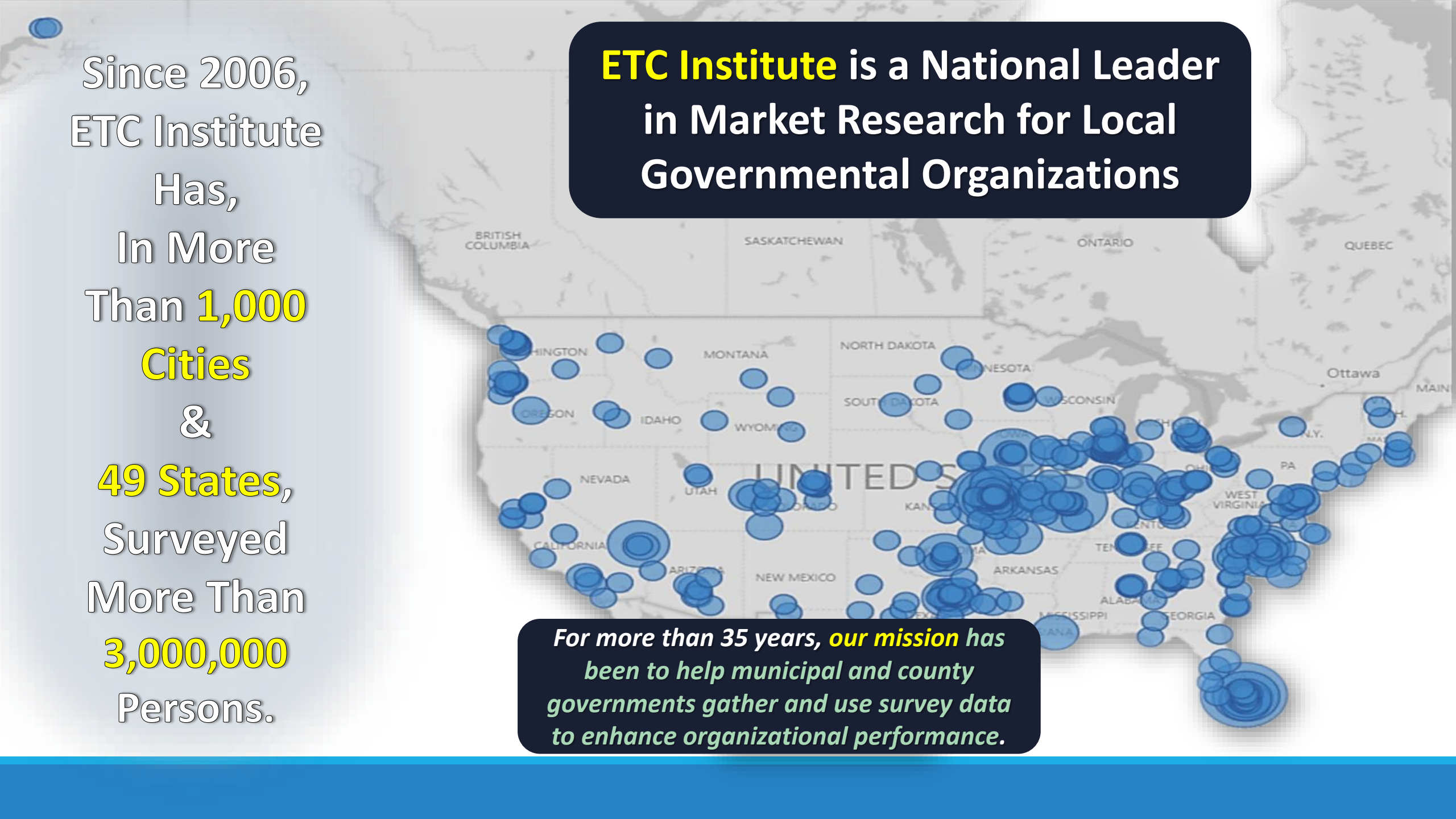




Buncombe County Community Survey Results

PRESENTED BY ETC INSTITUTE





ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations

Since 2006,
ETC Institute
Has,
In More
Than **1,000**
Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

*For more than 35 years, **our mission** has
been to help municipal and county
governments gather and use survey data
to enhance organizational performance.*

Agenda



Purpose and Methodology



Things to Know



Major Findings



Summary



Questions

Purpose

To objectively assess resident satisfaction with the delivery of County services

To help determine priorities for the County

To compare your performance with other communities regionally and nationally

Methodology

Survey Description

- Seven-page survey
- First survey conducted for the County by ETC Institute

Method of Administration

- By mail and online to random sample of households in the County
- Each survey took approximately 15-20 minutes to complete

Methodology

Sample Size and Sampling Goals

- **Goal:** 500 completed surveys
- **Completed:** 753 completed surveys (166% of goal)

Confidence Interval and Margin of Error

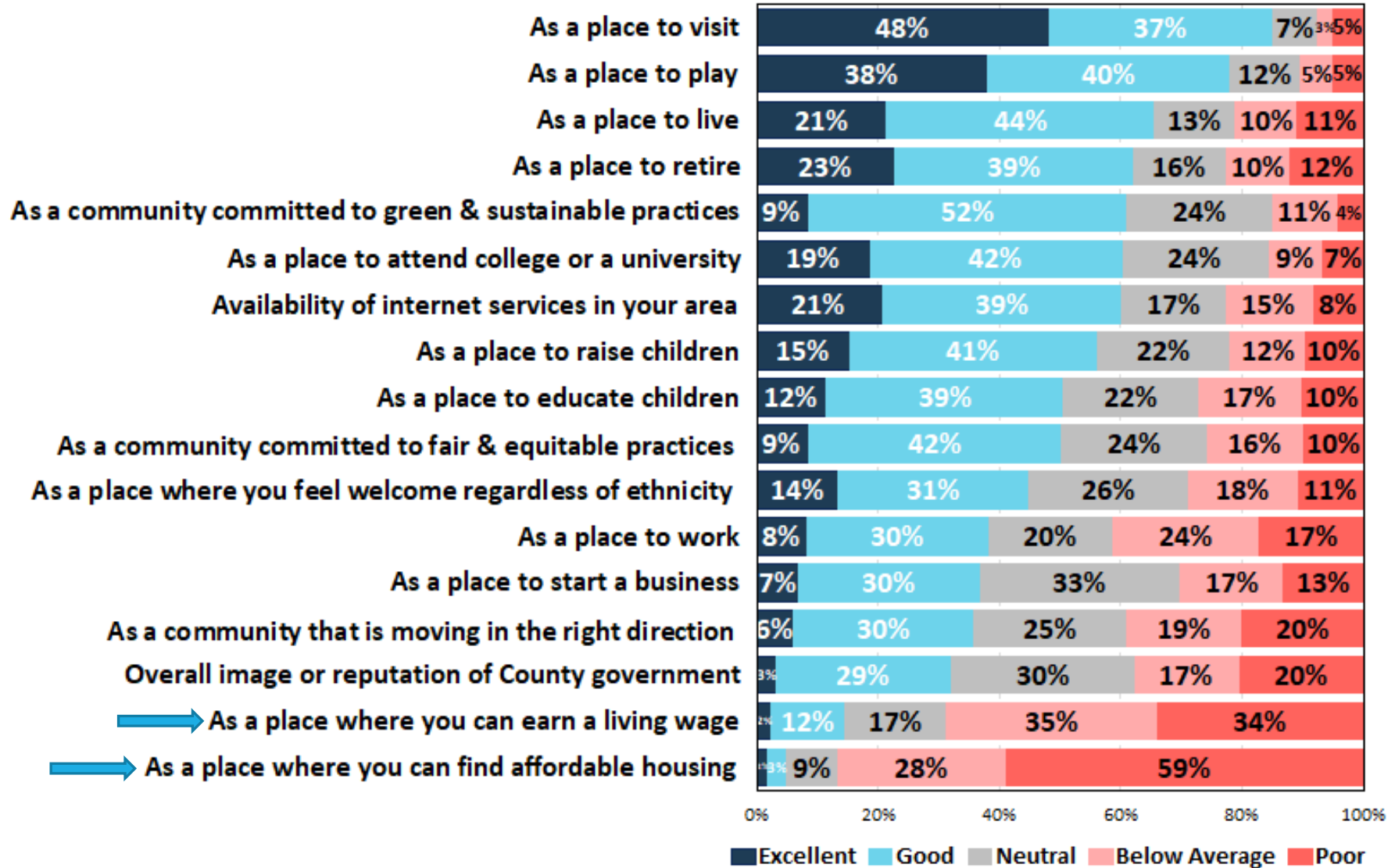
- **Confidence Interval:** 95% level of confidence
- **Margin of Error:** +/-3.5%

Perceptions

PERCEPTIONS RELATED TO COUNTY SERVICES ARE MIXED

Q1. Perceptions of Buncombe County

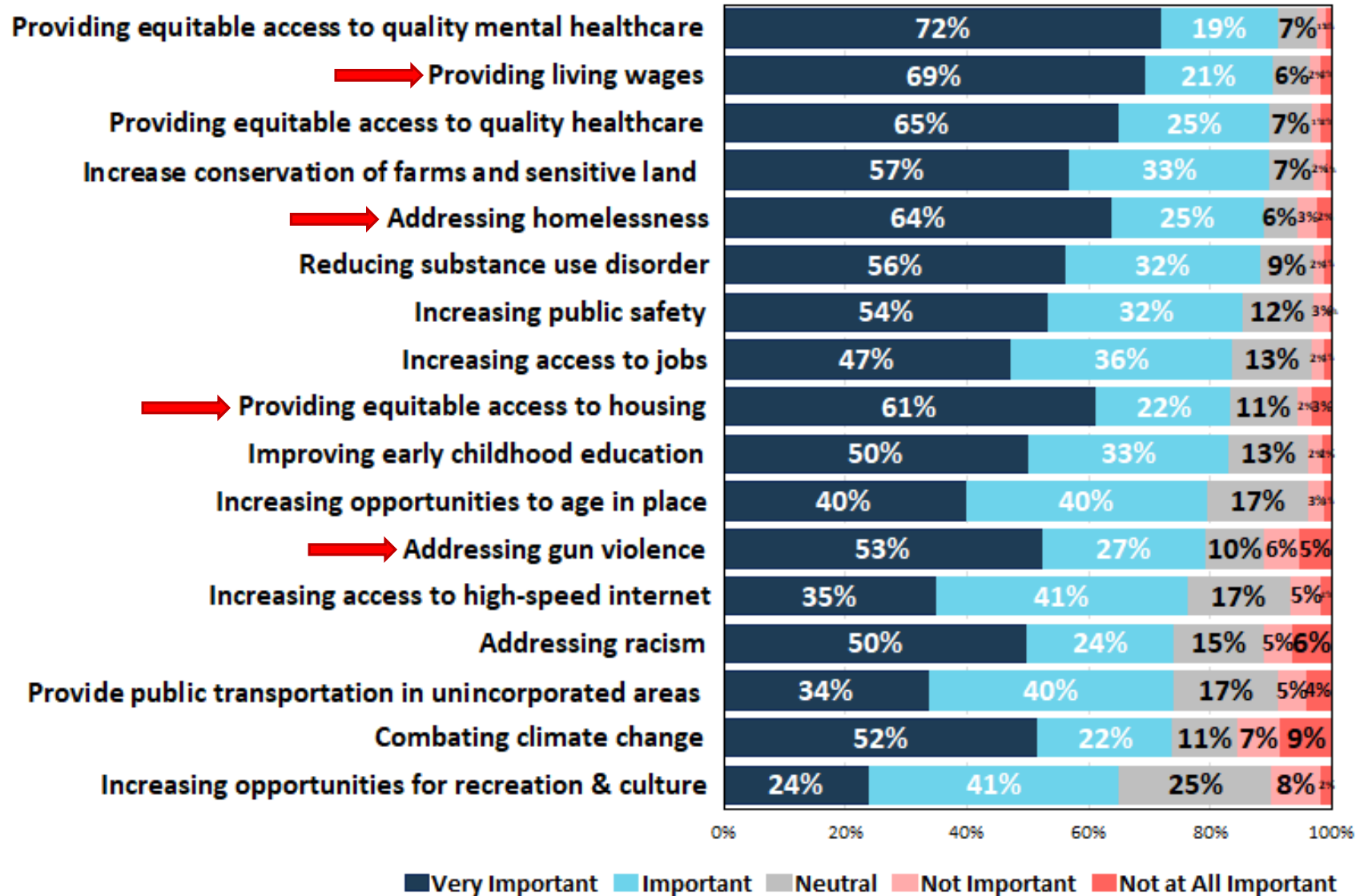
by percentage of respondents using a 5-point scale, where 5 means *excellent* and 1 means *poor*
(excluding *don't know* responses)



County priorities that residents indicated should receive the most emphasis received lowest ratings

Q5. Importance of Future Priorities for the County

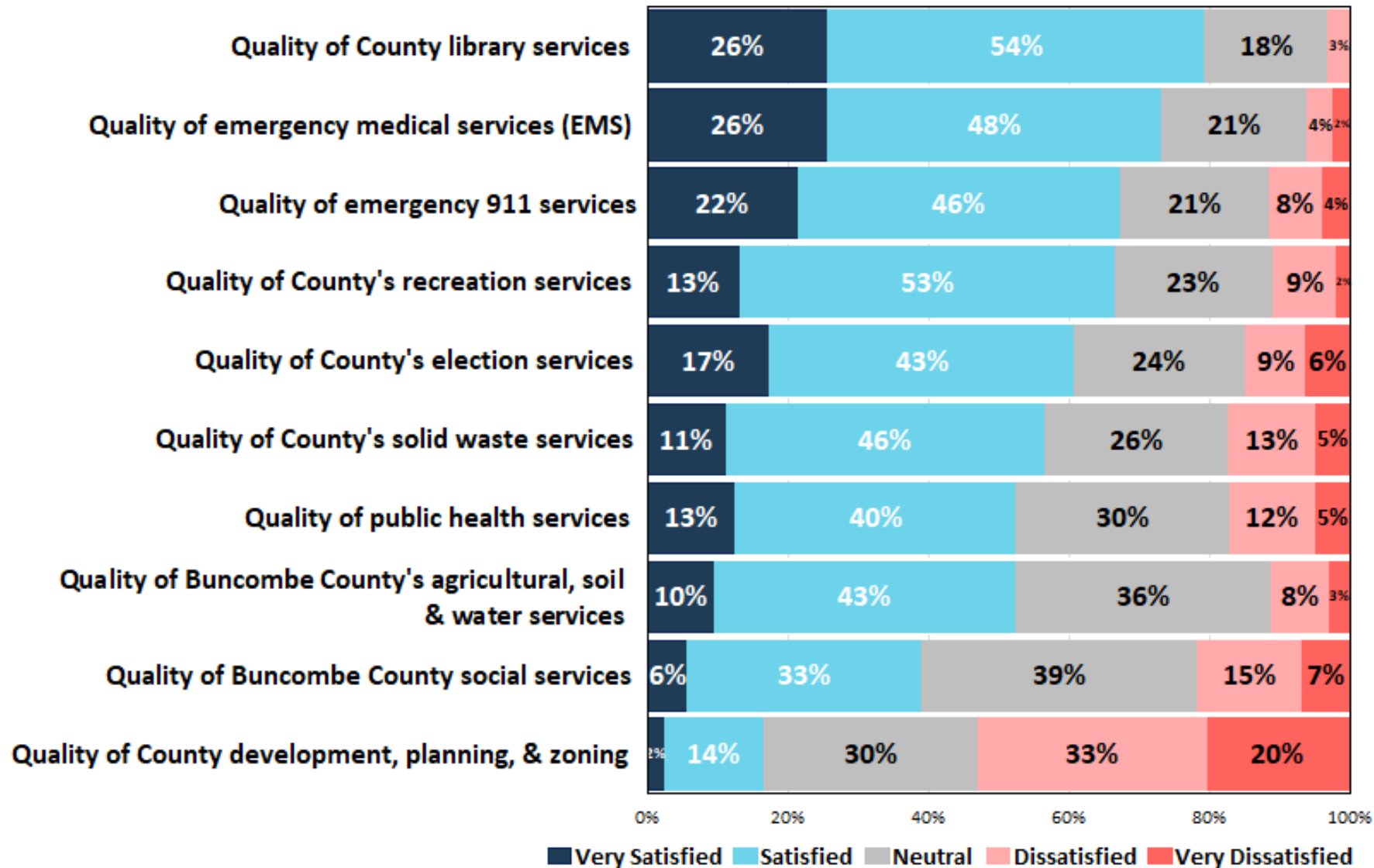
by percentage of respondents using a 5-point scale, where 5 means *very important* and 1 means *not at all important*
(excluding *don't know* responses)



The priorities that are most important to residents aren't the same priorities they want the County to emphasize

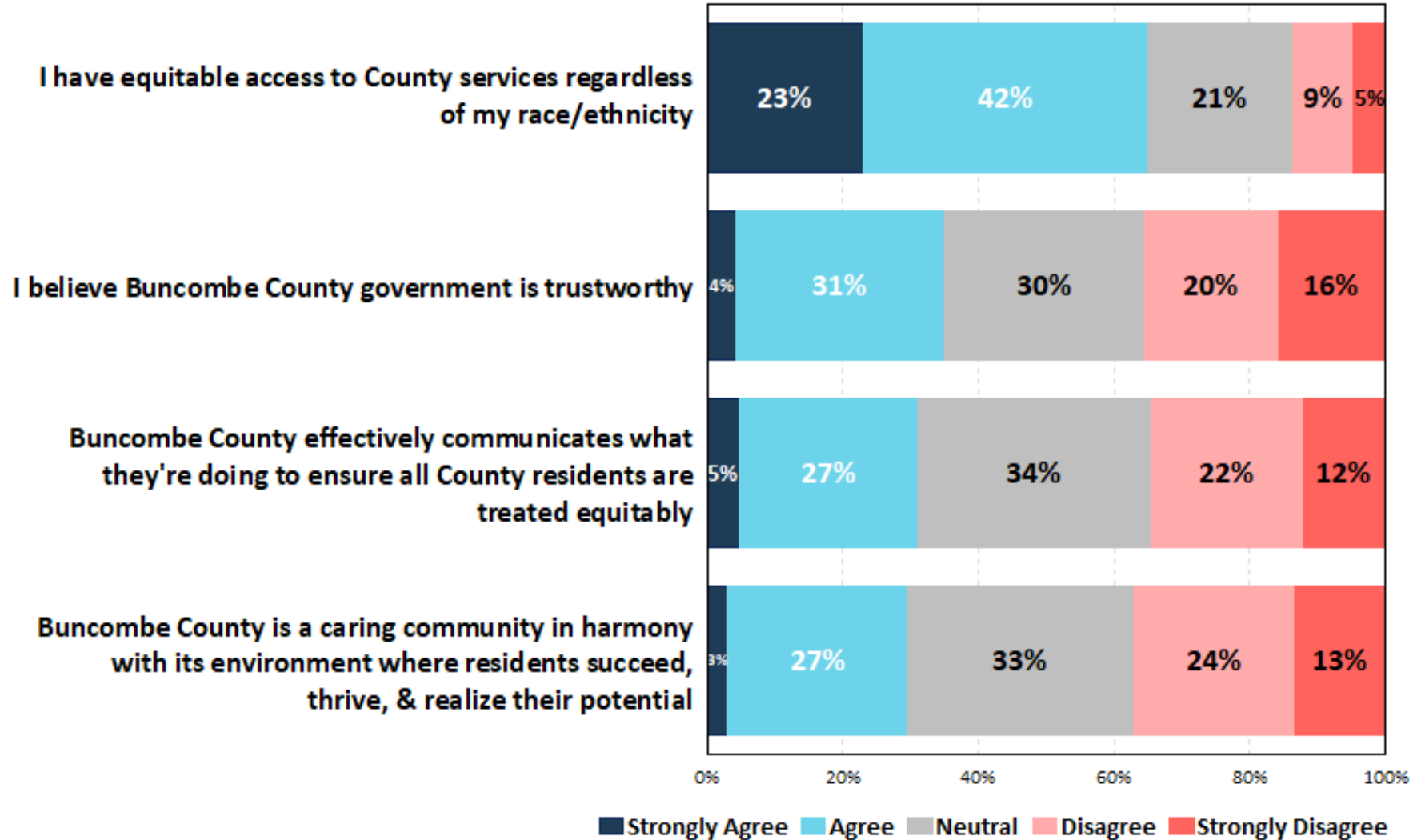
Q2. Level of Satisfaction with Core County Services

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



Q4. Respondent's Level of Agreement with Statements About the County

by percentage of respondents using a 5-point scale, where 5 means *strongly agree* and 1 means *strongly disagree* (excluding *don't know* responses)



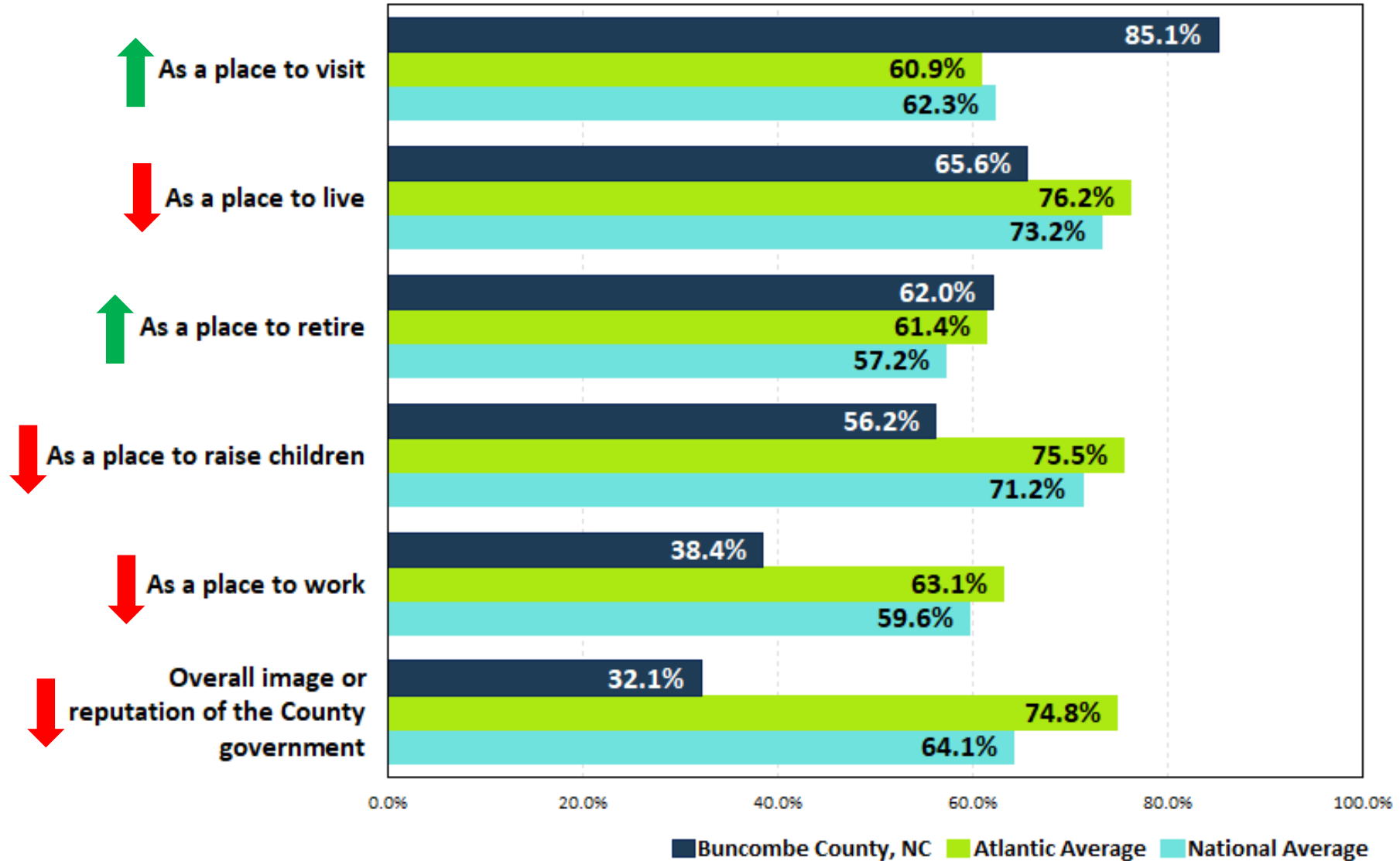
While the County equitably provides services residents disagreed at high rates with other statements

Benchmarks

REGIONAL AND NATIONAL COMPARISONS

Perceptions of the County

by the sum percentage of respondents that gave a rating of *excellent* or *good*
(excluding *don't know* responses)



Higher than National Average: ↑

Lower than National Average: ↓

Comparative Advantages

NATIONAL AVERAGE

As a place to visit

Quality of outdoor event facilities (e.g., picnic shelters) at County parks

Quality of recreation services

Quality of library services

As a place to retire

ATLANTIC REGIONAL AVERAGE

As a place to visit

Quality of outdoor event facilities (e.g., picnic shelters) at County parks

Quality of County athletic fields (soccer, baseball/softball)

Quality of recreation services

Quality of library services

Comparative Weaknesses

NATIONAL AVERAGE

Overall image or reputation of the County government

Efforts to be open & transparent with information about County issues, services, & performance

As a place to work

Effectiveness of County communication with the public

Quality of the County's cable television channel

ATLANTIC REGIONAL AVERAGE

Overall image or reputation of the County government

Efforts to be open & transparent with information about County issues, services, & performance

Effectiveness of County communication with the public

As a place to work

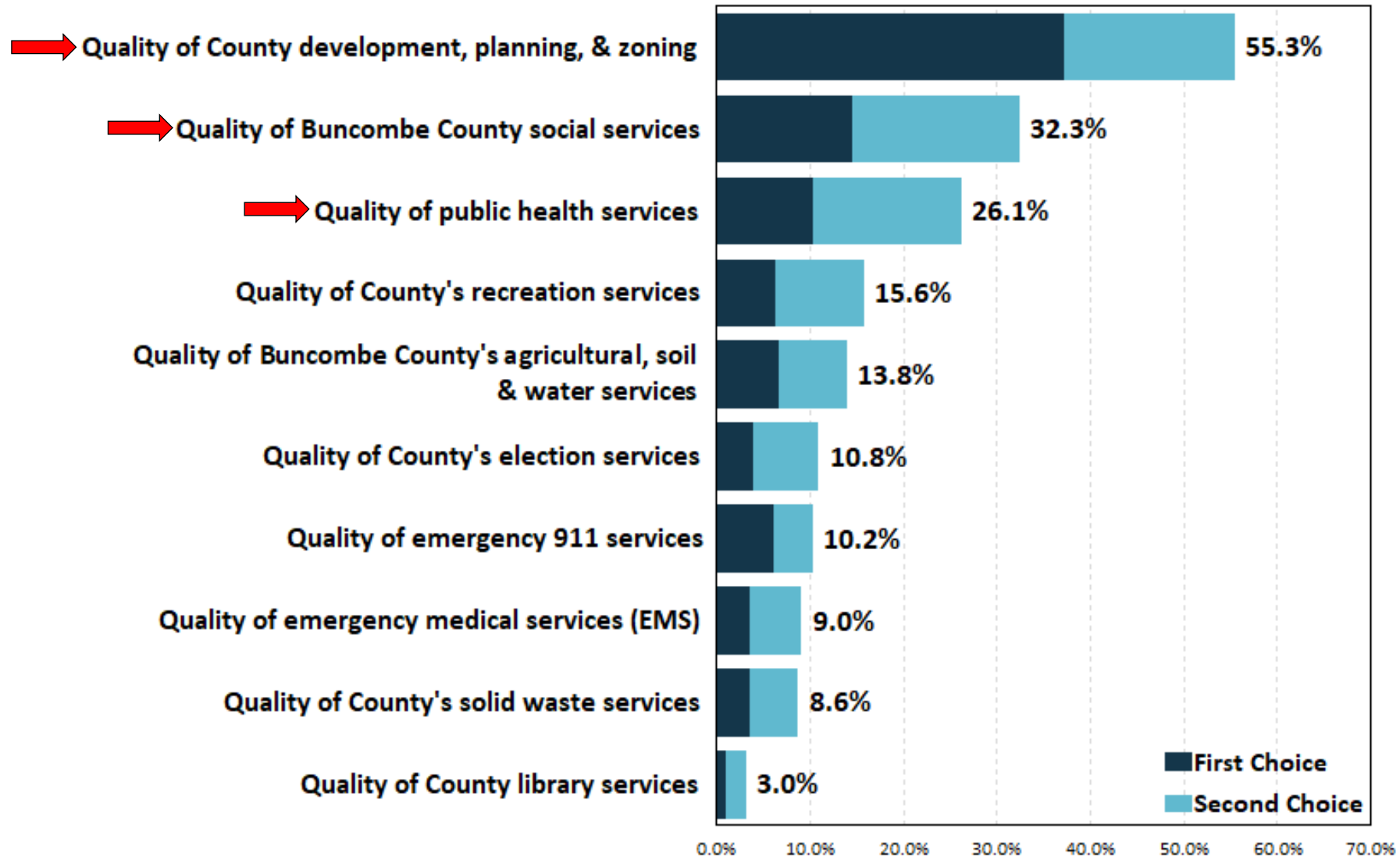
Timeliness of information provided by the County

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS

Q3. Level of Emphasis Respondents Think County Leaders Should Place on Core County Services Over the Next Two Years

by sum percentage of respondents chose the service as one of their top two choices



Importance-Satisfaction Analysis & Ratings

Core County Services

2021 Buncombe County Community Survey

Buncombe County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Quality of County development, planning, & zoning	55.3%	1	16.6%	10	0.4612	1
Quality of Buncombe County social services	32.3%	2	39.1%	9	0.1967	2
Quality of public health services	26.1%	3	52.5%	7	0.1240	3
Quality of Buncombe County's agricultural, soil & water services	13.8%	5	52.4%	8	0.0657	4
Quality of County's recreation services	15.6%	4	66.5%	4	0.0523	5
Quality of County's election services	10.8%	6	60.8%	5	0.0423	6
Quality of County's solid waste services	8.6%	9	56.7%	6	0.0372	7
Quality of emergency 911 services	10.2%	7	67.3%	3	0.0334	8
Quality of emergency medical services (EMS)	9.0%	8	73.2%	2	0.0241	9
Quality of County library services	3.0%	10	79.4%	1	0.0062	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis & Ratings

Communication

2021 Buncombe County Community Survey

Buncombe County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Level of public involvement in County decision making	37.0%	2	19.5%	10	0.2979	1
County efforts to be open & transparent with information about County issues, services, & performance	38.5%	1	23.3%	8	0.2953	2
Effectiveness of County communication with the public	22.2%	5	27.3%	7	0.1614	3
Availability of information about Buncombe County services & activities	25.9%	3	46.0%	4	0.1399	4
County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	22.3%	4	58.1%	2	0.0934	5
Timeliness of information provided by County	12.0%	6	32.8%	6	0.0806	6
Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	6.6%	8	35.3%	5	0.0427	7
Information provided through County emergency alert system	9.9%	7	64.8%	1	0.0348	8
How easy County's website (BuncombeCounty.org) is to use	6.2%	9	52.7%	3	0.0293	9
Quality of BCTV-County's cable television channel	1.1%	10	22.0%	9	0.0086	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Analysis & Ratings

Parks and Recreation

2021 Buncombe County Community Survey

Buncombe County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Availability of open space, natural area, & greenways in County	34.2%	2	52.2%	6	0.1635	1
Maintenance of County parks	35.1%	1	55.6%	4	0.1558	2
Availability of parks amenities for Buncombe County residents regardless of age or ability	20.3%	4	42.4%	7	0.1169	3
Quality of open space, natural area, & greenways in County	20.9%	3	55.9%	3	0.0922	4
Availability of indoor event facilities (e.g., pickleball courts) at County parks	8.9%	7	27.5%	10	0.0645	5
Quality of outdoor event facilities (e.g., picnic shelters) at County parks	17.7%	5	66.1%	1	0.0600	6
Quality of programming at County parks	6.8%	9	32.2%	8	0.0461	7
Availability of programming at County parks	6.5%	10	30.4%	9	0.0452	8
Availability of outdoor event facilities (e.g., picnic shelters) at County parks	10.9%	6	59.9%	2	0.0437	9
Quality of County athletic fields (soccer, baseball/softball)	6.9%	8	54.7%	5	0.0313	10

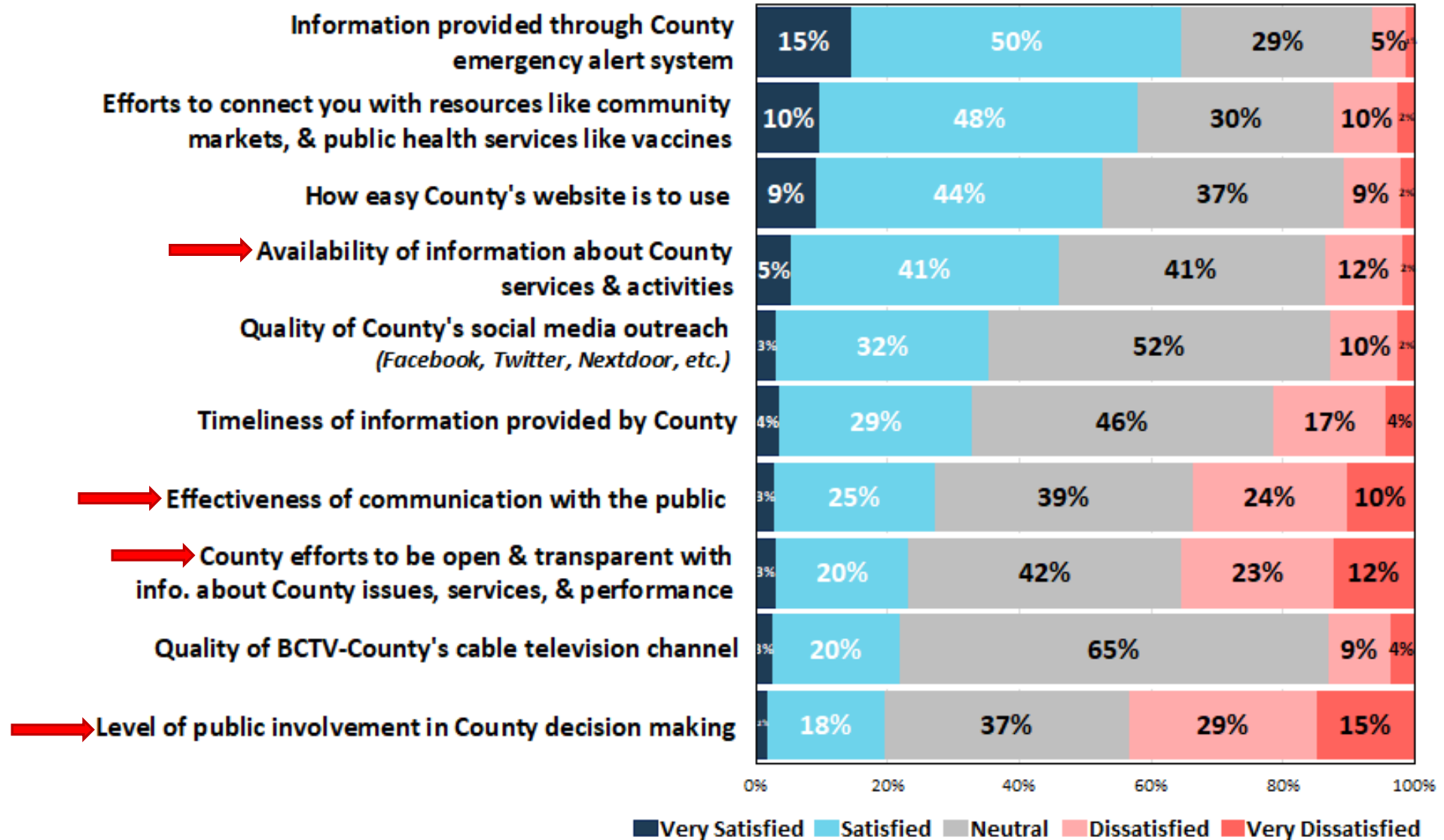
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Communication

THE COUNTY IS THE PRIMARY SOURCE, BUT LOCAL TV NEWS IS A CLOSE SECOND

Q10. Level of Satisfaction with County Communication

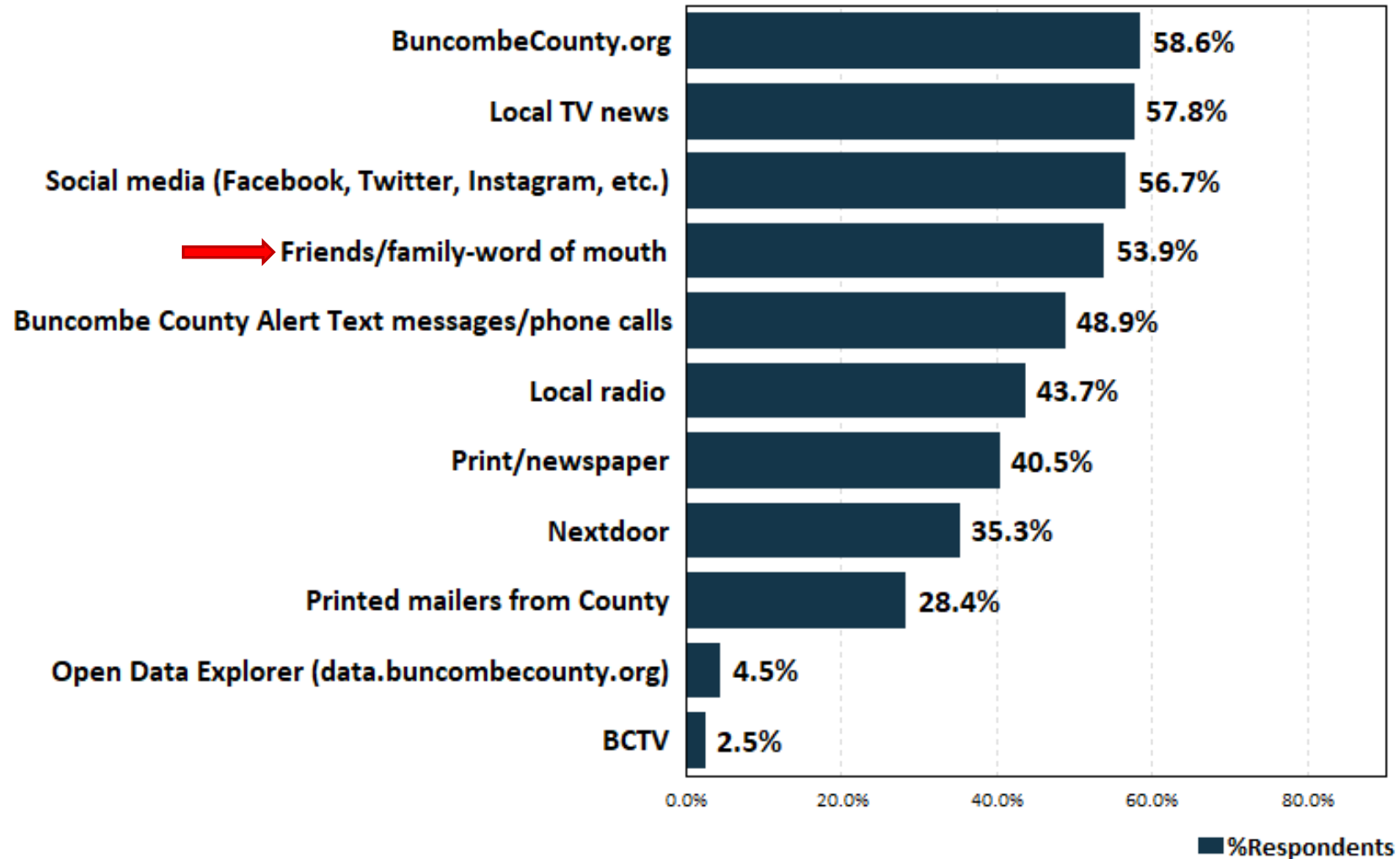
by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



→ Indicates the item was determined to be a top priority based on Importance-Satisfaction analysis

Q7. Percentage of Respondents That Use Various Sources of Information to Learn About County News, Events, and Other Information

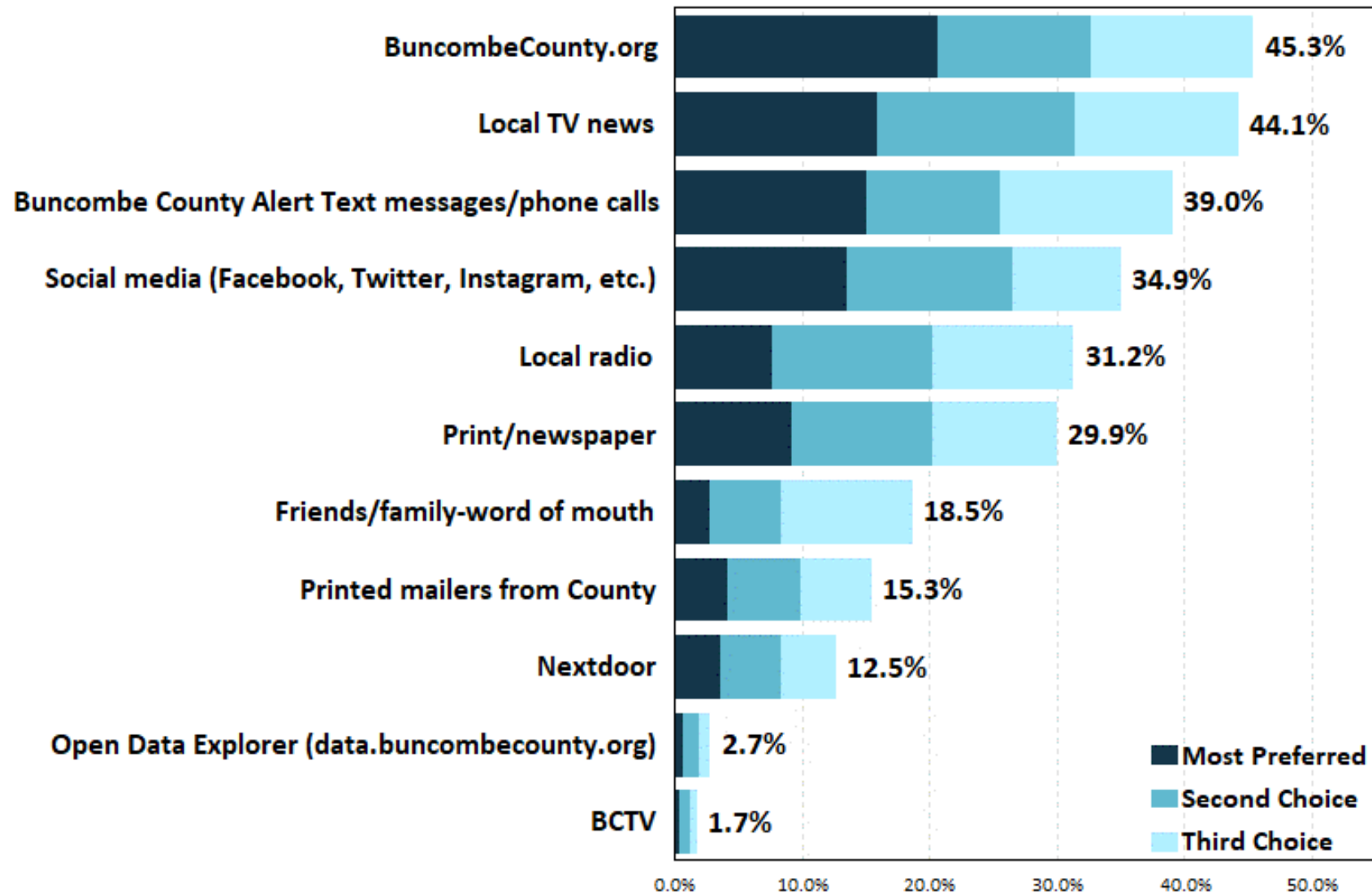
by percentage of respondents (multiple choices could be selected)



Most residents get information from word of mouth, but less than 1 out of 5 respondents preferred that method

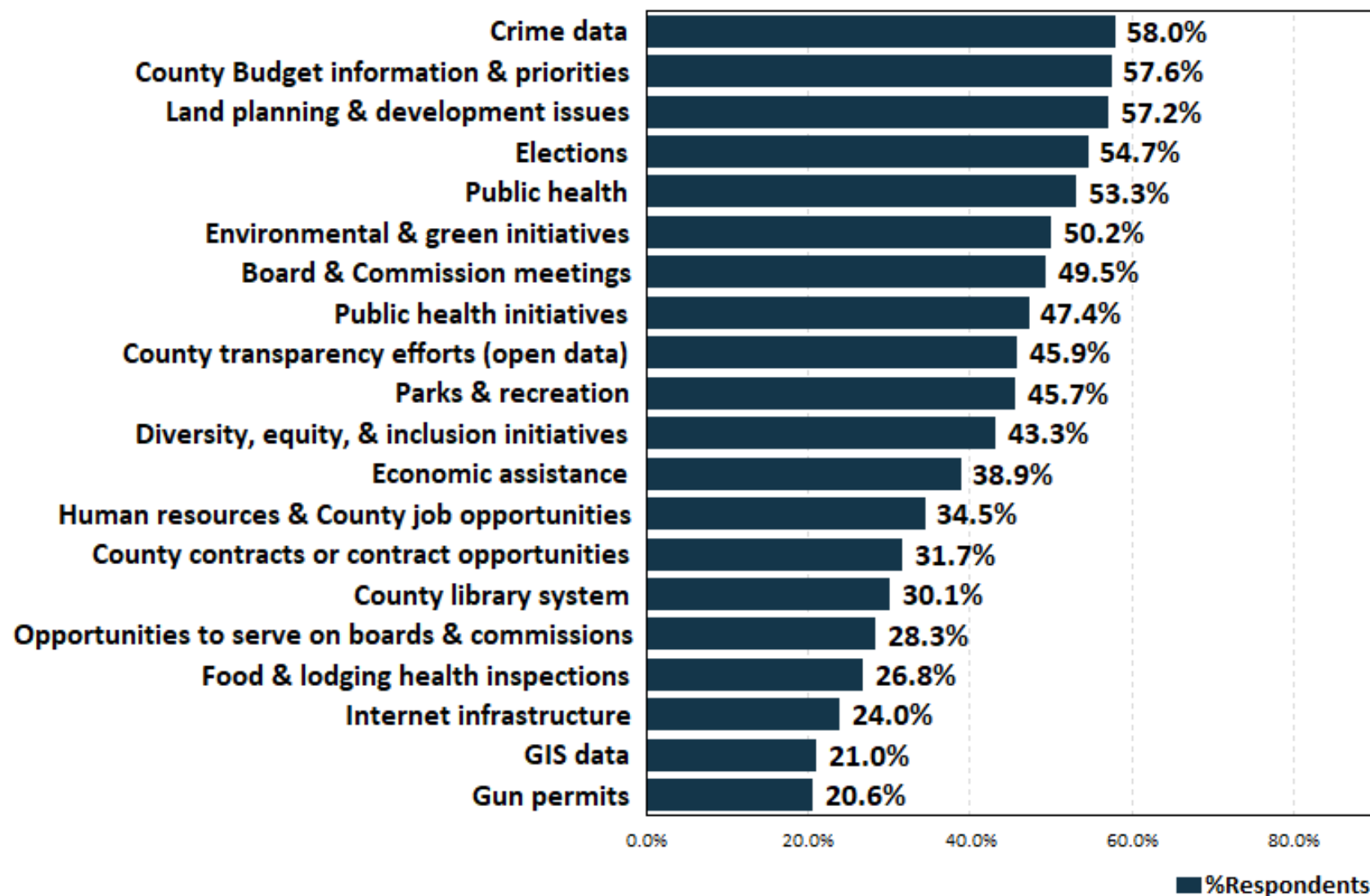
Q8. Percentage of Preference for Information Sources Used to Learn About Buncombe County news, Events, and Other County Information

by sum percentage of respondents that chose the information source as one of their top three choices



Q9. Types of Information Respondents Would Like to See the County Provide Using the Most Preferred Sources of Information

by percentage of respondents (multiple choices could be selected)

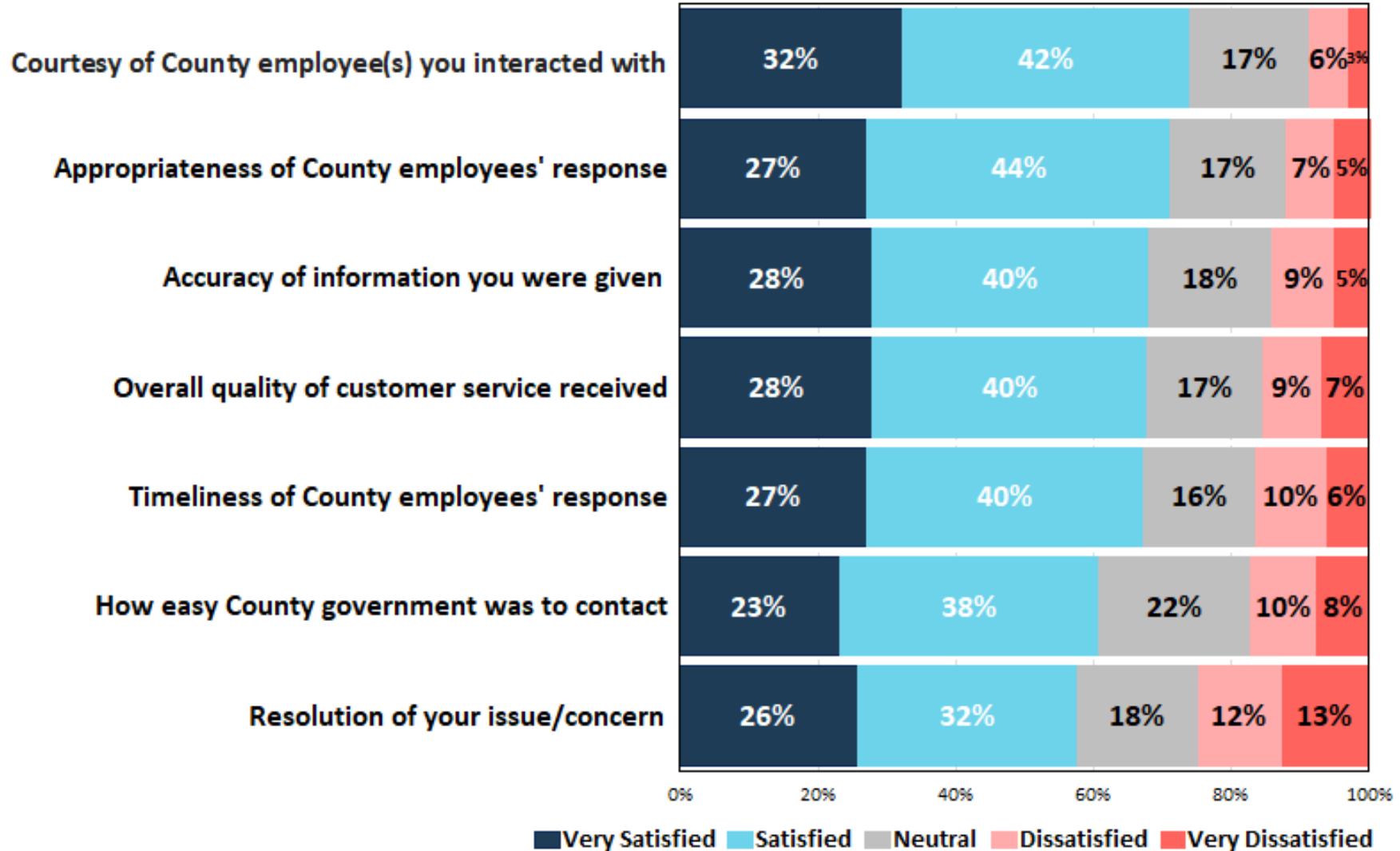


Customer Service

EMPLOYEES AT BUNCOMBE COUNTY PROVIDE EXCELLENT
CUSTOMER SERVICE

Q20a. Level of Satisfaction with the Customer Service Provided by County Employees

by percentage of respondents that have contacted an employee of the County in the past year, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)

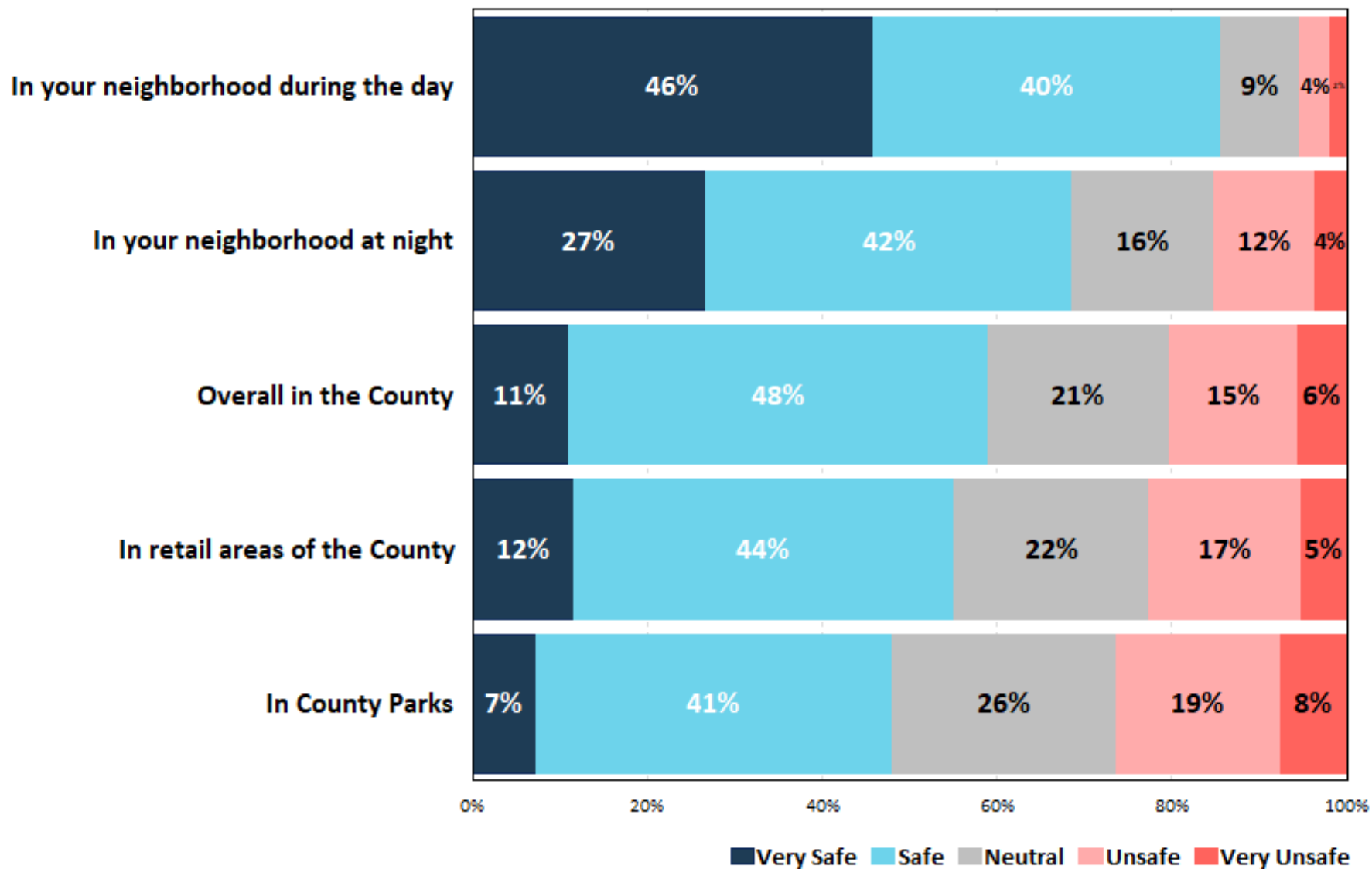


43.3% of respondents indicated they contacted the County within the past year

Additional Findings

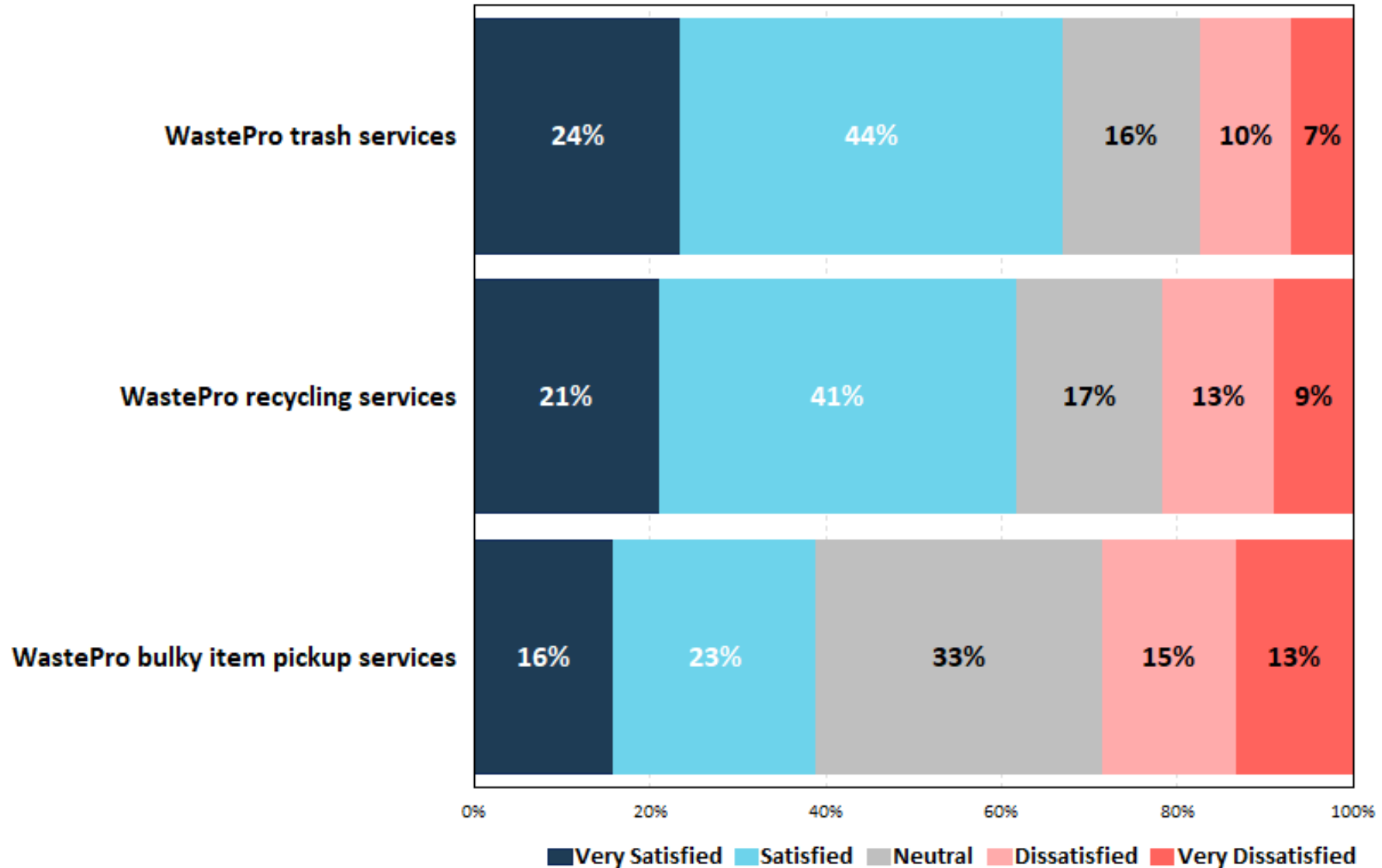
Q12. Feeling of Safety...

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding *don't know* responses)



Q17a. Level of Satisfaction with Solid Waste Services

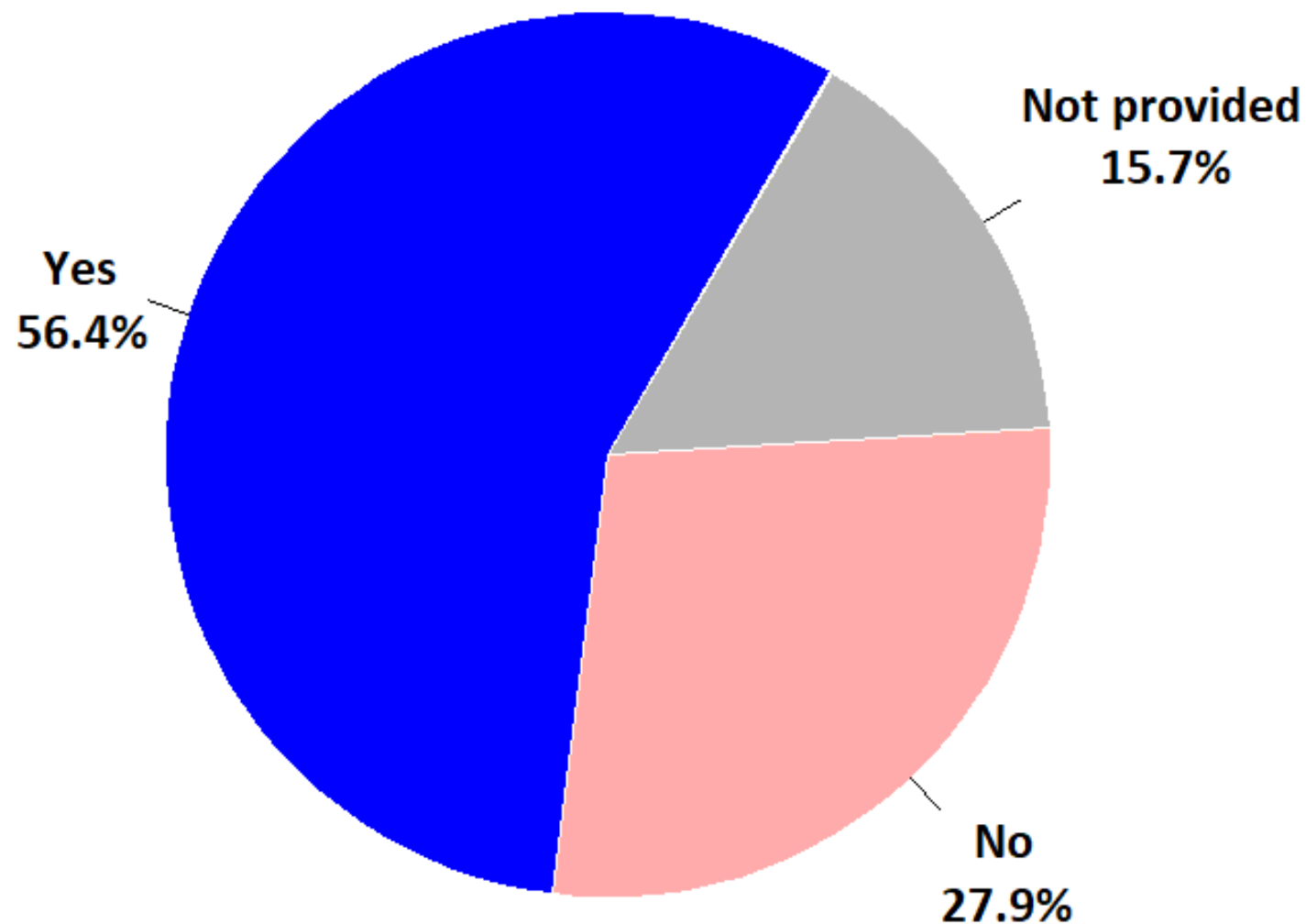
by percentage of respondents that use WastePro services using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



59.9% of respondents indicated they receive solid waste services from WastePro

Q19. If there were a mobile phone app that would notify you of WastePro pickup schedule changes, would you use it?

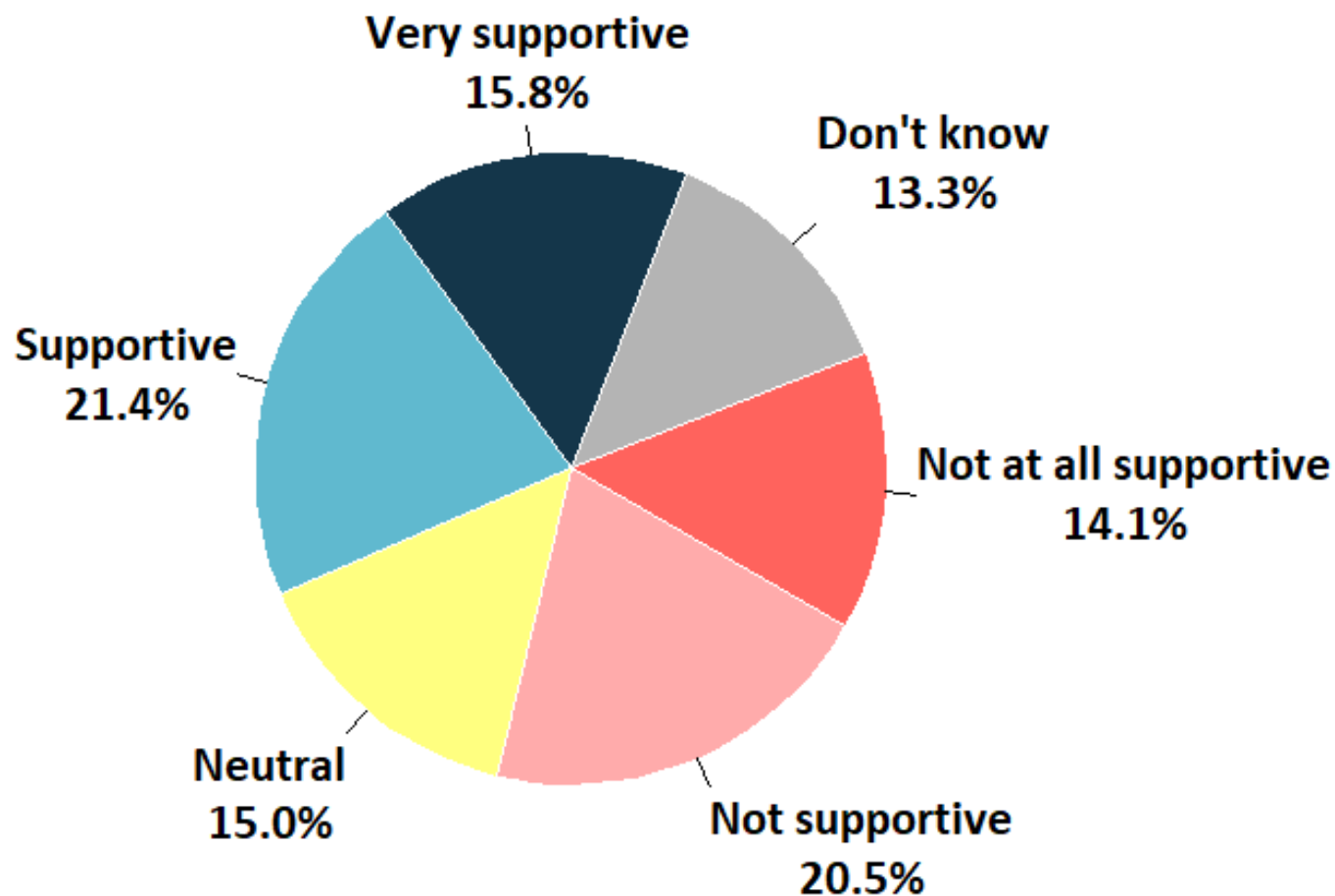
by percentage of respondents



59.9% of respondents indicated they receive solid waste services from WastePro

Q18. If Buncombe County were to consider offering waste convenience centers throughout the County, how supportive would you be of the County offering these centers if fees were added to your property tax bill?

by percentage of respondents



Summary

Residents believe Buncombe County is a great place to visit, but give lower ratings as a place to live, retire, raise children, and work

Employees provide excellent customer service

Core County services received mixed reviews

Communication and public engagement should be a top focus of County leaders over the next 5 years

Questions?

THANK YOU!

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