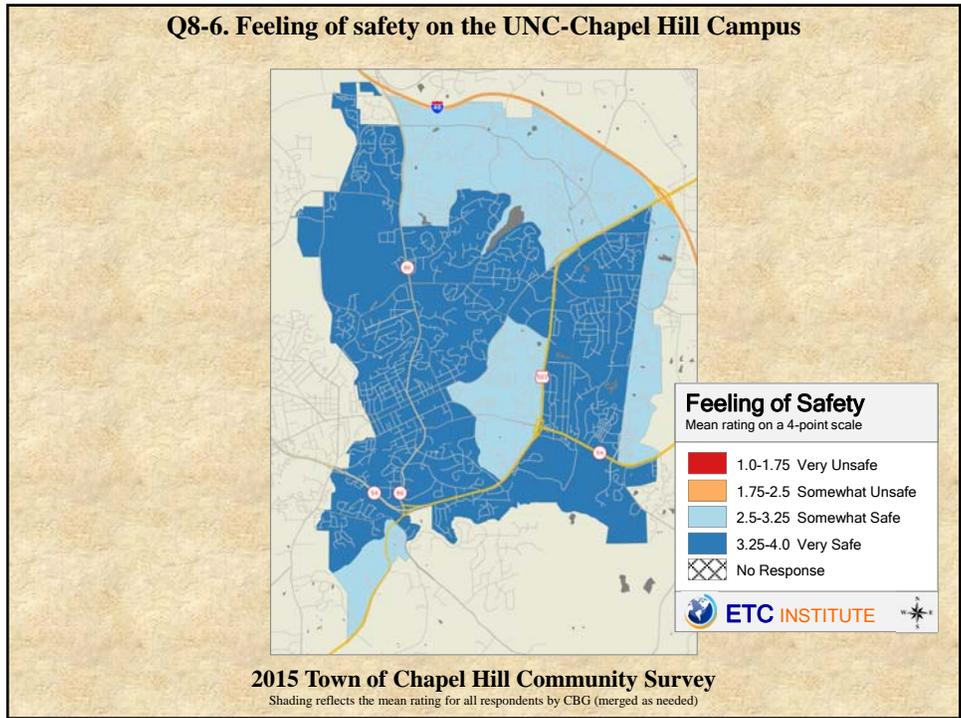
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8-5. Feeling of safety while patronizing bars and clubs in Chapel Hill

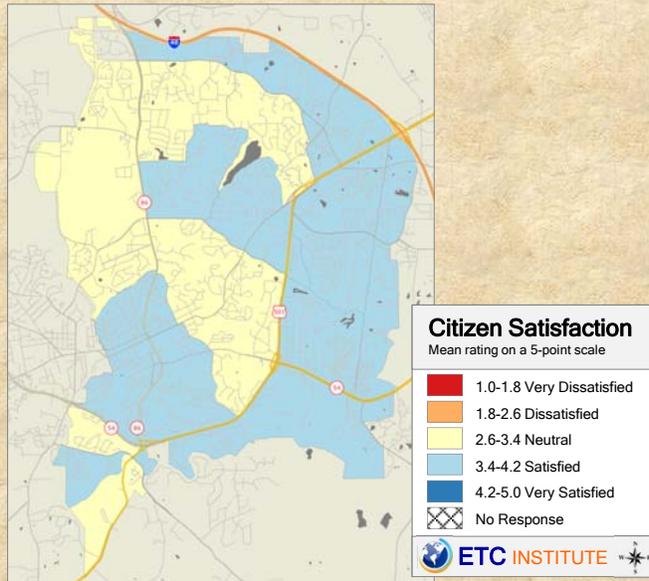


2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



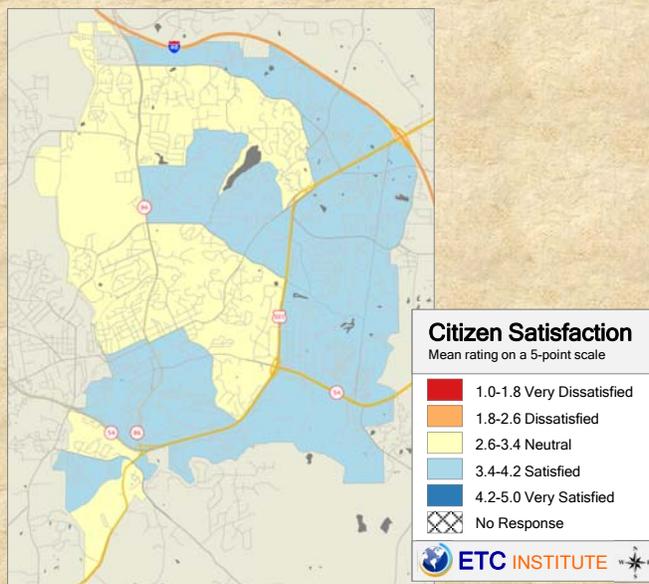
Q9-2. Satisfaction with enforcing mowing and trimming of property



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

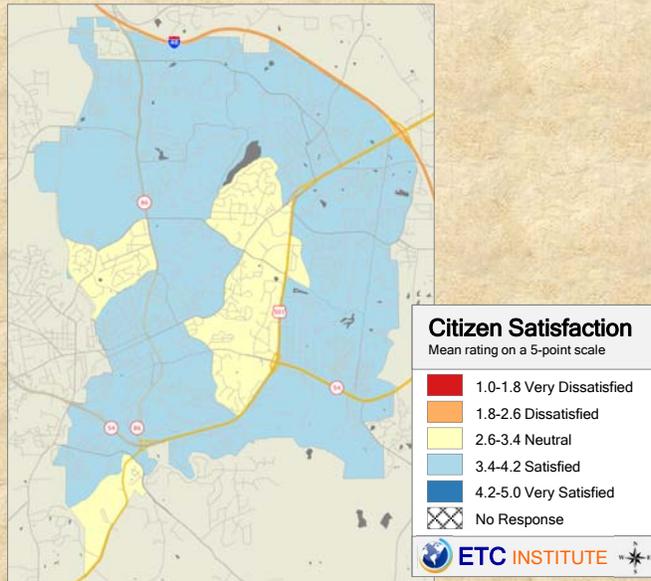
Q9-3. Satisfaction with enforcing the maintenance of residential property



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

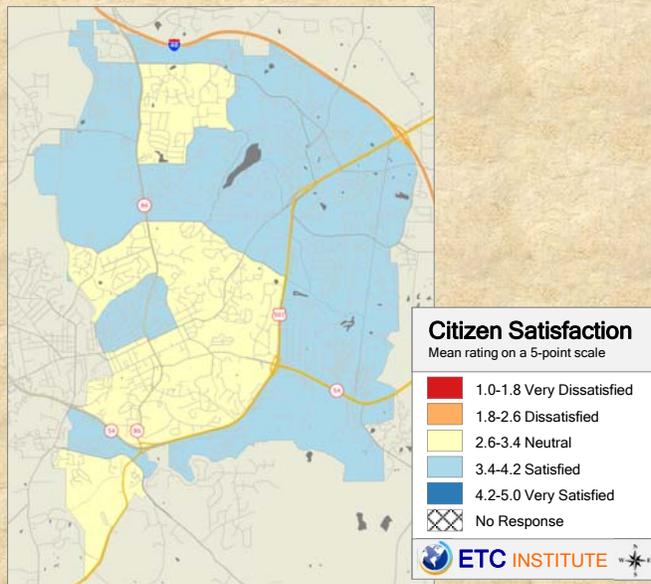
Q9-4. Satisfaction with enforcing the maintenance of business property



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

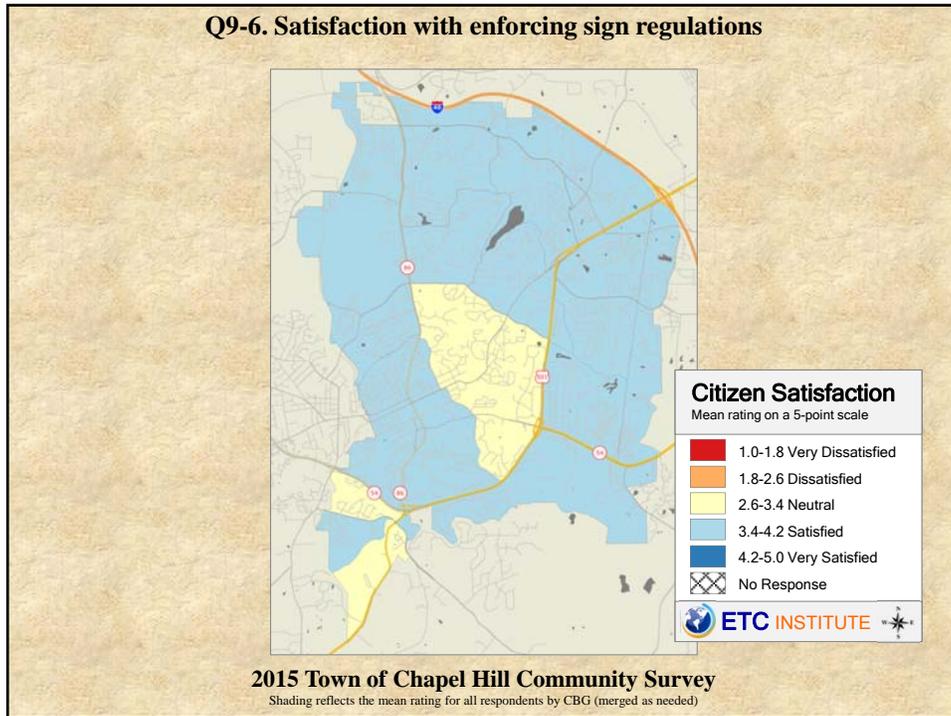
Q9-5. Satisfaction with enforcing parking-residential neighborhoods



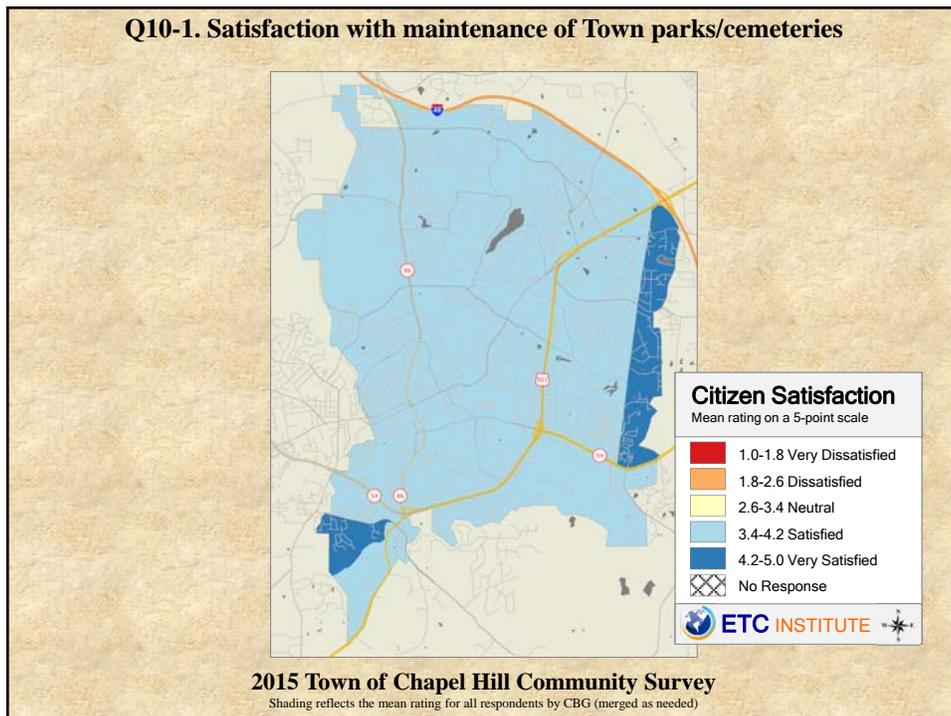
2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

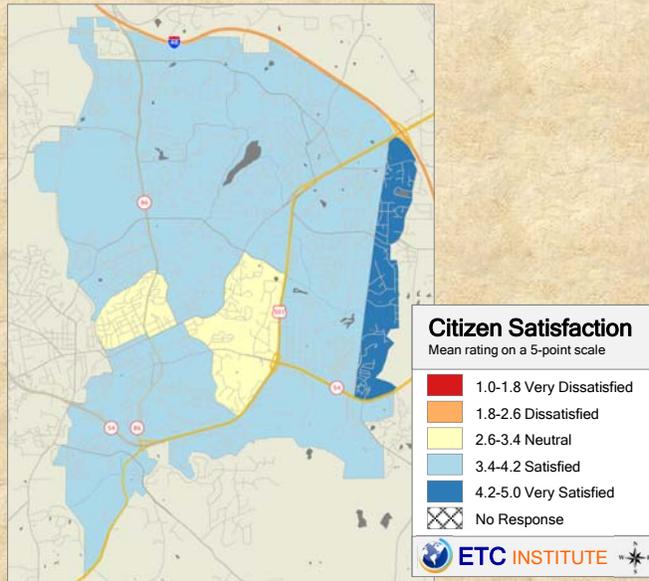
Q9-6. Satisfaction with enforcing sign regulations



Q10-1. Satisfaction with maintenance of Town parks/cemeteries



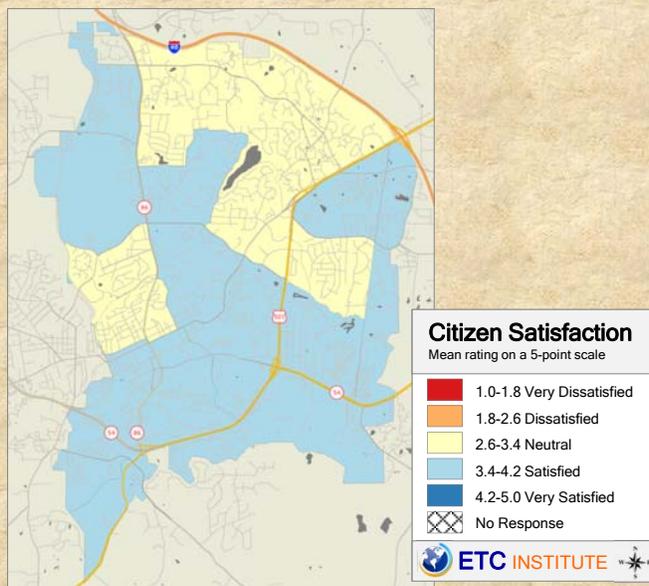
Q10-2. Satisfaction with number of Town parks



2015 Town of Chapel Hill Community Survey

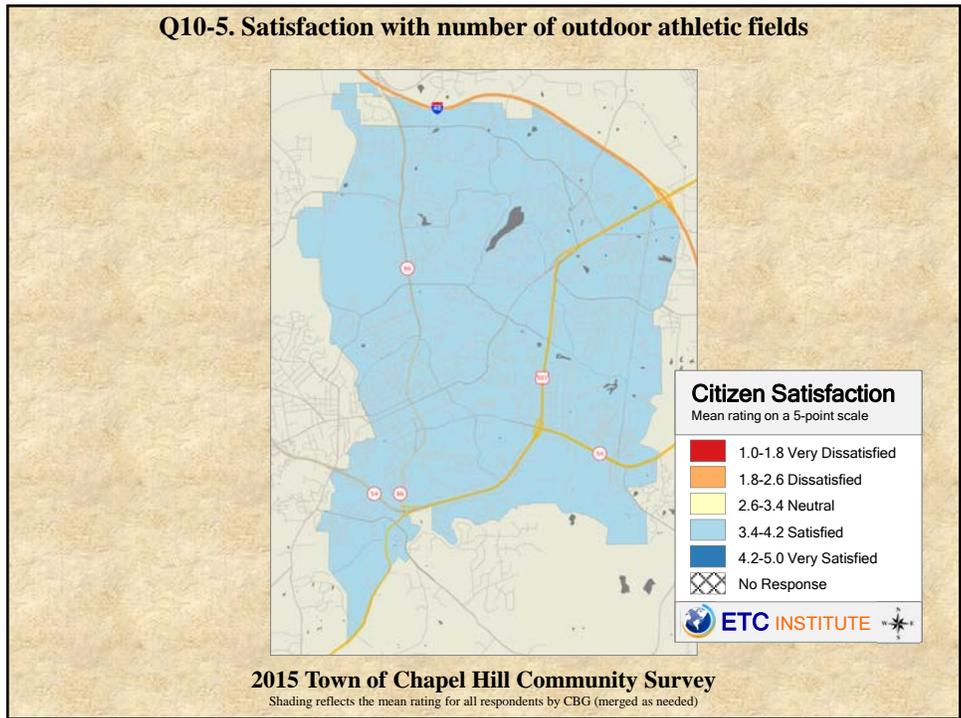
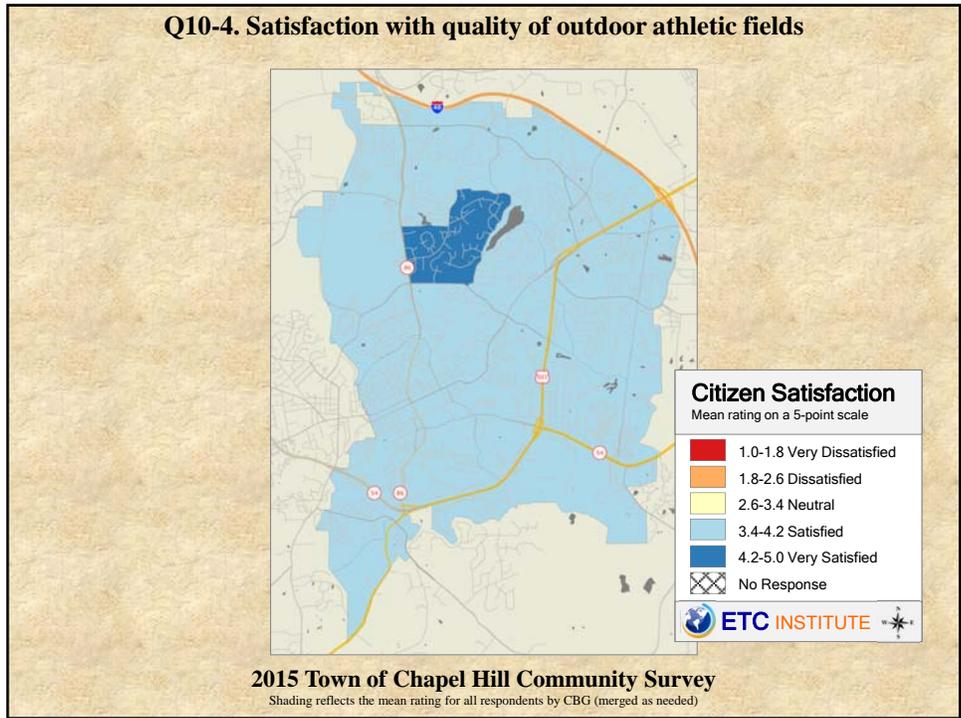
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q10-3. Satisfaction with number of walking and biking trails

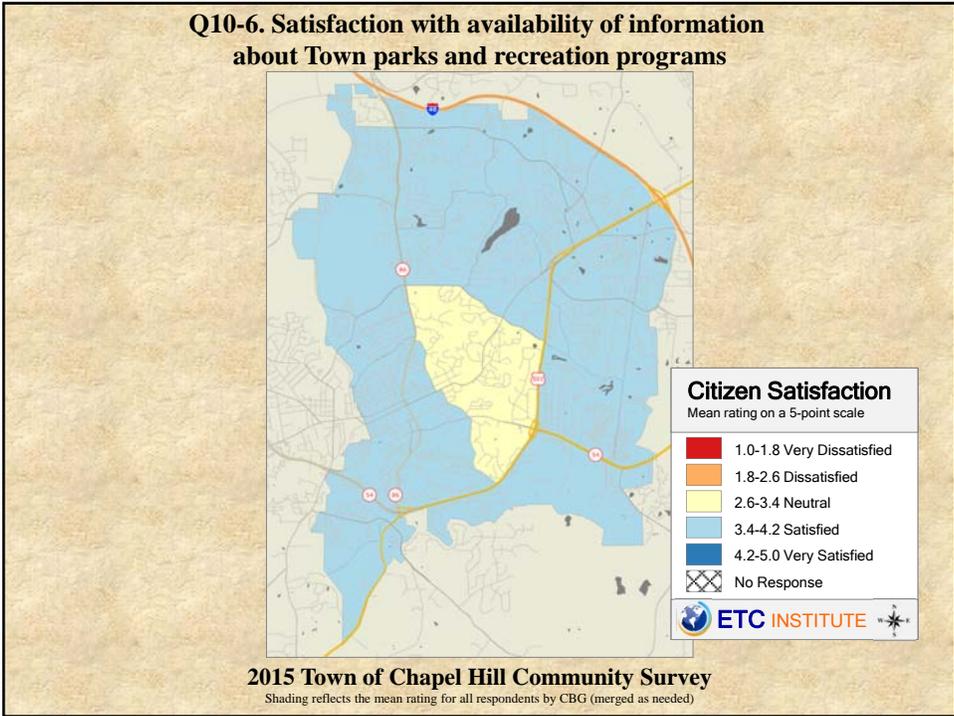


2015 Town of Chapel Hill Community Survey

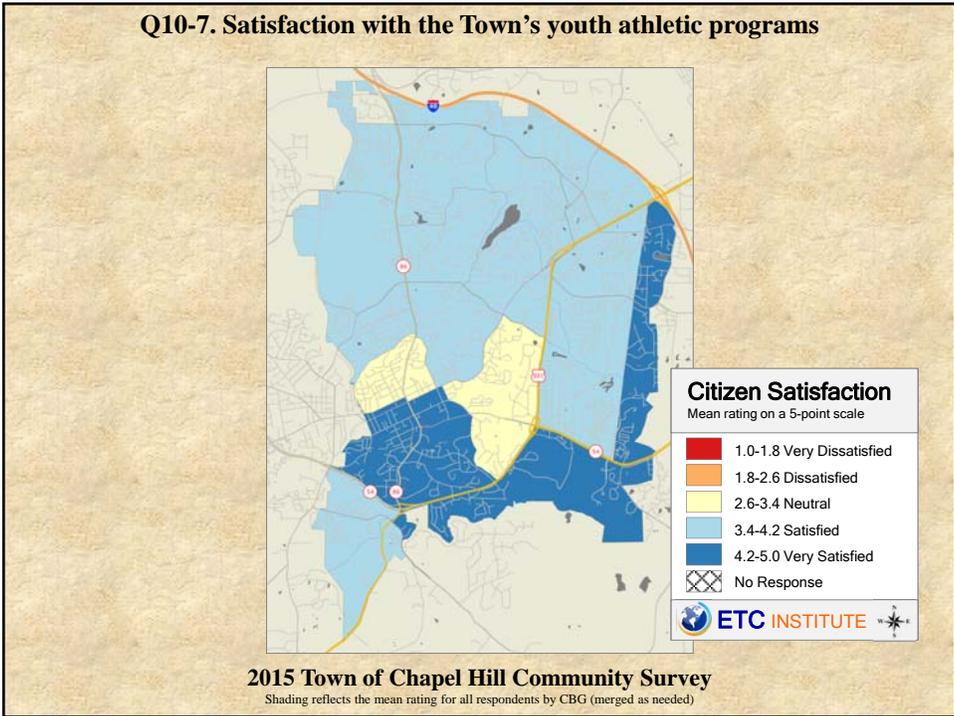
Shading reflects the mean rating for all respondents by CBG (merged as needed)



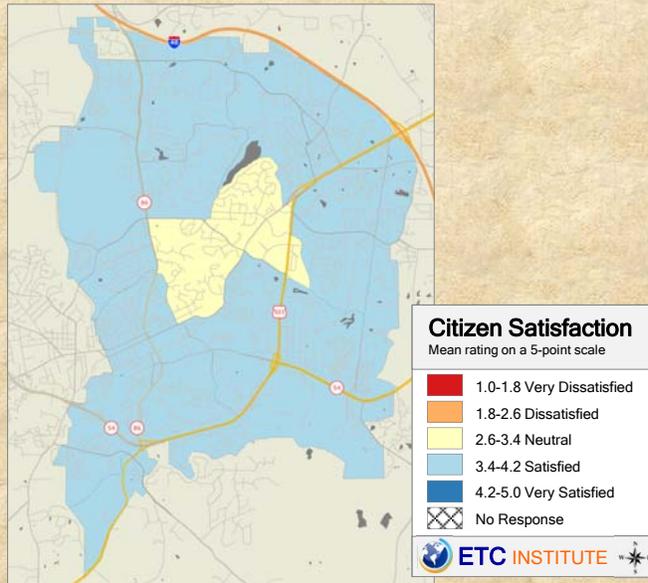
Q10-6. Satisfaction with availability of information about Town parks and recreation programs



Q10-7. Satisfaction with the Town's youth athletic programs



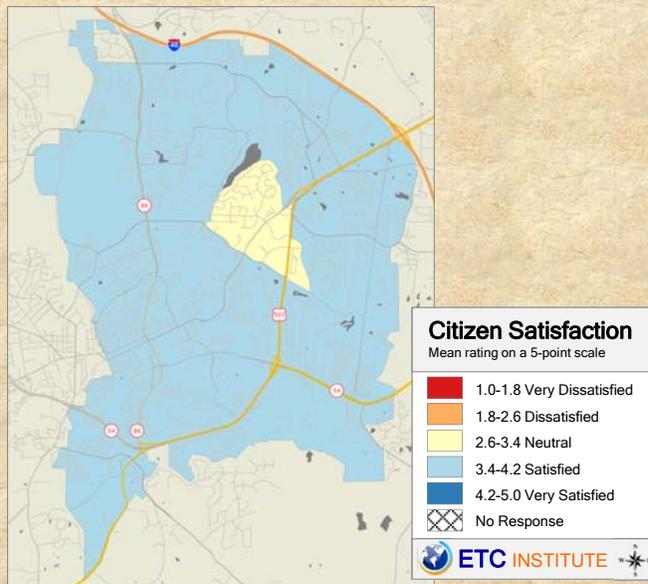
Q10-8. Satisfaction with the Town's adult athletic programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

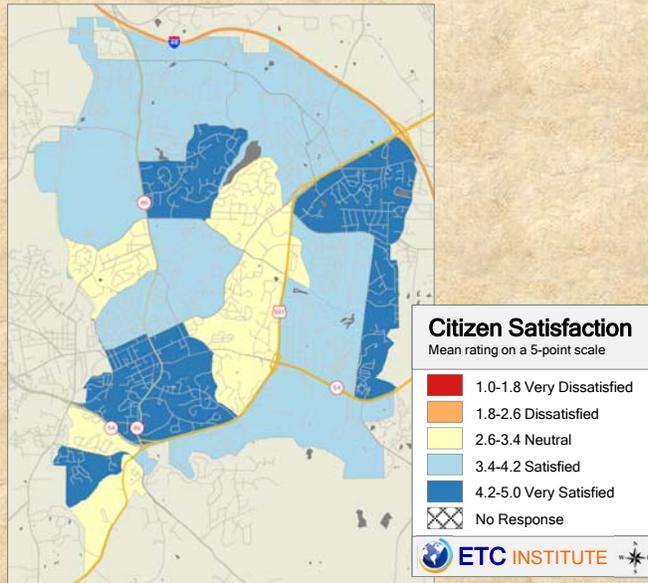
Q10-9. Satisfaction with special events/festivals



2015 Town of Chapel Hill Community Survey

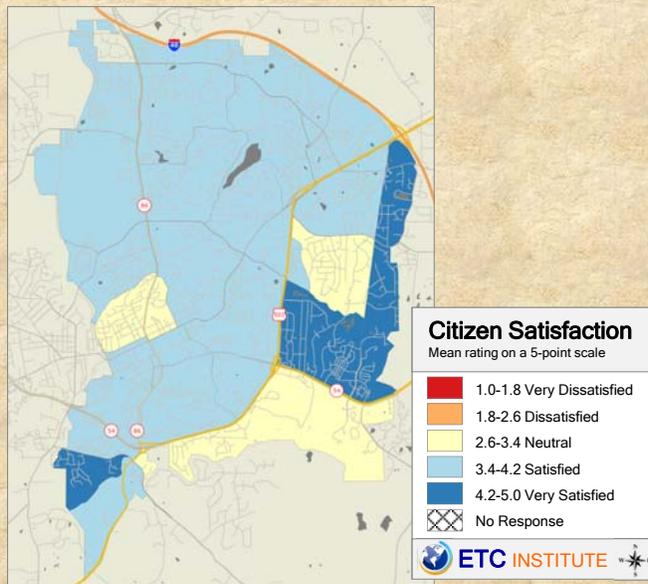
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q10-10. Satisfaction with adapted recreation & inclusion programs

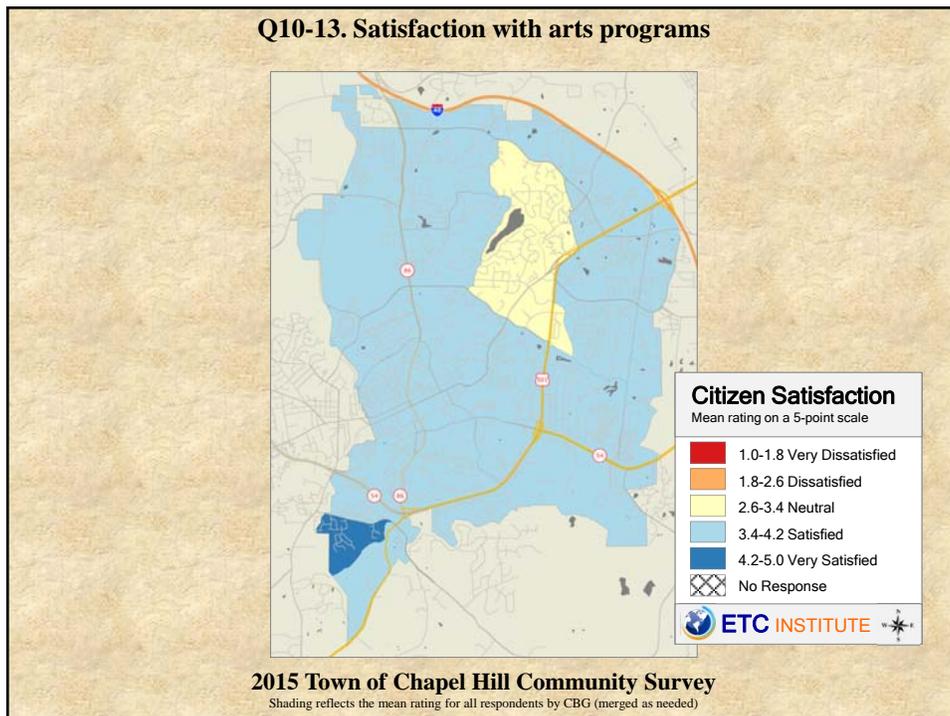
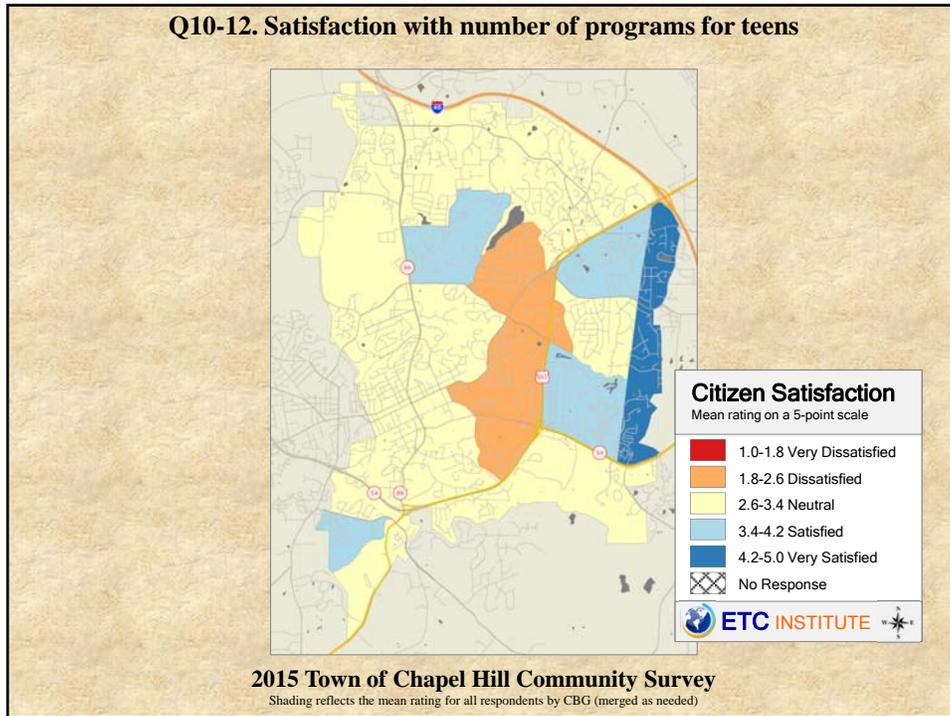


2015 Town of Chapel Hill Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

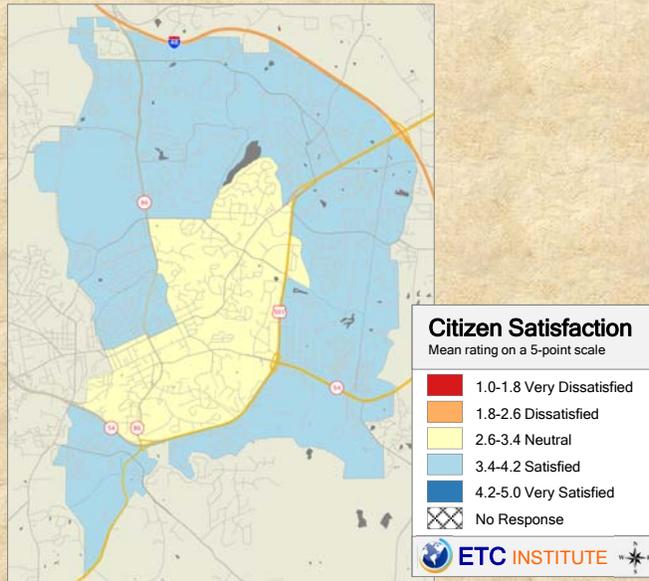
Q10-11. Satisfaction with number of children's play areas



2015 Town of Chapel Hill Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)



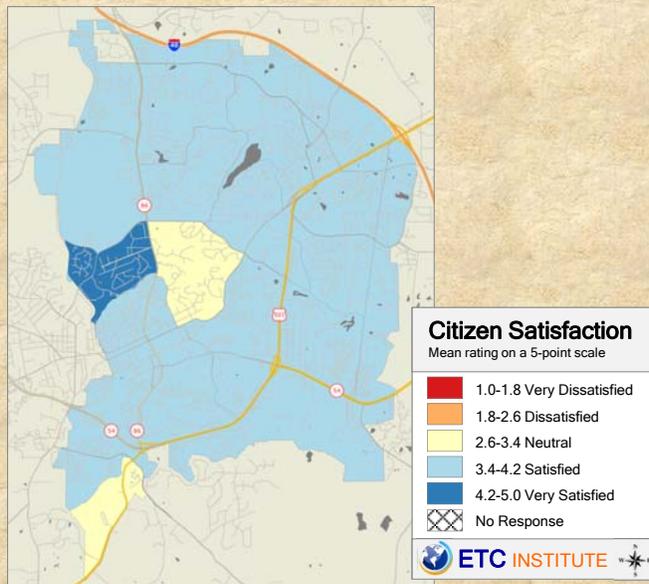
Q10-14. Satisfaction with public art



2015 Town of Chapel Hill Community Survey

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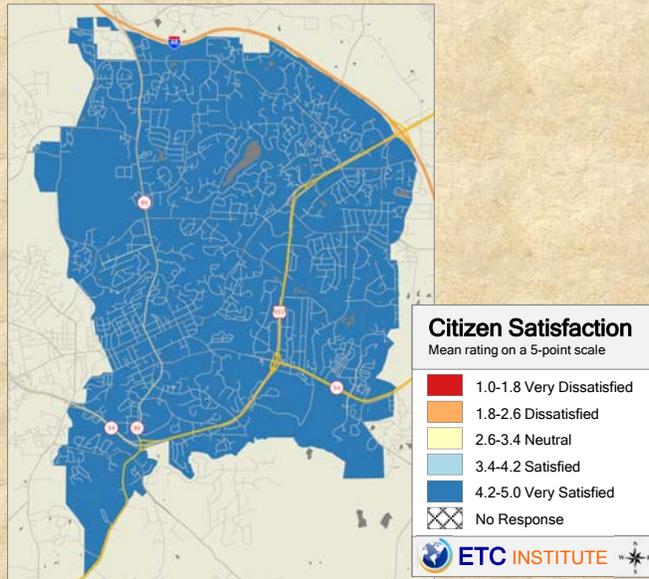
Q10-15. Satisfaction with quality of aquatics facilities/programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

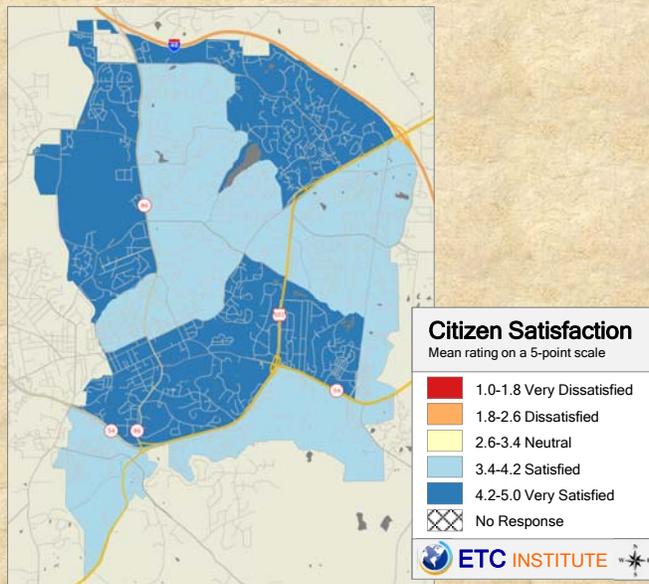
Q12-1. Satisfaction with the overall quality of library services



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

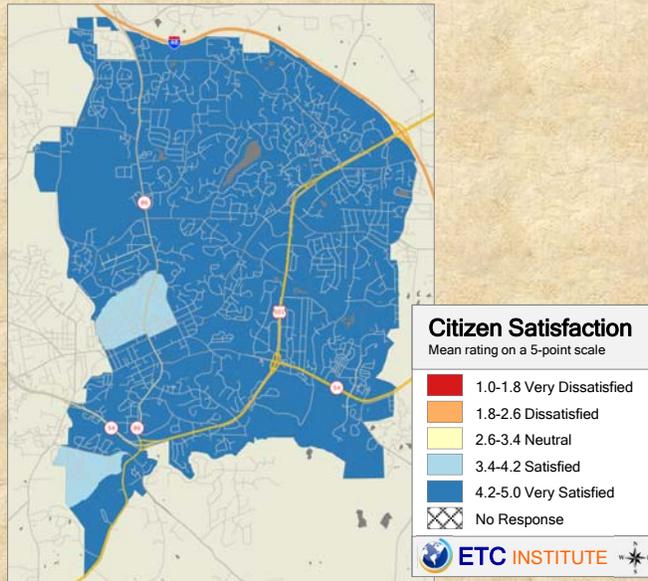
Q12-2. Satisfaction with Library hours of operation



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

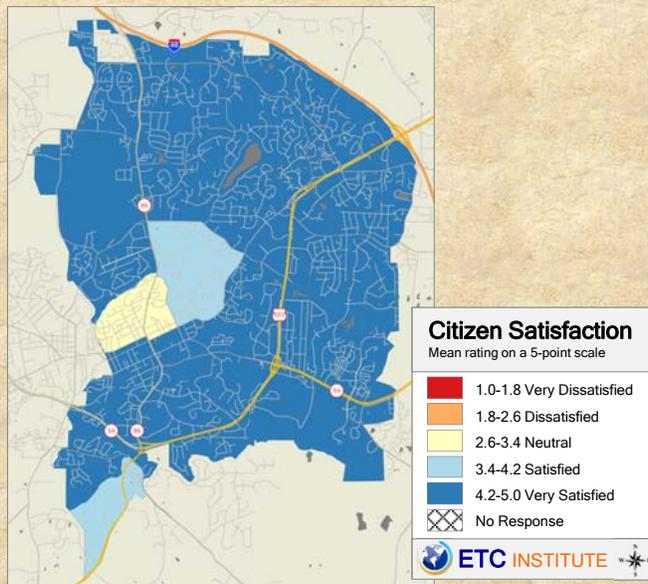
Q12-3. Satisfaction with customer service provided by staff



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

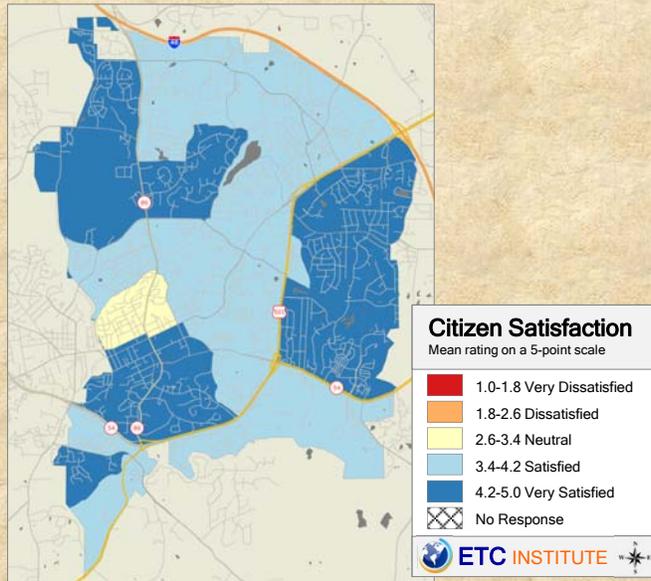
Q12-4. Satisfaction with children's programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

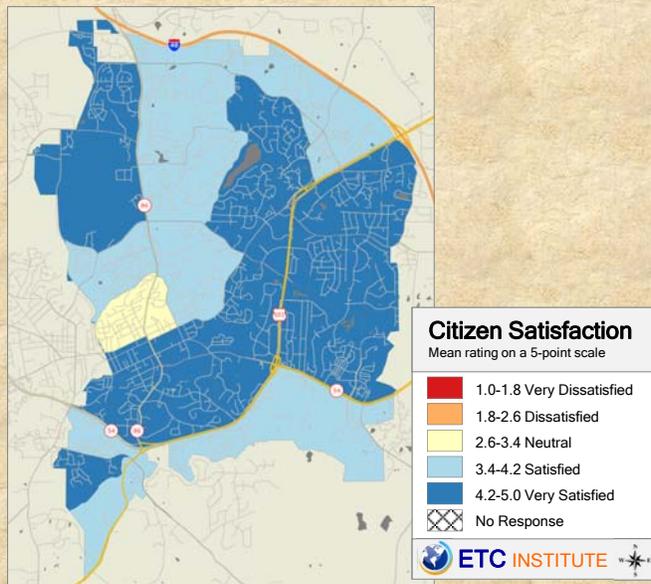
Q12-5. Satisfaction with teen programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

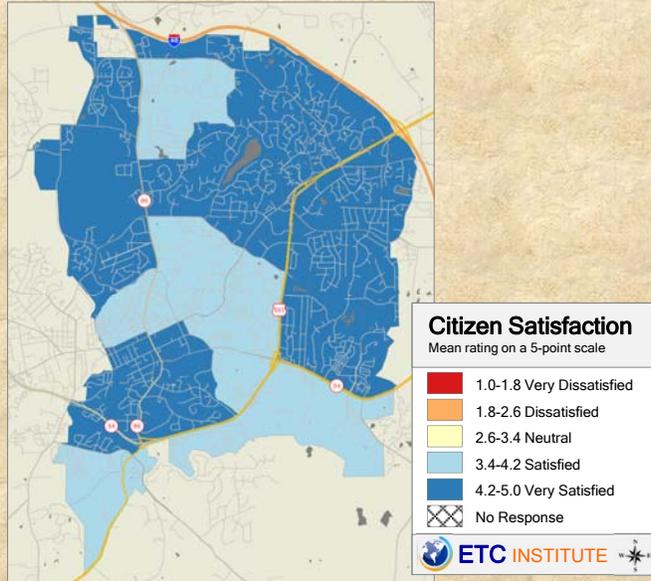
Q12-6. Satisfaction with adult programs



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

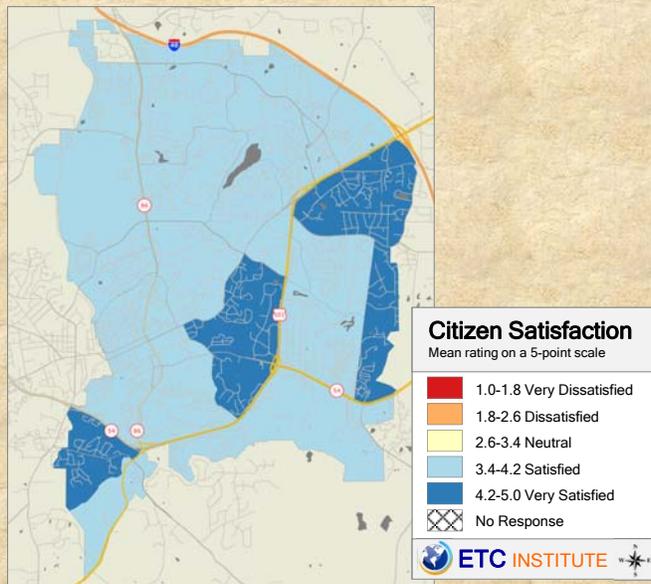
Q12-7. Satisfaction with print collection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

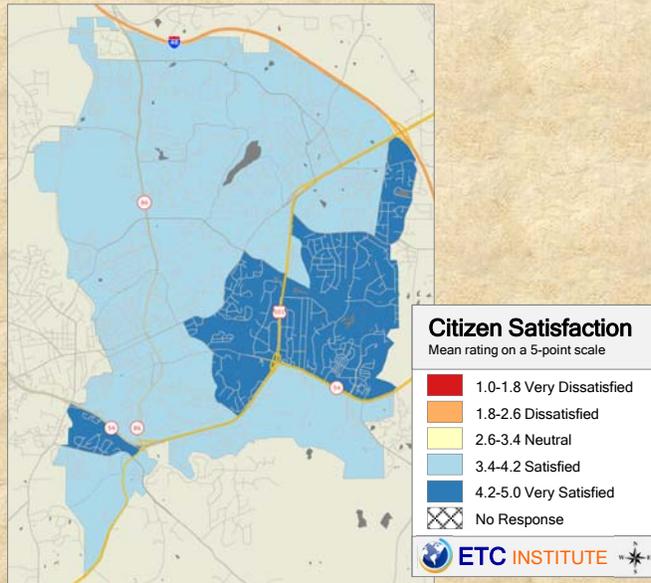
Q12-8. Satisfaction with DVD collection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

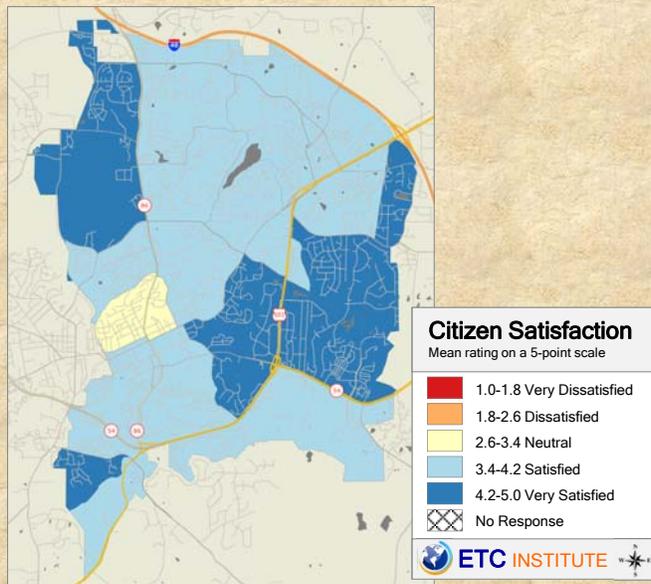
Q12-9. Satisfaction with music collection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

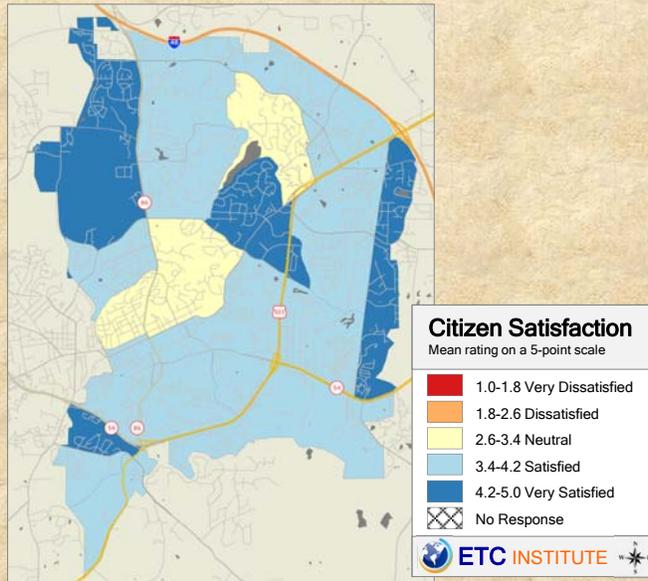
Q12-10. Satisfaction with audio collection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

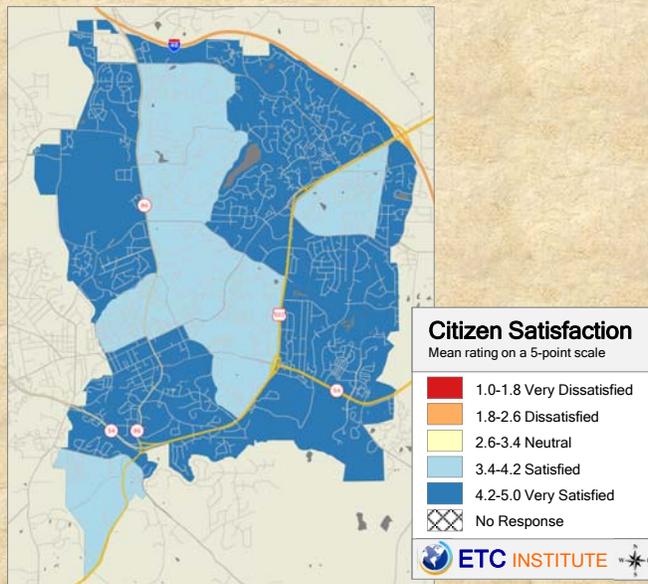
Q12-11. Satisfaction with e-book collection



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

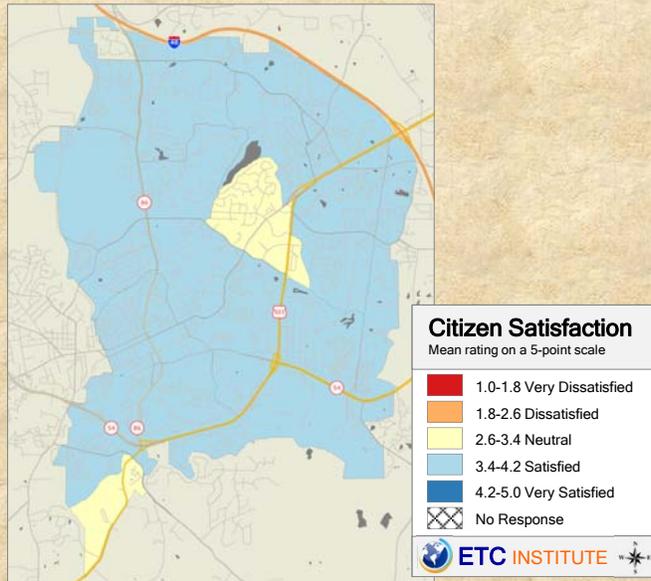
Q12-12. Satisfaction with WiFi service



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

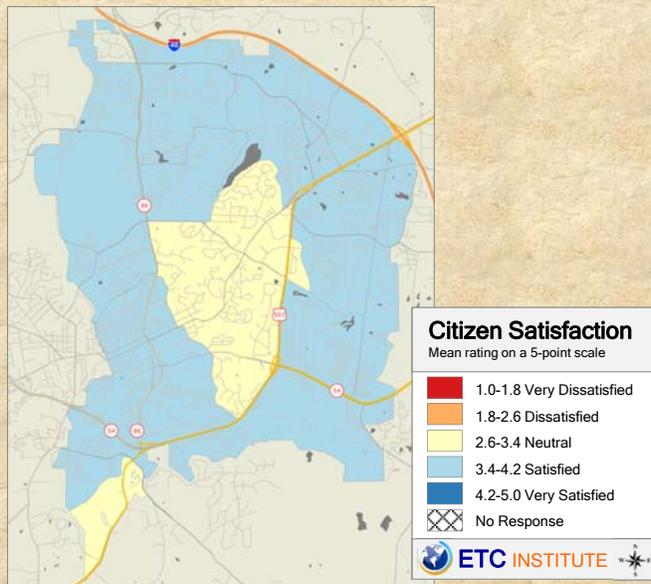
Q13-1. Satisfaction with maintenance of Town main street thoroughfares



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

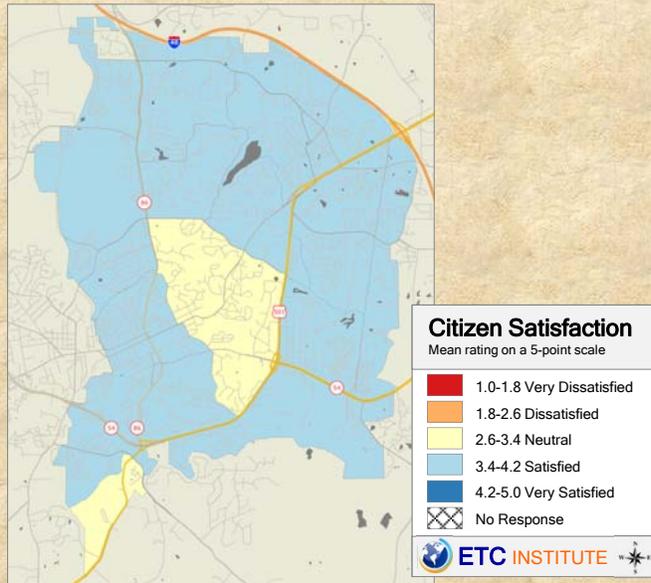
Q13-2. Satisfaction with maintenance of streets in your neighborhood



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

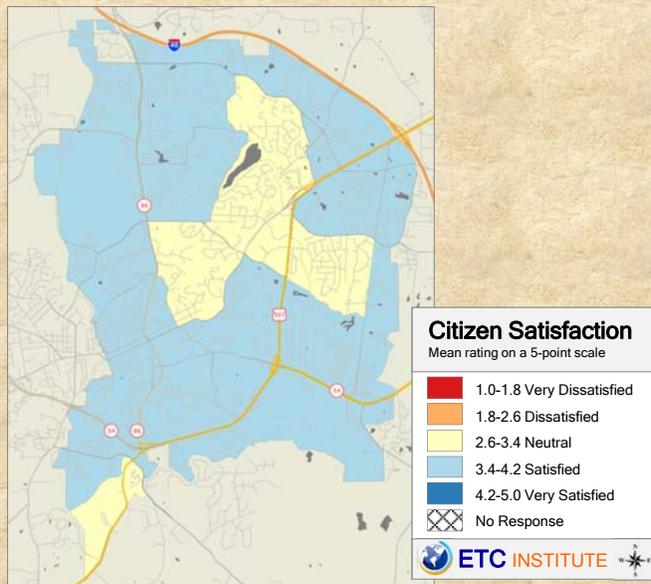
Q13-3. Satisfaction with maintenance of street signs/pavement markings



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

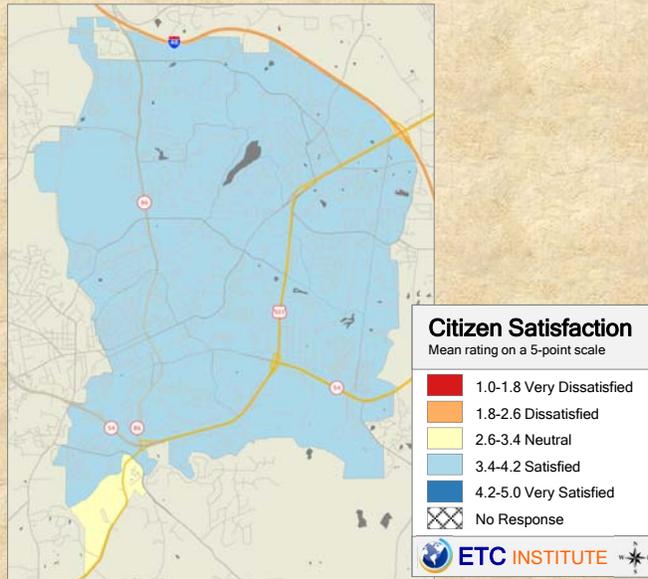
Q13-4. Satisfaction of maintenance/preservation of downtown



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

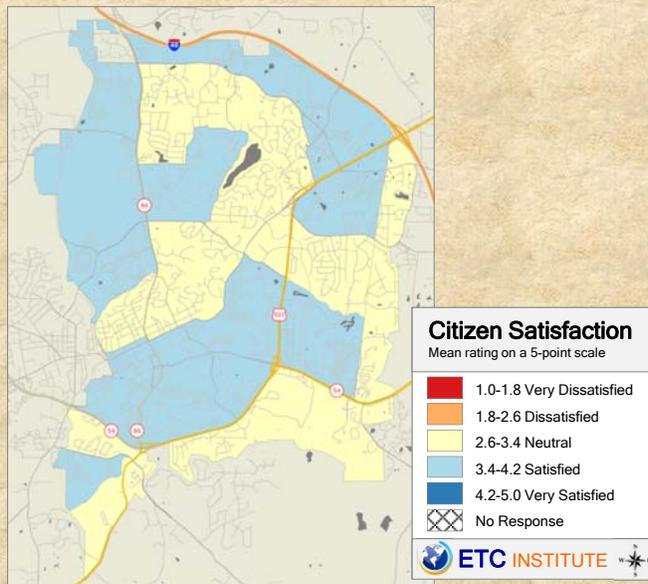
Q13-5. Satisfaction with overall cleanliness of streets, and other public areas



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

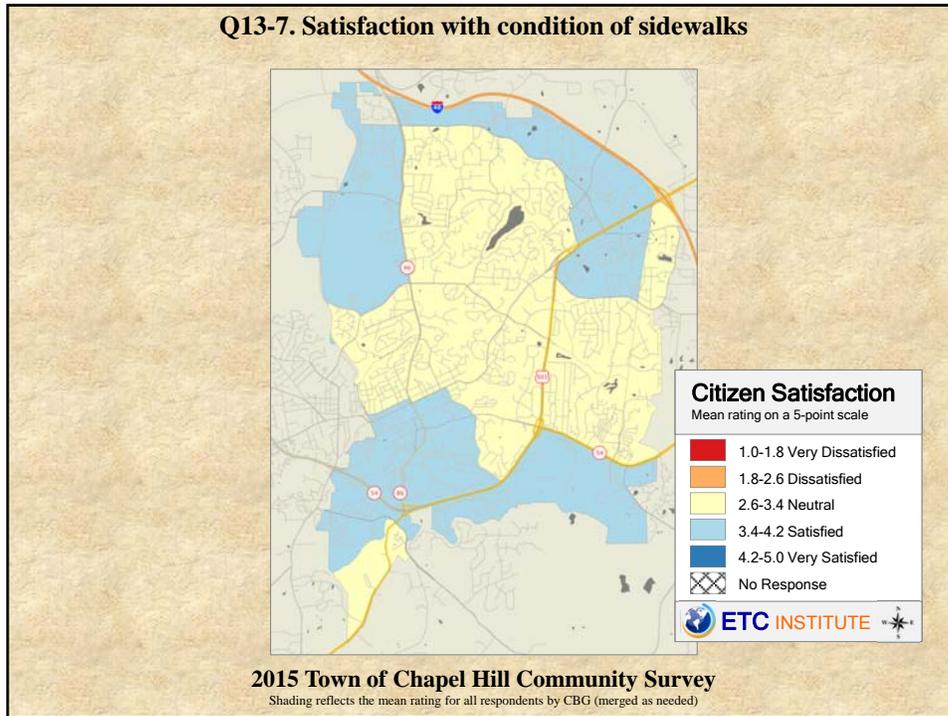
Q13-6. Satisfaction with adequacy of street lighting



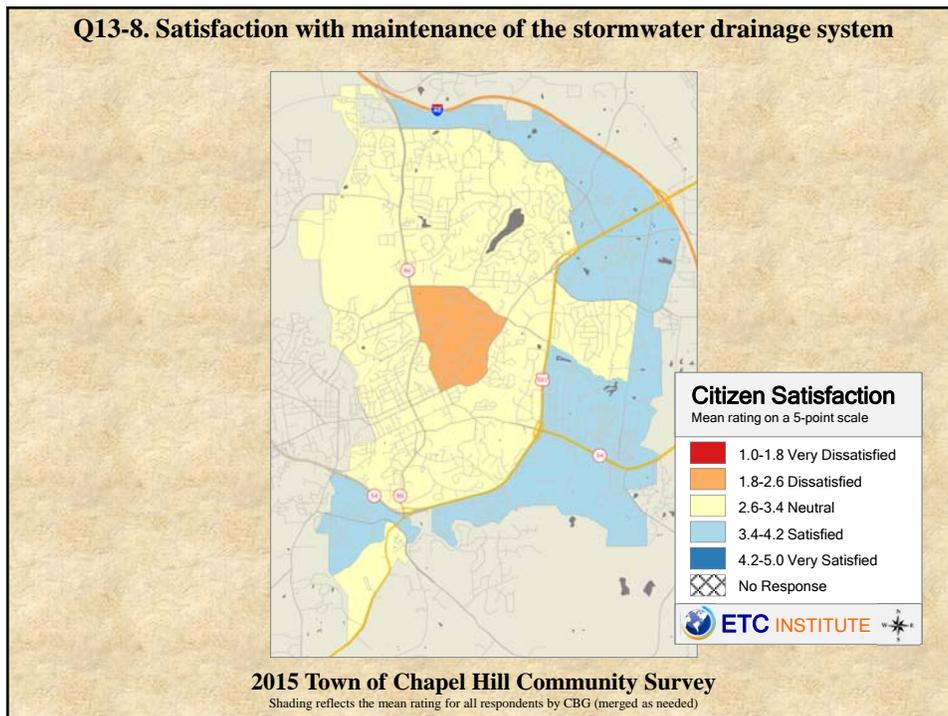
2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

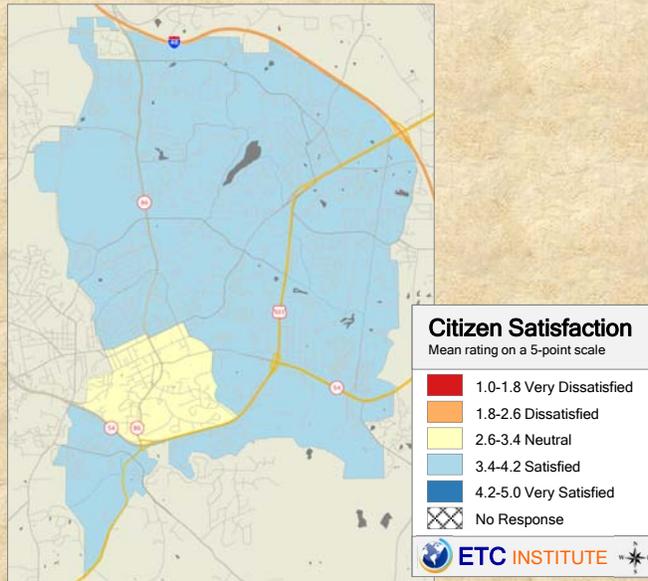
Q13-7. Satisfaction with condition of sidewalks



Q13-8. Satisfaction with maintenance of the stormwater drainage system



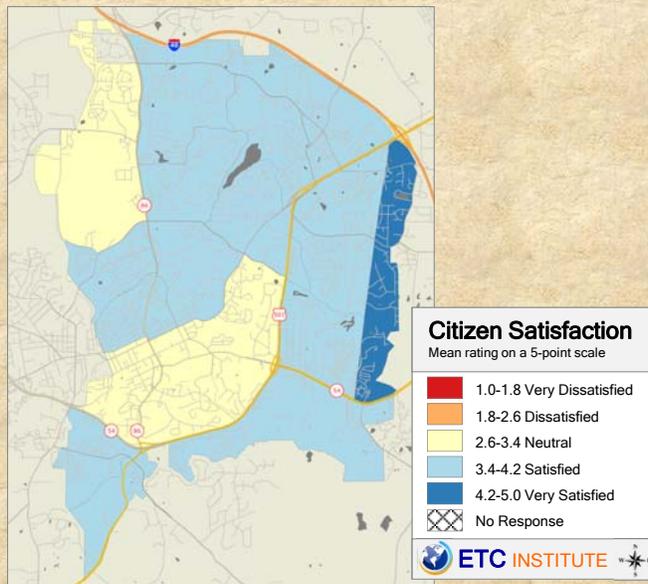
Q15-1. Satisfaction with quality of information about Town programs/services



2015 Town of Chapel Hill Community Survey

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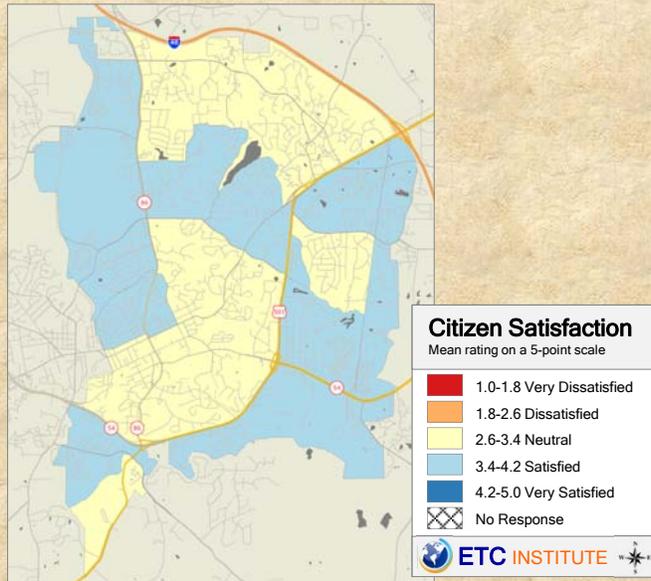
Q15-2. Satisfaction with access to information on local issues/events



2015 Town of Chapel Hill Community Survey

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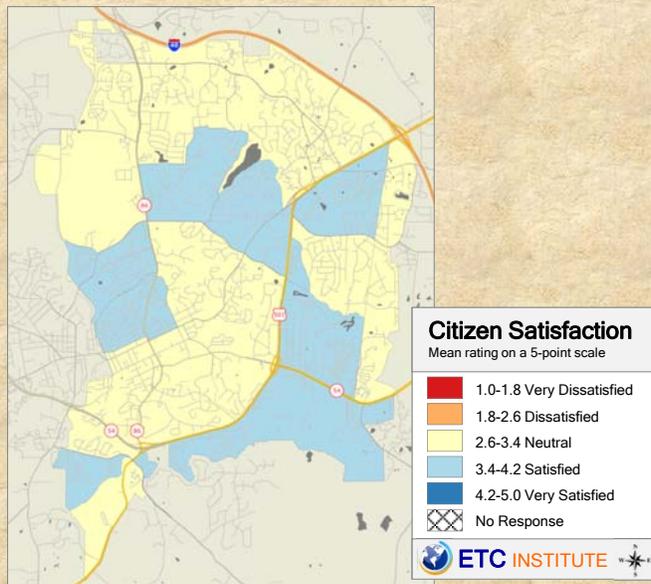
Q15-3. Satisfaction with opportunities to participate in local government



2015 Town of Chapel Hill Community Survey

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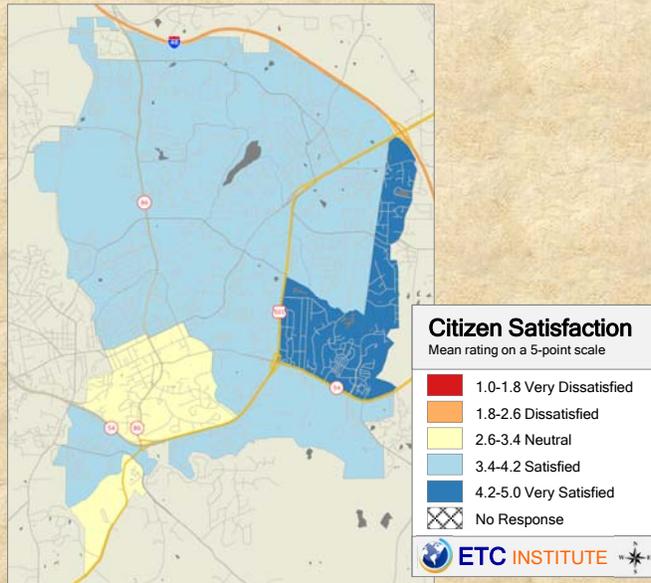
Q15-4. Satisfaction with access to the Mayor and Town Council



2015 Town of Chapel Hill Community Survey

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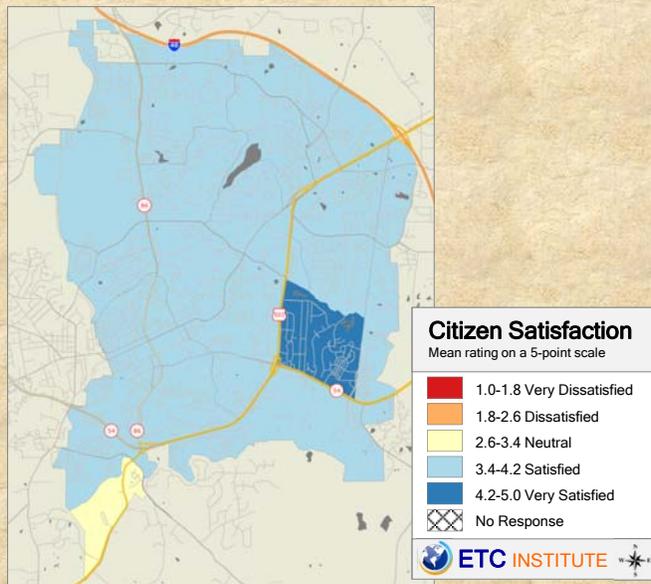
Q15-5. Satisfaction with quality of www.townofchapelhill.org



2015 Town of Chapel Hill Community Survey

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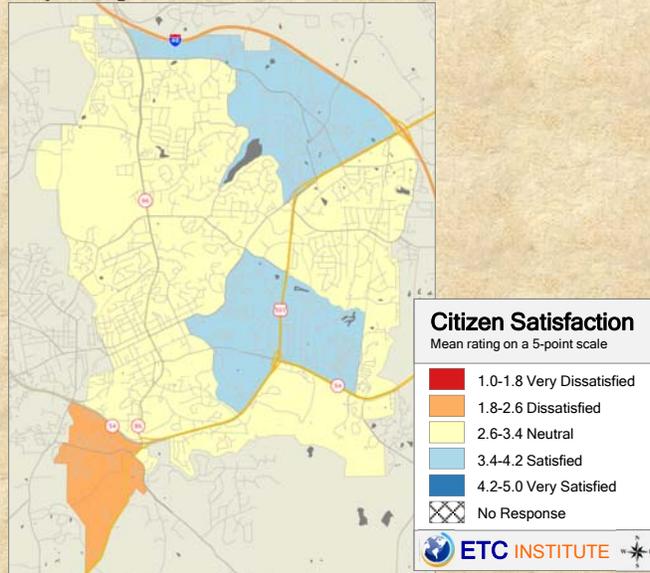
Q15-6. Satisfaction with Chapel Hill eNews updates



2015 Town of Chapel Hill Community Survey

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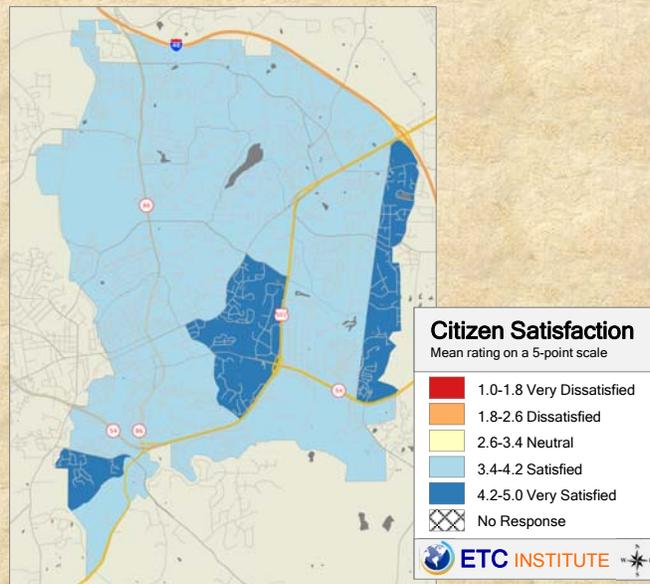
Q20-1. Satisfaction with how well the traffic signal system provides for efficient traffic flow



2015 Town of Chapel Hill Community Survey

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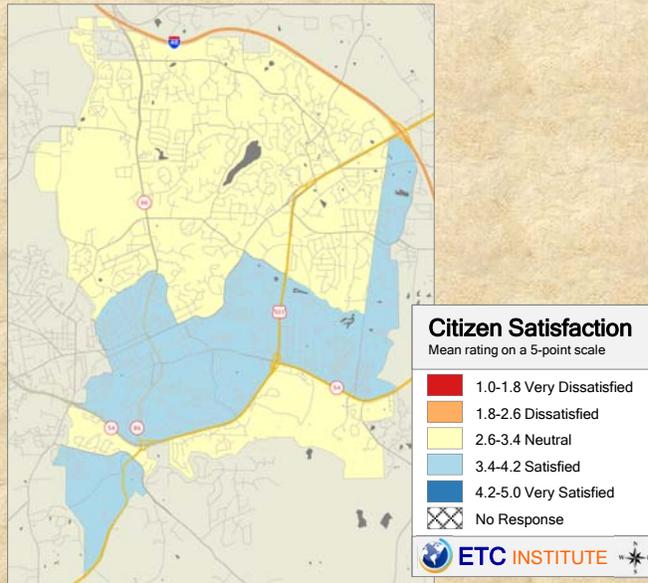
Q20-2. Satisfaction with the Town's bus service, Chapel Hill Transit



2015 Town of Chapel Hill Community Survey

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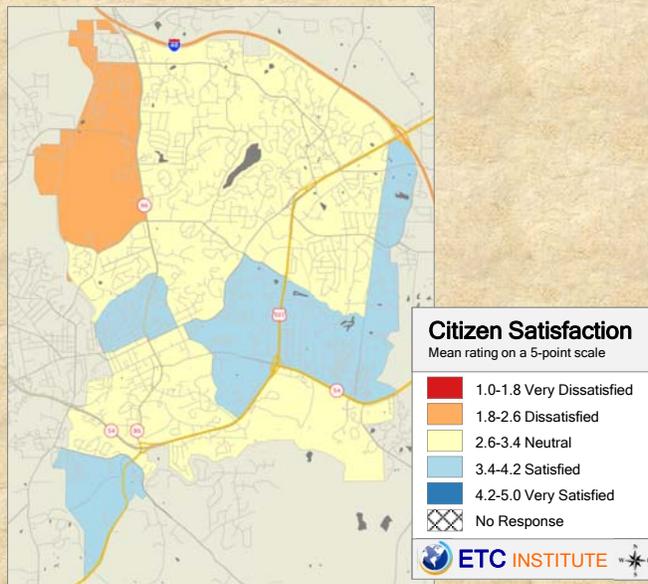
Q20-3. Satisfaction with the ease of walking or biking in Chapel Hill



2015 Town of Chapel Hill Community Survey

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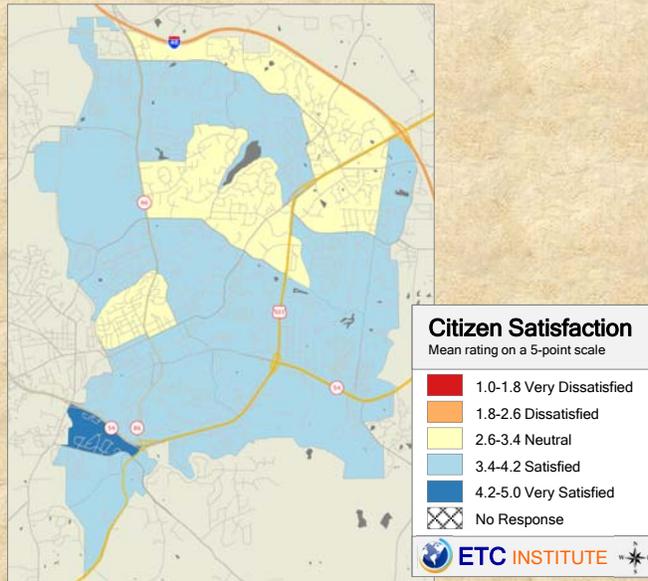
Q20-4. Satisfaction with availability of sidewalks in the Town



2015 Town of Chapel Hill Community Survey

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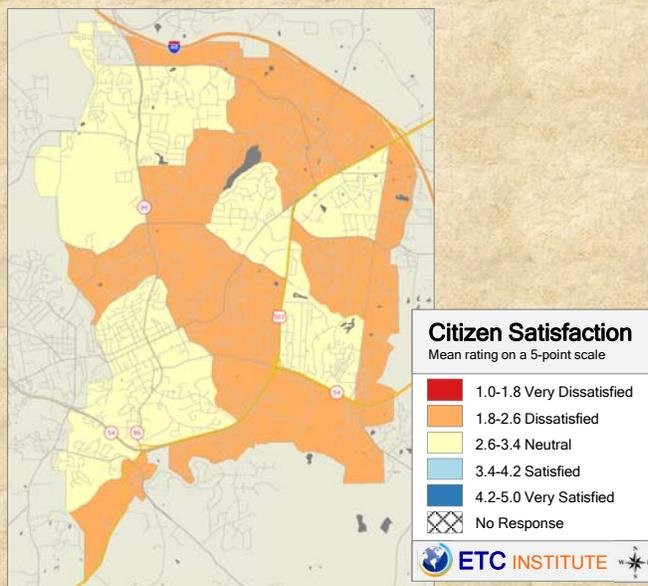
Q20-5. Satisfaction with availability of greenways and walking trails



2015 Town of Chapel Hill Community Survey

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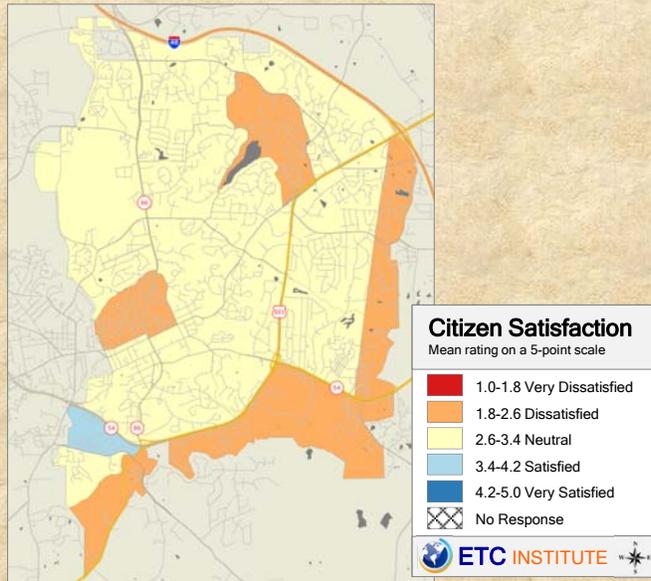
Q37-1. Satisfaction with availability of parking downtown



2015 Town of Chapel Hill Community Survey

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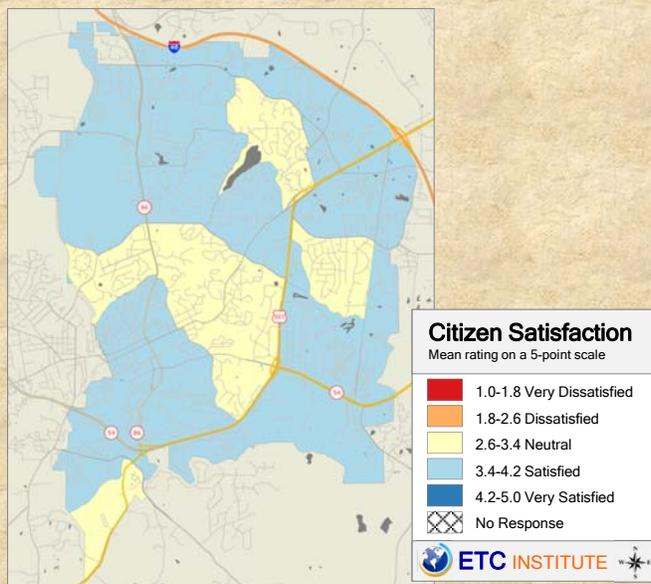
Q37-2. Satisfaction with cost of parking downtown



2015 Town of Chapel Hill Community Survey

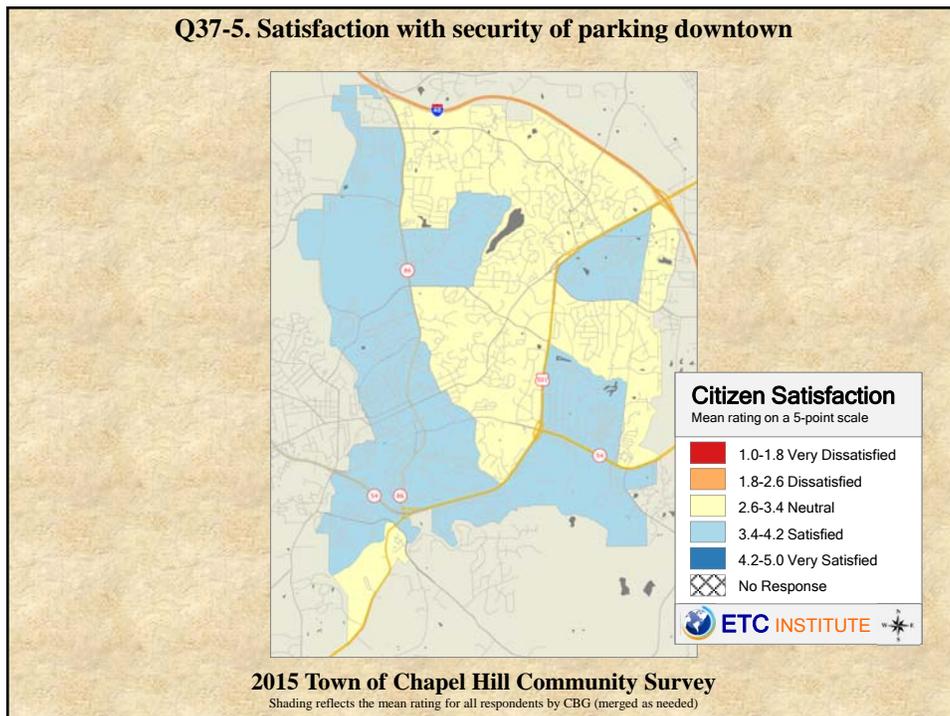
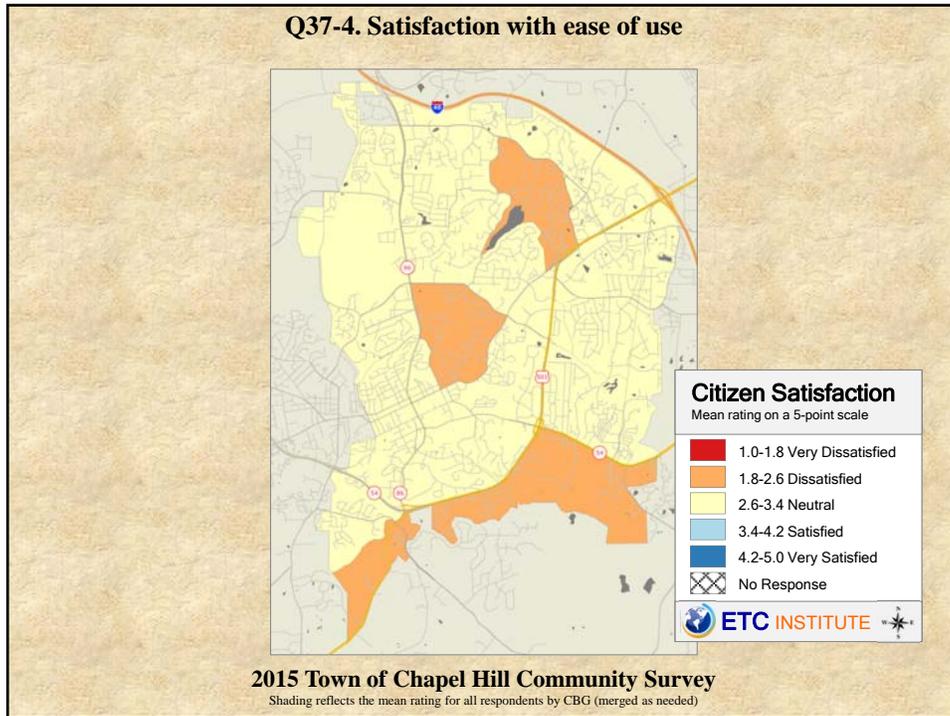
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q37-3. Satisfaction with payment options

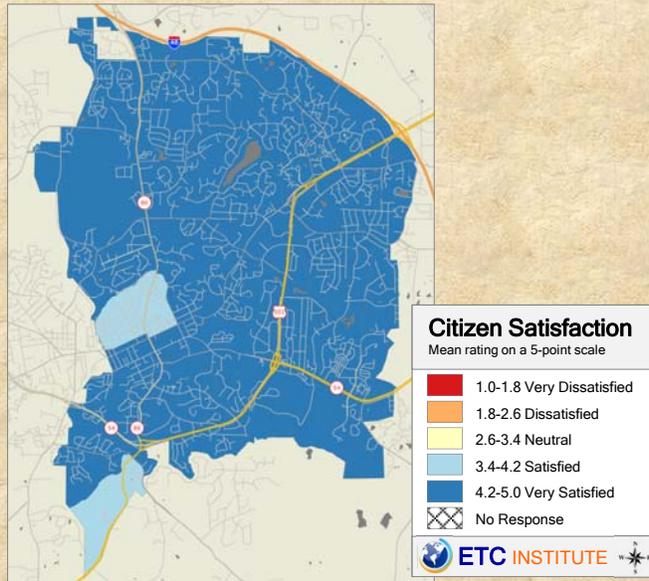


2015 Town of Chapel Hill Community Survey

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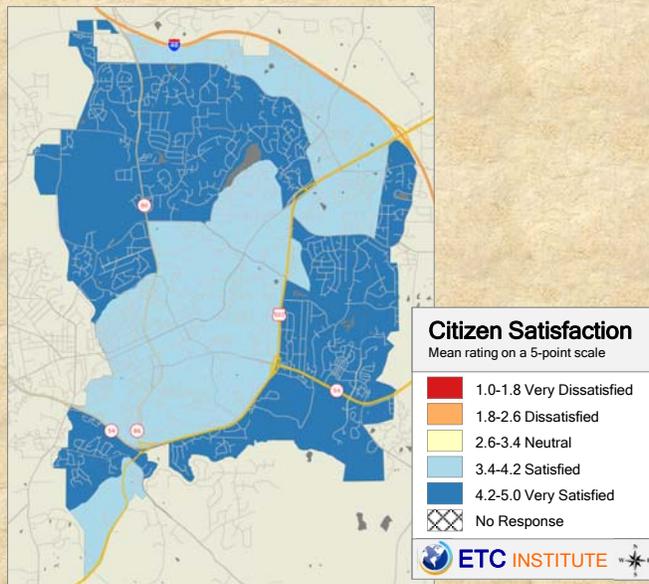
Q38-1. Satisfaction with residential trash collection services



2015 Town of Chapel Hill Community Survey

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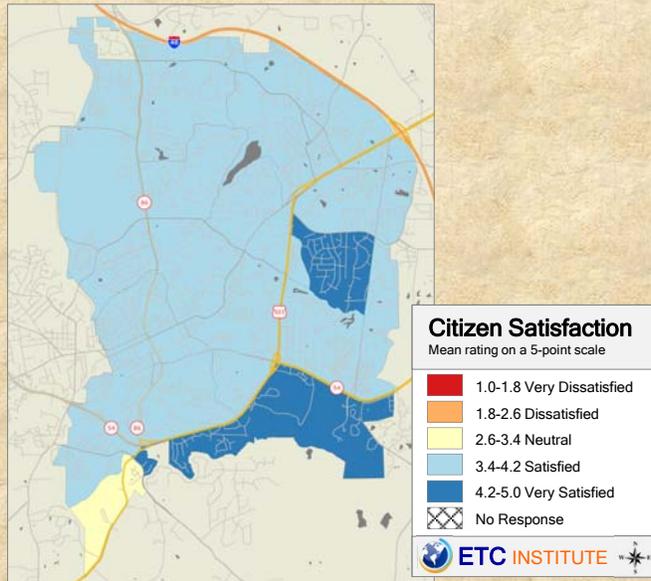
Q38-2. Satisfaction with yard waste removal



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

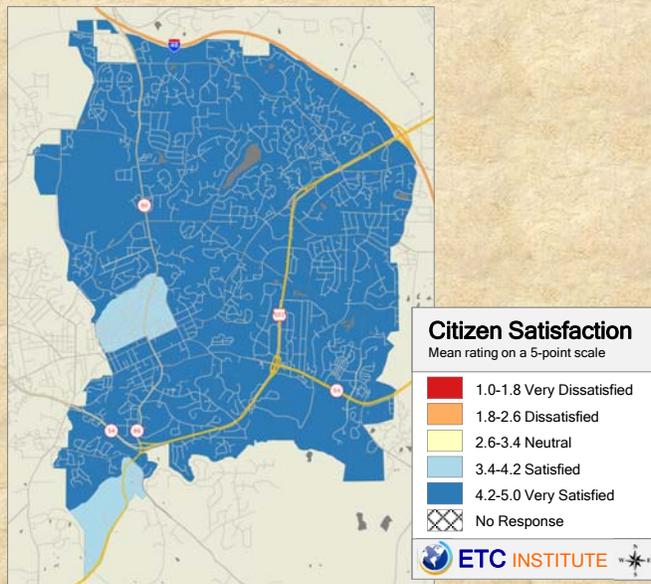
Q38-3. Satisfaction with leaf collection



2015 Town of Chapel Hill Community Survey

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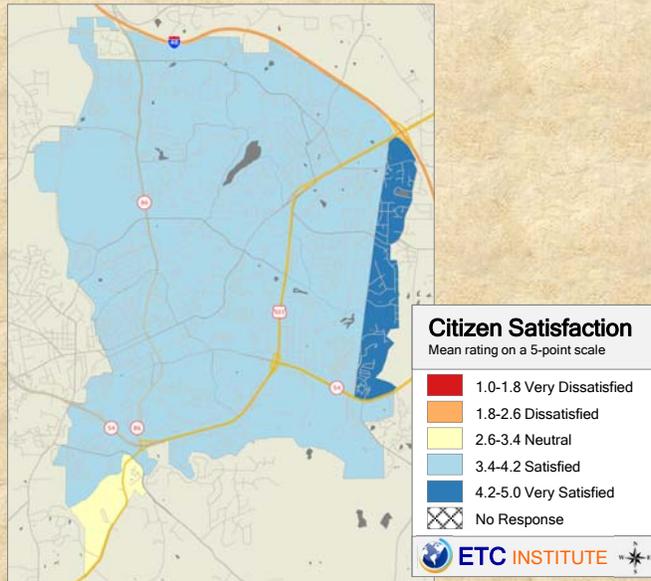
Q38-4. Satisfaction with residential recycling service



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

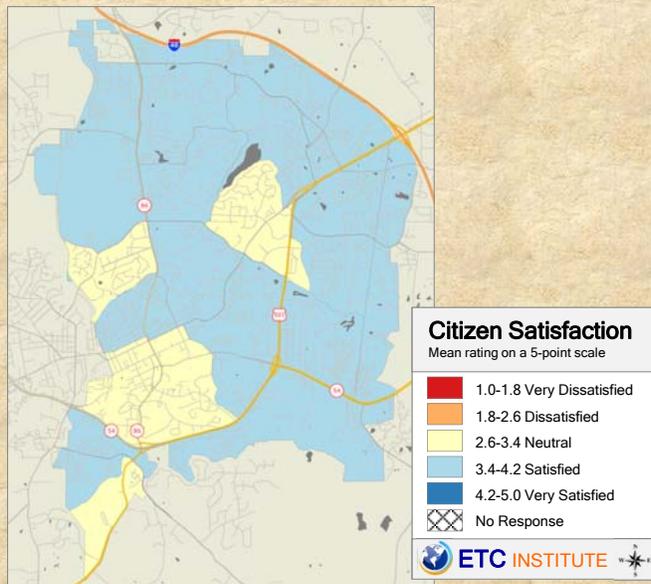
Q38-5. Satisfaction of dead animal removal from right-of-way



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q38-6. Satisfaction with removal of large bulky items



2015 Town of Chapel Hill Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)