



**CITY OF LYNCHBURG, VA  
2008**



3005 30th Street  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

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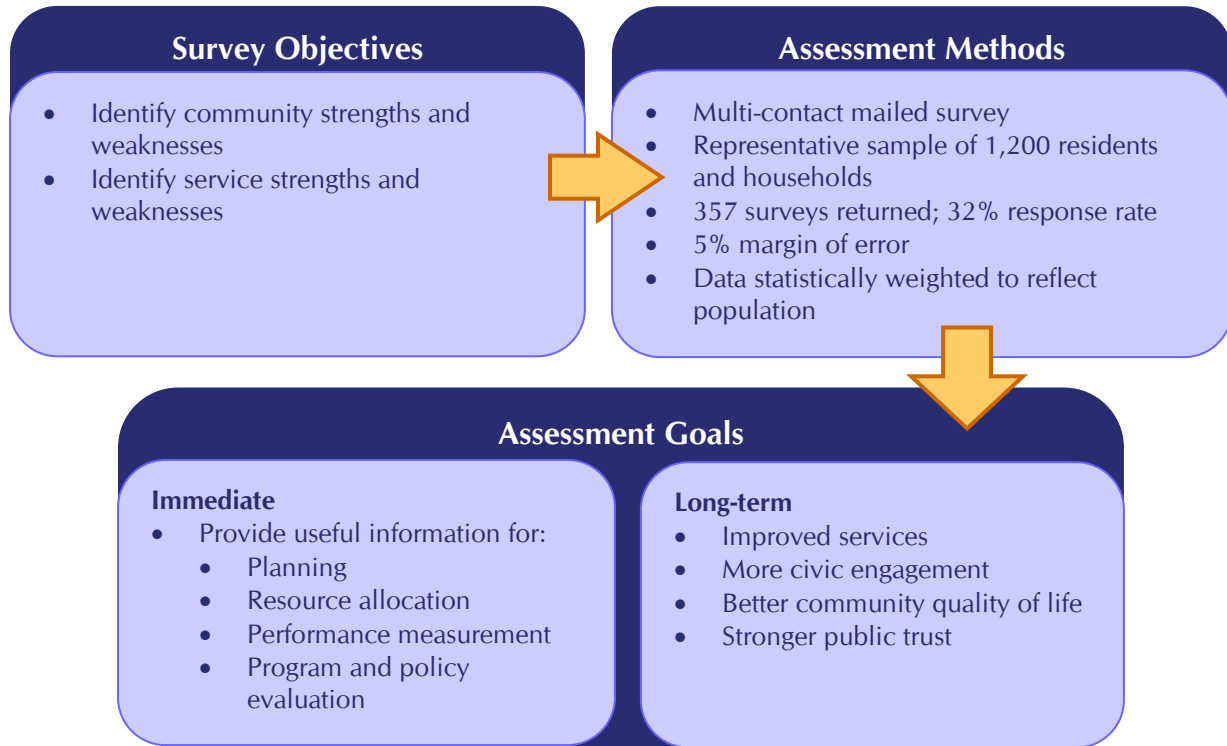
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## SURVEY BACKGROUND

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

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

## 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" (or margin of error). The 95% confidence interval quantifies the sampling error or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any question and 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. The 95% confidence level for the City of Lynchburg survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (357 completed surveys).

### 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 Lynchburg, but from City of Lynchburg services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

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

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of Lynchburg chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions in the Southern Region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Lynchburg 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 Lynchburg 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 Lynchburg'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 Lynchburg 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 Lynchburg and believe the City is a good place to live. The overall quality of life in the City of Lynchburg was rated as “excellent” or “good” by 73% of respondents. A majority report they plan on staying in the City of Lynchburg for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three receiving the most favorable ratings were opportunities to participate in religious or spiritual events or activities, opportunities to volunteer and educational opportunities. The three characteristics receiving the least positive ratings were ease of rail or subway travel, ease of bicycle travel, and amount of public parking.

All of the community characteristics rated were able to be compared to the benchmark database. Of the 32 characteristics for which comparisons were available, 11 were above the benchmark comparison, 13 were similar to the benchmark comparison and eight were below.

Residents in the City of Lynchburg were somewhat civically engaged. While only 27% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. More than half had volunteered their time to some group or activity in the City of Lynchburg.

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

All of the City services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, four were above the benchmark comparison, 15 were similar to the benchmark comparison and 18 were below.

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

- Public information services
- Economic development
- Public schools
- Drinking water
- City parks

Of these services, those deserving the most attention may be those that were below the benchmark comparisons: economic development and city parks. Public schools, drinking and drinking water were similar to the benchmark comparisons. For public information services, the City of Lynchburg is above the benchmark and should continue to ensure high quality performance.



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Lynchburg – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Lynchburg. Residents were asked whether they planned to move soon or if they would recommend the City of Lynchburg to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Lynchburg offers services and amenities that work.

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

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

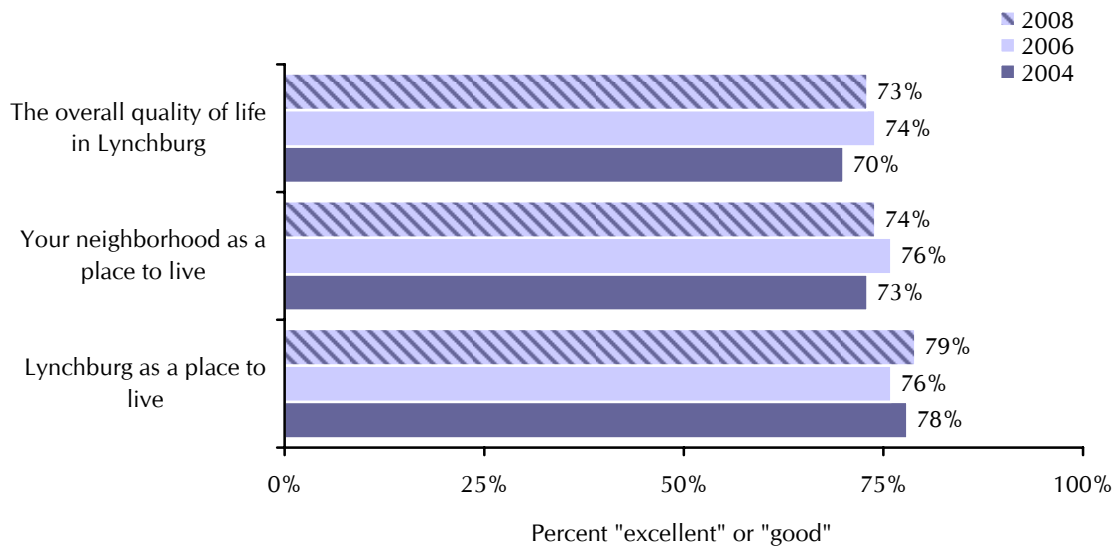


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

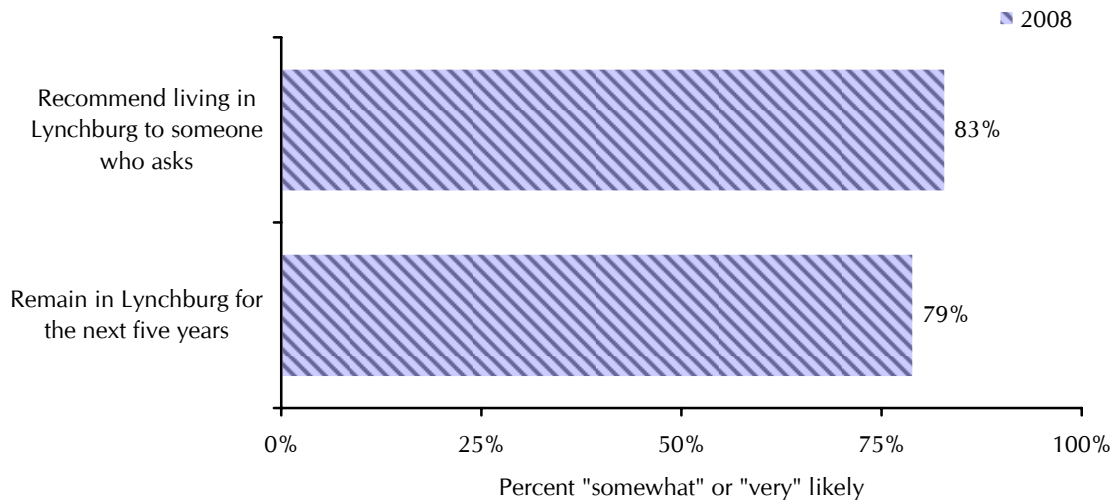


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Southern region comparison
Overall quality of life in Lynchburg	Similar	Similar
Your neighborhood as place to live	Similar	Similar
Lynchburg as a place to live	Similar	Similar
Remain in Lynchburg for the next five years	Similar	Similar
Recommend living in Lynchburg to someone who asks	Similar	Similar

## COMMUNITY DESIGN

### Transportation

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

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Availability of paths and walking trails was given the most positive rating, followed by ease of car travel in Lynchburg. These ratings tended to be similar to years past.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

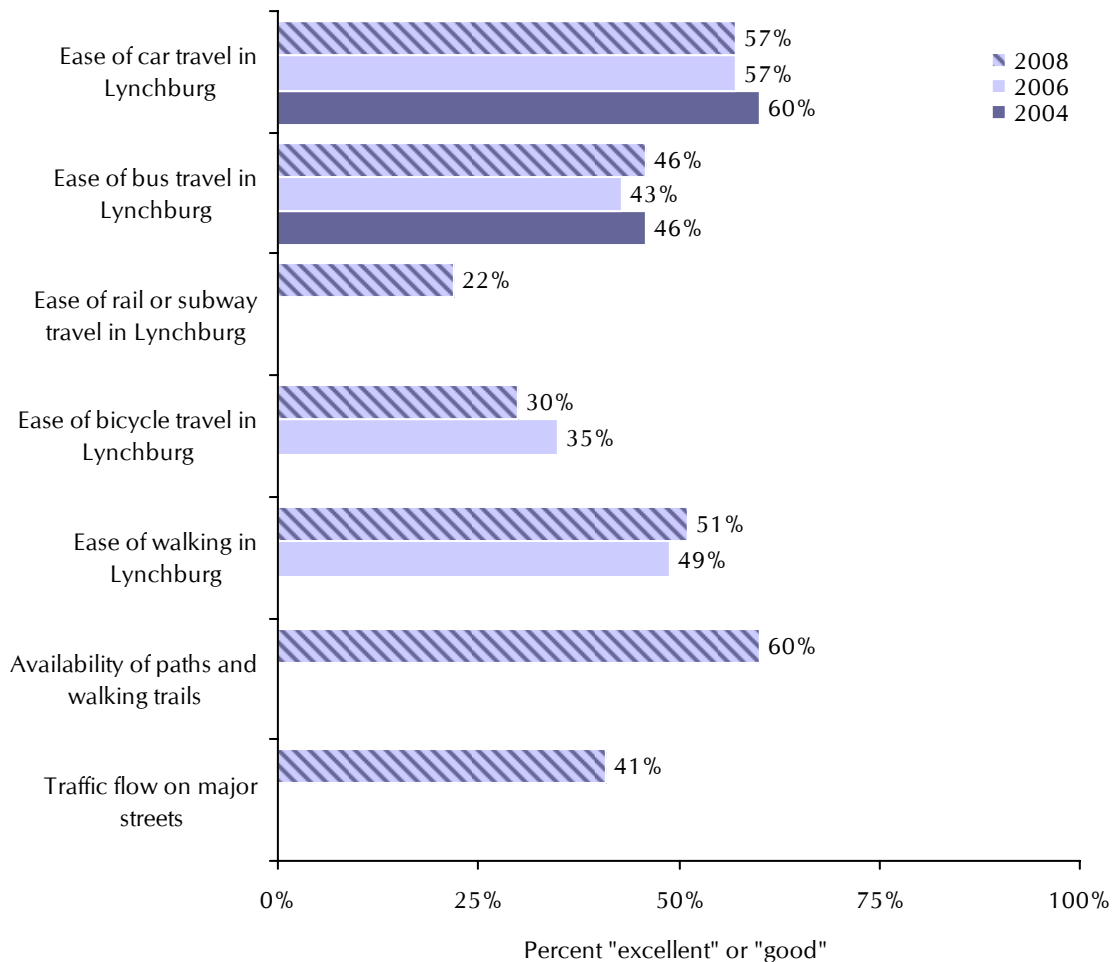


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Southern region comparison
Ease of bus travel in Lynchburg	Similar	Above
Ease of rail or subway travel by in Lynchburg	Below	Not available
Ease of car travel in Lynchburg	Similar	Above
Ease of walking in Lynchburg	Below	Similar
Ease of bicycle travel in Lynchburg	Below	Below
Availability of paths and walking trails	Above	Above
Traffic flow on major streets	Similar	Similar

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

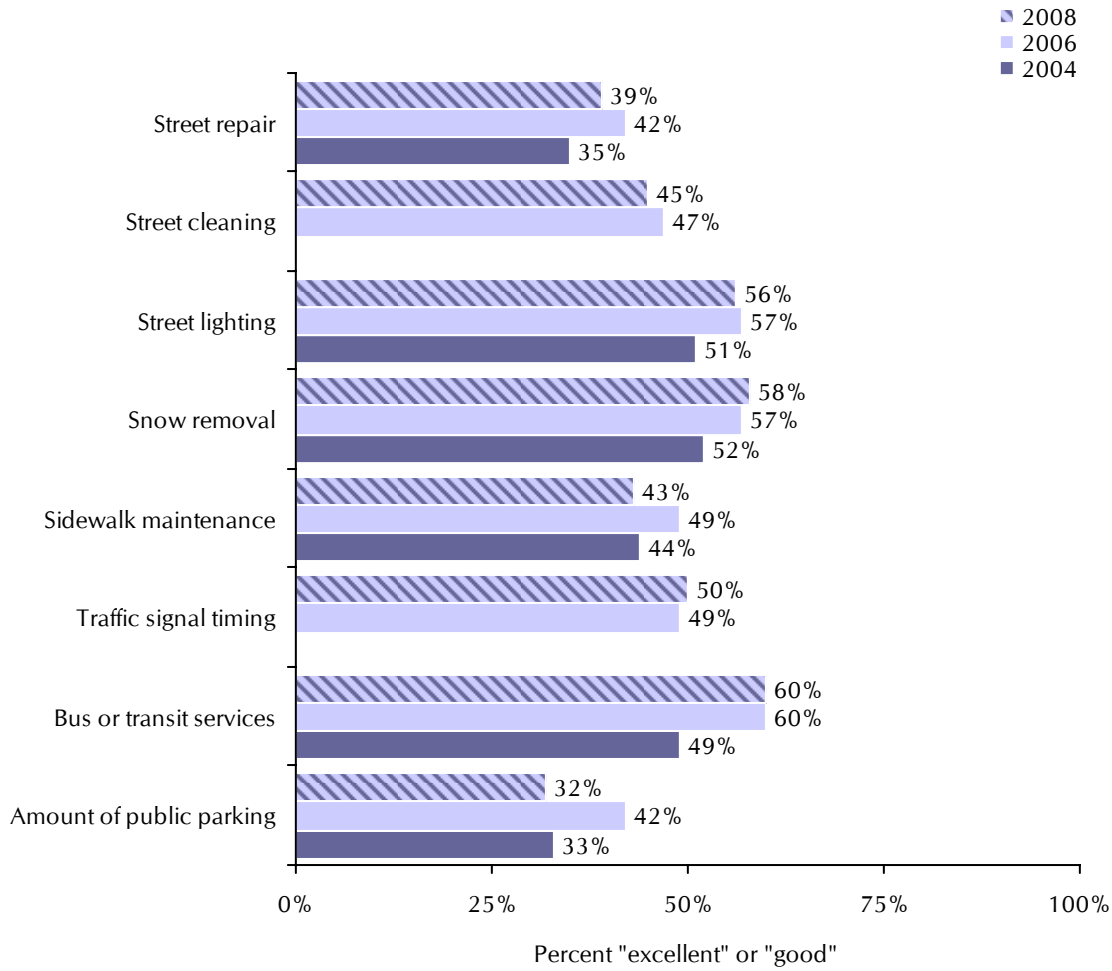


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Southern region comparison
Street repair /maintenance	Below	Similar
Street cleaning	Below	Below
Street lighting	Similar	Similar
Snow removal	Similar	Similar
Sidewalk maintenance	Below	Similar
Light timing	Similar	Above
Bus or transit services	Similar	Similar
Amount of public parking	Below	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by transit, 3% by bicycle and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

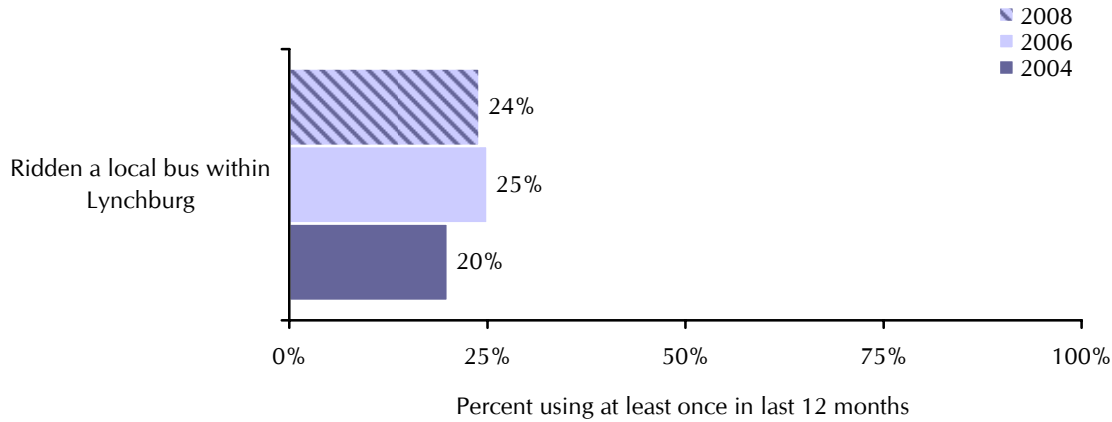
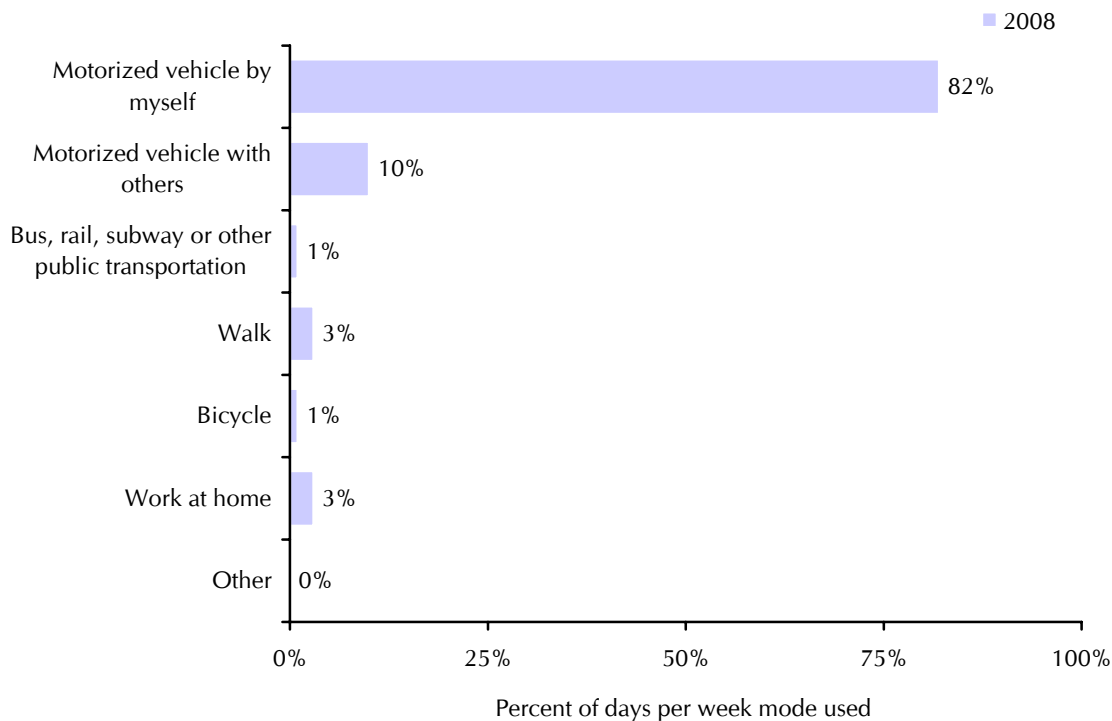


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Southern region comparison
Ridden a local bus within Lynchburg	Similar	Similar

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 Lynchburg 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 47% of respondents, while the variety of housing options was rated as “excellent” or “good” by 61% of respondents. The rating of perceived affordable housing availability was better in the City of Lynchburg than the ratings in comparison jurisdictions.

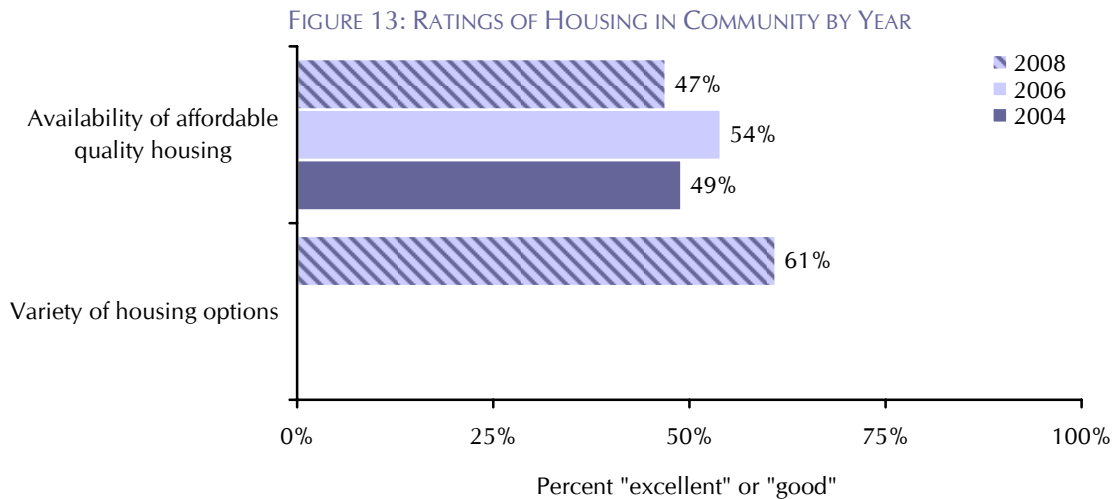
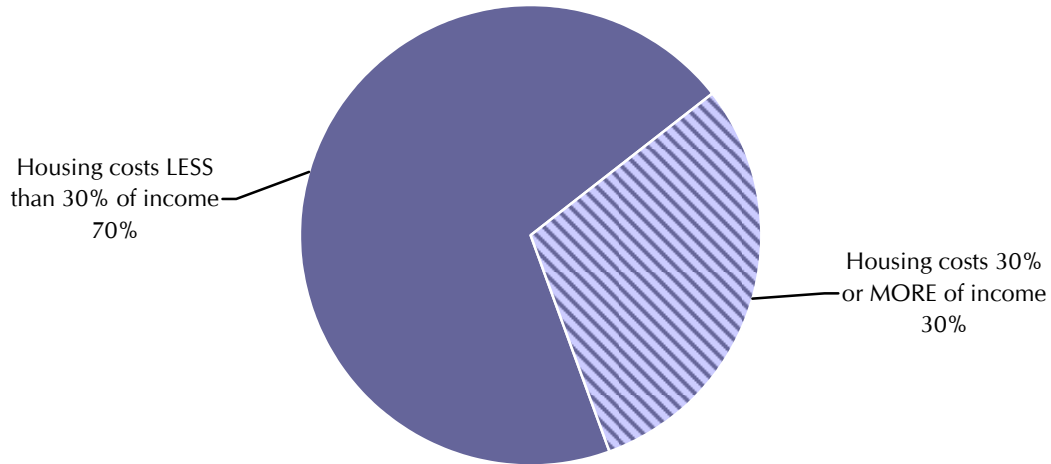


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Southern region comparison
Availability of affordable quality housing	Above	Above
Variety of housing options	Above	Above

To augment the perceptions of affordable housing in Lynchburg, 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 Lynchburg experiencing housing cost stress. Less than one third 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"



Note: This question was not asked in previous surveys.



## 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 Lynchburg 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 Lynchburg was rated as "excellent" by 9% of respondents and as "good" by an additional 45%. The overall appearance of Lynchburg was rated as "excellent" or "good" by 61% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Lynchburg, 65% thought they were a "major" or "moderate" problem.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

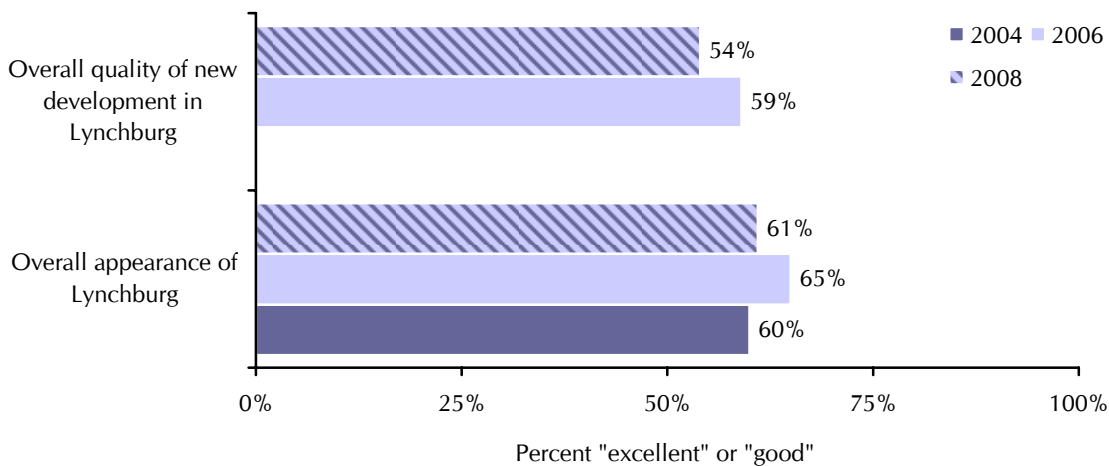


FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Southern region comparison
Quality of new development in city	Similar	Similar
Overall appearance of Lynchburg	Similar	Similar

FIGURE 18: RATINGS OF POPULATION GROWTH BY YEAR

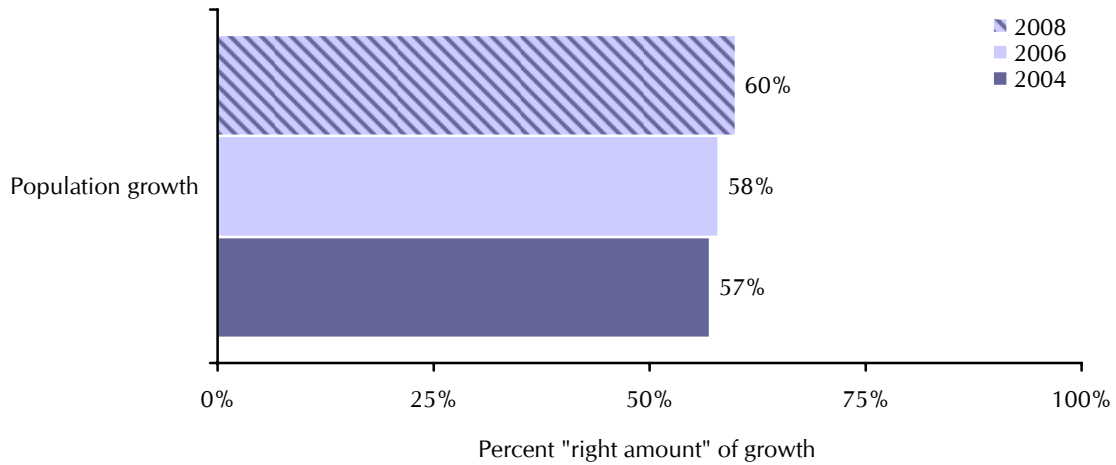


FIGURE 19: POPULATION GROWTH BENCHMARKS

	National comparison	Southern region comparison
Population growth seen as too fast	Below	Below

FIGURE 20: RATINGS OF NUISANCE PROBLEMS BY YEAR

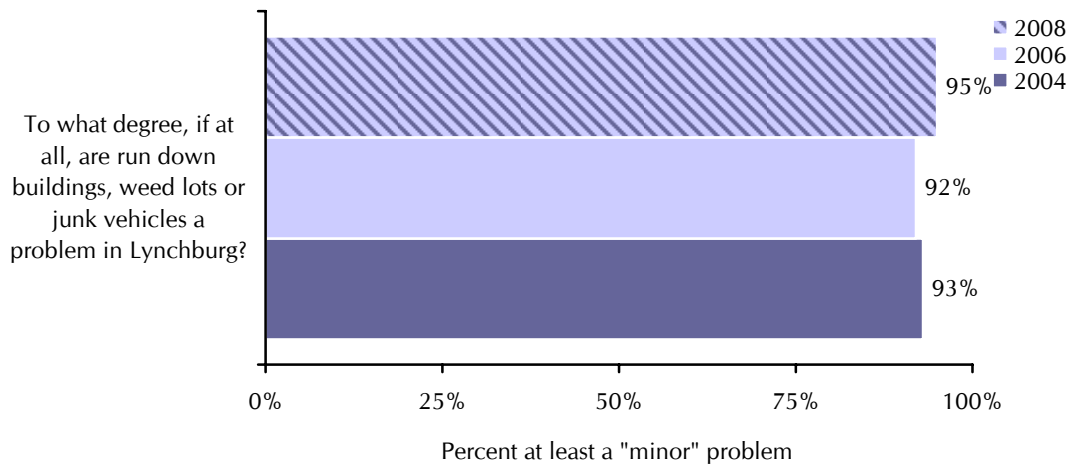


FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

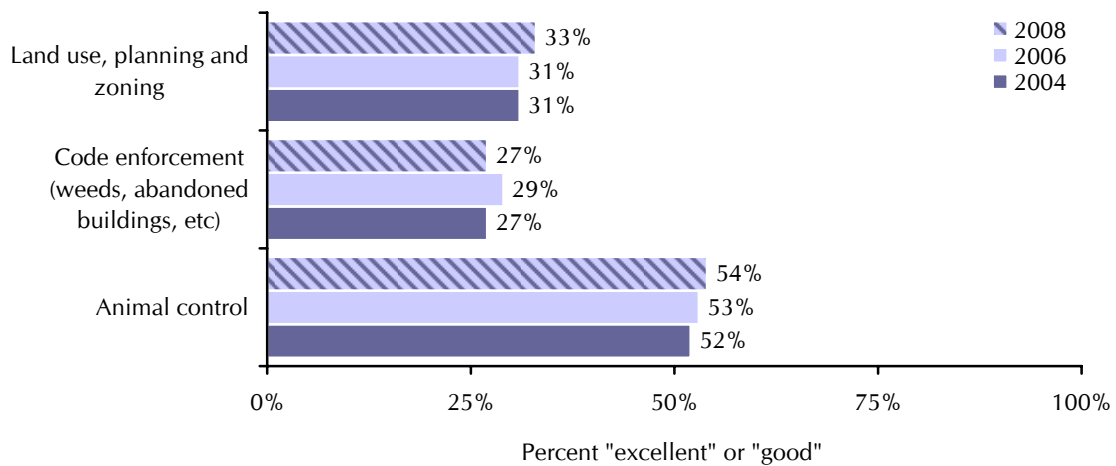


FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Southern region comparison
Land use, planning and zoning	Similar	Similar
Code enforcement (weeds, abandoned buildings, etc)	Below	Below
Animal control	Below	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 the overall quality of business and service establishments and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 23: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

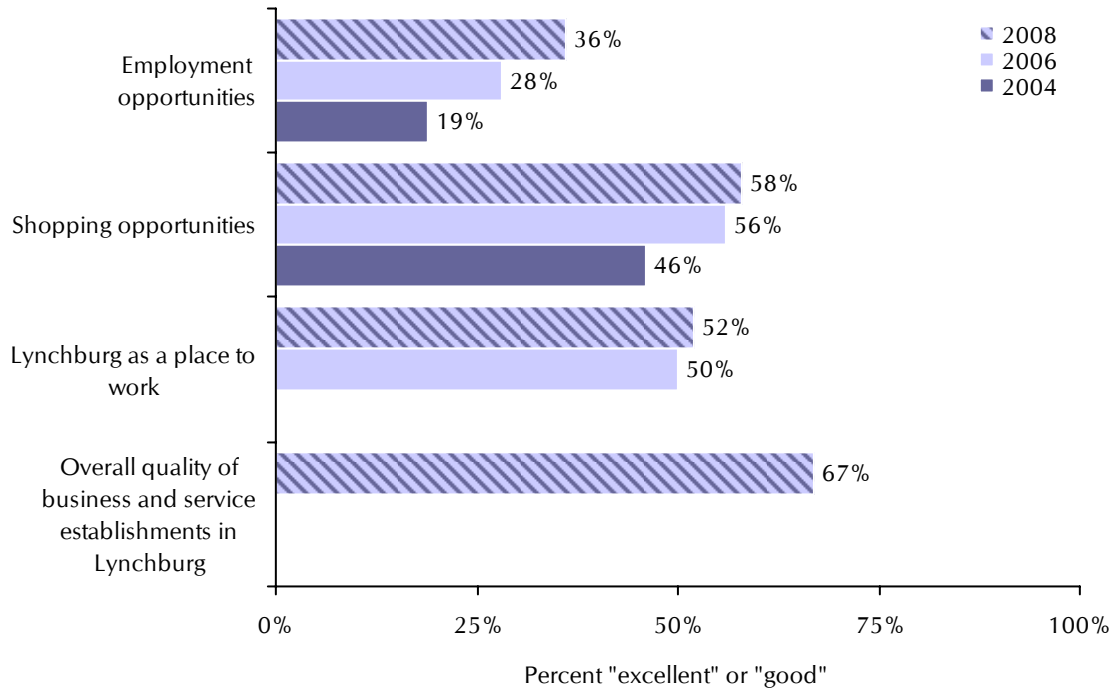


FIGURE 24: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Employment opportunities	Above	Above
Shopping opportunities	Above	Above
Place to work	Similar	Similar
Overall quality of business and service establishments in Lynchburg	Above	Similar

When asked to evaluate the rate of job growth in Lynchburg, 25% responded that it was the “right amount,” while 42% reported the “right amount” of retail growth was occurring in Lynchburg.

FIGURE 25: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

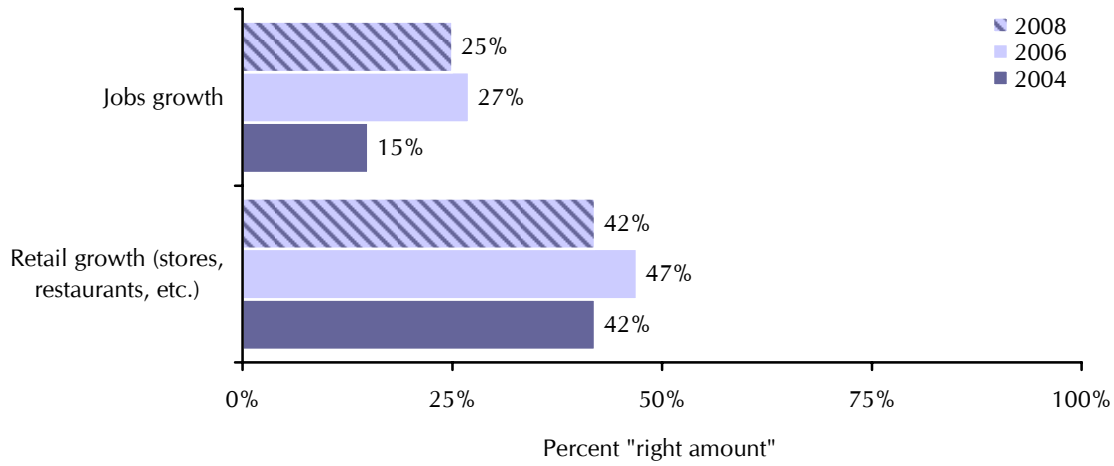


FIGURE 26: JOB AND RETAIL GROWTH BENCHMARKS

	National comparison	Southern region comparison
Retail growth seen as too fast	Above	Above
Jobs growth seen as too slow	Above	Above

FIGURE 27: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

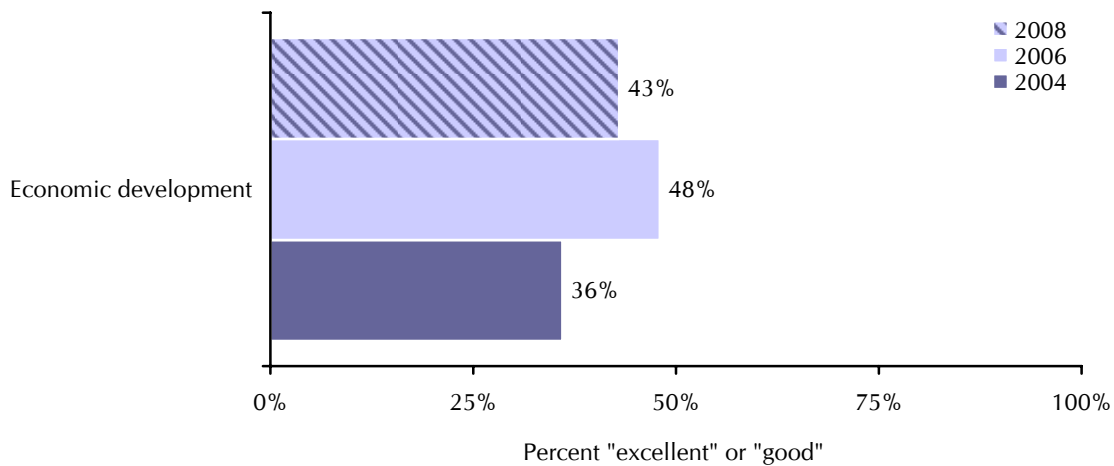


FIGURE 28: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Southern region comparison
Economic development	Below	Similar

Residents were asked to reflect on their economic prospects in the near term. Seventeen percent of the City of Lynchburg residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 55% felt that the economic future would be “somewhat” or “very” negative.

FIGURE 29: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

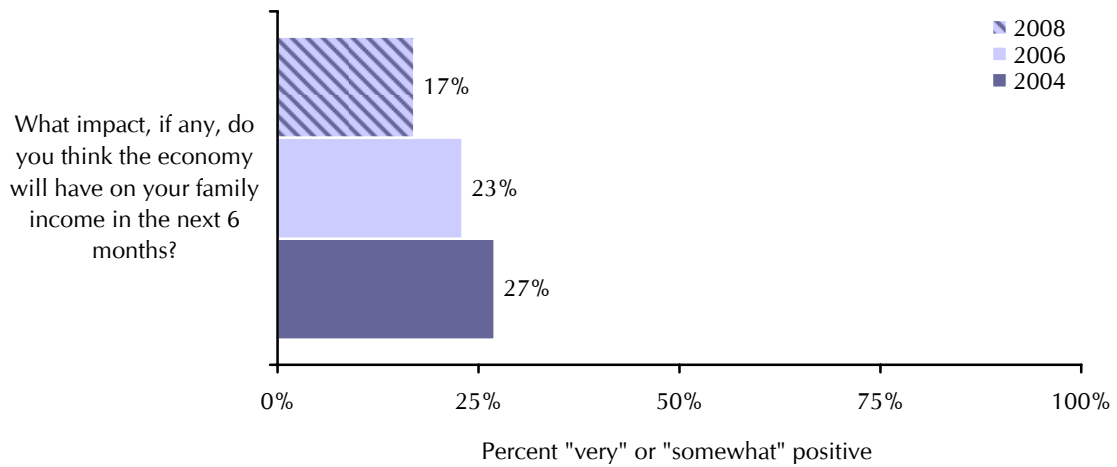


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

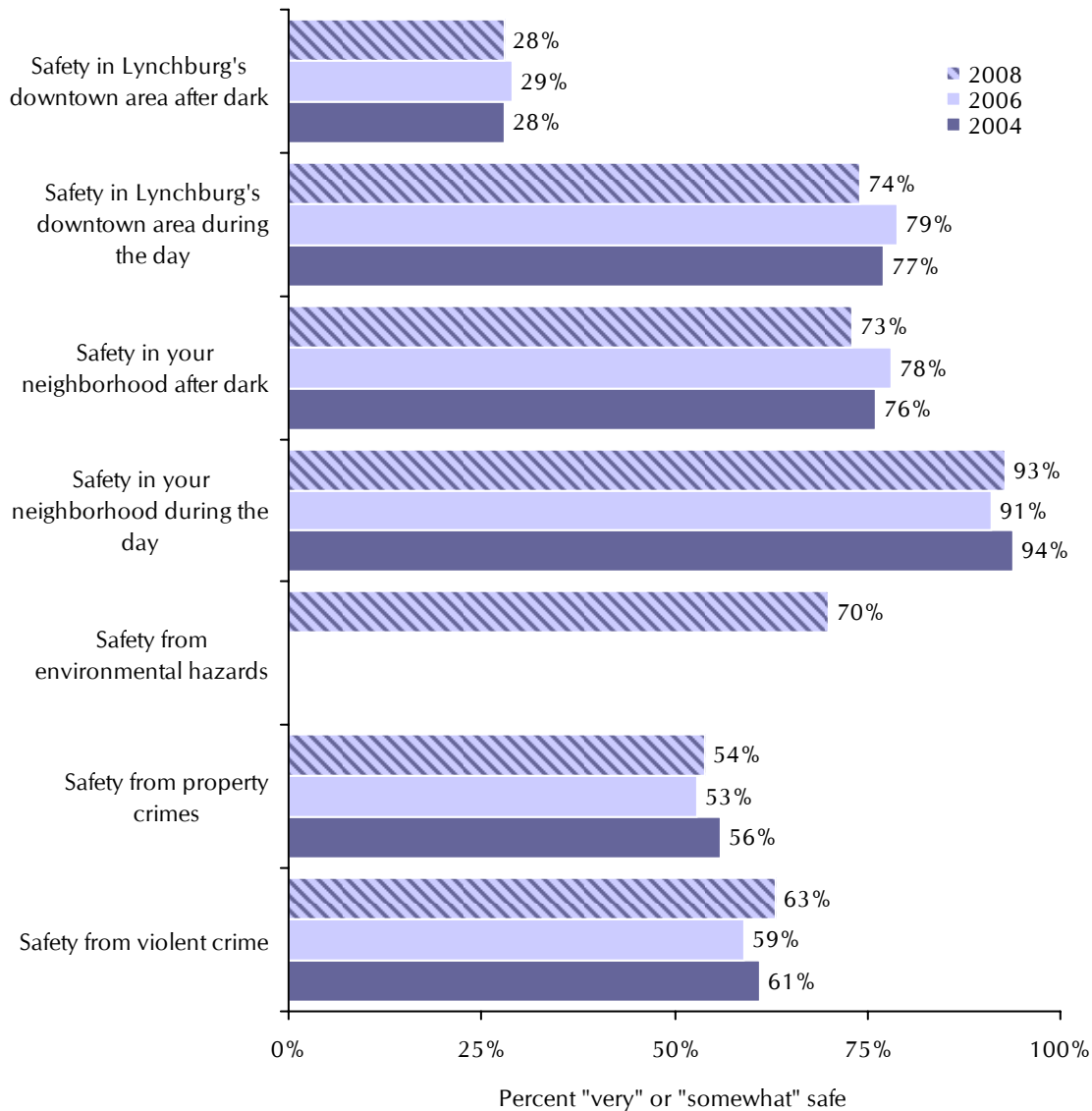
	National comparison	Southern region comparison
Positive impact of economy on household income	Below	Below

## PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City Lynchburg. Sixty-three percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 70% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 31: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



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

FIGURE 32: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 10% 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, 73% had reported it to police.

FIGURE 33: CRIME VICTIMIZATION AND REPORTING BY YEAR

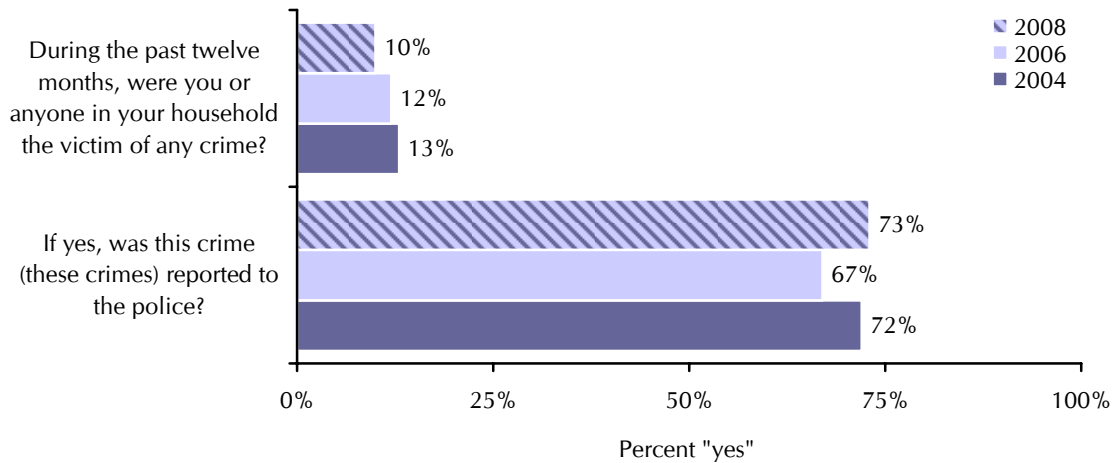


FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Southern region comparison
Victim of crime	Below	Below
Reported crimes	Similar	Below



Residents rated eight City public safety services; of these, one was rated above the benchmark comparison, five were rated similar to the benchmark comparison and two were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings. Most were rated similar compared to previous years.

FIGURE 35: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

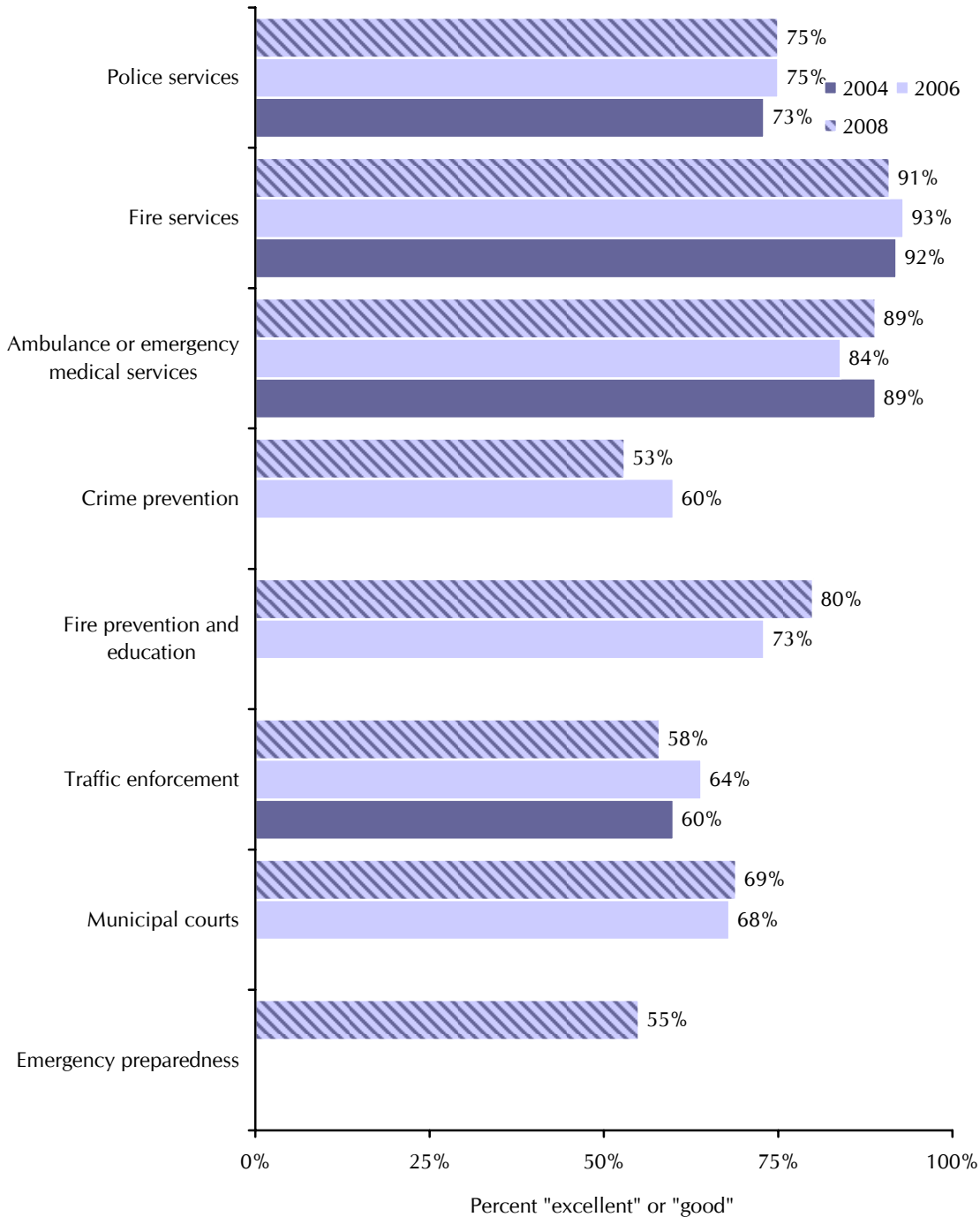


FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Southern region comparison
Police services	Similar	Similar
Fire services	Similar	Similar
EMS/ambulance	Similar	Similar
Crime prevention	Below	Below
Fire prevention and education	Similar	Similar
Traffic enforcement	Similar	Similar
Courts	Above	Above
Emergency preparedness	Below	Below

## 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 Lynchburg 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 72% of survey respondents, it received the highest rating, and was similar to the benchmark.

FIGURE 37: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

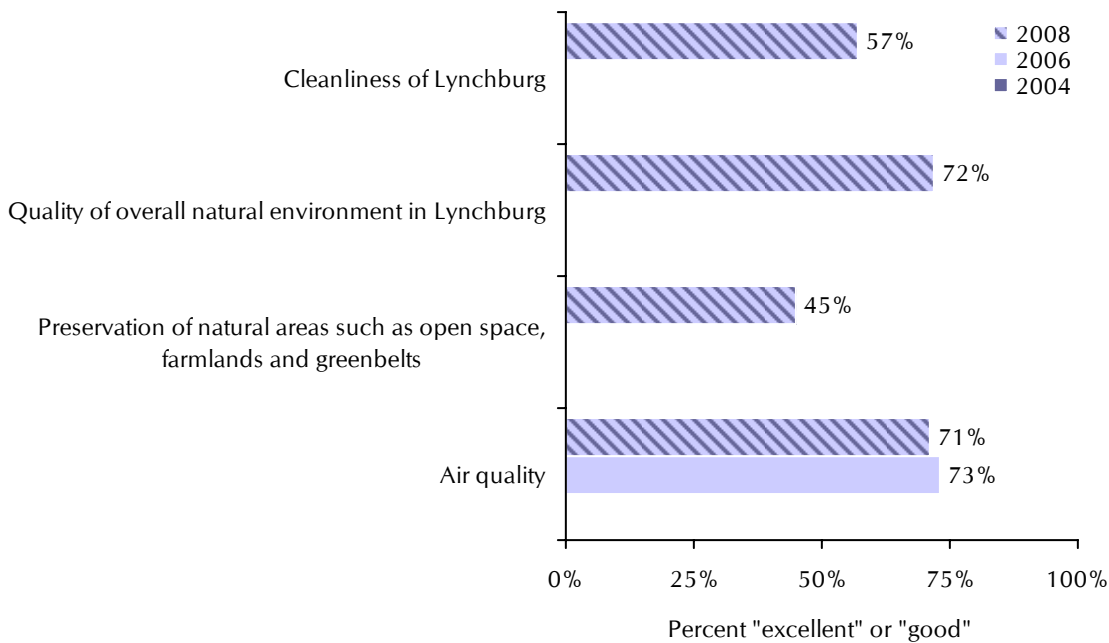


FIGURE 38: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Southern region comparison
Cleanliness of Lynchburg	Below	Below
Quality of overall natural environment in Lynchburg	Similar	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Below	Similar
Air quality	Above	Above

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

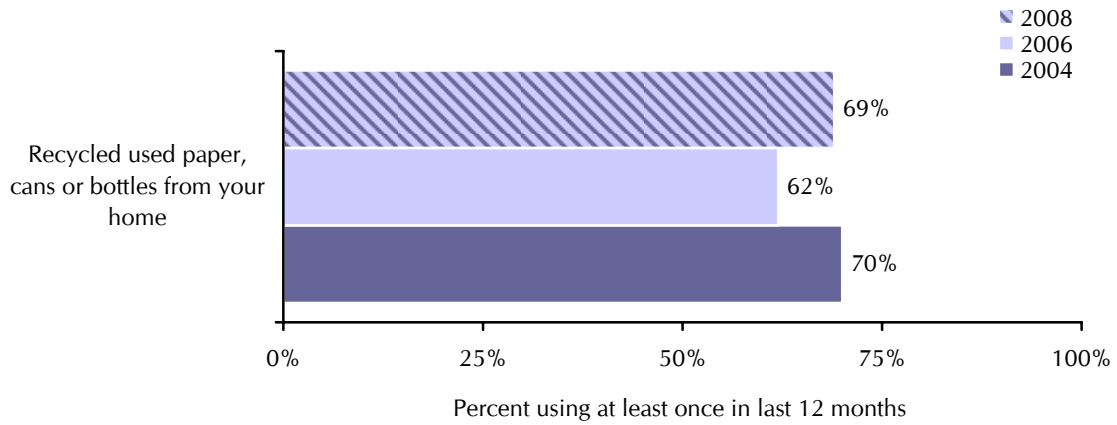


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Southern region comparison
Recycled used paper, cans or bottles from your home	Below	Similar

Of the six utility services rated by those completing the questionnaire, one was higher than the benchmark comparison, two were similar and three were below the benchmark comparison.

FIGURE 41: RATINGS OF UTILITY SERVICES BY YEAR

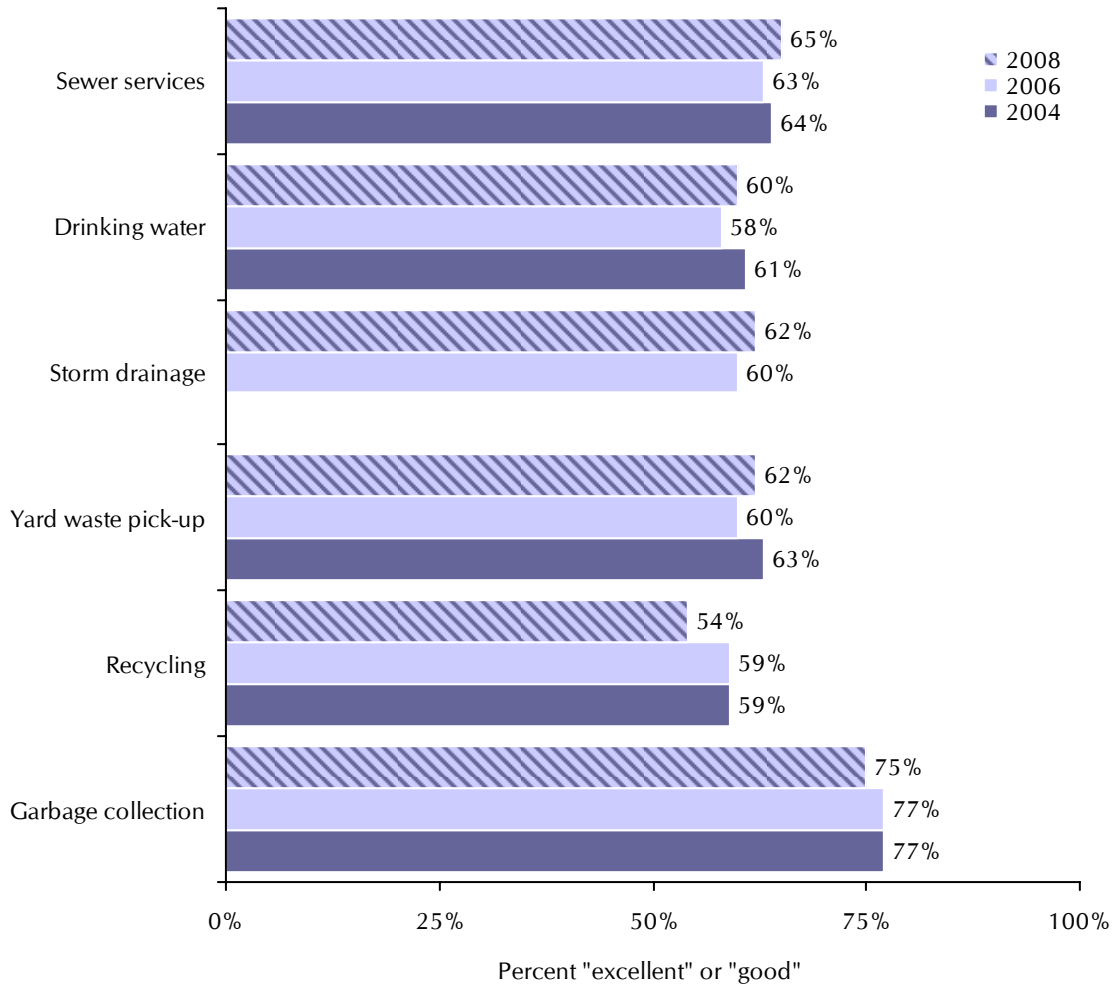


FIGURE 42: UTILITY SERVICES BENCHMARKS

	National comparison	Southern region comparison
Sewer services	Similar	Similar
Drinking water	Similar	Similar
Storm drainage	Above	Above
Yard waste pick-up	Below	Below
Recycling	Below	Below
Garbage collection	Below	Below

## RECREATION AND WELLNESS

### Parks and Recreation

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

FIGURE 43: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

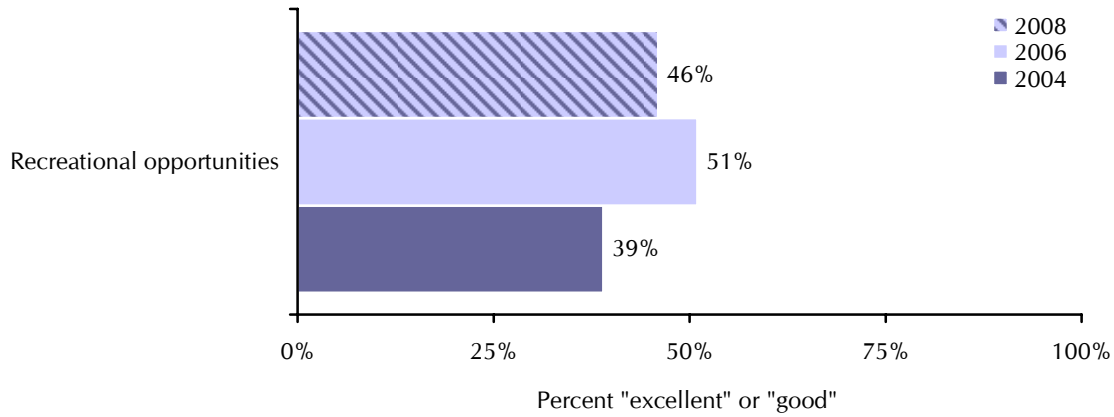


FIGURE 44: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Recreation opportunities	Below	Below

FIGURE 45: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

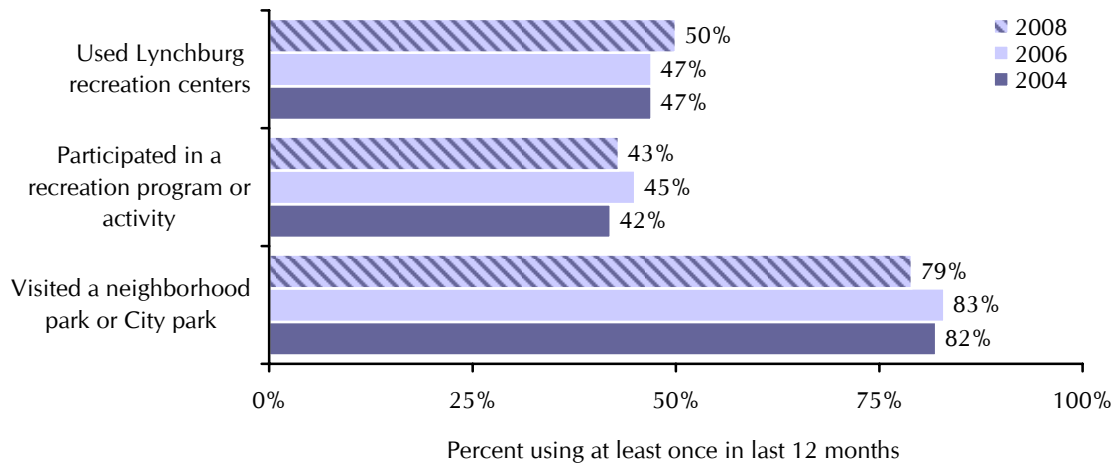


FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Used Lynchburg recreation centers	Below	Below
Participated in a recreation program or activity	Below	Similar
Visited a neighborhood park or City park	Below	Similar

FIGURE 47: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

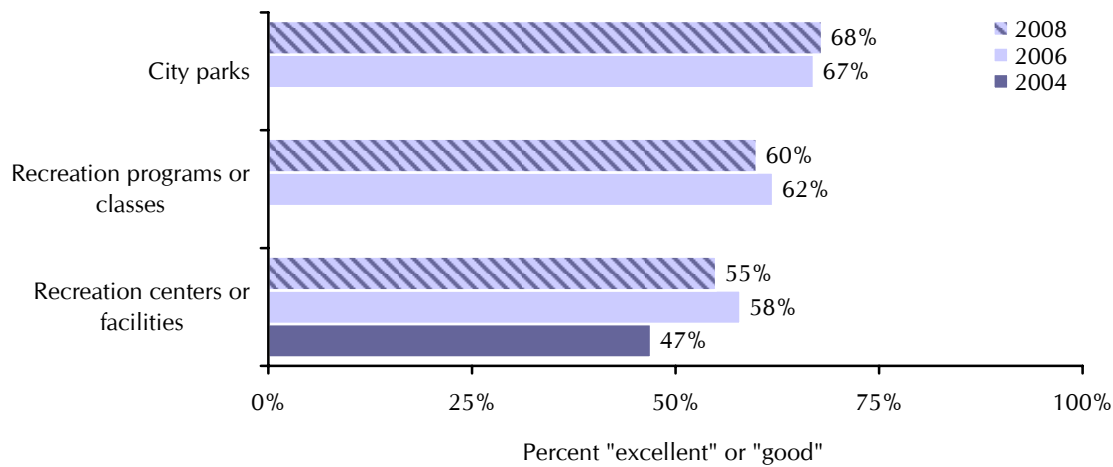


FIGURE 48: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Southern region comparison
City parks	Below	Similar
Recreation programs or classes	Below	Below
Recreation centers or facilities	Below	Below

## 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 was rated as “excellent” or “good” by 40% of respondents. Educational opportunities were rated as “excellent” or “good” by 77% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, while cultural activity opportunities were rated below the benchmark comparison.

FIGURE 49: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

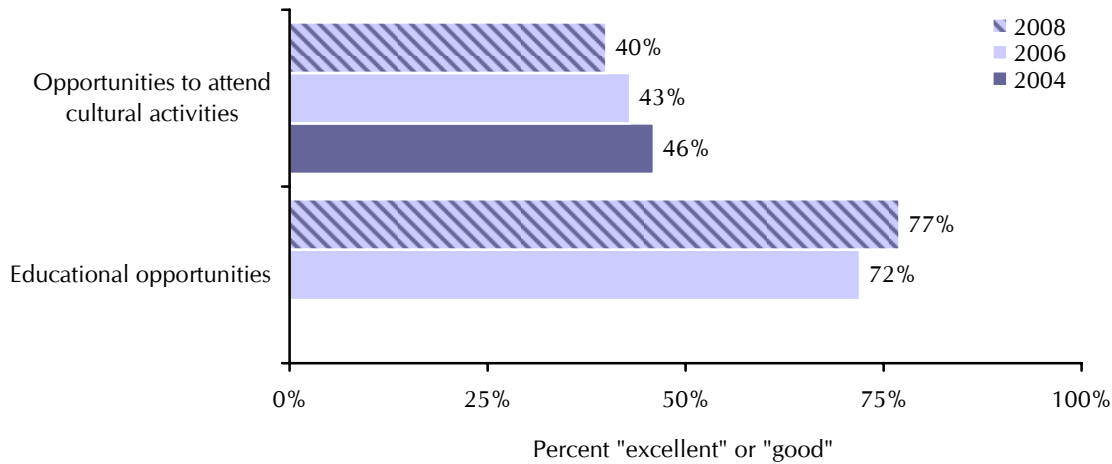


FIGURE 50: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Opportunities to attend cultural activities	Below	Below
Educational opportunities	Above	Above



FIGURE 51: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

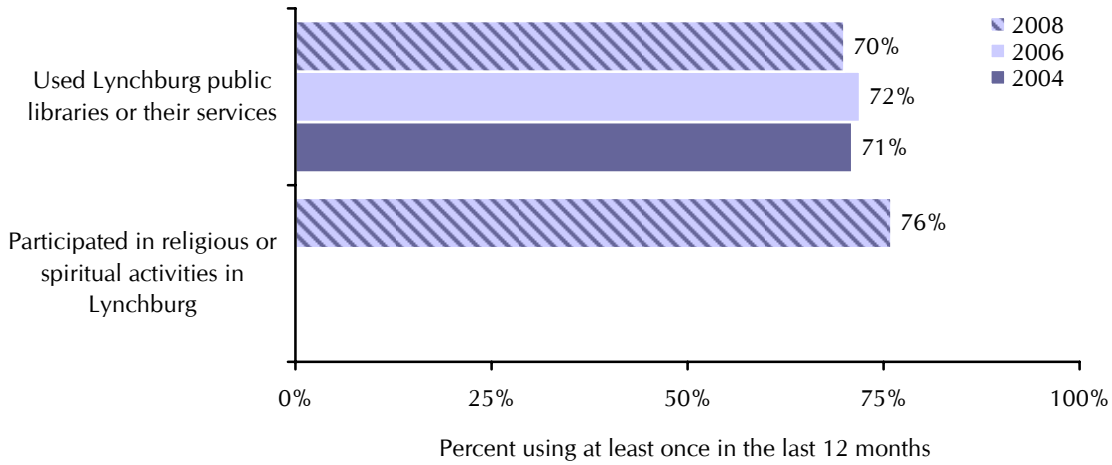


FIGURE 52: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Public schools	Similar	Similar
Public library services	Similar	Similar

FIGURE 53: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

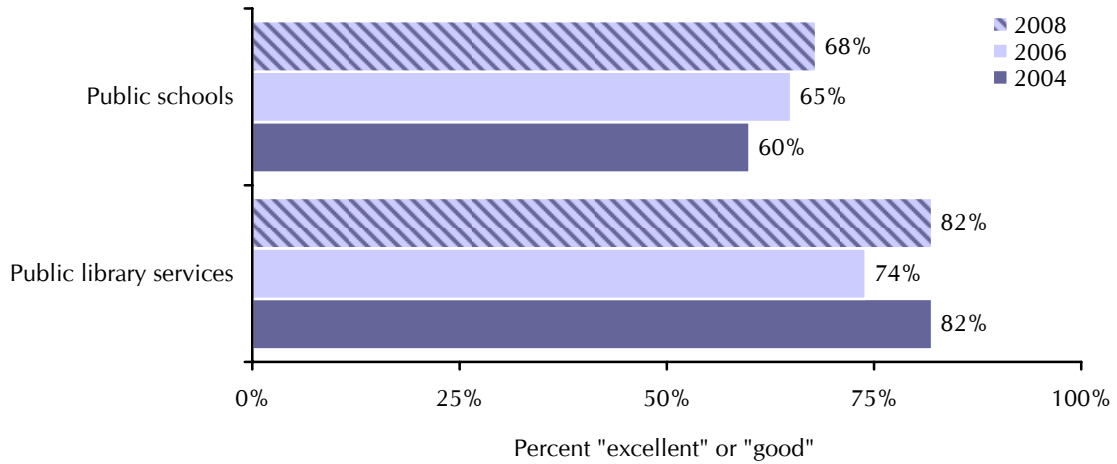


FIGURE 54: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Southern region comparison
Used Lynchburg public libraries or their services	Similar	Similar
Participated in religious or spiritual activities in Lynchburg	Above	Not available

## 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 Lynchburg were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Lynchburg, while the availability of preventive health services was rated less favorably by residents.

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

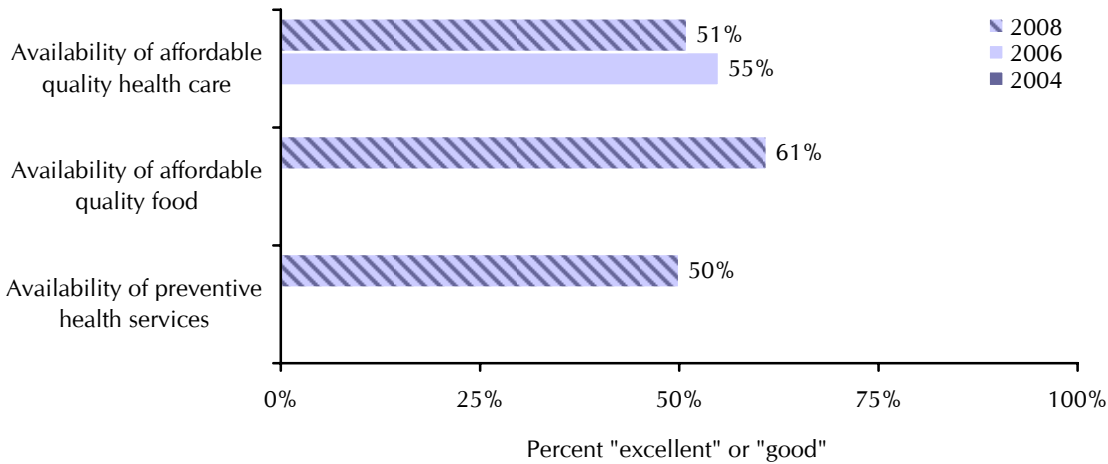


FIGURE 56: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Availability of affordable quality health care	Similar	Above
Availability of affordable quality food	Similar	Similar
Availability of preventive health services	Similar	Similar

FIGURE 57: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

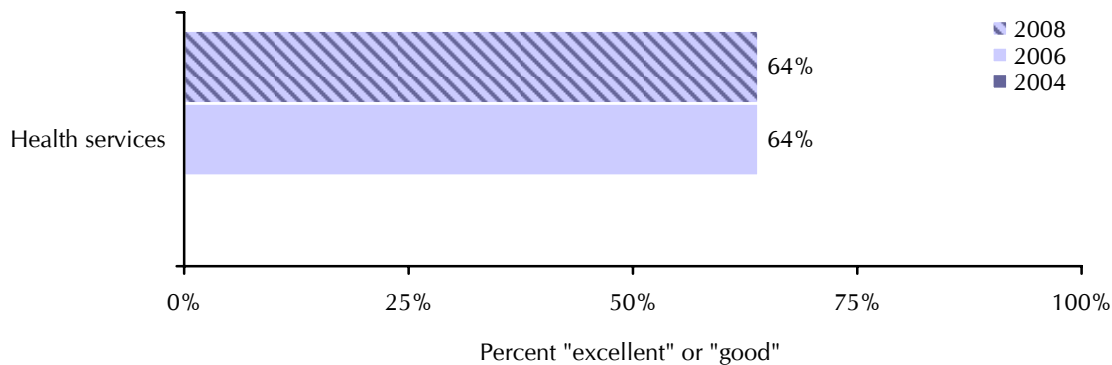


FIGURE 58: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Southern region comparison
Health services	Above	Above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Lynchburg 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 Lynchburg as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt the local sense of community was excellent or good. Fewer survey respondents felt the City of Lynchburg 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 benchmarks.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

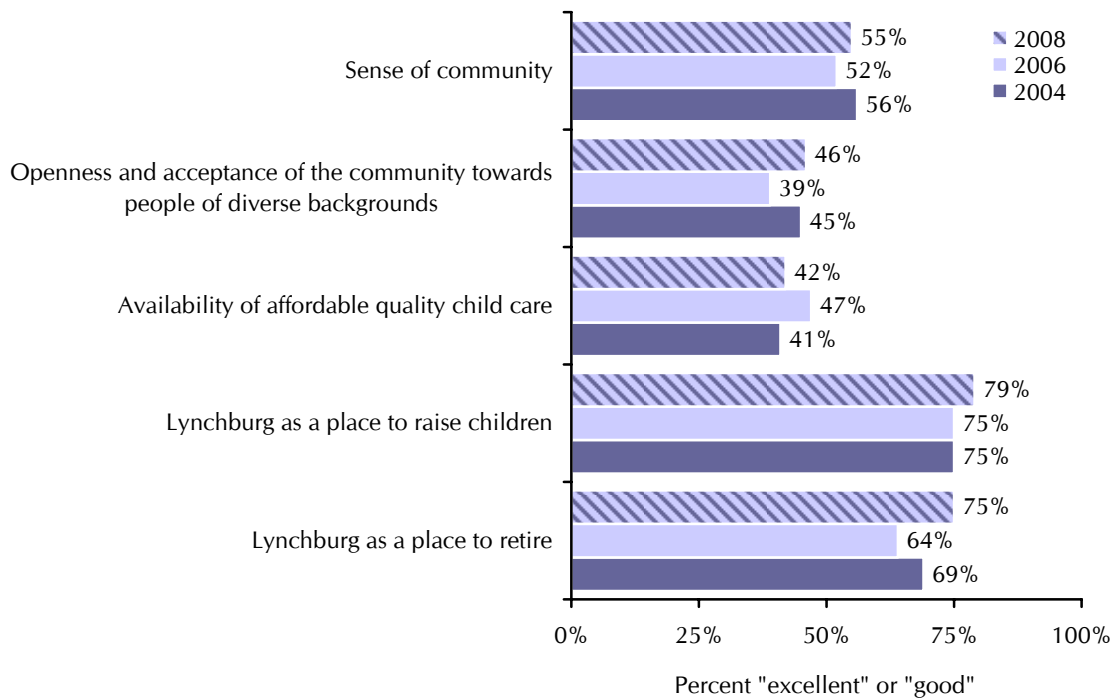


FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Southern region comparison
Sense of community	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Below	Below
Availability of affordable quality child care	Above	Above
Lynchburg as a place to raise kids	Above	Above
Lynchburg as a place to retire	Above	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 41% to 55% with ratings of “excellent” or “good.”

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

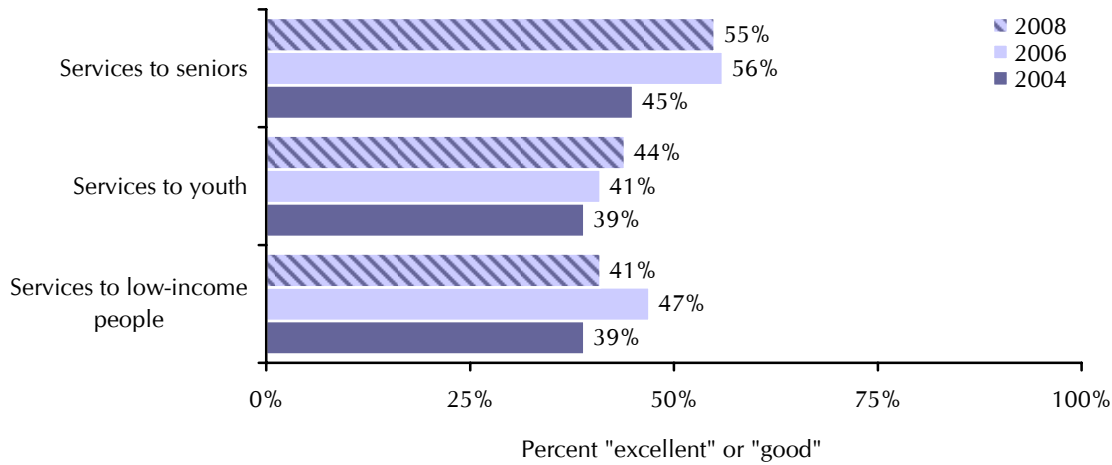


FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Southern region comparison
Services to seniors	Below	Similar
Services to youth	Below	Below
Services to low income residents	Similar	Above

## CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Lynchburg. Survey participants rated the volunteer opportunities in the City of Lynchburg favorably. Opportunities to attend or participate in community matters were rated less favorably.

FIGURE 63: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

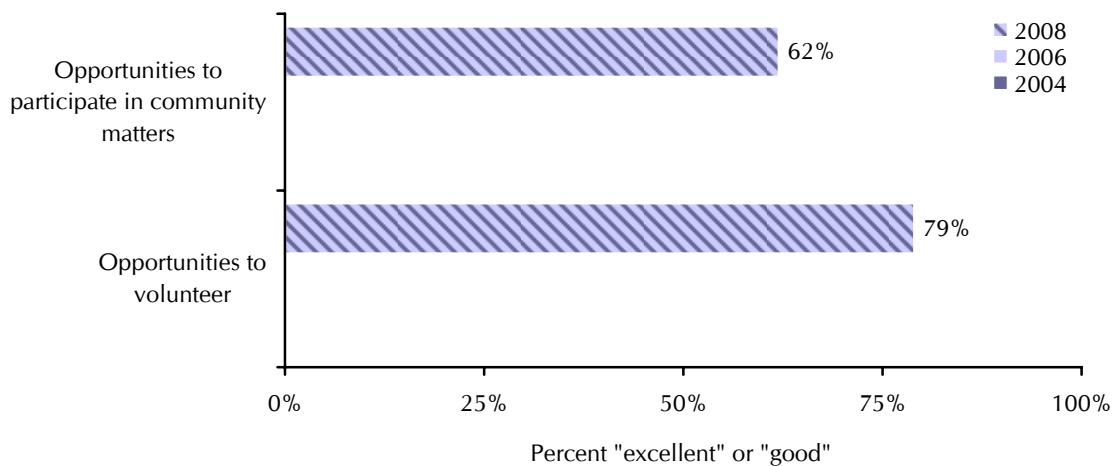


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Opportunities to participate in community matters	Similar	Similar
Opportunities to volunteer	Above	Similar

Most of the participants in this survey had not attended a public meeting in the 12 months prior, but the vast majority had helped a friend.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

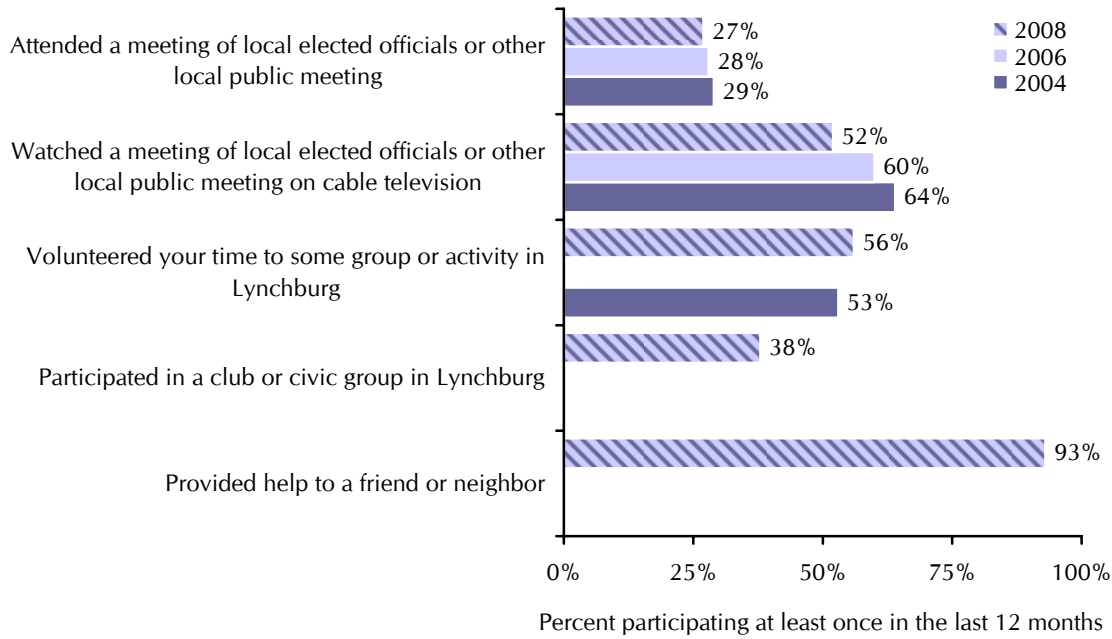
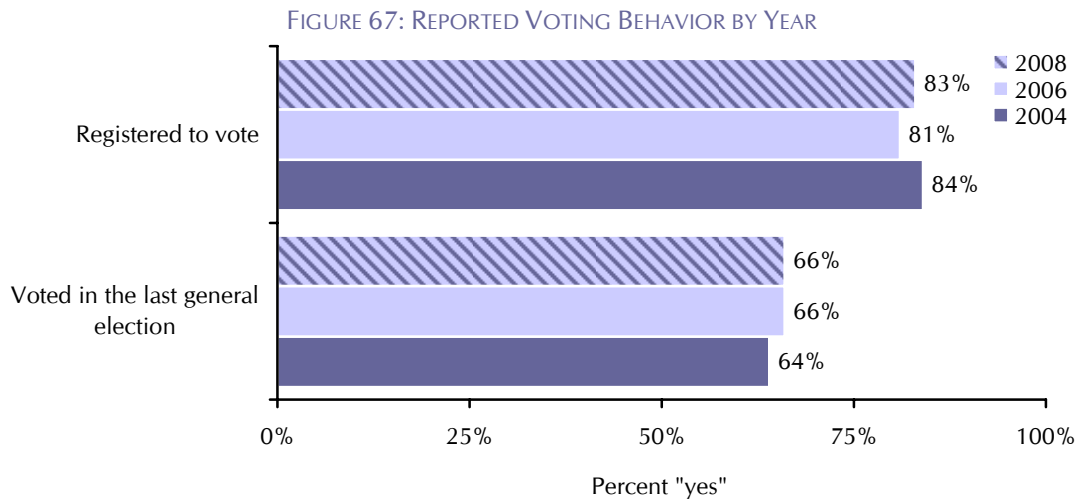


FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Attended a meeting of local elected officials or other local public meeting	Similar	Similar
Watched a meeting of local elected officials or other local public meeting on cable television	Above	Similar
Volunteered your time to some group or activity in Lynchburg	Above	Above
Participated in a club or civic group in Lynchburg	Above	Similar
Provided help to a friend or neighbor	Similar	Not available

City of Lynchburg residents showed the largest amount of civic engagement in the area of electoral participation. About 83% reported they were registered to vote; 66% indicated they had voted in the last general election.



## 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 Lynchburg Web site in the previous 12 months, 55% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 68: USE OF INFORMATION SOURCES BY YEAR

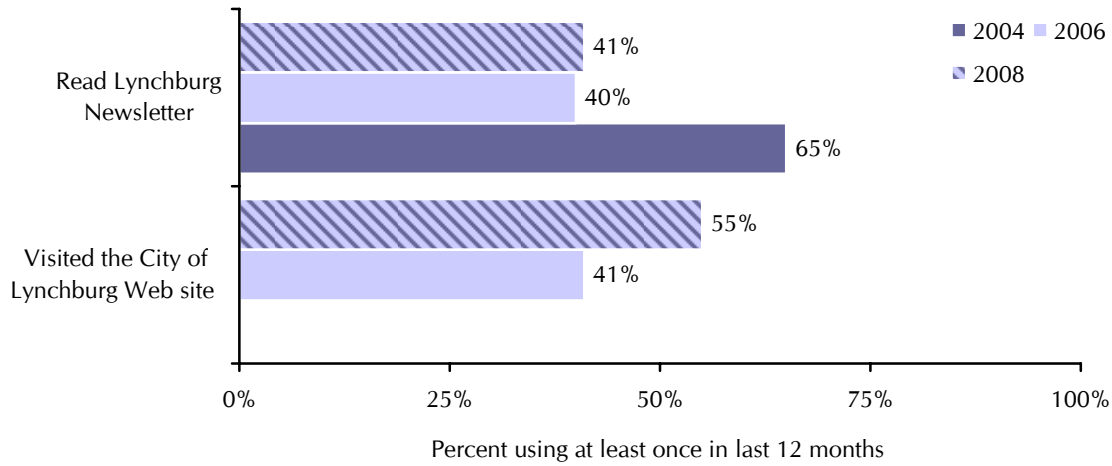


FIGURE 69: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Southern region comparison
Read Lynchburg Newsletter	Below	Below
Visited the City of Lynchburg Web site	Similar	Below



FIGURE 70: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

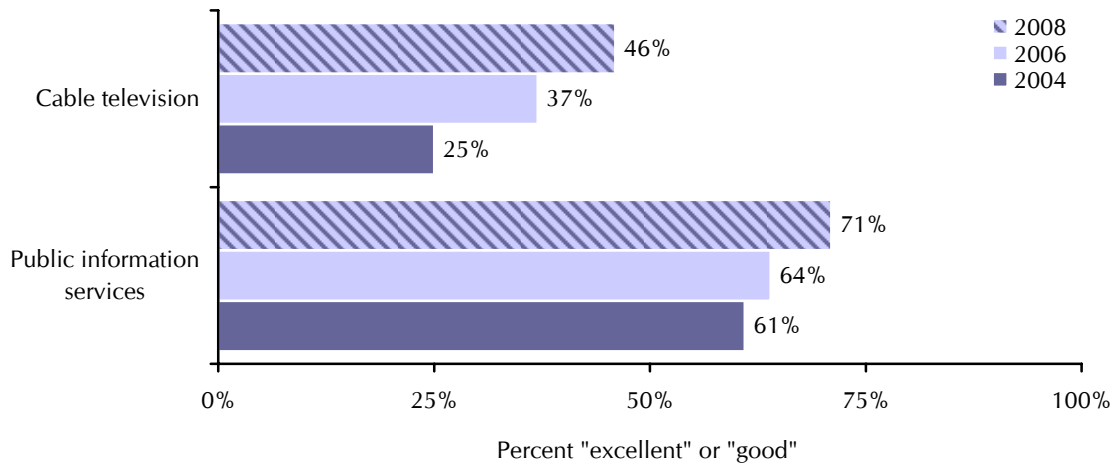


FIGURE 71: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Southern region comparison
Cable television	Below	Similar
Public information services	Above	Above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 57% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 72: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

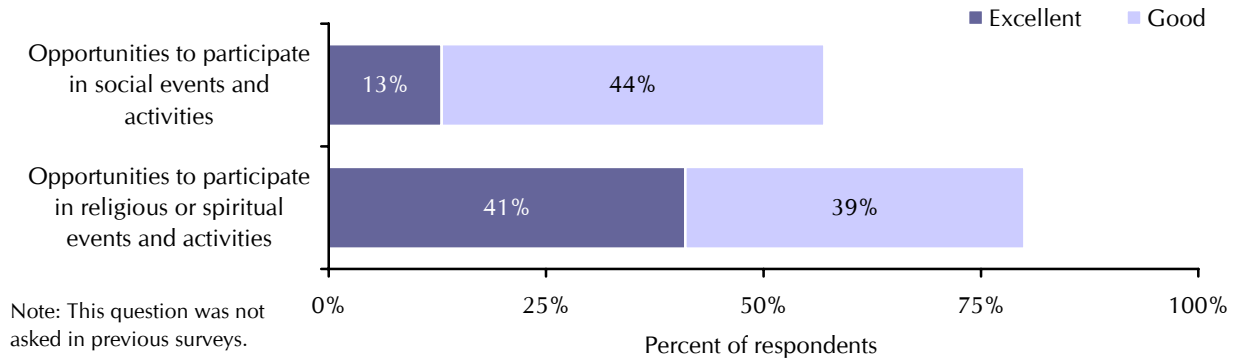


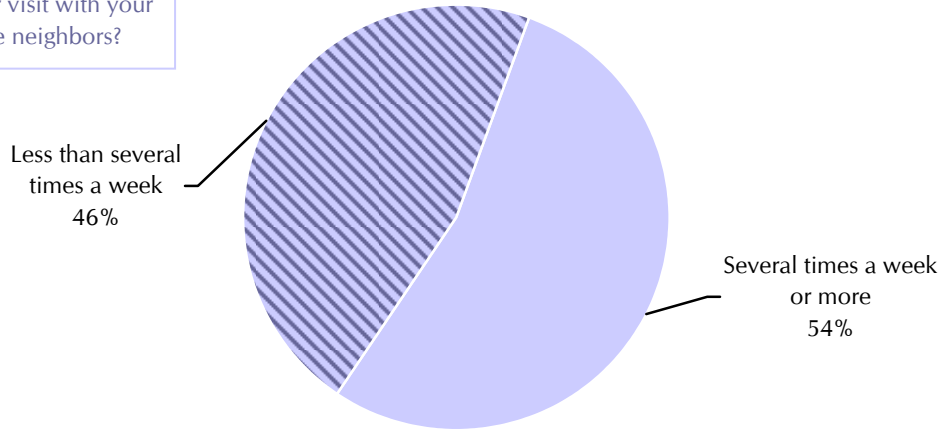
FIGURE 73: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Opportunities to participate in social events and activities	Similar	Below
Opportunities to participate in religious or spiritual events	Above	Above

Residents in Lynchburg reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors several times a week or more frequently.

FIGURE 74: CONTACT WITH IMMEDIATE NEIGHBORS

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



Note: This question was not asked in previous surveys.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Southern region comparison
Has contact with neighbors at least once per month	Below	Below

## PUBLIC TRUST

Residents are more likely to cooperate with the proposals and policies advanced by their community leaders when trust in local government officials runs high. Trust can be measured in residents' opinions about the overall direction the City of Lynchburg 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 Lynchburg 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 Lynchburg 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 Lynchburg does at listening to citizens, 38% rated it as "excellent" or "good."

FIGURE 76: PUBLIC TRUST RATINGS BY YEAR

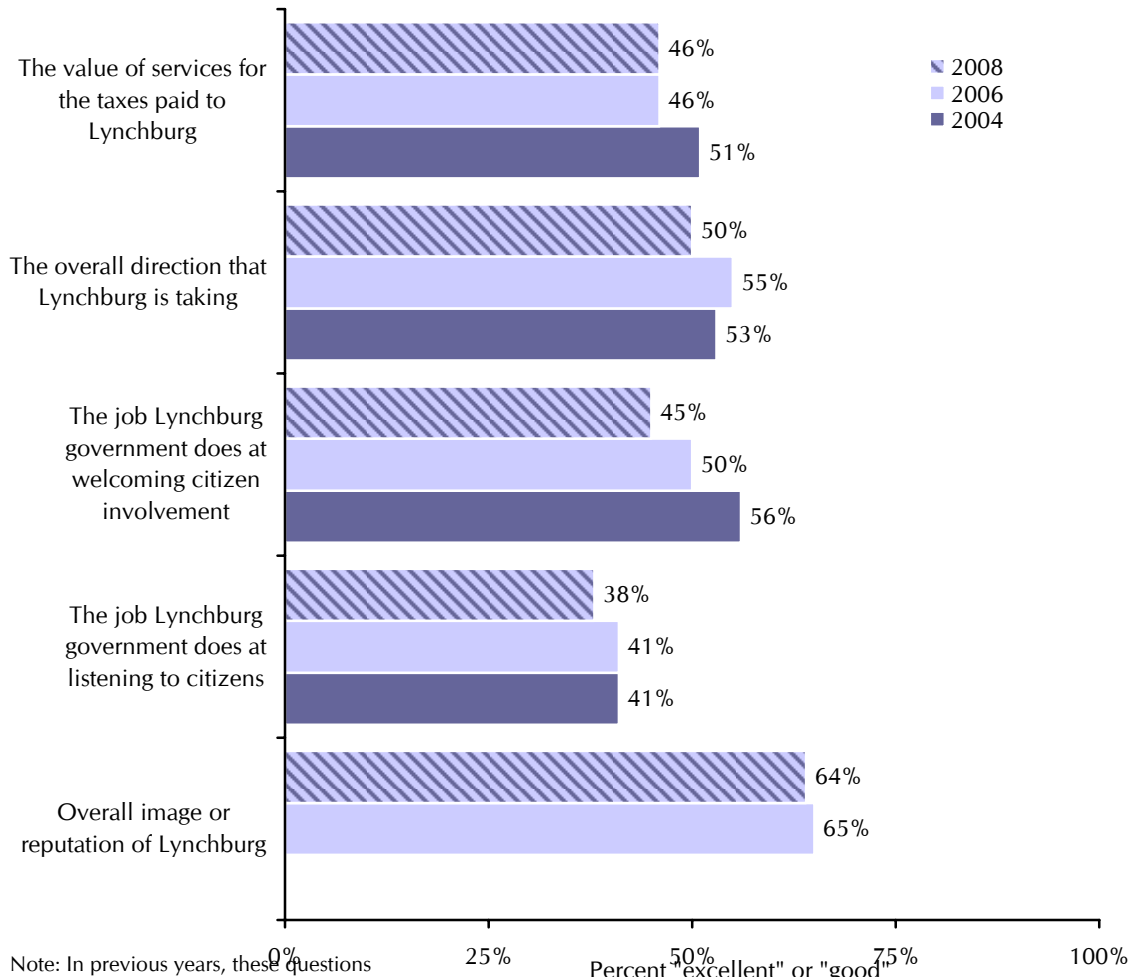


FIGURE 77: PUBLIC TRUST BENCHMARKS

	National comparison	Southern region comparison
Value of services for the taxes paid to Lynchburg	Below	Below
The overall direction that Lynchburg is taking	Below	Below
Job Lynchburg government does at welcoming citizen involvement	Below	Below
Job Lynchburg government does at listening to citizens	Below	Below
Overall image or reputation of Lynchburg	Similar	Similar

On average, residents of the City of Lynchburg 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 Lynchburg was rated as “excellent” or “good” by 61% of survey participants. The City of Lynchburg’s rating was similar to the benchmark when compared to other communities in the Southern region. Ratings of overall City services have remained stable over the last four years.

FIGURE 78: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

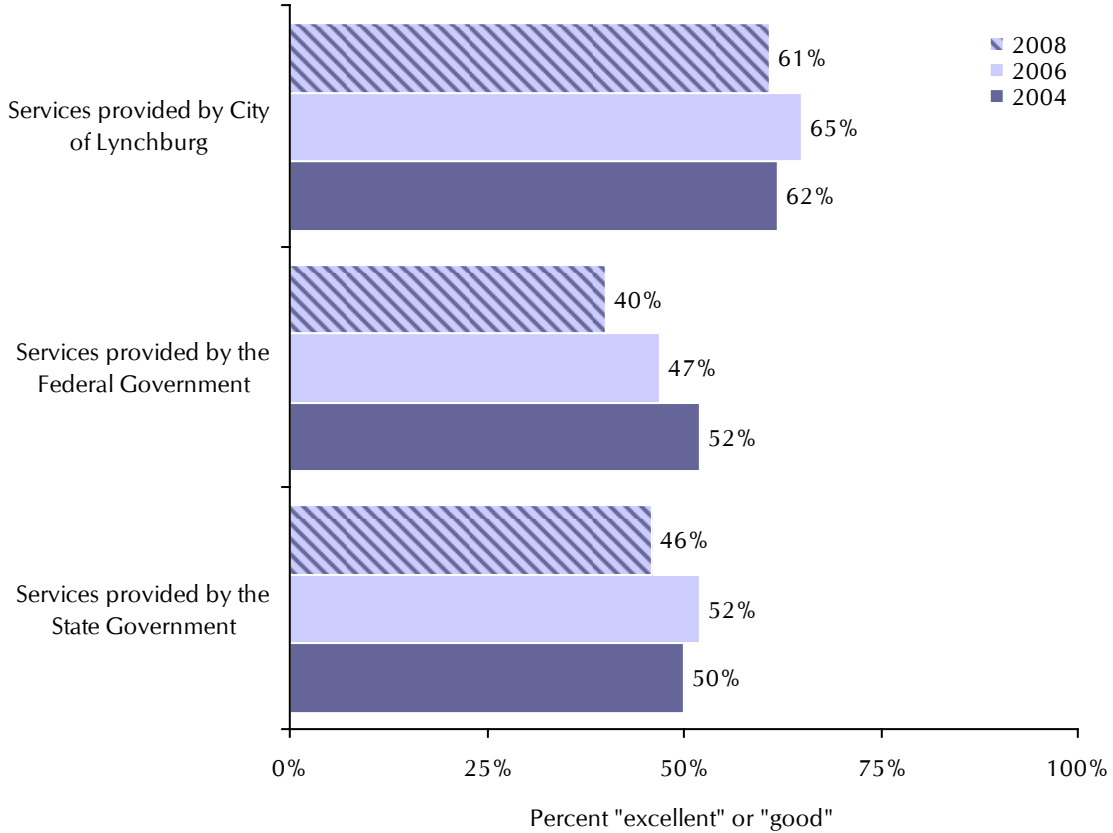


FIGURE 79: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Southern region comparison
Services provided by the City of Lynchburg	Below	Similar
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Above	Similar

## City of Lynchburg Employees

The employees of the City of Lynchburg who interact with the public create the first impression that most residents have of the City of Lynchburg. 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 Lynchburg. 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 Lynchburg 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 62% 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; 76% of respondents rated their overall impression as "excellent" or "good." Employees ratings were similar to the benchmark comparisons and were similar to past survey years.

FIGURE 80: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

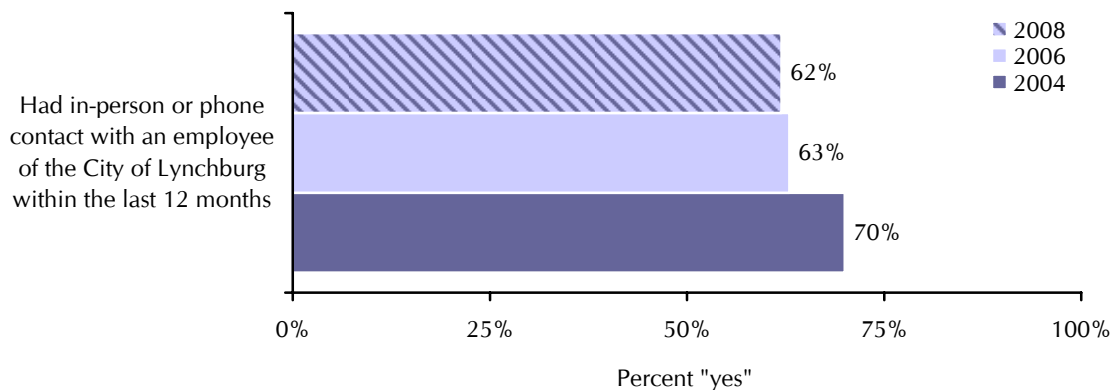


FIGURE 81: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Southern region comparison
Had contact with city employee(s) in last 12 months	Above	Above

FIGURE 82: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

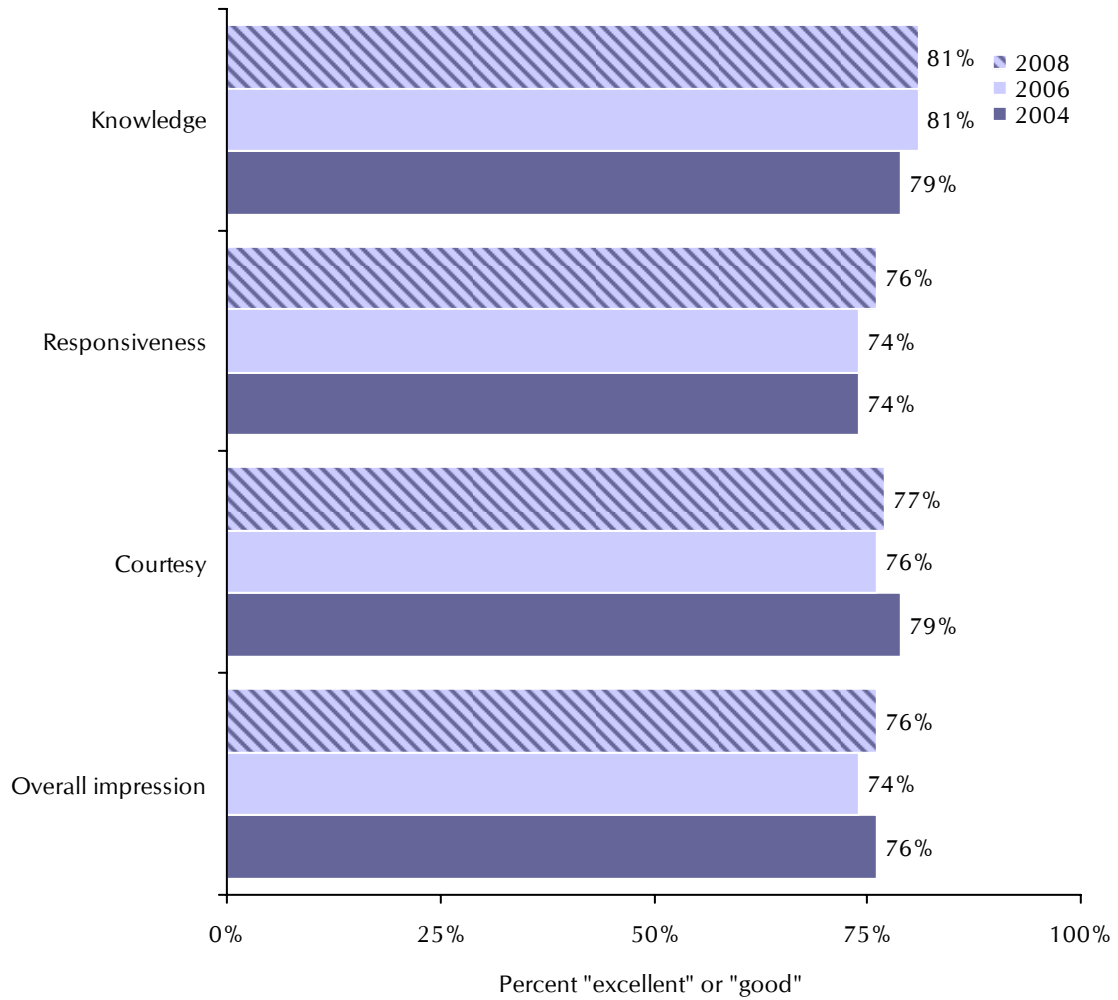


FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Southern region comparison
City employee knowledge	Similar	Similar
City employee responsiveness	Similar	Similar
City employee courteousness	Similar	Similar
Overall impression	Similar	Similar



## FROM DATA TO ACTION

### RESIDENT PRIORITIES

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

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. 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 Lynchburg by examining the relationships between ratings of each service and ratings of the City of Lynchburg'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 Lynchburg 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 Lynchburg Key Driver Analysis were:

- Public information services
- Economic development
- Public schools
- Drinking water
- City parks

## CITY OF LYNCHBURG ACTION CHART

The 2008 City of Lynchburg Action Chart™ on the following page combines three dimensions of performance:

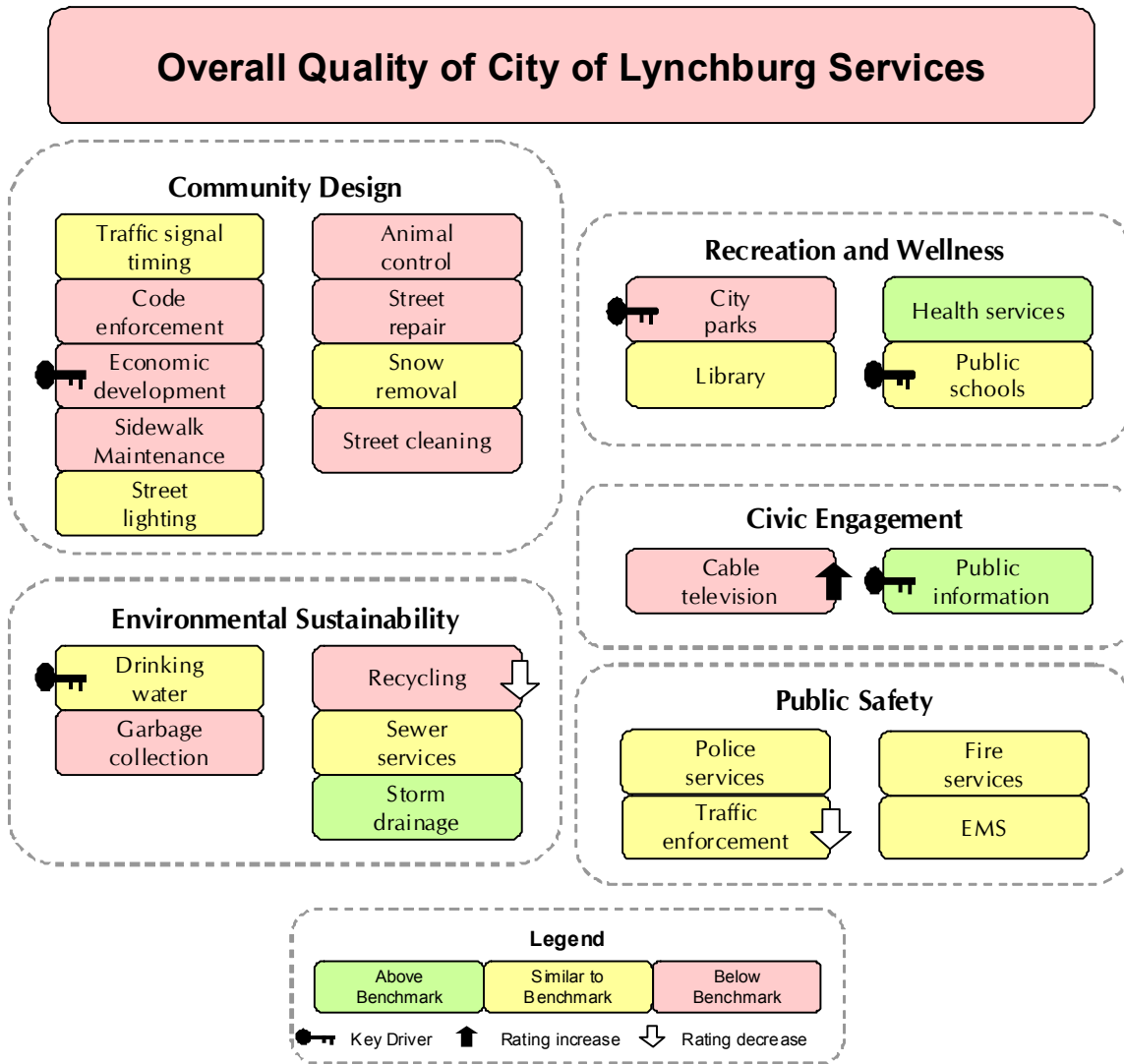
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Twenty-four services were included in the KDA for the City of Lynchburg. Of these, three were above the benchmark, ten were below the benchmark and 11 were similar to the benchmark. Ratings for one service was trending up and two were trending down, while 21 remained similar to the previous survey. The five 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 trending down or that are not at least similar to the benchmark. In Lynchburg, economic development and city parks were below the benchmark and public schools and drinking water were similar to the benchmark. More detail about interpreting results can be found in the next section.

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

FIGURE 84: CITY OF LYNCHBURG ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Lynchburg provide a list of those services that are uniquely related to overall service quality here. Those key drivers are marked by key symbols 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 Lynchburg, NRC lists the key drivers derived from tens of thousands of resident responses from across the county. This list is updated every three years 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 below and we have indicated the City of Lynchburg key drivers that overlap core services or the nationally derived keys.

FIGURE 85: KEY DRIVERS COMPARED

Service	City of Lynchburg Key Drivers	National Key Drivers	Core Services
City parks	✓		
Code enforcement			✓
Drinking water	✓		
Economic development	✓	✓	
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Police services		✓	✓
Public information services	✓	✓	
Public schools	✓	✓	
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

## POLICY QUESTIONS

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

Policy Question 1	
Over the past year, the City has engaged in a Community Dialogue on Race and Racism. How familiar, if at all, are you with this initiative?	Percent of respondents
Very familiar	15%
Somewhat familiar	46%
Not familiar at all	24%
Don’t know	15%
Total	100%

Policy Question 2	
The City is considering participating in an initiative that would create strategies to address issues of sustainability. This would include a focus on moving forward with innovative energy solutions that help curb global warming, save taxpayer dollars, and create a healthier Lynchburg. To what degree do you support or oppose the City participating in such an initiative?	Percent of respondents
Strongly support	52%
Somewhat support	39%
Somewhat oppose	6%
Strongly oppose	4%
Total	100%

Policy Question 3	
Currently, the City operates recycling bins throughout the City. To what degree would you support or oppose paying a fee between \$3.50 - \$3.75 per household per month to pay for curbside recycling?	Percent of respondents
Strongly support	26%
Somewhat support	22%
Somewhat oppose	16%
Strongly oppose	36%
Total	100%

**APPENDIX A: COMPLETE SURVEY  
FREQUENCIES**

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Lynchburg:	Excellent	Good	Fair	Poor	Total
Lynchburg as a place to live	29%	50%	19%	2%	100%
Your neighborhood as a place to live	26%	48%	21%	5%	100%
Lynchburg as a place to raise children	30%	49%	17%	4%	100%
Lynchburg as a place to work	14%	38%	35%	13%	100%
Lynchburg as a place to retire	28%	47%	20%	6%	100%
The overall quality of life in Lynchburg	21%	53%	24%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	9%	46%	38%	7%	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	38%	42%	12%	100%
Overall appearance of Lynchburg	10%	50%	33%	6%	100%
Cleanliness of Lynchburg	9%	48%	36%	7%	100%
Overall quality of new development in Lynchburg	9%	45%	36%	10%	100%
Variety of housing options	10%	52%	28%	10%	100%
Overall quality of business and service establishments in Lynchburg	9%	58%	29%	5%	100%
Shopping opportunities	14%	44%	30%	11%	100%
Opportunities to attend cultural activities	8%	32%	45%	15%	100%
Recreational opportunities	11%	35%	40%	14%	100%
Employment opportunities	4%	31%	43%	22%	100%
Educational opportunities	25%	53%	16%	7%	100%
Opportunities to participate in social events and activities	13%	44%	35%	8%	100%
Opportunities to participate in religious or spiritual events and activities	41%	39%	17%	3%	100%
Opportunities to volunteer	33%	46%	19%	2%	100%
Opportunities to participate in community matters	19%	43%	32%	6%	100%
Ease of car travel in Lynchburg	13%	43%	31%	12%	100%
Ease of bus travel in Lynchburg	9%	38%	34%	20%	100%
Ease of rail or subway travel in Lynchburg	6%	16%	34%	44%	100%
Ease of bicycle travel in Lynchburg	9%	21%	41%	29%	100%
Ease of walking in Lynchburg	11%	39%	34%	15%	100%
Availability of paths and walking trails	19%	41%	31%	9%	100%
Traffic flow on major streets	6%	35%	38%	21%	100%
Amount of public parking	6%	26%	40%	29%	100%
Availability of affordable quality housing	8%	40%	39%	14%	100%
Availability of affordable quality child care	6%	36%	45%	13%	100%
Availability of affordable quality health care	11%	40%	33%	16%	100%
Availability of affordable quality food	15%	46%	27%	12%	100%
Availability of preventive health services	11%	38%	40%	10%	100%
Air quality	17%	54%	26%	3%	100%
Quality of overall natural environment in Lynchburg	19%	53%	27%	1%	100%
Overall image or reputation of Lynchburg	13%	51%	26%	10%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Lynchburg over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	7%	60%	25%	6%	100%
Retail growth (stores, restaurants, etc.)	6%	16%	42%	23%	13%	100%
Jobs growth	27%	47%	25%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lynchburg?	Percent of respondents
Not a problem	5%
Minor problem	31%
Moderate problem	49%
Major problem	16%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Lynchburg:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	19%	44%	18%	15%	4%	100%
Property crimes (e.g., burglary, theft)	10%	43%	20%	19%	7%	100%
Environmental hazards, including toxic waste	35%	35%	19%	10%	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%	31%	5%	2%	0%	100%
In your neighborhood after dark	30%	43%	11%	11%	5%	100%
In Lynchburg's downtown area during the day	31%	43%	14%	10%	2%	100%
In Lynchburg's downtown area after dark	4%	24%	14%	34%	25%	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	90%
Yes	10%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	27%
Yes	73%
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 Lynchburg?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Lynchburg public libraries or their services	30%	28%	25%	6%	11%	100%
Used Lynchburg recreation centers	50%	24%	15%	5%	5%	100%
Participated in a recreation program or activity	57%	20%	16%	4%	3%	100%
Visited a neighborhood park or City park	21%	24%	33%	13%	8%	100%
Ridden a local bus within Lynchburg	76%	11%	8%	2%	4%	100%
Attended a meeting of local elected officials or other local public meeting	73%	17%	8%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on the government channel on cable channel 15	48%	23%	21%	5%	3%	100%
Read City Source Newsletter	59%	26%	10%	3%	2%	100%
Visited the City of Lynchburg Web site (at www.lyncburgva.gov)	45%	22%	20%	7%	5%	100%
Recycled used paper, cans or bottles from your home	31%	14%	16%	13%	27%	100%
Volunteered your time to some group or activity in Lynchburg	44%	20%	19%	7%	10%	100%
Participated in religious or spiritual activities in Lynchburg	24%	14%	14%	8%	40%	100%
Participated in a club or civic group in Lynchburg	62%	14%	13%	6%	6%	100%
Provided help to a friend or neighbor	7%	17%	29%	22%	26%	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	29%
Several times a week	25%
Several times a month	18%
Once a month	6%
Several times a year	7%
Once a year or less	7%
Never	8%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Lynchburg:	Excellent	Good	Fair	Poor	Total
Police services	20%	55%	21%	4%	100%
Fire services	36%	55%	9%	0%	100%
Ambulance or emergency medical services	36%	53%	11%	0%	100%
Crime prevention	11%	41%	38%	10%	100%
Fire prevention and education	16%	63%	19%	2%	100%
Municipal courts	10%	58%	28%	4%	100%
Traffic enforcement	11%	47%	33%	9%	100%
Street repair	6%	33%	41%	20%	100%
Street cleaning	7%	38%	37%	17%	100%
Street lighting	10%	46%	33%	12%	100%
Snow removal	13%	45%	33%	9%	100%
Sidewalk maintenance	7%	36%	42%	15%	100%
Traffic signal timing	6%	44%	35%	14%	100%
Bus or transit services	10%	50%	27%	13%	100%
Garbage collection	21%	54%	21%	4%	100%
Recycling	13%	41%	27%	19%	100%
Yard waste pick-up	17%	45%	30%	8%	100%
Storm drainage	8%	54%	32%	6%	100%
Drinking water	19%	41%	29%	11%	100%
Sewer services	12%	54%	29%	5%	100%
City parks	21%	47%	26%	6%	100%
Recreation programs or classes	12%	48%	34%	5%	100%
Recreation centers or facilities	11%	45%	38%	6%	100%
Land use, planning and zoning	5%	27%	48%	19%	100%
Code enforcement (weeds, abandoned buildings, etc)	6%	22%	37%	35%	100%
Animal control	8%	46%	34%	12%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Lynchburg:	Excellent	Good	Fair	Poor	Total
Economic development	7%	36%	36%	22%	100%
Health services	18%	47%	28%	8%	100%
Services to seniors	15%	41%	34%	11%	100%
Services to youth	9%	35%	34%	21%	100%
Services to low-income people	9%	32%	37%	21%	100%
Public library services	31%	51%	17%	1%	100%
Public information services	16%	55%	25%	4%	100%
Public schools	19%	49%	26%	6%	100%
Cable television	13%	33%	33%	21%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	41%	32%	13%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	10%	35%	34%	21%	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 Lynchburg	12%	49%	34%	5%	100%
The Federal Government	5%	35%	47%	12%	100%
The State Government	6%	40%	47%	7%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Lynchburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	38%
Yes	62%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Lynchburg in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	27%	54%	15%	4%	100%
Responsiveness	27%	49%	17%	7%	100%
Courtesy	29%	49%	15%	8%	100%
Overall impression	26%	50%	16%	9%	100%

Question 15: Government Performance					
Please rate the following categories of Lynchburg government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Lynchburg	6%	41%	38%	16%	100%
The overall direction that Lynchburg is taking	7%	43%	38%	12%	100%
The job Lynchburg government does at welcoming citizen involvement	8%	36%	41%	14%	100%
The job Lynchburg government does at listening to citizens	7%	31%	43%	19%	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 Lynchburg to someone who asks	41%	42%	9%	8%	100%
Remain in Lynchburg for the next five years	51%	28%	12%	9%	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	5%
Somewhat positive	12%
Neutral	27%
Somewhat negative	41%
Very negative	14%
Total	100%

Question 18a: Policy Question 1	
Over the past year, the City has engaged in a Community Dialogue on Race and Racism. How familiar, if at all, are you with this initiative?	Percent of respondents
Very familiar	15%
Somewhat familiar	46%
Not familiar at all	24%
Don't know	15%
Total	100%

Question 18b: Policy Question 2	
The City is considering participating in an initiative that would create strategies to address issues of sustainability. This would include a focus on moving forward with innovative energy solutions that help curb global warming, save taxpayer dollars, and create a healthier Lynchburg. To what degree do you support or oppose the City participating in such an initiative?	Percent of respondents
Strongly support	52%
Somewhat support	39%
Somewhat oppose	6%
Strongly oppose	4%
Total	100%

Question 18c: Policy Question 3	
Currently, the City operates recycling bins throughout the City. To what degree would you support or oppose paying a fee between \$3.50 - \$3.75 per household per month to pay for curbside recycling?	Percent of respondents
Strongly support	26%
Somewhat support	22%
Somewhat oppose	16%
Strongly oppose	36%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	34%
Yes, full-time	55%
Yes, part-time	11%
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	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	1%
Bicycle	1%
Bicycle	1%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Lynchburg?	Percent of respondents
Less than 2 years	9%
2 to 5 years	16%
6 to 10 years	14%
11 to 20 years	16%
More than 20 years	46%
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	59%
House attached to one or more houses (e.g., a duplex or townhome)	11%
Building with two or more apartments or condominiums	27%
Mobile home	0%
Other	3%
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	41%
Owned by you or someone in this house with a mortgage or free and clear	59%
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	31%
\$600 to \$999 per month	34%
\$1,000 to \$1,499 per month	14%
\$1,500 to \$2,499 per month	9%
\$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	72%
Yes	28%
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	73%
Yes	27%
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	28%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	27%
\$100,000 to \$149,000	9%
\$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	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
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	2%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	23%
White	70%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	11%
25 to 34 years	23%
35 to 44 years	14%
45 to 54 years	19%
55 to 64 years	10%
65 to 74 years	10%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	57%
Male	43%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	17%
Yes	79%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	32%
Yes	63%
Ineligible to vote	5%
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 Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Lynchburg as a place to live	29%	102	50%	180	19%	67	2%	7	0%	1	100%
Your neighborhood as a place to live	26%	94	48%	170	21%	74	5%	18	0%	0	100%	356
Lynchburg as a place to raise children	28%	97	46%	161	16%	57	4%	12	7%	24	100%	351
Lynchburg as a place to work	13%	46	36%	128	34%	118	12%	43	4%	16	100%	350
Lynchburg as a place to retire	24%	87	41%	146	17%	62	5%	18	12%	44	100%	357
The overall quality of life in Lynchburg	21%	73	53%	188	24%	86	2%	8	0%	0	100%	355

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	8%	29	44%	152	36%	124	7%	23	5%	17	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	25	37%	129	41%	143	12%	41	3%	10	100%	348
Overall appearance of Lynchburg	10%	37	50%	177	33%	117	6%	21	0%	0	100%	351
Cleanliness of Lynchburg	9%	33	48%	168	35%	125	7%	25	0%	1	100%	352
Overall quality of new development in Lynchburg	9%	30	42%	148	33%	117	9%	33	6%	22	100%	350
Variety of housing options	9%	32	50%	175	28%	96	10%	35	3%	11	100%	349
Overall quality of business and service establishments in Lynchburg	8%	30	57%	201	29%	100	4%	16	1%	3	100%	349
Shopping opportunities	14%	50	44%	156	30%	108	11%	40	0%	0	100%	354
Opportunities to attend cultural activities	8%	27	30%	107	43%	150	14%	51	5%	17	100%	352
Recreational opportunities	10%	36	34%	117	38%	133	13%	45	5%	17	100%	348
Employment opportunities	4%	14	29%	102	40%	140	20%	70	6%	22	100%	347
Educational opportunities	24%	85	51%	182	16%	56	6%	22	3%	10	100%	355
Opportunities to participate in social events and activities	13%	44	40%	141	33%	115	7%	25	7%	25	100%	349
Opportunities to participate in religious or spiritual events and activities	40%	141	38%	133	16%	58	2%	9	3%	11	100%	351
Opportunities to volunteer	29%	103	41%	143	17%	59	2%	8	11%	40	100%	353
Opportunities to participate in community matters	17%	58	37%	130	27%	96	5%	19	13%	45	100%	348
Ease of car travel in Lynchburg	13%	47	43%	152	31%	109	12%	42	1%	5	100%	354
Ease of bus travel in Lynchburg	6%	20	25%	87	23%	79	13%	45	34%	120	100%	351
Ease of rail or subway travel in Lynchburg	3%	12	9%	33	20%	70	26%	90	41%	141	100%	345
Ease of bicycle travel in Lynchburg	7%	24	16%	56	32%	110	22%	78	23%	82	100%	350
Ease of walking in Lynchburg	10%	37	36%	127	31%	110	14%	50	8%	28	100%	352
Availability of paths and walking trails	18%	62	38%	132	29%	101	9%	30	7%	25	100%	350
Traffic flow on major streets	6%	20	35%	120	38%	130	21%	73	1%	3	100%	346
Amount of public parking	5%	19	25%	88	37%	132	27%	96	6%	20	100%	354

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Availability of affordable quality housing	7%	25	36%	126	35%	123	13%	45	9%	30	100%
Availability of affordable quality child care	3%	11	20%	70	26%	88	8%	26	43%	149	100%	344
Availability of affordable quality health care	10%	36	38%	134	31%	109	15%	54	5%	18	100%	351
Availability of affordable quality food	15%	53	46%	160	27%	93	12%	42	0%	1	100%	349
Availability of preventive health services	10%	35	33%	117	35%	124	9%	31	13%	48	100%	355
Air quality	17%	57	51%	178	24%	84	3%	10	5%	18	100%	347
Quality of overall natural environment in Lynchburg	19%	63	50%	172	25%	87	1%	5	5%	16	100%	343
Overall image or reputation of Lynchburg	12%	43	49%	173	25%	88	9%	33	4%	14	100%	351

Question 3: Growth														
Please rate the speed of growth in the following categories in Lynchburg 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	2%	7	5%	19	48%	164	20%	69	5%	16	20%	70	100%
Retail growth (stores, restaurants, etc.)	5%	18	15%	51	39%	134	21%	74	12%	41	8%	29	100%	347
Jobs growth	22%	77	39%	135	21%	72	0%	1	0%	1	18%	62	100%	347

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lynchburg?	Percent of respondents	Count
Not a problem	4%	15
Minor problem	29%	99
Moderate problem	46%	159
Major problem	15%	50
Don't know	6%	22
Total	100%	345

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Lynchburg:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	19%	66	43%	152	17%	61	15%	53	4%	14	2%	8	100%
Property crimes (e.g., burglary, theft)	10%	35	42%	147	20%	70	19%	65	7%	23	2%	8	100%	348
Environmental hazards, including toxic waste	31%	106	31%	105	17%	59	9%	29	1%	4	12%	41	100%	344

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%	217	30%	107	5%	17	2%	8	0%	1	1%	2	100%
In your neighborhood after dark	30%	104	43%	152	11%	38	11%	37	5%	18	1%	3	100%	352
In Lynchburg's downtown area during the day	30%	106	41%	145	14%	48	10%	34	2%	7	3%	12	100%	352
In Lynchburg's downtown area after dark	4%	13	22%	77	13%	44	31%	109	23%	81	8%	29	100%	353

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	88%	307
Yes	10%	35
Don't know	2%	6
Total	100%	348

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	27%	10
Yes	73%	28
Don't know	0%	0
Total	100%	38

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 Lynchburg?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Lynchburg public libraries or their services	30%	105	28%	99	25%	86	6%	22	11%	37	100%
Used Lynchburg recreation centers	50%	174	24%	84	15%	52	5%	19	5%	18	100%	347
Participated in a recreation program or activity	57%	198	20%	71	16%	55	4%	13	3%	11	100%	349
Visited a neighborhood park or City park	21%	74	24%	82	33%	116	13%	45	8%	28	100%	346
Ridden a local bus within Lynchburg	76%	261	11%	38	8%	26	2%	6	4%	14	100%	345
Attended a meeting of local elected officials or other local public meeting	73%	255	17%	60	8%	28	1%	5	0%	1	100%	349
Watched a meeting of local elected officials or other local public meeting on the government channel on cable channel 15	48%	168	23%	79	21%	72	5%	17	3%	11	100%	348
Read City Source Newsletter	59%	204	26%	90	10%	34	3%	9	2%	7	100%	343
Visited the City of Lynchburg Web site (at www.lynchburgva.gov)	45%	156	22%	78	20%	70	7%	26	5%	17	100%	347
Recycled used paper, cans or bottles from your home	31%	105	14%	47	16%	55	13%	44	27%	92	100%	344
Volunteered your time to some group or activity in Lynchburg	44%	152	20%	70	19%	66	7%	23	10%	34	100%	345
Participated in religious or spiritual activities in Lynchburg	24%	84	14%	50	14%	49	8%	27	40%	138	100%	348
Participated in a club or civic group in Lynchburg	62%	214	14%	48	13%	44	6%	20	6%	20	100%	345
Provided help to a friend or neighbor	7%	24	17%	59	29%	102	22%	77	26%	90	100%	351

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	29%	101
Several times a week	25%	89
Several times a month	18%	63
Once a month	6%	22
Several times a year	7%	25
Once a year or less	7%	24
Never	8%	29
Total	100%	354

Question 11: Service Quality												
Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	19%	67	52%	179	20%	70	4%	12	5%	17	100%	347
Fire services	30%	106	47%	164	7%	26	0%	1	14%	50	100%	347
Ambulance or emergency medical services	31%	106	45%	155	9%	32	0%	1	15%	53	100%	347
Crime prevention	9%	31	34%	116	31%	106	8%	27	17%	58	100%	338
Fire prevention and education	12%	41	47%	158	14%	48	1%	4	26%	88	100%	339
Municipal courts	6%	22	36%	124	17%	59	2%	8	38%	128	100%	341
Traffic enforcement	10%	34	43%	145	29%	100	8%	28	10%	33	100%	340
Street repair	6%	20	31%	106	39%	133	20%	66	4%	14	100%	339
Street cleaning	7%	23	37%	126	36%	122	17%	57	4%	14	100%	341
Street lighting	9%	32	45%	154	32%	110	12%	40	2%	8	100%	344
Snow removal	12%	41	41%	141	30%	104	9%	30	7%	25	100%	340
Sidewalk maintenance	7%	22	32%	108	38%	127	14%	45	10%	32	100%	334
Traffic signal timing	6%	20	42%	145	34%	115	14%	47	4%	14	100%	343
Bus or transit services	5%	18	28%	95	15%	51	8%	25	44%	147	100%	337
Garbage collection	19%	66	49%	168	19%	65	3%	12	9%	31	100%	343
Recycling	11%	36	35%	118	23%	76	16%	55	15%	51	100%	338
Yard waste pick-up	13%	45	35%	122	24%	82	6%	21	22%	76	100%	345
Storm drainage	7%	22	42%	142	25%	85	4%	15	22%	75	100%	339
Drinking water	18%	62	39%	133	28%	94	10%	35	4%	14	100%	339
Sewer services	10%	33	44%	149	24%	81	4%	15	18%	62	100%	340
City parks	19%	63	41%	141	23%	79	5%	19	11%	38	100%	340
Recreation programs or classes	8%	25	30%	102	22%	72	3%	12	37%	124	100%	335
Recreation centers or facilities	7%	23	28%	96	24%	82	4%	13	37%	124	100%	338
Land use, planning and zoning	4%	12	18%	62	33%	109	13%	44	32%	107	100%	335
Code enforcement (weeds, abandoned buildings, etc)	4%	14	17%	57	28%	97	27%	92	24%	81	100%	341
Animal control	6%	21	39%	130	28%	96	10%	35	16%	54	100%	336

Question 11: Service Quality												
Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
	Economic development	6%	19	31%	103	30%	102	18%	62	14%	48	100%
Health services	16%	55	43%	148	26%	88	8%	26	7%	24	100%	341
Services to seniors	9%	30	24%	84	20%	70	7%	23	40%	136	100%	342
Services to youth	6%	21	24%	80	23%	78	14%	48	33%	113	100%	341
Services to low-income people	6%	19	20%	67	23%	78	13%	45	38%	127	100%	335
Public library services	25%	84	42%	139	14%	46	1%	4	18%	59	100%	332
Public information services	12%	41	43%	144	20%	66	3%	10	22%	75	100%	336
Public schools	14%	48	37%	126	19%	67	4%	15	25%	87	100%	342
Cable television	11%	36	28%	93	28%	94	18%	61	16%	53	100%	337
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	32	26%	88	20%	69	8%	28	36%	123	100%	340
Preservation of natural areas such as open space, farmlands and greenbelts	7%	23	23%	78	23%	77	14%	46	33%	112	100%	335

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 Lynchburg	12%	41	47%	165	33%	115	5%	17	4%	13	100%
The Federal Government	5%	16	31%	107	42%	145	11%	38	12%	42	100%	347
The State Government	5%	18	37%	128	43%	149	7%	23	9%	32	100%	349

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Lynchburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	38%	129
Yes	62%	215
Total	100%	344



Question 14: City Employees												
What was your impression of the employee(s) of the City of Lynchburg in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	27%	60	54%	120	15%	34	4%	8	0%	0	100%
Responsiveness	27%	61	49%	108	17%	37	7%	15	0%	0	100%	222
Courtesy	29%	64	49%	108	15%	32	8%	18	0%	0	100%	223
Overall impression	26%	58	50%	111	16%	35	9%	19	0%	0	100%	223

Question 15: Government Performance												
Please rate the following categories of Lynchburg government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Lynchburg	5%	17	36%	126	34%	117	14%	48	11%	40	100%
The overall direction that Lynchburg is taking	6%	21	40%	138	35%	121	11%	39	8%	28	100%	347
The job Lynchburg government does at welcoming citizen involvement	6%	22	28%	96	32%	110	11%	37	23%	78	100%	342
The job Lynchburg government does at listening to citizens	5%	17	24%	82	32%	112	14%	50	24%	83	100%	345

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 Lynchburg to someone who asks	40%	141	41%	145	9%	30	8%	28	3%	10	100%
Remain in Lynchburg for the next five years	49%	173	27%	95	11%	40	9%	32	4%	13	100%	353

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	5%	16
Somewhat positive	12%	43
Neutral	27%	96
Somewhat negative	41%	144
Very negative	14%	50
Total	100%	350

Question 18a: Policy Question 1		
Over the past year, the City has engaged in a Community Dialogue on Race and Racism. How familiar, if at all, are you with this initiative?	Percent of respondents	Count
Very familiar	15%	52
Somewhat familiar	46%	164
Not familiar at all	24%	84
Don't know	15%	54
Total	100%	354

Question 18b: Policy Question 2		
The City is considering participating in an initiative that would create strategies to address issues of sustainability. This would include a focus on moving forward with innovative energy solutions that help curb global warming, save taxpayer dollars, and create a healthier Lynchburg. To what degree do you support or oppose the City participating in such an initiative?	Percent of respondents	Count
Strongly support	46%	159
Somewhat support	34%	120
Somewhat oppose	5%	18
Strongly oppose	3%	12
Don't know	12%	42
Total	100%	350

Question 18c: Policy Question 3		
Currently, the City operates recycling bins throughout the City. To what degree would you support or oppose paying a fee between \$3.50 - \$3.75 per household per month to pay for curbside recycling?	Percent of respondents	Count
Strongly support	22%	79
Somewhat support	19%	68
Somewhat oppose	14%	48
Strongly oppose	31%	109
Don't know	14%	49
Total	100%	352

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	34%	121
Yes, full-time	55%	194
Yes, part-time	11%	37
Total	100%	353

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	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	1%
Bicycle	1%
Bicycle	1%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Lynchburg?	Percent of respondents	Count
Less than 2 years	9%	31
2 to 5 years	16%	57
6 to 10 years	14%	48
11 to 20 years	16%	55
More than 20 years	46%	164
Total	100%	356

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	59%	209
House attached to one or more houses (e.g., a duplex or townhome)	11%	39
Building with two or more apartments or condominiums	27%	97
Mobile home	0%	0
Other	3%	11
Total	100%	357

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	41%	139
Owned by you or someone in this house with a mortgage or free and clear	59%	201
Total	100%	340

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%	35
\$300 to \$599 per month	31%	106
\$600 to \$999 per month	34%	117
\$1,000 to \$1,499 per month	14%	48
\$1,500 to \$2,499 per month	9%	31
\$2,500 or more per month	2%	6
Total	100%	343

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	72%	256
Yes	28%	102
Total	100%	358

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	73%	261
Yes	27%	95
Total	100%	356

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	28%	94
\$25,000 to \$49,999	33%	112
\$50,000 to \$99,999	27%	91
\$100,000 to \$149,000	9%	31
\$150,000 or more	3%	10
Total	100%	338

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	331
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	9
Total	100%	340

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	2%	6
Asian, Asian Indian or Pacific Islander	2%	7
Black or African American	23%	83
White	70%	248
Other	4%	14
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	11%	38
25 to 34 years	23%	83
35 to 44 years	14%	49
45 to 54 years	19%	68
55 to 64 years	10%	37
65 to 74 years	10%	35
75 years or older	13%	45
Total	100%	355

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	57%	199
Male	43%	151
Total	100%	350

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	17%	59
Yes	79%	282
Ineligible to vote	4%	14
Don't know	1%	2
Total	100%	358

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	32%	113
Yes	62%	221
Ineligible to vote	5%	19
Don't know	1%	5
Total	100%	358



## 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 Lynchburg 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 Lynchburg 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 Lynchburg 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 Lynchburg 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 Lynchburg. 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 June 23, 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, 68 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,132 households receiving the survey mailings, 357 completed the survey, providing a response rate of 32%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than five percentage points in either direction from what would have been obtained had responses been collected from all City of Lynchburg 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.

## 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. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

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

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

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.

Weighting Scheme for the City of Lynchburg Citizen Survey			
Respondent Characteristics	Population Norm <sup>1</sup>	Unweighted Survey Data	Weighted Survey Data
<b>Tenure</b>			
Rent Home	41%	34%	41%
Own Home	59%	56%	59%
<b>Type of Housing Unit</b>			
Single-Family Detached	63%	65%	59%
Attached	37%	35%	41%
<b>Ethnicity</b>			
Non-Hispanic	99%	98%	97%
Hispanic	1%	2%	3%
<b>Race</b>			
White/Caucasian	67%	71%	69%
Non-White	33%	29%	31%
<b>Gender</b>			
Female	56%	61%	57%
Male	44%	39%	43%
<b>Age</b>			
18-34	36%	19%	34%
35-54	33%	31%	33%
55+	31%	50%	33%
<b>Gender and Age</b>			
Females 18-34	20%	14%	19%
Females 35-54	17%	17%	17%
Females 55+	19%	30%	21%
Males 18-34	16%	5%	15%
Males 35-54	16%	13%	16%
Males 55+	12%	21%	12%

<sup>1</sup> Source: 2000 Census

## 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 Lynchburg to the Benchmark Database

The City of Lynchburg chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions in the Southern region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Lynchburg 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, Lynchburg 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 Lynchburg'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 Lynchburg.



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



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



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

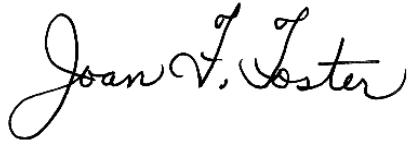


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First Class Mail  
US Postage  
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Boulder, CO  
Permit NO. 94

Dear Lynchburg Resident,

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

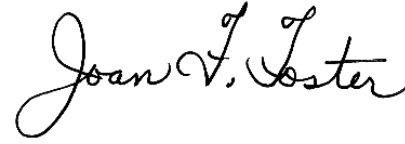
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Joan Foster  
Mayor

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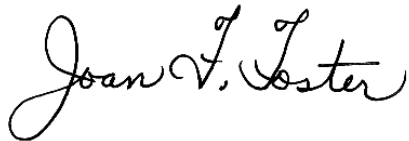
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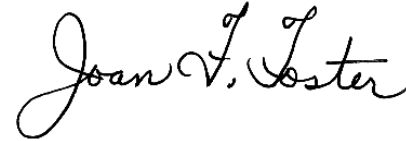
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OFFICE OF THE MAYOR

June 2008

Dear Lynchburg Resident:

The City of Lynchburg wants to know what you think about our community and municipal government. You have been randomly selected to participate in Lynchburg's 2008 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Lynchburg 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 (434) 856-2489.

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

Sincerely,

Joan Foster  
Mayor



OFFICE OF THE MAYOR

July 2008

Dear Lynchburg Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Lynchburg wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Lynchburg's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Joan Foster  
Mayor

# The City of Lynchburg 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 Lynchburg:**

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

**2. Please rate each of the following characteristics as they relate to Lynchburg 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 Lynchburg .....	1	2	3	4	5
Cleanliness of Lynchburg.....	1	2	3	4	5
Overall quality of new development in Lynchburg.....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Lynchburg .....	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 Lynchburg.....	1	2	3	4	5
Ease of bus travel in Lynchburg.....	1	2	3	4	5
Ease of rail or subway travel in Lynchburg .....	1	2	3	4	5
Ease of bicycle travel in Lynchburg .....	1	2	3	4	5
Ease of walking in Lynchburg.....	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 Lynchburg .....	1	2	3	4	5
Overall image or reputation of Lynchburg.....	1	2	3	4	5

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

	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 Lynchburg's downtown area during the day.....	1	2	3	4	5	6
In Lynchburg'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 Lynchburg?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Lynchburg public libraries or their services .....	1	2	3	4	5
Used Lynchburg recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Lynchburg .....	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 the government channel on cable channel 15 .....	1	2	3	4	5
Read City Source Newsletter.....	1	2	3	4	5
Visited the City of Lynchburg Web site (at www.lynchburgva.gov) .....	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 Lynchburg .....	1	2	3	4	5
Participated in religious or spiritual activities in Lynchburg .....	1	2	3	4	5
Participated in a club or civic group in Lynchburg .....	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 Lynchburg 2008 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
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 Lynchburg.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5



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

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

**14. What was your impression of the employee(s) of the City of Lynchburg 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 Lynchburg 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 Lynchburg.....	1	2	3	4	5
The overall direction that Lynchburg is taking.....	1	2	3	4	5
The job Lynchburg government does at welcoming citizen involvement..	1	2	3	4	5
The job Lynchburg 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 Lynchburg to someone who asks.....	1	2	3	4	5
Remain in Lynchburg for the next five years.....	1	2	3	4	5

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

- Very positive       Somewhat positive       Neutral       Somewhat negative       Very negative

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

**a. Over the past year, the City has engaged in a Community Dialogue on Race and Racism. How familiar, if at all, are you with this initiative?**

- Very familiar  
 Somewhat familiar  
 Not familiar at all  
 Don't know

**b. The City is considering participating in an initiative that would create strategies to address issues of sustainability. This would include a focus on moving forward with innovative energy solutions that help curb global warming, save taxpayer dollars, and create a healthier Lynchburg. To what degree do you support or oppose the City participating in such an initiative?**

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

**c. Currently, the City operates recycling bins throughout the City. To what degree would you support or oppose paying a fee between \$3.50 – \$3.75 per household per month to pay for curbside recycling?**

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

**d. What do you think is the single biggest issue facing Lynchburg in the next two years?**

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# The City of Lynchburg 2008 Citizen Survey

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

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

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

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

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults ..... days
- Bus, Rail, Subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Lynchburg?**

- 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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