The National Citizen Survey™

CITY OF BOWLING GREEN, KY
2012

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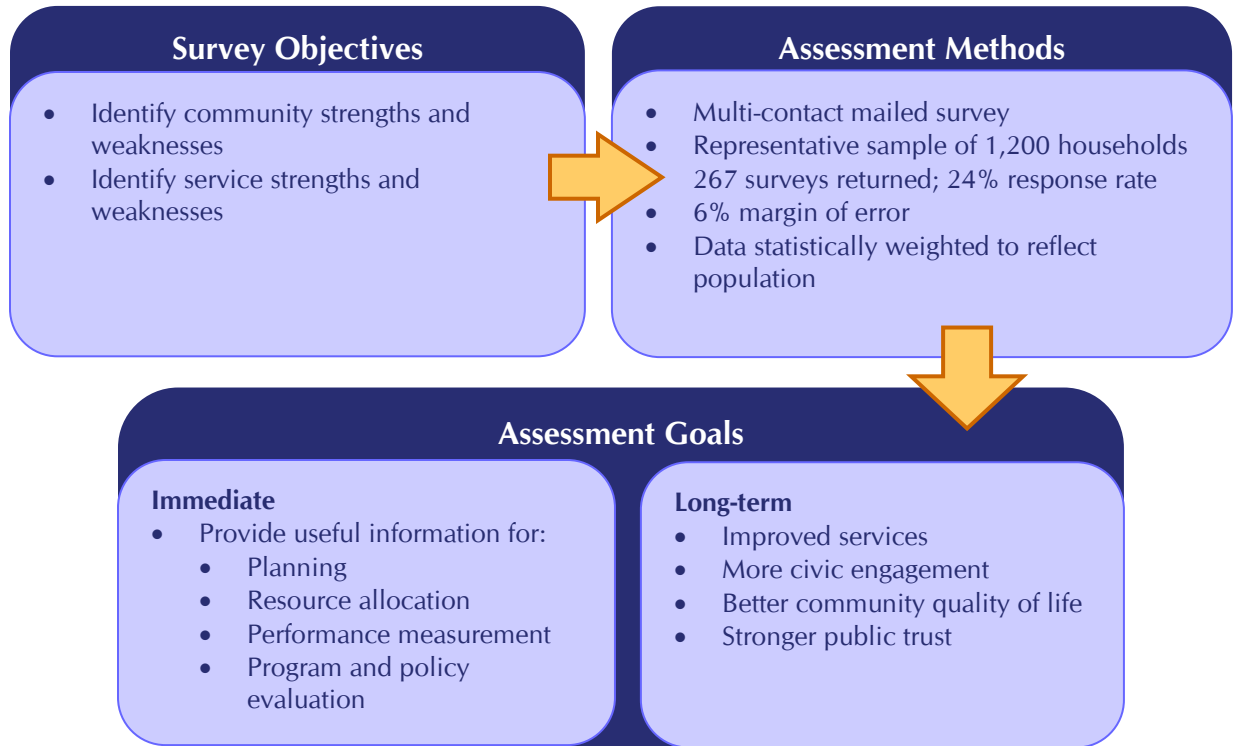
SURVEY BACKGROUND

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

Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 267 surveys returned; 24% response rate
- 6% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate
- Provide useful information for:
  - Planning
  - Resource allocation
  - Performance measurement
  - Program and policy evaluation

Long-term
- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

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

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income services

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

Economic Sustainability
Employment, shopping and retail, City as a place to work

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use of parks and facilities, programs and classes

Culture, Arts and Education
Cultural and educational opportunities, libraries, schools

Health and Wellness
Availability of food, health services, social services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

Safety in neighborhood and downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

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 267 completed surveys were obtained, providing an overall response rate of 24%. Typically, response rates obtained on citizen surveys range from 20% to 40%.

The National Citizen Survey™ customized for the City of Bowling Green was developed in close cooperation with local jurisdiction staff. Bowling Green staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Bowling Green 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 Bowling Green Survey (267 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 Bowling Green, but from City of Bowling Green 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 Bowling Green chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database in the Southern region with populations from 35,000 to 69,999. 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 Bowling Green 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 Bowling Green 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 Bowling Green'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.

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

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

A variety of characteristics of the community was evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events and activities, opportunities to volunteer, overall quality of new development and the overall appearance of Bowling Green. The three characteristics receiving the least positive ratings were the availability of affordable quality child care, traffic flow on major streets and ease of bus travel in Bowling Green.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 11 were above the national benchmark comparison, 12 were similar to the national benchmark comparison and eight were below.

Residents in the City of Bowling Green were minimally civically engaged. While only 16% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 39% had watched a local public meeting on cable television, the Internet or other media.

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

On average, residents gave generally favorable ratings to a majority of local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, six were above the benchmark comparison, 25 were similar to the benchmark comparison and four were below.

Respondents were asked to rate how frequently they participated in various activities in Bowling Green. The most popular activities included visiting a City park and recycling; while the least popular activities were riding a local bus and attending a local public meeting. Generally, participation rates in the various activities in the community were similar to other communities.

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

- Drinking water
- Land use, planning and zoning
- Power (electric and/or gas) utility
- Public information services

Of these services, those deserving the most attention may be those that were similar to the benchmark comparisons: drinking water, power utility and public information services. For land use, planning and zoning the City of Bowling Green 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 Bowling Green – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Bowling Green. Residents were asked whether they planned to move soon or if they would recommend the City of Bowling Green to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Bowling Green offers services and amenities that work.

Most of the City of Bowling Green's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Ratings remained stable over time.
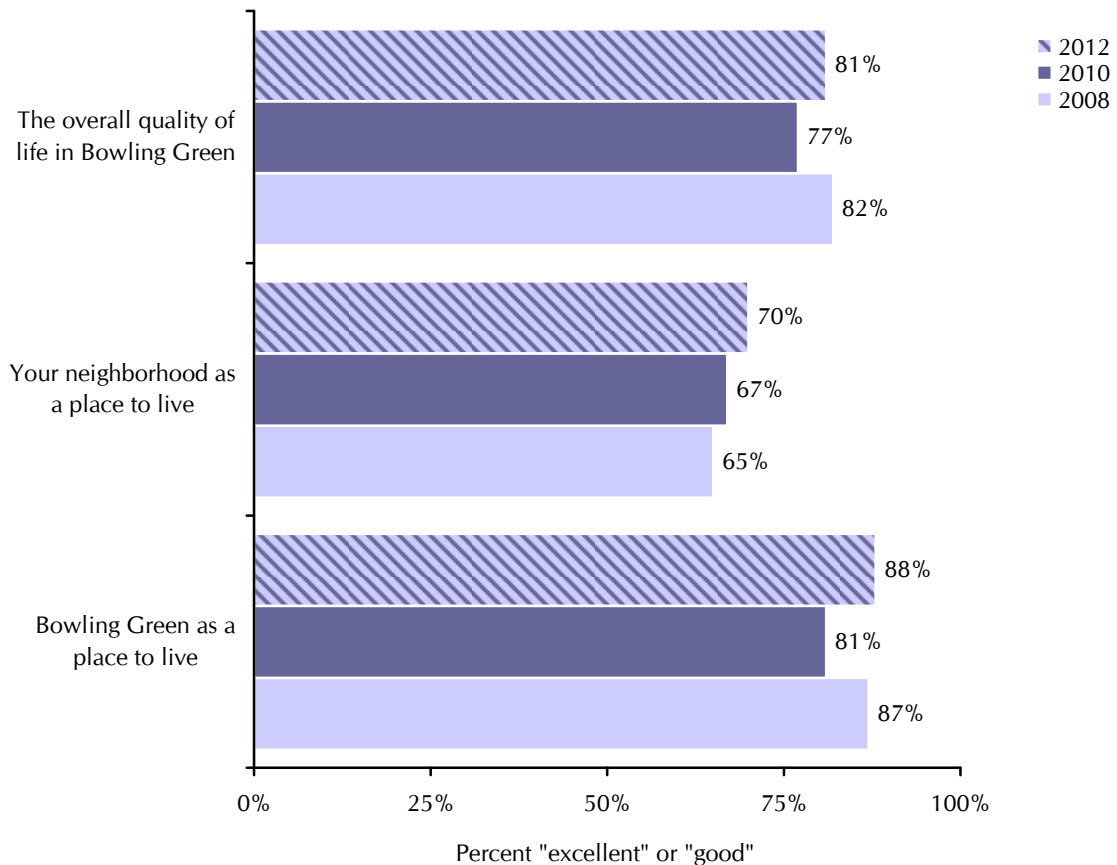
FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

Percent "excellent" or "good"

FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY
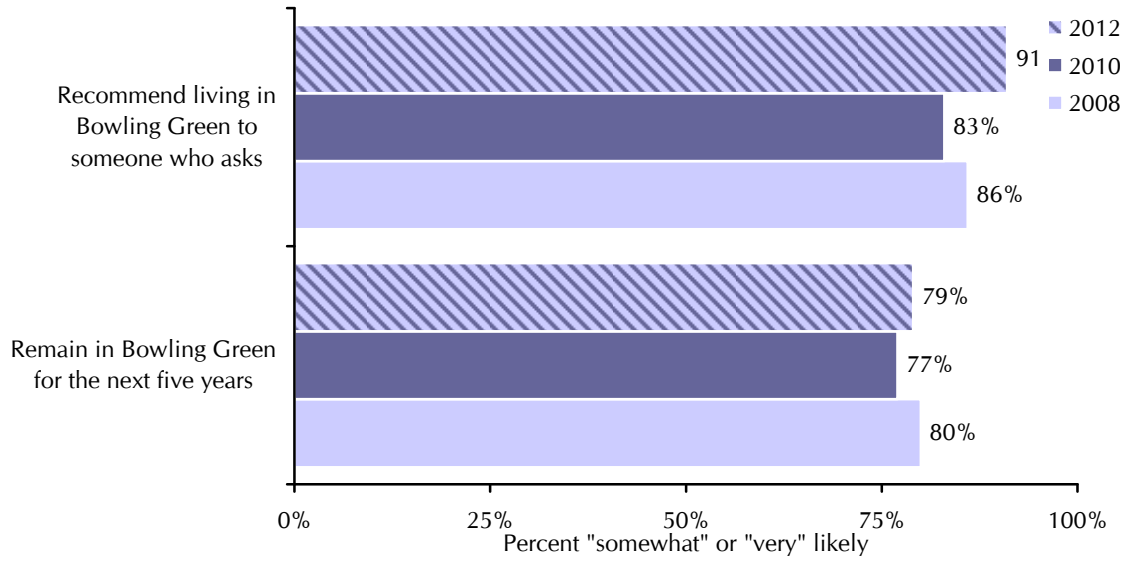

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Overall quality of life in Bowling Green	Similar	Similar
Your neighborhood as place to live	Below	Similar
Bowling Green as a place to live	Similar	Above
Recommend living in Bowling Green to someone who asks	Similar	Above
Remain in Bowling Green for the next five years	Similar	Similar

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of walking was given the most positive rating, followed by ease of car travel. These ratings tended to be lower than the national and custom benchmarks and similar to years past.

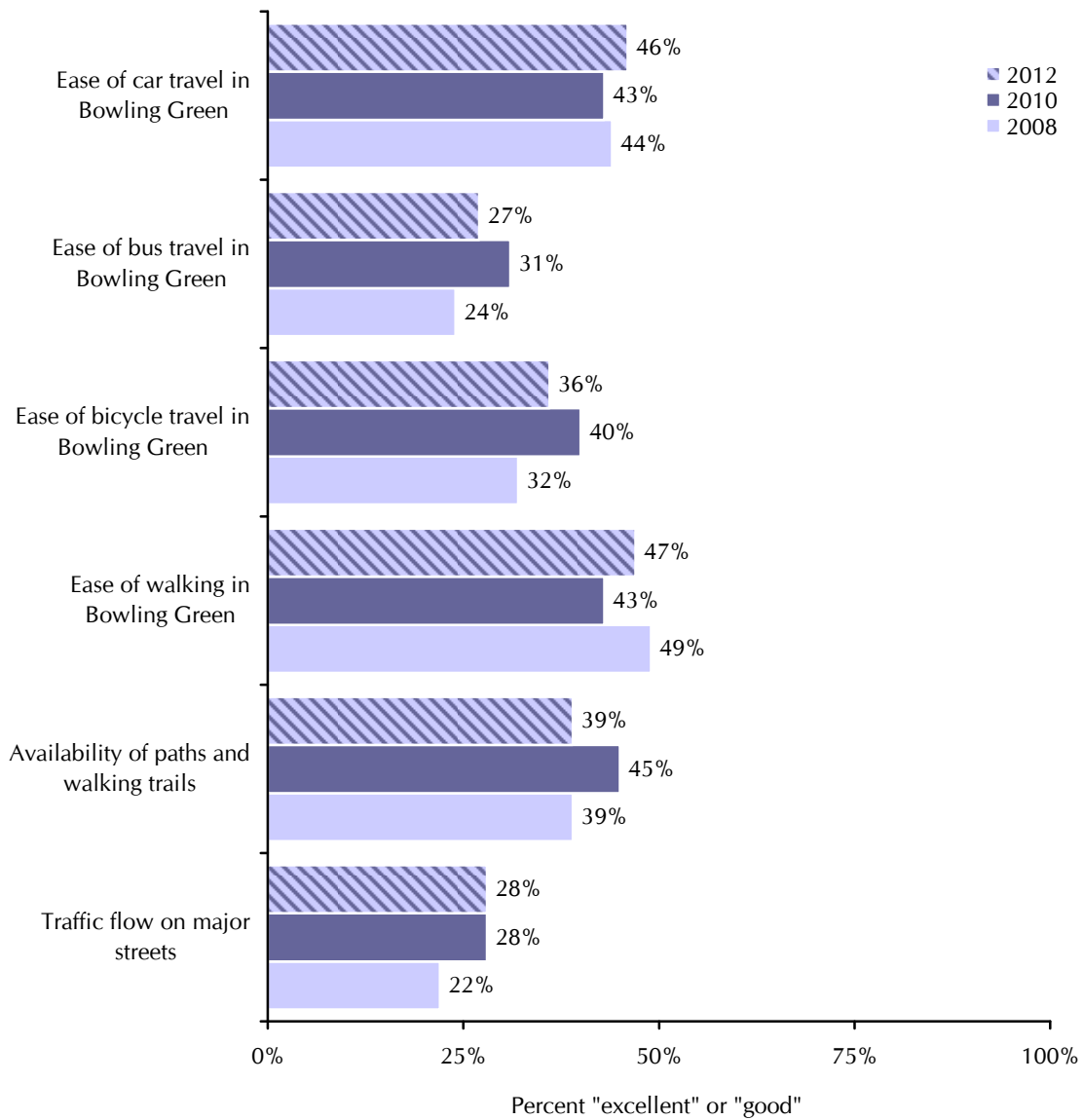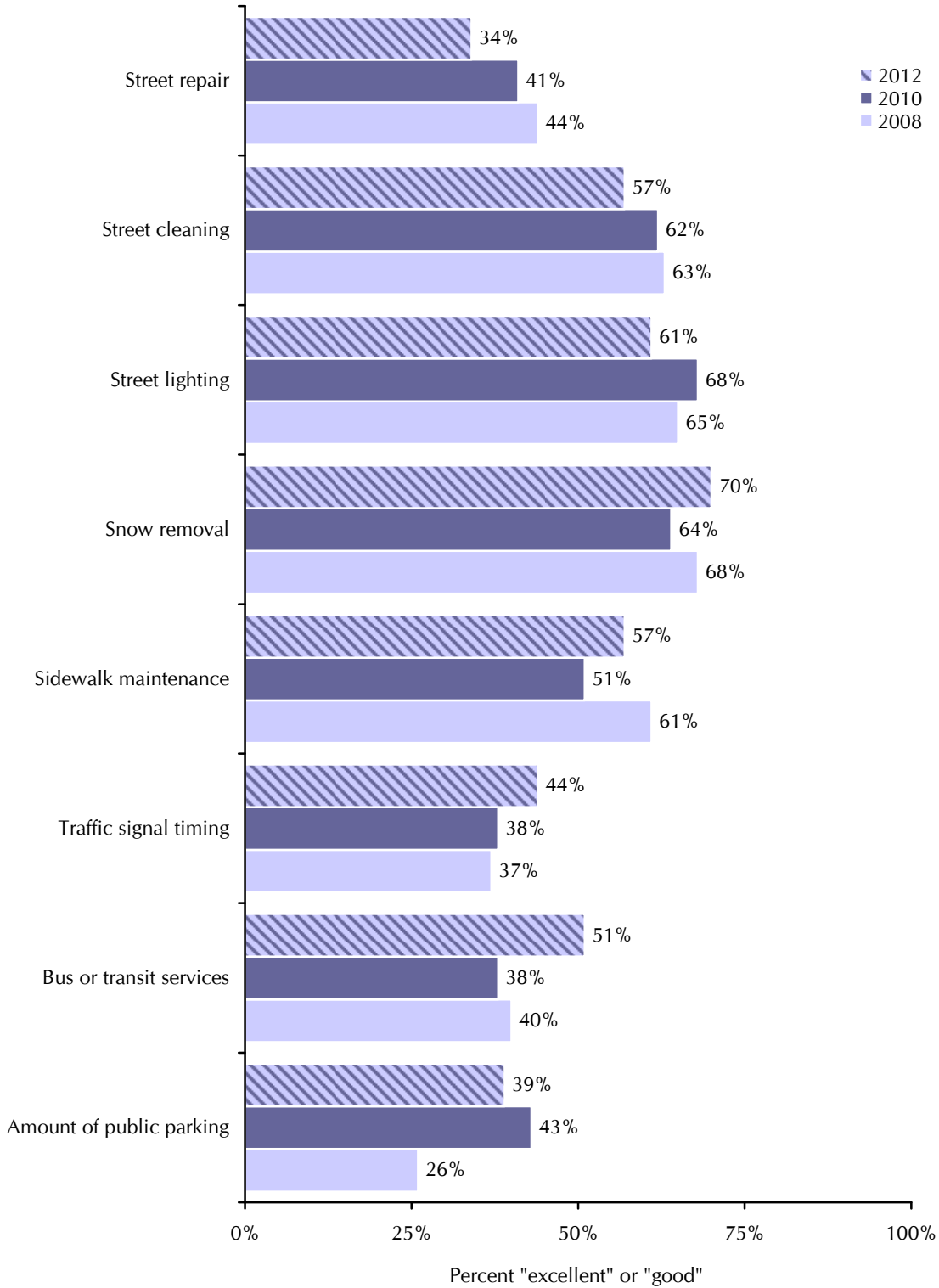FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

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FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Ease of car travel in Bowling Green	Below	Much below
Ease of bus travel in Bowling Green	Much below	Much below
Ease of bicycle travel in Bowling Green	Much below	Below
Ease of walking in Bowling Green	Much below	Below
Availability of paths and walking trails	Much below	Below
Traffic flow on major streets	Much below	Much below

Eight transportation services were rated in Bowling Green. As compared to most communities across America, ratings tended to be a mix of positive and negative. Bus or transit service ratings increased from 2010 to 2012.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

Legend:
- 2012
- 2010
- 2008

Street repair
- 34%
- 41%
- 44%

Street cleaning
- 57%
- 62%
- 63%

Street lighting
- 61%
- 68%
- 65%

Snow removal
- 70%
- 64%
- 68%

Sidewalk maintenance
- 57%
- 51%
- 61%

Traffic signal timing
- 44%
- 38%
- 37%

Bus or transit services
- 51%
- 38%
- 40%

Amount of public parking
- 39%
- 43%
- 26%

Percent "excellent" or "good"

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Street repair	Below	Below
Street cleaning	Similar	Similar
Street lighting	Similar	Above
Snow removal	Above	Much above
Sidewalk maintenance	Similar	Similar
Traffic signal timing	Below	Similar
Bus or transit services	Similar	Similar
Amount of public parking	Below	Below

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.

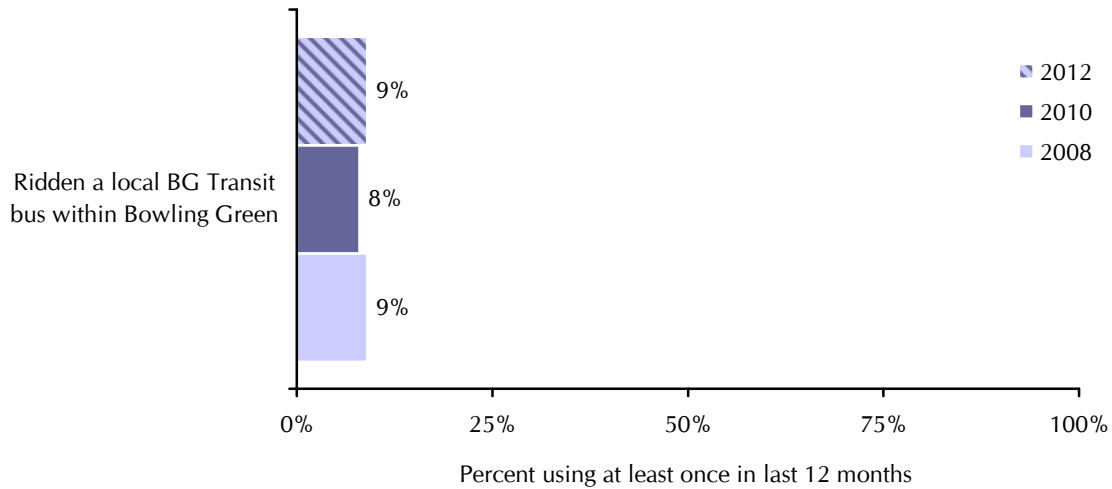FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Ridden a local bus within Bowling Green	Much less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself
- 2012: 85%
- 2010: 81%
- 2008: 75%

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults
- 2012: 8%
- 2010: 10%
- 2008: 14%

Bus, rail, subway or other public transportation
- 2012: 0%
- 2010: 1%
- 2008: 3%

Walk
- 2012: 5%
- 2010: 3%
- 2008: 4%

Bicycle
- 2012: 1%
- 2010: 1%
- 2008: 1%

Work at home
- 2012: 2%
- 2010: 3%
- 2008: 4%

Other
- 2012: 0%
- 2010: 0%
- 2008: 1%

Legend: 2012, 2010, 2008

Percent of days per week mode used
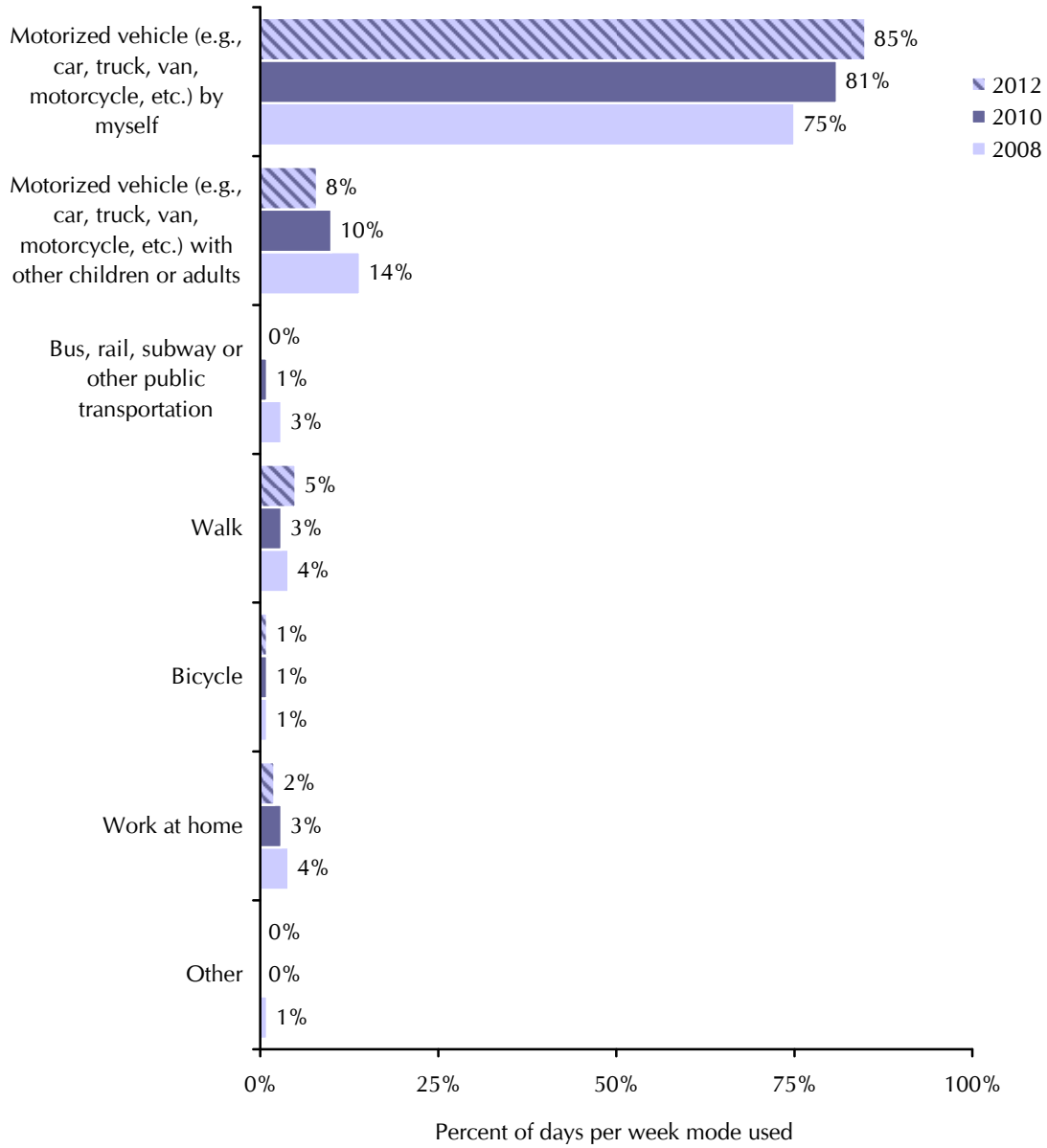
FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 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 Bowling Green 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 45% of respondents, while the variety of housing options was rated as "excellent" or "good" by 60% of respondents. The rating of perceived affordable housing availability was similar in the City of Bowling Green than the ratings, on average, in comparison jurisdictions. The availability of affordable quality housing rating declined from 2010 to 2012.
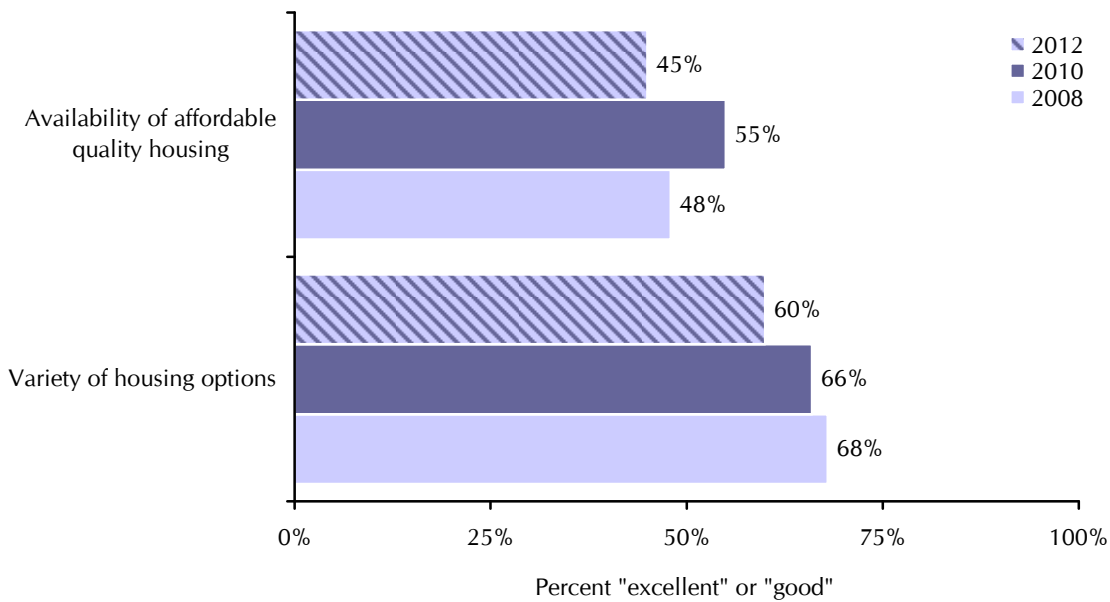
FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Availability of affordable quality housing	Similar	Similar
Variety of housing options	Similar	Similar

To augment the perceptions of affordable housing in Bowling Green, 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 Bowling Green experiencing housing cost stress. About 34% 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
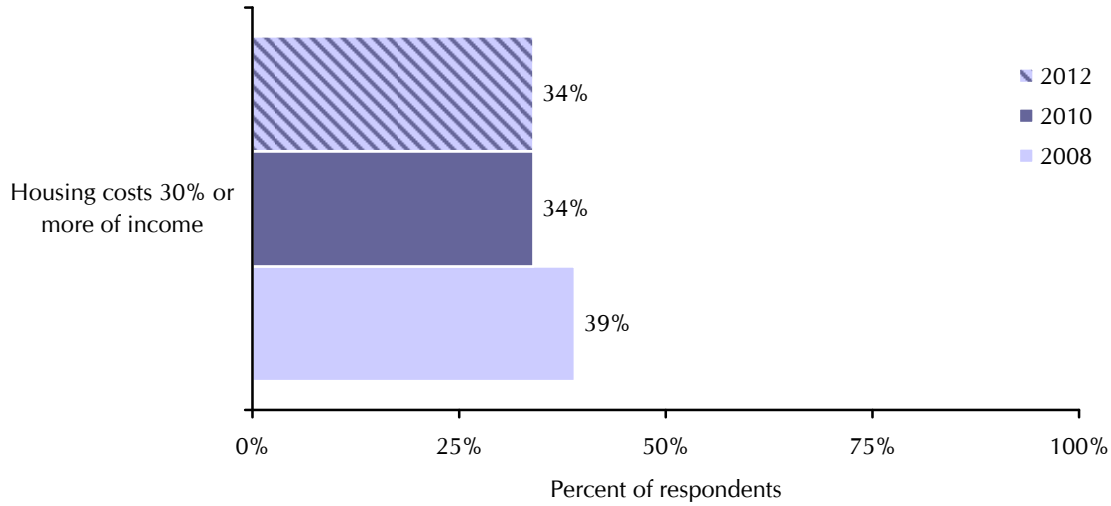

FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar	Less

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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 Bowling Green 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 Bowling Green was rated as "excellent" or "good" by 76% of respondents. The overall appearance of Bowling Green was rated as "excellent" or "good" by 77% of respondents and was higher than the national and custom benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Bowling Green, 10% thought they were a "major" problem. The service of land use, planning and zoning was rated above the national and custom benchmarks and the services of code enforcement and animal control were rated similar to the benchmarks. Ratings remained constant when compared to past years.

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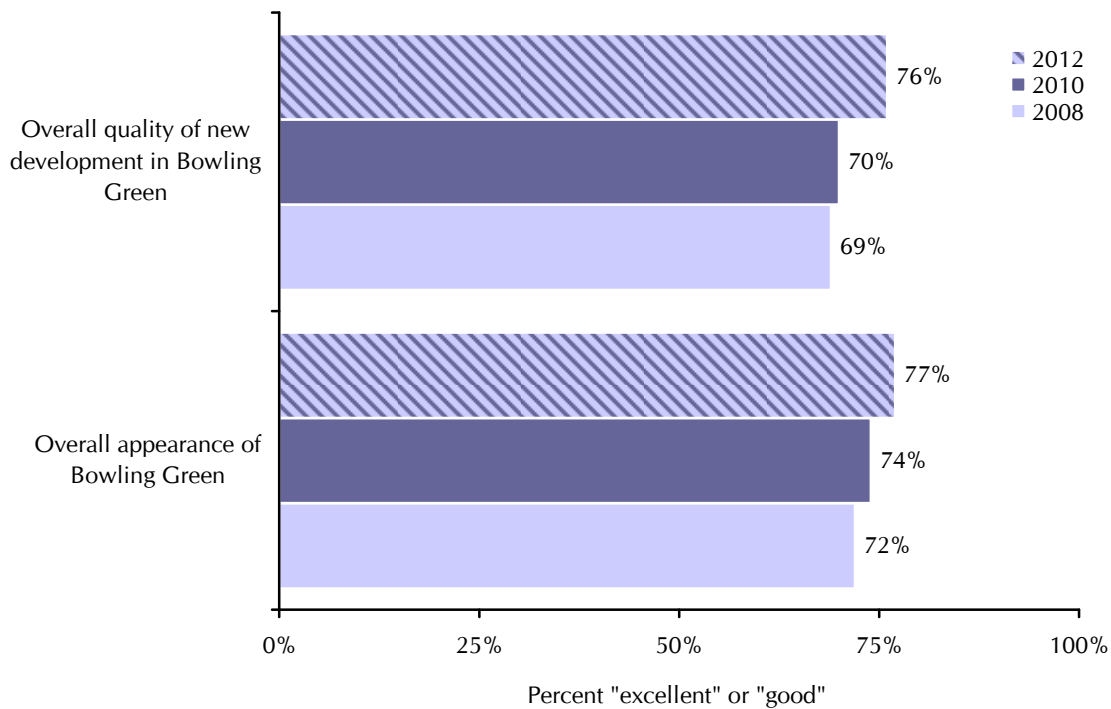

FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Quality of new development in Bowling Green	Much above	Much above
Overall appearance of Bowling	Above	Above

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Green		

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR
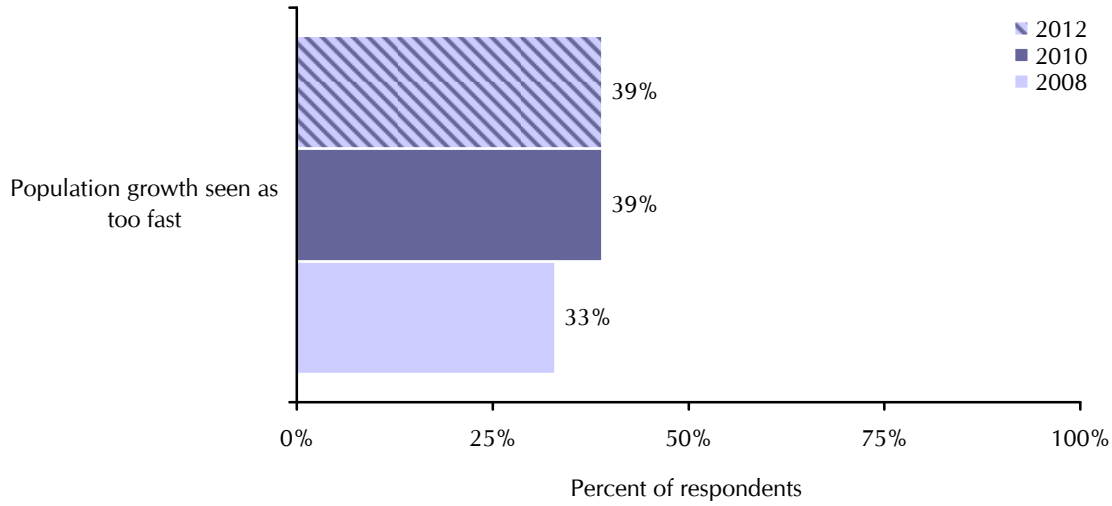

FIGURE 21: POPULATION GROWTH BENCHMARKS

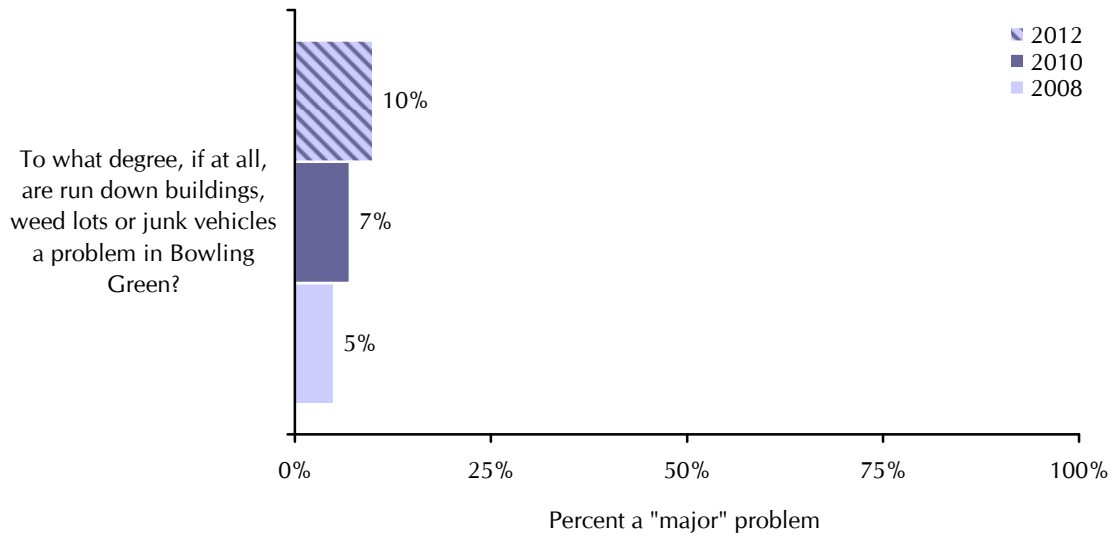|	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Population growth seen as too fast	Similar	Less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar	Less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR
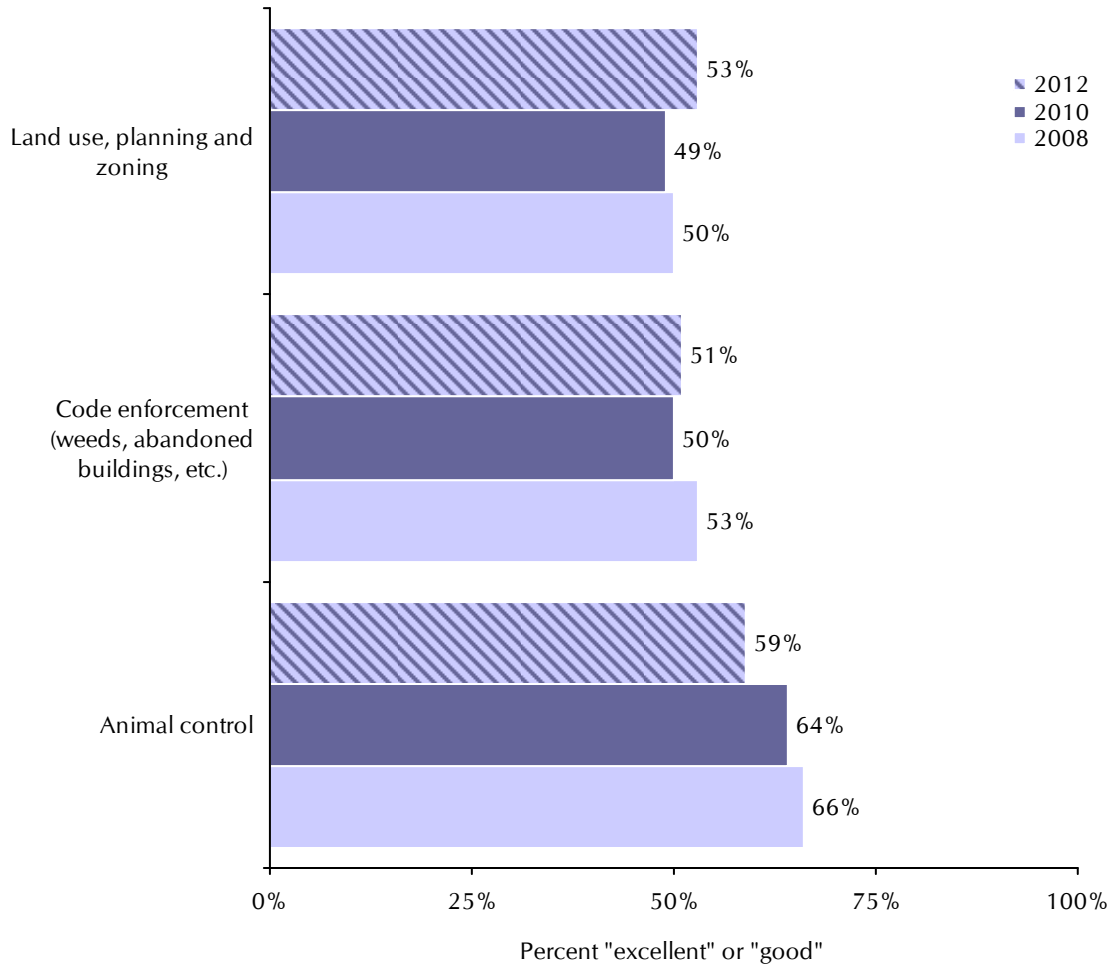

Percent "excellent" or "good"

FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Land use, planning and zoning	Above	Above
Code enforcement (weeds, abandoned buildings, etc.)	Similar	Similar
Animal control	Similar	Similar

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 feature was the overall quality of business and service establishments in Bowling Green. Employment opportunities received the lowest ratings but was much above the benchmarks. Ratings remained stable over time.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR
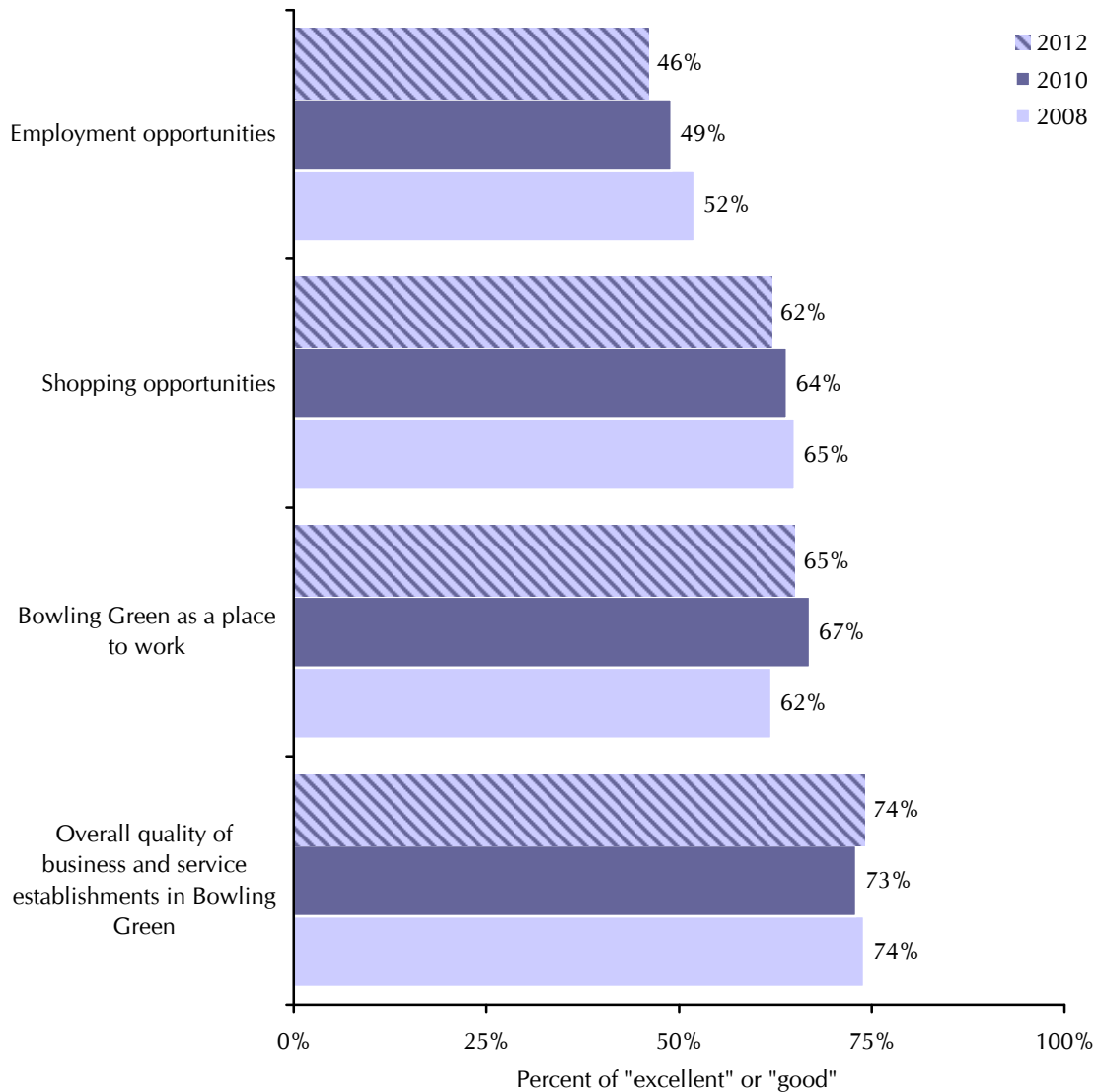
FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Above	Above
Bowling Green as a place to work	Above	Much above
Overall quality of business and service establishments in Bowling Green	Above	Much above

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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 Bowling Green, 77% responded that it was "too slow," while 25% reported retail growth as "too slow." About the same number of residents in Bowling Green compared to other jurisdictions believed that retail growth was too slow and far fewer residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

Percent of respondents
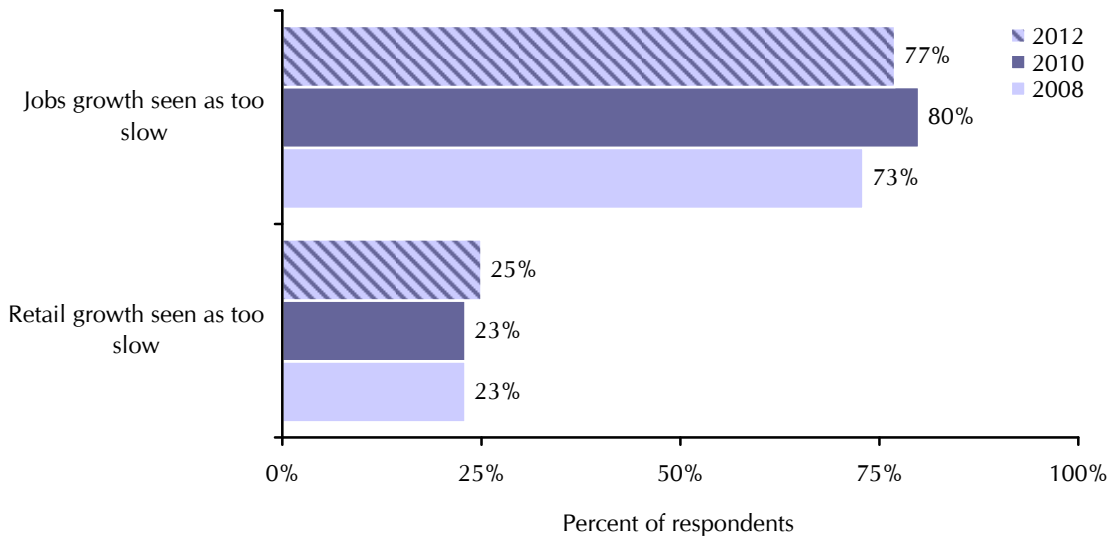
FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Retail growth seen as too slow	Much less	Much less
Jobs growth seen as too slow	Similar	Similar

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

Percent "excellent" or "good"
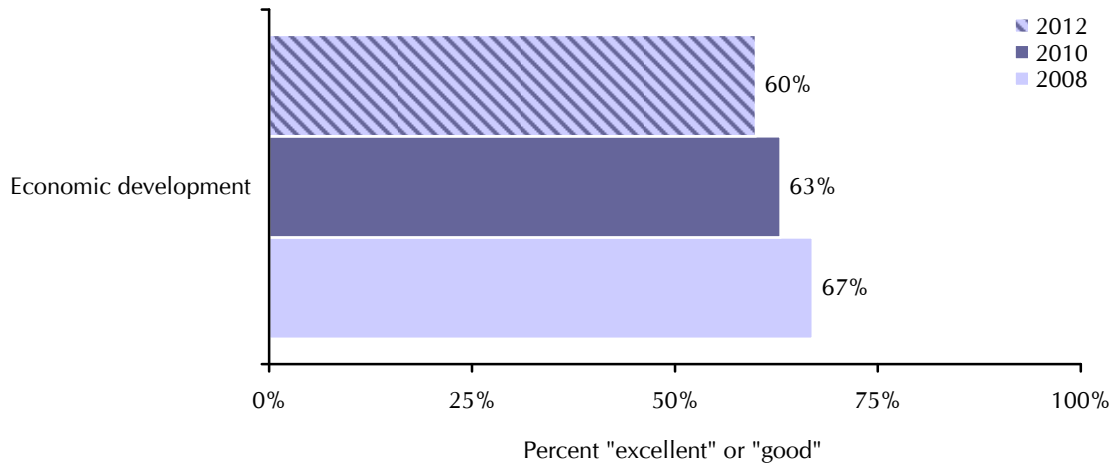
FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Economic development	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Thirty percent of the City of Bowling Green 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 more than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR
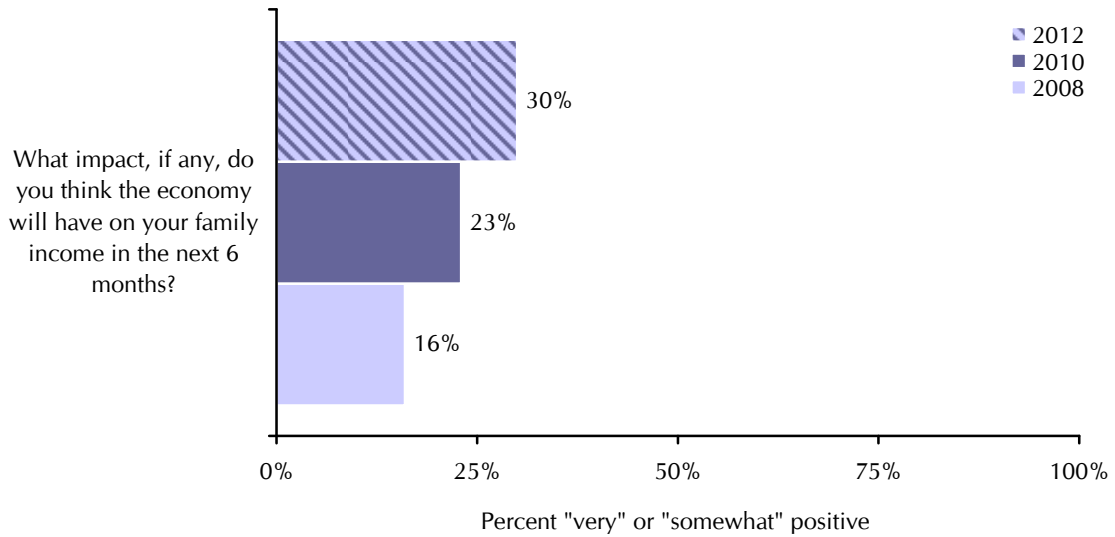
FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Positive impact of economy on household income	Much above	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 Bowling Green. About 76% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 78% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Ratings remained stable over time.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR
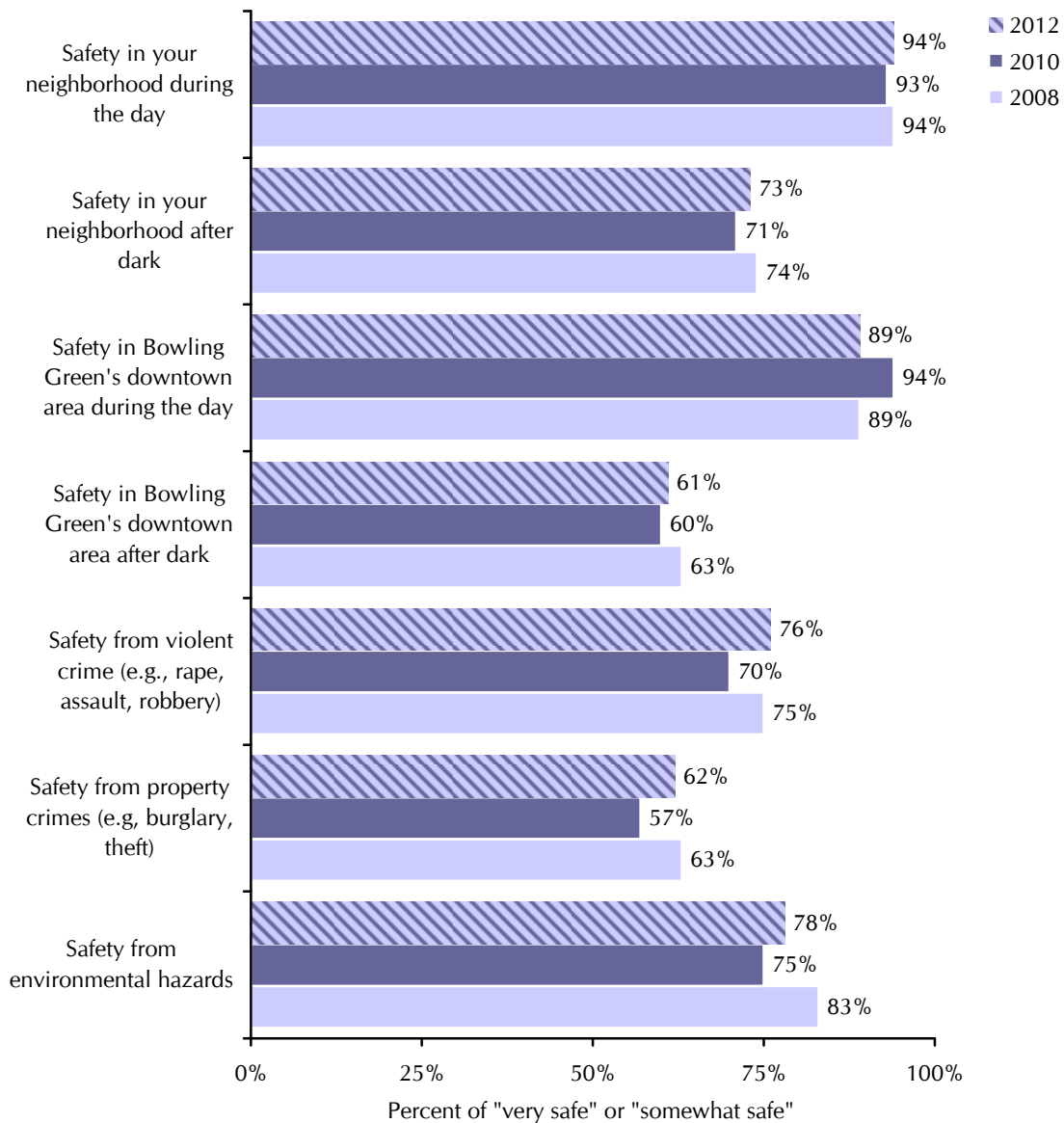
FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
In your neighborhood during the day	Similar	Much above
In your neighborhood after dark	Similar	Above
In Bowling Green's downtown area during the day	Similar	Above
In Bowling Green's downtown area after dark	Similar	Above
Violent crime (e.g., rape, assault, robbery)	Similar	Above
Property crimes (e.g., burglary, theft)	Similar	Similar
Environmental hazards, including toxic waste	Similar	Similar

As assessed by the survey, 17% 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, 89% had reported it to police. Compared to other jurisdictions nationally, more Bowling Green residents had been victims of crime in the 12 months preceding the survey and about the same number had been victims of crime compared to the custom benchmarks. More of Bowling Green residents had reported their most recent crime victimization to the police compared to the national and custom benchmarks.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR
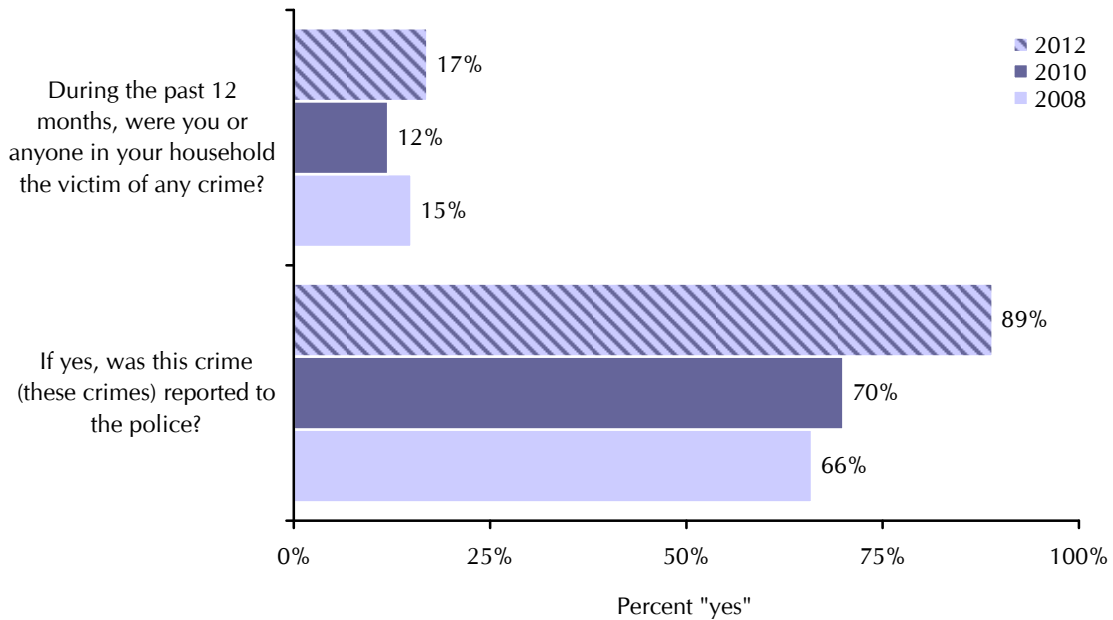
FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Victim of crime	More	Similar
Reported crimes	Much more	More

The National Citizen Survey™

Residents rated seven City public safety services; of these, one was rated above the national benchmark comparison, six were rated similar to the national benchmark comparison and all were rated similar to the custom benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and traffic enforcement received the lowest ratings. All were rated similar compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

Legend: 2012, 2010, 2008

Police services: 74%, 76%, 77%

Fire services: 89%, 93%, 94%

Ambulance or emergency medical services: 88%, 90%, 91%

Crime prevention: 61%, 65%, 63%

Fire prevention and education: 75%, 79%, 73%

Traffic enforcement: 61%, 62%, 63%

Emergency preparedness (services that prepare the community for natural disasters or other emergency services): 67%, 69%, 70%

Percent "excellent" or "good"
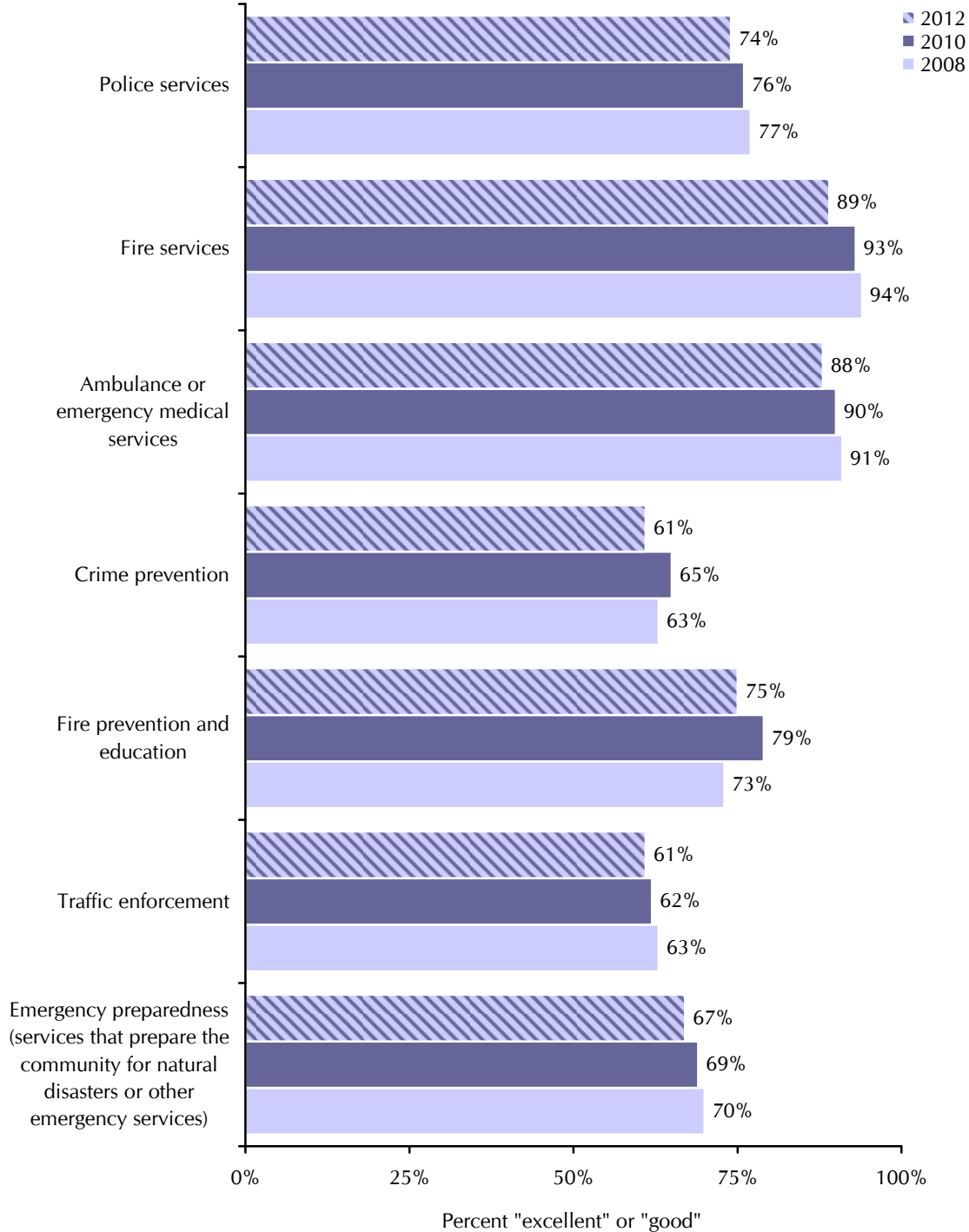
FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Police services	Similar	Similar
Fire services	Similar	Similar
Ambulance or emergency medical services	Similar	Similar
Crime prevention	Similar	Similar
Fire prevention and education	Similar	Similar
Traffic enforcement	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above	Similar

FIGURE 40: CONTACT WITH POLICE AND FIRE DEPARTMENTS BY YEAR
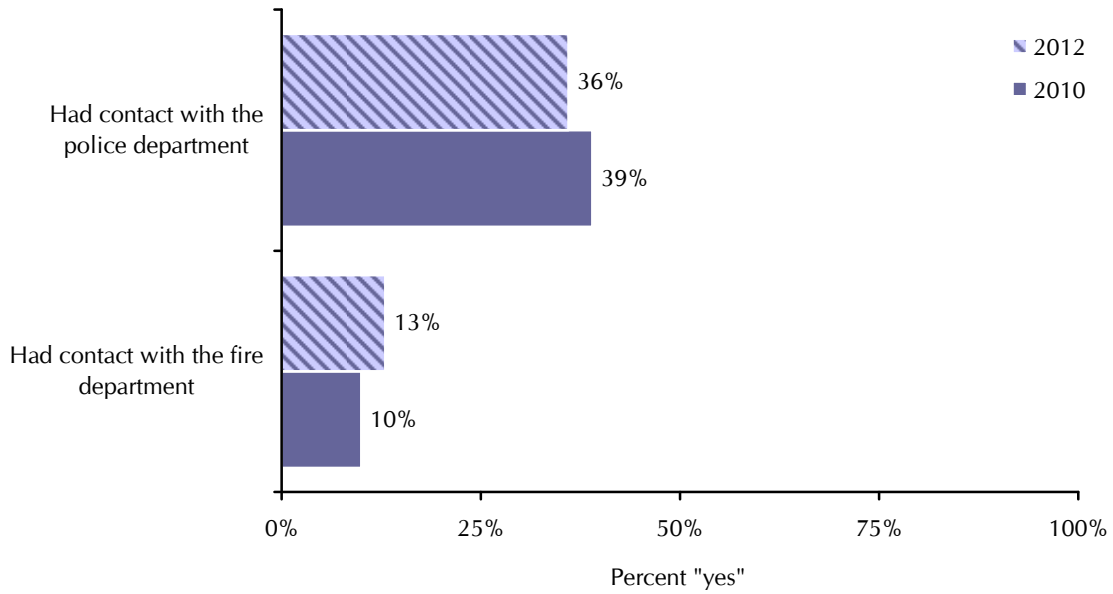
FIGURE 41: RATINGS OF CONTACT WITH POLICE AND FIRE DEPARTMENTS BY YEAR

FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Had contact with the City of Bowling Green Police Department	Similar	Similar
Overall impression of most recent contact with the City of Bowling Green Police Department	Much below	Below
Had contact with the City of Bowling Green Fire Department	Similar	Similar
Overall impression of most recent contact with the City of Bowling Green Fire Department	Much above	Much above

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of Bowling Green 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 71% of survey respondents. Cleanliness of Bowling Green received the highest rating, and it was similar to the national benchmark and above the custom benchmark. The air quality rating declined from 2010 to 2012.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

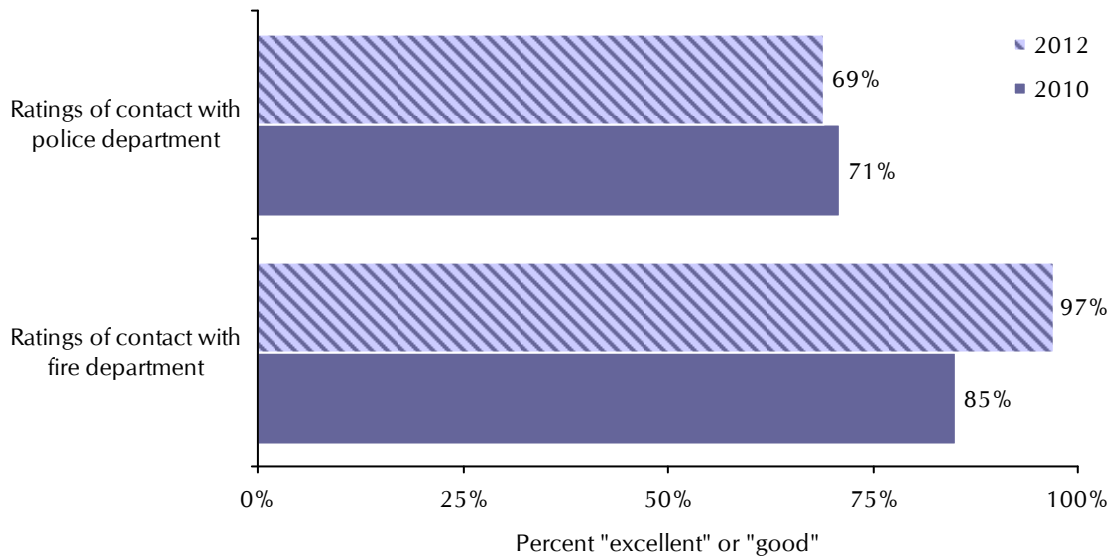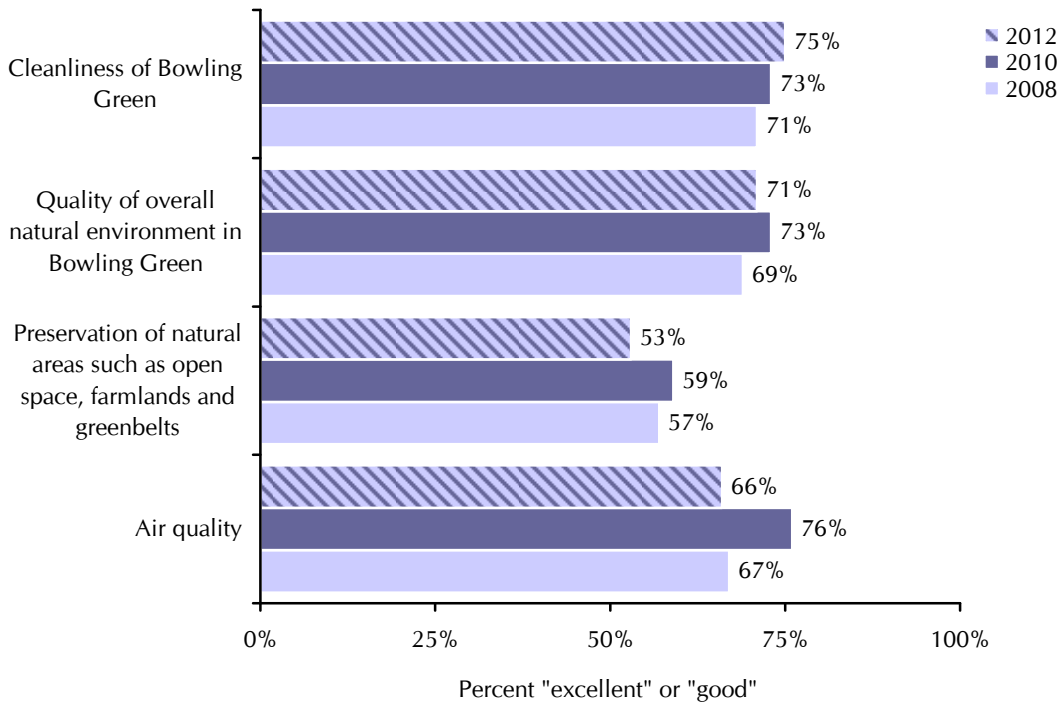
FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Cleanliness of Bowling Green	Similar	Above
Quality of overall natural environment in Bowling Green	Similar	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Similar	Similar

Resident recycling was less than recycling reported in comparison communities nationally, but about the same when compared to communities in the Southern region with populations from 35,000 to 69,999. The rate of recycling remained stable over time.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

Percent using at least once in last 12 months
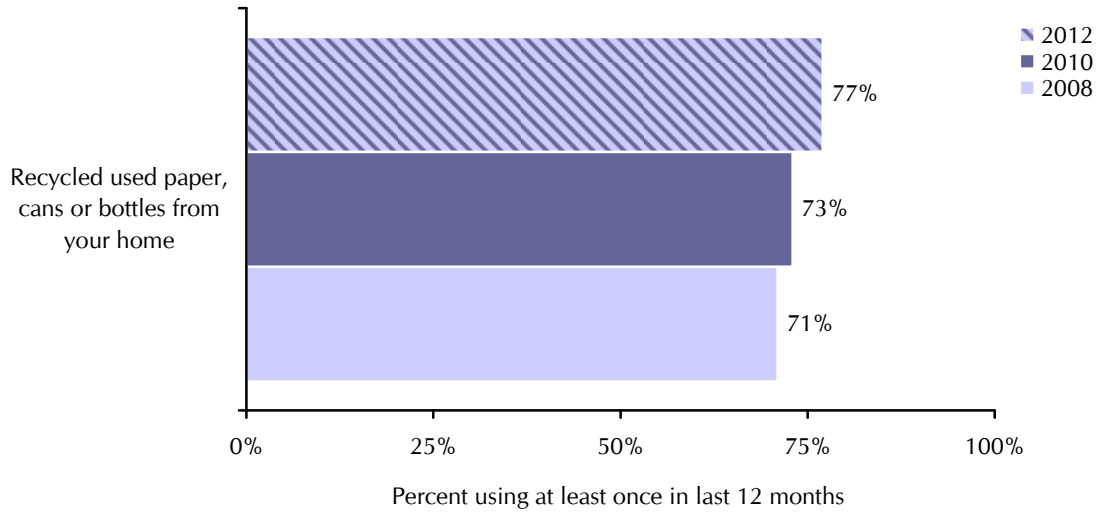
FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Recycled used paper, cans or bottles from your home	Less	Similar

Of the seven utility services rated by those completing the questionnaire, five were similar and two were below the national benchmark comparison. The ratings for garbage collection decreased since 2010.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

Percent "excellent" or "good"
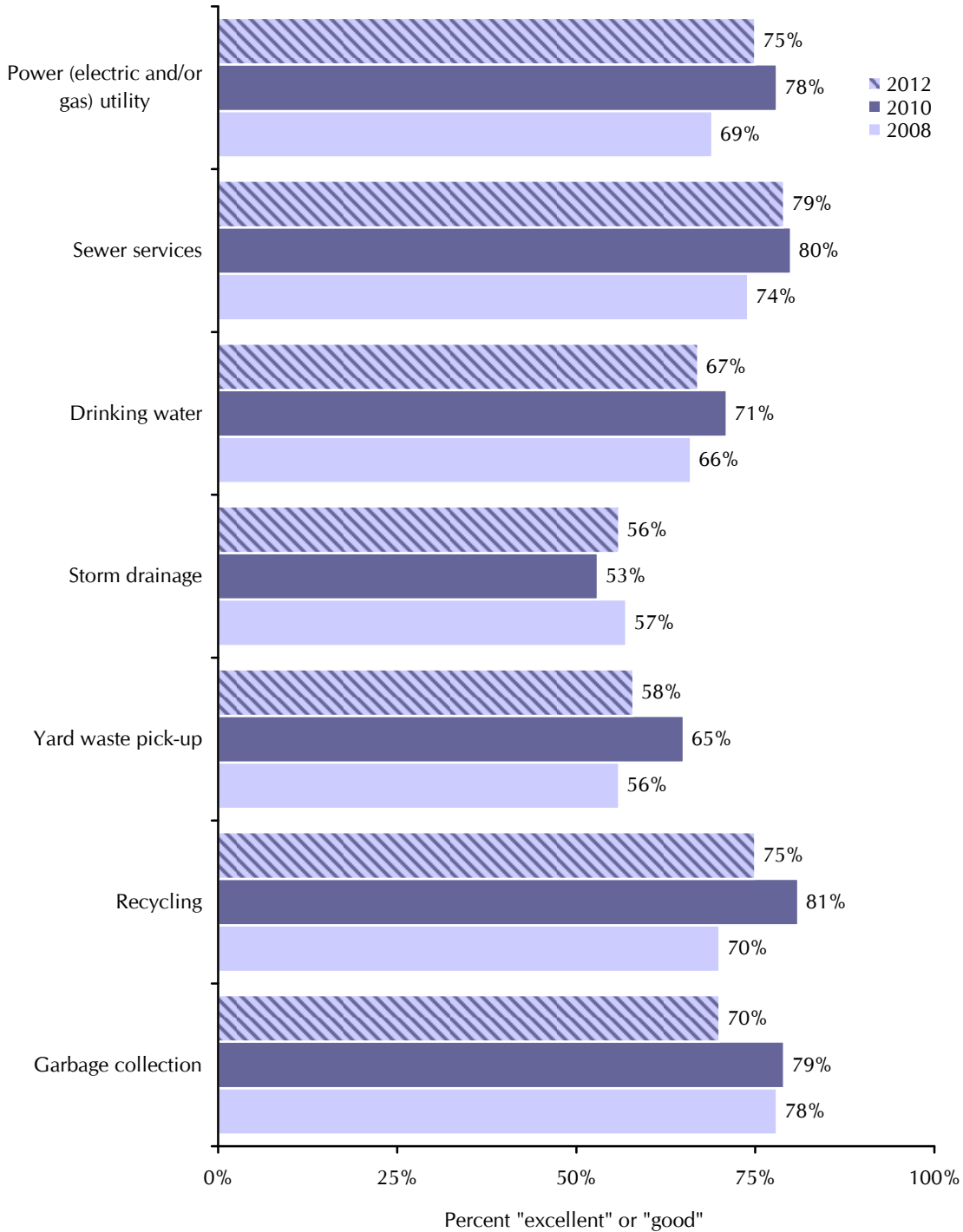
FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Power (electric and/or gas) utility	Similar	Similar
Sewer services	Similar	Above
Drinking water	Similar	Above
Storm drainage	Similar	Similar
Yard waste pick-up	Much below	Much below
Recycling	Similar	Similar
Garbage collection	Much below	Below

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Bowling Green were rated somewhat positively as were services related to parks and recreation. City parks were rated higher than the national and custom benchmarks while recreation programs or classes and recreation centers or facilities were similar to the benchmarks. Parks and recreation ratings stayed constant over time.

Resident use of Bowling Green parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Bowling Green recreation centers was about the same as the percent of users in comparison jurisdictions. Similarly, recreation program use in Bowling Green was about the same as use in comparison jurisdictions. Ratings remained stable over time.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Recreation opportunities	Similar	Similar

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

Percent using at least once in last 12 months

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Used Bowling Green recreation centers	Similar	Similar
Participated in a recreation program or activity	Similar	Similar
Visited a neighborhood park or City park	Similar	More

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2012
	2010
	2008

City parks: 84%, 87%, 88%

Recreation programs or classes: 68%, 75%, 68%

Recreation centers or facilities: 66%, 76%, 70%

Percent "excellent" or "good"

FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
City parks	Above	Above
Recreation programs or classes	Similar	Similar
Recreation centers or facilities	Similar	Similar

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as "excellent" or "good" by 60% of respondents. Educational opportunities were rated as "excellent" or "good" by 74% of respondents. Compared to the benchmark data education and cultural opportunities were above the custom and national comparisons.

About 67% of Bowling Green residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below the national comparison but similar to the custom benchmark comparison. Ratings remained constant over time.

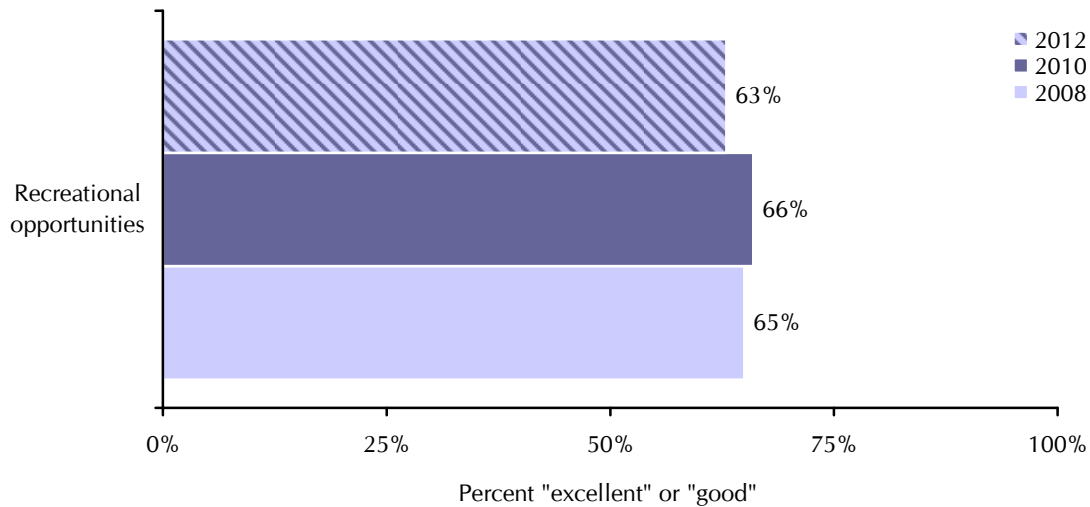FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR
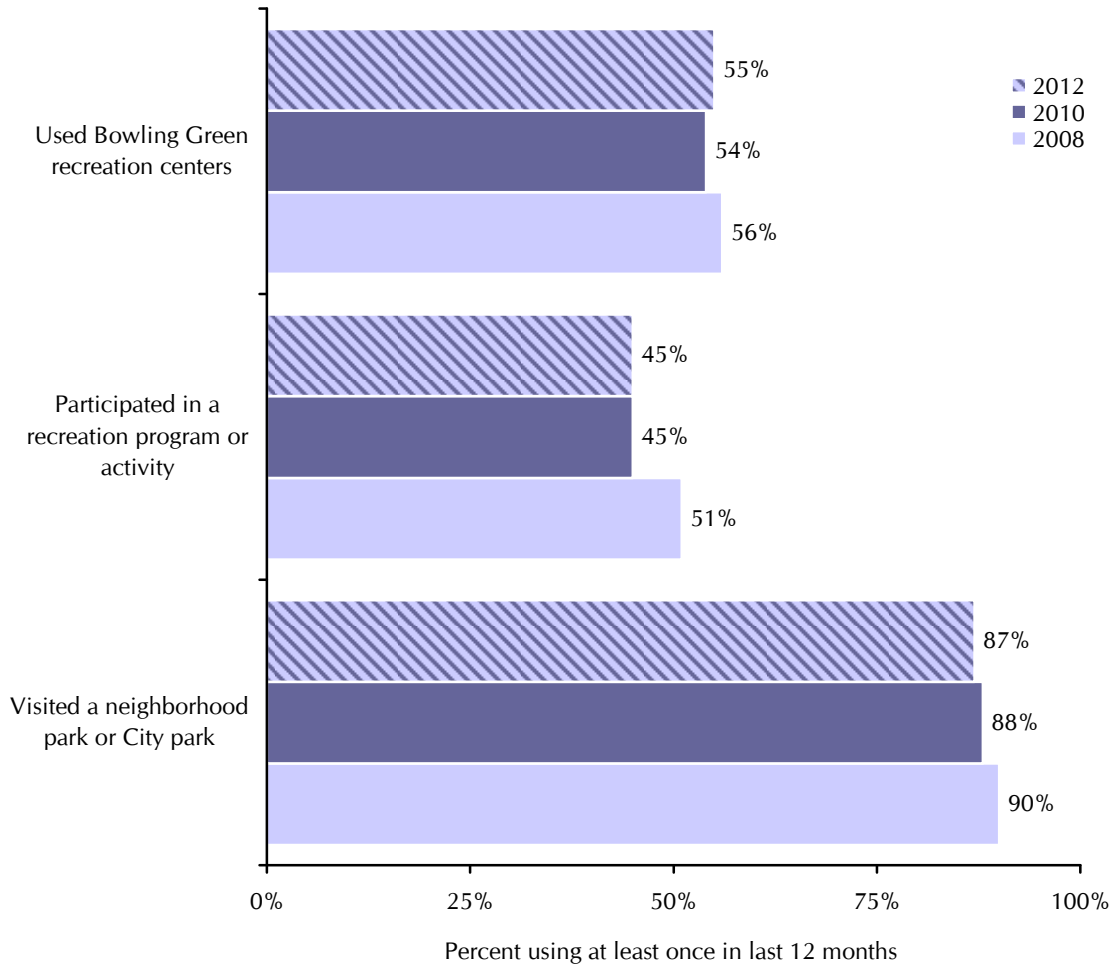

FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Opportunities to attend cultural activities	Above	Above
Educational opportunities	Much above	Much above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

Percent using at least once in the last 12 months
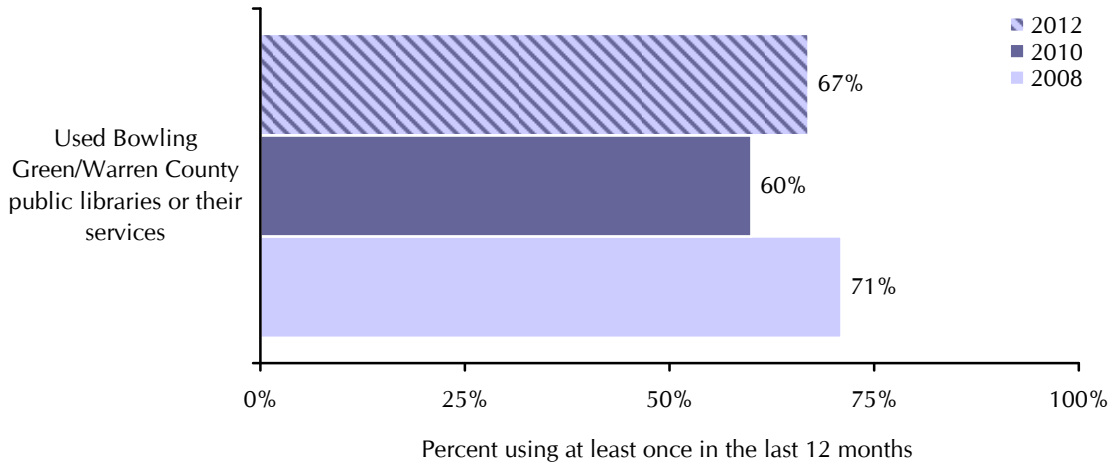
FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Used Bowling Green public libraries or their services	Less	Similar

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR
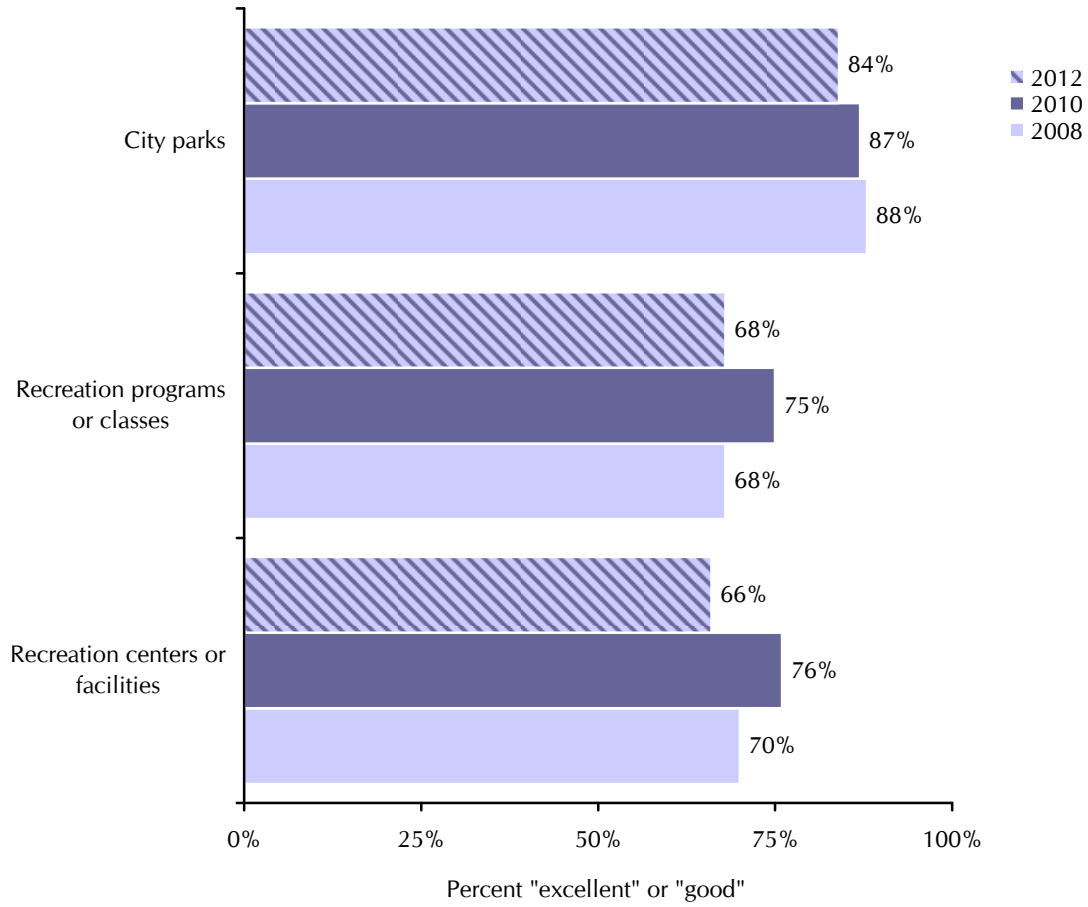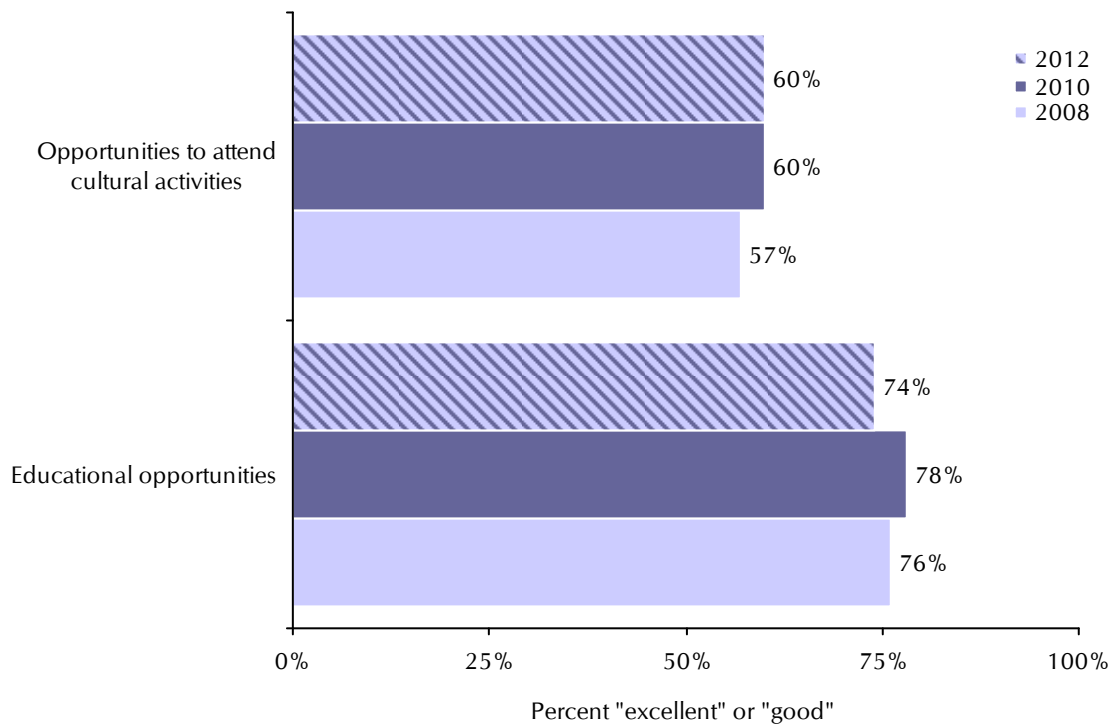

Percent "excellent" or "good"
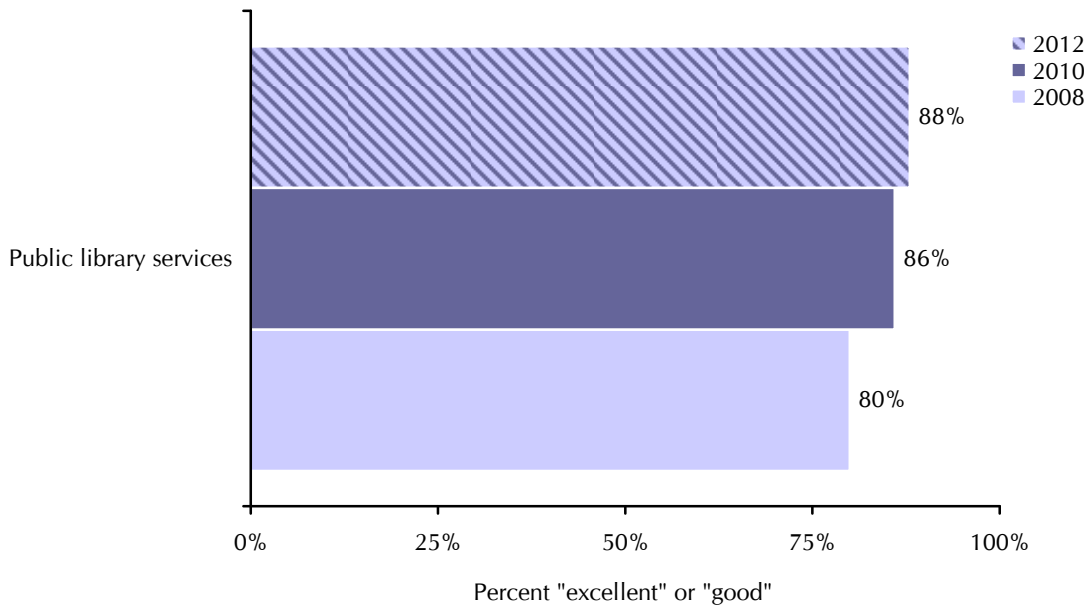
FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Public library services	Similar	Similar

Health and Wellness

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

Residents of the City of Bowling Green 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 and availability of preventative health services were rated most positively for the City of Bowling Green, while the availability of affordable quality health care was rated less favorably by residents. The availability of affordable quality food rating declined from 2010 to 2012.

Among Bowling Green residents, 47% rated affordable quality health care as "excellent" or "good." Those ratings were similar to the ratings of comparison communities.

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

Percent "excellent" or "good"
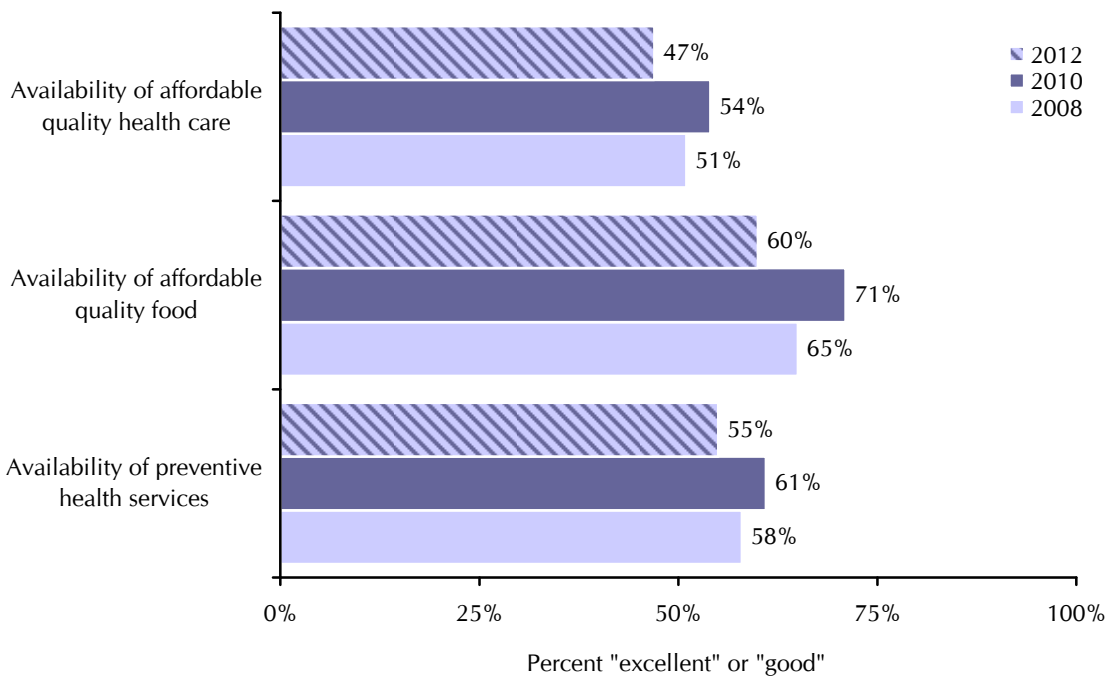
FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Availability of affordable quality health care	Similar	Similar
Availability of affordable quality food	Similar	Similar
Availability of preventive health services	Similar	Below

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 Bowling Green 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.

About eight in ten residents rated the City of Bowling Green as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." A majority of survey respondents felt the City of Bowling Green was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents, was lower than the benchmarks and declined from 2010 to 2012.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR
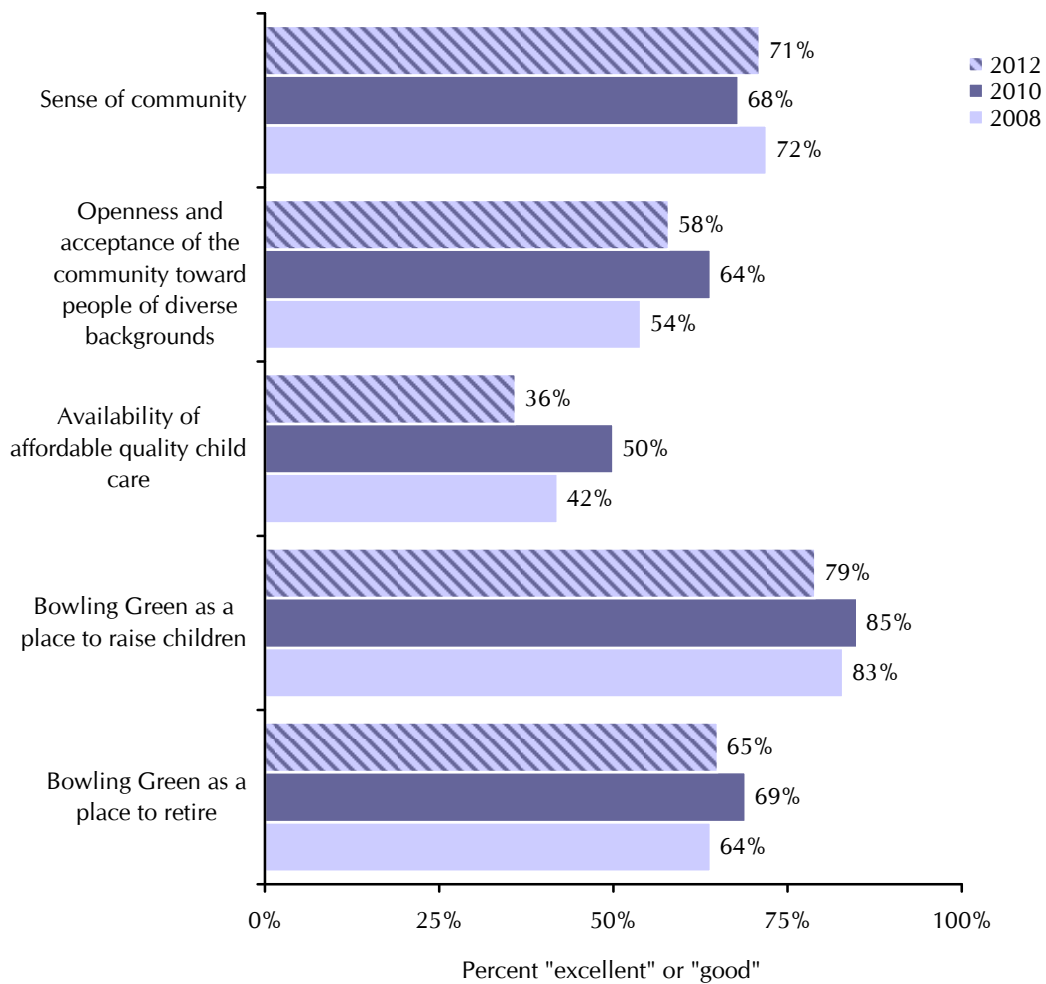
FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Sense of community	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Similar	Similar
Availability of affordable quality child care	Below	Below
Bowling Green as a place to raise kids	Above	Much above
Bowling Green as a place to retire	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 58% to 61% with ratings of "excellent" or "good." Services to seniors and youth were the same as the benchmarks while services to low income people was much above the benchmarks.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR
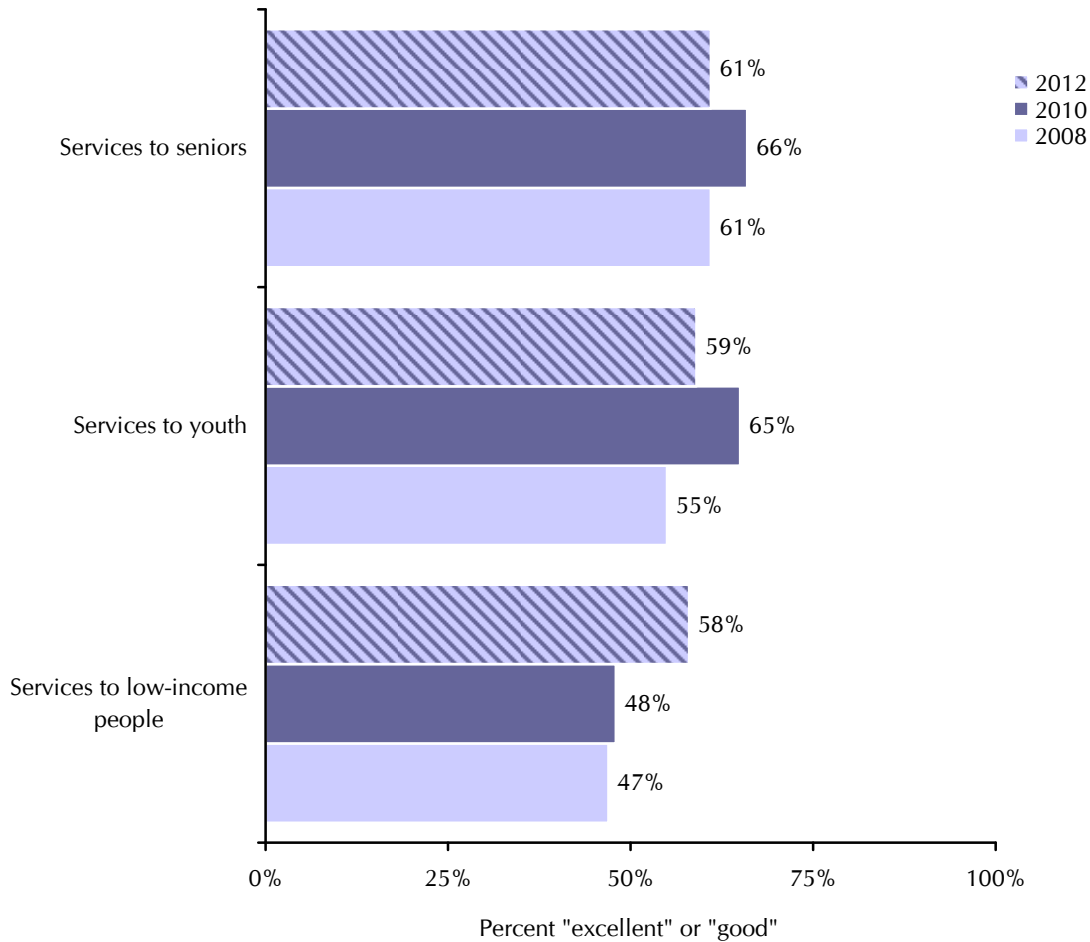
FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Services to seniors	Similar	Similar
Services to youth	Similar	Similar
Services to low income people	Much above	Much above

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 Bowling Green. Survey participants rated the volunteer opportunities in the City of Bowling Green favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was similar to the benchmarks while the rating for opportunities to volunteer was above the benchmarks. Ratings remained stable over time.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Opportunities to participate in community matters	Similar	Similar
Opportunities to volunteer	Above	Much above

Most of the participants in this survey had not attended a public meeting or watched a public meeting on cable television, the Internet, or other media.

The participation rates of these civic behaviors were compared to the rates in other jurisdictions. When compared to the national benchmarks, watching a public meeting showed a similar rate of involvement; while attending a public meeting showed a much lower rate.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]

Percent participating at least once in the last 12 months

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	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 Bowling Green residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-four percent reported they were registered to vote and 59% indicated they had voted in the last general election. This rate of self-reported voting was lower than comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR BY YEAR
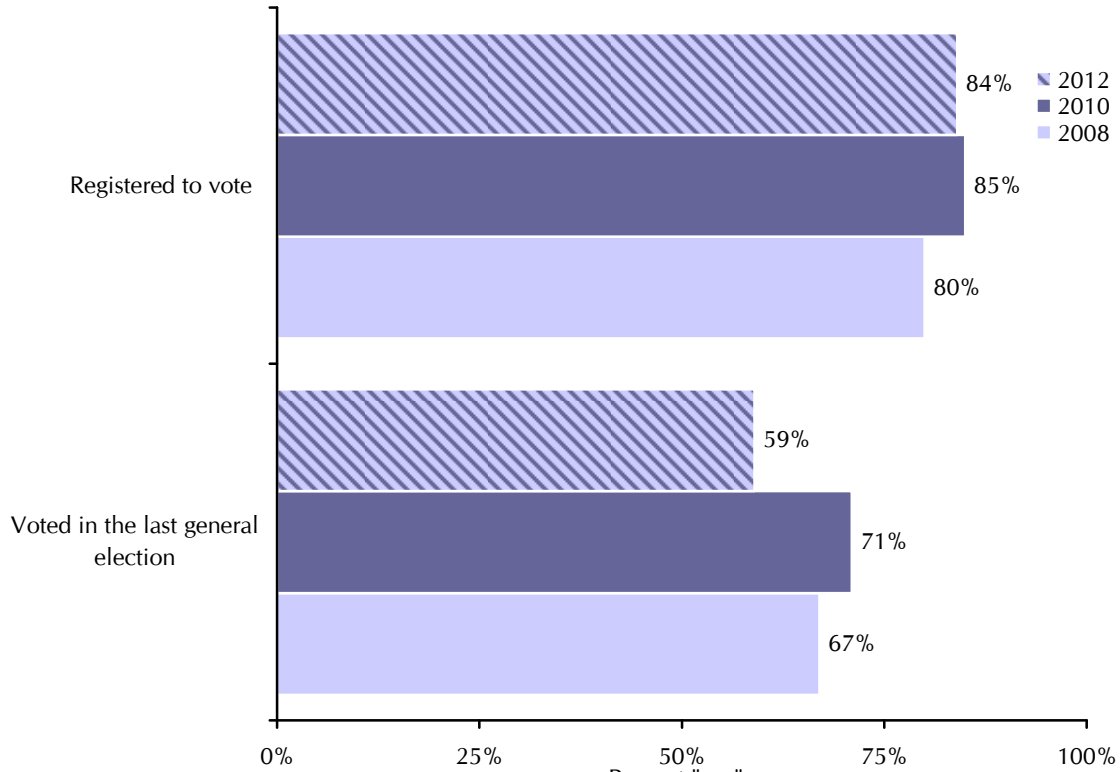
Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted

FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Registered to vote	Similar	Similar
Voted in last general election	Much less	Much less

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Bowling Green Web site in the previous 12 months, 60% reported they had done so at least once. Public information services were rated similarly compared to national benchmark data. Ratings generally remained constant overt time.

FIGURE 73: USE OF INFORMATION SOURCES
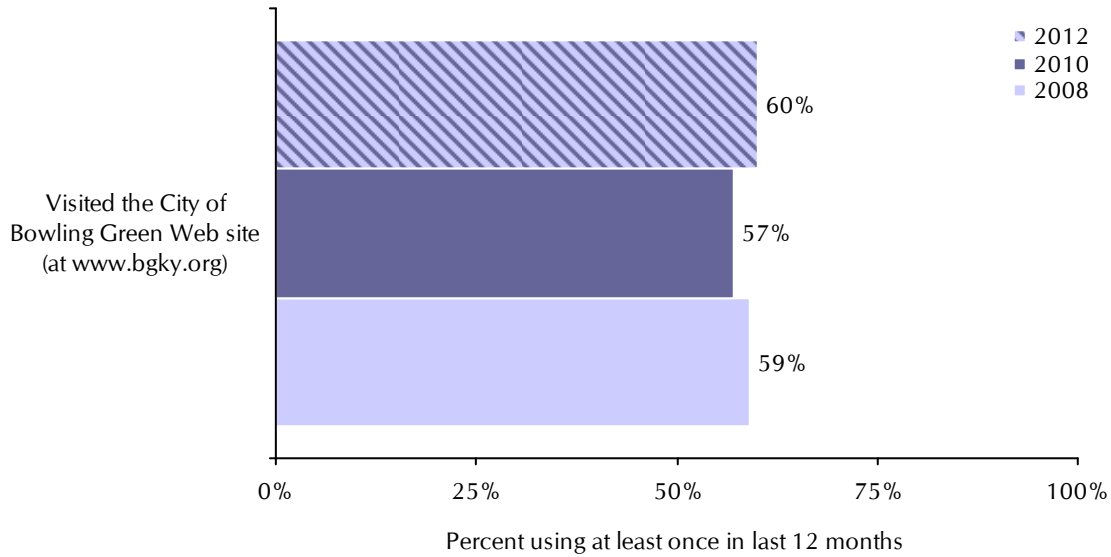
FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Visited the City of Bowling Green Web site	Similar	Similar

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR
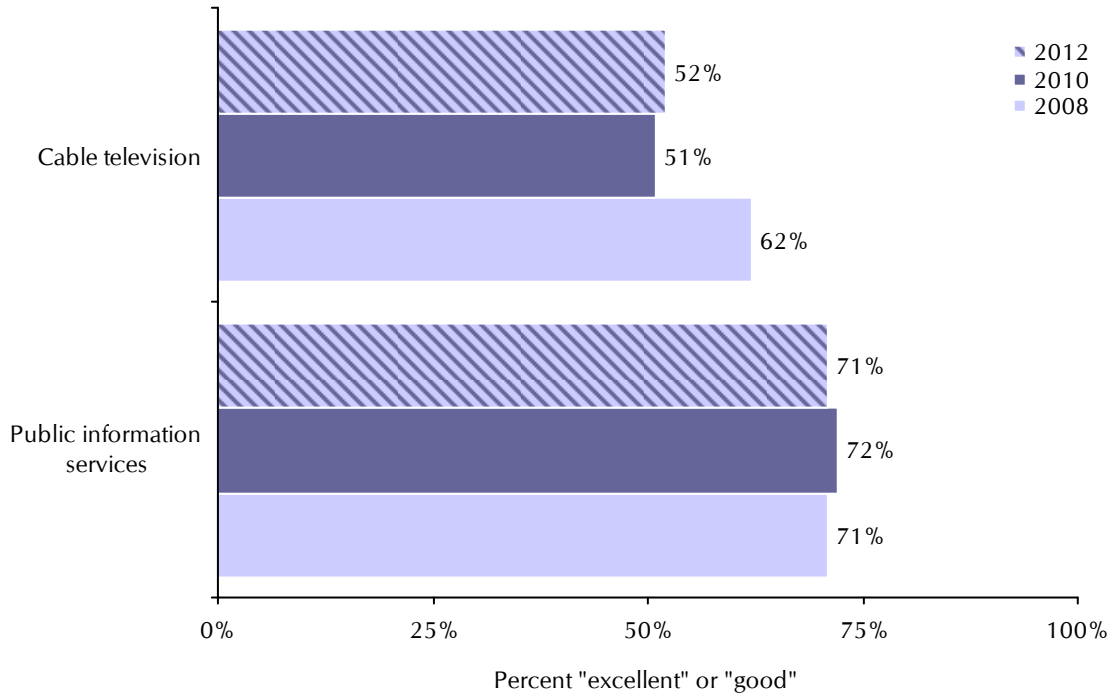
FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Cable television	Similar	Similar
Public information services	Similar	Above

SOCIAL ENGAGEMENT

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 64% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good." Ratings remained constant over past survey years.
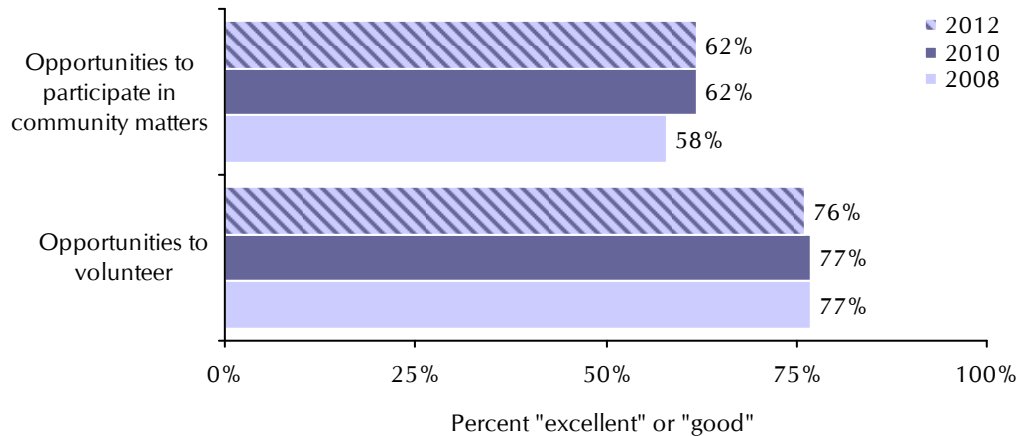
FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES
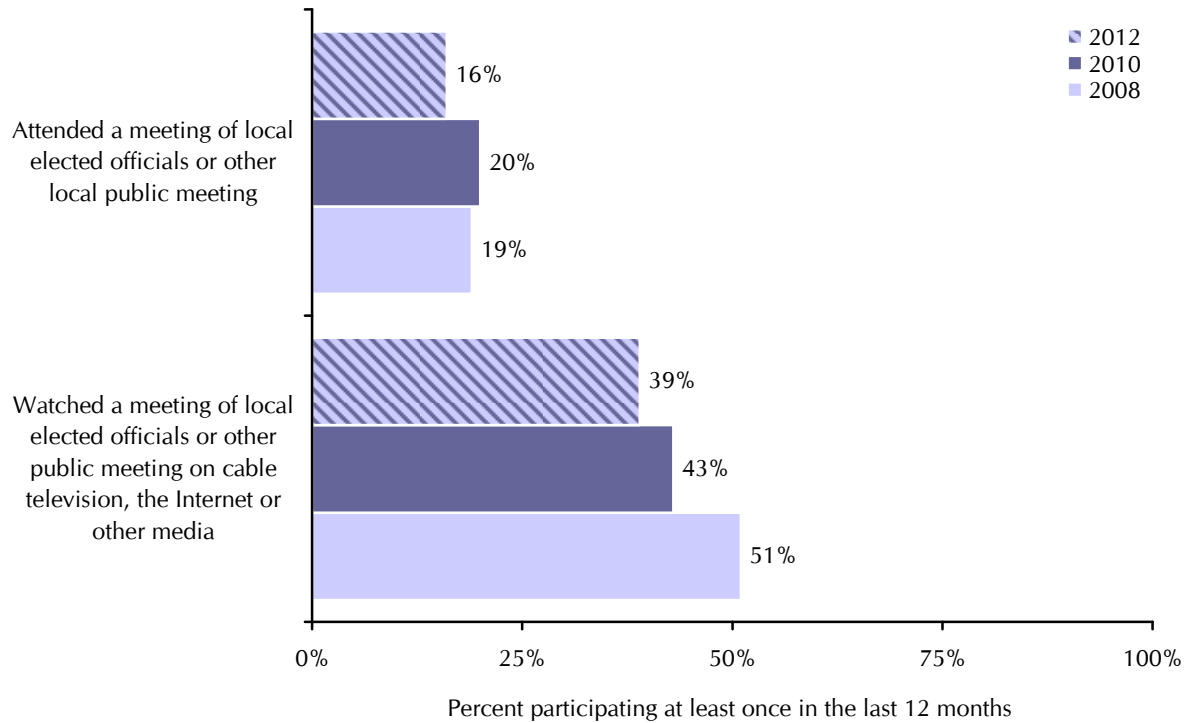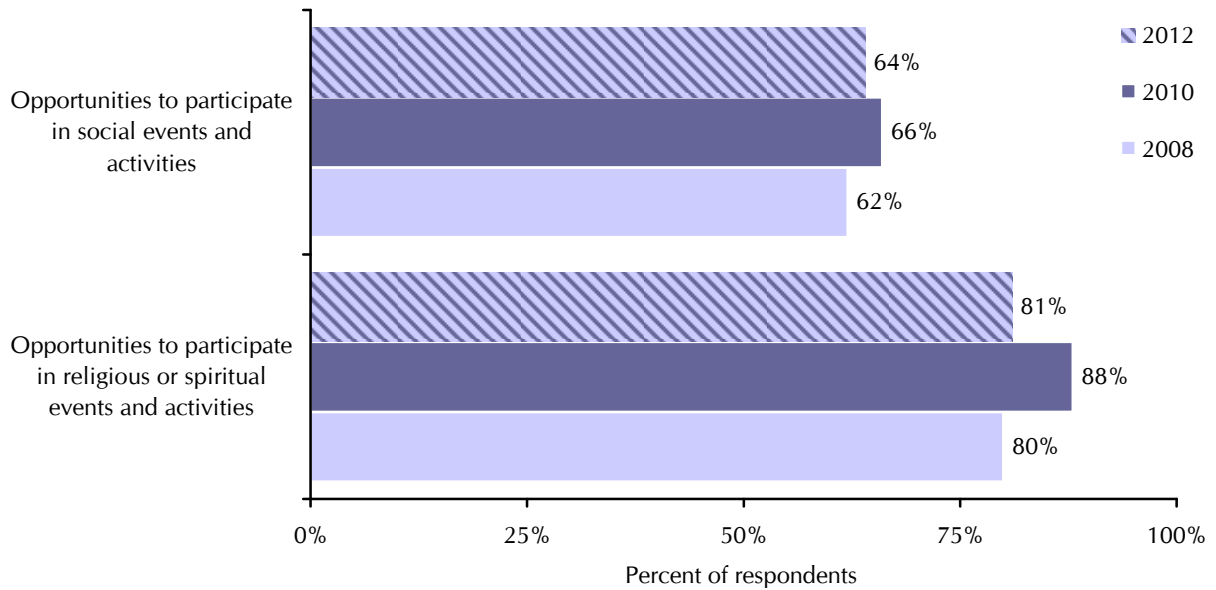

FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Opportunities to participate in social events and activities	Similar	Above
Opportunities to participate in religious or spiritual events and activities	Above	Above

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

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS
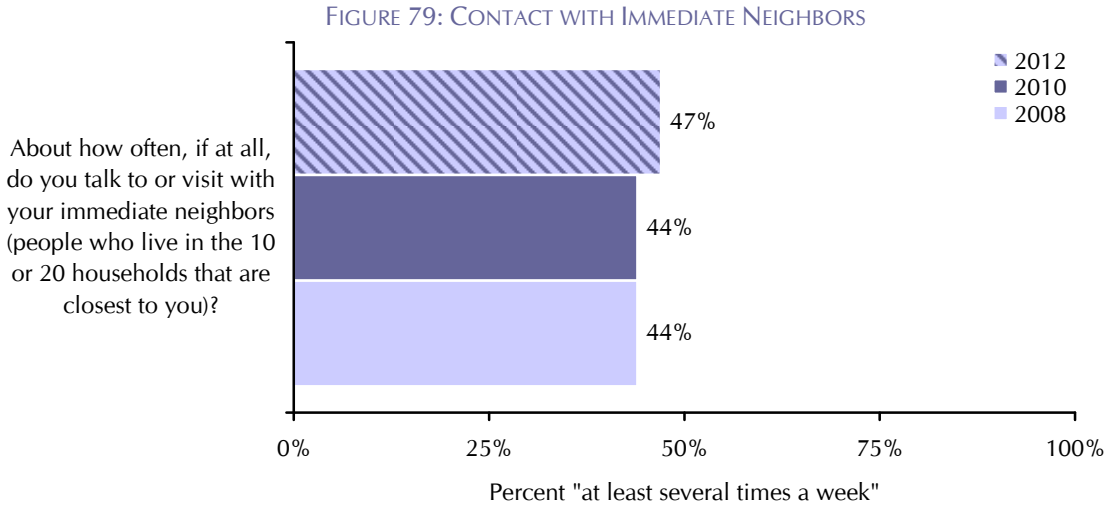
FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Has contact with neighbors at least several times per week	Similar	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 Bowling Green is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation.

Close to half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Bowling Green does at welcoming citizen involvement, 50% rated it as "excellent" or "good." Of these four ratings, two were above the national benchmark and two were similar, while three were above the custom benchmark and one was similar.

FIGURE 81: PUBLIC TRUST RATINGS BY YEAR

The value of services for the taxes paid to Bowling Green
- 2012: 48%
- 2010: 59%
- 2008: 48%

The overall direction that Bowling Green is taking
- 2012: 68%
- 2010: 65%
- 2008: 66%

The job Bowling Green government does at welcoming citizen involvement
- 2012: 50%
- 2010: 55%
- 2008: 50%

Overall image or reputation of Bowling Green
- 2012: 73%
- 2010: 80%
- 2008: 72%

Percent "excellent" or "good"
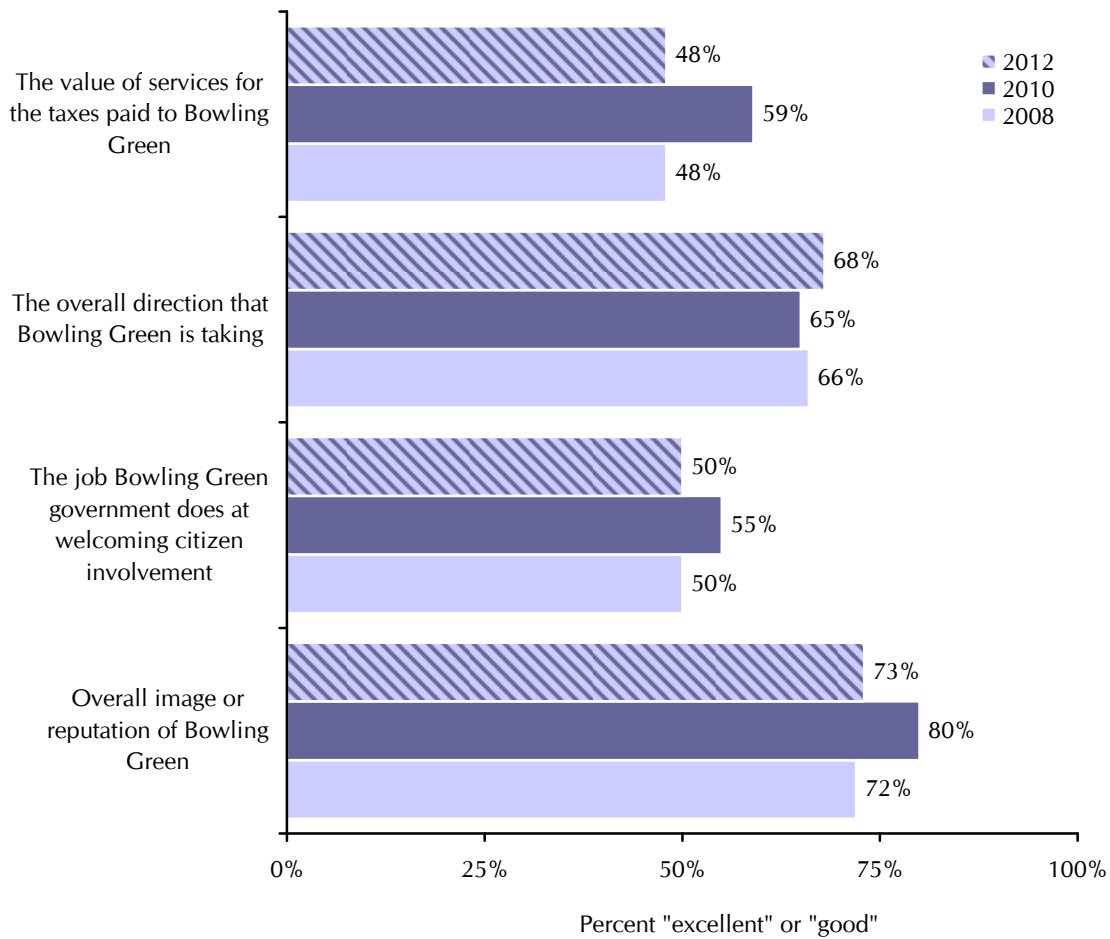
FIGURE 82: PUBLIC TRUST BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Value of services for the taxes paid to Bowling Green	Similar	Similar
The overall direction that Bowling Green is taking	Much above	Much above
Job Bowling Green government does at welcoming citizen involvement	Similar	Above
Overall image or reputation of Bowling Green	Above	Above

The overall quality of services delivered by the City of Bowling Green was rated as "excellent" or "good" by 73% of survey participants. The City of Bowling Green's rating was similar to the national and custom benchmarks. Ratings of overall City services remained stable over survey administrations.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL GOVERNMENT BY YEAR
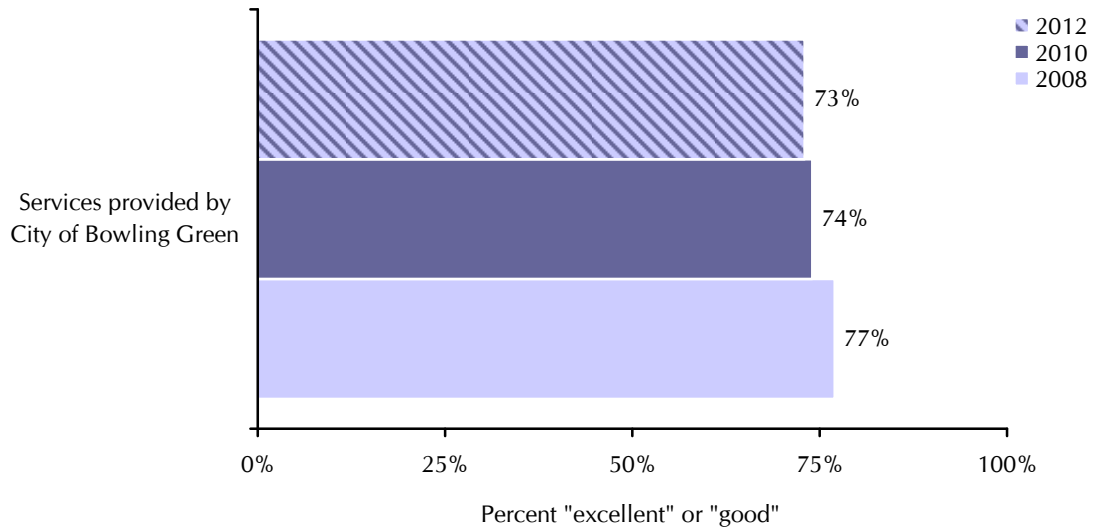
FIGURE 84: SERVICES PROVIDED BY LOCAL GOVERNMENTS BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Services provided by the City of Bowling Green	Similar	Similar

City of Bowling Green Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 43% who reported that they had been in contact (a percent that is lower than the national and custom benchmark comparisons) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 79% of respondents rated their overall impression as "excellent" or "good." Employees ratings were similar to the national and custom benchmarks. Ratings for the overall impression of City employees increased from 2010 to 2012.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR
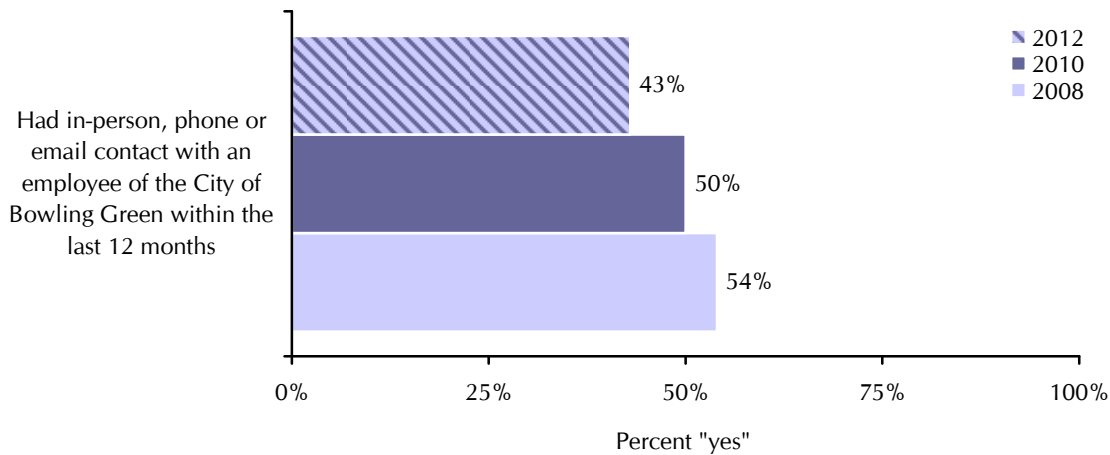
FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Had contact with City employee(s) in last 12 months	Much less	Much less

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

Legend:
- 2012
- 2010
- 2008

Knowledge
- 84%
- 82%
- 79%

Responsiveness
- 81%
- 81%
- 71%

Courtesy
- 76%
- 73%
- 74%

Overall impression
- 79%
- 69%
- 72%

Percent "excellent" or "good"
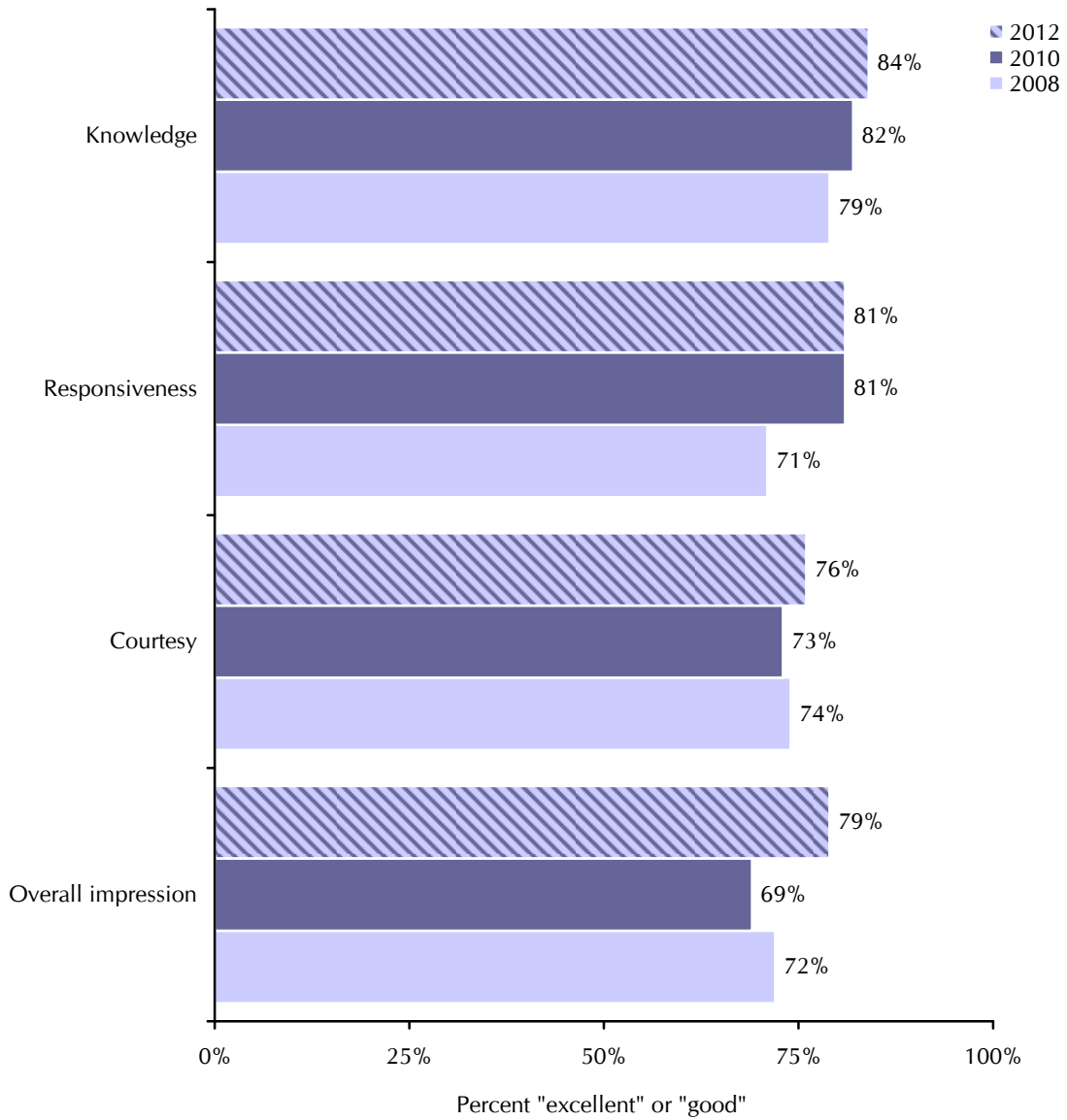
FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Southern region with populations from 35,000 to 69,999 comparison
Knowledge	Similar	Similar
Responsiveness	Similar	Similar
Courteousness	Similar	Similar
Overall impression	Similar	Similar

FROM DATA TO ACTION
RESIDENT PRIORITIES

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

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

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

A KDA was conducted for the City of Bowling Green by examining the relationships between ratings of each service and ratings of the City of Bowling Green'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 Bowling Green 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 Bowling Green Key Driver Analysis were:

- Drinking water
- Land use, planning and zoning
- Power (electric and/or gas) utility
- Public information services

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

CITY OF BOWLING GREEN ACTION CHART

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

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

Twenty-eight services were included in the KDA for the City of Bowling Green. Of these, five were above the benchmark, three were below the benchmark and twenty were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Bowling Green, no key drivers were below the benchmark. Therefore, Bowling Green may wish to seek improvements to public information services, power utility and drinking water, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

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

FIGURE 89: CITY OF BOWLING GREEN ACTION CHART™

Overall Quality of City of Bowling Green Services

Community Design

Planning and zoning

Code enforcement

Economic development

Sidewalk maintenance

Traffic signal timing

Animal control

Street repair

Snow removal

Street lighting

Street cleaning

Public Safety

Emergency preparedness

Traffic enforcement

EMS

Police services

Fire services

Recreation and Wellness

City parks

Library

Recreation facilities

Environmental Sustainability

Drinking water

Garbage collection

Power utility

Preservation of natural areas

Recycling

Sewer services

Storm drainage

Civic Engagement

Cable television

Public information

Community Inclusiveness

Youth services

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

Key Driver   Rating increase   Rating decrease

Using Your Action Chart™

The key drivers derived for the City of Bowling Green 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 Bowling Green, 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 Bowling Green, 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 Bowling Green 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 Bowling Green key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Bowling Green Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
° Traffic enforcement			
Street repair			✓
° Street cleaning			
° Street lighting			
° Snow removal			
° Sidewalk maintenance			
° Traffic signal timing			
Garbage collection			✓
° Recycling			
Storm drainage			✓
• **Drinking water**	✓		✓
Sewer services			✓
• **Power (electric and/or gas) utility**	✓		✓
° City parks			
° Recreation centers or facilities			
• **Land use planning and zoning**	✓	✓	
Code enforcement			✓
° Animal control			
Economic development		✓	
° Services to youth			
° Public library			
• **Public information services**	✓	✓	
° Cable television			
° Emergency preparedness			
° Preservation of natural areas			

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

CUSTOM QUESTIONS

"Don't know" responses have been removed from the following questions, when applicable.

Custom Question 1					
Please rate the following aspects of Bowling Green's parks and recreation facilities:	Excellent	Good	Fair	Poor	Total
Appearance of Bowling Green's parks and recreation facilities	38%	52%	10%	1%	100%
Range of activities available at Bowling Green's parks and recreation facilities	27%	52%	15%	5%	100%

Custom Question 2	
Please rate the condition of residential and secondary roads within the city limits of Bowling Green (exclude state roads and federal highways that have route numbers, for example, U.S. 231 Scottsville Road, U.S. 31W Nashville Road, etc., which are not maintained by the City of Bowling Green).	Percent of respondents
Excellent condition	5%
Good condition	39%
Fair condition	44%
Poor condition	9%
Don't know/Unsure	3%
Total	100%

Custom Question 3				
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:	Major source	Minor source	Not at all a source	Total
City Web site (www.bgky.org)	46%	30%	24%	100%
Local cable channel 4	35%	35%	29%	100%
City's Facebook page	15%	29%	56%	100%
City Enews	13%	24%	63%	100%
City's Twitter feed	9%	26%	65%	100%
Bowling Green Blog	5%	30%	65%	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 Bowling Green:	Excellent	Good	Fair	Poor	Total
Bowling Green as a place to live	40%	47%	11%	2%	100%
Your neighborhood as a place to live	26%	43%	26%	4%	100%
Bowling Green as a place to raise children	41%	38%	19%	2%	100%
Bowling Green as a place to work	24%	41%	24%	11%	100%
Bowling Green as a place to retire	25%	39%	25%	10%	100%
The overall quality of life in Bowling Green	27%	55%	17%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	18%	53%	25%	4%	100%
Openness and acceptance of the community toward people of diverse backgrounds	20%	37%	31%	11%	100%
Overall appearance of Bowling Green	22%	55%	23%	0%	100%
Cleanliness of Bowling Green	23%	52%	22%	3%	100%
Overall quality of new development in Bowling Green	27%	49%	22%	2%	100%
Variety of housing options	19%	41%	29%	11%	100%
Overall quality of business and service establishments in Bowling Green	19%	55%	22%	3%	100%
Shopping opportunities	18%	44%	27%	11%	100%
Opportunities to attend cultural activities	20%	40%	28%	12%	100%
Recreational opportunities	19%	44%	28%	9%	100%
Employment opportunities	11%	34%	42%	12%	100%
Educational opportunities	31%	43%	22%	4%	100%
Opportunities to participate in social events and activities	22%	42%	30%	7%	100%
Opportunities to participate in religious or spiritual events and activities	37%	44%	13%	6%	100%
Opportunities to volunteer	37%	39%	21%	2%	100%
Opportunities to participate in community matters	26%	36%	30%	9%	100%
Ease of car travel in Bowling Green	14%	32%	36%	17%	100%
Ease of bus travel in Bowling Green	6%	21%	39%	33%	100%
Ease of bicycle travel in Bowling Green	9%	28%	38%	25%	100%
Ease of walking in Bowling Green	9%	38%	35%	18%	100%
Availability of paths and walking trails	8%	32%	43%	17%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	5%	23%	41%	32%	100%
Amount of public parking	6%	32%	37%	24%	100%
Availability of affordable quality housing	4%	41%	34%	21%	100%
Availability of affordable quality child care	6%	30%	41%	23%	100%
Availability of affordable quality health care	12%	35%	30%	22%	100%
Availability of affordable quality food	22%	38%	33%	7%	100%
Availability of preventive health services	12%	43%	32%	13%	100%
Air quality	15%	51%	27%	7%	100%
Quality of overall natural environment in Bowling Green	15%	56%	27%	2%	100%
Overall image or reputation of Bowling Green	23%	50%	24%	3%	100%

Question 3: Growth					
Please rate the speed of growth in the following categories in Bowling Green over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	6%	53%	31%	8%	100%
Retail growth (stores, restaurants, etc.)	5%	20%	54%	14%	6%	100%
Jobs growth	20%	58%	21%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bowling Green?	Percent of respondents
Not a problem	9%
Minor problem	44%
Moderate problem	37%
Major problem	10%
Total	100%

Question 5: Community Safety					
Please rate how safe or unsafe you feel from the following in Bowling Green:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	23%	53%	15%	6%	3%	100%
Property crimes (e.g., burglary, theft)	11%	51%	13%	19%	6%	100%
Environmental hazards, including toxic waste	35%	43%	15%	4%	2%	100%

Question 6: Personal Safety					
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	61%	33%	3%	3%	0%	100%
In your neighborhood after dark	36%	37%	6%	18%	4%	100%
In Bowling Green's downtown area during the day	63%	26%	8%	2%	2%	100%
In Bowling Green's downtown area after dark	17%	45%	13%	19%	6%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Bowling Green 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 Bowling Green Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Bowling Green Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Bowling Green Police Department?	32%	37%	10%	21%	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	83%
Yes	17%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	11%
Yes	89%
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 Bowling Green?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Bowling Green/Warren County public libraries or their services	33%	27%	27%	6%	7%	100%
Used Bowling Green recreation centers	45%	17%	26%	8%	4%	100%
Participated in a recreation program or activity	55%	21%	10%	11%	2%	100%
Visited a neighborhood park or City park	13%	22%	42%	10%	13%	100%
Ridden a local BG Transit bus within Bowling Green	91%	5%	2%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	84%	10%	5%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	61%	27%	11%	1%	2%	100%
Visited the City of Bowling Green Web site (at www.bgky.org)	40%	34%	22%	3%	1%	100%
Recycled used paper, cans or bottles from your home	23%	15%	13%	10%	39%	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	24%
Several times a week	23%
Several times a month	22%
Less than several times a month	30%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Bowling Green:	Excellent	Good	Fair	Poor	Total
Police services	24%	50%	18%	8%	100%
Fire services	40%	50%	11%	0%	100%
Ambulance or emergency medical services	35%	54%	10%	2%	100%
Crime prevention	15%	46%	28%	11%	100%
Fire prevention and education	20%	55%	21%	4%	100%
Traffic enforcement	17%	44%	26%	13%	100%
Street repair	10%	25%	43%	23%	100%
Street cleaning	13%	43%	35%	8%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Bowling Green:	Excellent	Good	Fair	Poor	Total
Street lighting	16%	45%	31%	7%	100%
Snow removal	20%	50%	25%	5%	100%
Sidewalk maintenance	8%	49%	28%	15%	100%
Traffic signal timing	8%	36%	31%	25%	100%
Bus or transit services	15%	36%	35%	14%	100%
Garbage collection	23%	47%	27%	3%	100%
Recycling	25%	50%	19%	6%	100%
Yard waste pick-up	20%	37%	26%	16%	100%
Storm drainage	12%	44%	31%	13%	100%
Drinking water	20%	47%	24%	9%	100%
Sewer services	19%	59%	19%	2%	100%
Power (electric and/or gas) utility	26%	49%	19%	6%	100%
City parks	35%	49%	15%	0%	100%
Recreation programs or classes	26%	42%	26%	5%	100%
Recreation centers or facilities	22%	44%	30%	5%	100%
Land use, planning and zoning	12%	41%	36%	11%	100%
Code enforcement (weeds, abandoned buildings, etc.)	10%	41%	36%	13%	100%
Animal control	18%	41%	30%	11%	100%
Economic development	16%	45%	34%	5%	100%
Services to seniors	15%	47%	28%	10%	100%
Services to youth	15%	44%	29%	12%	100%
Services to low-income people	18%	40%	26%	15%	100%
Public library services	33%	55%	12%	0%	100%
Public information services	16%	56%	25%	3%	100%
Cable television	12%	41%	29%	18%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	48%	26%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	12%	41%	37%	10%	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 Bowling Green	8%	65%	25%	3%	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 Bowling Green to someone who asks	49%	42%	5%	4%	100%
Remain in Bowling Green for the next five years	58%	21%	12%	10%	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	6%
Somewhat positive	22%
Neutral	42%
Somewhat negative	24%
Very negative	6%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Bowling Green Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Bowling Green Fire Department within the last 12 months?	87%	13%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Bowling Green Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Bowling Green Fire Department?	83%	14%	0%	3%	100%

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

Question 20: City Employees					
What was your impression of the employee(s) of the City of Bowling Green in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	31%	52%	11%	5%	100%
Responsiveness	35%	45%	13%	6%	100%
Courtesy	41%	35%	17%	7%	100%
Overall impression	36%	43%	15%	6%	100%

Question 21: Government Performance					
Please rate the following categories of Bowling Green government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Bowling Green	10%	38%	38%	14%	100%
The overall direction that Bowling Green is taking	18%	50%	27%	5%	100%
The job Bowling Green government does at welcoming citizen involvement	13%	36%	39%	11%	100%

Question 22a: Custom Question 1					
Please rate the following aspects of Bowling Green's parks and recreation facilities:	Excellent	Good	Fair	Poor	Total
Appearance of Bowling Green's parks and recreation facilities	38%	52%	10%	1%	100%
Range of activities available at Bowling Green's parks and recreation facilities	27%	52%	15%	5%	100%

Question 22b: Custom Question 2	
Please rate the condition of residential and secondary roads within the city limits of Bowling Green (exclude state roads and federal highways that have route numbers, for example, U.S. 231 Scottsville Road, U.S. 31W Nashville Road, etc., which are not maintained by the City of Bowling Green).	Percent of respondents
Excellent condition	5%
Good condition	39%
Fair condition	44%
Poor condition	9%
Don't know/Unsure	3%
Total	100%

Question 22c: Custom Question 3				
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:	Major source	Minor source	Not at all a source	Total
City Web site (www.bgky.org)	46%	30%	24%	100%
Bowling Green Blog	5%	30%	65%	100%
City's Facebook page	15%	29%	56%	100%
City's Twitter feed	9%	26%	65%	100%
City Enews	13%	24%	63%	100%
Local cable channel 4	35%	35%	29%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	32%
Yes, full-time	54%
Yes, part-time	13%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	0%
Walk	5%
Bicycle	1%
Work at home	2%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Bowling Green?	Percent of respondents
Less than 2 years	10%
2 to 5 years	17%
6 to 10 years	15%
11 to 20 years	17%
More than 20 years	41%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	58%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	31%
Mobile home	0%
Other	1%
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	56%
Owned by you or someone in this house with a mortgage or free and clear	44%
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	8%
$300 to $599 per month	32%
$600 to $999 per month	42%
$1,000 to $1,499 per month	8%
$1,500 to $2,499 per month	7%
$2,500 or more per month	3%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	73%
Yes	27%
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	78%
Yes	22%
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	30%
$25,000 to $49,999	34%
$50,000 to $99,999	26%
$100,000 to $149,999	7%
$150,000 or more	3%
Total	100%

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

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	5%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	13%
White	85%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	13%
25 to 34 years	34%
35 to 44 years	8%
45 to 54 years	18%
55 to 64 years	10%
65 to 74 years	10%
75 years or older	7%
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	16%
Yes	83%
Ineligible to vote	1%
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	40%
Yes	57%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	65%
Yes	35%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	31%
Land line	58%
Both	11%
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 Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
Bowling Green as a place to live	40%	104	47%	123	11%	28	2%	4	0%	0	100%	259
Your neighborhood as a place to live	26%	68	43%	112	26%	66	4%	11	1%	2	100%	260
Bowling Green as a place to raise children	37%	96	35%	89	18%	45	2%	5	8%	21	100%	256
Bowling Green as a place to work	23%	60	40%	103	23%	60	10%	26	3%	8	100%	257
Bowling Green as a place to retire	22%	57	35%	90	22%	57	9%	23	12%	30	100%	257
The overall quality of life in Bowling Green	26%	68	54%	141	16%	43	2%	6	1%	2	100%	260

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	18%	47	52%	134	25%	63	4%	9	2%	4	100%	257
Openness and acceptance of the community toward people of diverse backgrounds	20%	51	36%	94	30%	78	11%	29	2%	6	100%	259
Overall appearance of Bowling Green	21%	55	55%	141	23%	58	0%	1	1%	2	100%	257
Cleanliness of Bowling Green	23%	58	51%	132	22%	56	3%	8	1%	2	100%	257
Overall quality of new development in Bowling Green	26%	66	46%	117	21%	53	2%	4	5%	13	100%	253
Variety of housing options	18%	47	40%	102	28%	72	10%	27	3%	8	100%	256
Overall quality of business and service establishments in Bowling Green	19%	48	54%	135	22%	55	3%	9	2%	4	100%	251
Shopping opportunities	18%	46	44%	114	27%	70	11%	28	0%	0	100%	257
Opportunities to attend cultural activities	19%	49	39%	100	27%	70	12%	31	3%	7	100%	257
Recreational opportunities	19%	47	44%	110	27%	69	9%	23	1%	3	100%	252
Employment opportunities	11%	28	33%	83	40%	103	12%	30	5%	12	100%	256

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Educational opportunities	30%	74	42%	105	21%	53	4%	10	4%	9	100%	252
Opportunities to participate in social events and activities	22%	55	41%	104	29%	74	6%	16	2%	5	100%	255
Opportunities to participate in religious or spiritual events and activities	34%	85	41%	103	12%	29	6%	15	8%	20	100%	252
Opportunities to volunteer	34%	87	36%	91	19%	50	2%	5	9%	23	100%	257
Opportunities to participate in community matters	23%	58	32%	81	26%	67	8%	20	11%	29	100%	255
Ease of car travel in Bowling Green	14%	35	31%	80	35%	90	17%	43	3%	8	100%	256
Ease of bus travel in Bowling Green	4%	10	13%	33	25%	61	21%	52	36%	88	100%	243
Ease of bicycle travel in Bowling Green	7%	17	21%	53	29%	73	19%	48	25%	63	100%	253
Ease of walking in Bowling Green	8%	21	36%	91	33%	84	17%	43	7%	17	100%	255
Availability of paths and walking trails	7%	19	30%	75	41%	103	16%	41	6%	16	100%	254
Traffic flow on major streets	5%	12	23%	58	40%	103	32%	81	1%	2	100%	257
Amount of public parking	6%	16	32%	80	36%	92	23%	59	3%	7	100%	254
Availability of affordable quality housing	4%	11	39%	99	33%	84	20%	50	5%	12	100%	256
Availability of affordable quality child care	4%	10	19%	48	26%	66	14%	36	37%	95	100%	254
Availability of affordable quality health care	11%	29	31%	81	27%	69	20%	52	10%	26	100%	257
Availability of affordable quality food	22%	58	38%	98	33%	84	7%	18	0%	0	100%	258
Availability of preventive health services	11%	27	38%	99	28%	72	12%	31	11%	29	100%	258
Air quality	14%	37	49%	126	26%	67	6%	16	4%	11	100%	256
Quality of overall natural environment in Bowling Green	14%	37	55%	139	26%	67	2%	5	3%	7	100%	255
Overall image or reputation of Bowling Green	23%	58	50%	128	23%	60	3%	8	2%	4	100%	259

Question 3: Growth													
Please rate the speed of growth in the following categories in Bowling Green over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	3	5%	14	45%	115	26%	68	7%	18	16%	40	100%	257
Retail growth (stores, restaurants, etc.)	5%	12	18%	47	50%	128	13%	34	5%	14	8%	21	100%	257
Jobs growth	17%	43	50%	128	18%	46	1%	2	1%	2	14%	36	100%	258

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Bowling Green?	Percent of respondents	Count
Not a problem	9%	22
Minor problem	40%	102
Moderate problem	34%	85
Major problem	9%	24
Don't know	8%	22
Total	100%	255

Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in Bowling Green:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	23%	59	52%	135	15%	38	6%	16	2%	6	1%	3	100%	257
Property crimes (e.g., burglary, theft)	11%	28	50%	129	13%	33	19%	48	6%	16	1%	2	100%	256
Environmental hazards, including toxic waste	32%	84	39%	101	14%	36	4%	11	2%	5	8%	22	100%	258

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	61%	157	33%	85	3%	8	3%	7	0%	0	0%	0	100%	258
In your neighborhood after dark	36%	91	37%	96	6%	15	18%	45	4%	9	0%	0	100%	257
In Bowling Green's downtown area during the day	61%	158	25%	65	7%	19	2%	4	2%	4	3%	7	100%	257
In Bowling Green's downtown area after dark	16%	40	42%	109	12%	32	18%	47	6%	15	5%	14	100%	257

Question 7: Contact with Police Department							
Have you had any in-person or phone contact with an employee of the City of Bowling Green 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 Bowling Green Police Department within the last 12 months?	63%	158	36%	90	1%	3	100%	251

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of Bowling Green Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Bowling Green Police Department?	32%	29	37%	33	10%	9	21%	19	0%	0	100%	90

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	83%	211
Yes	17%	43
Don't know	0%	1
Total	100%	255

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	11%	5
Yes	89%	38
Don't know	0%	0
Total	100%	43

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 Bowling Green?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total
Used Bowling Green/Warren County public libraries or their services	33%	86	27%	69	27%	69	6%	16	7%	17	100%	257
Used Bowling Green recreation centers	45%	115	17%	43	26%	66	8%	20	4%	9	100%	254
Participated in a recreation program or activity	55%	139	21%	54	10%	26	11%	27	2%	6	100%	252
Visited a neighborhood park or City park	13%	32	22%	56	42%	105	10%	26	13%	32	100%	252
Ridden a local BG Transit bus within Bowling Green	91%	228	5%	12	2%	5	1%	3	2%	4	100%	251
Attended a meeting of local elected officials or other local public meeting	84%	213	10%	24	5%	13	1%	3	0%	1	100%	254
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	61%	155	27%	68	11%	27	1%	2	2%	4	100%	255
Visited the City of Bowling Green Web site (at www.bgky.org)	40%	103	34%	86	22%	57	3%	7	1%	2	100%	254
Recycled used paper, cans or bottles from your home	23%	60	15%	39	13%	32	10%	24	39%	99	100%	255

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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	24%	62
Several times a week	23%	59
Several times a month	22%	58
Less than several times a month	30%	77
Total	100%	256

Question 13: Service Quality											
Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	22%	56	46%	118	17%	43	7%	18	8%	20	100%	255
Fire services	32%	83	41%	104	9%	22	0%	0	19%	48	100%	256
Ambulance or emergency medical services	29%	75	46%	117	9%	22	1%	4	15%	38	100%	256
Crime prevention	12%	31	38%	95	23%	57	9%	22	18%	47	100%	253
Fire prevention and education	15%	37	40%	99	15%	37	3%	8	28%	71	100%	251
Traffic enforcement	15%	39	41%	102	24%	59	12%	30	8%	20	100%	249
Street repair	10%	24	24%	60	42%	105	22%	55	2%	4	100%	249
Street cleaning	13%	33	42%	107	34%	86	8%	21	3%	7	100%	254
Street lighting	16%	41	45%	115	31%	80	7%	18	1%	2	100%	256
Snow removal	18%	46	46%	116	23%	58	5%	12	8%	21	100%	253
Sidewalk maintenance	7%	19	45%	114	25%	64	14%	34	8%	21	100%	252
Traffic signal timing	8%	21	35%	89	31%	77	25%	62	1%	3	100%	252
Bus or transit services	7%	18	18%	43	17%	42	7%	17	50%	122	100%	241
Garbage collection	23%	57	46%	117	27%	68	3%	8	1%	3	100%	253
Recycling	23%	58	45%	114	17%	44	5%	14	10%	26	100%	254
Yard waste pick-up	17%	44	32%	81	23%	57	14%	34	15%	37	100%	254

Question 13: Service Quality											
Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
Storm drainage	11%	28	39%	98	28%	69	12%	29	10%	24	100%	248
Drinking water	20%	51	46%	117	24%	60	9%	23	1%	2	100%	254
Sewer services	18%	46	56%	140	18%	46	2%	5	6%	14	100%	250
Power (electric and/or gas) utility	26%	65	48%	122	18%	46	6%	16	1%	4	100%	252
City parks	33%	83	47%	117	14%	36	0%	1	5%	12	100%	250
Recreation programs or classes	18%	44	28%	70	18%	44	3%	8	34%	86	100%	253
Recreation centers or facilities	18%	44	36%	88	24%	59	4%	9	18%	44	100%	244
Land use, planning and zoning	9%	21	30%	74	27%	65	9%	21	25%	62	100%	243
Code enforcement (weeds, abandoned buildings, etc.)	8%	20	33%	84	29%	74	11%	27	19%	47	100%	251
Animal control	16%	39	36%	91	27%	67	10%	25	11%	28	100%	249
Economic development	14%	34	39%	98	30%	75	5%	12	13%	33	100%	252
Services to seniors	9%	23	29%	74	18%	45	6%	16	37%	95	100%	254
Services to youth	11%	28	33%	84	22%	55	9%	24	25%	62	100%	252
Services to low-income people	12%	31	28%	69	18%	45	11%	27	31%	79	100%	251
Public library services	27%	69	45%	114	10%	26	0%	0	17%	44	100%	253
Public information services	12%	29	43%	106	19%	48	3%	6	24%	58	100%	247
Cable television	11%	27	37%	94	27%	67	17%	42	9%	22	100%	253
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	39	39%	98	22%	54	5%	13	19%	47	100%	252
Preservation of natural areas such as open space, farmlands and greenbelts	10%	24	33%	84	30%	75	8%	21	19%	49	100%	253

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 Bowling Green	8%	20	63%	159	24%	60	3%	6	2%	6	100%	253

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 Bowling Green to someone who asks	49%	123	41%	105	5%	14	4%	10	1%	3	100%	254
Remain in Bowling Green for the next five years	56%	139	20%	49	11%	28	9%	23	5%	12	100%	250

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	6%	14
Somewhat positive	22%	56
Neutral	42%	106
Somewhat negative	24%	60
Very negative	6%	16
Total	100%	253

Question 17: Contact with Fire Department								
Have you had any in-person or phone contact with an employee of the City of Bowling Green Fire Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Bowling Green Fire Department within the last 12 months?	87%	223	13%	32	0%	0	100%	256

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Bowling Green Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Bowling Green Fire Department?	83%	27	14%	5	0%	0	3%	1	0%	0	100%	32

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Bowling Green within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	57%	146
Yes	43%	108
Total	100%	254

Question 20: City Employees											
What was your impression of the employee(s) of the City of Bowling Green in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	31%	34	52%	57	11%	12	5%	6	0%	0	100%	108
Responsiveness	35%	38	45%	49	13%	14	6%	6	1%	1	100%	108
Courtesy	41%	44	35%	38	17%	18	7%	8	0%	0	100%	108
Overall impression	36%	38	43%	47	15%	16	6%	7	0%	0	100%	108

Question 21: Government Performance											
Please rate the following categories of Bowling Green government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Bowling Green	10%	25	34%	89	34%	89	13%	33	9%	22	100%	257
The overall direction that Bowling Green is taking	17%	43	46%	118	25%	63	4%	11	8%	21	100%	257
The job Bowling Green government does at welcoming citizen involvement	11%	28	30%	77	32%	83	9%	24	17%	43	100%	255

Question 22a: Custom Question 1											
Please rate the following aspects of Bowling Green's parks and recreation facilities:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance of Bowling Green's parks and recreation facilities	36%	92	49%	127	9%	24	1%	2	5%	12	100%	257
Range of activities available at Bowling Green's parks and recreation facilities	25%	63	47%	120	14%	35	5%	12	10%	26	100%	256

Question 22b: Custom Question 2		
Please rate the condition of residential and secondary roads within the city limits of Bowling Green (exclude state roads and federal highways that have route numbers, for example, U.S. 231 Scottsville Road, U.S. 31W Nashville Road, etc., which are not maintained by the City of Bowling Green).	Percent of respondents	Count
Excellent condition	5%	13
Good condition	39%	100
Fair condition	44%	113
Poor condition	9%	23
Don't know/Unsure	3%	8
Total	100%	257

Question 22c: Custom Question 3								
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:	Major source		Minor source		Not at all a source		Total	
City Web site (www.bgky.org)	46%	110	30%	72	24%	57	100%	240
Bowling Green Blog	5%	12	30%	70	65%	151	100%	233
City's Facebook page	15%	35	29%	68	56%	131	100%	234
City's Twitter feed	9%	22	26%	60	65%	153	100%	235
City Enews	13%	31	24%	57	63%	148	100%	237
Local cable channel 4	35%	85	35%	84	29%	71	100%	240

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	32%	84
Yes, full-time	54%	139
Yes, part-time	13%	35
Total	100%	258

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	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	0%
Walk	5%
Bicycle	1%
Work at home	2%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Bowling Green?	Percent of respondents	Count
Less than 2 years	10%	25
2 to 5 years	17%	44
6 to 10 years	15%	40
11 to 20 years	17%	45
More than 20 years	41%	105
Total	100%	259

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	58%	152
House attached to one or more houses (e.g., a duplex or townhome)	10%	25
Building with two or more apartments or condominiums	31%	79
Mobile home	0%	0
Other	1%	4
Total	100%	260

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	56%	143
Owned by you or someone in this house with a mortgage or free and clear	44%	111
Total	100%	254

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	8%	21
$300 to $599 per month	32%	81
$600 to $999 per month	42%	105
$1,000 to $1,499 per month	8%	20
$1,500 to $2,499 per month	7%	18
$2,500 or more per month	3%	8
Total	100%	254

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	73%	189
Yes	27%	69
Total	100%	258

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	78%	202
Yes	22%	57
Total	100%	259

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	30%	77
$25,000 to $49,999	34%	85
$50,000 to $99,999	26%	67
$100,000 to $149,999	7%	17
$150,000 or more	3%	8
Total	100%	253

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	251
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	3
Total	100%	254

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	5%	12
Asian, Asian Indian or Pacific Islander	2%	5
Black or African American	13%	34
White	85%	220
Other	2%	4
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	13%	34
25 to 34 years	34%	88
35 to 44 years	8%	20
45 to 54 years	18%	47
55 to 64 years	10%	26
65 to 74 years	10%	25
75 years or older	7%	17
Total	100%	257

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	134
Male	48%	122
Total	100%	256

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Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	15%	40
Yes	80%	207
Ineligible to vote	1%	4
Don't know	3%	7
Total	100%	257

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	39%	101
Yes	56%	144
Ineligible to vote	3%	8
Don't know	2%	5
Total	100%	258

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	15
Yes	94%	244
Total	100%	259

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	65%	169
Yes	35%	91
Total	100%	259

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	31%	25
Land line	58%	46
Both	11%	8
Total	100%	80

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

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 Bowling Green 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 Bowling Green boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Bowling Green households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Bowling Green boundaries were removed from consideration.

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

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Bowling Green, KY 2012

● Survey Recipient
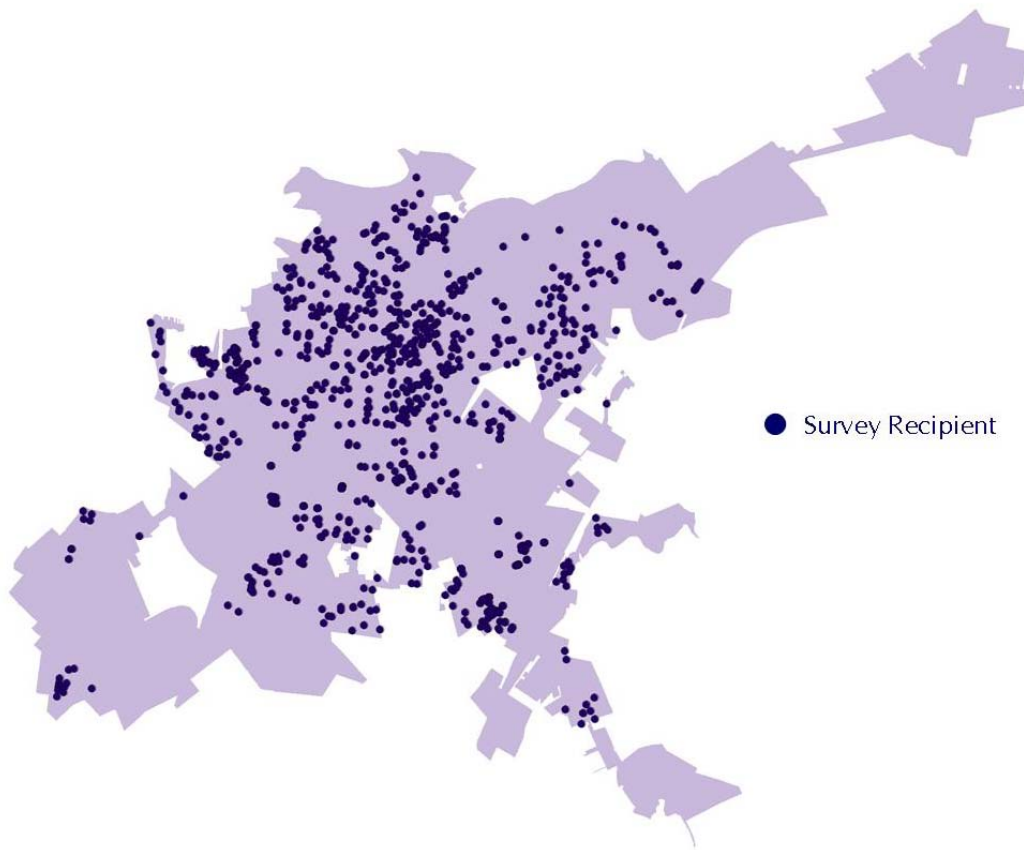
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship 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, Bowling Green has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN BOWLING GREEN

Percent of respondents reporting having a "cell phone" only
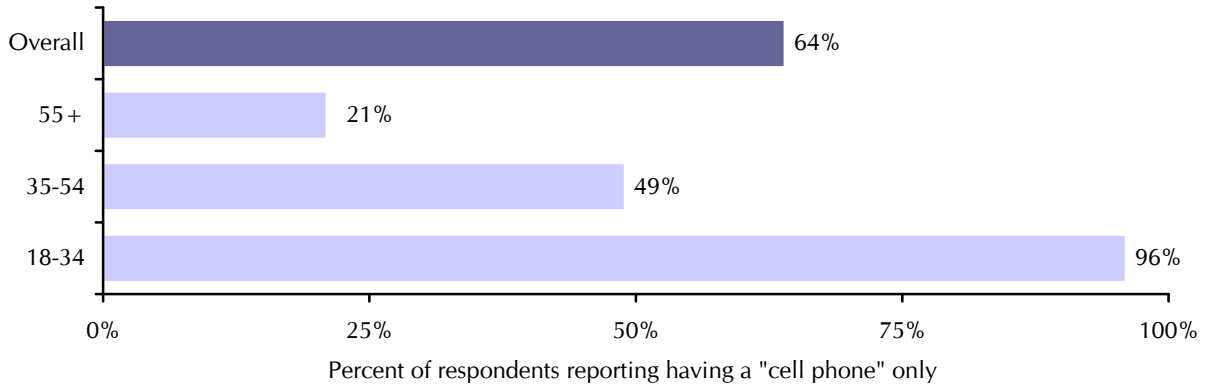
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning June 4, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The 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 seven 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 Bowling Green survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (267 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

[2] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2005-2009 American Community Survey and other population norms for adults in the City of Bowling Green. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, ethnicity and race, 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.

Bowling Green Citizen Survey Weighting Table			
Characteristic	Population Norm[3]	Unweighted Data	Weighted Data
Housing			
Rent home	59%	42%	56%
Own home	41%	58%	44%
Detached unit	58%	62%	58%
Attached unit	42%	38%	42%
Race and Ethnicity			
White	79%	85%	79%
Not white	21%	15%	21%
Not Hispanic	95%	99%	99%
Hispanic	5%	1%	1%
White alone, not Hispanic	77%	84%	78%
Hispanic and/or other race	23%	16%	22%
Sex and Age			
Female	52%	63%	52%
Male	48%	37%	48%
18-34 years of age	50%	21%	47%
35-54 years of age	26%	32%	26%
55+ years of age	24%	47%	27%
Females 18-34	25%	16%	24%
Females 35-54	13%	19%	13%
Females 55+	14%	29%	16%
Males 18-34	25%	5%	23%
Males 35-54	13%	13%	13%
Males 55+	10%	18%	11%

[3] 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 Bowling Green to the Benchmark Database

The City of Bowling Green chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database in the Southern region and with populations 35,000 to

69,999. 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 Bowling Green 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 Bowling Green'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 Bowling Green'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.
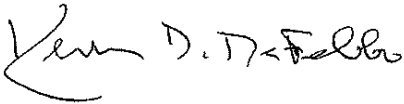
Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within the City of Bowling Green.
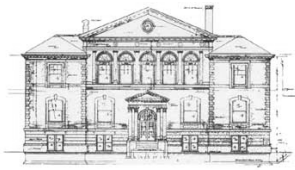
Dear Bowling Green Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Bowling Green. 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,

Kevin DeFebbo
City Manager

CITY OF BOWLING GREEN
1001 COLLEGE STREET
BOWLING GREEN • KY • 42102–0430

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

CITY OF BOWLING GREEN
1001 COLLEGE STREET
BOWLING GREEN • KY • 42102–0430

DEBORAH JENKINS, CFE, CICA
Internal Auditor

JENNIFER PORTMANN
Purchasing Agent

KIM LANCASTER
Executive Assistant/
Public Information Officer
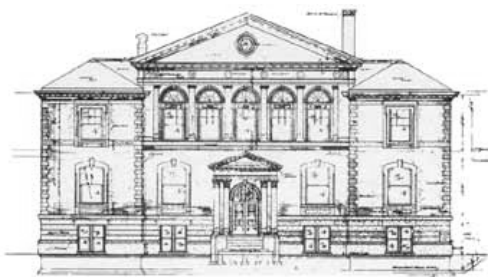
KATIE SCHALLER, CMC, CKMC
Assistant City Manager/City Clerk

ASHLEY JACKSON, CKMC
Assistant City Clerk

LAURA HARRIS
Graphic Designer

CITY OF BOWLING GREEN
F O U N D E D   1 7 9 8

KEVIN D. DeFEBBO
City Manager

June 2012

Dear City of Bowling Green Resident:

The City of Bowling Green wants to know what you think about our community and municipal government. You have been randomly selected to participate in Bowling Green'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 Board of Commissiononers and staff 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 Bowling Green 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 270.393.3642.

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

Sincerely,

Kevin DeFebbo
City Manager

DEBORAH JENKINS, CFE, CICA
Internal Auditor

JENNIFER PORTMANN
Purchasing Agent

KIM LANCASTER
Executive Assistant/
Public Information Officer

KATIE SCHALLER, CMC, CKMC
Assistant City Manager/City Clerk

ASHLEY JACKSON, CKMC
Assistant City Clerk

LAURA HARRIS
Graphic Designer

CITY OF BOWLING GREEN
F O U N D E D   1 7 9 8

KEVIN D. DeFEBBO
City Manager

June 2012

Dear City of Bowling Green 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 Bowling Green wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Bowling Green'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 Board of Commissioners and staff 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 Bowling Green 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 270.393.3642.

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

Sincerely,

Kevin DeFebbo
City Manager

The City of Bowling Green 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 Bowling Green:**

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

2. **Please rate each of the following characteristics as they relate to Bowling Green as a whole:**

	Excellent	Good	Fair	Poor	Don't know
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 Bowling Green	1	2	3	4	5
Cleanliness of Bowling Green	1	2	3	4	5
Overall quality of new development in Bowling Green	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Bowling Green	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 Bowling Green	1	2	3	4	5
Ease of bus travel in Bowling Green	1	2	3	4	5
Ease of bicycle travel in Bowling Green	1	2	3	4	5
Ease of walking in Bowling Green	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 Bowling Green	1	2	3	4	5
Overall image or reputation of Bowling Green	1	2	3	4	5

3. **Please rate the speed of growth in the following categories in Bowling Green over the past 2 years:**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
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 Bowling Green?
❍ 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 Bowling Green:

	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 Bowling Green's downtown area during the day	1	2	3	4	5	6
In Bowling Green'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 Bowling Green <u>Police Department</u> 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 Bowling Green <u>Police Department</u>?
   ❍ 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 Bowling Green?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Bowling Green/Warren County public libraries or their services	1	2	3	4	5
Used Bowling Green 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 BG Transit bus within Bowling Green	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Visited the City of Bowling Green Web site (at www.bgky.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	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

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The City of Bowling Green 2012 Citizen Survey

13. Please rate the quality of each of the following services in Bowling Green:

	Excellent	Good	Fair	Poor	Don't know
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
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
Power (electric and/or gas) utility	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
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
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by the City of Bowling Green?

○ Excellent ○ Good ○ Fair ○ Poor ○ Don't know

15. 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
Recommend living in Bowling Green to someone who asks	1	2	3	4	5
Remain in Bowling Green for the next five years	1	2	3	4	5

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

○ Very positive ○ Somewhat positive ○ Neutral ○ Somewhat negative ○ Very negative

17. **Have you had any in-person or phone contact with an employee of the City of Bowling Green <u>Fire Department</u> within the last 12 months?**
❍ No ➜ Go to Question 19   ❍ Yes ➜ Go to Question 18   ❍ Don't know ➜ Go to Question 19

18. **What was your overall impression of your most recent contact with the City of Bowling Green <u>Fire Department</u>?**
❍ Excellent   ❍ Good   ❍ Fair   ❍ Poor   ❍ Don't know

19. **Have you had any in-person, phone or email contact with an employee of the City of Bowling Green within the last 12 months (including police, receptionists, planners or any others)?**
❍ No ➜ Go to Question 21   ❍ Yes ➜ Go to Question 20

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

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

21. **Please rate the following categories of Bowling Green government performance:**

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Bowling Green	1	2	3	4	5
The overall direction that Bowling Green is taking	1	2	3	4	5
The job Bowling Green government does at welcoming citizen involvement	1	2	3	4	5

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

a. **Please rate the following aspects of Bowling Green's parks and recreation facilities:**

	Excellent	Good	Fair	Poor	Don't know
Appearance of Bowling Green's parks and recreation facilities	1	2	3	4	5
Range of activities available at Bowling Green's parks and recreation facilities	1	2	3	4	5

b. **Please rate the condition of residential and secondary roads within the city limits of Bowling Green (exclude state roads and federal highways that have route numbers, for example, U.S. 231 Scottsville Road, U.S. 31W Nashville Road, etc., which are not maintained by the City of Bowling Green).**
❍ Excellent condition
❍ Good condition
❍ Fair condition
❍ Poor condition
❍ Don't know/Unsure

c. **Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:**

	Major source	Minor source	Not at all a source
City Web site (www.bgky.org)	1	2	3
Bowling Green Blog	1	2	3
City's Facebook page	1	2	3
City's Twitter feed	1	2	3
City Enews	1	2	3
Local cable channel 4	1	2	3

The City of Bowling Green 2012 Citizen Survey

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

D1. Are you currently employed for pay?
- ❍ No ➜ Go to Question D3
- ❍ Yes, full time ➜ Go to Question D2
- ❍ Yes, part time ➜ Go to Question D2

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

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself .... _____ days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults .... _____ days

Bus, rail, subway or other public transportation.................................. _____ days

Walk .... _____ days

Bicycle .... _____ days

Work at home .... _____ days

Other .... _____ days

D3. How many years have you lived in Bowling Green?
- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 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
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

D13. What is your sex?
- ❍ Female
- ❍ Male

D14. Are you registered to vote in your jurisdiction?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know
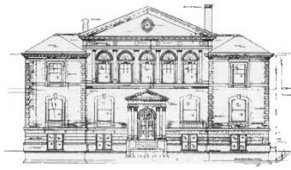
D16. Do you have a cell phone?
- ❍ No
- ❍ Yes

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

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