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NEWS RELEASE

For Immediate Release:

Town of Carrboro receives national award for resident satisfaction

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CARRBORO, N.C. -- The Town of Carrboro has been recognized with a national award for outstanding resident satisfaction.

The Town received the “Leading the Way Award” from ETC Institute to recognize local governments for outstanding achievement in the delivery of services to residents. Recipients of the award rank in the top 10% of all local governments in the United States with regard to:

- Satisfaction with the overall quality of services
- Satisfaction with customer service provided by employees
- Satisfaction with the value residents think they receive for local taxes and fees.

“This is certainly a great validation of the high-quality services that town employees deliver to our community,” said Town Manager Richard J. White III. “I am grateful for town employees who during the pandemic continued to deliver quality services and for our residents who took the time to complete the survey and shared their feedback.”

According to the institute, recipients of the award rank in the top 10 percent of all local governments nationwide in three performance areas: quality of services, customer service and satisfaction with value residents receive for local taxes. A maximum of 100 points are awarded in each area, and a minimum composite score of 210 is required to rank in the top 10 percent. The surveys for this year’s awards were conducted between December 2021 and May 2022, and more than 200 communities participated.

Carrboro’s composite score was 238 which was 62 points above the average composite score of 176 for all cities in the United States. In addition to ranking in the top 10% overall, the Town of Carrboro also rated in the top 10% of all cities that participated in the following areas:

- Accessibility of streets, sidewalks and buildings for people with disabilities
- Mowing and tree trimming along streets and public areas

- The level of public involvement in local decision-making
- Efforts to promote diversity in the community

The statistically valid community survey, which was mailed to all households within Carrboro’s town limits in December 2021, asked residents about their level of satisfaction and priorities for a wide range of community services. The six-page survey was mailed to a random sample of 2,000 households. The goal to obtain completed surveys from at least 400 residents was surpassed when a total of 512 residents completed the survey. The survey is conducted every other year.

- Learn more about the results of the Community Survey at <https://www.carrboronc.gov/1096/Biennial-Community-Survey-Reports>
- More details about the Leading the Way Award are available at www.etcinstitute.com



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