



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

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# 2022 Franklin Citizen Survey Results



February 28, 2023



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Outline**

- **Survey Methodology**
- **Survey Results**
- **Survey Comparables**
  - **FranklinForward** Questions
  - **2016 & 2019 Citizens Survey Comparisons**
  - **National & Custom Benchmarks**
- **Next Steps**



# *City of Franklin, Tennessee*

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### **Survey Methodology**

- The survey was conducted in two ways – a scientifically valid survey of randomly selected residents and an open web-based survey.
- The scientifically valid survey consisted of 2,800 randomly selected households received three mailings, one week apart, beginning on October 24, 2022.
  - First mailing was a pre-notification postcard announcing the survey.
  - Second mailing contained a letter from the Mayor and City Administrator 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.



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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 2,700 households that received the survey, 448 completed the survey, providing an *overall response rate of 17%*. This is a lower response rate than 2016 (37%) and 2019 (29%). The national average is around 26%.**
- **In addition, we also opened the survey up online November 28, 2022 for two weeks. This was open to all individuals City-wide. 217 surveys were received. This was also lower than 2019.**
- **All results shown herein are based on the formal, scientifically valid survey.**



# *City of Franklin, Tennessee*

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### **Survey Methodology**

- **The National Community 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 POLCO/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 have found there are ten (10) central facets of a community:**



# City of Franklin, Tennessee

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### Survey Methodology

- **Economy**
- **Mobility**
- **Community Design**
- **Utilities**
- **Safety**
- **Natural Environment**
- **Parks and Recreation**
- **Health and Wellness**
- **Education, Arts, and Culture**
- **Inclusivity and Engagement**





# *City of Franklin, Tennessee*

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### **Survey Results – Key Takeaways (pg. 6)**

- Residents appreciate many aspects of the City's leadership and governance.
- Many aspects of Franklin's community design receive positive reviews, but residents identify some areas of opportunity for the City.
- Franklin's Economy is strong, but poses challenges to community livability. *(survey identified short-term economic concerns)*
- Franklin's educational and cultural opportunities are a valued aspect of community livability, leading to a high quality of life.



# City of Franklin, Tennessee

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## Survey Results

### Overall: Quality of Life

- Almost all residents rated the quality of life in Franklin as excellent or good – **97% combined** – this has been consistent in all three surveys 2016-2022.
- Rating is higher than quality of life ratings seen in other cities.
- In fact, compared to national benchmarks (and over 600 other cities participate in this survey), Franklin ranks **7th in the nation** for quality of life.

The overall quality of life in Franklin, 2022



### Overall: Governance

- Over two-thirds of respondents rated their confidence in Franklin government as excellent or good (68%). This is down from 2019.
- Rating is higher than national benchmarks.
- The City ranks higher than national benchmarks in overall customer service provided by City employees (89%), value of services for the taxes paid, the job Franklin government does at welcoming resident involvement and generally acting in the best interest of the community, though all measures have decreased since 2019.

Overall confidence in Franklin government, 2022







# City of Franklin, Tennessee

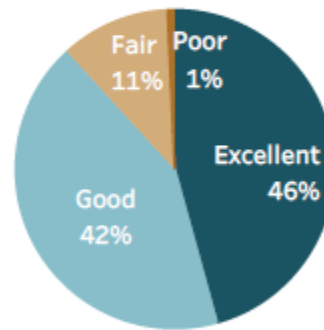
## Citizen Survey

### Survey Results

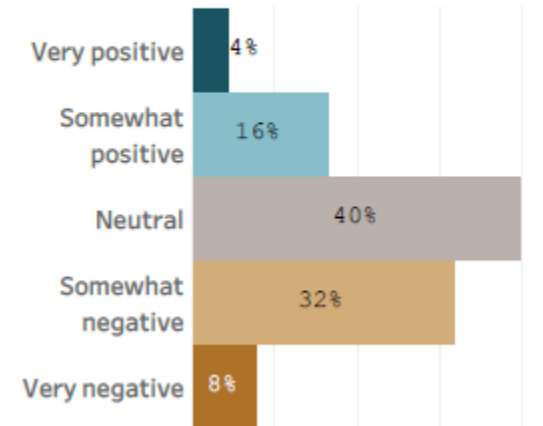
#### Facet: Economy

- The perception of the overall strength of Franklin’s economy remains strong, though current conditions are weighing on respondent’s minds.
- Franklin remains much higher than national benchmarks as a place to work (**5<sup>th</sup> nationally**), as a place to visit, the variety of business and service establishments (**5<sup>th</sup> nationally**), the vibrancy of the downtown/ commercial area (**2<sup>nd</sup> nationally**), employment opportunities (**2<sup>nd</sup> nationally**) and shopping opportunities.

Overall economic health of Franklin, 2022



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:





# City of Franklin, Tennessee

## Citizen Survey

## Survey Results

### Facet: Mobility

- Over two-thirds of respondents rated the overall quality of the transportation system in Franklin as excellent or good (69%).
- Ratings on mobility, with the exception of ease of travel by bicycle and public transportation usage are similar to other cities. Those categories are significantly lower than benchmarks.
- The City's provision of street cleaning and sidewalk maintenance were noted as higher than national benchmarks.

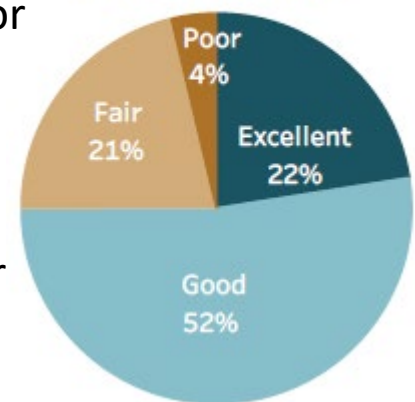
### Facet: Community Design

- Nearly three-fourths (74%) respondents rated the overall design or layout of residential and commercial areas as excellent or good. This is down from 2019.
- Respondents still rate their neighborhood as a place to live higher than national benchmarks (93% rating excellent/good) as well as rating overall appearance of the community much higher than national benchmarks (**7<sup>th</sup> nationally**)

Overall quality of the transportation system in Franklin, 2022



Overall design or layout of Franklin's residential and commercial areas, 2022





# City of Franklin, Tennessee

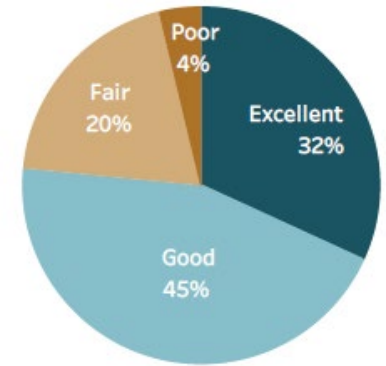
## Citizen Survey

### Survey Results

#### Facet: Utilities

- Over three-fourths of respondents rated the overall quality of the utility infrastructure as excellent or good (77%)
- Rating is similar than ratings seen in other cities.
- Other facets of utility services rated higher than national benchmarks included affordable high-speed internet access, the Power utility and utility billing.

Overall quality of the utility infrastructure in Franklin, 2022



#### Facet: Safety

- Franklin respondents continued to rate their overall feeling of safety incredibly highly – **95% of respondents** rated their feeling of safety as either excellent or good (same as 2019).
- Feeling of safety in your neighborhood during the day, and in the Downtown was even higher – **99% of respondents** rated their feeling of safety as either excellent or good in those areas.
- In fact in no provision of safety services did respondents rate below 84% excellent or good except for emergency preparedness.

Overall feeling of safety in Franklin, 2022





# City of Franklin, Tennessee

## Citizen Survey

### Survey Results

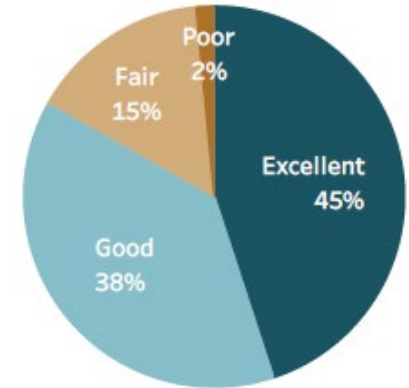
#### Facet: Natural Environment

- Over eight in ten respondents rated the overall quality of the natural environment in Franklin excellent/good (83%)
- Rating is similar to national benchmarks
- Of note cleanliness was rated higher.

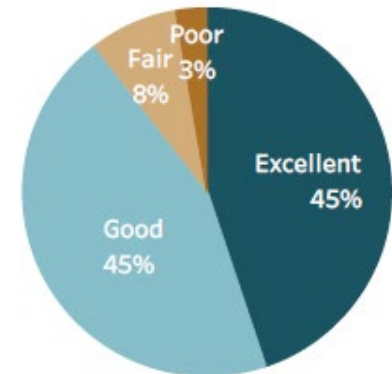
#### Facet: Parks and Recreation

- 9 in 10 respondents (90%) rated the overall quality of parks and recreation opportunities as excellent/good.
- Rating is similar to national benchmarks.

Overall quality of natural environment in Franklin, 2022



Overall quality of parks and recreation opportunities, 2022





# *City of Franklin, Tennessee*

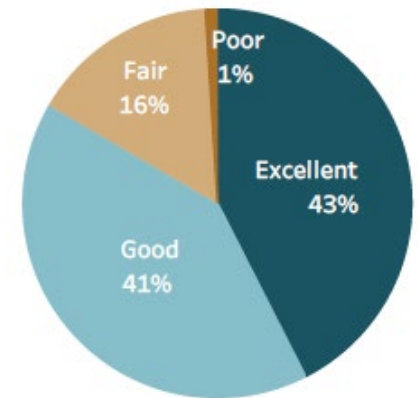
## Citizen Survey

## Survey Results

### Facet: Health and Wellness

- 84% of respondents rated overall health and wellness opportunities Franklin as excellent/good.
- Rating is higher than quality of life ratings seen in other cities.
- The availability of preventive health services and the quality of health services in Franklin were also rated higher than national benchmarks.
- Of note, though similar to national benchmarks was a marked drop in the availability of affordable quality mental health care (67% excellent/good in 2019 to only 51% excellent/good in 2022).

Overall health and wellness opportunities in Franklin, 2022





# City of Franklin, Tennessee

## Citizen Survey

### Survey Results

#### Facet: Education, arts and culture

- 83% of respondents rated the overall opportunities for education, culture and the arts as excellent/good.
- Rating is higher than quality of life ratings seen in other cities.
- Higher than national benchmarks as well were opportunities to attend cultural/arts/music activities, Community support for the arts, K-12 education, and opportunities to attend special events and festivals.

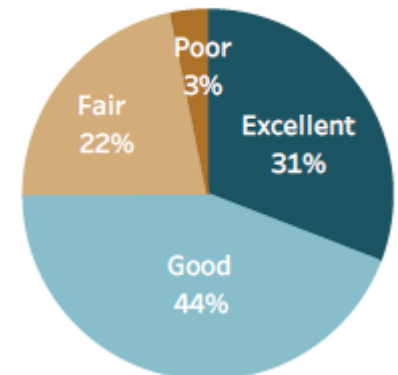
#### Facet: Inclusivity and engagement

- Three out of four respondents rated their connection and engagement with (75%).
- Rating is higher than national benchmarks.
- Franklin residents remained strong in their belief that the City is one of the best places in America to raise a child – 96% rated it excellent/good to do so (**7<sup>th</sup> nationally**)
- Respondents also rated Franklin higher than benchmarks as a place to retire, for sense of community, a sense of civic pride, for the neighborliness of residents, and for opportunities to participate in social events and activities, volunteering and to participate in community matters.

Overall opportunities for education, culture and the arts, 2022



Residents' connection and engagement with their community, 2022





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### **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”**.
- **76% rated their satisfaction of the City’s management of growth as either Very or Somewhat Satisfied.** This is lower than 2016 (84%) and 2019 (80%).
- 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: **31%** used their response to the open-ended question to mention Managed Growth/Development Crowding – the most frequent written response. The amount of very dissatisfied respondents held steady at 7% from 2019.







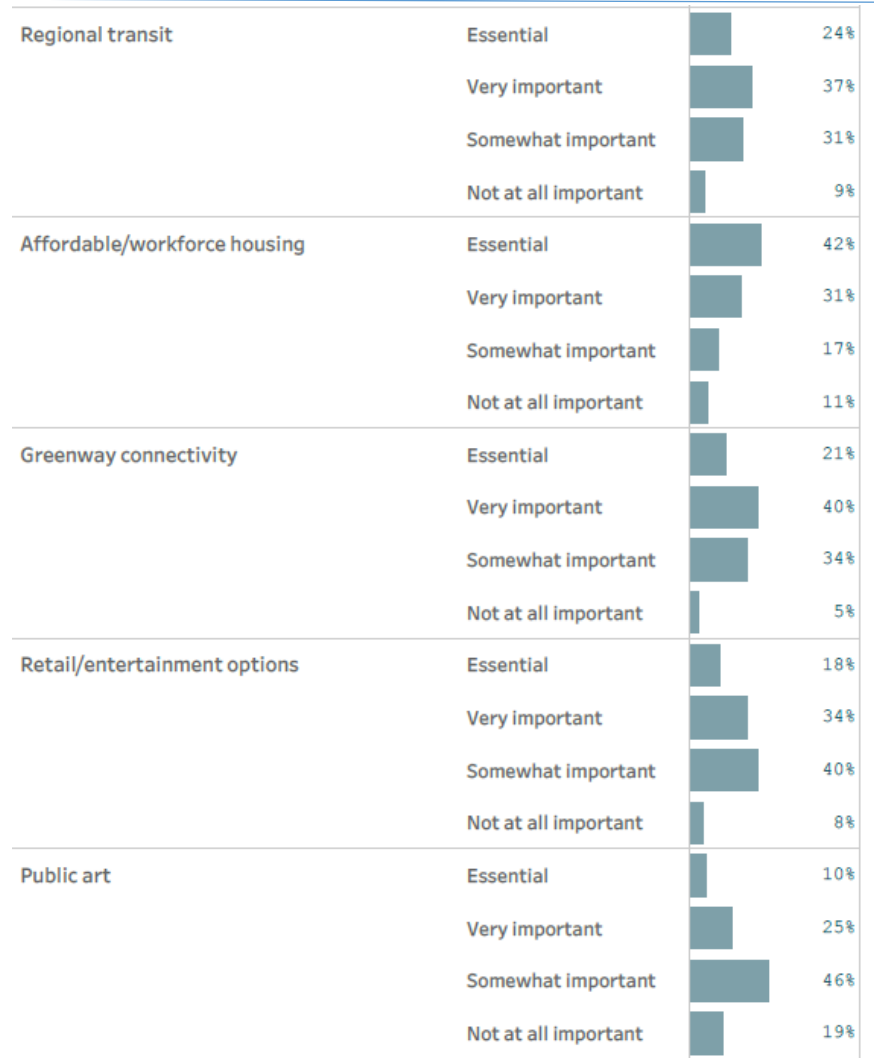
# City of Franklin, Tennessee

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### Survey Results

- The second non-standard question asked was **“Please rate how important, if at all, you think it is for the City to enhance each of the following services or amenities”**

- Of the five choices - Regional transit, Affordable/workforce housing, Greenway connectivity, Retail/ entertainment options and Public Art – The largest interest was in Affordable/workforce housing – with 73% of respondents saying it was essential or very important. Regional transit and Greenway connectivity were next at 61% each.







# City of Franklin, Tennessee

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### 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, accounting for nearly two-thirds (64%) of all open-ended responses.

Aside from transportation (traffic) related issues, what is the most important challenge or problem facing Franklin today?

Managing Growth/Development	31%
Affordable housing	22%
Infrastructure/Roads	11%
Cost of living/Affordability	10%
Diversity/Inclusiveness	7%
Schools/Education	6%
Natural Environment/Flooding	4%
Other	3%
N/A	2%
Crime/Police	2%
City services	1%

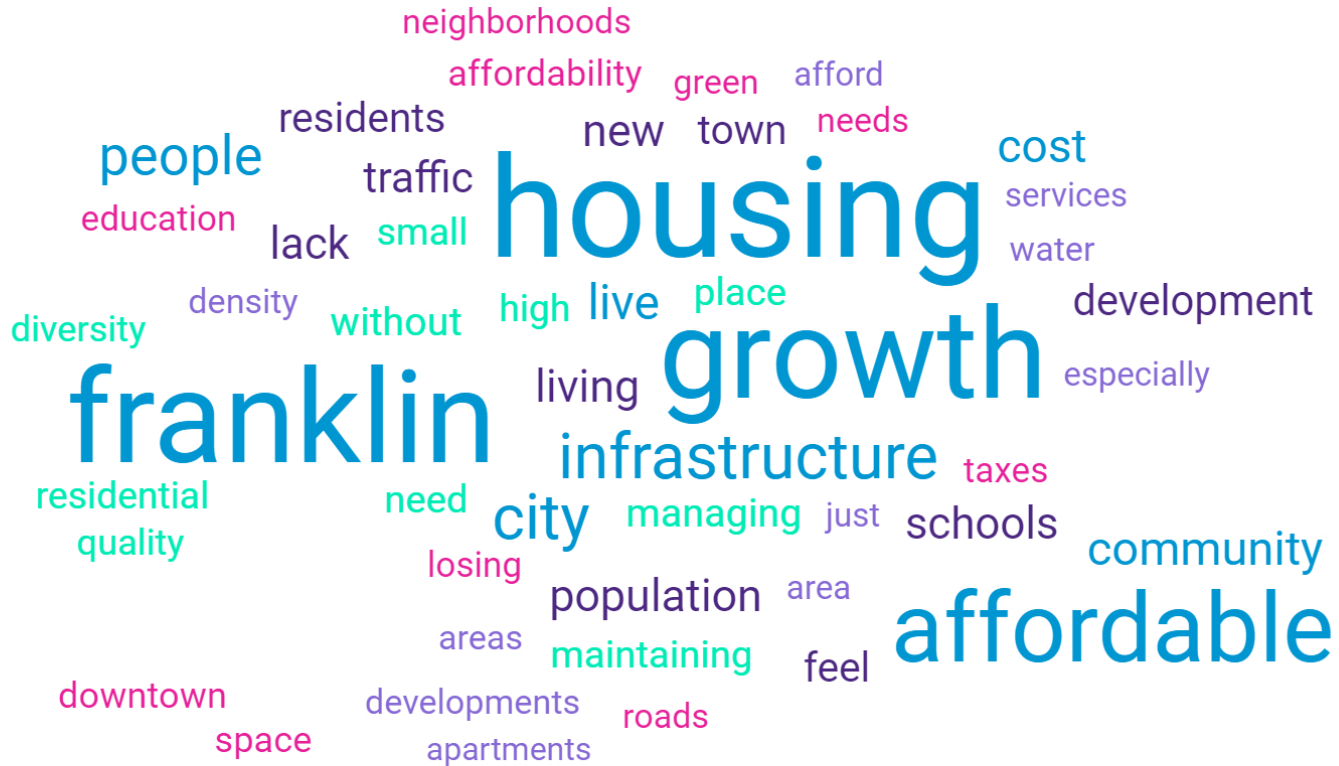


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**Survey Results**

Open-Ended Responses Word Cloud





# City of Franklin, Tennessee

## Citizen Survey

### Survey Comparables – 2012 vs. 2016 vs. 2019 vs. 2022

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:

	2012	2016	2019	2022
How would you describe the overall Quality of Life in the City?	94%	97% ↑	97%	97%
<i>National Position / Percentile</i>	-	<i>Higher</i>	<i>Much Higher</i>	<i>Higher / 98<sup>th</sup></i>
Are things in the City of Franklin moving in the right direction?	82%	73% ↓	75% ↑	66% ↓
<i>National Position / Percentile</i>	-	<i>Similar</i>	<i>Higher</i>	<i>Similar / 84<sup>th</sup></i>
How would you rate the job being done (quality of services provided) by the City Government?	83%	89% ↑	93% ↑	82% ↓
<i>National Position / Percentile</i>	-	<i>Higher</i>	<i>Higher</i>	<i>Similar / 88<sup>th</sup></i>
How would you rate the job being done (quality of services provided) by the Federal Government?	N/A	44%	53% ↑	37% ↓
<i>National Position / Percentile</i>	-	<i>Similar</i>	<i>Similar</i>	<i>Similar / 37<sup>th</sup></i>



# City of Franklin, Tennessee

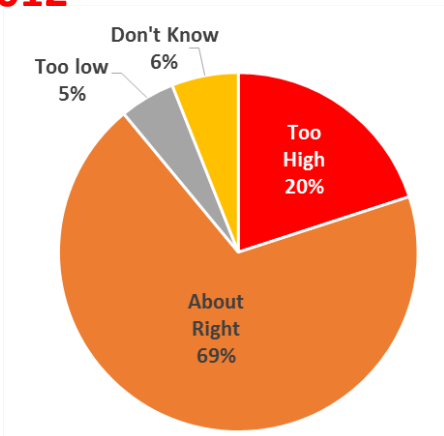
## Citizen Survey

### Survey Comparables – 2012 vs. 2016 vs. 2019 vs. 2022

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

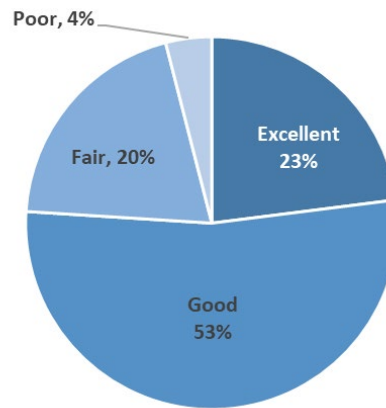
2012: “For the services you receive, would you say that property taxes in Franklin are too high, about right, too low?”

#### 2012



2016 & 2019 & 2022: “Please rate the following categories of Franklin government performance: The value of services for the taxes paid to Franklin”

#### 2016



#### 2019



#### 2022





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### Survey Comparables – 2012 vs. 2016 vs. 2019 vs. 2022

Percent of Franklin residents rating the following issues Excellent:

	2012 Meyers/ACS Survey	2016 NCS Survey	2019 NCS Survey	2022 NCS Survey
Neighborliness	20%	<b>27%</b>	<b>32%</b>	<b>36%</b>
Economic Opportunity /Jobs	8%	<b>19%</b>	<b>37%</b>	<b>46%</b>
Shopping	8%	<b>50%</b>	<b>58%</b>	<b>50%</b>



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### Survey Comparables – 2012 vs. 2016 vs. 2019 vs. 2022

Percent of Franklin residents rating the following issues Poor:

	2012 Meyers/ACS Survey	2016 NCS Survey	2019 NCS Survey	2022 NCS Survey
Cost of Living	15%	<b>20%</b>	<b>20%</b>	<b>29%</b>
Affordable Housing	11%	<b>35%</b>	<b>42%</b>	<b>58%</b>
Transportation / Traffic	16%	<b>29%</b>	<b>23%</b>	<b>22%</b>
Level of Diversity	8%	<b>9%</b>	<b>10%</b>	<b>25%</b>



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### **Survey Comparables**

Polco/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 Community 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 100,000).



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### Survey Comparables:

### Notable National Benchmark Comparisons Rankings:

The City of Franklin was much higher (Top 10) than other cities in:

Category	National Rank
Vibrant downtown/commercial area	2 <sup>nd</sup>
Overall quality of business and service establishments	2 <sup>nd</sup>
Employment Opportunities	2 <sup>nd</sup>
Opportunities to participate in religious or spiritual events and activities	2 <sup>nd</sup>
Economic Development	3 <sup>rd</sup>
Preservation of the historical or cultural character of the community	3 <sup>rd</sup>
Sense of civic/community pride	4 <sup>th</sup>
Franklin as a place to work	5 <sup>th</sup>
Variety of business and service establishments	5 <sup>th</sup>
Neighborliness of residents	5 <sup>th</sup>





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### Survey Comparables:

### Notable National Benchmark Comparisons Rankings:

The City of Franklin was much higher (Top 10) than other cities in:

Category	National Rank
Overall image or reputation of Franklin	6 <sup>th</sup>
The overall quality of life in Franklin	7 <sup>th</sup>
Sense of community	7 <sup>th</sup>
Franklin as a place to raise children	7 <sup>th</sup>
Opportunities to attend special events and festivals	7 <sup>th</sup>
Overall appearance	7 <sup>th</sup>
Residents connection and engagement with their community	8 <sup>th</sup>
Overall economic health of Franklin	10 <sup>th</sup>



# *City of Franklin, Tennessee*

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### Survey Comparables:

#### Notable National Benchmark Comparisons Rankings:

The City of Franklin was much lower (200<sup>th</sup> or below) than other cities in:

Category	National Rank	Percentile
Availability of affordable quality housing	282 <sup>nd</sup>	14 <sup>th</sup>
Ease of travel by bicycle	245 <sup>th</sup>	24 <sup>th</sup>
Used public transportation instead of driving	245 <sup>th</sup>	8 <sup>th</sup>
Quality of recycling services	242 <sup>nd</sup>	27 <sup>th</sup>
Traffic flow on major streets	236 <sup>th</sup>	29 <sup>th</sup>
Cost of Living	224 <sup>th</sup>	25 <sup>th</sup>
Ease of travel by car	212 <sup>th</sup>	34 <sup>th</sup>
Overall health & wellness opportunities	209 <sup>th</sup>	25 <sup>th</sup>
Variety of housing options	202 <sup>nd</sup>	34 <sup>th</sup>



# *City of Franklin, Tennessee*

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### **Survey Comparables:**

Notable 50,000-100,000 Comparisons Rankings:

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

Franklin as a place to work

Residents' connection and engagement with their community

Safety in Franklin's downtown/commercial area during the day

Overall quality of business and service establishments

Vibrancy of downtown/commercial area

Preservation of the historical or cultural character of the community

Sense of civic/community pride

Neighborliness of residents

Opportunities to participate in social events and activities

Opportunities to attend special events and festivals

The value of services for the taxes paid to Franklin

Importance on focusing on the overall quality of the transportation system

Overall personal health



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

- *Had meeting with Leadership Team members to disseminate detailed information from the survey out to departments for use in their daily operations.*
- Present to BOMA
- Integrate findings into FY 2024 Budget
- Integrate 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.
- Use this information to support to the update of **FranklinForward** – The City's Strategic Plan.
- Plan to engage Franklin residents again with another survey in two years (2024/FY 2025).