

NATIONAL CITIZEN SURVEY

2013 results summary



Survey Background and Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 351 surveys returned
 - 31% response rate
 - National average response rate is 25-40%
- 5% margin of error
- Data statistically weighted to reflect our population

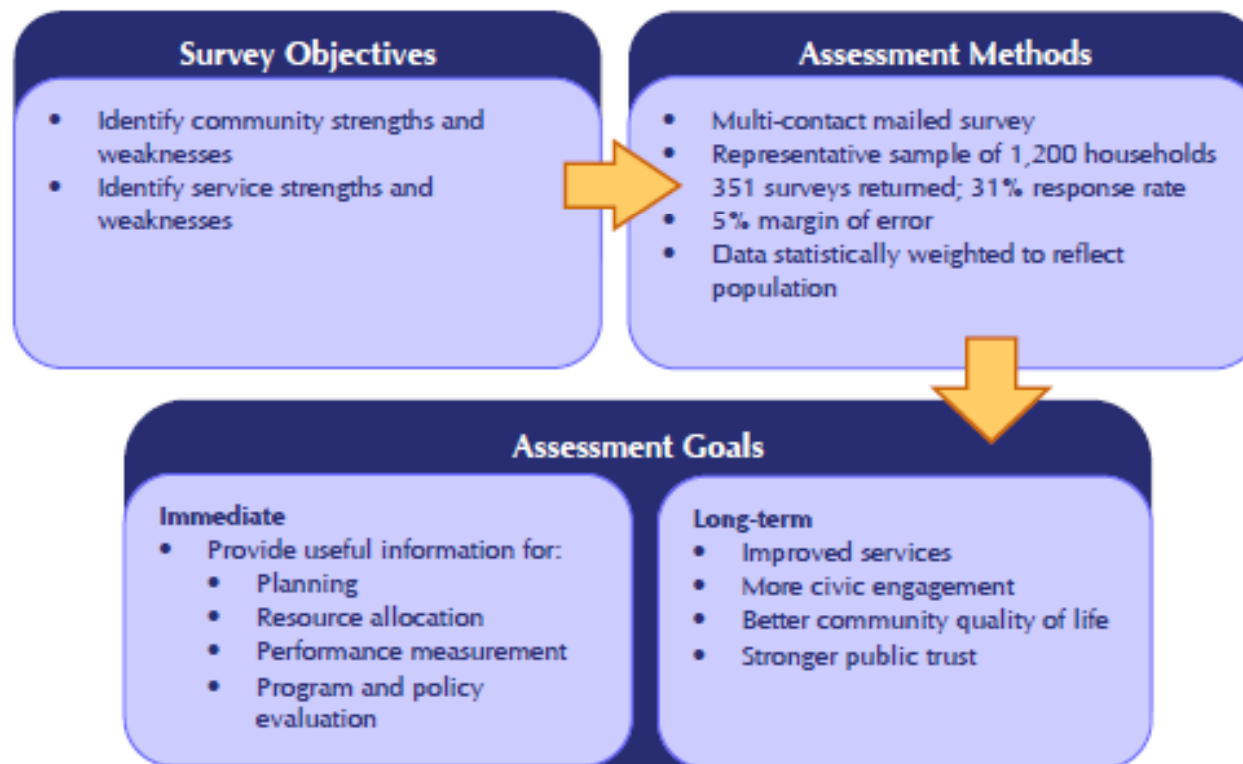


Focus Areas

- ▣ Community Quality
- ▣ Community Design
- ▣ Public Safety
- ▣ Environmental Sustainability
- ▣ Recreation and Wellness
- ▣ Community Inclusiveness
- ▣ Civic Engagement
- ▣ Public Trust



NCS Methods and Goals





Summary of Results

Most residents experience a good quality of life in Sevierville and believe Sevierville is a good place to live. The overall quality of life was rated as 'excellent' or 'good' by 85% of respondents.

The three characteristics receiving the most favorable ratings were **shopping opportunities, opportunities to participate in religious or spiritual events or activities, and the overall appearance of Sevierville**. The three characteristics receiving the least positive ratings were **traffic flow on major streets, the availability of affordable quality childcare, and ease of car travel in Sevierville**.

In general, respondents demonstrate strong trust in local government and gave favorable ratings to a majority of local government services. Of the 31 services for which comparisons were available, 13 were above the benchmark comparison, 12 were similar to the benchmark comparison, and six were below.

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Community Quality

Excellent & Good	2012	Comparison to Benchmark	
Quality of life in Sevierville	85%	↔	similar
Your neighborhood as a place to live	79%	↔	similar
Sevierville as a place to live	88%	↔	similar

Very Likely & Somewhat Likely	2012	Comparison to Benchmark	
Recommend living in Sevierville	87%	↔	similar
Remain in Sevierville for the next five years	89%	↑	above



Community Design: Transportation

Excellent & Good	2012	Comparison to Benchmark	
Ease of car travel	34%	↓	much below
Ease of bicycle travel	38%	↓	much below
Ease of walking	54%	↓	below
Traffic flow on major streets	22%	↓	much below

Excellent & Good	2012	Comparison to Benchmark	
Street repair	55%	↑	above
Street cleaning	71%	↑	above
Street lighting	72%	↑	much above
Snow removal	67%	↑	above
Sidewalk maintenance	69%	↑	much above
Traffic signal timing	36%	↓	much below



Community Design: Land Use and Zoning

Excellent & Good	2012	Comparison to Benchmark	
Quality of new development	69%	↑	above
Overall appearance of Sevierville	81%	↑	much above
Overall quality of business and service establishments	67%	↑	above

Much too fast & Somewhat too fast	2012	Comparison to Benchmark	
Population growth	48%	↑	much above

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Public Safety

Excellent & Good	2012	Comparison to Benchmark	
Police services	88%	↑	above
Fire services	97%	↑	above
Crime prevention	73%	↑	above
Fire prevention and education	84%	↑	much above
Courts	77%	↑	much above



Recreation and Wellness: Parks and Recreation

Participation Rate	2012	Comparison to Benchmark	
Used a Sevierville recreation center	60%		more
Participated in a recreation program or activity	44%		less
Visited a neighborhood park or City park	81%		less

Excellent & Good	2012	Comparison to Benchmark	
City parks	82%		similar
Recreation programs or classes	71%		below
Recreation centers or facilities	69%		similar



Health and Wellness: Community Inclusiveness






Excellent & Good	2012	Comparison to Benchmark	
Sense of community	69%	↔	similar
Openness and acceptance of the community toward people of diverse backgrounds	55%	↓	below
Availability of affordable quality child care	33%	↓	much below
Sevierville as a place to retire	79%	↑	much above

Participation Rate	2012	Comparison to Benchmark	
Visited the City's website	46%	↓	much less

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Public Trust

Excellent & Good	2012	Comparison to Benchmark	
Value of services for the taxes paid to Sevierville	63%		much above
The overall direction that Sevierville is taking	67%		above
Job Sevierville government does at welcoming citizen involvement	60%		above
Overall image of Sevierville	72%		similar
Services provided by the City of Sevierville	85%		much above

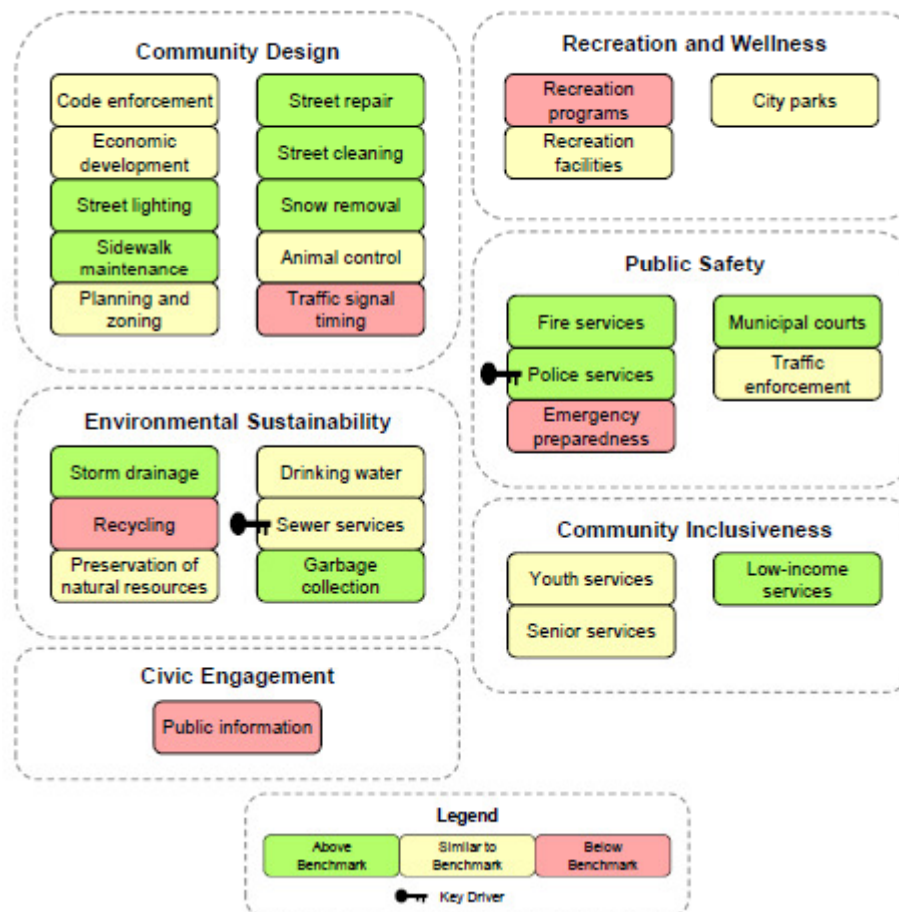


Public Trust: City of Sevierville Employees

Excellent & Good	2012	Comparison to Benchmark	
Knowledge	90%	↑	much above
Responsiveness	82%	↑	above
Courtesy	84%	↑	above
Overall impression	84%	↑	much above



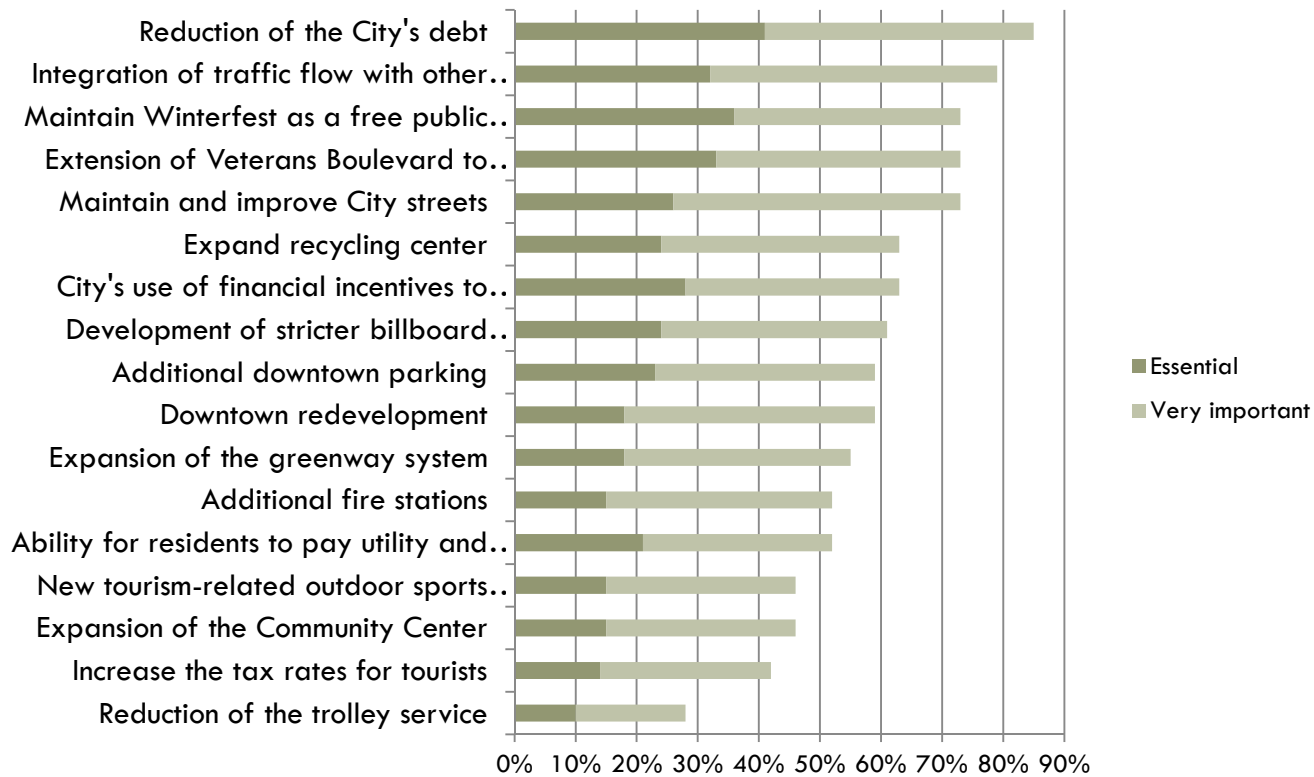
Overall Quality of City Services





Policy Questions

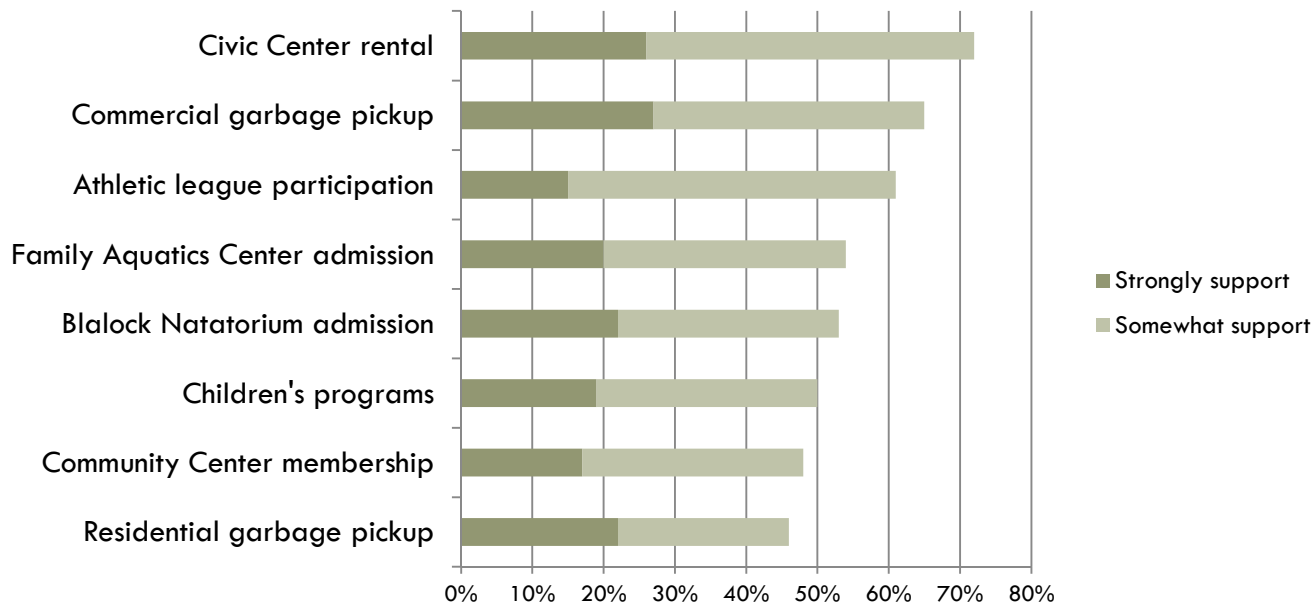
How important, if at all, do you believe that each of the following will be for the City of Sevierville over the next five years?





Policy Questions

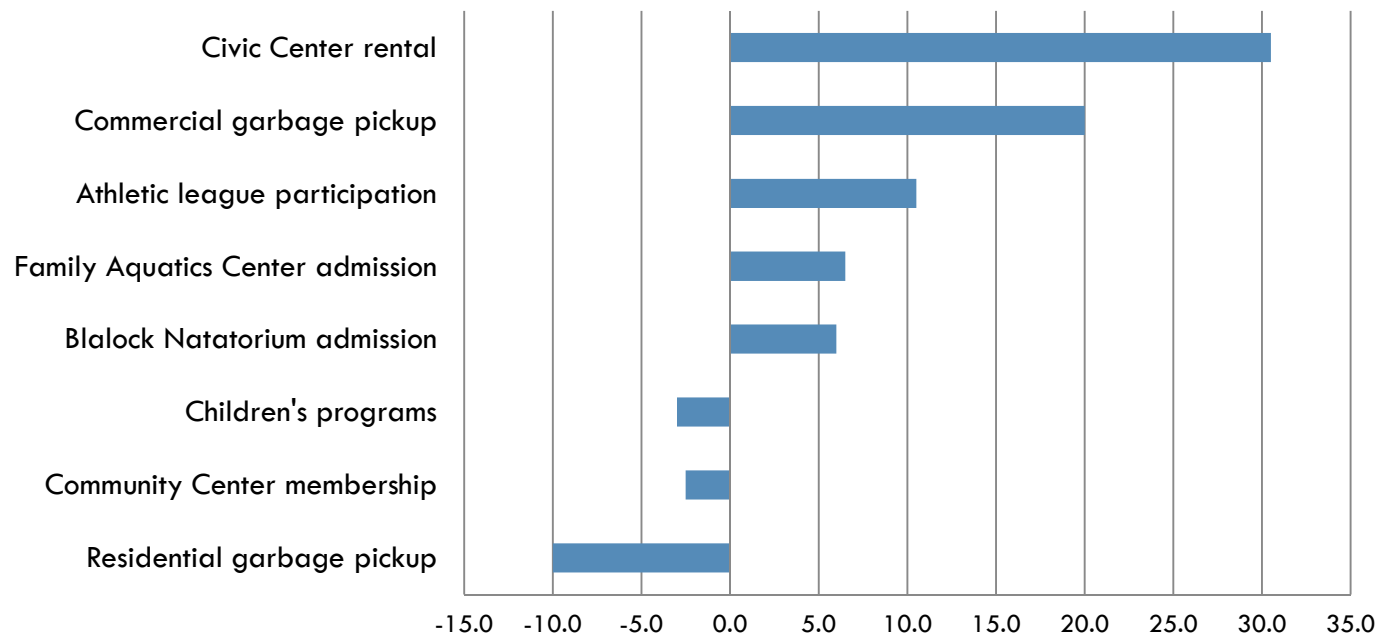
To what extent do you support or oppose the City implementing higher user fees for each of the following?





Policy Questions

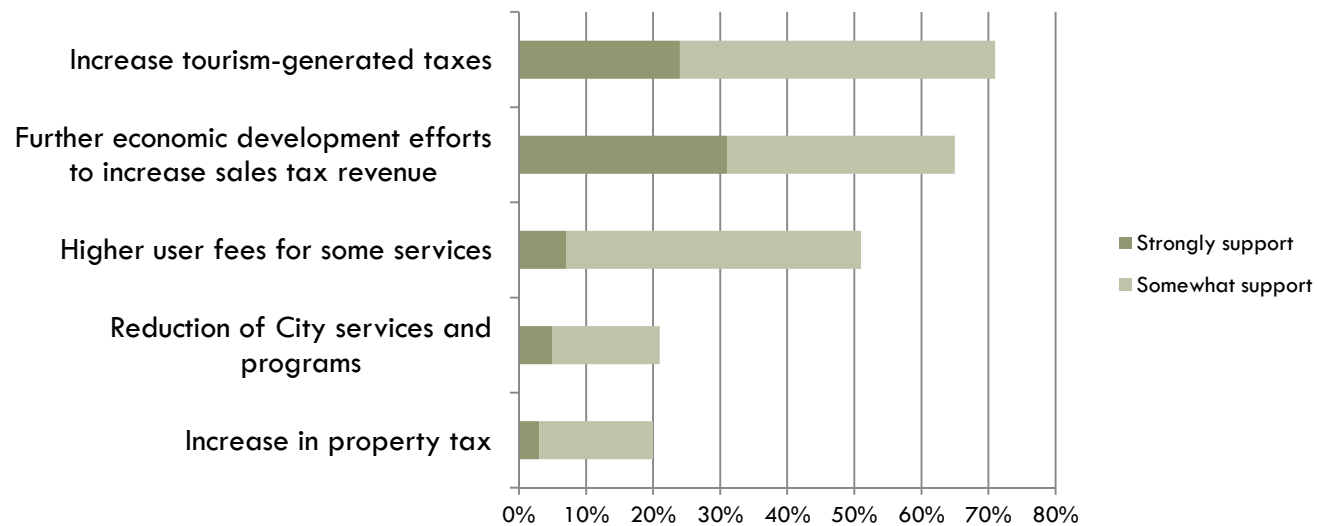
To what extent do you support or oppose the City implementing higher usage fees for each of the following? (weighted index)





Policy Questions

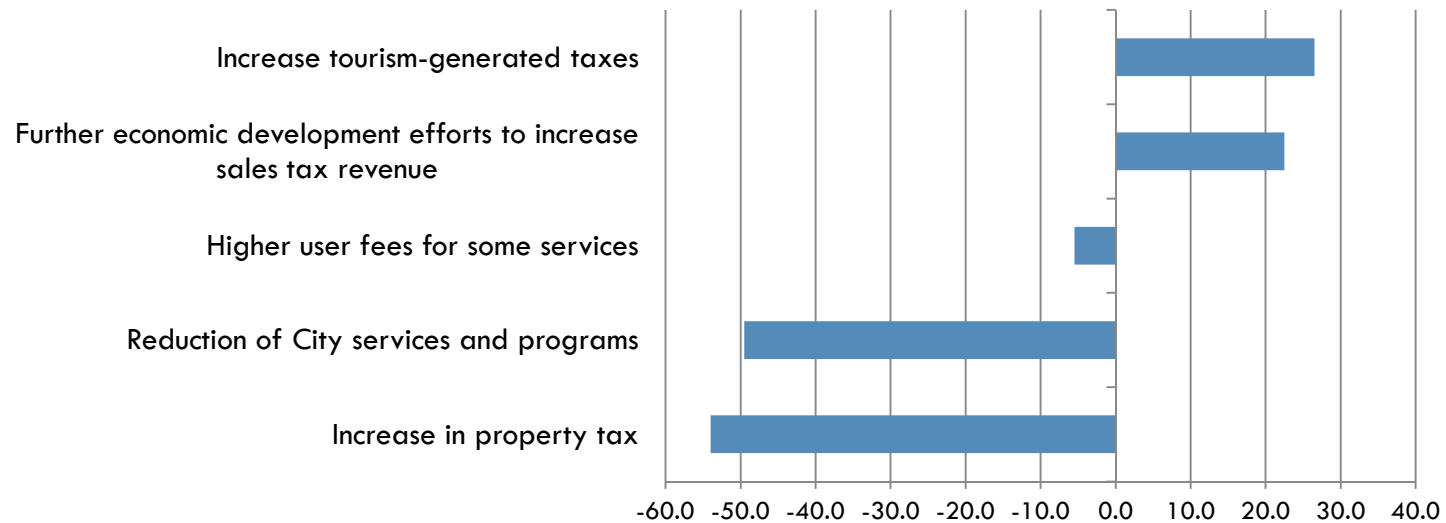
To what extent do you support the following additional budget-balancing efforts for the City?





Policy Questions

To what extent do you support the following additional budget-balancing efforts for the City? (weighted index)





What's next?

- ▣ Commitment to improvement from BMA and staff
- ▣ Search for the meaning behind the results
- ▣ Target specific areas for improvement
- ▣ Develop programs and activities to implement change
- ▣ Monitor efforts and progress
- ▣ Resurvey in two years