

Citizen Engagement Survey Report for Priority-based Budgeting

Thank you for taking the time to view our Citizen Engagement Survey Report. We appreciate those of you who contributed to this data, and encourage those who did not to be more active in our budget process in the years to come. In addition to the comments citizens provided along with their surveys, feedback offered from those who attended one or more citizen engagement meeting is also being taken into consideration.

The following data was made available to the citizens of Mooresville electronically, on the Town's website, and by hardcopy, at the Mooresville Police Department, Charles Mack Citizen Center, Mooresville Public Library, Recreation Department, and Town Hall, from September 21 to October 28, 2011. It is concluded that the priorities of citizens who participated in this survey (about 1.3% of the population) parallel to those of the Town as it pertains to the FY '12 budget.

1 - On a scale of 1-5, please rate the **IMPORTANCE** of each service/program to the citizens of Mooresville:

There were as many as 462 responses to this survey question. Not every service required a response, so the ratings were calculated based on the responses to each service. Duplicate surveys were identified by identical initial start times and exact answers. A total of 40 were removed, resulting in as many as 423* valid responses. Hand written copies of the survey were entered into the same database to ensure every submission was accounted for.

The results below include the majority rating by percentage and count, and rating average. The rating average is calculated by multiplying the number of responses by the rating (1, 2, 3, 4, or 5) where 1 is the lowest and 5 is the highest; the products of each are added, then divided by the total response count. The responses are listed from highest to lowest priority according to the average rating. The detailed report is available upon request.

Service/Program	Majority Rating	Rating Average
Fire Department	Highest 59.1% (246)	4.37
Police Department	Highest 60.0% (249)	4.36
Fire and Rescue Response	Highest 59.7% (246)	4.34
Crime Response	Highest 58.4% (240)	4.33
Crime Prevention	Highest 47.1% (194)	4.16
Availability of Drinkable Water	Highest 48.6% (201)	3.95
Fire Prevention	High 36.1% (148)	3.89
Emergency Preparedness	High 38.2% (157)	3.80
Sewer Collection and Treatment	Highest 32.5% (134)	3.72
Economic Development	High 41.3% (169)	3.71
Services to Youth	High 41.1% (166)	3.58
Garbage Collection	High 39.1% (162)	3.57
Town Customer Service	High 42.8% (174)	3.56
Town Parks	High 38.7% (157)	3.51
Street Repair	High 46.5% (191)	3.50
Public Information Services	High 43% (174)	3.38
Library	High 29.7% (124)	3.32
Services to Seniors	High 36.3% (150)	3.31
Recreation Programs, Leagues, or Classes	High 31.9% (130)	3.29
Street Cleaning and Debris/Snow Removal	High 35.8% (147)	3.27
Street Lighting	High 35.3% (145)	3.23
Recreation Centers	Neutral 30.0% (123)	3.15
Sidewalk Maintenance	Neutral 37.9% (156)	3.03
Minimum Housing Code Enforcement	Neutral 33.1% (134)	3.01
Golf Course	Lowest 27.6% (114)	3.00
Charles Mack Citizen Center	Neutral 37.7% (155)	2.94
Services to Low-income Citizens	Neutral 30.6% (124)	2.91
Library Programs or Classes	Neutral 27.6% (113)	2.85

2 - Other services/programs you would like us to consider and the rating:

There were as many as 136 responses to this survey question. This question did not require a response. Duplicate surveys were identified by identical initial start times and exact answers. A total of 18 were removed, resulting in as many

as 118* valid responses, however only 26 were answered correctly. Therefore, the majority results below include only responses that gave a clear service/program AND rating. Hand written surveys were entered into the database to ensure every submission was accounted for. See the reply to #5 – Additional Comments for further information on additional comments.

Service/Program	Response Count	Majority Rating
Recycling	5	High
Library Security	2	Highest
Public Transportation	2	High
Neighborhood Revitalization	1	Highest
Veteran Services and Benefits	1	Highest
Music on Main	1	Highest
Shooting Range	1	Highest
Archery	1	Highest
Downtown Revitalization	1	High
Local Park and Beach on Lake	1	High
Cemeteries	1	High
Special Olympics of Lake Norman	1	High
Transfer Station	1	High
Town Beautification	1	High
Philanthropy	1	High
MI-Connection	1	Lowest

3 - How often do you use the following Town Services?

There were as many as 462 responses to this survey question. Not every question required a response, so the ratings were calculated based on the responses to each question. Duplicate surveys were identified by identical initial start times and exact answers. A total of 40 were removed, resulting in as many as 423* valid responses. Hand written surveys were entered into the database to ensure every submission was accounted for.

Town Service	Majority Rating	Rating Average
How often do you use Library services?	Never 26.0% (109)	2.87
How often do you use the Golf Course?	Never 43.6% (183)	2.76
How often do you use Recreation services?	Sometimes 23.9% (99)	2.81

4 - Overall, please rate the quality of services/programs provided by each of the following.

There were as many as 456 responses to this survey question. Not every question required a response, so the ratings were calculated based on the responses to each question. Duplicate surveys were identified by identical initial start times and exact answers. A total of 40 were removed, resulting in as many as 416* valid responses. Hand written surveys were entered into the database to ensure every submission was accounted for.

Government	Majority Rating	Rating Average
Town of Mooresville Government	Neutral 33.7% (140)	3.08
Iredell County Government	Neutral 48.6% (201)	2.84
North Carolina State Government	Neutral 47.1% (194)	2.68
United States Federal Government	Neutral 32% (132)	2.55

5 - Additional Comments:

There were as many as 118 responses to this survey question. This question did not require a response. Duplicate surveys were identified by identical initial start times and exact answers. A total of 1 response was removed, resulting in as many as 117* valid responses. Hand written surveys were entered into the database to ensure every submission was accounted for. In an effort to remain focused on the priority-based budget process, only data directly related to services and programs have been listed in this survey report. Any additional comments submitted in that portion of the survey which was not directly related to the importance of services/programs to the citizens of Mooresville have been omitted; however, they are available upon request.

*The response count varies by question because a respondent had the flexibility of answering one question or all questions. If the question was not answered accurately, it was omitted.