



TOWN COUNCIL FOCUS AREAS

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The survey included several questions examining five specific focus areas of the Town Council. The respondents were asked to rate their satisfaction with the Town’s efforts on environmental protection; keeping Cary the best place to live, work, and enjoy; transportation; planning & 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 separate 9-point effectiveness scale used only for keeping Cary the best place to live, work, and enjoy. 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 60 shows the impressive results for the overall job the Town is doing. The mean was 8.17 this year with 96.7% on the “satisfied” side of the scale (above 5) up from 93.8% in 2018. There were only 0.8% of the responses on the “dissatisfied” side down from 1.4% (Figure 16). Note that 44.2% of the respondents answered they were “very satisfied” with the Town’s performance. Overall, this ranks as the highest overall rating the Town has earned to date for their efforts with recreational facilities eclipsing the recent 8.02 in 2018. If this mean were converted into a grade, the Town would earn an A- this year which is up from a B+.

Figure 16. Satisfaction with Job Town is Doing on Recreational Facilities

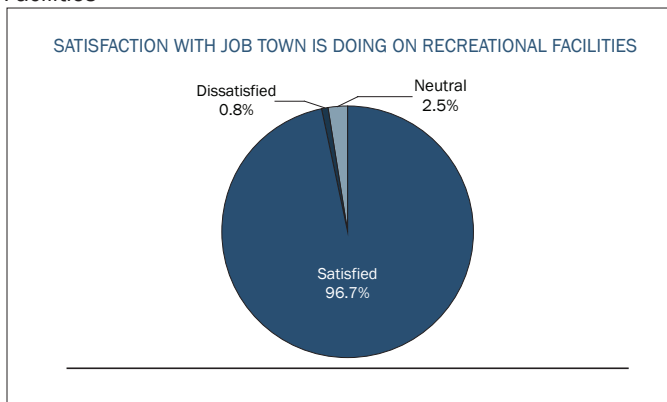


Table 60. Satisfaction with the Overall Job the Town is Doing of Developing, Managing and Operating Recreational Facilities

YEAR	MEAN	% ABOVE 5
20	8.17	96.7
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 suggestions made by the respondents who gave low scores (below the mean of 5) to improve their satisfaction for the focus areas are shown in Appendix L. They will be discussed at the end of this focus area section. See Appendix B for selected crosstabulations on the focus areas (B349-B393).

The second highest rated focus area was how effective the Town Council was in keeping Cary the best place to live, work, and enjoy. This question used a 9-point effectiveness scale from very ineffective (1) to very effective (9). The respondents were very supportive of the Town’s efforts with a mean rating of 7.80 improving slightly from 7.75 in 2018 (Table 61). This represents the second highest mean since 7.83 in 2012. There were 92.0% of the responses on the “effective” side of the scale with only 1.6% on the “ineffective” side (Figure 17). This would convert to a grade of B+ while the grade in 2018 was a B.

Figure 17. Effectiveness in Keeping Cary the Best Place to Live, Work and Raise a Family

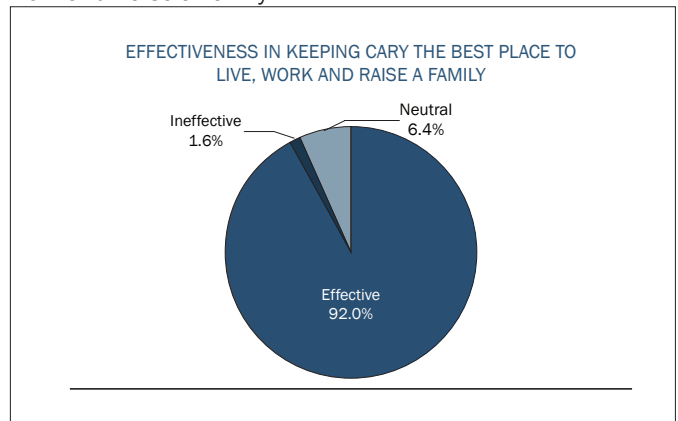


Table 61. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work and Raise a Family

YEAR	MEAN	% ABOVE 5
20	7.80	92.0
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 generally satisfied with the job the Town is doing on environmental protection such as recycling, open space preservation, water conservation, sustainability, erosion control, stormwater, and litter reduction. The respondents gave the Town a good rating with a mean of 7.39 (Table 62). However, the mean has decreased from 7.64 and this decline was statistically significant. There was also a previous decline from 2016 to 2018. There were 86.1% of the responses on the “satisfied” side of the scale versus 3.9% on the “dissatisfied” side (Figure 18). This would convert to a grade of B- declining from a B in 2018.

Figure 18. Satisfaction with Job Town is Doing on Environmental Protection

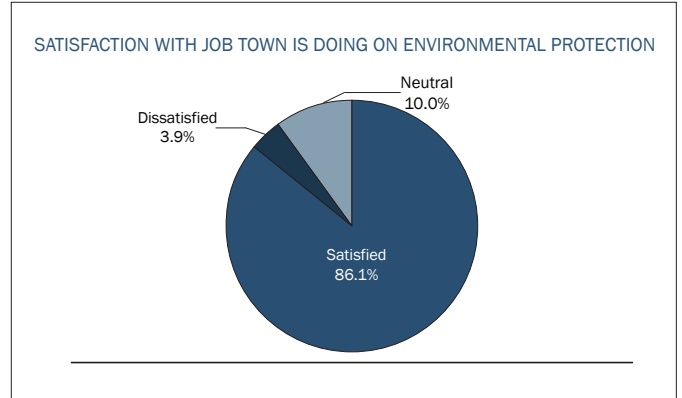


Table 62. Satisfaction with the Job the Town is Doing on Environmental Protection

YEAR	MEAN	% ABOVE 5
20	7.39*	86.1
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 also decreased 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 7.02 down from 7.36 in 2018. This level of mean decrease would also be considered statistically significant (Table 63). There were 81.5% on the “satisfied” side of the scale versus 6.1% on the “dissatisfied” side (Figure 19).The “very satisfied” responses (rated 9) has fallen from 27.3% to 19.2% this year. This would convert to a grade of C+ this year down from a B- in 2018.

Figure 19. Satisfaction with Job Town is Doing on Transportation

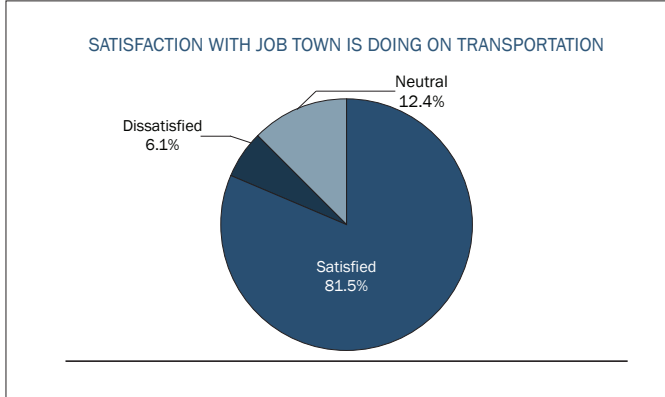


Table 63. Satisfaction with the Job the Town is Doing on Transportation

YEAR	MEAN	% ABOVE 5
20	7.02*	81.5
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

Finally, the respondents rated the job the Town is doing with planning & development such as guiding growth, focusing on mixed use development, and ensuring high-quality development compatible with existing development. This area earned the lowest mean for any of the focus areas. The results show a decrease in the mean from 6.97 to 6.80 this year. However, this mean decrease was not statistically significant (Table 64). There were 78.5% on the “satisfied” side of the scale with 9.3% on the “dissatisfied” side (Figure 20). If this mean were converted into a grade, then the Town would earn a C which is down from a C+ in 2018.

Figure 20. Satisfaction with Job Town is Doing on Planning and Development

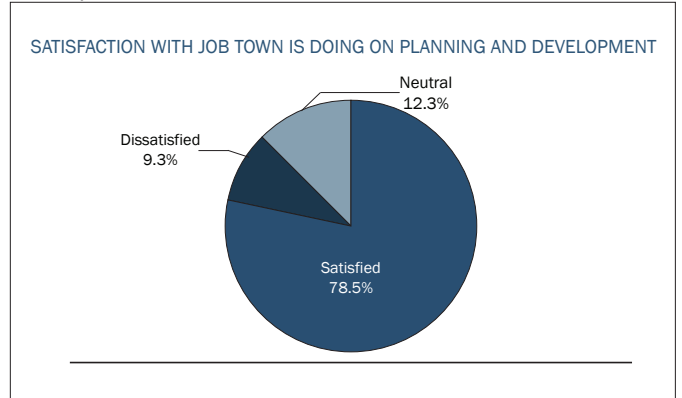


Table 64. Satisfaction with the Job the Town is Doing on Planning and Development

YEAR	MEAN	% ABOVE 5
20	6.80	78.5
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

Table 60. 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
20	8.17	0.3	0.0	0.0	0.5	2.5	1.3	13.6	37.6	44.2	96.7
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 61. 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
20	7.80	0.3	0.0	0.8	0.5	6.4	2.3	20.1	37.4	32.2	92.0
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 62. 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
20	7.39*	0.5	0.8	1.3	1.3	10.0	7.7	21.1	32.4	24.9	86.1
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 63. 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
20	7.02*	0.3	1.0	1.5	3.3	12.4	14.2	23.3	24.8	19.2	81.5
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 64. 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
20	6.80	2.1	1.5	3.6	2.1	21.3	12.3	25.1	24.4	16.7	78.5
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

The respondents who gave scores below 5 for any of the focus areas were asked any specific action the Town could take to make them more satisfied (Appendix L). The key issues for each area were:

- Planning and Development– there were 49 total comments and the key issues were control overdevelopment (19 comments), limit high-density housing/apartments (11 comments), improve infrastructure (6 comments), improve schools (5 comments), and limit building expensive housing (5 comments).
- Transportation– there were 31 total comments and the key issues were to improve traffic (7 comments), adding bike lanes (5 comments), improving public transportation (5 comments), and adding sidewalks (4 comments).
- Environmental Protection– there were 27 total comments including adding weekly curbside recycling (7 comments), stop the loss of trees/greenspace (5 comments), and recycling rules too strict (3 comments).
- Keeping Cary the Best Place to Live, work, and enjoy– there were only 5 comments with no theme.
- Parks& Recreation– there were only 2 comments with no theme.