

RTS

RESEARCH AND TRAINING SPECIALISTS, INC
Concord, North Carolina

Town of
Matthews
North Carolina

2017 CITIZEN SATISFACTION SURVEY

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Matthews Survey

○ Biennial since 2006 to determine:

1. **What people are thinking** and **how they feel.**
2. How residents **rank issues**, problems and concerns
3. Determine **residents' support** for initiatives.
4. **Evaluate current programs** and policies.
5. **Convey experiences with & to evaluate**
Town departments

Sample: Data Collected Sept 8 – Oct. 8, 2017

- On line survey
 - A paper option was available – none completed
- Of 737 responses, 702 were valid
 - 73% answered most of the questions
 - (Those who exited survey after first two questions were excluded)
- 95% confidence responses are \pm **3.64%**
- 99% confidence responses are \pm **4.8%**



Overall Impressions of Matthews

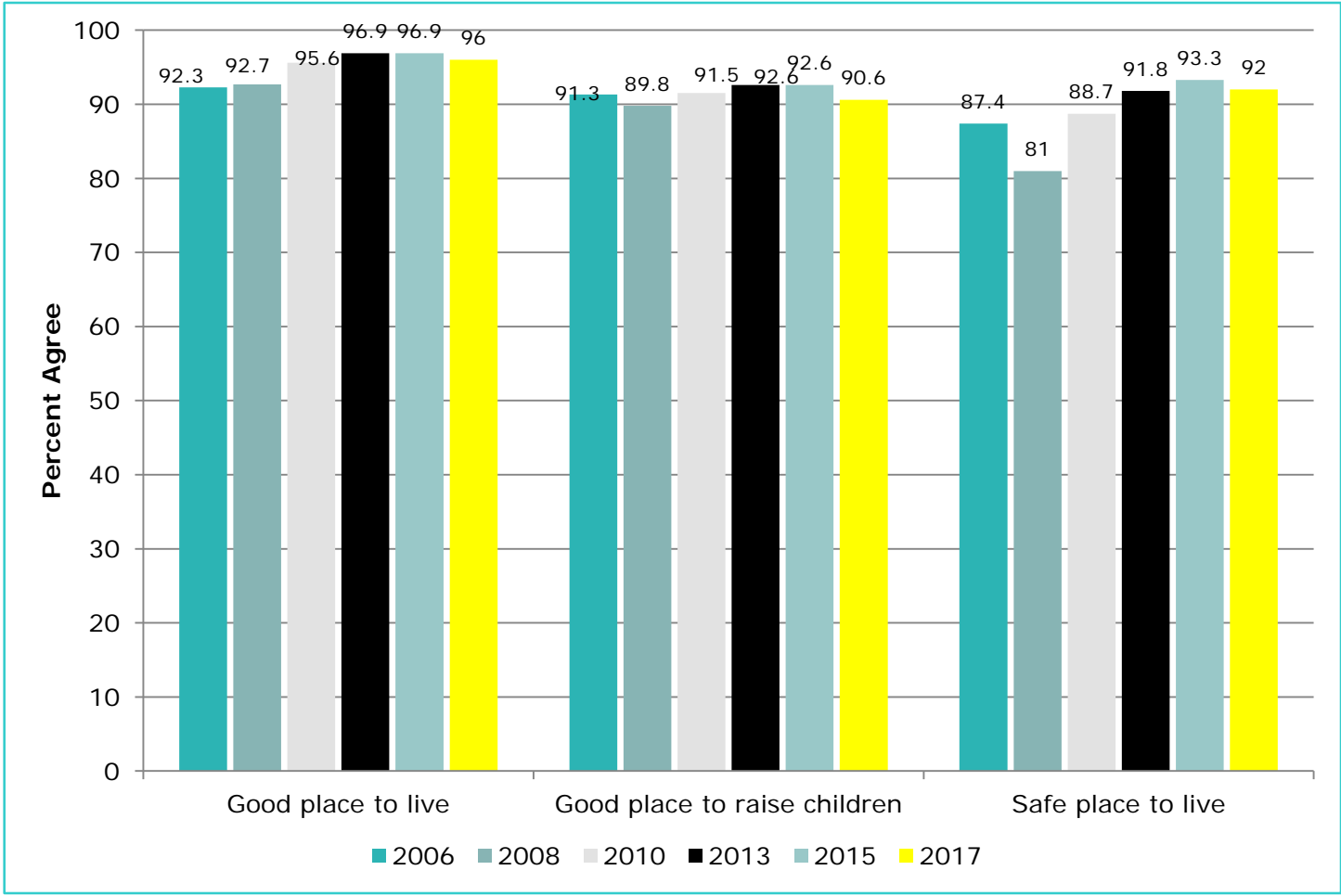
The percent of residents agreeing with each of the positive statements about the town has not changed significantly since the 2006 survey



Overall Impressions

- **96.0%** feel Matthews **is a good place to live**
- **90.6%** feel Matthews **is a good place to raise children**
- **92.0%** feel Matthews **is a safe place to live;**

Impressions

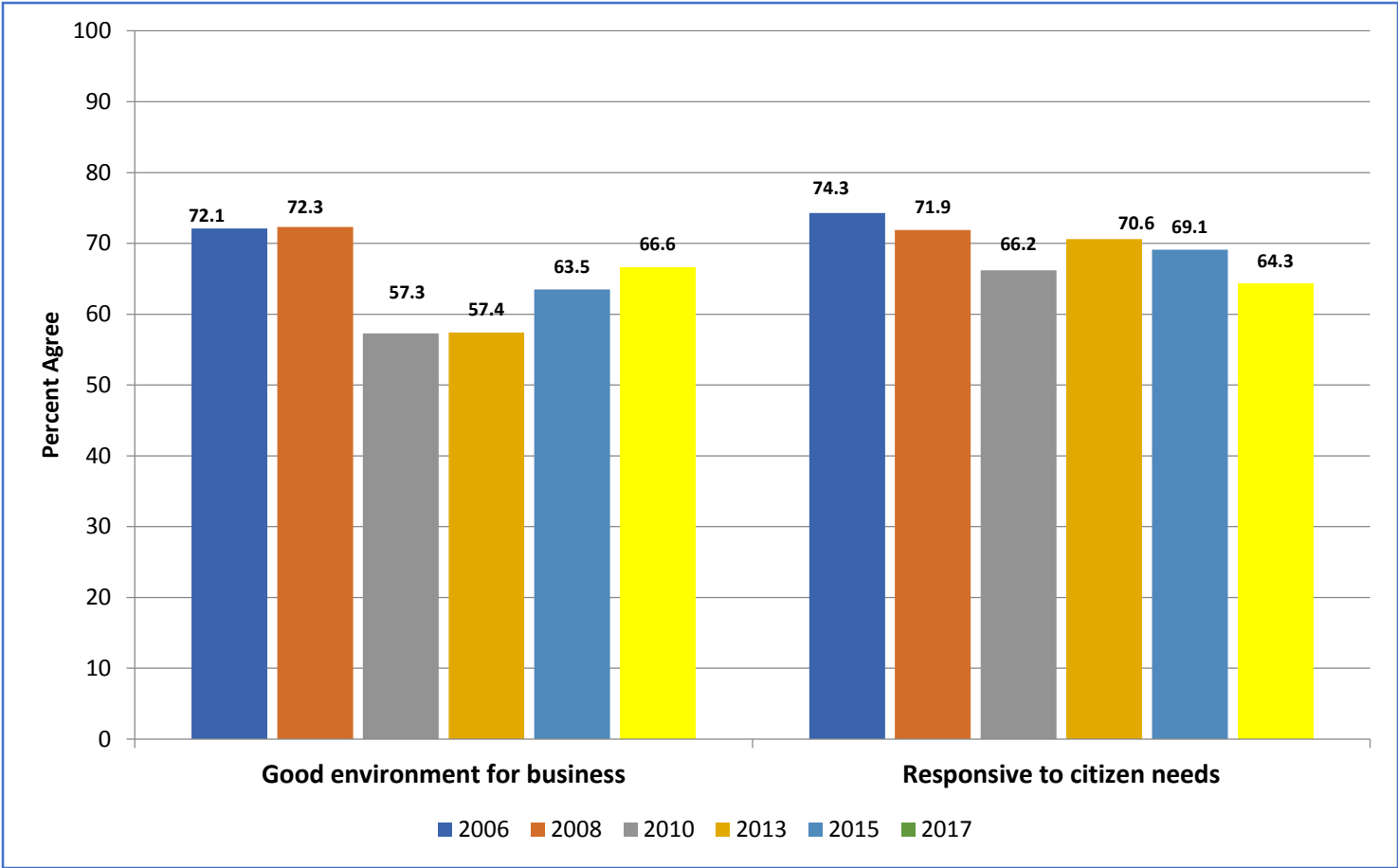




Overall Impressions

- **66.6%** feel Matthews provides a **good environment for business** to succeed
 - **75% of Business Owners**
- **64.9%** would **recommend** Matthews as a **place to open or relocate a business**
 - 63.3% of Business owners – 28.3% “not sure”
- **64.3%** feel Matthews is **responsive to citizen needs**

Impressions



Safety and Police Visibility

- 66.5% agree that Matthews *police officers/personnel are visible in their neighborhood.*

(This question was not asked in this format in previous years and cannot be compared).

- There was no significant variance by polling station



Small-Town Feel

- 8.8% responded that Matthews does not have a small-town feel.
- The *largest proportion* (75.6%) responded that a walkable downtown with interesting shops and restaurants is what gives Matthews a small-town feel.
- Over 70% checked Farmers Market, Parks and Recreation Events, and the Library.
- The smallest proportion said the small-town feel came from neighbors and friends.

Downtown

- **1.5% never visit Downtown Matthews** (5.2% in 2015)
- **42.7%** of those who visit downtown **visit more than 5 times per month** (*45.6% in 2015*).
 - 34.5% visit **2-5 times** per month (*up* from 30.9% in 2015)
 - 12.5% visit **once a month** (*down* from 18.3% in 2015).

Most frequently selected reason: restaurants (63.2%).
This is slightly up from 61.7% in 2015.



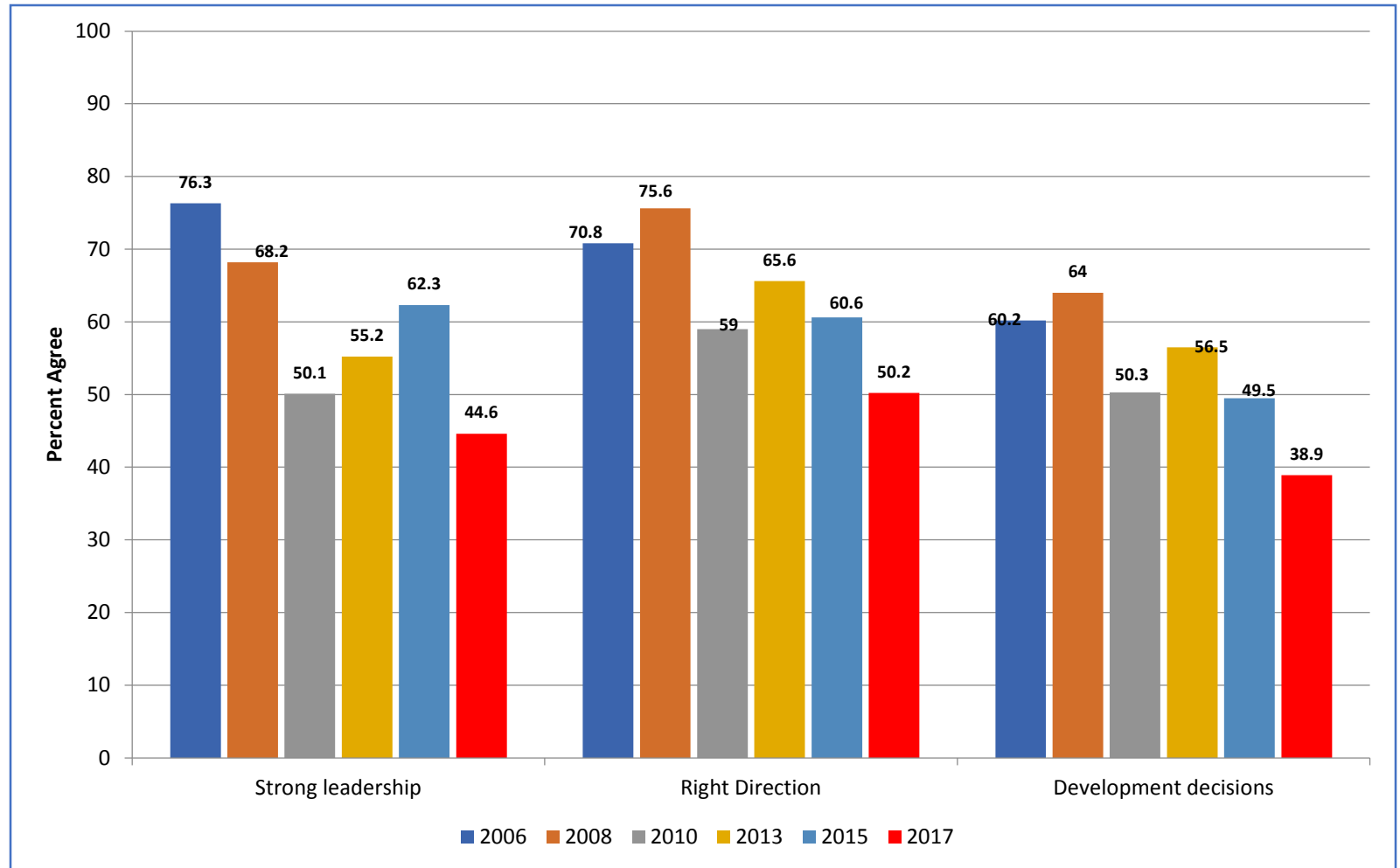
Perceptions of Town Management

The percent of residents agreeing with each of the positive statements about town leadership, management and decision *making is the lowest* since the 2006 survey

Town Management

- **44.6%** perceive that that elected Town **leaders show strong leadership**. The previous *lowest* percent on this statement was 50% in 2010. (62.3% in 2015 and 55% in 2013)
- **50.2%** perceive that Town **leaders are taking Matthews in the right direction** – *down* from 60.6% in 2015 and 65.5% in 2013
- **38.9%** perceive that the **Town is making good decisions about development** –*down* from 49.5% in 2015 and 56.5% in 2013.

Town Management

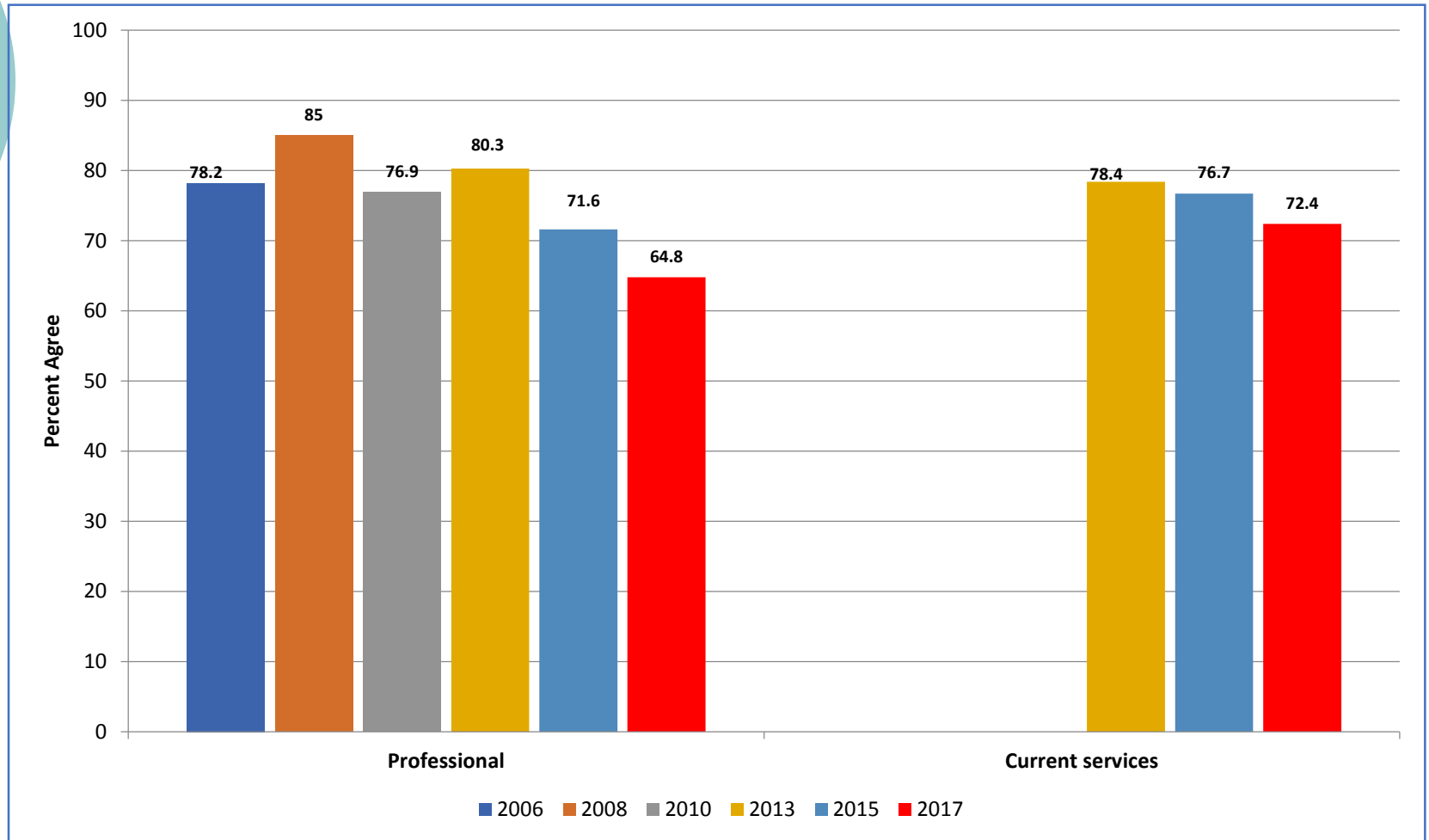




Town Management

- **64.8%** perceive that **Town employees do their jobs in a professional manner** – *down* from 71.6% in 2015 and 80.3% in 2013.
- **72.4%** are satisfied with the **Town's current level of services** – *down* from 76.7% in 2015 and 78.4% in 2013.

Town Management



Departments: Job Performance

(Percent Satisfied)

2017	2015	Office/Department
99.0	99.0	Fire/EMS
96.9	96.9	Parks, Recreation, Cultural Resources
95.8	94.9	Landscaping
94.2	97.1	Police
92.8	95.8	Garbage/Recycling
91.8	90.7	Storm Water
91.2	90.3	Animal Control
89.5	94.6	Town Manager & Staff
72.8	79.9	Planning & Development
70.8	69.6	Streets, Traffic, Sidewalks

Job Performance and Contact

Office/Department	Total Sample Satisfied	If Contact, % Satisfied	Difference
Storm water	91.8	58.1	-33.7
Animal Control	91.2	69.7	-21.5
Planning & Development	72.8	51.8	-21.0
Town Manager and Staff	89.5	77.0	-12.5
Streets/traffic/sidewalks	70.8	61.9	-8.9
Police Department	94.2	88.0	-6.2
Landscaping	95.8	89.7	-6.1
Garbage/ Recycling	92.8	87.7	-5.1
Parks, Recreation, Cult. Resources	96.9	95.7	-1.2
Fire/EMS	99.0	98.0	-1.0



Parks and Recreation Centers

- **92.0%** of respondents say they have visited a Town park or recreation facility. (82.7% in 2015 and 84.6% in 2013).
 - **88.9%** visit Stumptown Park at least once a year.
 - **81.9%** visit Squirrel Lake Park at least once a year.
 - **78.0%** visit Four Mile Creek Greenway at least once a year.

Perception of Parks & Centers

Facility	Good as is	Needs Improvement	No opinion
Special Events (Food Truck Fridays, Pawsitively Matthews, etc.)	79.4	11.8	8.9
Four Mile Creek Greenway	76.5	10.2	13.3
Walking/jogging/fitness/bike paths	70.6	19.1	10.3
Picnic shelters/picnic sites	70.3	10.0	19.7
Open green spaces	68.7	13.5	17.8
Community Center	66.1	7.5	26.3
Playgrounds	65.2	11.8	23.0
Fullwood Theater	50.2	6.6	56.8
McDowell Arts Center	50.0	3.6	46.4
Crews Recreation Center Gymnasium	40.1	6.3	53.5

Visit Town Events

EVENT	YES 2013	YES 2015	YES 2017
Matthews Alive	91.1%	89.3%	89.0%
Concert & Movie Series	64.4%	60.3%	x
Concerts/Food Truck Fridays	x	x	74.6%
BeachFest	48.8%	53.9%	56.7%
Tree Lighting Celebration	47.2%	48.5%	39.1%
Pawsitively Matthews	x	22.7%	22.8%
Earth Day	35.8%	26.8%	22.7%
Easter Eggstravaganza	x	x	19.5%
Matthews Haunted Trail	x	x	19.4%
Not So Spooky Halloween	x	x	17.9%

Town Roads

- **62.3%** of residents rate the town streets as **good or excellent** (34.6% in 2015 & 44.4% in 2013)

Town Streets	Poor	Fair	Average	Good	Excellent
2017	3.2	9.3	25.3	50.2	12.1
2015	6.2	18.4	40.8	32.4	2.2
2013	2.3	19.5	33.9	39.3	5.1
2010	5.1	19.0	38.7	32.7	4.5

Additional Tax (95% confidence that the findings are within $\pm 4.23\%$.)

Service/Improvement	½ Cent	1 cent	1.5 cents	2 cents	More than 2 Cents	None
Improving condition of streets/pavement	24.0	28.8	3.2	7.6	3.8	32.6
Increasing street network throughout Town to improve connectivity	19.6	21.7	3.2	10.1	6.3	39.0
Making streets look more attractive (e.g. landscaping, mast arm traffic signals, etc.)	27.4	17.2	2.5	4.0	3.8	45.0
Increasing multi-use paths and sidewalk throughout Town for pedestrians and bicyclists	24.8	20.8	4.4	8.4	9.0	32.8
Increased fire and rescue service	23.9	26.6	4.8	8.1	7.7	28.9
Increased police service	23.8	26.1	6.7	10.0	6.7	26.7
Development of new parks or increased amenities within existing parks	24.4	20.8	5.0	4.6	7.9	37.3

Additional Tax (95% confidence that the findings are within ±4.23%.)

- **73.3%** are willing to pay at least ½ Cent/\$100 evaluation for **increased police service**;
- **71.1%** would pay at least ½ Cent/\$100 for **increased fire and rescue service**.
- **67.4%** would pay at least ½ Cent/\$100 evaluation to **improve the condition of streets**;
- **67.2%** would pay at least ½ Cent/\$100 evaluation to **develop new parks or increase amenities**
- **61.0%** would pay at least ½ Cent/\$100 evaluation to **increase street network** throughout town to improve connectivity.
- **55.0%** would pay at least ½ Cent/\$100 evaluation **to make streets look more attractive**.



Communications

- **57.0%** of respondents indicate that **Social Media** (Facebook, Twitter, Nextdoor) is a good way to communicate with them.
 - Only 10.5% indicate that radio/TV is a good way and 11.7% feel information flyers and pamphlets are good ways to communicate.
- **45.3%** feel that the **town website** is a good means of communication.
- **Text-messaging** and announcements at Town Events were mentioned as “other” good means of communication.

Future Issues

Issue	2017	2015
Traffic	62.1	73.9
Development/Growth	50.1	15.4
Downtown Development	32.1	42.4
Road Maintenance	25.2	42.9
Safe Pedestrian/Biking Areas	24.6	x
Crime/Police	22.2	32.0
Diverse & Affordable Housing	18.1	x
Higher Taxes	17.4	29.4
Greenways, green spaces	14.8	18.5
Jobs/Employment	11.3	19.0
Animal Control	x	6.6

Diversity Question:

How *accepting* do you think Matthews as a community is toward the following?

- While the overall percent of residents feel that Matthews as a community is accepting of diverse populations, the percent saying, “Very Accepting,” showed considerable variance.

Different Groups of People	Very Accepting	Somewhat Accepting	Somewhat Unaccepting	Very Unaccepting
Those with disabilities	63.1	32.2	3.5	1.2
Different races	58.4	34.4	6.6	0.6
Different ethnic groups	53.0	37.1	8.8	1.0
Non-Christian religions	45.0	40.3	12.2	2.6
Different sexual orientations	41.6	39.2	14.5	4.6
Different gender identities	41.4	37.8	16.1	4.8

Things to consider

Largest percent responses since RTS has done surveys (2006)

±3.6% margin of error

For most part, response are consistent over time EXCEPT
Statements about Town Management & Leadership
– all much more negative

Some attention should be directed at the **lower assessments for those who have had contact** with different departments

Percent rating town streets as Excellent significantly higher

With exception of making streets more attractive, over 60% are willing to pay at least ½ Cent/\$100 tax increase for services/improvements



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It's been a pleasure to serve you again

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