

Town of Cary
2001 Growth Management Survey
June 2001

Commissioned by

Rockett, Burkhead, & Winslow

Conducted by



Town of Cary

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Methodology

The Town of Cary's 2001 Growth Management Survey was conducted from May 27th through June 9th of 2001. The survey was conducted by BKL Research & Consulting and commissioned by Rockett, Burkhead & Winslow. A telephone survey was administered to 511 residents of the Town of Cary. This resulted in a $\pm 4.4\%$ margin of error based on 2000 Census population figures. Both listed and unlisted telephone numbers with Cary exchanges were included in the sampling frame and contacted using a random selection process. A minimum of four separate callbacks was attempted on each number that was not previously eliminated from the sampling frame. A potential respondent was screened with regards to residence in Cary and whether they were over the age of 18. The average survey completion time was approximately 3 to 5 minutes. The refusal rate for the survey was 32%.

The survey consisted of six core questions with related subparts to several of the questions. The survey instrument is included in Appendix A. Respondents were asked to rate how well the Town of Cary is managing growth in relation to other Triangle communities. The survey then examined specific issues related to growth including awareness of Cary's efforts to manage growth, the importance of certain growth related issues, and citizen opinion on new laws/policies related to growth. Finally, they were asked to rate the desirability of Cary as a place to live in relation to the growth-management policies. The respondents were primarily asked to use a nine-point scale with a midpoint of five (5). Classification questions were included concerning voting involvement, closest home intersections, gender, and focus group participation. The descriptive statistics are included in Appendix B.

Characteristics of the Sample

The sample respondents were 57% female and 43% male (Figure 1). This is not an uncommon occurrence in telephone surveying. Females are more likely to answer the telephone in a married household. These percentages are acceptable due to the fact that a Chi-square test ($\chi^2=1.85$) indicated the sample proportions were not significantly different statistically with 2000 Census population parameters (50.2% female, 49.8% male). Respondents were asked if they voted in town government elections and a very large percentage participated (84.8%). There was no gender difference regarding voting behavior in that 85.6% of males voted and 84.2% of females voted.

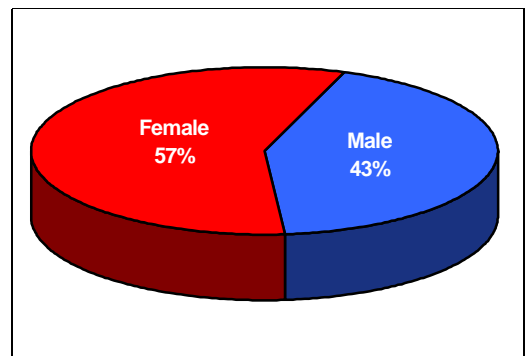


Figure 1. Sample: Gender.

These two classification variables (gender and voting status) will be used in crosstabulations within the report. The streets and closest intersection for the sample are listed in Appendix C. The respondents were also asked if they would participate in a focus group concerning growth management and 41.2% indicated they would like to be involved.

Cary's Efforts at Growth Management

A key question involved asking the respondents if they thought the Town of Cary was making more, less, or the same effort at managing growth as other Triangle governments. The results indicated a high percentage (54.0%) felt that Cary was making more effort as compared to the other local communities (Figure 2). Approximately 34.0% felt it was the same. An important point is that only 12.1% believed that Cary was doing less. Several respondents (57) did not answer this question. Feedback gathered by interviewers indicated many of these respondents lacked information on the growth management actions of other Triangle communities.

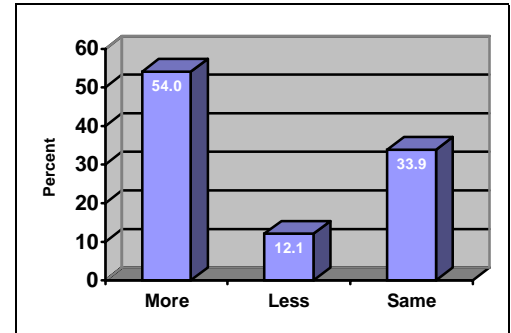


Figure 2. Cary's Efforts at Managing Growth.

Awareness of Cary's Actions to Manage Growth

A set of eight questions examined how aware the respondents were to various actions that have been taken by the Cary Town Council to manage growth. A yes-no response format was used for this item. Table 1 illustrates the results ranked in order of awareness from highest to lowest. The highest levels of awareness were for adopting a long-range growth management plan (75.3%), speeding up road construction to improve traffic (74.3%), and working with other Triangle communities on regional transportation solutions (72.4%). Two other actions had relatively high awareness, but less than the previous ones. These were adopting public facilities ordinance that requires enough school seats are available before a new development is commenced (64.9%) and using higher impact fees to make growth pay for itself (64.8%). It is important to note that even with these higher percentages of awareness that one-quarter to over one-third of the respondents were not aware of these actions.

There were three areas of concern in terms of public awareness. Less than half the respondents were aware of these actions. These actions included that Cary set aside over 12 million to preserve and protect open space (46.3%), the average population growth was slowed from 10% in the 1990's to 5.5% today (40.5%), and the undisturbed buffer space beside streams was increased to 100 feet (39.6%). These are areas for increased communication with citizens of Town Council's efforts.

Table 1. Awareness of Town of Cary's Growth Management Actions.

Town of Cary Action	Yes	No
Adopting a long-range growth management plan	75.3%	24.7%
Speeding up road construction to improve traffic flow	74.3%	25.7%
Working with other Triangle communities to develop regional solutions to transportation needs	72.4%	27.6%
Adopting a public facilities ordinance that requires there be enough school seats available before building a new development	64.9%	35.1%
Using higher impact fees on new development to make growth pay for itself	64.8%	35.2%
Setting aside over 12 million dollars to preserve and protect open space	46.3%	53.7%
Slowing the average population growth rate from 10% in the 1990's to 5.5% today	40.5%	59.5%
Increasing the undisturbed buffer space beside streams to 100 feet	39.6%	60.4%

Importance of Growth-Related Issues in Cary

The respondents were asked to rate nine separate growth-related issues on a 9-point scale from 1 (Not Important At All) to 9 (Very Important). Tables 2-10 illustrate the results ranked in order of importance by their means. The most important issues to the respondents were water related. Water quality and water supply had the highest means (8.25 and 8.22) and very high percentages above 5 (93.7% and 93.5%). Next in importance were air quality (7.78), road capacity (7.56), school capacity (7.40), having growth pay for itself (7.32), and preserving open space (7.09). Two issues that did not rank particularly high were affordable housing (6.46) and mass transit (6.09). There were comments made to interviewers that these two items may spur more growth, especially affordable housing.

Table 2. Importance of Growth-Related Issues – Water Quality.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
8.25	1.0	0.2	0.4	0.4	4.4	3.2	8.5	17.2	64.8	93.7

Table 3. Importance of Growth-Related Issues – Water Supply.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
8.22	1.4	0.2	0.4	0.6	4.0	2.2	11.9	14.2	65.2	93.5

Table 4. Importance of Growth-Related Issues – Air Quality.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.78	1.0	0.2	0.8	1.0	11.3	5.7	12.7	14.9	52.5	85.8

Table 5. Importance of Growth-Related Issues – Road Capacity.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.56	2.2	0.6	0.6	1.2	8.4	6.8	21.8	15.4	43.1	87.1

Table 6. Importance of Growth-Related Issues – School Capacity.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.40	3.2	1.0	0.8	1.4	15.1	5.0	13.7	12.4	47.4	78.5

Table 7. Importance of Growth-Related Issues – Having Growth Pay for Itself.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.32	2.6	0.4	1.6	1.4	14.8	7.5	13.8	17.4	40.4	79.1

Table 8. Importance of Growth-Related Issues – Preserving Open Space.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.09	2.0	1.4	2.2	3.4	13.9	9.0	18.1	15.9	34.1	77.1

Table 9. Importance of Growth-Related Issues – Affordable Housing.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
6.46	5.2	2.4	2.6	2.6	23.6	9.4	16.4	12.0	25.8	63.6

Table 10. Importance of Growth-Related Issues – Mass Transit.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
6.09	7.6	3.6	5.2	4.6	22.1	8.6	13.3	9.4	25.5	56.8

New Growth Management Laws and Policies

The next section of the survey asked respondents about the importance of two new laws and/or policy areas concerning growth management. The same 9-point scale from “Not Important At All” to “Very Important” was utilized. The first question asked the importance of enacting laws that restrict new home construction until adequate roads and school facilities are in place to accommodate new residents. This had relatively high importance ratings with a mean of 7.67 with over 56% indicating it was very important.

The second question asked the importance of asking neighboring communities to adopt smart growth policies similar to Cary before engaging in partnerships such as a regional sewer facility. This had a little less support than the previous policy, but still a relatively high mean (7.01).

Table 11. Importance of Home Construction Restriction Laws Until Adequate Roads and Schools Are Built.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.67	4.6	1.0	0.2	2.2	6.9	4.2	11.3	13.3	56.2	85.0

Table 12. Importance of Neighboring Communities Adopting Growth-Related Policies Before Partnering.

Mean	Not Important At All 1	2	3	4	Neutral 5	6	7	8	Very Important 9	% Above 5
7.01	4.5	0.8	2.0	1.6	16.6	7.8	17.2	12.7	36.8	74.5

Desirability of Cary as a Place to Live

This section of the survey asked respondents how desirable a place to live have Cary’s growth management policies made the town. Most of the responses were on the positive side with a mean of 6.64, only 10.3% of the responses were below 5. Even with their concerns for growth, respondents viewed Cary as a desirable place to live. Note that 60.6% answered with a score of 7 or more.

Table 13. Desirability of Cary as a Place to Live as Related to Growth-Management Policies.

Mean	Very Undesirable 1	2	3	4	Neutral 5	6	7	8	Very Desirable 9	% Above 5
6.64	3.5	1.4	2.4	3.0	18.3	10.8	22.6	17.5	20.5	71.4

Gender and Voting Status Crosstabulations

Cary’s Efforts at Growth Management by Gender and Voting Status

The breakout of gender on Cary’s efforts at growth management versus other Triangle communities revealed some interesting differences (Figures 3 and 4). Males tend to see Cary making “more” effort at managing growth than females (60.0% versus 49.6%). Females less positive than males, they are more likely to view Cary as making “less” effort (13.9% versus 9.0%) or the “same” level of effort (36.5% versus 31.0%). The crosstabulations on voting status (Figures 5 and 6) indicated that voters see Cary as making “more” effort than nonvoters (55.7% versus 49.3%), while nonvoters are more much likely to see Cary as making about the “same” effort (44.9% versus 31.4%). Interestingly, voters were also more likely to see Cary as making “less” effort (13.0% versus 5.8%).

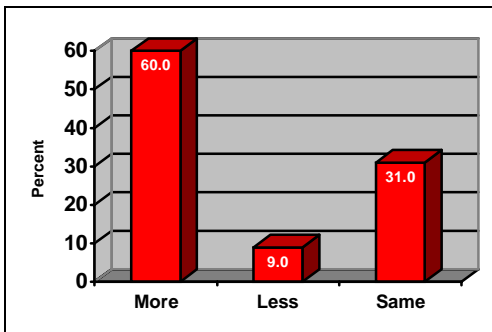


Figure 3. Males - Cary's Efforts at Managing Growth.

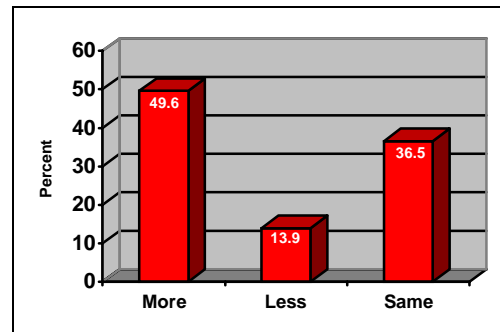


Figure 4. Females - Cary's Efforts at Managing Growth.

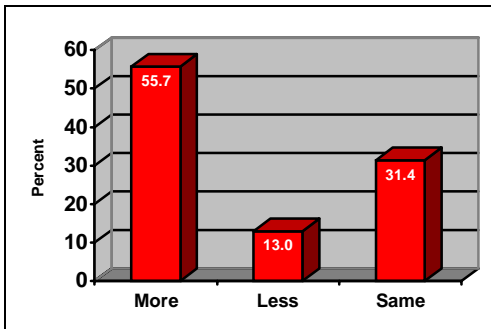


Figure 5. Voters - Cary's Efforts at Managing Growth.

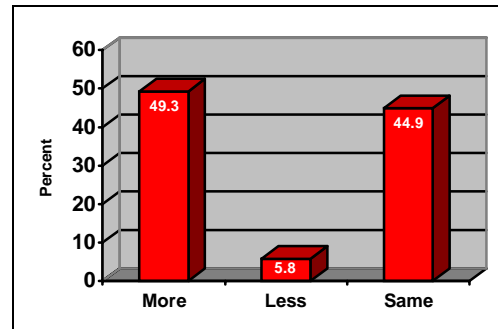


Figure 6. Nonvoters - Cary's Efforts at Managing Growth.

Awareness of Cary's Actions to Manage Growth by Gender and Voting Status

There were a few gender differences in awareness of Cary's growth management actions (Tables 14 and 15). The biggest area of difference was that males had much greater awareness of Cary using higher impact fees to make growth pay for itself (72.9% versus 59.4%) than females. There were also a few other areas of differences, but these were not as large. Males had more awareness of the increased buffer space around streams (44.4% versus 36.0%); while females were more aware of Cary speeding up road construction (77.0% versus 71.0%), Cary working with other Triangle governments to develop regional transportation solutions (74.8% versus 69.5%), and slowing population growth from 10% in the 1990's to 5.5% today (42.0% versus 38.5%).

The voting status crosstabulations (Tables 16 and 17) provided some stark contrasts. Respondents who were voters had significantly more awareness of all of Cary's growth management actions than nonvoters. The voters appeared to stay much more cognizant of Cary Town Council actions. The nonvoters likely do not seek out information or they pay less attention to it than voters. It would be interesting to examine more demographic information to better compare and contrast voters and nonvoters in more detail.

Table 14. Males - Awareness of Town of Cary's Growth Management Actions.

Town of Cary Action	Yes	No
Adopting a long-range growth management plan	75.2	24.8
Speeding up road construction to improve traffic flow	71.0	29.0
Using higher impact fees on new development to make growth pay for itself	72.9	27.1
Working with other Triangle communities to develop regional solutions to transportation needs	69.5	30.5
Adopting a public facilities ordinance that requires there be enough school seats available before building a new development	65.4	34.6
Setting aside over 12 million dollars to preserve and protect open space	48.6	51.4
Increasing the undisturbed buffer space beside streams to 100 feet	44.4	55.6
Slowing the average population growth rate from 10% in the 1990's to 5.5% today	38.5	61.5

Table 15. Females - Awareness of Town of Cary's Growth Management Actions.

Town of Cary Action	Yes	No
Speeding up road construction to improve traffic flow	77.0	23.0
Adopting a long-range growth management plan	75.7	24.3
Working with other Triangle communities to develop regional solutions to transportation needs	74.8	25.2
Adopting a public facilities ordinance that requires there be enough school seats available before building a new development	64.3	35.7
Using higher impact fees on new development to make growth pay for itself	59.4	40.6
Setting aside over 12 million dollars to preserve and protect open space	45.2	54.8
Slowing the average population growth rate from 10% in the 1990's to 5.5% today	42.0	58.0
Increasing the undisturbed buffer space beside streams to 100 feet	36.0	64.0

Table 16. Voters - Awareness of Town of Cary's Growth Management Actions.

Town of Cary Action	Yes	No
Adopting a long-range growth management plan	80.4	19.6
Speeding up road construction to improve traffic flow	76.0	24.0
Working with other Triangle communities to develop regional solutions to transportation needs	74.1	25.9
Adopting a public facilities ordinance that requires there be enough school seats available before building a new development	68.7	31.3
Using higher impact fees on new development to make growth pay for itself	68.7	31.3
Setting aside over 12 million dollars to preserve and protect open space	49.8	50.2
Slowing the average population growth rate from 10% in the 1990's to 5.5% today	41.8	58.2
Increasing the undisturbed buffer space beside streams to 100 feet	41.1	58.9

Table 17. Nonvoters - Awareness of Town of Cary's Growth Management Actions.

Town of Cary Action	Yes	No
Speeding up road construction to improve traffic flow	65.3	34.7
Working with other Triangle communities to develop regional solutions to transportation needs	64.9	35.1
Adopting a long-range growth management plan	50.7	49.3
Using higher impact fees on new development to make growth pay for itself	45.9	54.1
Adopting a public facilities ordinance that requires there be enough school seats available before building a new development	44.6	55.4
Increasing the undisturbed buffer space beside streams to 100 feet	33.8	66.2
Slowing the average population growth rate from 10% in the 1990's to 5.5% today	31.1	68.9
Setting aside over 12 million dollars to preserve and protect open space	29.7	70.3

Importance of Growth-Related Issues in Cary by Gender and Voting Status

Table 18 illustrates there are some gender differences in the perceived importance of growth-related issues. Although both males and females tend to rate water concerns as the most important, females see it as more important (i.e., higher means). Note that females tend to rate all the issues with higher means than males. Females also rated school capacity as the third most important, while males rated it fifth. Overall, females tend to see growth-related issues as more important than males, especially school capacity. The breakdown of voting status on this question showed few differences (Table 19).

Table 18. Importance of Growth-Related Issues by Gender.

Males		Females	
Growth Management Issue	Mean	Growth Management Issue	Mean
Water supply	7.90	Water quality	8.50
Water quality	7.89	Water supply	8.44
Road capacity	7.27	School capacity	7.78
Having growth pay for itself	7.01	Road capacity	7.76
School capacity	6.91	Having growth pay for itself	7.56
Preserving open space	6.64	Preserving open space	7.43
Affordable housing	5.64	Affordable housing	7.07
Mass transit	5.48	Mass transit	6.56

Table 19. Importance of Growth-Related Issues by Voting Status.

Voters		Nonvoters	
Growth Management Issue	Mean	Growth Management Issue	Mean
Water quality	8.26	Water supply	8.28
Water supply	8.22	Water quality	8.19
Road capacity	7.53	School capacity	7.67
School capacity	7.37	Road capacity	7.67
Having growth pay for itself	7.31	Having growth pay for itself	7.36
Preserving open space	7.07	Preserving open space	7.23
Affordable housing	6.40	Affordable housing	6.72
Mass transit	6.11	Mass transit	6.14

New Growth Management Laws and Policies by Gender and Voting Status

Both males and females indicated that restricting new home construction contingent on roads/school facilities was more important than having neighboring communities adopt smart growth policies like Cary's before partnering (Table 20). There were also gender differences in that females see the new laws and restrictions as much more important than males. Table 21 illustrates there are only slight differences between voter and nonvoters. Voters viewed the new home construction restrictions as slightly more important than nonvoters.

Table 20. New Growth Management Laws and Policies by Gender.

Males		Females	
New Law or Policy	Mean	New Law or Policy	Mean
Restricting new home construction until adequate roads and school facilities are in place	7.08	Restricting new home construction until adequate roads and school facilities are in place	8.12
Neighboring communities adopt smart growth policies like Cary's before partnering	6.43	Neighboring communities adopt smart growth policies like Cary's before partnering	7.45

Table 21. New Growth Management Laws and Policies by Voting Status.

Voters		Nonvoters	
New Law or Policy	Mean	New Law or Policy	Mean
Restricting new home construction until adequate roads and school facilities are in place	7.70	Restricting new home construction until adequate roads and school facilities are in place	7.49
Neighboring communities adopt smart growth policies like Cary's before partnering	7.00	Neighboring communities adopt smart growth policies like Cary's before partnering	7.15

Desirability of Cary as a Place to Live by Gender and Voting Status

The final set of crosstabulations examines how desirable place a place to live have Cary's growth management policies made the town. There was a difference between genders with females indicating it is a more desirable place to live (Table 22). Interestingly, Table 23 indicates that nonvoters view Cary as a more desirable place to live than voters.

Table 22. Desirability of Cary as a Place to Live by Gender.

Growth management and desirability of Cary as a place to live	Mean
Males	6.42
Females	6.80

Table 23. Desirability of Cary as a Place to Live by Voting Status.

Growth management and desirability of Cary as a place to live	Mean
Voters	6.59
Nonvoters	6.93



Town of Cary Growth Management Survey

Hello, my name is _____ and I am calling for the Town of Cary. We are conducting a brief survey on growth management in Cary. Your opinion is very important to the Town of Cary.

Screen – Are you a resident of the Town of Cary? Yes (Continue) No (Discontinue survey)

Screen – Are you over the age of 18? Yes (Continue) No (Discontinue survey)

1. Do you think that the Town of Cary is making more, less, or about the same amount of effort at managing growth as other Triangle governments?
 More Less Same

2. Over the past few years, the Cary Town Council has taken several actions to manage growth. I am going to read a list of actions and tell me, yes or no, if you are aware of them?

- a. Speeding up road construction to improve traffic flow Yes No
- b. Adopting a long-range growth management plan Yes No
- c. Using higher impact fees on new development to make growth pay for itself Yes No
- d. Adopting a public facilities ordinance that requires there be enough school seats available before building a new development Yes No
- e. Setting aside over 12 million dollars to preserve and protect open space Yes No
- f. Increasing the undisturbed buffer space beside streams to 100 feet Yes No
- g. Working with other Triangle communities to develop regional solutions to transportation needs Yes No
- h. Slowing the average population growth rate from 10% in the 1990’s to 5.5% today Yes No

3. Please rate the importance of the following growth-related issues on a scale from 1 to 9 where 1 is “Not Important At All” and 9 is “Very Important”, 5 is “Neutral”.

	Not Important								Very
	1	2	3	4	5	6	7	8	9
a. Air quality	1	2	3	4	5	6	7	8	9
b. Water quality	1	2	3	4	5	6	7	8	9
c. Water supply	1	2	3	4	5	6	7	8	9



d. School capacity	1	2	3	4	5	6	7	8	9
e. Road capacity	1	2	3	4	5	6	7	8	9
f. Affordable housing	1	2	3	4	5	6	7	8	9
g. Mass transit	1	2	3	4	5	6	7	8	9
h. Preserving open space	1	2	3	4	5	6	7	8	9
i. Having growth pay for itself	1	2	3	4	5	6	7	8	9

4. How important is it to you that Cary enacts laws that restrict new home construction until adequate roads and school facilities are in place to accommodate new residents?

1 2 3 4 5 6 7 8 9
 Not Important Neutral Very
 At All Important

5. How important is it to you that Cary ask neighboring communities to adopt smart growth policies similar to its own before engaging in partnerships involving, for example, a regional sewer facility?

1 2 3 4 5 6 7 8 9
 Not Important Neutral Very
 At All Important

6. On a scale of 1 to 9 where 1 is “Very Undesirable” and 9 is “Very Desirable”, 5 is “Neutral” – How desirable a place to live have Cary’s Growth Management policies made the town?

1 2 3 4 5 6 7 8 9
 Very Neutral Very
 Undesirable Desirable

7. Do you make it a point to express your opinions by voting in elections involving town government?

Yes No

8. To assure an accurate sample in the community, please give me the name of the closest street intersection to you. Your street name is _____ and it intersects _____.

9. Gender (by voice): Male Female

10. Would you be willing to participate in an hour-long focus group session concerning growth management issues? You will be compensated for participating.

Yes (Continue) No (End survey go to closing)

Can I have your first name so we can reach you when we call back _____

Closing - That concludes our survey and thank you very much for participating