



**City of Gahanna, Ohio
A Community Survey
2008**

Prepared by:

**Dr. Hugh Clark
CJI Research
Corporation**



Table of Contents

Table of Contents.....	1
List of Figures	3
Introduction	5
Method	5
Wards.....	6
Part 1: General Satisfaction with Life in Gahanna.....	7
Quality of life.....	8
Right direction or wrong track?.....	9
In their own words – What is positive about Gahanna’s direction?	10
What residents like best about Gahanna.....	13
Part 2: Rating the Job Performance of City Officials	14
Rating the elected leadership	15
The Mayor.....	15
City Council.....	16
Keeping citizens informed	17
Part 3: Citizen Satisfaction with City Services.....	18
Value of services for the taxes paid.....	19
Efficient operation of city departments	20
Contacting City Hall.....	21
Satisfaction with city hall contacts.....	23
Satisfaction with the several city services in the past 12 months	25
Variation of service satisfaction among wards.....	27
Perception v reality	28
The impact of perceiving a service problem	29
Perceiving a problem	29
The impact scores	30
Part 4: Perceived Change in the Quality of Services	32
Services getting better, staying the same or becoming worse?	33
Services getting better, staying the same or becoming worse, by ward	35
Part 5: Major City Initiatives	36
Creekside	37
Visiting Creekside	38
What people like about Creekside	39
What people dislike about Creekside.....	40
Is there a perceived need for other city initiatives?.....	41
Project Priorities	45
Choosing among all four projects.....	46
Part 6: Components of a Community Center	48
Components of a Community Center	49
Top priority among components of a Community Center	50
Least important.....	51
Part 7: Recreation Activities	52
Participation in city-sponsored activities.....	53

Other activities	54
Visiting a Gahanna City Park	55
Part 8: Taxes	56
Tax implications of city investment in development.....	57
Perception of change in Gahanna City tax rates	58
Part 9: Local Information.....	59
Where do people find news about Gahanna?	60
Variation among wards in information sources	61
Interest in signing-up for an e-newsletter	62
Part 10: Demographics	63
Age.....	65
Employment	66
Children in the household.....	67
Owning and renting	68
Education	69
Income	70
Years living in Gahanna	71
Appendix A: Survey Questionnaire	72
Appendix B: Open End Comments – Under Separate Cover	82

List of Figures

Figure 1 Ward Map of Gahanna	6
Figure 2 Rating the Overall Quality of Life in Gahanna.....	8
Figure 3 Gahanna Headed in the Right Direction or Off on Wrong Track?	9
Figure 4 A Random Sample of Positive Responses about Quality of Life in Gahanna	10
Figure 5 A random sample of negative responses about quality of life in Gahanna	11
Figure 6 Random Sample of Responses to the Question: “Very briefly, what do you find most desirable about Gahanna?”	13
Figure 7 Rating the Job Performance of the Mayor of Gahanna.....	15
Figure 8 Rating the Job Performance of Gahanna City Council	16
Figure 9 How Well the City Has Kept Citizens Informed	17
Figure 10 Rating Value of City Services Overall Relative to the Tax Paid	19
Figure 11 Efficiency of City Departments.....	20
Figure 12 Contacting City Hall to resolve issues or seek information	21
Figure 13 Satisfaction with City Hall Contacts – resolution of an issue.....	23
Figure 14 Contacting City Hall for Information	24
Figure 15 Satisfaction with city services	25
Figure 16 Satisfaction with Specific Services among those Who Have Had Contact	27
Figure 17 Incidence and Impact of Negative Experiences with Service.....	29
Figure 18 Direction of Change	33
Figure 19 Services Becoming Better or Worse?	35
Figure 20 Attitudes toward Creekside	37
Figure 21 How many Have Been to Creekside?	38
Figure 22 Random Sample of the 609 Positive Comments about Creekside	39
Figure 23 Random Sample of the 155 Negative Comments Regarding Creekside	40
Figure 24 Perceived Need for Other Potential City Initiatives	41
Figure 25 Perceived Need for Public Projects, by Ward	42
Figure 26 Improve storm drains	43
Figure 27 Walking and Bike Trails	43
Figure 28 Speed Street Repaving.....	44
Figure 29 Build a Community Center	44
Figure 30 Priority among the Three Projects Other than the Community Center	45
Figure 31 Priority among Storm Drains, Trails, Repaving, and Community Center	46
Figure 32 Top Priority, by Ward	47
Figure 33 Components of a Community Center.....	49
Figure 34 Top Priority Among Components Of A Community Center	50
Figure 35 Priorities for Community Center.....	51
Figure 36 Participation in Community Activities during the Past Two Years	53
Figure 37 Random sample of 50 of 261 responses describing “Other” activities	54

Figure 38 Visiting a Gahanna Park	55
Figure 39 Tax Implications of City Investment in Development	57
Figure 40 Perception of Change in City Tax Rate.....	58
Figure 41 Information Sources.....	60
Figure 42 Information Sources, by Ward	61
Figure 43 Interest in a Gahanna e-Newsletter	62
Figure 44 Age	65
Figure 45 Employment Profile of Registered Voters, by Ward	66
Figure 46 Children living in the household	67
Figure 47 Home Owning/Renting.....	68
Figure 48 Education.....	69
Figure 49 Household Income	70
Figure 50 Years Living in Gahanna.....	71

Introduction

In October, 2008, a survey of 920 registered voters was conducted for the City of Gahanna, Ohio (the City). The objective was to measure citizen satisfaction and citizen perspectives on various issues facing the community. The timing of the survey was dictated by the need to provide results to the City during the remaining months of 2008.

In the background during the survey, the national and certain state level and local issue elections were being contested.

Method

Sample. A sample of 920 persons gives us a 95% probability that responses are accurate within $\pm 3.2\%$ when the proportions giving a response break down roughly 50:50. When the responses divide in a more unequal manner (e.g. 80:20) the sample error is lower (e.g. $\pm 2.5\%$ at 80:20 distribution).

The individual ward samples consist of 230 responses within each ward. At the ward level, the sample error is $\pm 5.1\%$ at the 95% level of confidence when the distribution is 50:50.

At the request of the City, the sample frame consisted of a list of registered voters sampled within the four wards of the city, with an equal number (230) sampled from each ward¹. One purpose of limiting the sample to registered voters rather than using an alternative methodology such as random-digit-dialing was to assure that respondents reside within Gahanna, and to know reliably in which ward they reside. The fact that they are registered to vote also indicates at least a minimal level of interest in and involvement with the community, an important consideration since respondents were asked their views on public priorities. Finally, this approach assures that respondents are at least eighteen years of age, the minimum age for reliable responses in most telephone interviews.

It is also clear that with a total population of roughly 34,000 persons (including those under 18) and a total registered voter list of approximately 26,000, that the voter list accounts for the vast majority of the adult population.

One limitation of the use of a voter list is that, unlike a sample drawn using random digit dialing, only those with listed telephone landline telephone numbers can be included. Those with listed landline telephones tend to be older than the general population. This potential tendency is easily corrected by statistical weighting for age. This has repeatedly been shown to be an accurate adjustment because of the fact that consistently it enables us to predict election outcomes. Nevertheless, if this study is repeated in future years, the youthful population that is increasingly using only wireless telephones will tend to be more under-represented. Moreover, as they age, they are not likely to convert to listed

¹ The "sample frame" is the total list from which the sample is drawn.

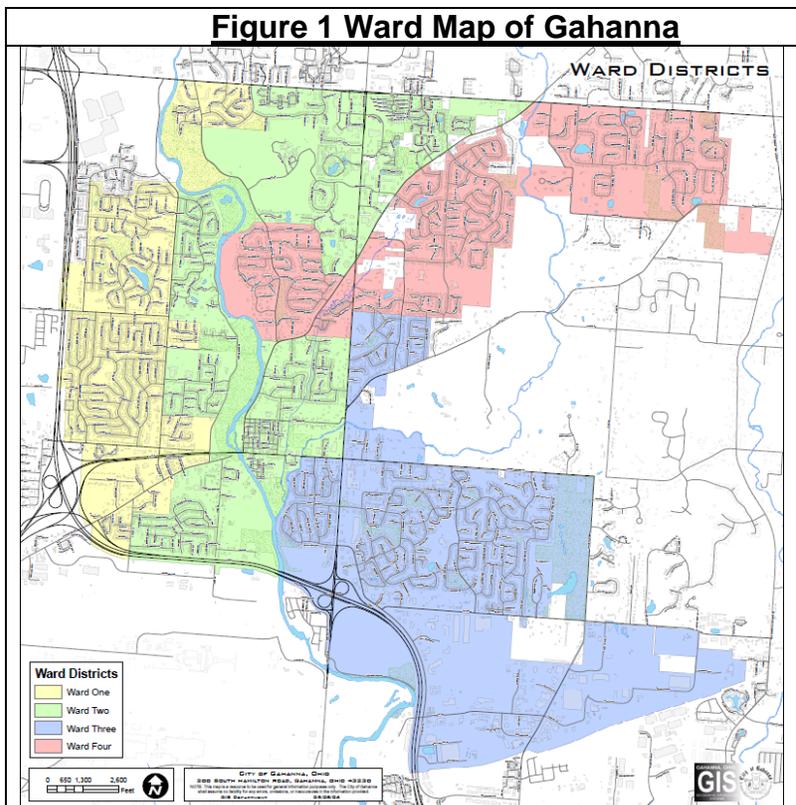
landlines. For these reasons, the listed-landline sampling method, while appropriate this year and perhaps for another two years, is certain to become problematic.

Interviews were conducted on behalf of CJI Research by trained interviewers of Foresight Research of Rochester, Michigan. The interviews were conducted using computer assisted telephone interviewing (CATI), a system in which the interviewer reads questions and enters answer on screen rather than on-paper. This provides the ability to do such things as ask certain preference questions in random order to avoid bias inherent in asking question in a certain order.

For simplicity, in this report we will use the term “Gahanna residents” are similar terms to refer to the responses to the survey rather than the cumbersome “registered voters in Gahanna.”

Weighting. Data were weighted to the correct proportions of ward populations, men and women, and age groups such that the survey data reflects the total voter list.

In various tables, percentages will sum to 101% or 99% due to rounding to the nearest whole percent. This is not an important matter and should be ignored.



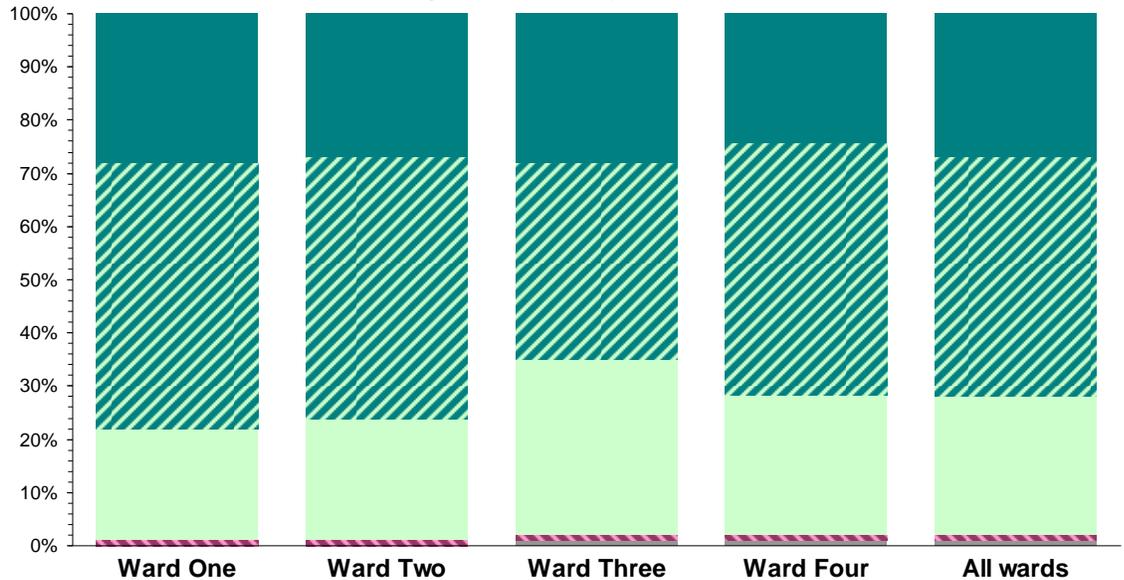
Wards

The inset map below shows the basic geography of the four ward of Gahanna. The demographics of the wards are shown in the section of this report beginning on page 66.

Part 1: General Satisfaction with Life in Gahanna

Figure 2 Rating the Overall Quality of Life in Gahanna

Q1. How would you rate the overall quality of life in Gahanna? Would you rate the quality of life in Gahanna as excellent, very good, good, not very good, or poor
(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ Excellent	28%	27%	28%	24%	27%
▨ Very good	50%	49%	37%	47%	45%
■ Good	21%	23%	33%	26%	26%
▨ Not very good	1%	1%	1%	1%	1%
■ Poor	0%	0%	0%	0%	0%
■ Not sure	0%	0%	1%	1%	1%

Quality of life

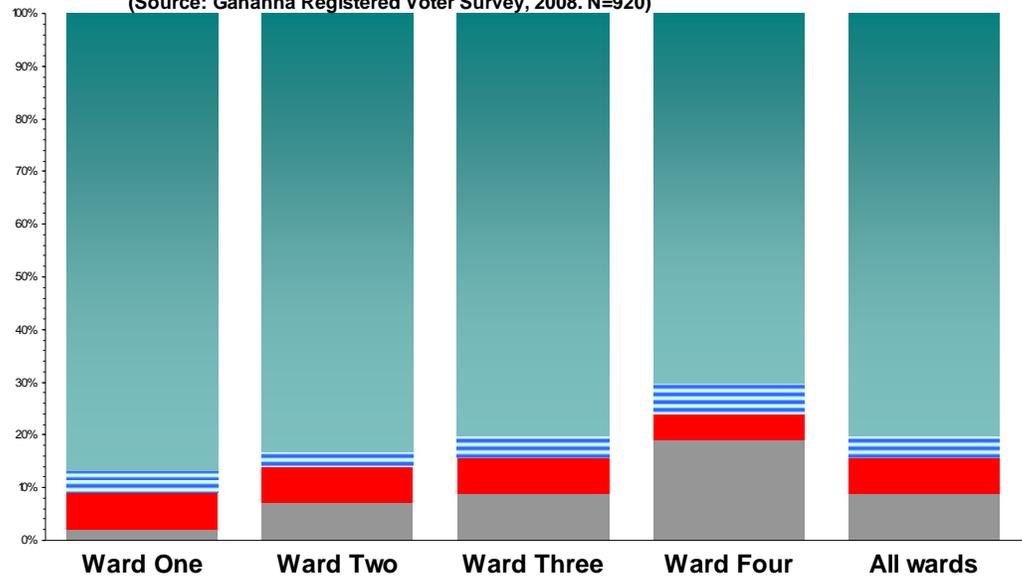
Gahanna residents like the quality of life in their community. Of all respondents, 27% rated it “excellent,” while another 45% rated it “very good” and 26% as “good.” Only 1% rated it as “not very good,” and another 1% said they were not sure. Perhaps the latter were new residents.

There is relatively little difference among the four wards in this respect. The level of “excellent” ratings does not vary significantly. The only significant difference is that Ward Three respondents were less likely than those in the other wards to rate the quality of life as “very good,” and more likely than they to rate it as “good.”

Figure 3 Gahanna Headed in the Right Direction or Off on Wrong Track?

Q2. Would you say that in terms of being a good place to live, things in Gahanna are headed in the right direction or do you feel things in Gahanna are off on the wrong track?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Right direction	86%	83%	81%	70%	81%
[VOL] Not changing	4%	3%	4%	6%	4%
Wrong track	7%	7%	7%	5%	7%
Not sure	2%	7%	9%	19%	9%

Right direction or wrong track?

Overwhelmingly, residents believe that Gahanna is “headed in the right direction,” (81%) rather than being “off on the wrong track” (7%). Ward One residents were the most optimistic in this respect, with 86% indicating “right direction.” Ward Four residents, while overwhelmingly positive (70%), were lowest in this positive response.

It is interesting that the primary difference among the wards in this respect is not between positive and negative, but in the percentage saying they were “not sure” of the direction. The “not sure” percent is especially large in Ward Four where 19% indicated they were not sure. Apparently a larger proportion of the residents there in that northeastern portion of the city have some reason to doubt, or feel less connected to, the life of the city². In contrast, in Ward One only 2% said they were unsure of the city’s direction.

² We will see in the final chart in the report that they are more likely than residents of other wards to have lived in Gahanna for five or fewer years.

Figure 4 A Random Sample of Positive Responses about Quality of Life in Gahanna
When you say things in Gahanna are headed in the right direction, can you describe in your own words what you mean?

- I think the school system is being managed very well and is a draw for Gahanna. The housing is a draw also and I would compliment the Police Dept.
- Feel like there getting more entertainment things and more recreational things.
- A lot of places to shop and it's growing.
- I like the holiday parade of lights every year.
- There's an abundance of parks, lots of night life, the rejuvenated things to do. It's a great place to live.
- I have seen improvements with clean up and bringing in new jobs and businesses.
- Done well. Creekside. Something going on.
- There haven't been a lot of scandals from City Hall, so that is good. Things are status quo.
- Creekside and the improvements there, along with the school systems.
- I like the community spirit, we're still a small town, we haven't overgrown like Columbus, you still know your neighbors.
- Because it's growing. The schools are good.
- They brought Creekside in. The city brings in people.
- I live in a condo and things are well taken care of by our association. I like the city shopping and services and restaurants are great. There's everything here.
- A lot of new construction is going on.
- It's progressive. They are spending a lot of time and money on community events, promoting outside events, buying property and upgrading the streets, and that's good.
- It is on a high end of living and new things keep on coming into the city.
- No negatives.
- The support from the community.
- It's a good community to live in and there are sports for kids.
- The roads are well taken care of, the city is growing and building new things. There is nice housing in the city.
- Improvements are being made in the city.
- I really like the city services, they are on the ball.
- Happy to live here
- It's a safe place to live.
- The housing, the schools and the roads are all good.
- The schools.
- Improving by building like Creekside, it's clean.
- It seems like Gahanna has a city pride...I like some of the events they have, i.e., the holiday parade, jazz fest...community-wide activities.
- They just put in Creekside. The schools are excellent. Police and Fire are excellent.
- The work they've been doing.
- They have an excellent school system.
- School leverage. Gahanna hardly ever asks for money.
- I like the fact that we have a good police department.
- It used to be a boring place to live, but they are building up so much it's actually kind of a cool place to live.

In their own words – What is positive about Gahanna's direction?

The table above lists a randomly selected set of more than twenty responses given when residents were asked to tell us what they meant by saying Gahanna is headed in the right

direction³. The most frequent responses convey excitement with growth and improvements being made in the city. Creekside was mentioned frequently. Others mentioned the quality of city services or the schools, or various aspects of community activity, and a sense of progress.

Figure 5 A random sample of negative responses about quality of life in Gahanna
When you say things in Gahanna are off on the wrong track, can you describe in your own words what you mean?

- City Council is spending too much money on frivolous projects. The Creekside development has been a large investment and will eventually be an empty shell. Businesses can't afford to rent the space.
- Taxes are too high, but I like the school head.
- They built all those condos and no one is living there. The rent is too high. I drove there and Panera is out and other places also going out. It's an awful waste of money.
- They're putting too much money into Creekside. They put too much money into their projects.
- Some of the political people and appointees within the city government, I don't trust. I am a business owner in Gahanna.
- It used to be a quiet place to live, but they have built things up so much around here that things just aren't the same any more.
- I am not happy with the Parks system. They don't have good softball facilities like Westerville.
- I'm not terribly happy about the traffic that resulted from inadequate planning of the construction on the east side. I don't know how much the people of Gahanna have invested in the beautiful Mill Street area, but I don't think we'll get money back out of it. The 62 highway was not planned well.
- I'm not happy about Creekside. It's beautiful, but I think the city is going to lose money on it and we are going to end up paying for it.
- The Creekside project has become a big hindrance to traffic and it has exceeded the budget. I do not know what the justification was for this significant investment. We have too many pedestrian stops, too many cars and it has made our life much harder. It has been totally done for the shopkeepers vs. the people who travel there every day.
- I think some of the development issues have been off base lately. The government got a little carried away with Creekside. Some of it's due to the economy now, but some of that could have been predicted. And, the school board and the city are off on the wrong track and they are getting too cozy with Stonehenge (developer for Creekside).
- It used to be a quiet place to live, but they keep bringing in all these businesses and shopping malls and it just isn't the same anymore.
- I don't think much of this Creekside thing. It attracts a lot of outsiders and strange elements. It's a lousy venture and I predict they will lose their shirts.
- I'd like to see any of the businesses we get stick around, without having to give them a tax rebate.
- They're spending too much money on Creekside and it would not profit us too much.
- All of this building and changing from residential to industry - but they have not kept up with the roads. They have visions of grandeur.
- I have problems with some of the things they are trying to propose. I worked with the Convention and Visitors Bureau, which I think should be by itself vs. Gahanna events and the Chamber. That's one thing. I think we could use a change in some of the officers (I won't say which ones).
- My taxes have quadrupled and it seems like the Water is coming from China based on the rates.
- When my children were little, I had no problem with them walking to town or school. Today I wouldn't let them do it, but that is everywhere, not just in Gahanna.
- People move here for the peace and quiet, and they are bringing in too many businesses that have made this city too congested.
- I think we spend more money than we need to. An example would be Creekside with its multiple hanging plants. We could go a little less exorbitantly.

³ The full list of all open-end responses (more than 900), are provided as Appendix B, under separate cover.

On the other hand, those offering negative comments cite many of the developments that are seen as positives by others. Again Creekside is mentioned, but now in the negative light of being a wasteful expenditure, a traffic problem, a project likely to fail as an investment. "Visions of grandeur," said one respondent.

Figure 6 Random Sample of Responses to the Question: “Very briefly, what do you find most desirable about Gahanna?”

Everything is close, and the neighborhood is well kept.

It seems to be up and coming, and it's a safe place to live.

The small community atmosphere.

It's a pretty safe place and a good family town.

I like the location.

It has a small town feeling. It's a nice place for families.

The convenience of getting around easily.

The schools and community aspect. It's a well kept community.

It's a safe place to live.

Convenience. It's close to everything. Stores, movies, grocery stores, the airport - EVERYTHING.

It's nice because it is small.

I enjoy the ease of access to other throughways and the snow removal.

I think I answered that earlier.

The sense of a small town.

I like the community activities.

It is clean here, the people are real cool, and they have brought in a lot of new businesses.

The shopping.

The people and the safety.

Small town friendly feel.

The availability and number of parks and recreation.

Quiet houses.

The people.

It seems to be a safe place and a relatively clean place to live. It's a half way safe place to raise children.

It's home, my friends are here.

The convenience to get around.

The people and businesses, and the central location.

The location of the city, and it's near Easton Mall.

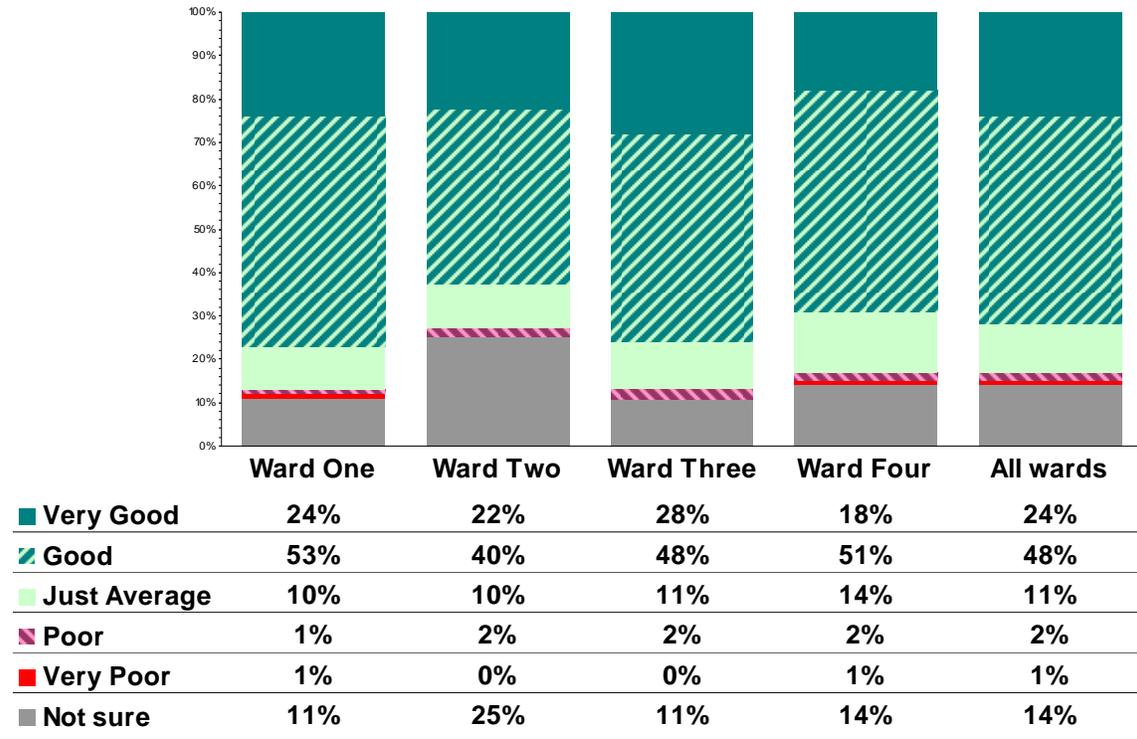
What residents like best about Gahanna

When asked what they find most desirable about Gahanna, residents tended to mention the small town atmosphere, safety, and convenient location.

Part 2: Rating the Job Performance of City Officials

Figure 7 Rating the Job Performance of the Mayor of Gahanna

Q18. Overall job performance of the Mayor of Gahanna?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



Rating the elected leadership

Respondents were asked to rate the job performance of the Mayor and the City Council.

The Mayor

The Mayor receives very positive job ratings, with 24% rating her performance as excellent, and another 48% as good. Only 3% rate her performance as poor or very poor.

The primary difference among the wards is the percent who said they were not sure of the Mayor’s performance. For example, in Ward Two, one-fourth (25%) of the respondents said they were not sure of her performance. However, in wards One and Three, only 11% answered “not sure.”

Usually when job ratings of public officials vary from area to area, the differences are in the ratings themselves, and not in the level of “not sure.” The data provide no indication of why this difference occurs in this case.

Figure 8 Rating the Job Performance of Gahanna City Council

Q19. Overall job performance of the Gahanna City Council?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Very Good	16%	11%	18%	12%	15%
Good	43%	42%	42%	50%	44%
Just Average	19%	16%	17%	13%	16%
Poor	2%	1%	2%	4%	2%
Very Poor	0%	0%	0%	1%	0%
Not sure	20%	29%	20%	20%	22%

City Council

Ratings of the City Council’s job performance are also quite positive, although the very good ratings are lower and the not sure responses higher than for the Mayor.

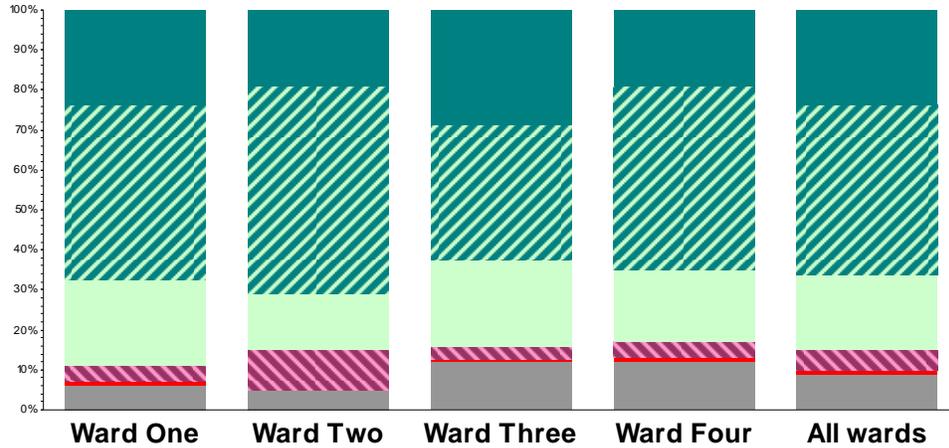
It is inherent in the nature of legislative bodies that they are less visible to the public than executive offices. Moreover, councils take collective – and thus negotiated – actions more difficult for the public to focus on in a singular way. As a result, we expect that under most conditions ratings of legislative bodies will be lower overall, and the “not sure” higher than for the executive, not because of actual performance, but because of the nature of the institutions.

That is the case here, with 15% rating the Gahanna City Council’s job as very good, and 22% saying they were not sure. Here we see a difference between Ward Two and the other wards, with Ward Two showing a significantly higher percent of “not sure” responses.

Figure 9 How Well the City Has Kept Citizens Informed

21. How well the city has kept people informed about major issues that might affect city services or local taxes...

(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Very Good	24%	19%	29%	19%	24%
Good	44%	52%	34%	46%	43%
Just Average	22%	14%	22%	18%	19%
Poor	4%	10%	3%	4%	5%
Very Poor	1%	0%	1%	1%	1%
Not sure	6%	5%	12%	12%	9%

Keeping citizens informed

Residents were quite satisfied that the city administration keeps citizens “informed about major issues that might affect city services or taxes.” Twenty-four percent (25%) of all respondents rated this as very good, and another 43% as good. Only 6% rated it as poor or very poor.

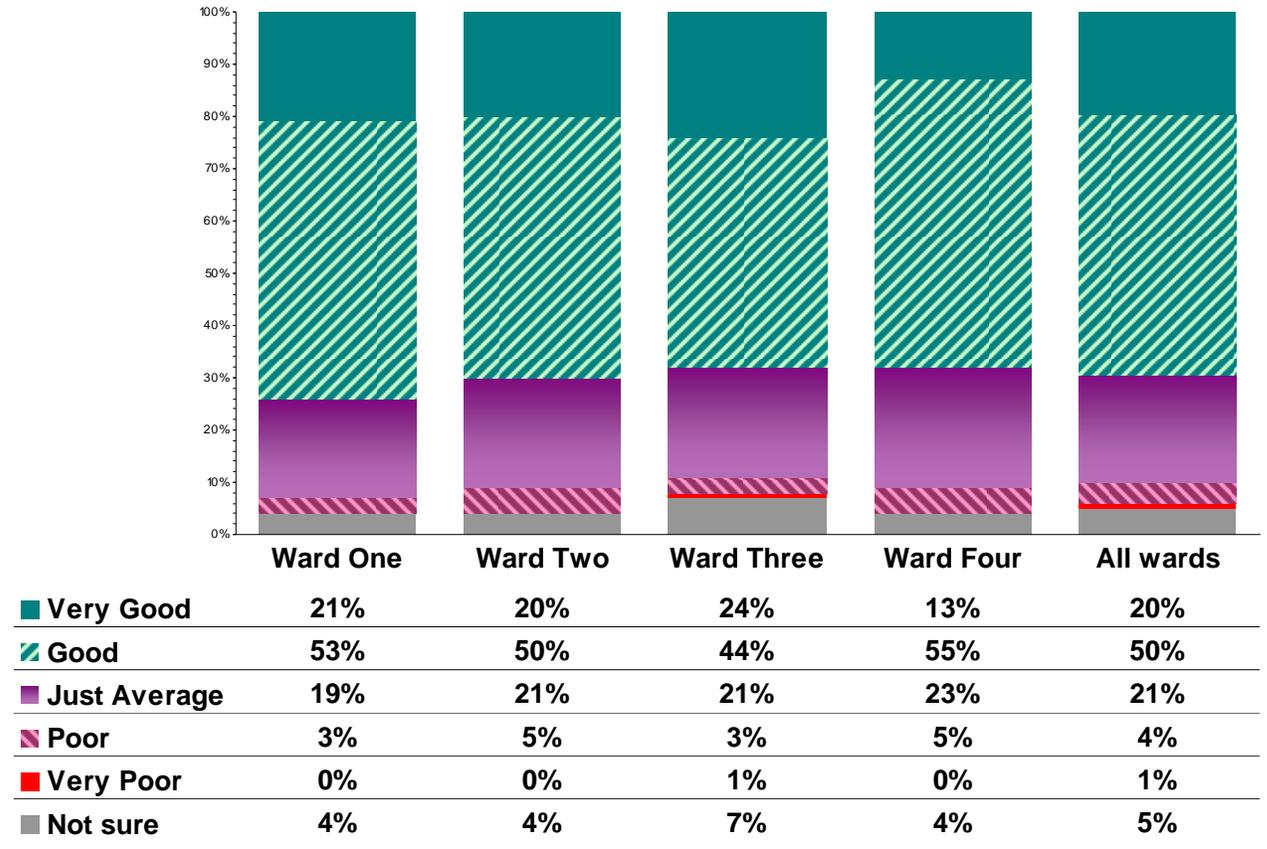
Respondents in Ward Three were significantly more likely (29%) than those in other wards said they feel communications are very good. However, significantly more residents of wards Three and Four than of other wards said they were not sure of the quality of communication.

Part 3: Citizen Satisfaction with City Services

Figure 10 Rating Value of City Services Overall Relative to the Tax Paid

22. Not including Gahanna schools, how would you rate the city services you and other taxpayers get for the tax you pay to the City of Gahanna?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



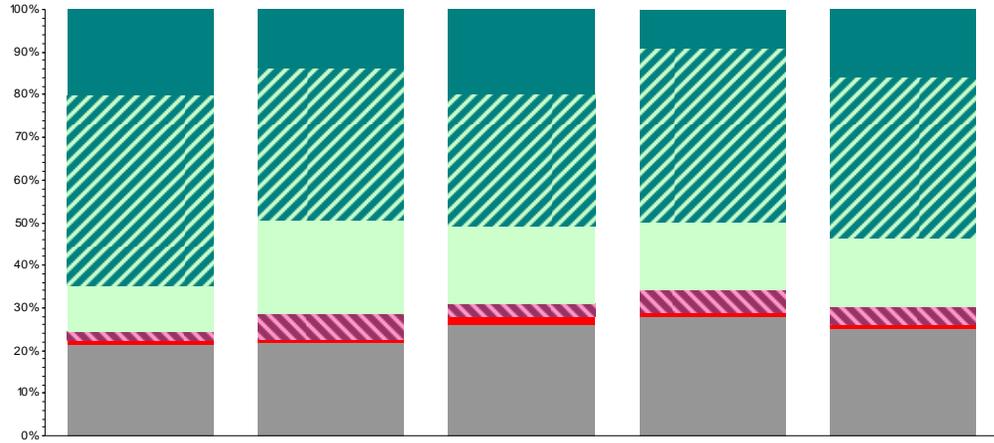
Value of services for the taxes paid

City services were seen as a good or very good value for the taxes paid by a total of 70% of respondents in all wards. Most others did not suggest that services are a poor value, but only that they are “average” rather than good or very good.

Ward Four respondents were less likely than others to rate the value of city services relative to tax burden as very good (13%). However, Ward Four residents were no more likely than others to rate services as a poor value. Instead, they were more likely to rate it as either simply good (55%) or average (23%). In contrast, 21% of respondents in Ward One, 20% in Ward Two, and 24% in Ward Three rated services as very good.

Figure 11 Efficiency of City Departments

Q20. How efficiently the City officials in Gahanna have been operating city departments in the sense of holding down costs and avoiding waste
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Very Good	20%	14%	20%	9%	16%
Good	44%	36%	31%	41%	37%
Just Average	11%	22%	18%	16%	16%
Poor	2%	6%	3%	5%	4%
Very Poor	1%	1%	2%	1%	1%
Not sure	21%	22%	26%	28%	25%

Efficient operation of city departments

The city administration gets good marks from residents for operating city departments efficiently and “holding down costs and avoiding waste.” While 16% of all residents said their performance is very good, another 37% said it is good. In this case there is a higher level of uncertainty in wards Three and Four than in other wards.

Wards One and Three had the highest percentages rating efficiency as “very good” (20%) and Ward Four the lowest (9%), Overall, however, three of the four wards (Two, Three and Four) each had 50% or 51% in the “very good” or “good” categories. Ward One was the most positive of all, with 64% in the very good and good categories combined.

Figure 12 Contacting City Hall to resolve issues or seek information

		Ward One	Ward Two	Ward Three	Ward Four	All wards
Q30. In the past two years, have you called or gone to any office of the City of Gahanna for any reason, whether City Council, the Mayor's office or a department?	Yes	53%	49%	40%	45%	46%
	No/Do not recall	47%	51%	60%	55%	54%
Q30a. Which office or department did you contact? (If multiples, which did you contact most recently?)	Service department: Water / Sewer / Trash	36%	36%	40%	39%	38%
	Planning / permits / zoning	14%	20%	19%	14%	17%
	Parks and Recreation	15%	24%	7%	20%	16%
	Taxation	14%	5%	13%	8%	11%
	Police	11%	8%	8%	8%	9%
	Mayor	5%	3%	5%	5%	5%
	Council member	4%	5%	2%	5%	4%
Does not recall	1%	1%	4%	0%	2%	
Q30b. Did you contact them just for information only or to resolve an issue, provide a permit or take other action?	Just for information	30%	37%	30%	33%	32%
	Resolve an issue/take other action	68%	63%	68%	66%	67%
	Do not recall	2%	0%	2%	1%	1%
Q30c. Did the people you reached provide the information you needed?	Yes	95%	100%	88%	95%	95%
	No	5%	0%	12%	5%	5%
Q30d. Regardless of whether it turned out as you wished, how satisfied were you that the people you reached resolved the matter?	Very satisfied	54%	40%	52%	52%	50%
	Somewhat satisfied	29%	33%	15%	21%	24%
	Not very satisfied	5%	13%	17%	13%	12%
	Very dissatisfied	12%	14%	15%	14%	14%
	Do not recall	0%	0%	0%	0%	0%
Q30e. Regardless of how your inquiry turned out, were you treated in a courteous, respectful manner?	Yes	93%	93%	92%	92%	92%
	No	7%	7%	8%	8%	8%

Contacting City Hall

In all wards combined, a total of 46% said they had contacted City Hall during the past two years⁴. As one might expect, the most frequent contact was with the Service Department (38%). Fewer than half as many people contacted Planning (17%) and Parks & Recreation (16%), but they occupy the second most frequently contacted departments. Taxation (11%) and Police (9%) occupy a third position, followed by city officials (Mayor, 5% and City Council members 4%).

Residents of Ward One appear to be the most likely to contact City Hall (53% said they had done so), but they do not exceed Ward Two (49%) by much. Wards Three (40%) and Four (45%) are the lowest in the tendency to make contact with the city.

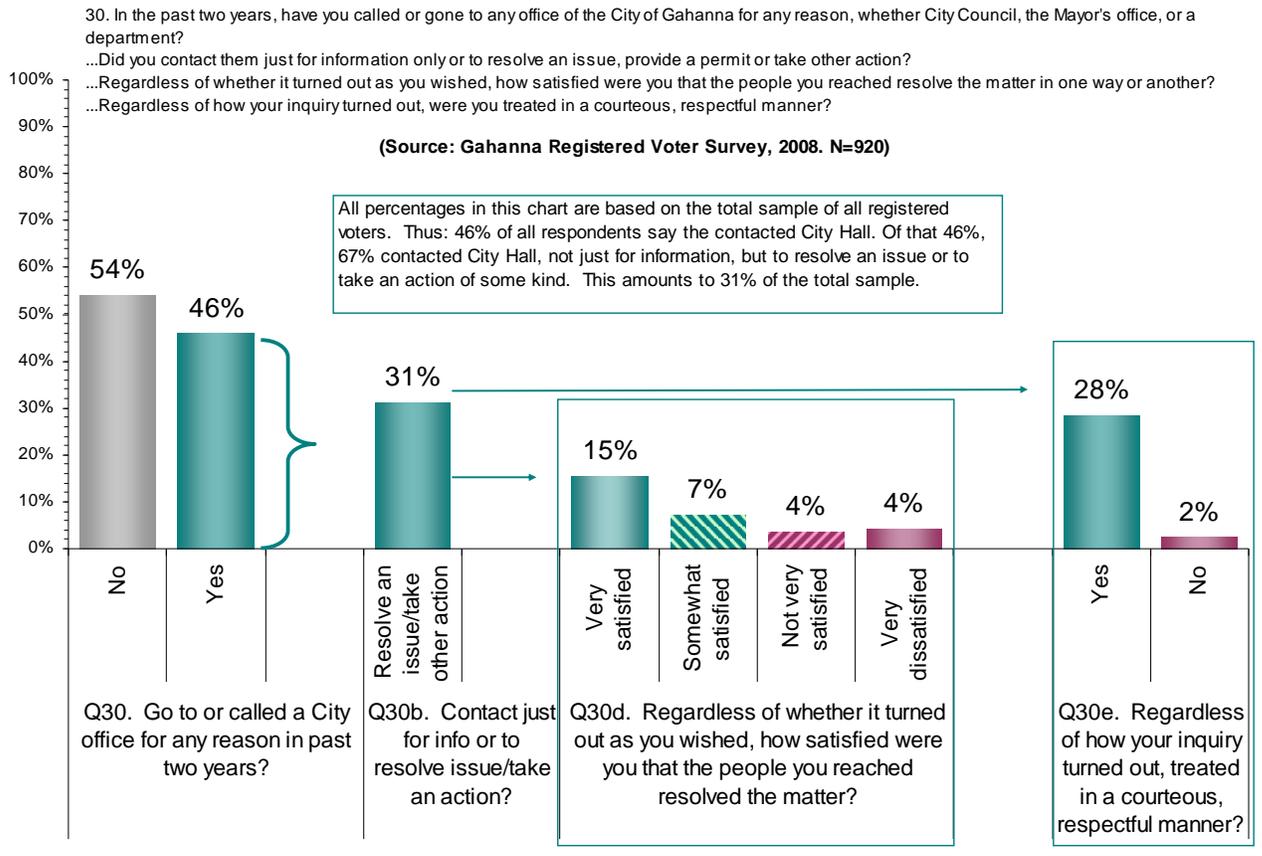
There were minor differences in the types of calls and their resolution, but the similarities far outweigh the minor differences. The one exception, however, is that respondents in Ward Two were much less likely than others to say they were “very satisfied” with the resolution of the matter than residents of other wards (40% compared to 52% or 54% in other wards).

The percentages in the table above for the questions Q30a – Q30e are percentages computed on the base (i.e. denominator) of only those who said they had contacted the

⁴ Respondents who had contacted more than one department were asked to name the one they had contacted most recently.

city. Thus, for example, of the 46% who said they had contacted City Hall, 38% said they had contacted the Service Department. This amounts to 17% of all people on the registered voter's list (i.e. 38% of 46%). Similarly, of the 51% making contact, 72% said their contact involved a request that the department take action or resolve an issue of some kind. This amounts to 37% of the total of all residents.

Figure 13 Satisfaction with City Hall Contacts – resolution of an issue



Satisfaction with city hall contacts

In the chart above, and in the chart on the following page, the percentages presented on the previous page in Figure 12 are reinterpreted. Percentages in Figure 13 above and Figure 14 on the following page are re-computed so that all figures represent percentages of the *total sample*, rather than only those who made contact with the city. The figures are presented in this way to keep the proportions in the perspective of the entire population studied rather than just those who have made a call.

Contacting City Hall to resolve an issue or take an action. The (46%) who had called City Hall were asked whether the call had been for information only or to take action or resolve some type of issue. The chart on this page deals only with the latter group.

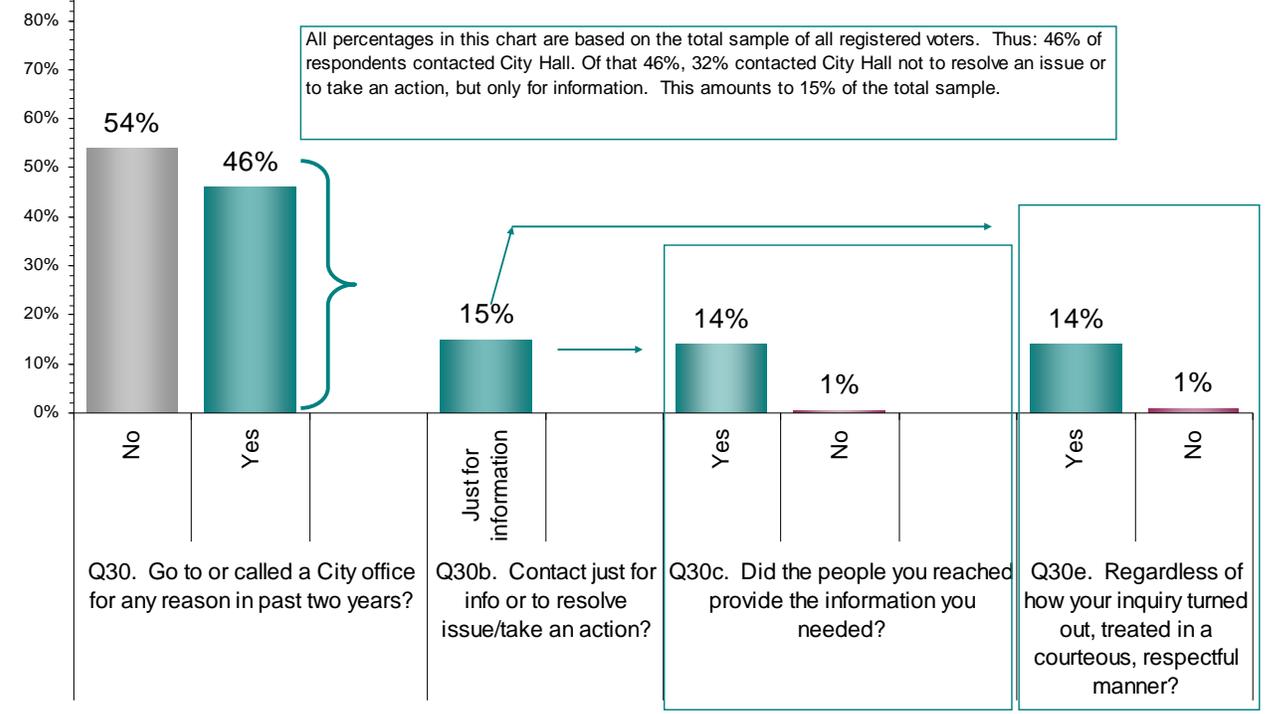
Those who said they made contact to resolve an issue or take an action amount to 31% of the entire sample. Of the total sample, 15% met three conditions. They: (a) called City Hall, (b) called for the purpose of taking an action or resolving an issue, and (c) had been very satisfied with the resolution of the matter.

Twenty-eight percent (28%) said they had (a) called City Hall, (b) had done so for the purpose of taking an action or resolving an issue, and (c) regardless of the outcome, had been treated in a courteous, respectful manner.

Figure 14 Contacting City Hall for Information

30. In the past two years, have you called or gone to any office of the City of Gahanna for any reason, whether City Council, the Mayor's office, or a department?
 ...Did you contact them just for information only or to resolve an issue, provide a permit or take other action?
 ...Regardless of whether it turned out as you wished, how satisfied were you that the people you reached resolve the matter in one way or another?
 ...Regardless of how your inquiry turned out, were you treated in a courteous, respectful manner?

(Source: Gahanna Registered Voter Survey, 2008. N=920)

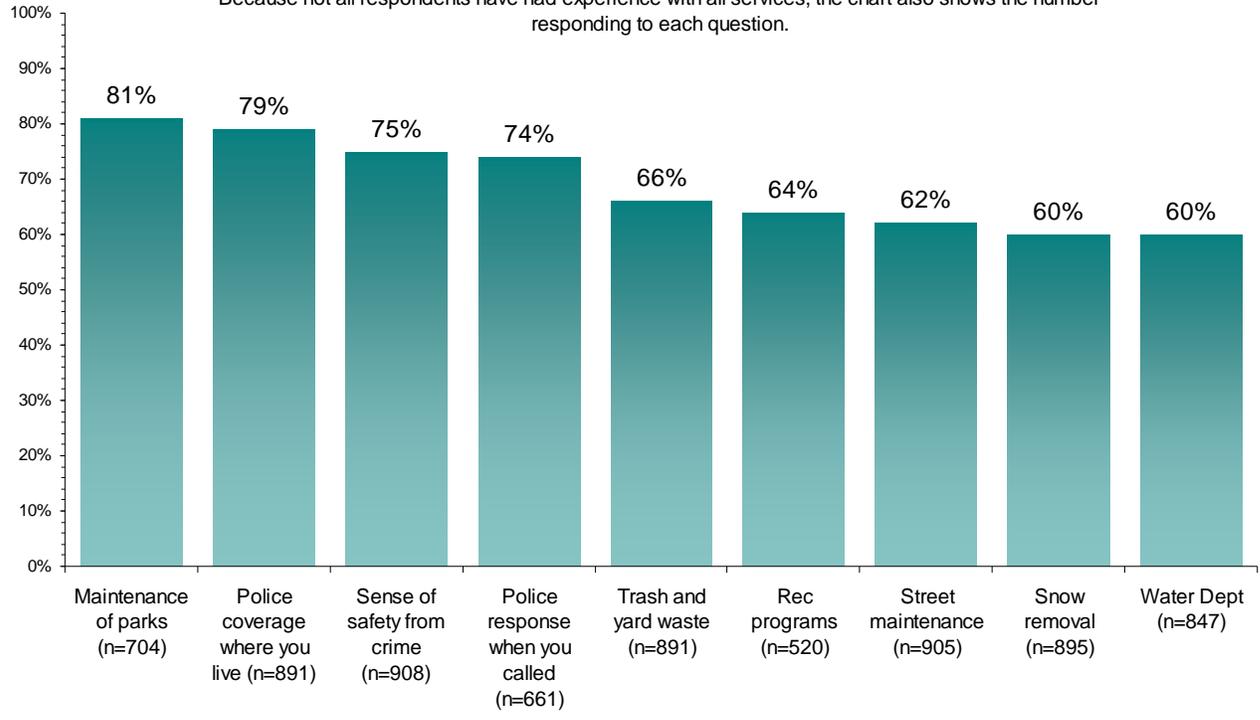


Contacting City Hall for information. The (46%) who had called City Hall were asked whether the call had been for information only or to take action or resolve some type of issue. Those who said they made contact simply to obtain information amount to 15% of the total sample. Virtually all of them, 14% of the total of 15%, said that they had obtained the information they needed, and that they had been treated in a courteous, respectful manner.

Figure 15 Satisfaction with city services

Overall, how satisfied have you been with each of the following in the past twelve months?
(Source: Gahanna Registered Voter Survey, 2008. N=920)

Chart shows, in descending order, the percentages saying they are "Very Satisfied."
Because not all respondents have had experience with all services, the chart also shows the number responding to each question.



Satisfaction with the several city services in the past 12 months

The chart above provides a quick summary of citizen satisfaction with the several city departments by showing only the percent giving the department the highest score ("Very satisfied") for the entire sample taken as a whole.

Because not all respondents would be expected to have had experience with the departments, those who said they no experience or contact with the department were dropped from the question. For this reason the sample sizes vary in the chart above from service to service.

Satisfaction with city services is high. Every service receives very satisfied ratings by 60% or more of respondents. Parks and Police services were the highest rated, but all were very well rated by 60% or more of the respondents.

Eighty-one percent (81%), said they were very satisfied with park maintenance. Ratings of police protection were very good also. Statistically, just as many expressed satisfaction with police coverage of their area (79%) as expressed satisfaction with the parks. A sense of safety from crime (75%) and police response (74%) also were very satisfactory to the vast majority.

As one would expect, routine services such as trash pickup, street maintenance, snow removal and water issues, all of which affect everyone on a daily, weekly or seasonal basis, are easily observed, and can be personally annoying when things go wrong, receive relatively lower, though still strong marks. Recreation programs also fall into this group, but this is probably because recreation programs cannot be all things to all people.

Some people were perhaps a bit memory challenged when asked about their contacts with city departments in the past twelve months. For example, while it is reasonable that the smallest numbers claiming any experience with a service would be recreation programs and calling the Police Department, it is surprising to this author that 661 of the 920 respondents (72%) in the peaceful suburb of Gahanna, indicated they had called the police in the past twelve months. It is more likely that many of the respondents know people who have called the police, or that they have done so themselves, but in a longer time frame than two years. Nevertheless, regardless of whether the experience was vicarious or personal and whether it occurred in a time-frame somewhat different than specified in the question, the important point is that the Police Department's reputation for prompt response is very good among the vast majority of the public.

Figure 16 Satisfaction with Specific Services among those Who Have Had Contact

		Ward One	Ward Two	Ward Three	Ward Four	All wards
Q5a. How satisfied are you with police response when you or others have called them in the past year?	Very dissatisfied	1%	1%	2%	0%	1%
	Somewhat dissatisfied	4%	2%	4%	5%	4%
	Somewhat satisfied	33%	17%	15%	18%	21%
	Very satisfied	61%	80%	79%	77%	74%
Q6a. How satisfied are you with snow removal in your neighborhood?	Very dissatisfied	2%	4%	2%	1%	2%
	Somewhat dissatisfied	11%	3%	6%	7%	7%
	Somewhat satisfied	33%	40%	28%	26%	31%
	Very satisfied	54%	52%	64%	67%	60%
Q7a. How satisfied are you with trash and yard waste pickup?	Very dissatisfied	2%	0%	1%	1%	1%
	Somewhat dissatisfied	5%	7%	3%	3%	4%
	Somewhat satisfied	29%	26%	32%	25%	28%
	Very satisfied	64%	67%	64%	71%	66%
Q8a. How satisfied are you with the services of the Water Department?	Very dissatisfied	3%	3%	3%	0%	3%
	Somewhat dissatisfied	4%	8%	8%	4%	6%
	Somewhat satisfied	28%	33%	35%	24%	31%
	Very satisfied	64%	55%	53%	71%	60%
Q9a. How satisfied are you with street maintenance, such as repairing pot-holes and keeping pavement in good condition?	Very dissatisfied	3%	1%	1%	1%	2%
	Somewhat dissatisfied	6%	7%	5%	5%	6%
	Somewhat satisfied	30%	37%	26%	33%	31%
	Very satisfied	61%	54%	68%	60%	62%
Q10a. How satisfied have you been with the recreation programs sponsored by the Gahanna Parks and Recreation Department	Very dissatisfied	1%	0%	3%	0%	1%
	Somewhat dissatisfied	4%	4%	9%	5%	6%
	Somewhat satisfied	29%	22%	36%	28%	29%
	Very satisfied	66%	74%	53%	67%	64%
Q11a. How satisfied have you been with police coverage of the part of Gahanna where you live?	Very dissatisfied	2%	0%	3%	0%	1%
	Somewhat dissatisfied	3%	2%	2%	2%	2%
	Somewhat satisfied	24%	14%	13%	19%	17%
	Very satisfied	71%	84%	82%	79%	79%
Q12a. How satisfied have you been with the sense of safety from crime in Gahanna?	Very dissatisfied	2%	1%	1%	1%	1%
	Somewhat dissatisfied	5%	4%	2%	4%	3%
	Somewhat satisfied	23%	18%	18%	23%	20%
	Very satisfied	70%	77%	79%	73%	75%
Q15a. In the past year, how satisfied have you been with the way the parks have been maintained?	Very dissatisfied	2%	1%	0%	1%	1%
	Somewhat dissatisfied	1%	6%	0%	1%	2%
	Somewhat satisfied	15%	21%	13%	18%	16%
	Very satisfied	82%	72%	87%	80%	81%

Variation of service satisfaction among wards

In the table above, the service satisfaction results are broken down by ward.

Satisfaction with city services is quite high overall and within each of the four wards. The variation that is observed tends to be between degrees of satisfaction (especially between very satisfied and somewhat satisfied) and not between satisfaction and dissatisfaction. For example, consider high satisfaction scores for snow removal. High satisfaction with snow removal in wards One and Two stands at 54% and 52% (respectively) compared to wards Three and Four which range from 64% to 67% (respectively). The difference, however is accounted for not by a higher percentage in wards One and Two expressing *dissatisfaction*, but in the percent saying they were “somewhat” rather than “very” satisfied.

There is a similar difference between wards Two and Three in terms of street maintenance, with 54% of respondents in Ward Two, but 68% of respondents in Ward Three indicating high levels of satisfaction. There are a number of other, similar differences among the wards the reader can easily find in the table. Two examples: Residents of Ward One rate police response and coverage well, but less so than

residents of the other three wards. Residents in Ward Three rate recreation programs well, but less so than those of other wards.

In spite of these kinds of differences, there is considerable uniformity among the wards. A rough test demonstrates this⁵. When we take an average of the percentages giving the top satisfaction score on all aspects of service covered here, we find that the average percent for Ward One is 66%, Ward Two 68%, Ward Three 70%, and Ward Four, 72%. The range is only 6% between the lowest and highest percentages of high satisfaction.

Perception v reality

We remind the reader that perception is not always a close reflection of reality. There are many reasons for which equal public performance of an agency may be differentially perceived. For example, differing street and block designs and parking tendencies may make snow removal more difficult in some areas than in others. Differing age characteristics in certain areas may make recreation programs more or less satisfactory to many people. Differing housing and business densities may make police patrols more or less visible and more or less difficult. Moreover, differing levels of income sometimes create differing perceptions of quality and differing expectations of service.

For these reasons, the differing satisfaction scores are a symptom of possible operational problems, not a definitive indication that a problem exists in an objective sense. They do provide a clear indication of service perceived as excellent or problematic, but it is important for departments to maintain objective measures of performance as well to maintain a proper overall perspective. In other words, a relatively low satisfaction score is not a mandate to take corrective action immediately, but a mandate to confirm the public perception and act appropriately.

⁵ Given that (as we pointed out previously) the number of respondents varies from service to service, it is not strictly acceptable to use an "average percent," but as a rough rule of thumb, it is adequate.

Figure 17 Incidence and Impact of Negative Experiences with Service

<u>Impact of negative perceptions on ratings</u>					
	A	B	(B-A)	C	(C*gap)
	Mean scores on scale from 1 - 4 where 4 is more positive				
	Those reporting a problem	Those reporting no problem	Gap	Percent reporting a problem	Impact score
Maintenance of parks (n=704)	3.12	3.80	0.68	4%	0.03
Rec programs (n=520)	3.22	3.60	0.38	8%	0.03
Police response when you called (n=661)	2.62	3.74	1.12	4%	0.04
Police coverage where you live (n=891)	2.49	3.78	1.29	4%	0.05
Water Dept (n=847)	2.13	3.61	1.48	7%	0.10
Sense of safety from crime (n=908)	3.00	3.80	0.80	14%	0.11
Street maintenance (n=905)	2.51	3.65	1.14	10%	0.11
Snow removal (n=895)	2.33	3.63	1.30	11%	0.14
Trash and yard waste (n=891)	2.77	3.75	0.98	15%	0.15

The impact of perceiving a service problem

The table above provides several pieces of information:

- The mean, or simple average, score on a scale of one to four on which 1 is a negative score and 4 is a positive score, broken down by those who indicated a problem and those who did not.
- The gap between those scores.
- The percent reporting they had a problem with the service in the past twelve months⁶.
- The “Impact score,” which is the percent reporting a problem multiplied by the gap. (More on this below.)

What does this chart tell us? It tells us the frequency with which residents perceived a problem in the past twelve months, and if they did perceive a problem, what impact it had on their satisfaction score.

Perceiving a problem

- Respondents were asked if they had had any problem with each service in the past twelve months. The percent reporting they had a problem is shown in the fourth column of the table above. Notice that for police response, park maintenance, and police coverage, only 4% or 5% reported a problem. Water

⁶ This will provide an important benchmark for comparison in future surveys.

Department (7%) and recreation programs (8%) were similarly low. Thus for all of these, more than 90% of respondents reported no problem.

- Three of the four services in which 10% or more cited a problem in the past twelve months, involve routine neighborhood maintenance that are perennial challenges for cities, snow removal (11%), street maintenance (10%), and trash and yard waste pickup (15%). This means, of course, that the balance of 85% to 90% reported no problem.
- For a sense of safety from crime, 14% reported a problem. This is, however, much more subjective than the other items. And even on this item, 86% reported no problem.
- As one would expect, all satisfaction scores of those reporting a problem were lower than those reporting no problem.

The impact scores

The impact scores are really a measure of the degree to which experiencing a problem results in a negative response as measured by the satisfaction-scale rating. It might better be called a “Degree of irritation score.” I.e. How irritated or concerned are you when you do have a problem with a specific service?

Because the lowest score is 1 and the highest is 4, the maximum gap is (4-1) or 3. Theoretically, then, the impact score can approach 3. Let us say, for example, that 99% of respondents had a problem and they all scored the service 1 (which is therefore also the mean) while the 1% reporting no problem all scored the service 4, then the gap would be the average score of those noticing a problem (i.e. 4) minus the mean score of those not noticing a problem (i.e. 1), or 3. The impact score is the product of this gap times the percent citing a problem, in this example, 99%. Voila: $3 \times 99\% = 2.97$ which is the impact score. Admittedly this is an approximation of impact, but it does give a sense of the effect on people’s attitudes when service problems arise.

In practice, public services rarely exceed 1 though such scores do occur when people are truly annoyed. The more common impact scores are like those shown in the actual table, are well below 1 because for most services people vary between somewhat and very satisfied, and relatively few cite problems. For the Gahanna data, the impact scores do not even approach 1, meaning that even when there is a perceived problem, the impact overall on the aggregate public is relatively small.

The most irritating problems appear to be related to routine household and localized maintenance services, trash and yard waste, snow removal, and street maintenance. Because all of these had percentages below 70% in those saying they were very satisfied, this is not surprising. (See Figure 15.)

What is more interesting is that although a sense of safety from crime was scored above 70% in the very satisfied category (73%) (see Figure 15), in the impact scores it is among

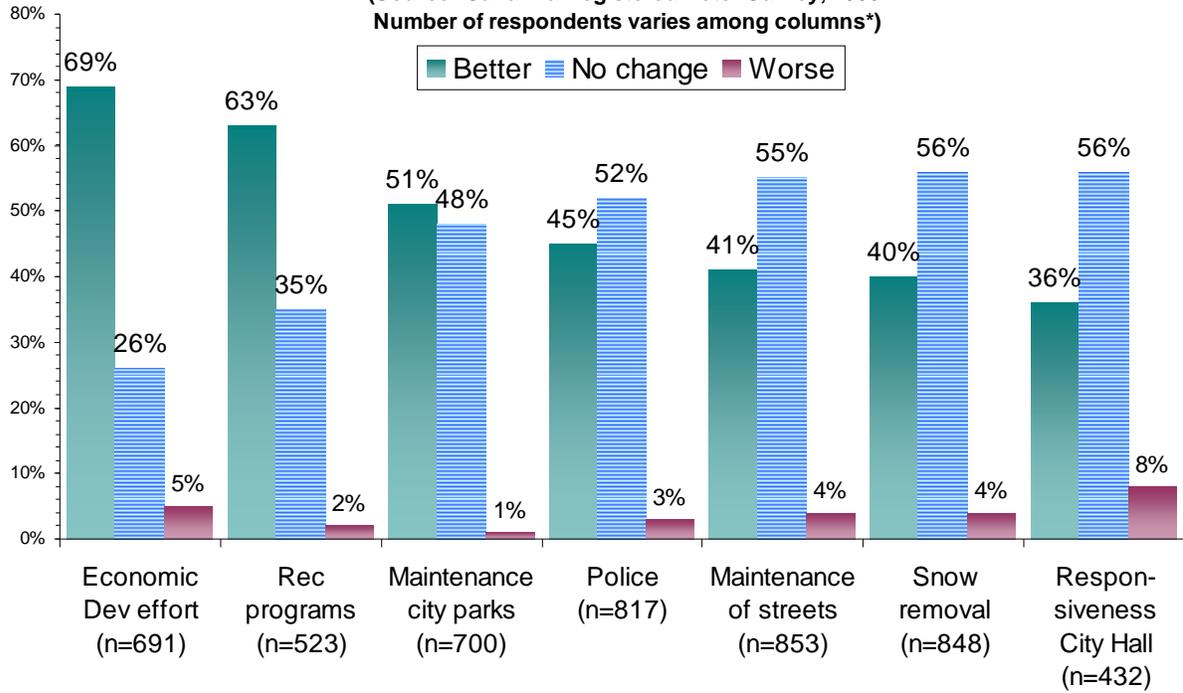
the higher scores. This means that when there is a sense that safety is lacking, that perception causes a significant impact on the satisfaction score. This is to be expected since personal safety is an issue involving perception of personal safety, and cannot be measured objectively as can street maintenance or trash pickup. The city can influence the sense of personal safety, but many other factors, especially events reported by news media, influence it just as profoundly.

Another interesting finding is that while recreation programs received a very satisfied rating from only 62% in Figure 15, when a problem was perceived, it had almost no impact at all. Compare, for example, the fact that 8% reported a problem with recreation programs and 7% with water service. However, the impact of a water problem is more than three times greater (.10) than that for recreation activities (.03). This suggests when problems occur, in recreation programs the public tolerance is much greater than for problems with water service – as common sense would also suggest.

Part 4: Perceived Change in the Quality of Services

Figure 18 Direction of Change

Compared to 2005 and earlier years, would you say that the following city services have become better, worse or have not changed since then?
 (Source: Gahanna Registered Voter Survey, 2008.
 Number of respondents varies among columns*)



*Number of respondents varies because, because table excludes persons living in Gahanna for fewer than three years, and those who indicated they had no contact with the department mentioned.

Services getting better, staying the same or becoming worse?

The perceived direction of change is fundamental to a government’s relationship with the citizens it serves. The chart above answers the question of whether citizens feel that their city government services have been improving, staying the same, or getting worse.

- First, notice that all aspects of city services were perceived by the vast majority to be either getting better or not changing. None was seen by more than 8% of people to be deteriorating.
- Economic development efforts were seen by more than two-thirds (69%) of respondents to be getting better and another 26% to be static. Only 5% suggest it is becoming worse.
- Recreation programs were also perceived to have been changing for the better. In this case, 63% said they are getting better, 35% staying the same, and only 2% becoming worse.

- Opinion on park maintenance is split almost evenly between those who feel it is improving (51%) and those who feel it is not changing (48%). Only 1% feel it has slipped.
- Other elements of city services show a tendency for more people to believe that the services have stayed about the same, while fewer perceive that things have improved. Since this set includes street maintenance and snow removal, and these each had two of the higher impact scores, it may be worth considering them a priority for further examination.

Figure 19 Services Becoming Better or Worse?

Compared to 2005 and earlier years, would you say that the following city services have become better, worse or have not changed since then?

		Ward One	Ward Two	Ward Three	Ward Four	All wards
Q23. How about... Police protection?	Better	44%	39%	49%	46%	45%
	No change	54%	55%	48%	52%	52%
	Worse	3%	5%	2%	3%	3%
Q24. How about... Maintenance of Gahanna city parks?	Better	48%	39%	59%	56%	51%
	No change	51%	58%	40%	42%	48%
	Worse	1%	2%	1%	2%	1%
Q25. How about... Maintenance of streets?	Better	40%	34%	42%	45%	41%
	No change	55%	63%	55%	48%	55%
	Worse	4%	3%	3%	7%	4%
Q26. How about... Snow removal?	Better	35%	32%	44%	47%	40%
	No change	62%	61%	52%	51%	56%
	Worse	3%	7%	4%	2%	4%
Q27. How about... Responsiveness of officials in City Hall when you call?	Better	31%	34%	41%	37%	36%
	No change	64%	60%	51%	51%	56%
	Worse	5%	6%	9%	12%	8%
Q28. How about... The City's efforts to stimulate jobs and economic growth?	Better	68%	72%	71%	66%	69%
	No change	26%	26%	23%	28%	26%
	Worse	6%	2%	6%	7%	5%
Q29. How about... The recreation programs sponsored by the Gahanna Parks Department?	Better	61%	70%	63%	59%	63%
	No change	36%	28%	36%	38%	35%
	Worse	3%	2%	1%	3%	2%

Services getting better, staying the same or becoming worse, by ward

There is considerable uniformity among the four wards in terms of their views of change in services. The differences that did appear tended to be between things “getting better,” and things “staying the same.”

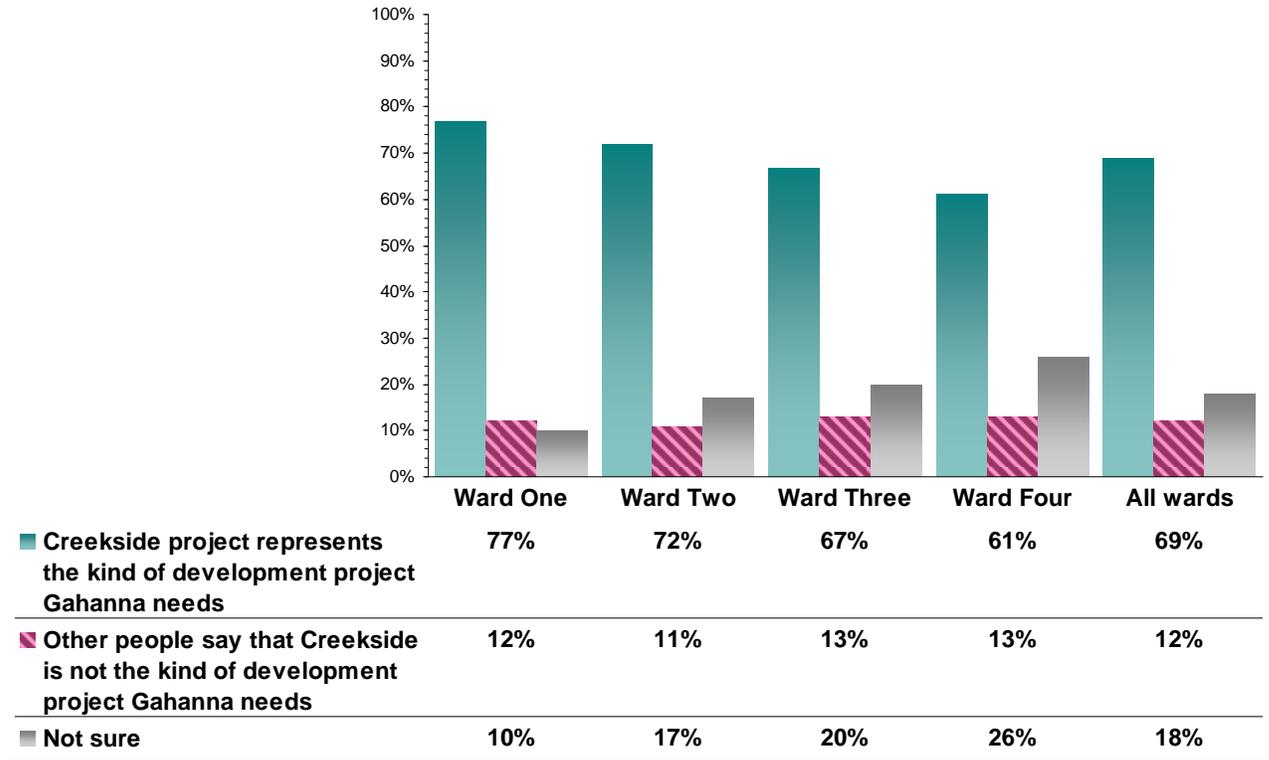
In only one case does the “getting worse” category rise into double digits (12%) in one ward. This is the percent saying that responsiveness of city officials when you call City Hall is getting worse since 2005. Ward Four had the highest percent (12%) saying this is “getting worse.” Of course this means that 88% said this is either getting better (37%) or staying the same (51%).

Part 5: Major City Initiatives

Figure 20 Attitudes toward Creekside

32. Some people say that the Creekside project represents the kind of development project Gahanna needs. Other people say that Creekside is not the kind of development project Gahanna needs. How do you feel about this?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



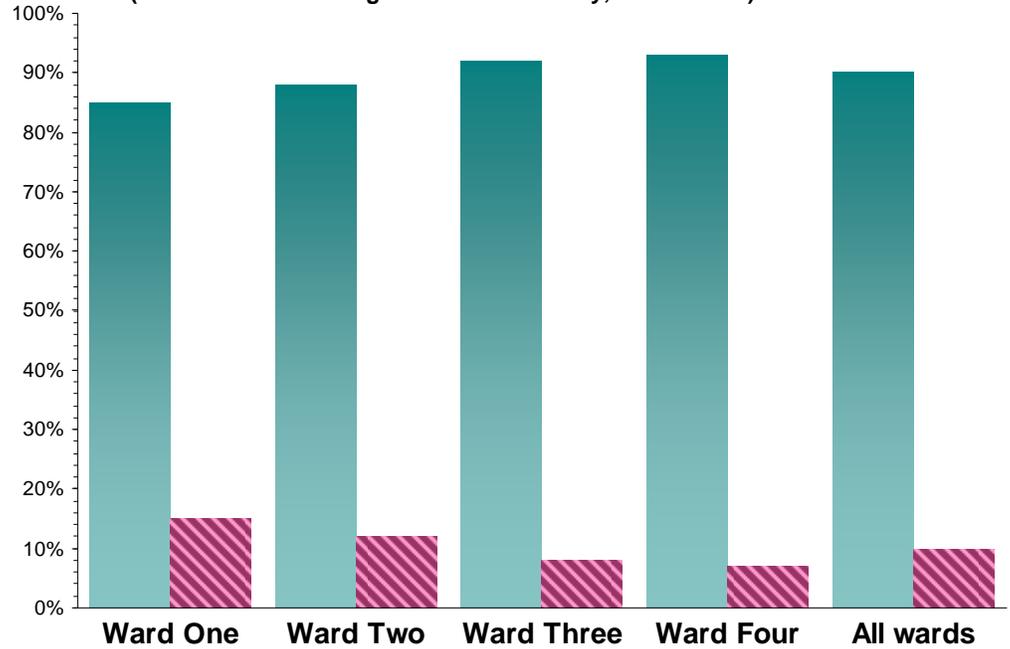
Creekside

When asked to choose between the statement that “Creekside is the kind of development project Gahanna needs.” and the contrary statement that “Creekside is *not* the kind of development project Gahanna needs,” more than two-thirds (69%) of local residents chose the positive alternative while only 12% chose the negative statement, and 18% were not sure.

The response does not differ in a fundamental way among the wards, but there were some differences. For example, respondents in wards One and Two were more likely (77% and 72%, respectively) to see Creekside in a positive light than those in wards Three (67%) and Four (61%). But the differences occur less in the negative responses than in the not-sure responses which range from 10% to 26%. One might assume that this has to do with familiarity derived from simple proximity to Creekside. However, the next chart suggests this is not necessarily the case.

Figure 21 How many Have Been to Creekside?

Q31c. Have you gone into the Creekside development?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



■ Been into Creekside	85%	88%	92%	93%	90%
■ Have not been into Creekside	15%	12%	8%	7%	10%

Visiting Creekside

Respondents were asked not whether they had been *to Creekside*, but whether they had been *into Creekside*. Of respondents in all wards, 90% said they have been into Creekside. Respondents from wards Three and Four, were the most likely (92% and 93% respectively) to say they have been into Creekside, while those in Ward One were the least likely to say this.

Figure 22 Random Sample of the 609 Positive Comments about Creekside

Can you tell me the main reason you feel that way about Creekside?

It offers a place to go with visitors, with paddle boats, music and a nice restaurant

The attraction of classy restaurants (not chains) and specialty stores is an asset.

It brings a lot of people into the area.

It has made a lot of things much more convenient for us.

100 percent improvement over what was there before

It brings more people, coffee shops, free entertainment big plus.

It attracts people and is modern.

To have growth make things better not end up like Columbus

They have built new stores and restaurants and just a very nice place to go and spend a little relaxing time there.

There are wonderful services and the parking is good.

It brings a lot of new businesses and more things for teenagers and young adults to do on the weekends....like concerts, cafes with local artists and musicians.

I'm glad they did something....it was really a one-horse town before....but I think they overdid it.

It brings more people into the city.

I wish they would keep doing more, I just love it. You can have a good time and not even spend money, but you've got the restaurants if you want, and lots of activities. A good place for the family.

We need a place for people to go eat, socialize near downtown Gahanna

They've really brought in a number of nice restaurants and businesses to make the community proud.

It has brought a lot of new business to the city.

Brought in jobs, people, and revenue, and it's a nice place for people to come to.

I think it's added more to the city a reason to get out and about

I think its a good thing for the city's development....but I think they might have had the wool pulled over their eyes in terms of cost.

I think it's promoted employment, community activity and interaction and I think it's beautiful. It makes me proud.

It seems to be just what the town needed to bring new businesses.

Because it brings family together and brings people into the city.

What people like about Creekside

Asked why they like Creekside, most people cited general improvement of the area, the activity it attracts, the opportunities for entertainment it provides, and the fact that it represents economic development. A few people with positive overall views also express lingering doubts about the scale and financial aspects of the project.

(Only a random sample of the more than six-hundred positive response is shown above. All comments are contained in an appendix under separate cover.)

Figure 23 Random Sample of the 155 Negative Comments Regarding Creekside

Can you tell me the main reason you feel that way about Creekside?

I don't think it's going to be able to sustain itself -- with the businesses primarily. Not a stable place to set up a business and sustain it with people.

They made a big mistake on the condos....not sure if its going to make it.

It's expensive.

I do not see the shops that interest me.

I do not like all the new buildings....might not be a financial gain.

The whole project - \$20 million is a waste and they could do a lot in other places. They have more problems that they don't address and yet, they spend all that money.

I think it's a good idea but it was both too big and too small. It was a huge outlay of money (not necessary that the city paid out). It's too small to make it as a stand alone development and I question the ratio of office space to condo use to retail. The condos are all \$300,000 and above but there's not enough retail to draw enough people and I'm not convinced that there is enough need for office space. Also, parking is not seen and therefore not used. The parking is not convenient for running in to get coffee or a quick errand at retail. If you go to a restaurant, and stay a few hours, you will have a parking tab. I can go to Easton, spend several hours, and pay no parking fee at all. That raises the question of bigness vs. smallness. There's not enough to draw you there.

Too much change for the city.....I'm an old woman, but I wouldn't condo there because of all the business there. It's just too much. Are we going to end up like a city center with all kinds of commercial buildings -- or will it end up like a ghost town.

There is nothing down there for me except for the occasional festival. Nothing there on an ongoing basis.

Costs too much.

What they put in there is a disappointment, too expensive.

We didn't really need the high end stores that we have there, or the condos.

Regarding the apartments being built there, they are pricing us out, more expensive than they need to be. They are priced as if they were "downtown" properties -- too expensive for the area.

It loses the small town feeling. They put too much money into Creekside.

I like the way it looks, but it's not in the right place. They put it right at the creek and only one side is developed. If you want to have a big group of people, you are crowded like cattle.

Most of the shops are pricey and that's good for the more affluent residents. It looks good, but I don't know if we really needed it.

It's a waste of money - I realize it's new and not everything is occupied.

It is bringing too many people to the city, which leads to crime and other things.

A lot of money spent for the tax base of the city... they spent more money than they are getting back.

An awful lot of waste of money...the price that was paid and the returns on it are going to be terrible. What good do nice looking vacant buildings do?

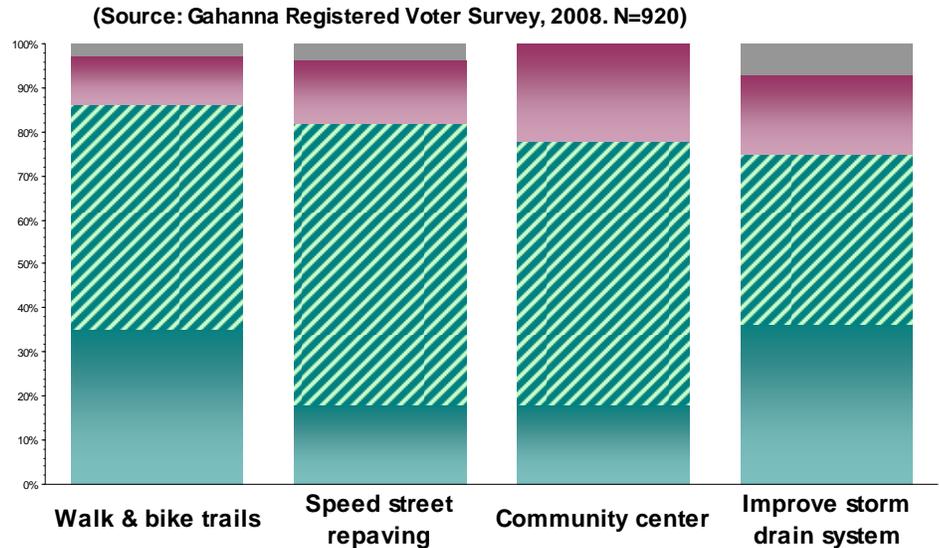
It's too financially leveraged.

What people dislike about Creekside

The negative comments focus on the expense and the danger that the development overreached in the sense that it may not pay a return to the city. Some people also feel that the kinds of facilities and stores available there are too costly, "...high end," "...expensive." Some like the idea but criticize the execution: "...good idea but both too big and too small...", "I like the way it looks but it's not in the right place."

Figure 24 Perceived Need for Other Potential City Initiatives

38. The City of Gahanna would like citizen input into some other local priorities also. Various people have proposed projects of various types. I would like to read you just a few, and ask you whether you personally feel there is a serious need for the project, some need but not serious need for it, or no need



■ Not sure	3%	4%	0%	7%
■ No need for it	11%	14%	22%	18%
▨ Some need but not serious	51%	65%	60%	38%
■ A serious need	35%	18%	18%	36%

Is there a perceived need for other city initiatives?

The survey asked about the need for the four other kinds of development efforts shown above⁷. The projects are shown in descending order of the perceived need for them (serious need plus some need).

- Walking and bicycle trails show 35% “serious need” and 51% “some need but not serious” for a total of 86% citing some level of perceived need.
- Notice that although storm drains are last in the list in terms of total needs (“serious” plus “some” need), they are statistically equal to walking and bicycle trails in “serious need.”
- Although the Community Center has a total of more than three-fourths (78%) of respondents expressing some level of need for it, it garners a low level of perceived “serious need,” 18%, equal to the speeding up of repaving streets, and it has the highest negative response (22%). Also, unlike the other projects, no one expressed uncertainty about it.

⁷ The questions were asked in a randomized order to avoid bias from question ordering.

Figure 25 Perceived Need for Public Projects, by Ward

			Ward One	Ward Two	Ward Three	Ward Four	All wards
Q38a. Build a system of walking and bike trails connecting various parts of Gahanna, and connecting with trails leading to other parts of Franklin County.	A serious need		35%	36%	33%	37%	35%
	Some need but not serious		54%	47%	55%	46%	51%
	No need for it		9%	15%	7%	15%	11%
	Not sure		2%	2%	5%	2%	3%
Q38b. Improve on the storm water drainage system to handle local flooding during storms.	A serious need		35%	34%	38%	38%	36%
	Some need but not serious		44%	43%	31%	38%	38%
	No need for it		17%	18%	20%	16%	18%
	Not sure		5%	5%	11%	8%	7%
Q38c. Speed up the street repaving schedule so that most of Gahanna's streets would be newly paved within the next one to fifteen years?	A serious need		17%	22%	13%	20%	18%
	Some need but not serious		69%	57%	68%	61%	65%
	No need for it		13%	16%	13%	15%	14%
	Not sure		1%	5%	5%	4%	4%
Q37. If the community center included those kinds of facilities, do you think that in Gahanna there is a serious need for such a community center, some need but not serious need for it, or no need for it?*	A serious need		13%	17%	17%	25%	18%
	Some need but not serious		70%	58%	61%	47%	60%
	No need for it		17%	25%	22%	27%	22%

Although there is general uniformity among the wards in their perception of the general level of need for the four projects studied, there are some interesting differences. For example, Ward Four respondents were more likely to consider that there is a serious need for the Community Center (25%) than respondents in Ward One (13%), but they were also more likely to say there is no need for it (25%) compared to 17% in Ward One. It is unclear why opinion would be more polarized within Ward Four than elsewhere, but clearly it is.

The same results for each of these four projects shown in the table above are presented again on the following two pages, but this time separately and visually and without further comment in four charts.

*[Note that Q37 refers uses the wording “If the community center included these kinds of facilities...” This refers to certain facility components of the hypothetical community center respondents were asked about prior to their being asked Q37. The question was:

Q34. On a different topic, now, several communities in Franklin County, including Westerville, New Albany, and Dublin have built multi-purpose Community Centers that have facilities for all ages, from children to seniors. If a Community Center were built in Gahanna, which of the following would you want to see as part of that center? [RANDOMIZE ORDER OF ASKING a-e]

- (a) Rooms for community groups to meet
- (b) A fitness area with exercise equipment
- (c) A senior center
- (d) Recreation area with activities
- (e) An indoor swimming pool

When asked the perceived need for a Community Center, the respondents had already specified what they wanted to be included in the center, and thus the wording: “If the community center included these kinds of facilities...” See further information on this in and below “Figure 33 Components of a Community Center,” page 49 and footnote #8 on that same page.]

Figure 26 Improve storm drains

Q38b. Improve on the storm water drainage system to handle local flooding during storms. Do you believe that at present there is a serious need to make major additional city investment in the storm water drainage system in Gahanna some need but not serious need for it, or no need for it?

(Source: Gahanna Registered Voter Survey, 2008. N=920)

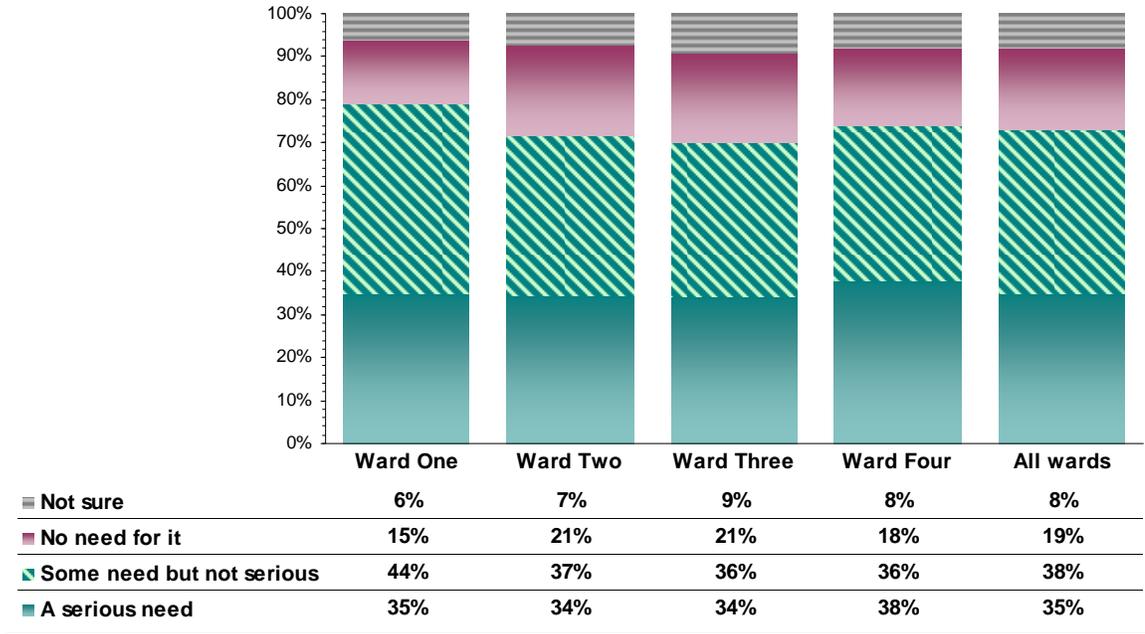


Figure 27 Walking and Bike Trails

Q38a. Build a system of walking and bike trails connecting various parts of Gahanna, and connecting with trails leading to other parts of Franklin County. In your personal opinion, is there a serious need for the system of walking and bike paths, some need but not serious need for it, or no need for it?

(Source: Gahanna Registered Voter Survey, 2008. N=920)

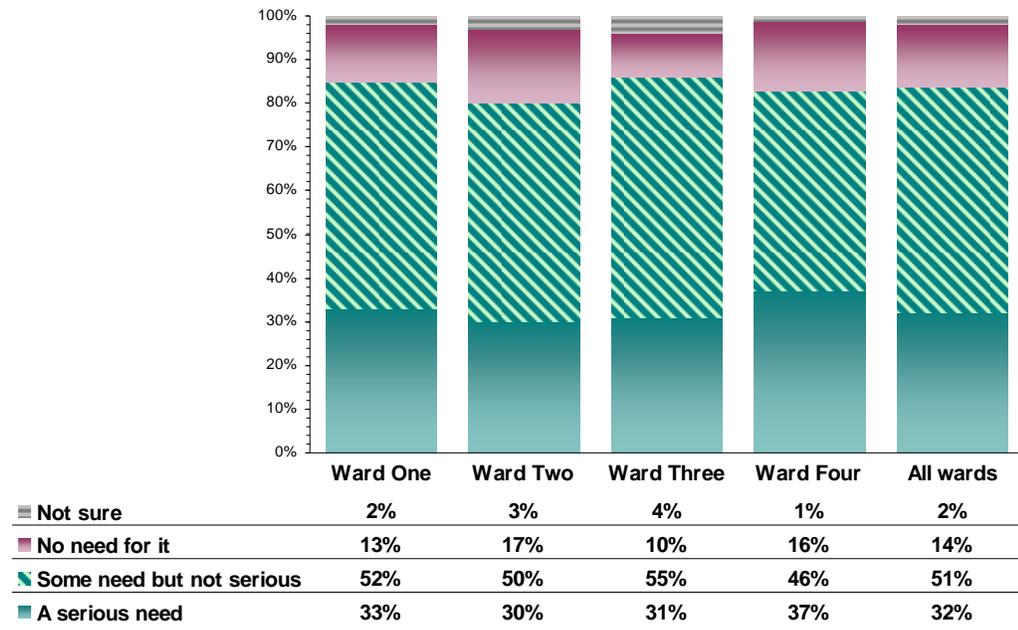
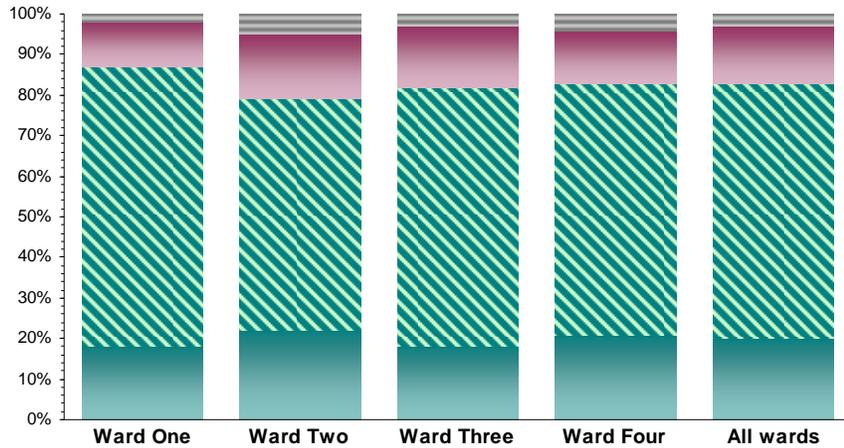


Figure 28 Speed Street Repaving

Q38c. Speed up the street repaving schedule so that most of Gahanna's streets would be newly paved within the next one to fifteen years? Is there a serious need to increase the pace of street repaving, some need but not serious need for it, or no need for it?

(Source: Gahanna Registered Voter Survey, 2008. N=920)

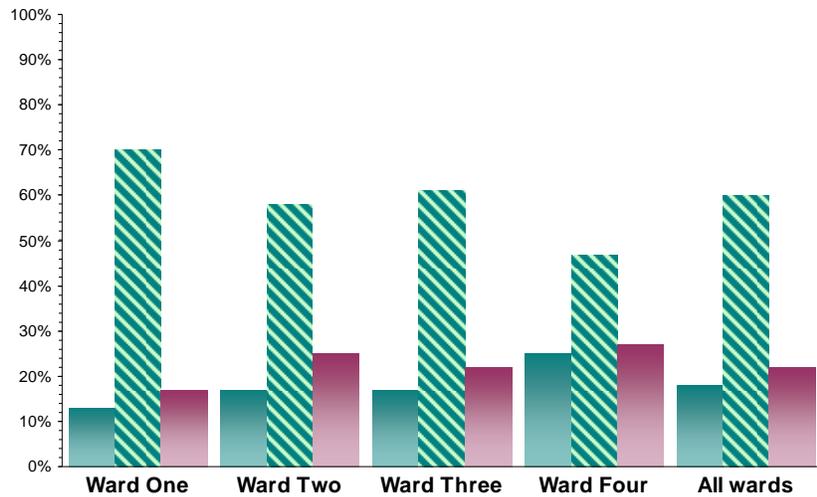


■ Not sure	2%	5%	3%	4%	3%
■ No need for it	11%	16%	15%	13%	14%
▨ Some need but not serious	69%	58%	64%	62%	63%
■ A serious need	18%	22%	18%	21%	20%

Figure 29 Build a Community Center

Q37. If the community center included those kinds of facilities, do you think that in Gahanna there is a serious need for such a community center, some need but not a serious need for it, or no need for it?

(Source: Gahanna Registered Voter Survey, 2008. N=920)

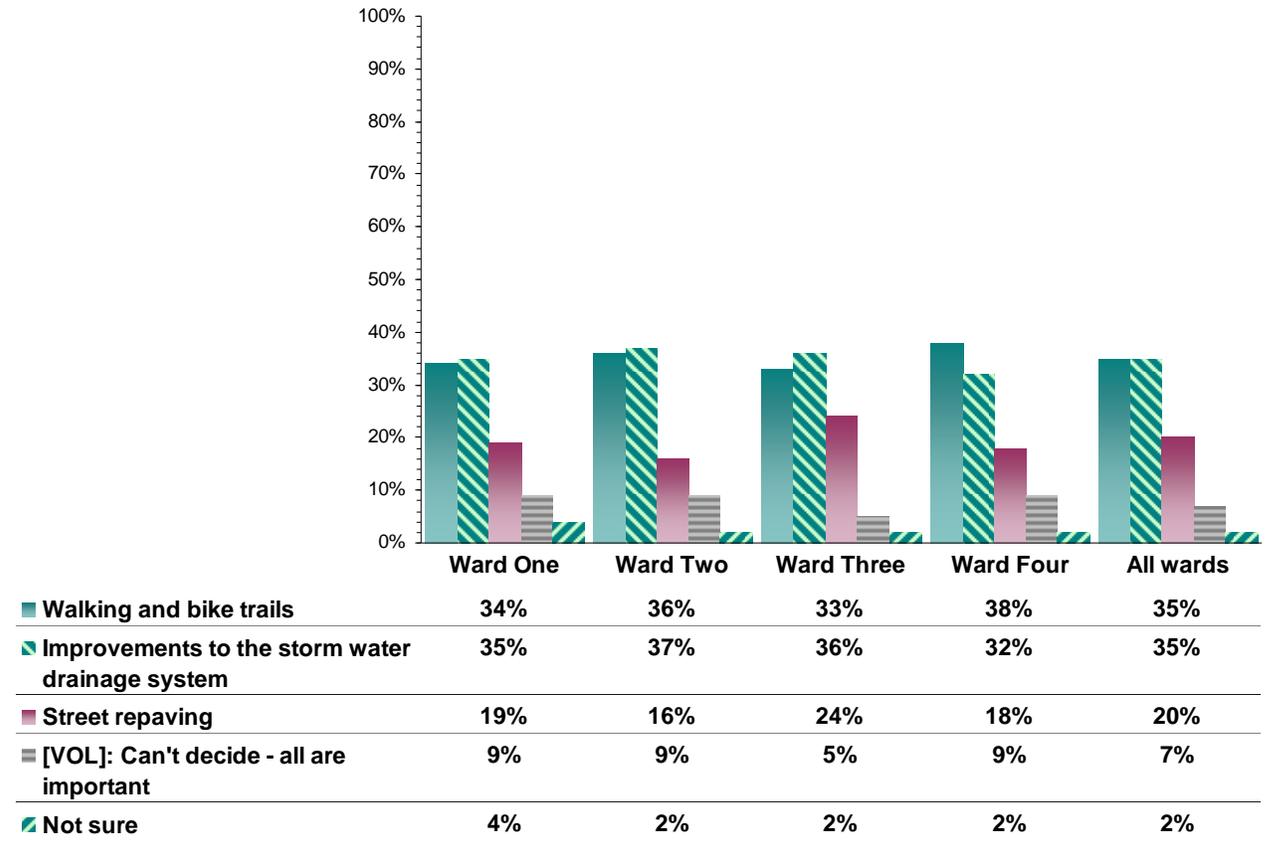


■ Serious need for such a community center	13%	17%	17%	25%	18%
▨ Some need but not serious need for it	70%	58%	61%	47%	60%
■ No need for it	17%	25%	22%	27%	22%

Figure 30 Priority among the Three Projects Other than the Community Center

Q39. Of those three projects, which in your personal opinion is the single most important need of the three.

(Source: Gahanna Registered Voter Survey, 2008. N=920)

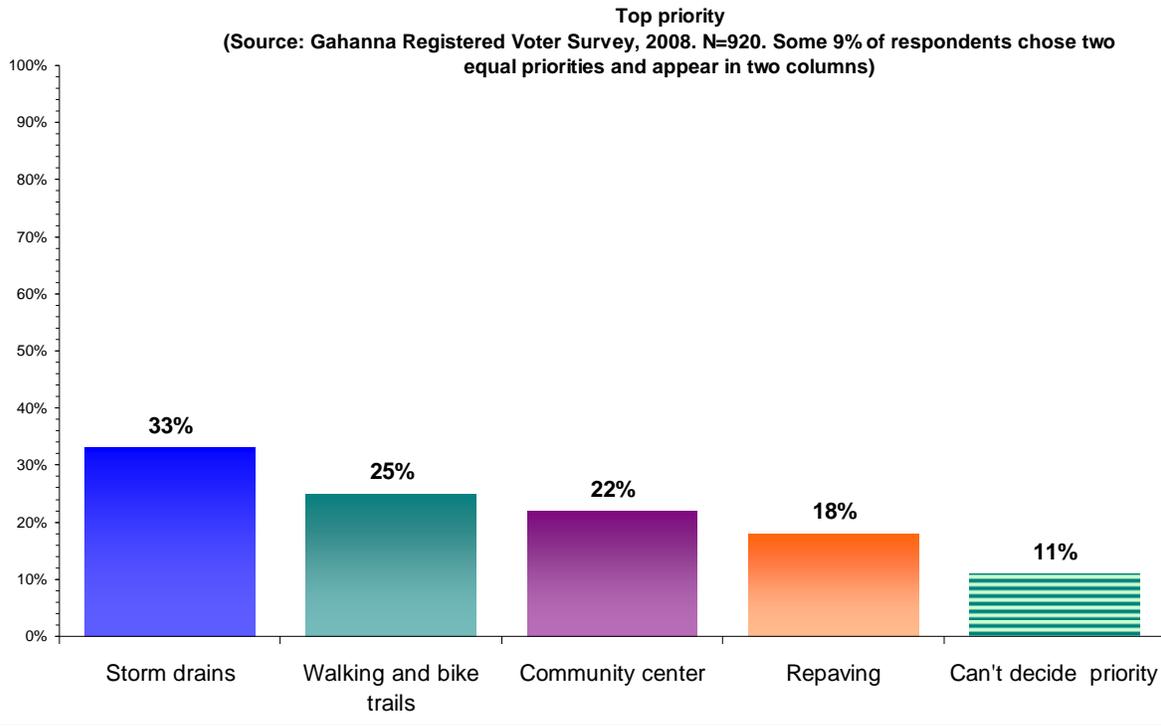


Project Priorities

Respondents were asked in two stages what their priorities were among the several projects. First they were asked to decide which among three projects (including storm drains, walking and bike trails, and street repaving) was most important to them. The results of that question are shown in the chart above. Over all, opinion was equally divided between trails and improvements to the storm water drainage system. Statistically they were equally favored in wards One, Two and Three. However, walking and bicycles trails were slightly more favored than storm drain improvements in Ward Four.

In each ward, more people set trails and storm drains as a higher priority than repaving. However, in Ward Three, street repaving was favored by more respondents (24%) than in any other wards. We do not know whether street repair conditions are more problematic there than elsewhere or if this is a matter of perception caused by differing standards. This is a good example of the need to balance perceptual data with concrete observation.

Figure 31 Priority among Storm Drains, Trails, Repaving, and Community Center



Choosing among all four projects

When we add the Community Center to the choice mix, we find a more complex picture. The chart above shows all of the priorities for all wards, and the figure on the following page breaks them down by ward.

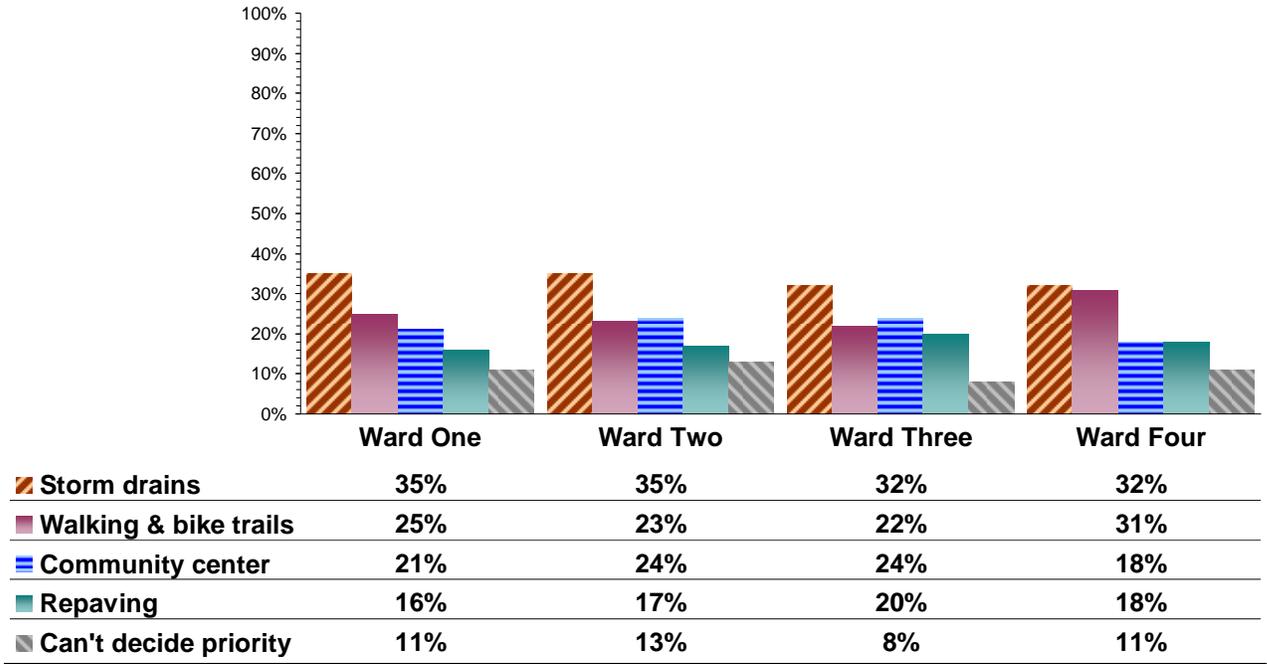
The public has not provided the city much definitive guidance here. While storm drains emerge here as the top priority, the margin is narrow. Also, storm drains – which were included primarily to provide a comparative measure for the more widely discussed issues of trails and community center -- have an urgent sound about them and from the outset were likely to draw some positive response simply for that reason.

The two choices most discussed by the city, walking and bike trails (25%) and community center (22%), are statistically tied as priorities for the public. It might have been an easier policy choice if the public had expressed a clear choice between these two investment options.

[Note: Respondents could choose among the projects or could declare that two of them were of equal importance. In the latter case they would be counted twice, and for this reason the sum of the percentages in the chart is 109%, not 100%. The 9% who said that any two projects were equally important typically cited community center and trails or community center and storm drains. Thus, for example, the 33% in Ward One who chose storm drains (see chart above) includes both those (29%) who said storm drains were their top priority and the additional 4% who said storm drains and community center were equally high on their priority list.]

Figure 32 Top Priority, by Ward

Top priority, by ward
 (Source: Gahanna Registered Voter Survey, 2008. N=920. Some 9% of respondents chose two equal priorities and appear in two bars)



Respondents in the four wards differ somewhat but not fundamentally, on project priorities. The key difference is that trails are clearly favored over a community center in Ward Four, but in the other wards trails and a community center are statistically tied.

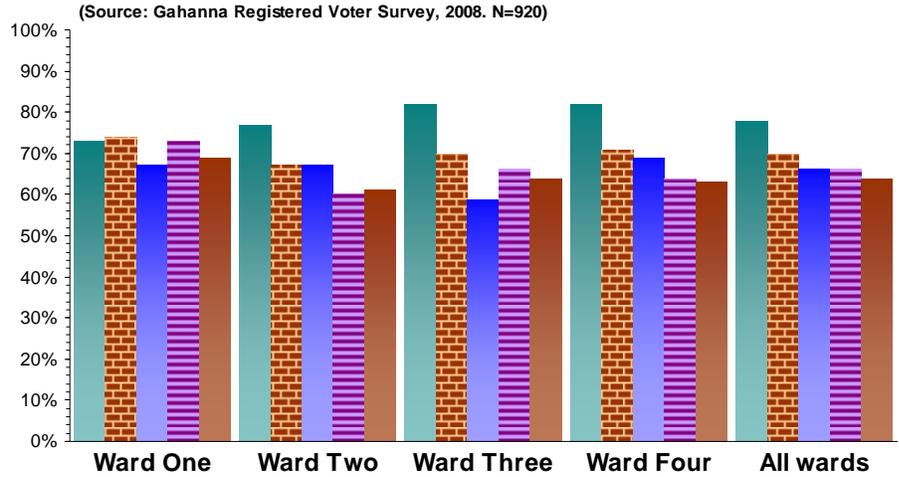
Trails appear to be somewhat more important to residents of Ward Four, while the Community Center appears to be more important in wards One, Two and Three. Also, storm drains emerged as most important to respondents of wards One, Two and Three, but tied with trails in Ward Four.

Part 6: Components of a Community Center

Figure 33 Components of a Community Center

34. On a different topic, now, several communities in Franklin County, including Westerville, New Albany, and Dublin have built multi-purpose community centers that have facilities for all ages, from children to seniors. If a community center were built in Gahanna, which of the following would you want to see as part of that center?

[Options were asked in random order to avoid sequencing bias. Only the percent saying they would like the component to be part of a community center is shown in the chart.]



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ Q34a. Rooms for community groups and recreation classes?	73%	77%	82%	82%	78%
■ Q34b. A fitness area with exercise equipment?	74%	67%	70%	71%	70%
■ Q34c. A senior center?	67%	67%	59%	69%	66%
■ Q34d. A gymnasium?	73%	60%	66%	64%	66%
■ Q34e. An indoor swimming pool?	69%	61%	64%	63%	64%

Components of a Community Center

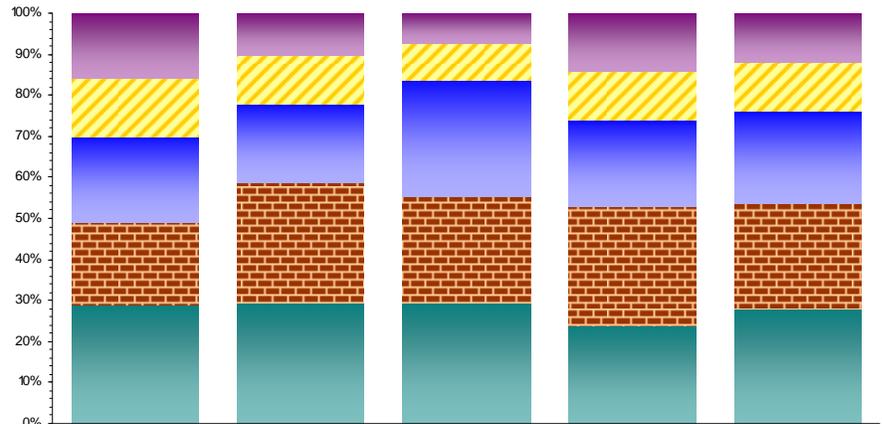
Respondents were asked if there were to be a new Community Center, what they would like it to include⁸. When we examine the set of bars at the far right of the chart (all wards) we find that more than 60% of respondents indicated support for all five elements proposed to them. There is more support (78%) for rooms for community groups and recreation classes, and for a fitness area (70%) than for other facilities. However, two thirds (66%) supported inclusion of both a senior center and a gymnasium. Although it is last on the list, 64% said they would like to see an indoor swimming pool included.

Preferences vary somewhat among the wards. For example, there is much less support for a senior center in Ward Three, but there is more support there for rooms for community groups and recreation classes.

⁸ In the questionnaire, respondents were actually asked first what they would like to see in a community center if one were to be built, and only then were asked their perception of the need for such a center if it included the facilities they said would be desirable. In this way, the community center they were prioritizing was one that they in a sense had helped design.

Figure 34 Top Priority Among Components Of A Community Center

35. Of those five items, what one would be the most important (RE-READ LIST IF ASKED)
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
A gymnasium	16%	10%	7%	14%	12%
A senior center	14%	12%	9%	12%	12%
An indoor swimming pool	21%	19%	28%	21%	23%
Rooms for community groups and recreation classes	20%	29%	26%	29%	26%
A fitness area with exercise equipment	29%	29%	29%	24%	28%

Top priority among components of a Community Center

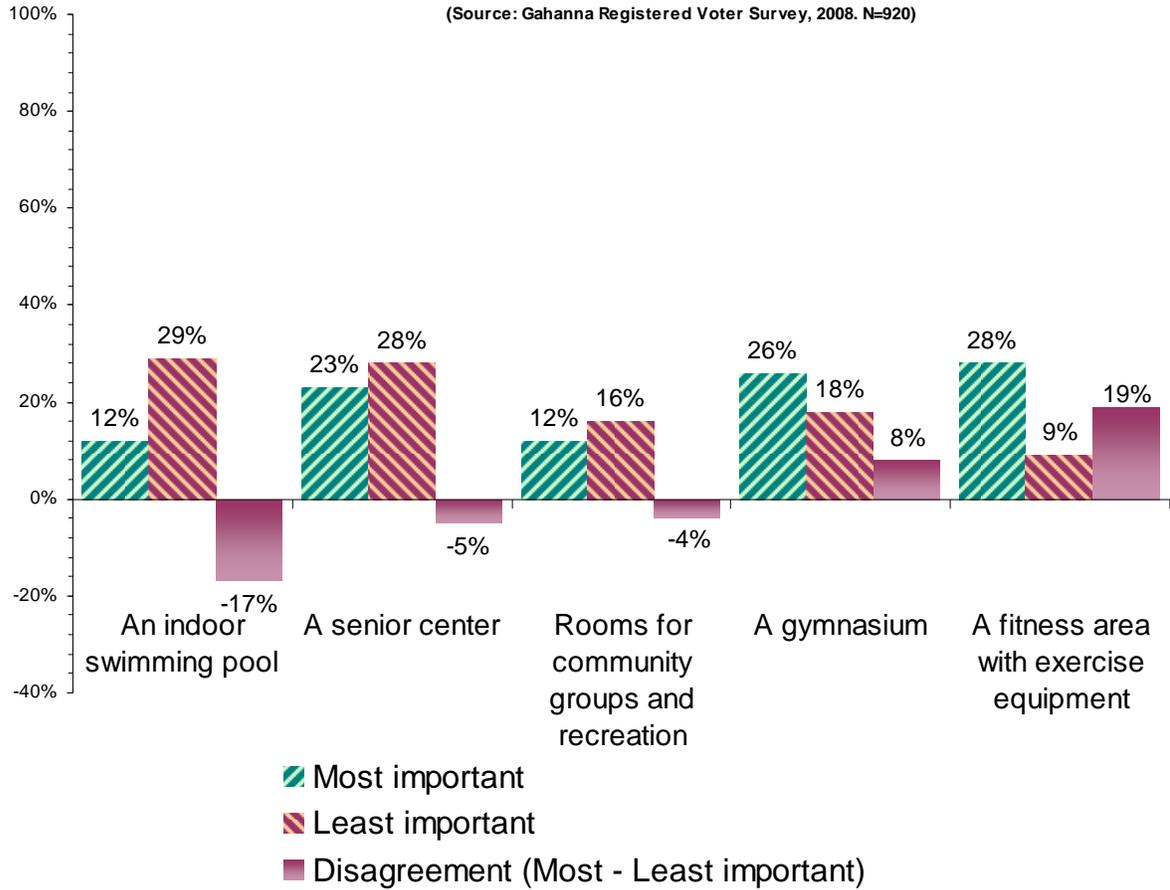
When respondents were asked to choose among the five elements of the hypothetical Community Center, their preferences became slightly clearer. However, for the total sample (all wards) there was relatively little difference among a fitness area (28%), rooms for community groups (26%), and an indoor swimming pool (23%). There was also less support (12%) for a senior center or for a gymnasium (12%).

Preferences differed slightly among the wards but with no discernable overall, consistent pattern.

Figure 35 Priorities for Community Center

Of those five items, what one would be the most/least important?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



Least important

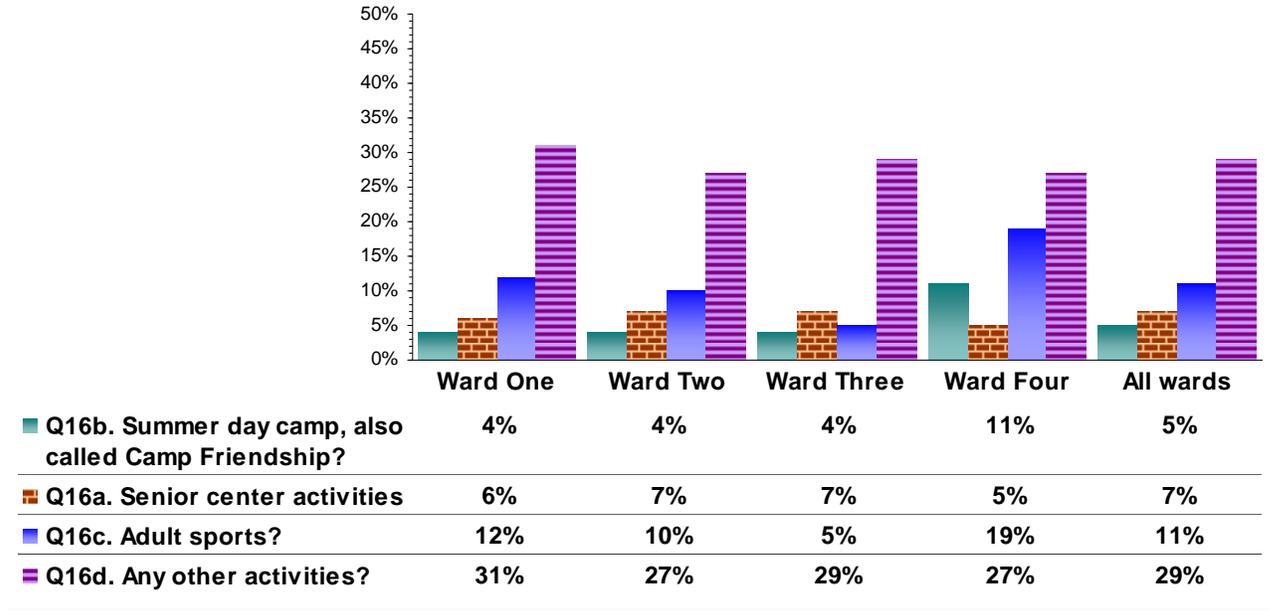
Respondents were also asked what their least important priority would be. The chart above indicates for the entire community the net positive or negative balance between most important and least important components. The chart offers a rough idea of the degree to which positive attitudes about a feature of the Community Center outweigh – or were outweighed by – negative attitudes.

On the fitness area, the most-important percentages outweigh the least-important percentages by 19%, indicating substantial community agreement that if the center were built it ought to include that element. The indoor swimming pool is the most controversial in the sense that it had only 12% saying it is most important to them, but 29% saying it is the least important feature to them, a gap of negative 17%. On the senior center and rooms for community groups and recreation, most and least important percentages are about equal, though least-important do outweigh most-important percentages slightly.

Part 7: Recreation Activities

Figure 36 Participation in Community Activities during the Past Two Years

16. In the past two years, have you or any other adult or child in your household participated in any of the following activities sponsored by the City of Gahanna?
 (Source: Gahanna Registered Voter Survey, 2008. N=920. Multiple responses)



Participation in city-sponsored activities

Respondents were asked which, if any city-sponsored recreation activities they or others in their household had participated in during the past two years. Multiple activities were accepted. For example within a household one person could have attended Camp Friendship and another participated in adult sports. Respondents were also given the opportunity to name other activities they thought fit the description of city-sponsored activities. (Those “other” activities are described on the following page.) The “other” category response combined many quite diverse activities, and for that reason tends to be the most frequently mentioned activity.

Of the major three categories respondents were asked about, summer camp, senior center and adult sports, adult sports were cited most frequently (11%), senior center activities next (7%), and Camp Friendship (with its more narrowly defined clientele) least (5%).

Ward Four is quite different from the other wards in this respect, and differs to the greatest degree with respondents in Ward Three. In Ward Four, 19% said someone in the household participated in adults sports compared to 5% in Ward Three. Also in Ward Four, 11% said someone in the household had attended Camp Friendship compared to only 4% in Ward Three.

Figure 37 Random sample of 50 of 261 responses describing “Other” activities

A science club project.	Most of the Festivals...Holiday Festival, Jazz Festival.
Concerts at Friendship Park on Friday nights.	Music in the park.
Concerts, festivals.	Music, Creekside.
concerts, flea markets and festivals.	My wife is involved in some Halloween Festival.
Concerts, golf.	Parade.
Concerts, herb festival, Creekside festival, all parades.	Parades, concerts, festivals.
Day trips sponsored by the Senior Center	Parades, festivals, concerts and the flea market.
Exercises for seniors.	Parades, Jazz Festival and lights parade.
Festival, parades and concerts.	Parades.
Festivals, fireworks.	Rec football and our cheerleaders.
Festivals, parades.	Soccer and swimming.
Festivals.	Special events.
Fourth of July Parade, Holiday lights...	Swimming.
Gahanna Lights and Jazz Fest.	Tennis courts need more maintenance.
Golf league run, too much goose poop.	Thanksgiving parade.
Golf.	The dog parade.
Herb Day Festival and the Flea Market.	The fall and pumpkin festivals.
Holiday festival and Jazz festival.	The Herb Center cooking classes and festivals.
Holiday festival.	The Jazz Festival.
I'm currently involved in the preparation of the Christmas festival.	The kid's soccer league.
Jazz Festival, lights parade, Friday night concerts at Friendship.	The library, parades.
Jazz festival.	The parades.
Kids golf courses.	Volleyball camp.
Kids programs.	We participated in a pumpkin festival.

Other activities

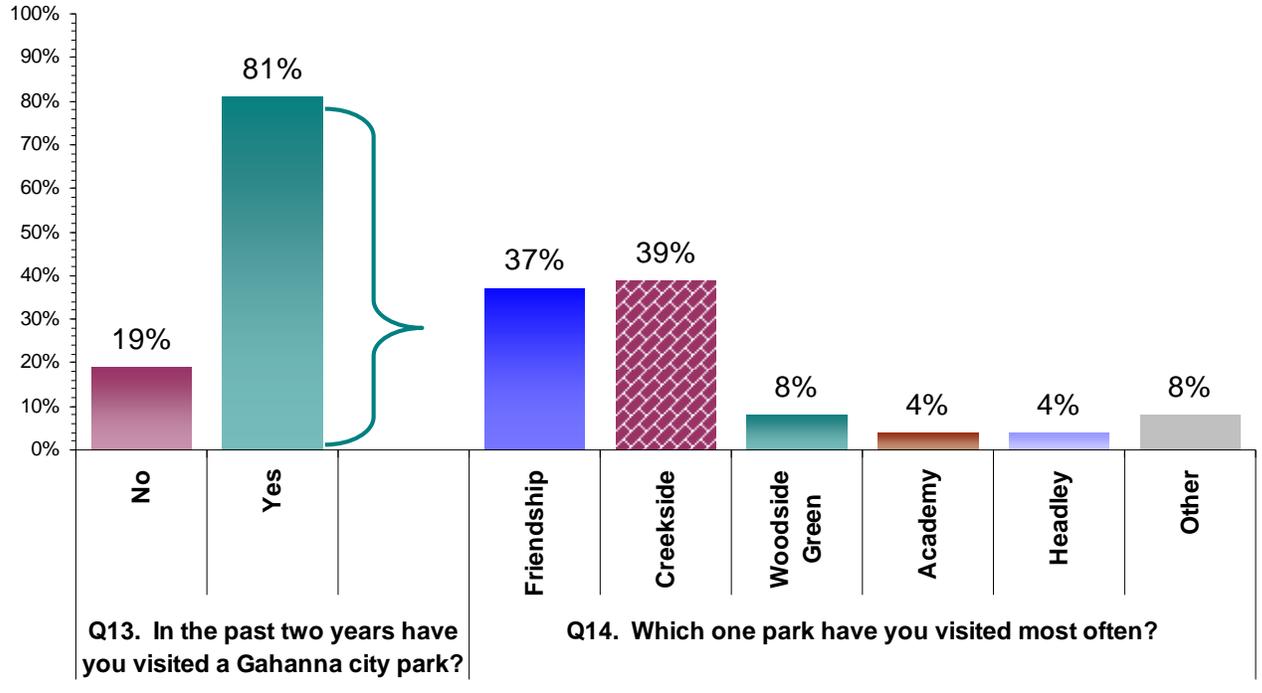
The random sample of fifty responses shown above in two columns is very representative of the entire list. Notice that many people attend concerts, festivals, and parades.

Figure 38 Visiting a Gahanna Park

Q13. In the past two years have you visited a Gahanna city park?

Q14. Which park have you visited most often?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



Visiting a Gahanna City Park

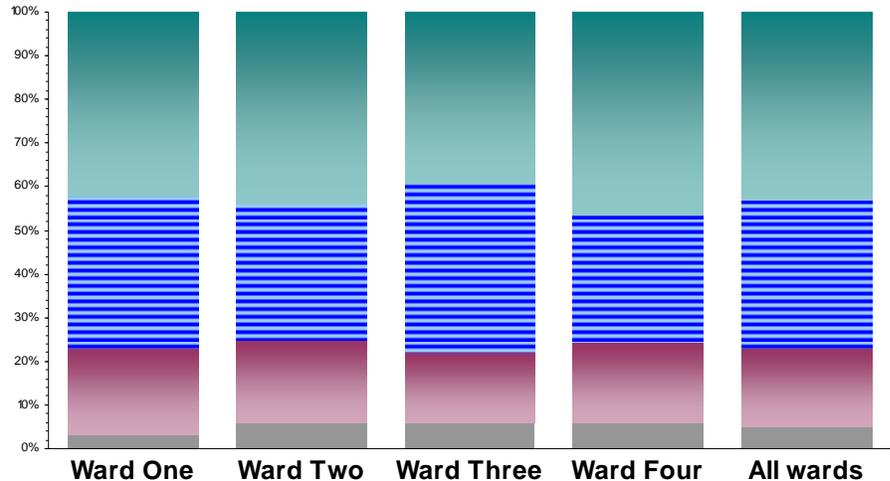
A high proportion of Gahanna’s population (81%) has visited one of the city’s parks in the past two years. This helps place the high satisfaction score for park maintenance in perspective (see Figure 15). Of the 81% who said they had visited a park, most visited either Friendship Park (37%) or Creekside Park (39%).

Part 8: Taxes

Figure 39 Tax Implications of City Investment in Development

Q41. Keeping these projects in mind, some people in Gahanna say that Gahanna needs to keep investing in these types of projects to keep moving ahead even if it requires a small increase in local taxes. Others say that Gahanna is fine as it is and simply needs to maintain itself and avoid any tax increase. Which view do you agree with?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Invest in projects	42%	44%	39%	46%	43%
Maintain Gahanna as it is	35%	31%	38%	29%	34%
[VOL] They have plenty of money to do projects without a tax increase	20%	19%	16%	18%	18%
[VOL] Not sure	3%	6%	6%	6%	5%

Tax implications of city investment in development

Implicit in decisions about public investment is the issue of taxation necessary to pay for it. Since respondents clearly generally favor city involvement in further development, it was important to learn whether people would still consider it worthwhile for the city to invest in development projects if that would require a small tax increase.

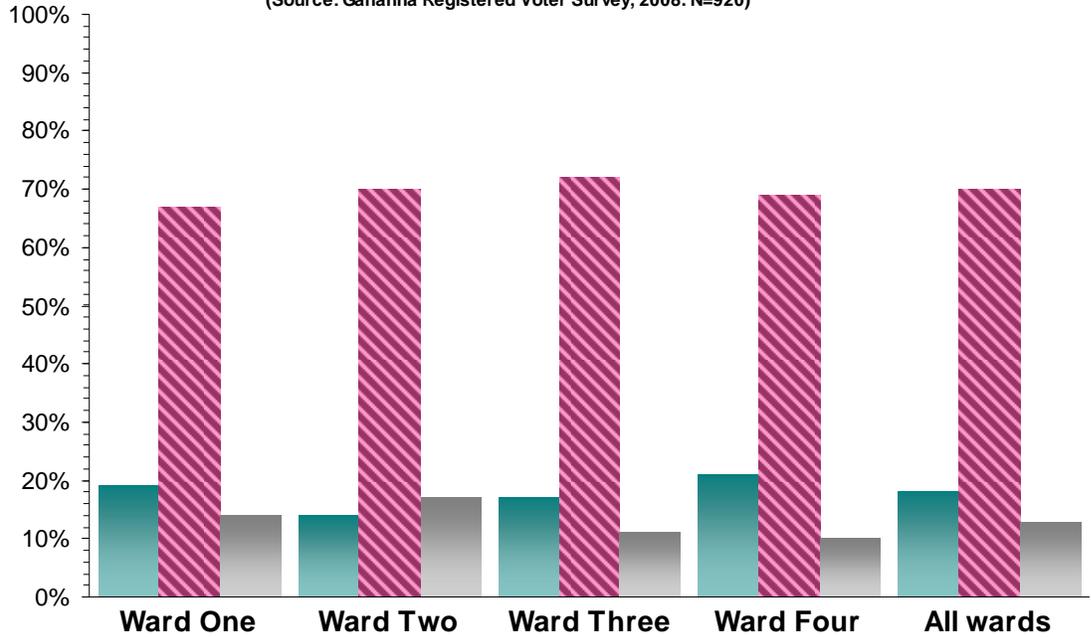
The question asked whether Gahanna should continue investing in projects even if it required a small increase in taxes or whether Gahanna is "fine as it is and simply needs to maintain itself and avoid any tax increase." One volunteered response was quite common. Some people (18% of the entire sample) said in various words that the city has plenty of money to do projects without a tax increase.

Forty-three percent (43%) of all respondents indicated support for development even at the expense of a small tax increase. Support was slightly stronger in Ward Four than elsewhere, perhaps surprising, given their skepticism about Creekside. On the other hand, 34% of all respondents argued for maintaining Gahanna as it is and avoiding the tax increase. Another 18%, as we have seen, volunteered that in their opinion the city has plenty of money without a tax increase.

Figure 40 Perception of Change in City Tax Rate

42. If you read in the paper or heard on the news that the tax rate a Gahanna resident pays to the city for every \$100 of income had not increased in thirty years, would you probably think that report was accurate or not accurate?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ Accurate	19%	14%	17%	21%	18%
■ Not accurate	67%	70%	72%	69%	70%
■ [VOL] Not sure	14%	17%	11%	10%	13%

Perception of change in Gahanna City tax rates

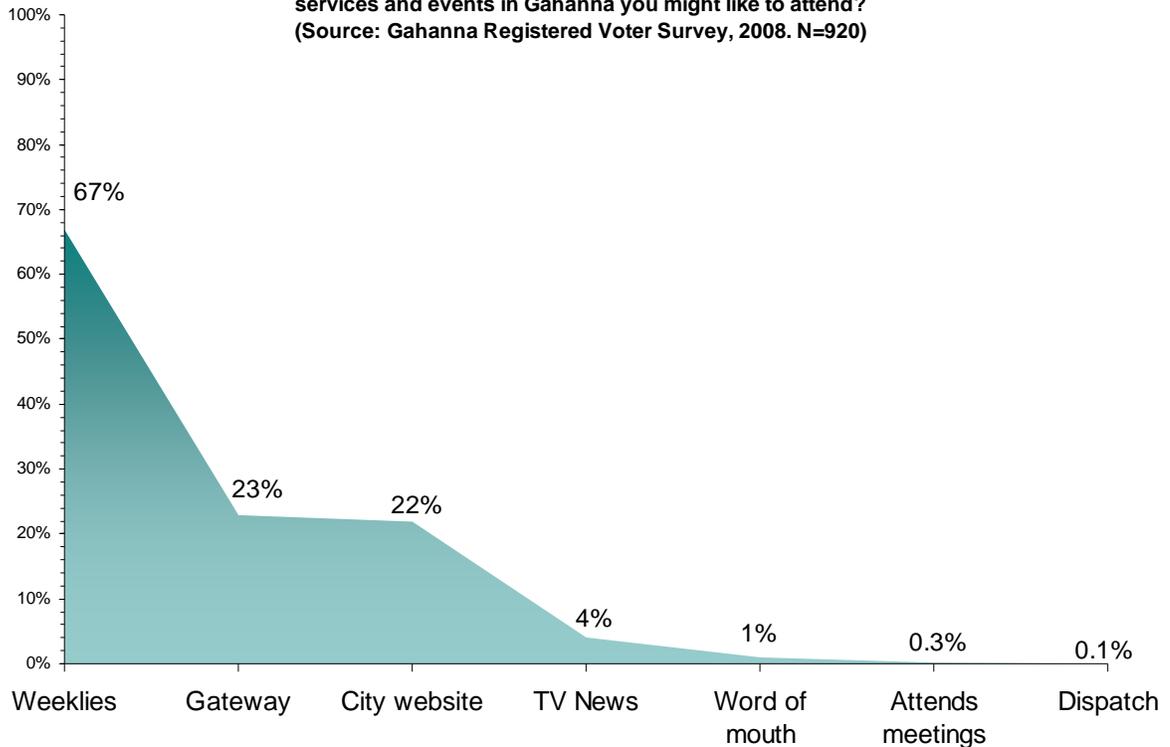
It is a point of pride among some city officials that the tax *rate* has not increased in many years. However, experience teaches that the public tends to feel that their tax rates increase constantly. Therefore, it was important to determine the level of skepticism about any claim that tax rates had not increased. There is great skepticism.

Respondents were asked whether they would consider a news report accurate which reported that the tax *rate* had not increased in the City of Gahanna for thirty years. For the entire sample, 70% indicated that they would think such a report was not accurate, and only 18% indicated they thought it was accurate (see wording of the question in the chart above or in question 30 in Appendix A).

Part 9: Local Information

Figure 41 Information Sources

43. Which of the following sources do you regularly look into for information about city issues, services and events in Gahanna you might like to attend?
(Source: Gahanna Registered Voter Survey, 2008. N=920)

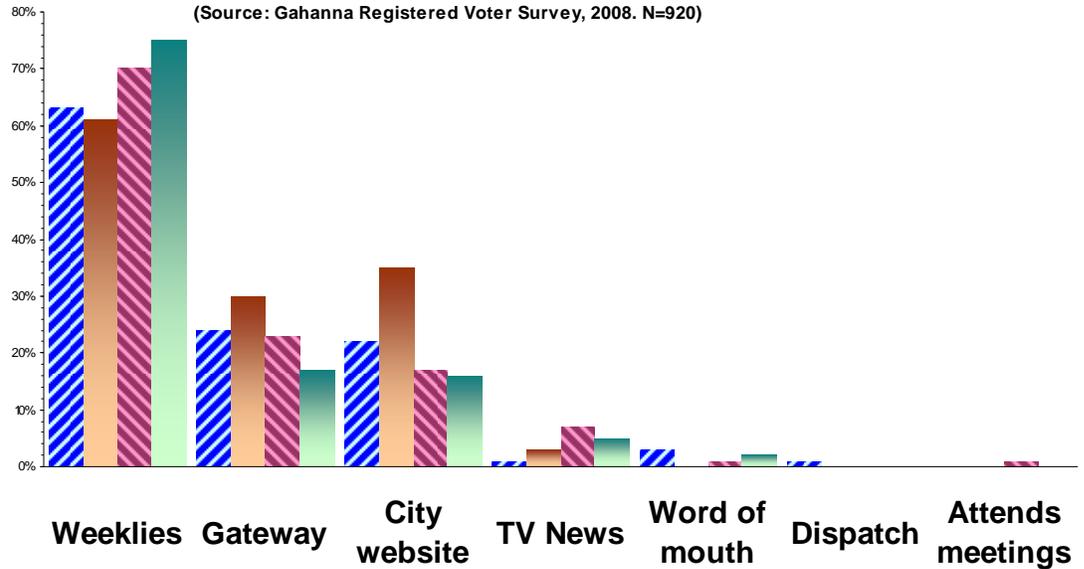


Where do people find news about Gahanna?

Respondents were asked where they obtain news on a regular basis when they are looking for information about city issues, services and events. Some respondents cited more than one source. The chart above indicates that about two thirds (67%) said that they receive most of their news through the weekly newspapers. Other sources included the Gateway publication (23%) and the city website (22%). Other sources were virtually insignificant statistically. Attendance at meetings, however, while only 0.3% perhaps gives rise to word of mouth and possibly a disproportionate level of interaction with city officials.

Figure 42 Information Sources, by Ward

43. Which of the following sources do you regularly look into for information about city issues, services and events in Gahanna you might like to attend?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Weeklies	Gateway	City website	TV News	Word of mouth	Dispatch	Attends meetings
Ward One	63%	24%	22%	1%	3%	1%	0%
Ward Two	61%	30%	35%	3%	0%	0%	0%
Ward Three	70%	23%	17%	7%	1%	0%	1%
Ward Four	75%	17%	16%	5%	2%	0%	0%

Variation among wards in information sources

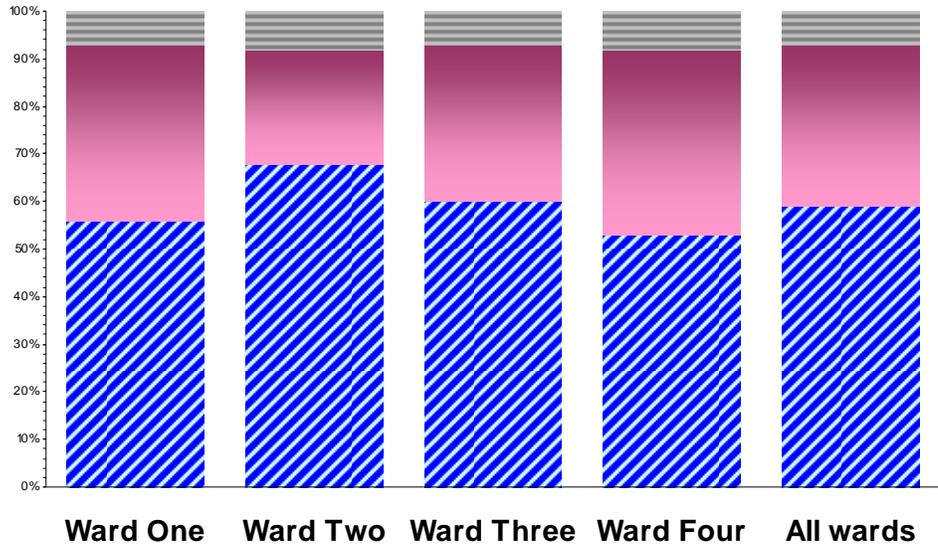
Information sources varied somewhat, but not a great deal, from ward to ward. The basic picture remains the same: The weeklies, followed by Gateway, and the city website were the primary sources.

It is interesting, however, that Wards Three and Four relied more heavily on the weeklies and less heavily on Gateway than Ward Two, and that Ward Two has clearly the heaviest user base for the city website.

Figure 43 Interest in a Gahanna e-Newsletter

Q47. If the City of Gahanna offered an electronic newsletter e-mailed every two weeks or a month to inform you of events, and city news about projects and policies, would you sign up to receive it?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Not sure	7%	8%	7%	8%	7%
Would not sign up	37%	24%	33%	39%	34%
Would sign up	56%	68%	60%	53%	59%

Interest in signing-up for an e-newsletter

There is substantial interest in subscribing to a local e-newsletter for Gahanna. For all wards, 59% said they would sign-up. Interest was significantly greater in Ward Two (68%) than in other wards, but more than 50% of the respondents in each ward said they would sign-up.

Usually with such survey questions, the percent expressing interest in subscribing exceed substantially the percent who eventually do so. Part of the difference involves simply “good intentions” which are not followed through because people are too distracted by other things. What discounting of these good intentions should be assumed?

Unfortunately there is no rule of thumb that is consistent among all types of such questions. But we can assume some things:

- The percent shown in the chart (59%) is a ceiling. Actual subscribers will not exceed that, and will probably be considerably fewer than that, probably in the range of 20-30%. However, other than to say that the subscription rate would not exceed 59%, we can not know reliably how much lower than that it would be.
- The actual subscription rate would be higher or lower depending on how the offer is made. If the City had email listings in which a link could be embedded in an invitation to subscribe, response would be on the higher side. If the opportunity to subscribe is handled through usual print publicity channels, the rate would be lower.

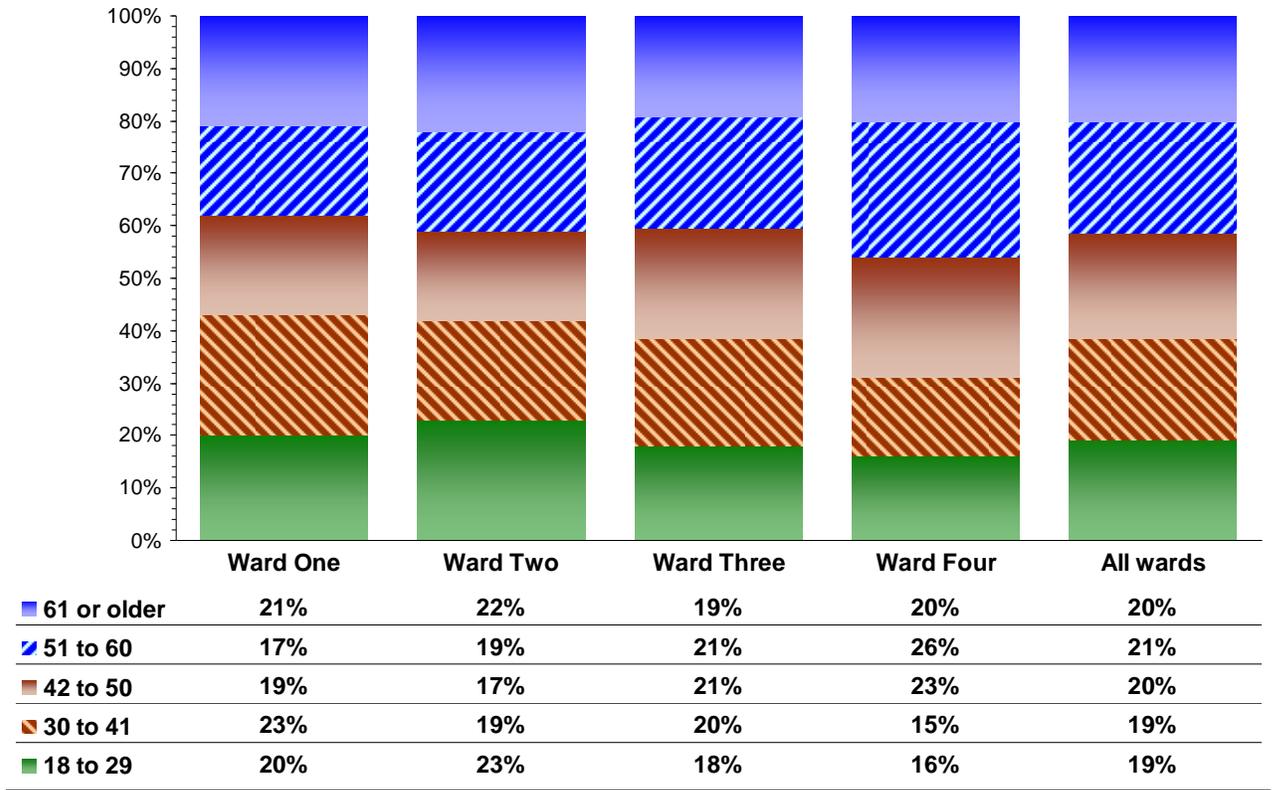
Part 10: Demographics

Several demographic questions were asked at the end of the survey. The purpose was twofold.

- First, asking demographic questions would offer a profile of the registered voters who had been surveyed.
- Second, the present report focuses on the breakdowns by ward rather than by demographics. However, including demographics in the survey would provide data from which questions could be answered at a later time such as what age groups rely on what types of city-communications, what age or income groups favor particular facilities within a Community Center, and so forth. These kinds of additional tables can easily be provided on an ongoing basis at no cost to the City as questions may arise.

Figure 44 Age

Age quintiles
(Source: Gahanna Registered Voter Survey, 2008. N=920)



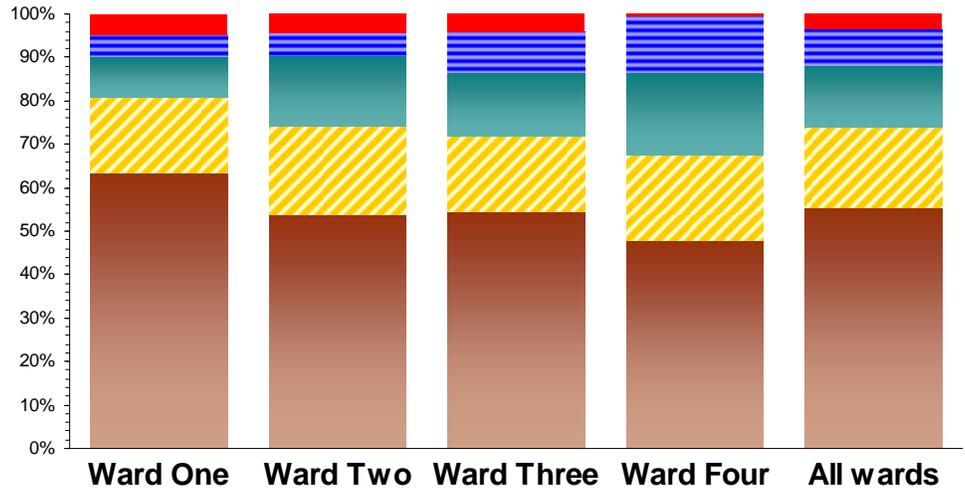
Age

For ease of analysis, respondents' ages were categorized in quintiles – i.e. five approximately equal set of ages.

With 46% 51 or older, Ward Four has the oldest population. With 43% and 42%, respectively, in the age groups under 40, wards One and Two have the youngest populations.

Figure 45 Employment Profile of Registered Voters, by Ward

(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ Unemployed	5%	5%	4%	1%	4%
▨ Homemaker	5%	5%	9%	13%	8%
■ Employed in Gahanna	9%	16%	15%	19%	14%
▨ Retired	17%	20%	17%	20%	18%
■ Employed outside of Gahanna	64%	54%	55%	48%	55%

Employment

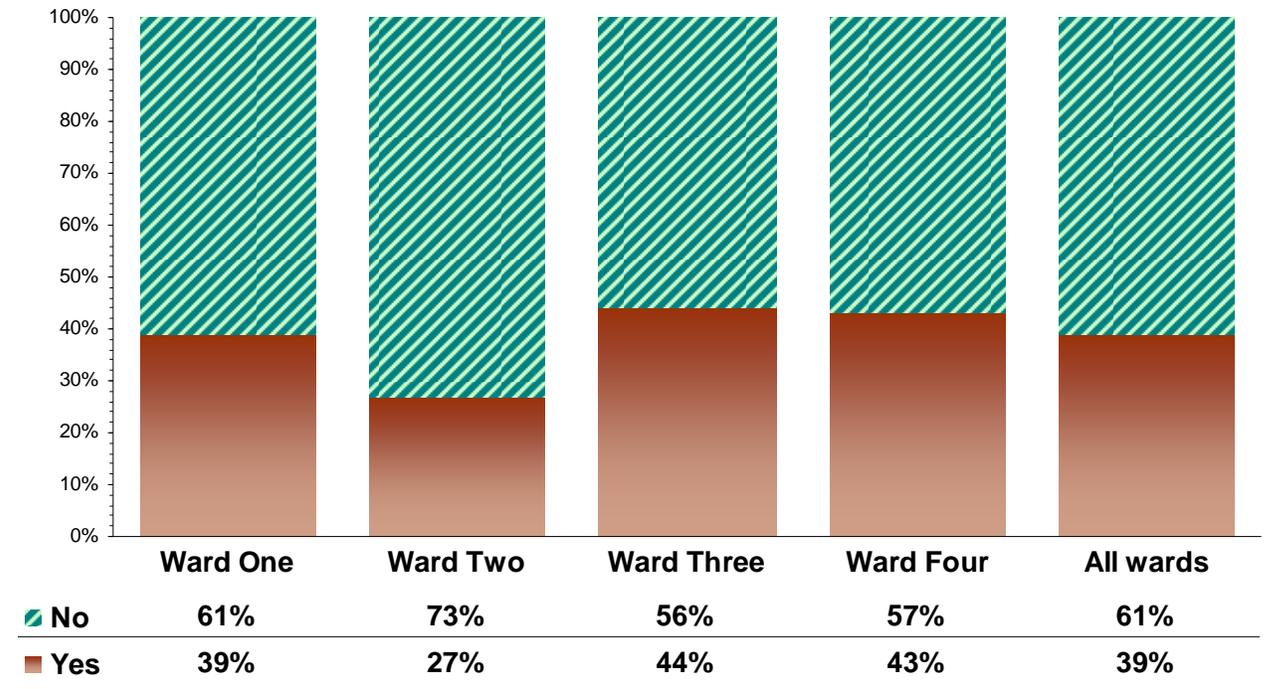
Most respondents were employed, either outside of Gahanna (55%) or within Gahanna itself (14%). A total of 18% indicated that they are retired. This is quite high given that only 8% were 65 years and older according to the census of 2000. Eight years after the census was taken this percentage would have increased given the aging of the baby boom generation. However, retirees in the general population would not have increased to this extent.

However, keep in mind that the survey was conducted with registered voters, and that older people are much more likely to register⁹.

⁹ Luckily, we also have electoral evidence that the use of these voting lists coupled with weighting of the data produces accurate results because several polls conducted on this basis (not in Gahanna) predicted the outcomes within 1% of the actual vote in the 2008 legislative elections.

Figure 46 Children living in the household

Q48. Do you have children under the age of 18 living in your household?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)

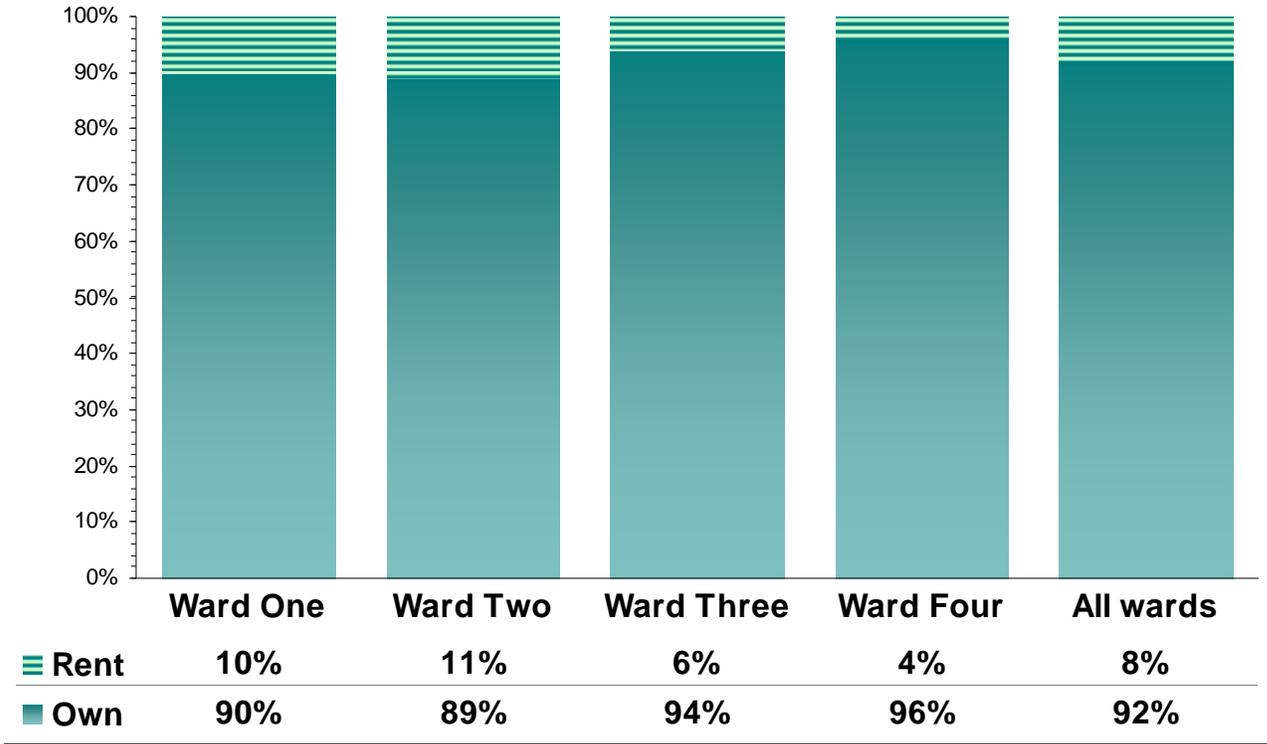


Children in the household

More than one-third of respondents (39%) indicated they have children under the age of eighteen living in the household. This percentage varies somewhat among the wards with Ward Two respondents being least likely (27%) to indicate the presence of children.

Figure 47 Home Owning/Renting

Q54. Do you own or rent your home?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)

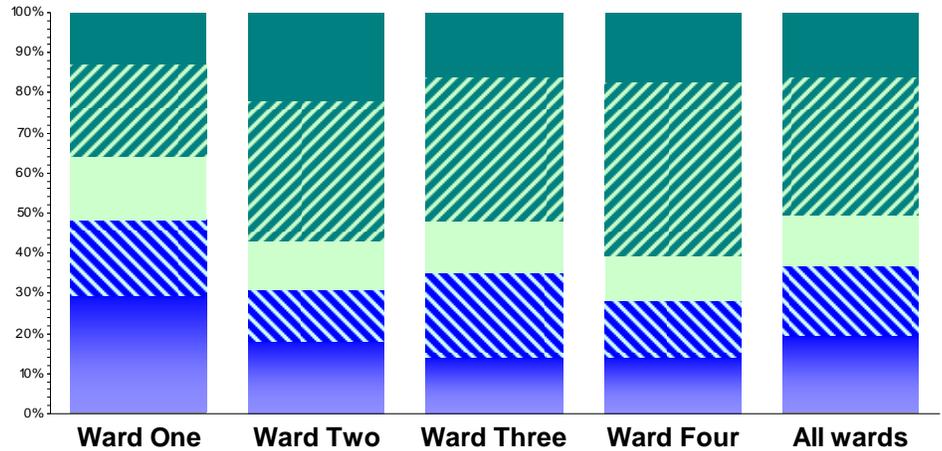


Owning and renting

Most registered voters in Gahanna own their own homes (92%), while only 8% rent.

Figure 48 Education

Q49. What is the highest level of education you have completed?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ Graduate degree	13%	22%	16%	17%	16%
▨ Four year college degree	23%	35%	36%	43%	34%
■ Two year college degree	16%	12%	13%	11%	13%
▨ Some college	19%	13%	21%	14%	17%
■ High school	29%	18%	14%	14%	19%
■ Elementary school	0.5%	0%	0%	0%	0.5%

Education

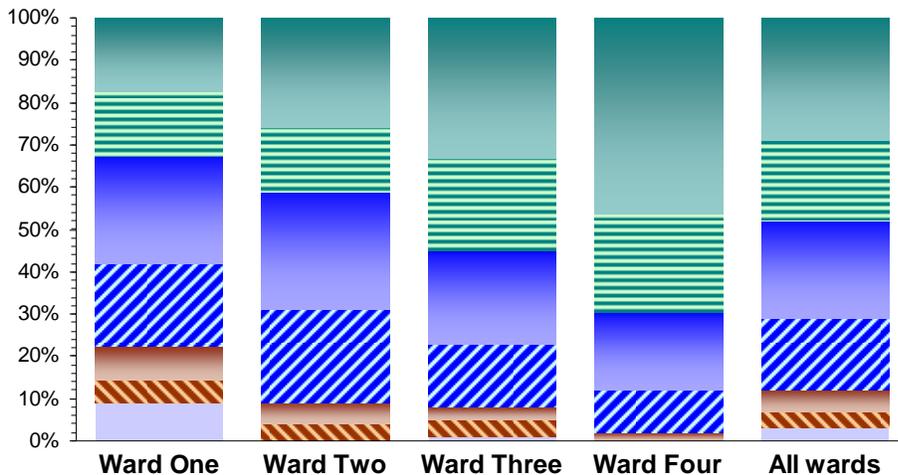
Approximately one-third of Gahanna's voters (34%) indicated that they have a four-year college degree, and another 16% indicated they have graduate degrees, for a total of 50% with baccalaureate or higher education.

Many others have either some college (17%) or a two-year college degree (13%), and 19% indicated that their highest level of education is high school. Only one half of one percent indicated that they had not gone beyond elementary school.

Educational attainment is quite different among the wards. Ward Four is clearly the highest in terms of educational attainment, and Ward One is clearly lowest in terms of the percent with baccalaureate degree or more.

Figure 49 Household Income

Q55. Which range that I read you did your total household income fall into last year?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ \$100,000 or more	17%	26%	33%	46%	29%
▨ \$75,000 but less than \$100,000	15%	15%	22%	23%	19%
■ \$50,000 but less than \$75,000	25%	28%	22%	18%	23%
▨ \$35,000 but less than \$50,000	19%	22%	15%	10%	17%
■ \$25,000 but less than \$35,000	8%	5%	3%	2%	5%
▨ \$15,000 but less than \$25,000	5%	4%	4%	0%	4%
■ Under \$15,000	9%	0%	1%	0%	3%

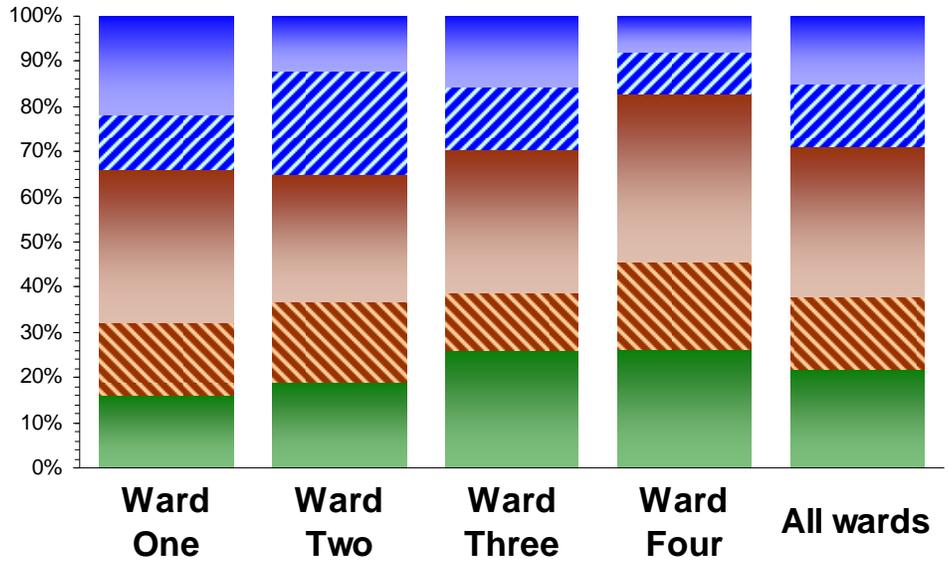
Income

Like education, income varies considerably among the wards. Ward Four is clearly the highest income area, with 48% of respondents reporting income of \$100,000 or more for the household. Contrast that with Ward One in which only 17% reported incomes of that level.

Oddly, there is a strong correlation between ward number and income level. While obviously this merely a statistical oddity and is meaningless sociologically, it is interesting to notice the stark differences among the four ward in this respect.

Figure 50 Years Living in Gahanna

Q3. For how many years have you lived in Gahanna?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
Thirty-one or more	22%	12%	16%	8%	15%
Twenty-one to thirty	12%	23%	14%	9%	14%
Eleven to twenty	34%	28%	32%	37%	33%
Six to ten	16%	18%	13%	19%	16%
Five or fewer	16%	19%	26%	26%	22%

Years living in Gahanna

Twenty-two percent (22%) of respondents said they had lived in Gahanna for five or fewer years. A plurality (33%) said they have lived here for eleven to twenty years.

Wards Three and Four each show 26% living in Gahanna for five or fewer years, indicating that they are the newer growth areas. However, Ward Three has twice the percentage of resident living in Gahanna thirty-one or more years as does Ward Four (8%).

Ward One has the highest percentage of households in the long-term category of thirty-one years or more, and the fewest in the category five or fewer.

Thus the wards are clearly quite differentiated by longevity of residence as well as by income.

Appendix A: Survey Questionnaire

Gahanna Community Survey, 2008

SCREEN:

Hello, my name is..... with CJI Research. We are conducting a survey today concerning community issues in the City of Gahanna. The survey is sponsored by the Gahanna City government and concerns questions about living in Gahanna and about city services. May I speak with [PERSON NAMED ON VOTER LIST]. The survey takes about fifteen minutes.

IF INITIALLY SAMPLED RESPONDENT IS NOT AVAILABLE, FOLLOW RULE FOR SELECTING BACKUP. IF NONE AVAILABLE, ASK FOR A CALL-BACK TIME FOR THE INITIAL RESPONDENT.

Interviewer: Are you speaking with the initially sampled person or a substitute?

1. Person listed → Name _____
2. Substitute → Name _____

Ward: _____

Note gender: 1. Male 2. Female

I would like to begin by assuring you that your answers will be completely confidential. The city will receive only a statistical report after we talk with 800 people. Your name will not be mentioned.

2. Now for the first question -- How would you rate the overall quality of life in Gahanna? Would you rate the quality of life in Gahanna as excellent, very good, good, not very good, or poor?

- (1) Excellent
- (2) very good
- (3) good
- (4) not very good
- (5) poor
- (6) Not sure
- (7) REF

3. Would you say that in terms of being a good place to live, things in Gahanna are headed in the right direction or do you feel things in Gahanna are off on the wrong track?

- (1) Right direction (a)
- (2) Wrong direction (b)
- (3) [VOL] Not changing (4)
- (4) Not sure (4)

(a) When you say things in Gahanna are headed in the right direction, can you describe in your own words what you mean?

(b) When you say things in Gahanna are off on the wrong track, can you describe in your own words what you mean?

4. For about how many years have you lived in Gahanna?

_____ years

Refused (THANK RESPONDENT FOR STARTING, BUT TERMINATE: "I appreciate your starting the survey, but we need to have answers to questions such as this in order to get accurate and in-depth information for the City.")

5. Very briefly, what do you find most desirable about Gahanna? (PROBE – NOT JUST THAT RESPONDENT'S FAMILY LIVES HERE OR THAT RESPONDENT GREW UP HERE. PROBE AFTER THOSE RESPONSES FOR CITY CHARACTERISTICS AS FOLLOWS: "OK, and what is there about the city itself that you like best?")

Randomize order of a/b sets

Overall, how satisfied have you been with each of the following in the past twelve months? REPEAT FOR EACH: "How satisfied are you with... in the past 12 months"	a.						b.	
	Very satisfied	Some-what satisfied	Some-what dis-satisfied	Very dis-satisfied	No experience with this / No contact with this dept	Not sure	Have you had a problem with in past 12 months?	
6. a. How satisfied are you with police response when you or others have called them in the past year? ◆ b. In the past year have you noticed or heard about any problems with police response to problems?	4	3	2	1	5	8	Y	N
7. a. Snow removal in your neighborhood. ◆ b. In the past year have you experienced any lack of attention to snow removal in your area of Gahanna?	4	3	2	1	5	8	Y	N
8. a. Trash and yard waste pickup. ◆ b. In the past year have you experienced any problems with the trash and yard waste pickup?	4	3	2	1	5	8	Y	N
9. a. Services of the Water Department. ◆ b. In the past year have you experienced any problems with services of the Water Department?	4	3	2	1	5	8	Y	N
10.a. Street maintenance, such as repairing pot-holes, and keeping pavement in good condition. ◆ b. Currently are there any problems with street pavement in your neighborhood you feel have been neglected by the City?	4	3	2	1	5	8	Y	N

18. I would like to ask you about various officials and departments of Gahanna City government. For each one I read, would you tell me if you consider the job performance of the officials Excellent, very good, good, just average, poor, or very poor? Thinking of only the past two years, how would you rate the ...

RANDOMIZE ORDER OF Q19 TO Q22, AND THEN, SEPARATELY, THE ORDER OF Q24 TO Q30	Very good	Good	Just average	Poor	Very poor	Not sure
19. Overall job performance of the Mayor of Gahanna?	5	4	3	2	1	8
20. Overall job performance of Gahanna City Council?	5	4	3	2	1	8
21. How efficiently the City officials in Gahanna have been operating city departments in the sense of holding down costs and avoiding waste	5	4	3	2	1	
22. How well the city has kept people informed about major issues that might affect city services or local taxes	5	4	3	2	1	8
23. Not including Gahanna schools, how would you rate the city services you and other taxpayers get for the tax you pay to the City of Gahanna?	5	4	3	2	1	8

[ONLY IF RESPONDENT HAS LIVED IN GAHANNA FOR THREE OR MORE YEARS] Compared to 2005 and earlier years, would you say that the following city services have become better, worse or have not changed since then?

	Better	Worse	No change	Not sure	Does not apply to respondent
24. Police protection					
25. Maintenance of the Gahanna city parks					
26. Maintenance of streets					
27. Snow removal					
28. Responsiveness of officials in City Hall when you call					
29. The City's efforts to stimulate jobs and economic growth					
30. The recreation programs sponsored by the Gahanna Parks Department					

31. In the past two years, have you called or gone to any office of the City of Gahanna for any reason, whether City Council, the Mayor's office, or a department?

- (1) Yes (a)
- (2) No (39)
- (3) Do not recall (39)

(a) Which office or department did you contact? (If multiples, which did you contact most recently?)

- (1) Council member
- (2) Mayor
- (3) Parks and Recreation
- (4) Planning / permits / zoning
- (5) Police
- (6) Service department / water / Sewer / Trash / Water
- (7) Taxation
- (8) Does not recall

(b) Did you contact them just for information only or to resolve an issue, provide a permit or take other action?

- (1) Just for information (c)
- (2) Resolve an issue/take other action (d)
- (3) Do not recall (31)

- (c) Did the people you reached provide the information you needed?
 - (1) Yes (e)
 - (2) No (e)
 - (3) Do not recall (e)

- (d) Regardless of whether it turned out as you wished, how satisfied were you that the people you reached resolve the issue in one way or another?
 - (1) Very satisfied (e)
 - (2) Somewhat satisfied (e)
 - (3) Not very satisfied (e)
 - (4) Very dissatisfied (e)
 - (5) Do not recall (e)

- (e) Regardless of how your inquiry turned out, were you treated in a courteous, respectful manner?
 - (1) Yes
 - (2) No

32. Have you heard of the new development in Gahanna called Creekside that was opened earlier this year on Mill Street?

- (1) Yes (c)
- (2) No (b)
- (3) Not sure (b)

(b) It is the new development on Mill Street, Route 62, that includes restaurants, stores, offices, residence and parking. Do you know the place I mean?

- (1) Yes (c)
- (2) No (35)
- (3) Not sure (35)

(c) Have you gone into the Creekside development?

- (1) Yes (33)
- (2) No (33)
- (3) Not sure (33)

33. Some people say that the Creekside project represents the kind of development project Gahanna needs. Other people say that Creekside is not the kind of development project Gahanna needs. How do you feel about this?

- (1) Creekside project represents the kind of development project Gahanna needs. (34)
- (2) Other people say that Creekside is not the kind of development project Gahanna needs (34)
- (3) Not sure (35)

34. Can you tell me the main reason you feel that way? _____

35. On a different topic, now, several communities in Franklin County, including Westerville, New Albany, and Dublin have built multi-purpose Community Centers that have facilities for all ages, from children to seniors. If a Community Center were built in Gahanna, which of the following would you want to see as part of that center? [RANDOMIZE ORDER]

(a)	Rooms for community groups to meet	Yes	No	Not sure
(b)	A fitness area with exercise equipment	Yes	No	Not sure
(c)	A senior center	Yes	No	Not sure
(d)	Recreation area with activities	Yes	No	Not sure
(e)	An indoor swimming pool	Yes	No	Not sure

36. Of those five items, what one would be the most important (RE-READ LIST IF ASKED)

- (1) Rooms for community groups to meet
- (2) A fitness area with exercise equipment
- (3) A senior center
- (4) Recreation area with activities
- (5) An indoor swimming pool

37. Of those five items, what one would be the least important (RE-READ LIST IF ASKED)

- (1) Rooms for community groups to meet
- (2) A fitness area with exercise equipment
- (3) A senior center
- (4) Recreation area with activities
- (5) An indoor swimming pool

38. If the Community Center included those kinds of facilities, do you think that in Gahanna there is a serious need for such a Community Center, some need but not serious need for it, or no need for it?

- (1) serious need for such a Community Center
- (2) some need but not serious need for it
- (3) no need for it

39. The City of Gahanna would like citizen input into some other local priorities also. Various people have proposed projects of various types. I would like to read you just a few, and ask you whether you personally feel there is a serious need for the project, some need but not serious need for it, or no need for it? The first project is... [RANDOMIZE ORDER]

- (a) Build a system of walking and bike trails connecting various parts of Gahanna, and connecting with trails leading to other parts of Franklin County. In your personal opinion, is there a serious need for the system of walking and bike paths, some need but not serious need for it, or no need for it?
 - (1) a serious need
 - (2) some need but not serious
 - (3) no need for it
 - (4) Not sure

- (b) Improve on the storm water drainage system to handle local flooding during storms. Do you believe that at present there is a serious need to make major additional city investment in the storm water drainage system in Gahanna some need but not serious need for it, or no need for it?
 - (1) a serious need
 - (2) some need but not serious
 - (3) no need for it
 - (4) Not sure

- (c) Speed up the street repaving schedule so that most of Gahanna's streets would be newly paved within the next one to fifteen years? Is there a serious need to increase the pace of street repaving, some need but not serious need for it, or no need for it?
 - (1) a serious need
 - (2) some need but not serious
 - (3) no need for it
 - (4) Not sure

40. Of those three projects, which in your personal opinion is the single most important need of the three. Is it the walking and bike trails, improvements to the storm water drainage system, or street repaving?
- (1) walking and bike trails
 - (2) improvements to the storm water drainage system
 - (3) street repaving
 - (4) [VOL]: Can't decide – all are important
 - (5) Not sure

41. Comparing the [INSERT WHAT RESPONDENT CHOSE IN Q40] with the Community Center we discussed earlier, which is more important for Gahanna, the Community center or the [Q40 project]?
- (1) Community Center
 - (2) Item in Q40
 - (3) [VOL] Equally important
 - (4) Not sure

42. Keeping these projects in mind, some people in Gahanna say that Gahanna needs to keep investing in these types of projects to keep moving ahead even if it requires a small increase in local taxes. Others say that Gahanna is fine as it is and simply needs to maintain itself and avoid any tax increase. Which view do you agree with?
- (1) Invest in projects
 - (2) Maintain Gahanna as it is
 - (3) [VOL] They have plenty of money to do projects without a tax increase
 - (4) [VOL] Not sure

43. If you read in the paper or heard on the news that the tax rate a Gahanna resident pays to the city for every \$100 of income had not increased in thirty years, would you probably think that report was accurate or not accurate?
- (1) Accurate
 - (2) Not accurate
 - (3) [VOL] Not sure

Communications

44. Which of the following sources do you regularly look into for information about city issues, services and events in Gahanna you might like to attend?
- | | | | |
|-----|--|-----|----|
| (a) | Gateway [INTERVIEWER NOTE: GATEWAY IS A PARKS AND REC BOOKLET THAT GOES TO EVERY HOME WITH PROGRAMS, EVENTS AND SCHEDULES] | Yes | No |
| (b) | Local weekly paper (Respondent may say: "This Week," "The SNP paper," "Gahanna News," Rocky Fork Enterprise) | Yes | No |
| (c) | The City of Gahanna website | Yes | No |
| (d) | Other: SPECIFY: _____ | | |

45. Do you have Internet access at home?
- (1) Yes (45)
 - (2) No (49)

46. Have you visited the City of Gahanna's website in the past twelve months?

- (1) Yes (47)
- (2) No (48)
- (3) Does not recall (48)

47. Did you find the information you were looking for?

- (1) Yes
- (2) No
- (3) Do not recall

48. If the City of Gahanna offered an electronic newsletter e-mailed every two weeks or a month to inform you of events, and city news about projects and policies, would you sign up to receive it?

- (1) Yes
- (2) No
- (3) Not sure

Demographics

49. Do you have children under the age of eighteen living in your household?

- (1) Yes
- (2) No
- (3) REF

50. What is the highest level of education you have completed? (READ RESPONSES)

- (1) Elementary school
- (2) High school
- (3) Some college
- (4) Two year college degree
- (5) Four year college degree
- (6) Graduate degree
- (7) Refused

51. In what year were you born? 19 ____ 99=refused

52. Are you employed outside the home?

- (1) Yes (54)
- (2) No (53)
- (3) REF (55)

53. Are you retired, unemployed, a homemaker?

- (1) Retired (55)
- (2) Unemployed (55)
- (3) Homemaker (55)
- (4) REF (55)

54. Do you work in Gahanna, or is your place of employment outside of Gahanna?

- (1) Work in Gahanna
- (2) Work elsewhere
- (3) REF

55. Do you rent or own your home?

- (1) Rent
- (2) Own
- (3) REF

56. Which range that I read you did your total household income fall into last year?

- (1) Under \$15,000
- (2) \$15,000 but less than \$25,000
- (3) \$25,000 but less than \$35,000
- (4) \$35,000 but less than \$50,000
- (5) \$50,000 but less than \$75,000
- (6) \$75,000 but less than \$100,000
- (7) \$100,000 or more
- (9) Refused

57. Have you any other comments about the City of Gahanna? _____

VERIFY: FIRST NAME: _____

Sometimes in surveys like this, our research personnel like to ask a follow up question by e-mail. Would you be willing to share your email address for this purpose? It will not be given to the city or anyone else.

EMAIL ADDRESS: _____

PHONE NUMBER: _____

Appendix B: Open End Comments – Under Separate Cover
