

THE NCSTM
The National Citizen SurveyTM

Franklin, TN

Trends over Time

2019



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the City of Franklin to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Franklin represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2016 and 2019 surveys, otherwise the comparisons between 2016 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Franklin for 2019 generally remained stable. Of the 134 items for which comparisons were available, 111 items were rated similarly in 2016 and 2019, two items showed a decrease in ratings and 21 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, ratings for 11 aspects increased from 2016 to 2019. Most of the improved ratings were concentrated in the facets of Mobility and Recreation and Wellness. Among the ratings that increased in these facets were traffic flow, overall ease of travel, availability of paths and walking trails and recreational and fitness opportunities. Other areas of Community Characteristics where improvements were seen in 2019 included employment opportunities and the availability of affordable child care/preschool. Assessments of public parking decreased from 2016 to 2019.
- In Governance, evaluations for a total of seven aspects improved from 2016 to 2019. Ratings for four items related to Mobility increased: snow removal, sidewalk maintenance, traffic signal timing and bus or transit services. Improvements were also seen for recycling services, public information services and services provided by the Federal Government. Evaluations of street repair declined.
- From 2016 to 2019, levels of participation reported by Franklin residents tended to remain stable. An increased proportion of residents reported they had voted in local elections; campaigned for an issue, cause or candidate; or believed that the economy would have a positive impact on their income.

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Table 1: Community Characteristics General

| | Percent rating positively (e.g., excellent/good) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|-------------------------|--|------|------------------------------|-------------------------|-------------|
| | 2016 | 2019 | | 2016 | 2019 |
| Overall quality of life | 97% | 97% | Similar | Higher | Much higher |
| Overall image | 97% | 96% | Similar | Much higher | Much higher |
| Place to live | 97% | 98% | Similar | Higher | Higher |
| Neighborhood | 93% | 94% | Similar | Higher | Higher |
| Place to raise children | 97% | 97% | Similar | Higher | Much higher |
| Place to retire | 86% | 84% | Similar | Higher | Higher |
| Overall appearance | 95% | 96% | Similar | Higher | Much higher |

Table 2: Community Characteristics by Facet

| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|---------------------|----------------------------------|--|------|------------------------------|-------------------------|-------------|
| | | 2016 | 2019 | | 2016 | 2019 |
| Safety | Overall feeling of safety | 97% | 95% | Similar | Higher | Higher |
| | Safe in neighborhood | 98% | 97% | Similar | Similar | Similar |
| | Safe downtown/commercial area | 97% | 97% | Similar | Similar | Similar |
| Mobility | Overall ease of travel | 59% | 65% | Higher | Similar | Similar |
| | Paths and walking trails | 59% | 67% | Higher | Similar | Similar |
| | Ease of walking | 58% | 67% | Higher | Similar | Similar |
| | Travel by bicycle | 36% | 36% | Similar | Lower | Lower |
| | Travel by public transportation | 23% | 29% | Higher | Lower | Similar |
| | Travel by car | 48% | 56% | Higher | Lower | Similar |
| | Public parking | 53% | 47% | Lower | Similar | Similar |
| | Traffic flow | 26% | 37% | Higher | Lower | Similar |
| | | | | | | |
| Natural Environment | Overall natural environment | 88% | 88% | Similar | Similar | Similar |
| | Cleanliness | 94% | 92% | Similar | Higher | Higher |
| | Air quality | 87% | 89% | Similar | Similar | Similar |
| Built Environment | Overall built environment | 77% | 80% | Similar | Similar | Higher |
| | New development in Franklin | 78% | 78% | Similar | Higher | Higher |
| | Affordable quality housing | 28% | 24% | Similar | Lower | Lower |
| | Housing options | 48% | 49% | Similar | Similar | Similar |
| | Public places | 88% | 88% | Similar | Higher | Higher |
| Economy | Overall economic health | 94% | 94% | Similar | Much higher | Much higher |
| | Vibrant downtown/commercial area | 89% | 93% | Similar | Much higher | Much higher |
| | Business and services | 88% | 92% | Similar | Higher | Higher |
| | Cost of living | 41% | 39% | Similar | Similar | Similar |

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| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|--------------------------|---|--|------|------------------------------|-------------------------|-------------|
| | | 2016 | 2019 | | 2016 | 2019 |
| | Shopping opportunities | 93% | 93% | Similar | Much higher | Much higher |
| | Employment opportunities | 76% | 83% | Higher | Much higher | Much higher |
| | Place to visit | 92% | 94% | Similar | Much higher | Much higher |
| | Place to work | 90% | 93% | Similar | Much higher | Much higher |
| Recreation and Wellness | Health and wellness | 84% | 90% | Higher | Higher | Higher |
| | Mental health care | 68% | 67% | Similar | Higher | Higher |
| | Preventive health services | 81% | 82% | Similar | Higher | Higher |
| | Health care | 77% | 80% | Similar | Higher | Higher |
| | Food | 77% | 81% | Similar | Similar | Higher |
| | Recreational opportunities | 77% | 84% | Higher | Similar | Higher |
| | Fitness opportunities | 77% | 83% | Higher | Similar | Higher |
| | Education and enrichment opportunities | 87% | 90% | Similar | Higher | Higher |
| Education and Enrichment | Religious or spiritual events and activities | 90% | 94% | Similar | Higher | Higher |
| | Cultural/arts/music activities | 79% | 83% | Similar | Higher | Higher |
| | Adult education | 65% | 69% | Similar | Similar | Similar |
| | K-12 education | 92% | 93% | Similar | Higher | Much higher |
| | Child care/preschool | 60% | 66% | Higher | Similar | Higher |
| | Social events and activities | 86% | 85% | Similar | Higher | Higher |
| Community Engagement | Neighborliness | 76% | 81% | Similar | Higher | Higher |
| | Openness and acceptance | 62% | 65% | Similar | Similar | Similar |
| | Opportunities to participate in community matters | 76% | 80% | Similar | Similar | Higher |
| | Opportunities to volunteer | 86% | 85% | Similar | Higher | Higher |

Table 3: Governance General

| | Percent rating positively (e.g., excellent/good) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|----------------------------------|--|------|------------------------------|-------------------------|--------|
| | 2016 | 2019 | | 2016 | 2019 |
| Services provided by Franklin | 93% | 93% | Similar | Higher | Higher |
| Customer service | 90% | 91% | Similar | Similar | Higher |
| Value of services for taxes paid | 77% | 76% | Similar | Higher | Higher |
| Overall direction | 73% | 74% | Similar | Similar | Higher |
| Welcoming citizen involvement | 71% | 75% | Similar | Higher | Higher |
| Confidence in City government | 76% | 75% | Similar | Higher | Higher |

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| | Percent rating positively (e.g., excellent/good) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|---|--|------|------------------------------|-------------------------|---------|
| | 2016 | 2019 | | 2016 | 2019 |
| Acting in the best interest of Franklin | 73% | 75% | Similar | Higher | Higher |
| Being honest | 74% | 78% | Similar | Higher | Higher |
| Treating all residents fairly | 72% | 76% | Similar | Higher | Higher |
| Services provided by the Federal Government | 44% | 53% | Higher | Similar | Similar |

Table 4: Governance by Facet

| | | Percent rating positively (e.g., excellent/good) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|-------------------------|-------------------------------|--|------|------------------------------|-------------------------|-------------|
| | | 2016 | 2019 | | 2016 | 2019 |
| Safety | Police | 96% | 92% | Similar | Higher | Higher |
| | Fire | 99% | 97% | Similar | Similar | Higher |
| | Ambulance/EMS | 98% | 95% | Similar | Similar | Similar |
| | Crime prevention | 92% | 89% | Similar | Higher | Higher |
| | Fire prevention | 91% | 92% | Similar | Higher | Higher |
| | Animal control | 79% | 84% | Similar | Similar | Higher |
| | Emergency preparedness | 77% | 79% | Similar | Similar | Higher |
| Mobility | Traffic enforcement | 77% | 75% | Similar | Similar | Similar |
| | Street repair | 62% | 57% | Lower | Higher | Similar |
| | Street cleaning | 81% | 78% | Similar | Higher | Higher |
| | Street lighting | 74% | 75% | Similar | Higher | Higher |
| | Snow removal | 57% | 71% | Higher | Similar | Similar |
| | Sidewalk maintenance | 71% | 77% | Higher | Higher | Higher |
| | Traffic signal timing | 51% | 56% | Higher | Similar | Similar |
| Natural Environment | Bus or transit services | 42% | 54% | Higher | Similar | Similar |
| | Garbage collection | 91% | 90% | Similar | Similar | Similar |
| | Recycling | 76% | 82% | Higher | Similar | Similar |
| | Yard waste pick-up | 86% | 87% | Similar | Similar | Higher |
| | Drinking water | 73% | 76% | Similar | Similar | Similar |
| | Natural areas preservation | 67% | 68% | Similar | Similar | Similar |
| | Open space | 70% | 71% | Similar | Similar | Similar |
| Built Environment | Storm drainage | 80% | 78% | Similar | Higher | Higher |
| | Sewer services | 88% | 88% | Similar | Similar | Higher |
| | Power utility | 88% | 89% | Similar | Similar | Similar |
| | Utility billing | 80% | 80% | Similar | Similar | Similar |
| | Land use, planning and zoning | 59% | 61% | Similar | Similar | Similar |
| | Code enforcement | 73% | 74% | Similar | Higher | Higher |
| | Cable television | 54% | 58% | Similar | Similar | Similar |
| Economy | Economic development | 82% | 84% | Similar | Much higher | Much higher |
| Recreation and Wellness | City parks | 91% | 93% | Similar | Similar | Higher |

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| | | Percent rating positively (e.g., excellent/good) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|--------------------------|---------------------|--|------|------------------------------|-------------------------|---------|
| | | 2016 | 2019 | | 2016 | 2019 |
| | Recreation programs | 85% | 87% | Similar | Similar | Higher |
| | Recreation centers | 84% | 87% | Similar | Higher | Higher |
| | Health services | 88% | 88% | Similar | Higher | Higher |
| Education and Enrichment | Special events | 87% | 85% | Similar | Higher | Higher |
| | Public libraries | 93% | 93% | Similar | Similar | Similar |
| Community Engagement | Public information | 79% | 86% | Higher | Similar | Higher |

Table 5: Participation General

| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|------------------------------|--|---|------|------------------------------|-------------------------|---------|
| | | 2016 | 2019 | | 2016 | 2019 |
| Sense of community | | 82% | 84% | Similar | Higher | Higher |
| Recommend Franklin | | 93% | 96% | Similar | Similar | Higher |
| Remain in Franklin | | 89% | 91% | Similar | Similar | Similar |
| Contacted Franklin employees | | 37% | 37% | Similar | Similar | Similar |

Table 6: Participation by Facet

| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|-------------------------|---|---|------|------------------------------|-------------------------|---------|
| | | 2016 | 2019 | | 2016 | 2019 |
| Safety | Stocked supplies for an emergency | 27% | 27% | Similar | Similar | Lower |
| | Did NOT report a crime | 87% | 88% | Similar | Higher | Higher |
| | Was NOT the victim of a crime | 95% | 94% | Similar | Similar | Similar |
| Mobility | Used public transportation instead of driving | 6% | 8% | Similar | Much lower | Lower |
| | Carpooled instead of driving alone | 45% | 42% | Similar | Similar | Similar |
| | Walked or biked instead of driving | 45% | 44% | Similar | Lower | Lower |
| Natural Environment | Conserved water | 74% | 71% | Similar | Similar | Lower |
| | Made home more energy efficient | 70% | 71% | Similar | Similar | Similar |
| | Recycled at home | 76% | 81% | Similar | Similar | Similar |
| Built Environment | Did NOT observe a code violation | 69% | 73% | Similar | Higher | Higher |
| | NOT under housing cost stress | 73% | 72% | Similar | Similar | Similar |
| Economy | Purchased goods or services in Franklin | 98% | 99% | Similar | Similar | Similar |
| | Economy will have positive impact on income | 35% | 52% | Higher | Similar | Higher |
| | Work in Franklin | 50% | 52% | Similar | Similar | Similar |
| Recreation and Wellness | Used Franklin recreation centers | 63% | 64% | Similar | Similar | Similar |
| | Visited a City park | 89% | 87% | Similar | Similar | Similar |
| | Ate 5 portions of fruits and vegetables | 88% | 86% | Similar | Similar | Similar |

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| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | 2019 rating compared to 2016 | Comparison to benchmark | |
|--------------------------|--|---|------|------------------------------|-------------------------|---------|
| | | 2016 | 2019 | | 2016 | 2019 |
| | Participated in moderate or vigorous physical activity | 89% | 90% | Similar | Similar | Similar |
| | In very good to excellent health | 75% | 72% | Similar | Similar | Similar |
| | Used Franklin public libraries | 58% | 60% | Similar | Similar | Similar |
| Education and Enrichment | Participated in religious or spiritual activities | 65% | 62% | Similar | Higher | Higher |
| | Attended a City-sponsored event | 70% | 71% | Similar | Higher | Higher |
| Community Engagement | Campaigned for an issue, cause or candidate | 20% | 26% | Higher | Similar | Similar |
| | Contacted Franklin elected officials | 17% | 19% | Similar | Similar | Similar |
| | Volunteered | 48% | 49% | Similar | Similar | Similar |
| | Participated in a club | 27% | 32% | Similar | Similar | Similar |
| | Talked to or visited with neighbors | 93% | 90% | Similar | Similar | Similar |
| | Done a favor for a neighbor | 85% | 84% | Similar | Similar | Similar |
| | Attended a local public meeting | 23% | 25% | Similar | Similar | Similar |
| | Watched a local public meeting | 23% | 21% | Similar | Similar | Similar |
| | Read or watched local news | 85% | 82% | Similar | Similar | Similar |
| | Voted in local elections | 83% | 88% | Higher | Similar | Similar |