

## NEWS RELEASES

### Cary Citizens Rate Town Government A- Overall in Biennial Survey

#### Exceptionally positive results yield best performance for any year by the Town Government staff

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CARY, NC – **The grass really is greener in Cary, where citizens have awarded the Town of Cary with some of its highest marks yet according to the 2016 Biennial Citizen Satisfaction Survey.** The survey gave a group of Cary residents the opportunity to rate their government and community on 38 core questions covering topics like safety, services for seniors and persons with disabilities, appearance, Town employees' customer service, quality of life, solid waste/recycling and taxes.. The Town uses this scientific poll to help provide guidance on where it might make changes to enhance Cary citizens' quality of life.

#### Some of this year's outstanding results (letter grade equivalent of "A" or higher) include:

- Police response time, fairness and courteous, with response time rated the highest ever earned by the department;
- Courteous, fair and competent Fire Department;
- Increased satisfaction with the Town's curbside yard waste and loose leaf collections; and
- Increased satisfaction in the Town's cleanliness and appearance of public areas like parks, greenways, streets and medians.

"I couldn't be more proud of staff for doing such a good job resulting in these extraordinary results," said Interim Town Manager Mike Bajorek. The Town Government staff received very high marks for the six service dimensions resulting in the best overall rating the staff has earned from any year. These service areas include professionalism, knowledgeable, helpful, overall quality of customer service, courteous and promptness of response

The Town also saw increases in citizen satisfaction related to cross-departmental focus areas:

FOCUS AREA	PERCENT SATISFIED (2014)	PERCENT SATISFIED (2016)
Environmental Protection	89.1%	95.5%
Keeping Cary the best place to live, work and raise a family	87.1%	92.3%
Downtown Revitalization	68.7%	77.8%
Transportation	79.9%	84.1%
Planning and Development	72.6%	83.4%
Parks, Recreation & Cultural Resources	90.5%	95.2%

#### The 2016 survey also revealed that:

- Nine out of 10 citizens (97.6%) believe that the quality of life in Cary has remained the same or improved over the past two years
- A majority (58.7%) of residents feels that Cary's tax rate is "about right"
- The most important issues identified by Cary citizens are growth, transportation/infrastructure, crime/safety and schools.
- Over three-fourths (79.4%) have visited downtown Cary in the last year
- Roughly one in 10 citizens have someone living in their home who is legally disabled

This is the 10th consecutive time the Town has conducted its biennial survey, which started in 1998. This year, a total of 401 Cary households were randomly selected for the survey and interviewed by telephone (listed, unlisted and cell numbers) from January 2-30. Just like Gallop, Nielsen, and other international pollsters, consultants for the Town utilized scientifically developed sampling techniques and statistical analysis that allow the survey results to be generalized over the entire population even though not everyone in Cary is called. The margin of error for the 2016 survey was +/- 5 percent.

As a follow-up to the survey, the Town plans to conduct focus groups later this spring. Comprised of randomly selected participants of the telephone survey, these focus groups will provide an opportunity for the Town to probe specific survey findings in greater detail.

The Town contracted with BKL Research of Salem, VA to conduct the study (survey and focus groups) at a cost of \$34,760. Representatives from BKL made a formal presentation of the findings at the March 23 regular Cary Town Council meeting which can be viewed on the Town's YouTube Channel, [www.youtube.com/townofcarychannel](http://www.youtube.com/townofcarychannel) or as part of the meeting agenda at [www.townofcary.org](http://www.townofcary.org).

Find the full survey report by searching "Surveys and Research" at [www.townofcary.org](http://www.townofcary.org).

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