

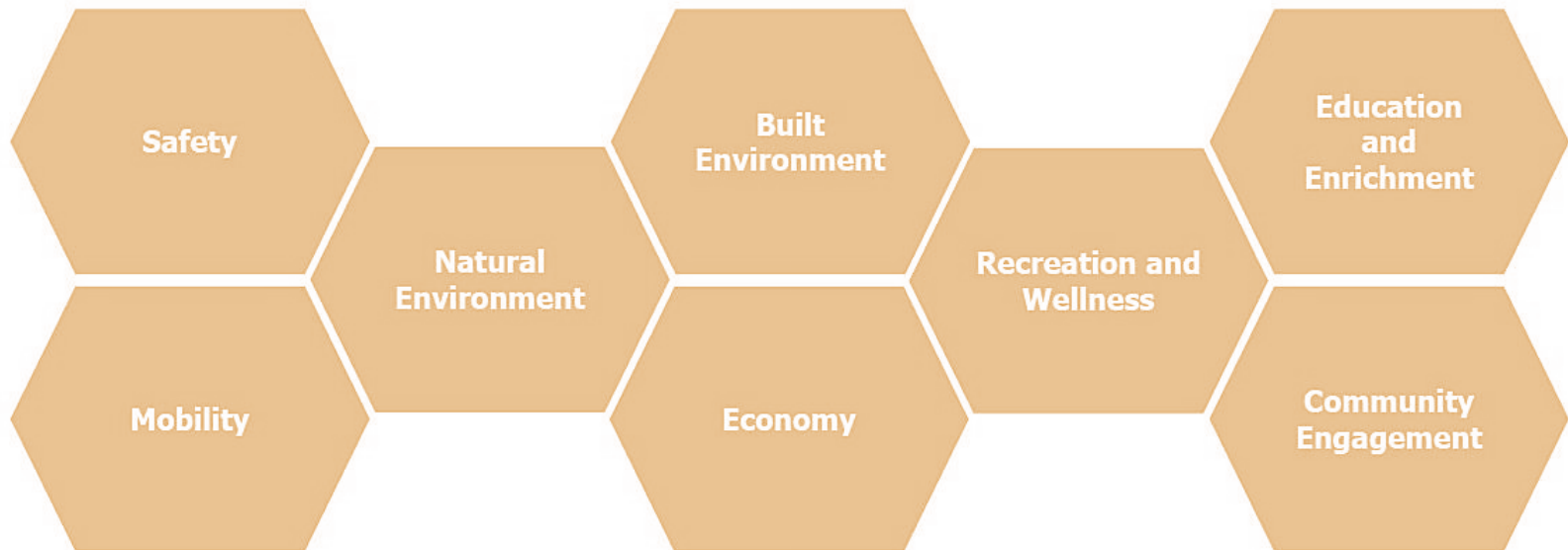


National Citizen Survey Results

Town Council
Briefing Meeting
May 12, 2015

Facets of Livability

- National Citizen Survey helps manage “livability”



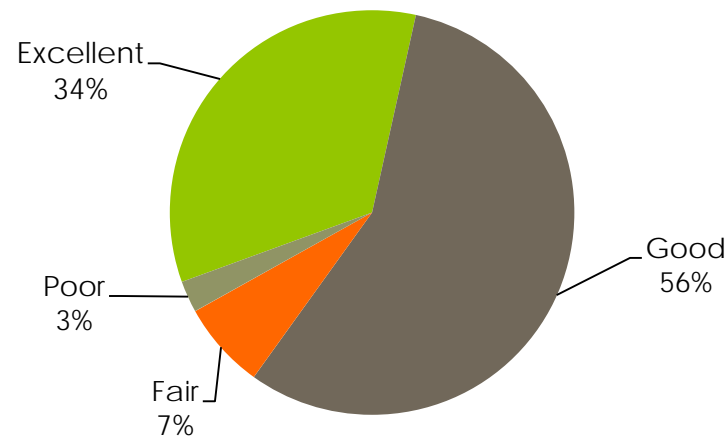
Survey Methods

- 1,200 residents were surveyed
- 220 residents responded
- Margin of error: +/- 7%

Quality of Life in Morrisville

- Almost all residents rated quality of life in Morrisville as excellent or good.

Overall Quality of Life



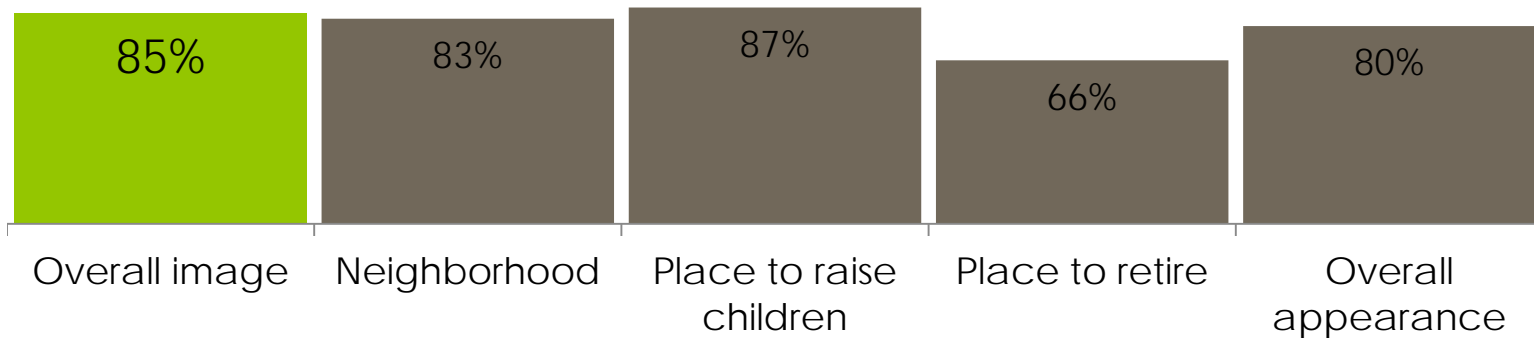
Community Characteristics

- 93% rated Morrisville as an excellent or good place to live
- Overall image was rated excellent or good by over 8 in 10 residents

Percent rating positively
(e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



Community Characteristics

- 40 features of the community were rated
- Several ratings were higher than national benchmark:
 - Public parking (74%)
 - Affordable quality housing (60%)
 - Overall economic health (84%)
 - Shopping opportunities (73%)
 - Employment opportunities (65%)
 - Place to work (84%)
 - Health care (74%)
 - Food (80%)
 - Child care/preschool (69%)
 - Openness and acceptance (80%)

Community Characteristics

- A few items rated lower in national benchmark:
 - Travel by public transportation (13%)
 - Traffic flow (31%)
 - Vibrant downtown/commercial area (31%)
 - Place to visit (45%)
 - Opportunities to volunteer (56%)

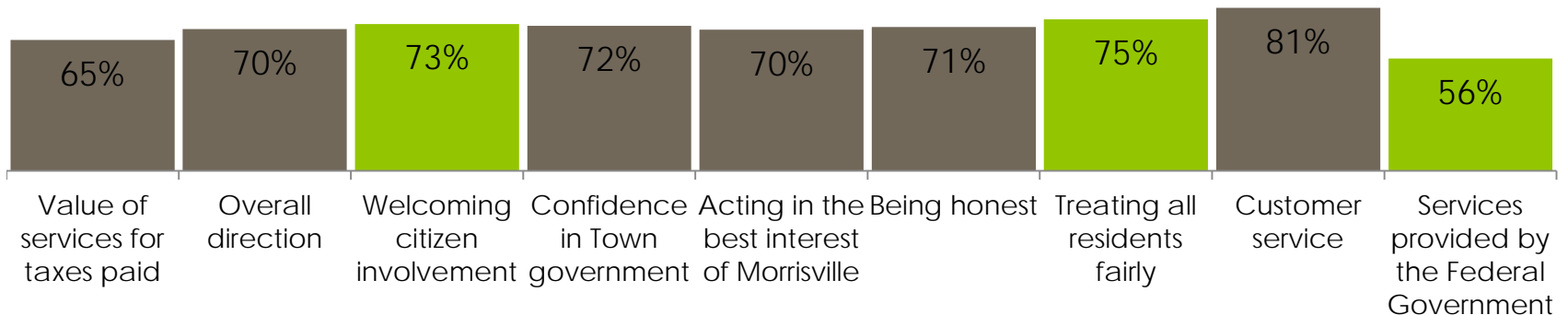
Governance

- 87% rated quality of services provided by the Town good or excellent

Percent rating positively
(e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

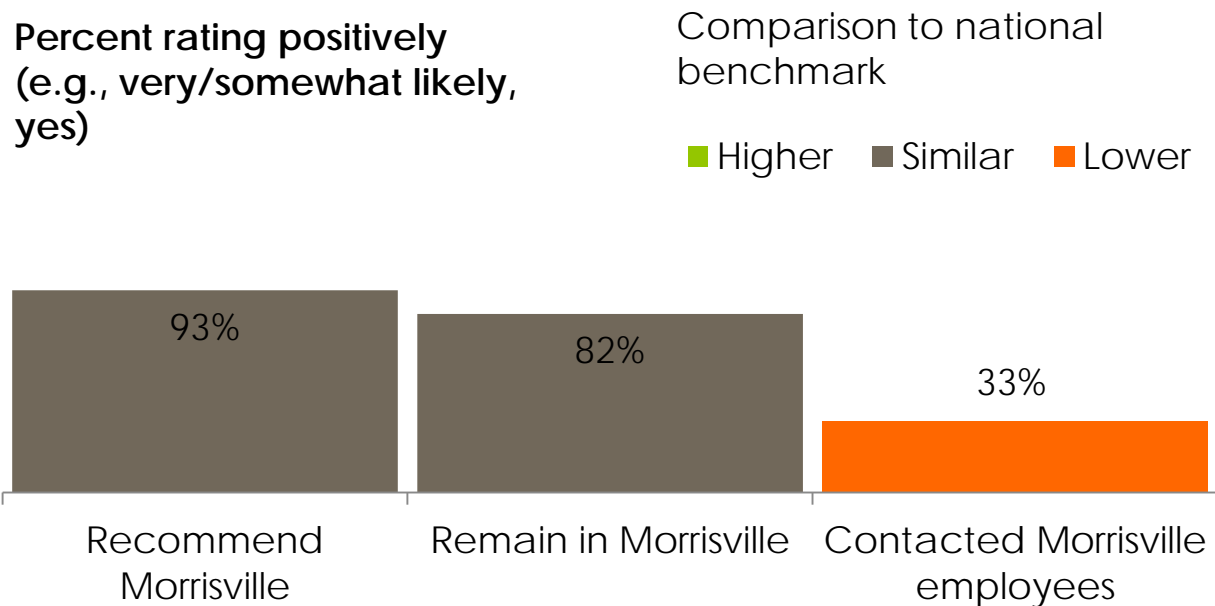


Governance

- 30 individual services and amenities were rated
- Several ratings were higher than national benchmark:
 - Police (91%)
 - Drinking water (88%)
 - Code enforcement (71%)
 - Economic development (73%)
- Only one facet lower than national benchmark: Bus or transit services (27%)

Participation

- 63% of residents gave a positive rating to the sense of community in Morrisville



Participation

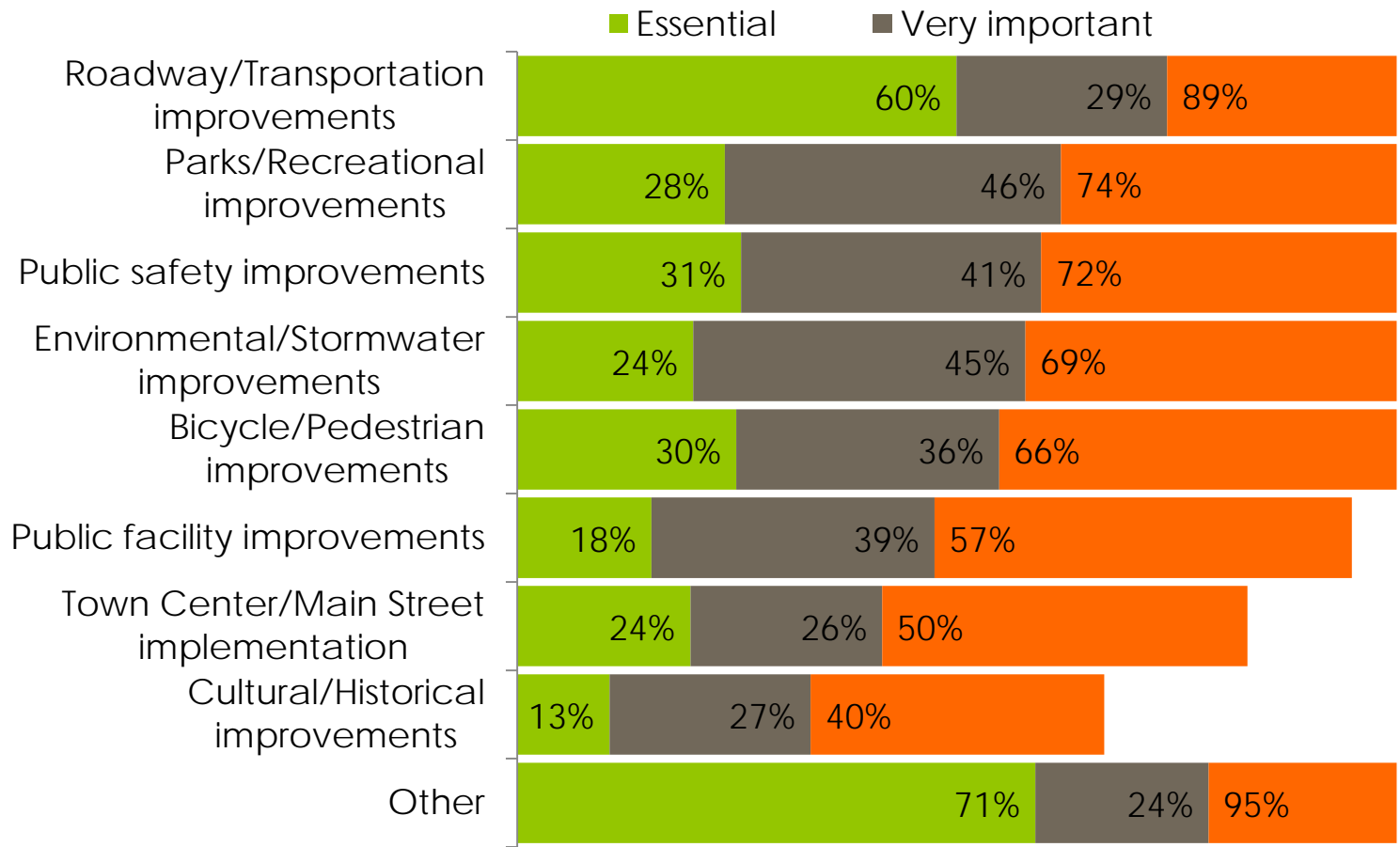
- 30 activities and behaviors were rated
- Several ratings were higher than national benchmark:
 - Did not report a crime (90%)
 - Did not observe a code violation (75%)
 - Not under housing cost stress (78%)
 - Economy will have positive impact on income (47%)

Participation

- Several items rated lower in national benchmark:
 - Used public transportation instead of driving (3%)
 - Carpooled instead of driving alone (26%)
 - Participated in religious or spiritual activities (34%)
 - Attended a Town-sponsored event (38%)
 - Volunteered (19%)
 - Participated in a club (11%)
 - Done a favor for a neighbor (68%)
 - Attended a local public meeting (12%)

Special Topics: Importance of Funding Capital Investment Projects

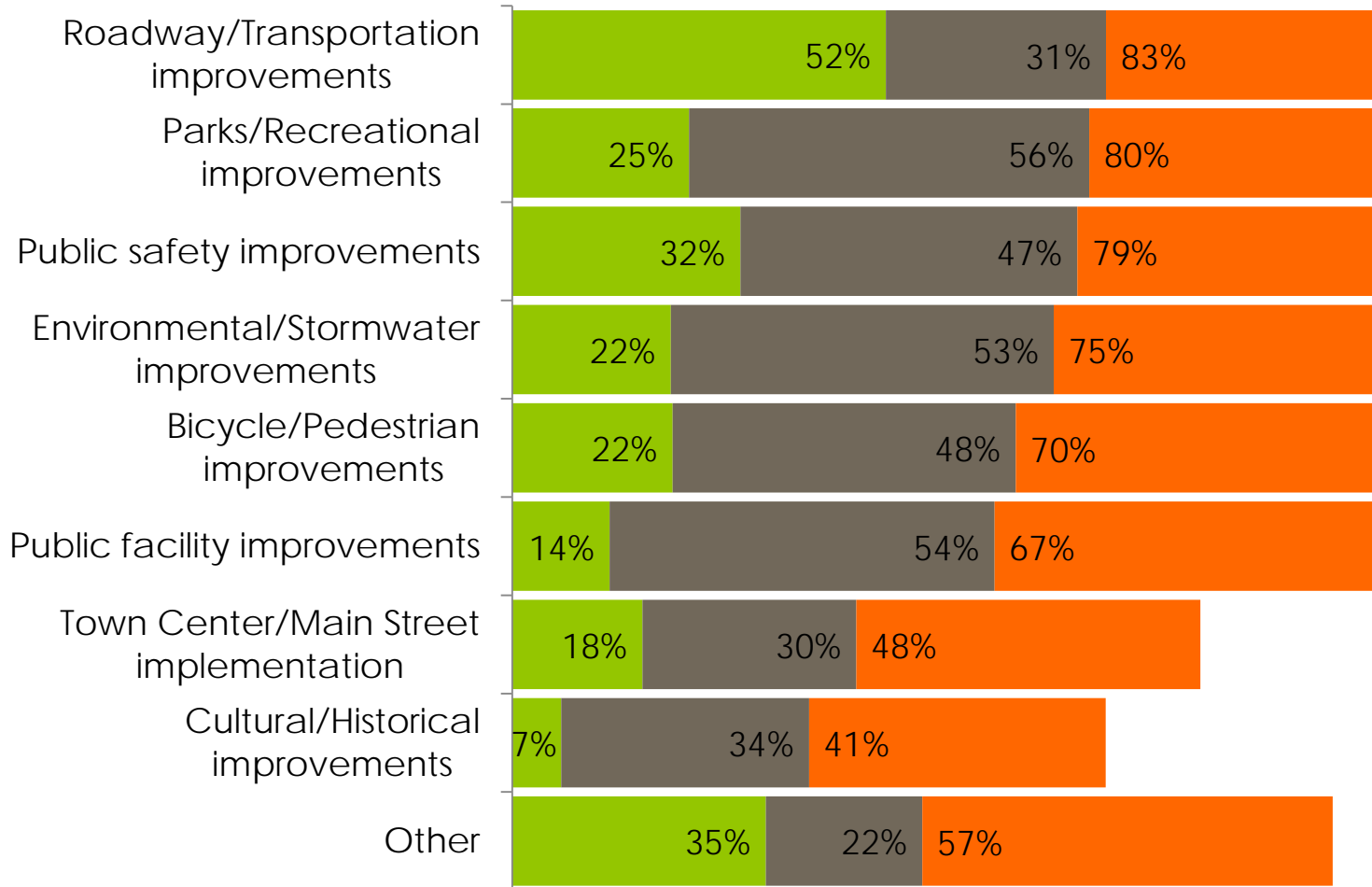
Planning for large capital investment projects can represent a challenge in aligning resources effectively to the needs valued by the community. To better gauge community support to plan for capital spending, please indicate how important, if at all, each of the following projects and issues will be for the Town to address over the next five years:



Special Topics: Support for Tax Increase to Fund Capital Investment Projects

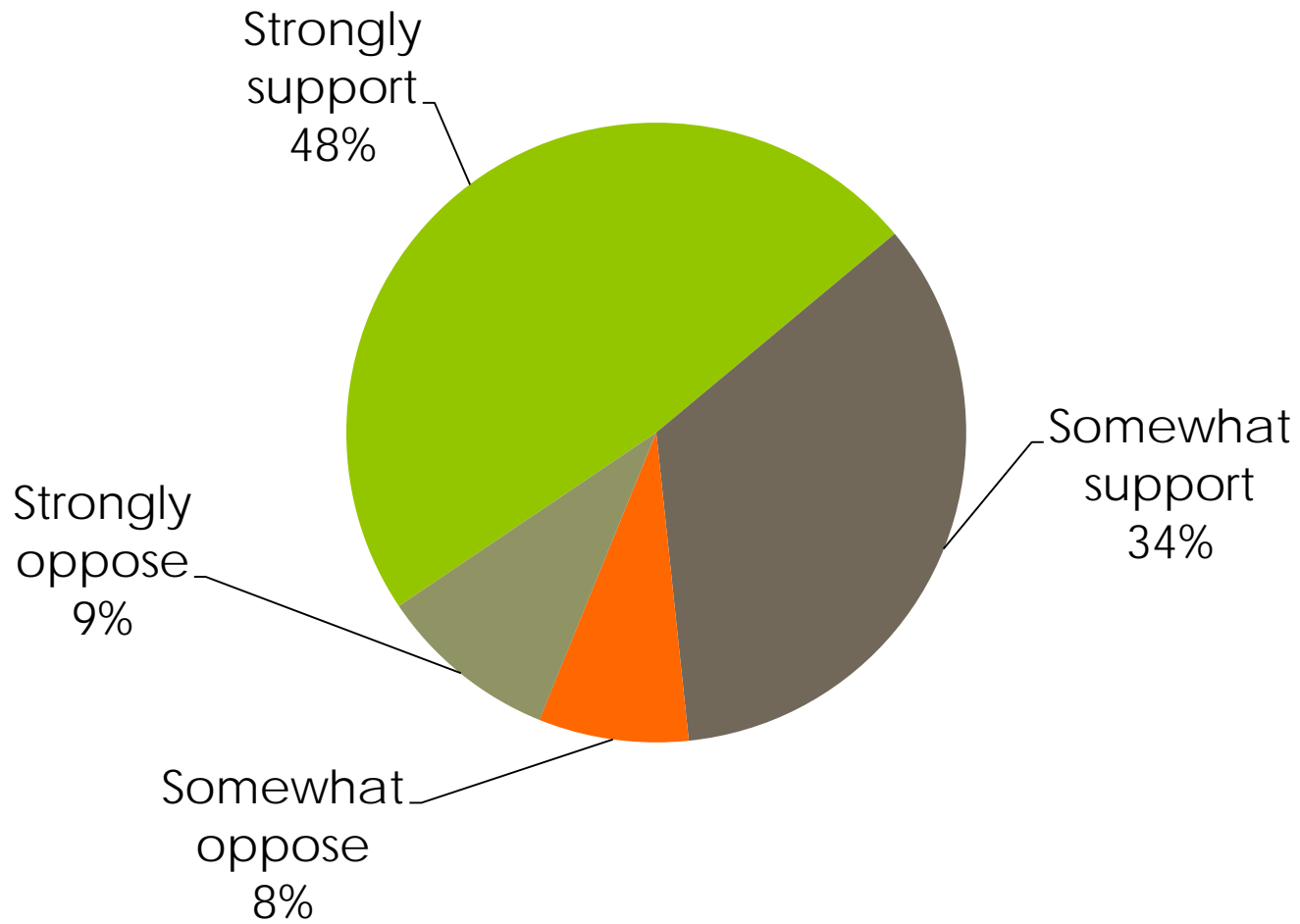
The town operating budget does not have the capacity to pay for significant capital improvements without issuing debt. A tax rate increase is generally needed to pay debt service payments. Please indicate to what extent you would support or oppose a tax rate increase to fund each of the following capital investment projects:

■ Strongly support ■ Somewhat support



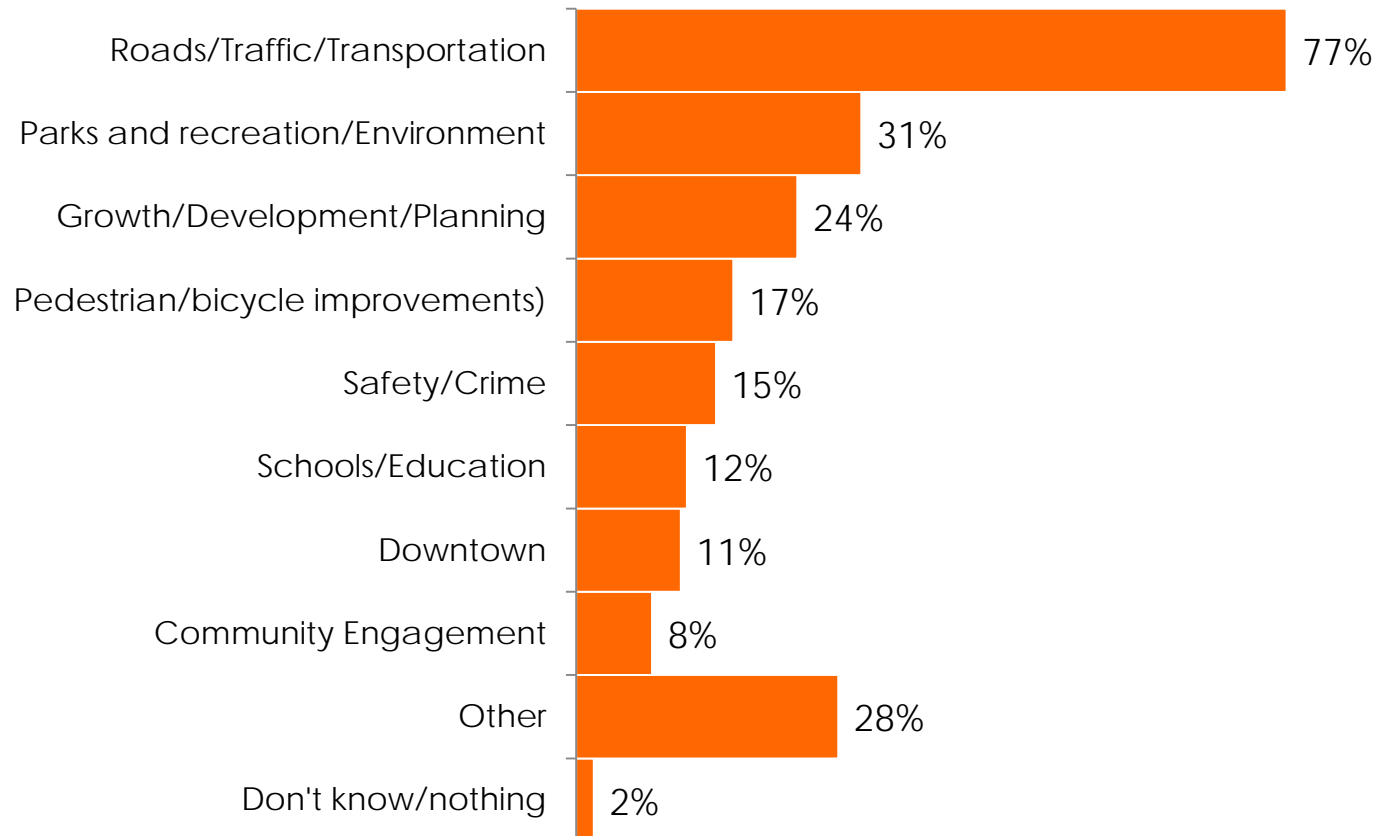
Special Topics: Support for Improving State-owned Roads

The majority of traffic issues in Morrisville occur on State-owned roads (NC54, Morrisville-Carpenter Road, Aviation Parkway, etc.). Typically State dollars fund any improvements on these roads, but may take many years to be prioritized for construction. Would you support using Town funds to improve State-owned roadways?



Special Topics: Town Priorities

What are the top three things you would like to see Morrisville do or accomplish in the next 5 years?



Conclusions

- Morrisville residents enjoy a high quality life
- Mobility is an important area of focus for residents
- Economy is an important and positive feature of the community

Next Steps

- Website
- Morrisville Connection
- Social Media
- Press Release



Questions?