

TOWN of CARY

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A: Survey Instrument

Appendix A

Town of Cary 2006 Biennial Citizen Survey

Hello, my name is _____ and I am calling for the Town of Cary. On a regular basis Cary asks its citizens how the Town can improve the services that the Town offers you. Your opinion is very important to Cary.

Are you a resident of the Town of Cary?

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

Are you over the age of 18?

- c Yes (Continue) c No (Ask politely to speak with someone over 18)

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

- c Yes (Continue) c No (Skip to #2)

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,

5 is average.

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

2. 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, 5 is average.

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

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

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

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

c Yes (Continue) c No (Skip to #6)

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

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

5. Was the person you contacted at the Police?

c c c c c c
 Police Officer Clerk Dispatcher Animal Control Detective NA (GOTO #6)

Rate that person using the same 9-point scale:

| | Very Poor | Average | Excellent |
|-----------------|-----------|---------|-----------|
| 5a. Courteous? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 5b. Competence? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 5c. Efficient? | 1 2 3 4 | 5 6 7 8 | 9 NA |

6. Please list any services you would like from the Cary Police Department not now being provided or provide with greater support?

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

c Yes (Continue) c No (Skip to #8)

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

8. Have you or anyone in your household participated in a Town Park & Recreation or Cultural Program in the past two years?

c Yes (Continue) c No (Skip to #11)

9. Please tell me which program you or a member of your home most frequently participated?

a. Program _____ Location _____
 b. Program _____ Location _____

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

| | Very Poor | Average | Excellent |
|-----------------------------|-----------|---------|-----------|
| 10a. Program quality? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 10b. Facility quality? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 10c. Cost or amount of fee? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 10d. Overall experience? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 10e. Ease of registration? | 1 2 3 4 | 5 6 7 8 | 9 NA |
| 10f. Instructor quality | 1 2 3 4 | 5 6 7 8 | 9 NA |

11. How would you rate the overall operation or management of the Town of Cary? Use the 9-point scale from very poor to excellent again.

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

12. 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 NA
 Very Undesirable Average Very Desirable

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

14. If you could act as the Mayor, Town Manager, and Town Council all rolled into one, what one action would you take to improve Cary?

15. 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 NA
 Much Worse Somewhat Worse The Same Somewhat Better Much Better

16. 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 | |
|---|-----------|---|---|---|---|---|---|---|----------------|----|
| 16a. Cary News | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16b. Raleigh News & Observer | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16c. Television | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16d. Radio | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16e. Town's website | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16f. Internet e-mail | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16g. Word-of-Mouth | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16h. 24-Hour Town Hall Phone Service | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16i. Cary TV 11 Cary's Govt. Access Cable Channel | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16j. BUD (Cary's water & sewer bill newsletter) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16k. Direct mail | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16l. Town's Block Leader Program | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16m. Parks, Recreation, and Cultural Resources Program Brochure | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16n. Independent Weekly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
| 16o. CaryNow.com | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |

17. Do you have access to the Internet at?

c Home c Office c Both c Neither

18. Do you have access to the Internet at?

c High speed c Dial-Up c Both

19. Please tell us how safe you feel in Cary? Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe, 5 is average.

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

20. Specifically, how safe you feel in your home neighborhood? Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe, 5 is average.

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

21. 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 NA
 Extremely Unsafe Average Extremely Safe

22. Cary's municipal tax rate is 42 cents per \$100 of property valuation. A home valued at \$100,000 will have tax of \$420. By comparison the same home will have a tax of \$420 in Charlotte, \$395 in Raleigh, \$722 in Chapel Hill, and \$583 in Durham. For the services provided, do you feel the Cary tax rate is? (Read choices)

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

23. 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, 5 is average.

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

24. 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, 5 is neutral.

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

25. 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 NA
 Very Dissatisfied Neutral Very Satisfied

26. Again using the same scale, how satisfied are you that Cary is achieving its goal to be "the best local government of its size in North Carolina?"

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

27. Using the same scale, rate your level of satisfaction with the following Town solid waste and recycling services.

| | Very Dissatisfied | Neutral | Very Satisfied |
|---------------------------------------|-------------------|---------------|----------------|
| 27a. Curbside recycling | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27b. Cary Citizen Convenience Center | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27c. Call-in computer recycling | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27d. Call-in used motor oil recycling | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27e. Curbside garbage | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27f. Call-in bulky trash | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27g. Curbside yard waste | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27h. Christmas tree collection | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 27i. Leaf collection | 1 | 2 3 4 5 6 7 8 | 9 NA |

28. We are interested in what citizens know about storm drains (openings & grates located in curbs along the street). For each item please tell us

yes or no if it okay to put it in the storm drain.

- 28a. Grass clippings, leaves, and other natural vegetation? Yes No NS
- 28b. Paint? Yes No NS
- 28c. Grease and oil? Yes No NS
- 28d. Rainwater from a home's gutters? Yes No NS
- 28e. Water from draining a swimming pool? Yes No NS
- 28f. Rinse water from washing a car? Yes No NS
- 28g. Runoff from sprinklers and irrigation systems? Yes No NS

29. Still thinking of storm drains, which of the following best describes what happens to the materials that do make it into storm drains? (Read choices)

- c They go into a large basin that is cleaned out regularly by Town crews.
- c They go to the wastewater treatment plant where they are cleaned and sanitized before going into nearby streams.
- c They go directly into area streams and creeks.
- c Not sure

30. Did you watch, in whole or in part, the 2005 Cary Community Candidate Forums, which were cablecast this past fall on Cary TV 11m the Town's

government access channel?

- c Yes c No

31. In light of the recent natural disasters, we want to ask you a few questions regarding emergency preparedness. If government officials ordered a

mandatory evacuation of Cary, would you have access to a private motor vehicle (yours or someone else's) or would you need to rely on public

transportation in order to evacuate?

c Yes c No

32. If your home were damaged or destroyed, which best describes your living condition?

c I would stay with friends or family

c I would have the financial resources to move into a motel, apartment, or home

c I would need to stay in an emergency shelter

33. If government officials ordered a mandatory evacuation of Cary, which would best describe your situation regarding pets?

c I don't have pets

c I would be able to take my pets with me

c I would have the financial resources to board my pets

c I would have to leave my pets behind since pets aren't allowed in emergency shelters

34. How many people living in your home have health conditions that require daily access to life-saving medical services like oxygen, dialysis, or

prescription drugs

_____ Record actual number

35. Do you have a 3-day emergency kit complete with food, water, prescription drugs, a flashlight, portable radio, important papers, and emergency

contact information?

c Yes c No c Don't Know

36. Does your family have a plan in place for how to get together if a disaster were to strike during work or school?

c Yes c No

37. Communities are creating Wi-Fi or wireless internet zones where people with portable computers can access the internet remotely. We'd like to

ask you a few questions about your opinion on wireless internet in Cary. How important is it to you that citizens have access to town-wide

wireless internet service in Cary? Use a 9-point scale where 1 is not important at all and 9 is very important, 5 is neutral.

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

38. Who is best suited to build, operate, and pay for wireless internet service in Cary? Do you think it should be Town Government alone, private

business alone, or a shared responsibility of both?

c Town Government c Private Business c Shared Responsibility

39. For each of the following areas, please indicate the impact that wireless internet access would have on you visiting the area. Indicate if wireless

internet access would significantly increase, somewhat increase, have no impact, somewhat decrease, or significantly decrease how often you

visited the area?

| | Significantly Increase | Somewhat Increase | No Impact | Somewhat Decrease | Significantly Decrease |
|--|------------------------|-------------------|-----------|-------------------|------------------------|
| 39a. Town Parks | c | c | c | c | c |
| 39b. Town Community Centers | c | c | c | c | c |
| 39c. Facilities like Koka Booth Amphitheatre or SAS Soccer Stadium | c | c | c | c | c |
| 39d. Downtown Cary | c | c | c | c | c |
| 39e. C-Tran | c | c | c | c | c |
| 39f. Cary Shopping Centers | c | c | c | c | c |

40. Communities build and operate swimming centers where citizens can participate in aquatic activities such as swimming, water aerobics, and

safety training. How important is it to you that citizens have access to aquatic programs like these in Cary? Use a 9-point scale where 1 is not

important at all and 9 is very important, 5 is neutral.

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

41. Who is best suited to build, operate, and pay for aquatic programming in Cary? Do you think it should be Town Government alone, private

business alone, or a shared responsibility of both?

c Town Government c Private Business c Shared Responsibility

42. How supportive would you be of the Town adding 1 cent on the current property tax of 42 cents to pay for building, operating, and providing

aquatics programming. Use a 9-point scale where 1 is not supportive at all and 9 is very supportive, 5 is neutral.

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

43. Please tell us how important it is for a Cary aquatics facility to offer each of the following activities? Use a 9-point scale where 1 is not important

at all and 9 is very important, 5 is neutral.

| | Not Important At All | Neutral | Very Important |
|---|----------------------|---------------|----------------|
| 43a. Family Fun such as slides and lazy rivers | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43b. Fitness lap swimming | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43c. Health programs like water aerobics | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43d. Training for swim teams | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43e. Competitive swimming events | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43f. Athletic activities like water polo | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43g. Safety instruction such as life guarding or swimming lessons | 1 | 2 3 4 5 6 7 8 | 9 NA |
| 43h. Kayaking, canoeing, or similar instruction | 1 | 2 3 4 5 6 7 8 | 9 NA |

44. Please tell us how important it is for a Cary aquatics facility to offer each of the following activities? Use a 9-point scale where 1 is not important

at all and 9 is very important, 5 is neutral.

| | Daily | Several Times a Week | Several Times a Month | Several Times a Year | Never |
|---|-------|----------------------|-----------------------|----------------------|-------|
| 44a. Family Fun such as slides and lazy rivers | c | c | c | c | c |
| 44b. Fitness lap swimming | c | c | c | c | c |
| 44c. Health programs like water aerobics | c | c | c | c | c |
| 44d. Training for swim teams | c | c | c | c | c |
| 44e. Competitive swimming events | c | c | c | c | c |
| 44f. Athletic activities like water polo | c | c | c | c | c |
| 44g. Safety instruction such as life guarding or swimming lessons | c | c | c | c | c |
| 44h. Kayaking, canoeing, or similar instruction | c | c | c | c | c |

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

45. How many years have you lived in the Town of Cary?

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

46. Where did you move to Cary from -- from another place within NC? If outside NC, what state or country?

c Within NC
 c Other state Specify _____

c Other country Specify _____
c Native of Cary

47. Please tell me how many children under the age of 18 live in your household?

c c c c
0 1-2 3-5 Over 5

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

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

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

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

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

c c c c
High School or Less Some College or Technical College Degree Graduate Degree

51. May I ask your race?

c c c c c c
Caucasian African-American Native-American Asian Hispanic Other

52. What type of work do you do? _____

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

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

54. May I ask your zip code _____

55. Your street name is _____ and the closest intersection is _____.

56. By voice: c Male c Female

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. You will be compensated for participation.

c Yes Ask for first name for callback _____ c No

That concludes our survey, thank you very much for your time.



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