



CITY OF JOHNSON CITY, TN 2012



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C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 6
 Overall Community Quality 6
 Community Design 8
 Transportation 8
 Housing 11
 Land Use and Zoning 13
 Economic Sustainability..... 16
 Public Safety 20
 Environmental Sustainability..... 26
 Recreation and Wellness 29
 Parks and Recreation 29
 Culture, Arts and Education 31
 Health and Wellness 33
 Community Inclusiveness..... 34
 Civic Engagement..... 37
 Civic Activity..... 37
 Information and Awareness 40
 Social Engagement 41
 Public Trust..... 42
 City of Johnson City Employees 44

From Data to Action 46
 Resident Priorities 46
 City of Johnson City Action Chart™ 47
 Using Your Action Chart™ 49

Custom Questions 51

Appendix A: Complete Survey Frequencies 52
 Frequencies Excluding “Don’t Know” Responses 52
 Frequencies Including “Don’t Know” Responses..... 64

Appendix B: Survey Methodology 80

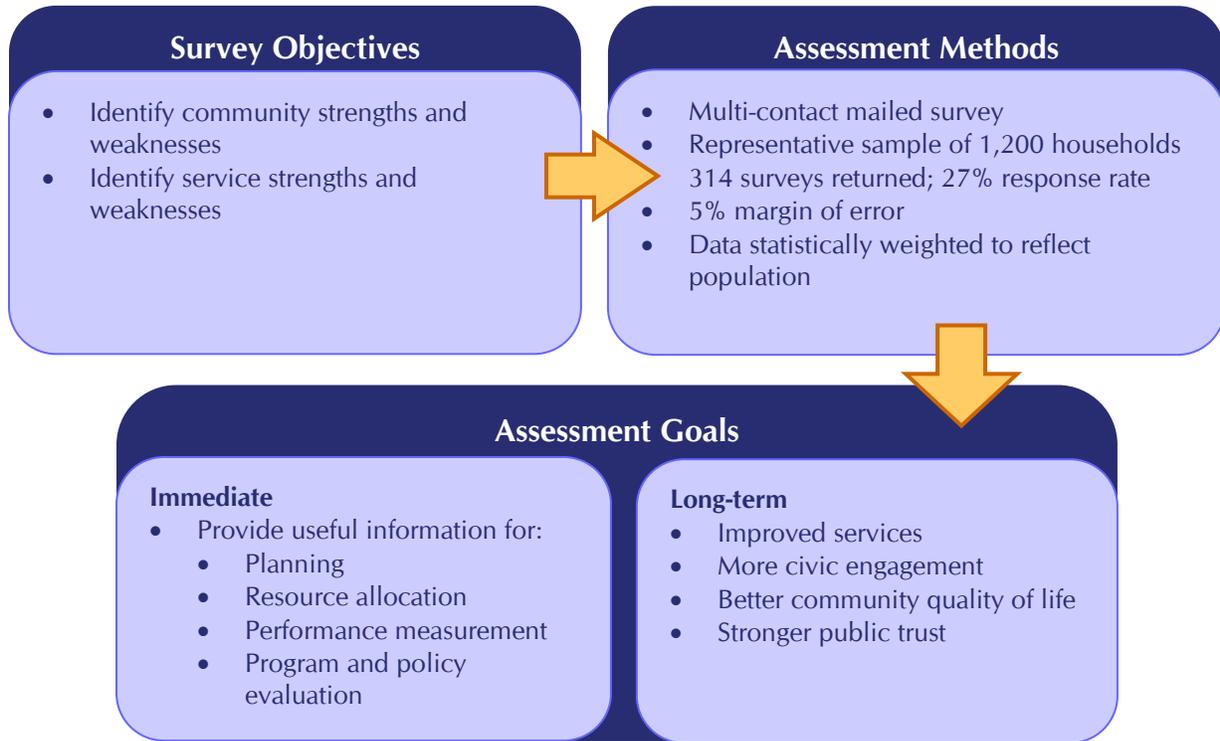
Appendix C: Survey Materials..... 90

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

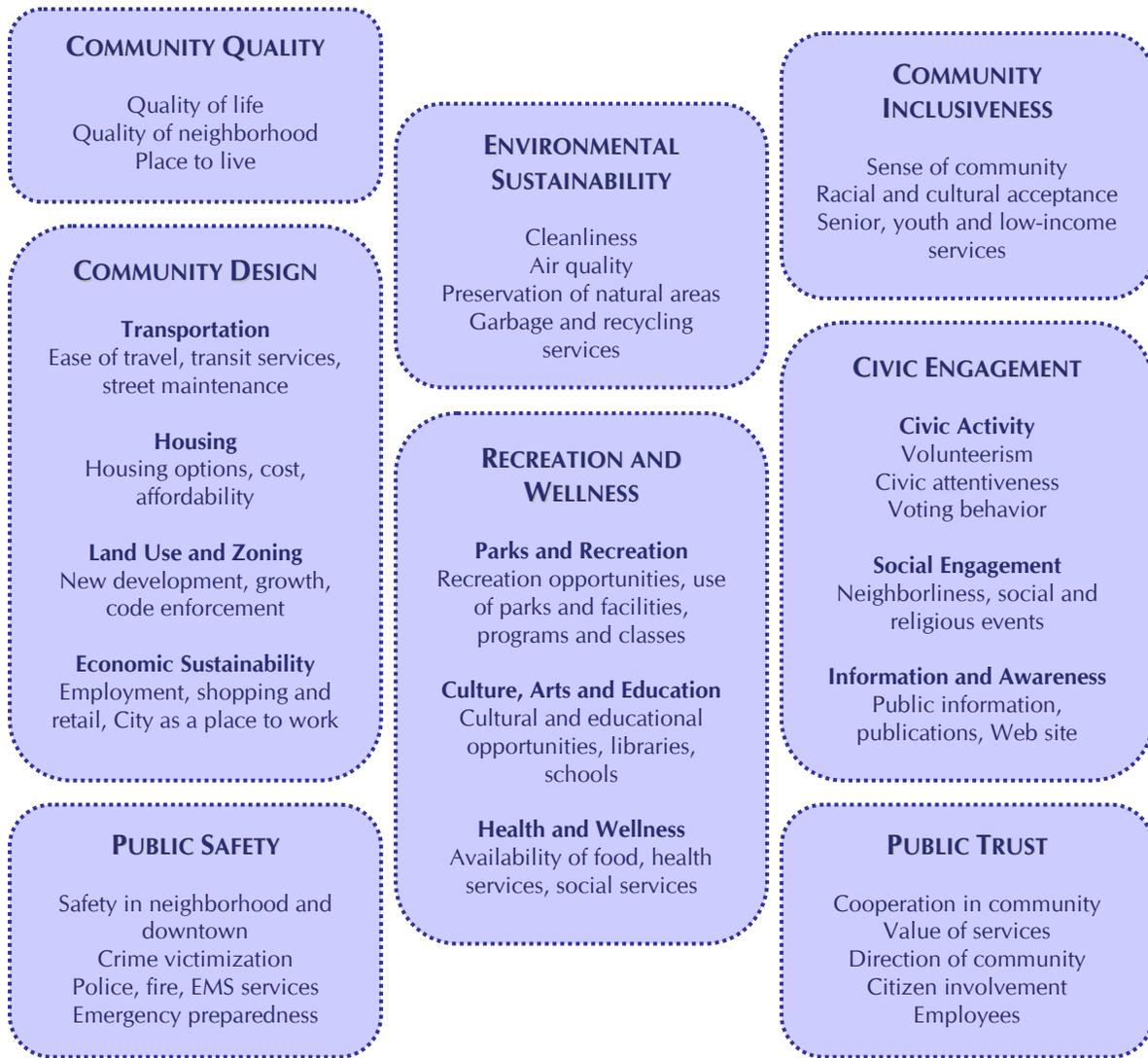
The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 314 completed surveys were obtained, providing an overall response rate of 27%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Johnson City was developed in close cooperation with local jurisdiction staff. Johnson City staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Johnson City Survey (314 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Johnson City, but from City of Johnson City services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Johnson City chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Johnson City survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Johnson City results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Johnson City's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Johnson City survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Johnson City and believed the City was a good place to live. The overall quality of life in the City of Johnson City was rated as “excellent” or “good” by 81% of respondents. A majority reported they plan on staying in the City of Johnson City for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events or activities, opportunities to volunteer and educational opportunities. Among the characteristics receiving the least positive ratings were ease of bicycle travel, employment opportunities and the availability of paths and walking trails.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, ten were above the national benchmark comparison, 14 were similar to the national benchmark comparison and seven were below.

Residents in the City of Johnson City were civically engaged. While only 18% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Johnson City, which was much higher than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Johnson City as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Johnson City in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, three were above the benchmark comparison, 23 were similar to the benchmark comparison and eight were below.

A Key Driver Analysis was conducted for the City of Johnson City which examined the relationships between ratings of each service and ratings of the City of Johnson City’s services overall. Those key driver services that correlated most strongly with residents’ perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Johnson City can focus on the services that have the greatest likelihood of influencing residents’ opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Ambulance or emergency medical services
- Police services
- Public schools
- Sidewalk maintenance
- Sewer services

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Johnson City – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Johnson City. Residents were asked whether they planned to move soon or if they would recommend the City of Johnson City to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Johnson City offers services and amenities that work.

Most of the City of Johnson City’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, a majority reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

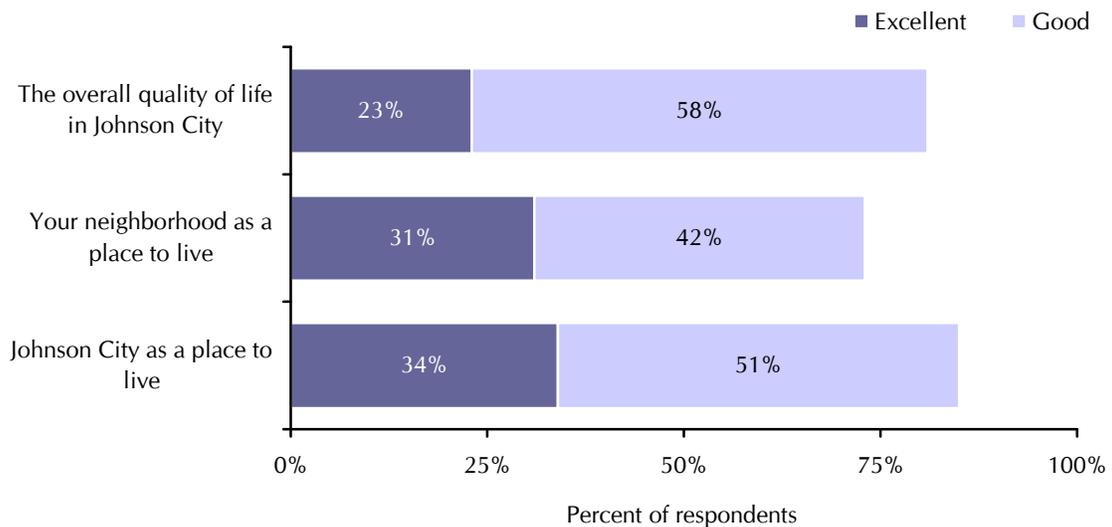


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

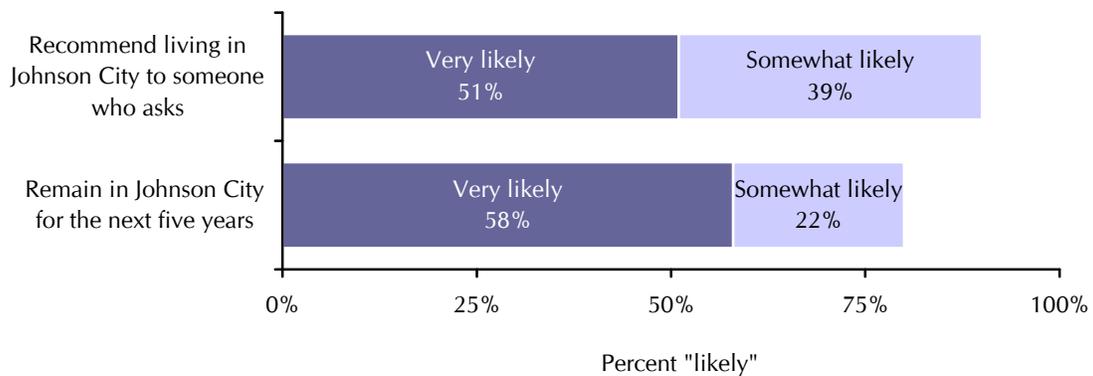


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Johnson City	Similar
Your neighborhood as place to live	Similar
Johnson City as a place to live	Similar
Recommend living in Johnson City to someone who asks	Above
Remain in Johnson City for the next five years	Similar

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by traffic flow on major streets.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

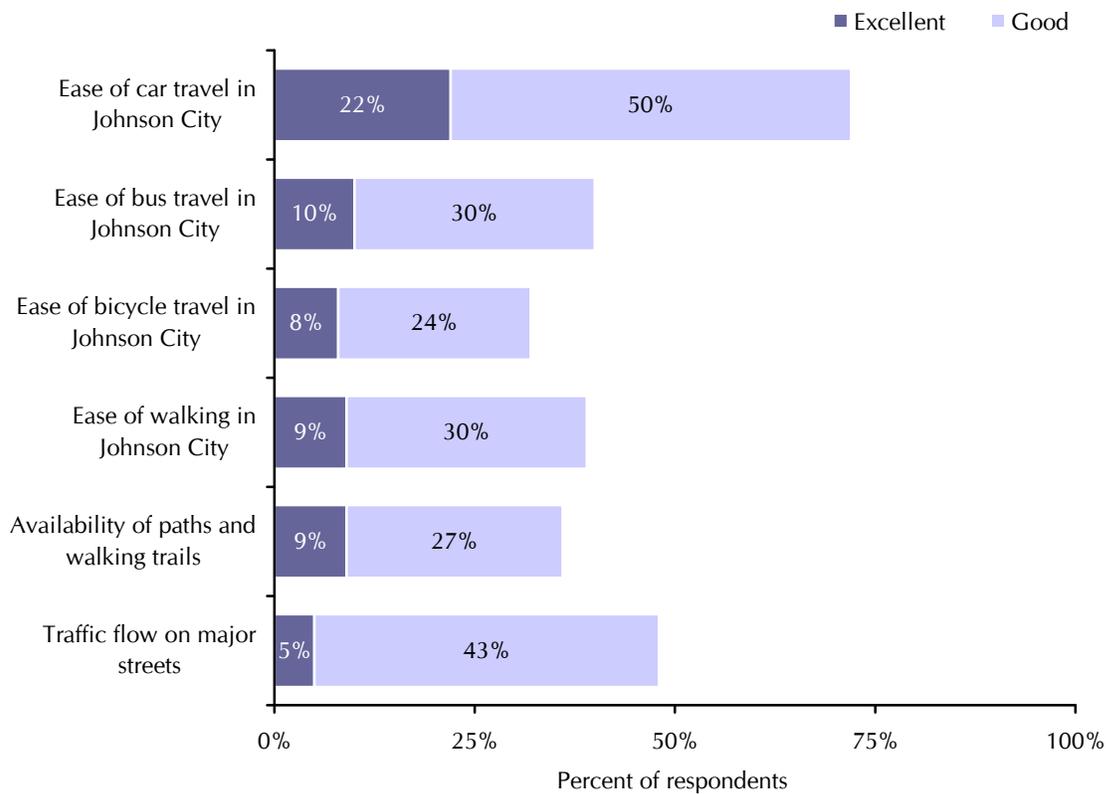


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Johnson City	Much above
Ease of bus travel in Johnson City	Similar
Ease of bicycle travel in Johnson City	Much below
Ease of walking in Johnson City	Much below
Availability of paths and walking trails	Much below
Traffic flow on major streets	Similar

Eight transportation services were rated in Johnson City. Compared to most communities across America, ratings tended to be a mix of positive and negative. One was above the benchmark, two were below the benchmark and five were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

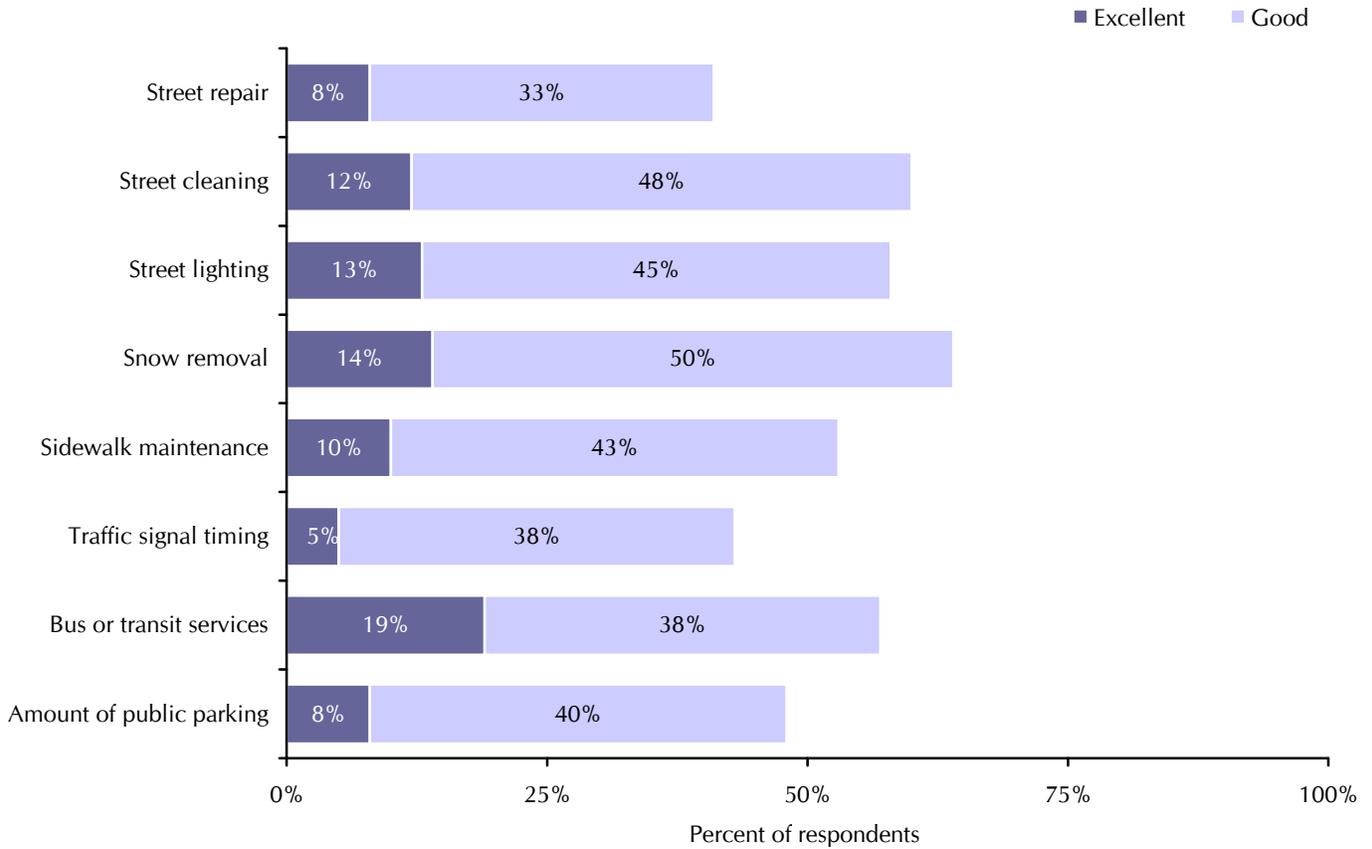


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Below
Street cleaning	Similar
Street lighting	Similar
Snow removal	Similar
Sidewalk maintenance	Similar
Traffic signal timing	Below
Bus or transit services	Above
Amount of public parking	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by transit, 3% by bicycle and 4% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

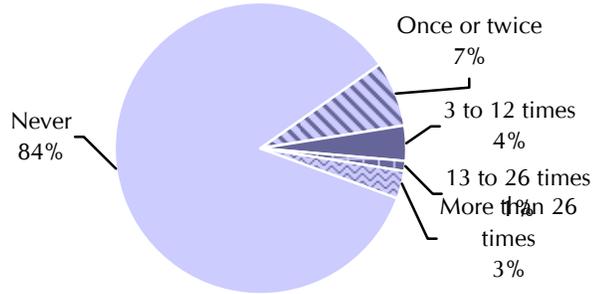


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Johnson City	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

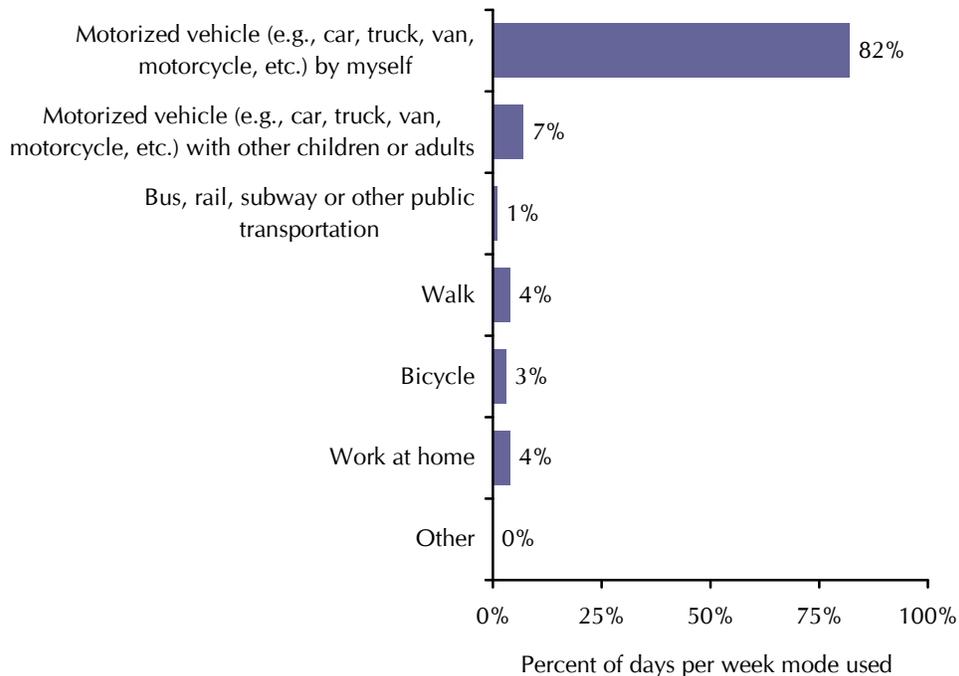


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Johnson City residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 54% of respondents, while the variety of housing options was rated as “excellent” or “good” by 63% of respondents. The rating of perceived affordable housing availability was better in the City of Johnson City than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

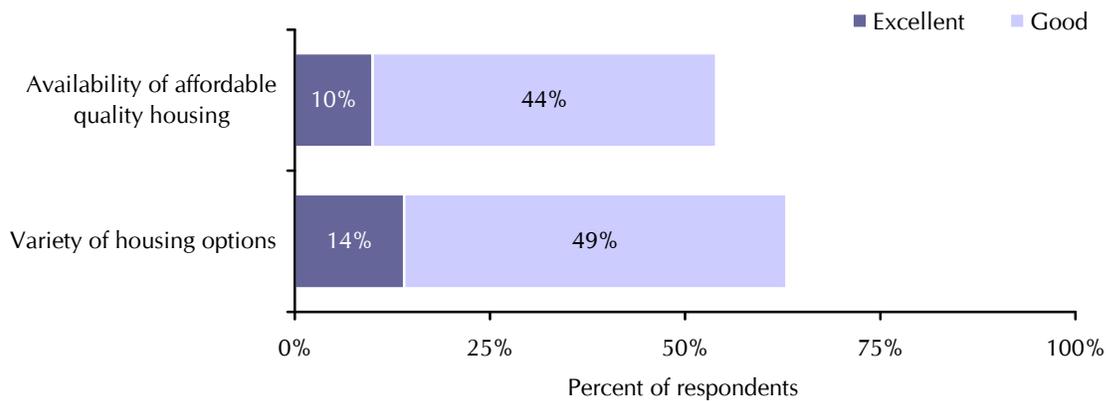


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Similar

To augment the perceptions of affordable housing in Johnson City, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Johnson City experiencing housing cost stress. About 28% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

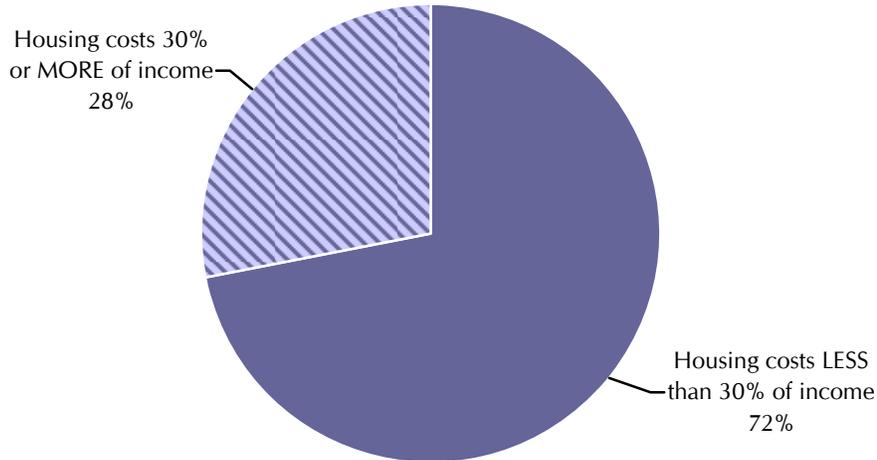


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Johnson City and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Johnson City was rated as “excellent” by 12% of respondents and as “good” by an additional 45%. The overall appearance of Johnson City was rated as “excellent” or “good” by 62% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Johnson City, 17% thought they were a “major” problem. The services of land use, planning and zoning and code enforcement were below the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

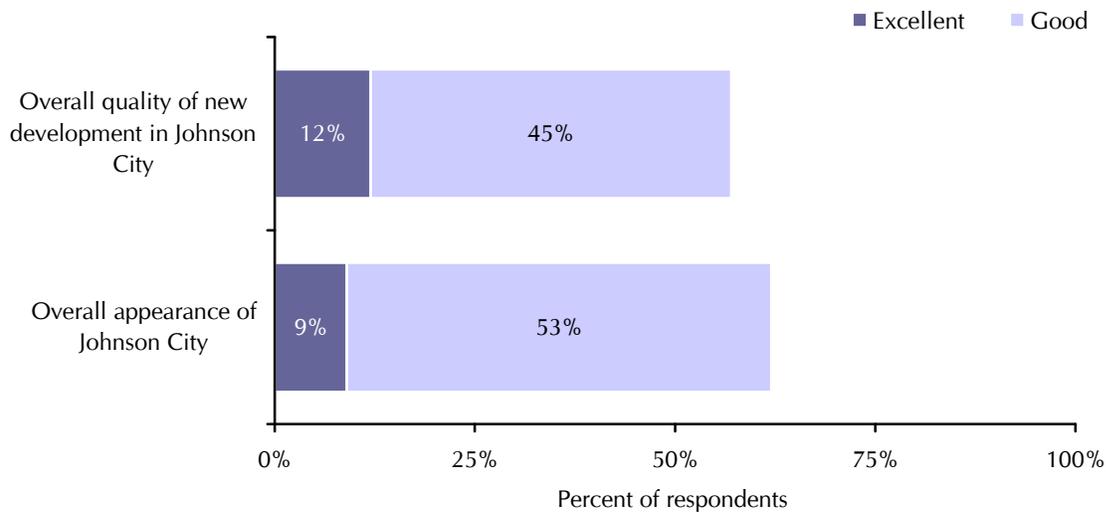


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Johnson City	Similar
Overall appearance of Johnson City	Below

FIGURE 20: RATINGS OF POPULATION GROWTH

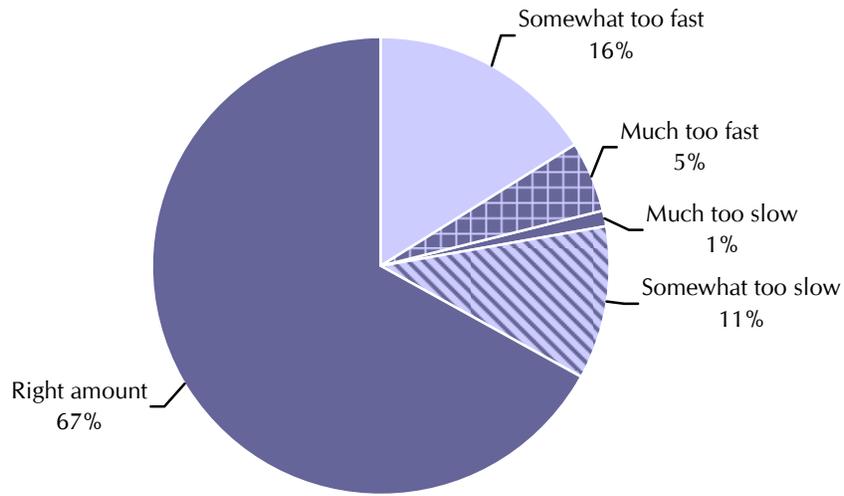


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

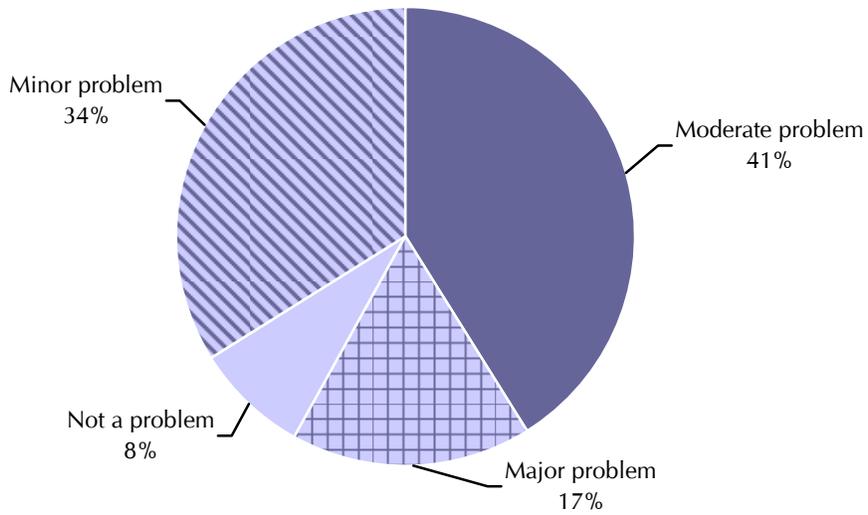


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	More

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

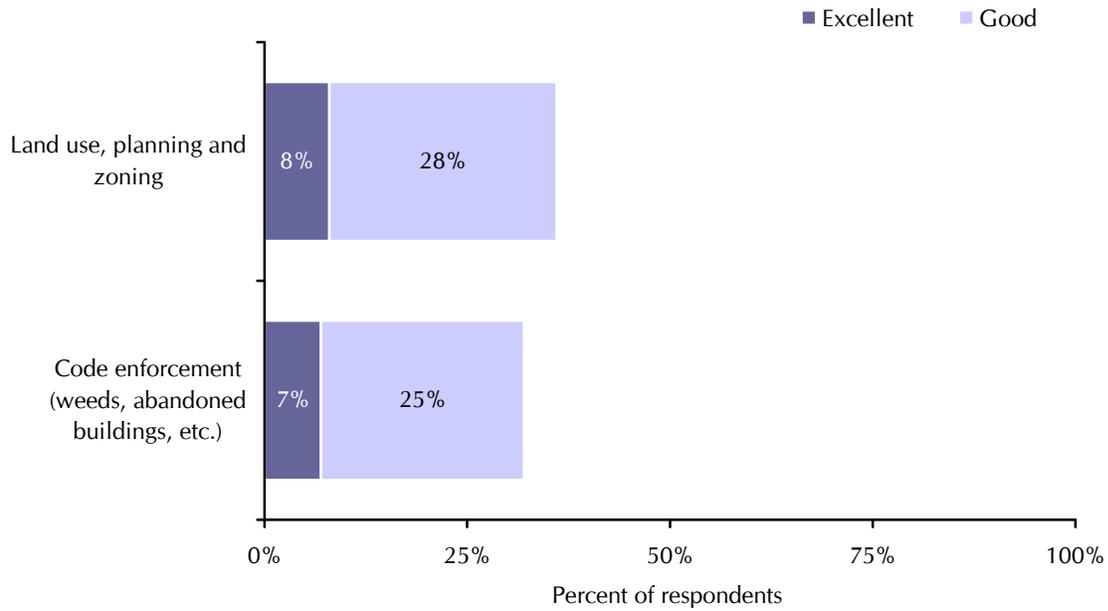


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc.)	Much below

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Johnson City and shopping opportunities. Employment opportunities received the lowest ratings, but were above the benchmark.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

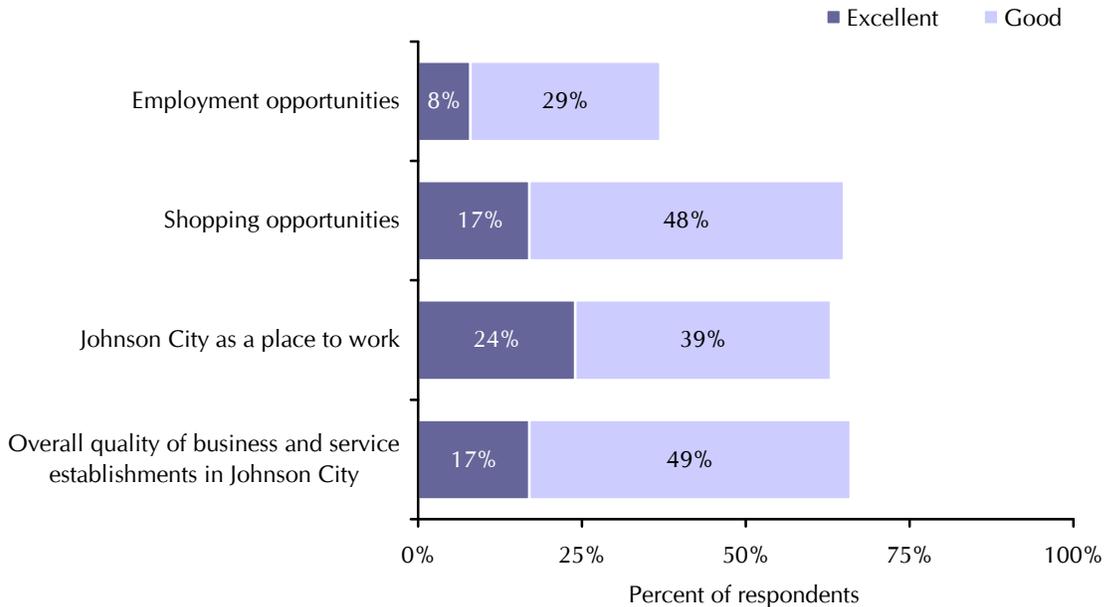


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Above
Shopping opportunities	Above
Johnson City as a place to work	Above
Overall quality of business and service establishments in Johnson City	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Johnson City, 81% responded that it was “too slow,” while 21% reported retail growth as “too slow.” Fewer residents in Johnson City compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

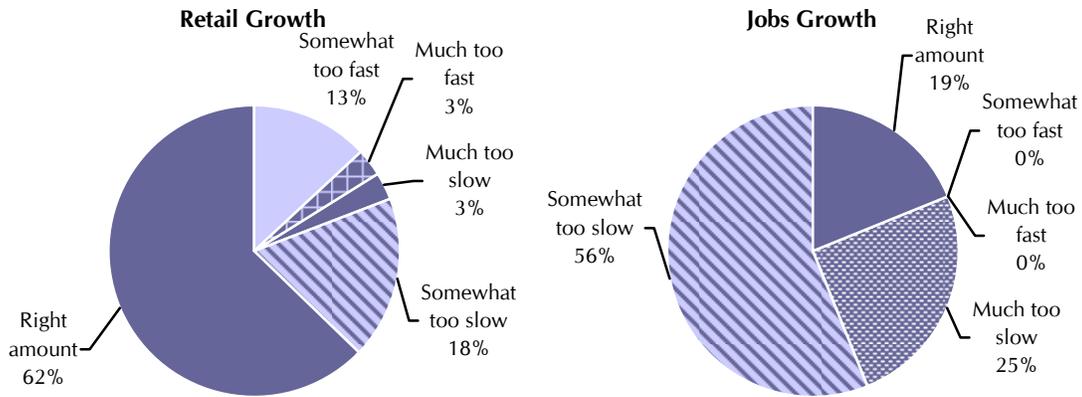


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

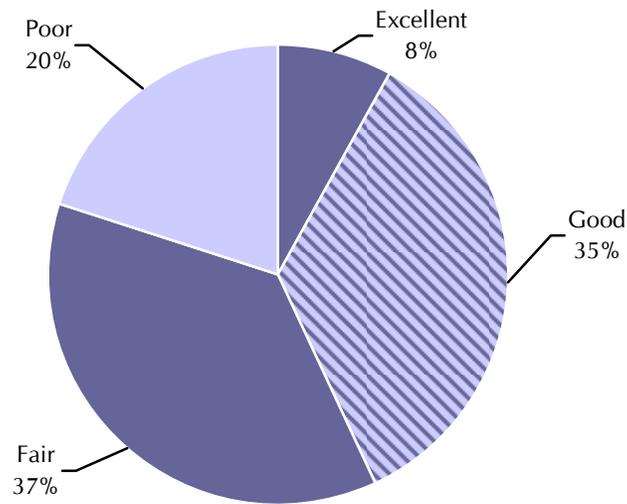


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

Comparison to benchmark	
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Twenty-five percent of the City of Johnson City residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 36% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was much more than in comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

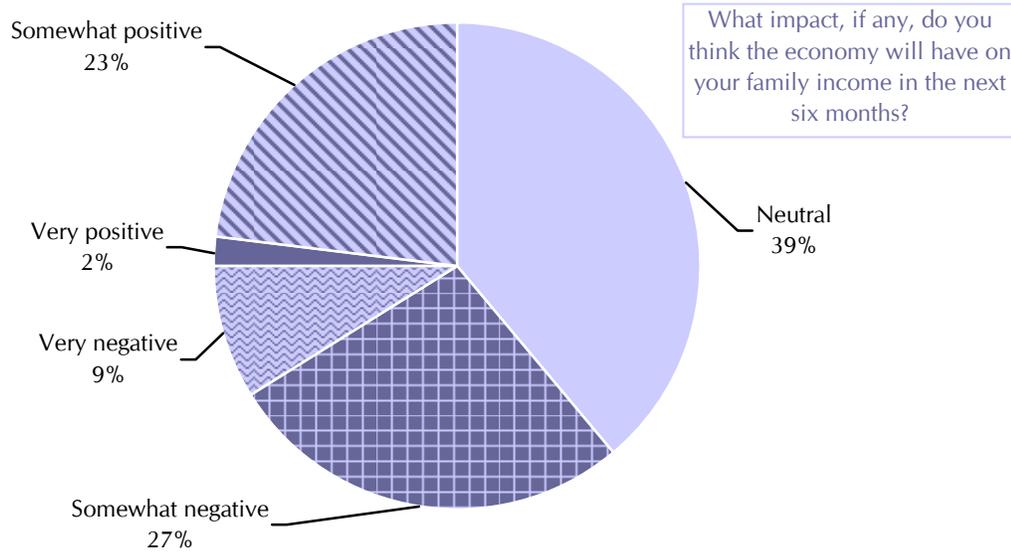


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Johnson City. About 75% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 77% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

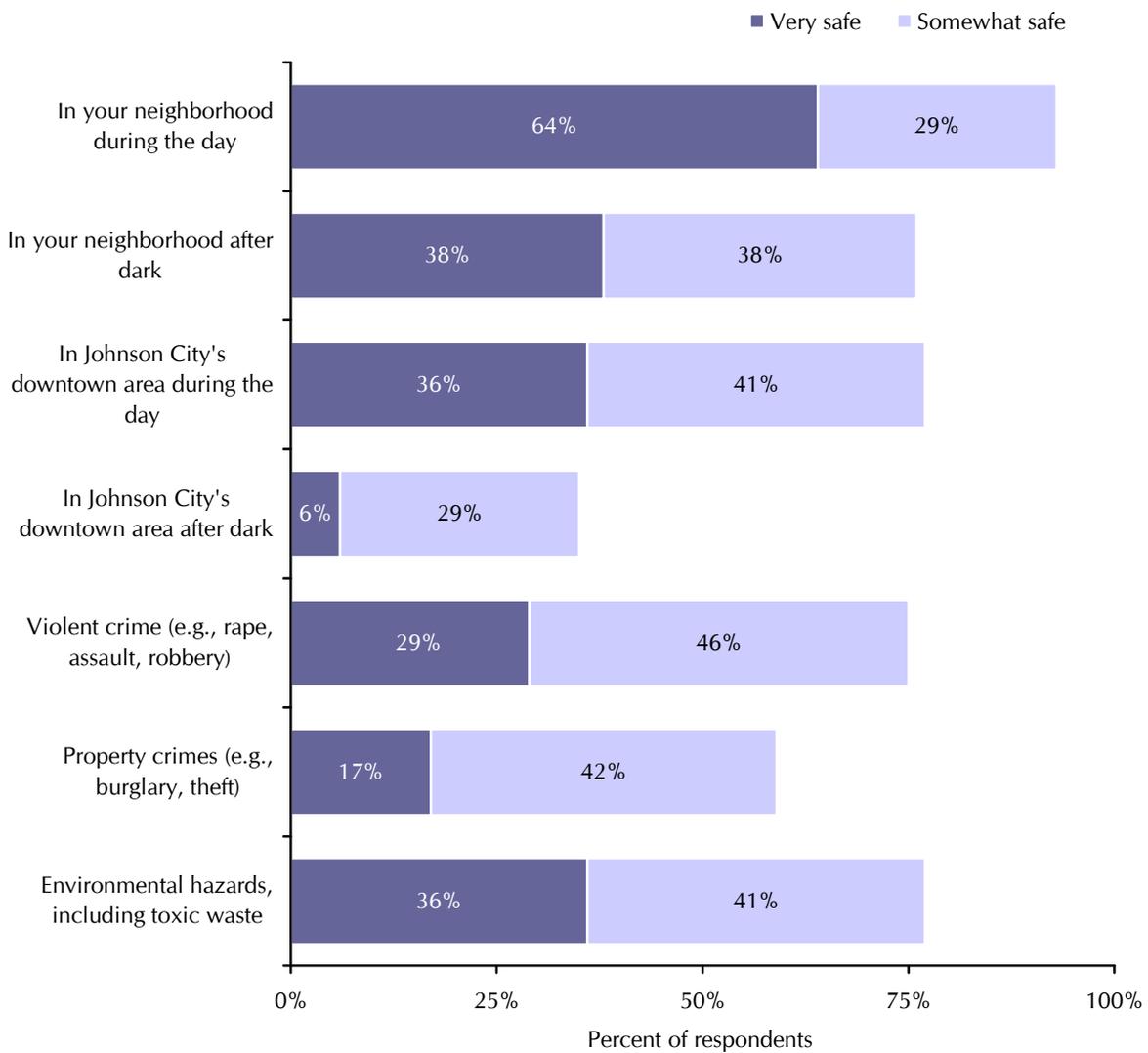


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Similar
In Johnson City's downtown area during the day	Much below
In Johnson City's downtown area after dark	Much below
Violent crime (e.g., rape, assault, robbery)	Similar
Property crimes (e.g., burglary, theft)	Similar
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 85% had reported it to police. Compared to other jurisdictions about the same percent of Johnson City residents had been victims of crime in the 12 months preceding the survey and more Johnson City residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

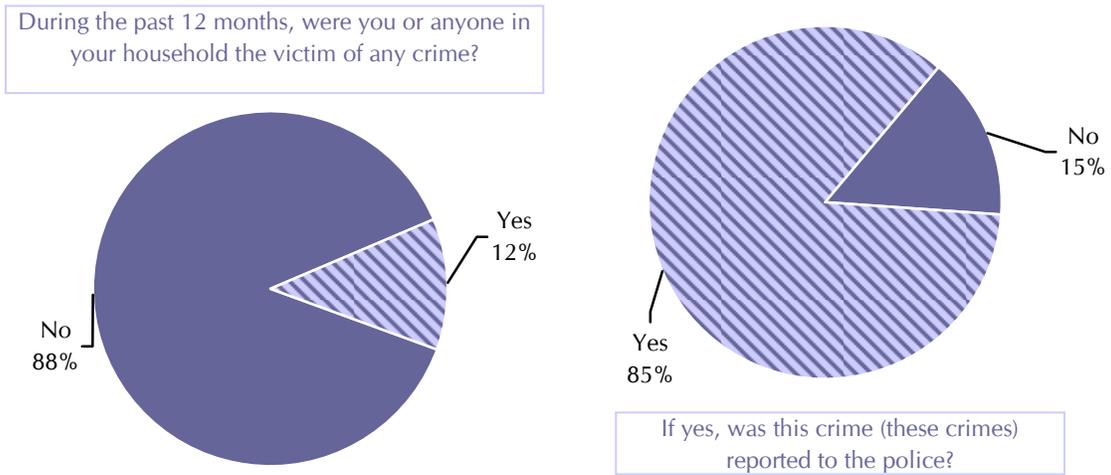


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated eight City public safety services; of these, seven were rated similar to the benchmark comparison and one was rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

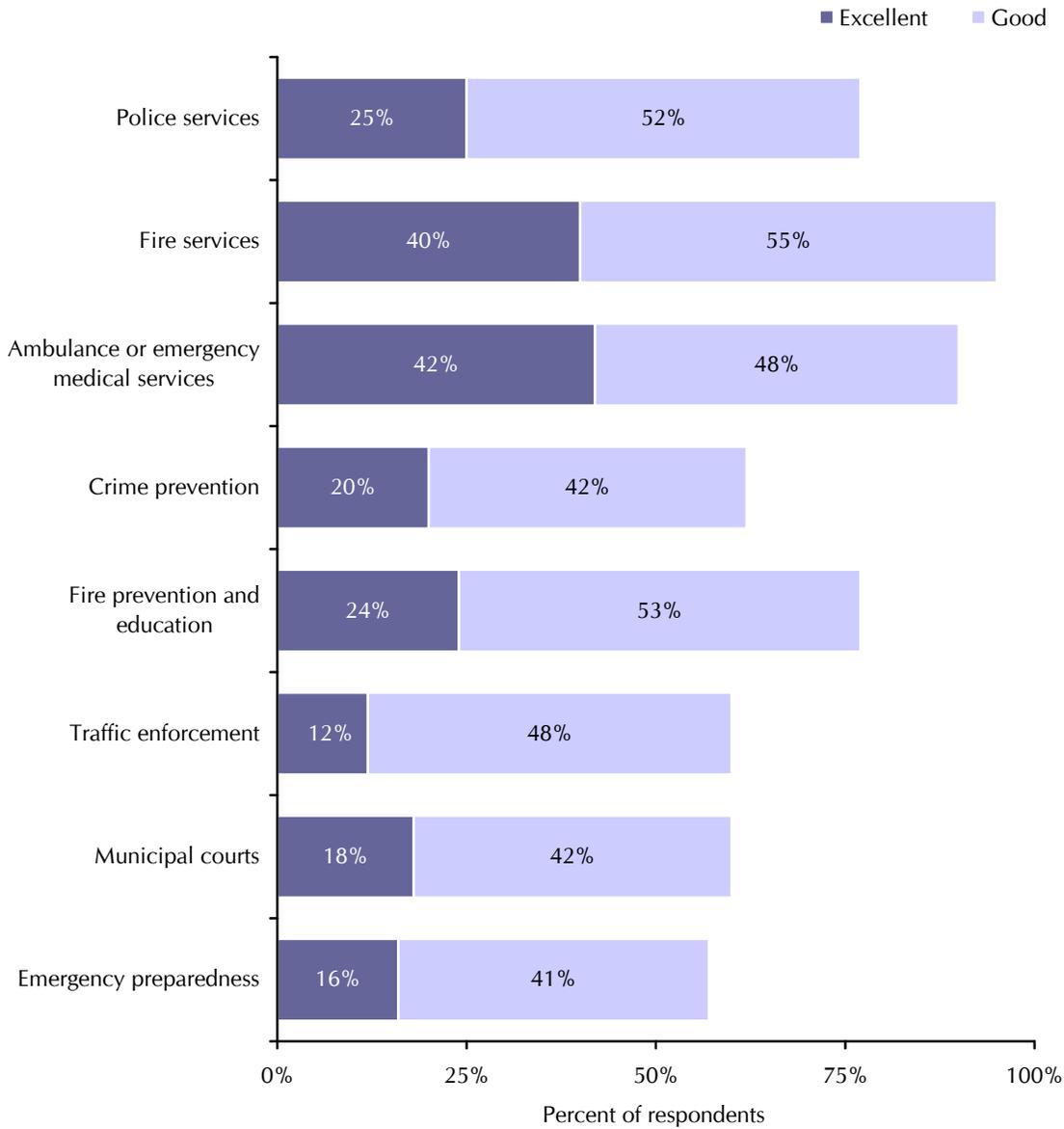


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Similar
Fire prevention and education	Similar
Traffic enforcement	Below
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

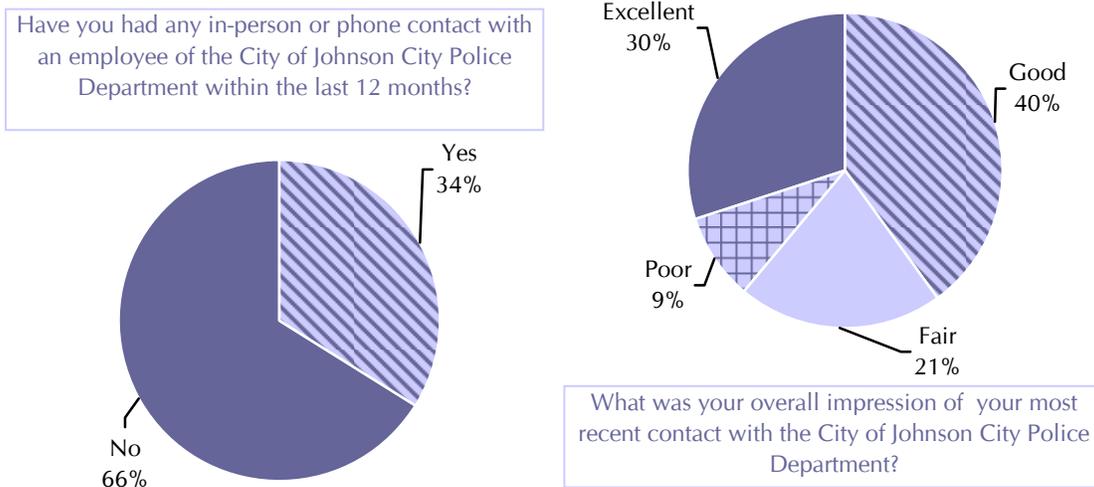


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

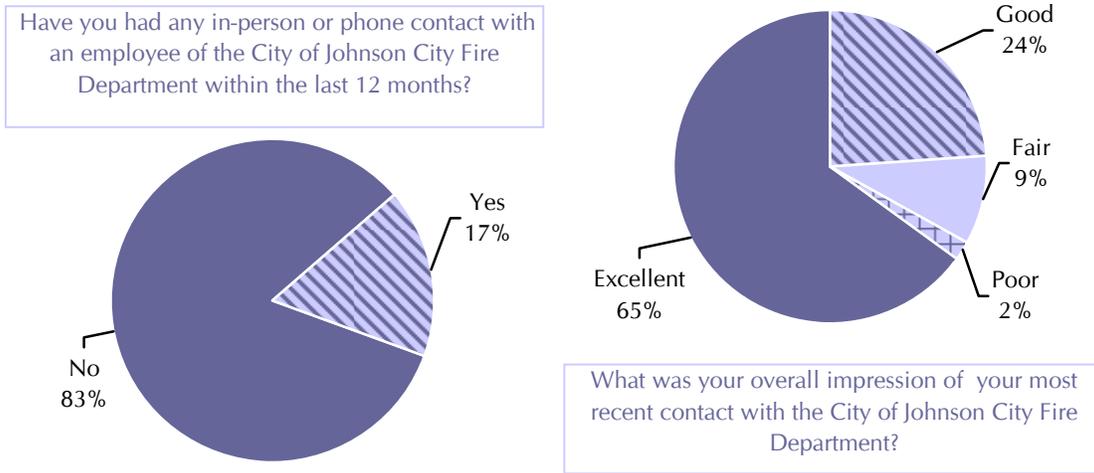


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Johnson City Police Department	Similar
Overall impression of most recent contact with the City of Johnson City Police Department	Below
Had contact with the City of Johnson City Fire Department	Similar
Overall impression of most recent contact with the City of Johnson City Fire Department	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Johnson City were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 72% of survey respondents and was similar to the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

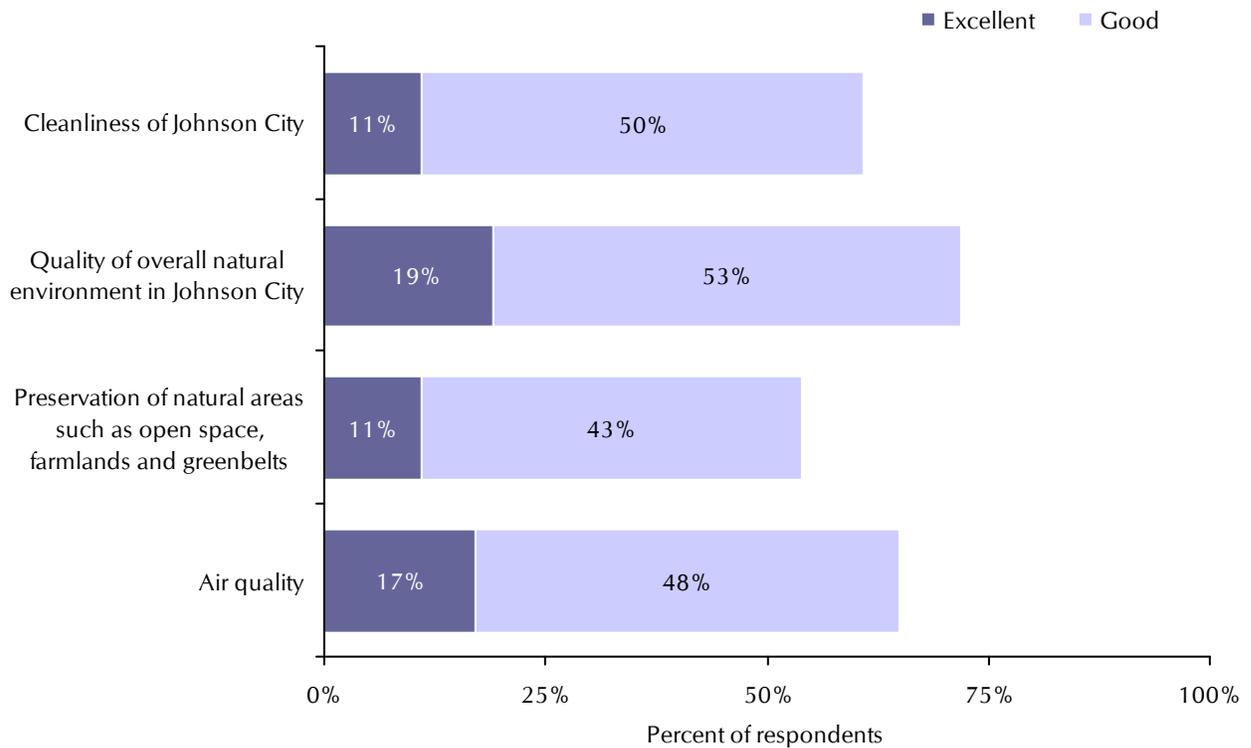


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Johnson City	Much below
Quality of overall natural environment in Johnson City	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Similar

Resident recycling was less than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

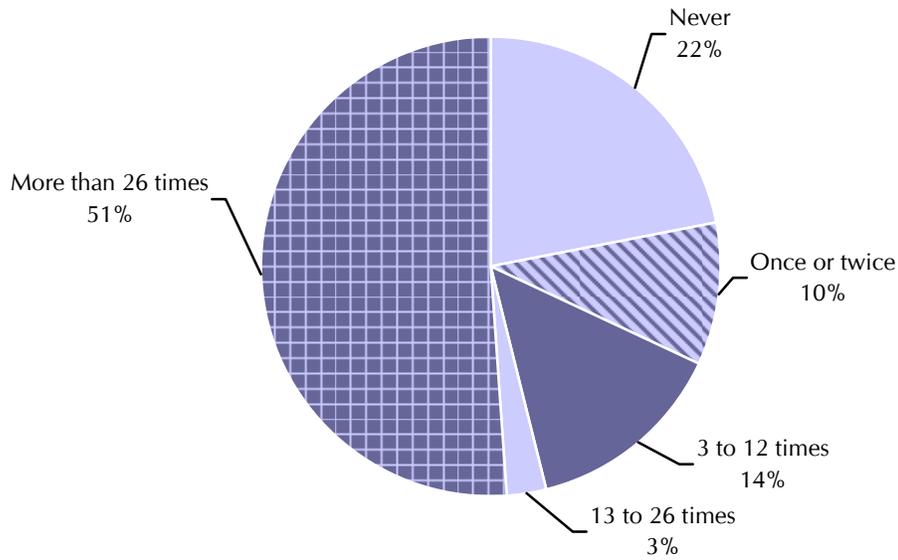


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Less

Of the six utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, three were similar and one was below the benchmark comparison.

FIGURE 47: RATINGS OF UTILITY SERVICES

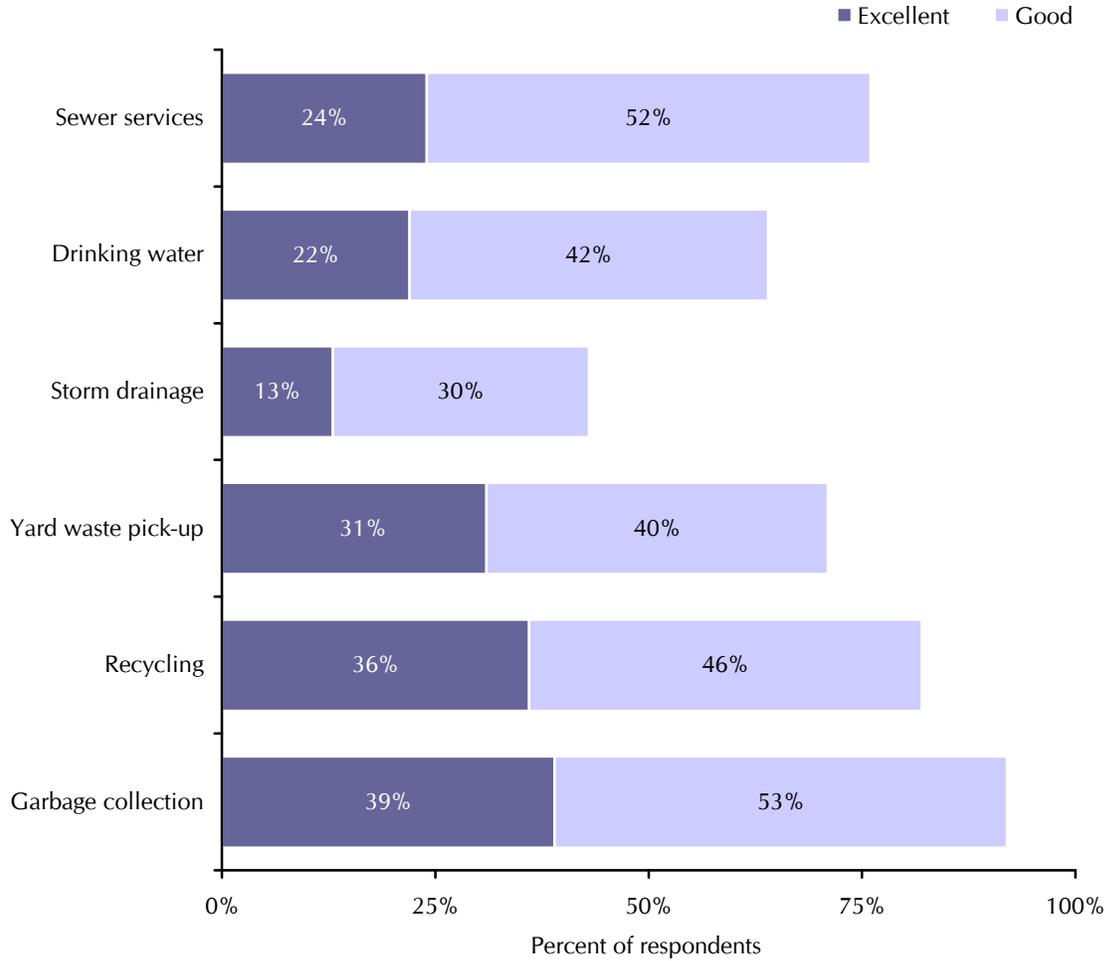


FIGURE 48: UTILITY SERVICES BENCHMARKS

Utility Service	Comparison to benchmark
Sewer services	Similar
Drinking water	Similar
Storm drainage	Much below
Yard waste pick-up	Similar
Recycling	Above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Johnson City were rated somewhat positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated similar to the benchmark. City parks received the highest ratings.

Resident use of Johnson City parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Johnson City recreation centers was less than the percent of users in comparison jurisdictions. Similarly, recreation program use in Johnson City was less than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

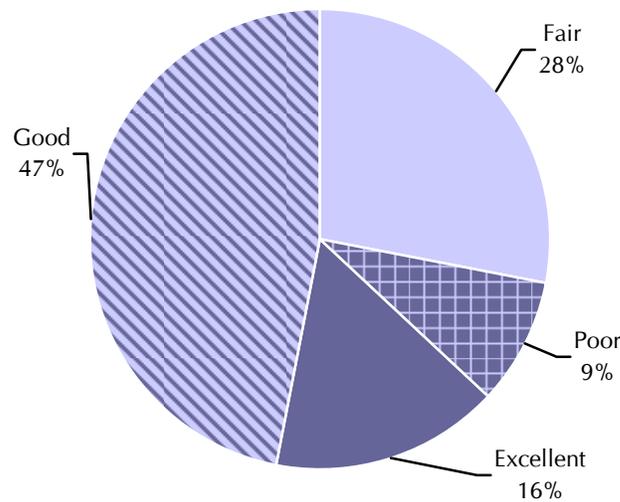


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Similar

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

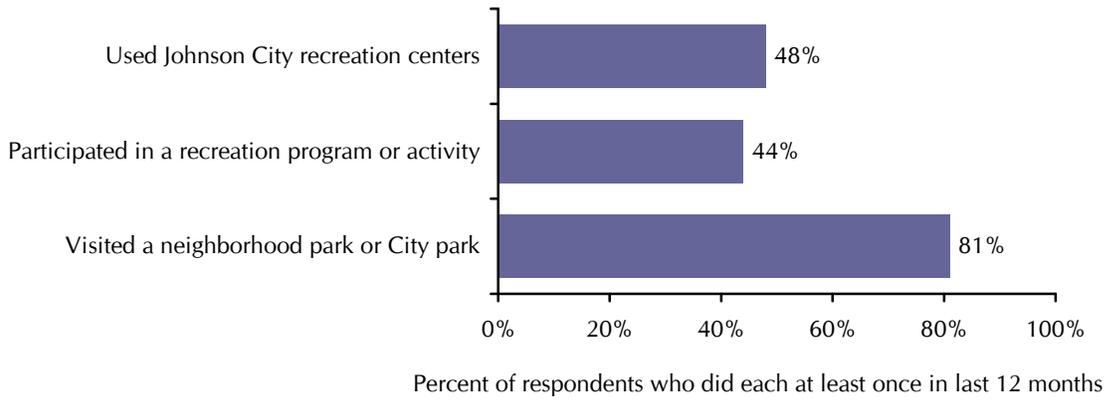


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Johnson City recreation centers	Much less
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

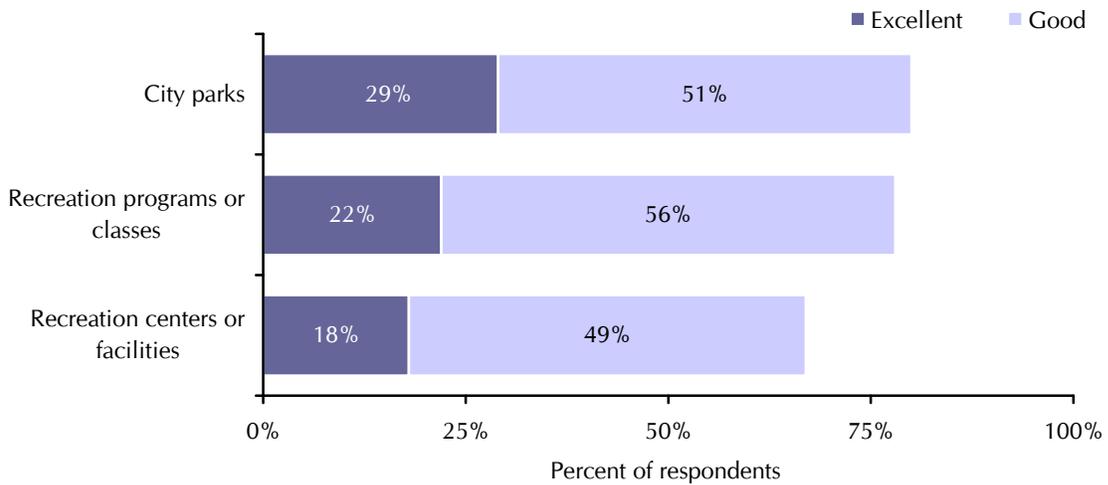


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 45% of respondents. Educational opportunities were rated as “excellent” or “good” by 77% of respondents. Educational opportunities were much above the average of comparison jurisdictions, while cultural activity opportunities were rated below the benchmark.

About 58% of Johnson City residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below that of comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

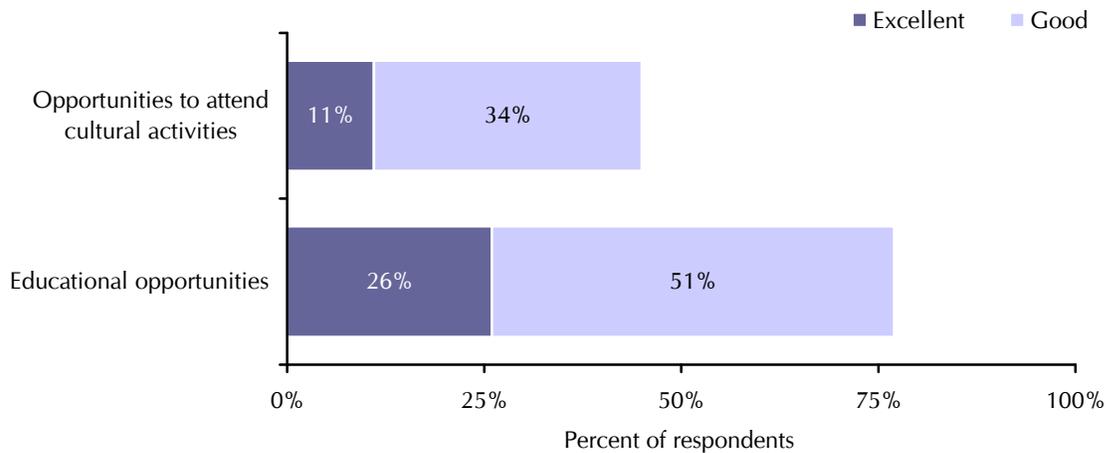


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Much above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

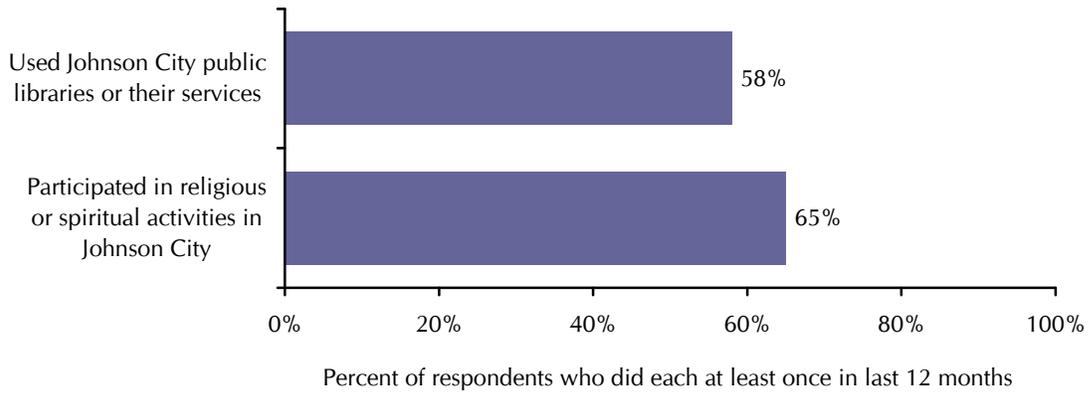


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Johnson City public libraries or their services	Much less
Participated in religious or spiritual activities in Johnson City	Much more

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

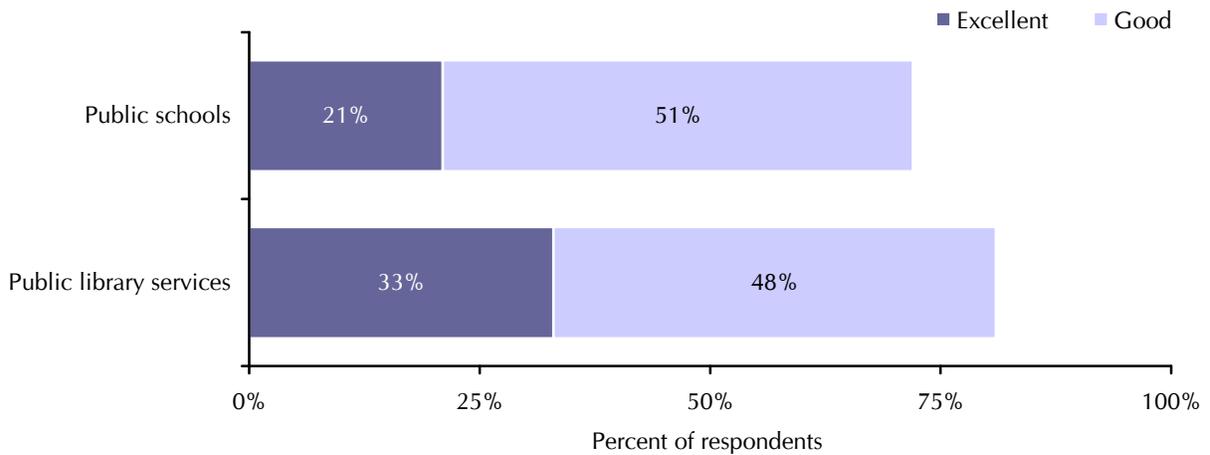


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Similar

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Johnson City were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services.

Among Johnson City residents, 18% rated affordable quality health care as “excellent” while 39% rated it as “good.” Those ratings were above the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

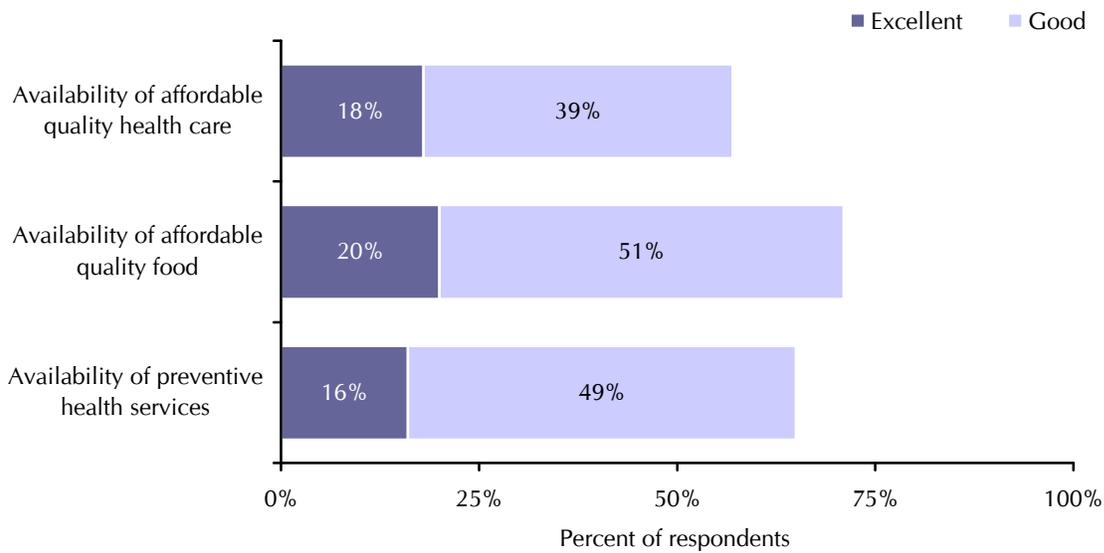


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Above
Availability of affordable quality food	Above
Availability of preventive health services	Above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Johnson City as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Johnson City as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt the City of Johnson City was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

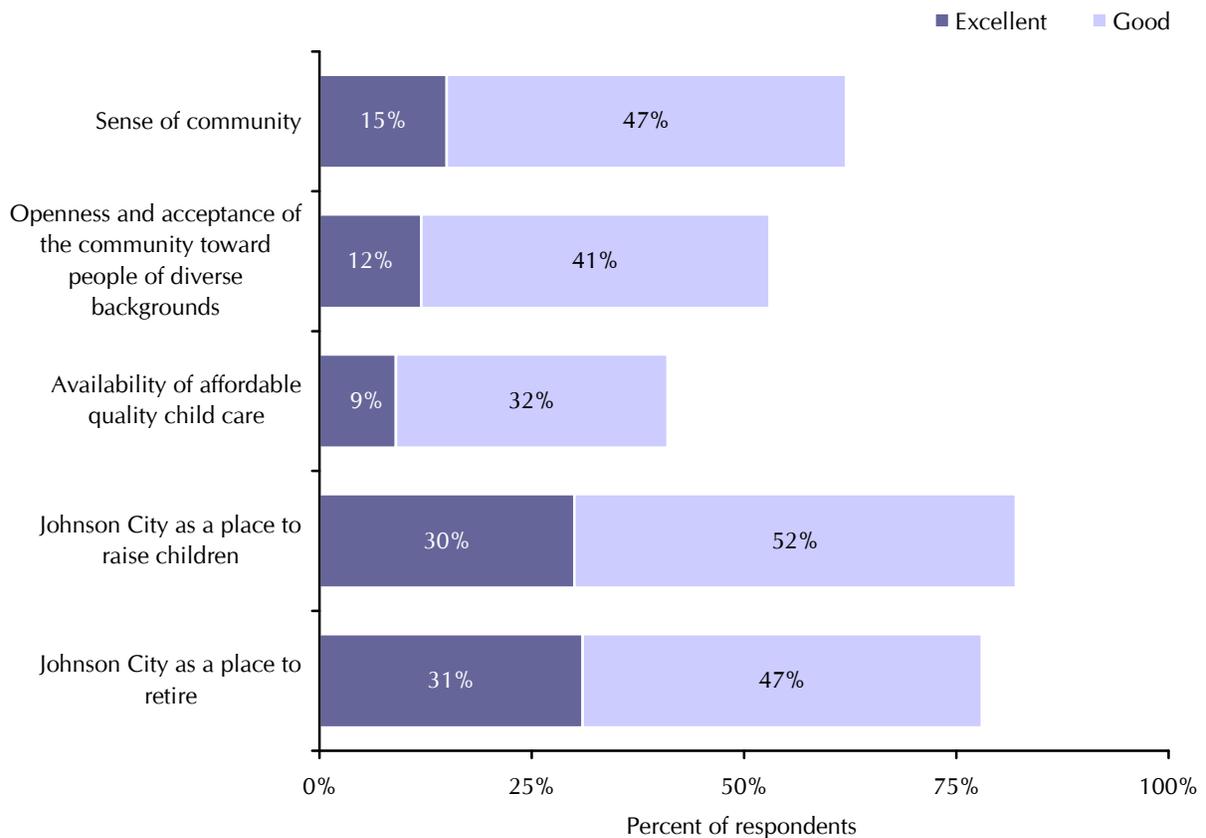


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Below
Availability of affordable quality child care	Similar
Johnson City as a place to raise kids	Similar
Johnson City as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 43% to 53% with ratings of “excellent” or “good.” Services to seniors were below the benchmark while services to youth and to low income people were similar to the benchmark.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

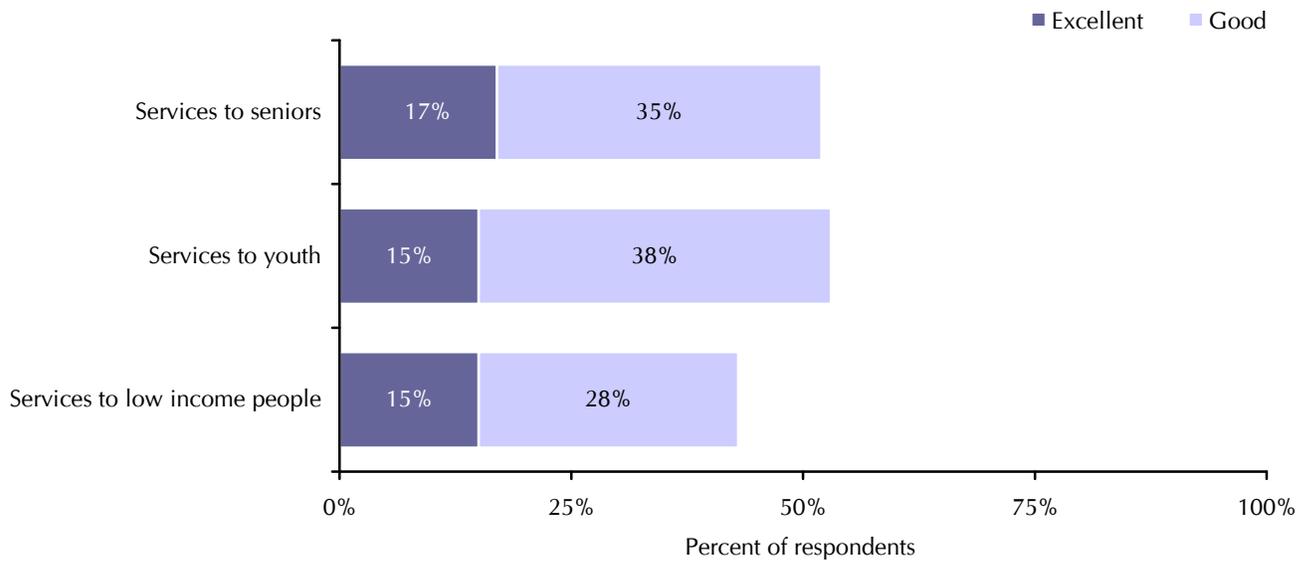


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Below
Services to youth	Similar
Services to low income people	Similar

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community of providing services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Johnson City. Survey participants rated the volunteer opportunities in the City of Johnson City favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was similar to the benchmark while the rating for opportunities to volunteer was above the benchmark.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

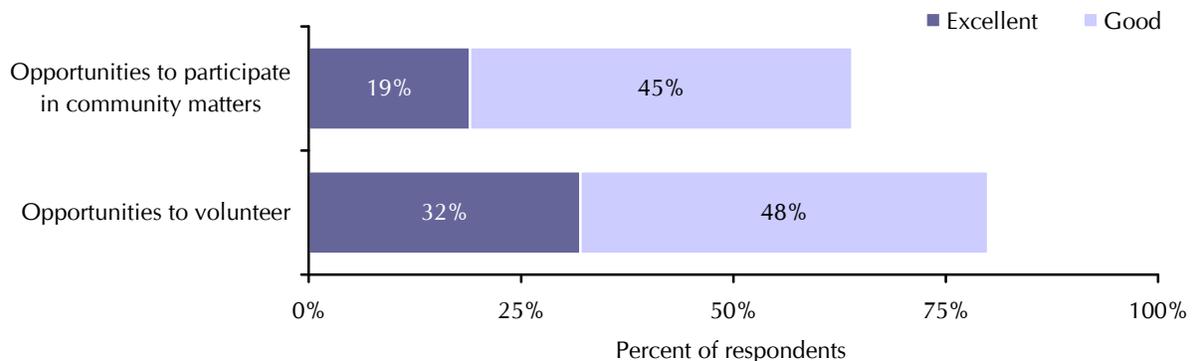
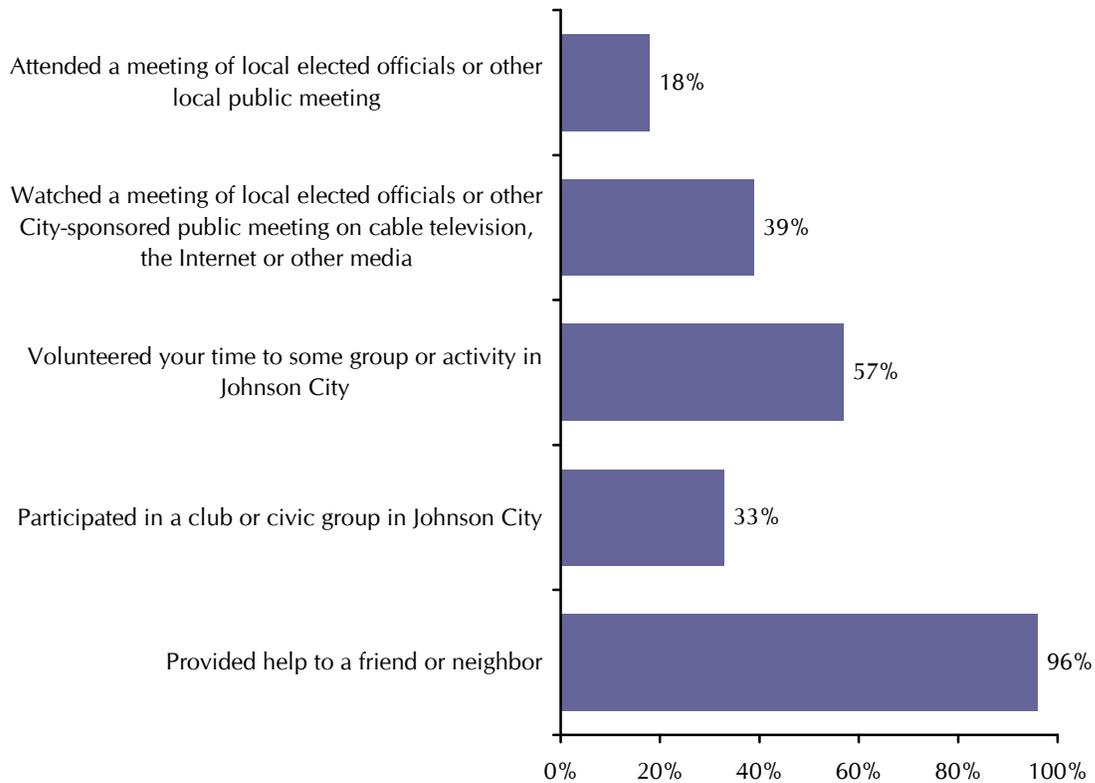


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting, watched a meeting on TV or other media or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. The percent of respondents who had volunteered was much higher than the benchmark, while the number of respondents who had attended a public meeting was much less than that of comparison communities.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES



Percent of respondents who did each at least once in last 12 months

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Similar
Volunteered your time to some group or activity in Johnson City	Much more
Participated in a club or civic group in Johnson City	Similar
Provided help to a friend or neighbor	Similar

Eighty percent reported they were registered to vote and 65% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR

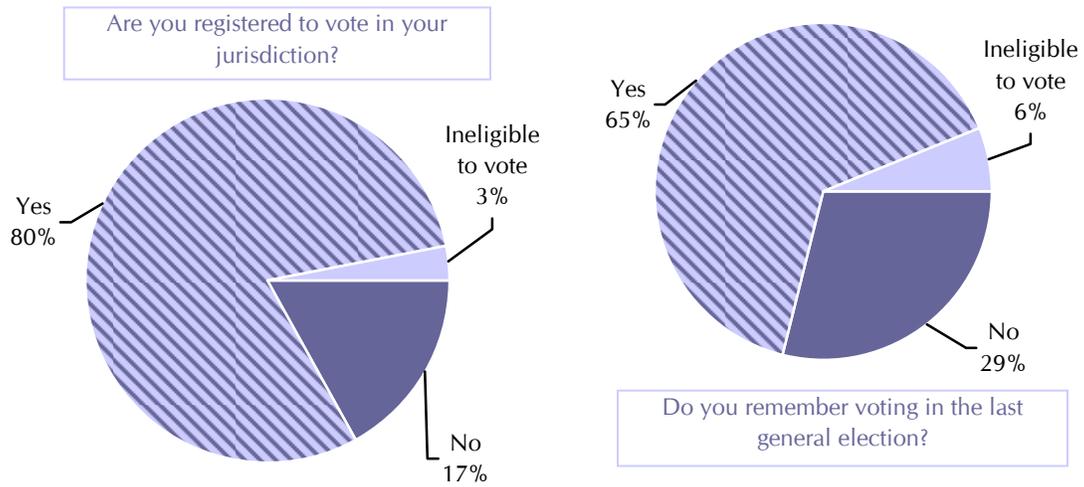


FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Less
Voted in last general election	Much less

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Johnson City Web site in the previous 12 months, 51% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES

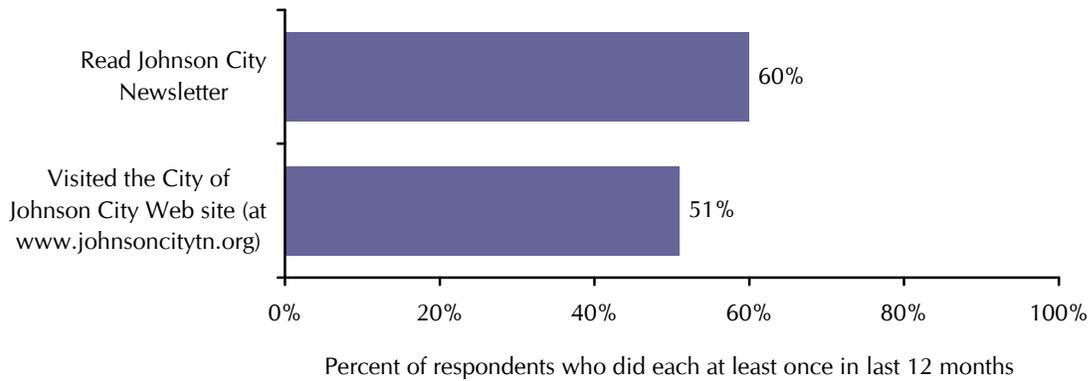


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

Information Source	Comparison to benchmark
Read Johnson City Newsletter	Much less
Visited the City of Johnson City Web site	Much less

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

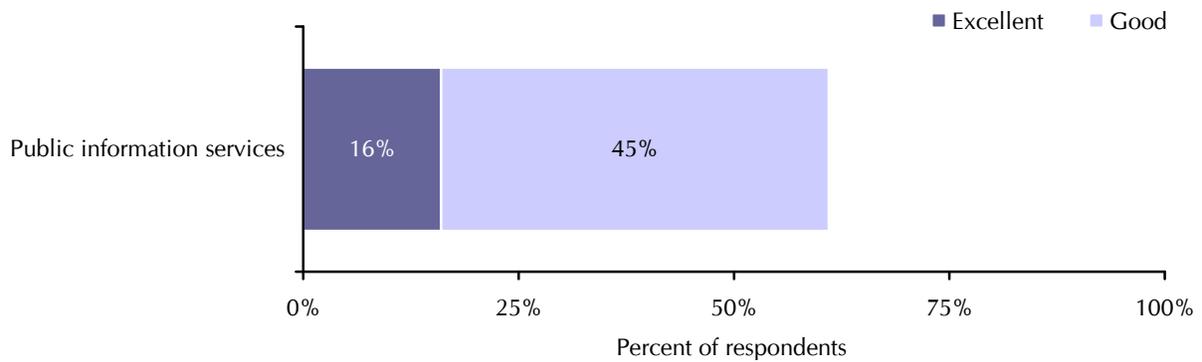


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Service	Comparison to benchmark
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 64% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

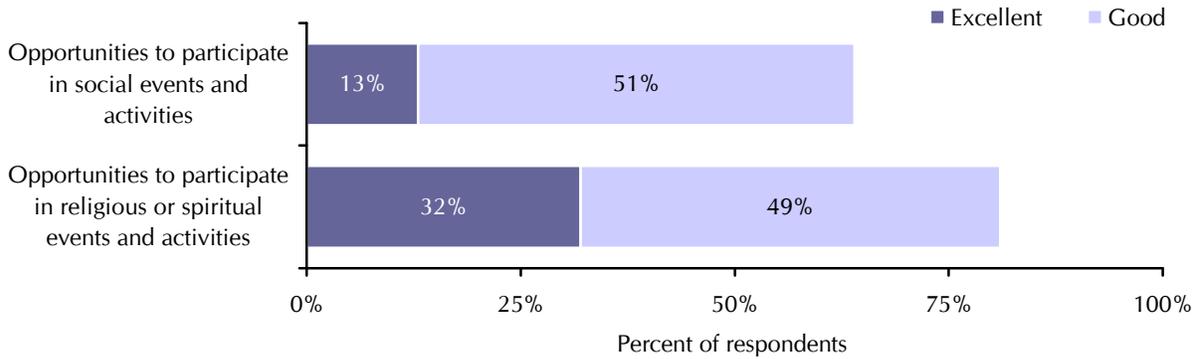


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Above

Residents in Johnson City reported a fair amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS

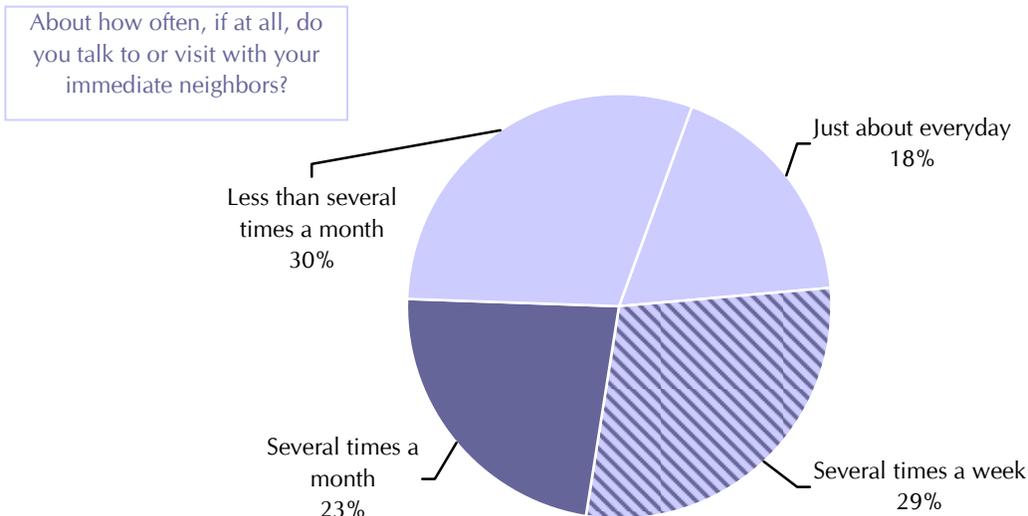


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Johnson City is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Johnson City could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Johnson City may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Johnson City does at welcoming citizen involvement, 42% rated it as "excellent" or "good." Of these four ratings, two were above the benchmark, two were similar to the benchmark and none were below the benchmark.

FIGURE 81: PUBLIC TRUST RATINGS

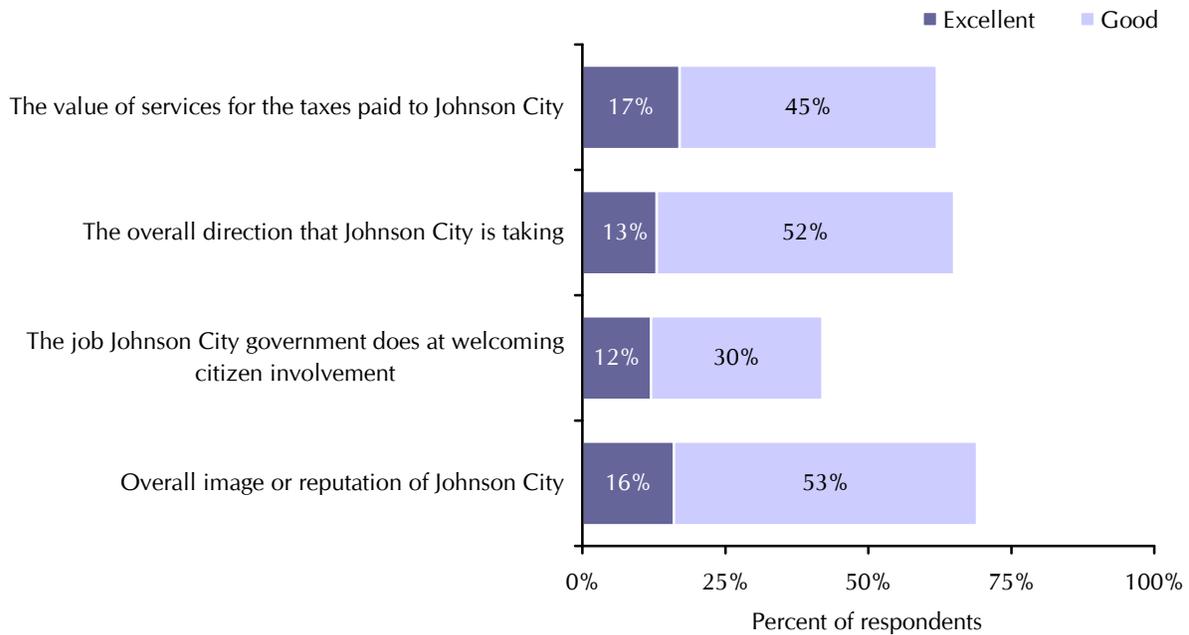


FIGURE 82: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Johnson City	Above
The overall direction that Johnson City is taking	Above
Job Johnson City government does at welcoming citizen involvement	Similar
Overall image or reputation of Johnson City	Similar

On average, residents of the City of Johnson City gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Johnson City was rated as “excellent” or “good” by 74% of survey participants. The City of Johnson City’s rating was similar the benchmark when compared to other communities.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

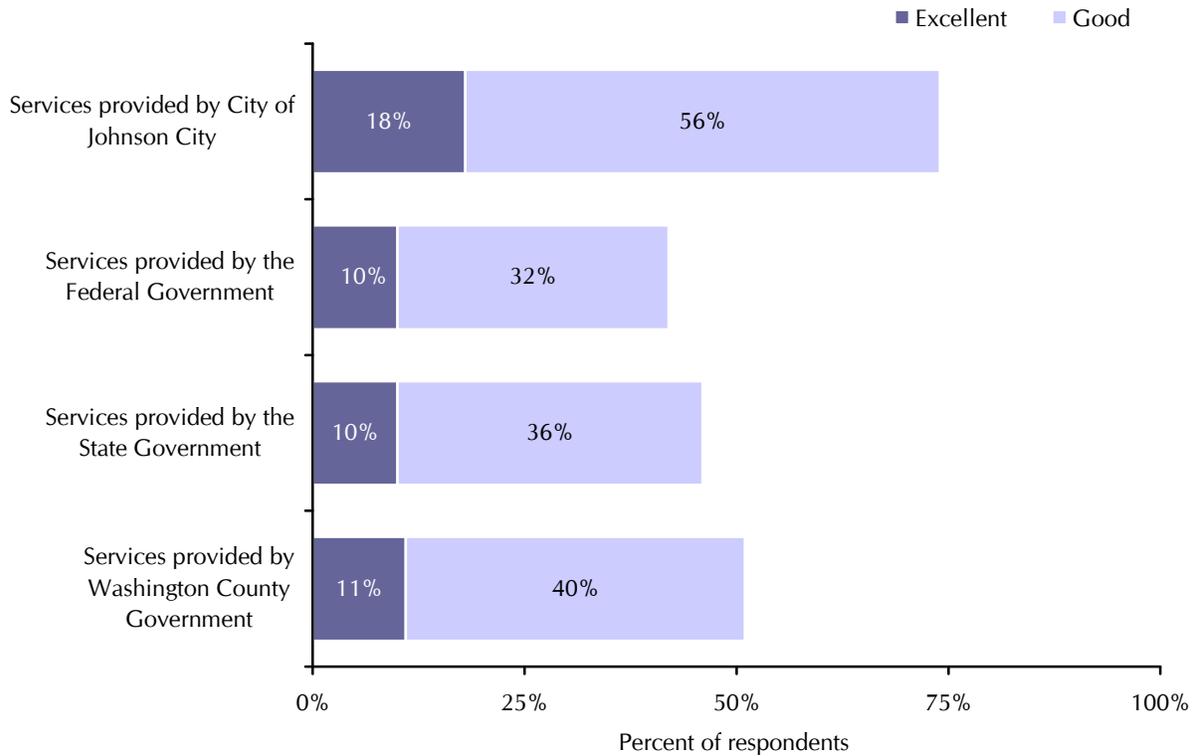


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Johnson City	Similar
Services provided by the Federal Government	Similar
Services provided by the State Government	Above
Services provided by Washington County Government	Similar

City of Johnson City Employees

The employees of the City of Johnson City who interact with the public create the first impression that most residents have of the City of Johnson City. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Johnson City. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Johnson City staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 43% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 73% of respondents rated their overall impression as "excellent" or "good."

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Johnson City within the last 12 months?

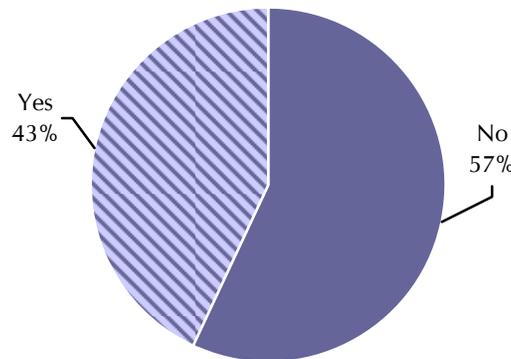


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

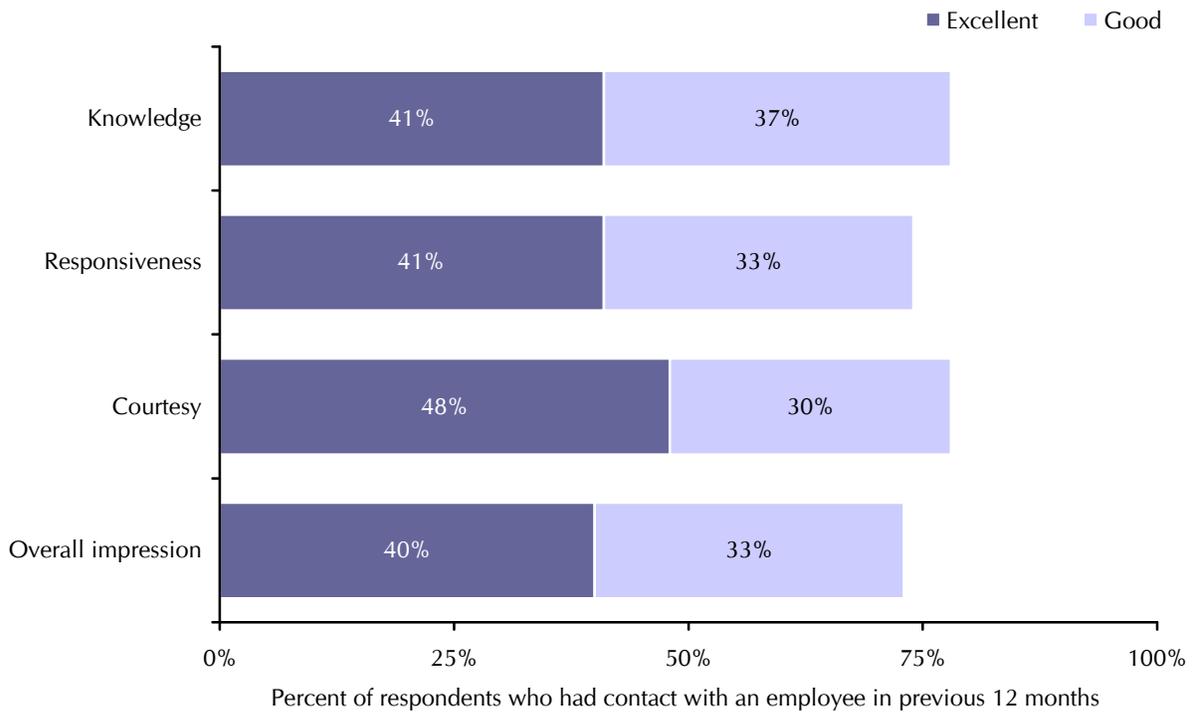


FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Similar
Courteousness	Similar
Overall impression	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Johnson City by examining the relationships between ratings of each service and ratings of the City of Johnson City's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Johnson City can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Johnson City Key Driver Analysis were:

- Ambulance or emergency medical services
- Police services
- Public schools
- Sidewalk maintenance
- Sewer services

CITY OF JOHNSON CITY ACTION CHART™

The 2012 City of Johnson City Action Chart™ on the following page combines two dimensions of performance:

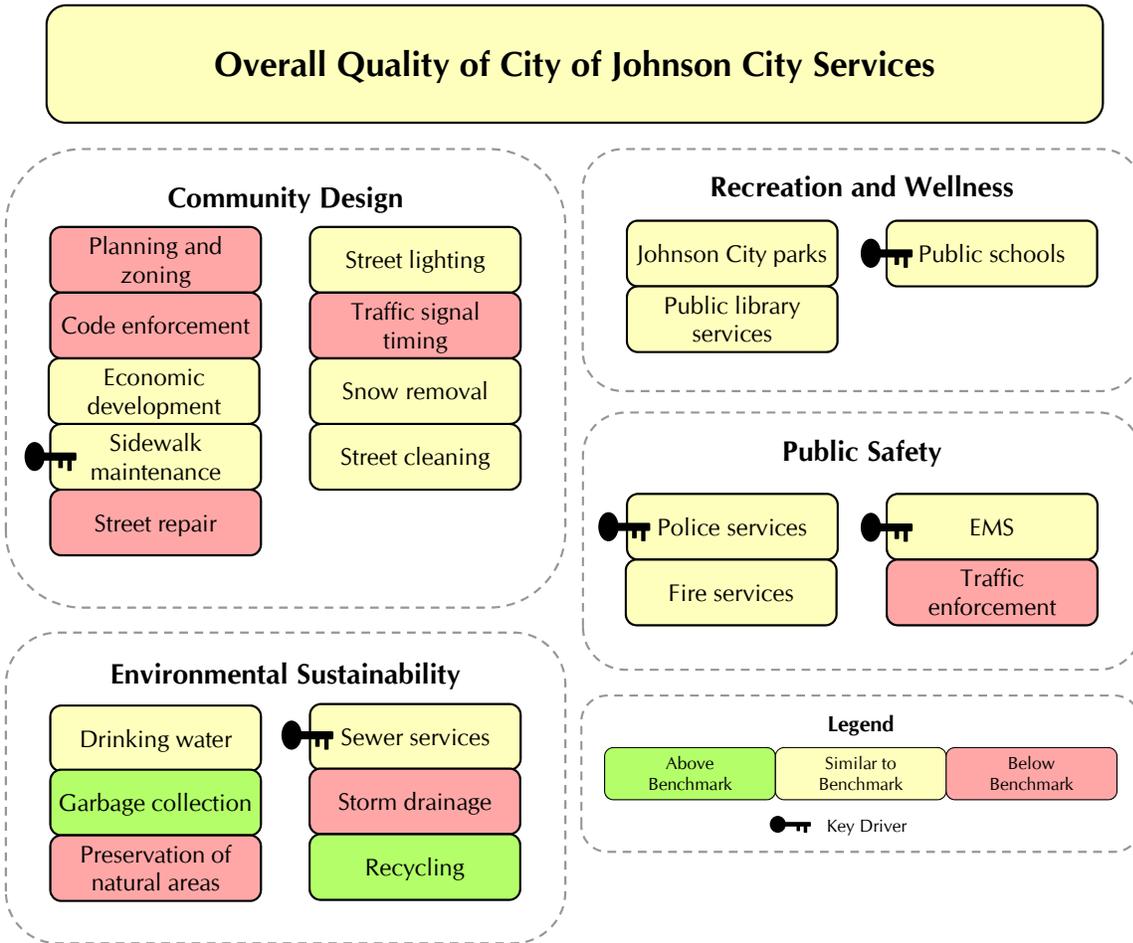
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-two services were included in the KDA for the City of Johnson City. Of these, two were above the benchmark, seven were below the benchmark and 13 were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Johnson City, no key drivers were below the benchmark. Therefore, Johnson City may wish to seek improvements to ambulance or emergency medical services, police services, public schools, sewer services and sidewalk maintenance, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Excluding “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF JOHNSON CITY ACTION CHART



Using Your Action Chart™

The key drivers derived for the City of Johnson City provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Johnson City, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Johnson City, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Johnson City residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Johnson City key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Johnson City Key Driver	National Key Driver	Core Service
• Police services	✓	✓	✓
Fire services			✓
• Ambulance and emergency medical services	✓		✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
Sidewalk maintenance	✓		
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
• Sewer services	✓		✓
◦ City parks			
Land use planning and zoning		✓	
Code enforcement			✓
Economic development		✓	
◦ Public library			
• Public schools	✓	✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1				
Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:	High priority	Medium priority	Not a priority	Total
Schools	70%	24%	6%	100%
Downtown redevelopment	50%	33%	17%	100%
Paving of existing streets	44%	45%	11%	100%
Environmental sustainability	44%	42%	14%	100%
Tax incentives for new business development	40%	40%	20%	100%
Parks	32%	55%	13%	100%
Transportation improvements	26%	45%	29%	100%
Constructing a new performing arts center	19%	37%	44%	100%
Constructing a new fire station	13%	45%	41%	100%
Equipment replacement (e.g., dump trucks, police cars)	12%	46%	42%	100%

Custom Question 2	
Johnson City is considering requiring a new development to adhere to higher-quality building standards in order to enhance their appearance. Please rate the extent to which you would support or oppose this requirement for new development.	Percent of respondents
Strongly support	48%
Somewhat support	39%
Somewhat oppose	9%
Strongly oppose	4%
Total	100%

Custom Question 3					
Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services	Very likely	Somewhat likely	Somewhat unlikely	Not at all likely	Total
Johnson City Web site (www.johnsoncity.org)	34%	40%	12%	13%	100%
Telephone call to the City during business hours	20%	31%	27%	22%	100%
JC TV (government channel)	16%	23%	23%	38%	100%
City Social Media (e.g., Facebook, Twitter)	14%	24%	18%	45%	100%
Email to the City	13%	26%	25%	35%	100%
Visit City offices personally during business hours	11%	28%	32%	29%	100%
Johnson City's annual report (in calendar format)	10%	36%	32%	22%	100%
Written letter to the City	4%	15%	39%	42%	100%
Fax to the City	3%	5%	29%	63%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Johnson City:	Excellent	Good	Fair	Poor	Total
Johnson City as a place to live	34%	51%	12%	2%	100%
Your neighborhood as a place to live	31%	42%	22%	5%	100%
Johnson City as a place to raise children	30%	52%	14%	4%	100%
Johnson City as a place to work	24%	39%	24%	12%	100%
Johnson City as a place to retire	31%	47%	16%	6%	100%
The overall quality of life in Johnson City	23%	58%	17%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	47%	33%	6%	100%
Openness and acceptance of the community toward people of diverse backgrounds	12%	41%	37%	11%	100%
Overall appearance of Johnson City	9%	53%	31%	6%	100%
Cleanliness of Johnson City	11%	50%	35%	5%	100%
Overall quality of new development in Johnson City	12%	45%	31%	11%	100%
Variety of housing options	14%	49%	30%	8%	100%
Overall quality of business and service establishments in Johnson City	17%	49%	25%	8%	100%
Shopping opportunities	17%	48%	26%	9%	100%
Opportunities to attend cultural activities	11%	34%	41%	14%	100%
Recreational opportunities	16%	47%	28%	9%	100%
Employment opportunities	8%	29%	43%	21%	100%
Educational opportunities	26%	51%	20%	3%	100%
Opportunities to participate in social events and activities	13%	51%	31%	5%	100%
Opportunities to participate in religious or spiritual events and activities	32%	49%	19%	1%	100%
Opportunities to volunteer	32%	48%	18%	1%	100%
Opportunities to participate in community matters	19%	45%	30%	7%	100%
Ease of car travel in Johnson City	22%	50%	20%	8%	100%
Ease of bus travel in Johnson City	10%	30%	40%	21%	100%
Ease of bicycle travel in Johnson City	8%	24%	37%	30%	100%
Ease of walking in Johnson City	9%	30%	39%	22%	100%
Availability of paths and walking trails	9%	27%	42%	22%	100%
Traffic flow on major streets	5%	43%	38%	13%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	8%	40%	40%	12%	100%
Availability of affordable quality housing	10%	44%	34%	12%	100%
Availability of affordable quality child care	9%	32%	46%	14%	100%
Availability of affordable quality health care	18%	39%	31%	13%	100%
Availability of affordable quality food	20%	51%	24%	5%	100%
Availability of preventive health services	16%	49%	26%	9%	100%
Air quality	17%	48%	27%	7%	100%
Quality of overall natural environment in Johnson City	19%	53%	23%	4%	100%
Overall image or reputation of Johnson City	16%	53%	26%	6%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Johnson City over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	11%	67%	16%	5%	100%
Retail growth (stores, restaurants, etc.)	3%	18%	62%	13%	3%	100%
Jobs growth	25%	56%	19%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Johnson City?	Percent of respondents
Not a problem	8%
Minor problem	34%
Moderate problem	41%
Major problem	17%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Johnson City:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	29%	46%	12%	11%	2%	100%
Property crimes (e.g., burglary, theft)	17%	42%	17%	20%	4%	100%
Environmental hazards, including toxic waste	36%	41%	14%	4%	5%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	64%	29%	3%	4%	1%	100%
In your neighborhood after dark	38%	38%	10%	11%	3%	100%
In Johnson City's downtown area during the day	36%	41%	11%	11%	2%	100%
In Johnson City's downtown area after dark	6%	29%	17%	29%	20%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	66%	34%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Johnson City Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Johnson City Police Department?	30%	40%	21%	9%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	15%
Yes	85%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Johnson City public libraries or their services	42%	24%	22%	6%	6%	100%
Used Johnson City recreation centers	52%	25%	13%	5%	6%	100%
Participated in a recreation program or activity	56%	24%	14%	3%	4%	100%
Visited a neighborhood park or City park	19%	27%	27%	15%	12%	100%
Ridden a local bus within Johnson City	84%	7%	4%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	82%	10%	6%	1%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	61%	19%	16%	4%	1%	100%
Read Johnson City Newsletter	40%	29%	19%	4%	8%	100%
Visited the City of Johnson City Web site (at www.johnsoncitytn.org)	49%	26%	17%	4%	3%	100%
Recycled used paper, cans or bottles from your home	22%	10%	14%	3%	51%	100%
Volunteered your time to some group or activity in Johnson City	43%	19%	22%	7%	8%	100%
Participated in religious or spiritual activities in Johnson City	35%	11%	11%	7%	36%	100%
Participated in a club or civic group in Johnson City	67%	14%	8%	3%	8%	100%
Provided help to a friend or neighbor	4%	16%	41%	17%	22%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	18%
Several times a week	29%
Several times a month	23%
Less than several times a month	30%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Johnson City:	Excellent	Good	Fair	Poor	Total
Police services	25%	52%	18%	5%	100%
Fire services	40%	55%	5%	0%	100%
Ambulance or emergency medical services	42%	48%	8%	2%	100%
Crime prevention	20%	42%	29%	9%	100%
Fire prevention and education	24%	53%	20%	3%	100%
Municipal courts	18%	42%	36%	4%	100%
Traffic enforcement	12%	48%	28%	12%	100%
Street repair	8%	33%	35%	24%	100%
Street cleaning	12%	48%	29%	12%	100%
Street lighting	13%	45%	31%	10%	100%
Snow removal	14%	50%	30%	6%	100%
Sidewalk maintenance	10%	43%	32%	15%	100%
Traffic signal timing	5%	38%	34%	23%	100%
Bus or transit services	19%	38%	31%	12%	100%
Garbage collection	39%	53%	8%	0%	100%
Recycling	36%	46%	12%	6%	100%
Yard waste pick-up	31%	40%	21%	8%	100%
Storm drainage	13%	30%	29%	28%	100%
Drinking water	22%	42%	27%	9%	100%
Sewer services	24%	52%	20%	4%	100%
City parks	29%	51%	16%	4%	100%
Recreation programs or classes	22%	56%	19%	3%	100%
Recreation centers or facilities	18%	49%	28%	5%	100%
Land use, planning and zoning	8%	28%	46%	19%	100%
Code enforcement (weeds, abandoned buildings, etc.)	7%	25%	40%	29%	100%
Economic development	8%	35%	37%	20%	100%
Services to seniors	17%	35%	37%	11%	100%
Services to youth	15%	38%	39%	7%	100%
Services to low-income people	15%	28%	40%	17%	100%
Public library services	33%	48%	17%	2%	100%
Public information services	16%	45%	37%	3%	100%
Public schools	21%	51%	23%	5%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	41%	30%	12%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	11%	43%	32%	14%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Johnson City	18%	56%	20%	5%	100%
The Federal Government	10%	32%	36%	22%	100%
The State Government	10%	36%	42%	13%	100%
Washington County Government	11%	40%	38%	12%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Johnson City to someone who asks	51%	39%	7%	3%	100%
Remain in Johnson City for the next five years	58%	22%	9%	11%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	23%
Neutral	39%
Somewhat negative	27%
Very negative	9%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	83%	17%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	65%	24%	9%	2%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Johnson City within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	57%
Yes	43%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Johnson City in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	41%	37%	18%	4%	100%
Responsiveness	41%	33%	16%	10%	100%
Courtesy	48%	30%	12%	11%	100%
Overall impression	40%	33%	15%	12%	100%

Question 21: Government Performance					
Please rate the following categories of Johnson City government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Johnson City	17%	45%	26%	13%	100%
The overall direction that Johnson City is taking	13%	52%	27%	8%	100%
The job Johnson City government does at welcoming citizen involvement	12%	30%	39%	19%	100%

Question 22a: Custom Question 1				
Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:	High priority	Medium priority	Not a priority	Total
Schools	70%	24%	6%	100%
Parks	32%	55%	13%	100%
Constructing a new performing arts center	19%	37%	44%	100%
Paving of existing streets	44%	45%	11%	100%
Constructing a new fire station	13%	45%	41%	100%
Equipment replacement (e.g., dump trucks, police cars)	12%	46%	42%	100%
Downtown redevelopment	50%	33%	17%	100%
Transportation improvements	26%	45%	29%	100%
Tax incentives for new business development	40%	40%	20%	100%
Environmental sustainability	44%	42%	14%	100%

Question 22b: Custom Question 2	
Johnson City is considering requiring a new development to adhere to higher-quality building standards in order to enhance their appearance. Please rate the extent to which you would support or oppose this requirement for new development.	Percent of respondents
Strongly support	48%
Somewhat support	39%
Somewhat oppose	9%
Strongly oppose	4%
Total	100%

Question 22c: Custom Question 3					
Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services	Very likely	Somewhat likely	Somewhat unlikely	Not at all likely	Total
JC TV (government channel)	16%	23%	23%	38%	100%
Johnson City Web site (www.johnsoncity.org)	34%	40%	12%	13%	100%
Johnson City's annual report (in calendar format)	10%	36%	32%	22%	100%
Telephone call to the City during business hours	20%	31%	27%	22%	100%
Visit City offices personally during business hours	11%	28%	32%	29%	100%
Fax to the City	3%	5%	29%	63%	100%
Email to the City	13%	26%	25%	35%	100%
Written letter to the City	4%	15%	39%	42%	100%
City Social Media (e.g., Facebook, Twitter)	14%	24%	18%	45%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	35%
Yes, full-time	52%
Yes, part-time	13%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	1%
Walk	4%
Bicycle	3%
Work at home	4%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Johnson City?	Percent of respondents
Less than 2 years	15%
2 to 5 years	14%
6 to 10 years	12%
11 to 20 years	18%
More than 20 years	41%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	65%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	28%
Mobile home	1%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	45%
Owned by you or someone in this house with a mortgage or free and clear	55%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	11%
\$300 to \$599 per month	26%
\$600 to \$999 per month	40%
\$1,000 to \$1,499 per month	15%
\$1,500 to \$2,499 per month	5%
\$2,500 or more per month	4%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	26%
\$25,000 to \$49,999	28%
\$50,000 to \$99,999	25%
\$100,000 to \$149,999	11%
\$150,000 or more	9%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	4%
White	90%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	10%
25 to 34 years	25%
35 to 44 years	11%
45 to 54 years	19%
55 to 64 years	14%
65 to 74 years	12%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	17%
Yes	80%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	29%
Yes	65%
Ineligible to vote	6%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	5%
Yes	95%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	29%
Land line	61%
Both	10%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Johnson City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Johnson City as a place to live	34%	107	51%	159	12%	38	2%	6	0%	1	100%
Your neighborhood as a place to live	31%	97	42%	131	22%	68	5%	15	0%	1	100%	311
Johnson City as a place to raise children	27%	84	47%	144	13%	39	3%	11	10%	30	100%	308
Johnson City as a place to work	23%	72	37%	114	23%	71	12%	37	5%	14	100%	309
Johnson City as a place to retire	27%	83	41%	126	14%	44	6%	17	13%	39	100%	310
The overall quality of life in Johnson City	23%	71	57%	177	17%	51	3%	8	1%	2	100%	309

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	15%	45	45%	139	32%	97	6%	17	2%	8	100%
Openness and acceptance of the community toward people of diverse backgrounds	11%	35	38%	117	34%	105	10%	31	6%	20	100%	308
Overall appearance of Johnson City	9%	28	53%	165	31%	97	6%	19	0%	1	100%	311
Cleanliness of Johnson City	11%	33	49%	153	35%	107	5%	15	0%	1	100%	310
Overall quality of new development in Johnson City	12%	36	43%	133	30%	93	11%	33	4%	13	100%	309
Variety of housing options	13%	40	46%	142	29%	88	7%	22	4%	14	100%	307
Overall quality of business and service establishments in Johnson City	17%	52	49%	151	25%	77	8%	26	1%	4	100%	309
Shopping opportunities	17%	51	48%	147	26%	80	9%	28	1%	2	100%	309
Opportunities to attend cultural activities	11%	33	32%	101	39%	121	14%	43	4%	13	100%	310
Recreational opportunities	16%	48	47%	144	28%	85	9%	27	2%	5	100%	309
Employment opportunities	7%	21	26%	80	39%	120	19%	59	9%	28	100%	309
Educational opportunities	25%	78	50%	155	20%	61	3%	8	3%	8	100%	309

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	12%	38	49%	151	30%	92	5%	15	3%	10	100%
Opportunities to participate in religious or spiritual events and activities	29%	89	45%	140	17%	53	1%	2	9%	27	100%	310
Opportunities to volunteer	30%	93	46%	141	17%	53	1%	4	6%	18	100%	309
Opportunities to participate in community matters	17%	51	40%	121	27%	81	6%	18	10%	31	100%	302
Ease of car travel in Johnson City	22%	66	50%	152	20%	60	8%	24	1%	3	100%	305
Ease of bus travel in Johnson City	5%	16	17%	50	22%	67	12%	36	43%	129	100%	299
Ease of bicycle travel in Johnson City	6%	19	18%	55	28%	85	23%	69	25%	77	100%	304
Ease of walking in Johnson City	9%	26	28%	84	36%	110	21%	63	7%	21	100%	302
Availability of paths and walking trails	9%	27	25%	76	39%	120	20%	62	8%	23	100%	308
Traffic flow on major streets	5%	16	42%	129	38%	115	13%	40	2%	5	100%	305
Amount of public parking	7%	22	37%	115	37%	115	12%	36	7%	21	100%	309
Availability of affordable quality housing	9%	28	40%	123	31%	93	10%	32	9%	27	100%	303
Availability of affordable quality child care	5%	14	17%	52	24%	73	7%	22	47%	143	100%	303
Availability of affordable quality health care	16%	50	36%	110	28%	87	12%	37	8%	24	100%	307
Availability of affordable quality food	20%	61	51%	156	24%	73	5%	14	1%	3	100%	307
Availability of preventive health services	14%	43	44%	134	23%	71	8%	24	12%	36	100%	308
Air quality	16%	50	46%	141	26%	79	7%	22	4%	14	100%	306
Quality of overall natural environment in Johnson City	19%	58	51%	158	23%	70	4%	12	4%	12	100%	309
Overall image or reputation of Johnson City	16%	48	53%	163	25%	79	6%	17	1%	2	100%	310

Question 3: Growth														
Please rate the speed of growth in the following categories in Johnson City over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	2	9%	28	54%	166	13%	41	4%	12	20%	61	100%
Retail growth (stores, restaurants, etc.)	3%	9	16%	51	55%	170	12%	37	3%	8	11%	33	100%	308
Jobs growth	19%	59	43%	132	14%	44	0%	1	0%	0	23%	70	100%	306

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Johnson City?	Percent of respondents	Count
Not a problem	8%	24
Minor problem	33%	102
Moderate problem	40%	125
Major problem	17%	52
Don't know	2%	7
Total	100%	309

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Johnson City:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	28%	89	46%	142	12%	36	11%	35	2%	7	1%	3	100%	312
Property crimes (e.g., burglary, theft)	17%	53	42%	129	17%	52	19%	59	4%	11	2%	5	100%	309
Environmental hazards, including toxic waste	33%	102	38%	117	13%	41	4%	13	5%	14	7%	22	100%	308

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	64%	199	29%	91	3%	8	4%	11	1%	3	0%	1	100%	313
In your neighborhood after dark	38%	117	38%	119	10%	30	11%	36	3%	9	0%	1	100%	312
In Johnson City's downtown area during the day	35%	109	39%	121	10%	32	10%	32	2%	5	4%	12	100%	311
In Johnson City's downtown area after dark	5%	17	26%	81	15%	48	26%	81	18%	57	9%	28	100%	311

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	65%	202	34%	105	1%	2	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Johnson City Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Johnson City Police Department?	30%	31	40%	41	21%	21	9%	10	0%	0	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	267
Yes	12%	35
Don't know	0%	1
Total	100%	304

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	14%	5
Yes	81%	29
Don't know	5%	2
Total	100%	35

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Johnson City public libraries or their services	42%	127	24%	74	22%	66	6%	19	6%	18	100%
Used Johnson City recreation centers	52%	157	25%	75	13%	40	5%	16	6%	17	100%	304
Participated in a recreation program or activity	56%	168	24%	72	14%	41	3%	9	4%	11	100%	302
Visited a neighborhood park or City park	19%	58	27%	81	27%	81	15%	44	12%	38	100%	301
Ridden a local bus within Johnson City	84%	254	7%	22	4%	13	1%	4	3%	9	100%	301
Attended a meeting of local elected officials or other local public meeting	82%	251	10%	31	6%	18	1%	4	1%	2	100%	305
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	61%	187	19%	58	16%	48	4%	12	1%	3	100%	308
Read Johnson City Newsletter	40%	123	29%	88	19%	58	4%	11	8%	26	100%	306
Visited the City of Johnson City Web site (at www.johnsoncitytn.org)	49%	150	26%	79	17%	53	4%	12	3%	10	100%	303
Recycled used paper, cans or bottles from your home	22%	68	10%	29	14%	42	3%	10	51%	154	100%	303
Volunteered your time to some group or activity in Johnson City	43%	132	19%	59	22%	67	7%	22	8%	25	100%	304
Participated in religious or spiritual activities in Johnson City	35%	107	11%	34	11%	34	7%	20	36%	109	100%	305
Participated in a club or civic group in Johnson City	67%	206	14%	42	8%	25	3%	10	8%	23	100%	306
Provided help to a friend or neighbor	4%	12	16%	50	41%	125	17%	52	22%	66	100%	306

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	18%	56
Several times a week	29%	90
Several times a month	23%	73
Less than several times a month	30%	92
Total	100%	311

Question 13: Service Quality												
Please rate the quality of each of the following services in Johnson City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	22%	69	46%	143	16%	50	4%	14	11%	35	100%
Fire services	31%	97	43%	133	4%	13	0%	1	21%	65	100%	309
Ambulance or emergency medical services	34%	106	39%	123	7%	21	1%	5	18%	57	100%	311
Crime prevention	16%	48	32%	98	22%	68	7%	22	24%	72	100%	308
Fire prevention and education	16%	49	35%	107	13%	41	2%	5	34%	105	100%	307
Municipal courts	10%	30	23%	70	20%	60	2%	7	45%	139	100%	306
Traffic enforcement	10%	32	42%	129	25%	77	11%	34	12%	36	100%	307
Street repair	8%	24	32%	100	34%	107	23%	71	3%	9	100%	311
Street cleaning	12%	36	46%	141	27%	84	11%	34	4%	14	100%	308
Street lighting	13%	41	44%	137	31%	95	10%	30	2%	7	100%	310
Snow removal	12%	38	45%	139	27%	85	6%	17	10%	30	100%	310
Sidewalk maintenance	9%	28	38%	117	28%	86	13%	40	11%	34	100%	305
Traffic signal timing	5%	16	37%	112	33%	102	22%	69	3%	8	100%	307
Bus or transit services	8%	26	17%	53	14%	43	6%	17	54%	166	100%	304
Garbage collection	37%	116	51%	157	8%	25	0%	0	4%	12	100%	309
Recycling	31%	98	41%	127	10%	32	5%	16	13%	39	100%	311
Yard waste pick-up	25%	76	32%	100	17%	53	6%	20	19%	60	100%	309

Question 13: Service Quality												
Please rate the quality of each of the following services in Johnson City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	11%	35	26%	79	25%	78	24%	76	13%	41	100%
Drinking water	21%	66	41%	128	27%	83	9%	26	1%	5	100%	309
Sewer services	22%	68	47%	145	18%	57	3%	10	10%	30	100%	309
City parks	26%	82	47%	144	15%	46	4%	11	9%	26	100%	309
Recreation programs or classes	13%	38	32%	96	11%	33	2%	6	43%	131	100%	304
Recreation centers or facilities	12%	36	31%	94	17%	53	3%	9	37%	114	100%	306
Land use, planning and zoning	6%	18	20%	60	33%	99	13%	40	28%	86	100%	303
Code enforcement (weeds, abandoned buildings, etc.)	5%	16	19%	57	30%	91	21%	65	25%	76	100%	305
Economic development	6%	20	27%	83	29%	90	15%	47	21%	66	100%	306
Services to seniors	9%	29	20%	62	21%	65	6%	19	43%	133	100%	307
Services to youth	9%	27	22%	69	23%	71	4%	13	41%	127	100%	307
Services to low-income people	9%	27	16%	48	23%	70	10%	29	43%	130	100%	305
Public library services	26%	79	37%	114	13%	41	2%	5	22%	69	100%	307
Public information services	11%	34	32%	97	26%	80	2%	6	30%	91	100%	307
Public schools	16%	48	38%	117	17%	52	4%	11	25%	78	100%	306
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	31	26%	80	19%	59	8%	24	37%	115	100%	309
Preservation of natural areas such as open space, farmlands and greenbelts	8%	25	33%	102	24%	75	11%	33	23%	72	100%	308

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Johnson City	17%	52	53%	162	19%	59	5%	15	7%	21	100%
The Federal Government	9%	29	29%	90	32%	100	20%	61	9%	28	100%	308
The State Government	8%	25	31%	95	36%	111	11%	35	14%	42	100%	307
Washington County Government	9%	26	31%	96	30%	91	9%	29	21%	65	100%	308

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Johnson City to someone who asks	50%	155	38%	118	7%	22	3%	10	2%	5	100%
Remain in Johnson City for the next five years	56%	173	21%	67	8%	26	11%	34	3%	11	100%	310

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	7
Somewhat positive	23%	71
Neutral	39%	119
Somewhat negative	27%	82
Very negative	9%	29
Total	100%	308

Question 17: Contact with Fire Department								
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	82%	256	17%	53	1%	2	100%	311

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	65%	35	24%	13	9%	5	2%	1	0%	0	100%	53

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Johnson City within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	57%	177
Yes	43%	134
Total	100%	312

Question 20: City Employees												
What was your impression of the employee(s) of the City of Johnson City in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	41%	54	37%	48	18%	24	4%	5	0%	0	100%	132
Responsiveness	41%	54	33%	44	16%	21	10%	13	0%	0	100%	132
Courtesy	48%	63	30%	40	12%	16	11%	14	0%	0	100%	132
Overall impression	40%	54	33%	43	15%	20	12%	16	0%	0	100%	134

Question 21: Government Performance												
Please rate the following categories of Johnson City government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Johnson City	15%	45	39%	120	22%	69	11%	34	13%	41	100%	310
The overall direction that Johnson City is taking	12%	37	48%	148	25%	78	8%	24	7%	23	100%	310
The job Johnson City government does at welcoming citizen involvement	9%	28	22%	69	29%	90	14%	43	26%	80	100%	309

Question 22a: Custom Question 1										
Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:	High priority		Medium priority		Not a priority		Don't know		Total	
	Schools	67%	206	23%	72	5%	17	4%	13	100%
Parks	31%	96	54%	166	12%	37	3%	9	100%	308
Constructing a new performing arts center	17%	52	34%	103	41%	124	8%	25	100%	304
Paving of existing streets	43%	131	44%	134	11%	33	3%	10	100%	308
Constructing a new fire station	10%	31	35%	106	32%	97	23%	71	100%	305
Equipment replacement (e.g., dump trucks, police cars)	10%	29	36%	110	33%	101	21%	66	100%	305
Downtown redevelopment	46%	144	31%	95	16%	49	7%	23	100%	310
Transportation improvements	22%	66	37%	112	24%	74	18%	55	100%	307
Tax incentives for new business development	35%	108	35%	106	18%	55	13%	39	100%	307
Environmental sustainability	40%	124	39%	120	13%	40	8%	26	100%	309

Question 22b: Custom Question 2		
Johnson City is considering requiring a new development to adhere to higher-quality building standards in order to enhance their appearance. Please rate the extent to which you would support or oppose this requirement for new development.	Percent of respondents	Count
Strongly support	48%	144
Somewhat support	39%	116
Somewhat oppose	9%	26
Strongly oppose	4%	13
Total	100%	299

Question 22c: Custom Question 3										
Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services	Very likely		Somewhat likely		Somewhat unlikely		Not at all likely		Total	
	JC TV (government channel)	16%	49	23%	71	23%	70	38%	117	100%
Johnson City Web site (www.johnsoncity.org)	34%	105	40%	123	12%	38	13%	41	100%	307
Johnson City's annual report (in calendar format)	10%	31	36%	110	32%	99	22%	69	100%	309
Telephone call to the City during business hours	20%	61	31%	95	27%	83	22%	69	100%	308
Visit City offices personally during business hours	11%	35	28%	85	32%	99	29%	89	100%	307
Fax to the City	3%	9	5%	16	29%	88	63%	192	100%	305
Email to the City	13%	41	26%	80	25%	78	35%	109	100%	307
Written letter to the City	4%	12	15%	47	39%	118	42%	127	100%	304
City Social Media (e.g., Facebook, Twitter)	14%	42	24%	73	18%	54	45%	137	100%	307

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	35%	109
Yes, full-time	52%	163
Yes, part-time	13%	39
Total	100%	310

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	1%
Walk	4%
Bicycle	3%
Work at home	4%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Johnson City?	Percent of respondents	Count
Less than 2 years	15%	47
2 to 5 years	14%	42
6 to 10 years	12%	38
11 to 20 years	18%	55
More than 20 years	41%	129
Total	100%	312

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	65%	204
House attached to one or more houses (e.g., a duplex or townhome)	5%	16
Building with two or more apartments or condominiums	28%	89
Mobile home	1%	4
Other	0%	0
Total	100%	313

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	45%	137
Owned by you or someone in this house with a mortgage or free and clear	55%	169
Total	100%	306

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	11%	32
\$300 to \$599 per month	26%	77
\$600 to \$999 per month	40%	120
\$1,000 to \$1,499 per month	15%	43
\$1,500 to \$2,499 per month	5%	15
\$2,500 or more per month	4%	11
Total	100%	299

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	78%	242
Yes	22%	68
Total	100%	310

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	75%	232
Yes	25%	79
Total	100%	311

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	26%	78
\$25,000 to \$49,999	28%	84
\$50,000 to \$99,999	25%	76
\$100,000 to \$149,999	11%	33
\$150,000 or more	9%	27
Total	100%	298

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	303
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	4
Total	100%	307

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	8
Asian, Asian Indian or Pacific Islander	2%	7
Black or African American	4%	11
White	90%	274
Other	2%	7
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	10%	31
25 to 34 years	25%	76
35 to 44 years	11%	35
45 to 54 years	19%	59
55 to 64 years	14%	45
65 to 74 years	12%	36
75 years or older	9%	29
Total	100%	311

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	162
Male	47%	145
Total	100%	307

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	17%	53
Yes	79%	247
Ineligible to vote	3%	10
Don't know	0%	1
Total	100%	311

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	29%	90
Yes	65%	202
Ineligible to vote	6%	18
Don't know	1%	2
Total	100%	312

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	5%	16
Yes	95%	296
Total	100%	312

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	53%	165
Yes	47%	146
Total	100%	311

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	29%	38
Land line	61%	81
Both	10%	13
Total	100%	133

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Johnson City were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Johnson City boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Johnson City households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Johnson City boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Johnson City. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

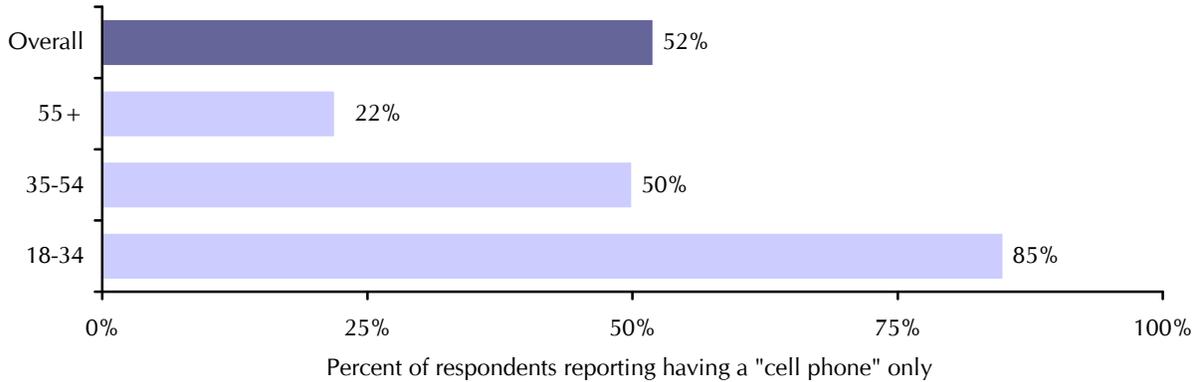
FIGURE 91: LOCATION OF SURVEY RECIPIENTS



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Johnson City has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN JOHNSON CITY



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 12, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The third mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Johnson City chose to add a fourth mailing, a reminder postcard, to help maximize response to the survey. Completed surveys were collected over the following eight weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Johnson City survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (314 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Johnson City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, housing tenure and gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to five demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Johnson City, TN Citizen Survey Weighting Table			
Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	45%	40%	45%
Own home	55%	60%	55%
Detached unit	66%	59%	66%
Attached unit	34%	41%	34%
Race and Ethnicity			
White	89%	89%	89%
Not white	11%	11%	11%
Not Hispanic	97%	98%	98%
Hispanic	3%	2%	2%
White alone, not Hispanic	87%	88%	88%
Hispanic and/or other race	13%	12%	12%
Sex and Age			
Female	53%	58%	53%
Male	47%	42%	47%
18-34 years of age	36%	19%	34%
35-54 years of age	31%	25%	30%
55+ years of age	34%	56%	35%
Females 18-34	18%	12%	18%
Females 35-54	16%	16%	16%
Females 55+	18%	30%	19%
Males 18-34	17%	7%	17%
Males 35-54	15%	10%	15%
Males 55+	15%	25%	16%

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Johnson City to the Benchmark Database

The City of Johnson City chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Johnson City Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Johnson City's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Johnson City's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Johnson City.

Dear Johnson City Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Johnson City. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

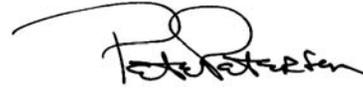
A handwritten signature in black ink, appearing to read "Pete Peterson". The signature is stylized with a large, looping initial "P" and a cursive "Peterson".

Pete Peterson
City Manager

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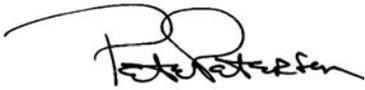
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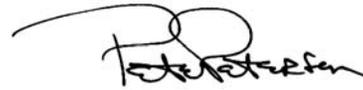
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Pete Peterson
City Manager



City of Johnson City
Municipal & Safety Building
P.O. Box 2150
Johnson City, TN
37605-2150

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Johnson City
Municipal & Safety Building
P.O. Box 2150
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CITY OF JOHNSON CITY TENNESSEE

September 2012

Dear Johnson City Resident:

The City of Johnson City wants to know what you think about our community and municipal government. You have been randomly selected to participate in Johnson City's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Commission make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Johnson City residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (423) 434-6196.

Please help us shape the future of Johnson City. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pete Peterson', is written over a horizontal line.

Pete Peterson
City Manager



CITY OF JOHNSON CITY TENNESSEE

September 2012

Dear Johnson City Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Johnson City wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Johnson City's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Commission make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Johnson City residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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A handwritten signature in black ink, appearing to read 'Pete Peterson', is written over a horizontal line.

Pete Peterson
City Manager

The City of Johnson City 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Johnson City:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Johnson City as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Johnson City as a place to raise children	1	2	3	4	5
Johnson City as a place to work	1	2	3	4	5
Johnson City as a place to retire	1	2	3	4	5
The overall quality of life in Johnson City.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Johnson City as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Johnson City	1	2	3	4	5
Cleanliness of Johnson City.....	1	2	3	4	5
Overall quality of new development in Johnson City	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Johnson City	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Johnson City	1	2	3	4	5
Ease of bus travel in Johnson City.....	1	2	3	4	5
Ease of bicycle travel in Johnson City	1	2	3	4	5
Ease of walking in Johnson City	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Johnson City.....	1	2	3	4	5
Overall image or reputation of Johnson City	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Johnson City over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Johnson City?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Johnson City:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Johnson City's downtown area during the day	1	2	3	4	5	6
In Johnson City's downtown area after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Johnson City Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Johnson City public libraries or their services.....	1	2	3	4	5
Used Johnson City recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Johnson City.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read Johnson City Newsletter	1	2	3	4	5
Visited the City of Johnson City Web site (at www.johnsoncitytn.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Johnson City.....	1	2	3	4	5
Participated in religious or spiritual activities in Johnson City.....	1	2	3	4	5
Participated in a club or civic group in Johnson City	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Johnson City 2012 Citizen Survey

13. Please rate the quality of each of the following services in Johnson City:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Johnson City	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Washington County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Johnson City to someone who asks.....	1	2	3	4	5
Remain in Johnson City for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?

- No → Go to Question 19 Yes → Go to Question 18 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Johnson City Fire Department?

- Excellent Good Fair Poor Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Johnson City within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Johnson City in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Johnson City government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Johnson City.....	1	2	3	4	5
The overall direction that Johnson City is taking.....	1	2	3	4	5
The job Johnson City government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:

	<i>High priority</i>	<i>Medium priority</i>	<i>Not a priority</i>	<i>Don't know</i>
Schools.....	1	2	3	4
Parks.....	1	2	3	4
Constructing a new performing arts center.....	1	2	3	4
Paving of existing streets.....	1	2	3	4
Constructing a new fire station.....	1	2	3	4
Equipment replacement (e.g., dump trucks, police cars).....	1	2	3	4
Downtown redevelopment.....	1	2	3	4
Transportation improvements.....	1	2	3	4
Tax incentives for new business development.....	1	2	3	4
Environmental sustainability.....	1	2	3	4

b. Johnson City is considering requiring new development to adhere to higher-quality building standards in order to enhance their appearance. Please rate the extent to which you would support or oppose this requirement for new development.

- Strongly support Somewhat support Somewhat oppose Strongly oppose

c. Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Not at all likely</i>
JC TV (government channel).....	1	2	3	4
Johnson City Web site (www.johnsoncitytn.org).....	1	2	3	4
Johnson City's annual report (in calendar format).....	1	2	3	4
Telephone call to the City during business hours.....	1	2	3	4
Visit City offices personally during business hours.....	1	2	3	4
Fax to the City.....	1	2	3	4
Email to the City.....	1	2	3	4
Written letter to the City.....	1	2	3	4
City Social Media (e.g., Facebook, Twitter).....	1	2	3	4

The City of Johnson City 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Johnson City?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

Dear Johnson City Resident,

Just a reminder – if you have not yet completed Johnson City's 2012 Citizen Survey, please do so. Your participation in this survey is very important – your answers will help the City Commission make decisions that affect our community.

If you have already returned the questionnaire, you do not need to do anything. If you still have NOT returned the questionnaire, please take a few moments to find the survey, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope. If you have misplaced the survey please call (423) 434-6196 to request another copy.

Thank you very much,



Pete Peterson
City Manager

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Pete Peterson
City Manager



City of Johnson City
Municipal & Safety Building
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Johnson City, TN
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CITY OF JOHNSON CITY, TN 2012

Supplemental Web Survey Results



2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

CONTENTS

About This Report.....	1
Complete Survey Frequencies	2
Frequencies Excluding “Don’t Know” Responses	2
Frequencies Including “Don’t Know” Responses.....	16

ABOUT THIS REPORT

As part of its participation in The National Citizen Survey™ (The NCS), the City of Johnson City conducted a mailed survey of 1,200 residents. Surveys were mailed to randomly selected households in September 2012 and data was collected through November 9, 2012. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: City of Johnson City, 2012*), the City made available the Web-based survey to its residents through a link on the City's Web site. Visitors to the site were able to complete the survey during November 2012 and 365 surveys were received.

This report contains the results of this administration of the Web-based survey and have not been weighted to current population estimates of the City.

COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Johnson City:	Excellent	Good	Fair	Poor	Total
	Johnson City as a place to live	34%	51%	12%	3%
Your neighborhood as a place to live	38%	47%	13%	3%	100%
Johnson City as a place to raise children	37%	48%	11%	3%	100%
Johnson City as a place to work	22%	43%	25%	10%	100%
Johnson City as a place to retire	28%	48%	20%	4%	100%
The overall quality of life in Johnson City	26%	56%	16%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent	Good	Fair	Poor	Total
	Sense of community	15%	47%	31%	7%
Openness and acceptance of the community toward people of diverse backgrounds	8%	45%	34%	13%	100%
Overall appearance of Johnson City	6%	48%	33%	13%	100%
Cleanliness of Johnson City	7%	51%	33%	9%	100%
Overall quality of new development in Johnson City	13%	52%	23%	12%	100%
Variety of housing options	13%	55%	25%	6%	100%
Overall quality of business and service establishments in Johnson City	15%	54%	27%	4%	100%
Shopping opportunities	17%	45%	28%	9%	100%
Opportunities to attend cultural activities	11%	37%	33%	18%	100%
Recreational opportunities	20%	43%	27%	9%	100%
Employment opportunities	6%	29%	42%	24%	100%
Educational opportunities	34%	50%	13%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent	Good	Fair	Poor	Total
Opportunities to participate in social events and activities	13%	51%	26%	11%	100%
Opportunities to participate in religious or spiritual events and activities	37%	55%	7%	1%	100%
Opportunities to volunteer	33%	53%	14%	0%	100%
Opportunities to participate in community matters	19%	42%	30%	9%	100%
Ease of car travel in Johnson City	21%	50%	23%	6%	100%
Ease of bus travel in Johnson City	8%	30%	37%	25%	100%
Ease of bicycle travel in Johnson City	5%	15%	40%	40%	100%
Ease of walking in Johnson City	5%	26%	41%	28%	100%
Availability of paths and walking trails	7%	25%	41%	27%	100%
Traffic flow on major streets	8%	38%	39%	16%	100%
Amount of public parking	8%	38%	38%	17%	100%
Availability of affordable quality housing	10%	50%	32%	8%	100%
Availability of affordable quality child care	7%	43%	40%	10%	100%
Availability of affordable quality health care	21%	45%	25%	9%	100%
Availability of affordable quality food	21%	52%	21%	6%	100%
Availability of preventive health services	17%	53%	23%	7%	100%
Air quality	18%	54%	21%	7%	100%
Quality of overall natural environment in Johnson City	22%	56%	18%	4%	100%
Overall image or reputation of Johnson City	13%	52%	26%	9%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Johnson City over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	10%	67%	17%	3%	100%
Retail growth (stores, restaurants, etc.)	8%	25%	54%	12%	1%	100%
Jobs growth	31%	52%	17%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Johnson City?	Percent of respondents
Not a problem	4%
Minor problem	22%
Moderate problem	50%
Major problem	23%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Johnson City:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	29%	51%	10%	9%	1%	100%
Property crimes (e.g., burglary, theft)	15%	47%	12%	22%	4%	100%
Environmental hazards, including toxic waste	34%	37%	18%	9%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	71%	24%	3%	2%	1%	100%
In your neighborhood after dark	40%	44%	7%	7%	2%	100%
In Johnson City's downtown area during the day	32%	46%	12%	10%	0%	100%
In Johnson City's downtown area after dark	5%	30%	8%	38%	20%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	43%	57%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Johnson City Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Johnson City Police Department?	56%	31%	10%	4%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	86%
Yes	14%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	28%
Yes	72%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
	Used Johnson City public libraries or their services	26%	21%	27%	12%	13%
Used Johnson City recreation centers	37%	32%	17%	6%	8%	100%
Participated in a recreation program or activity	42%	30%	15%	7%	6%	100%
Visited a neighborhood park or City park	12%	20%	41%	14%	14%	100%
Ridden a local bus within Johnson City	81%	13%	2%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	42%	31%	18%	6%	2%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	43%	29%	20%	6%	2%	100%
Read Johnson City Newsletter	37%	26%	22%	5%	10%	100%
Visited the City of Johnson City Web site (at www.johnsoncitytn.org)	11%	25%	39%	14%	11%	100%
Recycled used paper, cans or bottles from your home	14%	5%	8%	7%	66%	100%
Volunteered your time to some group or activity in Johnson City	29%	21%	22%	9%	20%	100%
Participated in religious or spiritual activities in Johnson City	32%	12%	12%	11%	34%	100%
Participated in a club or civic group in Johnson City	43%	16%	17%	6%	17%	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Provided help to a friend or neighbor	3%	14%	41%	18%	25%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	23%
Several times a week	29%
Several times a month	24%
Less than several times a month	25%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Johnson City:	Excellent	Good	Fair	Poor	Total
Police services	38%	48%	11%	3%	100%
Fire services	51%	44%	5%	0%	100%
Ambulance or emergency medical services	41%	49%	8%	2%	100%
Crime prevention	17%	57%	21%	5%	100%
Fire prevention and education	25%	59%	13%	3%	100%
Municipal courts	13%	52%	28%	7%	100%
Traffic enforcement	12%	50%	24%	13%	100%
Street repair	6%	33%	41%	20%	100%
Street cleaning	15%	51%	25%	8%	100%
Street lighting	13%	48%	28%	11%	100%
Snow removal	23%	52%	18%	7%	100%
Sidewalk maintenance	9%	38%	34%	19%	100%
Traffic signal timing	5%	38%	28%	28%	100%
Bus or transit services	11%	43%	25%	21%	100%
Garbage collection	48%	42%	7%	3%	100%
Recycling	47%	36%	11%	7%	100%
Yard waste pick-up	38%	41%	13%	7%	100%
Storm drainage	10%	39%	27%	25%	100%
Drinking water	35%	43%	19%	3%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Johnson City:	Excellent	Good	Fair	Poor	Total
Sewer services	33%	51%	13%	3%	100%
City parks	32%	47%	15%	5%	100%
Recreation programs or classes	19%	51%	24%	6%	100%
Recreation centers or facilities	21%	42%	28%	8%	100%
Land use, planning and zoning	8%	33%	34%	26%	100%
Code enforcement (weeds, abandoned buildings, etc.)	6%	26%	36%	32%	100%
Economic development	8%	38%	31%	24%	100%
Services to seniors	18%	46%	24%	12%	100%
Services to youth	20%	44%	22%	14%	100%
Services to low-income people	17%	45%	25%	13%	100%
Public library services	50%	40%	7%	2%	100%
Public information services	20%	49%	24%	7%	100%
Public schools	34%	46%	18%	2%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	47%	25%	12%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	38%	34%	20%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Johnson City	24%	52%	20%	4%	100%
The Federal Government	8%	43%	35%	15%	100%
The State Government	3%	45%	42%	10%	100%
Washington County Government	5%	43%	35%	17%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
	Recommend living in Johnson City to someone who asks	53%	36%	6%	5%
Remain in Johnson City for the next five years	64%	20%	9%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	17%
Neutral	41%
Somewhat negative	28%
Very negative	11%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	79%	21%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	75%	18%	5%	2%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Johnson City within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
	No
Yes	71%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Johnson City in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	40%	42%	13%	4%	100%
Responsiveness	37%	41%	13%	8%	100%
Courtesy	51%	33%	10%	6%	100%
Overall impression	42%	39%	12%	7%	100%

Question 21: Government Performance					
Please rate the following categories of Johnson City government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Johnson City	21%	47%	23%	8%	100%
The overall direction that Johnson City is taking	15%	49%	24%	12%	100%
The job Johnson City government does at welcoming citizen involvement	12%	35%	35%	18%	100%

Question 22a: Custom Question 1				
Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:	High priority	Medium priority	Not a priority	Total
Schools	67%	27%	6%	100%
Parks	35%	52%	14%	100%
Constructing a new performing arts center	25%	38%	36%	100%
Paving of existing streets	44%	44%	13%	100%
Constructing a new fire station	12%	44%	44%	100%
Equipment replacement (e.g., dump trucks, police cars)	17%	58%	25%	100%
Downtown redevelopment	58%	31%	12%	100%

Question 22a: Custom Question 1				
Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:	High priority	Medium priority	Not a priority	Total
Transportation improvements	30%	50%	20%	100%
Tax incentives for new business development	47%	33%	20%	100%
Environmental sustainability	49%	39%	12%	100%

Question 22b: Custom Question 2	
Johnson City is considering requiring a new development to adhere to higher-quality building standards in order to enhance their appearance. Please rate the extent to which you would support or oppose this requirement for new development.	Percent of respondents
Strongly support	58%
Somewhat support	31%
Somewhat oppose	5%
Strongly oppose	7%
Total	100%

Question 22c: Custom Question 3					
Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services	Very likely	Somewhat likely	Somewhat unlikely	Not at all likely	Total
JC TV (government channel)	16%	30%	24%	30%	100%
Johnson City Web site (www.johnsoncity.org)	66%	26%	6%	2%	100%
Johnson City's annual report (in calendar format)	18%	34%	29%	19%	100%
Telephone call to the City during business hours	32%	41%	18%	9%	100%
Visit City offices personally during business hours	19%	35%	34%	12%	100%
Fax to the City	3%	8%	33%	56%	100%
Email to the City	30%	37%	19%	13%	100%
Written letter to the City	5%	21%	41%	33%	100%
City Social Media (e.g., Facebook, Twitter)	21%	24%	23%	32%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	27%
Yes, full-time	59%
Yes, part-time	14%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	0%
Walk	3%
Bicycle	3%
Work at home	12%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Johnson City?	Percent of respondents
Less than 2 years	7%
2 to 5 years	11%
6 to 10 years	17%
11 to 20 years	18%
More than 20 years	47%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	82%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	10%
Mobile home	2%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	12%
Owned by you or someone in this house with a mortgage or free and clear	88%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	9%
\$300 to \$599 per month	18%
\$600 to \$999 per month	34%
\$1,000 to \$1,499 per month	19%
\$1,500 to \$2,499 per month	14%
\$2,500 or more per month	5%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	76%
Yes	24%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	15%
\$50,000 to \$99,999	44%
\$100,000 to \$149,999	18%
\$150,000 or more	12%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	1%
White	96%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	14%
35 to 44 years	19%
45 to 54 years	22%
55 to 64 years	23%
65 to 74 years	17%
75 years or older	2%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	48%
Male	52%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	3%
Yes	97%
Ineligible to vote	0%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	5%
Yes	94%
Ineligible to vote	0%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	41%
Yes	59%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	31%
Land line	43%
Both	26%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Johnson City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Johnson City as a place to live	34%	123	51%	184	12%	42	3%	10	1%	3	100%
Your neighborhood as a place to live	38%	135	46%	166	13%	45	3%	9	1%	4	100%	359
Johnson City as a place to raise children	35%	126	46%	163	10%	37	3%	11	6%	21	100%	358
Johnson City as a place to work	21%	76	41%	148	24%	86	10%	36	3%	12	100%	358
Johnson City as a place to retire	26%	94	44%	159	18%	66	4%	15	7%	26	100%	360
The overall quality of life in Johnson City	26%	93	56%	200	16%	56	3%	9	0%	1	100%	359

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	15%	45	46%	140	30%	92	7%	21	1%	4	100%
Openness and acceptance of the community toward people of diverse backgrounds	8%	25	45%	137	34%	103	12%	38	1%	3	100%	306
Overall appearance of Johnson City	6%	18	48%	150	33%	102	13%	40	0%	0	100%	310
Cleanliness of Johnson City	7%	22	51%	156	33%	100	9%	29	0%	0	100%	307
Overall quality of new development in Johnson City	13%	39	51%	157	23%	71	12%	36	1%	4	100%	307
Variety of housing options	13%	40	54%	164	25%	75	6%	18	2%	7	100%	304
Overall quality of business and service establishments in Johnson City	15%	45	54%	164	27%	84	4%	13	0%	0	100%	306
Shopping opportunities	17%	52	45%	138	28%	87	9%	29	0%	1	100%	307
Opportunities to attend cultural activities	11%	33	37%	113	33%	101	18%	56	1%	3	100%	306
Recreational opportunities	20%	62	43%	133	27%	83	9%	29	0%	1	100%	308
Employment opportunities	6%	17	27%	84	40%	122	22%	69	5%	15	100%	307

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	34%	102	49%	150	13%	40	3%	9	1%	3	100%
Opportunities to participate in social events and activities	12%	38	50%	155	25%	78	10%	32	1%	4	100%	307
Opportunities to participate in religious or spiritual events and activities	33%	102	50%	153	7%	20	1%	4	9%	27	100%	306
Opportunities to volunteer	31%	95	51%	156	13%	40	0%	1	4%	13	100%	305
Opportunities to participate in community matters	18%	55	41%	123	29%	88	9%	26	3%	10	100%	302
Ease of car travel in Johnson City	21%	63	50%	152	23%	71	6%	19	0%	1	100%	306
Ease of bus travel in Johnson City	5%	15	17%	53	21%	65	14%	44	42%	128	100%	305
Ease of bicycle travel in Johnson City	4%	11	12%	35	31%	94	31%	93	23%	69	100%	302
Ease of walking in Johnson City	5%	15	24%	74	38%	116	26%	79	6%	19	100%	303
Availability of paths and walking trails	7%	21	24%	74	40%	122	26%	79	4%	12	100%	308
Traffic flow on major streets	8%	23	38%	115	39%	119	16%	49	0%	0	100%	306
Amount of public parking	7%	23	37%	114	37%	114	16%	50	2%	7	100%	308

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Johnson City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Availability of affordable quality housing	9%	28	45%	137	29%	89	7%	22	10%	29	100%
Availability of affordable quality child care	4%	12	23%	71	22%	67	6%	17	45%	136	100%	303
Availability of affordable quality health care	20%	60	42%	129	23%	70	9%	26	6%	19	100%	304
Availability of affordable quality food	21%	64	52%	158	21%	64	6%	18	1%	2	100%	306
Availability of preventive health services	16%	48	48%	146	21%	65	6%	19	9%	26	100%	304
Air quality	18%	55	52%	160	20%	63	6%	20	3%	10	100%	308
Quality of overall natural environment in Johnson City	22%	67	56%	170	18%	56	4%	12	0%	1	100%	306
Overall image or reputation of Johnson City	13%	40	52%	160	26%	79	8%	26	0%	1	100%	306

Question 3: Growth														
Please rate the speed of growth in the following categories in Johnson City over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	3%	9	9%	27	61%	184	15%	46	3%	8	9%	26	100%
Retail growth (stores, restaurants, etc.)	8%	23	24%	74	52%	158	12%	36	1%	4	3%	10	100%	305
Jobs growth	28%	85	47%	141	15%	45	0%	1	0%	0	10%	30	100%	302

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Johnson City?	Percent of respondents	Count
Not a problem	4%	12
Minor problem	22%	68
Moderate problem	50%	152
Major problem	23%	71
Don't know	1%	4
Total	100%	307

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Johnson City:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	29%	87	51%	152	10%	30	9%	27	1%	2	1%	2	100%
Property crimes (e.g., burglary, theft)	15%	46	47%	141	12%	35	22%	66	4%	11	0%	1	100%	300
Environmental hazards, including toxic waste	32%	96	36%	106	17%	51	9%	26	2%	5	5%	14	100%	298

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	71%	207	24%	69	3%	8	2%	5	1%	2	0%	1	100%
In your neighborhood after dark	40%	114	44%	127	7%	21	7%	20	2%	5	0%	1	100%	288
In Johnson City's downtown area during the day	32%	93	46%	134	12%	35	10%	28	0%	1	0%	1	100%	292
In Johnson City's downtown area after dark	4%	13	29%	85	8%	24	37%	107	19%	56	3%	8	100%	293

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Johnson City Police Department within the last 12 months?	42%	124	56%	165	3%	8	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Johnson City Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Johnson City Police Department?	55%	91	30%	50	10%	16	4%	6	1%	1	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	85%	249
Yes	14%	40
Don't know	2%	5
Total	100%	294

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	28%	11
Yes	70%	28
Don't know	3%	1
Total	100%	40

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Johnson City public libraries or their services	26%	76	21%	60	27%	79	12%	35	13%	38	100%
Used Johnson City recreation centers	37%	107	32%	93	17%	48	6%	16	8%	24	100%	288
Participated in a recreation program or activity	42%	119	30%	86	15%	42	7%	19	6%	17	100%	283

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Visited a neighborhood park or City park	12%	33	20%	56	41%	116	14%	40	14%	41	100%
Ridden a local bus within Johnson City	81%	234	13%	38	2%	7	1%	3	2%	6	100%	288
Attended a meeting of local elected officials or other local public meeting	42%	122	31%	90	18%	53	6%	18	2%	5	100%	288
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	43%	124	29%	82	20%	56	6%	18	2%	7	100%	287
Read Johnson City Newsletter	37%	105	26%	75	22%	64	5%	14	10%	29	100%	287
Visited the City of Johnson City Web site (at www.johnsoncitytn.org)	11%	31	25%	72	39%	112	14%	39	11%	30	100%	284
Recycled used paper, cans or bottles from your home	14%	39	5%	14	8%	24	7%	19	66%	189	100%	285

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Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Johnson City?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Volunteered your time to some group or activity in Johnson City	29%	82	21%	60	22%	64	9%	25	20%	56	100%
Participated in religious or spiritual activities in Johnson City	32%	91	12%	33	12%	34	11%	31	34%	96	100%	285
Participated in a club or civic group in Johnson City	43%	124	16%	46	17%	50	6%	18	17%	48	100%	286
Provided help to a friend or neighbor	3%	8	14%	39	41%	116	18%	52	25%	70	100%	285

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	23%	65
Several times a week	29%	82
Several times a month	24%	68
Less than several times a month	25%	70
Total	100%	285

Question 13: Service Quality												
Please rate the quality of each of the following services in Johnson City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	36%	100	46%	125	10%	28	3%	7	5%	14	100%
Fire services	43%	119	37%	101	4%	11	0%	1	16%	43	100%	275
Ambulance or emergency medical services	32%	88	38%	105	6%	17	1%	4	22%	59	100%	273
Crime prevention	15%	40	49%	134	18%	50	4%	11	13%	36	100%	271
Fire prevention and education	19%	51	45%	123	10%	28	2%	6	24%	64	100%	272
Municipal courts	8%	21	31%	85	17%	47	4%	12	40%	109	100%	274
Traffic enforcement	11%	29	44%	120	21%	58	11%	31	12%	32	100%	270
Street repair	5%	15	32%	88	39%	109	20%	54	4%	10	100%	276
Street cleaning	15%	40	49%	135	24%	67	8%	21	4%	11	100%	274
Street lighting	13%	35	47%	130	28%	77	11%	29	1%	4	100%	275
Snow removal	21%	59	48%	131	16%	45	7%	18	8%	22	100%	275
Sidewalk maintenance	8%	22	35%	96	32%	87	18%	49	7%	19	100%	273
Traffic signal timing	5%	14	38%	103	28%	76	28%	76	1%	3	100%	272
Bus or transit services	5%	14	20%	54	12%	32	9%	26	54%	148	100%	274
Garbage collection	47%	127	41%	113	7%	18	3%	8	3%	7	100%	273
Recycling	44%	121	34%	93	10%	28	7%	18	5%	15	100%	275
Yard waste pick-up	34%	93	36%	100	12%	32	6%	17	12%	32	100%	274
Storm drainage	9%	24	35%	97	25%	68	23%	62	8%	23	100%	274
Drinking water	34%	95	42%	115	18%	50	3%	9	3%	7	100%	276
Sewer services	31%	85	48%	131	12%	32	3%	8	6%	17	100%	273
City parks	31%	86	46%	126	15%	41	5%	14	3%	9	100%	276
Recreation programs or classes	13%	37	35%	97	16%	45	4%	12	31%	84	100%	275

Question 13: Service Quality												
Please rate the quality of each of the following services in Johnson City:	Excellent		Good		Fair		Poor		Don't know		Total	
	Recreation centers or facilities	17%	46	33%	91	22%	61	6%	17	21%	58	100%
Land use, planning and zoning	7%	18	28%	77	29%	79	22%	60	15%	40	100%	274
Code enforcement (weeds, abandoned buildings, etc.)	5%	14	23%	64	33%	90	29%	79	10%	27	100%	274
Economic development	7%	19	35%	95	28%	78	22%	59	8%	23	100%	274
Services to seniors	12%	33	31%	84	16%	44	8%	22	33%	92	100%	275
Services to youth	14%	39	32%	87	16%	44	10%	28	28%	77	100%	275
Services to low-income people	11%	29	29%	78	16%	43	8%	23	37%	100	100%	273
Public library services	45%	124	36%	99	6%	18	2%	5	11%	31	100%	277
Public information services	17%	46	41%	111	20%	54	6%	16	16%	42	100%	269
Public schools	29%	79	39%	107	15%	42	2%	5	15%	42	100%	275
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	27	31%	84	17%	45	8%	21	35%	95	100%	272
Preservation of natural areas such as open space, farmlands and greenbelts	7%	20	35%	96	32%	87	19%	52	7%	20	100%	275

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Johnson City	23%	64	51%	141	20%	54	4%	12	1%	4	100%
The Federal Government	7%	20	40%	111	33%	90	14%	38	6%	17	100%	276
The State Government	3%	9	42%	115	40%	108	10%	26	5%	15	100%	273
Washington County Government	5%	13	38%	104	31%	85	15%	42	11%	31	100%	275

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Johnson City to someone who asks	53%	147	35%	98	6%	16	5%	15	0%	1	100%
Remain in Johnson City for the next five years	63%	175	20%	55	9%	24	6%	18	2%	5	100%	277

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	9
Somewhat positive	17%	47
Neutral	41%	113
Somewhat negative	28%	78
Very negative	11%	31
Total	100%	278

Question 17: Contact with Fire Department								
Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Johnson City Fire Department within the last 12 months?	78%	215	21%	58	1%	3	100%

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Johnson City Fire Department?	72%	42	17%	10	5%	3	2%	1	3%	2	100%

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Johnson City within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	29%	80
Yes	71%	196
Total	100%	276

Question 20: City Employees												
What was your impression of the employee(s) of the City of Johnson City in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	40%	79	42%	83	13%	26	4%	8	0%	0	100%
Responsiveness	37%	73	41%	80	13%	26	8%	16	1%	1	100%	196
Courtesy	51%	100	33%	65	10%	19	6%	12	0%	0	100%	196
Overall impression	42%	82	39%	76	12%	24	7%	13	0%	0	100%	195

Question 21: Government Performance												
Please rate the following categories of Johnson City government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Johnson City	20%	55	44%	122	22%	60	8%	22	6%	17	100%
The overall direction that Johnson City is taking	14%	39	48%	132	24%	65	12%	32	3%	8	100%	276
The job Johnson City government does at welcoming citizen involvement	11%	31	32%	87	32%	88	17%	46	8%	22	100%	274

Question 22a: Custom Question 1										
Please rate how much of a priority, if at all, each of the following should be for the City over the next five years:	High priority		Medium priority		Not a priority		Don't know		Total	
	Schools	65%	177	27%	73	6%	16	2%	6	100%
Parks	35%	93	51%	137	13%	36	1%	3	100%	269
Constructing a new performing arts center	24%	65	37%	98	35%	93	4%	11	100%	267
Paving of existing streets	42%	112	42%	112	12%	32	4%	11	100%	267
Constructing a new fire station	9%	25	35%	94	35%	94	21%	57	100%	270
Equipment replacement (e.g., dump trucks, police cars)	14%	39	48%	130	21%	57	16%	44	100%	270
Downtown redevelopment	57%	152	30%	81	12%	31	1%	3	100%	267
Transportation improvements	28%	75	46%	125	18%	49	8%	21	100%	270
Tax incentives for new business development	45%	121	32%	85	20%	53	4%	10	100%	269
Environmental sustainability	47%	127	37%	99	11%	31	5%	13	100%	270

Question 22b: Custom Question 2		
Johnson City is considering requiring a new development to adhere to higher-quality building standards in order to enhance their appearance. Please rate the extent to which you would support or oppose this requirement for new development.	Percent of respondents	Count
Strongly support	58%	157
Somewhat support	31%	83
Somewhat oppose	5%	13
Strongly oppose	7%	18
Total	100%	271

Question 22c: Custom Question 3										
Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services	Very likely		Somewhat likely		Somewhat unlikely		Not at all likely		Total	
	JC TV (government channel)	16%	42	30%	81	24%	64	30%	79	100%
Johnson City Web site (www.johnsoncity.org)	66%	177	26%	69	6%	16	2%	5	100%	267
Johnson City's annual report (in calendar format)	18%	49	34%	90	29%	77	19%	51	100%	267
Telephone call to the City during business hours	32%	84	41%	109	18%	48	9%	25	100%	266
Visit City offices personally during business hours	19%	51	35%	94	34%	91	12%	33	100%	269
Fax to the City	3%	7	8%	22	33%	87	56%	149	100%	265
Email to the City	30%	81	37%	99	19%	52	13%	35	100%	267

Question 22c: Custom Question 3										
Please indicate how likely or unlikely you would be to use each of the following to obtain information about Johnson City and its services	Very likely		Somewhat likely		Somewhat unlikely		Not at all likely		Total	
	Written letter to the City	5%	14	21%	56	41%	109	33%	87	100%
City Social Media (e.g., Facebook, Twitter)	21%	57	24%	64	23%	61	32%	85	100%	267

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	27%	73
Yes, full-time	59%	159
Yes, part-time	14%	39
Total	100%	271

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	0%
Walk	3%
Bicycle	3%
Work at home	12%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Johnson City?	Percent of respondents	Count
Less than 2 years	7%	20
2 to 5 years	11%	29
6 to 10 years	17%	45
11 to 20 years	18%	48
More than 20 years	47%	126
Total	100%	268

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	82%	219
House attached to one or more houses (e.g., a duplex or townhome)	4%	12
Building with two or more apartments or condominiums	10%	27
Mobile home	2%	5
Other	2%	5
Total	100%	268

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	12%	32
Owned by you or someone in this house with a mortgage or free and clear	88%	230
Total	100%	262

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	9%	23
\$300 to \$599 per month	18%	48
\$600 to \$999 per month	34%	90
\$1,000 to \$1,499 per month	19%	50
\$1,500 to \$2,499 per month	14%	36
\$2,500 or more per month	5%	14
Total	100%	261

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	71%	191
Yes	29%	78
Total	100%	269

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	76%	202
Yes	24%	65
Total	100%	267

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	11%	28
\$25,000 to \$49,999	15%	38
\$50,000 to \$99,999	44%	110
\$100,000 to \$149,999	18%	46
\$150,000 or more	12%	29
Total	100%	251

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	262
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	4
Total	100%	266

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	5
Asian, Asian Indian or Pacific Islander	1%	2
Black or African American	1%	4
White	96%	257
Other	2%	5
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	3%	7
25 to 34 years	14%	36
35 to 44 years	19%	49
45 to 54 years	22%	58
55 to 64 years	23%	62
65 to 74 years	17%	46
75 years or older	2%	6
Total	100%	264

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	48%	126
Male	52%	135
Total	100%	261

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	3%	8
Yes	97%	259
Ineligible to vote	0%	1
Don't know	0%	0
Total	100%	268

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	5%	14
Yes	94%	252
Ineligible to vote	0%	1
Don't know	0%	0
Total	100%	267

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	11
Yes	96%	257
Total	100%	268

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	41%	109
Yes	59%	155
Total	100%	264

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	31%	46
Land line	43%	65
Both	26%	39
Total	100%	150