



## Legislation Details (With Text)

**File #:** 17-0056      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Agenda Ready  
**File created:** 1/10/2017      **In control:** Work Session  
**On agenda:** 2/14/2017      **Final action:** 2/14/2017

**Title:** Results of the 2016 Citizens Survey  
**Sponsors:** Eric Stuckey, Kristine Brock, Michael Walters Young

**Indexes:**

**Code sections:**

**Attachments:** 1. Franklin Citizens Survey Presentation, 2. NCS Next User Guide, 3. The NCS Dashboard-Franklin FINAL 2016, 4. The NCS Community Livability Report-Franklin FINAL 2016, 5. The NCS Demographic Crosstabs-Franklin, TN FINAL 2016, 6. The NCS Supplemental Web Results-Franklin FINAL 2016, 7. The NCS Open End Report-Franklin FINAL 2016, 8. The NCS Technical Appendices-Franklin, TN FINAL 2016

Date	Ver.	Action By	Action	Result
2/14/2017	1	Work Session	received and filed	
1/24/2017	1	Work Session	referred	

**DATE:** January 13, 2017

**TO:** Board of Mayor and Aldermen

**FROM:** Eric Stuckey, City Administrator  
Michael Walters Young, Budget and Analytics Manager

**SUBJECT:** Results of the 2016 Citizens Survey

**Purpose**

The purpose of this memorandum is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning the results of the 2016 National Citizens Survey for Franklin, Tennessee.

**Background**

The City of Franklin, through its vendor the National Research Center, conducted the 2016 National Citizen's Survey in late October thru early November 2016. 3,000 randomly-selected residents were sent surveys in early October and had four weeks to submit their responses through the mail or electronically. In addition, the survey was opened to all Franklin residents online for two weeks between October 21<sup>st</sup> and November 4<sup>th</sup>, 2016.

The survey had a response rate of 37%, which is significantly higher than the national average. Besides the returned surveys, 324 residents responded online.

Overall, the City of Franklin performed exceedingly well on most indicators, including:

- 97% rating the quality of life in Franklin as Excellent or Good (8<sup>th</sup> best in the nation)
- 97% rating Franklin as a Place to Live either Excellent or Good (13<sup>th</sup> best in nation)
- 97% rating Franklin's Overall Image and Reputation as either Excellent or Good (3<sup>rd</sup> Best in nation)
- 93% rating the Overall Quality of City Services as either Excellent or Good
- 84% rating their satisfaction of the City's Management of Growth as either Very or Somewhat Satisfied
- 82% rating the Sense of Community as either Excellent or Good

This item has numerous attachments, including

- 2016 National Citizens Survey Explanatory Powerpoint
- NCS Next User Guide
- Dashboard Summary of Findings
- Community Livability Report
- Demographic Subgroup Comparisons
- Supplemental Web Results
- Report of Open-ended Questions
- Technical Appendices

Staff will review the results from the 2016 Survey in more detail, how they compare to the 2012 survey how the City stacks up against regional and national survey respondents.

#### **Financial Impact**

There is no financial impact to this item.

#### **Recommendation**

Staff recommends receipt of the report of the results of the 2016 National Citizens Survey