



Carrboro 2018 Biennial Citizen Satisfaction Survey Results

Who Conducted the Survey?

- BKL Research and Consulting
- 400 residents of Carrboro
- Telephone survey
- The margin of error was $\pm 5.00\%$
- Conducted Oct 20th through Nov 18th 2018

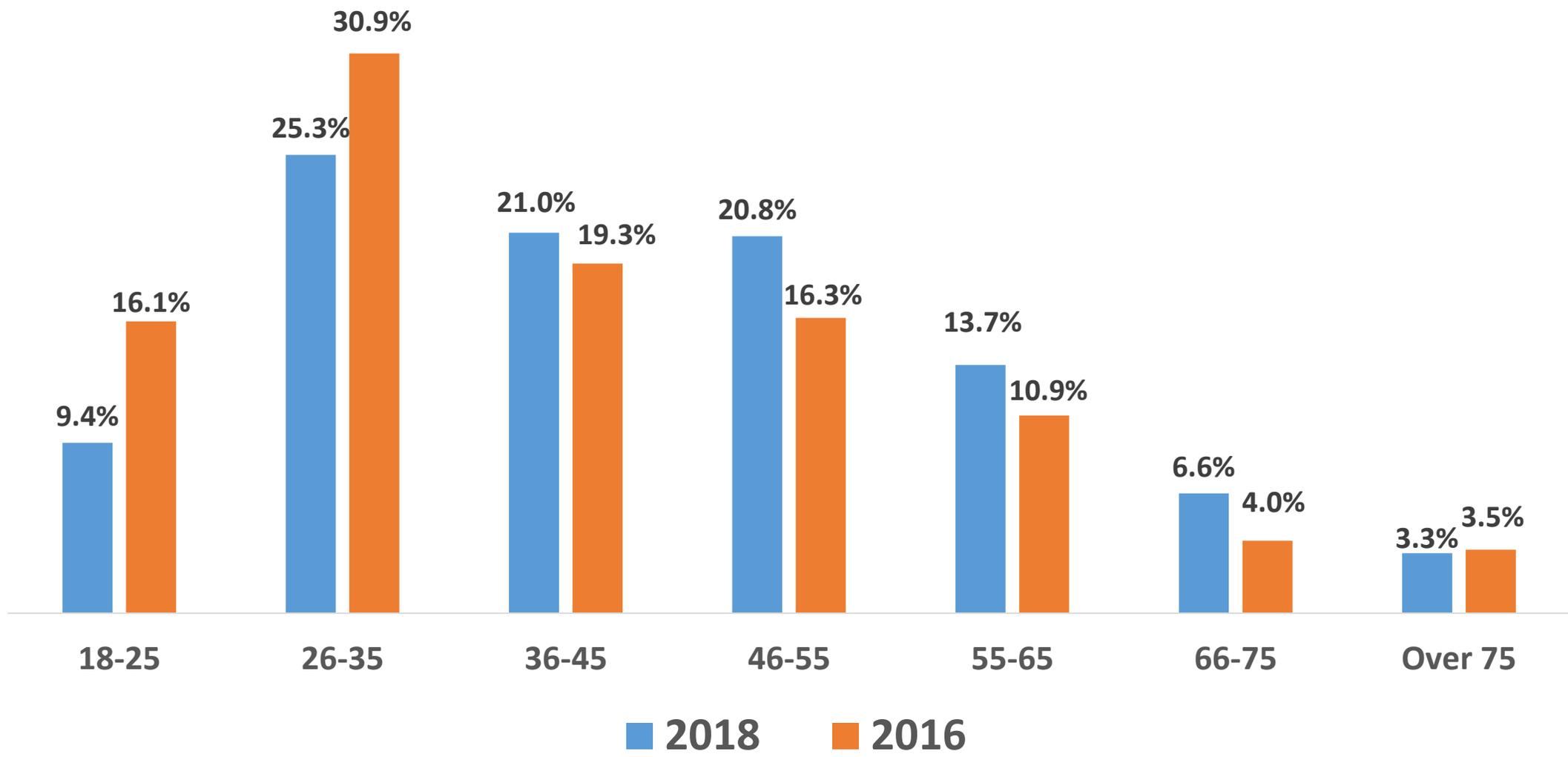


How Did We Rate Overall?

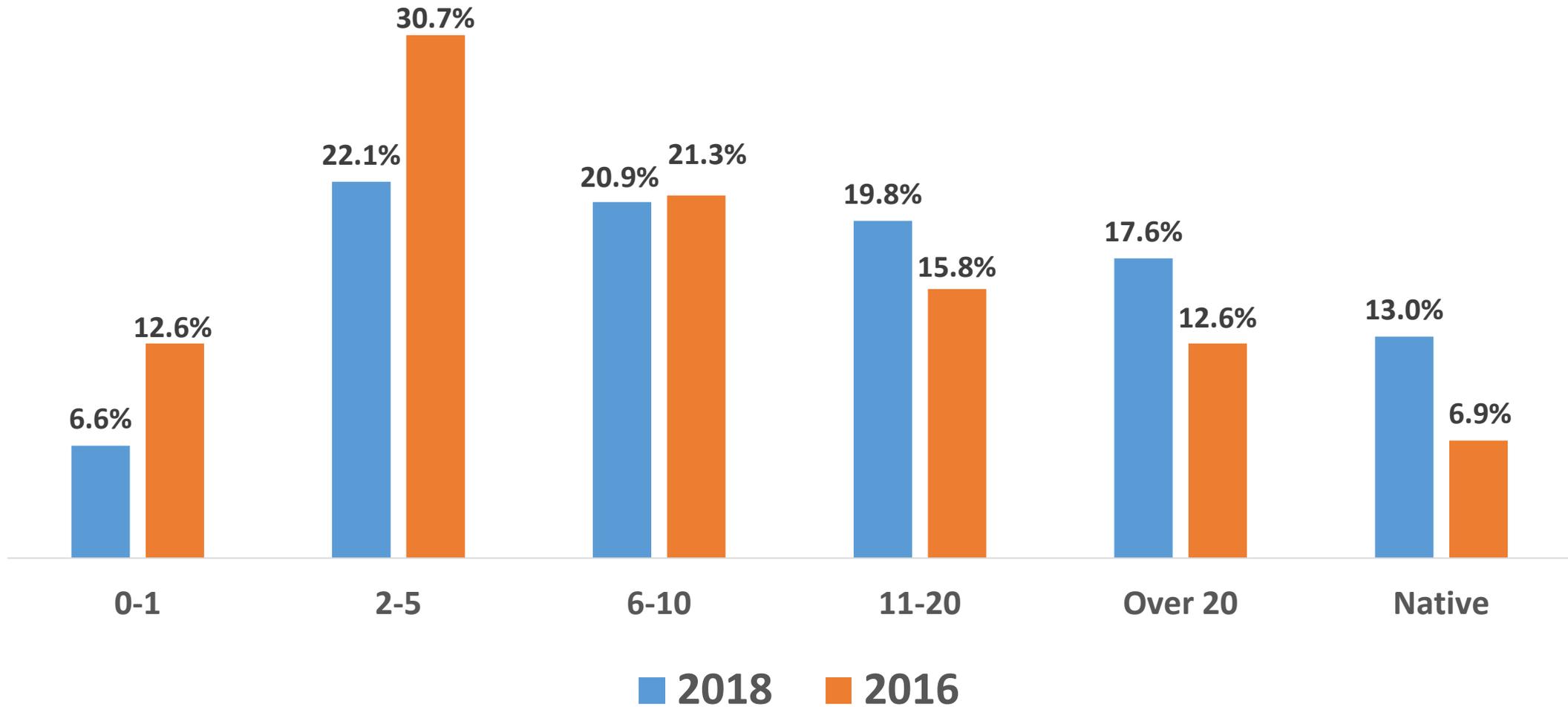


A-

Age Distribution of Respondents

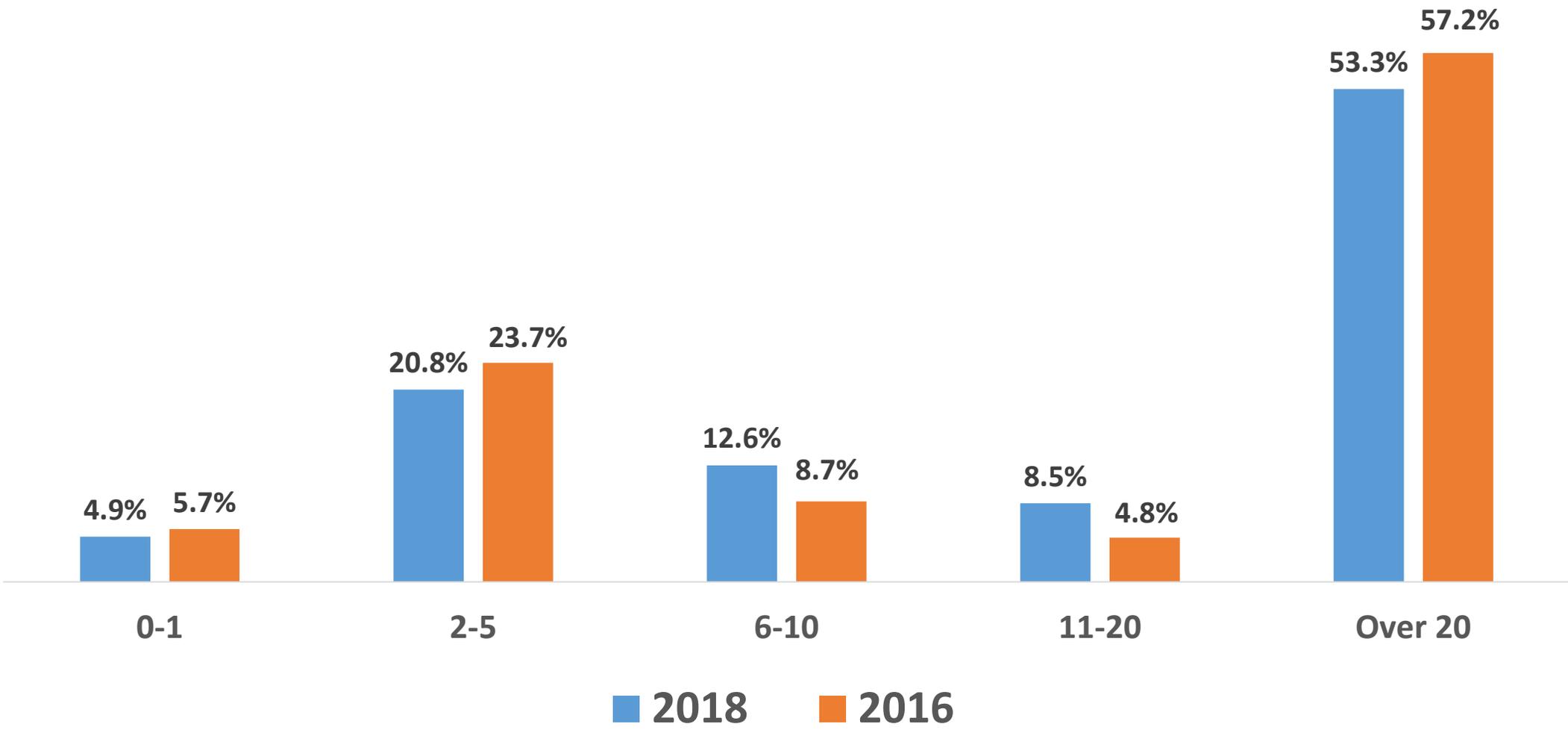


Years Lived in Carrboro



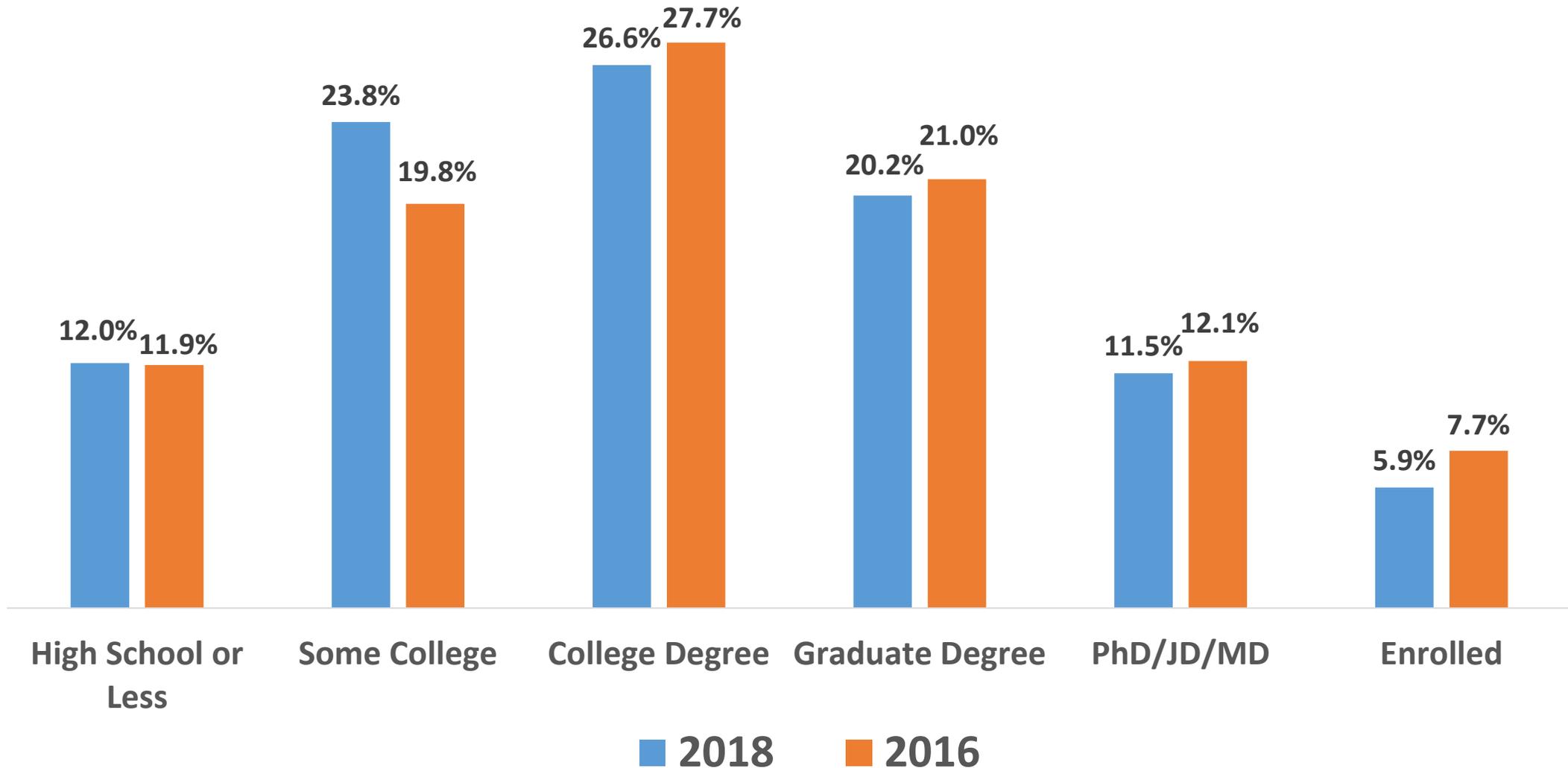


Years Planning to Continue Living in Carrboro

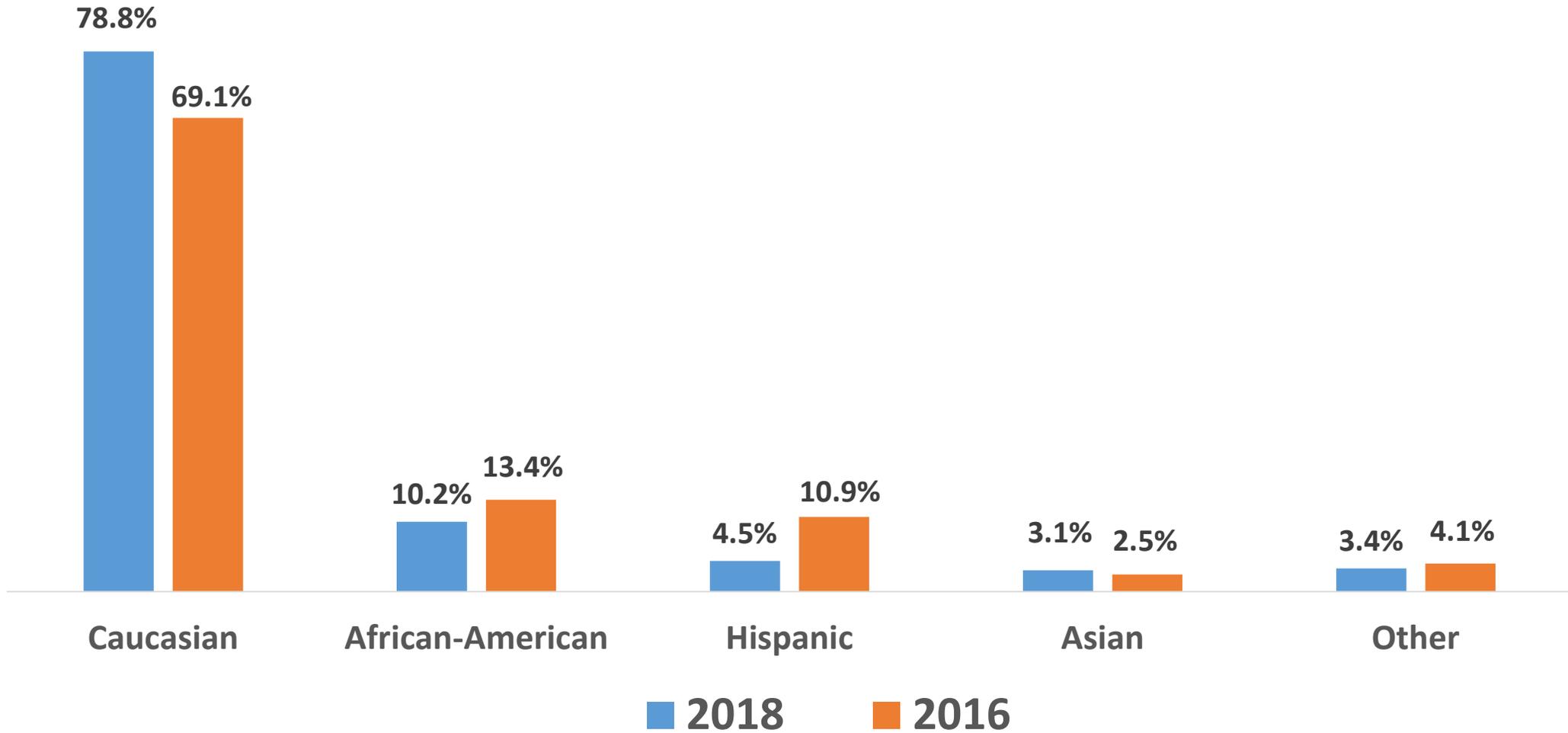




Educational Level

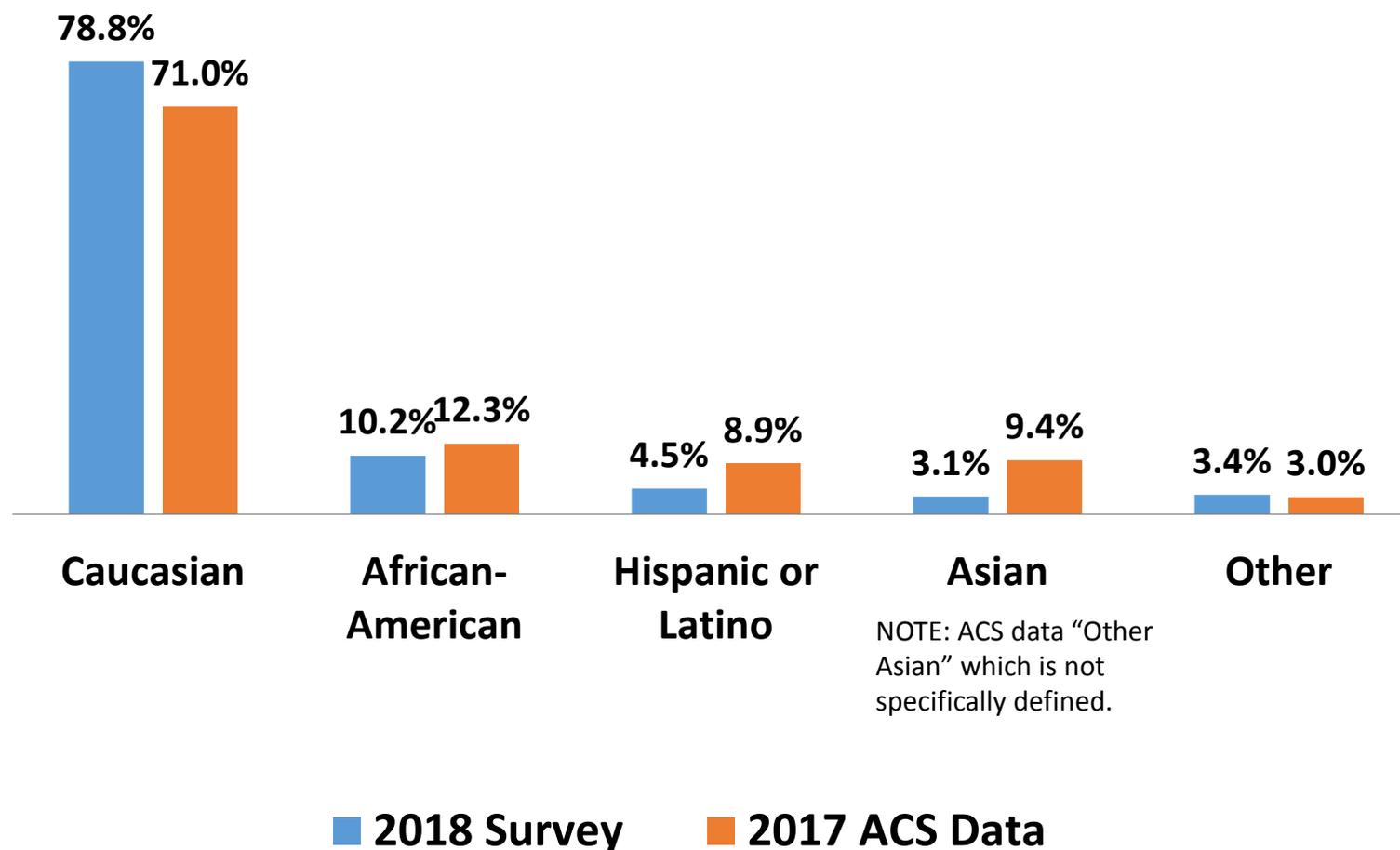


Race

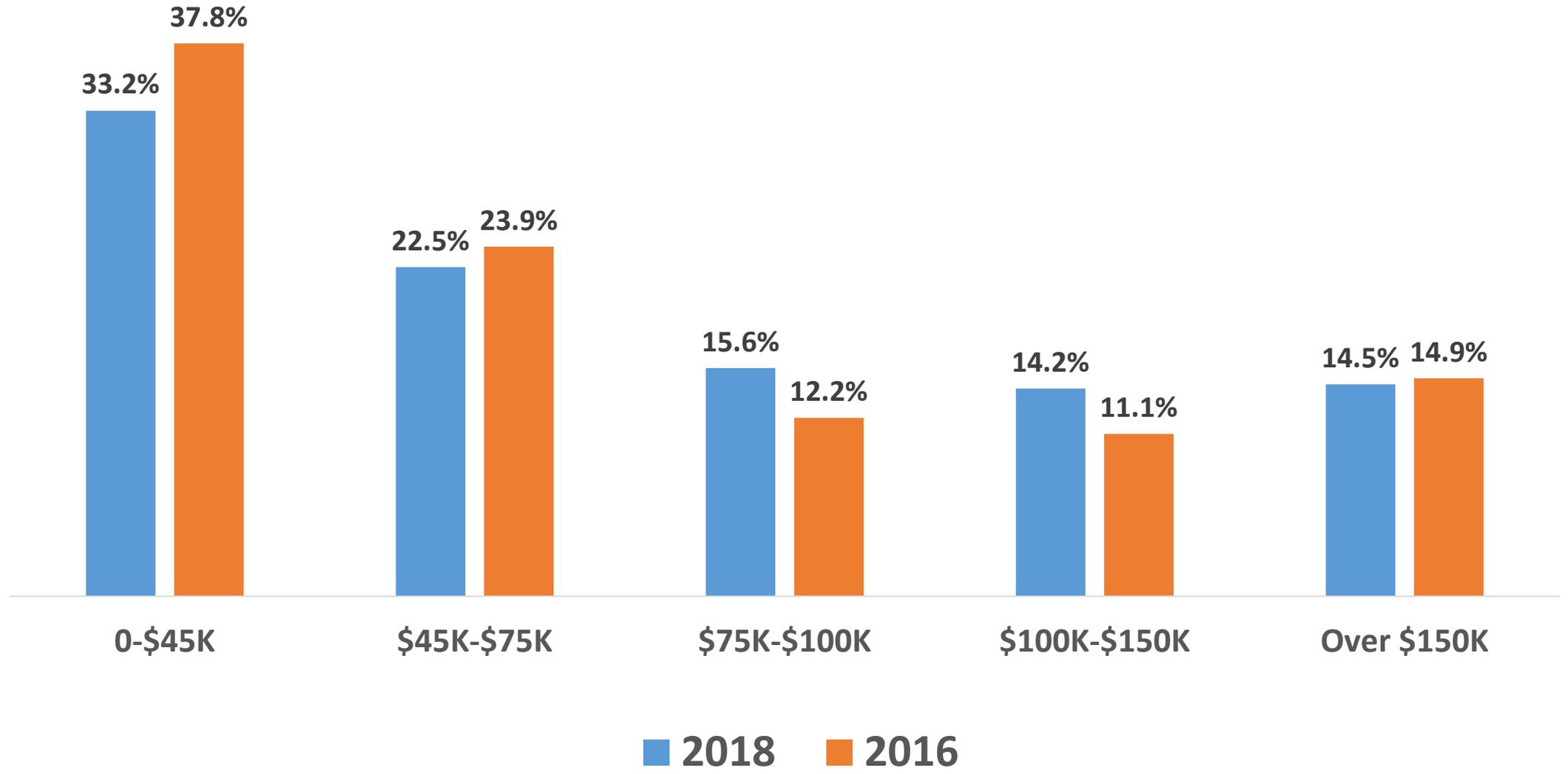




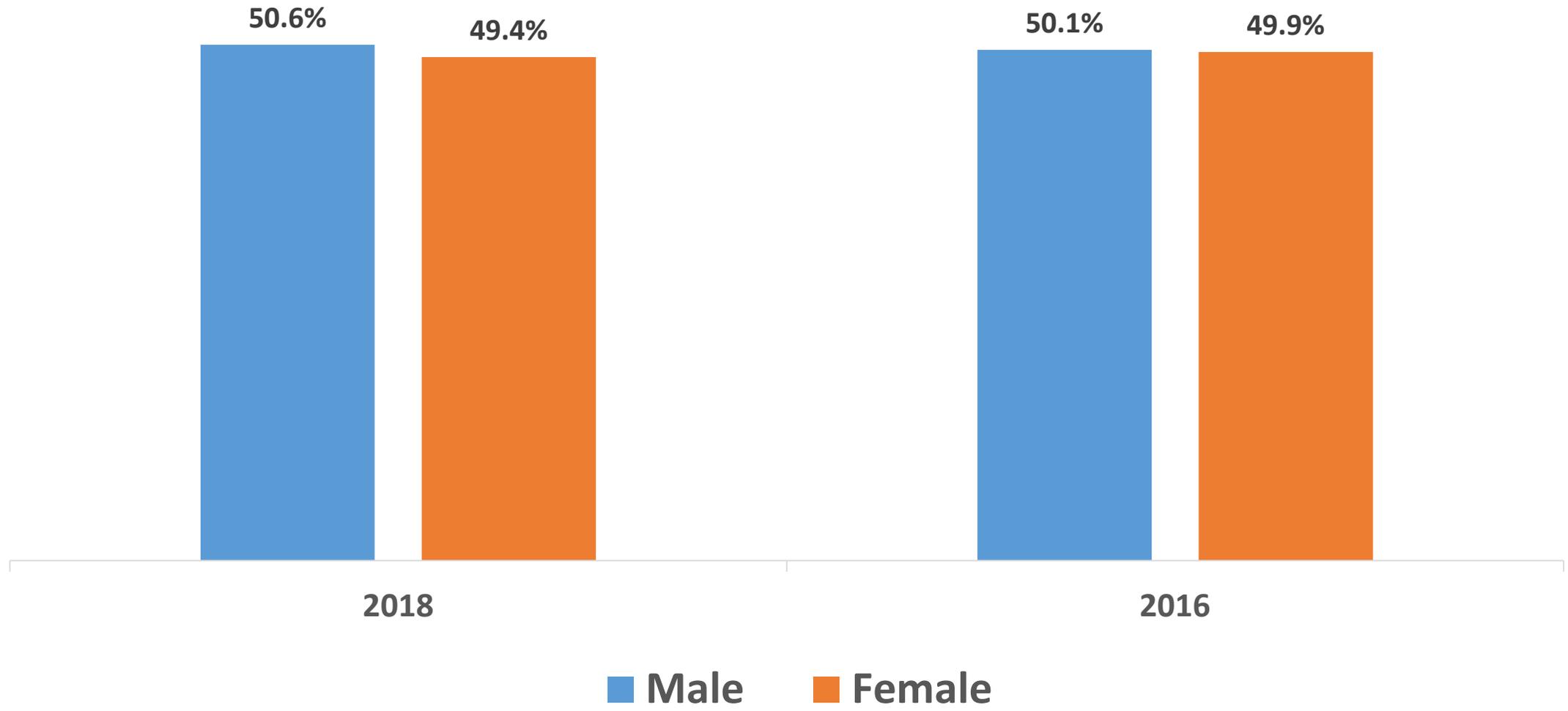
Census vs. Survey Data - Race



Income



Gender



Town Government Staff



Carrboro Town Government	Mean Score		Overall Grade	
	2018	2016	2018	2016
Courteous	8.29	8.29	A-	A-
Professionalism	8.07	8.09	A-	A-
Knowledgeable	8.00	7.93	B+	B+
Helpful	7.86	7.82	B+	B+
Promptness of Response	7.78	7.86	B	B+
Overall Quality of Customer Service	7.72	7.79	B	B+

Police Department



Police Department	Mean Score		Overall Grade	
	2018	2016	2018	2016
Courteous	8.47	8.30	A	A-
Response time	8.43	8.54	A	A
Competence	8.38	8.28	A-	A-
Fairness	8.33	8.23	A-	A-
Problem Solving	8.27	8.21	A-	A-

Fire Department



Fire Department	Mean Score		Overall Grade	
	2018	2016	2018	2016
Courteous	8.93	8.71	A+	A+
Response time	8.93	8.71	A+	A+
Competence	8.93	8.70	A+	A+
Fairness	8.90	8.69	A+	A
Problem Solving	8.88	8.61	A+	A+

Recreation and Parks



Recreation and Parks	Mean Score		Overall Grade	
	2018	2016	2018	2016
Cost or Amount of Fee	8.69	8.45	A+	A
Overall Experience	8.49	8.64	A	A
Ease of Registration	8.49	8.62	A	A
Instructor Quality	8.42	8.38	A	A-
Facility Quality	8.40	8.44	A-	A
Program Quality	8.37	8.43	A-	A

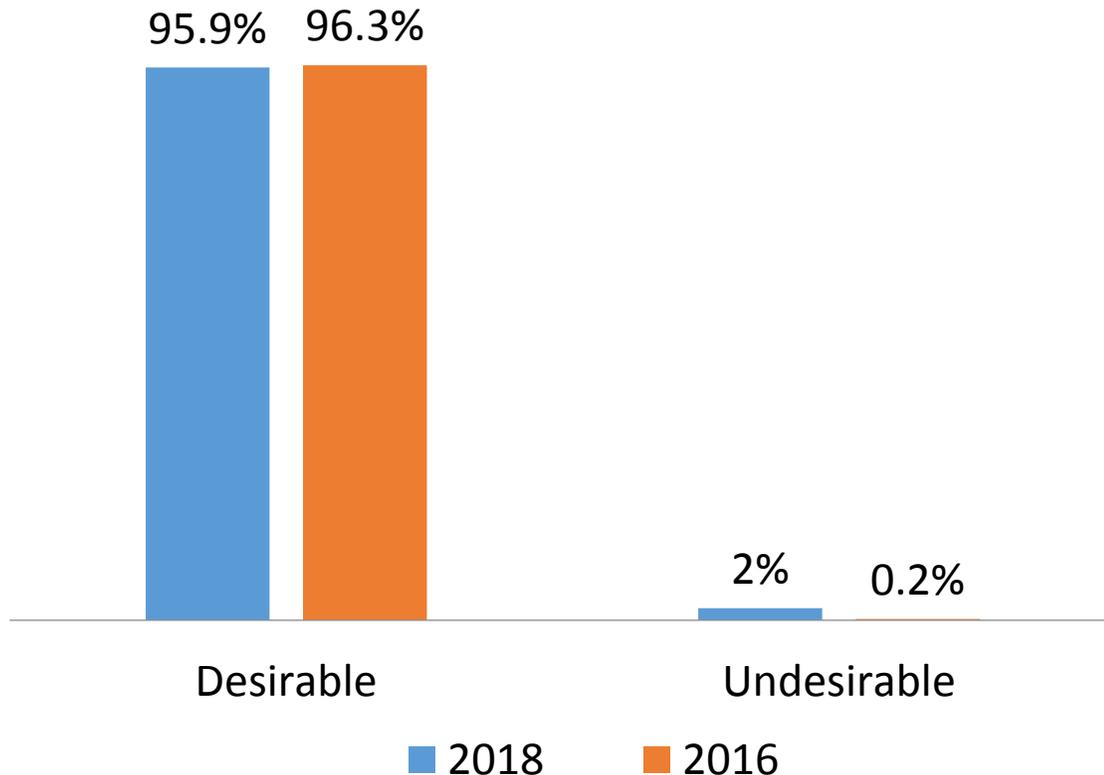
Public Works



Public Works	Overall Grade	
	2018	2016
Curbside Garbage Collection	A-	A
Curbside Bulky Item Collection	B+	A-
Curbside Yard Waste Collection	B+	B+
Curbside Loose Leaf Collection	B+	B+

Carrboro Overall as a Place to Live

Overall Desirability Rating



Same overall score as 2016: B+

Mean score down slightly to 7.87 from 7.95 in 2016

Respondents who provided low ratings noted the following issues:

- Road Maintenance
- High Traffic
- High Taxes

Cleanliness and Appearance of Public Areas

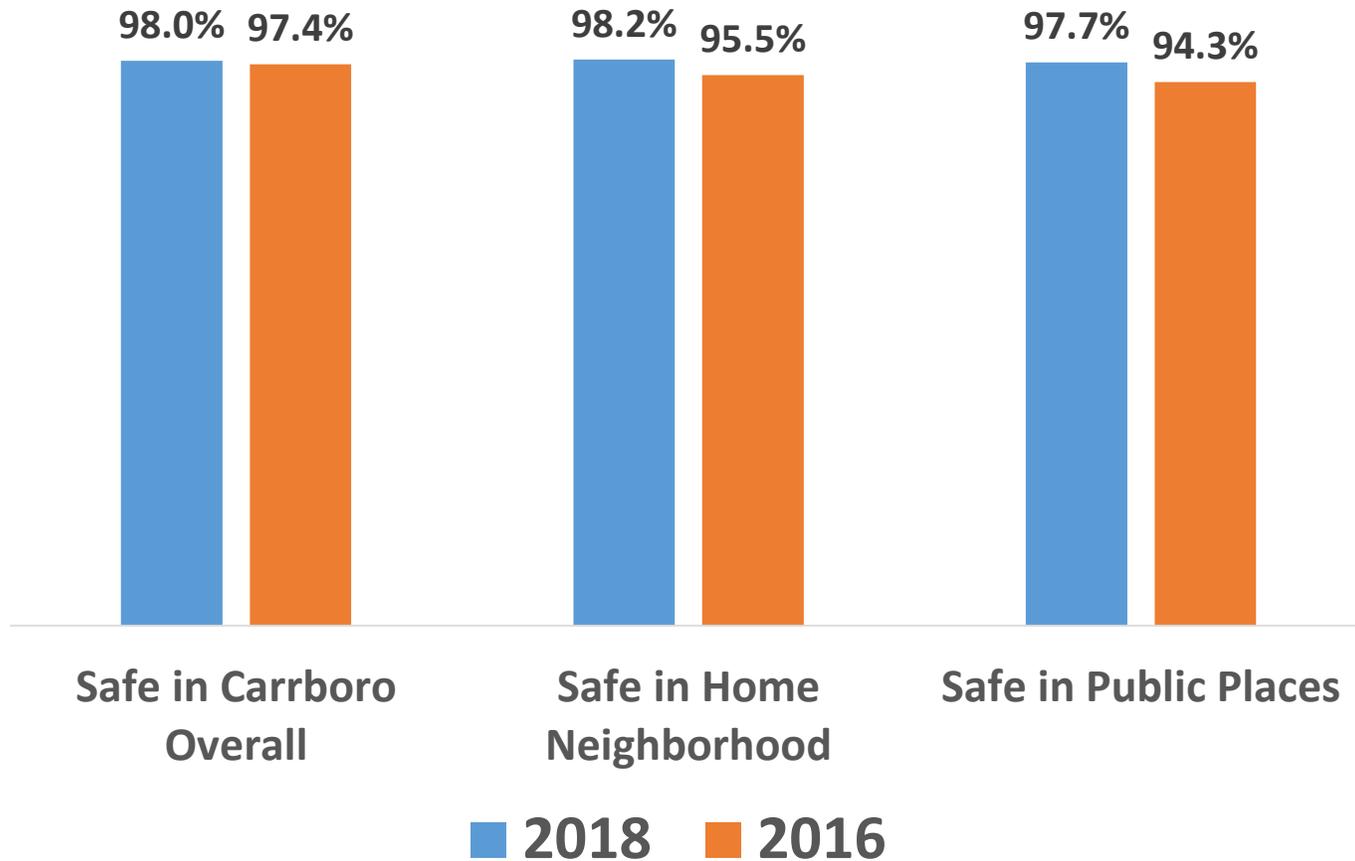


Cleanliness and Appearance of Public Areas	Mean Score		Overall Grade	
	2018	2016	2018	2016
Parks	8.10	8.06	A-	A-
Greenways	8.07	7.85	A-	B+
Streets	7.74	7.81	B	B+
Median/Roadsides	7.71	7.68	B	B
Sidewalks (*new for 2018)	7.71		B	

Specific areas/issues noted by respondents:

- North Greensboro – trash, poor appearance, need for upkeep
- South Greensboro – Need for sidewalks, litter issues
- Estes Drive Ext – Needs sidewalks
- General need for sidewalks and debris removal
- More lighting needed in parking lots

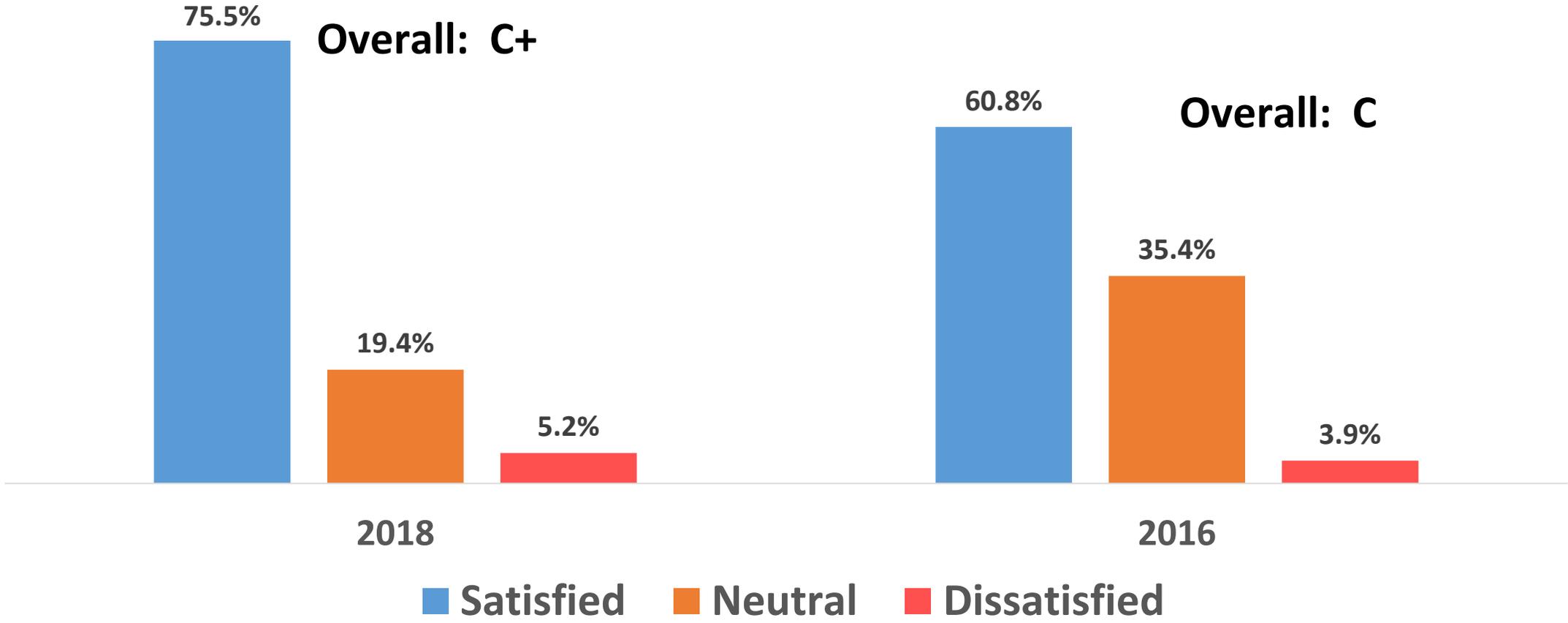
Do You Feel Safe in Carrboro?



The perception of safety is consistently very high across all crosstabulations (ie - age, gender, income level, housing type and years in Carrboro).

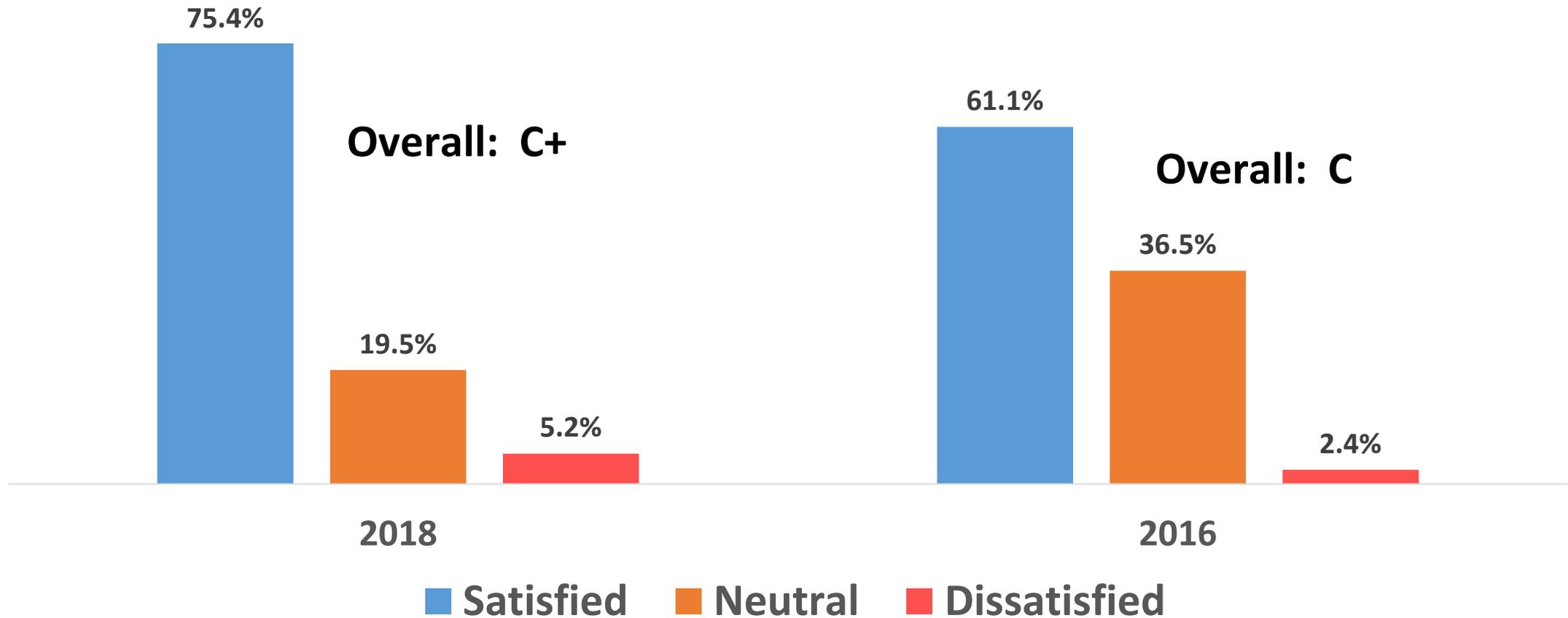
Mean scores for safety are above 8.00 in all categories for all crosstabulations in 2018. This is an improvement from 2016 when there were 6 mean scores below 8.00.

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

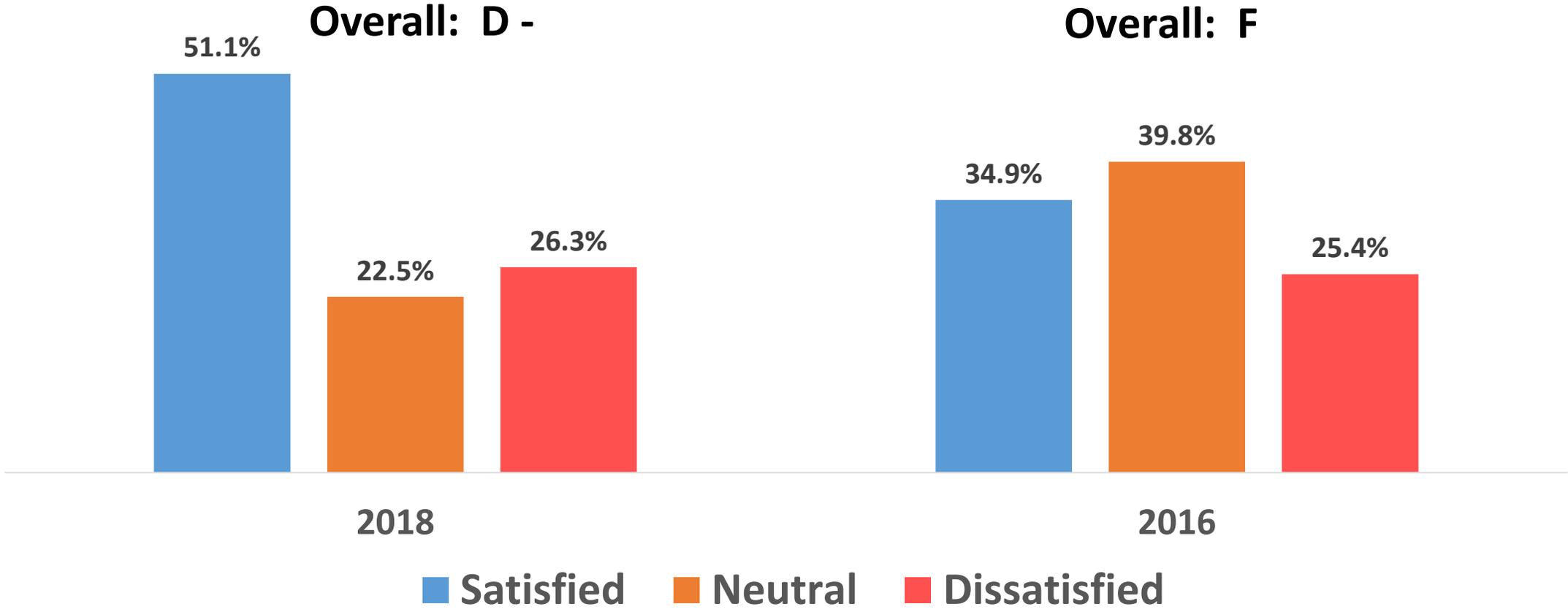




How do Citizens Feel About the Job the Town is Doing for Citizens with Disabilities?

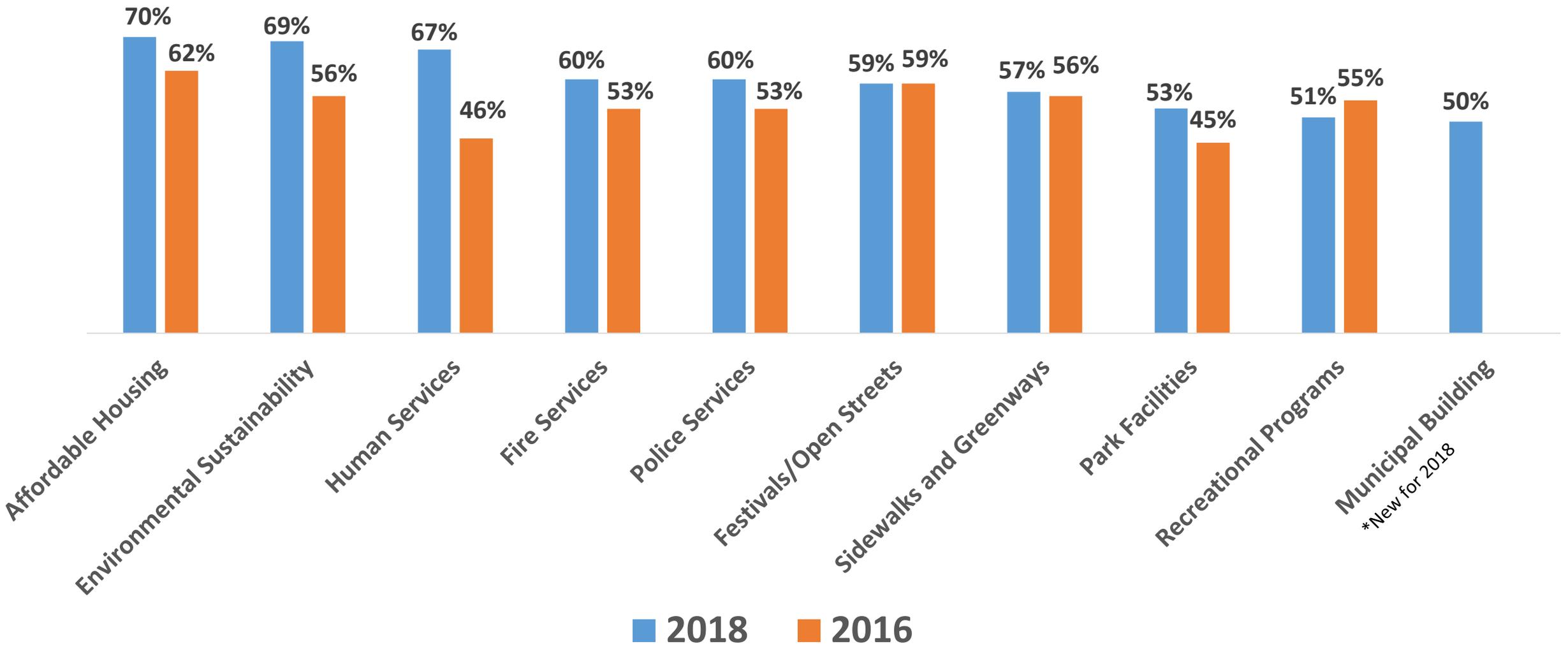


How do Citizens Feel About the Job the Town is Doing for Affordable Housing?





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

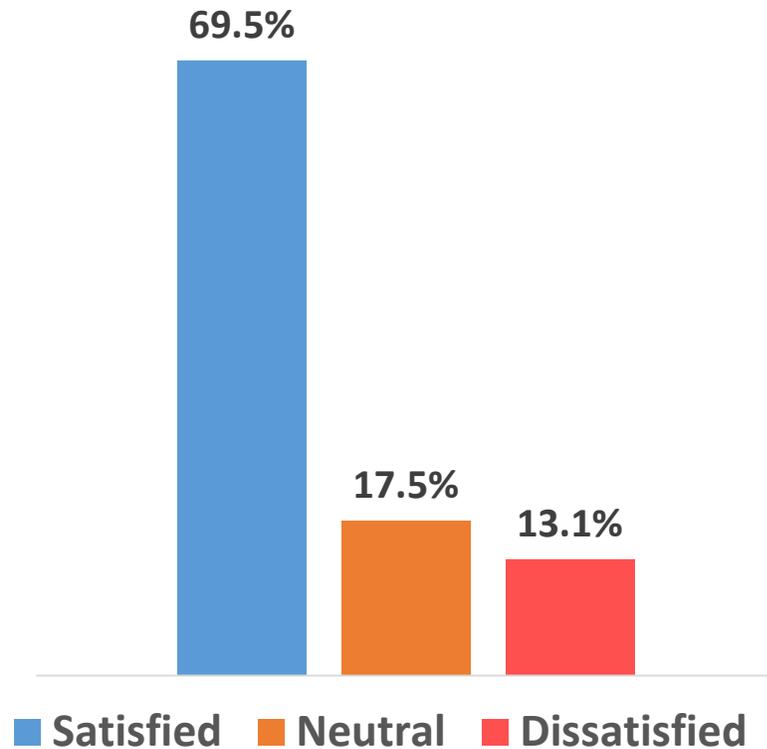


*New for 2018

New Questions for 2018

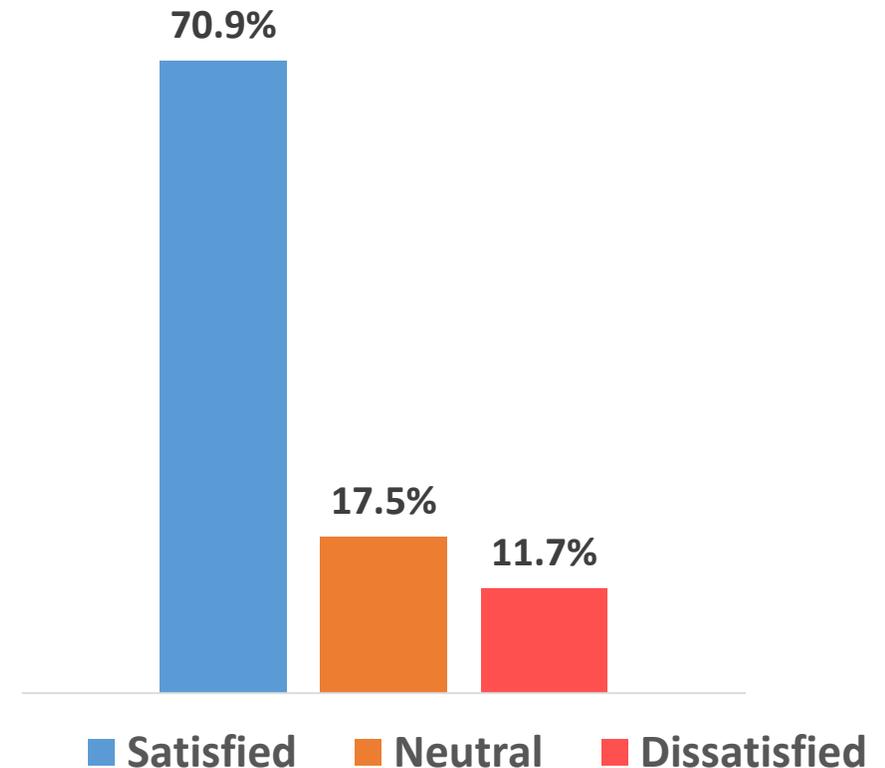


Satisfaction with Efforts in Developing Land Within the Town



Overall: C-

Satisfaction With Spacing and Density In Town



Overall: C-



Most Important Issue Facing Carrboro

2018

Most Important Issue	# of Comments
None/no issues	82
Controlling growth/overcrowding	52
Affordable housing	46
Controlling development/overdevelopment	24
Traffic	27
Rising cost of living	20
High taxes	19
Parking	17
Retaining small-town feel	9
School quality	8

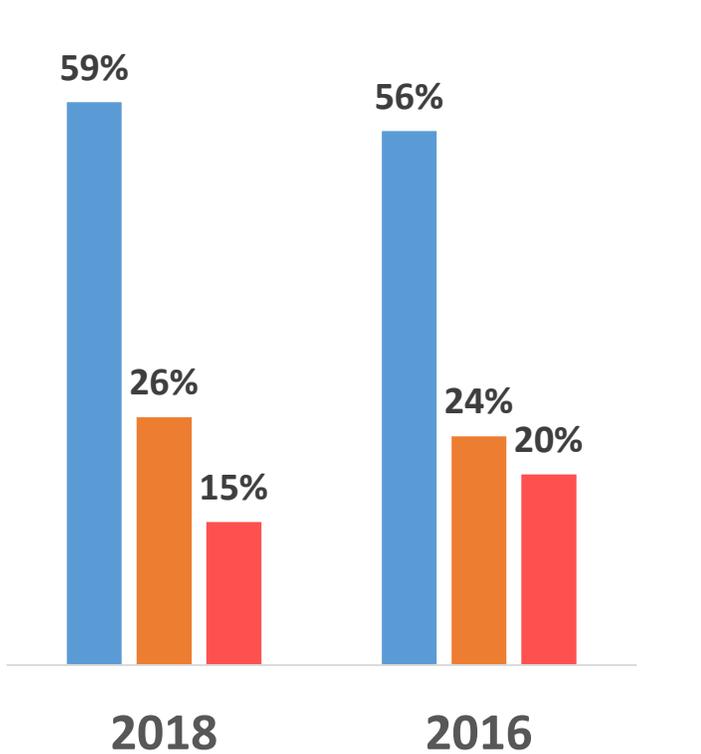
2016

Most Important Issue	# of Comments
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

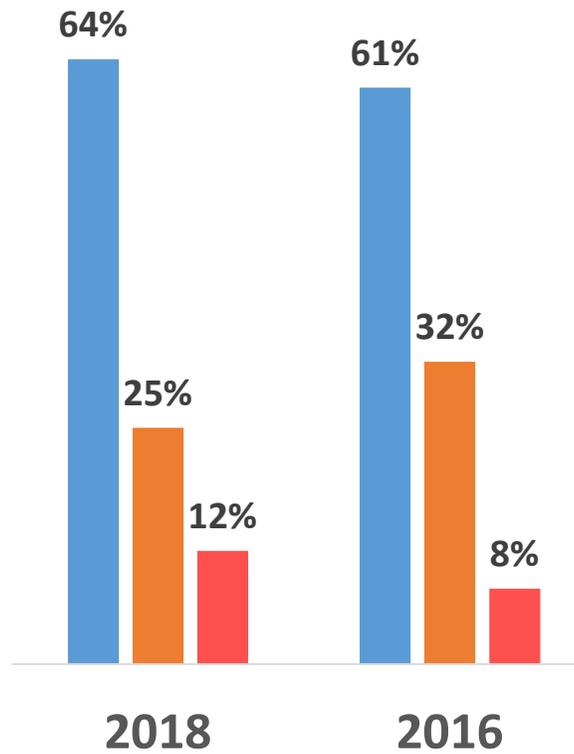


Carrboro's Efforts at Keeping Residents Informed and Involved

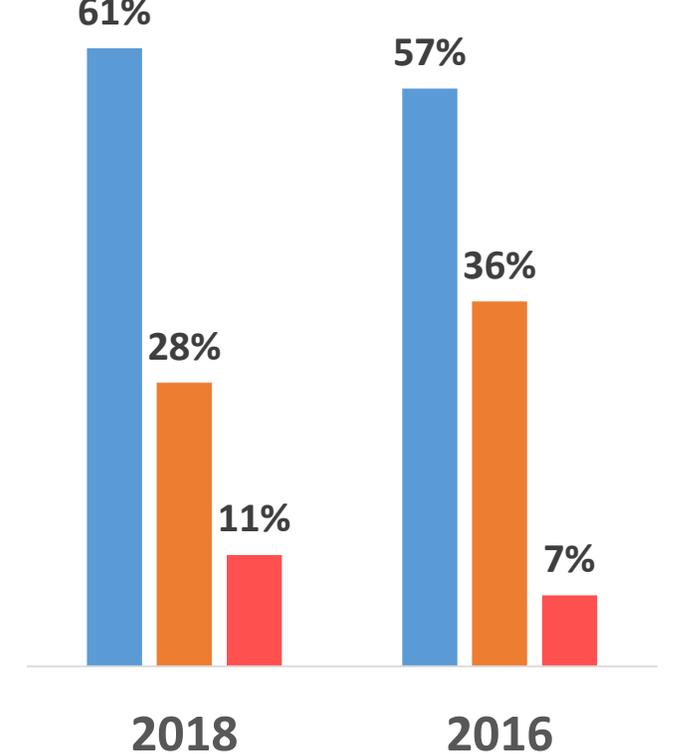
Informed About Government Services



Town Making Information Available



Opportunities to Participate in Decision Making



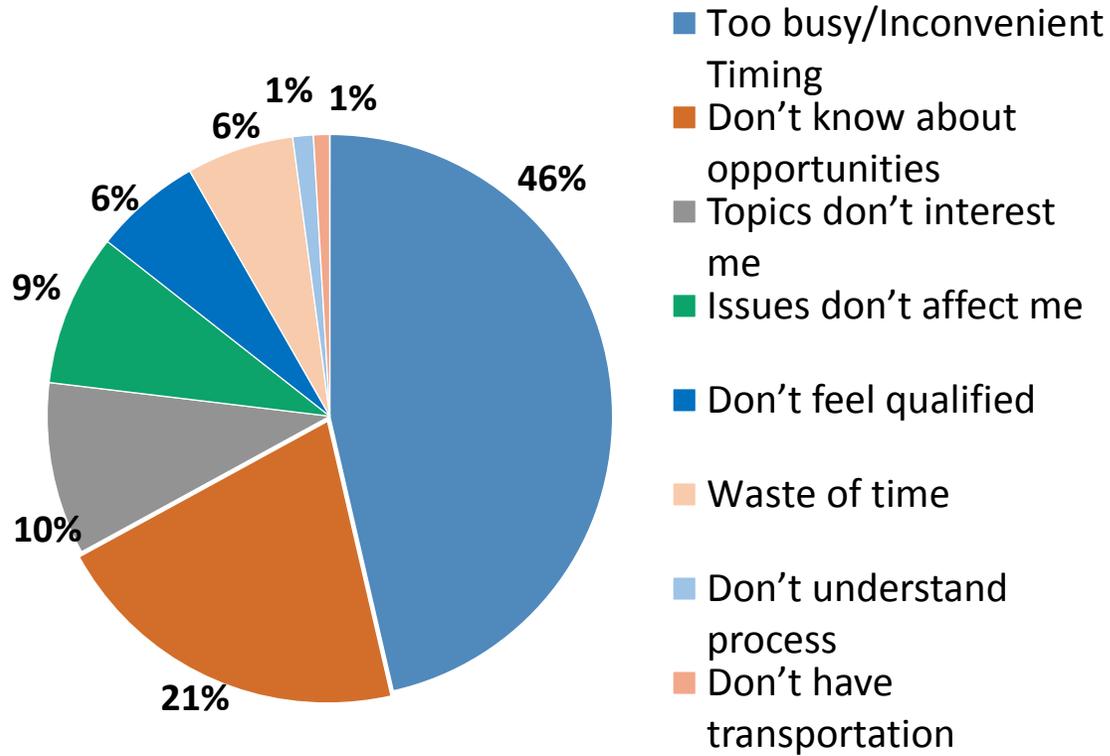
■ Informed ■ Average ■ Uninformed

■ Informed ■ Neutral ■ Dissatisfied

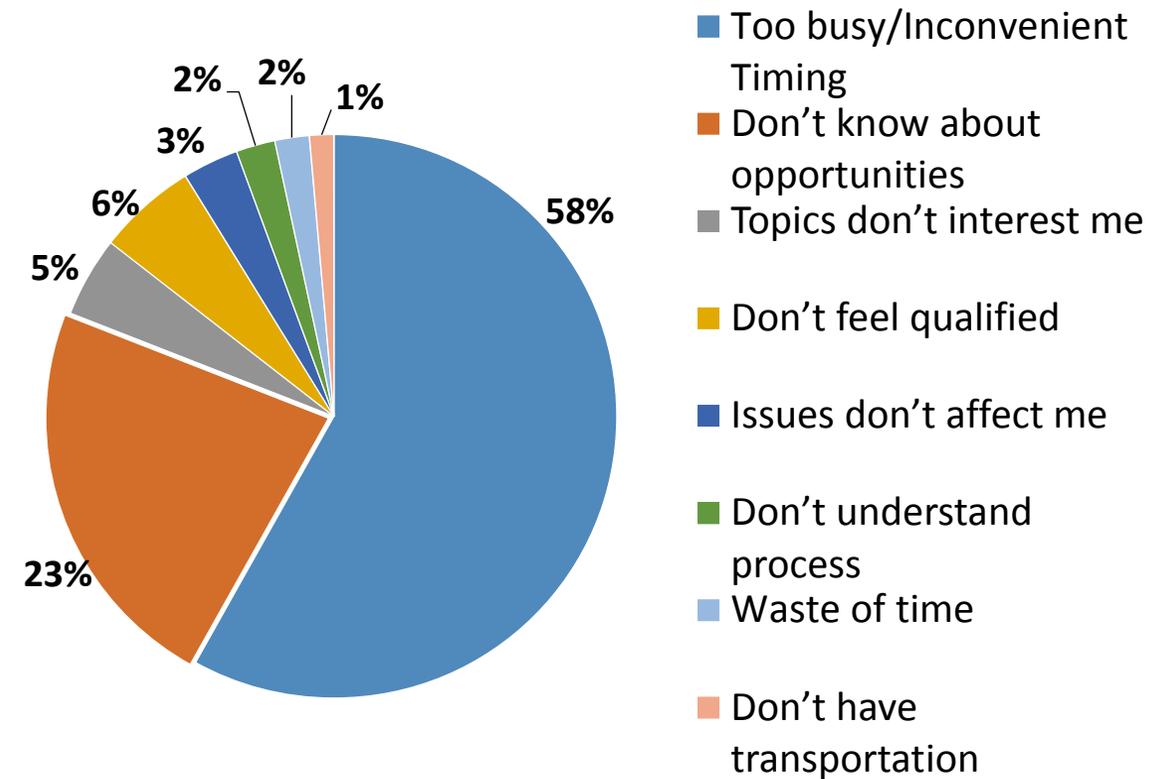
■ Satisfied ■ Neutral ■ Dissatisfied

Barriers to Citizen Involvement

2018



2016



How is Town Information and News Accessed?



Top Sources 2018

Source	Mean	% over 5
1. Word of mouth	6.65	71%
2. Street signage	5.35	49%
3. Carrboro's website	4.79	47%
4. Television	3.60	29%
5. Facebook	3.46	26%
6. Radio	3.44	22%
7. Town's email list	2.94	23%
8. Rec and Parks Brochure	2.67	16%
9. Twitter	2.34	16%
10. Instagram	2.27	16%

Top Sources 2016

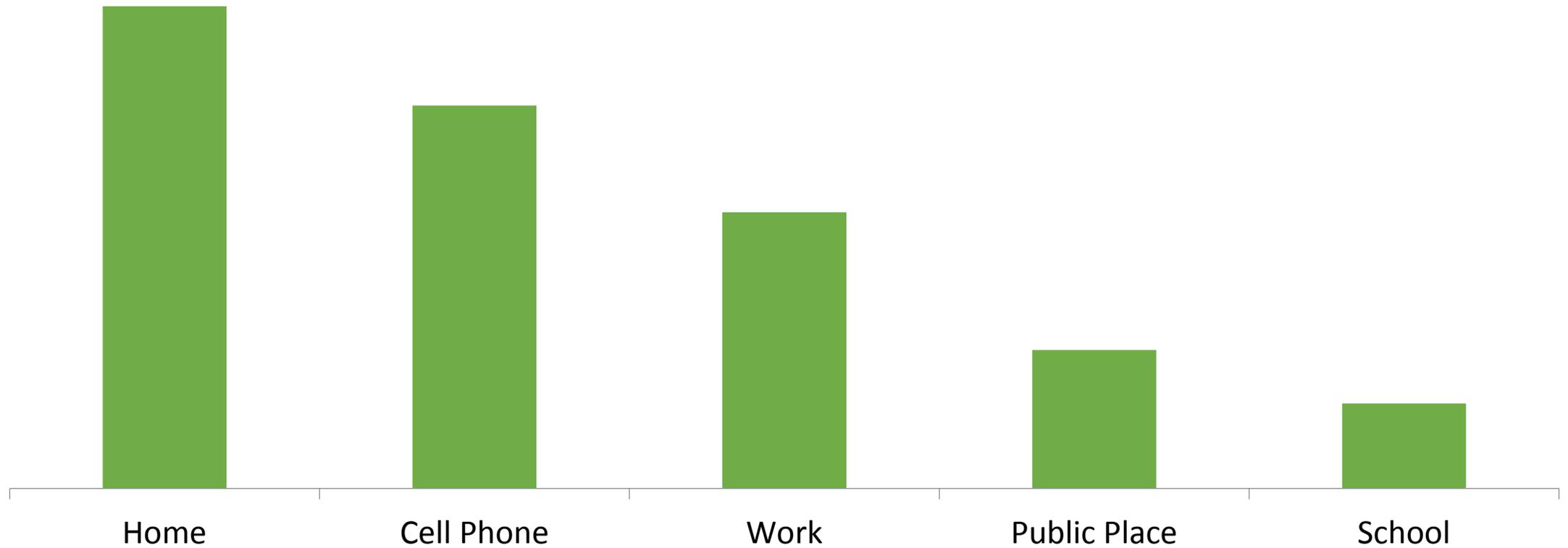
Source	Mean	% over 5
1. Word of mouth	6.44	64%
2. Street signage	4.69	40%
3. Carrboro's website	3.99	35%
4. Facebook	3.31	27%
5. Television	3.27	21%
6. Radio	2.95	16%
7. Raleigh News & Observer	2.61	18%
8. Rec and Parks Brochure	2.51	14%
9. Independent Weekly	2.46	16%
10. The Daily Tar Heel	2.19	10%



Are Citizens Watching Board Meetings?

2018					
Source	Rank in List (out of 21)	Mean	Never	Frequently	% over 5
Board of Aldermen TV	19	1.43	81.4%	0.3%	2.1%
Board of Aldermen Streaming	21	1.29	89.8%	0.8%	1.6%

Do you have access to the Internet?



Where Can We Improve?

- Citizen Response Rate
- Public Streets
- Curbside waste collections
- Involvement Opportunities
- Affordable housing
- Efforts developing land
- Efforts regarding spacing and density
- The job we do for our aging and disabled populations

Next Steps

- Budgeting tool
- Use as a biennial tool
- Gauge citizen satisfaction over time, identify trends
- Use information to improve decision-making

A -



Questions/Suggestions?