



# 2013 Community Survey

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# Background

- **11<sup>th</sup> Year**
- **Assess public perception of:**
  - **The value of County services provided**
  - **Public information services**
  - **Awareness of County services**
  - **Services provided by Park & Recreation, Social Services, Public Library, Elections**
- **Results used by management to evaluate and amend various strategies and tactics to improve performance**



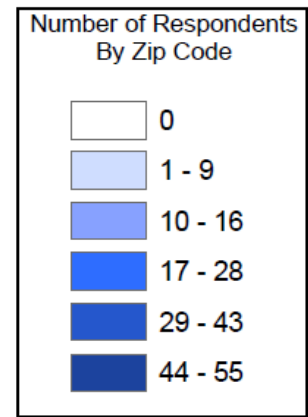
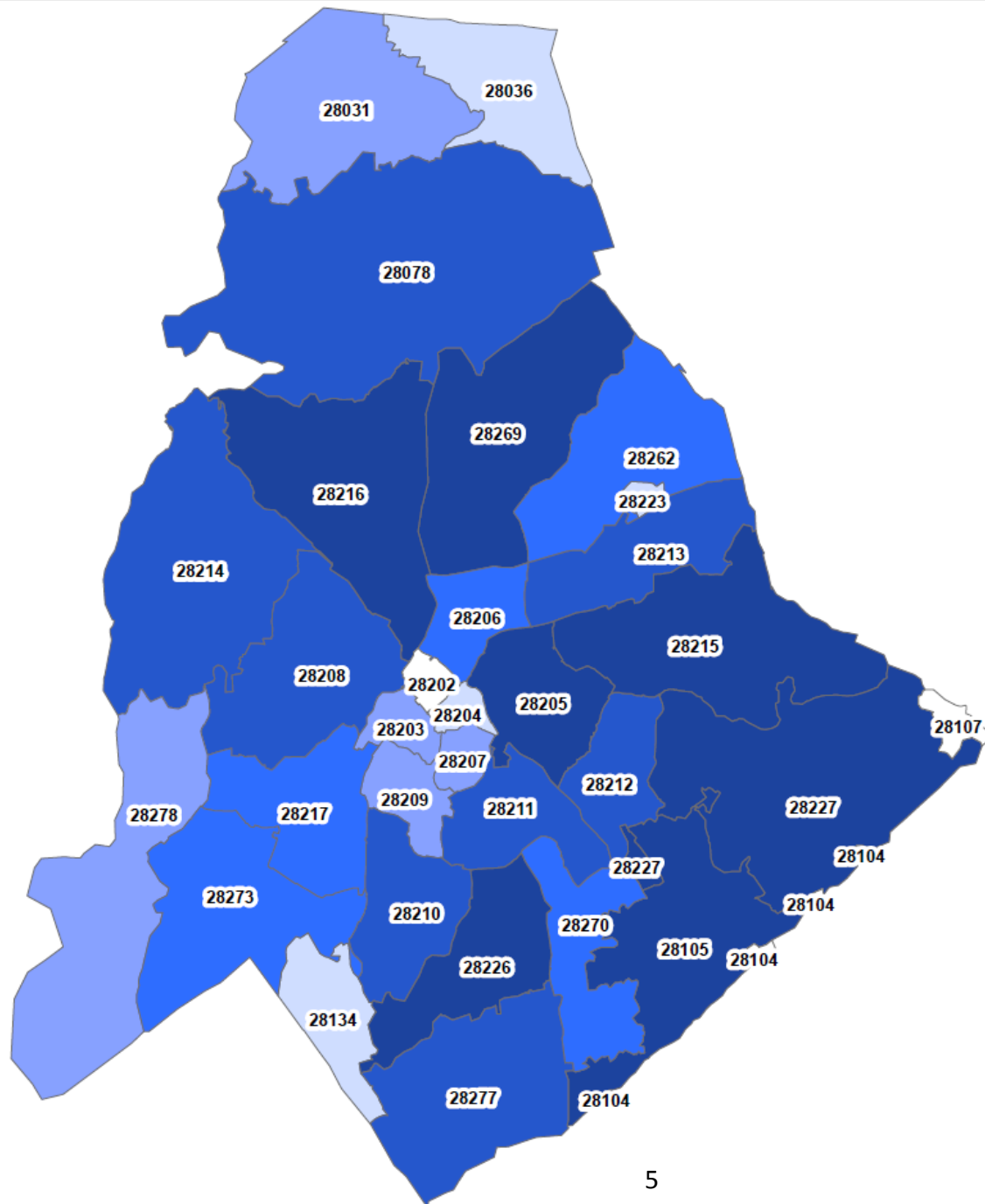
# Methodology

- **Survey conducted by MarketWise**
- **April 24 – June 12, 2013**
- **Respondent requirements:**
  - **Live in Mecklenburg County**
  - **18+**
- **Residents contacted via landline and cell**
  - **Random digital dial (RDD) methodology**



# Responses

- **Sample = 901 (95% confidence level +/- 3%)**
- **18,376 different telephone numbers called**
- **Interviews conducted between 5:30-9:30pm weekdays and 10am-2pm on Saturdays**
- **Interviews administered in English or Spanish**
- **Responses representative of community by age, race/ethnicity, and gender**





# Overall Performance



# Overall Results

## Successful to Exemplary Performance



Public Awareness Index



Resident Perception Index



Citizen Satisfaction w/Participation Opportunities



# Public Awareness

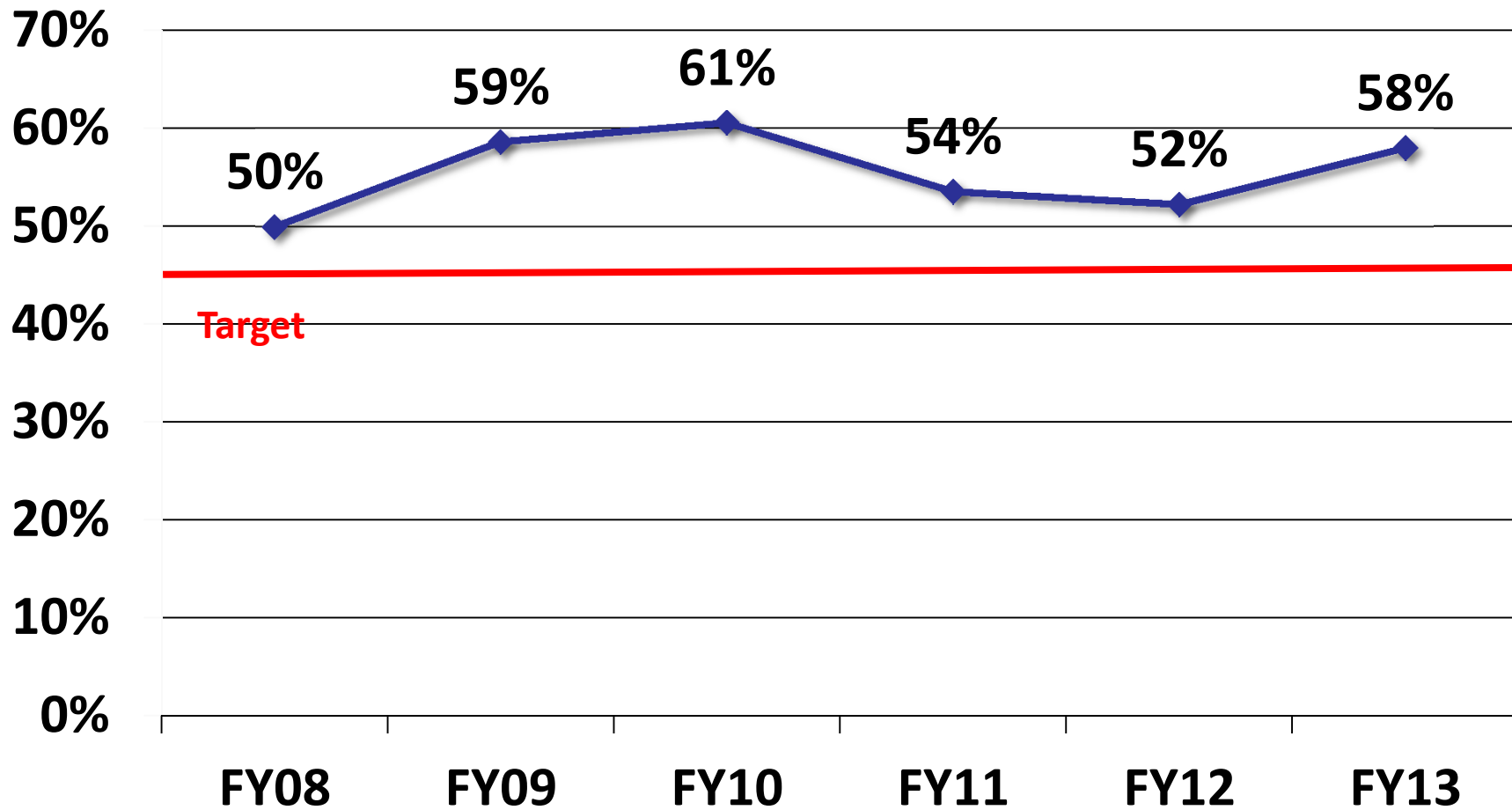
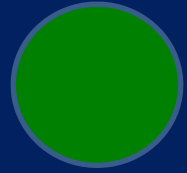
- High levels of awareness in two categories
- Mixed results on awareness of some Park and Recreation facilities

|                                                                                     |                       |
|-------------------------------------------------------------------------------------|-----------------------|
|    | E-Government Services |
|  | County Facilities     |
|  | County Services       |





# Public Awareness Index





# Resident Perception Index

- **Index created in FY12**
- **Assesses residents' perceptions of:**
  - **Value of services provided by County**
  - **Value of local tax dollars to help improve resident lives and improve the community**
  - **Mecklenburg County as a good place to LIVE, WORK and RECREATE**



# Resident Perception Index

## Successful Performance



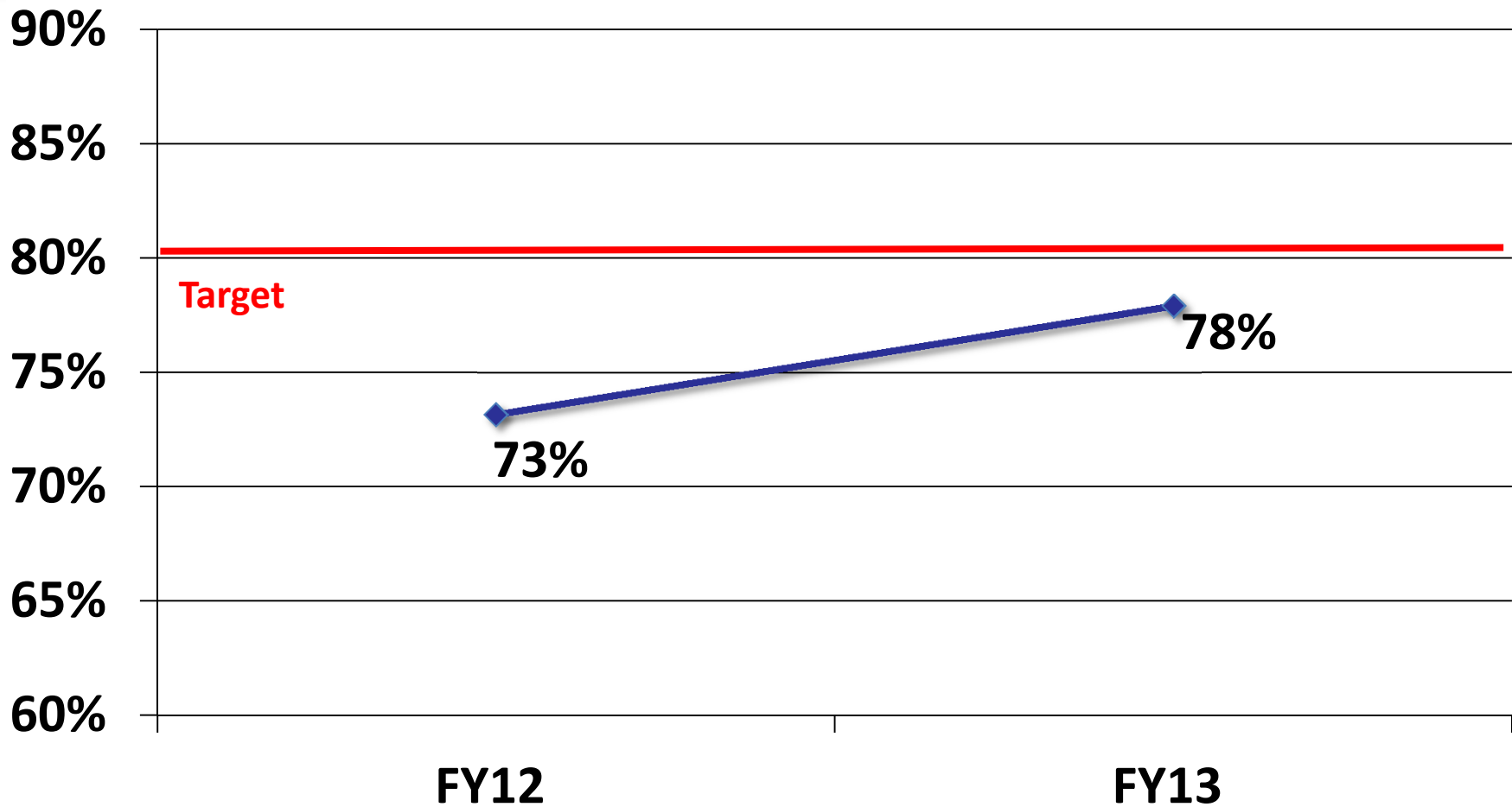
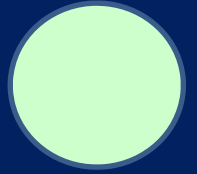
**Fund Quality Services**



**Attaining the County's Vision**



# Resident Perception Index





# Satisfaction with Citizen Participation Opportunities

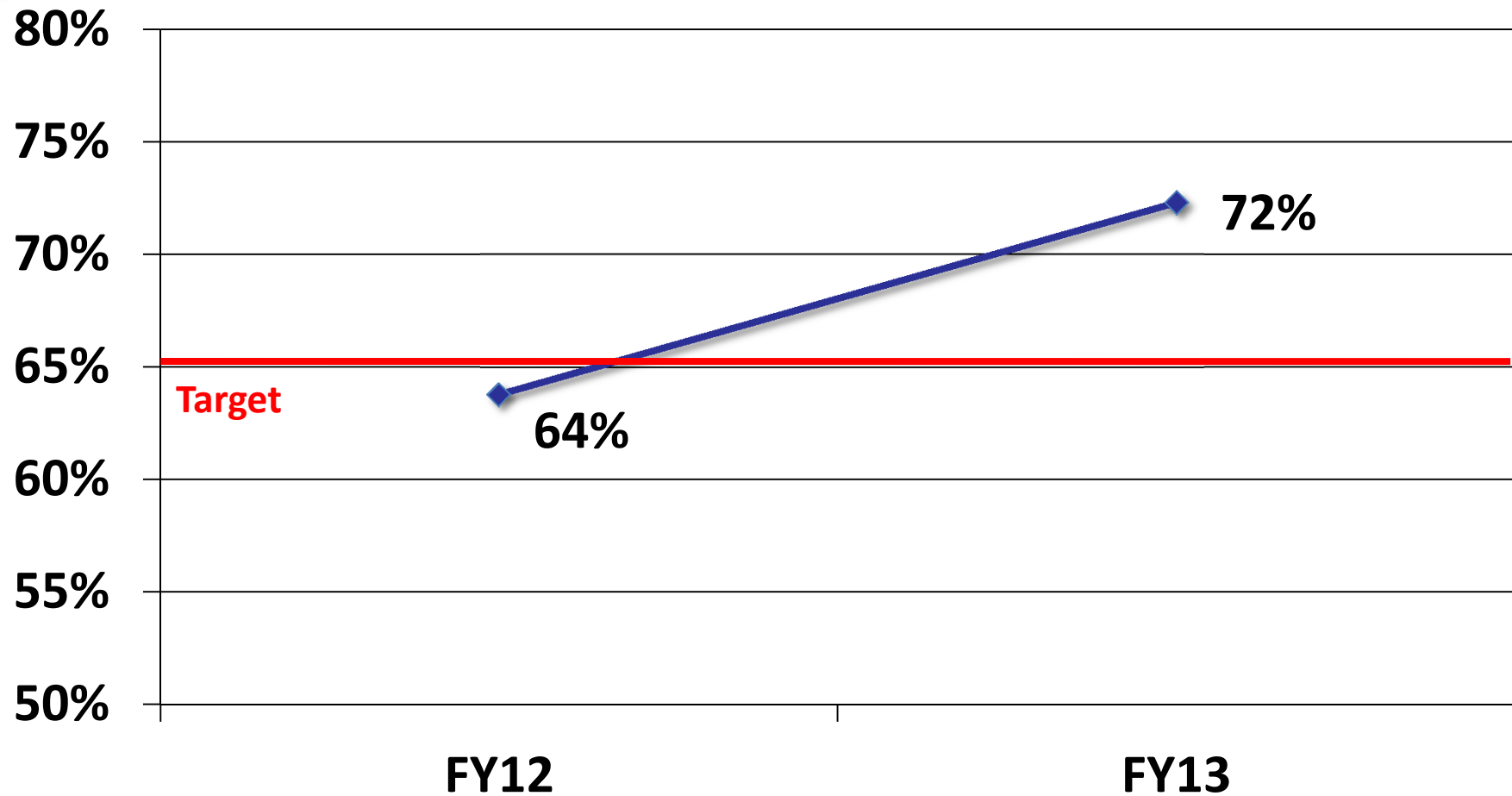
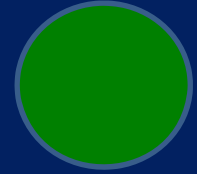
## Exemplary Performance



Satisfaction with opportunities for citizen participation in County policy development and decision-making



# Satisfaction w/Citizen Participation Opportunities





# Department Performance



# How Residents Seek County Information

- **TV News – 222 responses**
- **Direct Mail – 206 responses**
- **Email – 176 responses**
- **City/County Website – 160 responses**
- **Internet/Social Media – 145 responses**
- **Charlotte Observer – 139 responses**
- **Radio News – 33 responses**





# Awareness of Social Media

| <b>Question Focus</b>                                                                                | <b>FY11<br/>Result</b> | <b>FY12<br/>Result</b> | <b>FY13<br/>Result</b> |
|------------------------------------------------------------------------------------------------------|------------------------|------------------------|------------------------|
| <b>Mecklenburg County's use of social media to promote awareness of County programs and services</b> | 42.9%                  | 42.4%                  | 41.8%                  |



# Satisfaction with Public Library

| <b>Question Focus</b>                                    | <b>FY11 Result</b> | <b>FY12 Result</b> | <b>FY13 Result</b> |
|----------------------------------------------------------|--------------------|--------------------|--------------------|
| <b>Have you visited a library in the past 12 months?</b> | -                  | 49.2%              | 49.1%              |
| <b>Convenience of library hours of service</b>           | 64.8%              | 70.3%              | 80.3%              |

\*Results based on respondents that used libraries in the last 12 months



# Perceptions of Park & Recreation Services

| <b>Question Focus</b>                                           | <b>FY13<br/>Result</b> |
|-----------------------------------------------------------------|------------------------|
| <b>Park and Recreation services improve<br/>quality of life</b> | <b>94.6%</b>           |



# Summary

- **Public Awareness and Satisfaction with Citizen Participation Opportunities exceed performance targets**
- **Modest increase in Resident Perceptions**
- **Positive department results**



# Next Steps

- **Overall Performance**
  - Revisit performance targets, measures and strategies for **Public Awareness**
  - Evaluate potential for increasing performance targets for other indexes as well
- **Department Performance**
  - Identify most important areas to assess via **Community Survey**



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