

Strategic Result Update

5.5 Recurring Citizen Survey

Presented by:
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City of Gahanna, Ohio
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Strategic Priorities



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Strategic Result 5.5: Recurring Citizen Survey

Strategic Priority:

Good Government

Strategic Result:

By 2017, Gahanna residents will experience a responsive government that measures citizen satisfaction and concerns in a statistically valid & actionable manner every 3 years.

Survey Administration

Implementation Plan

- Administer every 2 years in even years
- Take advantage of a nationally benchmarked survey vs. custom/independent
- Maintain consistency and neutrality
- Funding already available in 2016 budget
- Partnered with National Research Center
- Administered National Citizen Survey in August/September 2016

Survey Administration

Survey Method	Mailed survey with Online option
Total Mailings to Households	3 (2 pre-notification post cards + survey)
Sampling Method	Random, systematic sampling- aligned with housing density
Benchmarking	-National benchmark group >500 communities- all sizes -Regional benchmark group 51 communities in Mid-west with population of 20,000-50,000
# Surveys Mailed	1,800
# Returned (Undeliverable)	55
# Surveys Returned	633
Response Rate	36%
Confidence Interval	95%
Margin of Error	+/- 4%
Opt-In Option	-Included a web-based opt-in option -293 responses received -Separately reported

Custom Questions

Added 3 Custom Questions to the end of the survey:

- No charge (blank space)
- Aligned with previous surveys
- Address strategic priorities
- Not benchmarked

15. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
The Gateway (quarterly program guide)	1	2	3
Local newspaper	1	2	3
The internet	1	2	3
City website (www.gahanna.gov)	1	2	3
Facebook.....	1	2	3
Twitter	1	2	3
Word of mouth	1	2	3
Calling City Hall.....	1	2	3
Local signs.....	1	2	3
TV News.....	1	2	3

16. Please rate the extent to which you agree or disagree with the following statements:

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>
The City of Gahanna keeps me informed.	1	2	3	4
I am likely to recommend Gahanna as a place to live.	1	2	3	4

17. How much of a priority, if any, should it be for the City to address each of the following in the next two years?

	<i>High priority</i>	<i>Medium priority</i>	<i>Not a priority</i>	<i>Don't know</i>
Maintaining and improving aging City facilities (City Hall, Police Station, etc.)	1	2	3	4
Maintaining and improving City roads	1	2	3	4
Improving traffic flow and traffic safety at intersection of Stygler, Agler and US-62	1	2	3	4
Building walking and bicycle trails in Gahanna.....	1	2	3	4
Developing indoor recreation space for Gahanna citizens to use	1	2	3	4
Maintaining and improving City pools.....	1	2	3	4
Improvements to the athletic fields in City parks.....	1	2	3	4
Developing indoor meeting space for Gahanna citizens to use	1	2	3	4

Survey Results

Reports Provided

- The NCS Next User Guide
- The NCS Community Livability Report
- The NCS Dashboard
- The NCS Demographic Crosstabs
- The NCS Geographic Crosstabs
- The NCS Supplemental Web Results
- The NCS Technical Appendices
- The NCS Playbook

Dimensions of Analysis

- Aggregate (City-wide)
 - Compared to National Benchmark
 - Compared to Regional Benchmark
- Ward-by-Ward
- Demographic Subgroups:
 - Age
 - Sex
 - Race/Ethnicity
 - Rent/Own
 - Detached/Attached Housing

Survey Focus

The Eight Facets of Livable Communities

Safety

Protection from danger or risk (e.g., public safety, personal security and welfare, emergency preparedness)

Mobility

Accessibility of a community by motorized and non-motorized modes of transportation (e.g., ease of travel, traffic flow, walking)

Natural Environment

Resources and features native to a community (e.g., open spaces, water, air)

Built Environment

Design, construction and management of the human-made space in which people live, work, and recreate on a day-to-day basis, including the buildings, streetscapes, parks, etc.

Economy

Maintenance of a diverse economy (e.g., vibrant downtown, cost of living)

Recreation and Wellness

Recreation, healthy lifestyles, preventive and curative healthcare, supportive services, (e.g., fitness opportunities, recreation centers)

Education and Enrichment

Learning, enrichment and workforce readiness for children, youth and adults

Community Engagement

Quality and frequency of social interactions (e.g., civic groups, volunteering)

Survey Focus

The Three Pillars of Livable Communities

Community Characteristics

Inherent and acquired amenities, the design and opportunities that contribute to the livability of a community

Governance

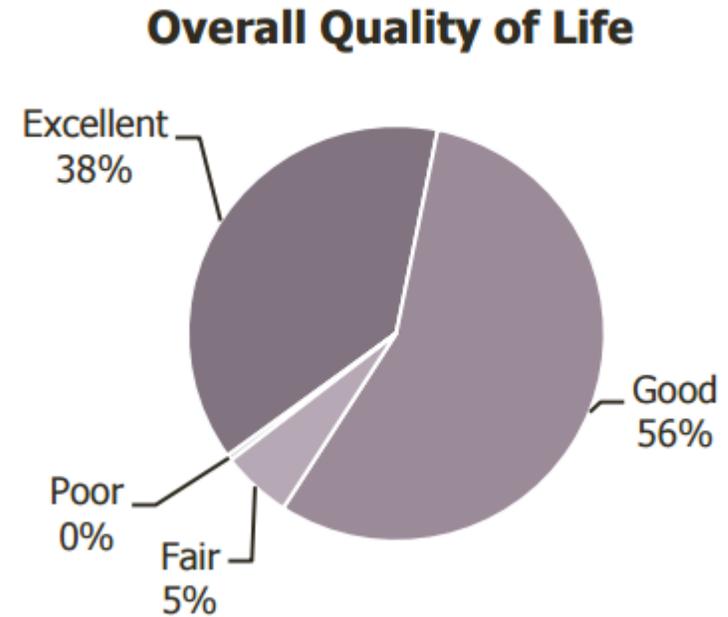
Services provided by local government; government function and levels of trust residents have in government leaders

Participation

Connection to neighbors, resident activities; use of community amenities and services; “social capital”

Survey Highlights

Almost all residents rated the quality of life in Gahanna as excellent or good.

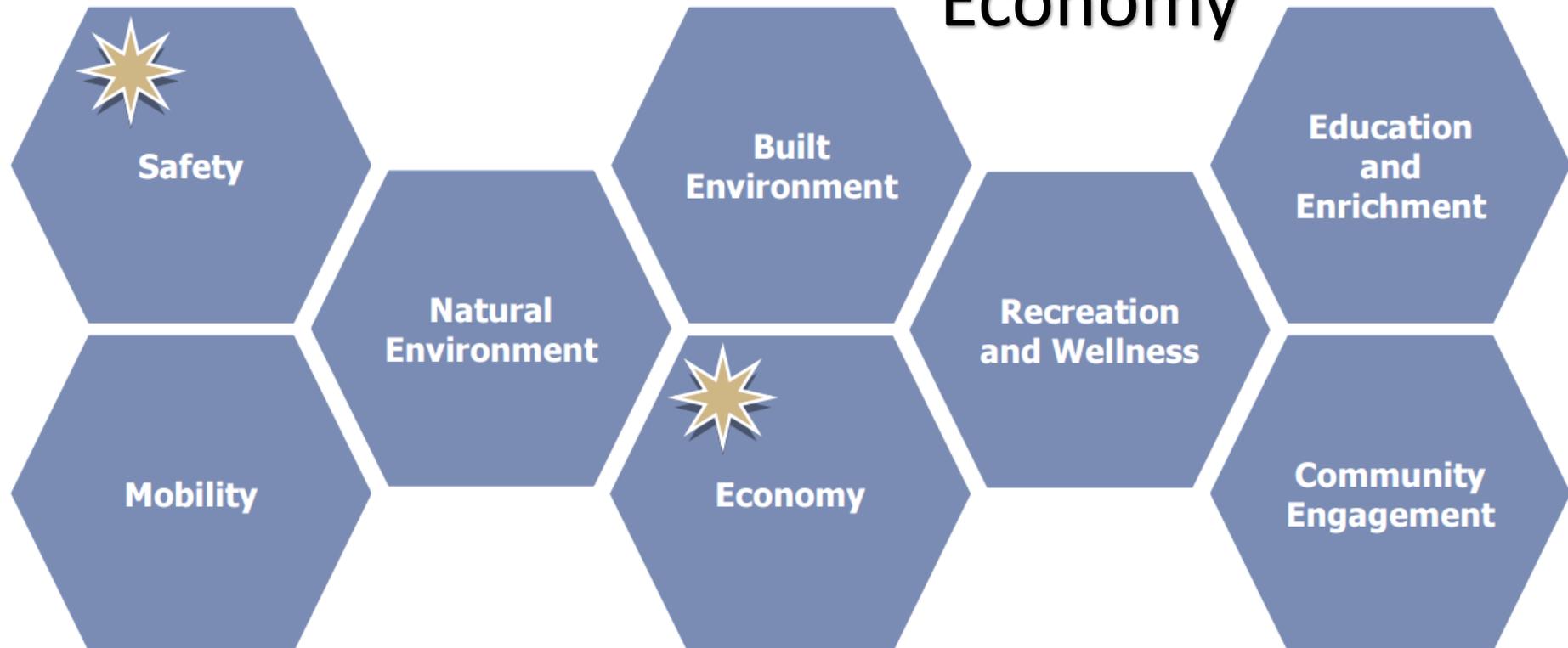


Survey Highlights

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- ★ Most important

Gahanna residents prioritize Safety & Economy



Survey Highlights: Community Characteristics

97% of respondents rate Gahanna as an excellent or good place to live

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



Survey Highlights: Community Characteristics

Gahanna exceeds the national benchmark in the following Community Characteristics:

- Overall feeling of safety
- Affordable quality housing
- Housing options
- Vibrant downtown/commercial area
- Cost of living
- Shopping opportunities
- Employment opportunities
- Place to work

- Mental health care
- Preventive health services
- Health care
- Food
- Cultural/arts/music activities
- Child care/preschool
- Openness and acceptance

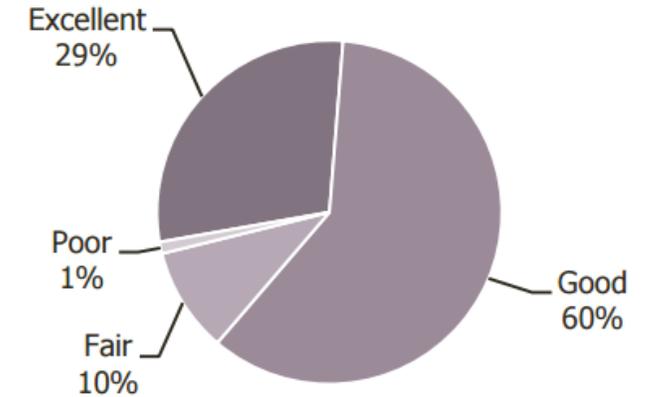


Survey Highlights: Governance

Gahanna exceeds the national benchmark in the following aspects of Governance:

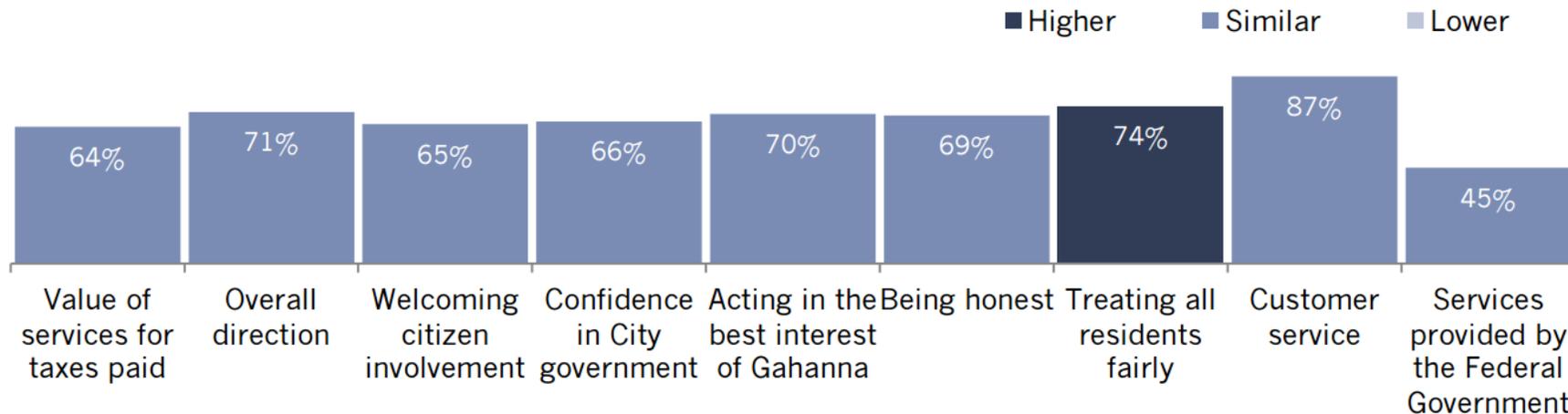
- Police
- Crime Prevention
- Yard waste pick-up

Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



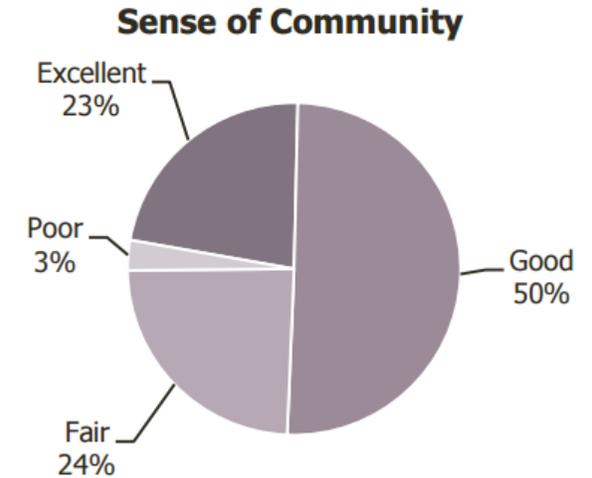
Survey Highlights: Participation

Gahanna exceeds the national benchmark in the following aspects of Participation:

- NOT under housing cost stress
- Attended a City sponsored event

Gahanna is below the national benchmark in the following aspects of Participation:

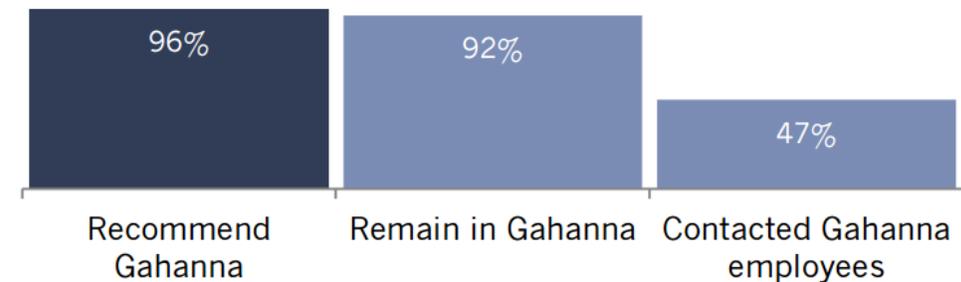
- Stocked supplies for an emergency
- Used public transportation instead of driving
- Work in Gahanna
- Volunteered



Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

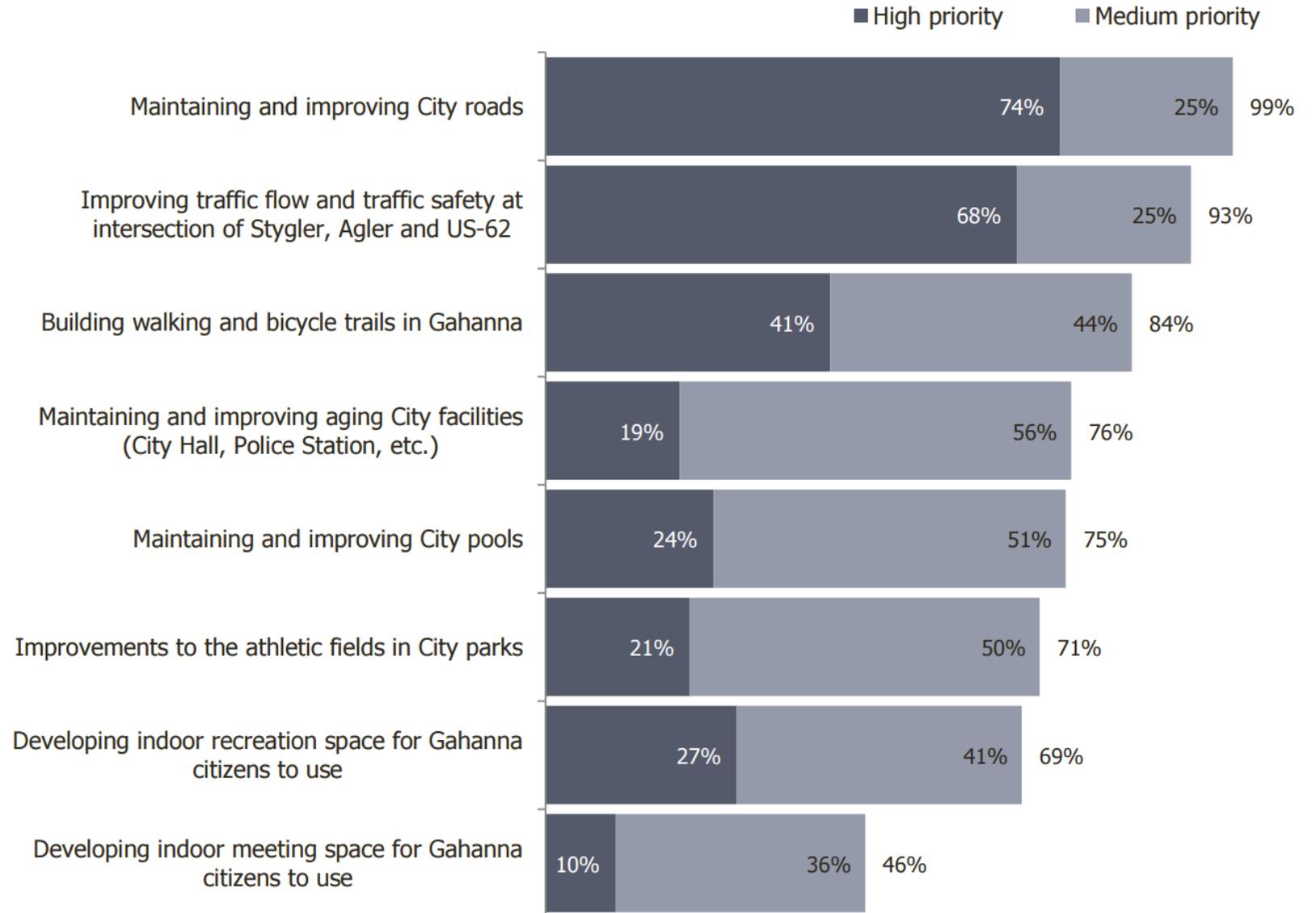
■ Higher ■ Similar ■ Lower



Survey Highlights: City Priorities

Maintaining and improving City roads (99%)

Improving traffic flow and safety at the intersection of Stygler, Agler and US-62 (93%)



Next Steps

Publication

Detailed Review

Incorporate in Planning

Repeat in 2018



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