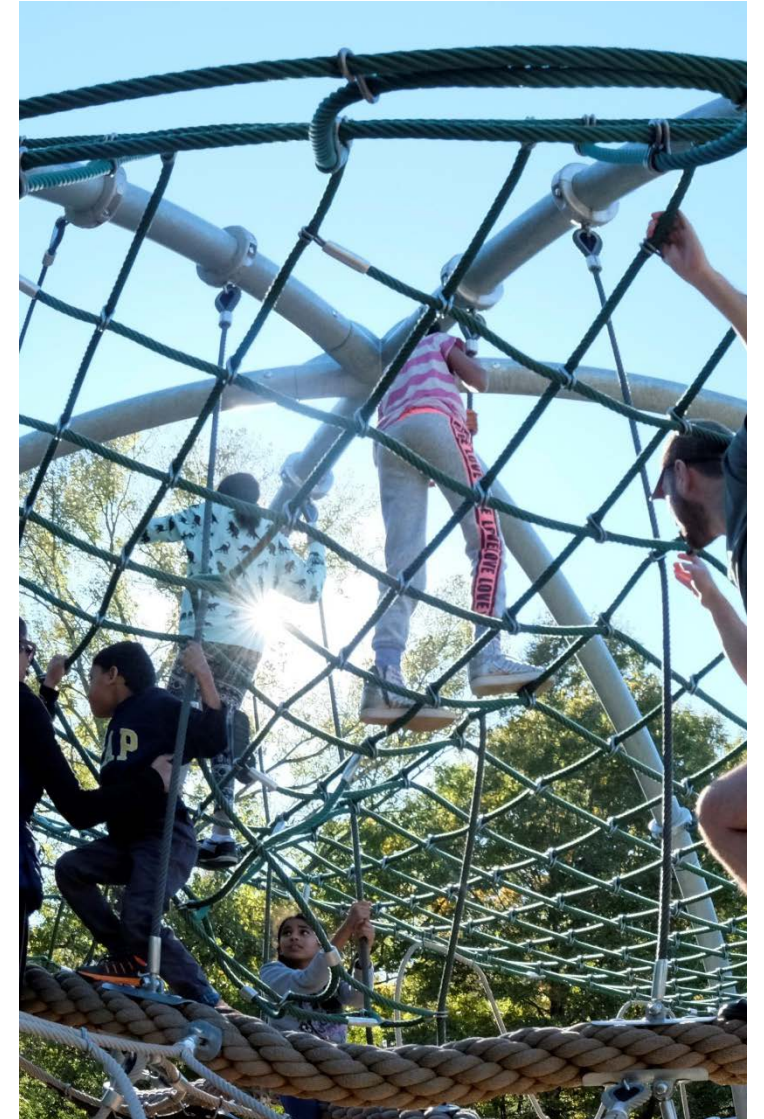




# 2018 Community Survey

Presented to the Mecklenburg Board of County Commissioners  
by the County Manager's Strategic Planning & Evaluation Team  
October 23, 2018





Perceptions

Awareness

Attitudes

# Community Survey:

## Annual Public Opinion Survey of County Programs and Services

# Survey 2018 Methodology



- Survey administered by mail, web and phone (conducted by ETC Institute)
- A random sample of 1,116 households
- 95% level of confidence with a precision of at least +/-2.9%
- 16<sup>th</sup> year of the Survey

# Majority Respondent Profile

White and African-American

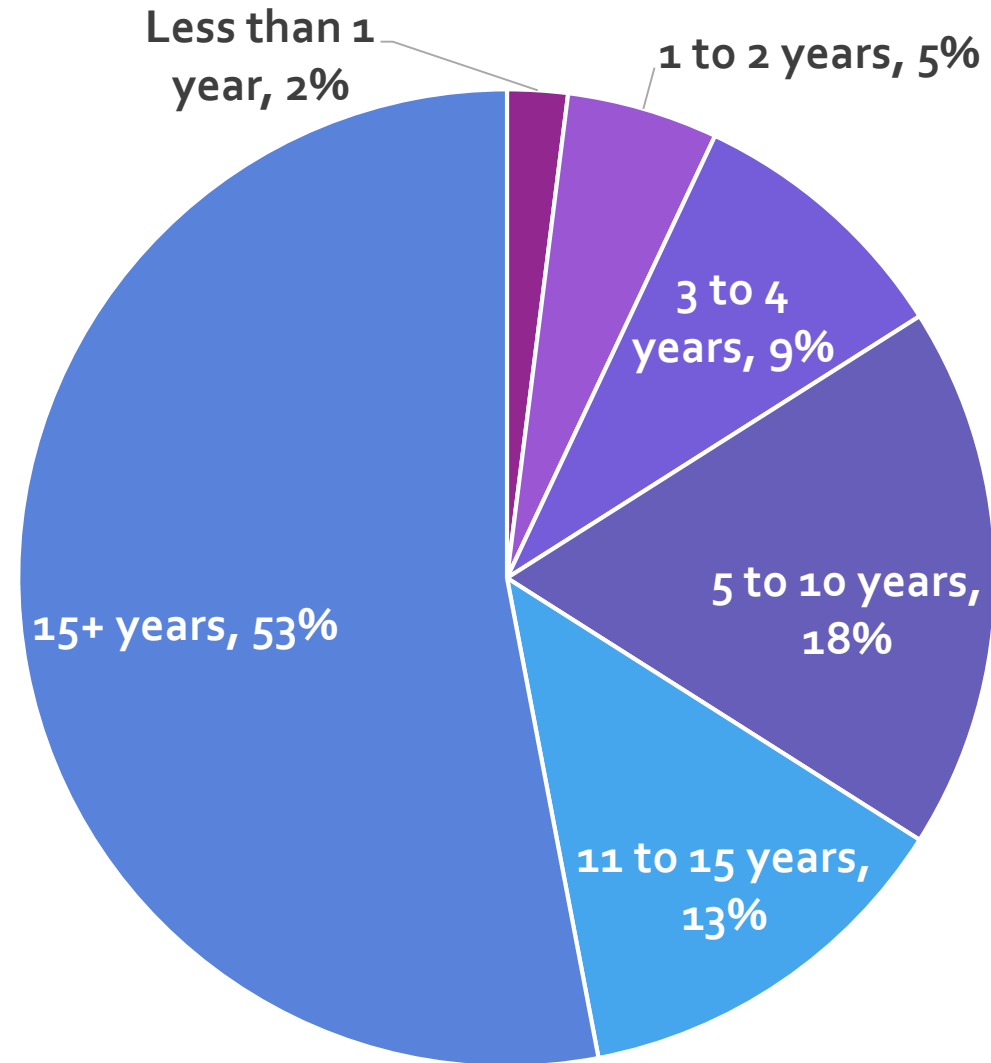
Ages 35 – 54

Work Full-Time

Have some college education and are college graduates

Earn from \$50k-\$150k+

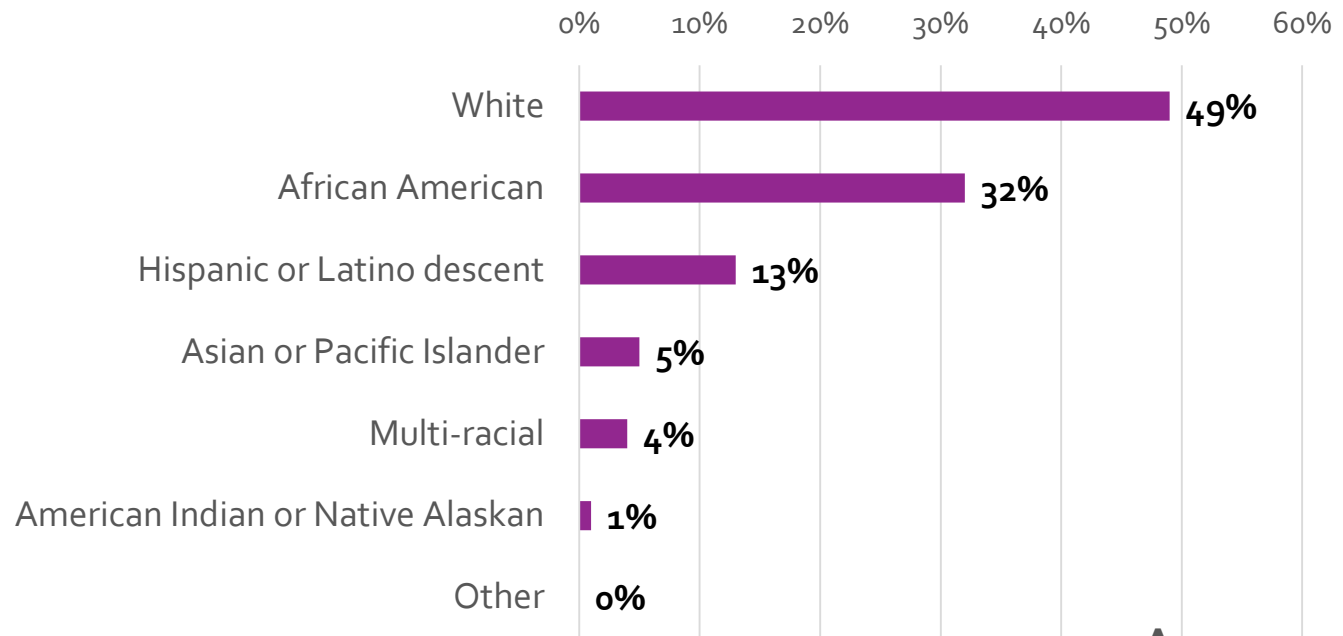
# Our Respondents: Years Lived in Mecklenburg County



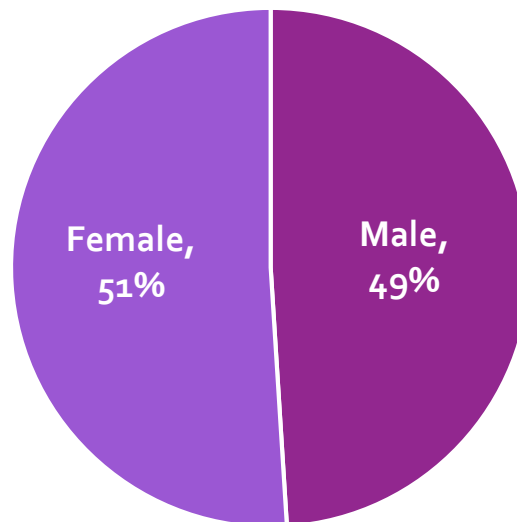
# Our Respondents:

Gender, Race-Ethnicity, Age

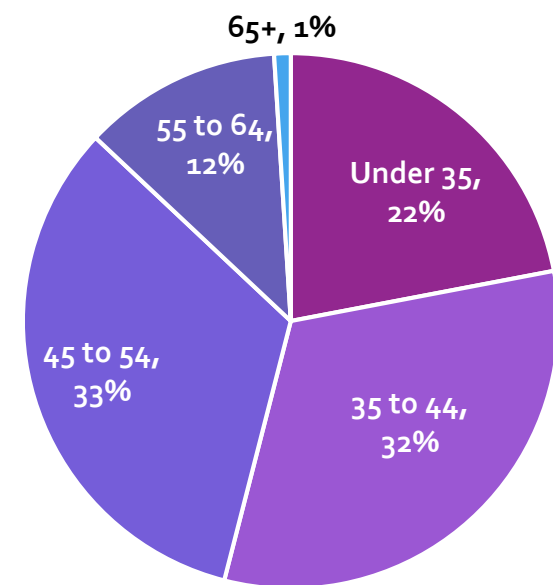
## Race-Ethnicity



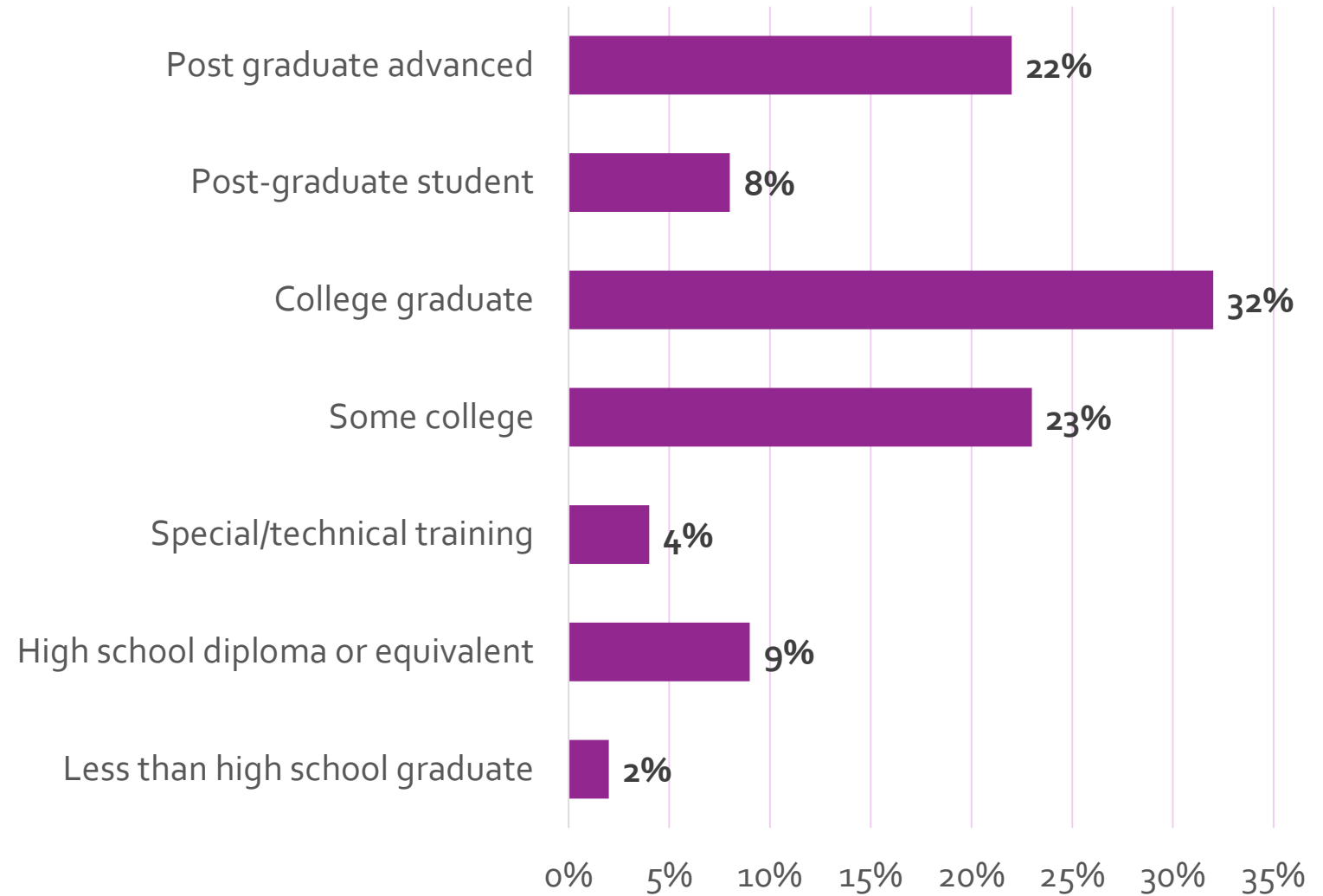
## Gender



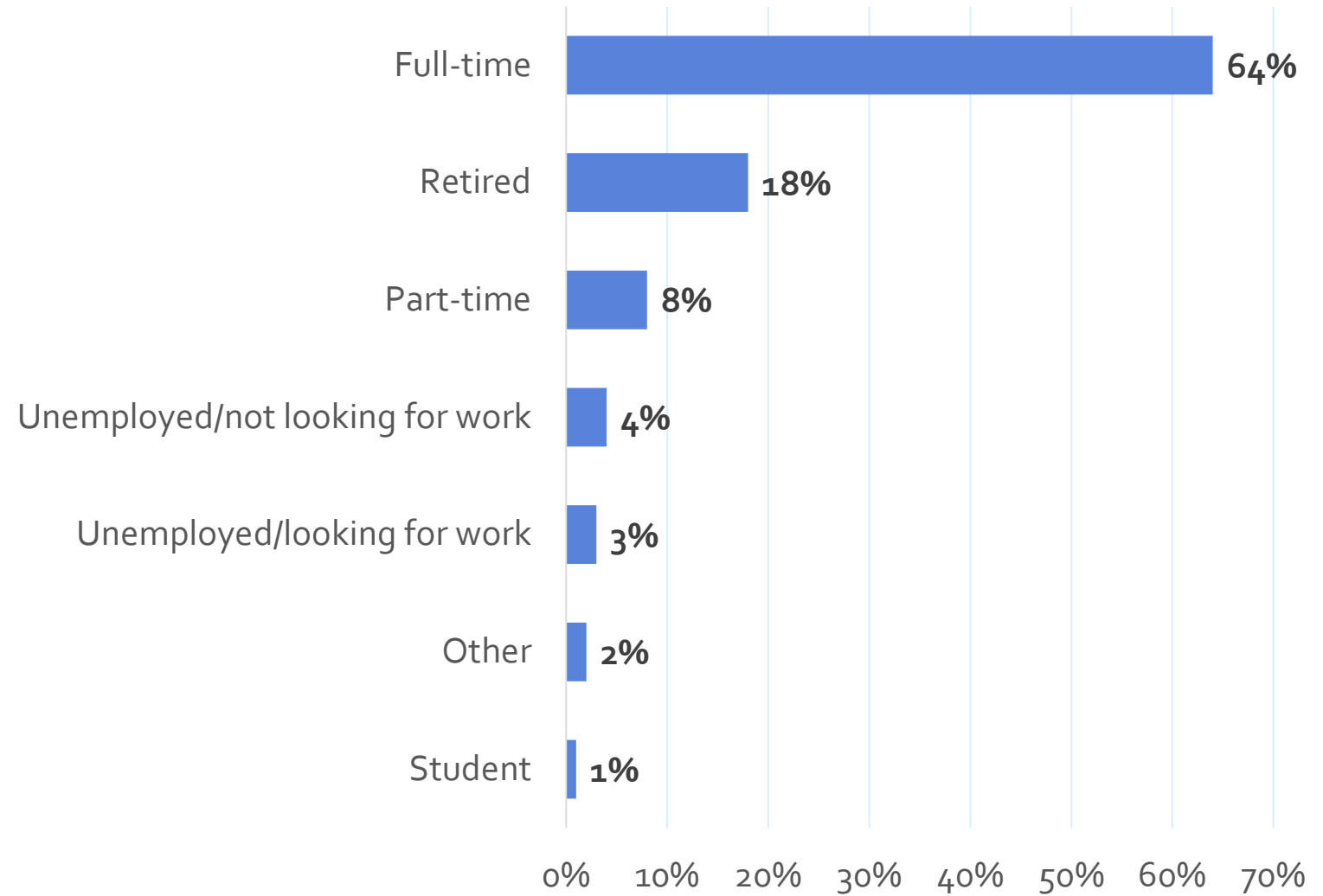
## Age



# Our Respondents: Education

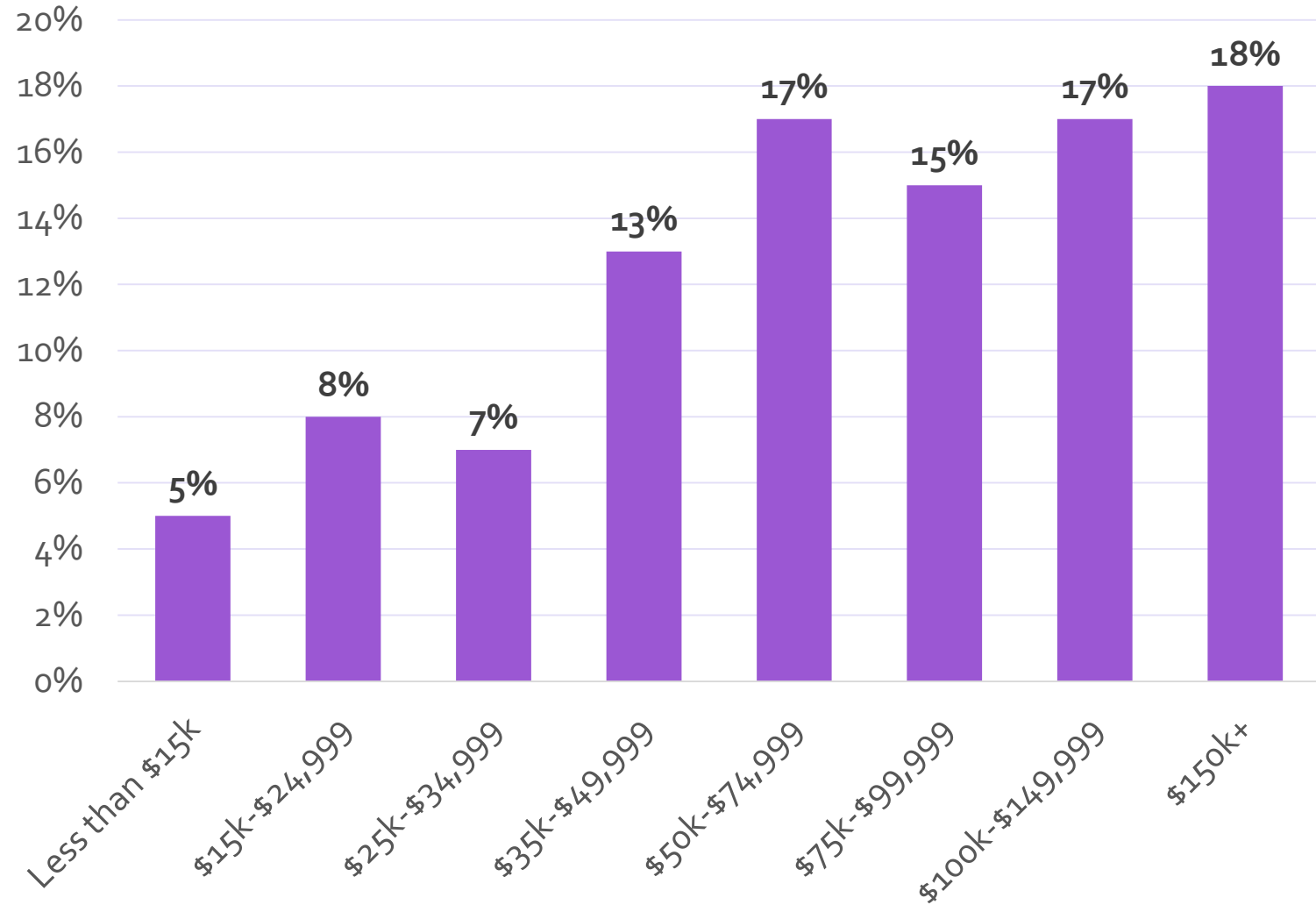


# Our Respondents: Employment Status





# Our Respondents: Total Household Income Before Tax



# Perceptions and Attitudes of Mecklenburg County

Community Vision Trends

Benchmark comparisons (Live and Work)

Overall quality of services

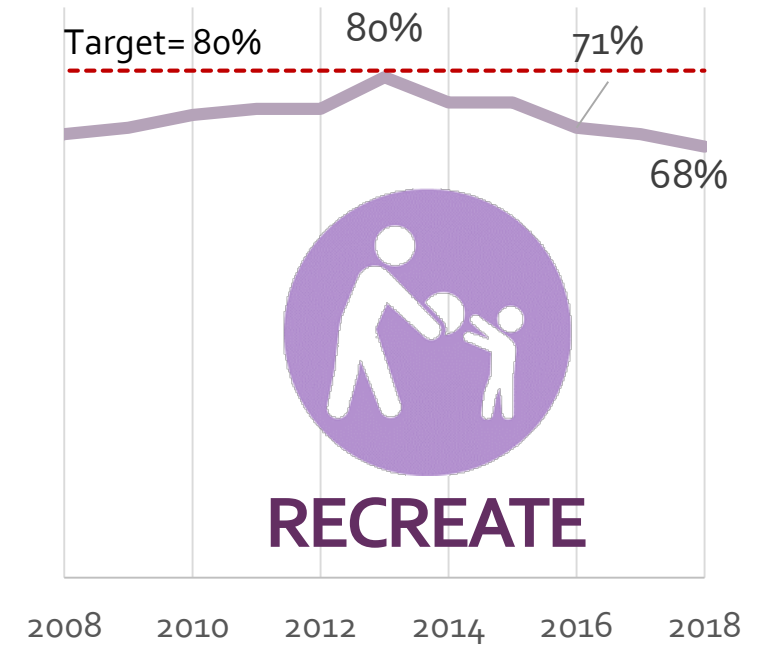
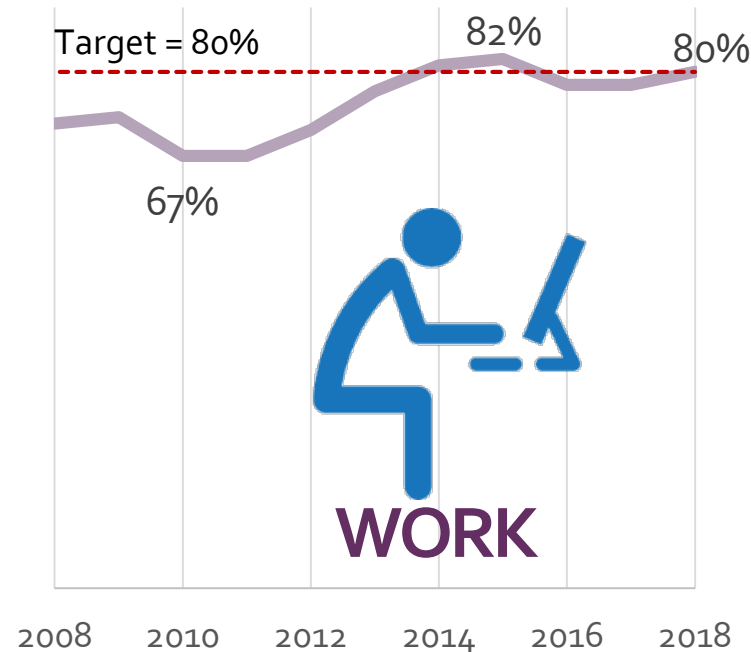
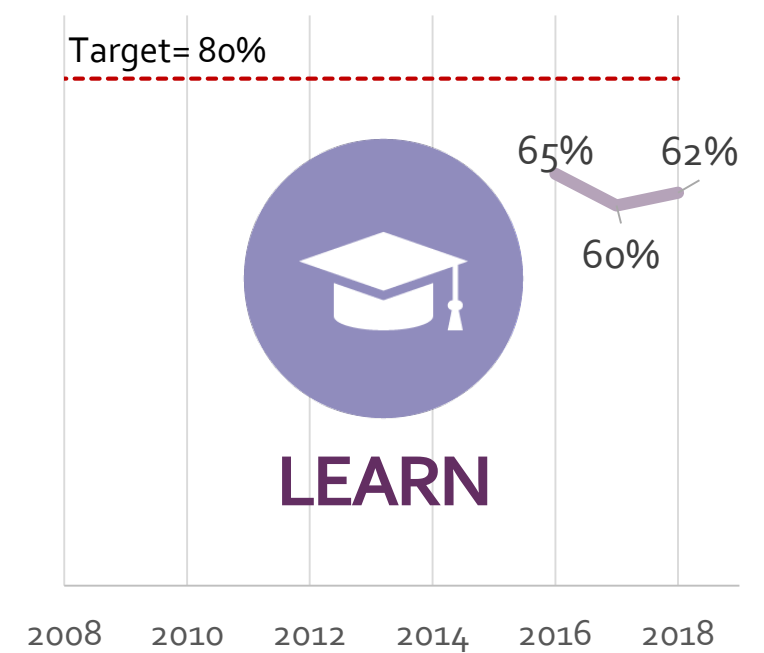
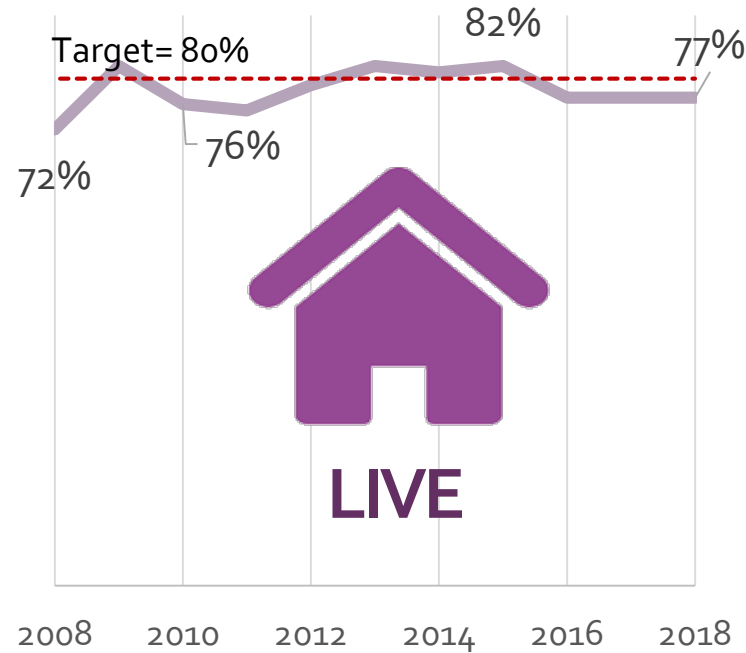


## Mecklenburg County Community Vision Statement

Mecklenburg County will be a community of pride and choice for people to **LIVE, LEARN, WORK** and **RECREATE**

# Community Vision: Trends

Results for 2018 are flat or rising except for Recreate



OMB Analysis: Answers compiled over time for questions asked consistently in the survey. Years available vary based on survey history.

# Benchmarks Available for Selected Questions

ETC Institute is Mecklenburg  
County's vendor for the annual  
Community Survey

## United States



Data Source: ETC National Survey

## Mecklenburg County



Data Source: Mecklenburg County  
Community Survey

## U.S. cities with population 250,000+



Data Source: ETC National Survey

# Community Vision Benchmarks



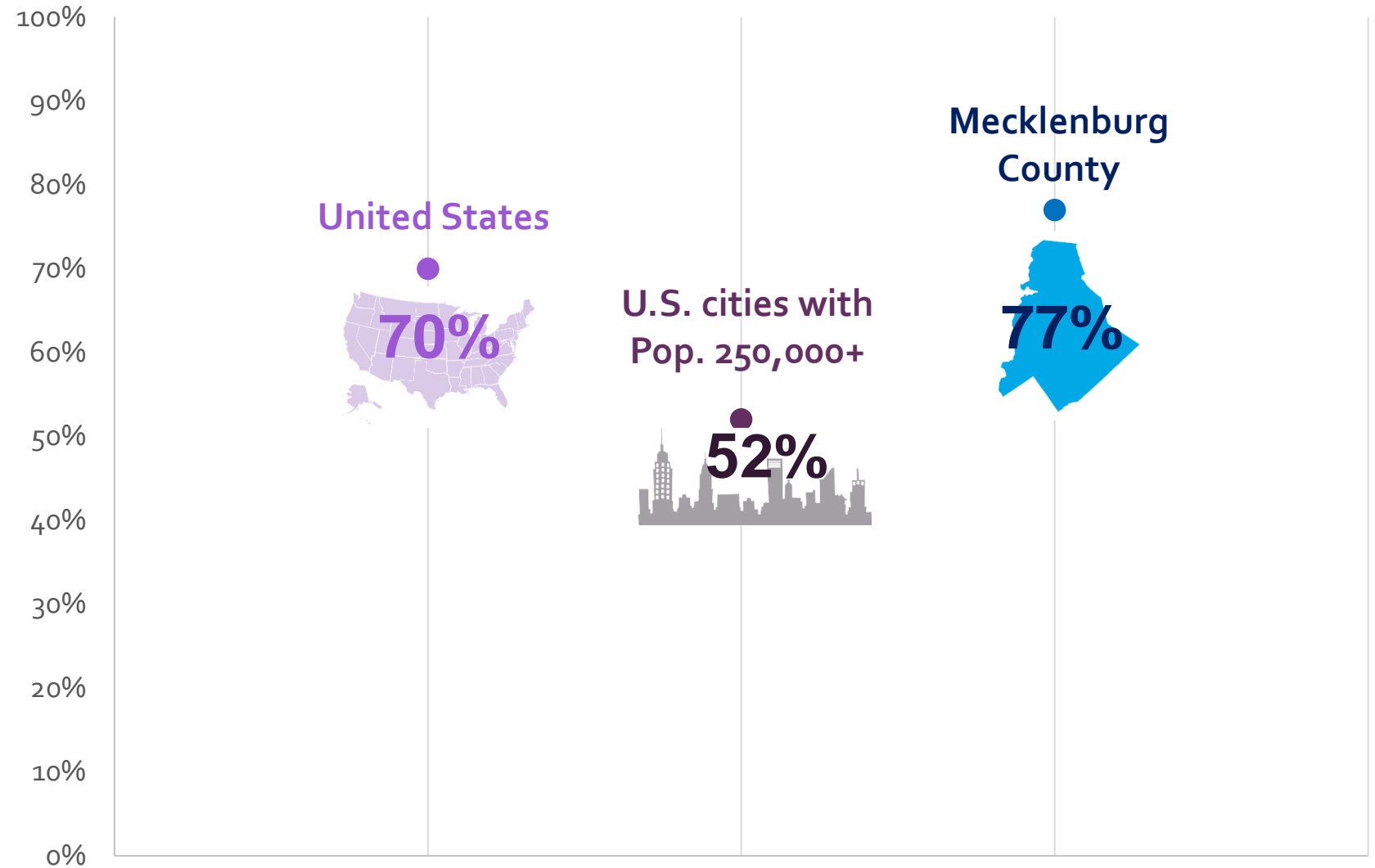
## LIVE

### Comparable Statements:

Mecklenburg County as a  
place to live (Meck County)

As a place to live (ETC)

Similar Results to FY17



#### Data Sources:

- Mecklenburg County Community Survey
- ETC 2017 National Direct Finder Database



# WORK

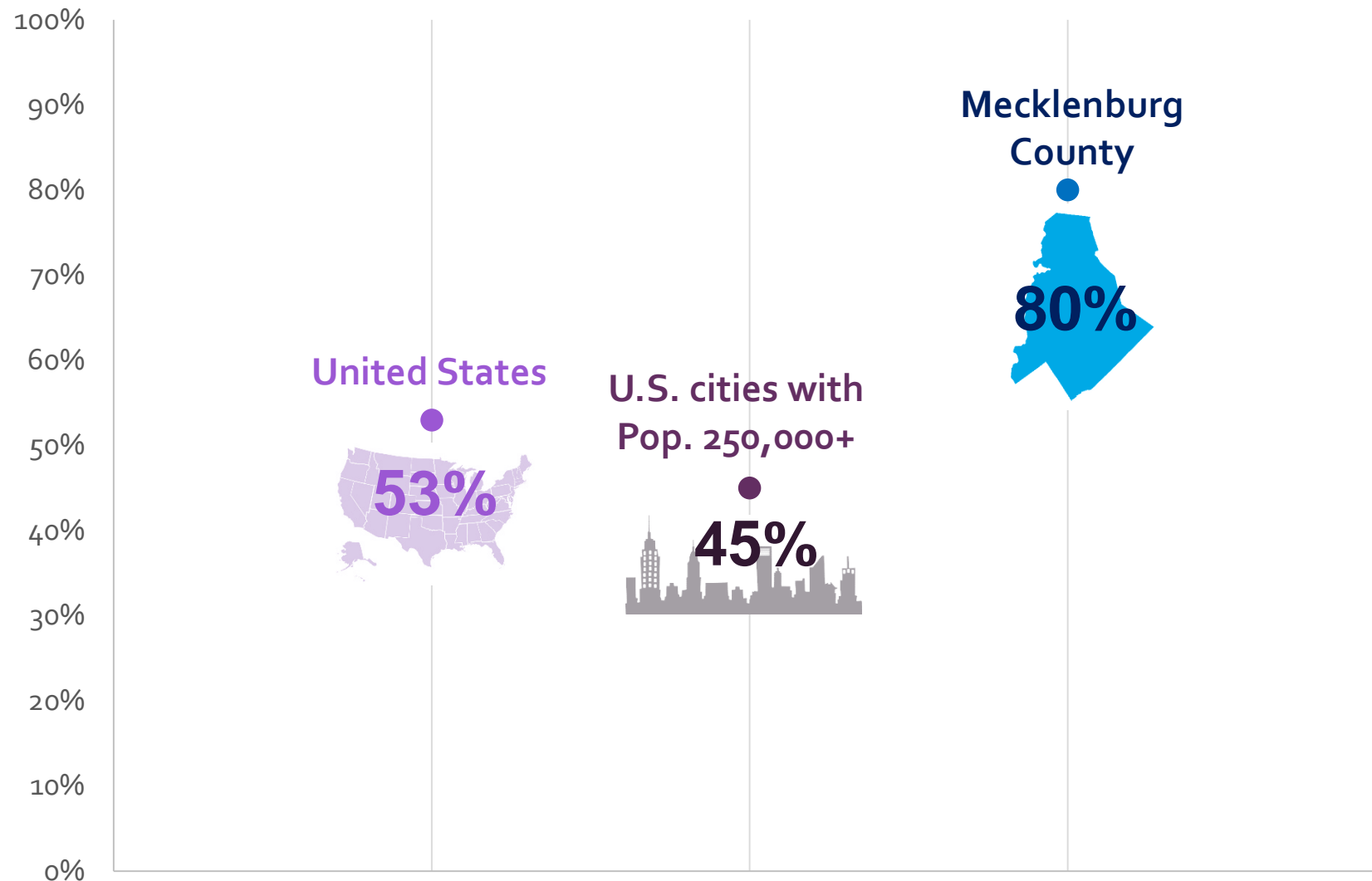
## Comparable Statements:

Mecklenburg County as a place to work (Meck County)

As a place to work (ETC)

Similar Results to FY17

## Community Vision Benchmarks



### Data Sources:

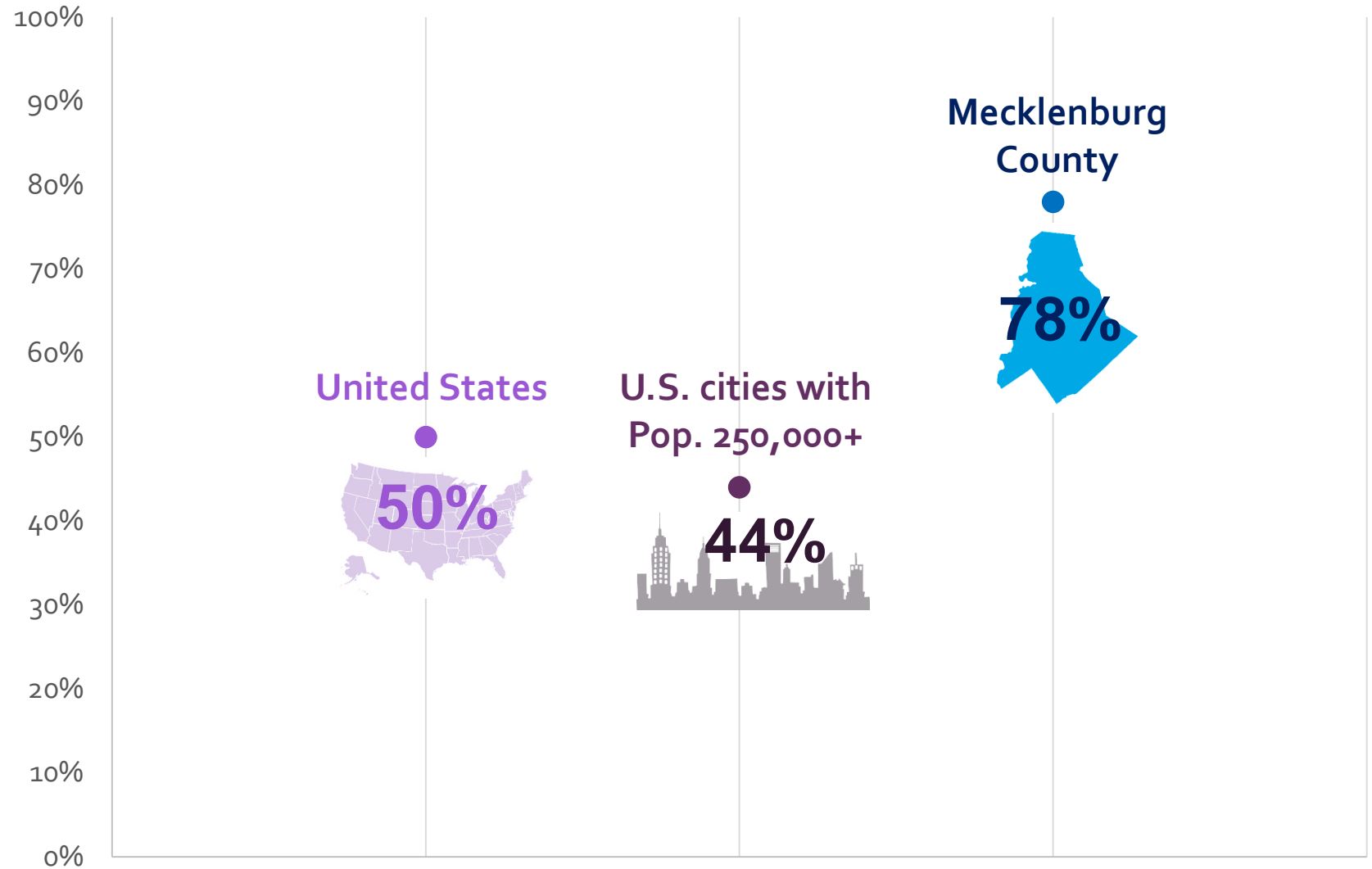
- Mecklenburg County Community Survey
- ETC 2017 National Direct Finder Database

# Quality Services Benchmarks

## Comparable Statements:

Mecklenburg County provides quality services to residents **(Meck County)**

Overall quality of local government services **(ETC)**



### Data Sources:

- Mecklenburg County Community Survey
- ETC 2017 National Direct Finder Database

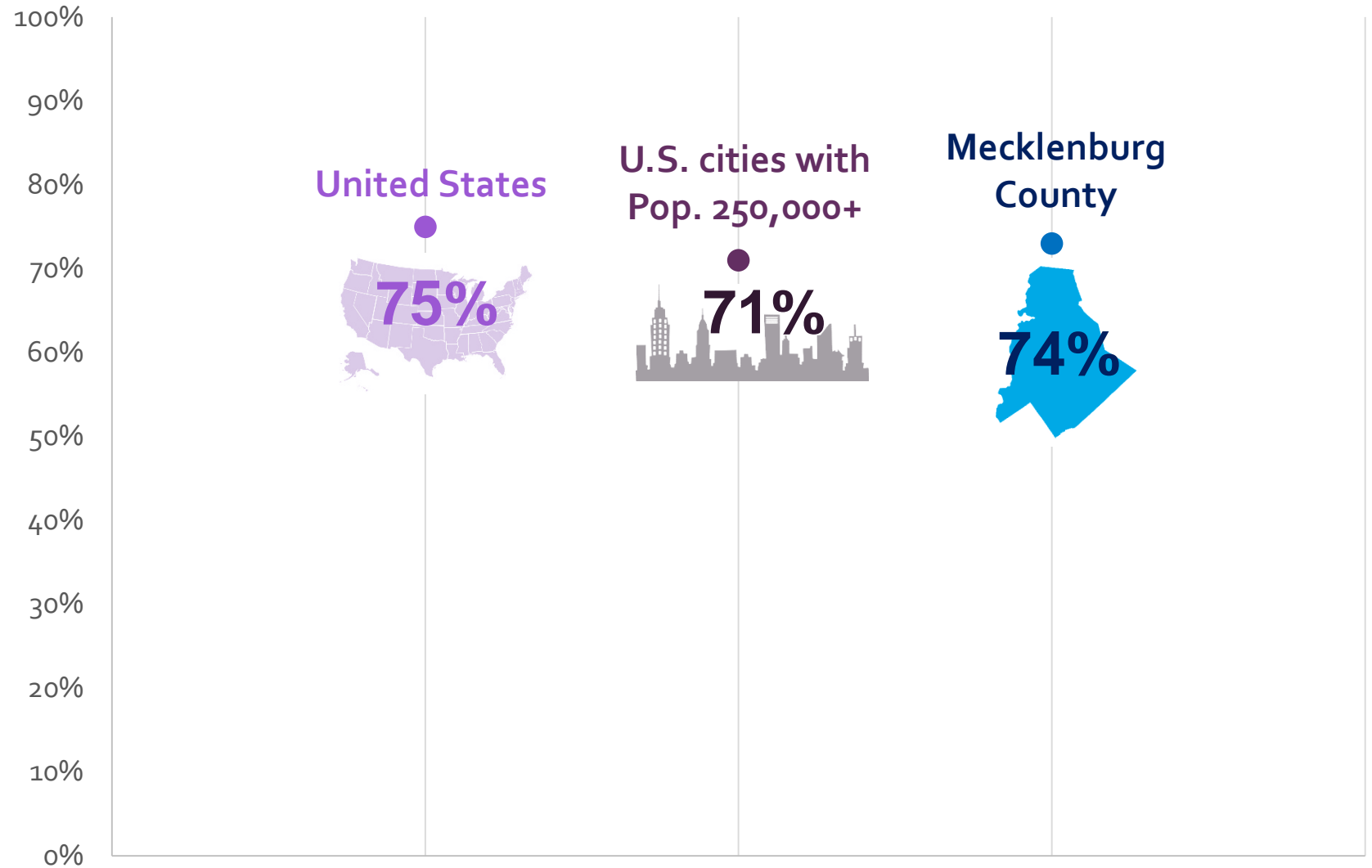


# Overall Quality of Life Benchmarks

## Comparable Statements:

Overall quality of life in  
Mecklenburg County (**Meck  
County**)

Overall quality of life in your  
community (**ETC**)

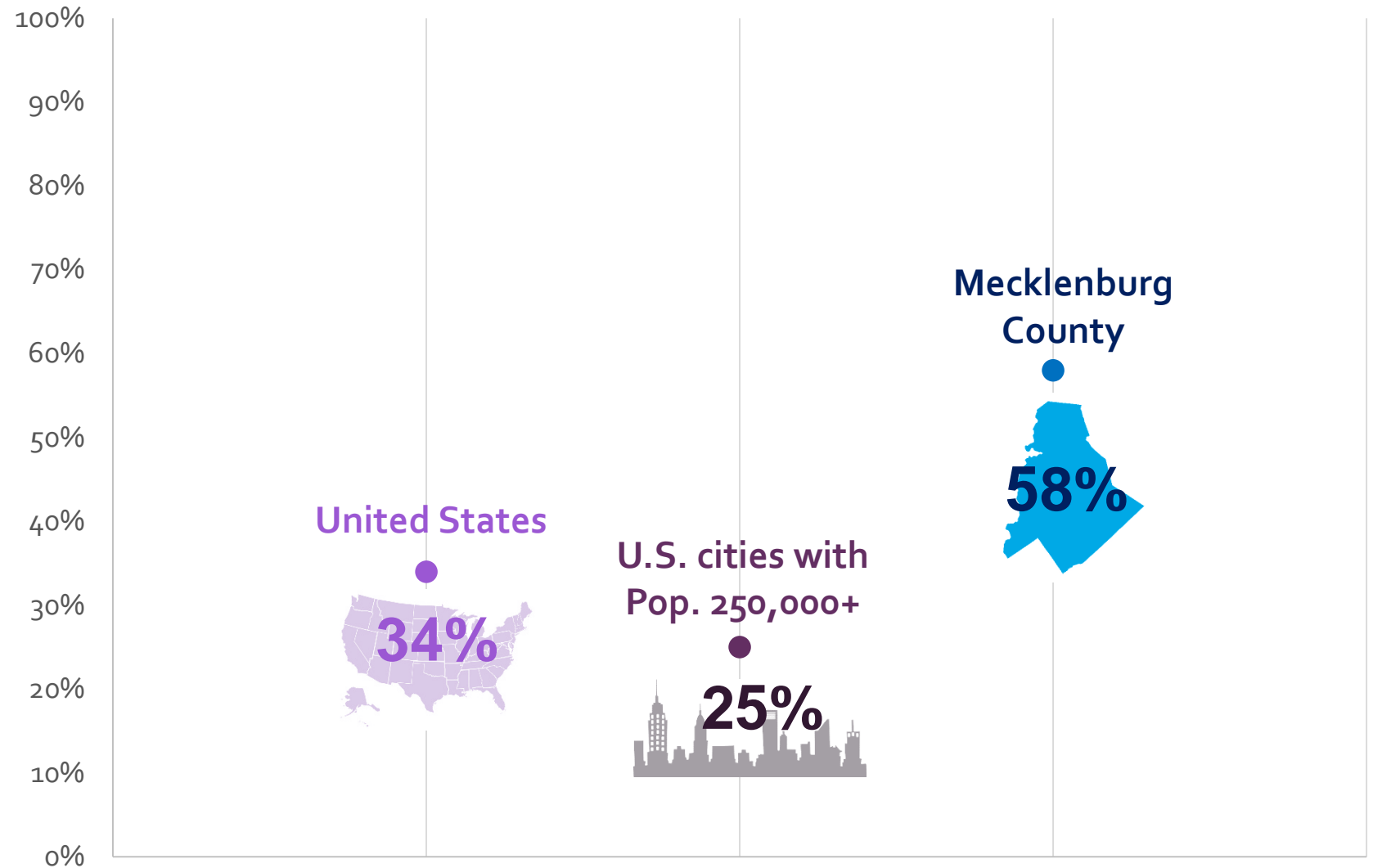


# Satisfied with opportunities for citizen participation in policy and decision-making

## Comparable Statements:

I am satisfied with the amount of opportunities for citizen participation in County policy development and decision making  
**(Meck County)**

Opportunity to engage/provide input into decisions made by the community **(ETC)**



### Data Sources:

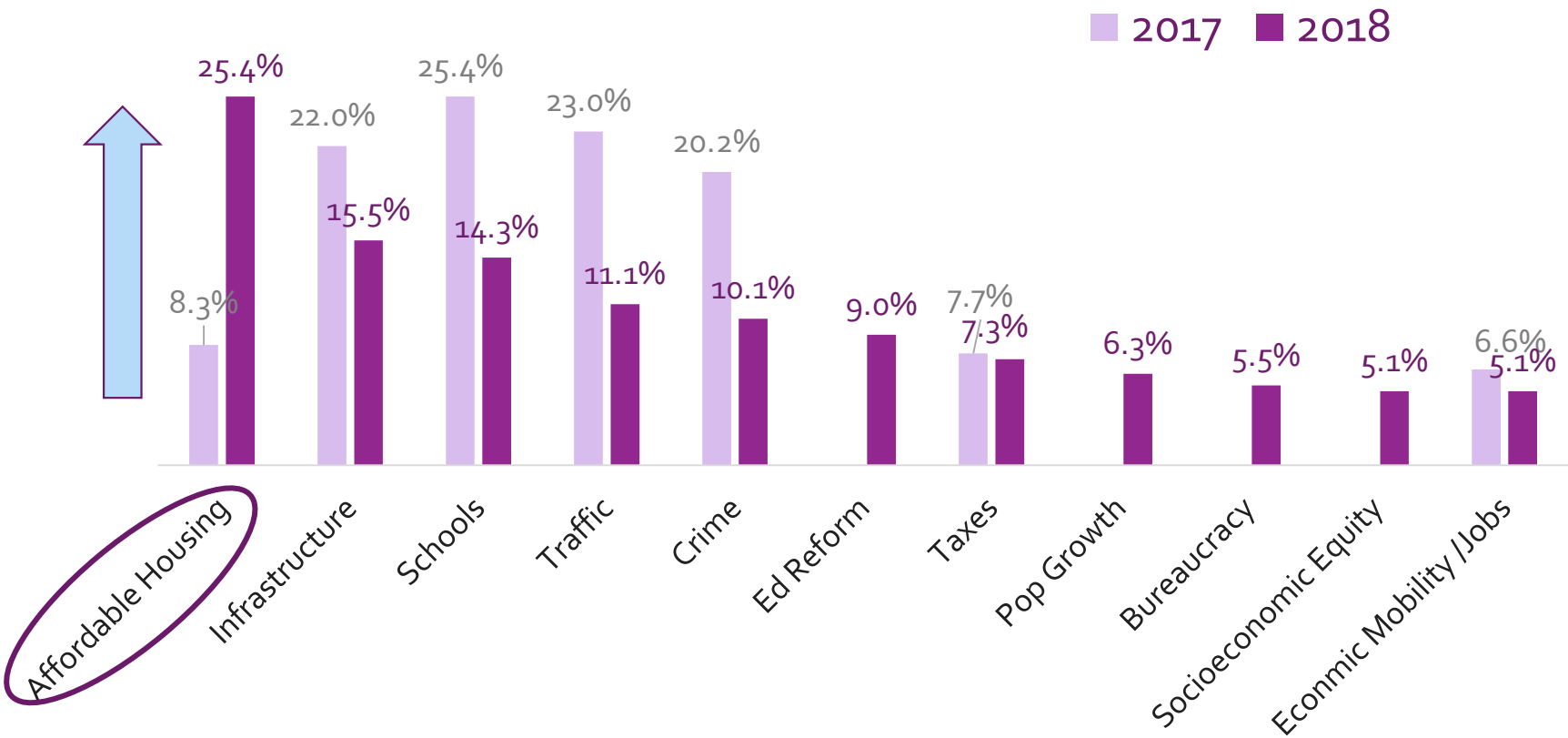
- Mecklenburg County Community Survey
- ETC 2017 National Direct Finder Database

# Most Important Issue facing Mecklenburg County

Affordable Housing jumps.

Education Reform sub-theme emerges within general Schools theme.

In your opinion, what's the **MOST IMPORTANT** issue facing Mecklenburg County today?



Note: New themes for FY18 were Education Reform, Population Growth, Bureaucracy and Socioeconomic Equity.

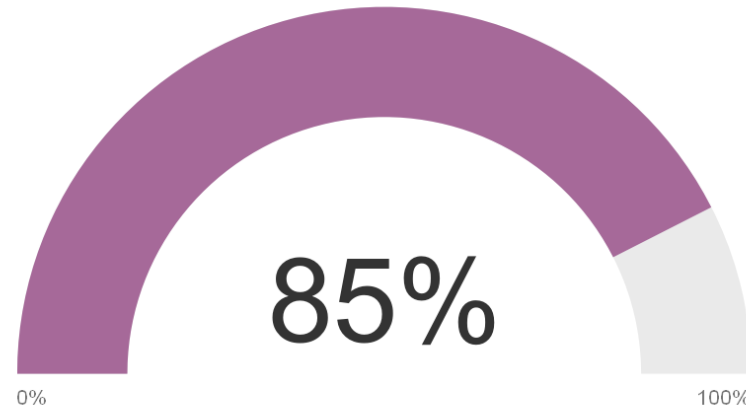
# New Questions: Results of Interest

Pre-K programs and taxes

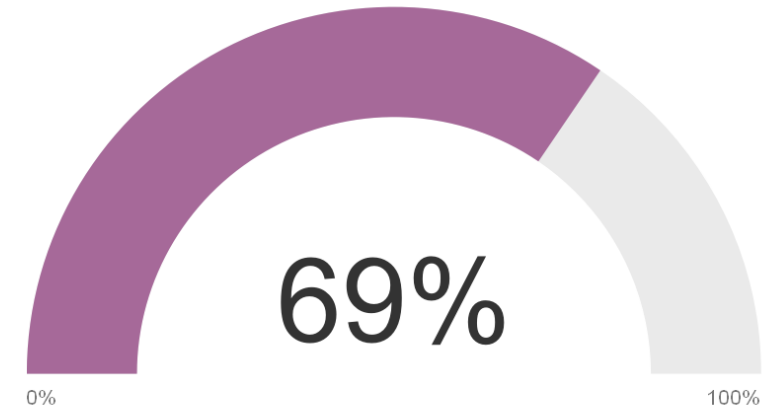
Revaluation

## Pre-K programs and taxes

Percent Responding “Yes.”



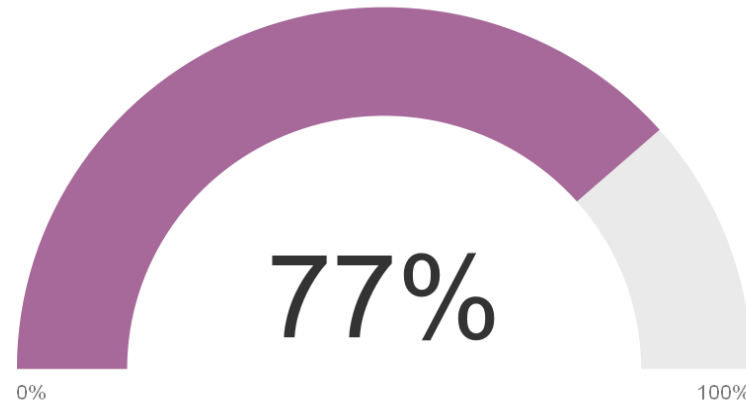
Do you agree that high-quality preschool programs should be made available for every child in Mecklenburg County?



(If yes) Would you support paying more property taxes to ensure that all 4-year-olds in Mecklenburg County have access to high-quality Pre-Kindergarten (Pre-K)?

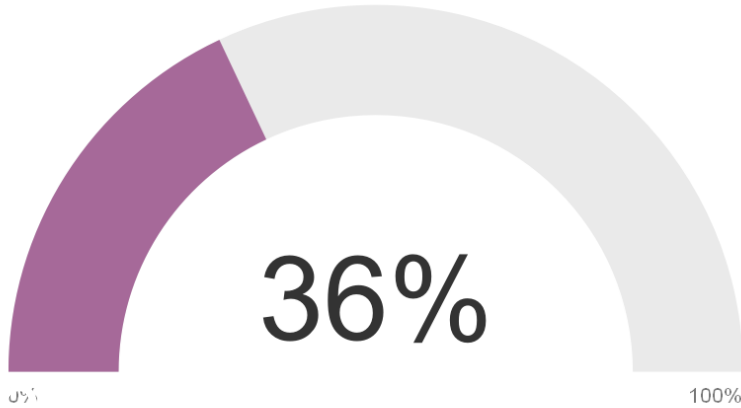
# Revaluation

Percent Responding “Yes.”

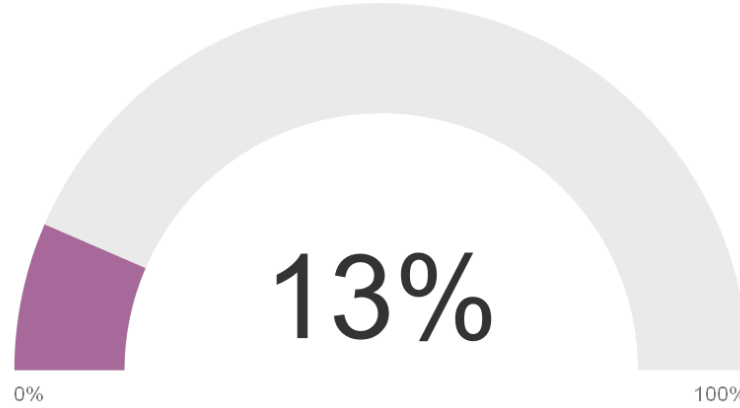


Do you own real property (e.g. land, residential or commercial)?

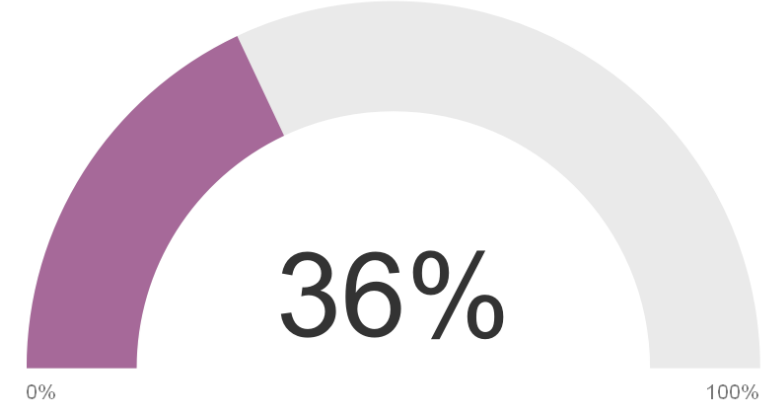
Percent Responding “Yes.”



Are you aware that Mecklenburg County will be conducting a county-wide revaluation in 2019?



Are you aware of the county's revaluation website (meckreval.com)?



Do you know how to contact the County Assessor's Office in the event that you have questions about the 2019 revaluation?

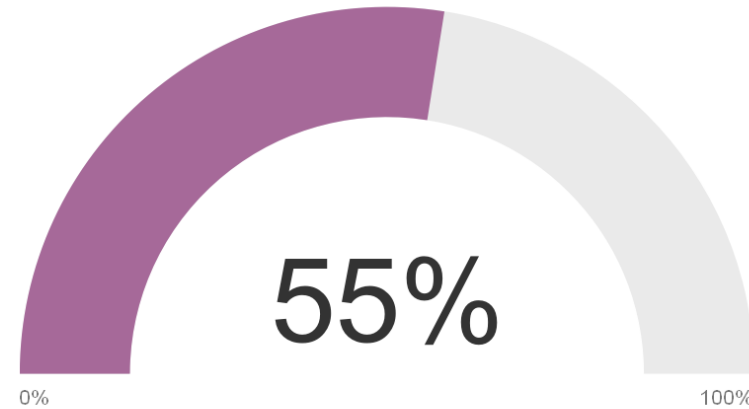
# Awareness of Mecklenburg County

Awareness of Mecklenburg BOCC Meetings  
Communication



# Awareness

Percent Responding “Yes.”

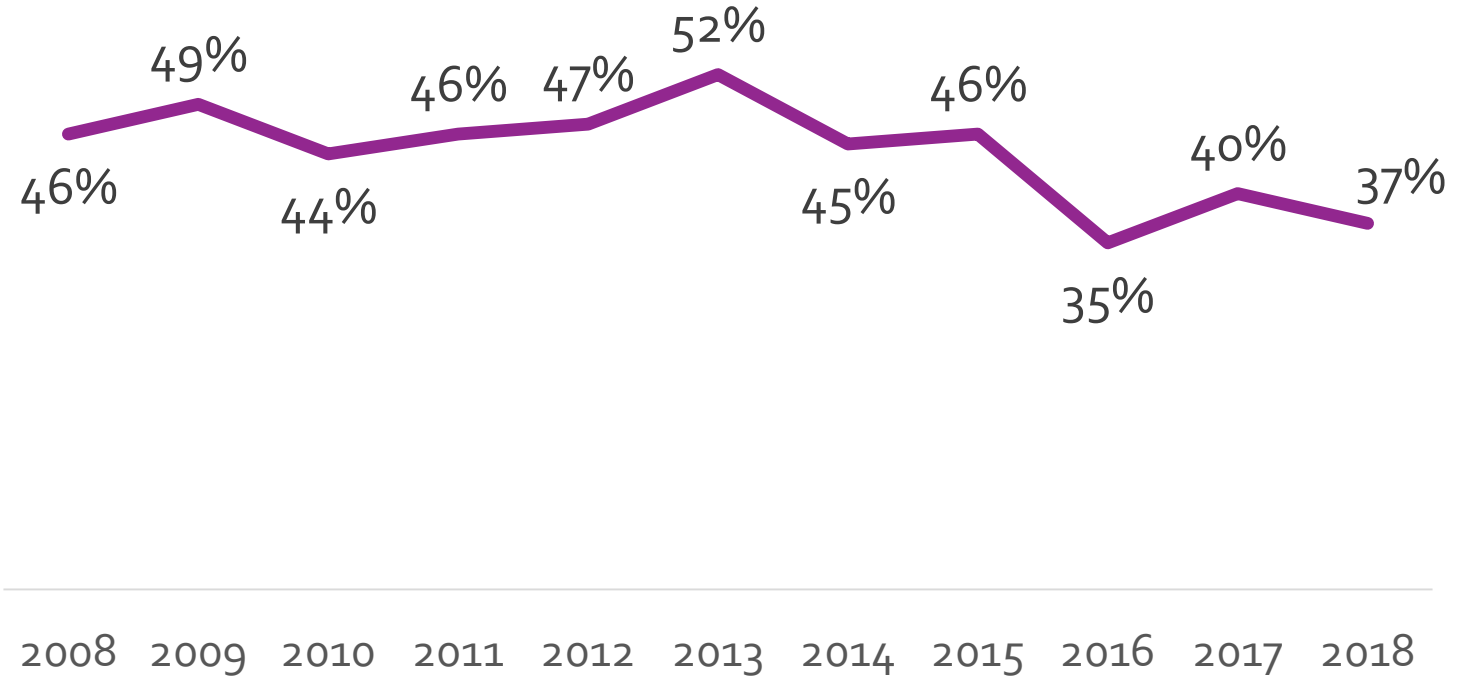


Are you aware that the Mecklenburg Board of County Commission meetings are broadcast online at MeckNC.gov, as well as on Government Spectrum TV Channel 16 and through social media on Twitter and Facebook?

## Communication: To Public

FY18 response declined from  
FY17 response

### Communicating information to the public

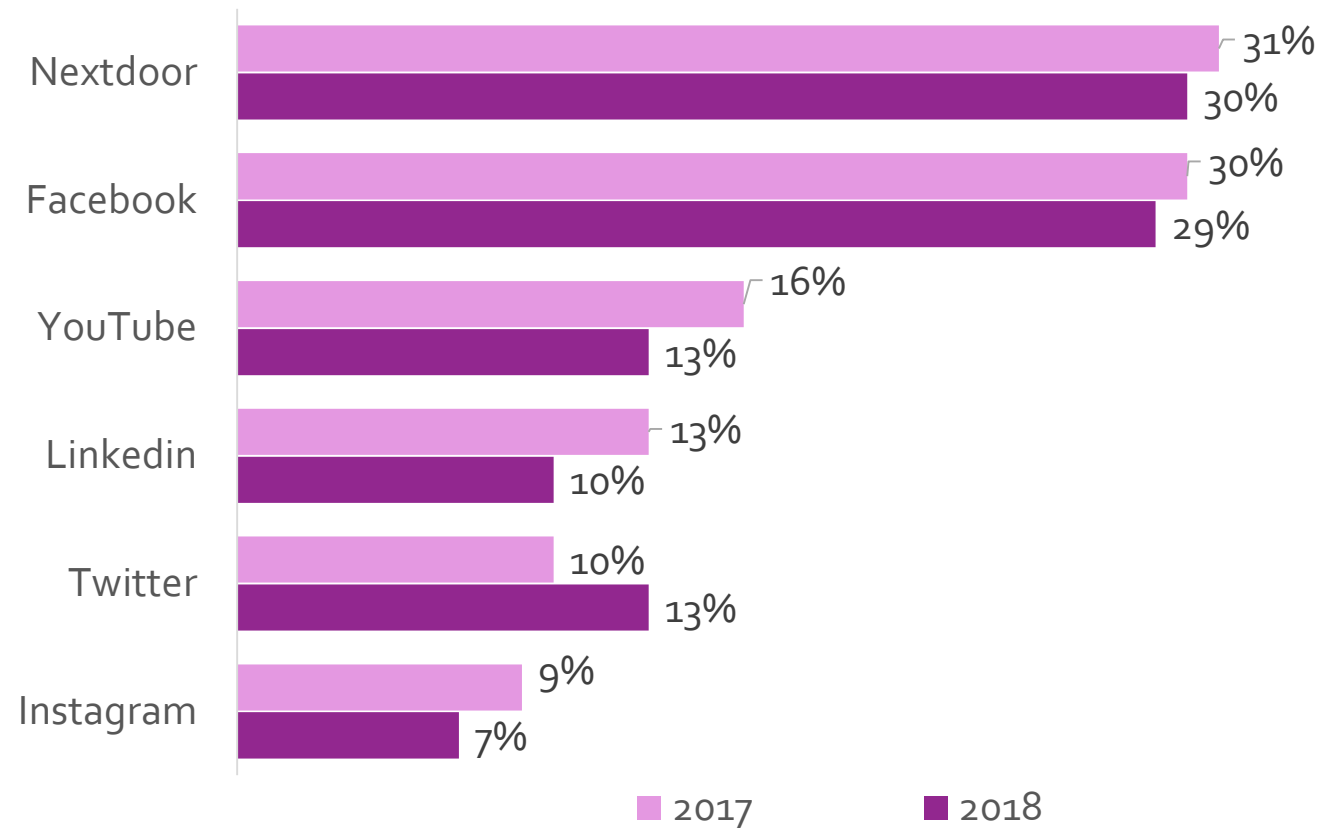


- Full Question: Would you say Mecklenburg County does an “excellent,” “good,” “fair,” or “poor” job of communicating information about County issues, services, and performance to the public?
- Percentages represent responses of “excellent” and “good”

## Communication: Used Social Media?

51% of respondents indicate they have used at least one of the County's social media resources – similar to the 52% response in FY17

Please indicate whether you have used each of the following Mecklenburg County social media resources.

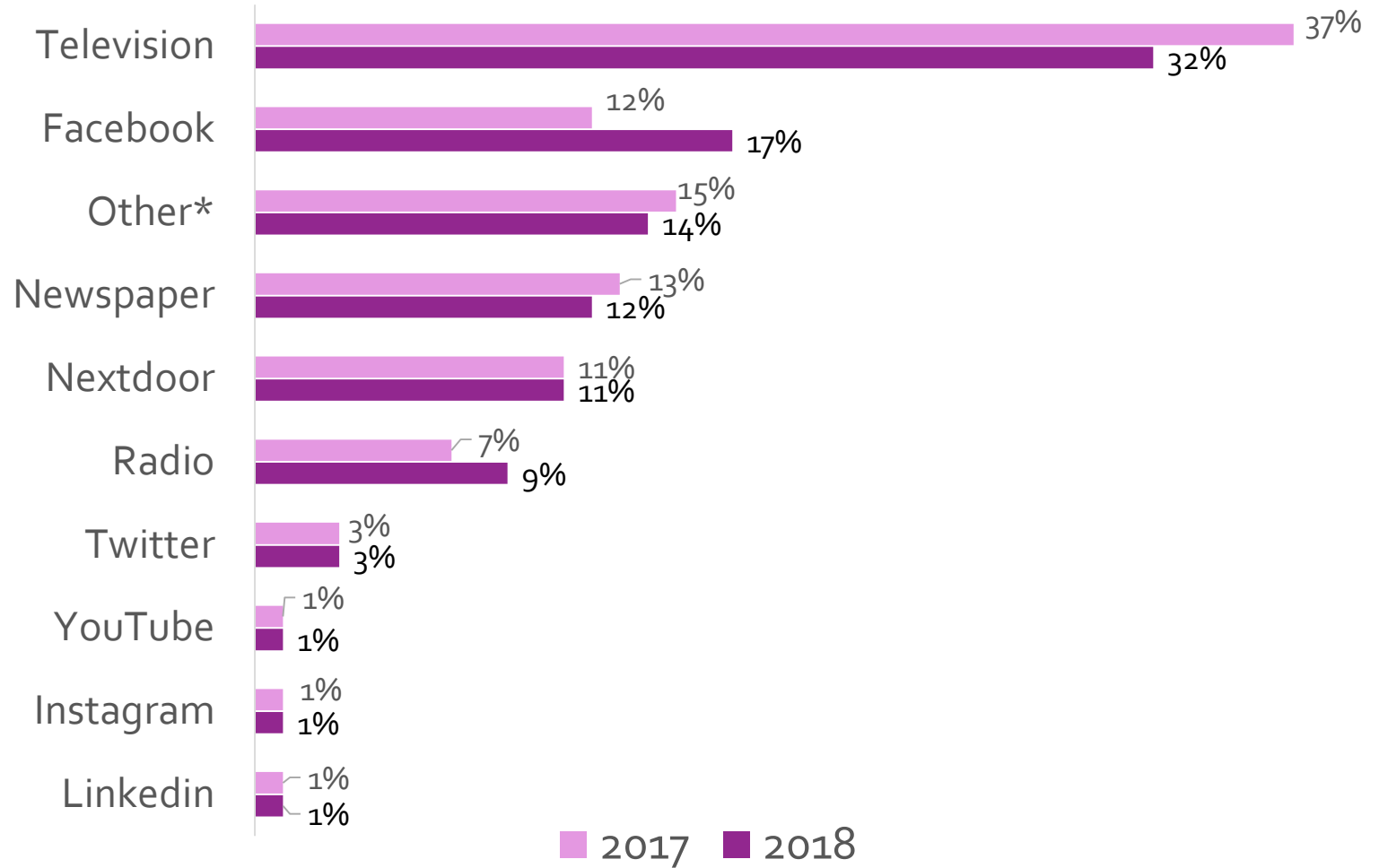


- Percentages represent responses by category
- Non-users, “don’t know” and non-responses were excluded

# Preferred Source of County Information

Television dropped while Facebook increased from FY17 to FY18

What is your **PREFERRED** Source for receiving Mecklenburg County news and announcements?



Notes: Percentages represent responses by category. Non-users, "don't know" and non-responses were excluded.

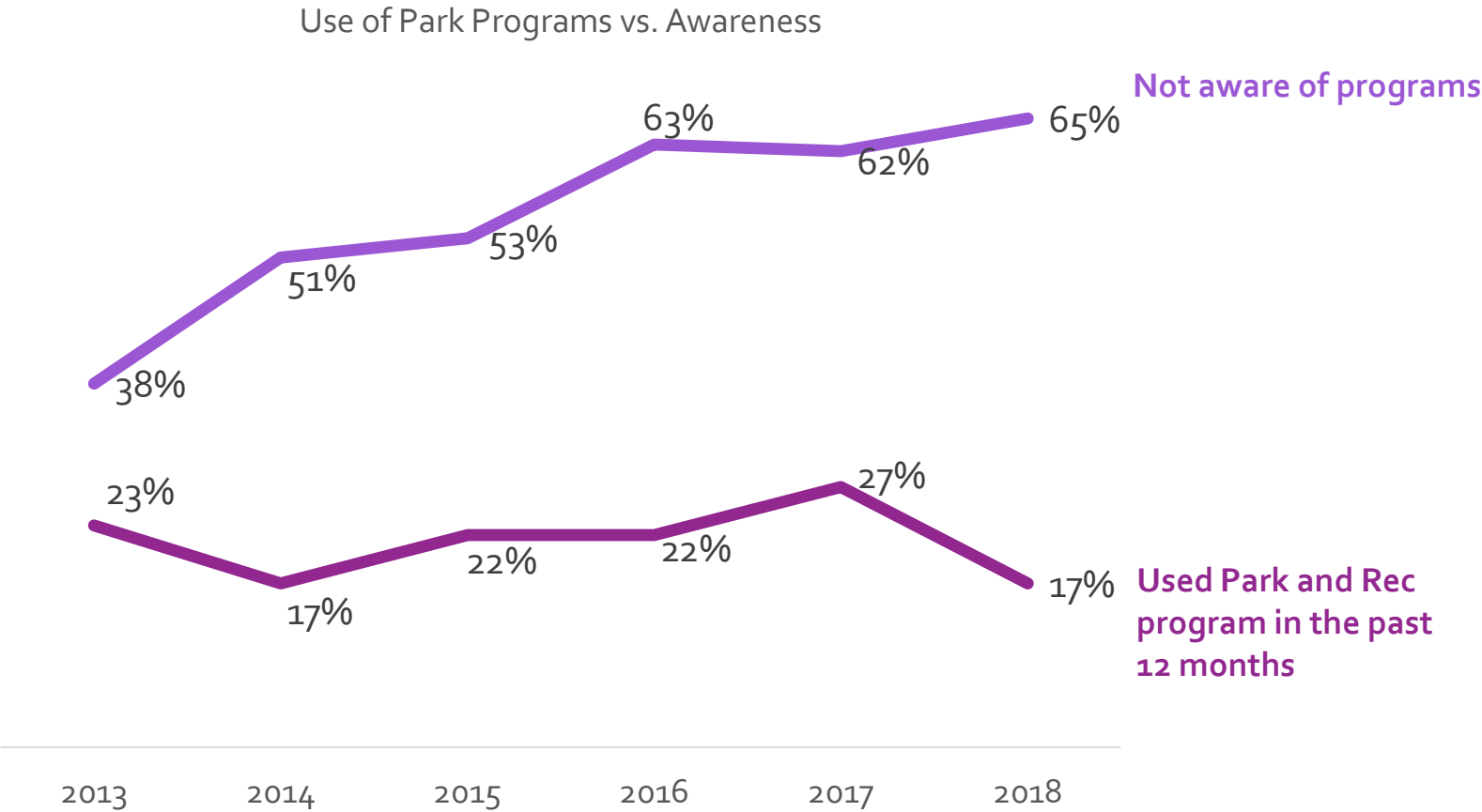
\*Other includes email, mail, text and website as the primary responses.

# Department Highlights

# Park and Recreation: Use vs. Awareness

Awareness of Park and Recreation programs has dropped along with program use.

Comparison in use of park programs and respondents who are not aware of programs.

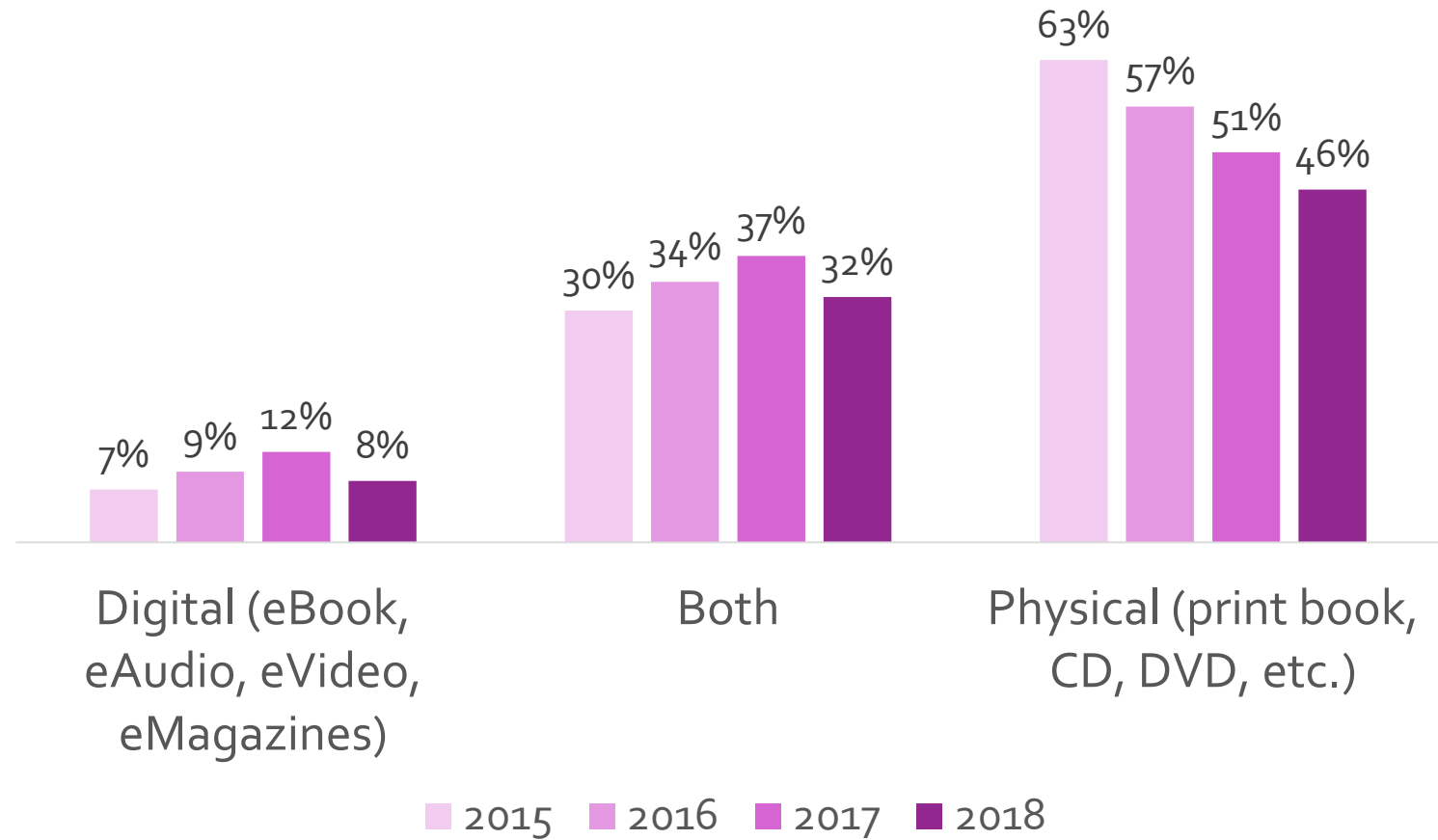


Notes: Percentages represent “yes” responses.

# Charlotte Mecklenburg Library Use

Steady decline in Physical resource use. Drop in digital associated with budgetary constraints on digital content.

When accessing Charlotte Mecklenburg Library materials, which format do you prefer?



Notes: Percentages represent responses by category. Non-users, "don't know" and non-responses were excluded

## Recommendations

- Work with vendor to determine ways to compare the County to other local governments in the southeast
- Diversify communication strategies based on the needs of various demographic groups
- Enhance awareness of park and recreation facilities and programs
- Monitor public library online and physical resource utilization based on recent investment for FY19



## Immediate Next Steps

- Work with Public Information to promote the results to the organization and public
  - Employee News Now
  - MeckNC.gov



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