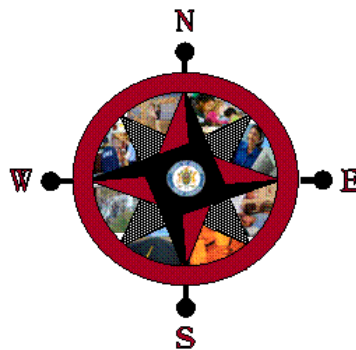




The Guilford Strategic Alliance: Building Tomorrow, Today

Pursuing and Maximizing
Our Potential



Developing Our Road Map

Community Survey

Results

May 2011

Introduction

Why a Survey?

In 2007, a survey was conducted as part of the initial phase of Guilford County's Strategic Alliance Project. The goals of the survey were to engage the public in the project, to receive comments from citizens and to establish a benchmark for future public assessments of County performance. The 2011 survey serves as a follow up. It was done to reassess the public's satisfaction with key County services and programs and to measure the effectiveness of the County's strategic planning efforts.

How Was the Survey Created?

Funding for the survey was provided through a grant from the National Center for Civic Innovation, through the Government Trailblazer Program. The Trailblazer Program seeks to encourage and support government management practices that inform and are informed by the public. The Alfred P. Sloan Foundation provides continuing support for the Trailblazer Program by offering grants to governments that align their work with the public's point of view.

Similar to the 2007 survey, the goal was to provide a benchmark for how services were perceived by the public, to understand their priorities for County government and to assess the County's customer service. The survey's content was very similar to that of the previous 2007 survey.

Method of Distribution

The survey was distributed to:

- A random sample of all active registered Guilford County voters
- A convenience sample of clients at Department of Social Services' locations in Greensboro and High Point
- A convenience sample of clients at the Evans Blount Community Health Center
- A convenience sample of public library customers
- A convenience sample of previous participants in Strategic Alliance Focus Groups
- A convenience sample of District Budget Meetings participants

There were 465 Guilford County residents and three others who stated they were not residents of Guilford County who completed the survey. While the random sample was representative of the County population, the sample of those who actually completed and returned the survey included 60% who identified themselves as Greensboro residents, 21% who identified themselves as being from High Point and 19% from other areas. In 2009, the North Carolina State Demographic Unit reported Guilford County as 56% from Greensboro, 21% from High Point and 23% from other areas.

Community Survey Analysis

■ Strategic Priorities

Guilford County has adopted a strategic plan with **three** broad areas and multiple specific issues. These include:

I. Furthering Community Achievement

- Poverty and Self-Sufficiency (adequate nutrition, housing, transportation, health care access)
- School Readiness/Youth Development
- High Quality K-12 Education
- Workforce Preparedness and Personal Enrichment

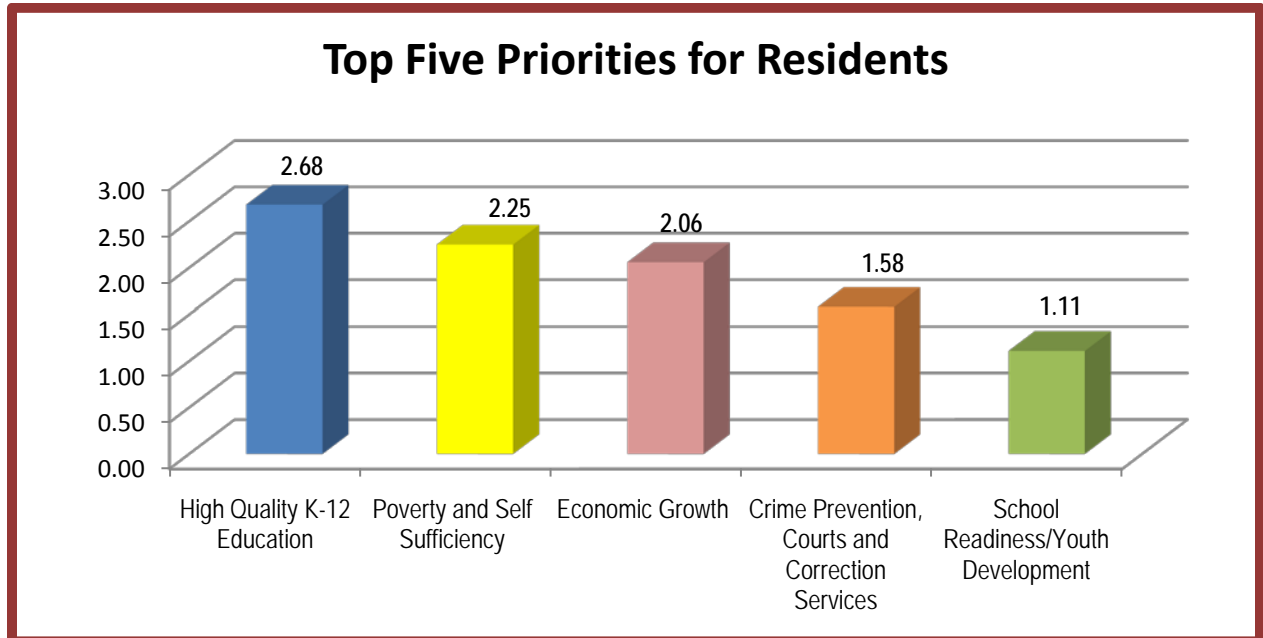
II. Improving Quality of Life and Managing Growth

- Social Capital/Community Attractiveness (recreational facilities and programs, arts and culture, downtown revitalization)
- Green & Clean Community (waste management, environmental protection and preservation, resource conservation)
- Economic Growth

III. Ensuring Community Health and Safety

- Mental Health Risk Behaviors (mental illness, developmental disabilities, substance abuse)
- Physical and Environmental Health (public and environmental health)
- Child, Aging, and Disabled Adult Care (abuse and neglect prevention and investigations)
- Prevention and Emergency Response (Prevention and relief through emergency response of life safety incidents including disaster preparedness)
- Crime Prevention, Courts and Correction Services

Survey respondents were asked to rank five of the strategic issues which they believed should be the top priorities for Guilford County. Using an assigned value of 5 for First Priority, 4 for Second Priority, 3 for Third Priority, 2 for Fourth Priority and 1 for Fifth Priority, below is how respondents ranked the strategic issues in order of importance.



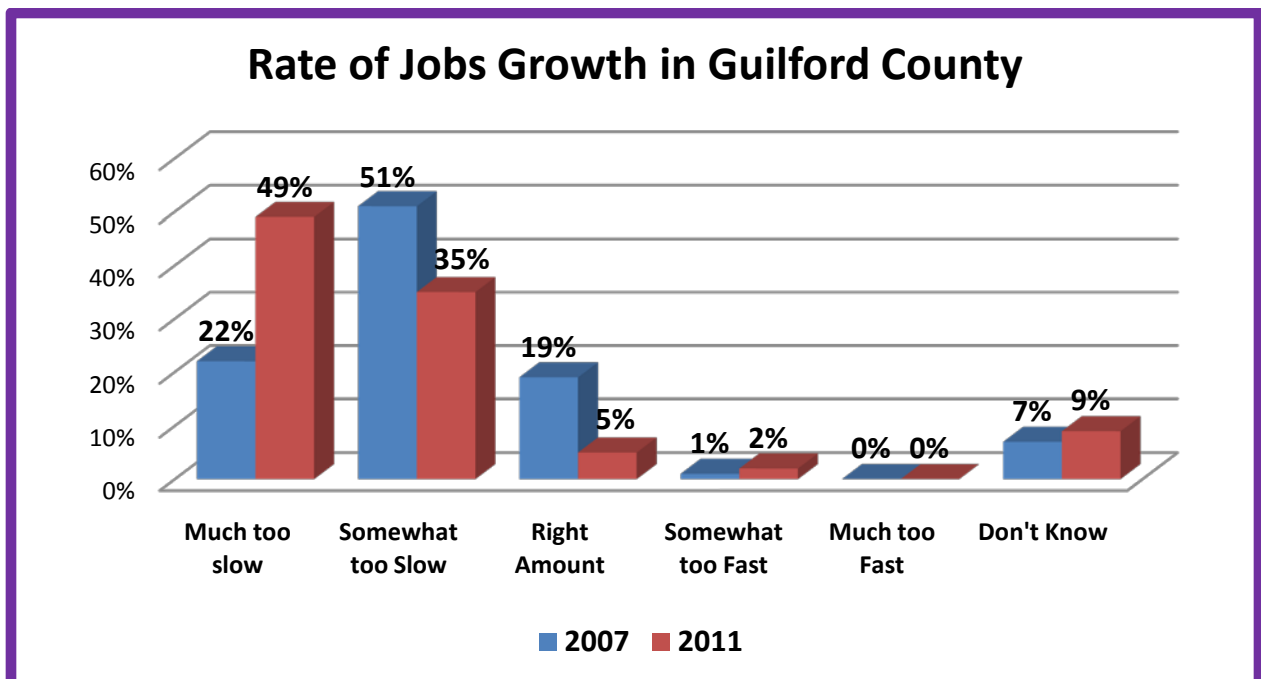
Economic Related Issues

Respondents believe that job and income growth in Guilford County over the past two years has been too slow. They also believe that lack of economic growth is a major problem in the County as well.

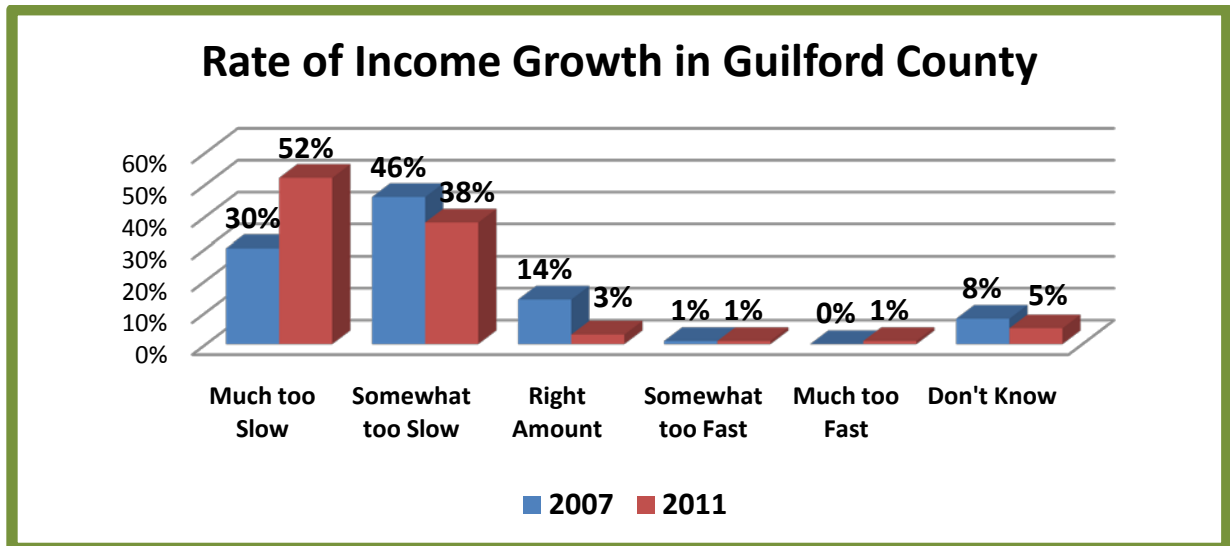
Questions <i>(Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option)</i>	Much too slow	Somewhat too slow	Right Amount	Somewhat too fast	Much too Fast	Don't Know
Please rate the speed of job growth in Guilford County over the past 2 years.	226 49%	163 35%	23 5%	7 2%	1 0%	42 9%
Please rate the speed of income growth in Guilford County over the past 2 years.	225 52%	164 38%	14 3%	4 1%	4 1%	23 5%

Questions <i>(Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option)</i>	Not a Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
Do you believe that lack of economic growth is a problem in Guilford County?	9 2%	38 8%	157 34%	230 50%	28 6%

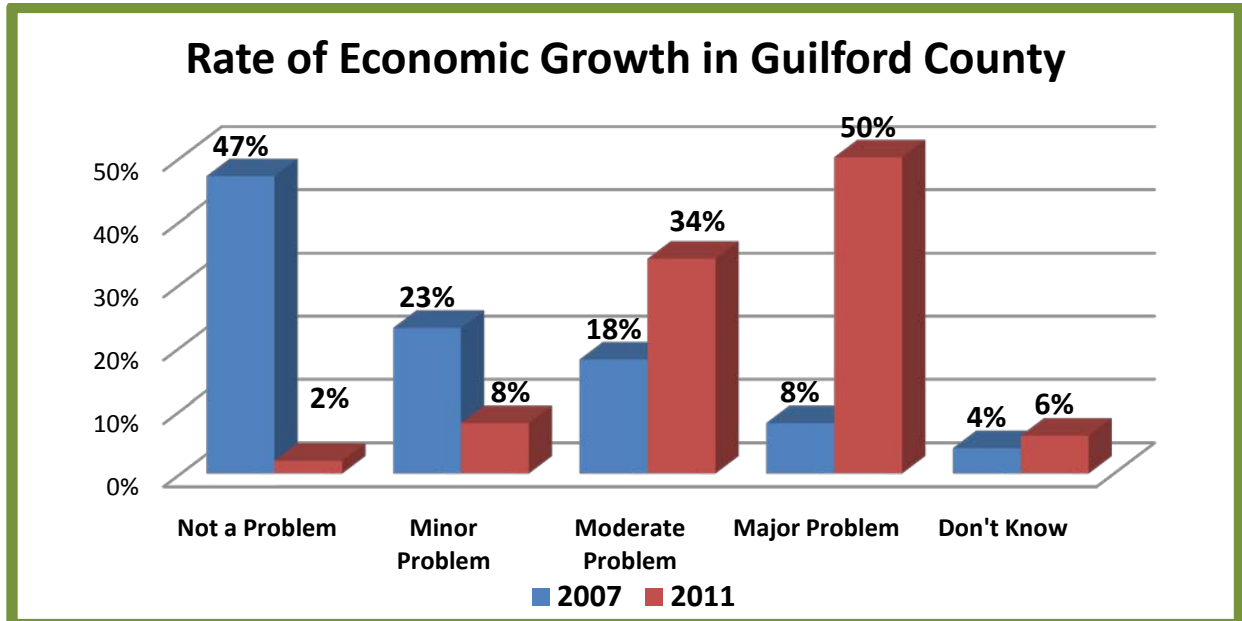
A significantly higher percentage of survey respondents in 2011 think job growth is much too slow in Guilford County when compared to 2007 respondents.



A substantially higher percentage of survey respondents in 2011 groups also think income growth is much too slow in Guilford County when compared to 2007 respondents.



A substantially higher percentage of survey respondents in 2011 groups also think lack of economic growth is a major problem in Guilford County when compared to 2007 respondents.

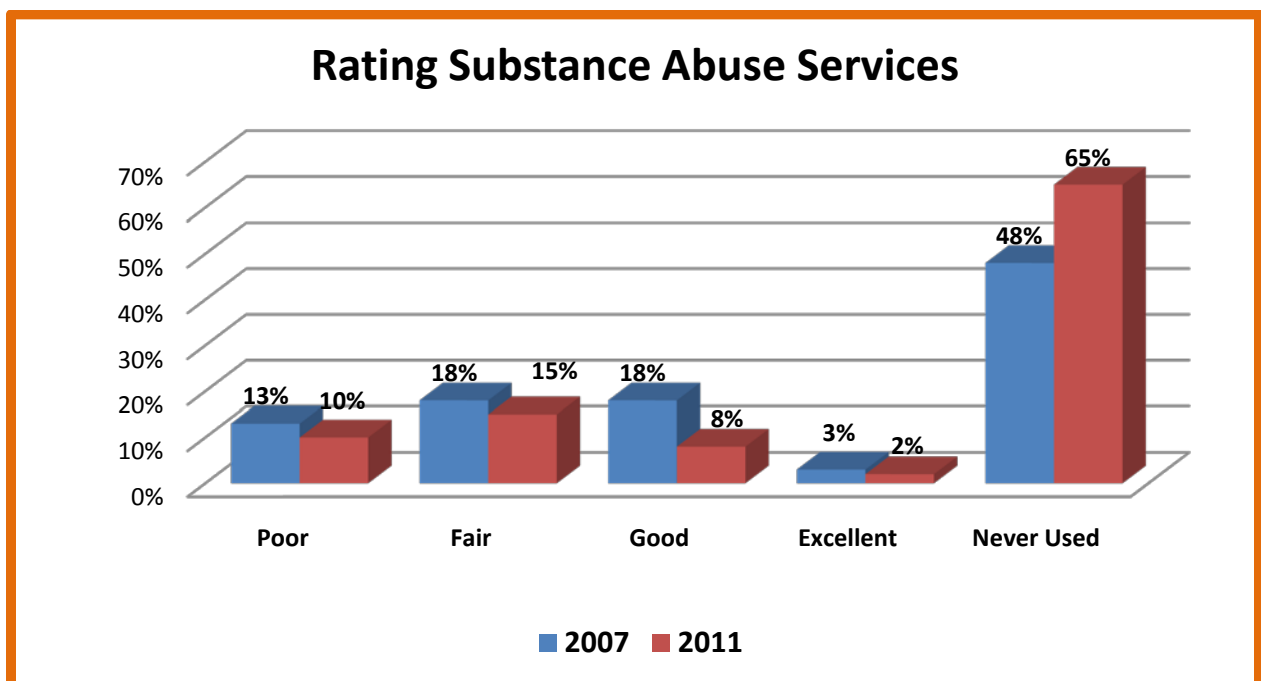


Human Service Related Issues

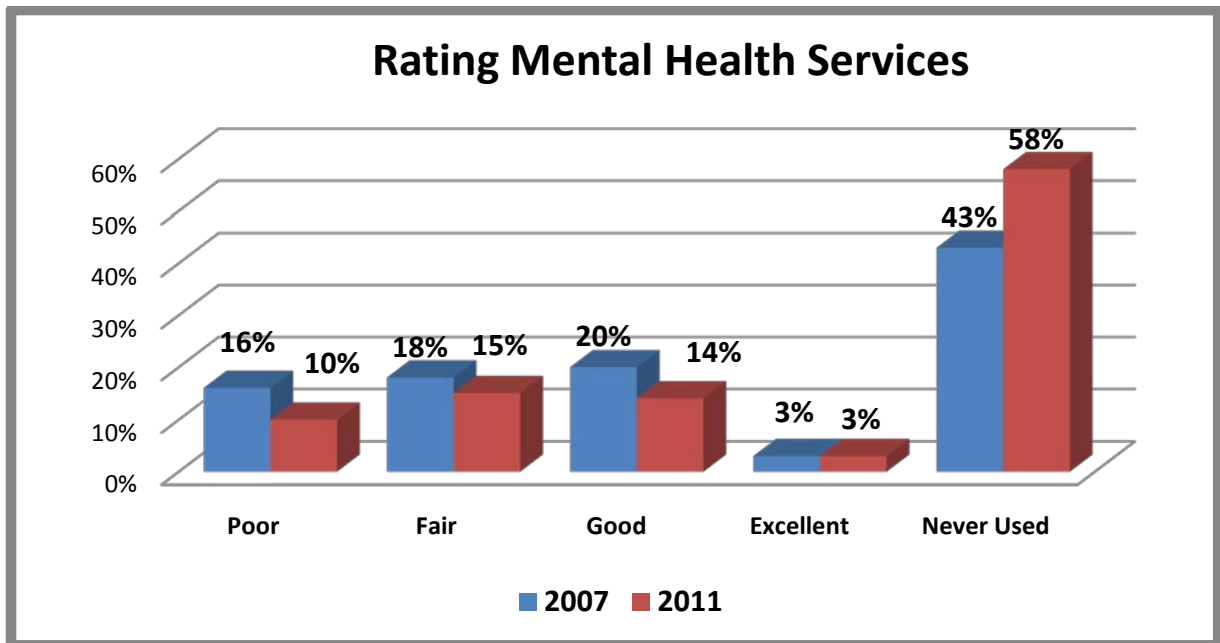
Survey respondents have similar perceptions regarding the quality of Guilford County’s Substance Abuse, Mental Health, and Public Health Services.

Questions <i>(Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option)</i>	Poor	Fair	Good	Excellent	Never used the Services
How do you rate the quality of Substance Abuse Services based upon actual experiences offered or performed by Guilford County?	45 10%	69 15%	39 8%	9 2%	299 65%
How do you rate the quality of Mental Health Services offered or performed by Guilford County?	48 10%	70 15%	62 14%	12 3%	267 58%
Please Rate the quality of Public Health Services based upon actual experience offered or performed by the County.	29 6%	89 19%	114 25%	29 6%	201 44%

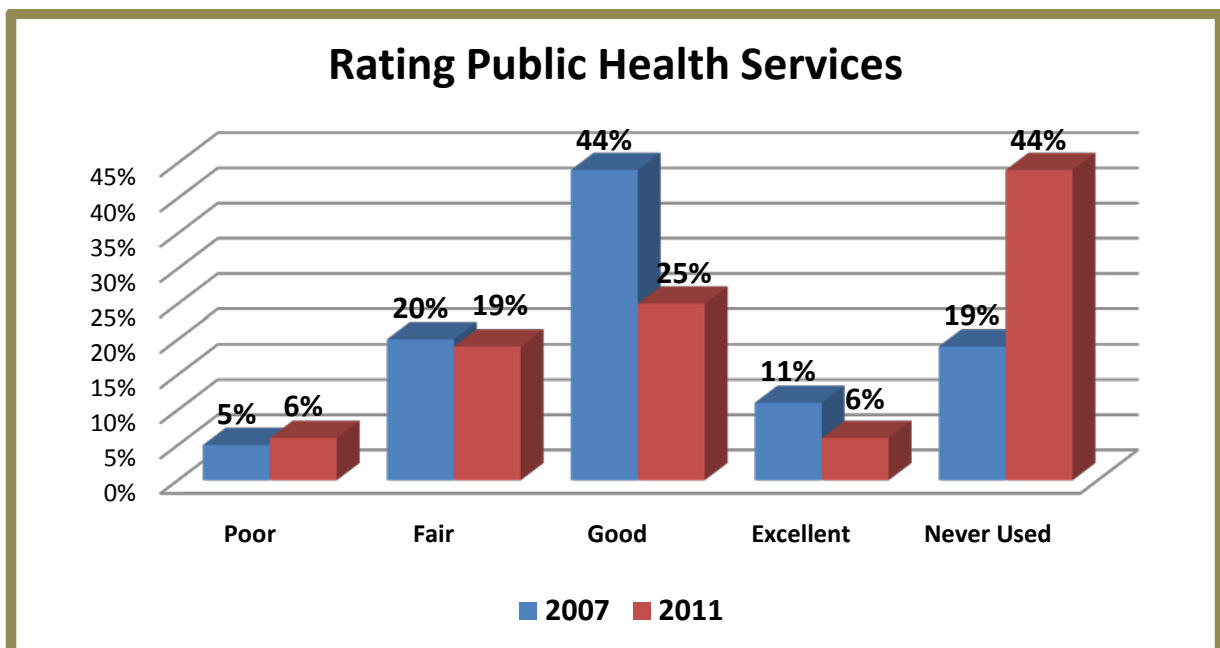
A lower percentage of respondents rated the County’s Substance Abuse Services compared to 2007 respondents. More respondents also had never used the service.



A lower percentage of 2011 respondents rated the County's Mental Health services as a higher percentage said they had never used the service.



A lower percentage of respondents rated public health services as fair, good, or excellent than the 2007 survey respondents. More people had not used the service.



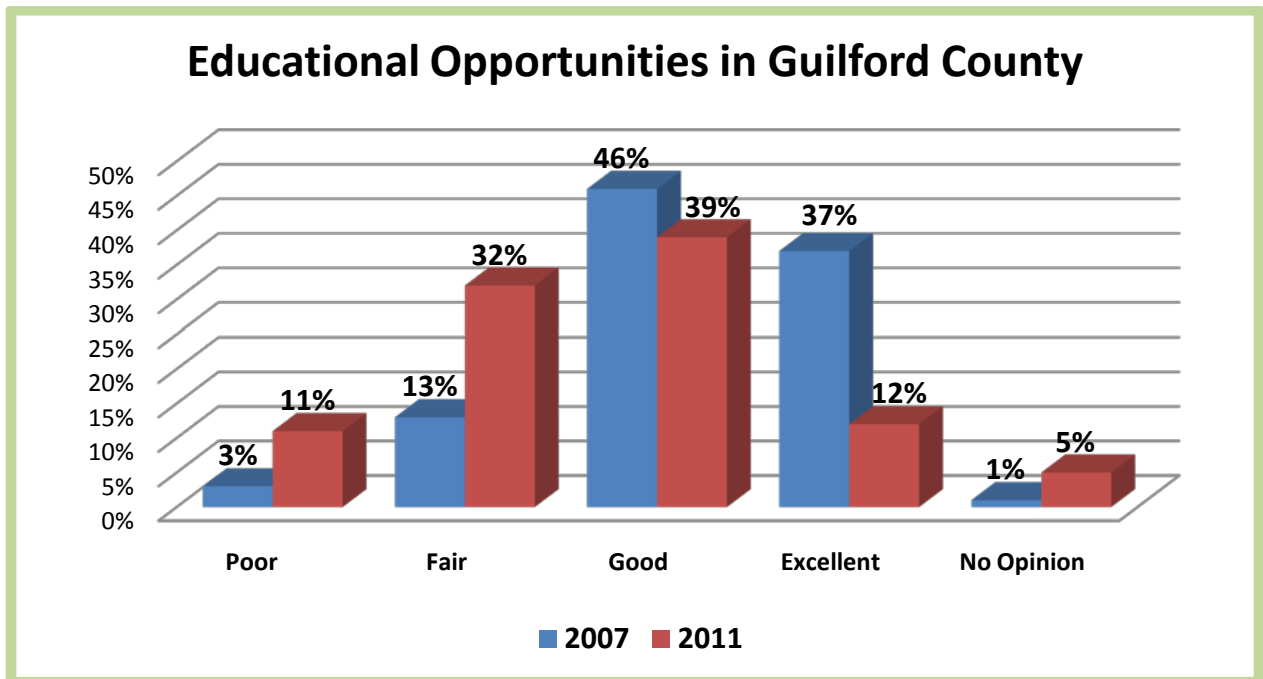
Quality-Related Questions

Similar to the 2007 results, more respondents rank educational opportunities, openness and acceptance, and overall quality of life as good in Guilford County. More somewhat agree that they get good value for the Guilford County taxes they pay.

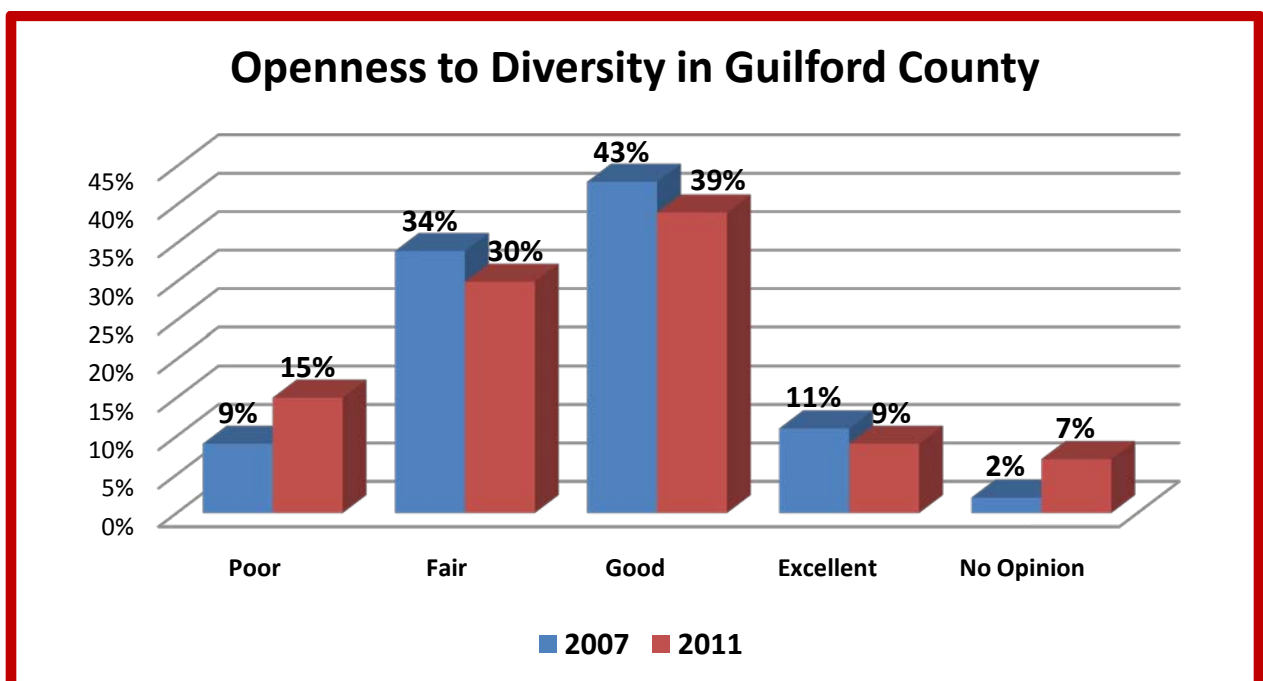
Questions <i>(Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option)</i>	Poor	Fair	Good	Excellent	No Opinion
How do you rate educational opportunities (K-12, Vocational, and Higher Education) in Guilford County?	51	149	181	57	24
	11%	32%	39%	12%	5%
How do you rate the openness and acceptance of the community toward people of diverse backgrounds?	70	137	177	41	32
	15%	30%	39%	9%	7%
How do you rate the overall quality of life in Guilford County?	33	117	255	47	6
	7%	26%	56%	10%	1%

Questions <i>(Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option)</i>	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Do you agree with the statement that you receive good value (efficient, effective, responsive government) for the Guilford County taxes you pay?	80	112	107	124	29
	18%	25%	24%	27%	6%

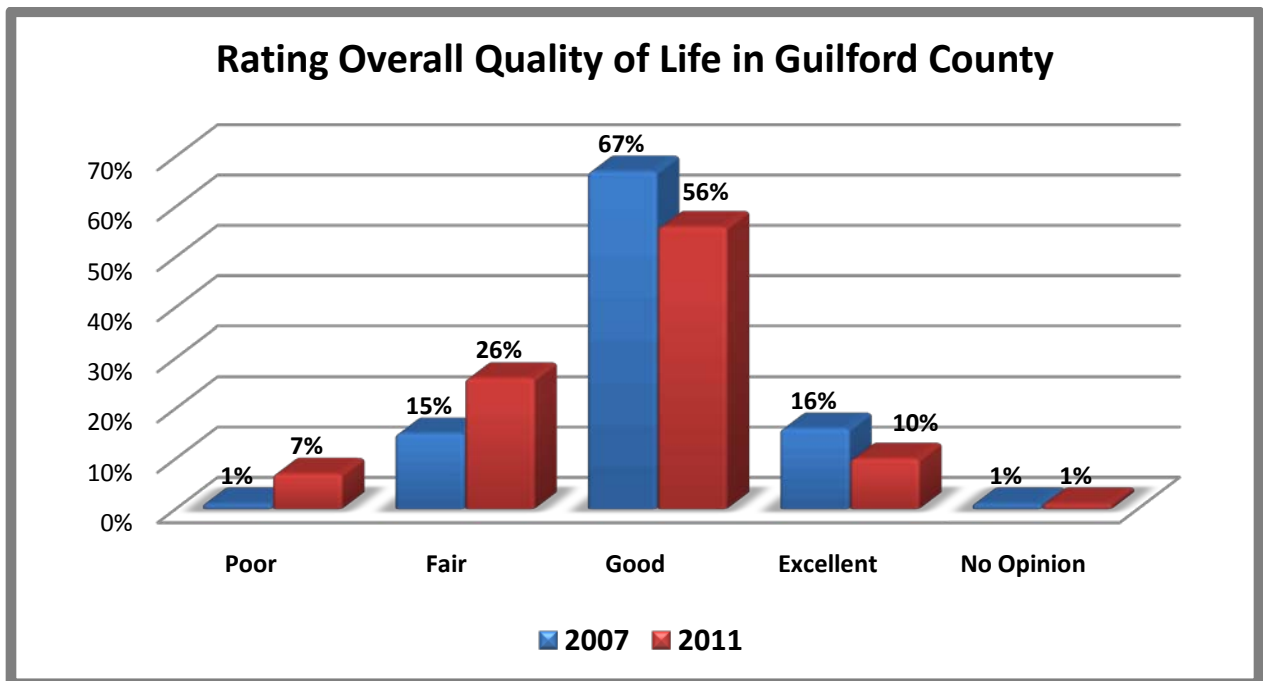
Compared to the 2007's results, a higher percentage of respondents rated the County's educational opportunities as either poor or fair. Fewer of them also rate educational opportunities either good or excellent.



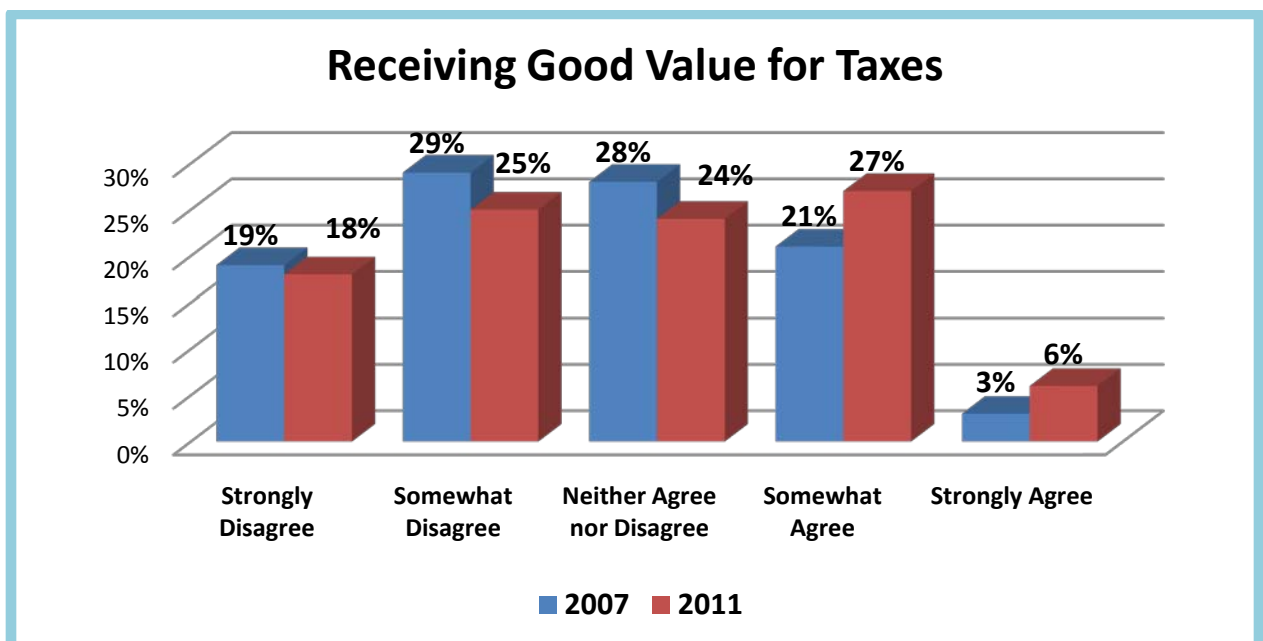
The 2011 survey respondents have roughly the same perceptions as the 2007 respondents regarding openness to diversity in the County. Most respondents rated openness to diversity as good in 2011 as they did in 2007.



Compared to the 2007 survey, respondents ranked the quality of life similarly. Most feel that the quality of life in Guilford County is good.



A higher percentage of the 2011 respondents somewhat agree or strongly agree that they receive good value for the County taxes they pay compared to respondents in 2007.

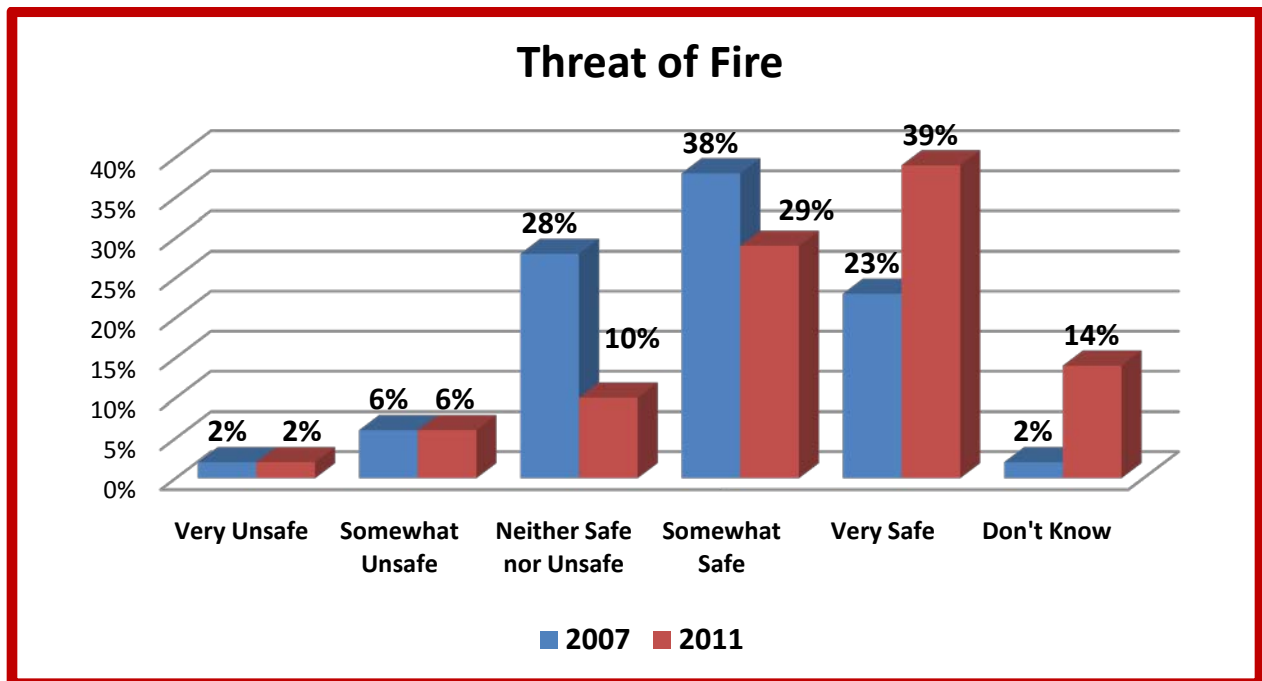


Safety Related Questions

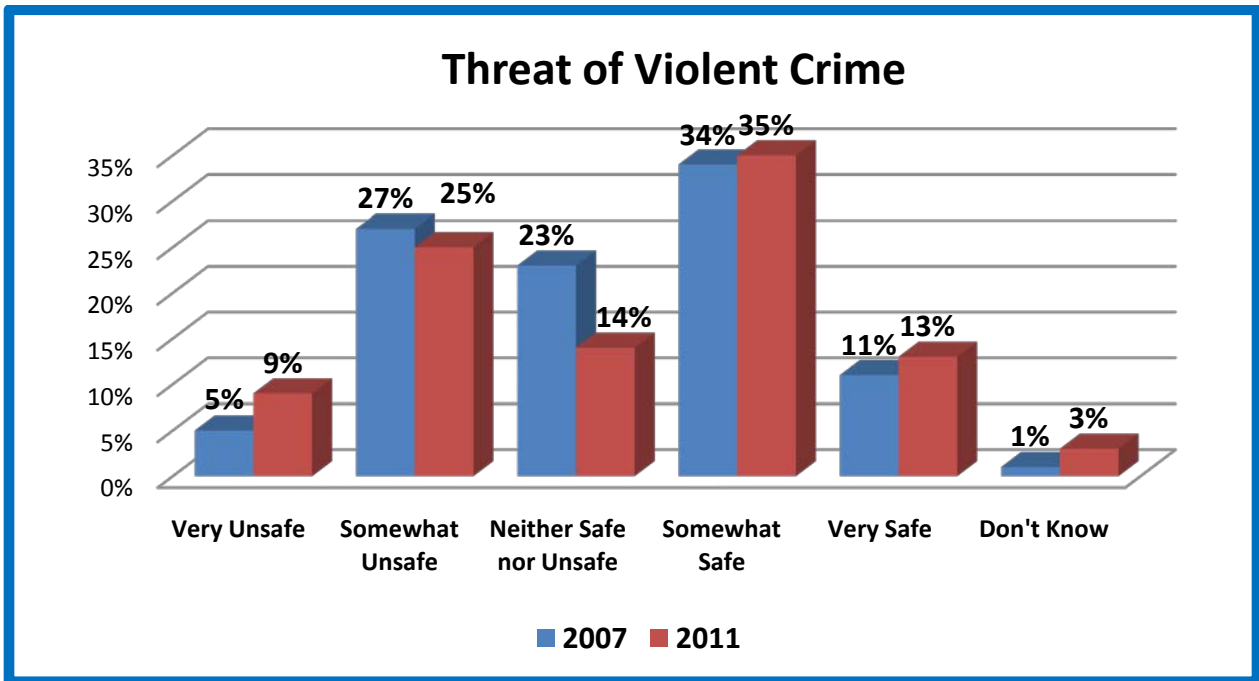
The 2011 sample respondents feel safer from the threat of violent crime and property crime in Guilford County than they did in 2007.

Questions <i>(Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option)</i>	Very Unsafe	Somewhat Unsafe	Neither Safe nor Unsafe	Somewhat Safe	Very Safe	Don't Know
Please rate how safe you feel from a fire incident occurring to you in Guilford County.	9	28	47	133	180	65
	2%	6%	10%	29%	39%	14%
Please rate how safe you feel from the threat of violent crime in Guilford County.	43	117	67	163	59	15
	9%	25%	14%	35%	13%	3%
Please rate how safe you feel from the threat of property crime in Guilford County.	60	119	64	154	50	10
	13%	26%	14%	34%	11%	2%

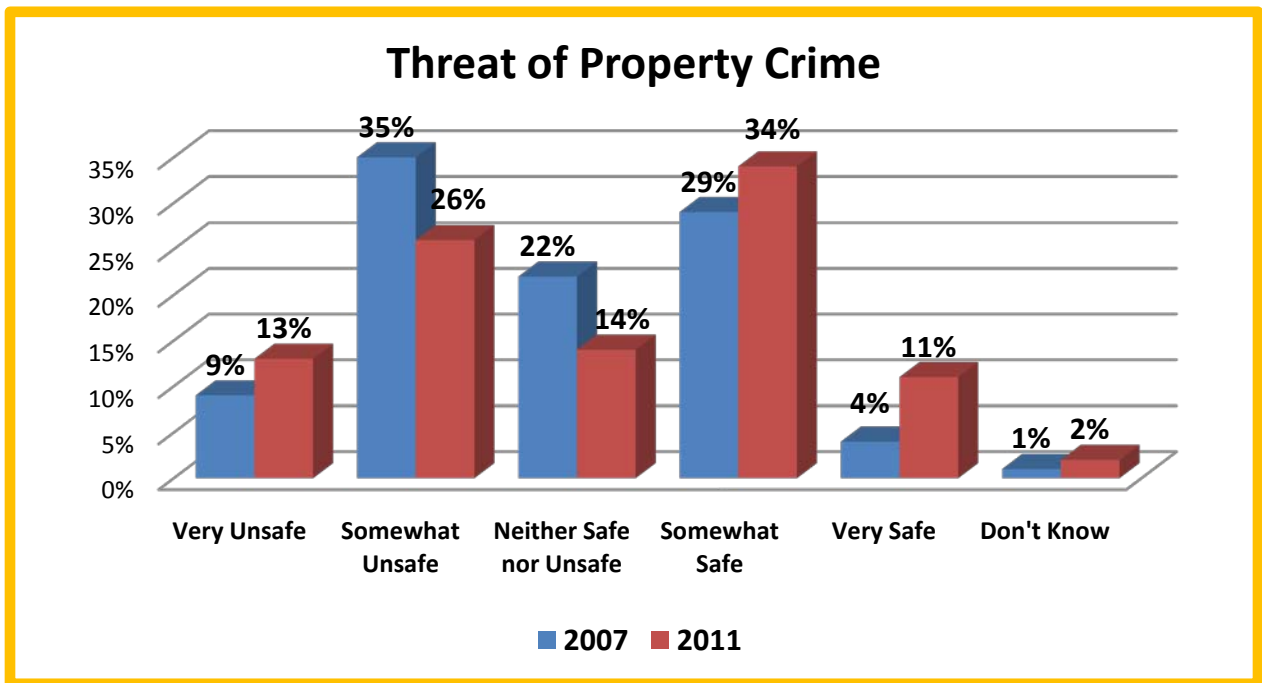
A higher percentage of respondents from the 2011 sample group feel very safe from the threat of a fire incident compared to 2007 respondents.



Most 2011 respondents feel somewhat safe or very safe from the threat of violent crime. This was similar to 2007 responses.



A higher percentage of respondents from both 2011 groups feel somewhat or very safe from the threat of property crime in the County compared to 2007 respondents.



Open Ended Responses

Other issues that should be added to the County's Strategic Focus

These items are in order of the frequency in which they were mentioned:

- Efficient & Effective Government
 - Costs of Government
 - Consolidation of Departments and other Governments
 - Lower Taxes
 - Reduction in Size of Government
- More Human Services Programs Needed
 - Disabled
 - Elderly
 - Single Parents
 - Homeless
 - SubstanceAbusers
- Green & Clean Community
 - Clean Drinking Water
 - Environmental Problems
- Economic Growth
 - More Jobs
 - Higher Paying Jobs
 - Help for Small Businesses
- Transportation
 - Public Transportation
 - Traffic
 - Road Conditions
- Effective Commissioner Governance
- More Education Spending

Other issues that should be addressed

- Public Safety Problems
 - Property Crimes
 - Robberies
 - Panhandling
 - Unsafe Shopping Areas
 - Response Times
 - School Safety
- Effective Commissioner Governance
- Greensboro & High Point City Problems
 - Annexation
 - Crime
 - Trash Pick Up/Recycling
- Department of Social Services Problems
 - DSS Customer Service Issues

- DSS Customer Misuse of Programs
- Efficient and Effective Government
 - Taxes
 - Costs of Programs
 - Size of Government

Analysis of Results

The survey respondents are over represented by females and whites and under represented by African Americans and Hispanics when compared to American Community Survey (ACS) estimates.

2009 Guilford Demographics by Gender, Race, and Ethnicity		
Gender	Census Estimates	Survey Participants
Male	47.8%	39.0%
Female	52.2%	61.0%
Race	Percent	Percent
White	59.4%	66.9%
Black/African-American	31.6%	25.2%
Other	9%	7.9%
Ethnicity	Percent	Percent
Hispanic (of any race)	6.5%	1.3%

Approximately 92.7% of the survey respondents had at least a High School Degree. This compares to the ACS census estimates of only 87.4% of residents 26 and over having at least a High School degree.

Educational Attainment	Number of Participants	Percentage of Total
12th grade or less, no diploma	30	7.3%
High school diploma	66	16.0%
Some college, no degree	86	20.9%
Professional or technical certificate	27	6.6%
Associate's degree (e.g. AA, AS)	28	6.8%
Bachelor's degree (e.g. BA, AB, BS)	94	22.9%
Master's degree	63	15.3%
PhD degree	17	4.1%
Total	411	100%

2009 ACS census information shows the median household income is \$44,176 and the mean household income is \$62,873. In this survey, 55% of the household income was less than \$49,999 while 45% had \$50,000 or more.

Household Income	Number of Participants	Percentage of Total
Less than \$24,999	123	33.8%
\$25,000 to \$49,999	77	21.2%
\$50,000 to \$74,999	70	19.2%
\$75,000 to \$99,999	35	9.6%
\$100,000 or more	59	16.2%
Total	364	100%

Around 44% of the respondents were 49 years old or below and 56% were 50 years or older. In 2009, the median age was 36.2 years including children and youth who were not included in our sample.

Age	Number of Participants	Percentage of Total
18 years or younger	2	.5%
19 to 29 years	60	14.7%
30 to 39 years	46	11.2%
40 to 49 years	71	17.3%
50 to 59 years	86	21.0%
60 to 69 years	91	22.2%
70 to 79 years	30	7.3%
80 years or older	24	5.9%
Total	410	100%

Key Points of Consideration

The results of this survey are partially based on a convenience sample as was the 2007 survey. We selected random samples from registered voters and there was a 22.4% response rate. The results show some under representation from males, African Americans, Hispanics and those outside of High Point and Greensboro. Respondents are more educated and older than the general population. The next phase of this project is to do focus groups which should try to target under represented populations.

The main differences in the responses to the survey dealt with economic questions with the 2011 participants showing more concern for this area. The current economic climate is considerably different than that of 2007 when the initial survey was conducted.