

## Town of Carrboro 2016 Citizen Survey Instrument

Hello, my name is \_\_\_\_\_ and I am calling for the town of Carrboro. This is the first comprehensive citizen survey that Carrboro has conducted. It is being offered in hopes that we can improve the services that the town offers you. Your opinion is very important to Carrboro.

Are you a resident of the town of Carrboro?

- Yes (Continue)                       No (Stop and thank the respondent)

Are you over the age of 18?

- Yes (Continue)                       No (Ask politely to speak with someone over 18)

1. How would you rate Carrboro overall as a place to live? Use a 9-point scale where 1 is very undesirable and 9 is very desirable, 5 is average.

1	2	3	4	5	6	7	8	9
Very Undesirable				Average				Very Desirable

(For responses below 5) Please tell us specifically what about Carrboro you're finding undesirable?

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2. In the past two years, do you feel that the quality of life in the town of Carrboro is? (Read choices)

1	2	3	4	5
Much Worse	Somewhat Worse	The Same	Somewhat Better	Much Better

(For responses below 3) Please tell us which aspects of the quality of life in Carrboro seems worse?

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3. What do you feel is the one most important issue facing the town of Carrboro?

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4. On a scale of 1 to 9 with 1 being very dissatisfied to 9 being very satisfied, rate your level of satisfaction with the following Town of Carrboro solid waste services. If you have not used any of the services respond with not applicable.

	1	2	3	4	5	6	7	8	9	NA
	Very Dissatisfied		Neutral			Very Dissatisfied				
4a. Curbside garbage collection .....	1	2	3	4	5	6	7	8	9	NA
4b. Curbside bulk item collection .....	1	2	3	4	5	6	7	8	9	NA
4c. Curbside yard waste collection .....	1	2	3	4	5	6	7	8	9	NA
4d. Curbside loose leaf collection .....	1	2	3	4	5	6	7	8	9	NA

5. Did you know that curbside recycling is a service that is provided by Orange County Solid Waste Management and not the town of Carrboro?

- Yes     No

6. Please rate the cleanliness and appearance of the following public areas, again with the same 9-point scale.

	Very Poor				Average				Excellent
	1	2	3	4	5	6	7	8	9
5a. Streets.....	1	2	3	4	5	6	7	8	9
5b. Median and roadsides.....	1	2	3	4	5	6	7	8	9
5c. Parks.....	1	2	3	4	5	6	7	8	9
5d. Greenways.....	1	2	3	4	5	6	7	8	9
5e. Sidewalks.....	1	2	3	4	5	6	7	8	9

(For responses below 5) Can you provide specific examples of public areas that need more attention (ask to spell the name of the area and then ask the problem)?

Area \_\_\_\_\_ Problem \_\_\_\_\_  
 Area \_\_\_\_\_ Problem \_\_\_\_\_

7. How well does the Town of Carrboro maintain streets and roads with regard to paving, potholes, accessibility, etc.? (Read scale)

1	2	3	4	5	6	7	8	9
Very Poor				Average				Excellent

(For responses below 5) Can you provide specific examples of roads that need more attention (ask to spell street name and then ask the problem)?

Street \_\_\_\_\_ Problem \_\_\_\_\_  
 Street \_\_\_\_\_ Problem \_\_\_\_\_

8. Thinking about the Town's environmental efforts such as hybrid vehicles, open space preservation, water conservation, sustainability, erosion control, stormwater, and litter reduction, how satisfied are you with the job the Town is doing with environmental protection? Use a 9-point satisfaction scale where 1 is very dissatisfied and 9 is very satisfied.

1	2	3	4	5	6	7	8	9
Very Dissatisfied				Neutral				Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

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9. How effectively do you feel the Carrboro Town Council is working together to keep Carrboro the best place to live, work, and raise a family? Use a 9-point scale where 1 is very ineffective and 9 is very effective.

1	2	3	4	5	6	7	8	9
Very Ineffective				Neutral				Very Effective

(For responses below 5) Could you please tell us specific actions the Council could take to be more effective?

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10. Thinking now about the Town's efforts with transportation like widening roads, creating additional pedestrian crossings, offering CH-Transit and GoTriangle bus service, synchronizing signal lights, adding bike lanes, greenways and sidewalks. How satisfied would you say you are overall with the job the Town is doing with transportation? Use the same 9-point satisfaction scale.

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

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11. Next we'd like your opinion on how the Town is doing with planning and development issues like developing land use plans for specific areas of Town, ensuring that new development is high quality and compatible with existing development, making sure that the infrastructure is in place to support growth. managing parking within the town. Using the same 9-point satisfaction scale, how satisfied would you say you are overall with the job the Town is doing with planning and development?

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

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12. Next we'd like your opinion on how the Town is doing with managing parking within the town. Using the same 9-point satisfaction scale, how satisfied would you say you are overall with the job the Town is doing with planning and development?

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

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13. We'd like your opinion on how the Town is doing with parks, recreation, and cultural resource issues such as the quality and quantity of existing parks, greenways, and community centers, how close these facilities are located to your home, planning for and building new parks, community centers, greenways, and trails. How satisfied are you with the overall job the Town is doing with parks, recreation, and cultural resources issues using the same 9-point scale?

1                      2                      3                      4                      5                      6                      7                      8                      9  
Very                      Neutral                      Very  
Dissatisfied                      Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied?

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14. Have you had any direct contact with any Town Government staff in the past two years?

Yes (Continue)                       No (Skip to #15)

15. Please tell us your opinion regarding that contact with Town staff using a 9-point scale where 1 is very poor and 9 is excellent, 5 is average.

	Very Poor				Average				Excellent
	1	2	3	4	5	6	7	8	9
a. Overall quality of customer service.....	1	2	3	4	5	6	7	8	9
b. Promptness of response.....	1	2	3	4	5	6	7	8	9
c. Professionalism.....	1	2	3	4	5	6	7	8	9
d. Knowledgeable.....	1	2	3	4	5	6	7	8	9
e. Courteous.....	1	2	3	4	5	6	7	8	9
f. Helpful.....	1	2	3	4	5	6	7	8	9

(For responses below 5) Please tell us specifically what you recall about this interaction.

16. Have you had any contact with the Carrboro Police Department in the past two years?

- Yes (Continue)       No (Skip to #18)

17. Was the person you contacted at the Police Department?

- Police Officer     
 Clerk     
 Dispatcher     
 Orange County Animal Control     
 Detective     
 Chief     
 Not Sure

18. Using the same 9-point scale from very poor to excellent, please tell us your opinion regarding that contact with Carrboro Police.

	Very Poor				Average				Excellent
	1	2	3	4	5	6	7	8	9
17a. Courteous.....	1	2	3	4	5	6	7	8	9
17b. Fairness.....	1	2	3	4	5	6	7	8	9
17c. Competence.....	1	2	3	4	5	6	7	8	9
17d. Problem solving.....	1	2	3	4	5	6	7	8	9
17e. Response time.....	1	2	3	4	5	6	7	8	9 NA

19. Have you had contact with the Carrboro Fire Department in the past two years?

- Yes (Continue)       No (Skip to #20)

20. Using the same 9-point scale from very poor to excellent, please tell us your opinion regarding that contact with Carrboro Fire Department.

	Very Poor				Average				Excellent
	1	2	3	4	5	6	7	8	9
19a. Courteous.....	1	2	3	4	5	6	7	8	9
19b. Fairness.....	1	2	3	4	5	6	7	8	9
19c. Competence.....	1	2	3	4	5	6	7	8	9
19d. Problem solving.....	1	2	3	4	5	6	7	8	9
19e. Response time.....	1	2	3	4	5	6	7	8	9 NA

21. Have you or anyone in your household participated in a Town of Carrboro Recreation and Parks Department Program in the past two years?

- Yes (Continue)       No (Skip to #23)

22. Please tell me which program you or a member of your household most frequently participated in and where?

Program \_\_\_\_\_ Location \_\_\_\_\_  
Program \_\_\_\_\_ Location \_\_\_\_\_

23. Using the 9-point scale from very poor to excellent, please give an overall rating to various aspects of the program.

	Very Poor			Average			Excellent			
22a. Program quality	1	2	3	4	5	6	7	8	9	
22b. Facility quality	1	2	3	4	5	6	7	8	9	
22c. Cost or amount of fee	1	2	3	4	5	6	7	8	9	NA
22d. Overall experience	1	2	3	4	5	6	7	8	9	
22e. Ease of registration	1	2	3	4	5	6	7	8	9	
22f. Instructor or coach quality	1	2	3	4	5	6	7	8	9	NA

24. For each of the following, please indicate how likely you would be willing to pay for new programs or increased services: (Read choices)

a. Street Maintenance	1	2	3	4	5	6	7	8	9
b. Sidewalks and Greenways	1	2	3	4	5	6	7	8	9
c. Parks Facilities	1	2	3	4	5	6	7	8	9
d. Recreation Programs	1	2	3	4	5	6	7	8	9
e. Police	1	2	3	4	5	6	7	8	9
f. Fire	1	2	3	4	5	6	7	8	9
g. Visual Arts	1	2	3	4	5	6	7	8	9
h. Performing Arts	1	2	3	4	5	6	7	8	9
i. Museums	1	2	3	4	5	6	7	8	9
j. Festivals and Open Streets	1	2	3	4	5	6	7	8	9
k. Environmental Sustainability	1	2	3	4	5	6	7	8	9
l. Parking	1	2	3	4	5	6	7	8	9
m. Affordable Housing	1	2	3	4	5	6	7	8	9
n. Human Services	1	2	3	4	5	6	7	8	9
o. Transportation	1	2	3	4	5	6	7	8	9

25. Have you visited downtown Carrboro in the last year?

- Yes – what drew you to downtown? \_\_\_\_\_
- No – why not? \_\_\_\_\_

26. The Town is working hard to maintain a vibrant downtown. For each of the following amenities or activities, please tell us how effective it would be in bringing you downtown more often. Use a 9-point scale from 1 which is not likely at all to 9 which is extremely likely, 5 is neutral.

	Not Likely at All			Neutral			Extremely Likely		
a. Festivals	1	2	3	4	5	6	7	8	9
b. Additional art exhibition space	1	2	3	4	5	6	7	8	9
c. Concerts	1	2	3	4	5	6	7	8	9
d. Working studio space for artists	1	2	3	4	5	6	7	8	9
e. Outdoor performances	1	2	3	4	5	6	7	8	9
f. Grocery store	1	2	3	4	5	6	7	8	9
g. Farmer's Market	1	2	3	4	5	6	7	8	9
h. Summer Streets/Closed Street	1	2	3	4	5	6	7	8	9
i. Cafes and restaurants	1	2	3	4	5	6	7	8	9
j. Historical walking tour	1	2	3	4	5	6	7	8	9
k. Shopping opportunities	1	2	3	4	5	6	7	8	9
l. Public art	1	2	3	4	5	6	7	8	9
m. Museums	1	2	3	4	5	6	7	8	9
n. Pet shop	1	2	3	4	5	6	7	8	9
o. Coffee shop	1	2	3	4	5	6	7	8	9
p. Bars/Pubs	1	2	3	4	5	6	7	8	9

- q. Ice cream/yogurt shop..... 1 2 3 4 5 6 7 8 9  
 r. Art Walks ..... 1 2 3 4 5 6 7 8 9  
 s. Other? \_\_\_\_\_

27. Overall, how well informed do you feel about Town government services, projects, issues, and programs affecting you? Use a 9-point scale where 1 is not at all informed and 9 is very well informed, 5 is average.

1 2 3 4 5 6 7 8 9  
 Not at All Average Very Well  
 Informed Informed

What specific projects, services, or issues came to mind when you decided on that rating?

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28. How satisfied are you with the Town of Carrboro's making information available to citizens about important Town services, projects, issues, and programs? Use a 9-point scale where 1 is very dissatisfied and 9 is very satisfied, 5 is neutral.

1 2 3 4 5 6 7 8 9  
 Very Neutral Very  
 Dissatisfied Satisfied

What specific projects, services, or issues came to mind when you decided on that rating?

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29. Using the same scale, how satisfied are you with the opportunities the Town gives you to participate in the decision-making process.

1 2 3 4 5 6 7 8 9  
 Very Neutral Very  
 Dissatisfied Satisfied

What specific projects, services, or issues came to mind when you decided on that rating?

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30. The Town would like more involvement from its citizens such as volunteering for an advisory board, attending community meetings, or commenting on proposed projects. For the following items, please tell us if it is a barrier or hinders your involvement in Town government. Use a 9- point scale where 1 is not a barrier at all and 9 is a very significant barrier, 5 is neutral.

- |   | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
|---|----------------------|---|---|---------|---|---|--------------------------|---|---|
|   | Not a Barrier At All |   |   | Neutral |   |   | Very Significant Barrier |   |   |
| 29a. Don't know about opportunities.....                  | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29b. Topics don't interest me.....                        | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29c. Issues don't affect me.....                          | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29d. Too busy, don't have time.....                       | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 20e. Timing of opportunities is inconvenient.....         | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29f. Don't have transportation.....                       | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29g. Waste of time, 1 person can't make a difference..... | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29h. Don't understand government processes.....           | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29i. Don't feel qualified to offer input.....             | 1                    | 2 | 3 | 4       | 5 | 6 | 7                        | 8 | 9 |
| 29j. Other _____  |                      |   |   |         |   |   |                          |   |   |

31. Please indicate how much you use the following information sources that Carrboro uses to

communicate with its citizens. Use a 9-point scale from 1 never use to 9 frequently use.

	Never Use	1	2	3	4	5	6	7	8	Frequently Use	9
30a. Herald Sun	1	2	3	4	5	6	7	8	9		
30b. Raleigh News & Observer (CH News)	1	2	3	4	5	6	7	8	9		
30c. Television	1	2	3	4	5	6	7	8	9		
30d. Radio	1	2	3	4	5	6	7	8	9		
30e. The Town's website	1	2	3	4	5	6	7	8	9		
30f. The Town's email list services	1	2	3	4	5	6	7	8	9		
30g. Word of mouth (friends/neighbors)	1	2	3	4	5	6	7	8	9		
30h. Carrboro's Govt. Access Cable Channel	1	2	3	4	5	6	7	8	9		
30i. The Daily Tarheel	1	2	3	4	5	6	7	8	9		
30j. Street Signage	1	2	3	4	5	6	7	8	9		
30k. Recreation and Parks Brochure	1	2	3	4	5	6	7	8	9		
30l. Independent Weekly/Indy Week	1	2	3	4	5	6	7	8	9		
30m. Homeowner's Association	1	2	3	4	5	6	7	8	9		
30n. Twitter	1	2	3	4	5	6	7	8	9		
30o. "Notify Me" Carrboro website	1	2	3	4	5	6	7	8	9		
30p. Facebook	1	2	3	4	5	6	7	8	9		
30q. YouTube	1	2	3	4	5	6	7	8	9		
30r. Next Door	1	2	3	4	5	6	7	8	9		
30s. Instagram	1	2	3	4	5	6	7	8	9		
30t. LinkedIn	1	2	3	4	5	6	7	8	9		

32. Please tell us how safe you feel in Carrboro, overall. Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe, 5 is average.

1                      2                      3                      4                      5                      6                      7                      8                      9  
 Extremely Unsafe                      Average                      Extremely Safe

33. Specifically, how safe do you feel in your home neighborhood?

1                      2                      3                      4                      5                      6                      7                      8                      9  
 Extremely Unsafe                      Average                      Extremely Safe

34. How about at public places around Carrboro, like when you're shopping, out to eat, or at a concert. How safe do you feel, using the same 9-point scale?

1                      2                      3                      4                      5                      6                      7                      8                      9  
 Extremely Unsafe                      Average                      Extremely Safe

35. In the last year or two, where have you been in Carrboro where you expected to be able to use public Wifi but couldn't because it wasn't available? Please specify.

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36. Thinking about the Town's efforts for senior citizens such as sidewalks, Transit bus service, senior housing, recreation centers/parks, communications, and help with trash collection. How satisfied would you say you are overall with the job the Town is doing for seniors? Use the same 9-point scale where 9 is very satisfied and 1 is very dissatisfied.

1                      2                      3                      4                      5                      6                      7                      8                      9  
 Very Dissatisfied                      Neutral                      Very Satisfied

37. Thinking about the Town's efforts for citizens who have disabilities such as parking, sidewalks,



45. Please tell me the last grade or degree completed in school.

High School or less

Some College or Technical

Bachelors Degree

Masters Degree

Doctorate: PhD, JD, MD

Currently enrolled college student.

46. May I ask your race?

Caucasian

African-American

Native-American

Asian

Hispanic/Latino

Other

47. May I ask your gender?

Male

Female

Prefer not to answer

Other

48. Are you a registered voter?

Yes

No

49. Did you vote in the 2015 local elections this past fall?

Yes

No

50. Stop me when I reach your household income level?

0-\$45,000

\$45,001-\$75,000

\$75,001-\$100,000

\$100,001-\$150,000

Over \$150,000

*Thank you for participating in the survey. After we compile and analyze this survey, the Town of Carrboro will also be conducting focus groups to get an even better understanding of how our citizen's feelings and concerns. Would you be willing to participate in one of our sessions that will last about an hour? You would be compensated for participation.*

Yes, Can I ask your first name \_\_\_\_\_

No