Buncombe County Community Survey Results

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

To objectively assess resident satisfaction with the delivery of County services
To help determine priorities for the County
To compare your performance with other communities regionally and nationally
Methodology

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

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

Sample Size and Sampling Goals
- **Goal**: 500 completed surveys
- **Completed**: 753 completed surveys (166% of goal)

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

PERCEPTIONS RELATED TO COUNTY SERVICES ARE MIXED
### Q1. Perceptions of Buncombe County

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

<table>
<thead>
<tr>
<th>Priority</th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Below Average</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a place to visit</td>
<td>48%</td>
<td>37%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>As a place to play</td>
<td>38%</td>
<td>40%</td>
<td>12%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>As a place to live</td>
<td>21%</td>
<td>44%</td>
<td>10%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>As a place to retire</td>
<td>23%</td>
<td>39%</td>
<td>16%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>As a community committed to green &amp; sustainable practices</td>
<td>9%</td>
<td>52%</td>
<td>24%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>As a place to attend college or a university</td>
<td>19%</td>
<td>42%</td>
<td>24%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Availability of internet services in your area</td>
<td>21%</td>
<td>39%</td>
<td>17%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>As a place to raise children</td>
<td>15%</td>
<td>41%</td>
<td>22%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>As a place to educate children</td>
<td>12%</td>
<td>39%</td>
<td>22%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>As a community committed to fair &amp; equitable practices</td>
<td>9%</td>
<td>42%</td>
<td>24%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>As a place where you feel welcome regardless of ethnicity</td>
<td>14%</td>
<td>31%</td>
<td>26%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>As a place to work</td>
<td>8%</td>
<td>30%</td>
<td>20%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>As a place to start a business</td>
<td>7%</td>
<td>30%</td>
<td>33%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>As a community that is moving in the right direction</td>
<td>5%</td>
<td>30%</td>
<td>25%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Overall image or reputation of County government</td>
<td>29%</td>
<td>30%</td>
<td>17%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>As a place where you can earn a living wage</td>
<td>12%</td>
<td>17%</td>
<td>35%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>As a place where you can find affordable housing</td>
<td>9%</td>
<td>28%</td>
<td>59%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

County priorities that residents indicated should receive the most emphasis received lowest ratings.
Q5. Importance of Future Priorities for the County

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

<table>
<thead>
<tr>
<th>Priority</th>
<th>Very Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Not Important</th>
<th>Not at All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing equitable access to quality mental healthcare</td>
<td>72%</td>
<td>19%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing living wages</td>
<td>69%</td>
<td>21%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing equitable access to quality healthcare</td>
<td>65%</td>
<td>25%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase conservation of farms and sensitive land</td>
<td>57%</td>
<td>33%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Addressing homelessness</td>
<td>64%</td>
<td>25%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reducing substance use disorder</td>
<td>56%</td>
<td>32%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increasing public safety</td>
<td>54%</td>
<td>32%</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increasing access to jobs</td>
<td>47%</td>
<td>36%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing equitable access to housing</td>
<td>61%</td>
<td>22%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving early childhood education</td>
<td>50%</td>
<td>33%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increasing opportunities to age in place</td>
<td>40%</td>
<td>40%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Addressing gun violence</td>
<td>53%</td>
<td>27%</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Increasing access to high-speed internet</td>
<td>35%</td>
<td>41%</td>
<td>17%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Addressing racism</td>
<td>50%</td>
<td>24%</td>
<td>15%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Provide public transportation in unincorporated areas</td>
<td>34%</td>
<td>40%</td>
<td>17%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Combating climate change</td>
<td>52%</td>
<td>22%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Increasing opportunities for recreation &amp; culture</td>
<td>24%</td>
<td>41%</td>
<td>25%</td>
<td></td>
<td>8%</td>
</tr>
</tbody>
</table>

The priorities that are most important to residents aren’t the same priorities they want the County to emphasize.
Q2. Level of Satisfaction with Core County Services

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of County library services</td>
<td>26%</td>
<td>54%</td>
<td>18%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Quality of emergency medical services (EMS)</td>
<td>26%</td>
<td>48%</td>
<td>21%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Quality of emergency 911 services</td>
<td>22%</td>
<td>46%</td>
<td>21%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Quality of County's recreation services</td>
<td>13%</td>
<td>53%</td>
<td>23%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Quality of County's election services</td>
<td>17%</td>
<td>43%</td>
<td>24%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Quality of County's solid waste services</td>
<td>11%</td>
<td>46%</td>
<td>26%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Quality of public health services</td>
<td>13%</td>
<td>40%</td>
<td>30%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Quality of Buncombe County's agricultural, soil &amp; water services</td>
<td>10%</td>
<td>43%</td>
<td>36%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Quality of Buncombe County social services</td>
<td>6%</td>
<td>33%</td>
<td>39%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Quality of County development, planning, &amp; zoning</td>
<td>14%</td>
<td>30%</td>
<td>33%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Legend:
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
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)

- I have equitable access to County services regardless of my race/ethnicity:
  - Strongly Agree: 23%
  - Agree: 42%
  - Neutral: 21%
  - Disagree: 9%
  - Strongly Disagree: 5%

- I believe Buncombe County government is trustworthy:
  - Strongly Agree: 4%
  - Agree: 31%
  - Neutral: 30%
  - Disagree: 20%
  - Strongly Disagree: 16%

- Buncombe County effectively communicates what they're doing to ensure all County residents are treated equitably:
  - Strongly Agree: 5%
  - Agree: 27%
  - Neutral: 34%
  - Disagree: 22%
  - Strongly Disagree: 12%

- Buncombe County is a caring community in harmony with its environment where residents succeed, thrive, & realize their potential:
  - Strongly Agree: 3%
  - Agree: 27%
  - Neutral: 33%
  - Disagree: 24%
  - Strongly Disagree: 13%

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

REGIONAL AND NATIONAL COMPARISONS
Perceptions of the County

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

- **As a place to visit**: Buncombe County, NC: 62.3%, Atlantic Average: 60.9%, National Average: 85.1%
- **As a place to live**: Buncombe County, NC: 73.2%, Atlantic Average: 65.6%, National Average: 76.2%
- **As a place to retire**: Buncombe County, NC: 57.2%, Atlantic Average: 61.4%, National Average: 62.0%
- **As a place to raise children**: Buncombe County, NC: 71.2%, Atlantic Average: 56.2%, National Average: 75.5%
- **As a place to work**: Buncombe County, NC: 59.6%, Atlantic Average: 63.1%, National Average: 38.4%
- **Overall image or reputation of the County government**: Buncombe County, NC: 64.1%, Atlantic Average: 32.1%, National Average: 74.8%

Higher than National Average: ↑
Lower than National Average: ↓
Comparative Advantages

NATIONAL AVERAGE

As a place to visit
Quality of outdoor event facilities (e.g., picnic shelters) at County parks
Quality of recreation services
Quality of library services
As a place to retire

ATLANTIC REGIONAL AVERAGE

As a place to visit
Quality of outdoor event facilities (e.g., picnic shelters) at County parks
Quality of County athletic fields (soccer, baseball/softball)
Quality of recreation services
Quality of library services
## Comparative Weaknesses

### NATIONAL AVERAGE

- Overall image or reputation of the County government
- Efforts to be open & transparent with information about County issues, services, & performance
- As a place to work
- Effectiveness of County communication with the public
- Quality of the County's cable television channel

### ATLANTIC REGIONAL AVERAGE

- Overall image or reputation of the County government
- Efforts to be open & transparent with information about County issues, services, & performance
- Effectiveness of County communication with the public
- As a place to work
- Timeliness of information provided by the County
Priorities for Investment

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

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

- Quality of County development, planning, & zoning: 55.3%
- Quality of Buncombe County social services: 32.3%
- Quality of public health services: 26.1%
- Quality of County's recreation services: 15.6%
- Quality of Buncombe County's agricultural, soil & water services: 13.8%
- Quality of County's election services: 10.8%
- Quality of emergency 911 services: 10.2%
- Quality of emergency medical services (EMS): 9.0%
- Quality of County's solid waste services: 8.6%
- Quality of County library services: 3.0%
## Importance-Satisfaction Analysis & Ratings

### Core County Services

#### 2021 Buncombe County Community Survey

**Buncombe County, NC**

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

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

### Communication

2021 Buncombe County Community Survey

Buncombe County, NC

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

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years
## Importance-Satisfaction Analysis & Ratings
### Parks and Recreation
#### 2021 Buncombe County Community Survey
Buncombe County, NC

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

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

THE COUNTY IS THE PRIMARY SOURCE, BUT LOCAL TV NEWS IS A CLOSE SECOND
## Q10. Level of Satisfaction with County Communication

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information provided through County emergency alert system</td>
<td>15%</td>
<td>50%</td>
<td>29%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Efforts to connect you with resources like community markets, &amp; public health services like vaccines</td>
<td>10%</td>
<td>48%</td>
<td>30%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>How easy County’s website is to use</td>
<td>9%</td>
<td>44%</td>
<td>37%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Availability of information about County services &amp; activities</td>
<td>5%</td>
<td>41%</td>
<td>41%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Quality of County’s social media outreach (Facebook, Twitter, Nextdoor, etc.)</td>
<td>3%</td>
<td>32%</td>
<td>52%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Timeliness of information provided by County</td>
<td>3%</td>
<td>29%</td>
<td>46%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Effectiveness of communication with the public</td>
<td>5%</td>
<td>25%</td>
<td>39%</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>County efforts to be open &amp; transparent with info. about County issues, services, &amp; performance</td>
<td>5%</td>
<td>20%</td>
<td>42%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Quality of BCTV-County’s cable television channel</td>
<td>4%</td>
<td>20%</td>
<td>65%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Level of public involvement in County decision making</td>
<td>4%</td>
<td>18%</td>
<td>37%</td>
<td>29%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Indicates the item was determined to be a top priority based on Importance-Satisfaction analysis*
Most residents get information from word of mouth, but less than 1 out of 5 respondents preferred that method.
Q8. Percentage of Preference for Information Sources Used to Learn About Buncombe County news, Events, and Other County Information

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

- **BuncombeCounty.org**: 45.3%
- **Local TV news**: 44.1%
- **Buncombe County Alert Text messages/phone calls**: 39.0%
- **Social media (Facebook, Twitter, Instagram, etc.)**: 34.9%
- **Local radio**: 31.2%
- **Print/newspaper**: 29.9%
- **Friends/family-word of mouth**: 18.5%
- **Printed mailers from County**: 15.3%
- **Nextdoor**: 12.5%
- **Open Data Explorer (data.buncombecounty.org)**: 2.7%
- **BCTV**: 1.7%
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)

- Crime data: 58.0%
- County Budget information & priorities: 57.6%
- Land planning & development issues: 57.2%
- Elections: 54.7%
- Public health: 53.3%
- Environmental & green initiatives: 50.2%
- Board & Commission meetings: 49.5%
- Public health initiatives: 47.4%
- County transparency efforts (open data): 45.9%
- Parks & recreation: 45.7%
- Diversity, equity, & inclusion initiatives: 43.3%
- Economic assistance: 38.9%
- Human resources & County job opportunities: 34.5%
- County contracts or contract opportunities: 31.7%
- County library system: 30.1%
- Opportunities to serve on boards & commissions: 28.3%
- Food & lodging health inspections: 26.8%
- Internet infrastructure: 24.0%
- GIS data: 21.0%
- Gun permits: 20.6%
Customer Service

EMPLOYEES AT BUNCOMBE COUNTY PROVIDE EXCELLENT CUSTOMER SERVICE
43.3% of respondents indicated they contacted the County within the past year
Additional Findings
Q12. Feeling of Safety...

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

- **In your neighborhood during the day**
  - Very Safe: 46%
  - Safe: 40%
  - Neutral: 9%
  - Unsafe: 4%
  - Very Unsafe: 0%

- **In your neighborhood at night**
  - Very Safe: 27%
  - Safe: 42%
  - Neutral: 16%
  - Unsafe: 12%
  - Very Unsafe: 4%

- **Overall in the County**
  - Very Safe: 11%
  - Safe: 48%
  - Neutral: 21%
  - Unsafe: 15%
  - Very Unsafe: 6%

- **In retail areas of the County**
  - Very Safe: 12%
  - Safe: 44%
  - Neutral: 22%
  - Unsafe: 17%
  - Very Unsafe: 5%

- **In County Parks**
  - Very Safe: 7%
  - Safe: 41%
  - Neutral: 26%
  - Unsafe: 19%
  - Very Unsafe: 8%
59.9% of respondents indicated they receive solid waste services from WastePro

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)

- **WastePro trash services**
  - Very Satisfied: 24%
  - Satisfied: 44%
  - Neutral: 16%
  - Dissatisfied: 10%
  - Very Dissatisfied: 7%

- **WastePro recycling services**
  - Very Satisfied: 21%
  - Satisfied: 41%
  - Neutral: 17%
  - Dissatisfied: 13%
  - Very Dissatisfied: 9%

- **WastePro bulky item pickup services**
  - Very Satisfied: 16%
  - Satisfied: 23%
  - Neutral: 33%
  - Dissatisfied: 15%
  - Very Dissatisfied: 13%
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

- Yes: 56.4%
- No: 27.9%
- Not provided: 15.7%

59.9% of respondents indicated they receive solid waste services from WastePro
Q18. If Buncombe County were to consider offering waste convenience centers throughout the County, how supportive would you be of the County offering these centers if fees were added to your property tax bill?

by percentage of respondents

- Very supportive: 15.8%
- Supportive: 21.4%
- Neutral: 15.0%
- Not supportive: 20.5%
- Not at all supportive: 14.1%
- Don't know: 13.3%
Summary

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

Employees provide excellent customer service.

Core County services received mixed reviews.

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

THANK YOU!