

Appendix A

**Town of Cary
2010 Biennial Citizen Survey**

Hello, my name is _____ and I am calling for the Town of Cary. On a regular basis Cary conducts a citizen survey so that we can improve the services the Town offers you. Your opinion is very important to Cary.

Are you a resident of the Town of Cary?

- Yes (Continue)
- No (Stop and thank the respondent)

Are you over the age of 18?

- Yes (Continue)
- No (Politely asked for someone over 18)

1. How likely are you to recommend Cary as a place to live? Please use a scale from 1 to 9, where 1 is not at all likely and 9 is very likely, 5 is neutral.

1	2	3	4	5	6	7	8	9
Very Unlikely				Neutral				Very Likely

2. How likely are you to recommend Cary as a place to visit? Please use a scale from 1 to 9, where 1 is not at all likely and 9 is very likely, 5 is neutral.

1	2	3	4	5	6	7	8	9
Very Unlikely				Neutral				Very Likely

3. How likely are you to recommend Cary as a place to do business? Please use a scale from 1 to 9, where 1 is not at all likely and 9 is very likely, 5 is neutral.

1	2	3	4	5	6	7	8	9
Very Unlikely				Neutral				Very Likely

4. What do you like best about Cary?

5. What do you like least about Cary?

6. Have you had any contact with any Town Government staff in the past two years?

- Yes (Continue)
- No (Skip to #7)

Please tell us your opinion regarding that contact with Town Government using the following 9-point scale where 1 is very poor and 9 is excellent.

	Very Poor								Excellent	
6a. Promptness of response?	1	2	3	4	5	6	7	8	9	NA
6b. Professionalism?	1	2	3	4	5	6	7	8	9	NA
6c. Knowledgeable?	1	2	3	4	5	6	7	8	9	NA
6d. Courteous?	1	2	3	4	5	6	7	8	9	NA
6e. Ability to resolve issues?	1	2	3	4	5	6	7	8	9	NA

(For responses below 5) Please tell us specifically what you recall about this interaction?

7. How well does the Town of Cary maintain streets and roads with regard to paving, potholes, etc.? Use a 9-point scale where 1 is very poor and 9 is excellent.

1	2	3	4	5	6	7	8	9
Very Poor				Average				Excellent

(For responses below 5) Can you provide specific examples of roads that need more attention (name place and problem)?

8. Overall, how would you rate the Town's success at keeping Cary clean and forever green, that is, the Town's litter reduction and beautification efforts? Use the same 9-point scale from very poor to excellent.

1	2	3	4	5	6	7	8	9
Very Poor			Average			Excellent		

9. Please rate the cleanliness and appearance of the following public areas, again with the same 9-point scale.

	Very Poor								Excellent
9a. Street?	1	2	3	4	5	6	7	8	9
9b. Median and roadsides?	1	2	3	4	5	6	7	8	9
9c. Parks?	1	2	3	4	5	6	7	8	9
9d. Greenways?	1	2	3	4	5	6	7	8	9

(For responses below 5) Can you provide specific examples of places that need more attention (name place and problem)?

10. Have you had any contact with the Cary Police Department in the past two years?

- c Yes (Continue) c No (Skip to #13)

11. Was the person you contacted at the Police?

c	c	c	c	c	c	c
Police Officer	Clerk	Dispatcher	Animal Control	Detective	District Commander	Not Sure

12. Using the same 9-point scale, please tell us your opinion regarding that contact with the Cary Police.

	Very Poor								Excellent	
12a. Courteous?	1	2	3	4	5	6	7	8	9	NA
12b. Fairness?	1	2	3	4	5	6	7	8	9	NA
12c. Competence?	1	2	3	4	5	6	7	8	9	NA
12d. Problem solving?	1	2	3	4	5	6	7	8	9	NA
12e. Response time?	1	2	3	4	5	6	7	8	9	NA

13. As a part of our GeoPolicing effort, the Town was divided into 3 separate police districts. We're interested in seeing if you know which police district you're in.

c	c	c	c
District 1	District 2	District 3	Don't Know

14. Can you tell us the name of either a captain or lieutenant on your district's command team?

15. Have you had contact with the Cary Fire Department in the past two years?

- c Yes (Continue) c No (Skip to #17)

16. Using the same 9-point scale from very poor to excellent, please tell us your opinion regarding that contact with Cary Fire Department.

	Very Poor								Excellent	
16a. Courteous?	1	2	3	4	5	6	7	8	9	NA
16b. Fairness?	1	2	3	4	5	6	7	8	9	NA
16c. Competence?	1	2	3	4	5	6	7	8	9	NA
16d. Problem solving?	1	2	3	4	5	6	7	8	9	NA
16e. Response time?	1	2	3	4	5	6	7	8	9	NA

17. Have you or anyone in your household participated in a Town of Cary Parks, Recreation & Cultural Resources' Department Program in the past two years?

- c Yes (Continue) c No (Skip to #20)

18. Please tell me which program you or a member of your household most frequently participated in and where?

Program _____ Location _____
 Program _____ Location _____

19. Using the 9-point scale from very poor to excellent; please give an overall rating to various aspects of the program.

Very Poor	Excellent
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19a. Program quality?	1	2	3	4	5	6	7	8	9	NA
19b. Facility quality?	1	2	3	4	5	6	7	8	9	NA
19c. Cost or amount of fee?	1	2	3	4	5	6	7	8	9	NA
19d. Overall experience?	1	2	3	4	5	6	7	8	9	NA
19e. Ease of registration?	1	2	3	4	5	6	7	8	9	NA
19f. Instructor or coach quality?	1	2	3	4	5	6	7	8	9	NA

20. How would you rate Cary overall as a place to live? Use a 9-point scale where 1 is very undesirable and 9 is very desirable, 5 is average.

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

(For responses below 5) Please tell us specifically what about Cary you're finding undesirable? _____

21. In the past two years, do you feel the quality of life in the Town of Cary is? (Read choices)

1	2	3	4	5
Much Worse	Somewhat Worse	The Same	Somewhat Better	Much Better

(For responses below 3) Please tell us which aspects of the quality of life in Cary seem worse? _____

22. What do you feel is the one most important issue facing the Town of Cary? _____

23. Please tell us how safe you feel in Cary overall? Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe.

1	2	3	4	5	6	7	8	9
Extremely Unsafe				Average				Extremely Safe

24. Specifically, how safe do you feel in your home neighborhood? Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe.

1	2	3	4	5	6	7	8	9
Extremely Unsafe				Average				Extremely Safe

25. How about at public places around Cary, like when you're shopping, out to eat, or at the movies- how safe do you feel, using the same 9-point scale?

1	2	3	4	5	6	7	8	9
Extremely Unsafe				Average				Extremely Safe

26. The Town would like to more involvement from its citizens such as volunteering for an advisory board, attending community meetings, or commenting on proposed projects. For the following items, please tell us if it is a barrier or hinders your involvement in Town government. Use a 9-point scale where 1 is not a barrier at all and 9 is a very significant barrier, 5 is neutral.

	1	2	3	4	5	6	7	8	9
	Not a Barrier At All			Neutral			Very Significant Barrier		
26a. Don't know about opportunities	1	2	3	4	5	6	7	8	9
26b. Topics don't interest me	1	2	3	4	5	6	7	8	9
26c. Issues don't affect me	1	2	3	4	5	6	7	8	9
26d. Too busy; don't have time	1	2	3	4	5	6	7	8	9
26e. Timing of the opportunities is inconvenient	1	2	3	4	5	6	7	8	9
26f. Don't have transportation	1	2	3	4	5	6	7	8	9
26g. Waste of time - one person can't make a difference	1	2	3	4	5	6	7	8	9
26h. Don't understand government processes	1	2	3	4	5	6	7	8	9
26i. Don't feel qualified to offer input	1	2	3	4	5	6	7	8	9
26j. Other _____	1	2	3	4	5	6	7	8	9

27. Please indicate how much you use the following information sources that Cary uses to communicate with its citizens. This time use the following scale where 1 is never use and 9 is frequently use.

	Never Use								Frequently Use
27a. Cary News	1	2	3	4	5	6	7	8	9
27b. Raleigh News & Observer	1	2	3	4	5	6	7	8	9
27c. Television	1	2	3	4	5	6	7	8	9
27d. Radio	1	2	3	4	5	6	7	8	9
27e. Town's website	1	2	3	4	5	6	7	8	9
27f. Town's email list service	1	2	3	4	5	6	7	8	9
27g. Word-of-Mouth	1	2	3	4	5	6	7	8	9
27h. Cary TV 11 Cary's Govt. Access Cable Channel	1	2	3	4	5	6	7	8	9
27i. BUD (Cary's water & sewer bill newsletter)	1	2	3	4	5	6	7	8	9
27j. Town's Block Leader Program	1	2	3	4	5	6	7	8	9
27k. Parks, Recreation, and Cultural Resources Program Brochure	1	2	3	4	5	6	7	8	9
27l. Independent Weekly	1	2	3	4	5	6	7	8	9
27m. Homeowners' association	1	2	3	4	5	6	7	8	9

28. Please indicate how much you would use the following social media sources if Cary used them to communicate with its citizens. Please use the same 9-point scale from 1 never use to 9 is frequently use.

	Never Use								Frequently Use
28a. Twitter	1	2	3	4	5	6	7	8	9
28b. Facebook	1	2	3	4	5	6	7	8	9
28c. MySpace	1	2	3	4	5	6	7	8	9
28d. LinkedIn	1	2	3	4	5	6	7	8	9
28e. YouTube	1	2	3	4	5	6	7	8	9
28f. Flickr	1	2	3	4	5	6	7	8	9

29. If the Town offered the following services on the internet, how often would you use each? Once again use the same 9-point scale where 1 is never use and 9 is frequently use.

	Never Use								Frequently Use
29a. Electronic bill presentment or receiving your monthly utility bill via email instead of US Postal mail	1	2	3	4	5	6	7	8	9
29b. Online bill analysis or tools to help you understand your consumption habits	1	2	3	4	5	6	7	8	9
29c. Online bill comparison or tool to compare your usage to an average utility customer	1	2	3	4	5	6	7	8	9

30. Cary's municipal tax rate is 33 cents per \$100 of property valuation. A home valued at \$100,000 will have a tax of \$330. By comparison the same home will have a tax of \$459 in Charlotte, \$374 in Raleigh, and \$540 in Durham. For the services provided, do you feel the Cary tax rate is? (Read choices)

1 2 3 4 5
 Very Low Somewhat Low About Right Somewhat High Very High

31. Overall, how well informed do you feel about Town government services, projects, issues, and programs affecting you? Use the 9-point scale where 1 is not informed at all and 9 is very well informed.

1 2 3 4 5 6 7 8 9
 Not Informed at All Average Very Well Informed

32. What specific projects, activities, or issues came to mind when you decided on that rating? _____

33. How satisfied are you with the Town of Cary in making information available to citizens about important Town services, projects, issues, and programs? Use the 9-point scale where 1 is very dissatisfied and 9 is very satisfied.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

34. What specific projects, activities, or issues came to mind when you decided on that rating? _____

35. Using the same scale, how satisfied are you with the opportunities the Town gives you to participate in the decision-making process?

1	2	3	4	5	6	7	8	9
Very Dissatisfied				Neutral				Very Satisfied

36. What specific projects, activities, or issues came to mind when you decided on that rating? _____

37. How often do you watch, whole or in part, the 2009 Cary Community Candidate Forum this past fall either on TV or on the internet?

- Yes (Continue)
- No

38. On a scale of 1 to 9 with 9 being the highest rating, rate your level of satisfaction with the following Town of Cary solid waste services. If you have not used any of the services respond with not applicable.

	Very Dissatisfied				Neutral				Very Satisfied	
38a. Curbside recycling collection	1	2	3	4	5	6	7	8	9	NA
38b. Curbside garbage collection	1	2	3	4	5	6	7	8	9	NA
38c. Curbside yard waste collection	1	2	3	4	5	6	7	8	9	NA
38d. Curbside leaf collection	1	2	3	4	5	6	7	8	9	NA
38e. Curbside Christmas Tree collection	1	2	3	4	5	6	7	8	9	NA

39. We are interested in learning what citizens know about storm drains, those openings and grates located in the curb along the street. For each item please tell us yes or no if it is acceptable to put the following in a storm drain..

39a. Grass clippings, leaves, and other natural vegetation	Yes	No	NS
39b. Paint	Yes	No	NS
39c. Grease and oil	Yes	No	NS
39d. Rainwater from your home's gutters	Yes	No	NS
309. Water from draining a swimming pool	Yes	No	NS

40. We would like to know what Cary citizens know about the proper ways to dispose of used household cooking oils and grease like you get from frying. For each of the following, please tell us yes or no if it is acceptable way to dispose of used cooking oils and grease..

40a. Pour it down the kitchen sink	Yes	No	NS
40b. Flush it down the toilet	Yes	No	NS
40c. Pour it out in the yard	Yes	No	NS
40d. Save it up and call the Town to come pick it up	Yes	No	NS
40e. Put it in your recycling cart or bin for collection	Yes	No	NS
40f. Put it in your garbage cart or bin for collection	Yes	No	NS
40g. Pour it down the storm drain	Yes	No	NS

41. Over the last 10 years, Cary citizens have voted in favor of selling bonds three times even though the total property tax impact was estimated to be about 14 cents. While the Town has been able to pay back these bonds without raising property taxes so far because of growth, taxes would likely have to be raised for future bonds. With this in mind, we would like to know about how much you would be willing to pay in additional property taxes to pay back bonds that would allow the Town to move ahead with projects to improve things like transportation, fire protection, parks and greenways, and other community facilities. Are you registered to vote in North Carolina?

41a. Adding 5 cents on the current tax rate this would mean that a homeowner with a house valued at \$100,000 would pay an additional \$50 a year in taxes. Would you vote in favor or this?

- Vote For
- Vote Against

Please explain.

41b. Adding 3 cents on the current tax rate this would mean that a homeowner with a house valued at \$100,000 would pay an additional \$30 a year in taxes. Would you vote in favor or this?

- Vote For
- Vote Against

Please explain.

42. Regarding the Town's environmental efforts such as recycling, open space preservation, water conservation, and erosion control, how satisfied are you with the job the Town is doing with environmental protection? Use the 9-point satisfaction scale where 1 is very dissatisfied and 9 is very satisfied, 5 is neutral.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied? _____

43. How effective do you feel that Cary Town Council is working together to keep Cary the best place to live, work, and raise a family? Use a 9-point scale where 1 is very ineffective and 9 is very effective.

1 2 3 4 5 6 7 8 9
 Very Ineffective Neutral Very Effective

(For responses below 5) Could you please tell us specific actions the Town could take to be more effective? _____

44. The Wake County School Board has the legal responsibility to operate Cary's public schools. Even so, the Town undertakes many efforts to help with schools such as banking land for schools, placing police in schools, locating park facilities adjacent to schools, and being an advocate for Cary citizens with the School Board. How satisfied are you with the job the Town is doing on school issues overall? Use the 9-point satisfaction scale where 1 is very dissatisfied and 9 is very satisfied.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied? _____

45. The Town has plans to create a more vibrant downtown including a new park, renovating old Cary Elementary into an arts space, improving parking, and creating fresh streetscape with new streets/sidewalks/lighting/furniture. How satisfied are you with the job the Town is doing with downtown revitalization? Please use the same 9-point satisfaction scale.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied? _____

46. Regarding the Town's efforts with transportation - like widening roads, offering C-Tran bus service, synchronizing signal lights, adding bike lanes, greenways and sidewalks for alternatives to driving cars - how satisfied would you say you are overall with the job the Town is doing with transportation? Please use the same 9-point satisfaction scale.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied? _____

47. In regards to how the Town is doing with planning and development issues such as developing land use plans for specific areas of Town, ensuring new development is high quality and compatible with existing development, making sure that the infrastructure like roads, water, and sewer are in place to support growth. How satisfied are you overall with the job the Town is doing with planning and development? Please use the same 9-point satisfaction scale.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied? _____

48. Regarding how the Town is doing with parks, recreation, and cultural arts issues such as the quality and quantity of existing parks, greenways, and community centers, how close these facilities are located to your home, planning for an aquatics center and a performing arts center, and building new parks, community centers, greenways, and trails. How satisfied are you with the overall job the Town is doing with parks, recreation, and cultural resources issues using the same 9-point satisfaction scale.

1 2 3 4 5 6 7 8 9
 Very Dissatisfied Neutral Very Satisfied

(For responses below 5) Could you please tell us specific actions the Town could take to make you more satisfied? _____

49. Since Cary has less revenue, the Town has been forced to delay or cancel many building projects including road improvements, new parks, and additional fire stations. Generally speaking, would you rather see the Town delay projects for several years until the economy improves or would you rather have the Town raise property taxes a few cents now to have some of the projects move forward sooner?

- Delay for several years Raise taxes

50. State law requires the Town to give 3rd parties your email address if they ask for it and if the Town has a record of it. Would you support the Town seeking a change in State law to allow your email address to be kept private from 3rd parties?

- Yes No

That concludes our questions about the Town of Cary. Now tell us a little about yourself.

51. How many years have you lived in the Town of Cary? (Read choices)

- 0-1 2-5 6-10 11-20 More than 20

52. Which of the following best describes where you live? (Read choices)

- Single-Family Apartment Townhouse or Condo Mobile Home Duplex Other

53. Stop me when I reach the age group you fall in. (Read choices)

- 18-25 26-35 36-45 46-55 55-65 66-75 Over 75

54. Please tell me the last grade or degree completed in school. (Read choices)

- High School or Less Some College or Technical Bachelors Degree Masters Degree PhD, JD, MD

55. May I ask your race? (Read choices)

- Caucasian African-American Native-American Asian Hispanic Other

56. Are you registered to vote in North Carolina?

- Yes No

57. Did you vote in the 2009 local elections this past fall?

- Yes No

58. Stop me when I reach your household income level. (Read choices)

- 0-\$20,000 \$20,001-\$30,000 \$30,001-\$50,000 \$50,001-\$70,000 70,001-\$100,000 Over \$100,000

59. By voice: Male Female

Thank you for participating in the survey. After we compile and analyze this survey, the Town of Cary will also be conducting focus groups to get an even better understanding of our citizen's feelings and concerns. Would you be willing to participate in one of our sessions that will last about an hour on a weekend day? You will be compensated for your participation.

- Yes Can I ask for your first name _____ No