

2021 Town of Carrboro Community Survey Findings Report

Presented to the Town of Carrboro,
North Carolina
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ETC
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Purpose

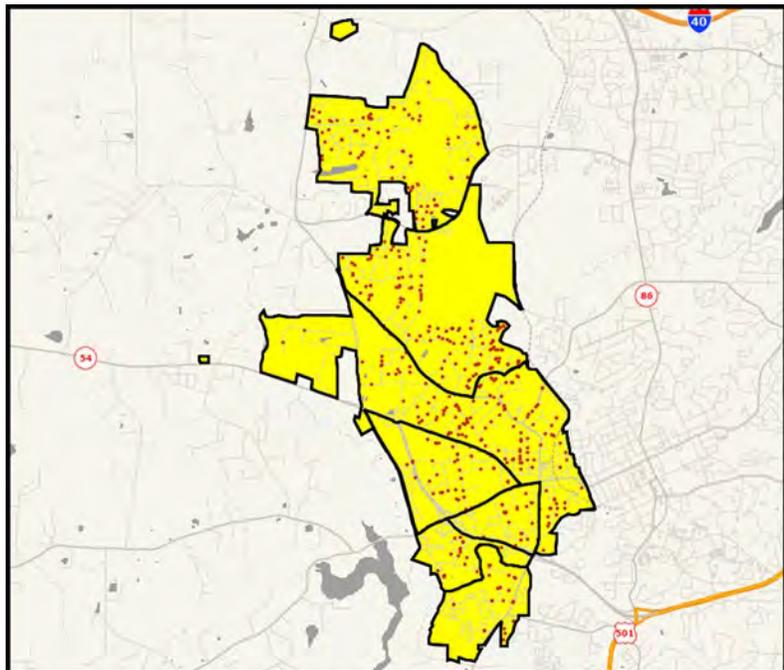
ETC Institute administered a survey to residents of the Town of Carrboro between December 2021 and January 2022. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve Town services and determine the needs of residents. This is the first community survey 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						
<u>Overall</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Housing and community services	27%	4	53%	11	0.1291	1
<i>Medium Priority (IS <.10)</i>						
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