

### TOWN COUNCIL FOCUS AREAS

The survey included several questions examining specific focus areas of the Town Council. The respondents were asked to rate their satisfaction with the Town’s efforts in several focus areas, including environmental protection; keeping Cary the best place to live, work and raise a family; transportation; planning and development; and recreational facilities. A 9-point scale from very dissatisfied (1) to very satisfied (9) was used for all the areas examined with the exception of a 9-point effectiveness scale used for keeping Cary the best place to live, work and raise a family. The focus areas are listed in order of mean scores indicating higher levels of satisfaction and/or effectiveness from the respondents.

The job the Town is doing with recreational facilities continued to earn the highest rating of any of the focus areas. The respondents were asked to consider the overall job the Town is doing in terms of developing, maintaining and operating recreational facilities, including parks, greenways and community centers. Table 61 shows the impressive results for the overall job the Town is doing. The mean was 8.02 with 93.8% on the “satisfied” side of the scale (above 5) while only 1.4% of the responses on the “dissatisfied” side of below 5 (Figure 17). This is a slight increase from 2016 when the mean was 8.00. One of the key differences was the gain in the respondents who answered they were “very satisfied,” increasing from 37.6% to 41.5% this year. Overall, this ranks as the highest overall rating the Town has earned for their efforts with parks, greenways and community centers.

Figure 17. Satisfaction with Job Town is Doing on Parks and Recreation

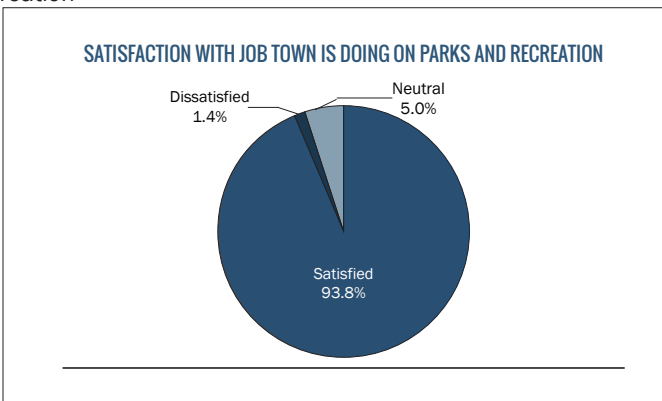


Table 61. Satisfaction with the Overall Job the Town is Doing of Developing, Managing and Operating Recreational Facilities

YEAR	MEAN	% ABOVE 5
18	8.02	93.8
16	8.00	95.2
14	7.61	90.5
12	7.87	91.2
10	7.68	88.8
08	7.46	87.6

The respondents who gave the Town a rating below 5 (“dissatisfied” side) were subsequently asked what actions the Town could take to make them more satisfied with developing, managing and operating recreational facilities. All the comments are shown in Appendix M. This year, there were only 10 total comments from the respondents. There were only two suggestions mentioned more than once. These were to preserve green-space/stop taking down trees (three comments) and to improve the tennis facilities (two comments).

The second highest rated of the focus areas was how effective the Town Council was in keeping Cary the best place to live, work and raise a family. This question used a 9-point effectiveness scale ranging from very ineffective (1) to very effective (9). The respondents remained very supportive of the Town’s efforts with a mean rating of 7.75 (Table 62). This represents the second highest mean earned by the Town. The mean has also improved slightly from 7.72 in 2016. There were 91.7% of the responses on the “effective” side of the scale with only 1.9% on the “ineffective” side (Figure 18).

Figure 18. Effectiveness in Keeping Cary the Best Place to Live, Work and Raise a Family

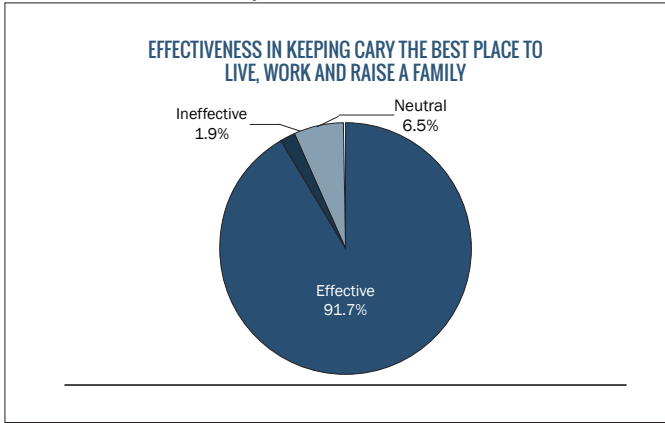


Table 62. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work and Raise a Family

YEAR	MEAN	% ABOVE 5
18	7.75	91.7
16	7.72	92.3
14	7.49	87.1
12	7.83	93.1
10	7.65	89.8
08	6.85	77.0

The respondents were also satisfied with the job the Town is doing on issues related to environmental protection. They were asked to consider the Town’s environmental efforts, such as recycling, open space preservation, water conservation, sustainability, erosion control, stormwater and litter reduction. The respondents gave the Town high marks with a mean of 7.64 (Table 63). The mean has decreased from 7.74 in 2016 though, not statistically significant. There were 90.0% of the responses on the “satisfied” side of the scale, down from 95.5% with only 1.8% on the “dissatisfied” side, improving slightly from 1.9% (Figure 19).

Figure 19. Satisfaction with Job Town is Doing on Environmental Protection

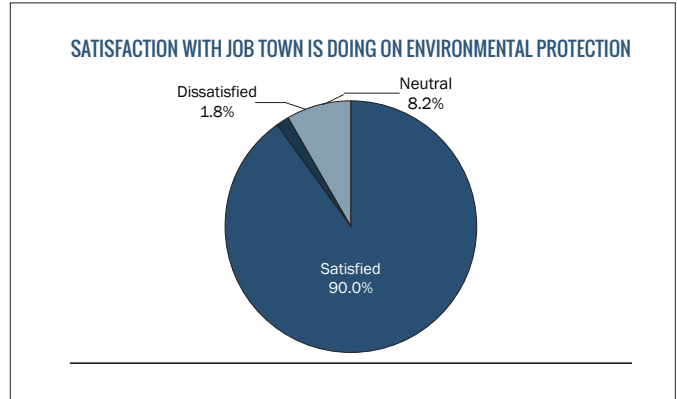


Table 63. Satisfaction with the Job the Town is Doing on Environmental Protection

YEAR	MEAN	% ABOVE 5
18	7.64	90.0
16	7.74	95.5
14	7.53	89.1
12	7.62	88.6
10	7.67	91.4
08	7.04	80.0

The respondent’s satisfaction with the Town’s transportation efforts increased again this year. The respondents were asked to consider issues like widening roads, GoCary, synchronizing signal lights and adding bike lanes/greenways/sidewalks. The mean this year was 7.36, and it has increased from 7.20 in 2016 (Table 64). Though not statistically significant, it represents the highest mean the Town has earned for transportation. There were 84.6% on the “satisfied” side of the scale and only 3.8% on the “dissatisfied” side (Figure 20). Note the “dissatisfied” side fell from 5.9% in 2016.

Figure 20. Satisfaction with Job Town is Doing on Transportation

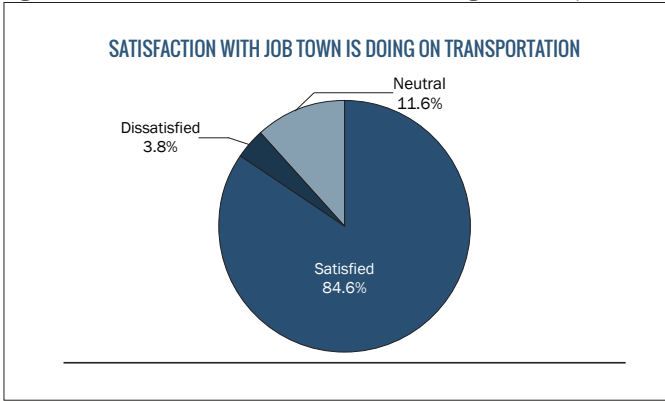


Table 64. Satisfaction with the Job the Town is Doing on Transportation

YEAR	MEAN	% ABOVE 5
18	7.36	84.6
16	7.20	84.1
14	6.94	79.9
12	7.07	80.8
10	6.73	72.1
08	6.66	72.9

Figure 21. Satisfaction with Job Town is Doing on Planning and Development

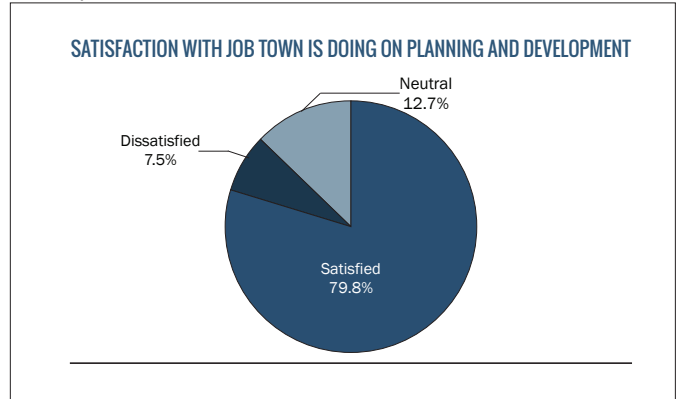


Table 65. Satisfaction with the Job the Town is Doing on Planning and Development

YEAR	MEAN	% ABOVE 5
18	6.97	79.8
16	7.16	83.4
14	6.60	72.6
12	6.82	75.6
10	6.73	75.8
08	5.93	61.1

Finally, the respondents rated the job the Town is doing with planning and development. They were asked to consider issues such as guiding growth, focusing on mixed use development and ensuring high-quality development compatible with existing development. The results show a decrease in the mean from 7.16 to 6.97 that was not statistically significant (Table 65). There were 79.8% on the “satisfied” side of the scale, down from 83.4%, while the “dissatisfied” responses increased from 4.6% to 7.5% (Figure 21). Even with the decline, this rating represents the second highest ranking for this focus area. See Appendix B for selected focus area crosstabulations (B355-B399).

Table 61. Satisfaction with the Overall Job the Town is Doing of Developing, Managing and Operating Recreational Facilities

YEAR	MEAN	VERY DIS-SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	GRADE
18	8.02	0.3	0.8	0.3	0.0	5.0	3.3	10.8	38.2	41.5	93.8
16	8.00	0.0	0.5	0.0	0.0	4.3	3.0	16.0	38.6	37.6	95.2
14	7.61	0.2	0.5	0.0	0.5	8.2	6.0	21.9	35.9	26.7	90.5
12	7.87	0.5	0.5	0.3	1.0	6.6	4.1	15.0	30.7	41.4	91.2
10	7.68	0.0	0.0	0.3	1.3	9.8	4.0	21.0	31.5	32.3	88.8
08	7.46	0.0	0.2	0.0	0.7	11.4	7.7	25.9	27.9	26.1	87.6

Table 62. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work and Raise a Family

YEAR	MEAN	VERY DIS-SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	GRADE
18	7.75	0.5	0.3	0.3	0.8	6.5	3.8	17.8	41.0	29.1	91.7
16	7.72	0.3	0.3	1.3	0.8	5.3	3.5	20.0	41.3	27.5	92.3
14	7.49	0.5	0.0	0.7	0.7	10.9	6.0	21.9	33.8	25.4	87.1
12	7.83	0.8	0.3	0.5	0.5	4.9	3.9	17.0	38.8	33.4	93.1
10	7.65	0.3	0.3	0.3	0.3	9.3	4.3	21.1	36.1	28.3	89.8
08	6.85	1.3	0.3	0.5	2.0	19.0	12.3	28.8	20.1	15.8	77.0

Table 63. Satisfaction with the Job the Town is Doing on Environmental Protection

YEAR	MEAN	VERY DIS-SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	GRADE
18	7.64	0.0	0.5	0.5	0.8	8.2	6.4	18.8	36.0	28.8	90.0
16	7.74	0.3	0.3	0.8	0.5	2.8	7.2	21.3	40.5	26.5	95.5
14	7.53	0.5	0.5	0.5	1.0	8.5	5.3	22.0	37.5	24.3	89.1
12	7.62	1.3	0.0	0.5	0.8	8.8	5.3	19.4	30.8	33.1	88.6
10	7.67	0.5	0.0	0.8	0.5	7.0	5.3	19.5	39.8	26.8	91.4
08	7.04	1.0	0.0	1.0	1.5	16.6	11.8	25.4	22.4	20.4	80.0

Table 64. Satisfaction with the Job the Town is Doing on Transportation

YEAR	MEAN	VERY DIS-SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	GRADE
18	7.36	0.5	0.5	1.0	1.8	11.6	7.6	22.2	27.5	27.3	84.6
16	7.20	0.8	0.3	1.8	3.0	10.1	9.8	25.7	24.9	23.7	84.1
14	6.94	0.5	0.5	2.2	3.2	13.7	12.0	26.2	26.2	15.5	79.9
12	7.07	1.3	0.8	1.8	3.0	12.4	9.8	22.0	28.5	20.5	80.8
10	6.73	1.3	1.5	2.5	2.8	20.0	9.3	23.3	23.5	16.0	72.1
08	6.66	0.7	0.5	1.7	8.2	15.9	12.2	24.1	24.9	11.7	72.9

Table 65. Satisfaction with the Job the Town is Doing on Planning and Development

YEAR	MEAN	VERY DIS-SATISFIED 1	2	3	4	NEUTRAL 5	6	7	8	VERY SATISFIED 9	GRADE
18	6.97	1.0	2.1	0.8	3.6	12.7	12.1	23.0	24.5	20.2	79.8
16	7.16	1.0	1.3	1.5	0.8	12.0	12.2	22.4	24.9	23.9	83.4
14	6.60	1.5	2.0	1.5	2.0	20.4	14.0	24.7	22.2	11.7	72.6
12	6.82	1.0	1.8	2.0	2.8	16.6	11.7	22.4	24.2	17.3	75.6
10	6.73	0.3	1.0	1.3	2.5	19.1	14.1	30.2	18.1	13.4	75.8
08	5.93	3.1	2.6	3.8	8.9	20.4	18.1	24.2	12.2	6.6	61.1