



CITY OF ASHEVILLE, NC  
2008

Report of Open-ended Question

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

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

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Asheville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Asheville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### ABOUT CLOSED-ENDED AND OPEN-ENDED QUESTIONS

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must "create" their own answers and state them in their own words. The verbatim responses are categorized by topic area using codes. An "other" category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- \* Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- \* This type of question tends to capture response options that come to mind most quickly.
- \* The final result can be richer, since verbatim responses are included in an appendix, giving you and others a chance to "hear" the voice of respondents in their own words.
- \* There is a smaller risk of missing important dimensions.

### VERBATIMS

Respondents were asked to record their opinions about Asheville in the following question:

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

The verbatim responses were categorized by topic area and those topics are reported in the following table with the percent of responses given in each category. Those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic.

Results from the open-ended question is best understood by reviewing the table of frequencies that summarize responses as well as the actual verbatim responses themselves.

<b>Question #18d: What do you think is the single biggest issue facing Asheville over the next three to five years?</b>	
	<b>Percent of Respondents</b>
Growth/development/planning and zoning/environmental issues	33%
Economic development issues, jobs, cost of living	24%
Public transportation/infrastructure/traffic/parking	13%
Affordable housing	11%
Crime/public safety/gangs/homeless/drugs/cleanliness	9%
Other	9%
Don't know	1%
Total	100%

## VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

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

### Growth/development/planning and zoning/environmental issues

- Regaining the small city feeling - seeing to traffic issues, parking, affordable housing, slowing growth, improving the architecture for the new buildings (the quality just doesn't seem to be there), etc., etc.
- Sustainable growth, how do we handle it?
- Over development - the "rape" of the mountains destroying trees for developers, "Asheville is killing the goose that lay the golden eggs". Asheville could learn about preservation of trees from Hilton Head Island, SC. Beautiful trees have remained near the roads, developers for businesses can't destroy them needlessly.
- Lack of planning/foresight with commercial development
- Overwhelming growth!
- Overpopulation - not enough jobs!
- Control development better - slow down!
- Managing & controlling growth, affordable modernization. Building a sense of community without losing diversity.
- Smart, sustainable growth economic development value for taxes / supporting art & cultural institutions & artists art museum, civic center local business support diversity
- Urban sprawl - (strip malls & loss of family businesses, have diversity, & community)
- Unregulated growth w/ out sustainable transportation options (ie. Sidewalks outside of downtown, light rail, greenway/bike paths)
- Growth & development.
- Management of growth that emphasizes (1) better roads and transportation in general. (2) Increased public services (police, etc.) Commensurate with growth. (3) Less population density (e.g. south Asheville).
- Single biggest issue is how to balance sustainable growth w/ keeping A'ville's image - green mountain views and close knit, "very Asheville" - type communities.
- Sprawl causes the housing boom causes the traffic, public transportation renewable energy
- Growth in population, leading to traffic congestion, pollution, demands on services & natural resources, eg water & gentrification.
- Land use/growth
- Uncontrolled growth
- No limitations on development - if they price is right it is for sale in Asheville!
- Growth
- Growth
- Unfettered growth.
- Erosion - save our slopes. Exponential growth in construction is destroying our landscapes.
- Overgrowth & overbuilding on steep slopes - land use planning - zoning - building on mountain top needs to be more restricted & zoned for a future plan

- » Could not think of just one-sorry -slowing down development - particularly on slopes real, quality affordable housing so A'ville stays diverse
- » Contrally growth on top of our mountains - Reynolds Mountain is a mess from the distance, jobs and housing for low income retirees and young people
- » Environmental protection, renewable energy & air quality! (3)
- » Slow down growth - better management of current budget. Require all agencies and non profits open their books to public inspection - fix sidewalk in current neighborhood limit green ways. No new water hook up until old city wide is repaired.
- » Population growth roads decent paying jobs and water to support and energy availability i.e. Natural resources
- » How to pay for all that needs to be done. Take care not to overbuild.
- » Growth & development - too much, too fast!
- » Growth & sprawl
- » Construction growth - green space - controlled development illegal drug activity - housing options for working class, recycling, "tourist tax", improved pay for police fire fighters & teachers, safety
- » Manage growth - clamp down on money hungry developers. - get better people in planning and zoning! Get tough
- » Managing growth during uncertain economic times.
- » Growth & development
- » Encroachment of downtown of hungry developers wanting a piece of the downtown Asheville action with cheaply unimaginitively built condos affordable to only a very small percentage of they population - generally, the gentrification of Asheville. Inviting and making it possible for African Americans and Hispanics to shop/eat/culture - piece of Ashe. downtown pie! Affordable living wage for downtown servants (wait people, cooks, dishwashers, retail depts, etc. To live downtown. - saving all of the blacktops in front of the Baculice, Civic Ctr, Grove Park Arvade, etc - for a "green" park! – rather than expensive ugly brick & mortar!
- » There are over 80,000 people in Asheville. Asheville is too small for this at this point. This makes for congestion everywhere not just on the road
- » Development - we must find a way to balance growth with environmental/quality of life issues.
- » Overgrowth of buildings in downtown; no parking in downtown
- » We need to maintain Asheville's identity and not succumb to the whims of developers. The quality of life overrides developer's and other investors' profit.
- » Keeping the "mega" stuff out in favor of smaller business controlling the take over of our identity. For example the condos proposed next to town hall will pressure use of the commons to be "quiet" and "conform". Events will become "too noisy" so...don't let the developers take over!
- » Quality and direction of development greenways
- » Declining air quality. -
- » Outside developers are ruining the overall aesthetic. This is unacceptable. It does matter to the citizens.
- » Environmental issues
- » Managing growth
- » Too much construction
- » Handling growth and dealing with large developers who don't respect the land/natural environment
- » Alternative energy options
- » To big growth - with upscale building what does the average person do?
- » Population

- » Overzealous development leading to the loss of the things that make Asheville special: green space, diverse community, interesting older & appropriately-scaled buildings, no chain stores (or very few). And thus bringing the undesirables: pollution, traffic jams, gentrification, loss of green space, catering to the needs & desires of tourists rather than residents.
- » Over development by outside contractors who do not understand or appreciate our mountains and the importance of not building on slopes & ridges.
- » Growth! Impact on the environment
- » \*Sustainability of growth (population and development) \*Sustainable transportation options (bike lanes & street lights please!)
- » Development of downtown Asheville and public greenspaces reserved for public use.
- » Overdevelopment (resources - abused) reducing the very reasons that people are drawn here in the first place - mountains - nature
- » Expanding the downtown area.
- » Over development - too much, too fast too many people -
- » Too much development
- » Growth management & development
- » Development/planning for growth
- » Over crowding -
- » Air quality public schools (esp. Middle schools) over development
- » Over growth
- » Population growth & alternative transportation & energy \*Asheville needs sidewalks and ways for people to walk or ride a bicycle anywhere in Asheville. Denver Colorado is well known for bicycle paths everywhere - please follow that path - a more active society = healthier people.
- » Lack of strong zoning
- » 1) Maintaing the unique diversity of downtown 2) Keep development under control and "green" smart 3) Address the problem of more affordable housing
- » Developers have too much power re: growth
- » No zoning
- » Growing beyond the belief in "sustainable development" and getting behind the first half of that oxymoron.
- » Controlled growth without loss of character more sidewalks in outlying neighborhoods and bike lanes are essential! Keep city taxes affordable.
- » Control over not letting the community get so large that it hurts the citizens.
- » Over population, out-of-control development, energy issues.
- » Controlling commercial and residential growth
- » Zoning, building permit costs, unnessary fines & fees associated w/building, low income housing & fee adjustments to create low income without high fee building cost. We cannot do both
- » The destruction of our mountaintops due to development.
- » The lack of trees (instead of condos)! How can we all breathe without them! The Geico can go as well as the ugly thing at the federal building!
- » Developers! Over development: eroding mountain sides, destruction of trees, air quality & natural settings. Downtown traffic flow, over-size building, unnecessary congestion of developers' so called "living, retail, entertainment complex living" it doesn't work that way off paper. Fix what we already have!
- » Control growth with careful planning & review.
- » Good planning for growth; planning carefully for development downtown being sure there are green spaces/parks as well as parking and/or public transportation. Also need a performing arts center bigger than d. Louthan Theatre.

- » Minimizing new buildings in downtown especially when then change the view.
- » Controlling development in a way sustainable to the environment.
- » Enviromental extremist - halting Asheville's growth - securing jobs other than service type.
- » Removing oneself from the San Francisco type -
- » The need to reduce greenhouse gas production forces us to make changes in our personal choices and public plans. We must do much better on energy conservation and economic decisions that harm the environment.
- » To much growth to fast taxes to high to many outsiders taking over Asheville
- » Preserving and maintaining natural beauty and environmental quality
- » Over development over population
- » Impact of population growth on quality of life: city services, utilities, safety, roadways, etc.
- » Shooting itself in the foot: 1) new houses on mountain ridge crests 2) new buildings & hotels masking view of iconic building like courthouse & city hall and Biltmore Village. Self-destruction of its appeal!
- » Controlled growth/development
- » Development - new jobs -
- » Overpopulation & the fact that its happening too fast.
- » Large development that threatens the identity of the city/poor quality dining
- » Air pollution
- » Well researched regulated development.
- » Population growth
- » Development - too many condos! Crime -
- » Adopting a master plan for downtown with mandatory development guidelines and best utilization of existing buildings with responsible infill on vacant property \*retain ownership of public property use ground leases for private development.\*
- » Too much growth - without adequate water supply, very poor parking - need to change downtown image from "gay and wierd" to a family/friendly environment
- » The ever increasing infringement by developers and the support they receive from city government over what the citizens who live here want.
- » Growth—and it's ability to control it
- » To much overbuilding expensive homes on mountain sides. No affordable housing for low income "regular" people.
- » Keeping up with the rapid growth in every area -
- » Ruining the uniqueness of the downtown/building that are not to scale & that are not aestheticaly pleasing - catering too much to the very up-scale consumer. Ruining the river district by making it a "chic shopping destination." get some backbone to what you will/won't allow managing growth development to maintain uniqueness & charm.
- » Poor zoning with rapid growth and inadequate public transit to keep up with growth
- » Overbuilding of residential and commercial buildings
- » Over development, poor planning, lack of sufficient resources to accommodate current population, protection of natural resources.
- » To manage growth without destroying the city's character and the beauty of its surroundings
- » Air quality - continues to decline.
- » Overpopulation & roads & highways not being able to sustain the growth. Quality of stores & restaurants not keeping up with the higher standards of the customers here.
- » Air quality
- » (2) Land use; affordable housing; the air, (1) water, - environment
- » Overgrowth/over-development

- » Residential development in downtown area only for the wealthy. The average worker cannot afford to live in Asheville. More restrictions should be placed on developers.
- » The use of land - affordable housing & jobs that pay. Thank you for passing the fair wage decree.
- » Overdevelopment - we moved here from Atlanta to get away from the development. Now we're stuck in it again!
- » Keeping up with population growth - roads, services, affordable housing
- » Overdevelopment!
- » Too much non-thought out development - mostly in the city outskirts. Too much high money dollar properties will send the everyday away b/c they wont be able to afford the cost of living.
- » Managing growth responsibly.
- » Having a plan to accomodate the population growth due to people moving to the area. (i.e. professional jobs, infrastructure, services, workforce housing, development near public transportation, etc...)
- » Sensible, controlled development. We need modest, not extravagant, neighborhoods built. Don't allow any more strip malls or stores to be built until all the vacant stores are utilized. Preserve our landscapel Attract manufacturing jobs!
- » Growth without industry, environmental policy, no affordable housing for families, diminishing greenspaces, lack of agrarian livelihood.
- » Uncontrolled growth
- » Responsible growth & development - balancing essential & desireable growth with maintaining Asheville's integrity.
- » Excessive development + stealing public greens (Coleman property)
- » Population, crime, traffic control
- » Stopping steep slope development
- » Population growth!!! Yikes!! Jobs.
- » Uncontrolled, senseless, greed-fueled development, especially development by amoral outsiders who don't care about Asheville/WNC's culture, heritage, or residents, or anything else except profit
- » Environmental protection
- » Managing growth - planning for it rather than reacting to it - I think there have been some poor decisions on the part of the city council and poor insight into the bigger picture - lots of room for improvement in traffic flow, maintaining the history & charm of Asheville - don't need to put highrises downtown - or - dig into mountains - that's what makes this place beautiful is the nature \*you're destroying the beauty & nature by the random & seemingly unthoughtless development!
- » Over development - I live in chars cove area I can't believe the condos overtaking our mts. - downtown is a disaster and taking away the wide rd in front of the court house was not the way to go!!

## Economic development issues, jobs, cost of living

- » The growing gap in income that is creating "natural" segregation.
- » Lack of jobs that pay a livable wage.
- » Wages are too low. Working class people can't afford to live here. I work for the city of Asheville, & had I not bought my house 7 years ago, I would not be able to afford to live in buncombe county \*we need a law school on this side of the state!
- » Job opportunities
- » Employment opportunities
- » There aren't very many professional jobs here
- » Job/safety/
- » Mostly creating more jobs & economic growth especially away from the restaurant/medical/retail fields where there is a lot already. Jobs! Jobs! Jobs!
- » Large biz. Interests descending on Asheville & entering the feel. Included in this is step-slope developments.
- » Lower gas prices, grocery items and natural gas prices I'm 82 yr's old and live on fixed income.
- » Commercial development or lack of it we need to focus the tax base away from residential. Homeowners pay too much to support this city.
- » Lower taxes for senior citizens over 60
- » Price of living becoming too expensive and forcing people to move.
- » The erosion of higher compensation jobs such as manufacturing. Manufacturing shouldn't be a bad word in Asheville. There are plenty of non-pollutant manufacturing.
- » To have more jobs for citizens (plants etc) to think more about buncombe residents & not tourists and scenery etc. To stop wasting money on these parks and parking lots and buildings use it wisely jobs. Economy not anything for young people to do.
- » Job opportunities for those w/college degrees.
- » Rising prices leading to forced annexation!
- » With the influx of new people into Asheville our cost of living and economy is un-naturally inflated because the people aren't from Asheville area & many are wealthy retired who have a large disposable income that the native Ashevilleian can't relate to.
- » Jobs, and affordable housing
- » Keeping Asheville affordable for the working class not just the rich retired people. We do not need to impress the Jones just maintain a good quality of life.
- » 1.) The tax rate is way too high 2.) The police beat up black people!
- » Economy - jobs - living wages
- » Developing jobs that pay a living wage - developing housing that is affordable to working people.
- » The overall national economic fear of spending for nothing.
- » Jobs/economy - employment opportunities are poor. One must be self employed to work here. I strongly suggest going after tele-commuters.
- » \*Reduction in cost of water for homeowners & increase in employment opportunities
- » Employment other than touristown
- » Providing jobs that pay a liveable wage
- » Education gainful employment - 18 yrs to 25 yrs old
- » Taxes
- » A living wage and affordable housing
- » Jobs, housing
- » Increases in regional price of living/overcrowding
- » More work

- » (1) Need to increase employment opportunities - with good, high paying jobs (2) increase public transportation & walkability (sidewalks)
- » Economy growth public safety
- » Employment opportunities (especially for young folks just out of college!) Homelessness epidemic (we must help these people get jobs & education)!
- » The same as every where. The cost of gas, and living are two high. I can't afford to live & I can't afford to leave. I work two jobs.
- » City water system lack of quality employment - finding new uses for old buildings finish I-26 connector
- » Being able to afford living here because of taxes, housing, gas prices.
- » We are facing a severe shortage of well-paying jobs both within and without of the service industries. There is not a living wage available to a large number of citizens.
- » Maintaining housing and services that are affordable for average citizens, not just wealthy retirees
- » The economy nationally
- » Everyone complains about no high paying jobs but no one wants heavy industry or additional pollution problems. To work around these issues Asheville must develop the downtown & surrounding areas in a way that will maintain & grow our tourist trade. The thoughtless way land development has continued should be stopped. Citizens are very disappointed in the way the city has handled big developers.
- » Property taxes
- » "Greening" & the economy. Better jobs + wages, affordable housing, thoughtful development - better plans for public transport & bike lanes etc
- » Affordability - balance between cost of living and income scales
- » Decent jobs to support high cost of living here.
- » Living wage jobs. Walking & cycling easier - foot path over Smoky Mtn Bridge!
- » Employment, affordable housing, daycare
- » Jobs that people can learn as well as keep. Safe environment to live and raise family
- » Jobs - jobs that pays enough for people to be able to live in Asheville.
- » Improvement of available jobs better planning dept (the Staples on Merrimon is a horror) the selling of part of Pack Pl to a developer is pathetic. Very sleazy
- » 1) Asheville has all these shopping areas, condo's, new housing etc. 2) where are the jobs for minorities/whites taking over our neighborhood 3) why is every activities geared toward whites, act like black & Hispanics do not exist when planning events. Employment
- » Gas prices
- » Ridiculous property taxes. Who can afford to live here anymore?? Not the middle class!
- » Attracting/retaining businesses & industries that provide well-paying jobs with benefits. The tourism & crafty side of Asheville are part of its charm, but real people need real jobs that pay enough to live on. We lose too many talented young people to other cities because they can't afford to live here.
- » Employment opportunities, quality of schools and better use of taxes already collected.
- » Industry, jobs market
- » Jobs
- » Attracting business opportunities to expand and sustain the tax base to support other services. Better customer service by COA employees!!
- » Maintaining a healthy economical growth that doesn't rely soley on tourism or "part time" residents! Affordable housing goes out the window with the glut of people buying 2nd homes here.
- » Bringing in jobs and economic growth not centered around tourism

- » More employment, environment issues - less building, community involvement, transportation near-closer to end of new creek rd
- » Good jobs for young people (professional, not service)
- » Business (manufacturing) development to bring jobs that pay more than minimum wages. Secondly, it breaks my heart that Asheville is known as "freak city" and "the beer capital of the south".
- » If property tax is not decreased the ordinary citizen will be unable to live in the city of Asheville!!! It is already impossible for a worker to live her
- » Jobs
- » The influx of new people to the area and low paying jobs not being able to support the cost of living.
- » Environmental/economical are tied together.
- » (1) Jobs and (2) affordable housing and (3) stopping the ever-rising taxes on property
- » Trying to find good jobs for the community w/o turning Asheville into another commercial city like Charleston
- » Jobs for the middle class. Jobs! Jobs!
- » Jobs aren't available property taxes are ridiculous affordable housing is non-existent - prices are outrageous
- » Jobs with a livable wage - wages that allow home ownership with a modest lifestyle along with the means to raise a family
- » Jobs - taxes - health care - people over 65 or 55 do not need to pay taxes on their homes especially city & county taxes combined.
- » Remaining affordable for the middle class
- » Class/income divide (job growth) middle class and below are going to face harder economic difficulties
- » Bringing in jobs that require high levels of education in the areas of science, engineering, and research. Providing a school system that can educate children property. Also, controlling the drug/transient problem(s).
- » Decent employment opportunities.
- » Income for residents is not increasing yet everywhere and in all areas costs are rapidly increasing. This needs to stop. Increases in taxes, water, food, gas, power, etc. Need to wait until the economy gets better. It is getting impossible for the average person to just survive.

## Public transportation/infrastructure/parking

- Public transportation. I gave up my car and only use bus. Frequency must improve and they must run 7 days a week to be a viable alternative for many people.
- Transportation to Charlotte, Atlanta, if gas prices go up air service will fall. We will need public transportation options
- New sidewalks, public transportation, civic center, lowering taxes, easing housing regulations, traffic improvement
- Parking and growth patterns
- A place to park while down town...
- Transportation - with auto travel going to be so costly, public transit may get a chance.
- Traffic - too much - especially Hendersonville Highway, Merriam Ave. Etc.
- Water
- Not enough parking
- Asheville Court House parking garage to far away - don't need it to look good. Need parking close to the building.
- Infrastructure (water, bridges, roads). Building heights/development w/in city. Jobs.
- Need to plant more tree's, bushes, shrubbery, benches to sit on. Quit putting mulch and billing all grass, and other vegetation
- Roads & hwy 26 & 40
- Building infrastructure to serve population growth, especially children
- Transportation. I travel by bus a lot, bike a lot, and car some. However, few people believe they can get anywhere but by car. This has to change.
- Maintaing city sidewalks, roads & bus transportation - making the downtown predistion friendly.
- Transportation for our low income and service worker community. We need nice -shelters at bus stop at every location where a bus stops especially on Highway 25.
- Improving green space, walking trails, parks, playgrounds! Community is formed on the playground!! Bike lanes, better sidewalks for handicapped people - better pedestrian lights (I walk to town w/my child 4 to 5 times per wk) urban density! \*a fantastic single farmers market that is a major destination w/great food, music etc. (like the Portland OR market or Ithaca, NY market)
- I-26 connector - use local plan! High quality zoning
- Too many opposition groups regarding road improvements and new development thereby making road construction more costly and keeping quality development out of the area. Currently there are too many poor paying service jobs.
- Replacing water lines and improving water usage efficiency
- More and better mass transit
- Parking with access to city hall
- Providing enough public transportation
- 1st is getting water pipes and roads fixed 2nd is trying to green with the rest of the world and keeping up with change
- Traffic problems on roads such as Sweeten Creek - development is outpacing capacity.
- Roads and interstates unable to handle traffic.
- Public transportation would really make the city desirable. Right now its just not enough. Need more bike lanes too. People love the environment here.
- Roads & sidewalks

- \* Traffic - having speed bumps in all heavily traffic areas - ex. Oakley (Fairview Rd). Police to enforce speed limits decrease in homeless/drug use that leads to breakins, theft & poor quality of life for others.
- \* Providing recycling for all - road improvements to keep up with growth as well as employment.
- \* Water
- \* Infrastructure of water & sewer system
- \* Parking & park in front of courthouse
- \* Supporting increasing traffic volume in neighborhoods.
- \* Parking downtown
- \* Providing adequate public transportation 7 days a week and more than once per hour to decrease traffic on city streets and provide viable alternative for those that work.
- \* Public transportation -functional bike lines -focus on natives: jobs, affordable living less on stripping mtns. for vacation homes & shops that no one can afford to make purchases...
- \* Parking, duh!
- \* Roads to accommodate growth affordable housing cost of living
- \* I-26 connector growth in downtown/development parking in downtown
- \* **\*Side walks - I've lived at 3 different addresses since I've lived here for the last 8 years and never been able to walk with my four children anywhere. School funding - ridiculous on expectations for supplies from parents food pantry's - no more food available. Food prices increased - income hasn't**

## Affordable housing

- » Creating affordable housing for young families affordable starter homes need to be an option.
- » Affordable housing - employment - cost of living - gas - food
- » Building housing (affordable) parking areas for special events
- » Affordable housing!!!!
- » Affordable housing, public transportation (including rail services to connect to other cities in NC & other states) pedestrian safety (drivers don't honor walkers at crosswalks) over development (high rises, capping mountains for development) we need to invigorate a lot of existing housing
- » Housing for middle class working people. There is housing for low-income and high but what about single working people. The rent is so high around here. Working people don't have a change about here.
- » Housing for the older.
- » Affordable housing
- » Housing (both rental and purchasing) is way too expensive compared to the cost of living and the wages most people in Asheville are making. Soon only the upperclass will be able to afford to live in Asheville.
- » Affordable housing
- » Middle/lower income residents being forced out by high property taxes and poor job opportunities outside of the service industry catering to tourists.
- » Tie - 1) creating affordable housing 2) eradication of government by plutocracy
- » Over priced housing!
- » Affordable housing and lack of employment also the public transportation system
- » Affordable single family homes
- » Affordable housing/quality jobs
- » Affordable housing!
- » Affordable housing traffic jobs crime-control
- » Affordable housing for seniors. Also, what are we going to do about the homeless that gather at Pritchard Park? How do we help them?
- » Housing, parks for kids.
- » Low and medium income families wont be able to afford housing
- » Good value housing at a variety of price permits
- » Affordable housing & jobs
- » Affordable, decent and safe housing for all citizens incl low income persons
- » Affordable housing! We have so many homeless and low income families in the area that even with 2 people working it would be hard to afford a home! We need more options & more banks willing to work with these people! Everyone deserves a home!
- » Housing for homeless
- » Affordable housing
- » Affordable housing Asheville is building there are people that live here can't afford to live in these downtown condominiums or duplexes.
- » Housing
- » Affordable housing

**Public safety/crime/gangs/homelessness/drugs/cleanliness**

- » Gang prevention.
- » Importance of police solving cases
- » Our city thinks its important to spend \$1000's on our appearance yet somehow thinks it acceptable to forget the homeless & mentally ill (which are usually hand in hand). I work in healthcare & have treated several homeless people who refuse to go back to the shelter b/c there's so much crime. I'm ashamed to live in a city where the homeless shelter is unsafe & full of drug deals & prostitution. Public safety needs to be stepped up. I was recently assaulted downtown by a man who was never found. There was no lighting on the street. I now carry mase & a knife b/c I'm fearful of what might happen. If our city's money was used for public safety I wouldn't be afraid to go out at night. Our city's govt is focused on its image. We need to stop striving for a "diverse" govt & start electing people who will actually get their job done.
- » Littering/controlling garbage along side interstate - its horribly ugly gangs - crime - drugs  
accessable parking downtown
- » No police protection, no desent housing - very unsafe. No jobs!
- » Crime rate/moral decay
- » Overall safety for all. Affordable housing and employment for minorities
- » Public safety (crime & traffic)
- » Crack users, over pricing, & homeless panhandlers.
- » Crime in housing projects cost of gas, heating fuel & taxes living expenses - good, utilities & jobs with good pay
- » Crime and gang increases in Asheville.
- » Clean it up! Hoping Asheville does not become "Trasheville".
- » Control homelessness; improve cleanliness
- » The feeling of safety downtown, it is overrun with homeless people & pan handlers more family & community parks need added
- » Controlling the homeless - we quit going downtown due to the homeless begging - some have scared my wife & kids beating on car windows & begging is a downfall to the downtown area.
- » Homelessness, poverty, increased crime activities
- » Homelessness/dwindling recreation outdoors (especially for citizens with pets)/no sidewalks or bicycle lanes/dichotomy of Asheville being green vs. Reality of Asheville not giving two shakes for the environment.
- » Gangs, drugs, including meth, and prostitution
- » Hiring the correct law enforcment officers and properly placing them in correct jobs. Firing those who make up their own rules and laws teaching them who to serve and protect.
- » Recreation for youth - more help for youth/teens to keep them busy and away from gangs!
- » Crime prevention
- » Drugs - as a resident of the so. French Broad neighborhood, I constantly observe drug deals & prostitutes in my neighborhood. When ever I go out of town I always feel like my house is in danger of being robbed. I've also had gunshots fired outside of my home.
- » Crime and not letting new construction ruin the mountain ridges.
- » Teenagers have no where to go as a group event and need to more education about drugs & alcohol
- » Crime

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## Other

- » We need someone in office that can disperse money from tax-money wisely employment, slow economy.
- » Asheville holds an image of diversity and eccentricity. We value these distinctions. It is important that our city government understands. City council should support more fireworks, more support for the completion of park square, a larger Bele Chere, and public entertainment.
- » The need to elect a city council and mayor that is truly qualified and has at least same sense of what our needs are there are so many idiots in city govt. \*example: \*Terry Belamy & \*\*Carl Mumpower what a joke you are madam mayor \*idiot #1 \*\*idiot #2
- » Less political and more working together listen to the taxpayers.
- » Make better use of our tax money quit paying for outsider to tell Asheville what they need to do. Ask the people!
- » A city council run by 'progressives'.
- » Useless city council
- » Government, rather than protecting citizens' rights & liberties, taking them away.
- » The way the city politations spend for consultant fees for someone to come to tell what should be done to our city - and then they take no advice and seem to spend more money. That money could be used to make repairs on roads - water lines - etc. Which brings me to have to say I don't know
- » Getting city gov't out of the pockets of developers and more responsive to the basic needs of the community
- » City council is "power hungry" and have their minds made up an do not listen to people at open forum meetings illegal immigrants are sucking us dry.
- » Excess taxes deaf city council.
- » Tax dollars being wasted.
- » County city water agreement -
- » More entertainment services (bars, restaurants etc) in West Asheville & making the walk area from west to downtown cleaner & safer. (Haywood & Clingman)
- » All the diversity arriving in Asheville
- » We need a decent civic center beg-borrow or steal but get one built, can't drive to Greenville, anymore
- » Getting Pack Square looking nicer & construction done ASAP! It is the centerpiece of city & looks horrible now. At least put up some greenery & keep clean!
- » Impress our city schools & combine with the county into one system. More community involvement needed.
- » Incorporation of county property by Asheville
- » A civic center for groups to come for people.
- » Gays & homeless - housing projects panhandlin
- » Improvement of riverfront
- » Closing racial gap.
- » Too many diverse groups coming to Asheville
- » Homosexuals - queers - becoming a gay town! The welcoming of illegal immigrants! Mexicans!
- » Making sure social services are available; desegregating Asheville
- » Will Asheville be a place to support families. Will city officials seek god's wisdom to make decisions so the city will prosper.
- » More amenities for residents
- » We need to improve education & deal with drop-outs and preparedness of students to become active members of society

- Too many parks - lost race track tax - we are for Biltmore to do anything they want - stop giving sewer & water free to new construction let Biltmore pay for use \*repair our water & sewer
- Providing more for our youth between 10-17 years of, age these are the ones that will be causing the most problems in our communities.

**Don't know**

- Not really sure. Just moved up here on May 31, 2008
- Not sure
- Don't know



## CITY OF ASHEVILLE, NC 2008

### Benchmark Report

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**UNDERSTANDING THE BENCHMARK  
COMPARISONS**

**COMPARISON DATA**

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of 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.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<b>Region</b>	
West Coast <sup>1</sup>	16%
West <sup>2</sup>	20%
North Central West <sup>3</sup>	11%
North Central East <sup>4</sup>	13%
South Central <sup>5</sup>	9%
South <sup>6</sup>	25%
Northeast West <sup>7</sup>	3%
Northeast East <sup>8</sup>	3%
<b>Population</b>	
Less than 40,000	42%
40,000 to 74,999	20%
75,000 to 149,000	16%
150,000 or more	22%

<sup>1</sup> Alaska, Washington, Oregon, California, Hawaii  
<sup>2</sup> Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico  
<sup>3</sup> North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota  
<sup>4</sup> Illinois, Indiana, Ohio, Michigan, Wisconsin  
<sup>5</sup> Oklahoma, Texas, Louisiana, Arkansas  
<sup>6</sup> West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC  
<sup>7</sup> New York, Pennsylvania, New Jersey  
<sup>8</sup> Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine



## INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column shows the benchmark, followed by a comparison of your jurisdiction's average rating (column one) to this benchmark.

The comparison: "above," "below" or "similar" comes from a statistical comparison of your jurisdiction's rating to the benchmark (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of more than three points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the benchmark. When differences between your jurisdiction's ratings and the benchmarks are three points or fewer, they are marked as "similar to" the benchmark.

This report contains benchmarks at the national level.

## NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Overall quality of life in Asheville	67	131	301	65	Similar
Your neighborhood as place to live	70	78	188	68	Similar
Asheville as a place to live	75	68	256	68	Above
Remain in Asheville for the next five years	75	10	21	72	Similar
Recommend living in Asheville to someone who asks	66	16	20	71	Below

Community Transportation Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Ease of bus travel in Asheville	37	89	122	43	Below
Ease of car travel in Asheville	49	102	176	50	Similar
Ease of walking in Asheville	42	150	174	54	Below
Ease of bicycle travel in Asheville	28	163	174	47	Below
Availability of paths and walking trails	39	21	26	51	Below
Traffic flow on major streets	34	70	89	43	Below

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Transportation and Parking Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Street repair /maintenance	34	245	305	45	Below
Street cleaning	47	166	214	54	Below
Street lighting	51	140	227	53	Similar
Snow removal	52	130	199	56	Below
Sidewalk maintenance	42	147	191	48	Below
Light timing	38	119	137	46	Below
Bus or transit services	42	109	144	51	Below
Amount of public parking	26	120	124	45	Below

Housing Characteristics Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Availability of affordable quality housing	19	198	214	37	Below
Variety of housing options	34	22	22	51	Below

Built Environment Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Quality of new development in city	42	120	132	53	Below
Overall appearance of Asheville	59	113	224	57	Similar

Planning and Community Code Enforcement Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Land use, planning and zoning	26	185	190	42	Below
Code enforcement (weeds, abandoned buildings, etc)	34	201	241	45	Below
Animal control	47	164	211	54	Below

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Economic Sustainability and Opportunities Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Employment opportunities	25	163	200	36	Below
Shopping opportunities	63	38	188	49	Above
Place to work	40	146	170	52	Below
Overall quality of business and service establishments in Asheville	58	7	21	55	Above

Economic Development Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Economic development	38	138	175	46	Below

Community and Personal Public Safety Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Safety in your neighborhood during the day	89	73	219	85	Above
Safety in your neighborhood after dark	70	109	212	69	Similar
Safety in Asheville's downtown area during the day	79	118	180	82	Similar
Safety in Asheville's downtown area after dark	50	137	184	59	Below
Safety from violent crime (e.g., rape, assault, robbery)	64	119	179	70	Below
Safety from property crimes (e.g., burglary, theft)	57	110	177	60	Below
Toxic waste or other environmental hazard(s)	64	19	21	75	Below

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Public Safety Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Police services	57	238	296	65	Below
Fire services	76	117	237	76	Similar
EMS/ambulance	74	111	227	73	Similar
Crime prevention	45	167	201	56	Below
Fire prevention and education	61	109	166	64	Similar
Traffic enforcement	50	184	238	56	Below
Emergency preparedness	43	39	40	56	Below

Community Environment Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Cleanliness of Asheville	52	22	28	61	Below
Quality of overall natural environment in Asheville	58	14	21	62	Below
Preservation of natural areas such as open space, farmlands and greenbelts	35	35	35	51	Below
Air quality	42	107	117	59	Below

Utility Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Drinking water	55	98	186	56	Similar
Storm drainage	48	143	236	50	Similar
Yard waste pick-up	59	100	149	63	Below
Recycling	62	136	212	63	Similar
Garbage collection	68	135	241	68	Similar

Community Recreational Opportunities Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Recreation opportunities	65	51	193	56	Above

Parks and Recreation Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
City parks	63	145	216	66	Below
Recreation programs or classes	59	133	226	61	Similar
Recreation centers or facilities	56	112	179	59	Below

Cultural and Educational Opportunities Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Opportunities to attend cultural activities	67	18	184	52	Above
Educational opportunities	60	45	121	57	Above

Cultural and Educational Services Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Public schools	53	99	148	58	Below
Public library services	48	203	208	70	Below

Community Quality and Inclusiveness Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Sense of community	61	49	196	55	Above
Openness and acceptance of the community toward people of diverse backgrounds	66	18	163	54	Above
Asheville as a place to raise kids	63	139	244	64	Similar
Asheville as a place to retire	68	25	221	55	Above

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Services Provided for Population Subgroups Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Services to seniors	48	160	190	56	Below
Services to youth	43	122	162	51	Below
Services to low income residents	34	129	145	42	Below

Civic Engagement Opportunities Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Opportunities to participate in community matters	60	7	19	56	Above
Opportunities to volunteer	73	2	18	63	Above

Social Engagement Opportunities Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Opportunities to participate in social events and activities	65	3	21	55	Above
Opportunities to participate in religious or spiritual events	71	3	15	63	Above

Public Trust Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Value of services for the taxes paid to Asheville	42	233	251	54	Below
The overall direction that Asheville is taking	37	198	202	55	Below
Job Asheville government does at welcoming citizen involvement	47	196	214	58	Below
Job Asheville government does at listening to citizens	34	183	188	50	Below
Overall image or reputation of Asheville	67	47	163	58	Above

Services Provided by Local, State and Federal Governments Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Services provided by the City of Asheville	56	181	279	59	Below
Services provided by the Federal Government	39	127	164	42	Below
Services provided by the State Government	41	126	166	44	Below
Buncombe County government general	50	8	18	48	Similar

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks					
	Asheville average rating (0 = most negative, 100 = most positive)	Rank	Number of Jurisdictions for Comparison	National benchmark	Comparison to benchmark
Knowledge	67	130	223	68	Similar
Responsiveness	65	116	221	65	Similar
Courtesy	68	94	176	68	Similar
Overall impression	64	140	254	65	Similar

## JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Jurisdiction Name	State	2000 Population
Valdez	AK	4,036
Alabaster	AL	22,169
Auburn	AL	42,987
Tuskegee	AL	11,846
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Avondale	AZ	35,883
Chandler	AZ	176,581
Cococino County	AZ	116,320
Flagstaff	AZ	52,894
Florence	AZ	17,054
Goodyear	AZ	18,911
Marana	AZ	13,556
Peoria	AZ	108,364
Phoenix	AZ	1,321,045
Prescott Valley	AZ	25,535
Queen Creek	AZ	4,316
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tempe	AZ	158,625
Tucson	AZ	486,699
Yuma	AZ	77,515
Yuma County	AZ	160,026
Agoura Hills	CA	20,537
Bellflower	CA	72,878
Benicia	CA	26,865
Brisbane	CA	3,597
Burlingame	CA	28,158
Capitola	CA	10,033
Carlsbad	CA	78,247
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780
Cupertino	CA	50,546
Del Mar	CA	4,389
Dublin	CA	29,973
El Cerrito	CA	23,171
Galt	CA	19,472
La Mesa	CA	54,749
Laguna Beach	CA	23,727

Jurisdiction Name	State	2000 Population
Livermore	CA	73,345
Lodi	CA	56,999
Long Beach	CA	461,522
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
Mountain View	CA	70,708
Newport Beach	CA	70,032
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Poway	CA	48,044
Rancho Cordova	CA	55,060
Redding	CA	80,865
Richmond	CA	99,216
Riverside	CA	255,166
San Bernardino County	CA	1,709,434
San Francisco	CA	776,733
San Jose	CA	894,943
San Rafael	CA	56,063
San Ramon	CA	44,722
Santa Barbara County	CA	399,347
Santa Monica	CA	84,084
Stockton	CA	243,771
Sunnyvale	CA	131,760
Walnut Creek	CA	64,296
Calgary	Canada	878,866
District of Saanich, Victoria	Canada	103,654
Kelowna	Canada	96,288
North Vancouver	Canada	44,303
Oakville	Canada	144,738
Prince Albert	Canada	34,291
Thunder Bay	Canada	109,016
Whitehorse	Canada	19,058
Yellowknife	Canada	16,541
Archuleta County	CO	9,898
Arvada	CO	102,153
Aspen	CO	5,914
Aurora	CO	276,393
Boulder	CO	94,673
Boulder County	CO	291,288
Breckenridge	CO	2,408
Broomfield	CO	38,272
Castle Rock	CO	20,224
Colorado Springs	CO	360,890

Jurisdiction Name	State	2000 Population
Craig	CO	9,189
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Durango	CO	13,922
Eagle County	CO	41,659
Englewood	CO	31,727
Fort Collins	CO	118,652
Frisco	CO	2,443
Fruita	CO	6,478
Golden	CO	17,159
Grand County	CO	12,442
Grand Junction	CO	41,986
Greenwood Village	CO	11,035
Highlands Ranch	CO	70,931
Hot Sulphur Springs	CO	521
Jefferson County	CO	527,056
Lakewood	CO	144,126
Larimer County	CO	251,494
Lone Tree	CO	4,873
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Mesa County	CO	116,255
Northglenn	CO	31,575
Parker	CO	23,558
Pitkin County	CO	14,872
Silverthorne	CO	3,196
Steamboat Springs	CO	9,815
Sterling	CO	11,360
Summit County	CO	23,548
Thornton	CO	82,384
Westminster	CO	100,940
Wheat Ridge	CO	32,913
Coventry	CT	11,504
Manchester	CT	54,740
Wethersfield	CT	26,271
Windsor	CT	28,237
Dover	DE	32,135
Belleair Beach	FL	1,751
Bonita Springs	FL	32,797
Brevard County	FL	476,230
Cape Coral	FL	102,286
Charlotte County	FL	141,627
Clearwater	FL	108,787

Jurisdiction Name	State	2000 Population
Collier County	FL	251,377
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Delray Beach	FL	60,020
Destin	FL	11,119
Duval County	FL	778,879
Escambia County	FL	294,410
Eustis	FL	15,106
Gainesville	FL	95,447
Hillsborough County	FL	998,948
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami Beach	FL	87,933
North Port	FL	22,797
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach	FL	10,468
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Pinellas County	FL	921,482
Port Orange	FL	45,823
Sanford	FL	38,291
Sarasota	FL	52,715
Seminole	FL	10,890
South Daytona	FL	13,177
Tallahassee	FL	150,624
Titusville	FL	40,670
Volusia County	FL	443,343
Walton County	FL	40,601
Winter Park	FL	24,090
Alpharetta	GA	34,854
Cartersville	GA	15,925
Decatur	GA	18,147
Smyrna	GA	40,999
Honolulu	HI	876,156
Maui	HI	128,094
Ames	IA	50,731
Ankeny	IA	27,117
Bettendorf	IA	31,275

Jurisdiction Name	State	2000 Population
Cedar Falls	IA	36,145
Davenport	IA	98,359
Des Moines	IA	198,682
Indianola	IA	12,998
Iowa County	IA	15,671
Marion	IA	7,144
Polk County	IA	374,601
Sheldahl	IA	336
Slater	IA	1,306
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
Boise	ID	185,787
Moscow	ID	21,291
Batavia	IL	23,866
Collinsville	IL	24,707
DeKalb	IL	39,018
Elmhurst	IL	42,762
Evanston	IL	74,239
Gurnee	IL	28,834
Highland Park	IL	31,365
Homewood	IL	19,543
Lincolnwood	IL	12,359
Naperville	IL	128,358
Normal	IL	45,386
O'Fallon	IL	21,910
Palatine	IL	65,479
Park Ridge	IL	37,775
Peoria County	IL	183,433
Shorewood	IL	7,686
Skokie	IL	63,348
Sugar Grove	IL	3,909
Village of Oak Park	IL	52,524
Woodridge	IL	30,934
Fishers	IN	37,835
Munster	IN	21,511
Arkansas City	KS	11,963
Fairway	KS	3,952
Lawrence	KS	80,098
Lenexa	KS	40,238
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679

Jurisdiction Name	State	2000 Population
Wichita	KS	344,284
Bowling Green	KY	49,296
Daviess County	KY	91,545
Jefferson Parish	LA	455,466
New Orleans	LA	484,674
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Burlington	MA	22,876
Cambridge	MA	101,355
Needham	MA	28,911
Shrewsbury	MA	31,640
Worcester	MA	172,648
College Park	MD	242,657
Gaithersburg	MD	52,613
La Plata	MD	6,551
Montgomery County	MD	873,341
Ocean City	MD	7,173
Rockville	MD	47,388
Takoma Park	MD	17,299
Saco	ME	16,822
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Meridian Charter Township	MI	38,987
Novi	MI	47,386
Oakland Township	MI	13,071
Ottawa County	MI	238,314
Sault Sainte Marie	MI	16,542
South Haven	MI	5,021
Troy	MI	80,959
Village of Howard City	MI	1,585
Blue Earth	MN	3,621
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Fridley	MN	27,449
Hutchinson	MN	13,080
Mankato	MN	32,427
Maple Grove	MN	50,365
Maplewood	MN	34,947
Medina	MN	4,005
Minneapolis	MN	382,618
North Branch	MN	8,023

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Jurisdiction Name	State	2000 Population
Prior Lake	MN	15,917
Scott County	MN	89,498
St. Cloud	MN	59,107
St. Louis County	MN	200,528
Washington County	MN	201,130
Woodbury	MN	46,463
Blue Springs	MO	48,080
Columbia	MO	84,531
Ellisville	MO	9,104
Grandview	MO	24,881
Independence	MO	113,288
Joplin	MO	45,504
Kansas City	MO	441,545
Lee's Summit	MO	70,700
Maryland Heights	MO	25,756
Maryville	MO	10,581
O'Fallon	MO	46,169
Raymore	MO	11,146
Springfield	MO	151,580
Starkville	MS	21,869
Bozeman	MT	27,509
Missoula	MT	57,053
Cary	NC	94,536
Charlotte	NC	540,828
Concord	NC	55,977
Davidson	NC	7,139
Durham	NC	187,038
High Point	NC	85,839
Hudson	NC	3,078
Kannapolis	NC	36,910
Knightdale	NC	5,958
Wilmington	NC	90,400
Winston-Salem	NC	185,776
Wahpeton	ND	8,586
Cedar Creek	NE	396
Kearney	NE	27,431
La Vista	NE	11,699
Dover	NH	26,884
Lyme	NH	1,679
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Farmington	NM	37,844

Jurisdiction Name	State	2000 Population
Carson City	NV	52,457
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Washoe County	NV	339,486
Beekman	NY	11,452
Canandaigua	NY	11,264
Delaware	OH	25,243
Dublin	OH	31,392
Hudson	OH	22,439
Lebanon	OH	16,962
Orange Village	OH	3,236
Sandusky	OH	27,844
Westerville	OH	35,318
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Stillwater	OK	39,065
Ashland	OR	19,522
Bend	OR	52,029
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Keizer	OR	32,203
Lake Oswego	OR	35,278
Portland	OR	529,121
Borough of Ebensburg	PA	3,091
Cranberry Township	PA	23,625
Cumberland County	PA	213,674
Ephrata Borough	PA	13,213
Kutztown Borough	PA	5,067
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
East Providence	RI	48,688
Newport	RI	26,475
Greenville	SC	10,468
Mauldin	SC	15,224
Pickens County	SC	110,757
Rock Hill	SC	49,765
Sioux Falls	SD	123,975
Cookeville	TN	23,923

Jurisdiction Name	State	2000 Population
Oak Ridge	TN	27,387
Austin	TX	656,562
Benbrook	TX	20,208
Bryan	TX	34,733
Corpus Christi	TX	277,454
Dallas	TX	1,188,580
Duncanville	TX	36,081
El Paso	TX	563,662
Fort Worth	TX	534,694
Grand Prairie	TX	127,427
Hurst	TX	36,273
Irving	TX	191,615
McAllen	TX	106,414
Pasadena	TX	141,674
Plano	TX	222,030
Round Rock	TX	61,136
San Marcos	TX	34,733
Shenandoah	TX	1,503
Sugar Land	TX	63,328
The Colony	TX	26,531
Tomball	TX	9,089
Farmington	UT	12,081
Riverdale	UT	7,656
Springville	UT	20,424
Washington City	UT	8,186
Albemarle County	VA	79,236
Arlington County	VA	189,453
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesapeake	VA	199,184
Chesterfield County	VA	259,903
Hanover County	VA	86,320
Hopewell	VA	22,354
James City County	VA	48,102
Lynchburg	VA	65,269
Newport News	VA	180,150
Northampton County	VA	13,093
Prince William County	VA	280,813
Roanoke	VA	94,911
Spotsylvania County	VA	90,395
Stafford County	VA	92,446
Staunton	VA	23,853
Virginia Beach	VA	425,257
Williamsburg	VA	11,998

Jurisdiction Name	State	2000 Population
Chittenden County	VT	146,571
Bellevue	WA	109,569
Bellingham	WA	67,171
Clark County	WA	345,238
Gig Harbor	WA	6,465
Hoquiam	WA	9,097
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Mountlake Terrace	WA	20,362
Ocean Shores	WA	3,836
Olympia	WA	42,514
Pasco	WA	32,066
Renton	WA	50,052
Richland	WA	38,708
Snoqualmie	WA	1,631
Tacoma	WA	193,556
Vancouver	WA	143,560
Ashland County	WI	16,866
Eau Claire	WI	61,704
Marshfield	WI	18,800
Milton	WI	5,132
Ozaukee County	WI	82,317
Suamico	WI	8,686
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Wauwatosa	WI	47,271
Whitewater	WI	13,437
Morgantown	WV	26,809
Cheyenne	WY	53,011
Gillette	WY	19,646
Teton County	WY	18,251



CITY OF ASHEVILLE, NC  
2008

Report of Demographic Subgroup Comparisons

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**C O N T E N T S**

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

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

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Asheville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Asheville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Asheville chose was to have crosstabulations of evaluative questions 1-18c by demographic questions d3 (length of residency in Asheville), d5 (rent or own home), d9 (annual household income of respondent), and d12 (age of respondent).

## UNDERSTANDING THE RESULTS

### "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.

### UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good", or the percent of respondents who felt the rate of growth was "about right."

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they are marked in gray.

## C O M P A R I S O N S

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")											
Please rate each of the following aspects of quality of life in Asheville:	Length of residency in Asheville		Rent or own home		Annual household income			Age			
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
Asheville as a place to live	88%	90%	79%	80%	93%	77%	88%	89%	86%	82%	88%
Your neighborhood as a place to live	75%	82%	82%	70%	90%	69%	82%	87%	74%	76%	88%
Asheville as a place to raise children	76%	70%	69%	63%	80%	57%	75%	78%	74%	64%	75%
Asheville as a place to work	39%	25%	40%	29%	40%	27%	37%	42%	29%	28%	50%
Asheville as a place to retire	81%	74%	72%	68%	81%	59%	80%	83%	82%	68%	77%
The overall quality of life in Asheville	83%	82%	77%	76%	86%	70%	85%	85%	81%	77%	84%

Question 2: Community Characteristics (Percent "excellent" or "good")											
Please rate each of the following characteristics as they relate to Asheville as a whole:	Length of residency in Asheville		Rent or own home		Annual household income			Age			
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
Sense of community	77%	74%	60%	68%	69%	64%	76%	69%	72%	72%	71%
Openness and acceptance of the community towards people of diverse backgrounds	76%	81%	66%	71%	77%	68%	70%	84%	72%	77%	71%
Overall appearance of Asheville	67%	74%	63%	64%	71%	64%	72%	69%	68%	67%	69%
Cleanliness of Asheville	63%	59%	51%	56%	58%	53%	64%	54%	60%	59%	52%
Overall quality of new development in Asheville	42%	30%	44%	35%	44%	35%	40%	42%	41%	40%	38%
Variety of housing options	32%	25%	28%	26%	30%	27%	28%	30%	29%	31%	26%
Overall quality of business and service establishments in Asheville	77%	63%	63%	61%	74%	57%	70%	74%	65%	63%	73%
Shopping opportunities	76%	73%	73%	72%	76%	74%	79%	69%	75%	69%	78%
Opportunities to attend cultural activities	86%	83%	71%	80%	80%	70%	86%	83%	87%	73%	80%
Recreational opportunities	86%	73%	61%	73%	73%	66%	74%	78%	81%	67%	70%
Employment opportunities	19%	9%	17%	15%	15%	18%	14%	12%	15%	12%	18%
Educational opportunities	71%	67%	71%	68%	71%	70%	73%	67%	67%	67%	75%
Opportunities to participate in social events and activities	88%	81%	65%	78%	77%	68%	83%	81%	86%	73%	74%
Opportunities to participate in religious or spiritual events and activities	84%	86%	79%	80%	86%	74%	83%	91%	87%	77%	84%
Opportunities to volunteer	84%	91%	86%	80%	93%	74%	90%	94%	89%	85%	87%
Opportunities to participate in community matters	71%	74%	61%	63%	73%	48%	72%	80%	72%	64%	69%
Ease of car travel in Asheville	52%	60%	49%	50%	56%	48%	54%	57%	59%	49%	53%
Ease of bus travel in Asheville	30%	38%	40%	41%	30%	48%	28%	31%	33%	44%	33%
Ease of bicycle travel in Asheville	22%	11%	32%	24%	21%	30%	22%	16%	17%	26%	26%
Ease of walking in Asheville	47%	37%	39%	45%	35%	43%	42%	36%	45%	41%	39%
Availability of paths and walking trails	37%	32%	34%	35%	34%	35%	33%	34%	41%	30%	31%
Traffic flow on major streets	31%	29%	23%	26%	29%	24%	26%	34%	28%	30%	24%

Question 2: Community Characteristics (Percent "excellent" or "good")											
Please rate each of the following characteristics as they relate to Asheville as a whole:	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	Amount of public parking	23%	15%	17%	17%	21%	17%	17%	21%	21%	19%
Availability of affordable quality housing	10%	8%	16%	10%	13%	14%	8%	12%	12%	12%	11%
Air quality	45%	29%	44%	37%	41%	45%	39%	33%	34%	42%	42%
Quality of overall natural environment in Asheville	71%	75%	58%	64%	72%	57%	71%	73%	71%	67%	66%
Overall image or reputation of Asheville	87%	85%	65%	72%	84%	62%	81%	89%	81%	77%	76%

Question 3: Growth (Percent "too fast")											
Please rate the speed of growth in the following categories in Asheville over the past 2 years:	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	Population growth	58%	76%	73%	70%	71%	77%	77%	57%	62%	69%
Retail growth (stores, restaurants, etc.)	40%	43%	44%	43%	42%	46%	48%	36%	39%	43%	44%
Jobs growth	3%	0%	2%	2%	2%	3%	1%	1%	3%	0%	3%

Question 4: Code Enforcement (Percent at least a "minor" problem)											
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Asheville?	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	89%	88%	92%	87%	92%	91%	88%	89%	89%	83%	90%

Question 5: Community Safety (Percent "very" or "somewhat" safe)											
Please rate how safe or unsafe you feel from the following in Asheville:	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	Violent crime (e.g., rape, assault, robbery)	68%	68%	53%	60%	67%	49%	61%	76%	68%	65%
Property crimes (e.g., burglary, theft)	57%	58%	47%	51%	58%	46%	50%	64%	57%	54%	49%
Environmental hazards, including toxic waste	63%	65%	56%	57%	68%	50%	60%	72%	57%	66%	59%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)											
Please rate how safe or unsafe you feel:	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	In your neighborhood during the day	94%	97%	91%	92%	96%	84%	98%	98%	94%	90%
In your neighborhood after dark	74%	78%	69%	66%	83%	57%	75%	87%	71%	71%	78%
In Asheville's downtown area during the day	85%	90%	71%	79%	86%	73%	83%	88%	84%	82%	78%
In Asheville's downtown area after dark	49%	52%	33%	37%	52%	31%	44%	54%	44%	48%	39%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")											
	Length of residency in Asheville		Rent or own home		Annual household income		Age				
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
During the past twelve months, were you or anyone in your household the victim of any crime?	24%	19%	22%	27%	15%	32%	19%	16%	33%	27%	8%
If yes, was this crime (these crimes) reported to the police?	73%	56%	94%	79%	73%	86%	57%	90%	80%	81%	56%

Question 9: Resident Behaviors (Percent at least once in past 12 months)											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Asheville?	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
Used Asheville recreation centers	59%	46%	54%	52%	56%	47%	52%	61%	60%	53%	48%
Participated in a recreation program or activity	52%	44%	39%	41%	52%	36%	42%	56%	50%	46%	39%
Visited a neighborhood park or City park	88%	85%	74%	84%	81%	69%	85%	89%	89%	89%	69%
Ridden a local bus within Asheville	28%	26%	31%	36%	18%	42%	25%	20%	32%	27%	27%
Attended a meeting of local elected officials or other local public meeting	21%	33%	35%	21%	43%	20%	30%	38%	19%	33%	37%
Watched a meeting of local elected officials or other local public meeting on cable television	43%	59%	70%	48%	71%	45%	61%	65%	39%	60%	73%
Visited the City of Asheville Web site (at www.ashevillenc.gov)	72%	63%	56%	61%	69%	49%	68%	74%	78%	62%	51%
Recycled used paper, cans or bottles from your home	82%	87%	82%	77%	92%	68%	86%	95%	83%	83%	85%
Volunteered your time to some group or activity in Asheville	59%	72%	60%	56%	74%	49%	63%	75%	60%	65%	64%
Participated in religious or spiritual activities in Asheville	46%	67%	72%	53%	73%	43%	68%	73%	48%	69%	68%
Participated in a club or civic group in Asheville	25%	51%	45%	30%	54%	28%	41%	47%	31%	43%	46%
Provided help to a friend or neighbor	93%	100%	96%	95%	98%	94%	97%	98%	97%	98%	94%

Question 10: Neighborliness (Percent at least once per month)											
	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
<p>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)?</p>	91%	93%	82%	87%	89%	82%	87%	94%	92%	88%	86%

Question 11: Service Quality (Percent "excellent" or "good")											
Please rate the quality of each of the following services in Asheville:	Length of residency in Asheville			Rent or own home		Annual household income				Age	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
Police services	68%	69%	69%	62%	77%	60%	74%	69%	55%	69%	79%
Fire services	91%	95%	94%	92%	95%	88%	99%	94%	86%	96%	96%
Ambulance or emergency medical services	86%	89%	91%	87%	91%	85%	93%	88%	78%	90%	95%
Crime prevention	56%	55%	40%	42%	58%	37%	54%	56%	43%	52%	51%
Fire prevention and education	75%	68%	70%	66%	75%	58%	80%	75%	55%	74%	75%
Traffic enforcement	62%	53%	58%	57%	57%	50%	58%	63%	53%	64%	55%
Street repair	29%	30%	22%	23%	31%	22%	33%	24%	25%	29%	25%
Street cleaning	63%	50%	42%	51%	52%	50%	51%	53%	60%	55%	39%
Street lighting	52%	60%	55%	50%	63%	43%	63%	60%	49%	60%	57%
Snow removal	62%	55%	57%	53%	64%	53%	57%	64%	55%	63%	55%
Sidewalk maintenance	47%	36%	40%	41%	42%	43%	41%	40%	44%	47%	33%
Traffic signal timing	37%	29%	42%	36%	36%	39%	34%	35%	39%	30%	41%
Bus or transit services	41%	40%	52%	46%	44%	59%	35%	40%	40%	47%	49%
Garbage collection	81%	82%	81%	80%	84%	78%	87%	79%	73%	80%	90%
Recycling	63%	71%	78%	61%	84%	64%	74%	75%	59%	72%	81%
Yard waste pick-up	59%	72%	68%	60%	73%	61%	74%	69%	61%	70%	69%
Storm drainage	40%	62%	51%	46%	56%	54%	57%	47%	45%	58%	50%
Drinking water	54%	56%	73%	54%	72%	52%	65%	71%	57%	57%	73%
City parks	73%	78%	72%	72%	76%	69%	76%	77%	78%	74%	70%
Recreation programs or classes	70%	74%	65%	66%	74%	65%	69%	72%	70%	66%	71%
Recreation centers or facilities	77%	67%	57%	68%	65%	56%	67%	74%	73%	64%	60%
Land use, planning and zoning	23%	8%	17%	19%	13%	20%	21%	10%	22%	10%	17%
Code enforcement (weeds, abandoned buildings, etc)	35%	28%	24%	28%	29%	28%	30%	29%	40%	25%	23%
Animal control	62%	48%	47%	52%	51%	49%	48%	57%	61%	46%	50%
Economic development	41%	28%	32%	32%	35%	29%	35%	36%	40%	33%	28%

Question 11: Service Quality (Percent "excellent" or "good")											
Please rate the quality of each of the following services in Asheville:	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
Services to seniors	52%	50%	47%	41%	56%	42%	48%	57%	36%	50%	54%
Services to youth	48%	41%	40%	37%	47%	43%	42%	40%	36%	46%	41%
Services to low-income people	45%	23%	30%	30%	37%	31%	32%	35%	33%	36%	29%
Public library services	60%	50%	43%	44%	59%	42%	46%	63%	51%	54%	46%
Public schools	67%	57%	61%	57%	67%	59%	61%	65%	60%	59%	64%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	40%	40%	43%	36%	47%	30%	42%	53%	32%	43%	47%
Preservation of natural areas such as open space, farmlands and greenbelts	33%	31%	25%	31%	27%	27%	33%	30%	29%	35%	26%

Question 12: Government Services Overall (Percent "excellent" or "good")											
Overall, how would you rate the quality of the services provided by each of the following?	Length of residency in Asheville		Rent or own home		Annual household income		Age				
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	The City of Asheville	64%	69%	59%	60%	67%	60%	64%	66%	65%	58%
The Federal Government	32%	36%	40%	31%	43%	27%	45%	36%	33%	35%	40%
The State Government	41%	38%	40%	37%	43%	35%	42%	41%	41%	40%	39%
Buncombe County Government	55%	59%	47%	52%	54%	48%	57%	53%	59%	51%	51%

Question 13: Contact with City Employees (Percent "yes")											
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)?	Length of residency in Asheville		Rent or own home		Annual household income		Age				
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	57%	60%	62%	57%	66%	60%	63%	59%	64%	64%	53%

**Question 14: City Employees (Percent "excellent" or "good")**

What was your impression of the employee(s) of the City of Asheville in your most recent contact?	Length of residency in Asheville		Rent or own home		Annual household income			Age			
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	Knowledge	85%	74%	73%	77%	76%	76%	73%	80%	79%	69%
Responsiveness	92%	68%	70%	77%	75%	77%	74%	76%	83%	69%	78%
Courtesy	85%	68%	82%	75%	83%	77%	79%	79%	82%	72%	84%
Overall impression	89%	68%	71%	74%	77%	71%	77%	77%	78%	67%	83%

**Question 15: Government Performance (Percent "excellent" or "good")**

Please rate the following categories of Asheville government performance:	Length of residency in Asheville		Rent or own home		Annual household income			Age			
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	18-34	35-54	55+
	The value of services for the taxes paid to Asheville	47%	40%	33%	35%	42%	29%	45%	42%	37%	41%
The overall direction that Asheville is taking	39%	36%	25%	31%	33%	27%	37%	33%	34%	33%	31%
The job Asheville government does at welcoming citizen involvement	48%	51%	42%	42%	52%	42%	51%	48%	48%	44%	48%
The job Asheville government does at listening to citizens	23%	34%	26%	20%	36%	19%	33%	31%	24%	29%	29%

Question 18c: Policy Question 3 (Percent "very important" or "essential")											
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?	Length of residency in Asheville			Rent or own home		Annual household income			Age		
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	Less than \$24,999	\$25,000 to \$49,999	\$50,000 or more	Age		
									18-34	35-54	55+
A place to work	80%	79%	81%	79%	81%	84%	76%	80%	82%	81%	78%
A place to shop	64%	68%	67%	65%	69%	63%	62%	73%	66%	66%	66%
A place to live	70%	67%	62%	71%	60%	73%	57%	68%	67%	66%	65%
A place for entertainment and community events	83%	79%	72%	81%	74%	70%	80%	81%	86%	77%	71%
A place where social services are available	66%	67%	69%	73%	60%	80%	66%	56%	72%	60%	70%
A place to worship	34%	41%	63%	48%	45%	61%	41%	37%	23%	51%	63%
A place with a variety of good transportation options	83%	85%	76%	83%	78%	90%	77%	78%	85%	77%	81%

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