

TOWN OF ELIZABETHTOWN  
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## PRESS RELEASE

FROM: David B. Bone, Town Manager  
DATE: February 23, 2007  
SUBJ.: Results of the 2006 Town of Elizabethtown Citizen Satisfaction Survey

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For the first time, the Town of Elizabethtown sent Citizen Satisfaction Surveys to all citizens in November, 2006. 144 surveys were returned. With a population of 3,729, the surveys returned represent approximately 4% of the population, which is a strong sample for a survey.

The purpose of the survey was to receive input from citizens about the provision of services as part of a continuous evaluation process for the Town. With this information, the Town of Elizabethtown hopes to provide more useful and cost-effective services to our citizens.

Jan Hester-Maynor, Regional Planning Director with the Lumber River Council of Governments, compiled the results of the survey and reported on the findings on February 19, 2007 at the Town Council annual retreat. (Ms. Hester-Maynor may be contacted at the Lumber River Council of Governments office at 910-618-5533.)

Some of the highlights of the survey are as follows:

- ◆ 66% of respondents rated the quality of life in Elizabethtown as “good” or “excellent.”
- ◆ 26% of those surveyed thought that the quality of life is better in Elizabethtown today than it was 5 years ago. 42% stated that the quality of life has not changed in 5 years.
- ◆ 53% of respondents stated that Elizabethtown is a “good” or “excellent” place to raise children.
- ◆ 79% of those surveyed felt either “very safe” or “somewhat safe” in their neighborhoods.
- ◆ 69% of respondents were either “very satisfied” or “satisfied” with the overall level and quality of services and programs provided by the Town of Elizabethtown.
- ◆ 59% of respondents agreed that the Town of Elizabethtown practices open and accessible government.
- ◆ 54% of those surveyed agreed that the Town responds quickly to requests and concerns.

Respondents rated their satisfaction levels of the following services as either “very satisfied” or “somewhat satisfied”:

| <u>SERVICE</u>                          | <u>% OF RESPONDENTS<br/>EITHER “SATISFIED” OR<br/>“SOMEWHAT SATISFIED”</u> |
|-----------------------------------------|----------------------------------------------------------------------------|
| ◆ Parking Availability                  | 67%                                                                        |
| ◆ Land Use, Planning and Zoning         | 48%                                                                        |
| ◆ Code Enforcement                      | 51%                                                                        |
| ◆ Garbage Collection                    | 80%                                                                        |
| ◆ Yard Waste / Household Refuse Pick-up | 68%                                                                        |
| ◆ Recycling Drop-off                    | 56%                                                                        |
| ◆ Street Cleaning                       | 71%                                                                        |
| ◆ Street Repair                         | 57%                                                                        |
| ◆ Water / Sewer Service                 | 74%                                                                        |
| ◆ Street Lighting                       | 78%                                                                        |
| ◆ Law Enforcement                       | 73%                                                                        |
| ◆ Fire Protection                       | 86%                                                                        |
| ◆ Street Safety                         | 71%                                                                        |
| ◆ Traffic Enforcement                   | 73%                                                                        |
| ◆ Parks and Recreation                  | 65%                                                                        |

Some of the themes highlighted in the survey results were the following:

- ◆ Most respondents regularly read the Town newsletter.
- ◆ The Town’s web site, [www.elizabethtownnc.org](http://www.elizabethtownnc.org), is under-utilized.
- ◆ Citizens want more recreation / entertainment options.
- ◆ Over half of respondents rarely or never use the Town parks.
- ◆ Citizens felt the need for more safe, affordable housing options.

The Town of Elizabethtown thanks all who responded to the 2006 Citizen Survey. The Mayor, Council and staff value input by the citizens and encourages others to participate in future surveys.

A full copy of the survey results can be obtained from Town Clerk Juanita Hester at the Elizabethtown Municipal Building at 805 West Broad Street, Elizabethtown.

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