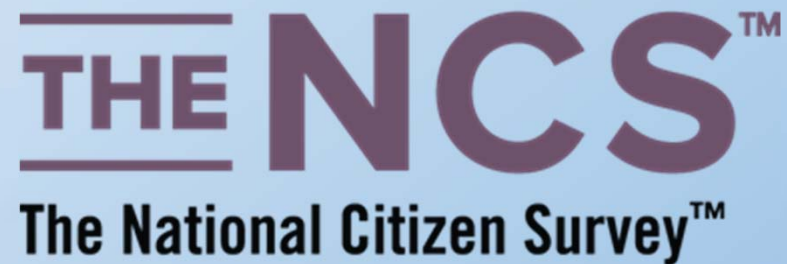




*City of Franklin, Tennessee*  
**Citizen Survey**

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# 2019 Franklin Citizen Survey Results



May 28, 2019



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Outline**

- **Survey Methodology**
- **Survey Results**
- **Survey Comparables**
  - **FranklinForward** Questions
  - **2012 ACS Survey & 2016 Citizens Survey**
  - **National & Custom Benchmarks**
- **Next Steps**



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Survey Methodology**

**There are seven (7) Report Documents**

- **Community Livability Report**
- **Dashboard Summary of Findings**
- **Trends Over Time**
- **Demographic Subgroup Comparisons**
- **Supplemental Web Results**
- **Report of Open-ended Questions**
- **Technical Appendices**

**All reports and this presentation are available on our website:**

**<https://www.franklinton.gov/government/departments-and-finance-administration/the-national-citizen-survey/-fsiteid-1>**



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **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 2,800 selected households received three mailings, one week apart, beginning on February 5, 2019.
  - 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 eight weeks.



## *City of Franklin, Tennessee*

### **Citizen Survey**

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## **Survey Methodology**

**- About 4% of the 2,800 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 2,702 households that received the survey, 792 completed the survey, providing an *overall response rate of 29%*. Of the 792 completed surveys, 135 were completed online. The national average is around 26%.**

**- In addition, we also opened the survey up online March 12, 2019 for three weeks. This was open to all individuals City-wide. 1,598 surveys were received.**

**- All results shown herein are based on the formal, scientifically valid survey.**



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **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.**



# City of Franklin, Tennessee

## Citizen Survey

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## Survey Methodology

### The Eight Facets of Livable Communities





# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **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







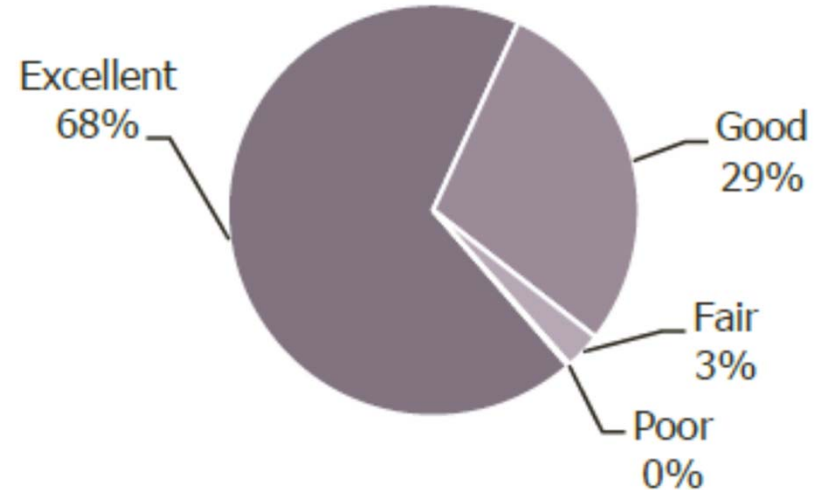
# City of Franklin, Tennessee Citizen Survey

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## 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).
- Rating actually improved since 2016 – now **68% rate the Quality of Life in Franklin as excellent**
- In fact, compared to national benchmarks (and over 600 other cities participate in this survey), **Franklin ranks 3<sup>rd</sup> in the nation for quality of life.**

Overall Quality of Life





# City of Franklin, Tennessee Citizen Survey

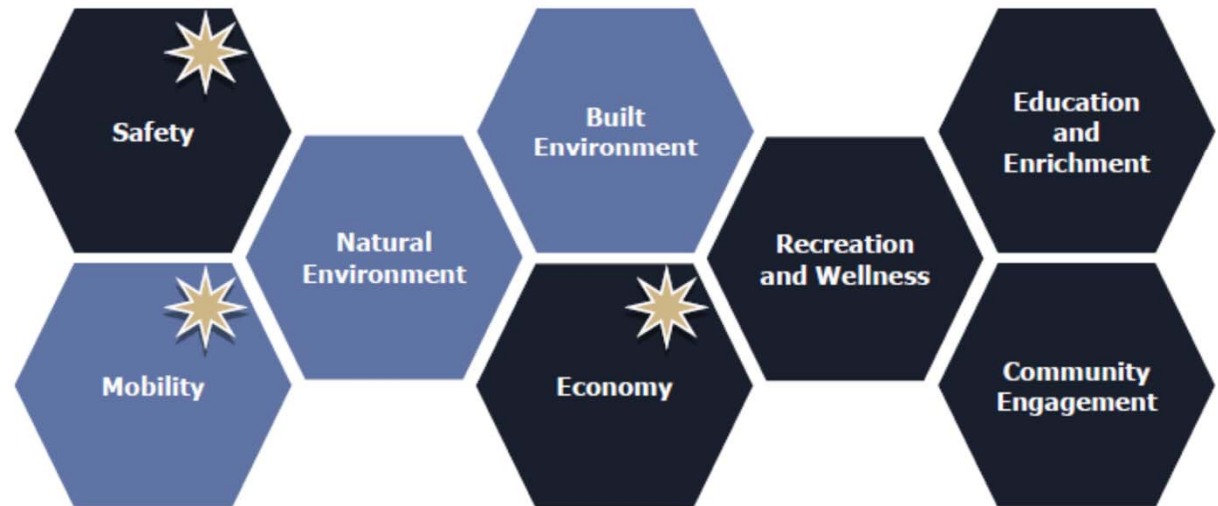
## Survey Results

- To the right are the eight facets of community. The City performed similar or above national benchmarks in every one of the eight facets; and most were rated higher or much higher.

- Residents identified Economy, Mobility and Safety 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

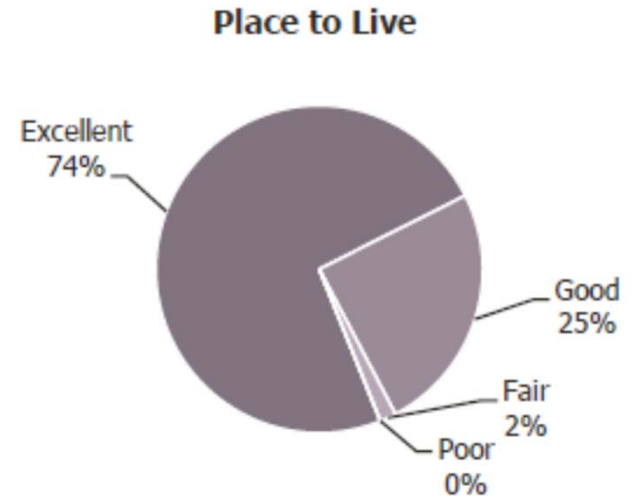




# City of Franklin, Tennessee Citizen Survey

## Survey Results

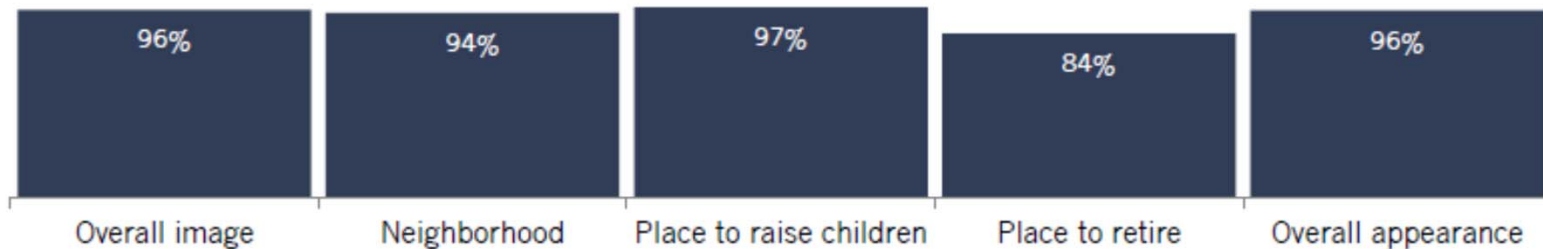
- Community Characteristics, the first pillar, indicates that **99% of residents rate Franklin as Excellent/Good as a Place to Live.**
- Ratings are **much** higher than quality of life ratings in other communities and than they were in 2016 (see Appendix B).
- Compared to national benchmarks, **Franklin ranks 6<sup>th</sup> in the nation for a place to live and 1<sup>st</sup> in the nation for overall image and reputation!**



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



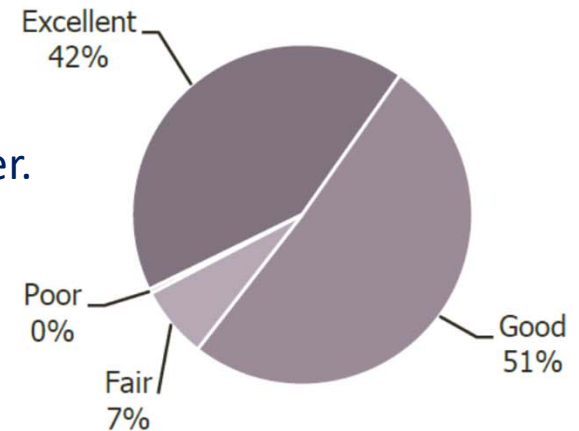


# City of Franklin, Tennessee Citizen Survey

## Survey Results

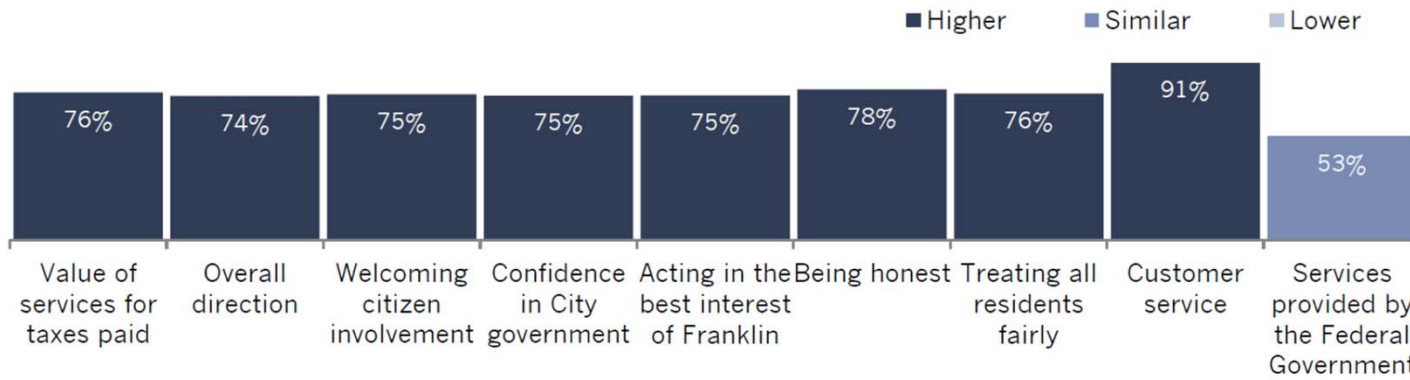
- Governance, the second pillar, indicates that **93% of residents rate the overall quality of City Services as Excellent/Good**. This is similar to where it was in 2016, but just like overall scores, the number ranking excellent is higher.
- Services provided by the City were rated by citizens as mostly higher than comparative benchmarks.
- **Franklin ranks 11<sup>th</sup> in the nation for Overall Confidence in City Government and 6<sup>th</sup> in services provided** compared to other cities/jurisdictions.

Overall Quality of City Services



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

Comparison to national benchmark



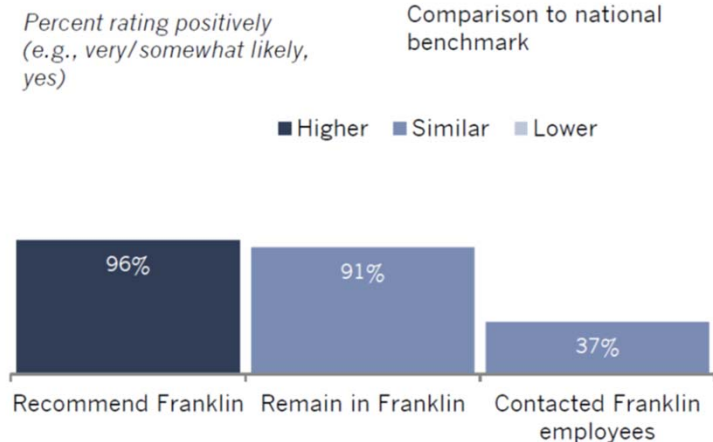
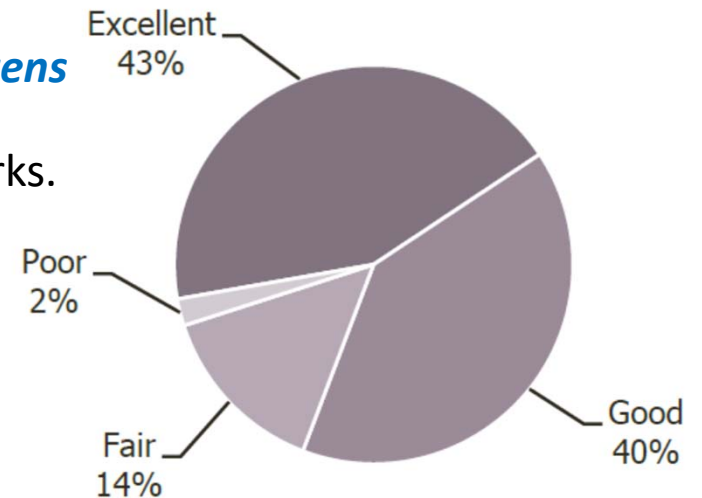


# City of Franklin, Tennessee Citizen Survey

## Survey Results

- Participation, the third pillar, indicates that **83% 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:
  - 88% of residents indicated they had not reported a crime and 94% 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**



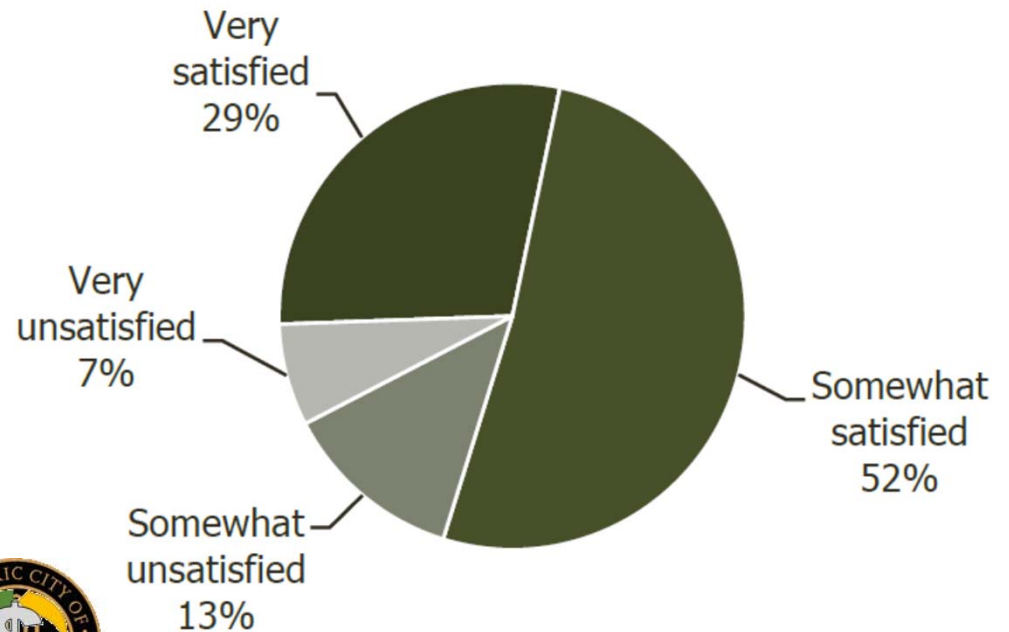


# City of Franklin, Tennessee

## 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.
- **80% rated their satisfaction of the City's management of growth as either Very or Somewhat Satisfied.** This is lower than 2016 (84%).
- 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: **38%** used their response to the open-ended question to mention Growth/Crowding – the most frequent written response and double the next issue mentioned (Housing). And it is worthy of noting that the minority of those who said they were very unsatisfied grew seven-fold over the last 2 ½ years from 1% to 7%.

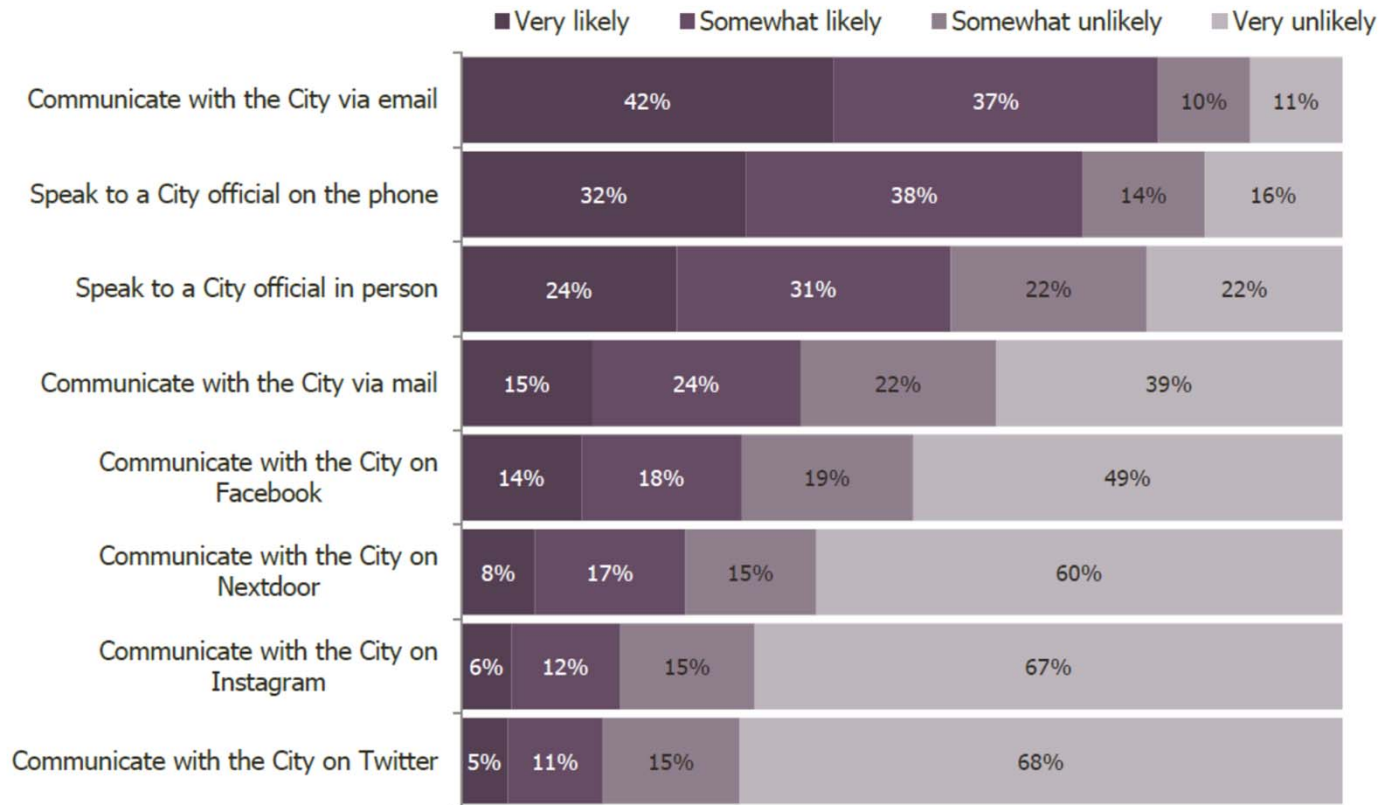




# City of Franklin, Tennessee Citizen Survey

## Survey Results

- The second non-standard question asked was to determine the what methods citizens preferred in using to communicate with the City:



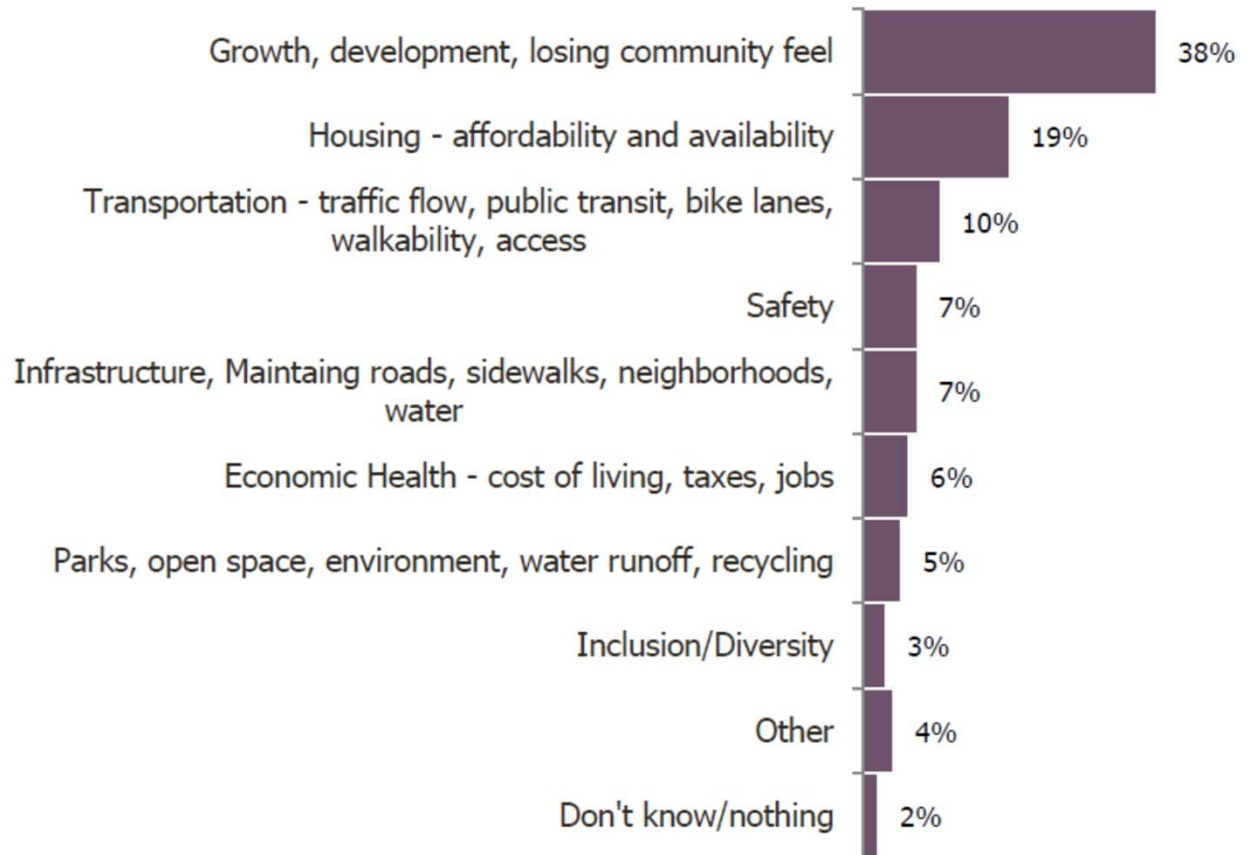


# City of Franklin, Tennessee

## 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, Housing, and Transportation were the leading responses, although the first two – Growth and Housing – took over ½ of all responses.







# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Survey Comparables – 2012 vs. 2016 vs. 2019**

The first Citizens Survey this decade 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%**      **2016 – 73%**       **2019 – 75%** 

**How would you describe the overall Quality of Life in the City?**

**2012 – 94% Positive**      **2016 – 97% Positive**       **2019 - 97% Positive -**

**How would you rate the job being done by the City Government?**

**2012 – 83% Positive**      **2016 – 89% Positive**       **2019 – 93% Positive** 



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Survey Comparables – 2012 vs. 2016 vs. 2019**

Percent of Franklin residents rating the following issues Excellent:

	2012 Meyers/ACS Survey	2016 NCS Survey	2019 NCS Survey
Neighborliness	20%	<b>27%</b>	<b>32%</b>
Economic Opportunity/Jobs	8%	<b>19%</b>	<b>37%</b>
Shopping	8%	<b>50%</b>	<b>58%</b>



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### Survey Comparables – 2012 vs. 2016 vs. 2019

Percent of Franklin residents rating the following issues Poor:

	2012 Meyers/ACS Survey	2016 NCS Survey	2019 NCS Survey
Cost of Living	15%	<b>20%</b>	<b>20%</b>
Affordable Housing	11%	<b>35%</b>	<b>42%</b>
Transportation/ Traffic	16%	<b>29%</b>	<b>23%</b>
Level of Diversity	8%	<b>9%</b>	<b>10%</b>



# City of Franklin, Tennessee

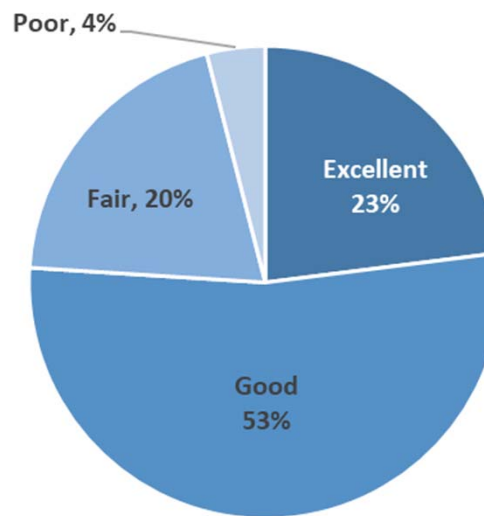
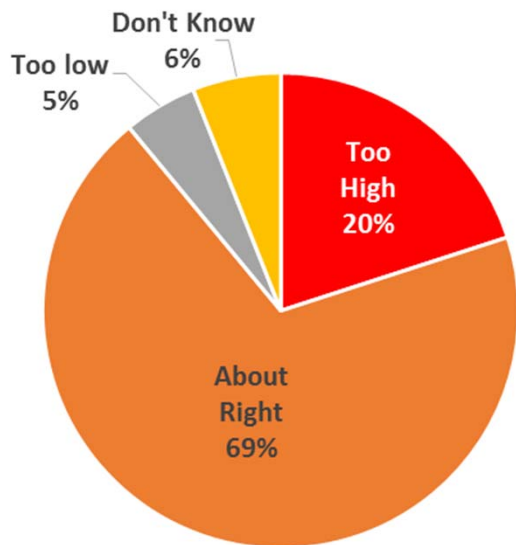
## Citizen Survey

### Survey Comparables – 2012 vs. 2016 vs. 2019

Taxes: The surveys asked 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 & 2019: “Please rate the following categories of Franklin government performance: The value of services for the taxes paid to Franklin”

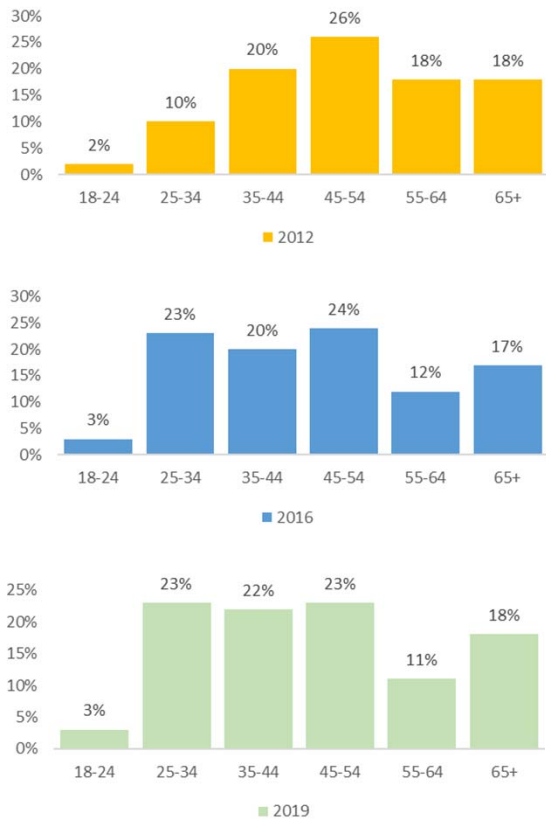




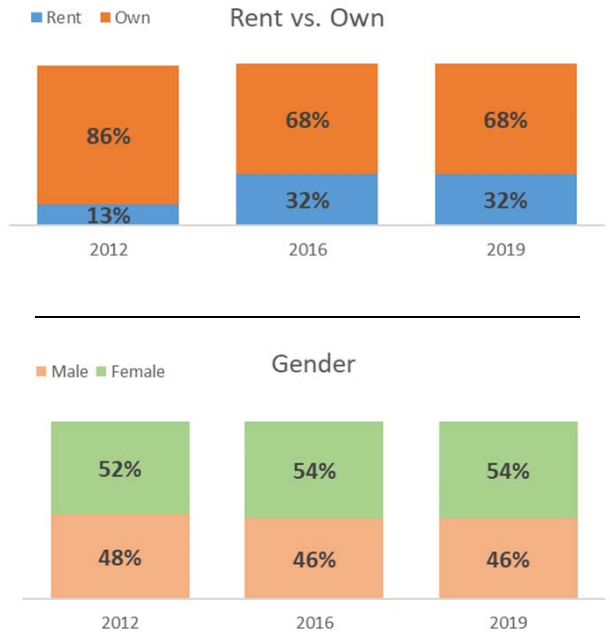
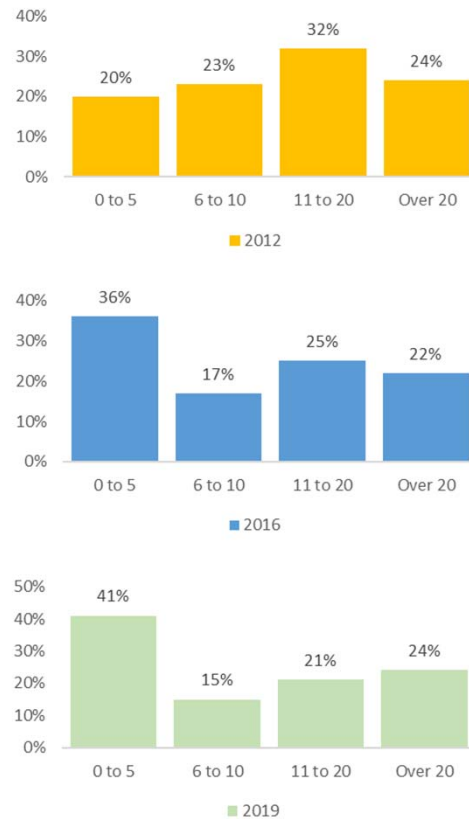
# City of Franklin, Tennessee Citizen Survey

## Survey Comparables – 2012 vs. 2016 vs. 2019

### Age



### Years Lived in Franklin





# *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 600 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*

## **Citizen Survey**

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### **Survey Comparables:**

### **Notable National Benchmark Comparisons Rankings:**

The City of Franklin was much higher (Top 3) than other cities in:

Category	National Rank
The overall quality of life in Franklin	3 <sup>rd</sup>
Overall image or reputation of Franklin	1 <sup>st</sup>
Franklin as a place to raise children	2 <sup>nd</sup>
Overall economic health of Franklin	1 <sup>st</sup>
Vibrant downtown/commercial area	1 <sup>st</sup>
Overall quality of business and service establishments	3 <sup>rd</sup>
Employment Opportunities	1 <sup>st</sup>
Franklin as a place to work	1 <sup>st</sup>
Opportunities to participate in religious or spiritual events and activities	2 <sup>nd</sup>
Economic Development	3 <sup>rd</sup>



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Survey Comparables:**

#### **Notable National Benchmark Comparisons Rankings:**

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

<b>Category</b>	<b>National Rank</b>
Availability of affordable quality housing	242 <sup>nd</sup>
Ease of travel by bicycle	238 <sup>th</sup>
Residents who stocked supplies in preparation for an emergency	168 <sup>th</sup>
Residents who use bus, rail, subway or other public transportation	159 <sup>th</sup>
Walked or biked instead of driving	200 <sup>th</sup>
Made efforts to conserve water	217 <sup>th</sup>





# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Survey Comparables:**

Notable 50,000-80,000 Comparisons Rankings:

***Ranked 1<sup>st</sup>:*** when compared to Mid-Sized Cities in the following criterion:

- Overall quality of life in Franklin
- Overall image or reputation of Franklin
- Franklin as a place to live
- Franklin as a place to raise children
- Overall appearance of Franklin
- Public places where people want to spend time
- Overall economic health of Franklin
- Vibrant downtown/commercial area
- Employment opportunities
- Franklin as a place to visit
- Franklin as a place to work



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Survey Comparables:**

Notable 50,000-80,000 Comparisons Rankings:

***Ranked 1<sup>st</sup>:*** when compared to Mid-Sized Cities in the following criterion:

- Opportunities to participate in religious or spiritual events and activities
- Opportunities to participate in social events and activities
- Neighborliness of Franklin
- Opportunities to participate in community matters
- Value of services for the taxes paid to Franklin
- Economic Development
- City-sponsored special events



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Next Steps *(completed)***

- ***Integrated findings into FY 2020 Budget***
- ***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***
- Present to BOMA
- Integrated findings into the City's Open Performance Website
- Encourage citizens to review the detailed reports, and take citizen survey findings into account when allocating resources during current and future Budget processes.
- Plan to engage Franklin residents again with another survey in two years (2021/ FY 2022).