



City of Franklin, Tennessee

Citizen Survey

2016 Franklin Citizen Survey Results



January 24, 2017



City of Franklin, Tennessee

Citizen Survey

Outline

- **Survey Methodology**
- **Survey Results**
- **Survey Comparables**
 - **FranklinForward** Questions
 - **2012 ACS Survey**
 - **National & Custom Benchmarks**
- **Next Steps**



City of Franklin, Tennessee

Citizen Survey

Survey Methodology

There are seven (7) Report Documents

- **NCS Next User Guide**
- **Dashboard Summary of Findings**
- **Community Livability Report**
- **Demographic Subgroup Comparisons**
- **Supplemental Web Results**
- **Report of Open-ended Questions**
- **Technical Appendices**

All reports and this presentation are available on our website: <http://www.franklinton.gov/government/finance-administration/the-national-citizen-survey>



City of Franklin, Tennessee

Citizen Survey

Survey Methodology

- The survey was conducted in two ways – a scientifically valid survey of selected residents and an open web-based survey.
- The scientifically valid survey consisted of 3,000 selected households received three mailings, one week apart, beginning on September 16, 2016.
 - First mailing was a pre-notification postcard announcing the survey.
 - Second mailing contained a letter from the Mayor and City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope.
 - Third and final mailing contained a reminder letter, another survey and a postage-paid return envelope.
- Completed surveys were collected over the following seven weeks.



City of Franklin, Tennessee

Citizen Survey

Survey Methodology

- About 4% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,879 households that received the survey, 1,060 completed the survey, providing an *overall response rate of 37%*. Of the 1,060 completed surveys, 128 were completed online. The national average is around 26%.
- In addition, we also opened the survey up online October 21-November 4. This was open to all individuals City-wide. 324 surveys were received.
- All results shown herein are based on the formal, scientifically valid survey.



City of Franklin, Tennessee

Citizen Survey

Survey Methodology

- **The National Citizen Survey is designed to measure our community’s “livability.” NCS defines livability as “the sum of the factors that add up to a community’s quality of life.”**
- **Staff at NRC examined the extensive research that has been done about community livability and the models that have been developed to describe the components of livable communities.**
- **They found that there are eight (8) facets of community livability: Safety, Mobility, the Natural Environment, the Built Environment, the Economy, Recreation and Wellness, Education and Enrichment and Community Engagement.**

Survey Methodology

The Eight Facets of Livable Communities

Safety

Protection from danger or risk (e.g., public safety, personal security and welfare, emergency preparedness)

Mobility

Accessibility of a community by motorized and non-motorized modes of transportation (e.g., ease of travel, traffic flow, walking)

Natural Environment

Resources and features native to a community (e.g., open spaces, water, air)

Built Environment

Design, construction and management of the human-made space in which people live, work, and recreate on a day-to-day basis, including the buildings, streetscapes, parks, etc.

Economy

Maintenance of a diverse economy (e.g., vibrant downtown, cost of living)

Recreation and Wellness

Recreation, healthy lifestyles, preventive and curative healthcare, supportive services, (e.g., fitness opportunities, recreation centers)

Education and Enrichment

Learning, enrichment and workforce readiness for children, youth and adults

Community Engagement

Quality and frequency of social interactions (e.g., civic groups, volunteering)

Survey Methodology

- The NCS questionnaire includes individual items that act as indicators of community quality within each of the eight facets – and, split in a different way, they form three “pillars” of community quality: Community Characteristics, Governance and Participation.

The Three Pillars of Livable Communities

Community Characteristics

Inherent and acquired amenities, the design and opportunities that contribute to the livability of a community

Governance

Services provided by local government; government function and levels of trust residents have in government leaders

Participation

Connection to neighbors, resident activities; use of community amenities and services; “social capital”

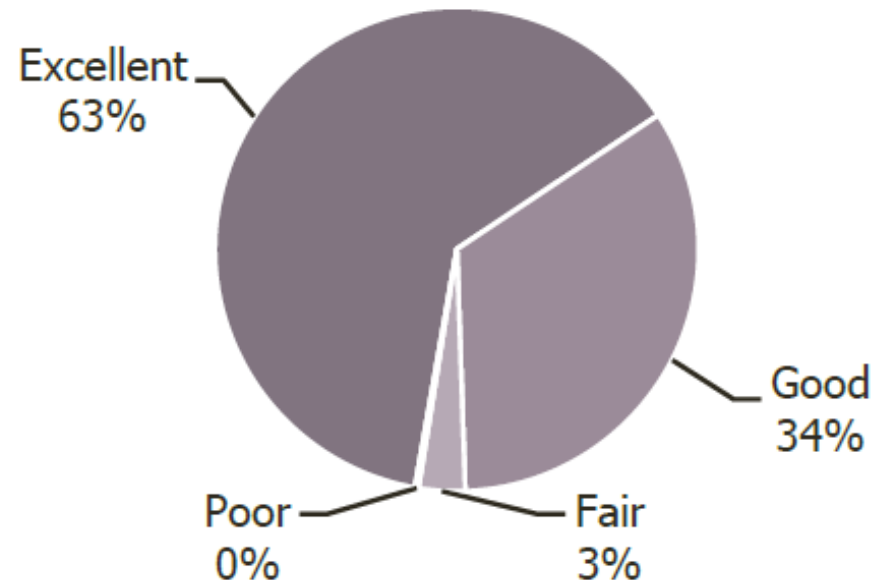
City of Franklin, Tennessee

Citizen Survey

Survey Results

- Almost all residents rated the quality of life in Franklin as **excellent or good – 97% combined**
- Rating is higher than quality of life ratings seen in other communities (see Appendix B).
- In fact, compared to national benchmarks (and over 500 other cities participate in this survey), **Franklin ranks 8th in the nation for quality of life.**

Overall Quality of Life



City of Franklin, Tennessee

Citizen Survey

Survey Results

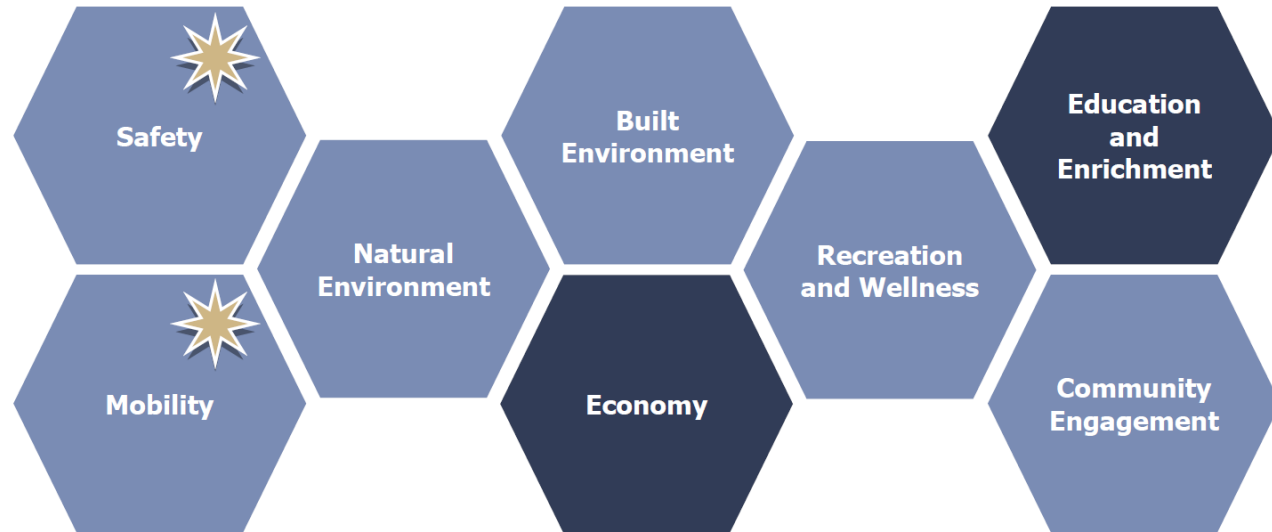
- To the right are the eight facets of community. The City performed similar or above national benchmarks in every one of the eight facets.

- Residents identified Safety and Mobility as priorities for the Franklin community in the coming two years (as denoted by stars)

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



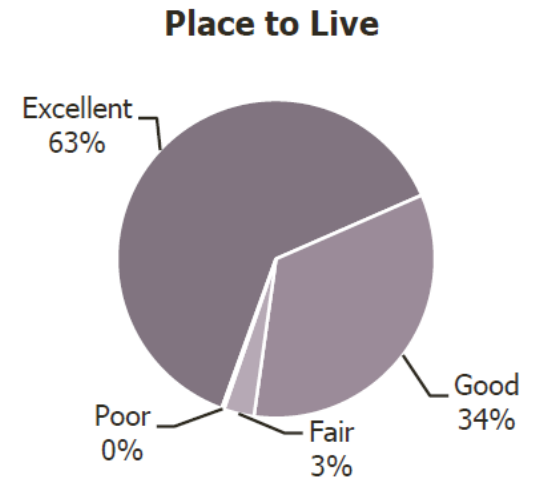


City of Franklin, Tennessee

Citizen Survey

Survey Results

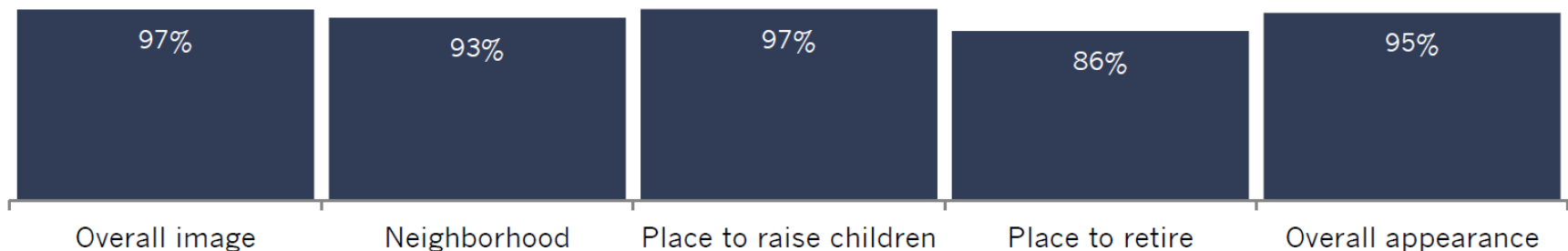
- Community Characteristics, the first pillar, indicates that **97% of residents rate Franklin as Excellent/Good as a Place to Live.**
- Ratings are higher than quality of life ratings seen in other communities (see Appendix B).
- In fact, compared to national benchmarks (and over 500 other cities participate in this survey), **Franklin ranks 13th in the nation for a place to live and 3rd in the nation for overall image and reputation.**



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower





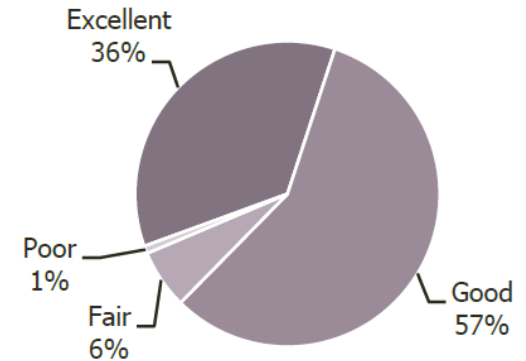
City of Franklin, Tennessee

Citizen Survey

Survey Results

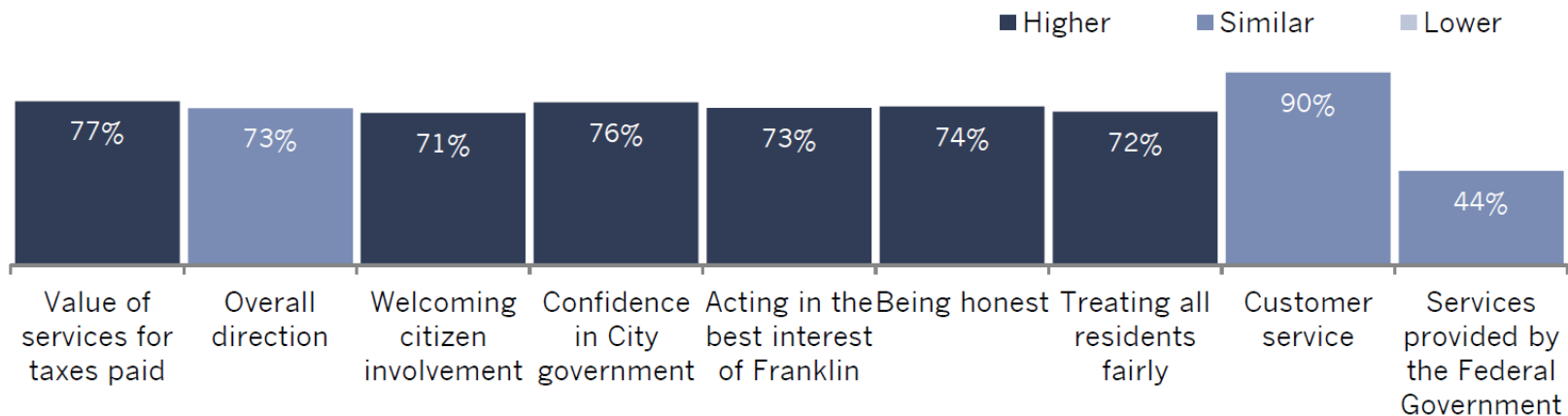
- Governance, the second pillar, indicates that **93% of residents rate the overall quality of City Services as Excellent/Good.**
- Services provided by the City were rated by citizens as mostly higher than comparative benchmarks.
- **Franklin ranks 8th in the nation for Overall Confidence in City Government** compared to other cities/jurisdictions.

Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



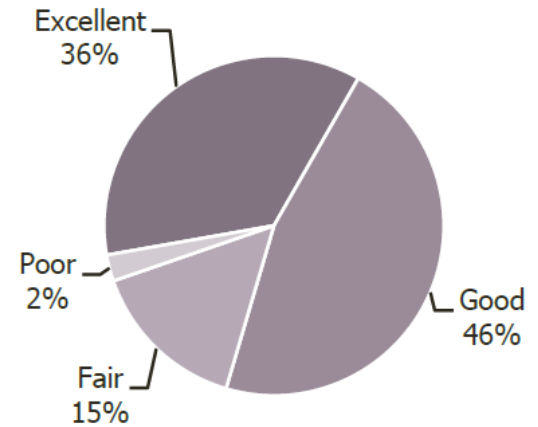
City of Franklin, Tennessee

Citizen Survey

Survey Results

- Participation, the third pillar, indicates that **82% of citizens feel the Sense of Community is either Excellent/Good.**
- This is higher than national and comparative benchmarks.
- Within the Participation pillar, over 30 activities and behaviors were measured, including:
 - 87% of residents indicated they had not reported a crime and 95% had not been the victim of a crime.
 - Less than 1 in 10 said they had used public transportation & 4 in 10 residents reported they had walked or biked instead of driving.
 - 7 in 10 residents indicated they had participated in each aspect of Natural Environment and Built Environment.
 - 2/3 said they had attended a City-sponsored event or participated in religious or spiritual activities, both levels were higher than the benchmark comparison.

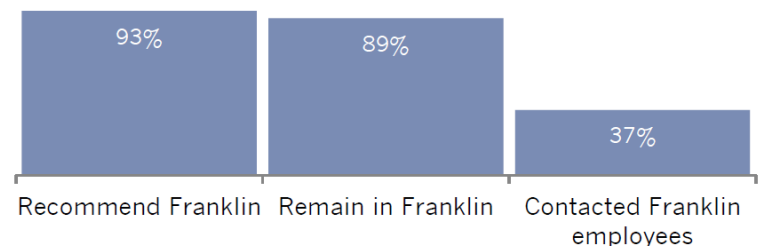
Sense of Community



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



City of Franklin, Tennessee

Citizen Survey

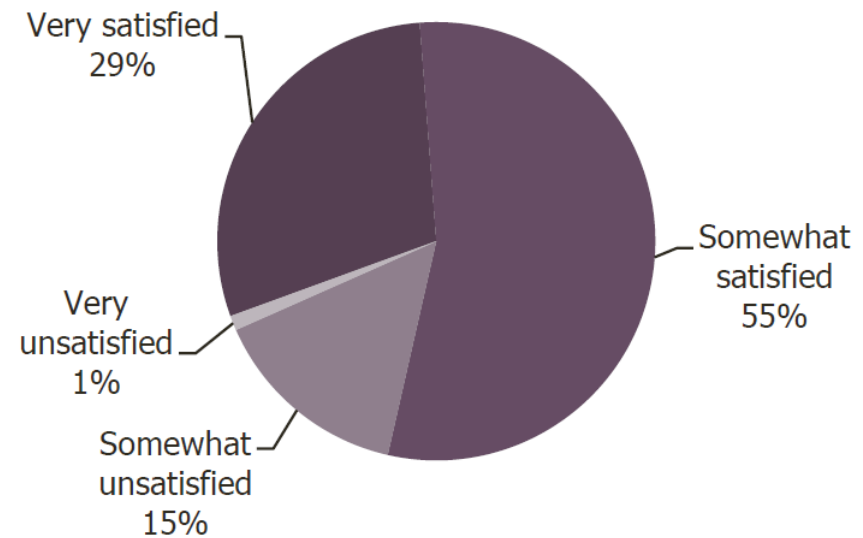
Survey Results

- The City asked several unique questions. The first was: Please rate your level of satisfaction with the City of Franklin's management of growth.

- **84% rated their satisfaction of the City's management of growth as either Very or Somewhat Satisfied.**

- The goal set forth in **FranklinForward** was to have 80% or better of citizens reporting satisfaction with the managed growth of the community.

- Although this is a positive response, it is clearly on citizens minds: 22% used their response to the open-ended question to mention Growth/Crowding – the most frequent written response.

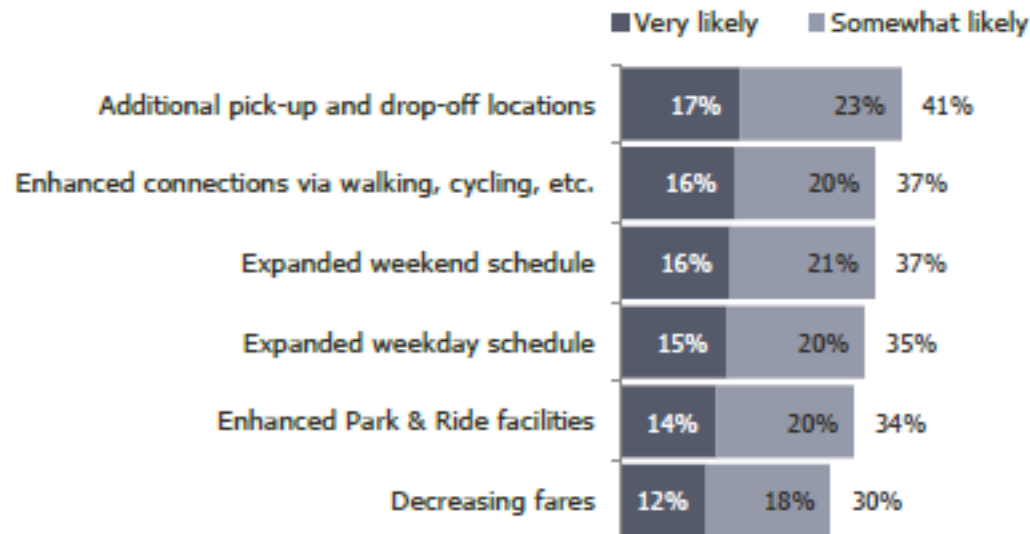


Survey Results

- The second non-standard question asked was to determine the level of interest in expansion of mass transit usage.

Figure 5: Mass Transit Usage

Presently the City of Franklin and Williamson County subsidize a limited mass transit route from Spring Hill through the City to Nashville. How likely, if at all, would you be to use this transit route if the following improvements were made?



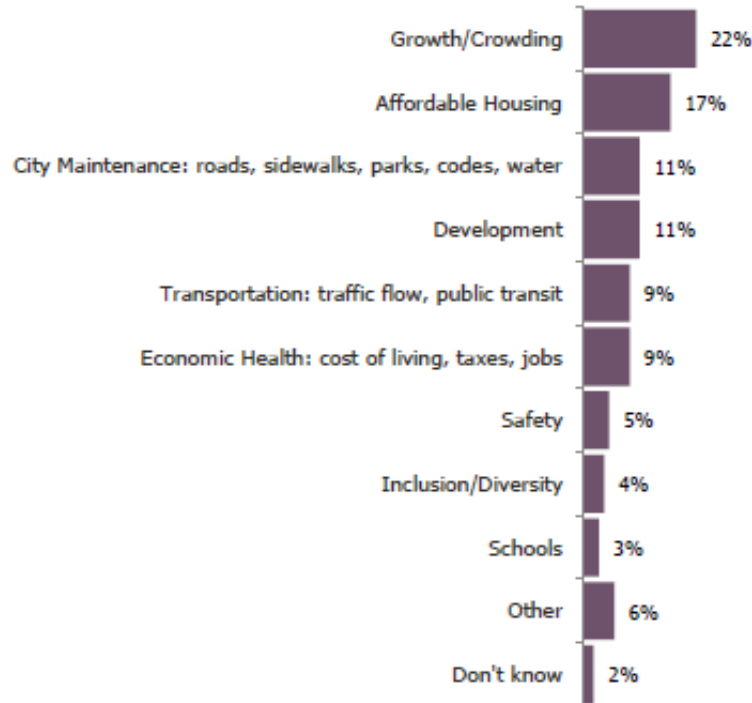
City of Franklin, Tennessee

Citizen Survey

Survey Results

- The final question asked was the open-ended question. Residents were asked to state what the most important challenge facing Franklin was today, aside from issues of transportation.
- Growth, Affordable Housing, Development and maintenance of the City were the leading responses.
- Transportation issues were still the fifth most frequent concern.

Figure 6: Most Important Challenge Facing Franklin
Aside from transportation (traffic) related issues, what is the most important challenge or problem facing Franklin today?





City of Franklin, Tennessee

Citizen Survey

Survey Comparables – 2012 vs. 2016

The last Citizens Survey was conducted in 2012 by Myers Research & Strategic Services and American Strategies Incorporated for Franklin Tomorrow. Some questions were similar between the two surveys:

Are things in the City of Franklin moving in the right direction?
2012 – 82% Right Direction 2016 – 73% Overall Direction



How would you describe the overall Quality of Life in the City?
2012 – 94% Excellent/Good **2016 – 97% Excellent/Good**



How would you rate the job being done by the City Government?
2012 – 83% Excellent/Good **2016 – 89% Excellent/Good**





City of Franklin, Tennessee

Citizen Survey

Survey Comparables – 2012 vs. 2016

Percent of Franklin residents rating the following issues Excellent:

	2012 Meyers/ACS Survey	2016 NCS Survey
Neighborliness	20%	27%
Economic Opportunity/Jobs	8%	19%
Shopping	8%	50%



City of Franklin, Tennessee

Citizen Survey

Survey Comparables – 2012 vs. 2016

Percent of Franklin residents rating the following issues Poor:

	2012 Meyers/ACS Survey	2016 NCS Survey
Cost of Living	15%	20%
Affordable Housing	11%	35%
Transportation/Traffic	16%	29%
Level of Diversity	8%	9%



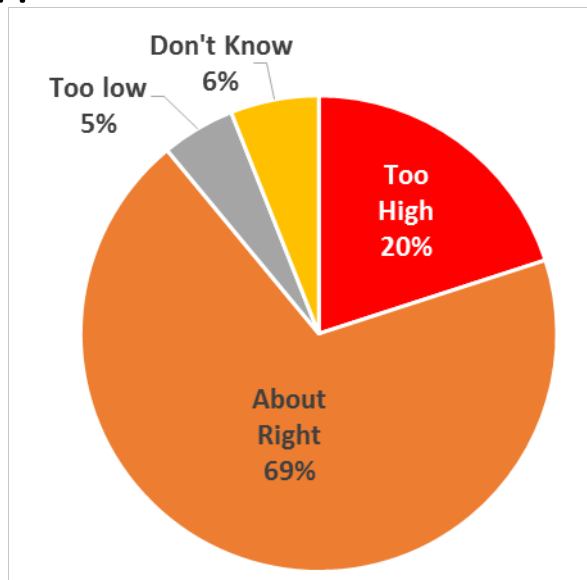
City of Franklin, Tennessee

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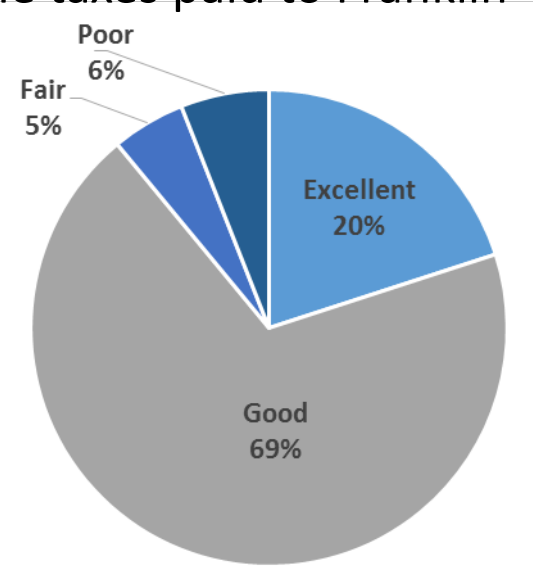
Survey Comparables – 2012 vs. 2016

Taxes: The two surveys asked two different questions regarding taxes. For comparative purposes, both questions and answers are provided below:

2012: “For the services you receive, would you say that property taxes in Franklin are too high, about right, too low?”



2016: “Please rate the following categories of Franklin government performance: The value of services for the taxes paid to Franklin”





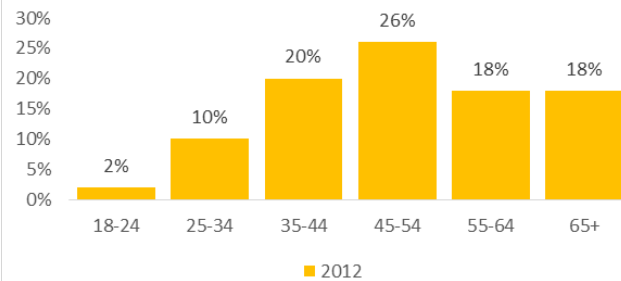
City of Franklin, Tennessee

Citizen Survey

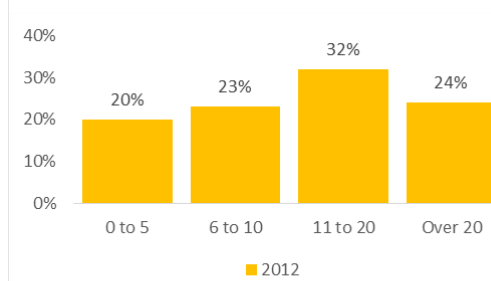
Survey Comparables – 2012 vs. 2016

Demographics: 2016 Survey respondents skewed younger with more renters and less longevity living within Franklin compared to 2012.

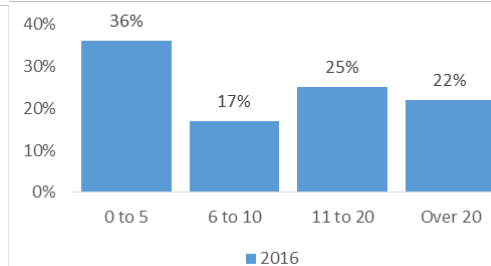
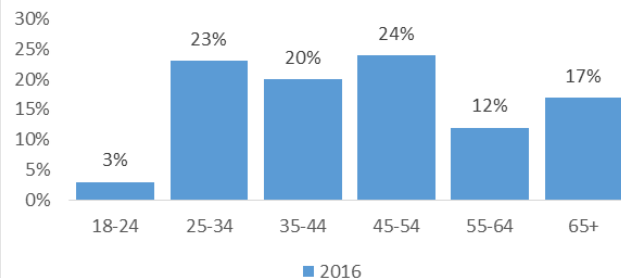
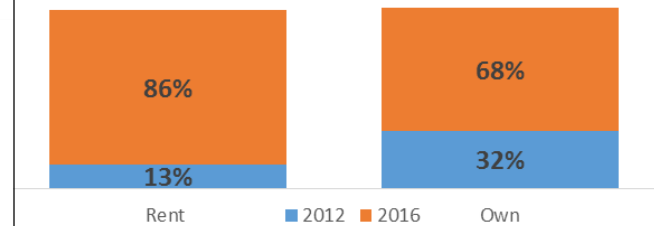
Age



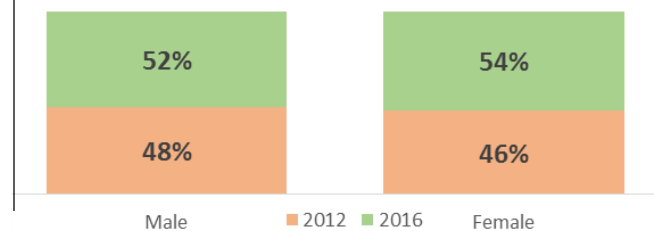
Years Lived in Franklin



Rent vs. Own



Gender





City of Franklin, Tennessee

Citizen Survey

Survey Comparables

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. The communities in the database represent a wide geographic and population range. The City of Franklin chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations between 50,000 and 80,000).

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%



City of Franklin, Tennessee

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Survey Comparables:

Notable National Benchmark Comparisons Rankings:

The City of Franklin was much higher than other cities in:

Category	National Rank
Overall image or reputation of Franklin	3 rd
Overall economic health of Franklin	2 nd
Vibrant downtown/commercial area	2 nd
Shopping opportunities	9 th
Employment opportunities	1 st
Franklin as a place to work	16 th
Economic Development	1 st

The City of Franklin was much lower than other cities in:

Category	National Rank
Used bus, rail, subway or other public transportation instead of driving	129 th



City of Franklin, Tennessee

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Survey Comparables:

Notable 50,000-80,000 Comparisons Rankings:

Ranked 1st: when compared to Mid-Sized Cities in the following criterion:

Overall image or reputation of Franklin

Franklin as a place to retire

Overall economic health of Franklin

Vibrant downtown/commercial area

Employment opportunities

Franklin as a place to work

Opportunities to participate in religious or spiritual events and activities

Opportunities to participate in social events and activities

City government being honest

City-sponsored special events



City of Franklin, Tennessee

Citizen Survey

Next Steps *(already completed)*

- *Had meeting with Leadership Team members to disseminate detailed information from the survey out to departments for use in their daily operations.*
- *Updated website with all materials*
- *Integrated findings into the City's Open Performance Website*
- Will also integrate findings into budget submissions to BOMA during Winter/Spring 2017 for the FY 2018 budget.
- Encourage BOMA members to review the detailed reports, and take citizen survey findings into account when allocating resources during the FY 2018 Budget process.
- Plan to engage Franklin residents again with another survey in two years.