



DATE: October 21, 2016  
 TO: Members of City Council  
 Mayor Tom Kneeland  
 FROM: Jennifer Teal, City Administrator  
 SUBJECT: Council Update for Tuesday October 24, 2016

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**Update Item—2017 Budget**

On October 24<sup>th</sup>, the Administration will provide copies of the 2017 budget request to members of Council. A formal presentation of the budget request will be provided by the Administration at the November 7<sup>th</sup> formal Council meeting.

**Update Item—National Citizen Survey**

The National Citizen Survey was administered in Gahanna in August and September of 2016. DRAFT results have been received and will be finalized and shared with City Council and the public in the coming weeks.

The table below provides a snapshot of the survey methodology. The final reports and a detailed overview of the findings will be presented to City Council at the November 14th committee meeting along with the Q3 *GoForward Gahanna* update.

Survey Administration

Survey Method	Mailed survey with Online option
Total Mailings	3 (2 pre-notification post cards + survey)
Sampling Method	Random, systematic sampling- aligned with housing density
Benchmarking	-National benchmark group >500 communities-all sizes -Regional benchmark group 51 communities in Mid-west with population of 20,000-50,000
# Surveys Mailed	1,800
# Surveys Returned	633
Response Rate	36%
Confidence Interval	95%
Margin of Error	+/- 4%
Analysis Dimensions	Results can be analyzed in the following ways: -Aggregate-City-wide -Ward-by-Ward -Demographic Subgroups (Age, Sex, Race/Ethnicity, Rent/Own, -Detached/Attached housing) -Compared to national benchmark (aggregate) -Compared to regional benchmark (aggregate)

### Summary of Findings

The attached document provided by the NRC gives a summary-level view of the data. Staff will provide a detailed presentation along with a full set of final survey documents at the first committee in November.

Worth noting are the following:

- Almost all residents rated the quality of life in Gahanna as excellent or good (94%).
- Community facets most important to Gahanna residents are Safety and Economy.
- 97% of respondents rated the City as an excellent or good place to live.

# THE NCS<sup>TM</sup>

The National Citizen Survey<sup>TM</sup>

## Gahanna, OH

Dashboard Summary of Findings

DRAFT  
2016



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# Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Gahanna’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Gahanna’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall, ratings for the dimensions of community livability were strong and similar to communities across the nation. Within the pillar of Community Characteristics, the facets of Economy and Recreation and Wellness were rated higher than in comparison communities.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	16	36	0	4	41	0	3	27	4
General	1	6	0	0	3	0	1	2	0
Safety	1	2	0	2	5	0	0	2	1
Mobility	0	8	0	0	8	0	0	2	1
Natural Environment	0	3	0	1	5	0	0	3	0
Built Environment	2	3	0	0	7	0	1	1	0
Economy	5	3	0	0	1	0	0	2	1
Recreation and Wellness	4	3	0	0	3	0	0	4	0
Education and Enrichment	2	4	0	0	2	0	1	2	0
Community Engagement	1	4	0	1	7	0	0	9	1

Legend	
	Higher
	Similar
	Lower

# The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	87%	Customer service	↔	87%	Recommend Gahanna	↑	96%
	Overall quality of life	↔	94%	Services provided by Gahanna	↔	89%	Remain in Gahanna	↔	92%
	Place to retire	↔	71%	Services provided by the Federal Government	↔	45%	Contacted Gahanna employees	↔	47%
	Place to raise children	↑	96%						
	Place to live	↔	97%						
	Neighborhood	↔	90%						
	Overall image	↔	85%						
Safety	Overall feeling of safety	↑	96%	Police	↑	92%	Was NOT the victim of a crime	↔	92%
	Safe in neighborhood	↔	97%	Crime prevention	↑	88%	Did NOT report a crime	↔	83%
	Safe downtown/commercial area	↔	97%	Fire	↔	98%	Stocked supplies for an emergency	↓	24%
				Fire prevention	↔	91%			
				Ambulance/EMS	↔	98%			
				Emergency preparedness	↔	70%			
				Animal control	↔	73%			
Mobility	Traffic flow	↔	43%	Traffic enforcement	↔	79%	Carpooled instead of driving alone	↔	42%
	Travel by car	↔	71%	Street repair	↔	53%	Walked or biked instead of driving	↔	55%
	Travel by bicycle	↔	50%	Street cleaning	↔	64%	Used public transportation instead of driving	↓↓	5%
	Ease of walking	↔	70%	Street lighting	↔	67%			
	Travel by public transportation	↔	30%	Snow removal	↔	68%			
	Overall ease of travel	↔	81%	Sidewalk maintenance	↔	53%			
	Public parking	↔	65%	Traffic signal timing	↔	56%			
Paths and walking trails	↔	67%	Bus or transit services	↔	50%				
Natural Environment	Overall natural environment	↔	87%	Garbage collection	↔	87%	Recycled at home	↔	86%
	Air quality	↔	83%	Recycling	↔	81%	Conserved water	↔	79%
	Cleanliness	↔	89%	Yard waste pick-up	↑	88%	Made home more energy efficient	↔	76%
				Drinking water	↔	82%			
				Open space	↔	62%			
Built Environment				Natural areas preservation	↔	61%			
	New development in Gahanna	↔	65%	Sewer services	↔	88%	NOT experiencing housing cost stress	↑	82%
	Affordable quality housing	↑	69%	Storm drainage	↔	76%	Did NOT observe a code violation	↔	61%
	Housing options	↑	76%	Power utility	↔	80%			
	Overall built environment	↔	72%	Utility billing	↔	75%			
	Public places	↔	81%	Land use, planning and zoning	↔	53%			
				Code enforcement	↔	58%			
			Cable television	↔	66%				

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# The National Citizen Survey™

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↔	71%	Economic development	↔	64%	Economy will have positive impact on income	↔	33%
	Shopping opportunities	↑	70%				Purchased goods or services in Gahanna	↔	96%
	Employment opportunities	↑	55%				Work in Gahanna	↓	25%
	Place to visit	↔	71%						
	Cost of living	↑	66%						
	Vibrant downtown/commercial area	↑	62%						
	Place to work	↑	78%						
	Business and services	↔	81%						
Recreation and Wellness	Fitness opportunities	↔	76%	City parks	↔	90%	In very good to excellent health	↔	65%
	Recreational opportunities	↔	73%	Recreation programs	↔	77%	Visited a City park	↔	87%
	Health care	↑	82%	Health services	↔	80%	Ate 5 portions of fruits and vegetables	↔	84%
	Food	↑	86%				Participated in moderate or vigorous physical activity	↔	84%
	Mental health care	↑	66%						
	Health and wellness	↔	77%						
	Preventive health services	↑	82%						
Education and Enrichment	K-12 education	↔	85%	Public libraries	↔	94%	Used Gahanna public libraries	↔	73%
	Cultural/arts/music activities	↑	72%	Special events	↔	80%	Participated in religious or spiritual activities	↔	39%
	Child care/preschool	↑	73%				Attended a City-sponsored event	↑	65%
	Religious or spiritual events and activities	↔	84%						
	Adult education	↔	57%						
	Overall education and enrichment	↔	79%						
Community Engagement	Opportunities to participate in community matters	↔	72%	Public information	↔	80%	Sense of community	↔	73%
	Opportunities to volunteer	↔	76%	Overall direction	↔	71%	Voted in local elections	↔	88%
	Openness and acceptance	↑	77%	Value of services for taxes paid	↔	64%	Talked to or visited with neighbors	↔	95%
	Social events and activities	↔	74%	Welcoming citizen involvement	↔	65%	Attended a local public meeting	↔	16%
	Neighborliness	↔	73%	Confidence in City government	↔	66%	Volunteered	↓	28%
				Acting in the best interest of Gahanna	↔	70%	Participated in a club	↔	19%
				Being honest	↔	69%	Campaigned for an issue, cause or candidate	↔	22%
				Treating all residents fairly	↑	74%	Contacted Gahanna elected officials	↔	14%
				Public information	↔	80%	Read or watched local news	↔	86%
							Done a favor for a neighbor	↔	85%

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available