



# Carrboro 2016 Biennial Citizen Satisfaction Survey Results



**But first, did you know that  
3 out of 4 people make up  
75% of the world's  
population?**



# Why Survey?

- Statistically valid
- Gauge residents' satisfaction/perception of services provided
- Gauge staff's effectiveness of meeting Board priorities
- Tool for budgetary priorities/policy decisions

# What Did We Ask?

- How are town departments performing?
- Questions related to interactions
- Transportation
- Planning and Development
- Recreation
- Information Dissemination
- Opportunities to Participate
- Citizen Involvement Barriers

# Who Conducted the Survey?

- BKL Research and Consulting
- 405 residents of Carrboro
- Telephone Survey
- The margin of error was  $\pm 5.00\%$
- Completed November of 2016



# How Did We Rate Overall?

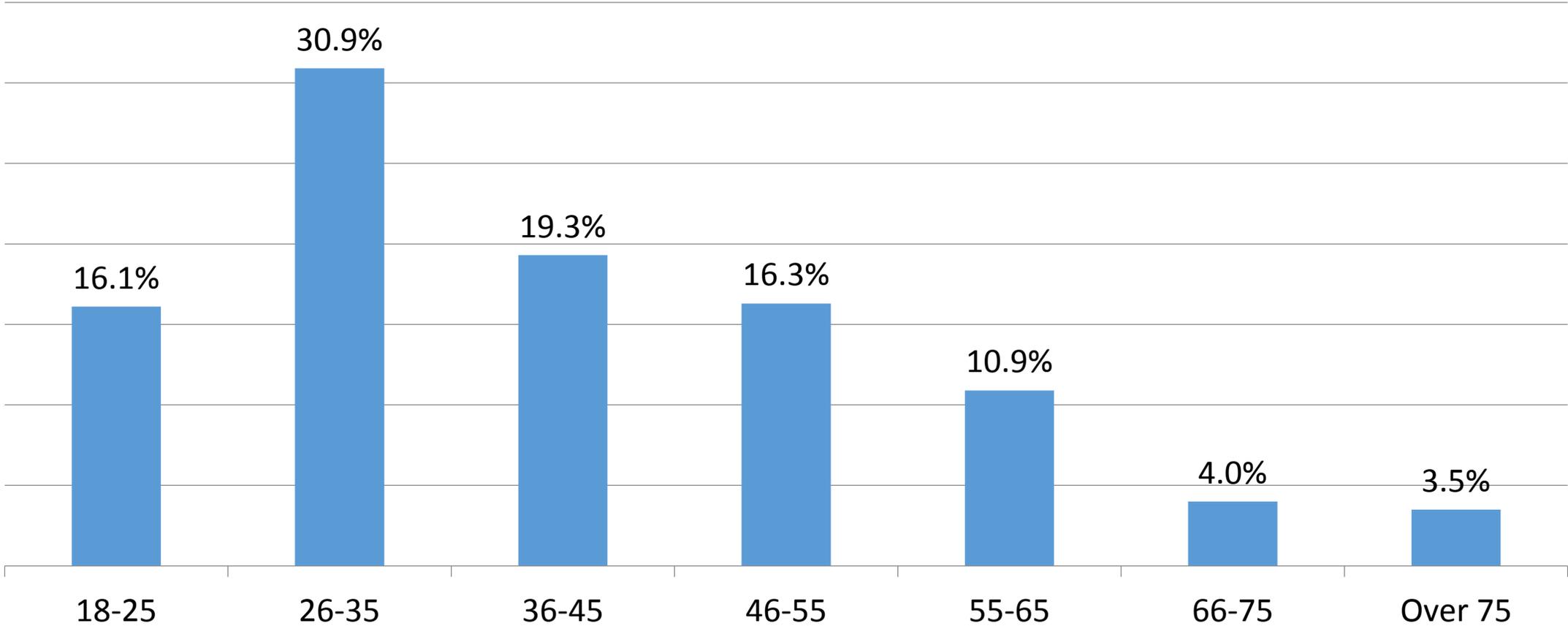


A-

# Demographic Questions

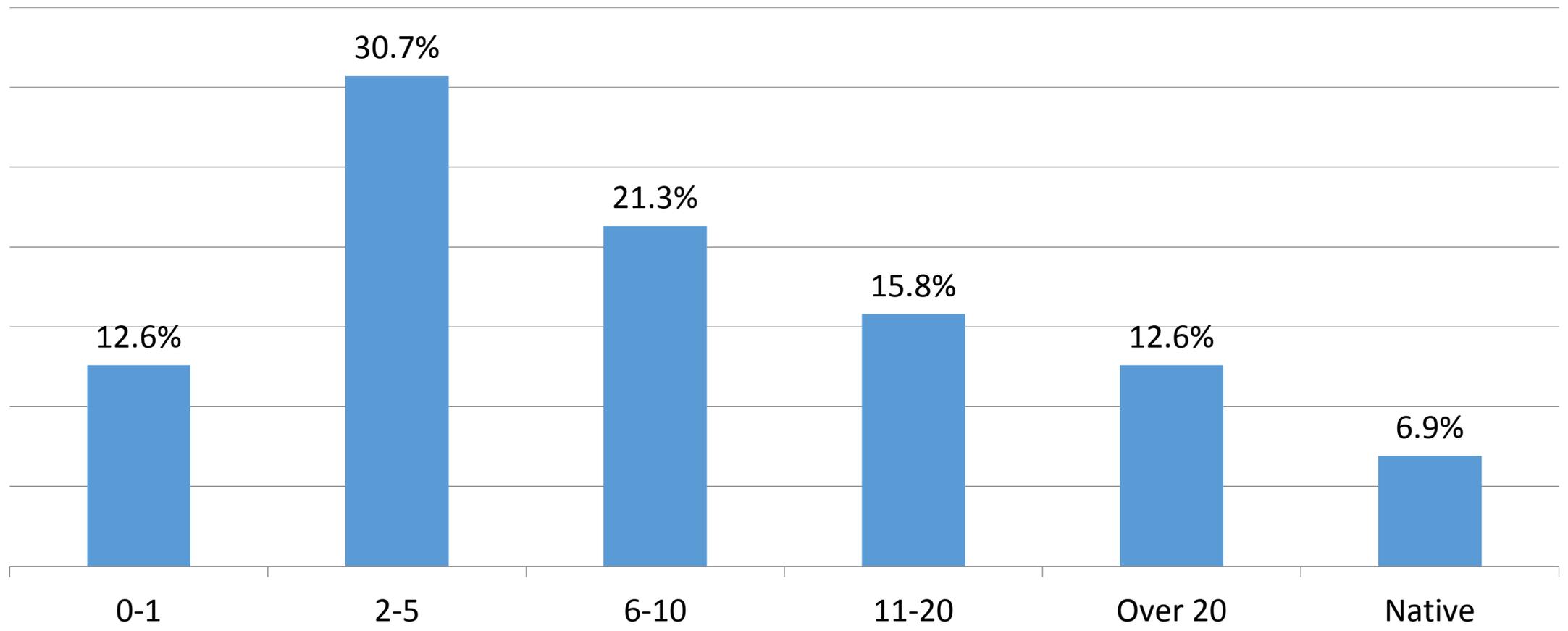
- Age
- Education
- Race
- Income
- Gender
- Years Lived in Carrboro
- Years Lived in Current Home
- Years Continue to Live in Carrboro

# Age Distribution of Respondents

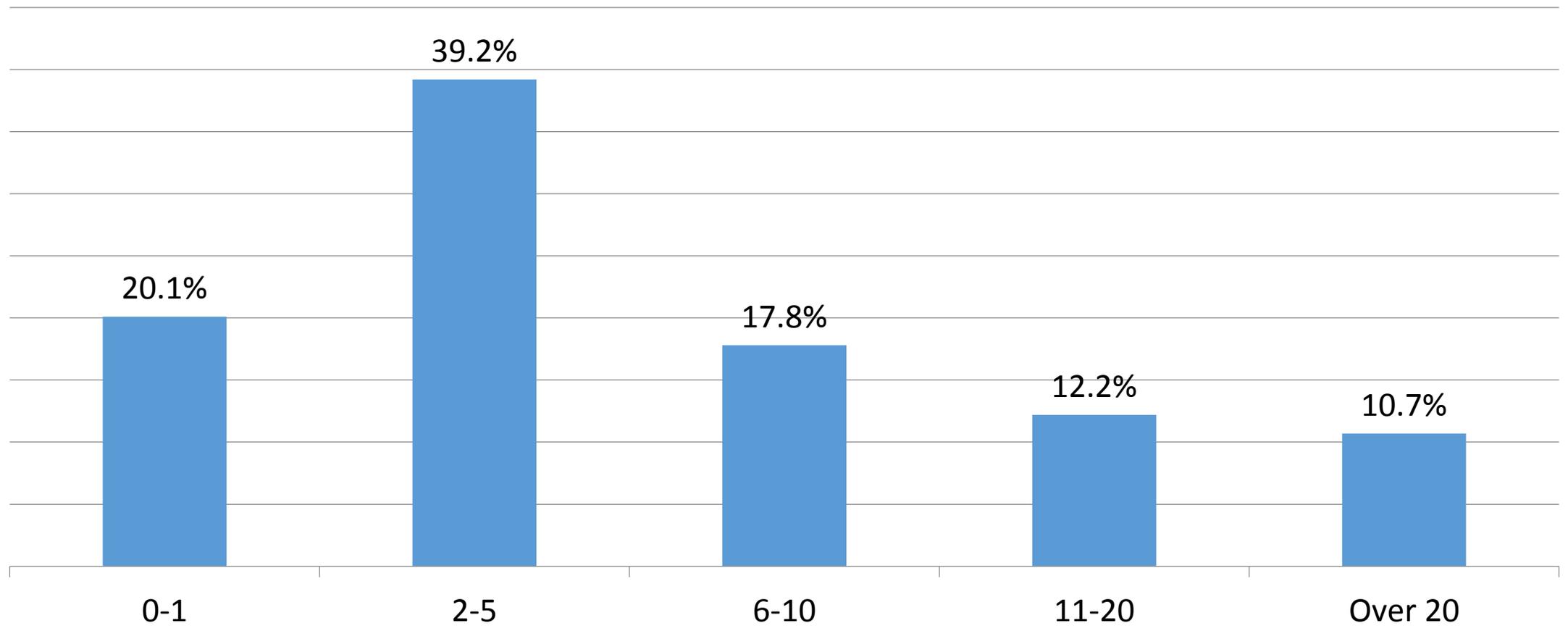




# Years Lived in Carrboro

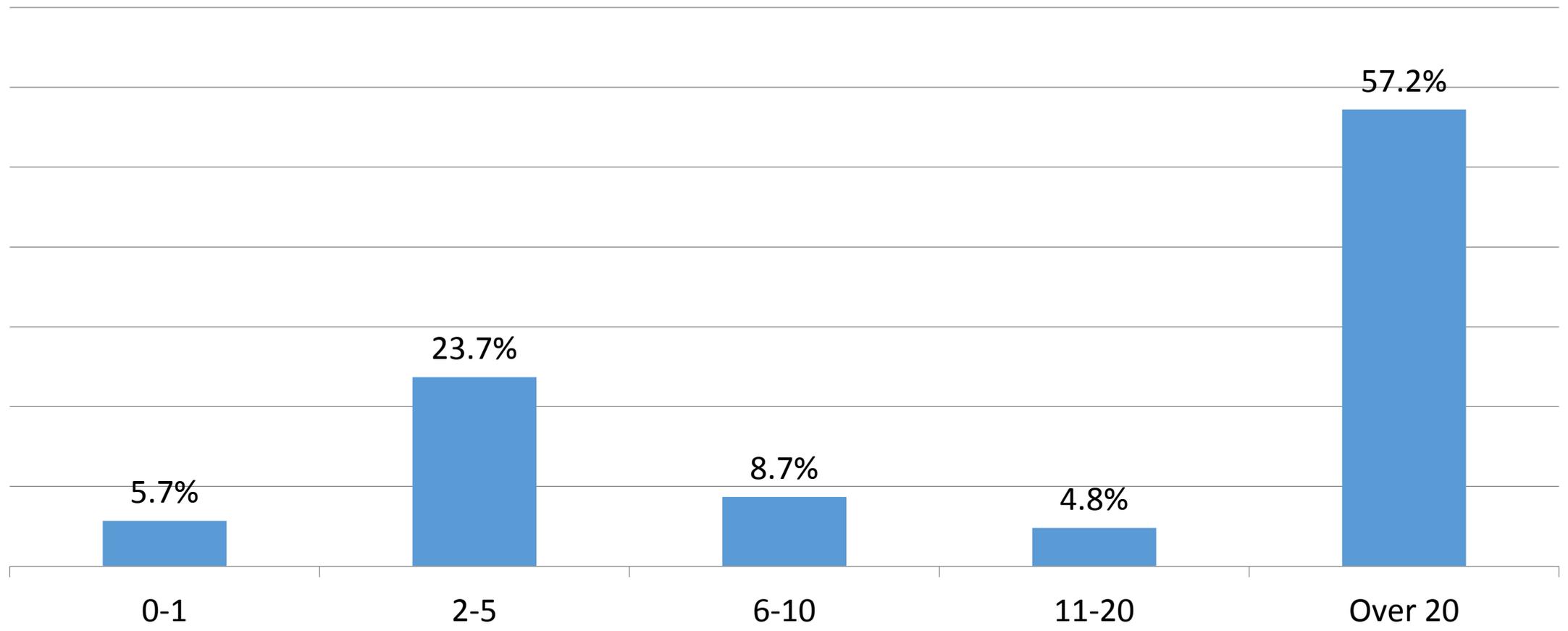


# Years Lived in Current Home

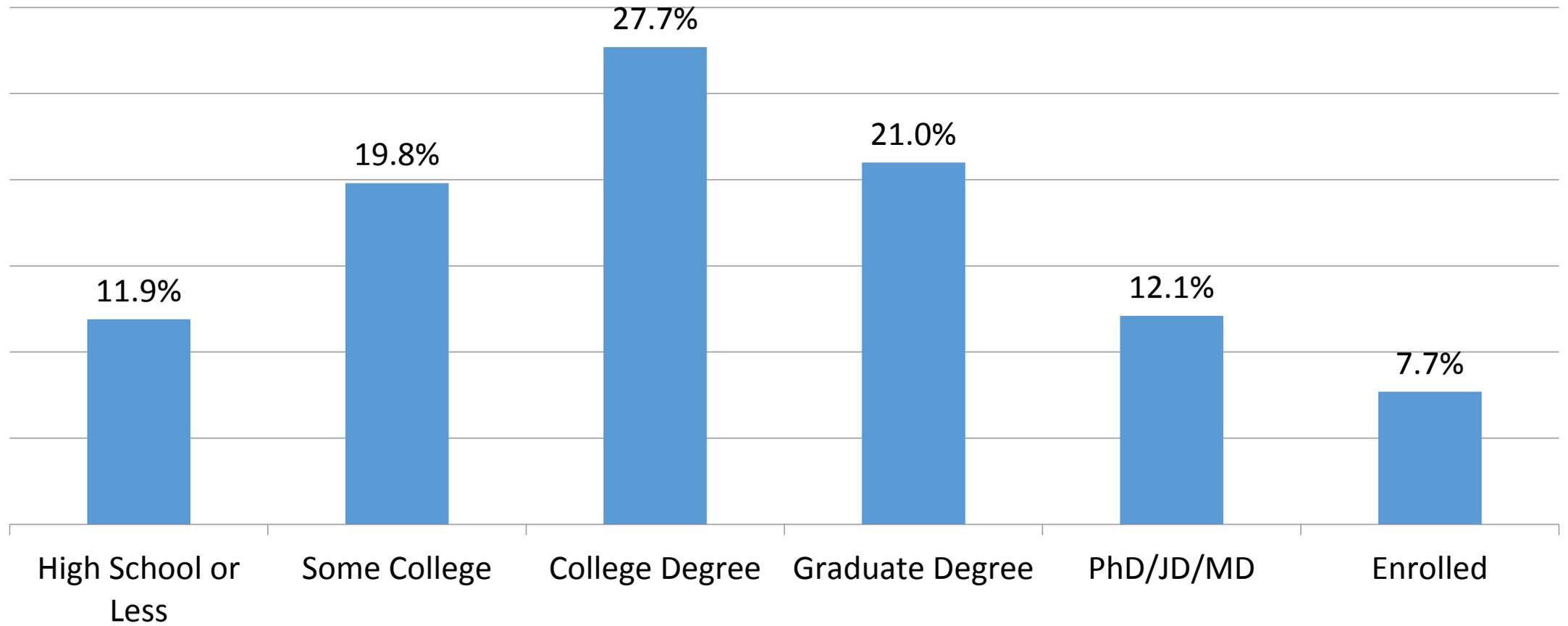




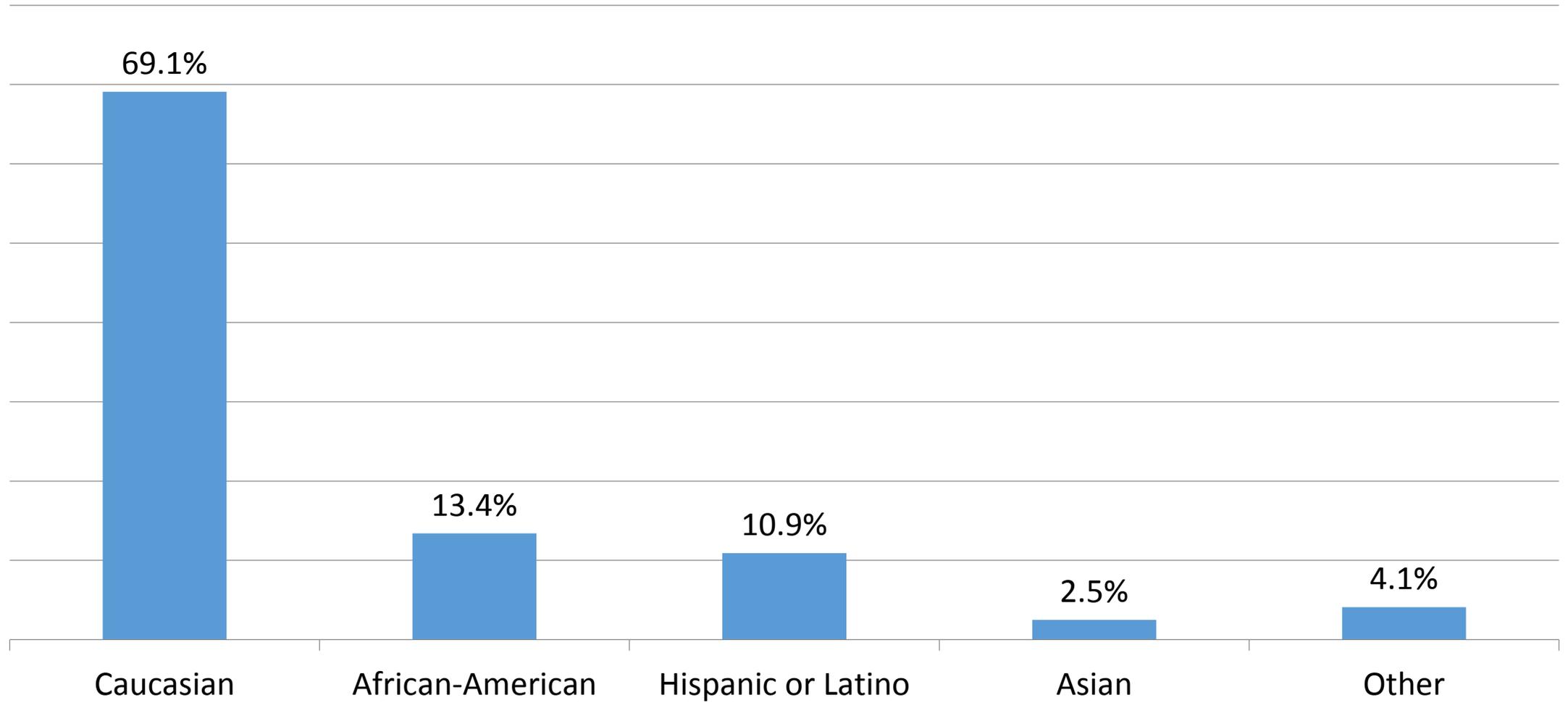
# Years Continue to Live in Carrboro



# Educational Level

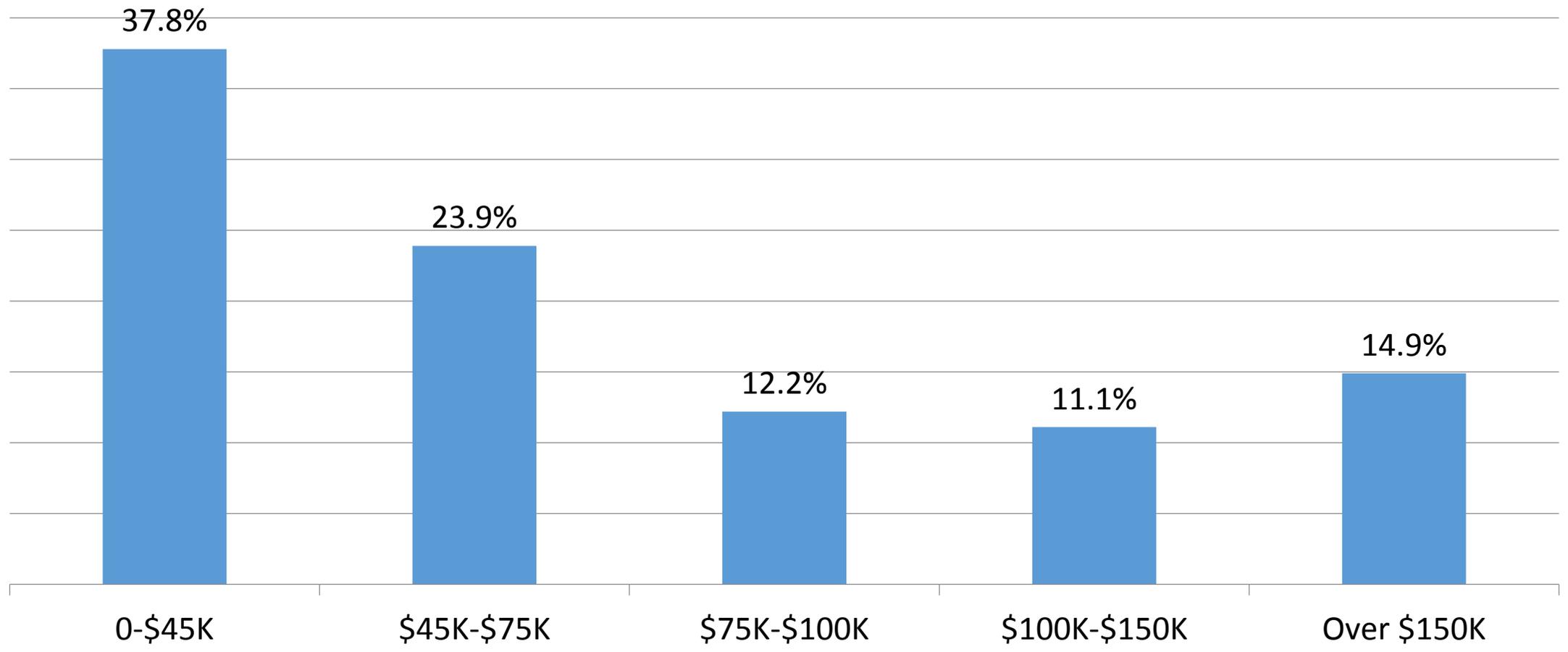


# Race

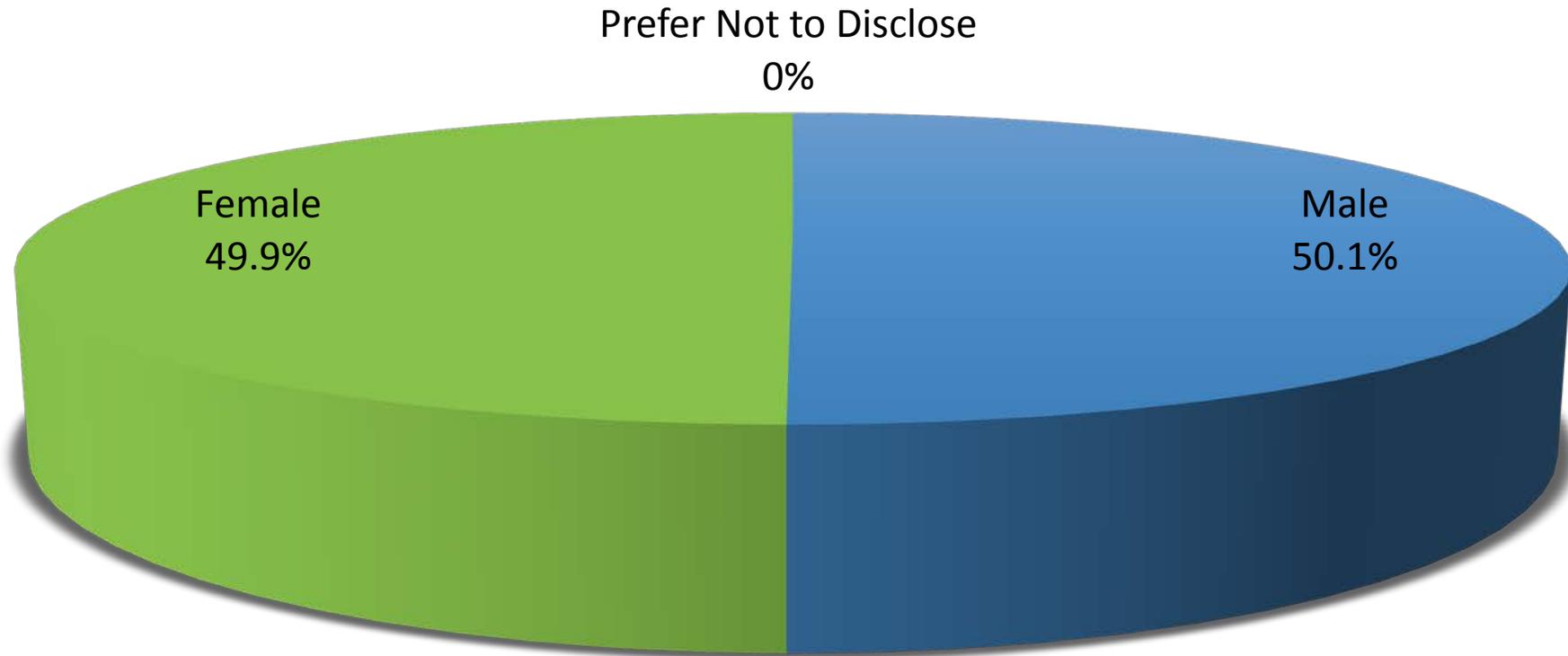


# Income

Percent



# Gender



# Town Government Staff



<b>Carrboro Town Government</b>	<b>Mean</b>	<b>Grade</b>
Courteous	8.29	A-
Professionalism	8.09	A-
Knowledgeable	7.93	B+
Promptness of response	7.86	B+
Helpful	7.82	B+
Overall quality of customer service	7.79	B+

# Police Department



Police Department	Mean	Grade
Response time	8.54	A
Courteous	8.30	A-
Competence	8.28	A-
Fairness	8.23	A-
Problem solving	8.21	A-

# Fire Department



Fire Department	Mean	Grade
Problem solving	8.71	A+
Courteous	8.71	A+
Response time	8.70	A+
Competence	8.69	A+
Fairness	8.61	A

# Recreation and Parks



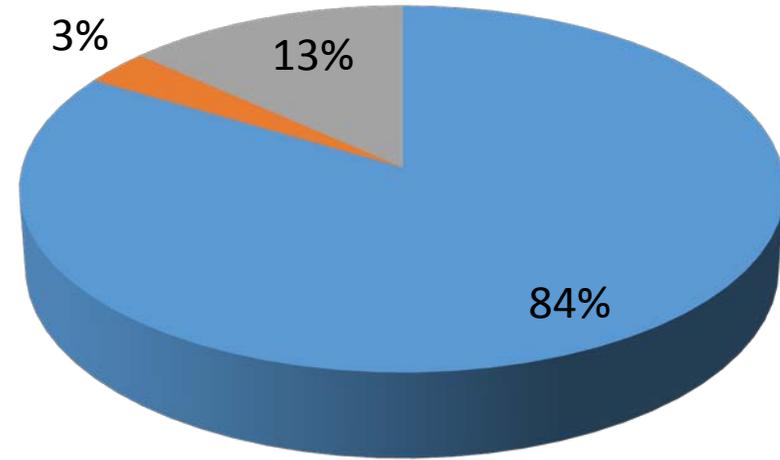
Recreation and Parks	Mean	Grade
Overall experience	8.64	A
Ease of registration	8.62	A
Cost or amount of fee	8.45	A
Facility quality	8.44	A
Program quality	8.43	A
Instructor quality	8.38	A-

# Public Works



Public Works (Solid Waste Services)	Grade
Curbside Garbage Collection	A
Curbside Bulky Item Collection	A-
Curbside Yard Waste Collection	B+
Curbside Loose Leaf Collection	B+

# How Effective is the Board of Aldermen at Keeping Carrboro THE Place to Be?



- Effective
- Ineffective
- Neutral

# Carrboro Overall as a Place to Live



B+

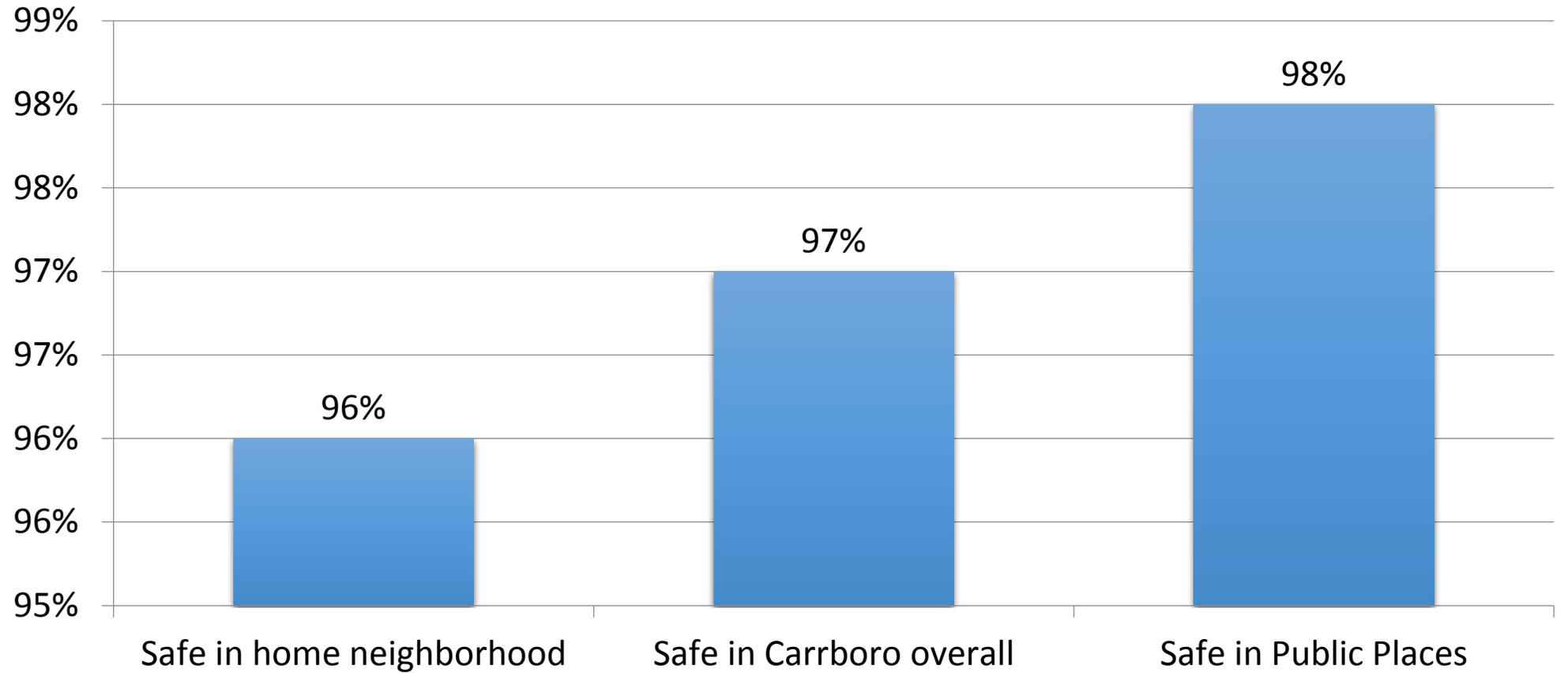
# Cleanliness and Appearance of Public Areas



Cleanliness and Appearance of Public Areas	Mean	Grade
Parks	8.06	A-
Greenways	7.85	B+
Street	7.81	B+
Median/roadsides	7.68	B

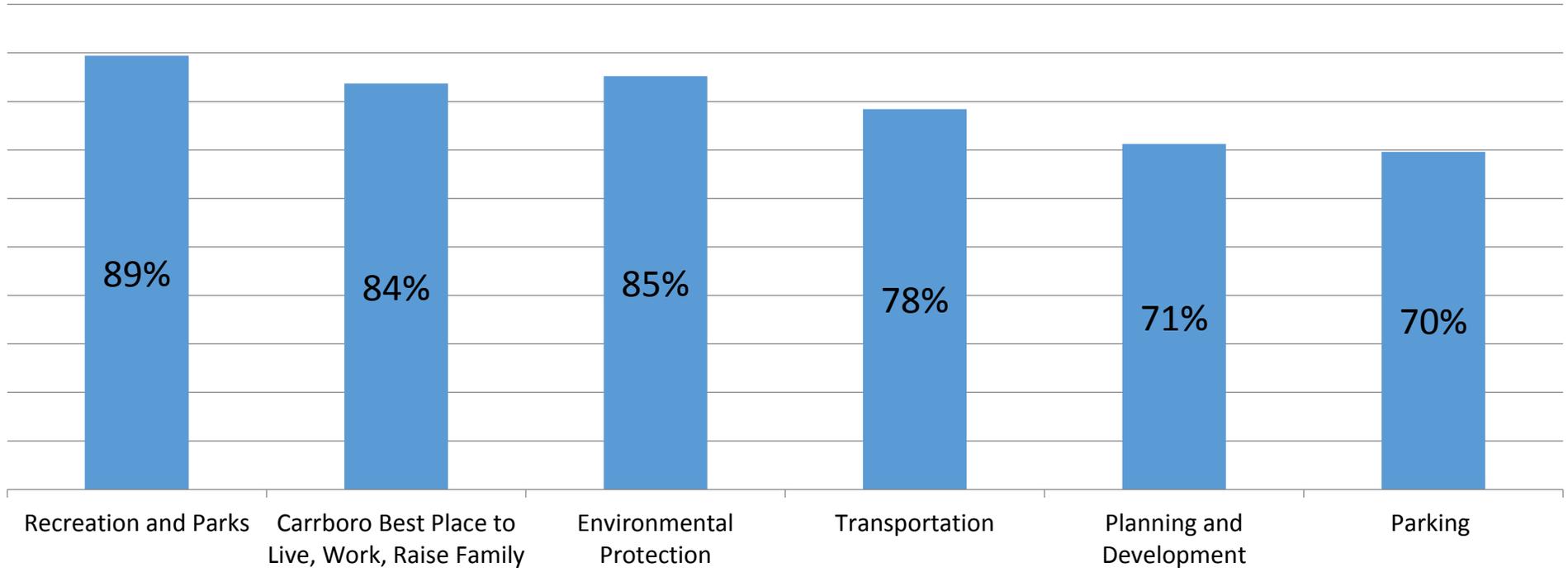


# Do You Feel Safe in Carrboro?

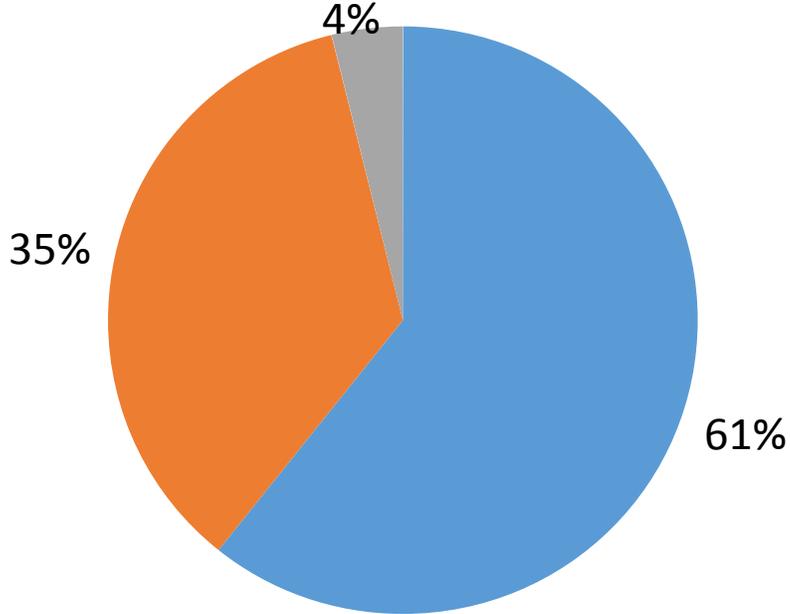




# Focus Areas: How do Citizens Feel About the Job the Town is Currently Doing?

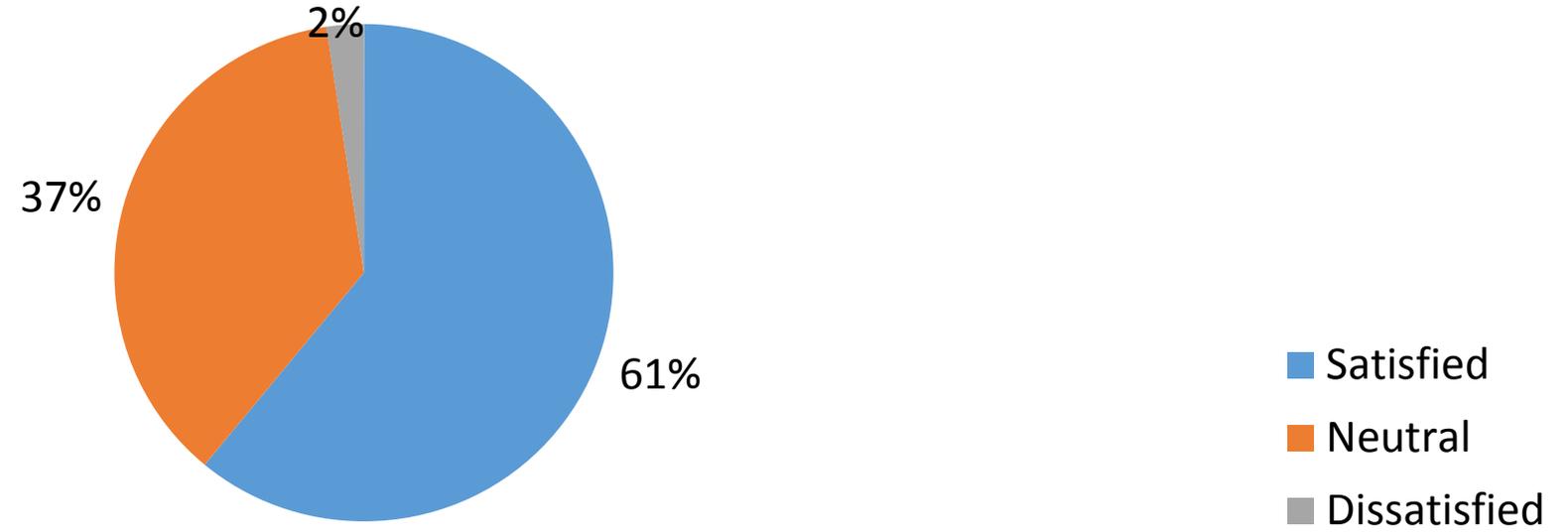


# How do Citizens Feel About the Job the Town is Doing for Senior Citizens?

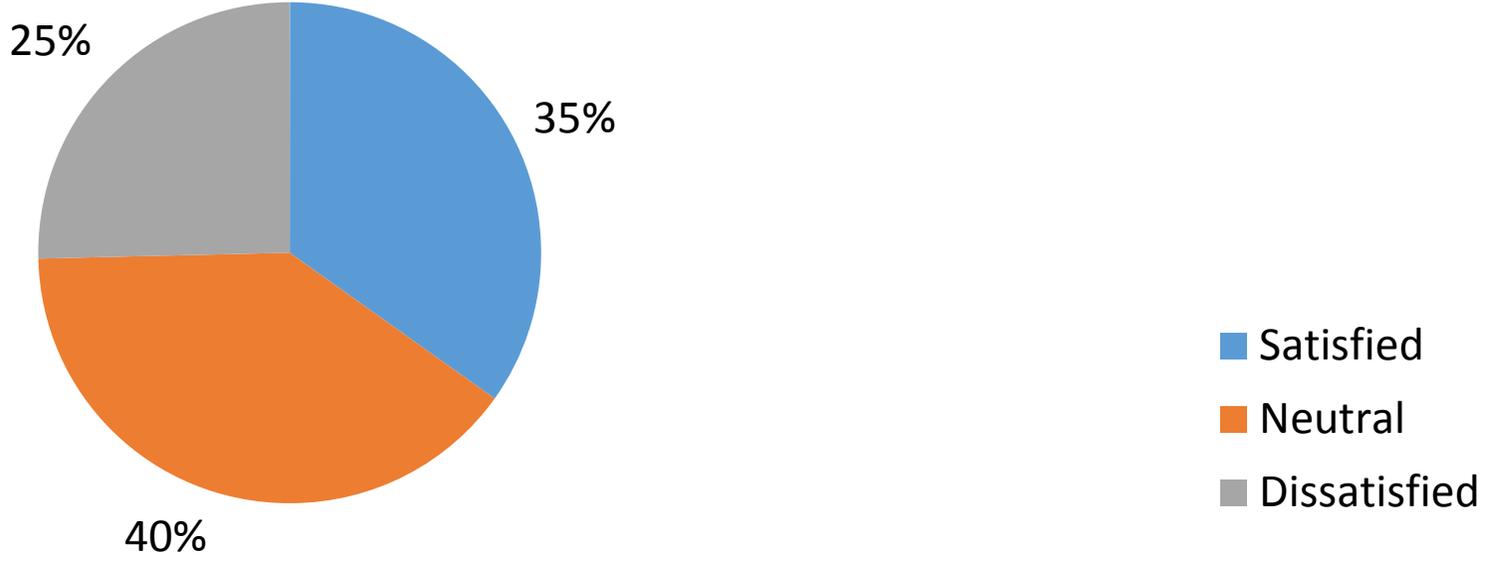


- Satisfied
- Neutral
- Dissatisfied

# How do Citizens Feel About the Job the Town is Doing for Citizens with Disabilities?



# How do Citizens Feel About the Job the Town is Doing for Affordable Housing?



# Other suggestions:

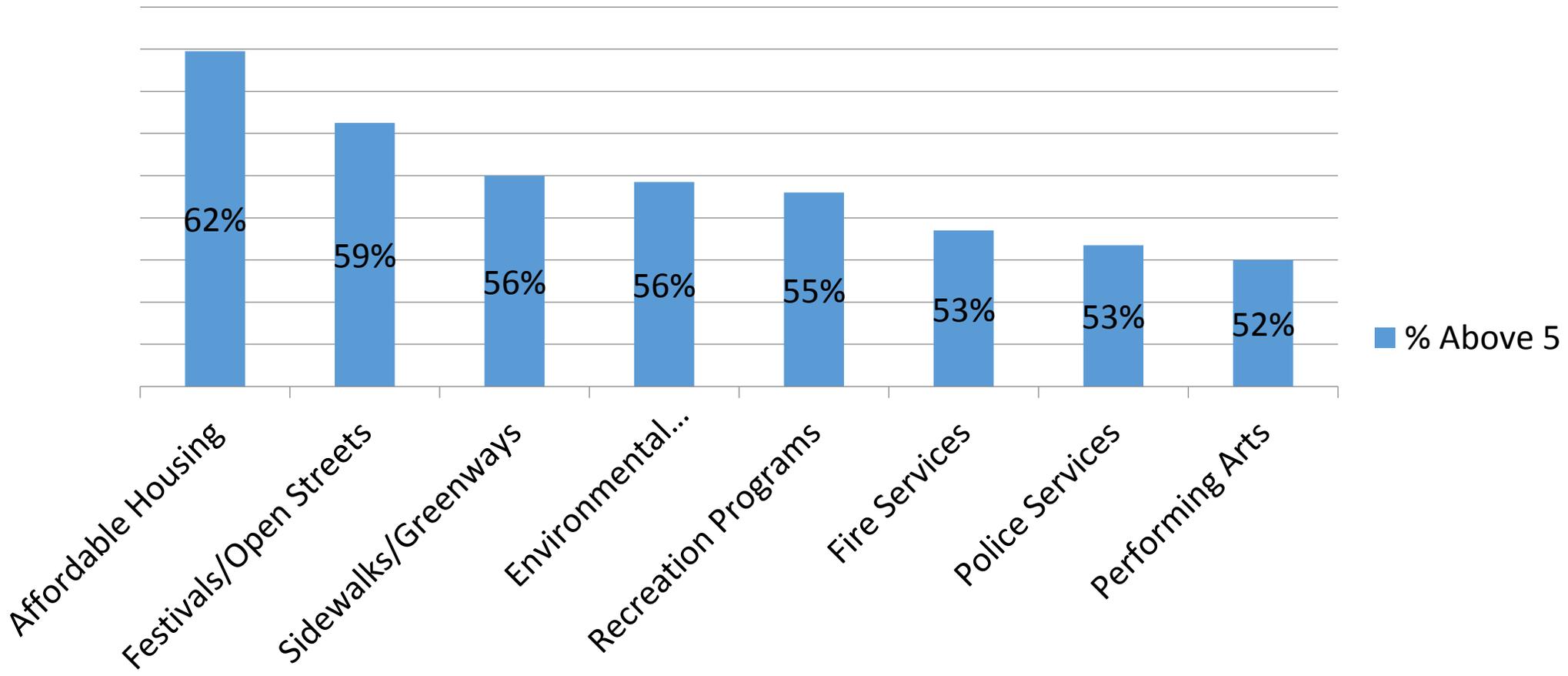
- Potholes and rough pavement within the town
- Examine Wi-Fi issues in the downtown area around Weaver Street
- Flood control and stormwater drainage
- Adding additional sidewalks in town
- Adding additional bike lanes and improving bike lane safety and connectivity
- Improved safety for pedestrian crossings
- Changes to bus service – longer hours, weekend service, cell phone app
- Taking action on rundown buildings in town
- Adding additional downtown parking
- Improving Greensboro Street and Estes Drive – upgrade sidewalks, bike lanes, traffic, and safety
- Improving affordable housing
- Working on services to seniors and residents with disabilities



# Most Important Issue Facing Carrboro

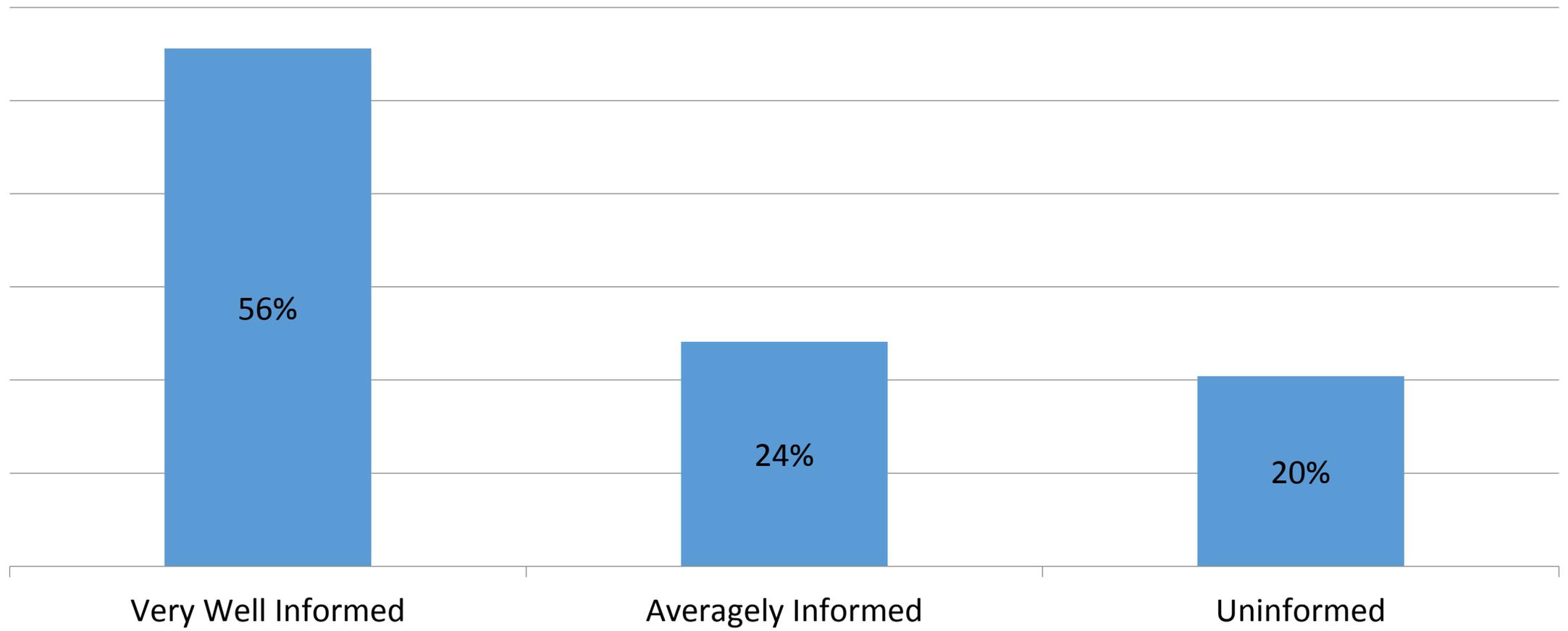
<b>Most Important Issue</b>	<b># of Comments</b>
None/no issues	121
Controlling growth/overcrowding	44
Affordable housing	39
Controlling development/overdevelopment	38
Traffic	35
Rising cost of living	18
High taxes	14
More sidewalks/improve sidewalks	8
Crime	8
Jobs/economic development	8

# What New Programs or Services Are You Willing to Pay For?





# Carrboro's Efforts at Keeping Residents Informed and Involved



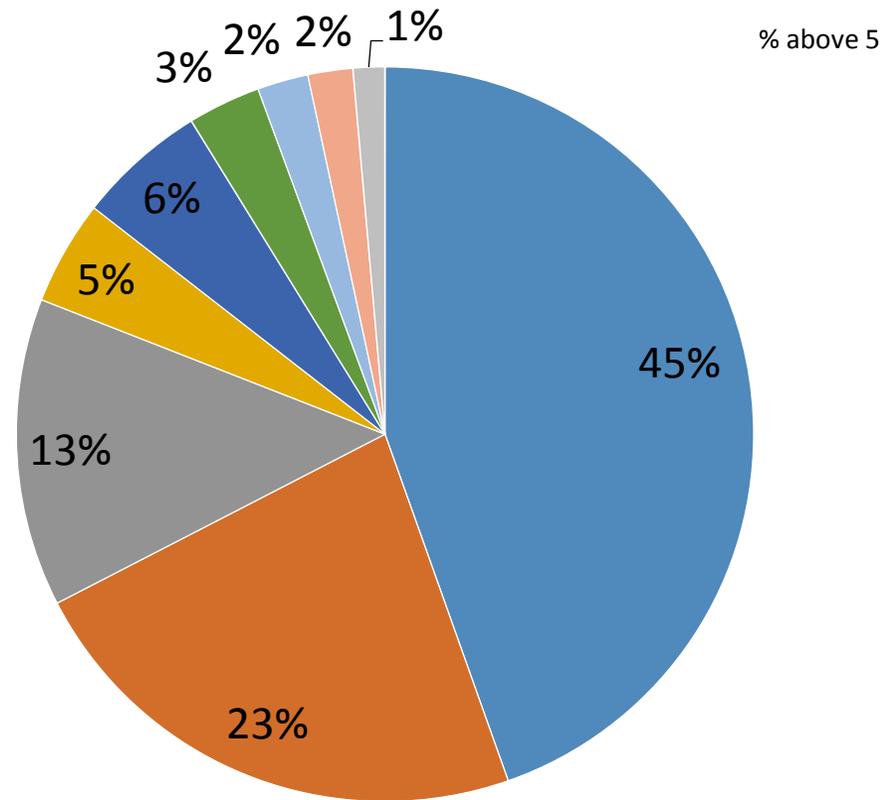


# How is Town Information and News Accessed?

## Information Sources (top 10)

1. Word of mouth
2. Street signage
3. Carrboro's website
4. Facebook
5. Television
6. Radio
7. Raleigh News & Observer
8. Parks & Recreation Brochure
9. Independent Weekly
10. The Daily Tar Heel

# Barriers to Citizen Involvement



- Too Busy
- Don't Know About
- Timing is Inconvenient
- Topics don't interest me
- Don't feel qualified
- Issues don't affect me
- Don't understand process
- Waste of time
- Don't have transportation

## Next Steps

- Budgeting tool
- Use as a biennial tool
- Gauge citizen satisfaction over time

# Summary

- The results were exceptionally positive.

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Questions?