The National Citizen Survey™

CITY OF LYNCHBURG, VA
2013

NATIONAL
RESEARCH
CENTER INC.

ICMA

Contents
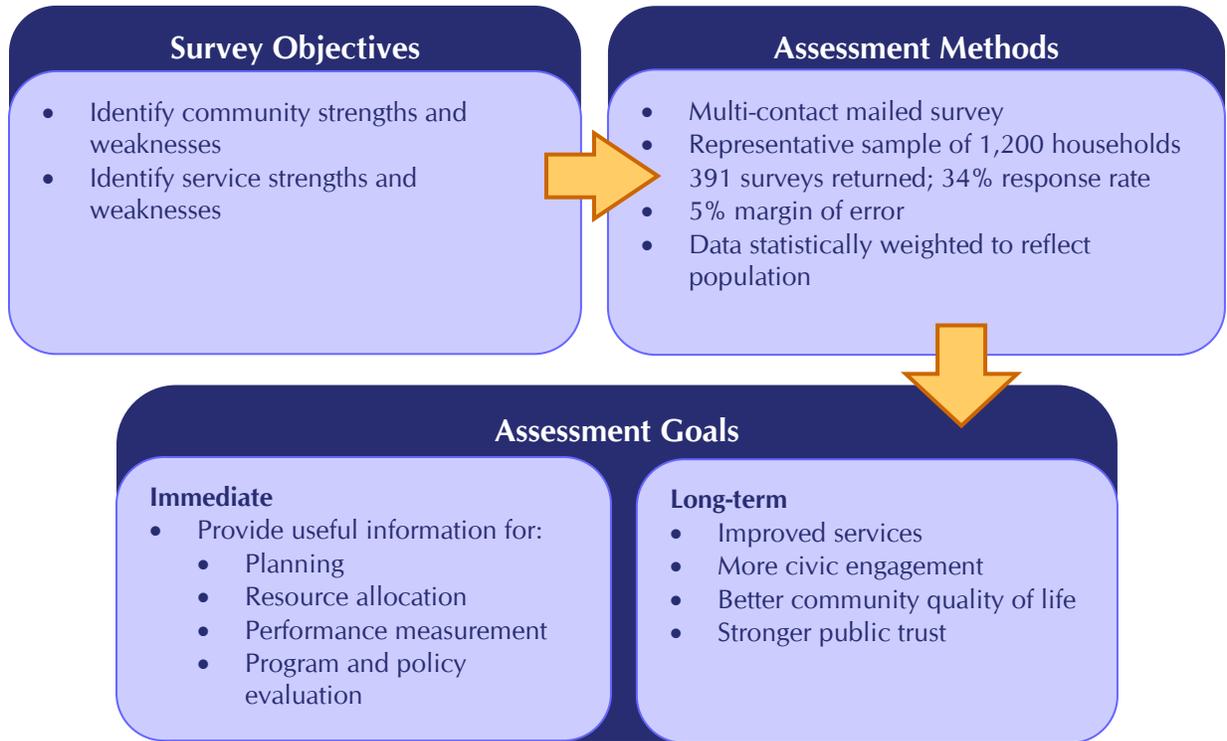
Survey Background

About The National Citizen Survey™

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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

Survey Objectives
- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods
- Multi-contact mailed survey
- Representative sample of 1,200 households
- 391 surveys returned; 34% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

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

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

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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY INCLUSIVENESS

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

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

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

RECREATION AND WELLNESS

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

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

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

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

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

PUBLIC TRUST

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

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 391 completed surveys were obtained, providing an overall response rate of 34%. 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 issues 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, crosstabulations of results and several custom questions.

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Lynchburg Survey (391 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of 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 seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

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

The City of Lynchburg chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions in the Southern region with populations from 50,000 to 100,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of 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 for quality ratings were available, the City of Lynchburg results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of 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 experienced a good quality of life in the City of Lynchburg and believed the City was a good place to live. The overall quality of life in the City of Lynchburg was rated as "excellent" or "good" by 75% of respondents. A majority reported they plan on staying in the City of Lynchburg for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events or activities and volunteer opportunities. The two characteristics receiving the least positive ratings were employment opportunities and the amount of public parking.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, three were above the national benchmark comparison, 13 were similar to the national benchmark comparison and 15 were below.

Residents in the City of Lynchburg were very civically engaged. While 26% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Lynchburg, which was much higher than the benchmark.

In general, survey respondents demonstrated trust in local government. About half rated the overall direction being taken by the City of Lynchburg as "good" or "excellent." This was similar to 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 of employees as "excellent" or "good."

City services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, none were above the benchmark comparison, 14 were similar to the benchmark comparison and 24 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:

- Ambulance or emergency medical services
- Garbage collection
- Preservation of natural areas
- Public library services
- Public schools

Of these services, those deserving the most attention may be those that were below the benchmark comparisons: ambulance or emergency medical services, public library services and public schools.

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.

A majority of the City of Lynchburg's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Ratings were stable over time.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

Percent rating overall quality of life as "excellent" or "good"
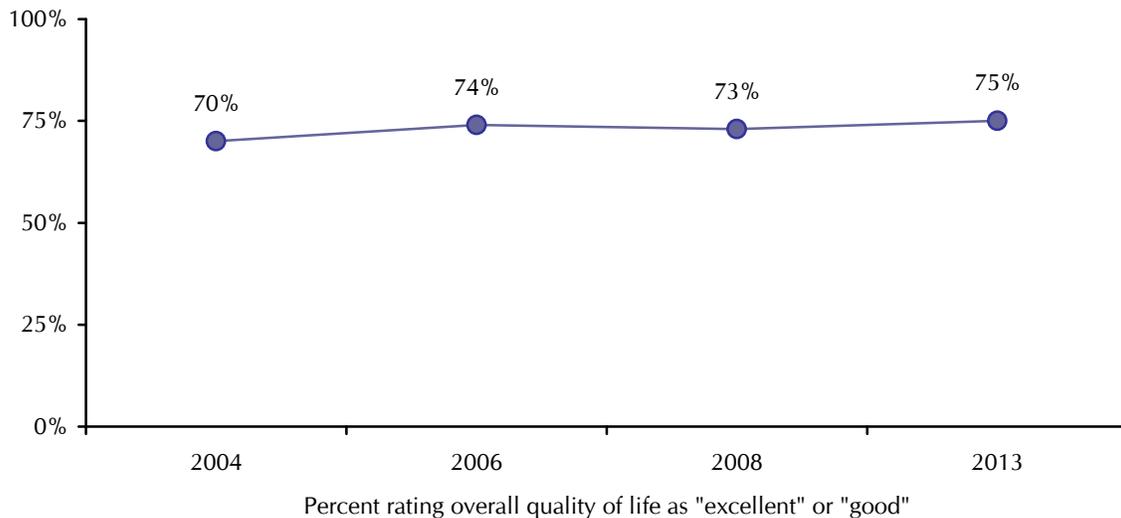
FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2013	2008	2006	2004
The overall quality of life in Lynchburg	75%	73%	74%	70%
Your neighborhood as a place to live	79%	74%	76%	73%
Lynchburg as a place to live	79%	79%	76%	78%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR
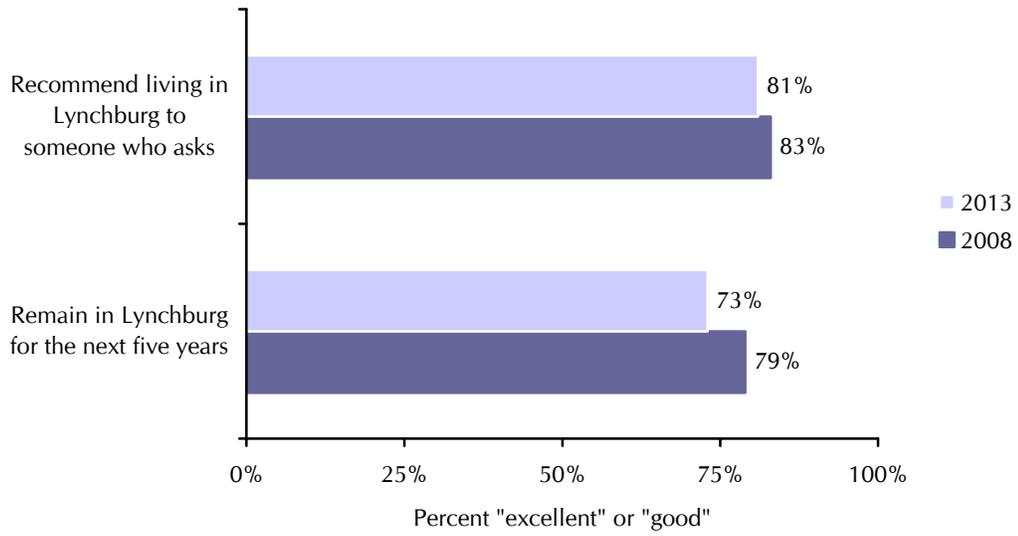
FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Overall quality of life in Lynchburg	Below	Below
Your neighborhood as place to live	Below	Similar
Lynchburg as a place to live	Much below	Below
Recommend living in Lynchburg to someone who asks	Much below	Below
Remain in Lynchburg for the next five years	Much below	Below

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." The 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, although the rating for ease of bust travel in Lynchburg decreased from 2008 to 2013.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

|	2013	2008	2006	2004
Ease of car travel in Lynchburg	59%	57%	57%	60%
Ease of bus travel in Lynchburg	38%	46%	43%	46%
Ease of bicycle travel in Lynchburg	36%	30%	35%	NA
Ease of walking in Lynchburg	50%	51%	49%	NA
Availability of paths and walking trails	67%	60%	NA	NA
Traffic flow on major streets	36%	41%	NA	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Ease of car travel in Lynchburg	Similar	Similar
Ease of bus travel in Lynchburg	Similar	Similar
Ease of bicycle travel in Lynchburg	Much below	Much below
Ease of walking in Lynchburg	Much below	Similar
Availability of paths and walking trails	Above	Much above
Traffic flow on major streets	Much below	Below

Eight transportation services were rated in Lynchburg. The ratings for street repair declined over time, while the other service ratings remained stable.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2008	2006	2004
Street repair	28%	39%	42%	35%
Street cleaning	44%	45%	47%	NA
Street lighting	52%	56%	57%	51%
Snow removal	56%	58%	57%	52%
Sidewalk maintenance	47%	43%	49%	44%
Traffic signal timing	50%	50%	49%	NA
Bus or transit services	56%	60%	60%	49%
Amount of public parking	31%	32%	42%	33%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Street repair	Much below	Much below
Street cleaning	Much below	Much below
Street lighting	Below	Below
Snow removal	Below	Below
Sidewalk maintenance	Below	Similar
Traffic signal timing	Similar	Similar
Bus or transit services	Similar	Similar
Amount of public parking	Much below	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

Percent using at least once in past 12 months
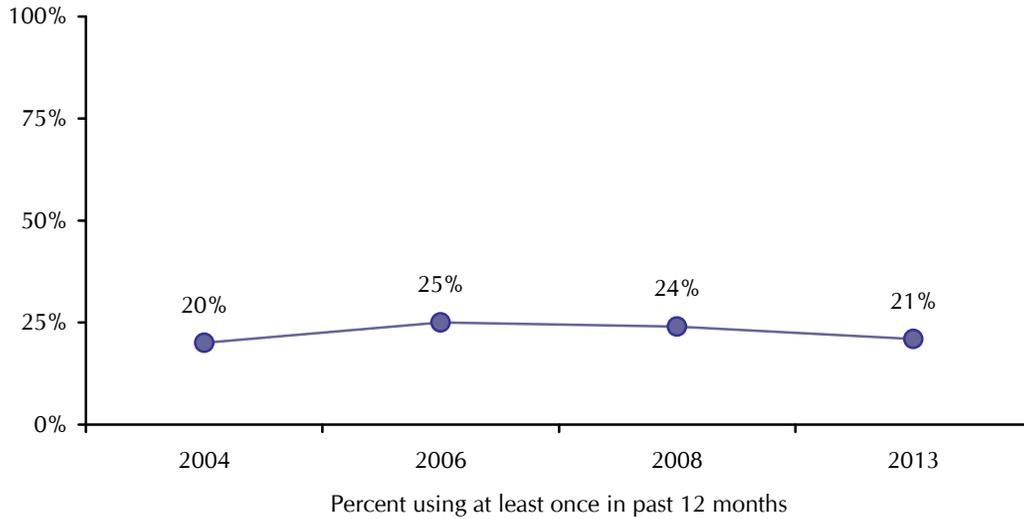
FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Ridden a local bus within Lynchburg	Similar	Similar

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2013	2008	2006	2004
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%	82%	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%	10%	NA	NA
Bus, rail, subway or other public transportation	0%	1%	NA	NA
Walk	2%	3%	NA	NA
Bicycle	1%	1%	NA	NA
Work at home	4%	3%	NA	NA
Other	0%	0%	NA	NA

FIGURE 14: DRIVE ALONE BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Average percent of work commute trips made by driving alone	Much more	Much more

The National Citizen Survey™

Housing

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

The survey of the City of 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 44% of respondents, while the variety of housing options was rated as "excellent" or "good" by 60% of respondents. The rating of perceived affordable housing availability was better in the City of Lynchburg than the ratings, on average, in comparison jurisdictions of similar size in the Southern region.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

|	2013	2008	2006	2004
Availability of affordable quality housing	44%	47%	54%	49%
Variety of housing options	60%	61%	NA	NA

Percent "excellent" or "good"

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Availability of affordable quality housing	Similar	Above
Variety of housing options	Similar	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. About 30% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

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

	2013	2008	2006	2004
Housing costs 30% or more of income	30%	NA	NA	NA
Percent of respondents				

FIGURE 18: HOUSING COSTS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Less	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of 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 6% of respondents and as "good" by an additional 54%. The overall appearance of Lynchburg was rated as "excellent" or "good" by 58% of respondents and was lower than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Lynchburg, 13% thought they were a "major" problem. The service of land use, planning and zoning was rated similar to the benchmarks, the services of code enforcement and animal control were rated below the benchmarks. Ratings for land use, planning and zoning and code enforcement improved from 2008 to 2013.

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

	2013	2008	2006	2004
Overall quality of new development in Lynchburg	61%	54%	59%	NA
Overall appearance of Lynchburg	58%	61%	65%	60%
Percent "excellent" or "good"				

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Quality of new development in Lynchburg	Similar	Below
Overall appearance of Lynchburg	Below	Much below

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

Percent rating population growth as "too fast"
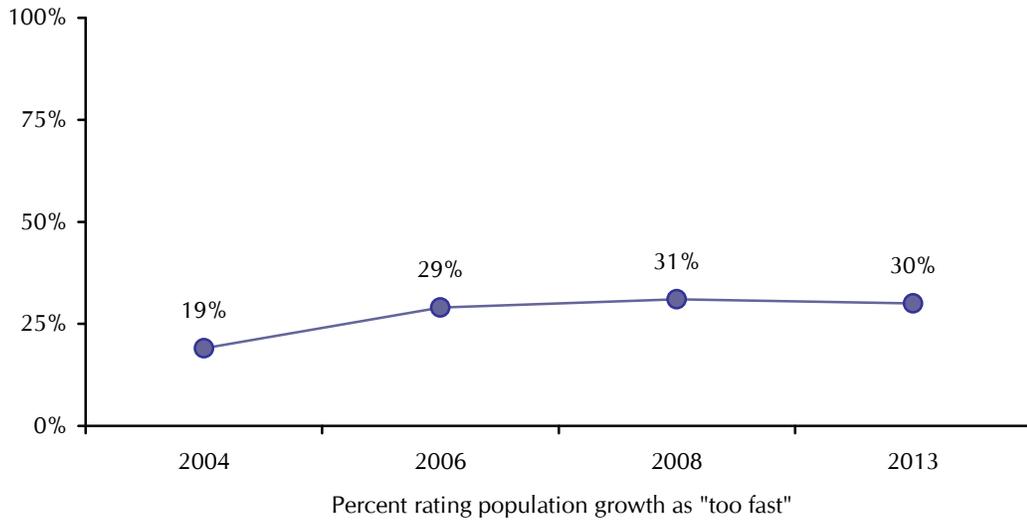
FIGURE 22: POPULATION GROWTH BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Population growth seen as too fast	Much less	Much less

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

Percent rating run down buildings, weed lots or junk vehicles as a "major" problem
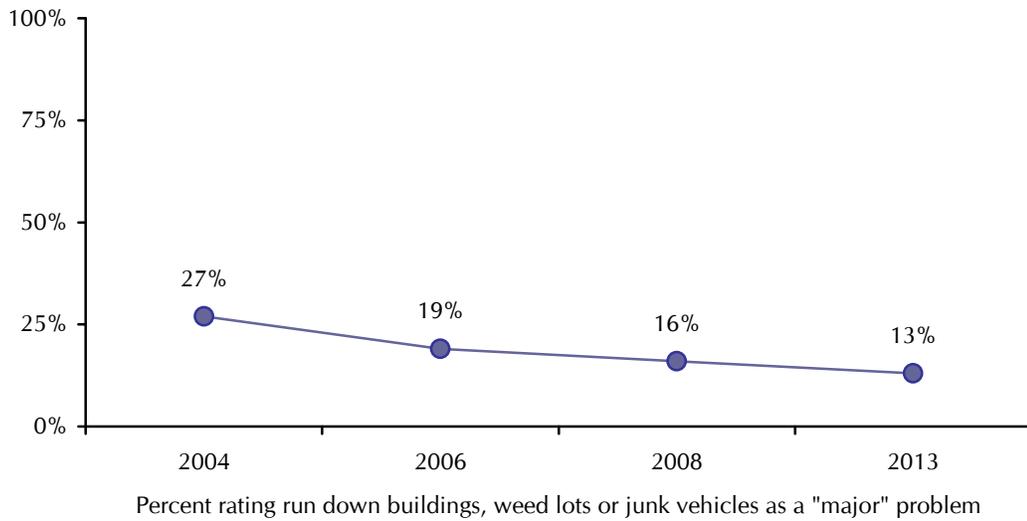
FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar	Similar

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

	2013	2008	2006	2004
Land use, planning and zoning	41%	33%	31%	31%
Code enforcement (weeds, abandoned buildings, etc.)	37%	27%	29%	27%
Animal control	56%	54%	53%	52%
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS
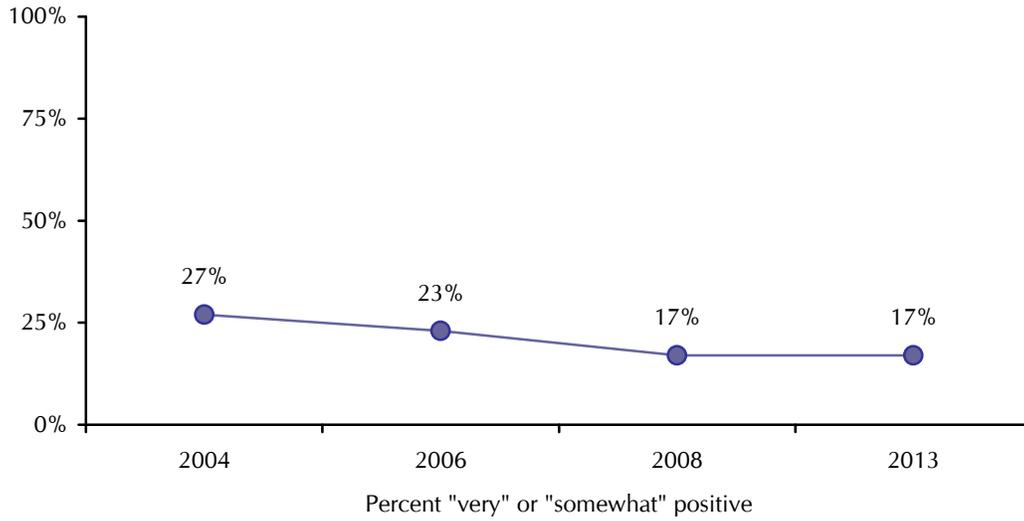
	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Land use, planning and zoning	Similar	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Below	Below
Animal control	Below	Below

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments and Lynchburg as a place to work. Receiving the lowest rating was employment opportunities. Ratings for shopping opportunities decreased from 2008 to 2013.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Employment opportunities	31%	36%	28%	19%
Shopping opportunities	44%	58%	56%	46%
Lynchburg as a place to work	54%	52%	50%	NA
Overall quality of business and service establishments in Lynchburg	62%	67%	NA	NA
Percent "excellent" or "good"				

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Employment opportunities	Similar	Similar
Shopping opportunities	Much below	Much below
Lynchburg as a place to work	Below	Similar
Overall quality of business and service establishments in Lynchburg	Below	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Lynchburg, 76% responded that it was "too slow," while 36% reported retail growth as "too slow." About the same number of residents in Lynchburg compared to other jurisdictions believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2008	2006	2004
Retail growth seen as too slow	36%	22%	16%	22%
Jobs growth seen as too slow	76%	74%	72%	84%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Retail growth seen as too slow	Similar	Much more
Jobs growth seen as too slow	Similar	Similar

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

Percent "excellent" or "good"
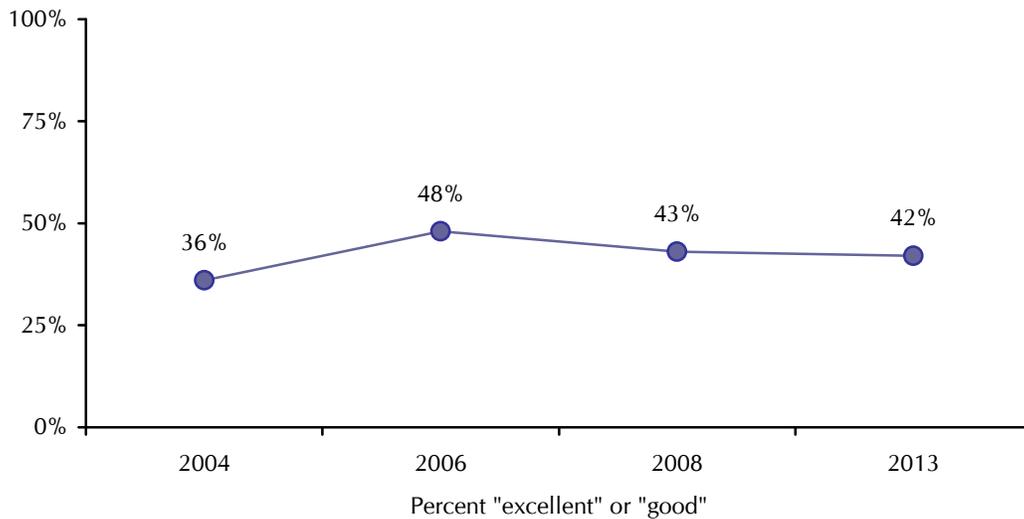
FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Economic development	Similar	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. The percent of residents with an optimistic outlook on their household income was similar to national comparison jurisdictions and less than in Southern jurisdictions of similar population size.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

Percent "very" or "somewhat" positive

FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Positive impact of economy on household income	Similar	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. Most gave positive ratings of safety in the City of Lynchburg. About 67% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 75% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Feelings of safety downtown after dark increased from 2008 to 2013.

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

	2013	2008	2006	2004
Safety in your neighborhood during the day	92%	93%	91%	94%
Safety in your neighborhood after dark	79%	73%	78%	76%
Safety in Lynchburg's downtown area during the day	77%	74%	79%	77%
Safety in Lynchburg's downtown area after dark	36%	28%	29%	28%
Safety from violent crime (e.g., rape, assault, robbery)	67%	63%	59%	61%
Safety from property crimes (e.g, burglary, theft)	56%	54%	53%	56%
Safety from environmental hazards	75%	70%	NA	NA
Percent "very" or "somewhat" safe				

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
In your neighborhood during the day	Similar	Much above
In your neighborhood after dark	Similar	Much above
In Lynchburg's downtown area during the day	Much below	Much below
In Lynchburg's downtown area after dark	Much below	Much below
Violent crime (e.g., rape, assault, robbery)	Below	Similar
Property crimes (e.g., burglary, theft)	Below	Similar
Environmental hazards, including toxic waste	Similar	Similar

As assessed by the survey, 11% 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, 78% had reported it to police. Compared to other jurisdictions in the Southern region, a similar number of Lynchburg residents had been victims of crime in the 12 months preceding the survey and less Lynchburg residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

|	2013	2008	2006	2004
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	10%	12%	13%
If yes, was this crime (these crimes) reported to the police?	78%	73%	67%	72%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Victim of crime	Similar	Similar
Reported crimes	Similar	Much less

Residents rated eight City public safety services. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings. The ratings for crime prevention increased from 2008 to 2013, while the ratings for ambulance or emergency medical services declined.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2013	2008	2006	2004
Police services	77%	75%	75%	73%
Fire services	89%	91%	93%	92%
Ambulance or emergency medical services	81%	89%	84%	89%
Crime prevention	61%	53%	60%	NA
Fire prevention and education	67%	80%	73%	NA
Municipal courts	62%	69%	68%	NA
Traffic enforcement	59%	58%	64%	60%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	48%	55%	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Police services	Similar	Similar
Fire services	Similar	Similar
Ambulance or emergency medical services	Below	Below
Crime prevention	Below	Similar
Fire prevention and education	Below	Similar
Traffic enforcement	Below	Below
Courts	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below	Much below

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

Have you had any in-person or phone contact with an employee of the City of Lynchburg Police Department within the last 12 months?

Yes
36%

No
64%

Fair
13%

Good
44%

Poor
6%

Excellent
37%

What was your overall impression of your most recent contact with the City of Lynchburg Police Department?
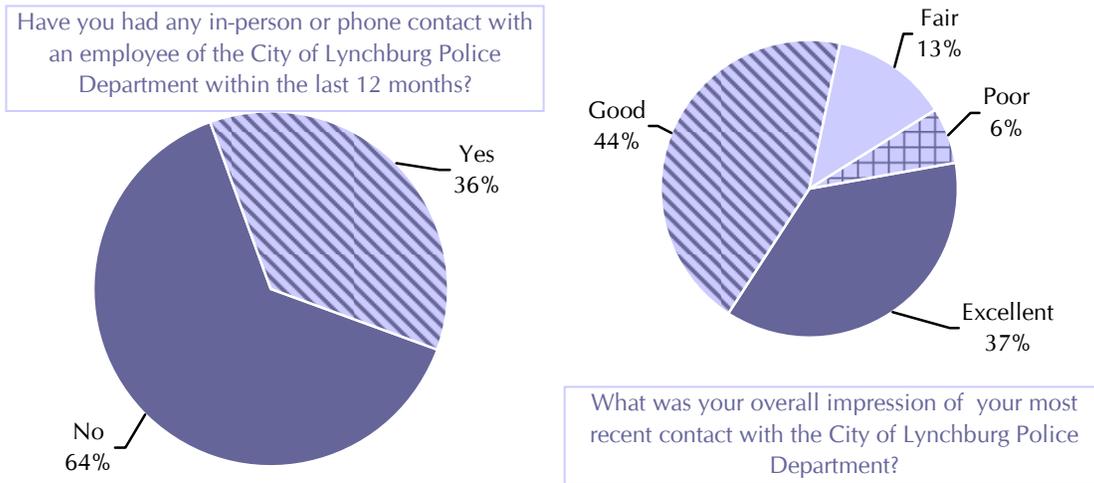
FIGURE 42: CONTACT WITH FIRE DEPARTMENT

Have you had any in-person or phone contact with an employee of the City of Lynchburg Fire Department within the last 12 months?

Yes
11%

No
89%

Good
34%

Fair
5%

Poor
1%

Excellent
59%

What was your overall impression of your most recent contact with the City of Lynchburg Fire Department?
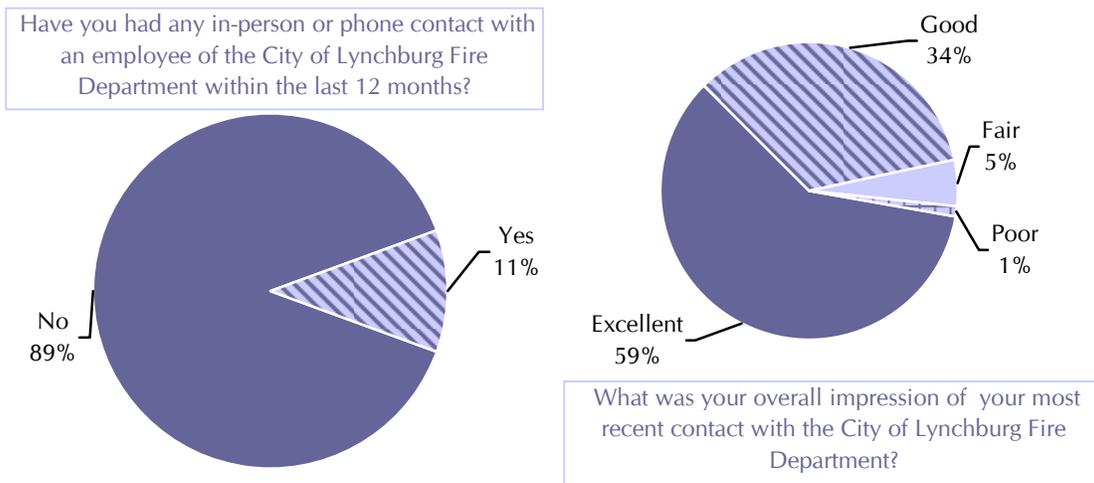
FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS
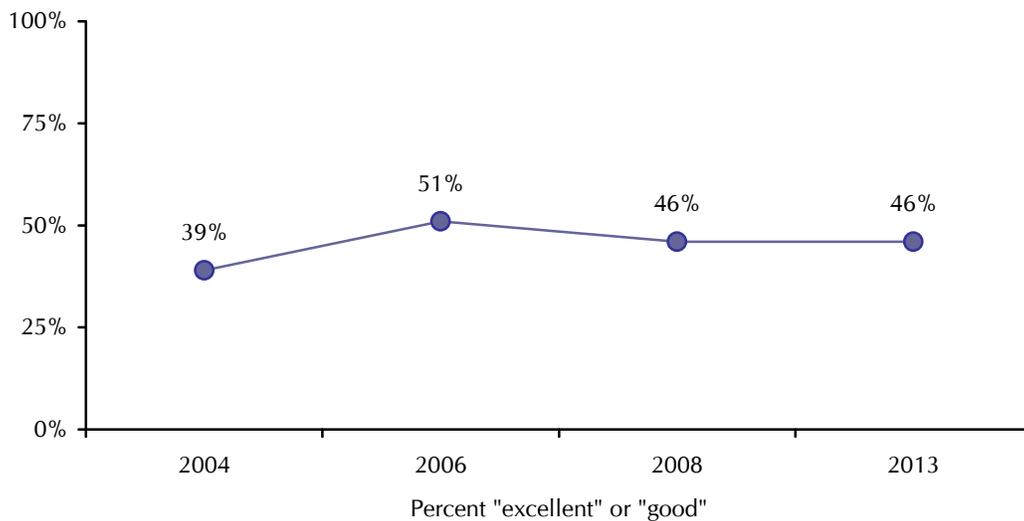
	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Had contact with the City of Lynchburg Police Department	Similar	More
Overall impression of most recent contact with the City of Lynchburg Police Department	Above	Above
Had contact with the City of Lynchburg Fire Department	Less	Less
Overall impression of most recent contact with the City of Lynchburg Fire Department	Similar	Similar

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of 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. Air quality received the highest rating, and it was similar to the benchmarks. Ratings for the preservation of natural areas improved from 2008 to 2013.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2013	2008	2006	2004
Cleanliness of Lynchburg	63%	57%	NA	NA
Quality of overall natural environment in Lynchburg	72%	72%	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	54%	45%	NA	NA
Air quality	74%	71%	73%	NA

Percent "excellent" or "good"

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Cleanliness of Lynchburg	Much below	Below
Quality of overall natural environment in Lynchburg	Similar	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Similar	Similar

Resident recycling was less than recycling reported in comparison communities.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

Percent using at least once in past 12 months
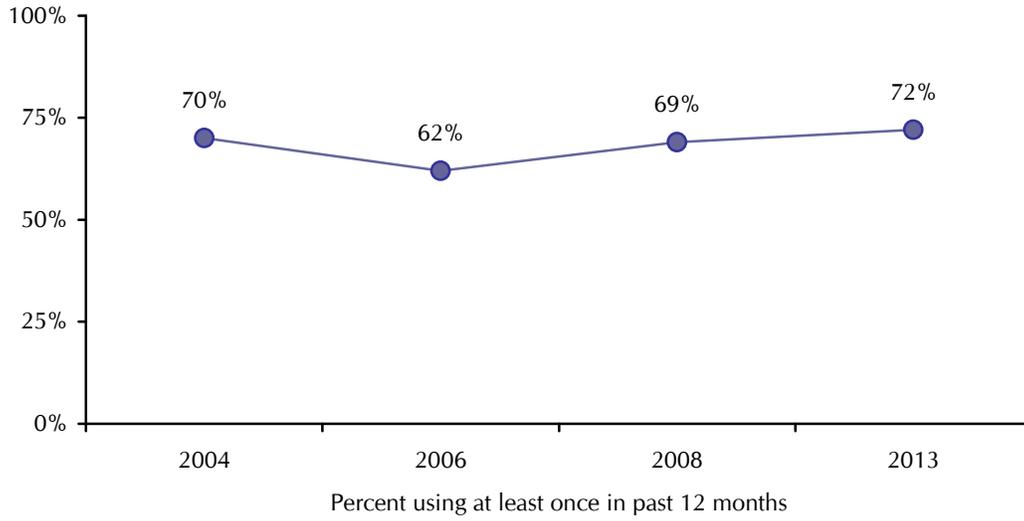
FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Recycled used paper, cans or bottles from your home	Much less	Much less

Of the seven utility services rated by those completing the questionnaire, one was higher than the custom benchmark comparison, four were similar and two were below the benchmark comparison. These service ratings trends were stable compared to the 2008 survey results.

	2013	2008	2006	2004
Power (electric and/or gas) utility	58%	NA	NA	NA
Sewer services	67%	65%	63%	64%
Drinking water	60%	60%	58%	61%
Storm drainage	66%	62%	60%	NA
Yard waste pick-up	64%	62%	60%	63%
Recycling	55%	54%	59%	59%
Garbage collection	80%	75%	77%	77%
Percent "excellent" or "good"				

FIGURE 49: UTILITY SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Power (electric and/or gas) utility	Much below	Much below
Sewer services	Below	Similar
Drinking water	Below	Similar
Storm drainage	Similar	Above
Yard waste pick-up	Below	Similar
Recycling	Much below	Much below
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Lynchburg were rated somewhat positively as were services related to parks and recreation. Ratings for City parks and recreation programs or classed improved over time.

Resident use of Lynchburg parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Lynchburg recreation centers was about the same as the percent of users in comparison jurisdictions. The percent of residents that reported visiting a City or neighborhood park increased from 2008 to 2013.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

Percent "excellent" or "good"

FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Recreation opportunities	Much below	Much below

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Used Lynchburg recreation centers	56%	50%	47%	47%
Participated in a recreation program or activity	45%	43%	45%	42%
Visited a neighborhood park or City park	86%	79%	83%	82%
Percent using at least once in last 12 months				

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Used Lynchburg recreation centers	Similar	Similar
Participated in a recreation program or activity	Similar	Similar
Visited a neighborhood park or City park	Similar	More

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

|	2013	2008	2006	2004
City parks	76%	68%	67%	NA
Recreation programs or classes	69%	60%	62%	NA
Recreation centers or facilities	56%	55%	58%	47%
Percent "excellent" or "good"				

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
City parks	Below	Similar
Recreation programs or classes	Below	Similar
Recreation centers or facilities	Much below	Much below

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as "excellent" or "good" by 37% of respondents. Educational opportunities were rated as "excellent" or "good" by 70% of respondents. Compared to the benchmark data, educational opportunities were above the average of national comparison jurisdictions, while cultural activity opportunities were rated much below the benchmark comparisons.

About 62% of Lynchburg residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much less than in comparison jurisdictions, and had decreased over time.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Opportunities to attend cultural activities	37%	40%	43%	46%
Educational opportunities	70%	77%	72%	NA
Percent "excellent" or "good"				

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Opportunities to attend cultural activities	Much below	Much below
Educational opportunities	Above	Similar

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Used Lynchburg public libraries or their services	62%	70%	72%	71%
Participated in religious or spiritual activities in Lynchburg	72%	76%	NA	NA
Percent using at least once in last 12 months				

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Used Lynchburg public libraries or their services	Much less	Much less
Participated in religious or spiritual activities in Lynchburg	Much more	Much more

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2008	2006	2004
Public schools	61%	68%	65%	60%
Public library services	76%	82%	74%	82%

Percent "excellent" or "good"

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Public schools	Below	Similar
Public library services	Much below	Below

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 affordable quality health care was rated less favorably by residents. The availability of preventive health services improved over time.

Among Lynchburg residents, 55% rated affordable quality health care as "excellent" or "good." Those ratings were similar to the ratings of comparison communities.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Availability of affordable quality health care	55%	51%	55%	NA
Availability of affordable quality food	62%	61%	NA	NA
Availability of preventive health services	59%	50%	NA	NA
Percent "excellent" or "good"				

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Availability of affordable quality health care	Similar	Similar
Availability of affordable quality food	Similar	Similar
Availability of preventive health services	Similar	Below

FIGURE 64: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

Percent "excellent" or "good"
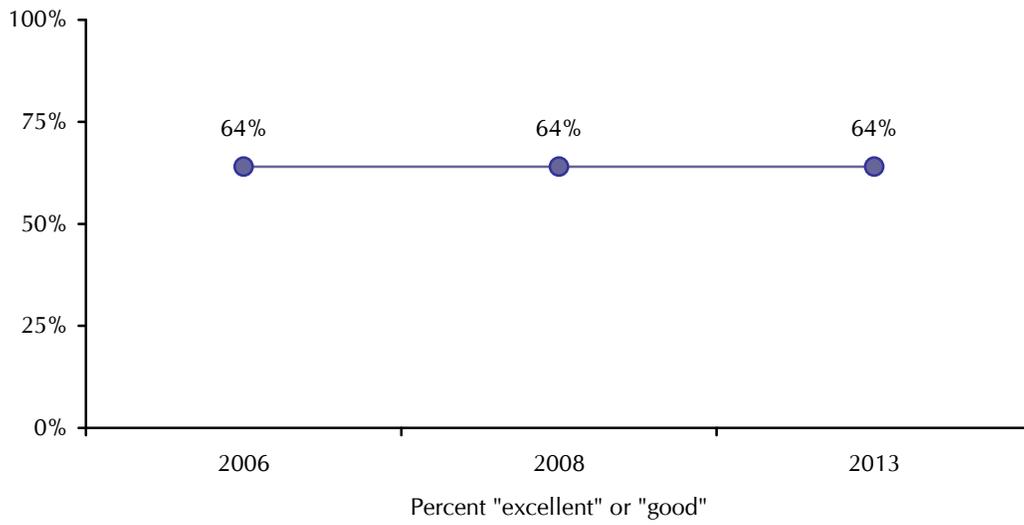
FIGURE 65: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Health services	Similar	Similar

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of 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 majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." Fewer survey respondents felt the City of Lynchburg was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was similar to the benchmarks. The rating for Lynchburg as a place to retire decreased from 2008 to 2013 while other ratings remained stable over time.

FIGURE 66: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2013	2008	2006	2004
Sense of community	57%	55%	52%	56%
Openness and acceptance of the community toward people of diverse backgrounds	46%	46%	39%	45%
Availability of affordable quality child care	45%	42%	47%	41%
Lynchburg as a place to raise children	81%	79%	75%	75%
Lynchburg as a place to retire	67%	75%	64%	69%
Percent "excellent" or "good"				

FIGURE 67: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Sense of community	Below	Below
Openness and acceptance of the community toward people of diverse backgrounds	Much below	Much below
Availability of affordable quality child care	Similar	Similar
Lynchburg as a place to raise kids	Similar	Similar
Lynchburg as a place to retire	Similar	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 45% to 66% with ratings of "excellent" or "good." All were rated similarly when compared to jurisdictions in the Southern region with populations from 50,000 to 100,000.

FIGURE 68: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2013	2008	2006	2004
Services to seniors	66%	55%	56%	45%
Services to youth	51%	44%	41%	39%
Services to low-income people	45%	41%	47%	39%
Percent "excellent" or "good"				

FIGURE 69: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Services to seniors	Similar	Similar
Services to youth	Below	Similar
Services to low income people	Similar	Similar

CIVIC ENGAGEMENT

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

The rating for opportunities to participate in community matters was below the benchmarks while the rating for opportunities to volunteer was similar to the benchmarks.

FIGURE 70: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Opportunities to volunteer	77%	79%	NA	NA
Opportunities to participate in community matters	56%	62%	NA	NA
Percent "excellent" or "good"				

FIGURE 71: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Opportunities to participate in community matters	Below	Below
Opportunities to volunteer	Similar	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Attending a meeting of local elected officials and providing help to a friend or neighbor showed similar rates of involvement; while watching a meeting of local elected officials, volunteering, and participating in a club of civic group showed higher rates.

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]

	2013	2008	2006	2004
Attended a meeting of local elected officials or other local public meeting	26%	27%	28%	29%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	48%	52%	60%	64%
Volunteered your time to some group or activity in Lynchburg	56%	56%	NA	53%
Participated in a club or civic group in Lynchburg	36%	38%	NA	NA
Provided help to a friend or neighbor	95%	93%	NA	NA

Percent participating at least once in the last 12 months

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the 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 public meeting on cable television, the Internet or other media	Much more	Much more
Volunteered your time to some group or activity in Lynchburg	Much more	Much more
Participated in a club or civic group in Lynchburg	Much more	More
Provided help to a friend or neighbor	Similar	Similar

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

City of Lynchburg residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-nine percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 74: REPORTED VOTING BEHAVIOR BY YEAR[2]

	2013	2008	2006	2004
Registered to vote	89%	83%	81%	84%
Voted in the last general election	83%	66%	66%	64%
Percent "yes"				

FIGURE 75: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Registered to vote	Similar	Similar
Voted in last general election	More	More

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

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, 68% reported they had done so at least once. Public information services were rated similarly compared to benchmark data. More residents reported visiting the City Web site in 2013 than in previous survey years.

FIGURE 76: USE OF INFORMATION SOURCES BY YEAR

	2013	2008	2006	2004
Read City Source Newsletter	39%	41%	40%	65%
Visited the City of Lynchburg Web site (at www.lynchburgva.gov)	68%	55%	41%	NA
Percent using at least once in last 12 months				

FIGURE 77: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Read Lynchburg Newsletter	Much less	Much less
Visited the City of Lynchburg Web site	Much more	Much more

FIGURE 78: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2013	2008	2006	2004
Cable television	39%	46%	37%	25%
Public information services	66%	71%	64%	61%
Percent "excellent" or "good"				

FIGURE 79: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS
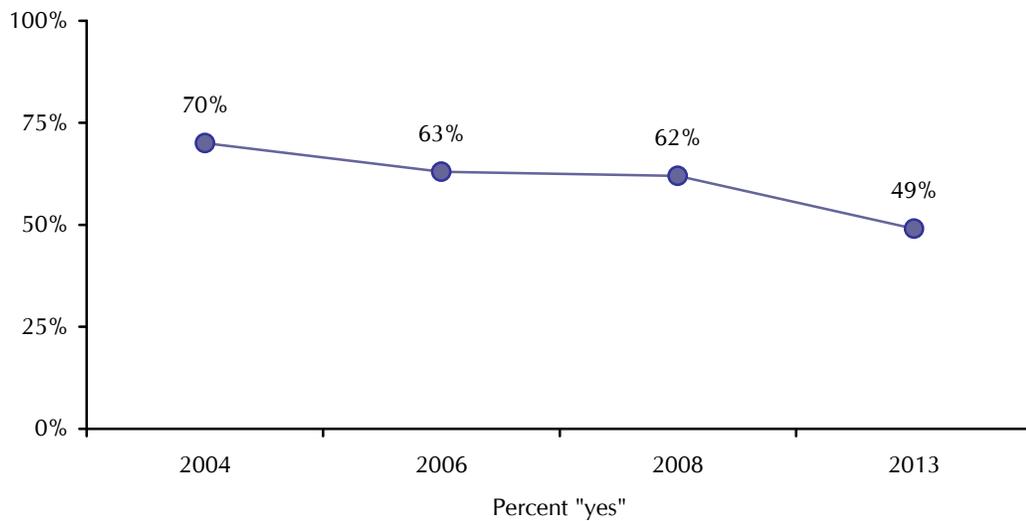
	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Cable television	Much below	Much below
Public information services	Similar	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 49% of respondents, while 84% rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 80: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2008	2006	2004
Opportunities to participate in social events and activities	49%	57%	NA	NA
Opportunities to participate in religious or spiritual events and activities	84%	81%	NA	NA
Percent "excellent" or "good"				

FIGURE 81: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Opportunities to participate in social events and activities	Much below	Much below
Opportunities to participate in religious or spiritual events and activities	Above	Above

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

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	2013	2008	2006	2004
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)?	46%	54%	NA	NA
Percent "at least several times per week"				

FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Has contact with neighbors at least several times per week	Less	Less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of 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.

About 41% 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 welcoming citizen involvement, 49% rated it as "excellent" or "good." Of these four ratings two were similar to the benchmarks and two were below the benchmarks.

FIGURE 84: PUBLIC TRUST RATINGS BY YEAR

	2013	2008	2006	2004
The value of services for the taxes paid to Lynchburg*	41%	46%	46%	51%
The overall direction that Lynchburg is taking*	49%	50%	55%	53%
The job Lynchburg government does at welcoming citizen involvement*	49%	45%	50%	56%
Overall image or reputation of Lynchburg	62%	64%	65%	NA
Percent "excellent" or "good"				

* For jurisdictions that have conducted The NCS prior to 2008, the change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 85: PUBLIC TRUST BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Value of services for the taxes paid to Lynchburg	Much below	Much below
The overall direction that Lynchburg is taking	Similar	Similar
Job Lynchburg government does at welcoming citizen involvement	Similar	Similar
Overall image or reputation of Lynchburg	Below	Much below

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 70% of survey participants. The City of Lynchburg's rating was similar to the benchmarks. Ratings of overall City services increased over time.

FIGURE 86: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF LYNCHBURG BY YEAR

Percent "excellent" or "good"
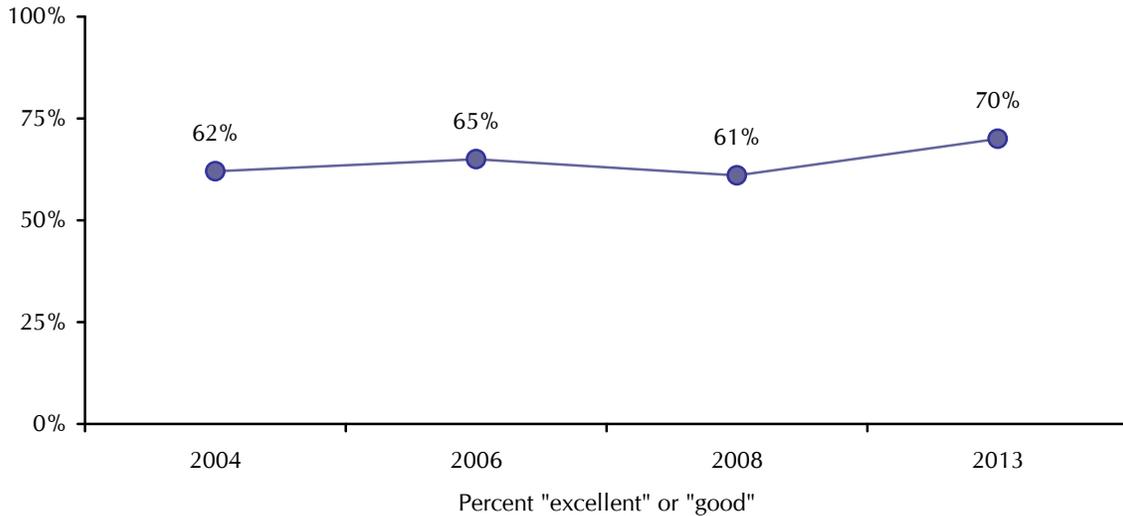
FIGURE 87: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2008	2006	2004
Services provided by City of Lynchburg	70%	61%	65%	62%
Services provided by the Federal Government	38%	40%	47%	52%
Services provided by the State Government	46%	46%	52%	50%
Percent "excellent" or "good"				

FIGURE 88: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Services provided by the City of Lynchburg	Similar	Similar
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Similar	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, over the phone or via email in the last 12 months; the 49% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 82% of respondents rated their overall impression as "excellent" or "good." Overall ratings of employees were higher than the benchmarks and were generally stable over time.

FIGURE 89: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

FIGURE 90: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Had contact with City employee(s) in last 12 months	Similar	Similar

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2013	2008	2006	2004
Knowledge	85%	81%	81%	79%
Responsiveness	79%	76%	74%	74%
Courtesy	84%	77%	76%	79%
Overall impression	82%	76%	74%	76%
Percent "excellent" or "good"				

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

	National comparison	Populations 50,000 to 100,000 in the Southern region comparison
Knowledge	Above	Similar
Responsiveness	Similar	Similar
Courteousness	Above	Above
Overall impression	Above	Above

From Data to Action
Resident Priorities

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

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

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

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

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

- Ambulance or emergency medical services
- Garbage collection
- Preservation of natural areas
- Public library services
- Public schools

CITY OF LYNCHBURG ACTION CHART™

The 2013 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 national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (⚷) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Thirty-two services were included in the KDA for the City of Lynchburg. Of these, none were above the benchmark, 20 were below the benchmark and 12 were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Lynchburg, ambulance or emergency medical services was below the benchmark and trending down, public schools and public library services were also below 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 93: CITY OF LYNCHBURG ACTION CHART™

Overall Quality of City of Lynchburg Services

Community Design

Planning and zoning ↑	Animal control
Code enforcement ↑	Street repair ⇩
Economic development	Snow removal
Sidewalk maintenance	Traffic signal timing
Street lighting	Street cleaning

Recreation and Wellness

City parks ↑	Health services
🔑 Public library services	🔑 Public schools
Recreation facilities	

Environmental Sustainability

Drinking water	Recycling
🔑 Garbage collection	Sewer services
Power utility	Storm drainage
🔑 Preservation of natural areas ↑	

Civic Engagement

| Cable television | Public information |

Community Inclusiveness

| Senior services ↑ | Youth services |

Public Safety

Emergency preparedness	Police services
Municipal courts	Fire services
Traffic enforcement	🔑 EMS ⇩

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

🔑 Key Driver   ↑ Rating increase   ⇩ Rating decrease

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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. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Lynchburg, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

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

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

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

FIGURE 94: KEY DRIVERS COMPARED

Service	City of Lynchburg Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
• **Ambulance and emergency medical services**	✓		✓
° Traffic enforcement			
Street repair			✓
° Street cleaning			
° Street lighting			
° Sidewalk maintenance			
° Traffic signal timing			
• **Garbage collection**	✓		✓
° Recycling			
° Storm drainage			✓
° Drinking water			✓
° Sewer services			✓
° City parks			
° Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
° Animal control			
Economic development		✓	
Health services			✓
° Services to seniors			
° Services to low income residents			
Public library	✓		
Public information services		✓	
• **Public schools**	✓	✓	
° Cable television			
° Emergency preparedness			
Preservation of natural areas	✓		

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

C U S T O M   Q U E S T I O N S

Don't know responses have been removed from these questions, when applicable.

Custom Question 1					
In order to cover the increasing costs of maintaining existing services and the shortage of revenue to provide these services, the City could increase local taxes and/or fees or make cuts to services and programs. Please indicate to what extent you support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase	6%	18%	30%	46%	100%
Car tax increase	3%	18%	26%	54%	100%
Meals tax increase	8%	24%	26%	42%	100%
Increase user fees (e.g., trash collection fees, permits/licenses, recreation classes, etc.)	7%	27%	29%	37%	100%

Custom Question 2					
If the City's choice was to increase revenues to avoid cutting services, please indicate to what extent you would support or oppose the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase local taxes to maintain current services (e.g. property or meals taxes)	10%	27%	27%	36%	100%
Increase fess to maintain services	8%	43%	30%	20%	100%
Make cuts to services	12%	24%	37%	27%	100%

Custom Question 3	
In the coming months, the City will have to make a decision regarding a new Heritage High School. To what extent would you support or oppose increasing local taxes for a new Heritage High School?	Percent of respondents
Strongly support	12%
Somewhat support	29%
Somewhat oppose	23%
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	20%	59%	20%	1%	100%
Your neighborhood as a place to live	26%	53%	17%	5%	100%
Lynchburg as a place to raise children	27%	54%	18%	1%	100%
Lynchburg as a place to work	13%	41%	31%	15%	100%
Lynchburg as a place to retire	17%	49%	22%	11%	100%
The overall quality of life in Lynchburg	14%	60%	24%	1%	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	8%	49%	35%	8%	100%
Openness and acceptance of the community toward people of diverse backgrounds	8%	38%	42%	12%	100%
Overall appearance of Lynchburg	11%	48%	38%	4%	100%
Cleanliness of Lynchburg	8%	54%	35%	3%	100%
Overall quality of new development in Lynchburg	6%	54%	30%	9%	100%
Variety of housing options	11%	50%	34%	5%	100%
Overall quality of business and service establishments in Lynchburg	6%	56%	31%	8%	100%
Shopping opportunities	6%	38%	37%	19%	100%
Opportunities to attend cultural activities	6%	31%	42%	21%	100%
Recreational opportunities	8%	38%	38%	16%	100%
Employment opportunities	4%	27%	46%	22%	100%
Educational opportunities	16%	54%	26%	4%	100%
Opportunities to participate in social events and activities	5%	43%	43%	8%	100%
Opportunities to participate in religious or spiritual events and activities	34%	50%	14%	2%	100%
Opportunities to volunteer	19%	58%	23%	1%	100%
Opportunities to participate in community matters	10%	46%	37%	6%	100%
Ease of car travel in Lynchburg	13%	46%	29%	12%	100%
Ease of bus travel in Lynchburg	6%	32%	49%	13%	100%
Ease of bicycle travel in Lynchburg	3%	33%	32%	33%	100%
Ease of walking in Lynchburg	9%	41%	30%	20%	100%
Availability of paths and walking trails	19%	49%	24%	9%	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
Traffic flow on major streets	4%	32%	40%	24%	100%
Amount of public parking	2%	29%	42%	27%	100%
Availability of affordable quality housing	7%	37%	42%	14%	100%
Availability of affordable quality child care	4%	41%	43%	12%	100%
Availability of affordable quality health care	9%	46%	29%	16%	100%
Availability of affordable quality food	12%	50%	32%	6%	100%
Availability of preventive health services	8%	51%	31%	10%	100%
Air quality	16%	58%	24%	2%	100%
Quality of overall natural environment in Lynchburg	18%	54%	26%	2%	100%
Overall image or reputation of Lynchburg	11%	50%	32%	6%	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	1%	12%	57%	24%	6%	100%
Retail growth (stores, restaurants, etc.)	10%	27%	49%	11%	4%	100%
Jobs growth	24%	52%	23%	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	8%
Minor problem	37%
Moderate problem	42%
Major problem	13%
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%	48%	19%	11%	2%	100%
Property crimes (e.g., burglary, theft)	8%	48%	19%	19%	6%	100%
Environmental hazards, including toxic waste	31%	45%	18%	6%	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	66%	27%	4%	3%	1%	100%
In your neighborhood after dark	39%	40%	9%	7%	5%	100%
In Lynchburg's downtown area during the day	37%	40%	13%	9%	2%	100%
In Lynchburg's downtown area after dark	6%	30%	16%	28%	19%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Lynchburg Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Lynchburg Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Lynchburg Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Lynchburg Police Department?	37%	44%	13%	6%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	22%
Yes	78%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in 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	38%	23%	23%	7%	8%	100%
Used Lynchburg recreation centers	44%	27%	19%	6%	4%	100%
Participated in a recreation program or activity	55%	24%	15%	4%	2%	100%
Visited a neighborhood park or City park	14%	23%	36%	16%	10%	100%
Ridden a local bus within Lynchburg	79%	10%	6%	2%	3%	100%
Attended a meeting of local elected officials or other local public meeting	74%	20%	6%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	52%	28%	16%	4%	1%	100%
Read City Source Newsletter	61%	26%	10%	1%	1%	100%
Visited the City of Lynchburg Web site (at www.lynchburgva.gov)	32%	26%	29%	8%	4%	100%
Recycled used paper, cans or bottles from your home	28%	15%	16%	16%	25%	100%
Volunteered your time to some group or activity in Lynchburg	44%	23%	20%	5%	9%	100%
Participated in religious or spiritual activities in Lynchburg	28%	16%	13%	8%	35%	100%
Participated in a club or civic group in Lynchburg	64%	18%	8%	5%	6%	100%
Provided help to a friend or neighbor	5%	20%	42%	15%	17%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	19%
Several times a week	28%
Several times a month	24%
Less than several times a month	30%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Lynchburg:	Excellent	Good	Fair	Poor	Total
Police services	27%	50%	18%	4%	100%
Fire services	38%	51%	10%	0%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Lynchburg:	Excellent	Good	Fair	Poor	Total
Ambulance or emergency medical services	37%	44%	16%	2%	100%
Crime prevention	12%	48%	34%	6%	100%
Fire prevention and education	21%	46%	30%	3%	100%
Municipal courts	14%	48%	31%	7%	100%
Traffic enforcement	11%	49%	29%	12%	100%
Street repair	4%	24%	36%	36%	100%
Street cleaning	6%	38%	41%	15%	100%
Street lighting	7%	45%	36%	12%	100%
Snow removal	9%	46%	34%	11%	100%
Sidewalk maintenance	7%	40%	42%	11%	100%
Traffic signal timing	7%	43%	30%	20%	100%
Bus or transit services	8%	48%	36%	7%	100%
Garbage collection	31%	49%	17%	3%	100%
Recycling	16%	39%	29%	16%	100%
Yard waste pick-up	21%	44%	31%	5%	100%
Storm drainage	10%	56%	27%	7%	100%
Drinking water	18%	42%	30%	10%	100%
Sewer services	14%	53%	29%	4%	100%
Power (electric and/or gas) utility	15%	42%	33%	9%	100%
City parks	23%	53%	22%	2%	100%
Recreation programs or classes	14%	55%	29%	2%	100%
Recreation centers or facilities	12%	45%	37%	7%	100%
Land use, planning and zoning	6%	35%	46%	13%	100%
Code enforcement (weeds, abandoned buildings, etc.)	7%	30%	39%	23%	100%
Animal control	7%	49%	35%	9%	100%
Economic development	6%	36%	44%	14%	100%
Health services	17%	47%	32%	4%	100%
Services to seniors	12%	54%	28%	6%	100%
Services to youth	10%	41%	38%	10%	100%
Services to low-income people	12%	33%	36%	19%	100%
Public library services	22%	55%	21%	3%	100%
Public information services	11%	56%	30%	4%	100%
Public schools	14%	47%	32%	7%	100%
Cable television	8%	32%	34%	26%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	35%	32%	20%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	10%	43%	38%	9%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Lynchburg	10%	60%	27%	2%	100%
The Federal Government	6%	32%	34%	28%	100%
The State Government	5%	40%	41%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Lynchburg to someone who asks	33%	48%	13%	6%	100%
Remain in Lynchburg for the next five years	50%	23%	15%	12%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	11%
Neutral	45%
Somewhat negative	30%
Very negative	10%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Lynchburg Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Lynchburg Fire Department within the last 12 months?	89%	11%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Lynchburg Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Lynchburg Fire Department?	59%	34%	5%	1%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Lynchburg within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	51%
Yes	49%
Total	100%

Question 20: 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	39%	46%	12%	3%	100%
Responsiveness	36%	43%	10%	11%	100%
Courtesy	48%	36%	8%	8%	100%
Overall impression	41%	41%	11%	7%	100%

Question 21: 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	8%	33%	40%	19%	100%
The overall direction that Lynchburg is taking	7%	42%	42%	9%	100%
The job Lynchburg government does at welcoming citizen involvement	6%	44%	33%	17%	100%

Question 22a: Custom Question 1					
In order to cover the increasing costs of maintaining existing services and the shortage of revenue to provide these services, the City could increase local taxes and/or fees or make cuts to services and programs. Please indicate to what extent you support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase	6%	18%	30%	46%	100%
Car tax increase	3%	18%	26%	54%	100%
Meals tax increase	8%	24%	26%	42%	100%
Increase user fees (e.g., trash collection fees, permits/licenses, recreation classes, etc.)	7%	27%	29%	37%	100%

Question 22b: Custom Question 2					
If the City's choice was to increase revenues to avoid cutting services, please indicate to what extent you would support or oppose the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase local taxes to maintain current services (e.g. property or meals taxes)	10%	27%	27%	36%	100%
Increase fess to maintain services	8%	43%	30%	20%	100%
Make cuts to services	12%	24%	37%	27%	100%

Question 22c: Custom Question 3	
In the coming months, the City will have to make a decision regarding a new Heritage High School. To what extent would you support or oppose increasing local taxes for a new Heritage High School?	Percent of respondents
Strongly support	12%
Somewhat support	29%
Somewhat oppose	23%
Strongly oppose	36%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	55%
Yes, part-time	12%
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	0%
Walk	2%
Bicycle	1%
Work at home	4%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Lynchburg?	Percent of respondents
Less than 2 years	8%
2 to 5 years	16%
6 to 10 years	16%
11 to 20 years	14%
More than 20 years	45%
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	64%
House attached to one or more houses (e.g., a duplex or townhome)	11%
Building with two or more apartments or condominiums	23%
Mobile home	0%
Other	2%
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	46%
Owned by you or someone in this house with a mortgage or free and clear	54%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	9%
$300 to $599 per month	22%
$600 to $999 per month	45%
$1,000 to $1,499 per month	13%
$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	67%
Yes	33%
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	76%
Yes	24%
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	29%
$25,000 to $49,999	28%
$50,000 to $99,999	29%
$100,000 to $149,999	10%
$150,000 or more	5%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	22%
White	72%
Other	6%
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	7%
25 to 34 years	33%
35 to 44 years	12%
45 to 54 years	16%
55 to 64 years	11%
65 to 74 years	12%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	56%
Male	44%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	84%
Ineligible to vote	6%
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	16%
Yes	77%
Ineligible to vote	7%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	10%
Yes	90%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	57%
Yes	43%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	26%
Land line	50%
Both	23%
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	20%	77	59%	222	20%	76	1%	5	0%	0	100%	380
Your neighborhood as a place to live	26%	97	53%	199	17%	63	5%	18	0%	1	100%	377
Lynchburg as a place to raise children	25%	96	51%	192	17%	65	1%	5	5%	20	100%	377
Lynchburg as a place to work	12%	46	40%	151	30%	112	15%	55	3%	13	100%	377
Lynchburg as a place to retire	16%	60	45%	168	20%	76	10%	37	9%	36	100%	377
The overall quality of life in Lynchburg	14%	54	60%	227	24%	91	1%	5	0%	1	100%	378

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	48%	178	34%	126	8%	28	2%	8	100%	369
Openness and acceptance of the community toward people of diverse backgrounds	8%	29	36%	137	41%	154	11%	43	4%	15	100%	377
Overall appearance of Lynchburg	11%	40	47%	179	38%	142	4%	14	0%	2	100%	376
Cleanliness of Lynchburg	8%	31	54%	204	35%	131	3%	10	0%	1	100%	376
Overall quality of new development in Lynchburg	6%	22	50%	188	28%	104	9%	33	7%	27	100%	374
Variety of housing options	10%	39	47%	177	33%	123	5%	19	5%	19	100%	377
Overall quality of business and service establishments in Lynchburg	6%	21	55%	207	30%	113	8%	29	1%	5	100%	375
Shopping opportunities	6%	21	38%	143	37%	139	19%	73	1%	3	100%	378
Opportunities to attend cultural activities	6%	21	30%	112	41%	153	20%	75	4%	17	100%	378
Recreational opportunities	8%	28	37%	138	37%	139	16%	59	3%	10	100%	374
Employment opportunities	4%	15	25%	95	44%	165	21%	79	5%	20	100%	375

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	
Educational opportunities	15%	58	52%	196	25%	93	4%	14	3%	13	100%	374
Opportunities to participate in social events and activities	5%	19	41%	155	41%	153	8%	30	5%	20	100%	376
Opportunities to participate in religious or spiritual events and activities	32%	121	48%	180	14%	52	2%	6	5%	17	100%	376
Opportunities to volunteer	18%	66	54%	202	21%	79	1%	3	6%	22	100%	372
Opportunities to participate in community matters	9%	34	42%	156	34%	126	6%	22	9%	35	100%	372
Ease of car travel in Lynchburg	13%	49	44%	166	28%	105	12%	44	3%	10	100%	374
Ease of bus travel in Lynchburg	4%	15	20%	75	30%	114	8%	29	38%	141	100%	374
Ease of bicycle travel in Lynchburg	2%	7	25%	91	24%	88	25%	91	25%	94	100%	372
Ease of walking in Lynchburg	8%	30	39%	144	29%	107	19%	70	6%	22	100%	374
Availability of paths and walking trails	17%	65	46%	172	22%	84	8%	31	6%	22	100%	375
Traffic flow on major streets	4%	14	32%	119	39%	148	24%	90	1%	5	100%	376
Amount of public parking	2%	9	28%	103	40%	151	26%	97	4%	15	100%	376
Availability of affordable quality housing	6%	22	33%	124	38%	141	13%	47	11%	40	100%	374
Availability of affordable quality child care	2%	8	23%	87	24%	91	7%	26	43%	162	100%	374
Availability of affordable quality health care	9%	32	42%	156	27%	101	14%	54	8%	31	100%	374
Availability of affordable quality food	11%	42	49%	183	31%	116	6%	23	3%	10	100%	374
Availability of preventive health services	7%	26	46%	173	28%	103	9%	35	10%	37	100%	374
Air quality	15%	57	57%	213	23%	86	2%	9	2%	8	100%	373
Quality of overall natural environment in Lynchburg	17%	64	52%	197	26%	96	2%	6	4%	14	100%	376
Overall image or reputation of Lynchburg	11%	42	49%	186	32%	119	6%	23	2%	8	100%	378

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	1%	2	10%	36	45%	170	19%	71	4%	17	22%	81	100%	378
Retail growth (stores, restaurants, etc.)	9%	33	24%	91	44%	166	10%	37	4%	13	10%	36	100%	377
Jobs growth	21%	78	44%	167	19%	73	1%	3	0%	1	14%	54	100%	376

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	7%	27
Minor problem	34%	126
Moderate problem	39%	143
Major problem	12%	45
Don't know	8%	29
Total	100%	370

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%	69	48%	178	19%	69	11%	42	2%	9	2%	6	100%	373
Property crimes (e.g., burglary, theft)	8%	29	47%	174	18%	69	19%	70	5%	20	3%	11	100%	373
Environmental hazards, including toxic waste	28%	104	41%	152	16%	60	5%	19	1%	4	9%	35	100%	374

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	65%	245	26%	99	4%	13	3%	11	1%	4	1%	2	100%	375
In your neighborhood after dark	38%	144	40%	150	9%	33	7%	28	5%	18	1%	2	100%	376
In Lynchburg's downtown area during the day	35%	133	38%	143	12%	46	8%	31	2%	8	4%	16	100%	376
In Lynchburg's downtown area after dark	6%	21	28%	103	15%	57	26%	98	18%	67	7%	27	100%	372

Question 7: Contact with Police Department							
Have you had any in-person or phone contact with an employee of the City of Lynchburg Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Lynchburg Police Department within the last 12 months?	64%	232	36%	133	0%	0	100%	366

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of Lynchburg Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Lynchburg Police Department?	37%	49	44%	58	13%	17	6%	8	0%	0	100%	132

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	87%	321
Yes	11%	39
Don't know	2%	7
Total	100%	367

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	22%	9
Yes	78%	31
Don't know	0%	0
Total	100%	39

Question 11: Resident Behaviors											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in 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	38%	143	23%	86	23%	86	7%	28	8%	30	100%	373
Used Lynchburg recreation centers	44%	163	27%	100	19%	72	6%	23	4%	16	100%	374
Participated in a recreation program or activity	55%	203	24%	91	15%	55	4%	14	2%	8	100%	371
Visited a neighborhood park or City park	14%	53	23%	84	36%	135	16%	61	10%	38	100%	371
Ridden a local bus within Lynchburg	79%	291	10%	38	6%	21	2%	8	3%	10	100%	367
Attended a meeting of local elected officials or other local public meeting	74%	278	20%	73	6%	21	0%	1	0%	1	100%	374
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	52%	193	28%	105	16%	58	4%	14	1%	2	100%	371
Read City Source Newsletter	61%	221	26%	93	10%	38	1%	4	1%	5	100%	361
Visited the City of Lynchburg Web site (at www.lynchburgva.gov)	32%	118	26%	97	29%	108	8%	31	4%	16	100%	369
Recycled used paper, cans or bottles from your home	28%	102	15%	56	16%	58	16%	57	25%	90	100%	362
Volunteered your time to some group or activity in Lynchburg	44%	161	23%	84	20%	72	5%	19	9%	32	100%	367
Participated in religious or spiritual activities in Lynchburg	28%	104	16%	58	13%	49	8%	31	35%	128	100%	369
Participated in a club or civic group in Lynchburg	64%	236	18%	65	8%	30	5%	17	6%	23	100%	371
Provided help to a friend or neighbor	5%	20	20%	75	42%	159	15%	56	17%	65	100%	375

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	19%	69
Several times a week	28%	102
Several times a month	24%	88
Less than several times a month	30%	111
Total	100%	370

Question 13: Service Quality											
Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	25%	91	45%	167	17%	62	4%	14	9%	34	100%	369
Fire services	30%	110	40%	148	8%	30	0%	1	22%	81	100%	369
Ambulance or emergency medical services	29%	107	34%	125	13%	47	2%	6	23%	83	100%	368
Crime prevention	10%	37	39%	144	27%	101	5%	17	19%	70	100%	369
Fire prevention and education	15%	54	32%	116	20%	75	2%	8	32%	116	100%	368
Municipal courts	9%	33	32%	116	20%	73	5%	17	35%	127	100%	366
Traffic enforcement	9%	35	43%	159	25%	93	11%	39	11%	42	100%	368
Street repair	4%	14	23%	85	34%	125	34%	127	5%	20	100%	370
Street cleaning	6%	20	36%	132	39%	144	14%	52	6%	21	100%	369
Street lighting	7%	26	45%	165	35%	130	12%	43	1%	5	100%	368
Snow removal	8%	31	42%	157	31%	114	10%	36	9%	32	100%	370
Sidewalk maintenance	6%	22	36%	133	37%	137	10%	37	11%	40	100%	369
Traffic signal timing	7%	26	43%	155	30%	108	19%	70	2%	6	100%	365
Bus or transit services	4%	14	23%	85	17%	64	4%	13	52%	194	100%	370
Garbage collection	29%	105	45%	165	15%	57	3%	10	9%	32	100%	369
Recycling	13%	50	32%	119	24%	88	13%	48	17%	63	100%	368

Question 13: Service Quality											
Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Yard waste pick-up	17%	63	37%	134	26%	95	4%	14	17%	62	100%	368
Storm drainage	8%	30	46%	169	22%	81	5%	20	18%	67	100%	368
Drinking water	18%	65	41%	150	29%	109	10%	38	2%	9	100%	370
Sewer services	12%	45	45%	164	24%	90	4%	13	15%	56	100%	367
Power (electric and/or gas) utility	15%	55	41%	152	32%	118	9%	33	2%	9	100%	368
City parks	21%	77	48%	177	20%	73	1%	5	10%	35	100%	368
Recreation programs or classes	9%	31	33%	120	17%	63	1%	5	40%	147	100%	367
Recreation centers or facilities	7%	27	28%	103	23%	84	4%	16	37%	134	100%	364
Land use, planning and zoning	4%	16	24%	87	31%	116	9%	33	32%	117	100%	368
Code enforcement (weeds, abandoned buildings, etc.)	5%	19	22%	79	28%	105	17%	61	28%	103	100%	368
Animal control	6%	21	39%	143	28%	102	8%	28	19%	68	100%	361
Economic development	5%	19	28%	104	34%	127	11%	41	21%	78	100%	369
Health services	15%	56	42%	154	29%	105	4%	14	11%	39	100%	367
Services to seniors	8%	29	33%	123	17%	64	4%	13	38%	139	100%	368
Services to youth	6%	23	26%	97	24%	90	7%	24	36%	134	100%	368
Services to low-income people	7%	25	20%	72	22%	79	12%	42	40%	145	100%	363
Public library services	17%	63	44%	161	16%	60	2%	9	20%	75	100%	368
Public information services	8%	30	43%	157	23%	86	3%	10	23%	86	100%	369
Public schools	11%	41	37%	136	25%	93	5%	19	21%	78	100%	366
Cable television	6%	23	26%	97	28%	104	22%	81	17%	62	100%	367
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	36	27%	101	25%	93	16%	57	22%	81	100%	367
Preservation of natural areas such as open space, farmlands and greenbelts	8%	29	33%	121	29%	105	7%	24	24%	88	100%	367

Question 14: Government Services Overall											
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Lynchburg	10%	36	57%	212	26%	96	2%	9	5%	20	100%	372
The Federal Government	5%	19	29%	107	30%	112	25%	93	11%	40	100%	371
The State Government	5%	17	36%	134	37%	137	12%	44	11%	40	100%	371

Question 15: Recommendation and Longevity											
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Lynchburg to someone who asks	32%	118	48%	176	13%	47	6%	22	2%	7	100%	370
Remain in Lynchburg for the next five years	49%	180	22%	82	14%	53	12%	44	3%	12	100%	371

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	15
Somewhat positive	11%	41
Neutral	45%	166
Somewhat negative	30%	111
Very negative	10%	38
Total	100%	371

Question 17: Contact with Fire Department							
Have you had any in-person or phone contact with an employee of the City of Lynchburg Fire Department within the last 12 months?	No		Yes		Don't know		Total
Have you had any in-person or phone contact with an employee of the City of Lynchburg Fire Department within the last 12 months?	89%	329	11%	40	0%	2	100%	370

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Lynchburg Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of Lynchburg Fire Department?	58%	23	34%	14	5%	2	1%	1	2%	1	100%	40

Question 19: Contact with City Employees		
Have you had any in-person, phone or email 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	51%	187
Yes	49%	182
Total	100%	368

Question 20: 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	38%	69	44%	80	12%	22	3%	5	4%	6	100%	182
Responsiveness	36%	65	42%	77	10%	19	11%	20	1%	2	100%	182
Courtesy	48%	88	36%	65	8%	15	8%	14	0%	0	100%	182
Overall impression	41%	74	41%	74	11%	19	7%	14	0%	1	100%	182

Question 21: 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	7%	26	30%	112	36%	138	17%	64	10%	37	100%	377
The overall direction that Lynchburg is taking	6%	24	38%	141	38%	141	9%	32	10%	37	100%	375
The job Lynchburg government does at welcoming citizen involvement	5%	17	34%	130	26%	99	14%	51	21%	79	100%	376

Question 22a: Custom Question 1									
In order to cover the increasing costs of maintaining existing services and the shortage of revenue to provide these services, the City could increase local taxes and/or fees or make cuts to services and programs. Please indicate to what extent you support or oppose each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Property tax increase	6%	22	18%	67	30%	112	46%	172	100%	373
Car tax increase	3%	11	18%	65	26%	96	54%	199	100%	371
Meals tax increase	8%	29	24%	91	26%	96	42%	156	100%	372
Increase user fees (e.g., trash collection fees, permits/licenses, recreation classes, etc.)	7%	26	27%	101	29%	107	37%	137	100%	371

Question 22b: Custom Question 2									
If the City's choice was to increase revenues to avoid cutting services, please indicate to what extent you would support or oppose the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Increase local taxes to maintain current services (e.g. property or meals taxes)	10%	36	27%	101	27%	99	36%	132	100%	367
Increase fess to maintain services	8%	28	43%	154	30%	109	20%	71	100%	362
Make cuts to services	12%	43	24%	89	37%	134	27%	99	100%	365

Question 22c: Custom Question 3		
In the coming months, the City will have to make a decision regarding a new Heritage High School. To what extent would you support or oppose increasing local taxes for a new Heritage High School?	Percent of respondents	Count
Strongly support	10%	38
Somewhat support	25%	91
Somewhat oppose	20%	73
Strongly oppose	31%	113
Don't know	15%	54
Total	100%	369

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	123
Yes, full-time	55%	205
Yes, part-time	12%	44
Total	100%	372

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	0%
Walk	2%
Bicycle	1%
Work at home	4%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Lynchburg?	Percent of respondents	Count
Less than 2 years	8%	31
2 to 5 years	16%	62
6 to 10 years	16%	61
11 to 20 years	14%	52
More than 20 years	45%	169
Total	100%	376

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	64%	240
House attached to one or more houses (e.g., a duplex or townhome)	11%	42
Building with two or more apartments or condominiums	23%	85
Mobile home	0%	0
Other	2%	8
Total	100%	375

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	46%	165
Owned by you or someone in this house with a mortgage or free and clear	54%	197
Total	100%	362

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	9%	34
$300 to $599 per month	22%	78
$600 to $999 per month	45%	163
$1,000 to $1,499 per month	13%	46
$1,500 to $2,499 per month	9%	32
$2,500 or more per month	2%	7
Total	100%	360

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	67%	246
Yes	33%	123
Total	100%	369

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	76%	281
Yes	24%	91
Total	100%	372

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	29%	102
$25,000 to $49,999	28%	100
$50,000 to $99,999	29%	102
$100,000 to $149,999	10%	35
$150,000 or more	5%	16
Total	100%	355

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	360
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	6
Total	100%	366

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	12
Asian, Asian Indian or Pacific Islander	2%	8
Black or African American	22%	80
White	72%	264
Other	6%	22
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	7%	25
25 to 34 years	33%	122
35 to 44 years	12%	43
45 to 54 years	16%	57
55 to 64 years	11%	42
65 to 74 years	12%	45
75 years or older	9%	35
Total	100%	369

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	203
Male	44%	163
Total	100%	366

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	38
Yes	82%	304
Ineligible to vote	6%	21
Don't know	2%	7
Total	100%	371

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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	16%	59
Yes	77%	285
Ineligible to vote	7%	26
Don't know	0%	0
Total	100%	370

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	10%	37
Yes	90%	332
Total	100%	369

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	57%	212
Yes	43%	160
Total	100%	372

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	26%	33
Land line	50%	64
Both	23%	30
Total	100%	127

Appendix B: Survey Methodology

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

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

Survey Validity

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

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

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

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

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

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

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

SURVEY SAMPLING

"Sampling" refers to the method by which survey recipients were chosen. All households within the City of 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.

FIGURE 95: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Lynchburg, VA 2013

● Survey Recipient
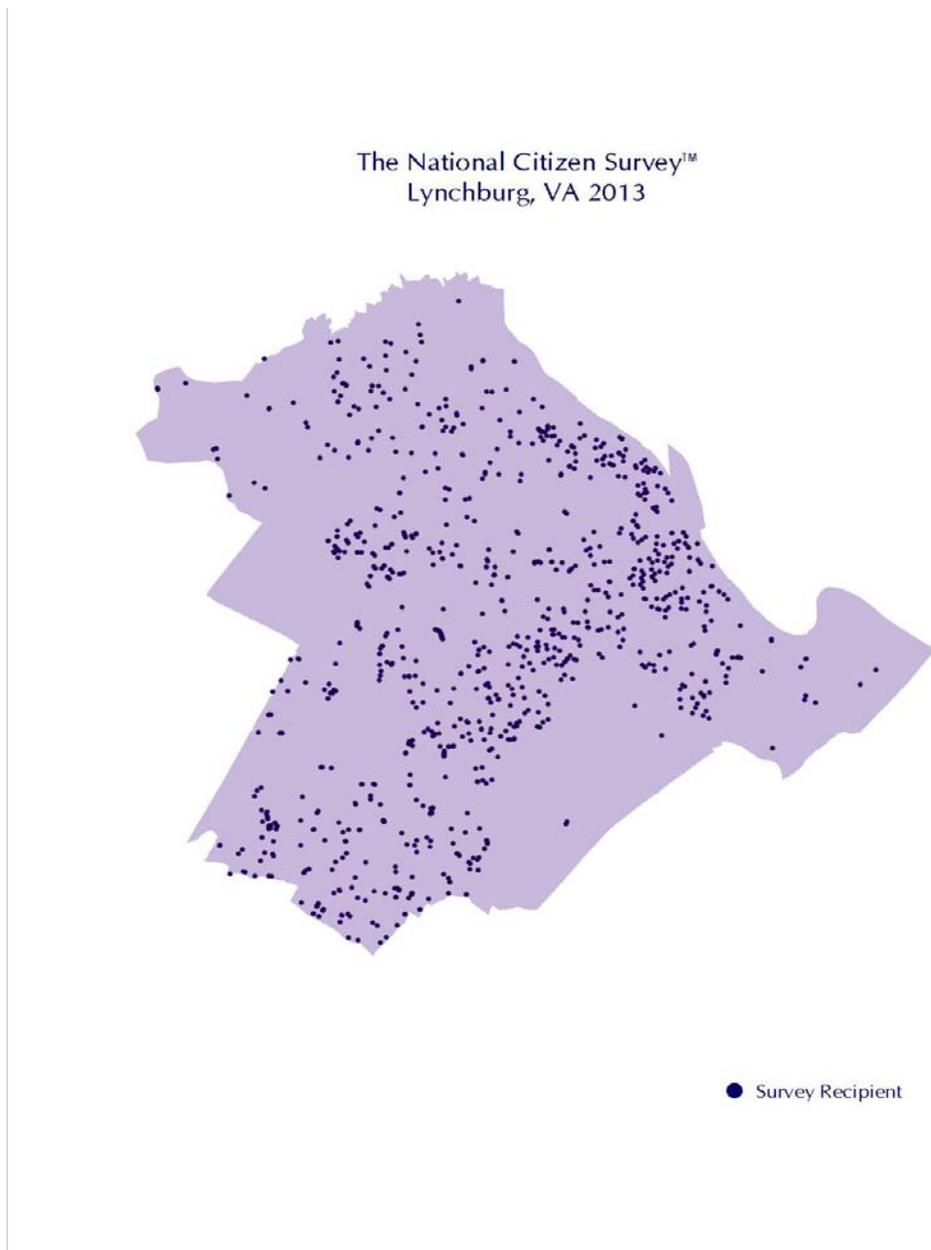
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of

birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[3] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Lynchburg has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 96: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN LYNCHBURG

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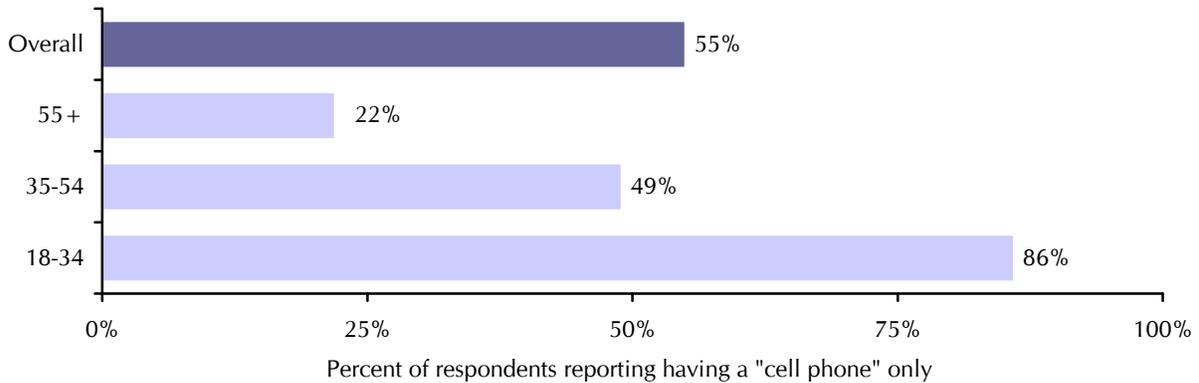
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning December 28, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

Survey recipients had the opportunity to complete the survey online if they preferred. Of the 391 completed surveys, 14 were completed online.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Lynchburg survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (391 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the

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

confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

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

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

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The 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. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

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

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

Lynchburg, VA Citizen Survey Weighting Table			
Characteristic	Population Norm[4]	Unweighted Data	Weighted Data
Housing			
Rent home	47%	36%	46%
Own home	53%	64%	54%
Detached unit	65%	60%	64%
Attached unit	35%	40%	36%
Race and Ethnicity			
White	68%	74%	69%
Not white	32%	26%	31%
Not Hispanic	97%	99%	98%
Hispanic	3%	1%	2%
White alone, not Hispanic	67%	73%	69%
Hispanic and/or other race	33%	27%	31%
Sex and Age			
Female	54%	58%	56%
Male	46%	42%	44%
18-34 years of age	44%	16%	40%
35-54 years of age	26%	27%	27%
55+ years of age	30%	56%	33%
Females 18-34	23%	11%	22%
Females 35-54	14%	17%	14%
Females 55+	17%	30%	20%
Males 18-34	21%	5%	18%
Males 35-54	13%	10%	13%
Males 55+	12%	26%	13%

[4] Source 2010 Census and 2005-2009 American Community Survey

SURVEY DATA ANALYSIS AND REPORTING

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

Use of the "Excellent, Good, Fair, Poor" Response Scale

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

"Don't Know" Responses

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

Benchmark Comparisons

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

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but

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

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

The Role of Comparisons

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

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

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

Comparison of 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 with populations from 50,000 to 100,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of 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 for quality ratings were available, the City of Lynchburg results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Lynchburg's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

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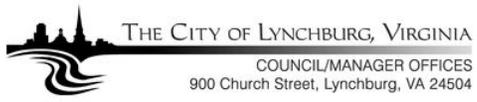
Dear Lynchburg Resident,

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!
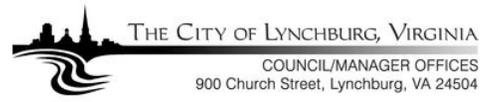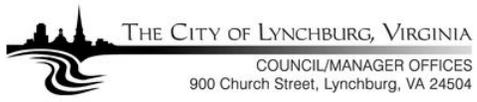
Sincerely,

[signature]

Michael Gillette
Mayor

THE CITY OF LYNCHBURG, VIRGINIA
COUNCIL/MANAGER OFFICES
900 Church Street, Lynchburg, VA 24504
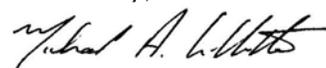
Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

THE CITY OF LYNCHBURG, VIRGINIA

900 Church Street, Lynchburg, VA 24504
TEL: (434) 455-3995
FAX: (434) 847-1536
www.lynchburgva.gov

OFFICE OF THE MAYOR

January 2013

Dear City of 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 2013 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.**

You may complete the survey online if you would prefer, at:
www.n-r-c.com/survey/lynchburgva.htm

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,

Michael Gillette
Mayor

THE CITY OF LYNCHBURG, VIRGINIA

900 Church Street, Lynchburg, VA 24504
TEL: (434) 455-3995
FAX: (434) 847-1536
www.lynchburgva.gov

OFFICE OF THE MAYOR

January 2013

Dear City of 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 recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of 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!

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.**

You may complete the survey online if you would prefer, at:
www.n-r-c.com/survey/lynchburgva.htm

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,

Michael Gillette
Mayor

The City of Lynchburg 2013 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:**

	Excellent	Good	Fair	Poor	Don't know
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:**

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

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

4. **To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in 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. **Have you had any in-person or phone contact with an employee of the City of Lynchburg <u>Police Department</u> within the last 12 months?**
❍ No ➔ Go to Question 9   ❍ Yes ➔ Go to Question 8   ❍ Don't know ➔ Go to Question 9

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

9. **During the past 12 months, were you or anyone in your household the victim of any crime?**
❍ No ➔ Go to Question 11   ❍ Yes ➔ Go to Question 10   ❍ Don't know ➔ Go to Question 11

    10. If yes, was this crime (these crimes) reported to the police?
    ❍ No   ❍ Yes   ❍ Don't know

11. **In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in 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 City-sponsored public meeting on cable television, the Internet or other media	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

12. **About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?**
❍ Just about every day
❍ Several times a week
❍ Several times a month
❍ Less than several times a month

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

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
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
Power (electric and/or gas) utility	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
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

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

	Excellent	Good	Fair	Poor	Don't know
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

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Lynchburg to someone who asks	1	2	3	4	5
Remain in Lynchburg for the next five years	1	2	3	4	5

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

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

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

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

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

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

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

21. Please rate the following categories of Lynchburg government performance:

	Excellent	Good	Fair	Poor	Don't know
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

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

    a. In order to cover the increasing costs of maintaining existing services and the shortage of revenue to provide these services, the City could increase local taxes and/or fees or make cuts to services and programs. Please indicate to what extent you support or oppose each of the following:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Property tax increase	1	2	3	4
Car tax increase	1	2	3	4
Meals tax increase	1	2	3	4
Increase user fees (e.g., trash collection fees, permits/licenses, recreation classes, etc.)	1	2	3	4

    b. If the City's choice was to increase revenues to avoid cutting services, please indicate to what extent you would support or oppose the following:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Increase local taxes to maintain services (e.g. property or meals taxes)	1	2	3	4
Increase fees to maintain services	1	2	3	4
Make cuts to services	1	2	3	4

    c. In the coming months, the City will have to make a decision regarding a new Heritage High School. To what extent would you support or oppose increasing local taxes for a new Heritage High School?
    ❍ Strongly support   ❍ Somewhat support ❍ Somewhat oppose   ❍ Strongly oppose   ❍ Don't know

    d. If you could change one single thing about the City of Lynchburg, what would it be?

_____

_____

The City of Lynchburg 2013 Citizen Survey

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 questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- ○ No, not Spanish, Hispanic or Latino
- ○ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
- ○ American Indian or Alaskan Native
- ○ Asian, Asian Indian or Pacific Islander
- ○ Black or African American
- ○ White
- ○ Other

D12. In which category is your age?
- ○ 18-24 years
- ○ 55-64 years
- ○ 25-34 years
- ○ 65-74 years
- ○ 35-44 years
- ○ 75 years or older
- ○ 45-54 years

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

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

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ○ No
- ○ Ineligible to vote
- ○ Yes
- ○ Don't know

D16. Do you have a cell phone?
- ○ No
- ○ Yes

D17. Do you have a land line at home?
- ○ No
- ○ Yes

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

THE CITY OF LYNCHBURG, VIRGINIA

COUNCIL/MANAGER OFFICES
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