



Legislation Text

File #: 17-0056, **Version:** 1

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 21st and November 4th, 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 (8th best in the nation)
- 97% rating Franklin as a Place to Live either Excellent or Good (13th best in nation)
- 97% rating Franklin's Overall Image and Reputation as either Excellent or Good (3rd 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