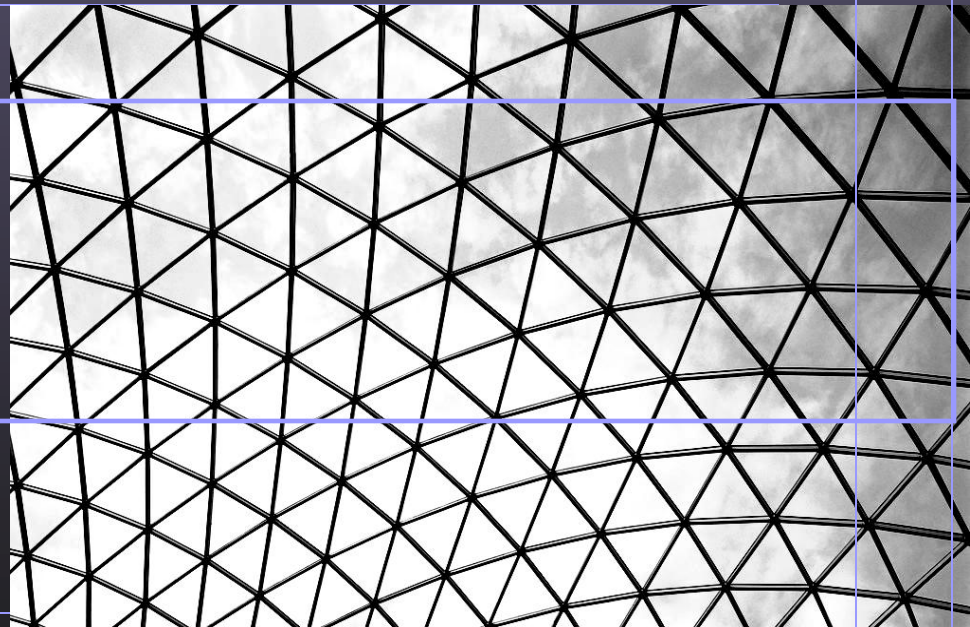




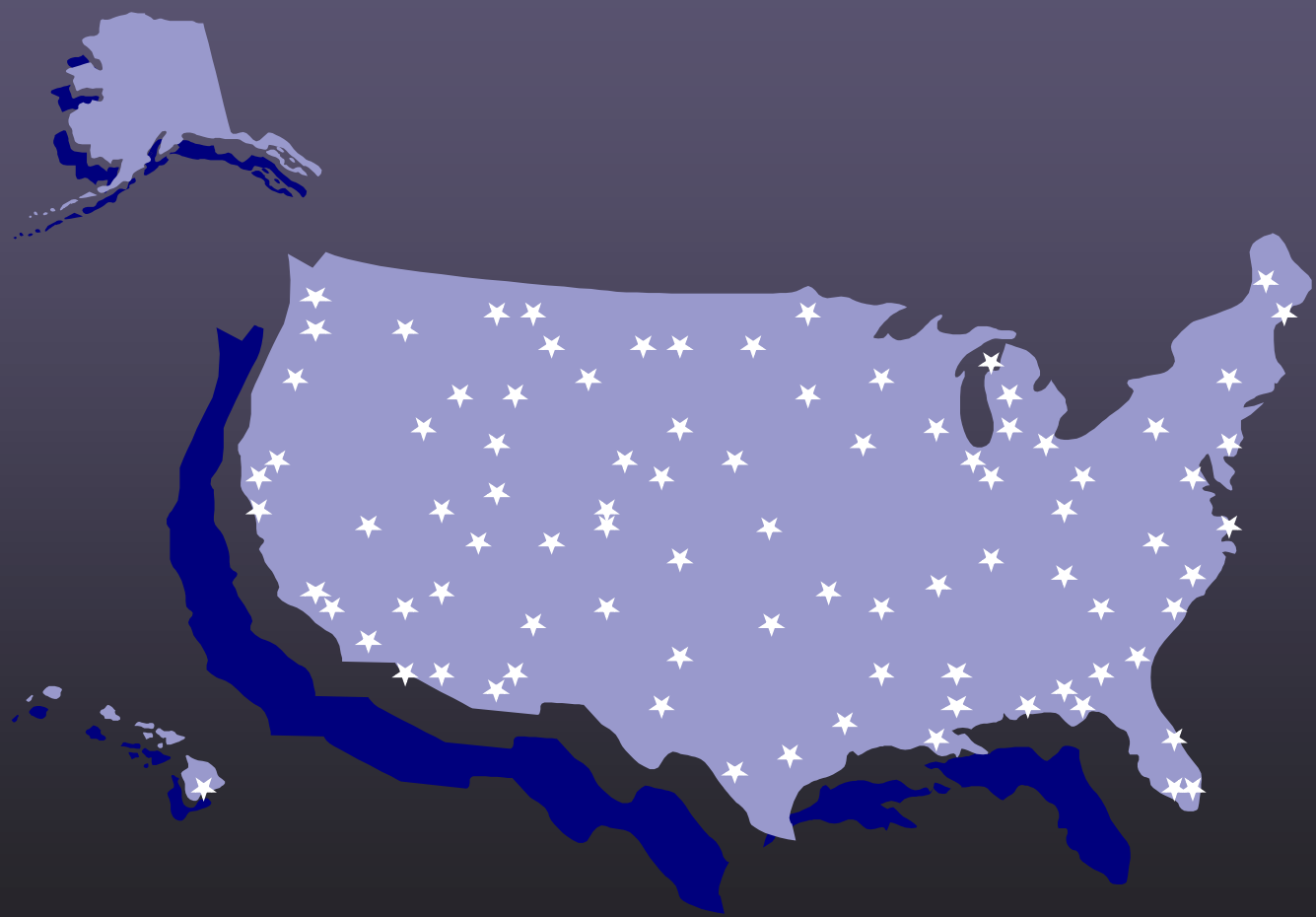
The National Citizen Survey™

Chambersburg, PA

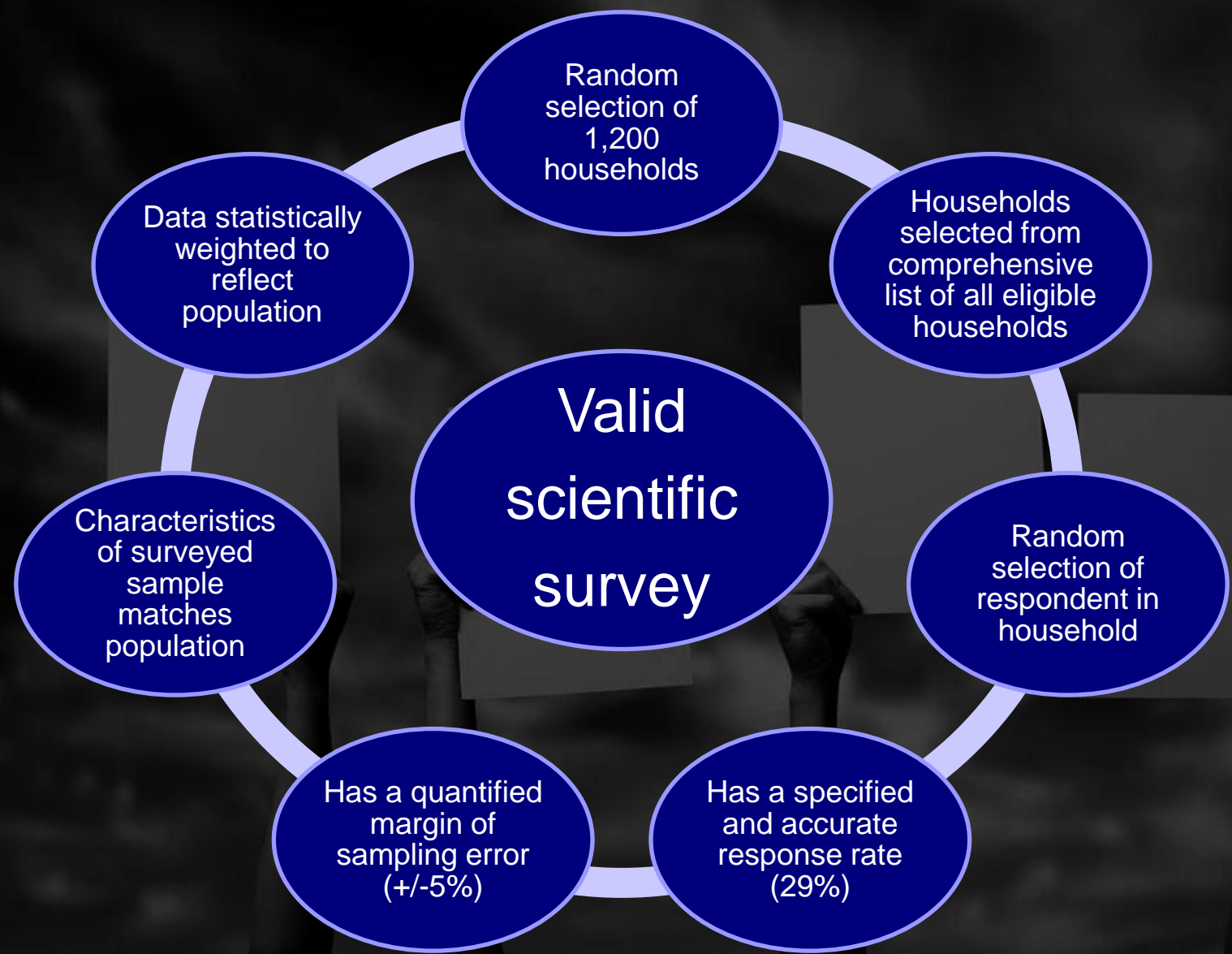
Summary of Findings
March 26, 2012



The National Citizen Survey™ (The NCS)



Scientific Survey Administration






The National Citizen Survey™

Community Ratings



Overall Quality of Community



Chambersburg as a place to live	78%
Overall quality of life in Chambersburg	69%
Neighborhood as a place to live	68%

Percent "excellent" or "good"

Would recommend living in Chambersburg to someone who asks

84%

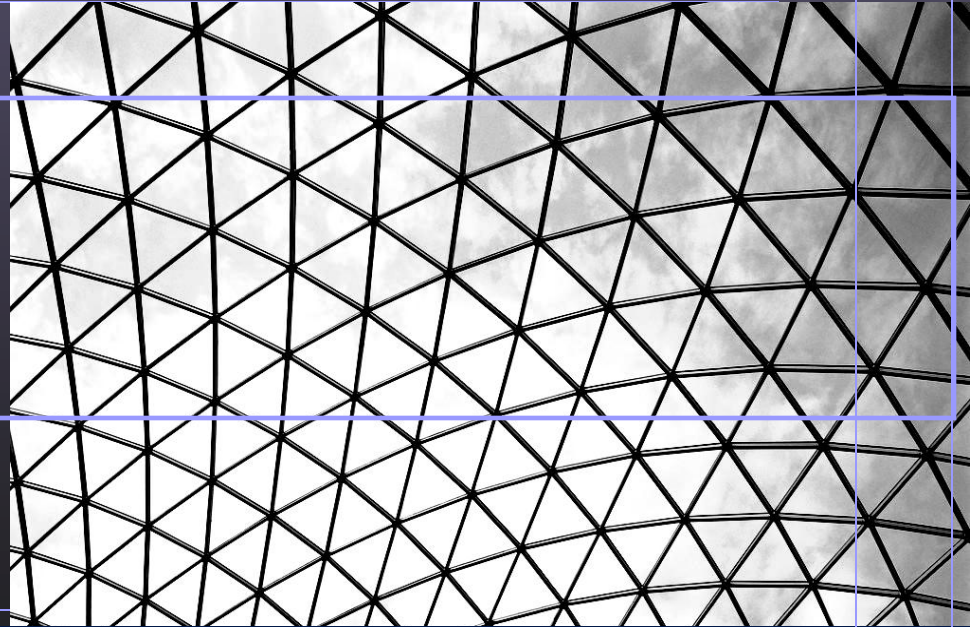
Remain in Chambersburg for the next five years

81%



The National Citizen Survey™

Community Design

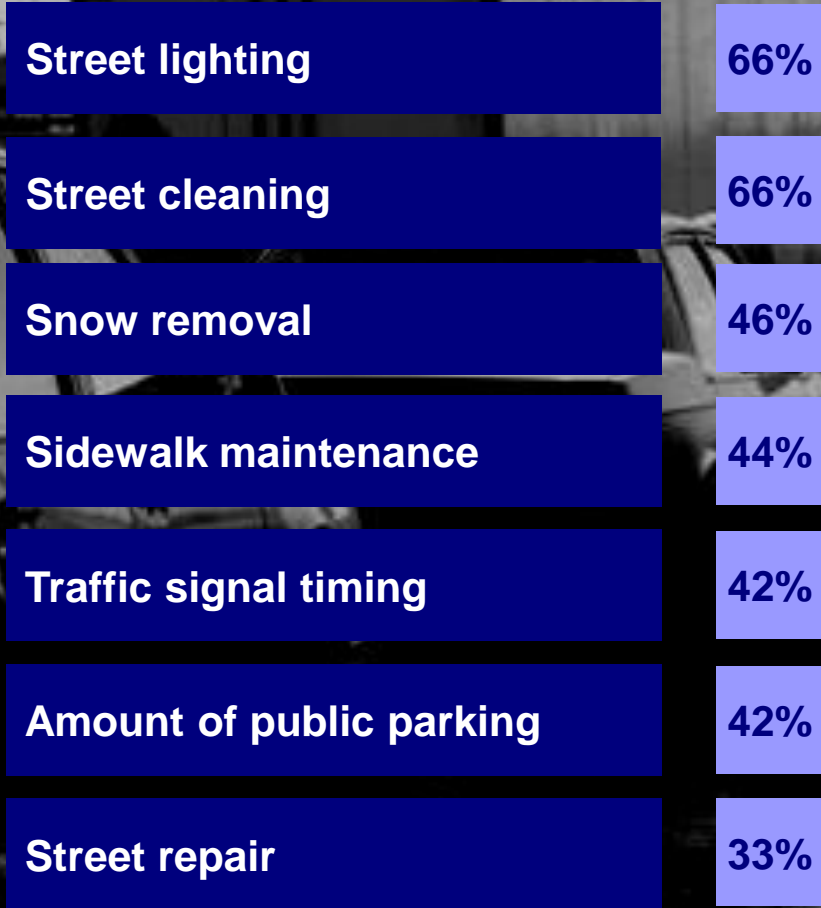


Transportation



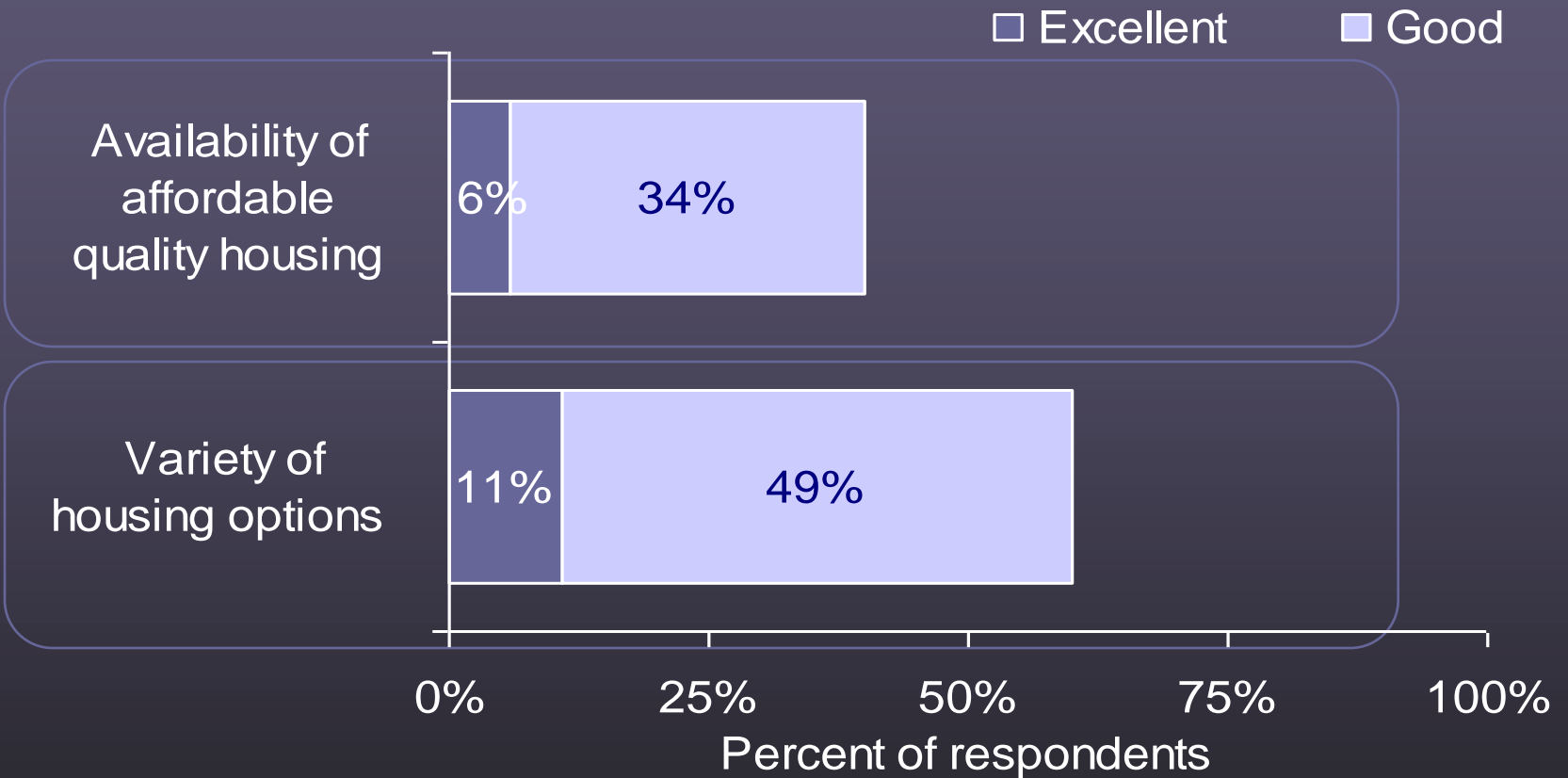
Percent "excellent" or "good"

Transportation Services



Percent "excellent" or "good"

Housing Chart



Land Use and Zoning

61%

Quality of new development in Chambersburg

57%

Overall appearance of Chambersburg

Percent “excellent” or “good”



Economic Sustainability

**Overall quality of businesses
and service establishments**

59%

**Chambersburg as a
place to work**

56%

Shopping opportunities

51%

Employment opportunities

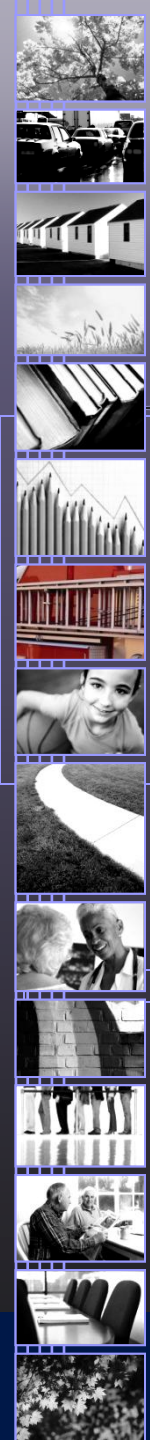
36%

Percent “excellent” or “good”

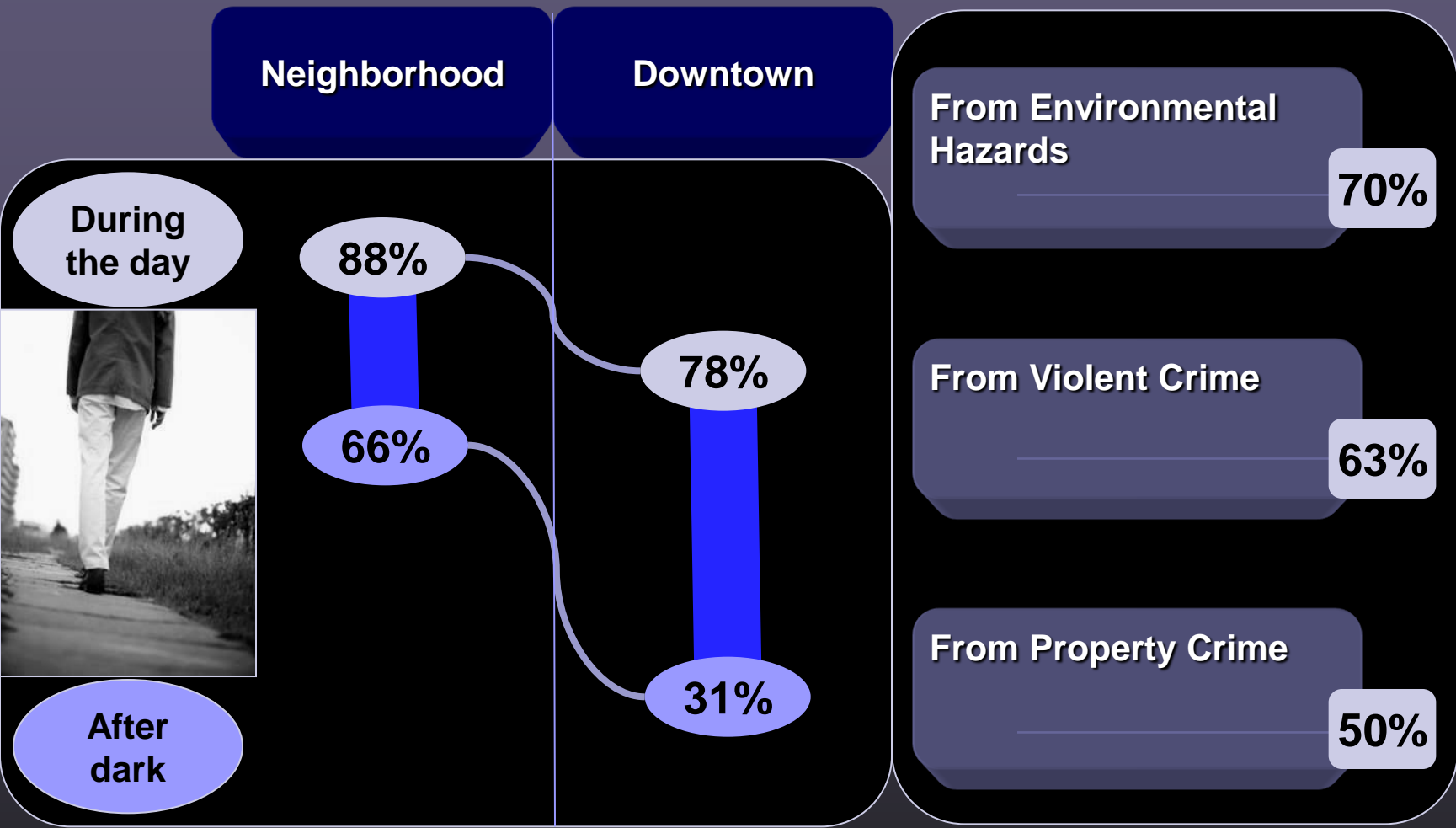


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Public Safety

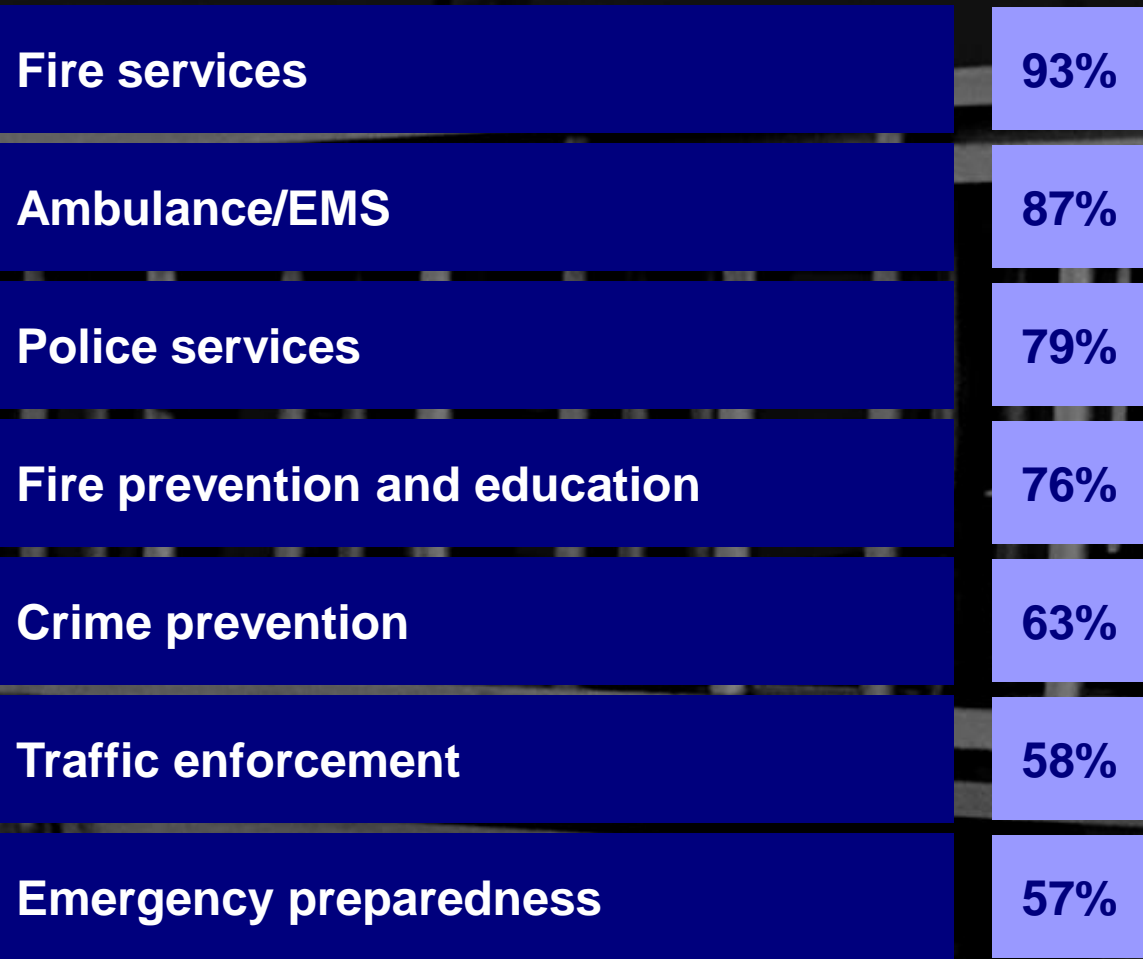


Public Safety



Felt "very" or "somewhat" safe

Safety Services



Percent "excellent" or "good"

Environmental Sustainability



Air quality

63%



Cleanliness of Chambersburg

62%



Quality of overall natural environment

61%



Preservation of natural areas such as open space, farmlands and greenbelts

47%

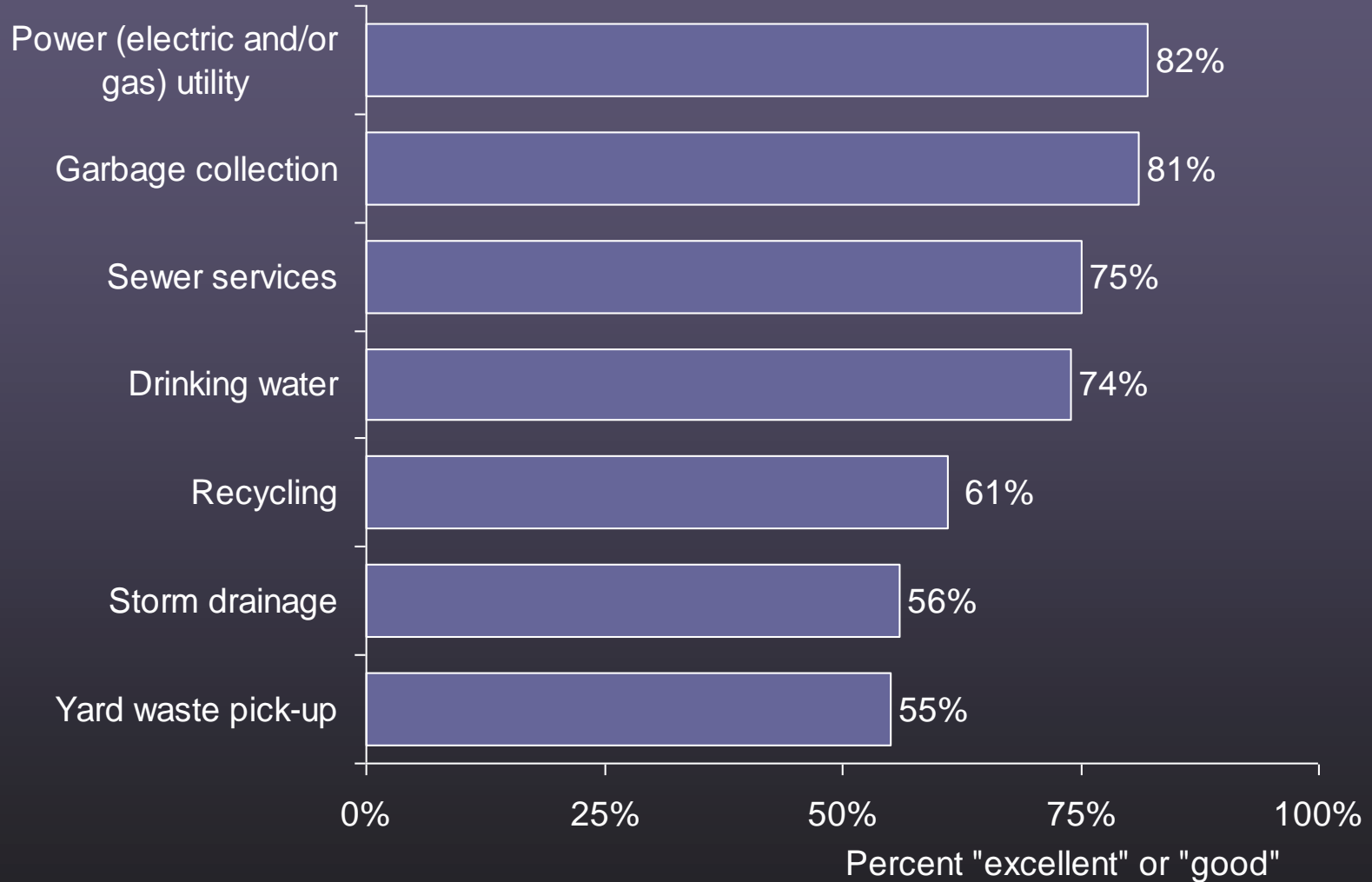


70%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

Percent "excellent" or "good"

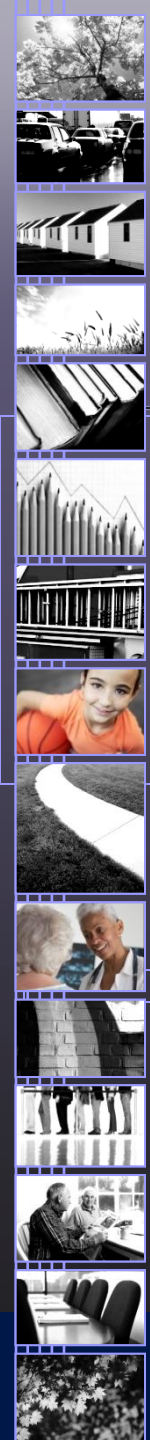
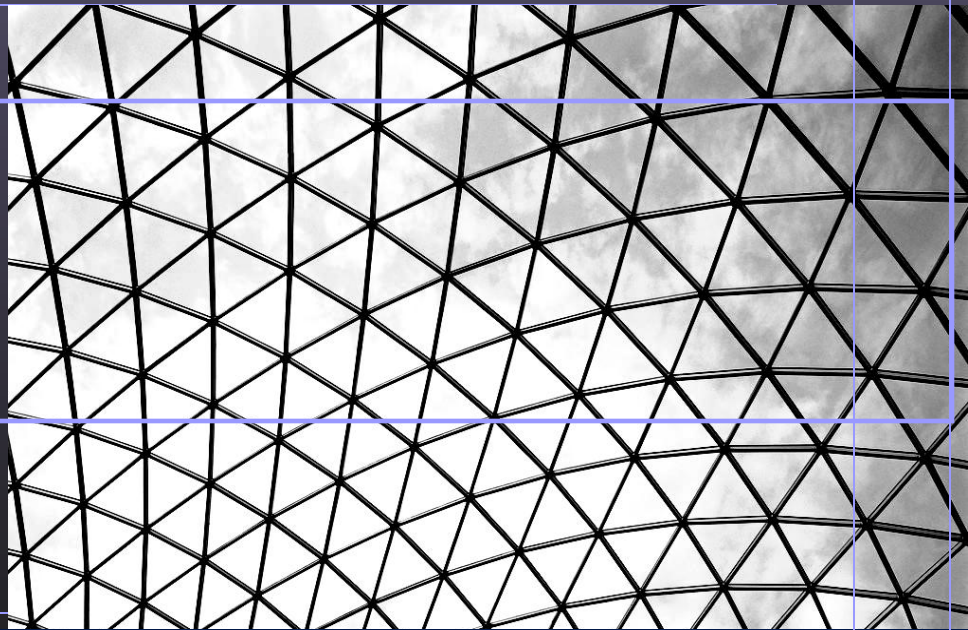
Utility Services Chart





The National Citizen Survey™

Recreation and Wellness



Parks and Recreation

Borough parks

74%

Recreation programs or classes

64%

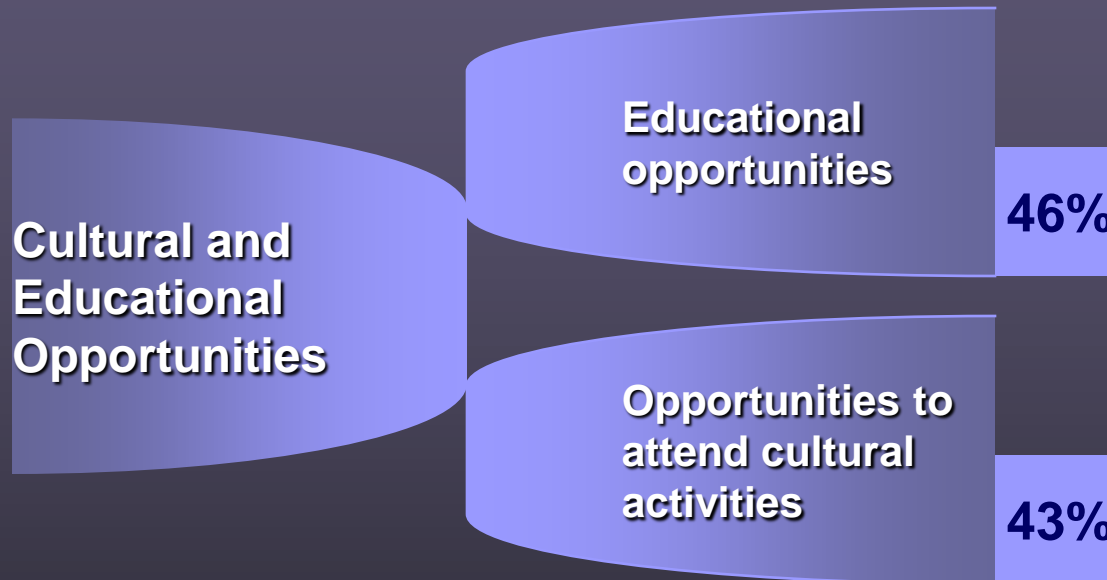
Recreation centers or facilities

61%

52%
Recreation opportunities

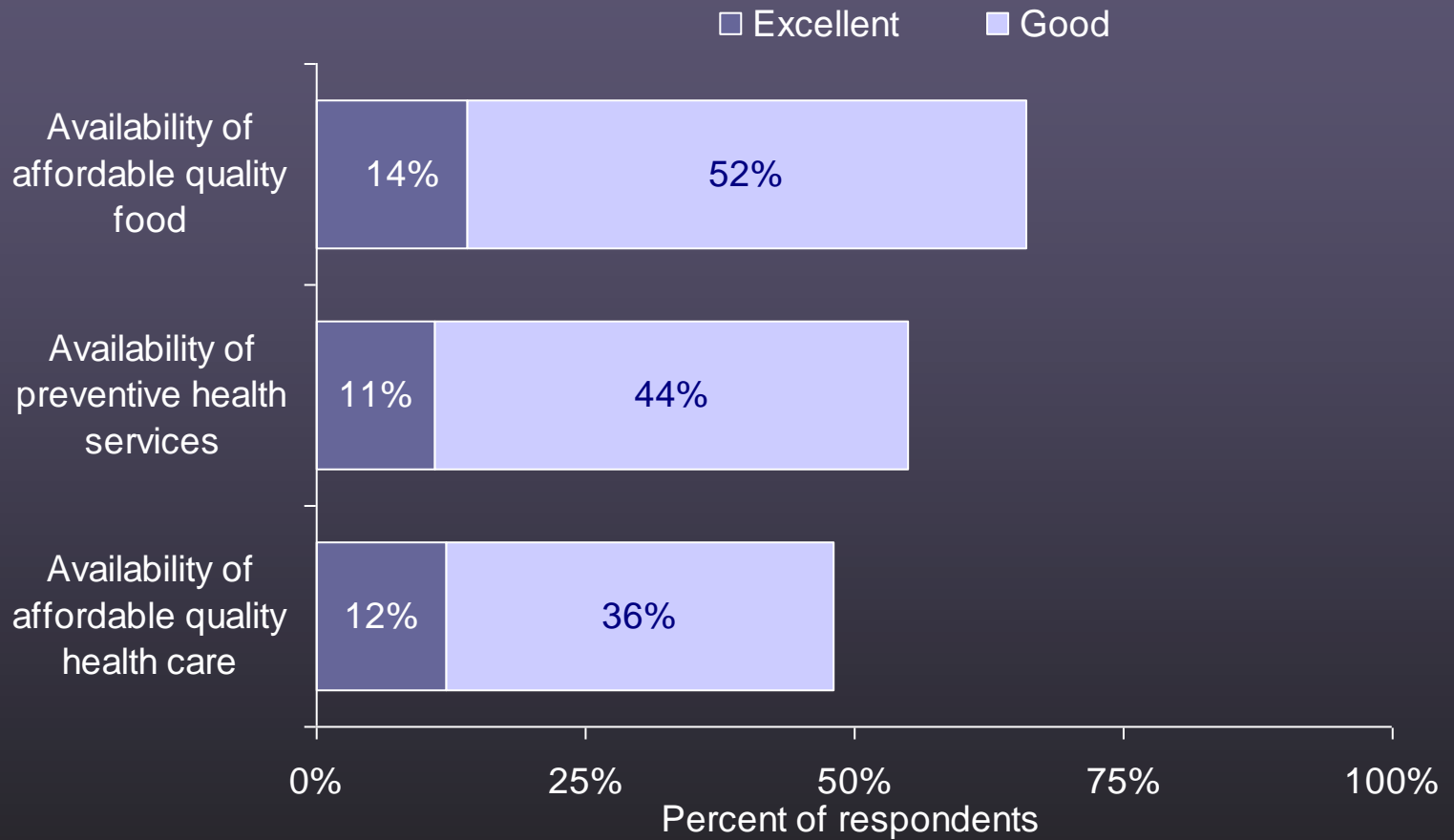
Percent "excellent" or "good"

Culture, Arts and Education



Percent "excellent" or "good"

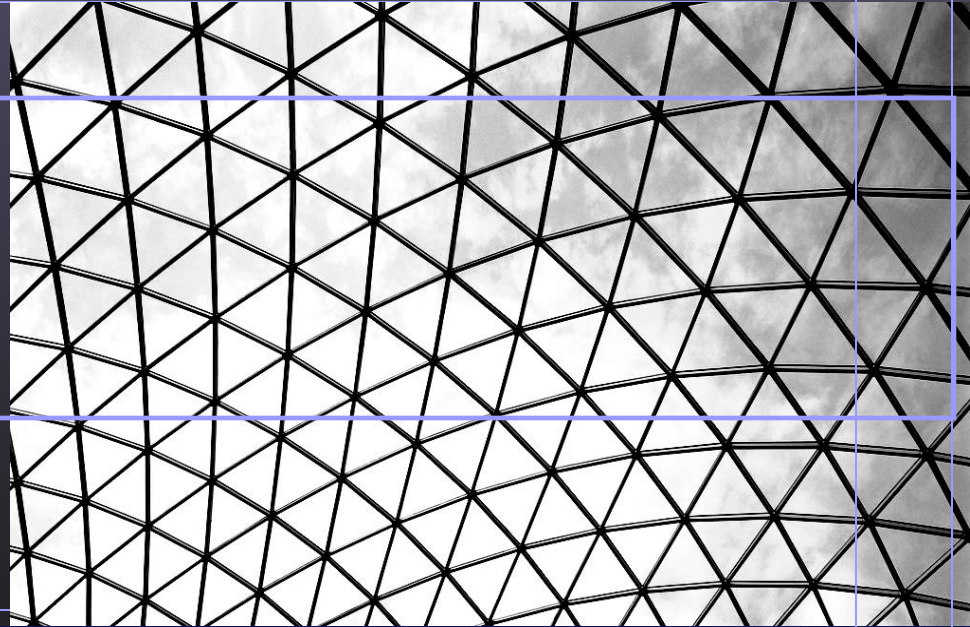
Health and Wellness Chart





The National Citizen Survey™

Community and Civic Engagement



Community Inclusiveness



Chambersburg as a place to raise children

63%

Chambersburg as a place to retire

63%

Sense of community

55%

Openness and acceptance of the community toward people of diverse backgrounds

39%

Availability of affordable quality child care

34%

Percent “excellent” or “good”

Civic Activity



67%

Respondents felt that opportunities to volunteer were rated “excellent” or “good”

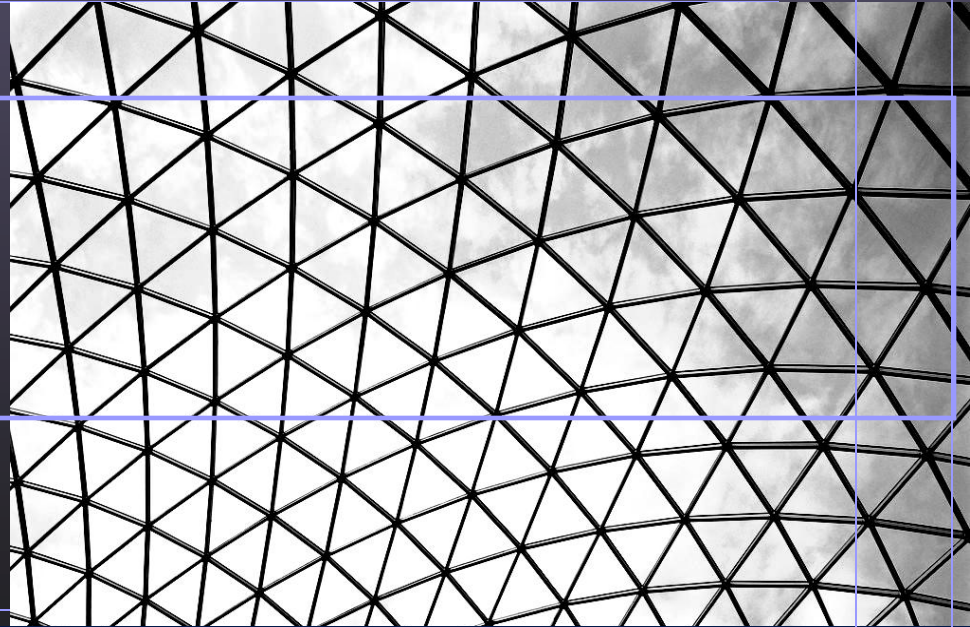
52%

Opportunities to participate in community matters were rated “excellent” or “good”



The National Citizen Survey™

Borough of Chambersburg Government



Public Trust

Value of services for the taxes paid to Chambersburg

57%

Overall image or reputation of Chambersburg

57%

The overall direction that Chambersburg is taking

53%

Job Chambersburg government does at welcoming citizen involvement

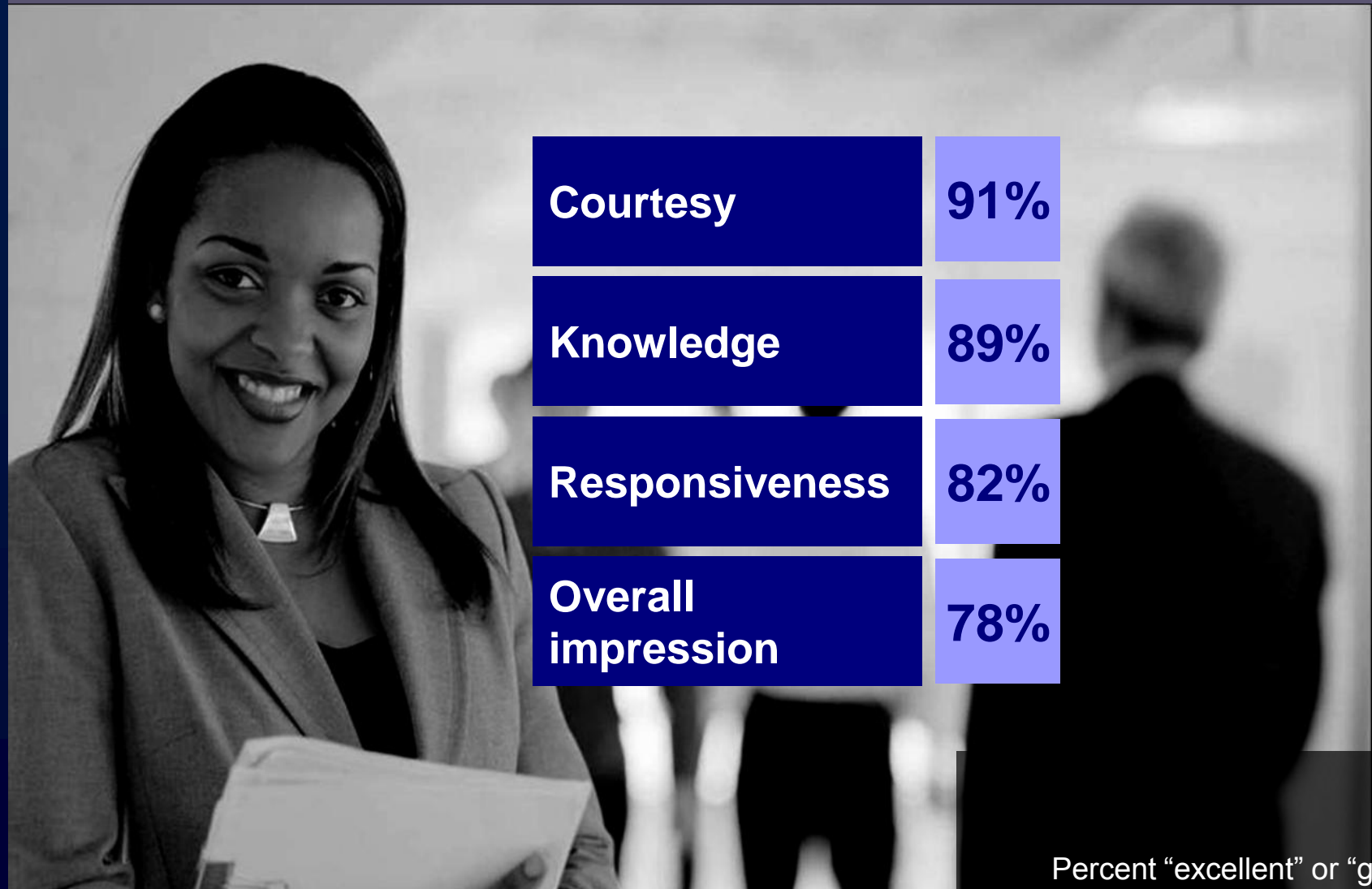
44%

Percent “excellent” or “good”

75%

rated services provided by Chambersburg “excellent” or “good”

Borough of Chambersburg Employees



Courtesy	91%
Knowledge	89%
Responsiveness	82%
Overall impression	78%

Percent “excellent” or “good”



The National Citizen Survey™

From Data to Action

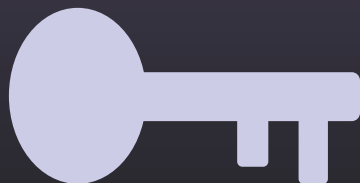


Resident priorities



National
Benchmark
Comparisons

“Key Drivers”



Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

Chambersburg Action Chart™

The Borough of Chambersburg Overall Quality of Services

Community Design

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

Public Safety

Emergency preparedness	Police services
Key: EMS	Fire services
Key: Traffic enforcement	

Civic Engagement

Key: Cable television	Public information
-----------------------	--------------------

Community Inclusiveness

Low-income services

Environmental Sustainability

Drinking water	Recycling
Garbage collection	Sewer services
Key: Power utility	Storm drainage
Preservation of natural areas	

Recreation and Wellness

Borough parks	Recreation facilities
Recreation programs	

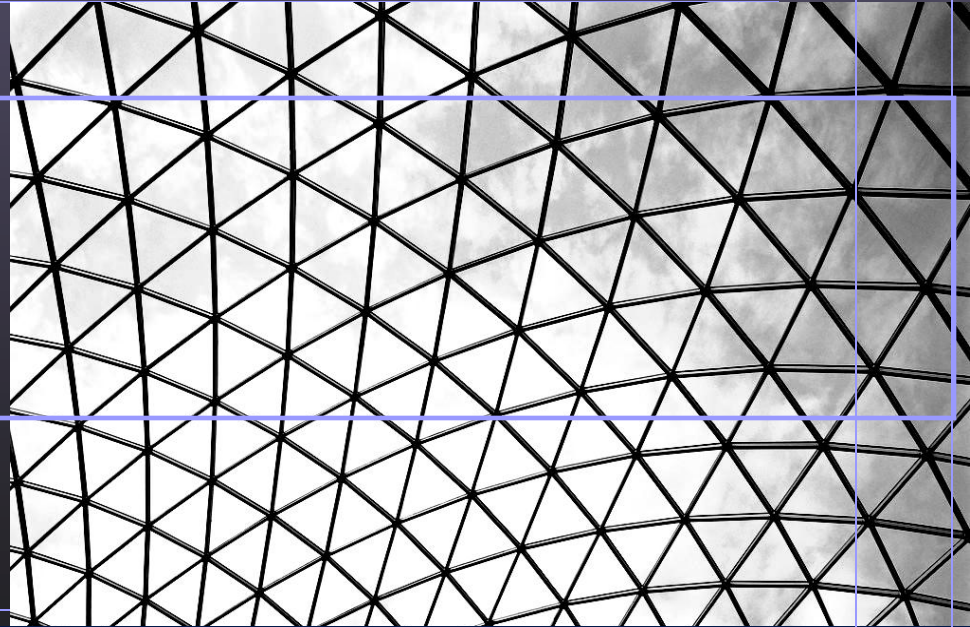
Legend

Below Benchmark
Similar to Benchmark
Above Benchmark
● Key Driver



The National Citizen Survey™

Custom Questions



Custom questions

<p>The Borough is considering raising electricity rates in order to fund the following items. Please indicate the extent to which you would support or oppose an increase in electricity rates to fund the following items:</p>	<p>Strongly or Somewhat Support</p>
<p>Economic development incentives for companies that bring jobs</p>	<p>74%</p>
<p>Investment with new technology for reliability and safety</p>	<p>73%</p>
<p>Renewable energy projects such as solar and wind</p>	<p>68%</p>
<p>Smart Electric Meters that allow customers to see their consumption/cost</p>	<p>61%</p>

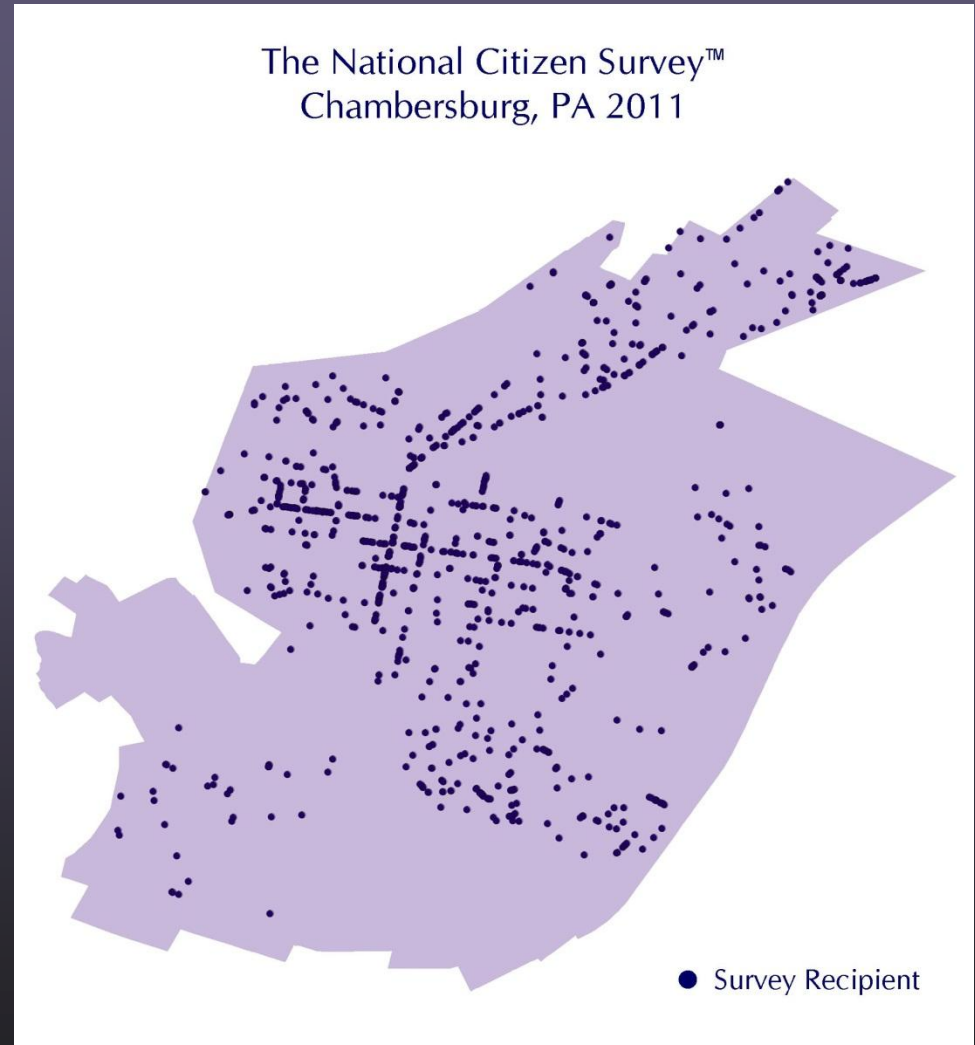
<p>The Borough might have to increase water and sewer rates in order to have funds for capital improvements. To what degree do you support or oppose an increase in water and sewer rates?</p>	<p>Percent of respondents</p>
<p>Strongly support</p>	<p>3%</p>
<p>Somewhat support</p>	<p>40%</p>
<p>Somewhat oppose</p>	<p>30%</p>
<p>Strongly oppose</p>	<p>26%</p>

Custom questions

Please rate how important, if at all, each of the following areas is for recreation spending:	Percent Essential or Very Important
Protect natural habitats/streams/wetlands	69%
Build neighborhood park with playgrounds and basketball courts	37%
Expand the Rail-Trail	34%
Focus on Memorial Park	33%
Rebuild/Preserve Henninger Field	25%
More fields for soccer/lacrosse	18%
Expand Memorial Pool into a water park	16%

Geographic Subgroup Comparisons

- ▶ Ward 5 tended to give higher ratings
- ▶ Ward 3 and 4 tended to give lower ratings



Conclusions

Highlights



Employment opportunities



Value of services



Borough employees

Opportunities



Code enforcement



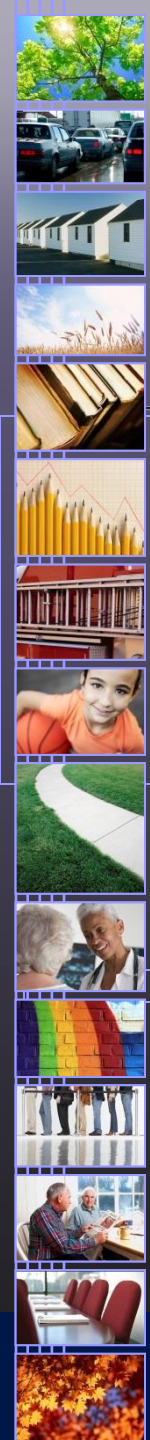
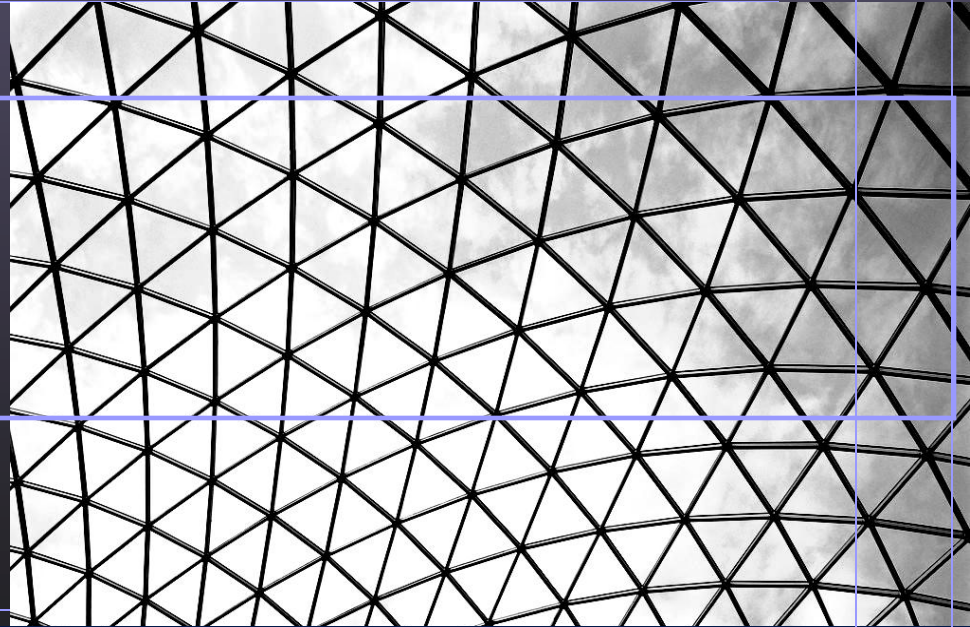
Public safety



Streets
(repair, traffic, etc.)

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Questions?





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Thank you!

National Research
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303-444-7863
www.n-r-c.com

