

**BOWLING GREEN CITIZEN  
CUSTOMER SATISFACTION  
SURVEY**

**FALL 2008**

**NATIONAL CITIZEN SURVEY**

# ASSESSMENT GOALS ("WHY SURVEY"?)

## INTERMEDIATE

PROVIDE USEFUL INFORMATION FOR:

- PLANNING
- RESOURCE ALLOCATION
- PERFORMANCE MEASUREMENT
- PROGRAM & POLICY EVALUATION

# ASSESSMENT GOALS

## LONG TERM

- IMPROVED SERVICES
- MORE CIVIC ENGAGEMENT
- BETTER COMMUNITY QUALITY OF LIFE
- STRONGER PUBLIC TRUST

# PAST CITIZEN SURVEYS

- FIVE TELEPHONE SURVEYS  
CONDUCTED BY THE KENTUCKY POLL  
FROM 1998 THROUGH 2005
- COMPARISON WITH PREVIOUS  
SURVEY RESULTS
- ISSUE OF DEMOGRAPHICS OF  
RESPONDENTS

# NATIONAL CITIZEN SURVEY

- COLLABORATIVE EFFORT BETWEEN NATIONAL RESEARCH CENTER (NRC) & INT. CITY/CO. MANAGEMENT ASSOC (ICMA)
  - CITY PARTICIPATES IN ICMA'S CENTER FOR PERFORMANCE MEASUREMENT
- FOCUSES ON COMMUNITY CHARACTERISTICS, LOCAL GOVERNMENT SERVICES, ISSUES OF PUBLIC TRUST
- ALSO MEASURES RESIDENT BEHAVIORS RELATING TO CIVIC ENGAGEMENT

# SURVEY PROCESS

- CITY STAFF REVIEWED STANDARD NCS FORM MENU AND CUSTOMIZED
  - INCLUDED SERVICES NOT PROVIDED BY CITY (LIBRARY, UTILITIES, TRANSIT)
- NRC MAILED QUESTIONNAIRES TO REPRESENTATIVE SAMPLE OF 1200 BG HOUSEHOLDS (100 UNDELIVERED)
- MULTI-CONTACT NOTIFICATION: POSTCARD, THEN SURVEY TWICE ON CITY LETTERHEAD/ENVELOPES

# SURVEY PROCESS

- ADULT WITH MOST RECENT BIRTHDAY WAS ASKED TO COMPLETE SURVEY – TO GET REPRESENTATIVE SAMPLE
- 24% RESPONSE RATE (20-40% TYPICAL) – 263 SURVEYS RETURNED

# UNDERSTANDING THE RESULTS

- MARGIN OF ERROR OF 5%
  - IF 75% OF RESPONDENTS RATE A SERVICE AS 'EXCELLENT' OR 'GOOD', THEN THE RANGE OF LIKELY RESPONSES FOR ENTIRE COMMUNITY IS BETWEEN 70 & 80%
- DATA STATISTICALLY WEIGHTED TO REFLECT PROPER COMMUNITY DEMOGRAPHICS INCL. RENT/OWN



# UNDERSTANDING THE RESULTS – COMPARISONS

- NATIONALLY, PUBLIC SAFETY SERVICES TEND TO BE RATED BETTER THAN TRANSPORTATION SERVICES
- THE BETTER COMPARISON IS NOT FROM ONE SERVICE TO ANOTHER IN THE CITY, BUT RATHER COMPARING THE CITY'S SERVICES TO SIMILAR SERVICES PROVIDED BY OTHER JURISDICTIONS

# UNDERSTANDING THE RESULTS - BENCHMARKING

- NRC HAS DATABASE OF SURVEY RESULTS FROM 500 JURISDICTIONS
- BG CHOSE TO COMPARE TO
  - ENTIRE DATABASE – 500 JURISDICTIONS
  - SOUTH REGION (136 JURISDICTIONS IN 16 STATES)
  - POPULATION SIZE (35,000 – 70,000; 94 JURISDICTIONS)

# EXECUTIVE SUMMARY

- 82% OF RESIDENTS RATED THE OVERALL QUALITY OF LIFE IN BG AS EXCELLENT (E) OR GOOD (G) (ABOVE/SIMILAR TO BENCHMARKS)
- 88% RATED BG AS AN E/G PLACE TO LIVE (ABOVE BENCHMARKS)
- 31 COMMUNITY CHARACTERISTICS COMPARED TO BENCHMARK DATA
  - BG WAS ABOVE COMPARISON FOR 13; SIMILAR FOR 10, AND BELOW FOR 8 BENCHMARKS

# COMMUNITY CHARACTERISTICS

- MOST POSITIVE RATINGS
  - OPPORTUNITIES TO PARTICIPATE IN RELIGIOUS OR SPIRITUAL EVENTS
  - EDUCATIONAL OPPORTUNITIES
  - OPPORTUNITIES TO VOLUNTEER
- LEAST POSITIVE RATINGS
  - EASE OF BUS TRAVEL
  - TRAFFIC FLOW ON MAJOR ROADS
  - EASE OF BICYCLE TRAVEL

# CIVIC ENGAGEMENT

- 97% HAD PROVIDED HELP TO A FRIEND/NEIGHBOR
- ABOUT HALF HAD VOLUNTEERED TIME TO SOME GROUP OR ACTIVITY - ABOVE BENCHMARK
- ONLY 19% HAD ATTENDED BOC MEETING OR ANOTHER LOCAL PUBLIC MEETING LAST YEAR

# TRUST IN LOCAL GOVERNMENT

- MAJORITY STATED THE OVERALL DIRECTION BEING TAKEN BY THE CITY IS GOOD/EXCELLENT – SIMILAR TO BENCHMARK
- MOST WHO HAD INTERACTED WITH CITY EMPLOYEE IN THE LAST YEAR GAVE HIGH MARKS, MOST RATING OVERALL IMPRESSION AS E/G.

# LOCAL GOVERNMENT SERVICES RATINGS

- ON AVERAGE, RESIDENTS GAVE GENERALLY FAVORABLE RATINGS TO MANY SERVICES
- OF 37 SERVICES FOR WHICH BENCHMARK COMPARISONS WERE AVAILABLE:
  - 10 ABOVE BENCHMARK; 24 SIMILAR; 3 BELOW BENCHMARK

# BENCHMARK COMPARISONS

*BENCHMARK REFERENCES IN  
FOLLOWING SLIDES*

NATIONAL DATABASE = US

SOUTH REGION = SR

POPULATION RANGE = POP



# BENCHMARKS – COMMUNITY TRANSPORTATION

ALL RATINGS BELOW BENCHMARKS

- EASE OF TRAVEL BY:
  - BUS
  - CAR
  - BICYCLE
  - WALKING
- AVAILABILITY OF PATHS/WALKING TRAILS
- TRAFFIC FLOW ON MAJOR ROADS

# BENCHMARKS – TRANSPORTATION SERVICES

- BG RATED ABOVE FOR:
  - STREET CLEANING
  - STREET LIGHTING
- BG RATED ABOVE U.S. & SOUTH REGION, SIMILAR TO POP. SIZE FOR:
  - SIDEWALK MAINTENANCE

# BENCHMARKS – TRANSPORTATION SERVICES

- RATED SIMILAR FOR:
  - SNOW REMOVAL
- RATED SIMILAR TO NATIONAL & SOUTH BENCHMARKS, BELOW FOR POP. SIZE BENCHMARK
  - STREET REPAIR/MAINTENANCE

# BENCHMARKS - HOUSING

- BG RATED ABOVE FOR:
  - AVAILABILITY OF AFFORDABLE QUALITY HOUSING
  - VARIETY OF HOUSING OPTIONS
- BG RATED SIMILAR FOR:
  - EXPERIENCING HOUSING COSTS STRESS (COST 30%+ OF INCOME)

# BENCHMARKS – LAND USE & ZONING

- BG RATED ABOVE FOR:
  - QUALITY OF NEW DEVELOPMENT IN CITY
  - LAND USE, PLANNING & ZONING
- BG RATED ABOVE/SIMILAR FOR:
  - OVERALL APPEARANCE OF CITY (SIM. – POP.)
  - CODE ENFORCEMENT (SIM. – POP.)
  - ANIMAL CONTROL (ABOVE – SOUTH)
- BG RATED BELOW FOR:
  - POPULATION GROWTH SEEN AS TOO FAST

# BENCHMARKS – ECONOMIC SUSTAINABILITY

- BG RATED ABOVE FOR:
  - EMPLOYMENT OPPORT., PLACE TO WORK
  - SHOPPING OPPORTUNITIES
  - OVERALL QUALITY OF BUSINESS & SERVICE ESTABLISHMENTS IN BG
  - ECONOMIC DEVELOPMENT
- BG RATED ABOVE/SIMILAR FOR:
  - JOBS GROWTH SEEN AS TOO SLOW (SIM. – POP)
- BG RATED BELOW FOR:
  - RETAIL GROWTH SEEN AS TOO SLOW

# BENCHMARKS – PUBLIC SAFETY

- BG RATED ABOVE SOUTH, SIMILAR TO U.S., ABOVE/SIM. FOR POP. SIZE FOR:
  - SAFETY IN NEIGHBORHOOD DURING DAY AND AFTER DARK
  - SAFETY IN DOWNTOWN DURING DAY AND AFTER DARK
  - SAFETY FROM VIOLENT CRIMES & PROPERTY CRIMES

# BENCHMARKS – PUBLIC SAFETY

- WHILE CRIME VICTIMIZATION IS SIMILAR TO BENCHMARKS, 1/3 DID NOT REPORT THE CRIME, WHICH IS BELOW BENCHMARKS
- BG RATED SIMILAR FOR:
  - POLICE, FIRE, & EMS/AMBULANCE SERVICES; CRIME PREVENTION; FIRE PREVENTION/ EDUCATION; TRAFFIC ENFORCEMENT
- BG RATED ABOVE U.S. & POP., SIMILAR TO SOUTH REGION FOR:
  - EMERGENCY PREPAREDNESS



# BENCHMARKS – ENVIRONMENTAL SUSTAINABILITY

- BG RATED SIMILAR FOR:
  - CLEANLINESS, QUALITY OF OVERALL NATURAL ENVIRONMENT, PRESERVATION OF NATURAL AREAS, OPEN SPACE, AND AIR QUALITY
- BG RATED SIMILAR/BELOW FOR:
  - FREQUENCY OF CITIZENS RECYCLING (SIMILAR TO SOUTH; BELOW U.S. & POP. SIZE)

# BENCHMARKS – PARKS & RECREATION

- BG RATED ABOVE FOR:
  - PARTICIPATION IN A RECREATION PROGRAM/ACTIVITY
  - CITY PARKS
- BG RATED SIMILAR FOR:
  - RECREATION OPPORTUNITIES, PROGRAMS, CLASSES
  - USE & AVAILABILITY OF REC CENTERS

# BENCHMARKS – PUBLIC TRUST

- BG RATED ABOVE FOR:
  - OVERALL IMAGE/REPUTATION
- BG RATED SIMILAR FOR:
  - OVERALL DIRECTION THAT BG IS TAKING
- BG RATED BELOW FOR:
  - VALUE OF SERVICES FOR TAXES PAID
  - JOB BG GOVT DOES AT WELCOMING CITIZEN INVOLVEMENT & LISTENING TO CITIZENS

# COMPARISON TO OTHER GOVERNMENT LEVELS

- BG CITY SERVICES RATED HIGHER THAN FEDERAL, KENTUCKY, & WARREN COUNTY SERVICES
  - BG: 77% RATED EXCELLENT/GOOD
  - FEDERAL: 51% E/G
  - KENTUCKY: 58% E/G
  - WARREN COUNTY: 65% E/G

# CONTACT WITH CITY EMPLOYEES

- 54% REPORTED HAVING HAD CONTACT IN PAST YEAR
- 72% RATED OVERALL IMPRESSION AS EXCELLENT/GOOD
- BG EMPLOYEES RATED SIMILAR TO BENCHMARKS FOR:
  - KNOWLEDGE & RESPONSIVENESS
- BG EMPLOYEES RATED SIMILAR TO U.S. & SOUTH , BELOW POP. SIZE FOR:
  - COURTEOUSNESS & OVERALL IMPRESSION

# COMMUNITY CHARACTERISTICS ABOVE BENCHMARKS (13 OF 31)

- OVERALL QUALITY OF NEW DEVELOPMENT
- EDUCATIONAL, EMPLOYMENT & SHOPPING OPPORTUNITIES
- VARIETY OF HOUSING OPTIONS & AVAILABILITY OF AFFORDABLE HOUSING
- AVAILABILITY OF AFFORDABLE QUALITY CHILD CARE & FOOD

# COMMUNITY CHARACTERISTICS ABOVE BENCHMARKS (13 OF 31)

- QUALITY OF BUSINESS & SERVICE ESTABLISHMENTS
- OPPORTUNITY TO PARTICIPATE IN RELIGIOUS/SPIRITUAL EVENTS
- OVERALL IMAGE/REPUTATION OF BG
- BOWLING GREEN AS A PLACE TO LIVE
- SENSE OF COMMUNITY

# COMMUNITY CHARACTERISTICS BELOW BENCHMARKS (8 OF 31)

- EASE OF BUS, CAR, & BICYCLE TRAVEL
- EASE OF WALKING, AVAILABILITY OF PATHS & WALKING TRAILS
- TRAFFIC FLOW ON MAJOR STREETS
- AMOUNT OF PUBLIC PARKING
- OPENESS/ACCEPTANCE OF COMMUNITY TOWARD PEOPLE OF DIVERSE BACKGROUNDS



# SERVICE QUALITY – ABOVE BENCHMARKS (10 OF 37)

- STREET CLEANING
- STREET LIGHTING
- SIDEWALK MAINTENANCE
- PARKS
- LAND USE, PLANNING & ZONING
- CODE ENFORCEMENT
- ECONOMIC DEVELOPMENT
- EMERGENCY PREPAREDNESS
- SCHOOLS
- CABLE TELEVISION

# SERVICE QUALITY – BELOW BENCHMARKS (3 OF 37)

- TRAFFIC SIGNAL TIMING
- BUS/TRANSIT SERVICES
- YARD WASTE PICK UP

(SERVICES NOT DIRECTLY OR ENTIRELY  
PROVIDED BY CITY PERSONNEL)

# SERVICE QUALITY RATINGS

FOR THOSE WHO RATED THE SERVICE,  
RATED IT EXCELLENT OR GOOD

- FIRE 94%
- POLICE 77%
- CRIME PREVENTION 64%
- TRAFFIC ENFORCEMENT 63%
- ANIMAL CONTROL 66%

# SERVICE QUALITY RATINGS

FOR THOSE WHO RATED THE SERVICE,  
RATED IT EXCELLENT OR GOOD

- STREET REPAIR 43% (SIMILAR TO U.S. & SOUTH REGION)
- SNOW REMOVAL 68%
- GARBAGE COLLECTION 78%
- STORM DRAINAGE 57%
  
- CODE ENFORCEMENT 54% (ABOVE US/SOUTH, SIMILAR FOR POP SIZE)

# SERVICE QUALITY RATINGS

FOR THOSE WHO RATED THE SERVICE,  
RATED IT EXCELLENT OR GOOD

- RECREATION PROGRAMS 68%
- RECREATION CTRS/FACILITIES 70%
- PUBLIC INFO SERVICES 71%

# OVERALL QUALITY OF BOWLING GREEN SERVICES

## ■ COMMUNITY DESIGN

### – ABOVE BENCHMARK

- PLANNING & ZONING
- ECONOMIC DEVELOPMENT
- SIDEWALK MAINTENANCE

CODE ENFORCEMENT  
STREET LIGHTING

### – SIMILAR TO BENCHMARK

- ANIMAL CONTROL
- SNOW REMOVAL

STREET REPAIR  
STREET CLEANING

### – BELOW BENCHMARK

- TRAFFIC SIGNAL TIMING  
SERVICES

BUS/TRANSIT

# OVERALL QUALITY OF BOWLING GREEN SERVICES

## ■ ENVIRONMENTAL SUSTAINABILITY

– ALL SIMILAR TO BENCHMARK

- DRINKING WATER
  - GARBAGE COLLECTION
  - STORM DRAINAGE
  - PRESERVATION OF NATURAL AREAS
- SEWER SERVICES
  - POWER UTILITY
  - RECYCLING

# OVERALL QUALITY OF BOWLING GREEN SERVICES

## ■ PUBLIC SAFETY

– ABOVE BENCHMARK

■ EMERGENCY PREPAREDNESS

– SIMILAR TO BENCHMARK

■ POLICE SERVICES

■ FIRE SERVICES

■ TRAFFIC ENFORCEMENT

■ EMS



# OVERALL QUALITY OF BOWLING GREEN SERVICES

## ■ RECREATION & WELLNESS

### – ABOVE BENCHMARK

- CITY PARKS
- PUBLIC SCHOOLS

### – SIMILAR TO BENCHMARK

- RECREATION PROGRAMS
- RECREATION FACILITIES
- HEALTH SERVICES
- LIBRARY

# OVERALL QUALITY OF BOWLING GREEN SERVICES

## ■ **COMMUNITY INCLUSIVENESS**

– ALL SIMILAR TO BENCHMARK

■ LOW INCOME SERVICES

■ SENIOR SERVICES

■ YOUTH SERVICES

## ■ **CIVIC ENGAGEMENT**

– CABLE TV: ABOVE BENCHMARK

– PUBLIC INFO SERVICES: SIMILAR TO  
U.S. & POP; ABOVE SOUTH

# FUTURE SURVEYS – POLICY QUESTIONS

- OBTAIN CITIZEN INPUT ON:
  - STRATEGIC PLAN
  - BUDGET PRIORITIES
  - LOCAL ISSUES
  - CAPITAL PROJECTS
  - AGENCY FUNDING



# CITY OF BOWLING GREEN, KY 2008



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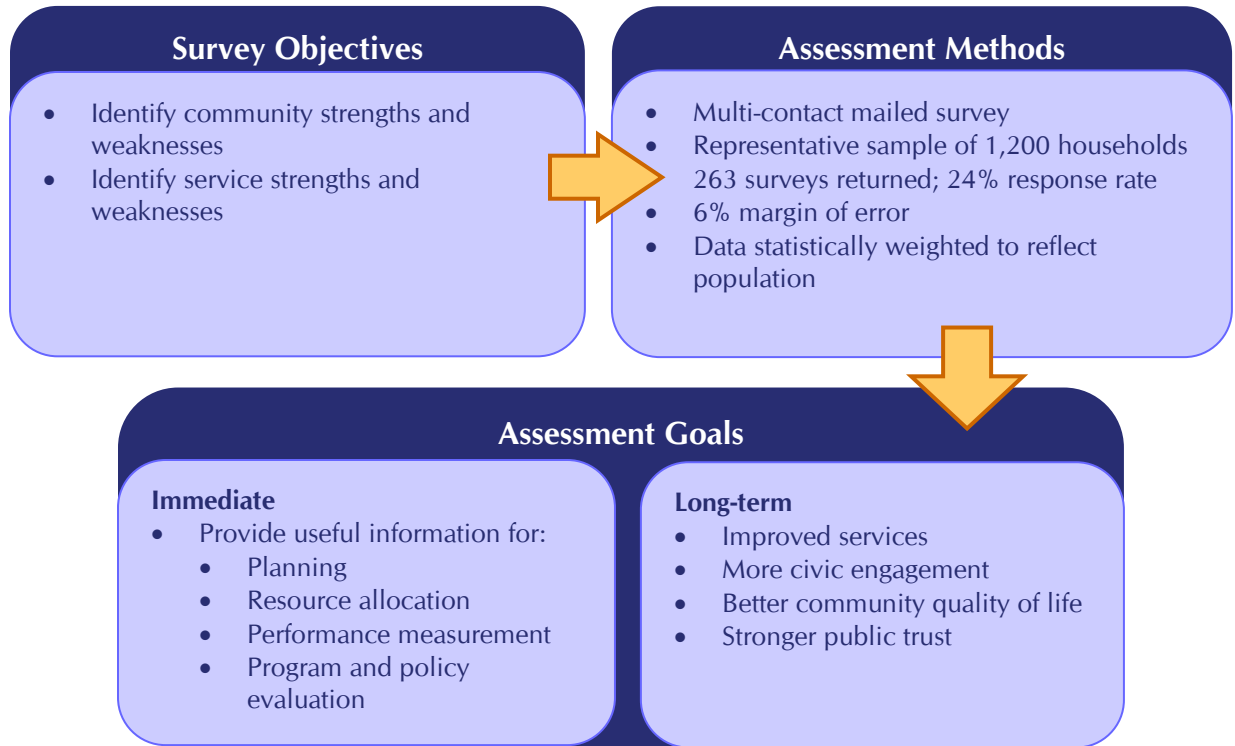
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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 263 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 problems 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 two custom sets of benchmark comparisons, and several policy questions.

## UNDERSTANDING THE RESULTS

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

### Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Bowling Green survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (263 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

### Comparing Survey Results

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

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of Bowling Green chose to have comparisons made to the entire database and two subsets of similar jurisdictions from the database (the South region, and population size). 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 were available, the City of Bowling Green results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of the City of 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.

## EXECUTIVE SUMMARY

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 experience a good quality of life in the City of Bowling Green and believe the City is a good place to live. The overall quality of life in the City of Bowling Green was rated as “excellent” or “good” by 82% of respondents. Almost all report 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 three characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events, educational opportunities and opportunities to volunteer. The three characteristics receiving the least positive ratings were ease of bus travel, traffic flow on major streets and ease of bicycle travel in Bowling Green.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 13 were above the benchmark comparison, ten were similar to the benchmark comparison and eight were below.

Residents in the City of Bowling Green were civically engaged. While only 19% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. About half had volunteered their time to some group or activity in the City of Bowling Green, which was higher than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority the overall direction being taken by the City of Bowling Green as “good” or “excellent.” This was similar to 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 many local government services. City services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, ten were above the benchmark comparison, 24 were similar to the benchmark comparison and three were below.

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:

- Services to low-income people
- Recreation programs

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: services to low-income people, and recreation programs.

## 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.

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

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

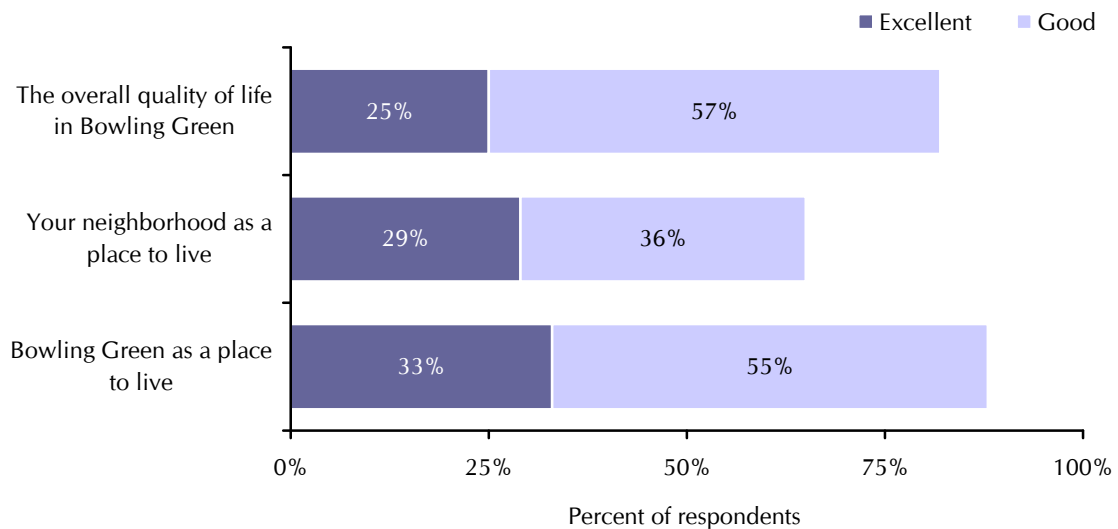


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

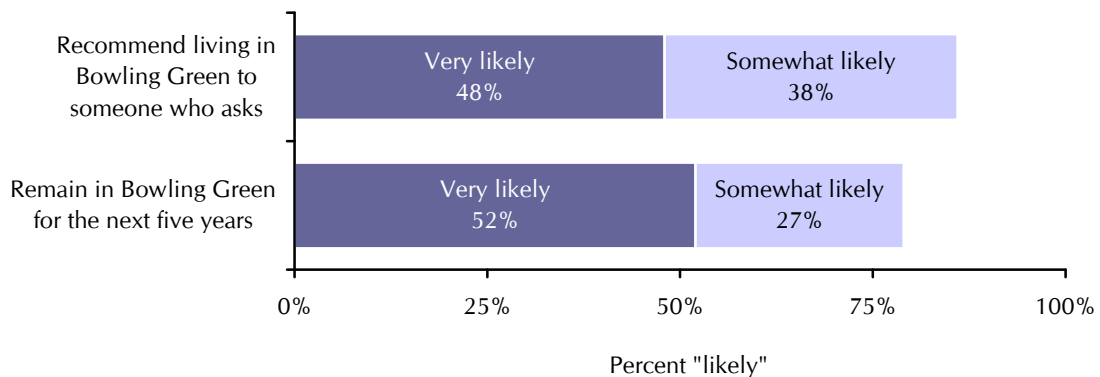


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Overall quality of life in Bowling Green	Above	Above	Similar
Your neighborhood as place to live	Below	Below	Below
Bowling Green as a place to live	Above	Above	Above
Remain in Bowling Green for the next five years	Similar	Similar	Similar
Recommend living in Bowling Green to someone who asks	Similar	Above	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 in Bowling Green.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

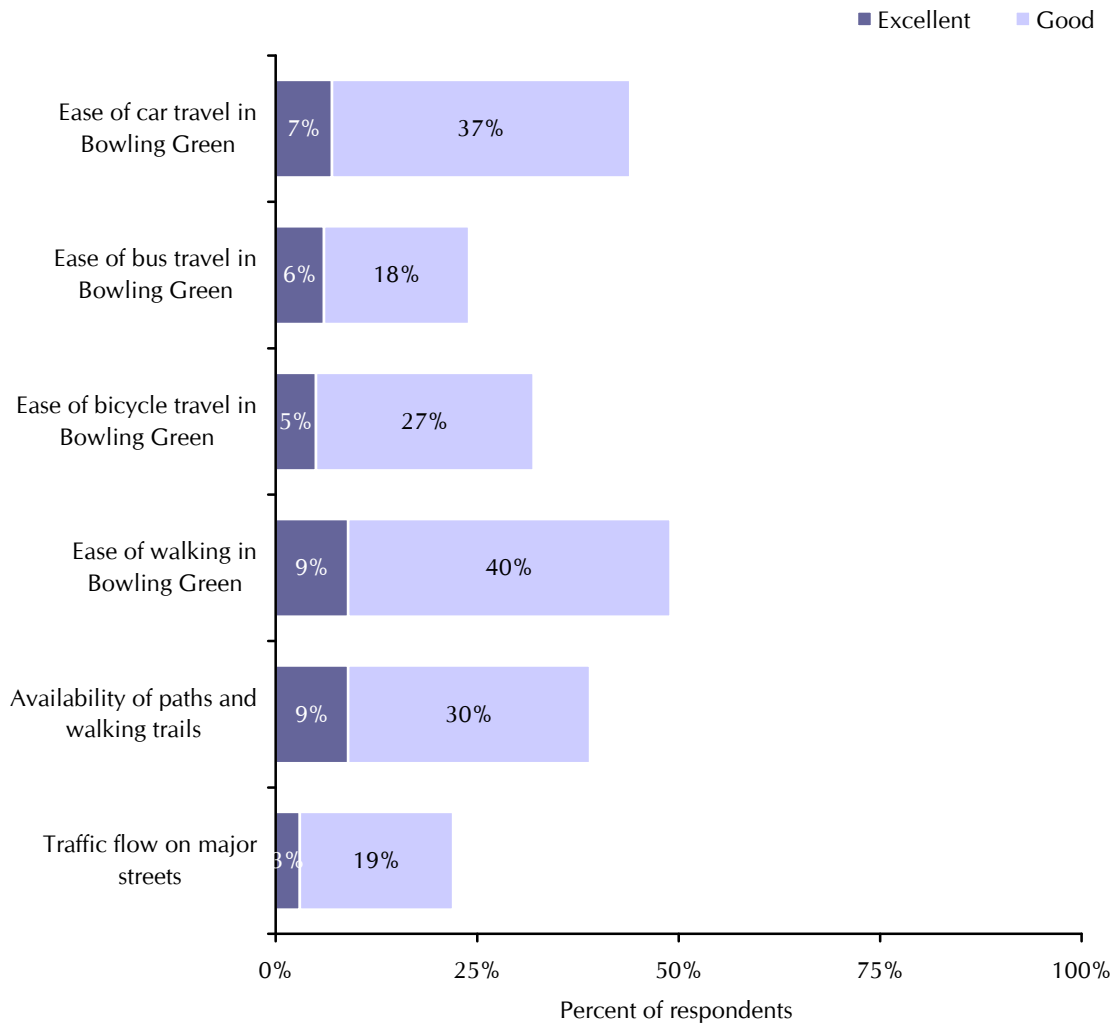


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Ease of bus travel in Bowling Green	Below	Below	Below
Ease of car travel in Bowling Green	Below	Below	Below
Ease of walking in Bowling Green	Below	Similar	Below
Ease of bicycle travel in Bowling Green	Below	Below	Below
Availability of paths and walking trails	Below	Below	Below
Traffic flow on major streets	Below	Below	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.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

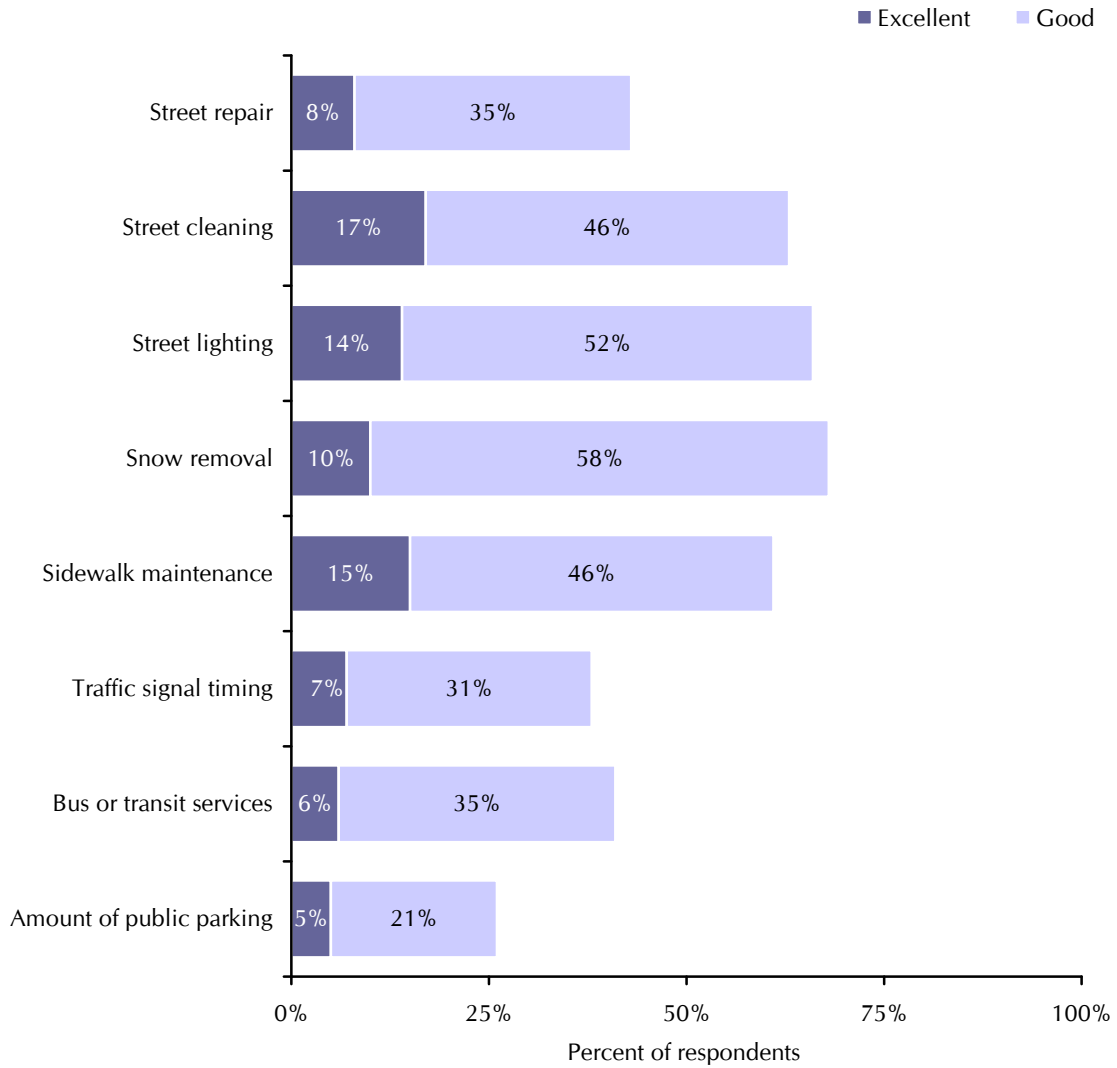




FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Street repair /maintenance	Similar	Similar	Below
Street cleaning	Above	Above	Above
Street lighting	Above	Above	Above
Snow removal	Similar	Similar	Similar
Sidewalk maintenance	Above	Above	Similar
Light timing	Below	Below	Below
Bus or transit services	Below	Below	Below
Amount of public parking	Below	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. However, eight percent of work commute trips were made by transit, by bicycle, or by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

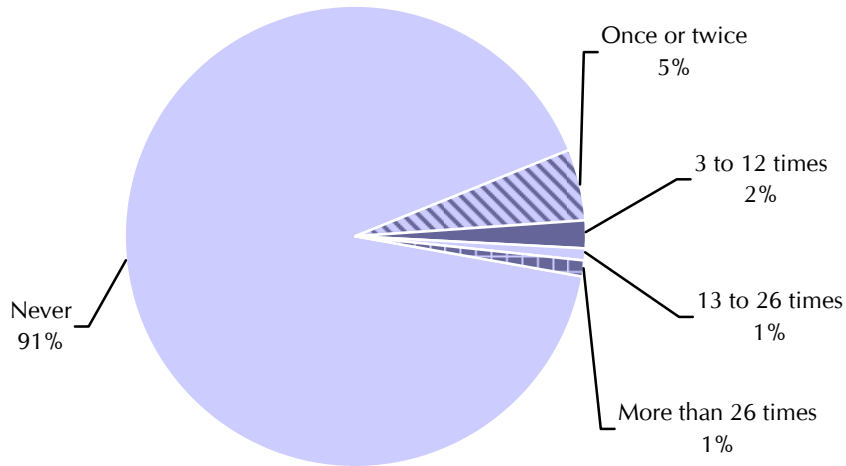
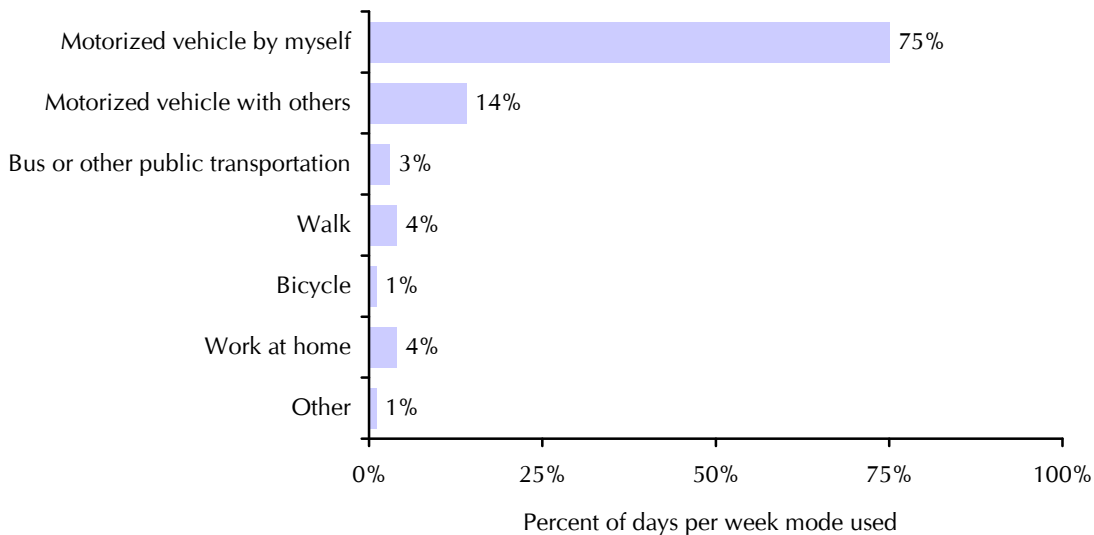


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Ridden a local bus within Bowling Green	Below	Below	Below

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



## Housing

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

The survey of the City of 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 48% of respondents, while the variety of housing options was rated as “excellent” or “good” by 68% of respondents. The rating of perceived affordable housing availability was better for the City of Bowling Green than the ratings in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY

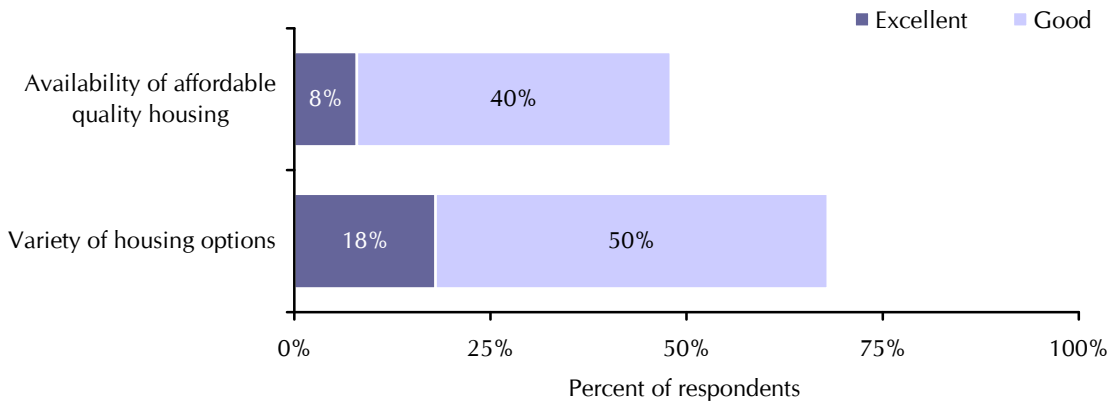


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Availability of affordable quality housing	Above	Above	Above
Variety of housing options	Above	Above	Above

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 39% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

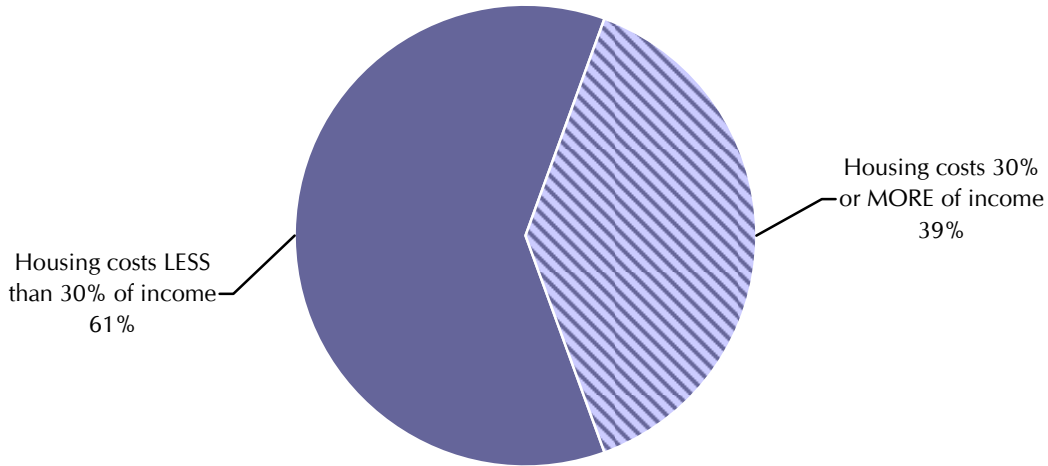


FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Experiencing housing costs stress (housing costs 30% or more of income)	Similar	Similar	Similar

## 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” by 23% of respondents and as “good” by an additional 45%. The overall appearance of Bowling Green was rated as “excellent” or “good” by 72% of respondents and was above the national and southern benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Bowling Green, 42% thought they were a “major” or “moderate” problem.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

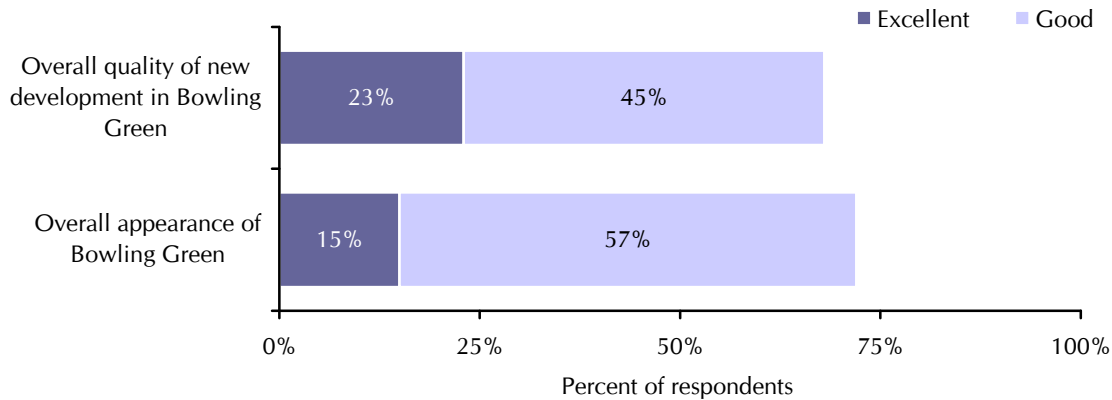


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Quality of new development in city	Above	Above	Above
Overall appearance of Bowling Green	Above	Above	Similar

FIGURE 19: RATINGS OF POPULATION GROWTH

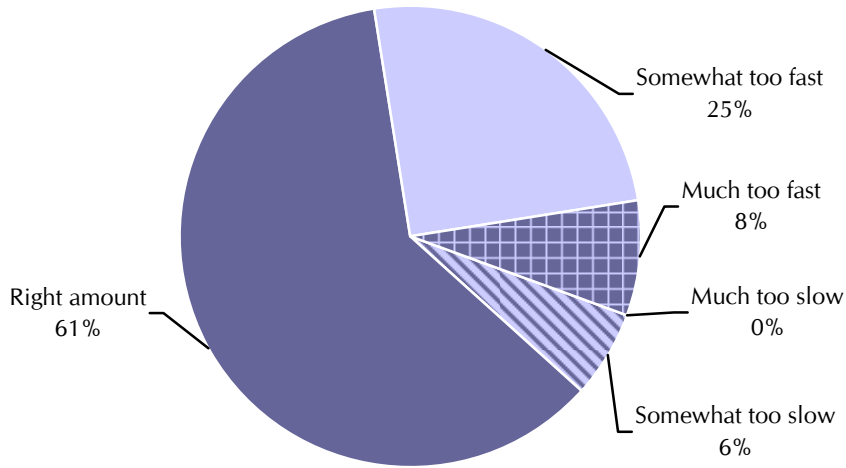


FIGURE 20: POPULATION GROWTH BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Population growth seen as too fast	Below	Below	Below

FIGURE 21: RATINGS OF NUISANCE PROBLEMS

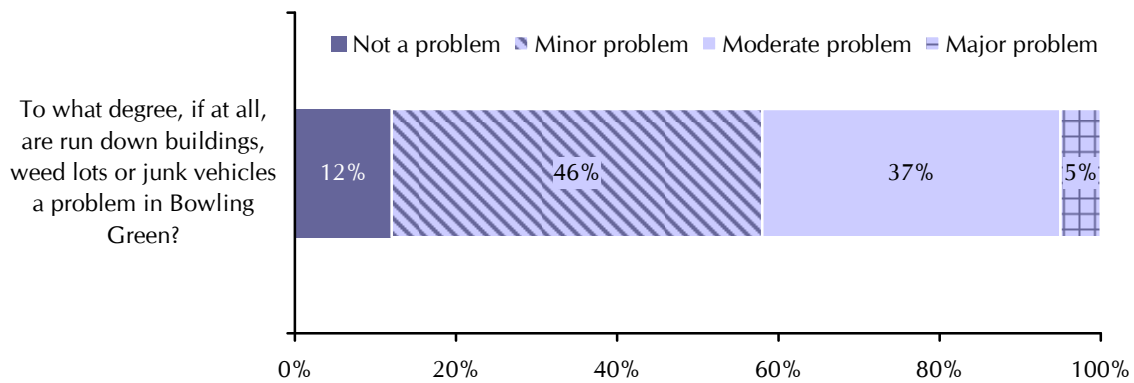


FIGURE 22: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

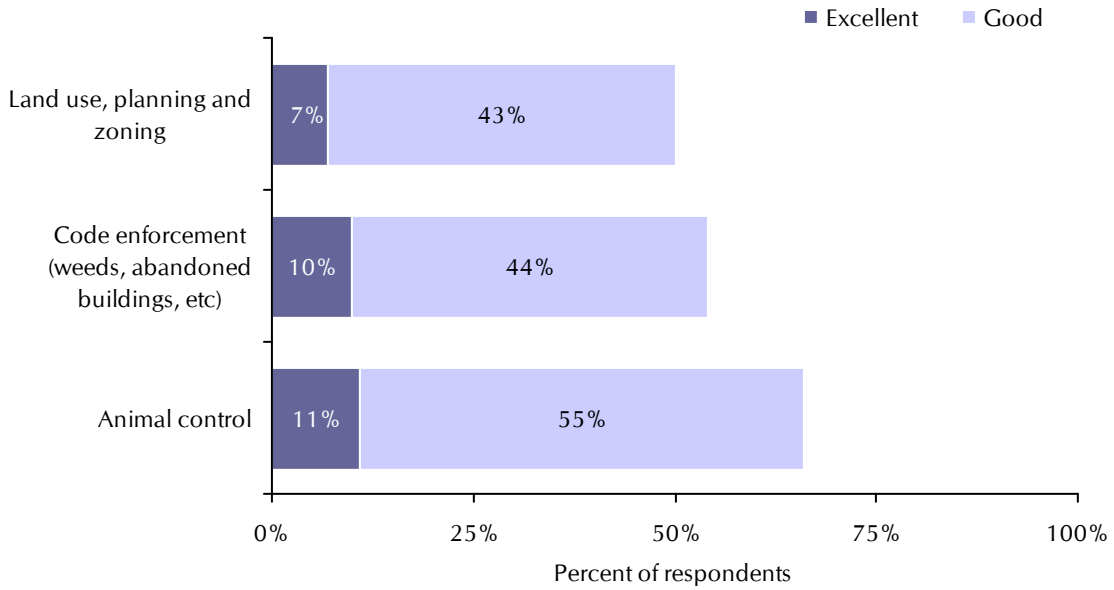


FIGURE 23: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Land use, planning and zoning	Above	Above	Above
Code enforcement (weeds, abandoned buildings, etc)	Above	Above	Similar
Animal control	Similar	Above	Similar

## ECONOMIC SUSTAINABILITY

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

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

FIGURE 24: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

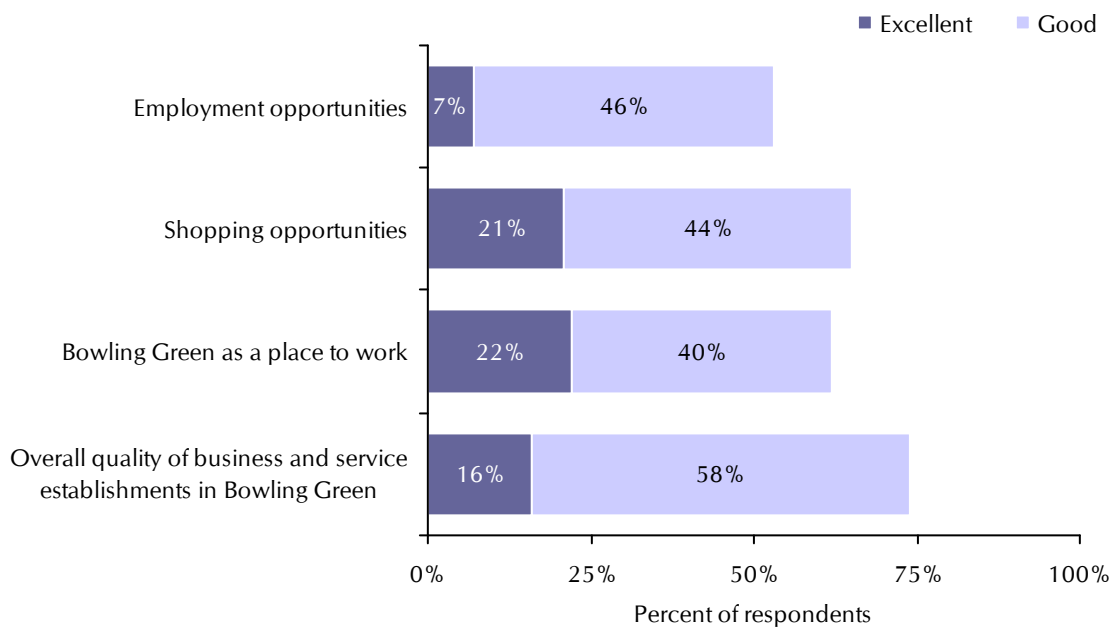


FIGURE 25: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Employment opportunities	Above	Above	Above
Shopping opportunities	Above	Above	Above
Place to work	Above	Above	Above
Overall quality of business and service establishments in Bowling Green	Above	Above	Above



Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Bowling Green, 73% responded that it was “too slow,” while 23% reported retail growth as “too slow.” More residents in Bowling Green compared to other jurisdictions believed that retail growth was too slow and about the same number of residents believed that job growth was too slow.

FIGURE 26: RATINGS OF RETAIL AND JOB GROWTH

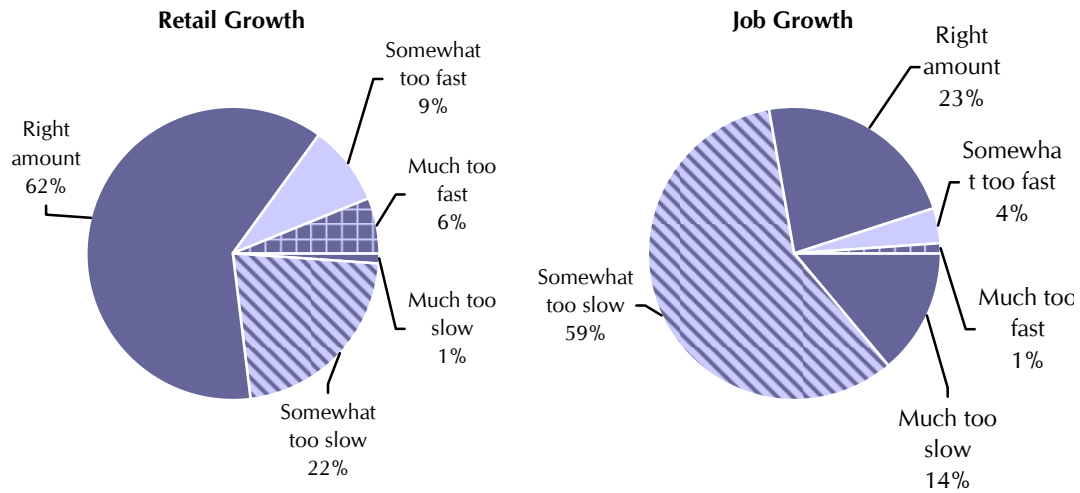


FIGURE 27: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Retail growth seen as too slow	Below	Below	Below
Jobs growth seen as too slow	Above	Above	Similar

FIGURE 28: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

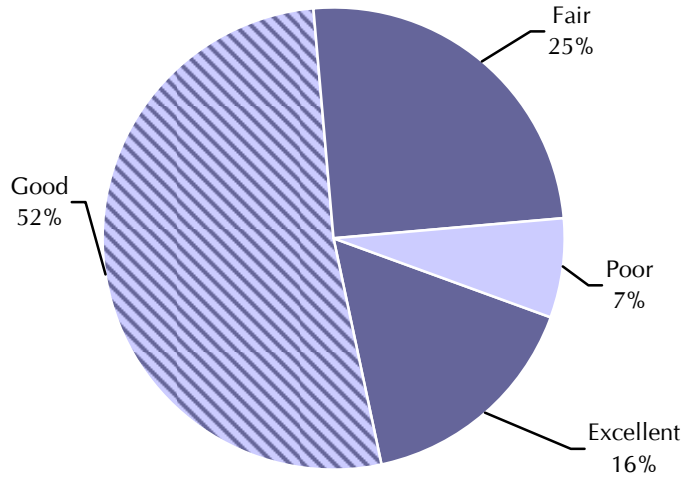


FIGURE 29: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Economic development	Above	Above	Above

Residents were asked to reflect on their economic prospects in the near term. Fourteen 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, while 57% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 30: RATINGS OF PERSONAL ECONOMIC FUTURE

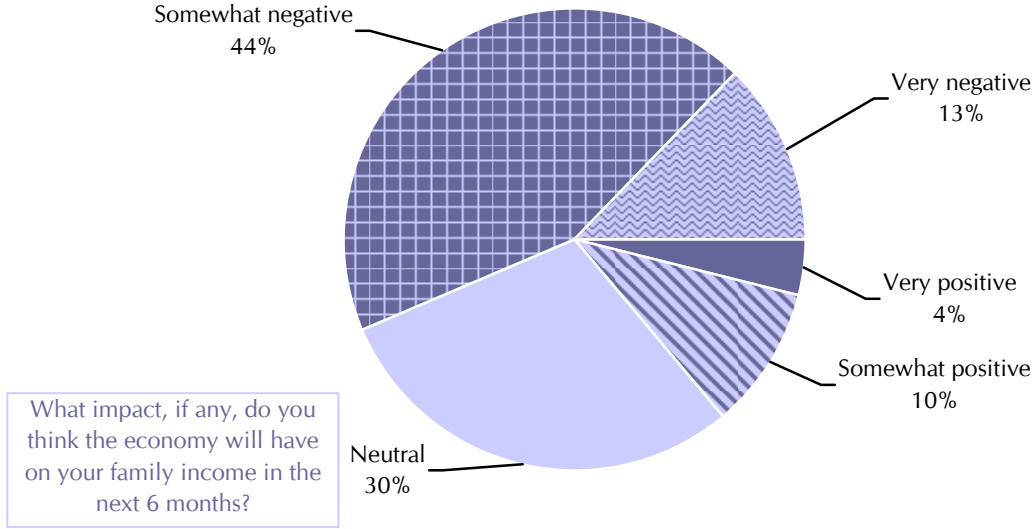


FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Positive impact of economy on household income	Below	Below	Below

## PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. A majority gave positive ratings of safety in the City Bowling Green. About 76% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 83% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 32: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

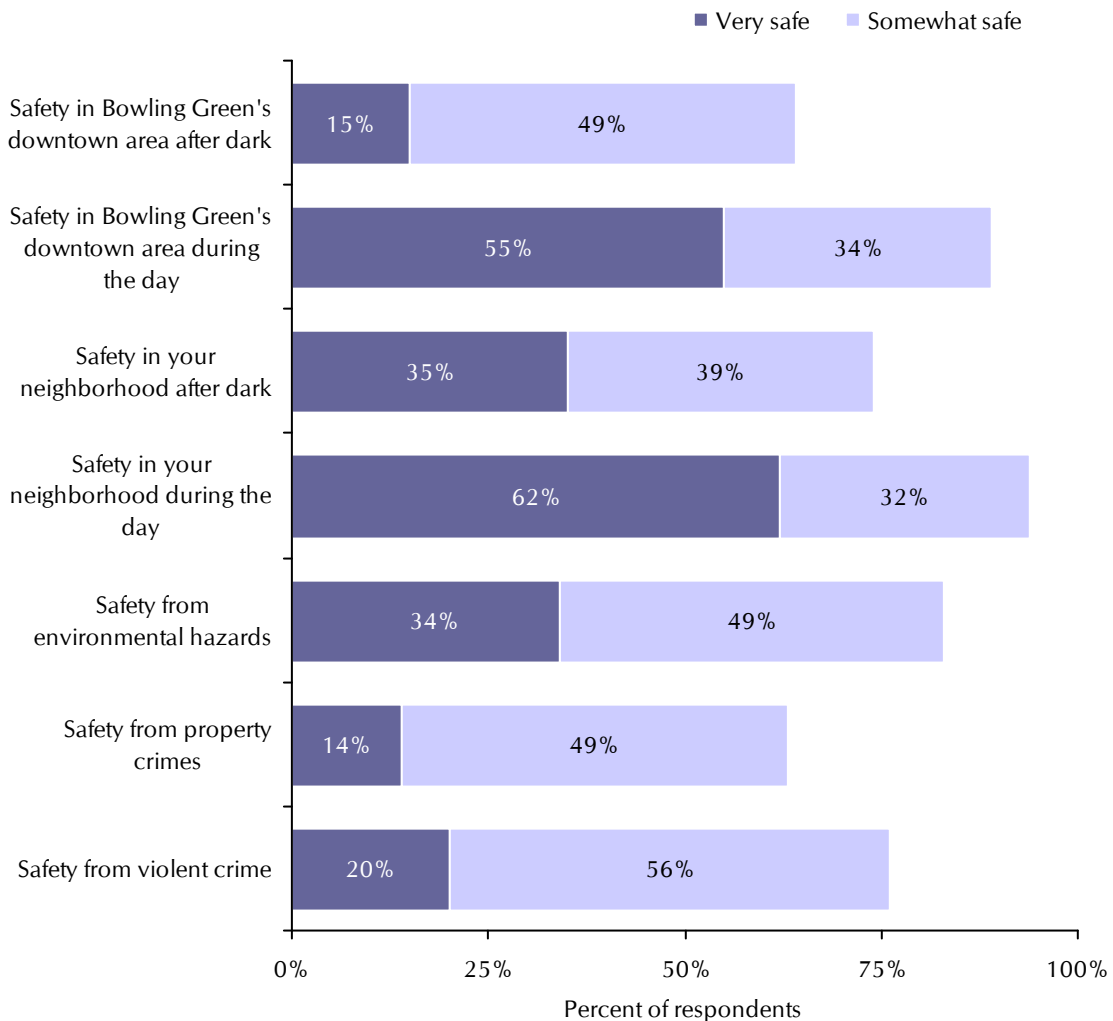


FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Safety in your neighborhood during the day	Similar	Above	Similar
Safety in your neighborhood after dark	Similar	Above	Above
Safety in Bowling Green's downtown area during the day	Similar	Above	Similar
Safety in Bowling Green's downtown area after dark	Similar	Above	Similar
Safety from violent crime (e.g., rape, assault, robbery)	Similar	Above	Similar
Safety from property crimes (e.g., burglary, theft)	Similar	Above	Above
Toxic waste or other environmental hazard(s)	Similar	Above	Above

As assessed by the survey, 15% 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, 66% had reported it to police. Compared to other jurisdictions about the same percent of Bowling Green residents had been victims of crime in the 12 months preceding the survey and fewer Bowling Green residents had reported their most recent crime victimization to the police.

FIGURE 34: CRIME VICTIMIZATION AND REPORTING

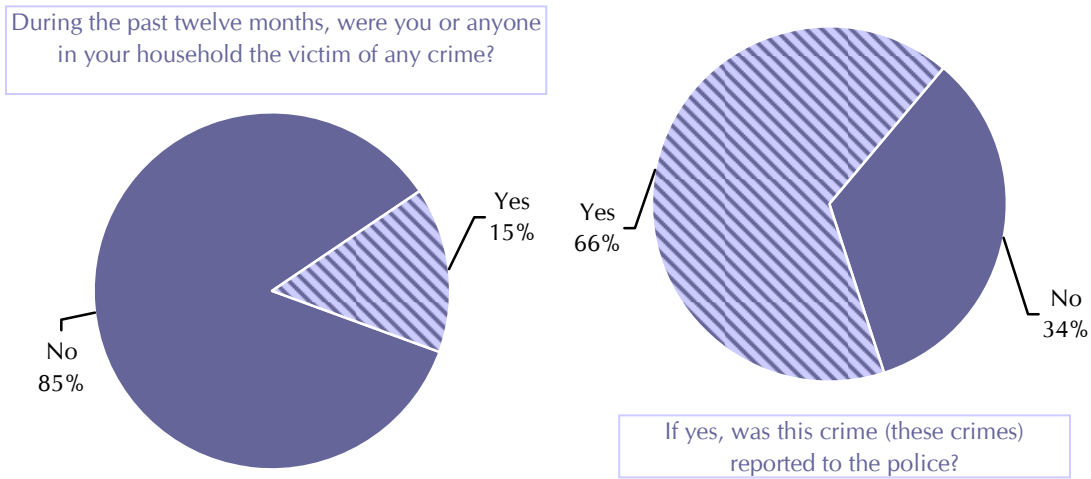


FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Victim of crime	Similar	Similar	Similar
Reported crimes	Below	Below	Below

Residents rated seven City public safety services; of these, emergency preparedness was rated above the national and population benchmark comparisons and similar to the South region benchmark. “The five other services were rated similar to the benchmark comparisons. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and traffic enforcement received the lowest ratings.

FIGURE 36: RATINGS OF PUBLIC SAFETY SERVICES

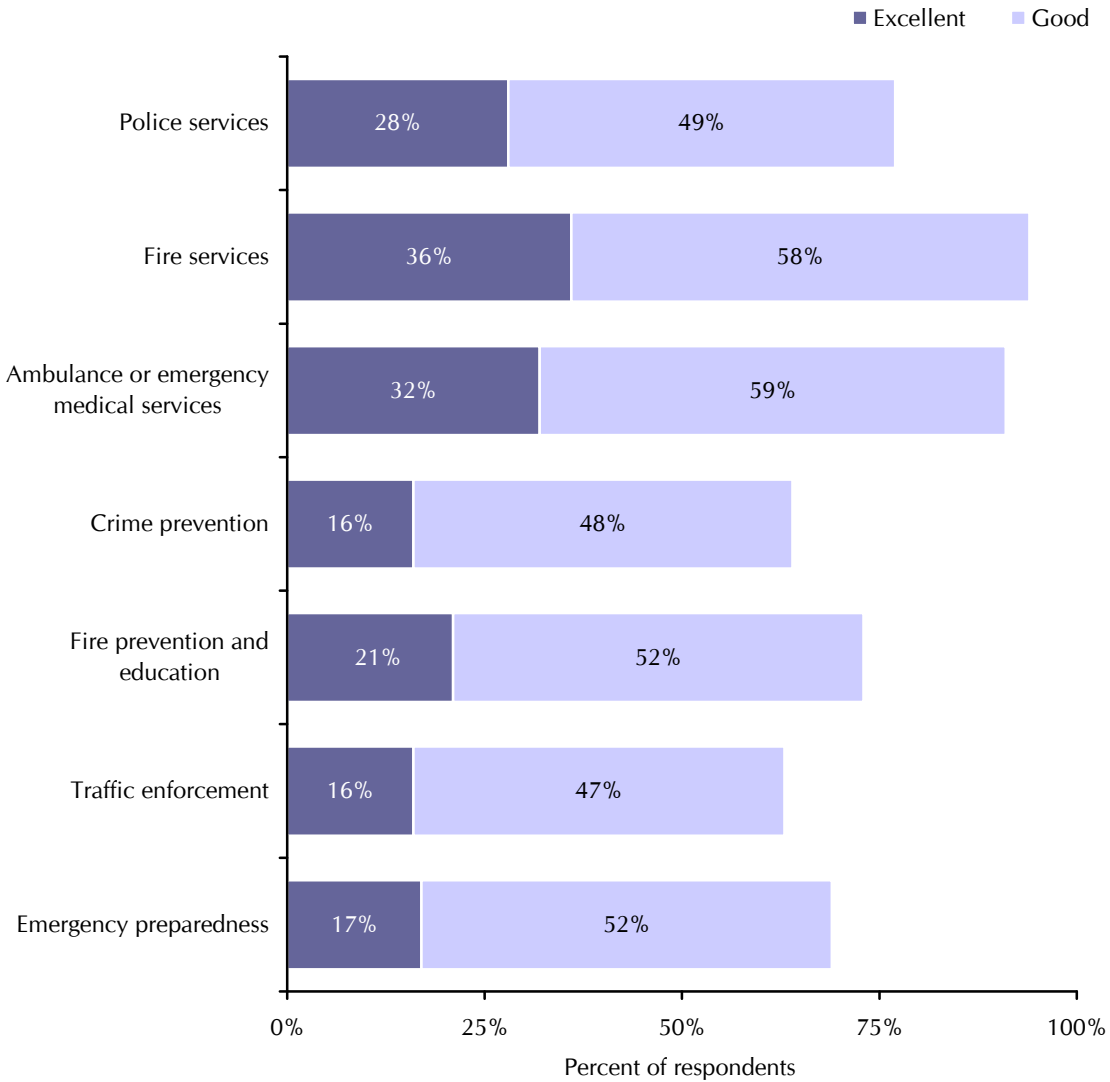


FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Police services	Similar	Similar	Similar
Fire services	Similar	Similar	Similar
EMS/ambulance	Similar	Similar	Similar
Crime prevention	Similar	Similar	Similar
Fire prevention and education	Similar	Similar	Similar
Traffic enforcement	Similar	Similar	Similar
Emergency preparedness	Above	Similar	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 69% of survey respondents. Cleanliness of Bowling Green received the highest rating, and it was similar to the benchmarks.

FIGURE 38: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

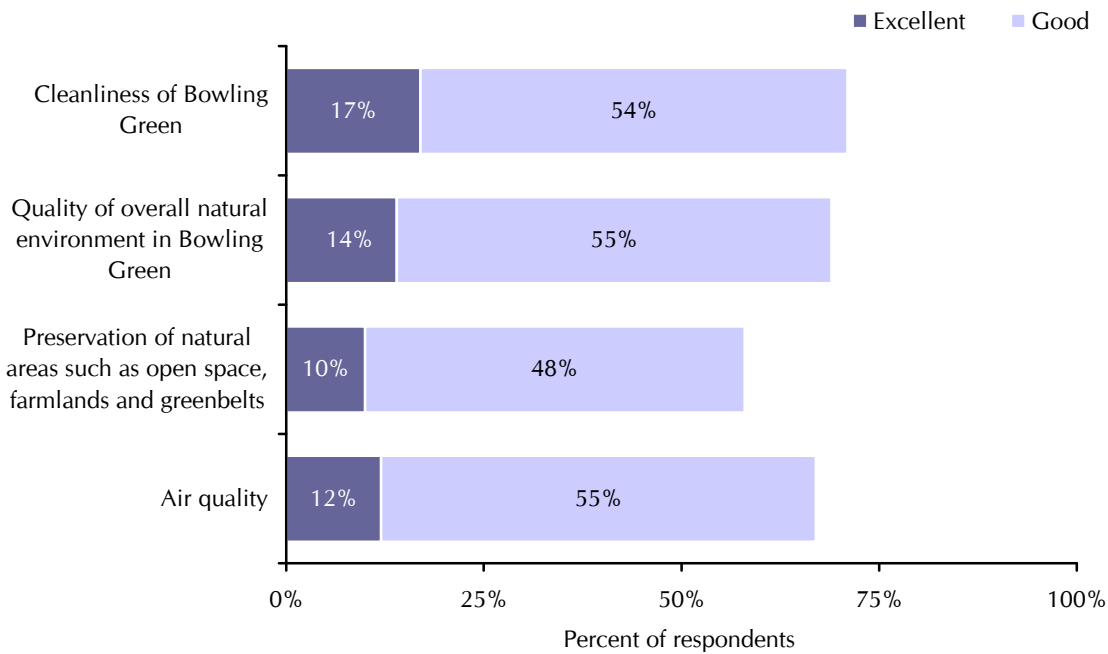


FIGURE 39: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Cleanliness of Bowling Green	Similar	Similar	Similar
Quality of overall natural environment in Bowling Green	Similar	Similar	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar	Similar
Air quality	Similar	Similar	Similar

Resident recycling was less than recycling reported in comparison communities of similar size and compared to the nation, and was similar when compared to South region jurisdictions.

FIGURE 40: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

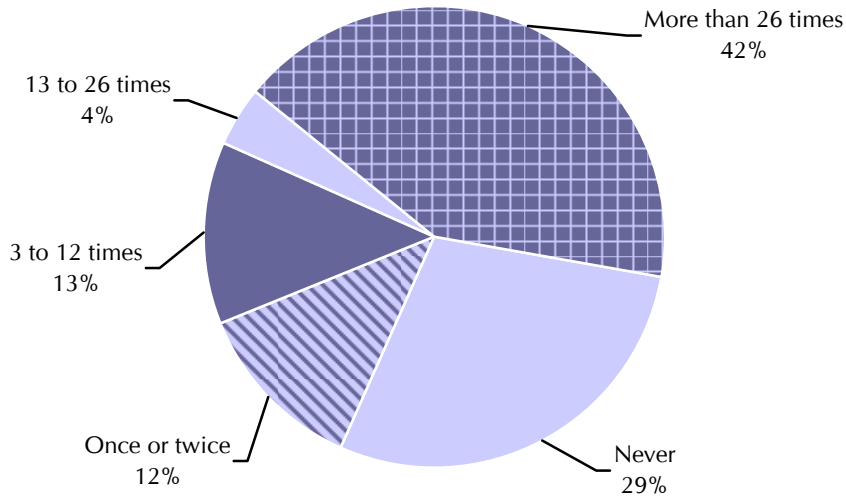


FIGURE 41: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Recycled used paper, cans or bottles from your home	Below	Similar	Below

Of the seven utility services rated by those completing the questionnaire, two were higher than the South region benchmark comparison and similar to the national and population benchmarks, four were similar to the benchmarks and one was below the benchmark comparisons.

FIGURE 42: RATINGS OF UTILITY SERVICES

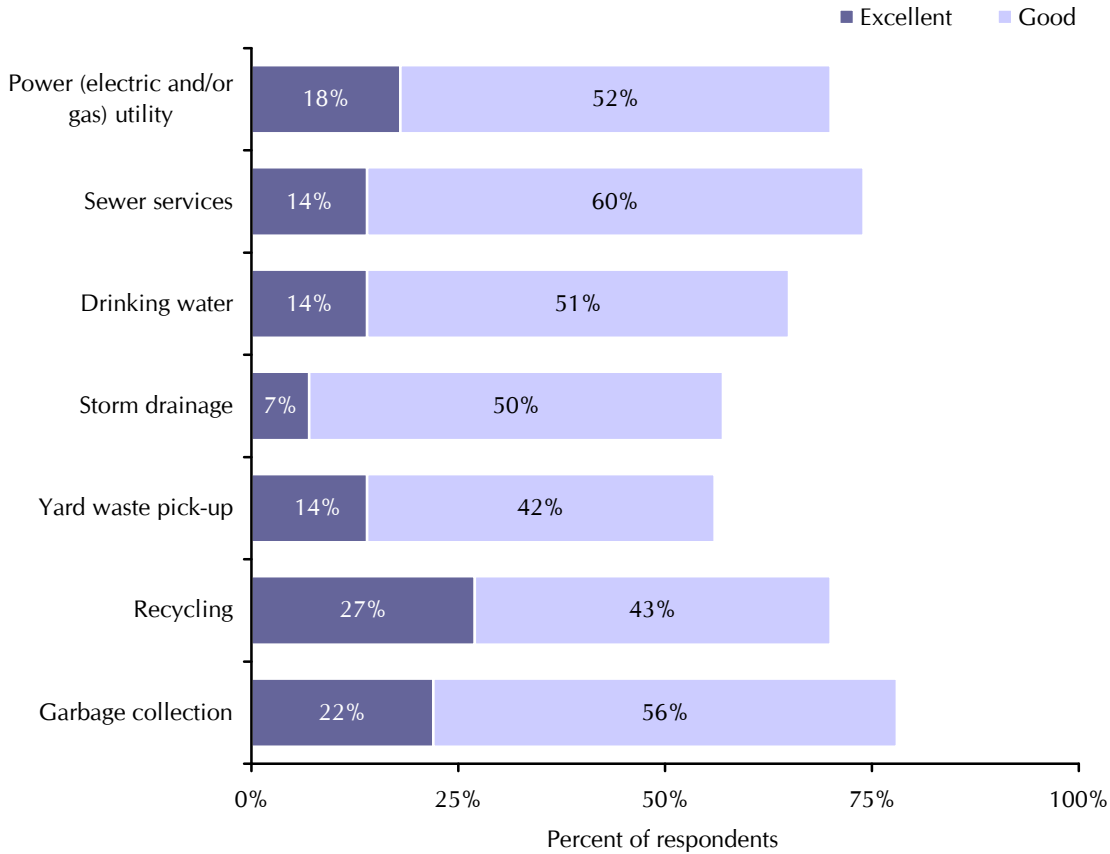


FIGURE 43: UTILITY SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Power (electric and/or gas) utility	Similar	Similar	Similar
Sewer services	Similar	Similar	Similar
Drinking water	Similar	Above	Similar
Storm drainage	Similar	Above	Similar
Yard waste pick-up	Below	Below	Below
Recycling	Similar	Similar	Similar
Garbage collection	Similar	Similar	Similar

## RECREATION AND WELLNESS

### Parks and Recreation

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

Recreation opportunities in the City of Bowling Green were rated somewhat positively as were services related to parks and recreation. Recreation programs or classes received the lowest rating and was similar to the benchmarks.

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. However, recreation program use in Bowling Green was higher than use in comparison jurisdictions.

FIGURE 44: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

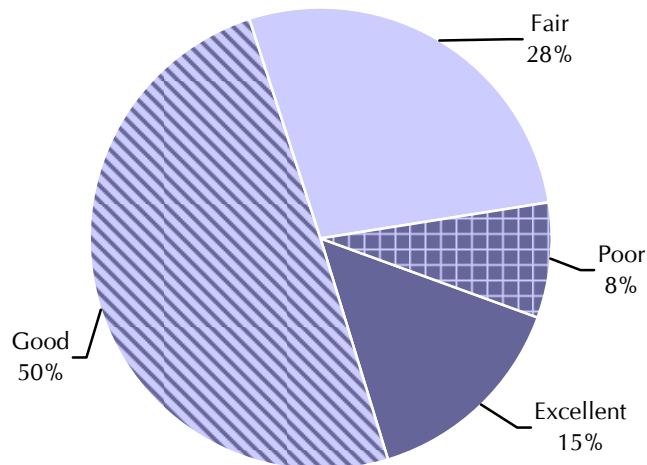


FIGURE 45: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Recreation opportunities	Similar	Similar	Similar

FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

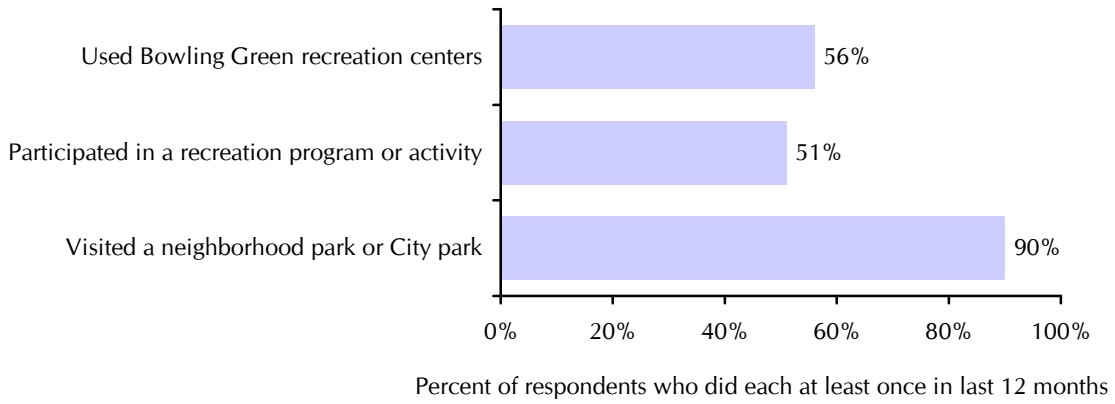


FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Used Bowling Green recreation centers	Similar	Similar	Similar
Participated in a recreation program or activity	Above	Above	Above
Visited a neighborhood park or City park	Above	Above	Above

FIGURE 48: RATINGS OF PARKS AND RECREATION SERVICES

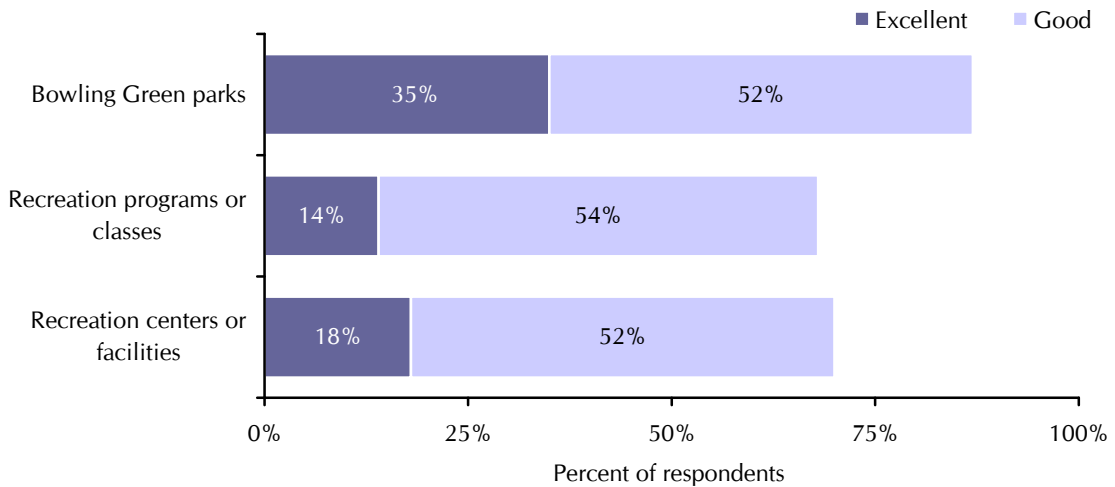


FIGURE 49: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
City parks	Above	Above	Above
Recreation programs or classes	Similar	Similar	Similar
Recreation centers or facilities	Similar	Similar	Similar

## Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as “excellent” or “good” by 57% of respondents. Educational opportunities were rated as “excellent” or “good” by 76% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparisons.

About 71% of Bowling Green residents used a City library at least once in the twelve months preceding the survey. This participation rate for library use was similar to comparison jurisdictions.

FIGURE 50: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

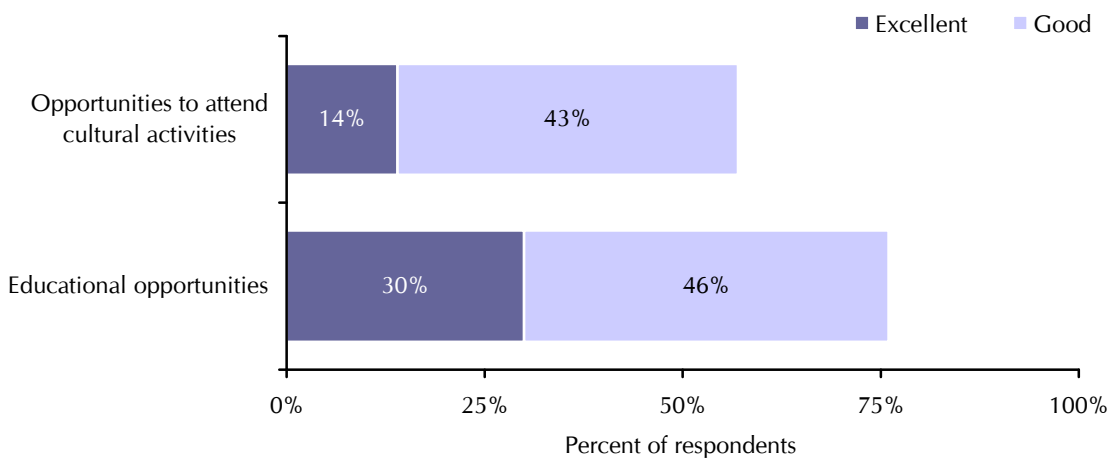


FIGURE 51: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Opportunities to attend cultural activities	Similar	Similar	Similar
Educational opportunities	Above	Above	Above

FIGURE 52: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

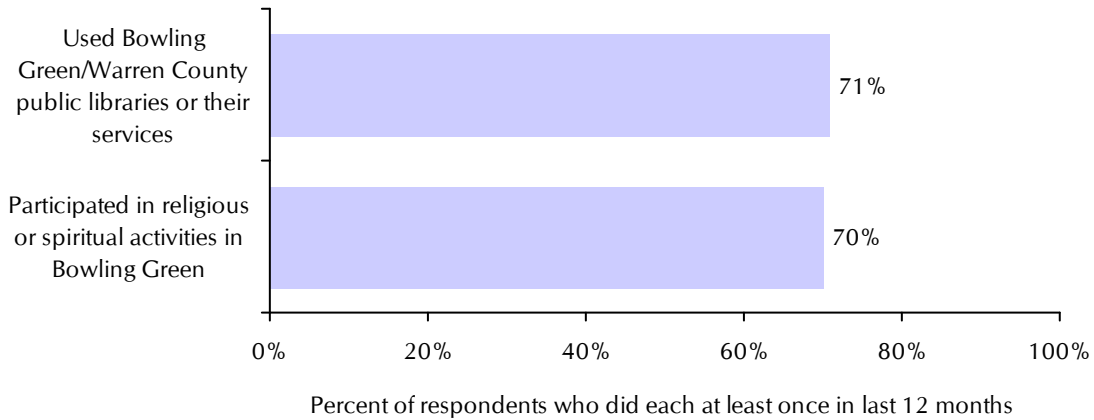


FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Used Bowling Green public libraries or their services	Similar	Similar	Similar
Participated in religious or spiritual activities in Bowling Green	Above	Above	Above

FIGURE 54: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

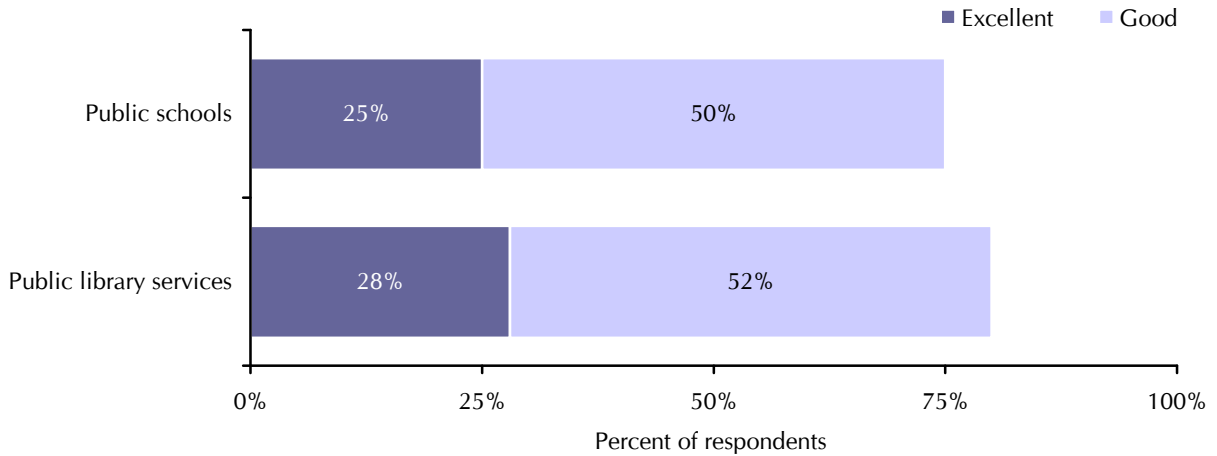


FIGURE 55: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Public schools	Above	Above	Above
Public library services	Similar	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 rated most positively for the City of Bowling Green, while the availability for affordable quality health care was rated less favorably by residents.

FIGURE 56: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

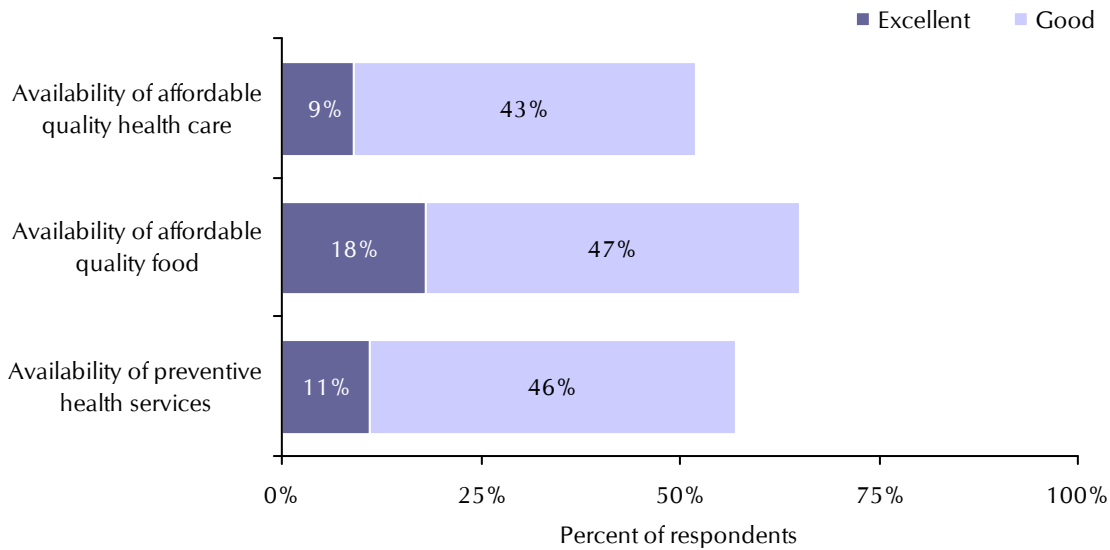


FIGURE 57: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Availability of affordable quality health care	Similar	Similar	Similar
Availability of affordable quality food	Above	Above	Similar
Availability of preventive health services	Similar	Similar	Not available

FIGURE 58: RATINGS OF HEALTH AND WELLNESS SERVICES

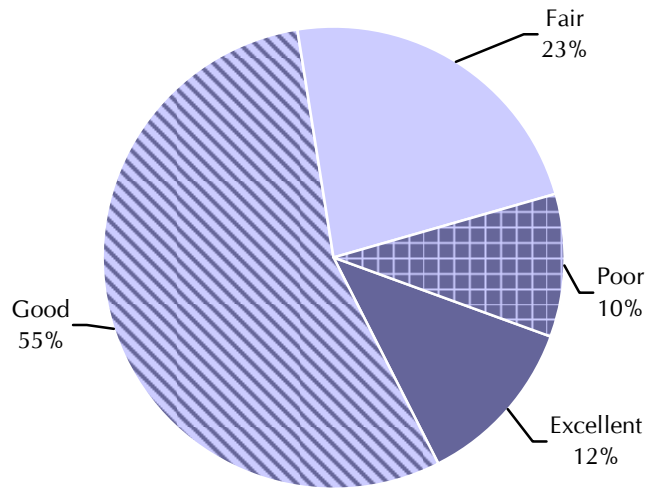


FIGURE 59: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Health services	Similar	Similar	Similar

## 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.

A high percentage of residents rated the City of Bowling Green as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Fewer survey respondents felt the City of Bowling Green was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents but was higher than the benchmark comparisons.

FIGURE 60: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

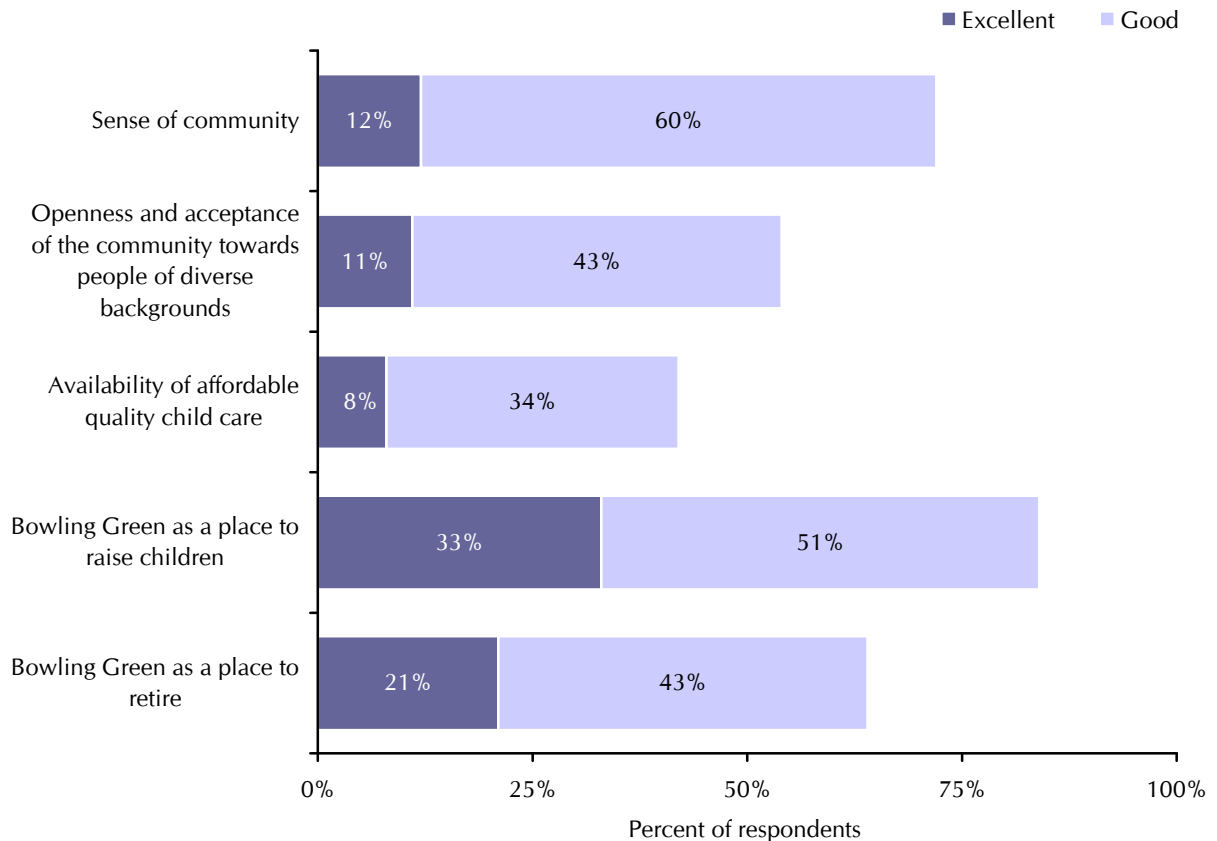


FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Sense of community	Above	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Below	Below	Below
Availability of affordable quality child care	Above	Above	Above
Bowling Green as a place to raise kids	Above	Above	Above
Bowling Green as a place to retire	Above	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 61 to 47 percent with ratings of “excellent” or “good.” Services to low-income residents was above the South region benchmark, and similar to the national and population comparisons. Services you seniors and services to youth were similar to the benchmarks.

FIGURE 62: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

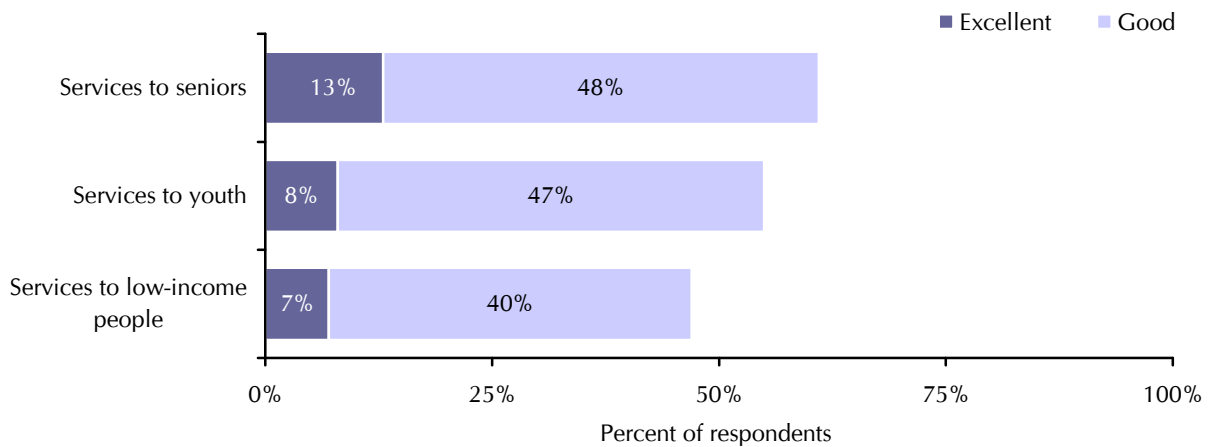


FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Services to seniors	Similar	Similar	Similar
Services to youth	Similar	Similar	Similar
Services to low income residents	Similar	Above	Similar

## CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of 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 national and South region comparisons, and below the average when compared to jurisdictions similar in population size, while the rating for opportunities to volunteer was similar to all comparison jurisdictions.

FIGURE 64: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

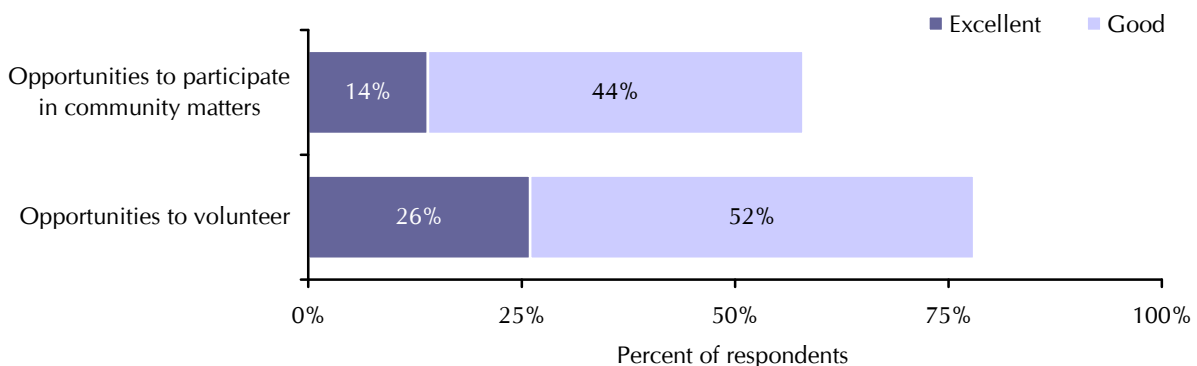


FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Opportunities to participate in community matters	Similar	Similar	Below
Opportunities to volunteer	Similar	Similar	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Volunteered your time to some group or activity in Bowling Green was above the benchmark comparisons. Participated in a club or civic group in Bowling Green and watched a meeting of local elected officials or other local public meeting on cable television were above the national and population benchmarks, and were rated similar to the South region benchmark. Provided help to a friend or neighbor showed similar rates of involvement; while attended a meeting of local elected officials or other local public meeting showed lower rates of community engagement.

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

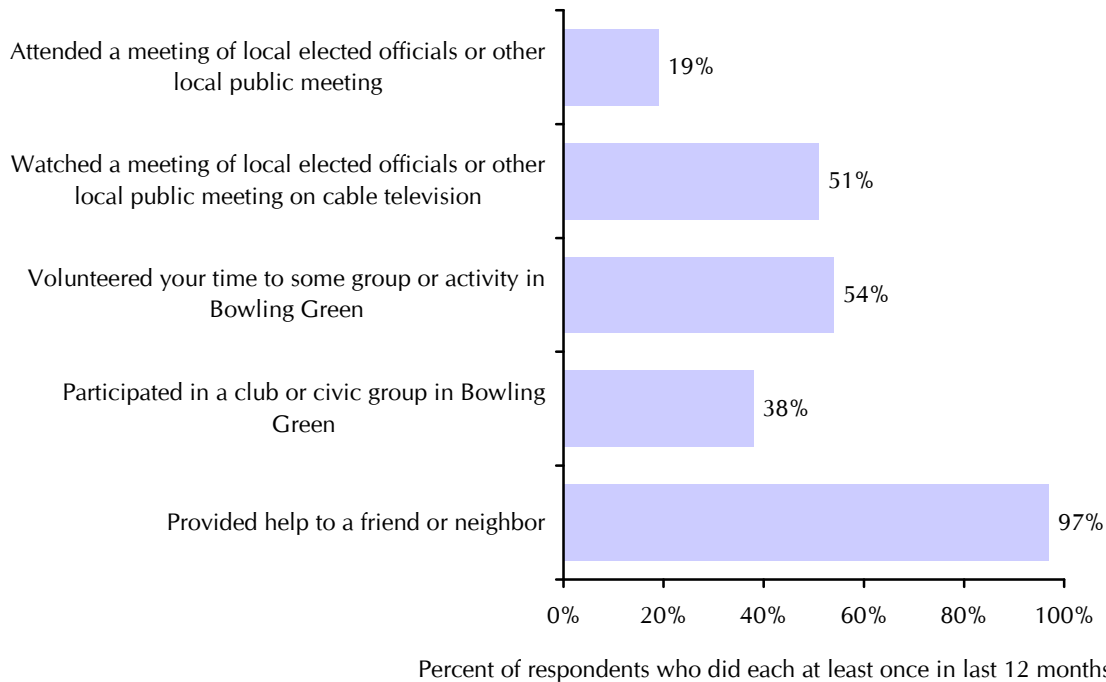


FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Attended a meeting of local elected officials or other local public meeting	Below	Below	Below
Watched a meeting of local elected officials or other local public meeting on cable television	Above	Similar	Above
Volunteered your time to some group or activity in Bowling Green	Above	Above	Above
Participated in a club or civic group in Bowling Green	Above	Similar	Above
Provided help to a friend or neighbor	Similar	Similar	Similar

City of Bowling Green residents showed the largest amount of civic engagement in the area of electoral participation. Seventy-eight percent reported they were registered to vote and 64% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.

FIGURE 68: REPORTED VOTING BEHAVIOR

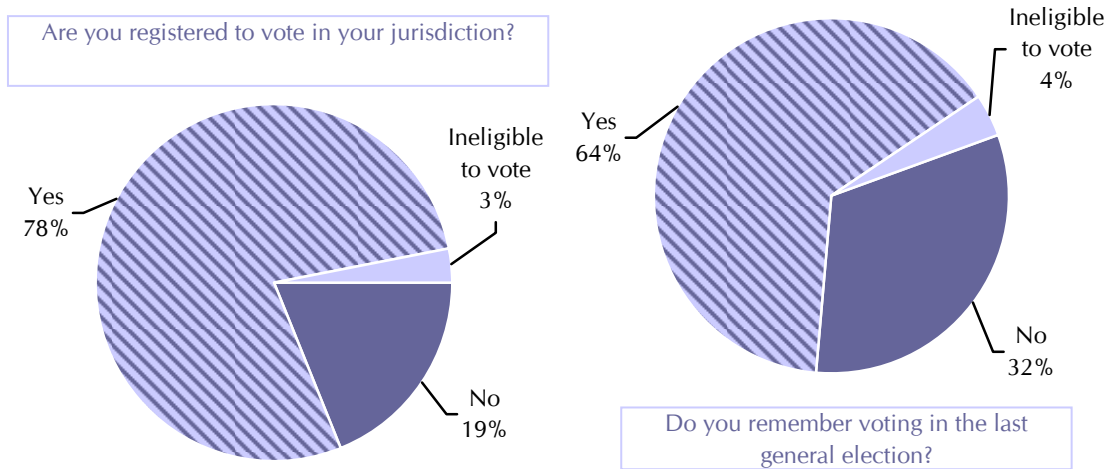


FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Registered to vote	Below	Below	Similar
Voted in last general election	Below	Below	Below



## 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, 59% reported they had done so at least once. Public information services were rated above the South region benchmark, and similarly compared to national and population benchmark data.

FIGURE 70: USE OF INFORMATION SOURCES

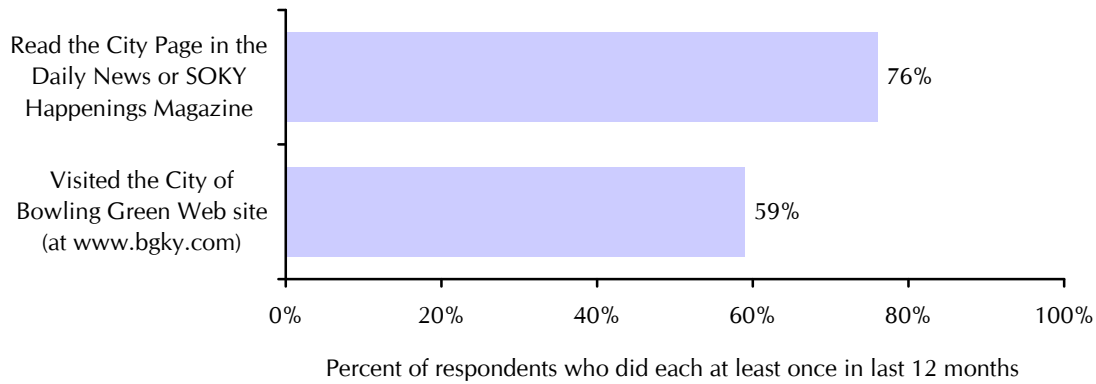


FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Read Bowling Green Newsletter	Below	Similar	Similar
Visited the City of Bowling Green Web site	Similar	Similar	Similar

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

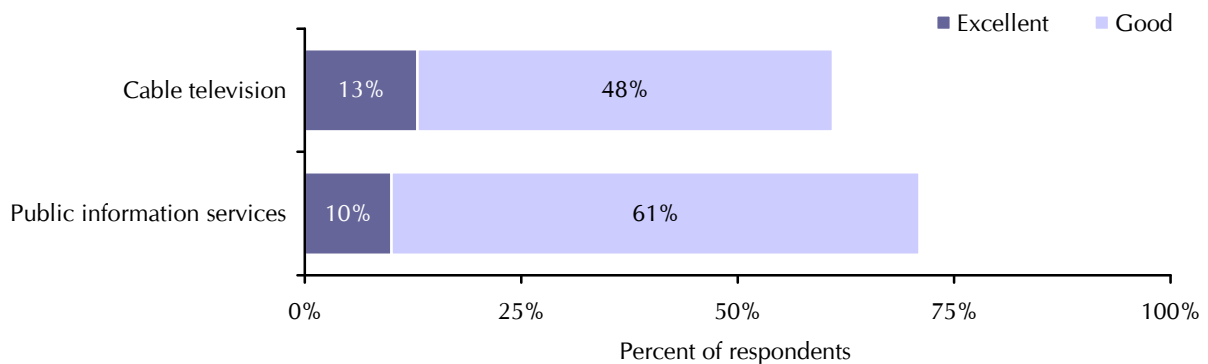


FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Cable television	Above	Above	Above
Public information services	Similar	Above	Similar

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 62% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 74: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

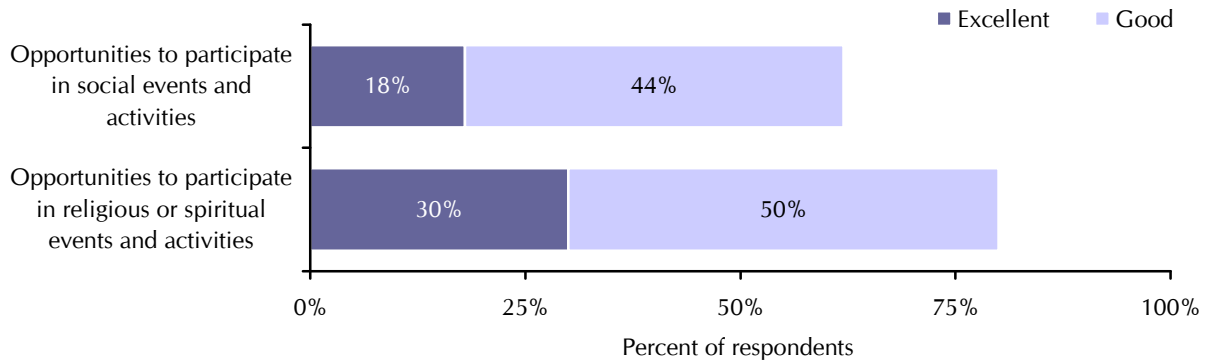


FIGURE 75: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Opportunities to participate in social events and activities	Similar	Similar	Similar
Opportunities to participate in religious or spiritual events	Above	Similar	Similar

Residents in Bowling Green reported a fair amount of neighborliness. More than 67% indicated talking or visiting with their neighbors several times a week or more frequently. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

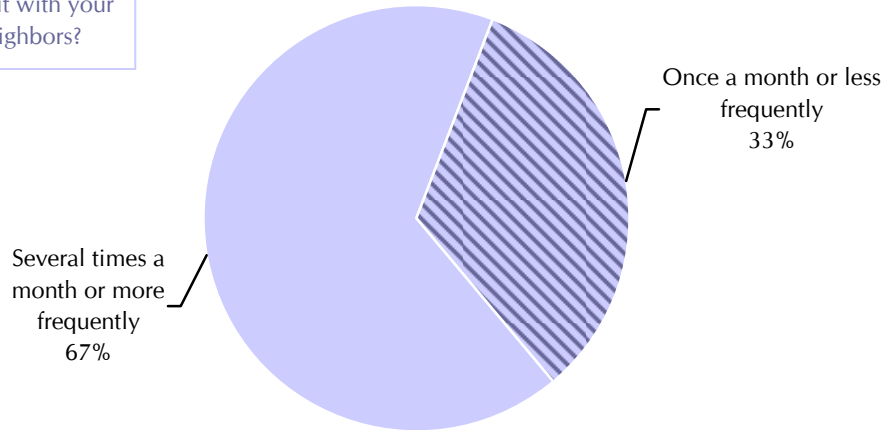


FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Has contact with neighbors at least once per month	Below	Below	Below

## 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. In addition, resident opinion about services provided by the City of Bowling Green could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Bowling Green may be colored by their dislike of what all levels of government provide.

Less than 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 listening to citizens, 48% rated it as "excellent" or "good." Of these five ratings, one was above the benchmarks, one was similar to the benchmarks and three were below the benchmark.

FIGURE 78: PUBLIC TRUST RATINGS

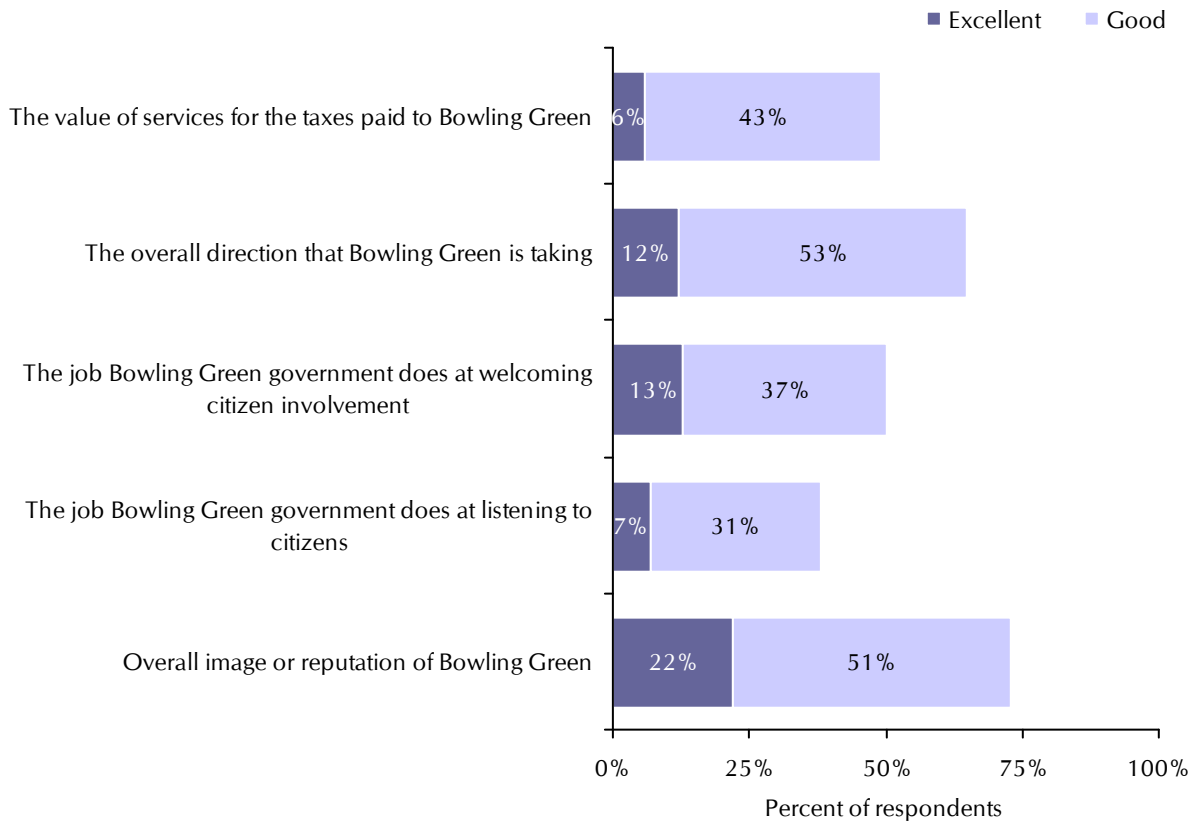


FIGURE 79: PUBLIC TRUST BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Value of services for the taxes paid to Bowling Green	Below	Below	Below
The overall direction that Bowling Green is taking	Similar	Similar	Similar
Job Bowling Green government does at welcoming citizen involvement	Below	Below	Below
Job Bowling Green government does at listening to citizens	Below	Below	Below
Overall image or reputation of Bowling Green	Above	Above	Above

On average, residents of the City of Bowling Green gave the highest evaluations to their own local government and the lowest average rating to the federal government. The overall quality of services delivered by the City of Bowling Green was rated as “excellent” or “good” by 77% of survey participants. The City of Bowling Green’s rating was above South region comparisons, and was similar when compared to other communities in the nation and those of similar population size.

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

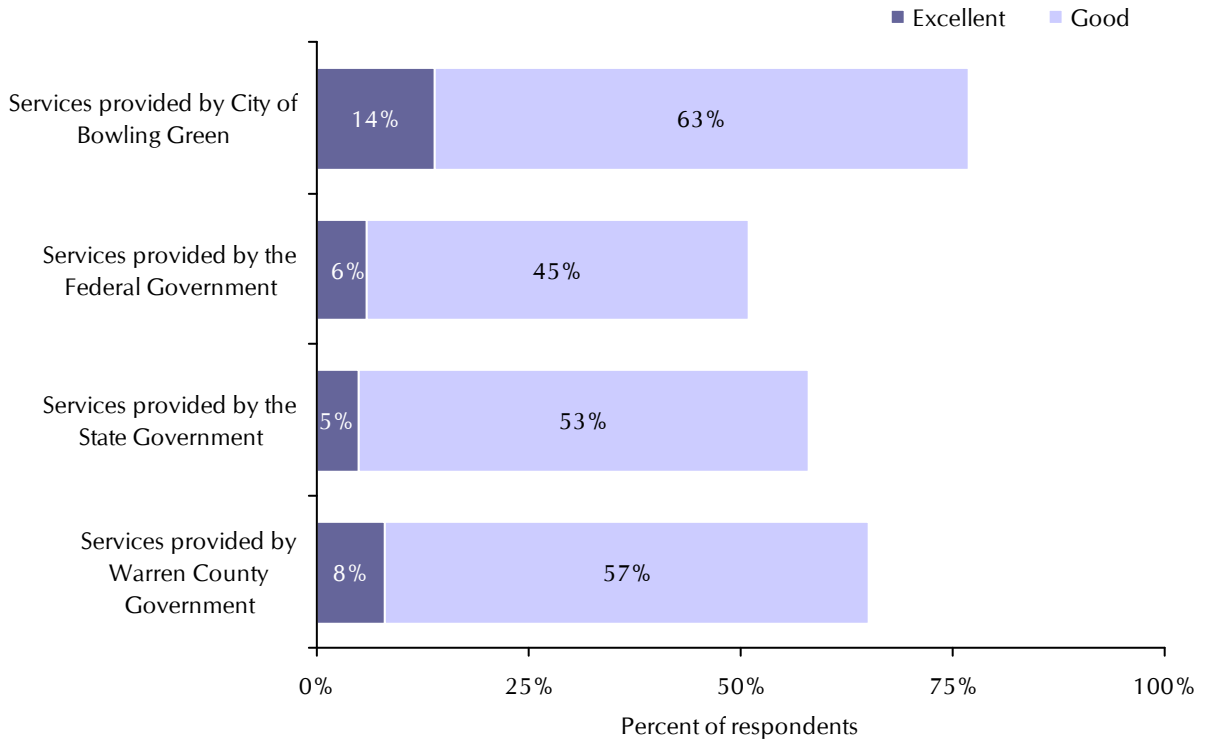


FIGURE 81: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Services provided by the City of Bowling Green	Similar	Above	Similar
Services provided by the Federal Government	Above	Above	Above
Services provided by the State Government	Above	Above	Above
Warren County government general	Above	Above	Above

## 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 or over the phone in the last 12 months; the 54% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 72% of respondents rated their overall impression as "excellent" or "good."

FIGURE 82: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

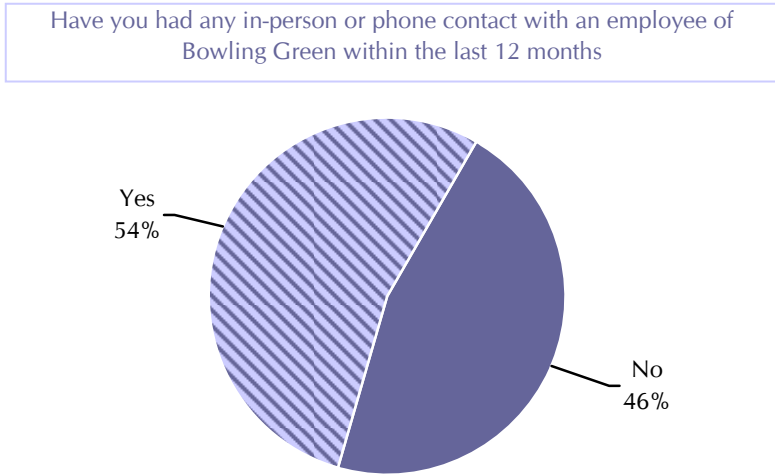


FIGURE 83: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
Had contact with city employee(s) in last 12 months	Below	Similar	Below



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

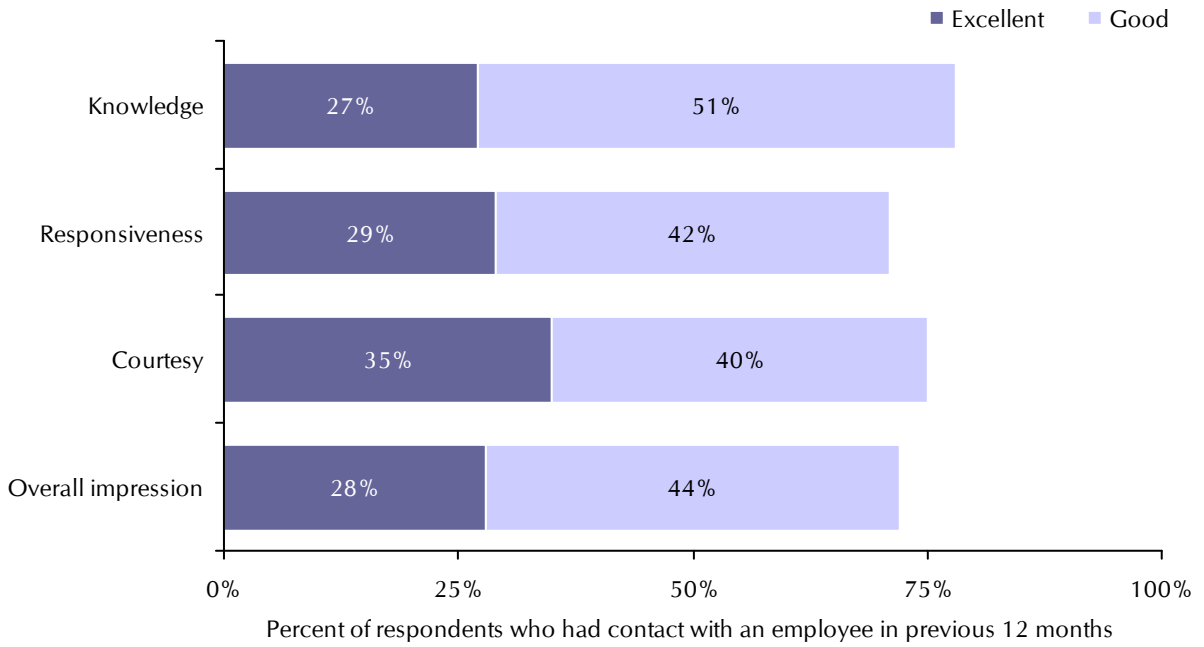


FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	South Region comparison	Populations 35,000 to 69,999
City employee knowledge	Similar	Similar	Similar
City employee responsiveness	Similar	Similar	Similar
City employee courteousness	Similar	Similar	Below
Overall impression	Similar	Similar	Below

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

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

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

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

A Key Driver Analysis (KDA) was conducted for the City of 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.

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

- Services to low-income people
- Recreation programs

## CITY OF BOWLING GREEN ACTION CHART™

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

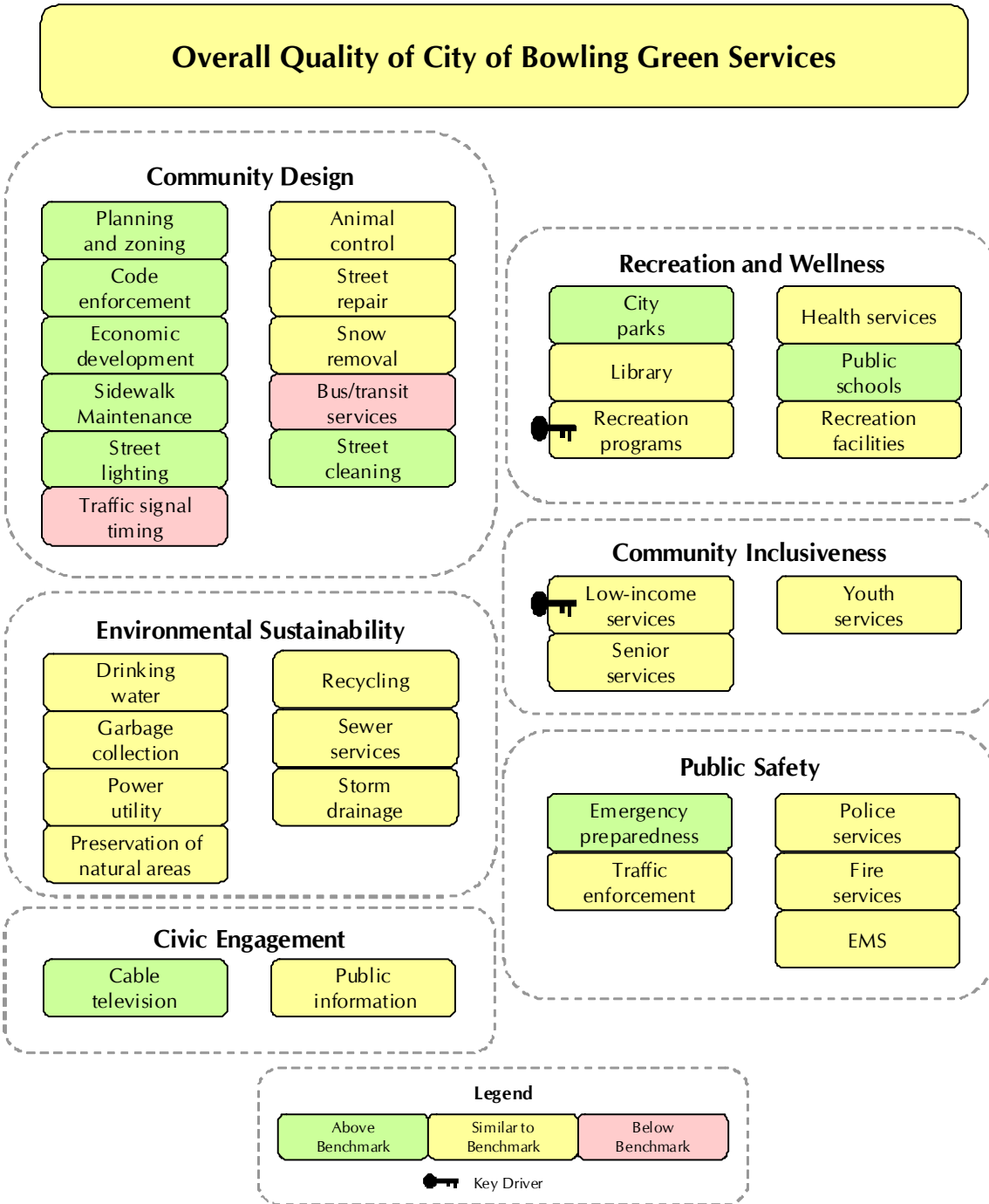
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Thirty-four services were included in the KDA for the City of Bowling Green. Of these, ten were above the benchmark, two were below the benchmark and twenty-two were similar to the benchmark. The two key drivers are shown.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Bowling Green, no key drivers were below the benchmark. Therefore, Bowling Green may wish to seek improvements to services to low-income people and recreation programs, 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 86: CITY OF BOWLING GREEN ACTION CHART



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

### 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 county. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, the City of Bowling Green key drivers that overlap core services or the nationally derived keys.

FIGURE 87: KEY DRIVERS COMPARED

Service	City of Bowling Green Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Economic development		✓	
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Police services		✓	✓
Public information services		✓	
Public schools		✓	
Recreation programs or classes	✓		
Services to low income residents	✓		
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

**POLICY QUESTIONS**

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

Policy Question 1	
Please rate the range of activities available at Bowling Green’s parks and recreation facilities.	Percent of respondents
Excellent	14%
Good	52%
Fair	28%
Poor	7%
Total	100%

Policy Question 2					
Please rate the condition of the streets and roads within the city limits of Bowling Green.	Excellent	Good	Fair	Poor	Total
Residential and other city streets	8%	42%	40%	10%	100%
State roads and highways (with route numbers, for example U.S. 231 Scottsville Road, U.S. 31 W Nashville Road, etc.)	11%	46%	33%	11%	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	33%	55%	12%	1%	100%
Your neighborhood as a place to live	29%	36%	28%	7%	100%
Bowling Green as a place to raise children	33%	51%	16%	1%	100%
Bowling Green as a place to work	22%	40%	31%	7%	100%
Bowling Green as a place to retire	21%	43%	31%	5%	100%
The overall quality of life in Bowling Green	25%	57%	17%	1%	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	12%	60%	23%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	43%	33%	13%	100%
Overall appearance of Bowling Green	15%	57%	27%	1%	100%
Cleanliness of Bowling Green	17%	54%	28%	1%	100%
Overall quality of new development in Bowling Green	23%	45%	29%	2%	100%
Variety of housing options	18%	50%	25%	7%	100%
Overall quality of business and service establishments in Bowling Green	16%	58%	20%	6%	100%
Shopping opportunities	21%	44%	25%	10%	100%
Opportunities to attend cultural activities	14%	43%	35%	7%	100%
Recreational opportunities	15%	50%	28%	8%	100%
Employment opportunities	7%	46%	34%	14%	100%
Educational opportunities	30%	46%	22%	2%	100%
Opportunities to participate in social events and activities	18%	44%	31%	8%	100%
Opportunities to participate in religious or spiritual events and activities	30%	50%	18%	2%	100%
Opportunities to volunteer	26%	52%	21%	2%	100%
Opportunities to participate in community matters	14%	44%	33%	9%	100%
Ease of car travel in Bowling Green	7%	37%	39%	17%	100%
Ease of bus travel in Bowling Green	6%	18%	38%	39%	100%
Ease of bicycle travel in Bowling Green	5%	27%	41%	27%	100%
Ease of walking in Bowling Green	9%	40%	32%	19%	100%
Availability of paths and walking trails	9%	30%	40%	21%	100%
Traffic flow on major streets	3%	19%	44%	34%	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
Amount of public parking	5%	21%	54%	19%	100%
Availability of affordable quality housing	8%	40%	37%	14%	100%
Availability of affordable quality child care	8%	34%	42%	16%	100%
Availability of affordable quality health care	9%	43%	30%	19%	100%
Availability of affordable quality food	18%	47%	29%	6%	100%
Availability of preventive health services	11%	46%	29%	13%	100%
Air quality	12%	55%	29%	4%	100%
Quality of overall natural environment in Bowling Green	14%	55%	29%	2%	100%
Overall image or reputation of Bowling Green	22%	51%	25%	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	0%	6%	61%	25%	8%	100%
Retail growth (stores, restaurants, etc.)	1%	22%	62%	9%	6%	100%
Jobs growth	14%	59%	23%	4%	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	12%
Minor problem	46%
Moderate problem	37%
Major problem	5%
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)	20%	56%	11%	12%	1%	100%
Property crimes (e.g., burglary, theft)	14%	49%	17%	16%	5%	100%
Environmental hazards, including toxic waste	34%	49%	13%	3%	1%	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	62%	32%	3%	2%	1%	100%
In your neighborhood after dark	35%	39%	10%	12%	4%	100%
In Bowling Green's downtown area during the day	55%	34%	7%	3%	1%	100%
In Bowling Green's downtown area after dark	15%	49%	15%	16%	6%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	34%
Yes	66%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in 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	29%	32%	26%	6%	7%	100%
Used Bowling Green recreation centers	44%	25%	19%	7%	4%	100%
Participated in a recreation program or activity	49%	23%	20%	2%	5%	100%
Visited a neighborhood park or City park	10%	25%	38%	16%	11%	100%
Ridden a local BG Transit bus within Bowling Green	91%	5%	2%	1%	1%	100%
Attended a meeting of local elected officials or other local public meeting	81%	13%	6%	0%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	49%	29%	16%	4%	2%	100%
Read the City Page in the Daily News or SOKY Happenings Magazine	24%	18%	36%	9%	13%	100%
Visited the City of Bowling Green Web site (at www.bgky.com)	41%	25%	20%	6%	8%	100%
Recycled used paper, cans or bottles from your home	29%	12%	13%	4%	42%	100%
Volunteered your time to some group or activity in Bowling Green	46%	24%	13%	8%	9%	100%
Participated in religious or spiritual activities in Bowling Green	30%	15%	13%	10%	31%	100%
Participated in a club or civic group in Bowling Green	62%	16%	11%	6%	5%	100%
Provided help to a friend or neighbor	3%	22%	40%	14%	21%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	18%
Several times a week	26%
Several times a month	23%
Once a month	12%
Several times a year	9%
Once a year or less	3%
Never	9%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Bowling Green:	Excellent	Good	Fair	Poor	Total
Police services	28%	49%	16%	7%	100%
Fire services	36%	58%	5%	0%	100%
Ambulance or emergency medical services	32%	59%	8%	1%	100%
Crime prevention	16%	48%	28%	8%	100%
Fire prevention and education	21%	52%	27%	1%	100%
Traffic enforcement	16%	47%	27%	10%	100%
Street repair	8%	35%	32%	24%	100%
Street cleaning	17%	46%	31%	6%	100%
Street lighting	14%	52%	29%	5%	100%
Snow removal	10%	58%	24%	8%	100%
Sidewalk maintenance	15%	46%	23%	16%	100%
Traffic signal timing	7%	31%	31%	32%	100%
Bus or transit services	6%	35%	31%	28%	100%
Garbage collection	22%	56%	18%	4%	100%
Recycling	27%	43%	19%	10%	100%
Yard waste pick-up	14%	42%	29%	15%	100%
Storm drainage	7%	50%	35%	8%	100%
Drinking water	14%	51%	24%	10%	100%
Sewer services	14%	60%	21%	5%	100%
Power (electric and/or gas) utility	18%	52%	25%	6%	100%
Bowling Green parks	35%	52%	12%	1%	100%
Recreation programs or classes	14%	54%	29%	3%	100%
Recreation centers or facilities	18%	52%	28%	2%	100%
Land use, planning and zoning	7%	43%	36%	14%	100%
Code enforcement (weeds, abandoned buildings, etc)	10%	44%	32%	14%	100%
Animal control	11%	55%	29%	6%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Bowling Green:	Excellent	Good	Fair	Poor	Total
Economic development	16%	52%	25%	7%	100%
Health services	12%	55%	23%	10%	100%
Services to seniors	13%	48%	27%	11%	100%
Services to youth	8%	47%	36%	9%	100%
Services to low-income people	7%	40%	31%	22%	100%
Public library services	28%	52%	18%	3%	100%
Public information services	10%	61%	24%	5%	100%
Public schools	25%	50%	23%	3%	100%
Cable television	13%	48%	24%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	52%	25%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	10%	48%	32%	11%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Bowling Green	14%	63%	19%	4%	100%
The Federal Government	6%	45%	36%	14%	100%
The State Government	5%	53%	29%	13%	100%
Warren County Government	8%	57%	26%	9%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact 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	46%
Yes	54%
Total	100%

Question 14: 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	27%	51%	16%	5%	100%
Responsiveness	29%	42%	19%	10%	100%
Courtesy	35%	40%	14%	12%	100%
Overall impression	28%	44%	14%	15%	100%

Question 15: 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	6%	43%	38%	14%	100%
The overall direction that Bowling Green is taking	12%	53%	26%	9%	100%
The job Bowling Green government does at welcoming citizen involvement	13%	37%	36%	14%	100%
The job Bowling Green government does at listening to citizens	7%	31%	44%	18%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Bowling Green to someone who asks	48%	38%	11%	3%	100%
Remain in Bowling Green for the next five years	52%	27%	12%	8%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	10%
Neutral	30%
Somewhat negative	44%
Very negative	13%
Total	100%

Question 18a: Policy Question 1	
Please rate the range of activities available at Bowling Green's parks and recreation facilities.	Percent of respondents
Excellent	14%
Good	52%
Fair	28%
Poor	7%
Total	100%

Question 18b: Policy Question 2					
Please rate the condition of streets and roads within the city limits of Bowling Green.	Excellent	Good	Fair	Poor	Total
Residential and other city streets	8%	42%	40%	10%	100%
State roads and highways (with route numbers, for example U.S. 231 Scottsville Road, U.S. 31 W Nashville Road, etc.)	11%	46%	33%	11%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	29%
Yes, full-time	50%
Yes, part-time	21%
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	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	14%
Bus or other public transportation	3%
Walk	4%
Bicycle	1%
Work at home	4%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Bowling Green?	Percent of respondents
Less than 2 years	16%
2 to 5 years	18%
6 to 10 years	19%
11 to 20 years	14%
More than 20 years	34%
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	53%
House attached to one or more houses (e.g., a duplex or townhome)	13%
Building with two or more apartments or condominiums	33%
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	53%
Owned by you or someone in this house with a mortgage or free and clear	47%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	10%
\$300 to \$599 per month	42%
\$600 to \$999 per month	27%
\$1,000 to \$1,499 per month	12%
\$1,500 to \$2,499 per month	7%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	70%
Yes	30%
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	83%
Yes	17%
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	37%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	19%
\$100,000 to \$149,000	8%
\$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	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	9%
White	86%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	24%
25 to 34 years	22%
35 to 44 years	15%
45 to 54 years	14%
55 to 64 years	10%
65 to 74 years	9%
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	19%
Yes	78%
Ineligible to vote	3%
Total	100%



Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	32%
Yes	64%
Ineligible to vote	4%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
	Bowling Green as a place to live	33%	84	55%	142	12%	31	1%	2	0%	0	100%
Your neighborhood as a place to live	28%	74	36%	95	28%	72	7%	19	0%	1	100%	260
Bowling Green as a place to raise children	31%	80	48%	124	15%	38	1%	3	5%	13	100%	258
Bowling Green as a place to work	21%	55	39%	102	30%	77	7%	18	3%	7	100%	259
Bowling Green as a place to retire	19%	48	37%	96	27%	70	5%	12	12%	32	100%	258
The overall quality of life in Bowling Green	25%	65	57%	146	17%	45	1%	3	0%	0	100%	259

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	12%	30	59%	150	23%	58	4%	11	3%	7	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	28	41%	106	31%	81	13%	33	4%	12	100%	260
Overall appearance of Bowling Green	15%	40	57%	147	27%	69	1%	3	0%	1	100%	260
Cleanliness of Bowling Green	17%	43	54%	138	28%	72	1%	3	0%	1	100%	258
Overall quality of new development in Bowling Green	23%	59	44%	114	28%	72	2%	6	3%	8	100%	259
Variety of housing options	18%	45	49%	127	24%	62	7%	19	2%	5	100%	259
Overall quality of business and service establishments in Bowling Green	16%	40	58%	149	20%	52	6%	17	0%	1	100%	259
Shopping opportunities	21%	54	43%	113	25%	65	10%	26	1%	3	100%	260
Opportunities to attend cultural activities	13%	34	41%	106	34%	87	7%	18	5%	12	100%	259
Recreational opportunities	14%	37	49%	126	27%	69	8%	20	3%	8	100%	260
Employment opportunities	6%	16	43%	112	32%	82	13%	34	5%	14	100%	258
Educational opportunities	29%	75	45%	117	21%	55	2%	4	3%	8	100%	258

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	
	Opportunities to participate in social events and activities	17%	44	42%	108	29%	76	7%	19	4%	11	100%
Opportunities to participate in religious or spiritual events and activities	28%	73	47%	121	17%	43	2%	6	6%	16	100%	259
Opportunities to volunteer	24%	61	48%	123	19%	50	2%	5	7%	18	100%	257
Opportunities to participate in community matters	13%	32	41%	105	30%	77	8%	22	8%	20	100%	256
Ease of car travel in Bowling Green	7%	18	36%	94	38%	98	16%	43	2%	6	100%	258
Ease of bus travel in Bowling Green	4%	9	12%	32	25%	65	26%	66	33%	84	100%	256
Ease of bicycle travel in Bowling Green	4%	11	21%	53	32%	82	21%	55	22%	55	100%	256
Ease of walking in Bowling Green	9%	23	36%	95	30%	77	17%	45	8%	21	100%	260
Availability of paths and walking trails	8%	20	27%	70	36%	93	19%	49	10%	26	100%	258
Traffic flow on major streets	3%	7	19%	50	44%	113	33%	86	1%	4	100%	259
Amount of public parking	5%	13	21%	54	53%	137	19%	48	2%	6	100%	258
Availability of affordable quality housing	7%	19	37%	96	34%	89	13%	34	9%	22	100%	260
Availability of affordable quality child care	5%	13	21%	55	26%	68	10%	27	37%	96	100%	258
Availability of affordable quality health care	8%	20	39%	101	28%	71	17%	44	8%	22	100%	257
Availability of affordable quality food	18%	47	47%	121	29%	76	5%	14	1%	2	100%	260
Availability of preventive health services	10%	25	40%	104	25%	66	11%	29	13%	35	100%	260
Air quality	12%	30	51%	133	27%	71	4%	10	6%	15	100%	258
Quality of overall natural environment in Bowling Green	13%	35	54%	140	28%	72	2%	6	2%	6	100%	259
Overall image or reputation of Bowling Green	21%	55	50%	129	25%	64	3%	7	1%	3	100%	258

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	0%	0	5%	12	51%	132	21%	54	7%	18	17%	44	100%
Retail growth (stores, restaurants, etc.)	1%	3	20%	52	56%	145	8%	20	6%	15	10%	25	100%	261
Jobs growth	11%	30	47%	123	18%	47	3%	8	1%	2	20%	51	100%	260

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	11%	29
Minor problem	43%	110
Moderate problem	35%	89
Major problem	4%	11
Don't know	7%	18
Total	100%	256

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)	19%	49	55%	140	11%	28	12%	30	1%	3	2%	5	100%
Property crimes (e.g., burglary, theft)	13%	34	48%	122	16%	41	16%	40	5%	12	2%	6	100%	255
Environmental hazards, including toxic waste	32%	82	46%	116	12%	30	3%	8	1%	3	6%	15	100%	254

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	62%	162	32%	84	3%	7	2%	6	1%	2	0%	0	100%
In your neighborhood after dark	35%	90	39%	101	10%	25	12%	32	4%	10	0%	1	100%	258
In Bowling Green's downtown area during the day	54%	140	33%	86	7%	18	3%	8	1%	2	3%	6	100%	259
In Bowling Green's downtown area after dark	14%	36	46%	118	14%	38	15%	38	5%	14	6%	15	100%	259

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	84%	219
Yes	15%	39
Don't know	1%	3
Total	100%	260

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	33%	15
Yes	64%	29
Don't know	3%	1
Total	100%	46

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bowling Green?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Bowling Green/Warren County public libraries or their services	29%	76	32%	84	26%	66	6%	15	7%	17	100%	258
Used Bowling Green recreation centers	44%	115	25%	65	19%	50	7%	17	4%	11	100%	258
Participated in a recreation program or activity	49%	124	23%	60	20%	51	2%	6	5%	14	100%	254
Visited a neighborhood park or City park	10%	25	25%	65	38%	97	16%	41	11%	29	100%	256
Ridden a local BG Transit bus within Bowling Green	91%	234	5%	12	2%	6	1%	3	1%	3	100%	258
Attended a meeting of local elected officials or other local public meeting	81%	208	13%	34	6%	16	0%	0	0%	0	100%	258
Watched a meeting of local elected officials or other local public meeting on cable television	49%	127	29%	75	16%	42	4%	9	2%	4	100%	258
Read the City Page in the Daily News or SOKY Happenings Magazine	24%	62	18%	47	36%	91	9%	22	13%	33	100%	255

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Bowling Green?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Visited the City of Bowling Green Web site (at www.bgky.com)	41%	105	25%	63	20%	50	6%	16	8%	20	100%
Recycled used paper, cans or bottles from your home	29%	75	12%	30	13%	33	4%	10	42%	108	100%	257
Volunteered your time to some group or activity in Bowling Green	46%	119	24%	61	13%	33	8%	21	9%	24	100%	258
Participated in religious or spiritual activities in Bowling Green	30%	79	15%	38	13%	34	10%	27	31%	81	100%	258
Participated in a club or civic group in Bowling Green	62%	161	16%	40	11%	28	6%	16	5%	12	100%	257
Provided help to a friend or neighbor	3%	7	22%	56	40%	104	14%	37	21%	53	100%	257

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	18%	45
Several times a week	26%	67
Several times a month	23%	60
Once a month	12%	30
Several times a year	9%	23
Once a year or less	3%	7
Never	9%	24
Total	100%	258

Question 11: Service Quality												
Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	26%	68	45%	118	15%	39	7%	18	7%	18	100%	260
Fire services	28%	73	46%	120	4%	11	0%	1	21%	54	100%	259
Ambulance or emergency medical services	25%	66	46%	118	6%	16	1%	2	22%	57	100%	259
Crime prevention	14%	35	41%	107	25%	63	7%	18	13%	34	100%	258
Fire prevention and education	17%	43	42%	108	22%	56	1%	1	19%	50	100%	258
Traffic enforcement	15%	38	44%	113	25%	65	10%	25	6%	16	100%	257
Street repair	8%	20	33%	86	30%	78	22%	58	6%	17	100%	259
Street cleaning	16%	41	43%	109	29%	73	6%	15	7%	18	100%	256
Street lighting	14%	35	51%	131	29%	75	5%	13	1%	3	100%	258
Snow removal	9%	22	48%	122	20%	51	7%	17	16%	41	100%	253
Sidewalk maintenance	13%	32	40%	103	20%	51	14%	35	13%	32	100%	253
Traffic signal timing	7%	17	30%	77	30%	77	32%	81	1%	3	100%	254
Bus or transit services	3%	8	19%	50	18%	45	16%	40	44%	113	100%	257
Garbage collection	21%	53	52%	133	17%	42	4%	10	6%	16	100%	254
Recycling	23%	61	38%	97	17%	43	9%	24	13%	34	100%	259
Yard waste pick-up	11%	29	33%	86	23%	60	12%	31	20%	52	100%	258
Storm drainage	6%	15	41%	105	28%	73	7%	18	18%	47	100%	257
Drinking water	14%	35	50%	128	24%	61	9%	24	4%	9	100%	258
Sewer services	13%	33	54%	140	19%	50	5%	12	9%	24	100%	258
Power (electric and/or gas) utility	18%	45	51%	132	25%	64	6%	15	1%	2	100%	258
Bowling Green parks	34%	87	50%	128	11%	29	1%	2	4%	12	100%	257
Recreation programs or classes	10%	24	37%	94	20%	51	2%	5	32%	81	100%	255
Recreation centers or facilities	13%	34	38%	97	20%	52	2%	4	27%	70	100%	258
Land use, planning and zoning	5%	13	33%	85	28%	71	11%	27	23%	59	100%	255
Code enforcement (weeds, abandoned buildings, etc)	7%	19	33%	86	25%	64	11%	28	24%	61	100%	258
Animal control	9%	23	45%	116	23%	61	5%	12	18%	47	100%	258

Question 11: Service Quality												
Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
	Economic development	13%	34	44%	112	22%	55	6%	15	15%	38	100%
Health services	11%	30	51%	132	21%	54	9%	24	8%	21	100%	260
Services to seniors	7%	19	27%	69	15%	39	6%	16	45%	117	100%	259
Services to youth	5%	14	33%	86	25%	66	7%	17	30%	76	100%	259
Services to low-income people	4%	11	25%	64	19%	50	14%	35	38%	97	100%	257
Public library services	23%	59	43%	111	15%	38	2%	5	18%	46	100%	258
Public information services	8%	21	49%	125	19%	50	4%	10	20%	52	100%	258
Public schools	19%	49	39%	100	18%	47	2%	5	21%	53	100%	254
Cable television	13%	32	46%	118	23%	59	14%	35	5%	14	100%	257
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	32	38%	95	18%	45	4%	9	28%	69	100%	250
Preservation of natural areas such as open space, farmlands and greenbelts	8%	19	38%	94	25%	63	9%	22	21%	51	100%	248

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Bowling Green	13%	35	60%	157	18%	47	4%	10	5%	12	100%
The Federal Government	5%	12	38%	99	31%	81	12%	31	14%	35	100%	258
The State Government	5%	12	47%	120	25%	65	11%	28	12%	32	100%	258
Warren County Government	7%	18	49%	127	23%	59	8%	20	13%	34	100%	258

Question 13: Contact with City Employees		
Have you had any in-person or phone contact 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	46%	120
Yes	54%	139
Total	100%	259



Question 14: 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	27%	40	51%	75	16%	24	5%	8	0%	0	100%
Responsiveness	29%	43	42%	62	19%	28	10%	14	1%	1	100%	147
Courtesy	35%	51	40%	59	14%	20	12%	18	0%	0	100%	148
Overall impression	28%	42	43%	65	14%	20	15%	22	0%	0	100%	149

Question 15: 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	5%	13	38%	98	34%	88	12%	31	10%	25	100%
The overall direction that Bowling Green is taking	12%	30	50%	130	24%	62	8%	21	5%	14	100%	257
The job Bowling Green government does at welcoming citizen involvement	11%	29	31%	79	30%	77	12%	31	16%	40	100%	255
The job Bowling Green government does at listening to citizens	6%	15	25%	64	36%	92	14%	37	19%	48	100%	257

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Bowling Green to someone who asks	47%	123	38%	98	11%	28	3%	9	1%	2	100%
Remain in Bowling Green for the next five years	51%	132	26%	69	12%	31	8%	21	3%	8	100%	261

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	9
Somewhat positive	10%	26
Neutral	30%	78
Somewhat negative	44%	113
Very negative	13%	34
Total	100%	259

Question 18a: Policy Question 1		
Please rate the range of activities available at Bowling Green’s parks and recreation facilities.	Percent of respondents	Count
Excellent	12%	31
Good	44%	115
Fair	23%	61
Poor	6%	15
Don't know	15%	40
Total	100%	262

Question 18b: Policy Question 2												
Please rate the condition of streets and roads within the city limits of Bowling Green.	Excellent		Good		Fair		Poor		Don't know		Total	
	Residential and other city streets	8%	20	42%	111	40%	106	10%	27	0%	0	100%
State roads and highways (with route numbers, for example U.S. 231 Scottsville Road, U.S. 31 W Nashville Road, etc.)	11%	28	46%	119	33%	85	11%	28	1%	1	100%	261

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	29%	75
Yes, full-time	50%	130
Yes, part-time	21%	55
Total	100%	260

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	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	14%
Bus or other public transportation	3%
Walk	4%
Bicycle	1%
Work at home	4%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Bowling Green?	Percent of respondents	Count
Less than 2 years	16%	40
2 to 5 years	18%	47
6 to 10 years	19%	48
11 to 20 years	14%	36
More than 20 years	34%	87
Total	100%	258

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	53%	137
House attached to one or more houses (e.g., a duplex or townhome)	13%	35
Building with two or more apartments or condominiums	33%	85
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	53%	133
Owned by you or someone in this house with a mortgage or free and clear	47%	117
Total	100%	250

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	10%	24
\$300 to \$599 per month	42%	107
\$600 to \$999 per month	27%	68
\$1,000 to \$1,499 per month	12%	31
\$1,500 to \$2,499 per month	7%	17
\$2,500 or more per month	2%	6
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	70%	181
Yes	30%	79
Total	100%	259

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	83%	216
Yes	17%	44
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	37%	91
\$25,000 to \$49,999	33%	82
\$50,000 to \$99,999	19%	46
\$100,000 to \$149,000	8%	20
\$150,000 or more	3%	7
Total	100%	246

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	247
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	6
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	1%	3
Asian, Asian Indian or Pacific Islander	3%	8
Black or African American	9%	24
White	86%	224
Other	3%	7
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	24%	63
25 to 34 years	22%	57
35 to 44 years	15%	38
45 to 54 years	14%	36
55 to 64 years	10%	25
65 to 74 years	9%	22
75 years or older	7%	17
Total	100%	258

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	134
Male	48%	123
Total	100%	256

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	19%	48
Yes	75%	194
Ineligible to vote	3%	8
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	31%	81
Yes	63%	162
Ineligible to vote	4%	10
Don't know	2%	6
Total	100%	258

## APPENDIX B: SURVEY METHODOLOGY

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

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

### SURVEY VALIDITY

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

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

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

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



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

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

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

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. 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.

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

## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning October 13, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the surveys mailed. Eighty-eight were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,112 households receiving the survey mailings, 263 completed the survey, providing a response rate of 24%. In general, response rates obtained on local government resident surveys range from 20% to 40%.

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

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

## SURVEY PROCESSING (DATA ENTRY)

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

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

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were gender/age, and housing tenure. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

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

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

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

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

Bowling Green Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	53%	43%	53%
Own home	47%	57%	47%
Detached unit	60%	60%	53%
Attached unit	40%	40%	47%
<b>Race and Ethnicity</b>			
Not Hispanic	96%	98%	97%
Hispanic	4%	2%	3%
White	83%	85%	84%
Non-white	17%	15%	16%
<b>Sex and Age</b>			
Female	53%	65%	52%
Male	47%	35%	48%
18-34 years of age	48%	23%	46%
35-54 years of age	28%	30%	29%
55+ years of age	24%	47%	25%
Females 18-34	23%	16%	23%
Females 35-54	15%	16%	14%
Females 55+	14%	33%	15%
Males 18-34	24%	7%	23%
Males 35-54	14%	13%	14%
Males 55+	9%	15%	10%

## SURVEY DATA ANALYSIS AND REPORTING

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

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

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

### “Don’t Know” Responses

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

### Benchmark Comparisons

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

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

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

### The Role of Comparisons

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

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

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

### Comparison of Bowling Green to the Benchmark Database

The City of Bowling Green chose to have comparisons made to the entire database and two subsets of similar jurisdictions from the database (South region and 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 are available, Bowling Green results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Bowling Green's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

## APPENDIX C: SURVEY MATERIALS

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

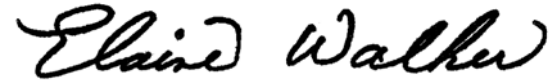


Elaine Walker  
Mayor

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,



Elaine Walker  
Mayor

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Mayor

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Sincerely,



Elaine Walker  
Mayor



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

Presorted  
First Class Mail  
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October 2008

Dear Bowling Green Resident:

**ELAINE N. WALKER**  
*mayor*

**JOE DENNING**  
*commissioner*

**SLIM NASH**  
*commissioner*

**DR. BRIAN STROW**  
*commissioner*

**BRUCE WILKERSON**  
*commissioner*

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 2008 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Commission 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 270-393-3633.

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

Sincerely,

Elaine Walker  
Mayor

1001 COLLEGE STREET  
PO Box 430 • BOWLING GREEN • KENTUCKY • 42102-0430  
270.393.3000 270.393.3698 fax  
www.bgky.org



October 2008

Dear City of Bowling Green Resident:

ELAINE N. WALKER  
*mayor*

JOE DENNING  
*commissioner*

SLIM NASH  
*commissioner*

DR. BRIAN STROW  
*commissioner*

BRUCE WILKERSON  
*commissioner*

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of 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 City Commission make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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Mayor

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270.393.3000 270.393.3698 fax  
www.bgky.org

# The City of Bowling Green 2008 Citizen Survey

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

**1. Please rate each of the following aspects of quality of life in Bowling Green:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of 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:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in 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. During the past twelve months, were you or anyone in your household the victim of any crime?

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

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

- No     Yes     Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in 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 City of 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 in Bowling Green.....	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 local public meeting on cable television .....	1	2	3	4	5
Read the City Page in the Daily News or SOKY Happenings Magazine....	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
Volunteered your time to some group or activity in Bowling Green .....	1	2	3	4	5
Participated in religious or spiritual activities in Bowling Green .....	1	2	3	4	5
Participated in a club or civic group in Bowling Green .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

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

- Just about every day  
 Several times a week  
 Several times a month  
 Once a month  
 Several times a year  
 Once a year or less  
 Never

# The City of Bowling Green 2008 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
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
Bowling Green parks .....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Bowling Green .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Warren County Government.....	1	2	3	4	5

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to 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
The job Bowling Green government does at listening to citizens.....	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in 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

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

- Very positive       Somewhat positive       Neutral       Somewhat negative       Very negative

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

**a. Please rate the range of activities available at Bowling Green's parks and recreation facilities.**

- Excellent       Good       Fair       Poor       Don't know

**b. Please rate the condition of streets and roads within the city limits of Bowling Green.**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Residential and other city streets.....	1	2	3	4	5
State roads and highways (with route numbers, for example U. S. 231 Scottsville Road, U. S. 31W Nashville Road, etc.).....	1	2	3	4	5



# The City of Bowling Green 2008 Citizen Survey

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

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

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

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults ..... days
- Bus 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     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No     Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No     Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both question D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

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

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

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

**D12. In which category is your age?**

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

**D13. What is your sex?**

- Female
- Male

**D14. Are you registered to vote in your jurisdiction?**

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

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

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

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



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