

TOWN COUNCIL

FOCUS AREAS



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Condo Photography

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, managing, maintaining, and operating parks, greenways, and community centers. Table 63 shows the results for the job the Town is doing. The mean was 8.04 this year with

93.3% on the “satisfied” side of the scale (above 5). This represents a slight decline from 2020 when the mean was 8.17 with 96.7% on the “satisfied” side of the scale. There were only 0.8% of the responses on the “dissatisfied” side, unchanged from 2020 (Figure 16). Note that 44.1% of the respondents answered they were very satisfied with the Town’s performance. Overall, this ranks as the second highest rating the Town has earned to date for their efforts with **recreational facilities** eclipsed only by 8.17 in 2020. If this mean were converted into a grade, the Town would earn a B+ this year which is down from an A-. Although this year’s mean is borderline on remaining as an A-.

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

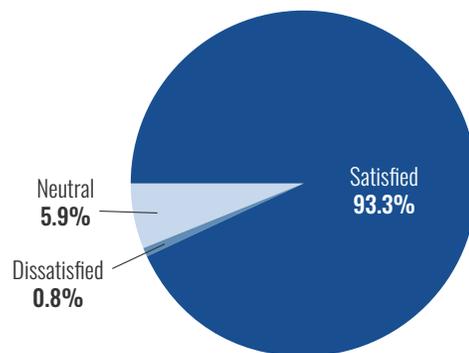


Table 63. Satisfaction with the Overall Job the Town is Doing of Developing, Managing, and Operating Recreational Facilities

YEAR	MEAN	1	2	3	4	5	6	7	8	9	%
2022	8.04	0.0	0.0	0.0	0.8	5.9	1.8	16.0	31.4	44.1	93.3
2020	8.17	0.3	0.0	0.0	0.5	2.5	1.3	13.6	37.6	44.2	96.7
2018	8.02	0.3	0.8	0.3	0.0	5.0	3.3	10.8	38.2	41.5	93.8
2016	8.00	0.0	0.5	0.0	0.0	4.3	3.0	16.0	38.6	37.6	95.2
2014	7.61	0.2	0.5	0.0	0.5	8.2	6.0	21.9	35.9	26.7	90.5
2012	7.87	0.5	0.5	0.3	1.0	6.6	4.1	15.0	30.7	41.4	91.2
2010	7.68	0.0	0.0	0.3	1.3	9.8	4.0	21.0	31.5	32.3	88.8
2008	7.46	0.0	0.2	0.0	0.7	11.4	7.7	25.9	27.9	26.1	87.6

TOWN COUNCIL FOCUS AREAS

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 O. They will be discussed at the end of this focus area section. See Appendix B for selected cross tabulations on the focus areas (B445–B489).

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 solid rating with a mean of 7.56 (Table 64). The mean has improved from 7.39 in 2020, though not statistically significant. This rating stops a trend of mean declines from 2016 to 2020.

There were an impressive 89.8% of the responses on the “satisfied” side of the scale versus only 4.1% on the “dissatisfied” side (Figure 17). This would convert to a grade of B improving from B- in 2020.

Figure 17. Satisfaction with Job Town is Doing on Environmental Protection

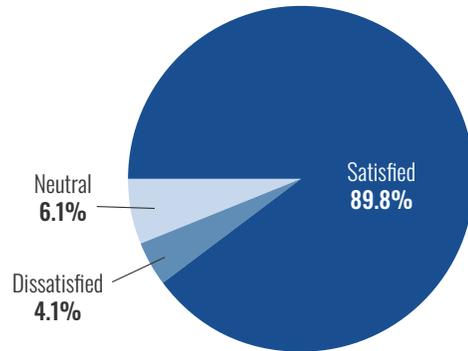


Table 64. Satisfaction with the Job the Town is Doing on Environmental Protection

YEAR	MEAN	1	2	3	4	5	6	7	8	9	%
2022	7.56	0.3	1.0	0.5	2.3	6.1	5.9	25.6	27.4	30.9	89.8
2020	7.39	0.5	0.8	1.3	1.3	10.0	7.7	21.1	32.4	24.9	86.1
2018	7.64	0.0	0.5	0.5	0.8	8.2	6.4	18.8	36.0	28.8	90.0
2016	7.74	0.3	0.3	0.8	0.5	2.8	7.2	21.3	40.5	26.5	95.5
2014	7.53	0.5	0.5	0.5	1.0	8.5	5.3	22.0	37.5	24.3	89.1
2012	7.62	1.3	0.0	0.5	0.8	8.8	5.3	19.4	30.8	33.1	88.6
2010	7.67	0.5	0.0	0.8	0.5	7.0	5.3	19.5	39.8	26.8	91.4
2008	7.04	1.0	0.0	1.0	1.5	16.6	11.8	25.4	22.4	20.4	80.0

TOWN COUNCIL FOCUS AREAS

There was a large decline concerning 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 mean fell from 7.80 to 7.34 this year and this was a statistically significant decline (Table 65). Even with the decline, the respondents were supportive of the Town’s efforts with 82.4% of the responses on the “effective” side of the scale versus only 3.6% on the “ineffective” side (Figure 18). Note the very effective responses fell from 32.2% to 26.1% this year. The mean would convert to a grade of B- falling from B+ in 2020.

Figure 18. Keeping Cary the Best Place to Live, Work, and Enjoy

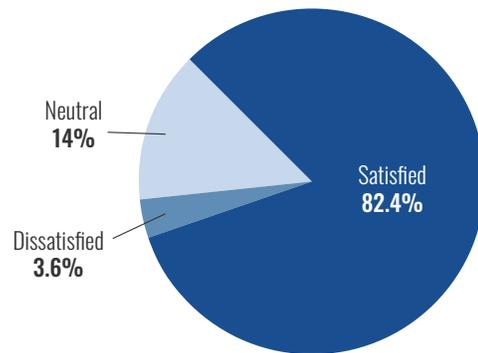


Table 65. Effectiveness of Town Council in Working to Keep Cary the Best Place to Live, Work, and Enjoy

YEAR	MEAN	1	2	3	4	5	6	7	8	9	%
2022	7.34*	0.3	0.3	1.1	1.9	14.0	6.2	21.3	28.8	26.1	82.4
2020	7.80	0.3	0.0	0.8	0.5	6.4	2.3	20.1	37.4	32.2	92.0
2018	7.75	0.5	0.3	0.3	0.8	6.5	3.8	17.8	41.0	29.1	91.7
2016	7.72	0.3	0.3	1.3	0.8	5.3	3.5	20.0	41.3	27.5	92.3
2014	7.49	0.5	0.0	0.7	0.7	10.9	6.0	21.9	33.8	25.4	87.1
2012	7.83	0.8	0.3	0.5	0.5	4.9	3.9	17.0	38.8	33.4	93.1
2010	7.65	0.3	0.3	0.3	0.3	9.3	4.3	21.1	36.1	28.3	89.8
2008	6.85	1.3	0.3	0.5	2.0	19.0	12.3	28.8	20.1	15.8	77.0

TOWN COUNCIL FOCUS AREAS

The respondent’s level of satisfaction with the Town’s **transportation** efforts increased 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 7.18 increasing from 7.02 in 2020 but this degree of increase did not reach statistical significance (Table 66). There were 84.1% on the “satisfied” side of the scale versus 7.9% on the “dissatisfied” side (Figure 19). Note the respondents who were very satisfied increased from 19.2% to 22.7% this year. This would convert to a grade of B- this year up from a C+ in 2020.

Figure 19. Satisfaction with Job Town is Doing on Transportation

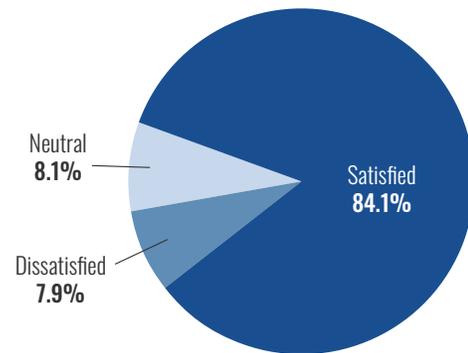


Table 66. Satisfaction with the Job the Town is Doing on Transportation

YEAR	MEAN	1	2	3	4	5	6	7	8	9	%
2022	7.18	0.3	0.5	1.8	5.3	8.1	9.3	26.7	25.4	22.7	84.1
2020	7.02	0.3	1.0	1.5	3.3	12.4	14.2	23.3	24.8	19.2	81.5
2018	7.36	0.5	0.5	1.0	1.8	11.6	7.6	22.2	27.5	27.3	84.6
2016	7.20	0.8	0.3	1.8	3.0	10.1	9.8	25.7	24.9	23.7	84.1
2014	6.94	0.5	0.5	2.2	3.2	13.7	12.0	26.2	26.2	15.5	79.9
2012	7.07	1.3	0.8	1.8	3.0	12.4	9.8	22.0	28.5	20.5	80.8
2010	6.73	1.3	1.5	2.5	2.8	20.0	9.3	23.3	23.5	16.0	72.1
2008	6.66	0.7	0.5	1.7	8.2	15.9	12.2	24.1	24.9	11.7	72.9

TOWN COUNCIL FOCUS AREAS

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 rating for any of the focus areas. The results also show a slight decrease in the mean from 6.80 to 6.72 this year (Table 67). However, this mean decrease was not statistically significant. There were 74.5% on the “satisfied” side of the scale with 12.5% on the “dissatisfied” side (Figure 20). If this mean were converted into a grade, then the Town would earn a C which was unchanged from 2020.

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

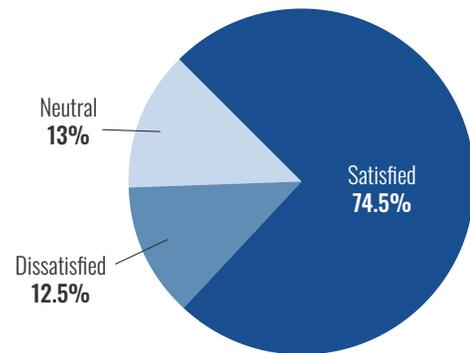


Table 67. Satisfaction with the Job the Town is Doing on Planning & Development

YEAR	MEAN	1	2	3	4	5	6	7	8	9	%
2022	6.72	0.8	1.3	1.6	8.8	13.0	10.9	27.5	19.2	16.9	74.5
2020	6.80	2.1	1.5	3.6	2.1	12.3	12.3	25.1	24.4	16.7	78.5
2018	6.97	1.0	2.1	0.8	3.6	12.7	12.1	23.0	24.5	20.2	79.8
2016	7.16	1.0	1.3	1.5	0.8	12.0	12.2	22.4	24.9	23.9	83.4
2014	6.60	1.5	2.0	1.5	2.0	20.4	14.0	24.7	22.2	11.7	72.6
2012	6.82	1.0	1.8	2.0	2.8	16.6	11.7	22.4	24.2	17.3	75.6
2010	6.73	0.3	1.0	1.3	2.5	19.1	14.1	30.2	18.1	13.4	75.8
2008	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 ABOUT ANY SPECIFIC ACTION THE TOWN COULD TAKE TO MAKE THEM MORE SATISFIED (APPENDIX O). THE KEY ISSUES FOR EACH AREA WERE:

- **Planning and Development** — there were 31 total comments and the key issues were control growth/overdevelopment (12 comments), limit high-density housing/apartments (5 comments), preserving trees/greenspace (4 comments), and the availability of affordable housing (2 comments).
- **Transportation** — there were 12 total comments and the key issues centered on improving and publicizing public transportation (3 comments), adding more bus routes/stops (3 comments), and empty GoCary buses are a waste of money (2 comments).
- **Environmental Protection** — there was only 1 comment this year.
- **Keeping Cary the Best Place to Live, Work, and Enjoy** — there were only 3 comments with no theme evident.
- **Parks, Recreation, and Cultural Resources** — there were 9 total comments and the key issues were connectivity and extending the greenways in Town with 3 comments.

