



## Legislation Text

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**File #:** 16-294, **Version:** 1

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**TITLE:**

Authorization to Conduct the 2016 Town of Carrboro Community Survey

**PURPOSE:** The purpose of this item is for the Board to authorize the Town Manager to conduct the Town of Carrboro Community Survey

**DEPARTMENT:** Town Clerk/Town Manager

**CONTACT INFORMATION:** Cathy Dorando, 919-918- 7309

**INFORMATION:** The Board's adopted FY16-17 Budget included funds set-aside to complete the Town's first comprehensive community survey. This will be an exciting venture in comprehensively gathering Carrboro citizen satisfaction, interest, and information.

The intent of the survey is 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 be used as one of the tools that the Board uses in establishing budgetary priorities and making policy decisions.

The survey will consist of various core questions associated with rating town staff in all departments. Respondents will also be asked to respond to various subpart questions related to specific interaction within departments' functions. The survey will examine 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 will examine the respondent's geographic location, years lived in Carrboro, age, gender, race, educational level, income and educational status. The cross-section data solicitation will be gathered via phone interviews by professional staff that are highly experienced in conducting municipal surveys.

Citizen opinion is an important factor in making the best decisions for the community.

The Town Clerk has reviewed surveys from various municipalities and interviewed firms that have a respected reputation in conducting such surveys. The firm that staff has prefers is BKL Research and Consulting from Salem, VA.

The survey results will be completed by December 31, 2016 and allow the Board of Aldermen and Town Staff to utilize the information during budget preparation for the FY 2017-18 budget. Budget preparation begins in January 2017. It is anticipated that this survey instrument will be used as a biannual tool.

Most questions are standard and related to governmental operations. However, there is a policy related question that has been attached for the Board's feedback and consideration. The question is:

**Q. For each of the following, please indicate how likely you would be willing to pay for new programs or increased services:**

	Not Likely				Neutral			Extremely	
	at All							Likely	
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

**FISCAL & STAFF IMPACT:** Funds were appropriated for the Comprehensive Community Survey in the FY 2016-17 Budget.

**RECOMMENDATION:** It is recommended that the Board of Aldermen authorize the Town Manager conduct the Town's comprehensive community survey.