

## Community Image Survey Fact Sheet

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**Title of Study:** Community Preferences among Neighborhood Types in Chapel Hill and Carrboro

**Principal Investigator:** Reed Huegerich

**UNC-Chapel Hill Department:** City and Regional Planning

**Faculty Advisor:** Daniel Rodriguez

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### **What are some general things you should know about research studies?**

You are being asked to take part in a community image survey. To participate in the survey is voluntary. You may refuse to participate, or you may withdraw your consent to be in the study, for any reason, without penalty.

Research studies are designed to obtain new knowledge. This new information may help people in the future. You may not receive any direct benefit from being in the research study. There also may be risks to being in research studies.

Details about this study are discussed below. It is important that you understand this information so that you can make an informed choice about being in this research study. You will be given a copy of this consent form. You should ask the researchers named above any questions you have about this study at any time.

### **What is the purpose of this study?**

The purpose of this study is to ascertain your preferences for features of community design and to compare those preferences with responses from participants in other area neighborhoods.

### **How many people will take part in this study?**

The total number of people participating in this study is yet to be determined; however, six (6) neighborhoods, including yours, are being asked to participate in the survey.

### **How long will your part in this study last?**

The survey will take approximately 5 to 10 minutes. You may choose to stop taking the survey at any time.

### **What will happen if you take part in the study?**

You will be shown a presentation of community images showing features of neighborhood form, such as sidewalks, streets, and buildings. With each image shown, you will be asked to rate it depending on your feelings toward to contents of the image. You do not have to answer any questions that you do not wish to answer, for any reason.

### **What are the possible benefits from being in this study?**

By participating in this survey, you are a part of the urban design by attempting to determine the most desirable features of neighborhood form. Social benefits of this study include an understanding of public opinion towards urban form. By interacting with those people who will be directly affected by decisions in the urban design process and determining their preferences for certain design features, one can better provide those features that would increase social utility.

**What are the possible risks or discomforts involved from being in this study?**

You should not experience any discomfort or risk from participating in the survey.

**How will your privacy be protected?**

No identifying information will accompany your answers with the exception of your neighborhood name.

**Will you receive anything for being in this study?**

You will not be paid for your information, but your information is very important to us.

**Will it cost you anything to be in this study?**

There are no costs for being in the study.

**What if you have questions about this study?**

You have the right to ask, and have answered, any questions you may have about this research. If you have questions, or concerns, you should contact me at 919.962.1650. You can also contact my advisor Daniel Rodriguez at 919.962.4763.

**What if you have questions about your rights as a research participant?**

All research on human volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions or concerns about your rights as a research subject you may contact, anonymously if you wish, the Institutional Review Board at 919-966-3113 or by email to IRB\_subjects@unc.edu.

**Thank you for helping me with this study.**