

THE NCS™

The National Citizen Survey™

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	Education and enrichment opportunities	87%	90%	Similar	Higher	Higher
	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
Community Engagement	Social events and activities	86%	85%	Similar	Higher	Higher
	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
	Special events	87%	85%	Similar	Higher	Higher
	Public libraries	93%	93%	Similar	Similar	Similar
Education and Enrichment						
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
Education and Enrichment	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
	Participated in religious or spiritual activities	65%	62%	Similar	Higher	Higher
Community Engagement	Attended a City-sponsored event	70%	71%	Similar	Higher	Higher
	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