

FRANKLIN
TOMORROW | 20
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

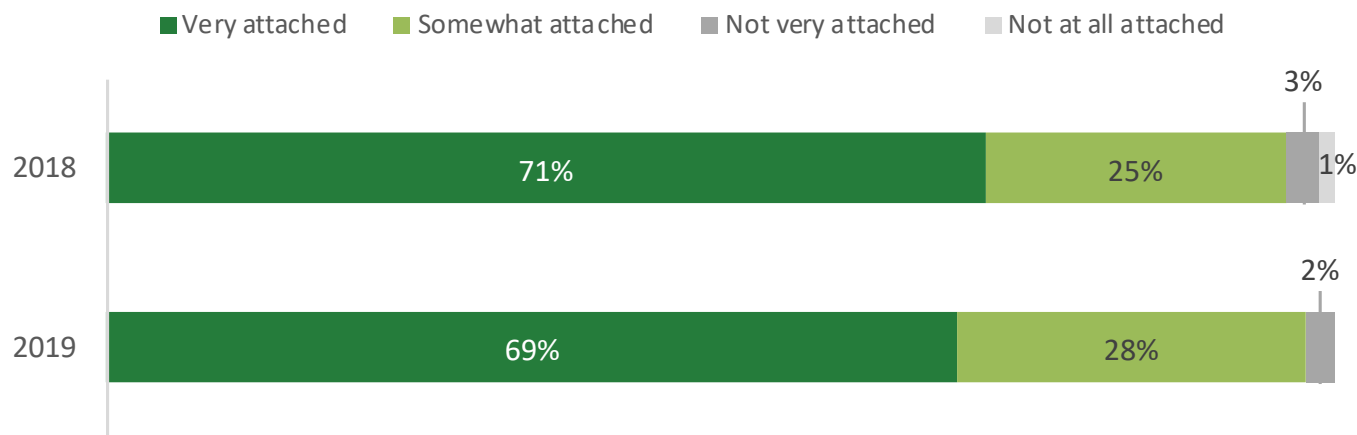
Survey Results:

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

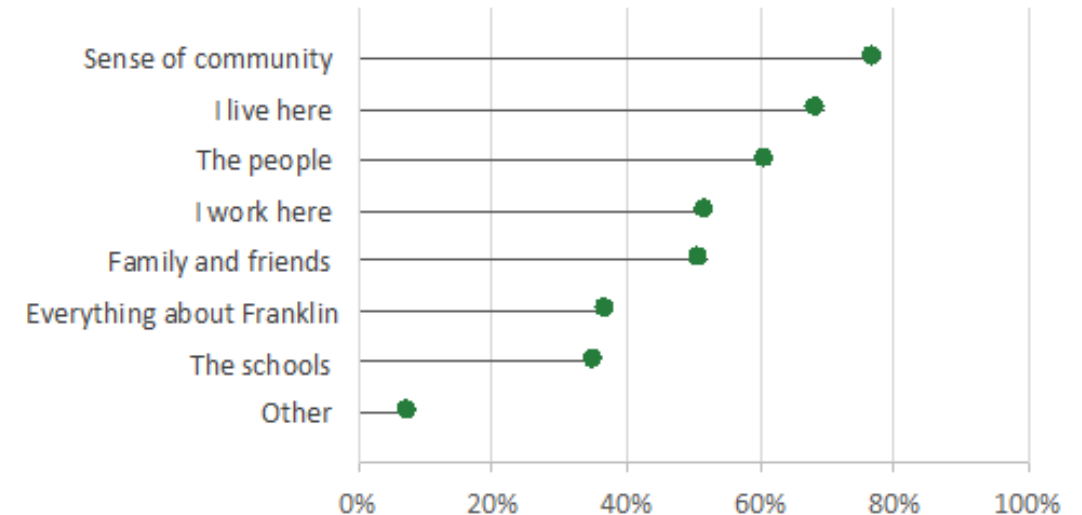


Attendee Perspectives on Franklin

Almost all respondents feel attached to Franklin, with the majority feeling **very attached**.

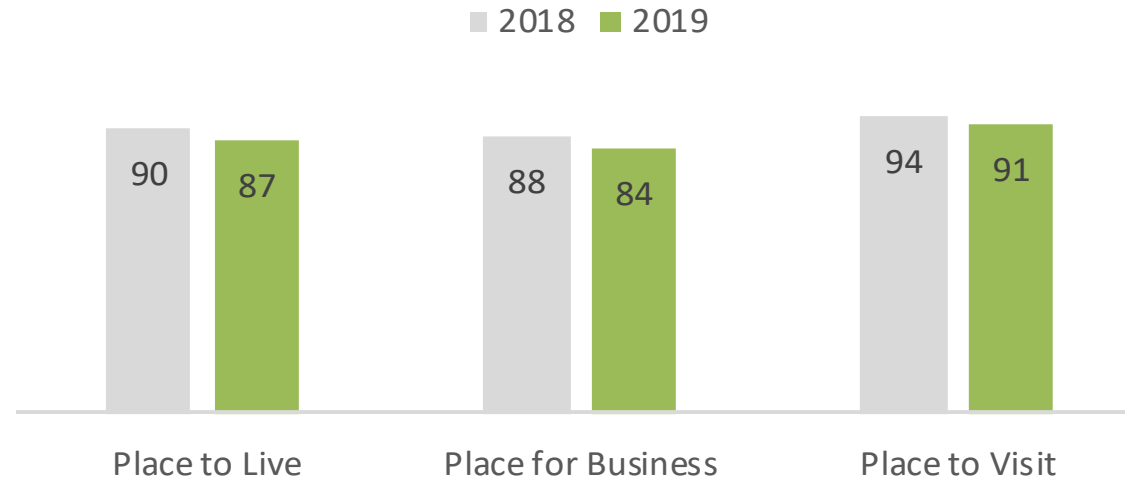


In 2019, **sense of community** is the predominant driver of attachment to Franklin.



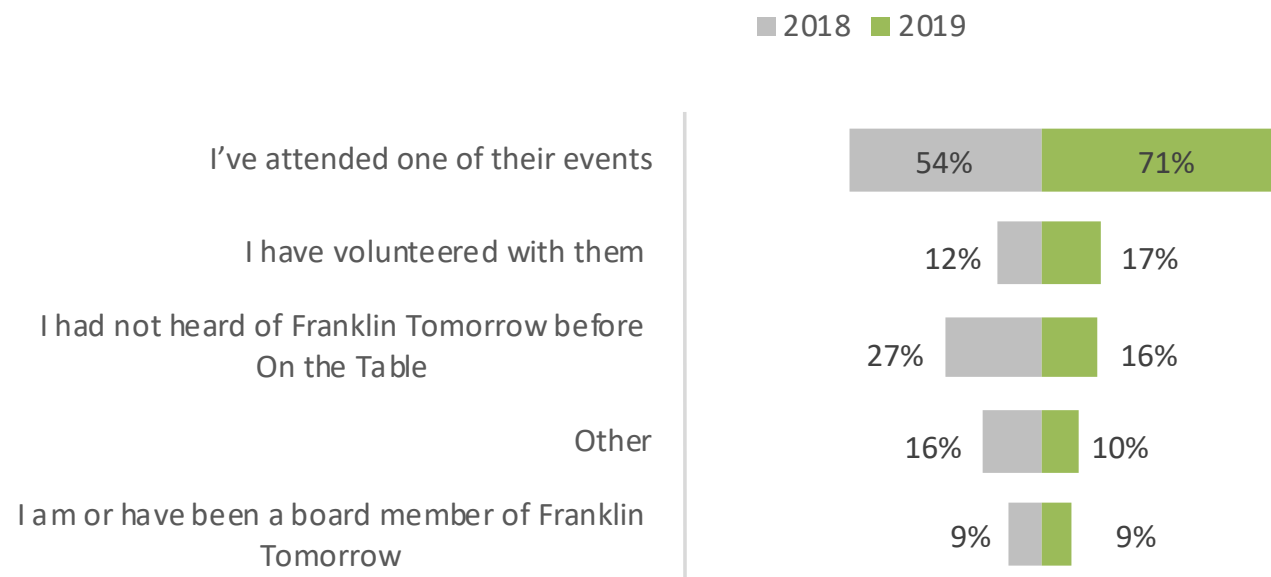
Franklin as a Location to Live, Run a Business, and Place to Visit

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

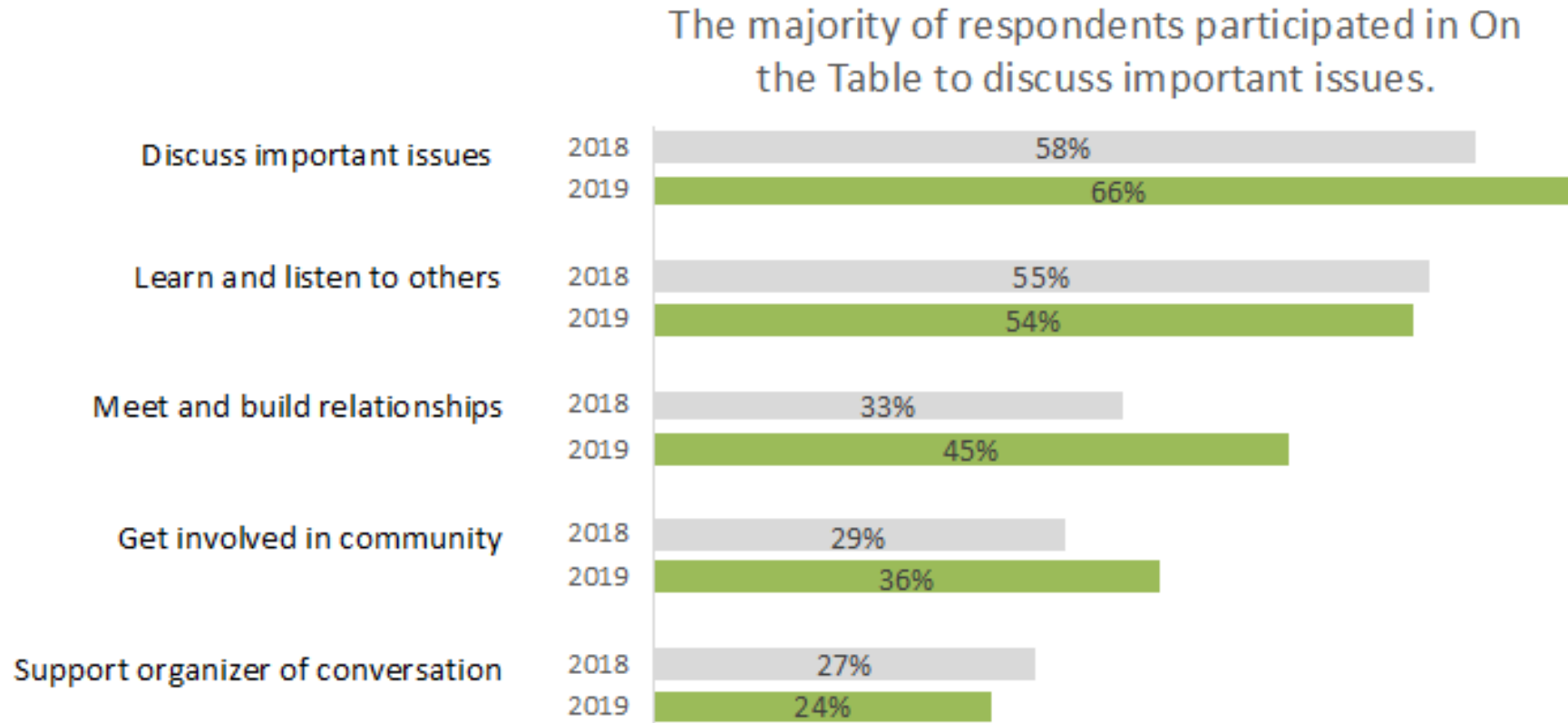


On The Table Participants' Relationship to Franklin Tomorrow

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

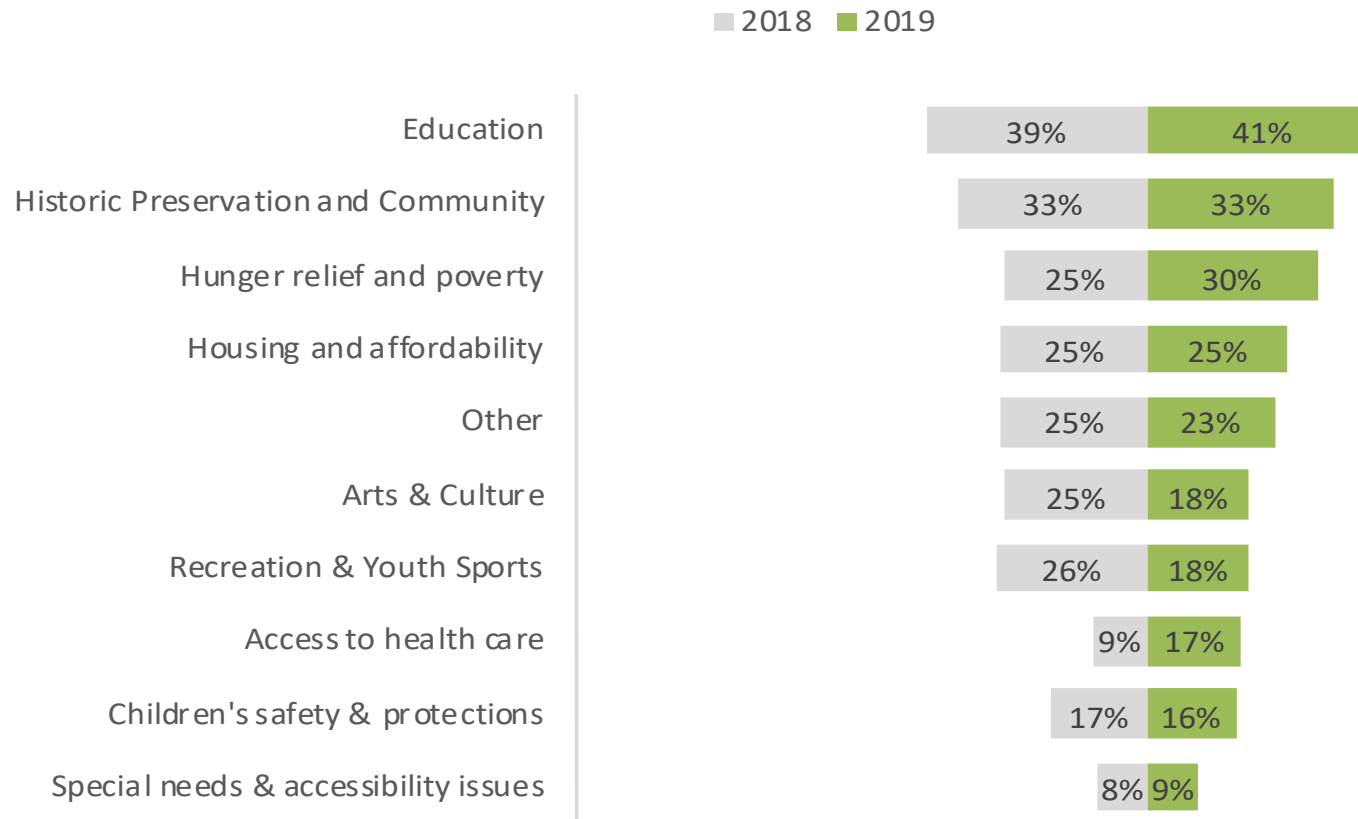


Reason for Participating in On The Table



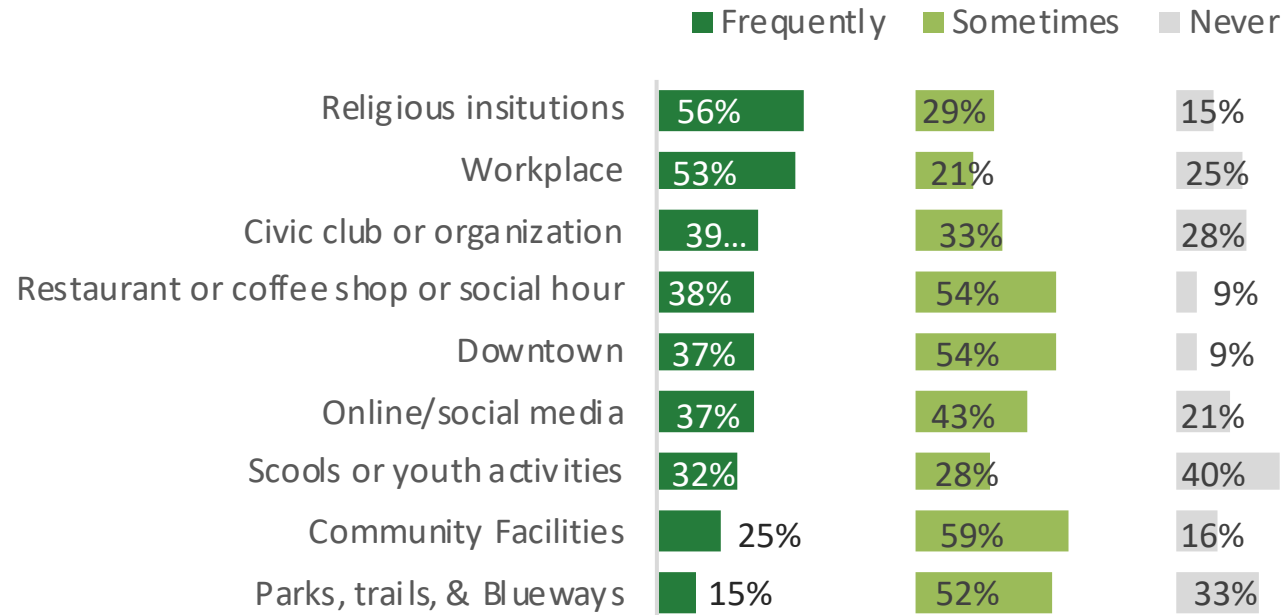
How Do Participants Contribute Their Time

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



How Do You Connect with Others

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



Top Issues for On The Table Participants

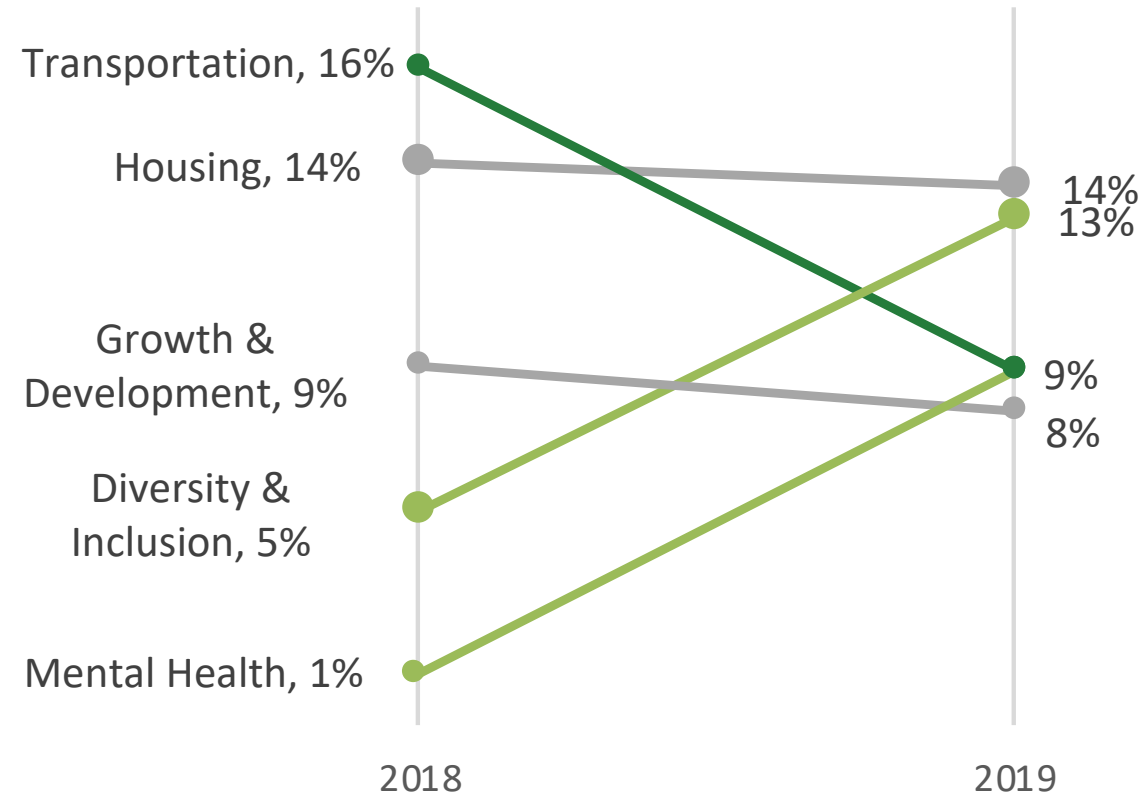
Consistent themes:

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



Areas for Improvement in Franklin

Opportunities for Improvement,
Percents across all rankings



on the table

2018 & 2019 Survey Results

Areas for Improvement in Franklin By Age Group

Areas for Improvement

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

What's Missing

29 and Younger	2018	1 Affordable Housing	<div><div></div></div>	24%
		2 Diversity & Inclusion	<div><div></div></div>	19%
		3 Sidewalks, Bikeways, & Greenways	<div><div></div></div>	14%
		3 Communication & Awareness	<div><div></div></div>	14%
	2019	1 Affordable/attainable housing	<div><div></div></div>	32%
		2 Greater diversity and inclusion	<div><div></div></div>	26%
		3 Communication and awareness	<div><div></div></div>	11%
		3 Programs and support for mental health, suicide, and addiction	<div><div></div></div>	11%
30 to 49	2018	1 Affordable Housing	<div><div></div></div>	18%
		2 Sidewalks, Bikeways, & Greenways	<div><div></div></div>	12%
		3 Diversity & Inclusion	<div><div></div></div>	11%
	2019	1 Affordable/attainable housing	<div><div></div></div>	27%
		2 Solutions to traffic and transportation issues	<div><div></div></div>	16%
		3 Greater diversity and inclusion	<div><div></div></div>	13%
50 or Older	2018	1 Affordable Housing	<div><div></div></div>	23%
		2 Traffic	<div><div></div></div>	9%
		3 Sidewalks, Bikeways, & Greenways	<div><div></div></div>	9%
	2019	1 Affordable/attainable housing	<div><div></div></div>	19%
		2 Solutions to traffic and transportation issues	<div><div></div></div>	14%
		3 Greater diversity and inclusion	<div><div></div></div>	11%



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.

