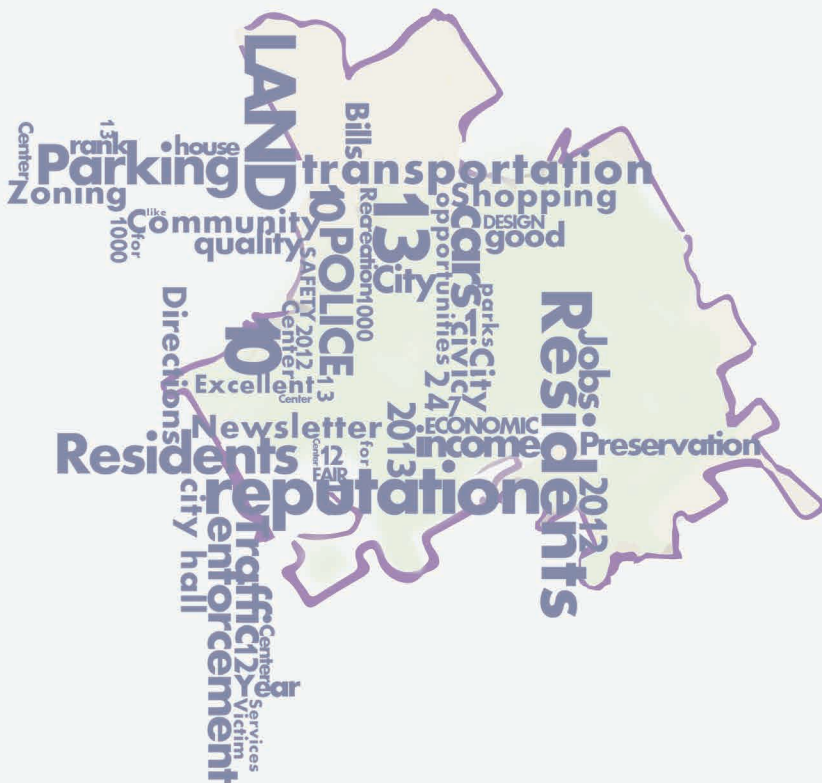


2012

SCORED REPORT NATIONAL CITIZEN SURVEY CITY OF SUWANEE, GEORGIA





**CITY OF SUWANEE, GA
2012**



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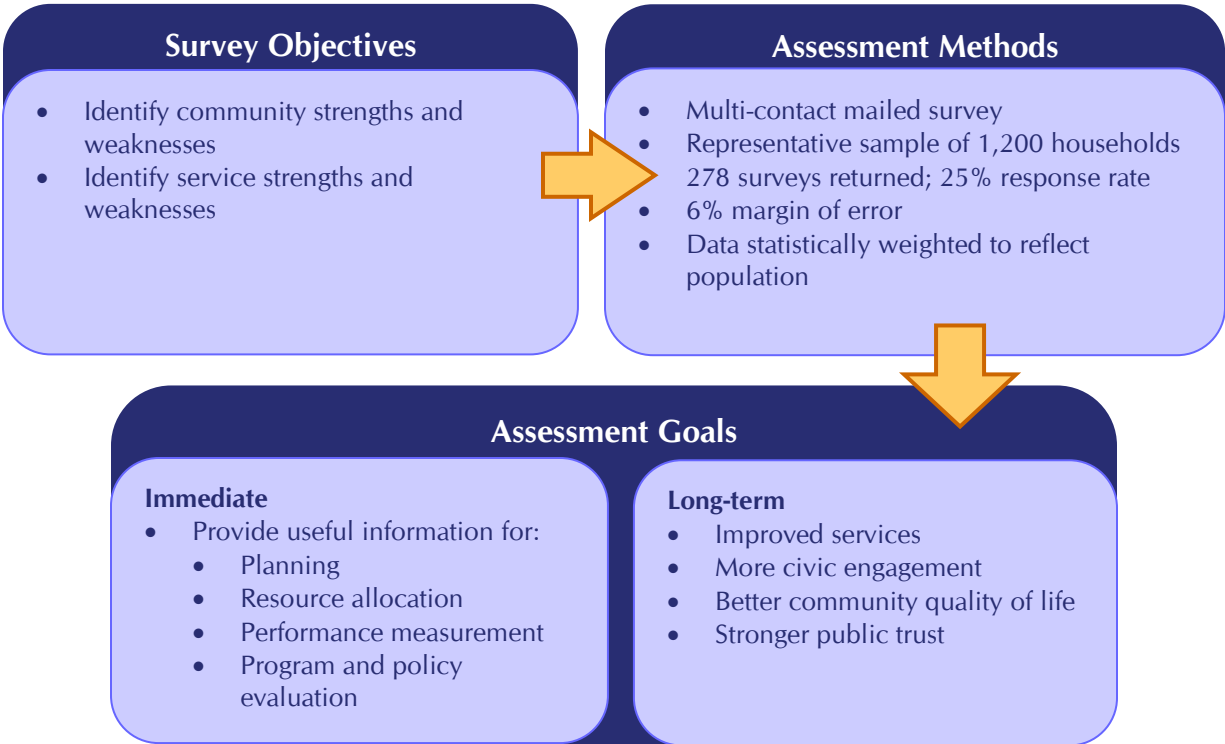
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SURVEY BACKGROUND

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 278 completed surveys were obtained, providing an overall response rate of 25%. Typically, response rates obtained on citizen surveys range from 20% 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 issues 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 and several custom questions.

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Suwanee Survey (278 completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

Comparing Survey Results

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

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

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

The City of Suwanee chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations less than 40,000). 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 for quality ratings were available, the City of Suwanee results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of 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.

Almost all residents experienced a good quality of life in the City of Suwanee and believed the City was a good place to live. The overall quality of life in the City of Suwanee was rated as “excellent” or “good” by 97% of respondents. Almost all reported they plan on staying in the City of Suwanee for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were overall image or reputation of Suwanee, quality of overall natural environment in Suwanee and overall appearance of Suwanee. The three characteristics receiving the least positive ratings were employment opportunities, traffic flow on major streets and ease of bus travel in Suwanee.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 30 were above the national benchmark comparison and one was below.

Residents in the City of Suwanee were minimally civically engaged. While only 22% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 91% 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. A majority 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 generally 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, 33 were above the benchmark comparison, two were similar to the benchmark comparison and one was below.

Respondents were asked to rate how frequently they participated in various activities in Suwanee. The most popular activities included visiting a neighborhood or City park, reading the Suwanee Crossroads newsletter and helping friends or neighbors; while the least popular activities were attending a meeting of local elected public officials or other local public meeting and riding a local bus within Suwanee. Generally, participation rates in the various activities in the community were similar to other communities.

Generally, ratings remained stable compared to 2010 ratings.

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
- Public information services
- Recreation centers or facilities
- Traffic signal timing

For all services that were key drivers, the City of Suwanee was above the benchmark and should continue to ensure high quality performance.

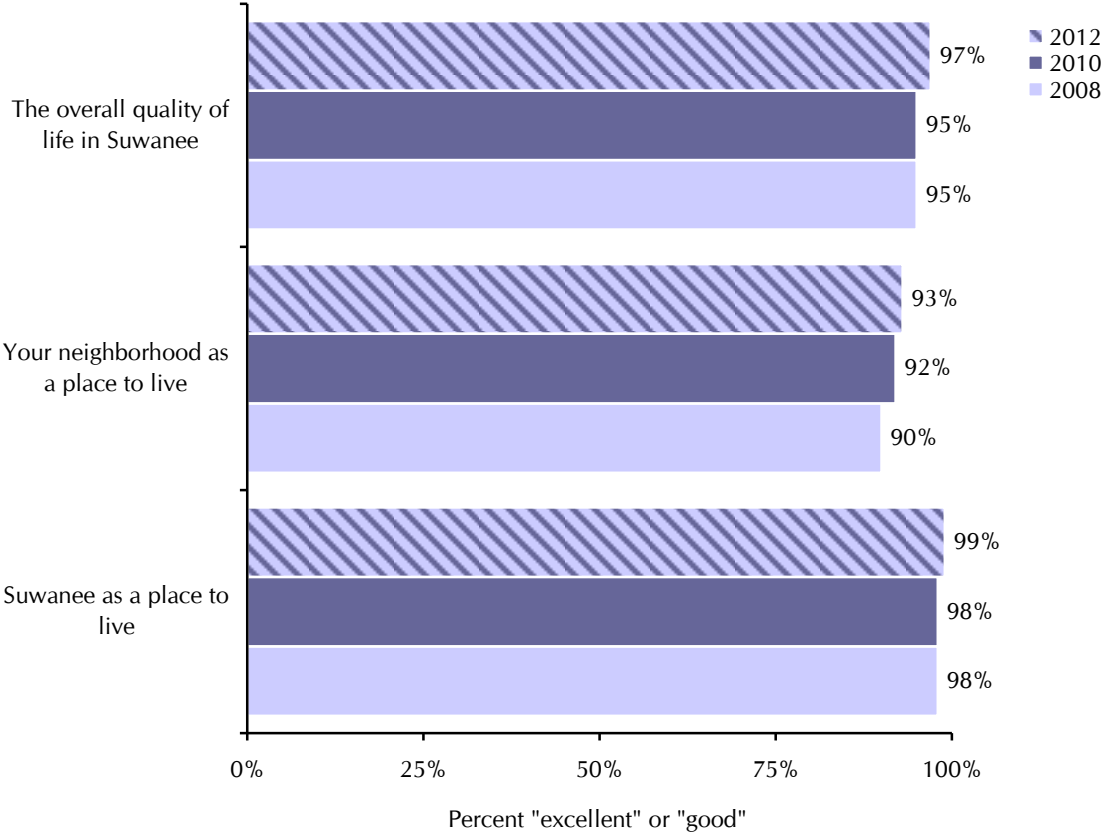
COMMUNITY RATINGS

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.

Almost all of the City of Suwanee’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, nearly all reported they would recommend the community to others and plan to stay for the next five years. Ratings remained constant over time.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR



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

FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

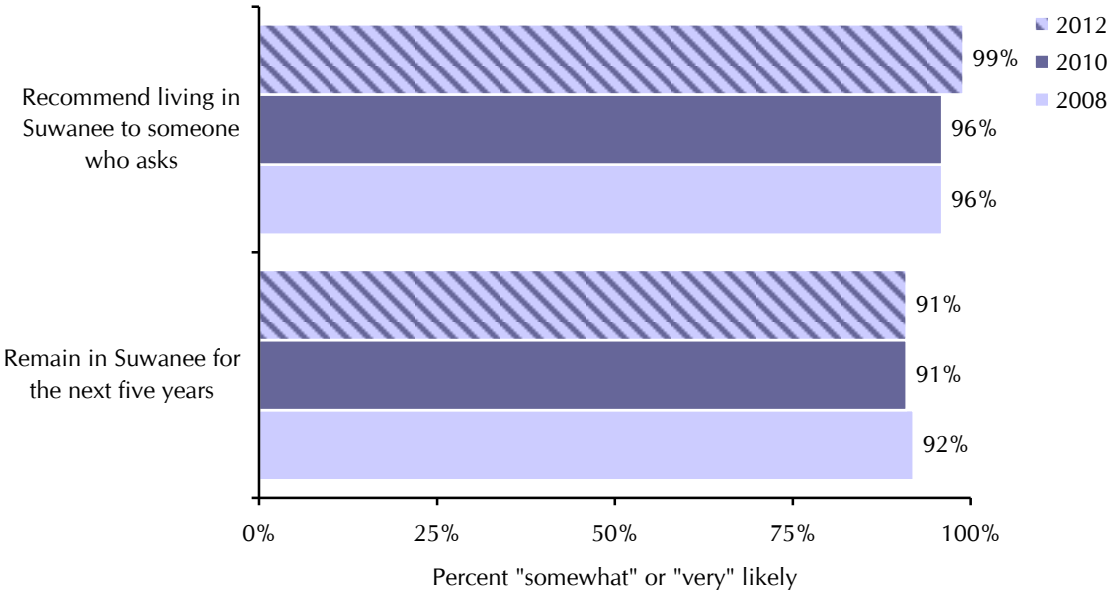


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

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

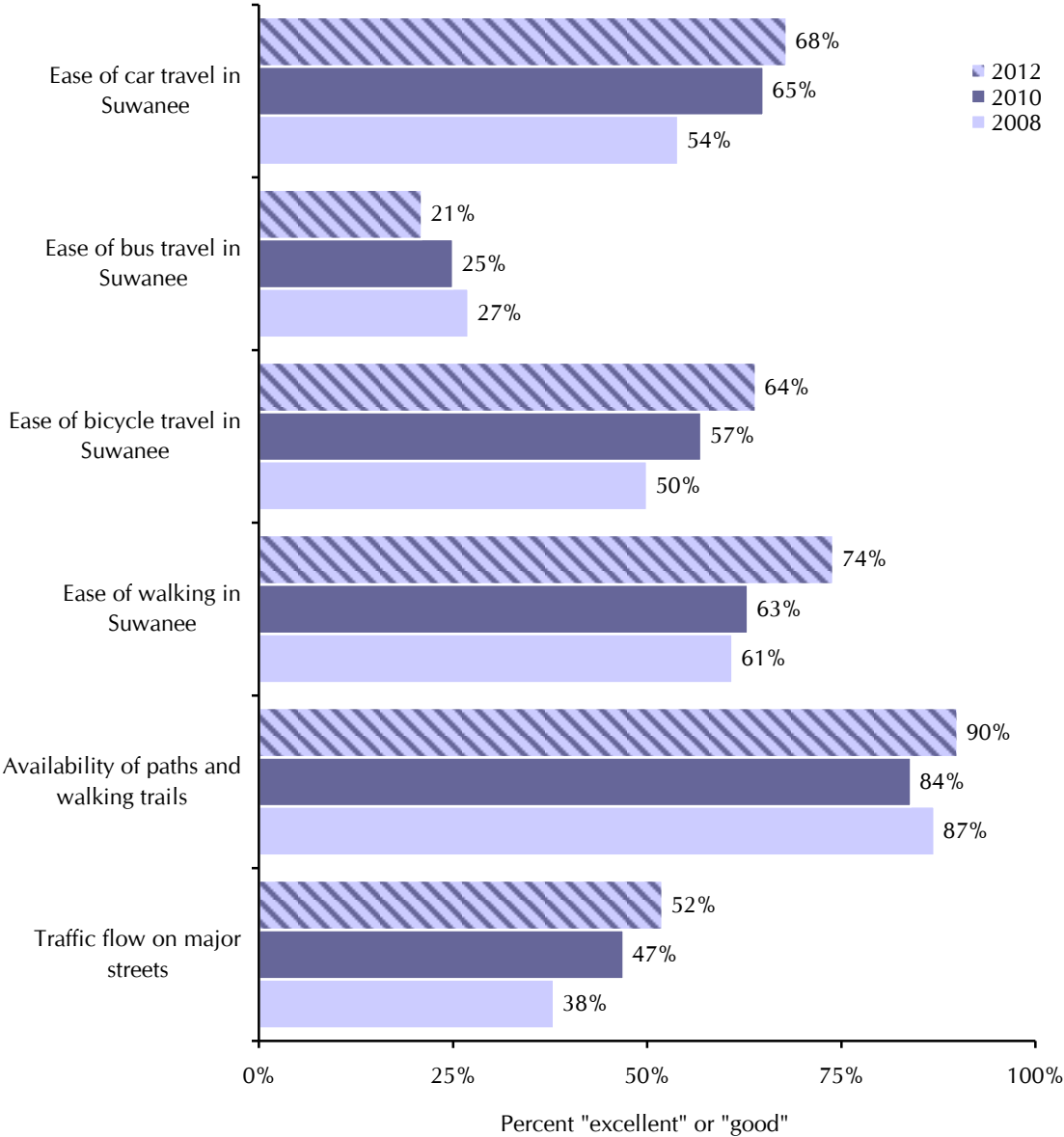
COMMUNITY DESIGN

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 walking in Suwanee. The rating for ease of bus travel was lower than the benchmark and similar to years past.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR



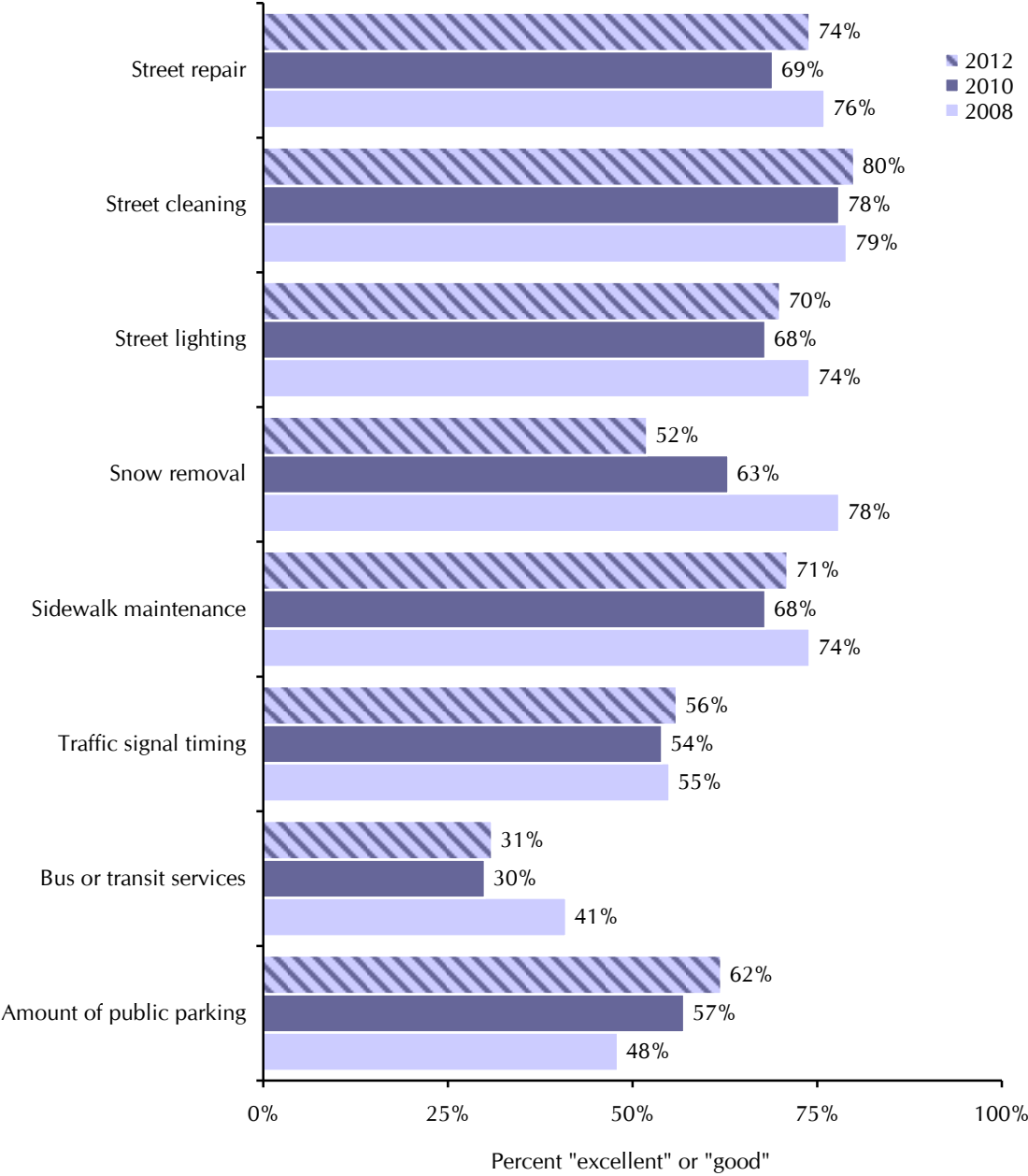
The National Citizen Survey™ by National Research Center, Inc.

FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations under 40,000 comparison
Ease of car travel in Suwanee	Above	Above
Ease of bus travel in Suwanee	Much below	Much below
Ease of bicycle travel in Suwanee	Much above	Much above
Ease of walking in Suwanee	Much above	Much above
Availability of paths and walking trails	Much above	Much above
Traffic flow on major streets	Above	Similar

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

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR



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

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Street repair	Much above	Much above
Street cleaning	Much above	Much above
Street lighting	Much above	Above
Snow removal	Similar	Below
Sidewalk maintenance	Much above	Much above
Traffic signal timing	Above	Similar
Bus or transit services	Much below	Much below
Amount of public parking	Much above	Much above

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, 7% of work commute trips were made by carpooling.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

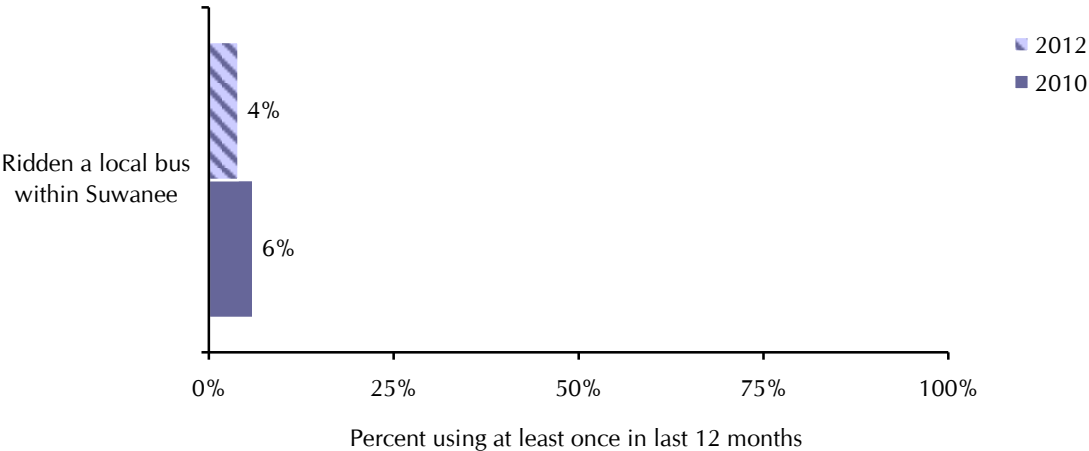


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations under 40,000 comparison
Ridden a local bus within Suwanee	Much less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

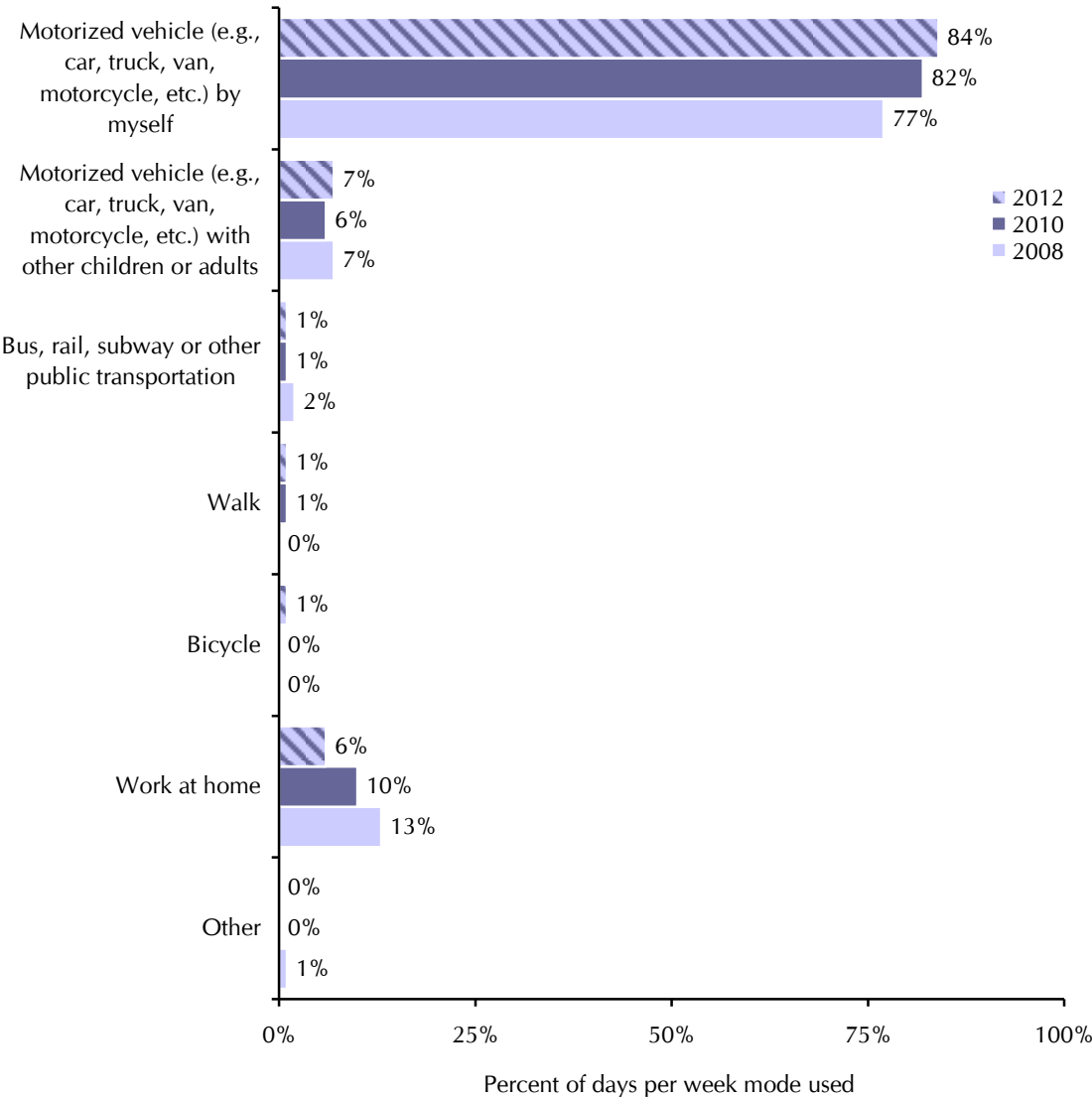


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Populations under 40,000 comparison
Average percent of work commute trips made by driving alone	Much more	Much more

Housing

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

The survey of the City of 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 75% of respondents. The rating of perceived affordable housing availability and variety of housing options were much better in the City of Suwanee than the ratings, on average, in comparison jurisdictions. Ratings remained stable compared to 2010 ratings.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

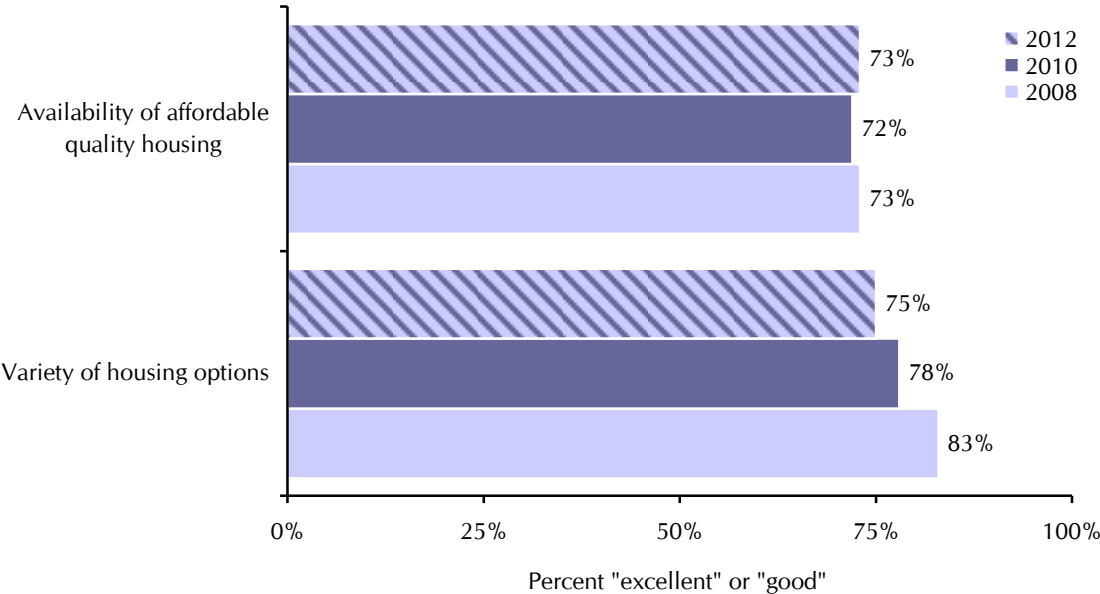


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations under 40,000 comparison
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Much above	Much 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 one fourth of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

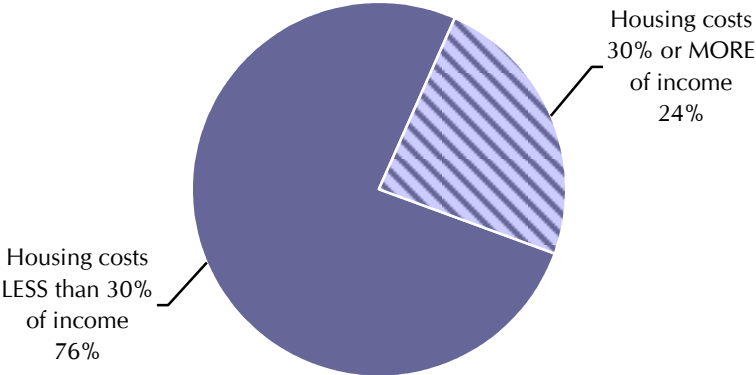


FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2012	2010	2008
Housing costs 30% or more of income	24%	27%	32%
Percent of respondents			

FIGURE 18: HOUSING COSTS BENCHMARKS

	National comparison	Populations under 40,000 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of 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” or “good” by 87% of respondents. The overall appearance of Suwanee was rated as “excellent” or “good” by 94% of respondents and was much above the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Suwanee, 3% thought they were a “major” problem. All planning and community code enforcement services were rated much above the national and custom benchmarks. The land use, planning and zoning rating increased compared to the 2010 rating.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

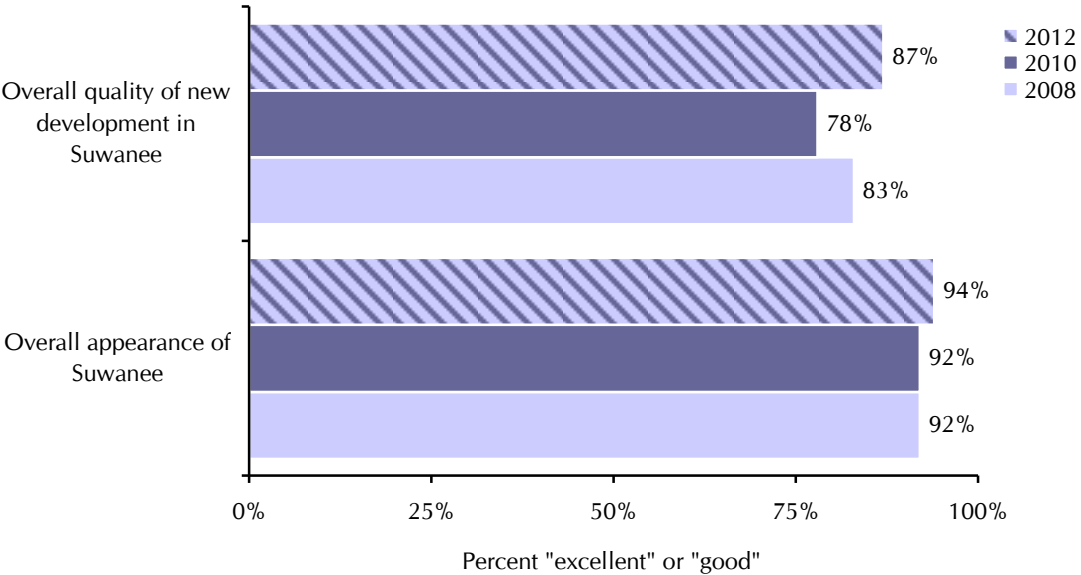


FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 comparison
Quality of new development in Suwanee	Much above	Much above
Overall appearance of Suwanee	Much above	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

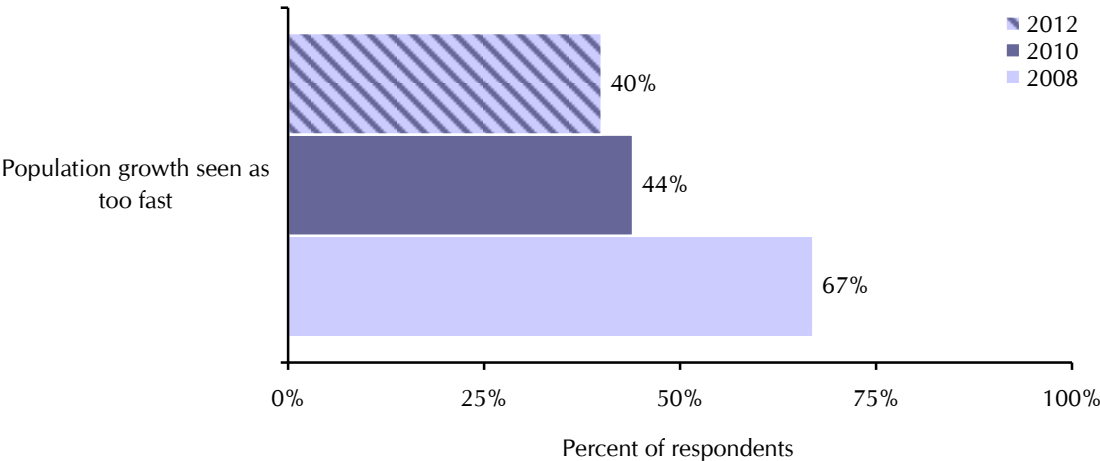


FIGURE 22: POPULATION GROWTH BENCHMARKS

	National comparison	Populations under 40,000 comparison
Population growth seen as too fast	Similar	More

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

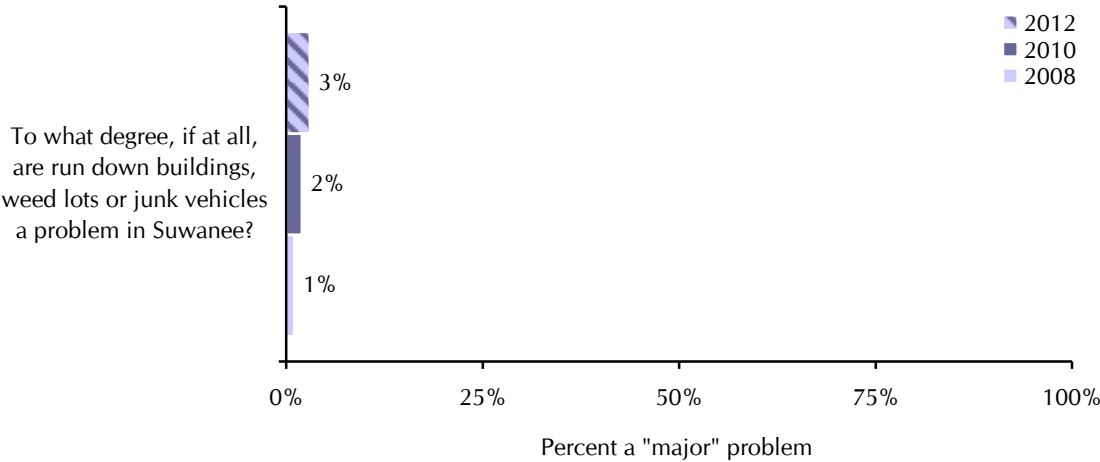


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations under 40,000 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less	Less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

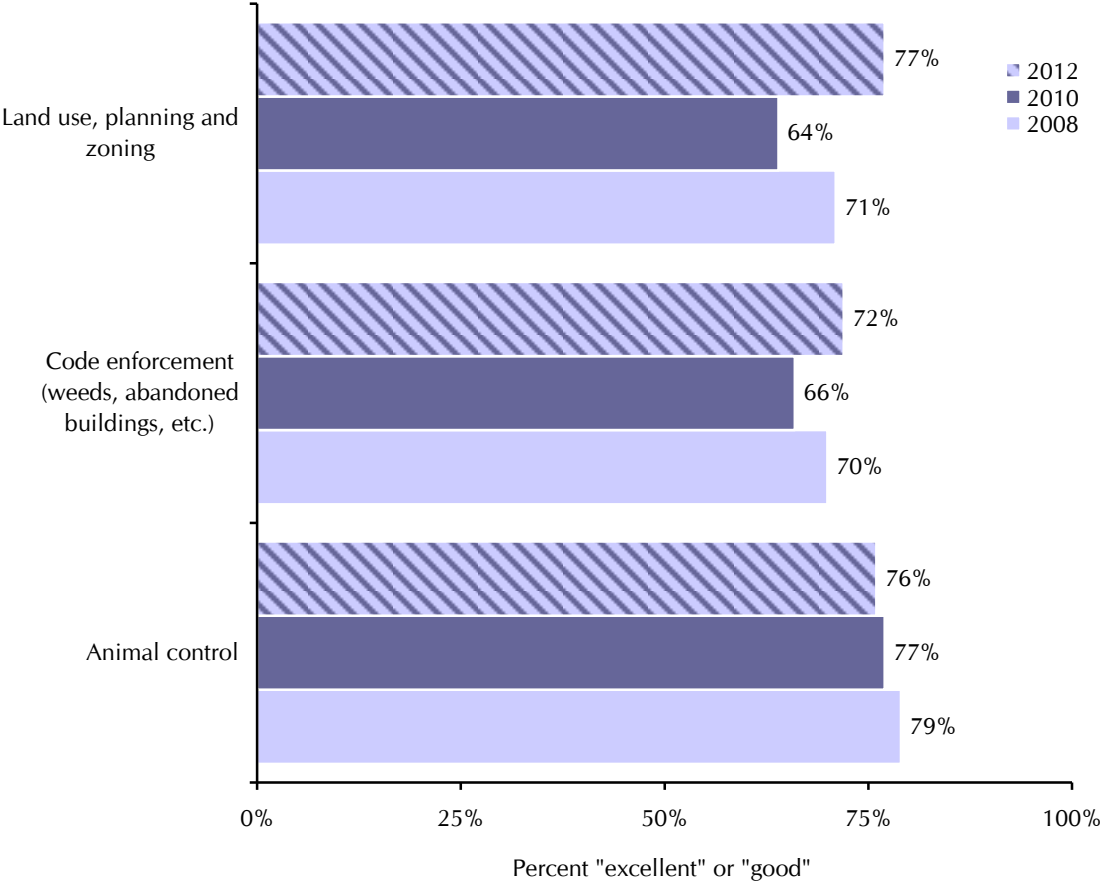


FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above	Much above
Animal control	Much above	Much above

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Suwanee as a place to work and overall quality of business and service establishments in Suwanee. Receiving the lowest rating were employment opportunities, however this rating was much above the benchmark. Overall, ratings were similar compared to past survey years, except for Suwanee as a place to work, which was rated more highly in 2012 than in 2010.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

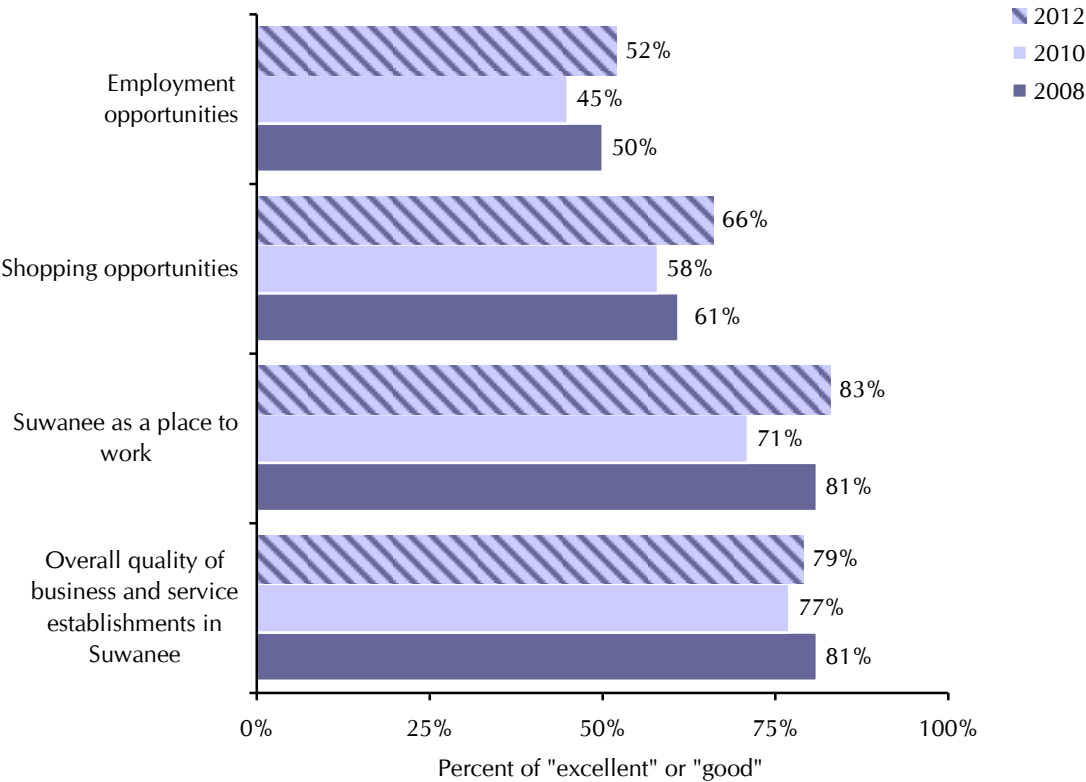


FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Much above	Much above
Suwanee as a place to work	Much above	Much above
Overall quality of business and service establishments in Suwanee	Much above	Much above

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

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Suwanee, 66% responded that it was “too slow,” while 35% 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 jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

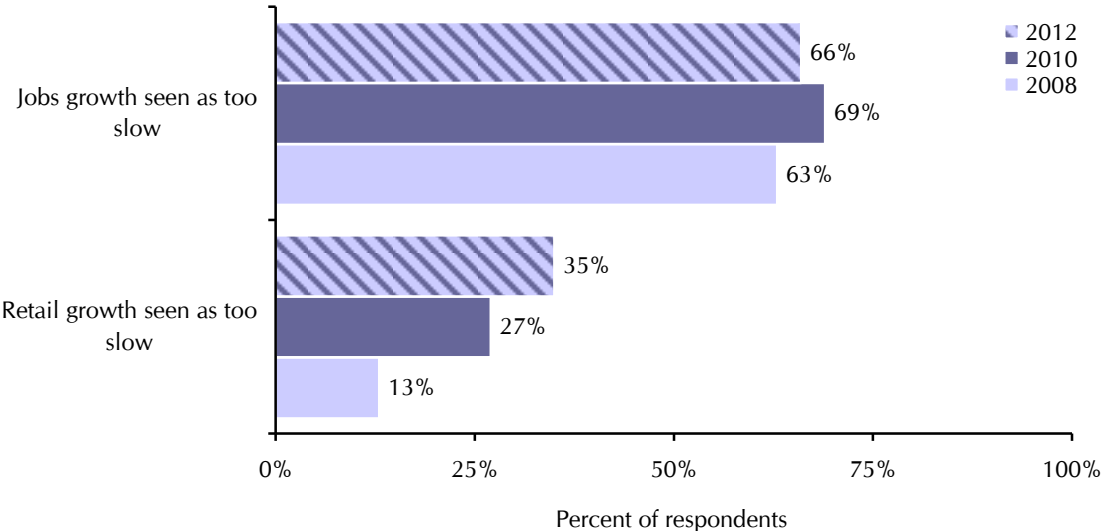


FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations under 40,000 comparison
Retail growth seen as too slow	Less	Much less
Jobs growth seen as too slow	Much less	Much less

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

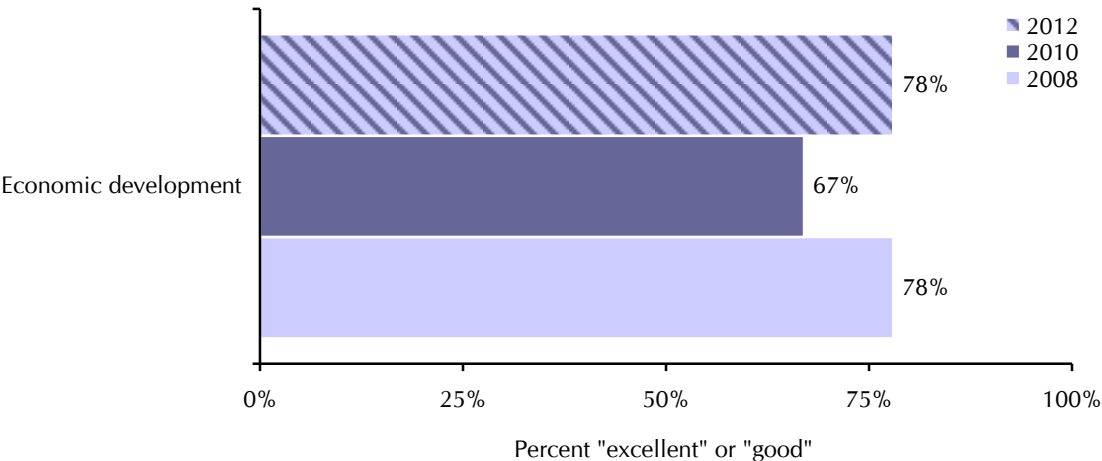


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Economic development	Much above	Much above

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

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

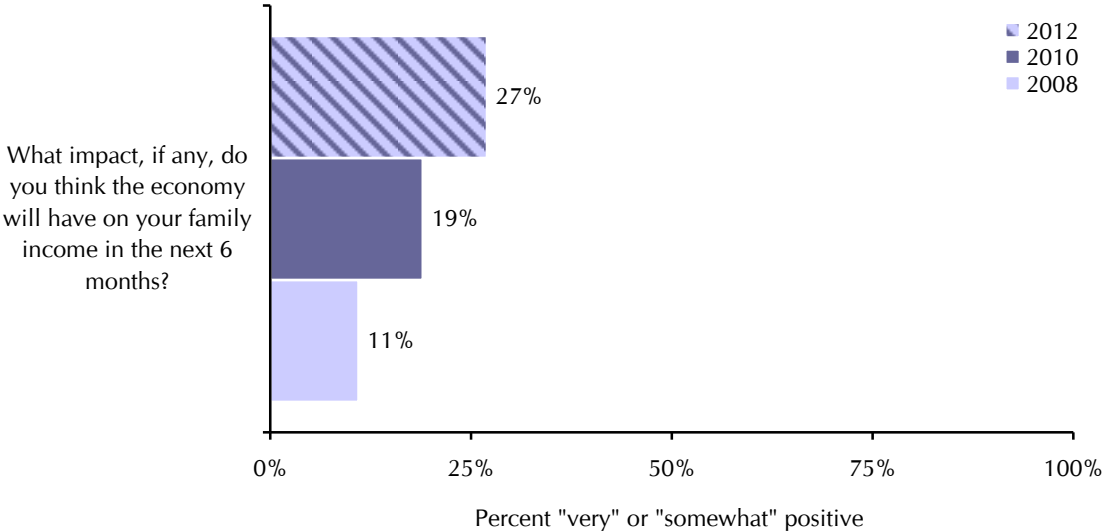


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

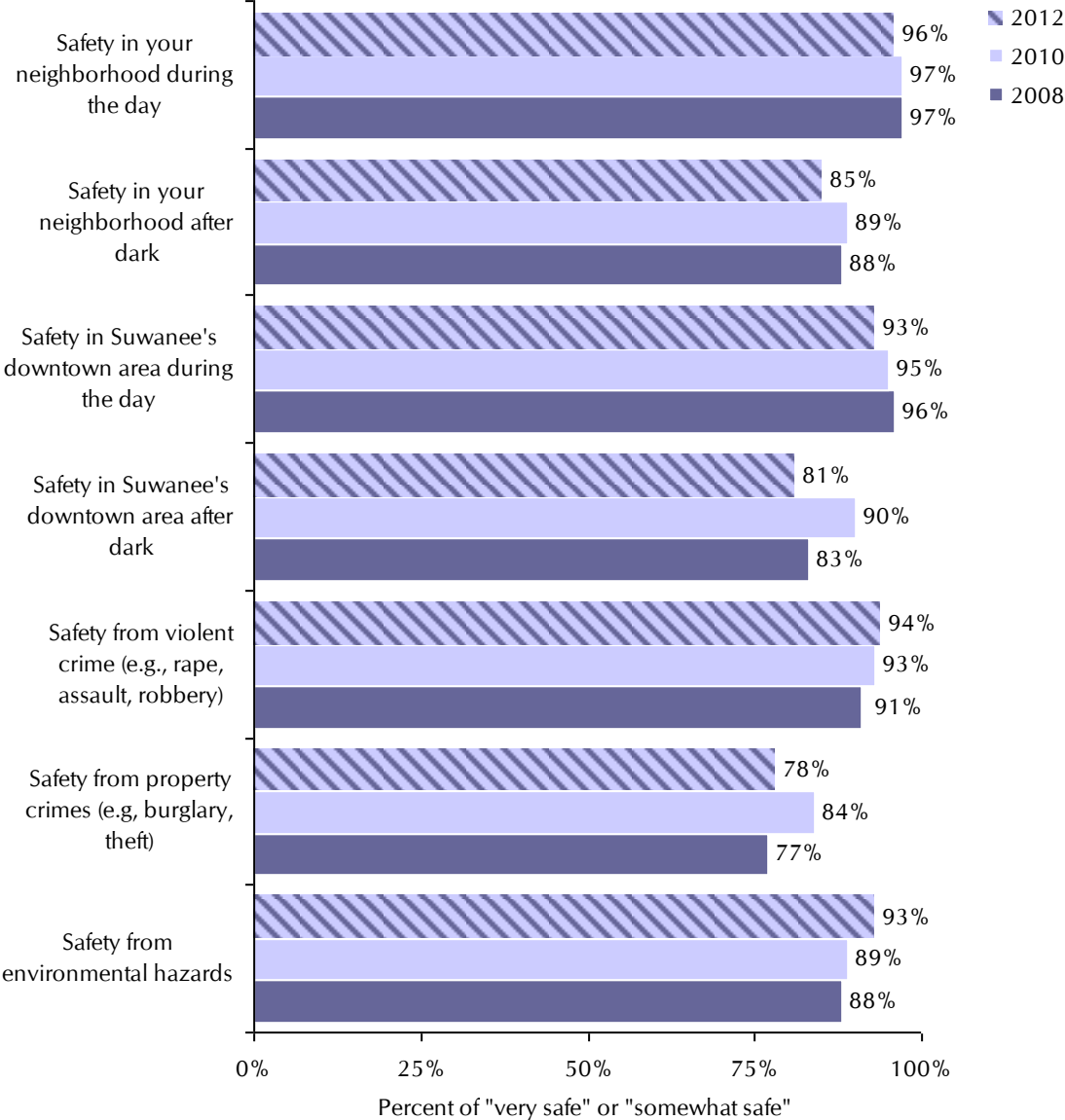
	National comparison	Populations under 40,000 comparison
Positive impact of economy on household income	Much above	Much above

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Suwanee. About 94% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 93% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. The rating for safety in Suwanee's downtown area after dark decreased compared to 2010 data.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



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

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations under 40,000 comparison
In your neighborhood during the day	Above	Similar
In your neighborhood after dark	Much above	Above
In Suwanee's downtown area during the day	Much above	Similar
In Suwanee's downtown area after dark	Much above	Much above
Violent crime (e.g., rape, assault, robbery)	Much above	Much above
Property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Much above

As assessed by the survey, 6% 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, 100% 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 many more Suwanee residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

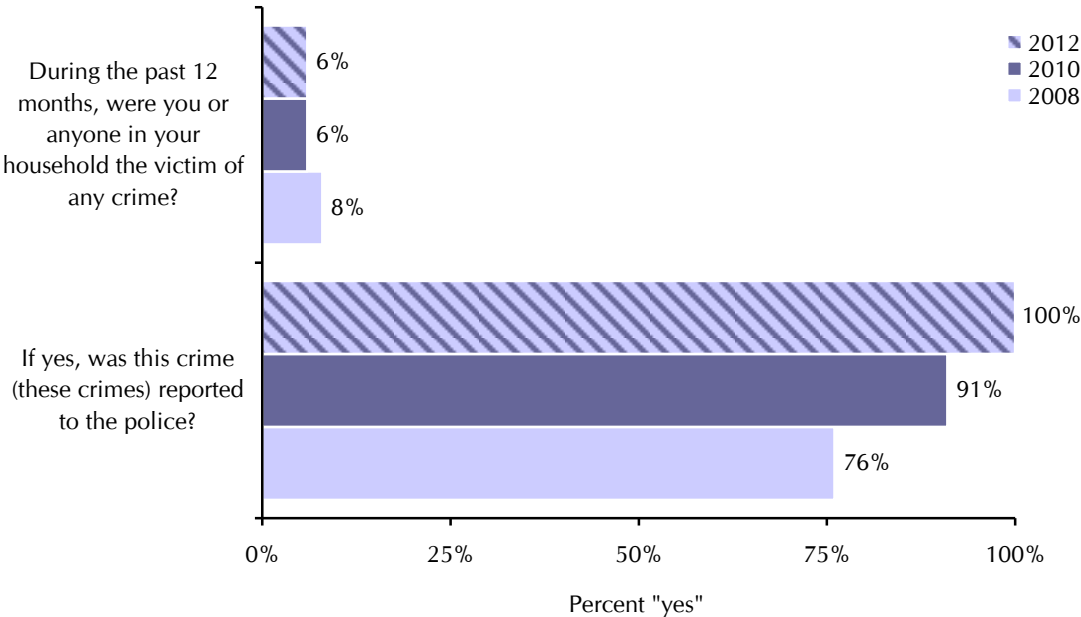
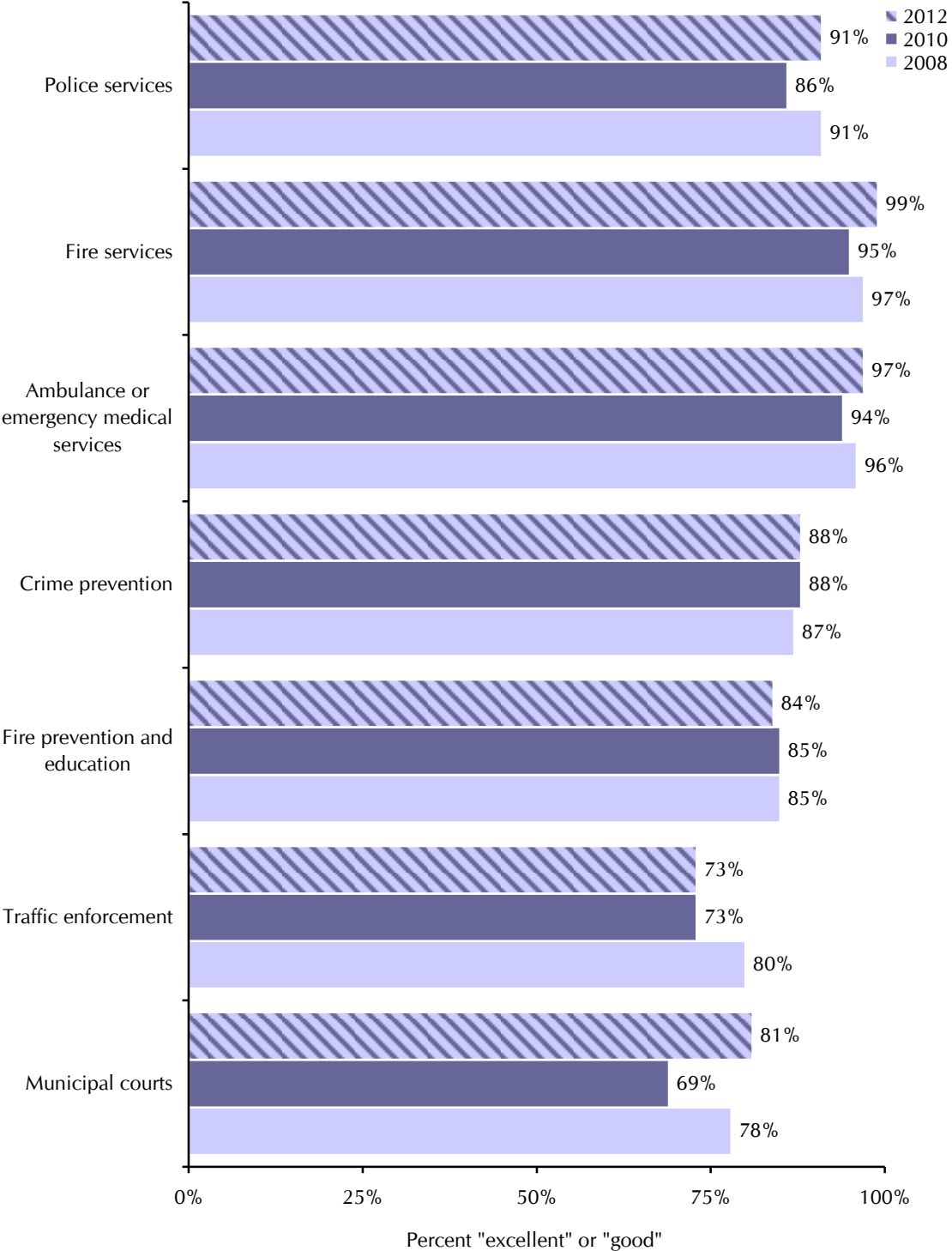


FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations under 40,000 comparison
Victim of crime	Less	Less
Reported crimes	Much more	Much more

Residents rated seven City public safety services; all were rated above the national and custom benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and municipal courts received the lowest ratings. Most were rated similar compared to previous years however municipal courts increased compared to the 2010 rating.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



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

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Police services	Much above	Much above
Fire services	Much above	Much above
Ambulance or emergency medical services	Much above	Above
Crime prevention	Much above	Much above
Fire prevention and education	Much above	Above
Traffic enforcement	Above	Above
Courts	Much above	Much above

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

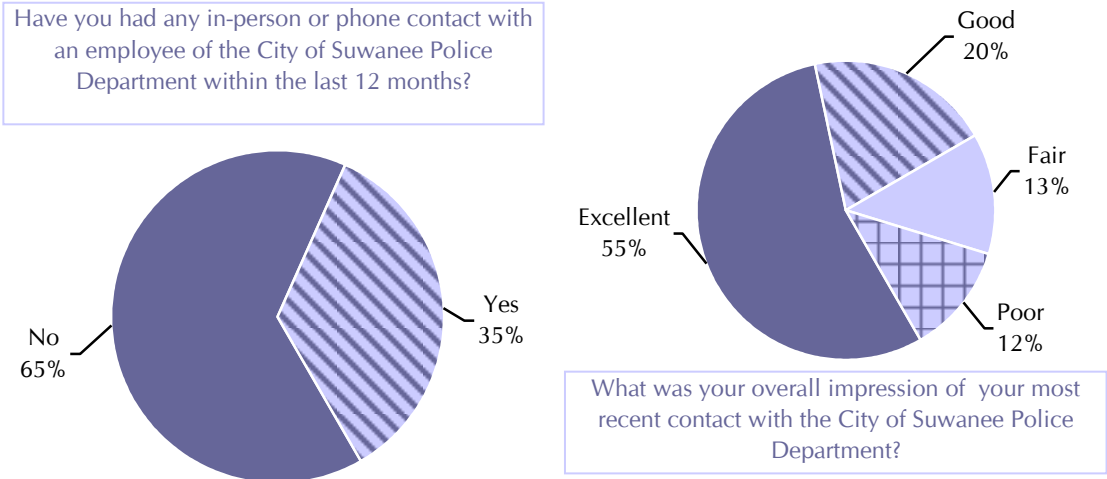


FIGURE 42: CONTACT WITH POLICE DEPARTMENT BY YEAR

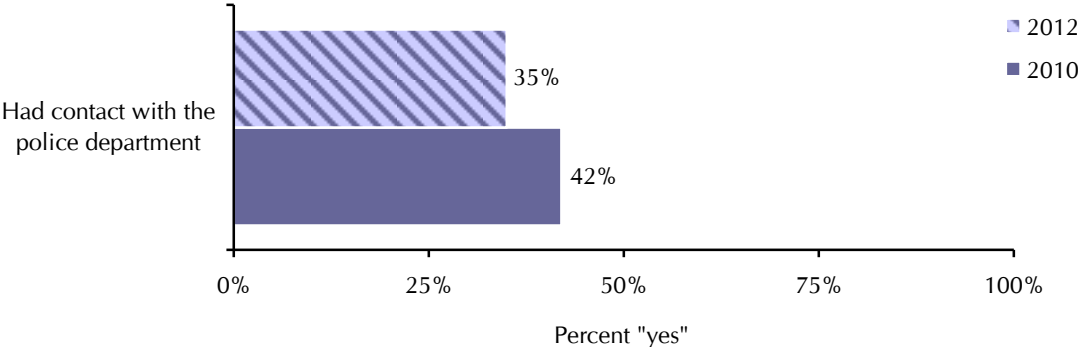


FIGURE 43: CONTACT WITH POLICE DEPARTMENT BY YEAR

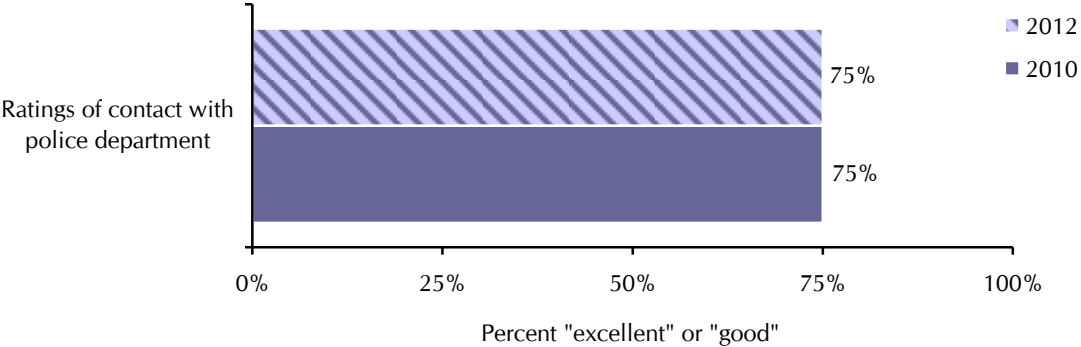


FIGURE 44: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	National comparison	Populations under 40,000 comparison
Had contact with the City of Suwanee Police Department	Similar	Less
Overall impression of most recent contact with the City of Suwanee Police Department	Above	Similar

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of 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 93% of survey respondents and received the highest rating followed closely by the cleanliness of Suwanee. All services were much above the national and custom benchmark comparisons and remained stable compared to past survey years.

FIGURE 45: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

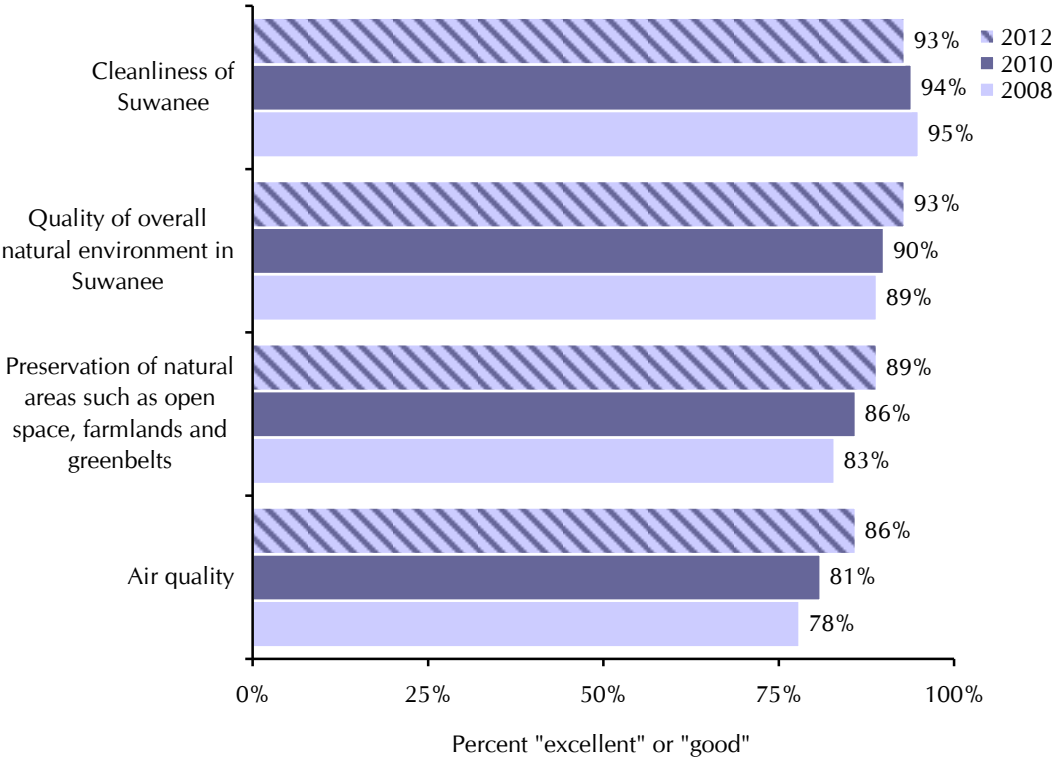


FIGURE 46: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations under 40,000 comparison
Cleanliness of Suwanee	Much above	Much above
Quality of overall natural environment in Suwanee	Much above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above	Much above
Air quality	Much above	Much above

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

Resident recycling was about the same as recycling reported in comparison communities and received a rating similar to past survey years.

FIGURE 47: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

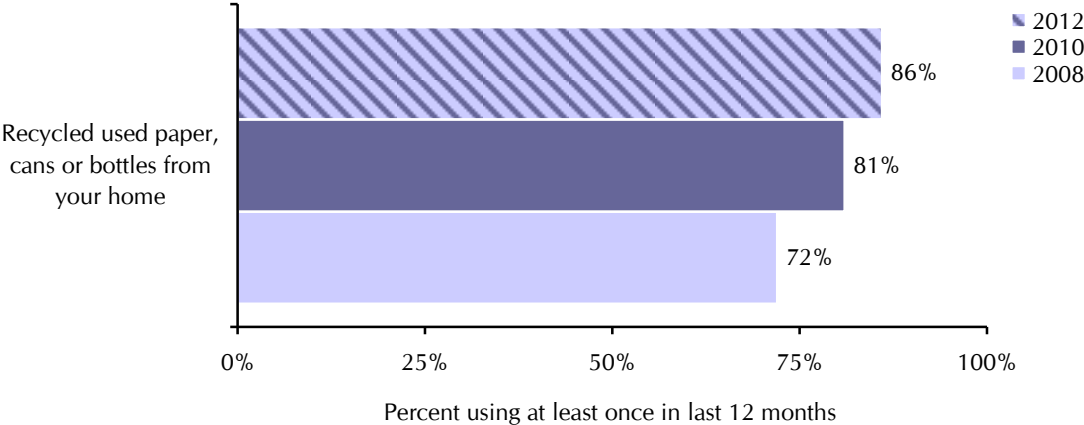


FIGURE 48: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations under 40,000 comparison
Recycled used paper, cans or bottles from your home	Similar	Similar

All of the six utility services rated by those completing the questionnaire were higher than the national benchmark comparison. Generally, these service ratings trends were stable when compared to past surveys.

FIGURE 49: RATINGS OF UTILITY SERVICES BY YEAR

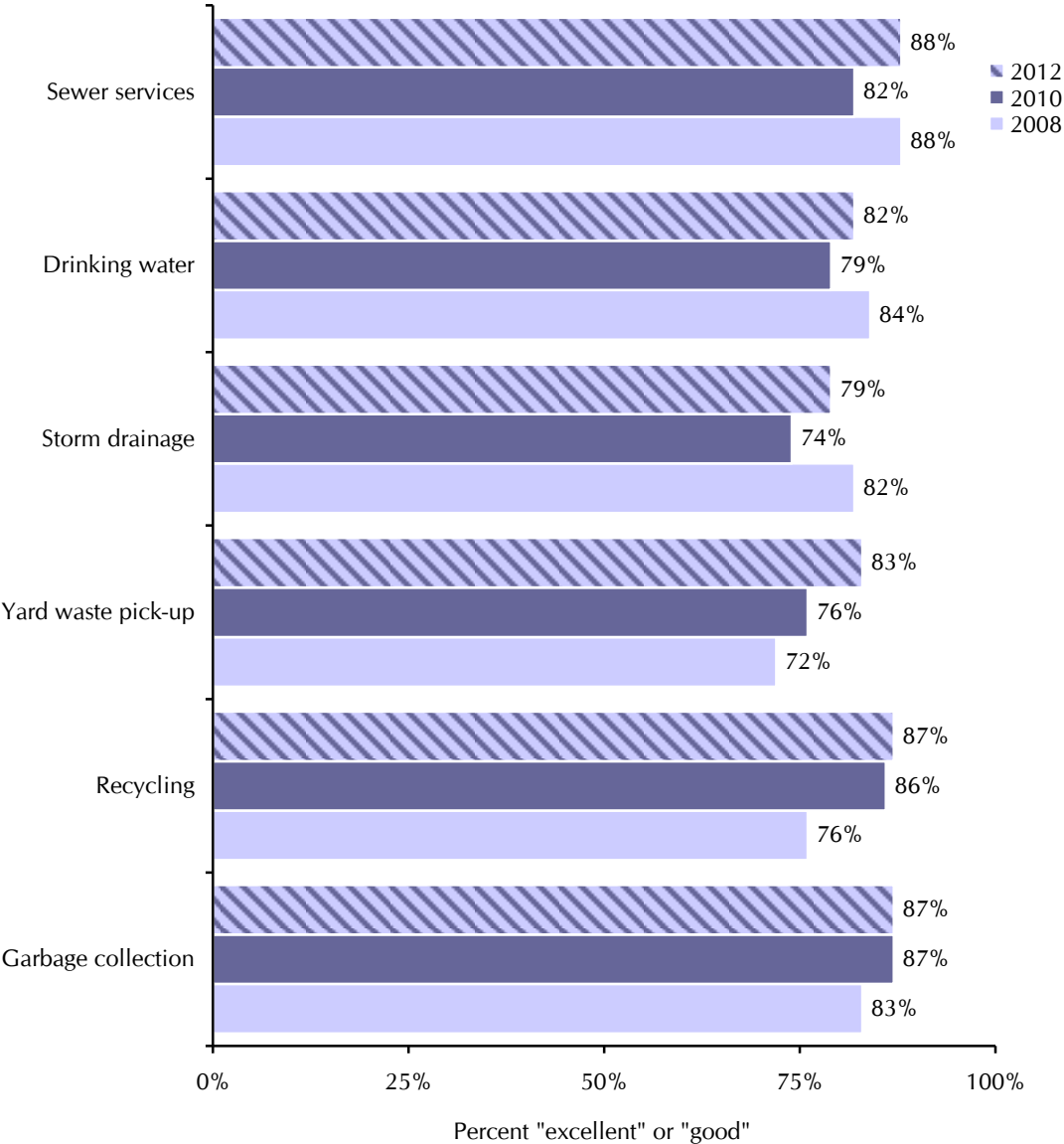


FIGURE 50: UTILITY SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Sewer services	Much above	Much above
Drinking water	Much above	Much above
Storm drainage	Much above	Much above
Yard waste pick-up	Above	Above
Recycling	Above	Above
Garbage collection	Above	Similar

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. Further, recreation opportunities and services were all much above the national and custom benchmark comparisons. Parks and recreation ratings have stayed constant over time.

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. Ratings remained stable over time.

FIGURE 51: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

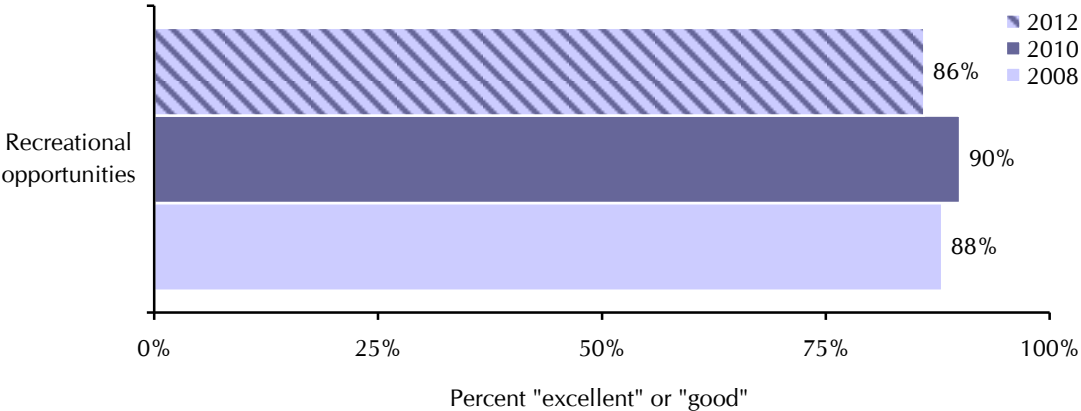


FIGURE 52: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Recreation opportunities	Much above	Much above

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

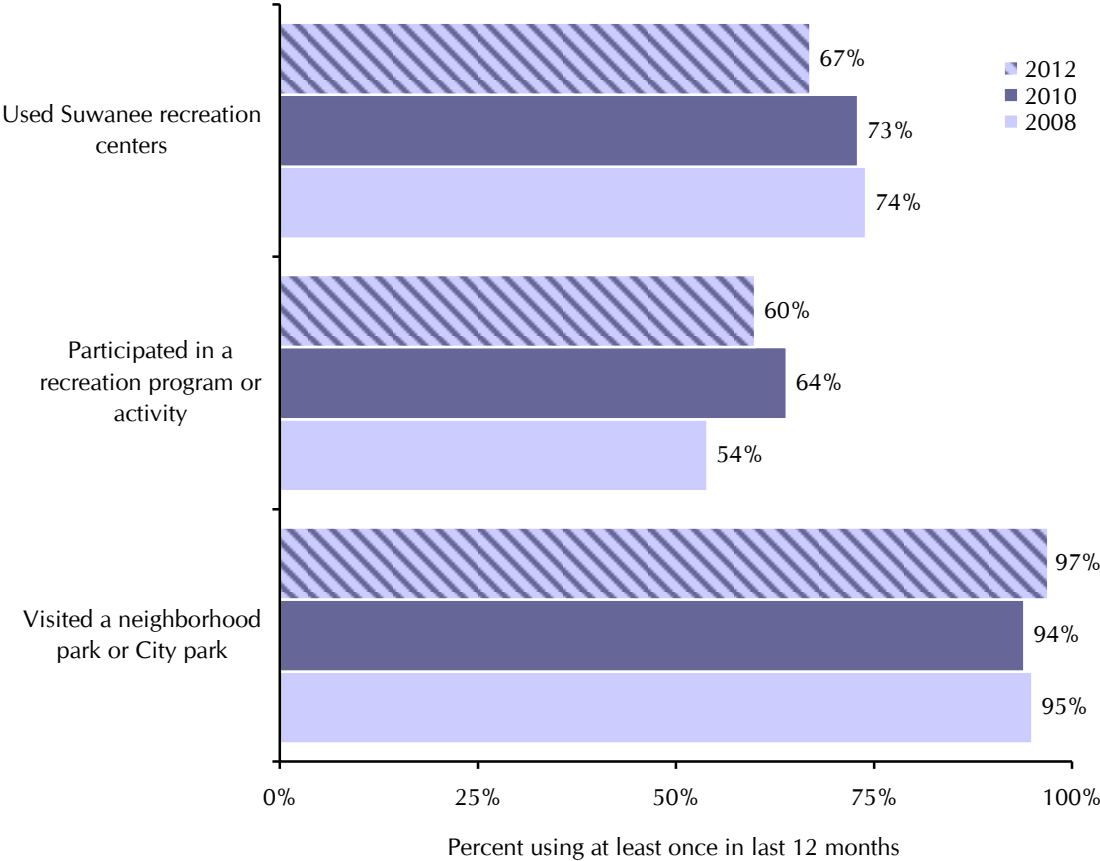


FIGURE 54: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Used Suwanee recreation centers	Much more	Much more
Participated in a recreation program or activity	Much more	Much more
Visited a neighborhood park or City park	Much more	Much more

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

FIGURE 55: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

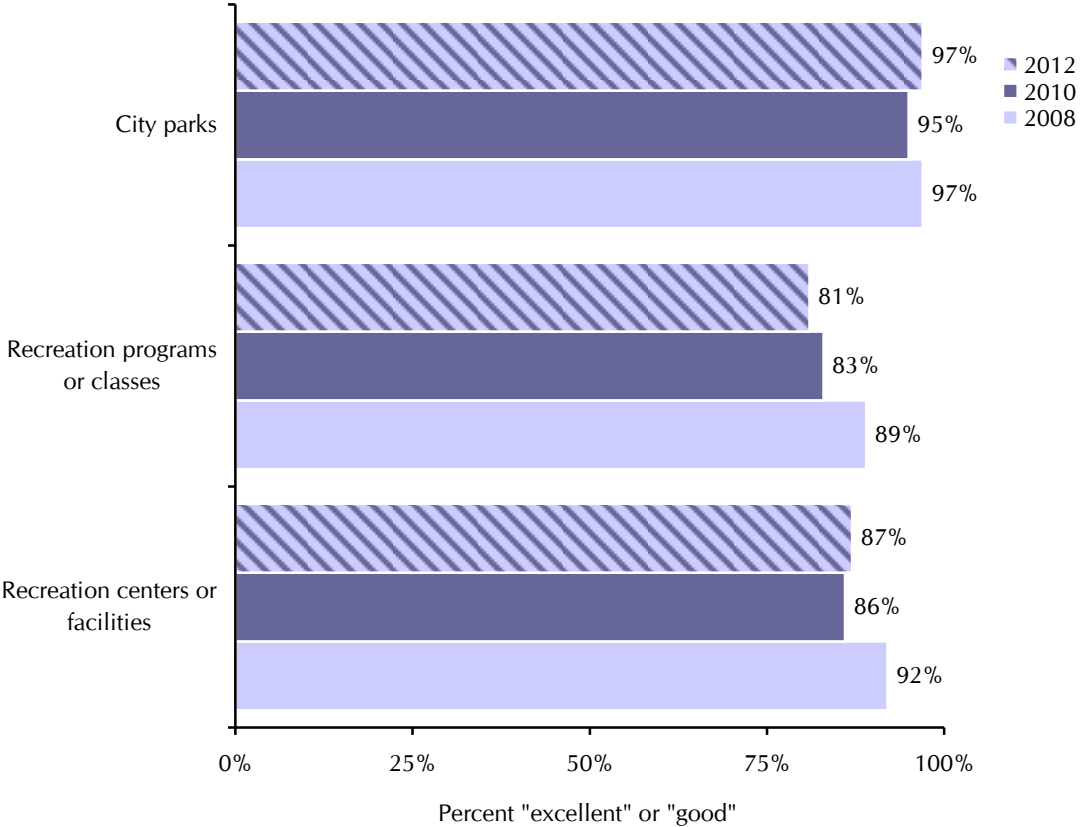


FIGURE 56: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
City parks	Much above	Much above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Much above	Much above

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as “excellent” or “good” by 74% of respondents. Educational opportunities were rated as “excellent” or “good” by 78% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, as were cultural activity opportunities.

About 44% of Suwanee residents participated in religious or spiritual activities at least once in the 12 months preceding the survey. This participation rate was below comparison jurisdictions. Ratings stayed constant over time.

FIGURE 57: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

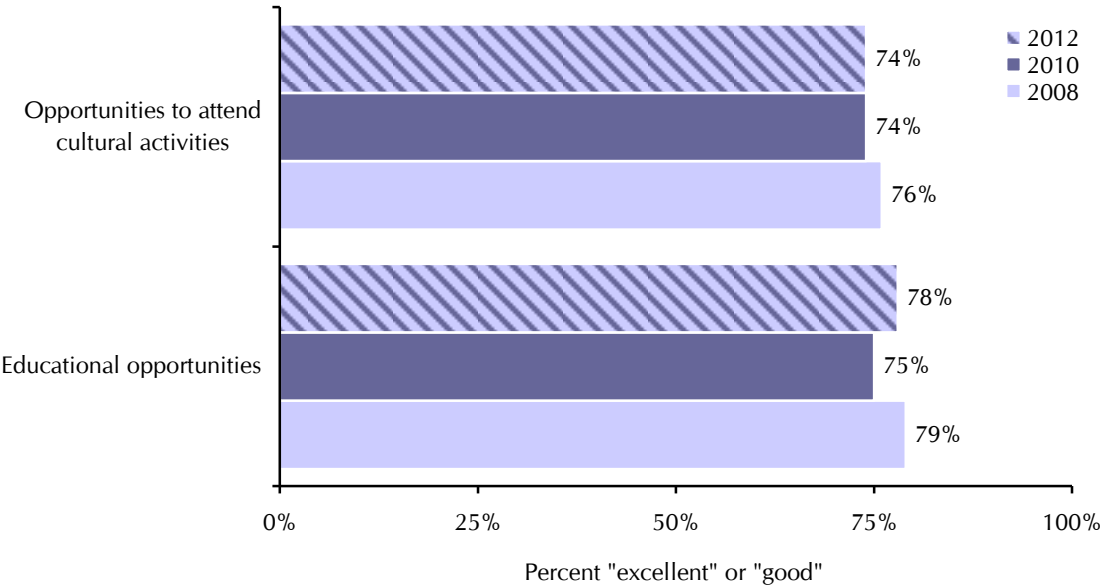


FIGURE 58: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Opportunities to attend cultural activities	Much above	Much above
Educational opportunities	Much above	Much above

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

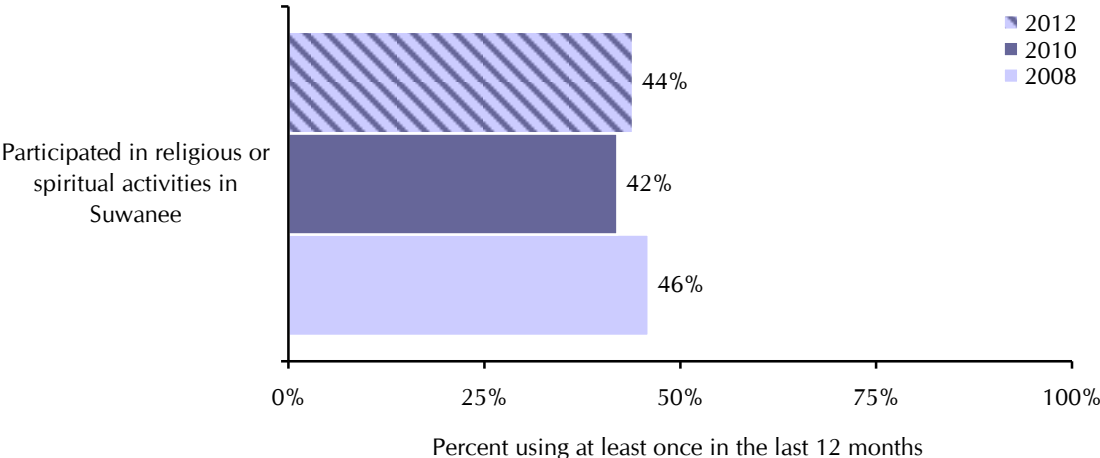


FIGURE 60: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Participated in religious or spiritual activities in Suwanee	Much less	Less

FIGURE 61: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

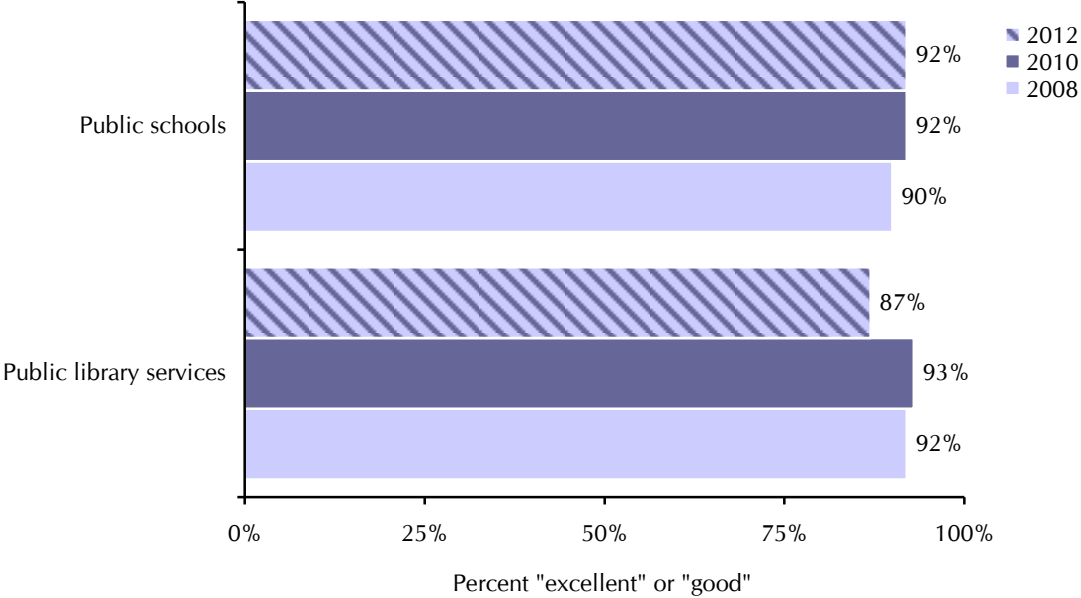


FIGURE 62: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Public schools	Much above	Much 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 of affordable quality health care and preventative health services were rated slightly less favorably by residents. Ratings remained stable compared to 2010 ratings.

Among Suwanee residents, 70% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

FIGURE 63: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

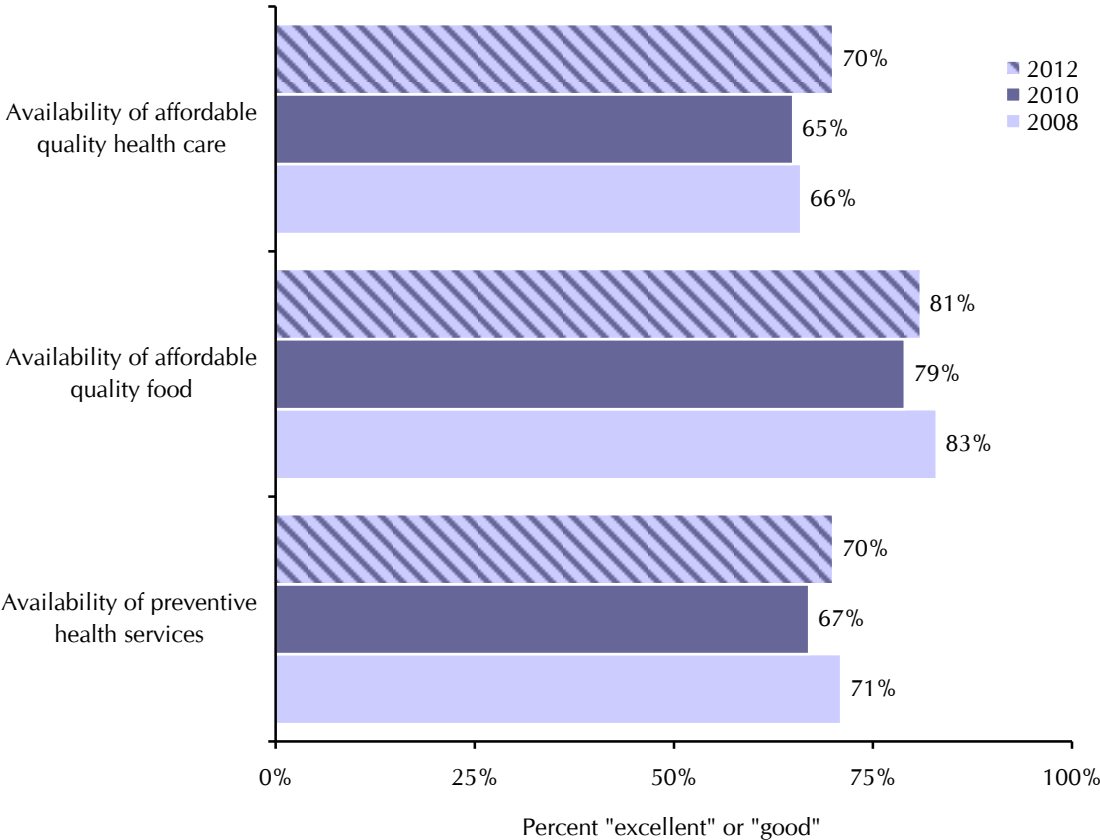


FIGURE 64: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Much above	Much above
Availability of preventive health services	Much above	Much above

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

FIGURE 65: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

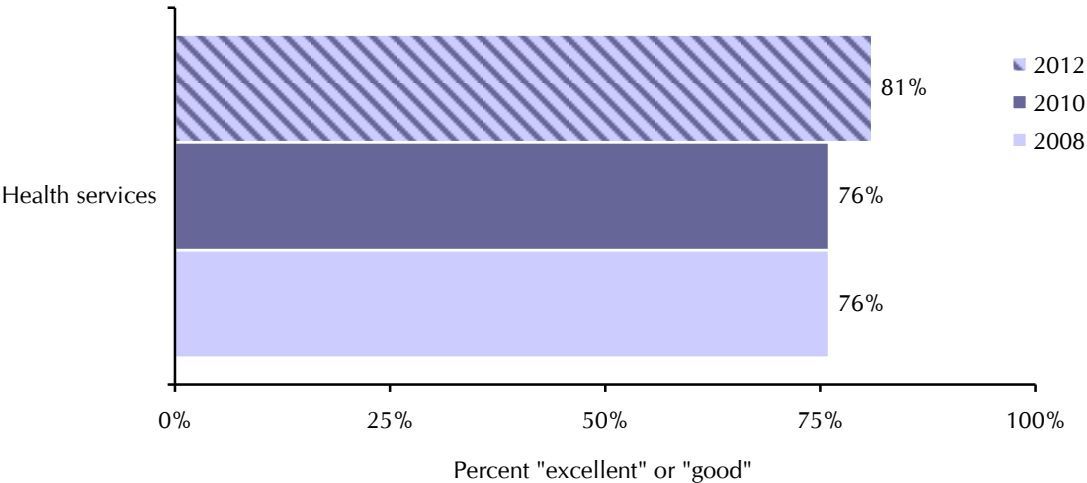


FIGURE 66: HEALTH AND WELLNESS SERVICES BENCHMARKS

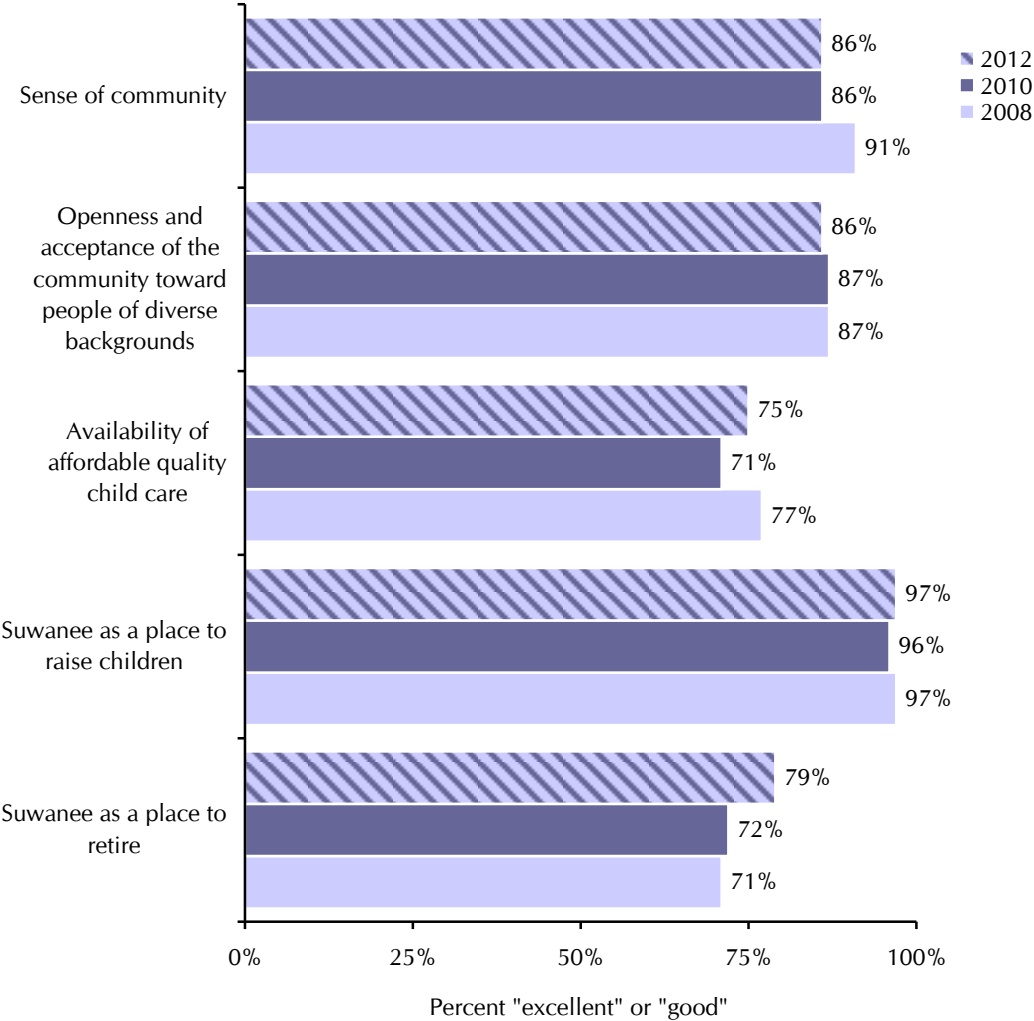
	National comparison	Populations under 40,000 comparison
Health services	Much above	Much above

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 high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Suwanee was open and accepting towards people of diverse backgrounds. Availability of affordable quality childcare was rated the lowest by residents but was higher than the benchmarks. Ratings remained constant over time.

FIGURE 67: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR



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

FIGURE 68: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

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

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 58% to 85% with ratings of “excellent” or “good.” All received ratings above the national and custom benchmarks.

FIGURE 69: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

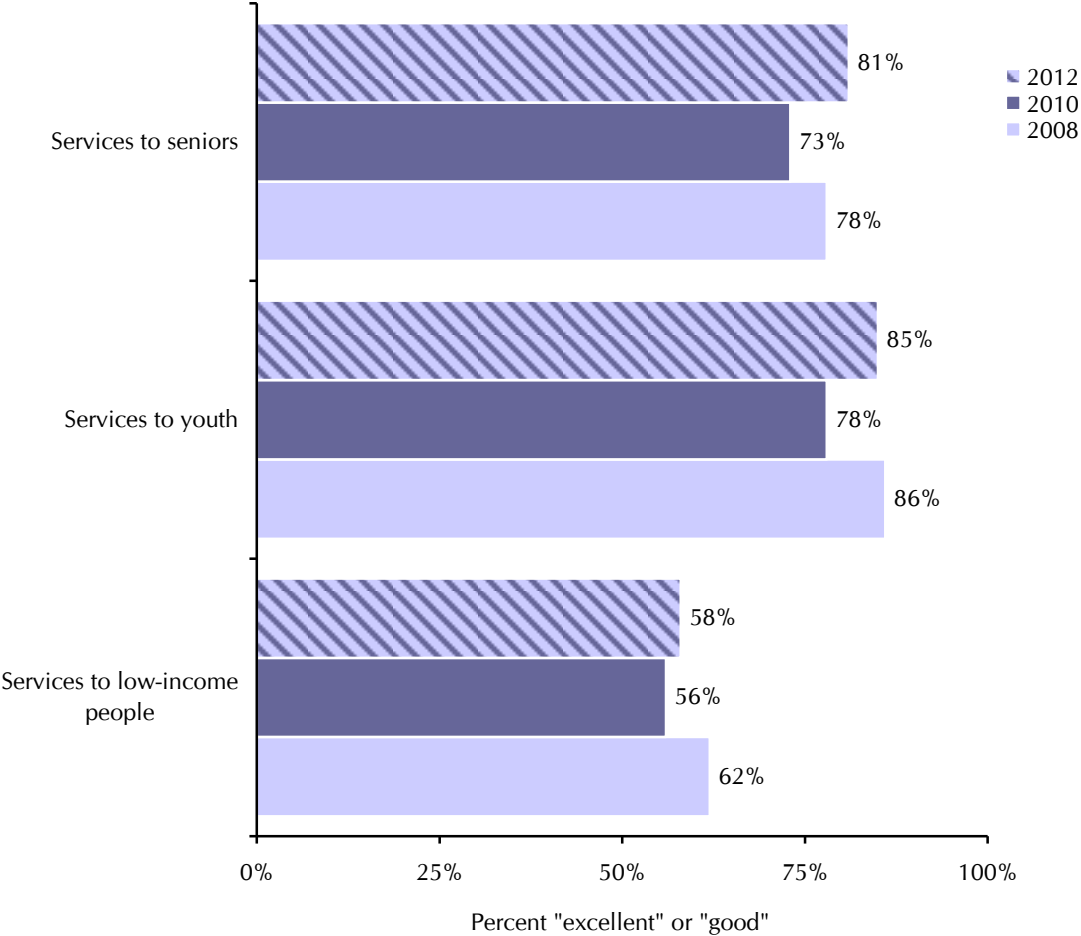


FIGURE 70: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations under 40,000 comparison
Services to seniors	Much above	Much above
Services to youth	Much above	Much above
Services to low income people	Above	Above

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

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community 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. Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked. Ratings remained constant over time.

FIGURE 71: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

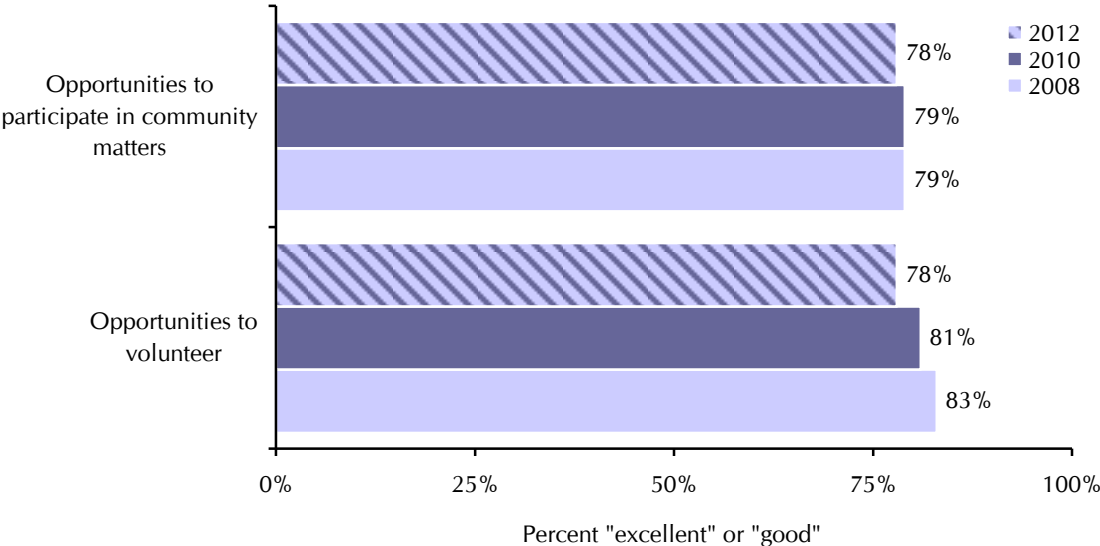


FIGURE 72: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Opportunities to participate in community matters	Much above	Much above
Opportunities to volunteer	Above	Above

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. Providing help to a friend or neighbor showed a similar rate of involvement; while attending a meeting, volunteering your time and participating in a club or civic group showed lower rates of community engagement.

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

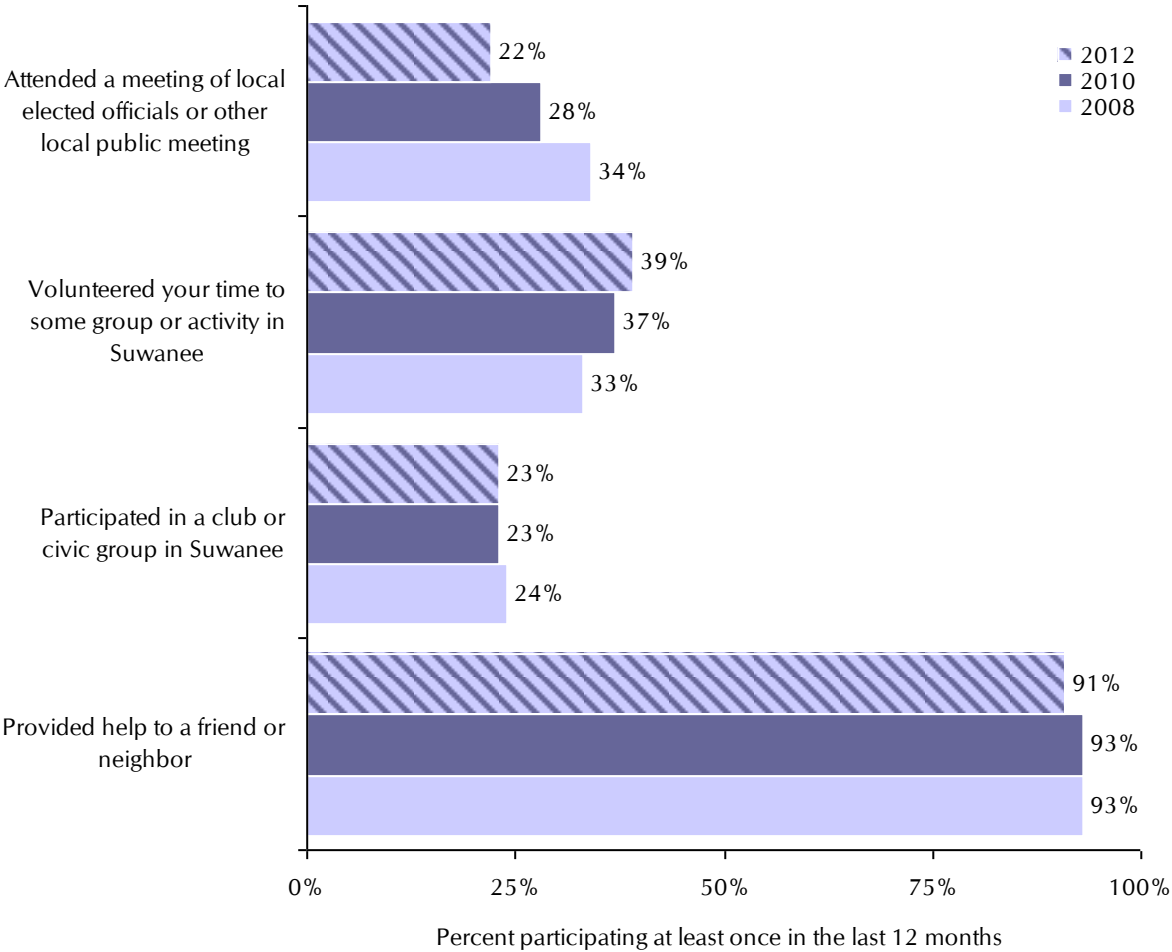
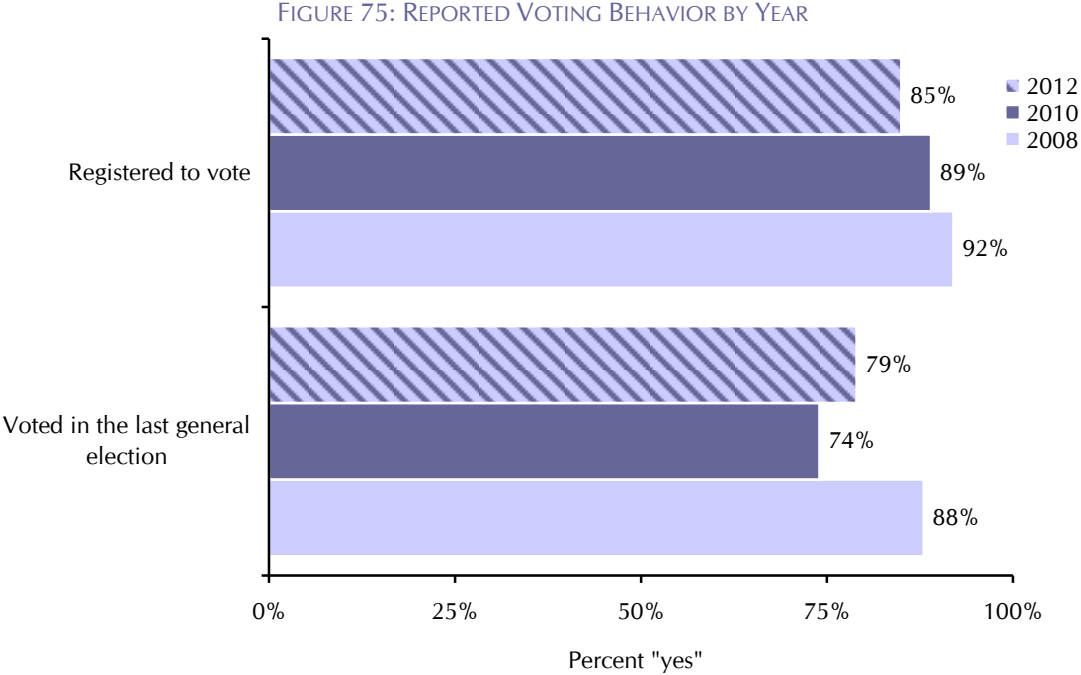


FIGURE 74: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Attended a meeting of local elected officials or other local public meeting	Less	Less
Volunteered your time to some group or activity in Suwanee	Less	Less
Participated in a club or civic group in Suwanee	Much less	Less
Provided help to a friend or neighbor	Similar	Similar

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

City of Suwanee residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-five percent reported they were registered to vote and 79% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 76: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations under 40,000 comparison
Registered to vote	Similar	Similar
Voted in last general election	Similar	Similar

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, 79% reported they had done so at least once. Public information services were rated favorably compared to benchmark data. Ratings remained constant over time.

FIGURE 77: USE OF INFORMATION SOURCES BY YEAR

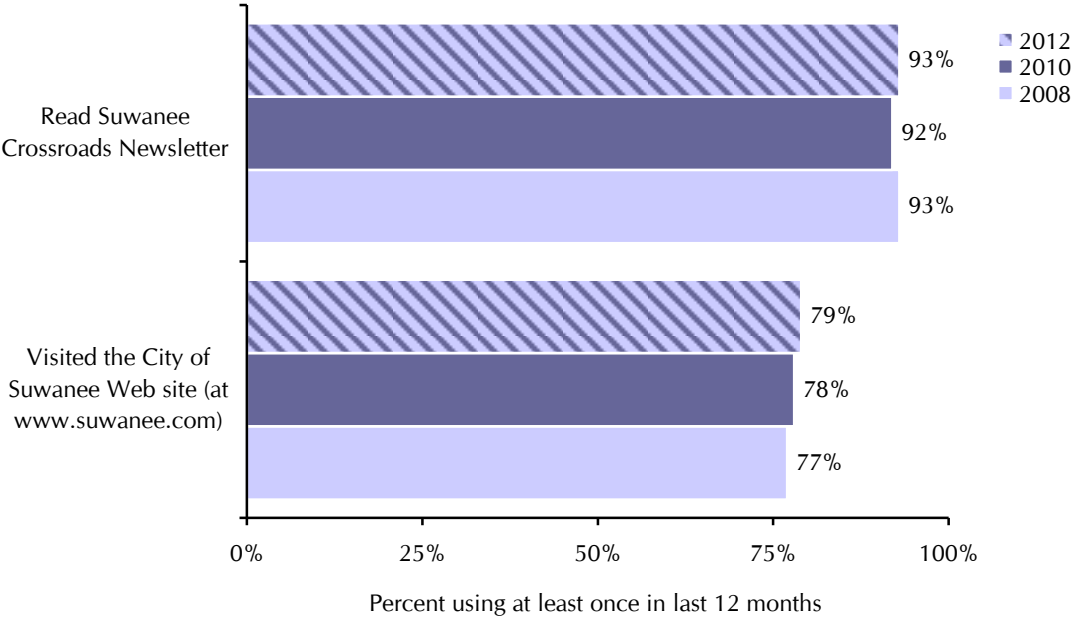


FIGURE 78: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Read Suwanee Crossroads Newsletter	Much more	Much more
Visited the City of Suwanee Web site	Much more	Much more

FIGURE 79: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

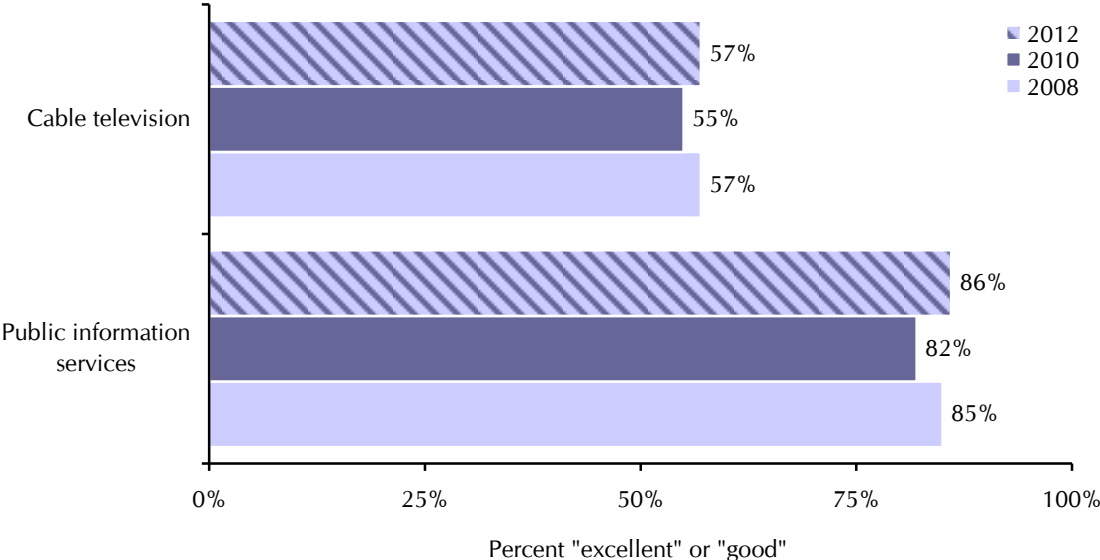


FIGURE 80: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations under 40,000 comparison
Cable television	Similar	Similar
Public information services	Much above	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 85% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 81: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

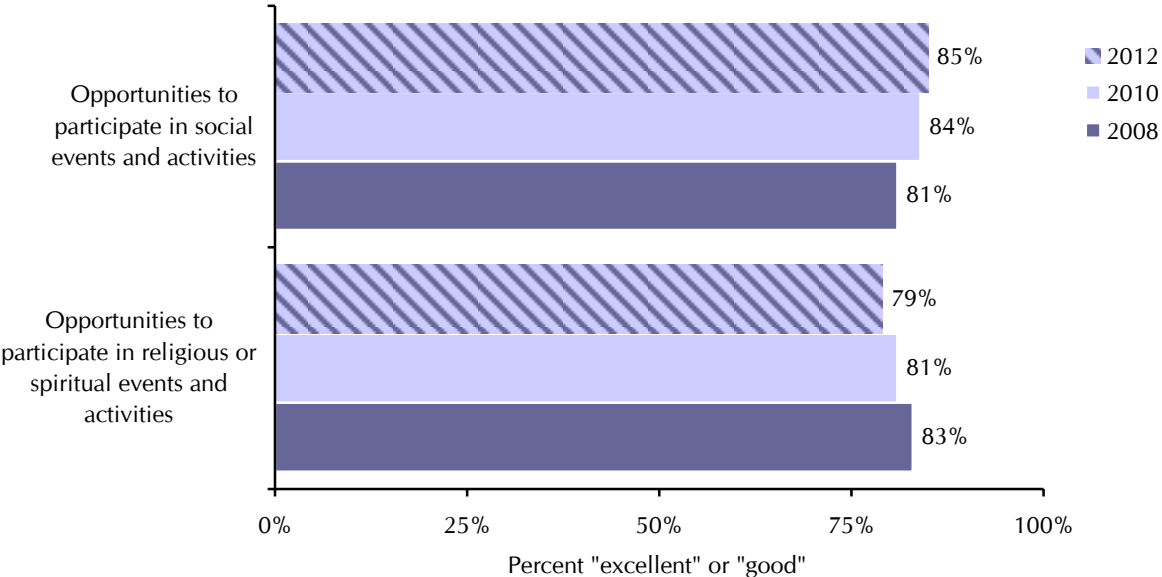


FIGURE 82: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Opportunities to participate in social events and activities	Much above	Much above
Opportunities to participate in religious or spiritual events and activities	Above	Above

Residents in Suwanee reported a fair amount of neighborliness. About a third indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS

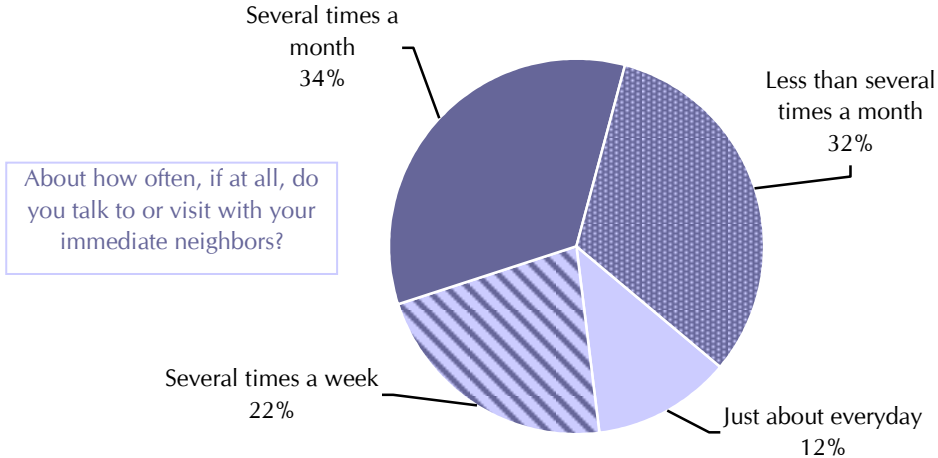


FIGURE 84: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

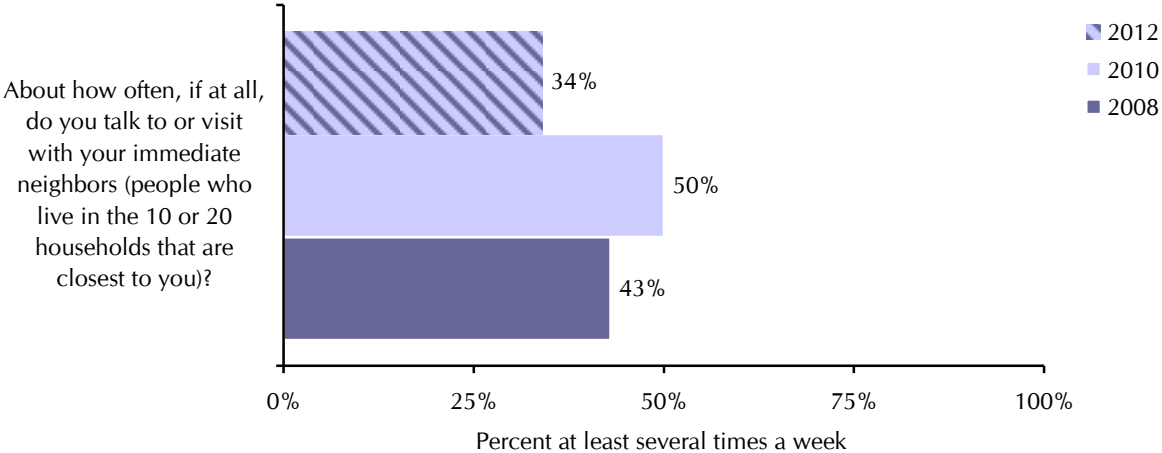


FIGURE 85: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

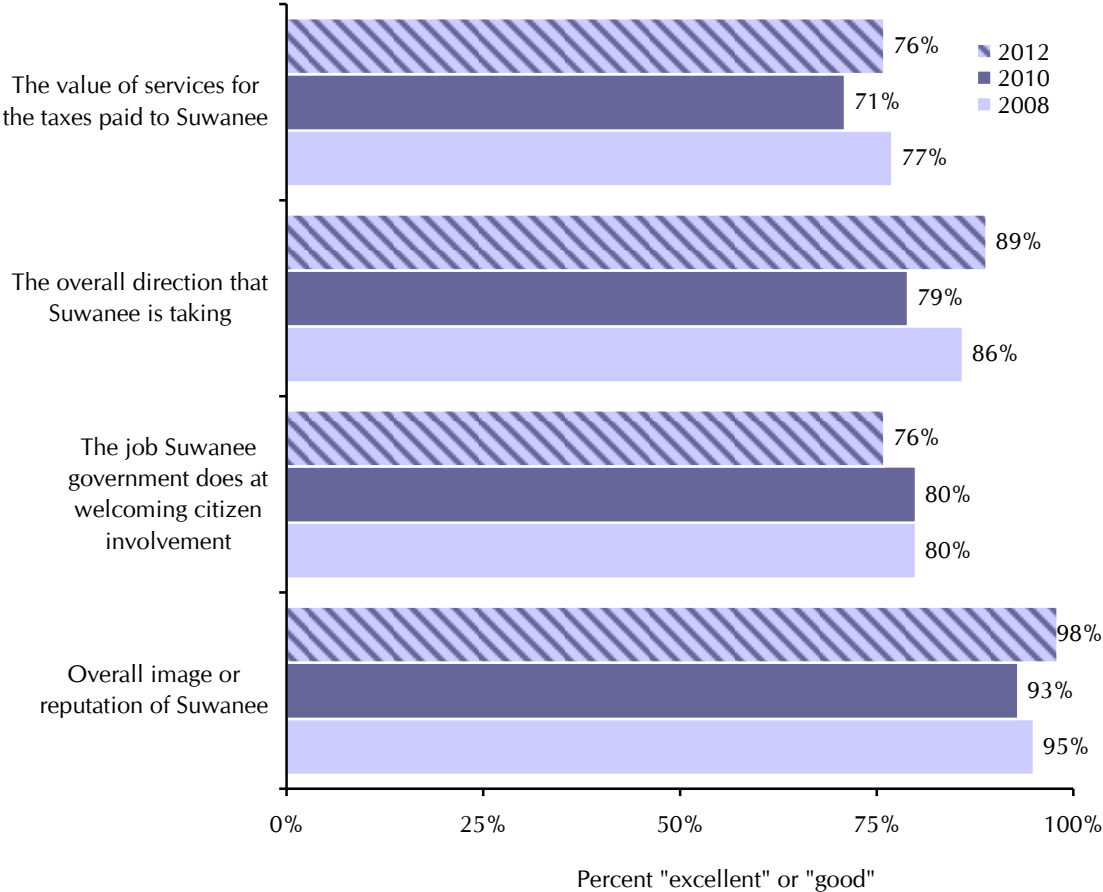
	National comparison	Populations under 40,000 comparison
Has contact with neighbors at least several times per week	Much less	Much less

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 welcoming citizen involvement, 76% rated it as "excellent" or "good." All four ratings were above the national and custom benchmarks.

FIGURE 86: PUBLIC TRUST RATINGS BY YEAR



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

FIGURE 87: PUBLIC TRUST BENCHMARKS

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

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

FIGURE 88: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

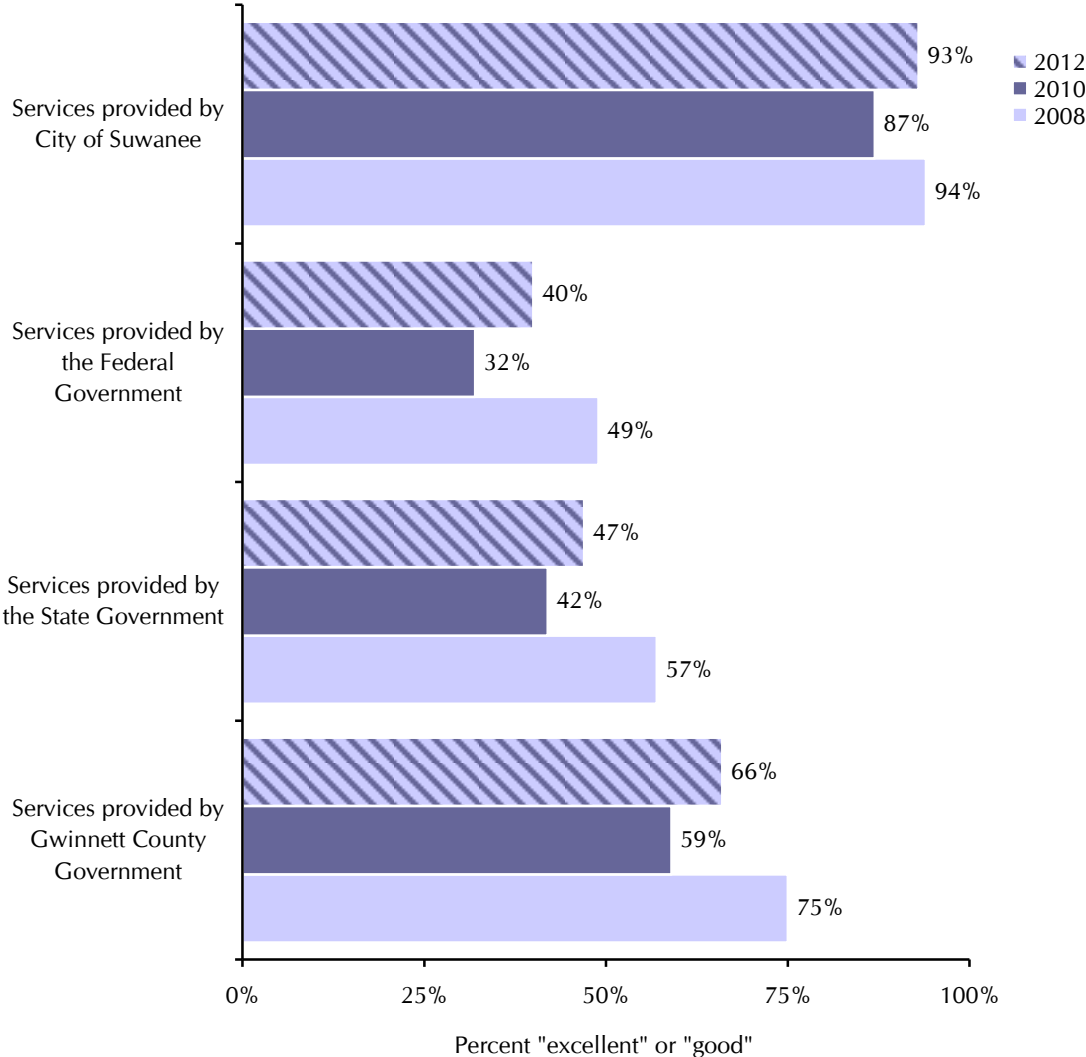


FIGURE 89: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations under 40,000 comparison
Services provided by the City of Suwanee	Much above	Much above
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Above	Above
Services provided by Gwinnett County Government	Much above	Much above

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

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, over the phone or via email in the last 12 months; the 35% 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; 85% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the national and custom benchmarks and were similar to past survey years.

FIGURE 90: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

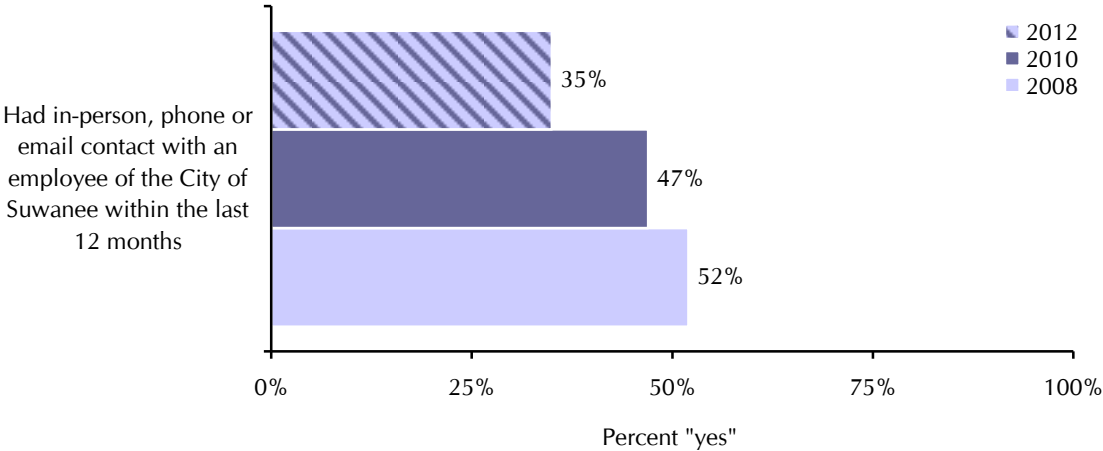


FIGURE 91: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations under 40,000 comparison
Had contact with City employee(s) in last 12 months	Much less	Much less

FIGURE 92: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

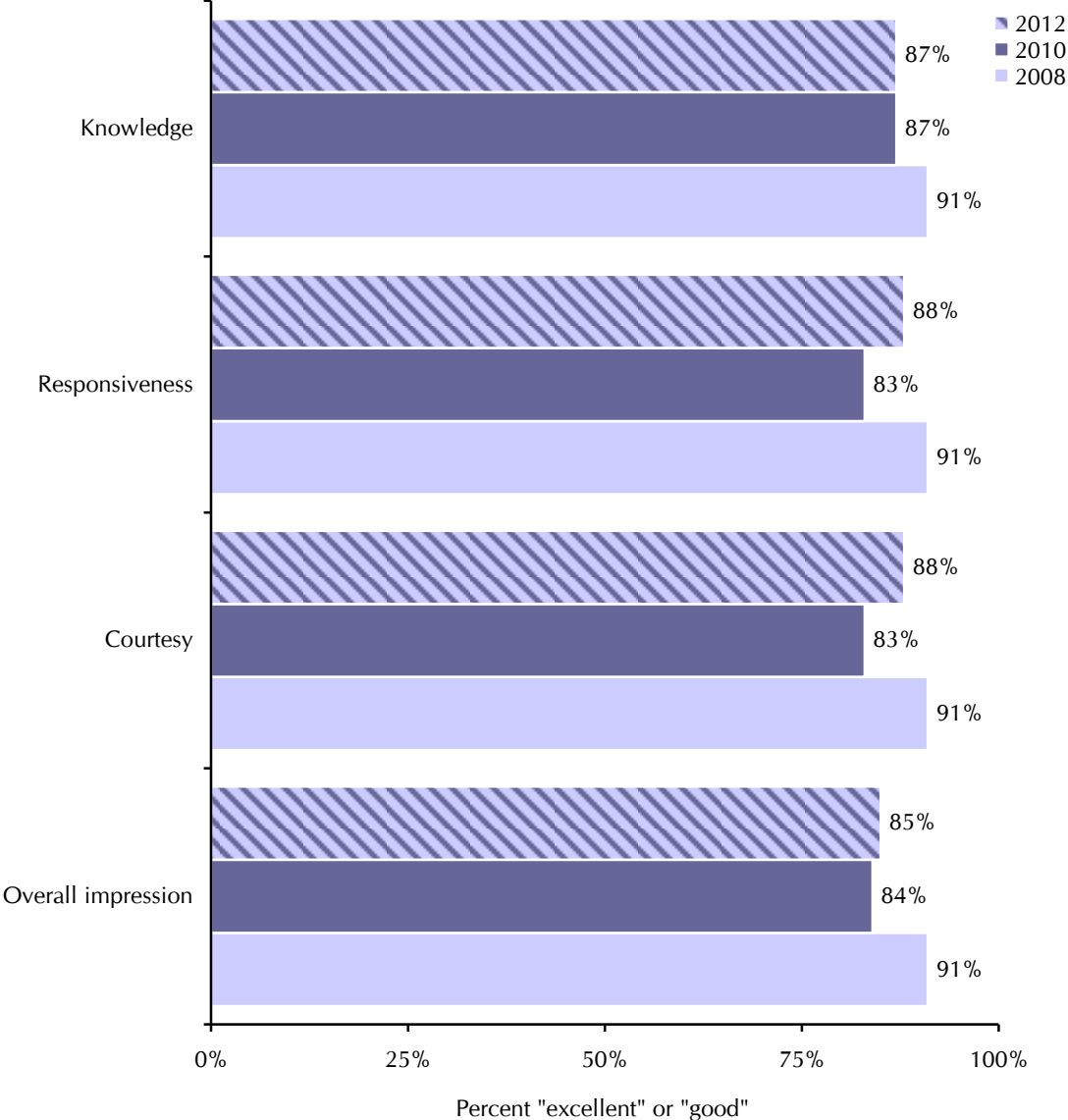


FIGURE 93: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations under 40,000 comparison
Knowledge	Much above	Much above
Responsiveness	Much above	Much above
Courteousness	Much above	Much above
Overall impression	Much above	Much above

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

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

A KDA was conducted for the City of 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. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

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

- Police services
- Public information services
- Recreation centers or facilities
- Traffic signal timing

CITY OF SUWANEE ACTION CHART

The 2012 City of Suwanee Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

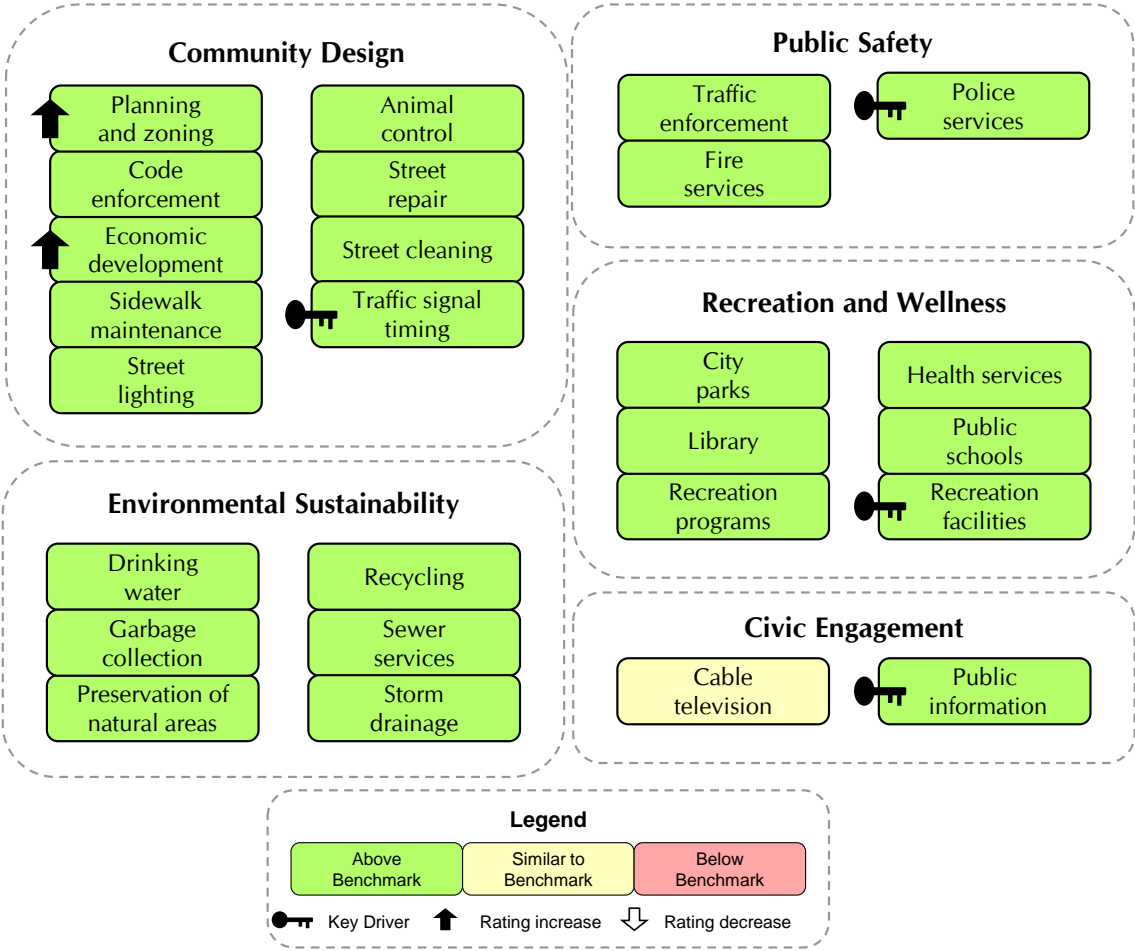
Twenty-six services were included in the KDA for the City of Suwanee. Of these, 25 were above the benchmark and one was similar to the benchmark.

The four key drivers for the City of Suwanee were above the benchmark. Suwanee should continue to ensure high quality performance in these service areas. 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 94: CITY OF SUWANEE ACTION CHART™

Overall Quality of City of Suwanee Services



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 country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

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

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

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

FIGURE 95: KEY DRIVERS COMPARED

Service	City of Suwanee Key Driver	National Key Driver	Core Service
• Police services	✓	✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
Traffic signal timing	✓		
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
◦ City parks			
◦ Recreation programs or classes			
Recreation centers or facilities	✓		
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
• Public information services	✓	✓	
Public schools		✓	
◦ Cable television			
◦ Preservation of natural areas			

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

CUSTOM QUESTIONS

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

Custom Question 1	
Suwanee just completed a year and half strategic planning process, Suwanee's 20/20 plan. Were you aware that the City was undergoing this process?	Percent of respondents
Very aware	28%
Somewhat aware	37%
Not aware	35%
Total	100%

Custom Question 2	
Did you or someone in your household attend Suwanee Day this year?	Percent of respondents
Yes	56%
No	44%
Total	100%

Custom Question 3					
If you have moved to Suwanee since 2007, please rate how important, if at all, each of the following items were in your decision to select Suwanee as a place to live.	Essential	Very important	Somewhat important	Not at all important	Total
Police/public safety	55%	39%	4%	2%	100%
Community appearance	49%	43%	6%	2%	100%
Overall community feel/vibe	56%	34%	9%	2%	100%
Suwanee's neighborhoods	51%	39%	8%	1%	100%
Suwanee's park system	48%	38%	10%	4%	100%
Suwanee's image/reputation	50%	35%	12%	3%	100%
School system	56%	24%	6%	14%	100%
Town Center Park	51%	29%	16%	4%	100%
Suwanee's trail system	42%	37%	17%	4%	100%
Town Center/downtown area	46%	30%	20%	4%	100%
Public events & festivals	32%	39%	21%	8%	100%
Proximity to Atlanta	22%	33%	30%	15%	100%
Job/business opportunity	25%	22%	24%	29%	100%
Recommended by a Suwanee resident	23%	22%	23%	32%	100%
Suwanee's Web site (www.suwanee.com)	13%	25%	30%	33%	100%
Recommended by a Real Estate professional	19%	19%	24%	38%	100%
Family ties	19%	16%	25%	40%	100%

Custom Question 4	
Have you or anyone in your household picked up your super cool Suwanee "S" car magnet at City Hall?	Percent of respondents
Yes	24%
No	76%
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	70%	29%	0%	0%	100%
Your neighborhood as a place to live	52%	41%	7%	0%	100%
Suwanee as a place to raise children	68%	29%	3%	0%	100%
Suwanee as a place to work	38%	45%	14%	3%	100%
Suwanee as a place to retire	42%	37%	15%	6%	100%
The overall quality of life in Suwanee	56%	41%	2%	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%	43%	12%	2%	100%
Openness and acceptance of the community toward people of diverse backgrounds	43%	43%	11%	3%	100%
Overall appearance of Suwanee	55%	39%	6%	0%	100%
Cleanliness of Suwanee	59%	34%	6%	0%	100%
Overall quality of new development in Suwanee	40%	47%	12%	1%	100%
Variety of housing options	30%	45%	22%	3%	100%
Overall quality of business and service establishments in Suwanee	29%	50%	20%	1%	100%
Shopping opportunities	23%	43%	26%	7%	100%
Opportunities to attend cultural activities	26%	48%	23%	2%	100%
Recreational opportunities	50%	36%	13%	1%	100%
Employment opportunities	15%	37%	36%	12%	100%
Educational opportunities	38%	40%	19%	3%	100%
Opportunities to participate in social events and activities	49%	36%	13%	3%	100%
Opportunities to participate in religious or spiritual events and activities	36%	43%	19%	2%	100%
Opportunities to volunteer	39%	39%	21%	2%	100%
Opportunities to participate in community matters	37%	41%	20%	2%	100%
Ease of car travel in Suwanee	24%	44%	22%	10%	100%
Ease of bus travel in Suwanee	7%	14%	28%	51%	100%
Ease of bicycle travel in Suwanee	29%	35%	23%	12%	100%
Ease of walking in Suwanee	39%	35%	16%	9%	100%
Availability of paths and walking trails	63%	27%	9%	2%	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
Traffic flow on major streets	13%	39%	36%	12%	100%
Amount of public parking	22%	40%	32%	7%	100%
Availability of affordable quality housing	22%	51%	20%	8%	100%
Availability of affordable quality child care	25%	50%	25%	1%	100%
Availability of affordable quality health care	25%	45%	25%	4%	100%
Availability of affordable quality food	34%	47%	18%	1%	100%
Availability of preventive health services	26%	44%	25%	4%	100%
Air quality	33%	53%	12%	2%	100%
Quality of overall natural environment in Suwanee	50%	43%	6%	0%	100%
Overall image or reputation of Suwanee	60%	38%	2%	1%	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%	58%	31%	8%	100%
Retail growth (stores, restaurants, etc.)	3%	32%	54%	9%	3%	100%
Jobs growth	14%	52%	32%	1%	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	38%
Minor problem	45%
Moderate problem	14%
Major problem	3%
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)	61%	33%	3%	4%	0%	100%
Property crimes (e.g., burglary, theft)	34%	44%	10%	11%	1%	100%
Environmental hazards, including toxic waste	68%	25%	3%	4%	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	79%	17%	3%	1%	0%	100%
In your neighborhood after dark	51%	34%	7%	7%	1%	100%
In Suwanee's downtown area during the day	78%	15%	5%	0%	1%	100%
In Suwanee's downtown area after dark	48%	33%	12%	6%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Suwanee Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Suwanee Police Department within the last 12 months?	65%	35%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Suwanee Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Suwanee Police Department?	55%	20%	13%	12%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	94%
Yes	6%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	0%
Yes	100%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Suwanee?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Suwanee recreation centers	33%	24%	24%	12%	7%	100%
Participated in a recreation program or activity	40%	30%	23%	4%	3%	100%
Visited a neighborhood park or City park	3%	14%	33%	21%	30%	100%
Ridden a local bus within Suwanee	96%	2%	0%	0%	1%	100%
Attended a meeting of local elected officials or other local public meeting	78%	14%	7%	1%	0%	100%
Read Suwanee Crossroads Newsletter	7%	16%	64%	10%	3%	100%
Visited the City of Suwanee Web site (at www.suwanee.com)	21%	34%	33%	8%	4%	100%
Recycled used paper, cans or bottles from your home	14%	7%	10%	15%	53%	100%
Volunteered your time to some group or activity in Suwanee	61%	20%	14%	4%	2%	100%
Participated in religious or spiritual activities in Suwanee	56%	18%	9%	7%	10%	100%
Participated in a club or civic group in Suwanee	77%	13%	6%	2%	1%	100%
Provided help to a friend or neighbor	9%	25%	42%	12%	11%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	12%
Several times a week	22%
Several times a month	34%
Less than several times a month	32%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Suwanee:	Excellent	Good	Fair	Poor	Total
Police services	50%	41%	5%	4%	100%
Fire services	59%	40%	2%	0%	100%
Ambulance or emergency medical services	52%	45%	3%	0%	100%
Crime prevention	39%	49%	10%	2%	100%
Fire prevention and education	41%	43%	16%	1%	100%
Municipal courts	31%	50%	14%	5%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Suwanee:	Excellent	Good	Fair	Poor	Total
Traffic enforcement	30%	43%	17%	10%	100%
Street repair	25%	49%	23%	3%	100%
Street cleaning	32%	48%	17%	3%	100%
Street lighting	25%	45%	20%	10%	100%
Snow removal	23%	29%	32%	17%	100%
Sidewalk maintenance	27%	44%	24%	5%	100%
Traffic signal timing	16%	40%	32%	11%	100%
Bus or transit services	10%	21%	21%	48%	100%
Garbage collection	38%	49%	11%	2%	100%
Recycling	38%	49%	8%	5%	100%
Yard waste pick-up	32%	51%	8%	8%	100%
Storm drainage	25%	54%	17%	4%	100%
Drinking water	37%	45%	16%	2%	100%
Sewer services	38%	50%	12%	0%	100%
City parks	75%	22%	3%	0%	100%
Recreation programs or classes	51%	30%	17%	3%	100%
Recreation centers or facilities	50%	37%	12%	1%	100%
Land use, planning and zoning	34%	43%	19%	4%	100%
Code enforcement (weeds, abandoned buildings, etc.)	29%	43%	26%	2%	100%
Animal control	25%	51%	19%	5%	100%
Economic development	24%	54%	21%	2%	100%
Health services	21%	60%	18%	1%	100%
Services to seniors	29%	52%	12%	7%	100%
Services to youth	36%	49%	12%	3%	100%
Services to low-income people	18%	40%	24%	18%	100%
Public library services	50%	37%	11%	2%	100%
Public information services	34%	52%	14%	0%	100%
Public schools	51%	41%	6%	2%	100%
Cable television	19%	38%	30%	13%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	53%	36%	9%	2%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Suwanee	47%	46%	6%	1%	100%
The Federal Government	9%	31%	37%	24%	100%
The State Government	10%	37%	44%	9%	100%
Gwinnett County Government	20%	46%	29%	5%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Suwanee to someone who asks	74%	25%	0%	0%	100%
Remain in Suwanee for the next five years	64%	27%	5%	4%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	8%
Somewhat positive	19%
Neutral	36%
Somewhat negative	29%
Very negative	9%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email 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	65%
Yes	35%
Total	100%

Question 18: 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	55%	32%	11%	2%	100%
Responsiveness	53%	35%	6%	6%	100%
Courtesy	63%	25%	5%	7%	100%
Overall impression	61%	24%	10%	6%	100%

Question 19: 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	32%	44%	20%	4%	100%
The overall direction that Suwanee is taking	38%	51%	10%	2%	100%
The job Suwanee government does at welcoming citizen involvement	29%	47%	18%	5%	100%

Question 20a: Custom Question 1	
Suwanee just completed a year and half strategic planning process, Suwanee's 20/20 plan. Were you aware that the City was undergoing this process?	Percent of respondents
Very aware	28%
Somewhat aware	37%
Not aware	35%
Total	100%

Question 20b: Custom Question 2	
Did you or someone in your household attend Suwanee Day this year?	Percent of respondents
Yes	56%
No	44%
Total	100%

Question 20c: Custom Question 3						
If you have moved to Suwanee since 2007, please rate how important, if at all, each of the following items were in your decision to select Suwanee as a place to live.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Community appearance	48%	42%	6%	2%	2%	100%
Police/public safety	52%	37%	4%	2%	5%	100%
Suwanee's image/reputation	47%	34%	12%	3%	5%	100%
Overall community feel/vibe	53%	32%	8%	2%	4%	100%
School system	49%	21%	5%	13%	12%	100%
Suwanee's neighborhoods	50%	37%	8%	1%	4%	100%
Suwanee's park system	47%	37%	10%	4%	3%	100%
Town Center Park	50%	29%	15%	4%	2%	100%
Suwanee's trail system	39%	34%	16%	4%	6%	100%
Town Center/downtown area	45%	29%	19%	4%	3%	100%
Public events & festivals	31%	38%	21%	8%	2%	100%
Suwanee's Web site (www.suwanee.com)	12%	22%	26%	29%	11%	100%
Job/business opportunity	21%	19%	21%	25%	14%	100%
Family ties	17%	15%	22%	35%	10%	100%
Proximity to Atlanta	21%	32%	29%	15%	4%	100%
Recommended by a Suwanee resident	19%	18%	19%	26%	17%	100%
Recommended by a Real Estate professional	15%	15%	19%	31%	20%	100%

Question 20d: Custom Question 4	
Have you or anyone in your household picked up your super cool Suwanee "S" car magnet at City Hall?	Percent of respondents
Yes	24%
No	76%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	20%
Yes, full-time	72%
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	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	1%
Work at home	6%
Other	0%

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	24%
6 to 10 years	20%
11 to 20 years	27%
More than 20 years	5%
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	67%
House attached to one or more houses (e.g., a duplex or townhome)	7%
Building with two or more apartments or condominiums	25%
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	30%
Owned by you or someone in this house with a mortgage or free and clear	70%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	2%
\$300 to \$599 per month	5%
\$600 to \$999 per month	14%
\$1,000 to \$1,499 per month	42%
\$1,500 to \$2,499 per month	29%
\$2,500 or more per month	7%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	64%
Yes	36%
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	86%
Yes	14%
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	3%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	39%
\$100,000 to \$149,999	21%
\$150,000 or more	18%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	13%
Black or African American	12%
White	73%
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	22%
35 to 44 years	25%
45 to 54 years	25%
55 to 64 years	13%
65 to 74 years	7%
75 years or older	3%
Total	100%

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

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	83%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	20%
Yes	75%
Ineligible to vote	5%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	1%
Yes	99%
Total	100%

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

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	42%
Land line	38%
Both	20%
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	70%	195	29%	80	0%	0	0%	1	0%	0	100%
Your neighborhood as a place to live	52%	142	41%	113	7%	20	0%	1	0%	0	100%	275
Suwanee as a place to raise children	60%	166	26%	72	2%	6	0%	1	11%	31	100%	275
Suwanee as a place to work	26%	72	31%	85	10%	27	2%	5	31%	84	100%	273
Suwanee as a place to retire	31%	86	27%	75	11%	31	5%	13	26%	71	100%	275
The overall quality of life in Suwanee	56%	155	41%	113	2%	6	0%	1	0%	0	100%	275

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	42%	116	43%	116	11%	31	2%	4	2%	6	100%
Openness and acceptance of the community toward people of diverse backgrounds	40%	110	40%	110	11%	29	3%	9	6%	16	100%	274
Overall appearance of Suwanee	55%	152	39%	107	6%	16	0%	1	0%	0	100%	276
Cleanliness of Suwanee	58%	161	34%	94	6%	18	0%	1	1%	2	100%	275
Overall quality of new development in Suwanee	39%	106	45%	122	12%	32	1%	2	4%	11	100%	273
Variety of housing options	30%	82	44%	122	21%	59	3%	8	2%	5	100%	276
Overall quality of business and service establishments in Suwanee	29%	78	49%	136	20%	56	1%	3	1%	2	100%	275
Shopping opportunities	23%	65	43%	117	26%	73	7%	21	0%	0	100%	275
Opportunities to attend cultural activities	25%	68	45%	124	22%	60	2%	6	6%	16	100%	274
Recreational opportunities	50%	135	36%	97	13%	35	1%	3	1%	2	100%	272
Employment opportunities	10%	27	24%	66	24%	66	8%	21	34%	92	100%	272

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	
	Educational opportunities	31%	83	32%	86	15%	42	2%	6	20%	54	100%
Opportunities to participate in social events and activities	46%	127	34%	92	12%	33	3%	7	5%	14	100%	274
Opportunities to participate in religious or spiritual events and activities	30%	83	35%	97	16%	44	2%	4	17%	46	100%	275
Opportunities to volunteer	33%	89	33%	89	17%	48	2%	5	15%	42	100%	274
Opportunities to participate in community matters	32%	88	37%	99	18%	48	1%	4	12%	32	100%	271
Ease of car travel in Suwanee	24%	66	43%	118	22%	59	10%	27	2%	4	100%	274
Ease of bus travel in Suwanee	4%	10	7%	18	13%	37	24%	66	52%	142	100%	271
Ease of bicycle travel in Suwanee	22%	60	27%	72	17%	47	9%	25	24%	66	100%	271
Ease of walking in Suwanee	38%	103	34%	92	16%	42	9%	24	3%	9	100%	271
Availability of paths and walking trails	62%	169	26%	71	8%	23	2%	4	1%	4	100%	271
Traffic flow on major streets	13%	35	38%	106	36%	100	12%	34	0%	1	100%	275
Amount of public parking	21%	57	38%	104	30%	83	7%	18	4%	11	100%	271
Availability of affordable quality housing	20%	54	46%	125	18%	48	7%	19	10%	28	100%	274
Availability of affordable quality child care	11%	31	23%	63	11%	31	0%	1	54%	146	100%	272
Availability of affordable quality health care	20%	55	36%	99	20%	55	3%	10	20%	56	100%	274
Availability of affordable quality food	34%	92	46%	126	18%	48	1%	3	1%	3	100%	273
Availability of preventive health services	21%	57	35%	95	20%	54	3%	9	20%	55	100%	271
Air quality	32%	86	51%	138	11%	31	2%	6	4%	11	100%	273
Quality of overall natural environment in Suwanee	50%	138	43%	118	6%	16	0%	1	1%	2	100%	275
Overall image or reputation of Suwanee	60%	165	37%	103	2%	4	1%	2	0%	1	100%	274

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	
	Population growth	0%	1	2%	5	48%	131	26%	70	7%	19	17%	48	100%
Retail growth (stores, restaurants, etc.)	3%	8	28%	78	48%	131	8%	21	3%	7	10%	28	100%	273
Jobs growth	8%	21	28%	77	17%	47	1%	2	0%	0	46%	126	100%	273

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	35%	97
Minor problem	41%	113
Moderate problem	13%	35
Major problem	3%	8
Don't know	8%	21
Total	100%	273

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)	60%	163	32%	88	3%	7	3%	10	0%	0	2%	5	100%
Property crimes (e.g., burglary, theft)	33%	91	44%	119	10%	28	10%	29	1%	2	2%	5	100%	273
Environmental hazards, including toxic waste	63%	171	23%	64	3%	8	3%	9	0%	1	7%	20	100%	273

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	79%	215	17%	47	3%	7	1%	3	0%	1	0%	0	100%
In your neighborhood after dark	51%	139	34%	94	7%	19	7%	19	1%	2	0%	0	100%	274
In Suwanee's downtown area during the day	75%	206	15%	40	5%	13	0%	1	1%	3	3%	9	100%	273
In Suwanee's downtown area after dark	44%	121	30%	83	11%	31	5%	14	1%	3	8%	22	100%	273

Question 7: Contact with Police Department													
Have you had any in-person or phone contact with an employee of the City of Suwanee Police Department within the last 12 months?						No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Suwanee Police Department within the last 12 months?						65%	176	35%	95	1%	2	100%	273

Question 8: Ratings of Contact with Police Department																
What was your overall impression of your most recent contact with the City of Suwanee Police Department?					Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Suwanee Police Department?					55%	52	20%	19	13%	13	12%	11	0%	0	100%	95

Question 9: Crime Victim			
During the past 12 months, were you or anyone in your household the victim of any crime?		Percent of respondents	Count
No		93%	251
Yes		6%	17
Don't know		0%	1
Total		100%	269

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	0%	0
Yes	94%	16
Don't know	6%	1
Total	100%	17

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Suwanee?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Suwanee recreation centers	33%	88	24%	65	24%	64	12%	31	7%	20	100%	268
Participated in a recreation program or activity	40%	106	30%	81	23%	61	4%	10	3%	9	100%	267
Visited a neighborhood park or City park	3%	8	14%	37	33%	87	21%	56	30%	80	100%	268
Ridden a local bus within Suwanee	96%	256	2%	6	0%	1	0%	0	1%	3	100%	265
Attended a meeting of local elected officials or other local public meeting	78%	207	14%	38	7%	17	1%	3	0%	0	100%	266
Read Suwanee Crossroads Newsletter	7%	17	16%	42	64%	173	10%	27	3%	8	100%	268
Visited the City of Suwanee Web site (at www.suwanee.com)	21%	57	34%	91	33%	89	8%	22	4%	11	100%	269
Recycled used paper, cans or bottles from your home	14%	37	7%	19	10%	27	15%	40	53%	139	100%	264
Volunteered your time to some group or activity in Suwanee	61%	162	20%	52	14%	39	4%	10	2%	4	100%	267
Participated in religious or spiritual activities in Suwanee	56%	151	18%	49	9%	25	7%	18	10%	27	100%	269
Participated in a club or civic group in Suwanee	77%	207	13%	35	6%	16	2%	7	1%	4	100%	268
Provided help to a friend or neighbor	9%	25	25%	68	42%	114	12%	33	11%	31	100%	271

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	12%	32
Several times a week	22%	61
Several times a month	34%	94
Less than several times a month	32%	87
Total	100%	273

Question 13: Service Quality												
Please rate the quality of each of the following services in Suwanee:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	42%	115	35%	95	5%	12	4%	10	14%	39	100%
Fire services	38%	103	25%	69	1%	3	0%	0	35%	96	100%	270
Ambulance or emergency medical services	30%	82	26%	70	2%	4	0%	0	42%	114	100%	270
Crime prevention	30%	80	38%	101	8%	21	1%	4	23%	63	100%	269
Fire prevention and education	22%	58	23%	61	9%	23	0%	1	47%	125	100%	267
Municipal courts	13%	34	21%	55	6%	15	2%	5	59%	155	100%	265
Traffic enforcement	26%	70	37%	99	14%	38	9%	24	13%	35	100%	267
Street repair	22%	60	44%	119	21%	56	3%	8	10%	26	100%	269
Street cleaning	28%	76	43%	116	15%	40	3%	8	10%	28	100%	269
Street lighting	24%	64	42%	112	18%	49	10%	26	6%	17	100%	268
Snow removal	11%	30	14%	38	16%	41	8%	22	50%	133	100%	264
Sidewalk maintenance	24%	64	40%	105	21%	56	4%	11	10%	27	100%	263
Traffic signal timing	15%	42	39%	104	31%	83	11%	29	4%	12	100%	270
Bus or transit services	3%	8	6%	16	6%	16	14%	37	71%	192	100%	269
Garbage collection	33%	88	42%	112	9%	25	2%	4	15%	40	100%	268
Recycling	33%	89	43%	116	7%	20	4%	11	13%	34	100%	270

Question 13: Service Quality												
Please rate the quality of each of the following services in Suwanee:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Yard waste pick-up	19%	52	31%	83	5%	13	5%	13	40%	109	100%	270
Storm drainage	19%	52	42%	114	13%	35	4%	9	22%	58	100%	269
Drinking water	34%	91	40%	109	14%	38	2%	5	10%	28	100%	270
Sewer services	30%	80	40%	104	10%	26	0%	0	20%	53	100%	264
City parks	74%	199	21%	58	3%	9	0%	0	2%	4	100%	271
Recreation programs or classes	33%	87	19%	51	11%	30	2%	4	35%	94	100%	267
Recreation centers or facilities	39%	104	28%	76	9%	25	0%	1	23%	63	100%	270
Land use, planning and zoning	25%	68	32%	86	15%	39	3%	8	25%	66	100%	266
Code enforcement (weeds, abandoned buildings, etc.)	22%	59	33%	88	19%	53	2%	4	24%	65	100%	270
Animal control	17%	45	34%	90	13%	34	3%	8	34%	89	100%	266
Economic development	19%	51	43%	115	16%	44	2%	5	20%	53	100%	268
Health services	14%	36	40%	105	12%	32	1%	2	34%	91	100%	266
Services to seniors	11%	29	19%	52	4%	12	3%	7	62%	168	100%	269
Services to youth	20%	53	27%	72	6%	17	2%	4	45%	122	100%	269
Services to low-income people	6%	15	13%	34	8%	21	6%	15	68%	181	100%	267
Public library services	42%	112	31%	82	9%	25	2%	5	16%	42	100%	266
Public information services	25%	67	39%	105	10%	27	0%	0	25%	68	100%	268
Public schools	39%	105	32%	84	5%	12	1%	3	23%	62	100%	267
Cable television	17%	44	32%	87	26%	70	11%	30	14%	36	100%	267
Preservation of natural areas such as open space, farmlands and greenbelts	46%	121	31%	83	8%	21	2%	4	14%	36	100%	266

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Suwanee	44%	120	43%	117	5%	14	1%	2	6%	17	100%
The Federal Government	7%	20	25%	69	30%	82	20%	53	17%	46	100%	271
The State Government	8%	22	31%	85	37%	99	8%	21	16%	44	100%	271
Gwinnett County Government	18%	49	41%	111	26%	70	5%	13	10%	28	100%	271

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Suwanee to someone who asks	74%	200	25%	67	0%	1	0%	1	1%	2	100%
Remain in Suwanee for the next five years	62%	166	26%	71	5%	13	4%	10	3%	8	100%	268

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	8%	21
Somewhat positive	19%	51
Neutral	36%	98
Somewhat negative	29%	79
Very negative	9%	25
Total	100%	273

Question 17: Contact with City Employees		
Have you had any in-person, phone or email 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	65%	177
Yes	35%	95
Total	100%	272

Question 18: 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	54%	52	32%	30	11%	10	2%	2	1%	1	100%	95
Responsiveness	52%	49	34%	32	5%	5	6%	6	3%	3	100%	95
Courtesy	63%	60	25%	23	5%	5	7%	7	0%	0	100%	95
Overall impression	60%	57	24%	23	10%	9	6%	6	1%	1	100%	95

Question 19: 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	29%	78	39%	105	18%	49	3%	9	11%	29	100%	271
The overall direction that Suwanee is taking	36%	97	49%	132	9%	25	1%	4	5%	13	100%	271
The job Suwanee government does at welcoming citizen involvement	25%	66	40%	107	15%	41	4%	11	16%	45	100%	270

Question 20a: Custom Question 1		
Suwanee just completed a year and half strategic planning process, Suwanee's 20/20 plan. Were you aware that the City was undergoing this process?	Percent of respondents	Count
Very aware	28%	76
Somewhat aware	37%	101
Not aware	35%	95
Total	100%	273

Question 20b: Custom Question 2		
Did you or someone in your household attend Suwanee Day this year?	Percent of respondents	Count
Yes	56%	154
No	44%	121
Total	100%	274

Question 20c: Custom Question 3												
If you have moved to Suwanee since 2007, please rate how important, if at all, each of the following items were in your decision to select Suwanee as a place to live.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Community appearance	48%	76	42%	67	6%	9	2%	3	2%	3	100%
Police/public safety	52%	84	37%	59	4%	6	2%	3	5%	7	100%	159
Suwanee's image/reputation	47%	76	34%	53	12%	19	3%	4	5%	7	100%	159
Overall community feel/vibe	53%	83	32%	50	8%	13	2%	3	4%	7	100%	155
School system	49%	77	21%	33	5%	8	13%	20	12%	20	100%	158
Suwanee's neighborhoods	50%	79	37%	60	8%	13	1%	2	4%	6	100%	159
Suwanee's park system	47%	74	37%	59	10%	16	4%	6	3%	4	100%	158
Town Center Park	50%	79	29%	46	15%	24	4%	7	2%	3	100%	158
Suwanee's trail system	39%	62	34%	54	16%	26	4%	6	6%	10	100%	158
Town Center/downtown area	45%	71	29%	46	19%	30	4%	7	3%	4	100%	158
Public events & festivals	31%	49	38%	61	21%	33	8%	12	2%	3	100%	158
Suwanee's Web site (www.suwanee.com)	12%	18	22%	34	26%	41	29%	45	11%	17	100%	156
Job/business opportunity	21%	34	19%	31	21%	33	25%	39	14%	22	100%	158
Family ties	17%	27	15%	24	22%	36	35%	57	10%	16	100%	159
Proximity to Atlanta	21%	33	32%	51	29%	45	15%	23	4%	6	100%	158
Recommended by a Suwanee resident	19%	30	18%	29	19%	30	26%	41	17%	26	100%	157
Recommended by a Real Estate professional	15%	24	15%	23	19%	30	31%	48	20%	32	100%	157

Question 20d: Custom Question 4		
Have you or anyone in your household picked up your super cool Suwanee "S" car magnet at City Hall?	Percent of respondents	Count
Yes	24%	65
No	76%	204
Total	100%	268

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	20%	54
Yes, full-time	72%	193
Yes, part-time	9%	23
Total	100%	270

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	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	1%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Suwanee?	Percent of respondents	Count
Less than 2 years	24%	66
2 to 5 years	24%	65
6 to 10 years	20%	54
11 to 20 years	27%	76
More than 20 years	5%	14
Total	100%	275

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	67%	186
House attached to one or more houses (e.g., a duplex or townhome)	7%	20
Building with two or more apartments or condominiums	25%	70
Mobile home	0%	0
Other	0%	0
Total	100%	275

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	30%	83
Owned by you or someone in this house with a mortgage or free and clear	70%	189
Total	100%	271

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	2%	6
\$300 to \$599 per month	5%	14
\$600 to \$999 per month	14%	38
\$1,000 to \$1,499 per month	42%	113
\$1,500 to \$2,499 per month	29%	78
\$2,500 or more per month	7%	18
Total	100%	267

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	64%	172
Yes	36%	98
Total	100%	269

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	86%	233
Yes	14%	40
Total	100%	273

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	3%	9
\$25,000 to \$49,999	19%	49
\$50,000 to \$99,999	39%	102
\$100,000 to \$149,999	21%	54
\$150,000 or more	18%	47
Total	100%	261

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	94%	252
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	17
Total	100%	269

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	8
Asian, Asian Indian or Pacific Islander	13%	36
Black or African American	12%	32
White	73%	198
Other	3%	9

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%	13
25 to 34 years	22%	59
35 to 44 years	25%	69
45 to 54 years	25%	67
55 to 64 years	13%	36
65 to 74 years	7%	19
75 years or older	3%	8
Total	100%	271

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	139
Male	48%	131
Total	100%	270

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	14%	38
Yes	82%	225
Ineligible to vote	3%	7
Don't know	2%	5
Total	100%	275

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	20%	55
Yes	75%	204
Ineligible to vote	5%	13
Don't know	0%	0
Total	100%	272

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	1%	3
Yes	99%	271
Total	100%	273

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	47%	127
Yes	53%	146
Total	100%	272

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	42%	59
Land line	38%	54
Both	20%	29
Total	100%	141

APPENDIX B: SURVEY METHODOLOGY

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

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

SURVEY VALIDITY

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

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

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

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

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

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

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

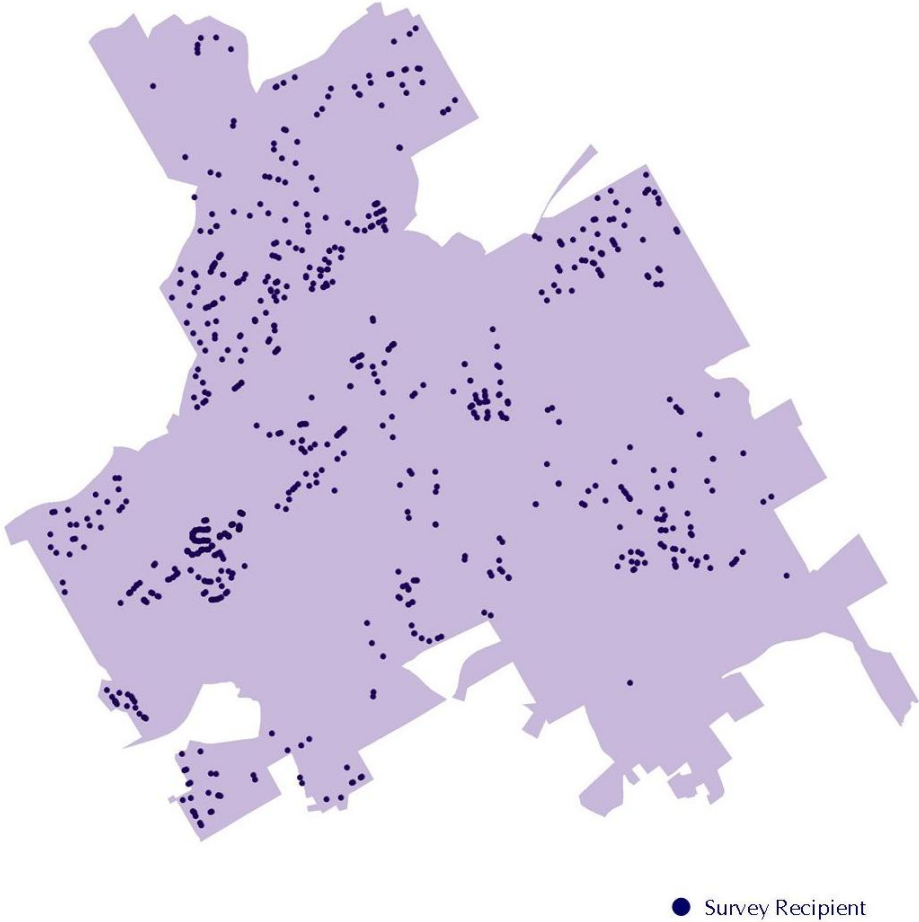
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Suwanee were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Suwanee boundaries. The basis of the list of all housing units was provided by the City of Suwanee.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households provided by 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.

FIGURE 96: LOCATION OF SURVEY RECIPIENTS

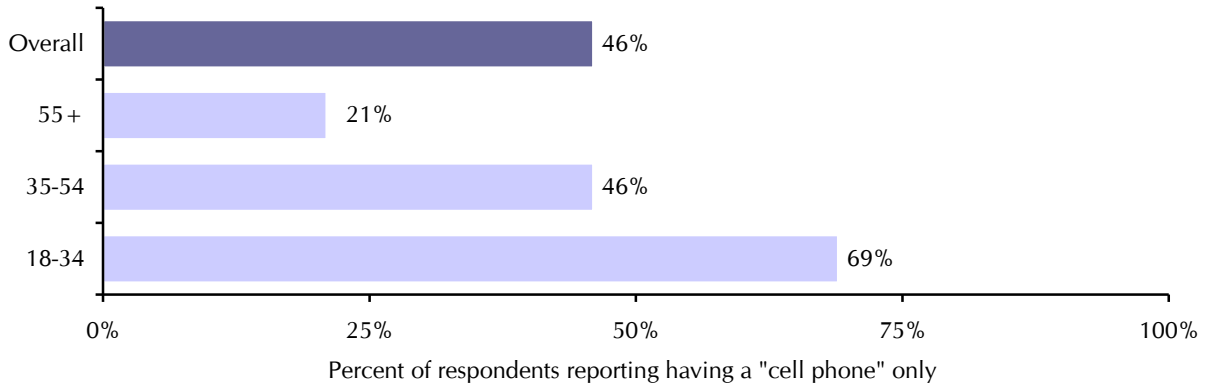
The National Citizen Survey™
Suwanee, GA 2012



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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.² Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Suwanee has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 97: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN SUWANEE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 2, 2012. 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 eight weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Suwanee survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (278 completed surveys).

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

² <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Suwanee. 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 race, ethnicity and gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables.
- The saliency of these variables in detecting differences of opinion among subgroups.
- The importance to the community of correct ethnic representation.

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

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

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

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

Suwanee, GA Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
Housing			
Rent home	28%	27%	30%
Own home	72%	73%	70%
Detached unit	67%	71%	67%
Attached unit	33%	29%	33%
Race and Ethnicity			
White	69%	80%	70%
Not white	31%	20%	30%
Not Hispanic	94%	92%	94%
Hispanic	6%	8%	6%
White alone, not Hispanic	65%	76%	66%
Hispanic and/or other race	35%	25%	34%
Sex and Age			
Female	52%	57%	52%
Male	48%	43%	48%
18-34 years of age	27%	16%	27%
35-54 years of age	50%	48%	50%
55+ years of age	23%	37%	23%
Females 18-34	14%	10%	14%
Females 35-54	26%	28%	26%
Females 55+	12%	19%	12%
Males 18-34	13%	6%	13%
Males 35-54	24%	20%	25%
Males 55+	11%	17%	11%

1 Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

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

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

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

“Don’t Know” Responses

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

Benchmark Comparisons

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

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

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

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

The Role of Comparisons

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

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

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

Comparison of 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 less than 40,000). 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 for quality ratings were available, the City of Suwanee's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Suwanee's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

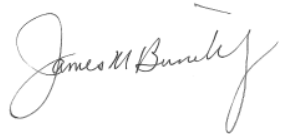
APPENDIX C: SURVEY MATERIALS

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

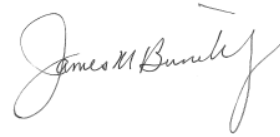
A handwritten signature in black ink that reads "James M. Burnette, Jr." in a cursive style.

James M. Burnette, Jr.
Mayor

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Sincerely,

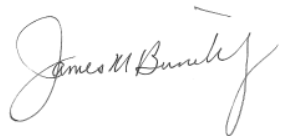
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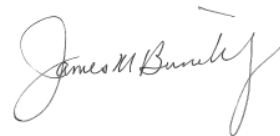
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James M. Burnette, Jr.
Mayor



city of **suwanee**
330 town center ave
suwanee, ga 30024

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



city of **suwanee**
330 town center ave
suwanee, ga 30024

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330 Town Center Avenue • Suwanee, Georgia 30024
(770) 945-8996 • Fax (770) 945-2792
www.suwanee.com • Email: info@suwanee.com

November 2012

Dear City of 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 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City 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 770-904-2797.

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

Sincerely,

James M. Burnette, Jr.
Mayor



330 Town Center Avenue • Suwanee, Georgia 30024
(770) 945-8996 • Fax (770) 945-2792
www.suwanee.com • Email: info@suwanee.com

November 2012

Dear City of 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 recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of 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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Please help us shape the future of Suwanee. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads 'James M. Burnette, Jr.' The signature is written in black ink and is positioned above the printed name.

James M. Burnette, Jr.
Mayor

The City of Suwanee 2012 Citizen Survey

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

1. Please rate each of the following aspects of quality of life in 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 preventive 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. Have you had any in-person or phone contact with an employee of the City of Suwanee Police Department within the last 12 months?

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

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

- Excellent Good Fair Poor Don't know

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

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

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

- No Yes Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Suwanee recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Suwanee	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

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

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

The City of Suwanee 2012 Citizen Survey

13. 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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of 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

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

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

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person, phone or email 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 19 Yes → Go to Question 18

18. 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

19. 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

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

a. Suwanee just completed a year and half strategic planning process, Suwanee’s 20/20 plan. Were you aware that the City was undergoing this process?

- Very aware
 Somewhat aware
 Not aware

b. Did you or someone in your household attend Suwanee Day this year?

- Yes No

c. If you have moved to Suwanee since 2007, please rate how important, if at all, each of the following items were in your decision to select Suwanee as a place to live.

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Community appearance.....	1	2	3	4	5
Police/public safety.....	1	2	3	4	5
Suwanee’s image/reputation.....	1	2	3	4	5
Overall community feel/vibe.....	1	2	3	4	5
School system.....	1	2	3	4	5
Suwanee’s neighborhoods.....	1	2	3	4	5
Suwanee’s park system.....	1	2	3	4	5
Town Center Park.....	1	2	3	4	5
Suwanee’s trail system.....	1	2	3	4	5
Town Center/downtown area.....	1	2	3	4	5
Public events & festivals.....	1	2	3	4	5
Suwanee’s Web site (www.suwanee.com).....	1	2	3	4	5
Job/business opportunity.....	1	2	3	4	5
Family ties.....	1	2	3	4	5
Proximity to Atlanta.....	1	2	3	4	5
Recommended by a Suwanee resident.....	1	2	3	4	5
Recommended by a Real Estate professional.....	1	2	3	4	5

d. Have you or anyone in your household picked up your super cool Suwanee “S” car magnet at City Hall?

- Yes No

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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 questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

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



city of **suwanee**
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suwanee, ga 30024

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