



The National Citizen Survey™



city of **suwanee**

georgia

2008



NATIONAL
RESEARCH
CENTER INC.

3005 30th Street
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

C O N T E N T S

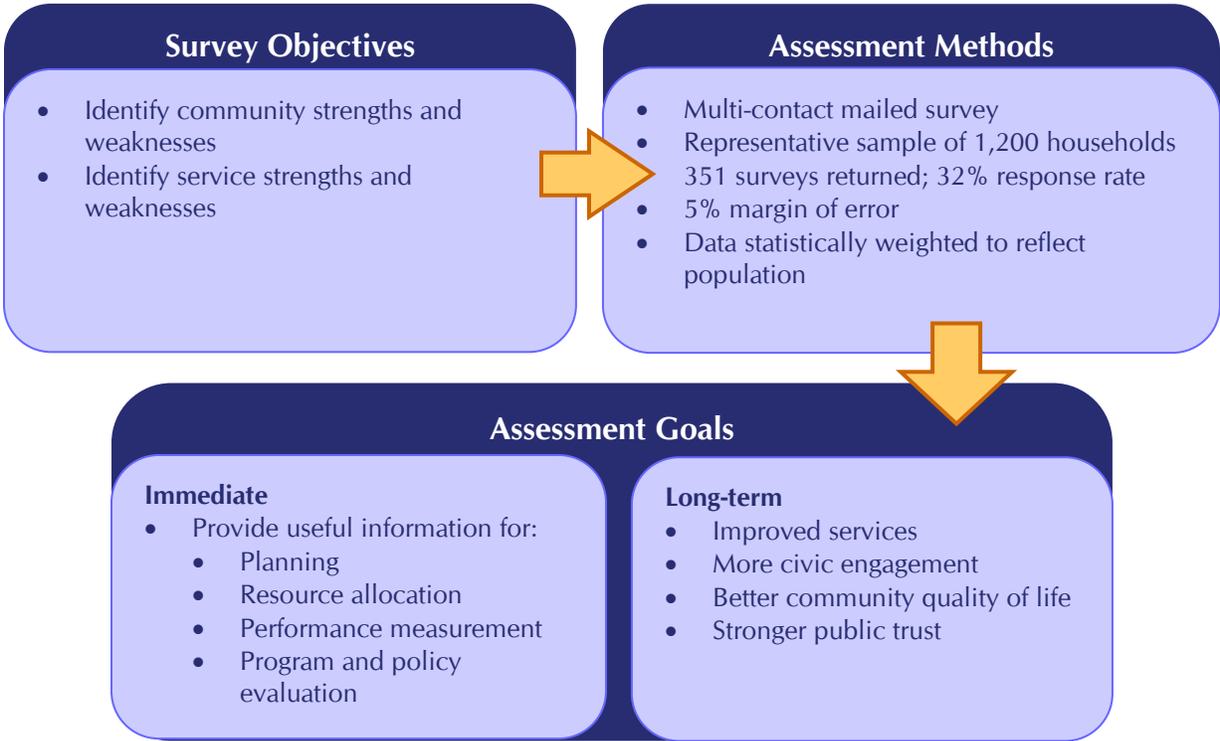
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SURVEY BACKGROUND

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 351 completed surveys were obtained, providing an overall response rate of 32%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Suwanee was developed in close cooperation with local jurisdiction staff. Suwanee staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Suwanee staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Suwanee survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (351 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

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 Suwanee, but from City of Suwanee 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 City of Suwanee chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Populations under 40,000 in the Southern region). 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 Suwanee 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 were available, the City of Suwanee results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of the City of Suwanee'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 Suwanee 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 experience a good quality of life in the City of Suwanee and believe the City is a good place to live. The overall quality of life in the City of Suwanee was rated as “excellent” or “good” by 95% of respondents. Almost all report they plan on staying in the City of Suwanee for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the overall image/reputation of Suwanee, cleanliness of Suwanee, and the availability of paths and walking trails. The two characteristics receiving the least positive ratings were ease of bus travel in Suwanee and traffic flow on major streets.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 21 were above the benchmark comparison, seven were similar to the benchmark comparison and three were below.

Residents in the City of Suwanee were somewhat civically engaged. While only 34% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Suwanee, which was lower than the benchmark.

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

On average, residents gave favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 29 were above the benchmark comparison, three were similar to the benchmark comparison and four were below.

A Key Driver Analysis was conducted for the City of Suwanee which examined the relationships between ratings of each service and ratings of the City of Suwanee'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 Suwanee 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:

- Police services
- Recreation centers or facilities
- Street lighting

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: For each of the key driver services, the City of Suwanee is above the benchmark and should continue to ensure high quality performance.

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 Suwanee – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Suwanee. Residents were asked whether they planned to move soon or if they would recommend the City of Suwanee to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Suwanee offers services and amenities that work.

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

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

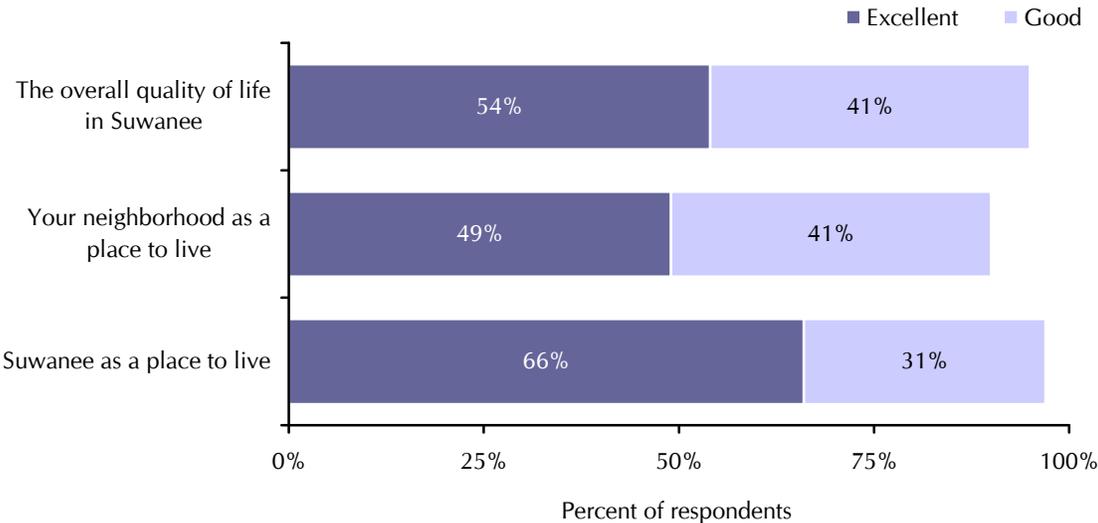
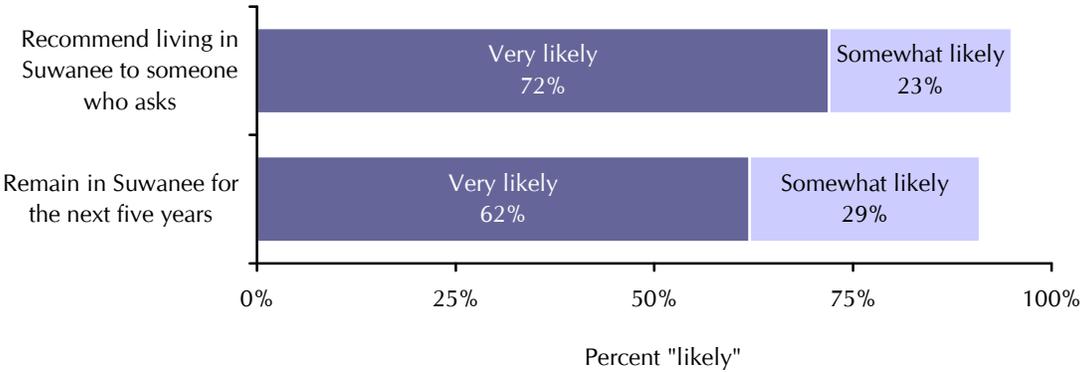


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Overall quality of life in Suwanee	Above	Above
Your neighborhood as place to live	Above	Above
Suwanee as a place to live	Above	Above
Remain in Suwanee for the next five years	Above	Above
Recommend living in Suwanee to someone who asks	Above	Above

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.” Availability of paths and walking trails was given the most positive rating, followed by ease of bus travel in Suwanee.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

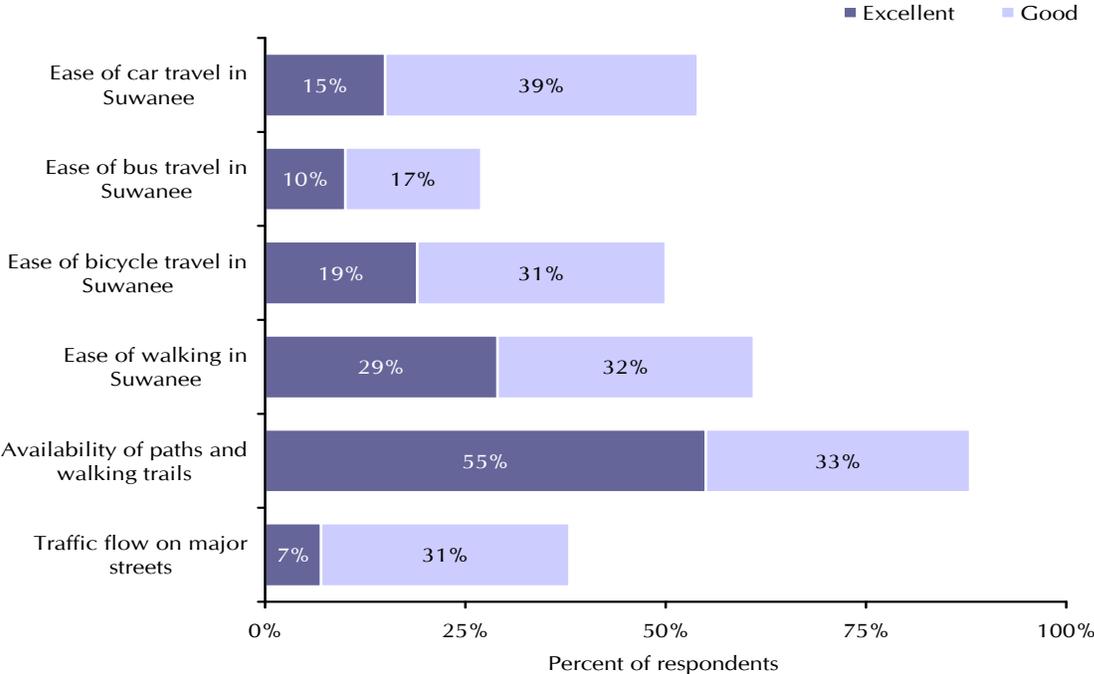


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Ease of bus travel in Suwanee	Below	Below
Ease of car travel in Suwanee	Below	Similar
Ease of walking in Suwanee	Similar	Similar
Ease of bicycle travel in Suwanee	Similar	Similar
Availability of paths and walking trails	Above	Above
Traffic flow on major streets	Below	Below

Eight transportation services were rated in Suwanee. As compared to most communities across America, ratings tended to be somewhat favorable. Five were above the benchmarks, one was below the benchmarks and two were similar to the benchmarks.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

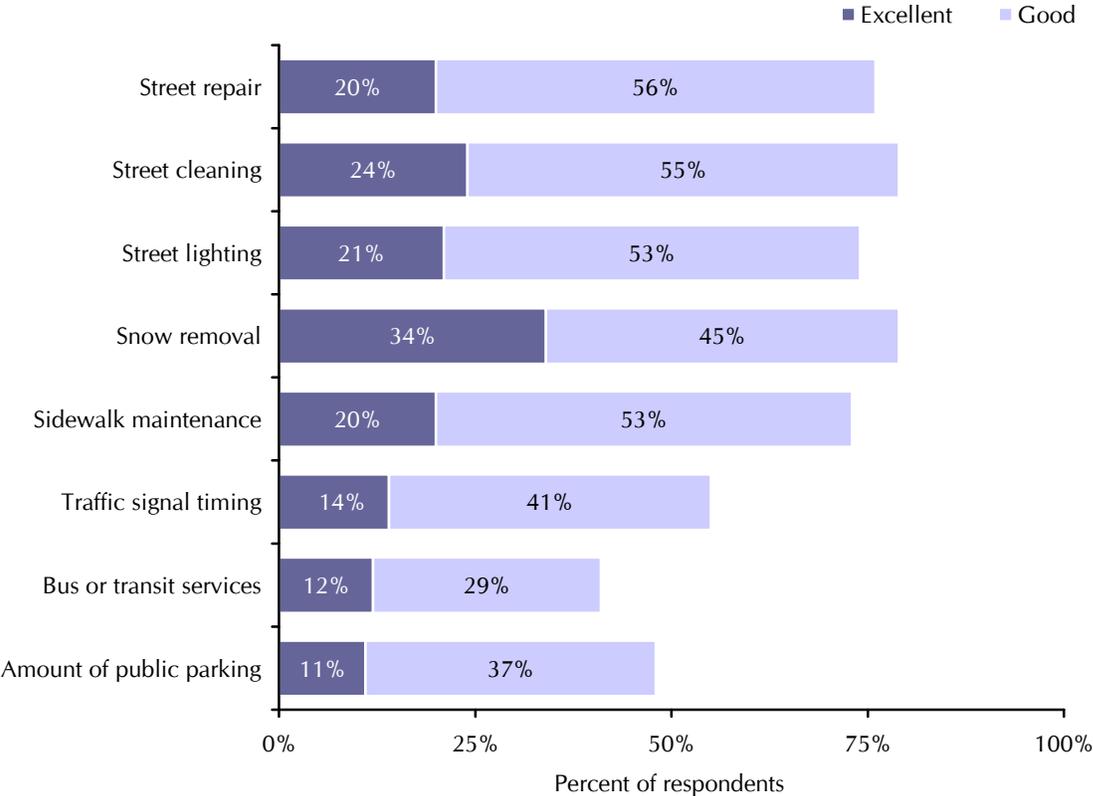


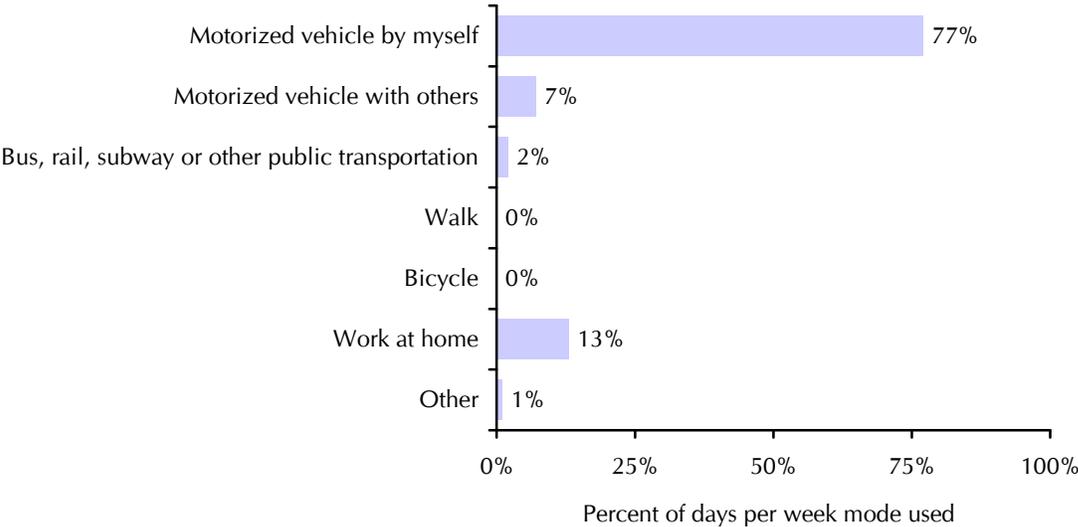
FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Street repair /maintenance	Above	Above
Street cleaning	Above	Above
Street lighting	Above	Above
Snow removal	Above	Above
Sidewalk maintenance	Above	Above
Light timing	Similar	Similar
Bus or transit services	Below	Below
Amount of public parking	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

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, 2% of work commute trips were made by transit.

FIGURE 10: MODE OF TRAVEL USED FOR WORK COMMUTE



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 heavily to a homogeneous palette, 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 who can sustain in a community with mostly high cost housing 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 Suwanee 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 73% of respondents, while the variety of housing options was rated as “excellent” or “good” by 83% of respondents. The rating of perceived affordable housing availability was better the City of Suwanee than the ratings, on average, in comparison jurisdictions.

FIGURE 11: RATINGS OF HOUSING IN COMMUNITY

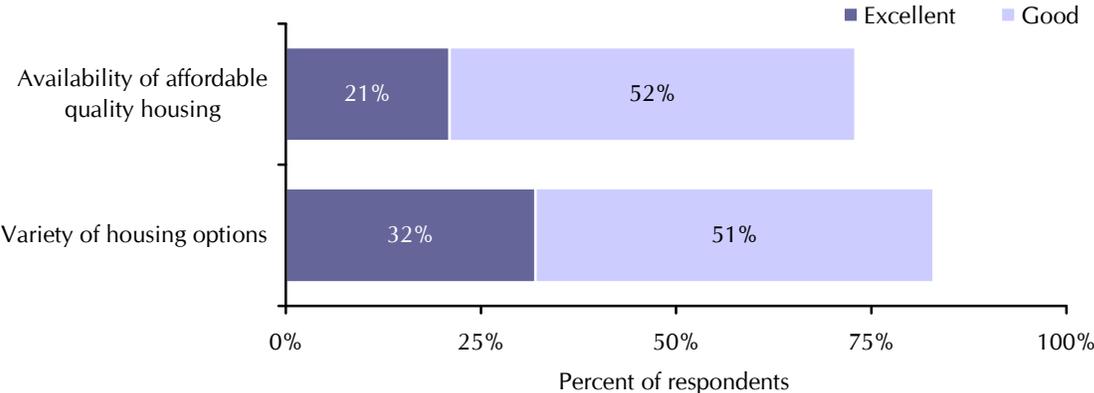


FIGURE 12: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Availability of affordable quality housing	Above	Above
Variety of housing options	Above	Above

To augment the perceptions of affordable housing in Suwanee, 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 Suwanee experiencing housing cost stress. About 32% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 13: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

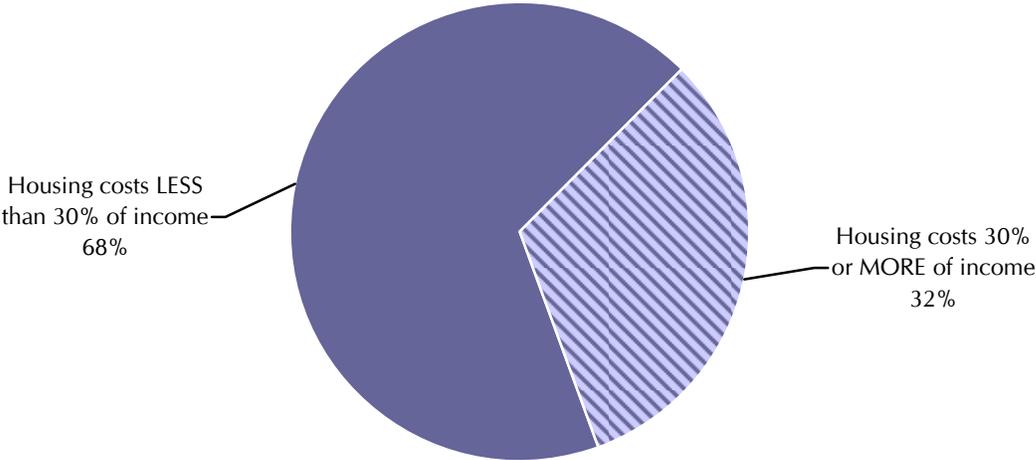


FIGURE 14: HOUSING COSTS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Experiencing housing costs stress (housing costs 30% or more of income)	Below	Below

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 Suwanee 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 Suwanee was rated as “excellent” by 44% of respondents and as “good” by an additional 39%. The overall appearance of Suwanee was rated as “excellent” or “good” by 92% of respondents and was higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Suwanee, 21% thought they were a “major” or “moderate” problem. The services of land use, planning and zoning, code enforcement (weeds, abandoned buildings, etc), animal control were rated above the benchmark.

FIGURE 15: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

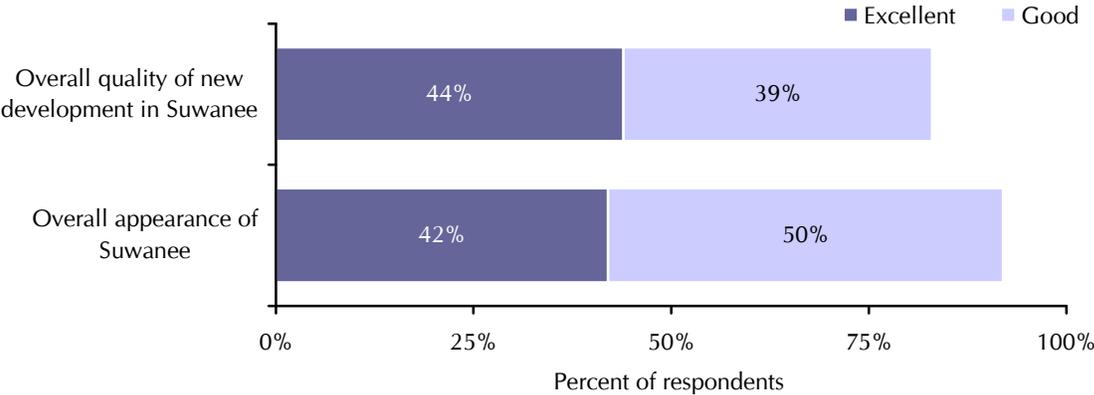


FIGURE 16: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Quality of new development in city	Above	Above
Overall appearance of Suwanee	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 17: RATINGS OF POPULATION GROWTH

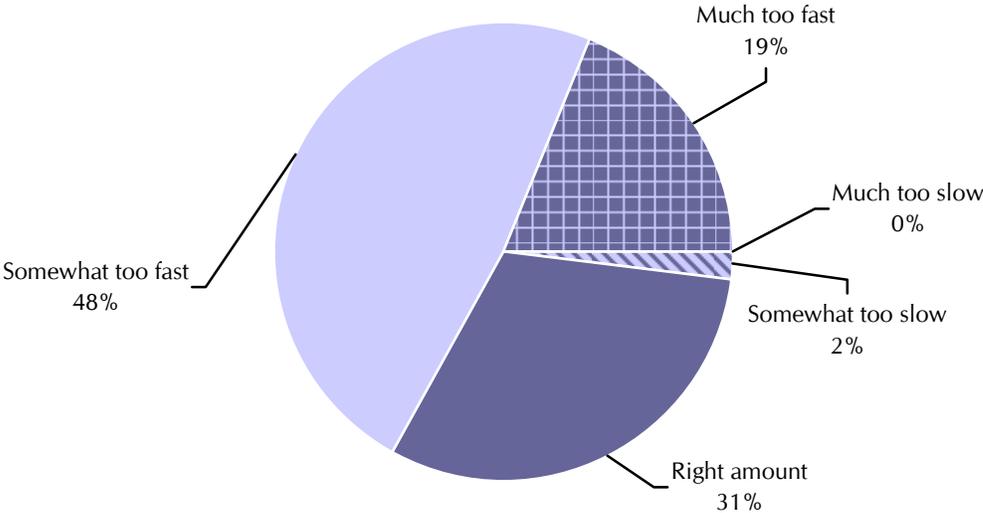


FIGURE 18: POPULATION GROWTH BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Population growth seen as too fast	Above	Above

FIGURE 19: RATINGS OF NUISANCE PROBLEMS

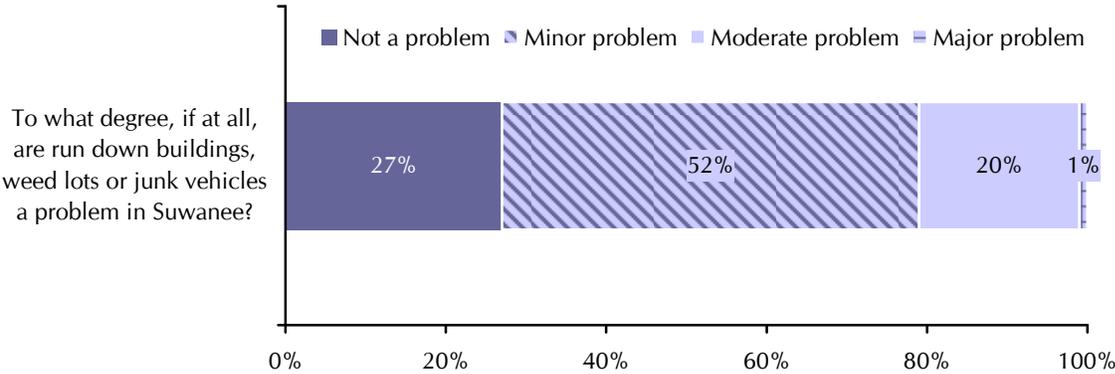


FIGURE 20: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Run down buildings, weed lots and junk vehicles are a "major" problem	Below	Below

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

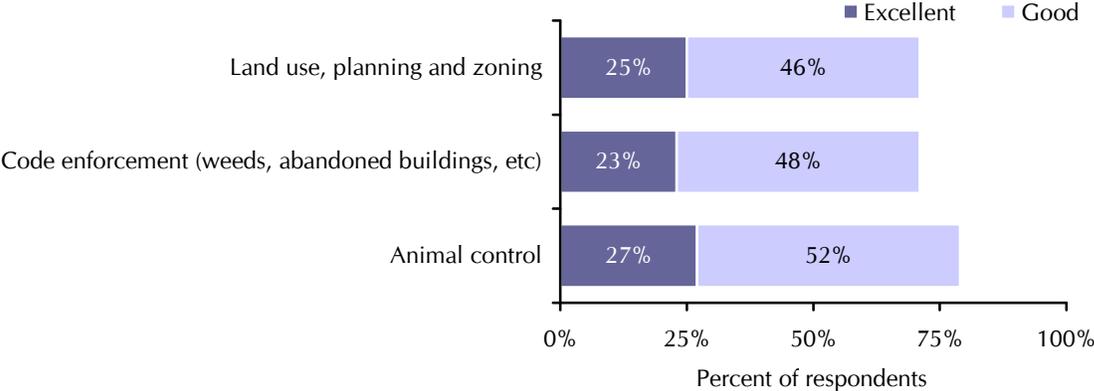


FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Land use, planning and zoning	Above	Above
Code enforcement (weeds, abandoned buildings, etc)	Above	Above
Animal control	Above	Above

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Suwanee as a place to work and overall quality of business and service establishments in Suwanee. Receiving the lowest rating was employment opportunities.

FIGURE 23: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

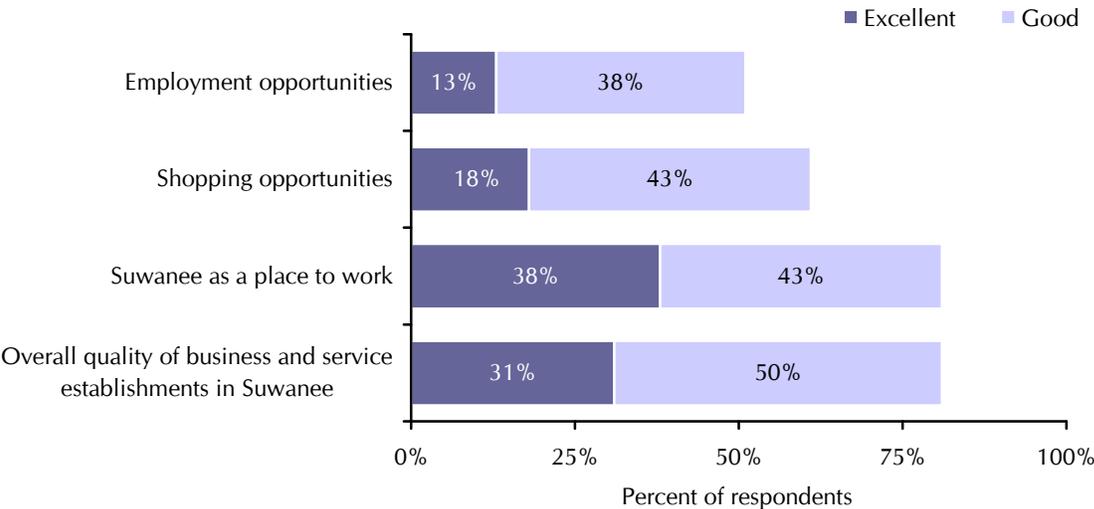


FIGURE 24: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Employment opportunities	Above	Above
Shopping opportunities	Similar	Above
Place to work	Above	Above
Overall quality of business and service establishments in Suwanee	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Suwanee, 64% responded that it was “too slow,” while 13% reported retail growth as “too slow.” Fewer residents in Suwanee compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that job growth was too slow.

FIGURE 25: RATINGS OF RETAIL AND JOB GROWTH

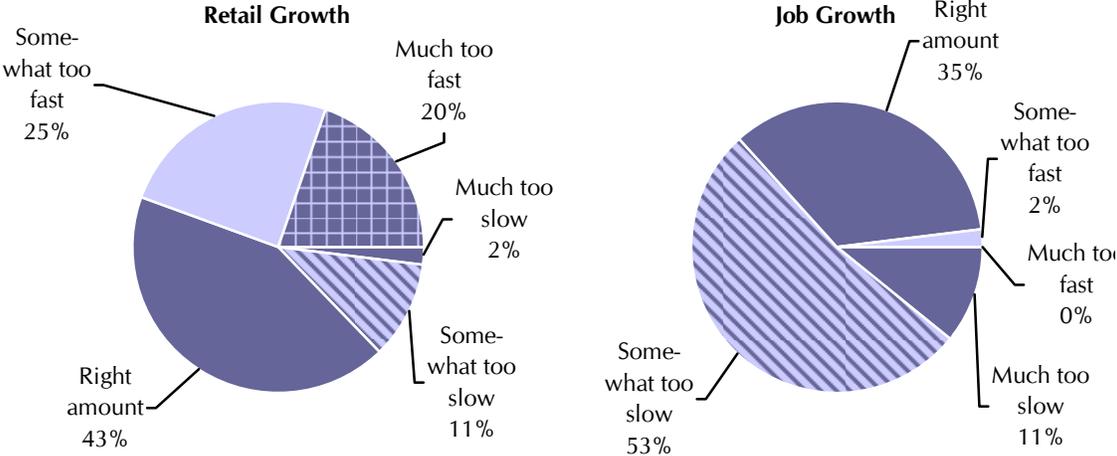


FIGURE 26: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Retail growth seen as too slow	Below	Below
Jobs growth seen as too slow	Below	Below

FIGURE 27: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

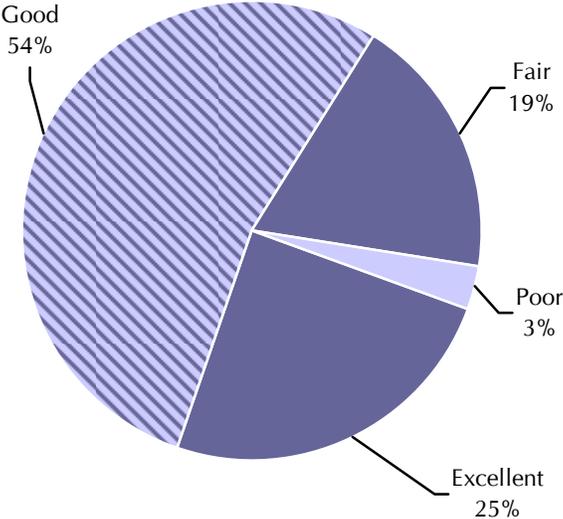


FIGURE 28: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Economic development	Above	Above

Residents were asked to reflect on their economic prospects in the near term. Ten percent of the City of Suwanee residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 47% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 29: RATINGS OF PERSONAL ECONOMIC FUTURE

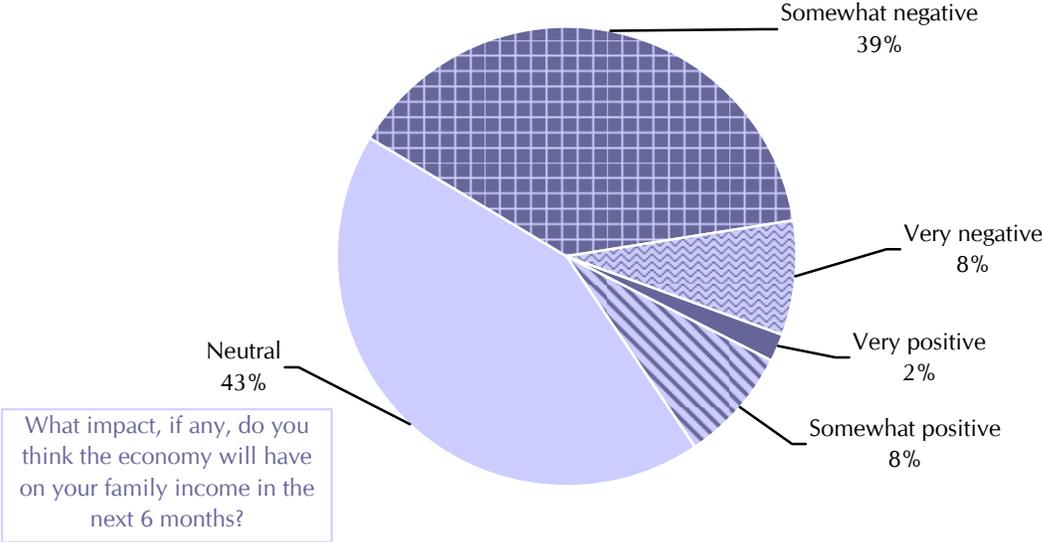


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

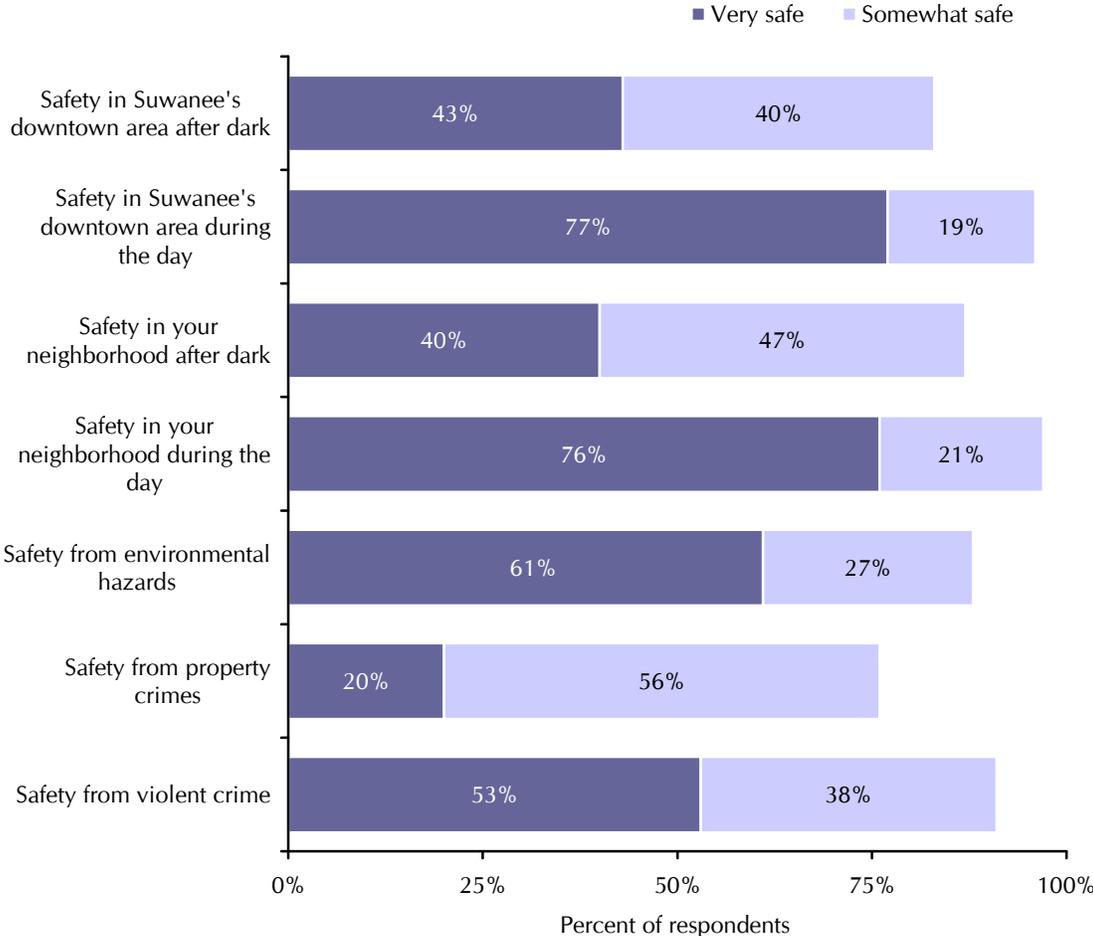
	National comparison	Populations under 40,000 in the Southern region comparison
Positive impact of economy on household income	Below	Below

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. Most gave positive ratings of safety in the City Suwanee. About 91% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 88% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 31: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 32: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Safety in your neighborhood during the day	Above	Above
Safety in your neighborhood after dark	Above	Above
Safety in Suwanee's downtown area during the day	Above	Above
Safety in Suwanee's downtown area after dark	Above	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above	Above
Safety from property crimes (e.g., burglary, theft)	Above	Above
Toxic waste or other environmental hazard(s)	Above	Above

As assessed by the survey, 8% 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, 76% had reported it to police. Compared to other jurisdictions fewer Suwanee residents had been victims of crime in the 12 months preceding the survey and about the same percent of Suwanee residents had reported their most recent crime victimization to the police.

FIGURE 33: CRIME VICTIMIZATION AND REPORTING

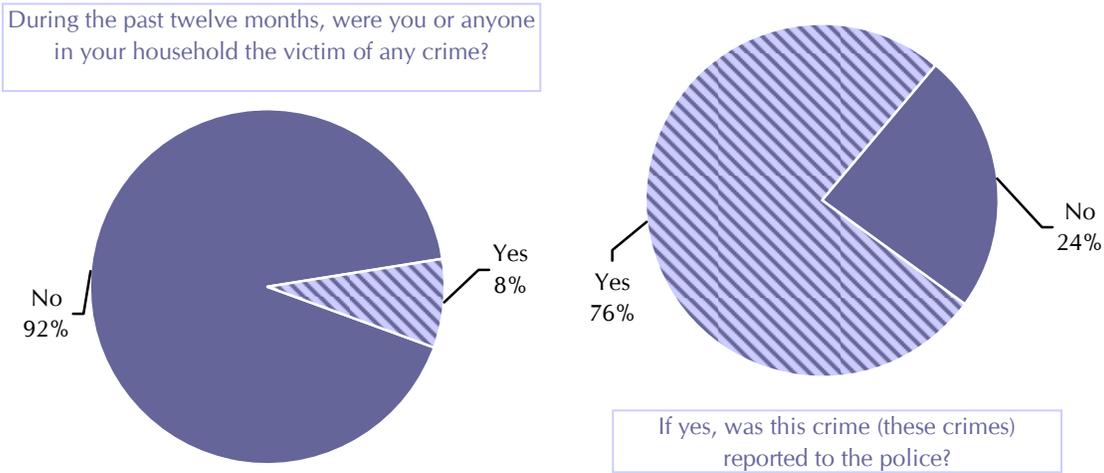


FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Victim of crime	Below	Below
Reported crimes	Similar	Similar

Residents rated seven City public safety services; of these, six were rated above the benchmarks comparison and one was rated similar to the benchmarks. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and municipal courts received the lowest ratings.

FIGURE 35: RATINGS OF PUBLIC SAFETY SERVICES

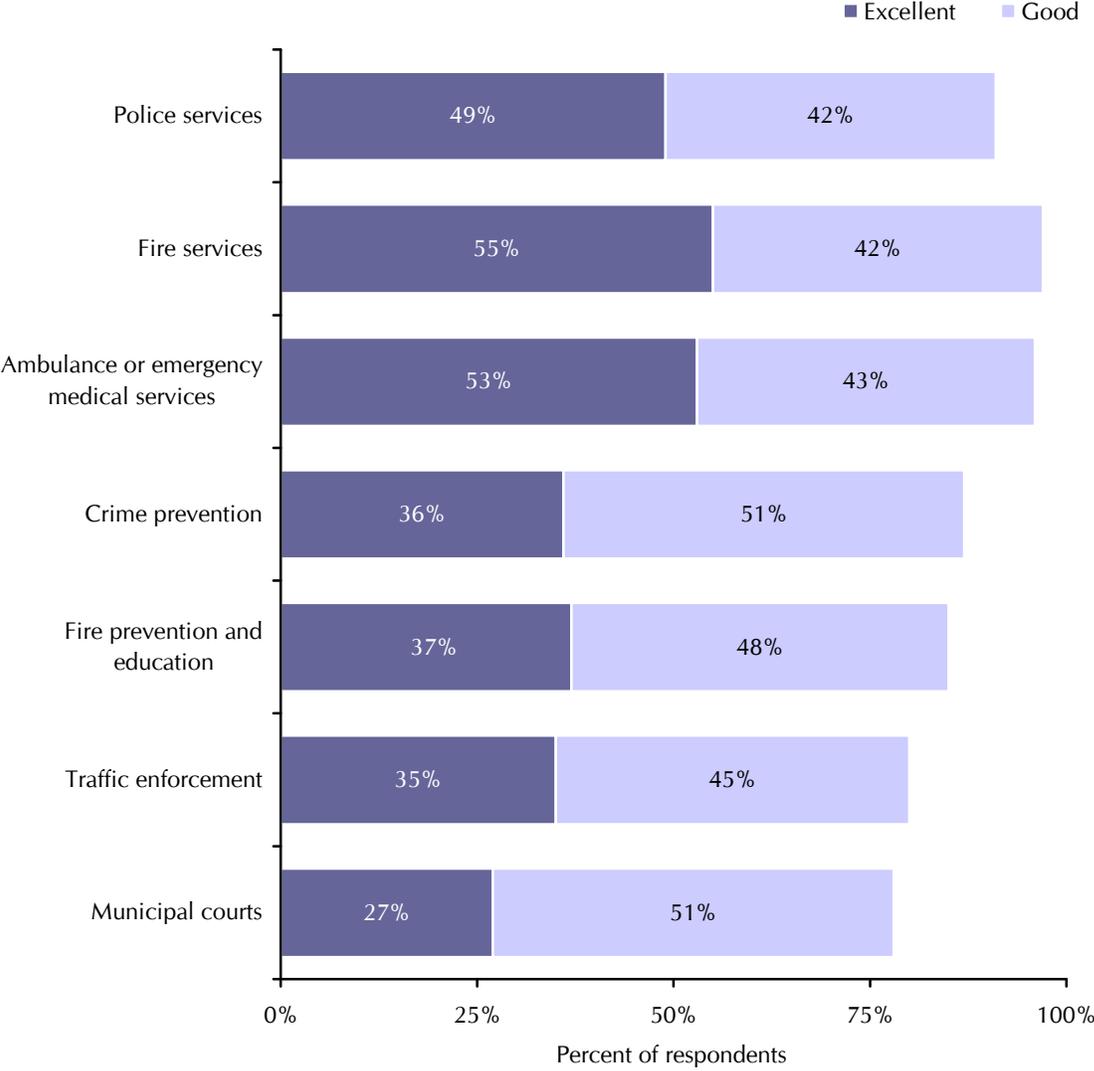


FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Police services	Above	Above
Fire services	Similar	Similar
EMS/ambulance	Above	Above
Crime prevention	Above	Above
Fire prevention and education	Above	Above
Traffic enforcement	Above	Above
Courts	Above	Above

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 Suwanee 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 89% of survey respondents. Cleanliness of Suwanee received the highest rating, and it was above the benchmarks.

FIGURE 37: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

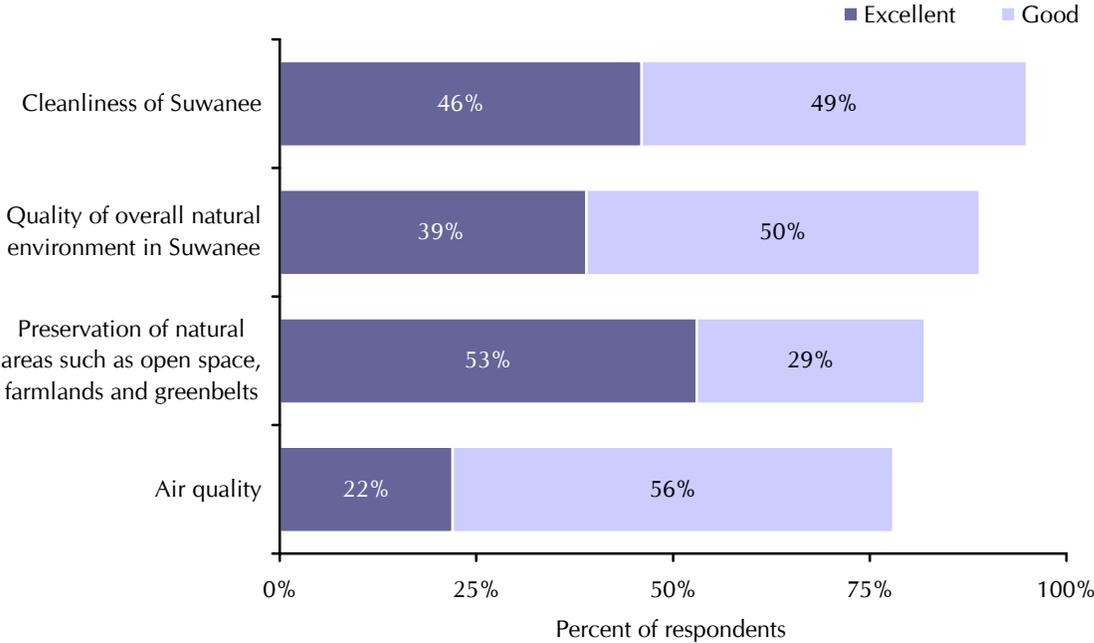


FIGURE 38: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Cleanliness of Suwanee	Above	Above
Quality of overall natural environment in Suwanee	Above	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above	Above
Air quality	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

Resident recycling was less than the recycling reported by national comparison communities but was similar to the amount reported in the custom benchmark.

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

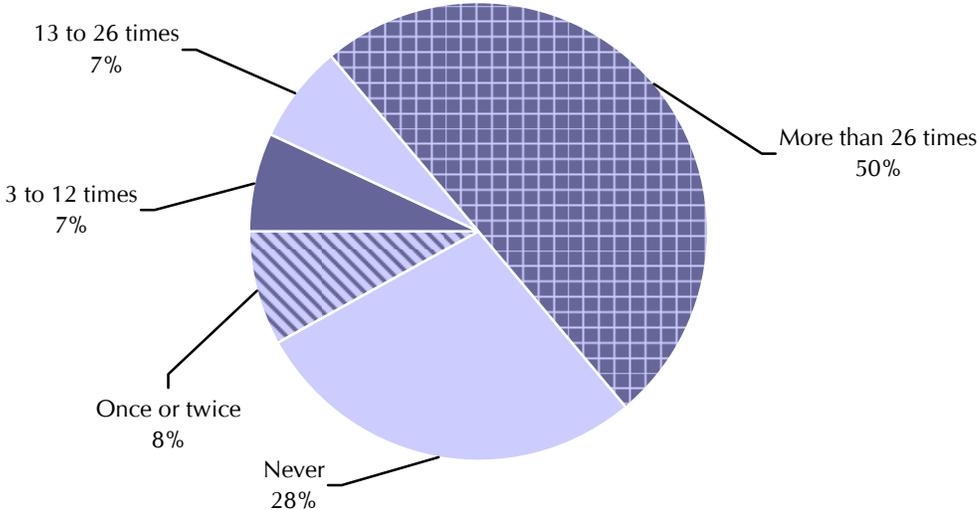


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Recycled used paper, cans or bottles from your home	Below	Similar

Of the six utility services rated by those completing the questionnaire, three were higher than the benchmark comparison, and one was below the benchmark comparison. Recycling was rated below the nation, and similar to the custom benchmark data.

FIGURE 41: RATINGS OF UTILITY SERVICES

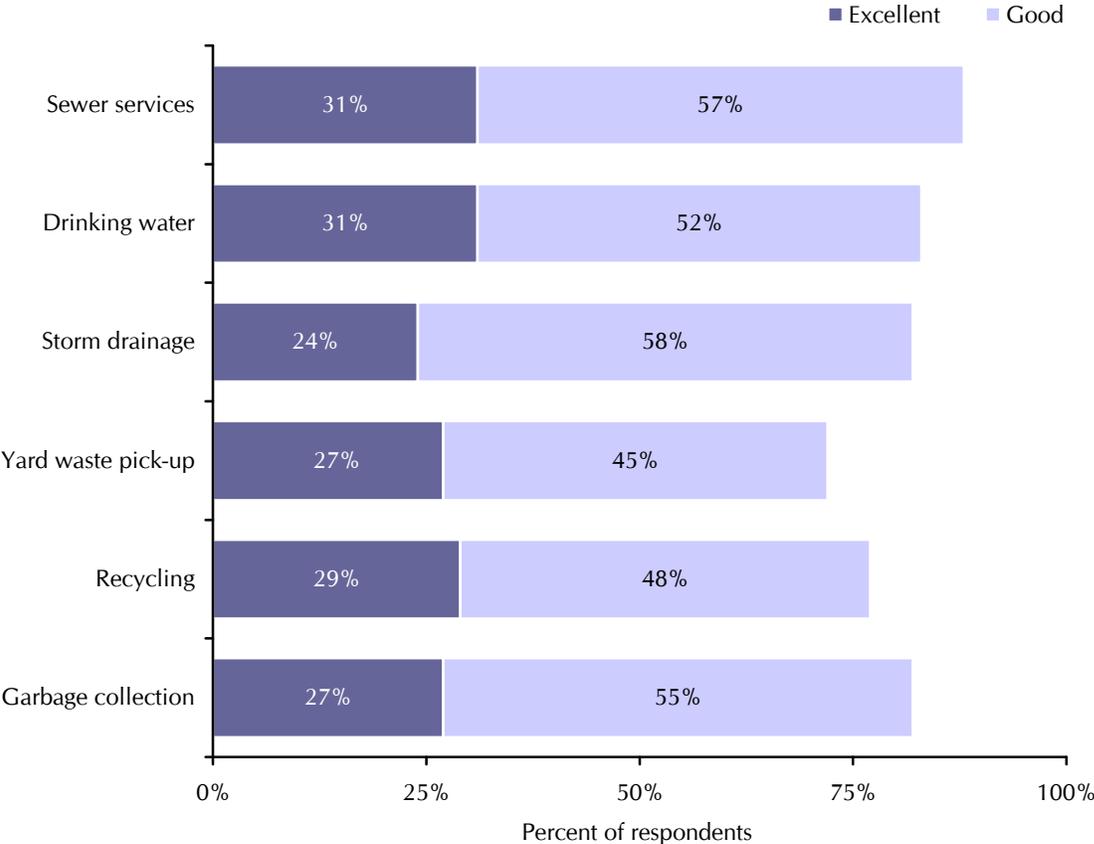


FIGURE 42: UTILITY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Sewer services	Above	Above
Drinking water	Above	Above
Storm drainage	Above	Above
Yard waste pick-up	Below	Below
Recycling	Below	Similar
Garbage collection	Below	Below

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 Suwanee were rated positively as were services related to parks and recreation. Recreational opportunities rated higher than the benchmarks and city parks, recreation programs or classes, recreation centers or facilities were all rated higher than the benchmarks.

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

FIGURE 43: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

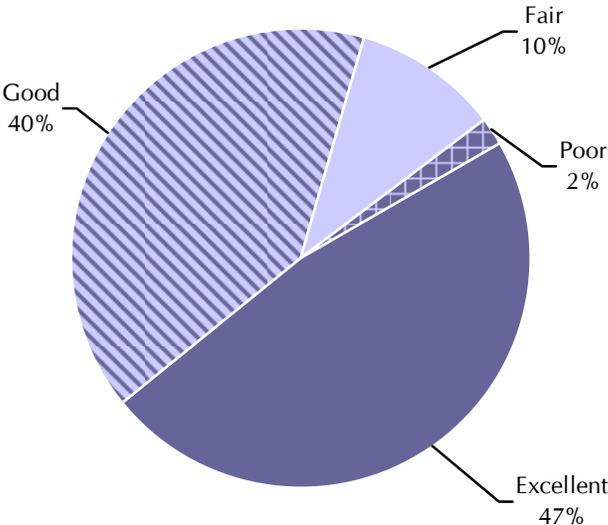


FIGURE 44: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Recreation opportunities	Above	Above

FIGURE 45: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

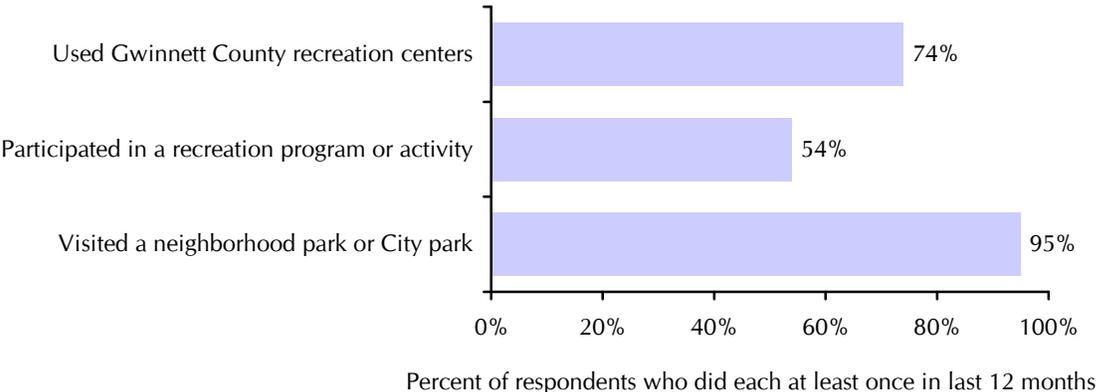


FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Used Suwanee recreation centers	Above	Above
Participated in a recreation program or activity	Above	Above
Visited a neighborhood park or City park	Above	Above

FIGURE 47: RATINGS OF PARKS AND RECREATION SERVICES

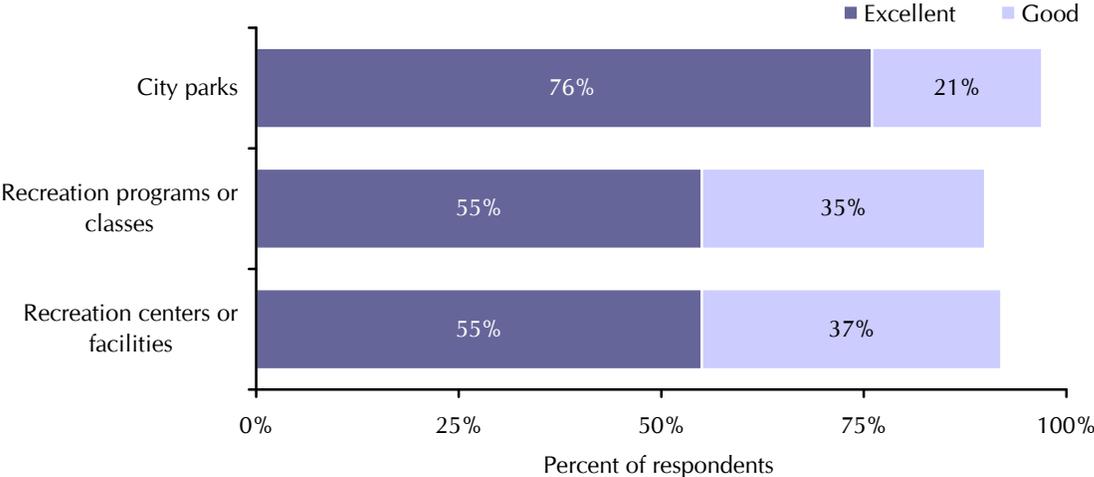


FIGURE 48: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
City parks	Above	Above
Recreation programs or classes	Above	Above
Recreation centers or facilities	Above	Above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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 75% of respondents. Educational opportunities were rated as “excellent” or “good” by 79% of respondents. Compared to the benchmark data, educational opportunities were above to the average of comparison jurisdictions, as was cultural activity opportunities were rated above the benchmark comparisons.

FIGURE 49: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

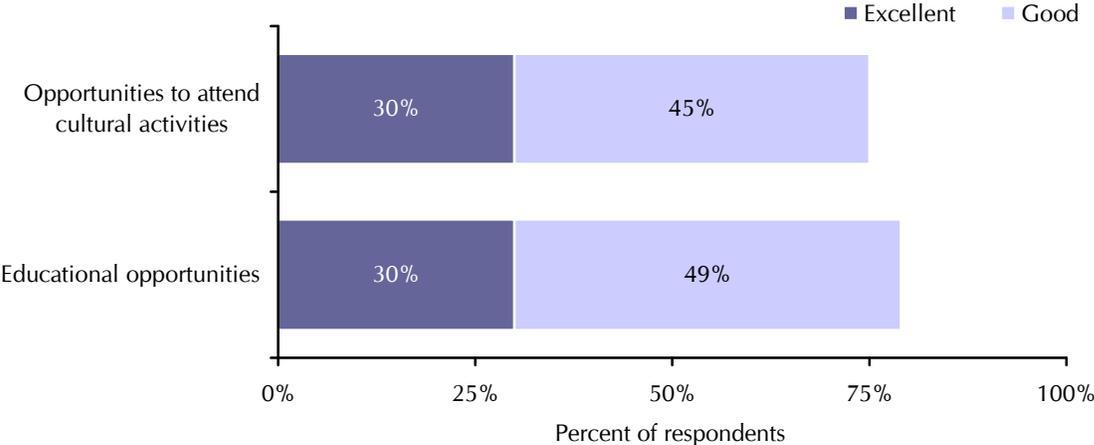


FIGURE 50: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Opportunities to attend cultural activities	Above	Above
Educational opportunities	Above	Above

FIGURE 51: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

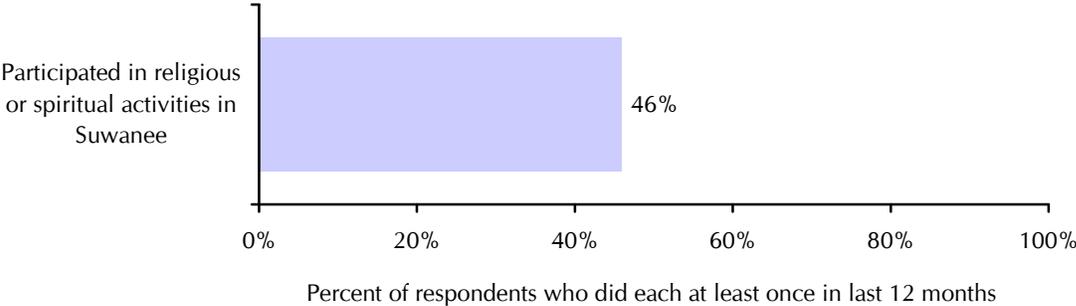


FIGURE 52: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Participated in religious or spiritual activities in Suwanee	Below	Not available

FIGURE 53: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

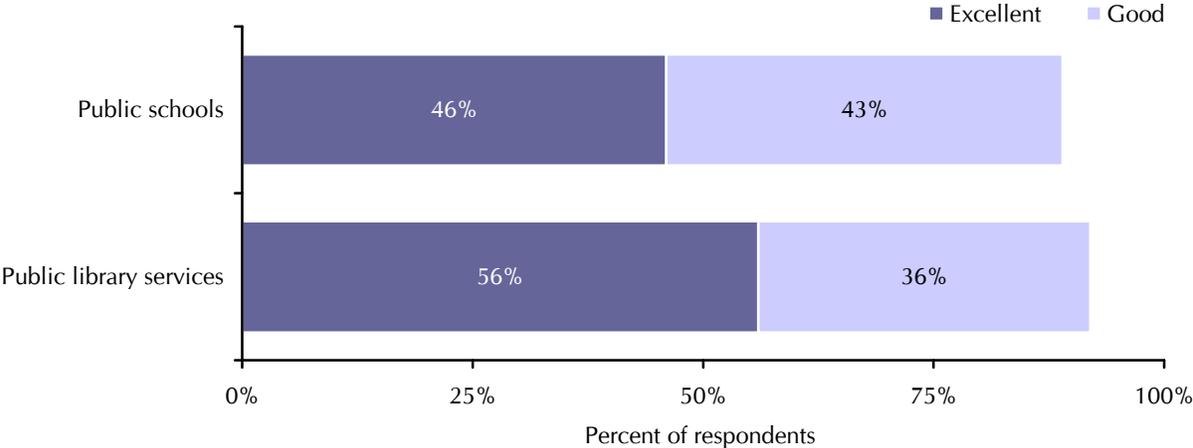


FIGURE 54: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Public schools	Above	Above
Public library services	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

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 Suwanee 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. The availability of affordable quality food was rated most positively for the City of Suwanee, while the availability for affordable quality health care and preventative health services were rated less favorably by residents.

Among Suwanee residents, 20% rated affordable quality health care as “excellent” while 46% rated it as “good.” Those ratings were above the ratings of comparison communities.

FIGURE 55: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

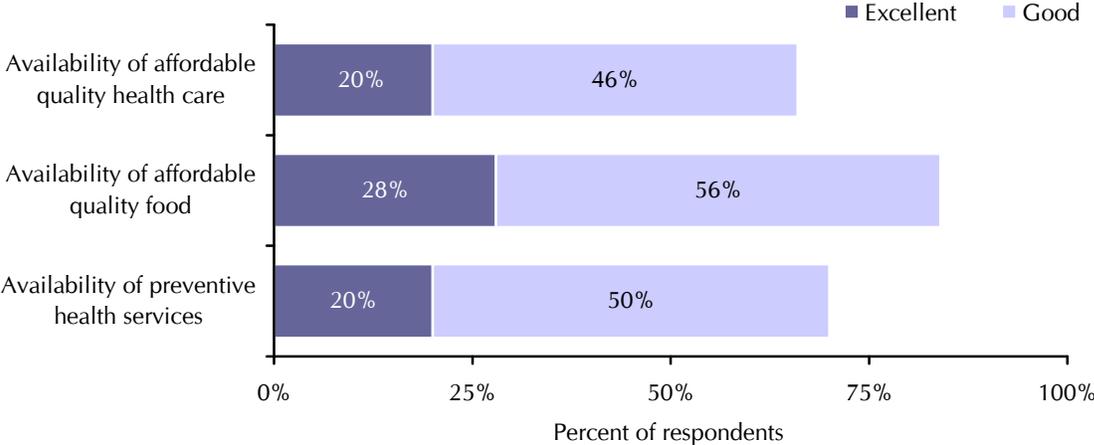


FIGURE 56: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Availability of affordable quality health care	Above	Above
Availability of affordable quality food	Above	Above
Availability of preventive health services	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Health Services offered in the City of Suwanee were rated above the benchmarks.

FIGURE 57: RATINGS OF HEALTH AND WELLNESS SERVICES

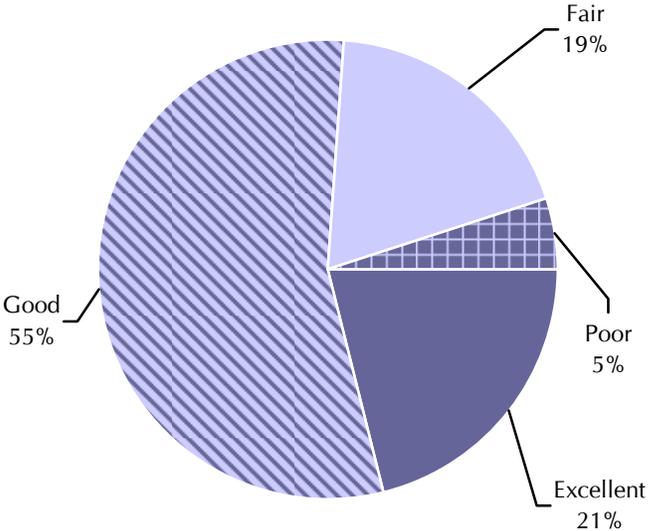


FIGURE 58: HEALTH AND WELLNESS SERVICES BENCHMARKS

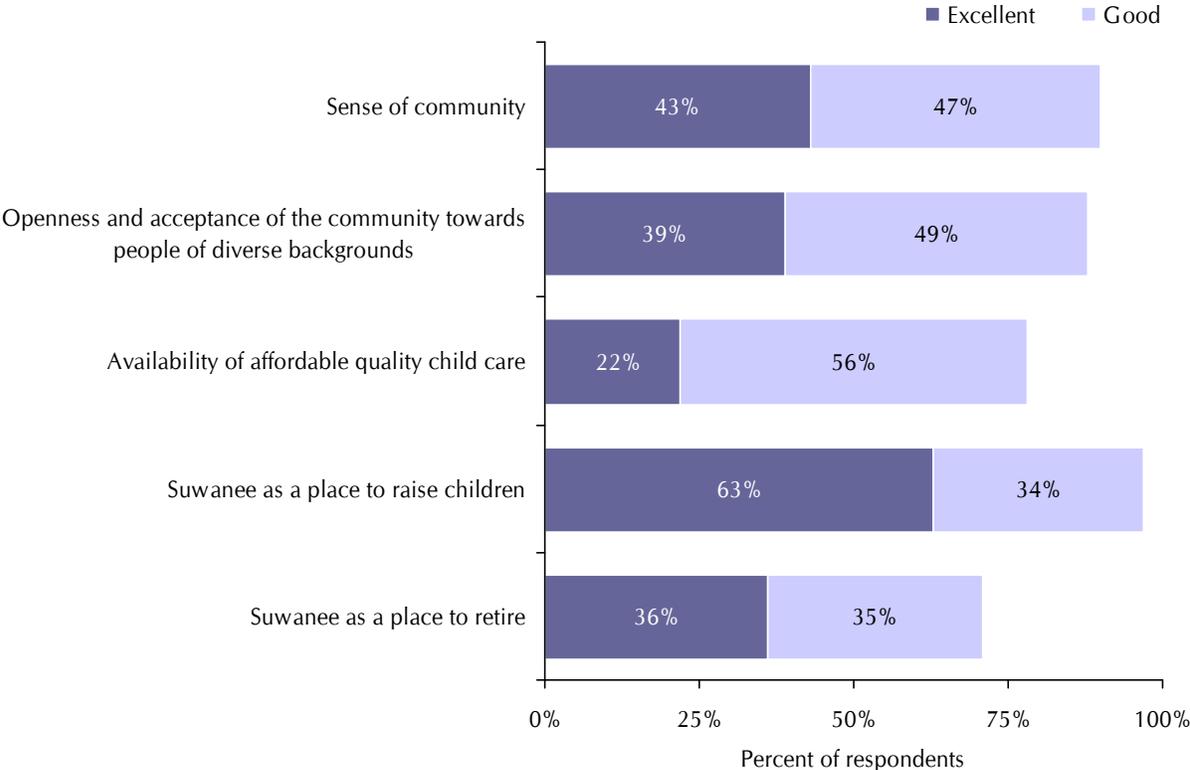
	National comparison	Populations under 40,000 in the Southern region comparison
Health services	Above	Above

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 Suwanee 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 Suwanee as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Suwanee was open and accepting towards people of diverse backgrounds. Suwanee as a place to retire was rated the lowest by residents but was higher than the benchmarks.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Sense of community	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Above	Above
Suwanee as a place to raise kids	Above	Above
Suwanee as a place to retire	Above	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 85 to 63 percent with ratings of “excellent” or “good.” These services were rated above the benchmark comparisons.

FIGURE 61: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

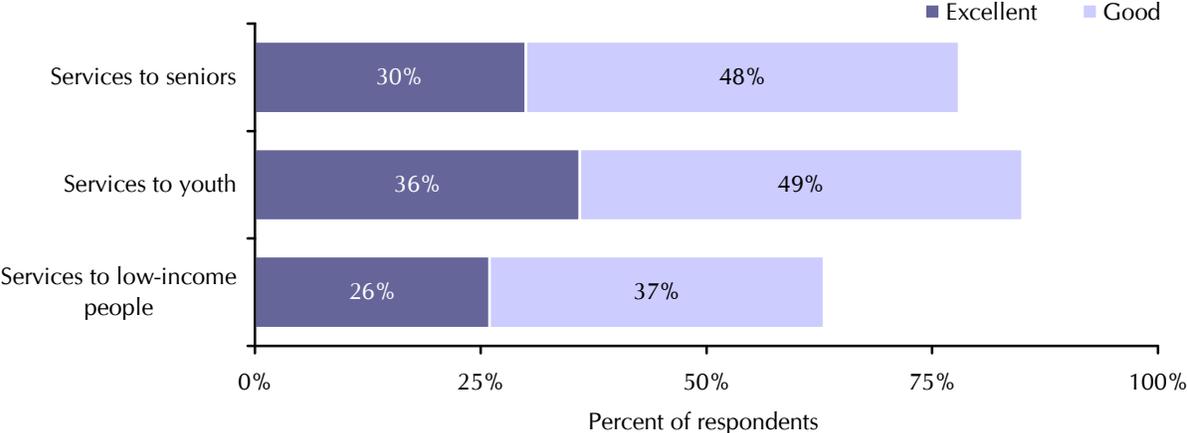


FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Services to seniors	Above	Above
Services to youth	Above	Above
Services to low income residents	Above	Above

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials 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 to provide 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 Suwanee. Survey participants rated the volunteer opportunities in the City of Suwanee favorably. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was above the benchmark while the rating for opportunities to volunteer was similar to the national comparison and lower when compared to population under 40,000 in the Southern region.

FIGURE 63: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

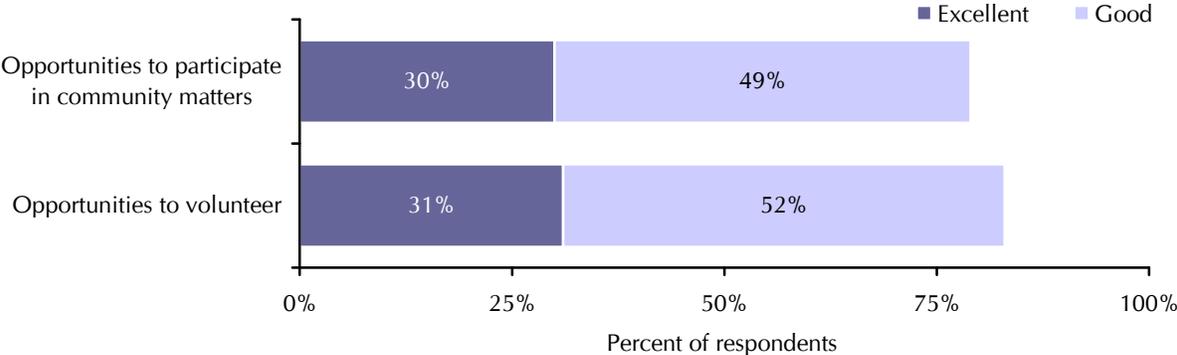


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Opportunities to participate in community matters	Above	Above
Opportunities to volunteer	Similar	Below

The National Citizen Survey™ by National Research Center, Inc.

Most of the participants in this survey had not attended a public meeting, volunteered time to a group 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. Provision of help to a friend or neighbor showed similar rates of involvement when compared to the nation; while attended a meeting of local elected officials or other local public meeting showed higher rates. Volunteerism in Suwanee and participation in a club or civic group in Suwanee showed lower rates of community engagement.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

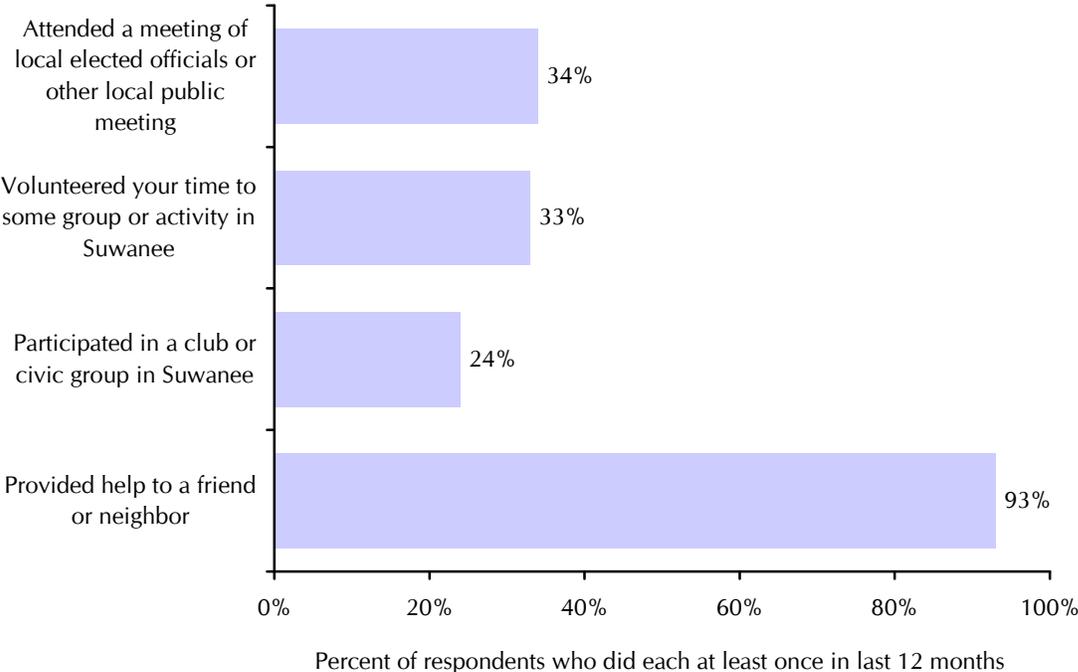


FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Attended a meeting of local elected officials or other local public meeting	Above	Above
Volunteered your time to some group or activity in Suwanee	Below	Below
Participated in a club or civic group in Suwanee	Below	Not available
Provided help to a friend or neighbor	Similar	Not available

The National Citizen Survey™ by National Research Center, Inc.

City of Suwanee residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-nine percent reported they were registered to vote and 84% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 67: REPORTED VOTING BEHAVIOR

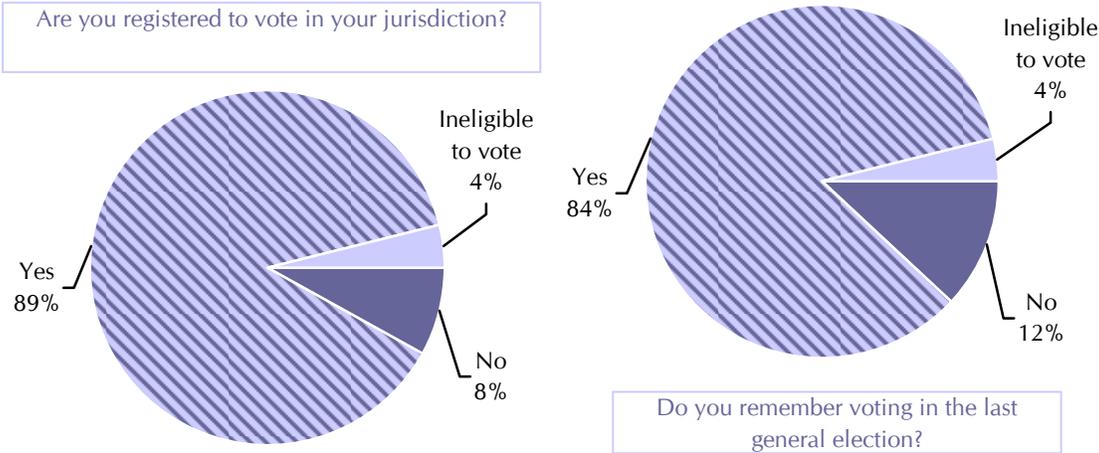


FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Registered to vote	Above	Above
Voted in last general election	Above	Above

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 Suwanee Web site in the previous 12 months, 77% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 69: USE OF INFORMATION SOURCES

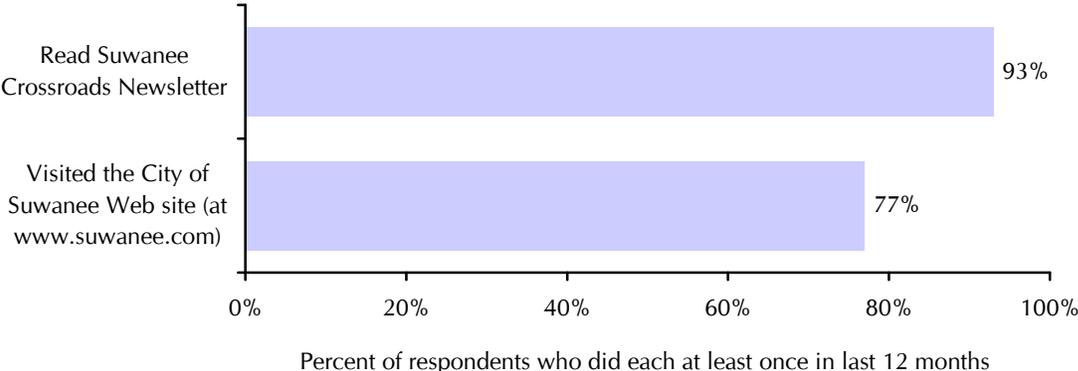


FIGURE 70: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Read Suwanee Newsletter	Above	Above
Visited the City of Suwanee Web site	Above	Not available

FIGURE 71: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

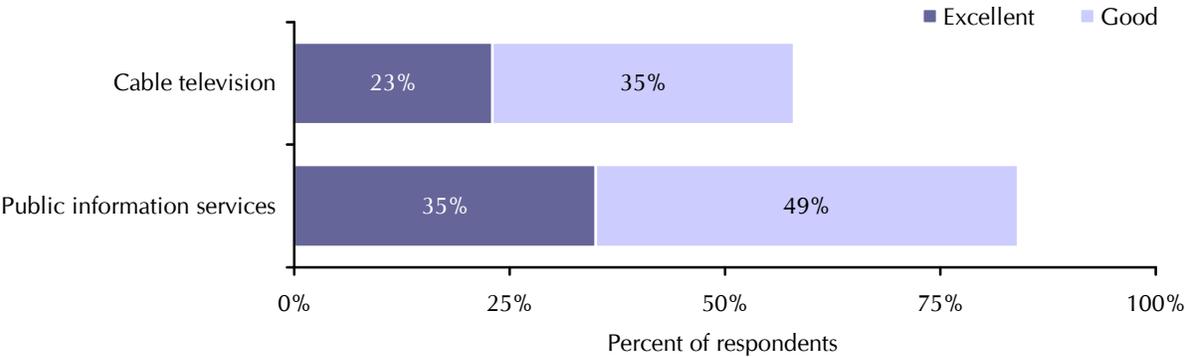


FIGURE 72: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Cable television	Similar	Similar
Public information services	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 80% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 73: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

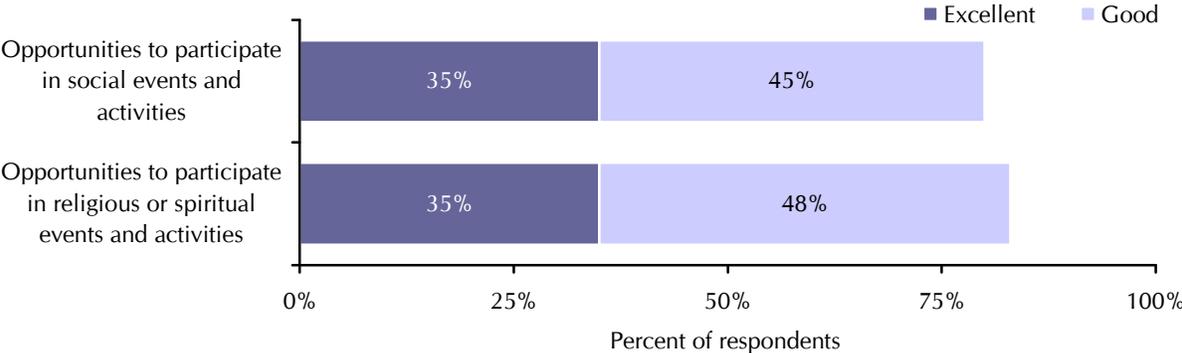


FIGURE 74: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Opportunities to participate in social events and activities	Above	Above
Opportunities to participate in religious or spiritual events	Similar	Not available

Residents in Suwanee reported a strong amount of neighborliness. More than 67% indicated talking or visiting with their neighbors several times a week or more frequently. The amount of contact with neighbors was less than the amount of contact reported in other communities across the nation.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS

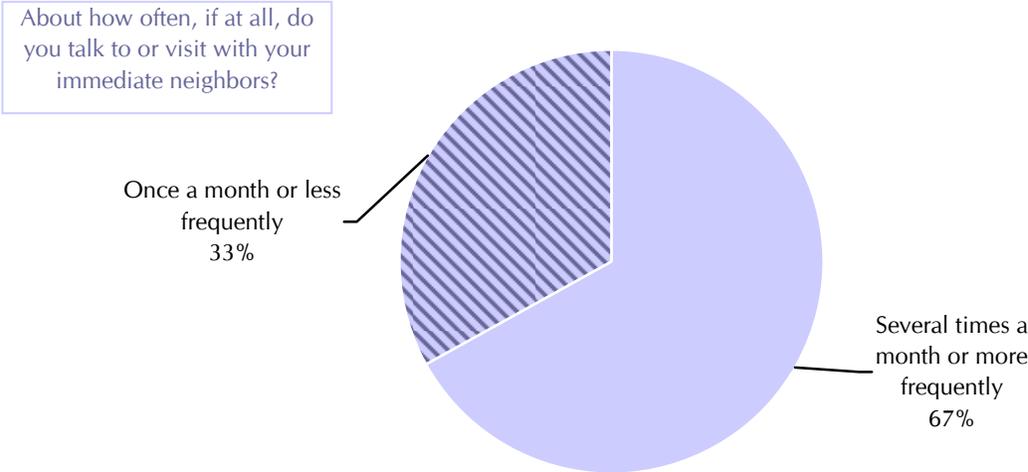


FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Has contact with neighbors at least once per month	Below	Not available

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 Suwanee 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 Suwanee 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 Suwanee 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 Suwanee does at listening to citizens, 72% rated it as "excellent" or "good." Of these five ratings, all were above the benchmarks.

FIGURE 77: PUBLIC TRUST RATINGS

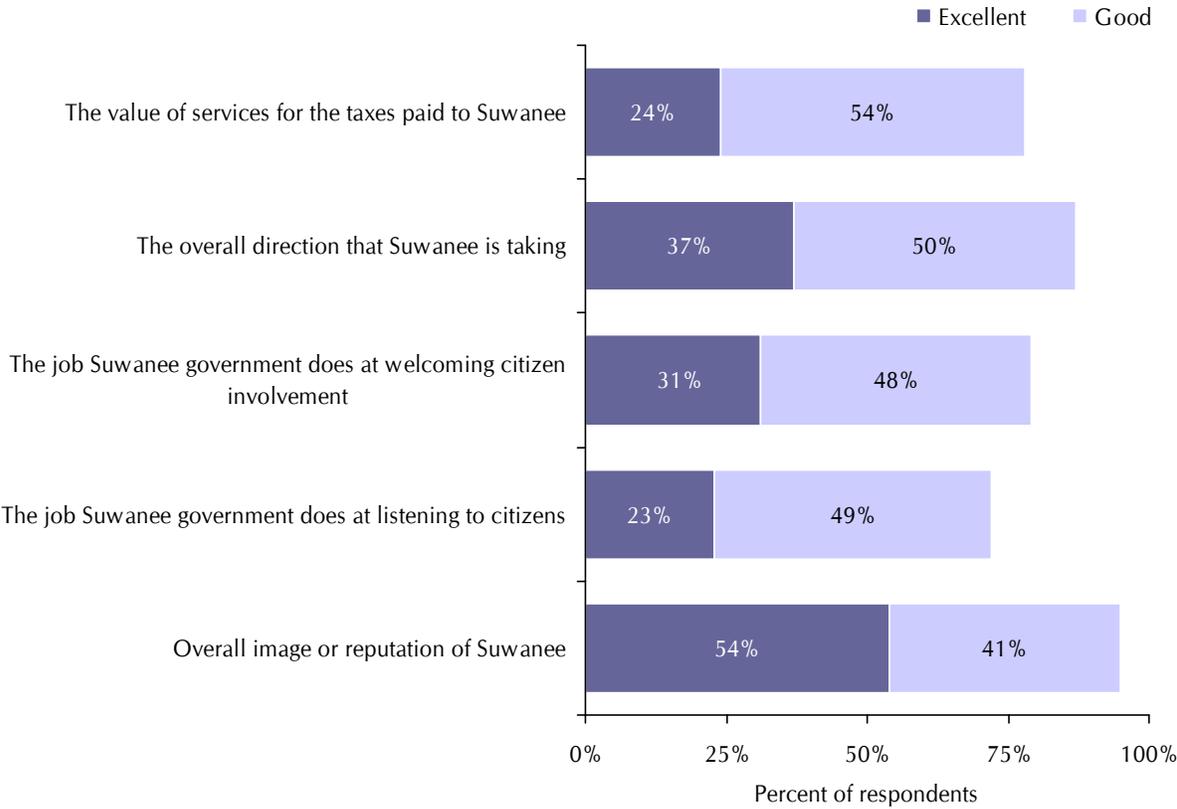


FIGURE 78: PUBLIC TRUST BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Value of services for the taxes paid to Suwanee	Above	Above
The overall direction that Suwanee is taking	Above	Above
Job Suwanee government does at welcoming citizen involvement	Above	Above
Job Suwanee government does at listening to citizens	Above	Above
Overall image or reputation of Suwanee	Above	Above

On average, residents of the City of Suwanee gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the City of Suwanee was rated as “excellent” or “good” by 93% of survey participants. The City of Suwanee’s rating was above the benchmark when compared to other communities.

FIGURE 79: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

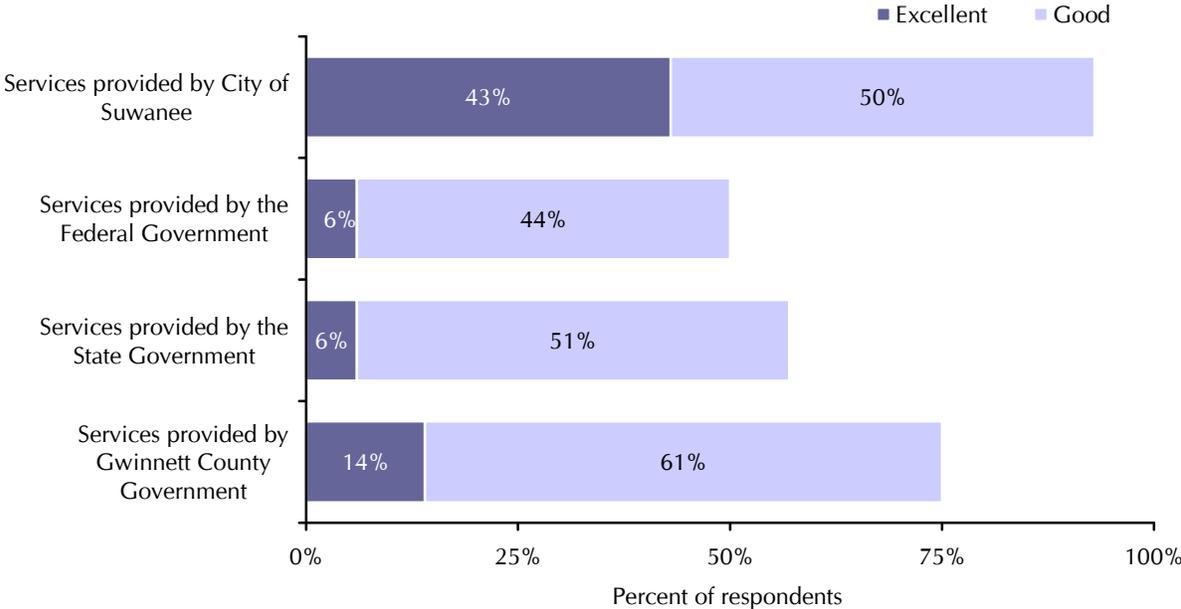


FIGURE 80: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Services provided by the City of Suwanee	Above	Above
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Similar	Similar
Gwinnett County government general	Above	Not available

City of Suwanee Employees

The employees of the City of Suwanee who interact with the public create the first impression that most residents have of the City of Suwanee. 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 Suwanee. 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 Suwanee staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 52% 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; 91% of respondents rated their overall impression as "excellent" or "good."

FIGURE 81: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

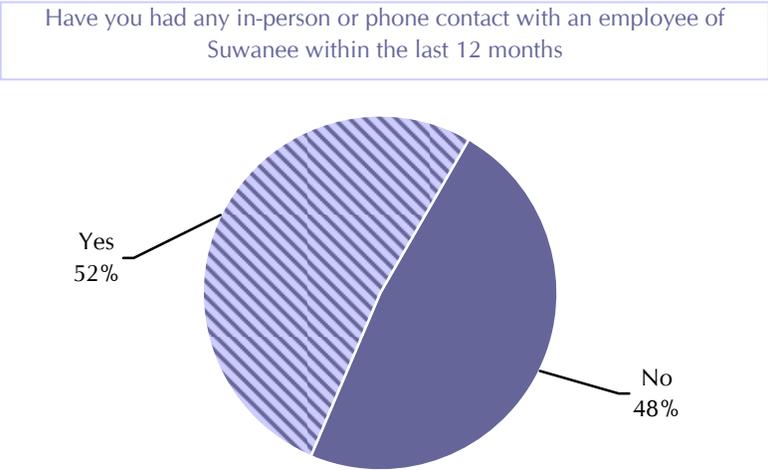


FIGURE 82: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
Had contact with city employee(s) in last 12 months	Below	Below

FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

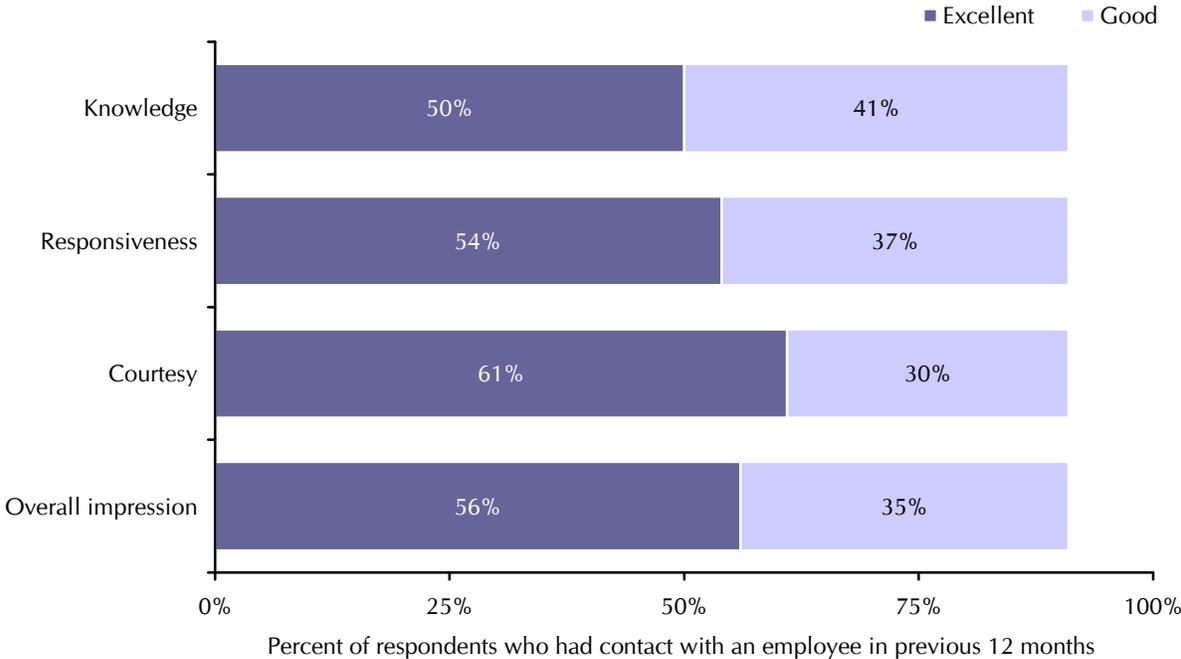


FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations under 40,000 in the Southern region comparison
City employee knowledge	Above	Above
City employee responsiveness	Above	Above
City employee courteousness	Above	Above
Overall impression	Above	Above

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. 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 Key Driver Analysis, 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 Key Driver Analysis (KDA) was conducted for the City of Suwanee by examining the relationships between ratings of each service and ratings of the City of Suwanee'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 Suwanee can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

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

- Police services
- Recreation centers or facilities
- Street lighting

CITY OF SUWANEE ACTION CHART™

The 2008 City of Suwanee Action Chart™ on the following page combines two dimensions of performance:

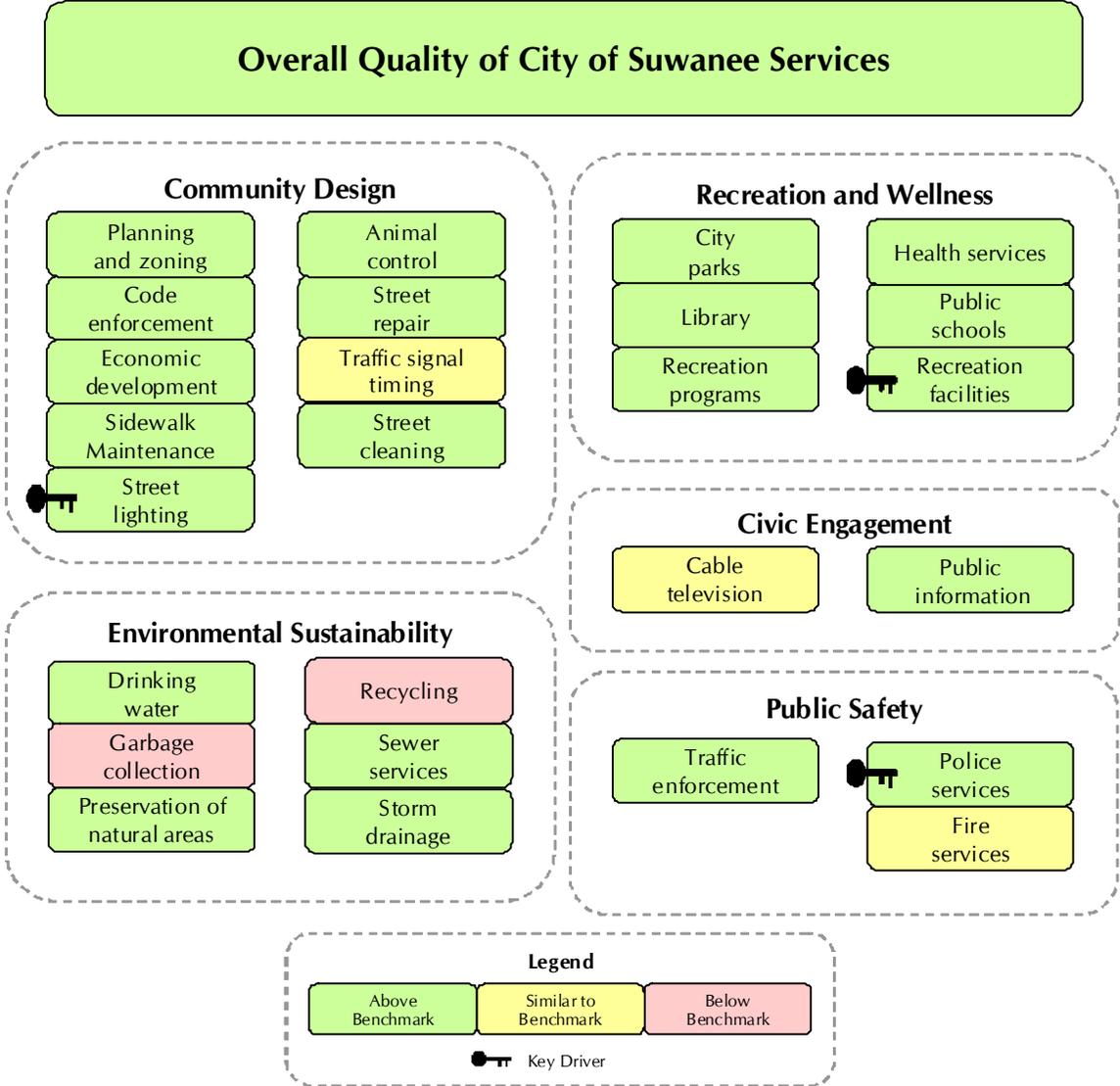
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Twenty-six services were included in the KDA for the City of Suwanee. Of these, 21 were above the benchmark, two were below the benchmark and three were similar to the benchmark. The three key drivers are shown.

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 Suwanee, no key drivers were below the benchmark. 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 Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 85: CITY OF SUWANEE ACTION CHART



Using Your Action Chart™

The key drivers derived for the City of Suwanee 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 Suwanee, NRC lists the key drivers derived from tens of thousands of resident responses from across the county. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. 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. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, the City of Suwanee key drivers that overlap core services or the nationally derived keys.

FIGURE 86: KEY DRIVERS COMPARED

Service	City of Suwanee Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Economic development		✓	
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Police services	✓	✓	✓
Public information services		✓	
Public schools		✓	
Recreation centers or facilities	✓		
Sewer			✓
Storm drainage			✓
Street lighting	✓		
Street repair			✓
Water			✓

POLICY QUESTIONS

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

Policy Question 1	
Over the past 12 months, how many total events have you or another household member attended at Town Center Park?	Percent of respondents
0 events	13%
1-2 events	27%
3-5 events	37%
6-10 events	15%
More than 10 events	9%
Total	100%

Policy Question 2				
Please indicate how often, if ever, you or another household member attended each of the following events at Town Center Park in the last 12 months?	Never	Once or twice	3 or more times	Total
Farmers Market	42%	42%	16%	100%
Movie(s)	69%	25%	6%	100%
Suwanee Day	26%	60%	14%	100%
Concert(s)	31%	38%	31%	100%
Other (Petapalooza, Life is good Festival, Plays, etc.)	37%	42%	21%	100%

Policy Question 3	
If Suwanee were more pedestrian-friendly, how much more likely would you be to walk to destinations in the city?	Percent of respondents
Much more likely	54%
Somewhat more likely	31%
Not at all more likely	15%
Total	100%

Policy Question 4	
In an effort to reduce the number of trucks on city streets, consolidate pick-up days, increase recycling and offer yard waste pick-up, the City could consider contracting with a single hauler to provide city-wide residential trash and recycling services.	Percent of respondents
Strongly support	39%
Somewhat support	32%
Somewhat oppose	13%
Strongly oppose	16%
Total	100%

Policy Question 5	
To what extent would you support or oppose the City considering contracting with a single hauler if it reduced the price you pay for trash collection?	Percent of respondents
Strongly support	58%
Somewhat support	27%
Somewhat oppose	7%
Strongly oppose	8%
Total	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 Suwanee:	Excellent	Good	Fair	Poor	Total
Suwanee as a place to live	66%	31%	2%	0%	100%
Your neighborhood as a place to live	49%	41%	7%	2%	100%
Suwanee as a place to raise children	63%	34%	3%	0%	100%
Suwanee as a place to work	38%	43%	14%	5%	100%
Suwanee as a place to retire	36%	35%	25%	4%	100%
The overall quality of life in Suwanee	54%	41%	5%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Suwanee as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	43%	47%	7%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	39%	49%	11%	1%	100%
Overall appearance of Suwanee	42%	50%	8%	0%	100%
Cleanliness of Suwanee	46%	49%	5%	0%	100%
Overall quality of new development in Suwanee	44%	39%	15%	3%	100%
Variety of housing options	32%	51%	17%	0%	100%
Overall quality of business and service establishments in Suwanee	31%	50%	17%	2%	100%
Shopping opportunities	18%	43%	32%	7%	100%
Opportunities to attend cultural activities	30%	45%	20%	4%	100%
Recreational opportunities	47%	40%	10%	2%	100%
Employment opportunities	13%	38%	39%	11%	100%
Educational opportunities	30%	49%	15%	6%	100%
Opportunities to participate in social events and activities	35%	45%	18%	1%	100%
Opportunities to participate in religious or spiritual events and activities	35%	48%	14%	3%	100%
Opportunities to volunteer	31%	52%	15%	2%	100%
Opportunities to participate in community matters	30%	49%	17%	4%	100%
Ease of car travel in Suwanee	15%	39%	34%	11%	100%
Ease of bus travel in Suwanee	10%	17%	31%	42%	100%
Ease of bicycle travel in Suwanee	19%	31%	30%	20%	100%
Ease of walking in Suwanee	29%	32%	27%	13%	100%
Availability of paths and walking trails	55%	33%	10%	3%	100%
Traffic flow on major streets	7%	31%	44%	18%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Suwanee as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	11%	37%	43%	9%	100%
Availability of affordable quality housing	21%	52%	24%	3%	100%
Availability of affordable quality child care	22%	56%	18%	4%	100%
Availability of affordable quality health care	20%	46%	26%	7%	100%
Availability of affordable quality food	28%	56%	14%	3%	100%
Availability of preventive health services	20%	50%	24%	5%	100%
Air quality	22%	56%	19%	4%	100%
Quality of overall natural environment in Suwanee	39%	50%	10%	1%	100%
Overall image or reputation of Suwanee	54%	41%	4%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Suwanee over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	2%	31%	48%	19%	100%
Retail growth (stores, restaurants, etc.)	2%	11%	43%	25%	20%	100%
Jobs growth	11%	53%	35%	2%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Suwanee?	Percent of respondents
Not a problem	27%
Minor problem	52%
Moderate problem	20%
Major problem	1%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Suwanee:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	53%	38%	8%	2%	0%	100%
Property crimes (e.g., burglary, theft)	20%	56%	12%	10%	1%	100%
Environmental hazards, including toxic waste	61%	27%	10%	2%	0%	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	76%	21%	2%	1%	0%	100%
In your neighborhood after dark	40%	47%	6%	6%	1%	100%
In Suwanee's downtown area during the day	77%	19%	3%	0%	0%	100%
In Suwanee's downtown area after dark	43%	40%	13%	4%	0%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	24%
Yes	76%
Total	100%

Question 9: 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 Suwanee?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Gwinnett County recreation centers	26%	23%	28%	10%	14%	100%
Participated in a recreation program or activity	46%	19%	16%	10%	10%	100%
Visited a neighborhood park or City park	5%	15%	32%	20%	27%	100%
Attended a meeting of local elected officials or other local public meeting	66%	25%	8%	0%	1%	100%
Read Suwanee Crossroads Newsletter	7%	12%	64%	11%	5%	100%
Visited the City of Suwanee Web site (at www.suwanee.com)	23%	28%	39%	7%	3%	100%
Recycled used paper, cans or bottles from your home	28%	8%	7%	7%	50%	100%
Volunteered your time to some group or activity in Suwanee	67%	16%	9%	3%	4%	100%
Participated in religious or spiritual activities in Suwanee	54%	17%	10%	5%	14%	100%
Participated in a club or civic group in Suwanee	76%	14%	6%	1%	3%	100%
Provided help to a friend or neighbor	7%	23%	46%	14%	10%	100%

Question 10: 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	19%
Several times a week	24%
Several times a month	24%
Once a month	7%
Several times a year	11%
Once a year or less	6%
Never	9%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Suwanee:	Excellent	Good	Fair	Poor	Total
Police services	49%	42%	5%	3%	100%
Fire services	55%	42%	3%	0%	100%
Ambulance or emergency medical services	53%	43%	4%	1%	100%
Crime prevention	36%	51%	10%	3%	100%
Fire prevention and education	37%	48%	14%	1%	100%
Municipal courts	27%	51%	16%	6%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Suwanee:	Excellent	Good	Fair	Poor	Total
Traffic enforcement	35%	45%	16%	4%	100%
Street repair	20%	56%	22%	2%	100%
Street cleaning	24%	55%	18%	4%	100%
Street lighting	21%	53%	18%	8%	100%
Snow removal	34%	45%	14%	8%	100%
Sidewalk maintenance	20%	53%	20%	6%	100%
Traffic signal timing	14%	41%	28%	16%	100%
Bus or transit services	12%	29%	23%	36%	100%
Garbage collection	27%	55%	14%	3%	100%
Recycling	29%	48%	14%	10%	100%
Yard waste pick-up	27%	45%	15%	13%	100%
Storm drainage	24%	58%	13%	5%	100%
Drinking water	31%	52%	13%	3%	100%
Sewer services	31%	57%	10%	2%	100%
City parks	76%	21%	3%	0%	100%
Recreation programs or classes	55%	35%	8%	3%	100%
Recreation centers or facilities	55%	37%	6%	2%	100%
Land use, planning and zoning	25%	46%	21%	8%	100%
Code enforcement (weeds, abandoned buildings, etc)	23%	48%	23%	6%	100%
Animal control	27%	52%	19%	2%	100%
Economic development	25%	54%	19%	3%	100%
Health services	21%	55%	19%	5%	100%
Services to seniors	30%	48%	15%	6%	100%
Services to youth	36%	49%	12%	2%	100%
Services to low-income people	26%	37%	24%	13%	100%
Public library services	56%	36%	8%	0%	100%
Public information services	35%	49%	13%	2%	100%
Public schools	46%	43%	8%	2%	100%
Cable television	23%	35%	25%	17%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	53%	29%	14%	3%	100%

Question 12: 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 Suwanee	43%	50%	5%	1%	100%
The Federal Government	6%	44%	34%	16%	100%
The State Government	6%	51%	34%	8%	100%
Gwinnett County Government	14%	61%	21%	5%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Suwanee within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Suwanee in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	50%	41%	4%	4%	100%
Responsiveness	54%	37%	3%	6%	100%
Courtesy	61%	30%	3%	6%	100%
Overall impression	56%	35%	4%	6%	100%

Question 15: Government Performance					
Please rate the following categories of Suwanee government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Suwanee	24%	54%	18%	5%	100%
The overall direction that Suwanee is taking	37%	50%	8%	6%	100%
The job Suwanee government does at welcoming citizen involvement	31%	48%	15%	5%	100%
The job Suwanee government does at listening to citizens	23%	49%	21%	7%	100%

Question 16: 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 Suwanee to someone who asks	72%	23%	3%	2%	100%
Remain in Suwanee for the next five years	62%	29%	3%	5%	100%

Question 17: 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	8%
Neutral	43%
Somewhat negative	39%
Very negative	8%
Total	100%

Question 18a: Policy Question 1	
Over the past 12 months, how many total events have you or another household member attended at Town Center Park?	Percent of respondents
0 events	13%
1-2 events	27%
3-5 events	37%
6-10 events	15%
More than 10 events	9%
Total	100%

Question 18b: Policy Question 2				
Please indicate how often, if ever, you or another household member attended each of the following events at Town Center Park in the last 12 months?	Never	Once or twice	3 or more times	Total
Farmers Market	42%	42%	16%	100%
Movie(s)	69%	25%	6%	100%
Suwanee Day	26%	60%	14%	100%
Concert(s)	31%	38%	31%	100%
Other (Petapalooza, Life is good Festival, Plays, etc.)	37%	42%	21%	100%

Question 18c: Policy Question 3	
If Suwanee were more pedestrian-friendly, how much more likely would you be to walk to destinations in the city?	Percent of respondents
Much more likely	54%
Somewhat more likely	31%
Not at all more likely	15%
Total	100%

Question 18d: Policy Question 4	
In an effort to reduce the number of trucks on city streets, consolidate pick-up days, increase recycling and offer yard waste pick-up, the City could consider contracting with a single hauler to provide city-wide residential trash and recycling services.	Percent of respondents
Strongly support	39%
Somewhat support	32%
Somewhat oppose	13%
Strongly oppose	16%
Total	100%

Question 18e: Policy Question 5	
To what extent would you support or oppose the City considering contracting with a single hauler if it reduced the price you pay for trash collection?	Percent of respondents
Strongly support	58%
Somewhat support	27%
Somewhat oppose	7%
Strongly oppose	8%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	17%
Yes, full-time	74%
Yes, part-time	9%
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	77%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	7%
Bus, rail, subway or other public transportation	2%
Walk	0%
Bicycle	0%
Work at home	13%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Suwanee?	Percent of respondents
Less than 2 years	24%
2 to 5 years	33%
6 to 10 years	17%
11 to 20 years	22%
More than 20 years	4%
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	72%
House attached to one or more houses (e.g., a duplex or town)	10%
Building with two or more apartments or condominiums	18%
Mobile home	0%
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	23%
Owned by you or someone in this house with a mortgage or free and clear	77%
Total	100%

Question D6: Monthly Housing Cost	
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)?	Percent of respondents
Less than \$300 per month	1%
\$300 to \$599 per month	3%
\$600 to \$999 per month	16%
\$1,000 to \$1,499 per month	28%
\$1,500 to \$2,499 per month	40%
\$2,500 or more per month	12%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	57%
Yes	43%
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	90%
Yes	10%
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	6%
\$25,000 to \$49,999	12%
\$50,000 to \$99,999	36%
\$100,000 to \$149,000	27%
\$150,000 or more	19%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	95%
Yes, I consider myself to be Spanish, Hispanic or Latino	5%
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	1%
Asian, Asian Indian or Pacific Islander	8%
Black or African American	7%
White	83%
Other	3%
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	5%
25 to 34 years	26%
35 to 44 years	25%
45 to 54 years	30%
55 to 64 years	9%
65 to 74 years	3%
75 years or older	3%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	50%
Male	50%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	8%
Yes	89%
Ineligible to vote	4%
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	12%
Yes	84%
Ineligible to vote	4%
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 Suwanee:	Excellent		Good		Fair		Poor		Don't know		Total	
	Suwanee as a place to live	66%	233	31%	109	2%	8	0%	0	0%	0	100%
Your neighborhood as a place to live	49%	173	41%	143	7%	26	2%	8	0%	0	100%	350
Suwanee as a place to raise children	56%	198	30%	105	3%	10	0%	0	11%	38	100%	350
Suwanee as a place to work	26%	92	29%	103	9%	32	4%	13	31%	110	100%	349
Suwanee as a place to retire	25%	88	25%	88	18%	62	3%	10	29%	100	100%	347
The overall quality of life in Suwanee	54%	189	41%	142	5%	16	0%	1	0%	0	100%	349

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Suwanee as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	43%	148	47%	162	7%	23	2%	8	1%	5	100%
Openness and acceptance of the community towards people of diverse backgrounds	37%	125	46%	158	11%	37	1%	5	6%	19	100%	344
Overall appearance of Suwanee	42%	145	50%	173	8%	27	0%	0	0%	1	100%	347
Cleanliness of Suwanee	46%	160	49%	169	5%	17	0%	0	0%	1	100%	347
Overall quality of new development in Suwanee	43%	148	38%	131	14%	50	2%	9	3%	10	100%	349
Variety of housing options	30%	105	49%	170	16%	55	0%	1	5%	16	100%	347
Overall quality of business and service establishments in Suwanee	30%	104	49%	170	16%	56	2%	7	2%	8	100%	344
Shopping opportunities	18%	61	43%	149	32%	110	7%	25	0%	1	100%	345
Opportunities to attend cultural activities	28%	96	41%	142	18%	63	4%	14	9%	31	100%	345
Recreational opportunities	46%	161	39%	136	10%	35	2%	7	3%	11	100%	350
Employment opportunities	8%	29	25%	87	26%	90	7%	25	33%	115	100%	346
Educational opportunities	24%	82	39%	137	12%	41	5%	17	20%	70	100%	348

Question 2: Community Characteristics

Please rate each of the following characteristics as they relate to Suwanee as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Opportunities to participate in social events and activities	34%	118	43%	151	17%	59	1%	5	5%	18	100%	350
Opportunities to participate in religious or spiritual events and activities	29%	103	40%	139	12%	42	2%	7	17%	58	100%	349
Opportunities to volunteer	24%	83	39%	137	12%	40	1%	5	24%	83	100%	348
Opportunities to participate in community matters	26%	90	43%	147	15%	51	3%	11	13%	43	100%	342
Ease of car travel in Suwanee	15%	52	39%	137	34%	119	11%	40	0%	1	100%	350
Ease of bus travel in Suwanee	4%	14	7%	23	12%	43	16%	57	60%	209	100%	345
Ease of bicycle travel in Suwanee	15%	51	24%	85	24%	83	15%	54	22%	76	100%	348
Ease of walking in Suwanee	27%	93	30%	104	25%	86	12%	41	6%	20	100%	344
Availability of paths and walking trails	54%	188	32%	113	10%	33	3%	10	1%	4	100%	349
Traffic flow on major streets	7%	26	30%	105	43%	150	18%	64	0%	1	100%	347
Amount of public parking	10%	35	34%	117	40%	139	8%	28	7%	25	100%	344
Availability of affordable quality housing	19%	65	47%	162	21%	73	3%	11	10%	36	100%	348
Availability of affordable quality child care	9%	31	23%	79	8%	26	2%	6	59%	206	100%	349
Availability of affordable quality health care	14%	50	34%	116	19%	66	5%	18	28%	96	100%	347
Availability of affordable quality food	27%	94	54%	189	14%	48	3%	9	3%	10	100%	349
Availability of preventive health services	14%	47	34%	116	16%	56	3%	11	33%	116	100%	346
Air quality	21%	72	53%	183	18%	62	3%	12	6%	19	100%	348
Quality of overall natural environment in Suwanee	39%	134	50%	173	10%	36	1%	3	1%	3	100%	348
Overall image or reputation of Suwanee	54%	187	41%	142	4%	15	0%	1	0%	1	100%	345

Question 3: Growth

Please rate the speed of growth in the following categories in Suwanee over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Population growth	0%	0	1%	5	27%	94	41%	144	17%	58	14%	49	100%	350
Retail growth (stores, restaurants, etc.)	2%	5	10%	36	39%	135	23%	79	18%	62	9%	30	100%	348
Jobs growth	5%	17	24%	85	16%	56	1%	3	0%	0	54%	188	100%	349

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Suwanee?	Percent of respondents	Count
Not a problem	26%	89
Minor problem	48%	168
Moderate problem	19%	64
Major problem	1%	5
Don't know	6%	21
Total	100%	348

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Suwanee:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	52%	184	37%	130	7%	26	2%	6	0%	0	1%	5	100%
Property crimes (e.g., burglary, theft)	20%	70	55%	193	12%	41	10%	35	1%	5	1%	5	100%	349
Environmental hazards, including toxic waste	55%	193	25%	86	9%	33	2%	6	0%	1	9%	31	100%	349

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	76%	266	21%	74	2%	6	1%	4	0%	0	0%	0	100%
In your neighborhood after dark	40%	141	47%	166	6%	21	6%	20	1%	2	0%	0	100%	349
In Suwanee's downtown area during the day	73%	255	18%	63	3%	10	0%	1	0%	1	6%	20	100%	349
In Suwanee's downtown area after dark	39%	137	36%	127	11%	40	3%	11	0%	1	10%	34	100%	349

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	321
Yes	8%	27
Don't know	1%	3
Total	100%	351

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	24%	6
Yes	76%	20
Don't know	0%	0
Total	100%	27

Question 9: 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 Suwanee?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Gwinnett County recreation centers	26%	88	23%	79	28%	97	10%	34	14%	47	100%
Participated in a recreation program or activity	46%	157	19%	64	16%	54	10%	33	10%	35	100%	344
Visited a neighborhood park or City park	5%	18	15%	53	32%	109	20%	71	27%	95	100%	347
Attended a meeting of local elected officials or other local public meeting	66%	228	25%	87	8%	27	0%	1	1%	2	100%	345
Read Suwanee Crossroads Newsletter	7%	24	12%	42	64%	223	11%	40	5%	18	100%	347
Visited the City of Suwanee Web site (at www.suwanee.com)	23%	79	28%	98	39%	135	7%	23	3%	12	100%	347
Recycled used paper, cans or bottles from your home	28%	97	8%	29	7%	24	7%	23	50%	173	100%	347
Volunteered your time to some group or activity in Suwanee	67%	235	16%	57	9%	31	3%	12	4%	13	100%	348
Participated in religious or spiritual activities in Suwanee	54%	187	17%	59	10%	33	5%	16	14%	49	100%	344
Participated in a club or civic group in Suwanee	76%	266	14%	49	6%	19	1%	4	3%	9	100%	348
Provided help to a friend or neighbor	7%	25	23%	81	46%	160	14%	47	10%	34	100%	348

Question 10: 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	19%	67
Several times a week	24%	83
Several times a month	24%	84
Once a month	7%	24
Several times a year	11%	39
Once a year or less	6%	19
Never	9%	32
Total	100%	349

Question 11: Service Quality												
Please rate the quality of each of the following services in Suwanee:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	44%	154	38%	133	5%	17	3%	11	9%	33	100%
Fire services	37%	127	28%	98	2%	7	0%	0	33%	116	100%	348
Ambulance or emergency medical services	30%	105	25%	85	2%	8	0%	1	42%	146	100%	346
Crime prevention	30%	104	43%	148	9%	30	3%	9	15%	53	100%	344
Fire prevention and education	20%	70	26%	89	8%	26	0%	1	46%	160	100%	346
Municipal courts	12%	41	23%	79	7%	25	3%	9	56%	194	100%	347
Traffic enforcement	31%	107	40%	138	14%	48	4%	12	11%	38	100%	344
Street repair	19%	64	52%	177	21%	71	2%	6	8%	26	100%	344
Street cleaning	21%	73	48%	166	15%	53	3%	11	12%	42	100%	344
Street lighting	20%	67	50%	169	17%	58	7%	25	6%	20	100%	339
Snow removal	8%	28	11%	37	3%	11	2%	6	75%	253	100%	335
Sidewalk maintenance	18%	60	46%	158	18%	60	5%	18	13%	45	100%	341
Traffic signal timing	13%	45	40%	136	27%	93	16%	53	5%	16	100%	343
Bus or transit services	4%	13	9%	31	7%	25	12%	39	68%	228	100%	336
Garbage collection	23%	79	46%	160	12%	41	3%	9	16%	57	100%	345
Recycling	22%	75	36%	125	11%	37	7%	26	24%	82	100%	344
Yard waste pick-up	16%	54	26%	89	8%	29	7%	25	43%	146	100%	343
Storm drainage	19%	63	45%	153	10%	34	4%	12	23%	77	100%	340
Drinking water	30%	102	50%	170	13%	44	3%	10	5%	18	100%	344
Sewer services	25%	86	47%	161	8%	29	1%	5	19%	64	100%	344
City parks	74%	256	21%	71	3%	10	0%	1	2%	7	100%	346
Recreation programs or classes	37%	127	23%	80	5%	17	2%	7	33%	112	100%	343
Recreation centers or facilities	44%	152	30%	102	5%	16	2%	7	19%	66	100%	342
Land use, planning and zoning	21%	73	39%	132	18%	61	7%	24	15%	51	100%	342
Code enforcement (weeds, abandoned buildings, etc)	18%	61	37%	128	18%	62	5%	17	22%	74	100%	343
Animal control	18%	62	35%	120	13%	44	2%	5	33%	112	100%	343
Economic development	21%	71	45%	154	15%	53	2%	8	17%	58	100%	344

Question 11: Service Quality												
Please rate the quality of each of the following services in Suwanee:	Excellent		Good		Fair		Poor		Don't know		Total	
	Health services	13%	46	35%	119	12%	42	3%	10	37%	127	100%
Services to seniors	10%	35	16%	55	5%	18	2%	7	66%	227	100%	342
Services to youth	19%	66	26%	90	7%	23	1%	3	47%	159	100%	341
Services to low-income people	7%	23	10%	33	7%	22	4%	12	73%	248	100%	339
Public library services	51%	175	33%	113	7%	25	0%	0	9%	32	100%	345
Public information services	27%	92	38%	128	10%	34	1%	5	24%	81	100%	340
Public schools	35%	118	33%	111	6%	21	2%	6	25%	86	100%	342
Cable television	19%	65	29%	100	21%	73	15%	50	16%	54	100%	342
Preservation of natural areas such as open space, farmlands and greenbelts	49%	166	27%	92	13%	45	3%	10	8%	27	100%	340

Question 12: 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 Suwanee	42%	145	48%	167	5%	18	1%	4	4%	15	100%
The Federal Government	5%	17	37%	127	29%	100	14%	47	16%	54	100%	345
The State Government	5%	18	43%	150	29%	101	7%	25	15%	52	100%	346
Gwinnett County Government	12%	43	54%	189	19%	64	4%	15	11%	37	100%	348

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Suwanee within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	48%	167
Yes	52%	183
Total	100%	350

Question 14: City Employees												
What was your impression of the employee(s) of the City of Suwanee in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	50%	91	41%	74	4%	8	4%	7	1%	1	100%
Responsiveness	53%	97	37%	67	3%	6	6%	11	1%	1	100%	182
Courtesy	61%	112	30%	55	3%	5	6%	10	0%	0	100%	183
Overall impression	56%	101	35%	64	4%	7	6%	10	0%	0	100%	182

Question 15: Government Performance												
Please rate the following categories of Suwanee government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Suwanee	21%	74	49%	169	16%	56	4%	15	10%	34	100%
The overall direction that Suwanee is taking	36%	124	48%	168	7%	26	6%	20	3%	11	100%	348
The job Suwanee government does at welcoming citizen involvement	26%	90	40%	138	13%	44	4%	15	18%	62	100%	348
The job Suwanee government does at listening to citizens	17%	58	35%	123	15%	53	5%	18	28%	97	100%	349

Question 16: 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 Suwanee to someone who asks	72%	252	23%	81	3%	9	2%	6	1%	2	100%
Remain in Suwanee for the next five years	61%	213	29%	101	3%	10	5%	18	1%	4	100%	347

Question 17: 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%	8
Somewhat positive	8%	27
Neutral	43%	149
Somewhat negative	39%	135
Very negative	8%	29
Total	100%	349

Question 18a: Policy Question 1		
Over the past 12 months, how many total events have you or another household member attended at Town Center Park?	Percent of respondents	Count
0 events	13%	45
1-2 events	27%	94
3-5 events	37%	128
6-10 events	15%	51
More than 10 events	9%	31
Total	100%	349

Question 18b: Policy Question 2								
Please indicate how often, if ever, you or another household member have attended each of the following events at Town Center Park in the last 12 months	Never		Once or twice		3 or more times		Total	
	Farmers Market	42%	144	42%	143	16%	54	100%
Movie(s)	69%	228	25%	83	6%	19	100%	330
Suwanee Day	26%	90	60%	205	14%	49	100%	344
Concert(s)	31%	108	38%	130	31%	108	100%	346
Other (Petapalooza, Life is good Festival, Plays, etc.)	37%	126	42%	143	21%	71	100%	340

Question 18c: Policy Question 3		
If Suwanee were more pedestrian-friendly, how much more likely would you be to walk to destinations in the city?	Percent of respondents	Count
Much more likely	52%	180
Somewhat more likely	30%	105
Not at all more likely	15%	51
Don't know	4%	13
Total	100%	350

Question 18d: Policy Question 4		
In an effort to reduce the number of trucks on city streets, consolidate pick-up days, increase recycling and offer yard waste pick-up, the City could consider contracting with a single hauler to provide city-wide residential trash and recycling services.	Percent of respondents	Count
Strongly support	32%	113
Somewhat support	27%	95
Somewhat oppose	11%	38
Strongly oppose	13%	46
Don't know	16%	57
Total	100%	349

Question 18e: Policy Question 5		
To what extent would you support or oppose the City considering contracting with a single hauler if it reduced the price you pay for trash collection?	Percent of respondents	Count
Strongly support	52%	182
Somewhat support	24%	84
Somewhat oppose	6%	22
Strongly oppose	8%	27
Don't know	10%	35
Total	100%	349

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	17%	59
Yes, full-time	74%	253
Yes, part-time	9%	32
Total	100%	344

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	77%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	7%
Bus, rail, subway or other public transportation	2%
Walk	0%
Bicycle	0%
Work at home	13%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Suwanee?	Percent of respondents	Count
Less than 2 years	24%	84
2 to 5 years	33%	117
6 to 10 years	17%	58
11 to 20 years	22%	79
More than 20 years	4%	13
Total	100%	351

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	72%	251
House attached to one or more houses (e.g., a duplex or town)	10%	35
Building with two or more apartments or condominiums	18%	63
Mobile home	0%	0
Other	0%	0
Total	100%	349

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	23%	80
Owned by you or someone in this house with a mortgage or free and clear	77%	265
Total	100%	345

Question D6: Monthly Housing Cost		
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)?	Percent of respondents	Count
Less than \$300 per month	1%	3
\$300 to \$599 per month	3%	10
\$600 to \$999 per month	16%	54
\$1,000 to \$1,499 per month	28%	97
\$1,500 to \$2,499 per month	40%	137
\$2,500 or more per month	12%	41
Total	100%	342

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	57%	199
Yes	43%	148
Total	100%	347

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	90%	310
Yes	10%	36
Total	100%	346

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	6%	21
\$25,000 to \$49,999	12%	40
\$50,000 to \$99,999	36%	120
\$100,000 to \$149,000	27%	91
\$150,000 or more	19%	63
Total	100%	335

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	95%	332
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	16
Total	100%	347

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	1%	3
Asian, Asian Indian or Pacific Islander	8%	28
Black or African American	7%	23
White	83%	291
Other	3%	10
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	5%	17
25 to 34 years	26%	90
35 to 44 years	25%	86
45 to 54 years	30%	105
55 to 64 years	9%	31
65 to 74 years	3%	12
75 years or older	3%	9
Total	100%	351

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	50%	174
Male	50%	173
Total	100%	348

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	26
Yes	86%	302
Ineligible to vote	4%	13
Don't know	3%	10
Total	100%	351

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	12%	41
Yes	84%	295
Ineligible to vote	4%	13
Don't know	0%	0
Total	100%	350

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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 some research confirms or disconfirms that 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. Typically, The NCS relies on address lists obtained from the USPS; the City of Suwanee chose to provide their own address list from their Master Address list. All addresses on the City of Suwanee-maintained Master Address list were eligible to participate in the survey; 1,200 were selected to receive the survey. A preliminary address list was produced by compiling residential addresses assigned by the county during the residential subdivision process. An address is not added to the Master Address List until a certificate of occupancy is issued for a residence already listed on the preliminary address list. The preliminary address list is updated every time a Final Plat (subdivision) is completed and the Master Address List is updated on a quarterly basis.

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 Suwanee. 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.

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.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 3, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final 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. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the surveys mailed, 103 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,097 households receiving the survey mailings, 351 completed the survey, providing a response rate of 32%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all City of Suwanee adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

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 that may affect sample findings. 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.

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 2000 Census estimates adults the 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 tenure and gender/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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are 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.

Suwanee Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
Housing			
Rent home	23%	17%	23%
Own home	77%	83%	77%
Detached unit	75%	78%	72%
Attached unit	25%	22%	28%
Race and Ethnicity			
Not Hispanic	97%	96%	95%
Hispanic	3%	4%	5%
White	85%	84%	82%
Non-white	15%	16%	18%
Sex and Age			
Female	50%	57%	50%
Male	50%	43%	50%
18-34 years of age	31%	17%	31%
35-54 years of age	55%	52%	55%
55+ years of age	14%	31%	14%
Females 18-34	16%	11%	16%
Females 35-54	27%	29%	27%
Females 55+	7%	18%	7%
Males 18-34	15%	5%	15%
Males 35-54	28%	24%	28%
Males 55+	7%	14%	7%

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 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 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, 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 Suwanee to the Benchmark Database

The City of Suwanee chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations under 40,000 in the Southern region). 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 Suwanee 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 are available, Suwanee results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Suwanee's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

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

Dear Suwanee Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Suwanee. 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 "Dave Williams", with a long horizontal flourish extending to the right.

Dave Williams
Mayor

Dear Suwanee Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Suwanee. 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!

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Dave Williams
Mayor



City of Suwanee
373 Highway 23
Suwanee, GA 30024

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



City of Suwanee
373 Highway 23
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Suwanee, GA 30024

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



November 2008

Dear Suwanee Resident:

The City of Suwanee wants to know what you think about our community and municipal government. You have been randomly selected to participate in Suwanee's 2008 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 Council 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 Suwanee 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 (770) 945-8996.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Dave Williams', with a long horizontal flourish extending to the right.

Dave Williams
Mayor



November 2008

Dear Suwanee 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 discard 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 Suwanee wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Suwanee'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 Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Dave Williams
Mayor

The City of Suwanee 2008 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 Suwanee:

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

2. Please rate each of the following characteristics as they relate to Suwanee 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 Suwanee.....	1	2	3	4	5
Cleanliness of Suwanee	1	2	3	4	5
Overall quality of new development in Suwanee	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Suwanee.....	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 Suwanee	1	2	3	4	5
Ease of bus travel in Suwanee	1	2	3	4	5
Ease of bicycle travel in Suwanee.....	1	2	3	4	5
Ease of walking in Suwanee	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 preventative health services.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Suwanee.....	1	2	3	4	5
Overall image or reputation of Suwanee	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Suwanee 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 Suwanee?
 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 Suwanee:

	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 Suwanee's downtown area during the day	1	2	3	4	5	6
In Suwanee's downtown area after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Gwinnett County 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
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Read Suwanee Crossroads Newsletter.....	1	2	3	4	5
Visited the City of Suwanee Web site (at www.suwanee.com)	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 Suwanee.....	1	2	3	4	5
Participated in religious or spiritual activities in Suwanee	1	2	3	4	5
Participated in a club or civic group in Suwanee.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. 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
 Once a month
 Several times a year
 Once a year or less
 Never

The City of Suwanee 2008 Citizen Survey

11. Please rate the quality of each of the following services in Suwanee:

	<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
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	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
Cable television	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

12. 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 Suwanee	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Gwinnett County Government.....	1	2	3	4	5

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

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Suwanee 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

15. Please rate the following categories of Suwanee 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 Suwanee.....	1	2	3	4	5
The overall direction that Suwanee is taking.....	1	2	3	4	5
The job Suwanee government does at welcoming citizen involvement....	1	2	3	4	5
The job Suwanee government does at listening to citizens.....	1	2	3	4	5

16. 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 Suwanee to someone who asks.....	1	2	3	4	5
Remain in Suwanee for the next five years.....	1	2	3	4	5

17. 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

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

a. Over the past 12 months, how many total events have you or another household member attended at Town Center Park?

- 0 events 1-2 events 3-5 events 6-10 events More than 10 events

b. Please indicate how often, if ever, you or another household member have attended each of the following events at Town Center Park in the last 12 months?

	<i>Never</i>	<i>Once or twice</i>	<i>3 or more times</i>
Farmers Market.....	1	2	3
Movie(s).....	1	2	3
Suwanee Day.....	1	2	3
Concert(s).....	1	2	3
Other (Petapalooza, Life is good Festival, Plays, etc.).....	1	2	3

c. If Suwanee were more pedestrian-friendly, how much more likely would you be to walk to destinations in the city?

- Much more likely Somewhat more likely Not at all more likely Don't know

d. In an effort to reduce the number of trucks on city streets, consolidate pick-up days, increase recycling and offer yard waste pick-up, the City could consider contracting with a single hauler to provide city-wide residential trash and recycling services. To what extent do you support or oppose the City considering contracting with a single hauler?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

e. To what extent would you support or oppose the City considering contracting with a single hauler if it reduced the price you pay for trash collection?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

The City of Suwanee 2008 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 Suwanee?

- 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 question 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
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301



City of Suwanee
373 Highway 23
Suwanee, GA 30024

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