

Onslow County Final Environmental Scan

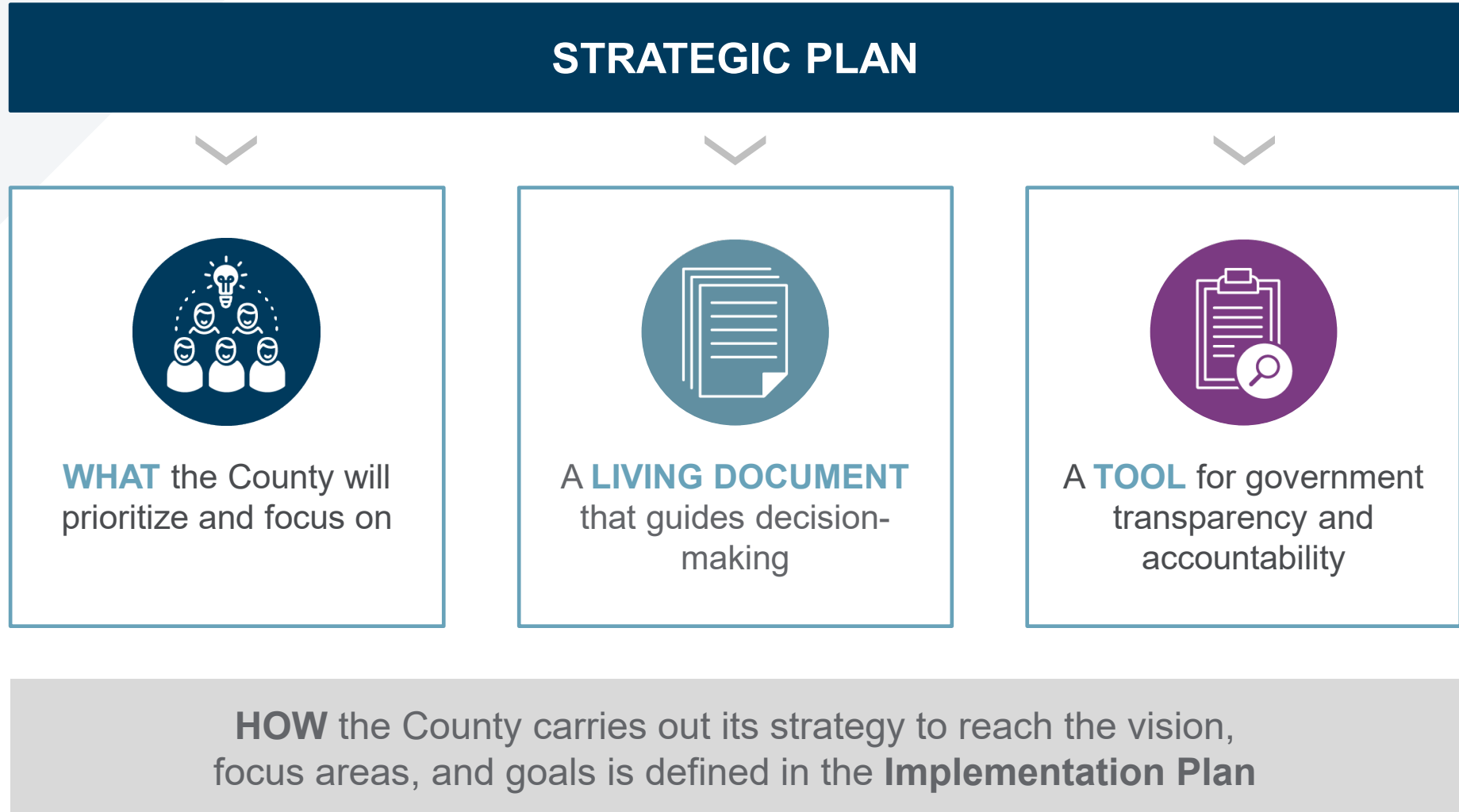
October 17



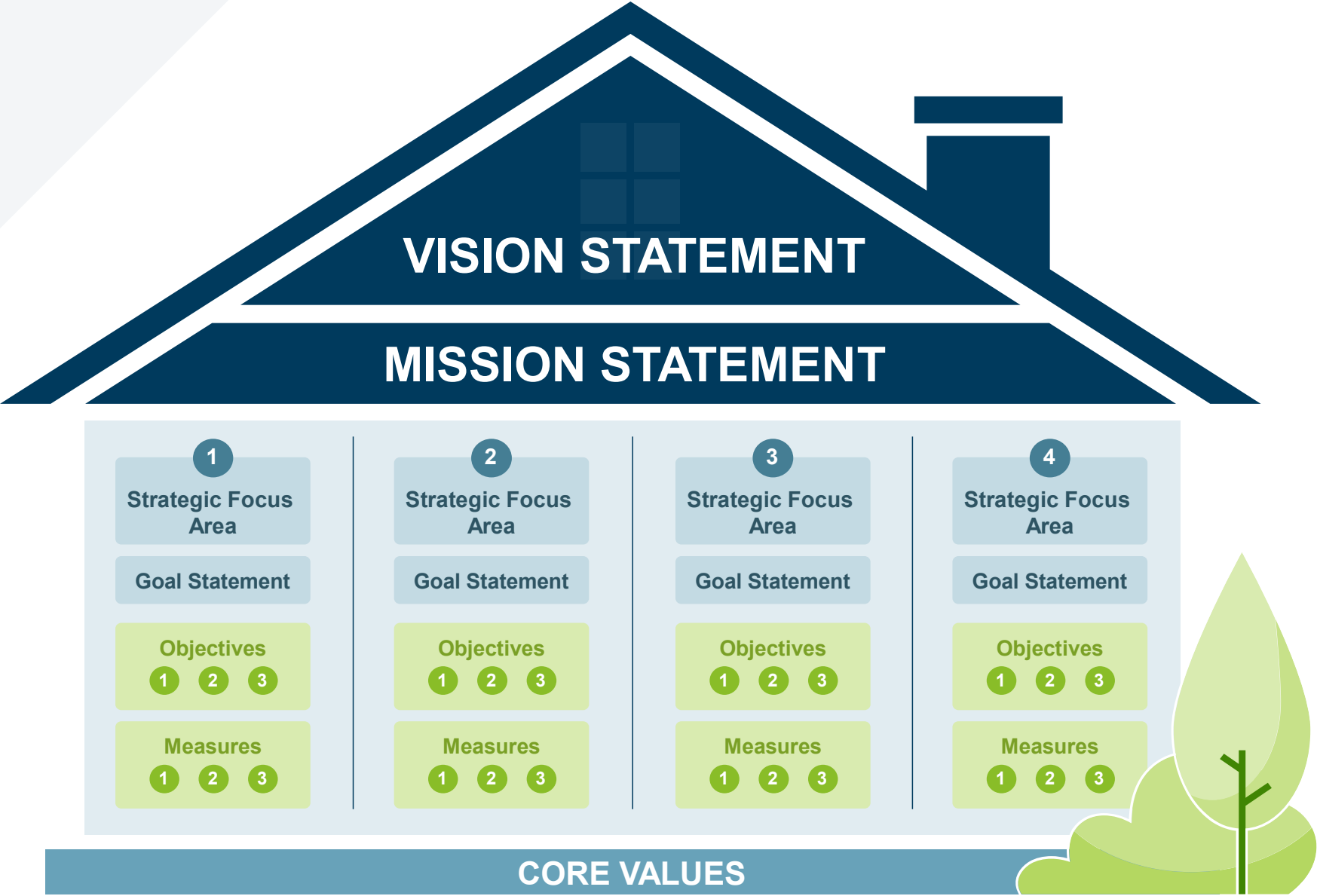
Project Phases



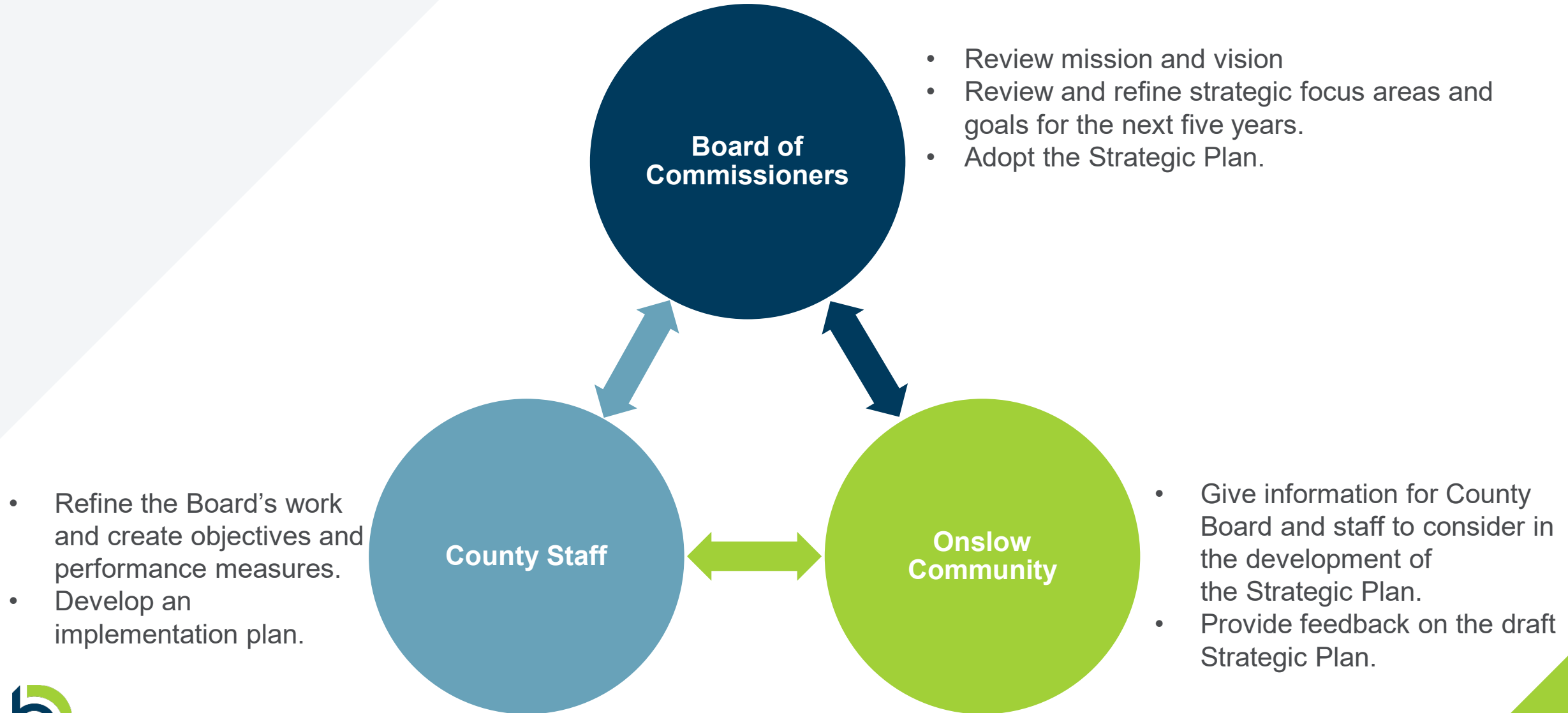
What Is a Strategic Plan?



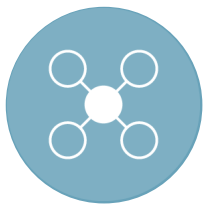
How Do Strategic Plan Elements Fit Together?



Plan Development



What Sources Inform the Strategic Plan?



Interviews with staff
and Board members



Social Pinpoint
Community
Engagement Platform



Demographic and
economic data



Existing County plans
and budget
documents



Decisions from the
January 2024 Board
Retreat



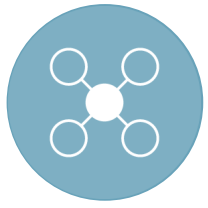
September 2024
Community Forums

Environmental Scan



An **environmental scan** presents current and anticipated events and their relationships within an organization's internal and external environments.

The scan serves as a basis of determining the future direction of the organization.



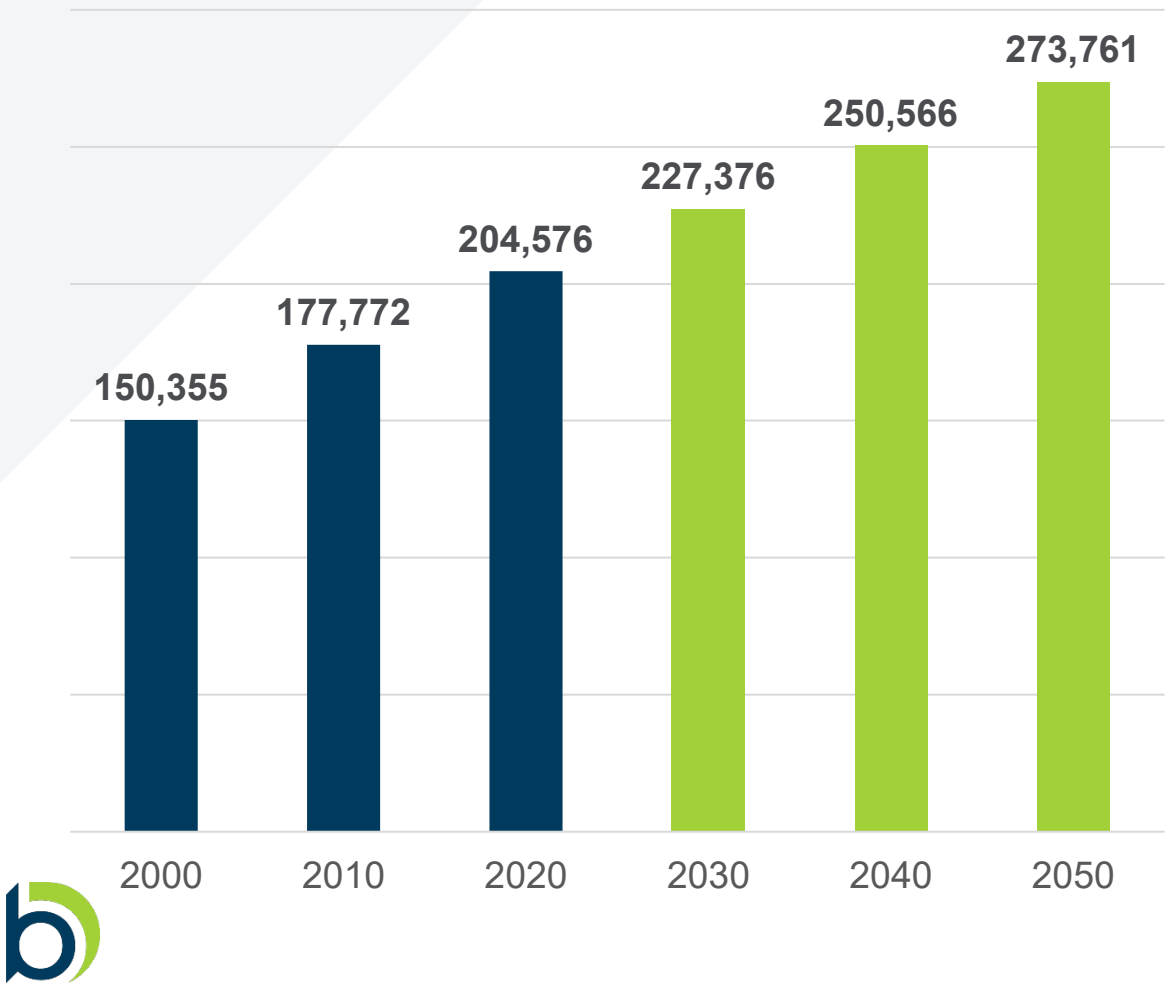
Community Profile



About the Community



Population Change



\$59,976
Median Household Income



\$196,800
Median Home Value



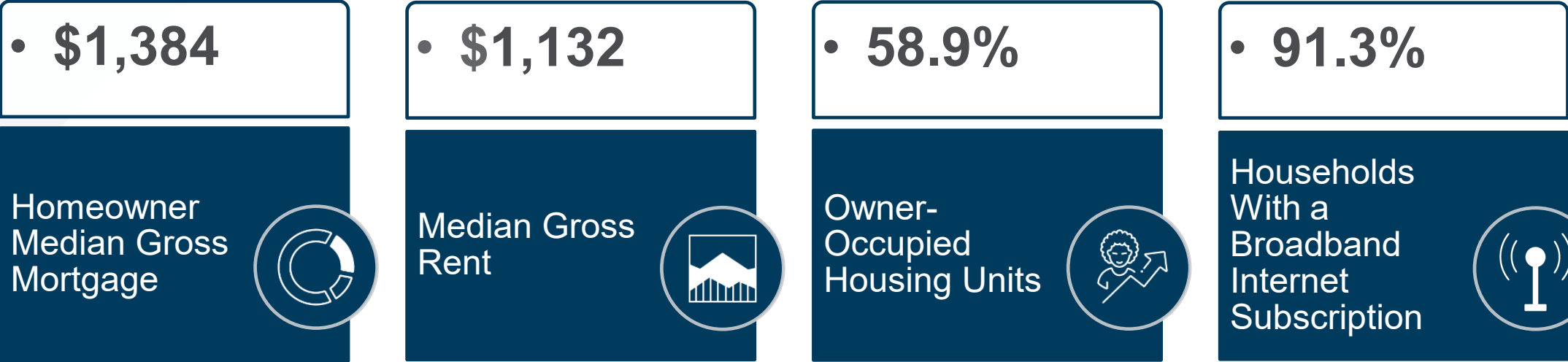
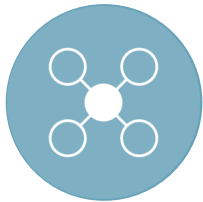
92.0%
High School Graduate or Higher



12.4%
Residents in Poverty

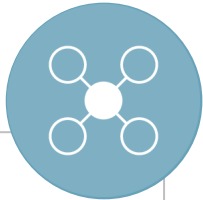
Source: U.S. Census Bureau, United States Census (2000 – 2020), NC Demographer, U.S. Census Bureau, 2023, American Community Survey 2022

Cost of Living Indicators

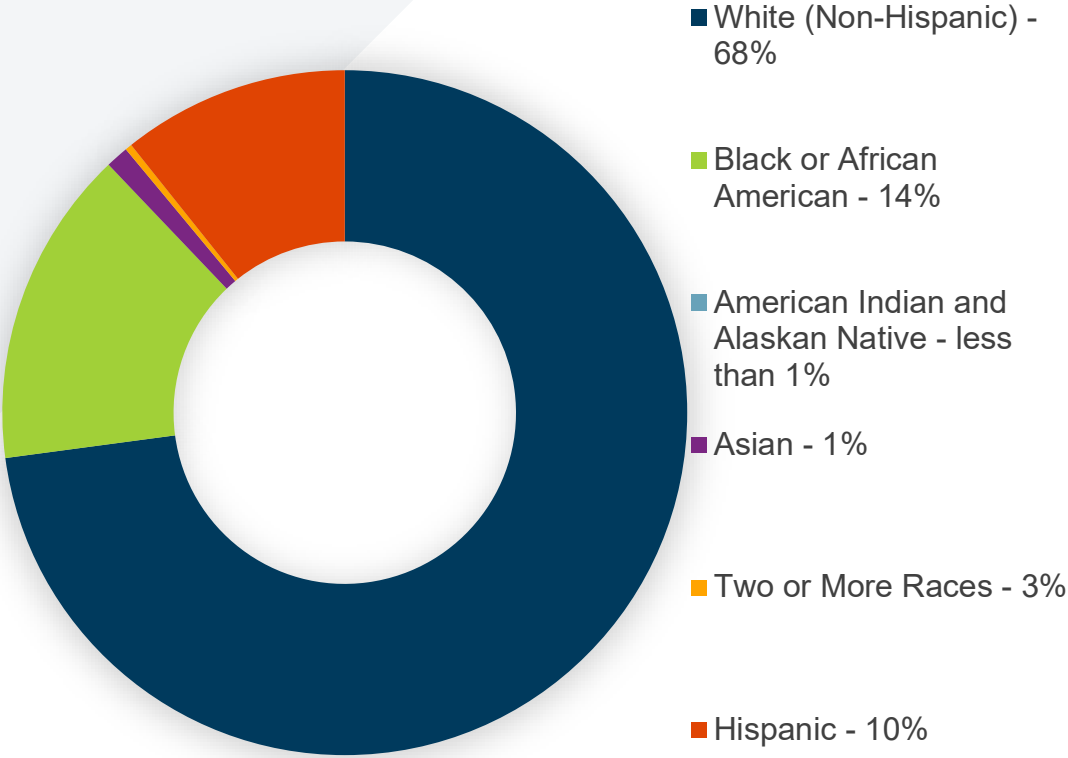


Source: U.S. Census Bureau, 2023, American Community Survey 2022

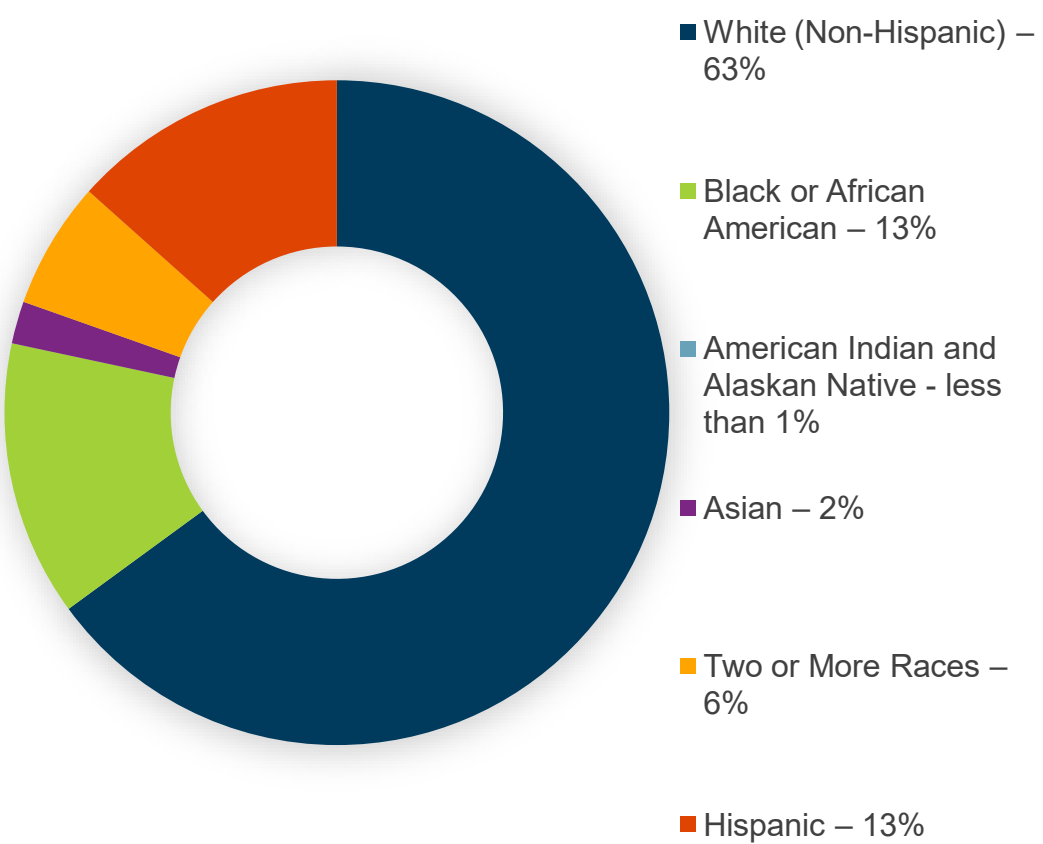
Demographics: Race and Ethnicity



2010 Race and Ethnicity

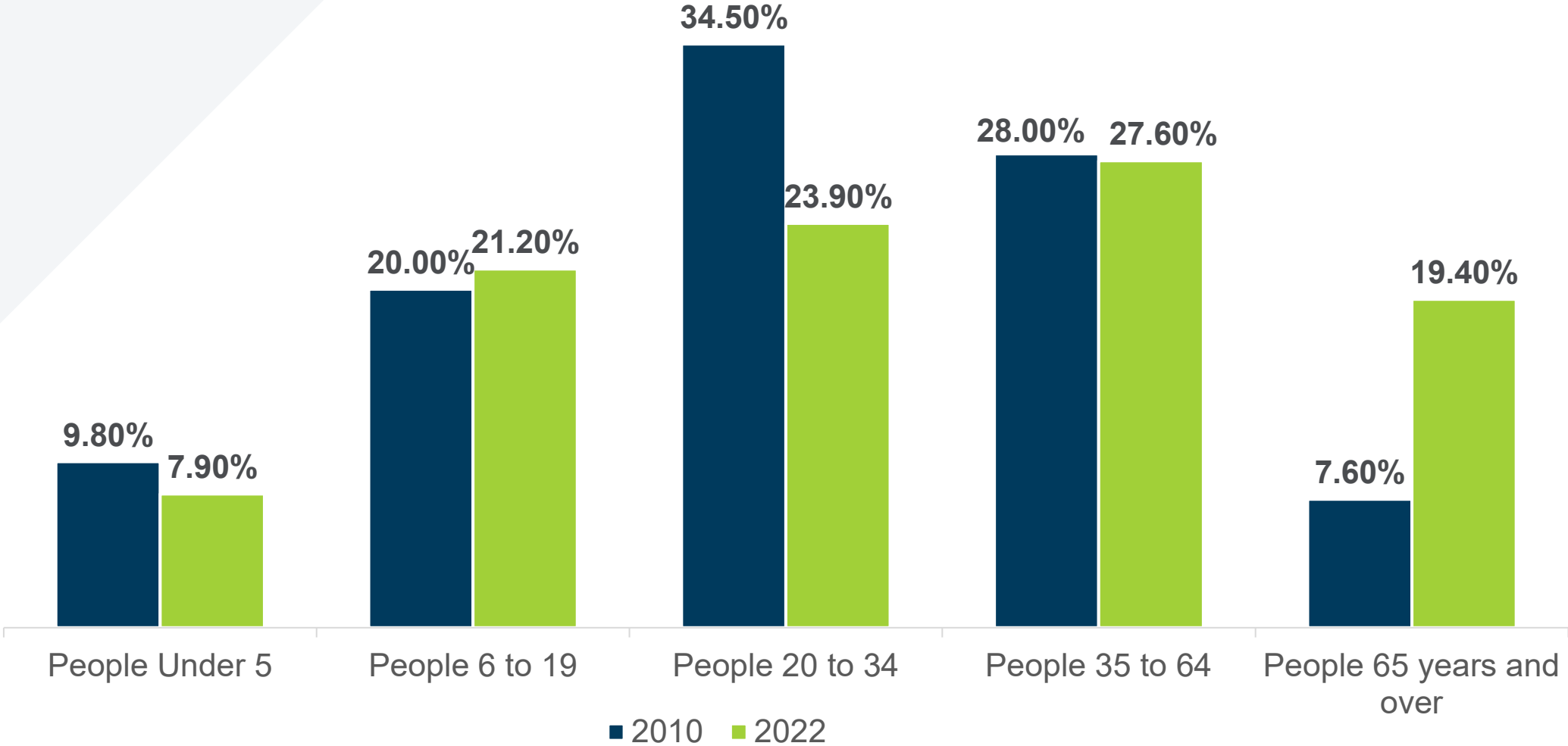
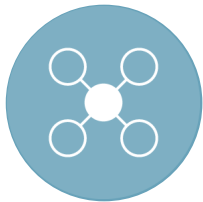


2020 Race and Ethnicity



Source: U.S. Census Bureau: 2010 and 2020

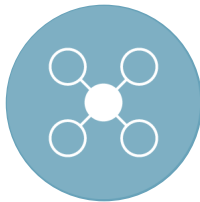
Demographics: Age



Source: U.S. Census Bureau: 2010 and 2020



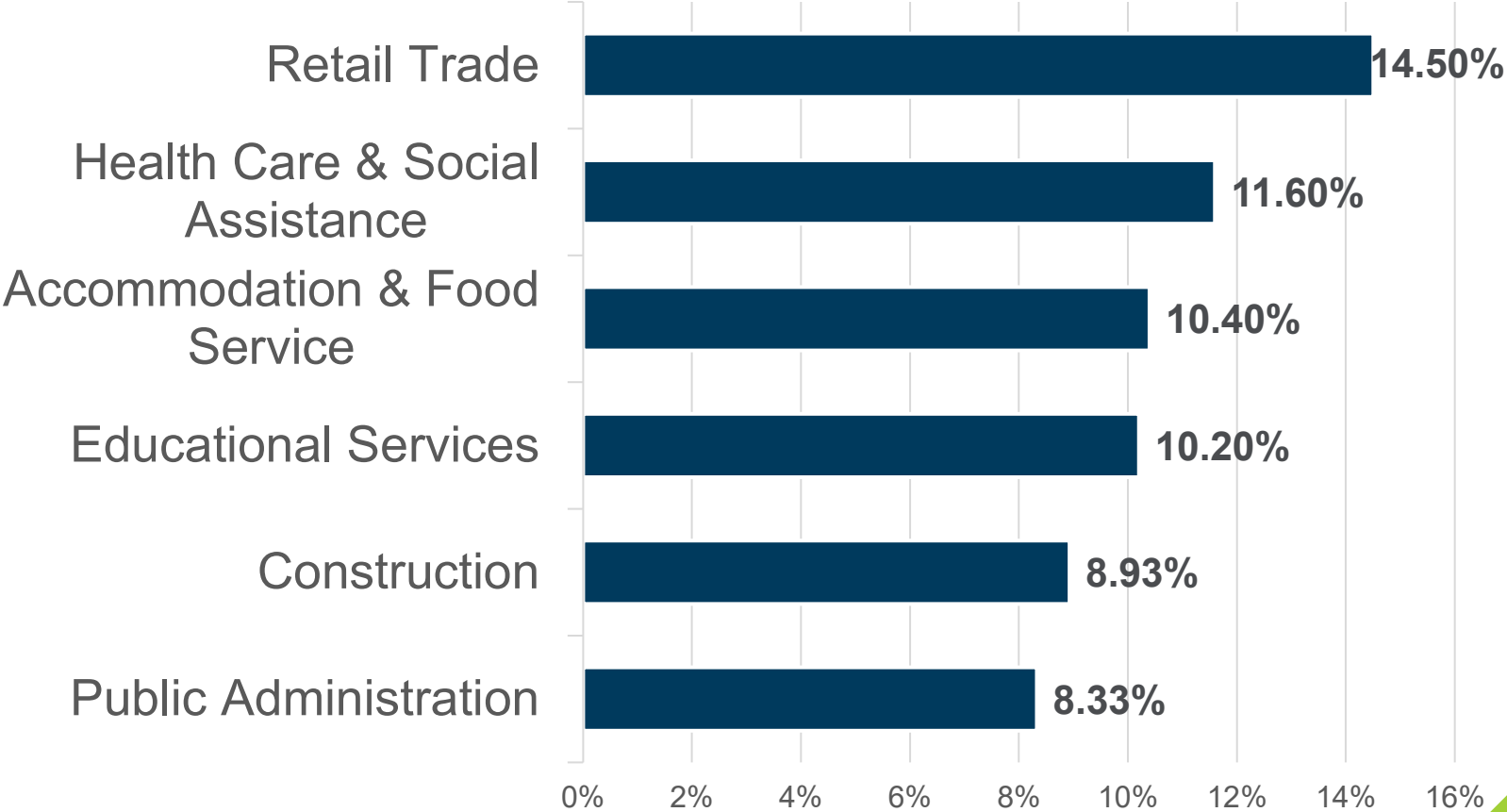
Employment and Economy



Civilian Employees by Industry

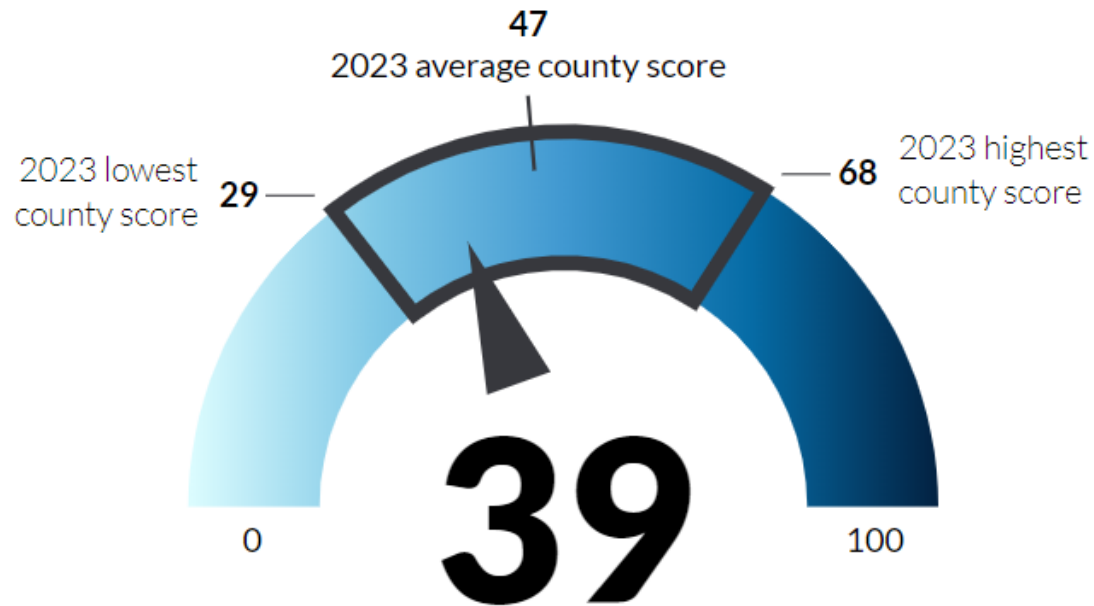
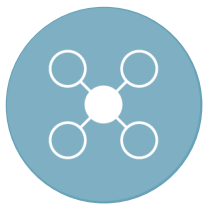
From 2021 to 2022, employment in the County grew at a rate of 2.33%, from 66.4k employees to 68k employees.

This chart shows the share breakdown of the primary industries for residents of the County, though some of these residents may live in the County and work somewhere else. Census data is tagged to a residential address and not a work address.



Source: U.S. Bureau of Labor Statistics 2022

Livability Index



This is in the **lower half** of **communities** in the U.S.

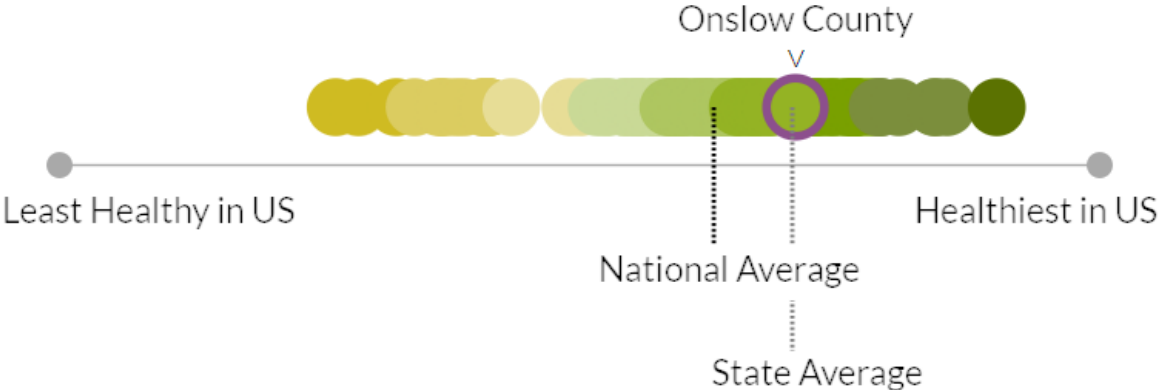
The factors that determine this score include:

- Housing – affordability and access **(44)**
- Neighborhood – proximity and security **(35)**
- Transportation – safety and convenience **(48)**
- Environment – clean air and water **(49)**
- Health – prevention, access, and quality **(35)**
- Engagement – civic and social involvement **(28)**
- Opportunity – inclusion and possibilities **(37)**

Onslow County Health Outcomes

Health outcomes illustrate how long people live on average within a community and how much physical and mental health people experience in a community while they are alive.

The County fares about the same as the average county in North Carolina for health outcomes and better than the average county in the nation.



Health Outcomes				
Length of Life	Onslow County	North Carolina	United States	—
Premature Death	9,600	8,900	8,000	✓
Quality of Life	Onslow County	North Carolina	United States	—
Poor or Fair Health	16%	14%	14%	✓
Poor Physical Health Days	3.4	3.3	3.3	✓
Poor Mental Health Days	4.8	4.5	4.8	✓
Low Birthweight	7%	9%	8%	✓
Additional Health Outcomes (not included in summary)				+



Note: Blank values reflect unreliable or missing data.

Source: County Health Rankings – [Onslow County 2024](#)



Community and Stakeholder Perspectives on the County's Future



Community Engagement

▲ Social media advertising campaign results:

- 10,051 clicks
- 137,000 impressions

▲ Gas Station TV and Display advertising campaign results

- 189 clicks
- 101,000 impressions

1317

Unique Stakeholders

106

Comments

1276

Survey Responses

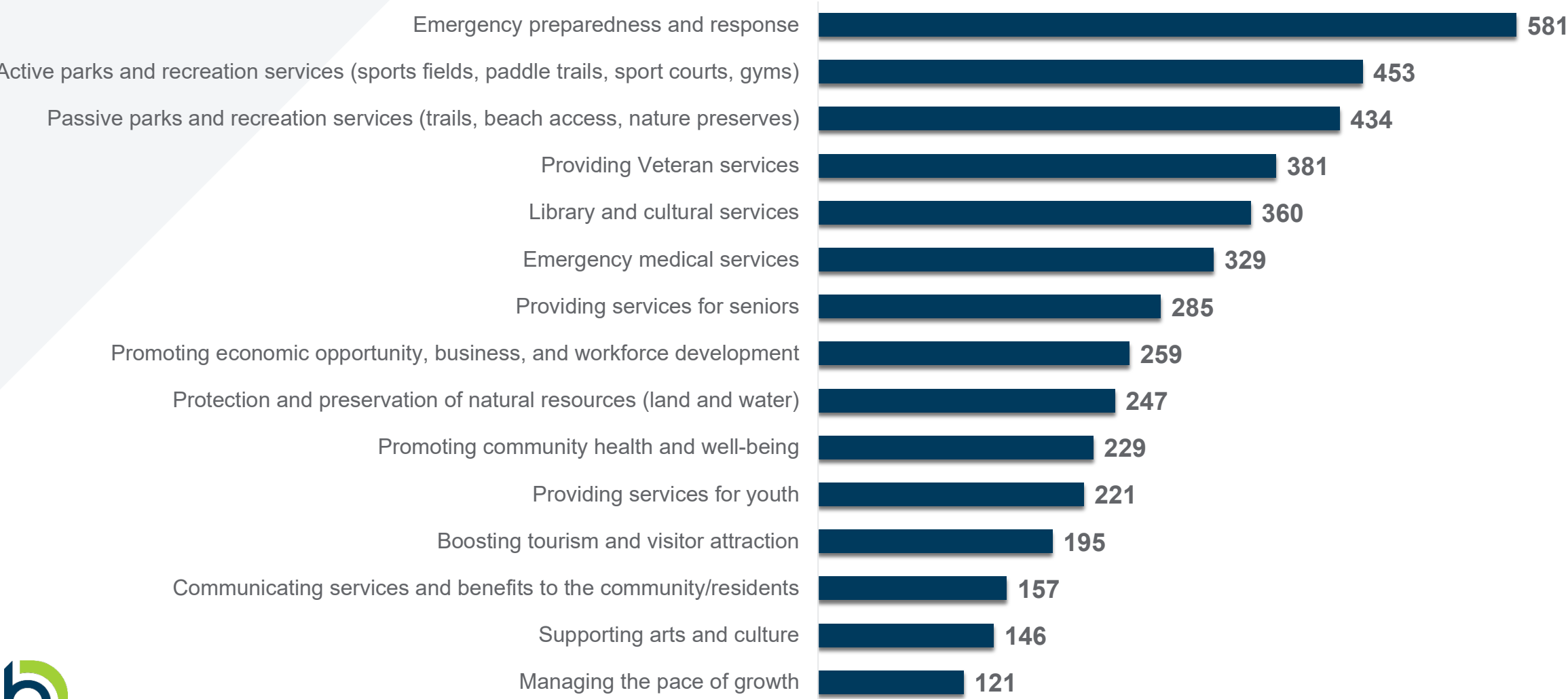
98

Document Downloads



What are some things that Onslow County Government does well?

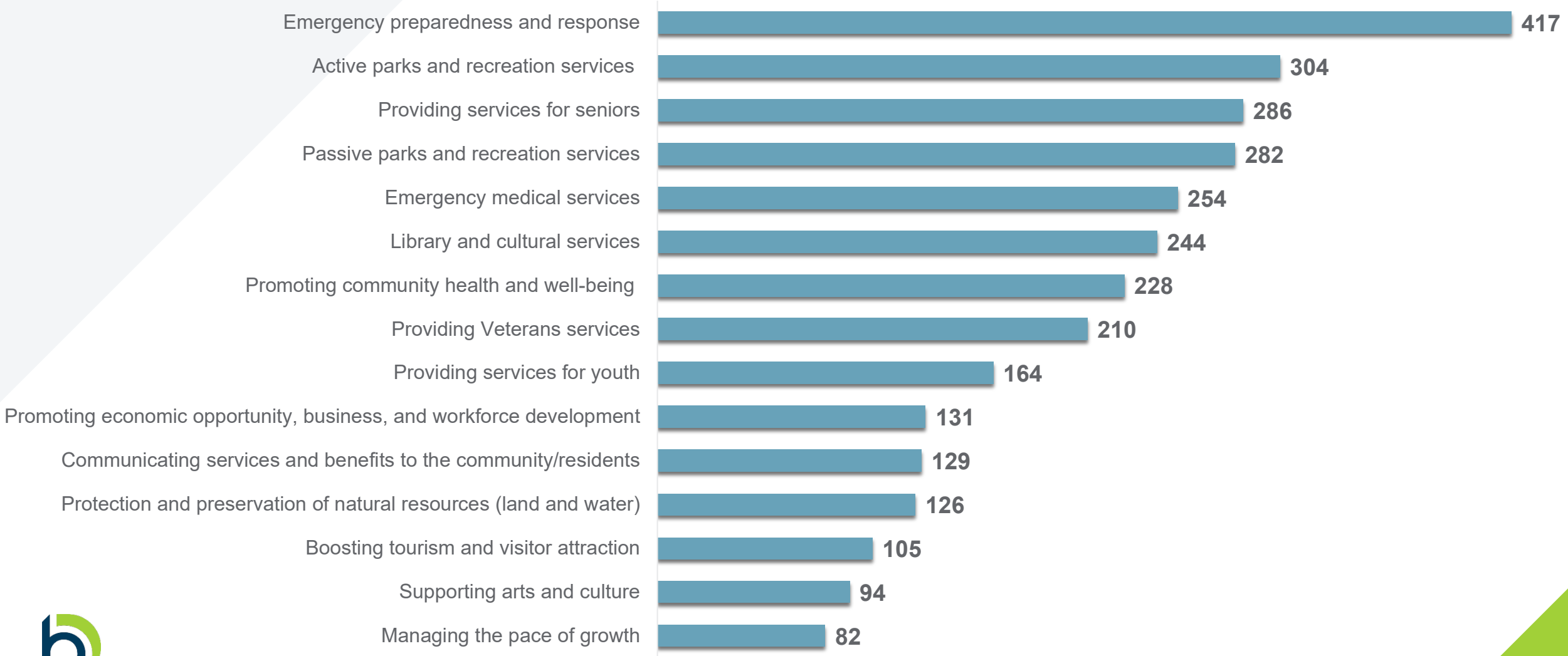
There were 1,150 responses to this question.



What are some things that Onslow County government does well?

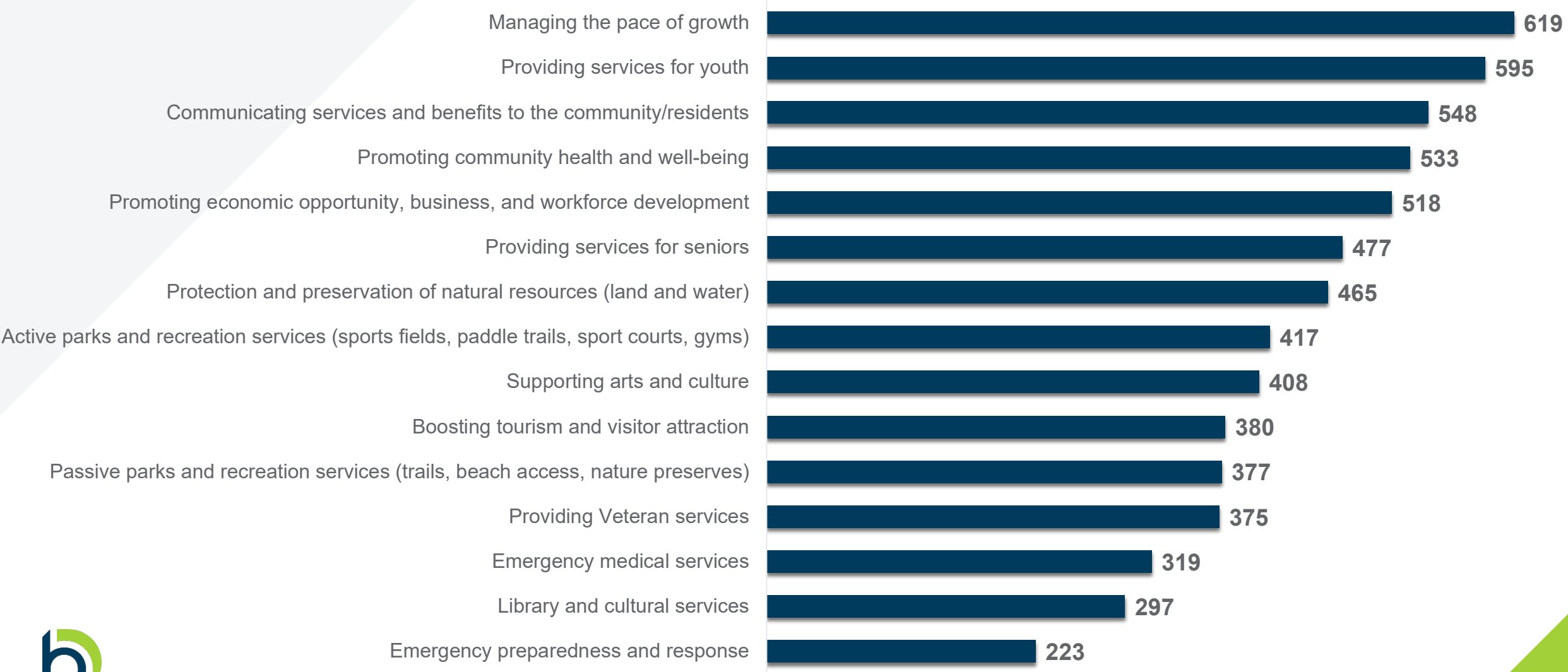


There were 624 responses to this question.



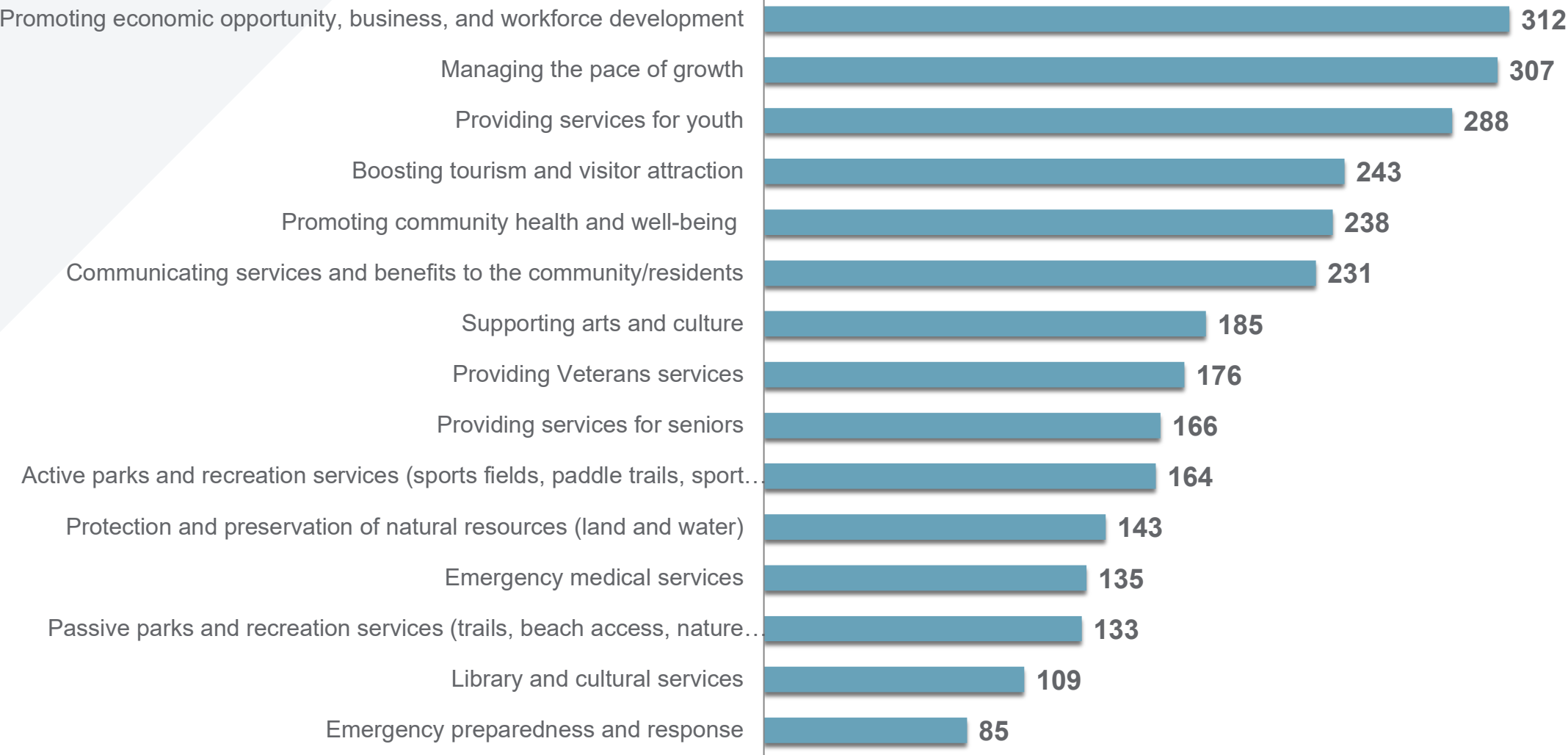
What are some things that the County could do better?

There were 1,252 responses to this question.



What are some things that the County could do better?

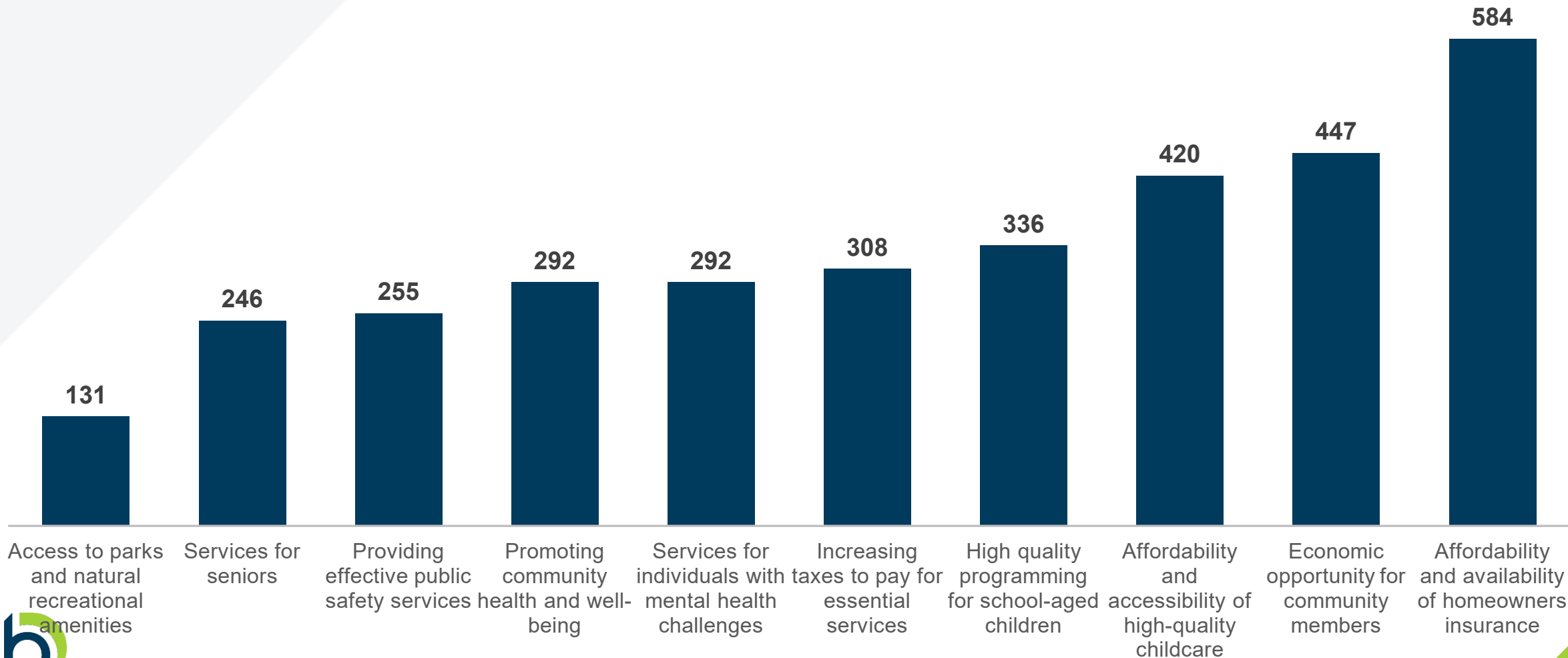
There were 624 responses to this question.



What do you foresee as the County’s biggest concerns/challenges over the next five years?



There were 1,247 responses to this question.

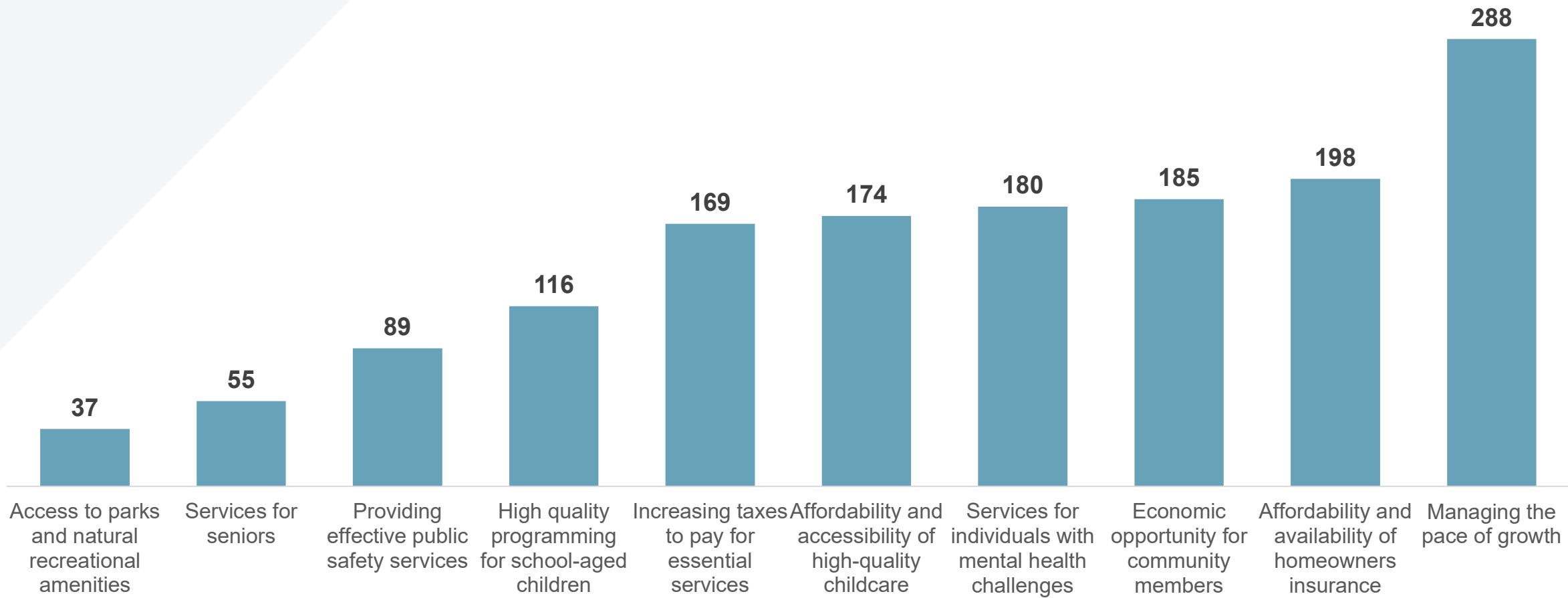


Source: Social Pinpoint Survey Strategic Plan 2024

What do you foresee as the County’s biggest concerns/challenges over the next five years?

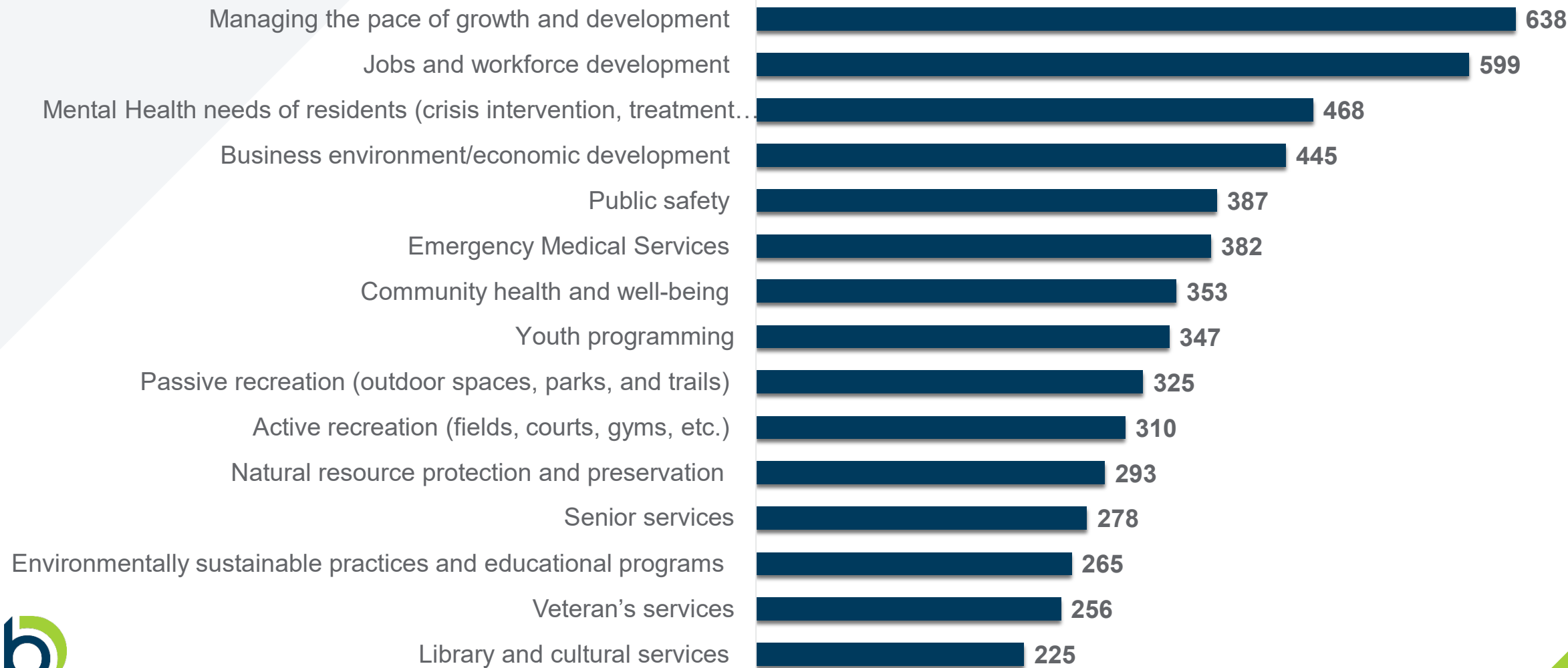


There were 539 responses to this question.



Select the top five things Onslow County should prioritize in its Strategic Plan:

There were 1,261 responses to this question.

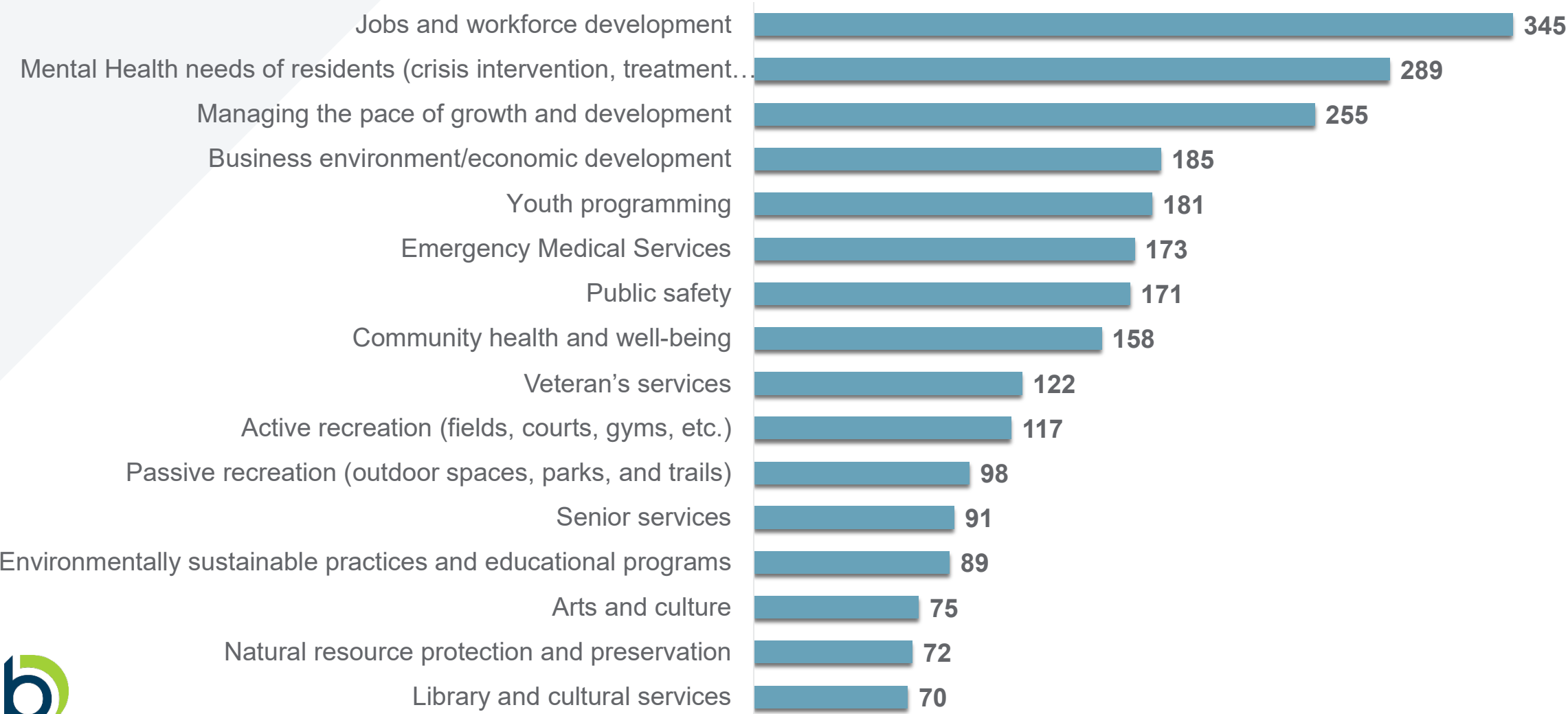


Source: Social Pinpoint Survey Strategic Plan 2024

Select the top five things Onslow County should prioritize in its Strategic Plan:



There were 539 responses to this question.



Source: 2024 Strategic Plan Employee Survey

In an ideal world, what does Onslow County look like in five years?

- ▲ Activities for people to participate in and not have to leave the County:
 - Shopping
 - Rec Center
 - Civic Center
- ▲ Collaboration and partnership between local governments and other key institutions
- ▲ Infrastructure in place to support new growth (schools, roads, County services)
- ▲ Diverse job opportunities



What do you think are the biggest concerns of community members?

- ▲ Managing growth and development:
 - Roads
 - Schools
 - County services keeping pace
- ▲ Having things to do for all ages that are affordable
- ▲ Cost and availability of housing
- ▲ Mental health and substance use disorder



Source: Community, Staff, and Commissioner Interviews

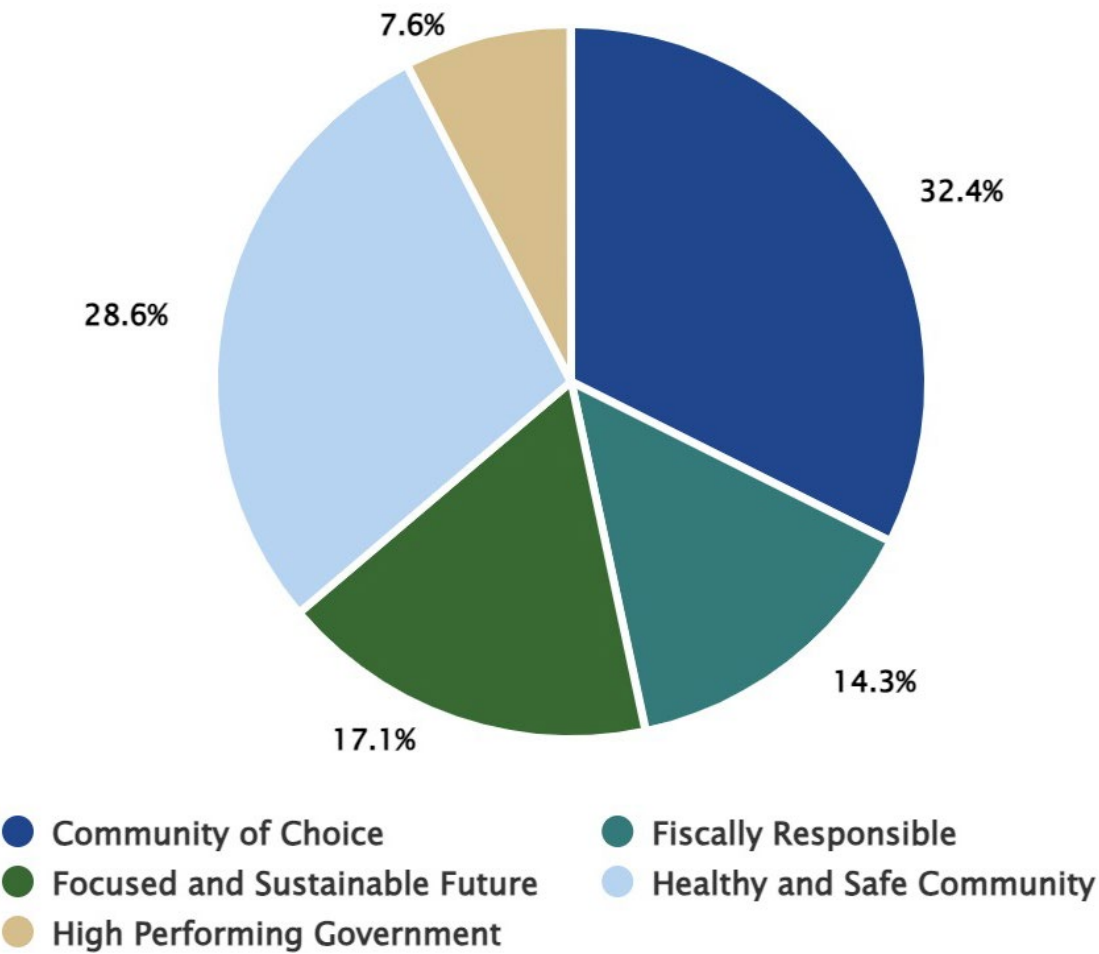
What are the main obstacles facing the County?

- ▲ Having an overall vision and plan for the community
- ▲ Communication and coordination between local agencies
- ▲ Services to meet the needs of the residents, especially for mental health and substance use disorder
- ▲ Resources needed to meet current need and plan for future growth
- ▲ Availability of diverse jobs for County residents
- ▲ Willingness to invest in needed infrastructure, facilities, and staff to meet growing needs



Ideas Wall: Key Themes and Comments by Category

- Need for additional recreation, cultural facilities, and library amenities
- Need an increase in activities for older adults, people with disabilities, and young children
- Would like to see additional pedestrian, bike, trail, and greenway options
- Desire for improved community appearance
- Plan for and manage growth
- Additional mental health services



Source: 2024 Social Pinpoint Community Survey

Ideas Wall: Top Comments

Onslow County needs to invest in quality of life opportunities. Residents continuously travel outside of Onslow County to pursue cultural and recreational opportunities. To be a community of choice for residents, and a destination of choice for visitors, the County will need to improve and expand facilities and programs at the parks, libraries, and beach/water accesses. Current facilities are underdeveloped and worn due to a lack of priority and investment.

Community of Choice | 2 months ago
Like +26 Dislike -1

Stimulate more culture and arts; ie murals, multi-cultural food establishments (less big chain food establishments), more of those painted bulldog statues (like the painted New Bern bears). Expanded greenway trail network to afford be the opportunity to commute via bike to all edges of the city. Revitalizing the downtown area so people will actually want to go there to eat and shop, outside of the few establishments there. Entertainment that caters to both family and adults.

Focused and Sustainable Future | a month ago
Like +20 Dislike -4

We need more family friendly areas and activities for people with small children.

Community of Choice | 2 months ago
Like +20 Dislike -1

Clean up junk and dilapidated structures along major corridors that give our community a bad appearance.

Community of Choice | 2 months ago
Like +20 Dislike

Our community needs a multipurpose complex for sports and entertainment.

Focused and Sustainable Future | 2 months ago
Like +19 Dislike -7

I think need more opportunities for adult recreation.

Healthy and Safe Community | 2 months ago
Like +19 Dislike

Broaden our tourism footprint - increase the number of unique festivals and sporting events in Jacksonville and Onslow County. Seek out partnerships for successful economic development. Expand the services for our homeless population and mental health care for those in need. Keep our public spaces clean and safe.

Community of Choice | a month ago
Like +16 Dislike

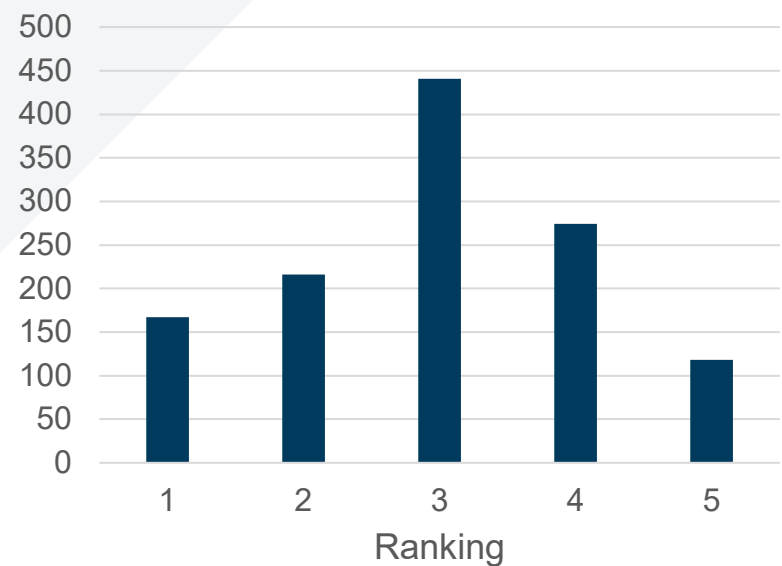


Themes From Community Forums

- ▲ Better planning for growth and the infrastructure needed
- ▲ More communication of County activities and services
- ▲ Things to do – families, older adults, young adults
- ▲ Better community engagement
- ▲ Diversified jobs within the County
- ▲ Improved intergovernmental relationships

Confidence in the Future of the County

On a scale of 1 to 5, with 5 being most confident and 1 being least confident, how confident are you that the County will be an even better place to live five years from now?



Source: 2024 Social Pinpoint Community Survey

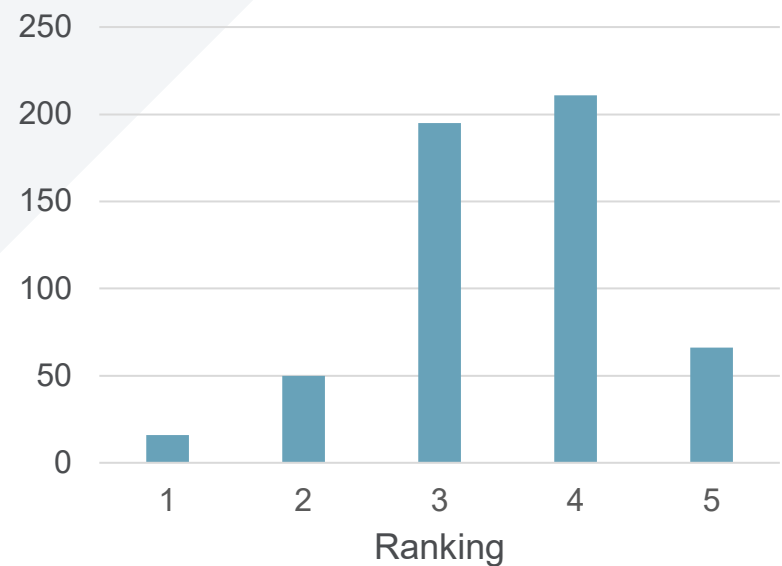
If you responded to the above question with a rating of 3 or lower, what would have to happen for you to have a 4 or 5?

Themes

- ✓ Cultural and recreational activities for all ages
- ✓ Housing options
- ✓ Manage growth
- ✓ More diverse job opportunities
- ✓ Increased access to high-quality healthcare
- ✓ Improved community appearance
- ✓ Senior services
- ✓ Increased communication and transparency from County
- ✓ Improved EMS system
- ✓ Improved roads and transportation
- ✓ Improved bike and pedestrian options
- ✓ Better library facility
- ✓ Lower taxes

Confidence in the Future of the County

On a scale of 1 to 5, with 5 being most confident and 1 being least confident, how confident are you that the County will be an even better place to live five years from now?



If you responded to the above question with a rating of 3 or lower, what would have to happen for you to have a 4 or 5?

Themes

- ✓ Services that keep pace with growth
- ✓ Managing development
- ✓ Affordable housing
- ✓ Higher compensation for County employees
- ✓ Mental health services
- ✓ More entertainment and recreation options
- ✓ More diverse economy/job opportunities
- ✓ Improved EMS system



If there is one thing Onslow County government could accomplish that would serve an unmet need in the community, what would it be?

- ▲ Amenities and activities for young families and young adults
- ▲ Additional mental health services and services for individuals experiencing homelessness
- ▲ Investment in employees through improved compensation
- ▲ More opportunities for senior and youth services
- ▲ Improved EMS system
- ▲ Investment in infrastructure and services to meet current needs as well as future growth



Next Steps

- ▶ BerryDunn will prepare an output document that will serve as the starting point for the Strategic Plan draft.
- ▶ As needed, BerryDunn will facilitate follow-up sessions with County department leadership and key staff to refine objectives and performance measures.
- ▶ BerryDunn will facilitate a review of the Draft Strategic Plan with the Board of Commissioners in a work session.
- ▶ Board will adopt final Strategic Plan.
- ▶ Staff and BerryDunn will create Implementation Plan.

