

## CITY OF ASHEVILLE ACTION CHART™

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

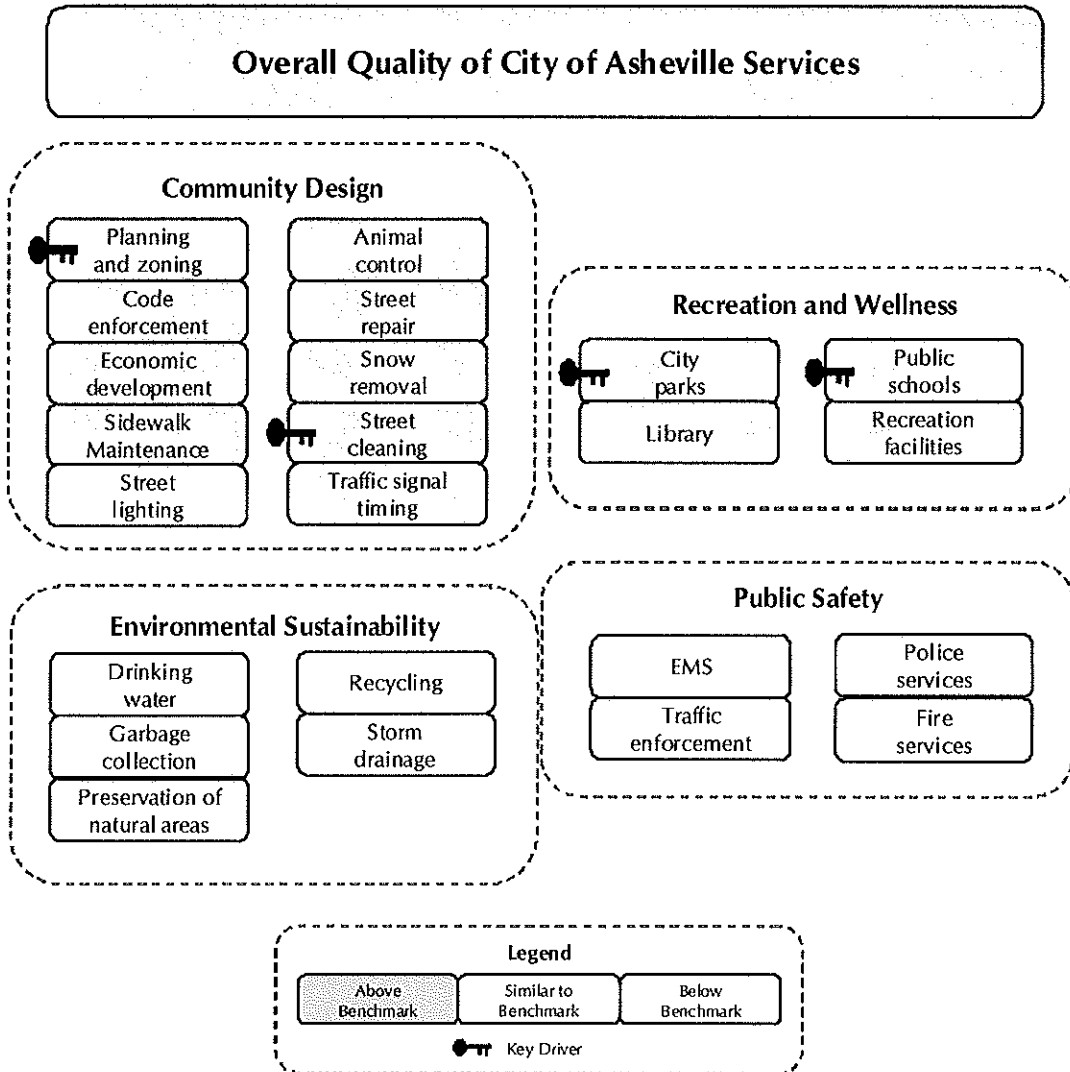
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black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

Twenty-three services were included in the KDA for the City of Asheville. Of these, 16 was below the benchmark and seven were similar to the benchmark. The four key drivers are shown.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Asheville, all four key drivers were 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 65: CITY OF ASHEVILLE ACTION CHART



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### Using Your Action Chart™

The key drivers derived for the City of Asheville provide a list of those services that are uniquely related to overall service quality here. Those key drivers are marked by key symbols in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Asheville, NRC lists the key drivers derived from tens of thousands of resident responses from across the county. This list is updated every three years so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers below and we have indicated the City of Asheville key drivers that overlap core services or the nationally derived keys.

FIGURE 66: KEY DRIVERS COMPARED

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

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**POLICY QUESTIONS**

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

Question 18a: Policy Question 1					
Please rate how important, if at all, you think each of the following investments is for the City of Asheville:	Essential	Very important	Somewhat important	Not at all important	Total
Improving roads	25%	43%	28%	4%	100%
Recreation centers and youth programs	25%	43%	27%	4%	100%
Public safety including police, fire and emergency preparedness	48%	40%	12%	1%	100%
Environmental protection and renewable energy	55%	29%	11%	5%	100%
Sidewalks and greenways	42%	36%	19%	2%	100%

Question 18b: Policy Question 2					
To what degree would you support or oppose each of the following capital improvements funded with a property tax increase?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Affordable housing development	43%	33%	10%	13%	100%
Construction of new sidewalks and greenways	45%	35%	10%	9%	100%
Public transportation	44%	37%	10%	8%	100%
Renovation of existing recreation facilities (i.e., Community Centers)	24%	45%	17%	14%	100%
Roadway improvements	35%	42%	15%	8%	100%

Question 18c: Policy Question 3					
Asheville is creating a new Downtown Master Plan. When you’re thinking about Downtown Asheville’s identity and its character in the future, how important, if at all, is each of the following dimensions?	Essential	Very important	Somewhat important	Not at all important	Total
A place to work	47%	33%	15%	5%	100%
A place to shop	32%	34%	26%	8%	100%
A place for entertainment and community events	42%	36%	17%	5%	100%
A place where social services are available	34%	33%	24%	9%	100%
A place to worship	24%	24%	29%	23%	100%
A place with a variety of good transportation options	45%	36%	15%	4%	100%

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**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 Asheville:	Excellent	Good	Fair	Poor	Total
Asheville as a place to live	43%	43%	12%	3%	100%
Your neighborhood as a place to live	35%	45%	15%	5%	100%
Asheville as a place to raise children	25%	46%	23%	6%	100%
Asheville as a place to work	9%	26%	40%	25%	100%
Asheville as a place to retire	37%	39%	17%	8%	100%
The overall quality of life in Asheville	25%	55%	15%	4%	100%

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Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	20%	50%	23%	7%	100%
Openness and acceptance of the community towards people of diverse backgrounds	30%	43%	20%	6%	100%
Overall appearance of Asheville	13%	55%	27%	5%	100%
Cleanliness of Asheville	9%	48%	33%	10%	100%
Overall quality of new development in Asheville	6%	34%	42%	18%	100%
Variety of housing options	4%	24%	40%	32%	100%
Overall quality of business and service establishments in Asheville	12%	55%	28%	5%	100%
Shopping opportunities	19%	55%	21%	5%	100%
Opportunities to attend cultural activities	29%	51%	13%	7%	100%
Recreational opportunities	32%	41%	18%	10%	100%
Employment opportunities	2%	13%	44%	41%	100%
Educational opportunities	16%	54%	25%	5%	100%
Opportunities to participate in social events and activities	24%	54%	18%	5%	100%
Opportunities to participate in religious or spiritual events and activities	33%	50%	15%	2%	100%
Opportunities to volunteer	34%	53%	12%	1%	100%
Opportunities to participate in community matters	18%	50%	26%	6%	100%
Ease of car travel in Asheville	10%	44%	32%	15%	100%
Ease of bus travel in Asheville	5%	31%	32%	31%	100%
Ease of bicycle travel in Asheville	1%	22%	36%	41%	100%
Ease of walking in Asheville	6%	35%	37%	22%	100%
Availability of paths and walking trails	5%	29%	42%	24%	100%
Traffic flow on major streets	2%	25%	47%	26%	100%
Amount of public parking	2%	17%	40%	42%	100%
Availability of affordable quality housing	2%	10%	32%	56%	100%
Air quality	4%	35%	41%	19%	100%
Quality of overall natural environment in Asheville	13%	55%	27%	6%	100%
Overall image or reputation of Asheville	31%	47%	14%	8%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Asheville over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	1%	29%	47%	23%	100%
Retail growth (stores, restaurants, etc.)	2%	9%	46%	28%	14%	100%
Jobs growth	40%	51%	7%	2%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Asheville?	Percent of respondents
Not a problem	10%
Minor problem	36%
Moderate problem	41%
Major problem	13%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Asheville:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	21%	42%	14%	19%	5%	100%
Property crimes (e.g., burglary, theft)	13%	41%	15%	24%	7%	100%
Environmental hazards, including toxic waste	21%	40%	16%	18%	5%	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	67%	27%	3%	2%	2%	100%
In your neighborhood after dark	32%	41%	7%	14%	5%	100%
In Asheville's downtown area during the day	49%	32%	7%	10%	2%	100%
In Asheville's downtown area after dark	12%	32%	15%	26%	16%	100%

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Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	23%
Yes	77%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Asheville?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Asheville recreation centers	47%	22%	19%	5%	7%	100%
Participated in a recreation program or activity	55%	23%	15%	2%	5%	100%
Visited a neighborhood park or City park	18%	24%	28%	14%	16%	100%
Ridden a local bus within Asheville	72%	11%	8%	5%	6%	100%
Attended a meeting of local elected officials or other local public meeting	70%	17%	12%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	42%	26%	19%	10%	3%	100%
Visited the City of Asheville Web site (at <a href="http://www.ashevillenc.gov">www.ashevillenc.gov</a> )	37%	23%	27%	9%	4%	100%
Recycled used paper, cans or bottles from your home	16%	7%	10%	14%	53%	100%
Volunteered your time to some group or activity in Asheville	37%	24%	20%	10%	10%	100%
Participated in religious or spiritual activities in Asheville	38%	15%	13%	9%	25%	100%
Participated in a club or civic group in Asheville	59%	15%	12%	5%	8%	100%
Provided help to a friend or neighbor	4%	14%	38%	19%	25%	100%



Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	31%
Several times a week	29%
Several times a month	23%
Once a month	5%
Several times a year	5%
Once a year or less	4%
Never	3%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Asheville:	Excellent	Good	Fair	Poor	Total
Police services	14%	54%	22%	10%	100%
Fire services	34%	60%	6%	0%	100%
Ambulance or emergency medical services	34%	56%	10%	1%	100%
Crime prevention	5%	44%	33%	18%	100%
Fire prevention and education	17%	53%	26%	3%	100%
Traffic enforcement	6%	51%	30%	13%	100%
Street repair	2%	24%	45%	28%	100%
Street cleaning	6%	45%	33%	16%	100%
Street lighting	8%	48%	35%	9%	100%
Snow removal	10%	48%	31%	11%	100%
Sidewalk maintenance	6%	35%	36%	23%	100%
Traffic signal timing	6%	31%	36%	28%	100%
Bus or transit services	6%	40%	29%	26%	100%
Garbage collection	25%	56%	16%	3%	100%
Recycling	24%	47%	20%	8%	100%
Yard waste pick-up	17%	50%	25%	8%	100%
Storm drainage	7%	44%	34%	15%	100%
Drinking water	15%	48%	27%	11%	100%
City parks	20%	55%	20%	6%	100%
Recreation programs or classes	13%	56%	26%	5%	100%
Recreation centers or facilities	10%	57%	27%	7%	100%
Land use, planning and zoning	1%	15%	44%	39%	100%
Code enforcement (weeds, abandoned buildings, etc)	4%	25%	42%	30%	100%
Animal control	6%	46%	33%	16%	100%
Economic development	4%	30%	42%	24%	100%
Services to seniors	9%	40%	35%	16%	100%
Services to youth	4%	38%	42%	16%	100%
Services to low-income people	3%	29%	34%	34%	100%
Public library services	5%	45%	39%	10%	100%
Public schools	6%	55%	30%	9%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	37%	41%	18%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	5%	25%	40%	30%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Asheville	10%	54%	31%	6%	100%
The Federal Government	4%	32%	39%	24%	100%
The State Government	4%	36%	39%	21%	100%
Buncombe County Government	9%	44%	35%	12%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Asheville within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	40%
Yes	60%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Asheville in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	27%	50%	20%	4%	100%
Responsiveness	29%	48%	14%	10%	100%
Courtesy	33%	46%	12%	9%	100%
Overall impression	26%	49%	14%	11%	100%

Question 15: Government Performance					
Please rate the following categories of Asheville government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Asheville	4%	35%	42%	19%	100%
The overall direction that Asheville is taking	4%	29%	43%	24%	100%
The job Asheville government does at welcoming citizen involvement	8%	39%	39%	14%	100%
The job Asheville government does at listening to citizens	4%	23%	43%	30%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Asheville to someone who asks	40%	35%	13%	11%	100%
Remain in Asheville for the next five years	56%	28%	7%	9%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	7%
Neutral	24%
Somewhat negative	43%
Very negative	23%
Total	100%

Question 18a: Policy Question 1					
Please rate how important, if at all, you think each of the following investments is for the City of Asheville:	Essential	Very important	Somewhat important	Not at all important	Total
Improving roads	25%	43%	28%	4%	100%
Recreation centers and youth programs	25%	43%	27%	4%	100%
Public safety including police, fire and emergency preparedness	48%	40%	12%	1%	100%
Environmental protection and renewable energy	55%	29%	11%	5%	100%
Sidewalks and greenways	42%	36%	19%	2%	100%

Question 18b: Policy Question 2					
To what degree would you support or oppose each of the following capital improvements funded with a property tax increase?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Affordable housing development	43%	33%	10%	13%	100%
Construction of new sidewalks and greenways	45%	35%	10%	9%	100%
Public transportation	44%	37%	10%	8%	100%
Renovation of existing recreation facilities (i.e., Community Centers)	24%	45%	17%	14%	100%
Roadway improvements	35%	42%	15%	8%	100%

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Question 18c: Policy Question 3					
Asheville is creating a new Downtown Master Plan. When you're thinking about Downtown Asheville's identity and its character in the future, how important, if at all, is each of the following dimensions?	Essential	Very important	Somewhat important	Not at all important	Total
A place to work	47%	33%	15%	5%	100%
A place to shop	32%	34%	26%	8%	100%
A place for entertainment and community events	42%	36%	17%	5%	100%
A place where social services are available	34%	33%	24%	9%	100%
A place to worship	24%	24%	29%	23%	100%
A place with a variety of good transportation options	45%	36%	15%	4%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	32%
Yes, full-time	57%
Yes, part-time	11%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	68%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Bicycle	3%
Bicycle	3%
Work at home	9%
Other	1%

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Question D3: Length of Residency	
How many years have you lived in Asheville?	Percent of respondents
Less than 2 years	14%
2 to 5 years	17%
6 to 10 years	17%
11 to 20 years	13%
More than 20 years	39%
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	46%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	41%
Mobile home	1%
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	57%
Owned by you or someone in this house with a mortgage or free and clear	43%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	9%
\$300 to \$599 per month	22%
\$600 to \$999 per month	38%
\$1,000 to \$1,499 per month	17%
\$1,500 to \$2,499 per month	8%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	82%
Yes	18%
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	74%
Yes	26%
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	32%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	22%
\$100,000 to \$149,000	7%
\$150,000 or more	6%
Total	100%

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

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	0%
Black or African American	10%
White	89%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	24%
35 to 44 years	11%
45 to 54 years	23%
55 to 64 years	15%
65 to 74 years	10%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	88%
Ineligible to vote	0%
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	17%
Yes	83%
Ineligible to vote	0%
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 Asheville:	Excellent	Good	Fair	Poor	Don't know	Total						
Asheville as a place to live	43%	168	43%	168	12%	45	3%	13	0%	0	100%	395
Your neighborhood as a place to live	35%	138	45%	177	15%	59	5%	21	0%	0	100%	395
Asheville as a place to raise children	20%	77	37%	144	18%	71	5%	19	21%	80	100%	391
Asheville as a place to work	8%	32	25%	96	37%	144	23%	91	7%	27	100%	390
Asheville as a place to retire	30%	119	32%	125	14%	55	7%	26	17%	65	100%	390
The overall quality of life in Asheville	25%	99	55%	217	15%	60	4%	16	1%	3	100%	394

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Asheville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total
	20%	76	49%	191	22%	88	7%	29	1%	5	
Sense of community	29%	115	41%	163	20%	77	6%	22	4%	17	100%
Openness and acceptance of the community towards people of diverse backgrounds	13%	51	55%	217	27%	108	5%	19	0%	0	100%
Overall appearance of Asheville	9%	34	48%	191	33%	130	10%	39	0%	0	100%
Cleanliness of Asheville	6%	22	32%	126	40%	159	18%	69	5%	18	100%
Overall quality of new development in Asheville	4%	16	24%	91	39%	149	31%	121	2%	9	100%
Variety of housing options											
Overall quality of business and service establishments in Asheville	12%	47	54%	214	27%	107	5%	20	1%	5	100%
Shopping opportunities	19%	74	55%	215	21%	81	5%	20	1%	5	100%
Opportunities to attend cultural activities	28%	111	50%	197	13%	50	7%	28	2%	8	100%
Recreational opportunities	31%	123	40%	159	18%	70	9%	37	1%	4	100%
Employment opportunities	2%	7	12%	47	40%	158	37%	147	10%	38	100%
Educational opportunities	15%	59	52%	201	24%	92	5%	20	4%	16	100%
Opportunities to participate in social events and activities	23%	91	52%	205	17%	68	5%	19	3%	11	100%
Opportunities to participate in religious or spiritual events and activities											
Opportunities to volunteer	30%	117	45%	176	14%	54	2%	8	10%	39	100%
Opportunities to participate in community matters	32%	127	50%	197	11%	44	1%	5	6%	24	100%
Ease of car travel in Asheville	17%	65	47%	181	24%	93	6%	23	7%	26	100%
Ease of bus travel in Asheville	10%	38	43%	169	32%	125	14%	57	1%	5	100%
Ease of bicycle travel in Asheville	4%	15	23%	88	23%	91	22%	88	28%	110	100%
Ease of walking in Asheville	1%	3	17%	68	28%	110	33%	128	21%	81	100%
Availability of paths and walking trails	6%	22	34%	135	36%	142	21%	83	4%	14	100%
Traffic flow on major streets	5%	20	26%	105	38%	153	22%	87	8%	32	100%
Amount of public parking	2%	8	25%	98	46%	180	26%	101	1%	4	100%
Availability of affordable quality housing	2%	6	16%	64	38%	149	40%	159	4%	16	100%
	2%	6	9%	37	30%	117	53%	206	7%	26	100%

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Asheville as a whole:											
	Excellent	Good	Fair	Poor	Don't know	Total					
Air quality	4%	35%	134	41%	157	19%	72	1%	5	100%	384
Quality of overall natural environment in Asheville	13%	54%	216	26%	105	6%	23	1%	3	100%	396
Overall image or reputation of Asheville	31%	47%	186	14%	54	8%	33	1%	3	100%	396

Question 3: Growth														
Please rate the speed of growth in the following categories in Asheville over the past 2 years:														
	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total							
Population growth	1%	3	1%	2	25%	101	42%	165	20%	79	11%	45	100%	396
Retail growth (stores, restaurants, etc.)	2%	9	8%	33	43%	171	27%	105	13%	53	7%	27	100%	397
Jobs growth	34%	133	43%	171	6%	22	1%	6	0%	0	16%	64	100%	395

Question 4: Code Enforcement			
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Asheville?			
	Percent of respondents	Count	
Not a problem	10%	37	
Minor problem	33%	126	
Moderate problem	37%	145	
Major problem	12%	47	
Don't know	8%	32	
<b>Total</b>	<b>100%</b>	<b>387</b>	

Question 5: Community Safety							
Please rate how safe or unsafe you feel from the following in Asheville:	Very safe		Neither safe nor unsafe		Very unsafe		Total
	Percent	Count	Percent	Count	Percent	Count	
Violent crime (e.g., rape, assault, robbery)	21%	82	41%	161	18%	72	392
Property crimes (e.g., burglary, theft)	13%	49	40%	157	24%	94	389
Environmental hazards, including toxic waste	20%	77	37%	145	17%	65	391

Question 6: Personal Safety							
Please rate how safe or unsafe you feel:	Very safe		Neither safe nor unsafe		Very unsafe		Total
	Percent	Count	Percent	Count	Percent	Count	
In your neighborhood during the day	67%	262	27%	105	2%	8	392
In your neighborhood after dark	32%	127	41%	161	14%	56	392
In Asheville's downtown area during the day	48%	185	32%	122	9%	37	388
In Asheville's downtown area after dark	11%	45	30%	118	24%	95	390

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	78%	303
Yes	21%	83
Don't know	1%	4
<b>Total</b>	<b>100%</b>	<b>390</b>

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	22%	19
Yes	73%	64
Don't know	5%	4
<b>Total</b>	<b>100%</b>	<b>87</b>

Question 9: Resident Behaviors											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Asheville?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
Used Asheville recreation centers	181	47%	85	22%	75	19%	18	5%	28	7%	387
Participated in a recreation program or activity	212	55%	88	23%	56	15%	9	2%	19	5%	384
Visited a neighborhood park or City park	71	18%	92	24%	110	28%	53	14%	62	16%	387
Ridden a local bus within Asheville	279	72%	41	11%	31	8%	18	5%	22	6%	390
Attended a meeting of local elected officials or other local public meeting	273	70%	65	17%	46	12%	4	1%	2	1%	390
Watched a meeting of local elected officials or other local public meeting on cable television	165	42%	102	26%	76	19%	39	10%	11	3%	393
Visited the City of Asheville Web site (at www.ashevillenc.gov)	144	37%	88	23%	107	27%	35	9%	16	4%	389
Recycled used paper, cans or bottles from your home	63	16%	29	7%	40	10%	54	14%	205	53%	390
Volunteered your time to some group or activity in Asheville	142	37%	92	24%	76	20%	38	10%	39	10%	388
Participated in religious or spiritual activities in Asheville	145	38%	57	15%	51	13%	35	9%	98	25%	385
Participated in a club or civic group in Asheville	230	59%	60	15%	46	12%	21	5%	33	8%	389
Provided help to a friend or neighbor	14	4%	55	14%	149	38%	73	19%	100	25%	391

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	31%	124
Several times a week	29%	115
Several times a month	23%	89
Once a month	5%	20
Several times a year	5%	19
Once a year or less	4%	17
Never	3%	10
<b>Total</b>	<b>100%</b>	<b>394</b>

Question 11: Service Quality												
Please rate the quality of each of the following services in Asheville:	Service Quality											
	Excellent	Good	Fair	Poor	Don't know	Total						
Police services	12%	49	19%	75	9%	35	11%	43	100%	392		
Fire services	26%	104	46%	181	5%	19	0%	0	23%	89	100%	393
Ambulance or emergency medical services	25%	99	42%	164	7%	29	1%	3	25%	99	100%	394
Crime prevention	4%	15	35%	134	26%	101	14%	56	21%	82	100%	387
Fire prevention and education	12%	45	36%	141	18%	70	2%	9	32%	123	100%	389
Traffic enforcement	6%	22	45%	176	26%	103	11%	43	12%	47	100%	391
Street repair	2%	9	23%	91	43%	169	27%	105	4%	16	100%	391
Street cleaning	6%	23	42%	164	31%	121	15%	59	6%	24	100%	391
Street lighting	7%	28	46%	178	34%	131	9%	34	4%	17	100%	389
Snow removal	9%	34	42%	166	28%	109	10%	38	11%	45	100%	392
Sidewalk maintenance	6%	23	33%	128	34%	131	21%	83	7%	27	100%	392
Traffic signal timing	6%	21	29%	114	35%	135	27%	103	4%	16	100%	389
Bus or transit services	4%	15	27%	105	19%	76	18%	68	32%	126	100%	390
Garbage collection	24%	93	53%	206	15%	59	2%	10	5%	20	100%	388
Recycling	22%	87	44%	170	19%	73	8%	30	8%	30	100%	390

Question 11: Service Quality						
Please rate the quality of each of the following services in Asheville:	Service Quality					Total
	Excellent	Good	Fair	Poor	Don't know	
Yard waste pick-up	14%	39%	19%	6%	22%	391
Storm drainage	5%	35%	27%	12%	20%	387
Drinking water	14%	45%	26%	10%	5%	390
City parks	18%	50%	18%	6%	9%	390
Recreation programs or classes	8%	35%	16%	3%	37%	390
Recreation centers or facilities	7%	40%	19%	5%	29%	388
Land use, planning and zoning	1%	44%	34%	11%	24%	389
Code enforcement (weeds, abandoned buildings, etc)	3%	19%	31%	22%	26%	384
Animal control	4%	33%	24%	11%	27%	391
Economic development	3%	24%	35%	20%	18%	383
Services to seniors	5%	23%	20%	9%	43%	391
Services to youth	2%	23%	25%	10%	41%	387
Services to low-income people	2%	19%	22%	22%	35%	387
Public library services	4%	37%	32%	8%	19%	389
Public schools	4%	39%	21%	7%	30%	389
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	3%	21%	23%	10%	43%	386
Preservation of natural areas such as open space, farmlands and greenbelts	4%	21%	35%	26%	14%	382

Question 12: Government Services Overall						
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Don't know	Total
The City of Asheville	9%	50%	29%	5%	6%	391
The Federal Government	3%	27%	33%	20%	17%	391
The State Government	3%	31%	33%	18%	15%	391
Buncombe County Government	7%	38%	30%	10%	14%	391

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Asheville within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	40%	153
Yes	60%	229
<b>Total</b>	<b>100%</b>	<b>382</b>

Question 14: City Employees												
What was your impression of the employee(s) of the City of Asheville in your most recent contact?	Excellent	Good	Fair	Poor	Don't know	Total						
Knowledge	26%	63	49%	118	19%	47	4%	8	1%	3	100%	239
Responsiveness	28%	68	47%	113	14%	34	10%	23	1%	1	100%	239
Courtesy	33%	79	46%	109	12%	29	9%	22	0%	0	100%	239
<b>Overall impression</b>	<b>26%</b>	<b>63</b>	<b>49%</b>	<b>117</b>	<b>14%</b>	<b>33</b>	<b>11%</b>	<b>25</b>	<b>1%</b>	<b>1</b>	<b>100%</b>	<b>240</b>



Question 15: Government Performance						
Please rate the following categories of Asheville government performance:	Question 15: Government Performance					Total
	Excellent	Good	Fair	Poor	Don't know	
The value of services for the taxes paid to Asheville	4%	31%	37%	17%	11%	396
The overall direction that Asheville is taking	3%	27%	40%	23%	7%	394
The job Asheville government does at welcoming citizen involvement	6%	32%	33%	11%	17%	395
The job Asheville government does at listening to citizens	4%	19%	36%	25%	17%	395

Question 16: Recommendation and Longevity						
Please indicate how likely or unlikely you are to do each of the following:	Question 16: Recommendation and Longevity					Total
	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	
Recommend living in Asheville to someone who asks	39%	34%	13%	10%	3%	396
Remain in Asheville for the next five years	55%	28%	6%	9%	2%	396

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Question 17: Impact of the Economy	
	Percent of respondents	Count
Very positive	2%	9
Somewhat positive	7%	28
Neutral	24%	93
Somewhat negative	43%	169
Very negative	23%	92
Total	100%	391

Question 18a: Policy Question 1												
Please rate how important, if at all, you think each of the following investments is for the City of Asheville:	Essential		Very important		Not at all important		Total					
	Essential	Very important	Somewhat important	Don't know	Total	%						
Improving roads	25%	100	43%	168	28%	111	4%	15	0%	1	100%	395
Recreation centers and youth programs	24%	95	41%	162	26%	103	4%	16	5%	18	100%	394
Maintenance of public buildings	12%	48	43%	169	38%	148	5%	18	2%	9	100%	392
Public safety including police, fire and emergency preparedness	47%	186	39%	155	12%	47	1%	4	1%	4	100%	395
Environmental protection and renewable energy	54%	212	29%	114	11%	43	5%	20	2%	6	100%	395
Sidewalks and greenways	42%	163	36%	142	19%	76	2%	9	0%	2	100%	393

Question 18b: Policy Question 2												
To what degree would you support or oppose each of the following capital improvements funded with a property tax increase?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total	%					
Affordable housing development	42%	162	32%	123	10%	39	13%	50	4%	15	100%	389
Construction of new sidewalks and greenways	44%	175	35%	136	10%	39	9%	37	2%	9	100%	395
Maintenance/renovation of existing public buildings (i.e. Asheville Civic Center, City Hall, Fire Stations, Police Substations, etc.)	18%	72	48%	189	16%	64	12%	48	4%	17	100%	390
Public transportation	42%	163	35%	137	10%	38	8%	30	5%	19	100%	388
Renovation of existing recreation facilities (i.e., Community Centers)	23%	88	43%	167	16%	61	13%	51	6%	23	100%	390
Roadway improvements	34%	134	42%	163	14%	56	8%	32	2%	7	100%	393

Question 18c: Policy Question 3												
Asheville is creating a new Downtown Master Plan. While you're thinking about Asheville's identity and its character in the future, how important, if at all, is each of the following dimensions?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count		
A place to work	45%	177	32%	127	15%	58	5%	19	3%	12	100%	393
A place to shop	32%	125	34%	132	25%	100	8%	32	1%	4	100%	394
A place to live	37%	147	27%	108	22%	87	11%	45	2%	8	100%	395
A place for entertainment and community events	42%	165	36%	141	17%	69	5%	20	0%	0	100%	395
A place where social services are available	34%	133	33%	129	23%	92	9%	35	1%	5	100%	394
A place to worship	23%	89	23%	89	28%	110	22%	87	4%	16	100%	391
A place with a variety of good transportation options	44%	174	36%	142	14%	57	4%	17	2%	6	100%	396

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	32%	127
Yes, full-time	57%	223
Yes, part-time	11%	42
Total	100%	393

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	Count
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	68%	
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%	
Bus, rail, subway or other public transportation	4%	
Bicycle	3%	
Bicycle	3%	
Work at home	9%	
Other	1%	

Question D3: Length of Residency		
How many years have you lived in Asheville?	Percent of respondents	Count
Less than 2 years	14%	56
2 to 5 years	17%	69
6 to 10 years	17%	70
11 to 20 years	13%	52
More than 20 years	39%	155
Total	100%	402

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	46%	185
House attached to one or more houses (e.g., a duplex or townhome)	10%	40
Building with two or more apartments or condominiums	41%	165
Mobile home	1%	4
Other	2%	8
Total	100%	401

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	57%	219
Owned by you or someone in this house with a mortgage or free and clear	43%	166
<b>Total</b>	<b>100%</b>	<b>385</b>

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	9%	35
\$300 to \$599 per month	22%	87
\$600 to \$999 per month	38%	148
\$1,000 to \$1,499 per month	17%	65
\$1,500 to \$2,499 per month	8%	32
\$2,500 or more per month	6%	22
<b>Total</b>	<b>100%</b>	<b>389</b>

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	82%	327
Yes	18%	74
<b>Total</b>	<b>100%</b>	<b>401</b>

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	74%	298
Yes	26%	102
<b>Total</b>	<b>100%</b>	<b>401</b>

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	32%	123
\$25,000 to \$49,999	33%	129
\$50,000 to \$99,999	22%	84
\$100,000 to \$149,000	7%	25
\$150,000 or more	6%	25
Total	100%	386

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	393
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	4
Total	100%	397

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%	11
Asian, Asian Indian or Pacific Islander	0%	1
Black or African American	10%	40
White	89%	352
Other	2%	9
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	6%	23
25 to 34 years	24%	95
35 to 44 years	11%	44
45 to 54 years	23%	91
55 to 64 years	15%	58
65 to 74 years	10%	38
75 years or older	13%	50
<b>Total</b>	<b>100%</b>	<b>400</b>

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	55%	220
Male	45%	177
<b>Total</b>	<b>100%</b>	<b>397</b>

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	12%	49
Yes	87%	348
Ineligible to vote	0%	0
Don't know	1%	4
<b>Total</b>	<b>100%</b>	<b>402</b>

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	17%	70
Yes	82%	329
Ineligible to vote	0%	0
Don't know	1%	3
Total	100%	401



## APPENDIX B: SURVEY METHODOLOGY

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

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

### SURVEY VALIDITY

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

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

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

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

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

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

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

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Asheville 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 Asheville 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 Asheville 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 Asheville 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 Asheville. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

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

### SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning June 9, 2008. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

### SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the surveys mailed, 57 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,143 households receiving the survey mailings, 402 completed the survey, providing a response rate of 35%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

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

### SURVEY PROCESSING (DATA ENTRY)

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

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

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates as well as the 2006 American Community Survey, when available. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

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

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

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

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

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

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

Weighting Scheme for Asheville, NC 2008 Citizen Survey			
Respondent Characteristics	Population Norm <sup>1</sup>	Unweighted Survey Data	Weighted Survey Data
<b>Tenure</b>			
Rent Home	57%	34%	57%
Own Home	43%	66%	43%
<b>Type of Housing Unit</b>			
Single-Family Detached	58%	61%	47%
Attached	42%	39%	53%
<b>Ethnicity</b>			
Non-Hispanic	93%	99%	99%
Hispanic	7%	1%	1%
<b>Race</b>			
White/Caucasian	81%	86%	85%
Non-White	19%	14%	15%
<b>Gender</b>			
Female	54%	67%	55%
Male	46%	33%	45%
<b>Age</b>			
18-34	30%	20%	29%
35-54	35%	32%	34%
55+	35%	48%	37%
<b>Gender and Age</b>			
Females 18-34	15%	15%	15%
Females 35-54	18%	22%	18%
Females 55+	21%	31%	22%
Males 18-34	15%	6%	14%
Males 35-54	17%	10%	16%
Males 55+	14%	18%	14%

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

## SURVEY DATA ANALYSIS AND REPORTING

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

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

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

### “Don’t Know” Responses

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

### Benchmark Comparisons

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

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

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

### The Role of Comparisons

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

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

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

### Comparison of Asheville to the Benchmark Database

The City of Asheville chose to have comparisons made to the entire database. 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 Asheville Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most

questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Asheville results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Asheville's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).



## **APPENDIX C: SURVEY MATERIALS**

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



City of Asheville  
PO Box 7148  
Asheville, NC 28802

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



City of Asheville  
PO Box 7148  
Asheville, NC 28802

Presorted  
First Class Mail  
US Postage  
PAID  
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City of Asheville  
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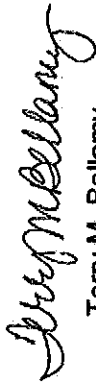


City of Asheville  
PO Box 7148  
Asheville, NC 28802

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

Dear City of Asheville Resident,  
Your household has been randomly selected to participate in a citizen survey about the City of Asheville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



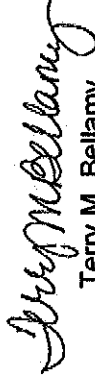
Terry M. Bellamy  
Mayor

Atentamente,

Estimado residente de la ciudad de Asheville,  
Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Asheville. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Dear City of Asheville Resident,  
Your household has been randomly selected to participate in a citizen survey about the City of Asheville. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

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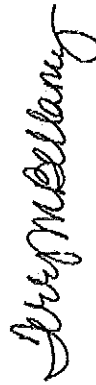
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Mayor

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# City of Asheville, NC

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June 2008

Dear Asheville Resident:

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

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Asheville. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número (828) 251-1122 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Asheville 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 Asheville 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 the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (828) 251-1122.

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

Sincerely,

Terry M. Bellamy  
Mayor

P.O. Box 7148 • Asheville, NC 28802 • [www.ashevillenc.gov](http://www.ashevillenc.gov)

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*The City of Asheville is committed to delivering an excellent quality of service to enhance your quality of life.*



# City of Asheville, NC

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June 2008

Dear Asheville Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Asheville wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Asheville's 2008 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Asheville. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número (828) 251-1122 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

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P.O. Box 7148 • Asheville, NC 28802 • [www.ashevillenc.gov](http://www.ashevillenc.gov)

---

*The City of Asheville is committed to delivering an excellent quality of service to enhance your quality of life.*

# The City of Asheville 2008 Citizen Survey

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

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Asheville .....	1	2	3	4	5
Cleanliness of Asheville .....	1	2	3	4	5
Overall quality of new development in Asheville.....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Asheville .....	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 Asheville.....	1	2	3	4	5
Ease of bus travel in Asheville.....	1	2	3	4	5
Ease of bicycle travel in Asheville .....	1	2	3	4	5
Ease of walking in Asheville.....	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
Air quality .....	1	2	3	4	5
Quality of overall natural environment in Asheville .....	1	2	3	4	5
Overall image or reputation of Asheville.....	1	2	3	4	5

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

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

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Asheville?  
 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 Asheville:

	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 Asheville's downtown area during the day.....	1	2	3	4	5	6
In Asheville's downtown area after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?  
 No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

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

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Asheville?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Asheville 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 Asheville .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television .....	1	2	3	4	5
Visited the City of Asheville Web site (at www.ashevellenc.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 Asheville .....	1	2	3	4	5
Participated in religious or spiritual activities in Asheville .....	1	2	3	4	5
Participated in a club or civic group in Asheville .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

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

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

# The City of Asheville 2008 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

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

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

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

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

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

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



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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Asheville.....	1	2	3	4	5
The overall direction that Asheville is taking .....	1	2	3	4	5
The job Asheville government does at welcoming citizen involvement....	1	2	3	4	5
The job Asheville government does at listening to citizens.....	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Asheville to someone who asks .....	1	2	3	4	5
Remain in Asheville for the next five years.....	1	2	3	4	5

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

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**18. Please check the response that comes closest to your opinion for each of the following questions:**
**a. Please rate how important, if at all, you think each of the following investments is for the City of Asheville:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Improving roads .....	1	2	3	4	5
Recreation centers and youth programs .....	1	2	3	4	5
Maintenance of public buildings .....	1	2	3	4	5
Public safety including police, fire and emergency preparedness.....	1	2	3	4	5
Environmental protection and renewable energy .....	1	2	3	4	5
Sidewalks and greenways .....	1	2	3	4	5

**b. To what degree would you support or oppose each of the following capital improvements funded with a property tax increase?**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Affordable housing development.....	1	2	3	4	5
Construction of new sidewalks and greenways.....	1	2	3	4	5
Maintenance/renovation of existing public buildings (i.e. Asheville Civic Center, City Hall, Fire Stations, Police Substations, etc.) .....	1	2	3	4	5
Public transportation .....	1	2	3	4	5
Renovation of existing recreation facilities (i.e., Community Centers).....	1	2	3	4	5
Roadway improvements .....	1	2	3	4	5

**c. Asheville is creating a new Downtown Master Plan. When you're thinking about Downtown Asheville's identity and its character in the future, how important, if at all, is each of the following dimensions?**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
A place to work.....	1	2	3	4	5
A place to shop .....	1	2	3	4	5
A place to live .....	1	2	3	4	5
A place for entertainment and community events.....	1	2	3	4	5
A place where social services are available .....	1	2	3	4	5
A place to worship .....	1	2	3	4	5
A place with a variety of good transportation options .....	1	2	3	4	5

**d. What do you think is the single biggest issue facing Asheville over the next three to five years?**


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# The City of Asheville 2008 Citizen Survey

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

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

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

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

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

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

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

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

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

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

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

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

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

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

- No     Yes

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

- No     Yes

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

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

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

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

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

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

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

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

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

**D13. What is your sex?**

- Female
- Male

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

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

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

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

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



# City of Asheville, NC

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Junio 2008

Estimado residente de Asheville:

La Ciudad de Asheville desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Asheville 2007 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

**Para obtener una verdadera muestra representativa de los residentes de Asheville, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que se mantendrán anónimas.**

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llamanos (828) 251-1122.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Asheville. Gracias por su tiempo y participacion.

Sinceramente,

Terry M. Bellamy  
Alcalde

# Encuesta Ciudadana del 2008 de la Ciudad de Asheville

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

**1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Asheville:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Asheville como lugar en donde vivir.....	1	2	3	4	5
Su vecindario como lugar en donde vivir.....	1	2	3	4	5
Asheville como lugar para criar niños .....	1	2	3	4	5
Asheville como lugar para trabajar.....	1	2	3	4	5
Asheville como lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad general de vida en Asheville .....	1	2	3	4	5

**2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Asheville:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria.....	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Asheville .....	1	2	3	4	5
Limpieza de Asheville.....	1	2	3	4	5
Calidad general de desarrollo nuevo en Asheville.....	1	2	3	4	5
Variedad de opciones de vivienda .....	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Asheville.....	1	2	3	4	5
Suficientes lugares de compra.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales .....	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo .....	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosos o espirituales .....	1	2	3	4	5
Oportunidades para ser voluntario.....	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales .....	1	2	3	4	5
Disponibilidad de Estacionamiento Público .....	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles .....	1	2	3	4	5
Calidad del medio ambiente (aire) .....	1	2	3	4	5
Calidad del ambiente natural general en Asheville.....	1	2	3	4	5
Imagen/reputación general de Asheville.....	1	2	3	4	5

**3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:**

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población.....	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.) .....	1	2	3	4	5	6
Aumento de oportunidad de empleo .....	1	2	3	4	5	6

4. **¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Asheville?**  
 No son problema    Problema menor    Problema moderado    Problema mayor    No sé

5. **Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Asheville:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo) .....	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto) .....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

6. **Por favor clasifique qué tan seguro o inseguro se siente usted:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día .....	1	2	3	4	5	6
En su vecindario durante la noche .....	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. **Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?**

No → Vaya a la pregunta #9    Sí → Vaya a la pregunta #8    No sé → Vaya a la pregunta #9

8. **¿Si usted marcó sí, denunció esos crímenes a la policía?**

No    Sí    No sé

9. **Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Asheville?**

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó los centros de recreación de Asheville.....	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad .....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública .....	1	2	3	4	5
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública .....	1	2	3	4	5
Visitó la Ciudad del sitio en red Asheville (en www.ashevillenc.gov) .....	1	2	3	4	5
Recicló papel, latas o botellas en su casa .....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad .....	1	2	3	4	5
Participó en actividades religiosas o espirituales en Asheville .....	1	2	3	4	5
Participó en un club o grupo cívico en Asheville .....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5

10. **¿Qué tan a menudo habla con / o visita a sus vecinos inmediatos (personas que viven en los 10 o 20 hogares que están más cerca de usted)?**

- Casi todos los días
- Varias veces por semana
- Varias veces al mes
- Una vez al mes
- Varias veces al año
- Una vez al año o menos
- Nunca

# Encuesta Ciudadana del 2008 de la Ciudad de Asheville

## 11. Por favor clasifique la calidad de cada uno de los siguientes servicios en Asheville:

	Excelente	Bueno	Pasable	Bajo	No sé
Servicios de la Policía.....	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia.....	1	2	3	4	5
Prevención de Crímenes.....	1	2	3	4	5
Educación y Prevención contra Incendios.....	1	2	3	4	5
Imposición de las Leyes de Tránsito.....	1	2	3	4	5
Reparación de Calles.....	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles.....	1	2	3	4	5
Removimiento de Nieve.....	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito.....	1	2	3	4	5
Servicios de Autobús / Transporte.....	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de Desechos del Patio (jardín).....	1	2	3	4	5
Drenajes.....	1	2	3	4	5
Agua Potable.....	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos.....	1	2	3	4	5
Centros de Recreación.....	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales.....	1	2	3	4	5
Desarrollo Económico.....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors").....	1	2	3	4	5
Servicios para la juventud.....	1	2	3	4	5
Servicios para Personas de Bajos Recursos.....	1	2	3	4	5
Servicios de Información Pública.....	1	2	3	4	5
Escuelas Públicas.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).....	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5

## 12. En general, ¿cómo evalúa usted los servicios suministrados por...

	Excelente	Bueno	Pasable	Bajo	No sé
la Ciudad de Asheville.....	1	2	3	4	5
el Gobierno Federal.....	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Buncombe.....	1	2	3	4	5

## 13. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Asheville durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

No → Vaya a la pregunta #15       Sí → Vaya a la pregunta #14

## 14. ¿Cuál fue su impresión de los empleados de la Ciudad de Asheville en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Bueno	Pasable	Bajo	No sé
Conocimiento.....	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Impresión General.....	1	2	3	4	5

**15. Por favor clasifique las siguientes categorías del desempeño gubernamental en Asheville:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
El valor de servicios para los impuestos pagados a Asheville.....	1	2	3	4	5
La dirección general que está tomando Asheville.....	1	2	3	4	5
La labor del gobierno de Asheville para incluir la participación ciudadana.....	1	2	3	4	5
La labor del gobierno de Asheville para escuchar a los ciudadanos.....	1	2	3	4	5

**16. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:**

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy improbable</i>	<i>No sé</i>
Recomendarle vivir en Asheville a alguien que pregunta .....	1	2	3	4	5
Permanecer en Asheville para los próximos cinco años .....	1	2	3	4	5

**17. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:**

- Muy positivo   
  Más o menos positivo   
  Neutral   
  Más o menos negativo   
  Muy negativo

**18. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:**

- a. Por favor clasifique qué tan importante, si del todo, cree usted que es cada una de las siguientes inversiones para la Ciudad de Asheville:

	<i>Esencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante del todo</i>	<i>No sé</i>
Mejorar caminos .....	1	2	3	4	5
Centros de recreación y programas de juventud .....	1	2	3	4	5
Mantenimiento de edificios públicos.....	1	2	3	4	5
Seguridad pública incluyendo policía, preparación para incendio y emergencia .....	1	2	3	4	5
Protección ambiental y energía renovable .....	1	2	3	4	5
Aceras y caminos verdes .....	1	2	3	4	5

- b. ¿Hasta qué punto apoyaría usted o se opondría a que cada una de las siguientes mejoras capitales fuera financiada por un aumento sobre impuesto de propiedad?

	<i>Fuertemente apoyaría</i>	<i>Algo apoyaría</i>	<i>Algo me opondría</i>	<i>Fuertemente me opondría</i>	<i>No sé</i>
Desarrollo adquirible de vivienda.....	1	2	3	4	5
Construcción de nuevas aceras y caminos verdes .....	1	2	3	4	5
Mantenimiento/renovación de edificios públicos existentes (i.e. Asheville Civic Center, City Hall, Estaciones de Bomberos, Subestaciones Policiales, etc.) .....	1	2	3	4	5
Transporte público .....	1	2	3	4	5
Renovación de servicios de recreación existentes (i.e., Centros de Comunidad).....	1	2	3	4	5
Mejorías de carreteras .....	1	2	3	4	5

- c. Asheville está creando un nuevo Plan Maestro para el Centro. Cuando usted está pensando sobre la identidad del Centro de Asheville y su carácter en el futuro, ¿qué tan importante, si del todo, es cada una de las siguientes dimensiones?

	<i>Esencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante del todo</i>	<i>No sé</i>
Un lugar para trabajar.....	1	2	3	4	5
Un lugar para hacer compras.....	1	2	3	4	5
Un lugar donde vivir .....	1	2	3	4	5
Un lugar para entretenimiento y eventos de comunidad.....	1	2	3	4	5
Un lugar donde estén disponibles servicios sociales.....	1	2	3	4	5
Un lugar donde alabar.....	1	2	3	4	5
Un lugar con variedad de buenas opciones de transporte.....	1	2	3	4	5

- d. ¿Cuál cree usted que sea el asunto singular más grande que se le enfrenta a Asheville durante los próximos tres a cinco años?

# Encuesta Ciudadana del 2008 de la Ciudad de Asheville

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

**D1. ¿Actualmente está empleado con sueldo?**

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

**D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)**

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo ..... días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos ..... días
- Autobús, Vía férrea, Metro u otro transporte público ..... días
- Caminar ..... días
- Bicicleta ..... días
- Trabajar en el hogar ..... días
- Otro ..... días

**D3. ¿Cuántos años tiene usted viviendo en Asheville?**

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

**D4. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?**

- Casa familiar separada de cualquier otra casa
- Casa unida a una o más casas (Ej. duplex, townhome)
- Edificio con 2 o más apartamentos o condominios
- Casa rodante / trailer
- Otro

**D5. ¿Es esta casa, apartamento o casa rodante / trailer es...**

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está paga?

**D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?**

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

**D7. ¿Algún niño de 17 años o menos vive en su hogar?**

- No
- Sí

**D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?**

- No
- Sí

**D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)**

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

**Por favor responda a ambas preguntas D10 y D11:**

**D10. ¿Es usted Español, Hispano o Latino?**

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

**D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)**

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

**D12. ¿En que categoría está su edad?**

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

**D13. ¿Cuál es su sexo?**

- Femenino
- Masculino

**D14. ¿Está registrado para votar en su jurisdicción?**

- No
- Sí
- No tengo derecho a votar
- No sé

**D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?**

- No
- Sí
- No tengo derecho a votar
- No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepago a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301





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