



2017 Community Survey

Presented to Board of County Commissioners
by Strategic Planning & Evaluation
November 8, 2017



STRATEGY TO SUCCESS
— MECKLENBURG COUNTY —

Overview

- Purpose
- Methodology
- 2017 Survey Results
- National Benchmarking
- Communication and Digital Trends
- New Questions
- Department Highlights
- Recommendations

Purpose

2017 is the 15th year of the
Community Survey

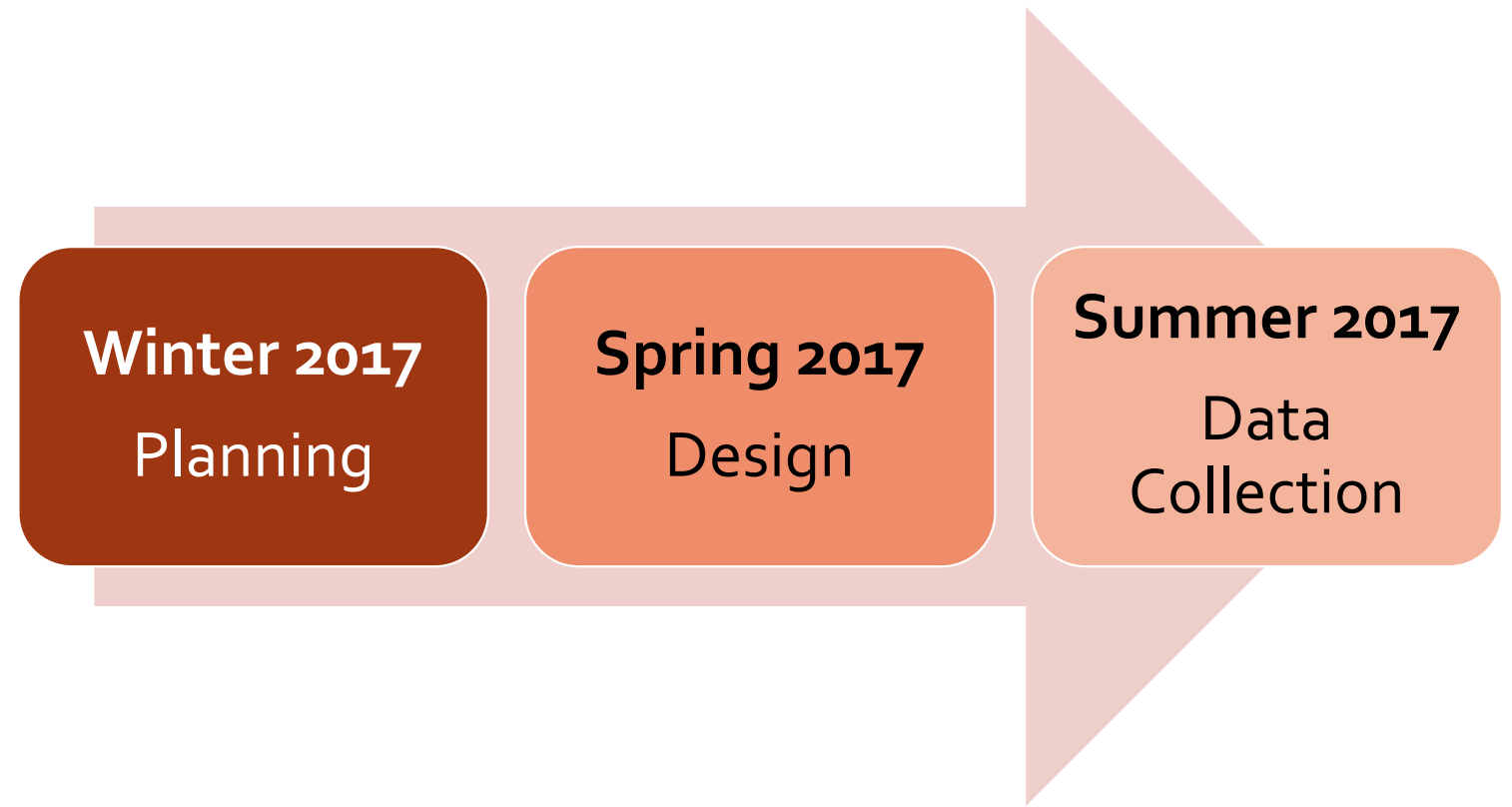
Perceptions

Awareness

Attitudes

1. County programs and services
2. Additional topical questions that may vary year-to-year

Survey 2017 Methodology



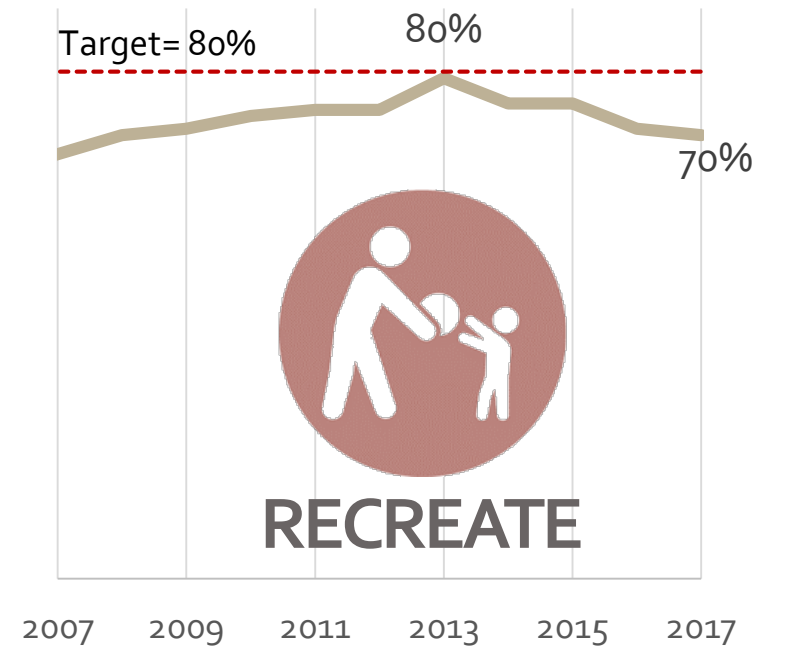
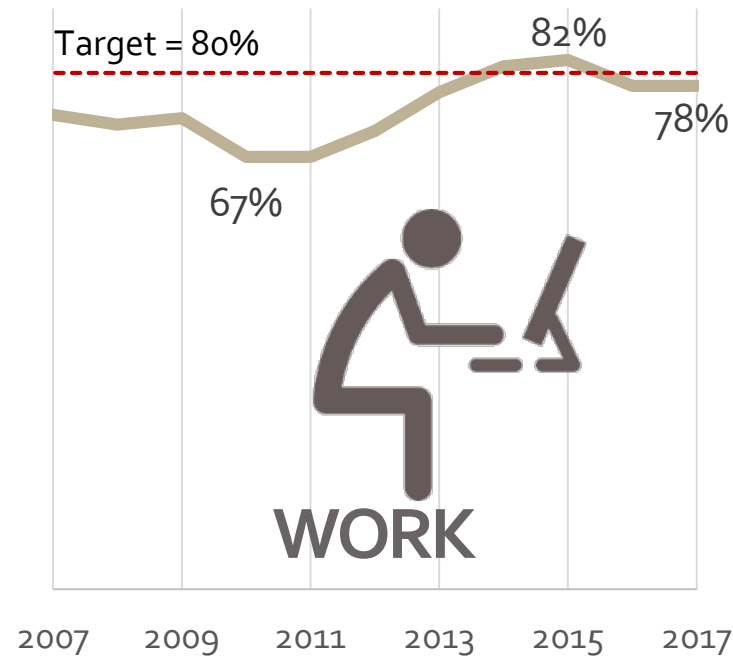
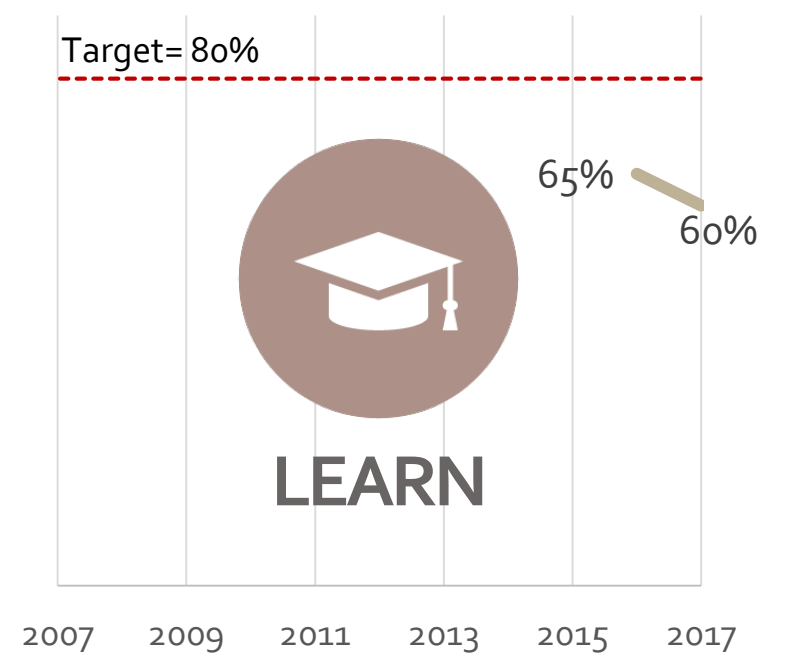
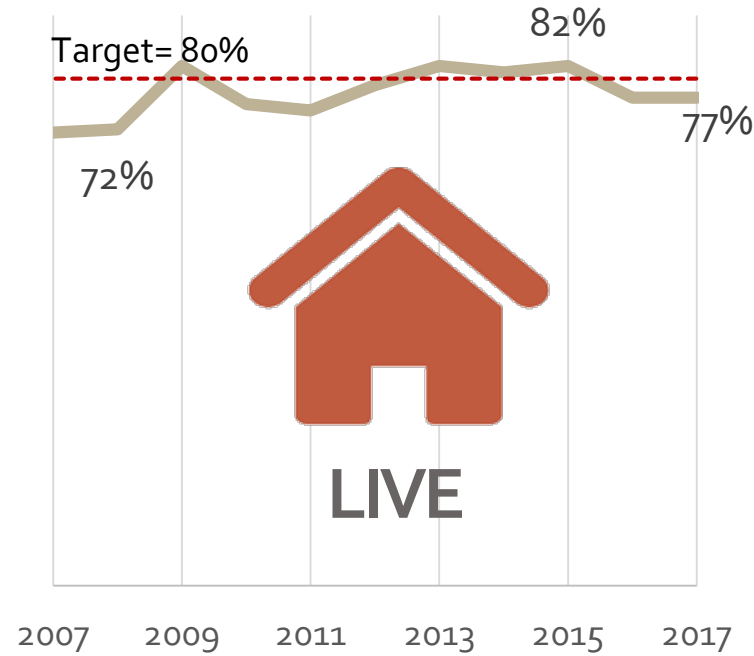
- Survey administered by mail, web and phone.
- A random sample of 1,125 households
- 95% level of confidence with a precision of at least +/-2.9%

2017 Survey Results

Summary of Major Findings around Perception

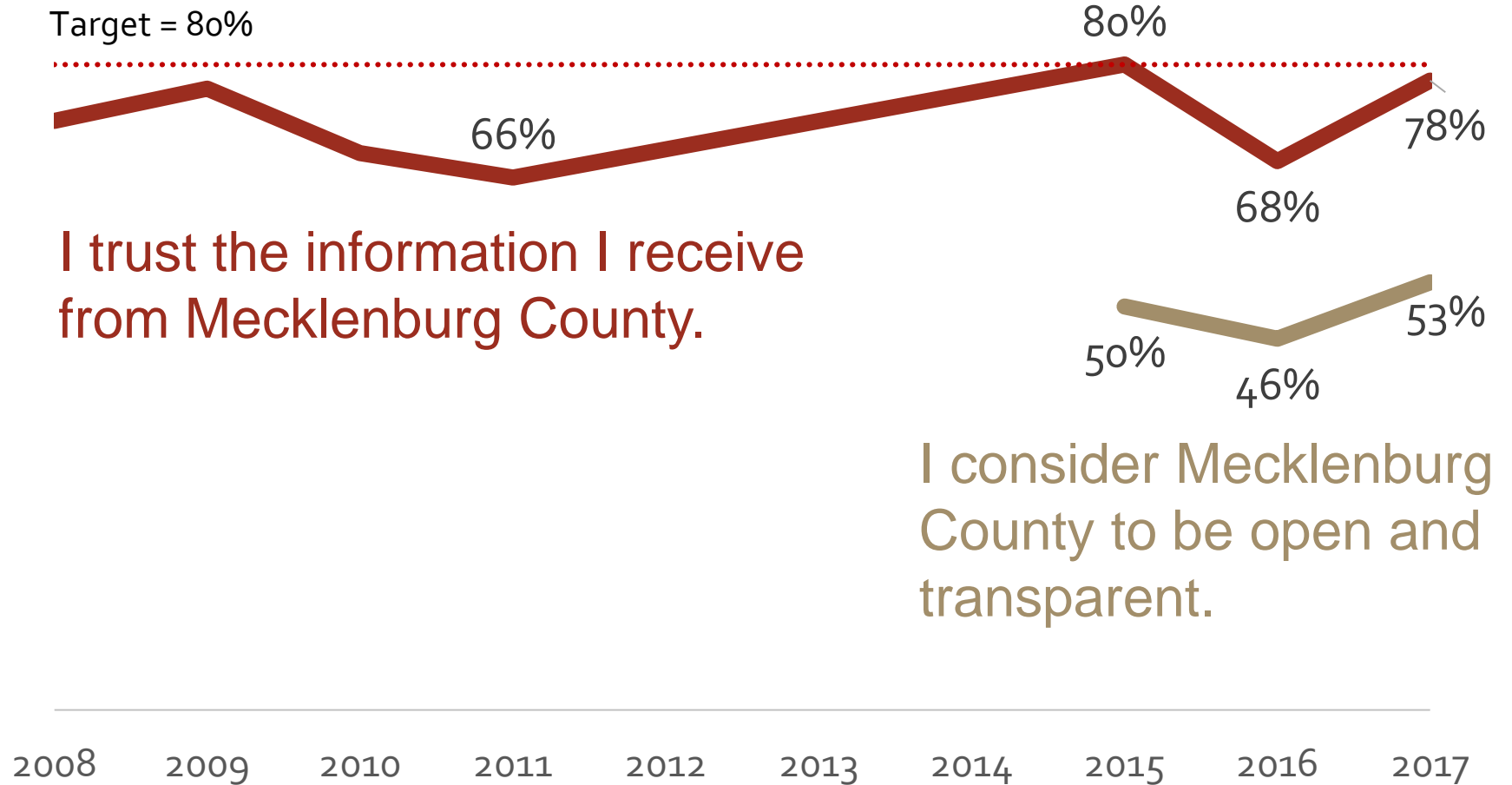
Community Vision: Trends

A decline from the first year for "Mecklenburg County as a place to learn." Others trends are stable.



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

Perceptions: Government Trust / Transparency



Data Sources:
• Mecklenburg County Community Survey

National Benchmarking

Comparison of 2017 ECS Results to National Direct
Finder data

Benchmarking

ETC* 2017 National Direct Finder Database

*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

Data Sources:
• ETC 2017 National Direct Finder Database

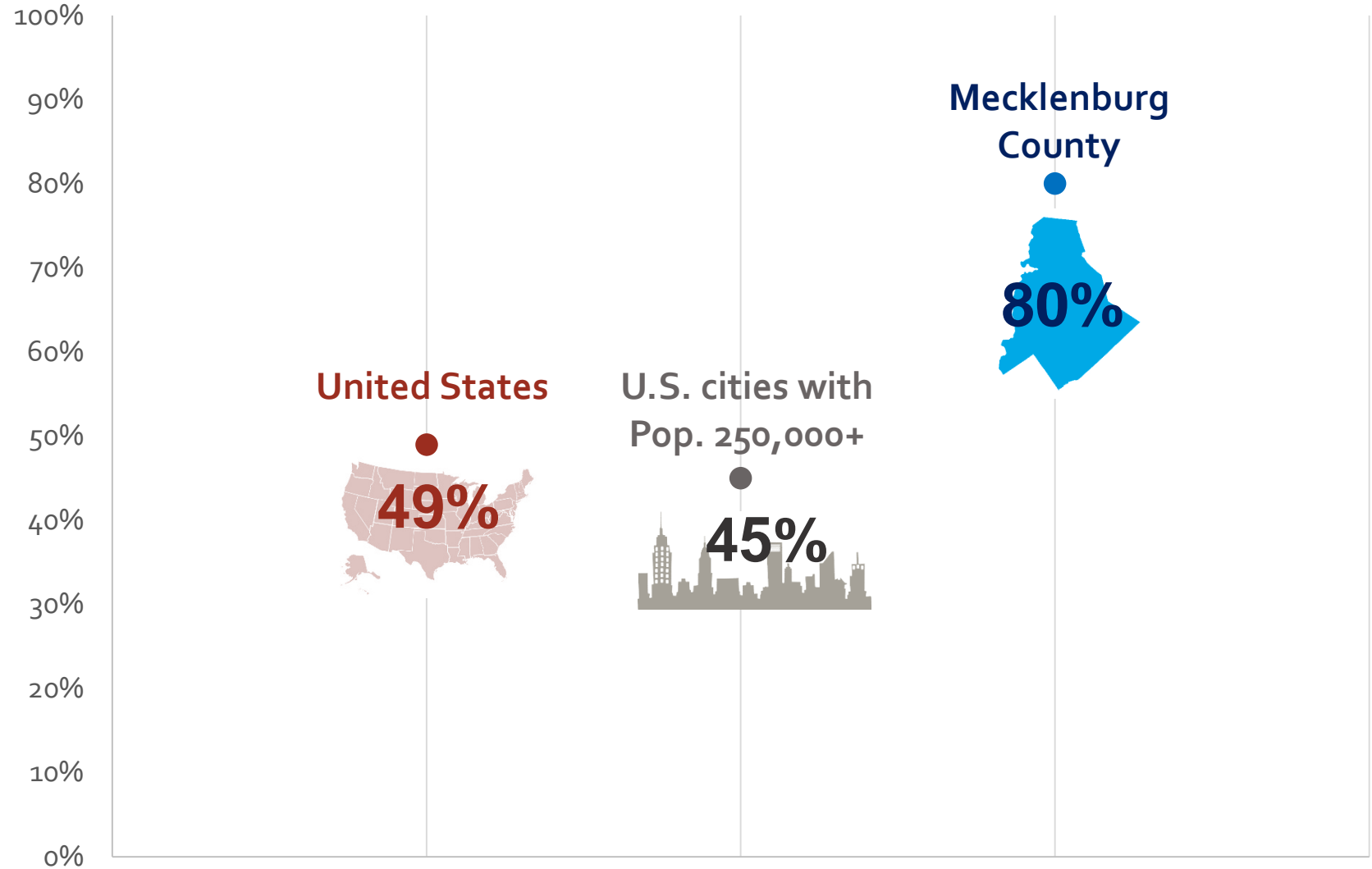
Questions

Mecklenburg County

Mecklenburg County provides quality services to residents

ETC

Overall quality of local government services



Data Sources:

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

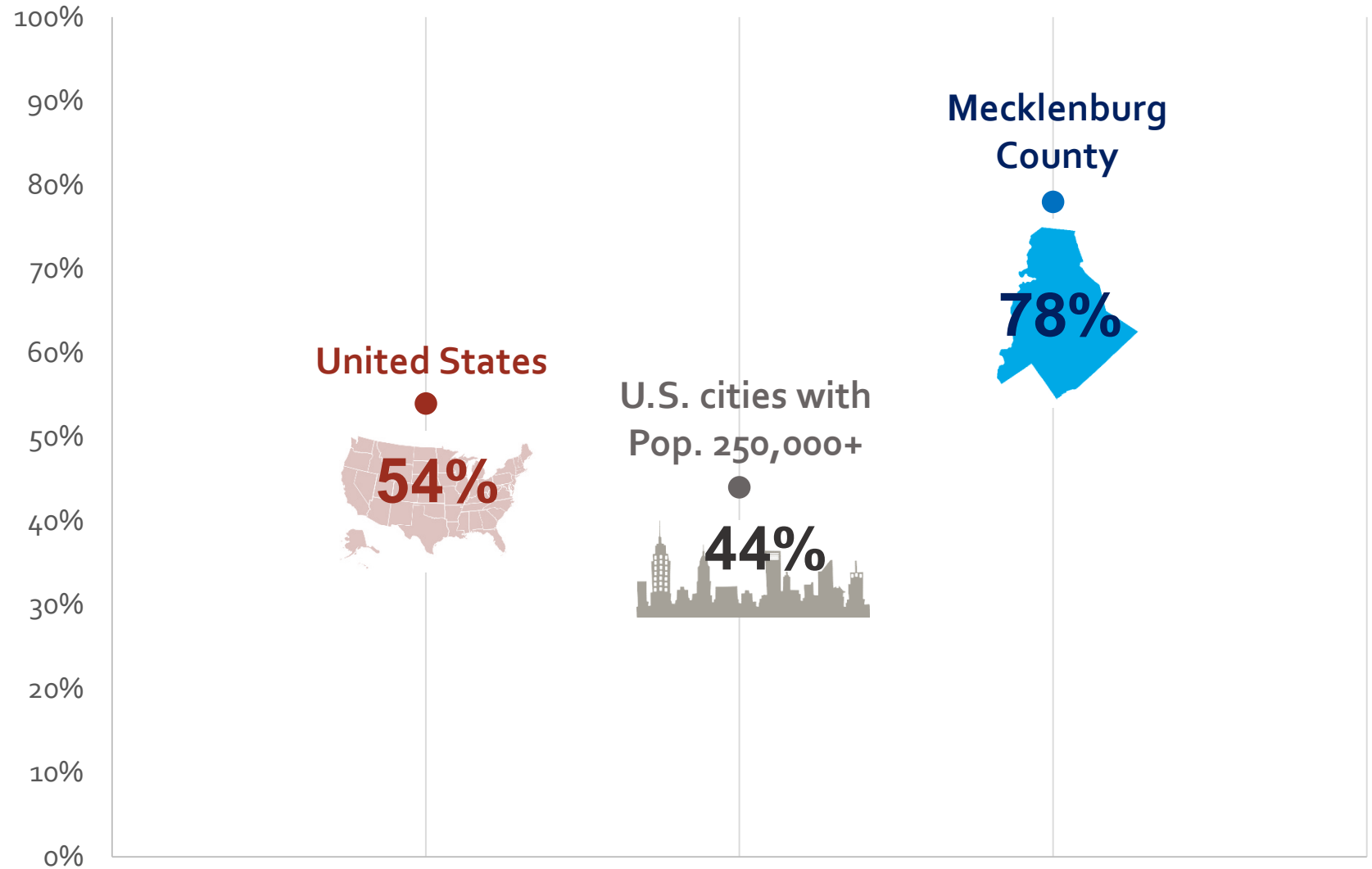
Questions

Mecklenburg County

Mecklenburg County as a place to work

ETC

As a place to work



Data Sources:

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

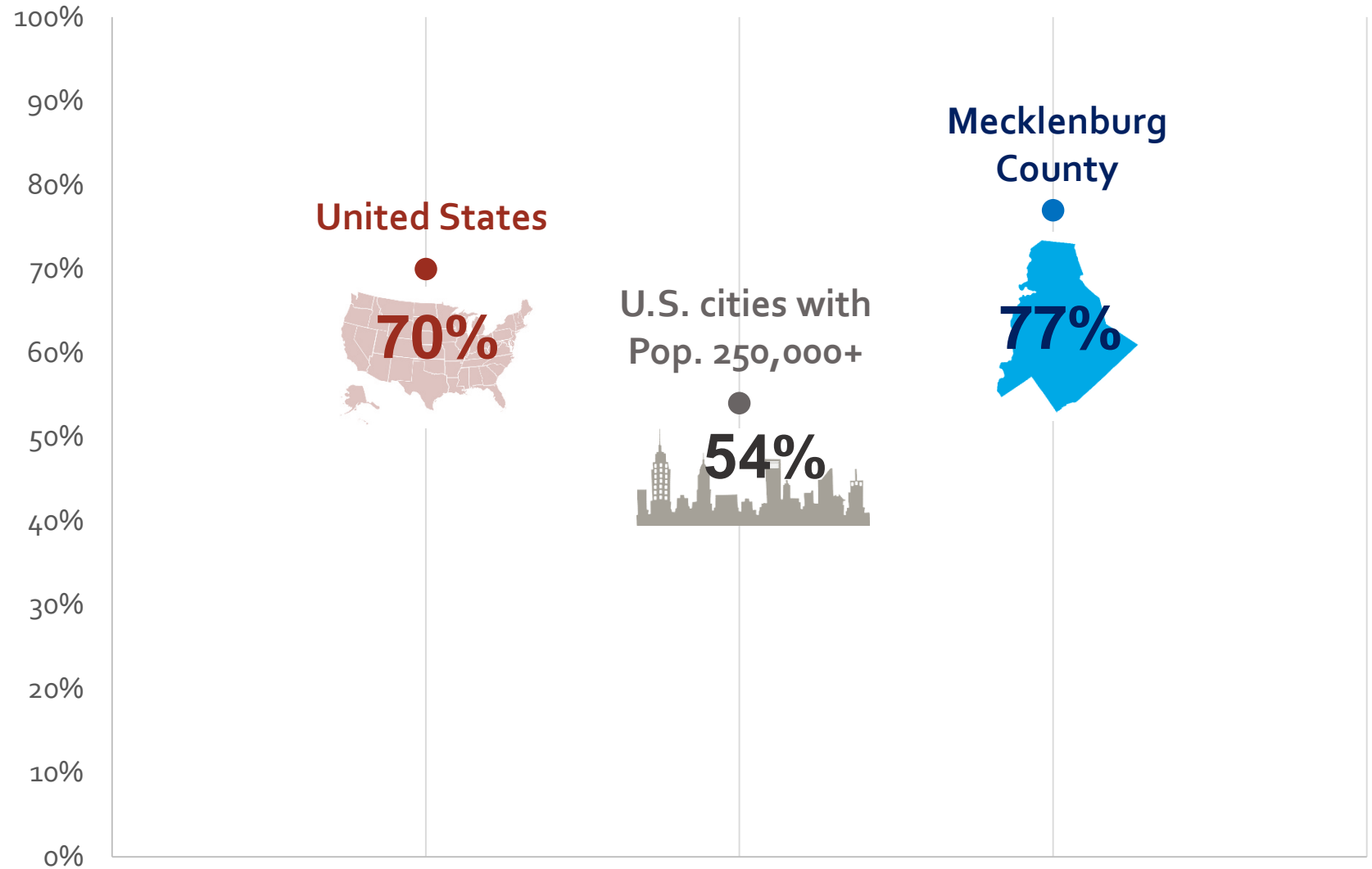
Questions

Mecklenburg County

Mecklenburg County as a place to live

ETC

As a place to live



Data Sources:

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

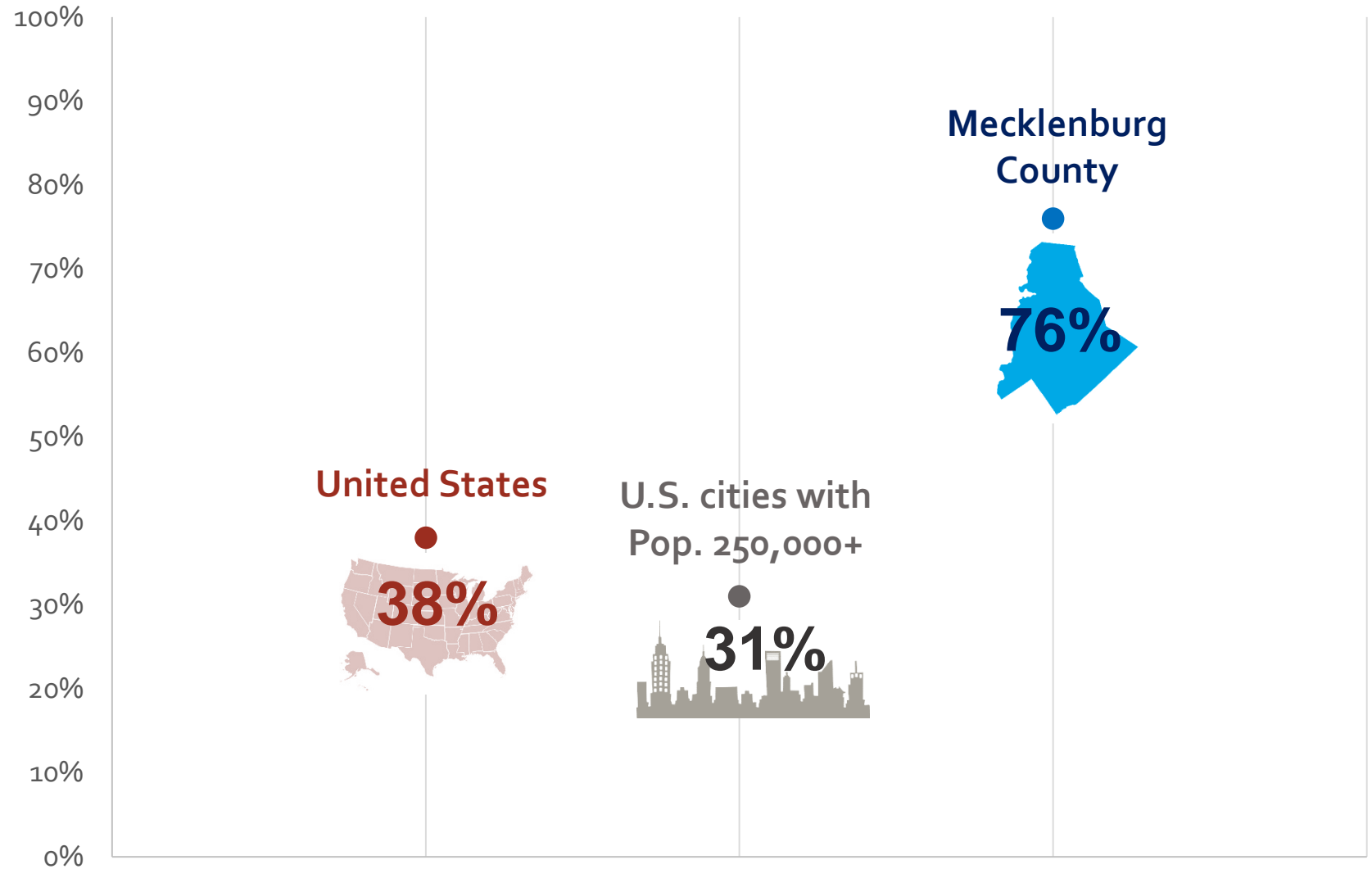
Questions

Mecklenburg County

There is value in the services I receive for the fees I pay / local tax dollars overall

ETC

Overall value you receive for your local tax dollars and fees



Data Sources:

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

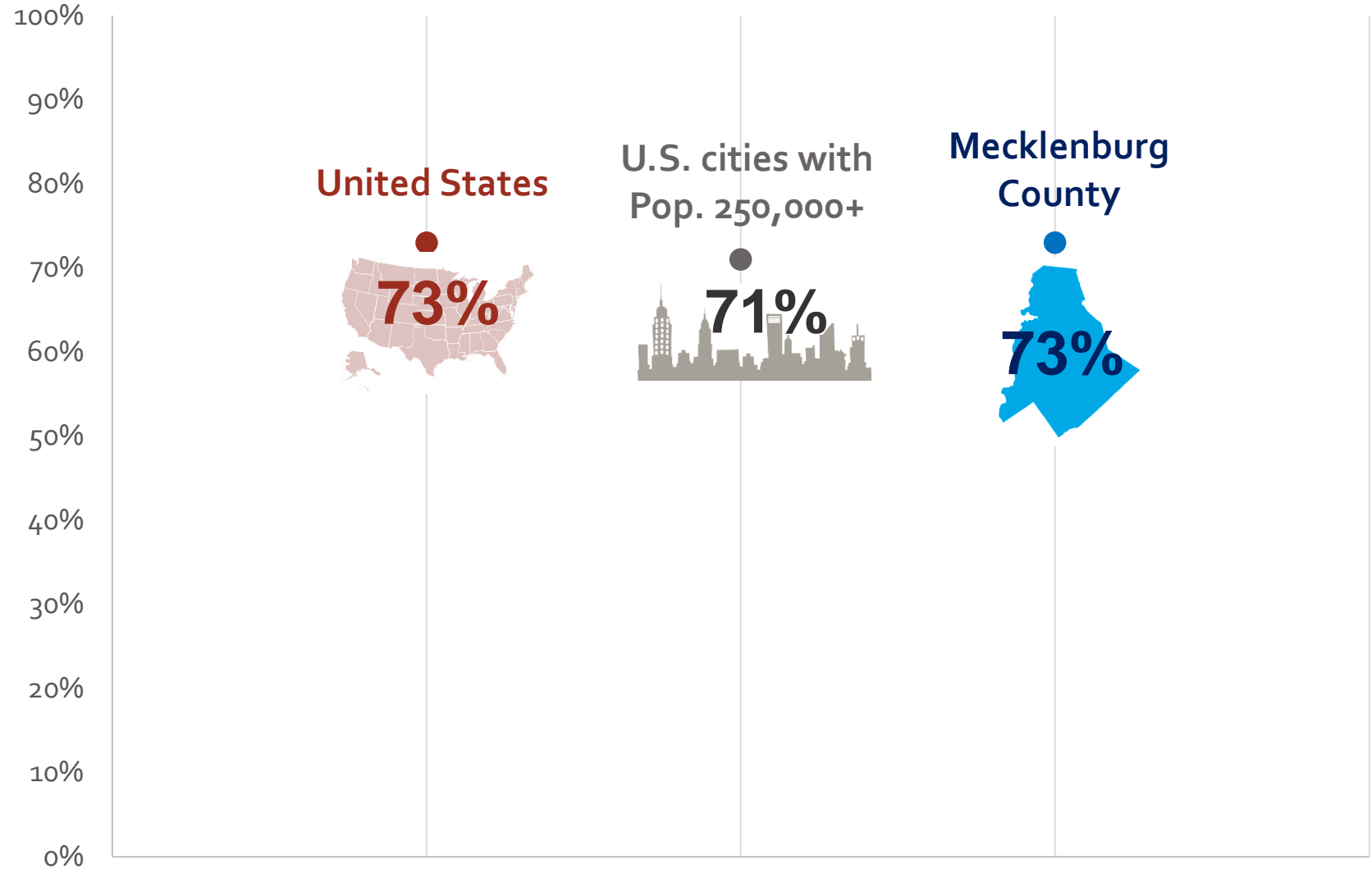
Questions

Mecklenburg County

Overall quality of life in Mecklenburg County

ETC

Overall quality of life in your community



Data Sources:

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

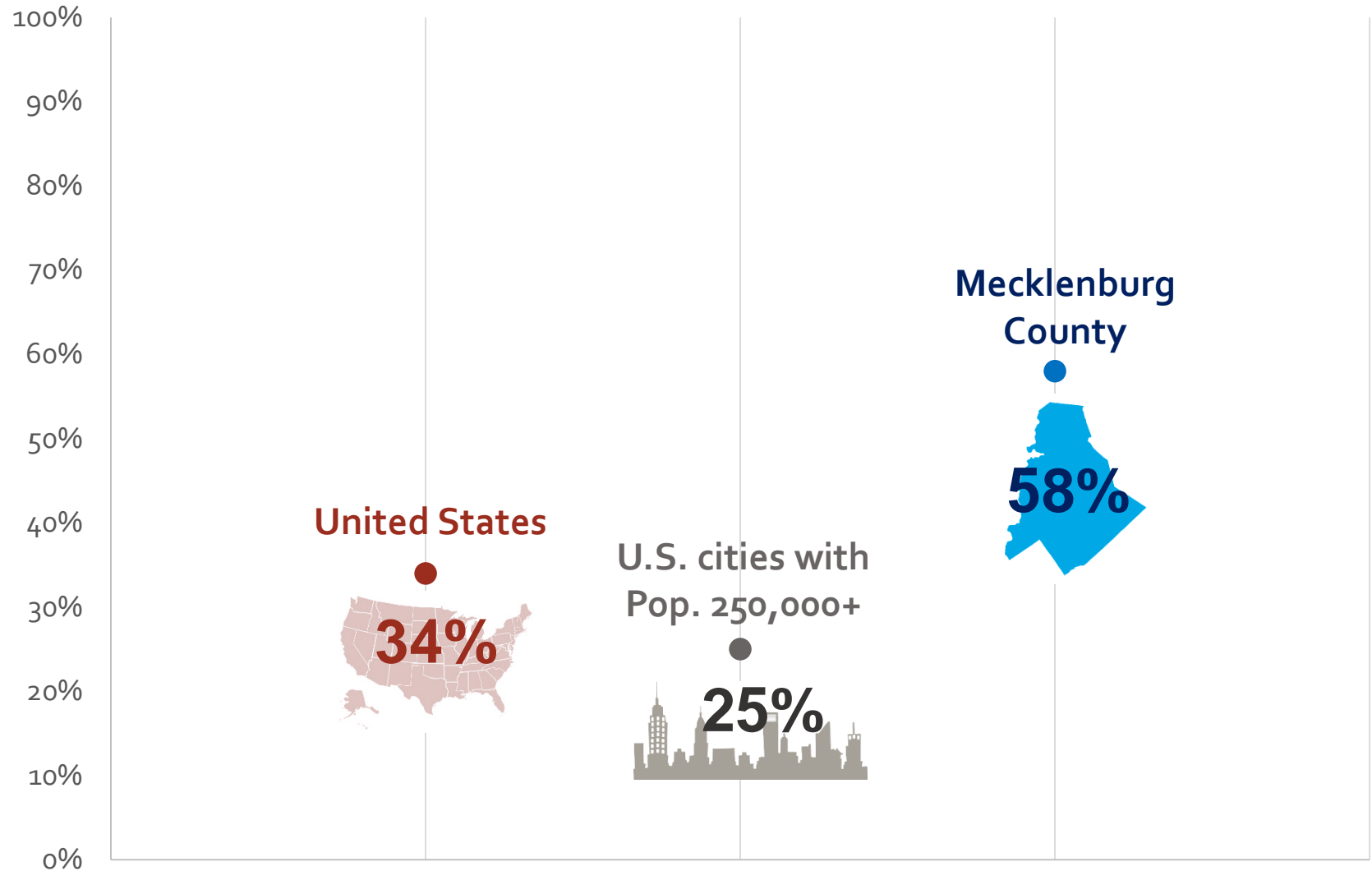
Questions

Mecklenburg County

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

ETC

Opportunity to engage/provide input into decisions made by the community



Data Sources:

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

Communication and Digital Trends

Perception and awareness

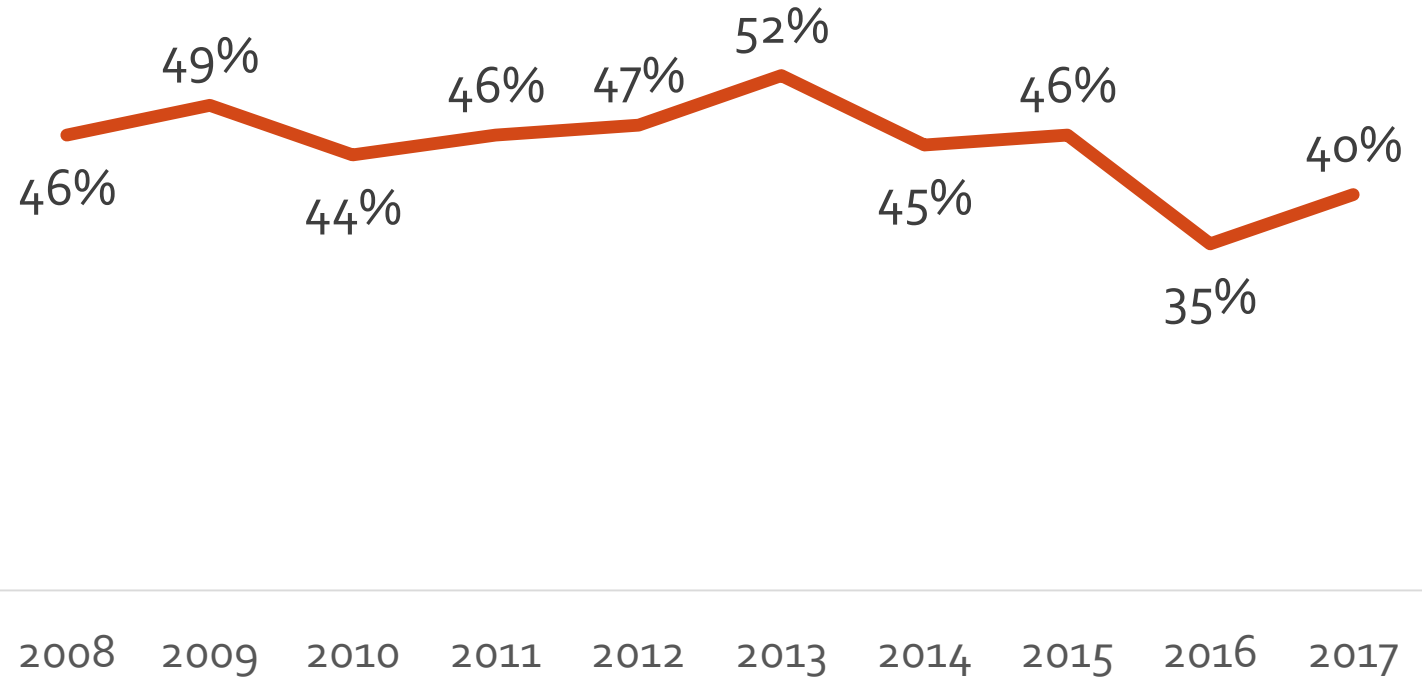
Changing communications environment

Digital access

Communication

FY17 response improved from FY16 response

Communicating information to the public

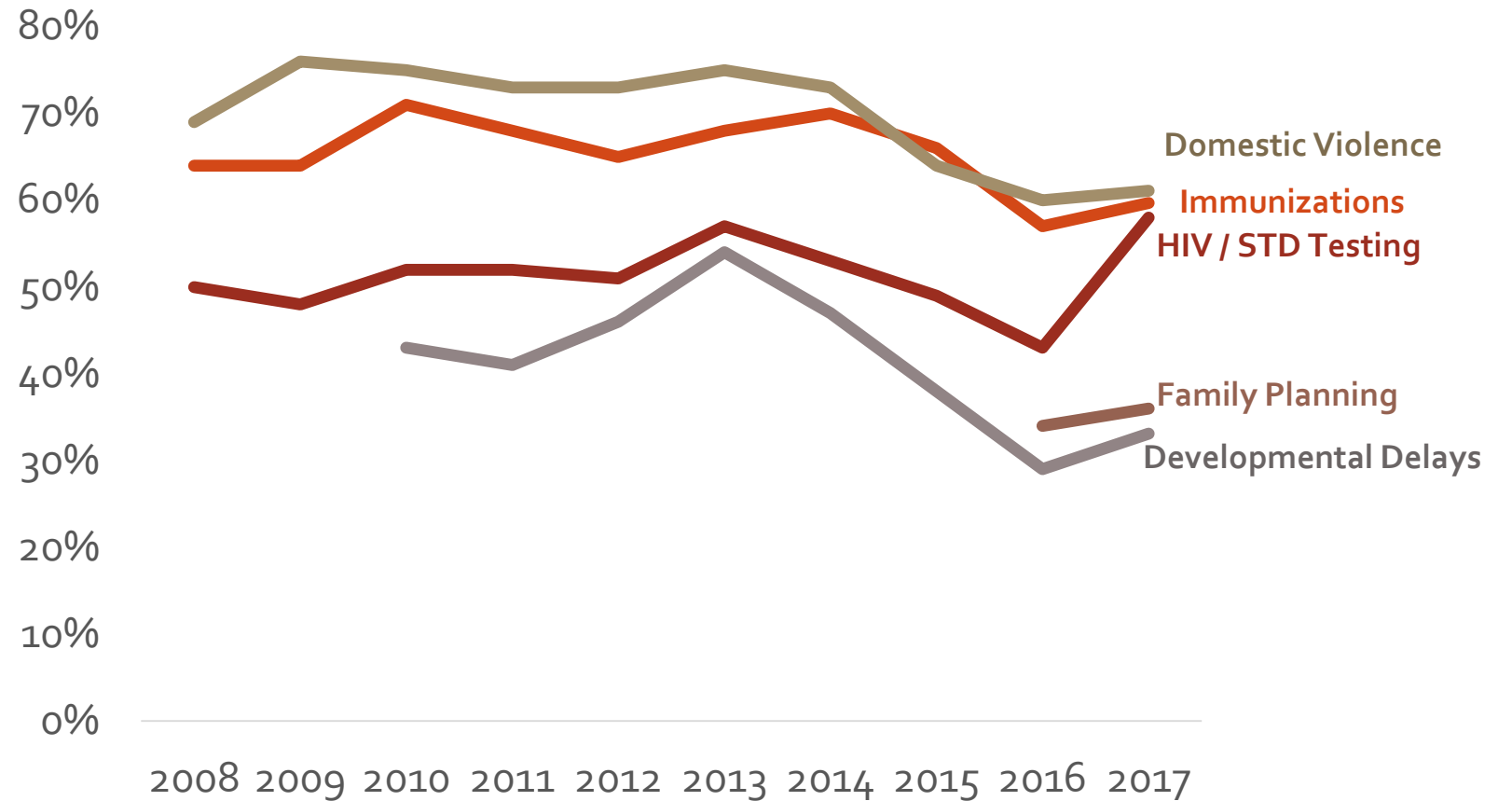


- Full Question: Would you say Mecklenburg County does an "excellent," "good," "fair," or "poor" job of communicating information about County issues, services, and performance to the public?
- Percentages represent responses of "excellent" and "good"

Program Awareness: Increases

The majority of programs and services mentioned in the survey increased in awareness.

Did you know the County has programs/services for...?

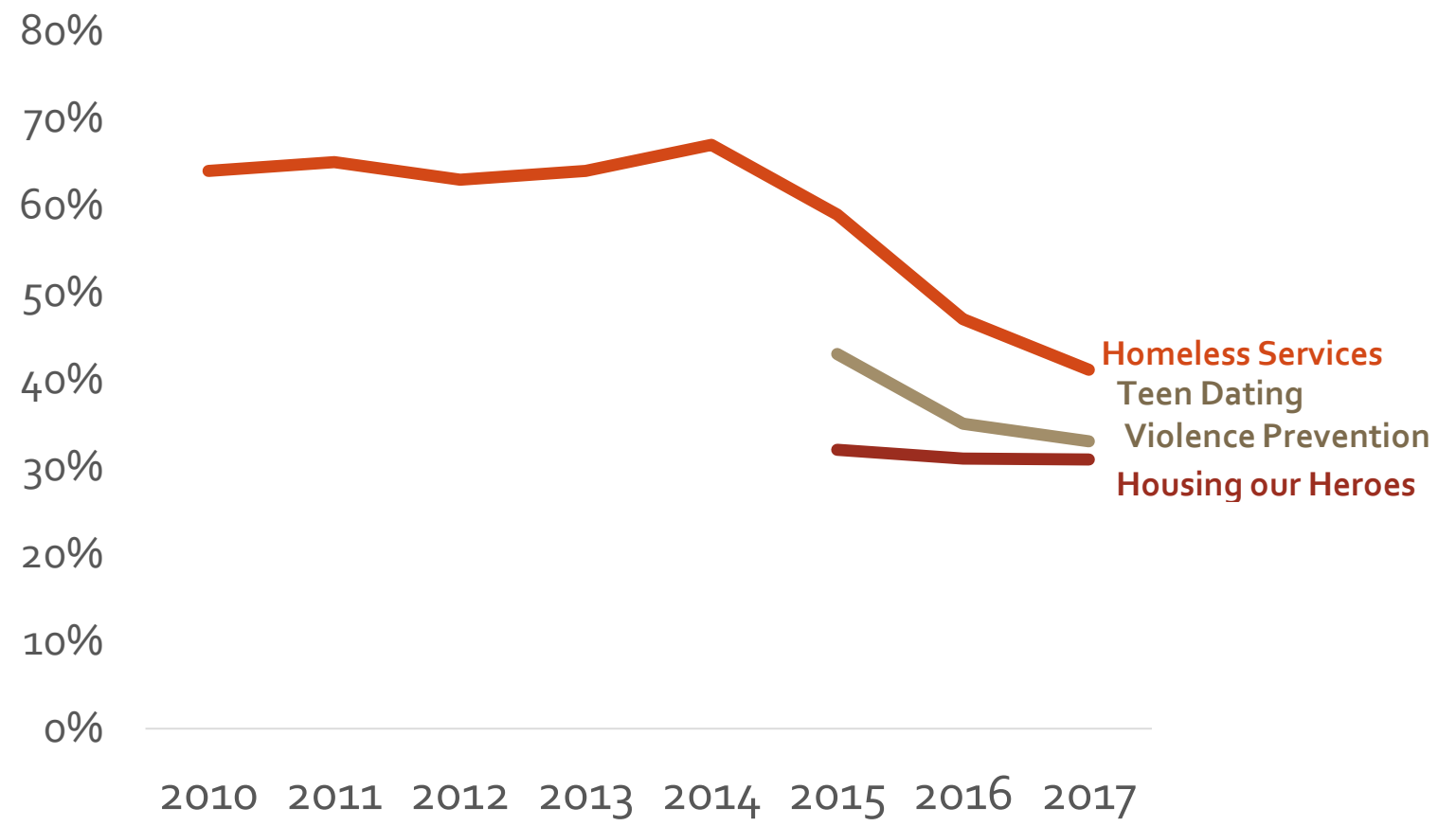


• Percentages represent responses of “yes”

Data Sources:
• Mecklenburg County Community Survey

Program Awareness: Decreases / Stable

Did you know the County has programs/services for...?



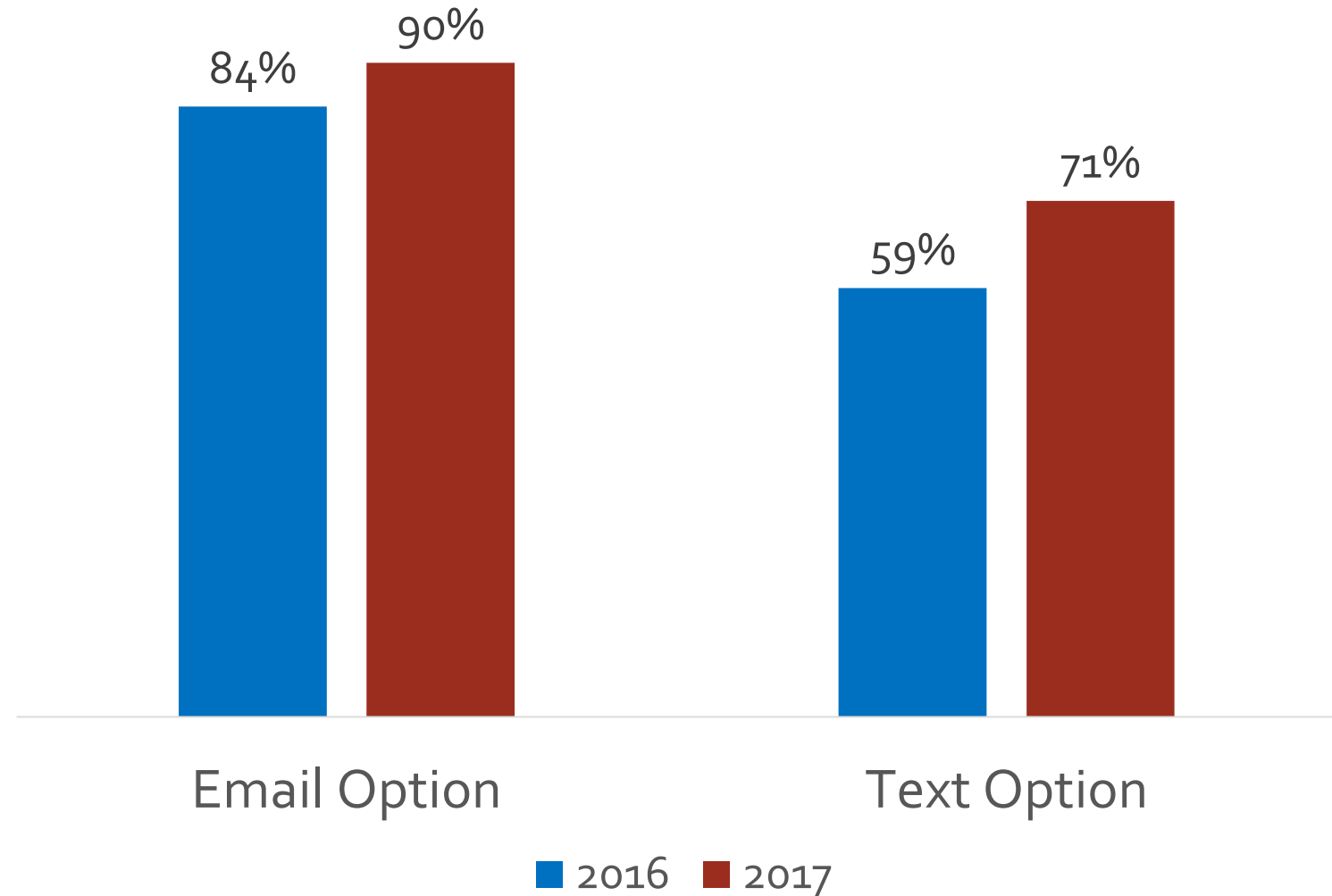
• Percentages represent responses of “yes”

Data Sources:
• Mecklenburg County Community Survey

Communication: Email and Text

Increased acceptance for
using email and text

How likely to communicate with County agencies via
email or text?

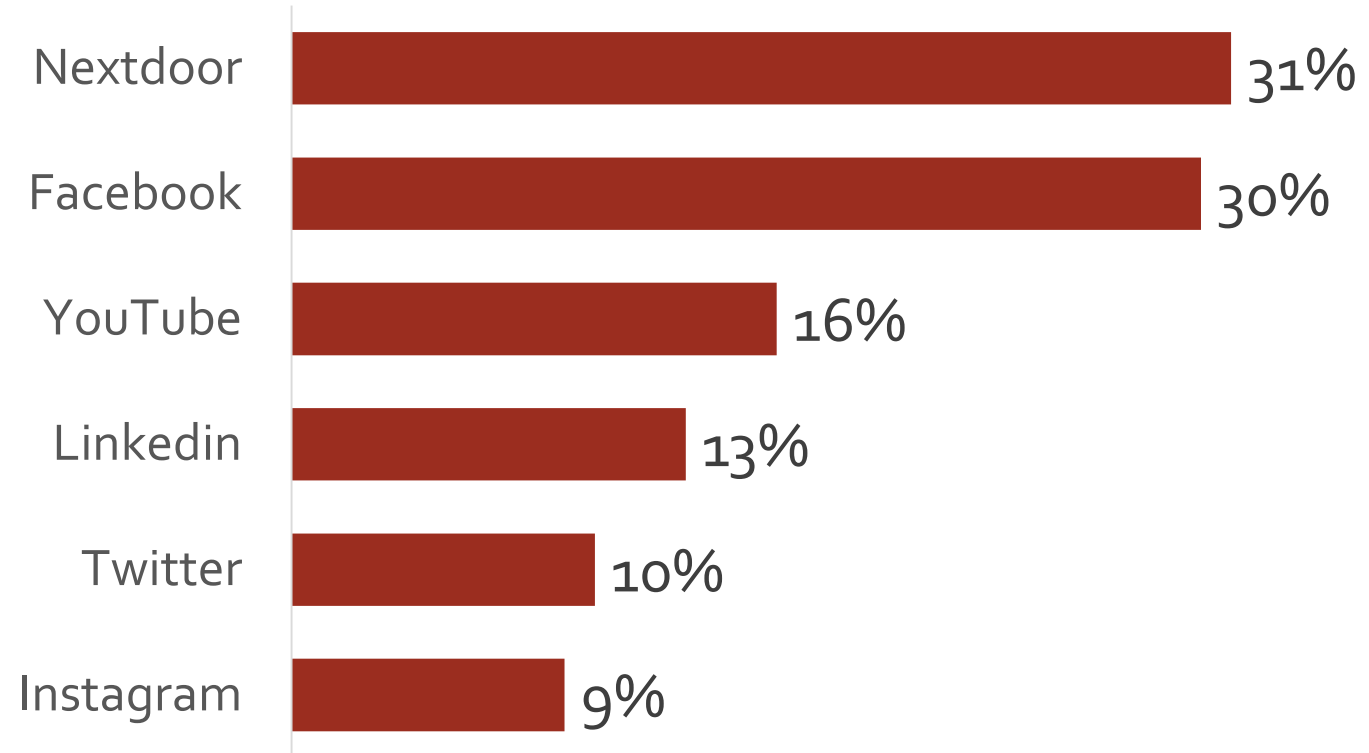


Data Sources:
• Mecklenburg County Community Survey

Used Social Media?

52% of respondents indicate they have used at least one of the County's social media resources - same level as FY16

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

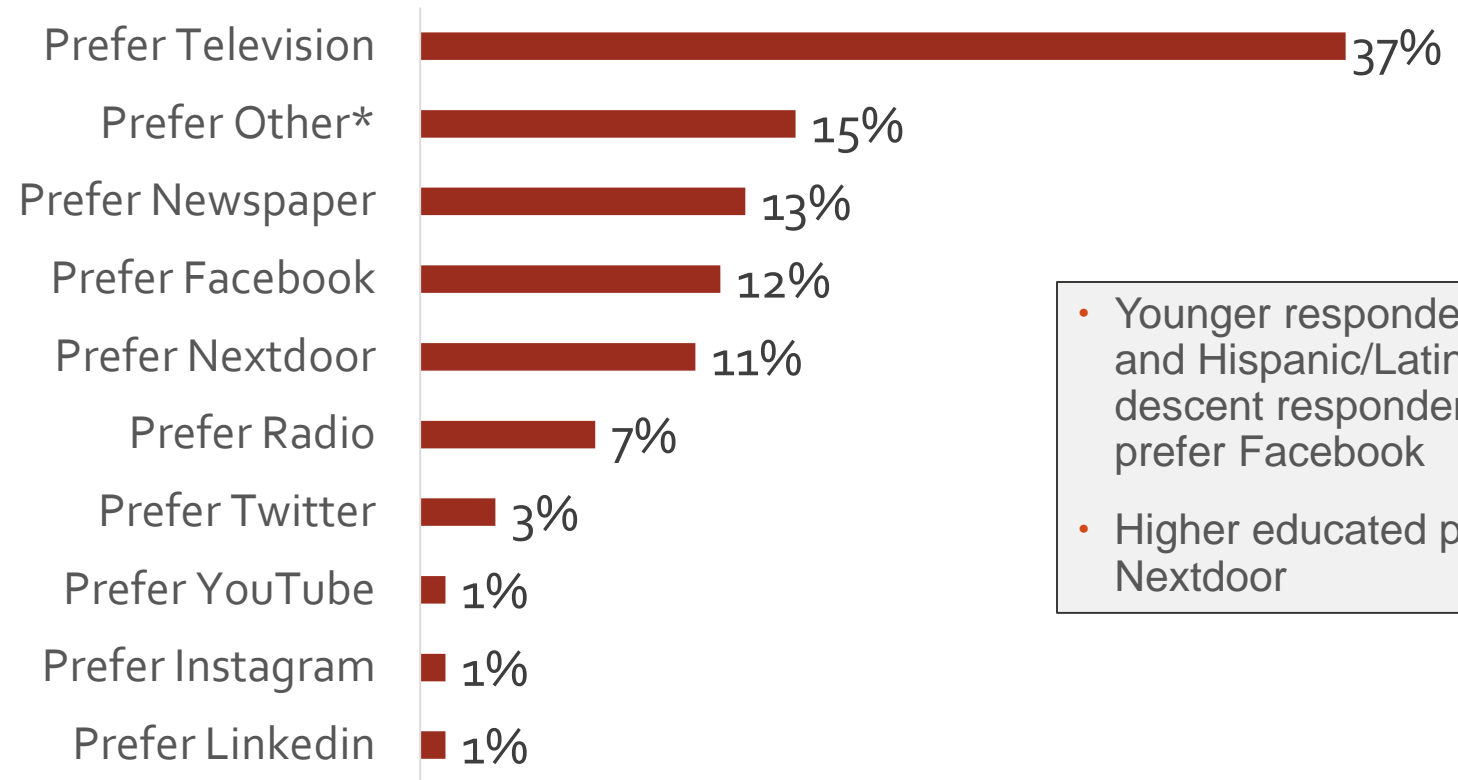


- Percentages represent responses by category
- Non-users, "don't know" and non-responses were excluded

Preferred Source of County Information

A strong preference for television over social media.

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



- Younger respondents and Hispanic/Latino descent respondents prefer Facebook
- Higher educated prefer Nextdoor

- 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.

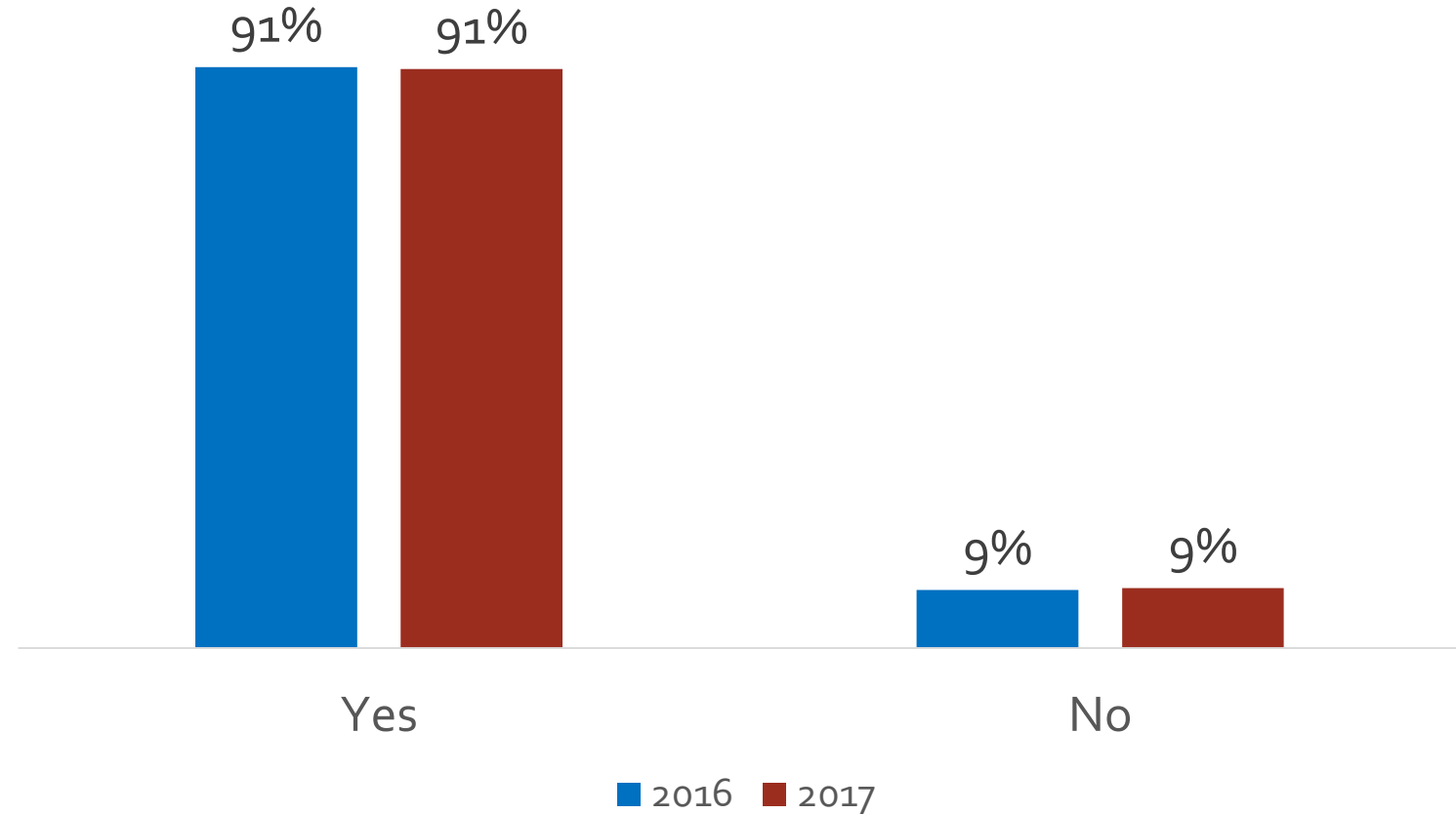
Data Sources:

- Mecklenburg County Community Survey

Home Internet Access

Internet access is high and stable

Do you have Internet access at home?

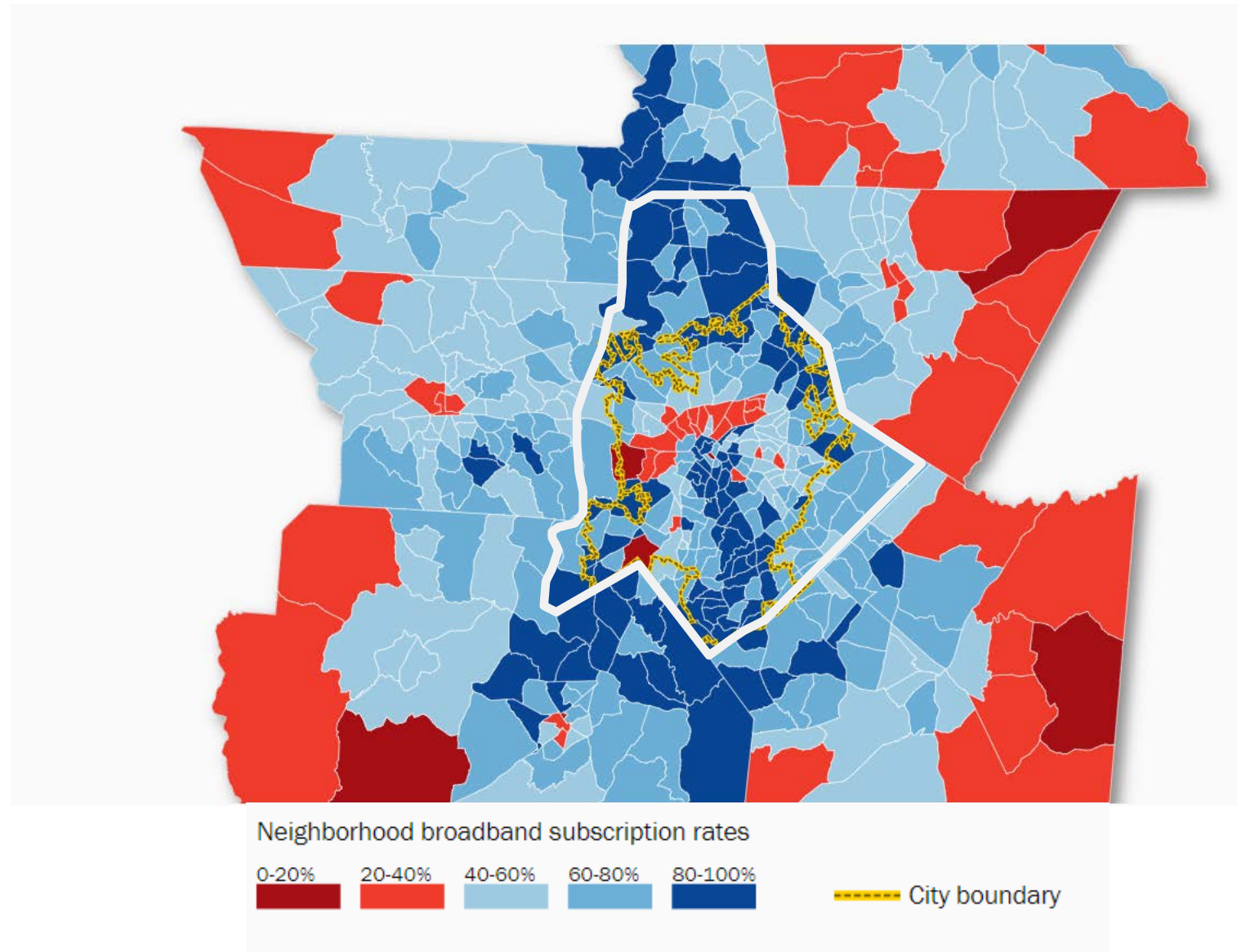


- Percentages represent responses by category
- Non-users, “don’t know” and non-responses were excluded

Data Sources:
• Mecklenburg County Community Survey

Home Internet Access

Internet access varies widely within the County and region



- Map shows the percent of broadband subscriptions by census tract for Mecklenburg and surrounding counties.

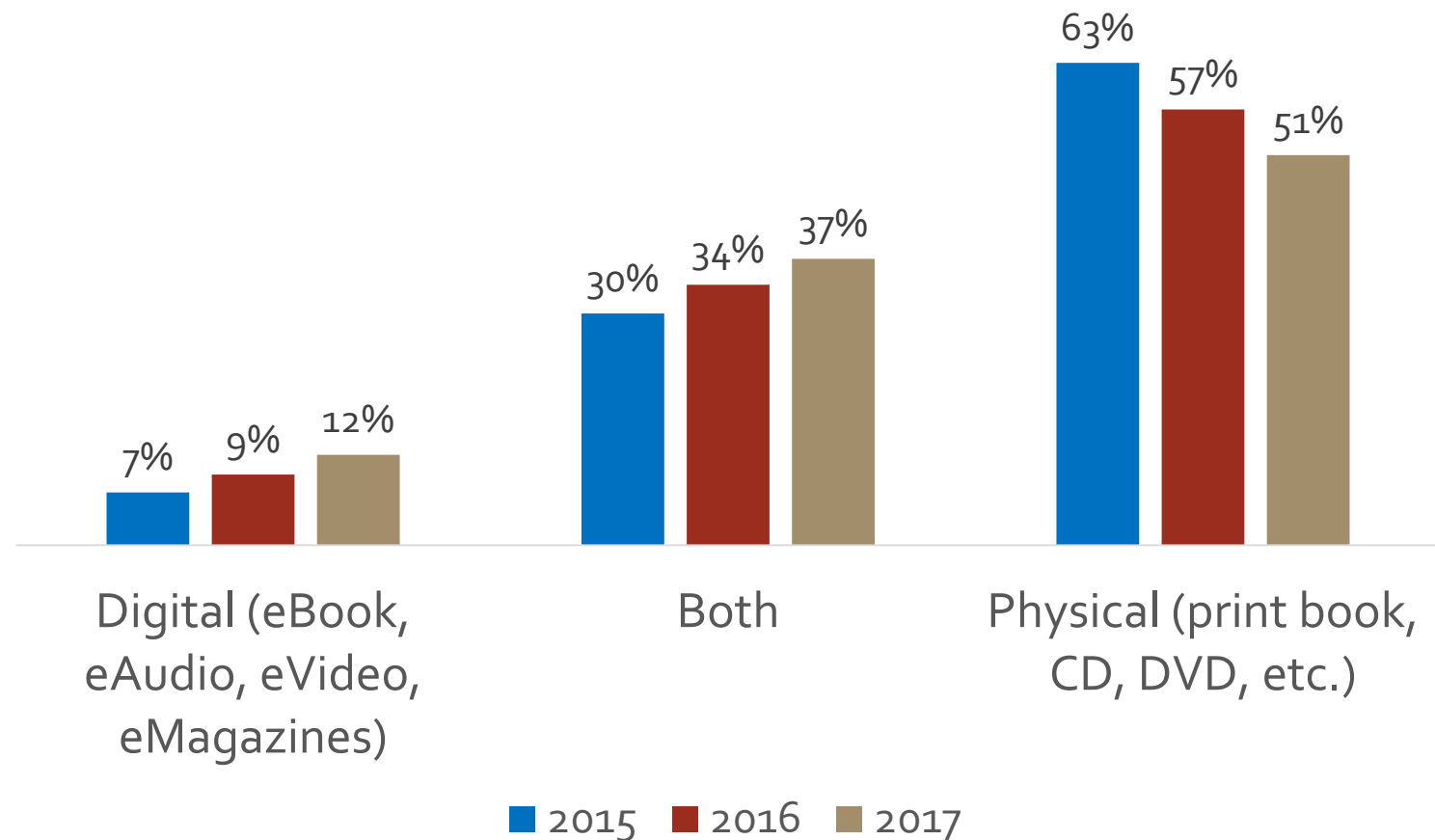
Data Sources:

- Brookings, Signs of digital distress (Sept 12, 2017)
- <https://www.brookings.edu/research/signs-of-digital-distress-mapping-broadband-availability/>

Charlotte Mecklenburg Library Use

Steady move to using digital resources

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



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

New Questions

New Questions

Perception Question	FY2017 Result	Calculation of Result
Please rate the following aspect of Mecklenburg County: As a community that is moving in the right direction	58%	% rated excellent or good
Please rate the following aspect of Mecklenburg County: Overall quality of life	73%	% rated excellent or good
Please indicate your level of agreement with the following statement about diversity of Mecklenburg County: There is an array of diverse cultural activities in the County	53%	% in agreement

Program/Service/Initiative Awareness Question	FY2017 Result	Calculation of Result
Did you know the County offers training and foster home licensing for people interested in fostering or adopting?	45%	% responded "yes"
Did you know that County departments have 3-Year Strategic Business Plans?	19%	% responded "yes"
Have you seen the County's Corporate 3-Year Strategic Business Plan?	5%	% responded "yes"

Data Sources:
 • Mecklenburg County Community Survey

New Question

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

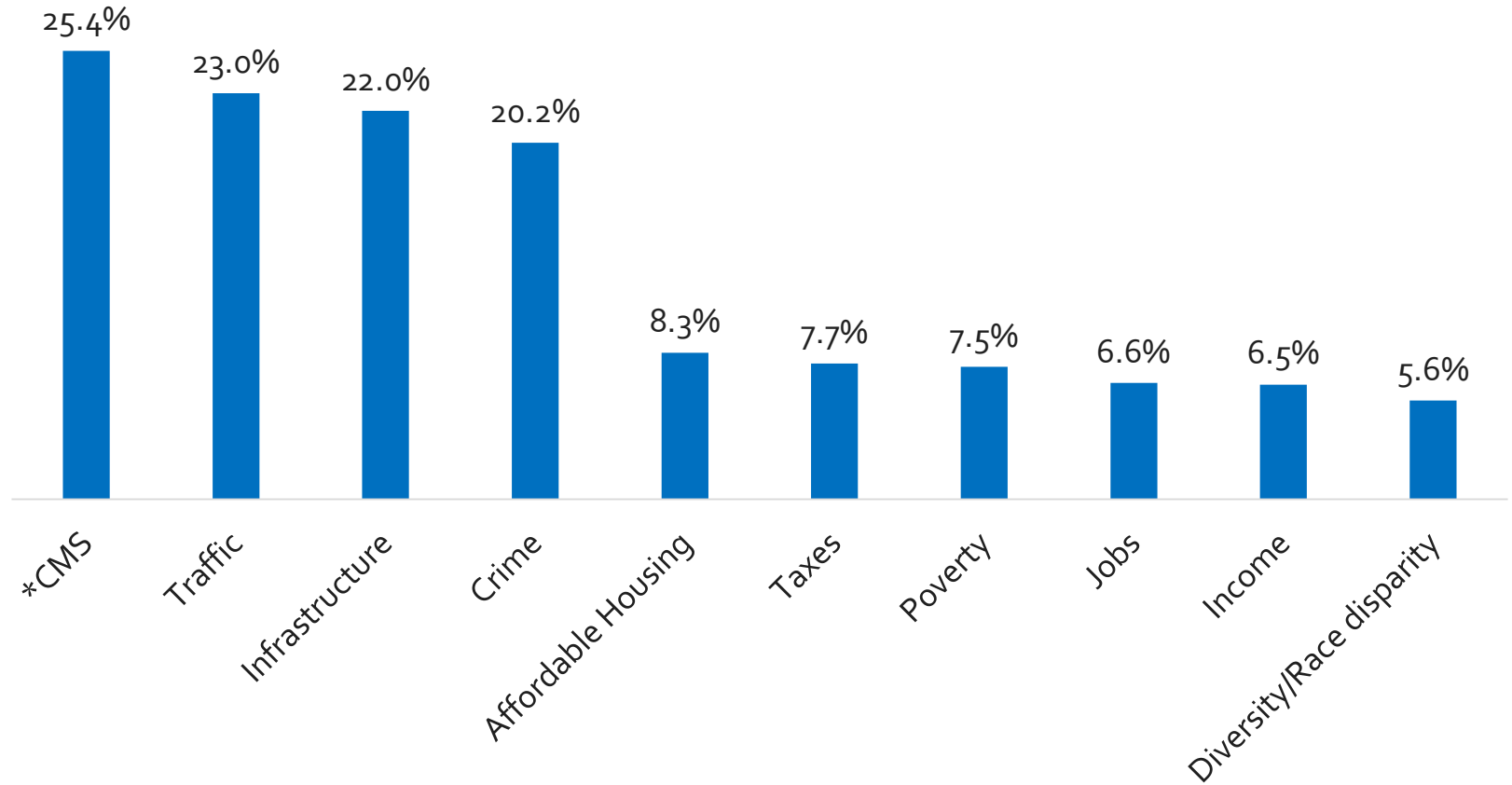
- 782 respondents (69.5%) provided a response to this question.
- Most respondents provided more than one response.
- Thematic analysis to identify the most commonly identified issues.

Data Sources:

- Mecklenburg County Community Survey

Most Important Issue Facing Mecklenburg County

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



*The overarching issues that emerged related to CMS included over-crowded schools, CMS' redistricting plan; equity in schools; equity of quality education.

Recommendations

Recommendations

- Ensure ongoing efforts to promote awareness of County programs and services in areas where there is decline or stableness in results
- Partner with PI to refine public engagement strategies based on community survey results
- Work with departments to improve community engagement efforts based on results from the “How likely to communicate with County agencies via email or text?” question
- Partner with County departments to enhance the community’s (and employees) awareness of and access to the 3-year strategic business plans. Make public more aware of the County’s Corporate 3-year strategic business plan.



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