

RESEARCH AND TRAINING SPECIALISTS, INC

Concord, North Carolina

Town of Matthews

2006 CITIZEN SATISFACTION SURVEY

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Sample: Data Collected Spring 2006

- 1200 randomly selected **homeowners**
- 21% returned
- 95% confidence that the results are within $\pm 6\%$ of property owners' true responses.
- An effort was made to reach apartment residents, but the response rate was very low.
- Respondents evenly split by gender.
- 1/3 have lived in Matthews for more than 15 years and have incomes over \$100,000.



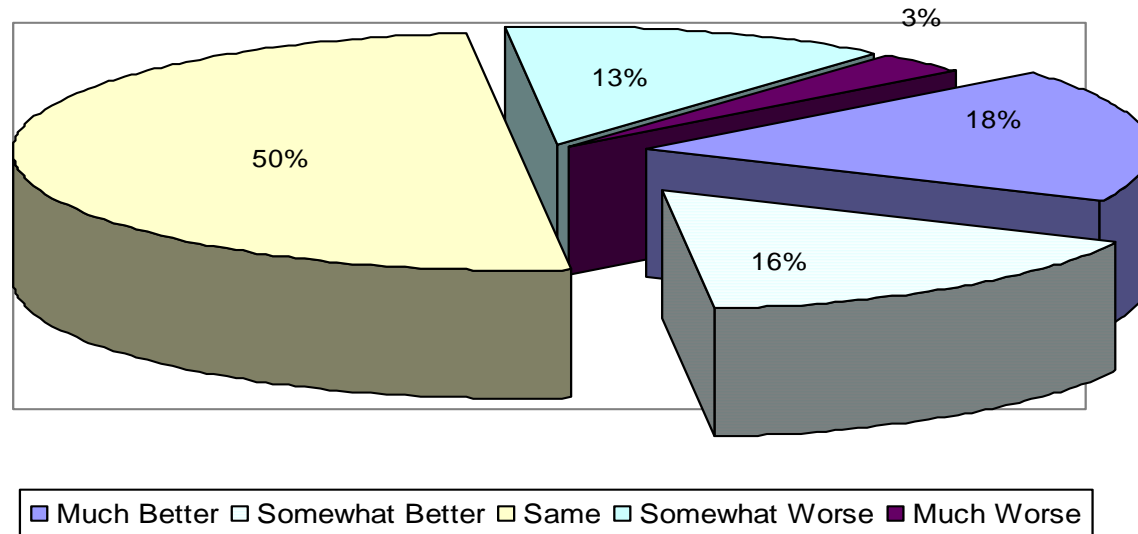
Perceptions

Scale of 1 to 10

- **Matthews is a good place to live 8.6**
- **Matthews is a good place to raise children 8.6**
- **Matthews is a safe place to live 8.2**
- **Schools are safe for our children 8.1**
- **Good environment for businesses 7.4**
- **Town is responsive to citizens' needs 7.35**
- **Should have and develop greenways 7.9**

Change in Quality of Life

34% feel quality is better than a year ago
50% feel it's the same



- 52.9% of non-white respondents indicate that life has gotten better in the last year
- 58.6% of white respondents feel that the quality of life is the same.
- The difference is statistically significant ($p < .03$).



Perceptions of town management

- **Town employees treat customers courteously ... 7.9**
- **Town employees do their jobs professionally... 7.8**
- **Leaders are taking Matthews in the right direction 7.2**
- **The Town spends my tax dollars wisely 6.9**
- **Elected leaders show strong leadership 6.8**
- **Making good decisions about development 6.6**



Perceptions in percent

Perception of town management	%negative	%neutral	%positive
City employees do their jobs professionally	7.3	25.0	67.7
City employees treat customers courteously	6.2	26.2	67.6
Matthews is moving in right direction	8.8	41.4	49.8
Tax dollars are being spent wisely	12.8	40.7	46.5
Elected leaders show strong leadership	13.2	40.4	46.5
Good decisions about development	18.3	41.9	39.7



Perceptions of Downtown Matthews

- 97.1% say they visit Downtown Matthews to shop, eat or visit.
 - 34.3% say they have increased their visits over the past year.
- Reasons to visit
 - 69.6% Town Hall/ Library
 - 65.4% Restaurants
 - 53.2% Special Festivals
 - 48.1% Stores and shopping
 - 43.9% Farmers' market
 - 30.4% Movies in park, concerts
 - 12.2% Private, non-commercial offices



Differences in Perception

- Development
 - Those with incomes \$35 - \$65,000 were most negative.
 - 32.6% gave a rating of from 1 to 4.
 - Those earning less than \$35,000 were most positive
 - 47.1% give ratings of 8 to 10.
 - 41.7% of those with over \$100,000 give ratings of 8 to 10. ($p < .05$)
- Leadership
 - 51 to 65 years old residents were more likely to provide a rating of 8 to 10 on leadership.
 - 53.1% of this age group gave the highest ratings while only 38.9% of the under 35 year old group gave high ratings ($p < .057$).



Desired Businesses or Changes

A few consistent patterns:

- Restaurants -26% suggested either more restaurants or some specific types of restaurants.
- Grocery stores, book stores and boutiques or small quaint stores were also recommended by a number of respondents.
- The primary comments on changes revolved around traffic and parking. 22% of the comments expressed concern over these areas.



Suggestions for Traffic

	Yes	No	Don't Know
See new streets built or dead ends connected to avoid driving only on John or Trade streets	62.7% (148)	21.2% (50)	16.1% (38)
Support for more speed humps	63.3% (150)	36.7% (87)	
Restrict traffic in center of town to enhance pedestrian safety	37.4% (85)	62.6% (142)	



Tax Support for Future Roads

▪

- “Would you be in favor of a small real estate tax increase that Matthews would use to purchase land for future roads?”

54.2% are **opposed**;

45.8% agree but differ on which roads.

- Over a hundred residents made suggestions for traffic changes. The vast majority involved widening roads.



Evaluation of Departments

Scale 1 -5 (Most Positive)

Community Center	(4.8)
EMS (Emergency Medical Services)	(4.6)
Fire Department	(4.6)
Police	(4.4)
Parks & Recreation	(4.3)
Sanitation Service	(4.3)
Town Manager's Office	(4.1)
Planning Department	(3.6)
Animal Control	(3.1)



Evaluation of Departments

Percent Positive

EMS	98%	Sanitation	89%
Community Center	95%	Animal Control	84%
Fire	95%	Town Manager	82%
Parks/recreation	91%	Planning	60%
Police	90%		



Environmental Services

Recycle

- Three-fourths of the residents recycle every collection day.
 - 92% were either satisfied (17.7%) or very satisfied (74.4%).

Only 8.3% say they do not recycle.

- Half of those who *do not* recycle have lived in Matthews five years or less but 23.8% have lived here more than 15 years.
- Apartment living accounts for 43% who do not recycle and inconvenience is the reason an additional third say they do not recycle.



Environmental Services

Garbage pick-up

93% consider garbage pick-up to be either good (43.9%) or Excellent (49.1%).

Yard waste service

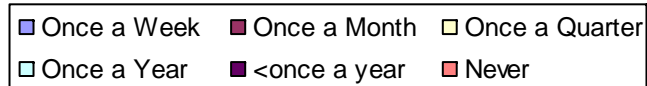
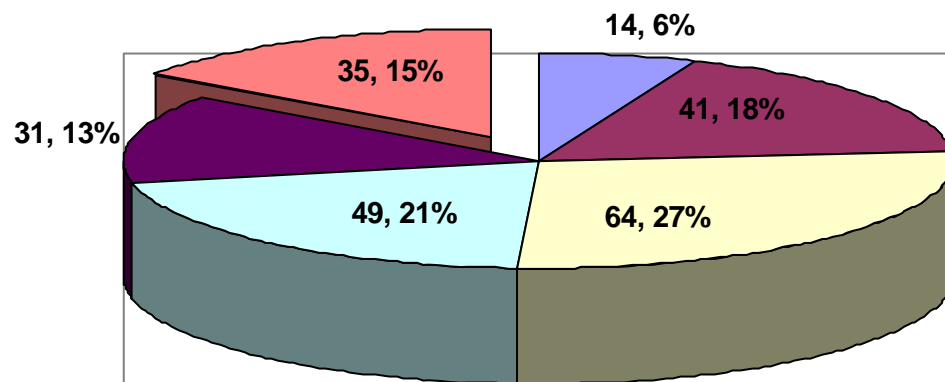
86.2% consider yard waste service to be either good (45.0%) or excellent (41.3%).

Parks and Recreation Department

56.4% attended a function at the Matthews Community Center in the last year

85% visit town parks

Visitors to Matthews Parks





Parks and Recreation

Adequacy of program availability

58.% believe there is adequate park and recreation program availability

19.9% do not believe program availability is adequate
22.8% (n=52) are undecided

Primary programs seen not available but desired:

Public pools (45.8%) Teen Activities (40%)



Public Safety

Park Safety

Overall 89.7% feel safe in Matthews Parks.

Excluding those who never visit the parks, 92.1% feel safe.

Fire/Police

80% are satisfied with the level of fire protection

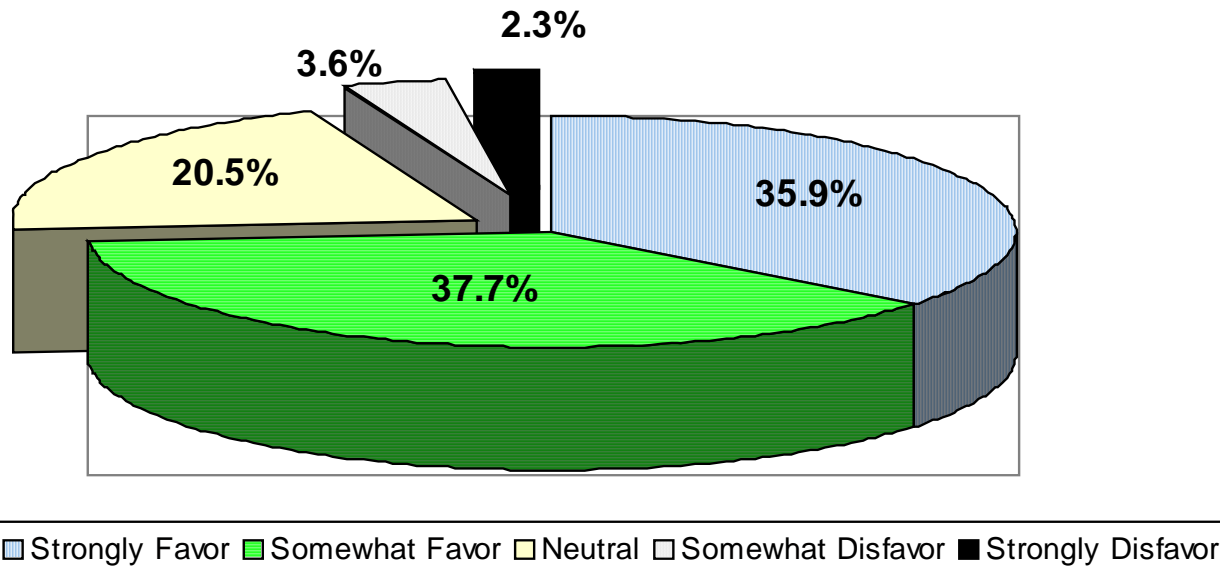
79% are satisfied with police visibility

75% are satisfied with the level of police protection

Those with incomes of less than \$35,000 are less likely than those with incomes over \$100,000 to be satisfied with police protection($p < .03$)

Parks

Parks/Schools Should Share Open Space



73.6% favor the sharing of open space or athletic facilities where possible

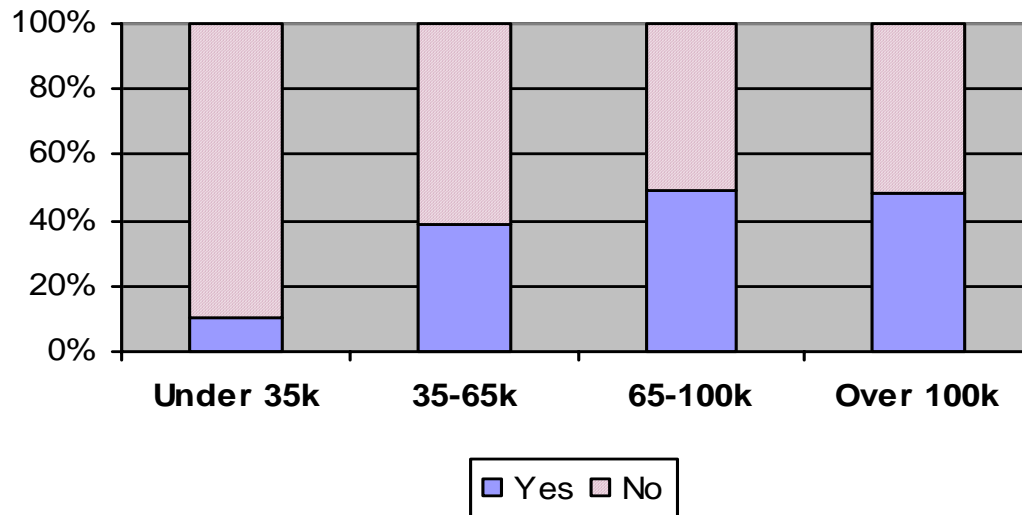


Tax Support

- 40.4% would support a real estate tax to help purchase open space/parks/greenways.
 - 59.6% (n=130) **oppose**.
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- The difference is statistically significant by age and income:
 - The greatest support comes from those 36-50 and with incomes over \$65,000

Tax Support

Support Real Estate Tax by Income



- 52.9% of the 87 who indicated they would be willing to pay said they would pay \$25 per year.



Conclusion

- Residents are very positive about the town and its management
- Most departments are rated high but there's concern over development and planning
- Some park and recreation needs were revealed (details in report)
- It almost makes me want to live here!