



2007 Mecklenburg County Community Survey



Live • Work • Recreate

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FY 2007 COMMUNITY SURVEY

Executive Summary

Mecklenburg County conducted its fifth annual Community Survey in the Spring of 2007. The survey consisted of two broad areas of focus: 1.) Customer Satisfaction and 2.) Public Awareness. The following is a high-level analysis of the results including strategic recommendations for management to consider. Detailed analysis of the results can be found within the body of this report.

STRENGTHS

In general, the results show that the County has seen progress since the survey was first administered in 2003. At that time, only half of the measures achieved successful performance (green lights). This year, almost two-thirds were green lights.

Overall, the County performed successfully in most areas of customer satisfaction. Residents rated Mecklenburg County highly as a place to work, and their satisfaction with the county as a place to live rose to 74 percent. Residents continue to give the public libraries high marks on operations and services. Respondents were also satisfied with the customer service they received from County agencies and with their experiences when using County eGovernment services. Other areas with green-light performance included County service value, voting services, and the majority of the Park and Recreation operations and maintenance measures.

Although the results for public awareness overall were mixed, several areas attained or exceeded targets. More than 80 percent of residents were aware of early voting and awareness of available eGovernment services reached green-light levels for every service, except one. Public awareness was also near or above target for most Park and Recreation facilities and for some of the library services.

OPPORTUNITIES FOR IMPROVEMENT

There were some exceptions from the generally strong customer satisfaction performance. Only 55 percent of residents agreed that Mecklenburg County provides good value for tax dollars. Also only two-thirds of residents (a yellow light) expressed satisfaction with the County as a place to recreate. The reason for this dissatisfaction is unknown, given the overall contentment with the Parks and Recreation services and facilities. As a result, it appears that residents may have different perceptions of quality recreation opportunities or that they are satisfied with current services but feel that opportunities are limited.

Survey results also showed low satisfaction levels for opportunities for citizen participation—a new question on the survey—and for public communication. Even with a lower target of 65 percent for public communication this year, results remained unsuccessful. Satisfaction levels in only the 50 to 60 percent range for questions about maintaining creeks and open space and improving air quality suggest there is also room for improvement with environmental stewardship.

Survey results indicate that most residents are unaware of the County’s 2015 goals and annual performance. Only 19 percent reported having general awareness of the goals. And viewership of the County-produced television broadcasts, which aim to promote awareness of responsibilities and services, also showed room for improvement, though results have slightly increased. Other services with red-light public awareness levels included veterans’ services, therapeutic recreation, homework assistance and literacy services for international populations offered at the public libraries.

CORPORATE PERFORMANCE

Mecklenburg County has identified 25 goals it would like to achieve by 2015. Three of these goals align with results from this report – *Increase Customer & Stakeholder Satisfaction*, *Enhance Citizen Involvement* and *Increase Citizen Awareness of County Responsibilities, Services and Results*. The chart below shows the four measures used to evaluate achievement of these goals and the five-year performance for each.

	FY07	FY06	FY05	FY04	FY03
Customer Satisfaction Disparity	●	●	●	●	●
Customer & Stakeholder Satisfaction	●	●	●	●	●
Public Awareness	●	●	●	●	●
Citizen Satisfaction with Participation Opportunities	●	-	-	-	-

Exemplary: ●	Successful: ●	Mixed Results: ●	Needs Improvement: ●
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Results of the survey demonstrate the County is successfully meeting its customer and stakeholder satisfaction goal with no statistically significant disparities between races and ethnic groups with regard to customer satisfaction for service delivery. The performance results for public awareness, however, were mixed, and results regarding satisfaction with opportunities for citizen involvement were well below target.

STRATEGIC RECOMMENDATIONS

Based on the results highlighted in this summary, as well as additional analysis provided in the body of this report, the following recommendations should be considered by management as ways to identify root causes for some of these results and to develop strategies for improvement in particular areas.

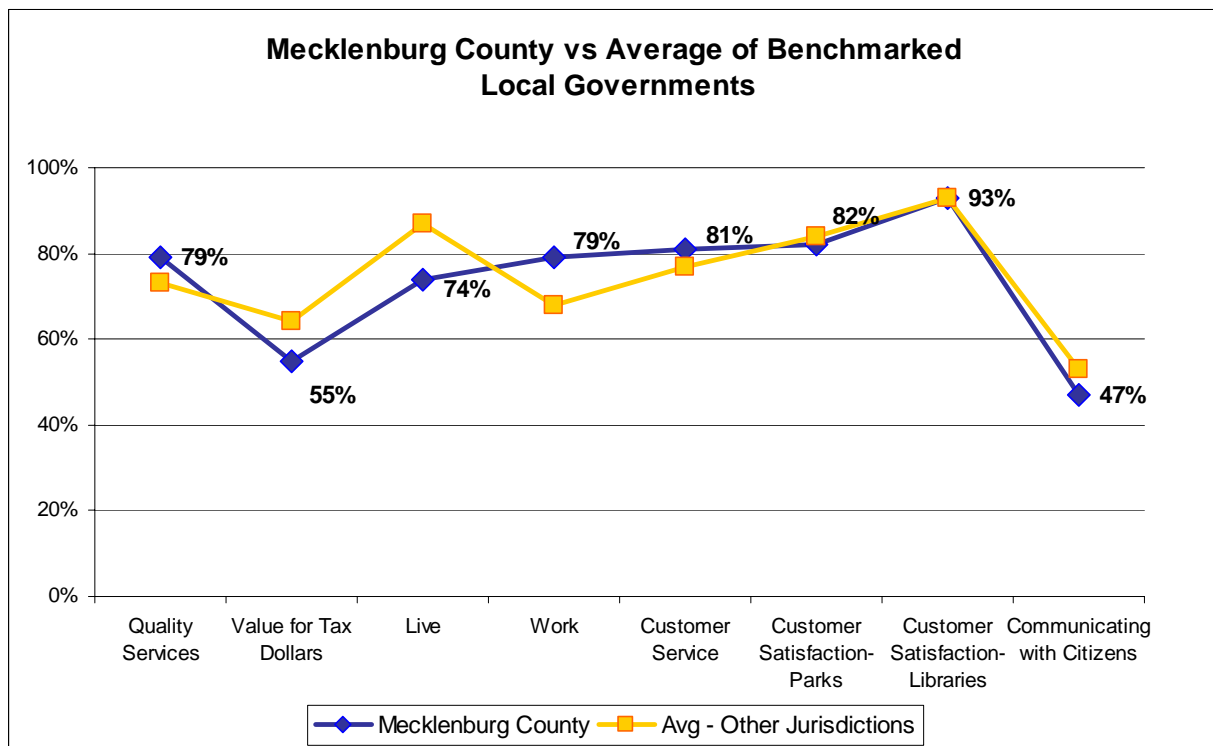
1. Further explore citizens' dissatisfaction with the County as a place to recreate. Identify expectations for quality recreation and how they align or do not align with the mission and services of Mecklenburg County Park and Recreation Department.
2. Pursue opportunities such as interviews and focus groups to understand citizens' expectations regarding communication from the County. Findings could be used to identify gaps in citizen and County expectations for communication and to develop the County's strategic communication plan under the new corporate communications model being implemented in FY08.
3. Continue with the development of strategies to enhance citizen involvement using FY07 data as a baseline for satisfaction with participation opportunities.
4. Reassess targets for awareness of voting services to determine if a more ambitious standard of success should be established given trend data of greatly exceeding the current targets and the number of people voting in the County.
5. Continue with the implementation of strategies identified in the *Status of Veterans* report to promote awareness of services offered for veterans in the County.
6. Explore racial/ethnic disparities in satisfaction and awareness of Park and Recreation services and facilities, with particular attention to the County's Hispanic population. Hispanic respondents showed lower levels of satisfaction and lower awareness with almost all Park and Recreation questions.
7. Conduct additional analysis on awareness of therapeutic recreation services among target populations.
8. Increase the target for agency customer service to 84 percent (currently 80%) to be consistent with the targets for customer service for department scorecards beginning in FY08.

Benchmark Data

Benchmark data were collected to provide another perspective regarding Mecklenburg County's performance relative to customer satisfaction. The local governments used as benchmarks all have populations greater than 400,000 and have administered a citizen satisfaction survey in 2005 or later. Each survey was analyzed to identify questions similar to those asked on the Mecklenburg County survey. The chart below demonstrates how Mecklenburg County compares to the average favorable response rate on the selected questions. The table on the following page shows how Mecklenburg County ranks with regards to the percentage of favorable responses for each selected question. The number of local governments varies for individual questions pending the number of comparable questions each jurisdiction had to Mecklenburg County's survey.

Benchmark Jurisdictions

Jurisdiction	Population	Largest City
Denver, CO	557,900	-
Maricopa County, AZ	3,072,200	Phoenix
Mecklenburg County	826,897	Charlotte
Multnomah County, OR	681,454	Portland
Oklahoma City, OK	523,303	-
Pinellas County, FL	938,505	St. Petersburg
Portland, OR	538,544	-
Virginia Beach, VA	439,500	-
Volusia County, FL	492,984	Daytona Beach



Mecklenburg County vs. Benchmark

Measure	Jurisdiction	% Favorable Response
Provides Quality Services	Virginia Beach, VA	93%
	Volusia County, FL	91%
	Mecklenburg County	79%
	Oklahoma City, OK	68%
	Denver, CO	63%
	Portland, OR	51%
Value for Tax Dollars	Virginia Beach, VA	76%
	Maricopa County, AZ	75%
	Denver, CO	58%
	Mecklenburg County	55%
	Pinellas County, FL	48%
Place to Live	Virginia Beach, VA	96%
	Volusia County, FL	89%
	Oklahoma City, OK	88%
	Denver, CO	84%
	Portland, OR	76%
	Mecklenburg County	74%
Place to Work	Mecklenburg County	79%
	Oklahoma City, OK	75%
	Denver, CO	61%
Place to Recreate	Denver, CO	79%
	Mecklenburg County	68%
Customer Satisfaction - County Employees	Virginia Beach, VA	91%
	Volusia County, FL	91%
	Maricopa County, AZ	82%
	Mecklenburg County	81%
	Oklahoma City, OK	63%
	Denver, CO	60%
Customer Satisfaction - Park Operation and Maintenance	Maricopa County, AZ	96%
	Volusia County, FL	94%
	Virginia Beach, VA	93%
	Mecklenburg County	82%
	Denver, CO	79%
	Oklahoma City, OK	59%
Customer Satisfaction - Public Libraries	Volusia County, FL	97%
	Virginia Beach, VA	97%
	Maricopa County, AZ	96%
	Multnomah County, OR	97%
	Mecklenburg County	93%
	Denver, CO	76%
Communicating with Citizens	Denver, CO	56%
	Oklahoma City, OK	54%
	Pinellas County, FL	53%
	Maricopa County, AZ	48%
	Mecklenburg County	47%
	Virginia Beach, VA	64%
Maintaining Open Space	Mecklenburg County	59%

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Background

For the fifth year, Mecklenburg County is reporting the results of its *Community Survey*. The survey is designed to gather citizens' opinions and awareness on a variety of services provided by the County. The results are used to determine areas in which the County and its departments demonstrated positive results and areas that show opportunities for improvement.

The Mecklenburg County Office of Strategic Organizational Improvement (SOI) designed the survey instrument and then contracted with MarketWise, Inc. to conduct a telephone survey of adult residents of Mecklenburg County. Participants were based on a representative sample of the County's population. Interviews were conducted in English and, when necessary, in Spanish. The survey was administered in the Spring of 2007.¹ It consisted of two broad areas of focus – customer satisfaction and public awareness. Data analysis was conducted by SOI.

The report presents the results of all survey questions and how those results compare to the County's target performance in each area. The targets are indicative of the County's goal to be the best local government service provider. The report also includes supplemental analysis by demographic variables and annual trend data, where available.

¹ See Appendix B for additional information about methodology and Appendix D for a copy of the survey.

How to Read This Document

Targets

The table below provides a breakdown of the specific targets used in the survey analysis. Targets were set to reflect national benchmarks so variation does exist. For example, in the category of *Public Awareness*, targets were set to align with national data and research in the area of branding and service awareness.

Measure Type	Target
Customer Satisfaction Measures	80% or greater
Customer Satisfaction – Public Communication Measure	65% or greater
Public Awareness Measures	45% or greater
TV Broadcast Viewership	
Board of County Commissioners Meetings	50% or greater
<i>The Mecklenburgers</i>	35% or greater
<i>Mecklenburg Matters</i>	35% or greater

Performance Calculations

All results shown in this report represent the percent of survey respondents who expressed a favorable opinion, among those respondents who had an opinion. Examples of favorable opinion include “strongly agree and agree,” “excellent and good,” or “familiar/aware of service.” Some residents indicated that they did not know or did not have an opinion on various questions or may have refused to answer the question. These responses were coded by the vendor as “don’t know/refused.” The information was captured, but for analysis purposes it was excluded from the results.

The performance indicator (traffic light color) for each question is based on the percentage of target achieved. The formula for this calculation is as follows:

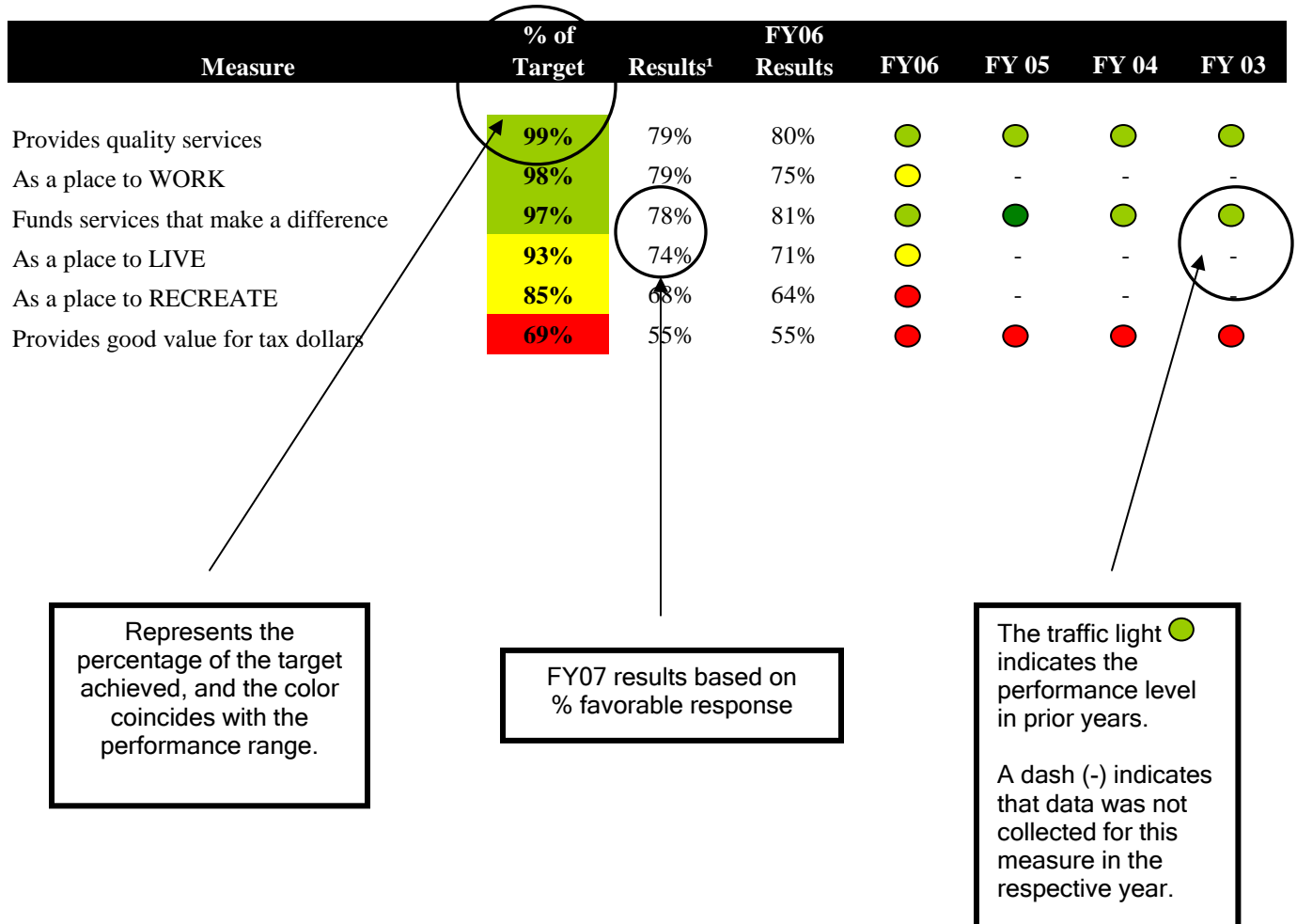
$$\text{(Actual Result / Target)} * 100 = \% \text{ of Target Achieved}$$

This methodology and the respective color coding are consistent with the County’s Balanced Scorecard rating system. The table on the following page highlights the ranges for each performance level.

Performance	% of Target Range	Color Code
Exemplary	105% or greater	Green
Successful	95% to 104%	Light Green
Mixed Results	85% to 94%	Yellow
Needs Improvement	84% or below	Red

Performance Tables

The diagram below is an example of the way this information is presented in the body of the report. The text boxes explain the major components and what they represent.



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Customer Satisfaction Summary

Service Value & Quality of Life

Mecklenburg County's 2015 Vision is to be a “*community of pride and choice for people to live, work and recreate.*” Citizens' perceptions regarding these attributes, however, continue to be mixed. Consistent with the previous year, respondents rated Mecklenburg County most highly as a place to work and showed satisfaction, though not as high, with the county as a place to live.

Residents were less satisfied with the County as a place to recreate, even given modest improvements from last year (moving from a red to a yellow light). People who frequently visited parks and greenways were only slightly more satisfied than those who did not. Satisfaction with services offered by the Park and Recreation department, however, was high, which suggests that residents may be considering other components of recreation when thinking about opportunities in Mecklenburg County.

Disparity in levels of satisfaction between the three attributes (*live, work, recreate*) remained constant. African-American respondents were least satisfied with the County in all three areas, with the disparity being most marked in terms of Mecklenburg County as a place to work. In the previous year, there was a similar disparity for *work*, but not for the other two attributes.

Residents continue to agree that Mecklenburg County funds quality services that make a difference. Although there has been a slight decrease in satisfaction for the past two years, results for this area have demonstrated a continuous green light since FY03. In contrast, citizens' perceptions of Mecklenburg County's providing good value for tax dollars has continued to demonstrate red light performance since FY03. The five-year trend for this measure shows little correlation with increases in tax rates. Satisfaction increased to 55 percent in FY05 and has remained there since that time.

Public Communication & Involvement

Between FY03 and FY06, citizens' satisfaction with communication from the County steadily declined, moving from 71 percent to 47 percent over the four-year period. This year's survey results showed no change from the prior year. Although citizens appear dissatisfied with communication, more than two-thirds of respondents indicated that they trust the information they receive from the County. However, this measure moved downward from green to yellow light performance compared to two years ago when it was last asked on the survey.

Consistently low satisfaction and the disparity between satisfaction with communication and trusting the information suggest that there may be a gap between citizens' perception of “good communication” and that of the County. Indeed the County is challenged by the fact that in most instances it does not directly communicate the information to the public. Instead, as indicated in the survey, most citizens receive County news via local television stations, the newspaper, and the Internet.

Drawing upon several years of Community Survey results as well as other sources, management identified public communication as a key issue to address in the County’s 2008-2010 Strategic Business Plan. In response to guidance in the plan, the target for satisfaction with public communication was re-evaluated. Using benchmark data from other jurisdictions and performance trends over the last five years, the target for successful performance in this area was revised to 65 percent. This standard represents an ambitious, yet more realistic goal. Mecklenburg County’s satisfaction rating was 47 percent as compared to an average rating of 52 percent among the four peer governments with available data.

The County also has embarked on another communications initiative outlined in the Strategic Business Plan. A plan for managing public information and communication services corporately has been developed and approved by management. The new model aims to make the greatest use of our existing communication resources and to approach the planning, funding, and implementation of communication initiatives more strategically. To further assess how the County can improve its communication efforts, it is recommended that the County conduct a special survey, focus group, or interviews to determine citizens’ expectations regarding communication.

A new question on the survey this year measures the corporate goal to *Enhance Citizen Involvement*. Survey participants were asked about their satisfaction with opportunities for public input. Results fell in the red-light range. Now that the County has established an additional measure for this goal and has collected baseline data, it can continue to work to develop strategies to enhance citizen involvement as is noted in the 2008-2010 Strategic Business Plan.

Customer Service

The County’s customer service philosophy is to “*treat customers as we would like to be treated.*” Based on survey responses, Mecklenburg County consistently achieves its high customer service standards. Since the County began surveying its citizens in FY03, respondents have continued to rate their interaction with County employees as positive. While still in the green light range, ratings declined from previous years in all areas except “treated with respect.” Results showed no statistically significant disparities with regard to race, gender, age or education. Respondents with incomes less than \$50,000 did have slightly higher customer service satisfaction.

Measure	Result
Customer Service Index	81%
Service Quality Met/ Exceeded Expectations	81%
Clear Communication	87%
Treated with Respect	95%
Timely Service	82%

Citizens' primary resource for contacting county agencies continues to be the Blue Pages, the Internet, and Char-Meck 311, respectively. Results showed that while only 13 percent used 311 as their first source for county contact information, 64 percent were aware of the service.

eGovernment Services

For the first time, the survey asked participants to rate their satisfaction with online or eGovernment transactions. Respondents who had used the County website in the last 12 months were asked to rate their experiences in four areas: *convenience, navigation, accuracy and up-to-date information, and the likeliness to use service again*. Overall ratings averaged 90 percent satisfaction.

Public Library Operation, Maintenance & Customer Service

Almost three-fourths of respondents reported using a Charlotte-Mecklenburg public library within the past 12 months. They continued to be pleased with customer service received and the operation and maintenance of the library. Satisfaction levels have exceeded targets in all areas for three consecutive years.

Community Services

Elections

Respondents who voted in the last two years indicated they were highly satisfied with the management of the elections process and the accessibility of polling site information, exceeding the target for both measures. Forty-five percent of these voters had used some form of alternative voting methods such as early or absentee voting.

Senior Programs

A new question on the survey this year asked residents to rate satisfaction with their accessibility to programs for senior citizens. The results showed room for improvement as only two-thirds of respondents who considered the question applicable to them found the accessibility good or excellent. About half of these people were 55 or older, and satisfaction for that group alone was only two percentage points higher than others who responded.

Public Health & Environmental Qualities

Satisfaction with environmental services and public health services was generally consistent with prior year results. However, after reviewing the methodology, management decided to raise the standard for favorable results for this group of questions. Respondents answer these questions using a rating scale of 1 to 10. While favorable responses were previously considered to be represented by a response in the range of 5 to 10, this year that range has been updated to include only responses in the

range of 6 to 10. This new range was established after further analysis of what the cutoff point should be to best represent respondents who were satisfied and those who were not.

Consequently, performance appears to be down in all areas because the standard for success is higher this year. Based on this new standard, respondents continue to be satisfied with the County's efforts to inspect restaurants, but results are mixed with regard to controlling insects and disease transmitting animals.

Performance was unfavorable (red lights) for maintaining creeks and open space and improving air quality. But when comparing this year's average ratings to last year's, improvement was found in the area of maintaining open space. Since FY05, over 27,000 linear feet of main greenway trails have been opened by the County.

Parks Operations & Maintenance

A majority of the respondents (78%) reported using a park facility within the past 12 months. As in previous years, satisfaction levels with maintenance of both park grounds and equipment were consistently favorable. Ratings also increased from the prior year for every component in this section. So while residents still showed concern over restroom availability and cleanliness, results improved from the previous year. When looking at these results by demographic factors, though, Hispanic respondents were less satisfied than African-American and White respondents in all categories, except athletic courts availability. The same disparity was found in the FY06 results.

While there continues to be varied results regarding satisfaction with the availability of athletic courts, satisfaction with athletics fields availability improved from a yellow to green light. The department adds new athletic fields every year and has increased its use of synthetic fields as well. Because synthetic fields are more durable, they can be used for 25 percent and 50 percent longer without having to be closed for repairs.

Customer Satisfaction Index

Measure	Results ¹	% of Target	FY2006				
			Results	FY06	FY 05	FY 04	FY 03
Customer Satisfaction Index		95%					
Customer Service Satisfaction (18%)		108%					
Service quality met or exceeded expectations	81%	102%	84%	●	●	-	-
Communication was clear	87%	108%	90%	●	●	-	-
Treated with respect	95%	118%	95%	●	●	-	-
Service provided in timely manner	82%	103%	85%	●	●	-	-
Satisfaction with Public Communication (18%)		80%					
Communicating information to the public	47%	72%	47%	●	●	●	●
Trust information I receive from the County	70%	87%	-	-	●	●	●
Fund Quality Services (18%)		98%					
Provides quality services	79%	98%	80%	●	●	●	●
Funds services that make a difference	78%	97%	81%	●	●	●	●
Attaining the County's Vision (18%)		92%					
Live	74%	93%	71%	●	-	-	-
Work	79%	98%	75%	●	-	-	-
Recreate	68%	85%	64%	●	-	-	-
Good Value for Tax Dollars (10%)		69%					
	55%		55%	●	●	●	●
Satisfaction with eGov Services (18%)		113%					
Accurate & up-to-date information	89%	111%	-	-	-	-	-
Site easy to navigate	85%	106%	-	-	-	-	-
Convenience	88%	110%	-	-	-	-	-
Would use website again	99%	123%	-	-	-	-	-

¹Results based on % agree and strongly agree or % excellent and good
 Note: The weight of each category of measures is listed in parentheses.

Service Value & Quality of Life

Measure	% of Target	Results ¹	FY06				
			Results	FY06	FY 05	FY 04	FY 03
Provides quality services	99%	79%	80%				
As a place to WORK	98%	79%	75%		-	-	-
Funds services that make a difference	97%	78%	81%				
As a place to LIVE	93%	74%	71%		-	-	-
As a place to RECREATE	85%	68%	64%		-	-	-
Provides good value for tax dollars	69%	55%	55%				

Supplemental Analysis

- ◆ Respondents living in Mecklenburg County more than 20 years were least satisfied with all elements of service value and quality of life. The greatest disparity was found in perceptions of the County's providing good value for tax dollars. Whereas 49 percent of respondents living here more than 20 years were satisfied, 62 percent of respondents with five to ten years of residence were satisfied.
- ◆ In general, African-American respondents showed lower satisfaction with services and quality of life factors in this category. The difference was most drastic with regard to satisfaction with the County as a place to work and providing quality services.

Results by Demographic Factors

	Provides quality services	As a place to WORK	Funds services that make a difference	As a place to LIVE	As a place to RECREATE	Good value for tax dollars
Race						
African-American	69%	66%	69%	70%	63%	48%
White	82%	83%	81%	75%	69%	55%
Hispanic/Latino	83%	81%	84%	79%	75%	71%
Education						
< College Grad	72%	72%	73%	69%	66%	50%
College +	85%	85%	82%	79%	70%	60%
Income						
<\$50,000	74%	68%	74%	67%	65%	53%
\$50,000+	82%	86%	80%	79%	70%	56%
Gender						
Male	79%	80%	75%	74%	66%	55%
Female	78%	77%	80%	75%	70%	54%

¹Results based on % strongly agree and agree or % excellent and good

Communication & Public Involvement

Measure	% of Target	Results ¹	FY06				
			Results	FY06	FY 05	FY 04	FY 03
Trust information I receive from the County	87%	70%	-	-	●	●	●
Satisfied with opportunities for citizen participation	76%	60%	-	-	-	-	-
Communicating information to the public ²	72%	47%	47%	●	●	-	●

Supplemental Analysis

- ◆ After a four-year downward trend, satisfaction with public communication remained constant at 47 percent. The wording of this question, however, has changed each year. In 2006, respondents were asked about communication in specific topic areas and results were averaged for an overall score.
- ◆ African-American respondents and respondents who had lived in the county more than 20 years were least likely to agree that they could trust information received from the County.
- ◆ Primary sources for information about Mecklenburg County government, in descending order, were local TV news, newspapers, the Internet, and Government TV.
- ◆ Satisfaction levels were higher for respondents who primarily received information from direct County sources (i.e. brochures and newsletters, Commission meetings, City/County website, Government TV). These results cannot be generalized to the entire population, however, because of the small number saying they used these sources.

Results by Demographic Factors

	Trust information from County	Satisfied with citizen input opportunities	Public communication
Race			
African-American	59%	51%	50%
White	72%	62%	42%
Hispanic/Latino	85%	74%	69%
Education			
< College Grad	65%	57%	49%
College +	74%	64%	44%
Income			
<\$50,000	65%	61%	51%
\$50,000+	73%	60%	43%
Gender			
Male	72%	59%	43%
Female	68%	61%	50%

¹Results based on % strongly agree and agree or % excellent and good

²The target for this question was 80 percent satisfaction in FY03-FY06. For FY07, the target has been changed to 65 percent.

Customer Service - Agency Contact

Measure	% of Target	Results ¹	FY06				
			Results	FY06	FY05	FY04	FY03
Treated with respect	118%	95%	95%	●	●	-	-
Communication was clear	108%	87%	90%	●	●	-	-
Service provided in timely manner	103%	82%	85%	●	●	-	-
Service quality met or exceeded expectations	102%	81%	84%	●	●	-	-
Customer Service Index²	108%	86%	89%	●	●	●	●

Supplemental Analysis

- ◆ The total results reported above represent respondents who had personally interacted with 17 County agencies. Results for agencies most frequently represented are listed on the following page.
- ◆ Results show no statistically significant disparities in satisfaction with customer service with regard to race, gender, age, or education.
- ◆ Respondents with incomes less than \$50,000 showed slightly higher satisfaction. Additional analysis confirms that income has a statistically significant relationship for 2 of the 4 customer service components. (*respect* and *clear communication*)

Results by Demographic Factors

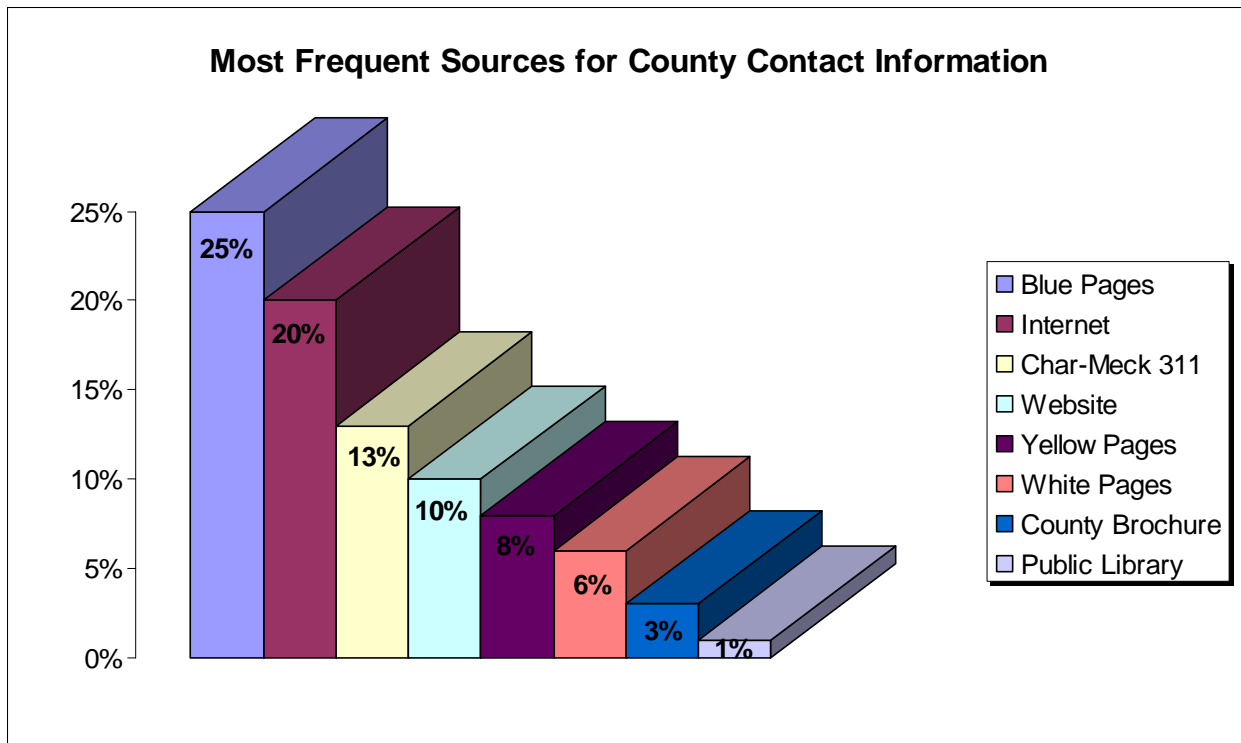
	Treated with respect	Communication was clear	Service provided in timely manner	Service quality met or exceeded expectations
Race				
African-American	98%	91%	82%	84%
White	94%	86%	82%	81%
Hispanic/Latino	89%	67%	78%	78%
Education				
< College Grad	92%	85%	78%	76%
College +	96%	88%	84%	85%
Income				
<\$50,000	99%	96%	84%	84%
\$50,000+	92%	81%	80%	80%
Gender				
Male	92%	82%	81%	79%
Female	97%	91%	83%	84%

¹ Results based on % strongly agree and agree.

² Index of the previous four questions

Customer Service - Agency Results

Measure	% of Target	Results ¹	FY06 Results	FY06	FY05	FY04	FY03
Public Library	125%	100%	100%	●	●	●	-
Parks & Recreation	115%	92%	96%	●	●	●	●
Mecklenburg County	108%	86%	89%	●	●	●	●
LUESA	98%	78%	-	-	●	●	●
Social Services (DSS)	96%	77%	87%	●	●	●	●



¹ Results based on % strongly agree and agree.

eGovernment Services

Measure	Results ¹	% of Target
Would use website again	99%	123%
Accurate & up-to-date information	89%	111%
Convenience	88%	110%
Site easy to navigate	85%	106%
eGovernment Customer Service Index²	90%	113%

Supplemental Analysis

- ◆ 79 percent of survey respondents indicated having Internet access. Among those residents, 63 percent said they had visited the County’s website in the past 12 months.
- ◆ Female respondents found the website easier to navigate than males, and additional analysis confirmed a statistically significant relationship between gender and responses to this question.

Results by Demographic Factors

	Would use website again	Accurate and up-to-date information	Convenience	Site easy to navigate
Race				
African-American	99%	83%	90%	87%
White	99%	92%	89%	84%
Hispanic/Latino	92%	85%	85%	92%
Education				
< College Grad	98%	88%	87%	85%
College +	99%	90%	89%	84%
Income				
<\$50,000	98%	88%	86%	82%
\$50,000+	99%	90%	89%	85%
Gender				
Male	98%	88%	87%	81%
Female	99%	90%	89%	89%

¹Results based on % strongly agree and agree

²Index of previous four questions

Public Library Operation & Maintenance

Measure	% of Target	Results ¹	FY06 Results	FY06	FY 05
Building & grounds upkeep	120%	96%	97%	●	●
Staff responsiveness	119%	95%	94%	●	●
Convenience of library hours	117%	94%	90%	●	●
Availability of books & resources	116%	93%	90%	●	●
Availability of computers for public use	111%	89%	-	-	-

Supplemental Analysis

- ◆ 72 percent of respondents visited a public library in the County in the past year.
- ◆ In general all demographic groups showed high levels of satisfaction with Mecklenburg County Public Libraries operation and maintenance.
- ◆ The greatest disparity appeared regarding availability of computers for public use. Analysis showed a strong statistical relationship between income and responses to this question. Respondents with less than a college degree also showed lower satisfaction ratings. While Hispanic/Latino respondents did not report ratings as high as White and African-American respondents, no statistical relationship with race was found, and therefore we cannot confidently generalize that all Hispanic residents are less satisfied with computer availability at libraries.

Results by Demographic Factors

	Building & grounds upkeep	Staff responsiveness	Convenience of library hours	Availability of books & resources	Availability of computers for public
Race					
African-American	96%	94%	94%	93%	86%
White	97%	95%	94%	94%	90%
Hispanic/Latino	86%	95%	86%	86%	81%
Education					
< College Grad	95%	95%	92%	92%	85%
College +	97%	96%	95%	94%	92%
Income					
<\$50,000	95%	95%	91%	92%	83%
\$50,000+	97%	95%	95%	93%	92%
Gender					
Male	95%	96%	92%	95%	89%
Female	97%	95%	95%	92%	89%

¹Results based on % excellent and good

Community Services

Measure	% of Target	Results	FY06				
			Results	FY06	FY05	FY04	FY03
Easy to access polling site information ^{1*}	116%	93%	93%	●	-	-	-
Well-managed elections process ^{1*}	111%	89%	90%	●	-	-	-
Inspecting & rating restaurants ²	99%	79%	91%	●	●	●	●
Controlling insects & disease transmitting animals ²	88%	70%	81%	●	●	●	●
Accessibility to senior citizen programs ¹	84%	67%	-	-	-	-	-
Maintaining creeks ²	75%	60%	82%	●	●	●	●
Maintaining open space ²	74%	59%	71%	●	●	●	●
Improving air quality ²	61%	49%	74%	●	●	●	●

Supplemental Analysis

- ◆ While it appears that satisfaction with all of the public health and environmental services has declined, direct comparisons to prior year data cannot be made because of a change in methodology in this year's analysis.
 - The questions use a rating scale of 1 to 10. In previous years, favorable results were reported using responses of 5 through 10. In 2007, favorable results include only responses of 6 through 10.
 - When comparing the mean responses for these questions from this year and last year, the scores were the same or slightly better.

Results by Demographic Factors

	Easy to access polling site information*	Well managed process*	Inspections & rating restaurants	Controlling insects & disease transmitting animals
Race				
African-American	95%	92%	70%	68%
White	97%	92%	81%	68%
Hispanic/Latino	100%	100%	86%	89%
Education				
< College Grad	94%	90%	75%	69%
College +	97%	93%	83%	71%
Income				
<\$50,000	94%	93%	76%	72%
\$50,000+	96%	92%	83%	71%
Gender				
Male	97%	94%	80%	71%
Female	94%	90%	78%	69%

¹Results based on % strongly agree and agree or % excellent and good; responses of not applicable excluded

²Results based on % medium and high ratings (Ratings: 1-5 low; 6-8 medium; 9-10 high)

*Based on a target population of respondents who had voted in the last two years (See Appendix A)

	Accessibility to senior citizen programs	Maintaining creeks	Maintaining open space	Improving air quality
Race				
African-American	59%	58%	61%	54%
White	73%	57%	53%	42%
Hispanic/Latino	62%	87%	93%	82%
Education				
< College Grad	61%	61%	60%	54%
College +	78%	59%	59%	44%
Income				
<\$50,000	63%	63%	67%	58%
\$50,000+	72%	60%	56%	45%
Gender				
Male	64%	59%	58%	47%
Female	69%	61%	60%	51%

Supplemental Analysis

- ◆ Approximately one quarter of surveyed residents indicated very high satisfaction (ratings of 9 or 10) with insect and disease management and restaurant inspections.
- ◆ Favorable results for the environmental services questions were clustered mostly in the 6 to 8 rating range.
- ◆ Respondents age 55 and older showed only a slightly higher satisfaction rating (69%) with accessibility to senior citizen programs. The satisfaction rose to 71 percent for respondents age 65 and older.
- ◆ 45 percent of respondents have used some form of alternative voting (i.e. early voting or absentee ballot).
- ◆ Respondents who voted within the last two years and used a form of alternative voting reported only slightly higher satisfaction with access to polling site information (+3%) and management of the elections process (+1%).

Parks Operation & Maintenance

Measure	% of Target	Results ¹	FY06 Results	FY06	FY 05	FY 04	FY 03
Overall cleanliness	115%	92%	89%	●	●	●	●
Proportion of open space	113%	90%	87%	●	●	●	●
Grounds upkeep	112%	89%	90%	●	●	●	●
Playground & equipment safety	108%	87%	85%	●	●	●	●
Safety in general	107%	86%	81%	●	●	●	●
Programs on athletic fields	104%	84%	-	-	-	-	-
Athletic fields availability	101%	81%	75%	●	●	●	-
Restroom availability	92%	74%	70%	●	●	●	●
Athletic courts availability	91%	73%	72%	●	●	●	-
Restroom cleanliness	76%	61%	58%	●	●	●	●

Supplemental Analysis

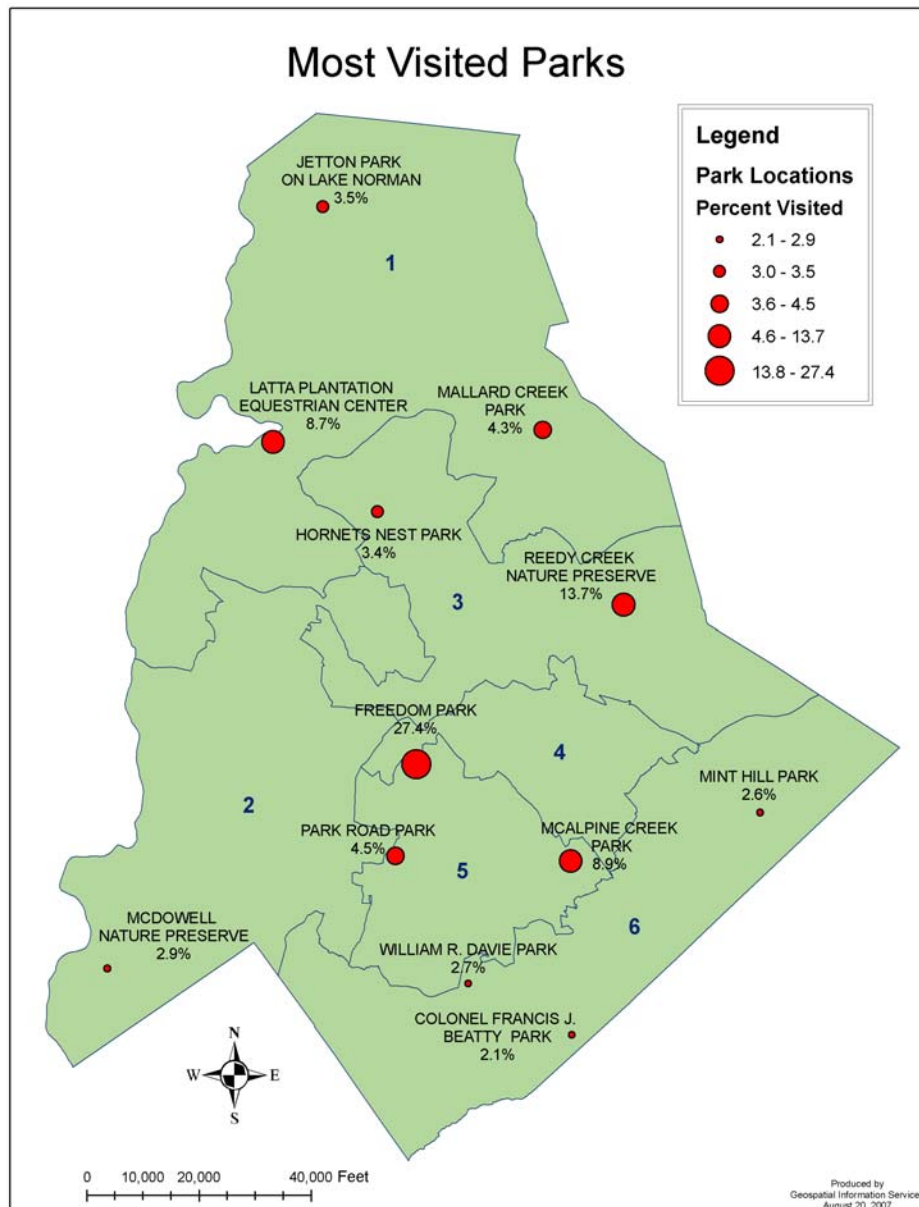
- ◆ 78 percent of respondents indicated they had visited a park, greenway or recreation facility at least once in the past 12 months.
- ◆ The average number of visits over the past year was 16.
- ◆ Hispanic/Latino respondents were less satisfied than African-American and White respondents in all but one area of parks operation and maintenance. Their favorable responses varied from those of the overall group by 10 or more percentage points in four areas – overall cleanliness, safety, programs on athletic fields, and restroom availability.

Results by Demographic Factors

	Overall cleanliness	Proportion of open space	Grounds upkeep	Playground & equipment safety	General safety
Race					
African-American	89%	87%	88%	82%	85%
White	95%	91%	90%	89%	89%
Hispanic/Latino	79%	86%	88%	80%	70%
Education					
< College Grad	89%	87%	87%	81%	81%
College +	95%	92%	91%	91%	89%
Income					
<\$50,000	89%	89%	90%	83%	82%
\$50,000+	94%	91%	89%	88%	88%
Gender					
Male	92%	91%	89%	87%	86%
Female	93%	89%	90%	86%	85%

¹Results based on % excellent and good

	Programs on athletic fields	Athletic fields availability	Restroom availability	Athletic courts availability	Restroom cleanliness
Race					
African-American	83%	75%	71%	69%	58%
White	87%	85%	77%	76%	65%
Hispanic/Latino	68%	70%	57%	72%	52%
Education					
< College Grad	78%	75%	67%	71%	57%
College +	89%	86%	79%	75%	65%
Income					
<\$50,000	80%	79%	69%	73%	59%
\$50,000+	85%	82%	77%	73%	63%
Gender					
Male	81%	78%	74%	71%	62%
Female	86%	83%	73%	75%	60%



Customer Satisfaction - Statistical Analysis

The following charts use check symbols (✓) to display the presence of statistically significant relationships between a particular demographic factor (race, education, income and/or gender) and the questions that were asked in the survey. When a statistical relationship exists, we know that in some way the demographic factor of the respondent has an impact on how that person answered that particular question. Using the chart below as an example, we can see that race, education and income all had an impact on how the respondents answered the “Provides quality services” question.

A restriction of the type of statistical analysis¹ used is that we can only make broad generalizations such as the existence of a relationship between gender and responses to the question “As a place to WORK”; we cannot identify the direction of the relationship (e.g., Men responded more positively than women). However, we can look at the cross-tabulations provided in the report pages to further examine the results when there appears to be many statistically significant relationships within a particular category of questions.

The instances in which a demographic factor of the respondent has a relationship with how he or she answered the question is referred to as a disparity. The disparities, or disproportions, in how people of different demographic groups answered the questions is important to continue to monitor in future surveys and should be considered in the formulation of new strategies and policy. It is important to understand that the disparities identified in this report are unique to this year’s report and how survey participants responded to the 2007 Community Survey. While the disparities identified cannot be used to statistically predict future behavior, they can be used as a basis for better understanding current behaviors and opinions within demographic groups and will provide a better foundation for the creation and implementation of future policies.

	Race	Education	Income	Gender
Service Value & Quality of Life				
Provides quality services	✓	✓	✓	
As a place to WORK	✓	✓	✓	
Funds services that make a difference	✓	✓		
As a place to LIVE		✓	✓	
Good value for tax dollars	✓			
As a place to RECREATE		✓		
Communication & Public Involvement				
Trust information I receive from the County	✓	✓	✓	
Satisfied with opportunities for citizen participation	✓	✓		
Communication information to the public	✓		✓	✓
Customer Service - Agency Contact				
Treated with respect			✓	
Communication was clear			✓	
Service provided in timely manner				
Service quality met or exceeded expectations				
Customer Service - eGovernment				
Would use website again				
Accurate & up-to-date information				
Convenience				
Site easy to navigate				✓

¹Statistically significant relationships were identified using a chi-square test and the correlation coefficients Phi/Cramer’s V and Kendall’s tau-b. A statistically significant relationship was cited when p < .05.

	Race	Education	Income	Gender
Community Services				
Easy access to polling site information*	✓			
Well-managed elections process*				
Inspecting & rating restaurants	✓	✓	✓	
Controlling insects & disease transmitting animals	✓			
Accessibility to senior citizen programs	✓	✓		
Maintaining creeks	✓		✓	
Maintaining open space	✓		✓	
Improving air quality	✓	✓	✓	
Parks Operation & Maintenance				
Overall cleanliness	✓	✓	✓	
Proportion of open space		✓		
Grounds upkeep				
Playground & equipment safety		✓		
Safety in general	✓	✓		
Programs on athletic fields	✓	✓		
Athletic fields availability	✓	✓		
Restroom availability	✓	✓		
Athletic courts availability				
Restroom cleanliness				
Public Library Operation & Maintenance				
Building & grounds upkeep	✓			
Staff responsiveness				
Convenience of library hours				
Availability of books & resources				
Availability of computers for public		✓	✓	

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Public Awareness Summary

County Responsibilities

The 2007 Community Survey began by asking residents to identify the provider (i.e., County or City/Towns) of several major services. The following chart illustrates the responses. In most cases, only approximately half of the respondents were aware of the true service provider. The exception was transit services, where more than two-thirds correctly identified the city and towns as the provider. This information suggests that residents are more aware of the availability and quality of government services rather than the provider. It also could mean that the average citizen does not view the local governments within the county as separate entities, but simply as “government.”

Service	Provider		Response
	County	City/ Town	Incorrect or Don't know
Economic & financial assistance to eligible residents	✓		51%
Detention facilities	✓		37%
Area transit, such as buses, light rail, and the airport		✓	29%
Street maintenance		✓	44%
Police and fire services		✓	50%

County Goals & Performance

This year’s Community Survey included two new questions to gauge citizens’ familiarity with Mecklenburg County’s corporate and community goals and performance. Red-light results suggest improvement is needed in this area. Only 19 percent indicated that they were at least familiar in general with the County’s 2015 goals. Among those familiar, only 34 percent were aware of last year’s performance for these goals. Given that 28 percent of residents primarily receive their news from the Charlotte Observer, the County should consider the feasibility of publishing its annual scorecard results in the local newspaper.

TV Broadcasts

Under direction of the new Strategic Business Plan, the County reassessed its targets for success for viewership of County produced TV programs. After gathering benchmark data from other governments and the industry, the following new targets were established for FY07 and beyond: *The Mecklenburgers* and *Mecklenburg Matters* – 35 percent; Board of County Commissioners Meetings – 50 percent. Viewership still did not reach target levels, but more residents are watching these programs than when last surveyed in FY05. Most notably, viewership of *The Mecklenburgers* grew 13 percentage points to 24 percent.

eGovernment Services

More than three-fourths of respondents reported using the Internet sometimes or often. Among those individuals, public awareness targets for available eGov services were met in 12 of the 13 areas. Only 29 percent indicated being aware that they could view Commissioner meetings and other programs via streaming video on the County's website. The low awareness levels are not surprising given that this service has been available for less than a year.

Citizens were most familiar with eGovernment services such as checking real estate information and property tax values, searching arrest and jail records, reserving a park facility, and locating a government facility. The majority of these services have been available online for four years or longer. Despite overall high awareness, Hispanic respondents had lower awareness ratings than White and African-American respondents for 11 of the 13 services in this category.

Community Services

Results demonstrated green-light performance for awareness of early voting, Char-Meck 311 customer service, and building permit requirements. Awareness was drastically lower, falling in the red-light range, for the building permit call center and veterans' and therapeutic recreation services.

Historical data show that awareness levels for early voting services tend to move up and down depending on the proximity to a major election year. Despite the fluctuations, awareness has exceeded targets all five years of the survey. With an 81 percent awareness rating this year, and with 72 percent of respondents having voted in the last two years, there is opportunity to consider developing a target that exceeds the 45 percent standard now being used.

Public awareness levels of veterans' services continue to remain low for the fourth year. Awareness in the general population reached a high of 12 percent. And respondents who identified themselves as veterans or immediate family members of veterans were only slightly more aware than the general population (17%). In Spring 2007, the County completed a study on the *Status of Veterans*. Research through surveys and focus groups with veterans confirmed that awareness is a problem and concluded that lack of awareness fuels a negative image of County services. Communication plans have been developed to address outreach and awareness challenges, taking into consideration the findings of the study.

Similarly, survey respondents have consistently reported low awareness of therapeutic recreation services over the last three years (9% in FY07). Because these programs serve a very specific population, it is recommended that Park and Recreation pursue additional surveys or focus groups to gauge awareness among that target population. If findings confirm low awareness, then existing communication strategies should be reevaluated.

Public Library Services

Awareness of child reading programs and computers for public use at the libraries remained high and greatly exceeded targets. Additionally, awareness of the children's library, ImaginOn, continues to climb, moving from only 12 percent to 52 percent in two years. Since opening in October 2005, the library has heavily promoted the center and its programs.

There continues to be opportunities to promote citizen awareness of library services such as homework assistance and literacy services available for international populations.

Park & Recreation Facilities

Overall, awareness of parks and recreation facilities remained constant or improved somewhat since last year. Freedom Park, neighborhood parks and facilities, Latta Plantation Nature Center, Ray's Splash Planet, and the Aquatic Center reached target levels of public awareness. Levels of awareness, however, of Reedy Creek and McDowell Nature Centers, and the programs offered at neighborhood facilities were mixed, though higher than last year. Because these two centers are located on opposite sides of the County, it appears that residents are more familiar with the facility located closer to their homes. Awareness exceeded target levels for respondents living in the same zip code as the respective nature preserve and in most adjacent zip codes. Hispanic respondents were substantially less aware of almost all facilities, a trend that has continued since FY04.

Public Awareness Index

Measure	Results	% of Target	FY2006 Results	FY06	FY 05	FY 04	FY 03
Public Awareness Index		94%					
e-Gov Services¹ (20%)		131%					
Real estate information/tax values*	87%	193%	9%	●	●	●	●
Park or recreation facility reservations and information	69%	153%	57%	●	●	●	●
Flood zones*	56%	125%	41%	●	●	●	●
Restaurant inspection ratings	52%	116%	53%	●	●	●	●
Voter information	67%	150%	30%	●	●	●	●
Arrest and jail records	72%	160%	31%	●	●	●	●
Pay your taxes	67%	148%	26%	●	●	●	●
Birth, death, and marriage records	55%	122%	54%	●	●	●	●
Air quality forecasts	43%	95%	65%	●	●	●	●
BOCC meeting minutes and agendas	44%	97%	60%	●	●	●	●
View BOCC meetings or other programs via streaming video	29%	64%	-	●	●	●	●
Locate a government facility	69%	153%	-	●	●	●	●
<i>* target population - homeowners</i>							
Facilities² (20%)		118%					
Aquatic Center	51%	113%	50%	●	●	●	●
Ray's Splash Planet*	51%	114%	51%	●	●	●	●
Neighborhood park, greenway, or recreation facility	64%	141%	-	●	●	●	●
Latta Plantation Nature Center	55%	122%	52%	●	●	●	●
McDowell Nature Center	36%	80%	32%	●	●	●	●
Reedy Creek Nature Center	42%	93%	37%	●	●	●	●
Freedom Park	74%	164%	-	●	●	●	●
<i>* target population - respondents with children in household</i>							
Services³ (20%)		102%					
Therapeutic recreation services	9%	21%	10%	●	●	●	●
Veterans' services	12%	26%	10%	●	●	●	●
ImagineON*	52%	116%	43%	●	●	●	●
Child reading programs*	72%	159%	68%	●	●	●	●
homework assistance*	32%	71%	24%	●	●	●	●
Computers for public use	73%	161%	66%	●	●	●	●
Reading and literacy services for residents from other countries	18%	40%	14%	●	●	●	●
Char-Meck 311	64%	143%	-	●	●	●	●
Early voting	81%	180%	54%	●	●	●	●
<i>* target population - respondents who are library users and have children in the household</i>							
County's 2015 Goals⁴ (20%)	19%	42%					
TV Broadcast Viewership⁵ (20%)		76%					
County Commission meetings	34%	69%	25%	●	●	●	●
<i>The Mecklenburgers</i>	24%	69%	48%	●	●	●	●
<i>Mecklenburg Matters</i>	32%	91%	46%	●	●	●	●

¹Results based on % use and % aware, but do not use

²Results based on % familiar

³Results based on % familiar or % aware

⁴Results based on % familiar with goals in general and % familiar with goals and could name a few

⁵Results based on % obtain and sometimes; 2006 results represent % aware of the broadcast, as opposed to viewership.

Note: The weight of each category of measures is listed in parentheses.

County Goals & Performance

Measure	% of Target	Results ¹	FY06 Results	FY06	FY 05	FY 04
2006 Scorecard performance	76%	34%	-	-	-	-
County's 2015 Goals	42%	19%	-	-	-	-
2006 Performance Report	23%	11%	9%	●	●	●

Supplemental Analysis

- ◆ An additional 44 percent of respondents had heard of the County's 2015 goals, but were not familiar with them.
- ◆ Respondents with a reported income of \$50,000 or higher were more aware of the County's 2006 scorecard performance than those with an income of less than \$50,000.

Results by Demographic Factors

	2006 Scorecard Performance	County's 2015 Goals	2006 Performance Report
Race			
African-American	41%	18%	12%
White	31%	19%	8%
Hispanic/Latino	36%	17%	19%
Education			
< College Grad	40%	17%	12%
College +	29%	20%	10%
Income			
<\$50,000	48%	14%	13%
\$50,000+	28%	22%	9%
Gender			
Male	33%	21%	11%
Female	36%	17%	10%

¹Results based on % aware/familiar

Public Communication - TV Broadcasts

Measure	% of Target ²	Results ¹	FY06				
			Results	FY06	FY 05	FY 04	FY 03
Mecklenburg Matters	91%	32%	46%	●	●	●	-
County Commission meetings	69%	34%	25%	●	●	●	●
The Mecklenburgers	69%	24%	48%	●	●	-	-

Supplemental Analysis

- ◆ The reader should exercise caution in interpreting trend data for these measures. In all years except FY06, respondents were asked if they *watched* the broadcasts. In FY06, they were asked if they were *aware* of the broadcasts, regardless of whether they watched them.
- ◆ Race, income and education each had a relationship to watching County broadcasts. In general, there was higher viewership among African-Americans, respondents with incomes of \$50,000 or more, and respondents with less than a college degree.
- ◆ Female respondents viewed the Mecklenburgers more frequently than male respondents.

Results by Demographic Factors

	Mecklenburg Matters	County Commission meetings	The Mecklenburgers
Race			
African-American	52%	58%	47%
White	23%	27%	14%
Hispanic/Latino	36%	23%	33%
Education			
< College Grad	41%	40%	34%
College +	22%	29%	14%
Income			
<\$50,000	41%	40%	37%
\$50,000+	26%	31%	16%
Gender			
Male	29%	32%	19%
Female	35%	37%	30%

¹Results based on % watch sometimes or often

²Targets for TV broadcasts are as follows: *Mecklenburg Matters & The Mecklenburgers* – 35%; County Commission meetings – 50%.

eGovernment Services

Measure	% of Target	Results ¹	FY06 Results	FY06	FY 05	FY 04	FY 03
Real estate information/tax values*	193%	87%	9%	●	●	●	●
Arrest and jail records	160%	72%	31%	●	●	●	●
Park or recreation facility reservations and information	153%	69%	57%	●	●	●	-
Locate a government facility	153%	69%	-	-	-	-	-
Voter information	150%	67%	30%	●	●	●	●
Pay your taxes	148%	67%	26%	●	●	●	●
Flood zones*	125%	56%	41%	●	●	●	●
Birth, marriage & death records	122%	55%	54%	●	●	●	●
Restaurant inspection ratings	116%	52%	53%	●	●	●	●
Building permit website**	116%	52%	43%	●	●	●	-
BOCC meeting minutes and agendas	97%	44%	60%	●	●	●	-
Air quality forecasts	95%	43%	65%	●	●	-	●
View BOCC meetings or other programs via streaming video	64%	29%	-	-	-	-	-

Results by Demographic Factors

	Real estate information/tax values*	Arrest and jail records	Park or recreation facility reservations & information	Locate a government facility	Voter information
Race					
African-American	90%	81%	71%	68%	71%
White	86%	72%	70%	70%	69%
Hispanic/Latino	76%	50%	47%	50%	37%
Education					
< College Grad	84%	74%	68%	64%	63%
College +	88%	71%	70%	72%	70%
Income					
<\$50,000	82%	70%	69%	65%	61%
\$50,000+	88%	73%	70%	71%	71%
Gender					
Male	86%	71%	66%	66%	64%
Female	87%	74%	72%	72%	71%

¹Results based on % aware

*Based on a target population of respondents who own homes (See Appendix A)

**Based on a target population of respondents who own homes and have considered making additions (See Appendix A)

	Pay your taxes	Flood zones*	Birth, marriage & death records	Restaurant inspection ratings
Race				
African-American	76%	62%	63%	54%
White	65%	56%	53%	54%
Hispanic/Latino	45%	43%	47%	34%
Education				
< College Grad	68%	54%	58%	54%
College +	66%	58%	53%	51%
Income				
<\$50,000	68%	51%	55%	52%
\$50,000+	67%	58%	55%	53%
Gender				
Male	65%	56%	51%	49%
Female	69%	57%	59%	56%

Supplemental Analysis

- ◆ Direct comparisons between FY07 and FY06 results could be misleading. In FY06, only respondents who reported visiting the County’s website were asked eGovernment awareness questions. In FY07 and all other years, all respondents who said they used the Internet answered these awareness questions.
- ◆ 79 percent of surveyed residents had access to the Internet, and 63 percent of them reported using the County’s website in the last 12 months.
- ◆ In most instances, Hispanic respondents were least aware of County eGovernment services.
- ◆ While results for “Real estate information/tax values” and “Flood zones” reflect awareness of respondents who are homeowners, the results for non-homeowners were similar.

	Building Permit Website**	BOCC meeting minutes & agendas	Air quality forecasts	View BOCC meetings or other programs via streaming video
Race				
African-American	41%	50%	50%	40%
White	55%	43%	40%	26%
Hispanic/Latino	50%	32%	55%	24%
Education				
< College Grad	51%	42%	48%	31%
College +	53%	45%	40%	28%
Income				
<\$50,000	55%	40%	49%	27%
\$50,000+	53%	45%	40%	29%
Gender				
Male	54%	42%	40%	27%
Female	49%	45%	46%	31%

¹Results based on % aware/familiar

*Based on a target population of respondents who own homes and have considered making additions (see Appendix A)

**Based on a target population of respondents who own homes and have considered making additions

(See Appendix A)

Community Services

Measure	% of Target	Results ¹	FY06 Results	FY06	FY05	FY04	FY03
Early voting	180%	81%	54%	●	●	●	●
Char-Meck 311	143%	64%	-	-	-	-	-
Building permit requirements*	131%	59%	60%	●	●	●	●
Building permit call center*	72%	32%	43%	●	●	●	●
Veterans' services	26%	12%	10%	●	●	●	-
Therapeutic recreation services	21%	9%	10%	●	●	-	-

Supplemental Analysis

- ◆ Respondents who were veterans or immediately family members of a veteran showed slightly higher awareness of veterans' services (17%) than the general population, which is still below the 45% target.
- ◆ 72 percent of surveyed residents had voted in the last 2 years.
- ◆ Awareness of early voting was even higher among respondents who voted in the last 2 years (94%).

Results by Demographic Factors

	Early voting	Char-Meck 311	Building permit requirements*	Building permit call center*	Veterans' services	Therapeutic recreation services
Race						
African-American	84%	74%	56%	26%	14%	10%
White	88%	66%	62%	35%	10%	9%
Hispanic/Latino	37%	28%	27%	27%	13%	6%
Education						
< College Grad	75%	64%	56%	30%	14%	10%
College +	87%	65%	61%	34%	10%	9%
Income						
<\$50,000	74%	64%	48%	28%	10%	10%
\$50,000+	86%	66%	61%	35%	13%	10%
Gender						
Male	78%	59%	60%	35%	11%	7%
Female	84%	69%	57%	29%	13%	12%

¹Results based on % aware/familiar

*Based on a target population of respondents who own homes and have considered making additions (see Appendix A)

Public Library Services

Measure	% of Target	Results ¹	FY06 Results	FY06	FY05	FY04	FY03
Computers for public use	161%	73%	66%	●	●	●	●
Child reading programs*	159%	72%	68%	●	●	●	●
ImaginOn*	116%	52%	43%	●	●	-	-
Homework assistance*	71%	32%	24%	●	●	-	-
Literacy services offered for residents from other countries	40%	18%	14%	●	-	-	-

Supplemental Analysis

- ◆ Hispanic respondents had significantly lower awareness ratings of ImaginOn (18%) and the availability of computers for public use (57%).
- ◆ White respondents with at least a four-year college degree and an income of \$50,000 or more were most familiar of ImaginOn.
- ◆ 34 percent all residents surveyed were familiar with ImaginOn and more than half were familiar with child reading programs.

Results by Demographic Factors

	Computers for public use	Child reading programs*	ImaginOn*	Home work assistance*	Reading & literacy services offered for residents from other countries
Race					
African-American	73%	70%	46%	71%	23%
White	74%	73%	61%	24%	16%
Hispanic/Latino	57%	67%	18%	55%	25%
Education					
< College Grad	62%	68%	35%	37%	16%
College +	83%	74%	66%	28%	21%
Income					
<\$50,000	63%	63%	35%	42%	17%
\$50,000+	81%	75%	61%	27%	19%
Gender					
Male	72%	65%	53%	21%	15%
Female	73%	77%	52%	41%	21%

¹Results based on % familiar

*Based on a target population of respondents who identified themselves as library users and have at least one child (defined as 18 years or younger) living in their household (See Appendix A)

Park & Recreation Facilities

Measure	% of Target	Results ¹	FY06 Results	FY06	FY05	FY04	FY03
Freedom Park	164%	74%	-	-	-	-	-
Park, greenway, or neighborhood recreation facility closest to home	141%	64%	-	-	-	-	-
Latta Plantation Nature Center	122%	55%	52%	●	●	-	-
Ray's Splash Planet*	114%	51%	51%	●	●	●	●
Aquatic Center	113%	51%	50%	●	●	●	●
Programs at your neighborhood park or facility	94%	42%	-	-	-	-	-
Reedy Creek Nature Center	93%	42%	37%	●	●	-	-
McDowell Nature Center	80%	36%	32%	●	●	-	-

Supplemental Analysis

- ◆ Awareness of all Parks & Recreation facilities was lowest for Hispanic respondents.
- ◆ The awareness rate for Ray's Splash Planet among the general population was 39 percent.

Results by Demographic Factors

	Freedom Park	Park, greenway, or neighborhood recreation facility closest to home	Latta Plantation Nature Center	Ray's Splash Planet*
Race				
African-American	73%	57%	51%	68%
White	79%	69%	63%	53%
Hispanic/Latino	44%	52%	17%	20%
Education				
< College Grad	68%	56%	47%	42%
College +	79%	71%	63%	60%
Income				
<\$50,000	67%	52%	42%	43%
\$50,000+	79%	72%	64%	57%
Gender				
Male	72%	65%	56%	50%
Female	75%	63%	54%	53%

¹Results based on % familiar

*Based on a target population of respondents who have at least one child (defined as 18 years or younger) living in their household (See Appendix A)

	Aquatic Center	Programs at your neighborhood park or facility	Reedy Creek Nature Center	McDowell Nature Center
Race				
African-American	55%	50%	51%	40%
White	55%	42%	44%	39%
Hispanic/Latino	17%	25%	6%	12%
Education				
< College Grad	43%	39%	38%	32%
College +	59%	44%	46%	40%
Income				
<\$50,000	40%	42%	35%	29%
\$50,000+	60%	42%	47%	41%
Gender				
Male	50%	40%	39%	36%
Female	52%	45%	45%	36%

Supplemental Analysis

- ◆ 60 percent of respondents living in the zip code in which McDowell Nature Center is located were familiar with the facility.
- ◆ 51 percent of respondents living in the zip code in which Reedy Creek Nature Center is located were familiar with the facility.
- ◆ Race, education, and income were related to awareness of parks and facilities in their neighborhoods. Respondents with less than a college degree and/or incomes less than \$50,000 were less aware of these facilities.
- ◆ Respondents with children were also more familiar with neighborhood parks and facilities (+8 percentage points)

Public Awareness - Statistical Analysis

The following charts use check symbols (✓) to display the presence of statistically significant relationships between a particular demographic factor (race, education, income and/or gender) and the questions that were asked in the survey. When a statistical relationship exists, we know that in some way the demographic factor of the respondent has an impact on how that person answered that particular question. Using the chart below as an example, we can see that income had an impact on how the respondents answered the “County’s 2015 Goals” question.

A restriction of the type of statistical analysis¹ used is that we can only make broad generalizations such as the existence of a relationship between race and responses to the question “2006 Performance Report”; we cannot identify the direction of the relationship (e.g., Hispanic/Latino respondents answered more positively than White respondents). However, we can look at the cross-tabulations provided in the report pages to further examine the results when there appears to be many statistically significant relationships within a particular category of questions.

The instances in which a demographic factor of the respondent has a relationship with how he or she answered the question is referred to as a disparity. The disparities, or disproportions, in how people of different demographic groups answered the questions is important to continue to monitor in future surveys and should be considered in the formulation of new strategies and policy. It is important to understand that the disparities identified in this report cannot be used in attempts to predict future behavior; the analysis is restricted only to discussions of the current report and how survey participants responded to the 2007 Community Survey.

	Race	Education	Income	Gender
County Goals & Performance				
County's 2015 Goals			✓	
2006 Scorecard performance			✓	
2006 Performance Report	✓		✓	
Public Communication - TV Broadcasts				
County Commission meetings	✓	✓	✓	
The Mecklenburgers	✓	✓	✓	✓
Mecklenburg Matters	✓	✓	✓	
Customer Service - eGovernment				
Real estate information/tax values*				
Arrest and jail records	✓			
Park or recreation facility reservations and information	✓			
Locate a government facility	✓	✓		
Voter information	✓	✓	✓	
Pay your taxes	✓			
Flood zones*				
Birth, death and marriage records				✓
Restaurant inspection ratings				
Building permit website*				
BOCC meeting minutes and agendas	✓			
Air quality forecasts		✓	✓	
View BOCC meetings or other programs via streaming video	✓			

¹ Statistically significant relationships were identified using a chi-square test and the correlation coefficients Phi/Cramer’s V and Kendall’s tau-b. A statistically significant relationship was cited when p < .05.

	Race	Education	Income	Gender
Community Services				
Early voting	✓		✓	
Char-Meck 311	✓			✓
Building permit requirements				
Building permit call center				
Veterans' services	✓			✓
Therapeutic recreation services				✓
Parks & Recreation Facilities				
Freedom Park	✓	✓	✓	
Park, greenway, or neighborhood recreation facility closest to home	✓	✓	✓	
Latta Plantation Nature Center	✓	✓	✓	✓
Ray's Splash Planet*	✓	✓	✓	
Aquatic Center	✓	✓	✓	
Programs at your neighborhood park or facility				
Reedy Creek Nature Center	✓	✓	✓	
McDowell Nature Center	✓	✓	✓	
Public Library Services				
Computers for public use	✓	✓	✓	
Child reading programs*			✓	✓
ImaginON*	✓	✓	✓	
Homework assistance*	✓	✓	✓	✓
Literacy services offered for residents from other countries	✓			✓

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Demographic Factors	2007	2006
Gender		
Male	49%	49%
Female	52%	51%
Age		
18-34	26%	26%
35-44	20%	23%
45-54	24%	22%
55-64	15%	15%
65 or older	15%	14%
Race/Ethnicity		
White	62%	61%
Black/African American	25%	27%
Asian	1%	1%
Hispanic/Latino	9%	9%
Multiracial	0%	<1%
Other race	3%	2%
Education		
Less than high school graduate	7%	8%
High school graduate	20%	17%
Technical training/Some college	23%	27%
Four-year college graduate	32%	32%
Post-graduate study	4%	6%
Advanced degree	15%	9%
Don't know/Refused	<1%	<1%
Years Lived in Mecklenburg County		
Less than 5 years	20%	18%
5-10 years	23%	21%
11-20 years	16%	18%
21 or more years	42%	43%
Don't know/Refused	<1%	<1%
<i>Mean Score</i>	<i>22.0 years</i>	<i>22.8 years</i>
Number of Adults in Household		
1	23%	5%
2	56%	61%
3	16%	12%
4+	5%	5%
Don't know/Refused	<1%	17%

	2007	2006
Number of Children in Household ¹		
None	54%	42%
1	20%	18%
2	16%	15%
3+	10%	8%
Don't know/Refused	<1%	17%
Household Income		
Less than \$15,000	5%	7%
\$15,000 - \$25,000	11%	7%
\$25,000 - \$35,000	9%	8%
\$35,000 - \$50,000	10%	9%
\$50,000 - \$75,000	15%	20%
\$75,000 - \$100,000	14%	14%
\$100,000 - \$150,000	13%	11%
\$150,000 or more	11%	8%
Don't know/Refused	11%	16%

¹ The methodology for capturing number of children in household changed in 2007.

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Appendix A

Response Numbers and Target Population Definitions

CUSTOMER SATISFACTION	N¹	Target Population²
Service Value & Quality of Life		
Provides quality services	868	
As a place to WORK	879	
Funds services that make a difference	858	
As a place to LIVE	902	
As a place to RECREATE	892	
Provides good value for tax dollars	867	
Communication & Public Involvement		
Trust information I receive from the County	860	
Satisfied with opportunities for citizen participation	839	
Communicating information to the public	886	
Primary media sources	874	
Resources used to find county contact information	228	contacted a County agency in person or by phone in the past 12 months
Customer Service - Agency Contact		
Service quality met or exceeded expectations	226	contacted a County agency in person or by phone in the past 12 months
Communication was clear	226	
Treated with respect	223	
Service provided in timely manner	222	
Customer Service Index		
Agency Results		
Social Services	34	
Park & Recreation	55	
Public Library	24	
Land Use & Environmental Services	45	
Customer Service - eGovernment		
Accurate & up-to-date information	421	used County website in past 12 months
Site easy to navigate	427	
Convenience	428	
Would use website again	429	
eGov Customer Service Index		
Community Services		
Maintaining open space	850	
Improving air quality	779	
Maintaining creeks	782	
Controlling insects & disease transmitting animals	903	
Inspecting & rating restaurants	835	
Well-managed process	638	voted in last 2 years
Easy to access polling site information	610	
Voted in last 2 years	900	
Used alternative voting methods	899	
Accessibility to senior citizen programs ³	394	

¹N represents the number of valid responses for each question on the survey.

²Where no target population is denoted, the question applied to all respondents.

³Non-applicable responses were excluded.

	N ¹	Target Population ²
Parks Operation and Maintenance		
Overall cleanliness	666	visited a park at least once in past 12 months
Athletic fields availability	438	
Programs on athletic fields	358	
Athletic courts availability	331	
Playground & Equipment Safety	506	
Safety in general	660	
Proportion of open space	662	
Grounds upkeep	666	
Restroom availability	541	
Restroom cleanliness	504	
Park visits	892	
Most visited parks	671	visited a park at least once in past 12 months
Public Library Operation and Maintenance		
Staff responsiveness	638	visited a county library in the past 12 months
Convenience of library hours	643	
Availability of computers for public use	583	
Availability of books & resources	641	
Building & grounds upkeep	646	
Visited Library in past 12 months	903	

¹N represents the number of valid responses for each question on the survey.

²Where no target population is denoted, the question applied to all respondents.

³Non-applicable responses were excluded.

PUBLIC AWARENESS	N¹	Target Population²
County Responsibilities		
Economic/financial assistance	827	
Operating transit	886	
Repairing streets	879	
Operating detention facilities	869	
Park & Recreation opportunities	896	
Police & fire services	898	
County Goals and Performance		
County's 2015 Goals	885	
2006 Scorecard performance	161	familiar with County's 2015 goals
2006 Performance Report	892	
Public Communication - TV Broadcasts		
County Commission meetings	900	
The Mecklenburgers	893	
Mecklenburg Matters	895	
E-Government Services		
Real estate information/tax values	576	Internet users and homeowners
Park or recreation facility reservations and	689	Internet users
Flood zones	576	Internet users and homeowners
Restaurant inspection ratings	689	Internet users
Voter information	689	
Arrest and jail records	689	
Pay your taxes	689	
Birth, death, and marriage records	689	
Air quality forecasts	689	
BOCC meeting minutes and agendas	689	
View BOCC meetings or other programs via streaming video	689	
Locate a government facility	689	
Building permit website	275	
Internet access	900	
Community Services		
Therapeutic recreation services	887	
Veterans' services	880	
Char-Meck 311	901	
Building permit requirements	323	homeowners and respondents who considered making additions to their homes
Building permit call center	321	
Early voting	895	

¹N represents the number of valid responses for each question on the survey.

²Where no target population is denoted, the question applied to all respondents.

³Non-applicable responses were excluded.

	N ¹	Target Population ²
Parks & Recreation Facilities		
Aquatic Center	895	
Ray's Splash Planet	406	children under age of 18 in household
Latta Plantation Nature Center	894	
McDowell Nature Center	893	
Reedy Creek Nature Center	895	
Freedom Park	899	
Park, greenway, or neighborhood recreation	877	
Programs at that park or facility	544	familiar with park, greenway or neighborhood recreation facility
Public Library Services		
Computers for public use	895	
Child reading programs	319	library users and children under age of 18 in household
ImaginOn	317	
homework assistance	317	
Reading and literacy services offered for residents	883	

¹N represents the number of valid responses for each question on the survey.

²Where no target population is denoted, the question applied to all respondents.

³Non-applicable responses were excluded.

Appendix B

2007 Mecklenburg County Community Survey Methodology¹

Sample Design

The survey was conducted by MarketWise, Inc., by telephone, from March 29 to April 27, 2007. Only adults, age 18 or older, living in Mecklenburg County were eligible to participate. The final sample contained 903 respondents.

As with most surveys, this survey under-represented African Americans, Hispanics/Latinos, and younger adults. Rather than weighting the final sample to correct for under-representation, MarketWise purchased additional targeted samples from Survey Sampling to balance the final sample by age and race/ethnicity. This resulted in actual interviews (as opposed to weighted interviews) being completed with the under-represented segments (i.e. young adults, African Americans, Hispanics/Latinos).

The random sample of residential telephone households was purchased from Survey Sampling, Inc. The call disposition of the sample was as follows: 9% completed, 44% refused, 17% no answer/busy, 27% answering machine, 1% callbacks and 2% non-Spanish language barrier. (Note: non-residential numbers, non-working numbers, and over-quota numbers were excluded from the base in calculating the call dispositions.)

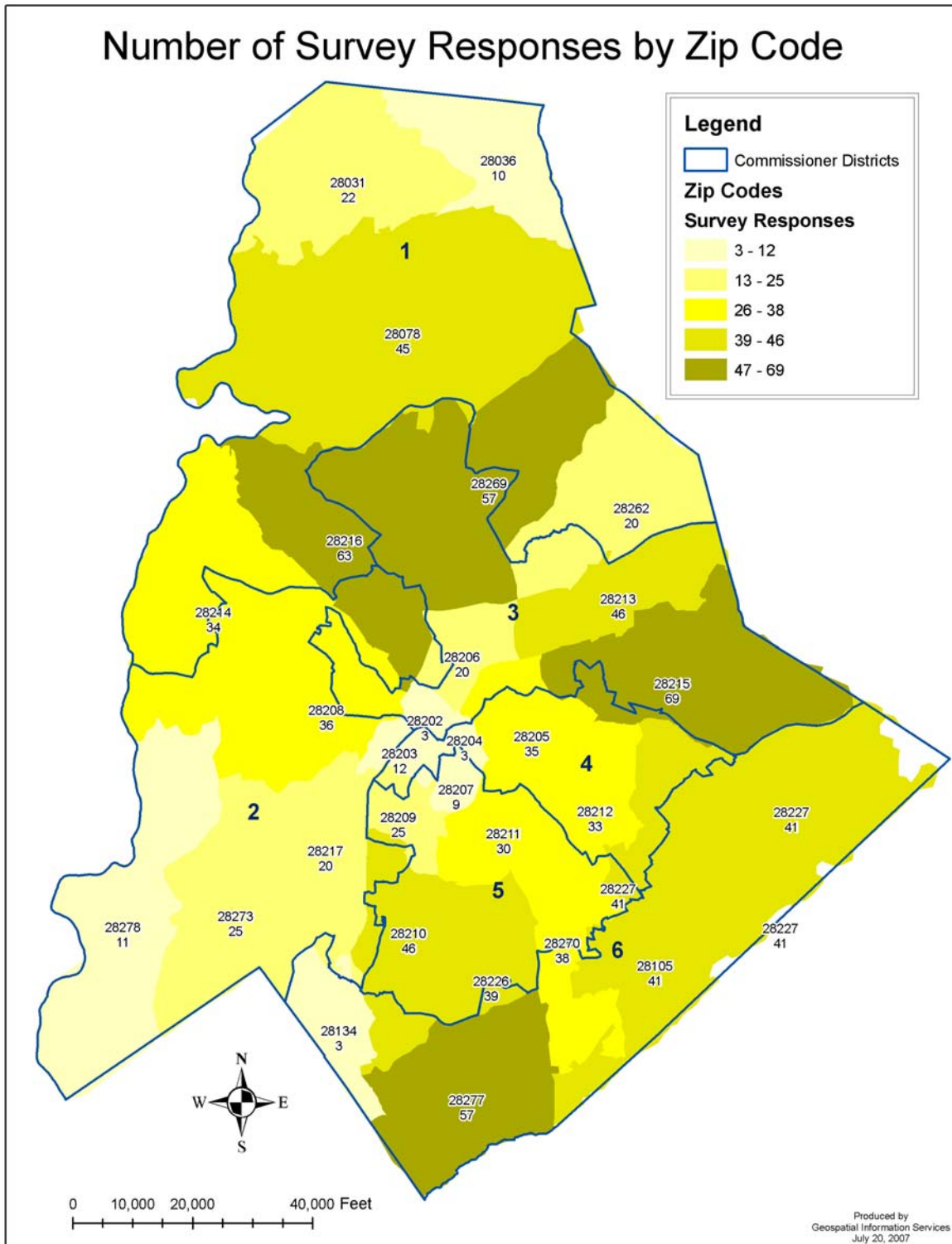
Sampling error for the total sample of 903 interviews is plus or minus 3.3 percentage points at the 95% confidence level.

Interviewing Process

All interviewing was conducted by MarketWise professional interviewers. The data were collected using a Computer Assisted Telephone Interviewing (CATI) system. All interviewers received a general training in interviewing techniques when hired and training specifically on how to conduct interviews for this project. All interviewing was supervised, and interviewers were systematically monitored and evaluated in order to ensure high quality and reliable data. Most interviewing was conducted between 5:30 pm and 9:30 pm weekdays, and between 10:00 am and 2:00 pm on Saturdays. Callback appointments were made at the convenience of the respondent, including daytime hours. Four attempts were made to reach each sampled respondent. Interviews were conducted in English, and in Spanish when necessary. A total of 74 interviews were conducted in Spanish. Interviews lasted 21 minutes on average.

¹Provided by MarketWise, Inc.

Appendix C



2007 Mecklenburg County Community Survey

Hi, I'm _____ with MarketWise, a local opinion research company. We're conducting a study for local government about the services it provides. Your household has been randomly selected to participate to give us a representative sample of adults in the area. Your participation is extremely important to provide feedback about ways to improve.

1. Gender

1 MALE	2 FEMALE
--------	----------

2. Do you live inside Mecklenburg County?

1 Yes	2 No/DK (END)
-------	---------------

3. For this study we need to make sure that all racial and ethnic groups are represented. Are you. . .
 - 1 Of Hispanic or Latino origin or descent, or are you ...
 - 2 White
 - 3 African American
 - 4 Asian
 - 5 Or some other race
 - 6 MIXED RACES
 - 7 REFUSED (END)

4. Which of the following categories best describes your age?
 - 1 18 to 24
 - 2 25 to 34
 - 3 35 to 44
 - 4 45 to 54
 - 5 55 to 64
 - 6 65 or older
 - 7 REFUSED

5. Now, I'm going to read a list of local government services provided to citizens. Please indicate whether you think the service is provided by County government, by the City of Charlotte or other towns in Mecklenburg County government.

	County	City/ Towns	Both	DK
a. Providing economic and financial assistance to eligible residents	1	2	3	4
b. Operating area transit, such as buses, light rail, and the airport	1	2	3	4
c. Repairing streets	1	2	3	4
d. Operating detention facilities	1	2	3	4
e. Providing park and recreation opportunities	1	2	3	4
f. Police and fire services	1	2	3	4

Of the services I just mentioned Mecklenburg County is responsible for providing economic and financial assistance to eligible residents, operating detention facilities, providing park and recreation opportunities.

6. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements about Mecklenburg County Government.

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK
a. Mecklenburg County provides quality services to citizens	4	3	2	1	5
b. Mecklenburg County funds services that make a difference in the community	4	3	2	1	5
c. Mecklenburg County provides good value for tax dollars	4	3	2	1	5
d. I can trust information I receive from Mecklenburg County	4	3	2	1	5
e. I am satisfied with opportunities for citizen participation in County policy development and decision-making	4	3	2	1	5

7. Mecklenburg County's Board of County Commissioners has a vision for Mecklenburg County to be a community of pride and choice for people to live, work and recreate. Do you rate Mecklenburg County excellent, good, fair, or poor as a place to ...

	Excellent	Good	Fair	Poor	DK
a. Live	4	3	2	1	5
b. Work	4	3	2	1	5
c. Recreate	4	3	2	1	5

8. Would you say Mecklenburg County does an excellent, good, fair, or poor job in terms of communicating information about county issues, services, and performance to the public?

Excellent	Good	Fair	Poor	DK
4	3	2	1	5

9. What is your one, primary media source for information about Mecklenburg County government?
(DO NOT READ LIST. ONLY 1 ANSWER ALLOWED.)

- 1 County Brochures/ Newsletters
- 2 County Commission Meetings TV Broadcast
- 3 Government TV
- 4 City/County Website (CharMeck.org) OR County Website (MecklenburgCountyNC.gov or 4citizenhelp.com)
- 5 Other Internet Website
- 6 Local TV News
- 7 Charlotte Observer
- 8 All other Newspapers
- 9 Radio News Reports
- 10 Radio Talk Shows
- 11 Other Formal Media Source (Specify one) _____
- 12 None / No One Primary Media Source
- 13 DK/REFUSED

10. Regardless of how you currently get information, is there another way you would prefer to get news and information about Mecklenburg County Government?

- 1 Yes
- 2 No (SKIP TO Q12)
- 3 DK/REF (SKIP TO Q12)

11. What other ways would you prefer to get news and information about County government?

- 1 County Brochures/ Newsletters
- 2 County Commission Meetings TV Broadcast
- 3 Government TV
- 4 City/County Website (CharMeck.org) OR County Website (MecklenburgCountyNC.gov or 4citizenhelp.com)
- 5 Other Internet Website
- 6 Local TV News
- 7 Charlotte Observer
- 8 All other Newspapers
- 9 Radio News Reports
- 10 Radio Talk Shows
- 11 All Other Ways (Specify one) _____

12. How frequently would you say you watch the following television broadcasts? For each one, let me know if you watch it often, sometimes, rarely, or never.

	Often	Some- times	Rarely	Never	DK
a. County Commission Meetings	4	3	2	1	5
b. The Mecklenburgers, a half-hour program devoted to educating the public about Mecklenburg County government programs and services	4	3	2	1	5

c. Mecklenburg Matters, information segments on WTVI and the Government Channel 4 3 2 1 5

13. Mecklenburg County has identified long-term goals for the County to reach by the year 2015. How aware are you of these long-term goals? Would you say you...

- 1 Are familiar with the goals and could name a few specific ones
- 2 Are familiar with the goals in general
- 3 Have heard of the goals, but are not familiar with them (SKIP TO Q15)
- 4 Have never heard that the County has long-term goals (SKIP TO Q15)
- 5 DK/REFUSED (SKIP TO Q8C)

14. Are you aware of the County's 2006 performance in terms of these goals?

- 1 Yes
- 2 No
- 3 DK/REFUSED

15. Have you seen the County's 2006 Performance Report, a document that displays performance results in terms of red, yellow, and green traffic lights and highlights accomplishments in individual focus areas?

- 1 Yes
- 2 No
- 3 Dk/Refused

16. I'd like to know how aware you are of the following initiatives, programs and services sponsored or offered by Mecklenburg County. For each one, please tell me if you have never heard of it, have heard of it but you do not know much about it, or you are familiar with it.

	Never Heard Of	Heard of, but Don't know Much About	Familiar	DK/REF
a. Services related to therapeutic recreation	1	2	3	4
b. How aware are you of the County service that assists <u>any</u> veteran in Mecklenburg County with getting applicable VA benefits.	1	2	3	4
c. Are you a veteran or an immediate relative of a veteran?				
1 Yes				
2 No				
3 REFUSED				

17. Now, I'd like to know how aware you are of the following programs and resources offered by the Mecklenburg County Public Library. How aware are you of . . .

	Never Heard Of	Heard of, but Don't know Much About	Familiar	DK/REF
a. ImaginON: The Joe and Joan Martin Center	1	2	3	4
b. Reading programs for children at the public library	1	2	3	4
c. The Library's homework assistance	1	2	3	4
d. Library computers for public use, including Internet access	1	2	3	4
e. The Library's reading and literacy services offered for residents from other countries	1	2	3	4

18. Next, let me know how aware you are of the following facilities offered by the Mecklenburg County Parks and Recreation Department or its business partners. How aware are you of . . .

	Never Heard Of	Heard of, but Don't know Much About	Familiar	DK/REF
a. The Mecklenburg County Aquatic Center	1	2	3	4
b. Ray's Splash Planet, an indoor water park and fitness center	1	2	3	4
c. Latta Plantation Nature Center	1	2	3	4
d. McDowell Nature Center	1	2	3	4
e. Reedy Creek Nature Center	1	2	3	4
f. Freedom Park	1	2	3	4

- g. The park, greenway, or neighborhood recreation facility closest to your home (IF ANSWER IS 1, 2, OR 4, SKIP TO Q19) 1 2 3 4
- h. The programs offered at that park, greenway or facility 1 2 3 4
19. In the past 12 months, have you contacted by phone or in person, any Mecklenburg County agency (not City or State) for information or services? I only want to know about county agencies not city or state. 1 Yes 2 No (SKIP TO Q23) 3 DK/REF (SKIP TO Q23)
20. With which Mecklenburg County agency did you have your most recent contact or visit? (1 ANSWER ALLOWED) (IF ANSWER IS HIGHLIGHTED IN RED SAY: "I'm sorry, but that is not a County agency. With which County agency have had contact in the last 12 months?")

4-H	1	Procurement	33
Animal Control	XX	Property Assessment & Land Records Mgt	34
Airport	XX	Public Service and Information	35
Air Quality	2	Public Health	24
Area Mental Health	3	Public Library	36
Arena	XX	Real Estate Services	37
Attorney	4	Register of Deeds	38
Board of County Commissioners	5	Senior Center	39
Board of Elections	6	Sheriff	40
Budget	7	Small Business Development	XX
Business Support Services	XX	Social Services	41
Cable 16	XX	Solid Waste	42
Cable TV Regulation	XX	Stormwater	43
CATS	XX	Substance Abuse	44
CJIS – Criminal Justice	8	Tax Assessment	45
Clerk to the Board	9	Tax Collections	46
CMS (Charlotte Mecklenburg Schools)	XX	Tax (not specific)	47
Code Enforcement	10	Tax – property	48
Community Development	XX	Transportation	XX
Community Support Services (CSS)	11	Unemployment	XX
Community Relations	12	Utilities	XX
Cooperative Extension	13	Veterans Services	49
Court Services	14	Water & Land Resources	50
County Manager	15	Women's Commission	51
Customer Service	16	Zoning	52
Developmental Disabilities	17	OTHER (SPECIFY:_____)	53
DSS – Dept. of Social Services	18	DK/REF	54
Economic Development	XX	NO CONTACT WITH COUNTY AGENCY	55
Emergency Management	XX	(IF NO COUNTY CONTACT, SKIP TO Q23)	
Engineering & Property Management	19		
Environmental Health	20		
Finance	21		
Fire	XX		
General Services	22		
Geographic Information Systems – GIS	23		
Government Channel	XX		
Health Department	24		
Homeland Security	25		
Human Resources	26		
LUESA–Land Use & Environmental Svc Agency	27		
Medic – Meck. EMS Agency	28		
Mental Health	29		
Minority & Women's Bus Enterprise Program	30		
Motor Vehicle – DMV	XX		
Neighborhood Development	XX		
Park and Recreation	31		
Planning Commission	XX		
Planning & Evaluation	32		
Police	XX		

21. Think about your most recent contact or visit to a Mecklenburg County agency. Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statements about the customer service related to that contact or visit. Would you say ...

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK
a. The service quality met or exceeded your expectations	4	3	2	1	5
b. The communication was clear	4	3	2	1	5
c. You were treated with respect	4	3	2	1	5
d. The service was provided in a timely manner	4	3	2	1	5

22. Still thinking about your most recent contact or visit to a Mecklenburg County agency, what resource or resources did you use to find out how to contact the County agency?
(DO NOT READ LIST. ACCEPT TOP 3 RESPONSES.)

Blue Pages of the phone book	1
White Pages of the phone book	2
Yellow Pages	3
City/County Website www.charmeck.org/www.MecklenburgCountyNC.gov /4CitizenHelp.com	4
Internet in general	5
County brochures or newsletters	6
Public Library	7
Char-Meck 311 customer service number (IF 8 SELECTED SKIP Q24)	8
Other	9
DON'T REMEMBER ANY	10

(ASK EVERYONE EXCEPT THOSE WHO MENTIONED 311 IN Q22)

23. Are you aware of the Charlotte-Mecklenburg 311 customer service phone number?

- 1 Yes- Aware
- 2 No- Not aware
- 3 DK/REFUSED

(ASK EVERYONE)

24. Do you use or have access to the Internet?

- 1 Yes
- 2 No (SKIP TO Q29)
- 3 DK/REF (SKIP TO Q29)

25. How often do you use the Internet? Would you say ... (READ LIST)

- 4 Often
- 3 Sometimes
- 2 Rarely
- 1 Never (SKIP TO Q29)
- 5 DK/REF (SKIP TO Q29)

26. I'm going to read a list of services available online at Mecklenburg County's website (www.MecklenburgCountyNC.gov). Please tell me whether you have ever used the service, are aware of the service, but have never used it, or are not aware of the on-line service.
How about the online service that allows you to...

	Use	Aware of But Don't Use	Not Aware/ DK
a. Look up real estate information, such as tax values, building information, and maps	1	2	3
b. Check the location of a park, learn about a recreation program, reserve a park facility such as a picnic shelter, deck, wedding site or indoor meeting facility	1	2	3
c. Check to see if your Mecklenburg County home is located in a flood zone	1	2	3
d. Search Mecklenburg County restaurant inspection ratings	1	2	3

e. Look up Mecklenburg County voter information, such as district representatives, precinct locations or district boundaries	1	2	3
f. Check to see if someone has been arrested or has been jailed in Mecklenburg County	1	2	3
g. Pay your taxes	1	2	3
h. Look up birth, marriage and death certificates recorded in Mecklenburg County	1	2	3
i. Look up local air quality forecasts and existing air quality conditions			
j. View Board of County Commission meeting minutes and agendas	1	2	3
k. View Board of County Commission meetings or other County produced programs on a computer via streaming video	1	2	3
l. Locate a government facility	1	2	3

27. In the last 12 months, have you used the County's website (www.MecklenburgCountyNC.gov) to access County services or information?

- 1 YES
- 2 NO (SKIP TO Q29)
- 3 DK/REF (SKIP TO Q29)

28. Thinking about your experience with the County's website, please tell us whether you strongly agree, agree, disagree, or strongly disagree with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK
a. The information was accurate and up-to-date	4	3	2	1	5
b. The site was easy to navigate.	4	3	2	1	5
c. I conveniently found the information I was seeking or I completed my transaction.	4	3	2	1	5
d. I would use the website again if I needed a similar service or information in the future.	4	3	2	1	5

(ASK EVERYONE.)

29. How many times in the past year have you visited a Mecklenburg County park or greenway?

- _____ IF VISITED ONCE OR MORE CONTINUE WITH Q31
- 0=NONE (SKIP TO Q32)
- 999=DK/REF (SKIP TO Q32)

30. Which one Mecklenburg County public park, greenway or nature preserve do you visit most often?
IF RESPONDENT CANNOT GIVE NAME, WRITE WHATEVER INFO.

Camp Green Park	1
Colonel Francis Beatty Park	2
Freedom Park	3
Grayson Skate Park	4
Hornet's Nest Park	5
Jetton Park On Lake Norman	6
Latta Plantation Nature Preserve	7
Mcalpine Creek	8
Mcdowell Nature Preserve	9
Mallard Creek Park	10
Nevin Community Park	11
Park Road Park	12
Reedy Creek Nature Preserve	13
Renaissance	14
Revolution	15
Thomas Mcallister Winget Park	16
William R. Davie Park	17
Other In Mecklenburg (Specify) _____	18
Rarely visit any (SKIP TO Q32)	19
DK/REFUSED (SKIP TO Q32)	20

31. Now, I'd like you to think about the park, greenway or nature preserve you visit most often. Please rate it excellent, good, fair or poor on the following attributes

	Excellent	Good	Fair	Poor	DK
How do you rate ... (SHOW PARK MENTIONED IN Q30)					
a. Overall cleanliness	4	3	2	1	5
b. The availability of athletic fields when you want one	4	3	2	1	5
c. The programs conducted on athletic fields	4	3	2	1	5
d. The availability of tennis or basketball courts when you want one	4	3	2	1	5
e. The safety of the recreational equipment on playgrounds	4	3	2	1	5
f. The safety in general	4	3	2	1	5
g. The amount of open space or area for the number of people who are there at one time	4	3	2	1	5
h. The upkeep of the grounds	4	3	2	1	5
i. The availability of the restrooms	4	3	2	1	5
j. The cleanliness of the restrooms	4	3	2	1	5

(ASK EVERYONE)

32. Next, I'd like you to rate Mecklenburg County Government in several areas. Please use a scale from 1 to 10, where 1 means County Government is doing a poor job and 10 means it is doing a great job. How do you rate County Government on . . .

1=Poor Job, 10=Great job, 11=DK

- a. Maintaining the amount of open space in your community _____
- b. Improving air quality _____
- c. Maintaining creeks _____
- d. Controlling insects and other animals that transmit diseases, such as rabies & West Nile virus, to humans _____
- e. Inspecting and rating restaurants _____

33. Do you own or rent your home?

- 1 Own
- 2 Rent (SKIP TO Q38)
- 3 Neither (SKIP TO Q38)
- 4 DK/REF (SKIP TO Q38)

34. Have you made, or ever considered making, any major additions to your home, such as a deck, room, or storage shed?

- 1 Yes
- 2 No (SKIP TO Q38)
- 3 DK/REF (SKIP TO Q38)

35. How familiar are you with the permit requirements and process for making major additions to your home? Would you say you've never heard of this, you've heard of it but don't know much about it, or you are familiar with it?

- 1 Never heard of it
- 2 Heard of, but don't know much about
- 3 Familiar
- 4 DK/REF

36. Are you aware the County has a special phone number, separate from 311, that you can call to have questions answered about permit requirements and the process for major home additions?

- 1 Yes
- 2 No
- 3 DK/REF

37. Are you aware that you can visit the County's website to have questions answered about the permit requirements and process for major home additions?
- 1 Yes
 - 2 No
 - 3 DK/REF

(ASK EVERYONE)

38. Have you visited a Mecklenburg County Library in the past 12 months?

- 1 Yes
- 2 No (SKIP TO Q40)
- 3 DK/REF (SKIP TO Q40)

39. Think about the library you visit most often. Would you rate that library excellent, good, fair or poor on ... (ROTATE LIST.)

	Excellent	Good	Fair	Poor	DK
a. Staff responsiveness to your problem/concern	4	3	2	1	5
d. The convenience of library hours of service	4	3	2	1	5
e. The availability of computers for public use	4	3	2	1	5
g. The availability of books and other resources	4	3	2	1	5
i. Upkeep of library's buildings and grounds	4	3	2	1	5

40. Are you aware of the early voting program that allows any Mecklenburg County registered voter to vote during a designated period of time prior to election day?

- 1 Yes, Aware
- 2 No, Not Aware
- 3 DK/REF

41. Have you voted in Mecklenburg County in the past two years?

- 1 Yes
- 2 No (SKIP TO Q43)
- 3 DK/REF (SKIP TO Q43)

42. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statements about voting in Mecklenburg County.

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK
a. The process was well managed	4	3	2	1	5
b. The information to help you locate your polling site was easy to access	4	3	2	1	5
c. Have you used alternative voting methods such as early voting or absentee voting?					
1 Yes					
2 No					
3 DK/REF					

(ASK EVERYONE.)

43. How would you rate accessibility to programs for senior citizens in your area of the County? Would you say...(READ LIST)

- 1 Poor
- 2 Fair
- 3 Good
- 4 Excellent
- 5 Is it not applicable to you
- 6 DK/REF

Now I would like to get a little information about you and your household for classification purposes only.

44. Including yourself, how many adults age 18 or older live in your household? _____
9= DK/REF

45. How many children under the age of 18 live in your household? _____
9=DK/REF

46. What was the last grade of school you completed? (DO NOT READ LIST)

- 1 Less than high school/8th grade or less
- 2 High school diploma or equivalent
- 3 Special/technical training (not college)
- 4 Some college (not grad from 4-year college)
- 5 College graduate (from 4-year college)
- 6 Post-graduate study (no advanced degree)
- 7 Post graduate advanced degree (Masters, MBA, PHD)
- 8 DK/REF

47. How many years have you lived in Mecklenburg County? YEARS: _____
0=LESS THAN 1 YEAR
99 DK/REF

48. What is your ZIP Code for your home address? _____
99999 DK/REF

49. Is your total before-tax household income, from all sources including investments, less than \$50,000, or \$50,000 or more?

- 1 LESS THAN \$50,000
- 2 \$50,000 OR MORE
- 3 DK/REF (SKIP TO S3)

50. And would that be . . . (READ LIST)

- 1 Less than \$15,0000
- 2 \$15,000 to less than \$25,000
- 3 \$25,000 to less than \$35,000
- 4 \$35,000 to less than \$50,000
- 5 \$50,000 to less than \$75,000
- 6 \$75,000 to less than \$100,000
- 7 \$100,000 to less than \$150,000
- 8 \$150,000 or more
- 0 DK/REF (IF DON'T KNOW OR REFUSED, SAY:)
We don't need to know exactly. Please choose the category you think is closest.

51. Are you an employee of Mecklenburg County? 1 Yes 2 No

Those are all the questions I have. Thank you very much for taking time to participate in this survey. To learn more about Mecklenburg County government or to view the 2006 Community Survey Report, you can visit the county website at MecklenburgCountyNC.gov.

