



HISTORIC  
FRANKLIN  
TENNESSEE

## MEMORANDUM

March 16, 2012

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator *Eric*  
Vernon Gerth, ACA, Community and Economic Development  
Catherine Powers, Planning and Sustainability Director

SUBJECT: Household Survey - 2012

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### **Purpose**

The purpose of this memorandum is to provide the Board of Mayor and Aldermen (BOMA) with information and solicit feedback regarding the Household Survey.

### **Background**

The Franklin Household Survey has been used in the past to gauge public perception of the community and of City services. Franklin conducted its first Household Survey in 1987 to solicit public opinion about quality of life issues facing the community. Since then a survey has been conducted in 1996, 2000 and 2006. The results of the survey have served as a reliable source of information for measuring its performance, for identifying the needs of the community, and as a mechanism for guiding the BOMA and the FMPC in their planning and growth management decision making efforts.

Over the years, the survey has been modified, and expanded, to address certain issues that have moved to the forefront of the City's agenda. Questions on the survey have addressed City services. City and neighborhood conditions, growth and development, housing costs, transportation, and household demographics, subdivision developments, design preferences, as well as status and direction of the City.

The 1996 Household Survey was mailed to 22,250 households and 6,572 surveys were returned for a return rate of approximately 30 percent. The 2006 Household Survey included 120 questions covering Quality of Life Citizen Characteristics, City Services, Water Quality, Neighborhoods, Pace and Type of Growth, City Direction and Status, Community Facilities, Housing, Commercial and Residential Development, Traffic, Commuting Patterns, Curbside Recycling. Within the above categories, there were specific questions related to neighborhood conditions, design preferences, park facilities and questions related to how residents prefer to receive information from the City.

The budget for the Household Survey in 2006 was \$34,683, which did not include temporary part-time people to compile the results. Since 2006, postage rates have increased, and it is likely that the cost of temporary employees will also be higher. Some of this cost could possibly be offset by greater use of social media. Also, some of the issues contained in the 2006 Household Survey were covered by Franklin Tomorrow in their vision process. While not an individual mailing, Franklin Tomorrow did extensive outreach regarding quality of life issues in Franklin. The efforts of Franklin Tomorrow might allow a less expansive survey instrument in certain categories.

Therefore, staff would estimate a 2012 Household Survey of the same magnitude as 2006 would cost between \$50,000 and \$65,000 and take approximately seven months to complete.



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## MEMORANDUM

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Another option for measuring household satisfaction is the National Citizens Survey offered by International City/County Management Association (ICMA) and the National Research Center.

The National Citizen Survey could provide the City of Franklin with the opportunity for a cost effective, tested and flexible survey service allowing the City of Franklin to gain information regarding citizen's opinions for program planning, budgeting, goal setting and performance measurement. Limited to five pages, the Citizen Survey, much like our previous Household Surveys, has questions concerning quality of life, local policies, demographic data, quality of local government services and use of services. The survey service includes all mailing and data management in addition to detailed analysis and comparison to other communities as well as our own surveys in the past. Mailings are sent to, 1,200 randomly selected households, resulting in a 95 percent confidence interval and a margin of error of no more than 5 percentage points. Three reports will be provided that include an executive summary, statistical analysis of survey results and comparison to national norms. An added benefit of the national survey would be the opportunity to benchmark the City of Franklin's results with other communities across the country that have used the same or similar survey.

A fee of approximately \$15,000 covers the base and vital add on services which includes three specially tailored policy questions, multiple mailings to 1,200 randomly selected households, data cleaning and input, statistical analysis of survey results, custom norms based on city population, comparison to prior survey results, as well as geographic crosstabs and demographic crosstabs reports. In addition to the three custom questions, the City can choose to add an open-ended question, supplement with a phone survey or expand the number of survey recipients. All of these could be options added for less than \$30,000.

### **Financial Impact**

It is estimated a staff administered Household Survey would cost between \$50,000 and \$65,000. The National Citizens Survey would cost between \$10,300 and \$30,000 depending upon added services.

### **Recommendations**

To discuss options available for a Household Survey in 2012-13.

# THE 2006 FRANKLIN HOUSEHOLD SURVEY

## INSTRUCTIONS

Please read each question thoroughly before answering. Unless otherwise instructed, check only one box for each question. Questions that have more than one answer checked cannot be used. All questionnaires will be anonymous.

## GROWTH AND DEVELOPMENT

1. How should the City respond to the pace of development that is occurring?  
 The City should not permit any additional development  
 The City should limit the amount of additional development  
 The City should permit development to continue, but should pass additional regulations to better control the quality of development  
 The City should permit development to continue as is currently being regulated  
 The City should permit development to continue without regulation
  
2. Some cities recruit offices, industries, and commercial and retail businesses. What do you think Franklin should do? (Check all that apply)  
 Encourage companies to locate their offices (for example, corporate headquarters, office developments) in Franklin  
 Encourage more commercial businesses to come to Franklin  
 Encourage only clean, light industries to come to Franklin  
 Encourage industries of all kinds to come to Franklin  
 Do not encourage businesses to come to Franklin  
 Don't know/No opinion
  
3. Would you say the population growth in Franklin during the past five years has been:  
 Too fast                       Just right                       Not enough
  
4. Should Franklin continue to charge fees (for example, impact fees) to new development to cover the cost of providing streets, water, sewer, and other services which will be needed to serve the new development?  
 Yes                                       No                                       Don't know/No opinion
  
5. Would you agree to increasing residential compactness in specific areas in the City if it ensured the permanent preservation of agricultural land and natural open space in other areas of the city and Williamson County?  
 Yes                                       No                                       Don't know/No opinion
  
6. Is the City adequately protecting open space?  
 Yes                                       No                                       Don't know/No opinion
  
7. Is the City adequately protecting water resources, including streams and rivers?  
 Yes                                       No                                       Don't know/No opinion
  
8. Is the City adequately addressing stormwater (drainage) issues?  
 Yes                                       No                                       Don't know/No opinion

THANK YOU

9. Is the City doing an adequate job of protecting its historic properties (for example, the downtown area, historic neighborhoods and historic park properties)?  
 Yes                       No                       Don't know/No opinion
10. Is the City doing an adequate job of promoting its historic properties?  
 Yes                       No                       Don't know/No opinion
11. Rate the general quality of life in Franklin:  
 Very Satisfied  
 Satisfied  
 Dissatisfied  
 Very Dissatisfied  
 Don't know/No opinion

Indicate with a check mark how satisfied you feel about each of the following services or issues in the City of Franklin. For the items for which you check "Dissatisfied," or "Very Dissatisfied," provide examples or suggestions for improvements in the Additional Comments section on the last page of this survey.

***NEIGHBORHOOD CONDITIONS (the area within ¼-mile of your home)***

Questions	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
12. Street Cleanliness— dirt and litter					
13. Street Conditions— potholes, bumps, and pavement					
14. Sidewalk Conditions— sidewalks need to be built					
15. Sidewalk Conditions— sidewalks need to be repaired					
16. Drainage Ditch Capacity— overflow during heavy rains					

17. What do you like/dislike most about your neighborhood (the area within ¼-mile of your home) and why?

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18. Does your neighborhood (the area within ¼-mile of your home) have a diverse mix of land uses (residences, shops, workplaces)?  
 Yes                       No                       Don't know/No opinion

THANK YOU

19. Do you think your neighborhood (the area within 1/4-mile of your home) is safe for pedestrians?  
 Yes                       No                       Don't know/ No opinion

**CITYWIDE CONDITIONS**

Questions	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
20. Street Cleanliness— dirt and litter					
21. Street Conditions— potholes, bumps, and pavement					
22. Sidewalk Conditions— sidewalks need to be built					
23. Sidewalk Conditions— sidewalks need to be repaired					
24. Drainage Ditch Capacity— overflow during heavy rains					

**CITY SERVICES**

Questions	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
25. Wastewater Service					
26. Water Service— including water quality and pressure					
27. Stormwater Management Services (Drainage)					
28. Household Garbage Collection					
29. Excess Trash/Bulk Pick-up					
30. Limb and Leaf Service					
31. Fire Protection					
32. Police Protection					
33. Codes Enforcement					

34. Do you currently recycle glass, aluminum, or paper?  
 Yes                       No                       Don't know/No opinion

35. Do you want the City to implement a citywide curb-side recycling program?  
 Yes                       No                       Don't know/No opinion

THANK YOU

36. If the City were to implement a curb-side recycling program, how likely would you be to participate?

- Not very likely
- Somewhat likely
- Likely
- Very Likely

37. Would you be willing to pay a minimum fee of \$10 a month to fund a curb-side recycling program?

- Yes                       No                       Don't know/No opinion

***CITYWIDE COMMUNITY FACILITIES***

Questions	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
38. Availability of park facilities for children under 13					
39. Availability of park facilities for teenagers					
40. Availability of park facilities for adults ages 20 and older					
41. Availability of day-care facilities					

42. What recreational facilities do you or your family use in Franklin's parks?

- Athletic Fields
- Basketball Courts
- Exercise Trails
- Picnic Shelters
- Playground Equipment
- Tennis Courts
- Other (specify \_\_\_\_\_)
- None

43. What other community facilities would you like to have in Franklin? (e.g. parks, cultural facilities, community recreation center, museums, performing arts center, zoological garden, etc.)

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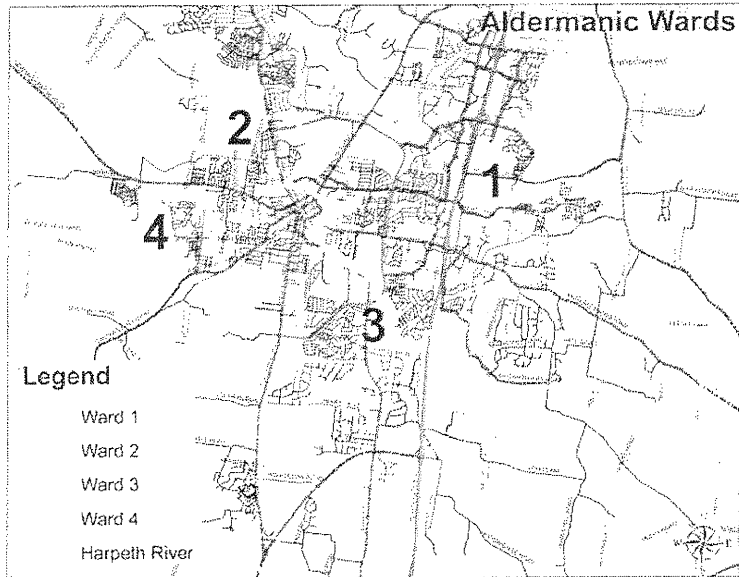
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THANK YOU

**CITY GOVERNMENT**

44. In which Aldermanic Ward do you live? (See the map to the right)

- First Ward
- Second Ward
- Third Ward
- Fourth Ward
- Don't know



45. How do you receive information about local government? (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Newspaper                      | <input type="checkbox"/> Homeowners association newsletter |
| <input type="checkbox"/> Cable TV Channel 10 on Comcast | <input type="checkbox"/> Local radio                       |
| <input type="checkbox"/> City web site                  | <input type="checkbox"/> Word of mouth                     |
| <input type="checkbox"/> Public meeting attendance      | <input type="checkbox"/> Other (specify _____)             |

46. How often do you visit the City of Franklin website (www.franklin-gov.com)?

- Never
- Rarely
- Sometimes
- Frequently
- Very frequently

47. Which sections do you frequently view? (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Information    | <input type="checkbox"/> Traffic               |
| <input type="checkbox"/> Departments    | <input type="checkbox"/> Calendar of events    |
| <input type="checkbox"/> Services       | <input type="checkbox"/> Other (specify _____) |
| <input type="checkbox"/> Property Taxes |  |

48. Would you like to see any improvements made or additional information added to the website?

- Yes (specify \_\_\_\_\_)
- No
- Don't know/No opinion

49. How often do you watch City's TV channel, Comcast Cable Channel 10?

- I do not have Comcast Cable
- Never
- Rarely
- Sometimes
- Frequently
- Very frequently

THANK YOU

50. Which programs have you watched? (Check all that apply)
- |  |   |
|--|---|
| <input type="checkbox"/> Public meetings                                       | <input type="checkbox"/> TraffiCast                       |
| <input type="checkbox"/> Cultural arts   | <input type="checkbox"/> Information Billboard slide show |
| <input type="checkbox"/> Interviews  | <input type="checkbox"/> Army Newswatch                   |
| <input type="checkbox"/> Perils for Pedestrians                                | <input type="checkbox"/> Education News                   |
| <input type="checkbox"/> Other (specify program subjects or show titles _____) |   |

51. Would you like to see any additional programming added to Cable Channel 10?
- Yes (specify \_\_\_\_\_)
- No
- Don't know/No opinion

Below is a 5-point scale describing how much you might agree or disagree with any particular statement. Use this scale to describe how you feel about each statement below. (Write in one number from 1 to 5 beside each statement.)

1	2	3	4	5
Strongly Disagree	Disagree Somewhat	Neither Agree nor Disagree	Agree Somewhat	Strongly Agree

52.  The overall direction of the City is on the right track.
53.  The City does a good job of keeping citizens informed about City issues.
54.  The Board of Mayor and Aldermen is responsive to the needs of citizens.
55.  The Board of Mayor and Aldermen effectively represents the attitudes and opinions of the residents of Franklin.
56.  The City employees are responsive to citizen concerns.
57.  The City does a good job in managing its finances.
58.  The City is making good progress in improving city streets.
59.  The City should work towards building around town centers where people live close to places of work, shopping, and play.
60.  The City should encourage a mix of housing styles to serve changing preferences.
61.  Police visibility and responsiveness to the residential community is good.
62.  The enforcement of traffic laws in the City is adequate.
63.  Schools should be built in and around residential neighborhoods.

THANK YOU



***PROXIMITY TO ACTIVITY CENTERS***

Questions	I can walk	Less than ¼ mile	¼ - ½ mile	½ - 1 mile	More than 1 mile
64. How close do you live to a grocery store?					
65. How close to a grocery store would you like to live?					
66. How close do you live to restaurants or entertainment?					
67. How close to restaurants or entertainment would you like to live?					
68. How close do you live to other shopping?					
69. How close to other shopping would you like to live?					
70. How close do you live to a park?					
71. How close to a park would you like to live?					

THANK YOU

**DESIGN PREFERENCES**

The following is a representative list of design considerations for residential development in Franklin. Indicate with a check mark your overall opinion about each.

Questions	Like	Dislike	No opinion
72. Cul-de-sacs			
73. Developments with mixed housing types, shops, and offices			
74. Front-loading garages			
75. Front porches			
76. Small lot sizes (4,000 to 9,000 square feet or 0.1 to 0.2 acre)			
77. Medium lot sizes (10,000 to 19,999 square feet or 0.23 to 0.46 acre)			
78. Large lot sizes (20,000 square feet or greater or 0.46 acre or greater)			
79. Rear-entry garages			
80. On-street parking			
81. Single-family developments			
82. Street connectivity			
83. Smaller residential lots clustered around open spaces and parks			
84. Alleys/rear-service drives			
85. Bicycle facilities – Shared on street (bike lanes or wide outside lanes)			
86. Bicycle facilities – shared off street (along streets but separated on bike paths)			

87. Which do you think the City should give more importance to when evaluating new subdivision developments? (Check all that apply)

- Design
- Density
- Location
- All three
- No opinion

THANK YOU

The following is a representative list of some activity centers in Franklin. Indicate with a check mark your overall opinion about each. Also provide comments describing why you like or dislike the center.

Questions	Like	Dislike	No opinion	Comments: What characteristics do you like or dislike?
88. Cool Springs/Galleria				
89. Downtown/Main Street area				
90. Fieldstone Farms Shopping Center (Hillsboro Road at Fieldstone Parkway)				
91. Independence Square (Hillsboro Road at Del Rio Pike)				
92. Maples/Alexander Plaza/Watson Glen Shopping Center (Murfreesboro Road near I-65)				
93. Franklin Plaza (Columbia Avenue)				
94. Parkway Commons (Columbia Avenue near Mack Hatcher Parkway)				
95. Quail Hollow (Murfreesboro Road at North Carothers Road)				
96. McKays Mill Neighborhood Center (Liberty Pike at Oxford Glen Drive)				

**HOUSING**

97. In what type of home do you live?

- Apartment
- Condominium
- Duplex
- Manufactured home (mobile home)
- Single family home
- Town house
- Other (specify \_\_\_\_\_)

98. Do you think it would be appropriate to include multifamily housing with single family houses in the same neighborhood?

- Yes
- No
- Depending on the design of the dwellings

99. Do you think there should be mixed-income neighborhoods in Franklin, so that families with the starting salary of an elementary school teacher and that of a corporate executive could own a home on the same street in a neighborhood?

- Yes
- No
- Depending on the design of the homes

**TRANSPORTATION**

100. Do you think that there is a need for expanded public transportation routes in the City?

- Yes
- No
- Don't know/No opinion

THANK YOU

101. If you answered yes to the previous question, what other areas of the City would you like to see serviced by public transportation? (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Forrest Crossing | <input type="checkbox"/> Westhaven             |
| <input type="checkbox"/> Fieldstone Farms | <input type="checkbox"/> McKays Mill           |
| <input type="checkbox"/> Goose Creek area | <input type="checkbox"/> Other (specify _____) |
| <input type="checkbox"/> Sullivan Farms   |  |

102. If the trolley service were available on Sundays, would you use the service on Sundays?

- Yes                       No                       Don't know/No opinion

103. If the trolley service were available in the evenings, would you use the service in the evenings?

- Yes                       No                       Don't know/No opinion

104. Would you use a shuttle service from Franklin to downtown Nashville for special events, such as concerts at the Schermerhorn Symphony Center, performances at the Tennessee Performing Arts Center, or events at the Gaylord Entertainment Center?

- Yes                       No                       Don't know/No opinion

105. How many of the following forms of transportation would you use if they were available? (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Carpool        | <input type="checkbox"/> Trolley service               |
| <input type="checkbox"/> Vanpool        | <input type="checkbox"/> Bicycle/pedestrian facilities |
| <input type="checkbox"/> Bus            | <input type="checkbox"/> Other (specify _____)         |
| <input type="checkbox"/> Commuter train |  |

106. How congested do you perceive the local streets of Franklin?

- Always/Usually       Sometimes               Rarely                   Never

107. Do you work outside of Franklin?

- Yes                       No                       Don't know/No opinion

108. If you answered yes to the previous question, indicate your place of work:

- |  |  |
|--|--|
| <input type="checkbox"/> Brentwood                 | <input type="checkbox"/> Nolensville           |
| <input type="checkbox"/> Fairview                  | <input type="checkbox"/> Spring Hill           |
| <input type="checkbox"/> Nashville/Davidson County | <input type="checkbox"/> Williamson County     |
|  | <input type="checkbox"/> Other (specify _____) |

109. Do other persons in your household work outside of Franklin?

- Yes                       No                       Don't know/No opinion

110. If you answered yes to the previous question, indicate their place of work:

- |  |  |
|--|--|
| <input type="checkbox"/> Brentwood                 | <input type="checkbox"/> Nolensville           |
| <input type="checkbox"/> Fairview                  | <input type="checkbox"/> Spring Hill           |
| <input type="checkbox"/> Nashville/Davidson County | <input type="checkbox"/> Williamson County     |
|  | <input type="checkbox"/> Other (specify _____) |

THANK YOU

111. What are the most important traffic-related issues? (Check all that apply)
- |   |  |
|---|--|
| <input type="checkbox"/> Air pollution                      | <input type="checkbox"/> Not enough sidewalks    |
| <input type="checkbox"/> Driving stress                     | <input type="checkbox"/> Personal safety         |
| <input type="checkbox"/> Congestion                         | <input type="checkbox"/> Time lost in congestion |
| <input type="checkbox"/> Not enough modes of transportation | <input type="checkbox"/> Other (specify _____)   |
| <input type="checkbox"/> Not enough bicycle facilities      |  |

112. Do you use the City's cable TV channel or the Traffic Operations Center website to check traffic conditions?
- Never  
 Once or twice  
 Sometimes  
 Frequently  
 Very frequently

113. If you do use the service in the previous question, how beneficial is this to your travel planning?
- Not very useful  
 Somewhat useful  
 Useful  
 Very useful

**HOUSEHOLD PROFILE**

114. How long have you lived in Franklin?
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 6-10 years    | <input type="checkbox"/> All of my life |
| <input type="checkbox"/> 1-5 years        | <input type="checkbox"/> Over 10 years |   |

115. How long have you lived in your present dwelling?
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 6-10 years    | <input type="checkbox"/> All of my life |
| <input type="checkbox"/> 1-5 years        | <input type="checkbox"/> Over 10 years |   |

116. Where did you live before moving to Franklin?
- |  |  |
|--|--|
| <input type="checkbox"/> Have always lived in Franklin           | <input type="checkbox"/> Rural Williamson County   |
| <input type="checkbox"/> Brentwood                               | <input type="checkbox"/> Nashville/Davidson County |
| <input type="checkbox"/> Fairview                                | <input type="checkbox"/> Spring Hill               |
| <input type="checkbox"/> Other area in Tennessee (specify _____) |  |
| <input type="checkbox"/> Outside of Tennessee (specify _____)    |  |

117. Why did you move to Franklin? (Check all that apply)
- |  |   |
|--|---|
| <input type="checkbox"/> Have always lived here          | <input type="checkbox"/> Quality of schools       |
| <input type="checkbox"/> Desired to leave a larger city  | <input type="checkbox"/> To live closer to family |
| <input type="checkbox"/> Small town, historic atmosphere | <input type="checkbox"/> Retirement               |
| <input type="checkbox"/> New job                         | <input type="checkbox"/> Other (specify _____)    |

**DEMOGRAPHICS** For statistical purposes only.

118. Highest educational level of head of household:
- |  |  |
|--|--|
| <input type="checkbox"/> K-8                         | <input type="checkbox"/> Some college              |
| <input type="checkbox"/> 9-12                        | <input type="checkbox"/> College graduate          |
| <input type="checkbox"/> High school graduate or GED | <input type="checkbox"/> Graduate school or beyond |

119. Indicate the number of children under 18 who live in your household \_\_\_\_\_.

THANK YOU



2006 Franklin Household Survey Budget

Description	Estimate	Price	Quantity
<b>PRINTING COST</b>			
16 Page Household Survey		\$5,520.00	23,000
9" by 12" Carrier Envelope		\$2,070.00	23,000
9" by 12" Return Envelope		\$2,024.00	23,000
5 1/2" by 8 1/2" online survey flyer-lime green		\$529.00	23,000
8 1/2" by 11" cover letter from Mayor		\$644.00	23,000
<i>Subtotal</i>		<b>\$10,787.00</b>	
<b>MAILING COST</b>			
List Update with Enhanced Carrier Route Presort Coding		\$4,978.11	
Mailing Cost for Presort Sending-US Post Office		\$3,115.74	
P. O. Box rental fee and keys (Used Mailbox from Census)		\$0.00	
Business reply permit fee #			
Bulk mail account			
Business reply account		\$6,000.00	may increase
<i>Subtotal</i>		<b>\$14,093.85</b>	
<b>ADDITIONAL LABOR</b>			
Temp Employee			
<i>Subtotal</i>	unknown		
<b>PUBLIC INFORMATION CAMPAIGN</b>			
Williamson AM		\$4,182.84	
WAKM AM 950		\$500.00	44 commercial spots
Williamson Herald		\$800.00	
Comcast Cable Channel 10		\$0.00	
Comcast Cable Commercials		\$3,680.00	Lifetime, Spike TV, HGTV, E!, TLC, TNT, USA Network, TBS, Fox News
Water Bill Insert		\$639.60	
<i>Subtotal</i>		<b>\$9,802.44</b>	
<b>TOTAL</b>	<b>\$36,500.00</b>	<b>\$34,683.29</b>	

ICMA Results Networks / Surveying / National Citizen Survey

# National Citizen Survey

The first and last measure of good government is citizen satisfaction

## WHAT IS THE NATIONAL CITIZEN SURVEY™?

Developed by ICMA and National Research Center, Inc., The National Citizen Survey™ (The NCS) is a low-cost citizen survey service for local governments. Tested, flexible, affordable, and efficient, The NCS lets you survey citizen opinion for



- Program Planning
- Budgeting
- Goal Setting
- Performance Measurement

Staff can use the results of The NCS to improve service delivery. Elected officials can use the results to set spending priorities. The manager can use the results to measure progress and chart future steps.

You select from a set of standard questions to assess citizen opinion about basic services and community life. Additional customized questions let you tailor the survey to your unique needs. A new feature of The NCS' basic service is the Key Driver Analysis, which helps you identify those attributes most likely to increase resident opinion of your local government's performance.

An additional benefit to NCS participants who also participate in the ICMA Center for Performance Measurement™ (CPM), is that The NCS was designed to coordinate with the CPM data collection. Thus, local governments can submit citizen satisfaction data obtained through The NCS survey instrument to CPM along with their other performance measurement data.

## THE NCS BASIC SERVICE OFFERED BY ICMA AND NRC INCLUDES:

- Customized survey form plus up to three optional questions
- Customized cover letter
- Three mailings to 1,200 randomly selected households, which include the pre-survey postcard and two mailings of the survey instrument
- A margin of error (95 percent confidence interval) of no more than +/- 5 percentage points around any percent
- Data input and cleaning
- Data weighted to reflect population norms
- Three reports: executive summary, statistical analysis of survey results, optional comparison with national norms (all in electronic format)
- NEW! Key Driver Analysis
- Certificate of participation
- Technical assistance by phone and e-mail



- Entry to win top honors for Voice of the People Awards
- Access to Best Practices of winners of The Voice of The People Awards for Excellence and Transformation

**Additional Options:**

- Larger mailings
- Customized norms by region, population, or other factors
- Spanish-language version of survey
- Addition of open-ended question
- Comparisons to results from surveys you've conducted in the past
- Demographic and geographic cross-tabulation
- Phone survey
- Presentation of results to elected officials

**THE NATIONAL CITIZEN SURVEY™— OPTIONS AND PRICES MATRIX**

The price for The NCS Basic Service is \$10,300. Additional options are available for the following additional fees:

<b>Additional Option</b>	<b>Fee</b>	<b>Description</b>
Basic service	\$10,300	The basic turn-key process that covers all bases of the mailed survey administration: creating the survey and survey documents, randomly selected a sample or address list of 1,200 unique addresses, printing, mailing, data entry and analysis and creating both a report of results and a report of normative comparisons (with US jurisdictions).
Demographic crosstabs report	\$900	Crosstabs of questions 1-15 by 4 demographic variables on survey to be provided under separate cover from report.
Geographic crosstabs reports	\$1,100	Crosstabs of questions 1-15 by geographic variable to be provided under separate cover from report.
Custom norms	\$1,100	Through worksheet options, jurisdiction selects criteria for set of custom norms usually by population size OR region of the country. Custom norms will be provided alongside national norms in report tables. Graphs will include either custom or national norms but not both.
Comparison to prior NCS results	\$0	Comparisons in report of results of prior NCS results.
Comparison to prior (non-NCS) results	\$1,750	Tables include comparisons to previous years' service evaluation ratings in jurisdiction – up to three previous years.
Expanded mailing	\$7,100	Survey is mailed to 3,000 residents instead of 1,200.

# The XYZ of ABC 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in ABC:**

	Excellent	Good	Fair	Poor	Don't know
ABC as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
ABC as a place to raise children .....	1	2	3	4	5
ABC as a place to work .....	1	2	3	4	5
ABC as a place to retire .....	1	2	3	4	5
The overall quality of life in ABC .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to ABC as a whole:**

	Excellent	Good	Fair	Poor	Don't know
Sense of community .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of ABC .....	1	2	3	4	5
Cleanliness of ABC .....	1	2	3	4	5
Overall quality of new development in ABC .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in ABC .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Ease of car travel in ABC .....	1	2	3	4	5
Ease of bus travel in ABC .....	1	2	3	4	5
Ease of rail or subway travel in ABC .....	1	2	3	4	5
Ease of bicycle travel in ABC .....	1	2	3	4	5
Ease of walking in ABC .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets .....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Quality of overall natural environment in ABC .....	1	2	3	4	5
Overall image or reputation of ABC .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in ABC over the past 2 years:**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.) .....	1	2	3	4	5	6
Jobs growth .....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in ABC?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in ABC:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In ABC's downtown area during the day.....	1	2	3	4	5	6
In ABC's downtown area after dark.....	1	2	3	4	5	6

7. During the past 12 months, were you or anyone in your household the victim of any crime?  
 No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?  
 No     Yes     Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in ABC?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used ABC public libraries or their services .....	1	2	3	4	5
Used ABC recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or XYZ park .....	1	2	3	4	5
Ridden a local bus within ABC .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other XYZ-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read ABC Newsletter.....	1	2	3	4	5
Visited the XYZ of ABC Web site (at www. .com).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in ABC.....	1	2	3	4	5
Participated in religious or spiritual activities in ABC .....	1	2	3	4	5
Participated in a club or civic group in ABC.....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?  
 Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The XYZ of ABC 2012 Citizen Survey

## 11. Please rate the quality of each of the following services in ABC:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
XYZ parks .....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

## 12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The XYZ of ABC .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
CCC County Government.....	1	2	3	4	5



# The XYZ of ABC 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in ABC?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both question D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years             55-64 years
- 25-34 years             65-74 years
- 35-44 years             75 years or older
- 45-54 years

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502