
FY2023 Budget Public Engagement Updates



FY2023 Public Engagement Strategy

- The County Manager implemented a robust budget public engagement strategy beginning in FY2020
- On September 28th, the Board received an update on the strategy for FY2023
- The FY2023 Budget engagement includes 5 key opportunities for residents to engage

1. Budget Priority Survey

2. Participatory Budgeting (pilot)

3. Advisory Board Feedback

4. Budget Simulator

5. Public Hearings

1.

Budget Priority Survey



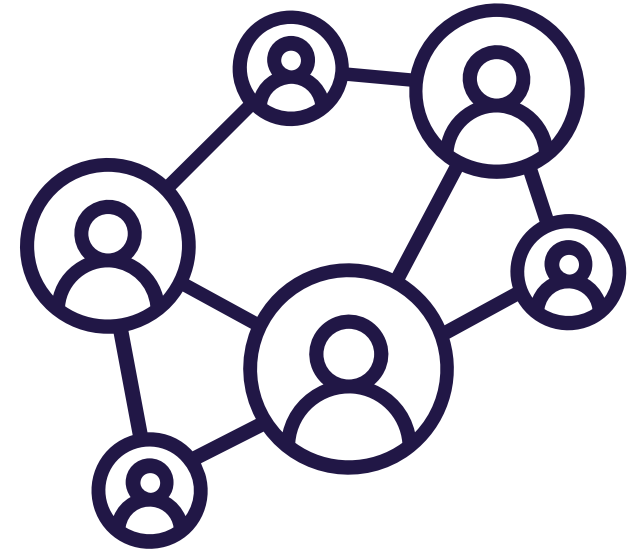
Survey Availability



Survey was optimized for mobile devices such as cellphones and tablets.



Paper copies were made available at recreation centers and library branches.



County website and social media platforms provided links to redirect users to survey.

Survey Availability

75

Languages
available for
translation

32

Surveys were
translated to
non-English
languages



Survey Availability



Huntersville Christmas Festival
December 4, 2021

15 paper surveys completed

Senior Meal
Eastway Recreation Center
December 8, 2021

59 paper surveys completed



Marketing Efforts to Improve Representation

- The County focused marketing efforts to underrepresented groups to try to improve survey representation
- **Representation:** How well do the respondents to the survey match the actual general population (Race, Age, Income, etc.)
 - Lack of representations means the result do not match the general population when taken as a cumulative whole
 - However, responses of individual groups can still provide some insights if response rates are significant
- Overall, the budget survey is voluntary, and open to the entire community, but is not a scientific poll

Survey Marketing

Television Segments

- Spectrum News
- Estrella TV
- Cornelius Today

Social Media Marketing

Radio Interviews

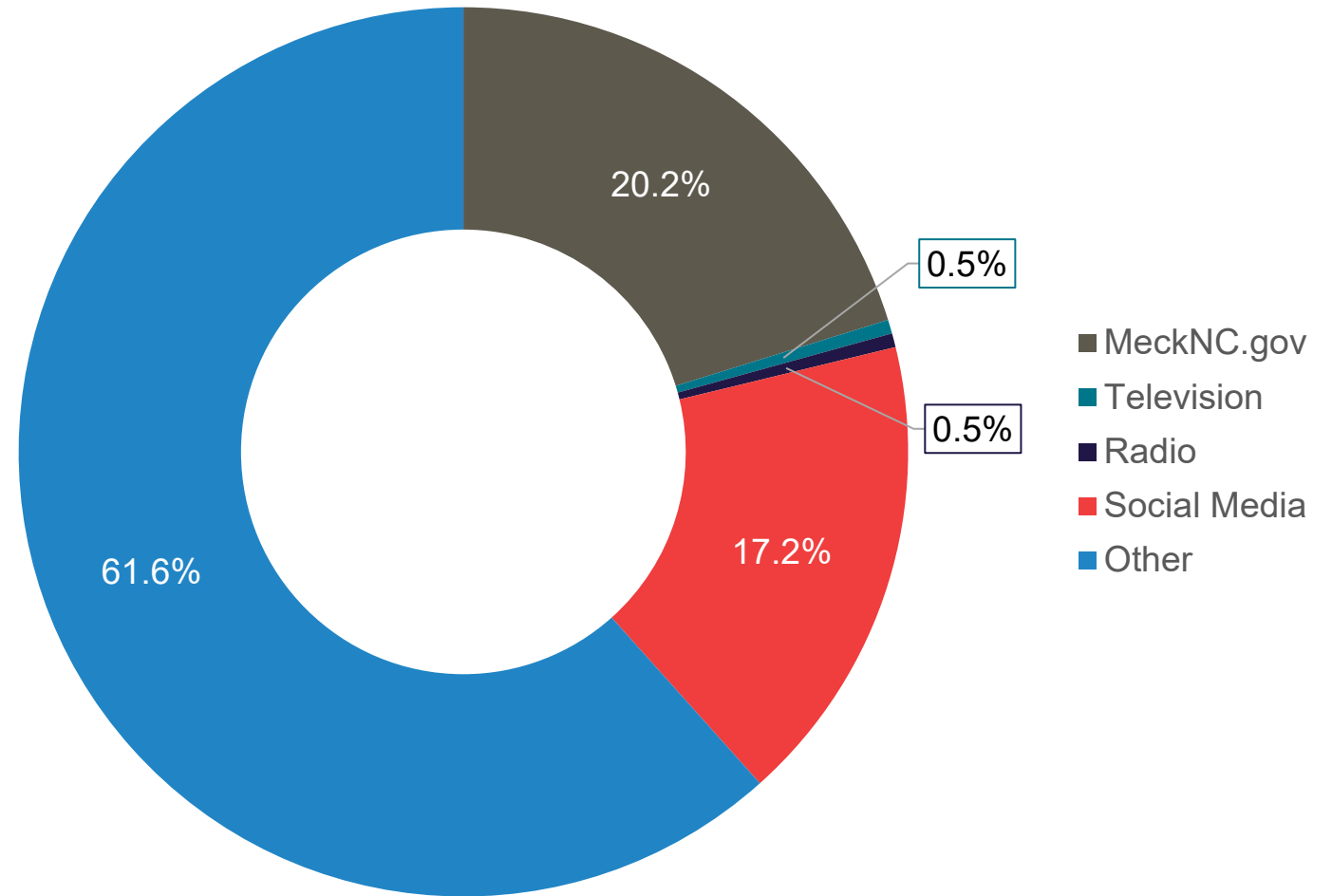
- WBAV
 - Fly Ty Show
 - Janine Davis Show
- Norsan Media Group

Direct Outreach to Community Groups

- Fraternities and sororities
- Non-profits
- HOAs
- Livable Meck participants
- NAACP
- Latin American Coalition
- Enlace
- Latin American Chamber of Commerce
- Camino Center
- International House
- Hispanic Contractors Association of the Carolinas
- Latin Americans Working for Achievement
- Comunidad Colectiva
- Charlotte Bilingual Preschool
- Community Email Groups
- Mecklenburg Ministries

Survey Marketing

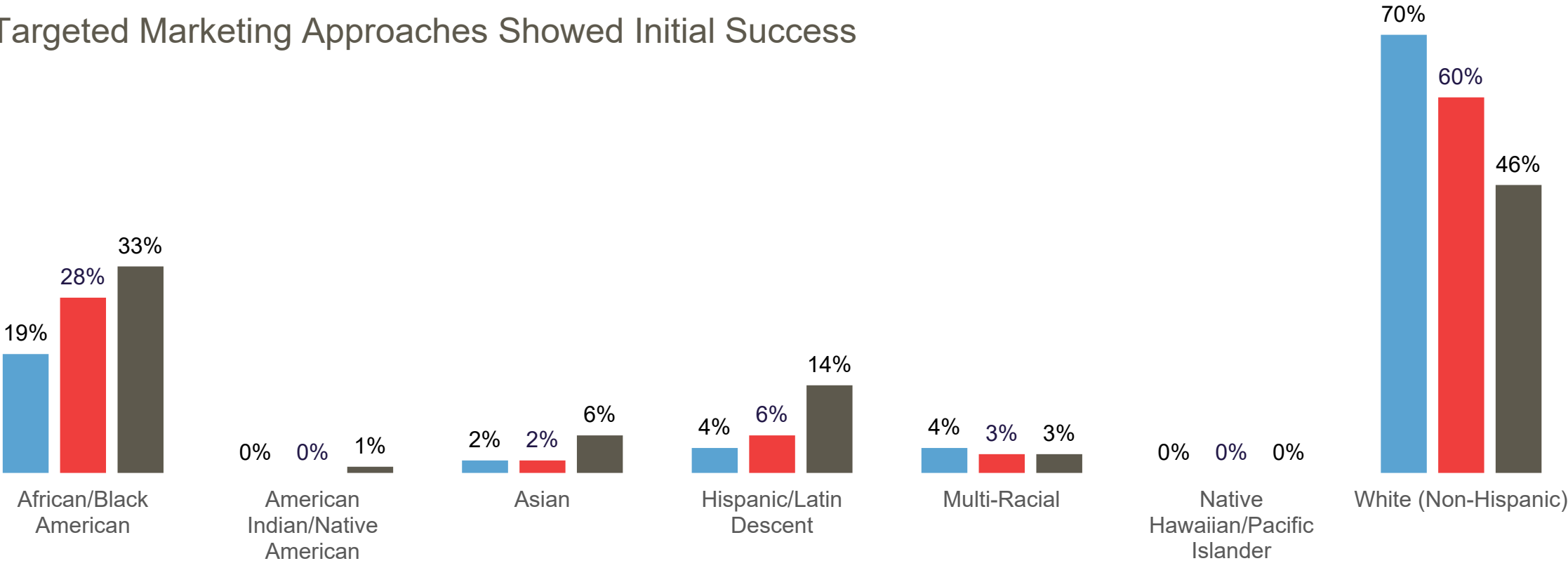
Data shows that most respondents are made aware of the survey via other channels outside of official County platforms such as group mailing lists and word of mouth.



Race/Ethnicity Comparison Prior to 12/16/2021

FY22 Survey % FY23 Survey % Census Est %

Targeted Marketing Approaches Showed Initial Success

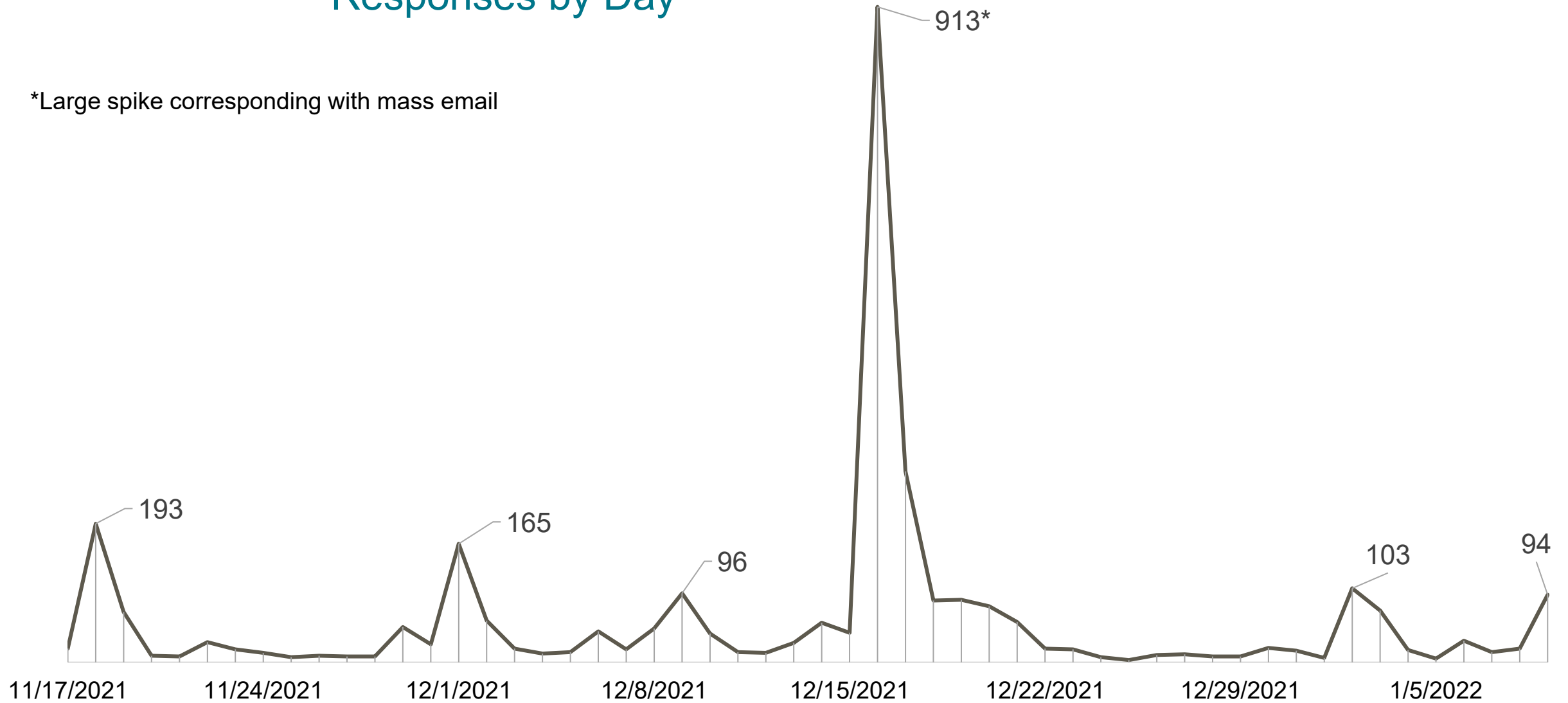


Percentages are based on voluntary responses provided by the respondents themselves. Not all respondents answered this question. This is reflective of the percentage of those respondents that provided their race/ethnicity.

Survey Observation

Responses by Day

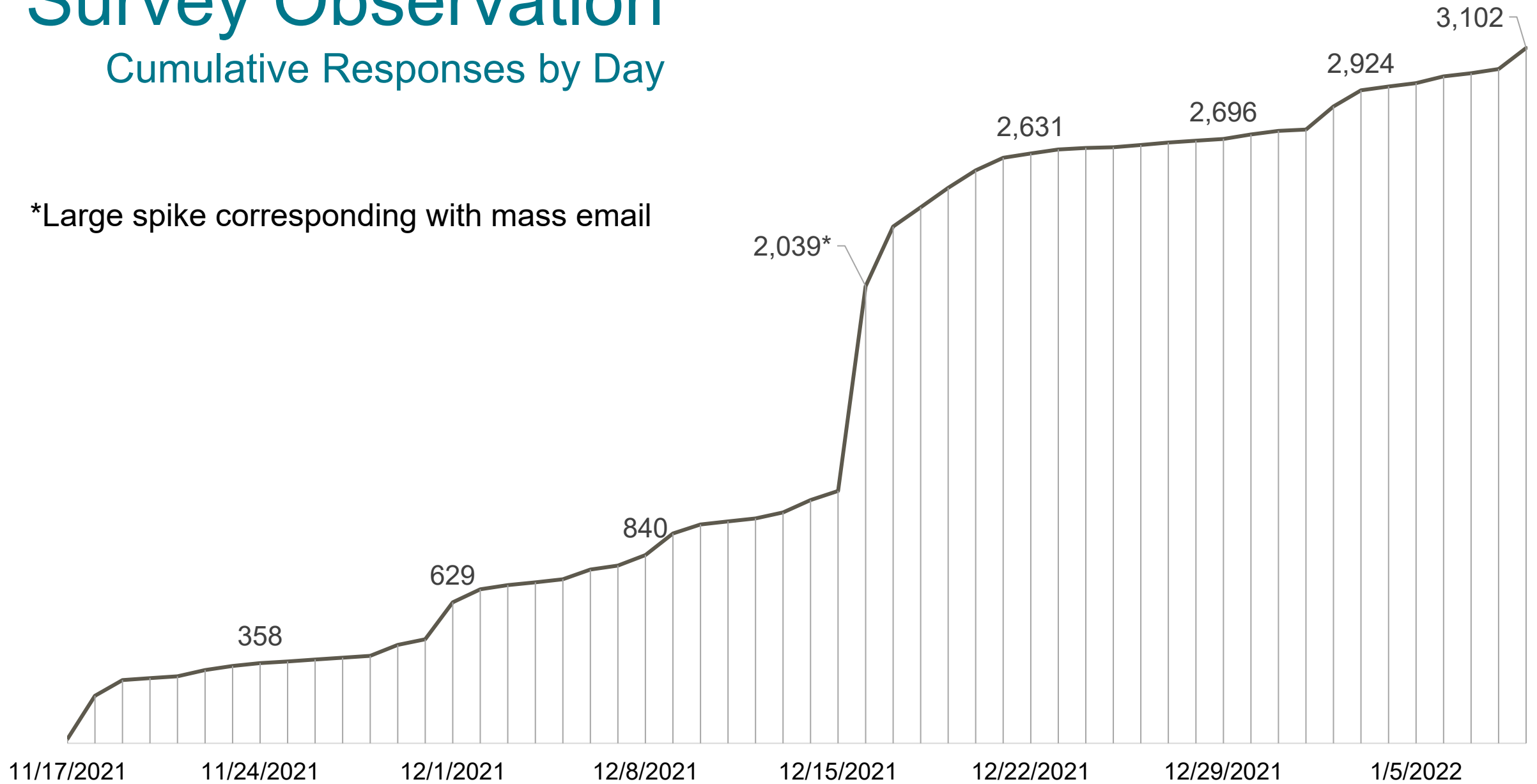
*Large spike corresponding with mass email



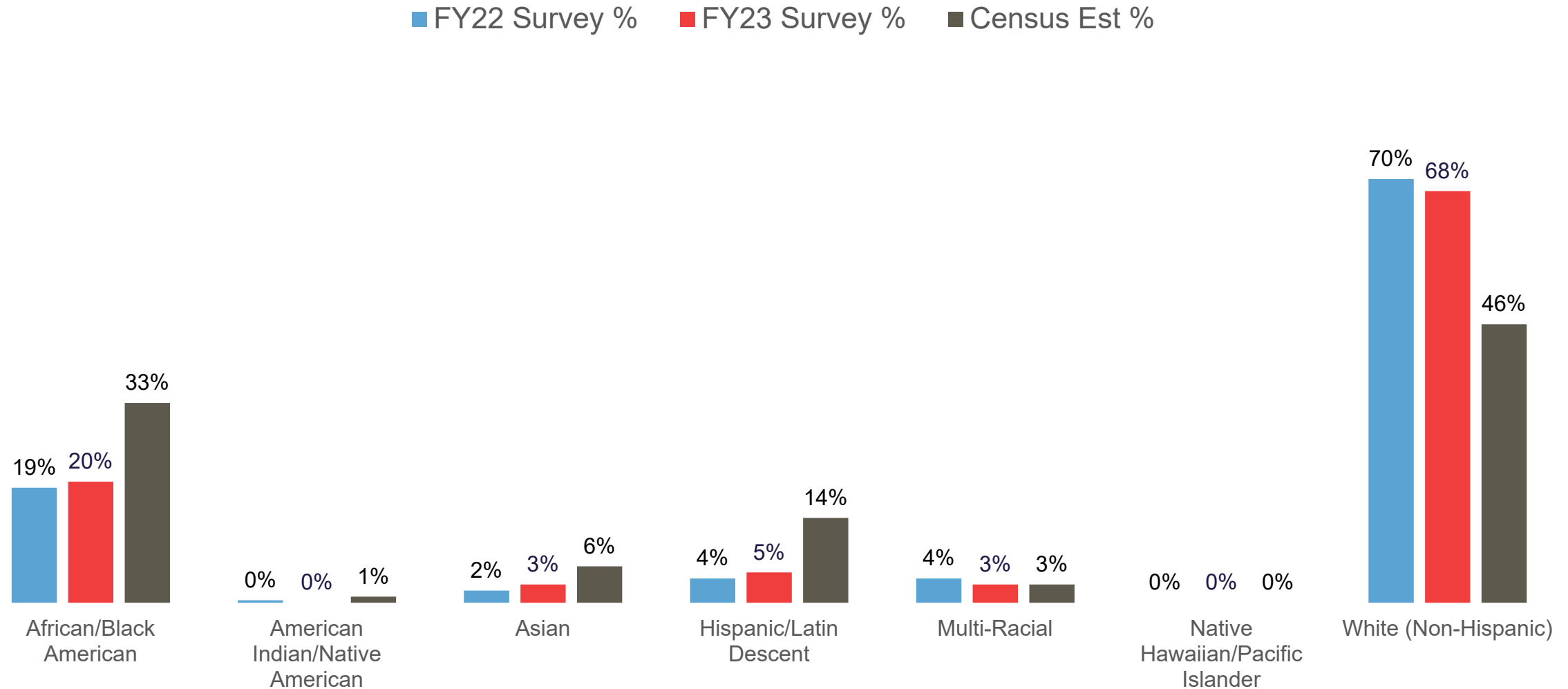
Survey Observation

Cumulative Responses by Day

*Large spike corresponding with mass email



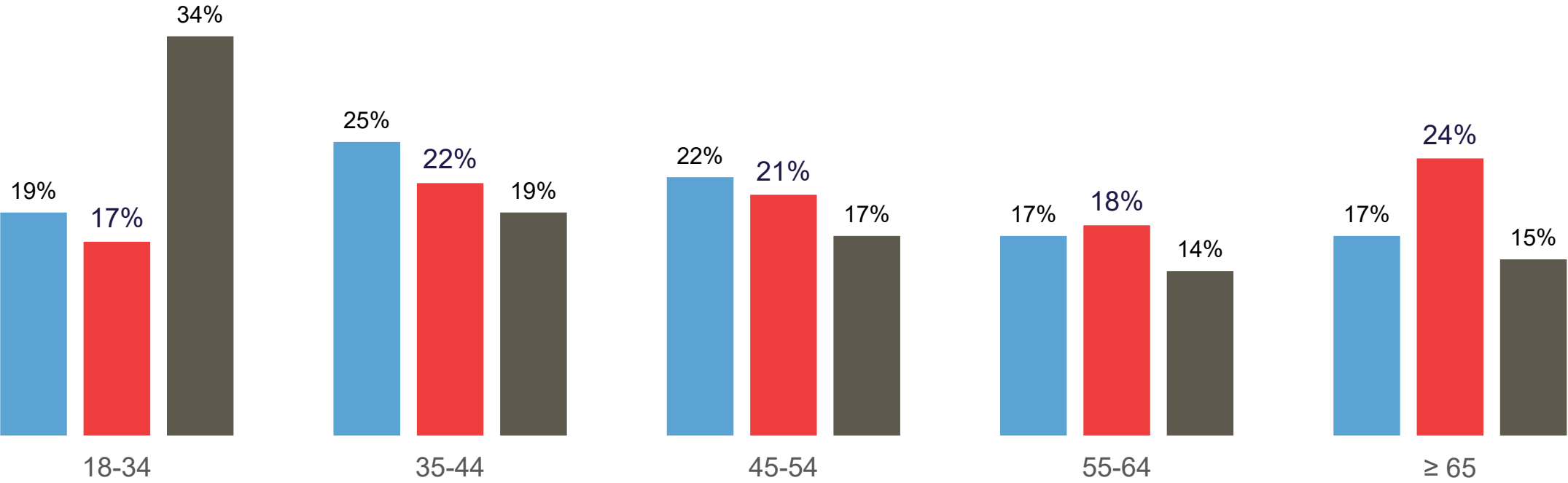
Race/Ethnic Comparison (Final Results)



Percentages are based on voluntary responses provided by the respondents themselves. Not all respondents answered this question. This is reflective of the percentage of those respondents that provided their race/ethnicity.

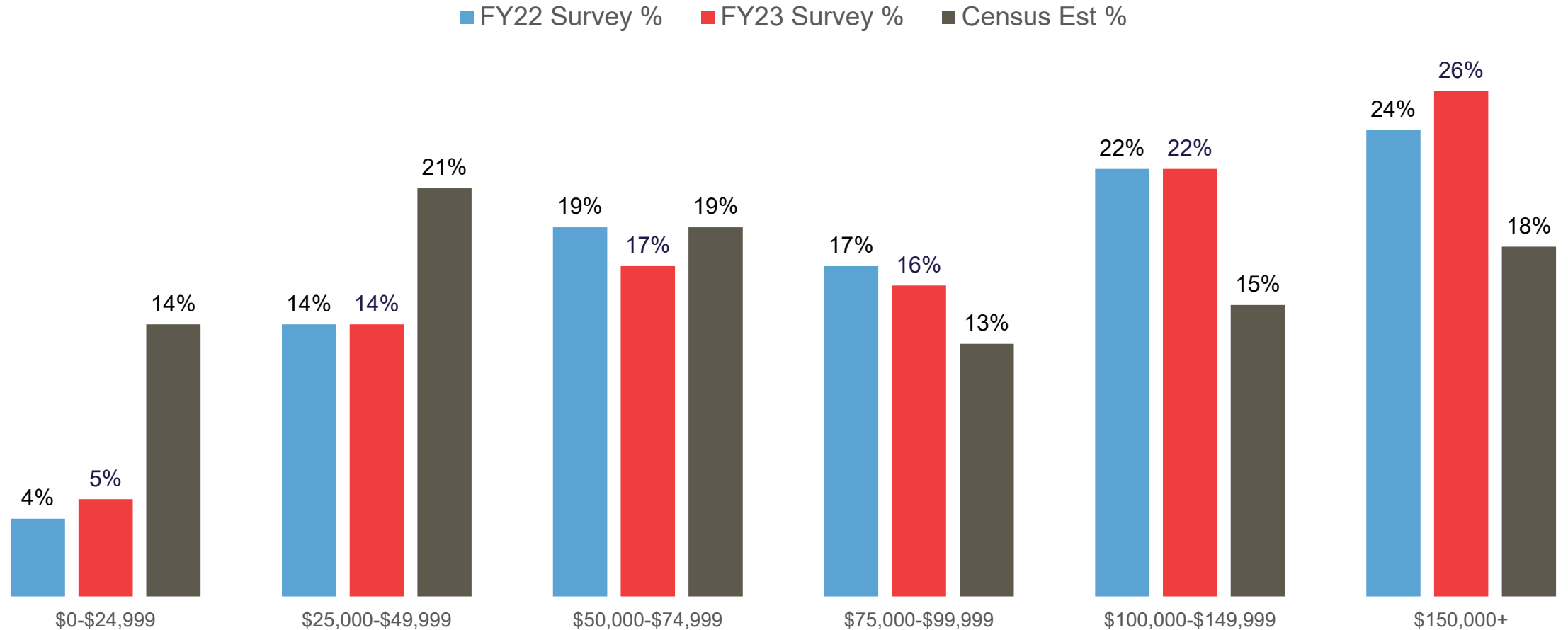
Age Comparison

■ FY22 Survey % ■ FY23 Survey % ■ Census Est %



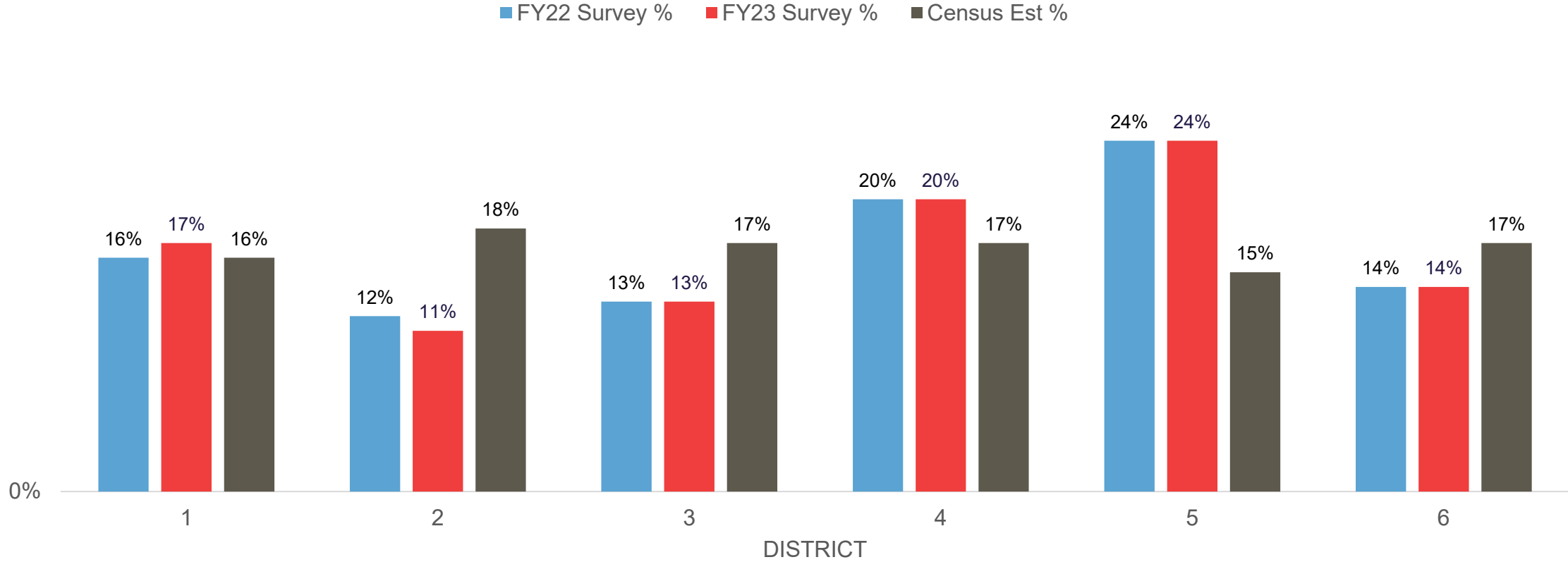
Percentages are based on voluntary responses provided by the respondents themselves. Not all respondents answered this question. This is reflective of the percentage of those respondents that provided their age. (Omitting County population of 17 years and younger.)

Income Comparison



Percentages are based on voluntary responses provided by the respondents themselves. Not all respondents answered this question. This is reflective of the percentage of those respondents that provided their income.

District Representation



Percentages are based on voluntary responses provided by the respondents themselves. Not all respondents answered this question. This is reflective of the percentage of those respondents that provided their district of residence.

How Did We Compare?

	FY2022	FY2023	Difference
# of Online Surveys	4,355	3,028	-30%
# of Paper Surveys	0	74	+74
Survey Length (in days)	46	53	+7
Open Ended Comments	729	694	-5%
Email Addresses Provided	1,307	774	-41%
Translations	0	32	+32

Opening Information

The Mecklenburg County FY2022 Adopted Budget totals **\$2.0 billion** and supports **5,806 full-time positions**. Of the \$2.0 billion budget, **\$1.56 billion** comes from County Dollars such as property tax and sales tax revenues. The Board of County Commissioners has discretion on how to prioritize funding using County Dollars.

The table below shows the services provided by the County:

County Supported Services	
Affordable Housing*	Jails
Arts*	Landfills/Waste Disposal
Child Welfare	Libraries
Court Buildings	MECK Pre-K
Domestic Violence Services	MEDIC Ambulances
Economic Development*	Park and Recreation
Educational Buildings (CPCC/CMS)	Public Health
Elections	Register of Deeds
Environmental Protection	Senior Nutrition
Historic Preservation*	Stormwater Drainage*
Homeless Services	Workforce Development*

* **County service in conjunction with community partners.**

The County is not the primary provider of law enforcement, fire protection, transit, streets, mental health, or educational operations for schools. Those services are primarily provided by either the state or the city/towns.

Individual Budget Priority Question

Below are 8 major categories funded in the County Budget. Please "drag & drop" to prioritize the list below. You may add another priority in the "Other" text field and include it in your ranking.

- **Education & Literacy** (pre-k, primary, secondary, library, community college)
- **Health & Human Services** (domestic violence, homeless services, public health, mental health)
- **Economic Development** (business investments & jobs)
- **Affordable Housing**
- **Environment** (land, air, water)
- **Recreation** (parks, greenways, pools, trails)
- **Criminal Justice** (courts & jails)
- **Other – Open Ended**

Note: List was randomized to eliminate order bias

Funding Perception Question

Listed below are 18 services provided by the County. Based on your initial perception, how do you feel about the level of funding for each service?

	Over Funded	Current funding level is appropriate	Under funded	Not Sure
Affordable Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Central Piedmont Community College	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charlotte Mecklenburg Schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Welfare, Foster Care, & Adoption Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detention Centers (Jails)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic Violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HIV/STI Prevention & Treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homeless Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meck Pre-K	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mental Health Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks & Greenways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services for Seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Veterans Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce Development & Job Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Board Priority Question

The Board of County Commissioners identified the following priorities to assist with budget decisions. In your opinion, do these priorities reflect the areas of greatest need in the community?

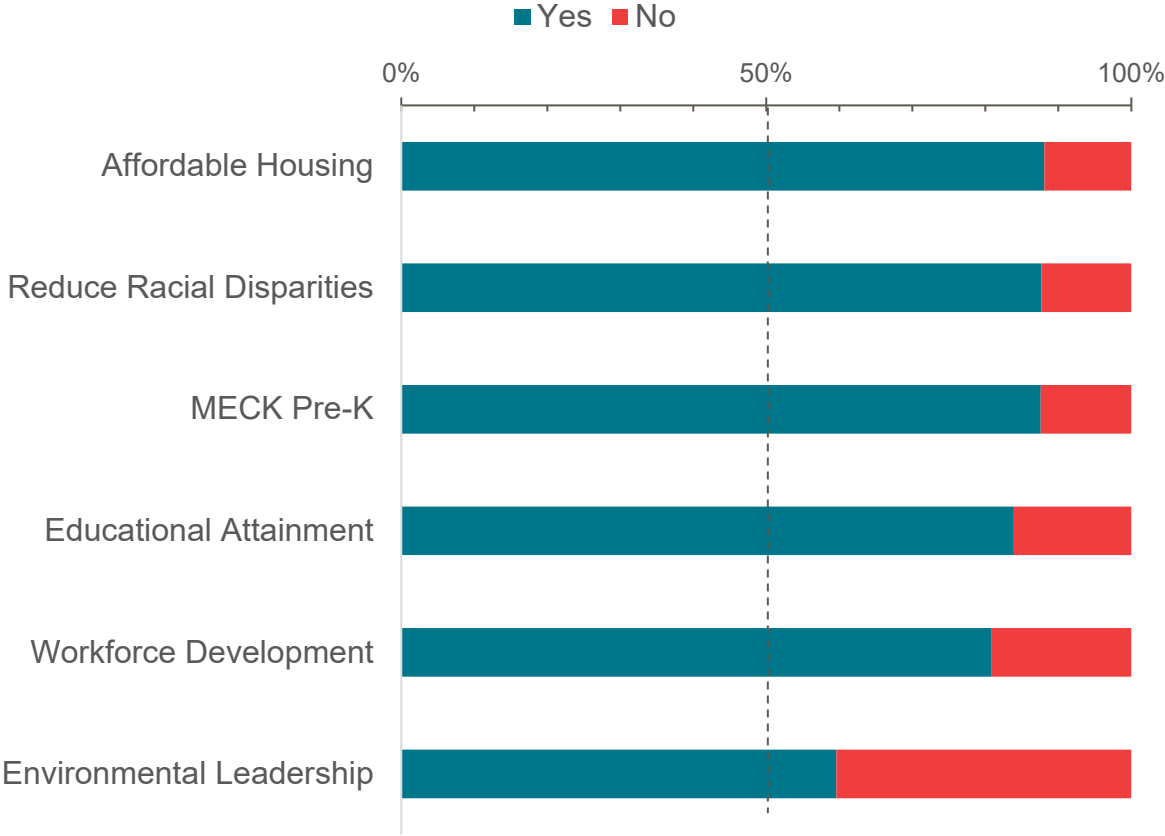
	Yes	No
Affordable Housing - Evaluate new housing opportunities that are affordable to residents in need.		
Educational Attainment - Link existing allocations to strategies and targets to improve college and career readiness outcomes for all students.		
Environmental Leadership - Implement the Environmental Leadership Action Plan.		
MECK Pre-K - Continue implementation of voluntary, universal public pre-k for all eligible 4 year-old children.		
Reduce Racial Disparities - Ensure that investments by the County focus on closing racial and ethnic gaps so that race does not predict one's success, while also improving outcomes for all.		
Workforce Development - Provide leadership and align communication with jobseekers and employers.		

African American / Black Respondents

Overall Budget Priorities

Rank	Priority
1	Affordable Housing
2	Education & Literacy
3	Health & Human Services
4	Economic Development
5	Environment
6	Criminal Justice
7	Recreation
8	Other

Does Priority Reflect Greatest Community Need?



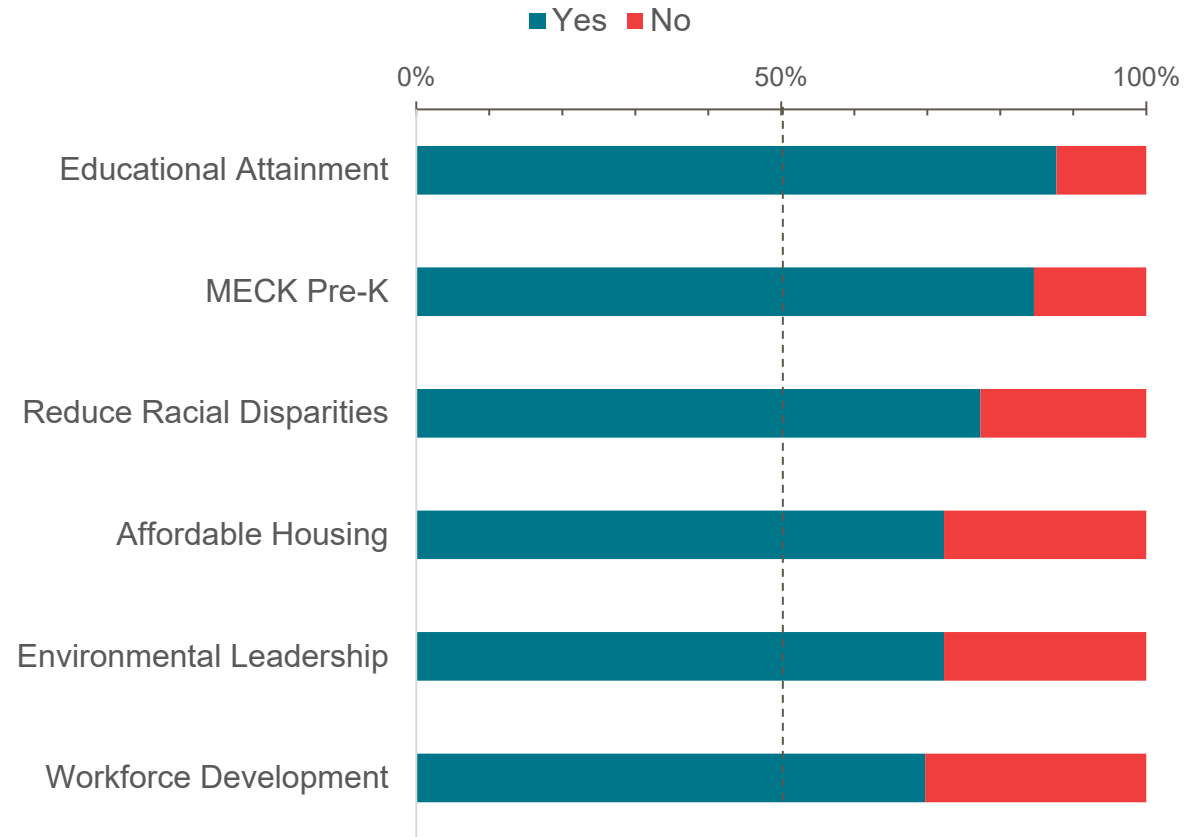
n = 464; results are likely to reflect the views of the general population with access to the survey for this group within +/- 5% margin of error based on response rate

Asian Respondents

Overall Budget Priorities

Rank	Priority
1	Education & Literacy
2	Health & Human Services
3	Economic Development
4	Affordable Housing
5	Environment
6	Recreation
7	Criminal Justice
8	Other

Does Priority Reflect Greatest Community Need?



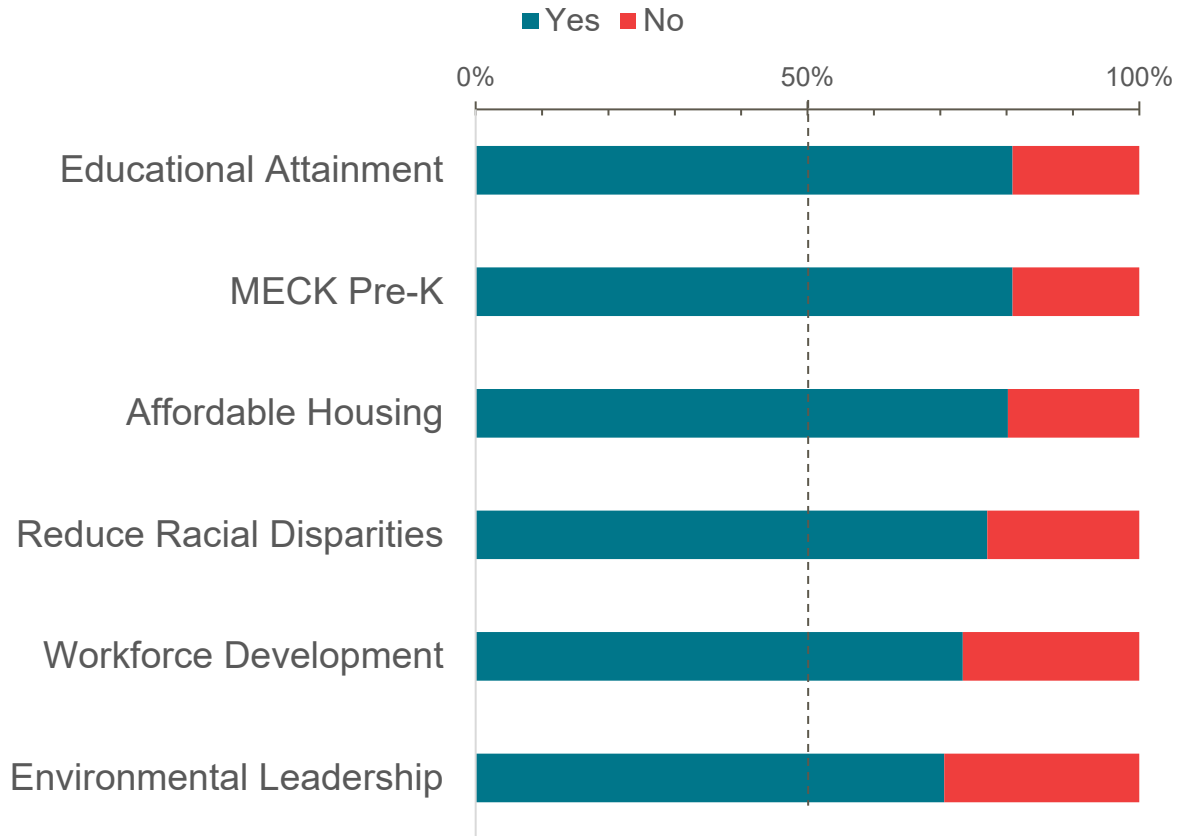
n = 66; results are likely to reflect the views of the general population with access to the survey for this group within +/- 12% margin of error based on response rate

Hispanic/Latino Respondents

Overall Budget Priorities

Rank	Priority
1	Education & Literacy
2	Health & Human Services
3	Affordable Housing
4	Environment
5	Recreation
6	Economic Development
7	Criminal Justice
8	Other

Does Priority Reflect Greatest Community Need?



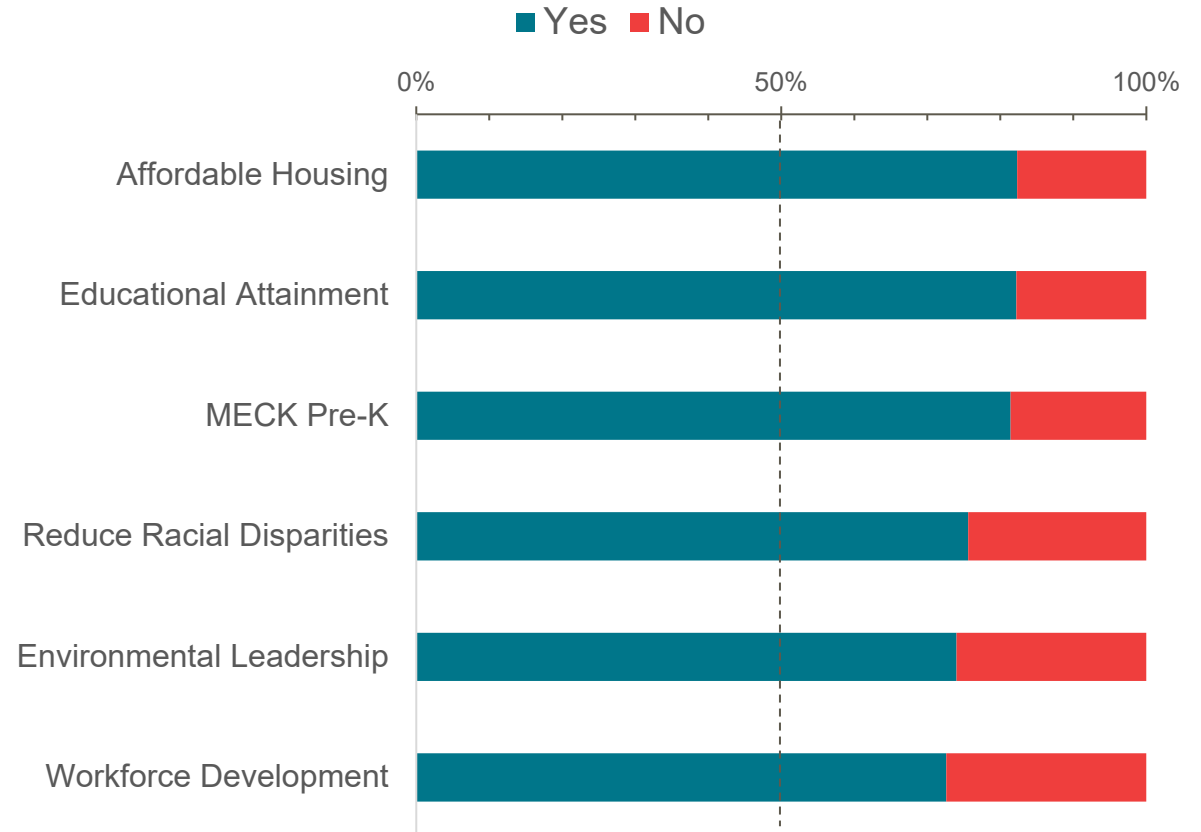
n = 112; results are likely to reflect the views of the general population with access to the survey for this group within +/- 9% margin of error based on response rate

White (Non-Hispanic)

Overall Budget Priorities

Rank	Priority
1	Education & Literacy
2	Health & Human Services
3	Affordable Housing
4	Environment
5	Recreation
6	Criminal Justice
7	Economic Development
8	Other

Does Priority Reflect Greatest Community Need?



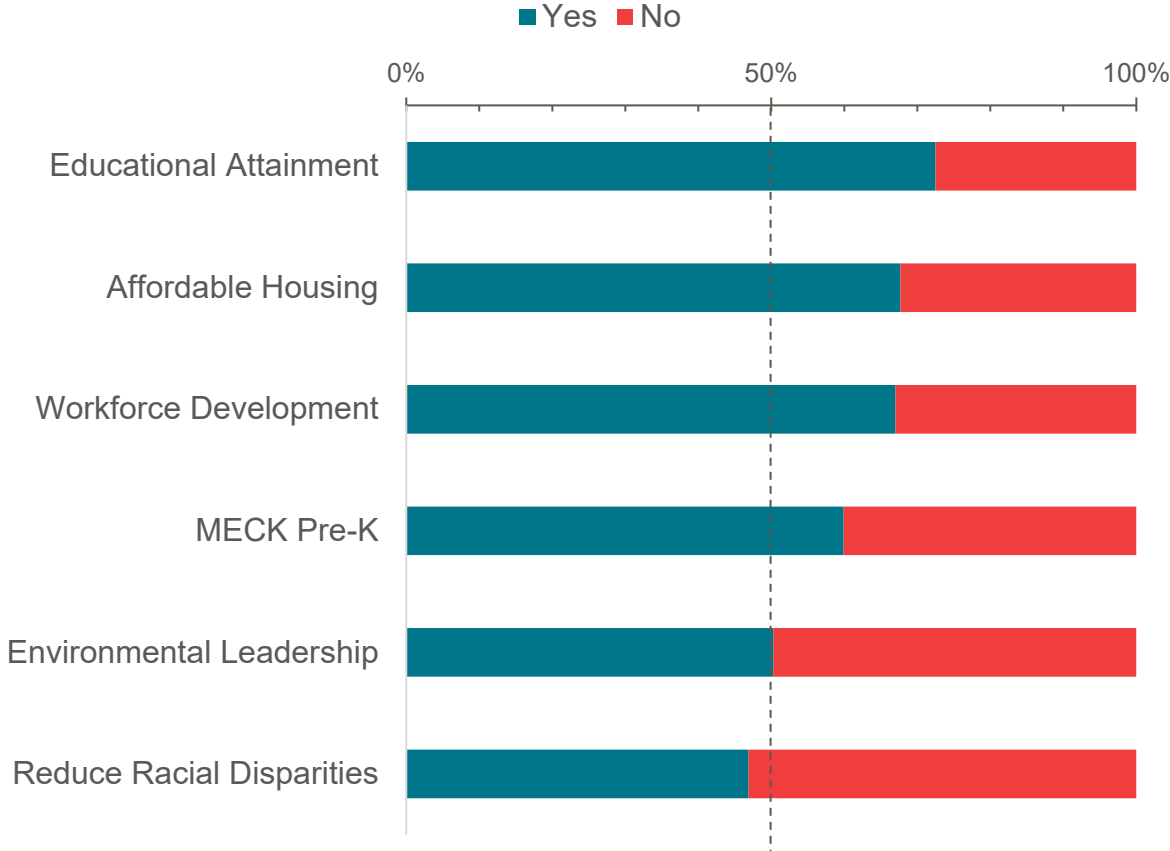
n = 1550; results are likely to reflect the views of the general population with access to the survey for this group within +/- 2% margin of error based on response rate

Other Races/Ethnicities

Overall Budget Priorities

Rank	Priority
1	Education & Literacy
2	Health & Human Services
3	Affordable Housing
4	Environment
5	Criminal Justice
6	Recreation
7	Economic Development
8	Other

Does Priority Reflect Greatest Community Need?



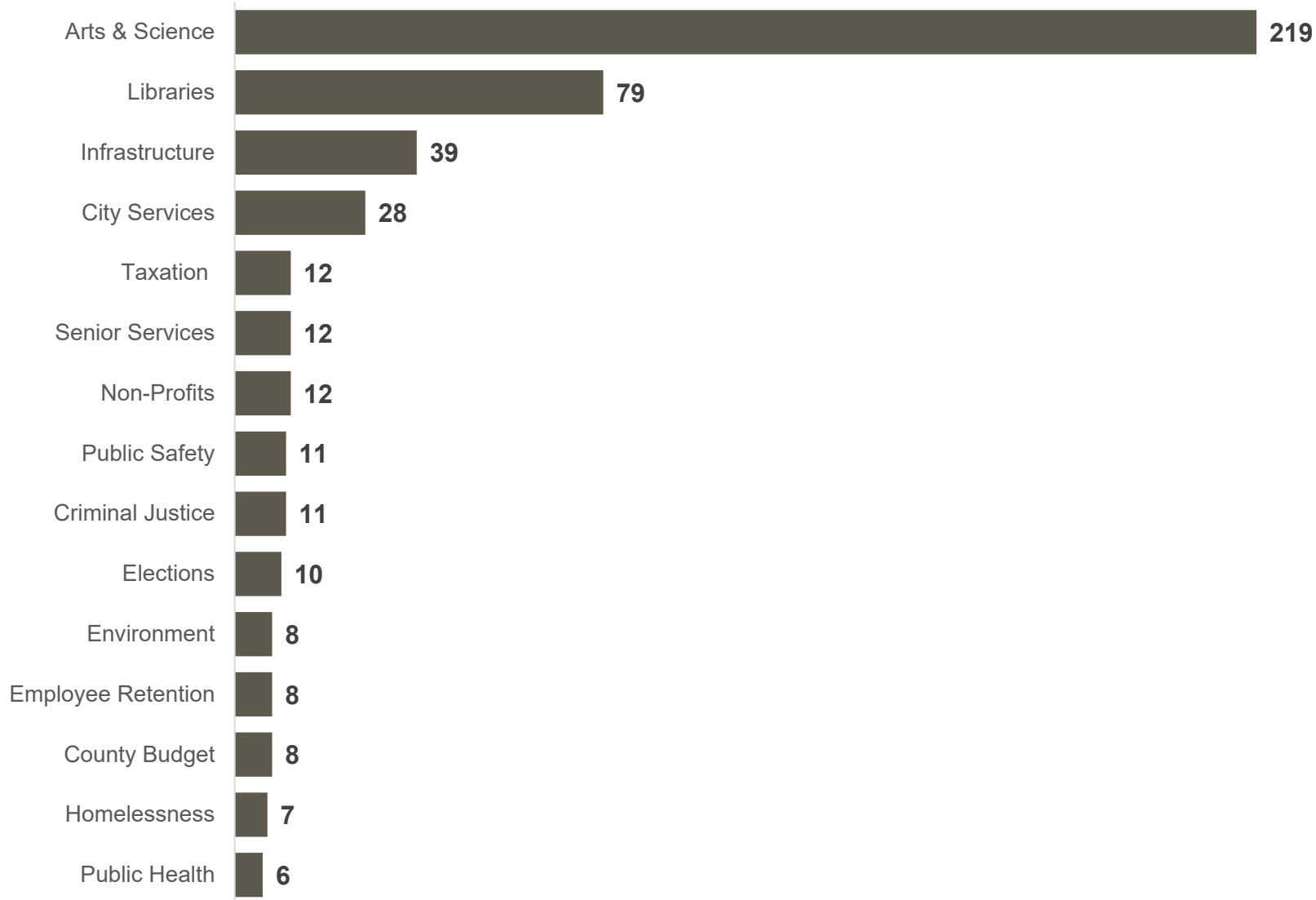
n = 199; results are likely to reflect the views of the general population with access to the survey for this group within +/- 7% margin of error based on response rate

Budget Priority Rankings

Year-to-Year Comparison of Budget Priorities

Ranking	FY2021	FY2022	FY2023
1	Education & Literacy	Education & Literacy	Education & Literacy
2	Health & Human Services	Affordable Housing	Health & Human Services
3	Affordable Housing	Health & Human Services	Affordable Housing
4	Environment	Economic Development	Environment
5	Economic Development	Environment	Recreation
6	Recreation	Criminal Justice	Economic Development
7	Criminal Justice	Recreation	Criminal Justice
8	Other	Other	Other

Other Budget Priorities



470
Responses

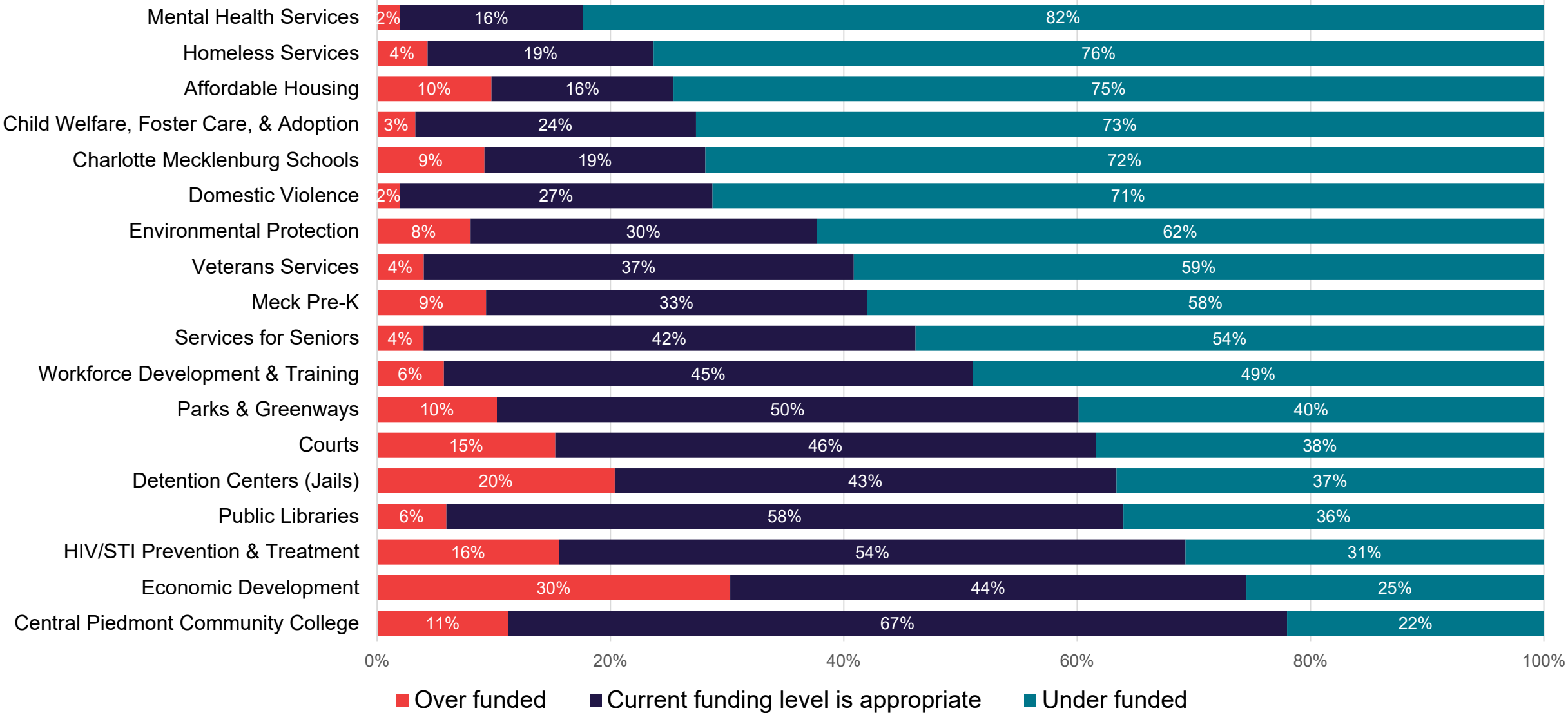
only includes other priorities with more than 5 responses

Board Priorities Evaluation

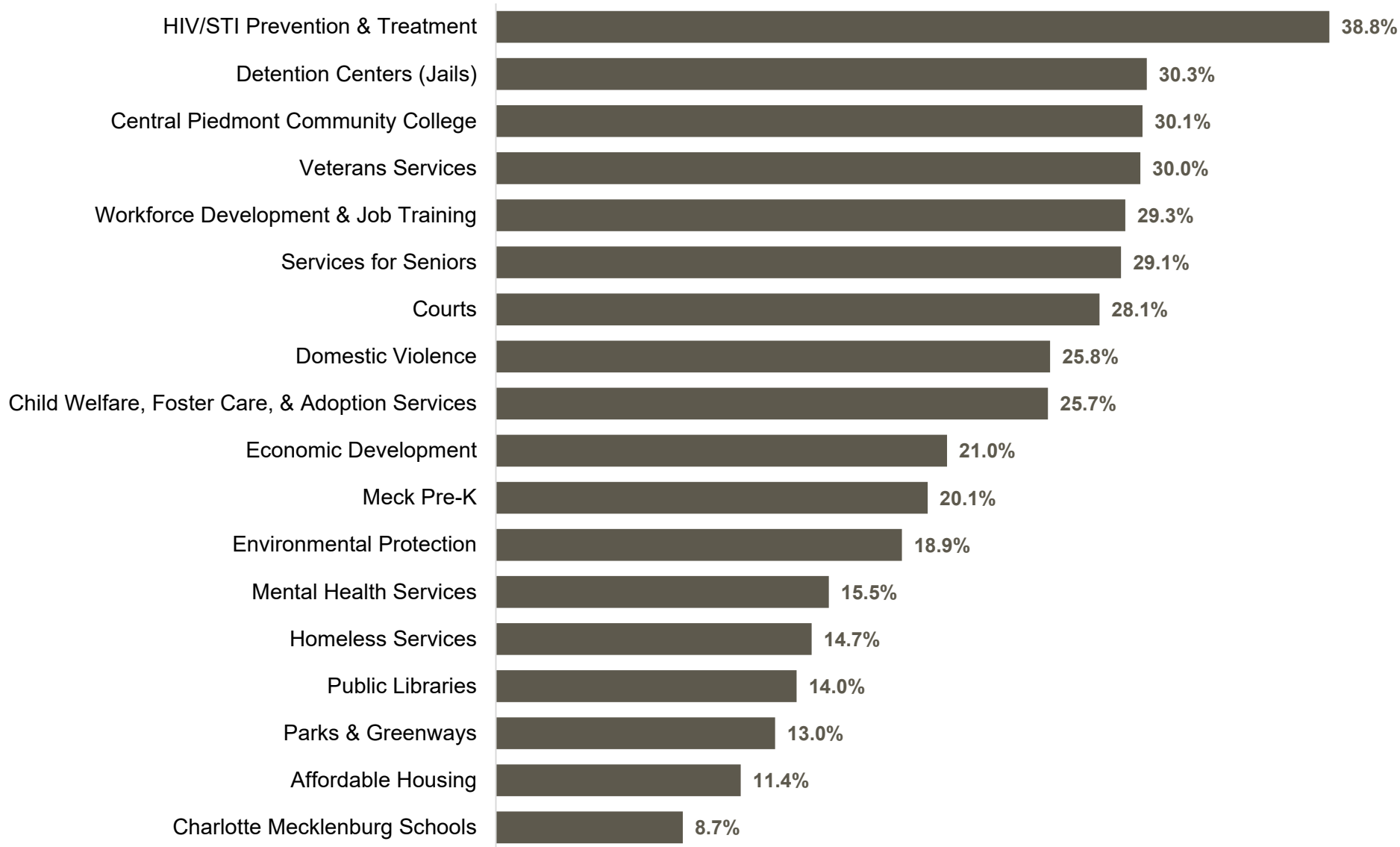
Does Priority Reflect Greatest Community Need?
Percentage of Respondents That Answered “Yes”

	Affordable Housing	Educational Attainment	Environmental Leadership	MECK Pre-K	Reduce Racial Disparities	Workforce Development
District 1	76%	82%	71%	78%	73%	72%
District 2	81%	79%	65%	80%	77%	71%
District 3	83%	81%	63%	83%	78%	78%
District 4	82%	82%	72%	84%	77%	74%
District 5	83%	82%	75%	81%	73%	73%
District 6	76%	82%	68%	77%	68%	75%

Overall Funding Perceptions



Funding Perception % Not Sure



Open-Ended Responses Samples

Regarding Budget Priorities:

Please share any additional comments you have regarding the FY2023 Mecklenburg County Budget and your priorities.

Close of Survey:

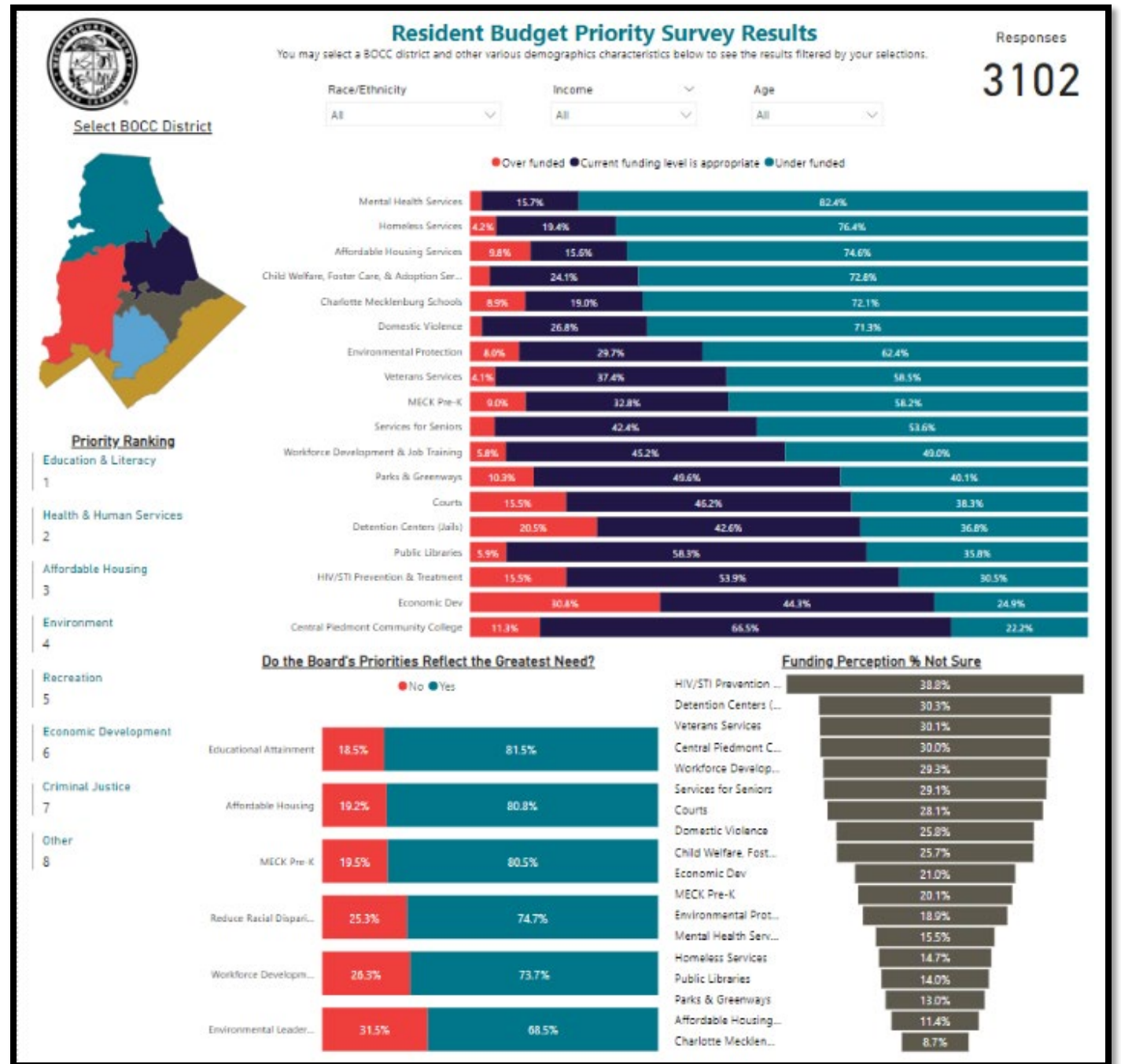
Please provide additional feedback here.

531
Responses

All comments have been included as an appendix

Survey Results Dashboard

- Part of ‘Closing the Loop’
- Allows residents to see results of the survey and view at various levels.
- Published on County’s website and promoted on Social Media
- ‘Go Live’ on Monday, January 31st
- Click this [LINK](#) to view the Dashboard



2.

Participatory Budgeting



Participatory Budgeting - Pilot

- Ideas for **one-time** projects are identified by residents in each district
- Proposals are solicited and developed by resident volunteer groups
- Residents will vote on which projects they want to see implemented in their respective districts.



Pilot Parameters

- County staff will review for feasibility, legality, and cost
- One-time projects up to \$125K
- Citizen Capital Advisory Committee receives regular updates and provides resident-oversight of the pilot
- A total of \$3M will be divided evenly between the six districts (\$500K per district)

Where We Are in the Process

Phase 1

- Community interest meetings
- Volunteer sign-ups
- Project idea solicitation

Phase 2 (Current)

- Budget delegate workshops
- County staff project vetting process

Phase 3

- Online ballot setup
- Voting process

Phase 4

- Project implementation
- Evaluation

Volunteer Groups

District 1	District 2	District 3	District 4	District 5	District 6
<ul style="list-style-type: none"> • 10 volunteers • 50% female 50% male • 70% White 20% Black 10% Hispanic 	<ul style="list-style-type: none"> • 14 volunteers • 70% female 30% male • 86% Black 7% Asian 7% Hispanic 	<ul style="list-style-type: none"> • 17 volunteers • 82% female 12% male 6% Unknown • 65% Black 17% White 12%Unknown 6% Hispanic 	<ul style="list-style-type: none"> • 13 volunteers • 80% female 20% male • 38% Black 46% White 8% Asian 8% Hispanic 	<ul style="list-style-type: none"> • 11 volunteers • 72% female 18% male 10% Unknown • 27% Black 45% White 10% Hispanic 18% Unknown 	<ul style="list-style-type: none"> • 17 volunteers • 70% female 30% male • 47% White 29% Black 12% Asian 7% Other 7%Unknown

Total Volunteers
82

Outreach

Information Sessions	3 Virtual Sessions (including 1 Spanish session)
	3 In-Person Sessions at various locations throughout the County
Media Appearances	Television segment on Spectrum 1 News
	Radio segments on Praise
Social Media	Regular posts on LinkedIn, Facebook, Twitter and other platforms
	Dedicated County website with virtual toolkits and other pertinent information

What's Next?



- District budget delegates will meet and develop proposals for County staff vetting.
- Cleared proposals will be uploaded to voting platform sponsored by Stanford PB for residents to vote on beginning in May 2022.

3.

Advisory Boards



Feedback

Who was contacted

All advisory boards (including board chairs and staff contacts)

Responses

Nine (9) out of 18 advisory boards were represented

Presentations

Advisory boards that decide to present to the BOCC will be scheduled for an upcoming public policy meeting

4.

Virtual Simulator



Updates

The virtual budget simulator remains an available engagement tool for residents to create a simulated, balanced budget using real numbers from the actual County budget.

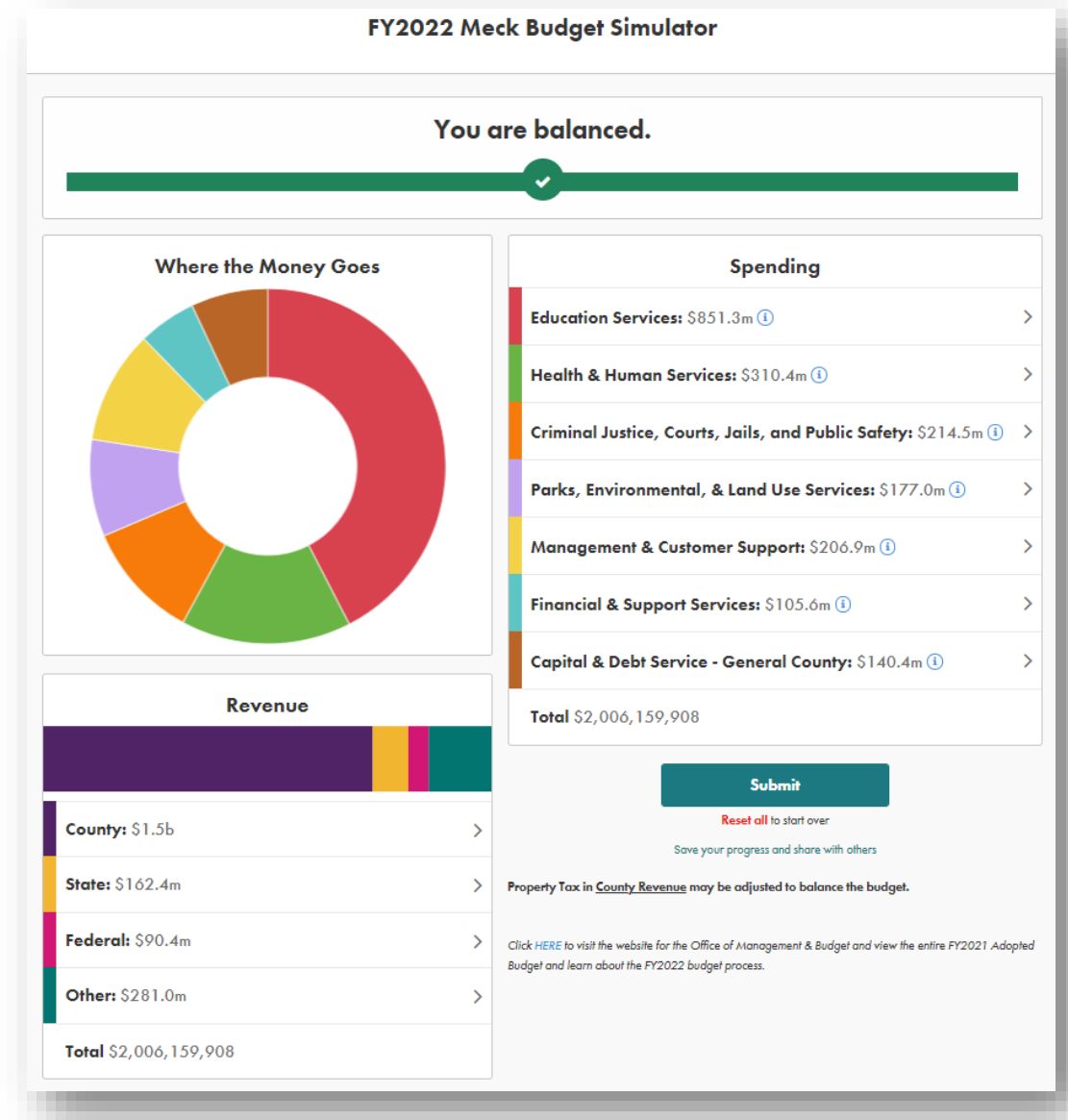
70 7 mins

Total Pageviews

Avg. Time on Site

2

Total Submissions



5. Public Hearings



2

scheduled hearings

Wednesday, **January 19, 2022**

Wednesday, **May 25, 2022**

Residents may sign up to speak via the Clerk to the Board's website.



Summary

- Some improvement in survey representation, but the voluntary survey is not a scientific poll
- Responses have remained fairly consistent over the years
- Results from the survey are available in an online dashboard
- The Participatory Budgeting pilot project will provide opportunities for residents to engage directly in the budget process
- Volunteer groups are developing projects and voting will begin in May
- Advisory boards provided budget priorities and comments for the FY2023 Budget