2021 Town of Carrboro Community Survey Findings Report

Presented to the Town of Carrboro, North Carolina

January 2022

ETC INSTITUTE

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2021 Town of Carrboro Community Survey
Executive Summary

Purpose

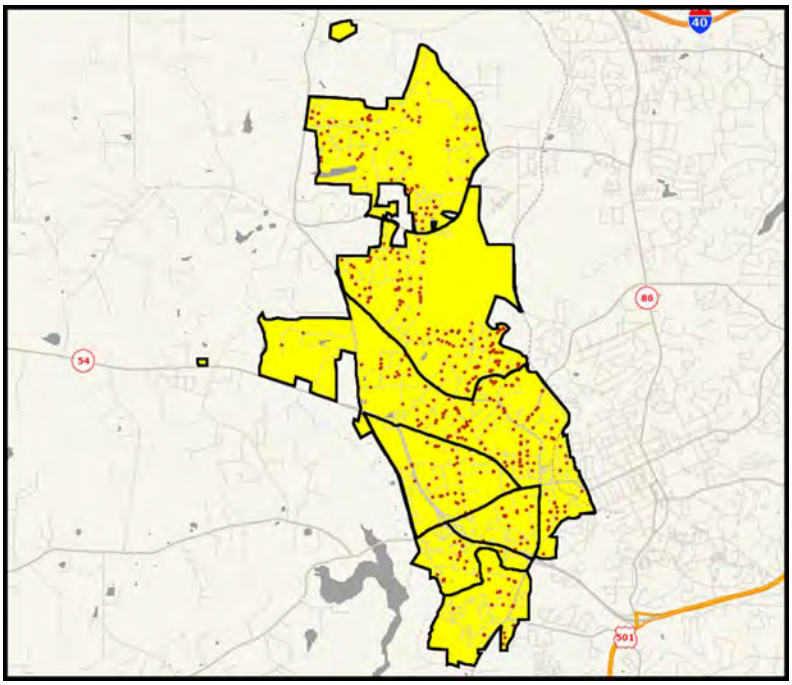
ETC Institute administered a survey to residents of the Town of Carrboro between December 2021 and January 2022. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve Town services and determine the needs of residents. This is the first community survey ETC Institute has administered for Carrboro.

Methodology

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Carrboro. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Carrboro from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. This goal was far exceeded, with a total of 512 residents completing the survey. The overall results for the sample of 512 households have a precision of at least +/-4.3% at the 95% level of confidence. To understand how well services are being delivered in different areas of the Town, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



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The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the Town of Carrboro with the results from other communities where ETC Institute has conducted a citizen survey. Since the number of "don't know" responses often reflects the utilization and awareness of Town services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the Town to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Satisfaction With Key Indicators

Ninety-two percent (92%) of the residents surveyed, *who had an opinion*, were "very satisfied" or "satisfied" with their overall feeling of safety in the Town of Carrboro; 87% were satisfied with the overall quality of services provided, and 84% were satisfied with the quality of customer service from Town employees.

Overall Ratings of the Town

Nearly all (98%) of the residents surveyed, *who had an opinion,* rated the Town of Carrboro as "excellent" or "good" as a place to live. Other areas in which residents rated the Town as "excellent" or "good" include: as a place to raise children (98%), overall quality of life (98%), and as a place they feel welcome (96%).

Satisfaction With Perceptions of the Community

The overall perceptions of the Town of Carrboro that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: overall appearance of the Town (82%), access to parks and green space (80%), and availability of festivals and community events (78%).

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Satisfaction With Major Town Services

The major categories of Town services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: public works (trash/yard waste collection) (91%), fire services (87%), parks and recreation facilities (87%), recreation and cultural programs (83%), and police services (81%).

Based on the sum of their top three choices, the major categories of Town services that residents thought were most important were: 1) parks and recreation facilities, 2) public works, and 3) police services.

Public Safety

The public safety services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: safety and security in neighborhoods (83%), fire safety, education, and outreach (78%), and police safety, education, and outreach (71%).

Based on the sum of their top two choices, the public safety services that residents thought were most important were: 1) safety and security in neighborhoods and 2) police safety, education, and outreach.

Transportation

The transportation services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: ease of walking in Carrboro (82%), ease of driving in Carrboro (76%), adequacy of street lighting (70%), and availability of greenways/multi-use paths (67%).

Based on the sum of their top two choices, the transportation services that residents thought were most important were: 1) ease of walking in Carrboro, 2) availability of greenways/multi-use paths, and 3) ease of driving in Carrboro.

Public Facilities

The public facilities that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: maintenance and cleanliness of streets and public areas (84%) and maintenance of Downtown Carrboro (83%).

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Based on the sum of their top two choices, the public facilities that residents thought were most important were: 1) maintenance and cleanliness of streets and public areas and 2) landscaping and maintenance in parks, medians, and other public areas.

Housing

The aspects of housing that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: availability of a range of housing types (43%) and efforts of the Town to expand and preserve affordable housing (36%).

The most important aspect of housing to Carrboro residents was the availability of housing options by price.

Communication and Engagement

The aspects of Town communication and engagement that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: access to emergency information (69%), access to information about Town programs and services (68%), quality of transparent, trusted, and accurate Town communication (64%), and usefulness of Town social media (62%).

Based on the sum of their top two choices, the aspects of Town communication and engagement that residents thought were most important were: 1) access to information about Town programs and services and 2) Town efforts to keep residents informed about local issues.

ARPA Fund Allocation

Residents were asked to prioritize the allocation of funds received through the American Rescue Plan Act (ARPA), the purpose of which is to address the economic fallout from the COVID-19 pandemic. The actions that had the highest levels of support, based upon the combined percentage of "very important" and "important" responses among residents *who had an opinion*, were: providing services to disproportionately impacted communities (87%), investing in infrastructure (83%), and addressing negative economic impacts (82%).

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Other Findings

- More than two-thirds (68%) of the residents surveyed indicated they or someone in their household rides a bicycle. Of those who ride a bicycle, most (90%) do so for recreation.

- Thirty-eight percent (38%) of the residents surveyed indicated they prefer to live in an area with housing only; 58% prefer to live in an area with a mix of homes, shops, and businesses, and 4% did not provide a response.

- Sixty-three percent (63%) of the residents surveyed indicated their primary source for Town news and information is friends/colleagues/word of mouth. Other sources include: the Town of Carrboro website (61%), outdoor signage (61%), traditional media (41%), and the Recreation & Parks brochure (35%).

Investment Priorities

Recommended Priorities. In order to help the Town identify investment priorities for the future, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each Town service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Town services in the future. If the Town wants to improve its overall satisfaction rating, the Town should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Overall Priorities for the Town by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Town services. This analysis was conducted to help set the overall priorities for the Town. Based on the results of this analysis, the service that is recommended as the top priority in order to raise the Town's overall satisfaction rating is listed below:

- Housing and community services (IS=0.1291)

The table on the following page shows the Importance-Satisfaction rating for all 12 major categories of Town services that were rated.

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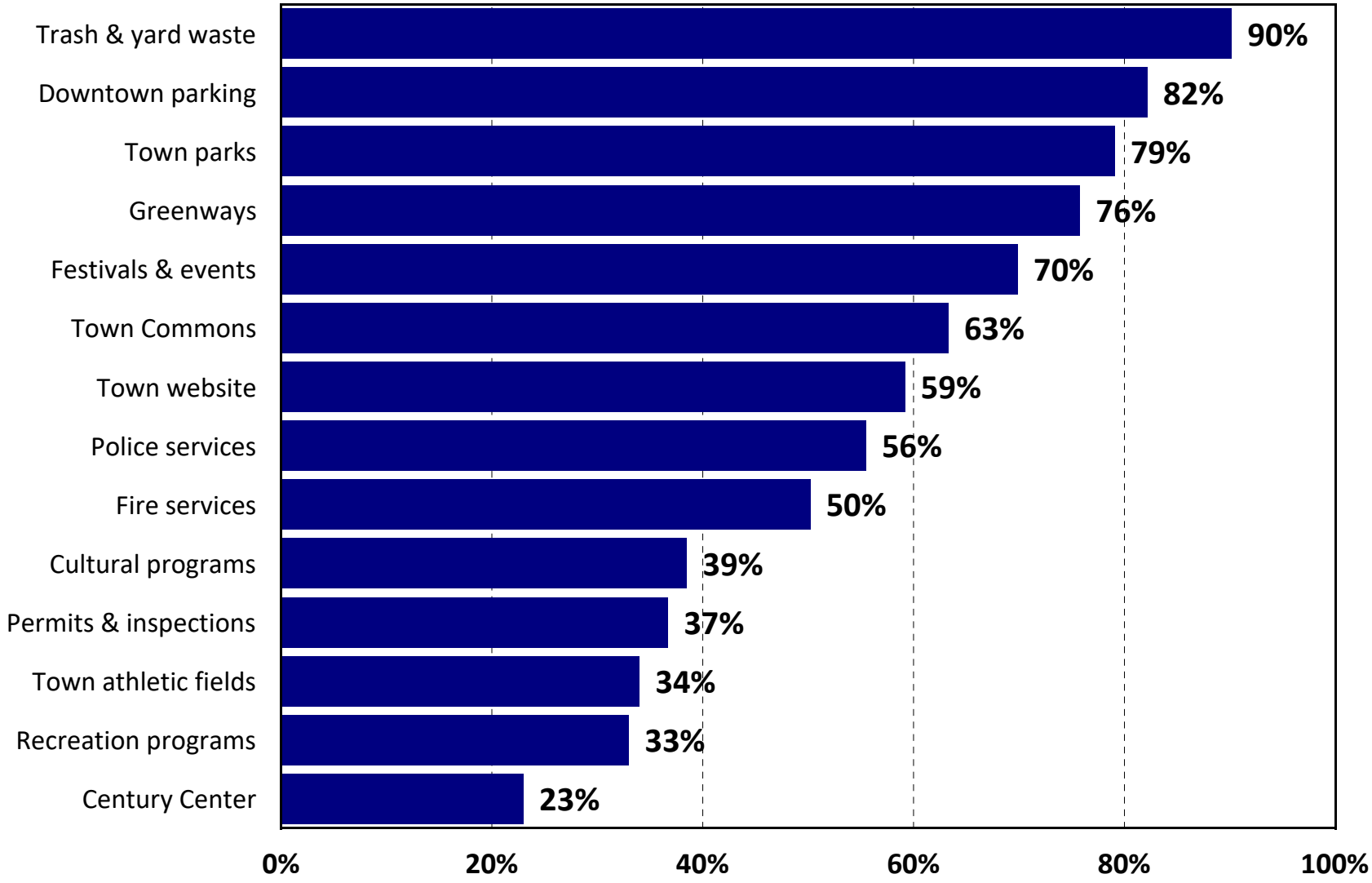
Importance-Satisfaction Rating
Town of Carrboro, NC
Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Housing and community services	**27%**	**4**	**53%**	**11**	0.1291	**1**
Medium Priority (IS <.10)						
Economic development	**18%**	**6**	**53%**	**12**	0.0863	**2**
Police services	**33%**	**3**	**81%**	**5**	0.0636	**3**
Parks and recreation facilities	**45%**	**1**	**87%**	**3**	0.0582	**4**
Transportation	**17%**	**8**	**70%**	**7**	0.0507	**5**
Public parking	**17%**	**9**	**70%**	**6**	0.0498	**6**
Communication and engagement	**16%**	**10**	**70%**	**8**	0.0488	**7**
Planning, zoning and inspection services	**11%**	**11**	**57%**	**10**	0.0463	**8**
Stormwater management	**9%**	**12**	**61%**	**9**	0.0357	**9**
Fire services	**23%**	**5**	**87%**	**2**	0.0300	**10**
Recreation and cultural programs	**18%**	**7**	**83%**	**4**	0.0295	**11**
Public works (trash/yard waste collection)	**33%**	**2**	**91%**	**1**	0.0289	**12**

1 Charts and Graphs:

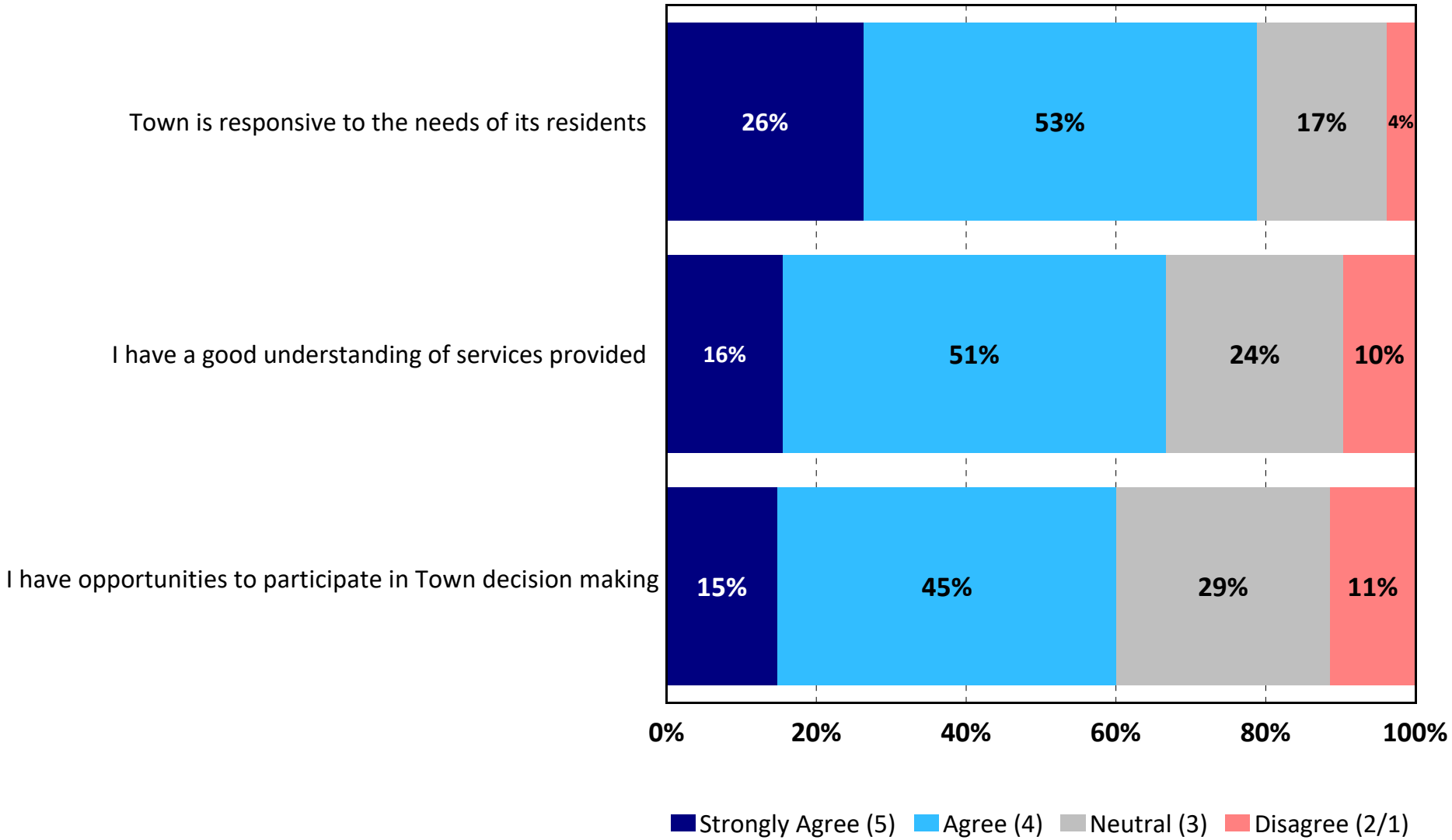
Q1. Usage of Services or Facilities Provided by the Town of Carrboro

by percentage of respondents (multiple selections could be made)



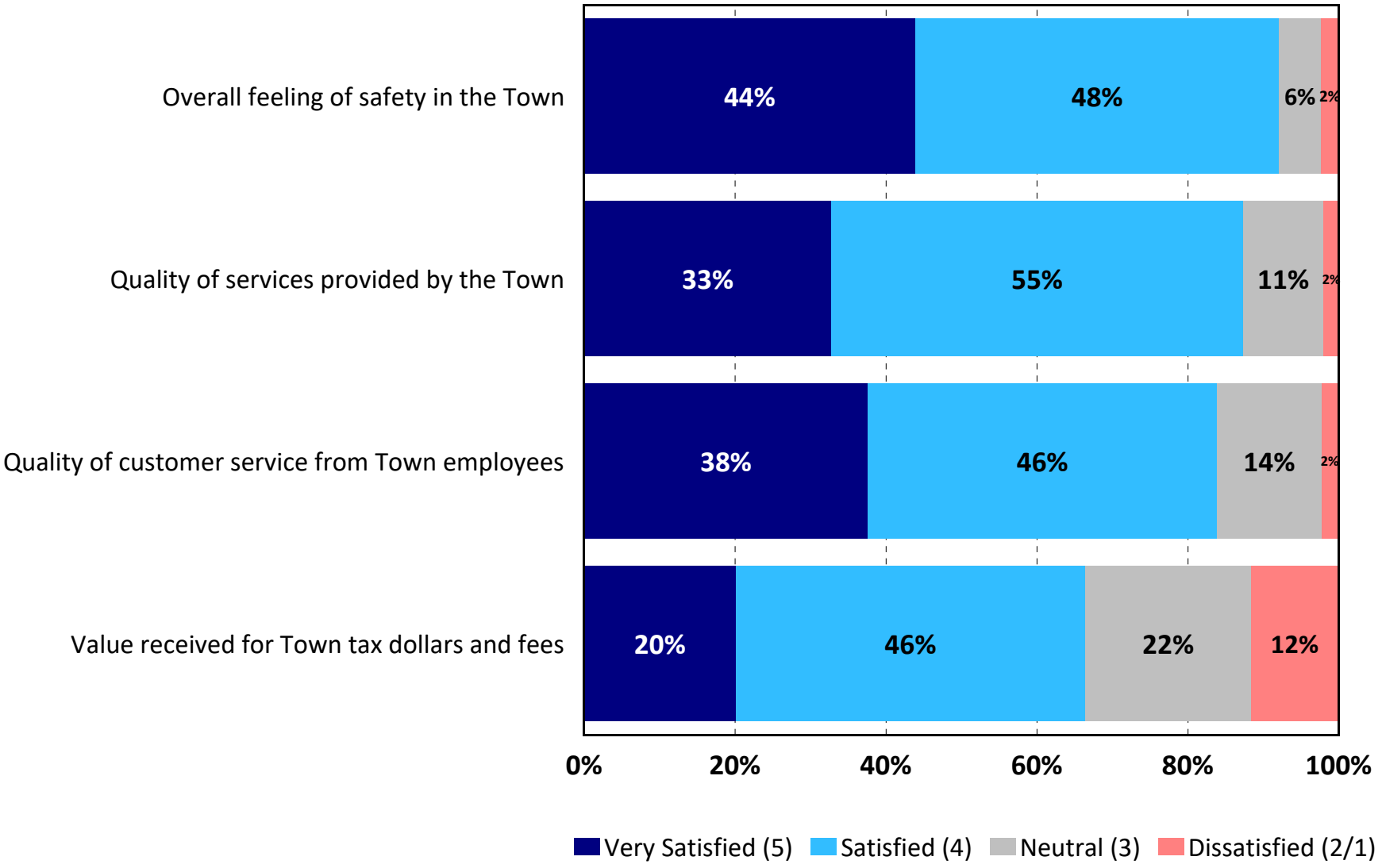
Q2. Agreement With the Following Statements Regarding Perceptions of Town Government

by percentage of respondents (excluding don't knows)



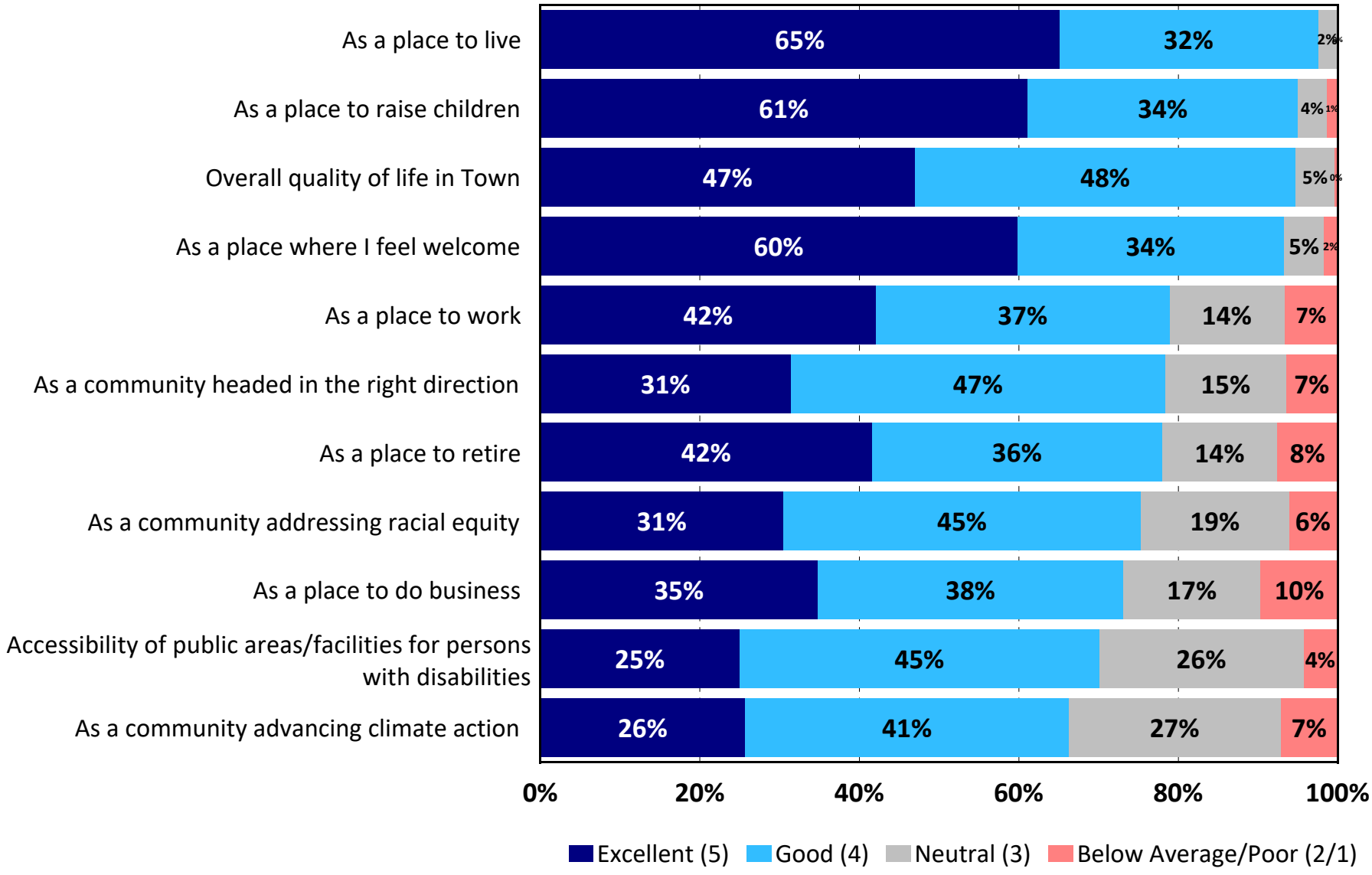
Q3. Satisfaction With the Following Key Indicators

by percentage of respondents (excluding don't knows)



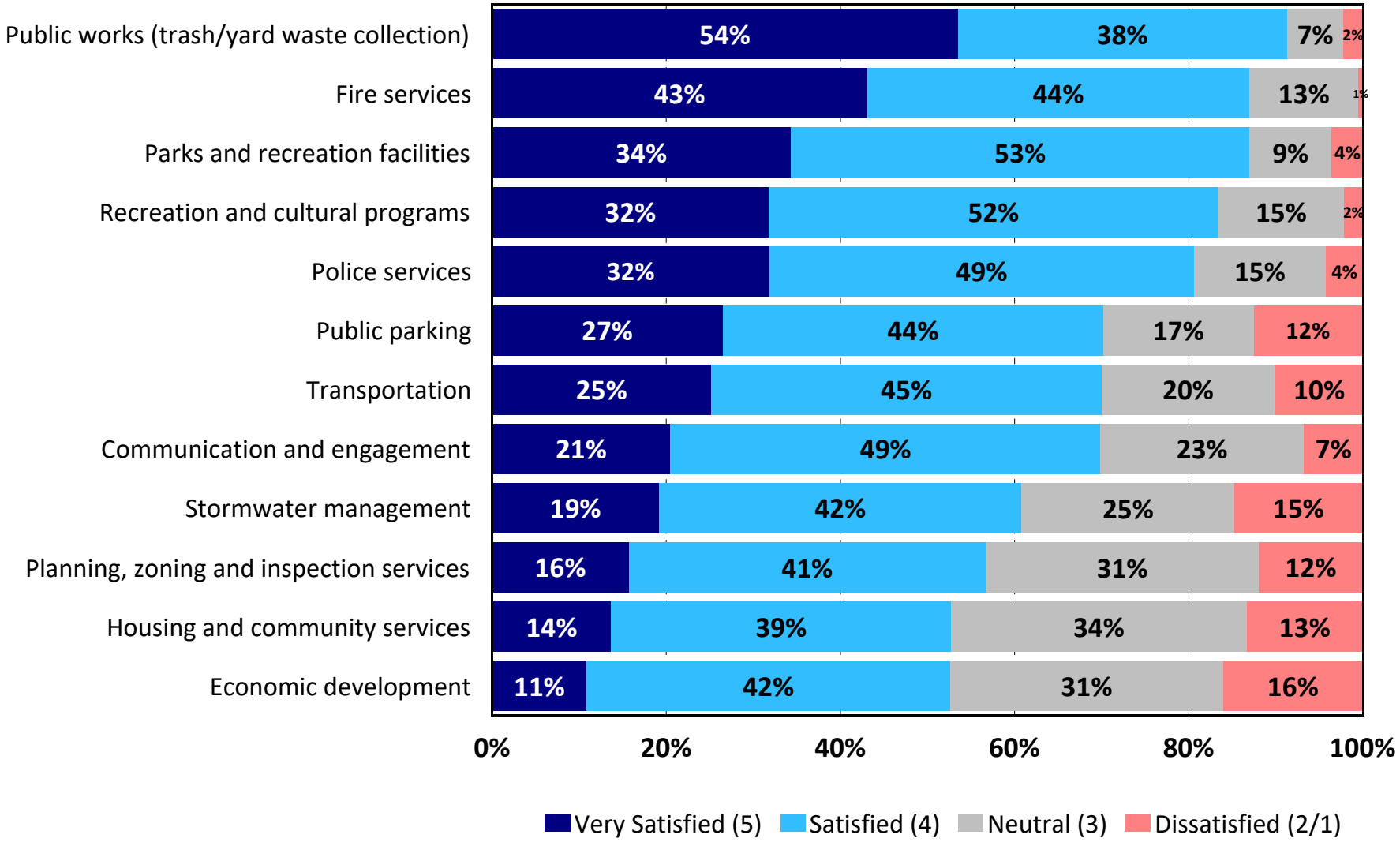
Q4. Overall Ratings of the Town

by percentage of respondents (excluding don't knows)



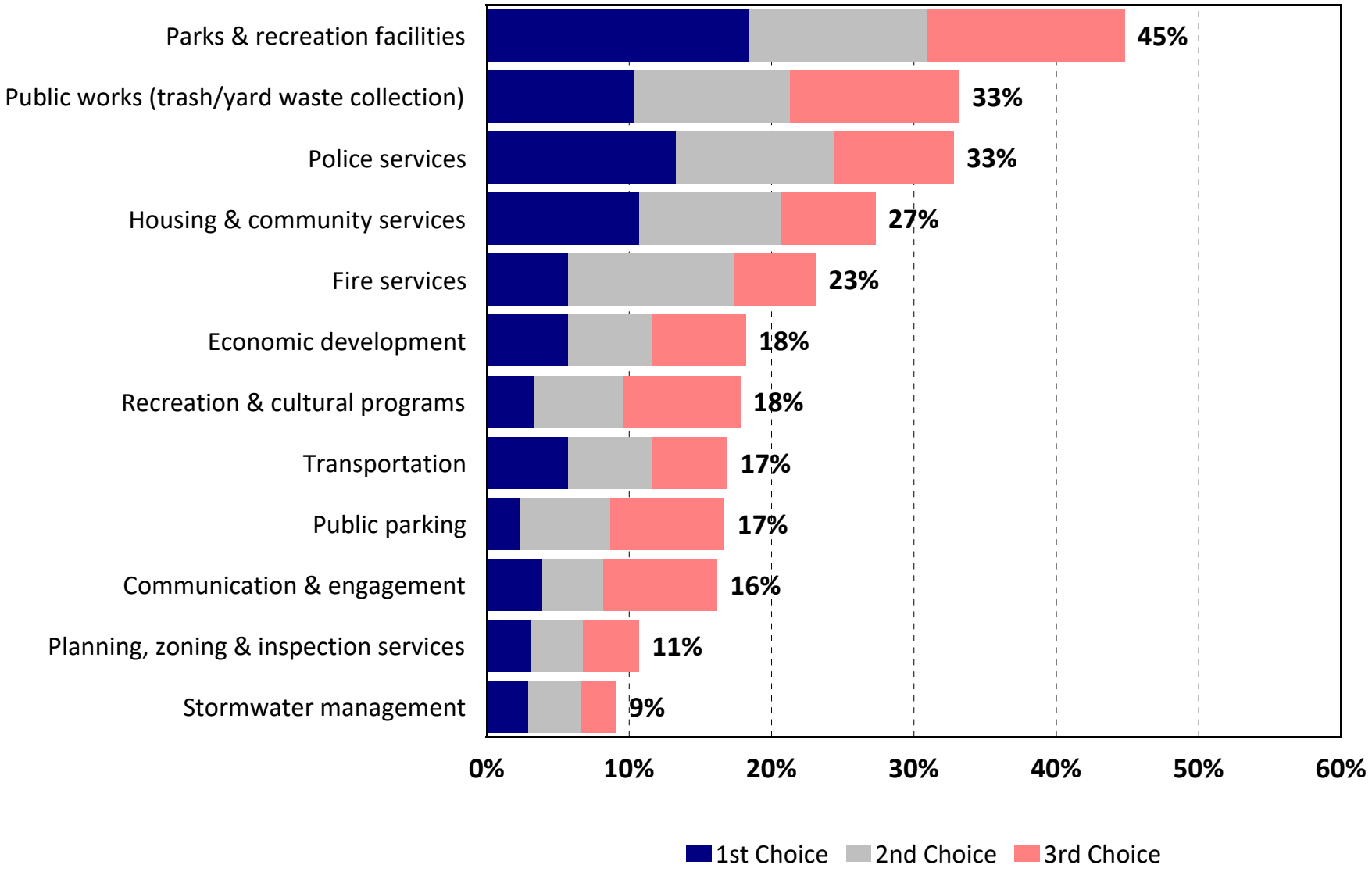
Q5. Satisfaction With Major Categories of Town Services

by percentage of respondents (excluding don't knows)



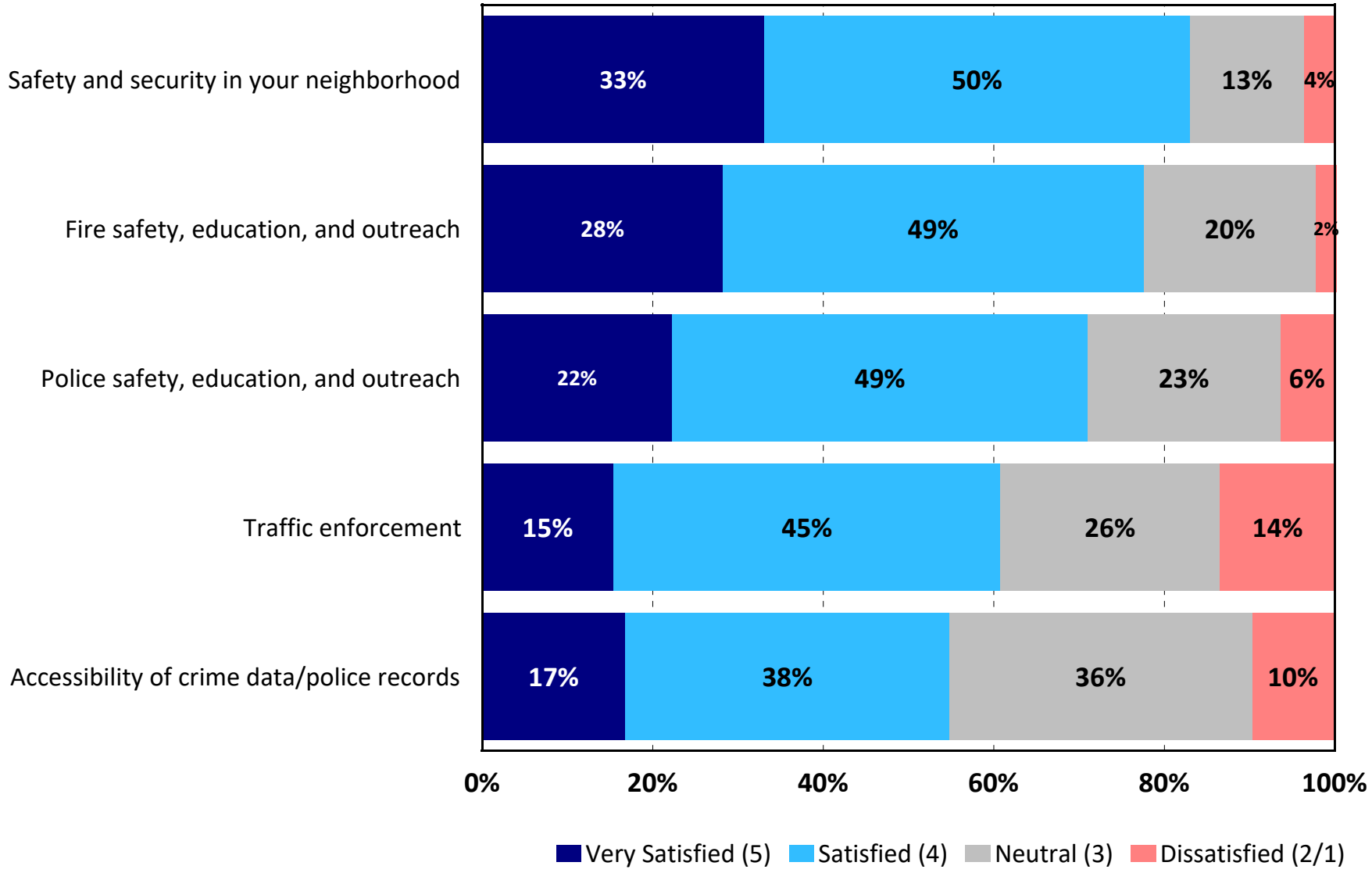
Q6. Town Services That Are Most Important to Residents

by percentage of respondents who selected the item as one of their top three choices



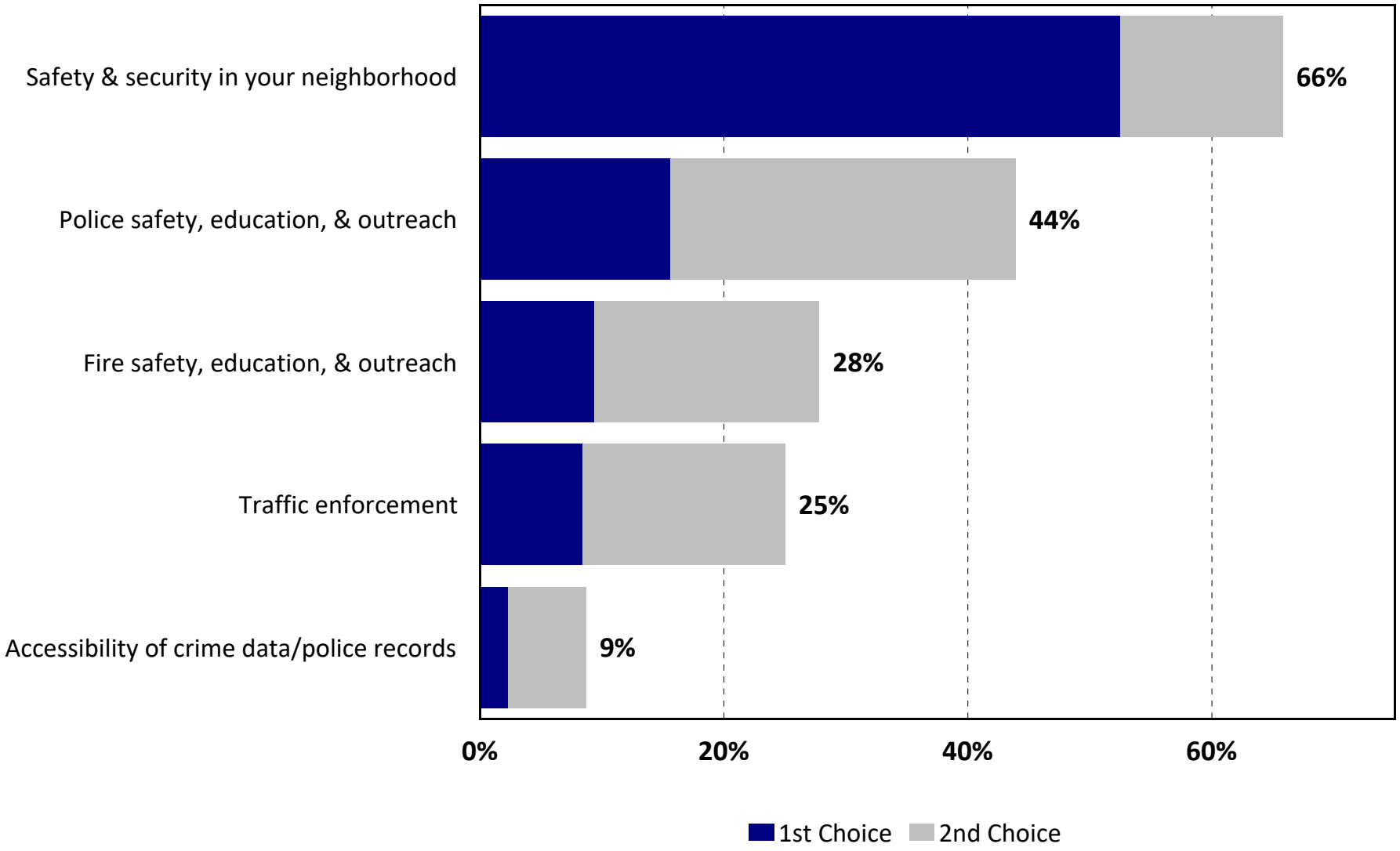
Q7. Satisfaction with Public Safety Services

by percentage of respondents (excluding don't knows)



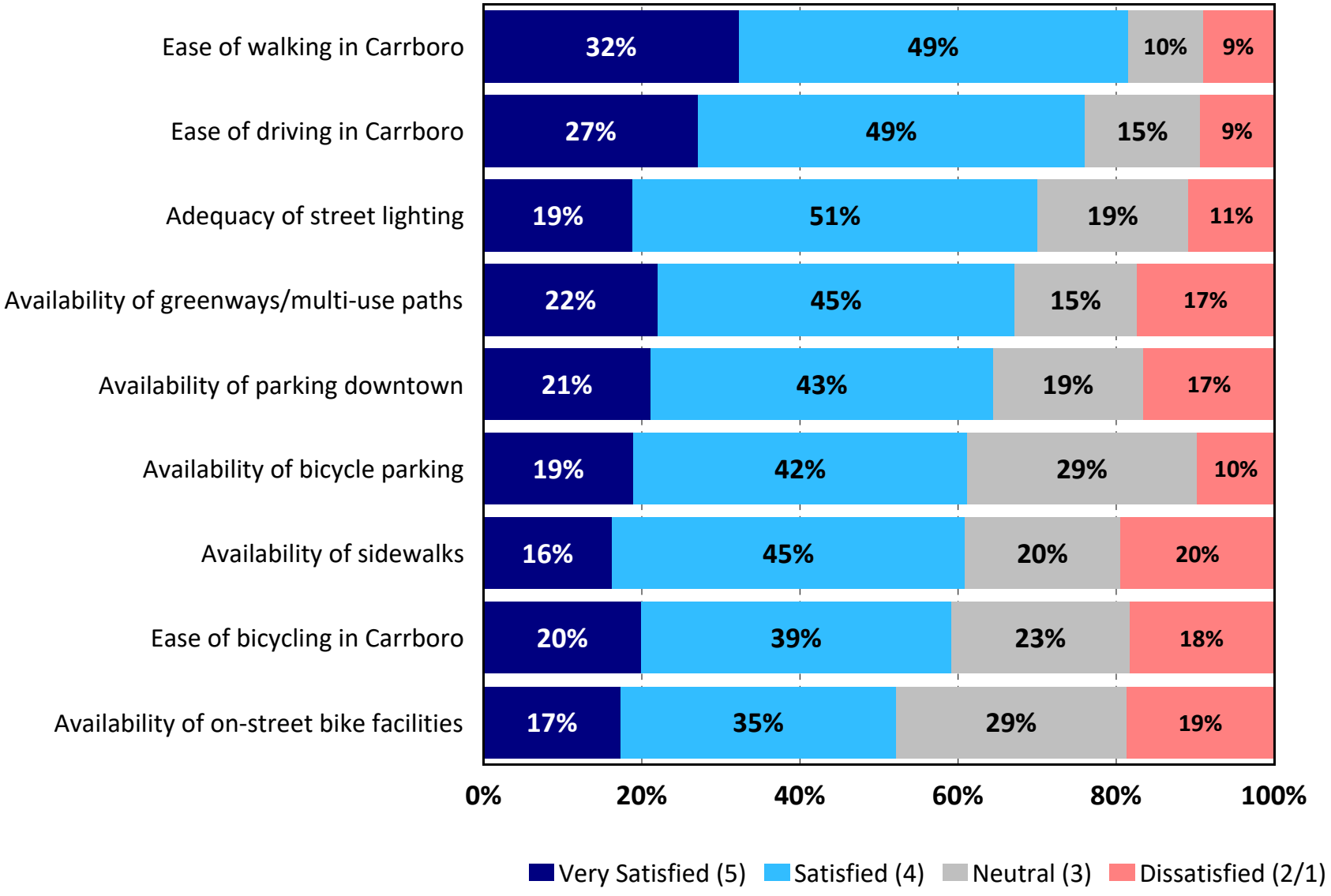
Q8. Public Safety Services That Are Most Important to Residents

by percentage of respondents who selected the item as one of their top two choices



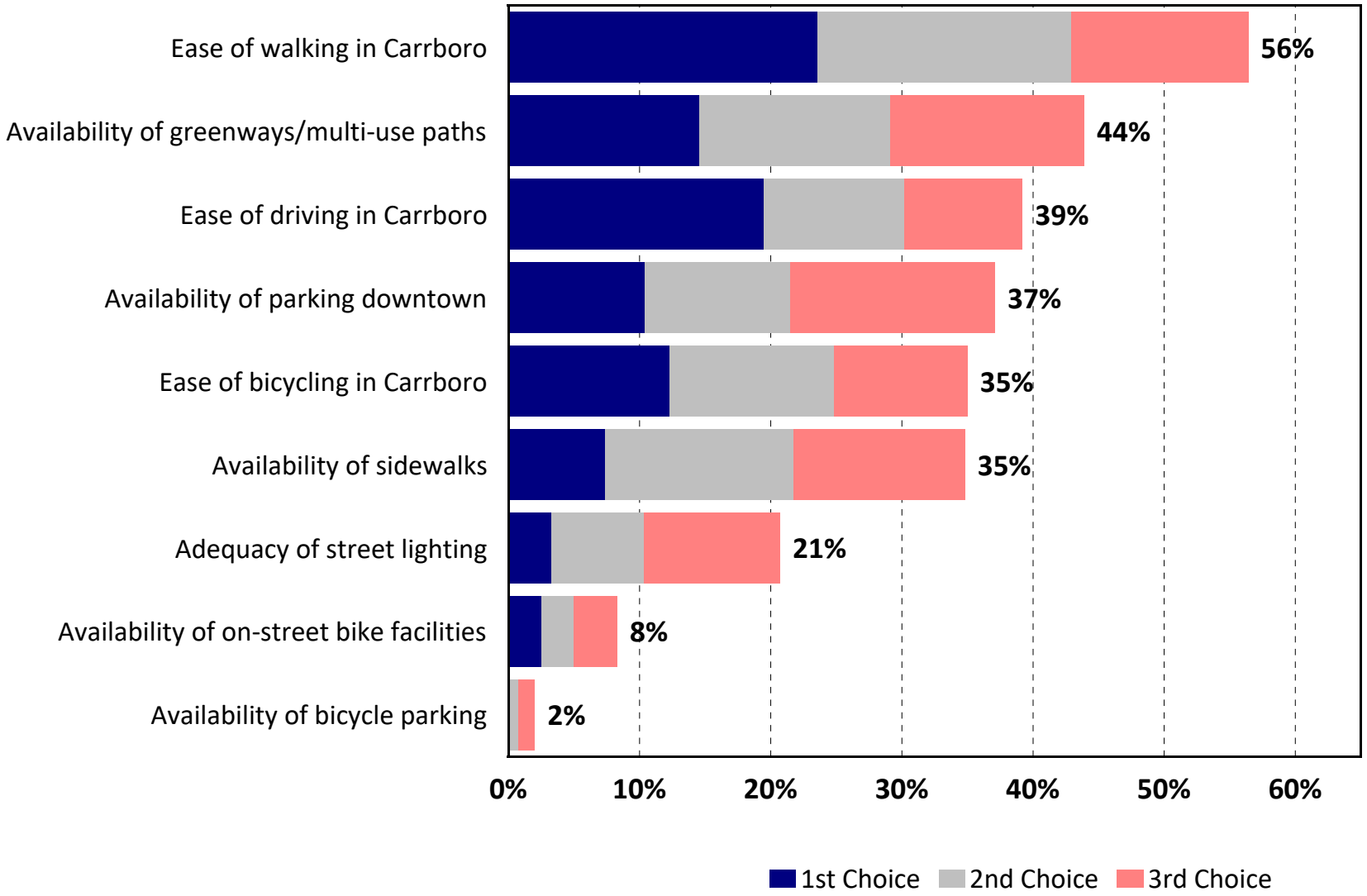
Q9. Satisfaction with Transportation

by percentage of respondents (excluding don't knows)



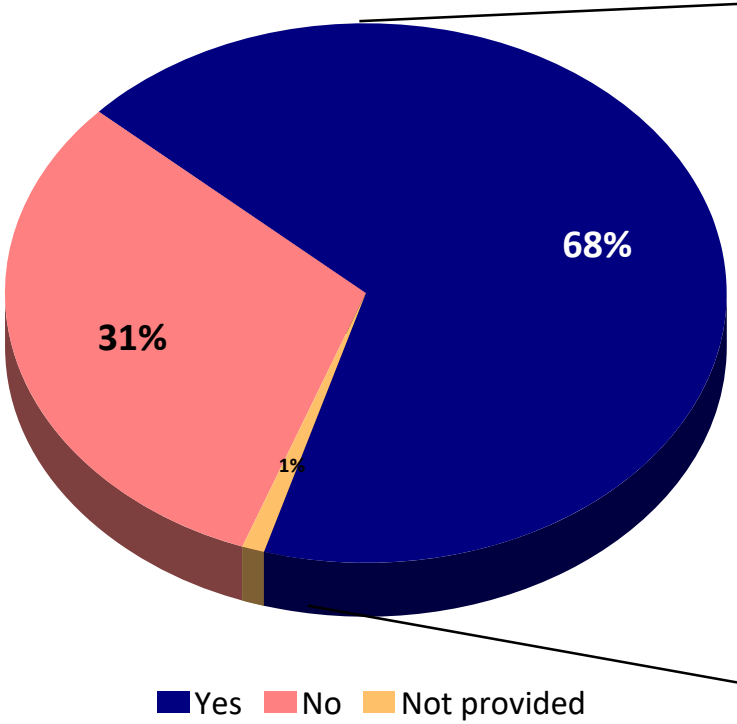
Q10. Transportation Services That Are Most Important to Residents

by percentage of respondents who selected the item as one of their top three choices



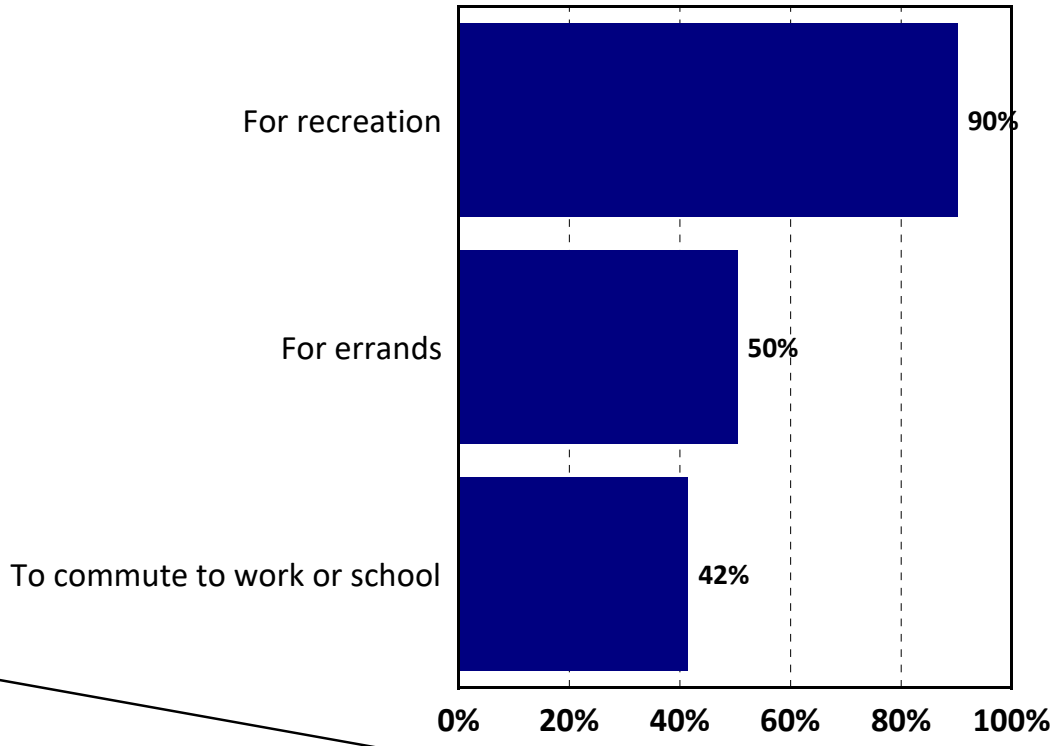
Q11. Does anyone in your household ride a bicycle?

by percentage of respondents



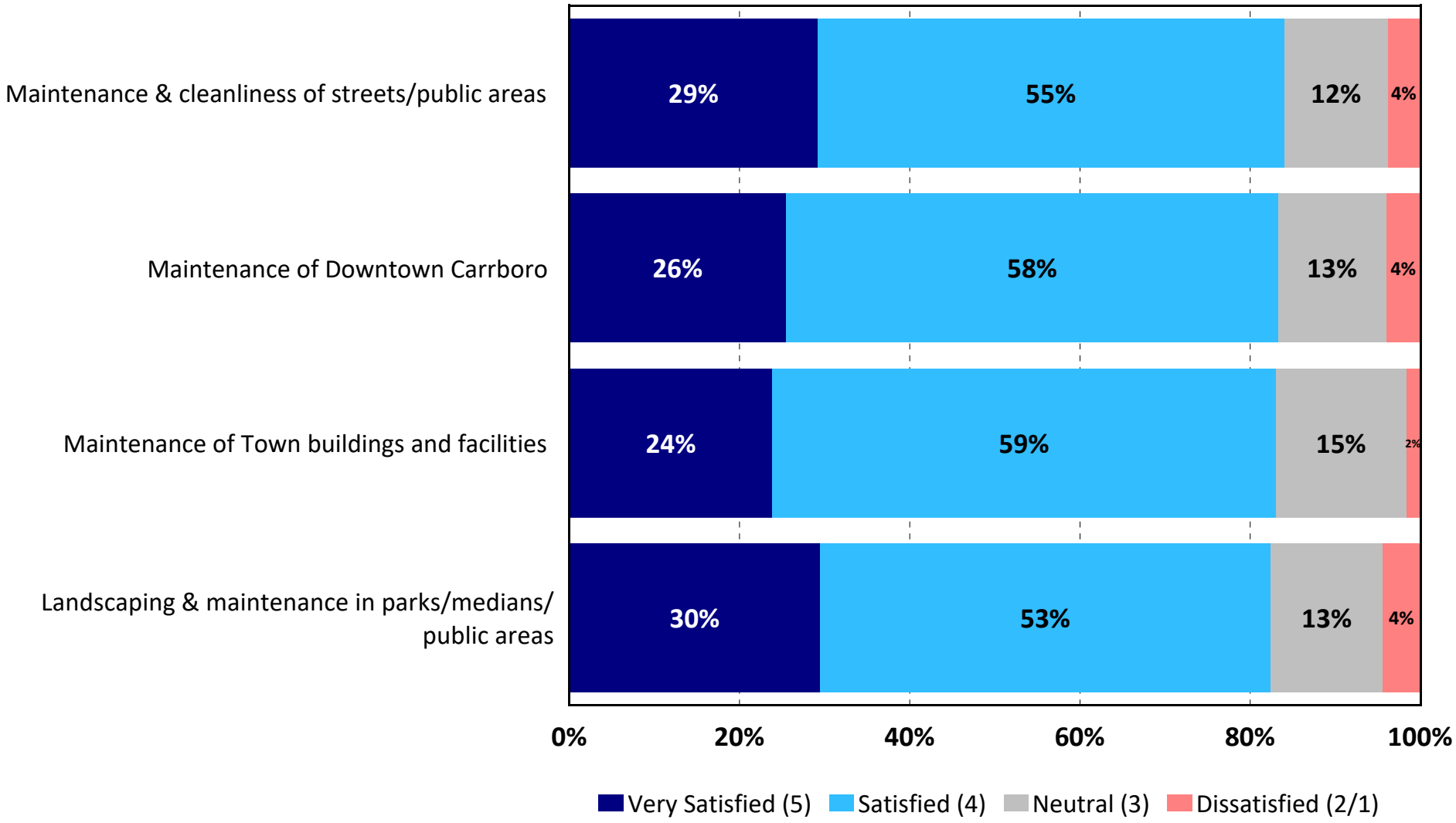
Q11a. Why do they ride a bicycle?

by percentage of household members who ride a bicycle
(multiple selections could be made)



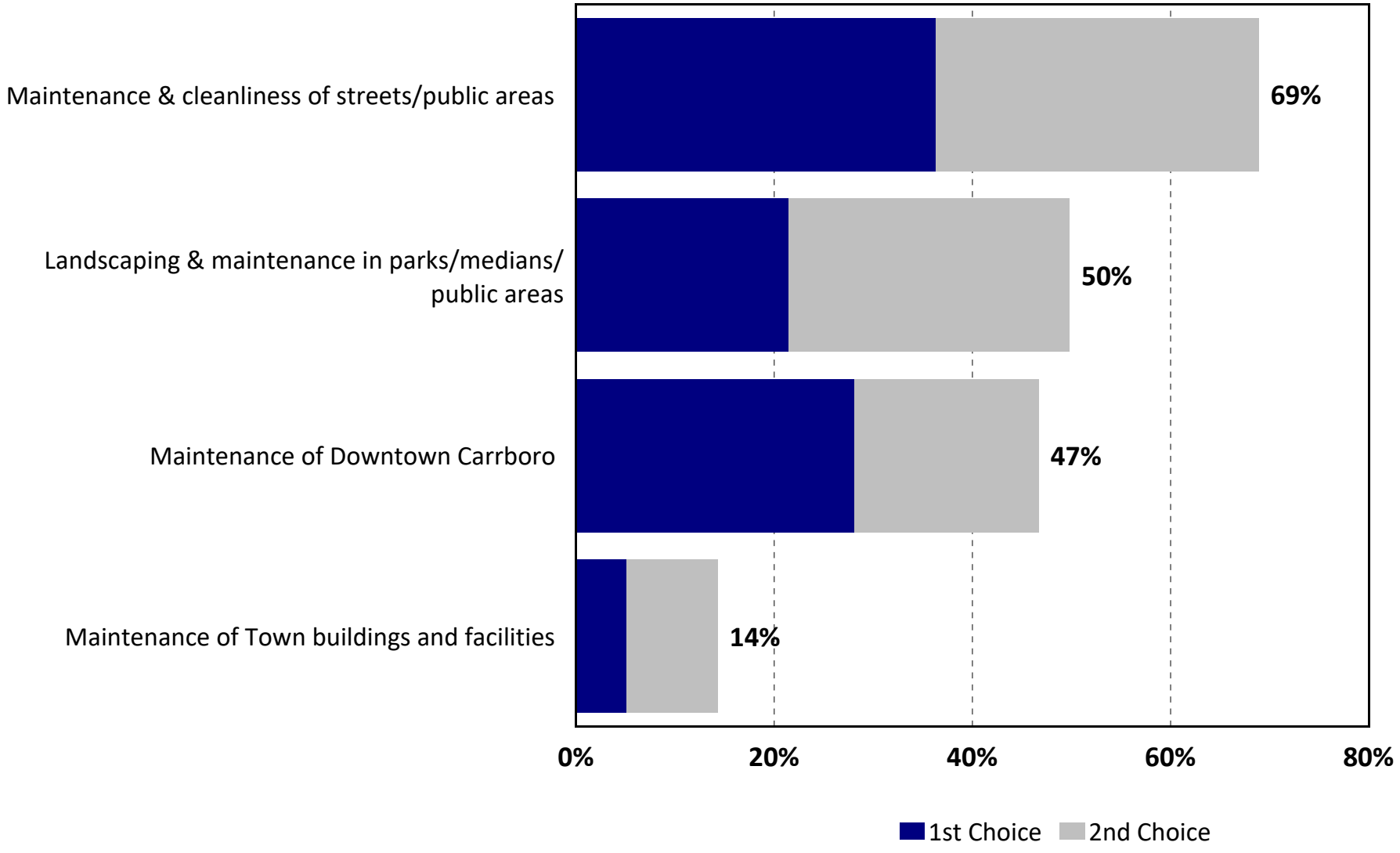
Q12. Satisfaction with Public Facilities

by percentage of respondents (excluding don't knows)



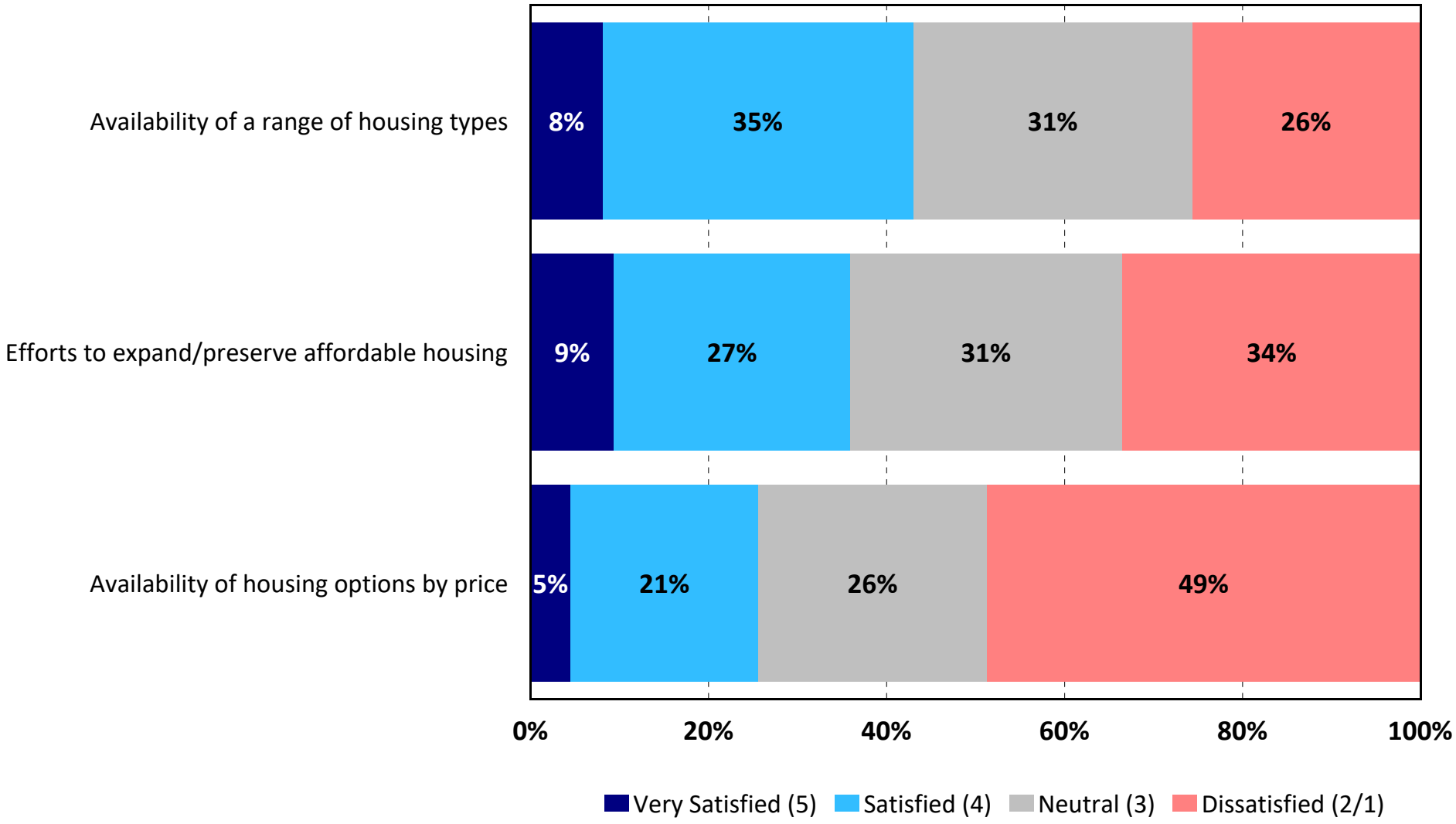
Q13. Public Facilities That Are Most Important to Residents

by percentage of respondents who selected the item as one of their top two choices



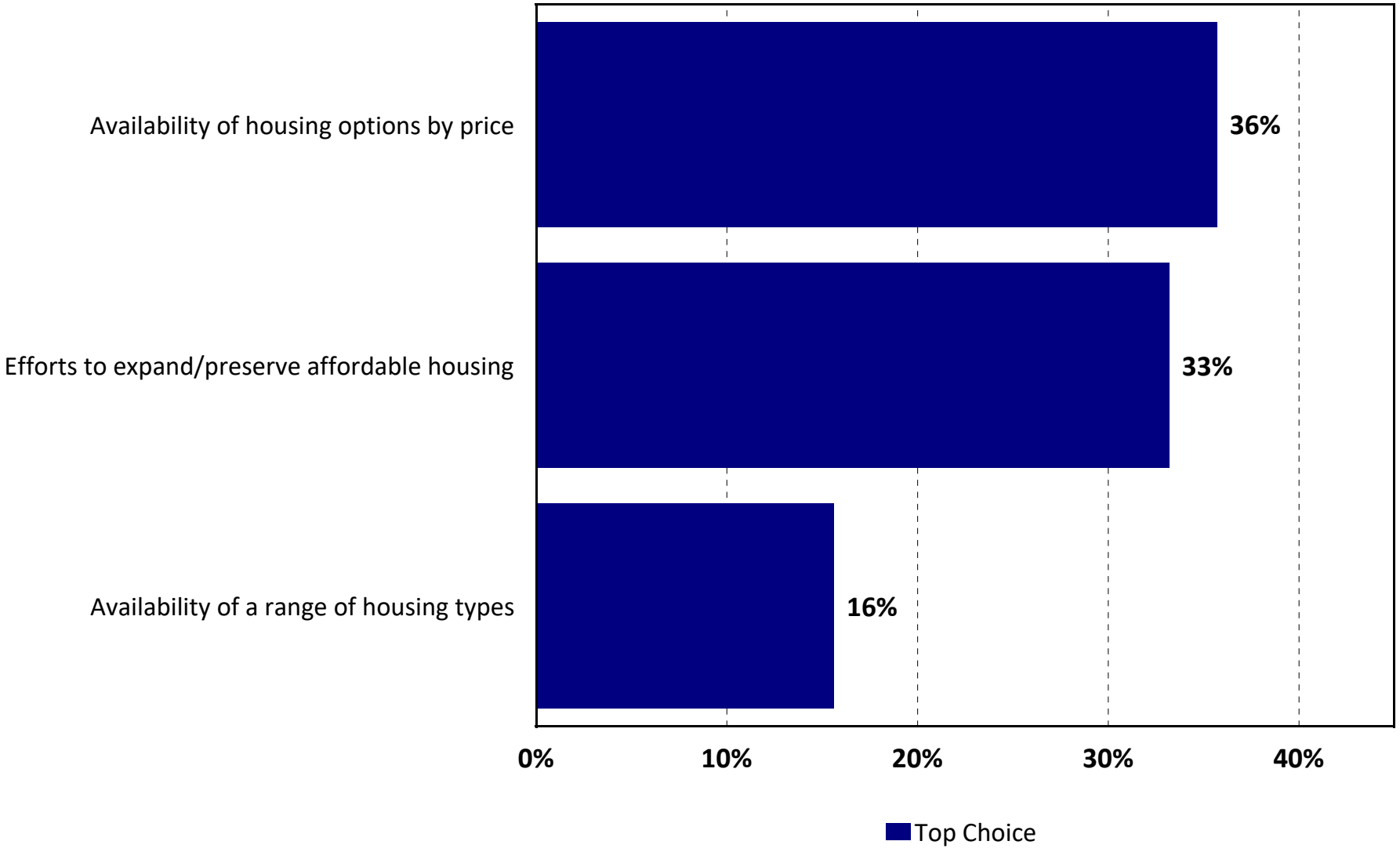
Q14. Satisfaction with Housing

by percentage of respondents (excluding don't knows)



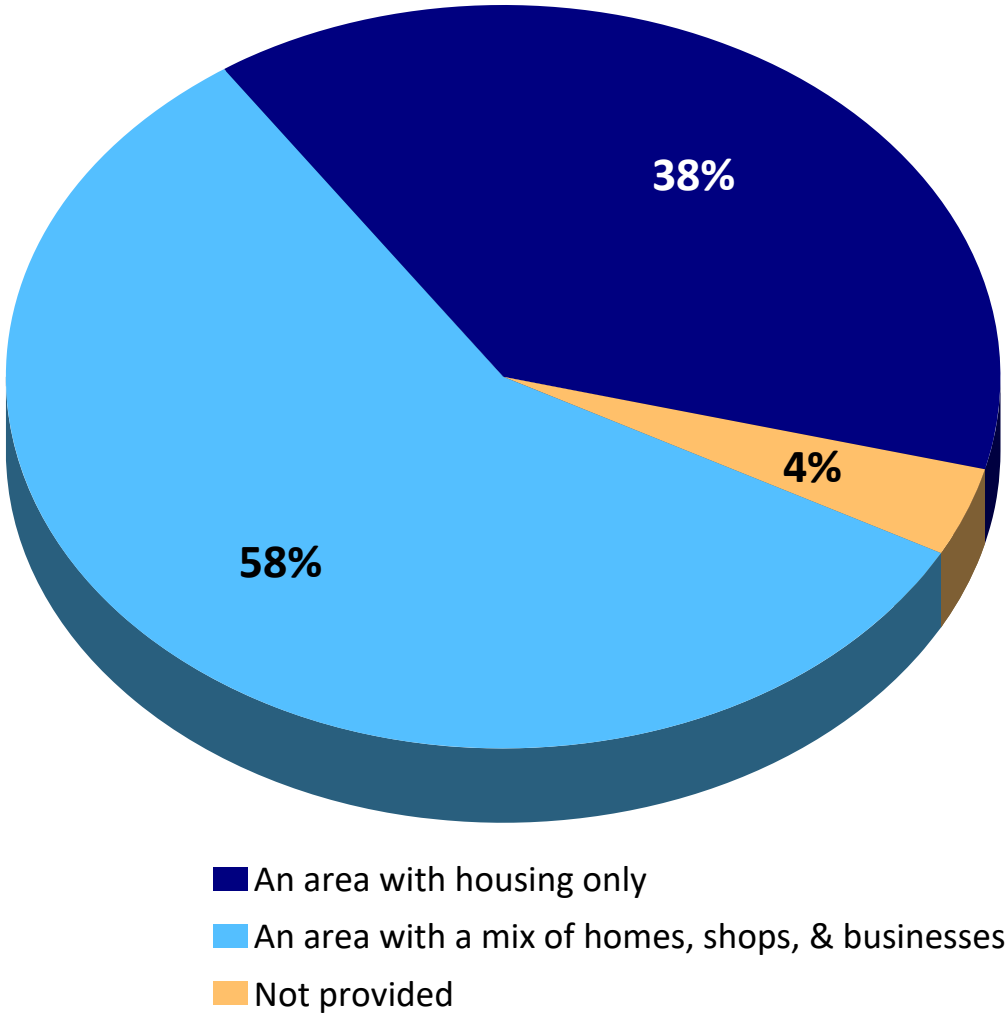
Q15. Aspects of Housing That Are Most Important to Residents

by percentage of respondents who selected the item as their top choice



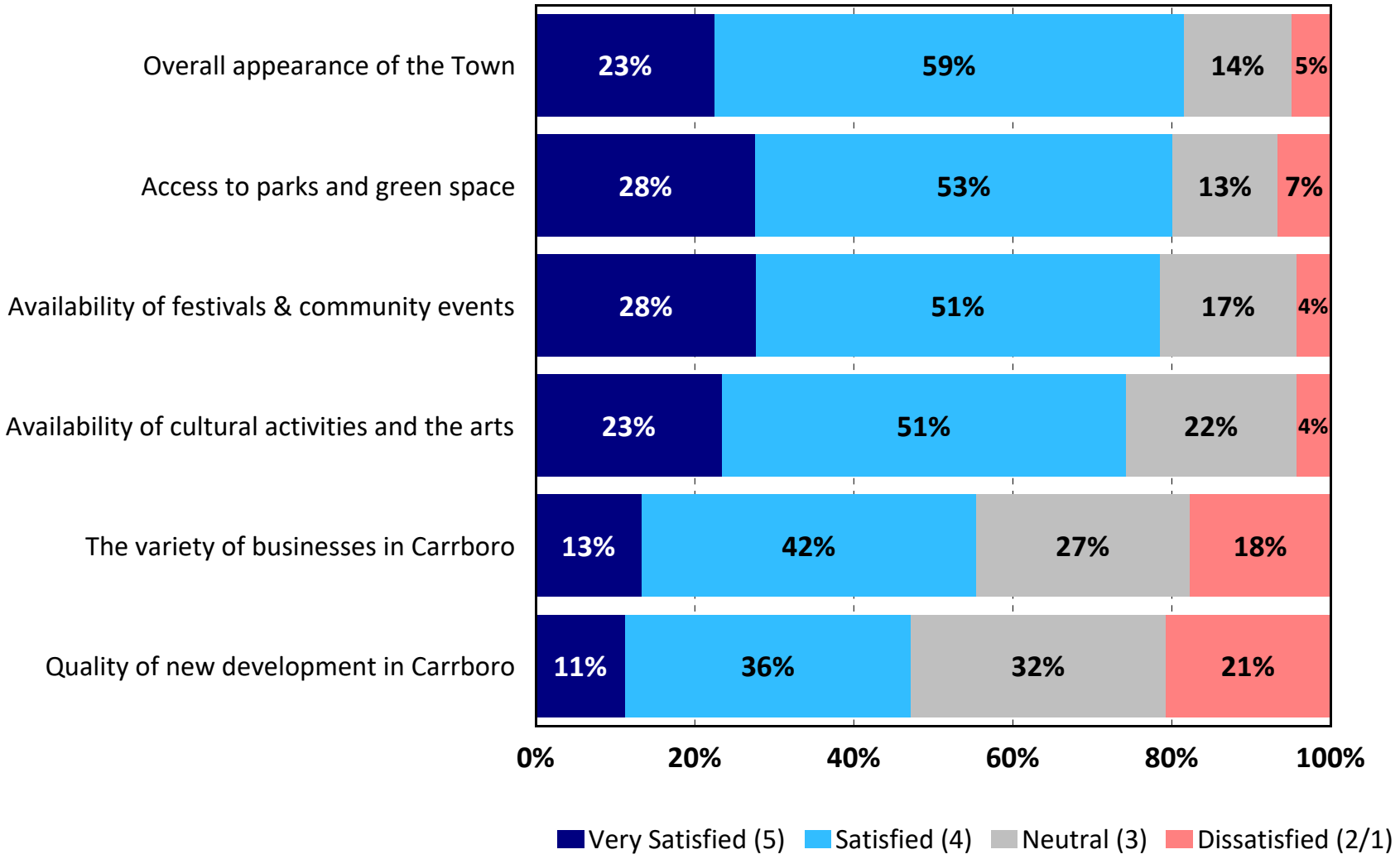
Q16. In which one of the following areas would you prefer to live?

by percentage of respondents



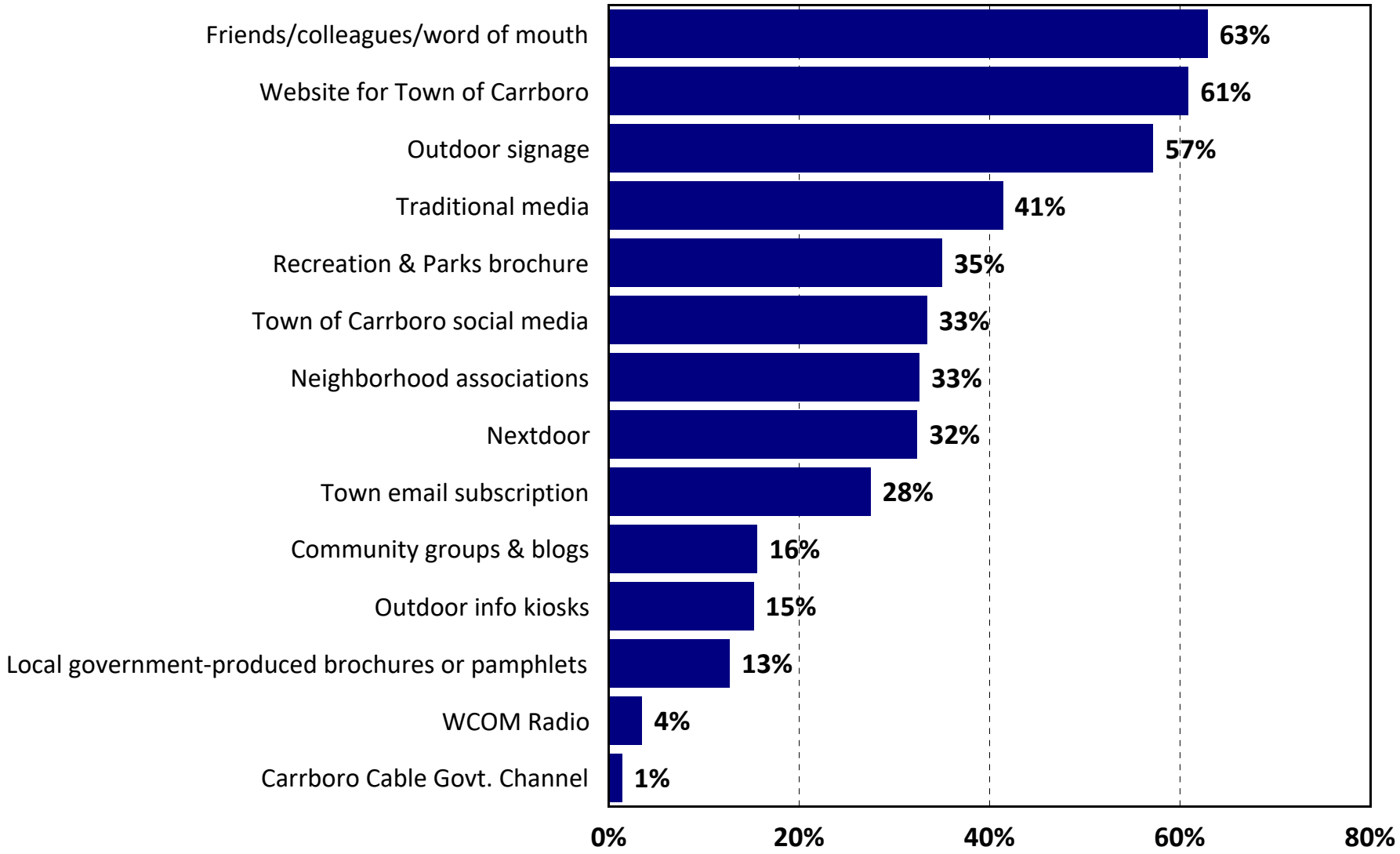
Q17. Satisfaction with Perceptions of the Community

by percentage of respondents (excluding don't knows)



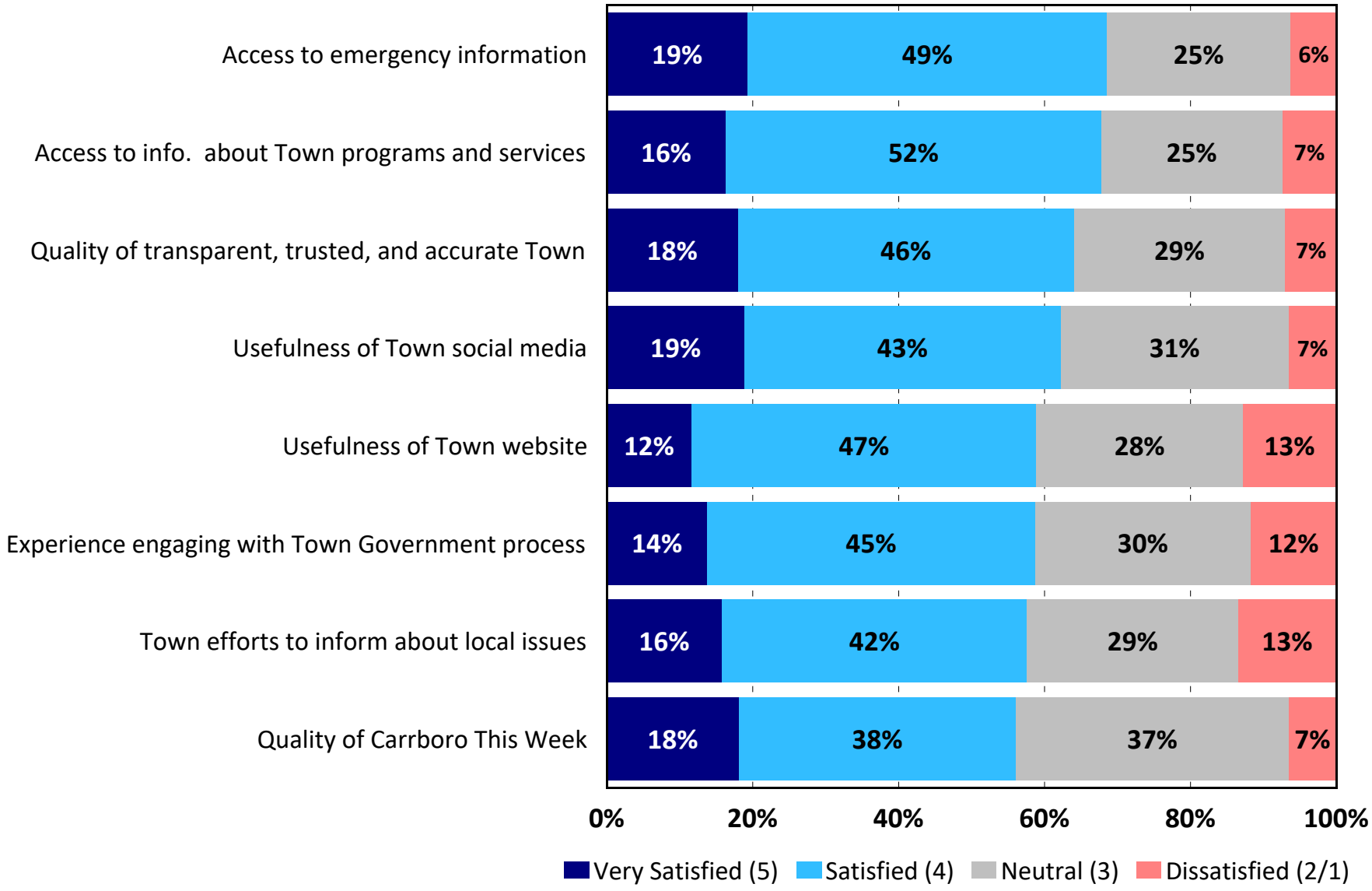
Q18. Sources for Town of Carrboro News and Information

by percentage of respondents (multiple selections could be made)



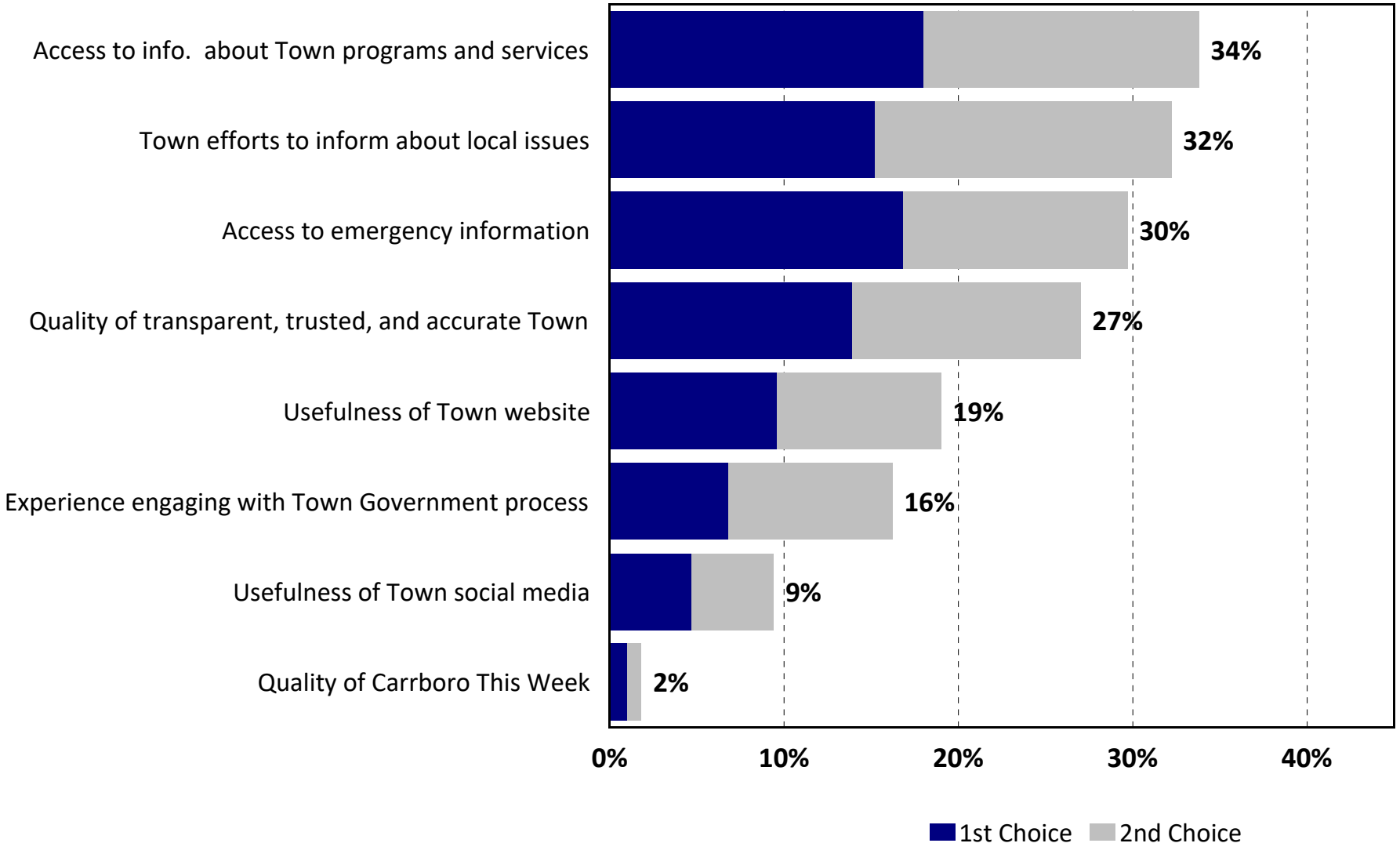
Q19. Satisfaction with Town Communication and Engagement

by percentage of respondents (excluding don't knows)



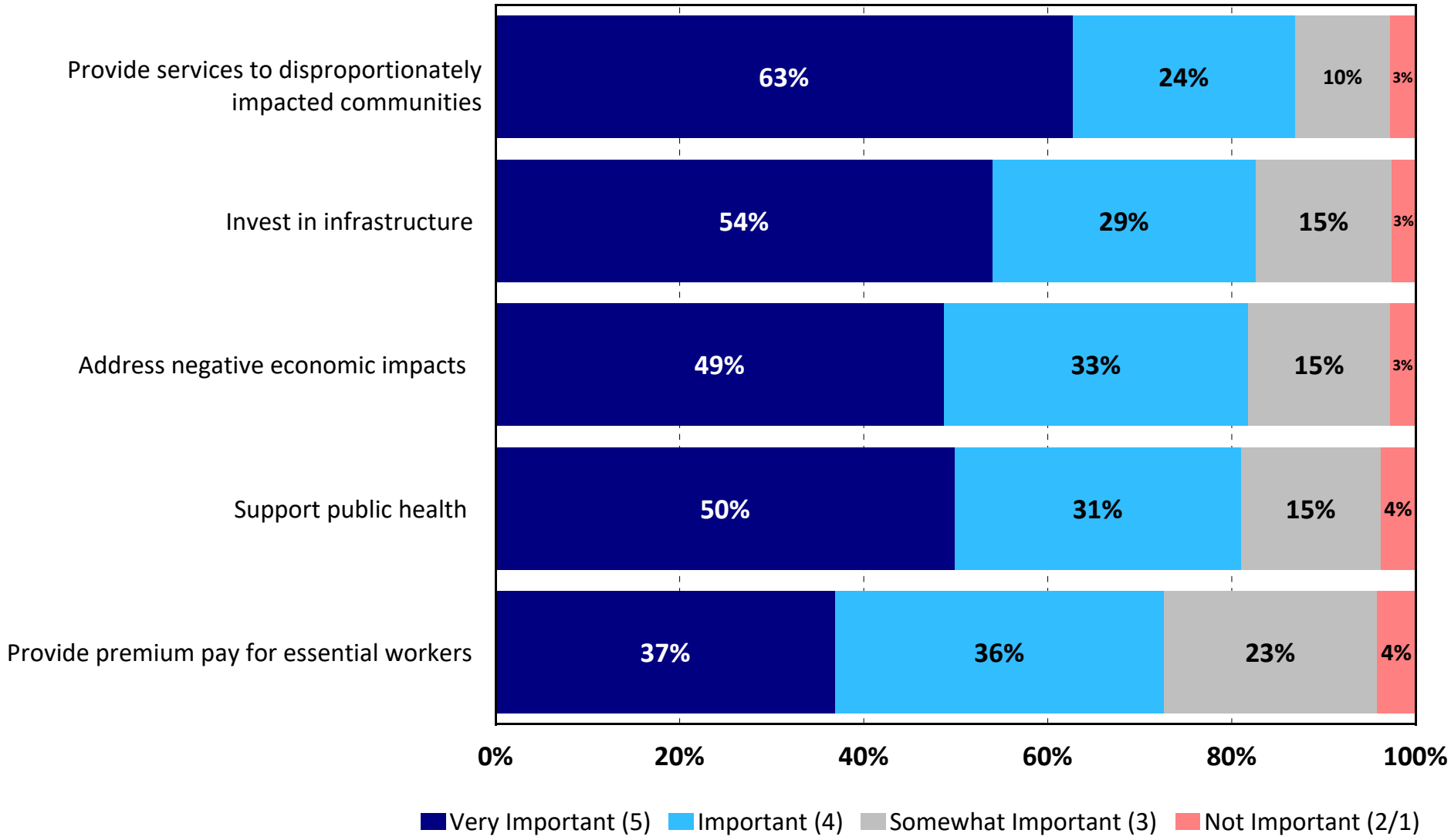
Q20. Aspects of Town Communication and Engagement That Are Most Important to Residents

by percentage of respondents who selected the item as one of their top two choices



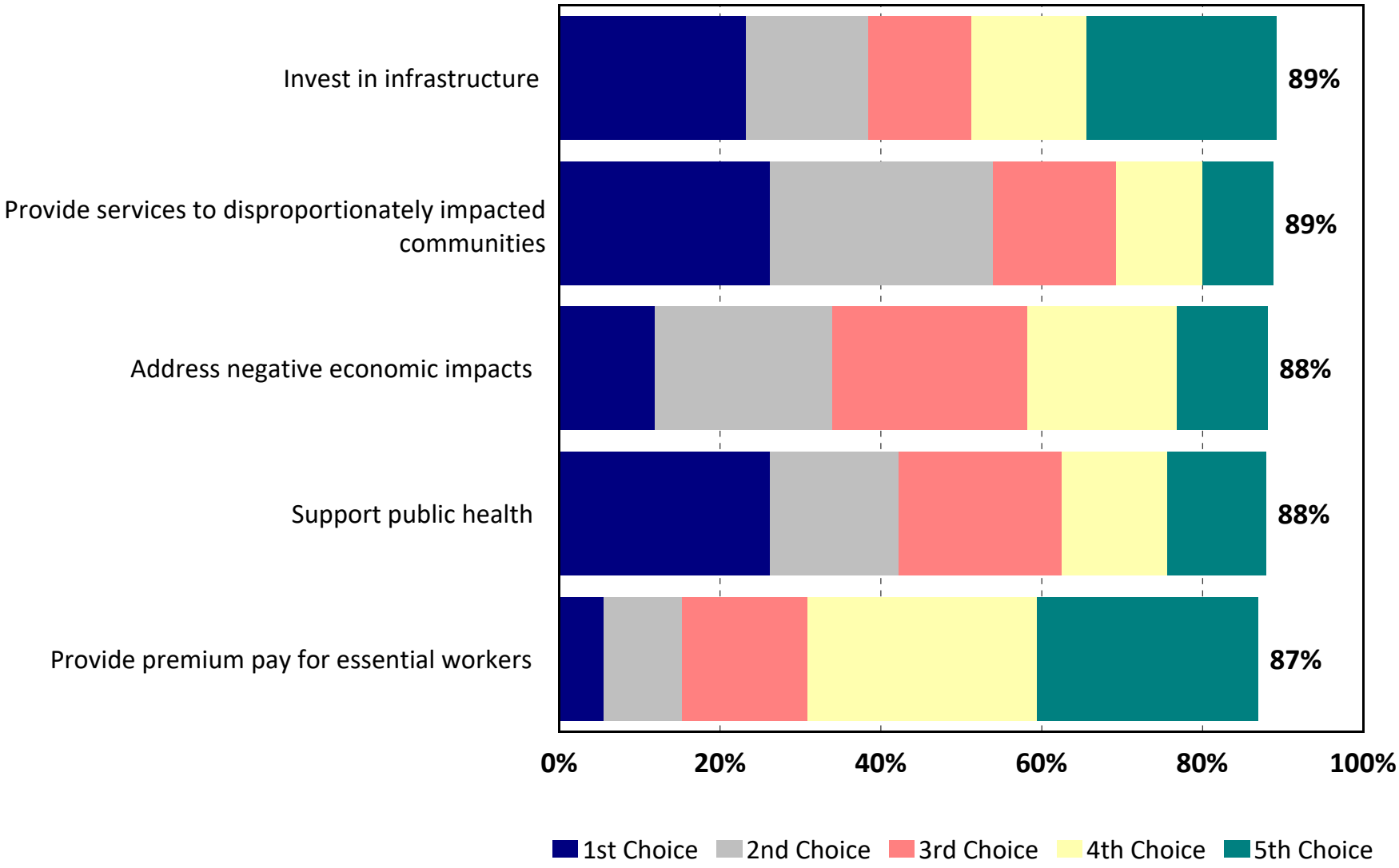
Q21. Importance of Using ARPA Funds for the Following Items

by percentage of respondents (excluding don't knows)



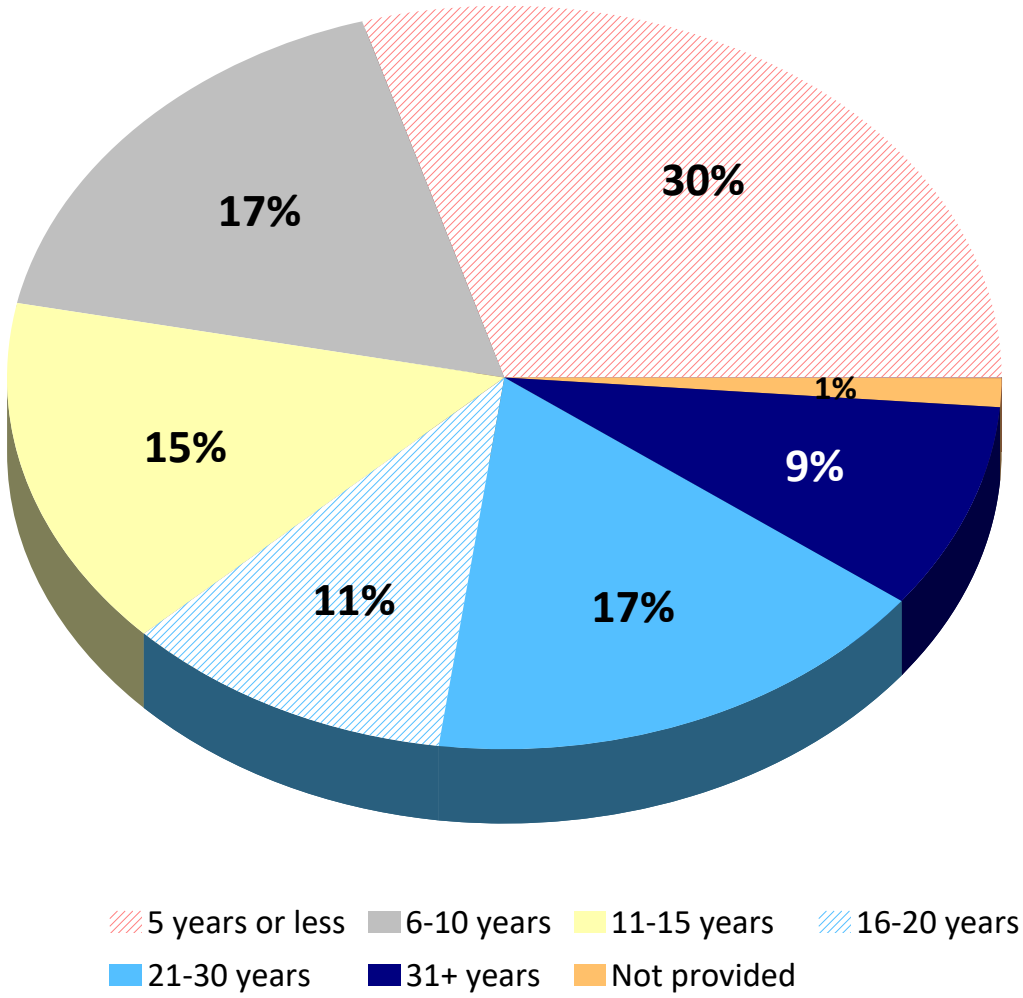
Q22. Priorities for Investing ARPA Funds

by percentage of respondents who selected the item as one of their top five choices



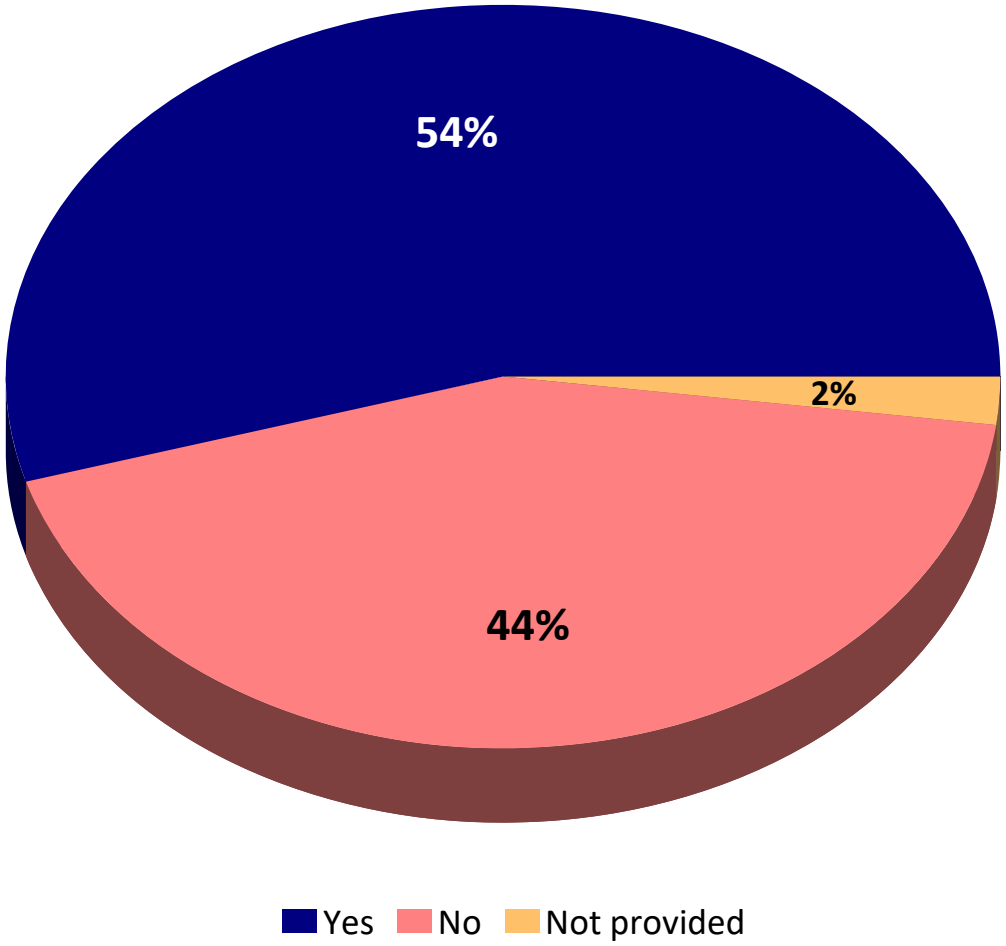
Q24. Demographics: How many years have you lived in Carrboro?

by percentage of respondents



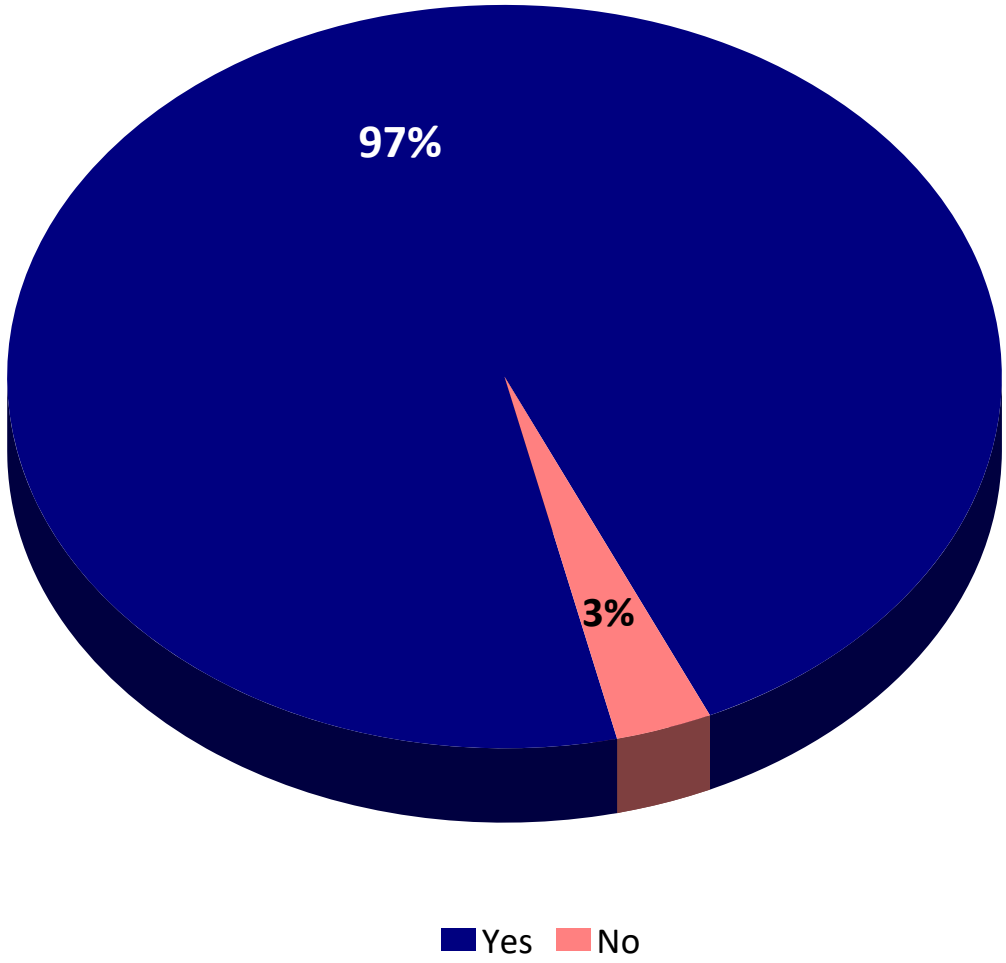
Q25. Demographics: Do you belong to a neighborhood association or HOA?

by percentage of respondents



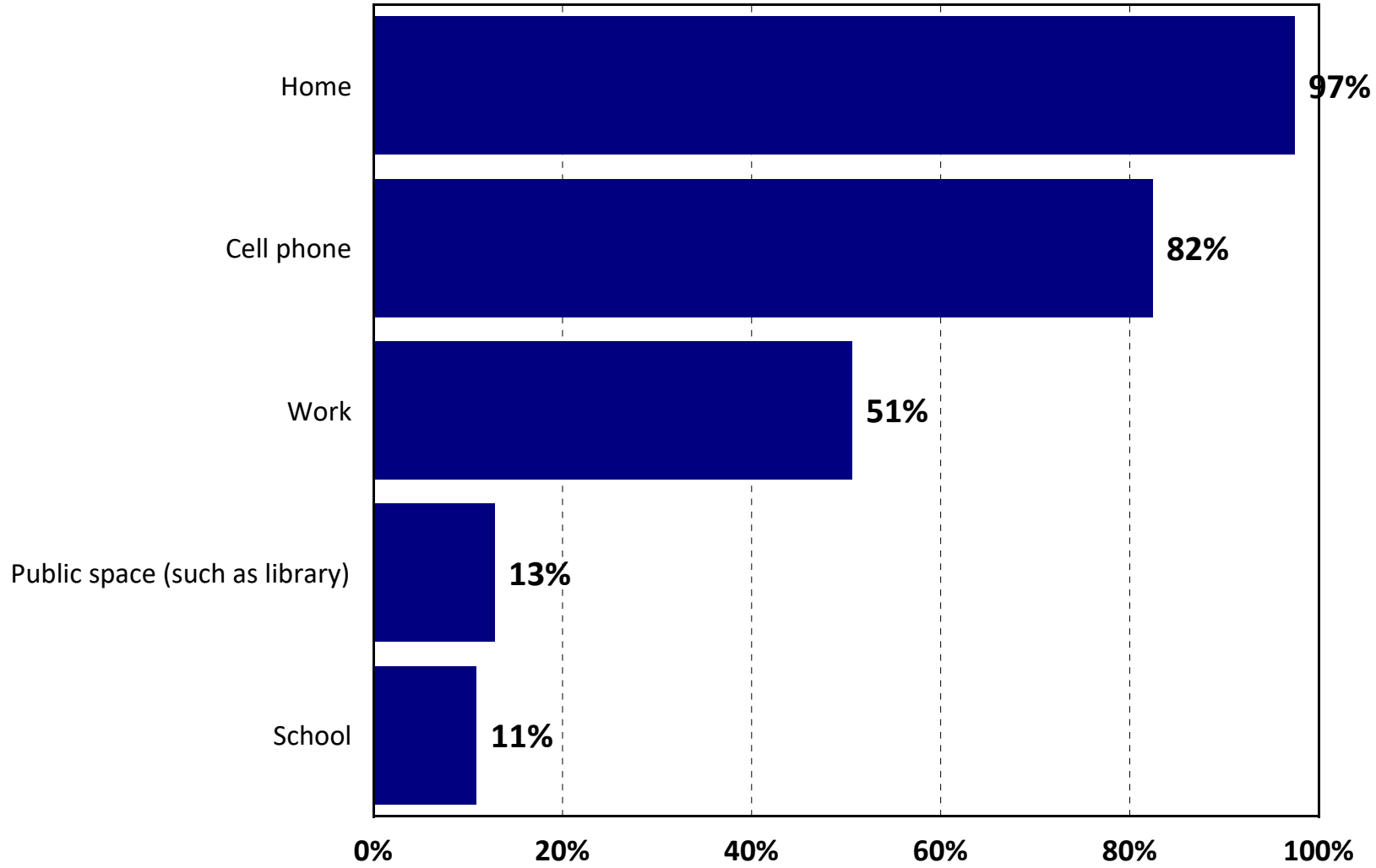
Q26. Demographics: Do you have access to the Internet?

by percentage of respondents



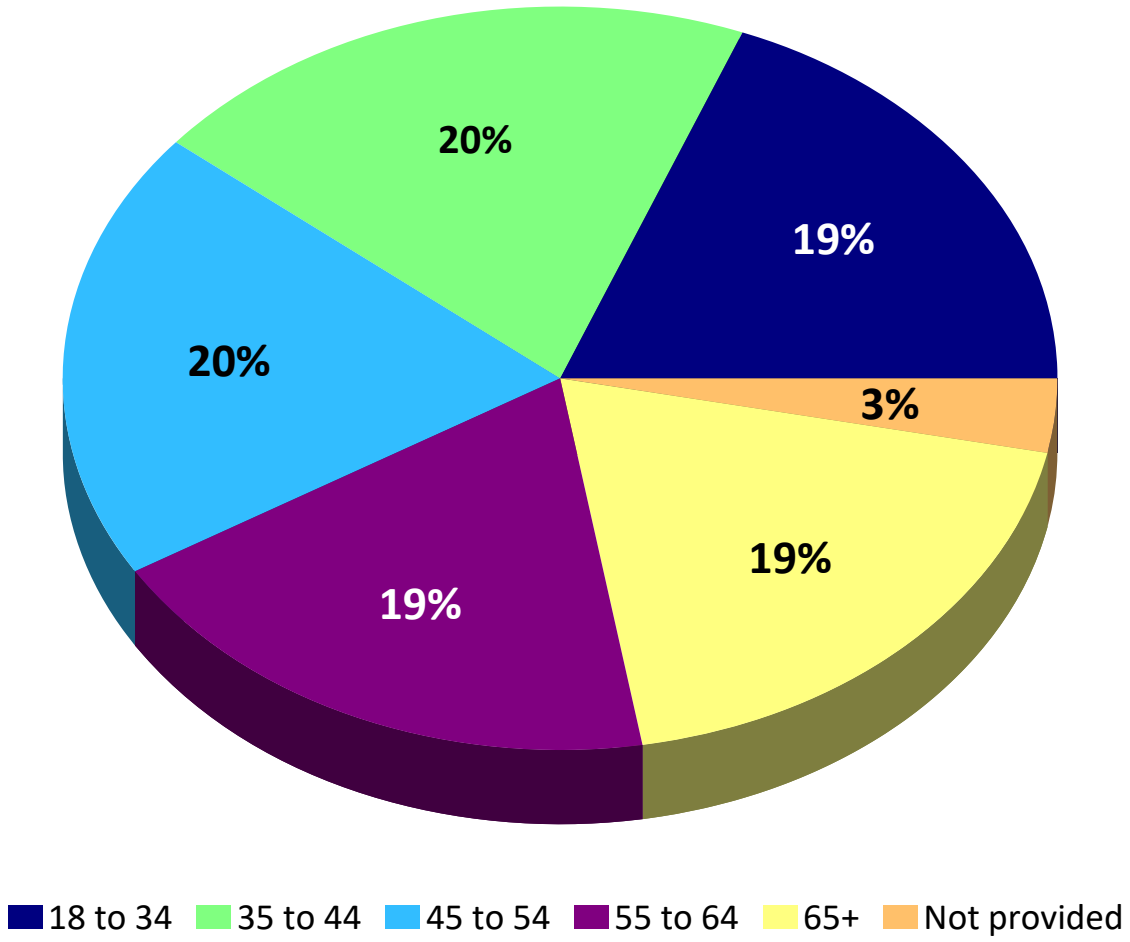
Q26a. Demographics: Where/how do you regularly access the Internet?

by percentage of respondents who have access to the Internet (multiple selections could be made)



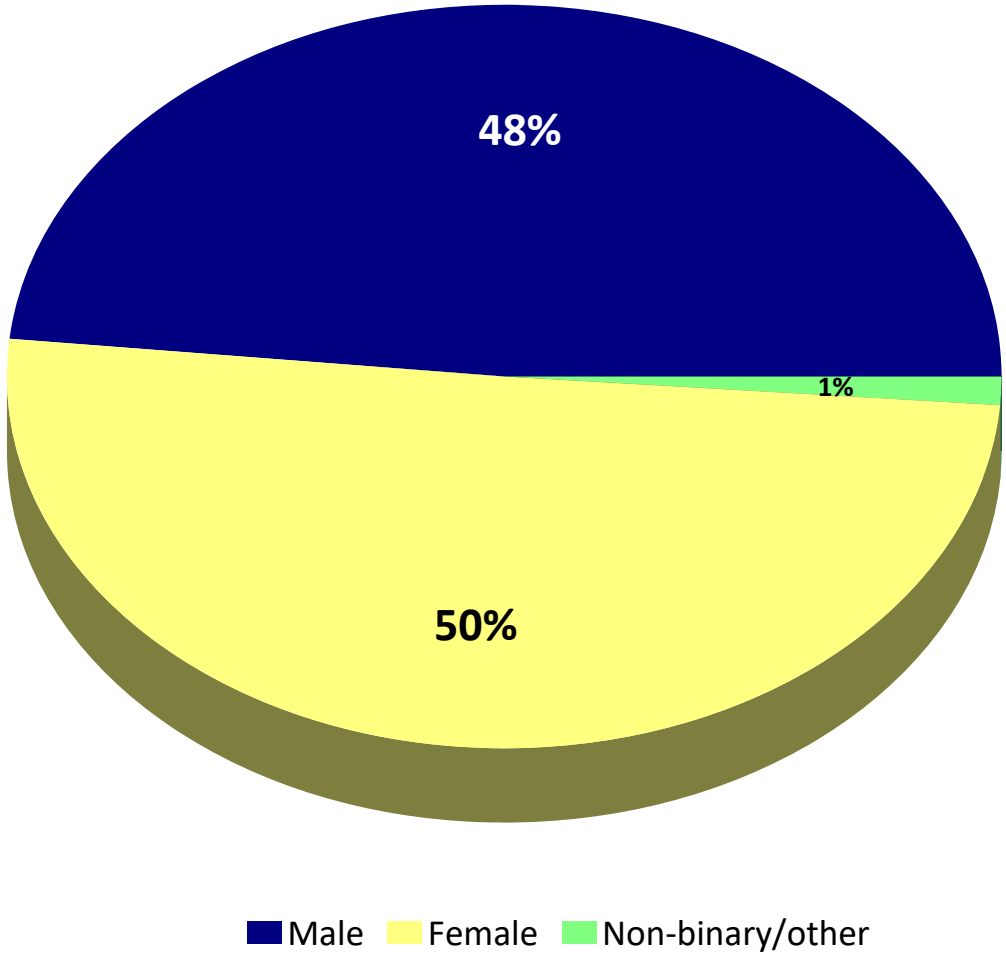
Q27. Demographics: Age of Respondent

by percentage of respondents



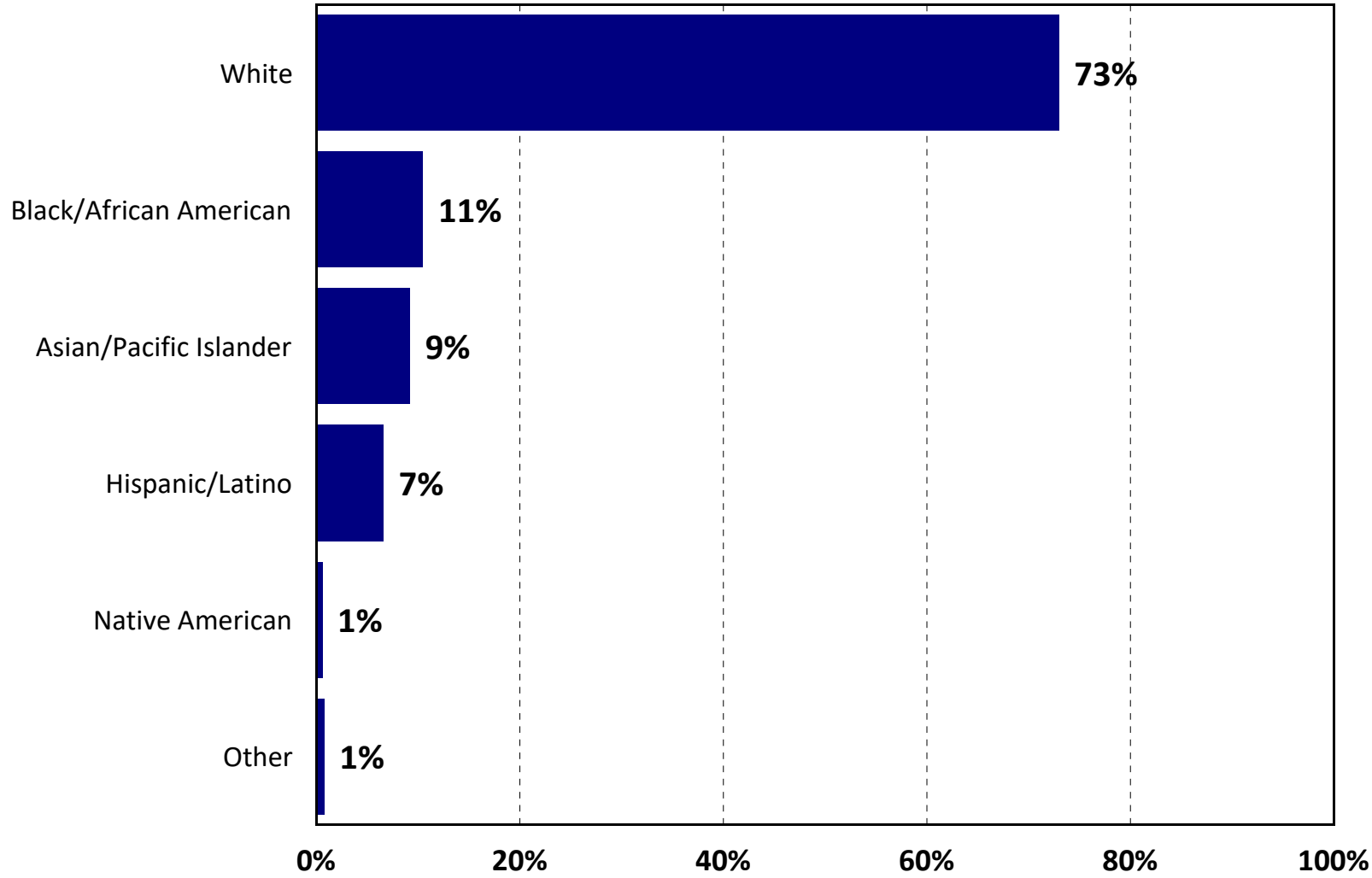
Q28. Demographics: Gender Identity

by percentage of respondents



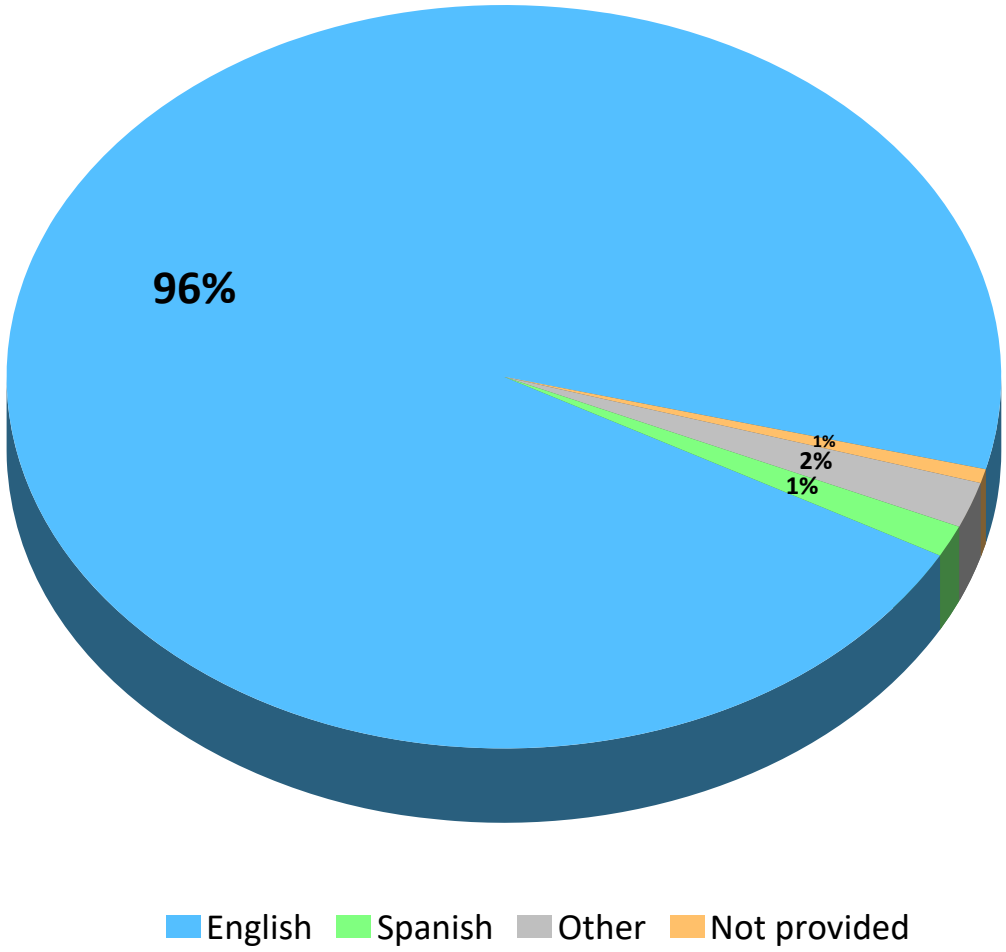
Q29. Demographics: Race

by percentage of respondents (multiple selections could be made)



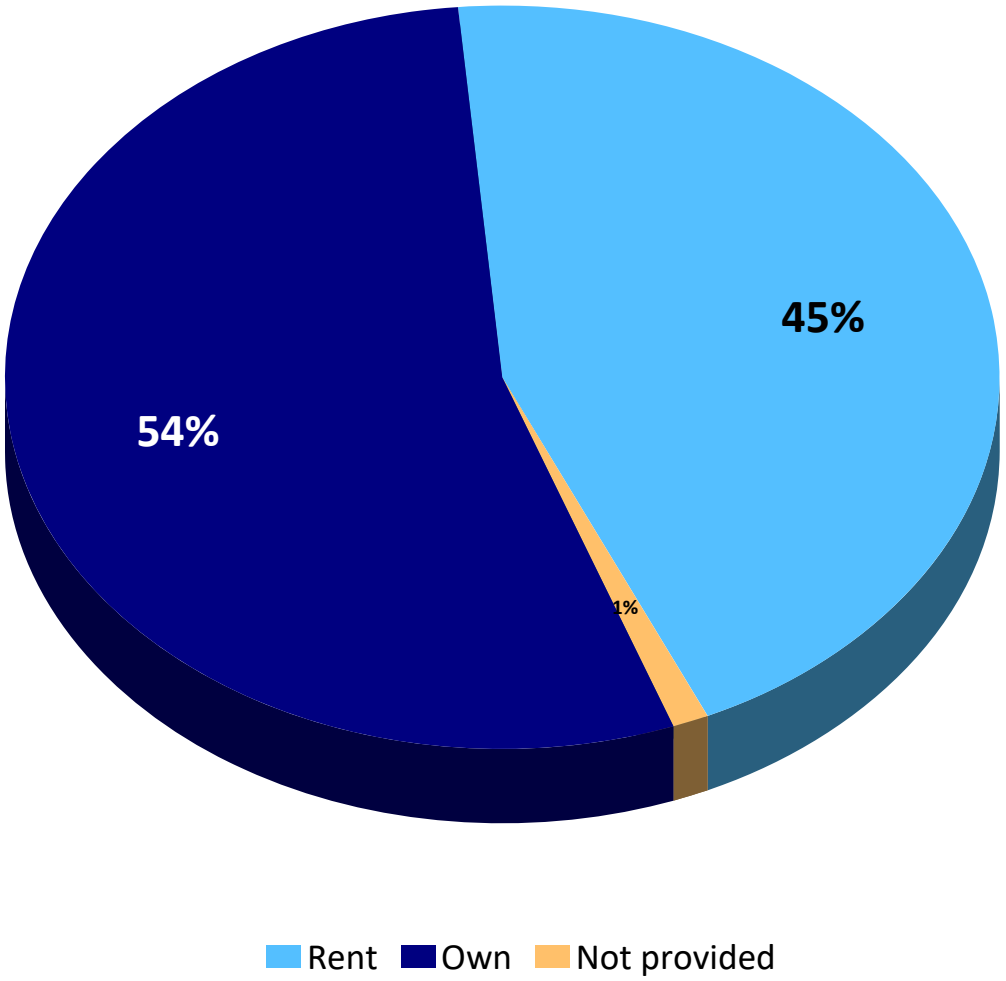
Q30. Demographics: Primary Language Spoken in Household

by percentage of respondents



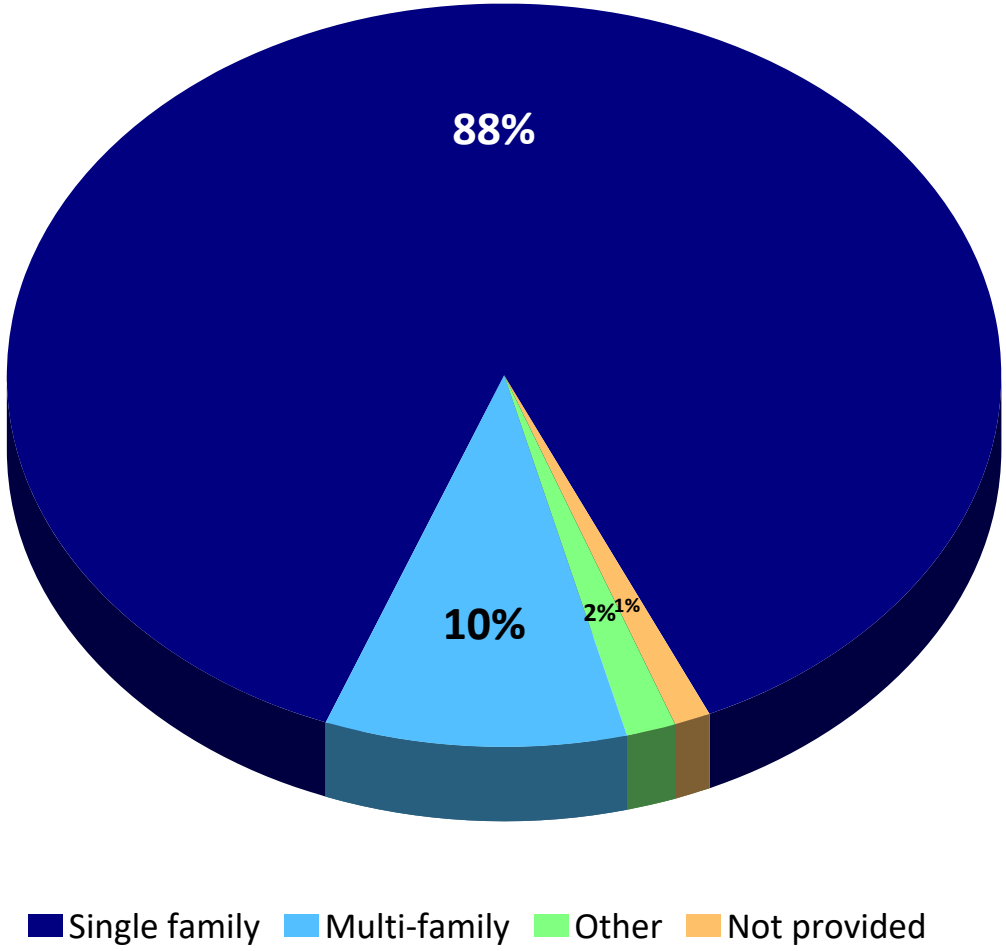
Q31. Demographics: Do you rent or own your home?

by percentage of respondents



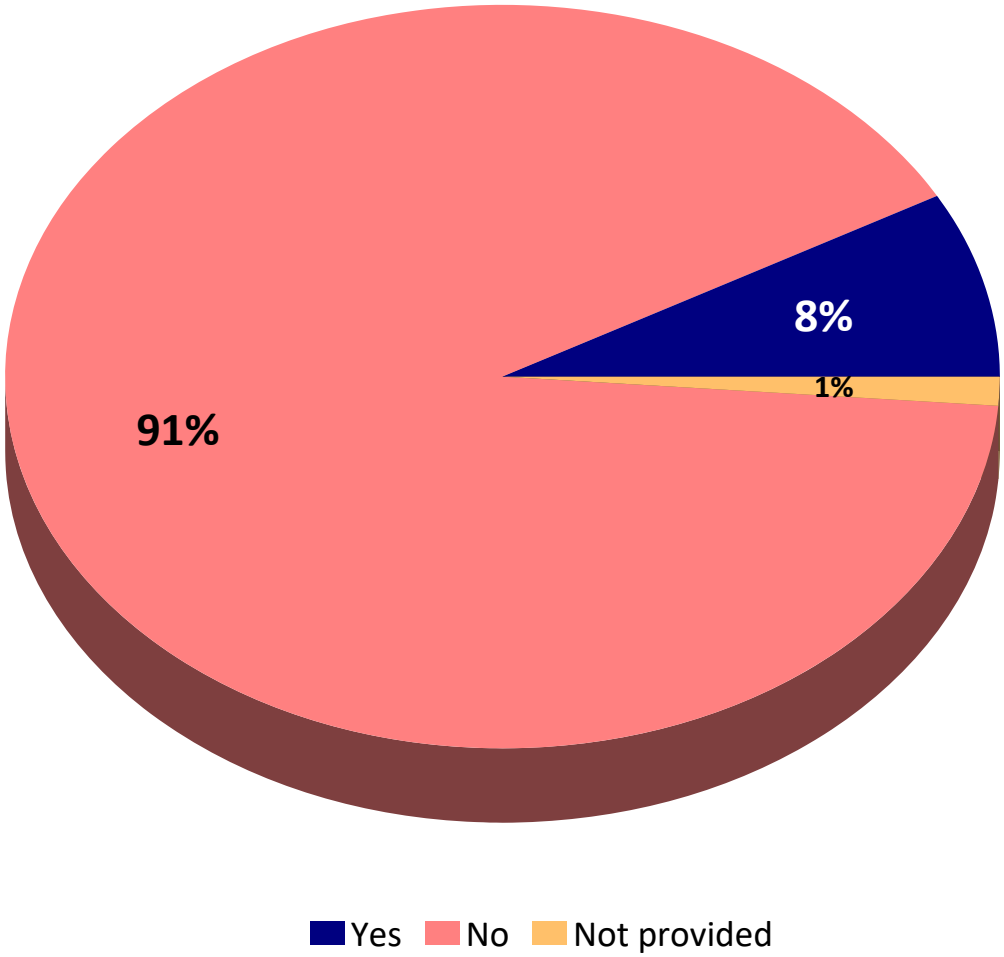
Q32. Demographics: Which of the following best describes your home?

by percentage of respondents



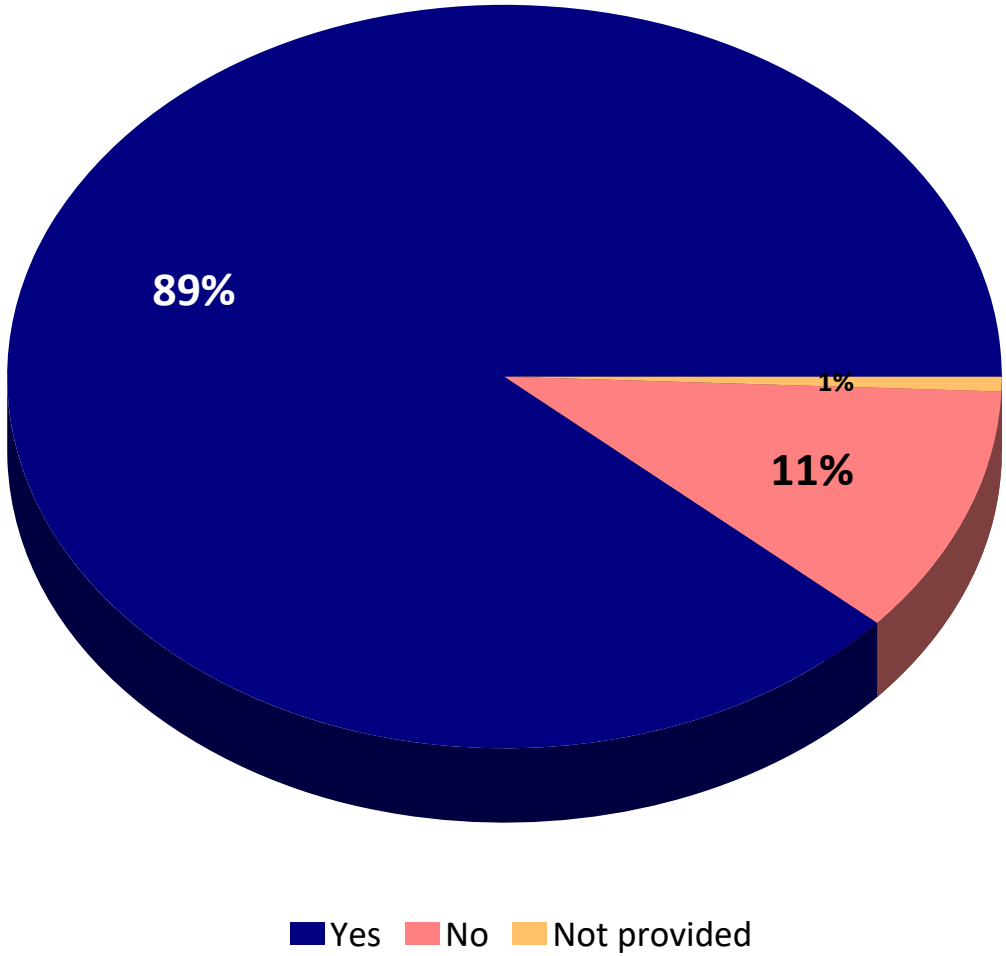
Q33. Demographics: Do you own rental property in Carrboro?

by percentage of respondents



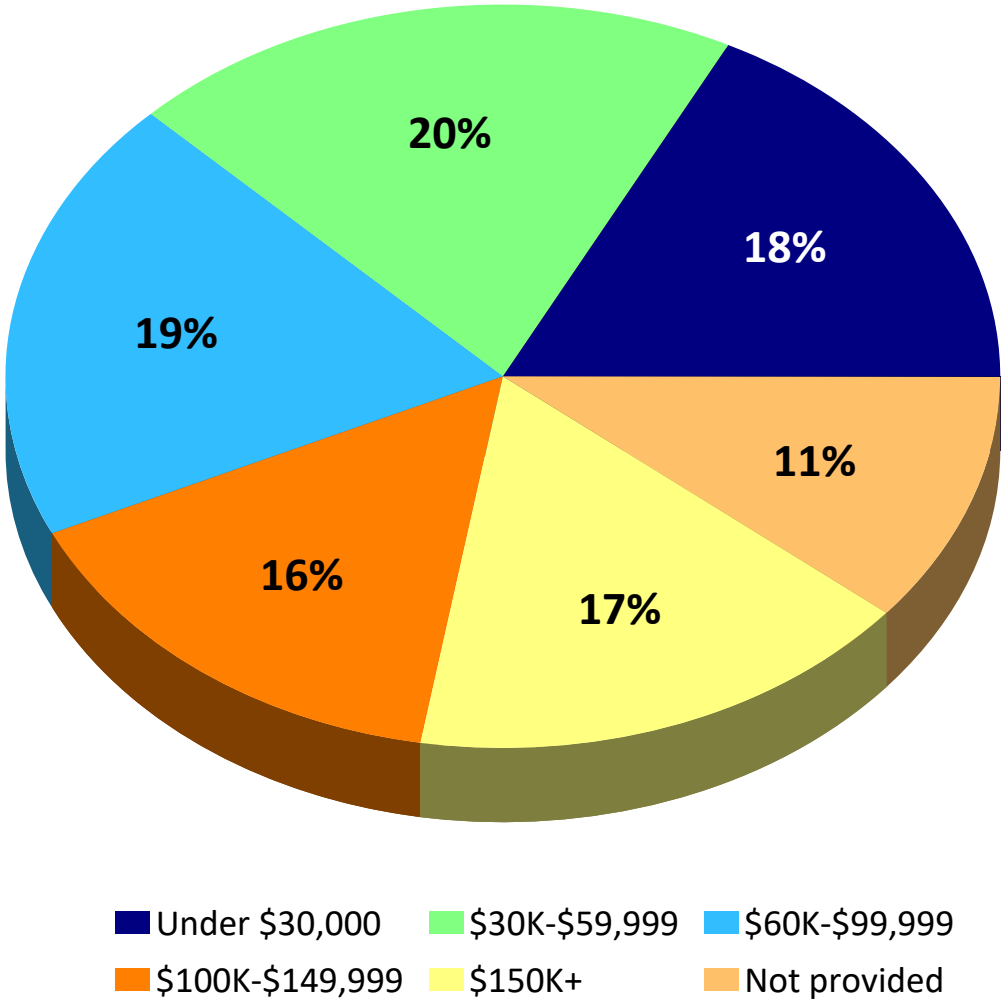
Q34. Demographics: Are you registered to vote in the Town of Carrboro?

by percentage of respondents



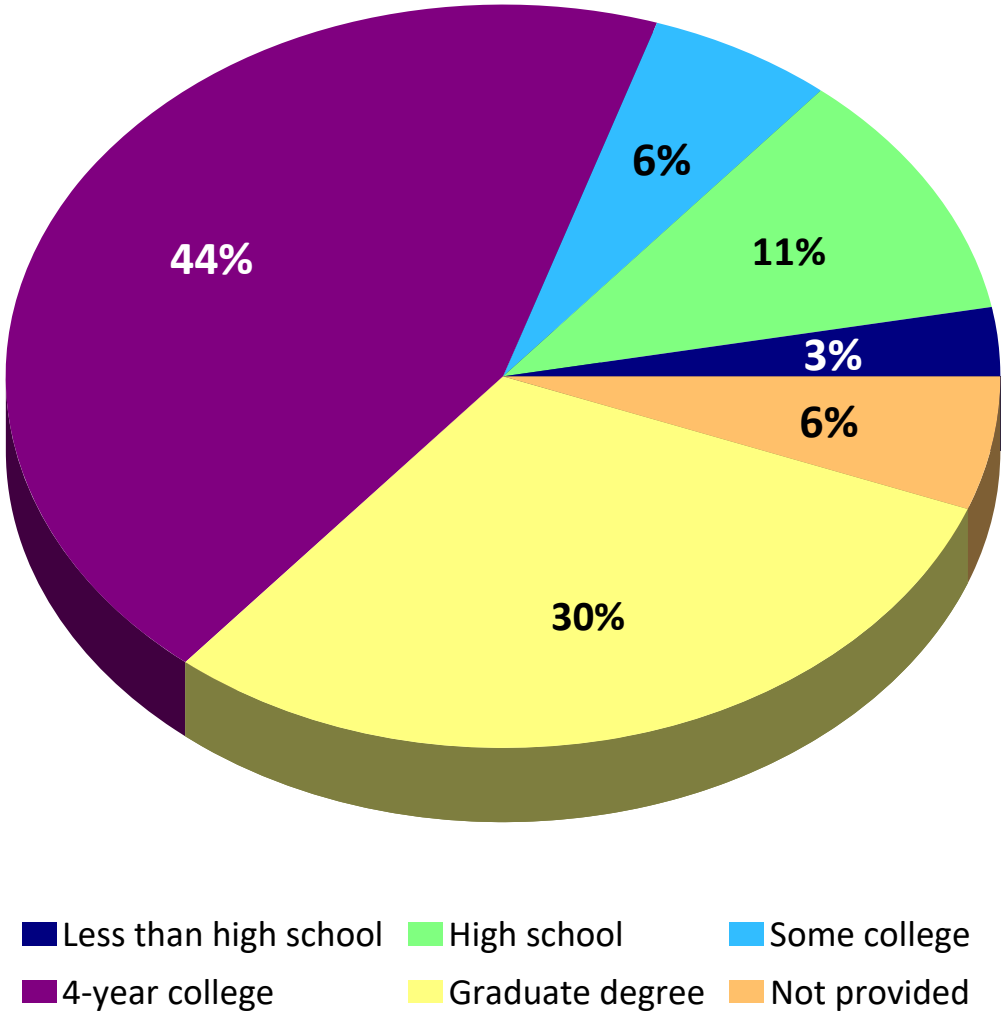
Q35. Demographics: Total Household Income

by percentage of respondents



Q36. Demographics: Highest Level of Education Completed

by percentage of respondents



2 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

I-S Rating = Importance x (1-Satisfaction)

Example of the Calculation

Respondents were asked to identify the major categories of Town services that were most important. More than one-fourth (27.3%) of the residents surveyed selected *"housing and community services"* as one of the most important services to their household.

With regard to satisfaction, 52.7% of the residents surveyed rated *"housing and community services"* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 27.3% was multiplied by 47.3% (1-0.527). This calculation yielded an I-S rating of 0.1291, which ranked first out of twelve categories of major Town services analyzed.

Importance-Satisfaction Analysis

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis in the future. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase* Emphasis (I-S > 0.20)
- *Increase* Current Emphasis (I-S = 0.10 - 0.20)
- *Maintain* Current Emphasis (I-S < 0.10)

Tables showing the results for the Town of Carrboro are provided on the following pages.

Importance-Satisfaction Rating
Town of Carrboro, NC
Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Housing and community services	**27%**	**4**	**53%**	**11**	0.1291	**1**
Medium Priority (IS <.10)						
Economic development	**18%**	**6**	**53%**	**12**	0.0863	**2**
Police services	**33%**	**3**	**81%**	**5**	0.0636	**3**
Parks and recreation facilities	**45%**	**1**	**87%**	**3**	0.0582	**4**
Transportation	**17%**	**8**	**70%**	**7**	0.0507	**5**
Public parking	**17%**	**9**	**70%**	**6**	0.0498	**6**
Communication and engagement	**16%**	**10**	**70%**	**8**	0.0488	**7**
Planning, zoning and inspection services	**11%**	**11**	**57%**	**10**	0.0463	**8**
Stormwater management	**9%**	**12**	**61%**	**9**	0.0357	**9**
Fire services	**23%**	**5**	**87%**	**2**	0.0300	**10**
Recreation and cultural programs	**18%**	**7**	**83%**	**4**	0.0295	**11**
Public works (trash/yard waste collection)	**33%**	**2**	**91%**	**1**	0.0289	**12**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought were most important.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Town of Carrboro, NC

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Police safety, education, and outreach	**44%**	**2**	**71%**	**3**	0.1273	**1**
Safety and security in your neighborhood	**66%**	**1**	**83%**	**1**	0.1119	**2**
Medium Priority (IS <.10)						
Traffic enforcement	**25%**	**4**	**61%**	**4**	0.0980	**3**
Fire safety, education, and outreach	**28%**	**3**	**78%**	**2**	0.0623	**4**
Accessibility of crime data/police records	**9%**	**5**	**55%**	**5**	0.0393	**5**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Town of Carrboro, NC

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Availability of greenways/multi-use paths	**44%**	**2**	**67%**	**4**	0.1440	**1**
Ease of bicycling in Carrboro	**35%**	**5**	**59%**	**8**	0.1428	**2**
Availability of sidewalks	**35%**	**6**	**61%**	**7**	0.1361	**3**
Availability of parking downtown	**37%**	**4**	**65%**	**5**	0.1317	**4**
Ease of walking in Carrboro	**56%**	**1**	**82%**	**1**	0.1043	**5**
Medium Priority (IS <.10)						
Ease of driving in Carrboro	**39%**	**3**	**76%**	**2**	0.0937	**6**
Adequacy of street lighting	**21%**	**7**	**70%**	**3**	0.0619	**7**
Availability of on-street bike facilities	**8%**	**8**	**52%**	**9**	0.0397	**8**
Availability of bicycle parking	**2%**	**9**	**61%**	**6**	0.0078	**9**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought were most important.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Town of Carrboro, NC

Public Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance & cleanliness of streets/public areas	**69%**	**1**	**84%**	**1**	0.1102	**1**
Medium Priority (IS <.10)						
Landscaping & maintenance in parks/medians/public areas	**50%**	**2**	**82%**	**4**	0.0876	**2**
Maintenance of Downtown Carrboro	**47%**	**3**	**83%**	**2**	0.0780	**3**
Maintenance of Town buildings and facilities	**14%**	**4**	**83%**	**3**	0.0243	**4**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Town of Carrboro, NC

Housing

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of housing options by price	**36%**	**1**	**26%**	**3**	0.2656	**1**
Efforts to expand/preserve affordable housing	**33%**	**2**	**36%**	**2**	0.2128	**2**
Medium Priority (IS <.10)						
Availability of a range of housing types	**16%**	**3**	**43%**	**1**	0.0889	**3**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the most important response for each item. Respondents were asked to identify the service they thought was most important.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Town of Carrboro, NC

Town Communication and Engagement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Town efforts to inform about local issues	**32%**	**2**	**58%**	**7**	0.1365	**1**
Access to information about Town programs and services	**34%**	**1**	**68%**	**2**	0.1088	**2**
Medium Priority (IS <.10)						
Quality of transparent, trusted, and accurate Town communication	**27%**	**4**	**64%**	**3**	0.0972	**3**
Access to emergency information	**30%**	**3**	**69%**	**1**	0.0933	**4**
Usefulness of Town website	**19%**	**5**	**59%**	**5**	0.0781	**5**
Experience engaging with Town Government process	**16%**	**6**	**59%**	**6**	0.0669	**6**
Usefulness of Town social media	**9%**	**7**	**62%**	**4**	0.0355	**7**
Quality of Carrboro This Week	**2%**	**8**	**56%**	**8**	0.0079	**8**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought were most important.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

3 Tabular Data

Q1. Participation in Town Services and Facilities. Which services or facilities provided by the Town of Carrboro do you or other members of your household use?

Q1. Which services or facilities provided by Town of Carrboro does your household use	Number	Percent
Fire services	257	50.2 %
Century Center	118	23.0 %
Recreation programs	169	33.0 %
Greenways	388	75.8 %
Town athletic fields	174	34.0 %
Police services	284	55.5 %
Trash & yard waste	462	90.2 %
Permits & inspections	188	36.7 %
Town website	303	59.2 %
Downtown parking	421	82.2 %
Cultural programs	197	38.5 %
Festivals & events	358	69.9 %
Town Commons	324	63.3 %
Town parks	405	79.1 %
None of these	5	1.0 %
Total	4053	

Q2. Perceptions of Town Government. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q2-1. Town is responsive to the needs of its residents	24.2%	48.4%	16.0%	2.9%	0.6%	7.8%
Q2-2. I have opportunities to participate in Town decision making	12.9%	39.5%	24.8%	6.8%	3.1%	12.9%
Q2-3. I have a good understanding of the services provided by Town	14.8%	49.0%	22.7%	8.4%	0.8%	4.3%

WITHOUT "DON'T KNOW"

Q2. Perceptions of Town Government. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q2-1. Town is responsive to the needs of its residents	26.3%	52.5%	17.4%	3.2%	0.6%
Q2-2. I have opportunities to participate in Town decision making	14.8%	45.3%	28.5%	7.8%	3.6%
Q2-3. I have a good understanding of the services provided by Town	15.5%	51.2%	23.7%	8.8%	0.8%

Q3. Key Satisfaction Indicators. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by Town	31.8%	52.9%	10.4%	2.0%	0.0%	2.9%
Q3-2. Overall quality of customer service from Town employees	32.4%	39.8%	11.9%	1.8%	0.2%	13.9%
Q3-3. Overall value received for my Town tax dollars & fees	18.8%	43.2%	20.5%	8.0%	2.7%	6.8%
Q3-4. Overall feeling of safety in Town	43.6%	47.9%	5.5%	2.3%	0.0%	0.8%

WITHOUT "DON'T KNOW"

Q3. Key Satisfaction Indicators. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by Town	32.8%	54.5%	10.7%	2.0%	0.0%
Q3-2. Overall quality of customer service from Town employees	37.6%	46.3%	13.8%	2.0%	0.2%
Q3-3. Overall value received for my Town tax dollars & fees	20.1%	46.3%	22.0%	8.6%	2.9%
Q3-4. Overall feeling of safety in Town	43.9%	48.2%	5.5%	2.4%	0.0%

Q4. Overall Ratings. Please rate the Town of Carrboro in the areas listed below using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=512)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	64.8%	32.2%	2.3%	0.0%	0.2%	0.4%
Q4-2. As a place to work	30.9%	27.0%	10.5%	3.7%	1.2%	26.8%
Q4-3. As a place to raise children	53.1%	29.5%	3.1%	1.0%	0.2%	13.1%
Q4-4. As a place to retire	33.2%	29.1%	11.5%	4.5%	1.6%	20.1%
Q4-5. As a place where I feel welcome	59.4%	33.2%	4.9%	1.2%	0.6%	0.8%
Q4-6. As a place to do business	25.8%	28.3%	12.7%	5.7%	1.6%	26.0%
Q4-7. As a community addressing racial equity	27.5%	40.4%	16.8%	4.1%	1.4%	9.8%
Q4-8. As a community advancing climate action	22.9%	36.1%	23.6%	5.3%	1.2%	10.9%
Q4-9. As a community headed in right direction	30.1%	45.1%	14.5%	4.5%	1.8%	4.1%
Q4-10. Accessibility of public areas/facilities for persons with disabilities	15.0%	27.1%	15.4%	2.0%	0.6%	39.8%
Q4-11. Overall quality of life in Town	46.7%	47.5%	4.9%	0.2%	0.2%	0.6%

WITHOUT "DON'T KNOW"

Q4. Overall Ratings. Please rate the Town of Carrboro in the areas listed below using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")

(N=512)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	65.1%	32.4%	2.4%	0.0%	0.2%
Q4-2. As a place to work	42.1%	36.8%	14.4%	5.1%	1.6%
Q4-3. As a place to raise children	61.1%	33.9%	3.6%	1.1%	0.2%
Q4-4. As a place to retire	41.6%	36.4%	14.4%	5.6%	2.0%
Q4-5. As a place where I feel welcome	59.8%	33.5%	4.9%	1.2%	0.6%
Q4-6. As a place to do business	34.8%	38.3%	17.2%	7.7%	2.1%
Q4-7. As a community addressing racial equity	30.5%	44.8%	18.6%	4.5%	1.5%
Q4-8. As a community advancing climate action	25.7%	40.6%	26.5%	5.9%	1.3%
Q4-9. As a community headed in right direction	31.4%	47.0%	15.1%	4.7%	1.8%
Q4-10. Accessibility of public areas/facilities for persons with disabilities	25.0%	45.1%	25.6%	3.2%	1.0%
Q4-11. Overall quality of life in Town	47.0%	47.7%	4.9%	0.2%	0.2%

Q5. Major Categories of Services. Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Communication & engagement	18.8%	45.1%	21.3%	5.3%	1.0%	8.6%
Q5-2. Economic development	8.6%	33.0%	24.8%	11.3%	1.4%	20.9%
Q5-3. Fire services	33.6%	34.2%	9.8%	0.4%	0.0%	22.1%
Q5-4. Housing & community services	9.2%	26.2%	22.9%	7.8%	1.2%	32.8%
Q5-5. Parks & recreation facilities	32.8%	50.4%	9.0%	2.7%	0.8%	4.3%
Q5-6. Planning, zoning & inspection services	10.5%	27.5%	21.1%	6.3%	1.8%	32.8%
Q5-7. Police services	26.8%	40.8%	12.7%	2.7%	0.8%	16.2%
Q5-8. Public parking	25.4%	41.8%	16.6%	9.8%	2.1%	4.3%
Q5-9. Public works (trash/yard waste collection)	51.8%	36.5%	6.3%	1.8%	0.4%	3.3%
Q5-10. Recreation & cultural programs	27.0%	43.8%	12.3%	1.8%	0.0%	15.2%
Q5-11. Stormwater management	14.3%	30.9%	18.2%	6.6%	4.3%	25.8%
Q5-12. Transportation	21.3%	37.9%	16.8%	7.4%	1.2%	15.4%

WITHOUT "DON'T KNOW"

Q5. Major Categories of Services. Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Communication & engagement	20.5%	49.4%	23.3%	5.8%	1.1%
Q5-2. Economic development	10.9%	41.7%	31.4%	14.3%	1.7%
Q5-3. Fire services	43.1%	43.9%	12.5%	0.5%	0.0%
Q5-4. Housing & community services	13.7%	39.0%	34.0%	11.6%	1.7%
Q5-5. Parks & recreation facilities	34.3%	52.7%	9.4%	2.9%	0.8%
Q5-6. Planning, zoning & inspection services	15.7%	41.0%	31.4%	9.3%	2.6%
Q5-7. Police services	31.9%	48.7%	15.2%	3.3%	0.9%
Q5-8. Public parking	26.5%	43.7%	17.3%	10.2%	2.2%
Q5-9. Public works (trash/yard waste collection)	53.5%	37.8%	6.5%	1.8%	0.4%
Q5-10. Recreation & cultural programs	31.8%	51.6%	14.5%	2.1%	0.0%
Q5-11. Stormwater management	19.2%	41.6%	24.5%	8.9%	5.8%
Q5-12. Transportation	25.2%	44.8%	19.9%	8.8%	1.4%

Q6. Which THREE of the services listed in Question 5 are most important to you?

Q6. Top choice	Number	Percent
Communication & engagement	20	3.9 %
Economic development	29	5.7 %
Fire services	29	5.7 %
Housing & community services	55	10.7 %
Parks & recreation facilities	94	18.4 %
Planning, zoning & inspection services	16	3.1 %
Police services	68	13.3 %
Public parking	12	2.3 %
Public works (trash/yard waste collection)	53	10.4 %
Recreation & cultural programs	17	3.3 %
Stormwater management	15	2.9 %
Transportation	29	5.7 %
None chosen	75	14.6 %
Total	512	100.0 %

Q6. Which THREE of the services listed in Question 5 are most important to you?

Q6. 2nd choice	Number	Percent
Communication & engagement	22	4.3 %
Economic development	30	5.9 %
Fire services	60	11.7 %
Housing & community services	51	10.0 %
Parks & recreation facilities	64	12.5 %
Planning, zoning & inspection services	19	3.7 %
Police services	57	11.1 %
Public parking	33	6.4 %
Public works (trash/yard waste collection)	56	10.9 %
Recreation & cultural programs	32	6.3 %
Stormwater management	19	3.7 %
Transportation	30	5.9 %
None chosen	39	7.6 %
Total	512	100.0 %

Q6. Which THREE of the services listed in Question 5 are most important to you?

Q6. 3rd choice	Number	Percent
Communication & engagement	41	8.0 %
Economic development	34	6.6 %
Fire services	29	5.7 %
Housing & community services	34	6.6 %
Parks & recreation facilities	71	13.9 %
Planning, zoning & inspection services	20	3.9 %
Police services	43	8.4 %
Public parking	41	8.0 %
Public works (trash/yard waste collection)	61	11.9 %
Recreation & cultural programs	42	8.2 %
Stormwater management	13	2.5 %
Transportation	27	5.3 %
None chosen	56	10.9 %
Total	512	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the services listed in Question 5 are most important to you? (top 3)

Q6. Sum of top 3 choices	Number	Percent
Communication & engagement	83	16.2 %
Economic development	93	18.2 %
Fire services	118	23.0 %
Housing & community services	140	27.3 %
Parks & recreation facilities	229	44.7 %
Planning, zoning & inspection services	55	10.7 %
Police services	168	32.8 %
Public parking	86	16.8 %
Public works (trash/yard waste collection)	170	33.2 %
Recreation & cultural programs	91	17.8 %
Stormwater management	47	9.2 %
Transportation	86	16.8 %
None chosen	75	14.6 %
Total	1441	

Q7. Public Safety Services. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Fire safety, education, & outreach	21.3%	37.3%	15.2%	1.2%	0.6%	24.4%
Q7-2. Police safety, education, & outreach	17.2%	37.5%	17.4%	3.3%	1.6%	23.0%
Q7-3. Traffic enforcement	13.7%	40.4%	22.9%	8.8%	3.3%	10.9%
Q7-4. Safety & security in your neighborhood	32.2%	48.6%	13.1%	3.1%	0.4%	2.5%
Q7-5. Accessibility of crime data/ police records	9.2%	20.7%	19.3%	3.1%	2.1%	45.5%

WITHOUT "DON'T KNOW"

Q7. Public Safety Services. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Fire safety, education, & outreach	28.2%	49.4%	20.2%	1.6%	0.8%
Q7-2. Police safety, education, & outreach	22.3%	48.7%	22.6%	4.3%	2.0%
Q7-3. Traffic enforcement	15.4%	45.4%	25.7%	9.9%	3.7%
Q7-4. Safety & security in your neighborhood	33.1%	49.9%	13.4%	3.2%	0.4%
Q7-5. Accessibility of crime data/police records	16.8%	38.0%	35.5%	5.7%	3.9%

Q8. Which TWO of the public safety services listed in Question 7 are most important to you?

Q8. Top choice	Number	Percent
Fire safety, education, & outreach	48	9.4 %
Police safety, education, & outreach	80	15.6 %
Traffic enforcement	43	8.4 %
Safety & security in your neighborhood	269	52.5 %
Accessibility of crime data/police records	12	2.3 %
None chosen	60	11.7 %
Total	512	100.0 %

Q8. Which TWO of the public safety services listed in Question 7 are most important to you?

Q8. 2nd choice	Number	Percent
Fire safety, education, & outreach	94	18.4 %
Police safety, education, & outreach	145	28.3 %
Traffic enforcement	85	16.6 %
Safety & security in your neighborhood	68	13.3 %
Accessibility of crime data/police records	33	6.4 %
None chosen	87	17.0 %
Total	512	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the public safety services listed in Question 7 are most important to you? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Fire safety, education, & outreach	142	27.7 %
Police safety, education, & outreach	225	43.9 %
Traffic enforcement	128	25.0 %
Safety & security in your neighborhood	337	65.8 %
Accessibility of crime data/police records	45	8.8 %
None chosen	60	11.7 %
Total	937	

Q9. Transportation. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of driving in Carrboro	26.6%	48.0%	14.3%	7.6%	1.6%	2.0%
Q9-2. Ease of walking in Carrboro	31.8%	48.4%	9.4%	7.2%	1.6%	1.6%
Q9-3. Ease of bicycling in Carrboro	16.4%	32.4%	18.6%	12.9%	2.1%	17.6%
Q9-4. Availability of sidewalks	16.0%	44.1%	19.3%	16.6%	2.7%	1.2%
Q9-5. Availability of greenways/ multi-use paths	20.7%	42.6%	14.5%	14.3%	2.1%	5.9%
Q9-6. Availability of on-street bike facilities	12.1%	24.4%	20.3%	10.2%	2.9%	30.1%
Q9-7. Availability of bicycle parking	13.1%	29.3%	20.1%	5.5%	1.4%	30.7%
Q9-8. Adequacy of street lighting	18.4%	50.2%	18.6%	8.0%	2.7%	2.1%
Q9-9. Availability of parking downtown	20.5%	42.2%	18.4%	13.3%	2.9%	2.7%

WITHOUT "DON'T KNOW"

Q9. Transportation. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of driving in Carrboro	27.1%	49.0%	14.5%	7.8%	1.6%
Q9-2. Ease of walking in Carrboro	32.3%	49.2%	9.5%	7.3%	1.6%
Q9-3. Ease of bicycling in Carrboro	19.9%	39.3%	22.5%	15.6%	2.6%
Q9-4. Availability of sidewalks	16.2%	44.7%	19.6%	16.8%	2.8%
Q9-5. Availability of greenways/multi-use paths	22.0%	45.2%	15.4%	15.1%	2.3%
Q9-6. Availability of on-street bike facilities	17.3%	34.9%	29.1%	14.5%	4.2%
Q9-7. Availability of bicycle parking	18.9%	42.3%	29.0%	7.9%	2.0%
Q9-8. Adequacy of street lighting	18.8%	51.3%	19.0%	8.2%	2.8%
Q9-9. Availability of parking downtown	21.1%	43.4%	18.9%	13.7%	3.0%

Q10. Which THREE of the services listed in Question 9 are most important to you?

Q10. Top choice	Number	Percent
Ease of driving in Carrboro	100	19.5 %
Ease of walking in Carrboro	121	23.6 %
Ease of bicycling in Carrboro	63	12.3 %
Availability of sidewalks	38	7.4 %
Availability of greenways/multi-use paths	75	14.6 %
Availability of on-street bike facilities	13	2.5 %
Adequacy of street lighting	17	3.3 %
Availability of parking downtown	53	10.4 %
None chosen	32	6.3 %
Total	512	100.0 %

Q10. Which THREE of the services listed in Question 9 are most important to you?

Q10. 2nd choice	Number	Percent
Ease of driving in Carrboro	55	10.7 %
Ease of walking in Carrboro	99	19.3 %
Ease of bicycling in Carrboro	64	12.5 %
Availability of sidewalks	73	14.3 %
Availability of greenways/multi-use paths	74	14.5 %
Availability of on-street bike facilities	13	2.5 %
Availability of bicycle parking	4	0.8 %
Adequacy of street lighting	36	7.0 %
Availability of parking downtown	57	11.1 %
None chosen	37	7.2 %
Total	512	100.0 %

Q10. Which THREE of the services listed in Question 9 are most important to you?

Q10. 3rd choice	Number	Percent
Ease of driving in Carrboro	46	9.0 %
Ease of walking in Carrboro	69	13.5 %
Ease of bicycling in Carrboro	52	10.2 %
Availability of sidewalks	67	13.1 %
Availability of greenways/multi-use paths	76	14.8 %
Availability of on-street bike facilities	17	3.3 %
Availability of bicycle parking	6	1.2 %
Adequacy of street lighting	53	10.4 %
Availability of parking downtown	80	15.6 %
None chosen	46	9.0 %
Total	512	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the services listed in Question 9 are most important to you? (top 3)

Q10. Sum of top 3 choices	Number	Percent
Ease of driving in Carrboro	201	39.3 %
Ease of walking in Carrboro	289	56.4 %
Ease of bicycling in Carrboro	179	35.0 %
Availability of sidewalks	178	34.8 %
Availability of greenways/multi-use paths	225	43.9 %
Availability of on-street bike facilities	43	8.4 %
Availability of bicycle parking	10	2.0 %
Adequacy of street lighting	106	20.7 %
Availability of parking downtown	190	37.1 %
None chosen	32	6.3 %
Total	1453	

Q11. Does anyone in your household ride a bicycle?

Q11. Does anyone in your household ride a bicycle	Number	Percent
Yes	347	67.8 %
No	160	31.3 %
Not provided	5	1.0 %
Total	512	100.0 %

Q11a. If "Yes," why do they ride a bicycle?

Q11a. Why do they ride a bicycle	Number	Percent
To commute to work or school	144	41.5 %
For errands	175	50.4 %
For recreation	313	90.2 %
Total	632	

Q12. Public Facilities. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of Downtown Carrboro	25.0%	56.6%	12.5%	2.9%	1.0%	2.0%
Q12-2. Maintenance of Town buildings & facilities	21.5%	53.1%	13.9%	1.2%	0.2%	10.2%
Q12-3. Landscaping & maintenance in parks, medians, & other public areas	28.7%	51.6%	12.9%	3.9%	0.4%	2.5%
Q12-4. Maintenance & cleanliness of streets & public areas	28.9%	54.3%	12.1%	3.7%	0.0%	1.0%

WITHOUT "DON'T KNOW"

Q12. Public Facilities. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of Downtown Carrboro	25.5%	57.8%	12.7%	3.0%	1.0%
Q12-2. Maintenance of Town buildings & facilities	23.9%	59.1%	15.4%	1.3%	0.2%
Q12-3. Landscaping & maintenance in parks, medians, & other public areas	29.5%	52.9%	13.2%	4.0%	0.4%
Q12-4. Maintenance & cleanliness of streets & public areas	29.2%	54.8%	12.2%	3.7%	0.0%

Q13. Which TWO of the items listed in Question 12 are most important to you?

Q13. Top choice	Number	Percent
Maintenance of Downtown Carrboro	144	28.1 %
Maintenance of Town buildings & facilities	26	5.1 %
Landscaping & maintenance in parks, medians, & other public areas	110	21.5 %
Maintenance & cleanliness of streets & public areas	186	36.3 %
None chosen	46	9.0 %
Total	512	100.0 %

Q13. Which TWO of the items listed in Question 12 are most important to you?

Q13. 2nd choice	Number	Percent
Maintenance of Downtown Carrboro	95	18.6 %
Maintenance of Town buildings & facilities	47	9.2 %
Landscaping & maintenance in parks, medians, & other public areas	145	28.3 %
Maintenance & cleanliness of streets & public areas	167	32.6 %
None chosen	58	11.3 %
Total	512	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the items listed in Question 12 are most important to you? (top 2)

Q13. Sum of top 2 choices	Number	Percent
Maintenance of Downtown Carrboro	239	46.7 %
Maintenance of Town buildings & facilities	73	14.3 %
Landscaping & maintenance in parks, medians, & other public areas	255	49.8 %
Maintenance & cleanliness of streets & public areas	353	68.9 %
None chosen	46	9.0 %
Total	966	

Q14. Housing. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Availability of housing options by price	3.9%	18.2%	22.1%	30.7%	11.1%	14.1%
Q14-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	6.8%	29.3%	26.4%	15.8%	5.7%	16.0%
Q14-3. Efforts of Town to expand & preserve affordable housing	6.8%	19.3%	22.3%	17.4%	7.0%	27.1%

WITHOUT "DON'T KNOW"

Q14. Housing. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Availability of housing options by price	4.5%	21.1%	25.7%	35.7%	13.0%
Q14-2. Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	8.1%	34.9%	31.4%	18.8%	6.7%
Q14-3. Efforts of Town to expand & preserve affordable housing	9.4%	26.5%	30.6%	23.9%	9.7%

Q15. Which ONE of the items listed in Question 14 is most important to you?

Q15. Top choice	Number	Percent
Availability of housing options by price	183	35.7 %
Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	80	15.6 %
Efforts of Town to expand & preserve affordable housing	170	33.2 %
None chosen	79	15.4 %
Total	512	100.0 %

Q16. In which ONE of the following areas would you prefer to live?

Q16. In which one area would you prefer to live	Number	Percent
An area with housing only	196	38.3 %
An area with a mix of homes, shops, & businesses	296	57.8 %
Not provided	20	3.9 %
Total	512	100.0 %

Q17. Perceptions of Community. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Overall appearance of Town	22.3%	58.4%	13.5%	4.7%	0.2%	1.0%
Q17-2. Quality of new development in Carrboro	10.0%	32.0%	28.5%	15.2%	3.3%	10.9%
Q17-3. Access to parks & green space	27.3%	52.0%	13.1%	6.3%	0.4%	1.0%
Q17-4. Variety of businesses in Carrboro	13.1%	41.4%	26.4%	14.5%	3.1%	1.6%
Q17-5. Availability of cultural activities & arts	21.7%	47.1%	19.9%	3.1%	0.8%	7.4%
Q17-6. Availability of festivals & community events	25.8%	47.3%	16.0%	3.3%	0.6%	7.0%

WITHOUT "DON'T KNOW"

Q17. Perceptions of Community. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Overall appearance of Town	22.5%	59.0%	13.6%	4.7%	0.2%
Q17-2. Quality of new development in Carrboro	11.2%	36.0%	32.0%	17.1%	3.7%
Q17-3. Access to parks & green space	27.6%	52.5%	13.2%	6.3%	0.4%
Q17-4. Variety of businesses in Carrboro	13.3%	42.1%	26.8%	14.7%	3.2%
Q17-5. Availability of cultural activities & arts	23.4%	50.8%	21.5%	3.4%	0.8%
Q17-6. Availability of festivals & community events	27.7%	50.8%	17.2%	3.6%	0.6%

Q18. Town Information. What are your sources for Town of Carrboro news and information?

Q18. What are your sources for Town news & information	Number	Percent
Town email subscription	141	27.5 %
Traditional media (TV, newspapers, radio, or their social media)	212	41.4 %
Website for Town of Carrboro	312	60.9 %
Carrboro Cable Govt. Channel	7	1.4 %
WCOM Radio	18	3.5 %
Outdoor signage	293	57.2 %
Outdoor info kiosks	78	15.2 %
Town of Carrboro social media	171	33.4 %
Neighborhood associations	167	32.6 %
Local government-produced brochures or pamphlets	65	12.7 %
Recreation & Parks brochure	179	35.0 %
Friends/colleagues/word of mouth	322	62.9 %
Community groups & blogs	80	15.6 %
Nextdoor	166	32.4 %
Other	19	3.7 %
Total	2230	

Q18-15. Other

Q18-15. Other	Number	Percent
Chapelboro	5	26.3 %
WCHL/Chapelboro, Daily Tar Heel	1	5.3 %
Occasional mailers from the town	1	5.3 %
Neighborhood group on Facebook	1	5.3 %
Farmers Market	1	5.3 %
Chapel Hill moms Facebook group	1	5.3 %
School	1	5.3 %
Parks and Rec catalog receive by mail	1	5.3 %
My housing community	1	5.3 %
Daily Tar Heel	1	5.3 %
WCHL	1	5.3 %
The text message service	1	5.3 %
CHAPEL HILL HOUSING AUTHORITY	1	5.3 %
JOB	1	5.3 %
BUY NOTHING-FACEBOOK CHAPEL HILL	1	5.3 %
Total	19	100.0 %

Q19. Town Communication and Engagement. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Access to information about Town programs & services	15.0%	47.5%	22.9%	5.5%	1.4%	7.8%
Q19-2. Town efforts to keep you informed about local issues	14.3%	37.7%	26.2%	10.5%	1.6%	9.8%
Q19-3. Usefulness of Town website	9.4%	38.3%	22.9%	9.4%	1.0%	19.1%
Q19-4. Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	11.9%	27.3%	19.7%	3.1%	1.0%	36.9%
Q19-5. Quality of transparent, trusted, & accurate Town communication	14.5%	36.9%	23.2%	3.9%	1.8%	19.7%
Q19-6. Quality of Carrboro This Week (weekly email newsletter)	6.1%	12.7%	12.5%	1.6%	0.6%	66.6%
Q19-7. Your experience engaging with Town Government process	9.0%	29.3%	19.3%	4.9%	2.7%	34.8%
Q19-8. Access to emergency information	13.7%	35.0%	17.8%	3.3%	1.2%	29.1%

WITHOUT "DON'T KNOW"

Q19. Town Communication and Engagement. Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Access to information about Town programs & services	16.3%	51.5%	24.8%	5.9%	1.5%
Q19-2. Town efforts to keep you informed about local issues	15.8%	41.8%	29.0%	11.7%	1.7%
Q19-3. Usefulness of Town website	11.6%	47.3%	28.3%	11.6%	1.2%
Q19-4. Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	18.9%	43.3%	31.3%	5.0%	1.5%
Q19-5. Quality of transparent, trusted, & accurate Town communication	18.0%	46.0%	29.0%	4.9%	2.2%
Q19-6. Quality of Carrboro This Week (weekly email newsletter)	18.1%	38.0%	37.4%	4.7%	1.8%
Q19-7. Your experience engaging with Town Government process	13.8%	44.9%	29.6%	7.5%	4.2%
Q19-8. Access to emergency information	19.3%	49.3%	25.1%	4.7%	1.7%

Q20. Which TWO of the items listed in Question 19 are most important to you?

Q20. Top choice	Number	Percent
Access to information about Town programs & services	92	18.0 %
Town efforts to keep you informed about local issues	78	15.2 %
Usefulness of Town website	49	9.6 %
Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	24	4.7 %
Quality of transparent, trusted, & accurate Town communication	71	13.9 %
Quality of Carrboro This Week (weekly email newsletter)	5	1.0 %
Your experience engaging with Town Government process	35	6.8 %
Access to emergency information	86	16.8 %
None chosen	72	14.1 %
Total	512	100.0 %

Q20. Which TWO of the items listed in Question 19 are most important to you?

Q20. 2nd choice	Number	Percent
Access to information about Town programs & services	81	15.8 %
Town efforts to keep you informed about local issues	87	17.0 %
Usefulness of Town website	48	9.4 %
Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	24	4.7 %
Quality of transparent, trusted, & accurate Town communication	67	13.1 %
Quality of Carrboro This Week (weekly email newsletter)	4	0.8 %
Your experience engaging with Town Government process	48	9.4 %
Access to emergency information	66	12.9 %
None chosen	87	17.0 %
Total	512	100.0 %

SUM OF TOP 2 CHOICES

Q20. Which TWO of the items listed in Question 19 are most important to you? (top 2)

Q20. Sum of top 2 choices	Number	Percent
Access to information about Town programs & services	173	33.8 %
Town efforts to keep you informed about local issues	165	32.2 %
Usefulness of Town website	97	18.9 %
Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	48	9.4 %
Quality of transparent, trusted, & accurate Town communication	138	27.0 %
Quality of Carrboro This Week (weekly email newsletter)	9	1.8 %
Your experience engaging with Town Government process	83	16.2 %
Access to emergency information	152	29.7 %
None chosen	72	14.1 %
Total	937	

Q21. ARPA Funding Priorities. The Town of Carrboro has been allocated funds through the American Rescue Plan Act, also known as ARPA. This is once-in-a-lifetime funding support from the federal government. The purpose of these funds is to help communities respond to the COVID-19 pandemic, address economic fallout, and lay the foundation for a strong and equitable recovery. The Town is engaging with the public to help identify and prioritize areas of investment and need. Knowing this, how important do you think it is for the Town to use ARPA funds for the items listed below.

(N=512)

	Very important	Important	Somewhat important	Not important	Not important at all	Don't know
Q21-1. Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	48.8%	30.5%	14.8%	2.7%	1.0%	2.1%
Q21-2. Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	47.7%	32.4%	15.0%	1.8%	1.0%	2.1%
Q21-3. Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	60.7%	23.4%	10.0%	1.8%	1.0%	3.1%
Q21-4. Provide premium pay for essential workers of Town of Carrboro	35.9%	34.8%	22.7%	3.1%	1.0%	2.5%
Q21-5. Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	52.7%	27.9%	14.5%	2.5%	0.0%	2.3%

WITHOUT "DON'T KNOW"

Q21. ARPA Funding Priorities. The Town of Carrboro has been allocated funds through the American Rescue Plan Act, also known as ARPA. This is once-in-a-lifetime funding support from the federal government. The purpose of these funds is to help communities respond to the COVID-19 pandemic, address economic fallout, and lay the foundation for a strong and equitable recovery. The Town is engaging with the public to help identify and prioritize areas of investment and need. Knowing this, how important do you think it is for the Town to use ARPA funds for the items listed below. (without "don't know")

(N=512)

	Very important	Important	Somewhat important	Not important	Not important at all
Q21-1. Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	49.9%	31.1%	15.2%	2.8%	1.0%
Q21-2. Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	48.7%	33.1%	15.4%	1.8%	1.0%
Q21-3. Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	62.7%	24.2%	10.3%	1.8%	1.0%
Q21-4. Provide premium pay for essential workers of Town of Carrboro	36.9%	35.7%	23.2%	3.2%	1.0%
Q21-5. Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	54.0%	28.6%	14.8%	2.6%	0.0%

Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above.

Q22. Top choice	Number	Percent
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	134	26.2 %
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	61	11.9 %
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	134	26.2 %
Provide premium pay for essential workers of Town of Carrboro	28	5.5 %
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	119	23.2 %
None chosen	36	7.0 %
Total	512	100.0 %

Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above.

Q22. 2nd choice	Number	Percent
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	82	16.0 %
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	113	22.1 %
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	142	27.7 %
Provide premium pay for essential workers of Town of Carrboro	50	9.8 %
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	78	15.2 %
None chosen	47	9.2 %
Total	512	100.0 %

Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above.

Q22. 3rd choice	Number	Percent
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	104	20.3 %
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	124	24.2 %
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	79	15.4 %
Provide premium pay for essential workers of Town of Carrboro	80	15.6 %
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	66	12.9 %
None chosen	59	11.5 %
Total	512	100.0 %

Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above.

Q22. 4th choice	Number	Percent
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	67	13.1 %
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	95	18.6 %
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	55	10.7 %
Provide premium pay for essential workers of Town of Carrboro	146	28.5 %
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	73	14.3 %
None chosen	76	14.8 %
Total	512	100.0 %

Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above.

Q22. 5th choice	Number	Percent
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	63	12.3 %
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	58	11.3 %
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	45	8.8 %
Provide premium pay for essential workers of Town of Carrboro	141	27.5 %
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	121	23.6 %
None chosen	84	16.4 %
Total	512	100.0 %

SUM OF TOP 5 CHOICES

Q22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above. (top 5)

Q22. Sum of top 5 choices	Number	Percent
Support public health (includes funding personal protective equipment, behavioral healthcare, & certain public health & safety staff)	450	87.9 %
Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, & public sector)	451	88.1 %
Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	455	88.9 %
Provide premium pay for essential workers of Town of Carrboro	445	86.9 %
Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, & broadband)	457	89.3 %
None chosen	36	7.0 %
Total	2294	

Q24. How many years have you lived in Carrboro?

Q24. How many years have you lived in Carrboro	Number	Percent
0-5	151	29.5 %
6-10	89	17.4 %
11-15	78	15.2 %
16-20	56	10.9 %
21-30	86	16.8 %
31+	46	9.0 %
Not provided	6	1.2 %
Total	512	100.0 %

Q25. Do you belong to a neighborhood association or HOA?

Q25. Do you belong to a neighborhood association or HOA	Number	Percent
Yes	279	54.5 %
No	223	43.6 %
Not provided	10	2.0 %
Total	512	100.0 %

Q26. Do you have access to the internet?

Q26. Do you have access to internet	Number	Percent
Yes	494	96.5 %
No	16	3.1 %
Not provided	2	0.4 %
Total	512	100.0 %

Q26a. Where/how do you regularly access the internet?

Q26a. Where/how do you regularly access internet	Number	Percent
Home	481	97.4 %
Cell phone	407	82.4 %
Work	250	50.6 %
School	54	10.9 %
Public space (such as library)	63	12.8 %
Total	1255	

Q27. What is your age?

Q27. What is your age	Number	Percent
18-34	98	19.1 %
35-44	102	19.9 %
45-54	100	19.5 %
55-64	97	18.9 %
65+	99	19.3 %
Not provided	16	3.1 %
Total	512	100.0 %

Q28. What is your gender identity?

Q28. What is your gender identity	Number	Percent
Male	247	48.2 %
Female	257	50.2 %
Non-binary/other	6	1.2 %
Not provided	2	0.4 %
Total	512	100.0 %

Q29. Which of the following best describes your race?

Q29. What best describes your race	Number	Percent
Asian/Pacific Islander	47	9.2 %
Black/African American	54	10.5 %
Hispanic/Latino	34	6.6 %
Native American	3	0.6 %
White	374	73.0 %
Other	4	0.8 %
Total	516	

Q29-6. Self-describe your race/ethnicity:

Q29-6. Other	Number	Percent
Mixed	2	50.0 %
Multi-racial	1	25.0 %
Middle Eastern	1	25.0 %
Total	4	100.0 %

Q30. What is the primary language used in your household?

Q30. What is the primary language used in your household	Number	Percent
English	492	96.1 %
Spanish	7	1.4 %
Other	10	2.0 %
Not provided	3	0.6 %
Total	512	100.0 %

Q30-3. Other:

Q30-3. Other	Number	Percent
Japanese	2	20.0 %
German	1	10.0 %
Burmese	1	10.0 %
Malaysian Chinese	1	10.0 %
Arabic	1	10.0 %
Vietnamese	1	10.0 %
Bengali	1	10.0 %
Hindi	1	10.0 %
CANTONESE	1	10.0 %
Total	10	100.0 %

Q30a. If your primary language is not English, do you have any suggestions for how the Town might better provide services and engage with you?

- I SO APPRECIATE BILINGUAL SIGNAGE-AT THE LIBRARY, ETC CAN SOCIAL MEDIA ALSO BE BILINGUAL
- I understand English.
- I'm fine with English. I think the town should community solely in English.
- PROVIDE MORE SIGNAGE AND INFORMATION IN SPANISH
- We are fluent in Spanish & English.

Q31. Do you rent or own your home?

Q31. Do you rent or own your home	Number	Percent
Rent	229	44.7 %
Own	277	54.1 %
Not provided	6	1.2 %
Total	512	100.0 %

Q32. Which of the following best describes your home?

Q32. What best describes your home	Number	Percent
Single family	449	87.7 %
Multi-family	49	9.6 %
Other	8	1.6 %
Not provided	6	1.2 %
Total	512	100.0 %

Q32-3. Other:

Q32-3. Other	Number	Percent
My household consists of two roommates	1	12.5 %
Cottage	1	12.5 %
College students with roommates	1	12.5 %
Single family apartment	1	12.5 %
Mobile home	1	12.5 %
Townhome	1	12.5 %
HOUSE SHARE	1	12.5 %
APARTMENT	1	12.5 %
Total	8	100.0 %

Q33. Do you own rental property in Carrboro?

Q33. Do you own rental property in Carrboro	Number	Percent
Yes	41	8.0 %
No	465	90.8 %
Not provided	6	1.2 %
Total	512	100.0 %

Q34. Are you registered to vote in the Town of Carrboro?

Q34. Are you registered to vote in Town of Carrboro	Number	Percent
Yes	453	88.5 %
No	56	10.9 %
Not provided	3	0.6 %
Total	512	100.0 %

Q35. Would you say your total annual household income is...

Q35. What is your total annual household income	Number	Percent
Under $30K	90	17.6 %
$30K to $59,999	102	19.9 %
$60K to $99,999	99	19.3 %
$100K to $149,999	80	15.6 %
$150K+	85	16.6 %
Not provided	56	10.9 %
Total	512	100.0 %

Q36. What is the highest level of education that you have completed?

Q36. What is the highest level of education you have completed	Number	Percent
Less than high school	15	2.9 %
High school	57	11.1 %
Some college	31	6.1 %
4-year college	225	43.9 %
Graduate degree	155	30.3 %
Not provided	29	5.7 %
Total	512	100.0 %

4 Survey Instrument

TOWN OF CARRBORO
Office of the Town Manager

301 W. Main Street
Carrboro, NC 27510

phone (919) 942-8541
www.townofcarrboro.org

December 2021

Dear Carrboro Resident,

You have been randomly selected to participate in the *Town of Carrboro Resident Survey*. This is an opportunity to express *your views* on Town of Carrboro local services, programs, and facilities. We will use the results to identify improvements as we plan for the future.

New to the survey this year are questions related to American Recovery Plan Act funding. These funds are being called a "generational opportunity" to make long-term, impactful investments in our community. We would like to hear from you about how these funds could be used.

Please take a few minutes to share your opinions and perceptions. Your opinion is very important to us. Your responses to the survey will remain completely confidential.

We have selected ETC Institute to help us with the survey. As our way of thanking everyone who participates, ETC Institute will randomly select one respondent to receive a $500 Visa gift card. You may return your completed survey by mail using the postage-paid envelope provided, or you can complete the survey online at TCNC2021Survey.org. Please choose only one option.

A report based on all collective responses will be delivered in January 2022 and posted on the Town of Carrboro website at townofcarrboro.org. If you have questions, please contact Communication and Engagement Director Catherine Lazorko at 919-918-7314 or clazorko@townofcarrboro.org.

Thank you for your participation.

Sincerely,

Richard J. White III

Town Manager

Spanish – 844-811-0411

Chinese – 844-872-2562

Vietnamese – 844-468-2571

Korean – 844-247-8189

For assistance in completing the survey in other languages, please email CHICLE at chicle@chi-cle.com in your preferred language to arrange a time.

မေးမြန်းလေ့လာမှုကို အခြားဘာသာစကားများနဲ့ ဖြေဆိုဖို့ အကူအညီရယူရန်အတွက်၊ ကျေးဇူးပြု၍ CHICLE သို့ chicle@chi-cle.com မှတဆင့် အီးမေးလ်ပို့ဆက်သွယ်ပြီး အချိန်တစ်ခုချိန်းချက်စီစဉ်ပါ။

如需**帮助以其他**语言完成问券调查，请发送电子邮件至 CHICLE@chi-cle.com 安排时间。

للمساعدة في إكمال الاستبانة بلغة أخرى، يرجى التواصل مع CHICLE على البريد الإلكتروني chicle@chi-cle.com لتحديد الوقت المناسب.

လၫတ်တိစၫမၤစၫ လၫကမၤပွၤတ်သမံထံလၫကျိာ်အဂၤအဂီၢ်, ဝံသးစူၤအံမ့(လ) ဖဲ chicle@chi-cle.com လၫကရဲဉ်ကျၤသ့ဉ်နံၤ ဖးသိတ်ဆၫကတိၢ်အဂီၢ်နှဉ်တက့ၢ်.

2021 Town of Carrboro Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town of Carrboro's ongoing effort to identify and respond to resident concerns. You may return your survey by mail or online at *TCNC2021Survey.org*. Everyone who completes the survey will be given chance to enter a random drawing for a $500 Visa gift card! Your responses will remain confidential. If you don't know about a program or have not used a service, please mark "Don't Know" rather than "Neutral." Thank you for your participation!

SCAN ME

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1. Participation in Town Services and Facilities. Which services or facilities provided by the Town of Carrboro do you or other members of your household use? *[Check all that apply.]*

____(01) Fire services
____(02) Century Center
____(03) Recreation programs
____(04) Greenways
____(05) Town athletic fields
____(06) Police services
____(07)Trash and yard waste
____(08) Permits and inspections
____(09) Town website
____(10) Downtown parking
____(11) Cultural programs
____(12) Festivals and events
____(13) Town Commons
____(14) Town Parks
____(15) None of these

2. Perceptions of Town Government. Please rate your level of agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The Town is responsive to the needs of its residents	5	4	3	2	1	9
2.	I have opportunities to participate in Town decision making	5	4	3	2	1	9
3.	I have a good understanding of the services provided by the Town	5	4	3	2	1	9

3. Key Satisfaction Indicators. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the Town	5	4	3	2	1	9
2.	Overall quality of customer service from Town employees	5	4	3	2	1	9
3.	Overall value received for my Town tax dollars and fees	5	4	3	2	1	9
4.	Overall feeling of safety in Town	5	4	3	2	1	9

4. Overall Ratings. Please rate the Town of Carrboro in the areas listed below using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

	How would you rate the Town of Carrboro...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	As a place to live	5	4	3	2	1	9
02.	As a place to work	5	4	3	2	1	9
03.	As a place to raise children	5	4	3	2	1	9
04.	As a place to retire	5	4	3	2	1	9
05.	As a place where I feel welcome	5	4	3	2	1	9
06.	As a place to do business	5	4	3	2	1	9
07.	As a community addressing racial equity	5	4	3	2	1	9
08.	As a community advancing climate action	5	4	3	2	1	9
09.	As a community headed in the right direction	5	4	3	2	1	9
10.	Accessibility of public areas/facilities for persons with disabilities	5	4	3	2	1	9
11.	Overall quality of life in Town	5	4	3	2	1	9

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5. <u>Major Categories of Services.</u> Please rate your satisfaction with the Town services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Communication and engagement	5	4	3	2	1	9
02.	Economic development	5	4	3	2	1	9
03.	Fire services	5	4	3	2	1	9
04.	Housing and community services	5	4	3	2	1	9
05.	Parks and recreation facilities	5	4	3	2	1	9
06.	Planning, zoning and inspection services	5	4	3	2	1	9
07.	Police services	5	4	3	2	1	9
08.	Public parking	5	4	3	2	1	9
09.	Public works (trash/yard waste collection)	5	4	3	2	1	9
10.	Recreation and cultural programs	5	4	3	2	1	9
11.	Stormwater management	5	4	3	2	1	9
12.	Transportation	5	4	3	2	1	9

6. Which THREE of the services listed in Question 5 are most important to you? *[Write in your answers below using the numbers from the list in Question 5.]*

1st: ____ 2nd: ____ 3rd: ____ NONE

7. <u>Public Safety Services.</u> Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Fire safety, education, and outreach	5	4	3	2	1	9
2.	Police safety, education, and outreach	5	4	3	2	1	9
3.	Traffic enforcement	5	4	3	2	1	9
4.	Safety and security in your neighborhood	5	4	3	2	1	9
5.	Accessibility of crime data/police records	5	4	3	2	1	9

8. Which TWO of the public safety services listed in Question 7 are most important to you? *[Write in your answers below using the numbers from the list in Question 7.]*

1st: ____ 2nd: ____ NONE

9. <u>Transportation.</u> Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of driving in Carrboro	5	4	3	2	1	9
2.	Ease of walking in Carrboro	5	4	3	2	1	9
3.	Ease of bicycling in Carrboro	5	4	3	2	1	9
4.	Availability of sidewalks	5	4	3	2	1	9
5.	Availability of greenways/multi-use paths	5	4	3	2	1	9
6.	Availability of on-street bike facilities	5	4	3	2	1	9
7.	Availability of bicycle parking	5	4	3	2	1	9
8.	Adequacy of street lighting	5	4	3	2	1	9
9.	Availability of parking downtown	5	4	3	2	1	9

10. Which THREE of the services listed in Question 9 are most important to you? *[Write in your answers below using the numbers from the list in Question 9.]*

1st: ____ 2nd: ____ 3rd: ____ NONE

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11. Does anyone in your household ride a bicycle? ____(1) Yes *[Answer Q11a.]* ____(2) No *[Skip to Q11b.]*

11a. If "Yes," why do they ride a bicycle? *[Check all that apply.]*

____(1) To commute to work or school ____(2) For errands ____(3) For recreation

11b. If "No," why not? _____

12. <u>Public Facilities.</u> Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of Downtown Carrboro	5	4	3	2	1	9
2.	Maintenance of Town buildings and facilities	5	4	3	2	1	9
3.	Landscaping and maintenance in parks, medians, and other public areas	5	4	3	2	1	9
4.	Maintenance and cleanliness of streets and public areas	5	4	3	2	1	9

13. Which TWO of the items listed in Question 12 are most important to you? *[Write in your answers below using the numbers from the list in Question 12.]*

1st: ____ 2nd: ____ NONE

14. <u>Housing.</u> Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of housing options by price	5	4	3	2	1	9
2.	Availability of a range of housing types (e.g., apartments, townhomes, condos, single family)	5	4	3	2	1	9
3.	Efforts of the Town to expand and preserve affordable housing	5	4	3	2	1	9

15. Which ONE of the items listed in Question 14 is most important to you? *[Write in your answer below using the numbers from the list in Question 14.]*

1st: ____ NONE

16. In which ONE of the following areas would you prefer to live?

____(1) An area with housing only ____(2) An area with a mix of homes, shops, and businesses

17. <u>Perceptions of Community.</u> Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall appearance of the Town	5	4	3	2	1	9
2.	Quality of new development in Carrboro	5	4	3	2	1	9
3.	Access to parks and green space	5	4	3	2	1	9
4.	The variety of businesses in Carrboro	5	4	3	2	1	9
5.	Availability of cultural activities and the arts	5	4	3	2	1	9
6.	Availability of festivals and community events	5	4	3	2	1	9

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18. **<u>Town Information.</u> What are your sources for Town of Carrboro news and information?** *[Check all that apply.]*

____(01) Town email subscription
____(02) Traditional media (TV, newspapers, radio, or their social media)
____(03) Website for Town of Carrboro
____(04) Carrboro Cable Govt. Channel
____(05) WCOM Radio
____(06) Outdoor signage
____(07) Outdoor info kiosks
____(08) Town of Carrboro social media
____(09) Neighborhood associations
____(10) Local government-produced brochures or pamphlets
____(11) Recreation and Parks brochure
____(12) Friends/Colleagues/Word of Mouth
____(13) Community groups and blogs
____(14) Nextdoor
____(15) Other: _____

19. **<u>Town Communication and Engagement.</u> Please rate your satisfaction with the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Access to information about Town programs and services	5	4	3	2	1	9
2.	Town efforts to keep you informed about local issues	5	4	3	2	1	9
3.	Usefulness of Town website	5	4	3	2	1	9
4.	Usefulness of Town social media (e.g., Facebook, Twitter, Instagram, YouTube, Nextdoor)	5	4	3	2	1	9
5.	Quality of transparent, trusted, and accurate Town communication	5	4	3	2	1	9
6.	Quality of Carrboro This Week (weekly email newsletter)	5	4	3	2	1	9
7.	Your experience engaging with the Town Government process	5	4	3	2	1	9
8.	Access to emergency information	5	4	3	2	1	9

20. **Which TWO of the items listed in Question 19 are most important to you?** *[Write in your answers below using the numbers from the list in Question 19.]*

1st: ____ 2nd: ____ NONE

21. **<u>ARPA Funding Priorities.</u> The Town of Carrboro has been allocated funds through the American Rescue Plan Act, also known as ARPA. This is once-in-a-lifetime funding support from the federal government. The purpose of these funds is to help communities respond to the COVID-19 pandemic, address economic fallout, and lay the foundation for a strong and equitable recovery. The Town is engaging with the public to help identify and prioritize areas of investment and need. Knowing this, how important do you think it is for the Town to use ARPA funds for the items listed below.**

	How Important Is It for the Town to Use ARPA Funding for the Following?	Very Important	Important	Somewhat Important	Not Important	Not Important at All	Don't Know
1.	Support public health (includes funding personal protective equipment, behavioral healthcare, and certain public health and safety staff)	5	4	3	2	1	9
2.	Address negative economic impacts (includes providing aid for workers, nonprofits, households, small businesses, affected industries, and public sector)	5	4	3	2	1	9
3.	Provide services to disproportionately impacted communities (includes funding for education assistance, childcare, affordable housing, services for unhoused persons, lead remediation)	5	4	3	2	1	9
4.	Provide premium pay for essential workers of the Town of Carrboro	5	4	3	2	1	9
5.	Invest in infrastructure (includes funding for water, stormwater, energy conservation, sewer, and broadband)	5	4	3	2	1	9

22. Please rank the priority for investing ARPA funds in each of the areas listed in Q21 above. *[Write your answers below using the numbers from the list in Question 21 where your 1st choice is most important, and your 5th choice is least important.]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ 5th: ____

23. *Optional:* Please share specific suggestions for how the Town should use ARPA funds in the space provided below. Feel free to explain the reason(s) for the rankings you provided in Q22.

_____

_____

_____

Demographics

24. How many years have you lived in Carrboro? _____ years

25. Do you belong to a neighborhood association or HOA? ____(1) Yes ____(2) No

26. Do you have access to the internet? ____(1) Yes ____(2) No *[Skip to Q27.]*

26a. Where/how do you regularly access the internet? *[Check all that apply.]*

____(1) Home ____(3) Work ____(5)Public space (such as library)
____(2) Cell phone ____(4) School

27. What is your age? _____ years

28. What is your gender identity? ____(1) Male ____(2) Female ____(3) Non-binary/Other

29. Which of the following best describes your race? *[Check all that apply.]*

____(1) Asian/Pacific Islander ____(3) Hispanic/Latino ____(5) White
____(2) Black/African American ____(4) Native American ____(6) Other: _____

30. What is the primary language used in your household?

____(1) English ____(2) Spanish ____(3) Other: _____

30a. *If your primary language is not English,* do you have any suggestions for how the Town might better provide services and engage with you?

_____

31. Do you rent or own your home? ____(1) Rent ____(2) Own ____(3) Other: _____

32. Which of the following best describes your home?

____(1) Single family ____(2) Multi-family ____(3) Other: _____

33. Do you own rental property in Carrboro? ____(1) Yes ____(2) No

34. Are you registered to vote in the Town of Carrboro? ____(1) Yes ____(2) No

35. Would you say your total annual household income is...

____(1) Under $30,000 ____(3) $60,000 to $99,999 ____(5) $150,000 or more
____(2) $30,000 to $59,999 ____(4) $100,000 to $149,999

36. What is the highest level of education that you have completed?

____(1) Less than high school ____(3) Some college ____(5) Graduate degree
____(2) High school ____(4) 4-year college

To enter the random drawing for a $500 Visa gift card, please provide you name and email address below.

Name: _____ Phone: _____

Email: _____

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

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