F R A N K L I N 20 T O M O R R O W YEARS 2000-2020

ENGAGE · COLLABORATE · ADVOCATE









on the table 2018 & 2019 Survey Results



2018 v. 2019: Who Participated and How Do They Perceive Franklin?

• In both 2018 and 2019, On The Table participants overwhelmingly had positive views of Franklin.

• In both 2018 and 2019, participants had high levels of attachment to Franklin, rating it as excellent or good.

2018 v. 2019 Survey Results

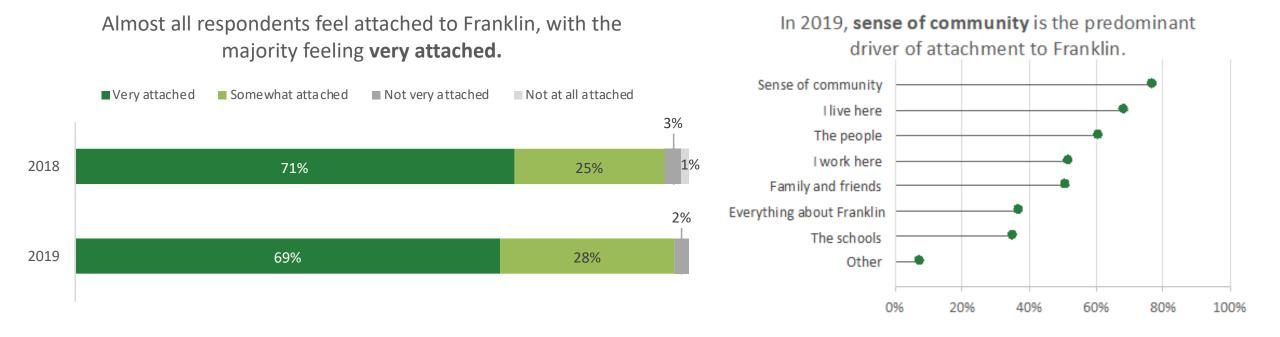
On the Table Event Differences:

 2019, focus on public events and engaging senior and youth populations

Survey Results:

• Even with a shift in focus, 2019 results were very consistent with 2018 results

Attendee Perspectives on Franklin



Franklin as a Location to Live, Run a Business, and Place to Visit

In 2019, average ratings of Franklin were very high as a place to visit, live, and for business, through ratings did drop slightly from 2018.





On The Table Participants' Relationship to Franklin Tomorrow

More participants in 2019 had attended a Franklin Tomorrow event than in 2018.

■2018 **■**2019

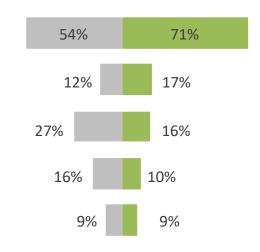
I've attended one of their events

I have volunteered with them

I had not heard of Franklin Tomorrow before
On the Table

Other

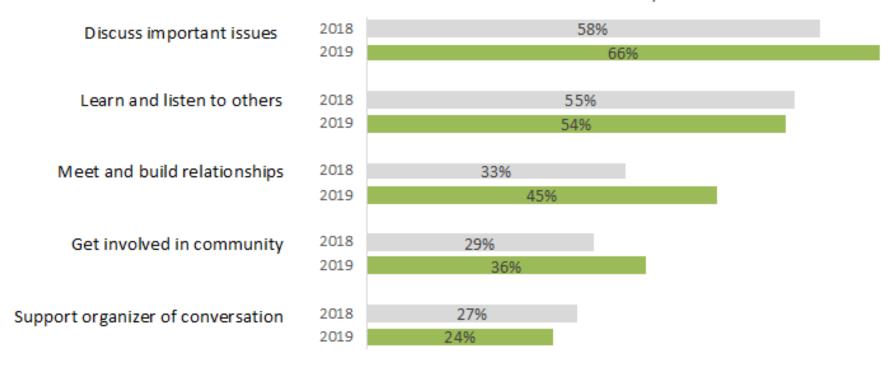
I am or have been a board member of Franklin
Tomorrow





Reason for Participating in On The Table

The majority of respondents participated in On the Table to discuss important issues.



How Do Participants Contribute Their Time

Participants contribute their time to across many topics, with education and historic preservation leading.



Education	39%	41%
Historic Preservation and Community	33%	33%
Hunger relief and poverty	25%	30%
Housing and affordability	25%	25%
Other	25%	23%
Arts & Culture	25%	18%
Recreation & Youth Sports	26%	18%
Access to health care	9%	17%
Children's safety & protections	17%	16%
Special needs & accessibility issues	8%	9%



How Do You Connect with Others

2019 Participants connect with others primarily through religious institutions, work.

	■ Frequently	Sometimes	Never
Religious insitutions	56%	29%	15%
Workplace	53%	21%	25%
Civic club or organization	39	33%	28%
Restaurant or coffee shop or social hour	38%	54%	9%
Downtown	37%	54%	9%
Online/social media	37%	43%	21%
Scools or youth activities	32%	28%	40%
Community Facilities	25%	59%	16%
Parks, trails, & Blueways	15%	52%	33%

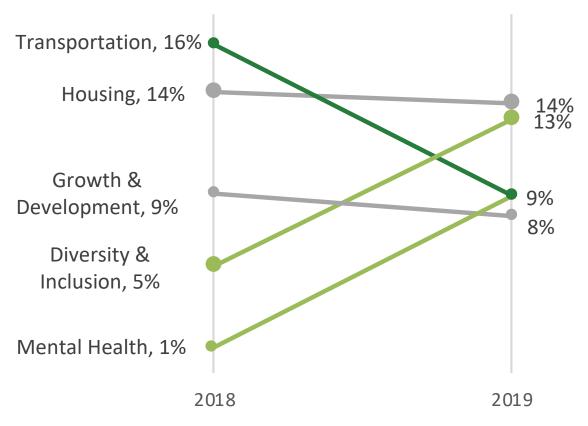
Top Issues for On The Table Participants

Consistent themes:

- Affordable Housing
 - Transportation
- Growth and Development
 - Diversity and Inclusion
 - Mental Health

Areas for Improvement in Franklin

Opportunities for Improvement,
Percents across all rankings





Areas for Improvement in Franklin By Age Group

Areas for Improvement

What's Missing

29 and Younger		1 Housing	26%
	2018	2 Transportation	9%
		3 Diversity & Inclusion	7%
		3 Education	7%
		3 Sidewalk, Bikeway, & Greenways	7%
		1 Housing	24%
	2019	2 Mental Health, Suicide, Addiction	14%
		3 Communication & Awareness	14%
2018 30 to 49 2019		1 Transportation	16%
	2018	2 Housing	14%
		3 Growth and Development	10%
		1 Housing	17%
	2019	2 Diversity & Inclusion	14%
		3 Transportation	9%
2018 50 or Older 2019		1 Transportation	19%
	2018	2 Housing	14%
	3 Growth and Development	10%	
		1 Diversity & Inclusion	12%
		2 Housing	11%
	2019	3 Growth and Development	9%
		3 Mental Health, Suicide, Addiction	9%
	3 Transportation	9%	

	1 Affordable Housing		24%
2018	2 Diversity & Inclusion		19%
2010	3 Sidewalks, Bikeways, & Greenways		14%
	3 Communication & Awareness		14%
2010	1 Affordable/attainable housing		32%
	2 Greater diversity and inclusion		26%
2019	3 Communication and awareness		11%
	3 Programs and support for mental health, suicide, and addiction		11%
	1 Affordable Housing		18%
2018	2 Sidewalks, Bikeways, & Greenways		12%
	3 Diversity & Inclusion		11%
	1 Affordable/attainable housing		27%
2019	2 Solutions to traffic and transportation issues		16%
	3 Greater diversity and inclusion		13%
	1 Affordable Housing		23%
2018	2 Traffic		9%
	3 Sidewalks, Bikeways, & Greenways		9%
	1 Affordable/attainable housing		19%
	2 Solutions to traffic and transportation issues		14%
	3 Greater diversity and inclusion		11%
	2019	2 Diversity & Inclusion 3 Sidewalks, Bikeways, & Greenways 3 Communication & Awareness 1 Affordable/attainable housing 2 Greater diversity and inclusion 3 Communication and awareness 3 Programs and support for mental health, suicide, and addiction 1 Affordable Housing 2018 2 Sidewalks, Bikeways, & Greenways 3 Diversity & Inclusion 1 Affordable/attainable housing 2019 2 Solutions to traffic and transportation issues 3 Greater diversity and inclusion 1 Affordable Housing 2018 2 Traffic 3 Sidewalks, Bikeways, & Greenways 1 Affordable/attainable housing 2019 2 Solutions to traffic and transportation issues	2 Diversity & Inclusion 3 Sidewalks, Bikeways, & Greenways 3 Communication & Awareness 1 Affordable/attainable housing 2 Greater diversity and inclusion 3 Communication and awareness 3 Programs and support for mental health, suicide, and addiction 1 Affordable Housing 2018 2 Sidewalks, Bikeways, & Greenways 3 Diversity & Inclusion 1 Affordable/attainable housing 2019 2 Solutions to traffic and transportation issues 3 Greater diversity and inclusion 1 Affordable Housing 2018 2 Traffic 3 Sidewalks, Bikeways, & Greenways 1 Affordable/attainable housing 2019 2 Solutions to traffic and transportation issues



Areas for Improvement: High School Students and Adults

Qualitative Analysis:

- High school:
 - Mental Health
 - Spaces and activities for youth
 - Affordability
- For adults:
 - Navigating development while maintaining Franklin's character

What Do Participants View as Next Steps?

Next steps participants were likely to take on an issue focused on education and relationships.



