

Carrboro Citizen Satisfaction Survey



**Respectfully submitted to the Carrboro Board of Aldermen
By the UNC School of Government**

**Conducted October-November, 2002
Results Reported February 2003**

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Demographics and Response Rate

The survey inquires about the levels of satisfaction with services, including

- general perceptions of the town and community
- neighborhood characteristics,
- perceptions of safety,
- ratings of problems,
- use of government services, and
- specific offerings such as streets, police, and sanitary services.

Members of the UNC School of Government designed and reviewed the survey to ensure the validity of the questions. The survey was mailed to 1486 Carrboro residents, who were randomly selected. Nineteen percent (19.11%) of all selected households completed and returned the survey. Finally, the survey was also offered on the town website, www.townofcarrboro.org.

Due to the demographic breakdown of the Town of Carrboro¹, the responses have been statistically weighted to generate a more representative sample. Additionally, 64 responses were received via the website option. However, to ensure the integrity of the random sample for the mailed version of the Citizen Survey, these responses were analyzed separately.

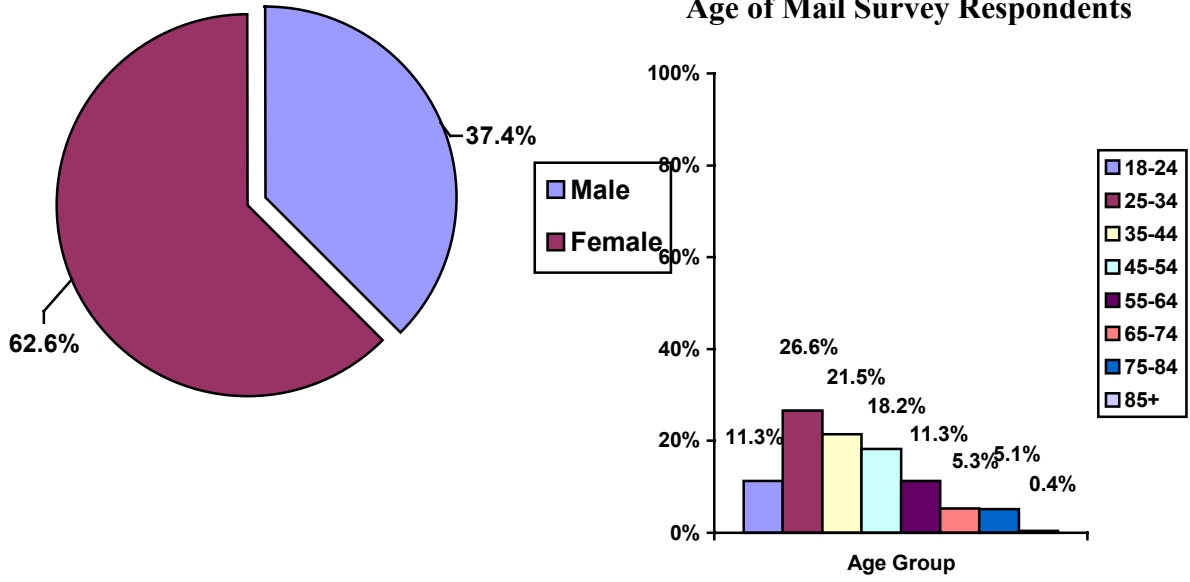
Based on the mailed responses, the survey results can be generalized to the Carrboro population with approximately 92 percent accuracy, given a margin of error of +/- five percent.

Demographics of Mail and Web Respondents

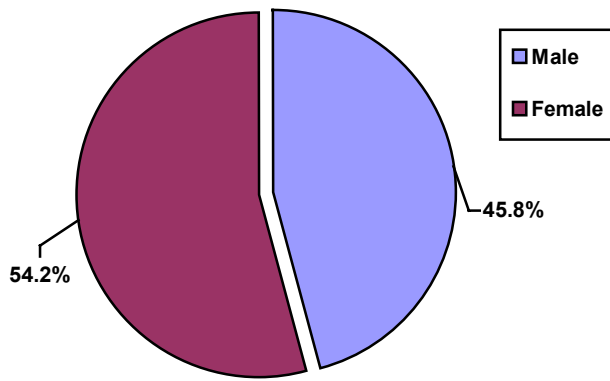
Gender of Mail Survey Respondents

¹ The Town of Carrboro's demographic breakdown is 5.2 percent Asian, 13.5 percent Black/African American, 12.3 percent Hispanic, 72.7 percent White/Caucasian, and 5.9 percent Other.

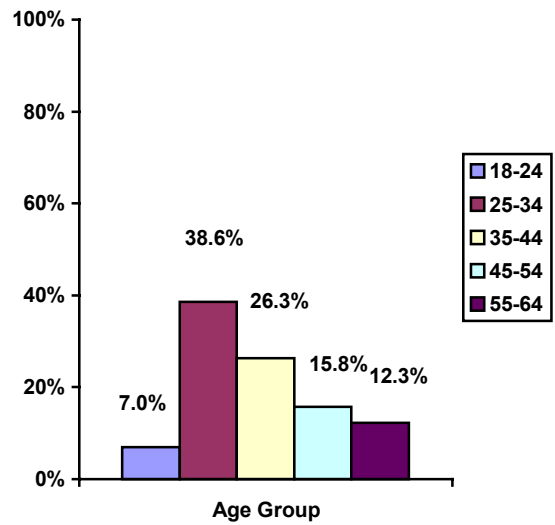
Age of Mail Survey Respondents



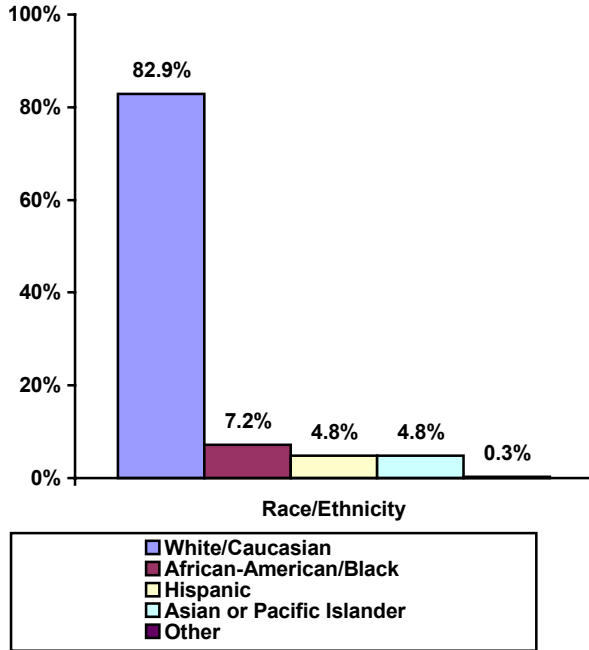
Gender of Web Survey Respondents



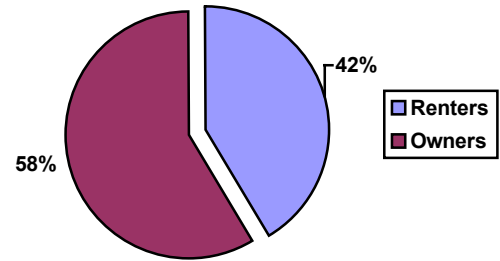
Age of Web Survey Respondents



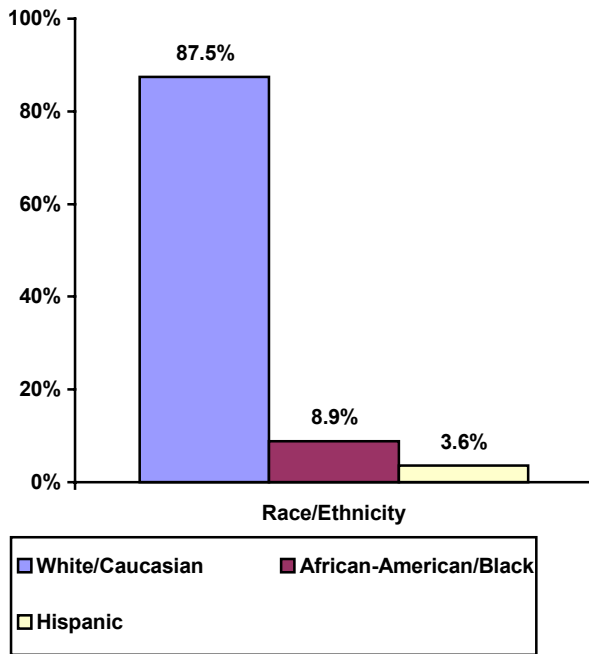
Race/Ethnicity of Mail Survey Respondents



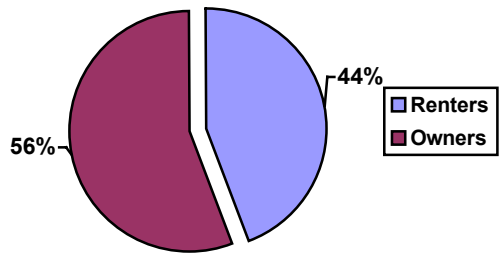
Homeownership of Mail Survey Respondents



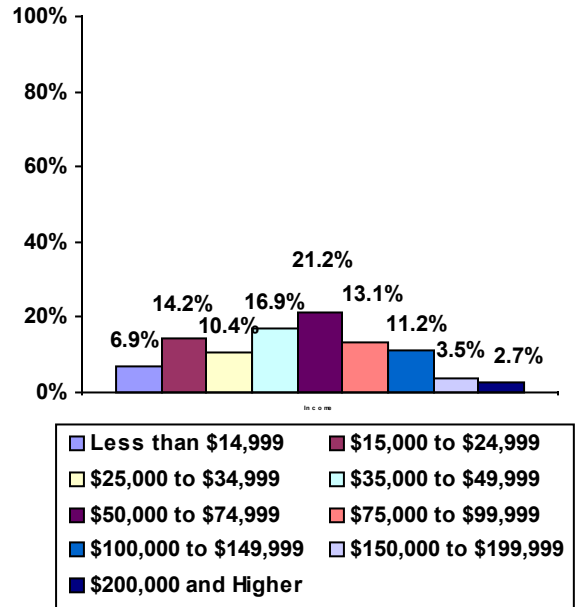
Race/Ethnicity of Web Survey Respondents



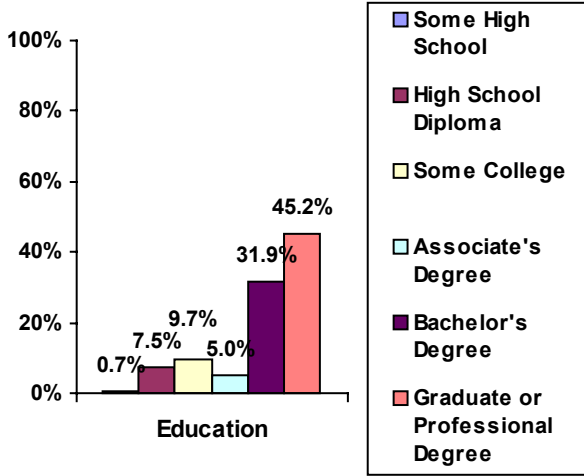
Homeownership of Web Survey Respondents



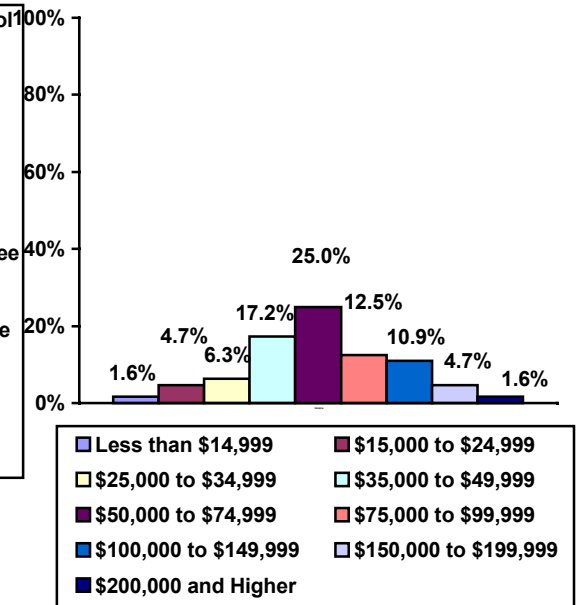
Annual Household Income of Mail Survey Respondents



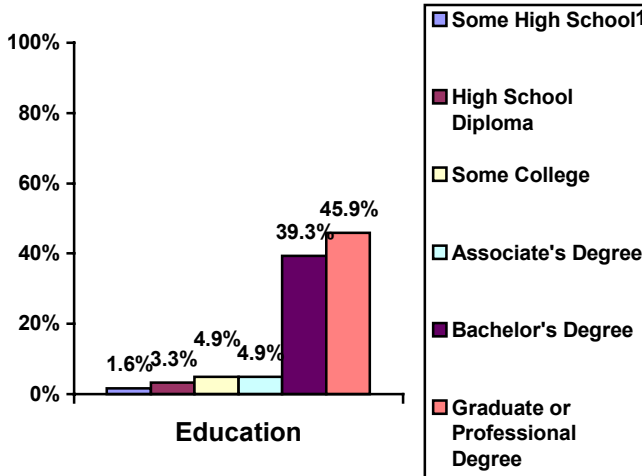
Education Levels of Mail Survey Respondents



Annual Household Income of Web Survey Respondents



Education Levels of Web Survey Respondents



² The Town of Carrboro's demographic breakdown is 5.2 percent Asian, 13.5 percent Black/African American, 12.3 percent Hispanic, 72.7 percent White/Caucasian, and 5.9 percent Other.

KEY FINDINGS

The survey data contain important insights into the satisfaction levels of citizens in Carrboro with respect to town services.

The contrasts among the different individual responses emerge when the data are analyzed by race/ethnicity, education level, age and homeownership. These differences are summarized below.

- Overall, the citizens of Carrboro are satisfied with the services provided by the Town and quality of life. In fact, as compared to the cities included in comparable surveys, the citizens appear to be more satisfied in Carrboro.
- The higher individuals rated the quality of services or neighborhoods, the higher they rated individual services and opportunities, such as cultural events and parks.
- Additionally, higher ratings for town and neighborhood characteristics correlate with higher use of services, such as McDougale Library, the Century Center, and the Farmers Market.
- Older individuals are less satisfied with the access to affordable housing. Additionally, Whites/Caucasians are less satisfied with access to affordable housing.
- Satisfaction with services provided by Carrboro is positively correlated with education levels, indicating that individuals with higher education levels are more satisfied with the town services.
- Lower education levels and lower income levels are positively

correlated with concern about crime issues.

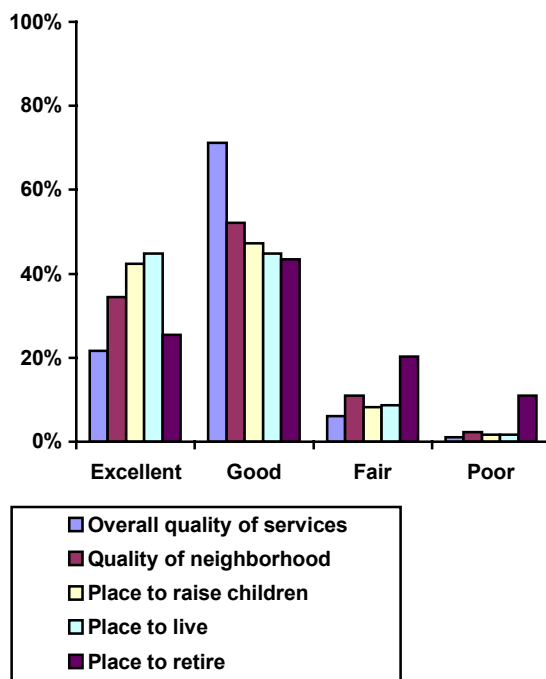
- Homeowners are more likely to use the various services offered by the Town of Carrboro; however, they are less likely to ride the bus.
- In terms of knowledge about the services Carrboro provides, renters are less likely to have knowledge about specific services. However, part of this variance can be explained by the number of years the individuals have lived in the town.

Recognizing that these general differences do help to explain the variation among the aggregate demographic groups of Carrboro citizenry, the following observations represent the key findings and implications of the survey data.

Overall Quality of Life

In general, the citizens surveyed feel that the quality of life offered in Carrboro is good to excellent. Table 1 depicts the breakdown of the respondents. A copy of the survey instrument, along with frequencies, is found in Appendix B for your review.

Table 1. Citizen Perceptions of Quality of Life Issues in Carrboro –



Although the overall perception of the quality of services and life in Carrboro is high, there are some variances among the demographic groups.

Race/ethnicity

Minority groups are less satisfied with the overall quality of services and neighborhood than are members of the White/Caucasian group. For example, 79.0 percent of minority groups rated the quality of services provided by the

town of Carrboro as good or excellent. However, 95 percent of whites rated the town services as good or excellent. Furthermore, 72 percent of minorities rated the quality of the neighborhood as good or excellent, as compared to 89.5 percent of whites.

Homeownership

In the aggregate, the renter population is less satisfied with the quality of the neighborhood in which they live. For example, 21.6 percent of renters feel that overall quality of their neighborhood is excellent, while 41.1 percent of homeowners rate their neighborhoods as excellent. Renters also are less likely to perceive Carrboro as a good place to raise children, with 30.3 percent rating Carrboro as excellent for raising children. In comparison, 50 percent of homeowners rated Carrboro as excellent for raising children.

Income Level

The majority of all income level groups are satisfied with the overall services provided by the town of Carrboro. Over 80 percent of all groups rate the overall services as good or excellent. The same finding is true for overall quality of the neighborhood. However, individuals with high income levels feel that Carrboro is a better place to raise children than do individuals with lower incomes. For example, only 25 percent of individuals with incomes between \$15,000 and \$24,999 rate Carrboro as an excellent place to raise children. However, 55 percent of individuals with incomes of \$150,000 to \$199,999 rate it as an excellent place to raise children.

Educational Level

Additionally, those individuals with lower education levels are less satisfied with the overall quality of services provided by Carrboro, as well as the quality of their neighborhood. For example, only 14 percent of individuals with a high school diploma rate the overall quality of services as excellent, as compared to 43 percent of individuals with a bachelor's degree.

percent rate Carrboro as an excellent or good place to raise children and to live.

Age

There is no significant difference in age group satisfaction with overall services provided by the town. Over 85 percent of individuals in all groups rate town services as good or excellent. The same finding is true for overall quality of neighborhoods. In fact, 100 percent of survey respondents age 65 and older rate their neighborhood quality as good or excellent. The major difference indicated by age groups is the satisfaction with Carrboro as a place to retire. Over 20 percent of individuals age 35 to 44 rate Carrboro as a poor place to retire. However, only 7 percent of individuals 55 years and older rate the town as a poor place to retire. The most recurring comment from the group is that the tax rate and the cost of living are prohibitive for many retirees. However, this comment was typically generated by individuals between the ages of 25 and 54.

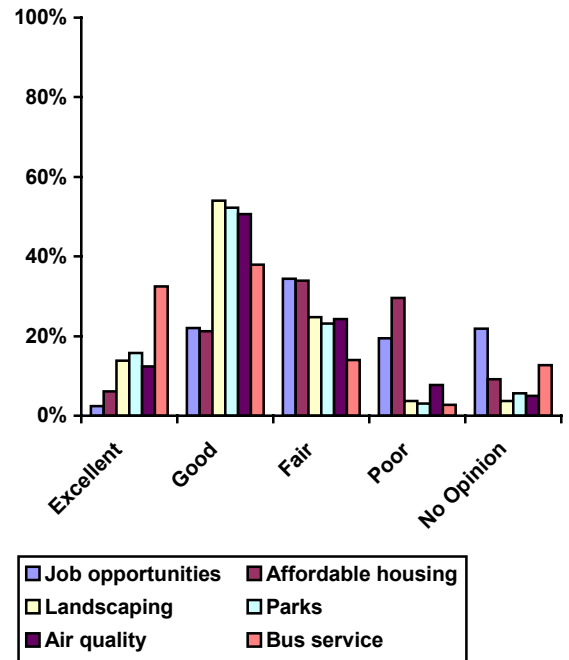
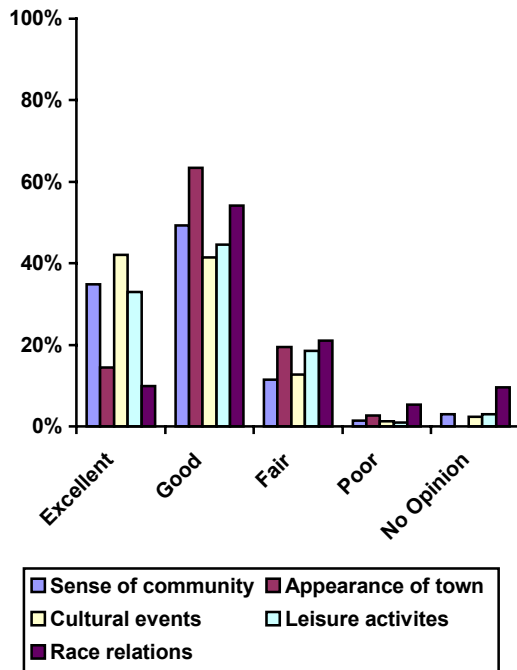
Web Site Responses

Over 93 percent of the Web site respondents rate the overall quality of services provided by the town of Carrboro as excellent or good. Additionally, over 84 percent rate the overall quality of their neighborhood as excellent or good. Finally, over 90

Neighborhood Characteristics

Again, the general consensus of the Carrboro survey respondents is that Carrboro offers good to excellent neighborhood characteristics. The two characteristics that are rated as fair or poor by the majority of respondents are job opportunities and access to affordable housing. These issues are also reflected in the open-ended questions about the most concerning aspects of living in Carrboro. Tables 2 and 3 provide a summary of the aggregate responses for the questions contained in the neighborhood characteristics section.

Tables 2 and 3. Citizen Perceptions of Neighborhood Characteristics in Carrboro



The aggregate response indicates high levels of satisfaction with the neighborhood characteristics found in Carrboro; however, the various demographic groups demonstrate some variances.

Race/ethnicity

In terms of racial/ethnic differences, the statistical significance is small. However, more minorities feel that the sense of community is fair (25.6 percent) when compared to whites (9.2 percent). Additionally, minority groups are less satisfied with race relations, with 41.9 percent indicating that race relations are poor or fair, as compared to 23.2 percent of whites. In terms of job opportunities, there is almost no difference between the satisfaction levels of minorities and whites. Finally, in terms of affordable housing, whites are more likely to be less satisfied (67.1 percent ranking

access as poor or fair) as compared to minorities (52.4).

Homeownership

Renters feel less sense of community and are less satisfied with race relations than homeowners. Approximately 78 percent of renters feel that the sense of community is good or excellent, as compared to 87.7 percent of owners. In terms of race relations, 53 percent of renters feel that relations are good or excellent, compared to 71.3 percent of homeowners. On the other hand, homeowners feel that the access to affordable housing is limited and are less satisfied with the bus service.

Income Level

In terms of income levels, there is no difference among the groups with respect to satisfaction level with sense of community. Over 80 percent of all groups indicate that the sense of community is good or excellent. There is also little difference in terms of satisfaction with race relations. At least 50 percent of all income groups rate race relations as good or excellent. There is some difference in satisfaction with access to affordable housing among the various income groups. The lower income groups are generally less satisfied with access than higher income groups. For example, 77 percent of individuals who make \$25,000 to \$34,999 per year feel that access to affordable housing is poor or fair. However, 55.5 percent of individuals with incomes of \$150,000 to \$199,999 feel that access is good or excellent.

Education Level

Individuals with higher levels of education are more satisfied with the sense of community, the opportunities to attend cultural events, and the parks. Individuals with higher education levels are less satisfied with race relations. Finally, there is no significant difference between education level groups with respect to rating of access to affordable housing. The majority of all groups rate access to affordable housing as fair or poor.

Age

There is also little difference in the overall satisfaction with the sense of community based on age groups. Over 80 percent of respondents in all groups rate sense of community as good or excellent. In terms of race relations, there are age group differences. For example, 45 percent of individuals age 25 to 34 indicate that race relations are poor or fair. Conversely, only 18 percent of individuals age 45 to 54 rate race relations as poor or fair. Finally, the difference between age groups with respect to access to affordable housing is statistically significant. Although, the majority of all groups rate access to affordable housing as poor or fair, older age groups are less satisfied with the access.

Web Site Responses

With respect to sense of community, 89 percent of the Web respondents rate Carrboro as good or excellent. Seventy-one percent rate race relations as good or excellent. However, only 23.3 percent rate the job opportunities in Carrboro as good or excellent. Additionally, only 23 percent rate access to affordable housing as good or excellent.

Crime and Safety

In terms of perceptions of safety in Carrboro, the overall perception is one of high levels of safety. In fact, the majority of respondents indicate that they feel somewhat or very safe with respect to violent crimes, property crimes, fires, and walking alone at night. In terms of problems and challenges facing Carrboro, loitering, the majority of survey respondents listed drugs, crime, and litter as minor problems or not a problem.

Race/ethnicity

In terms of safety concerning violent crimes, there is no significant difference between minority groups and whites. Over 84 percent of both groups indicate that they feel somewhat or very safe with respect to violent crimes. The only major difference regarding crime and safety is found in walking in the neighborhood alone at night. Four percent of whites indicate that they feel very unsafe doing this, while over nine percent of minorities feel very unsafe walking alone in the neighborhood at night.

Homeownership

There is no difference between renters and owners with respect to safety perceptions of violent crimes. Over 80 percent of both groups feel somewhat or very safe. However, with respect to walking alone in the neighborhood at night, there is a significant difference between renters and owners. For example, 30 percent of renters feel very or somewhat unsafe walking in their neighborhood alone at night, as compared to 14.6 percent of homeowners. However, this

difference is not notable in safety perceptions about walking downtown at night alone.

Income Level

There is little difference for safety perceptions with respect to violent crime across income levels. Over 70 percent of all groups feel somewhat or very safe in terms of violent crime. Thirty-three percent of individuals with incomes between \$150,000 and \$199,999 feel somewhat unsafe with respect to property crimes, compared to 13 percent of individuals with incomes between \$35,000 and \$49,999. There is no notable difference between the income groups with respect to walking alone in the neighborhood or downtown at night.

Education Level

In terms of safety perceptions related to violent crime, there is no difference based on education level. A majority of all education groups feel somewhat or very safe in this area. The same holds true for safety perceptions related to property crimes and fires. However, there is a difference between the groups with regard to walking alone at night in one's neighborhood. For example, 35 percent of individuals with a high school diploma feel very or somewhat unsafe walking alone in their neighborhood at night. However, only 14 percent of individuals with a graduate or professional degree feel this way. The same finding holds true for walking downtown alone at night, with 45 percent of high school graduates feeling very or somewhat unsafe, as compared to 18 percent of individuals with graduate or professional degrees.

Age

Over 65 percent of all age groups indicate that they feel somewhat safe or very safe with respect to violent crimes. The same finding holds true for property crimes and fires. However, less than half of the respondents age 65 and older feel safe walking alone in their neighborhoods at night. This group also feels less safe walking downtown alone at night.

Web Site Responses

In terms of perceptions of safety, the web responses are similar to the mail responses. Over 90 percent of Web respondents indicate that they feel very or somewhat safe with respect to violent crimes. The same holds true for property crimes and fire. Over 70 percent of web respondents feel very or somewhat safe walking alone at night in their neighborhood or downtown.

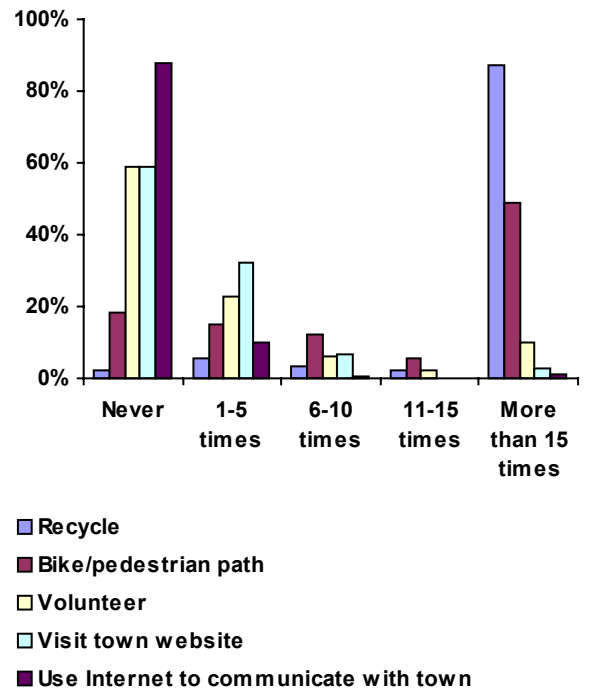
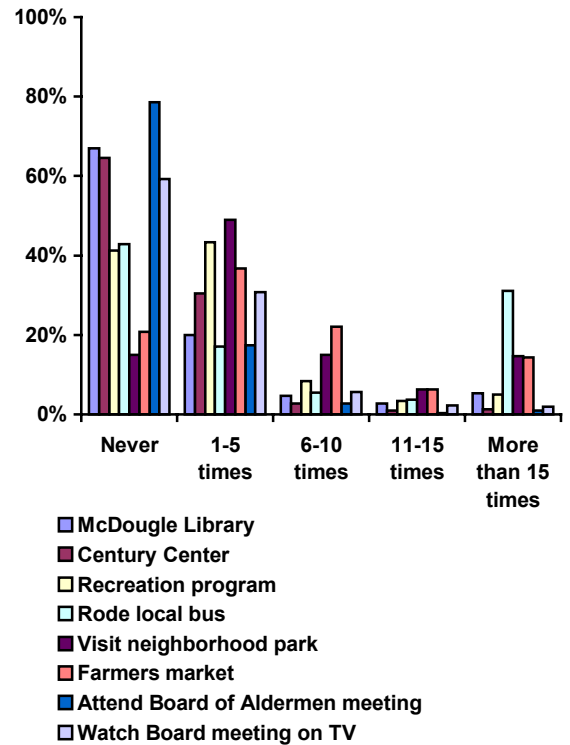
Usage of Town Services

In general, the citizens who responded to the survey do not use many of the offered services. In fact, over 50 percent of all respondents have never used the McDougle School library, the Century Center, attended a Board of Aldermen meeting or watched one on cable TV, visited the town website, used the Internet to communicate with the town, or volunteered their time to some group or activity in the town. However, almost eighty percent have visited the Farmers Market on one or more occasions, visited a neighborhood park, used a bike or pedestrian lane, or recycled used paper, cans or bottles.

One of the most important components of this survey was to educate the public about the services provided by the town, which has been accomplished, as indicated by the open-ended comments, attached as Appendix C. Many residents noted that they were unaware of specific town services prior to completing the survey.

Tables 4 and 5 depict the aggregate responses to the survey questions concerning use of town services.

Tables 4 and 5. Citizen Usage of Services Offered by the Town of Carrboro



Race/ethnicity

In terms of racial/ethnic differences, there are only minor differences between the groups. For example, minority groups are more likely to ride the bus, 46.5 percent have ridden a bus more than 15 times, whereas only 27.5 percent of whites have.

White/Caucasians are more likely to attend the Farmers Market, with 16.1 percent attending more than 15 times, while only 4.7 percent of minorities have attended the Farmers Market more than 15 times. Neither group is likely to use McDougale library; 68.7 percent of whites and 60.5 percent of minorities have never used it.

Additionally, over 80 percent of both groups have participated in Carrboro recreation programs or activities five times or less.

Homeownership

As previously mentioned, homeowners are more likely to use some of the services provided by the Town of Carrboro, especially the library, the Century Center, the Farmers Market, and attending or watching the Board of Aldermen meetings. For example, 58 percent of homeowners have never used McDougale School library, as compared to 80 percent of renters. Conversely, renters are more likely to ride the bus than are homeowners. Finally, 95 percent of homeowners have recycled more than 15 times, as compared to 76 percent of renters.

Income Level

Individuals with higher income levels are more likely to use certain services offered by the Town than those with lower incomes. For example, 83 percent of individuals with incomes

between \$15,000 and \$24,999 have never used the Carrboro Century Center, as compared to 44.8 percent of individuals with incomes between \$100,000 and \$149,999. However, there is little difference among the income groups with respect to participation in recreation programs or activities. In all income groups except those over \$200,000, over 50 percent of the individuals have participated in a recreation activity offered by the town.

Education Level

Individuals with higher levels of education are also more likely to use some of the services provided by the Town; such as recycling, use of the bike/pedestrian paths, volunteering, and visiting the town web site. The least used service among those with graduate and professional degrees are the McDougale library, attending or watching Board of Aldermen meetings, and communicating with the town via the web site. The least used services among those with a high school diploma include use of the Carrboro Century Center, attending a Board of Aldermen meeting, volunteering, and using the town web site. The most used services among those with a high school diploma include visiting parks, watching Board of Aldermen meeting on TV, and attending the Farmer's Market.

Age

The use of services by age groups varies greatly based on the specific service. For example, 51 percent of individuals age 65 to 74 have used the library at McDougale Elementary at least one time. Conversely, only 23 percent of individuals age 25 to 34

have used it at least once. Additionally, over 64 percent of individuals 55 years and older have never used the Carrboro Century Center, whereas 46 percent of individuals age 35 to 44 have used the Center at least once. Finally, 40 percent of individuals age 65 to 74 and 50 percent of individuals age 74 to 85 have attended at least one Board of Aldermen meeting, compared to less than 30 percent of individuals under the age of 65.

Web Site Responses

In terms of usage of services offered by the Town of Carrboro, Web respondents have relatively high usage rates for most services. One exception is the library at McDougle Elementary with 64 percent of web respondents indicating that they have never used this service. However, over 55 percent of these respondents have used the Carrboro Century Center, participated in a recreation program or activity, or ridden a bus at least once.

Furthermore only 3.2 percent of the Web respondents indicate that they have never visited a neighborhood park. Finally, 34 percent of the respondents have attended a Board of Aldermen meeting, while 45 percent have watched one on TV.

Service Ratings

As noted previously, the citizens of Carrboro are quite satisfied with the level of services they receive from the Town. In fact, a majority rate police, fire, garbage collection, recycling, recreation, parks, streets, and sidewalk maintenance as good or excellent. Tables 6, 7, 8, and 9 demonstrate the breakdown of the responses.

Table 6. Police and Fire Services

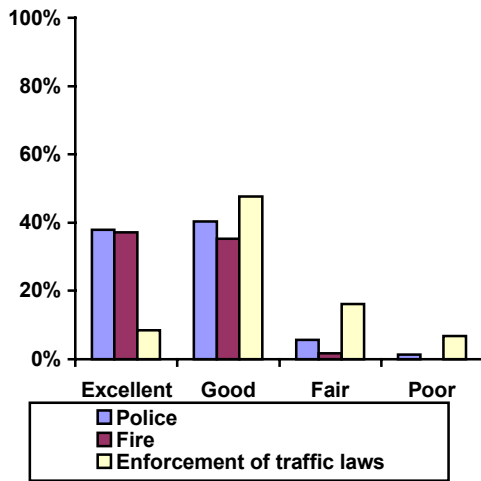


Table 7. Parks and Recreation

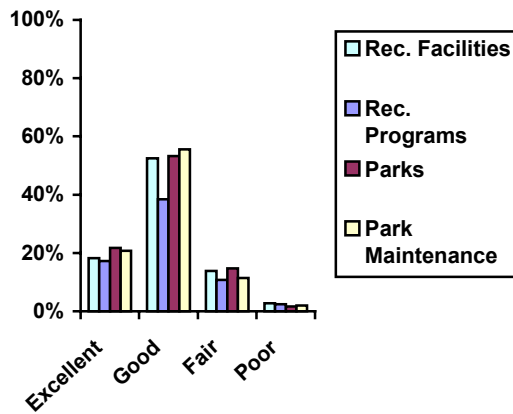


Table 8. Solid Waste and Streets

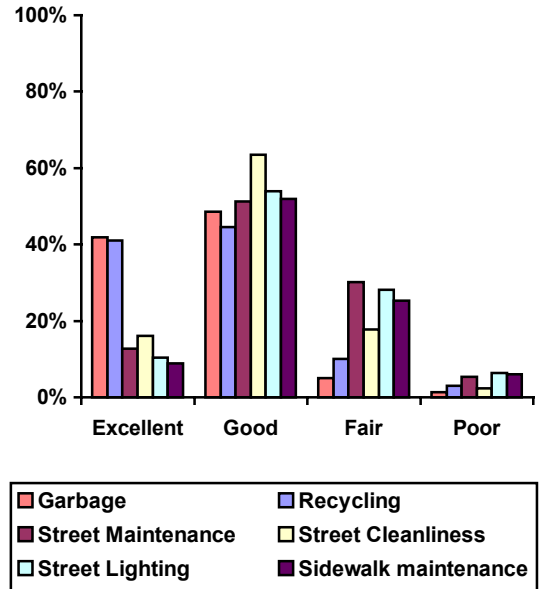
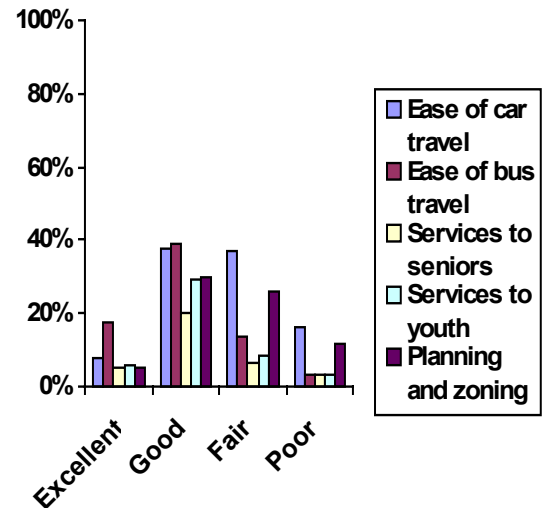


Table 9. Other Services



There are statistically significant differences between the demographic groups with respect to the perceptions of quality of service.

Racial/ethnicity

In terms of racial/ethnic differences, minority groups tend to be less satisfied with police and fire services, but more satisfied with services for youth and seniors. For example, 13.9 percent of minorities rate police services as poor or fair whereas 5.7 percent of whites rate the police services as poor or fair. In terms of fire services, less than one percent of whites rate it as poor, while seven percent of minorities do. On the other hand, 21.5 percent of whites rate services for seniors as good or excellent while 51.2 percent of minorities rate it as such. Similar rates of satisfaction are also found for services for youth per demographic group.

Homeownership

Renters are slightly less satisfied with the majority of services, including police, fire, garbage collection, recycling, recreation programs, and services to youth. For example, 9 percent of renters rate garbage collection as poor or fair, as compared to 3 percent of homeowners. Furthermore, 26 percent of renters rate street cleanliness as poor or fair, compared to 15 percent of homeowners. Finally, homeowners have lower satisfaction levels with planning and zoning services than do renters. Some of the variances between homeowners and renters are accounted for by the number of years that the individual has lived in Carrboro. Typically, homeowners have resided longer in Carrboro.

Income Levels

There are minor differences between the various income levels with respect to ratings of service. For example, 65 percent of individuals with incomes of \$25,000 to \$34,999 rate police services as good or excellent, compared to 86.2 percent of those with incomes of \$100,000 to \$149,999. There are no significant differences between the groups with respect to services for seniors or youth.

Education Levels

There is limited difference between education levels with respect to police and fire services. The majority of all groups rate the services as good or excellent. In the aggregate, individuals with higher education levels are more satisfied with services. However, there is significant variability on any given service area. In terms of recreation facilities, approximately 64 percent of individuals with graduate or professional degrees rate the facilities as excellent or good, as compared to 81 percent of individuals with some college. Additionally, over 64 percent of those with a bachelor's degree rate street maintenance as good or excellent, as compared to 35 percent of those with an associate's degree. Finally, less than 34 percent of individuals with bachelor's degrees rate planning and zoning services as good or excellent, as compared to 57 percent of those with associate's degrees.

Age

In terms of age group differences, there is no notable difference with respect to police and fire services.

Over 75 percent of all age groups rate police services as good or excellent, with the exception of the 18 to 24 year old group, of which 51 percent rated police services as excellent or good.

In terms of services to seniors, over 70 percent of age groups under 55 had no opinion. Conversely, 47 percent of individuals age 65 to 74 and 61 percent of individuals age 75 to 84 rated services to seniors as good or excellent.

Web Site Responses

The majority of web respondents are satisfied with the services provided by the Town. For example, 89 percent of the respondents rate police department services as excellent or good.

Seventy-five percent rate recreation facilities as good or excellent, while 70 percent rate recreation programs as such. In terms of services to seniors, 42 percent rate these offerings as excellent or good. Finally, 82.5 percent of the Web respondents rate the town Web site as excellent or good.

Population Growth and Services

The majority of respondents (53.8 percent) feel that the services provided by Carrboro have been well matched to the change in population over the past five years. An additional thirty-one percent had no opinion, largely due to the length of time the respondent had resided in Carrboro.

Race/ethnicity

There is virtually no difference between racial/ethnic groups with respect to service provision as matched to population changes.

Homeownership

The major difference between renters and homeowners with respect to service provision as matched to population changes is that almost 50 percent of the renters indicate that they have no opinion about the changes. The open-ended comments provide further clarification by indicating that many of the renters have lived in the area for less than five years.

Income Level

In terms of service provision as matched to population changes, individuals with higher incomes are more satisfied. Approximately 40 percent of individuals with incomes between \$15,000 and \$24,999 rate the service provision as good or excellent, as compared to 63 percent of those with incomes of \$100,000 to \$149,999.

Education Level

There is no distinguishable difference between the education levels with respect to service provision as matched to population changes over the past five years.

Age

There is no distinguishable difference between the age groups with respect to service provision as matched to population changes over the past five years. Over 60 percent of all groups over the age of 34 indicate that the level is good or excellent.

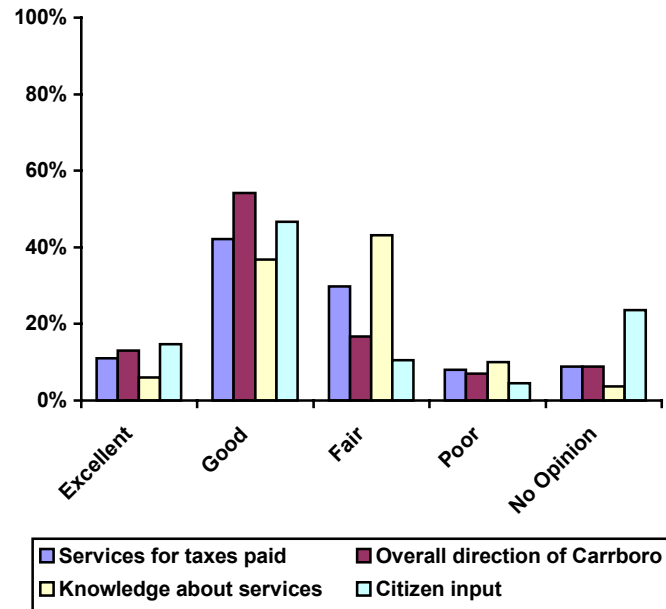
Web Site Responses

Over 66 percent of web respondents feel that the service provision of Carrboro as matched to the changes in population is excellent or good.

Knowledge about Carrboro's Government

The final series of questions focus on the citizen's perceived knowledge and opinions about Carrboro's government. In general, the respondents feel that the services provided by the town are good or fair with regard to the amount of taxes they pay. Over 67 percent are pleased with the direction that Carrboro is taking. However, over 50 percent of the respondents feel that their knowledge about the services provided by Carrboro is fair or poor. The majority of people surveyed indicate that they would like to receive a town newsletter to keep them informed about town services. Other respondents indicate that they would like to receive email announcements, view pertinent material on the town web site, or receive information via the local media outlets. Finally, more than 60 percent of the citizens surveyed feel that citizen input is important to the government of Carrboro. Table 8 demonstrates the breakdown of the aggregate responses.

Table 8. Knowledge of Government



Race/ethnicity

In terms of satisfaction with services based on taxes paid, there is little difference between racial/ethnic groups. Furthermore, there is little difference between the various groups with respect to the overall direction of Carrboro, and the knowledge of services offered. However, it should be noted that almost half of all demographic groups have poor or fair knowledge about the services Carrboro provides. Finally, minority groups tend to feel that citizen input is less important to the government.

Homeownership

In terms of demographic group differences, the majority of renters feel less knowledgeable about the services Carrboro provides. For example, 67.8 percent of renters feel that their knowledge about Carrboro services is poor or fair, as compared to 45 percent of homeowners.

Income Levels

Respondents with lower incomes feel less knowledgeable about the provision of services and are less pleased with the amount of services based on the taxes.

Education Levels

Individuals with lower education levels are less satisfied with the amount of services they receive based on the taxes they pay. For example, less than 23 percent of individuals with an associate's degree rate service provision based on taxes paid as good or excellent, as compared to 61 percent of those with graduate or professional degrees. Finally, there is no real difference between the education levels with respect to the knowledge about services provided by the town. Approximately 40 percent of all groups rate their knowledge as good or excellent.

Age

Among the individuals in the 45 to 54 age group, less than half rate the services received based on taxes paid as good or excellent. The same finding is true for the 65 to 74 year old age group. Furthermore, less than half of the respondents in the 25 to 34, 35 to 44, and 65 to 74 age groups feel that their knowledge about the services

provided by Carrboro is good or excellent.

Web Site Responses

Fifty-three percent of the web respondents feel that the service level based on taxes paid is excellent or good. Furthermore, over 70 percent of these respondents rate the overall direction of Carrboro as excellent or good. Finally, the Web respondents indicate that they are very aware of the services provided by the town, with 61 percent rating their knowledge level as good or excellent.

Conclusion

In summary, the citizens of Carrboro indicate that they are satisfied with the majority of aspects of Carrboro. There are demographic group differences found within specific topical areas and these differences should be noted in order to more fully serve the citizenry. In order to glean a holistic view of the citizens' perceptions of Carrboro, please review Appendix B, which provides frequencies for all survey questions.

One of the most important findings, as indicated by the high satisfaction levels and the open-ended comments, is that people make a choice to live in Carrboro due to the amenities and attributes of the Town and its citizens. This finding should provide some guidance to the Board of Aldermen and the Town staff as they prepare for Carrboro's future.

In addition to the many positive findings, the survey also indicates areas for improvement. As previously noted, the citizen survey was not only a tool for gauging citizen perceptions, but also a marketing opportunity for Carrboro. The survey respondents indicate that their knowledge of town services is limited. Concerted efforts should be made to inform and encourage the citizens to utilize the variety of services offered by Carrboro. There are many opportunities for Carrboro to further engage its citizenry. By fostering open channels of communication and encouraging citizen input, the Town will be able to provide timely, relevant, high-quality services.

Appendix A: Research Design and Survey Limitations

The research design selected for the Town of Carrboro Citizen Satisfaction Survey is exploratory in nature. Many of the survey components are based on surveys conducted by the International City/County Managers Association and the National Research Center. The survey results described in this report offer insight into the current satisfaction levels of Carrboro citizens with regard to specific topical areas. The survey includes information on 86 variables, including demographic and open-ended questions. The survey results provide a benchmark for measuring future progress and offer a roadmap to assist with the decision-making processes of the Town of Carrboro's Board of Aldermen.

Limitations

There are two main threats to the internal validity of the survey results. One threat involves the survey respondents misreporting their satisfaction levels and perceptions of the town services. This threat is difficult to control, but through use of the randomized sample, as well as assurances of anonymity, the threat is reduced. In addition, the premise of the survey conducted by the Town is to assist the Board of Aldermen in their decision-making, so the likelihood of misreporting is unlikely. It is important to note that the data provided by the survey respondents is not reflective of the sentiments of all citizens, although the aggregate results can be generalized to the population at approximately 92 percent (at the .05 level). The second threat to internal validity is the mishandling of the data by the survey team. The data could be entered into the statistical package incorrectly. The use of scatter plots and other tools to identify outliers alerts the researcher to potential data problems. In addition, all completed surveys are kept on file for data verification purposes. These techniques help to address the threats related to data entry.

The limitations of the findings from this survey will come primarily from the lack of comparable data from other cities in North Carolina. However, the usage of similar questions to the National Citizen Survey allows for some low-level comparisons between Carrboro and an average city in the United States. It is also feasible that the research design may expand to include a sample of other local governments in North Carolina in order to determine if the findings are unique to Carrboro or are found in other areas of the state.

Appendix B: Carrboro Citizen Survey Frequencies (mail version)

1. Please check the box that comes closest to your opinion for each of the following questions:

	Excellent	Good	Fair	Poor
a. Overall, how would you describe the quality of services provided by the town of Carrboro?	21.7%	71.2%	6.1%	1.0%
b. How do you rate the overall quality of your neighborhood?	34.4%	52.2%	11.0%	2.3%
c. How do you rate Carrboro as a place to raise children?	42.4%	47.2%	8.3%	1.7%
d. How do you rate Carrboro as a place to live?	44.8%	44.8%	8.7%	1.7%
e. How do you rate Carrboro as a place to retire?	25.4%	43.5%	20.3%	10.9%

2. How do you rate the following characteristics as they relate to your neighborhood:

	Excellent	Good	Fair	Poor	No opinion
a. Sense of community	34.8%	49.3%	11.5%	1.4%	3.0%
b. Overall appearance of town	14.4%	63.5%	19.4%	2.7%	0.0%
c. Opportunities to attend cultural events	42.1%	41.5%	12.7%	1.3%	2.3%
d. Opportunities for leisure activities	32.9%	44.6%	18.5%	1.0%	3.0%
e. Race relations	9.9%	54.1%	21.1%	5.4%	9.5%
f. Recreational opportunities	15.5%	55.9%	20.9%	4.0%	3.7%
g. Job opportunities	2.4%	22.1%	34.4%	19.4%	21.8%
h. Access to affordable housing	6.1%	21.2%	34.0%	29.6%	9.1%
i. Landscaping	13.8%	54.0%	24.8%	3.7%	3.7%
j. Parks	15.8%	52.2%	23.2%	3.0%	5.7%
k. Air quality	12.4%	50.7%	24.2%	7.7%	5.0%
l. Bus service	32.5%	38.0%	14.0%	2.7%	12.7%

3. Please rate how safe you feel in Carrboro with respect to the following issues:

	Very safe	Somewhat safe	Neither safe or unsafe	Somewhat unsafe	Very unsafe
a. Violent crimes (rape, robbery, etc.)	39.1%	46.5%	6.7%	7.4%	0.3%
b. Property crimes (burglary, etc.)	27.2%	50.7%	10.1%	11.1%	1.0%
c. Fires	51.0%	34.1%	12.8%	1.7%	0.3%
d. Walking in your neighborhood alone at night	33.0%	35.7%	11.4%	15.5%	4.4%
e. Walking in downtown areas alone at night	16.3%	39.3%	16.9%	18.6%	8.8%

4. To what degree are the following problems in Carrboro:

	Not a problem	Minor problem	Important problem	Major problem	Extreme problem
a. Loitering	30.3%	50.9%	12.5%	4.2%	2.1%
b. Drugs	16.7%	38.9%	33.7%	7.8%	3.0%
c. Litter	22.3%	57.1%	17.8%	2.4%	0.3%
d. Crime	9.7%	57.8%	26.7%	5.4%	0.4%
e. Growth	15.4%	26.2%	29.7%	18./5%	10.1%
f. Traffic	9.0%	27.4%	30.2%	21.2%	12.2%
g. Run down houses/buildings	15.1%	48.9%	27.7%	6.8%	1.4%

5. In the past 12 months, about how many times have you or anyone in your household used the following services:

	Never	1-5 times	6-10 times	11-15 times	More than 15 times
a. Used the Orange County public library at McDougle Elementary School	67.0%	20.3%	4.7%	2.7%	5.3%
b. Used the Carrboro Century Center	64.5%	30.4%	2.7%	1.0%	1.3%
c. Participated in recreation program or activity	41.2%	42.2%	8.4%	3.4%	4.7%
d. Rode a local bus within Carrboro	42.8%	17.1%	5.4%	3.7%	31.1%
e. Visited a neighborhood park	15.0%	49.0%	15.0%	6.3%	14.7%
f. Attended the Farmers Market	20.7%	36.7%	22.0%	6.3%	14.3%
g. Attended a Board of Aldermen meeting or other public meeting	78.6%	17.4%	2.7%	0.3%	1.0%
h. Watched a Board of Aldermen meeting or public meeting about town matters on cable TV	59.3%	30.7%	5.7%	2.3%	2.0%
i. Recycled used paper, cans or bottles	2.0%	5.3%	3.3%	2.3%	87.0%
j. Used a bike or pedestrian lane/path	18.5%	15.1%	12.1%	5.7%	48.7%
k. Volunteered your time to some group/activity in Carrboro	59.1%	22.5%	6.4%	2.3%	9.7%
l. Visited the Town of Carrboro web site (www.ci.carrboro.nc.us)	59.1%	31.5%	6.7%	0.0%	2.7%
m. Used the Internet to communicate with the Town	87.9%	10.4%	0.7%	0.0%	1.0%

6. How do you rate the quality of each of the following Carrboro services?

	Excellent	Good	Fair	Poor	No opinion
a. Police department services	37.9%	40.3%	5.7%	1.3%	14.8%
b. Fire services	37.2%	35.2%	1.7%	0.0%	25.8%
c. Garbage collection	41.8%	48.5%	5.0%	1.3%	3.3%
d. Recycling	41.1%	44.5%	10.0%	3.0%	1.3%
e. Recreation facilities	18.2%	52.5%	13.8%	2.7%	12.8%
f. Recreation programs & classes	17.2%	38.4%	10.8%	2.4%	31.3%
g. Town parks	21.7%	53.2%	14.7%	1.7%	8.7%
h. Park maintenance	20.7%	55.5%	11.4%	2.0%	10.4%
i. Street maintenance (i.e. potholes)	12.8%	51.3%	30.2%	5.4%	0.3%
j. Cleanliness of streets (i.e. debris)	16.1%	63.5%	17.7%	2.3%	0.3%
k. Street lighting	10.4%	54.0%	28.2%	6.4%	1.0%
l. Ease of car travel in Carrboro	8.0%	37.8%	36.8%	16.4%	1.0%
m. Ease of bus travel in Carrboro	17.7%	38.9%	13.7%	3.4%	26.3%
n. Enforcement of traffic laws	8.4%	47.7%	16.1%	6.7%	21.1%
o. Services to seniors	5.5%	20.3%	6.5%	3.4%	64.3%
p. Services to youth	5.8%	29.5%	8.2%	3.1%	53.4%
q. Planning and zoning	5.1%	30.1%	26.0%	11.8%	27.0%
r. Sidewalk maintenance	8.8%	51.9%	25.3%	6.1%	8.1%
s. Carrboro's web site (www.ci.carrboro.nc.us)	3.2%	24.2%	6.4%	0.7%	65.5%

7. Please rate the following:

	Excellent	Good	Fair	Poor	No opinion
How well the services provided by Carrboro have matched the change in population over the past 5 years?	8.2%	45.6%	11.9%	3.4%	31.0%

8. Please rate the following statements by checking the box that most closely represents your opinion:

	Excellent	Good	Fair	Poor	No opinion
a. Based on the taxes I pay, the services I receive from Carrboro are:	11.1%	42.2%	29.7%	8.1%	8.8%
b. The overall direction that Carrboro is taking is:	13.1%	54.2%	16.8%	7.1%	8.8%
c. My knowledge about the services Carrboro	6.1%	36.8%	43.2%	10.1%	3.7%

provides is:					
d. Carrboro's government rates the importance of citizen input as:	14.7%	46.6%	10.6%	4.5%	23.6%

9. What is the best aspect of living in Carrboro?

See Appendix C

10. What concerns do you have about living in Carrboro?

See Appendix C

11. What is the best way to keep you informed about Town business?

See Appendix C

12. How many years have you lived in Carrboro?

a. 0-5	58.6%
b. 6-10	14.2%
c. 11-15	8.6%
d. 16-20	5.0%
e. 21-25	4.0%
f. 26-30	2.0%
g. 31-35	4.6%
h. 36 or more	3.0%

13. Do you rent or own your home?

a. Rent	41.0%
b. Own	59.0%

14. What best describes the type of home you live in?

a. Apartment	32.0%
b. Single family home	54.7%
c. Trailer or mobile home	0.0%
d. Townhouse	11.0%
e. Condominium	1.7%
f. Other (please describe)	0.7%

14. How many people, including yourself, live in your household?

a. 1	29.8%
b. 2	37.2%
c. 3	14.5%
d. 4	14.2%
e. 5	2.5%
f. 6	1.8%

15. What is the highest degree or level of school you have completed?

a. Some high school	0.7%
b. High school diploma	7.1%
c. Some college	10.1%
d. Associate's degree	4.7%

e. Bachelor's degree	31.6%
f. Graduate or professional degree	45.8%

16. What is your annual household income?

a. Less than \$14,999	6.9%
b. \$15,000 to \$24,999	13.8%
c. \$25,000 to \$34,999	10.5%
d. \$35,000 to \$49,999	17.0%
e. \$50,000 to \$74,999	21.4%
f. \$75,000 to \$99,999	13.0%
g. \$100,000 to \$149,999	11.2%
h. \$150,000 to \$199,999	3.6%
i. \$200,000 or more	2.5%

17. With which race or ethnic group do you primarily identify?

a. American Indian or Alaskan native	
b. Asian or Pacific Islander	4.8%
c. Black/African American	7.2%
d. Hispanic	4.8%
e. White/Caucasian	82.9%
f. Other (please describe)	0.3%

18. What is your age?

a. 18-24	10.9%
b. 25-34	25.8%
c. 35-44	20.9%
d. 45-54	17.9%
e. 55-64	10.9%
f. 65-74	5.0%
g. 75-84	4.6%
h. 85 and over	0.3%

19. What is your gender?

a. Female	61.8%
b. Male	38.2%

Appendix B: Carrboro Citizen Survey Frequencies (Website version)

1. Please check the box that comes closest to your opinion for each of the following questions:

	Excellent	Good	Fair	Poor
a. Overall, how would you describe the quality of services provided by the town of Carrboro?	24.7%	68.5%	6.7%	0.0%
b. How do you rate the overall quality of your neighborhood?	39.8%	46.6%	11.4%	2.3%
c. How do you rate Carrboro as a place to raise children?	48.1%	41.8%	6.3%	3.8%
d. How do you rate Carrboro as a place to live?	59.6%	28.1%	16.1%	2.2%
e. How do you rate Carrboro as a place to retire?	25.0%	41.2%	25.0%	8.8%

2. How do you rate the following characteristics as they relate to your neighborhood:

	Excellent	Good	Fair	Poor	No opinion
a. Sense of community	37.5%	48.9%	8.0%	5.7%	0.0%
b. Overall appearance of town	25.3%	49.4%	24.1%	1.1%	0.0%
c. Opportunities to attend cultural events	49.4%	39.3%	9.0%	1.1%	1.1%
d. Opportunities for leisure activities	31.8%	55.7%	6.8%	5.7%	0.0%
e. Race relations	14.0%	51.2%	26.7%	4.7%	3.5%
f. Recreational opportunities	20.6%	57.6%	16.5%	5.9%	0.0%
g. Job opportunities	7.1%	14.1%	42.4%	29.4%	7.1%
h. Access to affordable housing	4.8%	20.2%	33.3%	40.55	1.2%
i. Landscaping	21.6%	52.3%	20.5%	5.7%	0.0%
j. Parks	29.4%	45.9%	17.6%	7.1%	0.0%
k. Air quality	25.0%	51.2%	14.3%	7.1%	2.4%
l. Bus service	36.5%	36.5%	15.35	2.4%	9.4%

3. Please rate how safe you feel in Carrboro with respect to the following issues:

	Very safe	Somewhat safe	Neither safe or unsafe	Somewhat unsafe	Very unsafe
a. Violent crimes (rape, robbery, etc.)	47.2%	41.6%	9.0%	2.2%	0.0%
b. Property crimes (burglary, etc.)	29.9%	54.0%	4.6%	11.5%	0.0%
c. Fires	54.8%	36.9%	4.8%	3.6%	0.0%
d. Walking in your neighborhood alone at night	35.3%	41.2%	4.7%	17.6%	1.2%
e. Walking in downtown	29.9%	43.7%	9.2%	16.1%	1.1%

areas alone at night					
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4. To what degree are the following problems in Carrboro:

	Not a problem	Minor problem	Important problem	Major problem	Extreme problem
a. Loitering	33.7%	40.7%	15.1%	7.0%	3.5%
b. Drugs	25.3%	32.9%	25.3%	10.1%	6.3%
c. Litter	26.1%	55.7%	15.9%	2.3%	0.0%
d. Crime	14.1%	51.8%	27.1%	5.9%	1.2%
e. Growth	14.9%	24.1%	31.0%	25.3%	4.6%
f. Traffic	6.8%	27.3%	34.1%	21.6%	10.2%
g. Run down houses/buildings	22.1%	41.9%	22.1%	8.1%	5.8%

5. In the past 12 months, about how many times have you or anyone in your household used the following services:

	Never	1-5 times	6-10 times	11-15 times	More than 15 times
a. Used the Orange County public library at McDougle Elementary School	64.7%	24.7%	2.4%	2.4%	5.9%
b. Used the Carrboro Century Center	46.0%	42.5%	4.6%	3.4%	3.4%
c. Participated in recreation program or activity	38.1%	44.0%	7.1%	4.8%	6.0%
d. Rode a local bus within Carrboro	38.4%	26.7%	7.0%	2.3%	25.6%
e. Visited a neighborhood park	4.5%	47.7%	18.2%	6.8%	22.7%
f. Attended the Farmers Market	15.7%	36.0%	13.5%	15.7%	19.1%
g. Attended a Board of Aldermen meeting or other public meeting	64.0%	24.4%	5.8%	1.2%	4.7%
h. Watched a Board of Aldermen meeting or public meeting about town matters on cable TV	55.8%	30.2%	4.7%	2.3%	7.0%
i. Recycled used paper, cans or bottles	1.1%	3.4%	4.6%	2.3%	88.5%
j. Used a bike or pedestrian lane/path	10.3%	19.5%	9.2%	4.6%	56.3%
k. Volunteered your time to some group/activity in Carrboro	43.7%	21.8%	5.7%	9.2%	19.5%
l. Visited the Town of Carrboro web site (www.ci.carrboro.nc.us)	4.6%	46.0%	12.6%	10.3%	26.4%

m. Used the Internet to communicate with the Town	50.0%	30.2%	5.8%	1.2%	12.8%
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6. How do you rate the quality of each of the following Carrboro services?

	Excellent	Good	Fair	Poor	No opinion
a. Police department services	43.2%	47.7%	1.1%	2.3%	5.7%
b. Fire services	45.8%	38.6%	1.2%	0.0%	14.5%
c. Garbage collection	50.0%	44.2%	0.0%	2.3%	3.5%
d. Recycling	45.5%	40.9%	10.2%	1.1%	2.3%
e. Recreation facilities	26.4%	44.8%	21.8%	2.3%	4.6%
f. Recreation programs & classes	26.5%	37.3%	15.7%	3.6%	16.9%
g. Town parks	33.7%	47.7%	12.8%	4.7%	1.2%
h. Park maintenance	35.3%	55.3%	7.1%	1.2%	1.2%
i. Street maintenance (i.e. potholes)	15.9%	50.0%	29.5%	3.4%	1.1%
j. Cleanliness of streets (i.e. debris)	21.6%	52.3%	22.7%	2.3%	1.1%
k. Street lighting	13.8%	54.0%	24.1%	8.0%	0.0%
l. Ease of car travel in Carrboro	9.1%	43.2%	31.8%	15.9%	0.0%
m. Ease of bus travel in Carrboro	30.3%	28.9%	15.8%	9.2%	15.8%
n. Enforcement of traffic laws	19.8%	42.0%	17.3%	16.0%	4.9%
o. Services to seniors	10.5%	24.6%	5.3%	8.8%	50.9%
p. Services to youth	19.0%	31.7%	9.5%	7.9%	31.7%
q. Planning and zoning	14.7%	40.0%	22.7%	12.0%	10.7%
r. Sidewalk maintenance	19.5%	48.8%	19.5%	11.0%	1.2%
s. Carrboro's web site (www.ci.carrboro.nc.us)	34.6%	44.4%	14.8%	0.0%	6.2%

7. Please rate the following:

	Excellent	Good	Fair	Poor	No opinion
How well the services provided by Carrboro have matched the change in population over the past 5 years?	11.3%	54.9%	14.1%	1.4%	18.3%

8. Please rate the following statements by checking the box that most closely represents your opinion:

	Excellent	Good	Fair	Poor	No opinion
a. Based on the taxes I pay, the services I receive from Carrboro are:	14.5%	39.8%	26.55	14.5%	4.8%
b. The overall direction	12.7%	58.2%	22.8%	5.1%	1.3%

that Carrboro is taking is:					
c. My knowledge about the services Carrboro provides is:	22.9%	36.1%	33.7%	7.2%	0.0%
d. Carrboro's government rates the importance of citizen input as:	29.5%	44.9%	17.9%	1.3%	6.4%

9. What is the best aspect of living in Carrboro?

See Appendix C

10. What concerns do you have about living in Carrboro?

See Appendix C

11. What is the best way to keep you informed about Town business?

See Appendix C

12. How many years have you lived in Carrboro?

a. 0-5	51.6%
b. 6-10	9.9%
c. 11-15	9.9%
d. 16-20	5.5%
e. 21-25	2.2%
f. 26-30	0.0%
g. 31-35	3.3%
h. 36 or more	3.3%

15. Do you rent or own your home?

a. Rent	44.7%
b. Own	55.35

16. What best describes the type of home you live in?

a. Apartment	23.8%
b. Single family home	65.5%
c. Trailer or mobile home	0.0%
d. Townhouse	7.1%
e. Condominium	1.2%
f. Other (please describe)	2.4%

16. How many people, including yourself, live in your household?

a. 1	17.8%
b. 2	37.0%
c. 3	23.3%
d. 4	16.4%
e. 5	4.1%
f. 6	0.0%

17. What is the highest degree or level of school you have completed?

a. Some high school	1.1%
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b. High school diploma	3.4%
c. Some college	9.2%
d. Associate's degree	3.4%
e. Bachelor's degree	36.8%
f. Graduate or professional degree	46.0%

11. What is your annual household income?

a. Less than \$14,999	5.1%
b. \$15,000 to \$24,999	5.1%
c. \$25,000 to \$34,999	11.5%
d. \$35,000 to \$49,999	16.7%
e. \$50,000 to \$74,999	28.2%
f. \$75,000 to \$99,999	12.8%
g. \$100,000 to \$149,999	15.4%
h. \$150,000 to \$199,999	3.8%
i. \$200,000 or more	1.3%

12. With which race or ethnic group do you primarily identify?

a. American Indian or Alaskan native	
b. Asian or Pacific Islander	
c. Black/African American	8.6%
d. Hispanic	3.7%
e. White/Caucasian	84.0%
f. Other (please describe)	3.7%

13. What is your age?

a. 18-24	11.1%
b. 25-34	28.9%
c. 35-44	23.3%
d. 45-54	16.7%
e. 55-64	10.0%
f. 65-74	1.1%
g. 75-84	0.0%
h. 85 and over	0.0%

19. What is your gender?

a. Female	50.6%
b. Male	49.4%

Appendix C: Open-Ended Comments

What is the best aspect of living in Carrboro?
central, active downtown core
very quiet
close to stores
poor
close to variety of stores
nice apartment
quiet
generally clean
cosmopolitan feel
small town feel
small, quiet, safe, friendly people
bikeable, respect of gays and lesbians, Arts center, Cats Cradle
music festival
residential area close to UNC
diversity, older downtown look, arts
race relations, small town feel
quiet, sense of community
peaceful, feeling of safety
diversity, liberal environment, community emphasis, next to college town
smallness, walkable, Farmers Market
cultural
nice neighborhoods, it is small
schools, shopping
small town feel, playgrounds, parks, walking/biking trails, extracurricular activities
proud of Carrboro's downtown
quiet, low crime
many cultures
diverse cultural differences; schools
community, Weaver St. Thursdays
friendly people, diverse pop, architectural variety, non-auto transportation
price
Weaver St. Market, free bus system
close to CH, cheaper to live, Farmer Market, Weaver S
Close to UNC
cheap housing
transportation, ease to UNC
small, quiet, creative people
close to campus
feel somewhat safe, quiet, recreational activities for youth
sense of security and safeness
not Chapel Hill
not in Chapel Hill, quiet, safe
lower cost of living, close to CH

rural area
slightly nicer than Chapel Hill
community focus of local business, lack of chains, public art, Farmers Market
close to other areas, cheap housing available, high auto taxes
small town feel
walkability, bikeable, Farmers Market, Weaver St, Market, Arts Center, Cats Cradle
culture
Farmers Market, WSM, arts center, AC Fitness
quality of those with whom I daily share air
walkable/bikeable, good people, arts, trees, local business, Farmers Market, Bolin Forest
community feel, nice neighborhoods, affordable, close to CH
safe, well-run town
progressive, great places, festivals, acceptance of Latino population, green spaces
keep commercialism low, natural environment, open mind
community feel; walkability, Weaver St. Market, Farmers Market
close to everything
small town, wooded
perfect size and location
Convenience. low crime
community, inclusiveness
tranquil and safe
self-confident, well run and with work and public interest it can become better
community activities, sense of community
walking and bike friendly
Weaver St Market, music, restaurants, close to CH
bike lanes, Weaver St Market, Farmers Market
close to UNC, and CH
tranquility and quality of life
sense of community, good schools, easy access to local farms and healthy foods
close to UNC and cheap
compact downtown area, walkability, bike paths, cultural events, community feel
cultural activities
quiet, close to UNC and public transportation
music at Weaver St. Market
small town living; friendliness
attempts toward livable community
walking, convenience to stores, town events, Farmers market, less traffic than CH
good music, safe, people of all ages, walkable, bike paths
walkable, Farmers Market, Weaver St. Market, bike routes, sense of community, Carr Mill Mall
great bike and walking paths, friendly people
community
close to work, cultural programs
quiet
cost of living
convenience, safety, attractiveness
sense of community
trees, Weaver St. Market

small community, services, attractions, events
convenient to UNC
small town feel, accessibility
diversity
variety of events, activities, restaurants; walkable
it's not Chapel Hill
community, walkability, arts
easy access, feels safe, good bike lanes
climate, outdoor activities, tranquil
diversity, ease of small town
Close to hospital, fire dept.
small town, great people
central location
wonderful place; lived here 62 years
the people
rising crimes, increased loitering at bus terminals; drinking of alcohol on streets
tax base is residential
community oriented, friendly, simple living, thoughtfulness, privacy, unique, open minded
friendliness, town events, Weaver St Market
convenient to CH stores
walkability, arts, cultural events
the people
born here; raised children here
convenience
bikeable
to pay very high taxes with poor return
small town
love the community, many friends, close to hospital
community spirit, concern for improvement, schools
clean streets, bus, parks, Farmers Market
kid friendly, fairly safe, close to work, property values
small town atmosphere
mostly tolerant population, diversity
arts center, wine market
always feel comfortable
farmer Market, Weaver St
small communities
small town atmosphere
walkable
cheaper than CH
safe, small town, great services, shopping, parks
not needing car, close to UNC
Weaver St Market, Farmers Market
small town atmosphere, caring
people
liberal community
WSM- walking. biking

eclectic nature of community and diversity
vitality, mix of people
lived here all my life, see Carrboro as my home town with friends and family
sense of community, Farmers Market, Weaver St, Market, pedestrian accessibility
nice size town with business that can get to know merchants by name
downtown, Weaver St, Market, small town feel
interesting population, small town atmosphere
sense of community, close to services
alternative, Weaver St Market, bike paths
small town, friendly
location, cultural
proximity of places
schools, convenience of goods/services
school system, close to UNC
schools
diversity, walkable
small town center with basic services met
good schools, small town
schools, recreation and parks program, location
walkability, entertainment, fun places to go
safe neighborhood, good schools, parks
sense of community
small town feeling
family is here, proximity to UNC, church
Chapel Hill, access to Triangle, schools
Great community atmosphere. fun community activities, Farmers Market
small town atmosphere
small community, open areas, family neighborhoods
close to I40, UNC, Duke, RTP, great schools
runner friendly streets, quiet neighborhoods, clean
small town atmosphere, high level of acceptance, quality of public schools
sense of community, WSM, walkable, Farmers Market, safety
proximity to UNC
access to arts, Weaver St. Market, CH library, YMCA, quietness, safe
community atmosphere
mix of different kinds of people; Weaver St. Market
relaxes; community events; parks; free bus
community spirit; walkability; feel safe
like cul de sacs
sense of community, shops and markets close to home, safe and friendly
walkable, buses
close to work and volunteer
proactive aldermen, size of community, cultural resources, Weaver St Market
arts/cultural, Weaver St Market, child friendly, holiday parades, green spaces
less crime
diversity, great location, community, downtown, cultural climate
sense of community, Weaver St. Market, Farmers Market, Art Center, Carr mill Mall

small community feeling, good bus services, liberal politics
small size, community events, Farmers Market, accessibility, Weaver St. Market
urban attitude in small town setting
parks, bike trails and paths
proximity to cultural events and to hospital
bike access to campus, Bolin Forest
quality schools, cultural events
Weaver St Market, Farmers Market, Century Center
friendly, small town
safety, close to country
walk to stores, historic neighborhoods
small town feel
unique, cultural opportunities, houses keep value
sense of community, running, biking; cosmopolitan feel
safe
small town, cows
quiet, well kept neighborhoods
friendliness, cultural diversity, cleanliness
quiet but interesting, Farmers Market, Weaver St Market, progressive govt, culture, walkable, bikeable
size, Weaver St Market, walkable
downtown has so many services, fun activities
Weaver St, Bolin Creek, bike paths, art, mixed housing
Weaver St, Harris Teeter, Caroline Crafts, Farmers Market, Arts Center
proximity to work
safe, clean, good quality of life
sense of community
nice community
bikeways, community spirit, proximity to UNC, urban density, Farmers Market, Bolin Forest, walking trail
not a lot of traffic
small, art activities
walkable, bikeable, interesting community
community, culture, arts, lefty politics, mixed use
living out from downtown
Schools. proximity to CH, neighborhoods/community
small town atmosphere, Weaver St. market, community
great town, I love everything
maintained our size and welcomed everyone
access to aldermen, mayor; walkable, bikeable, Weaver St, restaurants, Farmers Market, art, diverse
clean, organic food, arts
small size, friendly
sense of community, interested neighbors, progressive politics
sense of community, friendly people
potential of being sophisticated town
bike paths

small town life
friendly, small town atmosphere
small town atmosphere, excellent schools, greenery (which is vanishing)
bus services, cultural activities
schools, friendliness
small town living, safety
sidewalks, bike lanes, Weaver St Market, Farmers Market, diversity, schools
progressive atmosphere
diversity and sense of well-being
proximity to UNC
small town, friendly people
diversity, urban scale
friendly people
close to work, many shopping areas close by

high-density growth and expanding population
sidewalks
rent
shopping areas needed
high cost and taxes
Mexicans moving in-crime
none
too expensive
growth out of control, higher rent and cost and crime
affordable housing
finding a job
vague noise ordinance
go from good to bad neighborhood in less than one block
safety
affordable housing, street maintenance
none
hope it does not get too big
living age?; direction of Weaver St. Market
more eating establishments
increase in development, potential loss of public areas
high rent
safety
affordable housing
safety
preserve small town environment
safety
not enough street lighting
none
some neighborhoods are not safe
Jones Ferry park and ride will bring traffic, crime
university lake is shrinking
safety
zoning, planning; too expensive for median income, action on retention/recruitment
sprawl
high rent, increased traffic vs. pedestrian problems
far from Durham and shopping, not many amenities in Carrboro
a little unsafe
safety
too many liberals
large racial division, traffic gets ugly downtown, sprawl
safety, alcohol in streets, run down houses
growth in proper areas

cost of housing, protection of last remaining open space, regional rail plans
long commute to RTP
affordable housing; race relations; growth
development ahead of standard of living; traffic; safe pedestrian routes
increase in affordable housing, crime, traffic
expense of living here
affordable housing, use of green space, suburban sprawl
commercialism will take over, too much money for education
unsafe areas, large influx of Mexican
perpetual drunks hang out at bus stop
cost of homeownership
sprawl
rising cost of living edging out regular blue-collar folks
no concerns so far
will it ever have enough money and multi-year commitment to rebuild downtown
buses, crime
cost of housing may prevent community from becoming more diverse
is there a citizen welcome packet
litter, poverty
high cost of housing
people in apt. complex drink and listen to loud music
traffic issues
safety
more bike paths and more bike lanes on streets
growth
increased traffic not matched by increased pedestrian safety
worried that it will be engulfed by CH sprawl, won't be affordable; appreciate lower cost housing
lack of affordable housing
Street lighting at night
less access to bus due to changes to CW/CL bus line
traffic, bus service
high cost of living
dull
traffic volume, noise, pollution, sprawl
affordable housing
cost of rent
bad neighborhoods
traffic, cost of living
affordability of owning home; not bike friendly
more crosswalks, bike paths, sidewalks
too many people in too small space
racial divisiveness
too many run down houses
safety
taxes too high for seniors
none

housing costs too high; taxes too high for seniors on fixed incomes
taxes
Internet, newspaper, mailing
newspaper
high taxes for seniors
best aspects are being overlooked in order to keep up, too expensive
hope it keeps its personality as a community
zoning, no infill
sidewalks, recycling on Southeast side
taxes; downtown traffic; too much govt. control of personal property rights
high taxes; growth/planning
traffic
public safety
too much growth, high taxes
taxes
govt caters to citizens who are well off
not enough shopping, poorly lit streets, loitering
increasing taxes, constant school redistricting
restaurants that are easy to get to; drive ins
not enough bike paths
too many groupies at Weaver St
high tax rate
growth of surrounding areas
taxes have doubled in 3 yrs
traffic, taxes
taxes
traffic, lack of sidewalks and bike paths
property taxes too high
burglary, fear of certain areas, traffic, trash
taxes too high
too much idle traffic at stop lights, govt. passing needless ordinances
cost
traffic, no activities for teens
growth, affordable housing, being able to afford to live here when I retire
everything
appropriate growth, downtown business, parking, safe neighborhoods, activates for youth/seniors, tax
lack of affordable housing, taxes
high tax rate
housing prices exclude service workers
cost of living, taxes too high
stifled growth, not using best resources for smart growth
growing too fast
too much growth
traffic, embracement of illegal Hispanics, lack of traffic enforcement, lack of zoning standards
high tax rate
managing growth

pricing Carrboro out of range for most people
too high tax base, no industry to subsidize tax
failure to enforce appearance standards
high taxes, no business base to help
fast growth
taxes increasing but town direction is still the same
traffic, widening of Smith Level, taxes, overcrowding of schools
crime, commercial and residential development, traffic, taxes
growth, taxes
taxes, overcrowding, sprawl
traffic
infill, poor bus service, special interest groups get tax dollars, more shops, poor sign ordinance
Bolin Creek
Alderman vs. citizens
traffic, aggressive pan handling, loitering
terrible traffic, more public transportation and emphasis on biking, bike path on Estes
too large, too many subdivisions
crime
too much low cost housing imposed on developments
overcrowding, property tax rate
inefficiency of town govt, overregulation of development, shortage of non-residential tax base
too expensive, high housing and tax rates decrease diversity, need roller rink, roundabouts
increased density of people and traffic, lack of mass transit to Durham, Raleigh, RDU, high axes
need street lighting
taxes
taxes; responsible growth
traffic; high density housing at ends of dead end street
dislike through-roads in neighborhoods
traffic: turn signal at main and Greensboro St
less cars around town, maintain open tracts of farm land, maintain wildlife corridors
loose cats and rabies
zoning
loss of green spaces, rise in crime, impact of growth on environment, isolation of Wilson Path
maintain crime rate
traffic on 54, security at FPG elementary
broaden tax base to include more retail and commercial; taxes too high on residents
growth and development encroaching on green space; housing demand driving up prices
uncontrolled growth
conservative backlash
growth taking over walking trails and bike paths and parks, robbery
affordability of living in Carrboro due to high taxes
cost
high taxes, high % of voters affecting taxes who are not property owners
very expensive
increase tax base, giving town staff raises when others are not getting raises due to economy
keep growth real slow

dichotomy between old and new
traffic, sprawl, water, deer destroying plants
balanced growth, overpopulation of schools
schools not keeping pace with development
sprawl
narrow winding streets, no wide artery roads, traffic enforcement in neighborhoods
taxes are high, not much to show for all the taxes
unsafe places for bicyclists, more greenways
multiple unrelated occupants
expensive housing, more housing downtown, too many cars
that I will kill biker or pedestrian on 54 Bypass
lack of commercial base to offset taxes, growth development strategies
balance growth and quality of life
rapid growth, increased crime
high taxes
reach out to Hispanic population, pedestrian areas needed
widening road will increase traffic
taxes too high considering that roads and traffic is a mess, need work on roads, traffic, pedestrian
traffic patterns, racial issues
growth, business growth, unaffordable
traffic, high taxes, town council interested in own ideas
crime, reduce burden of homeowners on tax base
death by traffic
poor appearance of housing, high taxes
movement to cram more people into small space
increase in traffic, too few sidewalks, parks in disrepair, older neighborhoods turning into rentals
taxes
combine services with CH, no commercial tax base
on-going maintenance of affordable housing
too many apartments.
too much development
greenery is vanishing
growth
tax rate
overdevelopment, too many duplexes
speeding, improvement to parks, bike lane on Estes,
improve moral stance
gentrification
increasing taxes
high crime rate
pedestrian security, better bus service, improve Latin community services
taxes

What is the best way to keep you informed about Town business?
email
mail
brochures
newsletters
mail
email
newspaper
mail, TV
website, newsletter
mail
email
mail, email
newsletter
mail, email
mail
newsletters, website, postings
newsletter
website
newspaper
mail
public notices, newspaper
website and newspaper
local news
mail
mail
mail
TV, Internet
mail
mail
mail
website, mail
fliers, posters
mailing
mail
newsletter
newspaper, signs
mail
mail
postings, Internet, newspaper
website
newspaper
What is the best way to keep you informed about Town

business?
email
email
newspaper, Internet
mail, newspaper
News 14, newspaper, signs
mailings
mail
website, newspaper
mail
newspaper
mail
Independent, WUNC
Internet, mail
newsletters
mail
mail
mail
email, Chapel Hill News
newsletter
mail
mailing
newspapers
newspaper, TV
newsletter
fliers, mail
mail
Independent, WXYC
email, Internet
radio/TV
website
literature
mail, email
email
mail
posted signs, brochures
TV, radio
mailings, TV
mailing
mail
TV, newspaper
radio, newsletter
mail
mail
newspaper
mail

mailings, email
newspaper
website, Channel 4
newsletters
newspaper; town meeting
TV
mail
news, papers
TV
newspaper, town meeting
TV, newspaper, Internet
email, website
pamphlets
newsletter
website, articles in paper
TV
TV, newspaper
local paper
mailing
mail
calendar of events
newspaper, Internet, TV
newspaper, TV
email
email
newspaper
email, website, mail
TV, board meetings, mailings
website
paper and radio, TV
mail, website, newspaper
newsletter, website
mail
newspaper
newspaper
newsletters
paper, TV
Internet, newspaper
mail
newspaper, web, email
newsletter
newspaper
Chapel Hill News
newspaper
website, newspaper

newsletter
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email
website, newspaper
newspapers
newspaper
mail, newsletter
website, newsletter
newsletter
newspaper
newspaper, flyers
mail
Chapel Hill News or Independent
mail
mail
flyer, TV, newspaper
press
newspaper
newspaper
mail
email
signs at end of Estes Ext. are great
newspaper, website
website
paper
Internet
Internet, Chapel Hill News
Website, Chapel Hill News
newspaper, newsletter
doing fine
Chapel Hill News Reports
newspapers
fliers left on trash cans
newspaper
mail
newspaper, mail
newspaper
newspaper
website
website, mailings
mail
newspaper, mail

newspaper
mail, email
newspaper
mail
Internet and Chapel Hill News
newspaper
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newspaper
Chapel Hill News
email
web, mailing
mailing
newspaper
mail
mail, signs
mail, email

newspaper
mail
mail
email
flyers
mail, Internet
Internet
mail, website
signs
newspaper
am news
email
newspaper
mail or email
newspaper and TV