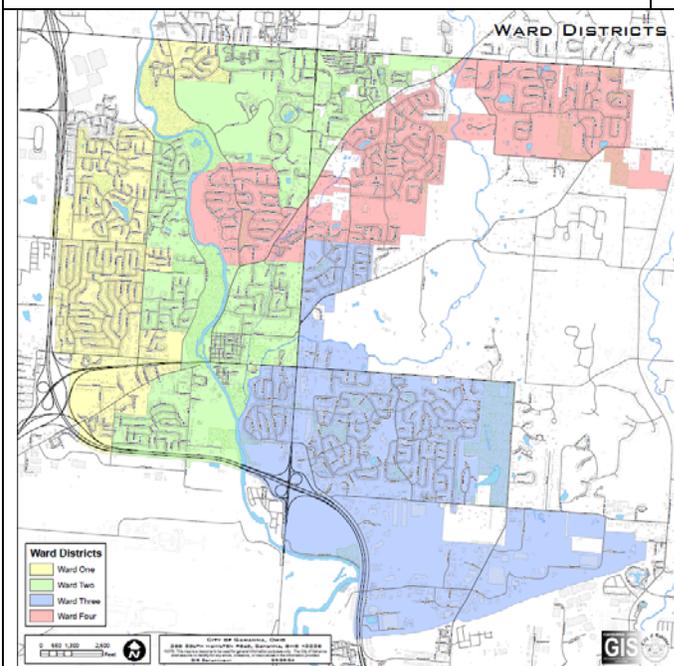


Gahanna Community Survey 2008

Conducted by:



Executive Summary



In October, 2008, a survey of 920 registered voters was conducted for the City of Gahanna, Ohio (the City). The objective was to measure citizen satisfaction and citizen perspectives on various issues facing the community. A sample of 920 persons gives us a 95% probability that responses are accurate within $\pm 3.2\%$. Sample sizes were identical for each of the four wards. Data were weighted to compensate for somewhat different voter population sizes of the wards.

The timing of the survey was dictated by the need to provide results to the City during the remaining months of 2008. In the background during the survey, the national and certain state level and local issue elections were being contested.

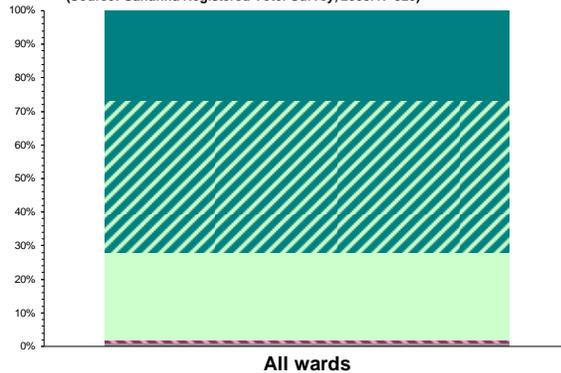
SUMMARY:

- ◆ Results were very positive across the board in terms of citizen satisfaction with quality of life and quality of city services.
- ◆ City officials and city departments were well rated for their job performance. They tend to feel that the city services are a good value for the taxes they pay.
- ◆ Citizens enjoy the quality of life in Gahanna and tend to feel (81%) that the city is "headed in the right direction." They say they like the new development for the jobs and lifestyle options it brings, and yet feel the city retains a desirable small town character.

- ◆ Citizens tend to feel that more development projects should be undertaken, but do not offer a clear preference for one project over another.
- ◆ Parks are well used with 81% saying they have been to a park in the past two years.
- ◆ Demographics differ considerably among the four wards, with wards One and Two having more longer-term residents and fewer high income households than wards Three and Four which have higher levels of shorter-term residents and the higher levels of household income.

QUALITY OF LIFE

Q1. How would you rate the overall quality of life in Gahanna? Would you rate the quality of life in Gahanna as excellent, very good, good, not very good, or poor
(Source: Gahanna Registered Voter Survey, 2008. N=920)

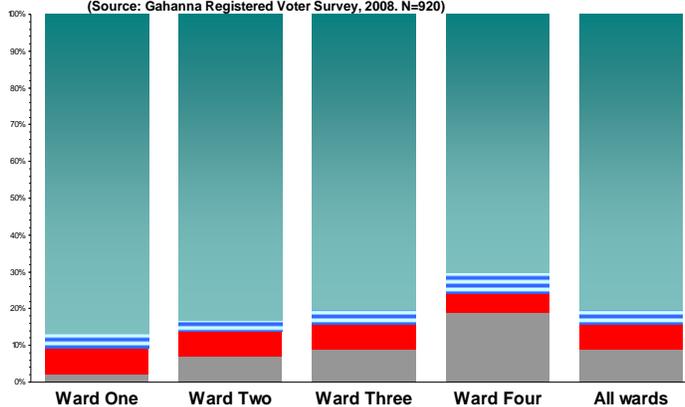


■ Excellent	27%
▨ Very good	45%
■ Good	26%
▨ Not very good	1%
■ Poor	0%
■ Not sure	1%

Gahanna residents like the quality of life in their community. Of all respondents, 27% rate it “excellent,” while another 45% rate it “very good” and 26% as “good.” Only 1% rate it as “not very good.”

RIGHT DIRECTION OR WRONG TRACK?

Q2. Would you say that in terms of being a good place to live, things in Gahanna are headed in the right direction or do you feel things in Gahanna are off on the wrong track?
(Source: Gahanna Registered Voter Survey, 2008. N=920)



■ Right direction	86%	83%	81%	70%	81%
■ [VOL] Not changing	4%	3%	4%	6%	4%
■ Wrong track	7%	7%	7%	5%	7%
■ Not sure	2%	7%	9%	19%	9%

Overwhelmingly, residents believe that Gahanna is “headed in the right direction,” (81%) rather than being “off on the wrong track” (7%). Ward One residents were the most optimistic in this respect, with 86% indicating “right direction.” Ward Four residents, while overwhelmingly positive (70%), were lowest in this positive response. Ward Four residents were not notably more negative, but rather were more likely than others to answer “not sure.”

RIGHT DIRECTION

Why do you say it is going in the right direction?

- I think the school system is being managed very well and is a draw for Gahanna. The housing is a draw also and I would compliment the Police Dept.
- Feel like they're getting more entertainment things and more recreational things.
- There's an abundance of parks, lots of night life, the rejuvenated things to do. It's a great place to live.
- There haven't been a lot of scandals from City Hall, so that is good. Things are status quo.
- Creekside and the improvements there, along with the school system.
- I like the community spirit, we're still a small town, we haven't overgrown like Columbus. You still know your neighbors.
- It's progressive. They are spending a lot of time and money on community events, promoting outside events, buying property and upgrading the streets, and that's good.
- It's a good community to live in and there are sports for kids.
- The roads are well taken care of. The city is growing and building new things. There is nice housing in the city.
- I really like the city services, they are on the ball.
- It's a safe place to live.
- It seems like Gahanna has a city pride...I like some of the events they have, i.e., the holiday parade, jazz fest...community-wide activities.
- They just put in Creekside. The schools are excellent. Police and Fire are excellent.
- It used to be a boring place to live, but they are building up so much it's actually kind of a cool place to live.
- I think they are keeping up the city, working on the roads...just about everything they are doing right.
- Creekside development, just one high school, and the school system is great.
- I am really impressed with Creekside. I see police around all the time and the city services are very good.

The table at the left lists a randomly selected set of more than twenty responses given when residents were asked to tell us what they meant by saying Gahanna is headed in the right direction. The most frequent responses convey excitement with growth and improvements being made in the city. Creekside was mentioned frequently. Others mentioned the quality of city services or the schools, or various aspects of community activity, and a sense of progress.

WRONG TRACK

Why do you say it is going in the wrong direction?

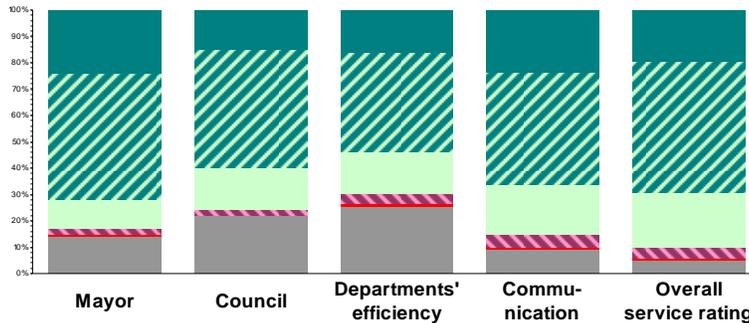
- City Council is spending too much money on frivolous projects. The Creekside development has been a large investment and will eventually be an empty shell. Businesses can't afford to rent the space.
- Taxes are too high, but I like the school head.
- They built all those condos and no one is living there. The rent is too high. I drove there and Panera is out and other places also going out. It's an awful waste of money.
- They're putting too much money into Creekside. They put too much money into their projects.
- Some of the political people and appointees within the city government, I don't trust. I am a business owner in Gahanna.
- It used to be a quiet place to live, but they have built things up so much around here that things just aren't the same any more.
- I am not happy with the Parks system. They don't have good softball facilities like Westerville.
- I'm not terribly happy about the traffic that resulted from inadequate planning of the construction on the east side. I don't know how much the people of Gahanna have invested in the beautiful Mill Street area, but I don't think we'll get money back out of it. The 62 highway was not planned well.
- I'm not happy about Creekside. It's beautiful, but I think the city is going to lose money on it and we are going to end up paying for it.
- The Creekside project has become a big hindrance to traffic and it has exceeded the budget. I do not know what the justification was for this significant investment. We have too many pedestrian stops, too many cars and it has made our life much harder. It has been totally done for the shopkeepers vs. the people who travel there every day.
- I think some of the development issues have been off base lately. The government got a little carried away with Creekside. Some of it's due to the economy now, but some of that could have been predicted. And, the school board and the city are off on the wrong track and they are getting too cozy with Stonehenge (developer for Creekside).
- It used to be a quiet place to live, but they keep bringing in all these businesses and shopping malls and it just isn't the same anymore.
- I don't think much of this Creekside thing. It attracts a lot of outsiders and strange elements. It's a lousy venture and I predict they will lose their shirts.

On the other hand, those offering negative comments cite many of the developments that are seen as positives by others. Again Creekside is mentioned, but now in the negative light of being a wasteful expenditure, a traffic problem, a project likely to fail as an investment. "Visions of grandeur," said one respondent.

CITY HALL JOB PERFORMANCE

(Source: Gahanna Registered Voter Survey, 2008. N=920)

1. Overall job performance of the Mayor of Gahanna
2. Overall job performance of Gahanna City Council
3. How efficiently the City officials in Gahanna have been operating city departments in the sense of holding down costs and avoiding waste
4. How well the city has kept people informed about major issues that might affect city services or local taxes
5. Not including Gahanna schools, how would you rate the city services you and other taxpayers get for the tax you pay to the City of Gahanna?



Very Good	24%	15%	16%	24%	20%
Good	48%	44%	37%	43%	50%
Just Average	11%	16%	16%	19%	21%
Poor	2%	2%	4%	5%	4%
Very Poor	1%	0%	1%	1%	1%
Not sure	14%	22%	25%	9%	5%

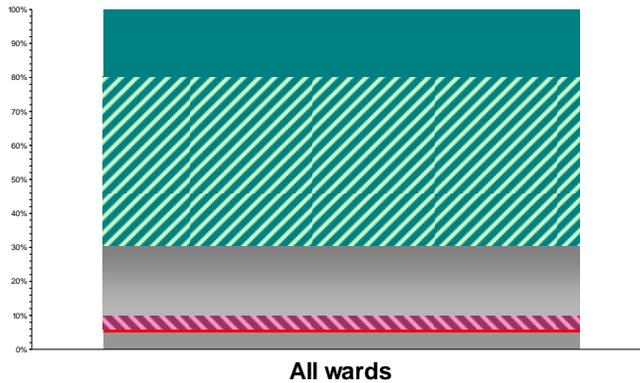
Job ratings of city officials are positive across the board with more than 50% rating each aspect of the city administration and City Council as very good or good.

The primary difference among mayor, council, and administrative departments is not so much in the level of positive *versus* negative ratings but instead in the level of “not sure” responses. It is common for citizens to focus more clearly on easily identified, singular executives such as the mayor than on legislative (i.e. City Council) and administrative departments.

Value of City Services for the Tax Paid

22. Not including Gahanna schools, how would you rate the city services you and other taxpayers get for the tax you pay to the City of Gahanna?

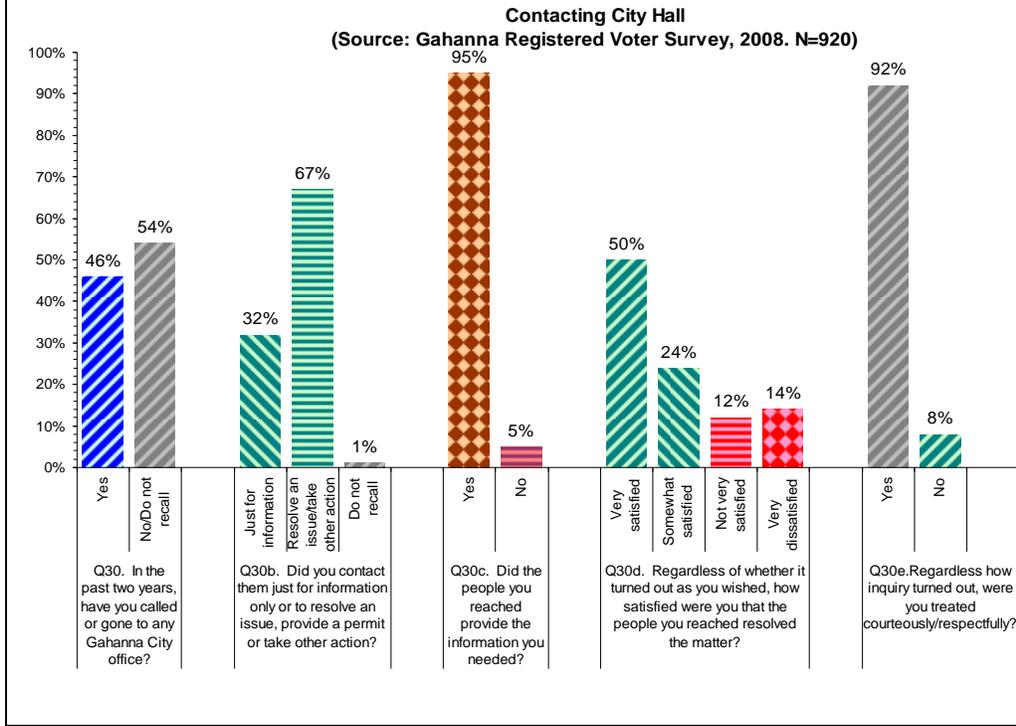
(Source: Gahanna Registered Voter Survey, 2008. N=920)



Very Good	20%
Good	50%
Just Average	21%
Poor	4%
Very Poor	1%
Not sure	5%

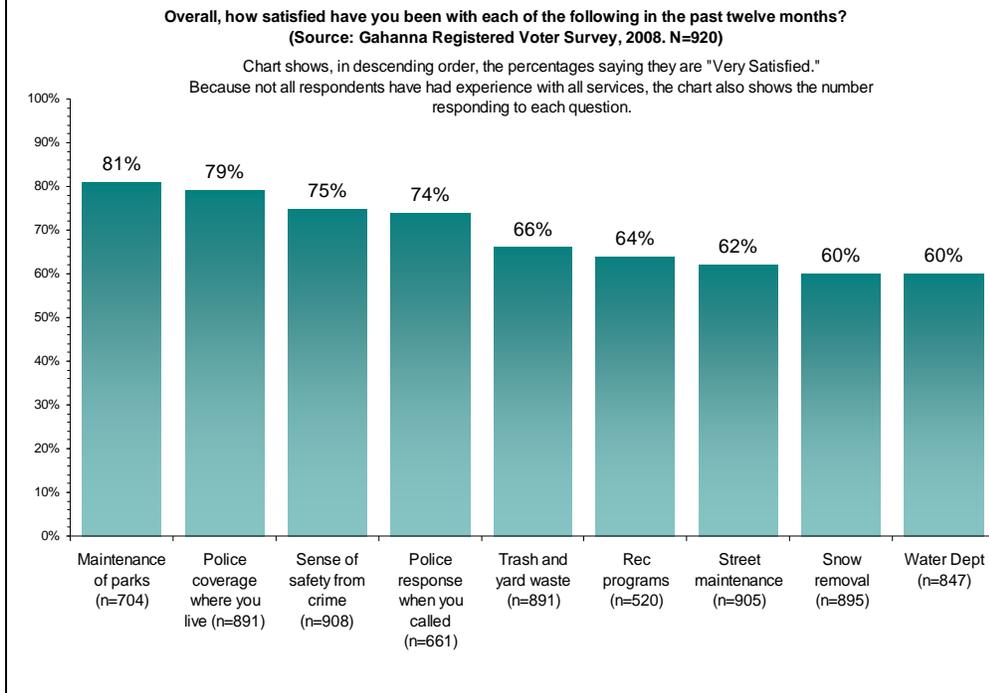
City services were seen as a good or very good value for the taxes paid by a total of 70% of respondents. Most others did not suggest that services are a poor value, but only that they are “average” rather than good or very good.

CONTACTING CITY HALL



Forty-six percent (46%) of residents say they have contacted City Hall in the past two years, most of them for permits or other actions. Most of those seeking information say they tended to get the information they needed (95%). Those seeking to resolve an issue or take action tended to be very (50%) or at least somewhat (24%) satisfied with the resolution. Regardless of the resolution, 92% tended to feel they had been treated with respect.

RATING CITY SERVICES

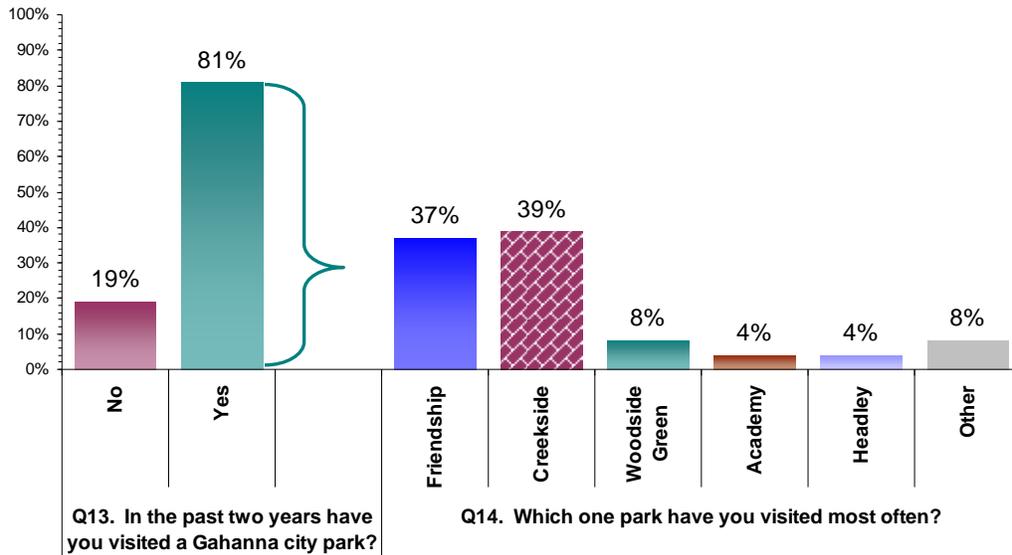


Respondents were asked to rate aspects of city services. The chart shows only those who rated the services as "Excellent" and shows ratings of only those who had experience with the service.

The ratings are very positive, with park maintenance and police at the highest level (ranging from 74% to 81%) and even those at the lowest level in the chart (snow removal and Water Department) having 60% "excellent" scores.

USING CITY PARKS

Q13. In the past two years have you visited a Gahanna city park?
Q14. Which park have you visited most often?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



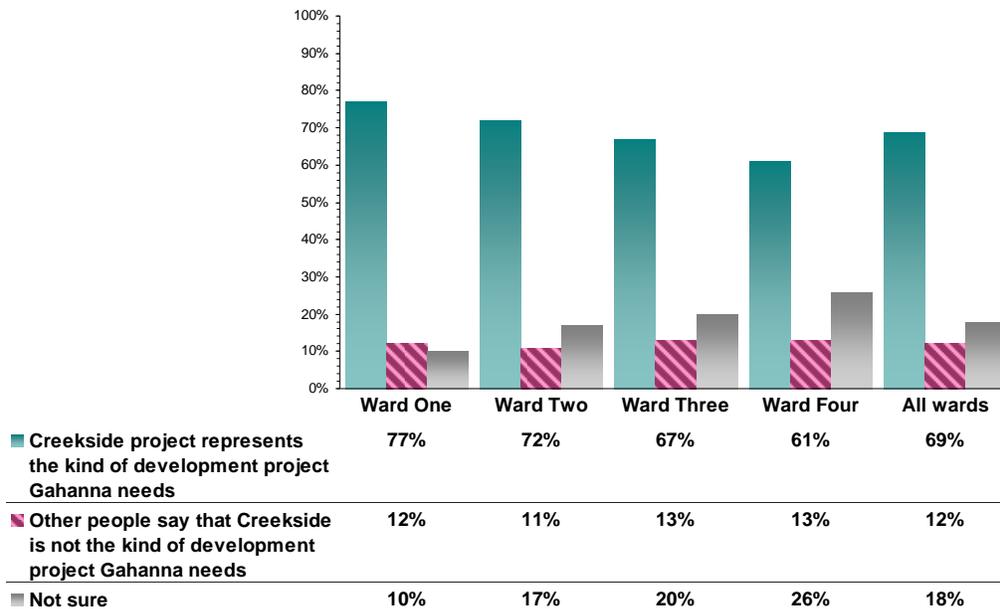
We have seen that maintenance of the city parks is well-rated. Are the parks well used?

Eighty-one percent of respondents say they have been to one of Gahanna's city parks in the past two years.

Of those, most have been to either Creekside (39%) or Friendship park (37%).

CREEKSIDE

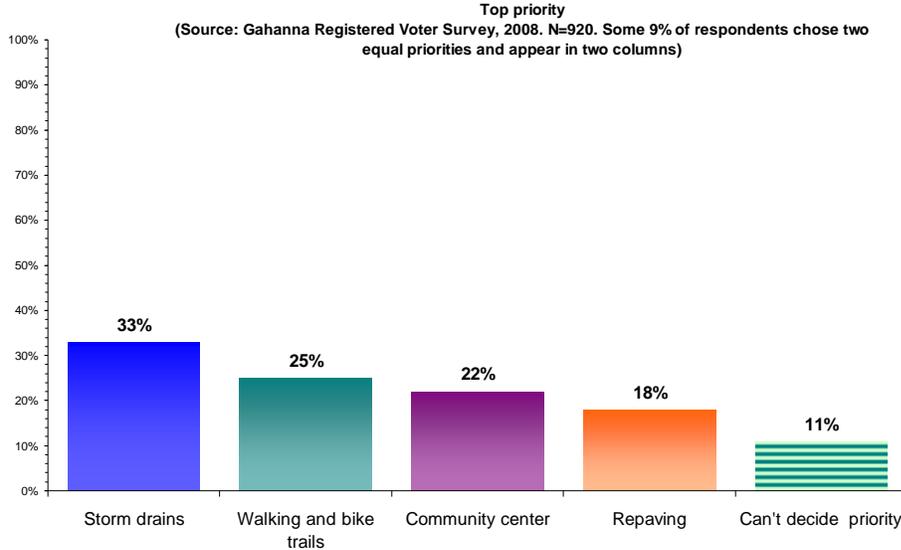
32. Some people say that the Creekside project represents the kind of development project Gahanna needs. Other people say that Creekside is not the kind of development project Gahanna needs. How do you feel about this?
 (Source: Gahanna Registered Voter Survey, 2008. N=920)



More than two-thirds (69%) of respondents say that Creekside represents the kind of development project Gahanna needs, and only 12% disapprove.

Approval varies by ward, although disapproval does not. The difference among wards is in the level of "not sure" responses, with the highest level found in Wards Three and Four.

PRIORITY OF OTHER CITY PROJECTS



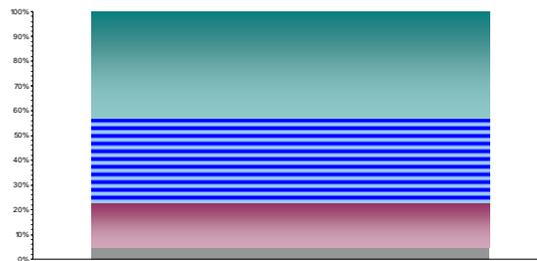
Offered a choice of city investments among improvement of storm drainage systems, acceleration of city street repaving, development of walking and bike trails, and a community center, the public does not have a single overwhelming preference. The two projects that have been prominently discussed (trails and a community center) are statistically tied as priorities of the public.

(The reader may notice that the sum of the percentages in the chart is 109%, not 100%. This results from the fact that a few respondents rated two priorities as being equal and they are counted in two different columns in the chart.)

PROJECTS AND CITY TAXES

Q41. Keeping these projects in mind, some people in Gahanna say that Gahanna needs to keep investing in these types of projects to keep moving ahead even if it requires a small increase in local taxes. Others say that Gahanna is fine as it is and simply needs to maintain itself and avoid any tax increase. Which view do you agree with?

(Source: Gahanna Registered Voter Survey, 2008. N=920)



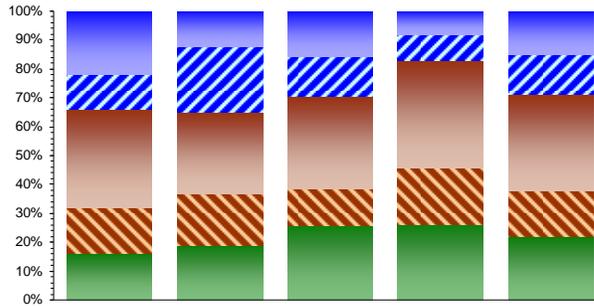
All wards	
Invest in projects	43%
Maintain Gahanna as it is	34%
[VOL] Plenty of money for projects with no tax increase	18%

Respondents were asked if Gahanna should invest in local projects even at the cost of a "...small increase in local taxes" or maintain Gahanna as it is and avoid any tax increase.

The public is not unified on this matter, with 43% favoring further development even with a small tax increase, and the balance suggesting either that Gahanna should stay as it is rather than raise taxes (34%), or (18%) volunteering that, while they did not oppose development necessarily, they felt there are sufficient funds to handle such projects without a tax increase. However, the question did not specify a specific investment purpose and if it had, the response may have been different.

YEARS OF RESIDENCE IN GAHANNA

Q3. For how many years have you lived in Gahanna?
(Source: Gahanna Registered Voter Survey, 2008. N=920)

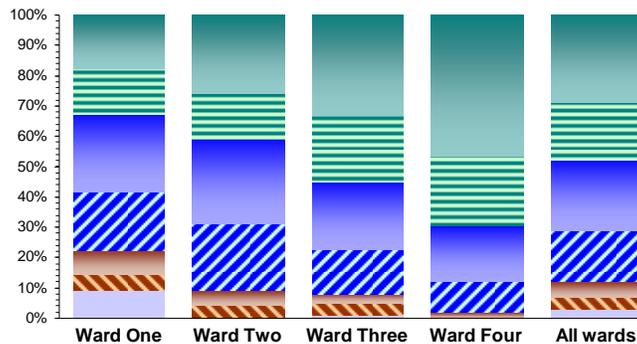


	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ Thirty-one or more	22%	12%	16%	8%	15%
▨ Twenty-one to thirty	12%	23%	14%	9%	14%
■ Eleven to twenty	34%	28%	32%	37%	33%
▨ Six to ten	16%	18%	13%	19%	16%
■ Five or fewer	16%	19%	26%	26%	22%

Gahanna has a healthy mix of longer and shorter-term residents. Wards One and Two have the highest percentage of longer-term residents. Wards Three and Four (especially Four) have the highest percentages of shorter-term residents, a fact that may explain the tendency of ward Four to have relatively high “not sure” percentages on some of the questions reported in this summary.

HOUSEHOLD INCOME

Q55. Which range that I read you did your total household income fall into last year?
(Source: Gahanna Registered Voter Survey, 2008. N=920)



	Ward One	Ward Two	Ward Three	Ward Four	All wards
■ \$100,000 or more	17%	26%	33%	46%	29%
▨ \$75,000 but less than \$100,000	15%	15%	22%	23%	19%
■ \$50,000 but less than \$75,000	25%	28%	22%	18%	23%
▨ \$35,000 but less than \$50,000	19%	22%	15%	10%	17%
■ \$25,000 but less than \$35,000	8%	5%	3%	2%	5%
▨ \$15,000 but less than \$25,000	5%	4%	4%	0%	4%
■ Under \$15,000	9%	0%	1%	0%	3%

Household income level is progressively higher from ward One through wards Two and Three and highest in Ward Four.