



Legislation Text

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DATE: May 13, 2019

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Michael Walters Young, Budget & Strategic Innovation Manager

SUBJECT:
Presentation of Results of the 2019 Franklin Citizens Survey

Purpose

The purpose of this memo is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning the results of the 2019 National Citizens Survey for Franklin, Tennessee.

Background

The City of Franklin, through its vendor the National Research Center, conducted the 2019 National Citizen's Survey in February thru early April 2019. 2,800 randomly-selected residents were sent surveys in early October and had seven weeks to submit their responses through the mail or electronically. In addition, the survey was opened to all Franklin residents online for three weeks between March 12th and April 2nd, 2019.

The survey had a response rate of 29%, which is somewhat higher than the national average. Besides the 792 returned surveys, 1,598 residents responded online. Combined, survey response in 2019 was 72% higher (2,390 vs. 1,384) for both the returned survey and the online survey in 2019 than compared to 2016.

Similar to 2019, the City of Franklin performed exceedingly well on most indicators, including:

- 97% rating the quality of life in Franklin as Excellent or Good (3rd best in the nation)
- 99% rating Franklin as a Place to Live either Excellent or Good (6th best in nation)
- 96% rating Franklin's Overall Image and Reputation as either Excellent or Good (***Best in nation***)
- 93% rating the Overall Quality of City Services as either Excellent or Good
- 80% rating their satisfaction of the City's Management of Growth as either Very or Somewhat Satisfied
- 83% rating the Sense of Community as either Excellent or Good

This item has numerous attachments, including

- 2019 National Citizens Survey Explanatory PowerPoint
- Community Livability Report

- Dashboard Summary of Findings
- Trends over Time
- Demographic Subgroup Comparisons
- Report of Open-ended Questions
- Supplemental Web Results
- Technical Appendices

Staff will review the results from the 2019 Survey in more detail, how they compare to the 2012 and 2016 surveys and how the City stacks up against regional and national survey respondents.

Financial Impact

There is no Financial Impact of this presentation.

Recommendation

Staff recommends receipt of the presentation.