

Wake Insights

2024 Community Survey Results

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wake.gov

What is the Community Survey?

- **A public opinion poll that:**
 - Identifies respondents' most important issues
 - Inform policies and decision-making, and
 - Tracks progress and measures our strategic plan.
- **Supplements other feedback engagements such as:**
 - Customer satisfaction surveys
 - Partner-led surveys (e.g., GoTriangle)
 - Community Health Needs Assessment

What is the Community Survey?

Satisfaction Surveys

- Opinions shaped by direct use and individual experiences.

Perception Surveys

- Opinions based on observation
- May include direct use—but also:
 - Personal beliefs and feelings
 - Experiences by others (family, friends, co-workers, social networks)
 - Awareness and attitudes
 - Political beliefs
 - National and regional politics
 - Media and messaging

Partnering with ETC Institute

- **Selected through a competitive process.**
- **Strong experience and a national reputation for local government survey implementation.**
- **Recent local surveys for:**
 - City of Raleigh
 - Town of Holly Springs
 - City and County of Durham
 - Mecklenburg County





Wake County **INSIGHTS**

1,006

Respondents

+/- 3.1%

Margin of Error

Diversity & Accessibility

Representative of Wake County:

- Gender
- Age
- Race
- Ethnicity
- Income
- Education level
- Geography
- Own or rent home
- Active Military / Veteran Status

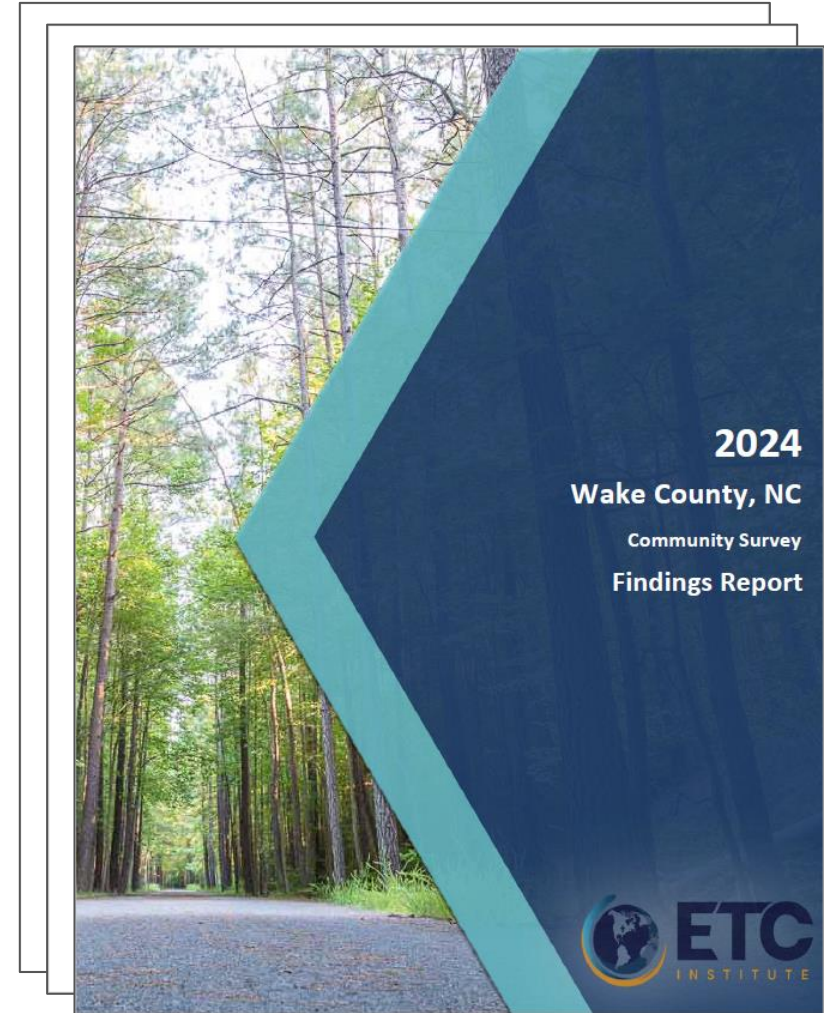
Languages:

- English
- Spanish
- Other prevalent languages upon request

Wake Insights – Community Survey

ETC Institute

- **Final report is available.**
- **Robust results and opportunities for future analysis and findings.**
- **This presentation touches on key highlights.**



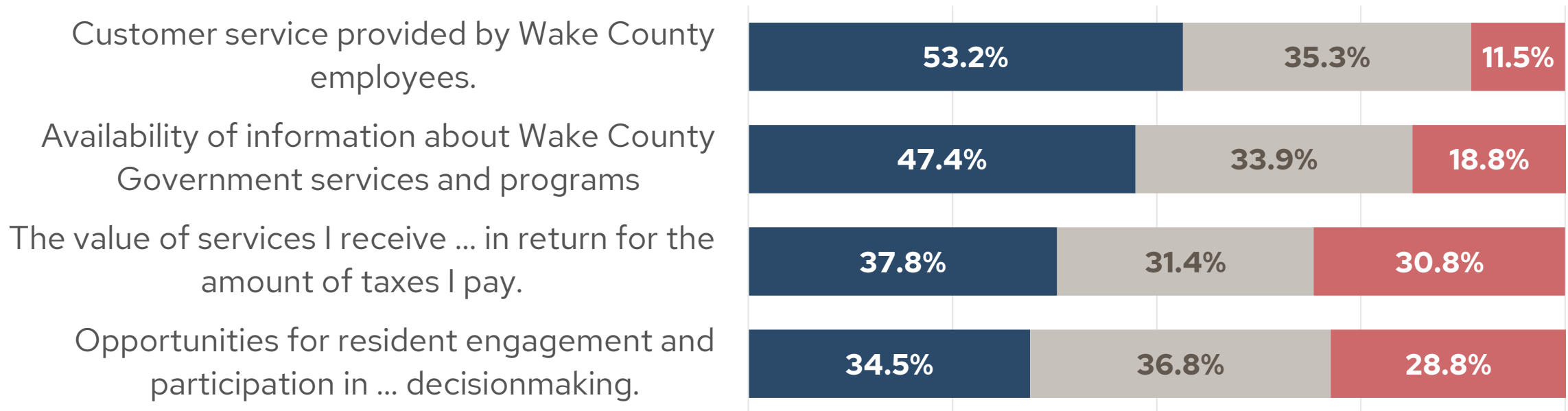
Q1. In your opinion, what are the most important issues facing Wake County today?

- 1. **Affordable Housing & Homelessness**
- 2. **Growth Management & Infrastructure**
- ↑ 3. Transportation & Traffic
- ↓ 4. Public Education & School Funding
- 5. Crime & Public Safety
- ➡ 6. **Property Taxes & Cost of Living**
- ↑ 7. Mental Health & Healthcare Access
- ↑ 8. Environmental Concerns & Green Space Preservation
- ↓ 9. Workforce & Economic Development
- ↓ 10. Equity & Social Services

Wake County Services and Value

Q12. Please rate your satisfaction with Wake County Government in the areas below (excluding "don't know").

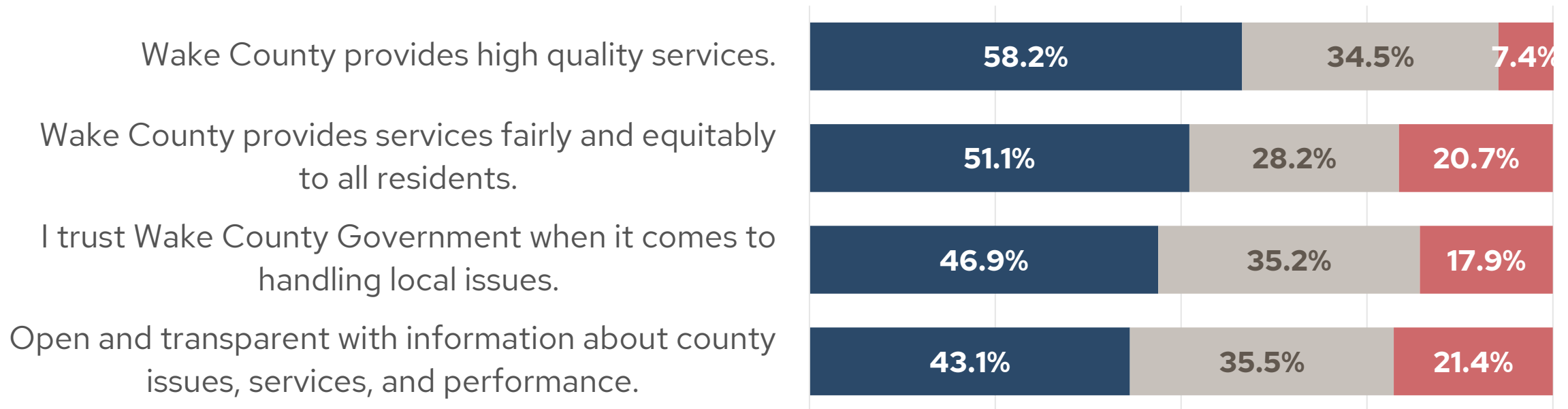
■ Satisfied ■ Neutral ■ Dissatisfied



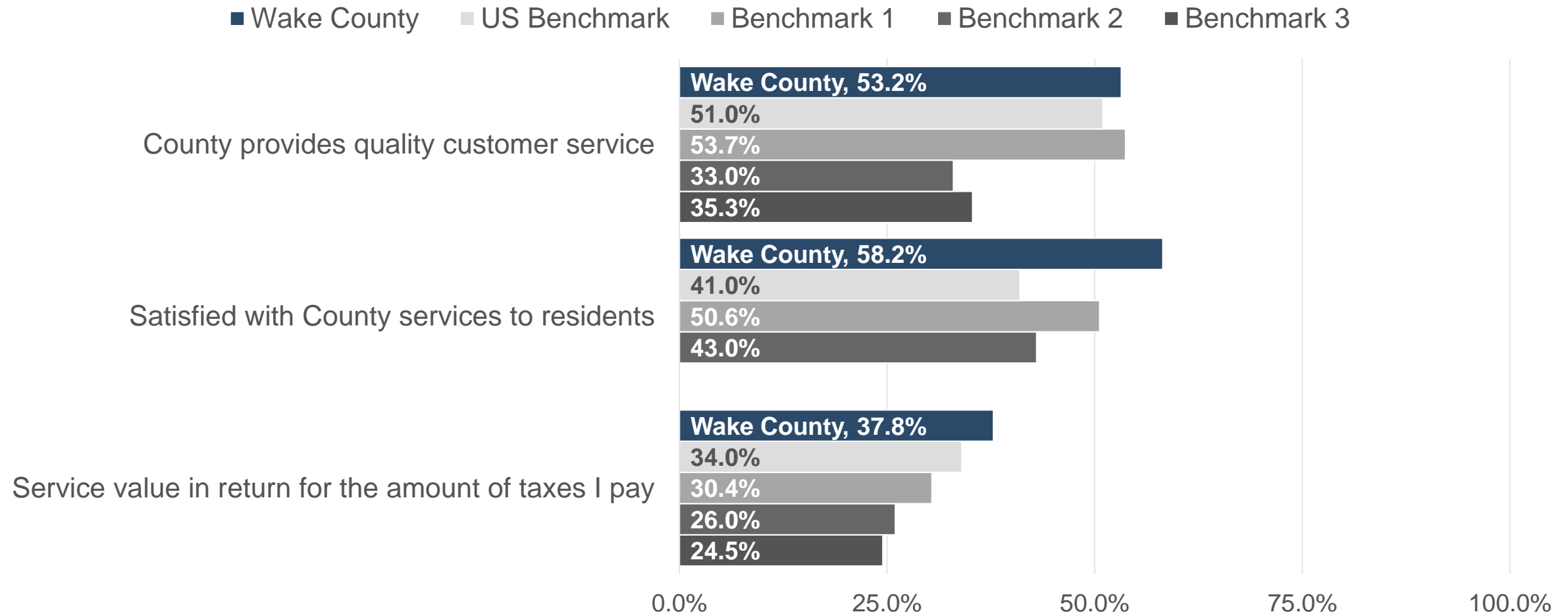
Wake County Services and Value

Q13. Please rate your level of agreement with the following statements
(excluding “don’t know”).

■ Agree ■ Neutral ■ Disagree



Wake County Services and Value





Community Health and Wellbeing



Growth, Land Use and Environment



Inclusive Prosperity



Lifelong Learning



Safer Community Together

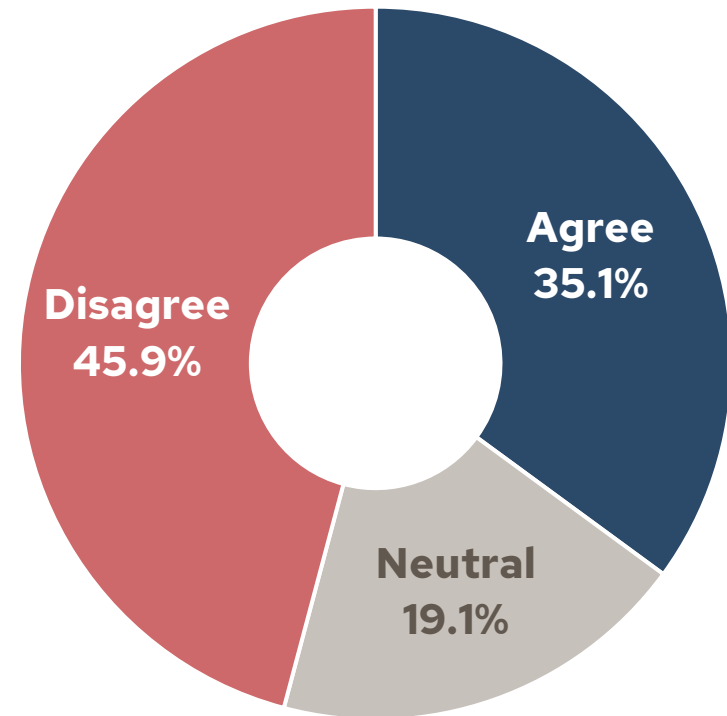


Foundations of Service

Community Health and Wellbeing

Q4. Housing, Growth, and Environment. Please rate each statement about the built community using a scale of 1 to 5 ... (excluding "don't know").

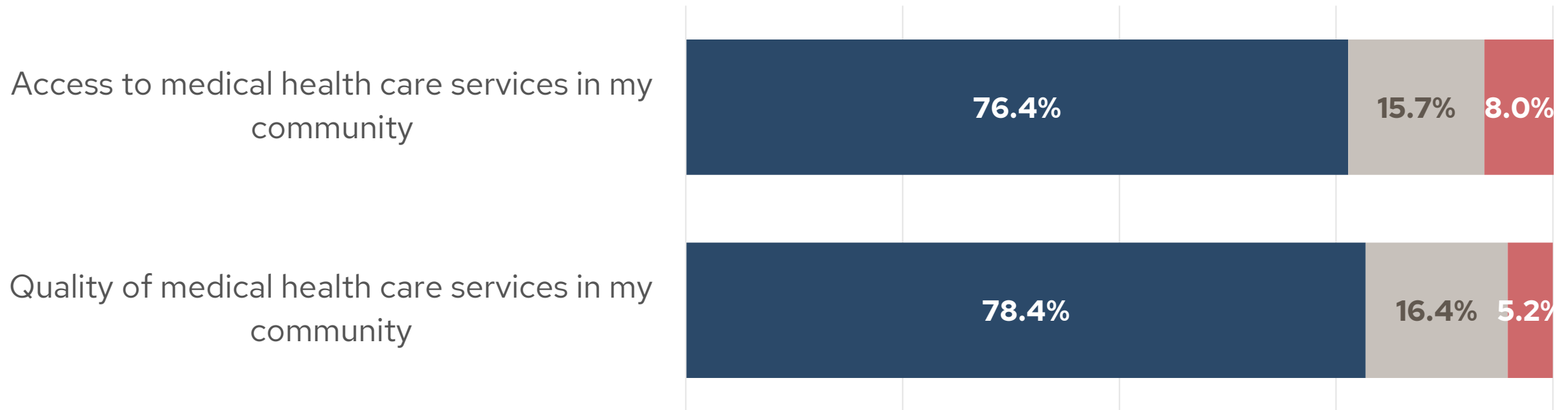
I have access **to affordable housing** in Wake County.



Community Health and Wellbeing

Q8. Medical Health Care. Please rate each statement about medical health care resources in Wake County using a scale of 1 to 5... (excluding "don't know").

■ Excellent / Good ■ Fair ■ Below Average / Poor



Community Health and Wellbeing

Most Common Barriers to Services

Medical Health Care

- Long wait times for appointments
- Cost of healthcare
- Cost of prescriptions
- Not enough doctors or clinics

Behavioral Health

- Waiting too long to get an appointment
- Not enough counselors or behavioral health providers nearby
- Cost of behavioral health care

Benefits and Assistance

- Long wait times or delays in getting approved
- Not sure which benefits I can get
- Hard to talk with or get help from caseworkers
- Application too confusing or hard to fill out
- Hard to get the papers needed to apply

Growth, Land Use and Environment

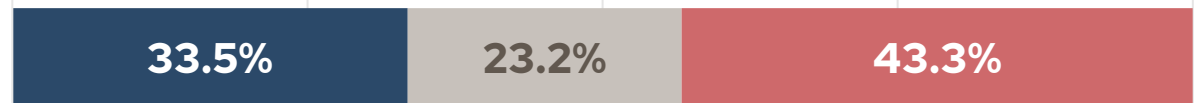
Q4. Housing, Growth, and Environment. Please rate each statement about the built community using a scale of 1 to 5 ... (excluding "don't know").

■ Agree ■ Neutral ■ Disagree

Growth and development is intentional and well-coordinated



Growth enhances the quality of life



Protects green spaces like farmland, forests, and natural areas



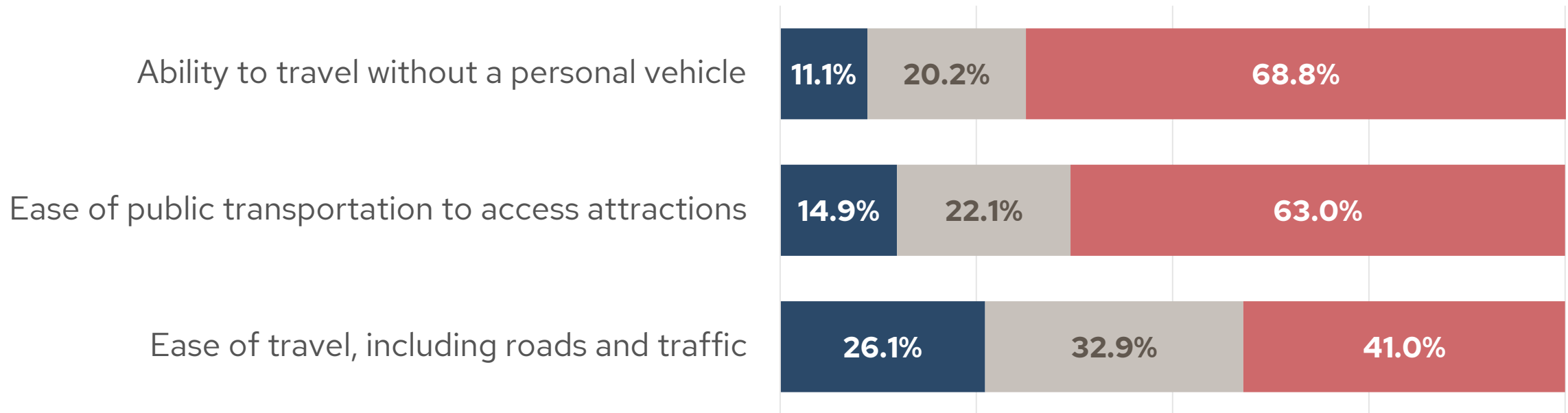
Preservation of historic and cultural landmarks



Growth, Land Use and Environment

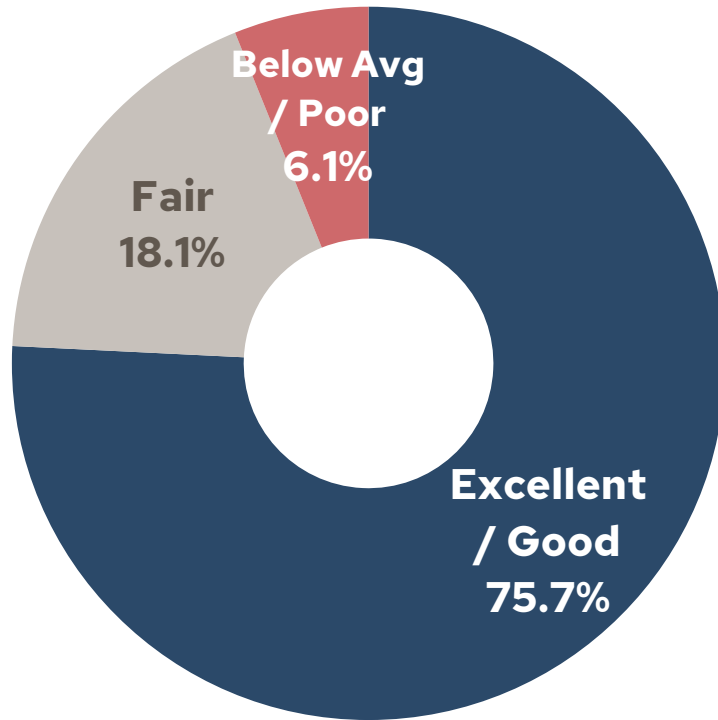
Q5. Quality of Life and Infrastructure. Thinking about your lived experiences in our community, please rate each statement ... (excluding "don't know").

■ Excellent / Good ■ Fair ■ Below Average / Poor

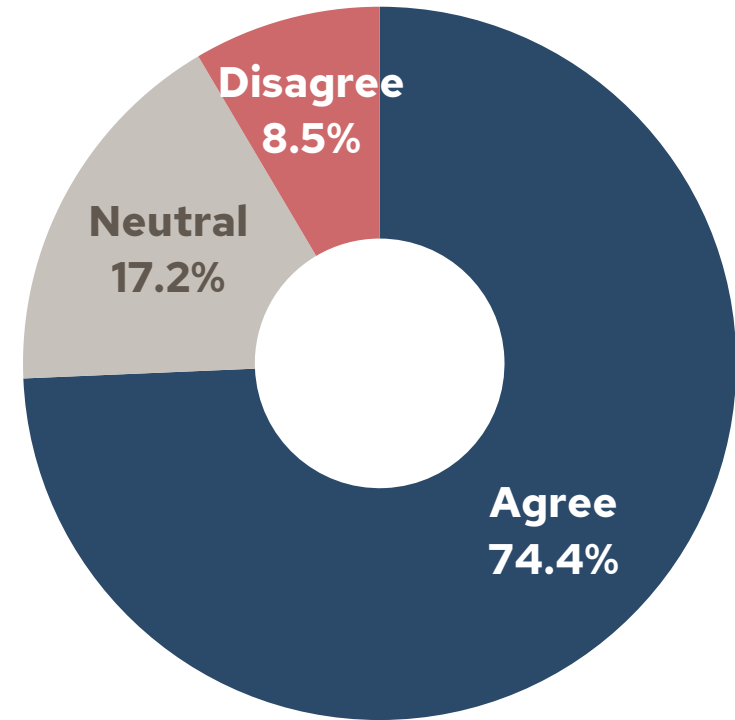


Growth, Land Use and Environment

Q5(9). Access to recreational spaces
(e.g., parks, greenways, playgrounds,
athletic fields) (excluding “don’t know”).



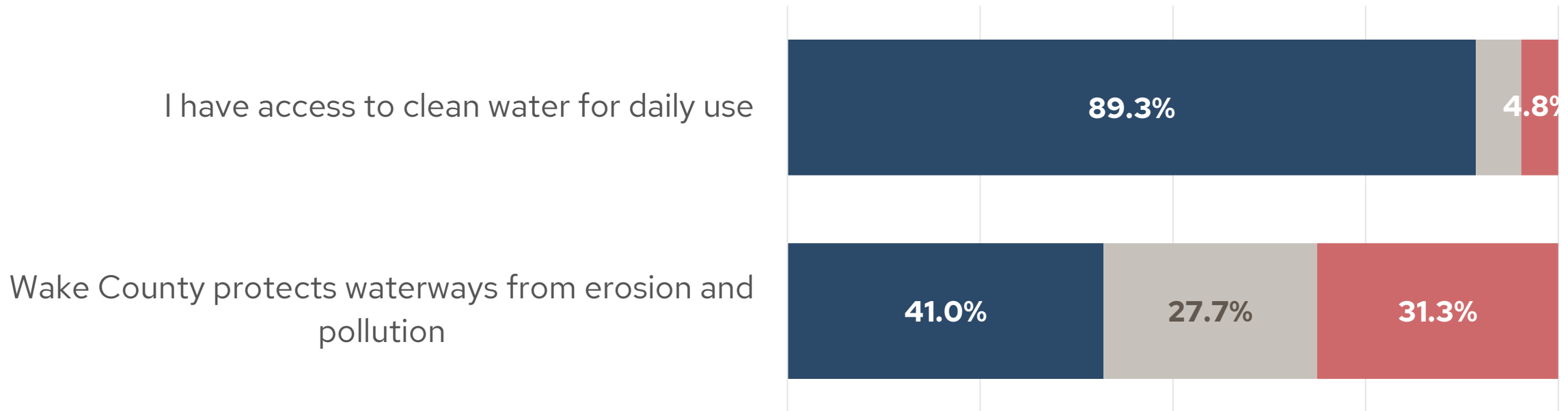
Q4(10). Parks and greenways in my community are well-maintained
(excluding “don’t know”).



Growth, Land Use and Environment

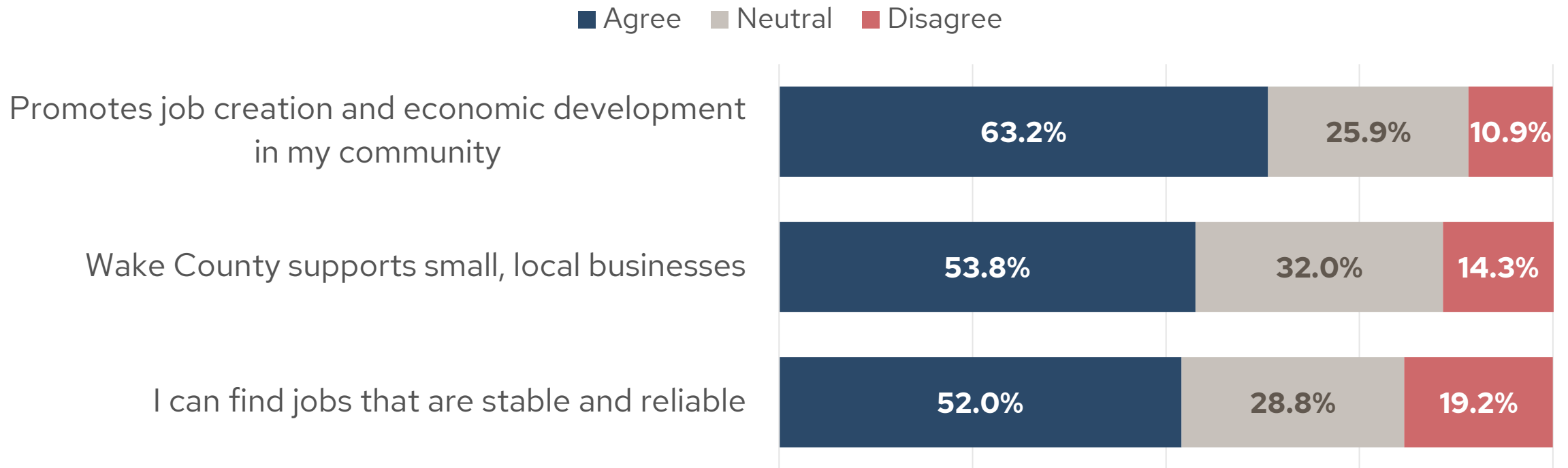
Q4. Housing, Growth, and Environment. Please rate each statement about the built community using a scale of 1 to 5 ... (excluding "don't know").

■ Agree ■ Neutral ■ Disagree



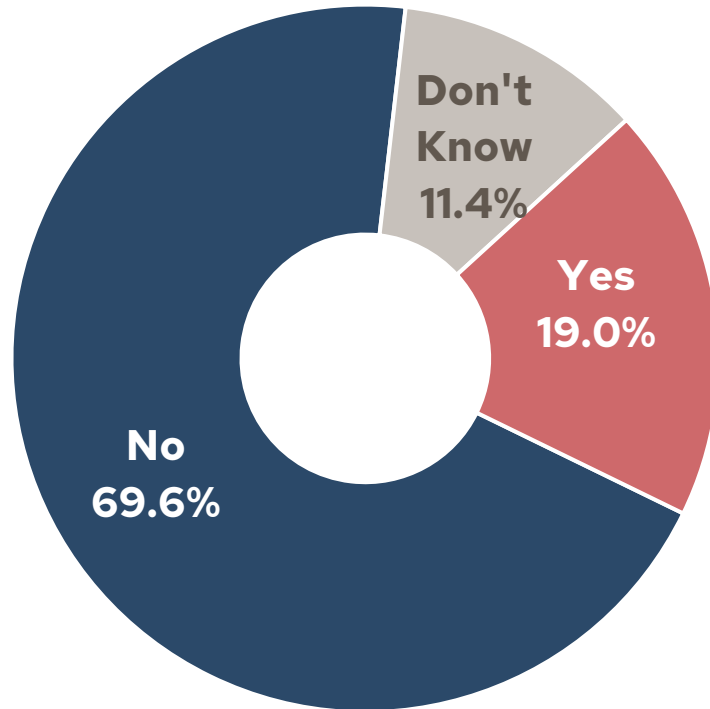
Inclusive Prosperity

Q2. Wake County Job Market. Please rate each statement about the current job landscape using a scale of 1 to 5, ... (excluding "don't know").



Inclusive Prosperity

Q3. Are you having trouble finding a job near where you live?



Most Common Barriers to Finding a Good Job

- Jobs don't pay enough
- Discrimination (e.g., because of age, race, gender, etc.)

Inclusive Prosperity

Q5. Quality of Life and Infrastructure. Thinking about your lived experiences in our community, please rate each statement ... (excluding "don't know").

■ Excellent / Good ■ Fair ■ Below Average / Poor

Quality and variety of arts and cultural events (e.g., visual arts, theater programs, dance, music, and literary arts)



Quality and variety of music and concert venues



Support for local artists and craft makers



Lifelong Learning

Q6. Education. Please rate each statement about education resources in our community using a scale of 1 to 5, ... (excluding "don't know").

■ Excellent / Good ■ Fair ■ Below Average / Poor

Access to preschool and early education programs

Quality of preschool and early education programs

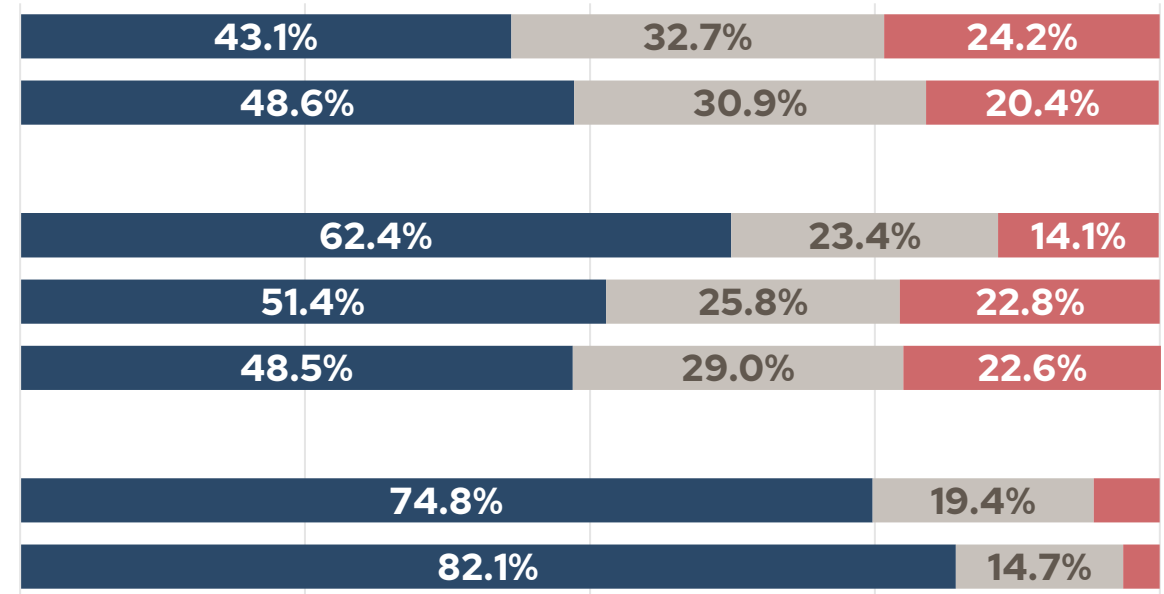
Access to public schools

Quality of education in public schools

Quality of WCPSS public school facilities

Access to Wake Tech

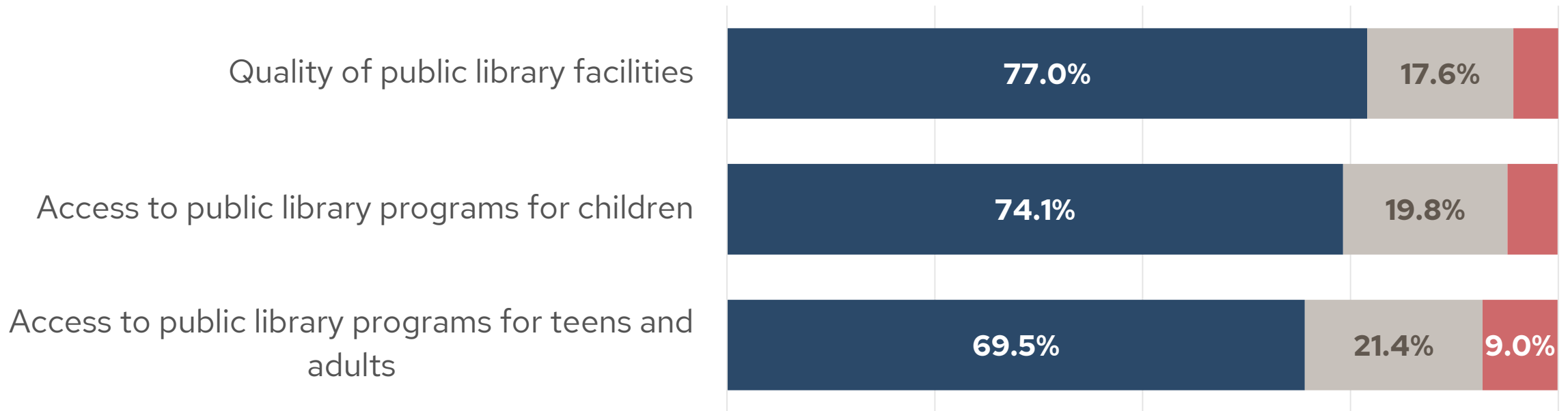
Quality of Wake Tech buildings and campuses



Lifelong Learning

Q6. Education. Please rate each statement about education resources in our community using a scale of 1 to 5, ... (excluding "don't know").

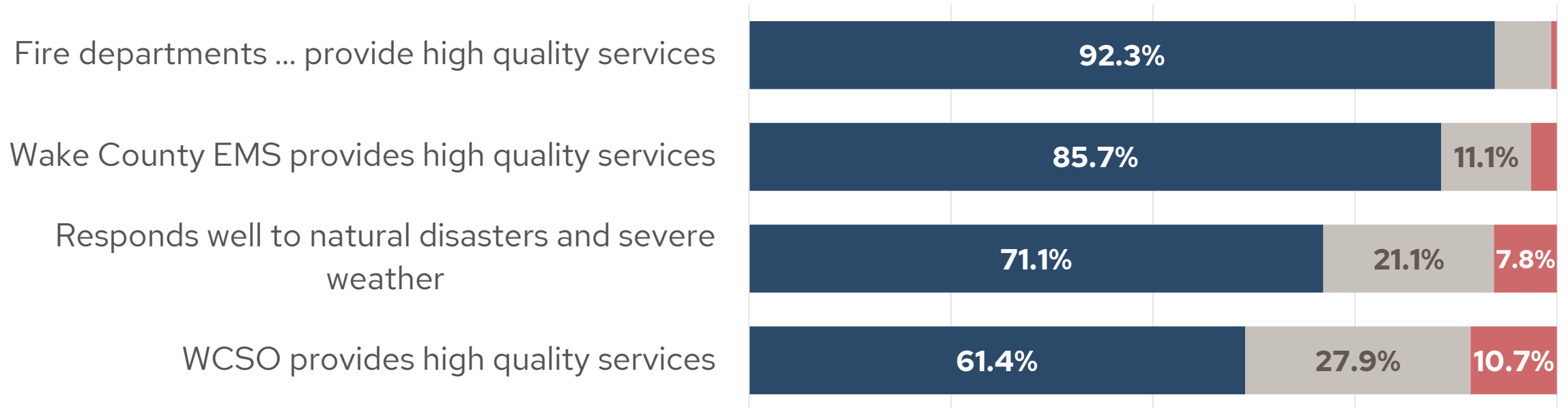
■ Excellent / Good ■ Fair ■ Below Average / Poor



Safer Community Together

Q7. Safety and Emergency Services. Please rate each statement about public safety using a scale of 1 to 5, ... (excluding "don't know").

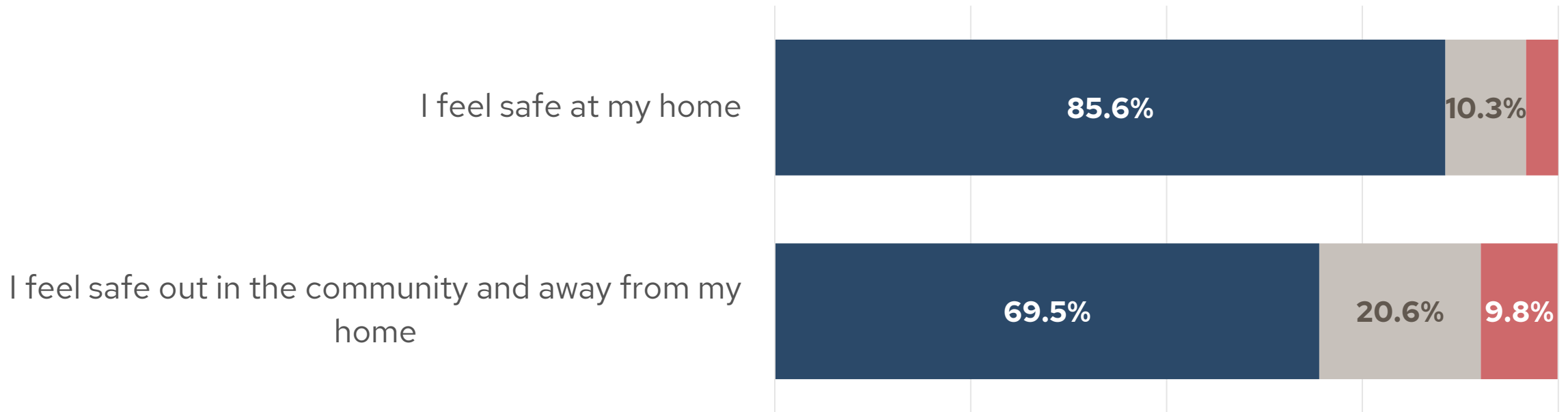
■ Agree ■ Neutral ■ Disagree



Safer Community Together

Q7. Safety and Emergency Services. Please rate each statement about public safety using a scale of 1 to 5, ... (excluding "don't know").

■ Agree ■ Neutral ■ Disagree



Wake County Strategic Plan

Adopted April 15, 2024

- **County's first organization-wide strategic plan.**
- **24 goals in six focus areas.**
- **See wake.gov/strategic-plan for additional information.**

Inclusive Prosperity

Goal 1: By 2029, 5% more residents asked will indicate low barriers to employment, such as

access

Goal 2

that a

Goal 3

enrich

Lifelong Learning

Goal 1

kinder

Goal 2

access

Goal 3

Schoo

Goal 4

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Safer Communities

Goal 1

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Goal 2

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Goal 3

Foundation

Goal 1

Goal 2

Goal 3

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Goal 4

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Wake County Strategic Plan

Vision: Passionate. Proactive. Purposeful.

Mission: Wake County provides excellent public service through collaborative, inclusive and sustainable solutions that prioritize the well-being of our community.

Community Health and Wellbeing

Goal 1: Create and preserve 2,500 affordable housing units by 2029.

Goal 2: By 2029, make homelessness rare, brief, and non-recurring by reducing the number of people experiencing unsheltered homelessness by 10% from 2024 levels.

Goal 3: By 2029, 5% more residents asked will indicate low barriers to healthcare and behavioral health services, such as access to providers, insurance coverage, affordability and appointment wait times.

Goal 4: By 2029, three out of four residents asked will indicate low barriers to accessing benefits and assistance programs and resources, such as food and utilities, childcare, employment services, housing, etc.

Goal 5: By 2029, increase by 4% the number of Wake County veterans and veterans' families who are accessing the benefits they earned through military service.

Growth, Land Use and Environment

Goal 1: Between 2024 and 2029, 97% of growth and development will be directed toward cities and towns that provide municipal services, transportation, and utilities.

Goal 2: By 2029, increase public transit ridership by 10%.

Goal 3: Protect 1,000 acres of green space, including open space, parks, greenways, farmland, and forests by 2029.

Goal 4: By 2029, 95% of residents asked will have easy access to clean water.

Goal 5: Wake County Government will progress toward achieving 80% clean energy by 2035.

Next Steps

- **Results establish the baseline for some Strategic Plan goals**
- **Continue to build on the analysis results, specific to:**
 - Demographic comparisons
 - Geography
- **Share and communicate the findings**
 - Potential committee meetings discussions
 - Employees
 - Public



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