

THE NCSTM
The National Citizen SurveyTM

Sevierville, TN

Trends over Time

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Sevierville to its previous survey results in 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Sevierville represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2013 and 2015 surveys; otherwise the comparison between 2013 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Sevierville for 2015 generally remained stable. Of the 83 items for which comparisons were available, 60 items were rated similarly in 2013 and 2015, 8 items showed a decrease in ratings and 15 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, ratings for 10 aspects increased while only two aspects decreased in 2015 compared to 2013. Five Mobility aspects increased (traffic flow, ease of travel by car, by bicycle, by walking and the availability of paths and walking trails). Other ratings that increased within the pillar of Community Characteristics were overall natural environment, air quality, employment opportunities, health care and child care/preschool. The two items trending down were new development in Sevierville and social events and activities.
- Within the pillar of Governance, most aspects remained stable over time, however four showed a decrease in ratings while two increased. The increases in ratings were for economic development and public information while the decreases were fire services, street repair, garbage collection and City parks.
- Within Participation, fewer residents in 2015 compared to 2013 indicated they visited a City park or contacted Sevierville employees in the 12 months prior to the survey. More residents indicated they were not under housing cost stress, felt the economy will have a positive impact on their income and had voted in local elections in the 12 months prior to the survey.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Overall quality of life	85%	82%	Similar	Similar	Similar
Overall image	71%	75%	Similar	Similar	Similar
Place to live	88%	88%	Similar	Similar	Similar
Neighborhood	79%	81%	Similar	Similar	Similar
Place to raise children	80%	81%	Similar	Similar	Similar
Place to retire	80%	82%	Similar	Much higher	Higher
Overall appearance	81%	81%	Similar	Much higher	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
Safety	Overall feeling of safety	NA	89%	NA	NA	Similar
	Safe in neighborhood	91%	96%	Similar	Similar	Similar
	Safe downtown/commercial area	91%	96%	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	59%	NA	NA	Lower
	Paths and walking trails	56%	65%	Higher	Similar	Similar
	Ease of walking	54%	63%	Higher	Lower	Similar
	Travel by bicycle	38%	47%	Higher	Much lower	Similar
	Travel by car	34%	51%	Higher	Much lower	Similar
	Public parking	NA	53%	NA	NA	Similar
	Traffic flow	22%	32%	Higher	Much lower	Similar
	Overall natural environment	68%	81%	Higher	Similar	Similar
Natural Environment	Cleanliness	78%	79%	Similar	Similar	Similar
	Air quality	53%	69%	Higher	Much lower	Similar
Built Environment	Overall built environment	NA	64%	NA	NA	Similar
	New development in Sevierville	68%	53%	Lower	Higher	Similar
	Affordable quality housing	38%	44%	Similar	Similar	Similar
	Housing options	52%	54%	Similar	Similar	Similar
	Public places	NA	66%	NA	NA	Similar
Economy	Overall economic health	NA	60%	NA	NA	Similar
	Vibrant downtown/commercial area	NA	35%	NA	NA	Similar
	Business and services	67%	70%	Similar	Higher	Similar
	Cost of living	NA	63%	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
	Shopping opportunities	83%	85%	Similar	Much higher	Much higher
	Employment opportunities	34%	48%	Higher	Higher	Similar
	Place to visit	NA	84%	NA	NA	Higher
	Place to work	56%	61%	Similar	Similar	Similar
Recreation and Wellness	Health and wellness	NA	64%	NA	NA	Similar
	Mental health care	NA	43%	NA	NA	Similar
	Preventive health services	59%	61%	Similar	Similar	Similar
	Health care	49%	60%	Higher	Lower	Similar
	Food	65%	69%	Similar	Similar	Similar
	Recreational opportunities	72%	66%	Similar	Much higher	Similar
	Fitness opportunities	NA	64%	NA	NA	Similar
Education and Enrichment	Religious or spiritual events and activities	81%	81%	Similar	Higher	Similar
	Cultural/arts/music activities	49%	42%	Similar	Similar	Similar
	Adult education	NA	59%	NA	NA	Similar
	K-12 education	NA	69%	NA	NA	Similar
	Child care/preschool	33%	55%	Higher	Much lower	Similar
Community Engagement	Social events and activities	63%	50%	Lower	Similar	Similar
	Neighborliness	NA	63%	NA	NA	Similar
	Openness and acceptance	55%	58%	Similar	Lower	Similar
	Opportunities to participate in community matters	58%	59%	Similar	Lower	Similar
	Opportunities to volunteer	74%	69%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Services provided by Sevierville	85%	82%	Similar	Much higher	Similar
Customer service	84%	79%	Similar	Much higher	Similar
Value of services for taxes paid	63%	63%	Similar	Much higher	Similar
Overall direction	67%	65%	Similar	Higher	Similar
Welcoming citizen involvement	60%	54%	Similar	Higher	Similar
Confidence in City government	NA	63%	NA	NA	Similar
Acting in the best interest of Sevierville	NA	60%	NA	NA	Similar
Being honest	NA	62%	NA	NA	Similar
Treating all residents fairly	NA	62%	NA	NA	Similar

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	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Services provided by the Federal Government	44%	43%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark		
		2013	2015		2013	2015	
Safety	Police	87%	82%	Similar	Higher	Similar	
	Fire	98%	90%	Lower	Higher	Similar	
	Ambulance/EMS	NA	86%	NA	NA	Similar	
	Crime prevention	72%	76%	Similar	Higher	Similar	
	Fire prevention	84%	79%	Similar	Much higher	Similar	
	Animal control	62%	57%	Similar	Similar	Similar	
	Emergency preparedness	54%	62%	Similar	Much lower	Similar	
Mobility	Traffic enforcement	61%	63%	Similar	Similar	Similar	
	Street repair	55%	47%	Lower	Higher	Similar	
	Street cleaning	71%	64%	Similar	Higher	Similar	
	Street lighting	72%	73%	Similar	Much higher	Similar	
	Snow removal	67%	71%	Similar	Higher	Similar	
	Sidewalk maintenance	69%	63%	Similar	Much higher	Similar	
	Traffic signal timing	36%	41%	Similar	Much lower	Similar	
	Bus or transit services	NA	37%	NA	NA	Lower	
	Natural Environment	Garbage collection	90%	79%	Lower	Higher	Similar
		Recycling	56%	57%	Similar	Much lower	Lower
Yard waste pick-up		66%	63%	Similar	Lower	Similar	
Drinking water		66%	64%	Similar	Similar	Similar	
Natural areas preservation		59%	61%	Similar	Similar	Similar	
Built Environment	Open space	NA	60%	NA	NA	Similar	
	Storm drainage	73%	69%	Similar	Higher	Similar	
	Sewer services	82%	76%	Similar	Similar	Similar	
	Power utility	NA	81%	NA	NA	Similar	
	Utility billing	NA	74%	NA	NA	Similar	
	Land use, planning and zoning	47%	51%	Similar	Similar	Similar	
	Code enforcement	49%	48%	Similar	Similar	Similar	
Economy	Economic development	50%	60%	Higher	Similar	Similar	
	Recreation and Wellness	City parks	82%	73%	Lower	Similar	Similar
Recreation programs		71%	69%	Similar	Lower	Similar	
Recreation centers		69%	72%	Similar	Similar	Similar	
Health services		NA	62%	NA	NA	Similar	
Education and Enrichment	Special events	NA	67%	NA	NA	Similar	

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		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
Community Engagement	Public libraries	NA	84%	NA	NA	Similar
	Public information	57%	76%	Higher	Lower	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2013	Comparison to benchmark	
	2013	2015		2013	2015
Sense of community	69%	61%	Similar	Similar	Similar
Recommend Sevierville	87%	83%	Similar	Similar	Similar
Remain in Sevierville	89%	87%	Similar	Higher	Similar
Contacted Sevierville employees	53%	44%	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
Safety	Stocked supplies for an emergency	NA	30%	NA	NA	Similar
	Did NOT report a crime	NA	87%	NA	NA	Higher
	Was NOT the victim of a crime	91%	92%	Similar	Higher	Similar
Mobility	Used public transportation instead of driving	NA	16%	NA	NA	Lower
	Carpooled instead of driving alone	NA	38%	NA	NA	Similar
	Walked or biked instead of driving	NA	31%	NA	NA	Much lower
Natural Environment	Made home more energy efficient	NA	59%	NA	NA	Lower
	Recycled at home	51%	57%	Similar	Much lower	Much lower
	Did NOT observe a code violation	NA	58%	NA	NA	Similar
Built Environment	NOT under housing cost stress	61%	69%	Higher	Lower	Similar
	Purchased goods or services in Sevierville	NA	96%	NA	NA	Similar
Economy	Economy will have positive impact on income	21%	46%	Higher	Similar	Much higher
	Work in Sevierville	NA	55%	NA	NA	Higher
	Used Sevierville recreation centers	60%	58%	Similar	Higher	Similar
Recreation and Wellness	Visited a City park	81%	73%	Lower	Lower	Lower
	Ate 5 portions of fruits and vegetables	NA	80%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	75%	NA	NA	Similar
Education and	In very good to excellent health	NA	53%	NA	NA	Similar
	Participated in religious or spiritual	62%	60%	Similar	Much	Higher

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2013	Comparison to benchmark	
		2013	2015		2013	2015
Enrichment	activities				higher	
	Attended a City-sponsored event	NA	43%	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	17%	NA	NA	Similar
	Contacted Sevierville elected officials	NA	13%	NA	NA	Similar
	Volunteered	43%	43%	Similar	Similar	Similar
	Participated in a club	28%	26%	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	91%	NA	NA	Similar
	Done a favor for a neighbor	NA	83%	NA	NA	Similar
	Attended a local public meeting	25%	19%	Similar	Similar	Similar
	Read or watched local news	NA	90%	NA	NA	Similar
	Voted in local elections	62%	80%	Higher	Much lower	Similar