



Legislation Text

File #: 19-35, **Version:** 1

TITLE:

Presentation of the 2018 Town of Carrboro Biennial Citizen Survey Report

PURPOSE: The purpose of this item is for the Board receive the Town of Carrboro's 2018 Biennial Citizen Survey report.

DEPARTMENT: Town Clerk/Town Manager

CONTACT INFORMATION: Cathy Dorando, 919-918- 7309

INFORMATION: The survey was conducted by BKL Research and Consulting. This firm conducted the Town's first survey in 2016, as well. Just like in 2016, the survey proved to be an exciting venture in comprehensively gathering Carrboro citizen satisfaction, interest, and information.

The intent of the survey was to help understand the residents' satisfaction and perception of services that the Town provides and to gauge the staff's effectiveness of meeting the Board's priorities. The survey data may now be used as one of the tools that the Board uses in establishing budgetary priorities and making policy decisions.

The survey consisted of various core questions associated with rating town staff in all departments. Respondents were asked to respond to various subpart questions related to specific interactions within departments' functions. The survey examined other issues such as: business environment, environmental protection, transportation, planning and development, recreation, information dissemination, opportunities to participate in decision-making and citizen involvement barriers. Questions examined the respondent's years lived in Carrboro, years lived in their current home, how many more years they plan to call Carrboro home, age, gender, race, educational level, and income. The data was gathered via phone interviews by professional staff that were highly experienced in conducting municipal surveys.

Citizen opinion is an important factor in making the best decisions for the community. It is anticipated that this survey instrument will continue to be used as a biannual evaluation tool.

FISCAL & STAFF IMPACT: Funds were appropriated for the Comprehensive Community Survey in the FY 2019-20 Budget.

RECOMMENDATION: It is recommended that the Board of Aldermen receive the report.