



2021 COMMUNITY SURVEY

Findings Report

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To
BUNCOMBE COUNTY,
NORTH CAROLINA

JANUARY 2022



Table of Contents

Section 1: page i	Executive Summary
Section 2: page 1	Charts & Graphs: Overall Results
Section 3: page 40	Importance- Satisfaction Analysis
Section 4: page 46	Tabular Data
Section 6: page 97	Survey Instrument

Section 1: Executive Summary

Buncombe County Community Survey (2021)

Executive Summary



Purpose

ETC Institute administered a County community survey to residents of Buncombe County, North Carolina. The purpose of the survey was to evaluate the level of service the County provides residents across the area, to better understand the needs of the community. Data compiled from the community survey will provide Commissioners and staff with vital feedback concerning opportunities and challenges facing the community.

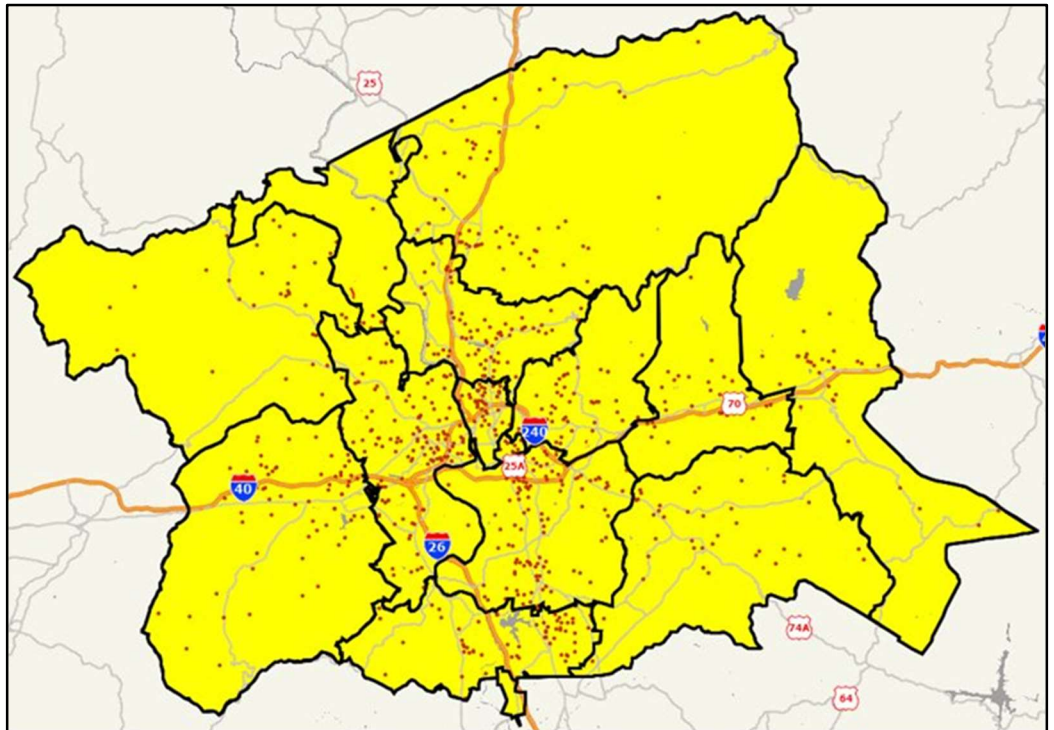
Methodology

The survey instrument, cover letter, and postage paid return envelope were mailed to a random sample of households in the County. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address. This was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Approximately, ten days after the surveys were mailed, ETC Institute sent e-mails/text messages to the households that received the survey to encourage participation.

The e-mails/texts contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the County from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain 500 surveys and this goal was achieved by a total of 753 completed surveys. The overall response for the sample of 753 households have a precision of at least +/- 3.5% at the 95% level of confidence.



Buncombe County Community Survey (2021)

Executive Summary



This report contains:

- Executive summary of the survey methodology and major findings
- Charts showing the overall results for most questions on the survey
- Importance-satisfaction analysis
- Frequency tables that show the results for each question on the survey
- A copy of the cover letter and survey instrument

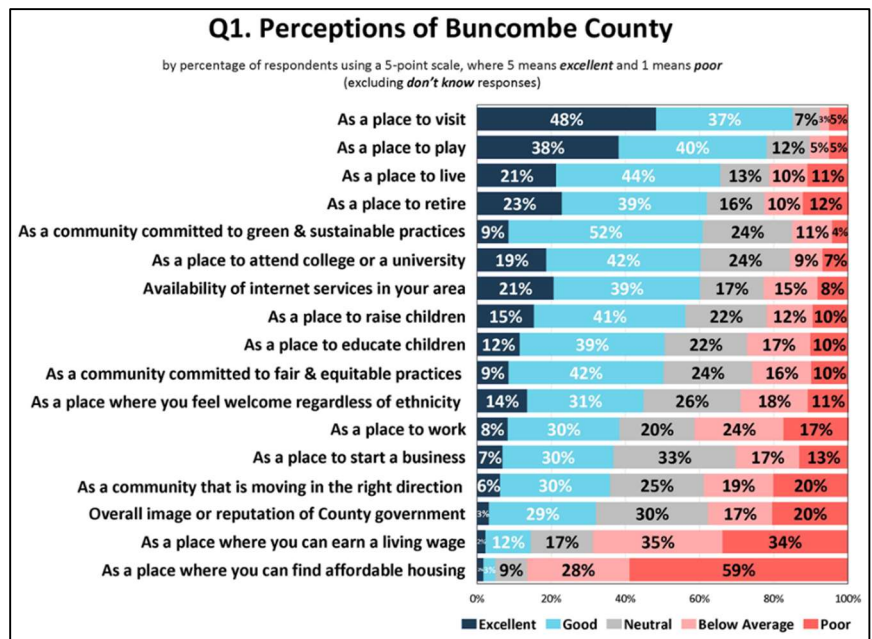
Major survey findings are below and on the following pages.

Major Findings

Respondents Perceptions Of Buncombe County Is That The County Is An Excellent/Good Place To Visit, Play, Live, And Retire.

- When respondents were asked to rate Buncombe County in various perception items. The graph to the right shows how residents rated their perceptions of Buncombe County. The four perceptions that had the highest percentage of *excellent/good* responses were:

- Buncombe County is a place to *visit* (85.1%)
- Buncombe County as a place to *play* (78.1%)
- Buncombe County as a place to *live* (65.6%)
- Buncombe County as a place to *retire* (62.0%)



At Least A Quarter Of Respondents Think The Following Core County Services Should Receive The Most Emphasis From Leaders Over The Next Two Years: Quality Public Health Services, Social Services, And County Development, Planning, And Zoning Services.

- Respondents were asked to rate their level of satisfaction with core County services. The top four services that received the highest ratings of *very satisfied* and *satisfied* responses are listed below.

Buncombe County Community Survey (2021)

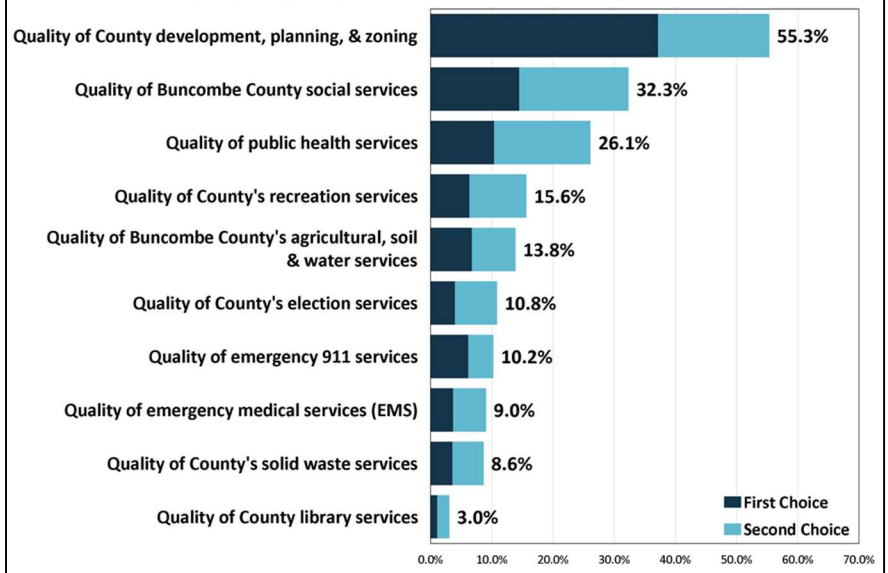
Executive Summary



- Quality of County library services (79.4%)
 - Quality of emergency medical services (73.2%)
 - Quality of emergency 9-1-1 services (67.3%)
 - Quality of the County’s recreation services (66.5%)
- The bottom two services, that had less than 50% satisfaction ratings, were: the quality of County social services (39.1%) and County development, planning, and zoning services (16.6%).
 - In addition to asking respondent’s level of satisfaction with core County services, they were asked to choose their top two core services they think County leaders should place the most emphasis on over the next two years. *See graph to the right.*

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

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



- Based on the sum of respondents’ top two choices, the core County services that respondents think should receive the most emphasis over the next two years, from County leaders, were:

- Quality of County development, planning, and zoning (55.3%)
- Quality of County social services (32.3%)
- Quality of public health services (26.1%)

Majority Of Respondents Use The County’s Website, Local TV News, Social Media, And Word-Of-Mouth To Learn About County Information. Four Of Ten Respondents Most Prefer To Use The County Website And/Or Local TV News To Learn About County News, Events, And For Other County Information.

- The top four sources of information, that over the majority indicated they use to learn about County news, events, and other information, were:
 - BuncombeCounty.org (58.6%)
 - Local TV news (57.8%)
 - Social media (56.7%)
 - Friends/family/word-of-mouth (53.9%)

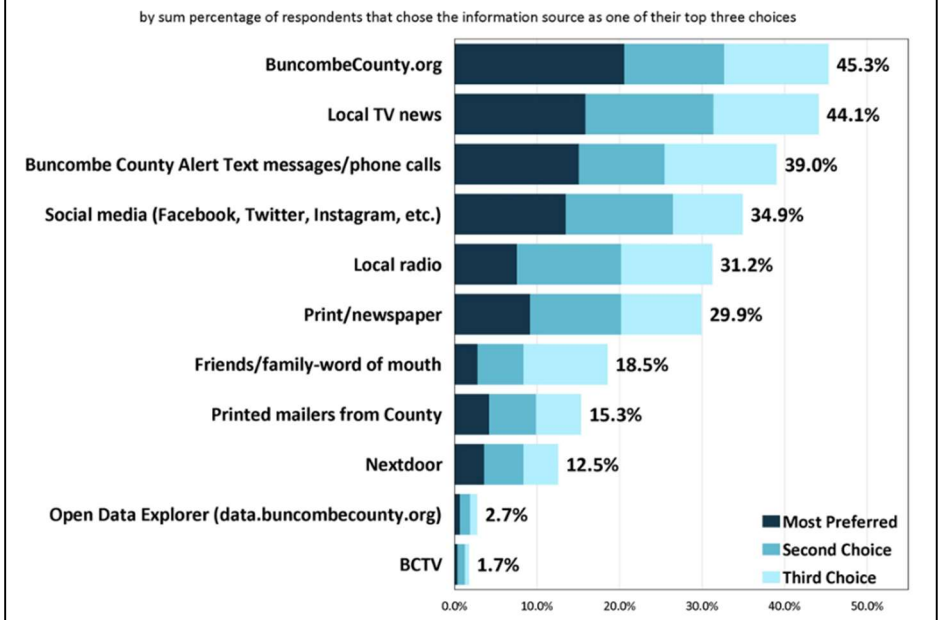
Buncombe County Community Survey (2021)

Executive Summary



- The graph to the right shows how respondents rated their top three choices for which information sources they most prefer to use to learn about County news, events, and other County Information. The two information sources that respondents most prefer to use to learn about the County is from the County's website (45.3%) and local TV news (44.1%).
- The majority of respondents would like to see the County provide, using the County's website and local TV news (most preferred sources of information), the following types of information:
 - Crime data (58.0%)
 - County budget information and priorities (57.6%)
 - Land planning and development issues (57.2%)
 - Elections (54.7%)
 - Public health (53.3%)
 - Environmental and green initiatives (50.2%)

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



Over Half Of Respondents Are Satisfied With The Information Provided Through The County Emergency Alert System, The County's Efforts To Connect Residents With Resources, And How Easy The County's Website Is To Use.

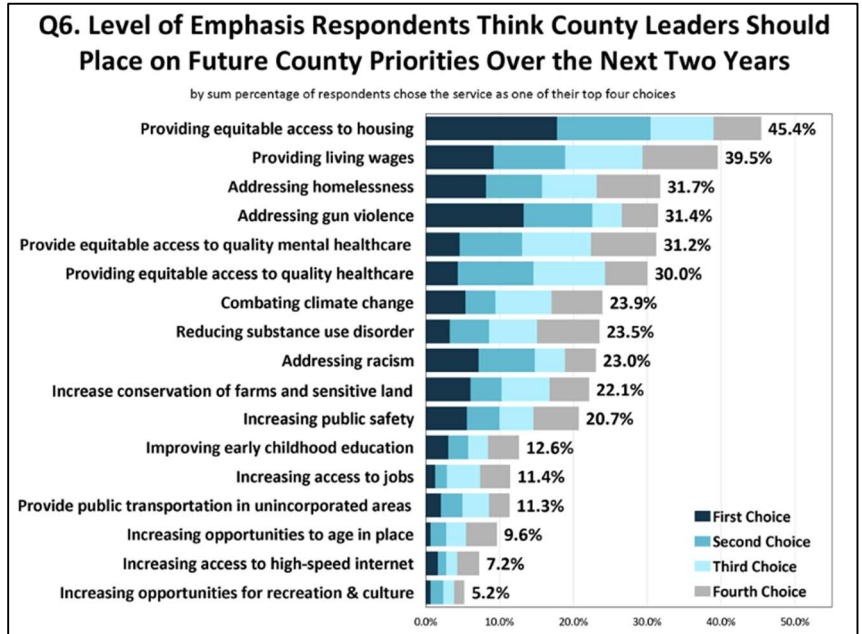
- Respondents were asked to rate their level of satisfaction with various communication items. Based on the sum of *very satisfied* and *satisfied* responses, the following three items had the highest satisfaction ratings:
 - Information provided through the County emergency alert system (64.8%)
 - The County's efforts to connect residents with resources like community markets, election resources, and public health services, like vaccines (58.1%)
 - How easy the County's website is to use (52.7%)

Buncombe County Community Survey (2021)

Executive Summary

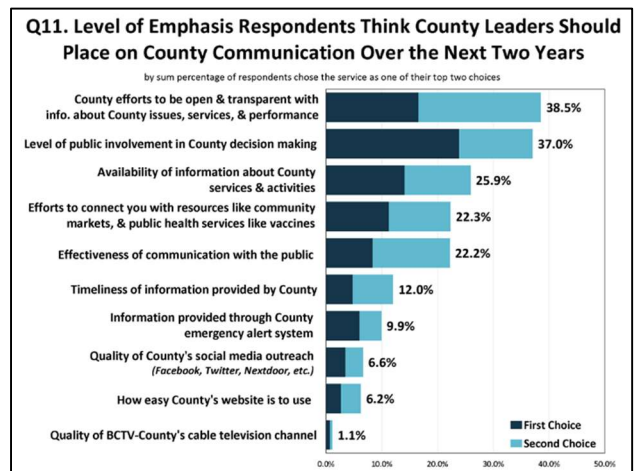


- The graph to the right shows the level of emphasis respondents think County leaders should place on County communication items over the next two years.
 - At least one-third of respondents think County leaders should place the most emphasis on,
 - Efforts to be open & transparent with information about County issues, services, and performance (38.5%)
 - Level of public involvement in County decision-making (37.0%)
 - A quarter (25.9%) of respondents think County leaders should place emphasis on the availability of information about County services and activities. At least one-fifth of respondents think County leaders should place emphasis on their efforts to connect residents with resources like community markets, election resources, and public health services (22.3%) and the effectiveness of the County’s communication with the public (22.2%).



The Top Six Future County Priorities That Respondents Think Leaders Should Place The Most Emphasis On, Over The Next Five Years, Are: (1) Providing Equitable Access To Housing, (2) Providing Livable Wages, (3) Addressing Homelessness, (4) Addressing Gun Violence, (5) Providing Equitable Access To Quality Mental Healthcare, And (6) Providing Equitable Access To Quality Healthcare.

- Based on the sum of respondents’ top four choices, respondents think leaders should focus on the following County priorities over the next five years. *See graph to the right.*
 - Providing equitable access to housing (45.4%)
 - Providing living wages (39.5%)
 - Addressing homelessness (31.7%)
 - Addressing gun violence (31.4%)
 - Providing equitable access to quality mental healthcare (31.2%) and overall quality of healthcare (30.0%)



Buncombe County Community Survey (2021)

Executive Summary



1. Five percent (4.9%) of respondents rated Buncombe County as an *excellent/good* place where you can find affordable housing; 8.6% gave a neutral rating and 86.5% gave a rating of *below average* and *poor*.
 - In regard to future County priorities, 83.4% of respondents believe providing equitable access to housing is *very important/important*.
2. Fifteen percent (14.5%) of respondents rated Buncombe County as an *excellent/good* place where you can earn a living wage; 16.8% rated it neither good or bad and 68.6% rated it was *below average/poor*.
 - Regarding the County's future, 90.5% of respondents believe providing living wages is *very important/important*.
3. Regarding future County priorities for public safety:
 - 88.8% believe it is *very important/important* the County address homelessness
 - 88.3% believe it is *very important/important* the County reduce substance use disorder
 - 85.5% believe it is *very important/important* the County increase public safety
 - 79.3% believe it is *very important/important* the County address gun violence
 - The percentage respondents feel *very safe/safe*...
 - In their neighborhood during the day (85.5%)
 - In their neighborhood at night (68.6%)
 - Overall in the County (58.9%)
 - In retail areas of the County (55.1%)
 - In County Parks (48.0%)
4. Thirty-nine percent (39.1%) of respondents indicated they were *very satisfied/satisfied* with the quality of Buncombe County's social services; 39.3% were neither satisfied or dissatisfied and 21.5% were *very dissatisfied/dissatisfied*.
 - In regard to the County's future, 91.2% of respondents believe it is *very important/important* for the County provide equitable access to mental healthcare and 89.9% believe it is *very important/important* for the County to provide equitable access to quality healthcare.

The Parks And Recreation Services That Respondents Indicated They Are The Most Satisfied In, Based On The Sum Of Very Satisfied And Satisfied Responses, Are: The Quality And Availability Of Outdoor Event Facilities At County Parks, Quality Of Open Space, Natural Areas, And Greenways In The County, And The Maintenance Of County Parks.

- The top four parks and recreation services, with the highest percentage of satisfied respondents, were:
 - The quality of outdoor event facilities at County parks (66.1%)
 - The availability of outdoor even facilities at County parks (59.9%)
 - Quality of open space, natural areas, and greenways in the County (55.9%)
 - Maintenance of County parks (55.6%)

Buncombe County Community Survey (2021)

Executive Summary



- Parks and recreation services that respondents indicated they think should receive the most emphasis from County leaders over the next two years, based on the sum of their top two choices, were:
 - Maintenance of County parks (35.1%)
 - Availability of open space, natural areas, and greenways in the County (34.2%)
 - Quality of open space, natural areas, and greenways in the County (20.9%)
 - Availability of park amenities for Buncombe County residents regardless of age or ability (20.3%)

Majority Of Respondents That Interacted With The County Government Had A Positive Experience. Respondents That Contacted An Employee Of The County Or Visited The County's Website To Seek Services, Ask A Question, Or File A Complaint Were Very Satisfied Or Satisfied With Each Customer Service Item Analyzed.

- Forty-three percent (43.3%) of respondents indicated that during the past year, they or members of their household had contacted County employees or visited the County's website to seek services, ask a question, or file a complaint. Of these respondents,
 - 74.1% were *very satisfied/satisfied* with the courtesy of the County employee(s) they interacted with
 - 71.2% were *very satisfied/satisfied* with the appropriateness of the County employees' response
 - 68.1% were *very satisfied/satisfied* with the accuracy of information they were given from the County employee(s)
 - 67.9% were *very satisfied/satisfied* with the overall quality of customer service received
 - 67.3% were *very satisfied/satisfied* with the timeliness of the County employees' response
 - 60.9% were *very satisfied/satisfied* with how easy County government was to contact
 - 57.7% were *very satisfied/satisfied* with the resolution of their issue/concern

As Part Of The COVID-19 Recovery In The County, Nine Of Ten Respondents Believe It Is Very Important/Important To Invest In Enhancing Behavioral Healthcare (E.G., Mental Health Treatment, Substance Abuse, Crisis Intervention).

- Respondents were asked to rate the level of importance they would place on investments in the COVID-19 recovery in the County. The four COVID-19 initiatives that received the highest percentage of *very important/important* responses are listed below:
 - Enhance behavior healthcare needs (90.8%)
 - Invest in water, sewer, and broadband internet infrastructure to expand access throughout the County (85.6%)
 - Support works and families with food, housing, or other financial insecurities (81.9%)
 - Support vaccination programs, testing, contact tracing, and personal protective equipment (80.2%)
- Based on respondents' top three choices, the top three COVID-19 initiatives for investment, that respondents indicated would have the greatest impact on them and/or members of their household, were:

Buncombe County Community Survey (2021)

Executive Summary



- Enhance behavioral healthcare needs (39.3%)
- Support vaccination programs, testing, contact tracing, and personal protective equipment (38.5%)
- Invest in water, sewer, and broadband internet infrastructure to expand access throughout the County (26.5%)

Conclusion

To ensure the County continues to deliver a high quality of services to residents, ETC Institute recommends the County emphasize the following areas.

- **Overall Priorities for Core County Services:** The first level of analysis reviewed the importance of and satisfaction with the core County services. This analysis was conducted to help set the overall priorities for the County.
- The table below shows the Importance-Satisfaction Analysis for five of the ten County services and initiatives analyzed. Based on the results of this analysis, the three services that are recommended as the top opportunity for improvement over the next two years, in order to raise the County's overall satisfaction rating are:
 - Quality of County development, planning, and zoning services (I-S Rating=0.4612)
 - Quality of County social services (I-S Rating=0.1967)
 - Quality of public health services (I-S Rating=0.1240)

Importance-Satisfaction Analysis & Ratings						
Core County Services						
2021 Buncombe County Community Survey						
Buncombe County, NC						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Quality of County development, planning, & zoning	55.3%	1	16.6%	10	0.4612	1
High Priority (I-S = 0.10-0.20)						
Quality of Buncombe County social services	32.3%	2	39.1%	9	0.1967	2
Quality of public health services	26.1%	3	52.5%	7	0.1240	3
Medium Priority (I-S < 0.10)						
Quality of Buncombe County's agricultural, soil & water services	13.8%	5	52.4%	8	0.0657	4
Quality of County's recreation services	15.6%	4	66.5%	4	0.0523	5

Buncombe County Community Survey (2021)

Executive Summary



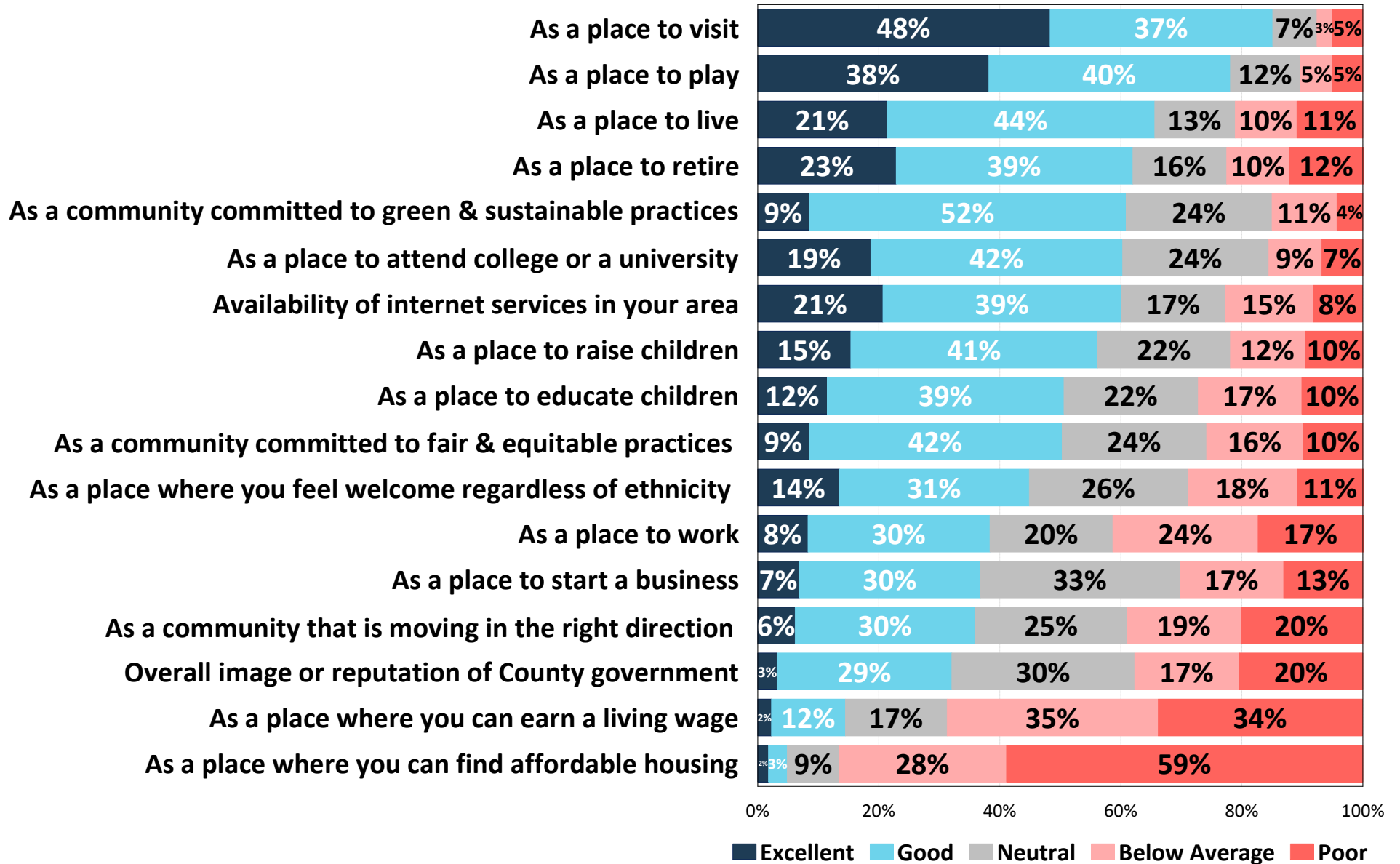
- **Priorities for Specific Areas:** The second level of analysis reviewed the importance of and satisfaction with services within other specific service areas (e.g., communication and parks and recreation). This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each area over the next two years are listed below:
 - **Communication:** (1) Level of public involvement in County decision making County, (2) County efforts to be open and transparent with information about County issues, services, and performance, (3) effectiveness of County communication with the public, and (4) availability of information about County services and activities.
 - **Parks and Recreation:** (1) Availability of open space, natural areas, and greenways in the County, (2) maintenance of County Parks, and (3) availability of parks amenities for County residents regardless of age or ability.

By emphasizing improvements in the areas listed above, the County will be able to continue to improve levels of resident satisfaction in future years and increase satisfaction in areas where improvements are needed. Importance-Satisfaction Analysis tables are found in Section 3 of the Findings Report.

Section 2: Charts and Graphs of Overall Results

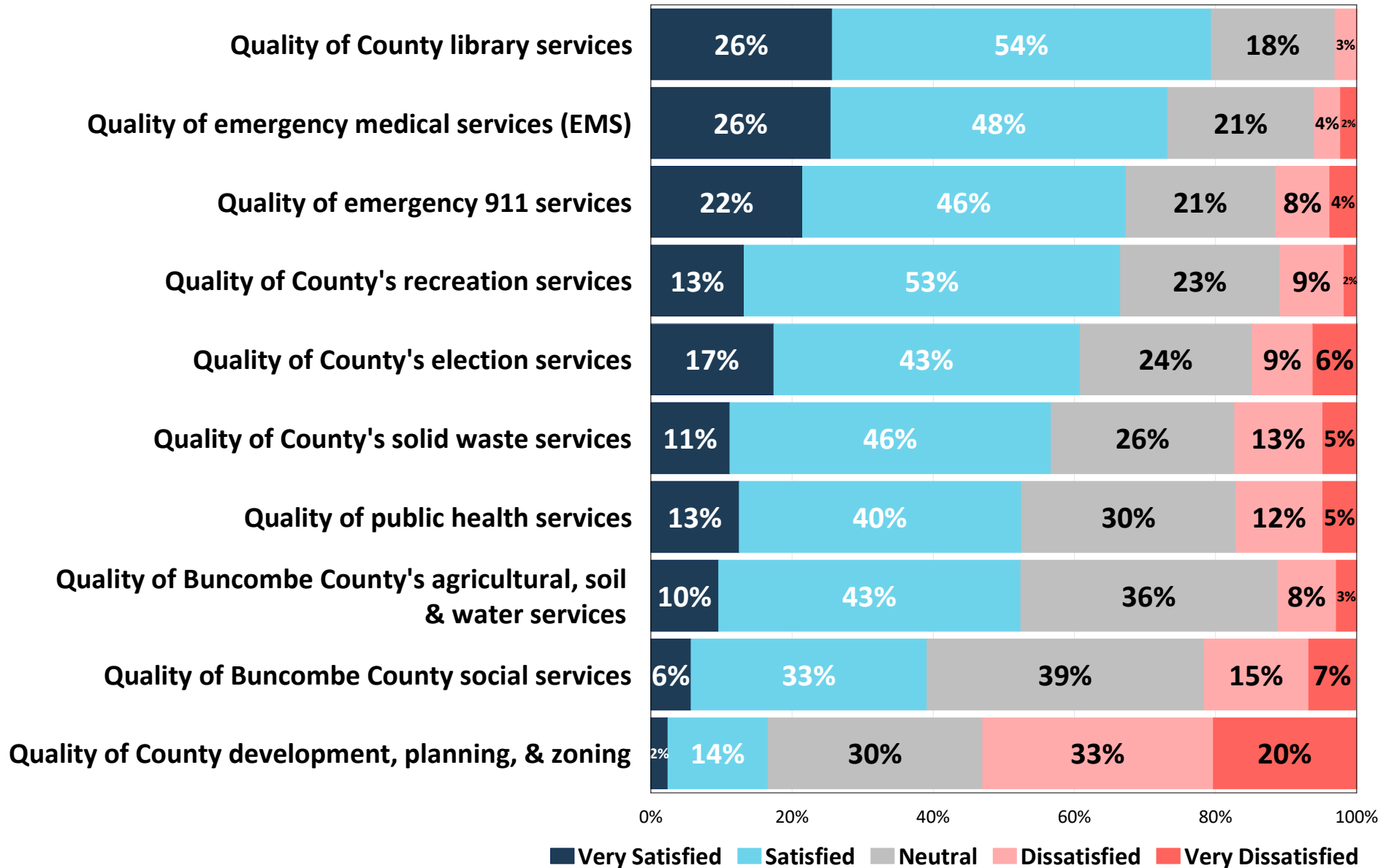
Q1. Perceptions of Buncombe County

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



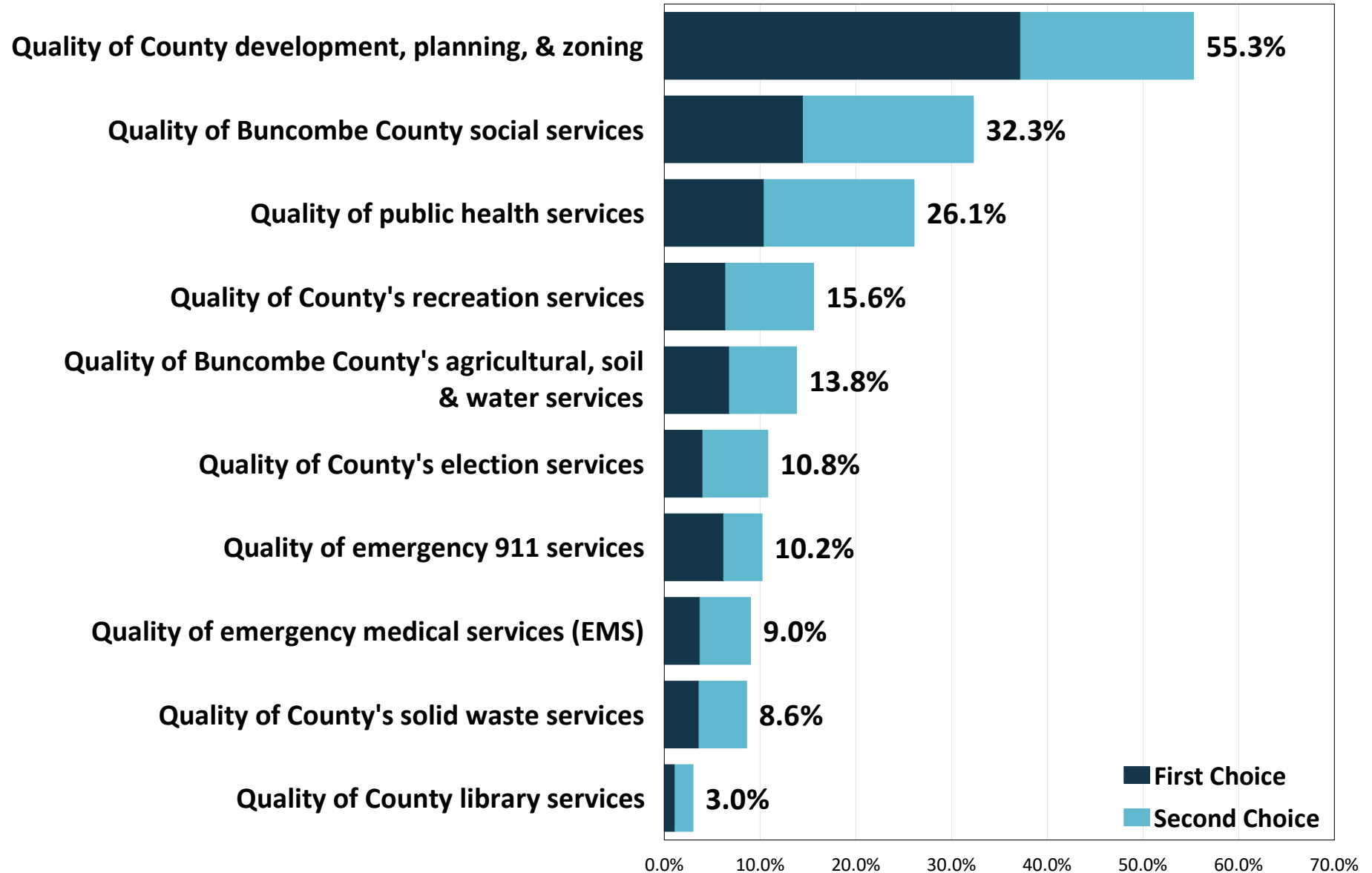
Q2. Level of Satisfaction with Core County Services

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



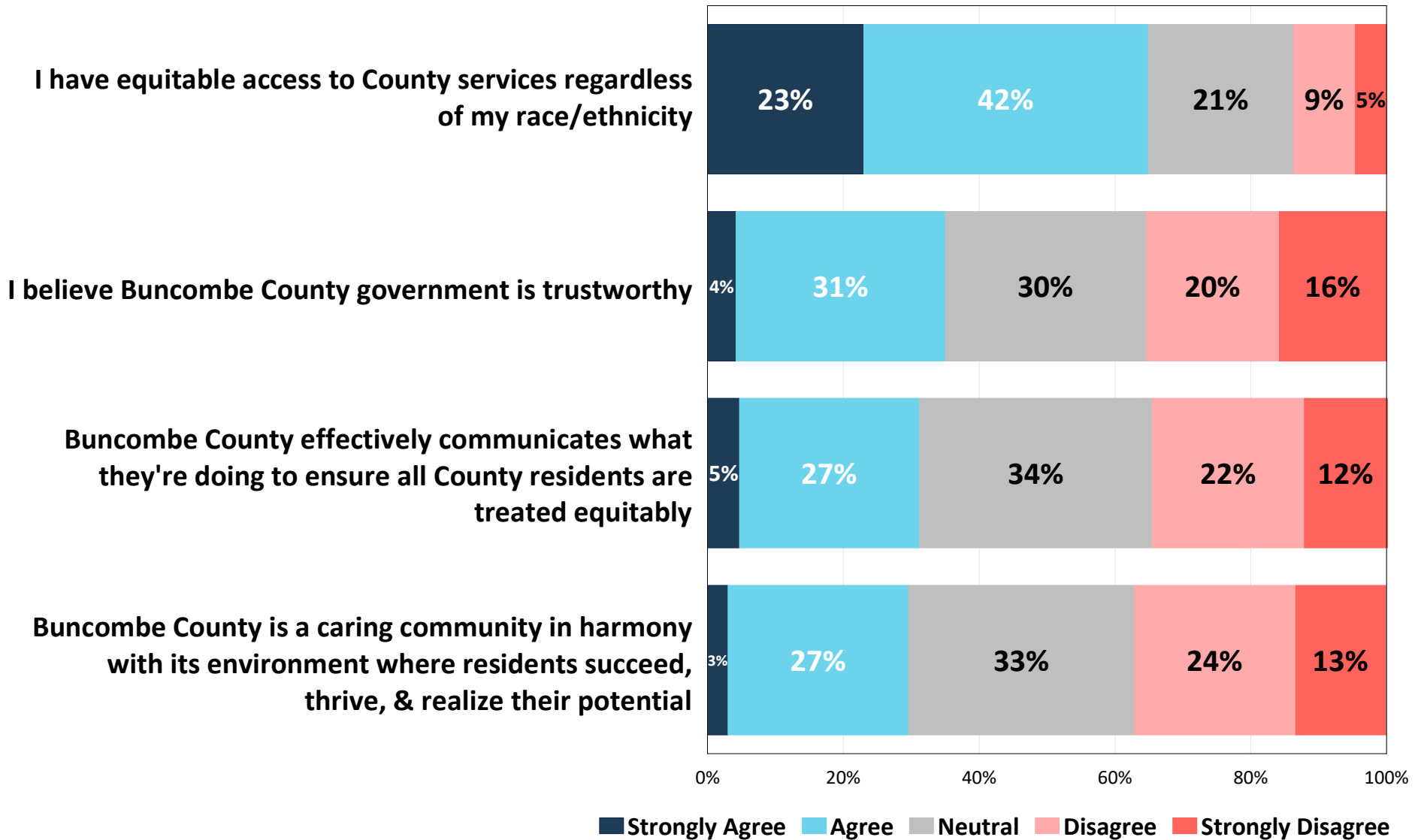
Q3. Level of Emphasis Respondents Think County Leaders Should Place on Core County Services Over the Next Two Years

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



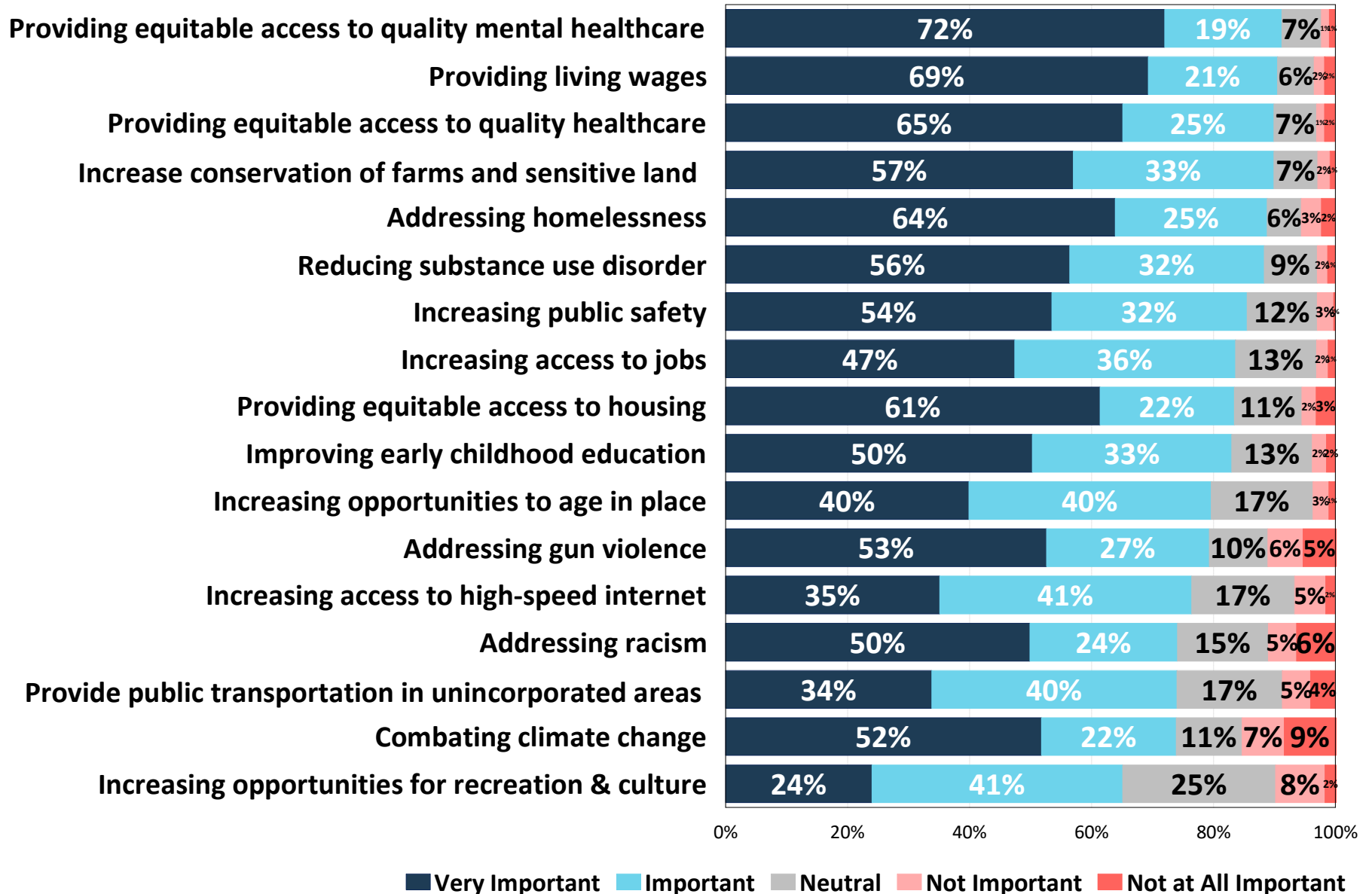
Q4. Respondent's Level of Agreement with Statements About the County

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



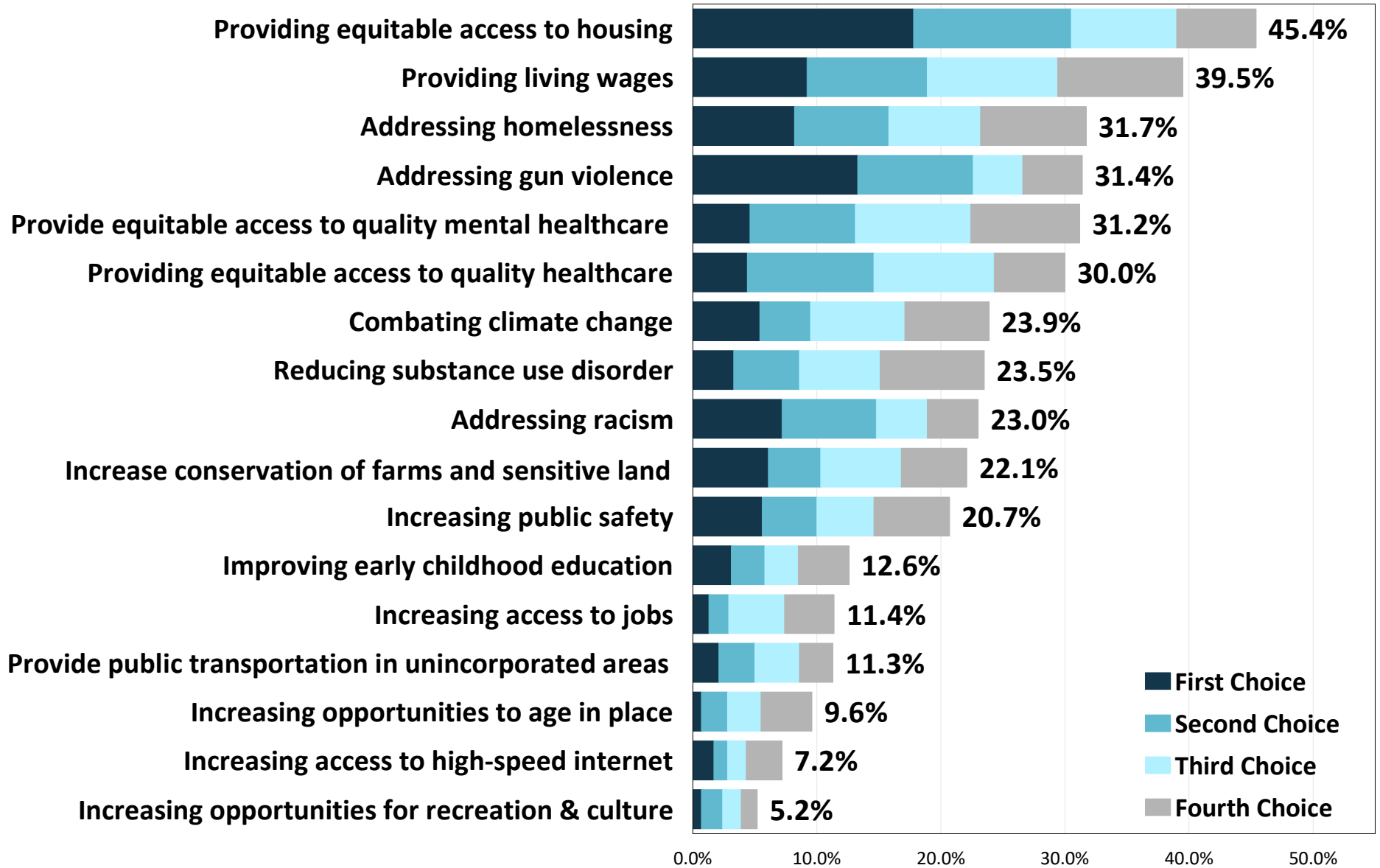
Q5. Importance of Future Priorities for the County

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



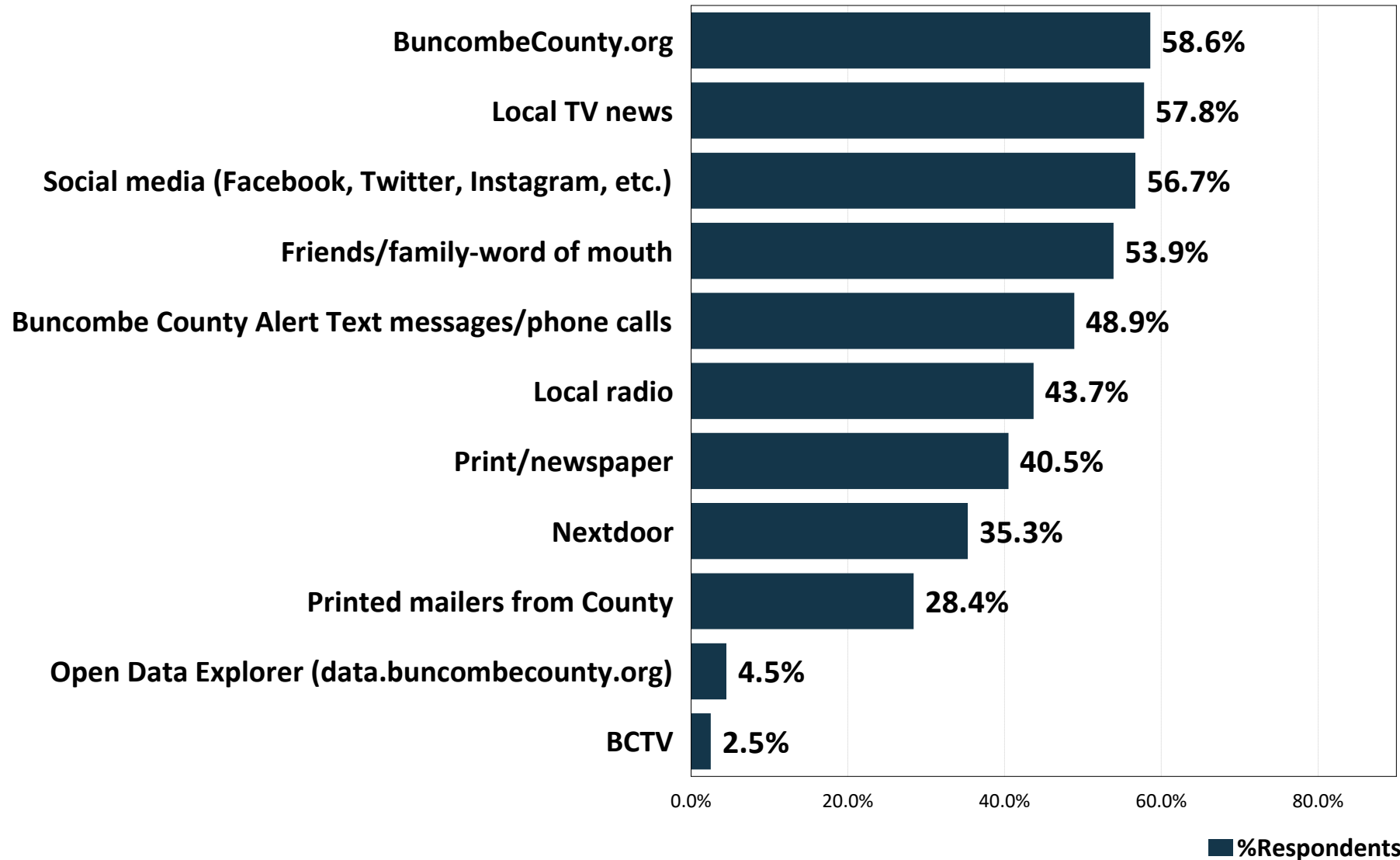
Q6. Level of Emphasis Respondents Think County Leaders Should Place on Future County Priorities Over the Next Two Years

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



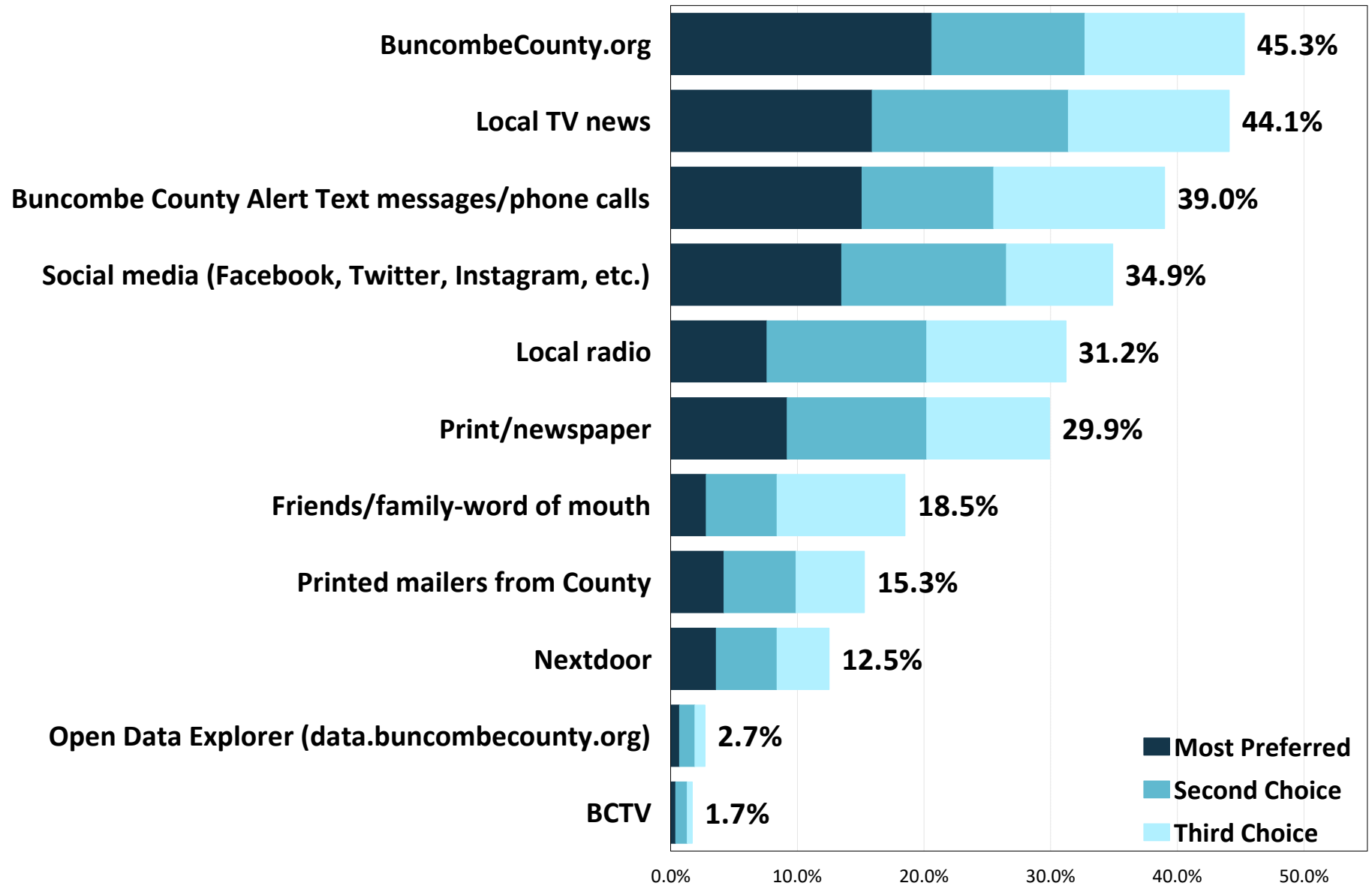
Q7. Percentage of Respondents That Use Various Sources of Information to Learn About County News, Events, and Other Information

by percentage of respondents (multiple choices could be selected)



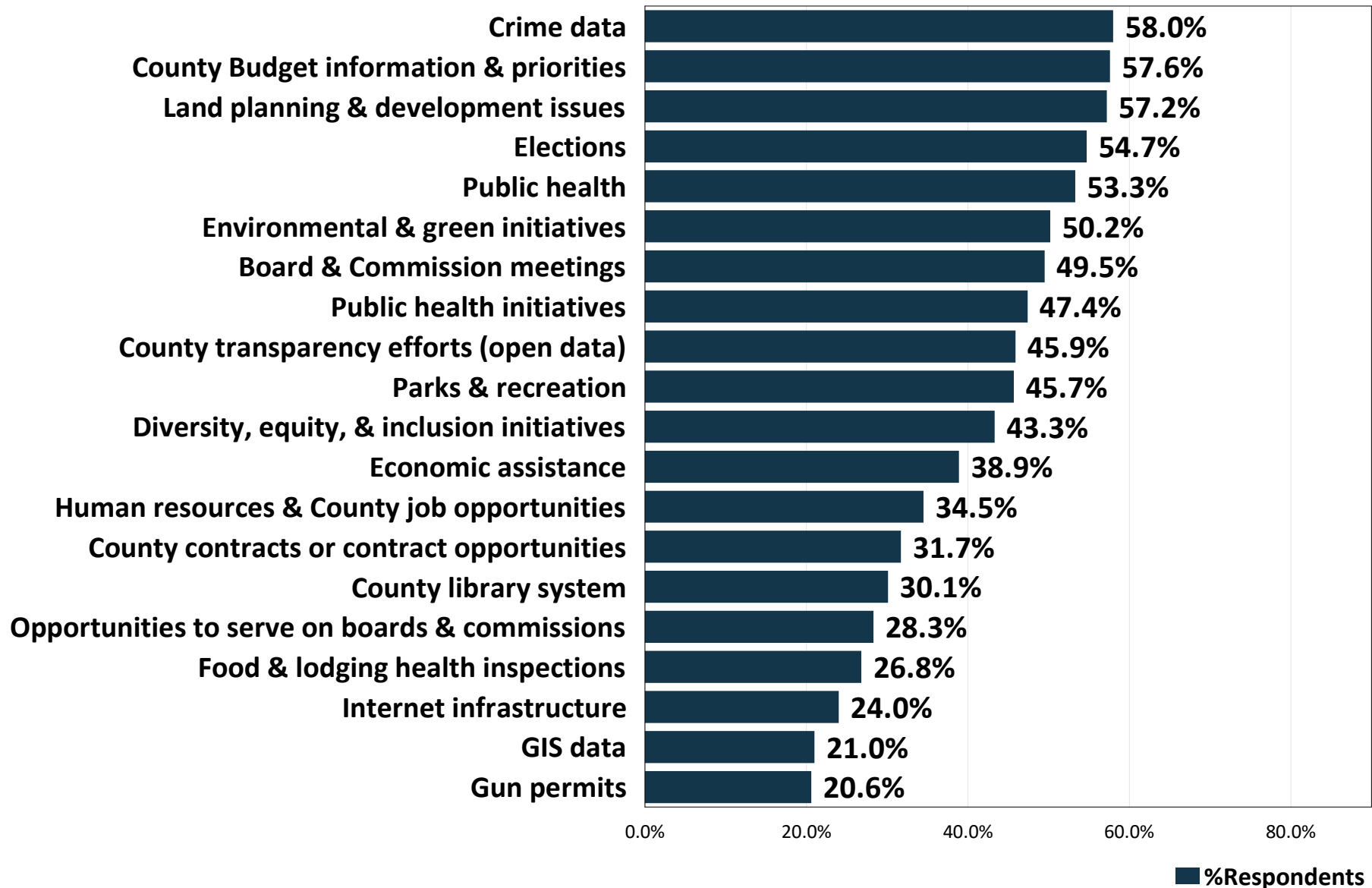
Q8. Percentage of Preference for Information Sources Used to Learn About Buncombe County News, Events, and Other County Information

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



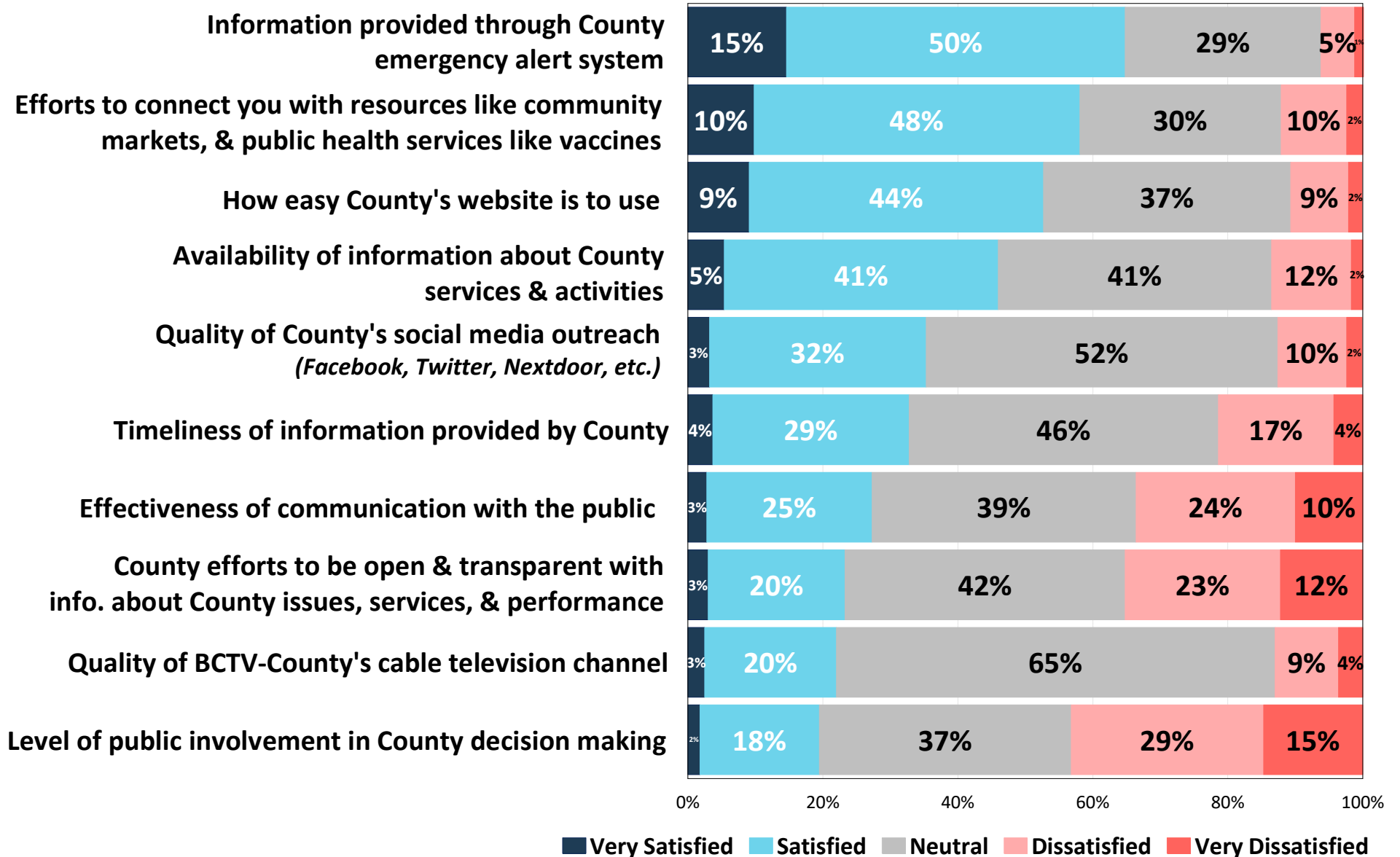
Q9. Types of Information Respondents Would Like to See the County Provide Using the Most Preferred Sources of Information

by percentage of respondents (multiple choices could be selected)



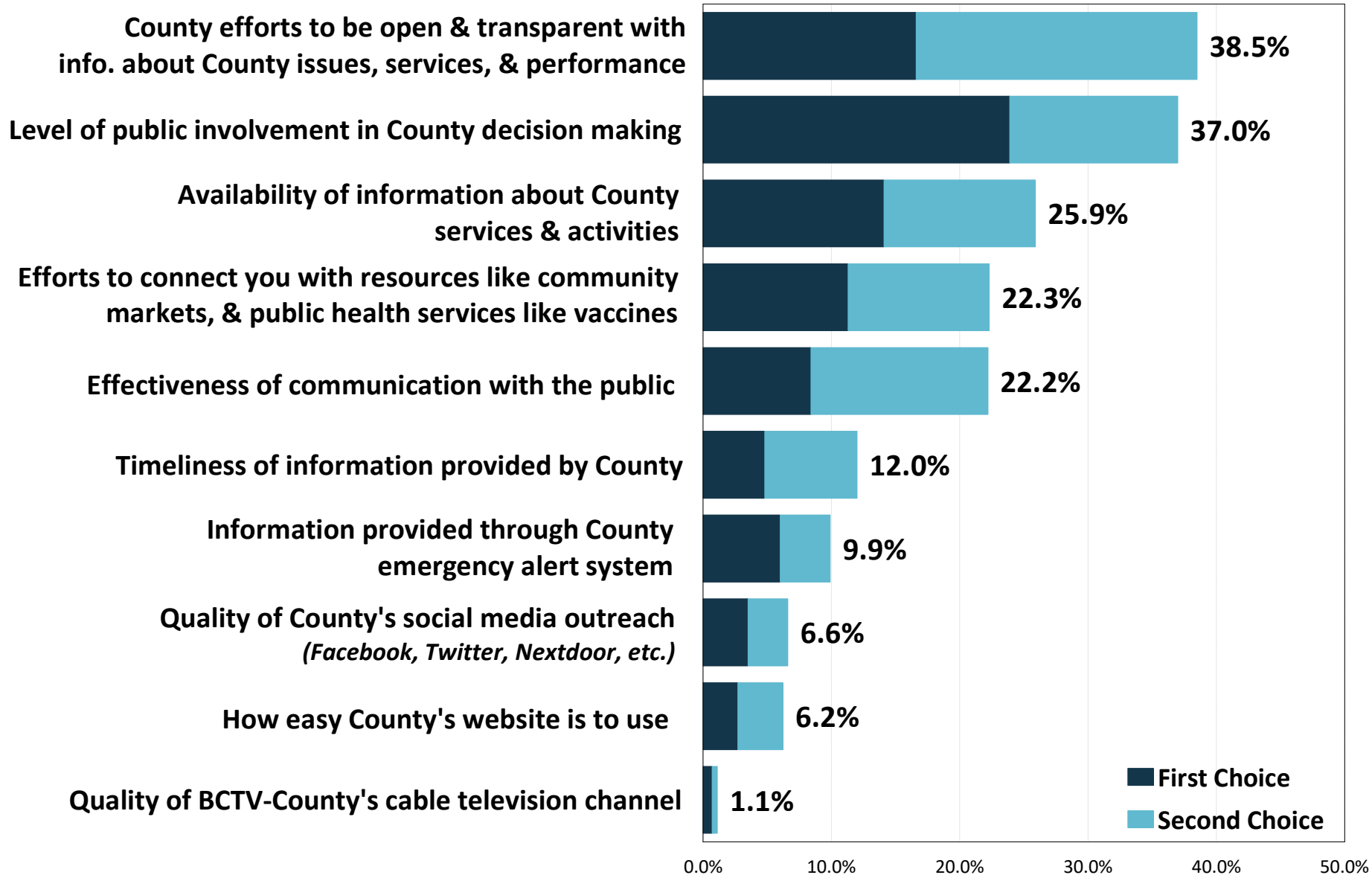
Q10. Level of Satisfaction with County Communication

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



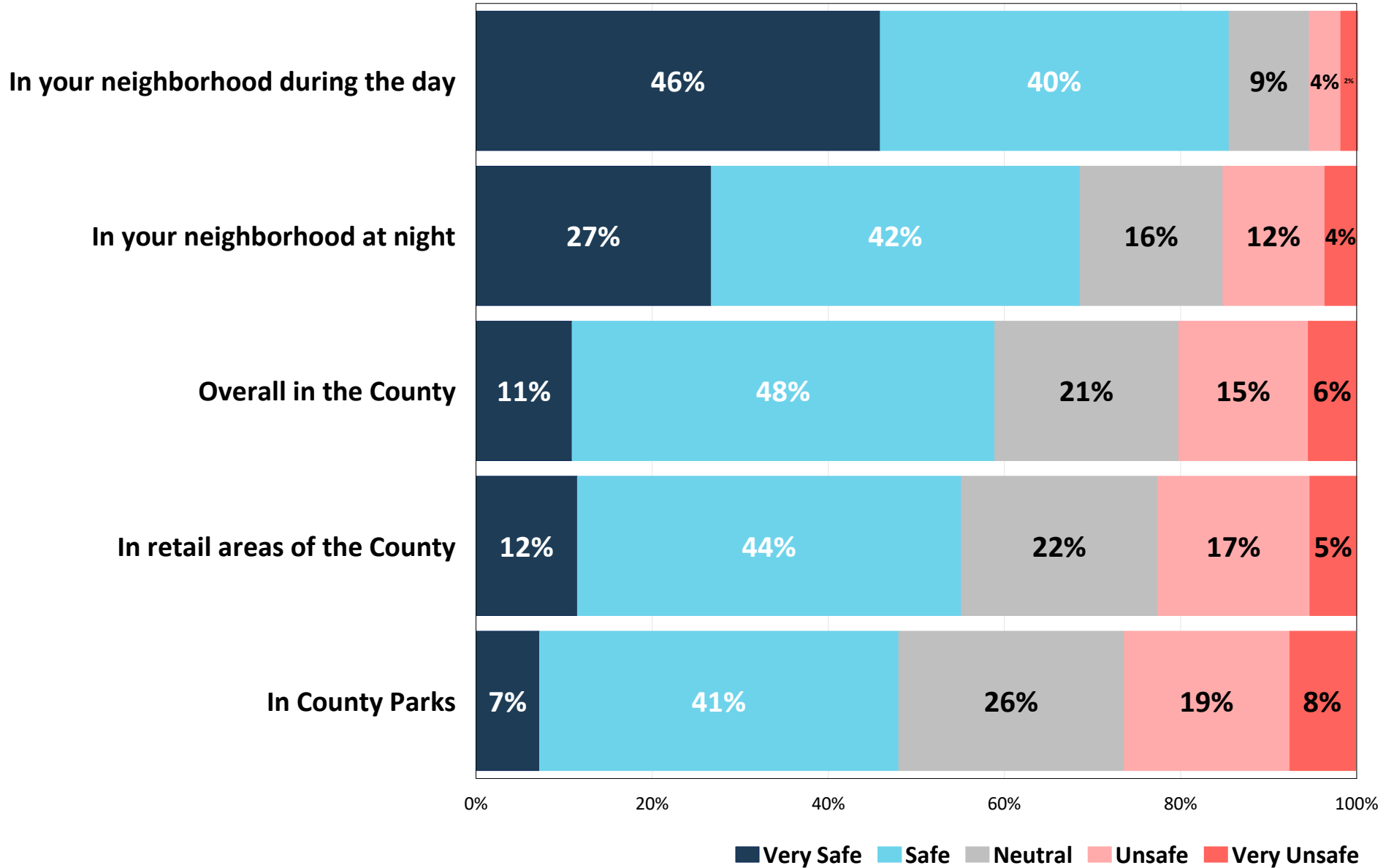
Q11. Level of Emphasis Respondents Think County Leaders Should Place on County Communication Over the Next Two Years

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



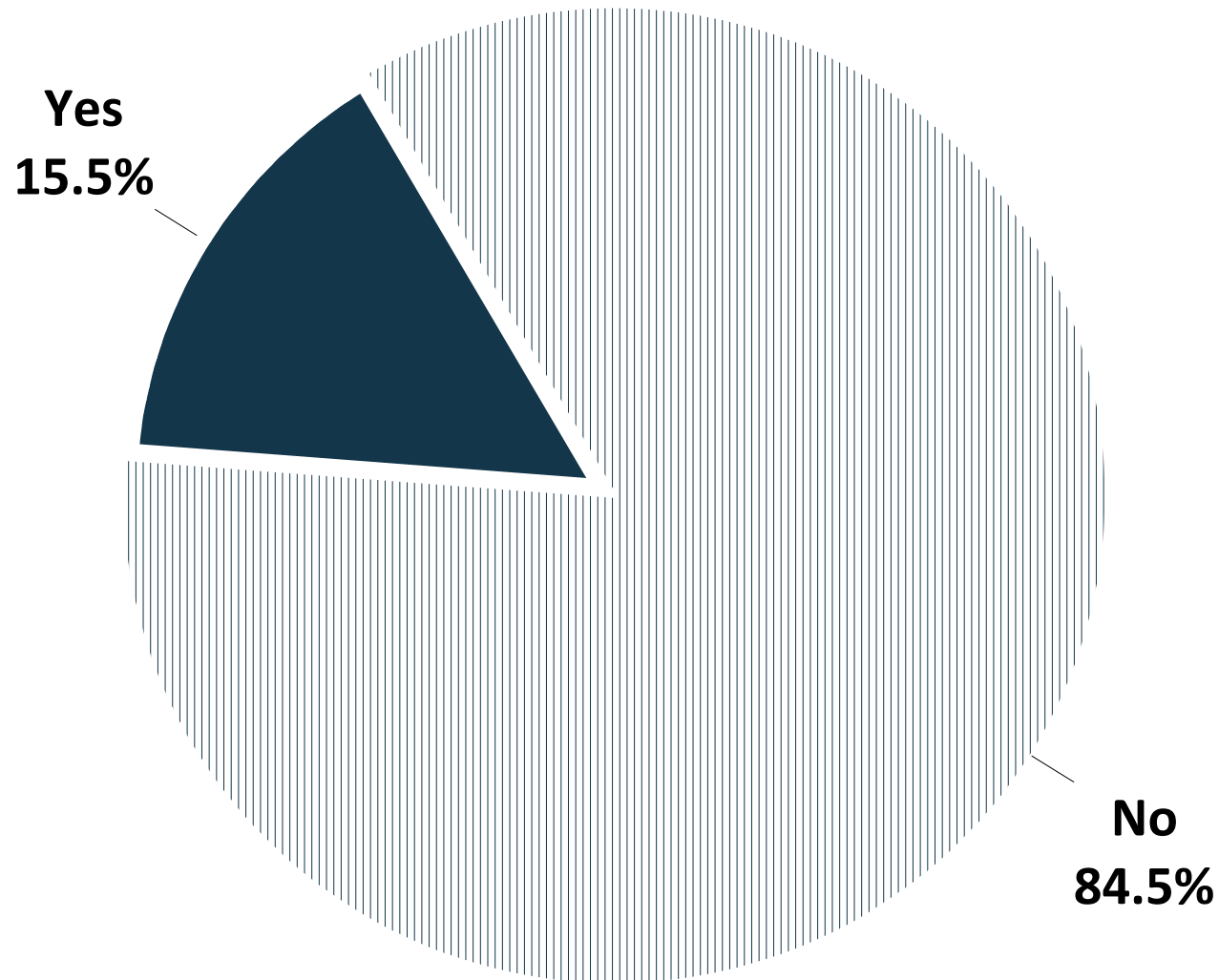
Q12. Feeling of Safety...

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



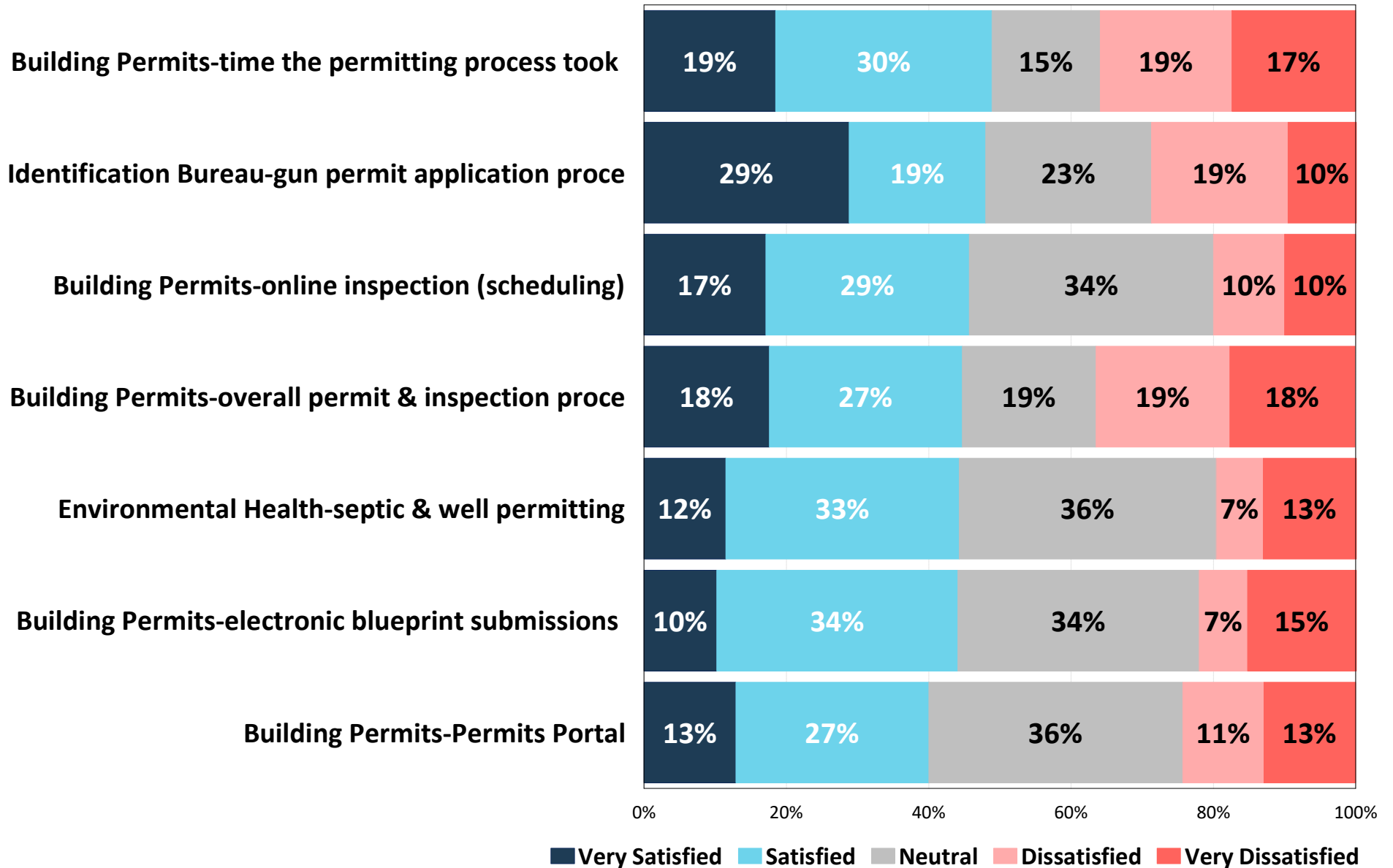
Q13. Have you applied for a permit with Buncombe County during the past two years?

by percentage of respondents



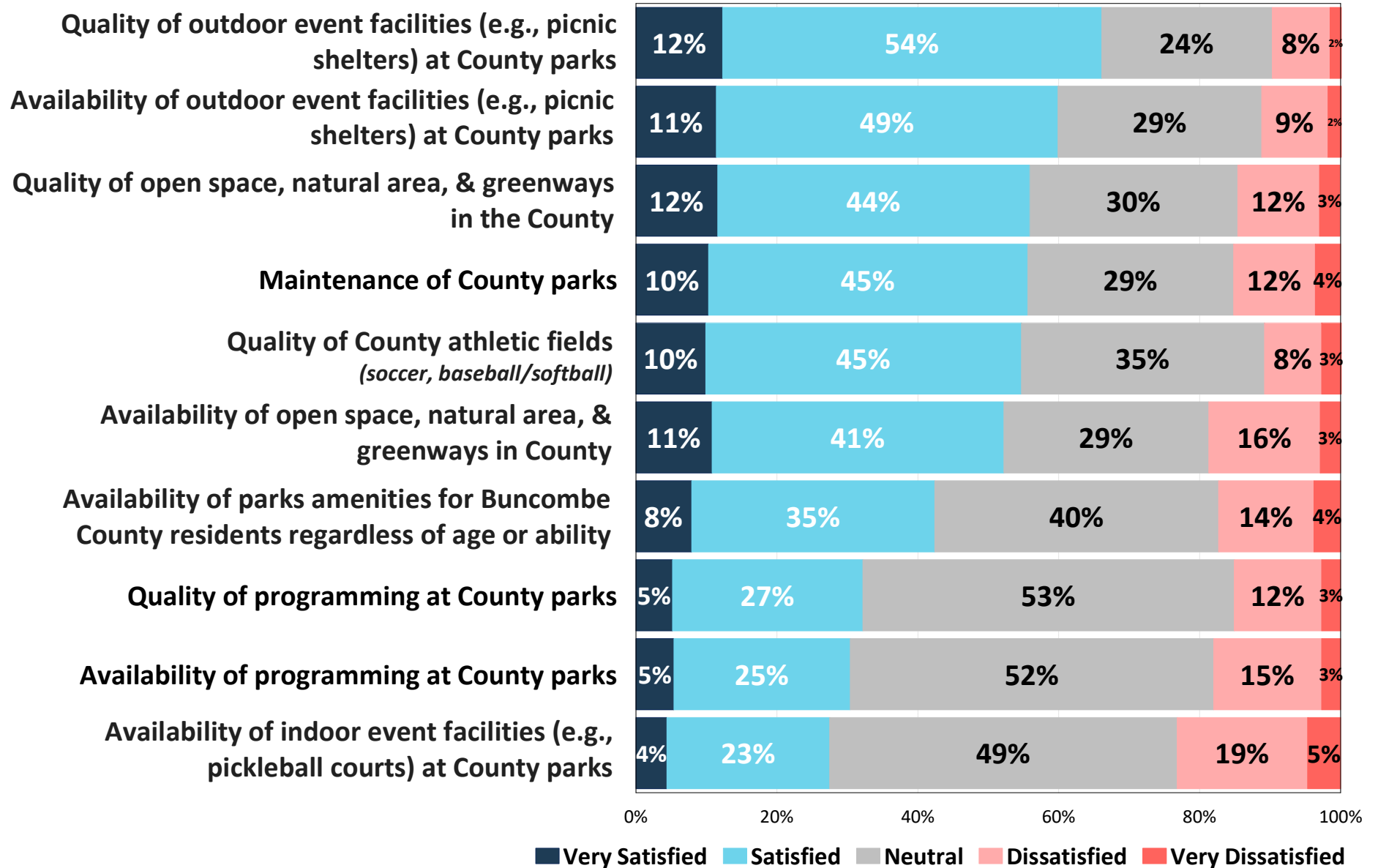
Q13a. Level of Satisfaction with County Permits

by percentage of respondents that responded with “Yes” to Question 13 using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *don't know* responses)



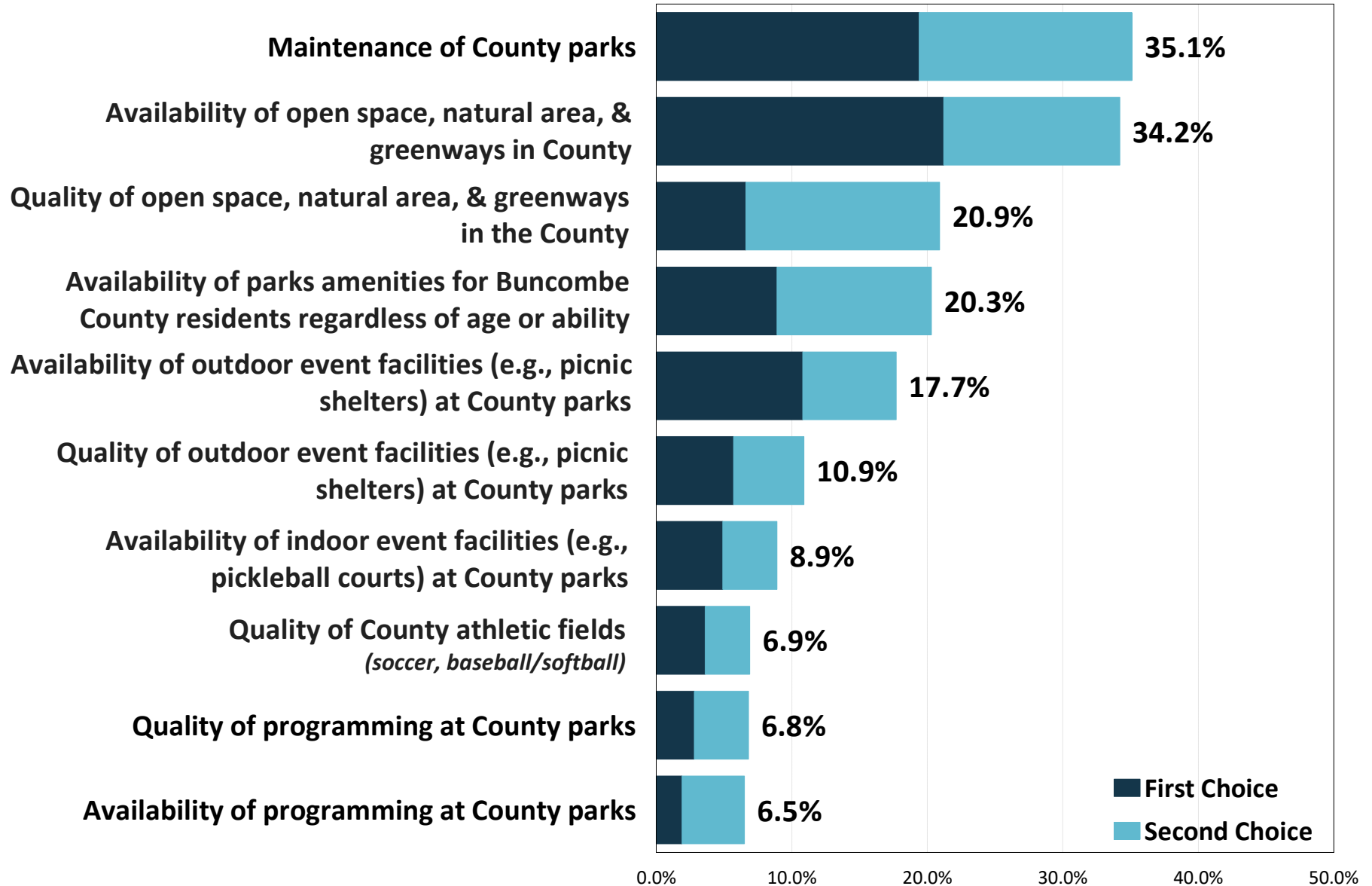
Q15. Level of Satisfaction with Parks and Recreation Services

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



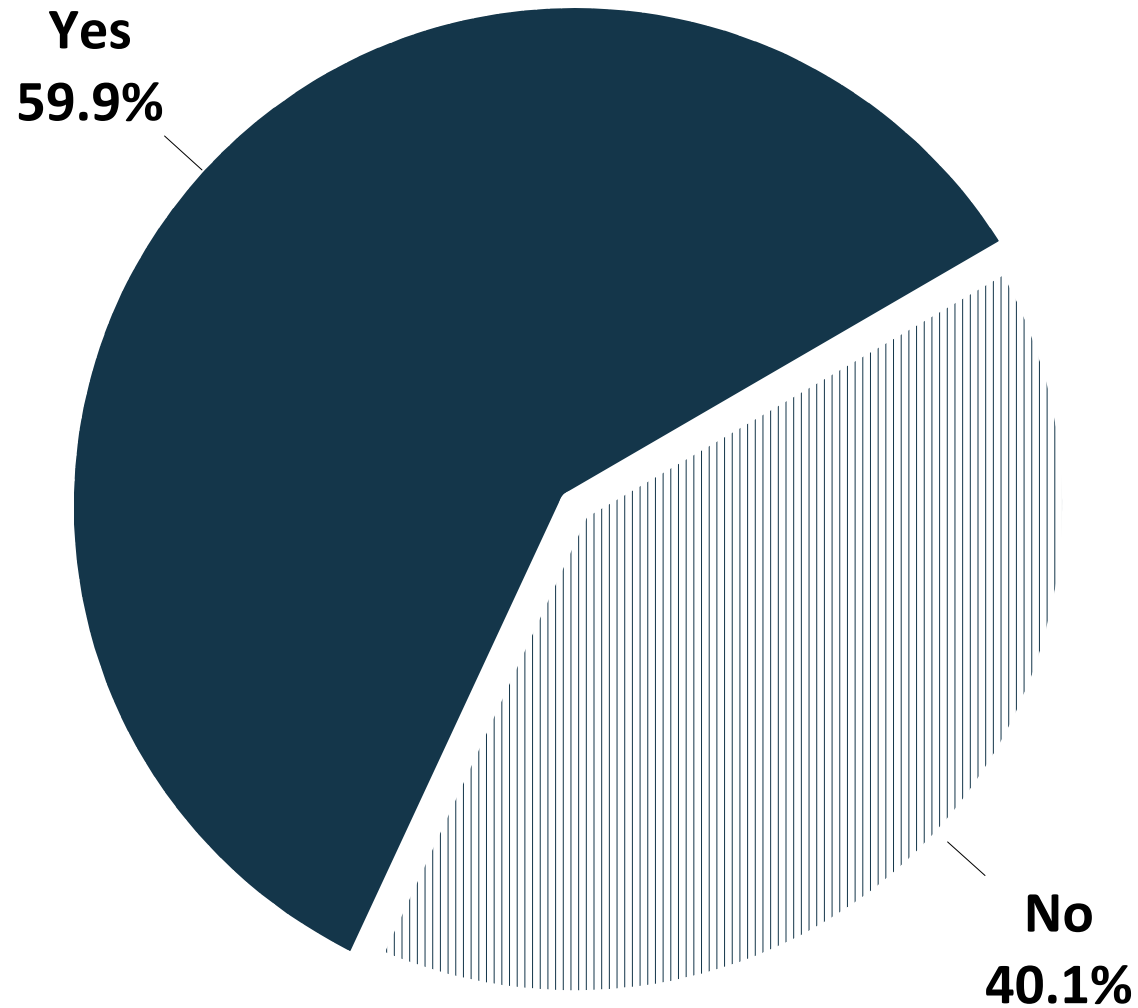
Q16. Level of Emphasis Respondents Think County Leaders Should Place on Parks and Recreation Services Over the Next Two Years

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



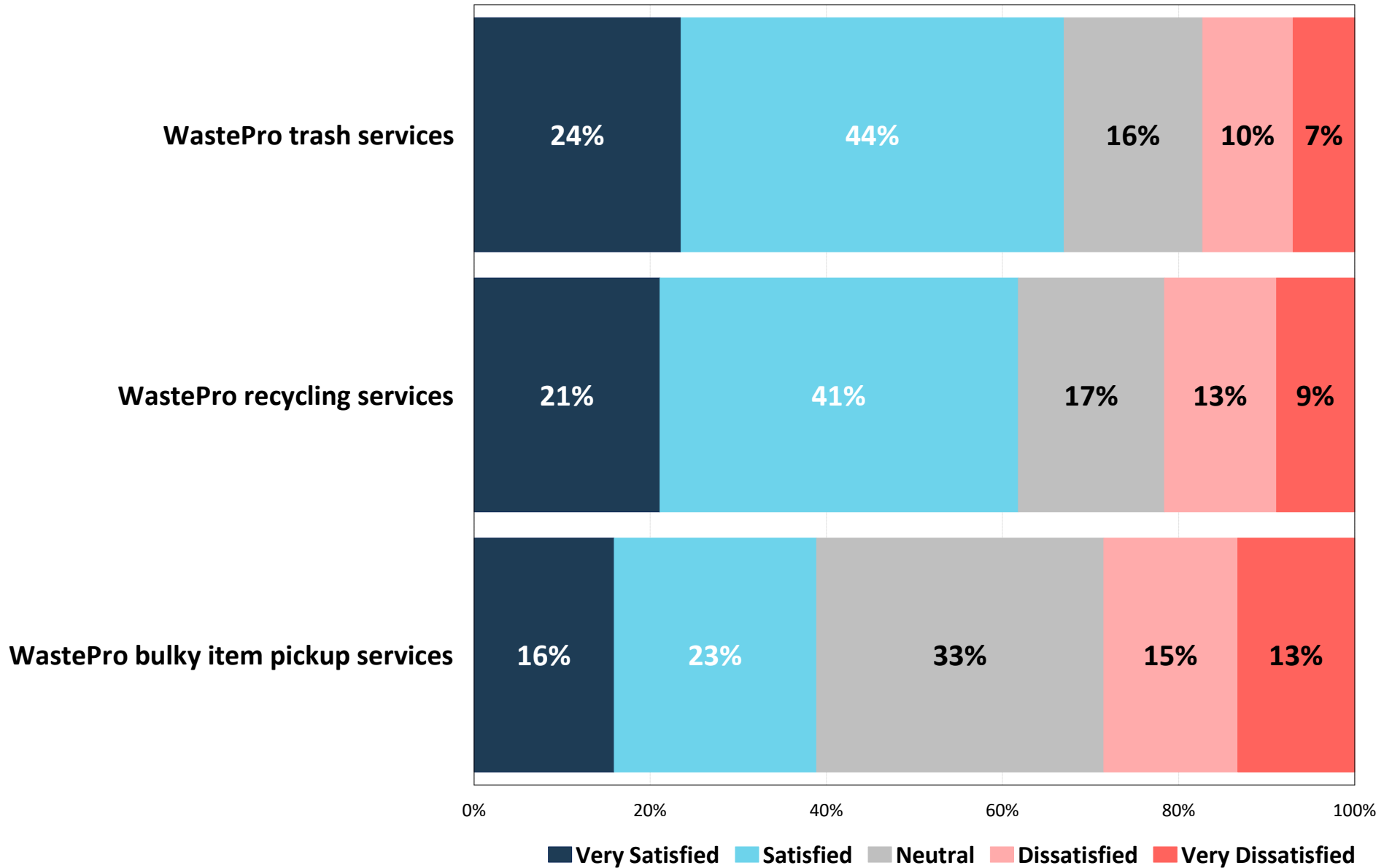
Q17. Does your household receive solid waste services from WastePro?

by percentage of respondents



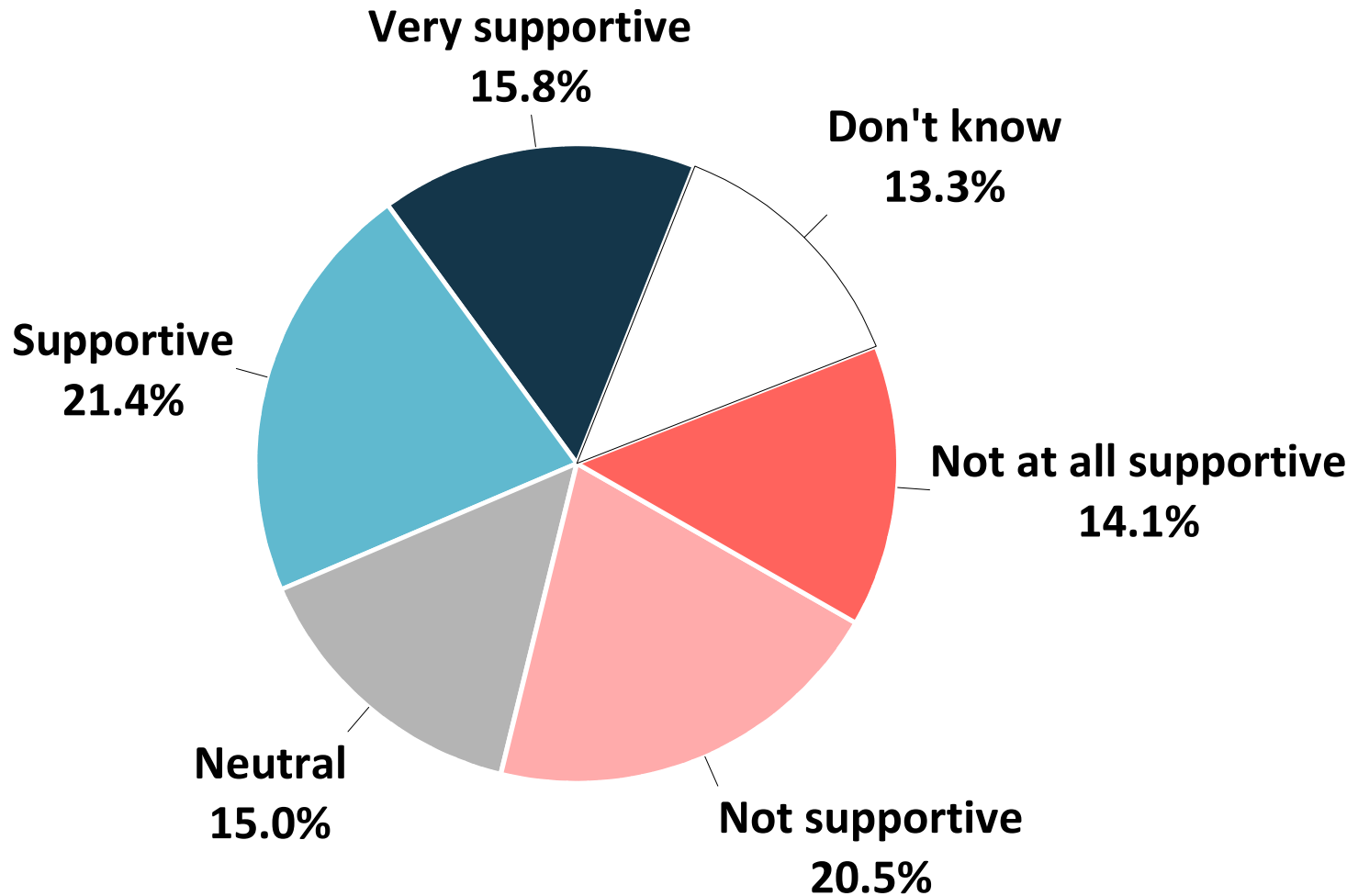
Q17a. Level of Satisfaction with Solid Waste Services

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



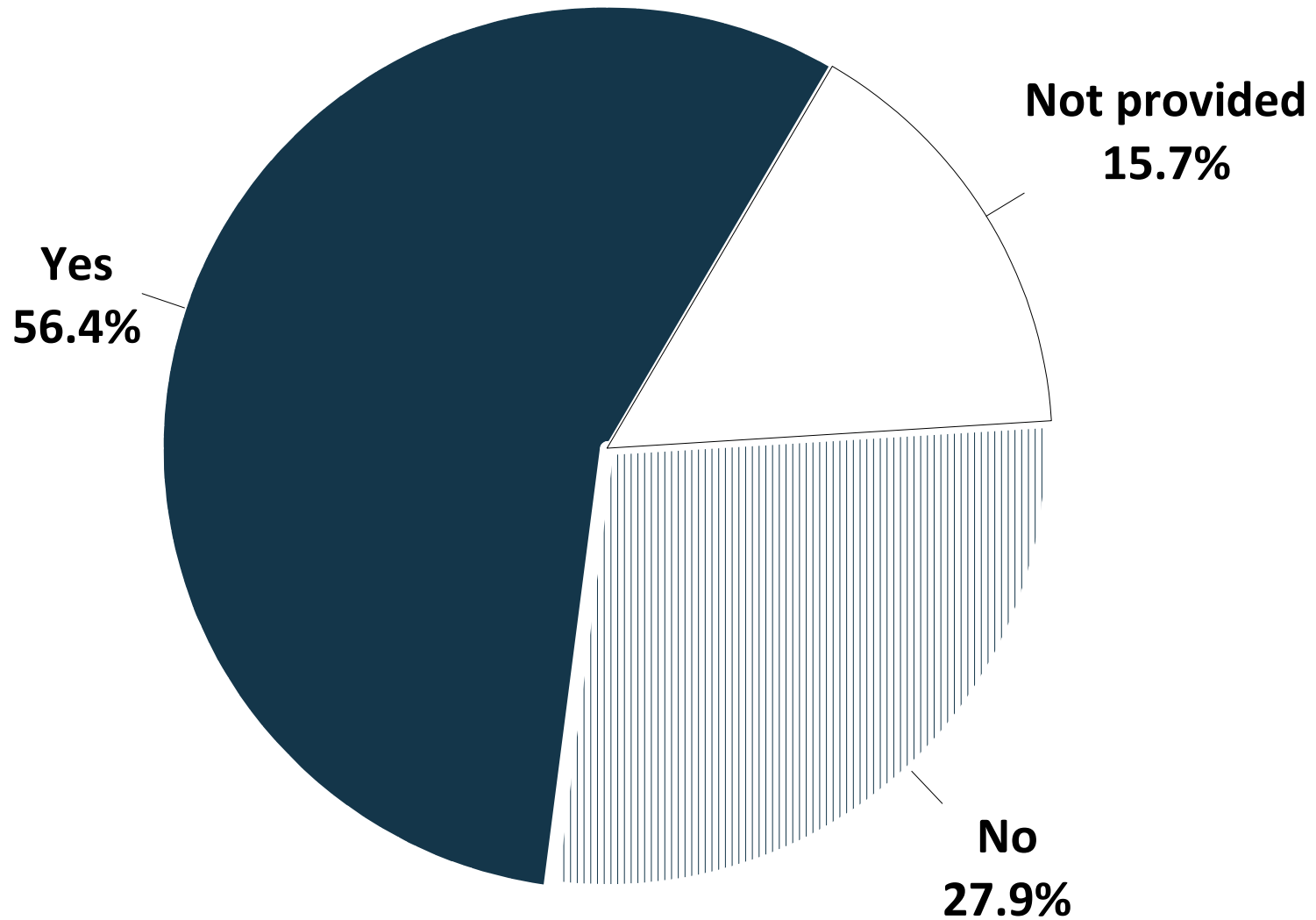
Q18. If Buncombe County were to consider offering waste convenience centers throughout the County, how supportive would you be of the County offering these centers if fees were added to your property tax bill?

by percentage of respondents



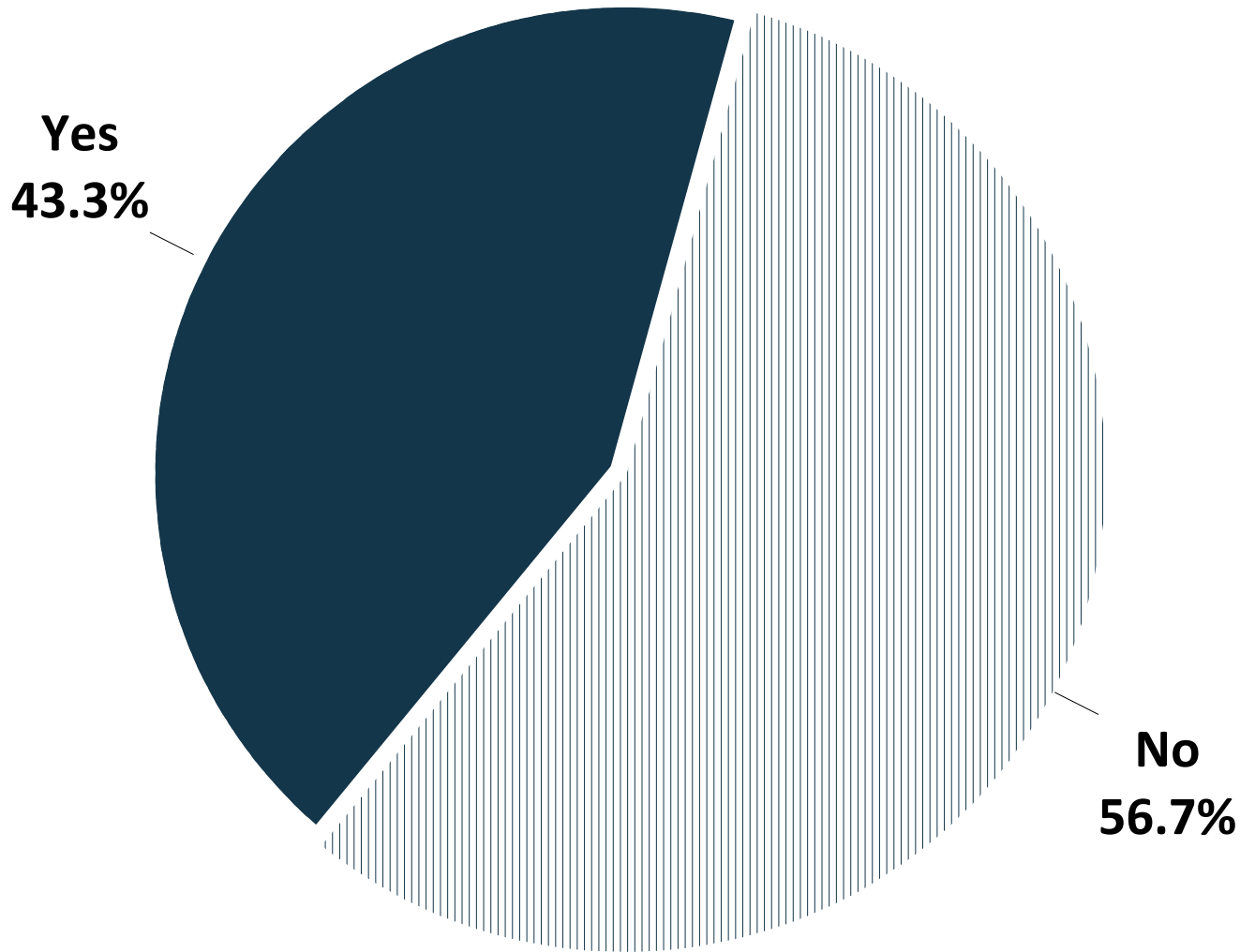
Q19. If there were a mobile phone app that would notify you of WastePro pickup schedule changes, would you use it?

by percentage of respondents



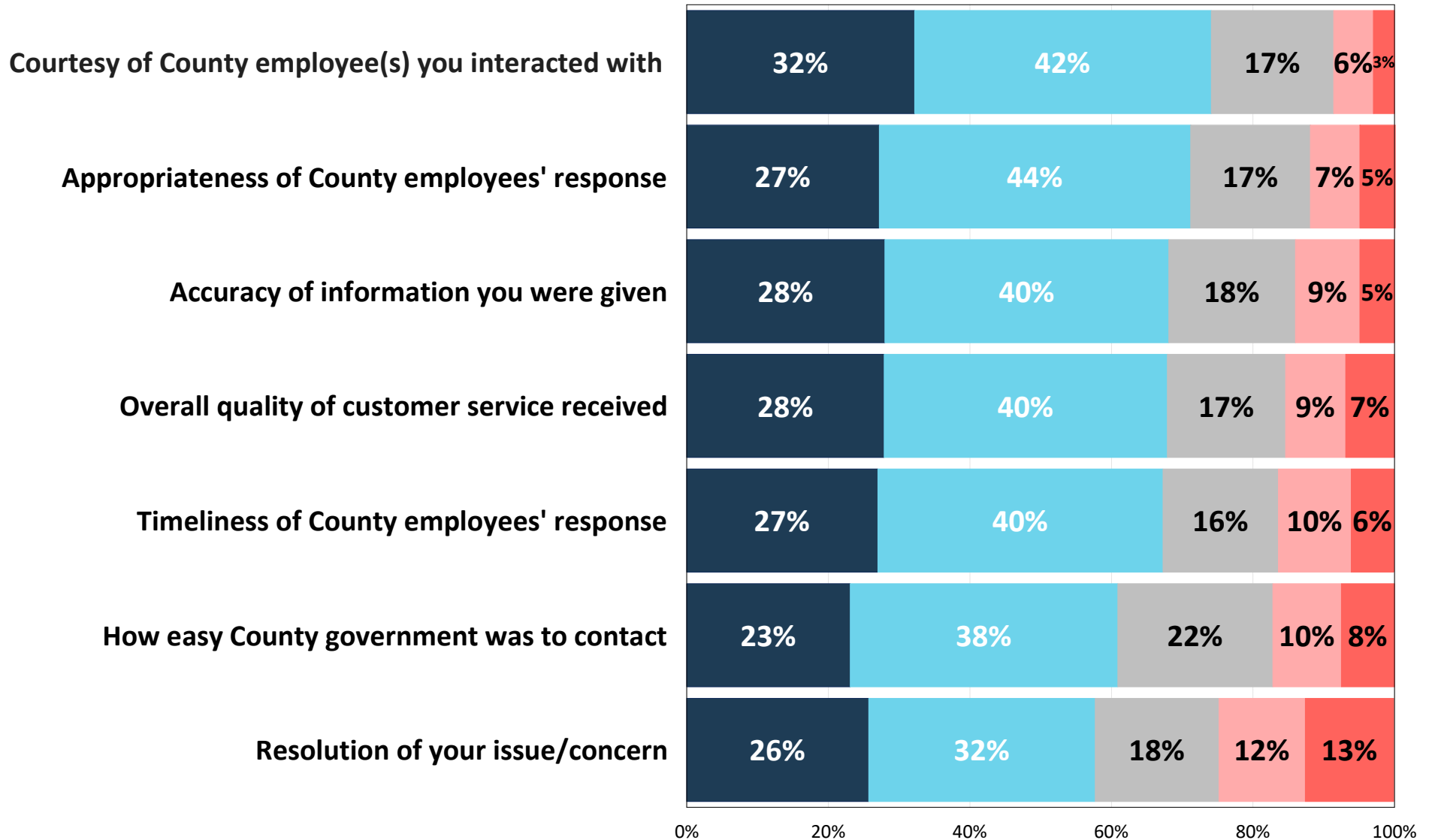
Q20. During the past year, have you or other members of your household contacted employees of Buncombe County or visited the County's website to seek services, ask a question, or file a complaint?

by percentage of respondents



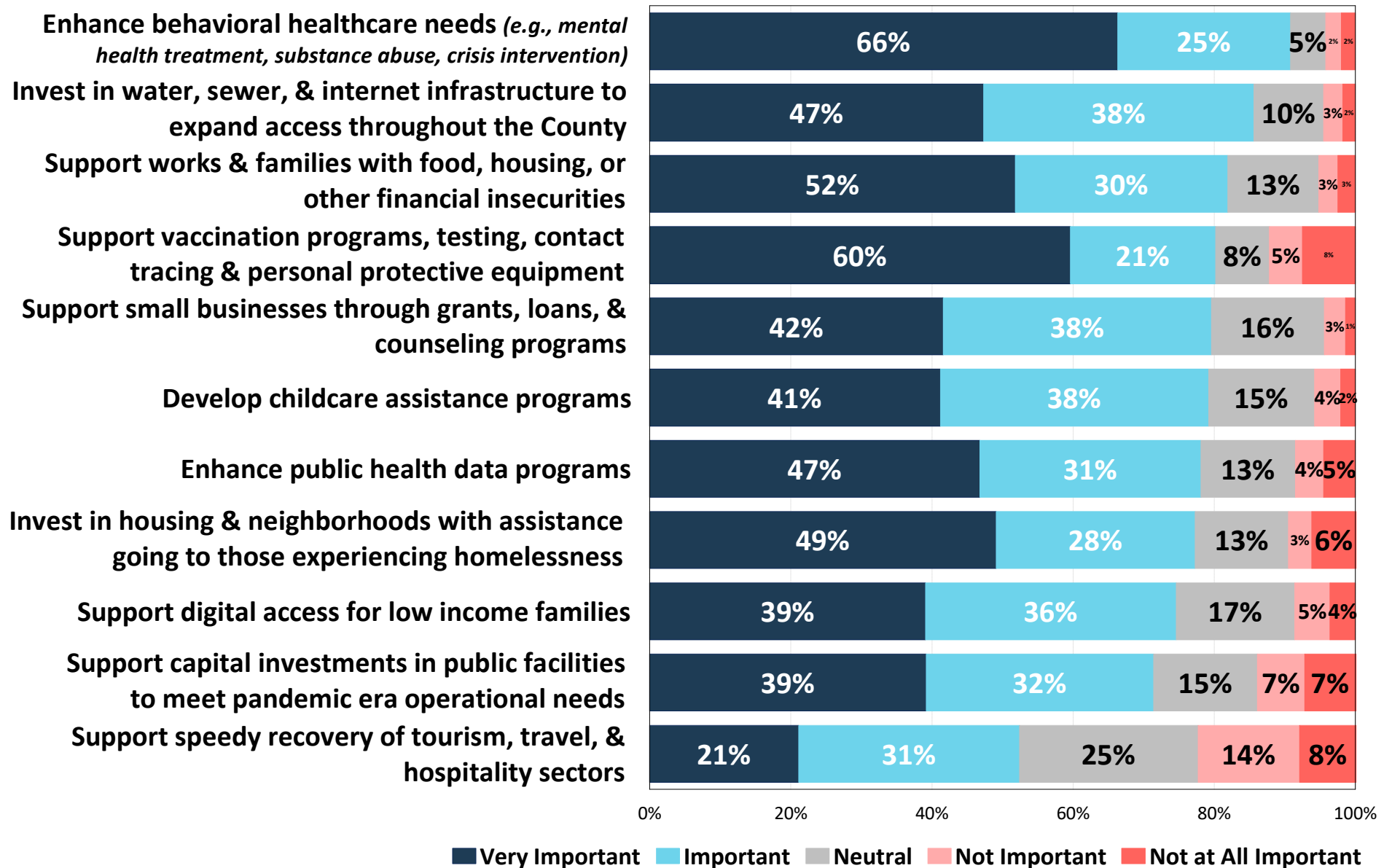
Q20a. Level of Satisfaction with the Customer Service Provided by County Employees

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



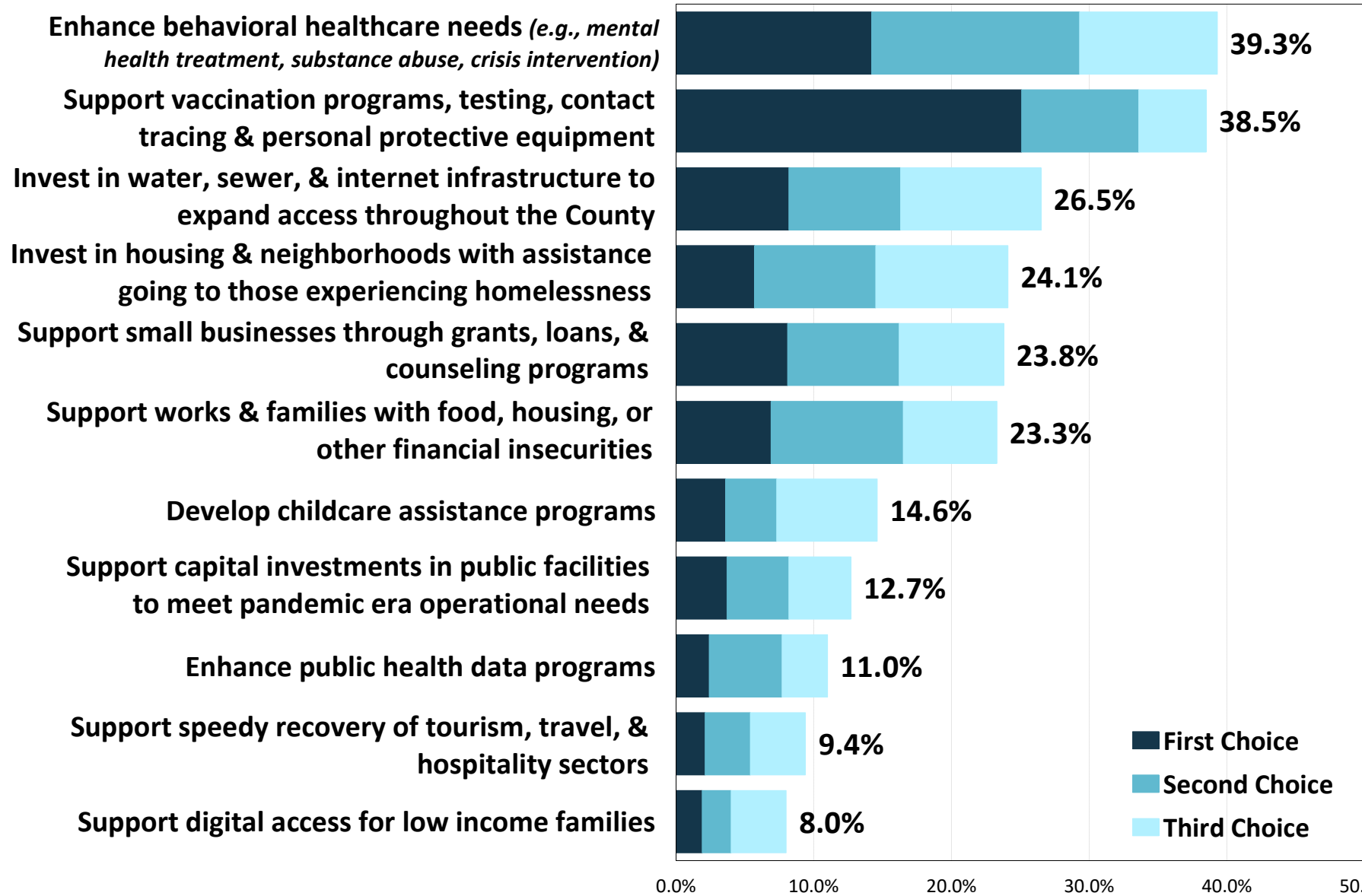
Q21. Importance of COVID-19 Initiatives for Recovery in the County

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



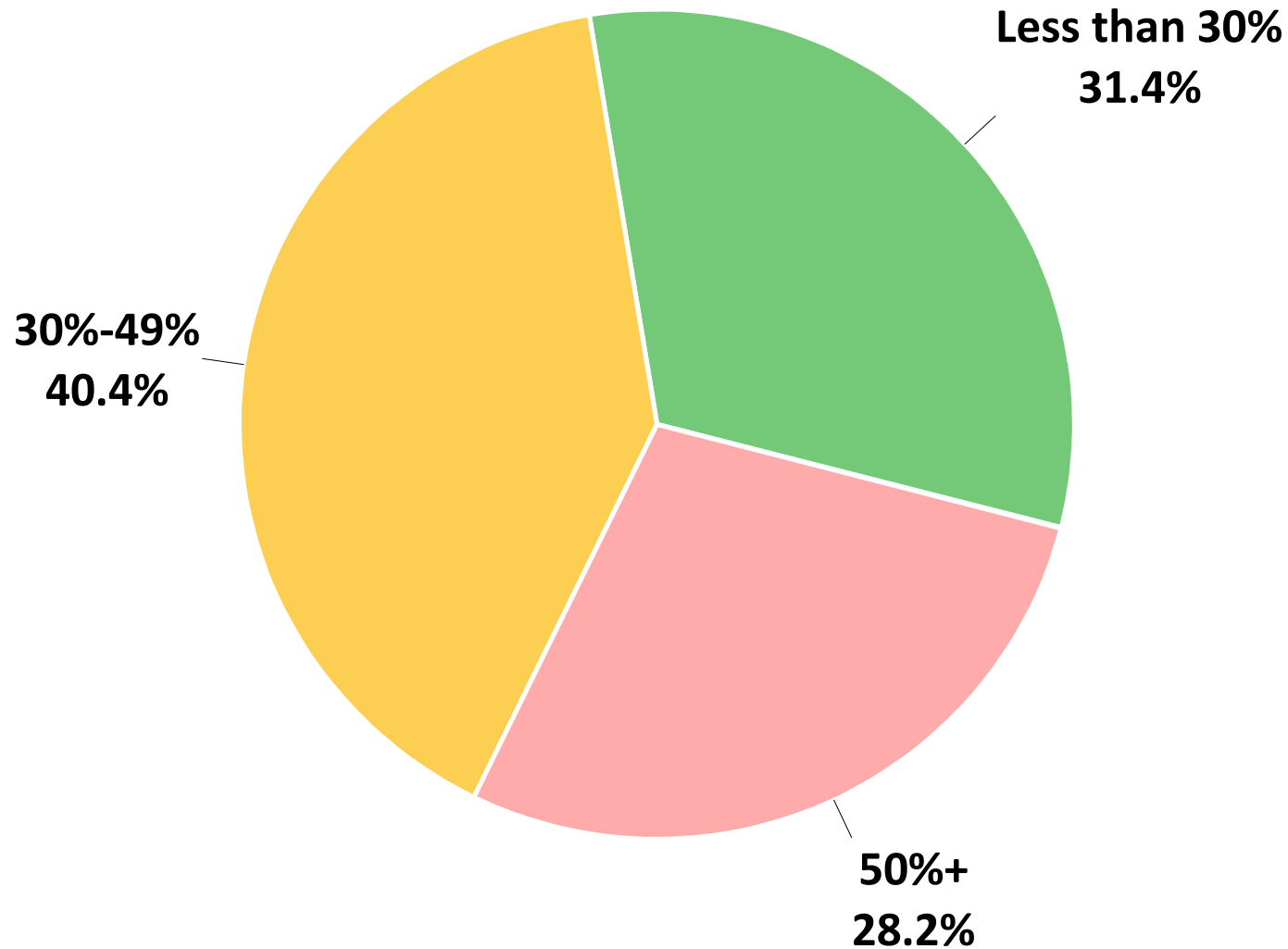
Q22. Level of Emphasis Respondents Think County Leaders Should Place on COVID-19 Initiatives for the Recovery of the County

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



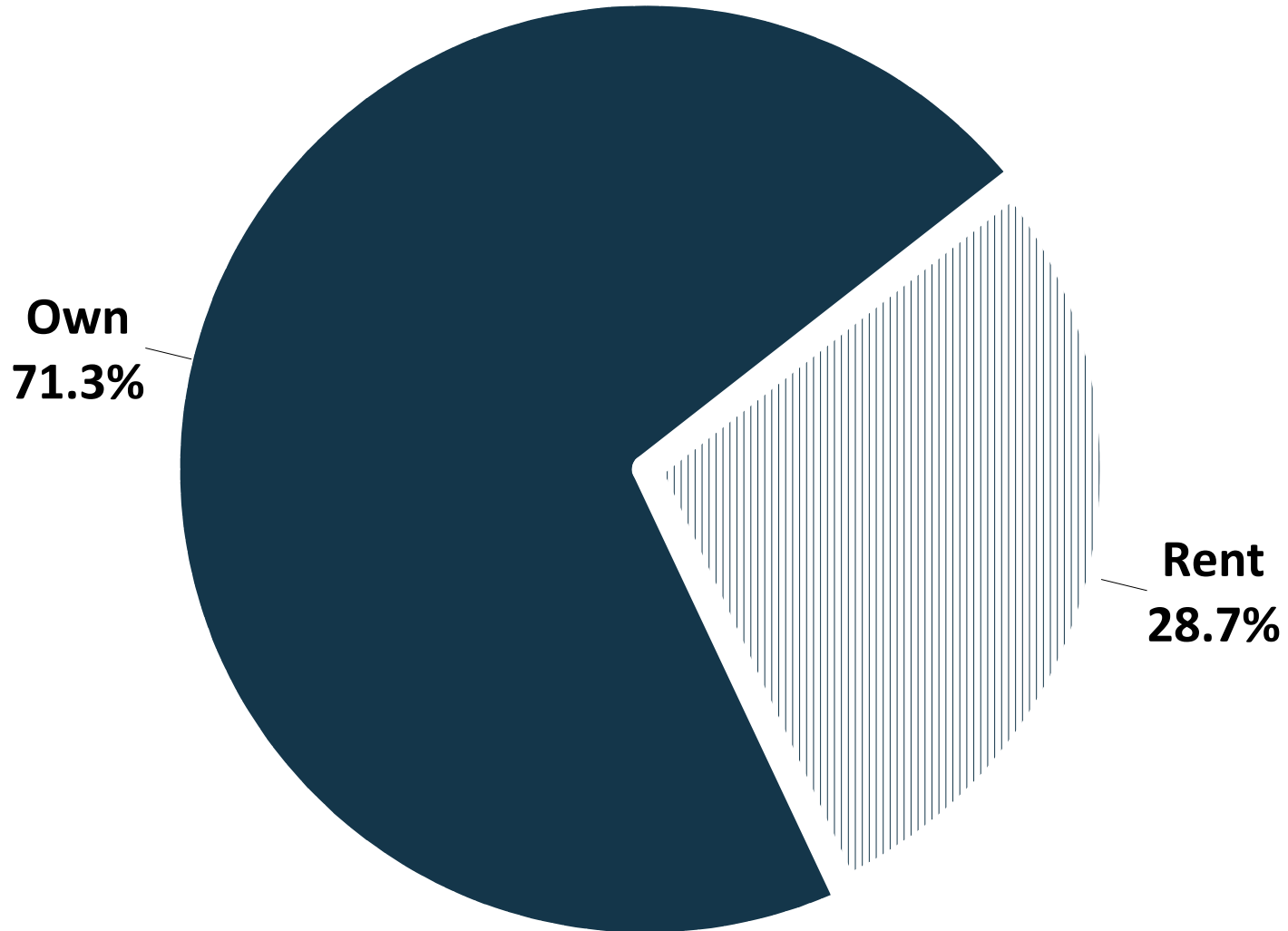
Q23. What percentage of your monthly household income do you spend on your housing expenses, including utilities?

by percentage of respondents (without *not provided* responses)



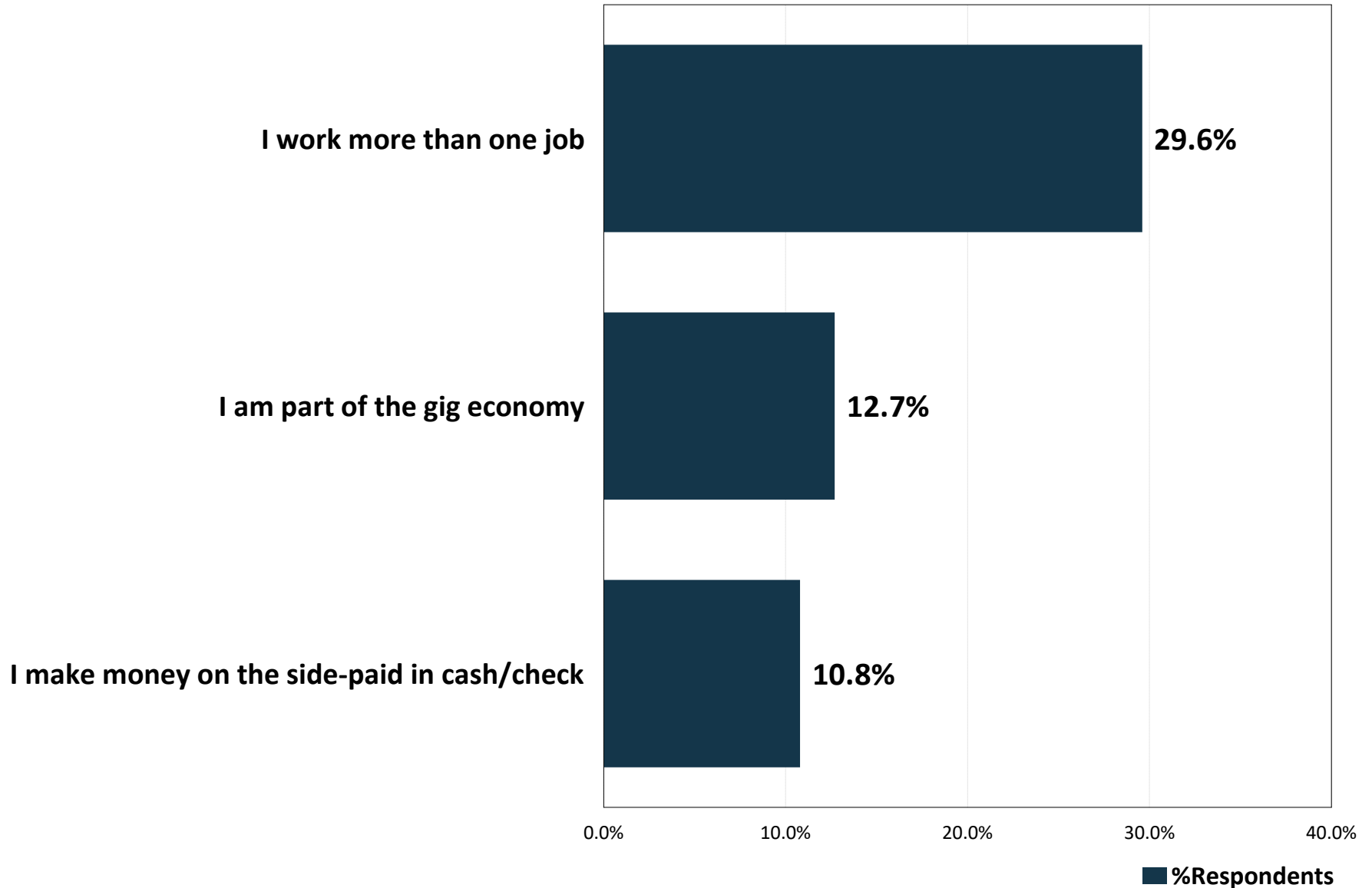
Demographics: Q24. Do you own or rent your current residence?

by percentage of respondents (without *not provided* responses)



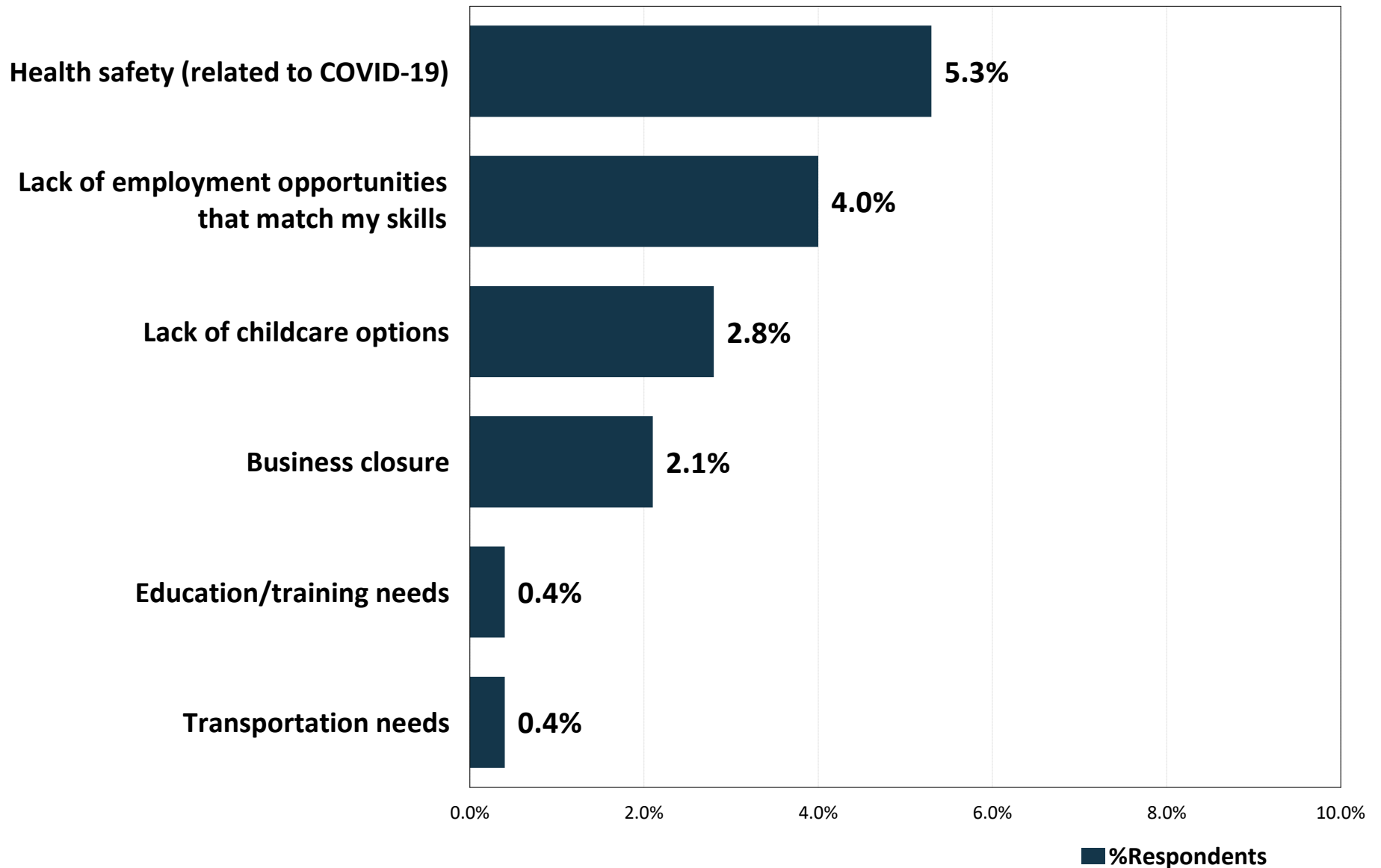
Demographics: Q25. Please CHECK ALL of the employment scenarios that apply to you or the members of your household.

by percentage of respondents (multiple choices could be selected)



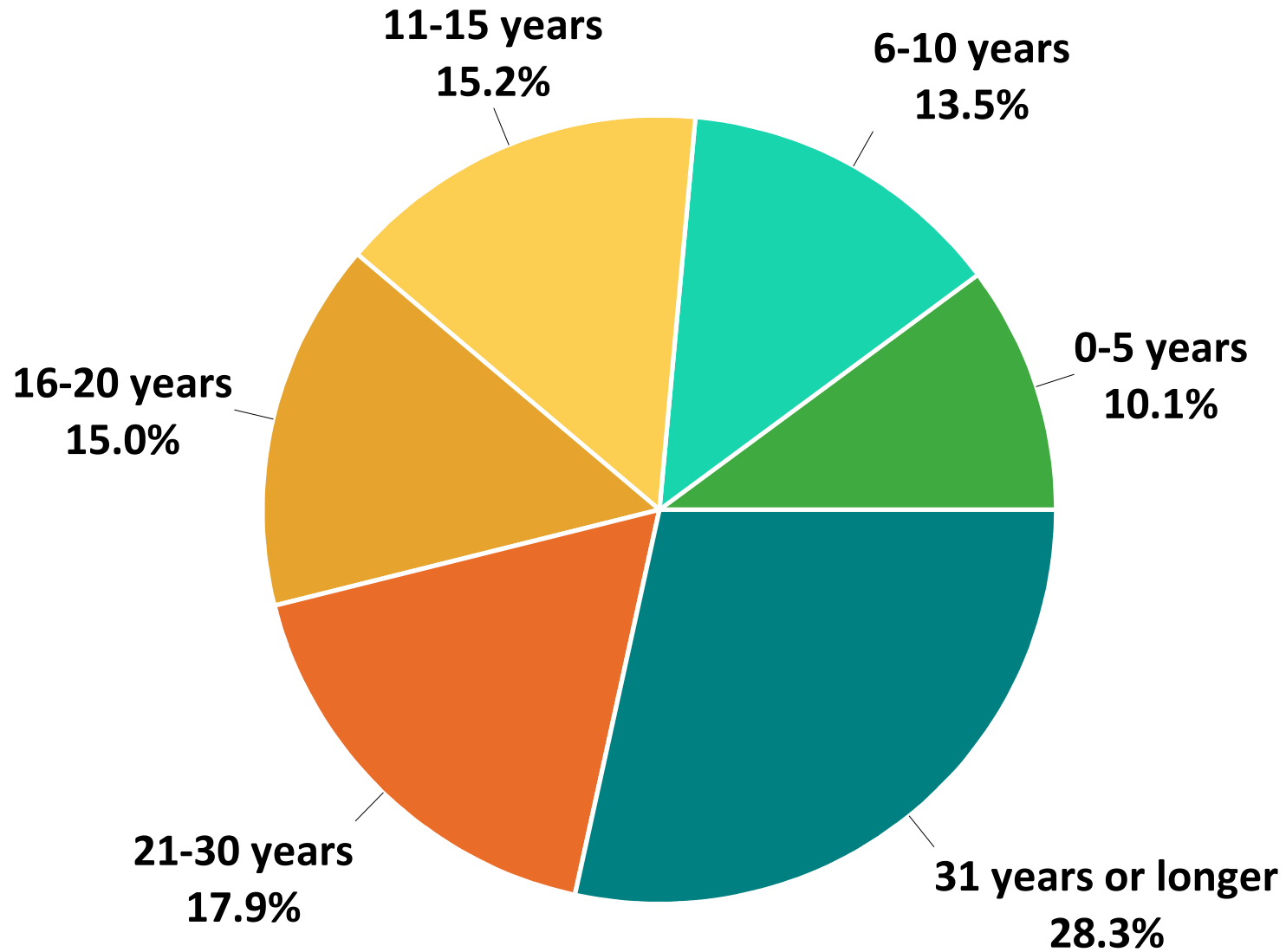
Demographics: Q26. If you have left the workforce in the past 6 months, please CHECK ALL of the reasons why.

by percentage of respondents (multiple choices could be selected)



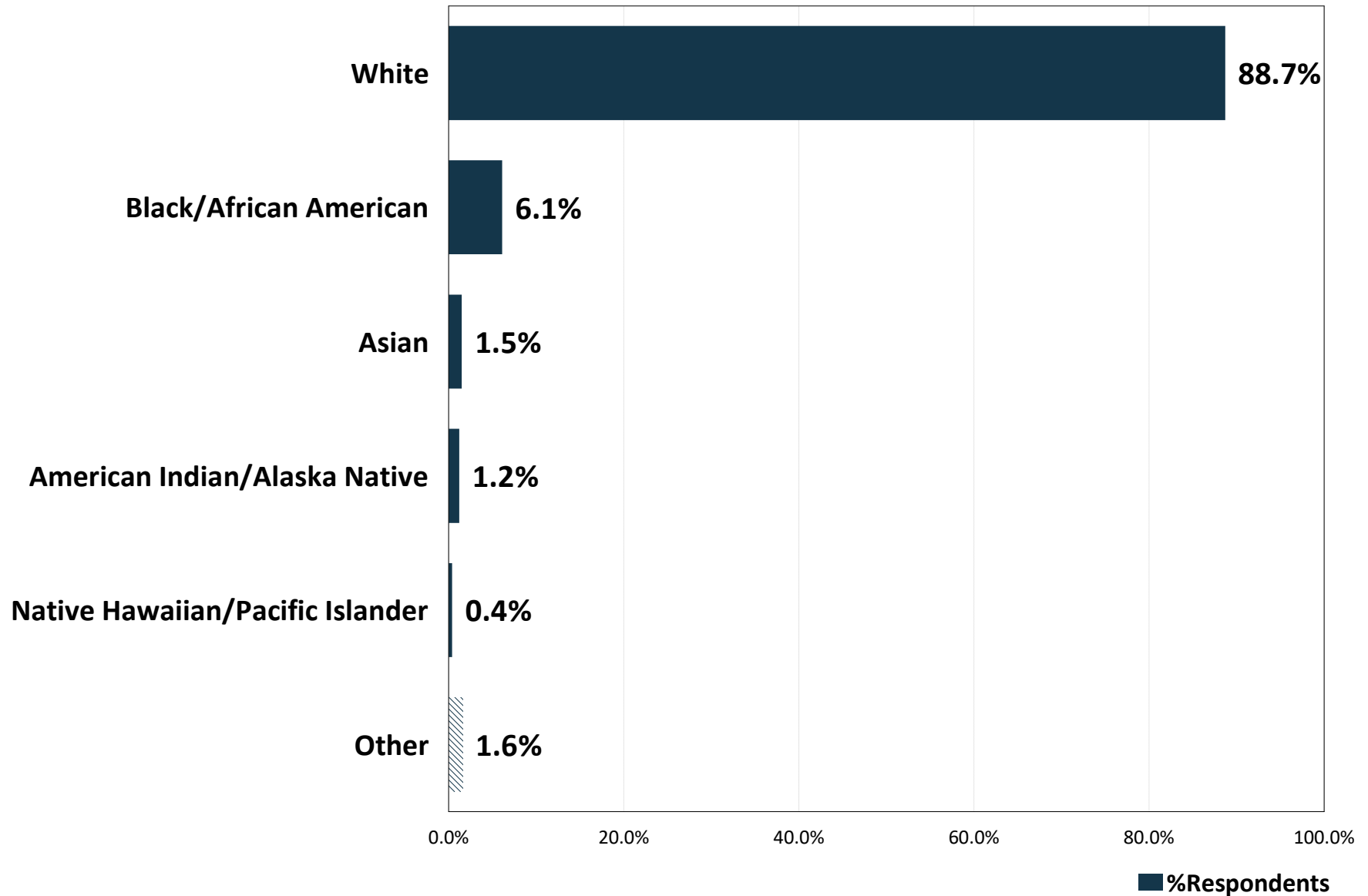
Demographics: Q27. Approximately how many years have you lived in Buncombe County?

by percentage of respondents (without *not provided* responses)



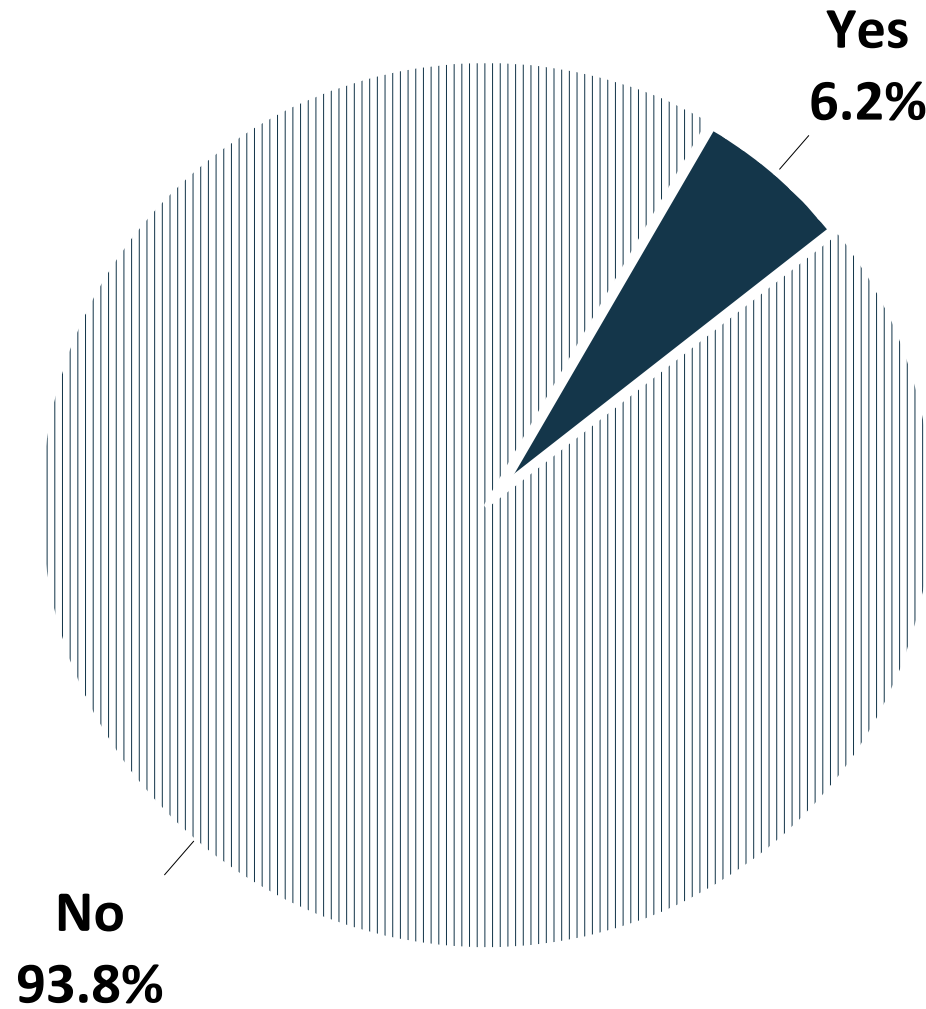
Demographics: Q28. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



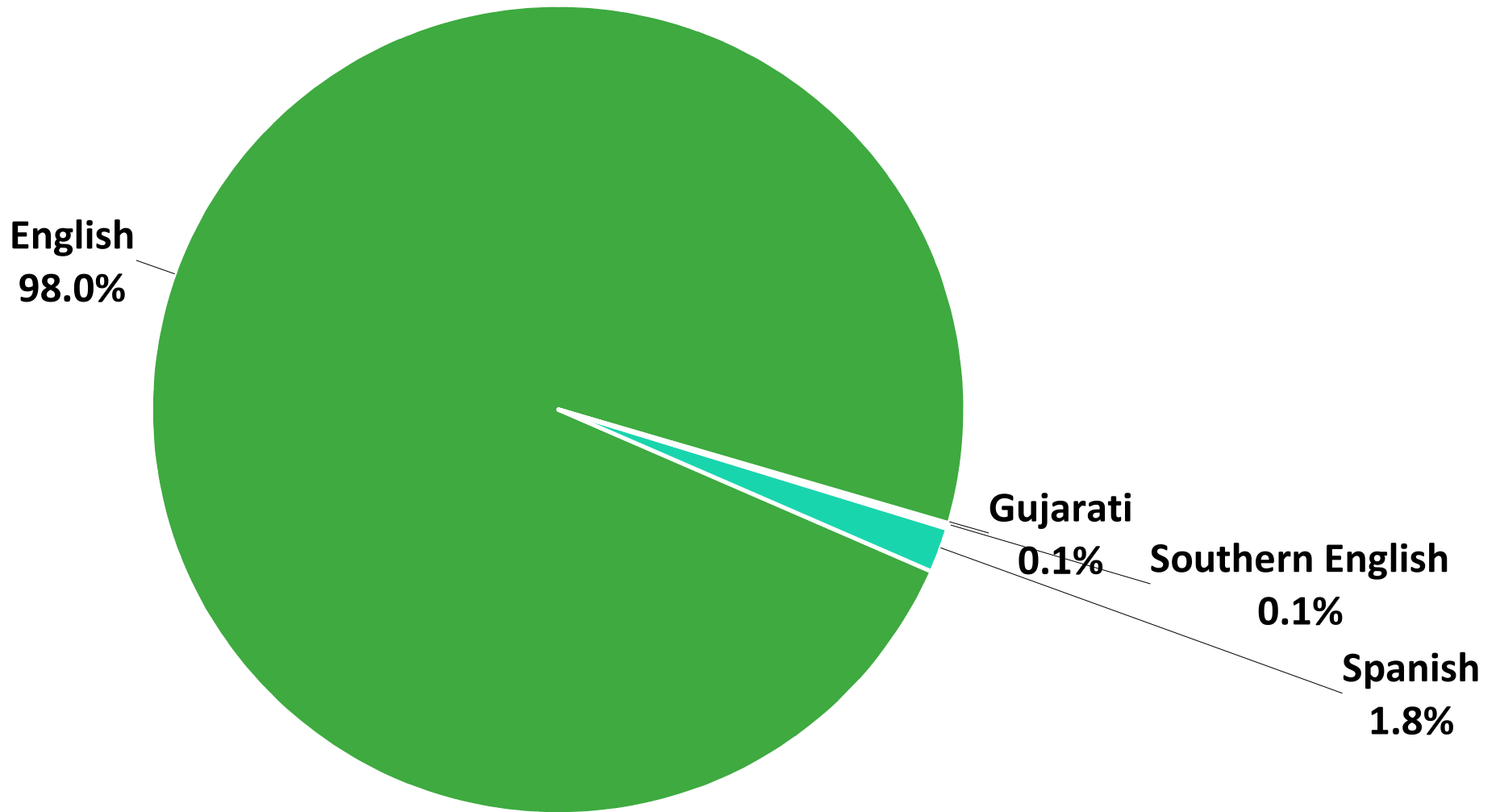
Demographics: Q29. Are you of Hispanic, Latino, or other Spanish ancestry?

by percentage of respondents



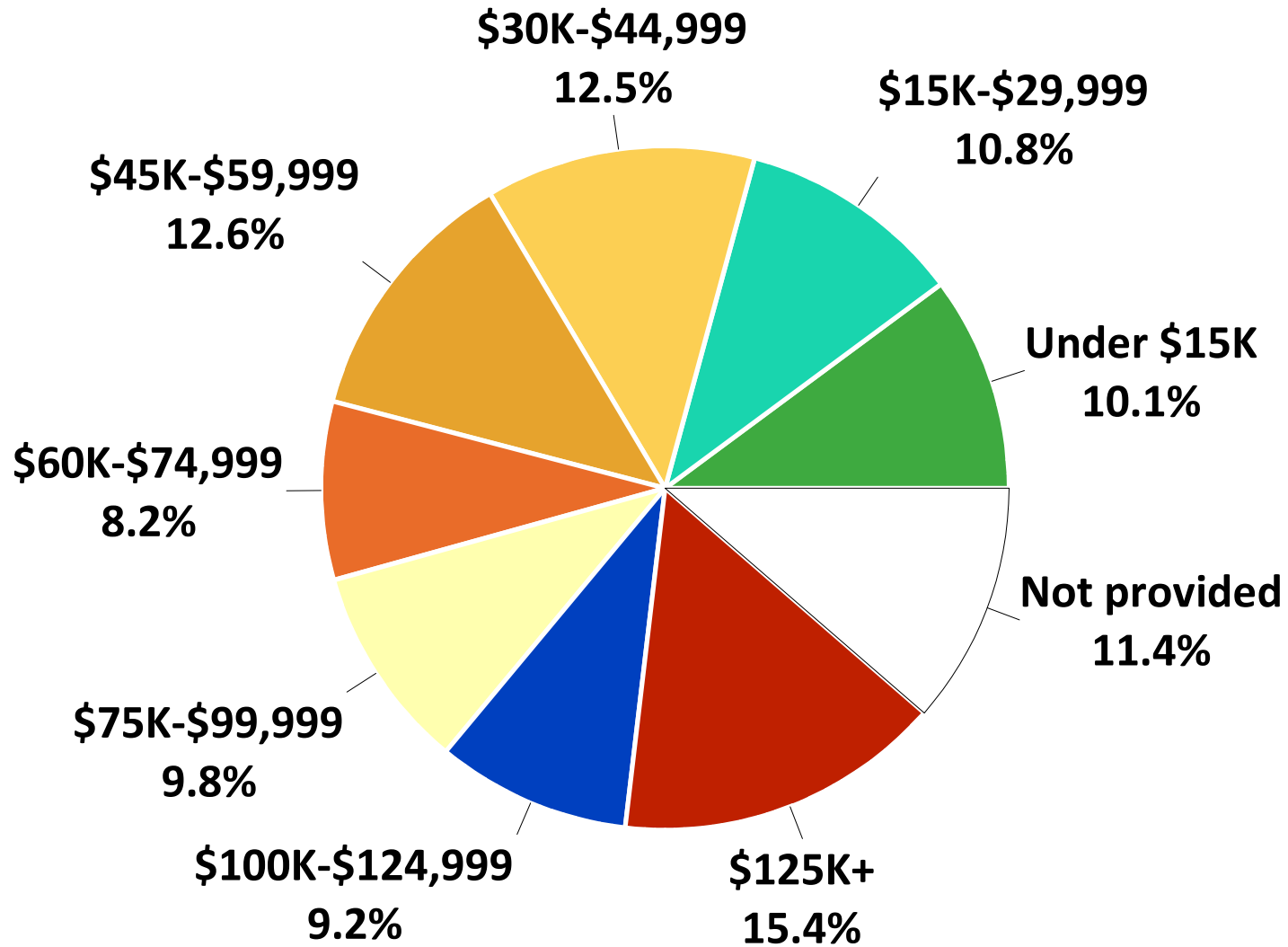
Demographics: Q30. What is the primary language spoken in your home?

by percentage of respondents



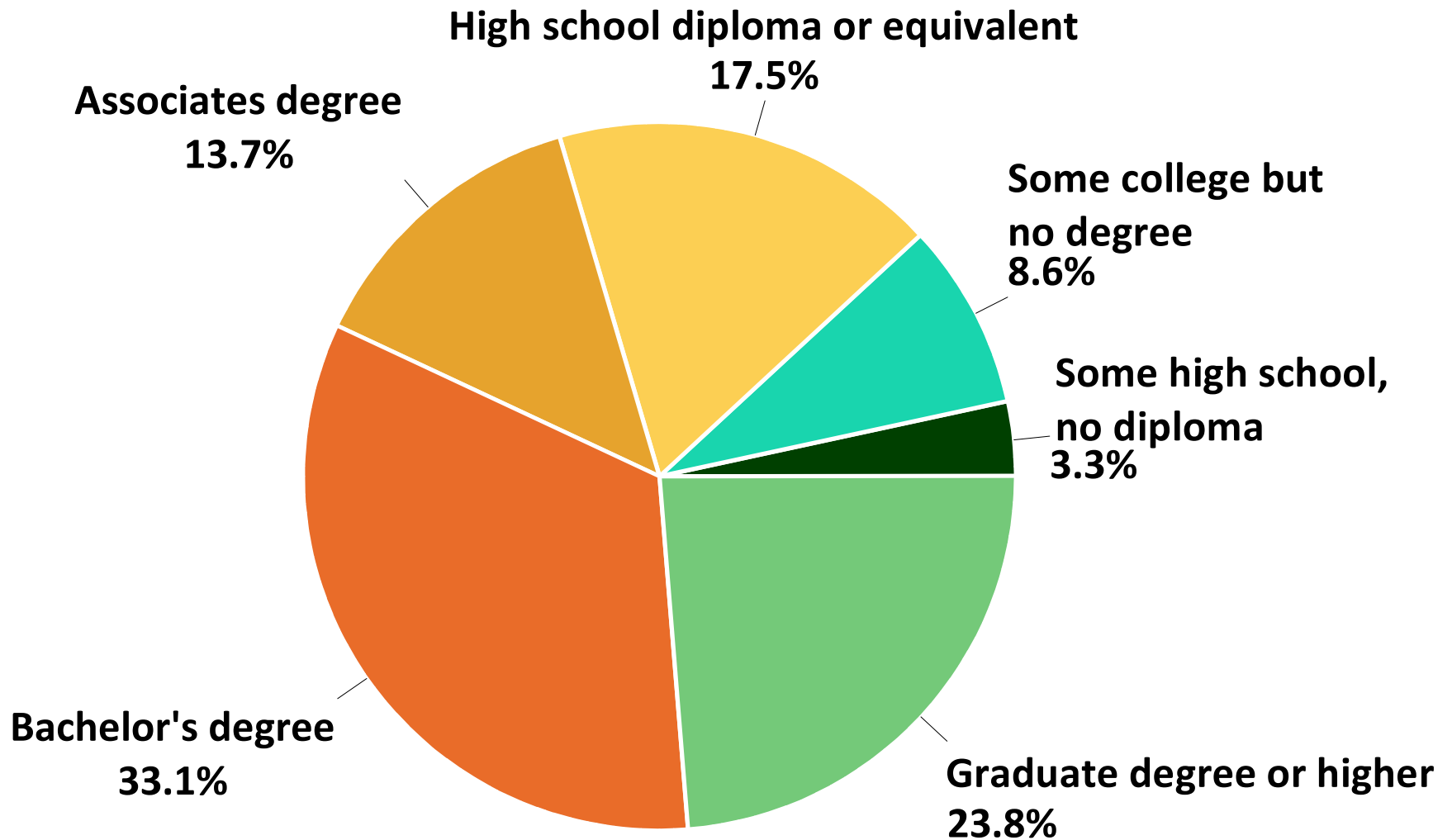
Demographics: Q31. Would you say your total annual household income is...

by percentage of respondents



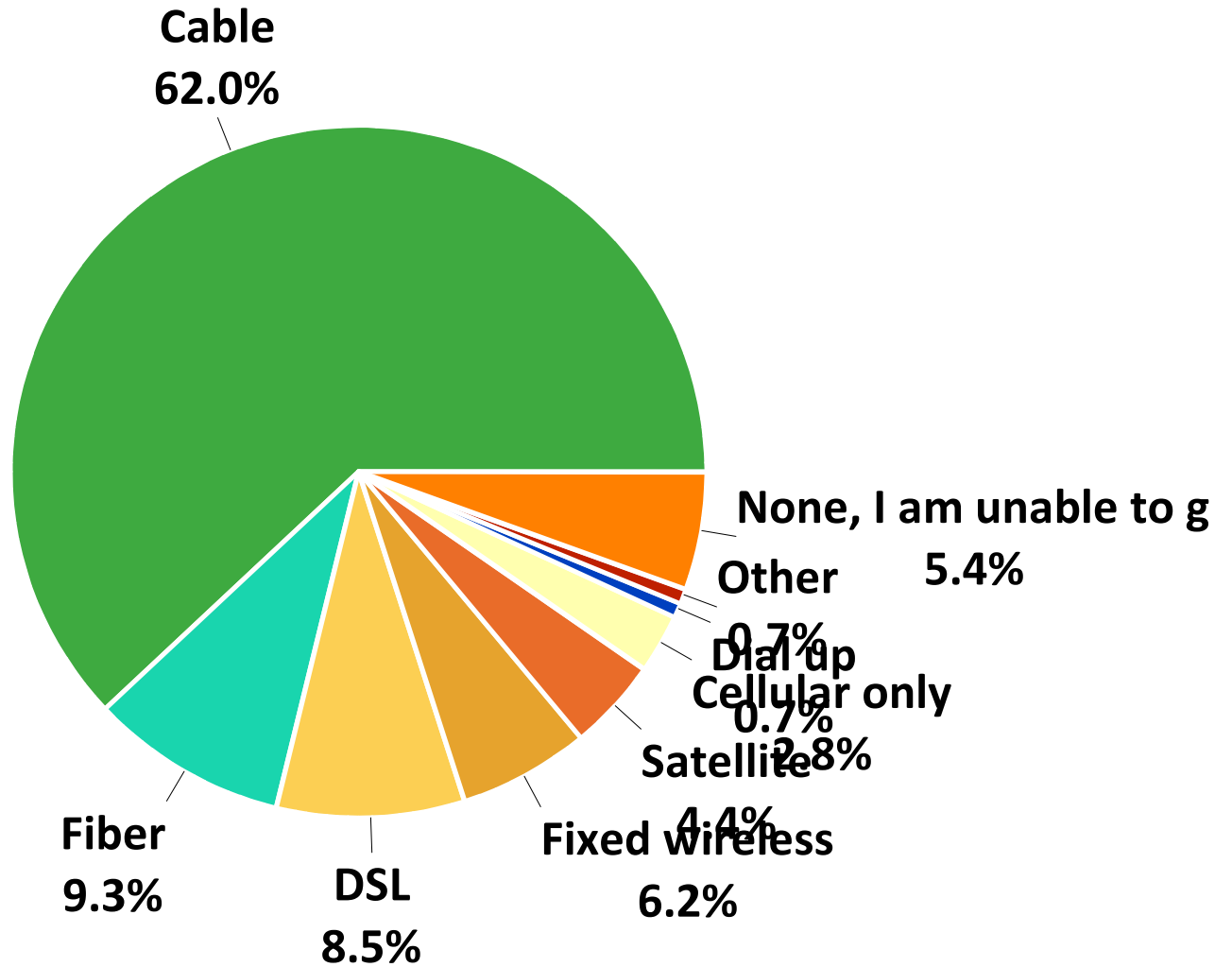
Demographics: Q32. What is the highest level of education you have completed?

by percentage of respondents (without *not provided* responses)



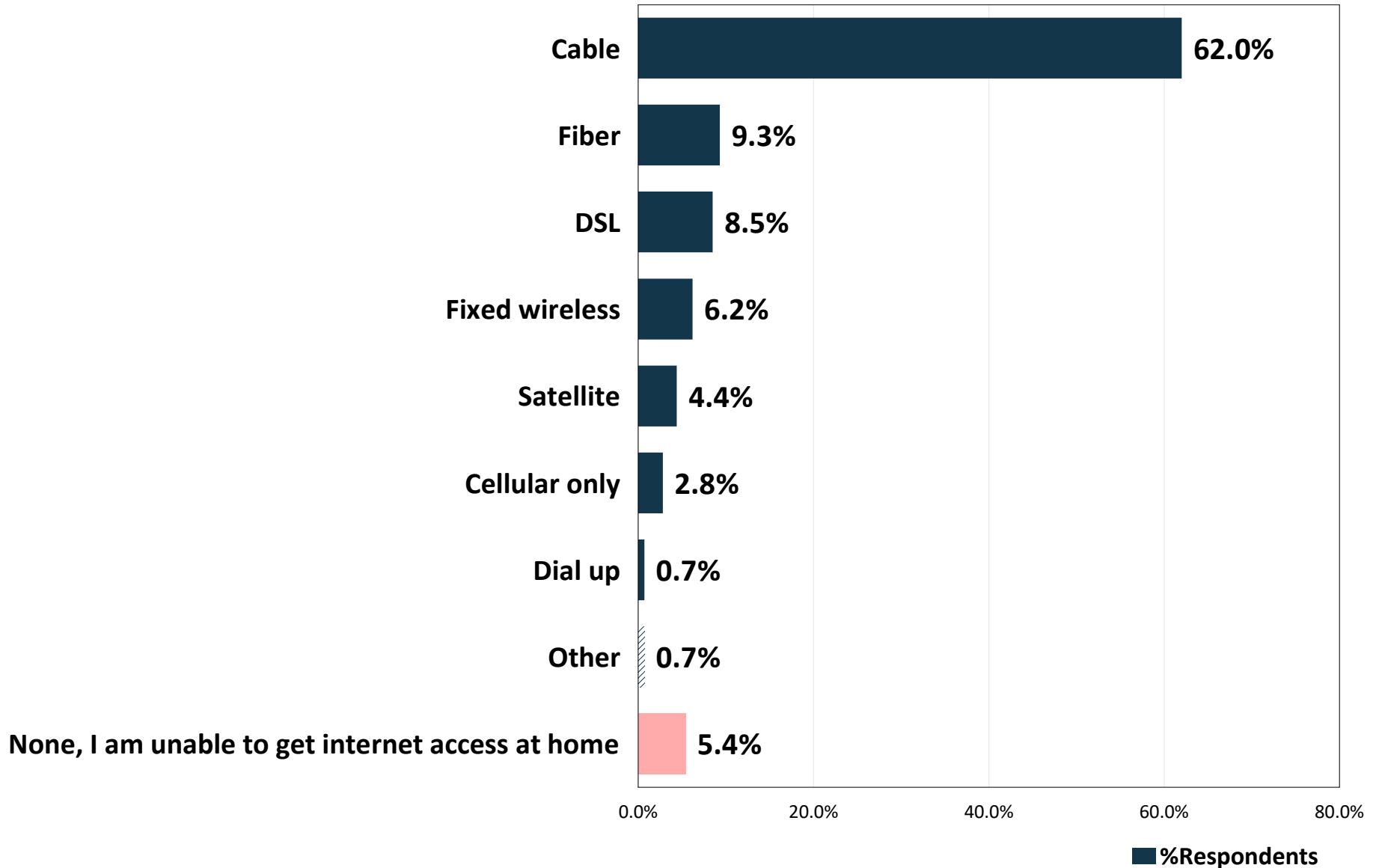
Demographics: Q33. What type of internet access is offered where you live?

by percentage of respondents (without *not provided* responses)



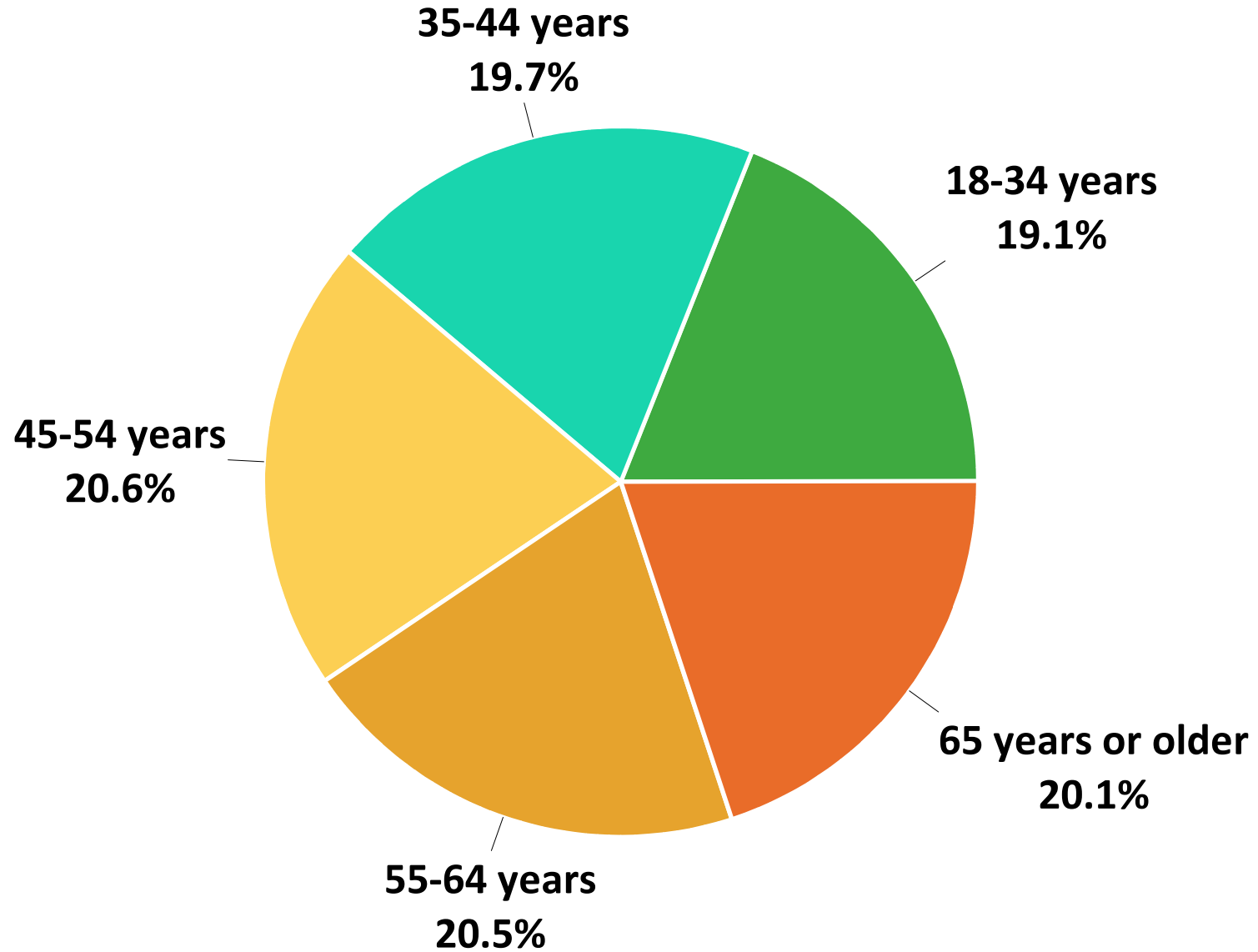
Demographics: Q33. What type of internet access is offered where you live?

by percentage of respondents (multiple choices could be selected)



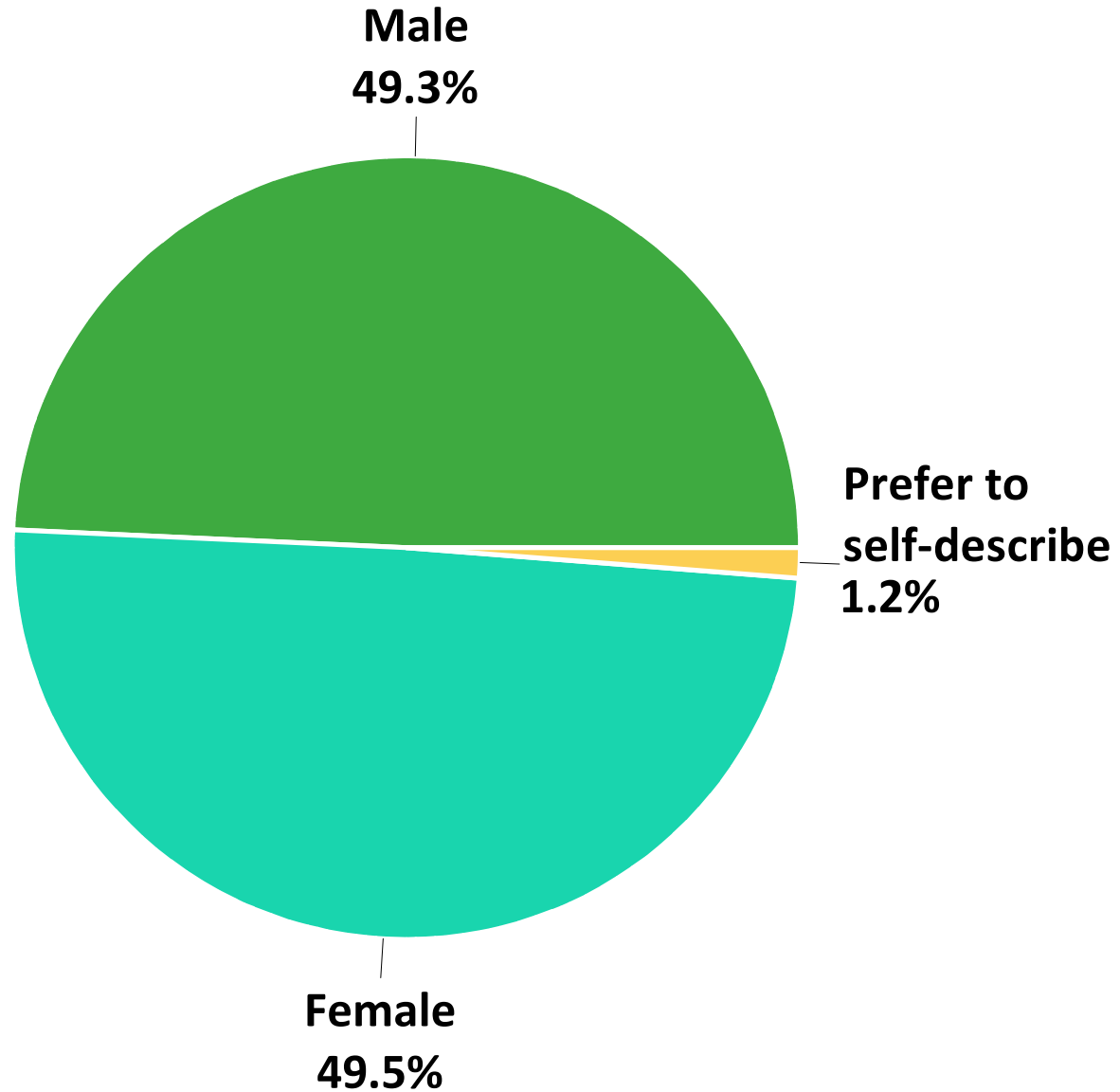
Demographics: Q34. What is your age?

by percentage of respondents (without *not provided* responses)



Demographics: Q35. What is your gender identity?

by percentage of respondents (without *not provided* responses)



Section 3: Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Overview

Today, County officials have limited resources which need to be targeted to services that are of the most benefit to their residents. Two of the most important criteria for decision making are;

- (1) to target resources toward services of the highest importance to residents and
- (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall resident satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the County to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the County's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify County services and initiatives provided by the County that they thought should receive the most emphasis, from County leaders, over the next two years. Fifty-five percent (55.3%) of respondents selected the *quality of County development, planning, and zoning services*, as one of the most important services for the County to provide.

Regarding satisfaction, 16.6% of respondents rated the County's overall performance regarding the *quality of County development, planning, and zoning services*, as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for the *quality of County development, planning, and zoning services*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example,

55.3% was multiplied by 83.4% (1-0.166). This calculation yielded an I-S rating of 0.4612 which ranked first out of the ten services and initiatives, provided by the County, that were analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top two choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the two or three most important areas for the County to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS \geq 0.20)
- Increase Current Emphasis (0.10 \leq IS < 0.20)
- Maintain Current Emphasis (IS < 0.10)

The results for Buncombe County are provided on the following pages.

Importance-Satisfaction Analysis & Ratings

Core County Services

2021 Buncombe County Community Survey

Buncombe County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Quality of County development, planning, & zoning	55.3%	1	16.6%	10	0.4612	1
High Priority (I-S = 0.10-0.20)						
Quality of Buncombe County social services	32.3%	2	39.1%	9	0.1967	2
Quality of public health services	26.1%	3	52.5%	7	0.1240	3
Medium Priority (I-S < 0.10)						
Quality of Buncombe County's agricultural, soil & water services	13.8%	5	52.4%	8	0.0657	4
Quality of County's recreation services	15.6%	4	66.5%	4	0.0523	5
Quality of County's election services	10.8%	6	60.8%	5	0.0423	6
Quality of County's solid waste services	8.6%	9	56.7%	6	0.0372	7
Quality of emergency 911 services	10.2%	7	67.3%	3	0.0334	8
Quality of emergency medical services (EMS)	9.0%	8	73.2%	2	0.0241	9
Quality of County library services	3.0%	10	79.4%	1	0.0062	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

Importance-Satisfaction Analysis & Ratings

Communication

2021 Buncombe County Community Survey
Buncombe County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Level of public involvement in County decision making	37.0%	2	19.5%	10	0.2979	1
County efforts to be open & transparent with information about County issues, services, & performance	38.5%	1	23.3%	8	0.2953	2
High Priority (I-S = 0.10-0.20)						
Effectiveness of County communication with the public	22.2%	5	27.3%	7	0.1614	3
Availability of information about Buncombe County services & activities	25.9%	3	46.0%	4	0.1399	4
Medium Priority (I-S < 0.10)						
County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	22.3%	4	58.1%	2	0.0934	5
Timeliness of information provided by County	12.0%	6	32.8%	6	0.0806	6
Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	6.6%	8	35.3%	5	0.0427	7
Information provided through County emergency alert system	9.9%	7	64.8%	1	0.0348	8
How easy County's website (BuncombeCounty.org) is to use	6.2%	9	52.7%	3	0.0293	9
Quality of BCTV-County's cable television channel	1.1%	10	22.0%	9	0.0086	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

Importance-Satisfaction Analysis & Ratings

Parks and Recreation

2021 Buncombe County Community Survey

Buncombe County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Availability of open space, natural area, & greenways in County	34.2%	2	52.2%	6	0.1635	1
Maintenance of County parks	35.1%	1	55.6%	4	0.1558	2
Availability of parks amenities for Buncombe County residents regardless of age or ability	20.3%	4	42.4%	7	0.1169	3
Medium Priority (I-S < 0.10)						
Quality of open space, natural area, & greenways in County	20.9%	3	55.9%	3	0.0922	4
Availability of indoor event facilities (e.g., pickleball courts) at County parks	8.9%	7	27.5%	10	0.0645	5
Quality of outdoor event facilities (e.g., picnic shelters) at County parks	17.7%	5	66.1%	1	0.0600	6
Quality of programming at County parks	6.8%	9	32.2%	8	0.0461	7
Availability of programming at County parks	6.5%	10	30.4%	9	0.0452	8
Availability of outdoor event facilities (e.g., picnic shelters) at County parks	10.9%	6	59.9%	2	0.0437	9
Quality of County athletic fields (soccer, baseball/softball)	6.9%	8	54.7%	5	0.0313	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each service. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding *don't knows*. Respondents ranked their level of satisfaction with the each of the services on a scale of 1 to 5 with "5" being *very satisfied* and "1" being *very dissatisfied*.

Section 4: Tabular Data

Q1. Perceptions of Buncombe County. Please rate Buncombe County with regard to the following using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor."

(N=753)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a community committed to fair & equitable practices	8.0%	39.4%	22.6%	15.0%	9.3%	5.7%
Q1-2. As a community committed to green & sustainable practices	8.1%	49.9%	23.0%	10.2%	4.1%	4.6%
Q1-3. As a community that is moving in the right direction	6.0%	28.8%	24.4%	18.2%	19.5%	3.1%
Q1-4. As a place to attend college or a university	17.3%	38.4%	22.2%	8.1%	6.2%	7.8%
Q1-5. As a place to educate children	10.6%	36.1%	20.5%	15.8%	9.3%	7.7%
Q1-6. As a place to live	21.1%	43.7%	13.1%	10.1%	10.8%	1.2%
Q1-7. As a place to play	37.5%	39.2%	11.4%	5.2%	4.9%	1.9%
Q1-8. As a place to raise children	13.8%	36.7%	19.7%	11.2%	8.5%	10.2%
Q1-9. As a place to retire	21.2%	36.3%	14.3%	9.7%	11.3%	7.2%
Q1-10. As a place to start a business	5.8%	25.5%	28.2%	14.6%	11.2%	14.7%
Q1-11. As a place to visit	47.5%	36.3%	7.2%	2.5%	4.9%	1.6%
Q1-12. As a place to work	8.0%	29.0%	19.5%	23.1%	16.7%	3.7%
Q1-13. As a place where you can earn a living wage	2.3%	11.8%	16.2%	33.7%	32.5%	3.5%
Q1-14. As a place where you can find affordable housing	1.7%	3.1%	8.4%	26.8%	57.4%	2.7%

Q1. Perceptions of Buncombe County. Please rate Buncombe County with regard to the following using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor."

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-15. As a place where you feel welcome regardless of race/ethnicity	12.5%	29.1%	24.3%	16.7%	10.1%	7.3%
Q1-16. Availability of internet services in your area	20.3%	38.6%	16.9%	14.2%	8.0%	2.0%
Q1-17. Overall image or reputation of County government	3.1%	28.0%	29.2%	16.7%	19.8%	3.2%

WITHOUT "DON'T KNOW"**Q1. Perceptions of Buncombe County. Please rate Buncombe County with regard to the following using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor." (without "don't know")**

(N=753)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a community committed to fair & equitable practices	8.5%	41.8%	23.9%	15.9%	9.9%
Q1-2. As a community committed to green & sustainable practices	8.5%	52.4%	24.1%	10.7%	4.3%
Q1-3. As a community that is moving in the right direction	6.2%	29.7%	25.2%	18.8%	20.1%
Q1-4. As a place to attend college or a university	18.7%	41.6%	24.1%	8.8%	6.8%
Q1-5. As a place to educate children	11.5%	39.1%	22.2%	17.1%	10.1%
Q1-6. As a place to live	21.4%	44.2%	13.3%	10.2%	10.9%
Q1-7. As a place to play	38.2%	39.9%	11.6%	5.3%	5.0%
Q1-8. As a place to raise children	15.4%	40.8%	21.9%	12.4%	9.5%
Q1-9. As a place to retire	22.9%	39.1%	15.5%	10.4%	12.2%
Q1-10. As a place to start a business	6.9%	29.9%	33.0%	17.1%	13.1%
Q1-11. As a place to visit	48.3%	36.8%	7.3%	2.6%	5.0%
Q1-12. As a place to work	8.3%	30.1%	20.3%	24.0%	17.4%
Q1-13. As a place where you can earn a living wage	2.3%	12.2%	16.8%	34.9%	33.7%
Q1-14. As a place where you can find affordable housing	1.8%	3.1%	8.6%	27.6%	58.9%
Q1-15. As a place where you feel welcome regardless of race/ethnicity	13.5%	31.4%	26.2%	18.1%	10.9%
Q1-16. Availability of internet services in your area	20.7%	39.4%	17.2%	14.5%	8.1%
Q1-17. Overall image or reputation of County government	3.2%	28.9%	30.2%	17.3%	20.4%

Q2. Core County Services. Please rate your satisfaction with each of the major categories of core services provided by Buncombe County listed below using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied."

(N=753)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Quality of Buncombe County social services	3.9%	22.4%	26.4%	10.0%	4.5%	32.8%
Q2-2. Quality of Buncombe County's agricultural, soil & water services	7.0%	31.3%	26.7%	6.1%	2.1%	26.7%
Q2-3. Quality of County library services	23.2%	48.6%	15.8%	2.8%	0.0%	9.6%
Q2-4. Quality of County development, planning, & zoning	2.1%	12.5%	26.8%	28.8%	17.9%	11.8%
Q2-5. Quality of emergency 911 services	16.6%	35.3%	16.3%	6.0%	2.9%	22.8%
Q2-6. Quality of emergency medical services (EMS)	19.4%	36.3%	15.8%	2.8%	1.7%	24.0%
Q2-7. Quality of public health services	10.4%	33.2%	25.2%	10.2%	4.0%	17.0%
Q2-8. Quality of County's election services	16.2%	40.4%	22.7%	8.0%	5.8%	6.9%
Q2-9. Quality of County's solid waste services	10.0%	40.6%	23.2%	11.2%	4.2%	10.8%
Q2-10. Quality of County's recreation services	12.1%	48.9%	20.7%	8.4%	1.6%	8.4%

WITHOUT "DON'T KNOW"

Q2. Core County Services. Please rate your satisfaction with each of the major categories of core services provided by Buncombe County listed below using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied." (without "don't know")

(N=753)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Quality of Buncombe County social services	5.7%	33.4%	39.3%	14.8%	6.7%
Q2-2. Quality of Buncombe County's agricultural, soil & water services	9.6%	42.8%	36.4%	8.3%	2.9%
Q2-3. Quality of County library services	25.7%	53.7%	17.5%	3.1%	0.0%
Q2-4. Quality of County development, planning, & zoning	2.4%	14.2%	30.4%	32.7%	20.3%
Q2-5. Quality of emergency 911 services	21.5%	45.8%	21.2%	7.7%	3.8%
Q2-6. Quality of emergency medical services (EMS)	25.5%	47.7%	20.8%	3.7%	2.3%
Q2-7. Quality of public health services	12.5%	40.0%	30.4%	12.3%	4.8%
Q2-8. Quality of County's election services	17.4%	43.4%	24.4%	8.6%	6.3%
Q2-9. Quality of County's solid waste services	11.2%	45.5%	26.0%	12.5%	4.8%
Q2-10. Quality of County's recreation services	13.2%	53.3%	22.6%	9.1%	1.7%

Q3. Which TWO of the items listed in Question 2 do you think should receive the MOST EMPHASIS from the County over the next TWO years?

Q3. Top choice	Number	Percent
Quality of Buncombe County social services	109	14.5 %
Quality of Buncombe County's agricultural, soil & water services	51	6.8 %
Quality of County library services	8	1.1 %
Quality of County development, planning, & zoning	280	37.2 %
Quality of emergency 911 services	47	6.2 %
Quality of emergency medical services (EMS)	28	3.7 %
Quality of public health services	78	10.4 %
Quality of County's election services	30	4.0 %
Quality of County's solid waste services	27	3.6 %
Quality of County's recreation services	48	6.4 %
None chosen	47	6.2 %
Total	753	100.0 %

Q3. Which TWO of the items listed in Question 2 do you think should receive the MOST EMPHASIS from the County over the next TWO years?

Q3. 2nd choice	Number	Percent
Quality of Buncombe County social services	134	17.8 %
Quality of Buncombe County's agricultural, soil & water services	53	7.0 %
Quality of County library services	14	1.9 %
Quality of County development, planning, & zoning	136	18.1 %
Quality of emergency 911 services	30	4.0 %
Quality of emergency medical services (EMS)	40	5.3 %
Quality of public health services	118	15.7 %
Quality of County's election services	51	6.8 %
Quality of County's solid waste services	38	5.0 %
Quality of County's recreation services	69	9.2 %
None chosen	70	9.3 %
Total	753	100.0 %

SUM OF TOP 2 CHOICES**Q3. Which TWO of the items listed in Question 2 do you think should receive the MOST EMPHASIS from the County over the next TWO years? (top 2)**

Q3. Top choice	Number	Percent
Quality of Buncombe County social services	243	32.3 %
Quality of Buncombe County's agricultural, soil & water services	104	13.8 %
Quality of County library services	22	2.9 %
Quality of County development, planning, & zoning	416	55.2 %
Quality of emergency 911 services	77	10.2 %
Quality of emergency medical services (EMS)	68	9.0 %
Quality of public health services	196	26.0 %
Quality of County's election services	81	10.8 %
Quality of County's solid waste services	65	8.6 %
Quality of County's recreation services	117	15.5 %
None chosen	47	6.2 %
Total	1436	

Q4. Please rate your level of agreement with the following statements on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree."

(N=753)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q4-1. I have equitable access to County services regardless of my race/ethnicity	19.1%	34.8%	17.8%	7.6%	3.9%	16.9%
Q4-2. I believe Buncombe County government is trustworthy	4.0%	29.1%	27.9%	18.5%	14.9%	5.7%
Q4-3. Buncombe County effectively communicates what they're doing to ensure all County residents are treated equitably	4.2%	23.9%	30.9%	20.2%	11.0%	9.7%
Q4-4. Buncombe County is a caring community in harmony with its environment where residents succeed, thrive, & realize their potential	2.9%	25.8%	32.3%	23.0%	12.9%	3.2%

WITHOUT "DON'T KNOW"

Q4. Please rate your level of agreement with the following statements on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree." (without "don't know")

(N=753)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q4-1. I have equitable access to County services regardless of my race/ethnicity	23.0%	41.9%	21.4%	9.1%	4.6%
Q4-2. I believe Buncombe County government is trustworthy	4.2%	30.8%	29.6%	19.6%	15.8%
Q4-3. Buncombe County effectively communicates what they're doing to ensure all County residents are treated equitably	4.7%	26.5%	34.3%	22.4%	12.2%
Q4-4. Buncombe County is a caring community in harmony with its environment where residents succeed, thrive, & realize their potential	3.0%	26.6%	33.3%	23.7%	13.3%

Q5. Future Priorities for the County. Please rate the future importance of each of the following items as they relate to the County's future using a scale of 5 to 1, where 5 means "Very Important," and 1 means "Not at all Important."

(N=753)

	Very important	Important	Neutral	Not important	Not at all important	Don't know
Q5-1. Addressing gun violence	51.8%	26.3%	9.4%	5.7%	5.3%	1.5%
Q5-2. Addressing racism	49.0%	23.8%	14.6%	4.5%	6.2%	1.9%
Q5-3. Providing public transportation in the unincorporated areas of County	32.5%	38.6%	16.6%	4.4%	4.0%	3.9%
Q5-4. Providing equitable access to housing	60.4%	21.6%	10.9%	2.3%	3.2%	1.6%
Q5-5. Providing equitable access to quality healthcare	64.4%	24.6%	6.9%	1.3%	1.7%	1.1%
Q5-6. Providing equitable access to quality mental healthcare	71.2%	19.0%	6.4%	1.3%	0.9%	1.2%
Q5-7. Increasing conservation of farms & environmentally sensitive land	56.0%	32.4%	7.0%	2.0%	0.9%	1.6%
Q5-8. Combating climate change	51.0%	21.8%	10.6%	6.8%	8.4%	1.5%
Q5-9. Reducing substance use disorder	55.9%	31.6%	8.6%	1.7%	1.2%	0.9%
Q5-10. Increasing opportunities for recreation & culture	23.6%	40.5%	24.7%	8.0%	1.7%	1.5%
Q5-11. Providing living wages	68.5%	21.0%	6.0%	1.7%	1.7%	1.1%
Q5-12. Addressing homelessness	63.3%	24.7%	5.6%	3.3%	2.3%	0.8%
Q5-13. Increasing opportunities to age in place	38.5%	38.2%	16.1%	2.5%	1.1%	3.6%
Q5-14. Improving early childhood education	48.6%	31.6%	12.7%	2.3%	1.5%	3.3%
Q5-15. Increasing access to jobs	46.5%	35.5%	13.0%	1.9%	1.2%	2.0%
Q5-16. Increasing public safety	53.0%	31.7%	11.4%	2.7%	0.3%	0.9%
Q5-17. Increasing access to high-speed internet	34.4%	40.5%	16.6%	5.0%	1.5%	2.0%
Q5-18. Other	89.1%	6.9%	4.0%	0.0%	0.0%	0.0%

WITHOUT "DON'T KNOW"

Q5. Future Priorities for the County. Please rate the future importance of each of the following items as they relate to the County's future using a scale of 5 to 1, where 5 means "Very Important," and 1 means "Not at all Important." (without "don't know")

(N=753)

	Very important	Important	Neutral	Not important	Not at all important
Q5-1. Addressing gun violence	52.6%	26.7%	9.6%	5.8%	5.4%
Q5-2. Addressing racism	49.9%	24.2%	14.9%	4.6%	6.4%
Q5-3. Providing public transportation in the unincorporated areas of County	33.8%	40.2%	17.3%	4.6%	4.1%
Q5-4. Providing equitable access to housing	61.4%	22.0%	11.1%	2.3%	3.2%
Q5-5. Providing equitable access to quality healthcare	65.1%	24.8%	7.0%	1.3%	1.7%
Q5-6. Providing equitable access to quality mental healthcare	72.0%	19.2%	6.5%	1.3%	0.9%
Q5-7. Increasing conservation of farms & environmentally sensitive land	57.0%	32.9%	7.2%	2.0%	0.9%
Q5-8. Combating climate change	51.8%	22.1%	10.8%	6.9%	8.5%
Q5-9. Reducing substance use disorder	56.4%	31.9%	8.7%	1.7%	1.2%
Q5-10. Increasing opportunities for recreation & culture	24.0%	41.1%	25.1%	8.1%	1.8%
Q5-11. Providing living wages	69.3%	21.2%	6.0%	1.7%	1.7%

WITHOUT "DON'T KNOW"

Q5. Future Priorities for the County. Please rate the future importance of each of the following items as they relate to the County's future using a scale of 5 to 1, where 5 means "Very Important," and 1 means "Not at all Important." (without "don't know")

	Very important	Important	Neutral	Not important	Not at all important
Q5-12. Addressing homelessness	63.9%	24.9%	5.6%	3.3%	2.3%
Q5-13. Increasing opportunities to age in place	39.9%	39.7%	16.7%	2.6%	1.1%
Q5-14. Improving early childhood education	50.3%	32.7%	13.2%	2.3%	1.5%
Q5-15. Increasing access to jobs	47.4%	36.2%	13.3%	1.9%	1.2%
Q5-16. Increasing public safety	53.5%	32.0%	11.5%	2.7%	0.3%
Q5-17. Increasing access to high-speed internet	35.1%	41.3%	16.9%	5.1%	1.5%
Q5-18. Other	89.1%	6.9%	4.0%	0.0%	0.0%

Q6. Which FOUR of the items listed in Question 5 do you think should receive the MOST EMPHASIS from the County over the next 5 years?

Q6. Top choice	Number	Percent
Addressing gun violence	100	13.3 %
Addressing racism	54	7.2 %
Providing public transportation in the unincorporated areas of County	16	2.1 %
Providing equitable access to housing	134	17.8 %
Providing equitable access to quality healthcare	33	4.4 %
Providing equitable access to quality mental healthcare	35	4.6 %
Increasing conservation of farms & environmentally sensitive land	46	6.1 %
Combating climate change	41	5.4 %
Reducing substance use disorder	25	3.3 %
Increasing opportunities for recreation & culture	5	0.7 %
Providing living wages	69	9.2 %
Addressing homelessness	62	8.2 %
Increasing opportunities to age in place	5	0.7 %
Improving early childhood education	23	3.1 %
Increasing access to jobs	10	1.3 %
Increasing public safety	42	5.6 %
Increasing access to high-speed internet	13	1.7 %
Other	20	2.7 %
None chosen	20	2.7 %
Total	753	100.0 %

Q6. Which FOUR of the items listed in Question 5 do you think should receive the MOST EMPHASIS from the County over the next 5 years?

Q6. 2nd choice	Number	Percent
Addressing gun violence	70	9.3 %
Addressing racism	57	7.6 %
Providing public transportation in the unincorporated areas of County	22	2.9 %
Providing equitable access to housing	96	12.7 %
Providing equitable access to quality healthcare	77	10.2 %
Providing equitable access to quality mental healthcare	64	8.5 %
Increasing conservation of farms & environmentally sensitive land	32	4.2 %
Combating climate change	31	4.1 %
Reducing substance use disorder	40	5.3 %
Increasing opportunities for recreation & culture	13	1.7 %
Providing living wages	73	9.7 %
Addressing homelessness	57	7.6 %
Increasing opportunities to age in place	16	2.1 %
Improving early childhood education	20	2.7 %
Increasing access to jobs	12	1.6 %
Increasing public safety	33	4.4 %
Increasing access to high-speed internet	8	1.1 %
Other	6	0.8 %
None chosen	26	3.5 %
Total	753	100.0 %

Q6. Which FOUR of the items listed in Question 5 do you think should receive the MOST EMPHASIS from the County over the next 5 years?

Q6. 3rd choice	Number	Percent
Addressing gun violence	30	4.0 %
Addressing racism	31	4.1 %
Providing public transportation in the unincorporated areas of County	27	3.6 %
Providing equitable access to housing	64	8.5 %
Providing equitable access to quality healthcare	73	9.7 %
Providing equitable access to quality mental healthcare	70	9.3 %
Increasing conservation of farms & environmentally sensitive land	49	6.5 %
Combating climate change	57	7.6 %
Reducing substance use disorder	49	6.5 %
Increasing opportunities for recreation & culture	11	1.5 %
Providing living wages	79	10.5 %
Addressing homelessness	56	7.4 %
Increasing opportunities to age in place	20	2.7 %
Improving early childhood education	20	2.7 %
Increasing access to jobs	34	4.5 %
Increasing public safety	35	4.6 %
Increasing access to high-speed internet	11	1.5 %
Other	6	0.8 %
None chosen	31	4.1 %
Total	753	100.0 %

Q6. Which FOUR of the items listed in Question 5 do you think should receive the MOST EMPHASIS from the County over the next 5 years?

Q6. 4th choice	Number	Percent
Addressing gun violence	36	4.8 %
Addressing racism	31	4.1 %
Providing public transportation in the unincorporated areas of County	20	2.7 %
Providing equitable access to housing	48	6.4 %
Providing equitable access to quality healthcare	43	5.7 %
Providing equitable access to quality mental healthcare	66	8.8 %
Increasing conservation of farms & environmentally sensitive land	40	5.3 %
Combating climate change	51	6.8 %
Reducing substance use disorder	63	8.4 %
Increasing opportunities for recreation & culture	10	1.3 %
Providing living wages	76	10.1 %
Addressing homelessness	64	8.5 %
Increasing opportunities to age in place	31	4.1 %
Improving early childhood education	31	4.1 %
Increasing access to jobs	30	4.0 %
Increasing public safety	46	6.1 %
Increasing access to high-speed internet	22	2.9 %
Other	6	0.8 %
None chosen	39	5.2 %
Total	753	100.0 %

SUM OF TOP 4 CHOICES**Q6. Which FOUR of the items listed in Question 5 do you think should receive the MOST EMPHASIS from the County over the next 5 years? (top 4)**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Addressing gun violence	236	31.3 %
Addressing racism	173	23.0 %
Providing public transportation in the unincorporated areas of County	85	11.3 %
Providing equitable access to housing	342	45.4 %
Providing equitable access to quality healthcare	226	30.0 %
Providing equitable access to quality mental healthcare	235	31.2 %
Increasing conservation of farms & environmentally sensitive land	167	22.2 %
Combating climate change	180	23.9 %
Reducing substance use disorder	177	23.5 %
Increasing opportunities for recreation & culture	39	5.2 %
Providing living wages	297	39.4 %
Addressing homelessness	239	31.7 %
Increasing opportunities to age in place	72	9.6 %
Improving early childhood education	94	12.5 %
Increasing access to jobs	86	11.4 %
Increasing public safety	156	20.7 %
Increasing access to high-speed internet	54	7.2 %
Other	38	5.0 %
None chosen	20	2.7 %
Total	2916	

Q7. Communication. Please CHECK ALL of the sources listed below that you and members of your household use to learn about Buncombe County news, events, and to get other County information.

Q7. All the sources your household uses to learn about Buncombe County news, events, & to get other County information

	Number	Percent
BuncombeCounty.org	441	58.6 %
Nextdoor	266	35.3 %
Social media (Facebook, Twitter, Instagram, etc.)	427	56.7 %
Printed mailers from County	214	28.4 %
BCTV	19	2.5 %
Print/newspaper	305	40.5 %
Open Data Explorer (data.buncombecounty.org)	34	4.5 %
Local radio	329	43.7 %
Local TV news	435	57.8 %
Friends/family-word of mouth	406	53.9 %
Buncombe County Alert Text messages/phone calls	368	48.9 %
Other	27	3.6 %
Total	3271	

Q8. Which THREE of the items listed in Question 7 do you MOST PREFER to use to get information on County news, events, and other County information?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
BuncombeCounty.org	155	20.6 %
Nextdoor	27	3.6 %
Social media (Facebook, Twitter, Instagram, etc.)	102	13.5 %
Printed mailers from County	32	4.2 %
BCTV	3	0.4 %
Print/newspaper	69	9.2 %
Open Data Explorer (data.buncombecounty.org)	5	0.7 %
Local radio	57	7.6 %
Local TV news	120	15.9 %
Friends/family-word of mouth	21	2.8 %
Buncombe County Alert Text messages/phone calls	114	15.1 %
Other	14	1.9 %
None chosen	34	4.5 %
Total	753	100.0 %

Q8. Which THREE of the items listed in Question 7 do you MOST PREFER to use to get information on County news, events, and other County information?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
BuncombeCounty.org	91	12.1 %
Nextdoor	36	4.8 %
Social media (Facebook, Twitter, Instagram, etc.)	98	13.0 %
Printed mailers from County	43	5.7 %
BCTV	7	0.9 %
Print/newspaper	83	11.0 %
Open Data Explorer (data.buncombecounty.org)	9	1.2 %
Local radio	95	12.6 %
Local TV news	117	15.5 %
Friends/family-word of mouth	42	5.6 %
Buncombe County Alert Text messages/phone calls	78	10.4 %
Other	5	0.7 %
None chosen	49	6.5 %
Total	753	100.0 %

Q8. Which THREE of the items listed in Question 7 do you MOST PREFER to use to get information on County news, events, and other County information?

Q8. 3rd choice	Number	Percent
BuncombeCounty.org	95	12.6 %
Nextdoor	31	4.1 %
Social media (Facebook, Twitter, Instagram, etc.)	63	8.4 %
Printed mailers from County	41	5.4 %
BCTV	3	0.4 %
Print/newspaper	73	9.7 %
Open Data Explorer (data.buncombecounty.org)	6	0.8 %
Local radio	83	11.0 %
Local TV news	96	12.7 %
Friends/family-word of mouth	76	10.1 %
Buncombe County Alert Text messages/phone calls	102	13.5 %
Other	12	1.6 %
None chosen	72	9.6 %
Total	753	100.0 %

SUM OF TOP 3 CHOICES**Q8. Which THREE of the items listed in Question 7 do you MOST PREFER to use to get information on County news, events, and other County information? (top 3)**

Q8. Top choice	Number	Percent
BuncombeCounty.org	341	45.3 %
Nextdoor	94	12.5 %
Social media (Facebook, Twitter, Instagram, etc.)	263	34.9 %
Printed mailers from County	116	15.4 %
BCTV	13	1.7 %
Print/newspaper	225	29.9 %
Open Data Explorer (data.buncombecounty.org)	20	2.7 %
Local radio	235	31.2 %
Local TV news	333	44.2 %
Friends/family-word of mouth	139	18.5 %
Buncombe County Alert Text messages/phone calls	294	39.0 %
Other	31	4.1 %
None chosen	34	4.5 %
Total	2138	

Q9. Communication. Please CHECK ALL of the types of information you would like to see the County provide using the sources of information you indicated you most prefer in Question 8.

Q9. All types of information you would like to see
County provide using sources of information you
most prefer

	Number	Percent
Board & Commission meetings	373	49.5 %
County Budget information & priorities	434	57.6 %
County contracts or contract opportunities	239	31.7 %
County library system	227	30.1 %
County transparency efforts (open data)	346	45.9 %
Crime data	437	58.0 %
Diversity, equity, & inclusion initiatives	326	43.3 %
Economic assistance	293	38.9 %
Elections	412	54.7 %
Environmental & green initiatives	378	50.2 %
GIS data	158	21.0 %
Gun permits	155	20.6 %
Food & lodging health inspections	202	26.8 %
Human resources & County job opportunities	260	34.5 %
Public health	401	53.3 %
Internet infrastructure	181	24.0 %
Land planning & development issues	431	57.2 %
Parks & recreation	344	45.7 %
Public health initiatives	357	47.4 %
Opportunities to serve on boards & commissions	213	28.3 %
Total	6167	

Q10. Communication. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=753)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Availability of information about Buncombe County services & activities	5.0%	37.8%	37.7%	11.0%	1.6%	6.8%
Q10-2. County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	9.2%	45.2%	27.9%	9.0%	2.3%	6.5%
Q10-3. Level of public involvement in County decision making	1.6%	15.8%	33.3%	25.5%	13.1%	10.6%
Q10-4. Timeliness of information provided by County	3.3%	26.0%	40.9%	15.3%	3.9%	10.6%
Q10-5. How easy County's website (BuncombeCounty.org) is to use	7.7%	36.9%	30.9%	7.3%	1.7%	15.4%
Q10-6. Quality of BCTV-County's cable television channel	0.9%	7.2%	23.9%	3.5%	1.3%	63.2%
Q10-7. Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	2.0%	20.1%	32.5%	6.4%	1.5%	37.6%
Q10-8. County efforts to be open & transparent with information about County issues, services, & performance	2.5%	17.0%	34.8%	19.3%	10.2%	16.2%
Q10-9. Effectiveness of County communication with the public	2.5%	21.8%	34.8%	21.0%	8.9%	11.0%
Q10-10. Information provided through County emergency alert system	12.1%	41.7%	24.0%	4.1%	1.1%	17.0%

WITHOUT "DON'T KNOW"

Q10. Communication. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=753)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of information about Buncombe County services & activities	5.4%	40.6%	40.5%	11.8%	1.7%
Q10-2. County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	9.8%	48.3%	29.8%	9.7%	2.4%
Q10-3. Level of public involvement in County decision making	1.8%	17.7%	37.3%	28.5%	14.7%
Q10-4. Timeliness of information provided by County	3.7%	29.1%	45.8%	17.1%	4.3%
Q10-5. How easy County's website (BuncombeCounty.org) is to use	9.1%	43.6%	36.6%	8.6%	2.0%
Q10-6. Quality of BCTV-County's cable television channel	2.5%	19.5%	65.0%	9.4%	3.6%
Q10-7. Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	3.2%	32.1%	52.1%	10.2%	2.3%
Q10-8. County efforts to be open & transparent with information about County issues, services, & performance	3.0%	20.3%	41.5%	23.0%	12.2%
Q10-9. Effectiveness of County communication with the public	2.8%	24.5%	39.1%	23.6%	10.0%
Q10-10. Information provided through County emergency alert system	14.6%	50.2%	29.0%	5.0%	1.3%

Q11. Which TWO of the items listed in Question 10 do you think should receive the MOST EMPHASIS from the County over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Buncombe County services & activities	106	14.1 %
County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	85	11.3 %
Level of public involvement in County decision making	180	23.9 %
Timeliness of information provided by County	36	4.8 %
How easy County's website (BuncombeCounty.org) is to use	20	2.7 %
Quality of BCTV-County's cable television channel	5	0.7 %
Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	26	3.5 %
County efforts to be open & transparent with information about County issues, services, & performance	125	16.6 %
Effectiveness of County communication with the public	63	8.4 %
Information provided through County emergency alert system	45	6.0 %
None chosen	62	8.2 %
Total	753	100.0 %

Q11. Which TWO of the items listed in Question 10 do you think should receive the MOST EMPHASIS from the County over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Buncombe County services & activities	89	11.8 %
County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	83	11.0 %
Level of public involvement in County decision making	99	13.1 %
Timeliness of information provided by County	54	7.2 %
How easy County's website (BuncombeCounty.org) is to use	26	3.5 %
Quality of BCTV-County's cable television channel	3	0.4 %
Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	23	3.1 %
County efforts to be open & transparent with information about County issues, services, & performance	165	21.9 %
Effectiveness of County communication with the public	104	13.8 %
Information provided through County emergency alert system	29	3.9 %
None chosen	78	10.4 %
Total	753	100.0 %

SUM OF TOP 2 CHOICES**Q11. Which TWO of the items listed in Question 10 do you think should receive the MOST EMPHASIS from the County over the next TWO years? (top 2)**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about Buncombe County services & activities	195	25.9 %
County efforts to connect you with resources like community markets, election resources, & public health services like vaccines	168	22.3 %
Level of public involvement in County decision making	279	37.1 %
Timeliness of information provided by County	90	12.0 %
How easy County's website (BuncombeCounty.org) is to use	46	6.1 %
Quality of BCTV-County's cable television channel	8	1.1 %
Quality of County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	49	6.5 %
County efforts to be open & transparent with information about County issues, services, & performance	290	38.5 %
Effectiveness of County communication with the public	167	22.2 %
Information provided through County emergency alert system	74	9.8 %
None chosen	62	8.2 %
Total	1428	

Q12. Public Safety. For each of the following, please rate your feeling of safety in each of the following situations within Buncombe County on a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=753)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q12-1. In your neighborhood during the day	45.7%	39.4%	9.0%	3.6%	1.9%	0.4%
Q12-2. In your neighborhood at night	26.7%	41.8%	16.2%	11.6%	3.6%	0.1%
Q12-3. In retail areas of County	11.3%	42.6%	21.8%	16.9%	5.2%	2.3%
Q12-4. In County Parks	6.8%	38.2%	24.0%	17.7%	7.0%	6.2%
Q12-5. Your overall feeling of safety in County	10.8%	47.5%	20.7%	14.6%	5.4%	0.9%

WITHOUT "DON'T KNOW"

Q12. Public Safety. For each of the following, please rate your feeling of safety in each of the following situations within Buncombe County on a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=753)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q12-1. In your neighborhood during the day	45.9%	39.6%	9.1%	3.6%	1.9%
Q12-2. In your neighborhood at night	26.7%	41.9%	16.2%	11.6%	3.6%
Q12-3. In retail areas of County	11.5%	43.6%	22.3%	17.3%	5.3%
Q12-4. In County Parks	7.2%	40.8%	25.6%	18.8%	7.5%
Q12-5. Your overall feeling of safety in County	10.9%	48.0%	20.9%	14.7%	5.5%

Q13. Have you applied for a permit with Buncombe County during the past 2 years?

Q13. Have you applied for a permit with Buncombe County during past 2 years	Number	Percent
Yes	117	15.5 %
No	636	84.5 %
Total	753	100.0 %

Q13a. County Permits. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=117)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a-1. Building Permits- time the permitting process took to be completed	14.5%	23.9%	12.0%	14.5%	13.7%	21.4%
Q13a-2. Building Permits- electronic blueprint submissions process	5.1%	17.1%	17.1%	3.4%	7.7%	49.6%
Q13a-3. Building Permits- overall permit & inspection process	12.8%	19.7%	13.7%	13.7%	12.8%	27.4%
Q13a-4. Building Permits- online inspection (scheduling)	10.3%	17.1%	20.5%	6.0%	6.0%	40.2%
Q13a-5. Building Permits- Permits Portal	7.7%	16.2%	21.4%	6.8%	7.7%	40.2%
Q13a-6. Environmental Health-septic & well permitting	6.0%	17.1%	18.8%	3.4%	6.8%	47.9%
Q13a-7. Identification Bureau-gun permit application process	17.9%	12.0%	14.5%	12.0%	6.0%	37.6%

WITHOUT "DON'T KNOW"

Q13a. County Permits. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=117)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a-1. Building Permits-time the permitting process took to be completed	18.5%	30.4%	15.2%	18.5%	17.4%
Q13a-2. Building Permits-electronic blueprint submissions process	10.2%	33.9%	33.9%	6.8%	15.3%
Q13a-3. Building Permits-overall permit & inspection process	17.6%	27.1%	18.8%	18.8%	17.6%
Q13a-4. Building Permits-online inspection (scheduling)	17.1%	28.6%	34.3%	10.0%	10.0%
Q13a-5. Building Permits-Permits Portal	12.9%	27.1%	35.7%	11.4%	12.9%
Q13a-6. Environmental Health-septic & well permitting	11.5%	32.8%	36.1%	6.6%	13.1%
Q13a-7. Identification Bureau-gun permit application process	28.8%	19.2%	23.3%	19.2%	9.6%

Q15. Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=753)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Quality of outdoor event facilities (e.g., picnic shelters) at County parks	10.0%	43.7%	19.7%	6.6%	1.3%	18.7%
Q15-2. Availability of outdoor event facilities (e.g., picnic shelters) at County parks	8.9%	37.8%	22.6%	7.3%	1.5%	21.9%
Q15-3. Availability of indoor event facilities (e.g., pickleball courts) at County parks	2.5%	13.1%	28.0%	10.5%	2.7%	43.2%
Q15-4. Maintenance of County parks	8.4%	36.8%	23.8%	9.4%	2.9%	18.7%
Q15-5. Quality of County athletic fields (soccer, baseball/softball)	6.1%	27.8%	21.4%	5.0%	1.7%	38.0%
Q15-6. Availability of open space, natural area, & greenways in County	9.4%	36.3%	25.5%	13.8%	2.5%	12.5%
Q15-7. Quality of open space, natural area, & greenways in County	10.1%	38.5%	25.6%	10.1%	2.5%	13.1%
Q15-8. Quality of programming at County parks	2.8%	14.5%	28.3%	6.6%	1.5%	46.3%
Q15-9. Availability of programming at County parks	2.7%	12.4%	25.5%	7.6%	1.3%	50.6%
Q15-10. Availability of parks amenities for Buncombe County residents regardless of age or ability	5.3%	23.1%	27.0%	9.0%	2.5%	33.1%

WITHOUT "DON'T KNOW"

Q15. Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=753)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Quality of outdoor event facilities (e.g., picnic shelters) at County parks	12.3%	53.8%	24.2%	8.2%	1.6%
Q15-2. Availability of outdoor event facilities (e.g., picnic shelters) at County parks	11.4%	48.5%	28.9%	9.4%	1.9%
Q15-3. Availability of indoor event facilities (e.g., pickleball courts) at County parks	4.4%	23.1%	49.3%	18.5%	4.7%
Q15-4. Maintenance of County parks	10.3%	45.3%	29.2%	11.6%	3.6%
Q15-5. Quality of County athletic fields (soccer, baseball/softball)	9.9%	44.8%	34.5%	8.1%	2.8%
Q15-6. Availability of open space, natural area, & greenways in County	10.8%	41.4%	29.1%	15.8%	2.9%
Q15-7. Quality of open space, natural area, & greenways in County	11.6%	44.3%	29.5%	11.6%	2.9%
Q15-8. Quality of programming at County parks	5.2%	27.0%	52.7%	12.4%	2.7%
Q15-9. Availability of programming at County parks	5.4%	25.0%	51.6%	15.3%	2.7%
Q15-10. Availability of parks amenities for Buncombe County residents regardless of age or ability	7.9%	34.5%	40.3%	13.5%	3.8%

Q16. Which TWO of the categories listed in Question 15 do you think should receive the MOST EMPHASIS from the County over the next TWO years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of outdoor event facilities (e.g., picnic shelters) at County parks	81	10.8 %
Availability of outdoor event facilities (e.g., picnic shelters) at County parks	43	5.7 %
Availability of indoor event facilities (e.g., pickleball courts) at County parks	37	4.9 %
Maintenance of County parks	146	19.4 %
Quality of County athletic fields (soccer, baseball/softball)	27	3.6 %
Availability of open space, natural area, & greenways in County	160	21.2 %
Quality of open space, natural area, & greenways in County	50	6.6 %
Quality of programming at County parks	21	2.8 %
Availability of programming at County parks	14	1.9 %
Availability of parks amenities for Buncombe County residents regardless of age or ability	67	8.9 %
None chosen	107	14.2 %
Total	753	100.0 %

Q16. Which TWO of the categories listed in Question 15 do you think should receive the MOST EMPHASIS from the County over the next TWO years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of outdoor event facilities (e.g., picnic shelters) at County parks	52	6.9 %
Availability of outdoor event facilities (e.g., picnic shelters) at County parks	39	5.2 %
Availability of indoor event facilities (e.g., pickleball courts) at County parks	30	4.0 %
Maintenance of County parks	118	15.7 %
Quality of County athletic fields (soccer, baseball/softball)	25	3.3 %
Availability of open space, natural area, & greenways in County	98	13.0 %
Quality of open space, natural area, & greenways in County	108	14.3 %
Quality of programming at County parks	30	4.0 %
Availability of programming at County parks	35	4.6 %
Availability of parks amenities for Buncombe County residents regardless of age or ability	86	11.4 %
None chosen	132	17.5 %
Total	753	100.0 %

SUM OF TOP 2 CHOICES**Q16. Which TWO of the categories listed in Question 15 do you think should receive the MOST EMPHASIS from the County over the next TWO years? (top 2)**

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of outdoor event facilities (e.g., picnic shelters) at County parks	133	17.7 %
Availability of outdoor event facilities (e.g., picnic shelters) at County parks	82	10.9 %
Availability of indoor event facilities (e.g., pickleball courts) at County parks	67	8.9 %
Maintenance of County parks	264	35.1 %
Quality of County athletic fields (soccer, baseball/softball)	52	6.9 %
Availability of open space, natural area, & greenways in County	258	34.3 %
Quality of open space, natural area, & greenways in County	158	21.0 %
Quality of programming at County parks	51	6.8 %
Availability of programming at County parks	49	6.5 %
Availability of parks amenities for Buncombe County residents regardless of age or ability	153	20.3 %
None chosen	107	14.2 %
Total	1374	

Q17. Does your household receive solid waste services from WastePro?

Q17. Does your household receive solid waste services from WastePro	Number	Percent
Yes	451	59.9 %
No	302	40.1 %
Total	753	100.0 %

Q17a. Solid Waste. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=451)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a-1. WastePro trash services	23.3%	43.0%	15.5%	10.2%	6.9%	1.1%
Q17a-2. WastePro recycling services	20.6%	39.7%	16.2%	12.4%	8.6%	2.4%
Q17a-3. WastePro bulky item pickup services	9.5%	13.7%	19.5%	9.1%	8.0%	40.1%

WITHOUT "DON'T KNOW"**Q17a. Solid Waste. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=451)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a-1. WastePro trash services	23.5%	43.5%	15.7%	10.3%	7.0%
Q17a-2. WastePro recycling services	21.1%	40.7%	16.6%	12.7%	8.9%
Q17a-3. WastePro bulky item pickup services	15.9%	23.0%	32.6%	15.2%	13.3%

Q18. Waste convenience centers are drop off sites where residents can drop off garbage and recycling. If Buncombe County were to consider offering waste convenience centers throughout the County, how supportive would you be of the County offering these centers if fees were added to your property tax bill?

Q18. How supportive would you be of County offering waste convenience centers if fees were added to your property tax bill

	Number	Percent
Very supportive	119	15.8 %
Supportive	161	21.4 %
Neutral	113	15.0 %
Not supportive	154	20.5 %
Not at all supportive	106	14.1 %
Don't know	100	13.3 %
Total	753	100.0 %

WITHOUT "DON'T KNOW"

Q18. Waste convenience centers are drop off sites where residents can drop off garbage and recycling. If Buncombe County were to consider offering waste convenience centers throughout the County, how supportive would you be of the County offering these centers if fees were added to your property tax bill? (without "don't know")

Q18. How supportive would you be of County offering waste convenience centers if fees were added to your property tax bill

	Number	Percent
Very supportive	119	18.2 %
Supportive	161	24.7 %
Neutral	113	17.3 %
Not supportive	154	23.6 %
Not at all supportive	106	16.2 %
Total	653	100.0 %

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

Q19. Would you use a mobile phone app if it would notify you of WastePro pick-up schedule changes

	Number	Percent
Yes	425	56.4 %
No	210	27.9 %
Not provided	118	15.7 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q19. If there were a mobile phone app that would notify you of WastePro pick-up schedule changes, would you use it? (without "not provided")**

Q19. Would you use a mobile phone app if it would notify you of WastePro pick-up schedule changes

	Number	Percent
Yes	425	66.9 %
No	210	33.1 %
Total	635	100.0 %

Q20. During the past year, have you or other members of your household contacted employees of Buncombe County or visited the County's website to seek services, ask a question, or file a complaint?

Q20. Have you contacted employees of Buncombe County or visited County's website to seek services, ask a question, or file a complaint during past year

	Number	Percent
Yes	326	43.3 %
No	427	56.7 %
Total	753	100.0 %

Q20a. Customer Service. Using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department(s) you contacted.

(N=326)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20a-1. How easy County government was to contact	22.8%	37.2%	21.5%	9.5%	7.4%	1.5%
Q20a-2. Courtesy of County employee(s) you interacted with	29.8%	38.8%	16.0%	5.2%	2.8%	7.4%
Q20a-3. Accuracy of information you were given	26.5%	37.8%	16.9%	8.6%	4.6%	5.5%
Q20a-4. Appropriateness of County employees' response	25.2%	40.9%	15.7%	6.5%	4.6%	7.1%
Q20a-5. Timeliness of County employees' response	24.9%	37.2%	15.1%	9.5%	5.5%	7.7%
Q20a-6. Resolution of your issue/concern	24.0%	29.8%	16.3%	11.4%	11.7%	6.8%
Q20a-7. Overall quality of customer service received	26.2%	37.5%	15.7%	8.0%	6.5%	6.2%

WITHOUT "DON'T KNOW"

Q20a. Customer Service. Using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department(s) you contacted. (without "don't know")

(N=326)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20a-1. How easy County government was to contact	23.1%	37.8%	21.9%	9.7%	7.5%
Q20a-2. Courtesy of County employee(s) you interacted with	32.2%	41.9%	17.3%	5.6%	3.0%
Q20a-3. Accuracy of information you were given	28.0%	40.1%	17.9%	9.1%	4.9%
Q20a-4. Appropriateness of County employees' response	27.2%	44.0%	16.9%	7.0%	5.0%
Q20a-5. Timeliness of County employees' response	27.0%	40.3%	16.3%	10.3%	6.0%
Q20a-6. Resolution of your issue/concern	25.7%	32.0%	17.5%	12.2%	12.5%
Q20a-7. Overall quality of customer service received	27.9%	40.0%	16.7%	8.5%	6.9%

Q21. COVID-19 Initiatives. Please rate how important you think it is for Buncombe County to invest in each of the following areas as part of the COVID-19 recovery in the County. Use a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not at all important."

(N=753)

	Very important	Important	Neutral	Not important	Not at all important	Don't know
Q21-1. Support vaccination programs, testing, contact tracing & personal protective equipment	58.3%	20.2%	7.4%	4.6%	7.3%	2.1%
Q21-2. Enhance public health data programs	45.2%	30.1%	12.9%	3.9%	4.4%	3.6%
Q21-3. Support capital investments in public facilities to meet pandemic era operational needs	37.2%	30.5%	13.9%	6.4%	6.9%	5.0%
Q21-4. Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention)	64.9%	24.0%	4.9%	2.1%	2.0%	2.0%
Q21-5. Support works & families with food, housing, or other financial insecurities	50.5%	29.3%	12.6%	2.7%	2.4%	2.5%
Q21-6. Support small businesses through grants, loans, & counseling programs	40.6%	37.2%	15.7%	2.9%	1.3%	2.3%
Q21-7. Support speedy recovery of tourism, travel, & hospitality sectors	20.6%	30.5%	24.7%	14.1%	7.8%	2.3%
Q21-8. Invest in housing & neighborhoods with assistance going to those experiencing homelessness	47.9%	27.5%	12.9%	3.2%	6.1%	2.4%
Q21-9. Invest in water, sewer, & broadband internet infrastructure to expand access throughout County	45.7%	37.1%	9.6%	2.7%	1.7%	3.3%
Q21-10. Develop childcare assistance programs	39.7%	36.7%	14.5%	3.6%	2.0%	3.6%
Q21-11. Support digital access for low income families	37.7%	34.3%	16.2%	4.8%	3.5%	3.6%

WITHOUT "DON'T KNOW"

Q21. COVID-19 Initiatives. Please rate how important you think it is for Buncombe County to invest in each of the following areas as part of the COVID-19 recovery in the County. Use a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not at all important." (without "don't know")

(N=753)

	Very important	Important	Neutral	Not important	Not at all important
Q21-1. Support vaccination programs, testing, contact tracing & personal protective equipment	59.6%	20.6%	7.6%	4.7%	7.5%
Q21-2. Enhance public health data programs	46.8%	31.3%	13.4%	4.0%	4.5%
Q21-3. Support capital investments in public facilities to meet pandemic era operational needs	39.2%	32.2%	14.7%	6.7%	7.3%
Q21-4. Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention)	66.3%	24.5%	5.0%	2.2%	2.0%
Q21-5. Support works & families with food, housing, or other financial insecurities	51.8%	30.1%	12.9%	2.7%	2.5%
Q21-6. Support small businesses through grants, loans, & counseling programs	41.6%	38.0%	16.0%	3.0%	1.4%
Q21-7. Support speedy recovery of tourism, travel, & hospitality sectors	21.1%	31.3%	25.3%	14.4%	8.0%
Q21-8. Invest in housing & neighborhoods with assistance going to those experiencing homelessness	49.1%	28.2%	13.2%	3.3%	6.3%

WITHOUT "DON'T KNOW"

Q21. COVID-19 Initiatives. Please rate how important you think it is for Buncombe County to invest in each of the following areas as part of the COVID-19 recovery in the County. Use a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not at all important." (without "don't know")

	Very important	Important	Neutral	Not important	Not at all important
Q21-9. Invest in water, sewer, & broadband internet infrastructure to expand access throughout County	47.3%	38.3%	9.9%	2.7%	1.8%
Q21-10. Develop childcare assistance programs	41.2%	38.0%	15.0%	3.7%	2.1%
Q21-11. Support digital access for low income families	39.1%	35.5%	16.8%	5.0%	3.6%

Q22. Which THREE of the items listed in Question 21 will have the greatest impact on you and the members of your household?

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Support vaccination programs, testing, contact tracing & personal protective equipment	189	25.1 %
Enhance public health data programs	18	2.4 %
Support capital investments in public facilities to meet pandemic era operational needs	28	3.7 %
Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention)	107	14.2 %
Support works & families with food, housing, or other financial insecurities	52	6.9 %
Support small businesses through grants, loans, & counseling programs	61	8.1 %
Support speedy recovery of tourism, travel, & hospitality sectors	16	2.1 %
Invest in housing & neighborhoods with assistance going to those experiencing homelessness	43	5.7 %
Invest in water, sewer, & broadband internet infrastructure to expand access throughout County	62	8.2 %
Develop childcare assistance programs	27	3.6 %
Support digital access for low income families	14	1.9 %
None chosen	136	18.1 %
Total	753	100.0 %

Q22. Which THREE of the items listed in Question 21 will have the greatest impact on you and the members of your household?

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Support vaccination programs, testing, contact tracing & personal protective equipment	64	8.5 %
Enhance public health data programs	40	5.3 %
Support capital investments in public facilities to meet pandemic era operational needs	34	4.5 %
Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention)	114	15.1 %
Support works & families with food, housing, or other financial insecurities	72	9.6 %
Support small businesses through grants, loans, & counseling programs	61	8.1 %
Support speedy recovery of tourism, travel, & hospitality sectors	25	3.3 %
Invest in housing & neighborhoods with assistance going to those experiencing homelessness	66	8.8 %
Invest in water, sewer, & broadband internet infrastructure to expand access throughout County	61	8.1 %
Develop childcare assistance programs	28	3.7 %
Support digital access for low income families	16	2.1 %
None chosen	99	22.8 %
Total	753	100.0 %

Q22. Which THREE of the items listed in Question 21 will have the greatest impact on you and the members of your household?

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Support vaccination programs, testing, contact tracing & personal protective equipment	37	4.9 %
Enhance public health data programs	25	3.3 %
Support capital investments in public facilities to meet pandemic era operational needs	34	4.5 %
Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention)	75	10.0 %
Support works & families with food, housing, or other financial insecurities	51	6.8 %
Support small businesses through grants, loans, & counseling programs	57	7.6 %
Support speedy recovery of tourism, travel, & hospitality sectors	30	4.0 %
Invest in housing & neighborhoods with assistance going to those experiencing homelessness	72	9.6 %
Invest in water, sewer, & broadband internet infrastructure to expand access throughout County	77	10.2 %
Develop childcare assistance programs	55	7.3 %
Support digital access for low income families	30	4.0 %
None chosen	210	27.9 %
Total	753	100.0 %

SUM OF TOP 3 CHOICES**Q22. Which THREE of the items listed in Question 21 will have the greatest impact on you and the members of your household? (top 3)**

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Support vaccination programs, testing, contact tracing & personal protective equipment	290	38.5 %
Enhance public health data programs	83	11.0 %
Support capital investments in public facilities to meet pandemic era operational needs	96	12.7 %
Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention)	296	39.3 %
Support works & families with food, housing, or other financial insecurities	175	23.2 %
Support small businesses through grants, loans, & counseling programs	179	23.8 %
Support speedy recovery of tourism, travel, & hospitality sectors	71	9.4 %
Invest in housing & neighborhoods with assistance going to those experiencing homelessness	181	24.0 %
Invest in water, sewer, & broadband internet infrastructure to expand access throughout County	200	26.6 %
Develop childcare assistance programs	110	14.6 %
Support digital access for low income families	60	8.0 %
None chosen	279	37.1 %
Total	2020	

Q23. What percentage of your monthly household income do you spend on your housing expenses, including utilities?

Q23. What percentage of your monthly household income do you spend on your housing expenses	Number	Percent
Less than 30%	225	29.9 %
30%-49%	290	38.5 %
50%+	202	26.8 %
Not provided	36	4.8 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"

Q23. What percentage of your monthly household income do you spend on your housing expenses, including utilities? (without "not provided")

Q23. What percentage of your monthly household income do you spend on your housing expenses	Number	Percent
Less than 30%	225	31.4 %
30%-49%	290	40.4 %
50%+	202	28.2 %
Total	717	100.0 %

Q24. Do you own or rent your current residence?

Q24. Do you own or rent your current residence	Number	Percent
Own	535	71.0 %
Rent	215	28.6 %
Not provided	3	0.4 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Do you own or rent your current residence? (without "not provided")**

Q24. Do you own or rent your current residence	Number	Percent
Own	535	71.3 %
Rent	215	28.7 %
Total	750	100.0 %

Q25. Please CHECK ALL of the employment scenarios that apply to you or the members of your household.

Q25. All the employment scenarios that apply to your household	Number	Percent
I work more than one job	223	29.6 %
I am part of the gig economy	96	12.7 %
I make money on the side-paid in cash/check	81	10.8 %
Total	400	

Q26. If you have left the workforce in the past 6 months, please CHECK ALL of the reasons why.

Q26. Reasons why you have left workforce in past 6 months	Number	Percent
Lack of childcare options	21	2.8 %
Education/training needs	3	0.4 %
Lack of employment opportunities that match my skills	30	4.0 %
Transportation needs	3	0.4 %
Health safety (related to COVID-19)	40	5.3 %
Business closure	16	2.1 %
Other	77	10.2 %
Total	190	

Q27. Approximately how many years have you lived in Buncombe County?

Q27. How many years have you lived in

Buncombe County	Number	Percent
0-5	75	10.0 %
6-10	100	13.3 %
11-15	112	14.9 %
16-20	111	14.7 %
21-30	132	17.5 %
31+	209	27.8 %
Not provided	14	1.9 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Approximately how many years have you lived in Buncombe County? (without "not provided")**

Q27. How many years have you lived in

Buncombe County	Number	Percent
0-5	75	10.1 %
6-10	100	13.5 %
11-15	112	15.2 %
16-20	111	15.0 %
21-30	132	17.9 %
31+	209	28.3 %
Total	739	100.0 %

Q28. Which of the following best describes your race/ethnicity?

<u>Q28. What best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian	11	1.5 %
American Indian/Alaska Native	9	1.2 %
Black/African American	46	6.1 %
Native Hawaiian/Pacific Islander	3	0.4 %
White	668	88.7 %
Other	12	1.6 %
Total	749	

Q28-6. Self-describe your race/ethnicity:

<u>Q28-6. Other</u>	<u>Number</u>	<u>Percent</u>
Hispanic	5	41.7 %
Mixed	2	16.7 %
Multi	2	16.7 %
French, German, Scottish	1	8.3 %
Dad Is Black mom is White	1	8.3 %
Asian/Native American/Spanish	1	8.3 %
Total	12	100.0 %

Q29. Are you of Hispanic, Latino, or other Spanish ancestry?

<u>Q29. Are you of Hispanic, Latino, or other Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	47	6.2 %
No	706	93.8 %
Total	753	100.0 %

Q30. What is the primary language spoken in your home?

<u>Q30. What is the primary language spoken in your home</u>	<u>Number</u>	<u>Percent</u>
English	709	97.9 %
Spanish	13	1.8 %
Southern English	1	0.1 %
Gujarati	1	0.1 %
Total	724	100.0 %

Q31. Would you say your total annual household income is...

<u>Q31. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$15K	76	10.1 %
\$15K-\$29,999	81	10.8 %
\$30K-\$44,999	94	12.5 %
\$45K-\$59,999	95	12.6 %
\$60K-\$74,999	62	8.2 %
\$75K-\$99,999	74	9.8 %
\$100K-\$124,999	69	9.2 %
\$125K+	116	15.4 %
Not provided	86	11.4 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Would you say your total annual household income is... (without "not provided")**

<u>Q31. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$15K	76	11.4 %
\$15K-\$29,999	81	12.1 %
\$30K-\$44,999	94	14.1 %
\$45K-\$59,999	95	14.2 %
\$60K-\$74,999	62	9.3 %
\$75K-\$99,999	74	11.1 %
\$100K-\$124,999	69	10.3 %
\$125K+	116	17.4 %
Total	667	100.0 %

Q32. What is the highest level of education you have completed?

Q32. What is the highest level of education you have completed

	Number	Percent
Some high school, no diploma	24	3.2 %
High school diploma or equivalent	62	8.2 %
Some college but no degree	126	16.7 %
Associates degree	99	13.1 %
Bachelor's degree	239	31.7 %
Graduate degree or higher	172	22.8 %
Not provided	31	4.1 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q32. What is the highest level of education you have completed? (without "not provided")**

Q32. What is the highest level of education you have completed

	Number	Percent
Some high school, no diploma	24	3.3 %
High school diploma or equivalent	62	8.6 %
Some college but no degree	126	17.5 %
Associates degree	99	13.7 %
Bachelor's degree	239	33.1 %
Graduate degree or higher	172	23.8 %
Total	722	100.0 %

Q33. What type of internet access is offered where you live?

Q33. What type of internet access is offered
where you live

	Number	Percent
Dial up	5	0.7 %
DSL	64	8.5 %
Cable	467	62.0 %
Satellite	33	4.4 %
Fiber	70	9.3 %
Fixed wireless	47	6.2 %
Cellular only	21	2.8 %
Other	5	0.7 %
None, I am unable to get internet access at home	41	5.4 %
Total	753	100.0 %

Q33-8. Other

	Number	Percent
Q33-8. Other		
Spectrum	2	40.0 %
High speed	1	20.0 %
ATT	1	20.0 %
WiFi	1	20.0 %
Total	5	100.0 %

Q34. What is your age?

<u>Q34. What is your age</u>	<u>Number</u>	<u>Percent</u>
18-34	141	18.7 %
35-44	145	19.3 %
45-54	152	20.2 %
55-64	151	20.1 %
65+	148	19.7 %
Not provided	16	2.1 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q34. What is your age? (without "not provided")**

<u>Q34. What is your age</u>	<u>Number</u>	<u>Percent</u>
18-34	141	19.1 %
35-44	145	19.7 %
45-54	152	20.6 %
55-64	151	20.5 %
65+	148	20.1 %
Total	737	100.0 %

Q35. What is your gender identity?

<u>Q35. What is your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	369	49.0 %
Female	371	49.3 %
Prefer to self-describe	9	1.2 %
Not provided	4	0.5 %
Total	753	100.0 %

WITHOUT "NOT PROVIDED"**Q35. What is your gender identity? (without "not provided")**

<u>Q35. What is your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	369	49.3 %
Female	371	49.5 %
Prefer to self-describe	9	1.2 %
Total	749	100.0 %

Q35-3. Self-describe your gender identity:

<u>Q35-3. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
Nonbinary	4	44.4 %
Gay male	1	11.1 %
Normal	1	11.1 %
Trans man	1	11.1 %
Neutral	1	11.1 %
Gender fluid	1	11.1 %
Total	9	100.0 %

Section 5: Survey Instrument



County Manager

Avril Pinder
County Manager

Dear Buncombe County Resident,

We here in the Buncombe County Government are continually striving to make our strategic priorities a reality. In doing so, it's critical that we evaluate the level of service we provide to you across all service areas, whether it's creating a vibrant economy, fostering environmental stewardship, facilitating resident well-being, or any other key community needs. We need your thoughts on issues like economic development, the County's recreational facilities, and how safe you feel in your community. That's why we're reaching out with this survey, and if you could give us 10-15 minutes of your time, your insights will be invaluable.

How to participate

Your anonymous answers to the Buncombe County Community Survey will provide Commissioners and staff with vital feedback concerning opportunities and challenges facing our community. Please have anyone 18 years or older in your household complete the survey and return it using the enclosed postage paid return reply envelope. You may also complete the survey online at BuncombeCountySurvey.org.

If you have any questions about the Buncombe County Community Survey, please email strategy@buncombecounty.org or call (828) 250-4811.

For us to continually improve how we serve you, we depend on your valuable insights and time. We genuinely appreciate you helping us improve the future of Buncombe County.

Sincerely,

Avril Pinder,

Buncombe County Manager

Si tiene preguntas acerca de la encuesta y no habla inglés, por favor llame al 1-844-811-0411.

Если у вас есть вопросы по опросу, но вы не говорите по-английски, позвоните по телефону 1-888-971-6612.

*e. strategy@buncombecounty.org
p. (828) 250-4811*

buncombecounty.org



Buncombe County Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the County's on-going effort to identify and respond to resident concerns. If you would like to complete this survey online, please go to BuncombeCountySurvey.org.

1. **Perceptions of Buncombe County.** Please rate Buncombe County with regard to the following using a scale of 5 to 1, where 5 means "Excellent," and 1 means "Poor."

How would you rate Buncombe County...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. As a community committed to fair and equitable* practices	5	4	3	2	1	9
02. As a community committed to green and sustainable practices	5	4	3	2	1	9
03. As a community that is moving in the right direction	5	4	3	2	1	9
04. As a place to attend college or a university	5	4	3	2	1	9
05. As a place to educate children	5	4	3	2	1	9
06. As a place to live	5	4	3	2	1	9
07. As a place to play	5	4	3	2	1	9
08. As a place to raise children	5	4	3	2	1	9
09. As a place to retire	5	4	3	2	1	9
10. As a place to start a business	5	4	3	2	1	9
11. As a place to visit	5	4	3	2	1	9
12. As a place to work	5	4	3	2	1	9
13. As a place where you can earn a living wage	5	4	3	2	1	9
14. As a place where you can find affordable housing	5	4	3	2	1	9
15. As a place where you feel welcome regardless of race/ethnicity	5	4	3	2	1	9
16. Availability of internet services in your area	5	4	3	2	1	9
17. Overall image or reputation of the County government	5	4	3	2	1	9

*Equity is defined by Buncombe County as the state of being just, impartial, and fair.

2. **Core County Services.** Please rate your satisfaction with each of the major categories of core services provided by Buncombe County listed below using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of Buncombe County Social Services	5	4	3	2	1	9
02. Quality of Buncombe County's Agricultural, Soil and Water Services	5	4	3	2	1	9
03. Quality of County Library services	5	4	3	2	1	9
04. Quality of County development, planning, and zoning	5	4	3	2	1	9
05. Quality of emergency 911 services	5	4	3	2	1	9
06. Quality of Emergency Medical Services (EMS)	5	4	3	2	1	9
07. Quality of public health services	5	4	3	2	1	9
08. Quality of the County's election services	5	4	3	2	1	9
09. Quality of the County's solid waste services	5	4	3	2	1	9
10. Quality of the County's Recreation Services	5	4	3	2	1	9

3. Which TWO of the items listed in Question 2 do you think should receive the MOST EMPHASIS from the County over the next TWO years? [Write in your answers using the numbers from the list in Question 2.]

1st: ____ 2nd: ____

4. Please rate your level of agreement with the following statements on a scale of 5 to 1, where 5 means "Strongly Agree," and 1 means "Strongly Disagree."

Rate your level of agreement with each of the following		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I have equitable access to County services regardless of my race/ethnicity*	5	4	3	2	1	9
2.	I believe Buncombe County government is trustworthy	5	4	3	2	1	9
3.	Buncombe County effectively communicates what they're doing to ensure all County residents are treated equitably	5	4	3	2	1	9
4.	Buncombe County is a caring community in harmony with its environment where residents succeed, thrive, and realize their potential	5	4	3	2	1	9

*Racial equity is achieved when race can no longer be used to predict life outcomes, and outcomes for all groups are improved.

5. Future Priorities for the County. Please rate the future importance of each of the following items as they relate to the County's future using a scale of 5 to 1, where 5 means "Very Important," and 1 means "Not at all Important."

Rate your priorities for the future		Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know
01.	Addressing gun violence	5	4	3	2	1	9
02.	Addressing racism	5	4	3	2	1	9
03.	Providing public transportation in the unincorporated areas of the County	5	4	3	2	1	9
04.	Providing equitable access to housing	5	4	3	2	1	9
05.	Providing equitable access to quality healthcare	5	4	3	2	1	9
06.	Providing equitable access to quality mental healthcare	5	4	3	2	1	9
07.	Increasing conservation of farms and environmentally sensitive land	5	4	3	2	1	9
08.	Combating climate change	5	4	3	2	1	9
09.	Reducing substance use disorder	5	4	3	2	1	9
10.	Increasing opportunities for recreation and culture	5	4	3	2	1	9
11.	Providing living wages	5	4	3	2	1	9
12.	Addressing homelessness	5	4	3	2	1	9
13.	Increasing opportunities to age in place	5	4	3	2	1	9
14.	Improving early childhood education	5	4	3	2	1	9
15.	Increasing access to jobs	5	4	3	2	1	9
16.	Increasing public safety	5	4	3	2	1	9
17.	Increasing access to high-speed internet	5	4	3	2	1	9
18.	Other: _____	5	4	3	2	1	9

6. Which FOUR of the items listed in Question 5 do you think should receive the MOST EMPHASIS from the County over the next 5 years? [Write in your answers using the numbers from the list in Question 5.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

7. Communication. Please CHECK ALL of the sources listed below that you and members of your household use to learn about Buncombe County news, events, and to get other County information.

- | | |
|--|--|
| ____(01) BuncombeCounty.org | ____(07) Open Data Explorer (data.buncombecounty.org) |
| ____(02) Nextdoor | ____(08) Local radio |
| ____(03) Social media (Facebook, Twitter, Instagram, etc.) | ____(09) Local TV news |
| ____(04) Printed mailers from the County | ____(10) Friends/family - word of mouth |
| ____(05) BCTV | ____(11) Buncombe County Alert Text messages/phone calls |
| ____(06) Print/Newspaper | ____(12) Other: _____ |

8. Which **THREE** of the items listed in Question 7 do you **MOST PREFER** to use to get information on County news, events, and other County information? *[Write in your answers using the numbers from the list in Question 7.]*

1st: ____ 2nd: ____ 3rd: ____

9. **Communication.** Please **CHECK ALL** of the types of information you would like to see the County provide using the sources of information you indicated you most prefer in Question 8.

- | | |
|---|---|
| ____(01) Board and Commission meetings | ____(11) GIS data |
| ____(02) County Budget information and priorities | ____(12) Gun permits |
| ____(03) County contracts or contract opportunities | ____(13) Food & Lodging Health Inspections |
| ____(04) County library system | ____(14) Human resources and County job opportunities |
| ____(05) County transparency efforts (open data) | ____(15) Public health |
| ____(06) Crime data | ____(16) Internet infrastructure |
| ____(07) Diversity, equity, and inclusion initiatives | ____(17) Land planning and development issues |
| ____(08) Economic assistance | ____(18) Parks and recreation |
| ____(09) Elections | ____(19) Public health initiatives |
| ____(10) Environmental and green initiatives | ____(20) Opportunities to serve on boards and commissions |

10. **Communication.** For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of information about Buncombe County services and activities	5	4	3	2	1	9
02.	County efforts to connect you with resources like community markets, election resources, and public health services like vaccines	5	4	3	2	1	9
03.	Level of public involvement in County decision making	5	4	3	2	1	9
04.	Timeliness of information provided by the County	5	4	3	2	1	9
05.	How easy the County's website (BuncombeCounty.org) is to use	5	4	3	2	1	9
06.	Quality of BCTV - the County's cable television channel	5	4	3	2	1	9
07.	Quality of the County's social media outreach (Facebook, Twitter, Nextdoor, etc.)	5	4	3	2	1	9
08.	County efforts to be open and transparent with information about County issues, services, and performance	5	4	3	2	1	9
09.	Effectiveness of County communication with the public	5	4	3	2	1	9
10.	Information provided through the county emergency alert system	5	4	3	2	1	9

11. Which **TWO** of the items listed in Question 10 do you think should receive the **MOST EMPHASIS** from the County over the next **TWO** years? *[Write in your answers using the numbers from the list in Question 10.]*

1st: ____ 2nd: ____

- 12. Public Safety.** For each of the following, please rate your feeling of safety in each of the following situations within Buncombe County on a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe."

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In retail areas of the County	5	4	3	2	1	9
4. In County Parks	5	4	3	2	1	9
5. Your overall feeling of safety in the County	5	4	3	2	1	9

- 13. Have you applied for a permit with Buncombe County during the past 2 years?**

____(1) Yes ____ (2) No [Skip to Q14.]

- 13a. County Permits.** For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Building Permits - the time the permitting process took to be completed	5	4	3	2	1	9
2. Building Permits - electronic blueprint submissions process	5	4	3	2	1	9
3. Building Permits - the overall permit and inspection process	5	4	3	2	1	9
4. Building Permits - online inspection (scheduling)	5	4	3	2	1	9
5. Building Permits - the Permits Portal: https://onlinepermits.buncombecounty.org/citizenaccess	5	4	3	2	1	9
6. Environmental Health - septic and well permitting	5	4	3	2	1	9
7. Identification Bureau - the gun permit application process	5	4	3	2	1	9

- 14. Which TWO Buncombe County Parks have you and the members of your household visited most over the past 12 months? [Write the names of the County Parks you have visited or circle "NONE."]**

1st: _____ 2nd: _____ NONE

- 15. Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Quality of outdoor event facilities (e.g., picnic shelters) at County parks	5	4	3	2	1	9
02.	Availability of outdoor event facilities (e.g., picnic shelters) at County parks	5	4	3	2	1	9
03.	Availability of indoor event facilities (e.g., pickleball courts) at County parks	5	4	3	2	1	9
04.	Maintenance of County parks	5	4	3	2	1	9
05.	Quality of County athletic fields (soccer, baseball/softball)	5	4	3	2	1	9
06.	Availability of open space, natural area, and greenways in the County	5	4	3	2	1	9
07.	Quality of open space, natural area, and greenways in the County	5	4	3	2	1	9
08.	Quality of programming at County parks	5	4	3	2	1	9
09.	Availability of programming at County parks	5	4	3	2	1	9
10.	Availability of parks amenities for Buncombe County residents regardless of age or ability	5	4	3	2	1	9

- 16. Which TWO of the categories listed in Question 15 do you think should receive the MOST EMPHASIS from the County over the next TWO years? [Write in your answers using the numbers from the list in Question 15.]**

1st: ____ 2nd: ____

17. Does your household receive solid waste services from WastePro?

___(1) Yes ___(2) No [Skip to Q18.]

17a. Solid Waste. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. WastePro trash services	5	4	3	2	1	9
2. WastePro recycling services	5	4	3	2	1	9
3. WastePro bulky item pickup services	5	4	3	2	1	9

18. Waste convenience centers are drop off sites where residents can drop off garbage and recycling. If Buncombe County were to consider offering waste convenience centers throughout the County, how supportive would you be of the County offering these centers if fees were added to your property tax bill?

___(1) Very supportive ___(3) Neutral ___(5) Not at all supportive
 ___(2) Supportive ___(4) Not supportive ___(9) Don't know

19. If there were a mobile phone app that would notify you of WastePro pick-up schedule changes, would you use it?

___(1) Yes ___(2) No

20. During the past year, have you or other members of your household contacted employees of Buncombe County or visited the County's website to seek services, ask a question, or file a complaint?

___(1) Yes ___(2) No [Skip to Q21.]

20a. Customer Service. Using a scale of 5 to 1, where 5 means "Very Satisfied," and 1 means "Very Dissatisfied," please rate your satisfaction with your experience interacting with the county government department(s) you contacted.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. How easy the county government was to contact	5	4	3	2	1	9
02. Courtesy of county employee(s) you interacted with	5	4	3	2	1	9
03. Accuracy of the information you were given	5	4	3	2	1	9
04. Appropriateness of county employees' response	5	4	3	2	1	9
05. Timeliness of county employees' response	5	4	3	2	1	9
06. The resolution of your issue/concern	5	4	3	2	1	9
07. Overall quality of customer service received	5	4	3	2	1	9

21. COVID-19 Initiatives. Please rate how important you think it is for Buncombe County to invest in each of the following areas as part of the COVID-19 recovery in the County. Use a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not at all important."

	How important is it for Buncombe County to...	Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know
01.	Support vaccination programs, testing, contact tracing and personal protective equipment	5	4	3	2	1	9
02.	Enhance public health data programs	5	4	3	2	1	9
03.	Support capital investments in public facilities to meet pandemic era operational needs	5	4	3	2	1	9
04.	Enhance behavioral healthcare needs (e.g., mental health treatment, substance abuse, crisis intervention.)	5	4	3	2	1	9
05.	Support works and families with food, housing, or other financial insecurities	5	4	3	2	1	9
06.	Support small businesses through grants, loans, and counseling programs	5	4	3	2	1	9
07.	Support the speedy recovery of tourism, travel, and hospitality sectors	5	4	3	2	1	9
08.	Invest in housing and neighborhoods with assistance going to those experiencing homelessness (e.g., housing affordability programs and loan guidance counseling)	5	4	3	2	1	9
9.	Invest in water, sewer, and broadband internet infrastructure to expand access throughout the County	5	4	3	2	1	9
10.	Develop childcare assistance programs	5	4	3	2	1	9
11.	Support digital access for low-income families	5	4	3	2	1	9

22. Which THREE of the items listed in Question 21 will have the greatest impact on you and the members of your household? [Write in your answers below using the numbers from the list in Question 21, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

23. What percentage of your monthly household income do you spend on your housing expenses, including utilities?

____(1) Less than 30% ____ (2) 30%-49% ____ (3) 50% or more

24. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

25. Please CHECK ALL of the employment scenarios that apply to you or the members of your household.

____ (1) I work more than one job ____ (3) I make money on the side - paid in cash/check
 ____ (2) I am part of the gig economy

26. If you have left the workforce in the past 6 months, please CHECK ALL of the reasons why.

____ (1) Lack of childcare options ____ (5) Health safety (related to COVID-19)
 ____ (2) Education/training needs ____ (6) Business closure
 ____ (3) Lack of employment opportunities that match my skills ____ (7) Other: _____
 ____ (4) Transportation needs

27. Approximately how many years have you lived in Buncombe County? _____ years

- 28. Which of the following best describes your race/ethnicity? [Check all that apply.]**
 (1) Asian (4) Native Hawaiian/Pacific Islander
 (2) American Indian/Alaska Native (5) White
 (3) Black/African American (6) Other: _____
- 29. Are you of Hispanic, Latino, or other Spanish ancestry?** (1) Yes (2) No
- 30. What is the primary language spoken in your home?** _____
- 31. Would you say your total annual household income is...**
 (1) Under \$15,000 (4) \$45,000 - \$59,999 (7) \$100,000 - \$124,999
 (2) \$15,000 - \$29,999 (5) \$60,000 - \$74,999 (8) \$125,000 or more
 (3) \$30,000 - \$44,999 (6) \$75,000 - \$99,999
- 32. What is the highest level of education you have completed?**
 (1) Some high school, no diploma (4) Associates degree
 (2) High school diploma or equivalent (5) Bachelor's degree
 (3) Some college but no degree (6) Graduate degree or higher
- 33. What type of internet access is offered where you live?**
 (1) Dial up (4) Satellite (7) Cellular only
 (2) DSL (5) Fiber (8) Other: _____
 (3) Cable (6) Fixed wireless (9) None, I am unable to get internet access at home
- 34. What is your age?** _____ years
- 35. What is your gender identity?**
 (1) Male (2) Female (3) Prefer to self-describe: _____

This concludes the survey. Thank you for your time!

Please return your survey in the postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061